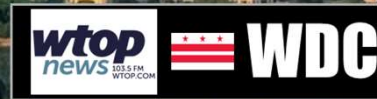
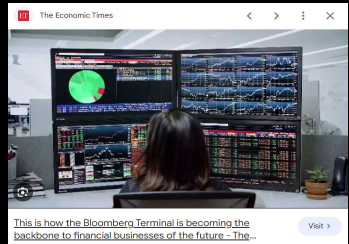


USA-5 Local Media Used for NEWS in the WASHINGTON, DC Metro!

Brand New Data as of March 31, 2026!

Complete Demographic & Media Use Profiles



Metro
#8 P18+



And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)
(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



17.2% or 820,163 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Typical Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 60.8 years old (27.6% older than average) and have a \$150,597 (4.4% higher than average) annual household income.

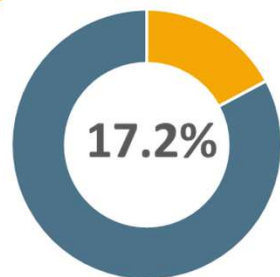


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who used WRC-TV4(NBC) for NEWS in the past 7 days

Remainder of WDC Metro

Total Persons:

820,163

3,950,177

%M vs. %F:

Average Age:

Persons:

43.6%

58.0

357,574

48.4%

47.7

2,310,507

Men

Men

56.4%

63.8

462,589

Women

51.6%

47.6

2,459,833

Women

Age Cell Demographics of Target vs. Market:

Average Age:

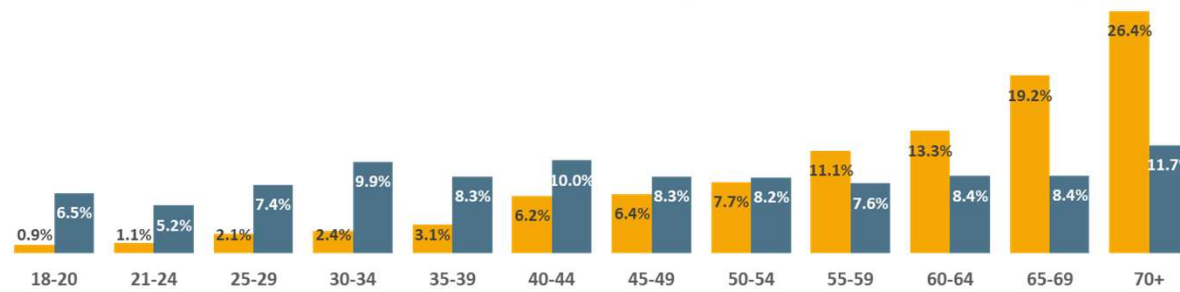
Adults 18 or older

60.8

47.7

who used WRC-TV4(NBC) for NEWS in the past 7 days

WDC

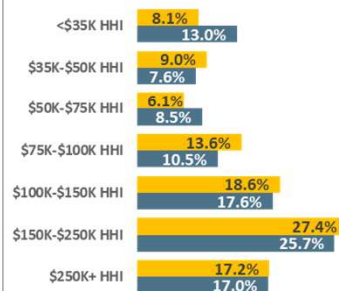


who used WRC-TV4(NBC) for NEWS in the past 7 days

WDC

WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HHI of Target vs. Market:



Avg HHI:

\$150,597

\$144,210

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



14.0% or 668,692 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Typical Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 59.2 years old (24.3% older than average) and have a \$153,234 (6.3% higher than average) annual household income.

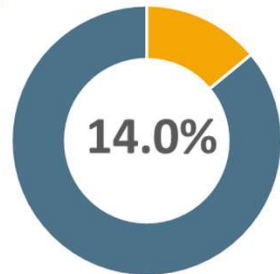


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

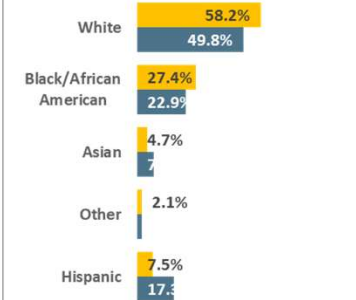
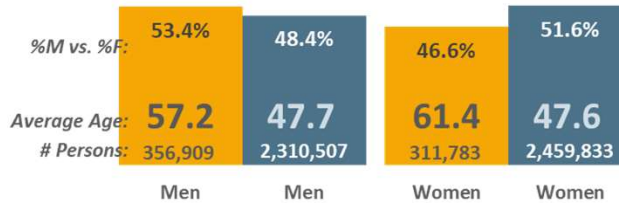
Ethnicity of Target vs. Market:



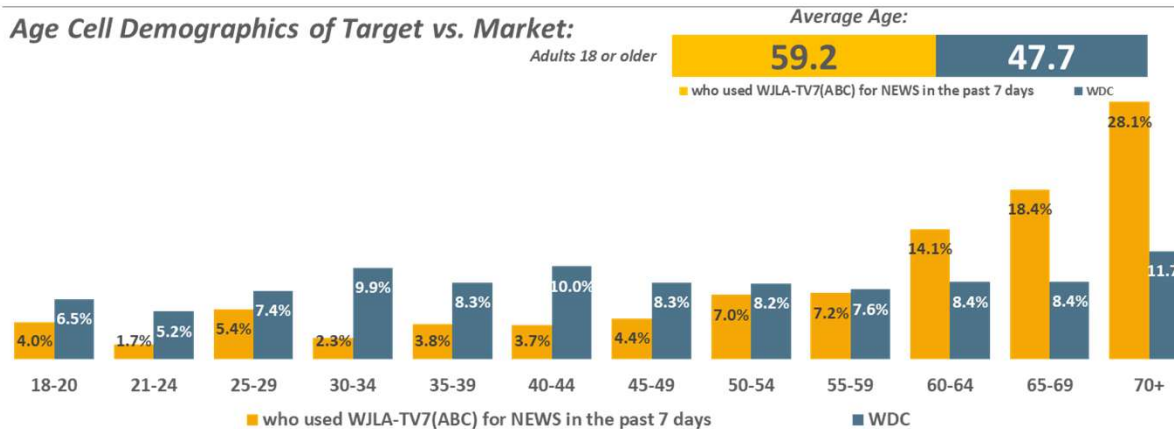
■ who used WJLA-TV7(ABC) for NEWS in the past 7 days
■ Remainder of WDC Metro

Total Persons:

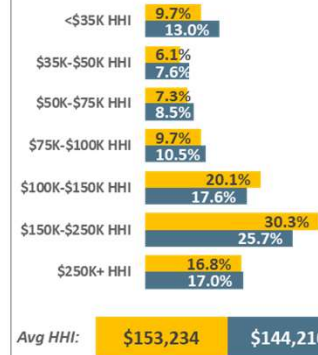
668,692 4,101,648



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



14.9% or 709,813 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Typical Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 57. years old (19.6% older than average) and have a \$146,699 (1.7% higher than average) annual household income.

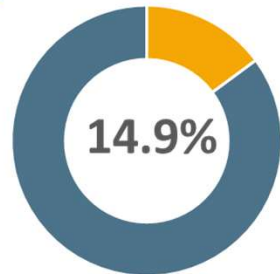


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who used WUSA-TV9(CBS) for NEWS in the past 7 days
■ Remainder of WDC Metro

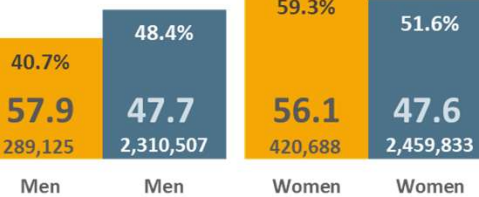
Total Persons:

709,813 4,060,527

%M vs. %F:

Average Age:

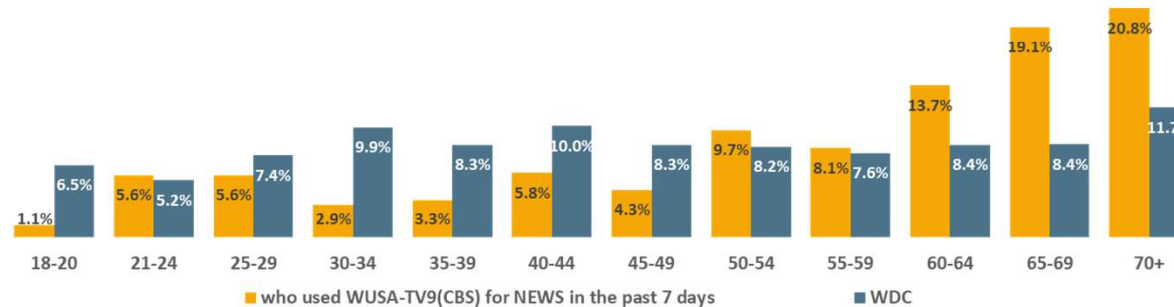
Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

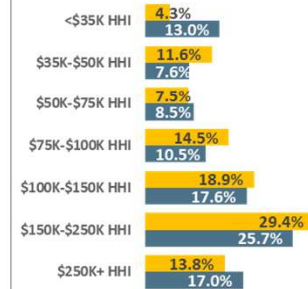


■ who used WUSA-TV9(CBS) for NEWS in the past 7 days

■ WDC



HHI of Target vs. Market:



Avg HHI:

\$146,699 \$144,210

WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)



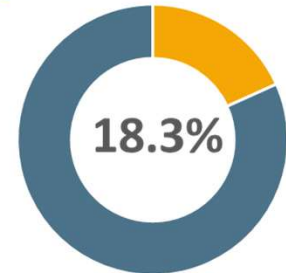
18.3% or 871,444 of WASHINGTON, DC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days. Typical Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 58.7 years old (23.1% older than average) and have a \$157,804 (9.4% higher than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



who used WTOP NEWS for NEWS in the past 7 days

Remainder of WASHINGTON, DC Metro

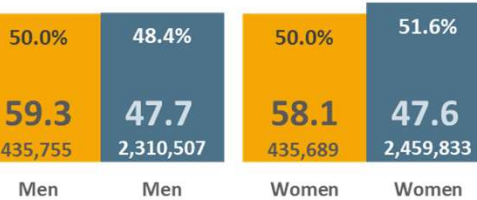
Total Persons:

871,444 3,898,896

%M vs. %F:

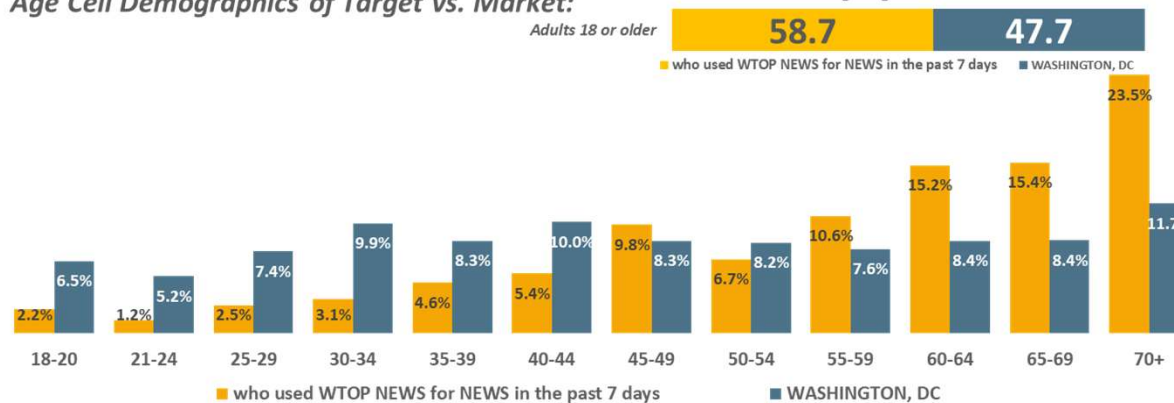
Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

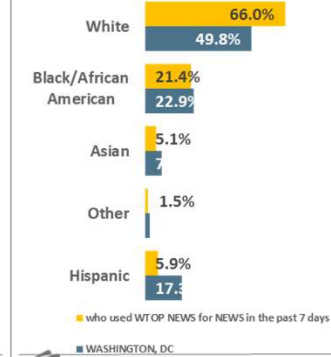


who used WTOP NEWS for NEWS in the past 7 days

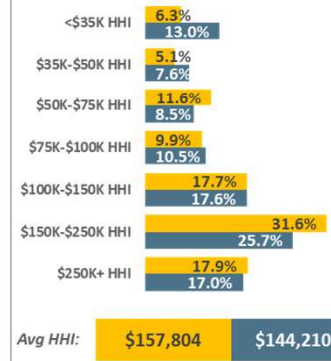
WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

\$157,804 \$144,210

(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



37.8% or 1,803,042 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS past 7 days. Typical Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days are 49.5 years old (3.9% older than average) and have a \$156,694 (8.7% higher than average) annual household income.

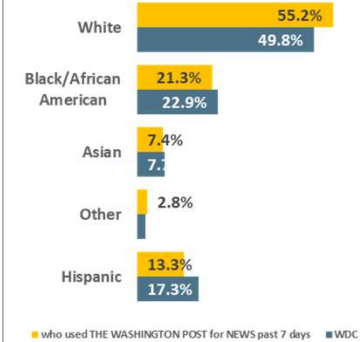
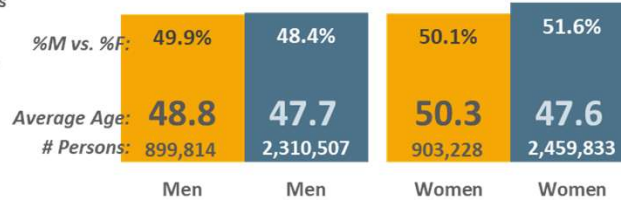
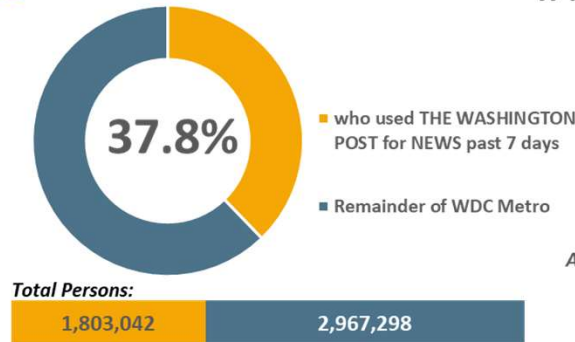


Percent of Market: Adults 18 or older

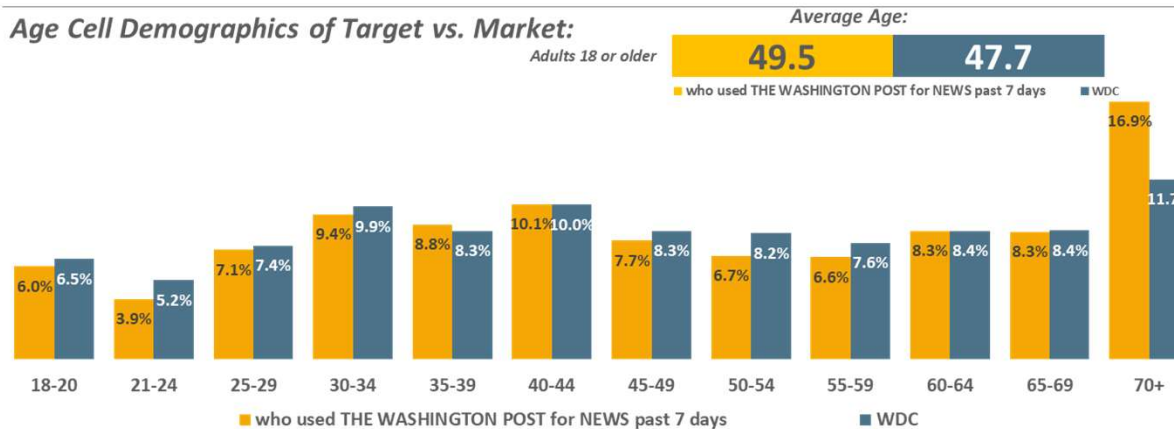


Gender of Target vs. Market: Adults 18 or older

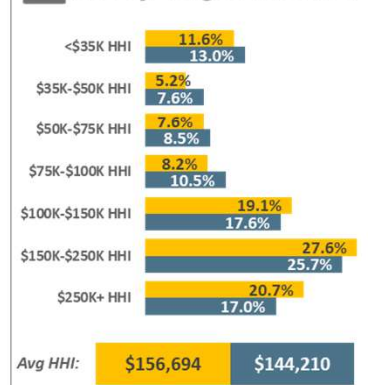
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

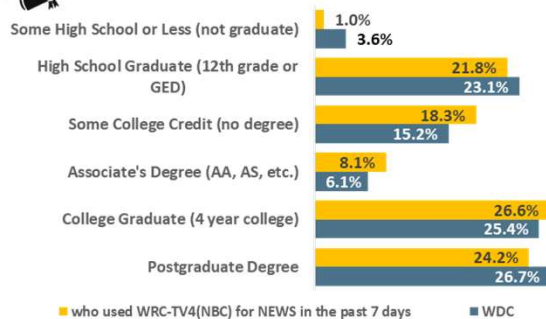
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



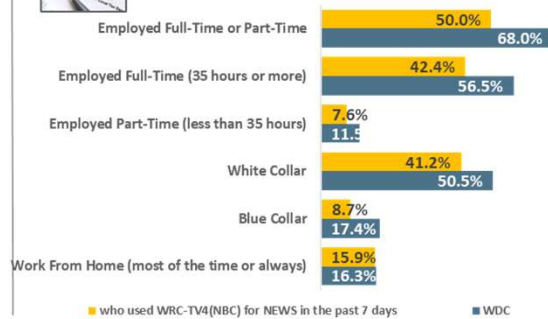
17.2% or 820,163 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 2.4% less likely to be a college graduate, 25.% less likely to work full-time, 10.1% more likely to be married, 48.3% less likely to be a parent of 1 or more children under 18.



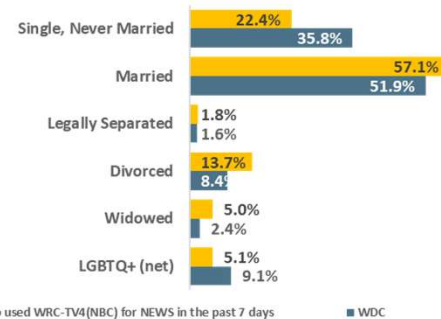
Education Levels: Adults 18 or older



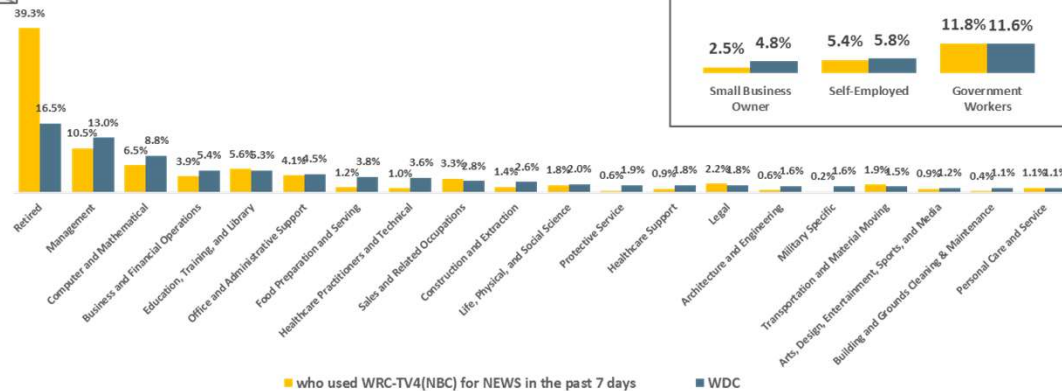
Employment: Adults 18 or older



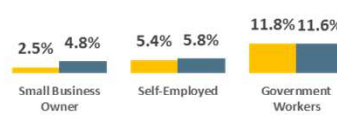
Marital Status: Adults 18 or older



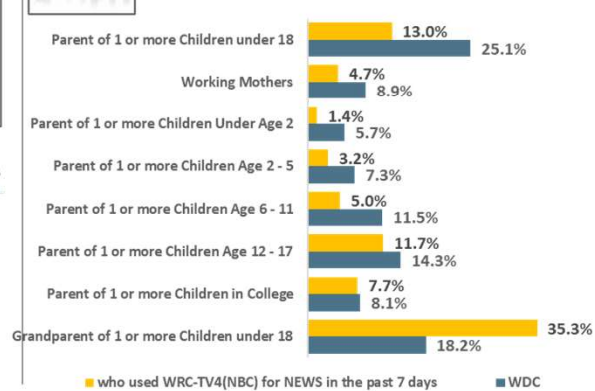
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

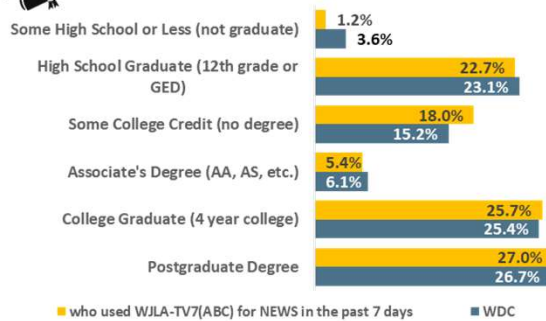
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



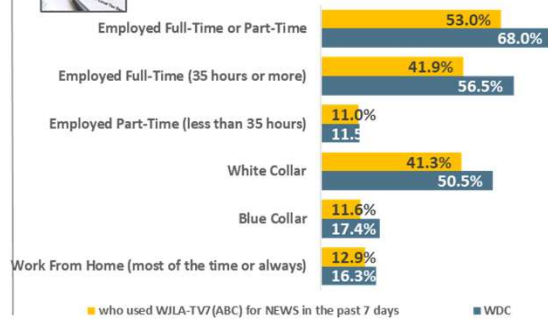
14.4% or 668,692 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 1.2% more likely to be a college graduate, 25.8% less likely to work full-time, 12.9% more likely to be married, 44.3% less likely to be a parent of 1 or more children under 18.



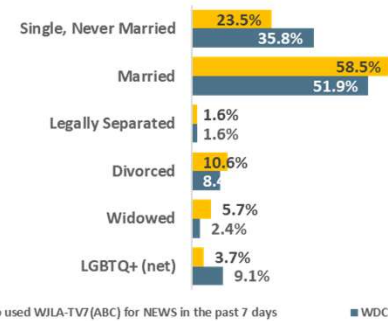
Education Levels: Adults 18 or older



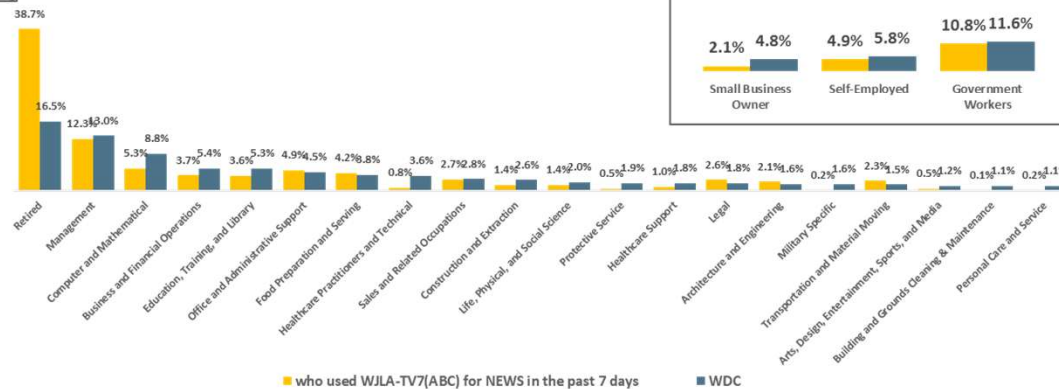
Employment: Adults 18 or older



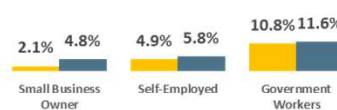
Marital Status: Adults 18 or older



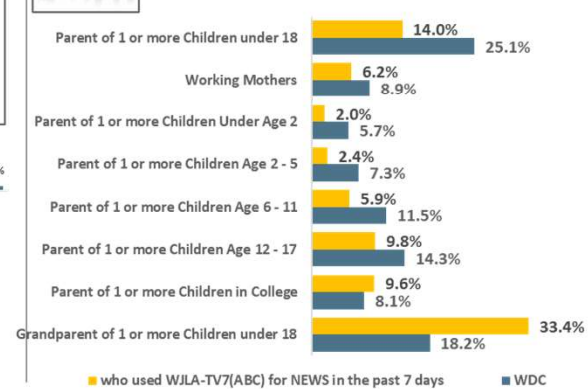
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



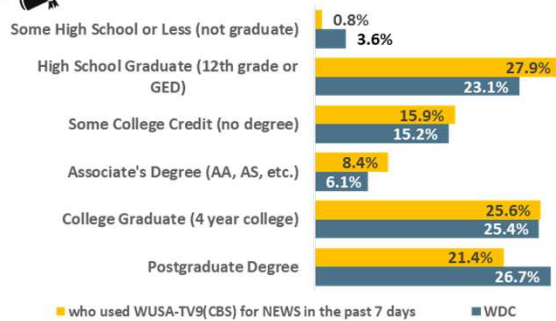
WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



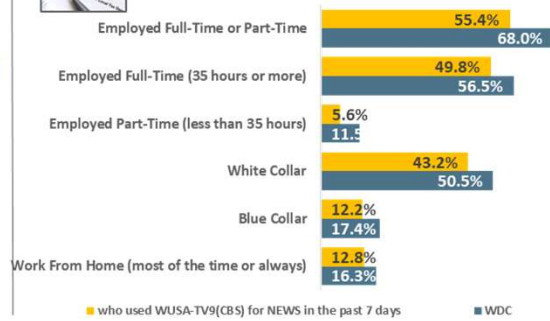
14.9% or 709,813 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 9.7% less likely to be a college graduate, 11.8% less likely to work full-time, 5.1% less likely to be married, 42.2% less likely to be a parent of 1 or more children under 18.



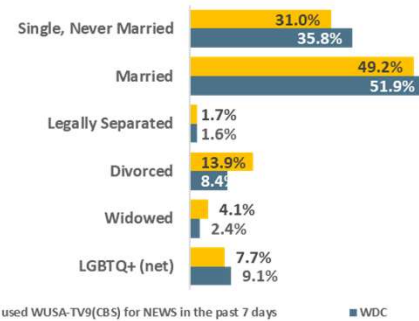
Education Levels: Adults 18 or older



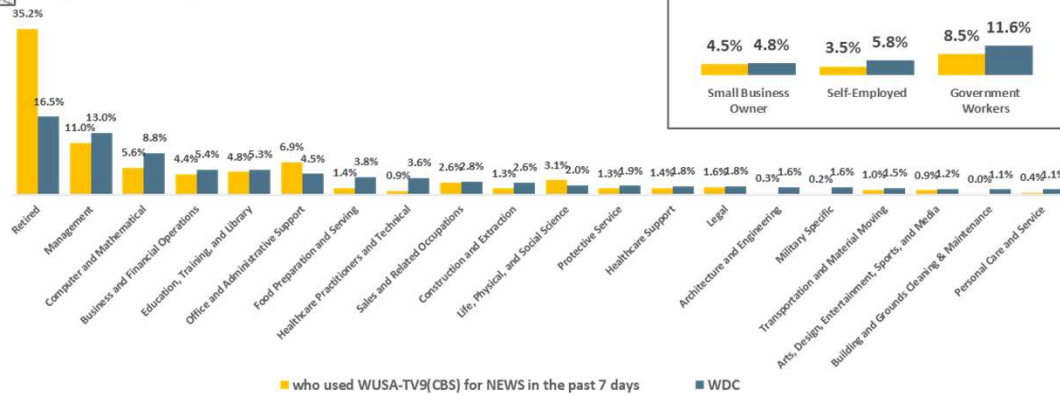
Employment: Adults 18 or older



Marital Status: Adults 18 or older



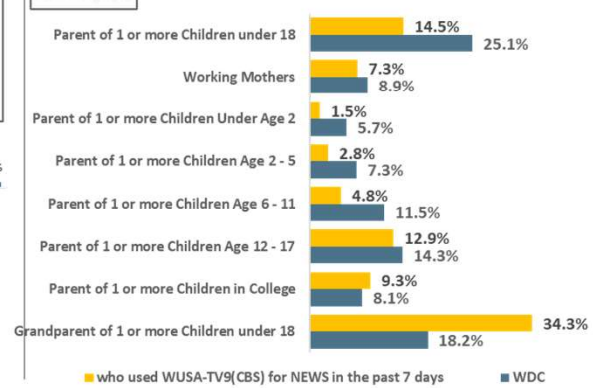
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and HBI/AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

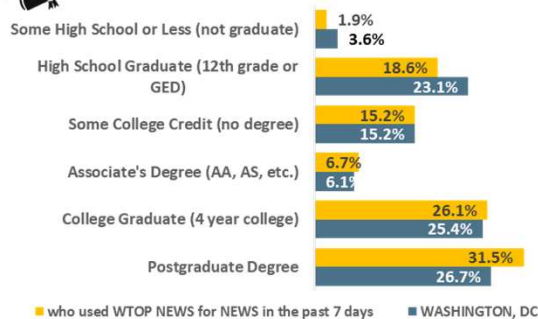
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)



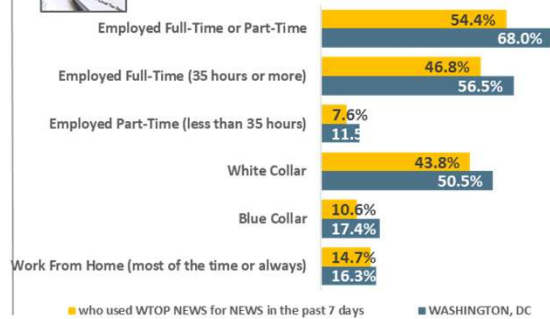
18.3% or 871,444 of WASHINGTON, DC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7... Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 10.8% more likely to be a college graduate, 17.1% less likely to work full-time, 23.2% more likely to be married, 33.7% less likely to be a parent of 1 or more children under 18.



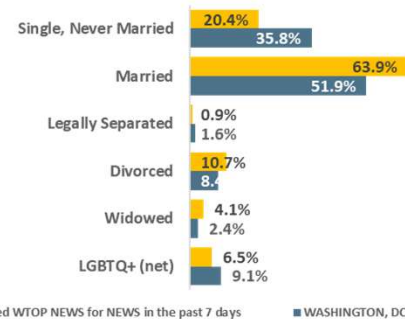
Education Levels: Adults 18 or older



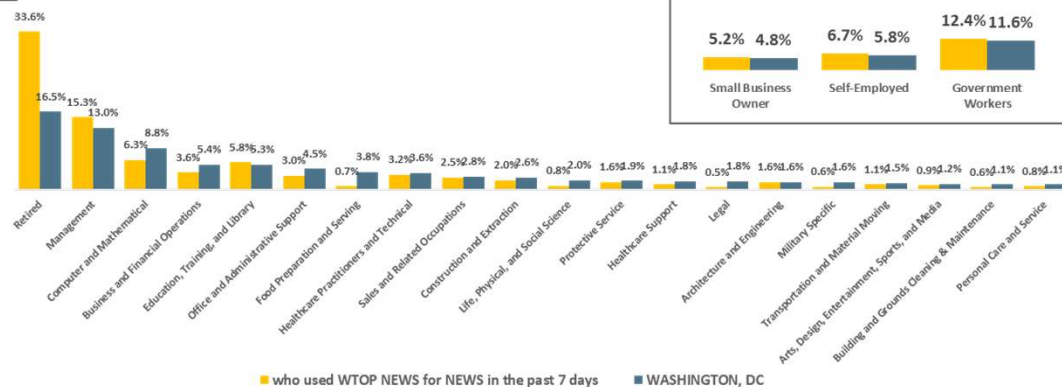
Employment: Adults 18 or older



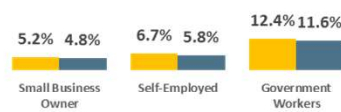
Marital Status: Adults 18 or older



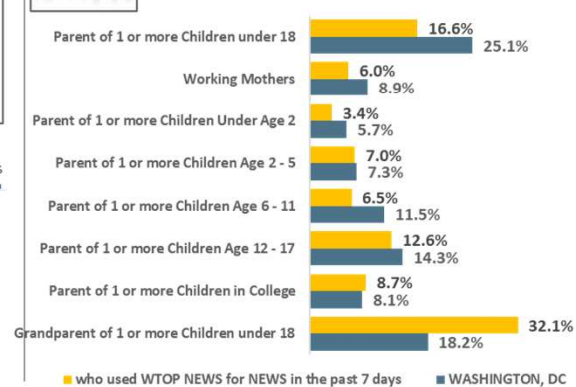
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

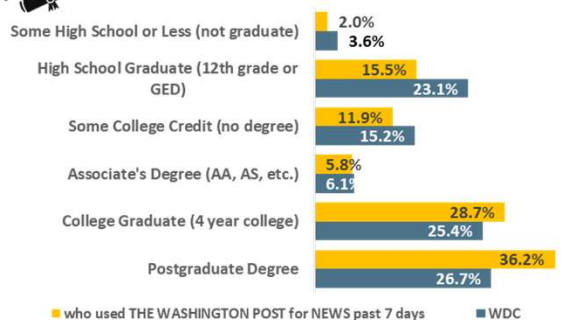




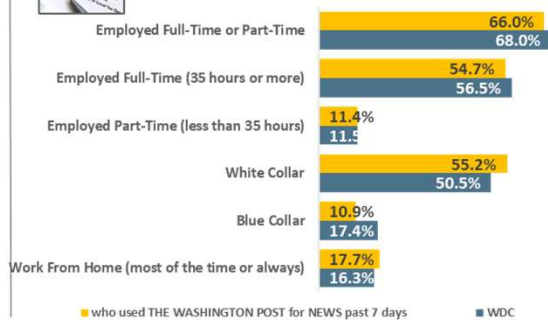
37.8% or 1,803,042 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS past 7 days. Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days are 24.8% more likely to be a college graduate, 3.3% less likely to work full-time, 1.2% more likely to be married, 9.8% less likely to be a parent of 1 or more children under 18.



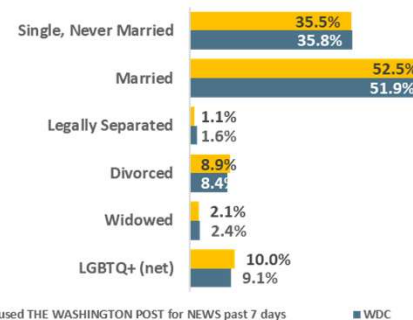
Education Levels: Adults 18 or older



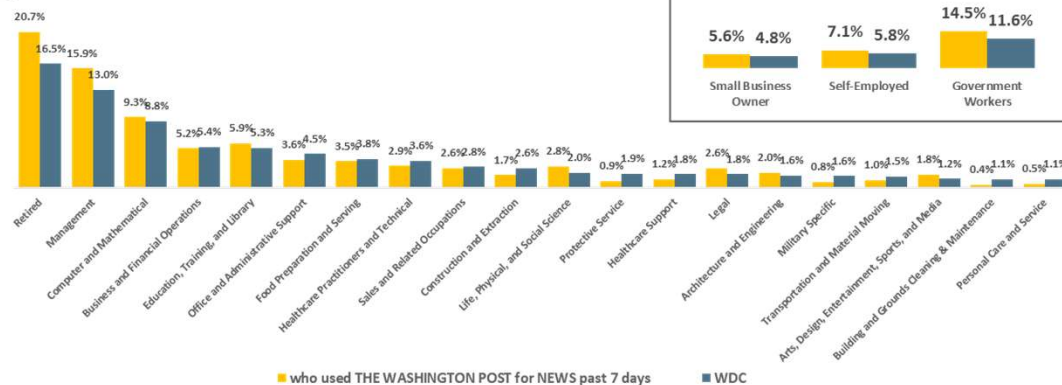
Employment: Adults 18 or older



Marital Status: Adults 18 or older



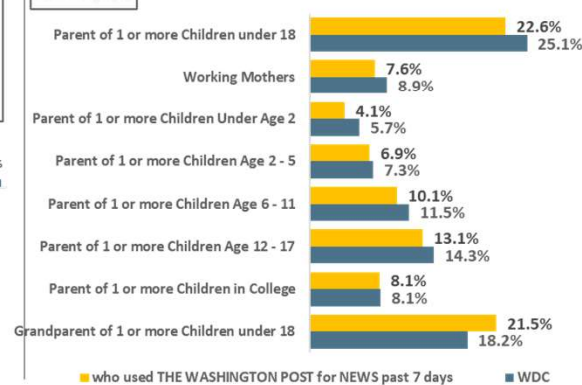
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



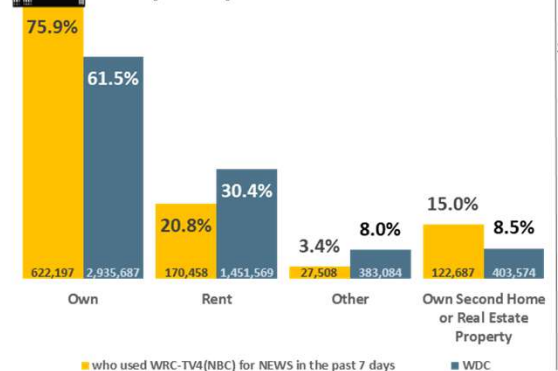
WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

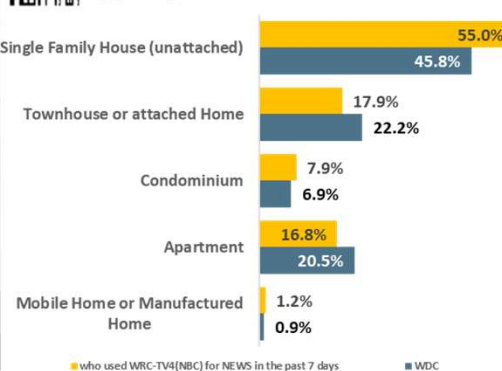


17.2% or 820,163 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 23.3% more likely to own their home, .6% more likely to own a lower valued home, 20.% more likely to have a single-family home, 19.7% more likely to have a dog.

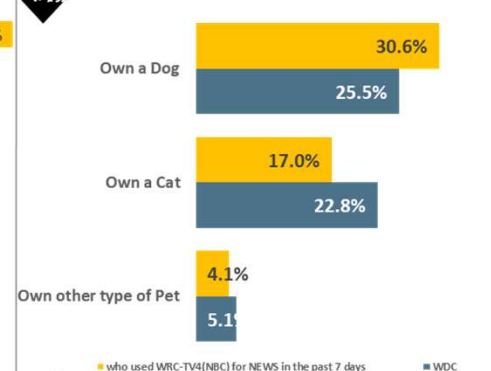
Own/Rent/Other: Adults 18 or older



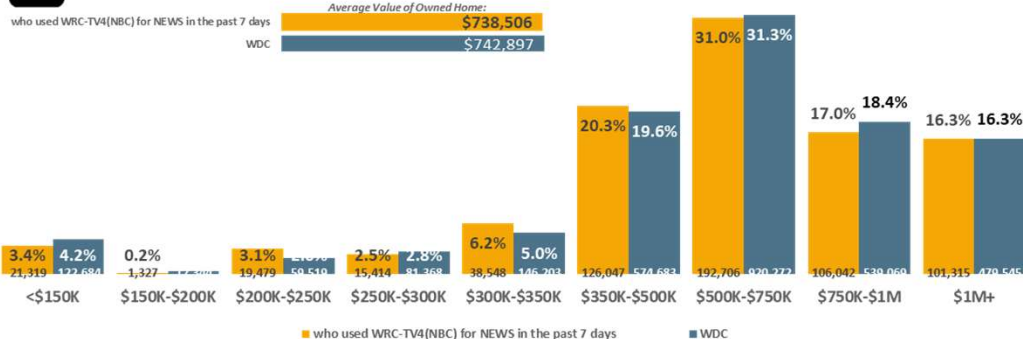
Type of Home: Adults 18 or older



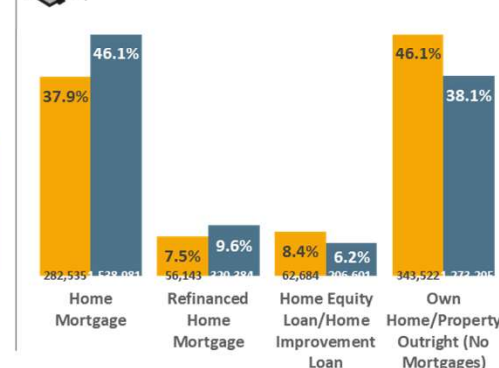
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

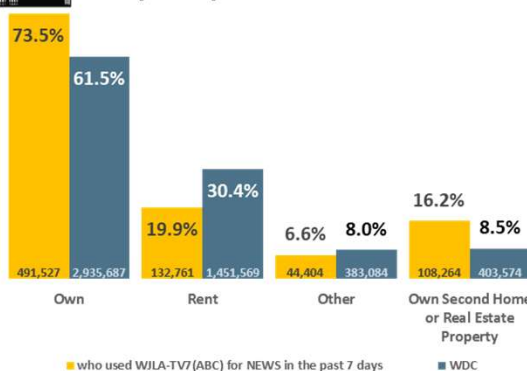
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



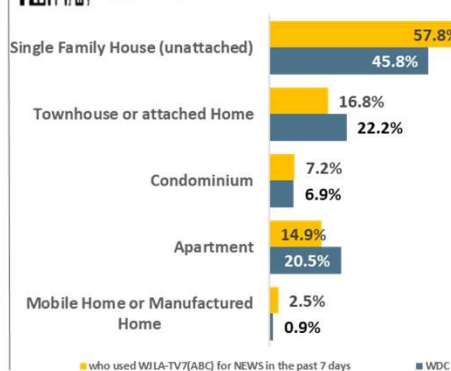
14.4% or 668,692 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 19.4% more likely to own their home, 3.8% more likely to own a higher valued home, 26.2% more likely to have a single-family home, 22.6% more likely to have a dog.



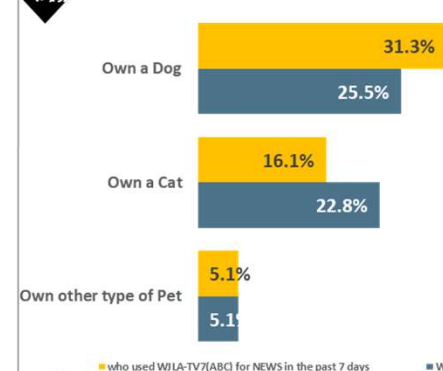
Own/Rent/Other: Adults 18 or older



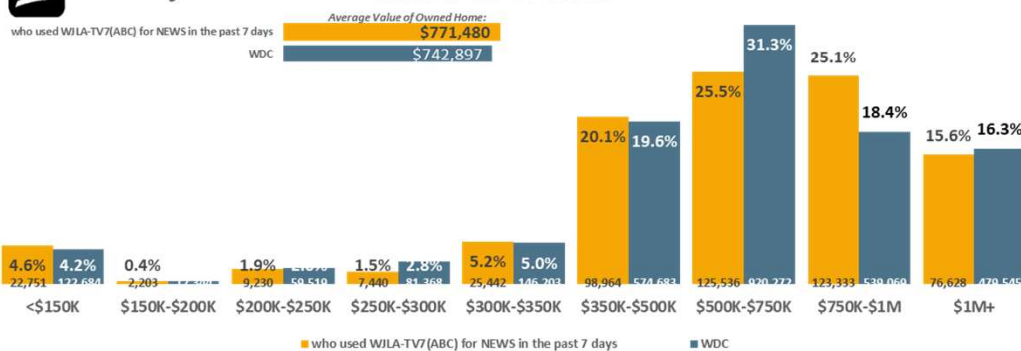
Type of Home: Adults 18 or older



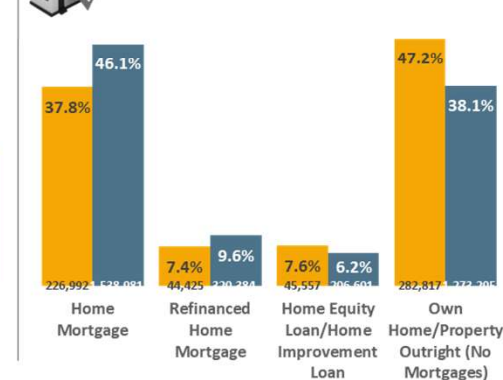
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



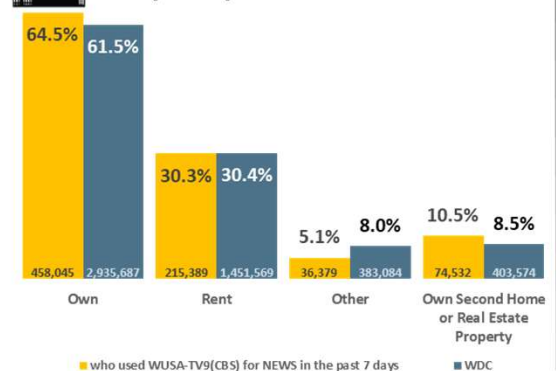
Home Loans: Adults 18 or older



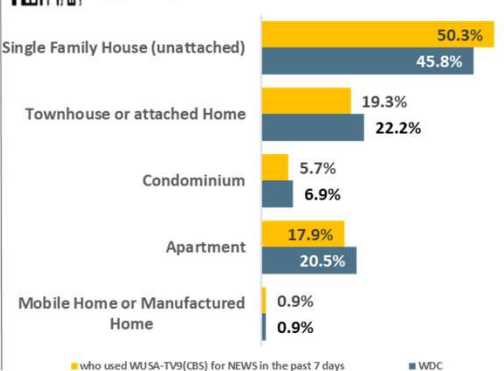


14.9% or 709,813 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 4.9% more likely to own their home, 8.5% more likely to own a lower valued home, 9.8% more likely to have a single-family home, 18.8% more likely to have a dog.

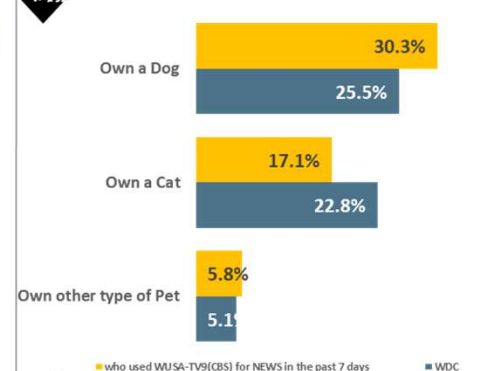
Own/Rent/Other: Adults 18 or older



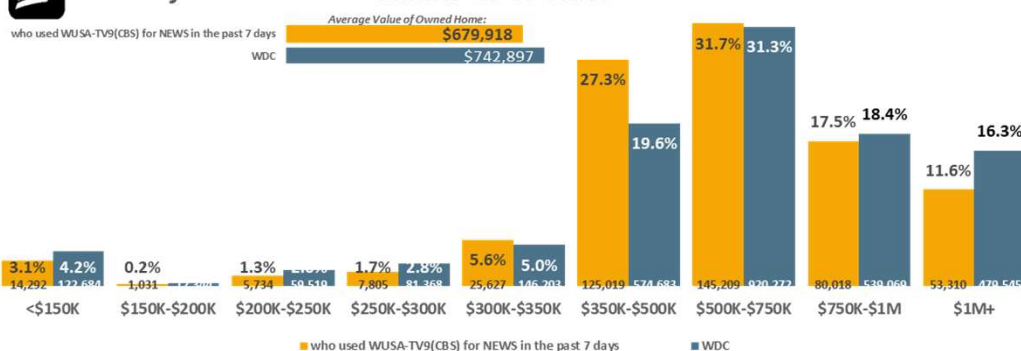
Type of Home: Adults 18 or older



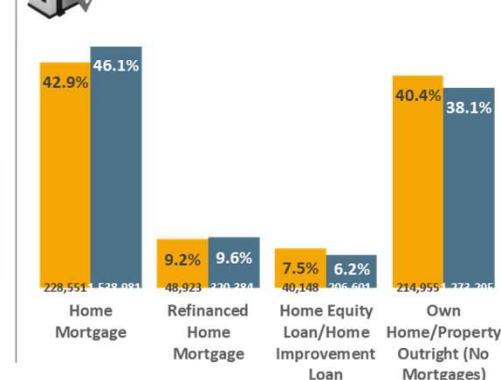
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

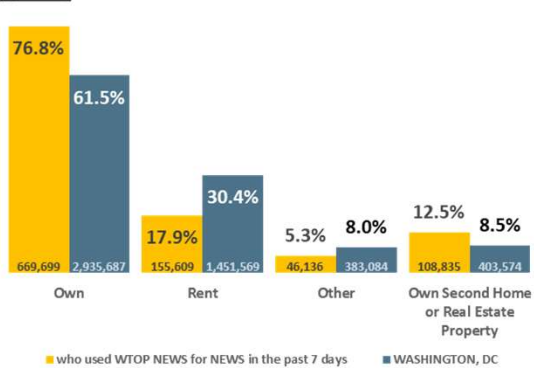




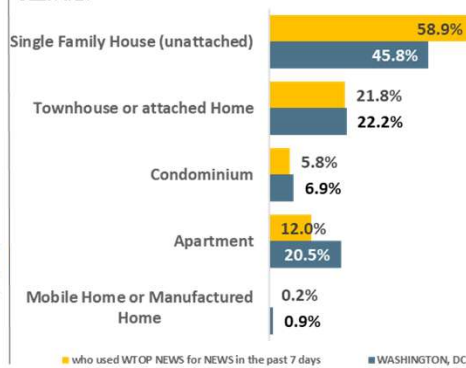
18.3% or 871,444 of WASHINGTON, DC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days. Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 24.9% more likely to own their home, 1.7% more likely to own a lower valued home, 28.6% more likely to have a single-family home, .4% less likely to have a dog.



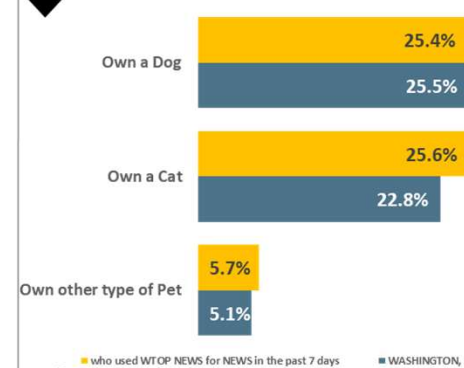
Own/Rent/Other: Adults 18 or older



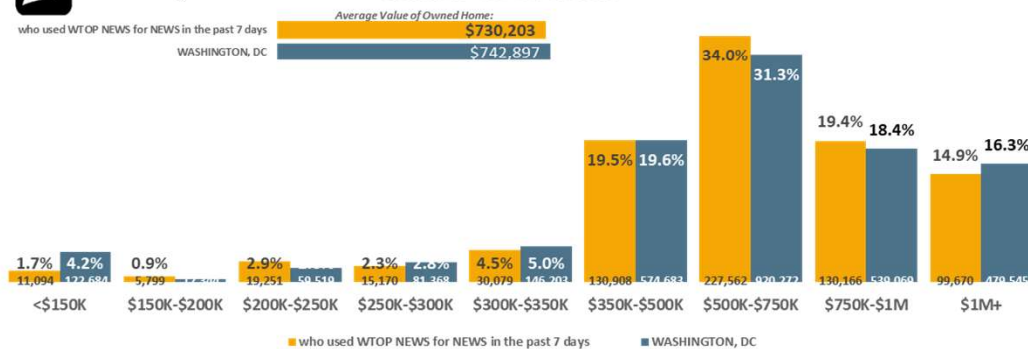
Type of Home: Adults 18 or older



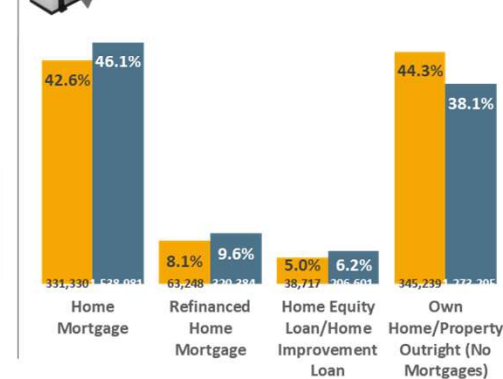
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

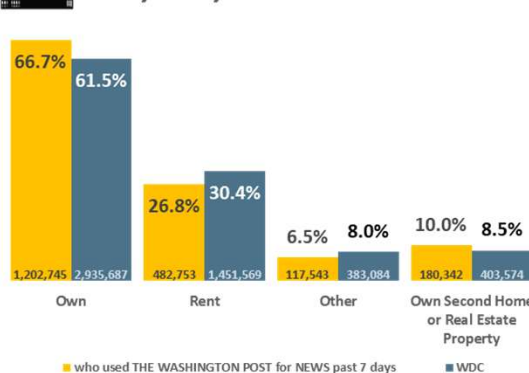




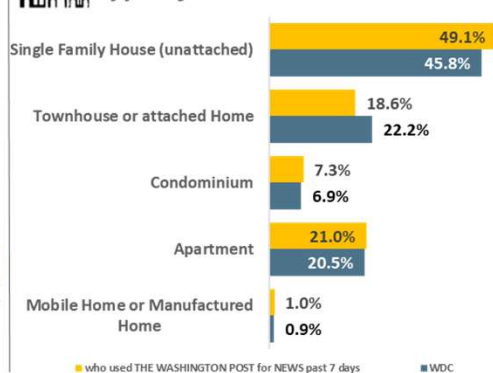
37.8% or 1,803,042 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS past 7 days. Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days are 8.4% more likely to own their home, 8.7% more likely to own a higher valued home, 7.1% more likely to have a single-family home, 2.5% more likely to have a dog.



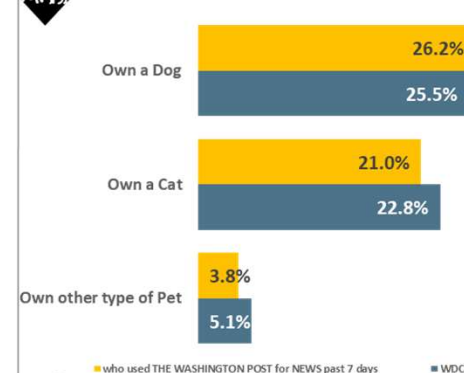
Own/Rent/Other: Adults 18 or older



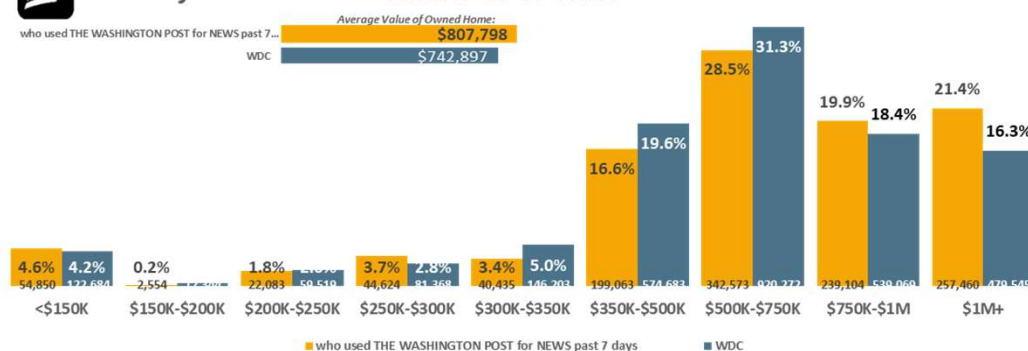
Type of Home: Adults 18 or older



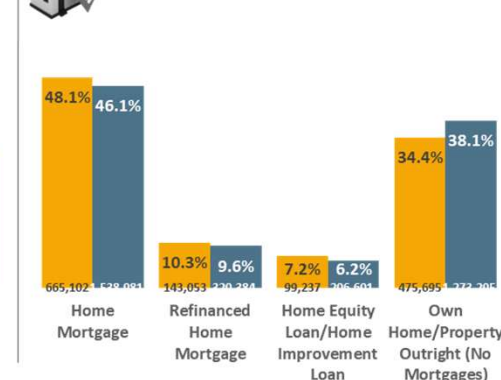
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

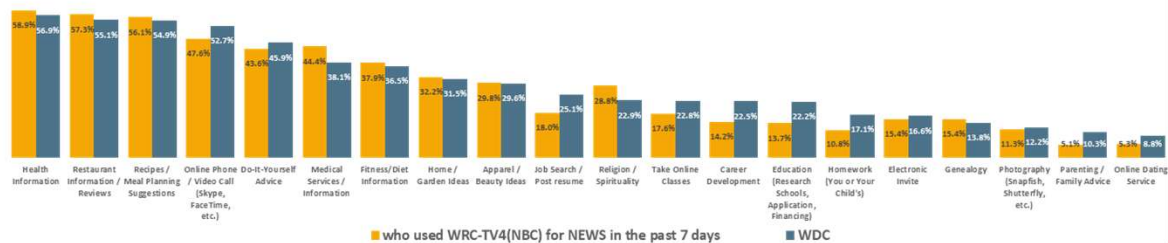
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



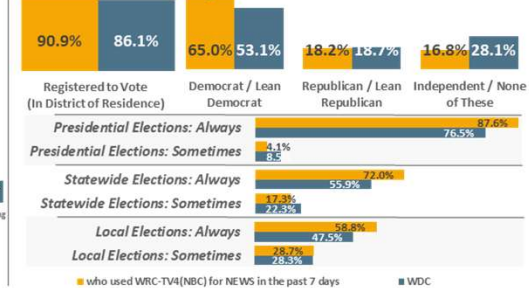
17.2% or 820,163 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 5.1% less likely to look up D-I-Y advice online, 23.9% more likely to always vote in local elections, 22.2% more likely to belong to a gym, .7% less likely to fly domestic past yr.



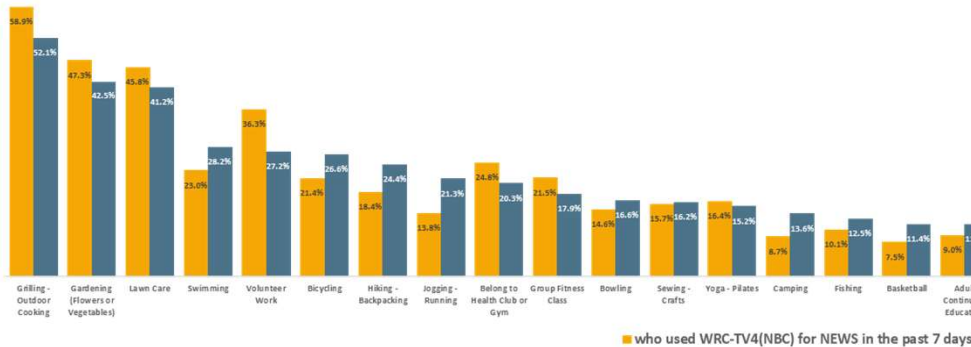
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



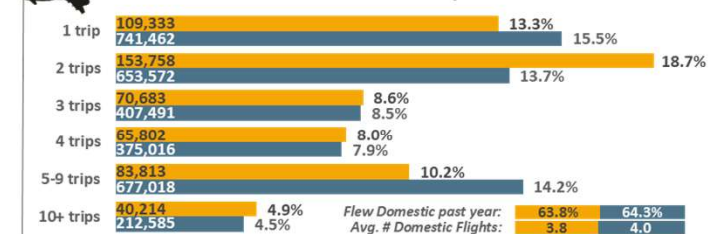
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

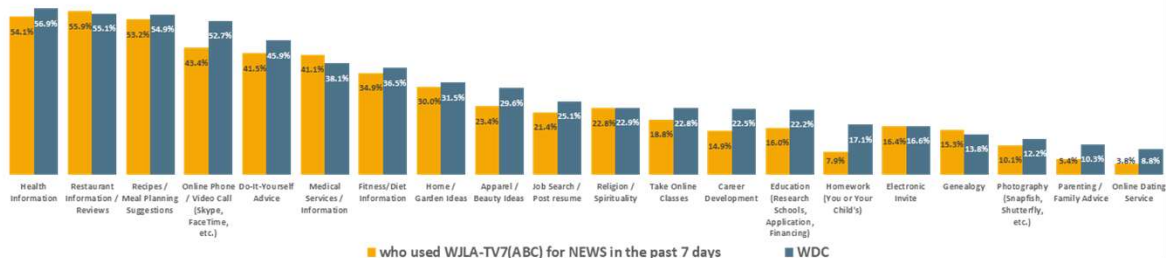




14.% or 668,692 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 9.5% less likely to look up D-I-Y advice online, 19.8% more likely to always vote in local elections, 22.2% more likely to belong to a gym, 10.5% more likely to fly domestic past yr

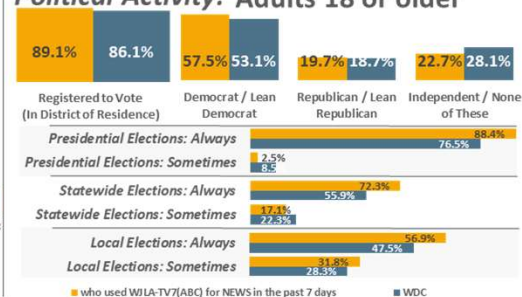


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who used WJLA-TV7(ABC) for NEWS in the past 7 days ■ WDC

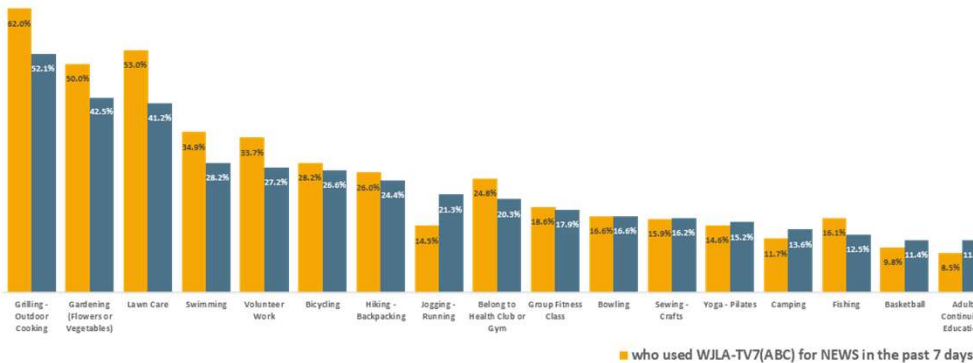
Political Activity: Adults 18 or older



■ who used WJLA-TV7(ABC) for NEWS in the past 7 days ■ WDC



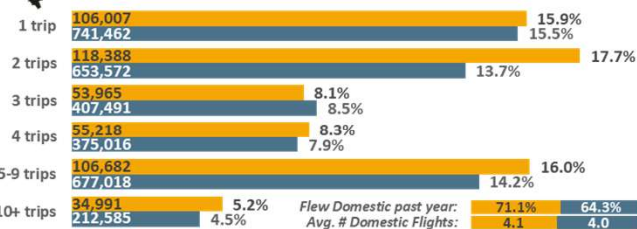
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who used WJLA-TV7(ABC) for NEWS in the past 7 days ■ WDC



Past 12-months Domestic Airline Trips: Adults 18 or older



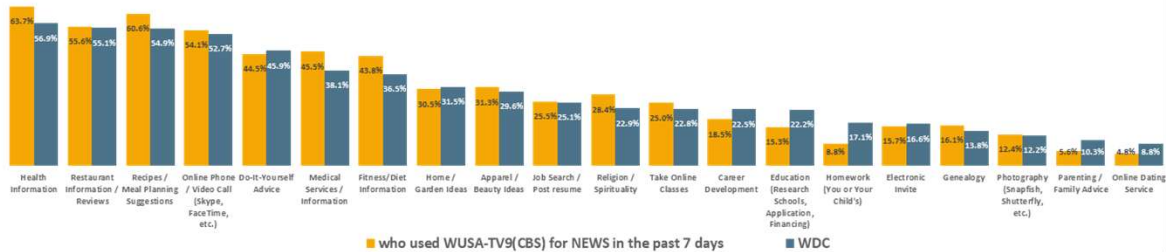
■ who used WJLA-TV7(ABC) for NEWS in the past 7 days ■ WDC



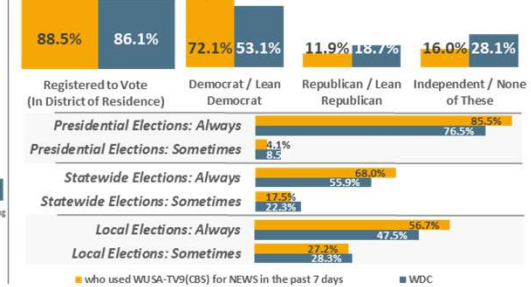
14.9% or 709,813 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 3% less likely to look up D-I-Y advice online, 19.3% more likely to always vote in local elections, 1.7% less likely to belong to a gym, 5.1% less likely to fly domestic past yr.



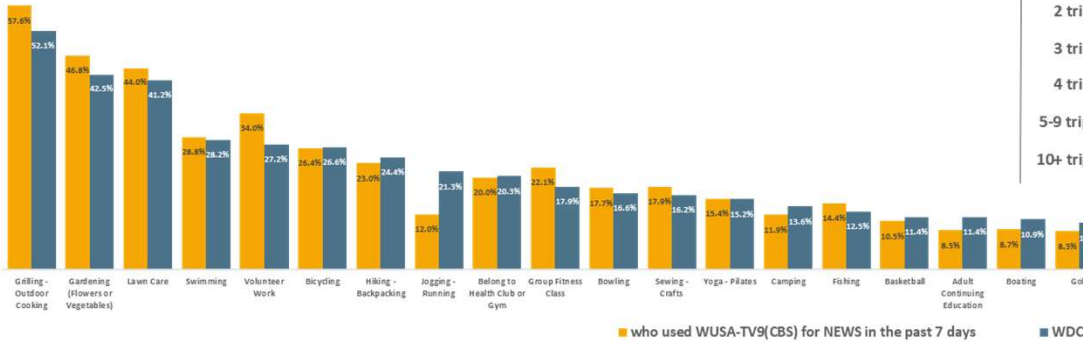
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



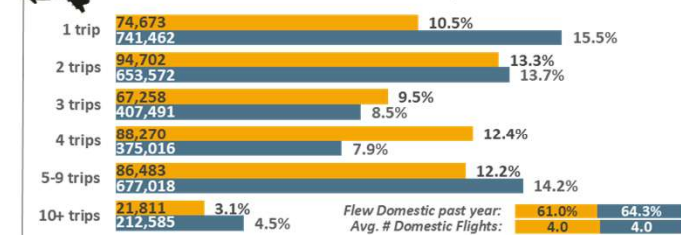
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

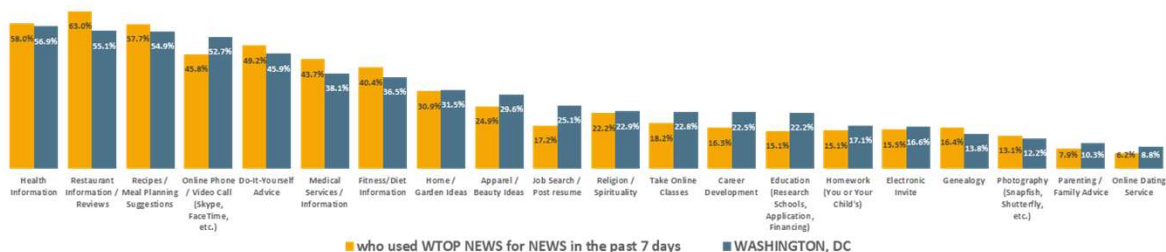




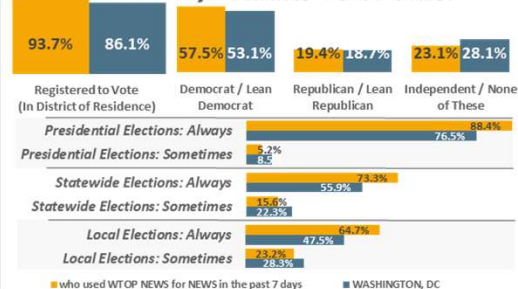
18.3% or 871,444 of WASHINGTON, DC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7... Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 7.3% more likely to look up D-I-Y advice online, 36.2% more likely to always vote in local elections, 28.% more likely to belong to a gym, 4.7% less likely to fly domestic past yr.



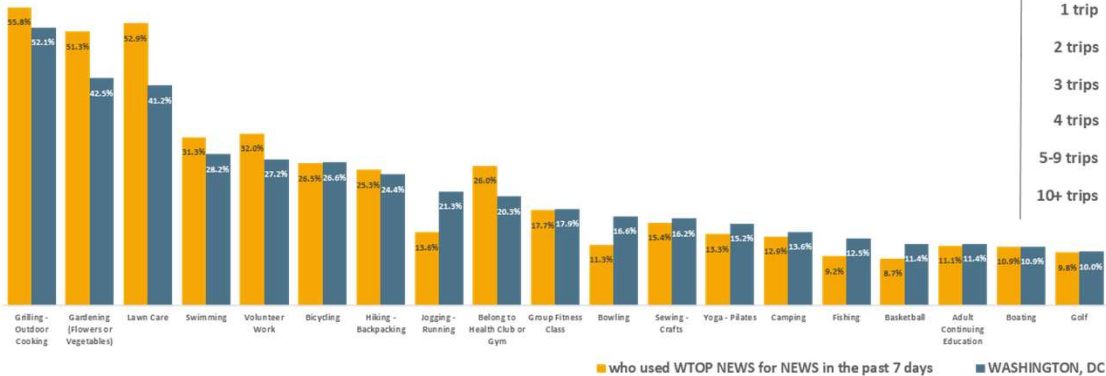
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



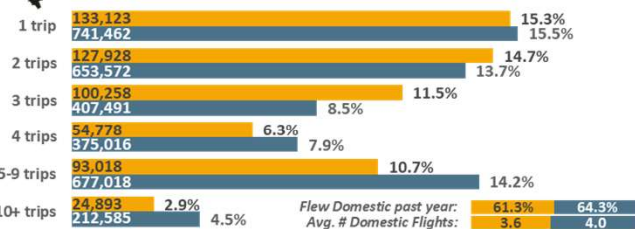
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

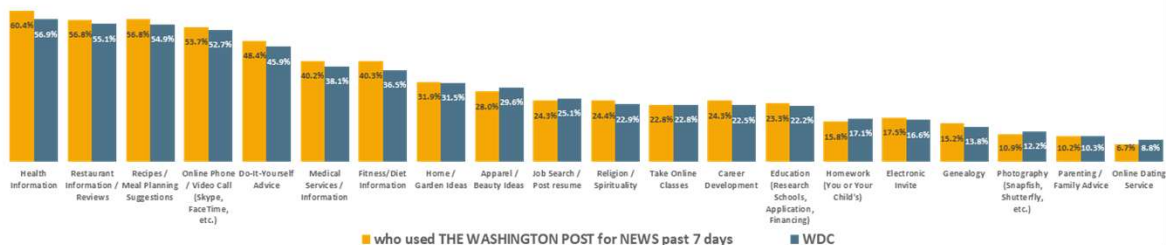
(WTOP-FM: M-S 6am-mid come OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



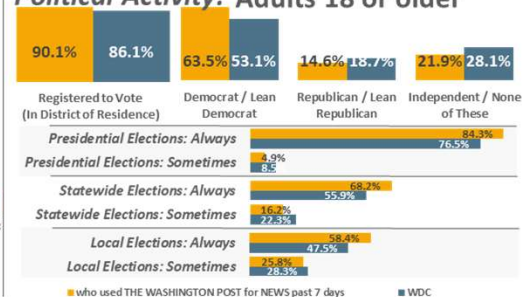
37.8% or 1,803,042 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS past 7 days. Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days are 5.4% more likely to look up D-I-Y advice online, 23.% more likely to always vote in local elections, 18.5% more likely to belong to a gym, 17.% more likely to fly domestic past yr.



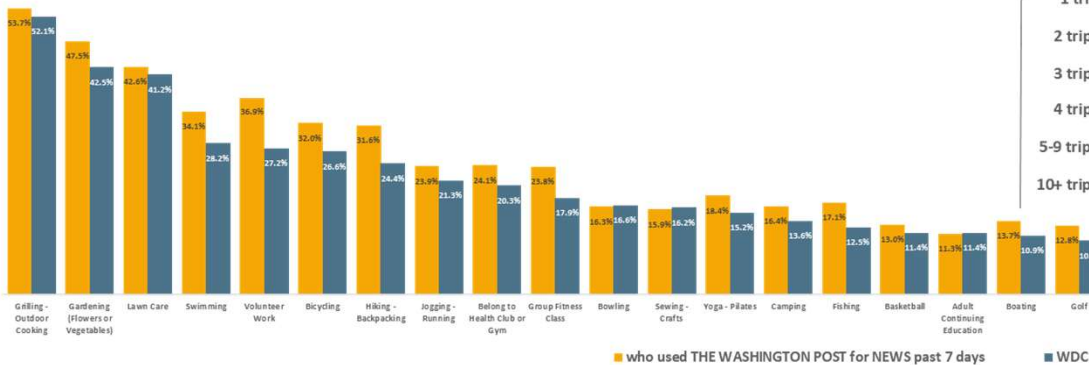
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



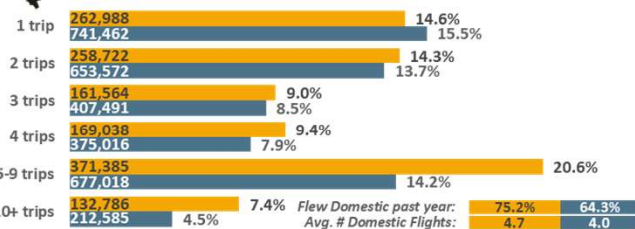
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



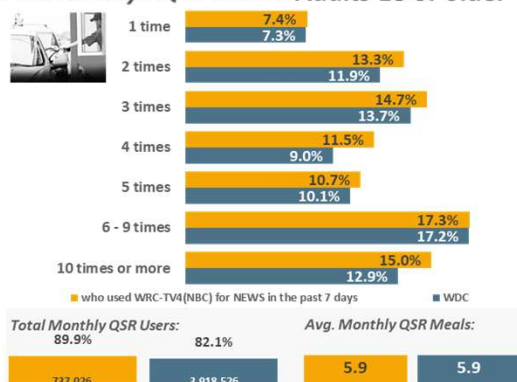
WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

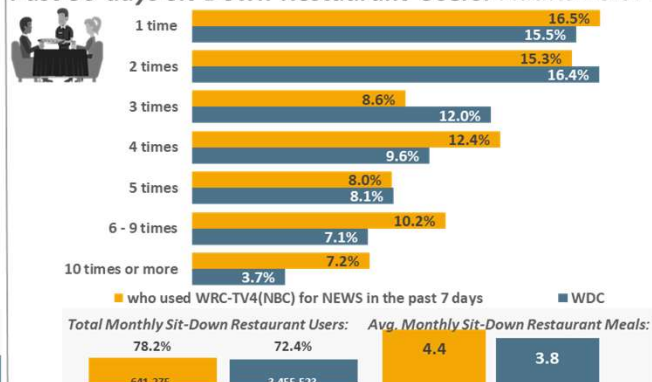


17.2% or 820,163 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 9.4% more likely to use QSRs past mo., 7.9% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 10.4% less likely to smoke cigarettes.

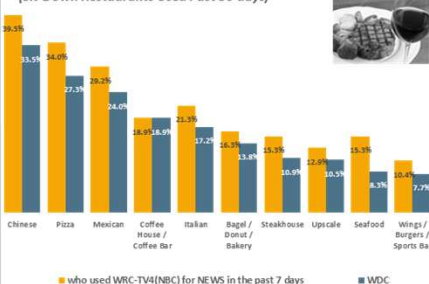
Past 30-days QSR Users: Adults 18 or older



Past 30-days Sit-Down Restaurant Users: Adults 18 or older

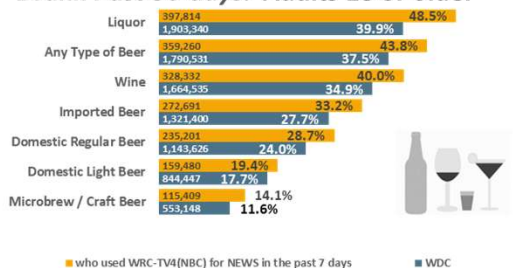


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

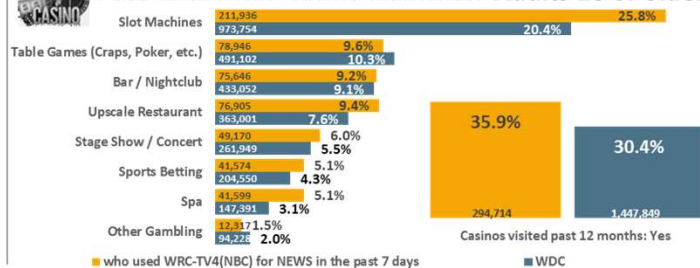


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who used WRC-TV4(NBC) for NEWS in the past 7 days: 224,327 (27.4%)
 WDC: 1,328,420 (27.8%)

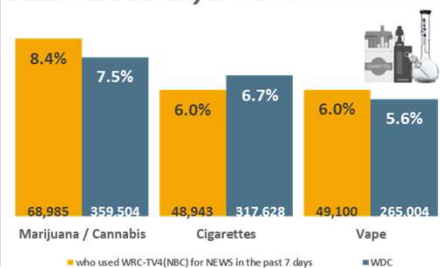
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



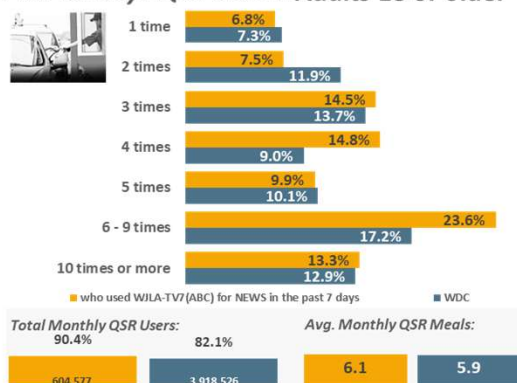
Used Past 30-days: Adults 18 or older



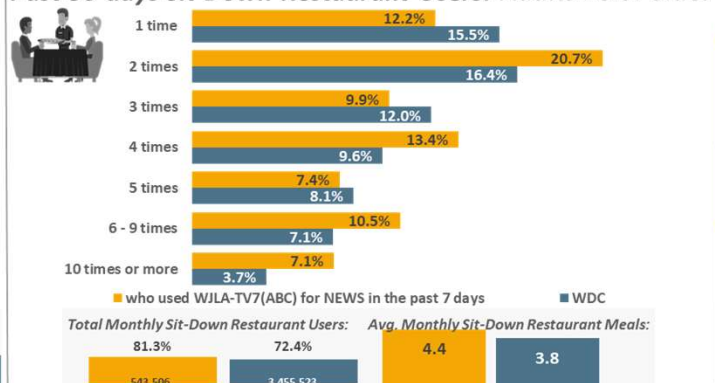


14.4% or 668,692 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 10.1% more likely to use QSRs past mo., 12.2% more likely to use Sit-Down Restaurants past mo., 19.8% more likely to use Casinos past yr., 8.3% less likely to smoke cigarettes.

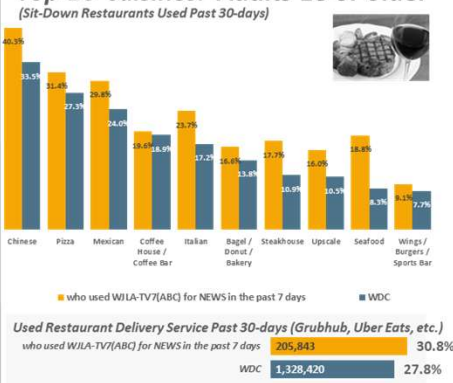
Past 30-days QSR Users: Adults 18 or older



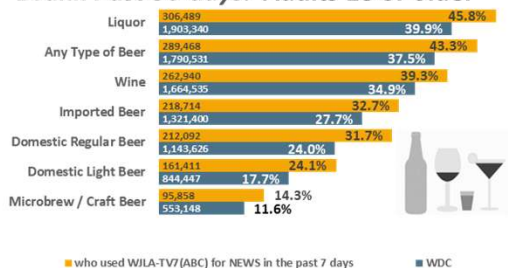
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



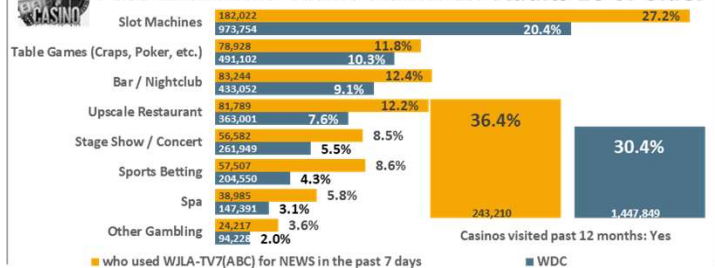
Top-10 Cuisines: Adults 18 or older



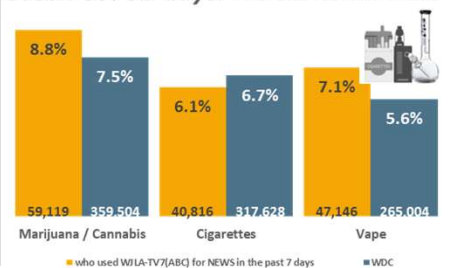
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



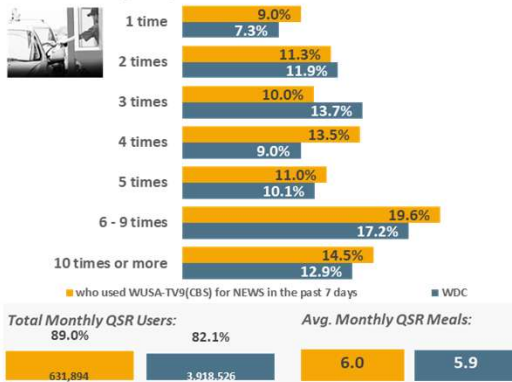
Used Past 30-days: Adults 18 or older



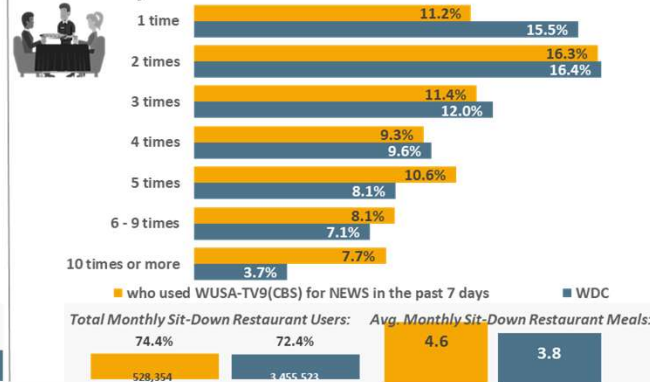


14.9% or 709,813 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 8.4% more likely to use QSRs past mo., 2.8% more likely to use Sit-Down Restaurants past mo., 26.6% more likely to use Casinos past yr., 34.5% more likely to smoke cigarettes.

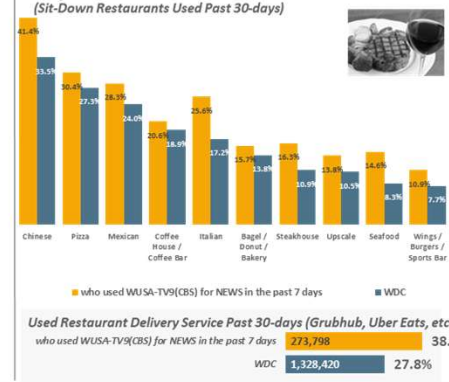
Past 30-days QSR Users: Adults 18 or older



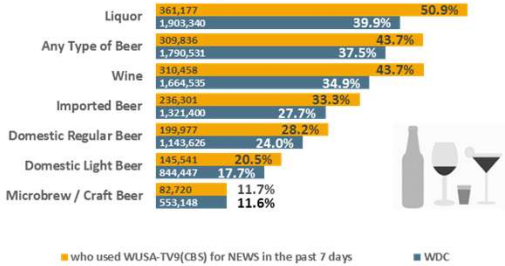
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



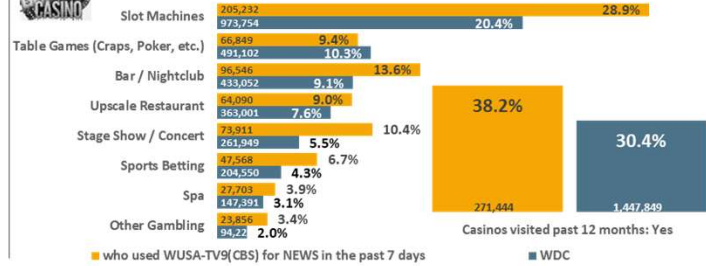
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



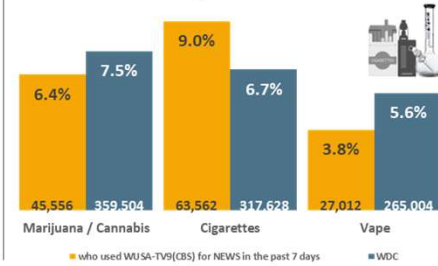
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



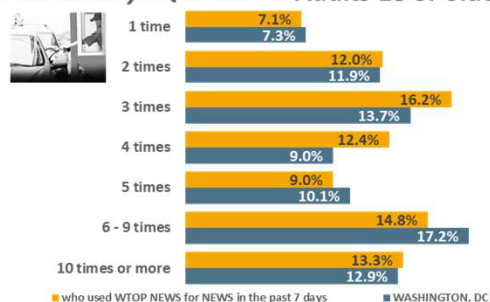
Used Past 30-days: Adults 18 or older



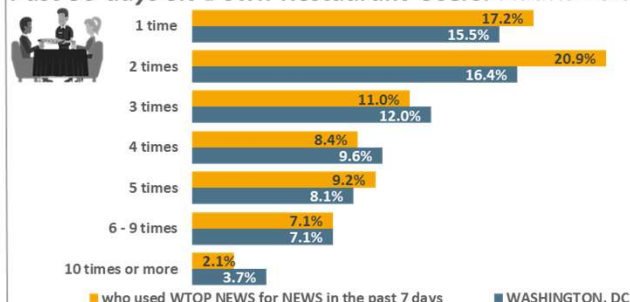


18.3% or 871,444 of WASHINGTON, DC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7 days. Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 3.2% more likely to use QSRs past mo., 4.6% more likely to use Sit-Down Restaurants past mo., 16.4% less likely to use Casinos past yr., 28.5% less likely to smoke cigarettes.

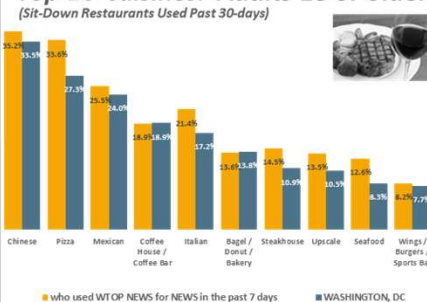
Past 30-days QSR Users: Adults 18 or older



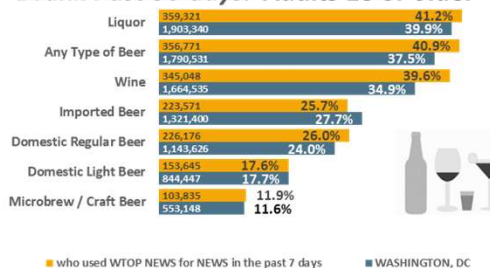
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



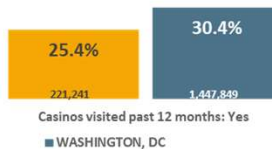
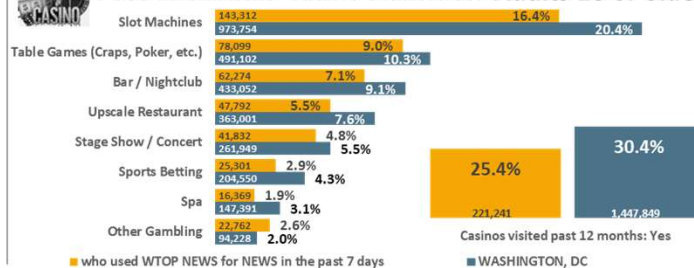
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



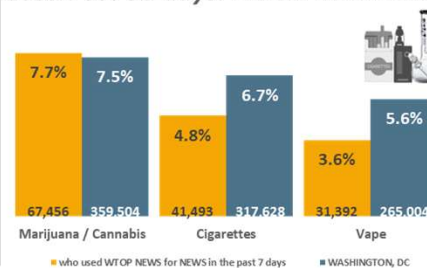
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



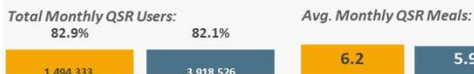
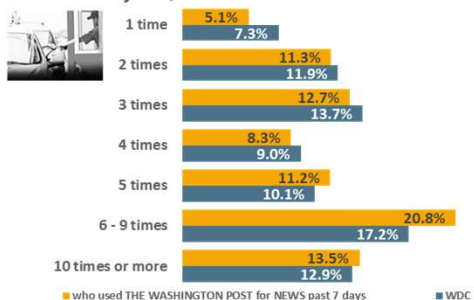
Used Past 30-days: Adults 18 or older



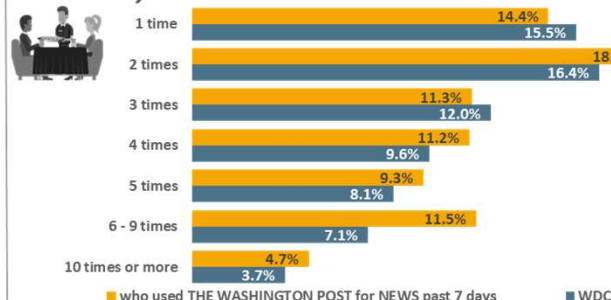


37.8% or 1,803,042 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS past 7 days. Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days are .9% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 5.4% more likely to use Casinos past yr., 3.4% less likely to smoke cigarettes.

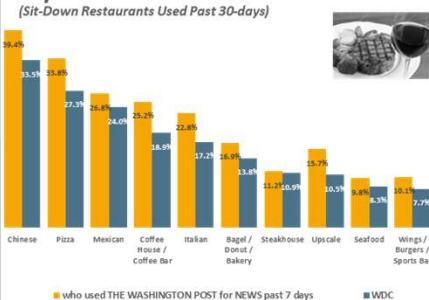
Past 30-days QSR Users: Adults 18 or older



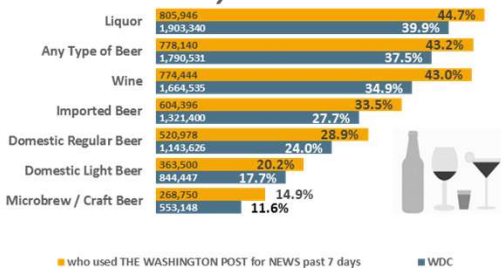
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



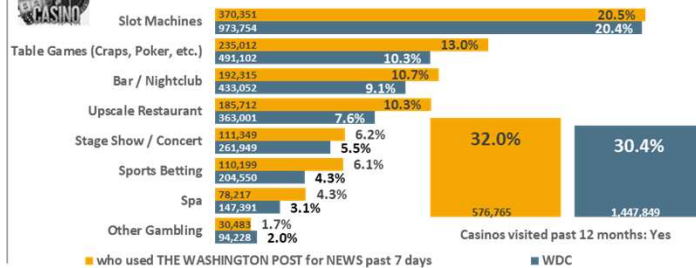
Top-10 Cuisines: Adults 18 or older



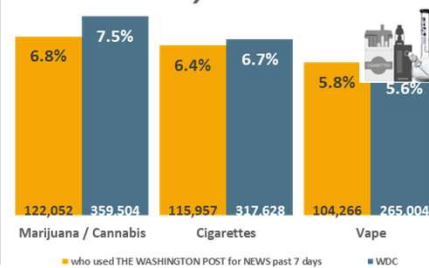
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





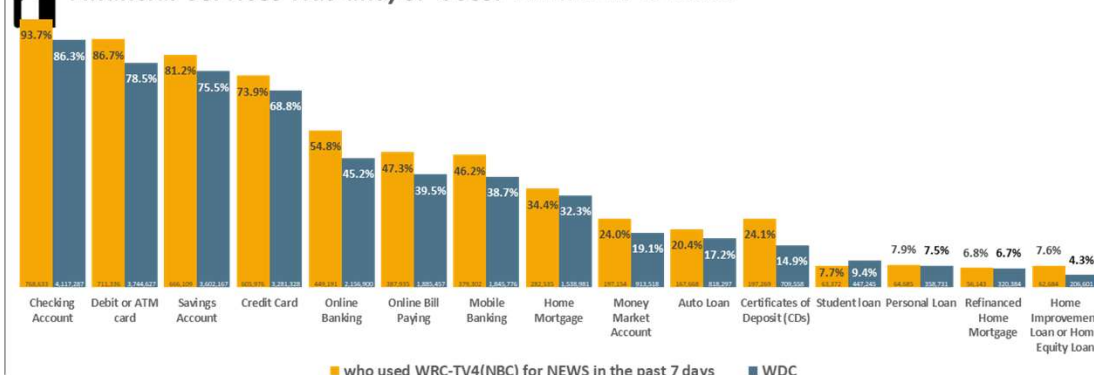
17.2% or 820,163 of WDC Metro Adults 18 or older used WRC-TV4(NBC) for NEWS in the past 7 days. Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days are 1.9% less likely to have a 401K, 19.2% more likely to have an Auto Loan, 15.6% less likely to Invest/Trade Stocks Online, 22.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



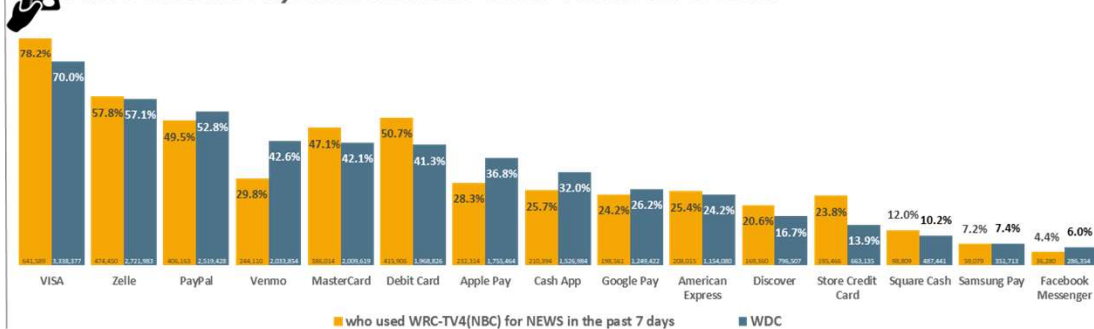
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

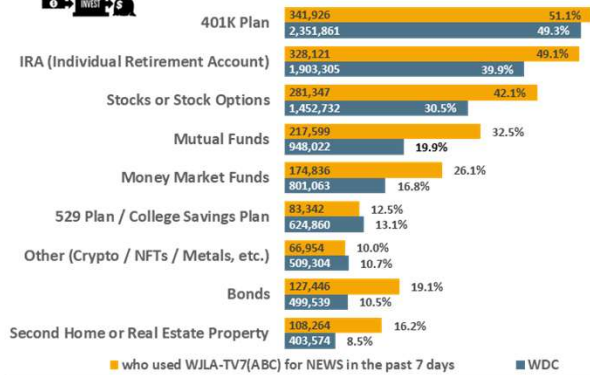
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



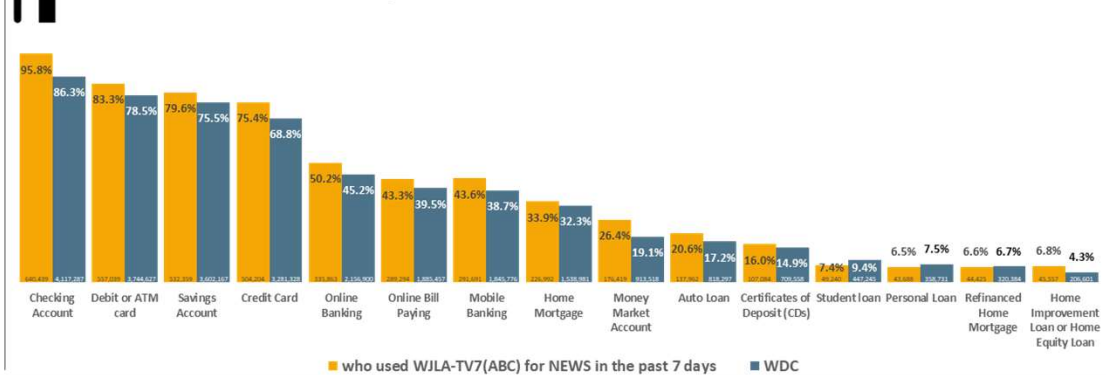
14.4% or 668,692 of WDC Metro Adults 18 or older used WJLA-TV7(ABC) for NEWS in the past 7 days. Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days are 3.7% more likely to have a 401K, 20.3% more likely to have an Auto Loan, 8.6% more likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



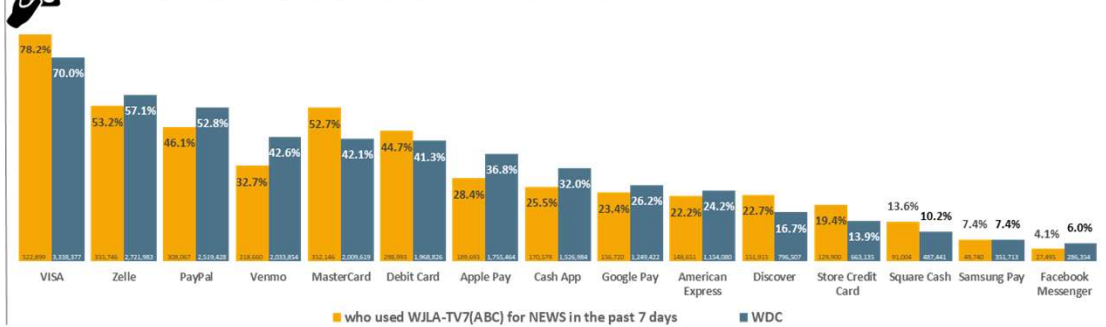
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older





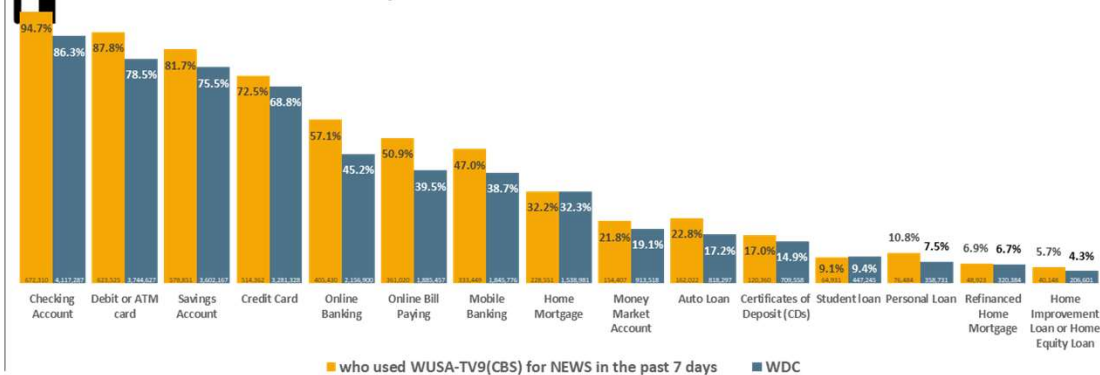
14.9% or 709,813 of WDC Metro Adults 18 or older used WUSA-TV9(CBS) for NEWS in the past 7 days. Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days are 9.8% more likely to have a 401K, 33.1% more likely to have an Auto Loan, 13.8% less likely to Invest/Trade Stocks Online, 23.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



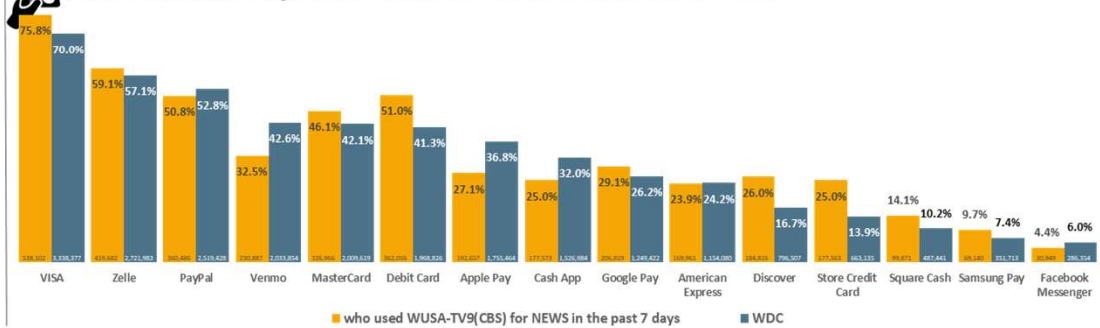
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older





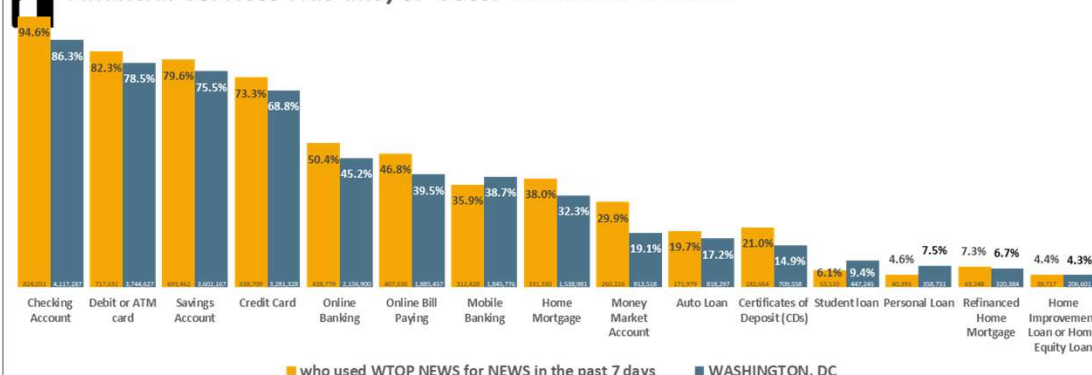
18.3% or 871,444 of WASHINGTON, DC Metro Adults 18 or older used WTOP NEWS for NEWS in the past 7... Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days are 7.7% more likely to have a 401K, 15.5% more likely to have an Auto Loan, 11.1% less likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



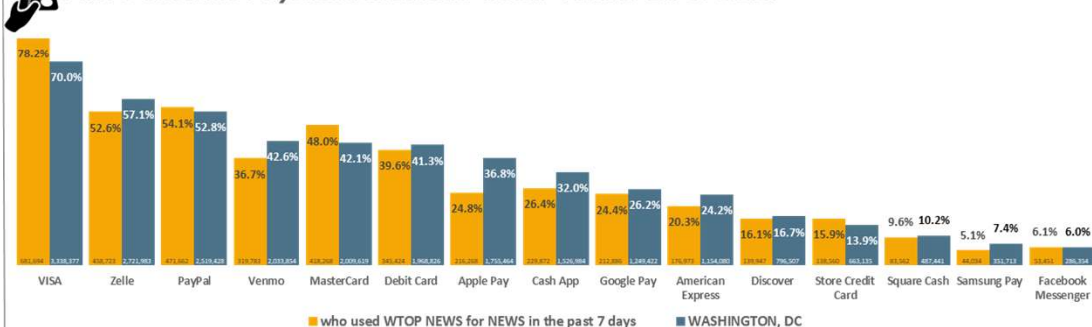
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



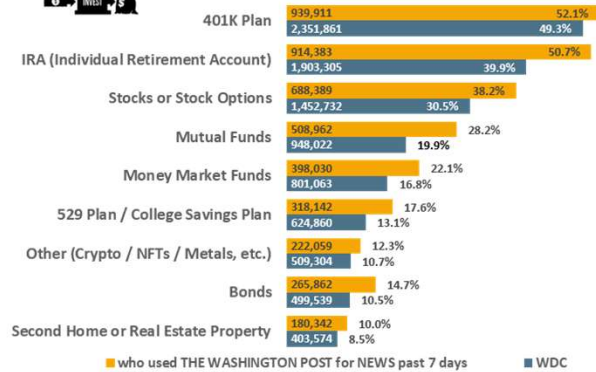
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

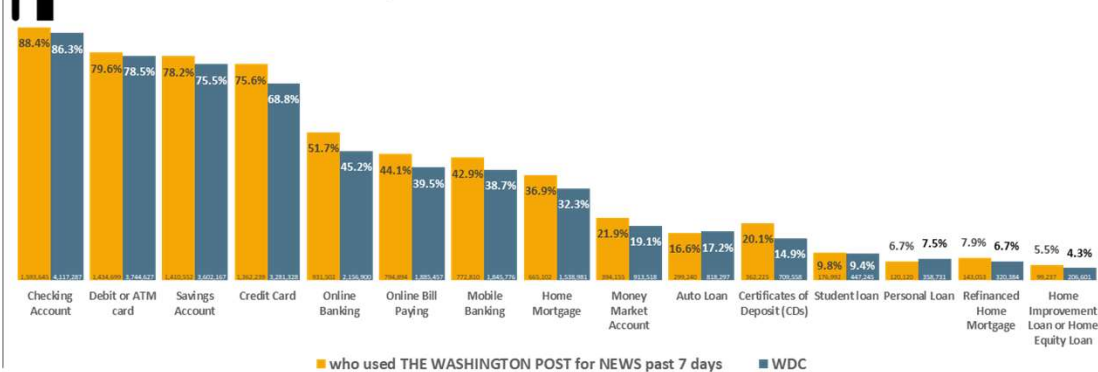
37.8% or 1,803,042 of WDC Metro Adults 18 or older used THE WASHINGTON POST for NEWS past 7 days. Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days are 5.7% more likely to have a 401K, 3.2% less likely to have an Auto Loan, 19.3% more likely to Invest/Trade Stocks Online, 9.7% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



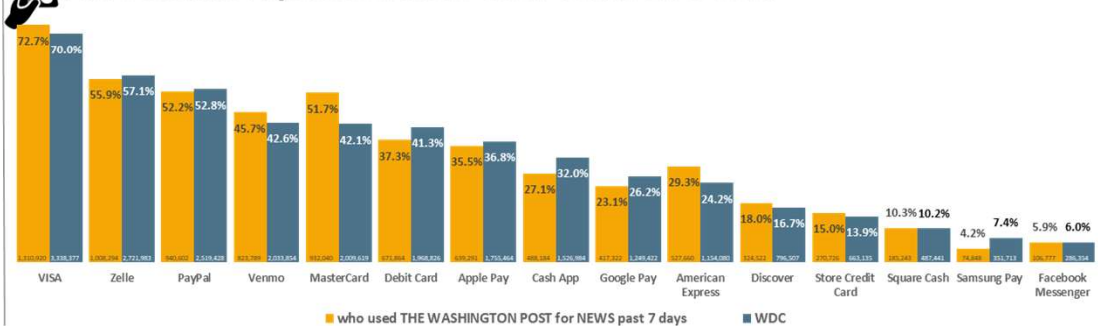
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

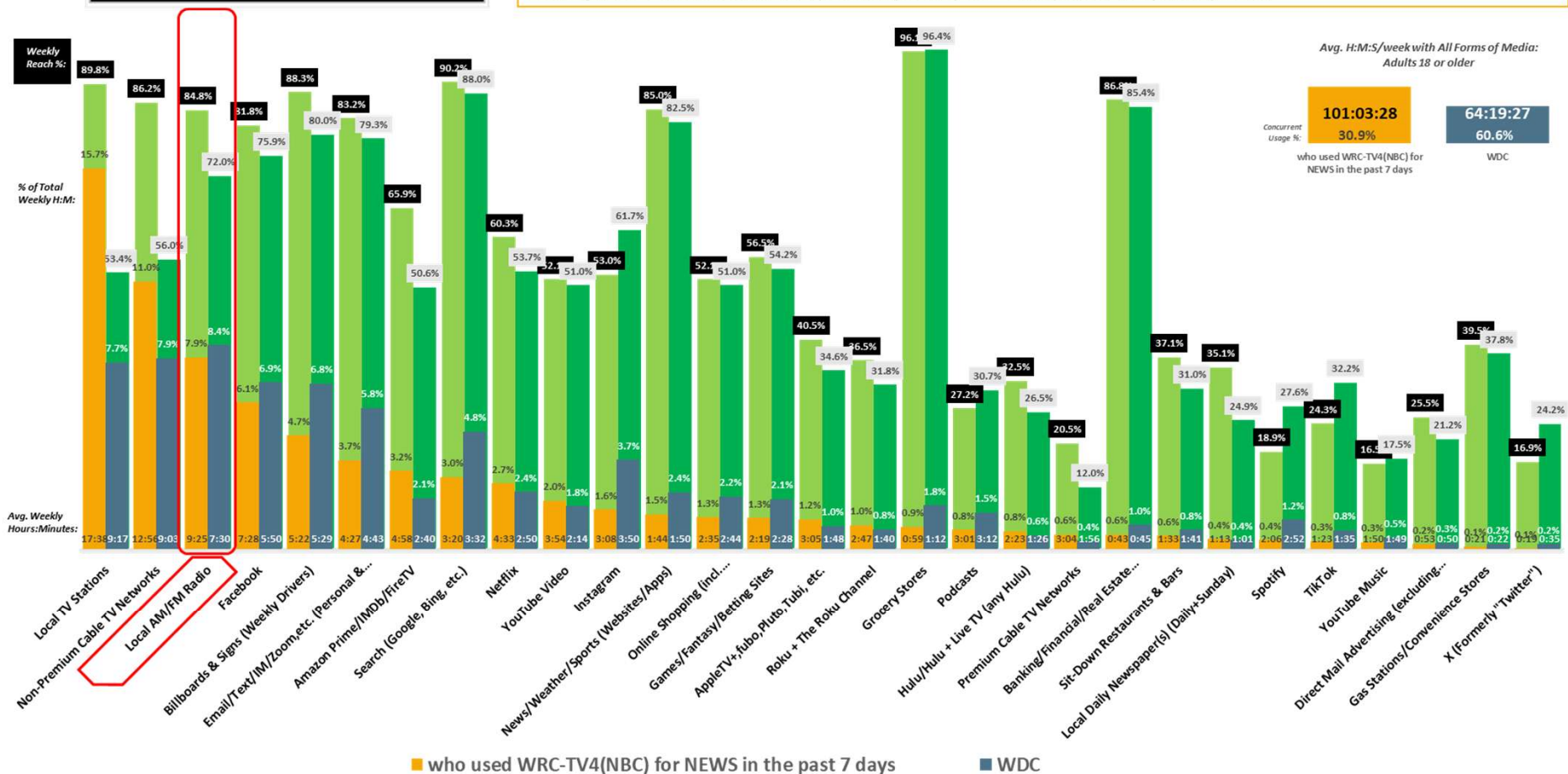


Past 3-Months Payment Methods Used: Adults 18 or older



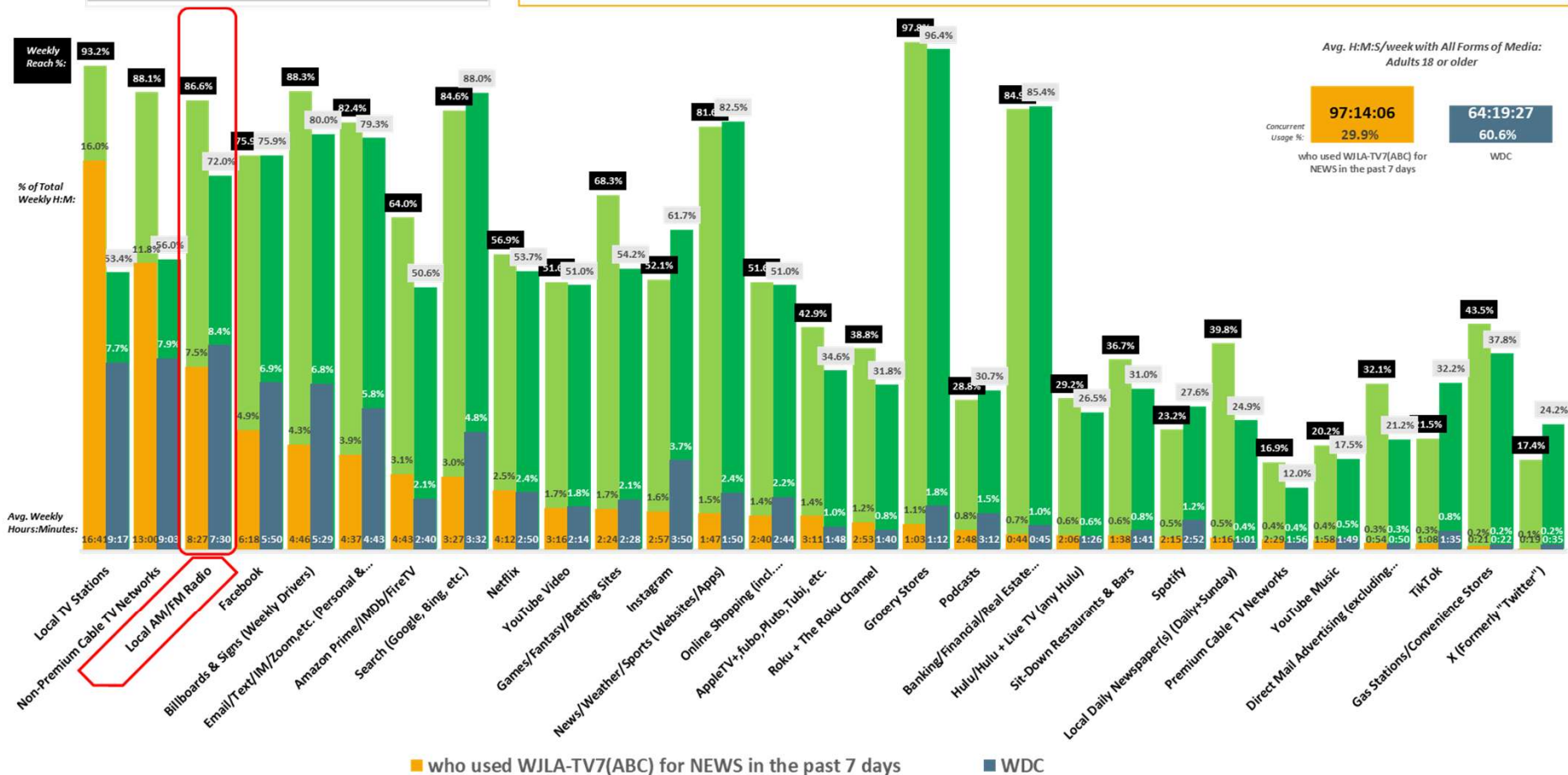


Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 4 days, 5 hours, 3 minutes and 28 seconds each week with All Forms of Media.
 84.8% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an avg. of 9 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



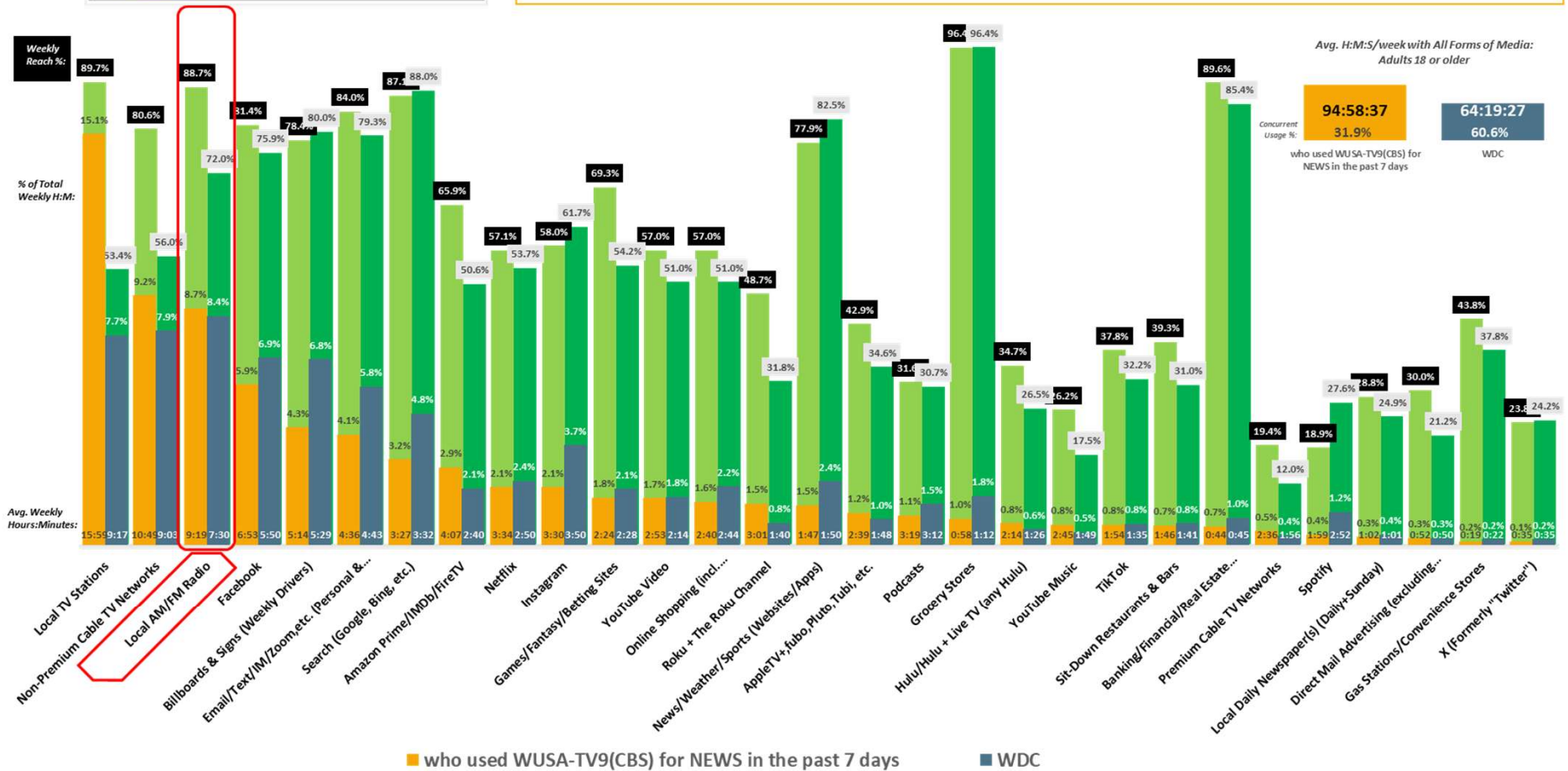


Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 4 days, 1 hours, 14 minutes and 6 seconds each week with All Forms of Media.
 86.6% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



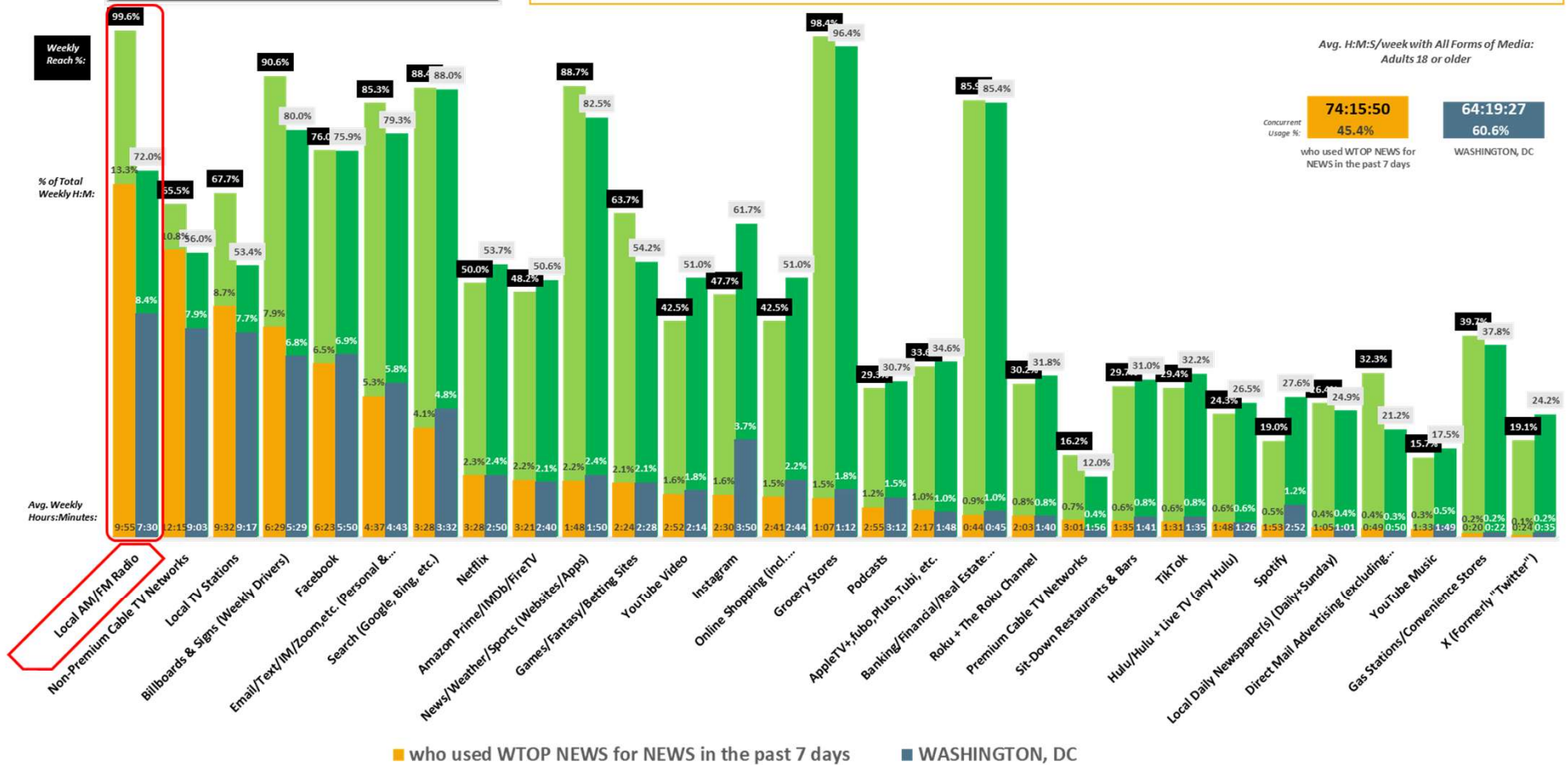


Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 3 days, 22 hours, 58 minutes and 37 seconds each week with All Forms of Media.
 88.7% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an avg. of 9 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



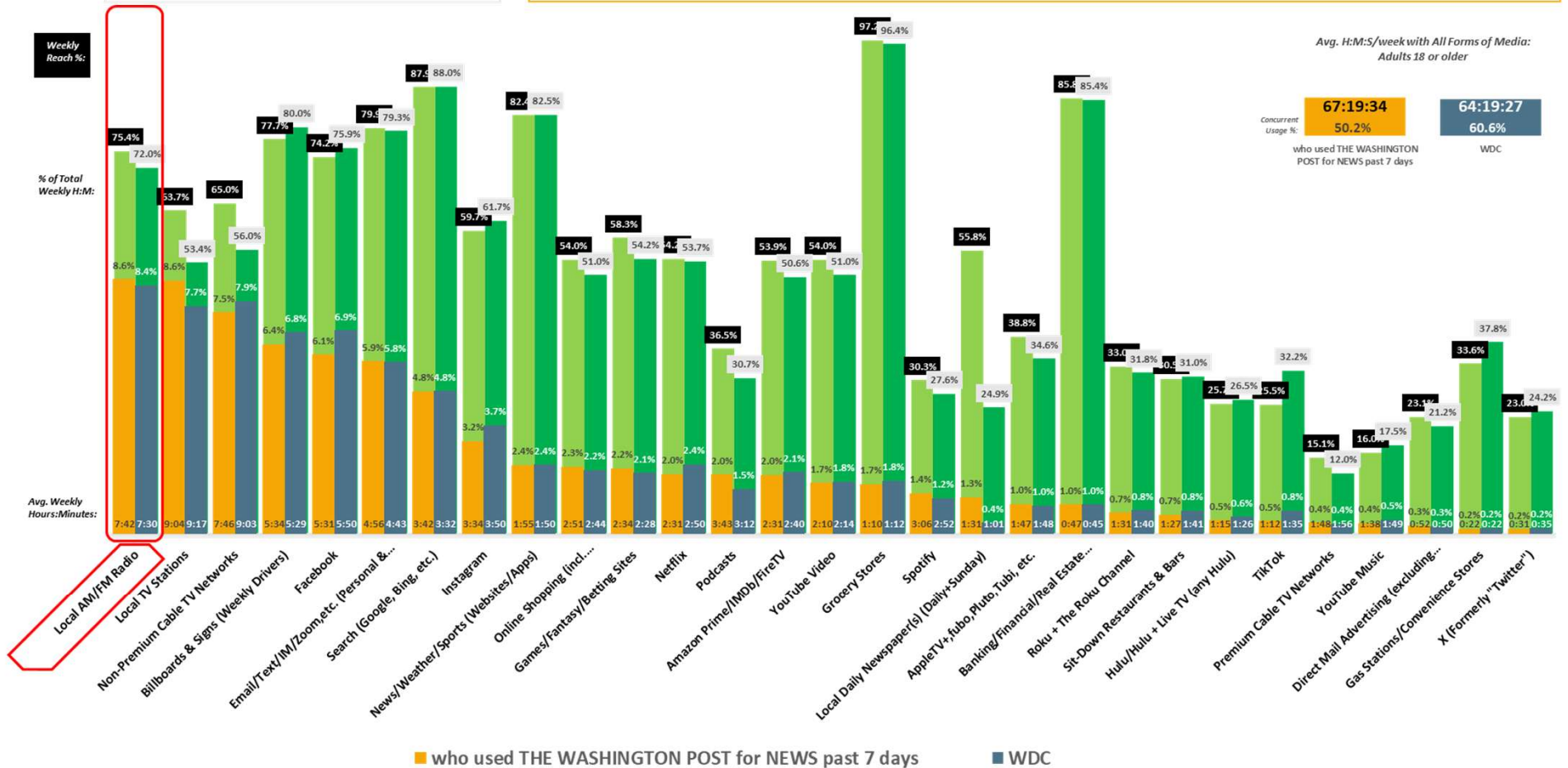


Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 3 days, 2 hours, 15 minutes and 50 seconds each week with All Forms of Media.
 99.6% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an avg. of 9 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 13.3% of total time spent with all forms of Media.



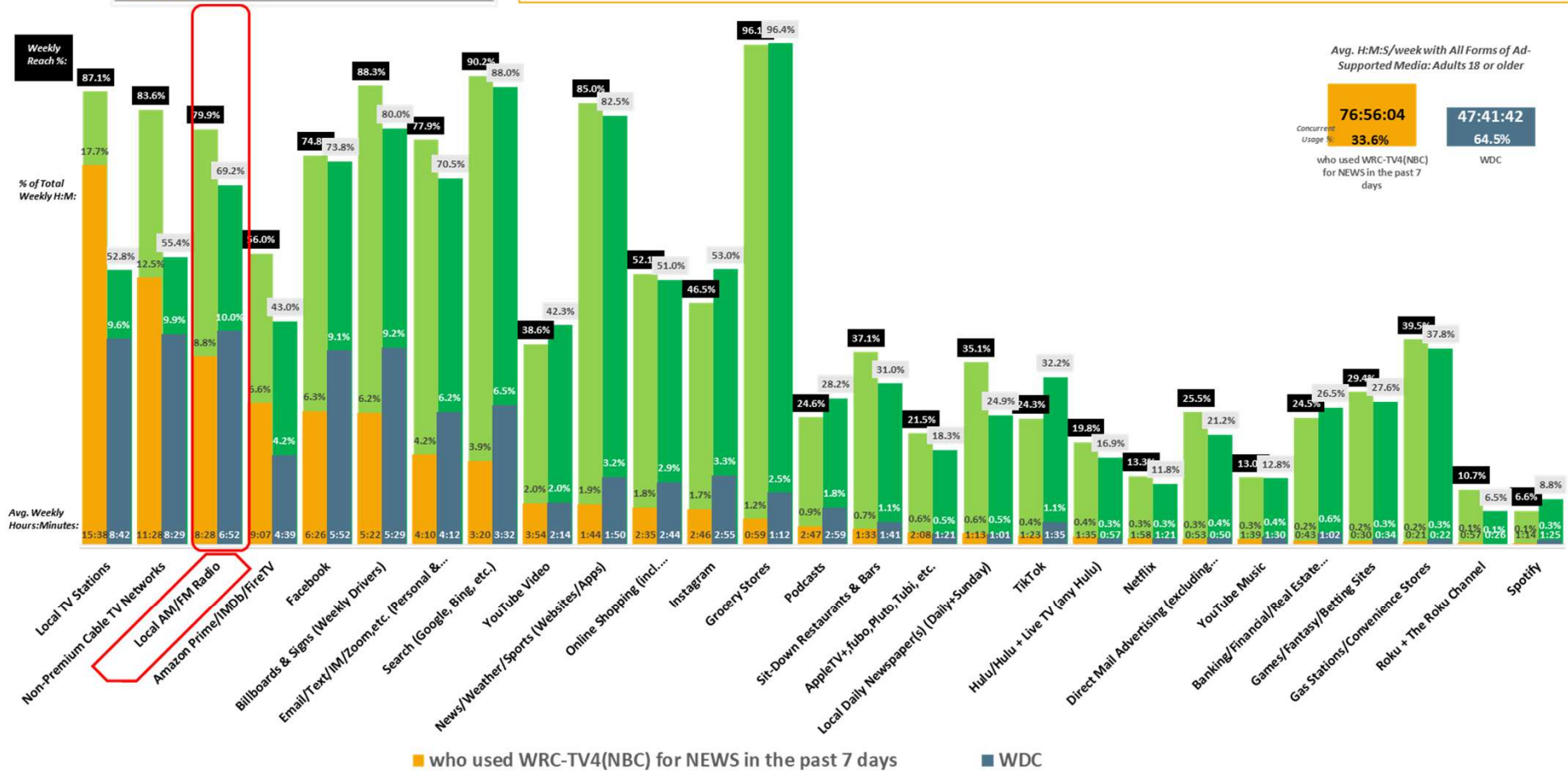


Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days spend an average of 2 days, 19 hours, 19 minutes and 34 seconds each week with All Forms of Media.
75.4% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 3 days, 4 hours, 56 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 79.9% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an avg. of 8 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Category	Avg. H:M:S/week	Concurrent Usage %
who used WRC-TV4(NBC) for NEWS in the past 7 days	76:56:04	33.6%
WDC	47:41:42	64.5%

WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab



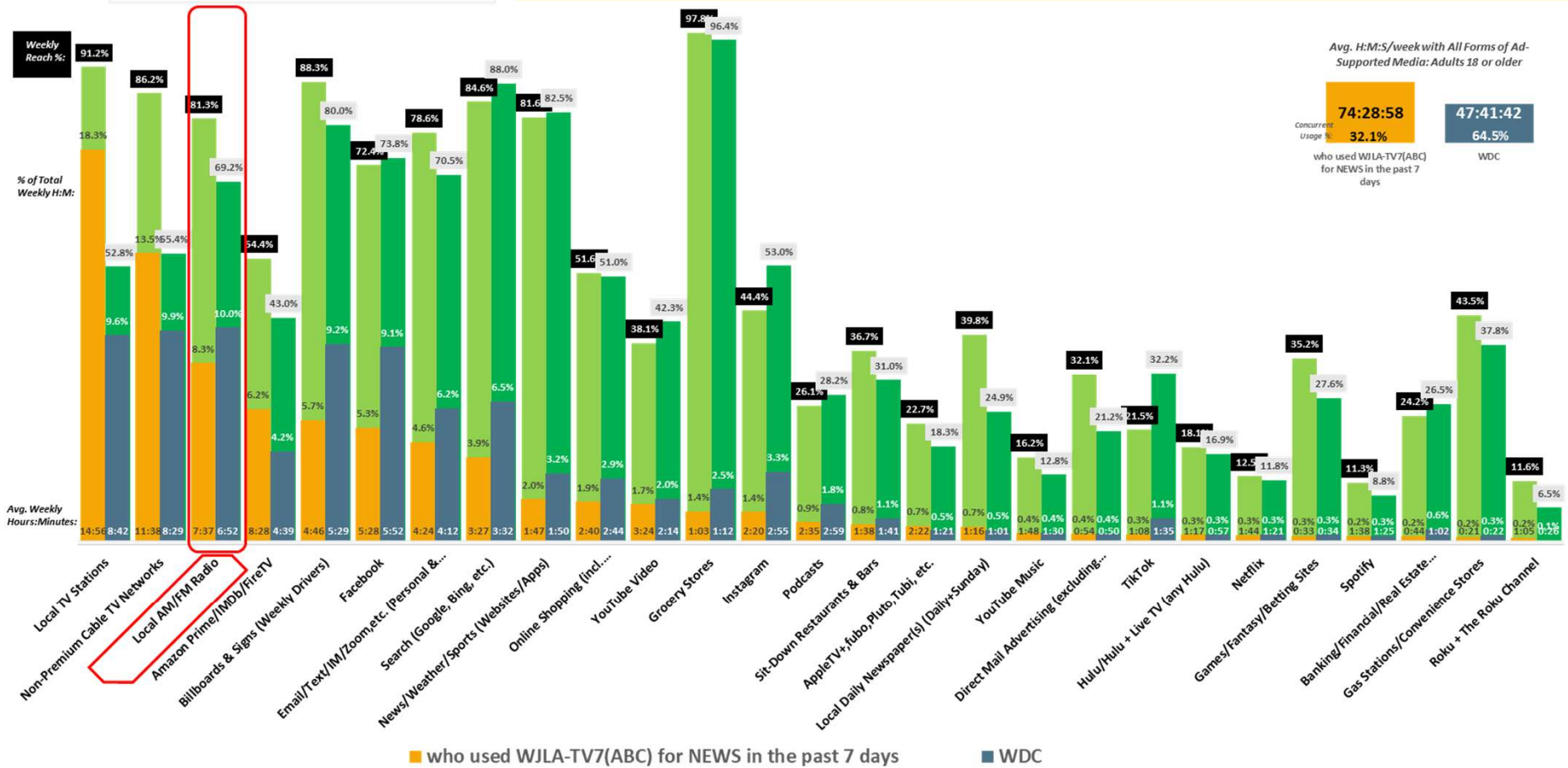
Share of Everything for Anything.

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



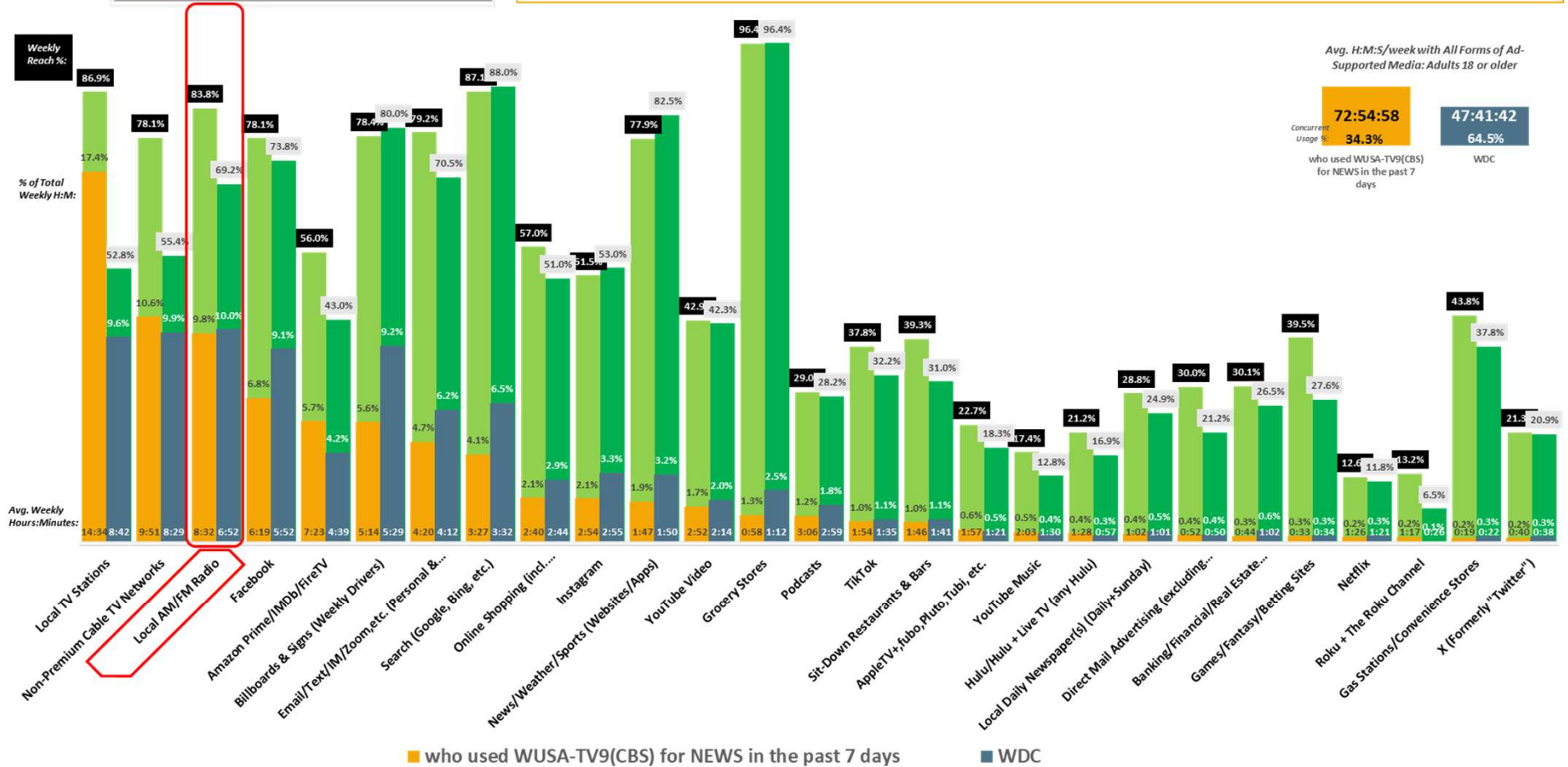
Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 3 days, 2 hours, 28 minutes and 58 seconds each week with All Forms of Ad-Supported Media.

81.3% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 3 days, 0 hours, 54 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
83.8% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab

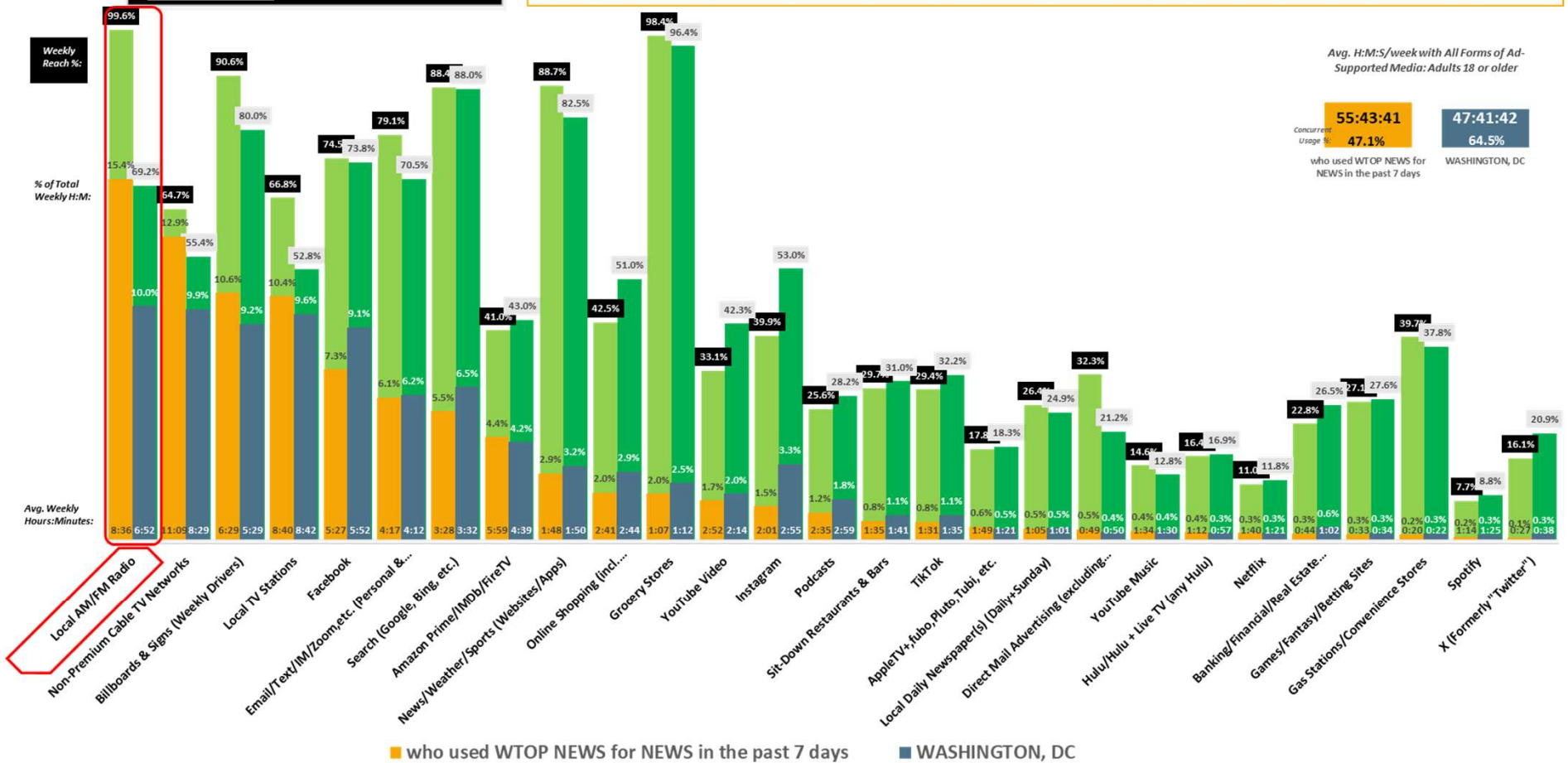


Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

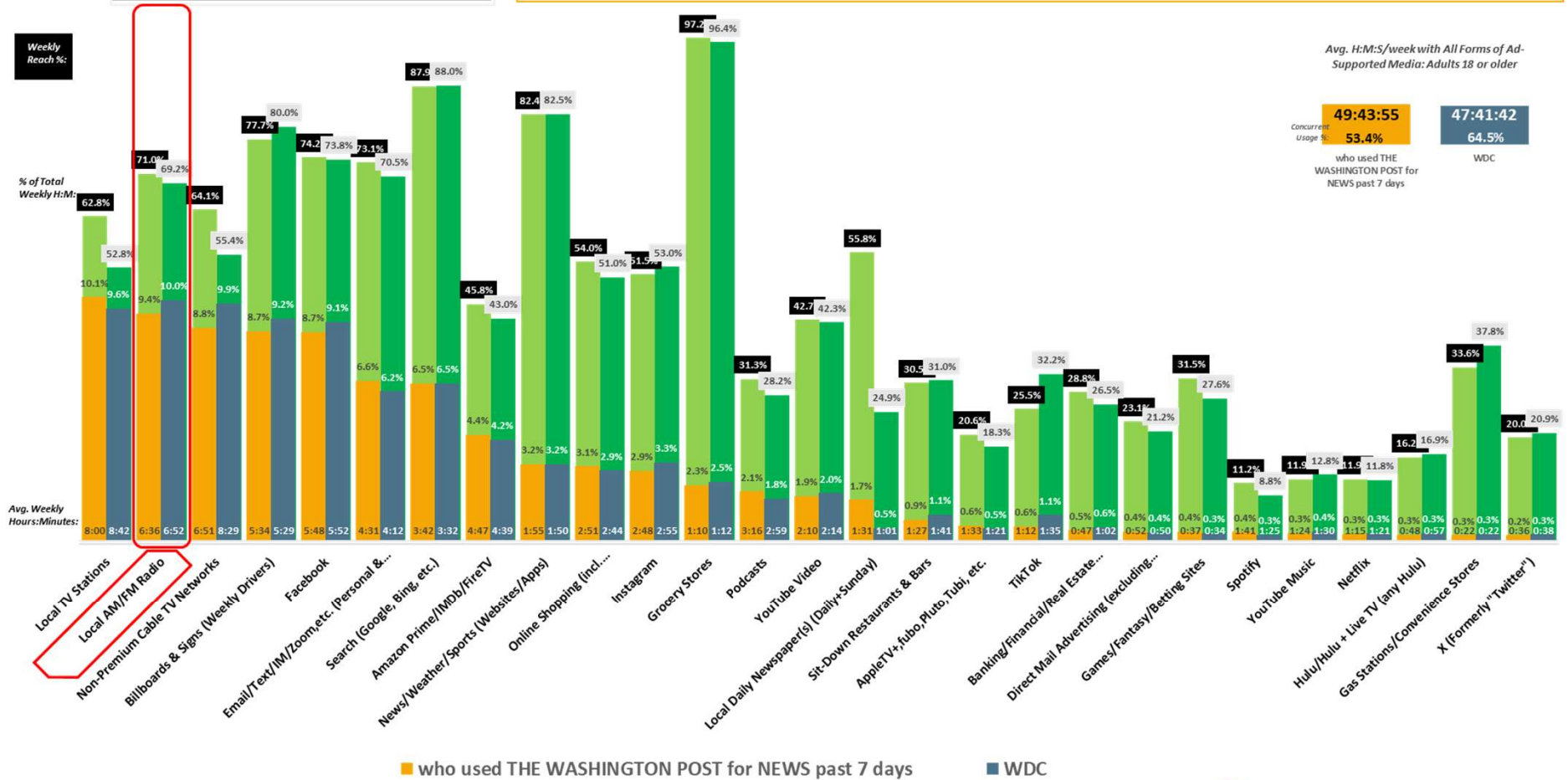


Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 2 days, 7 hours, 43 minutes and 41 seconds each week with All Forms of Ad-Supported Media.
 99.6% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an avg. of 8 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.4% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days spend an average of 2 days, 1 hours, 43 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 71.% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.

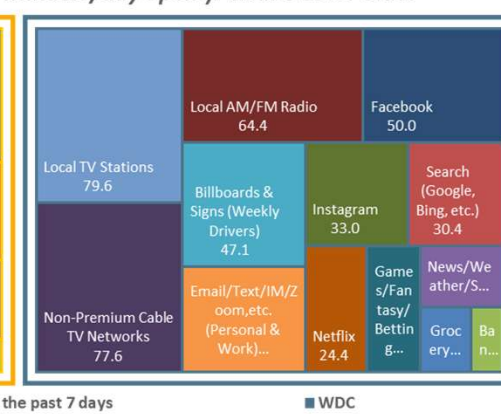
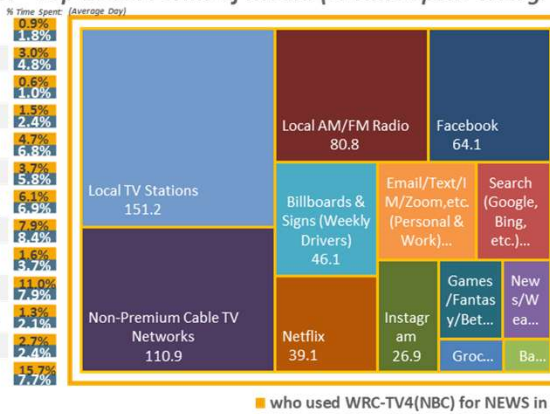
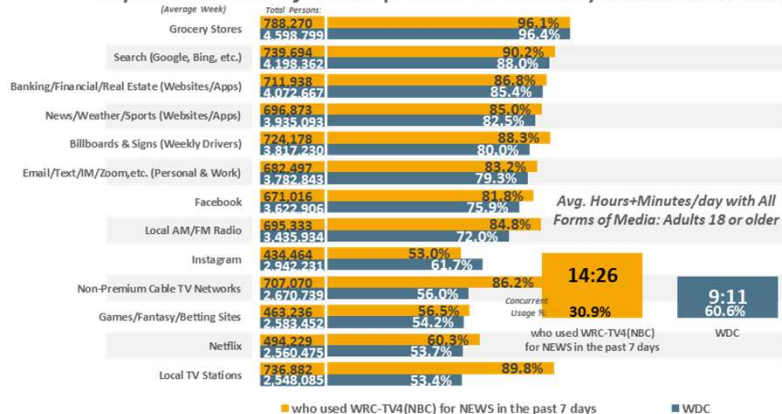




Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 10 hours and 59 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 72.7 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

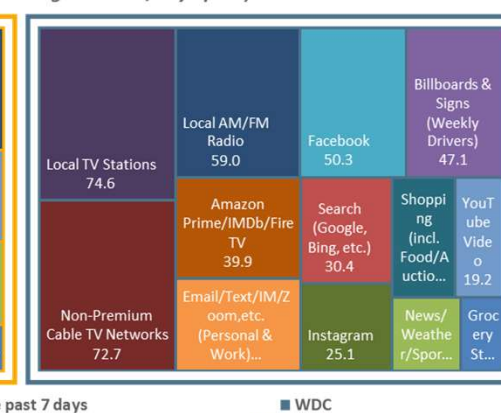
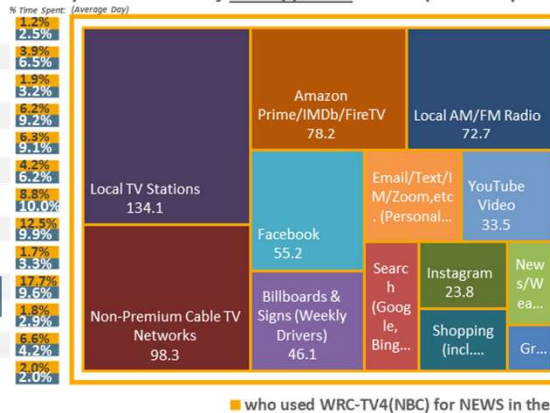
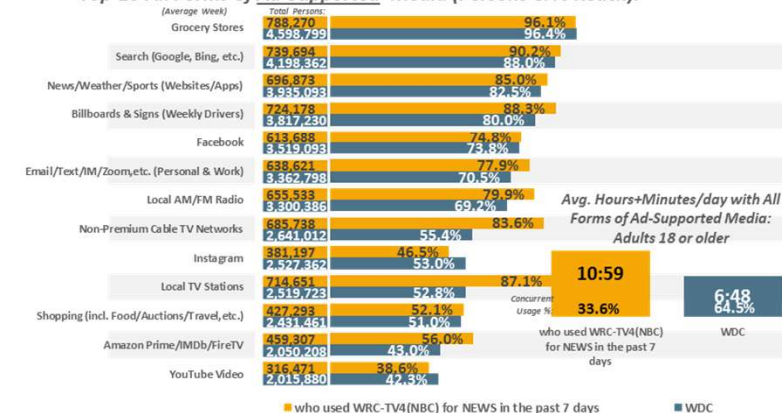
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

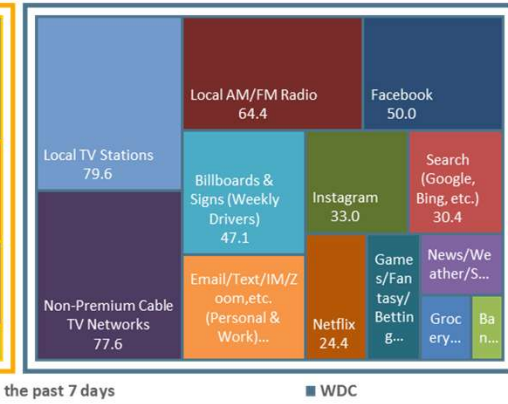
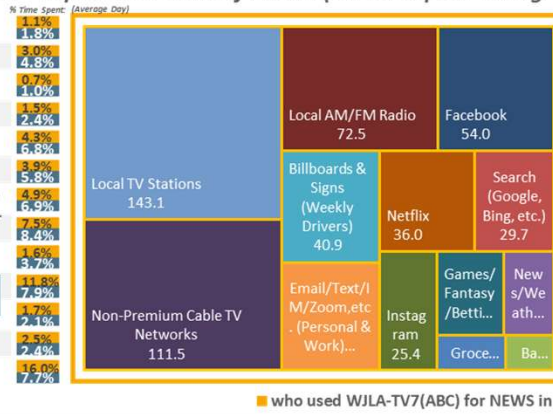
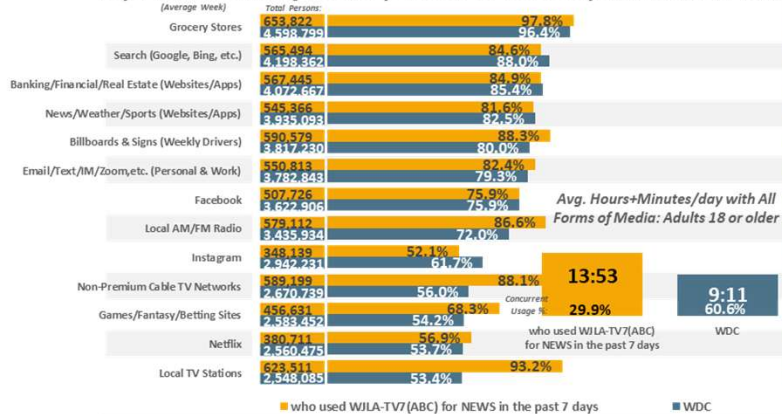
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

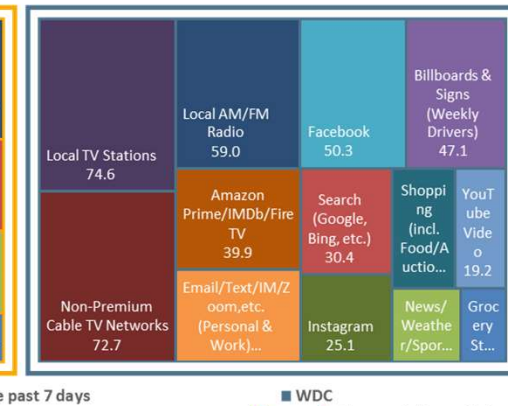
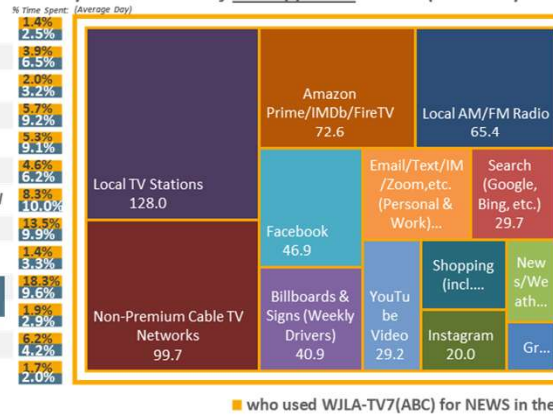
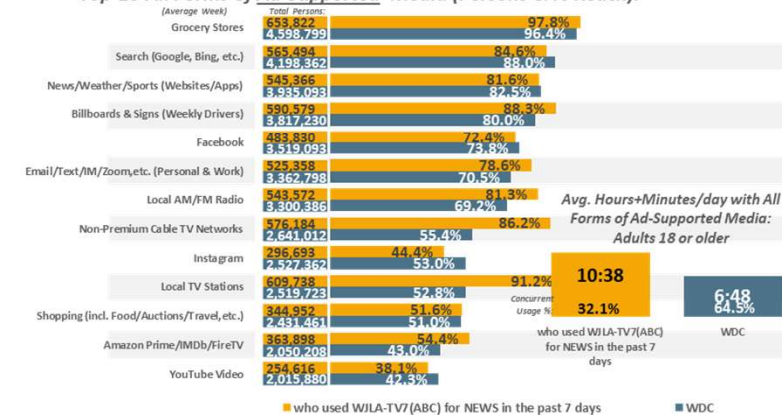


Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 10 hours and 38 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. (Local Radio delivers 8.3% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

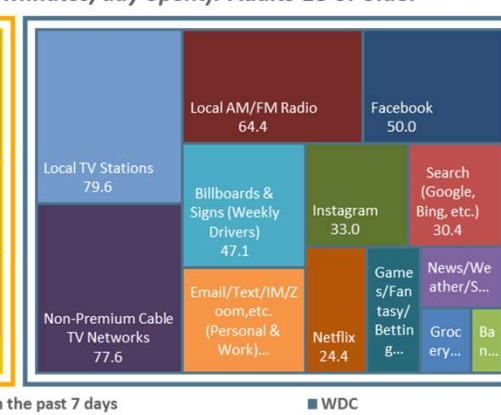
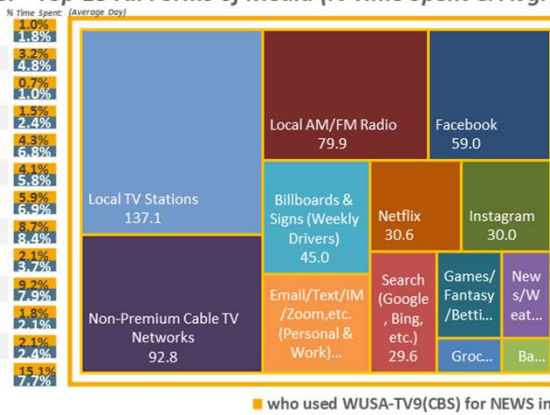
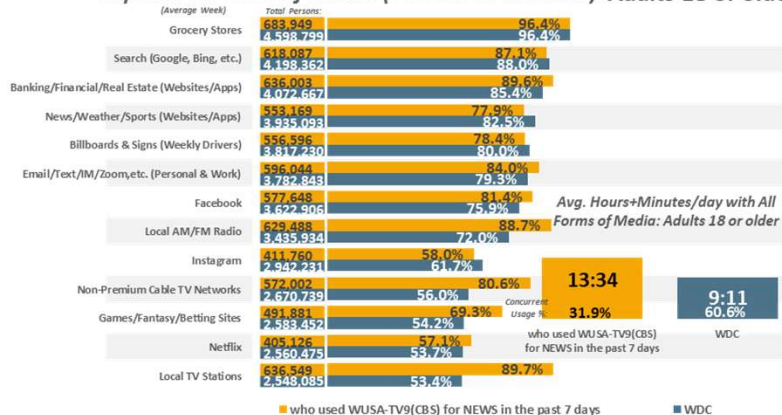
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 10 hours and 25 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 73.1 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

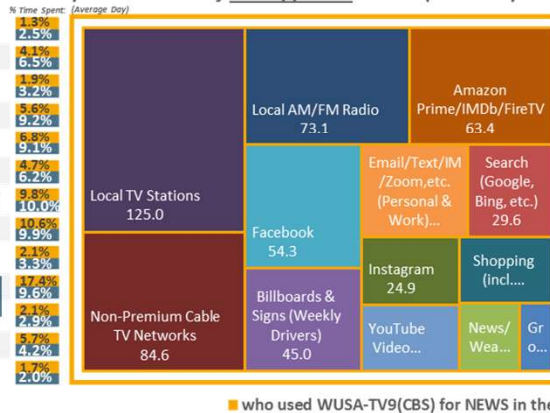
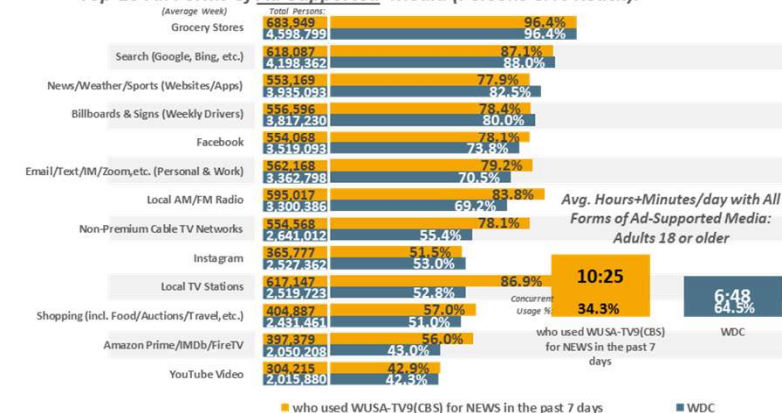
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

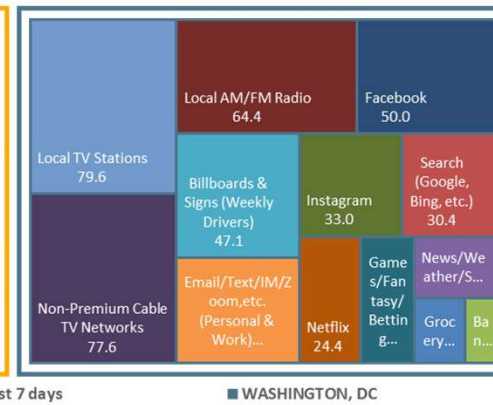
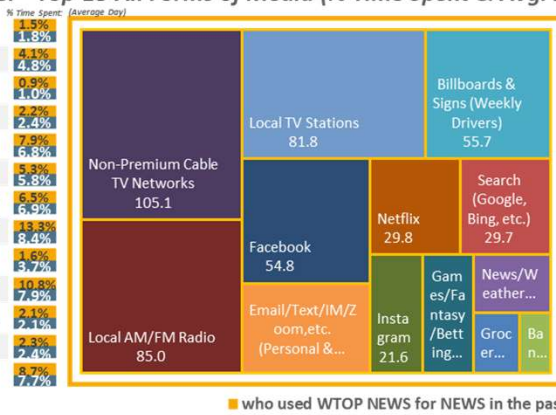
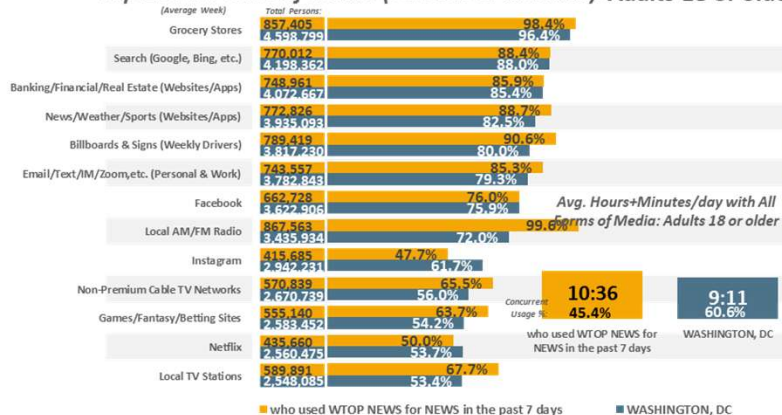
soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

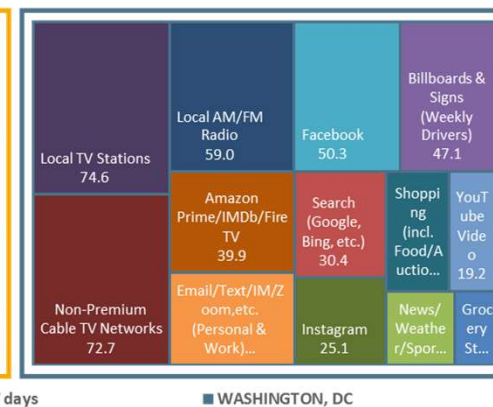
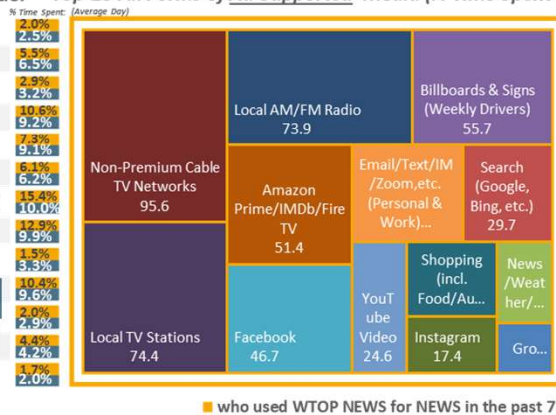
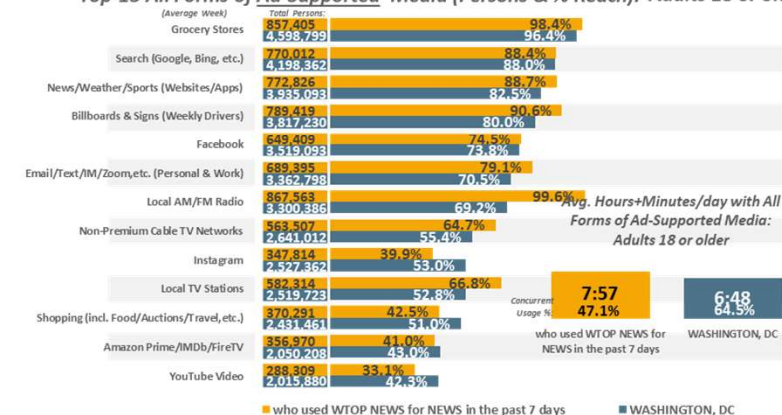


Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 99.6% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day. (Local Radio delivers 15.4% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

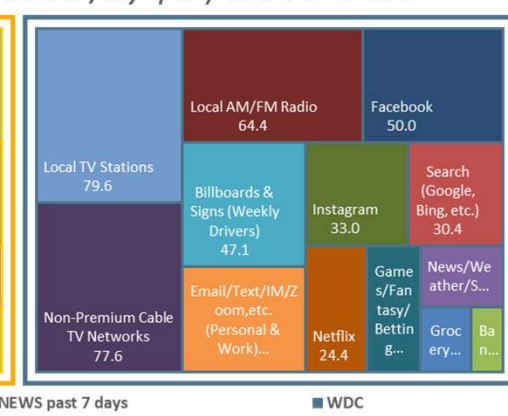
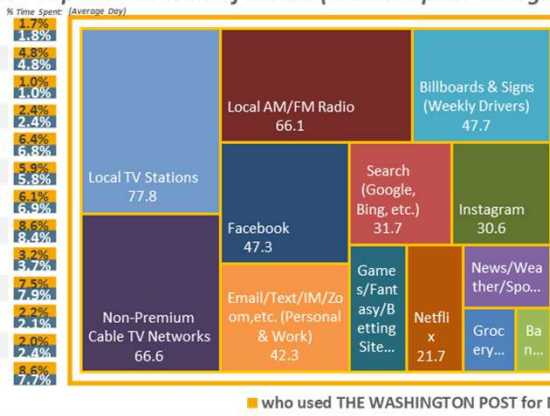
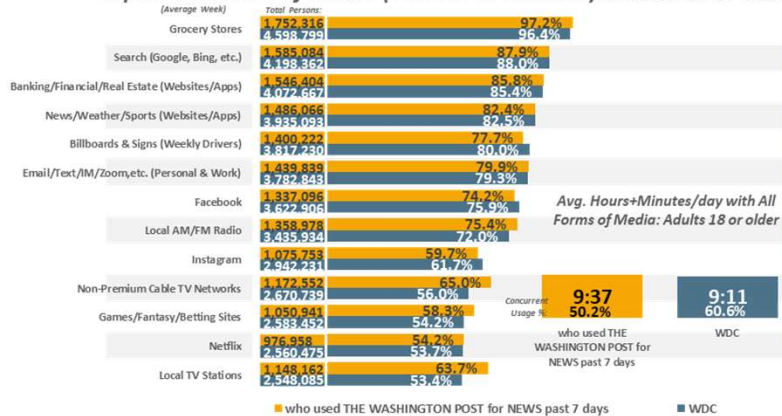
(WTOP-FM: M-S 6am-mid-cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days spend an average of 7 hours and 6 minutes each day with All Forms of Ad-Supported Media. 71.% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

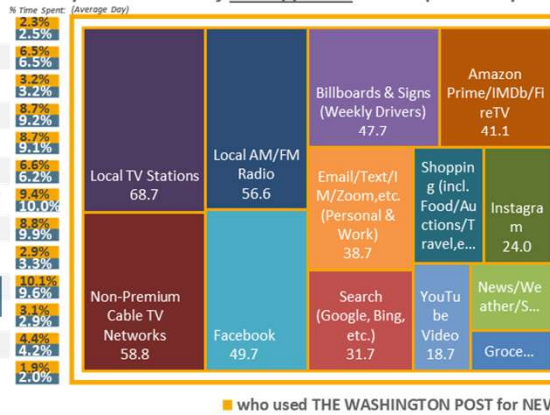
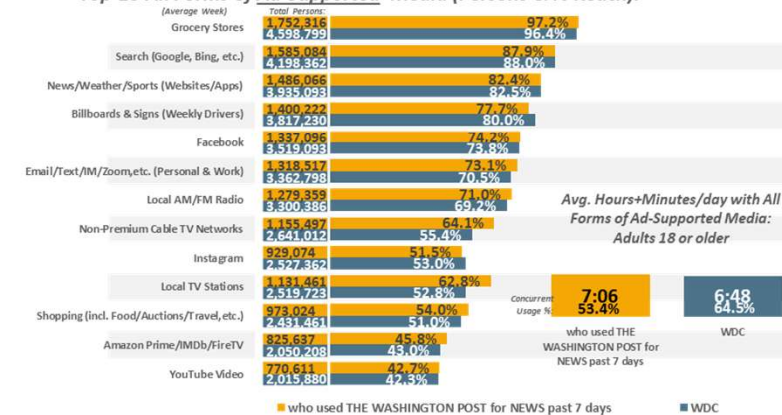
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

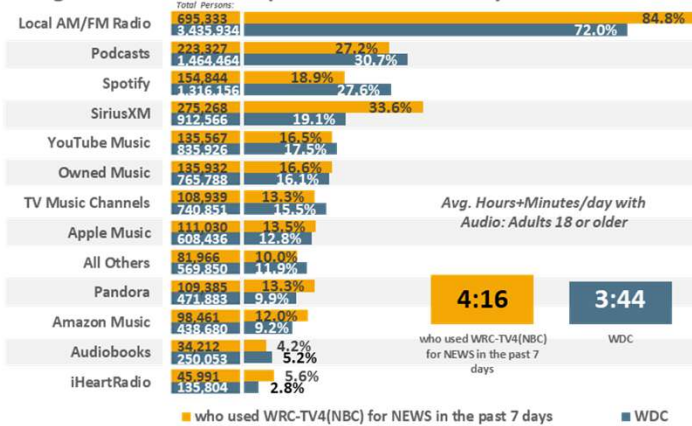
soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

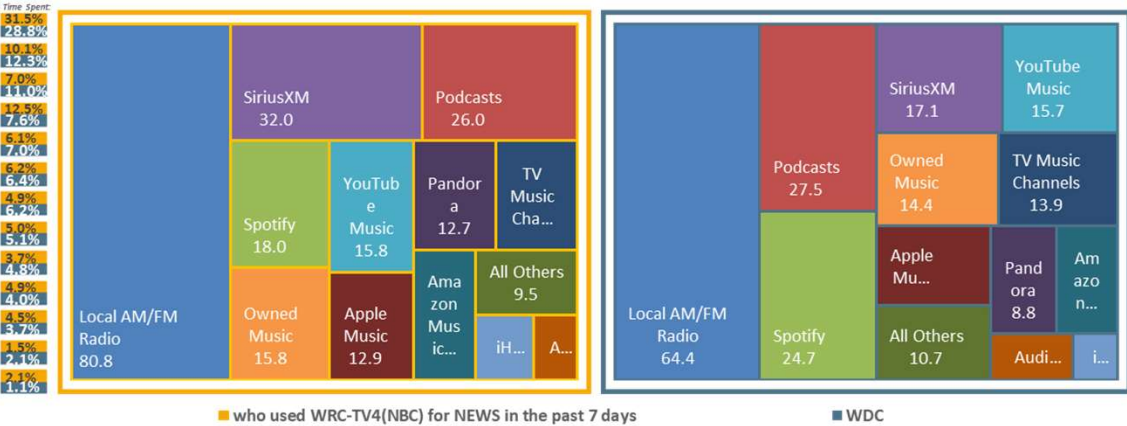


655,533 or 79.9% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.7 minutes every day representing 42.0% of all time spent daily with Ad-Supported Audio.

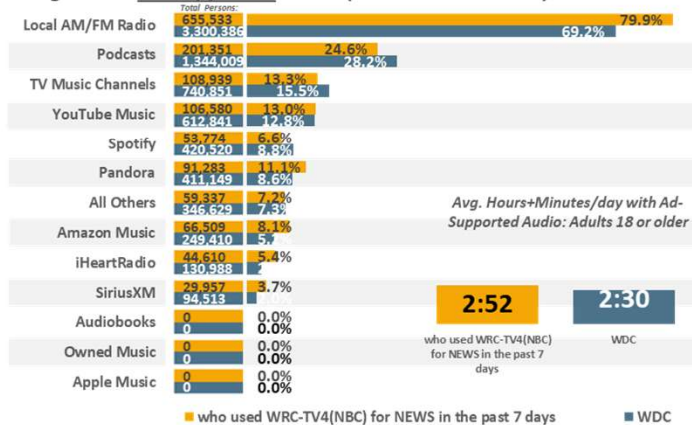
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



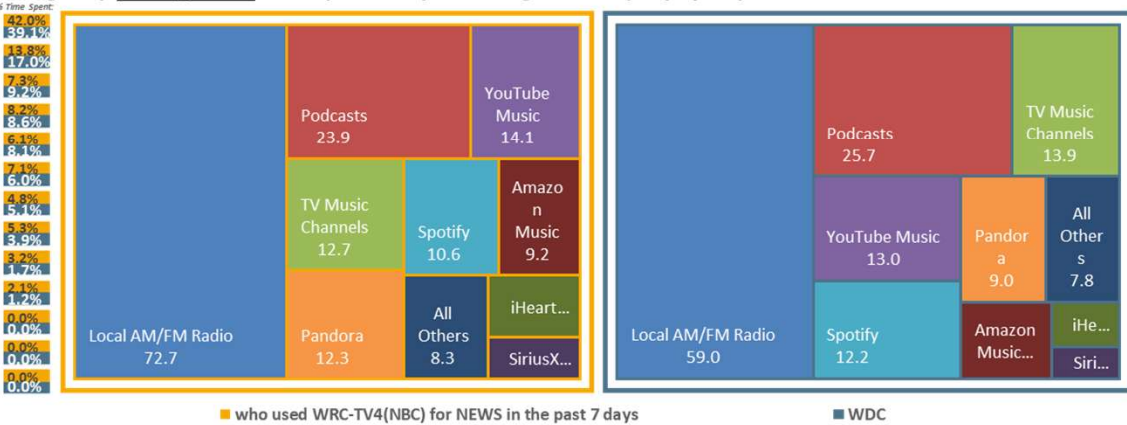
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

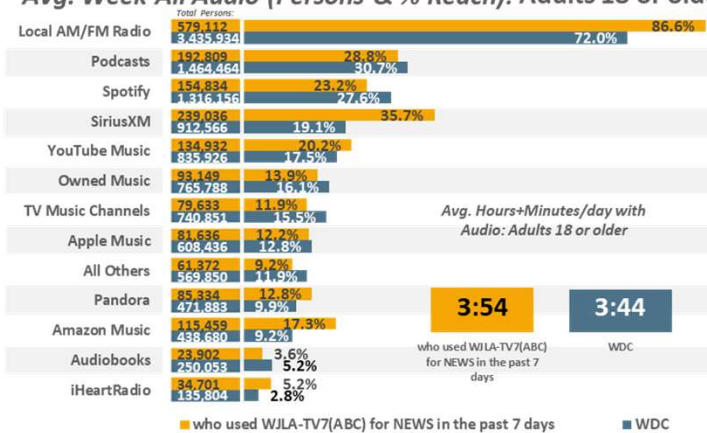
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

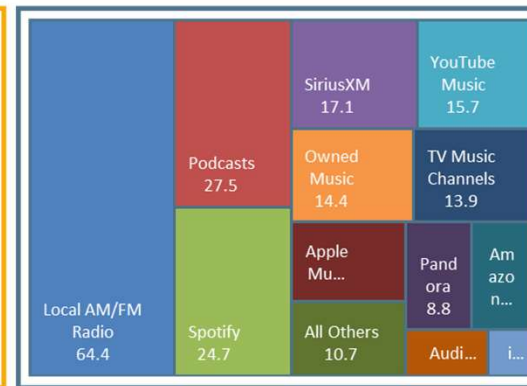
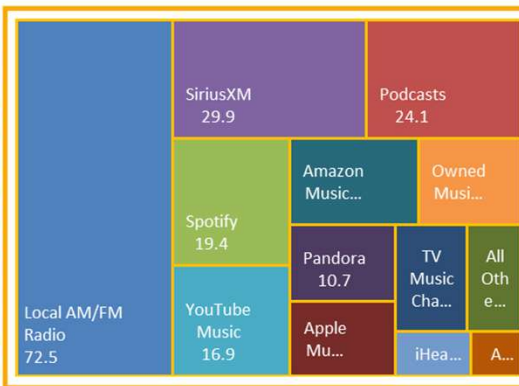


543,572 or 81.3% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

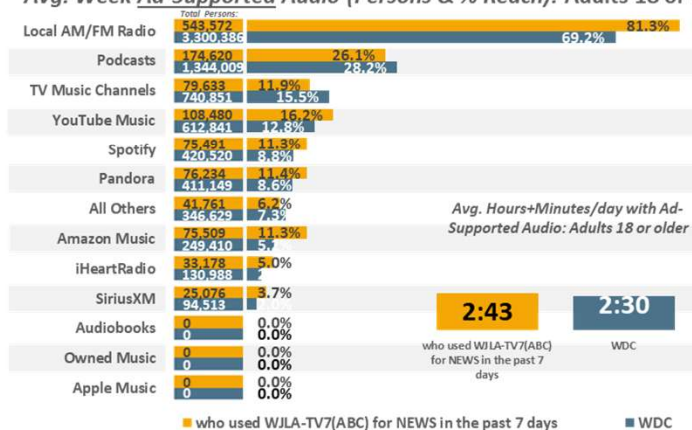
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



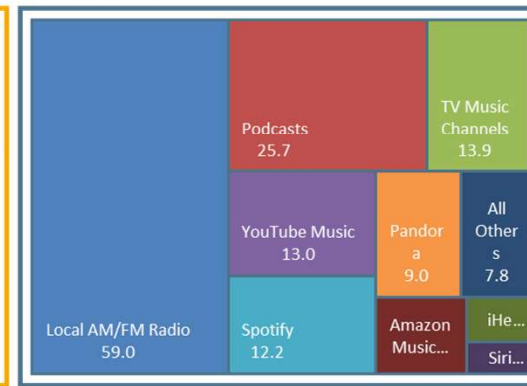
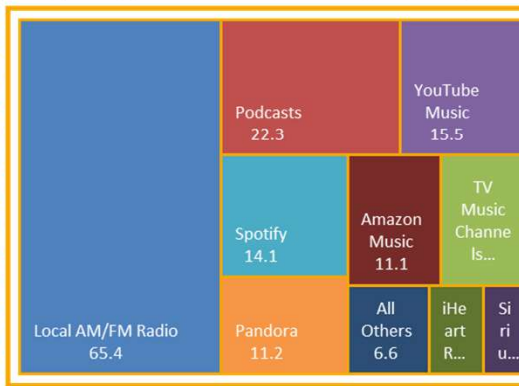
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

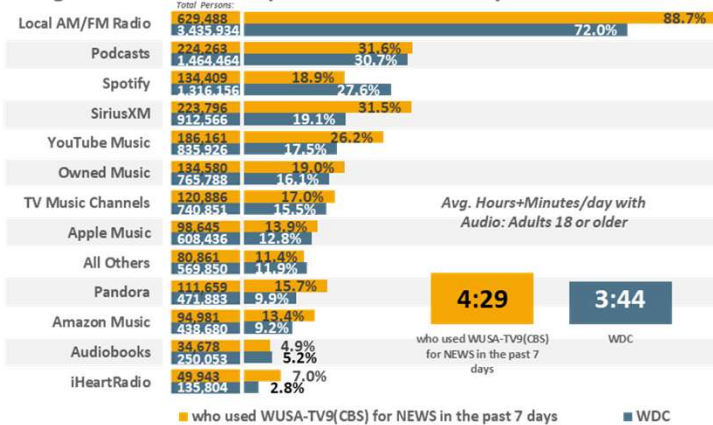
soefa.ai Share of Everything for Anything

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

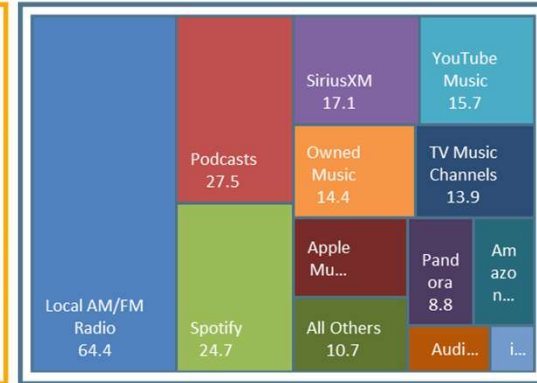
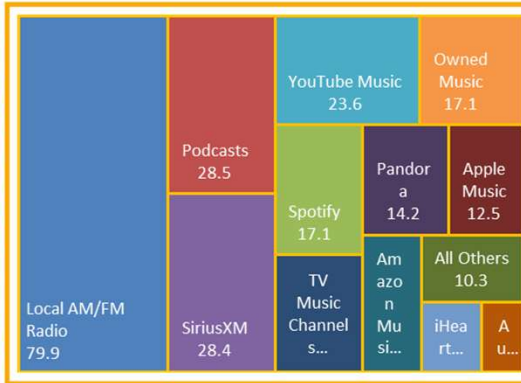


595,017 or 83.8% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.

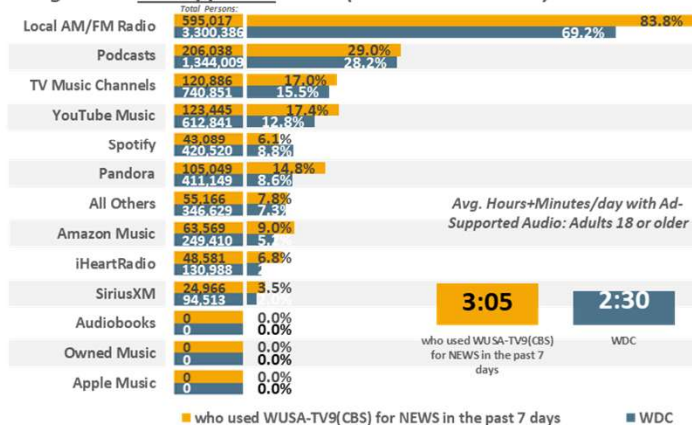
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



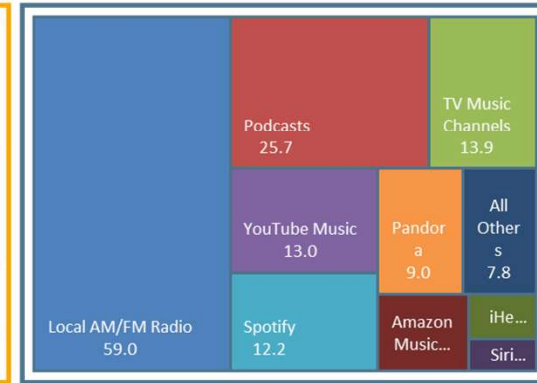
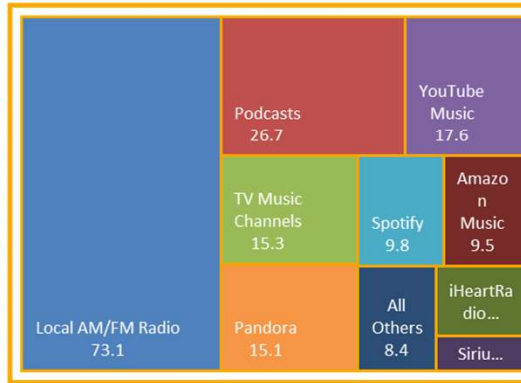
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

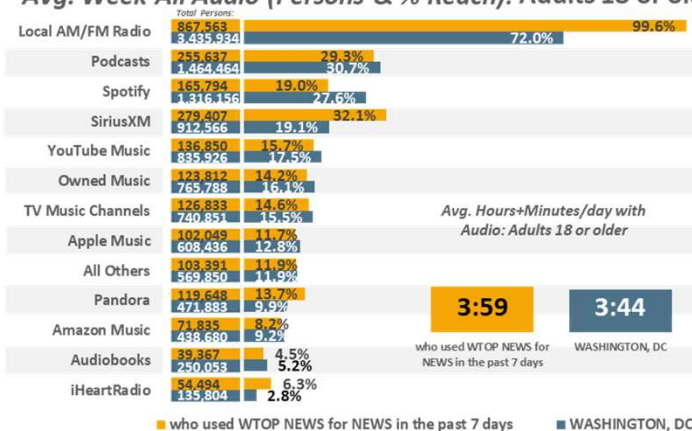
soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

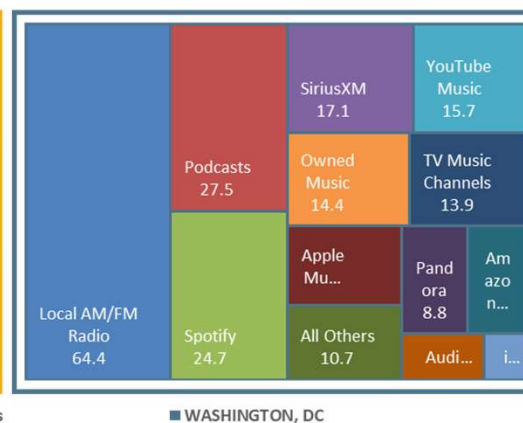
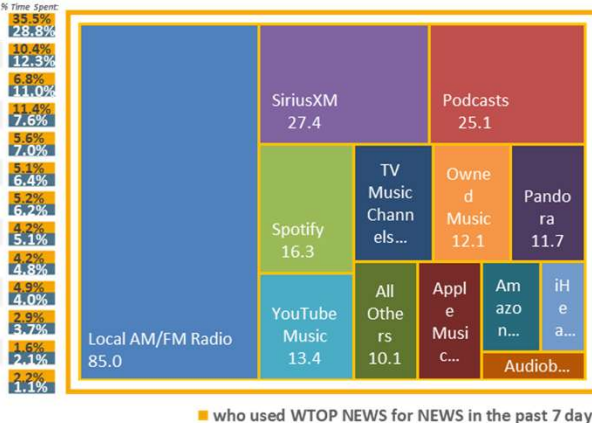


867,563 or 99.6% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

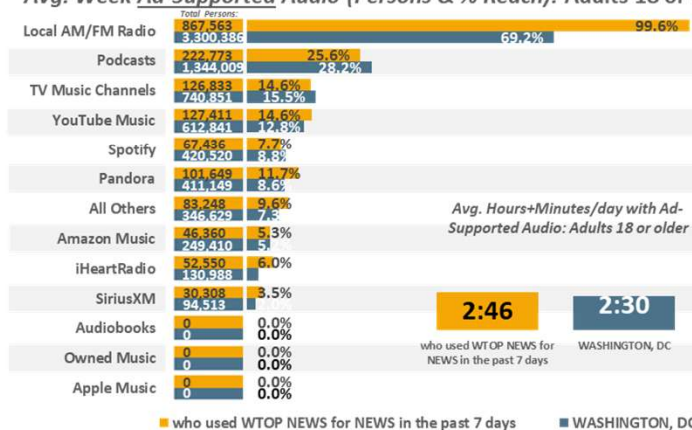
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



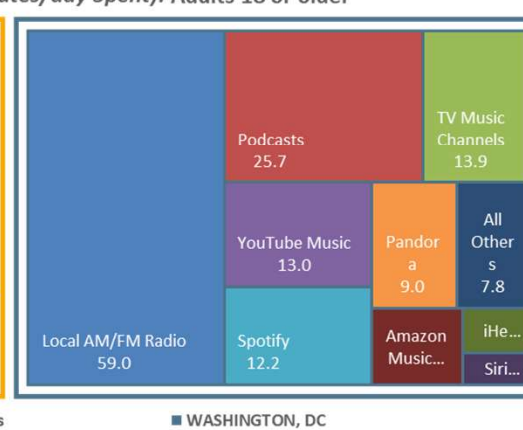
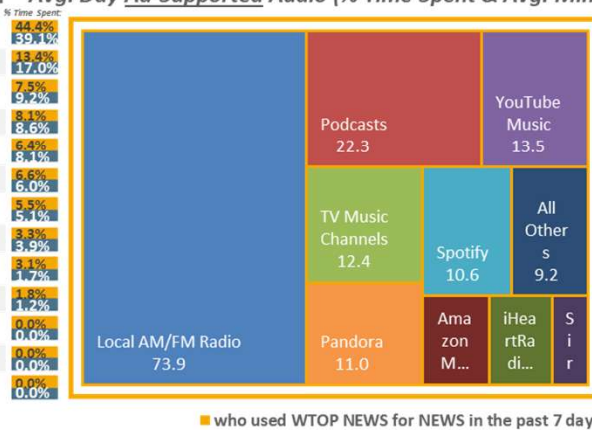
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

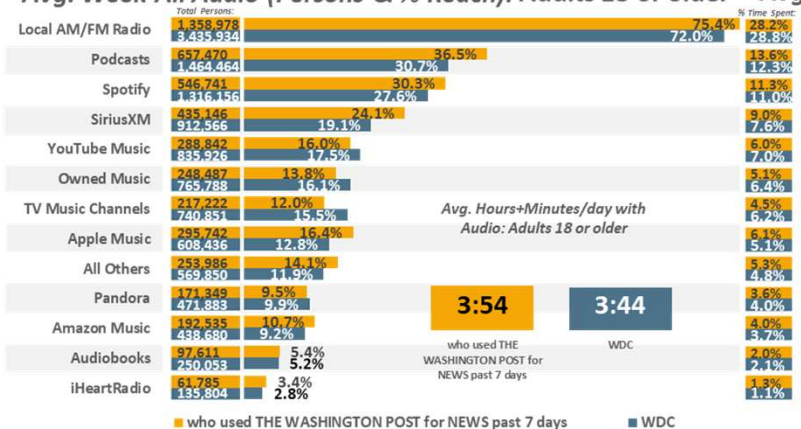
soefa.ai Share of Everything for Anything

(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

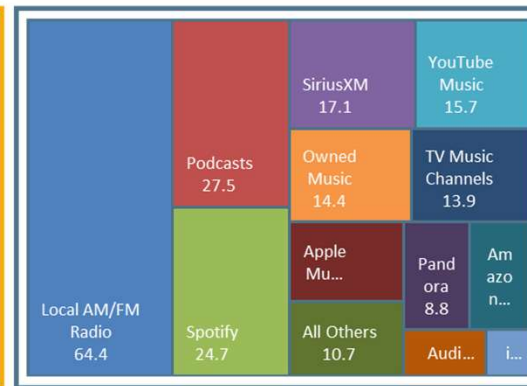
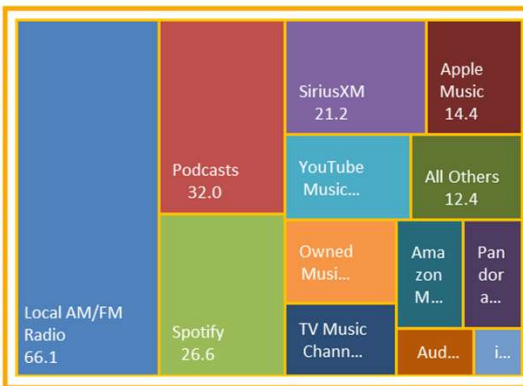


1,279,359 or 71.1% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

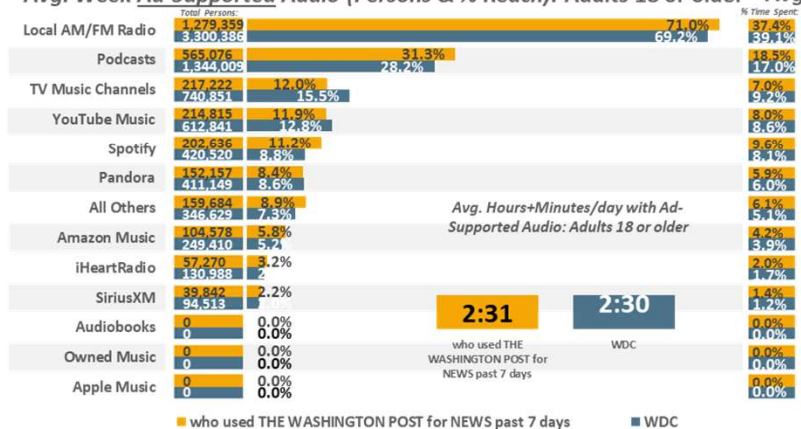
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



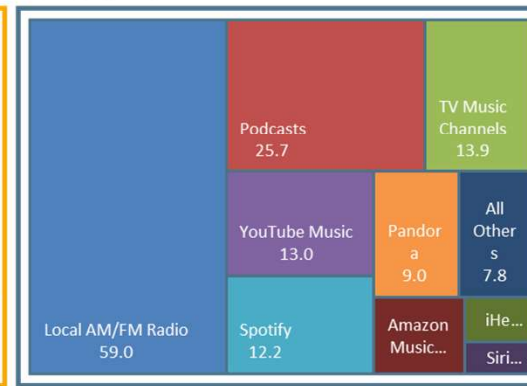
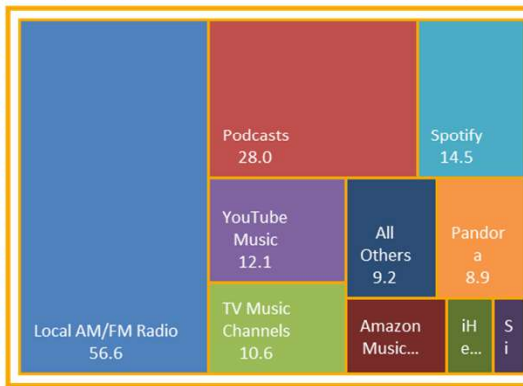
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



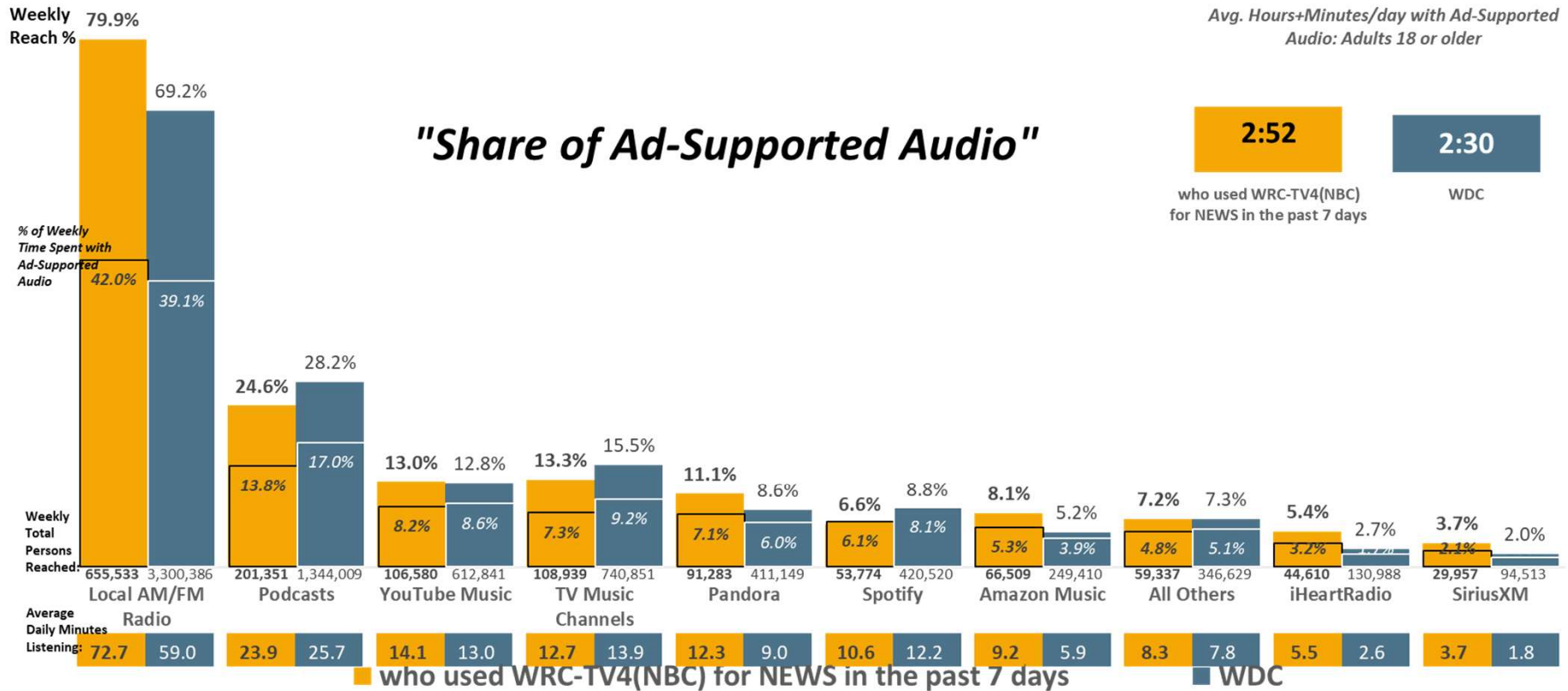
WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cumulative: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



655,533 or 79.9% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 72.7 minutes every day representing 42.0% of all time spent daily with Ad-Supported Audio.



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

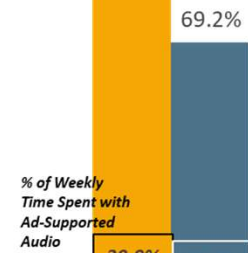
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



543,572 or 81.3% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach %



"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

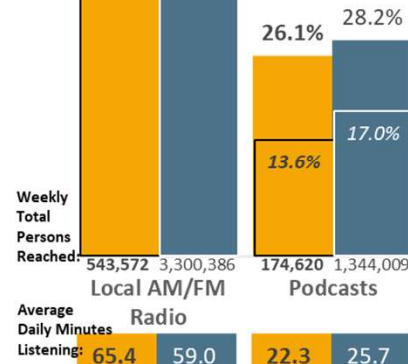
2:43

2:30

who used WJLA-TV7(ABC) for NEWS in the past 7 days

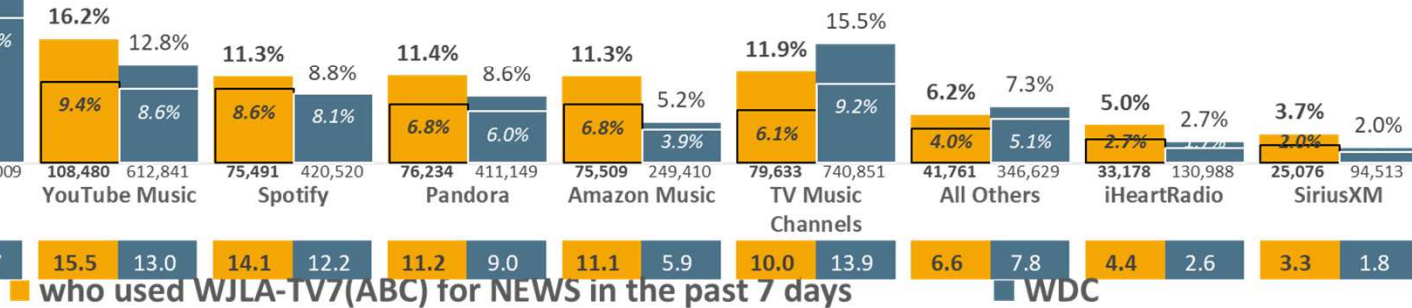
WDC

% of Weekly Time Spent with Ad-Supported Audio



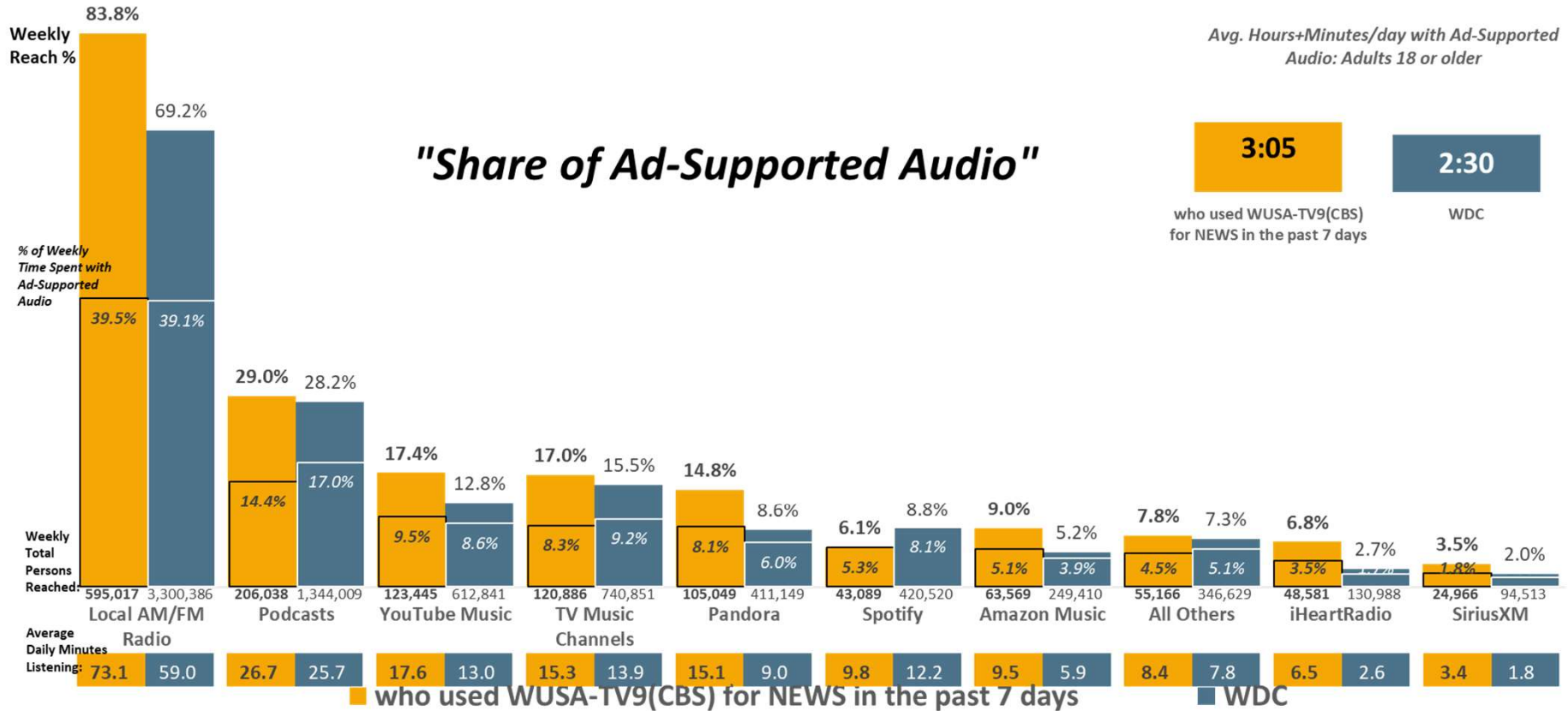
Weekly Total Persons Reached

Average Daily Minutes Listening



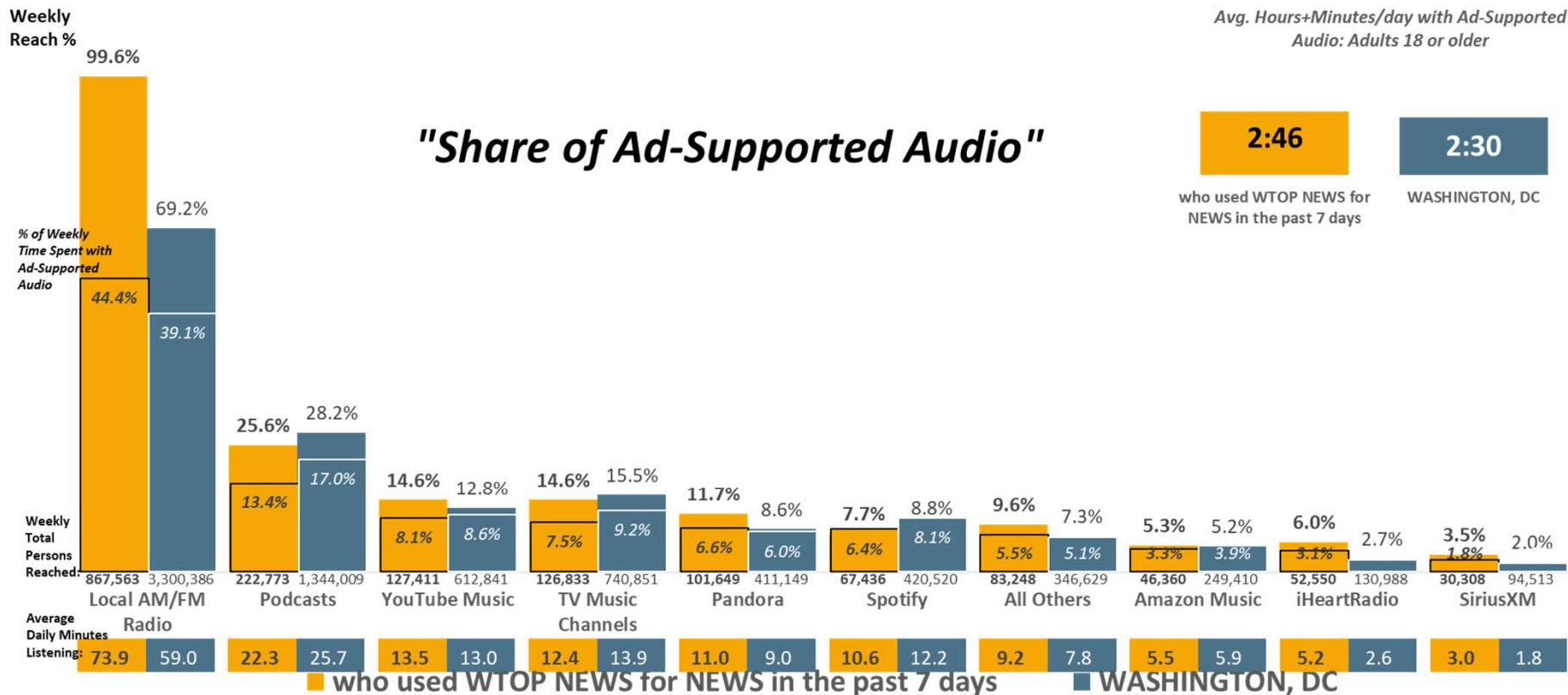


595,017 or 83.8% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.



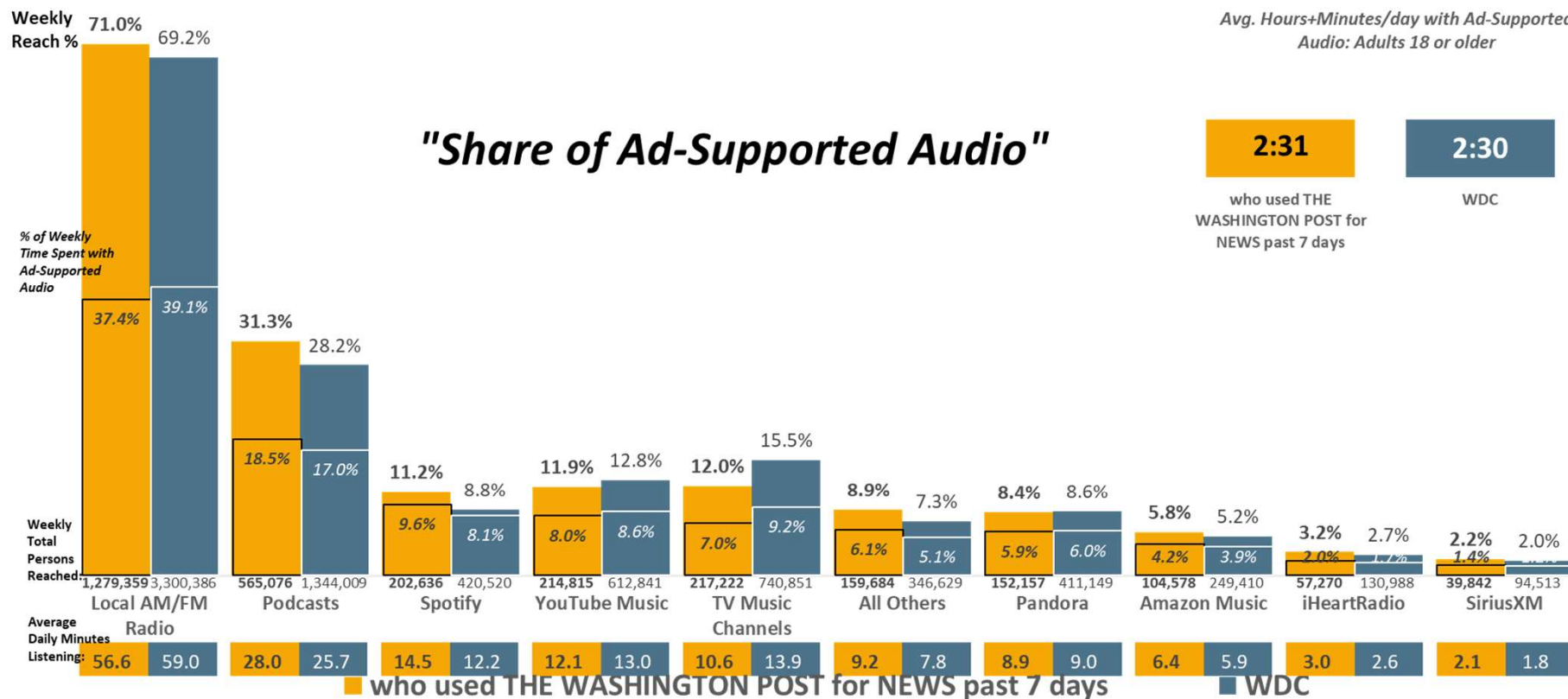


867,563 or 99.6% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.





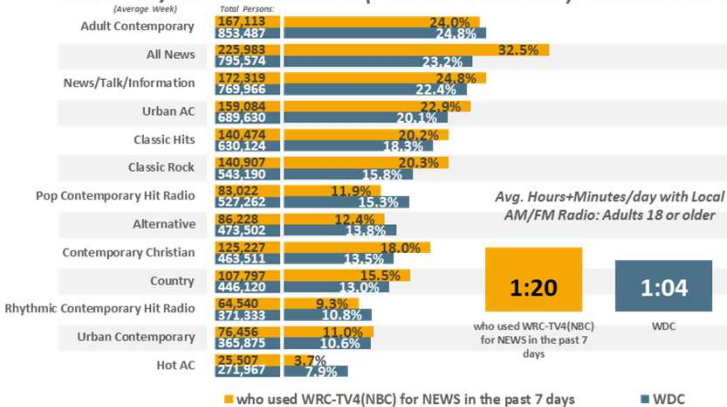
1,279,359 or 71.0% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.





655,533 or 79.9% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Urban AC, Classic Rock, and Classic Hits.

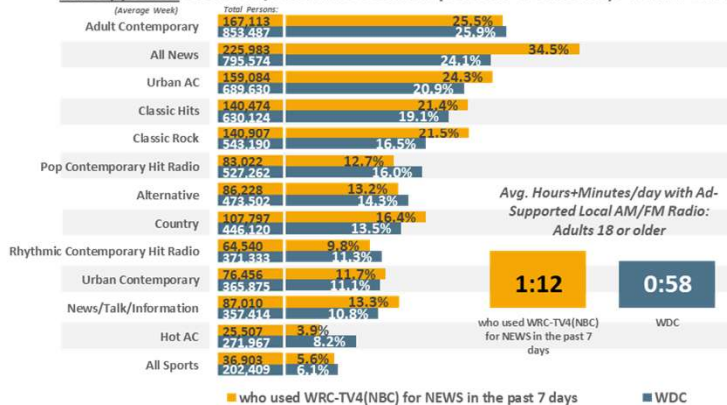
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



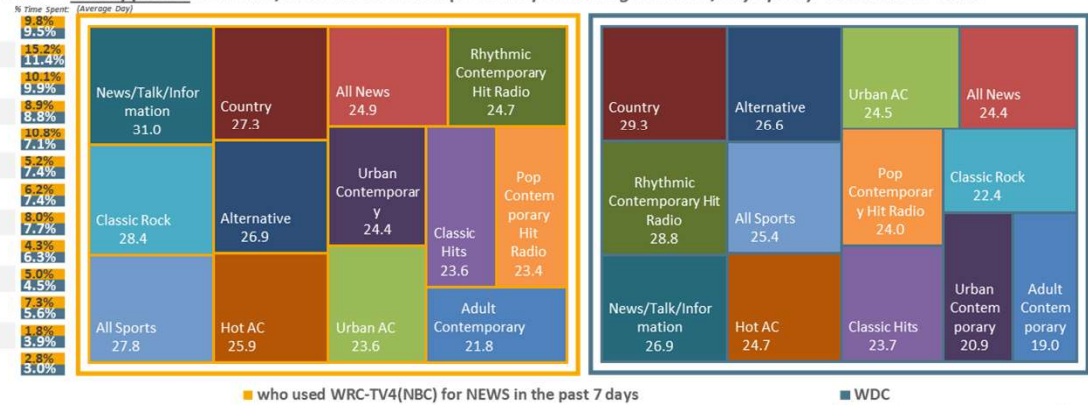
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

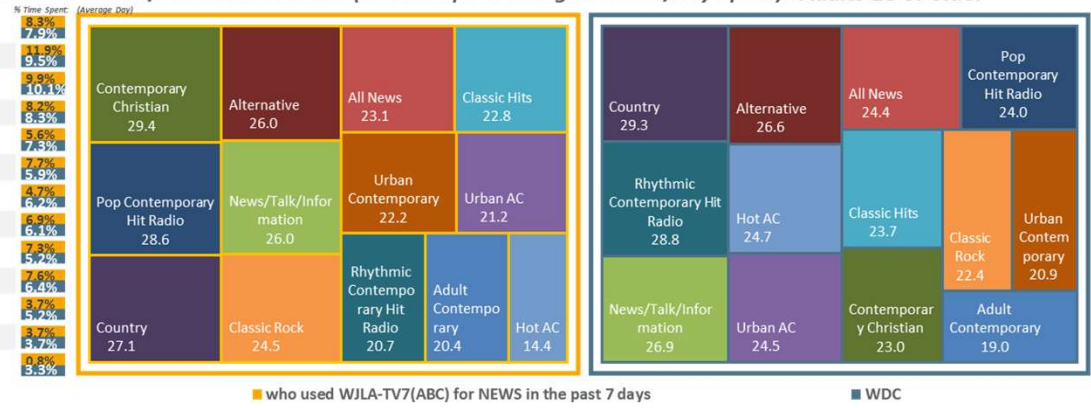
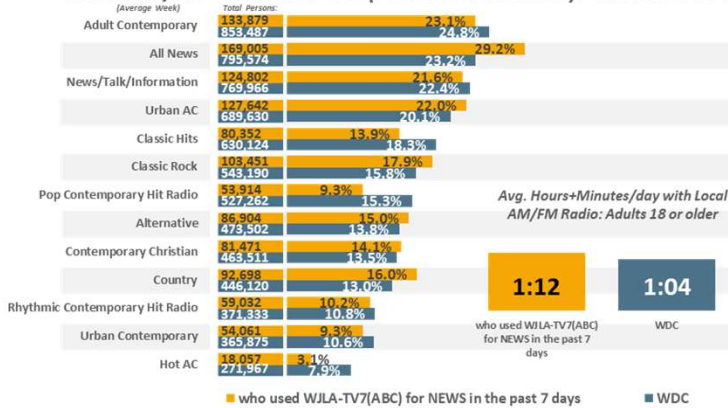
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

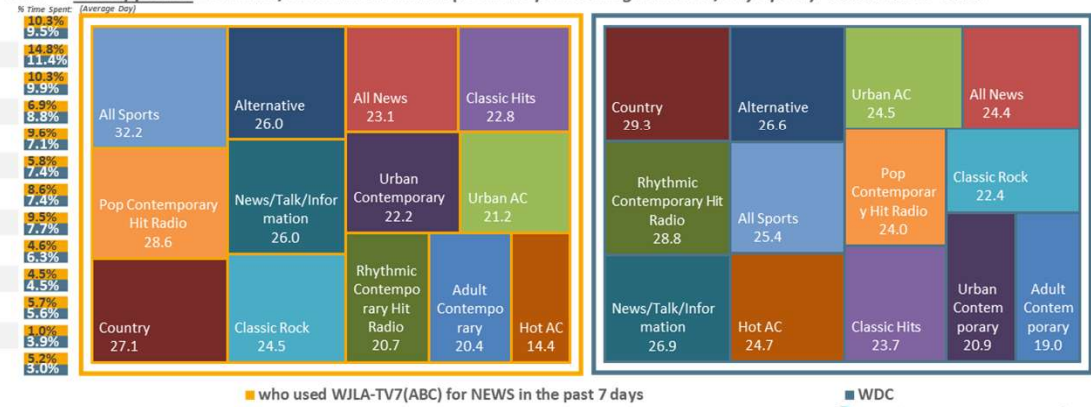
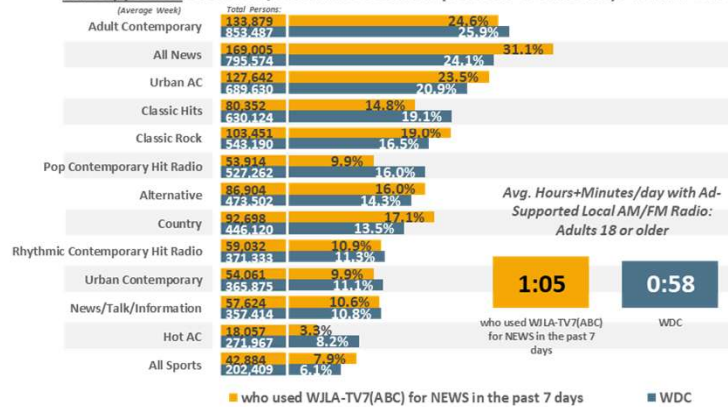


543,572 or 81.3% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Urban AC, Classic Rock, and Country.

Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

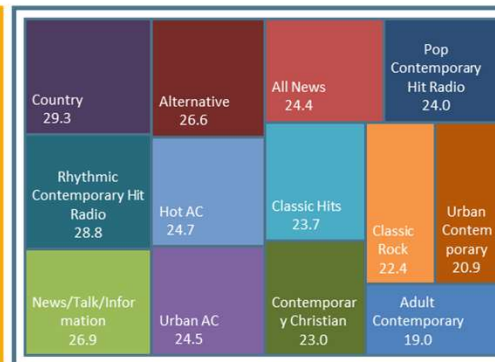
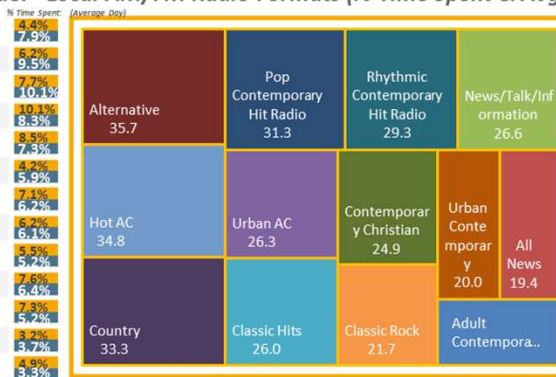
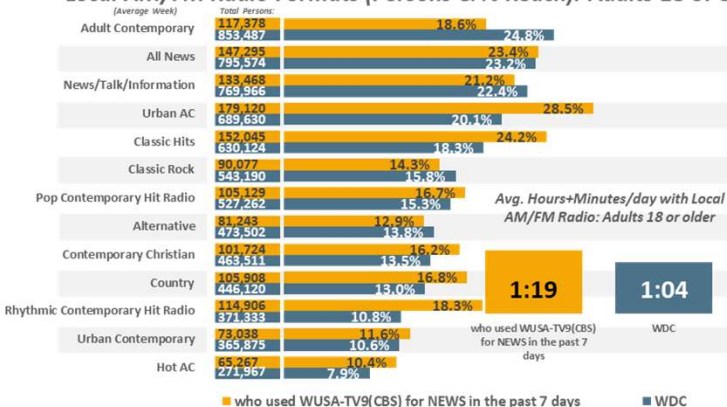
soefa.ai Share of Everything for Anything

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

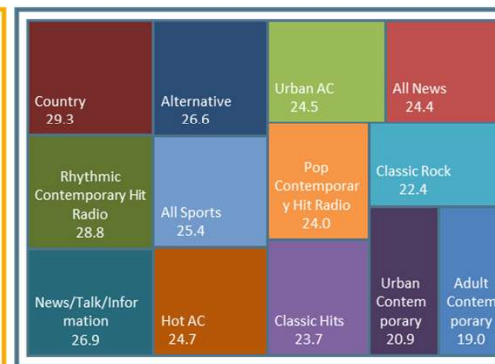
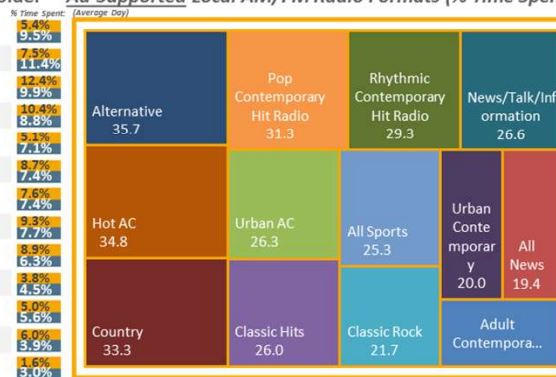
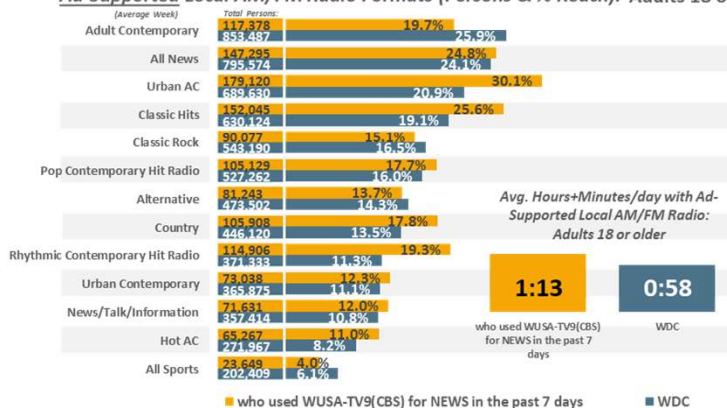


595,017 or 83.8% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Classic Hits, All News, Adult Contemporary, and Rhythmic Contemporary Hit Radio.

Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

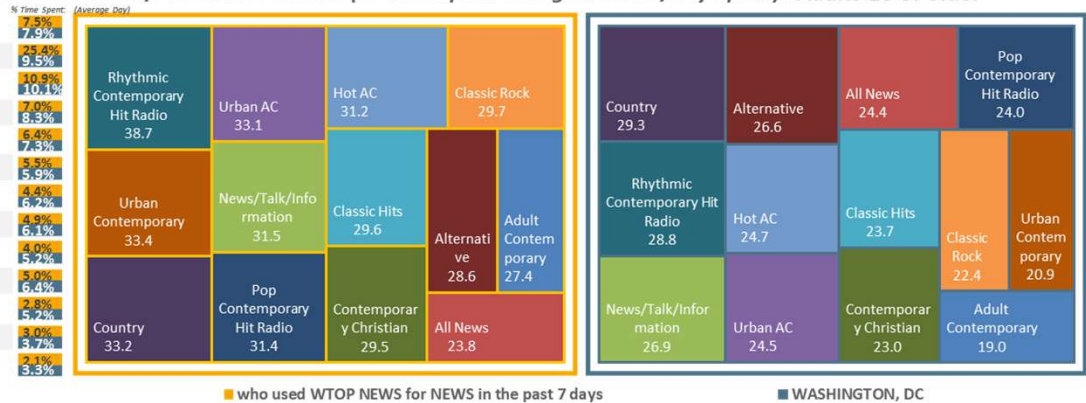
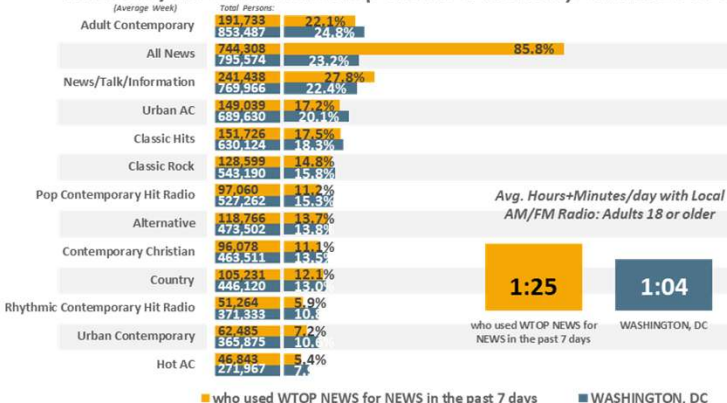
soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

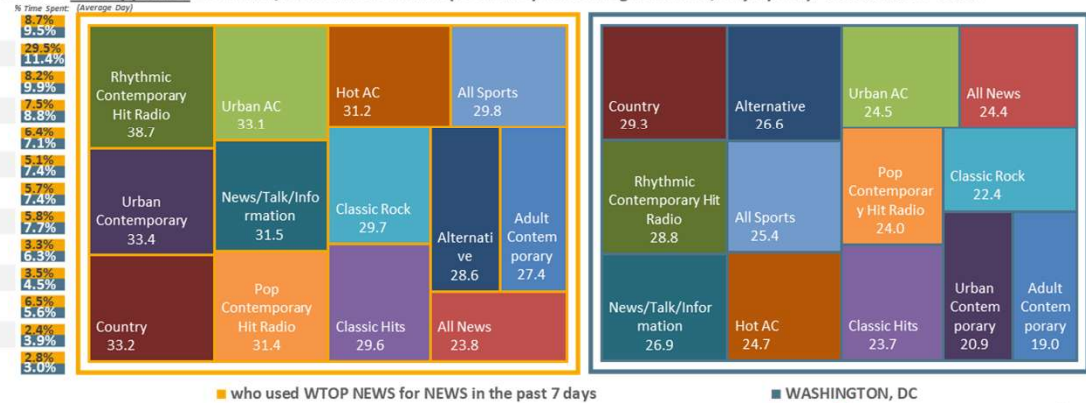
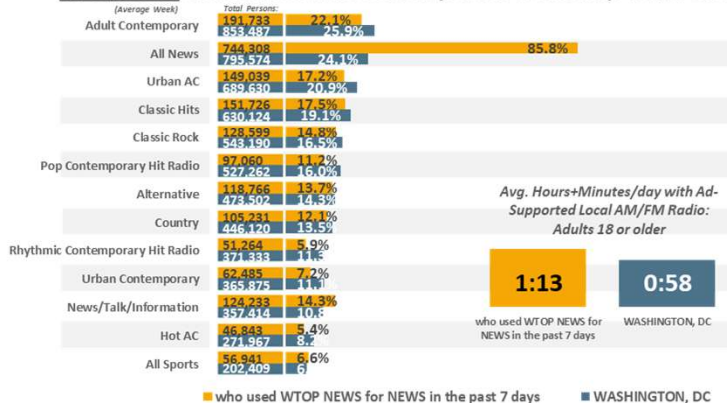


867,563 or 99.6% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Urban AC, and Classic Rock.

Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



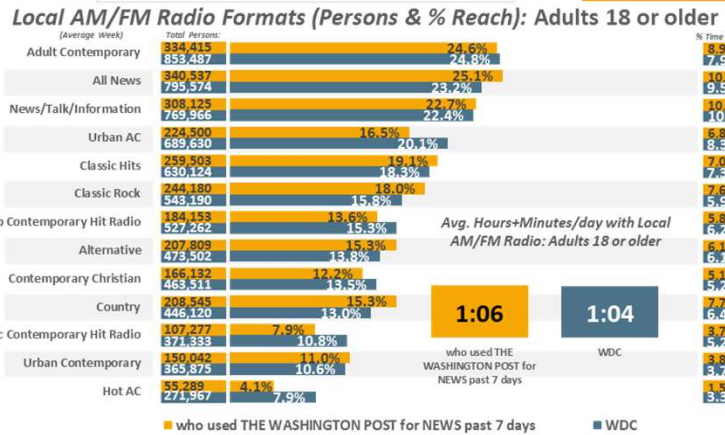
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

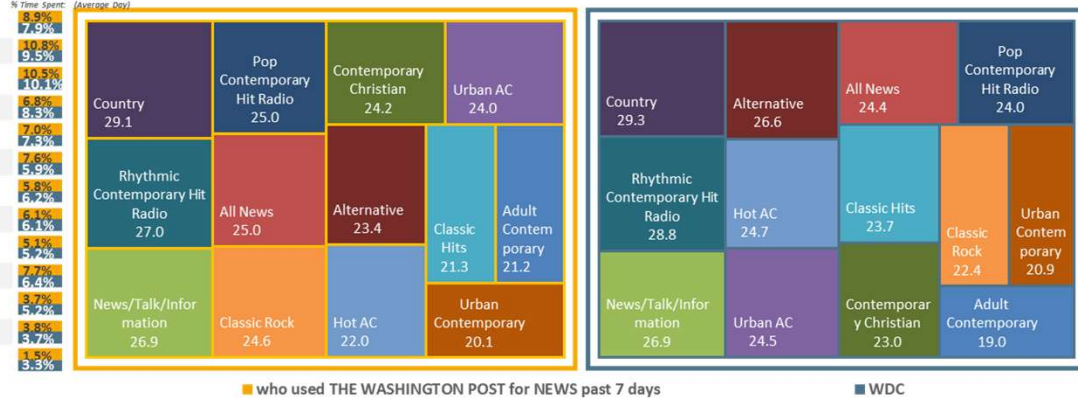
(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



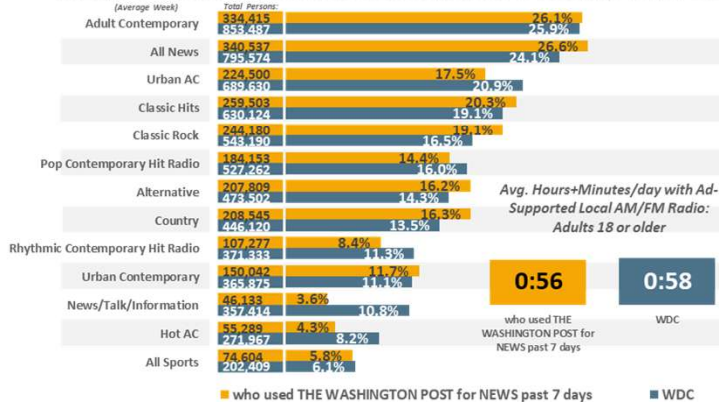
1,279,359 or 71.1% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Classic Rock, and Urban AC.



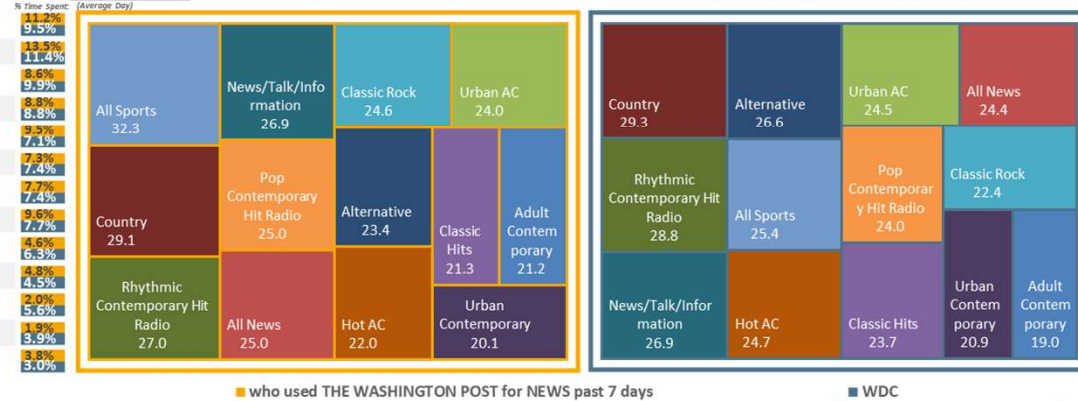
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

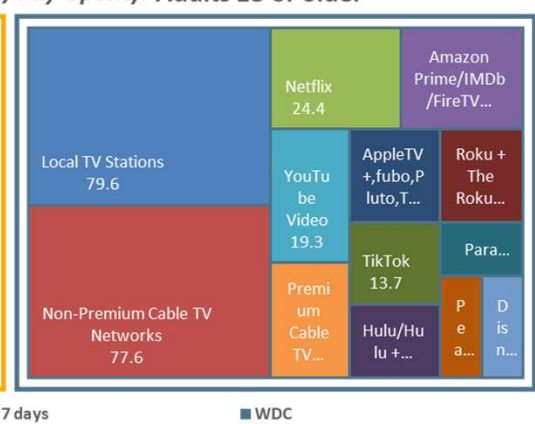
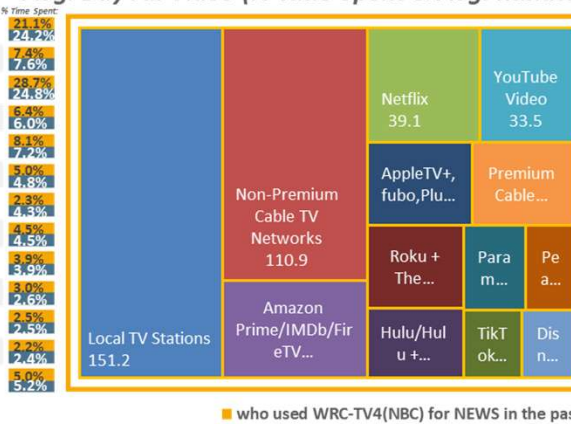
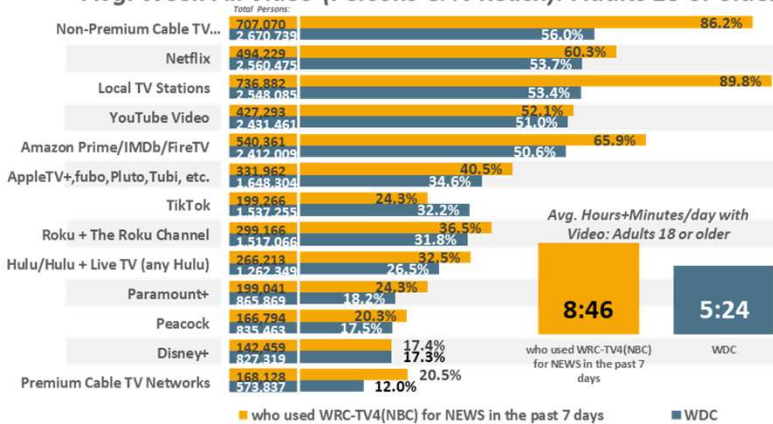
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



714,651 or 87.1% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 134.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

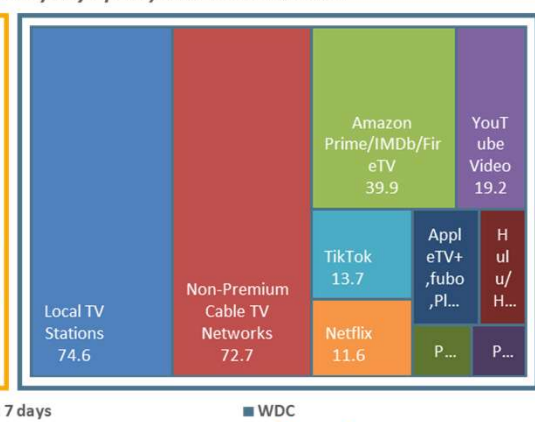
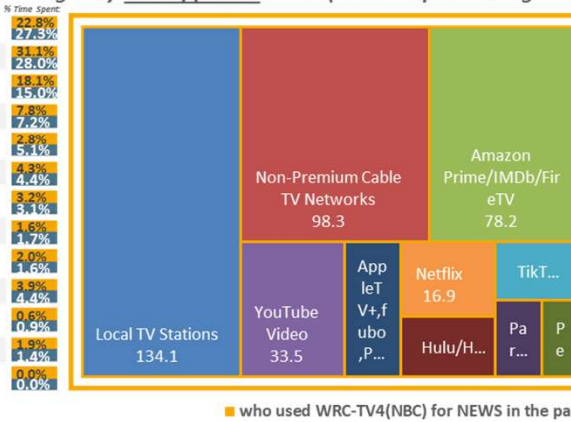
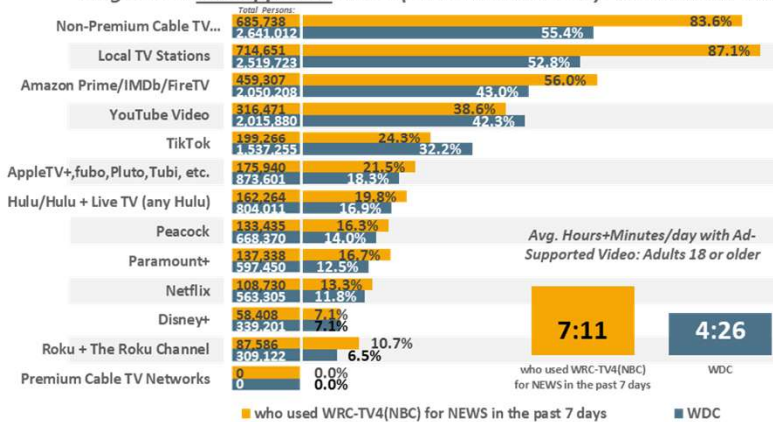
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

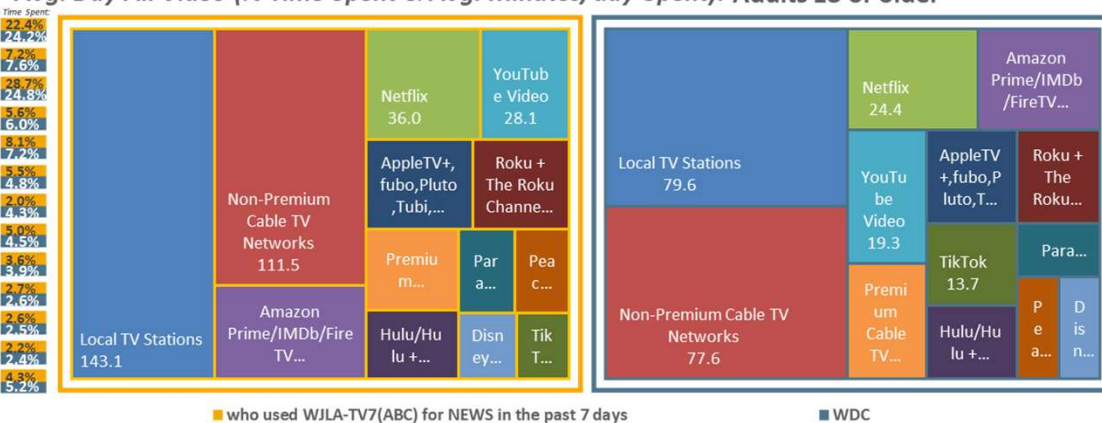
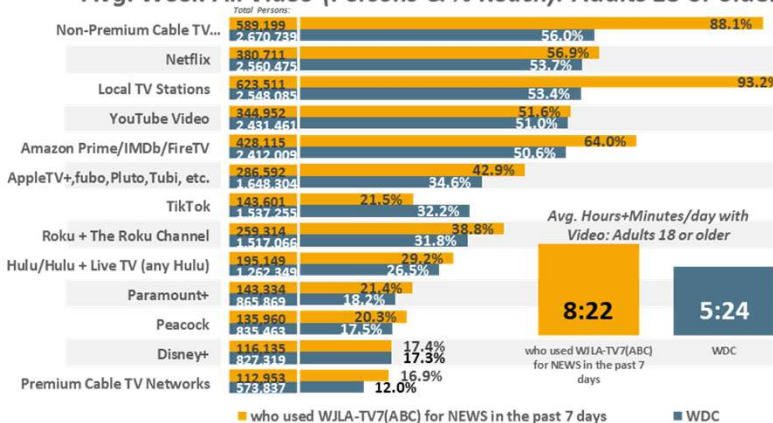
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



609,738 or 91.2% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 128. minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

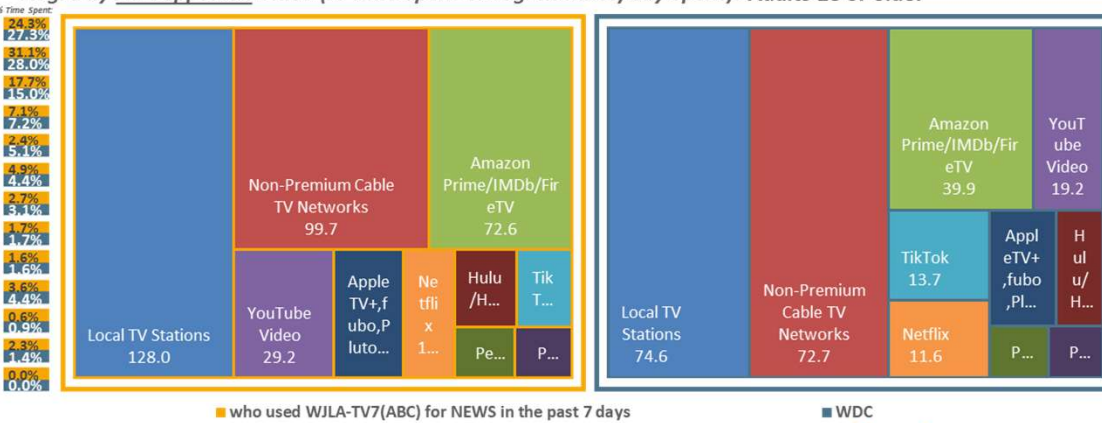
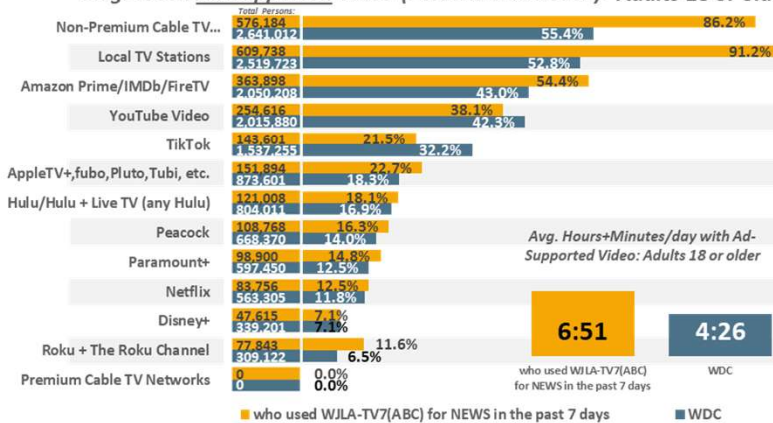
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

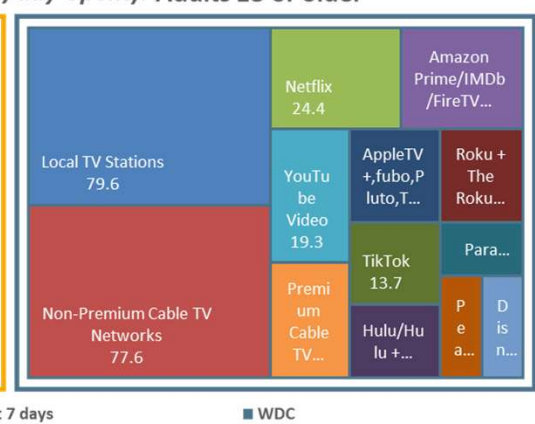
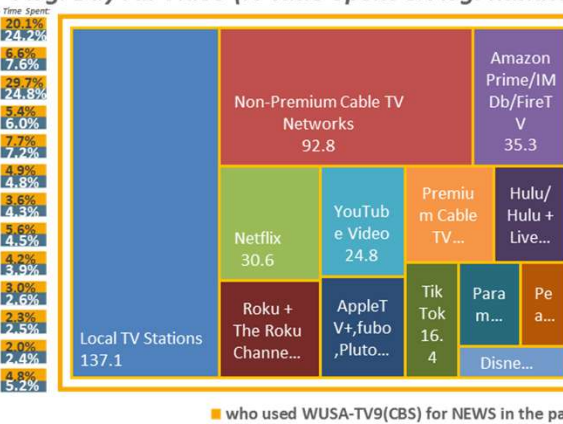
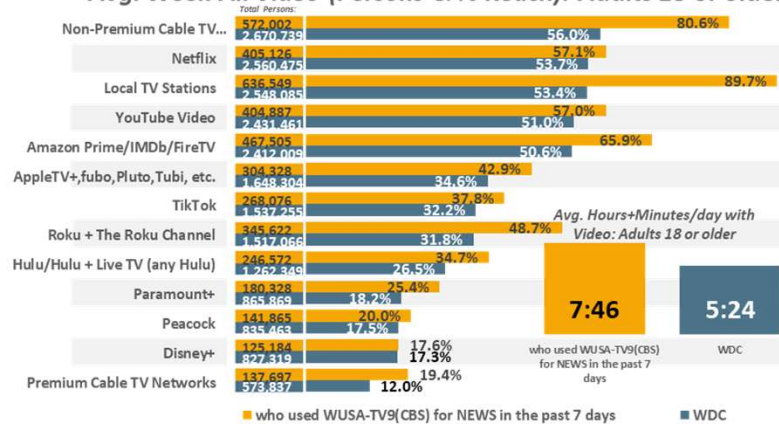
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



617,147 or 86.9% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 125. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

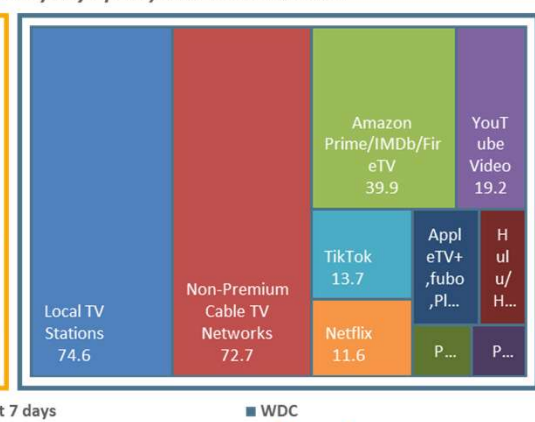
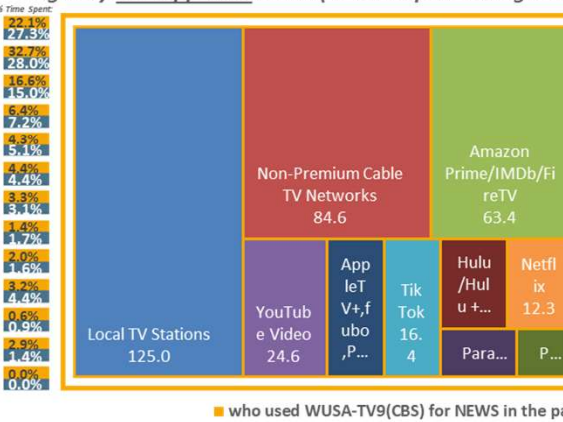
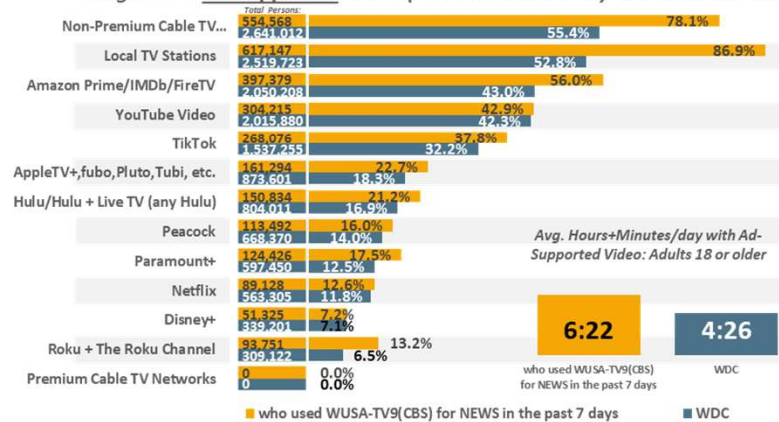
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

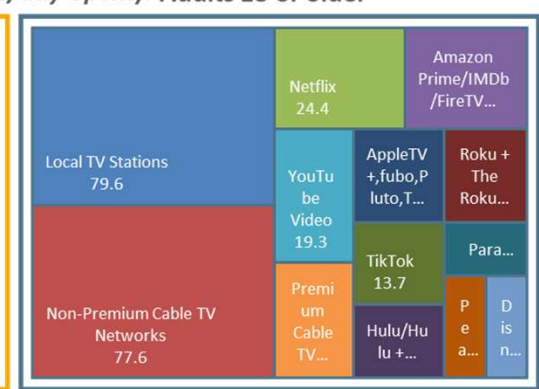
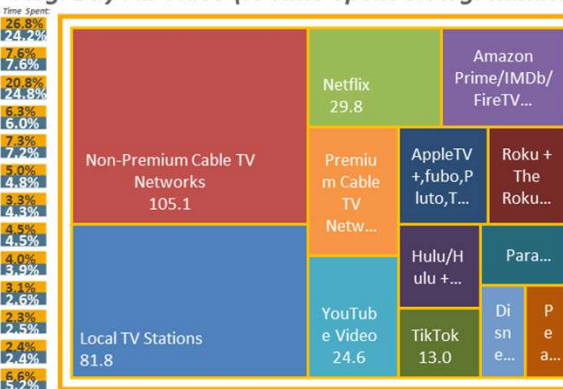
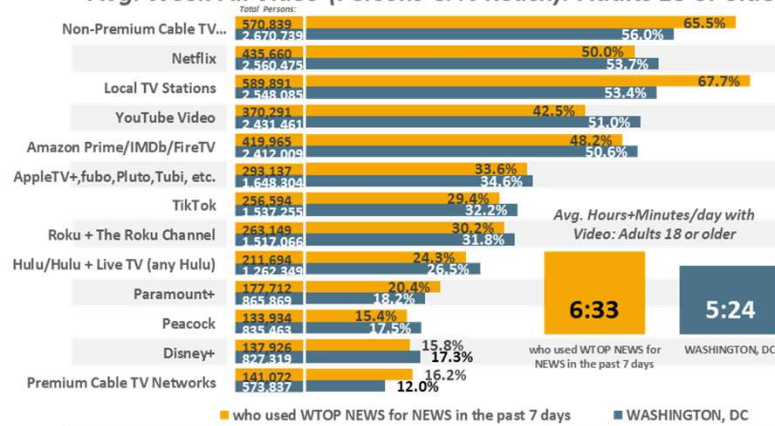
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)



582,314 or 66.8% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 74.4 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

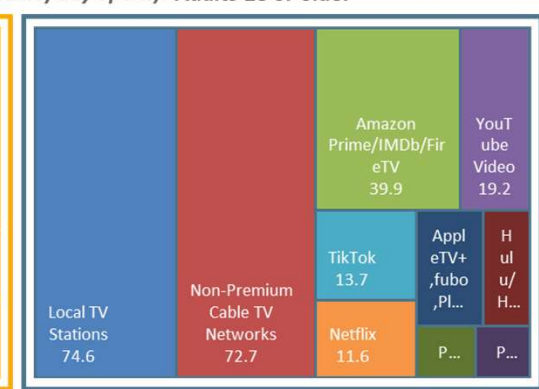
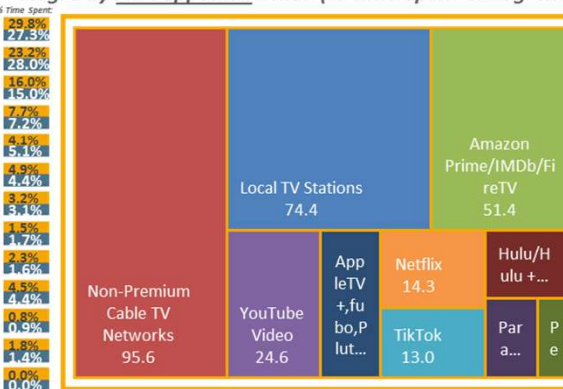
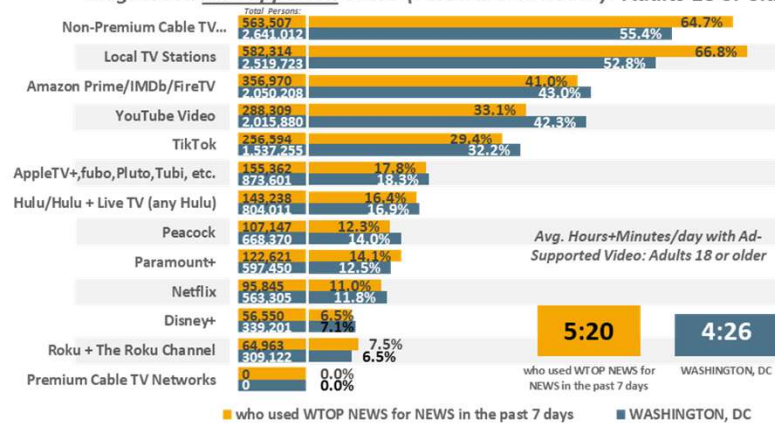
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

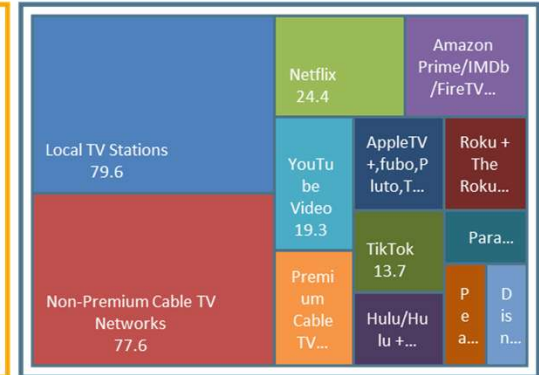
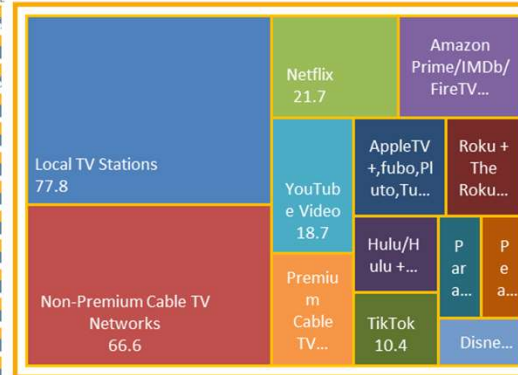
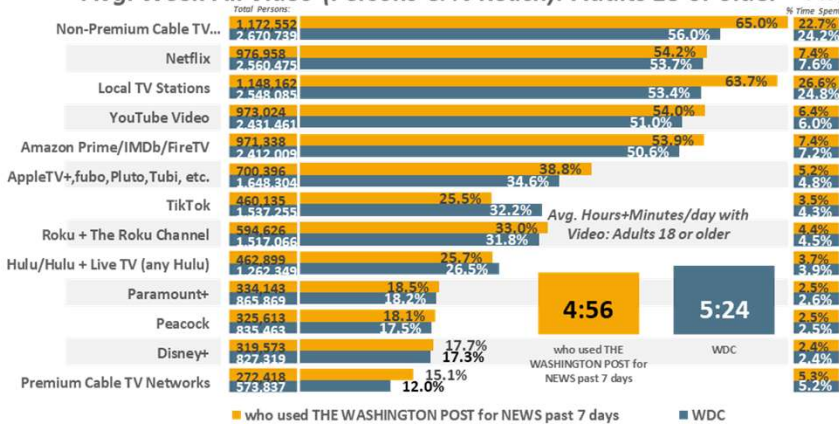
(WTOP-FM: M-S 6am-mid come OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



1,131,461 or 62.8% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days watch Ad-Supported Local TV Stations for an average of 68.7 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

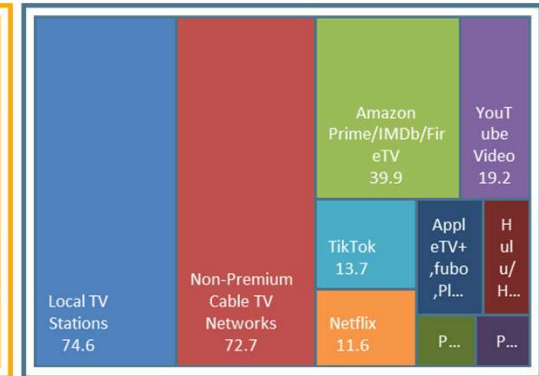
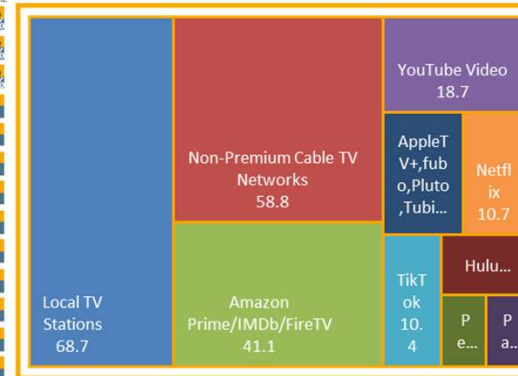
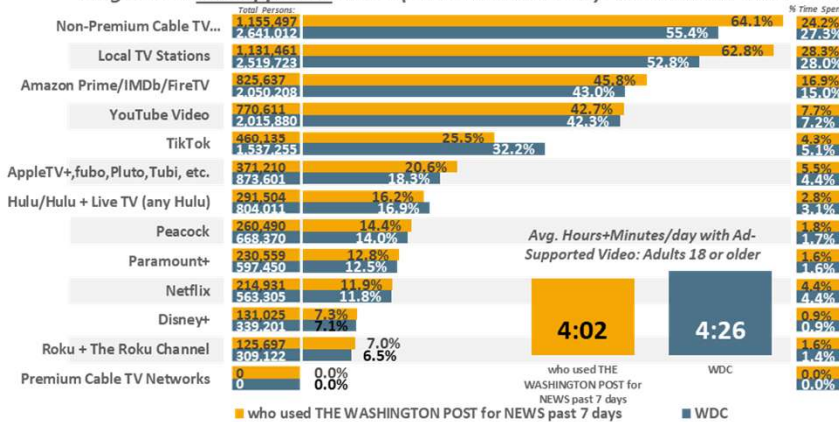
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

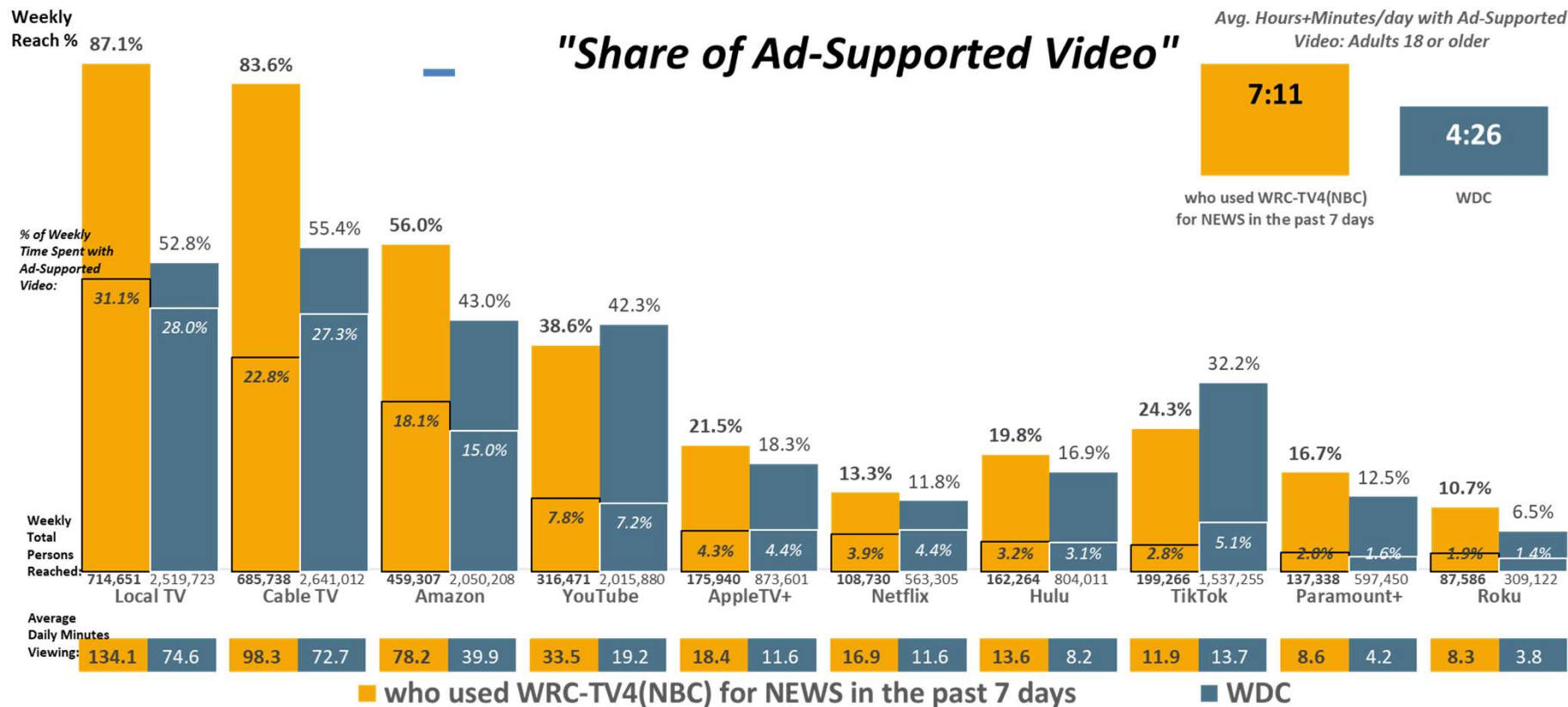
soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



714,651 or 87.1% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 134.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

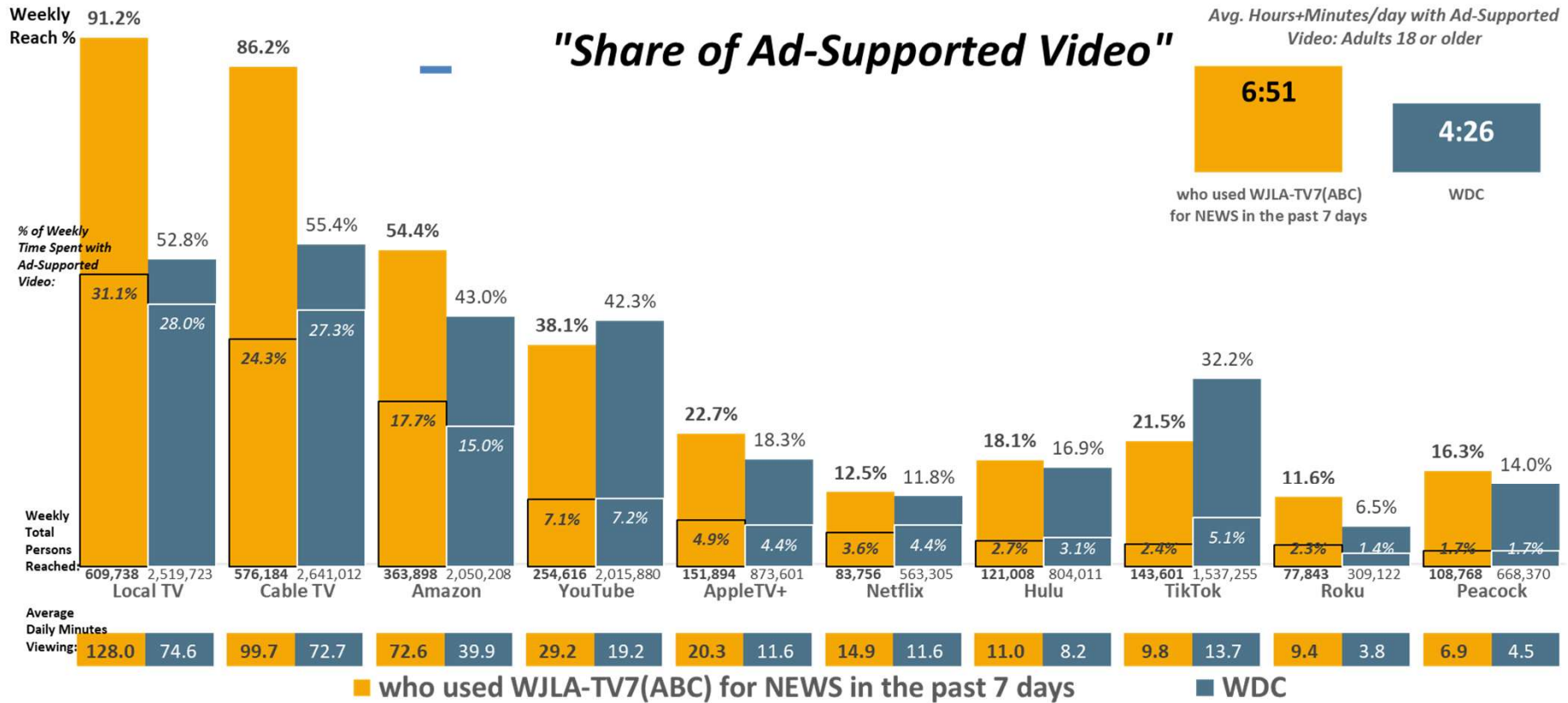
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



609,738 or 91.2% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 128. minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

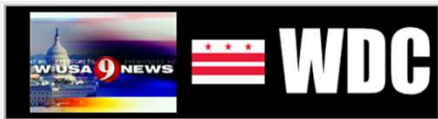
"Share of Ad-Supported Video"



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

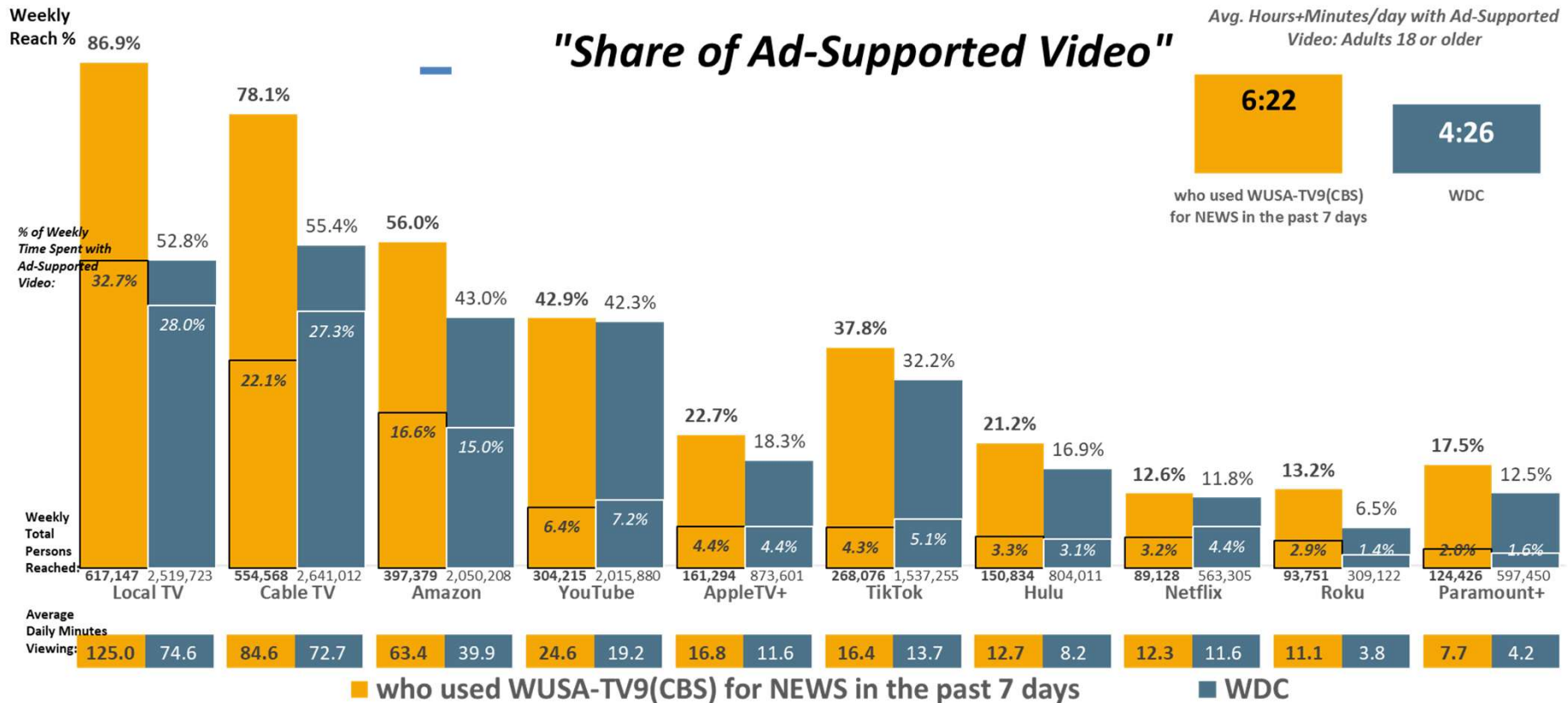
soefa.ai Share of Everything for Anything

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



617,147 or 86.9% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 125. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)



582,314 or 66.8% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 74.4 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older

5:20

4:26

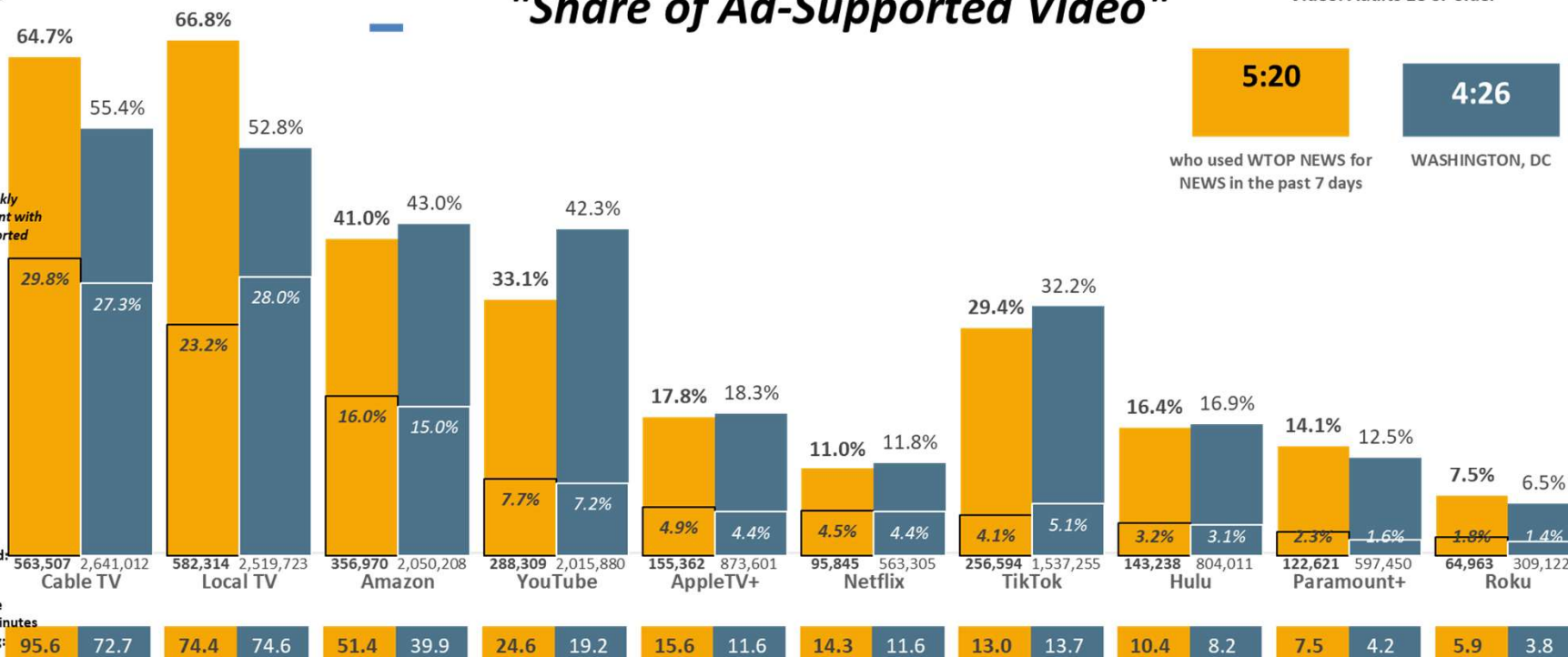
who used WTOP NEWS for
NEWS in the past 7 days

WASHINGTON, DC

% of Weekly
Time Spent with
Ad-Supported
Video:

Weekly
Total
Persons
Reached:

Average
Daily Minutes
Viewing:



■ who used WTOP NEWS for NEWS in the past 7 days

■ WASHINGTON, DC

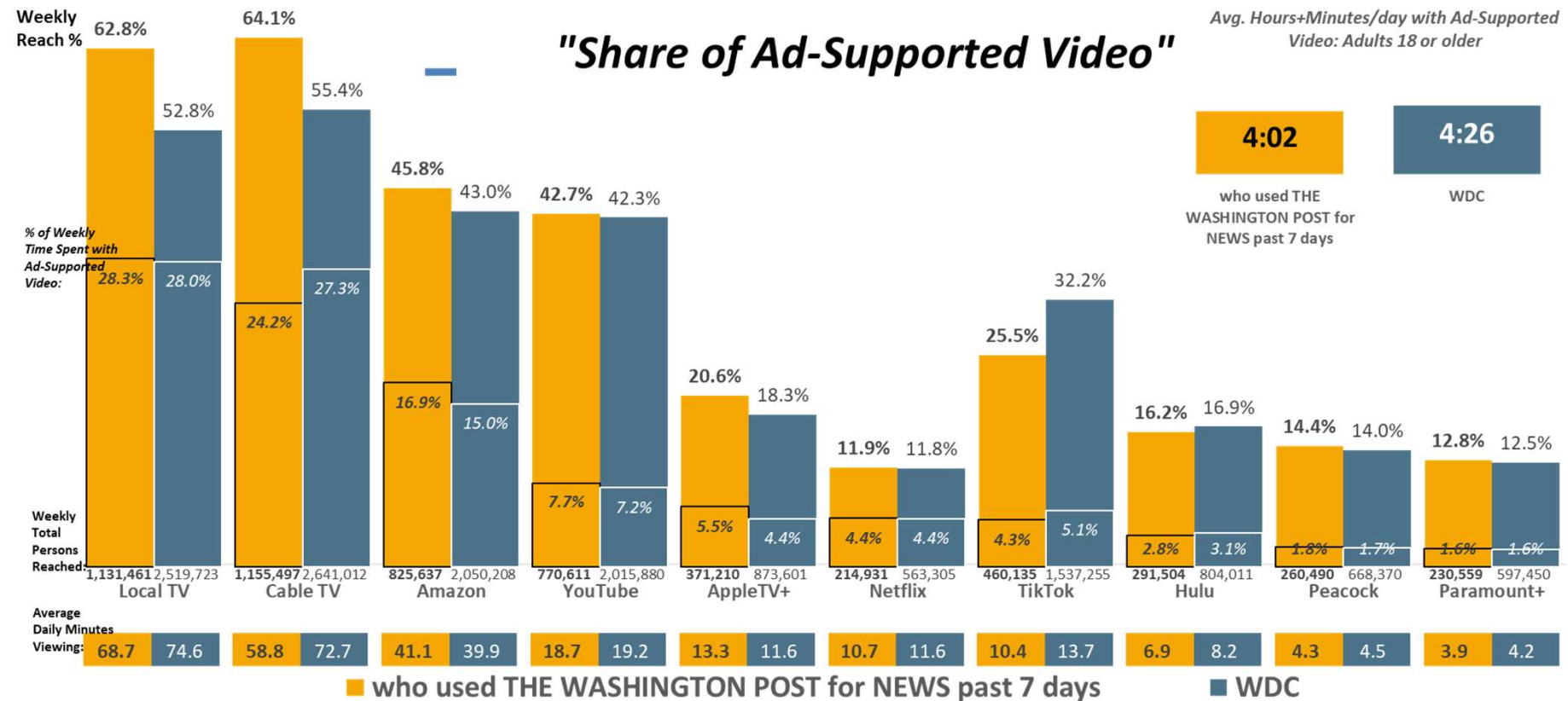
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything

(WTOP-FM: M-S 6am-mid come OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



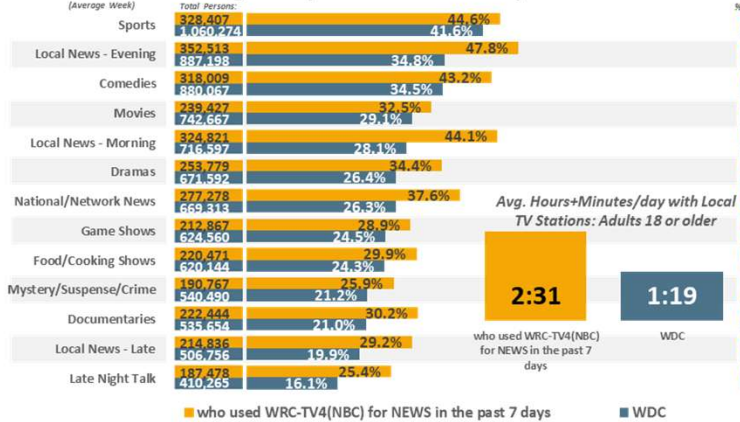
1,131,461 or 62.8% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days watch Ad-Supported Local TV Stations for an average of 68.7 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



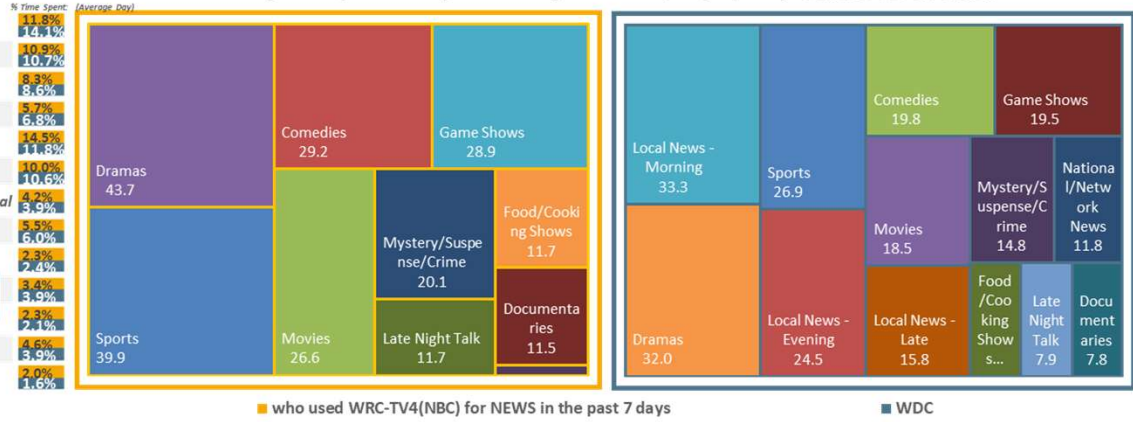


714,651 or 87.1% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Dramas, and National/Network News.

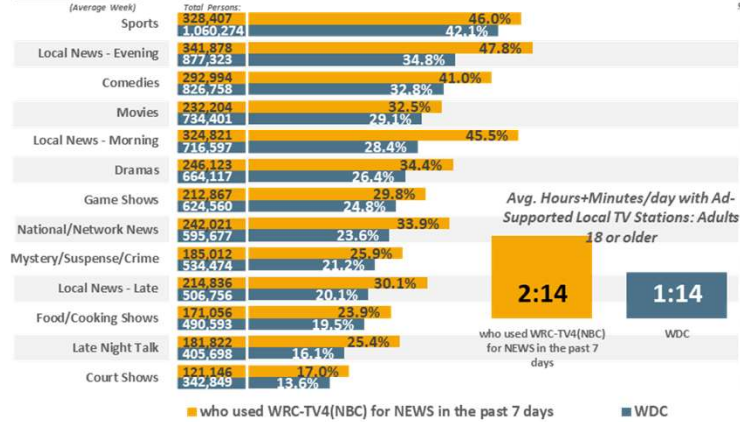
Local TV Station Programs (Persons & % Reach): Adults 18 or older



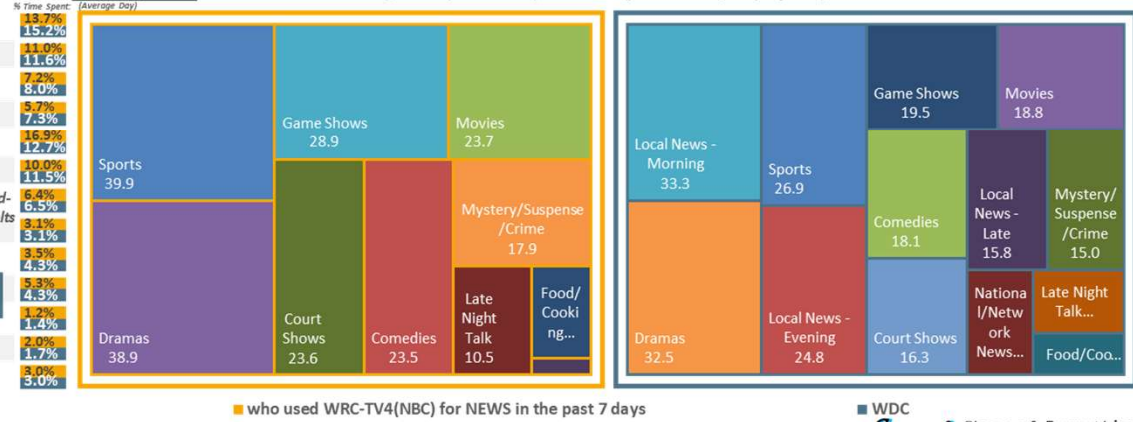
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

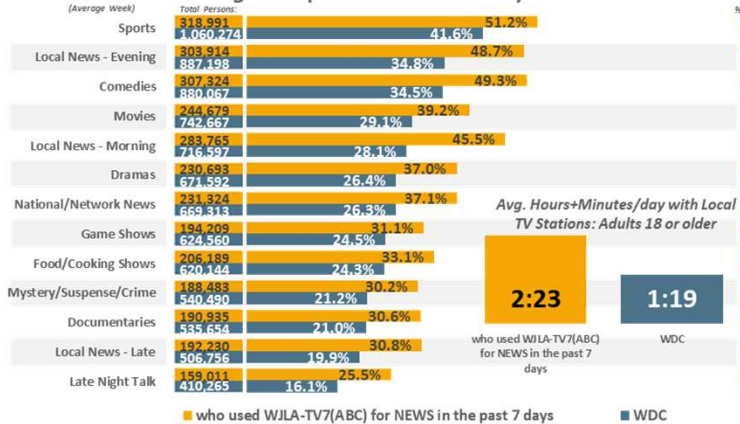
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

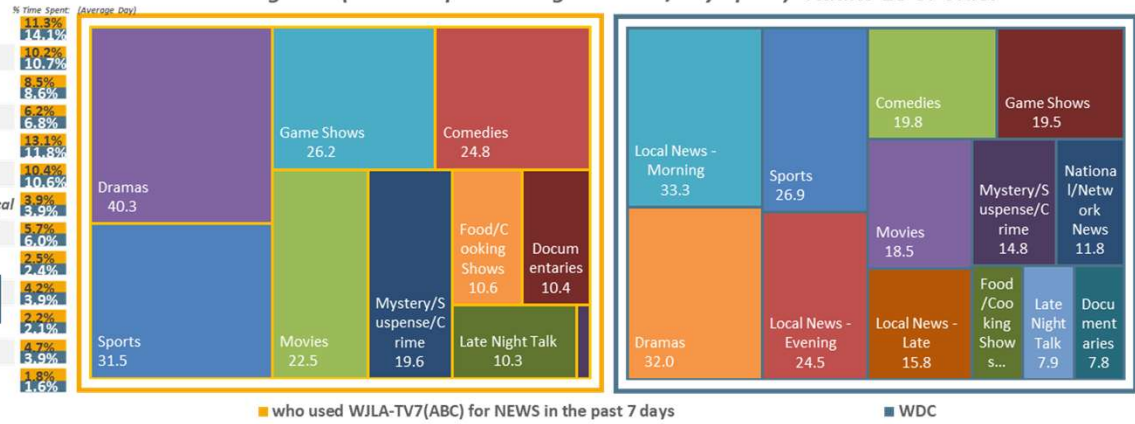


609,738 or 91.2% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

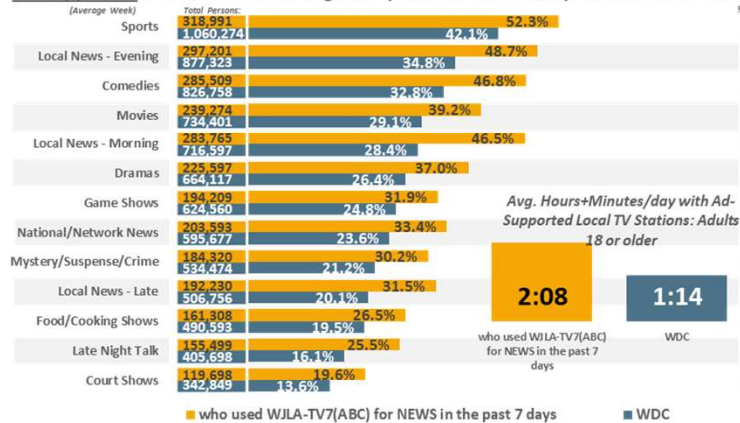
Local TV Station Programs (Persons & % Reach): Adults 18 or older



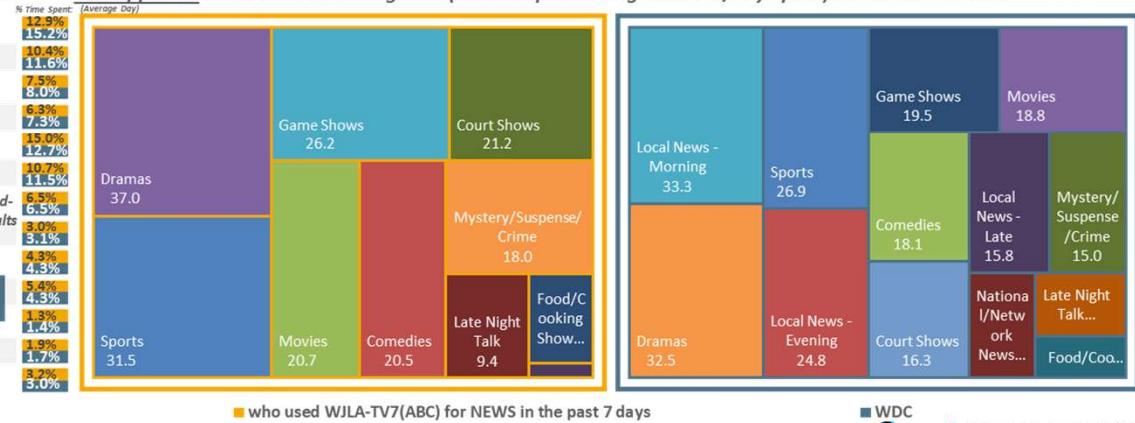
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

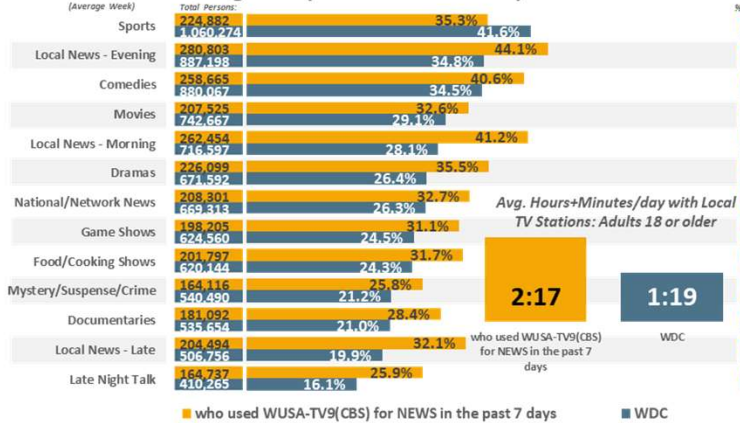
soefa.ai Share of Everything for Anything

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

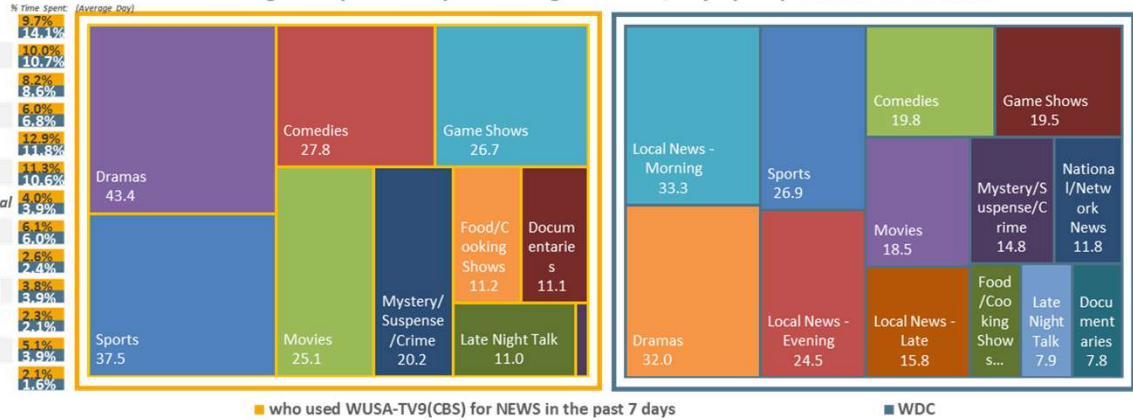


617,147 or 86.9% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Dramas, and Local News - Late.

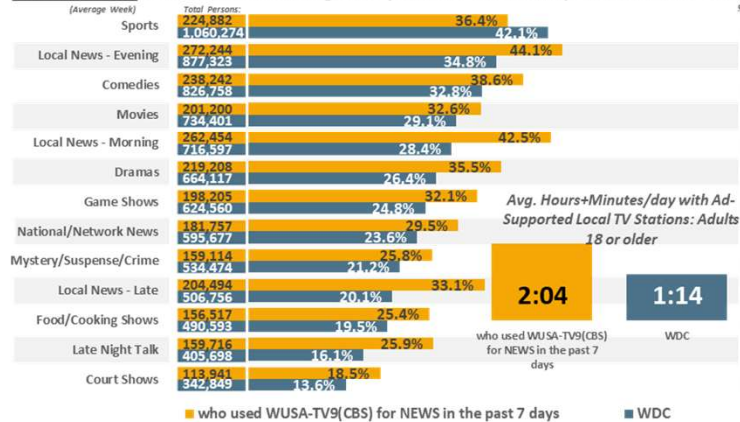
Local TV Station Programs (Persons & % Reach): Adults 18 or older



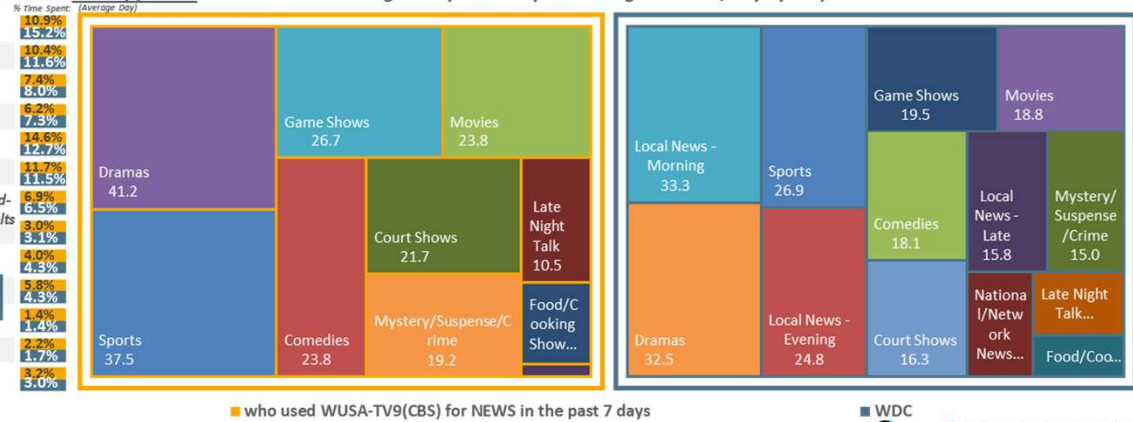
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

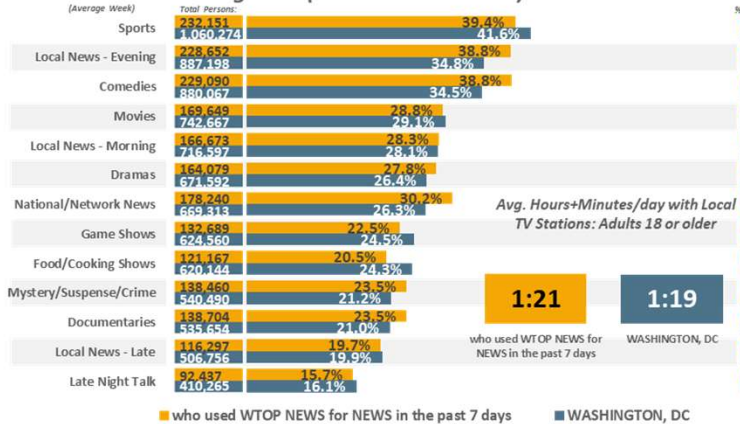
soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

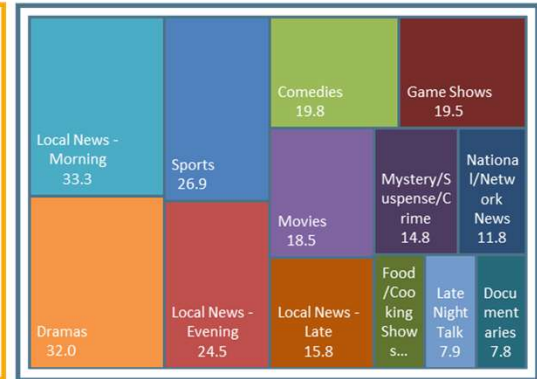
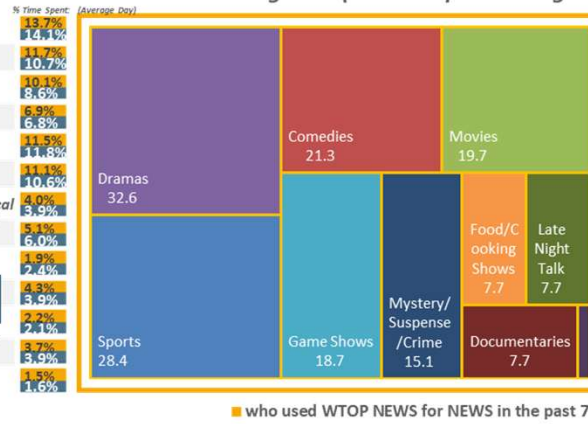


582,314 or 66.8% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

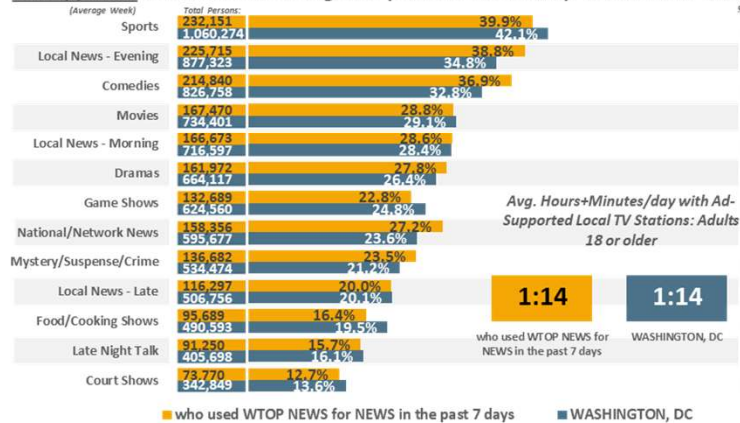
Local TV Station Programs (Persons & % Reach): Adults 18 or older



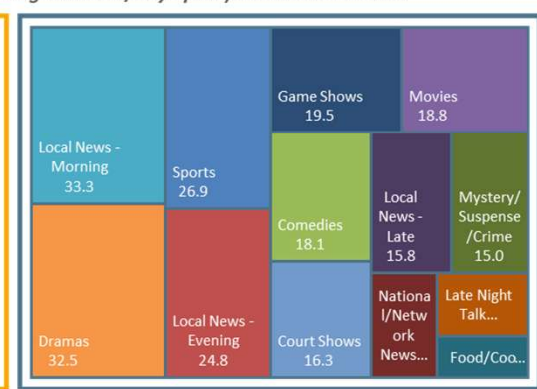
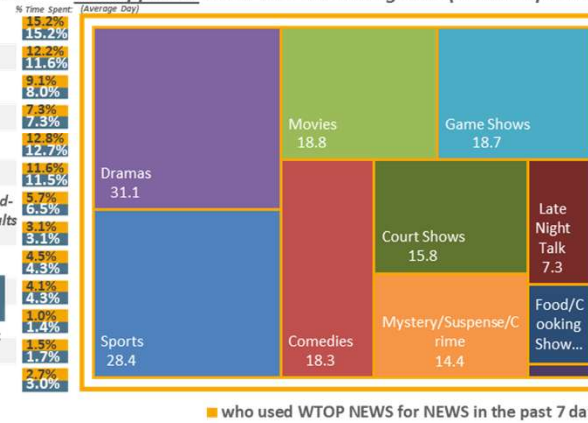
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

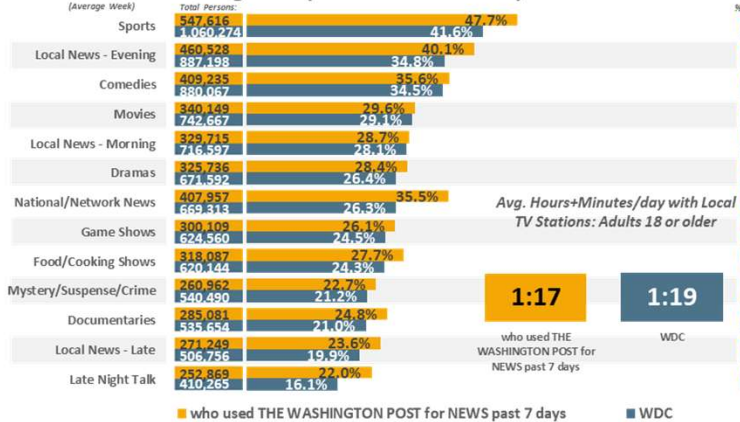
WASHINGTON, DC
soefa.ai Share of Everything for Anything

(WTOP-FM: M-S 6am-mid cume OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

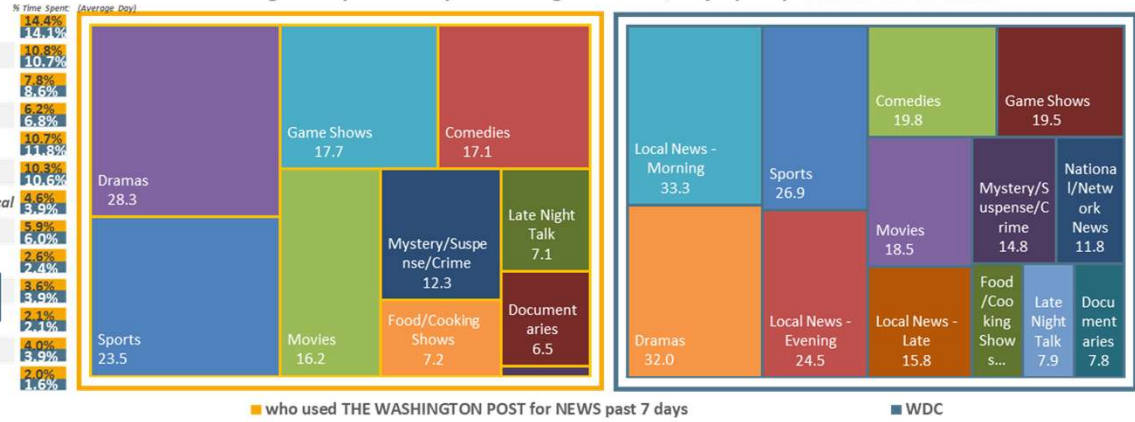


1,131,461 or 62.8% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, National/Network News, Movies, and Local News - Morning.

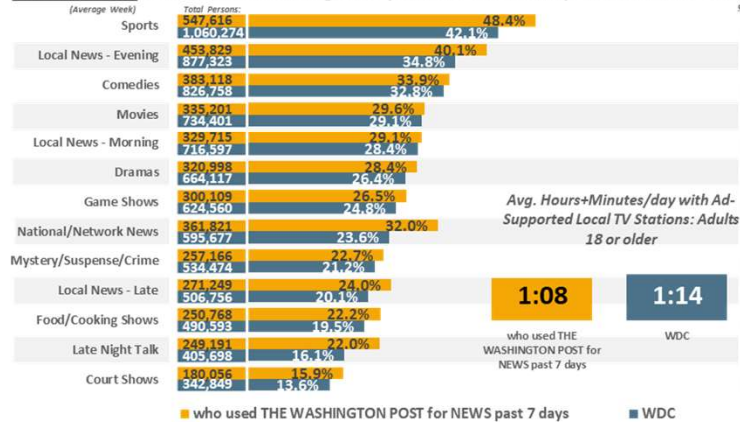
Local TV Station Programs (Persons & % Reach): Adults 18 or older



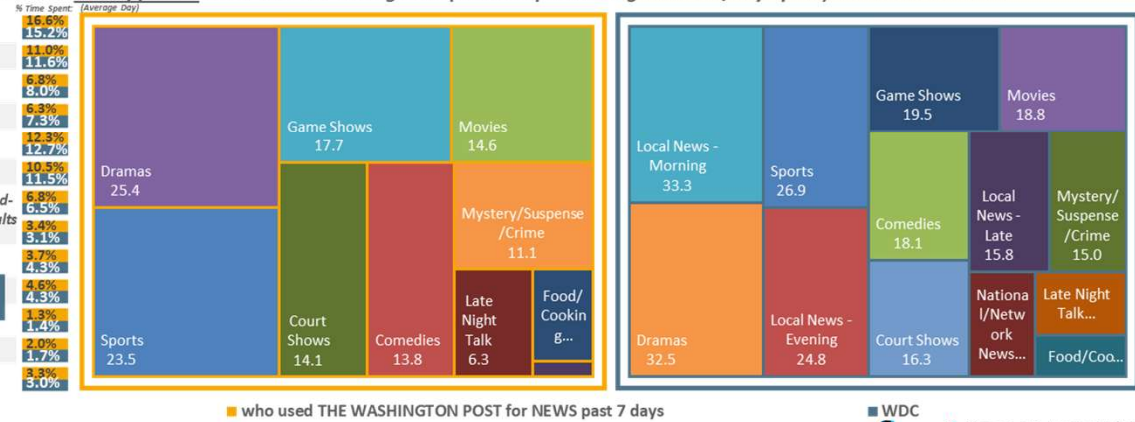
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

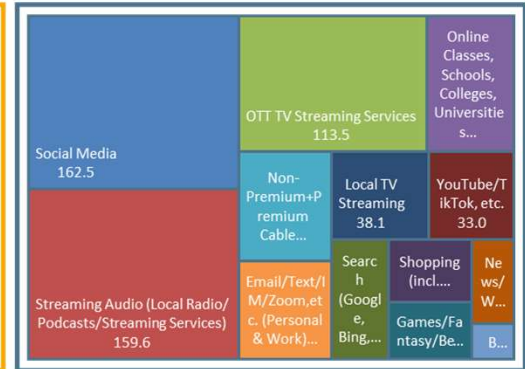
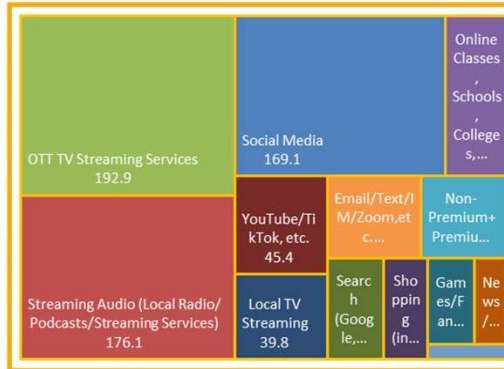
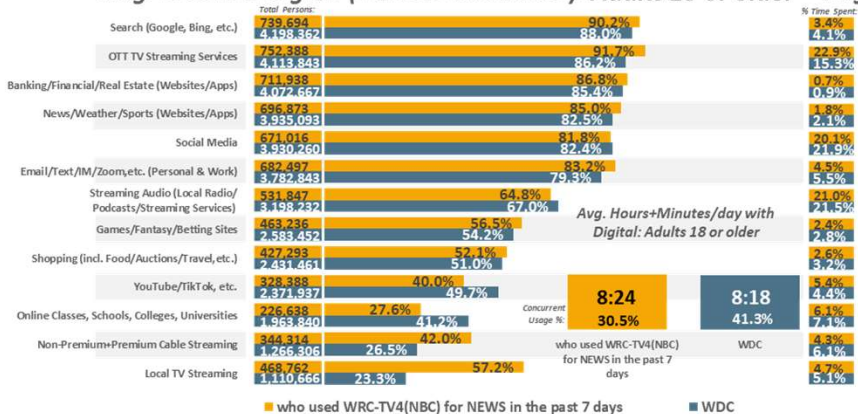
(Daily newspapers print edition - Cumulative: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



613,688 or 74.8% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days use Ad-Supported Social Media for an average of 154.6 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

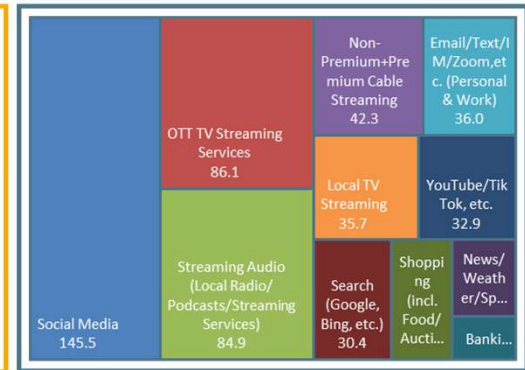
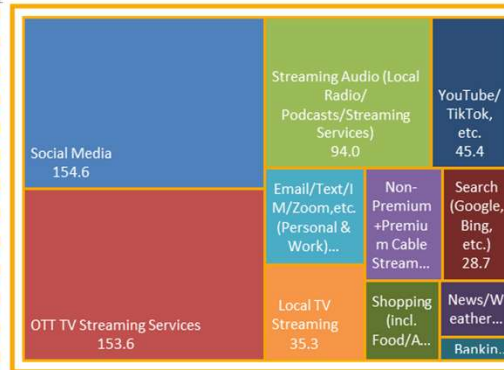
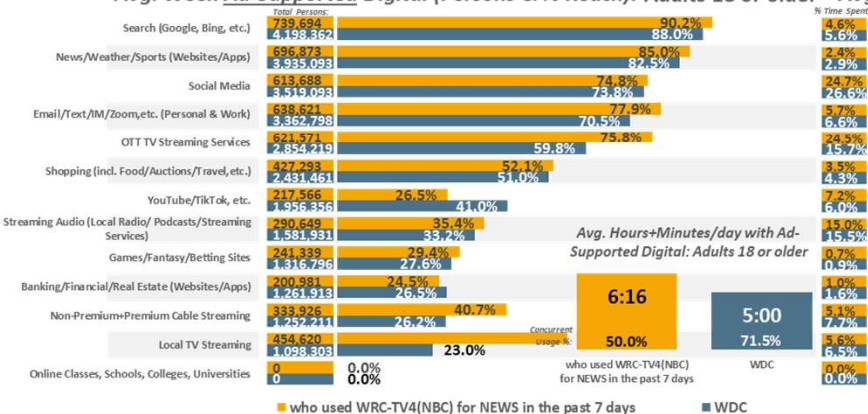
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

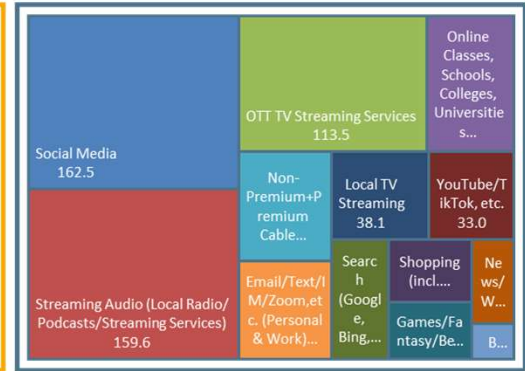
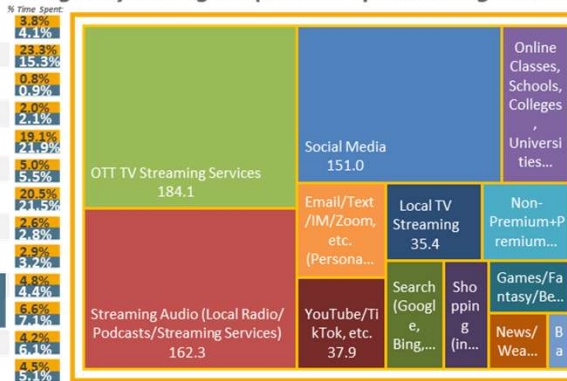
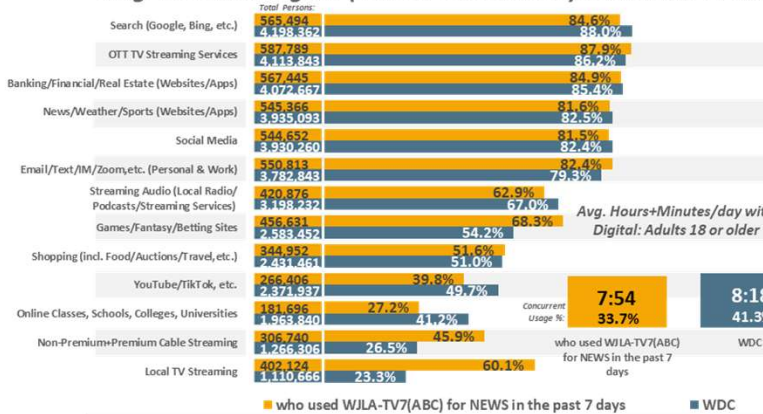
(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



483,830 or 72.4% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days use Ad-Supported Social Media for an average of 134.1 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

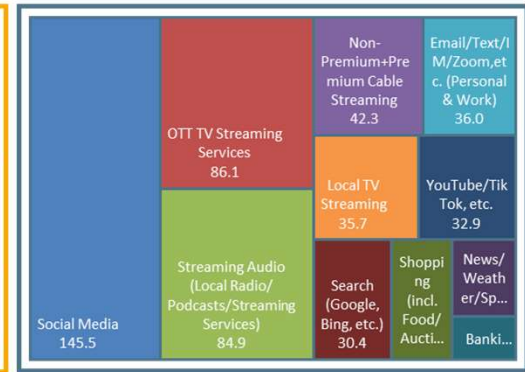
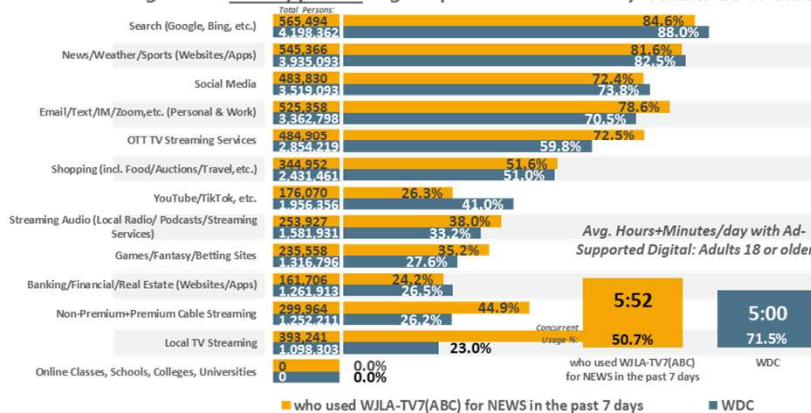
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

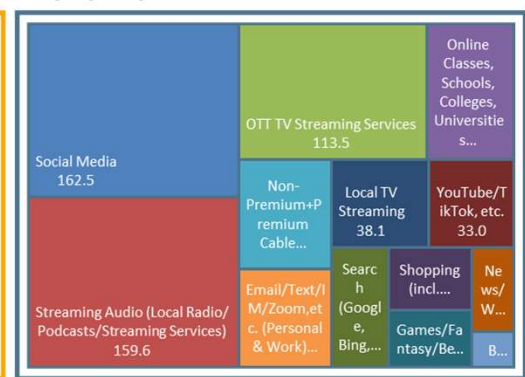
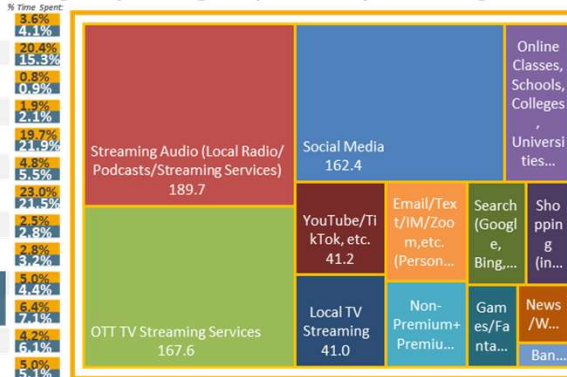
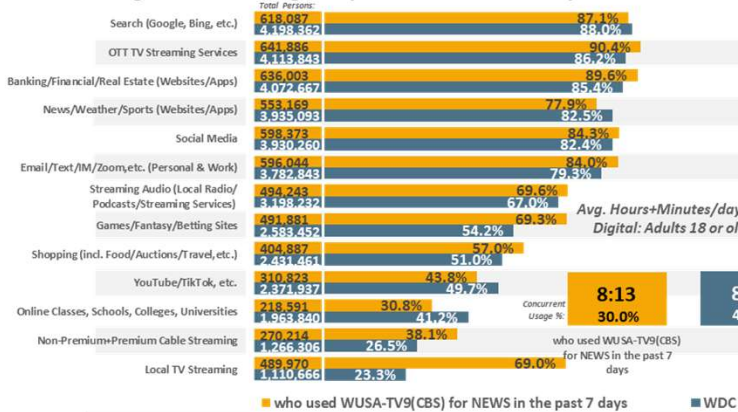
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



554,068 or 78.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days use Ad-Supported Social Media for an average of 150.4 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

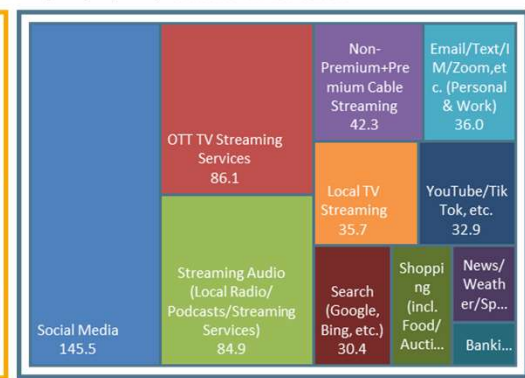
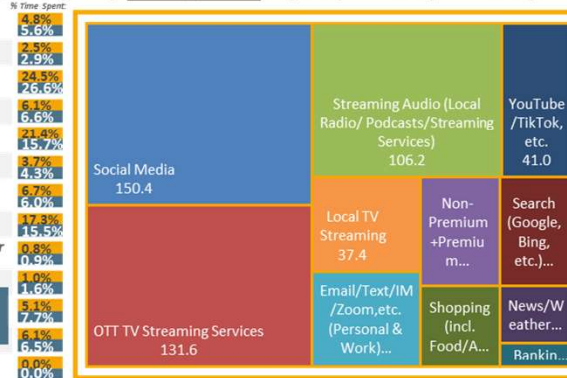
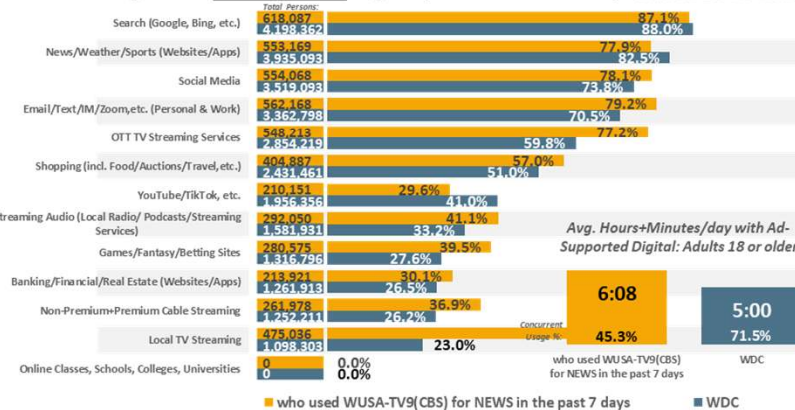
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

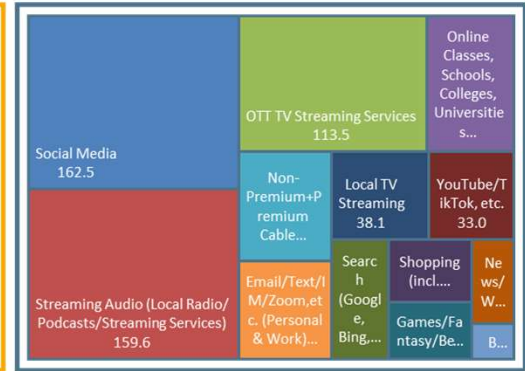
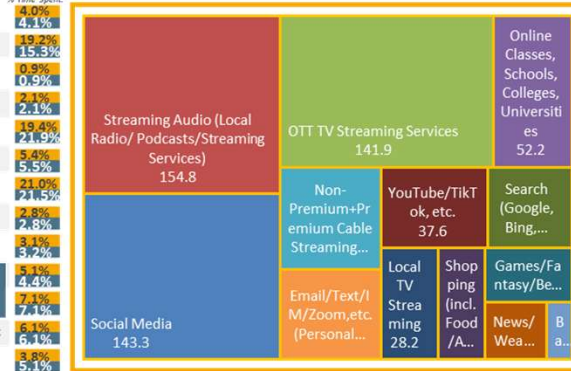
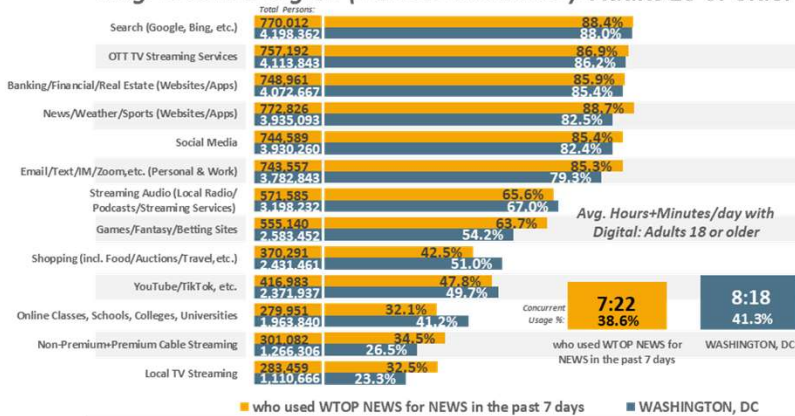
(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)



649,409 or 74.5% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days use Ad-Supported Social Media for an average of 124.9 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

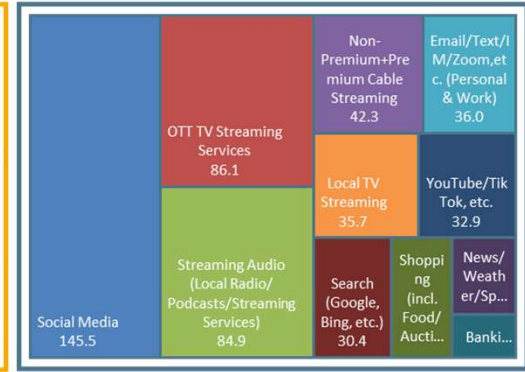
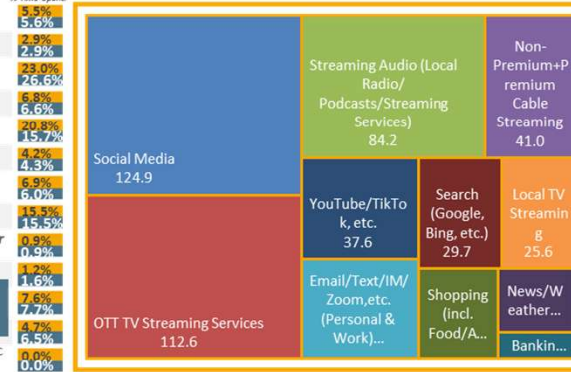
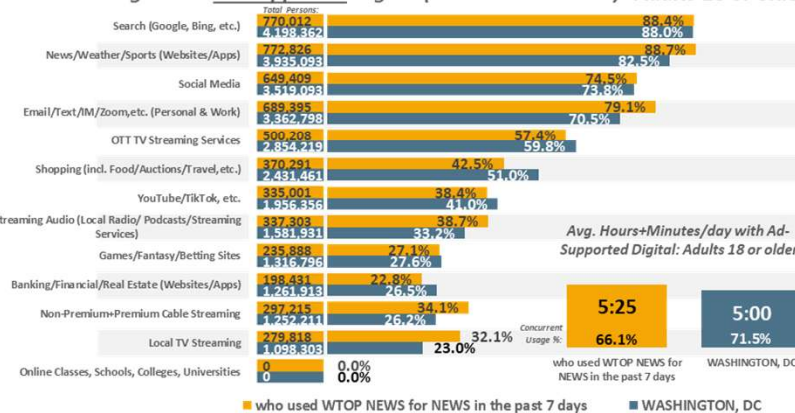
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

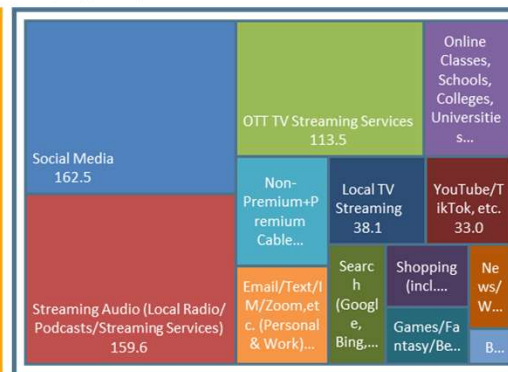
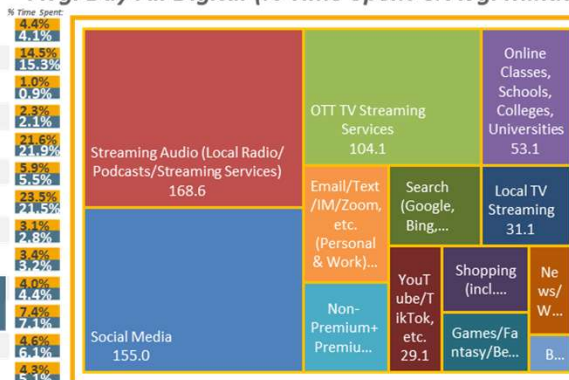
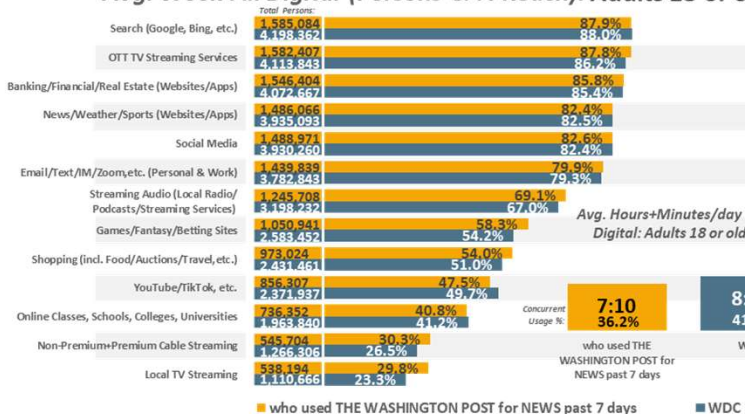
(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



1,340,425 or 74.3% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days use Ad-Supported Social Media for an average of 139.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

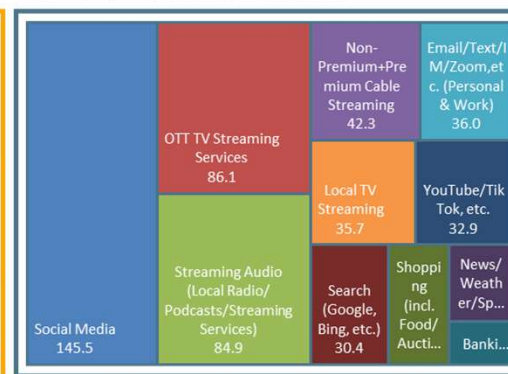
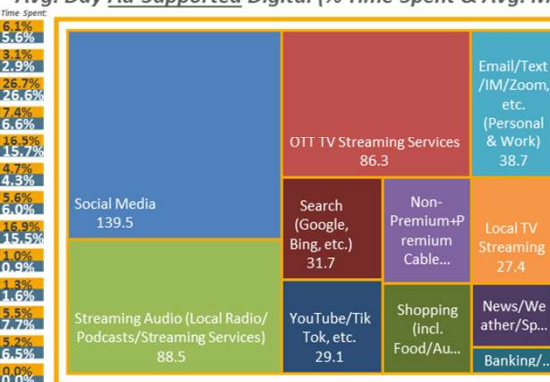
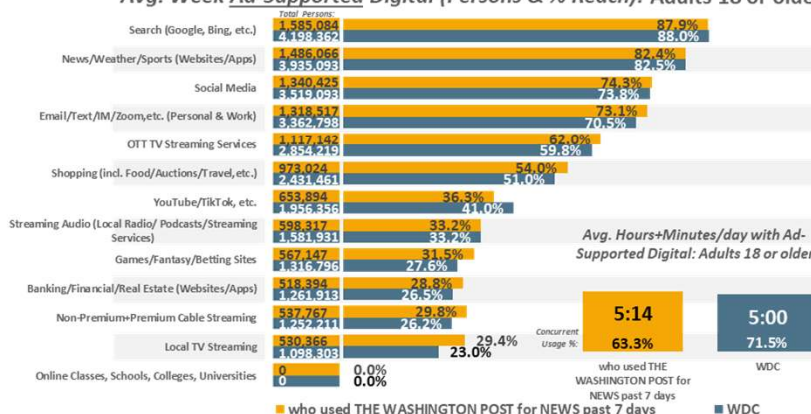
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

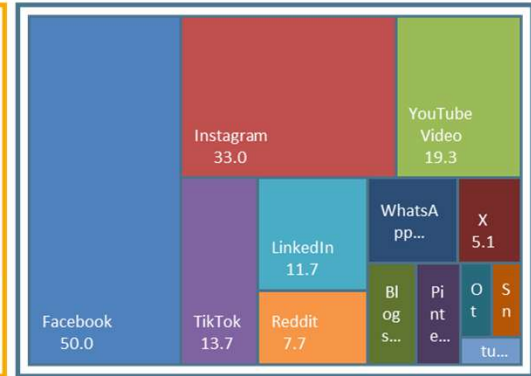
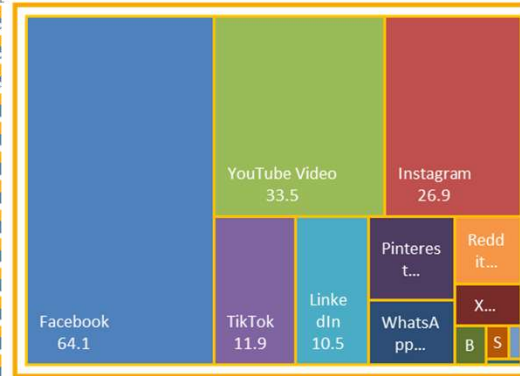
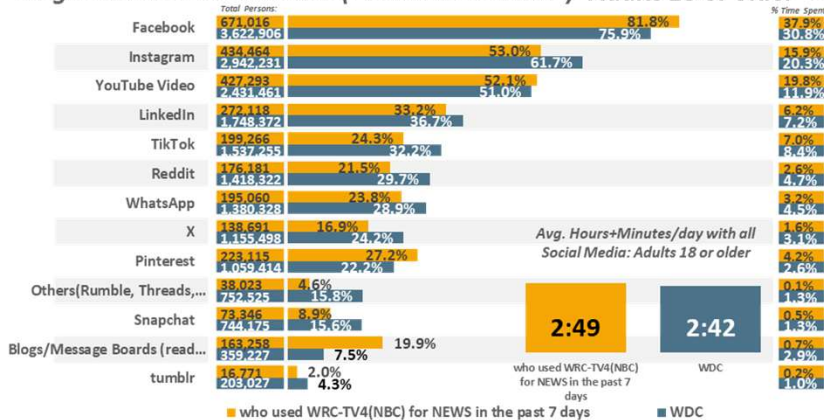
soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

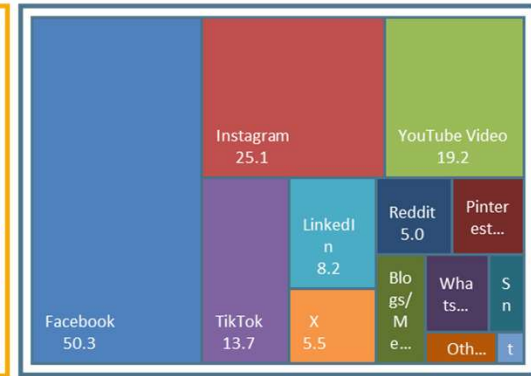
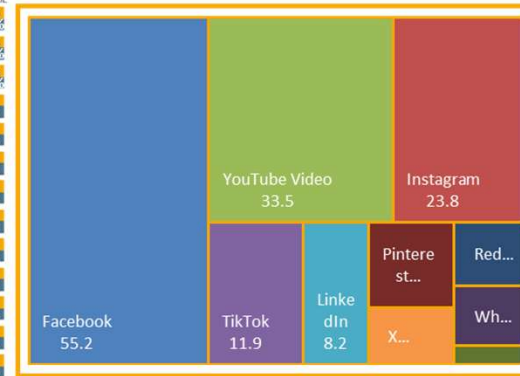
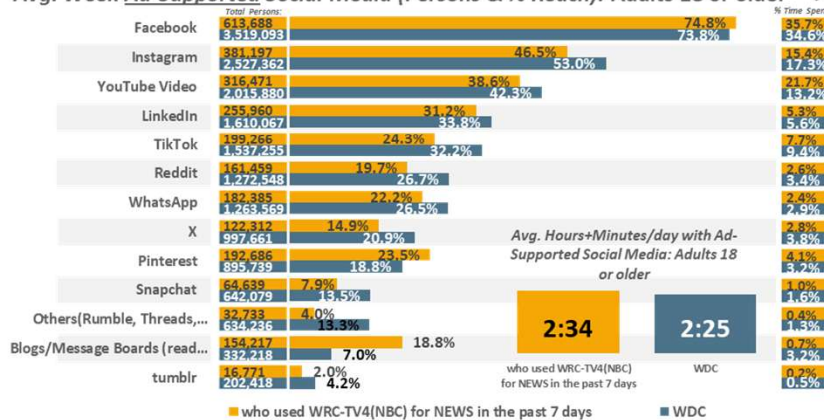


613,688 or 74.8% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

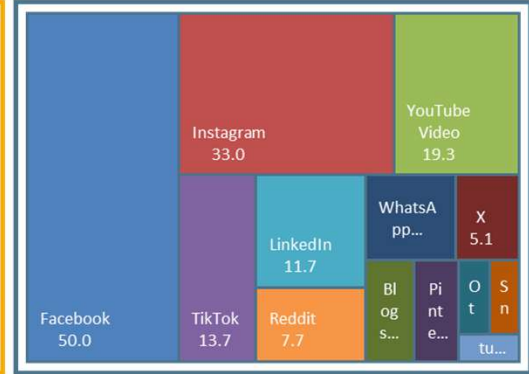
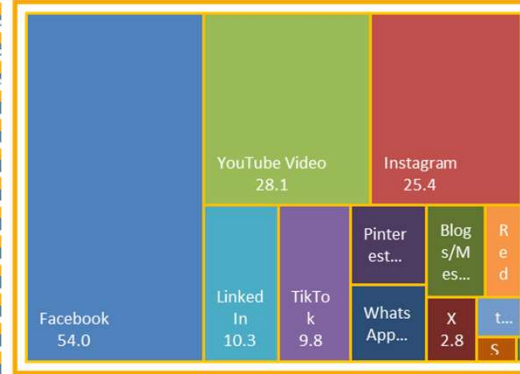
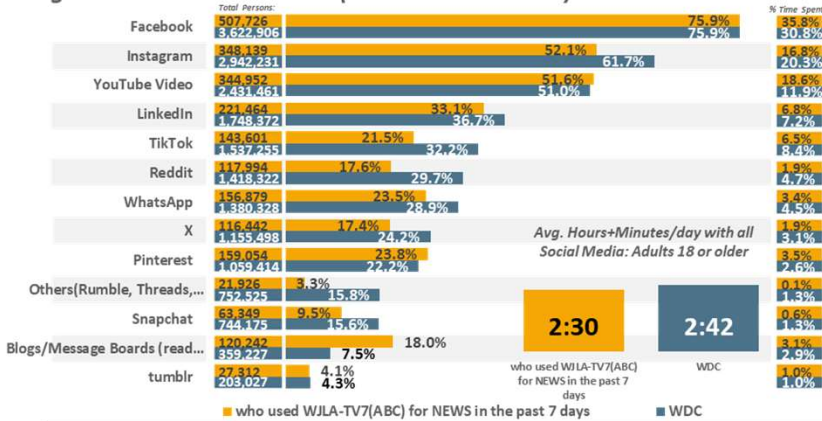
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

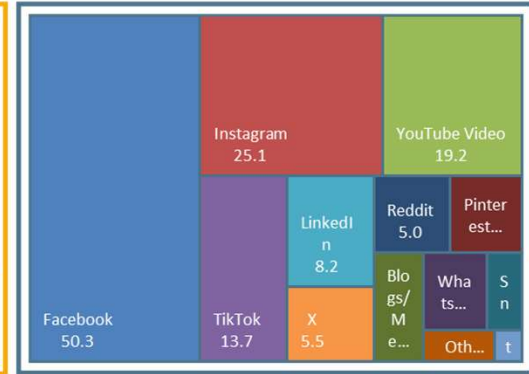
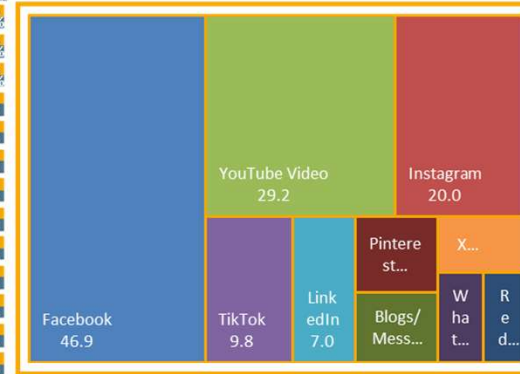
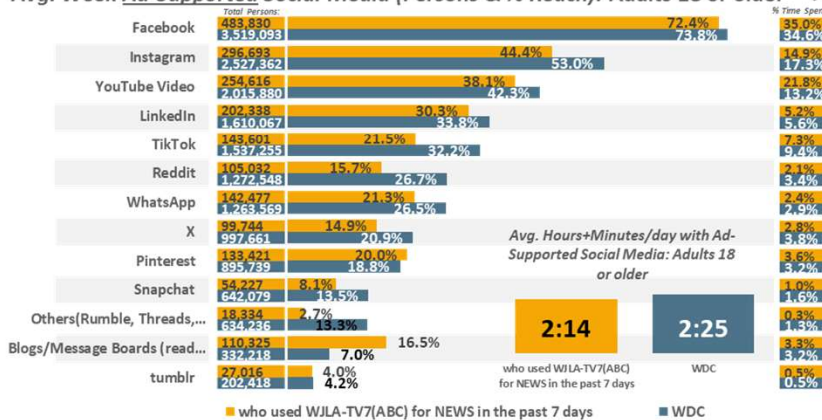


483,830 or 72.4% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 46.9 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

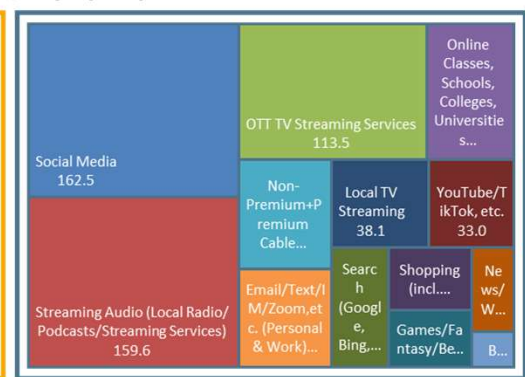
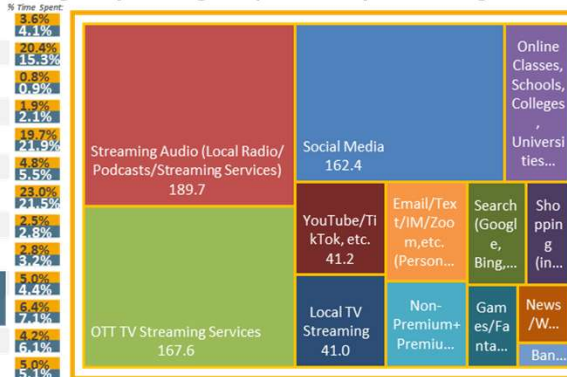
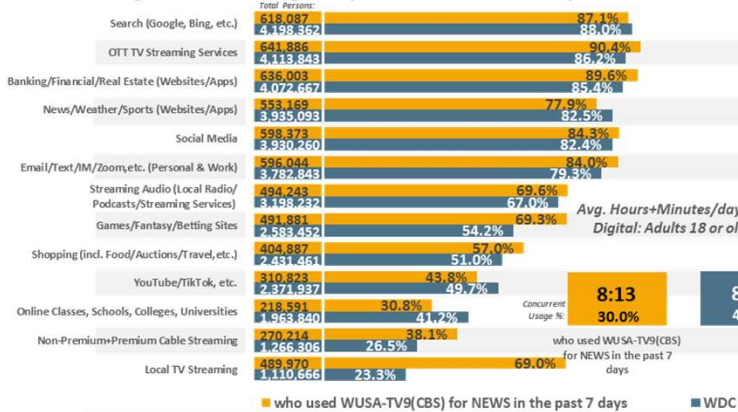
(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



554,068 or 78.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days use Ad-Supported Social Media for an average of 150.4 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

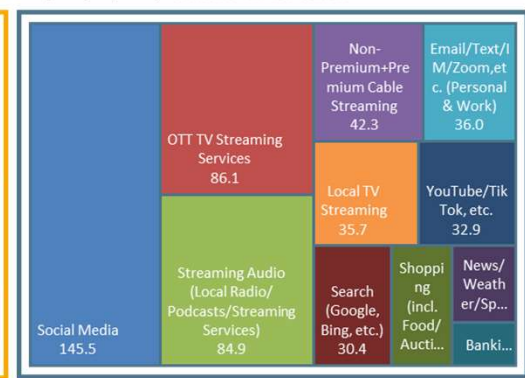
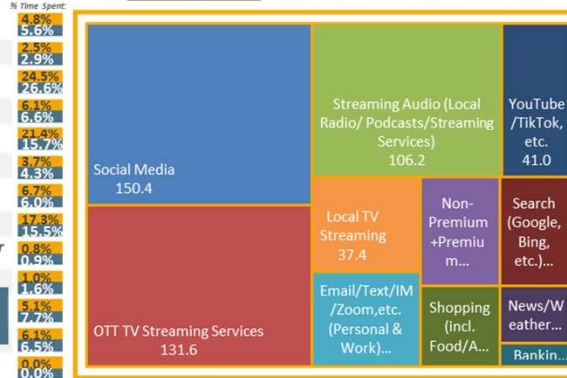
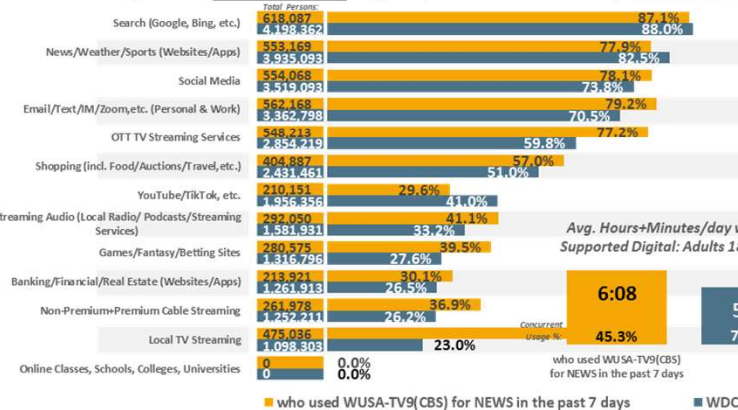
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

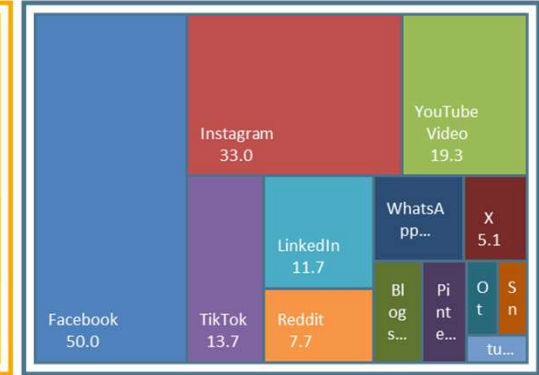
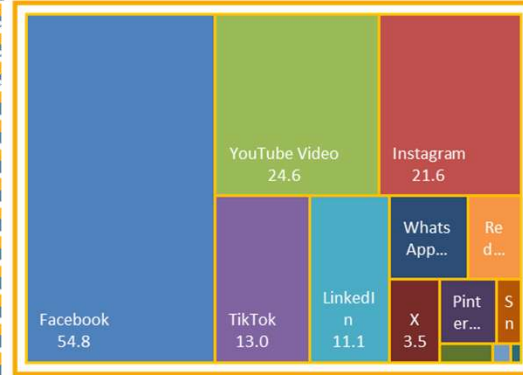
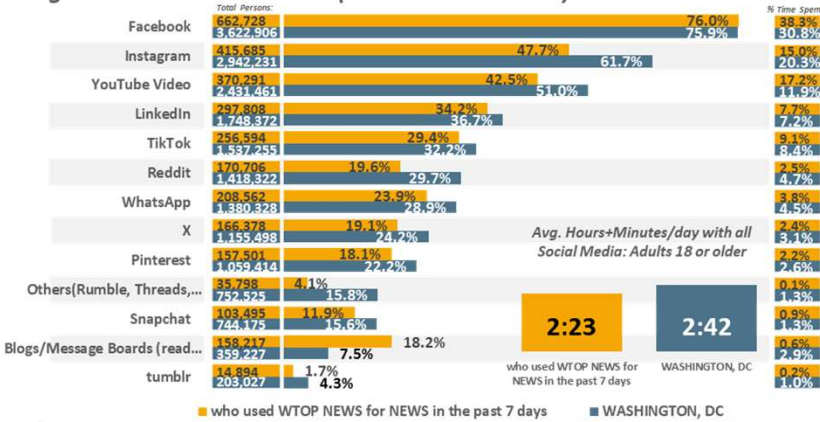
soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

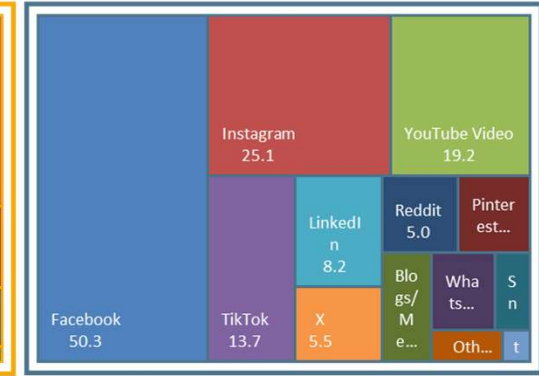
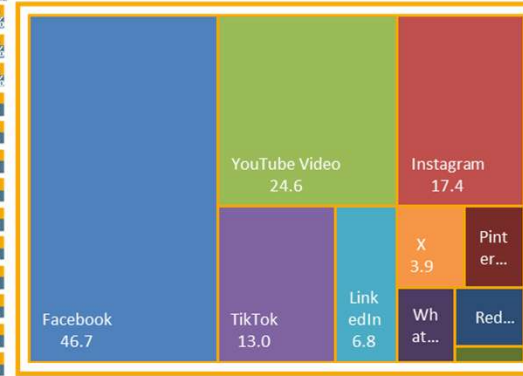
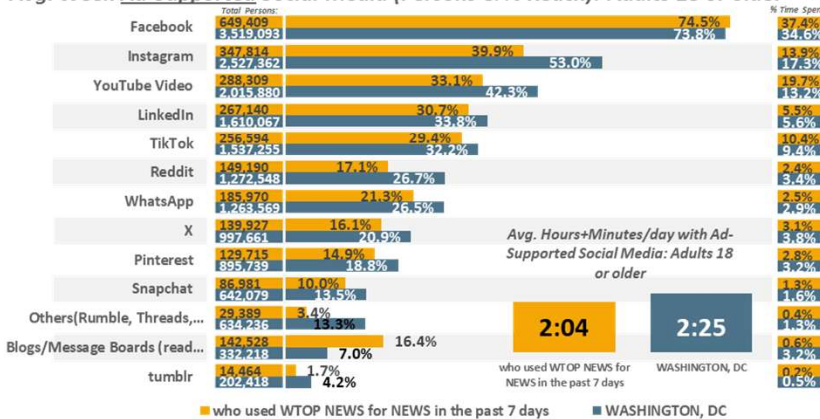


649,409 or 74.5% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

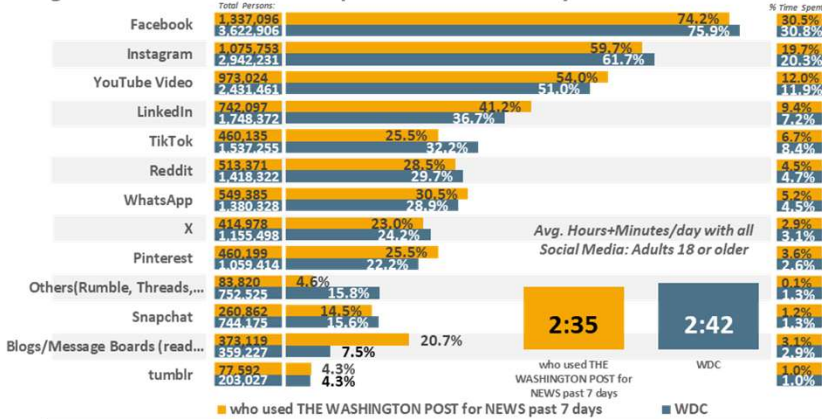
soefa.ai Share of Everything for Anything

(WTOP-FM: M-S 6am-mid come OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

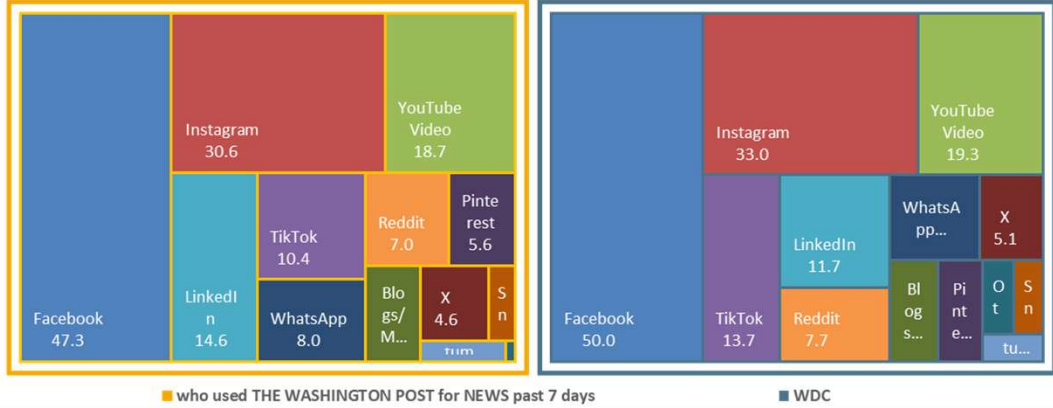


1,337,096 or 74.2% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

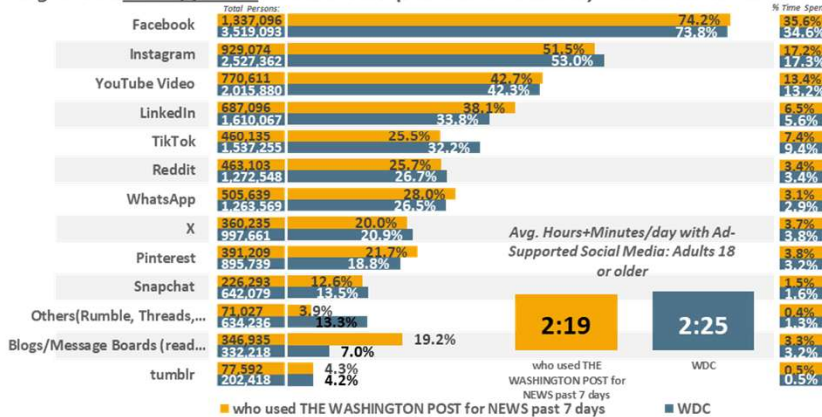
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



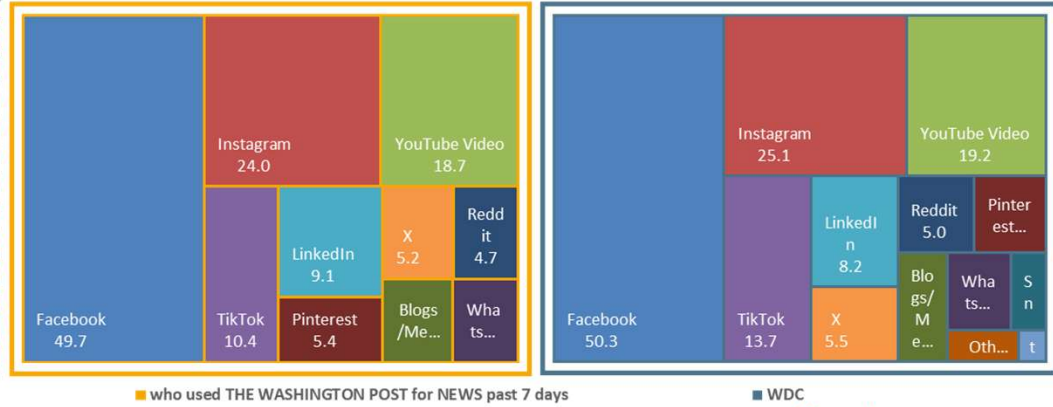
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

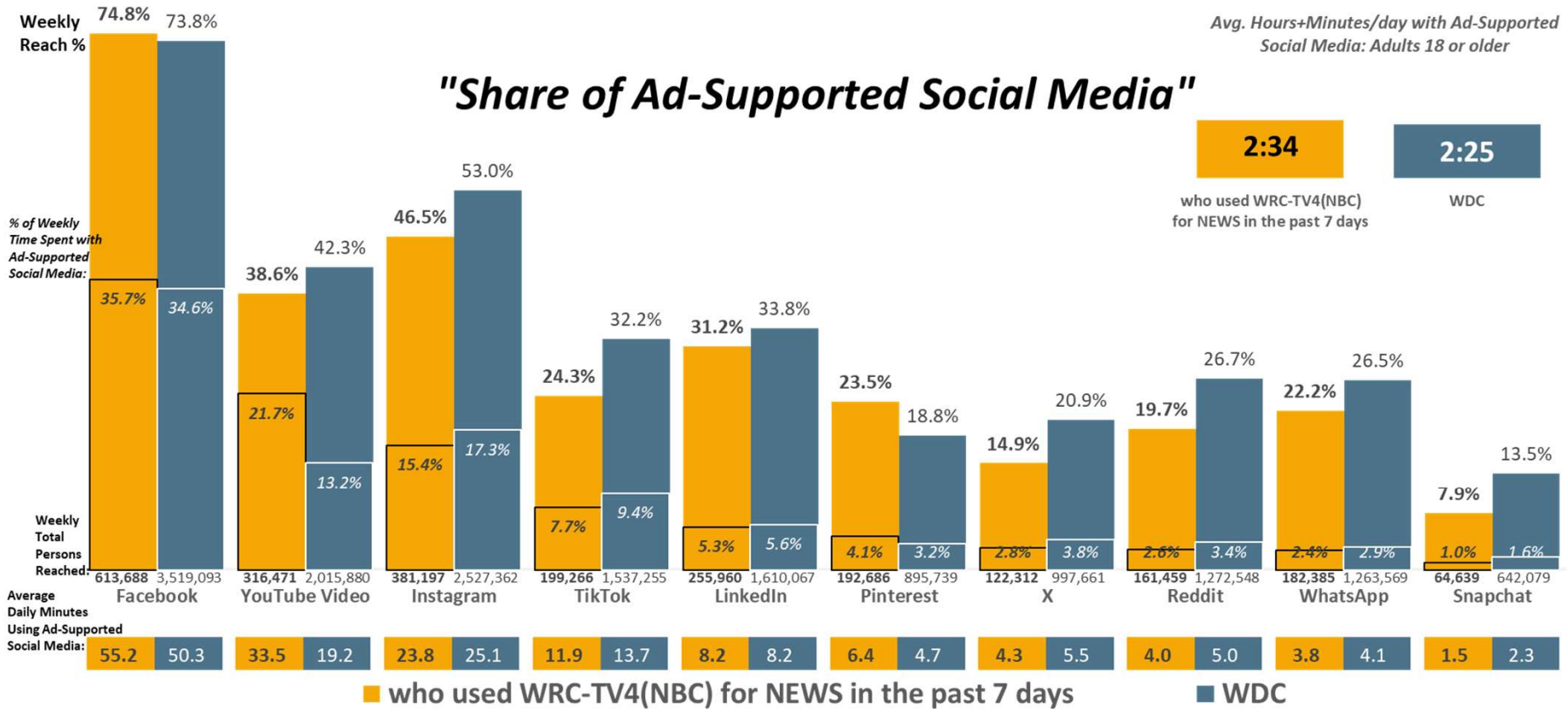
soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



613,688 or 74.8% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

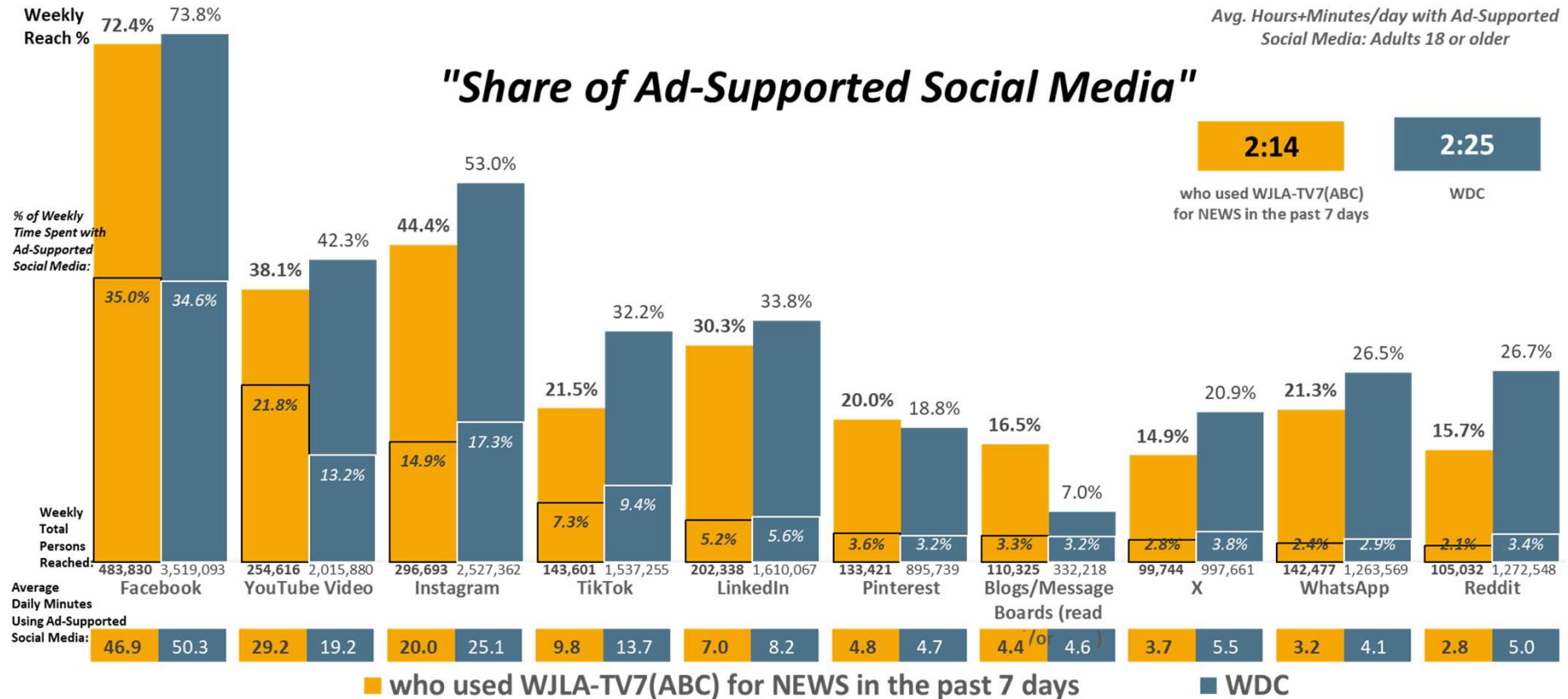
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



483,830 or 72.4% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 46.9 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

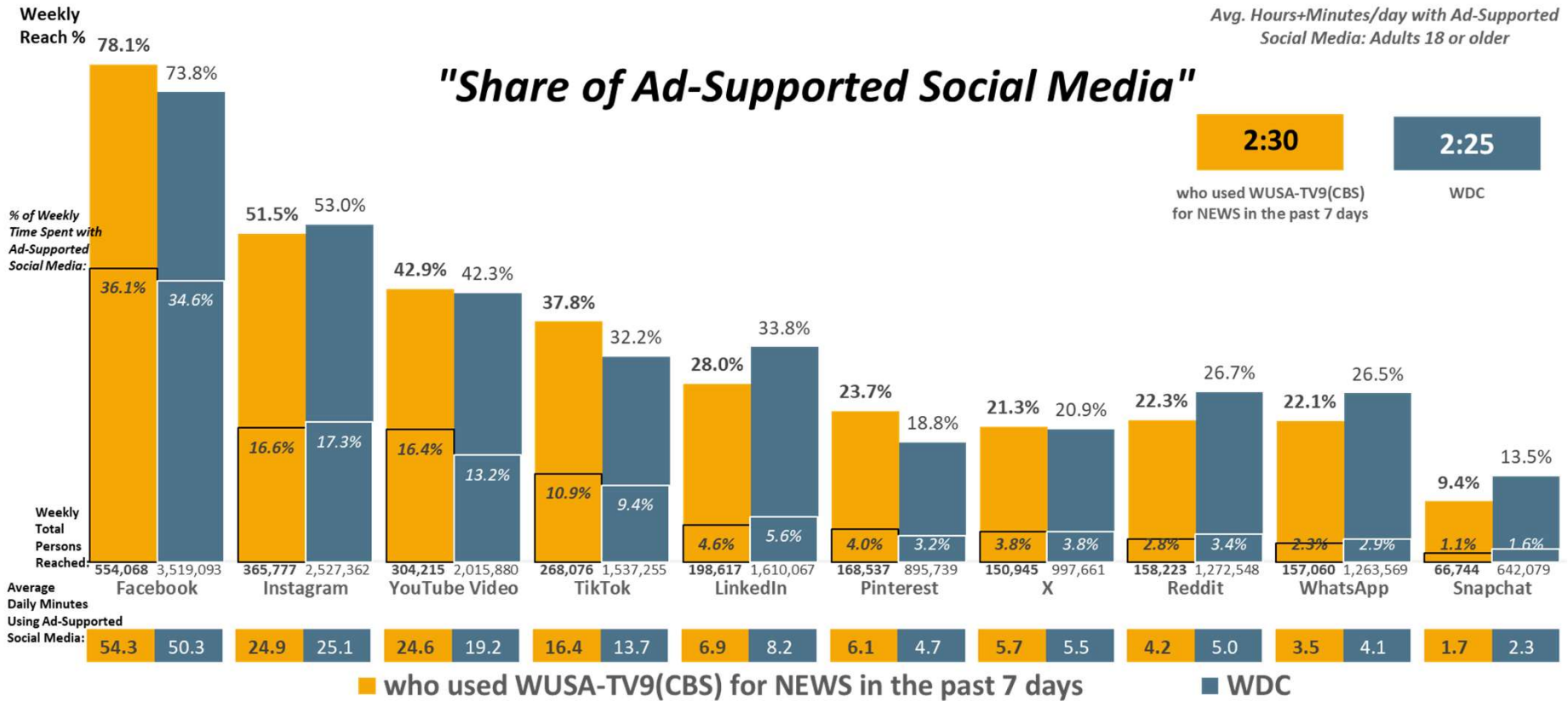
soefa.ai Share of Everything for Anything

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



554,068 or 78.1% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days use Ad-Supported Facebook for an average of 54.3 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



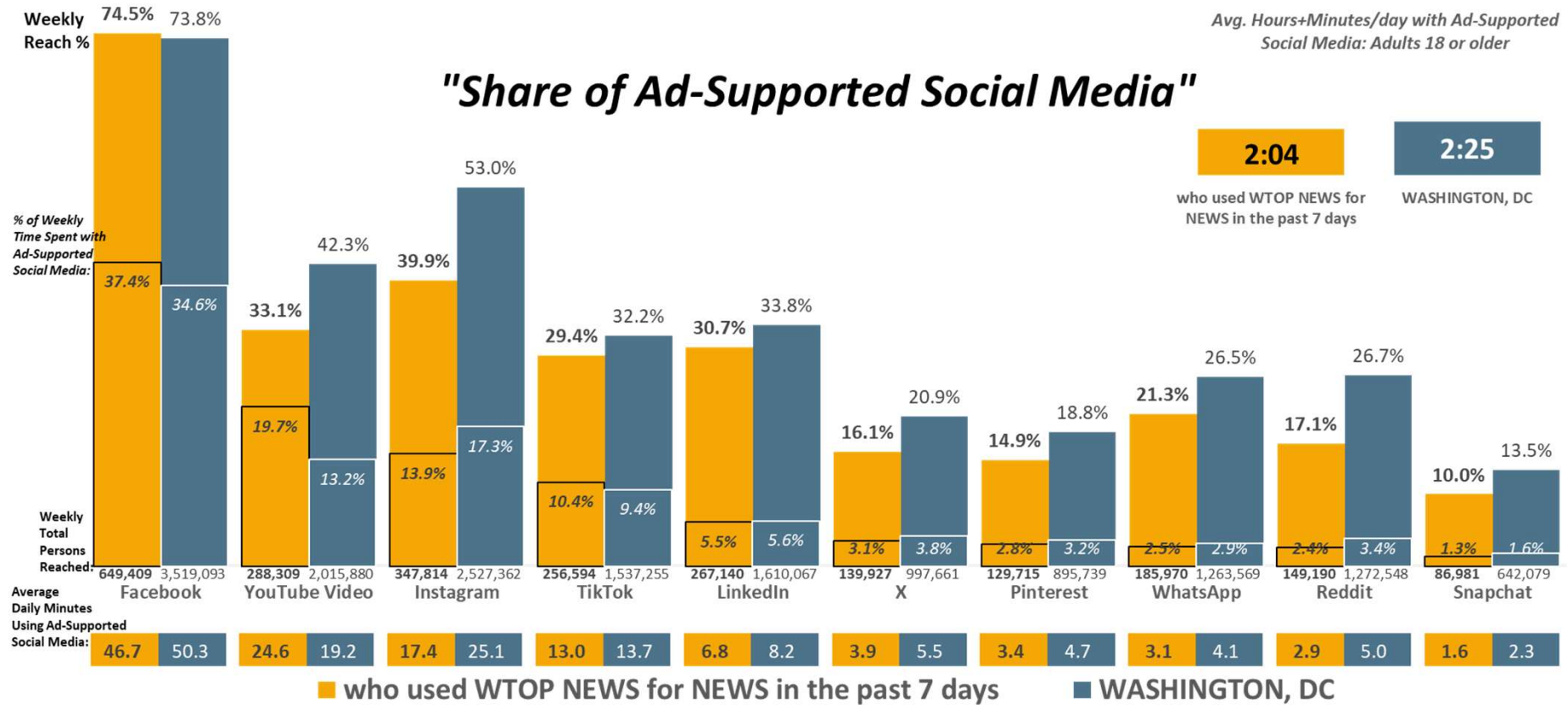
WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)



649,409 or 74.5% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



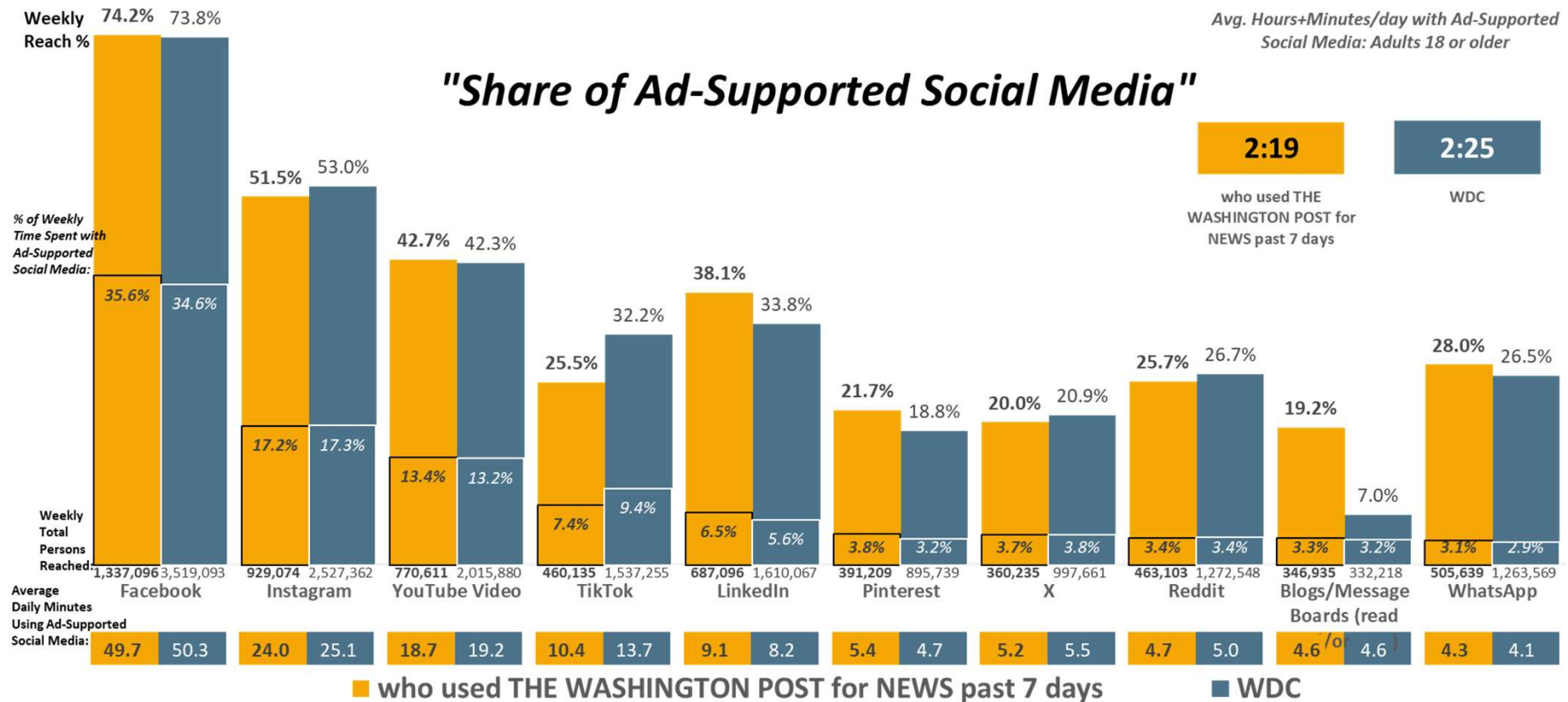
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(WTOP-FM: M-S 6am-mid come OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))



1,337,096 or 74.2% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

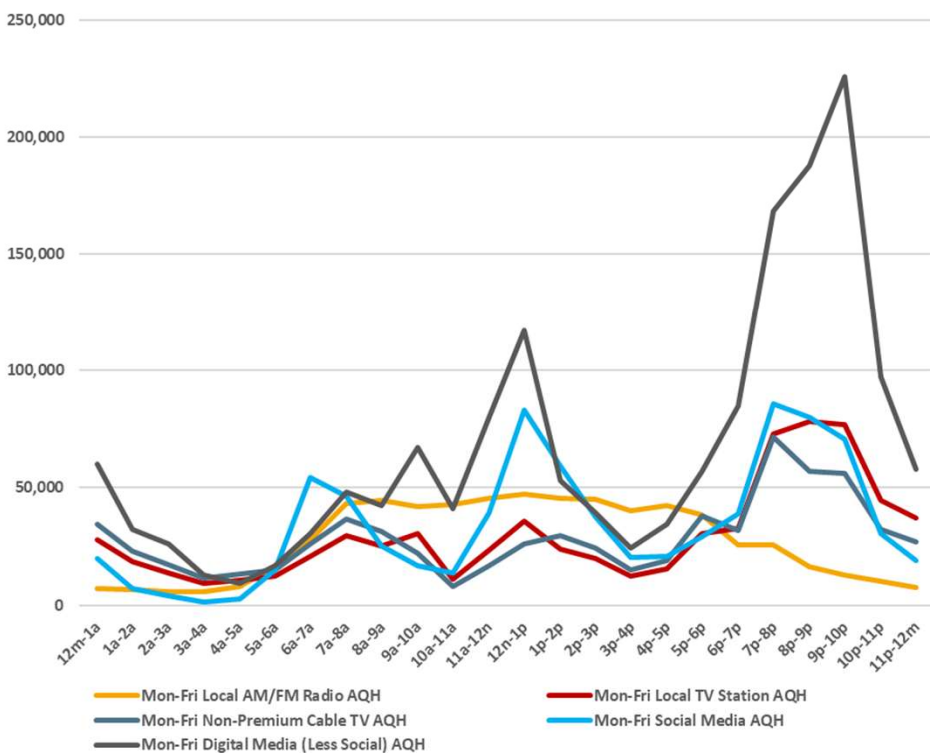
soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

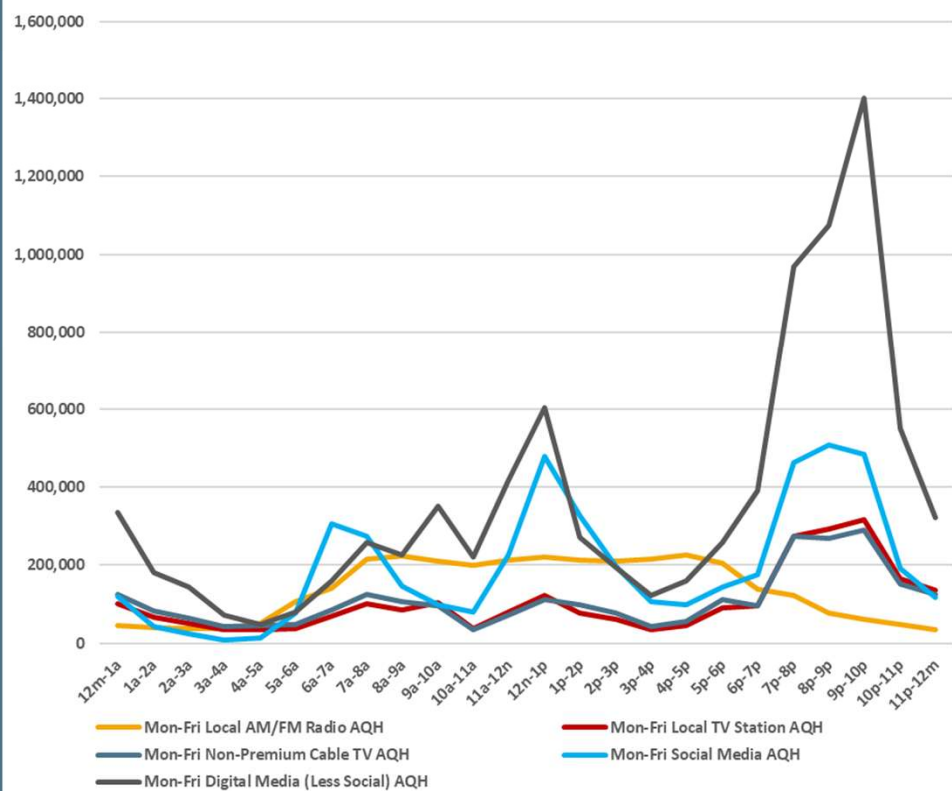


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,347; Local Radio: 40,905; Social Media: 37,367; Non-Prem. Cable: 25,096; Local TV: 23,984 reaching Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used WRC-TV4(NBC) for NEWS in the
past 7 days*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older*



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

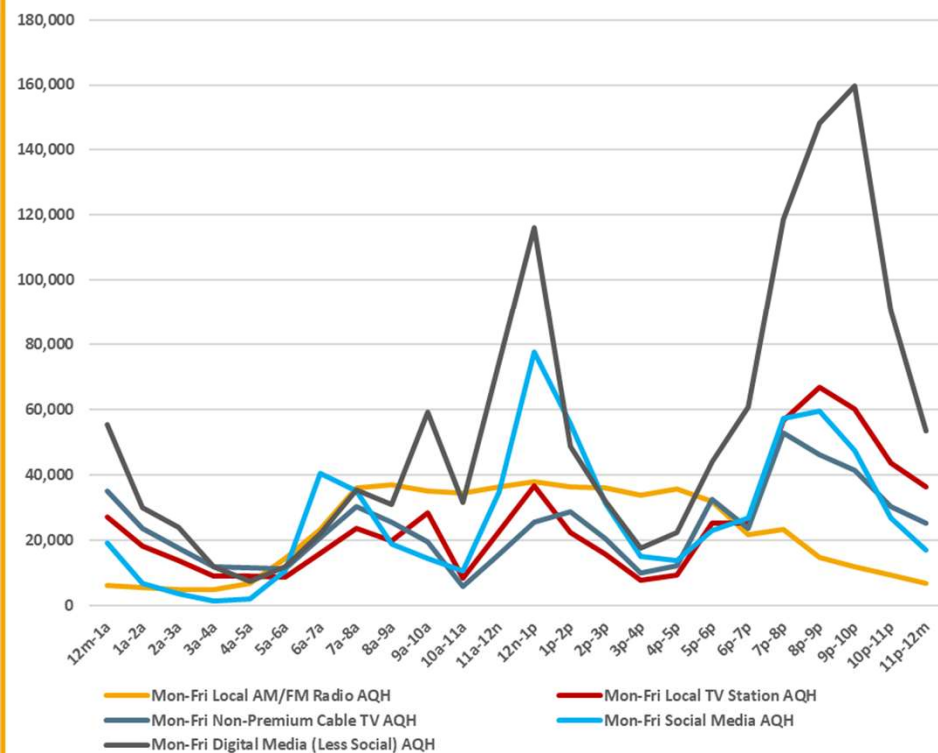
soefa.ai Share of Everything
for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

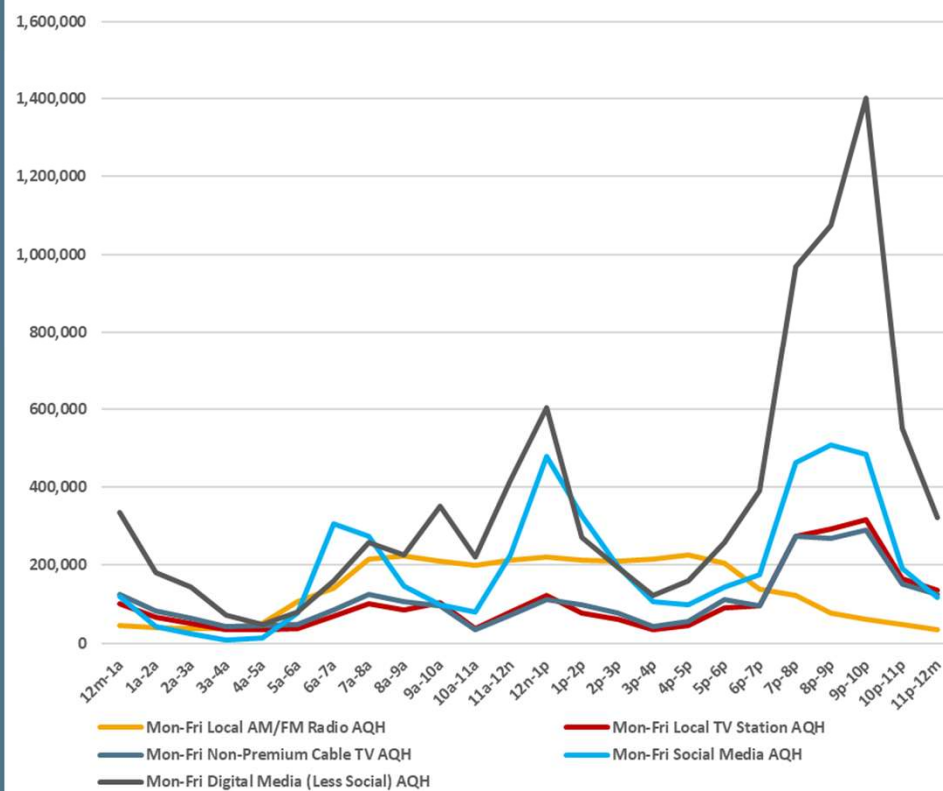


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,752; Local Radio: 33,464; Social Media: 30,524; Non-Prem. Cable: 20,760; Local TV: 20,045 reaching Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 day

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the
past 7 days



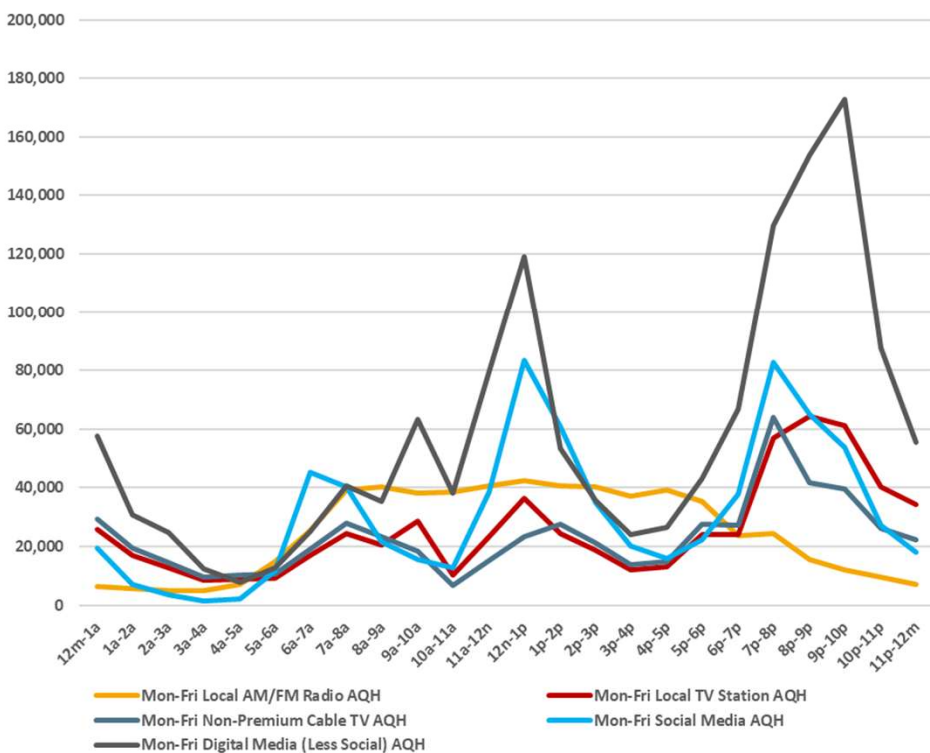
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



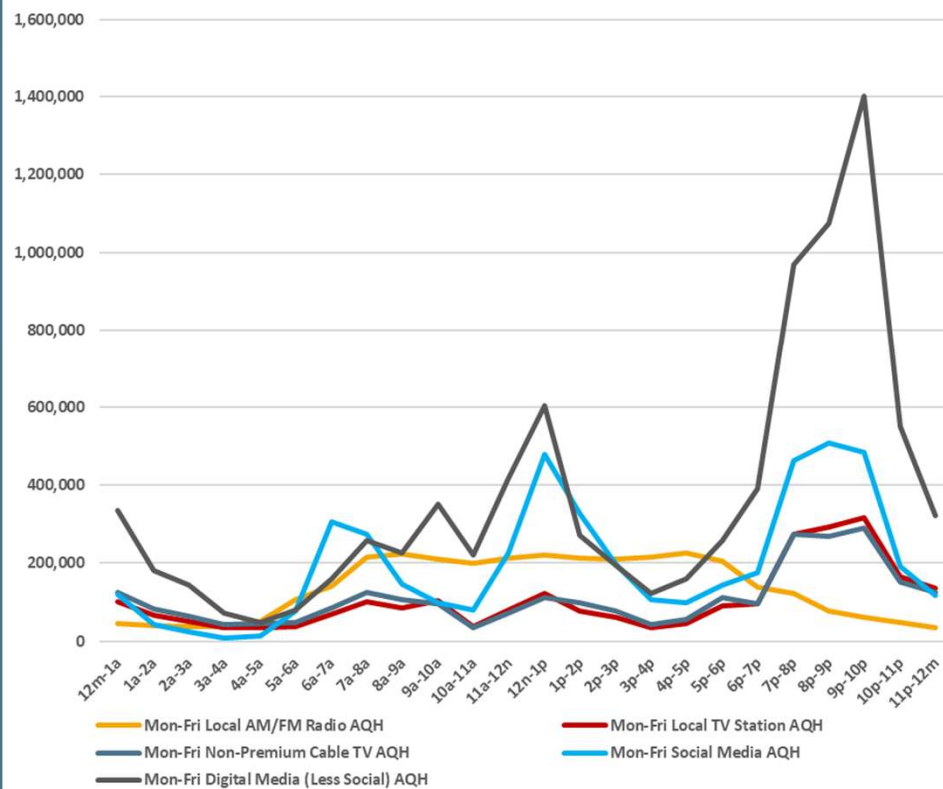


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,130;
Local Radio: 37,062; Social Media: 34,602; Local TV: 21,333; Non-Prem. Cable: 20,523
reaching Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 day

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used WUSA-TV9(CBS) for NEWS in
the past 7 days*



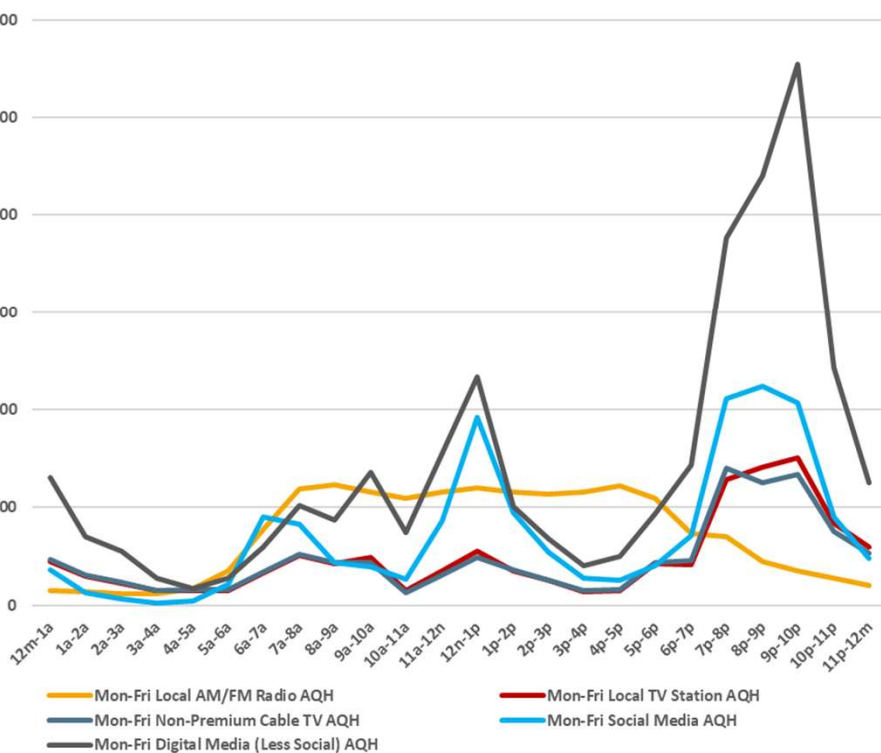
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older*



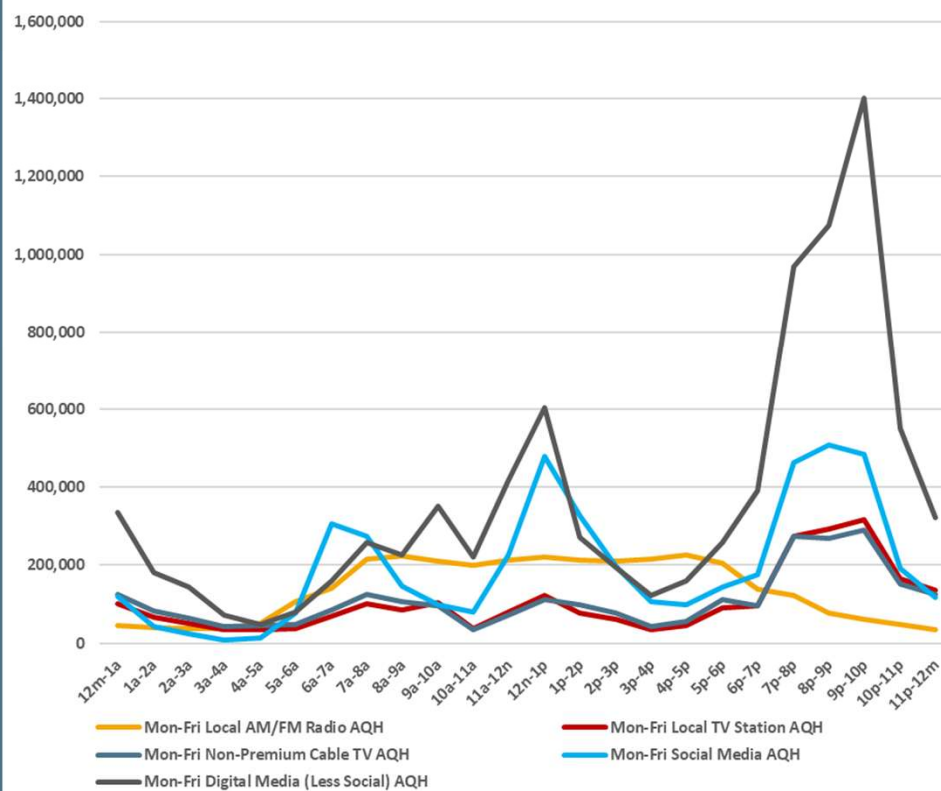


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 54,985; All Other Digital Media: 51,615; Social Media: 33,661; Local TV: 17,545; Non-Prem. Cable: 17,342 reaching Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used WTOP NEWS for NEWS in the
past 7 days*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WASHINGTON, DC Metro Area Adults 18 or older*



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

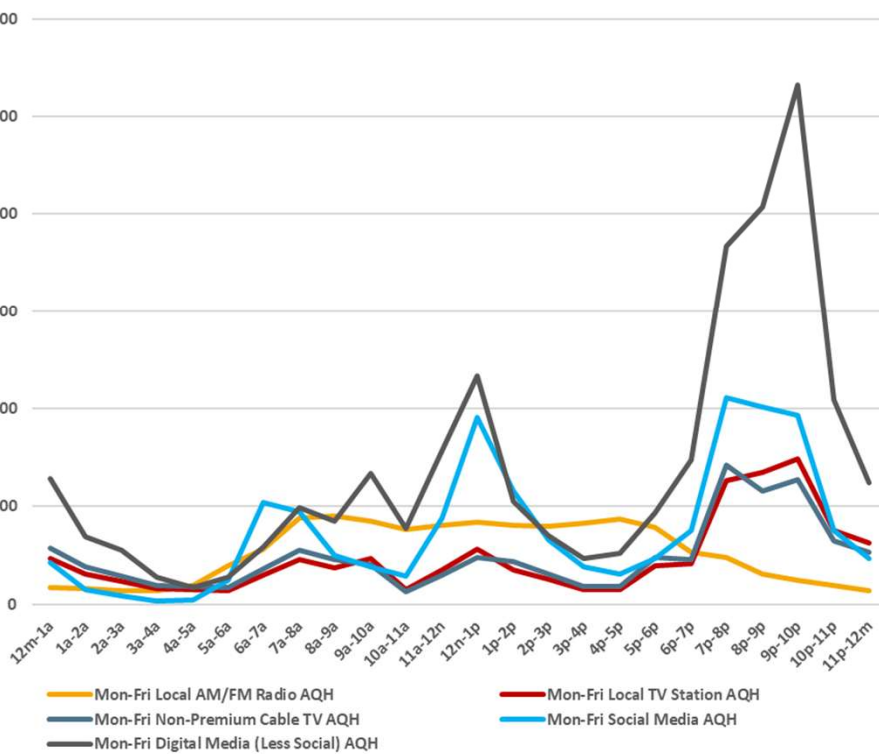
(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

soefa.ai Share of Everything
for Anything ®

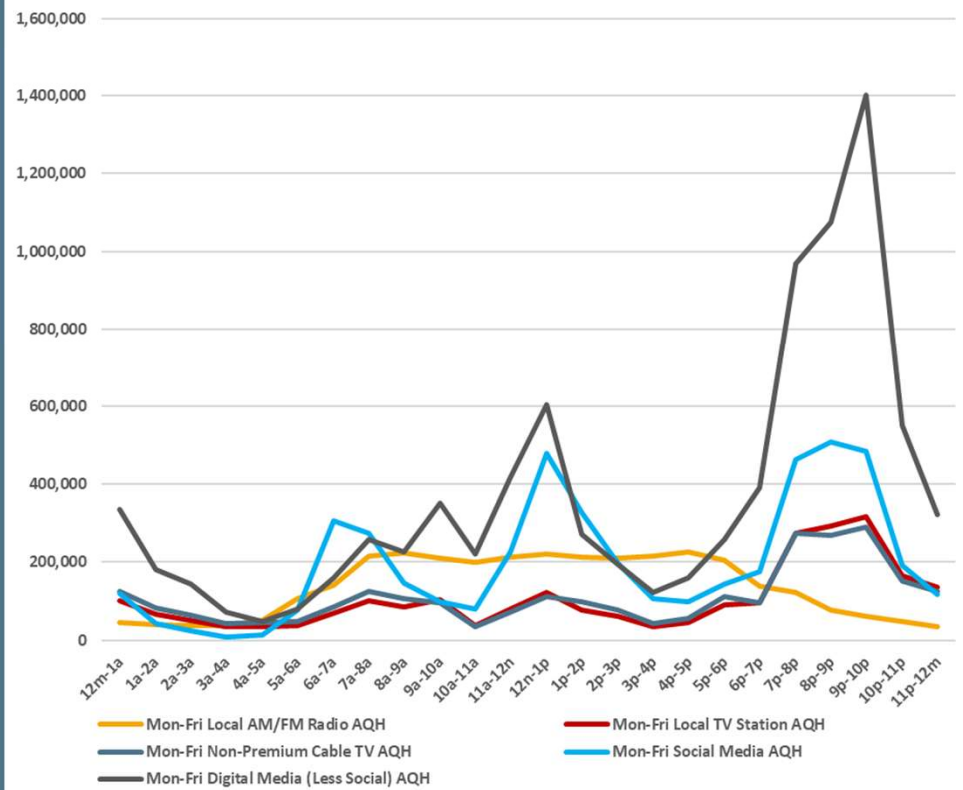


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 104,463;
Local Radio: 78,696; Social Media: 74,479; Non-Prem. Cable: 36,428; Local TV: 33,615
reaching Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 day

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used THE WASHINGTON POST for
NEWS past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

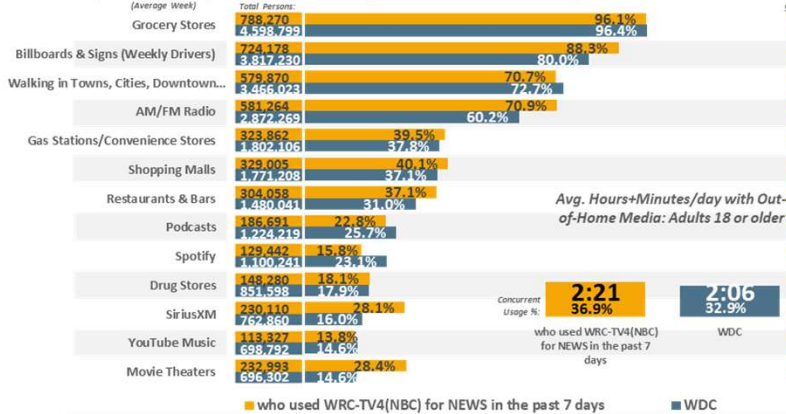
(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

soefa.ai Share of Everything
for Anything

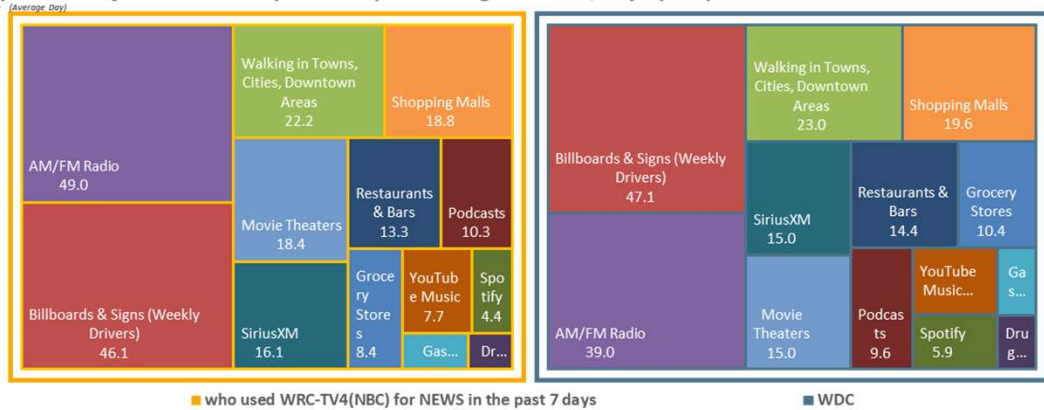


724,178 or 88.3% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 46.1 minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 44. minutes/day.

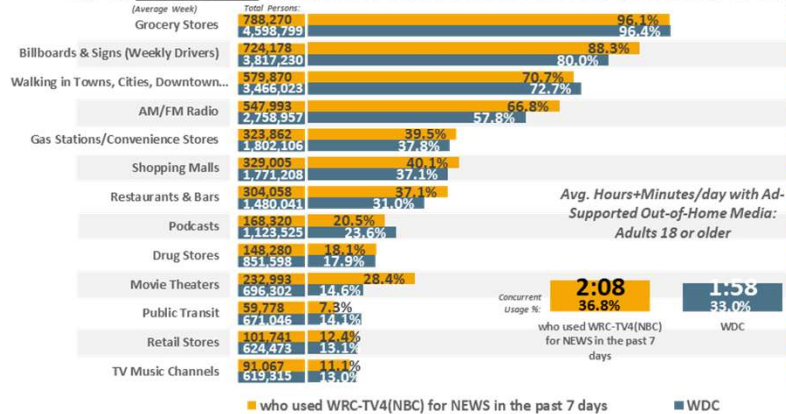
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



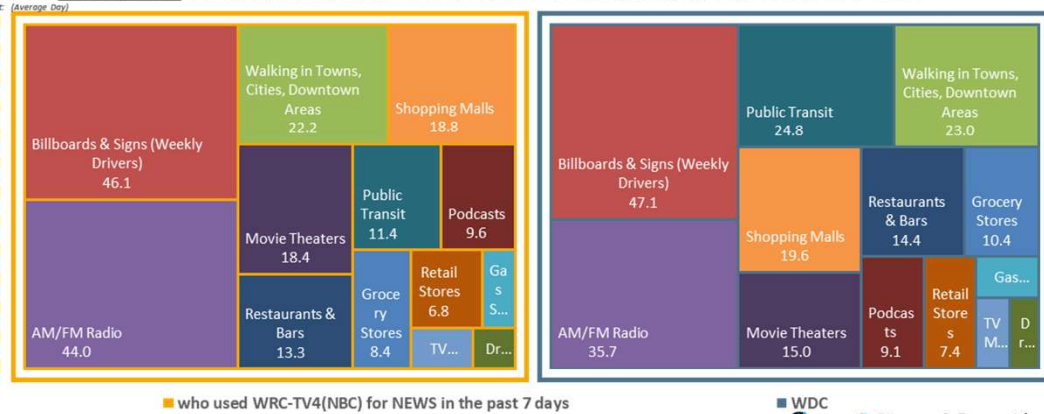
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

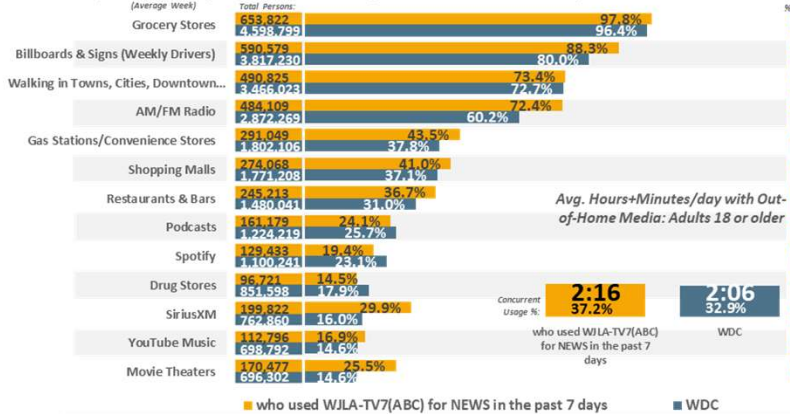
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

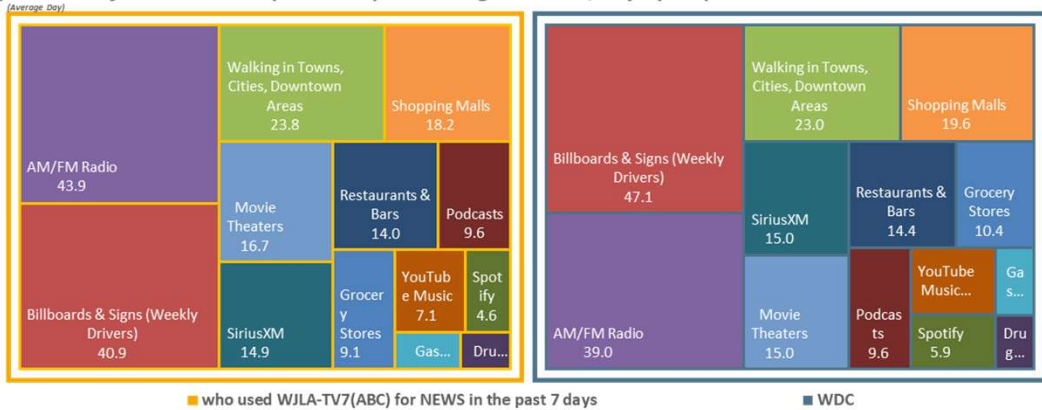


590,579 or 88.3% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 40.9 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes/day.

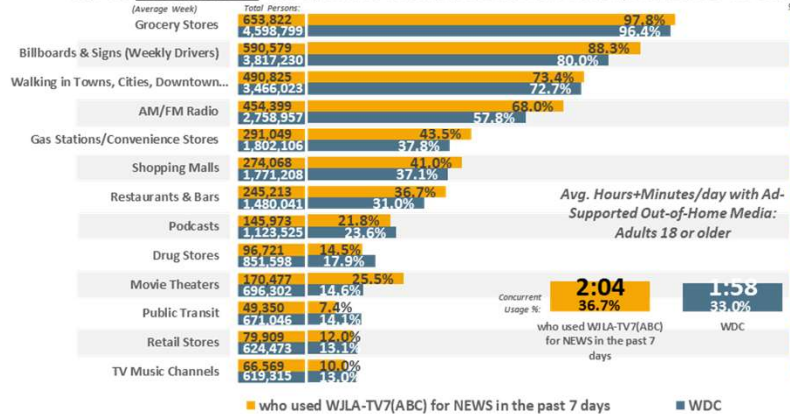
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



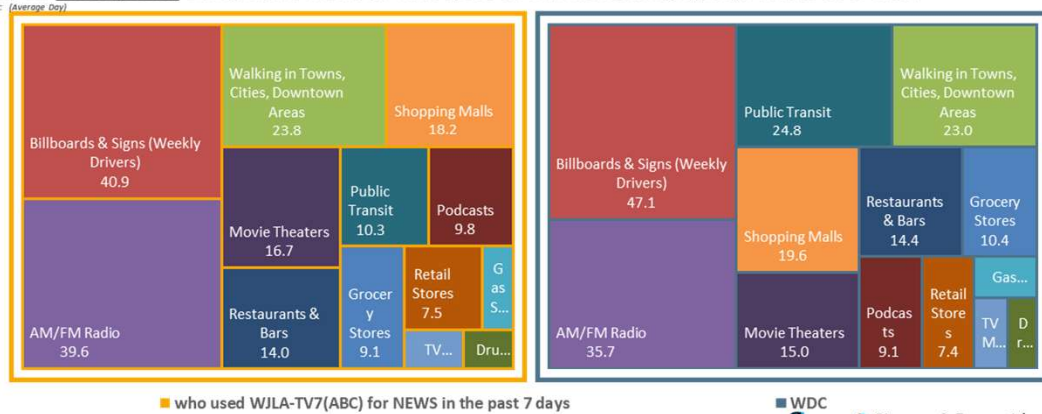
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

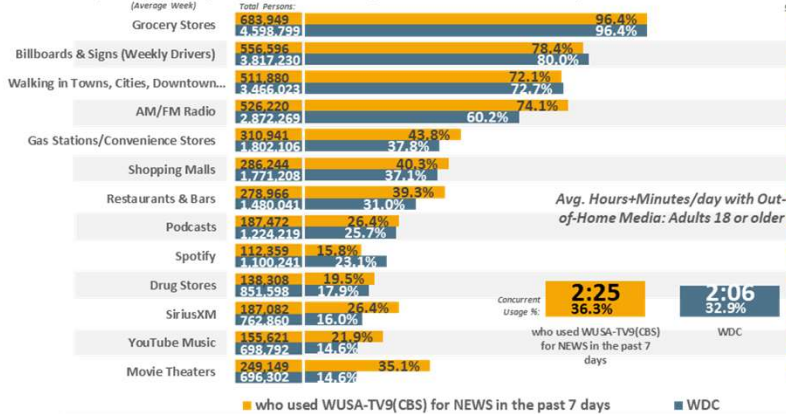
soefa.ai Share of Everything for Anything

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

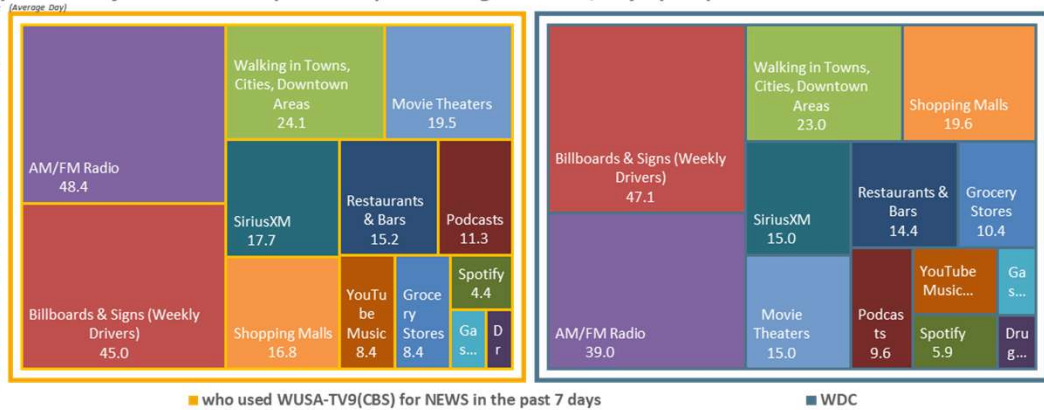


556,596 or 78.4% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 45. minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minutes/day.

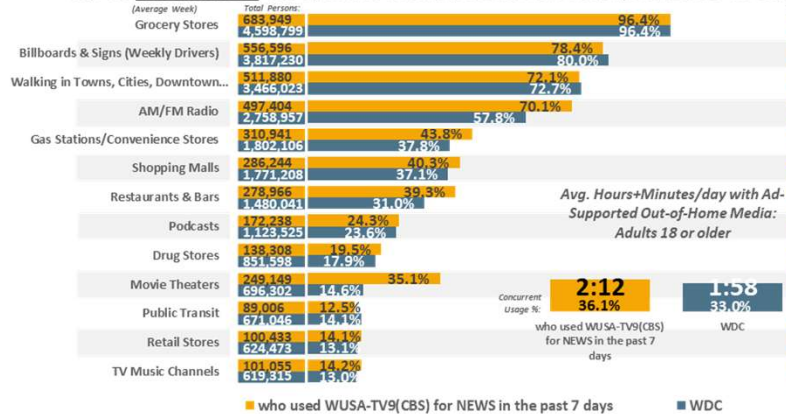
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



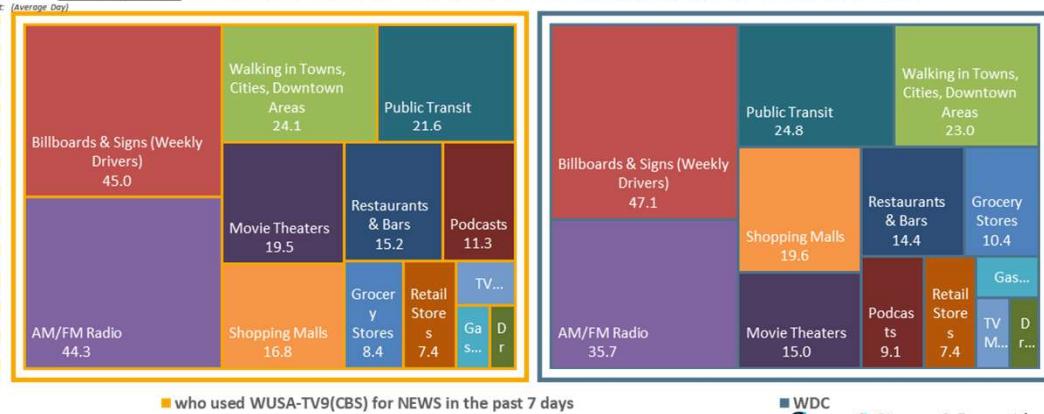
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soeafa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

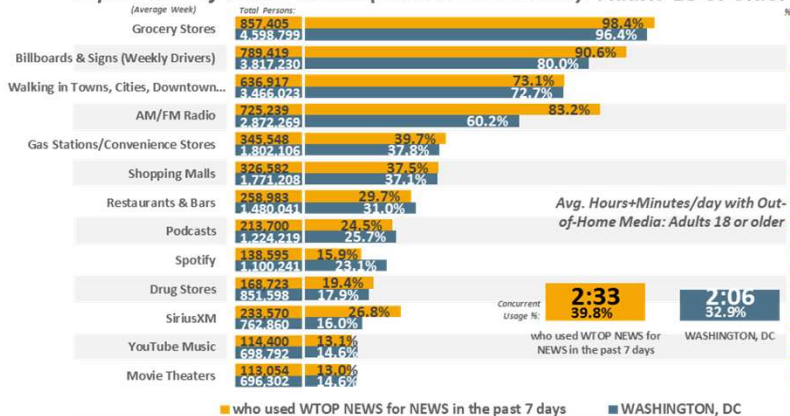
soeafa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

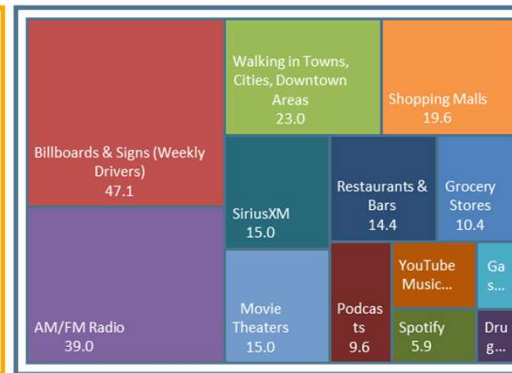
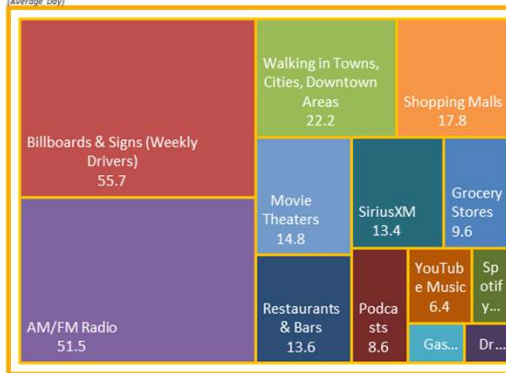


789,419 or 90.6% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 83.2% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

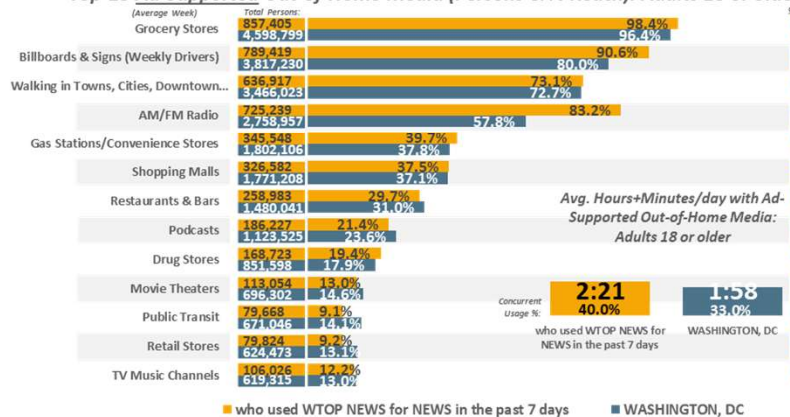
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



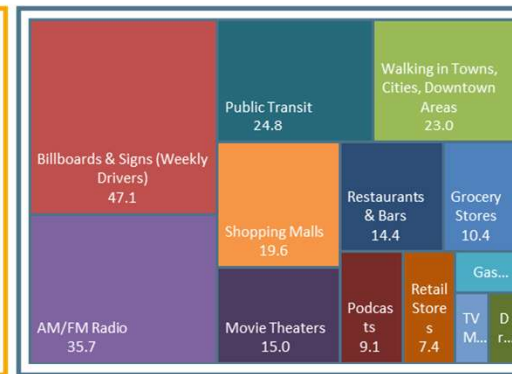
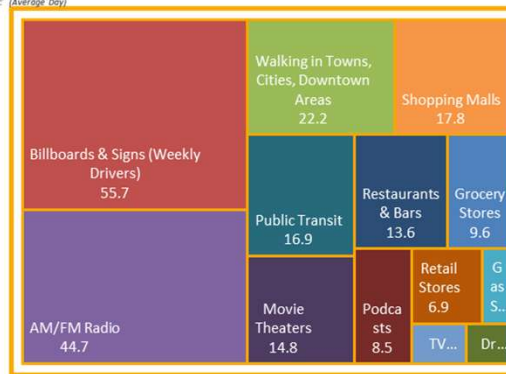
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

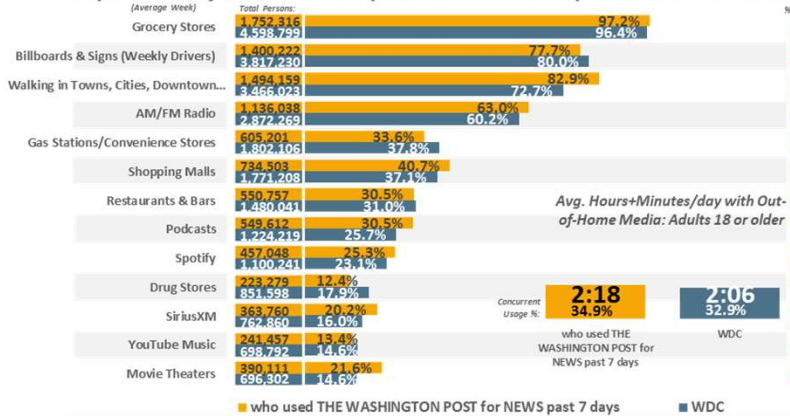
WASHINGTON, DC
soefa.ai Share of Everything for Anything

(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

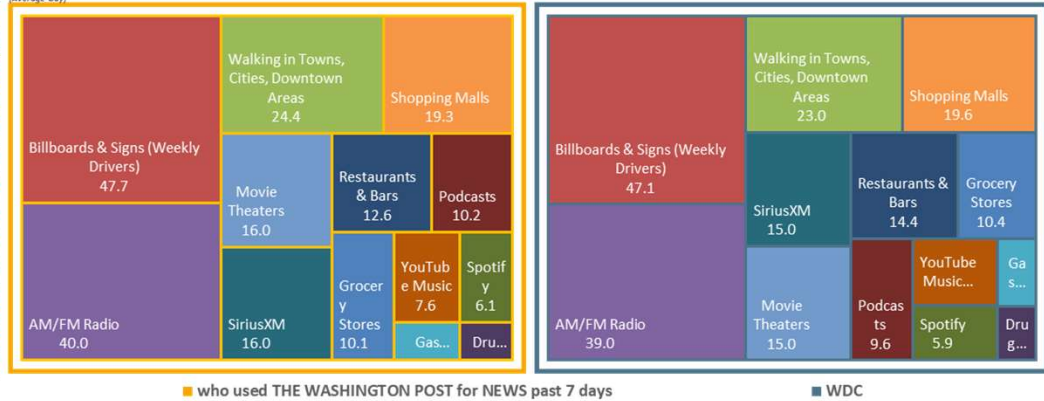


1,400,222 or 77.7% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days spend an average of 47.7 minutes per day driving, seeing Billboards and Signs. 59.3% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/day.

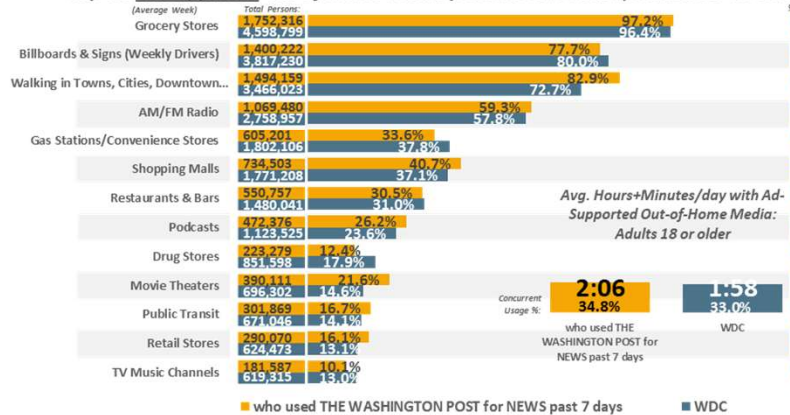
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



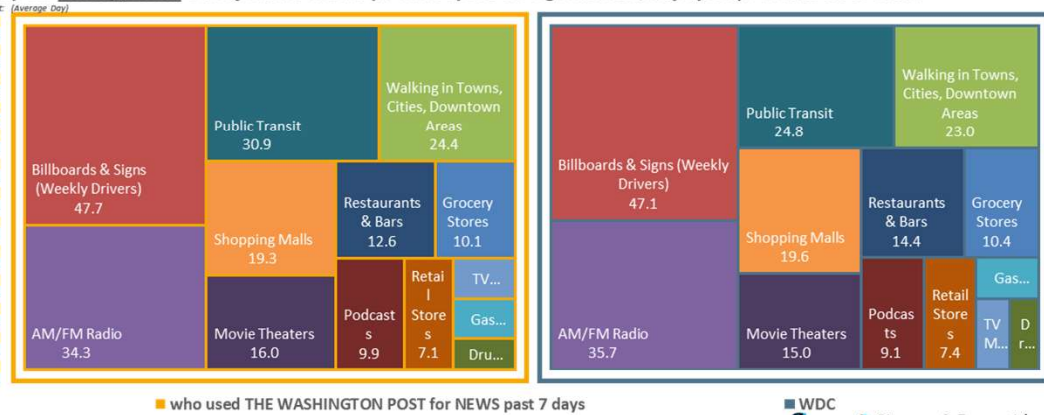
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

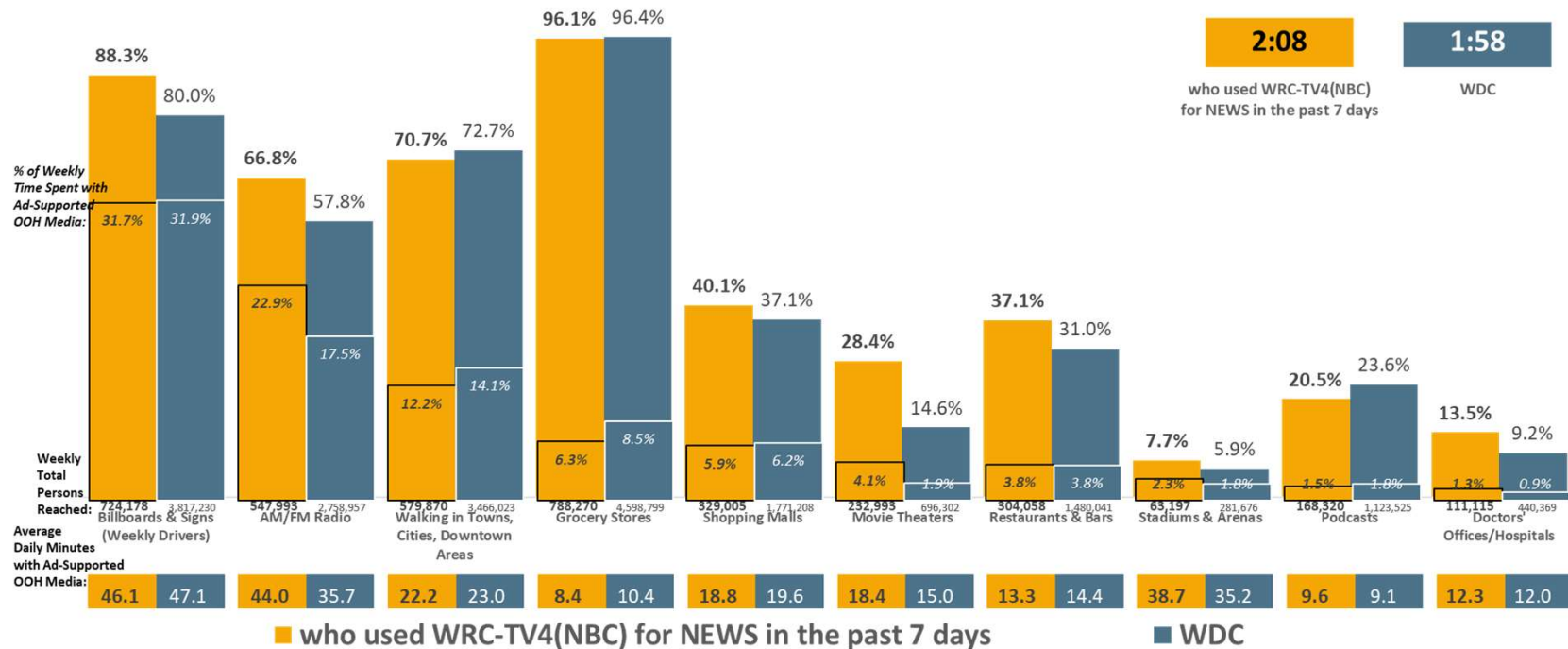


724,178 or 88.3% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 46.1 minutes per day driving, seeing Billboards and Signs representing 31.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859

soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

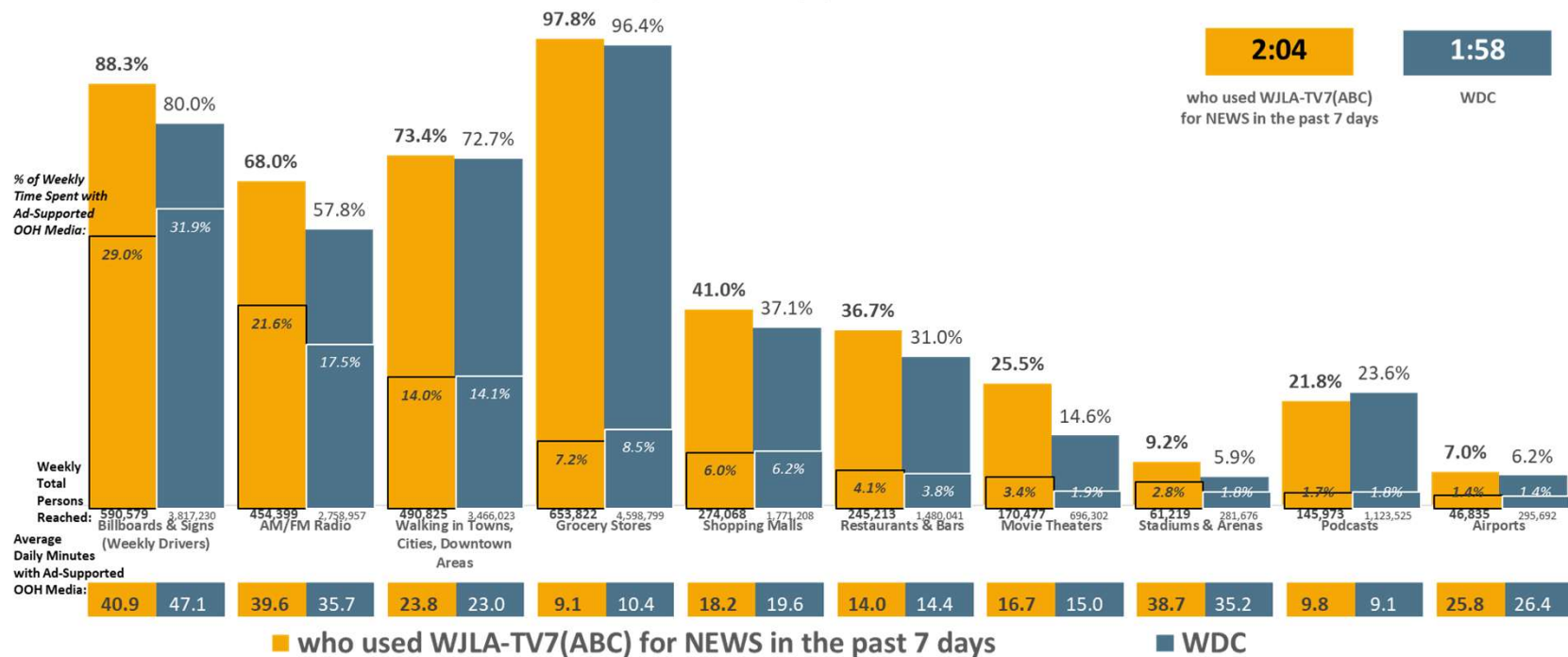


590,579 or 88.3% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 40.9 minutes per day driving, seeing Billboards and Signs representing 29.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:04

who used WJLA-TV7(ABC) for NEWS in the past 7 days

1:58

WDC

WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 866 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)

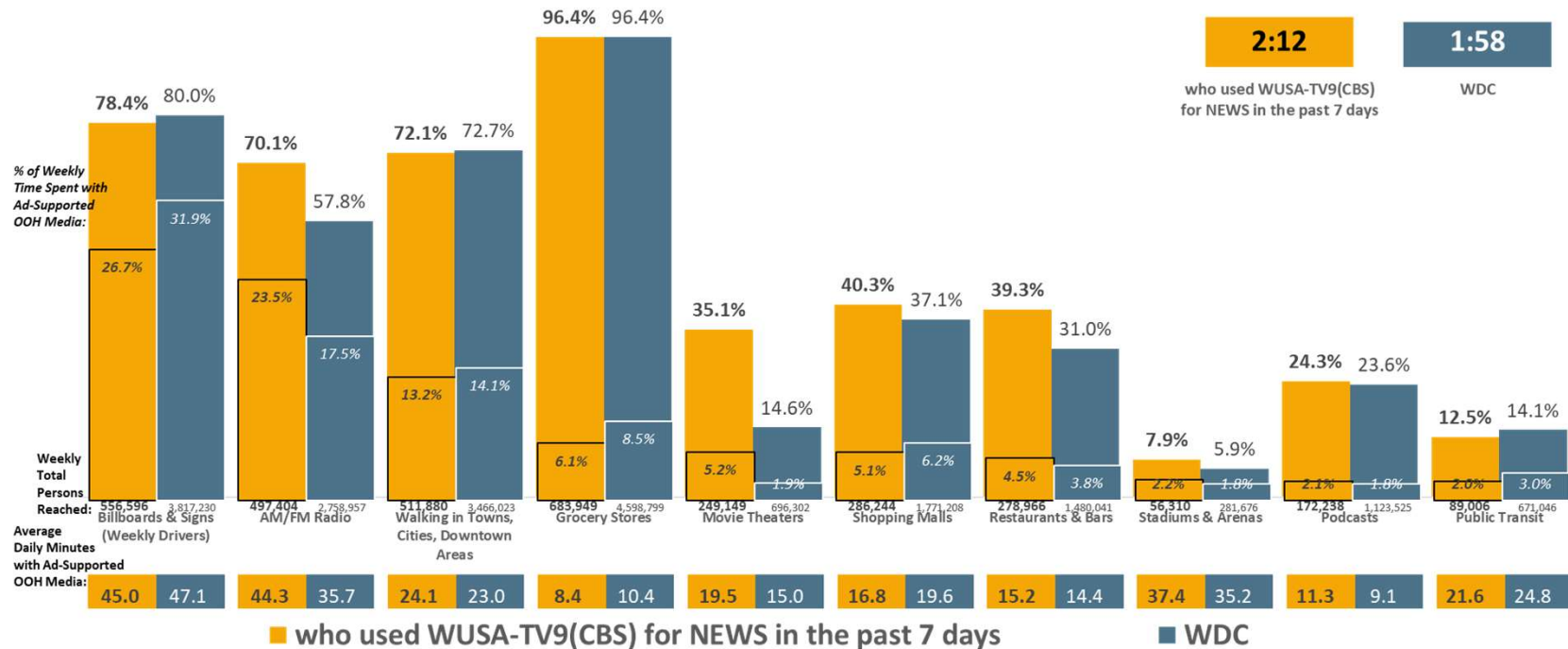


556,596 or 78.4% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 45. minutes per day driving, seeing Billboards and Signs representing 26.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

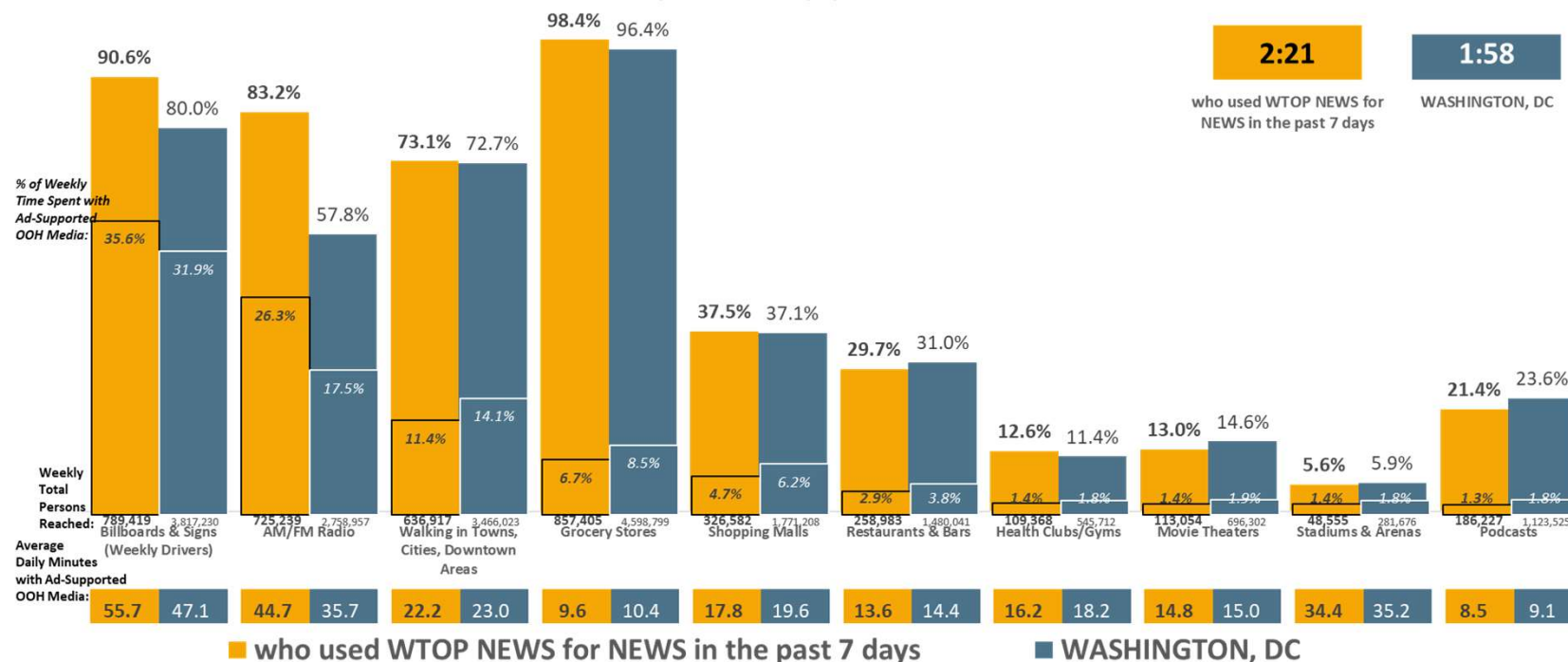


789,419 or 90.6% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 35.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

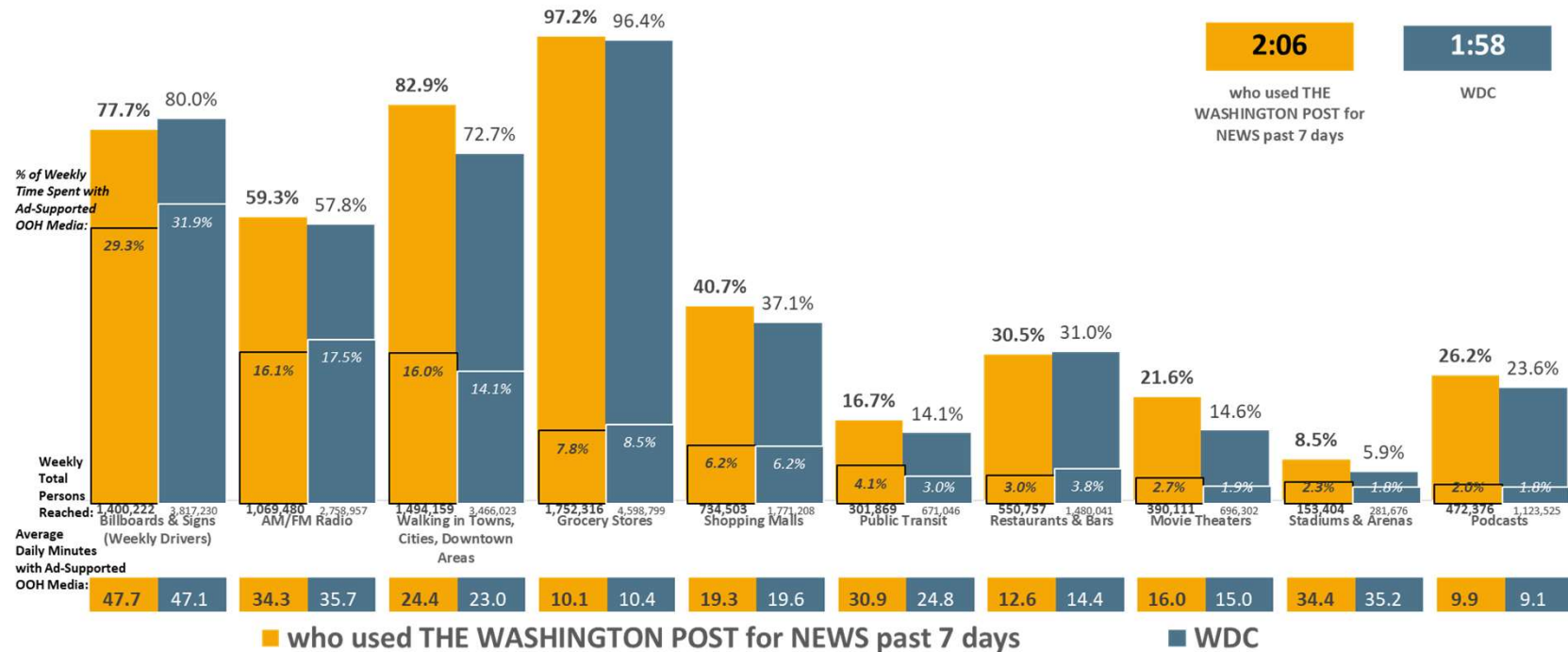


1,400,222 or 77.7% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days spend an average of 47.7 minutes per day driving, seeing Billboards and Signs representing 29.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

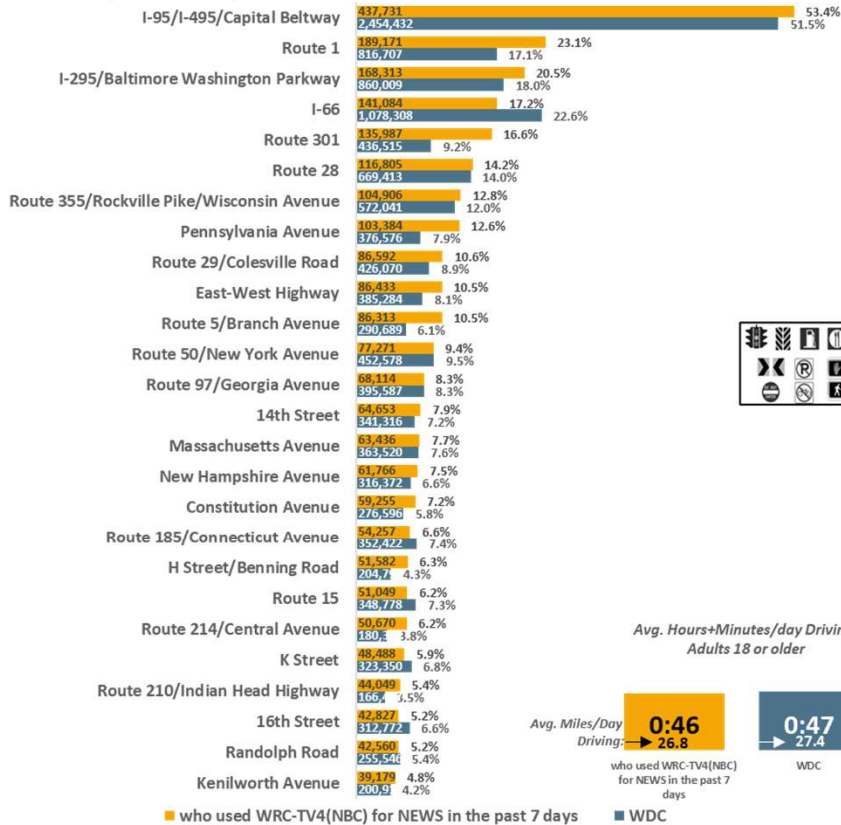
soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



724,178 or 88.3% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days spend an average of 46.1 minutes per day driving an average of 26.8 miles each day and are 81.2% more likely to use Route 301 than the Metro average.

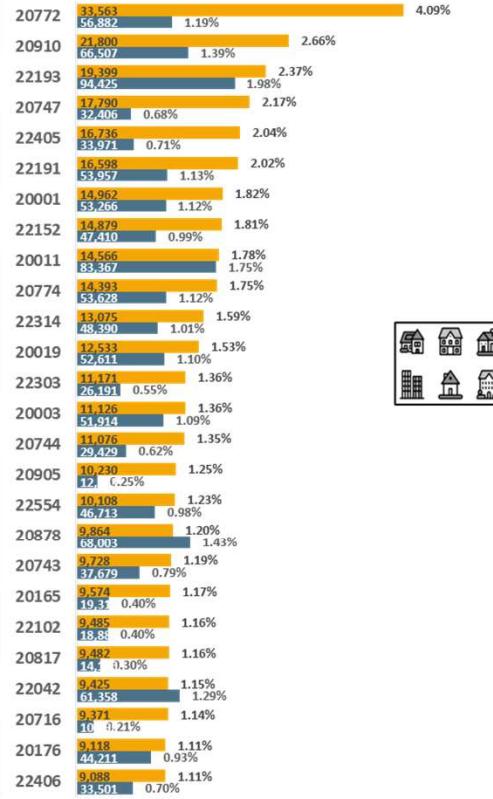
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



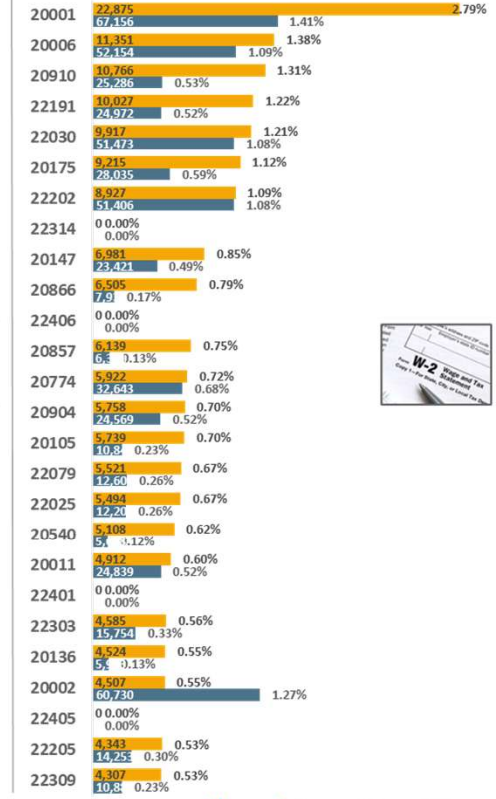
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

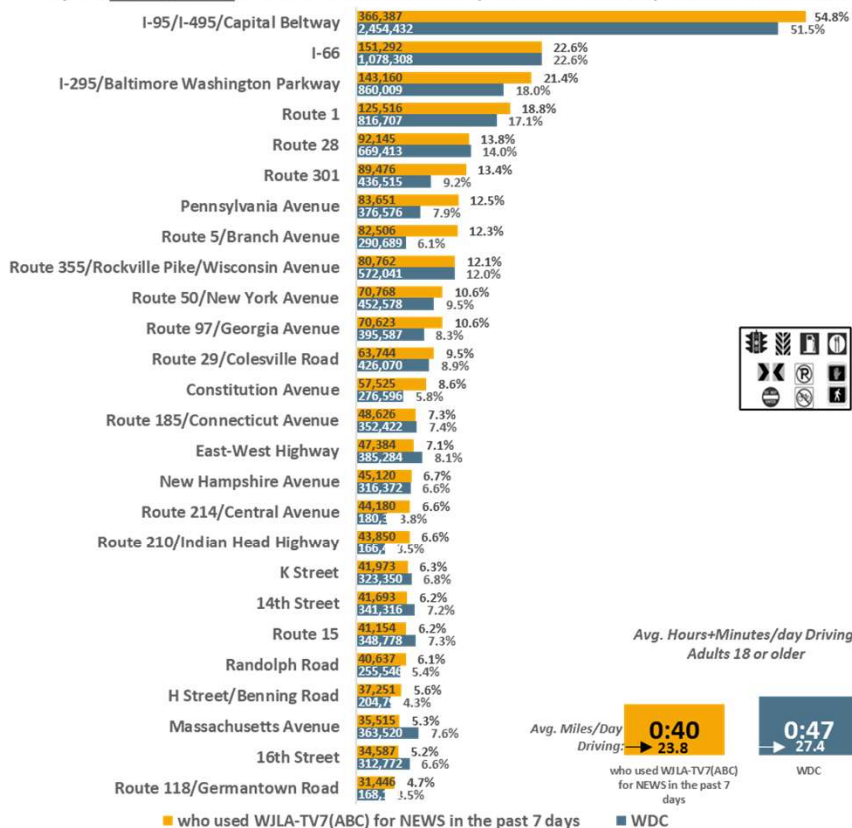
WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



590,579 or 88.3% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days spend an average of 40.9 minutes per day driving an average of 23.8 miles each day and are 102.5% more likely to use Route 5/Branch Avenue than the Metro average.

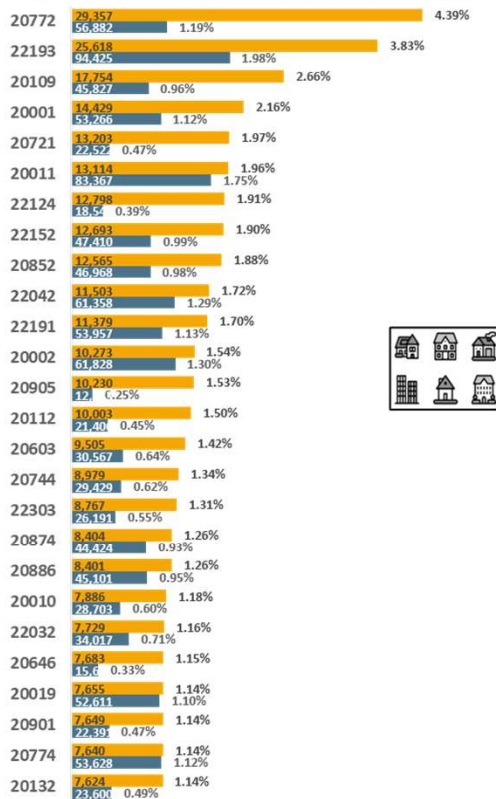
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



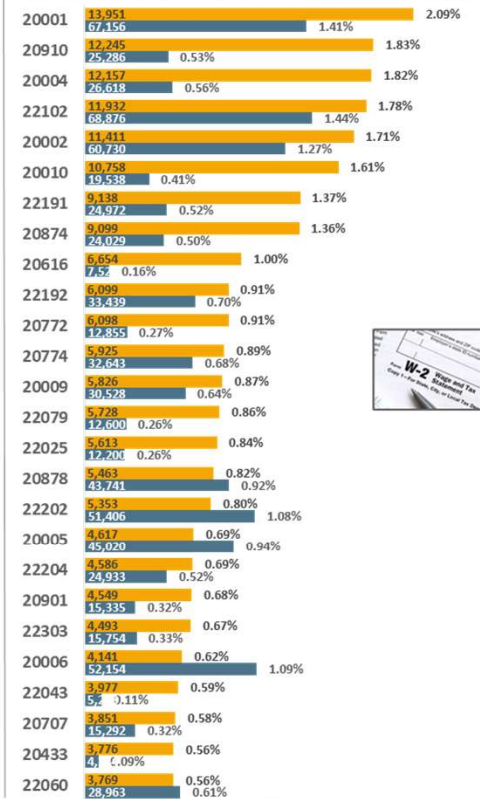
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

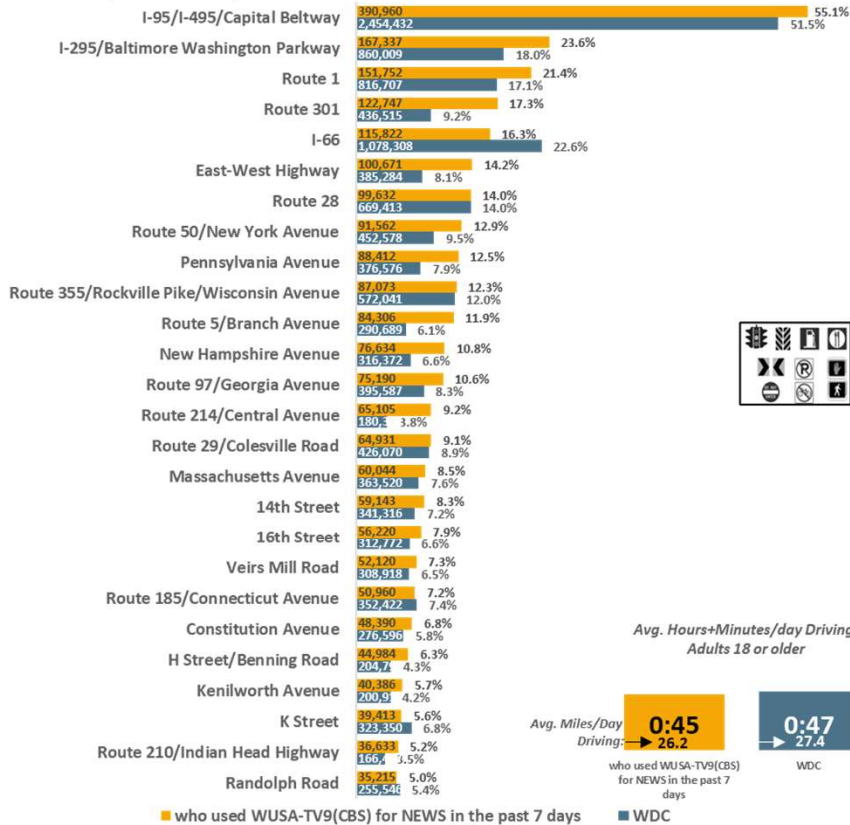


soefa.ai Share of Everything for Anything



556,596 or 78.4% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days spend an average of 45. minutes per day driving an average of 26.2 miles each day and are 142.6% more likely to use Route 214/Central Avenue than the Metro average.

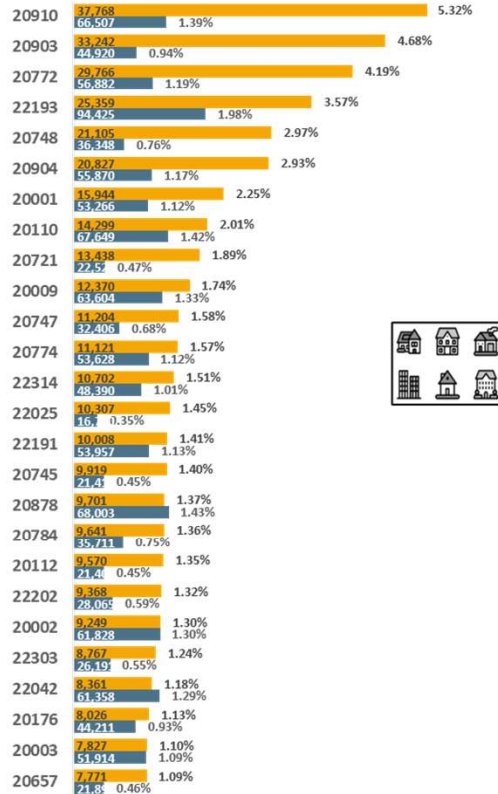
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



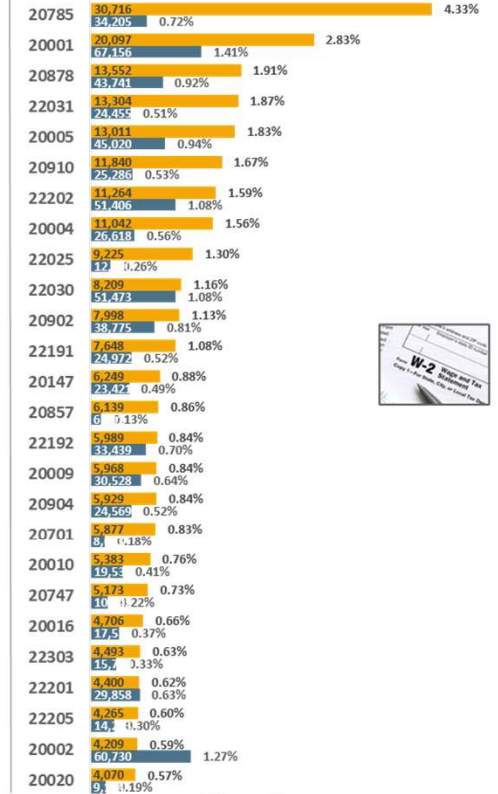
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

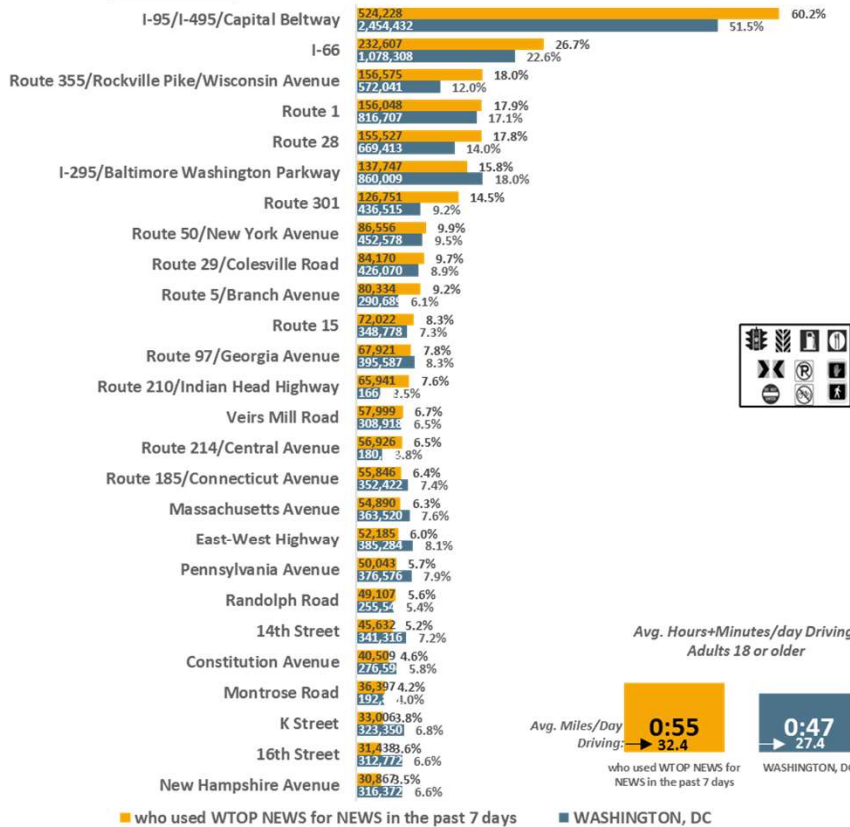


soefa.ai Share of Everything for Anything

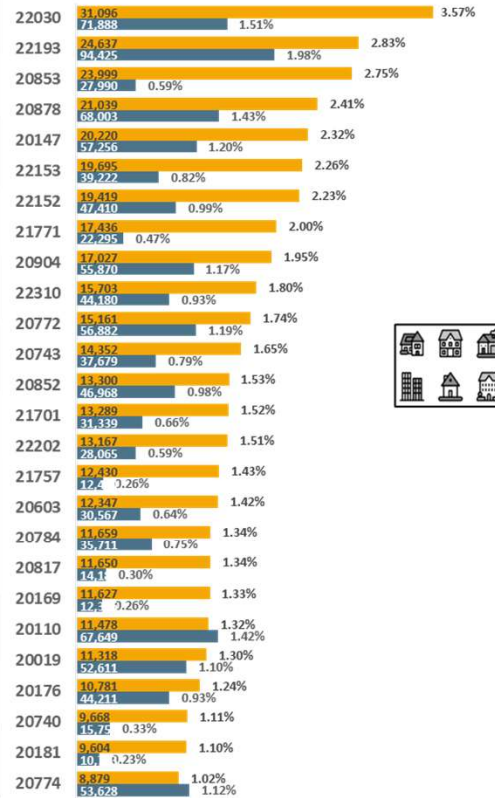


789,419 or 90.6% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days spend an average of 55.7 minutes per day driving an average of 32.4 miles each day and are 116.8% more likely to use Route 210/Indian Head Highway than the Metro average

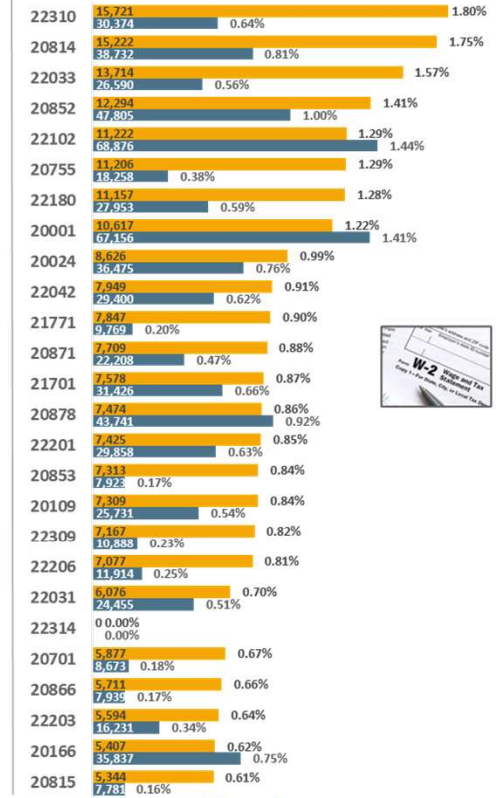
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



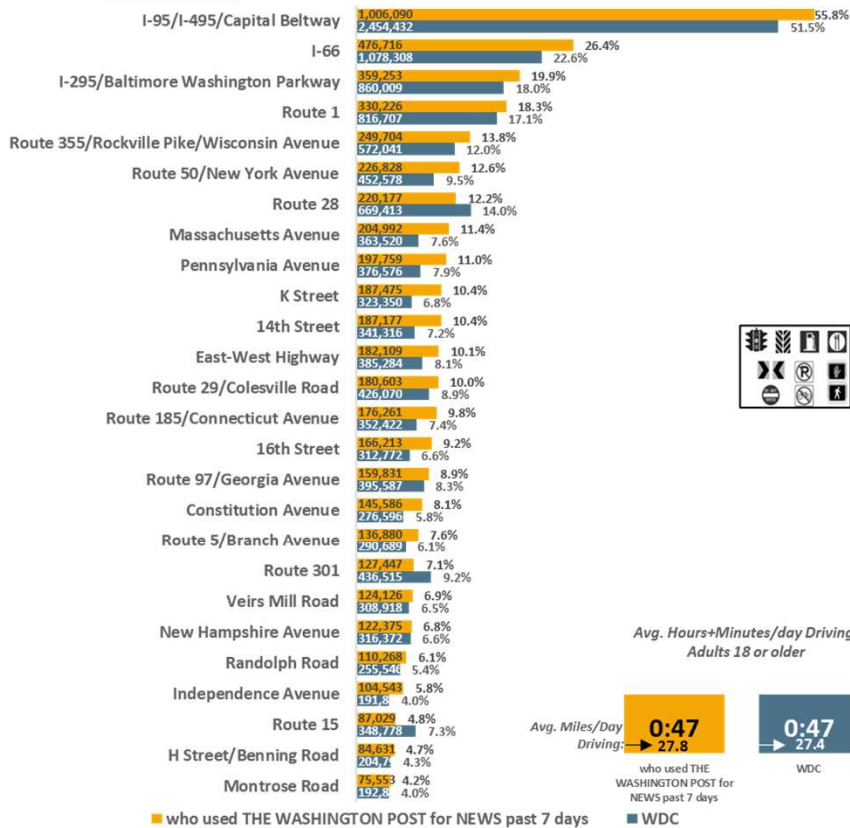
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(WTOP-FM: M-S 6am-mid come OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

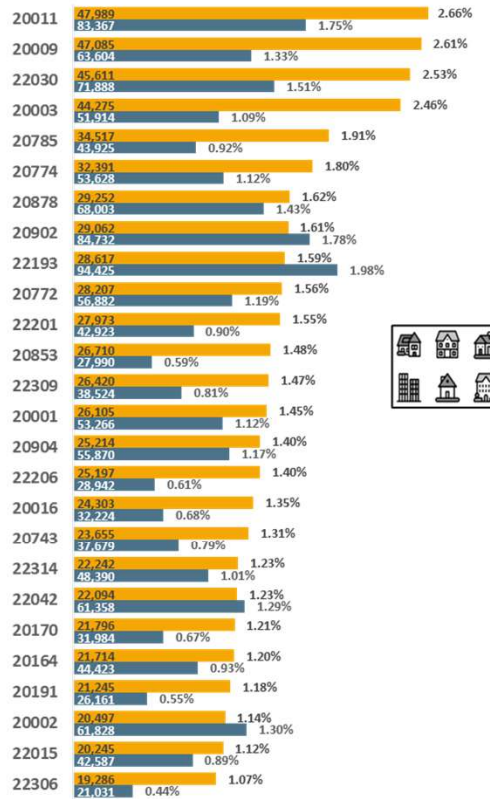


1,400,222 or 77.7% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days spend an average of 47.7 minutes per day driving an average of 27.8 miles each day and are 53.4% more likely to use K Street than the Metro average.

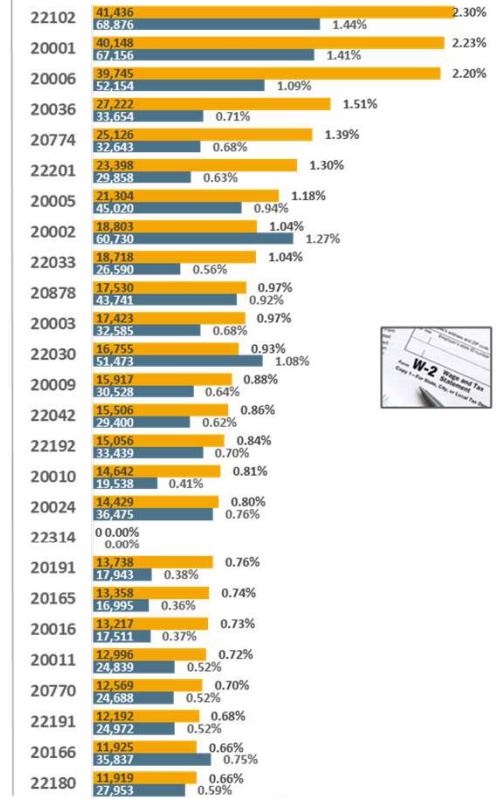
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

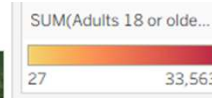
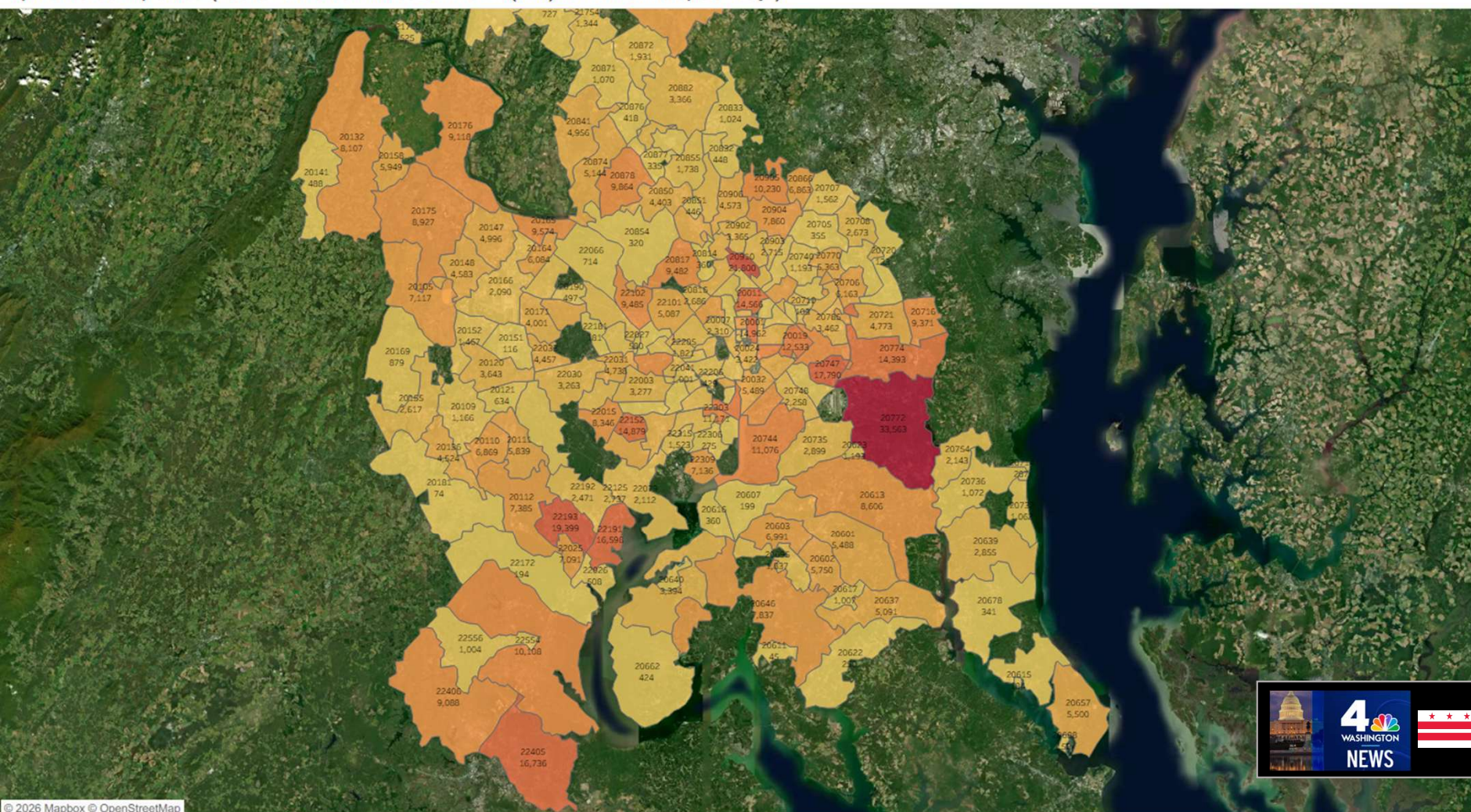


Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days)



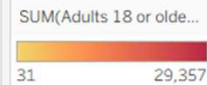
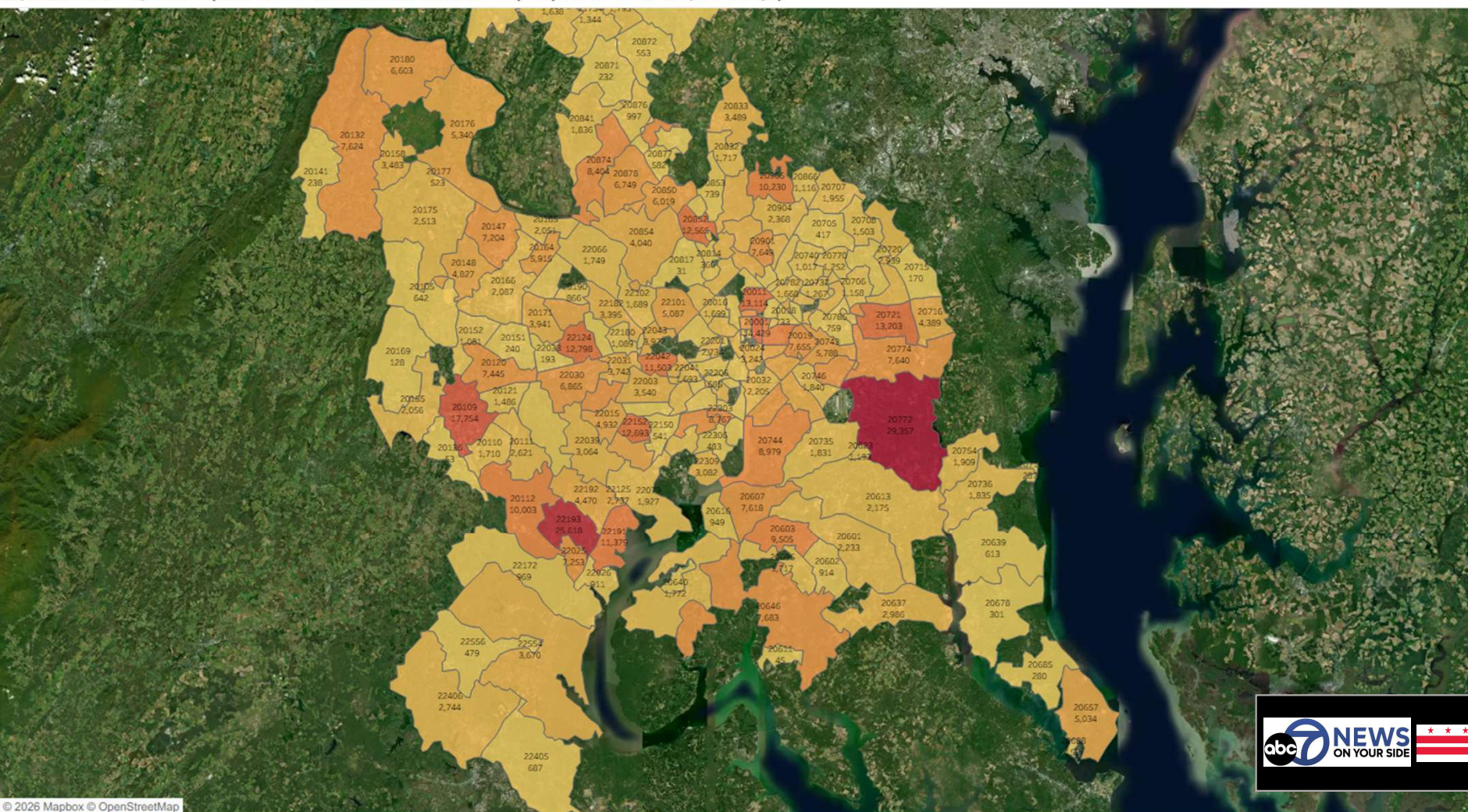
© 2026 Mapbox © OpenStreetMap

WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

Top Residential Zip Codes: (Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days)



© 2026 Mapbox © OpenStreetMap


WDC Metro Scarborough R1 2025: Mar25-Mar26 Qual Intab 866

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

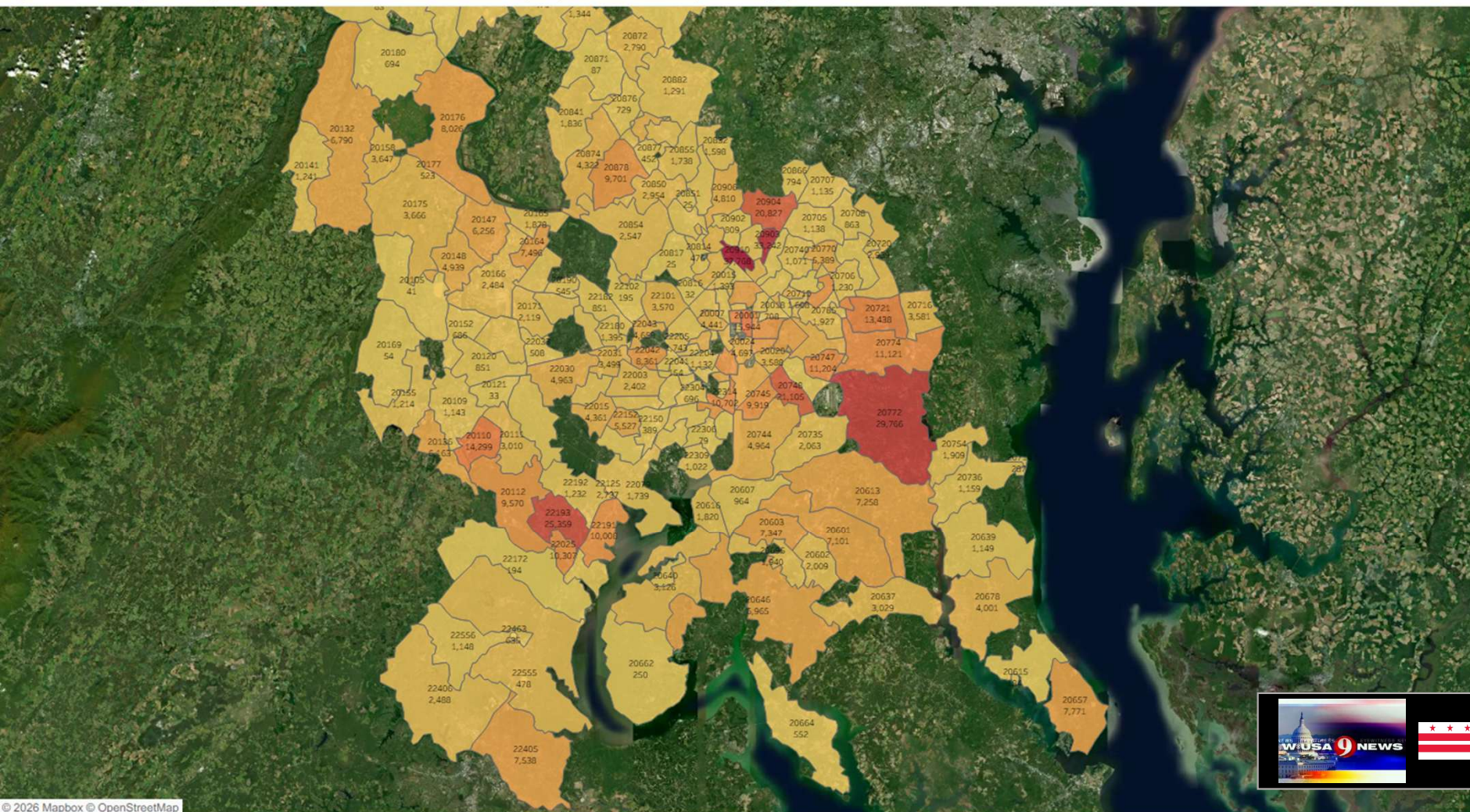
soefa.ai Share of Everything for Anything

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)


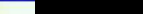
SUM(Adults 18 or older...)



10 37,768



© 2026 Mapbox © OpenStreetMap

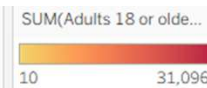
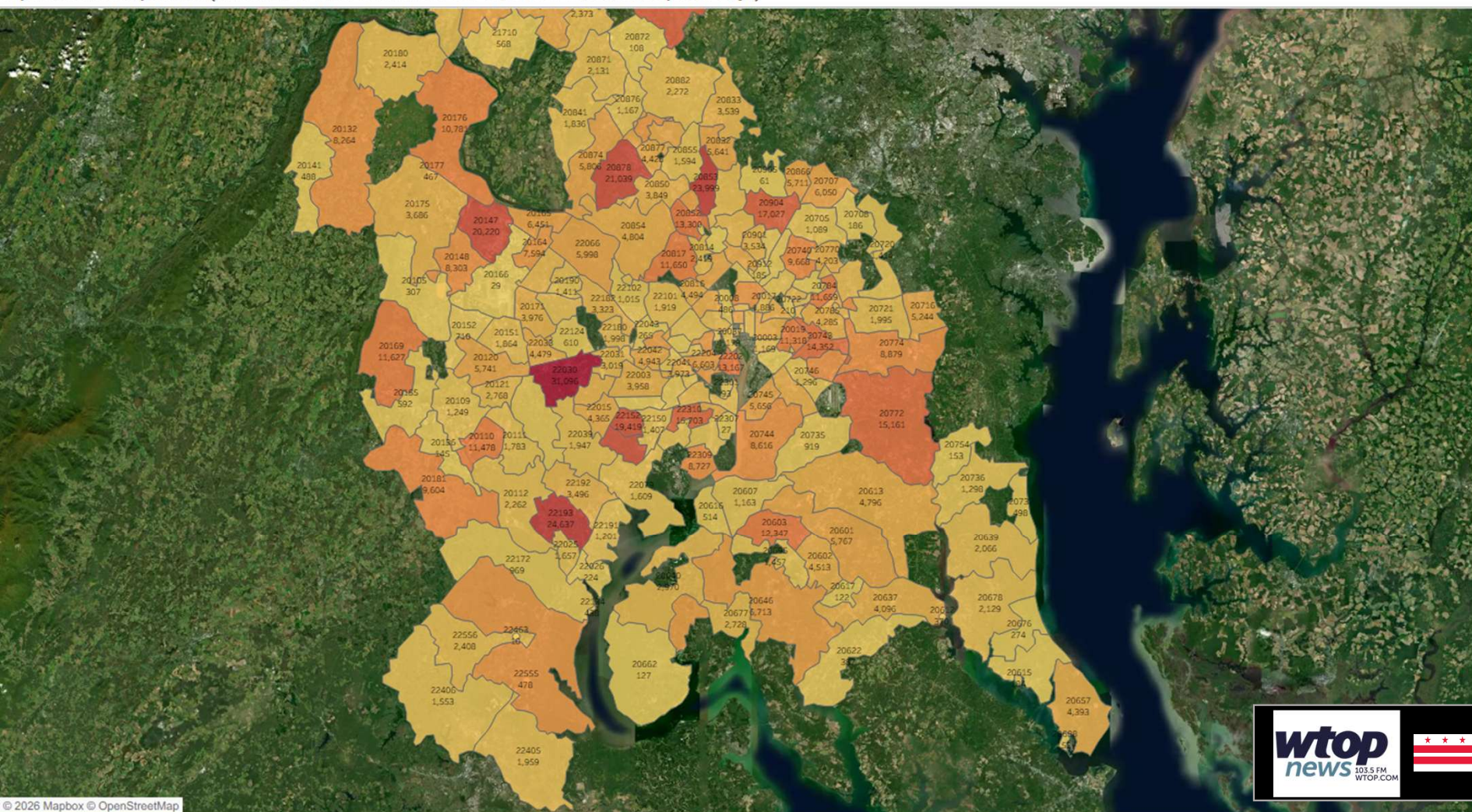
WDC	Metro	Scarborough R1 2026: Mar25-Mar26	Qual Intab	826
-----	-------	----------------------------------	------------	-----

soefa.ai Share of Everything
for Anything.®

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

Top Residential Zip Codes: (Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days)



© 2026 Mapbox © OpenStreetMap

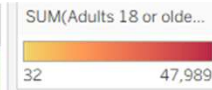
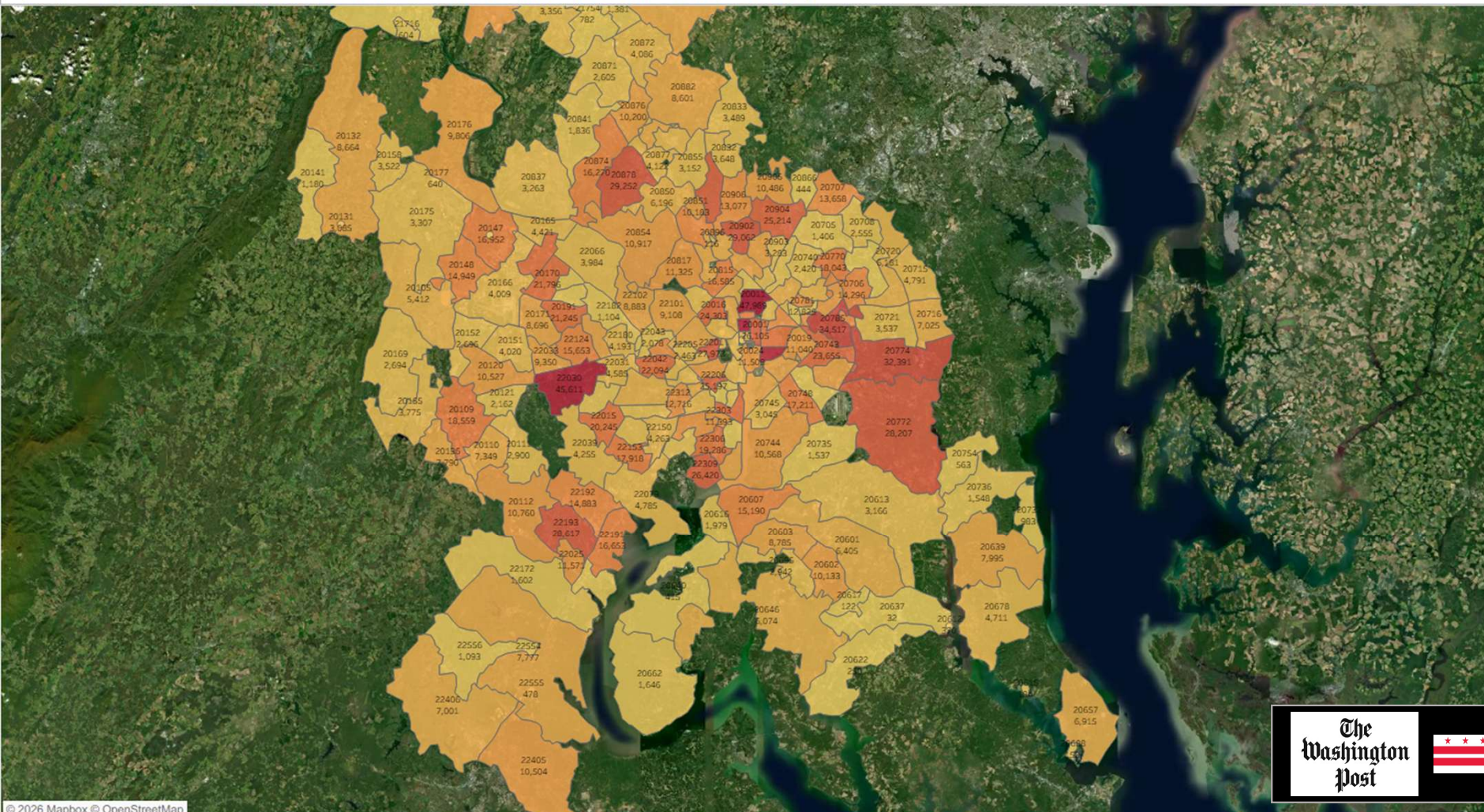
WASHINGTON, DC Metro Scarborough R1 2025: Mar25-Mar26 Qual Intab 1,085

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

soefa.ai Share of Everything for Anything ®

Top Residential Zip Codes: (Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days)



© 2026 Mapbox © OpenStreetMap

WDC Metro Scarborough R1 2025: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

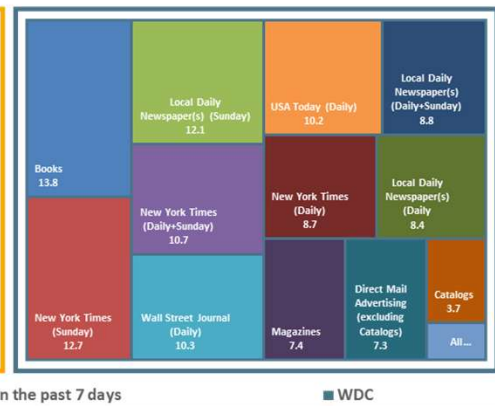
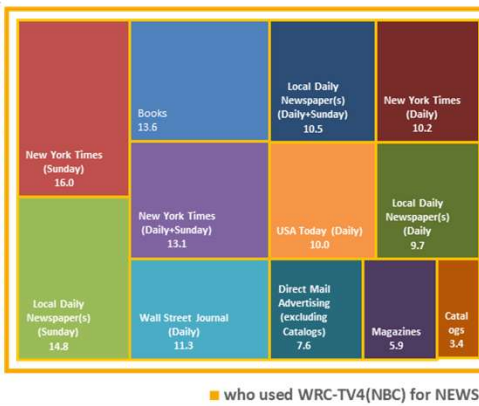
soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)

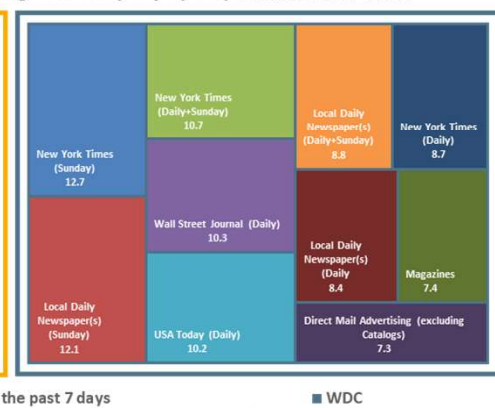
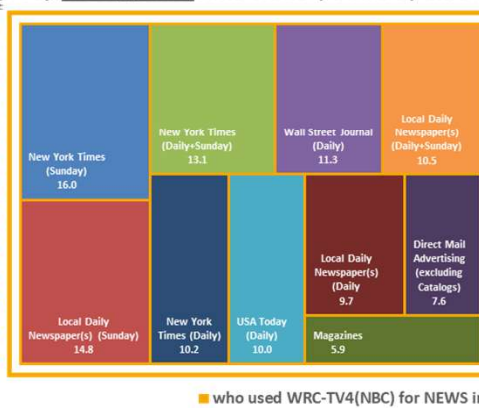
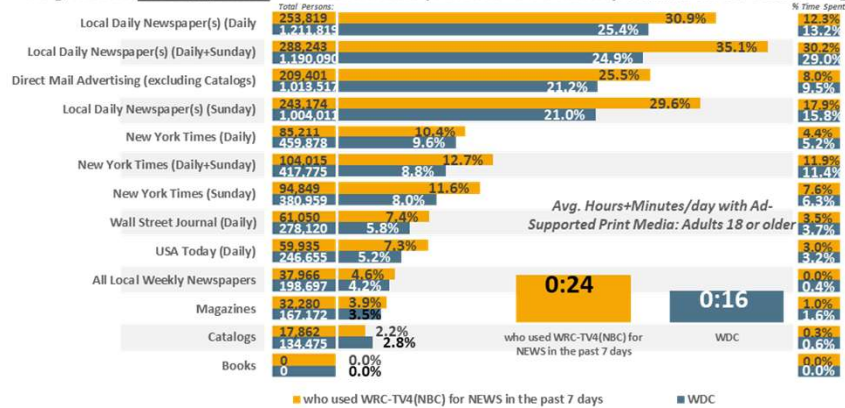


288,243 or 35.1% of Adults 18 or older who used WRC-TV4(NBC) for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,128
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

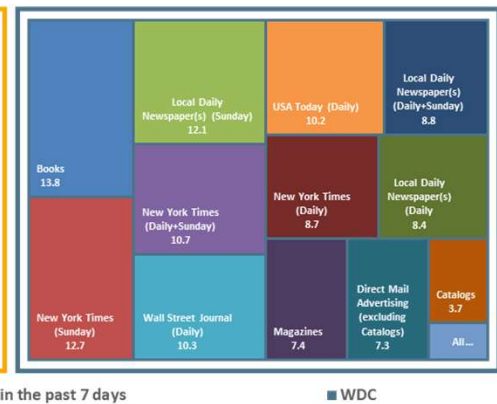
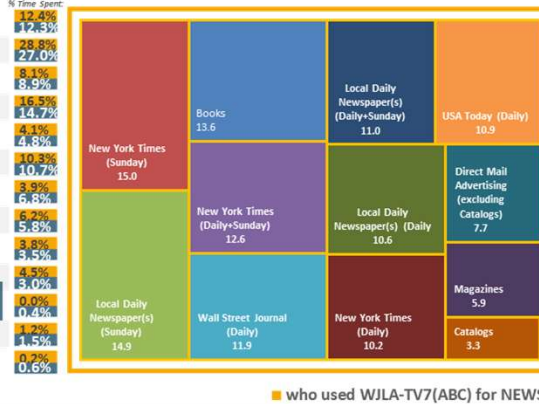
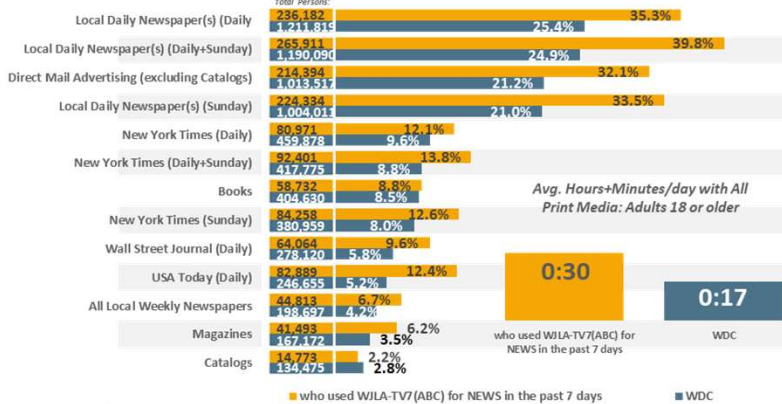
soefa.ai Share of Everything for Anything

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)

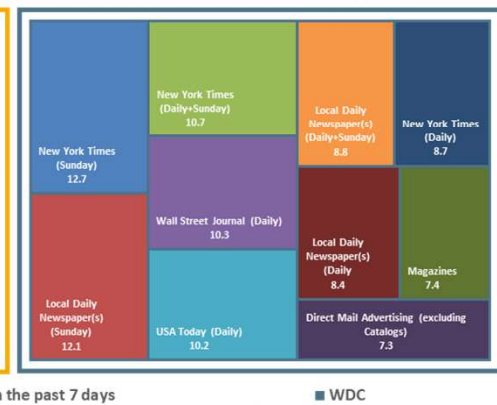
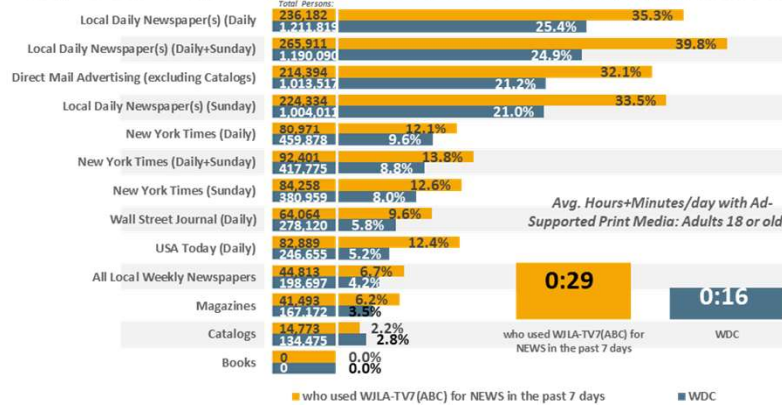


265,911 or 39.8% of Adults 18 or older who used WJLA-TV7(ABC) for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 30.% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



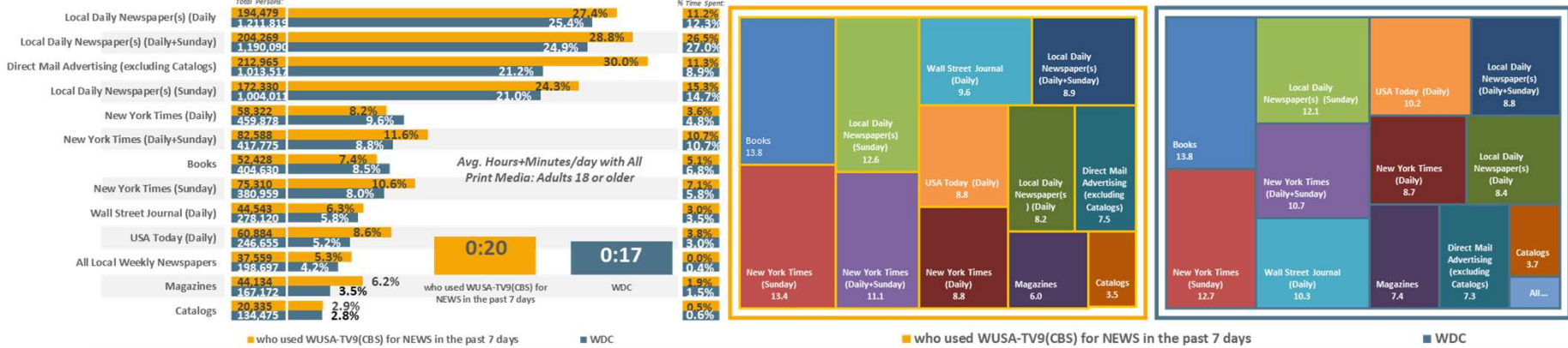
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



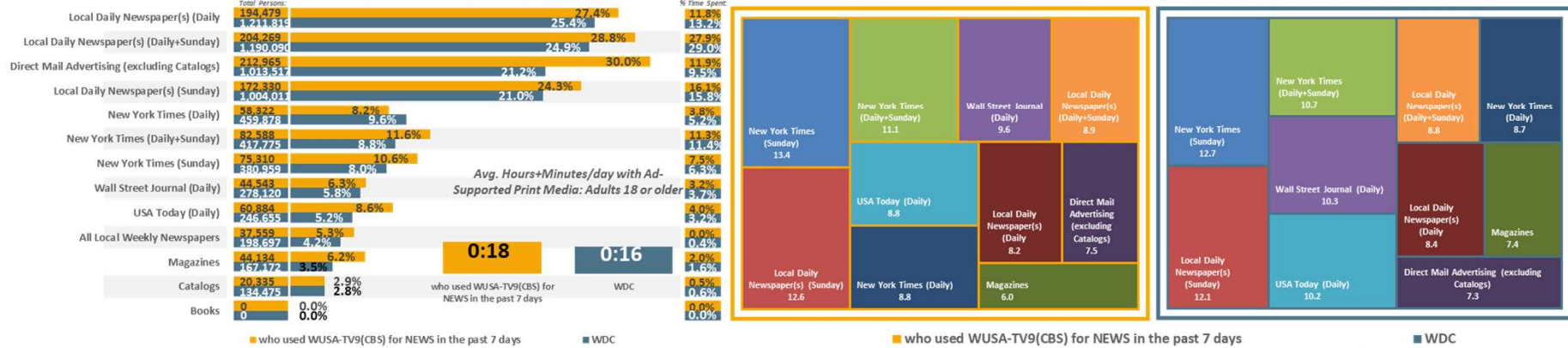


204,269 or 28.8% of Adults 18 or older who used WUSA-TV9(CBS) for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 826
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

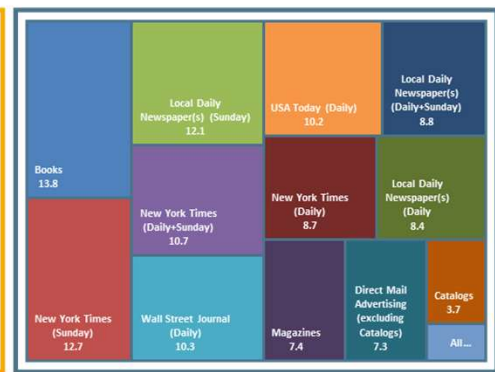
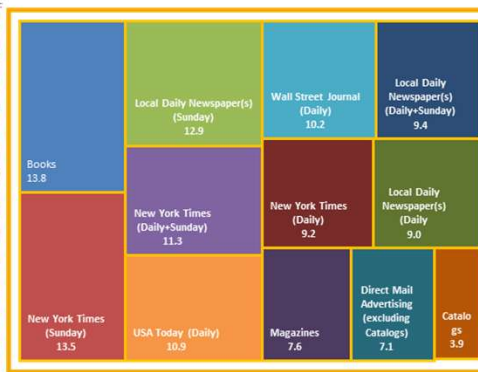
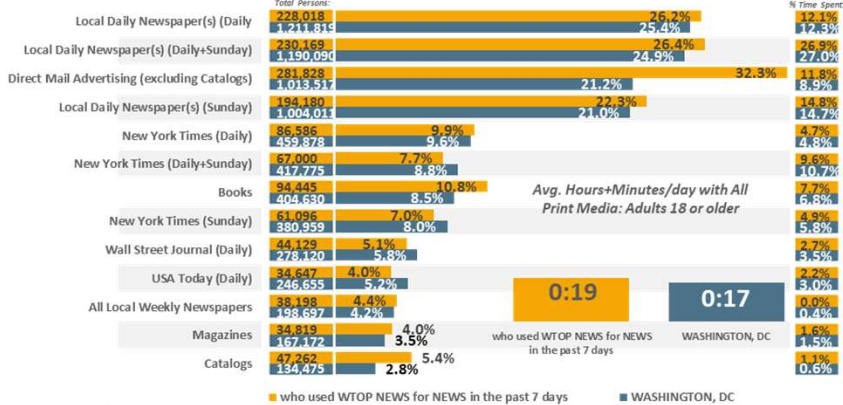
soefa.ai Share of Everything for Anything

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

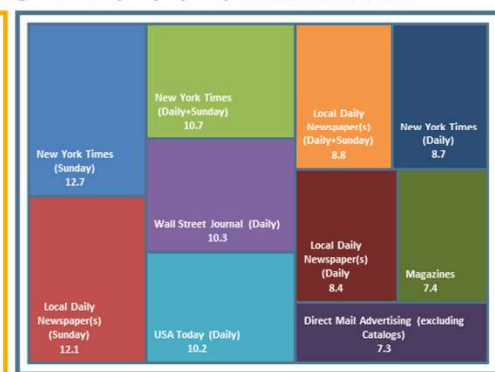
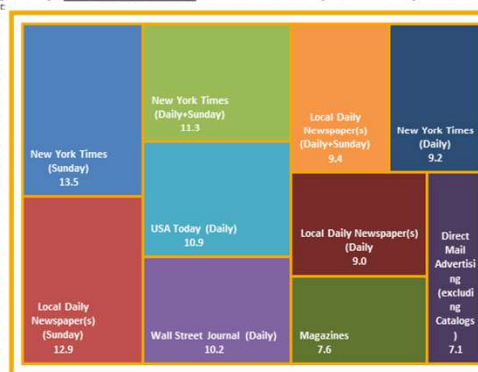
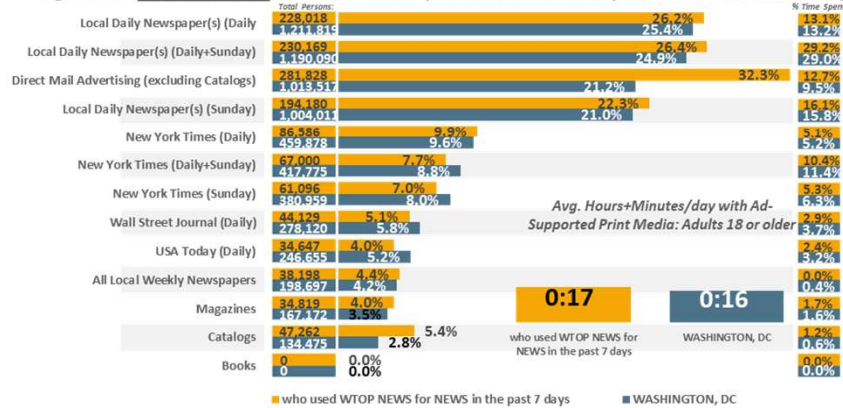


230,169 or 26.4% of Adults 18 or older who used WTOP NEWS for NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,085
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

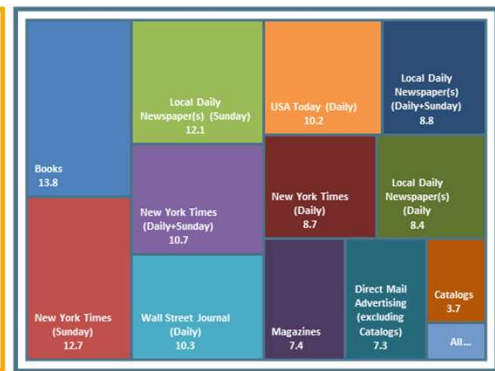
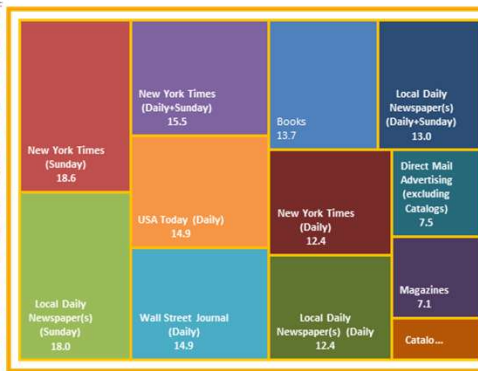
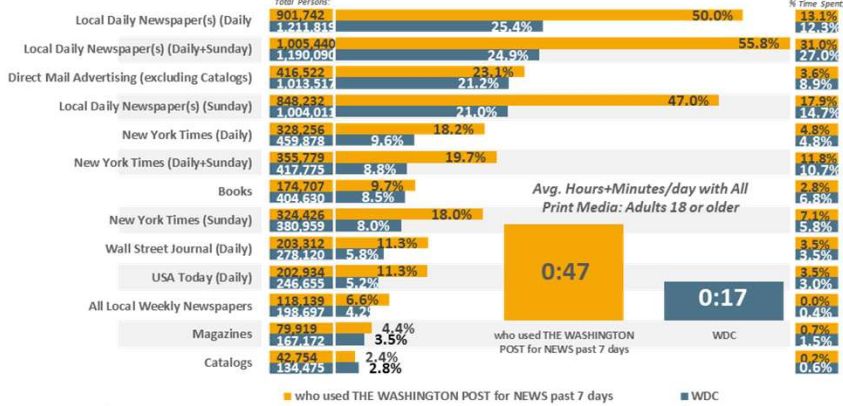
soefa.ai Share of Everything for Anything

(WTOP-FM: M-S 6am-mid come OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

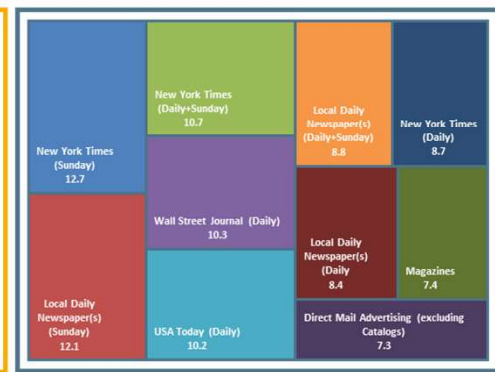
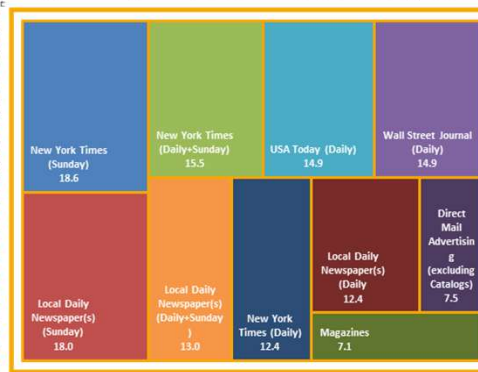
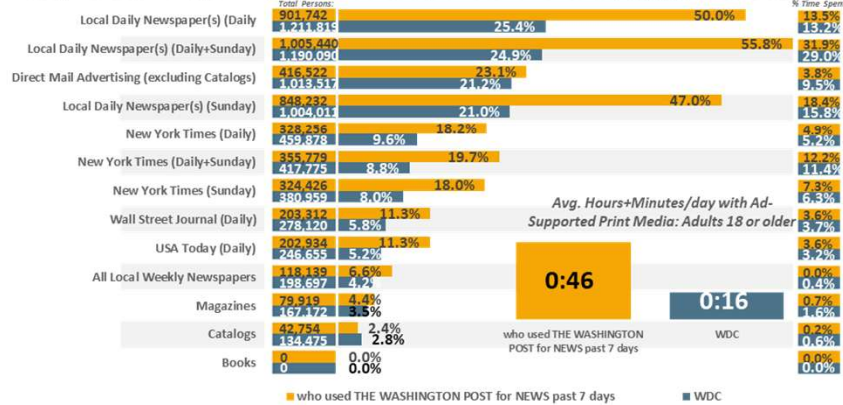


1,005,440 or 55.8% of Adults 18 or older who used THE WASHINGTON POST for NEWS past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WDC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 2,010
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

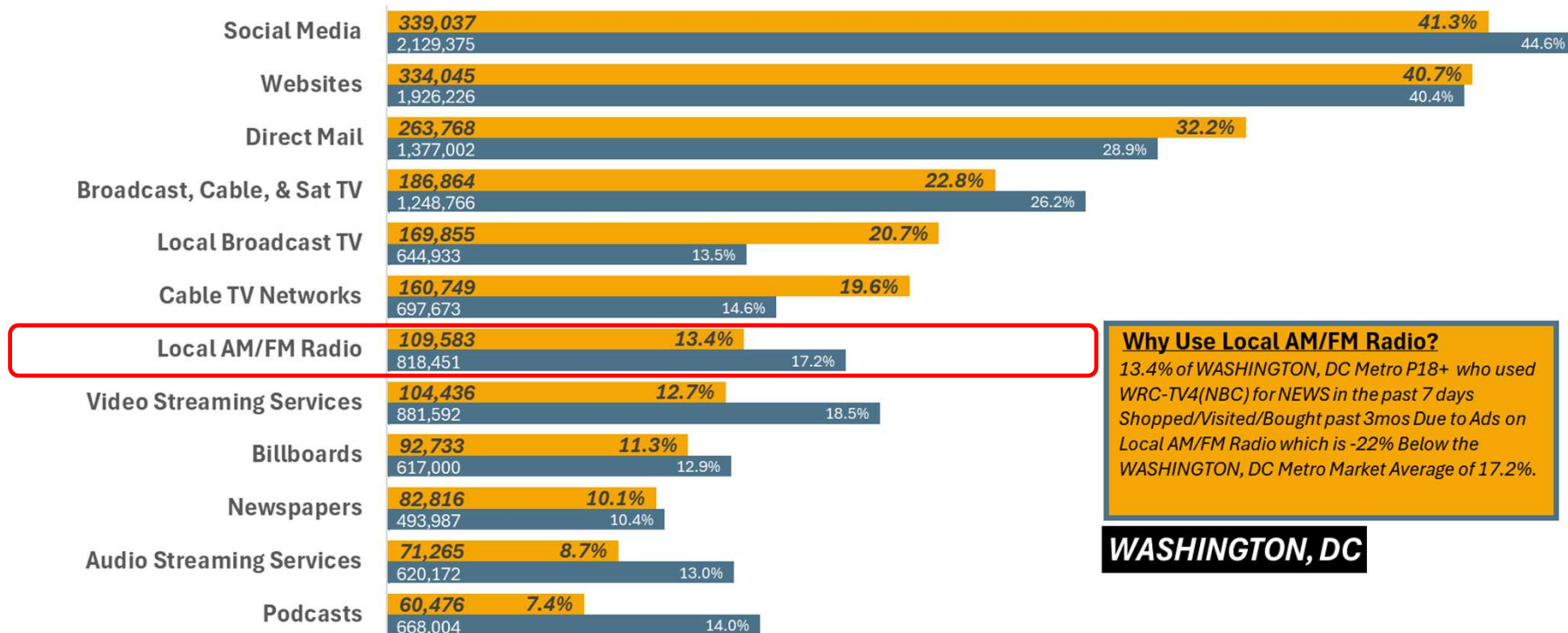
soefa.ai Share of Everything for Anything

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)



"Advertising Actions"

P18+ who used WRC-TV4(NBC) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.4% of WASHINGTON, DC Metro P18+ who used WRC-TV4(NBC) for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the WASHINGTON, DC Metro Market Average of 17.2%.

WASHINGTON, DC

■ P18+ who used WRC-TV4(NBC) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1128

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

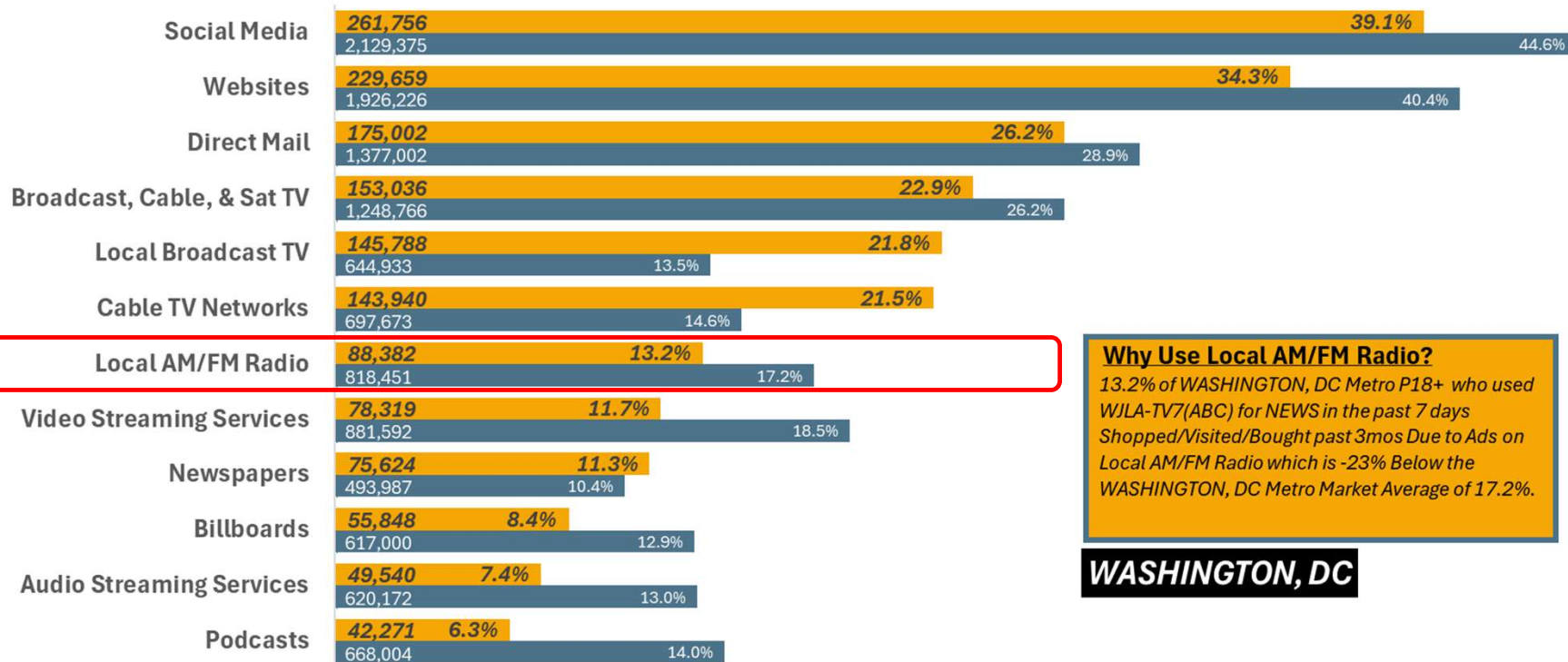
soefa.ai Share of Everything for Anything ®

(Television Stations: WRC M-F 5a-7a OR Television Stations: WRC M-F 7a-9a OR Television Stations: WRC M-F 12p-12:30p OR Television Stations: WRC M-F 4p-5p OR Television Stations: WRC M-F 5p-7p OR Television Stations: WRC M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: NBCWashington.com/WRC NBC)



"Advertising Actions"

P18+ who used WJLA-TV7(ABC) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.2% of WASHINGTON, DC Metro P18+ who used WJLA-TV7(ABC) for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the WASHINGTON, DC Metro Market Average of 17.2%.

WASHINGTON, DC

■ P18+ who used WJLA-TV7(ABC) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 866
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

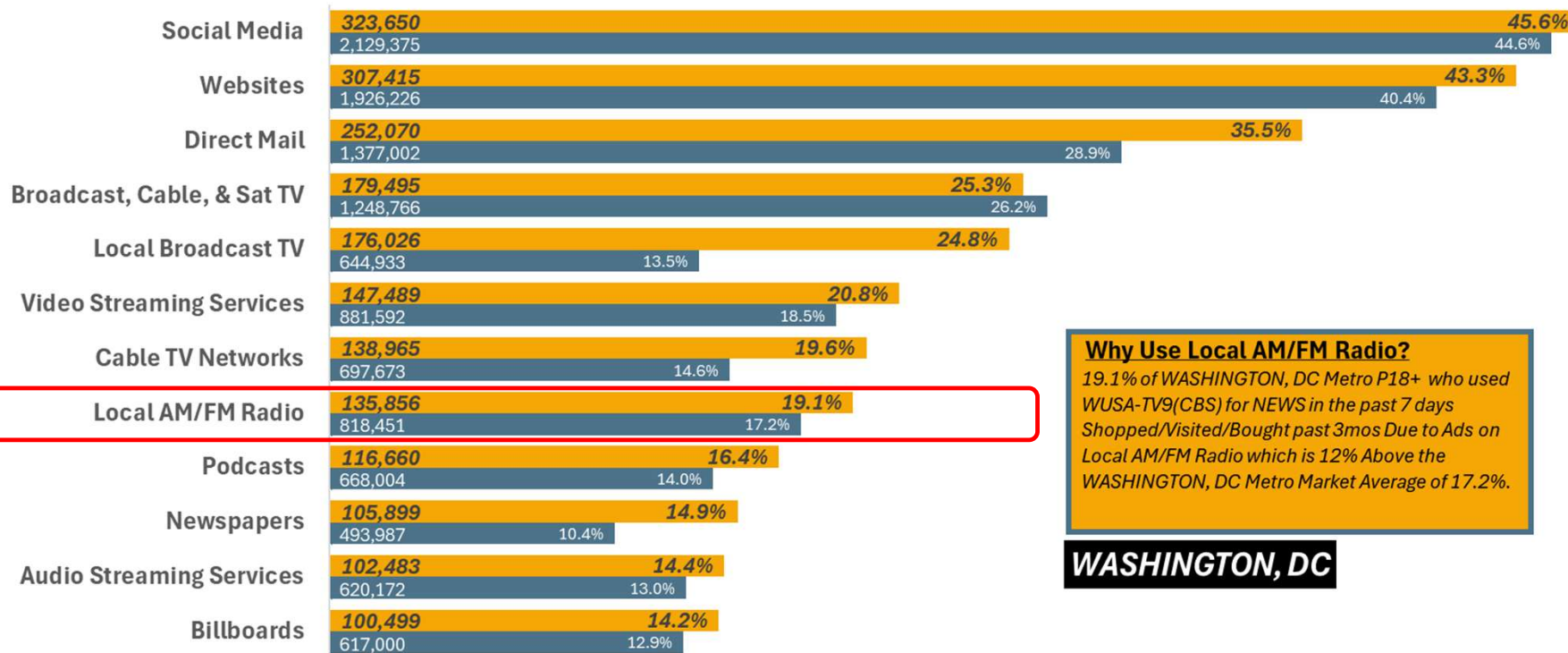
soefa.ai Share of Everything for Anything ®

(Television Stations: WJLA M-F 5a-7a OR Television Stations: WJLA M-F 7a-9a OR Television Stations: WJLA M-F 12p-12:30p OR Television Stations: WJLA M-F 4p-5p OR Television Stations: WJLA M-F 5p-7p OR Television Stations: WJLA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WJLA.com/WJLA ABC)



"Advertising Actions"

P18+ who used WUSA-TV9(CBS) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.1% of WASHINGTON, DC Metro P18+ who used WUSA-TV9(CBS) for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the WASHINGTON, DC Metro Market Average of 17.2%.

WASHINGTON, DC

■ P18+ who used WUSA-TV9(CBS) for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 826

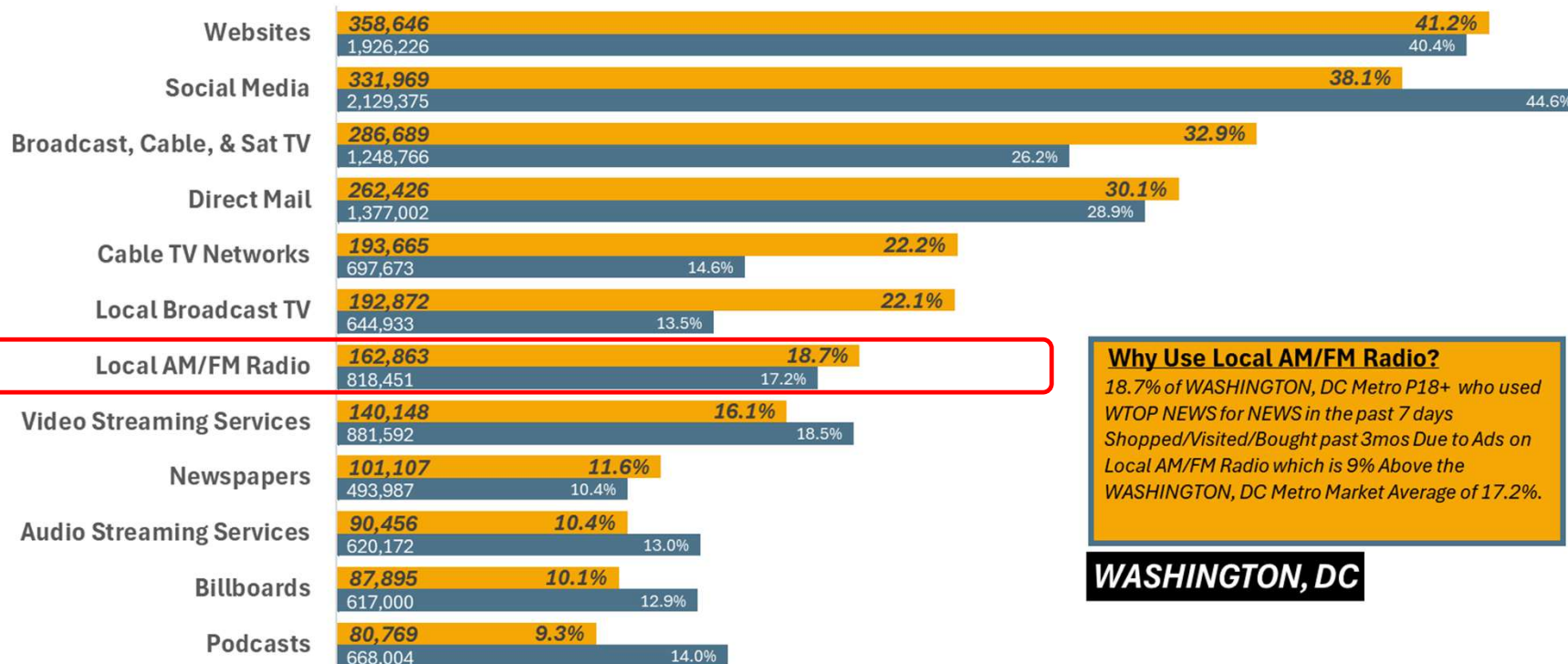
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

(Television Stations: WUSA M-F 5a-7a OR Television Stations: WUSA M-F 7a-9a OR Television Stations: WUSA M-F 12p-12:30p OR Television Stations: WUSA M-F 4p-5p OR Television Stations: WUSA M-F 5p-7p OR Television Stations: WUSA M-F 11p-11:30p OR Newspaper/TV/Cable websites visited/apps used past 7 days: WUSA9.com/WUSA CBS)

"Advertising Actions"

P18+ who used WTOP NEWS for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.7% of WASHINGTON, DC Metro P18+ who used WTOP NEWS for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the WASHINGTON, DC Metro Market Average of 17.2%.

WASHINGTON, DC

■ P18+ who used WTOP NEWS for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1085

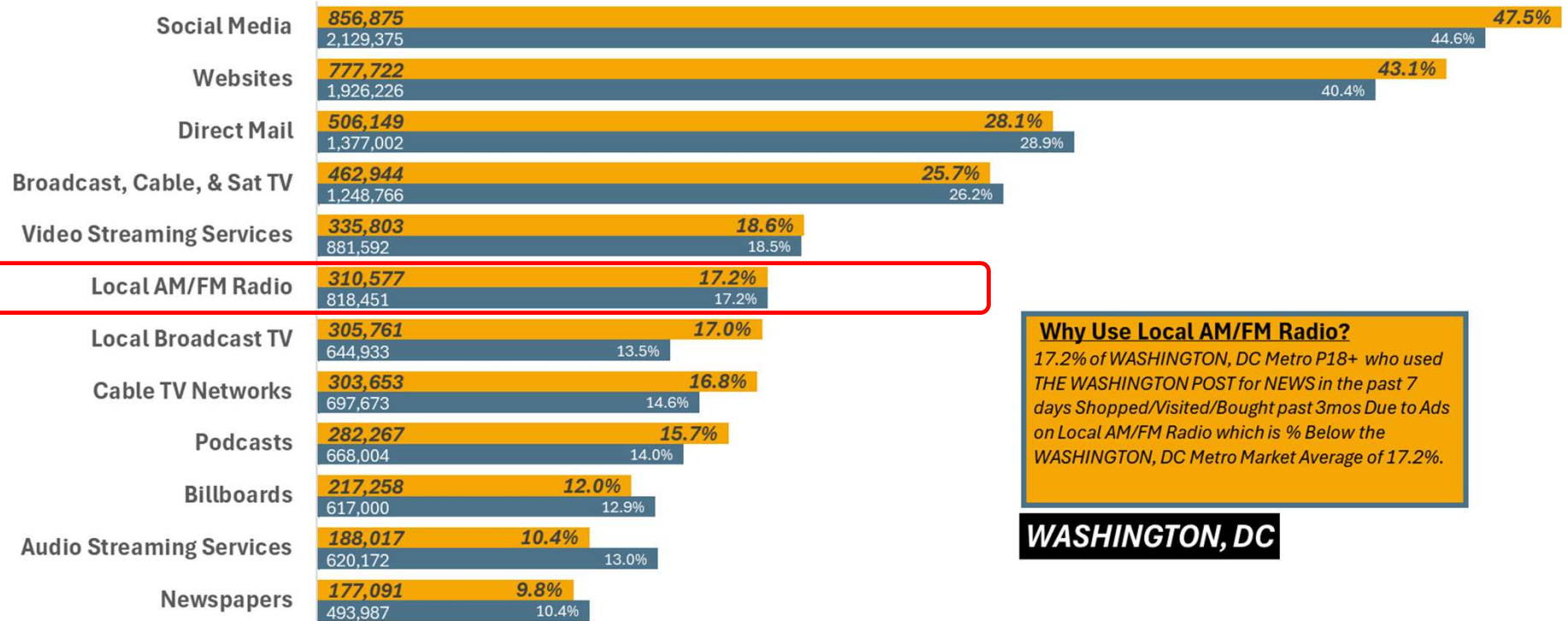
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

(WTOP-FM: M-S 6am-mid cumc OR Radio station websites visited/apps used past 7 days: WTOP-FM(wtop.com))

"Advertising Actions"

P18+ who used THE WASHINGTON POST for NEWS in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.2% of WASHINGTON, DC Metro P18+ who used THE WASHINGTON POST for NEWS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the WASHINGTON, DC Metro Market Average of 17.2%.

WASHINGTON, DC

■ P18+ who used THE WASHINGTON POST for NEWS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 2010

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

(Daily newspapers print edition - Cume: Washington Post OR Sunday newspapers print edition - Average Issue Reader: Washington Post OR Newspaper/TV/Cable websites visited/apps used past 7 days: Washington Post)