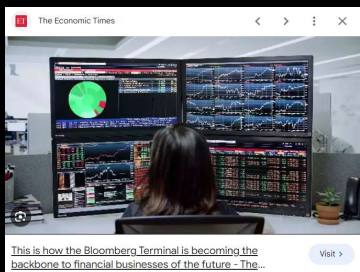


USA+4 DMAs – P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE!

Complete Demographic & Media Use Profiles



Complete Demographic,
Psychographic, and Total
Media Usage Profiles of **USA,**
CHICAGO, WASHINGTON, DC,
SEATTLE-TACOMA and PHOENIX
DMA **P18+** who Regularly
Study and Practice Learning
a **FOREIGN LANGUAGE** as of
August 31, 2025.



duolingo

Baillie Gifford™ Vanguard® BlackRock®

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

Activities done regularly: Foreign language study/practice



P18+





12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 42.3 years old (13.2% younger than average) and have a \$124,563 (9.5% higher than average) annual household income.

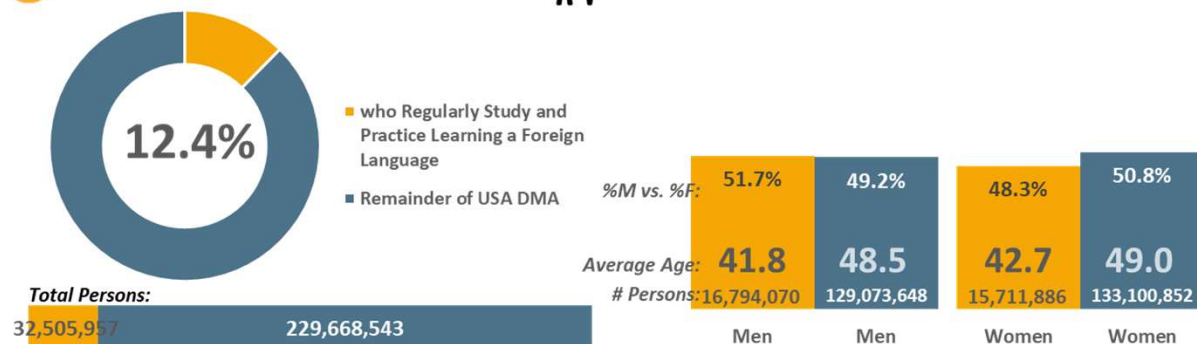


Percent of Market: Adults 18 or older

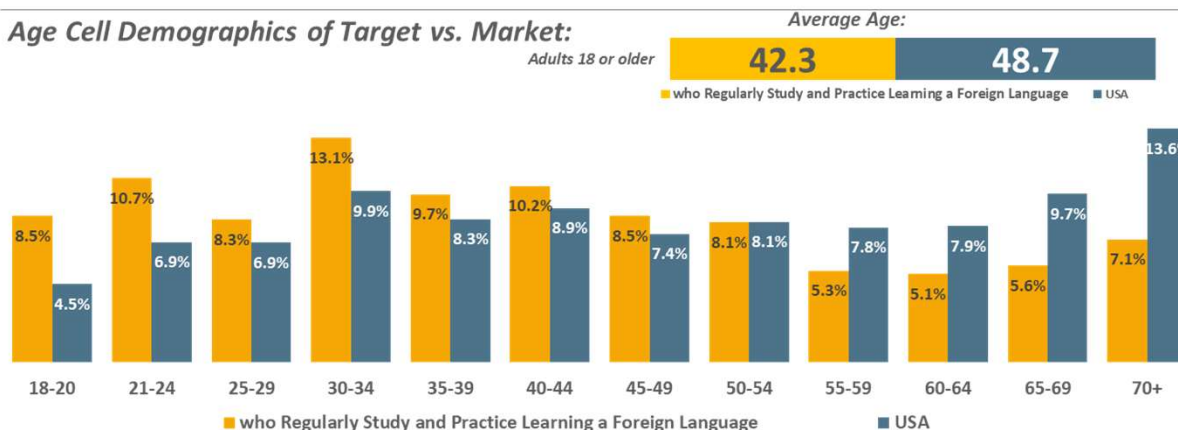


Gender of Target vs. Market: Adults 18 or older

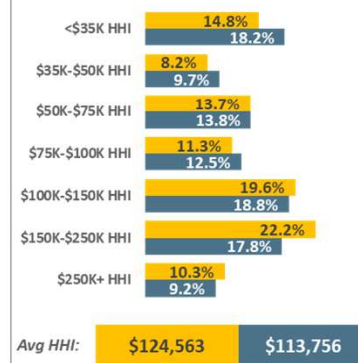
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Activities done regularly: Foreign language study/practice



11.8% or 888,888 of CHI DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 41.4 years old (14.4% younger than average) and have a \$120,448 (12.1% higher than average) annual household income.

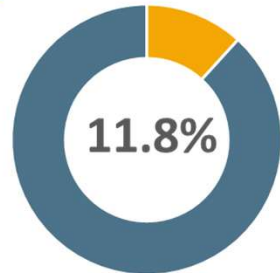


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Regularly Study and Practice Learning a Foreign Language
- Remainder of CHI DMA

Total Persons:

888,888 6,663,422

%M vs. %F:

Average Age:

Persons:

47.6%

39.5

423,342

48.7%

48.3

3,680,479

52.4%

43.3

465,546

51.3%

48.3

3,871,831

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

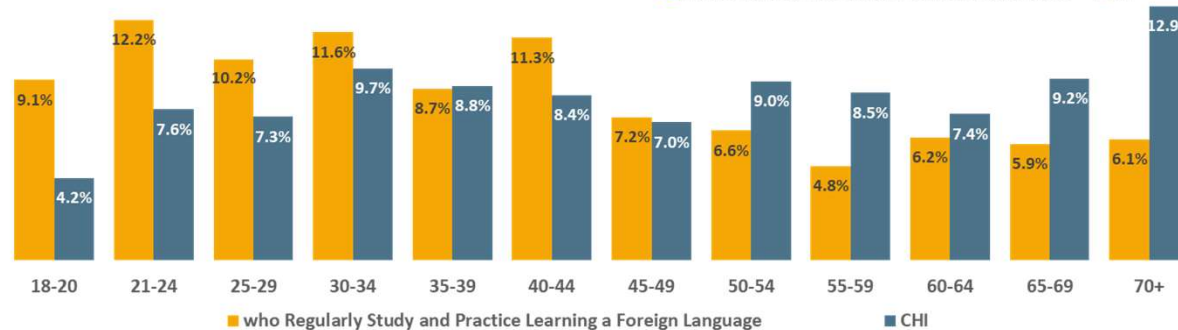
Adults 18 or older

41.4

48.3

who Regularly Study and Practice Learning a Foreign Language

CHI

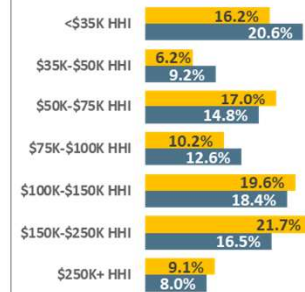


who Regularly Study and Practice Learning a Foreign Language

CHI



HHI of Target vs. Market:



Avg HHI:

\$120,448

\$107,489



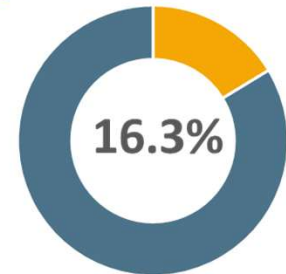
16.3% or 931,150 of WDC DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 39.6 years old (17.4% younger than average) and have a \$140,277 (2.4% higher than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



- who Regularly Study and Practice Learning a Foreign Language
- Remainder of WDC DMA

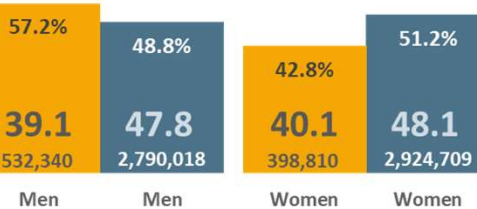
Total Persons:

931,150 4,783,577

%M vs. %F:

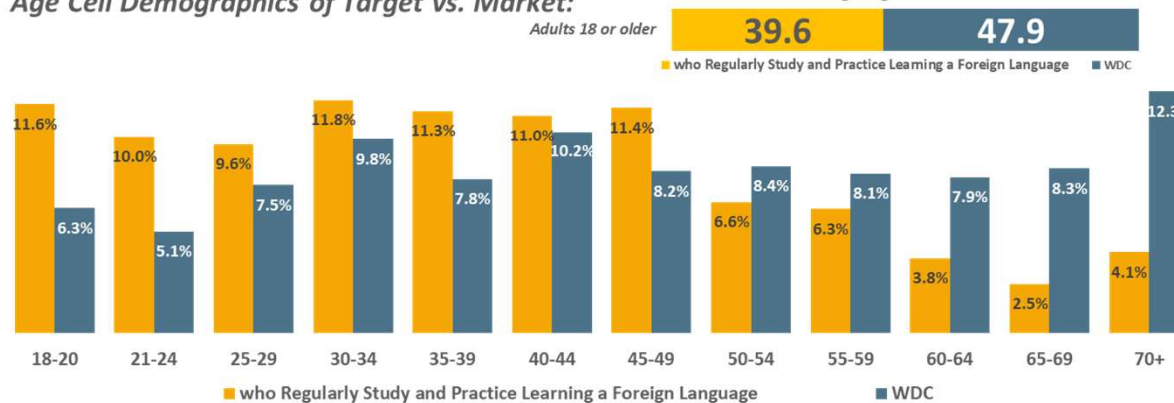
Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

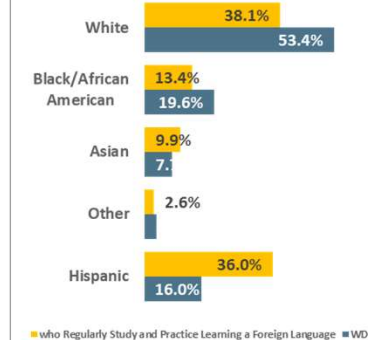
Average Age:



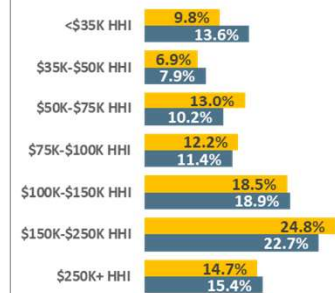
who Regularly Study and Practice Learning a Foreign Language

WDC

Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$140,277 \$137,019



13.1% or 591,990 of SEA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 46.2 years old (4.3% younger than average) and have a \$137,331 (10.% higher than average) annual household income.

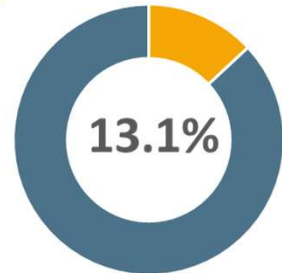


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Regularly Study and Practice Learning a Foreign Language
Remainder of SEA DMA

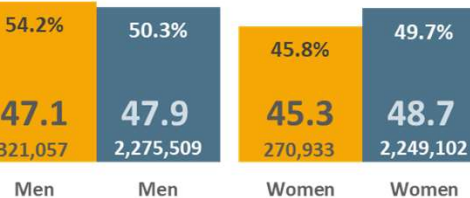
Total Persons:

591,990 3,932,621

%M vs. %F:

Average Age:

Persons:

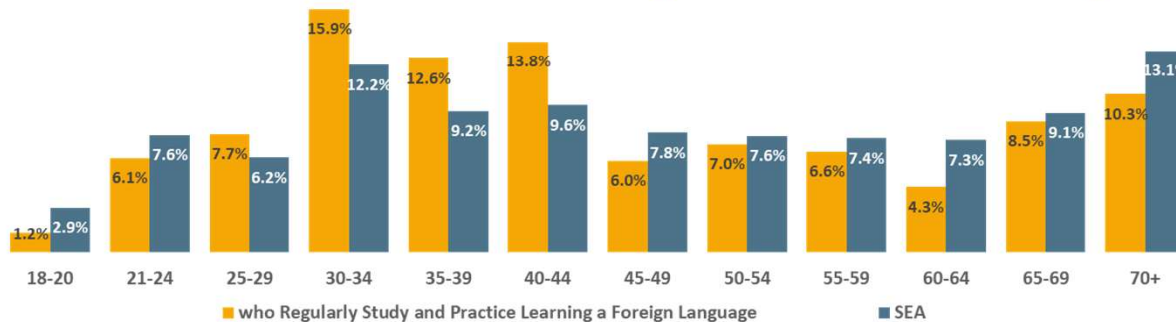


Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

who Regularly Study and Practice Learning a Foreign Language SEA

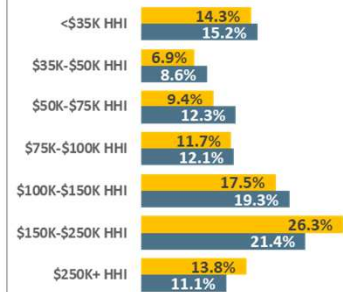


who Regularly Study and Practice Learning a Foreign Language

SEA



HHI of Target vs. Market:



Avg HHI:

\$137,331 \$124,869



13.5% or 640,703 of PHX DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 43.5 years old (10.5% younger than average) and have a \$116,029 (10.1% higher than average) annual household income.

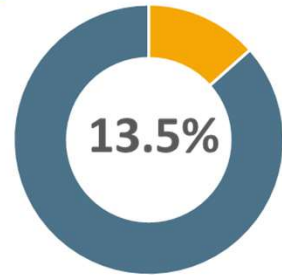


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Regularly Study and Practice Learning a Foreign Language
- Remainder of PHX DMA

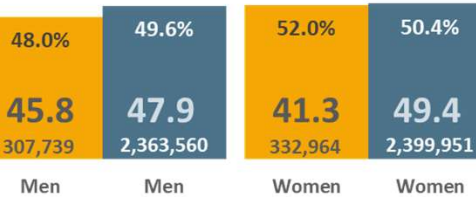
Total Persons:

640,703 4,122,808

%M vs. %F:

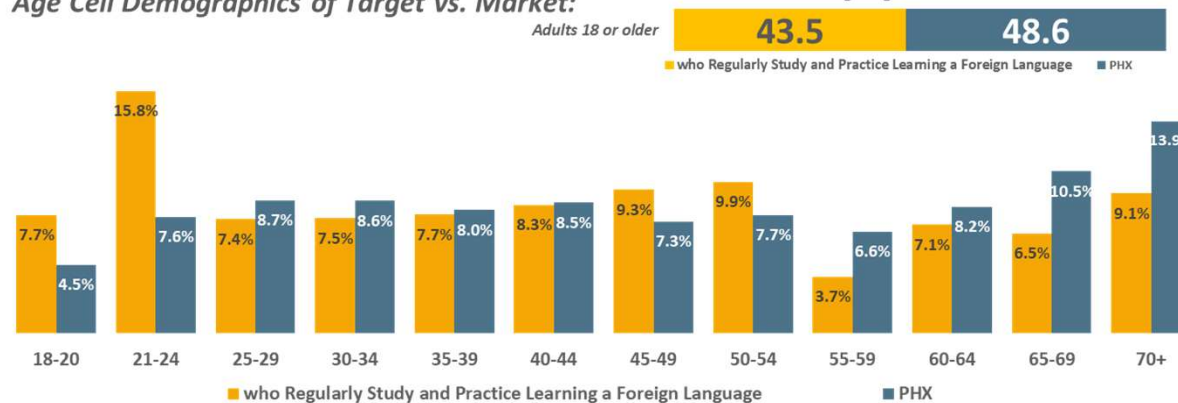
Average Age:

Persons:

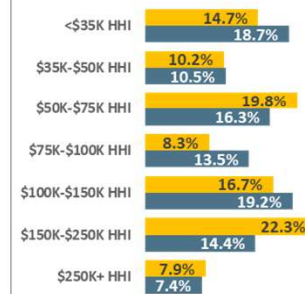


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI:

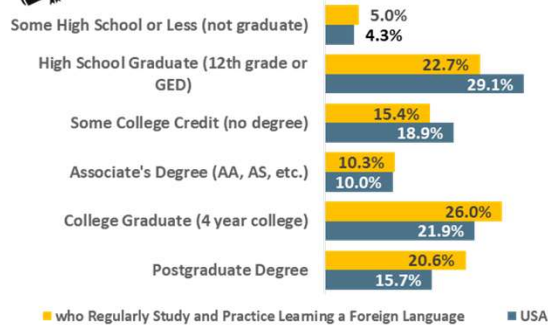
\$116,029 \$105,341



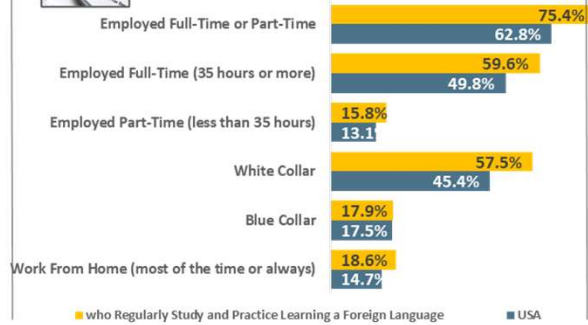
12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign... Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 23.6% more likely to be a college graduate, 19.6% more likely to work full-time, 4.6% less likely to be married, 6.2% more likely to be a parent of 1 or more children unde



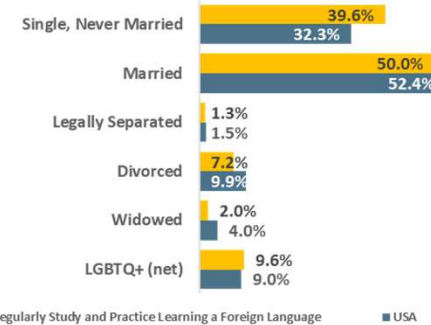
Education Levels: Adults 18 or older



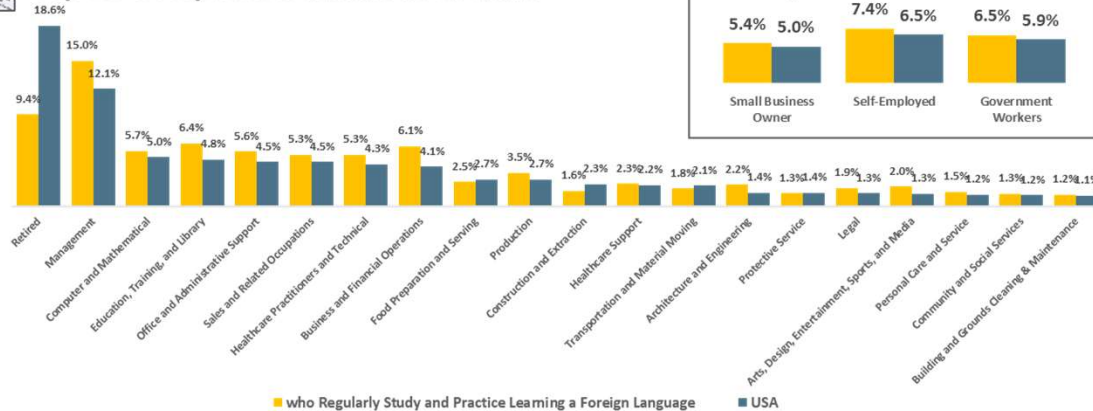
Employment: Adults 18 or older



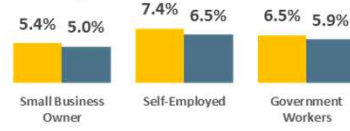
Marital Status: Adults 18 or older



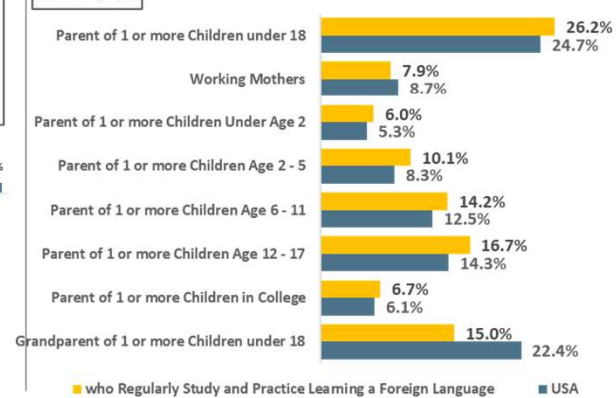
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

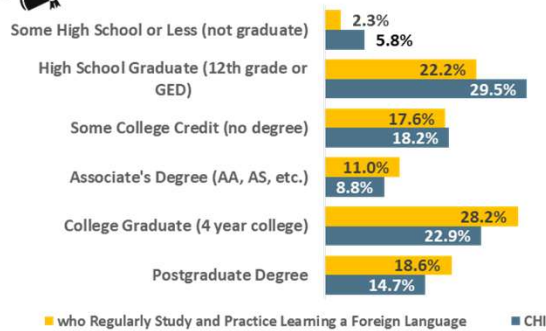




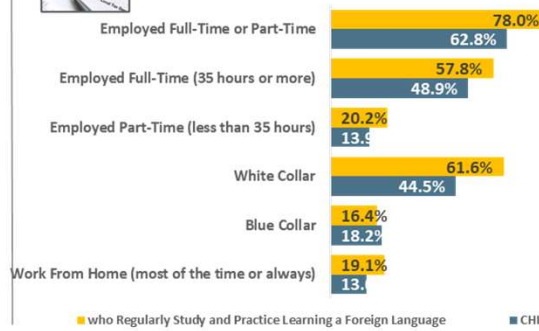
11.8% or 888,888 of CHI DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 24.4% more likely to be a college graduate, 18.3% more likely to work full-time, 12.8% less likely to be married, 1.8% more likely to be a parent of 1 or more children und



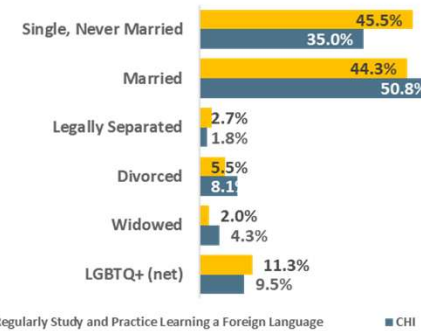
Education Levels: Adults 18 or older



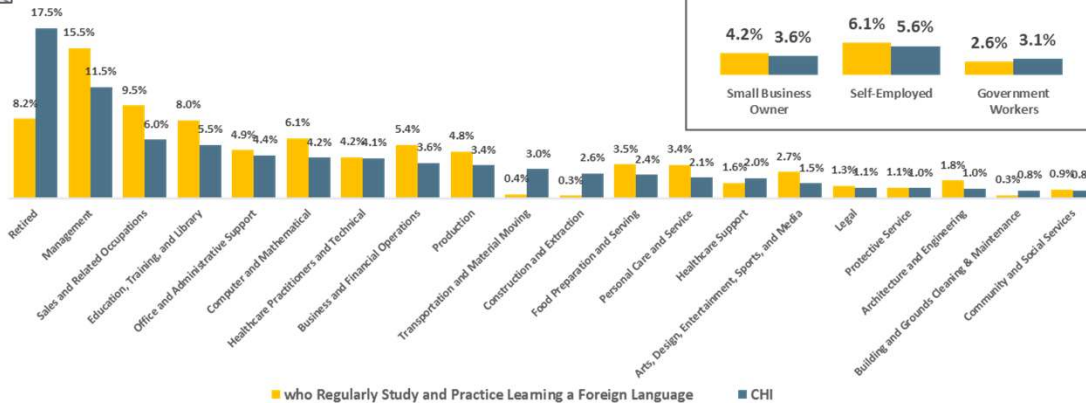
Employment: Adults 18 or older



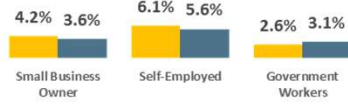
Marital Status: Adults 18 or older



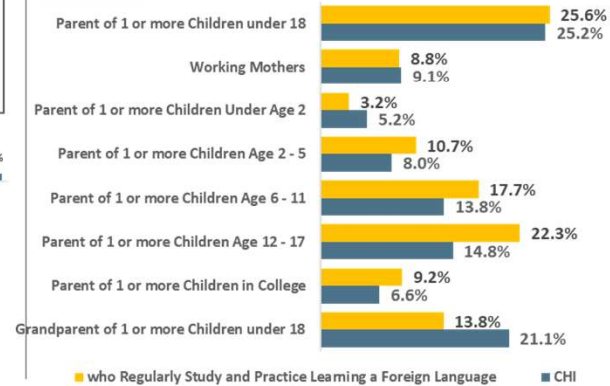
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

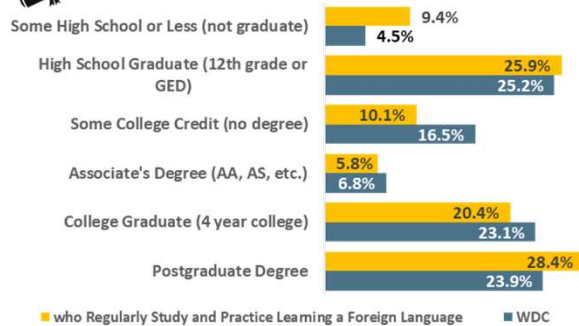




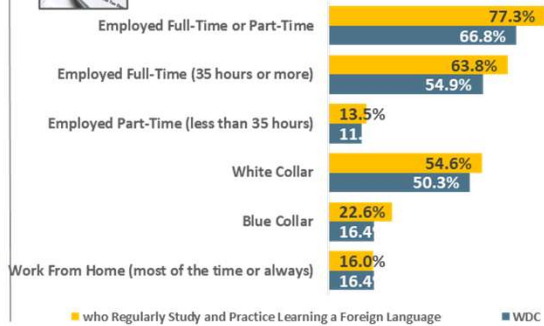
16.3% or 931,150 of WDC DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 3.7% more likely to be a college graduate, 16.2% more likely to work full-time, 7.3% less likely to be married, 7.9% more likely to be a parent of 1 or more children under



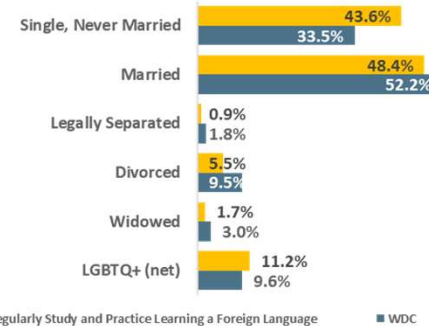
Education Levels: Adults 18 or older



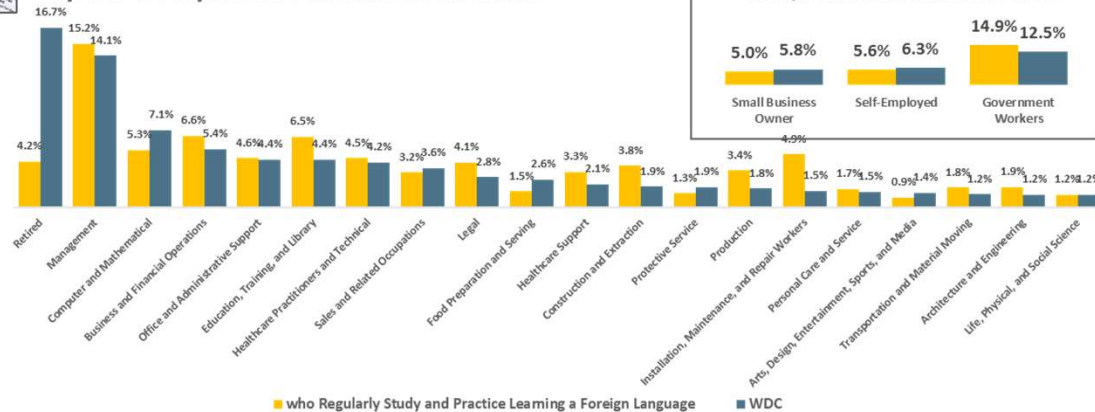
Employment: Adults 18 or older



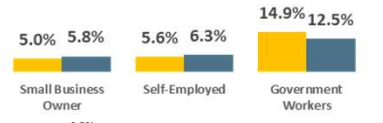
Marital Status: Adults 18 or older



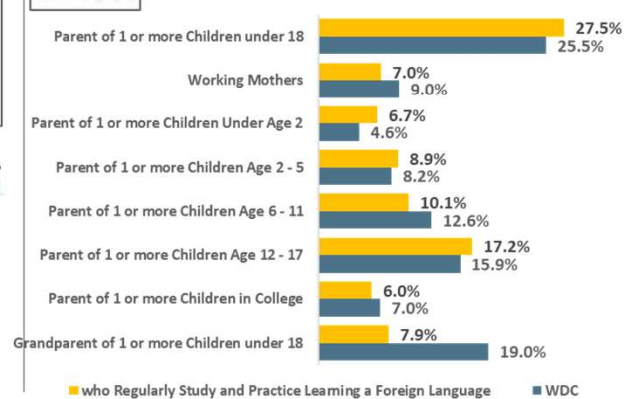
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

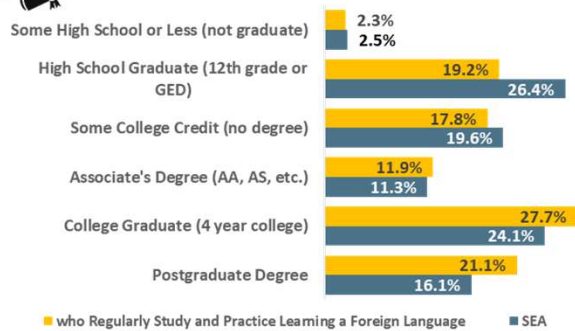




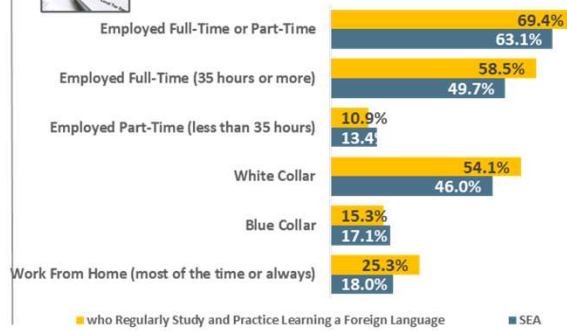
13.1% or 591,990 of SEA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 21.2% more likely to be a college graduate, 17.6% more likely to work full-time, 4.9% more likely to be married, 19.9% more likely to be a parent of 1 or more children und



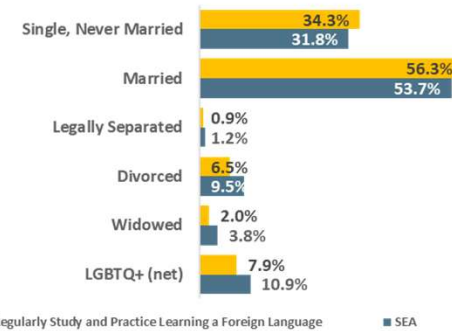
Education Levels: Adults 18 or older



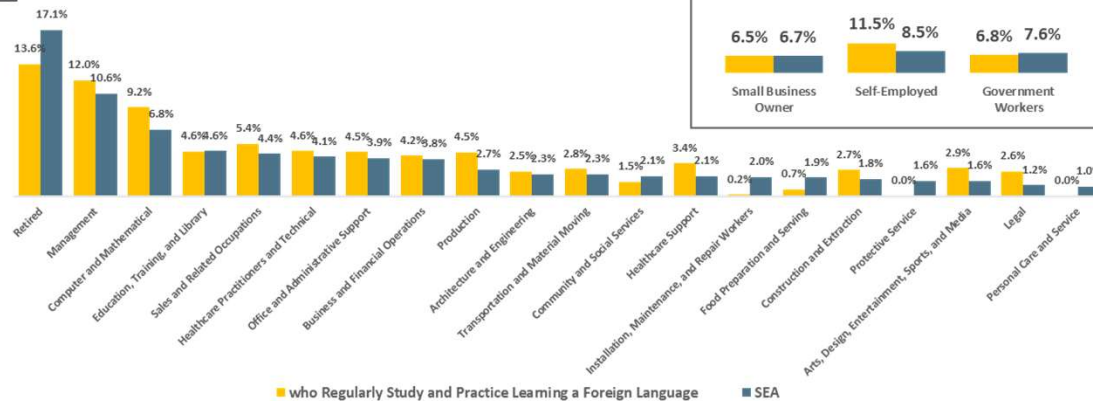
Employment: Adults 18 or older



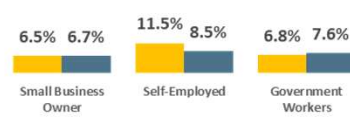
Marital Status: Adults 18 or older



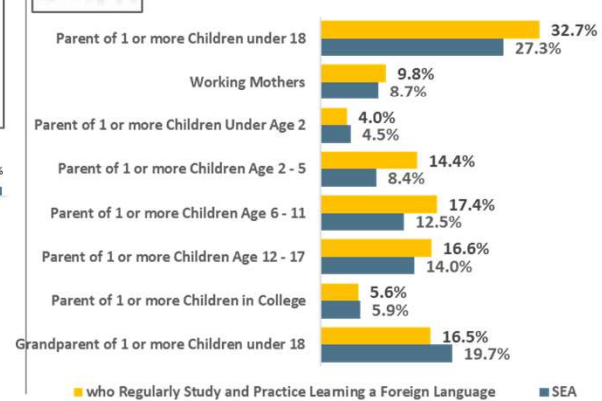
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



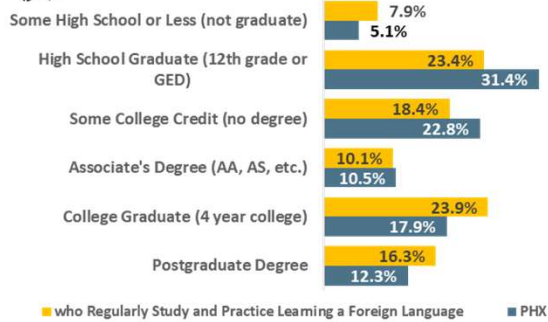
Stage in Life: Adults 18 or older



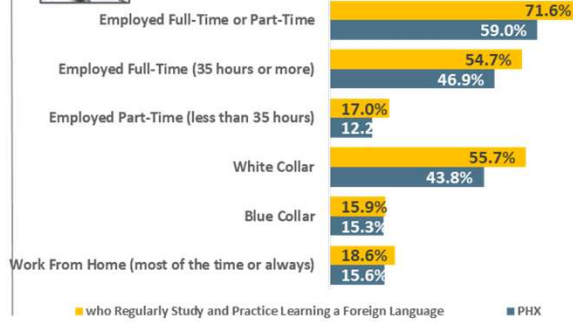


13.5% or 640,703 of PHX DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 33.3% more likely to be a college graduate, 16.7% more likely to work full-time, 6.3% less likely to be married, 5.2% more likely to be a parent of 1 or more children unde

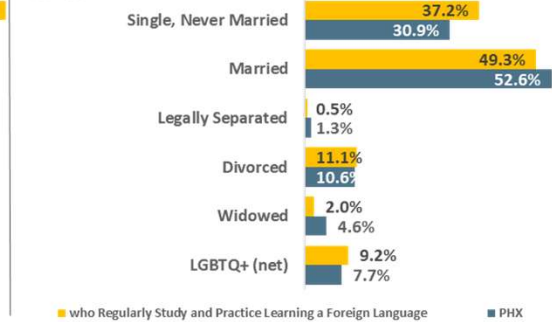
Education Levels: Adults 18 or older



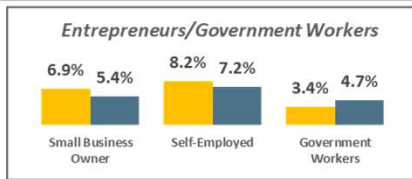
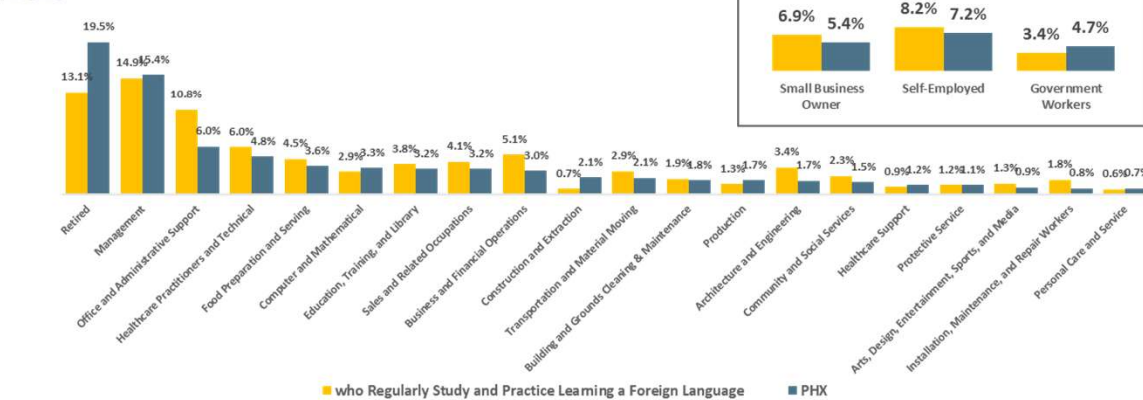
Employment: Adults 18 or older



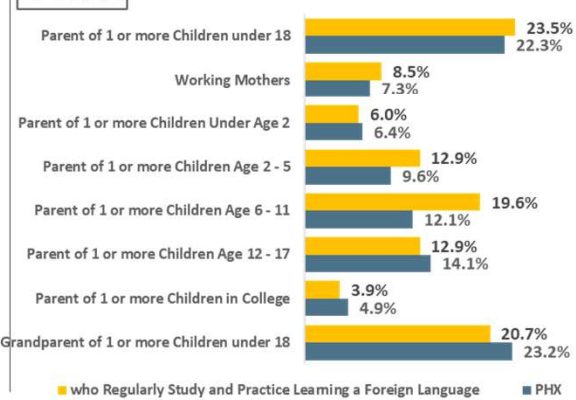
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older

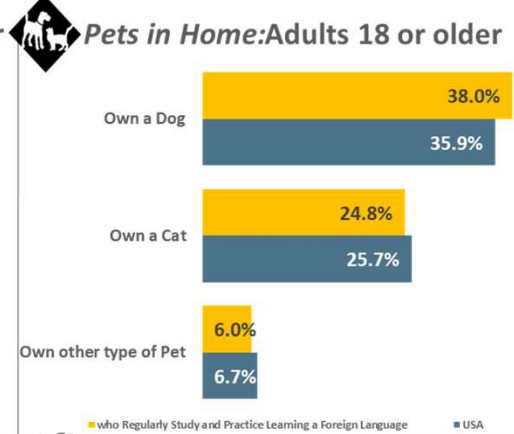
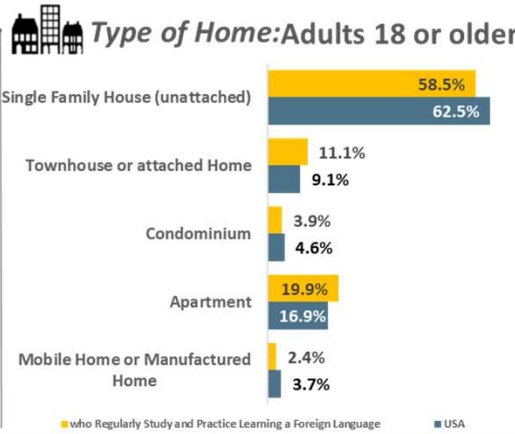
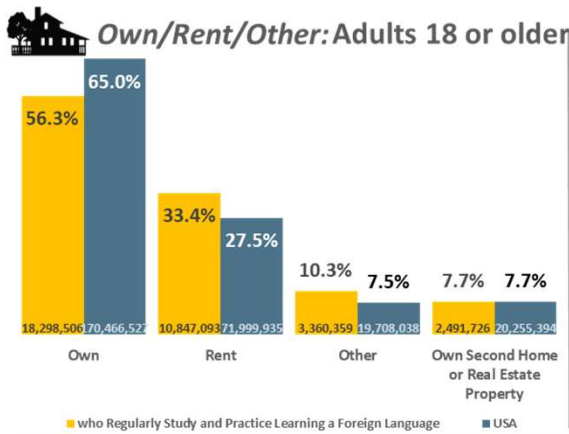


Stage in Life: Adults 18 or older





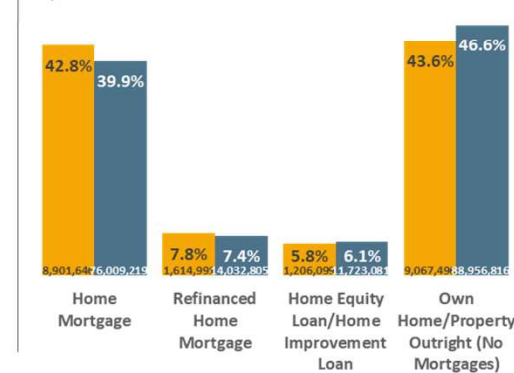
12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 13.4% less likely to own their home, 7.3% more likely to own a higher valued home, 6.4% less likely to have a single-family home, 6.% more likely to have a dog.



Value of Owned Home: Adults 18 or older



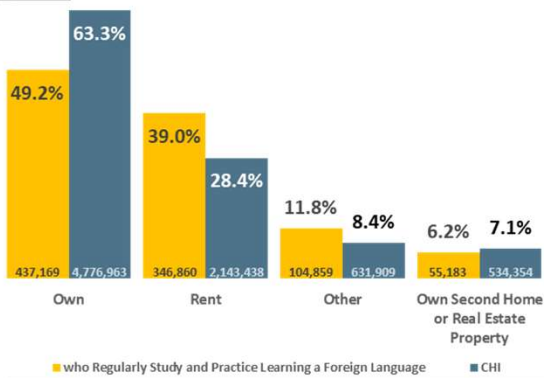
Home Loans: Adults 18 or older



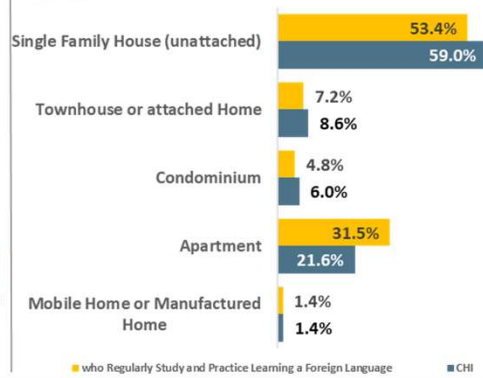


11.8% or 888,888 of CHI DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 22.2% less likely to own their home, 4.4% more likely to own a higher valued home, 9.5% less likely to have a single-family home, 8.2% more likely to have a dog.

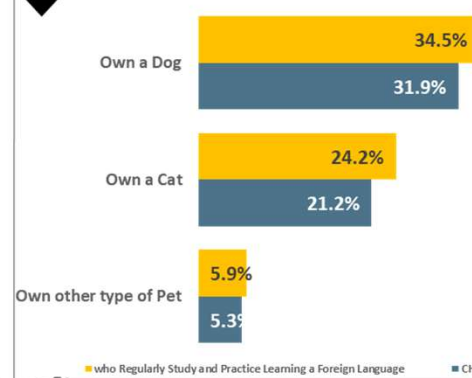
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



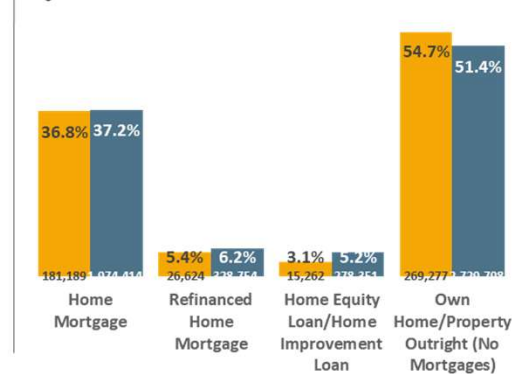
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



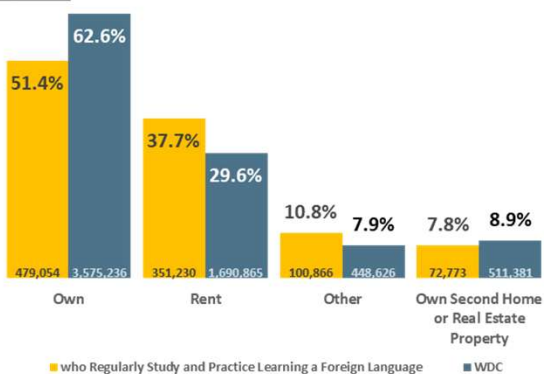
Home Loans: Adults 18 or older



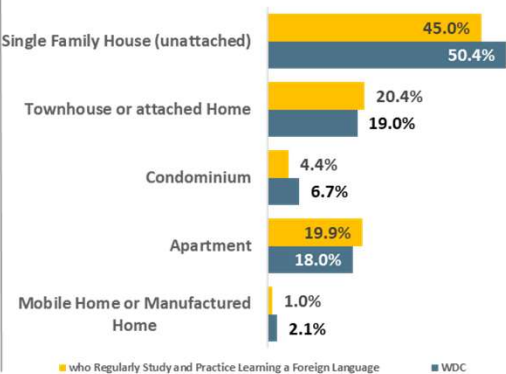


16.3% or 931,150 of WDC DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 17.8% less likely to own their home, 1.4% more likely to own a higher valued home, 10.6% less likely to have a single-family home, 2.1% less likely to have a dog.

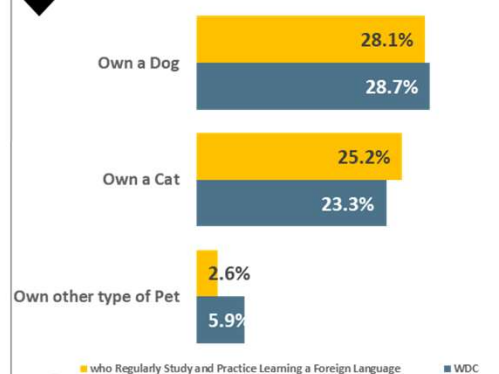
Own/Rent/Other: Adults 18 or older



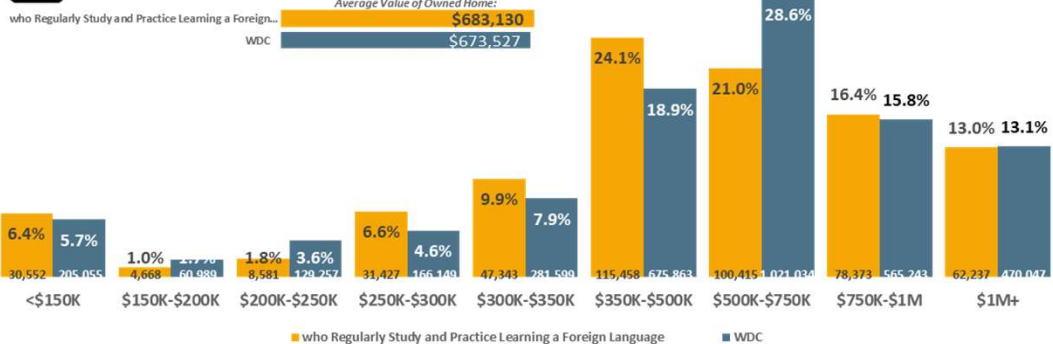
Type of Home: Adults 18 or older



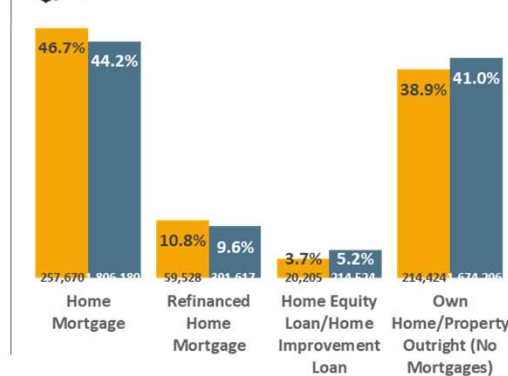
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

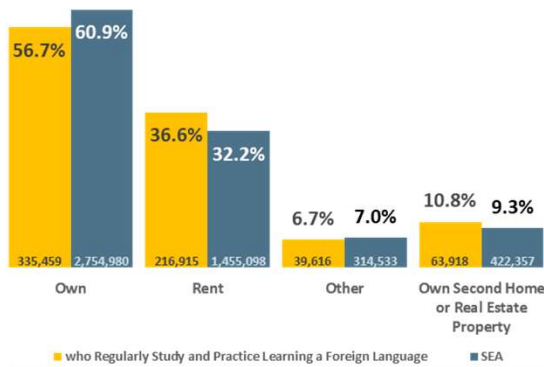




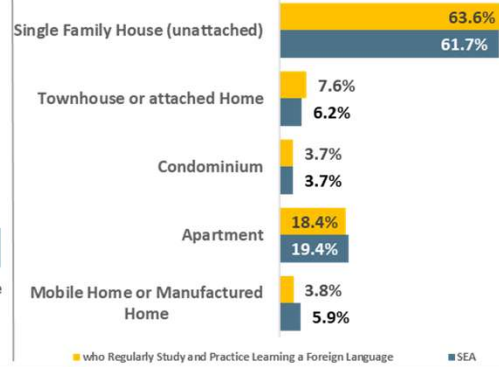
13.1% or 591,990 of SEA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 6.9% less likely to own their home, 2.2% more likely to own a higher valued home, 3.1% more likely to have a single-family home, 9.9% more likely to have a dog.



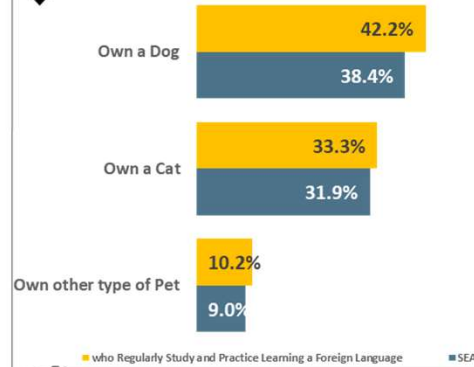
Own/Rent/Other: Adults 18 or older



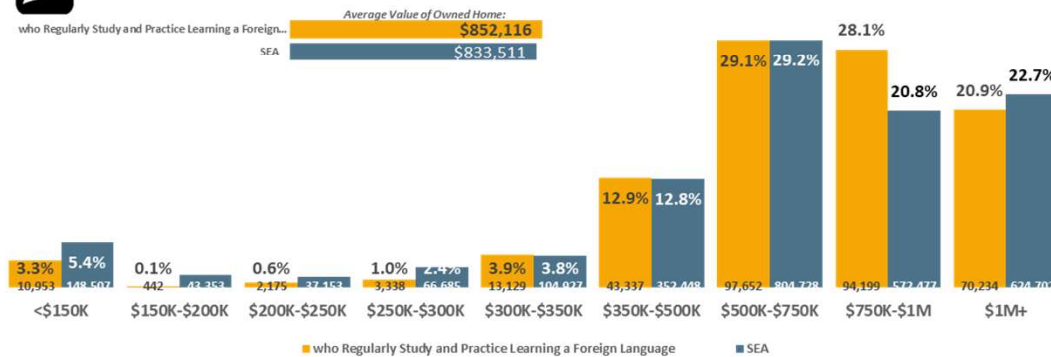
Type of Home: Adults 18 or older



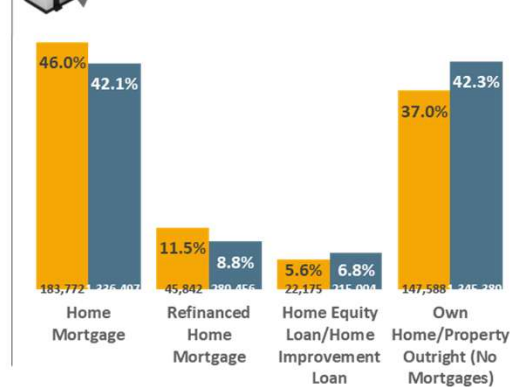
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



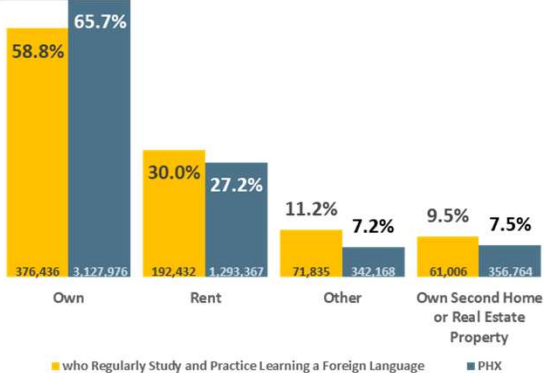
Home Loans: Adults 18 or older



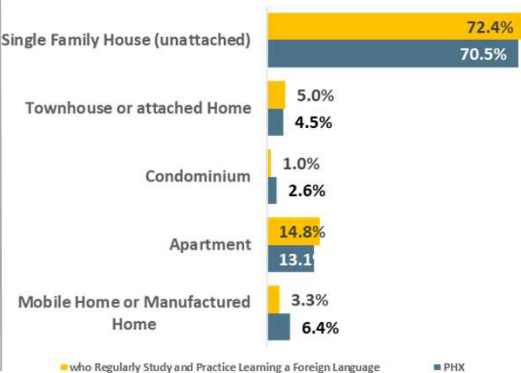


13.5% or 640,703 of PHX DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 10.5% less likely to own their home, 5.7% more likely to own a higher valued home, 2.8% more likely to have a single-family home, 15.% more likely to have a dog.

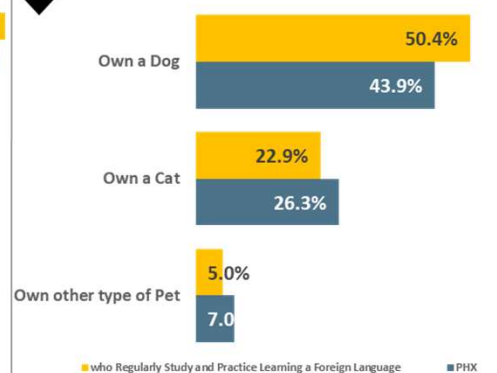
Own/Rent/Other: Adults 18 or older



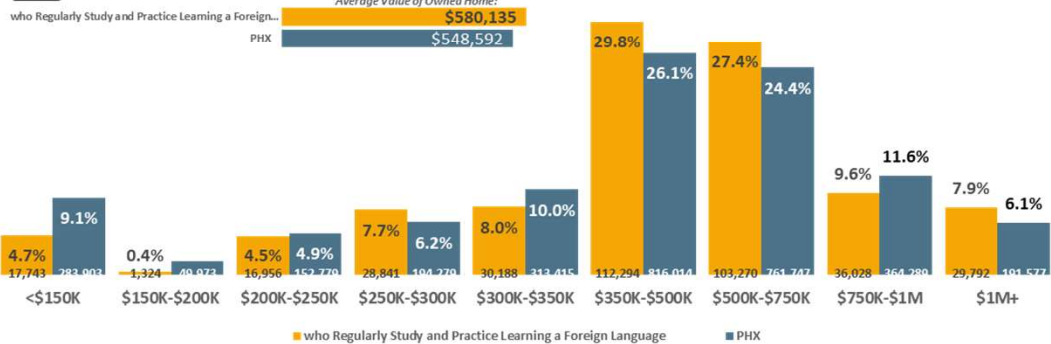
Type of Home: Adults 18 or older



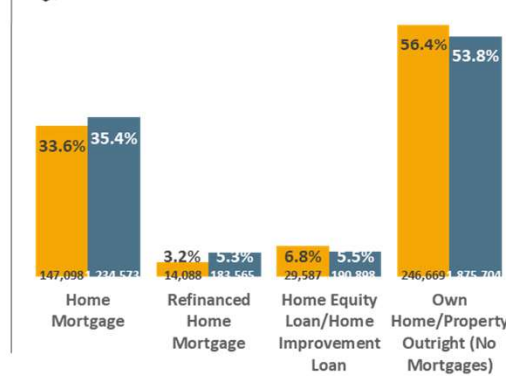
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

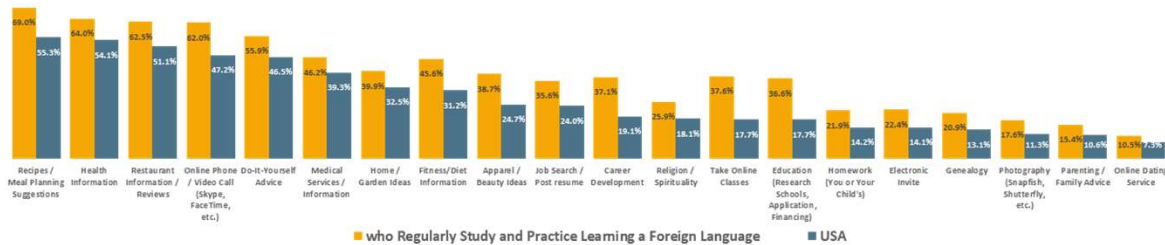




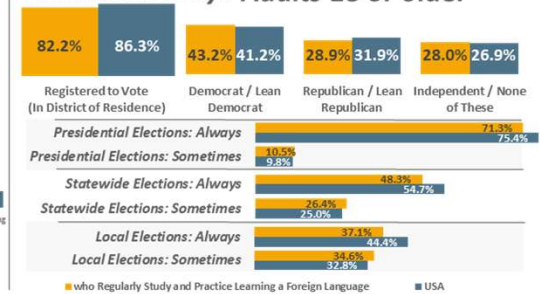
12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 20.3% more likely to look up D-I-Y advice online, 16.5% less likely to always vote in local elections, 28.1% more likely to belong to a gym, 7.9% more likely to fly domestic



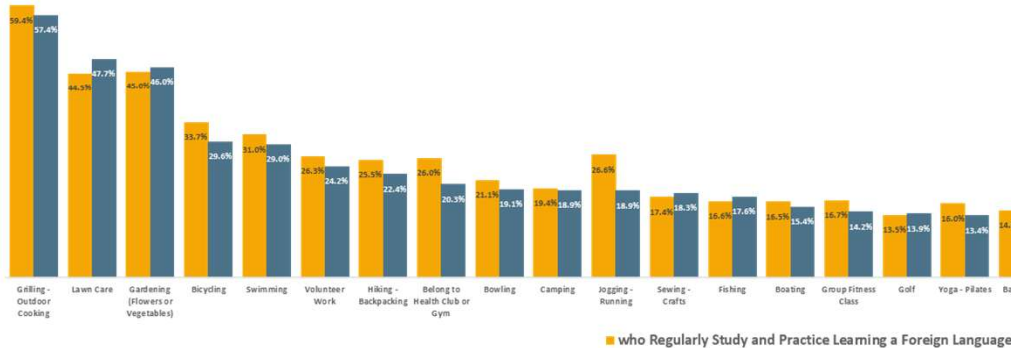
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



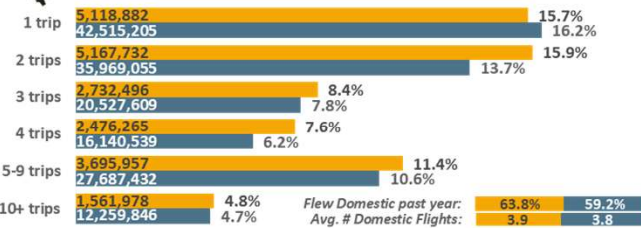
Political Activity: Adults 18 or older



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



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



Flew Domestic past year: 63.8%
Avg. # Domestic Flights: 3.9



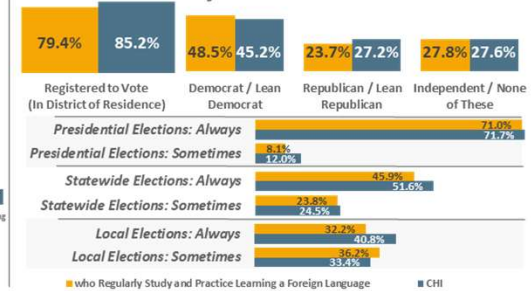
11.8% or 888,888 of CHI DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 15.7% more likely to look up D-I-Y advice online, 21.% less likely to always vote in local elections, 40.8% more likely to belong to a gym, 1.5% more likely to fly domesti



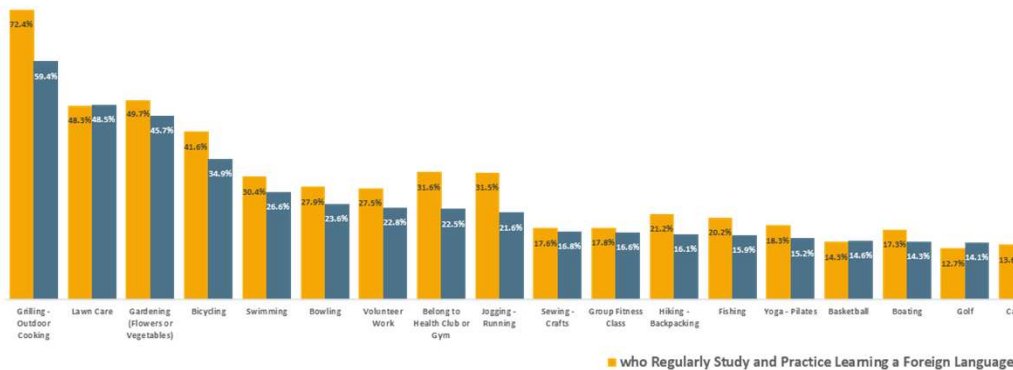
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



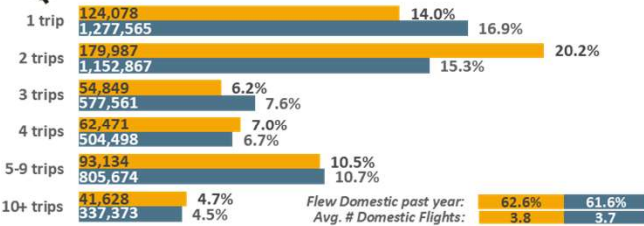
Political Activity: Adults 18 or older



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



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

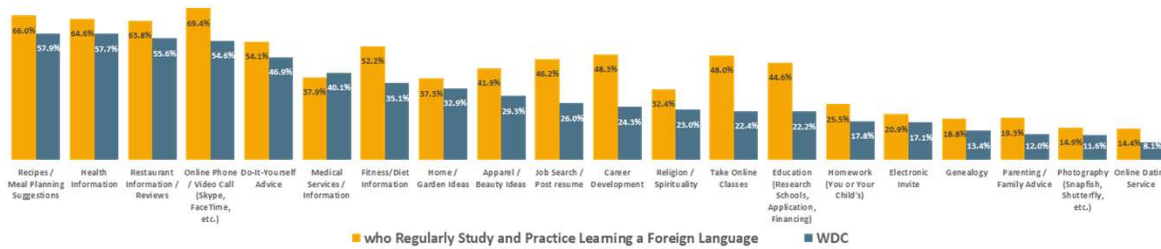




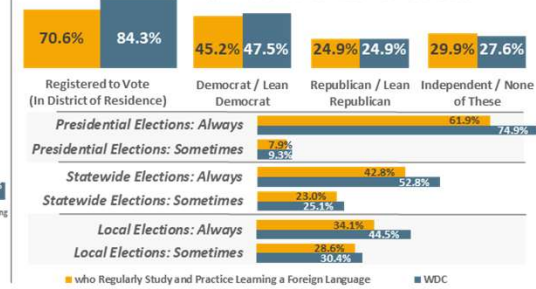
16.3% or 931,150 of WDC DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 15.3% more likely to look up D-I-Y advice online, 23.3% less likely to always vote in local elections, .5% less likely to belong to a gym, .9% less likely to fly domestic



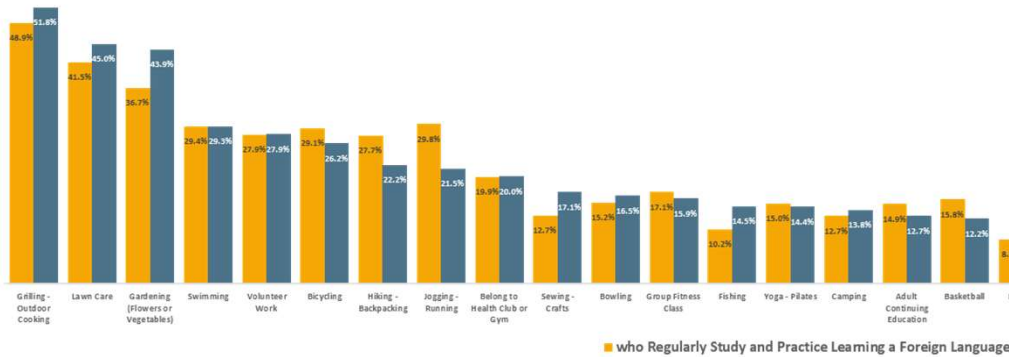
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



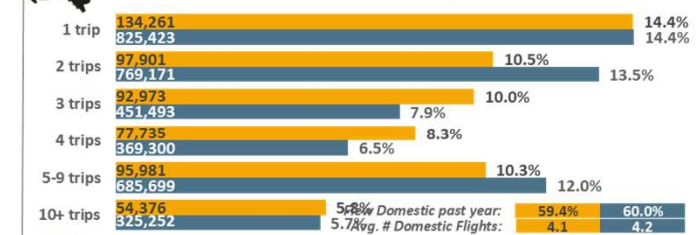
Political Activity: Adults 18 or older



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



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



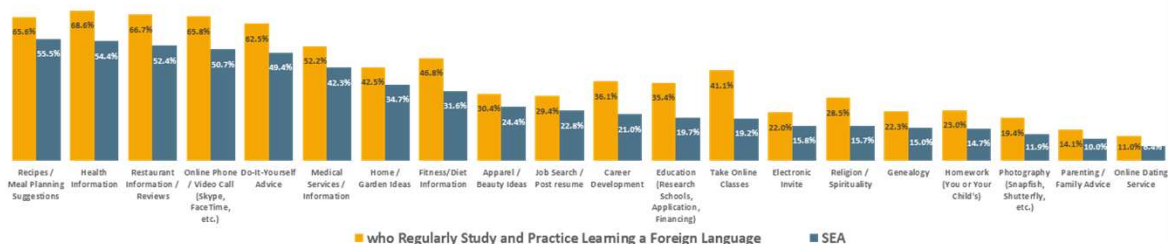
Domestic past year: 5.8%
Avg. # Domestic Flights: 4.1



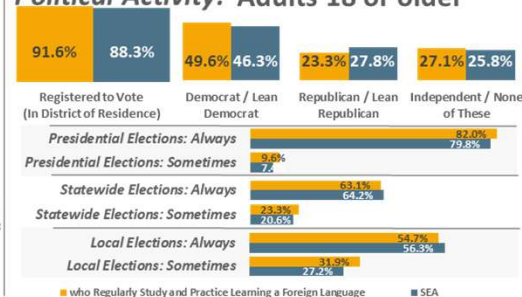
13.1% or 591,990 of SEA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 26.7% more likely to look up D-I-Y advice online, 3% less likely to always vote in local elections, 11.1% more likely to belong to a gym, 6.1% more likely to fly domestic



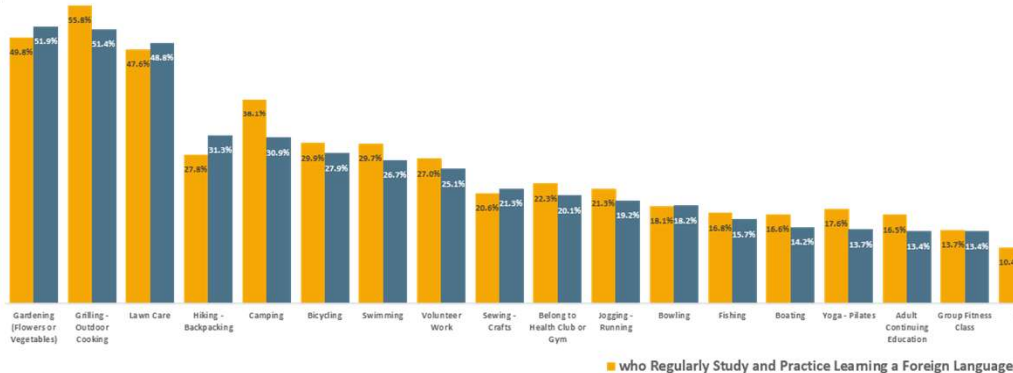
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



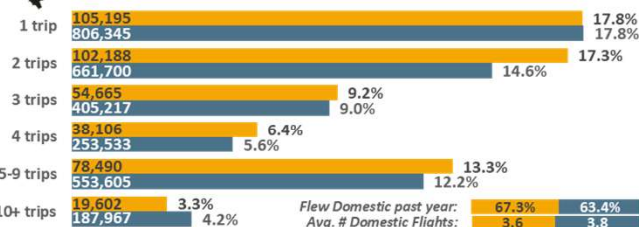
Political Activity: Adults 18 or older



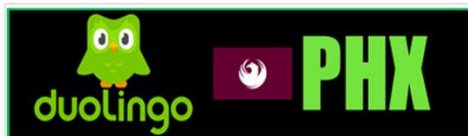
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



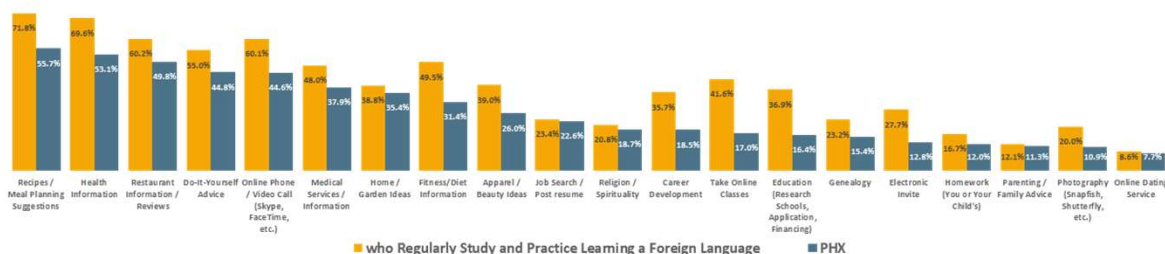
Flew Domestic past year: 67.3%
Avg. # Domestic Flights: 3.6



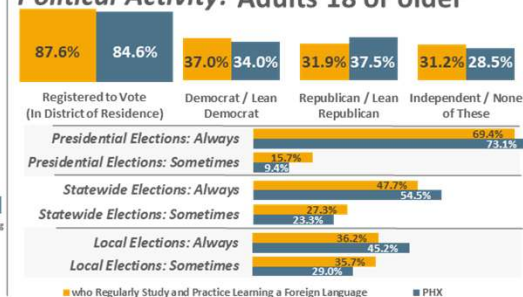
13.5% or 640,703 of PHX DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 22.6% more likely to look up D-I-Y advice online, 19.9% less likely to always vote in local elections, 64.3% more likely to belong to a gym, 14.4% more likely to fly domes



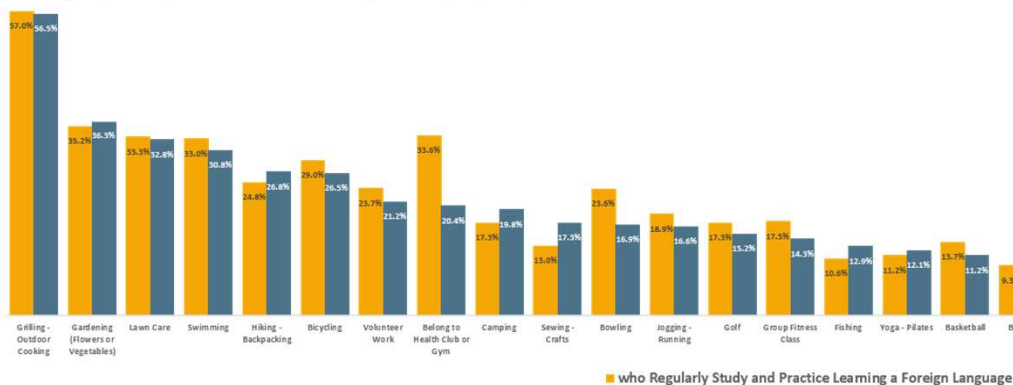
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



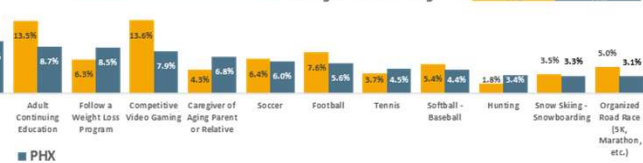
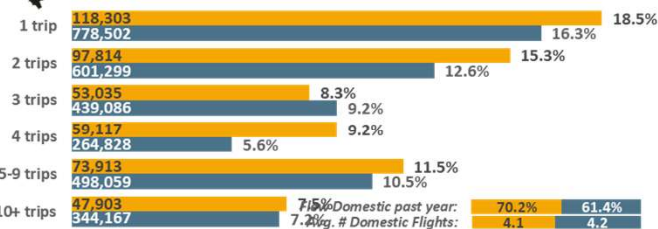
Political Activity: Adults 18 or older



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



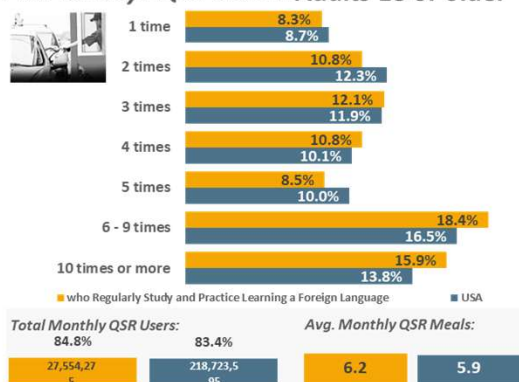
Past 12-months Domestic Airline Trips: Adults 18 or older



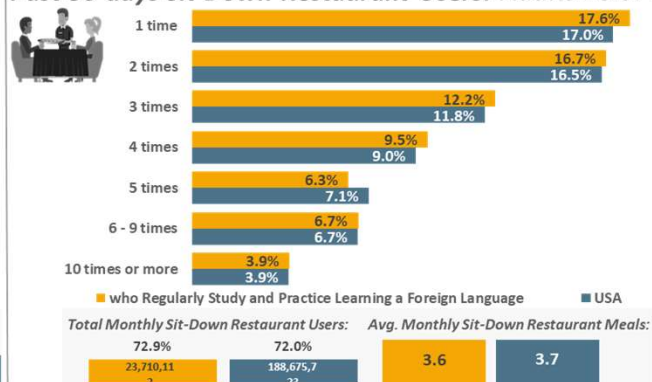


12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 1.6% more likely to use QSRs past mo., 1.4% more likely to use Sit-Down Restaurants past mo., 2.6% less likely to use Casinos past yr., 31.1% less likely to smoke cigarett

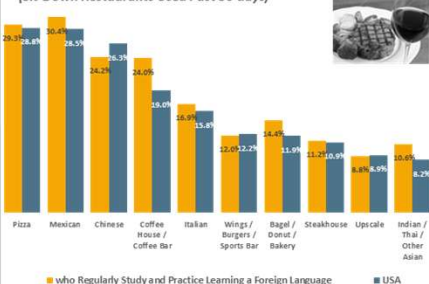
Past 30-days QSR Users: Adults 18 or older



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)

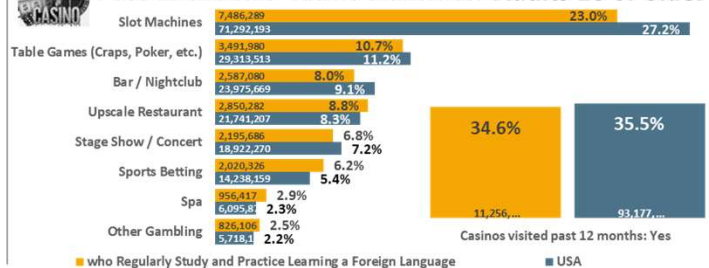


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Regularly Study and Practice Learning a Foreign... 7,604,333 23.4%
USA 51,200,423 19.5%

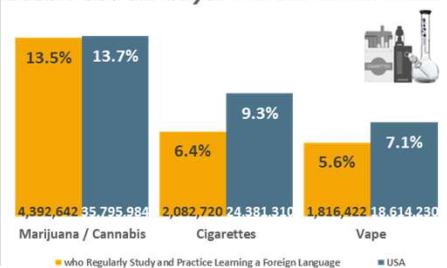
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



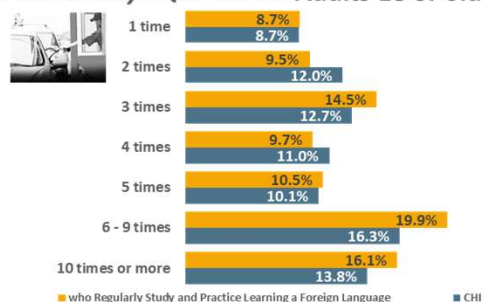
Used Past 30-days: Adults 18 or older





11.8% or 888,888 of CHI DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 5.1% more likely to use QSRs past mo., 2.6% more likely to use Sit-Down Restaurants past mo., 13.5% less likely to use Casinos past yr., 23.3% less likely to smoke cigarette

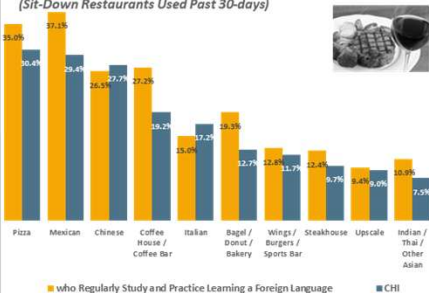
Past 30-days QSR Users: Adults 18 or older



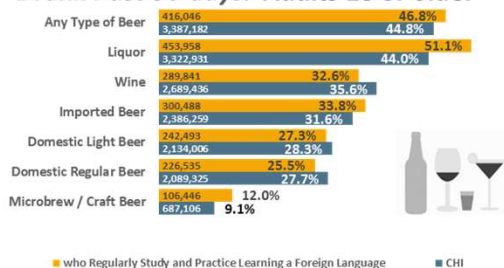
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



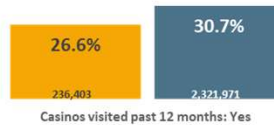
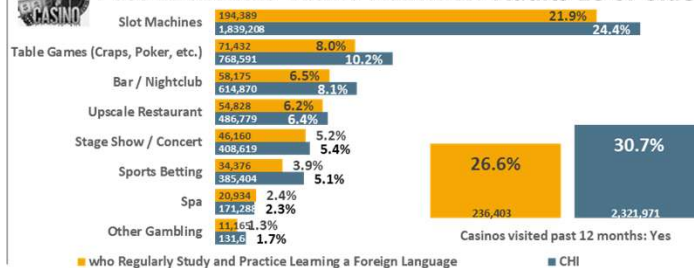
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



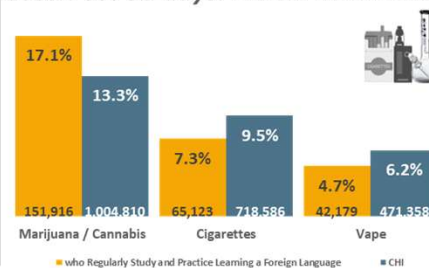
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



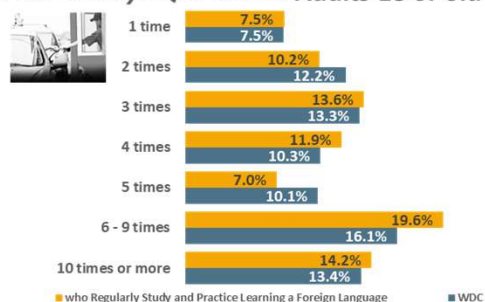
Used Past 30-days: Adults 18 or older



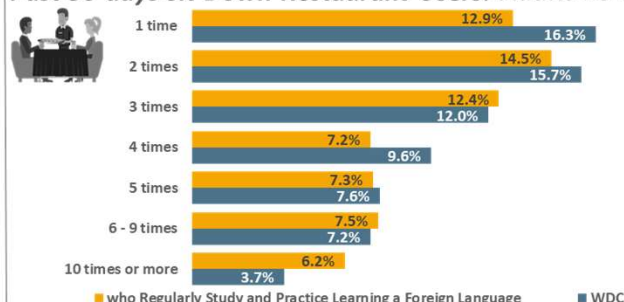


16.3% or 931,150 of WDC DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 1.5% more likely to use QSRs past mo., 5.7% less likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 20.0% less likely to smoke cigarett

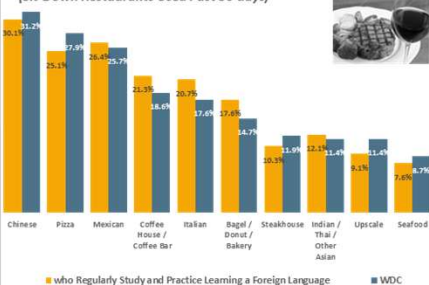
Past 30-days QSR Users: Adults 18 or older



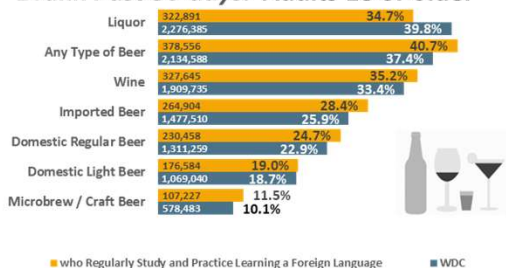
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



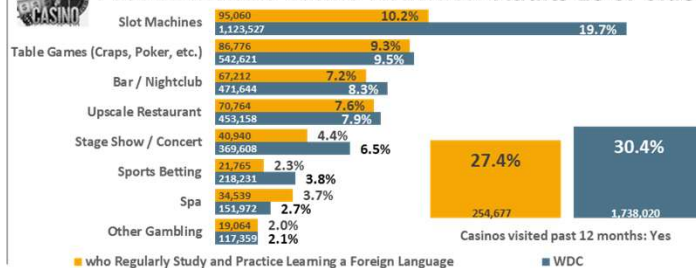
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



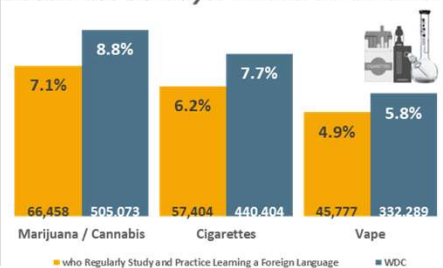
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



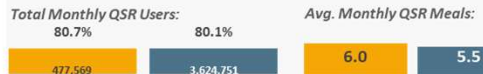
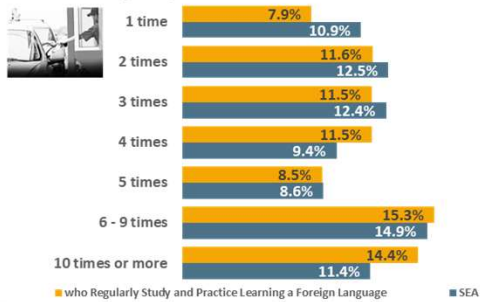
Used Past 30-days: Adults 18 or older



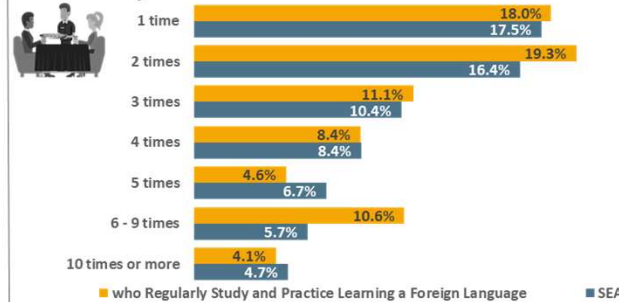


13.1% or 591,990 of SEA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are .7% more likely to use QSRs past mo., 8.8% more likely to use Sit-Down Restaurants past mo., 9.2% more likely to use Casinos past yr., 10.8% less likely to smoke cigarette

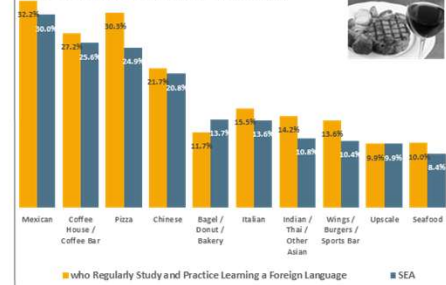
Past 30-days QSR Users: Adults 18 or older



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



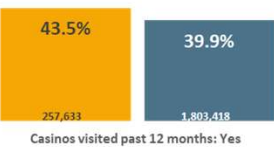
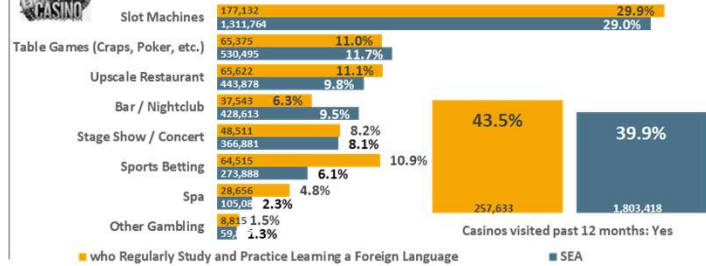
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



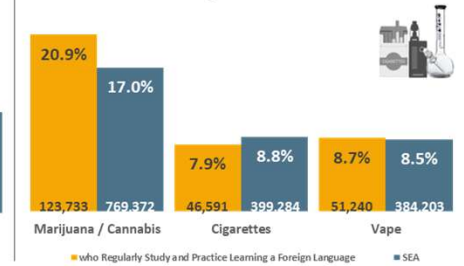
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



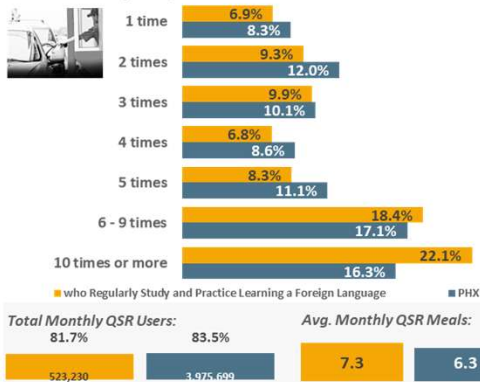
Used Past 30-days: Adults 18 or older



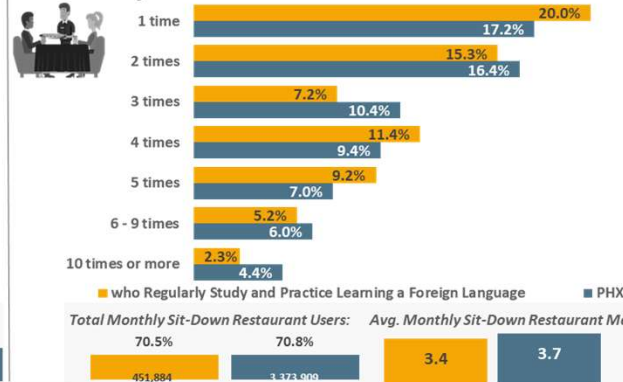


13.5% or 640,703 of PHX DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 2.2% less likely to use QSRs past mo., .4% less likely to use Sit-Down Restaurants past mo., 2.9% more likely to use Casinos past yr., 57.4% less likely to smoke cigarette

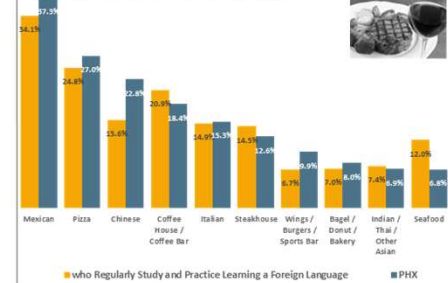
Past 30-days QSR Users: Adults 18 or older



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

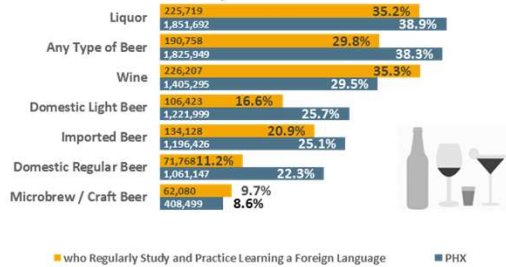


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

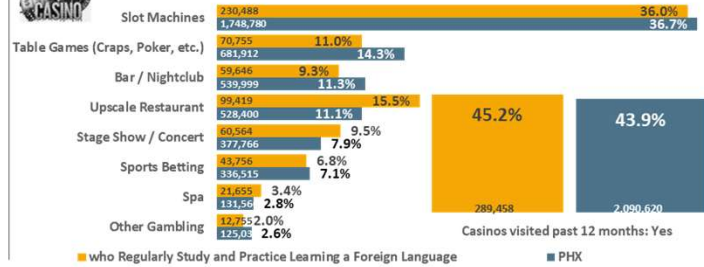


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Regularly Study and Practice Learning a Foreign... 91,753 14.3%
 PHX 785,235 16.5%

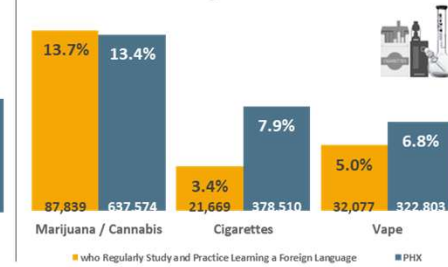
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

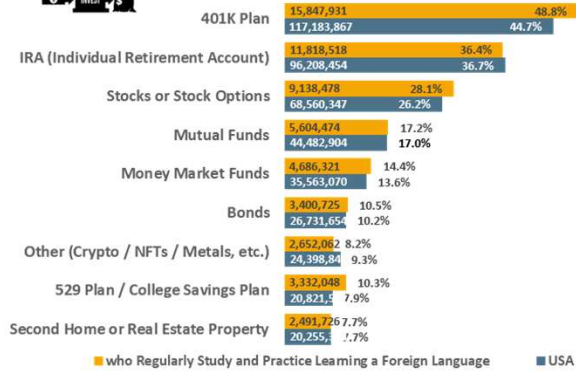




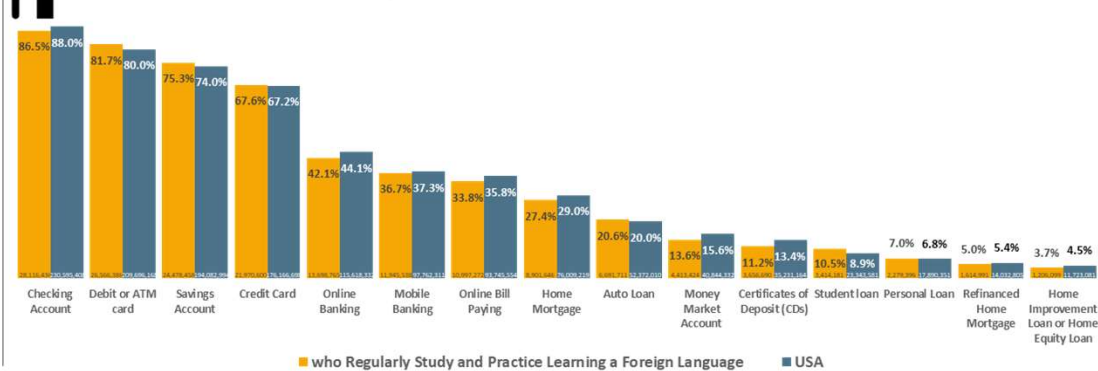
12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 9.1% more likely to have a 401K, 3.1% more likely to have an Auto Loan, 16.% more likely to Invest/Trade Stocks Online, 3.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



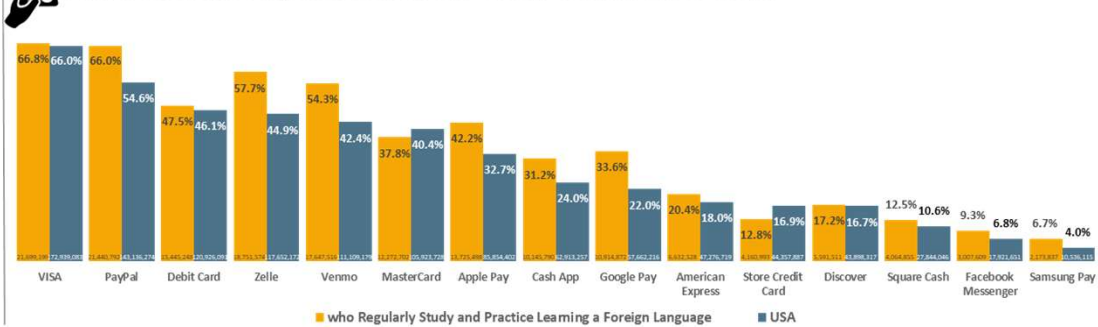
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





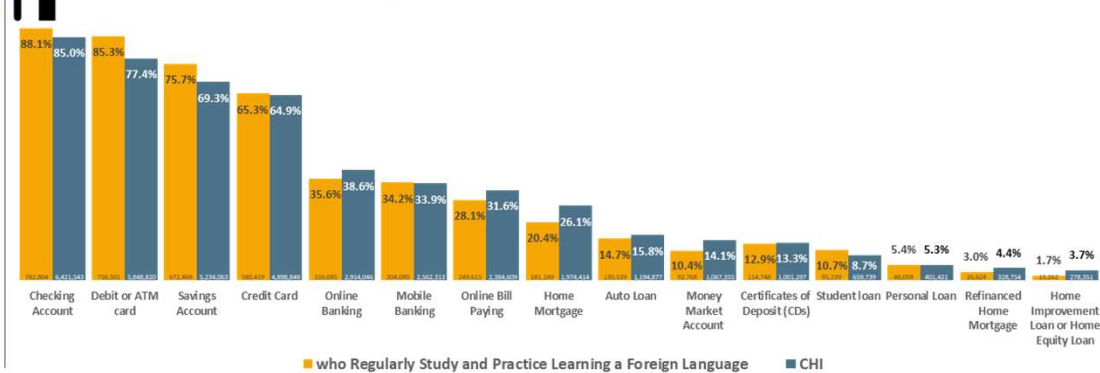
11.8% or 888,888 of CHI DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 11% more likely to have a 401K, 7.2% less likely to have an Auto Loan, 20.2% more likely to Invest/Trade Stocks Online, 22.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



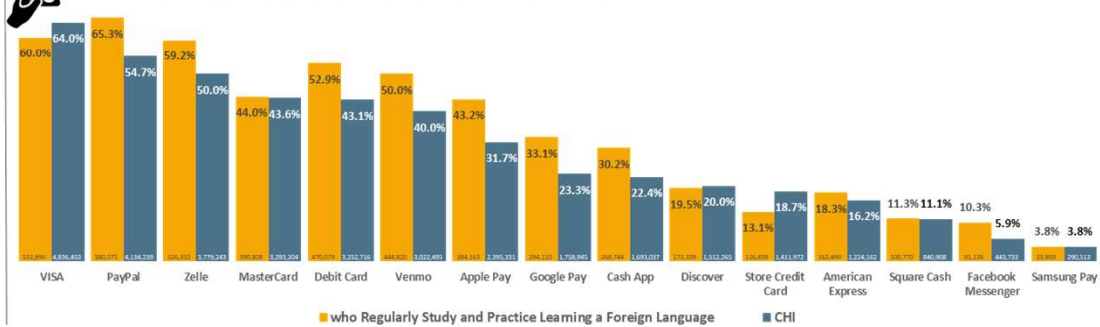
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





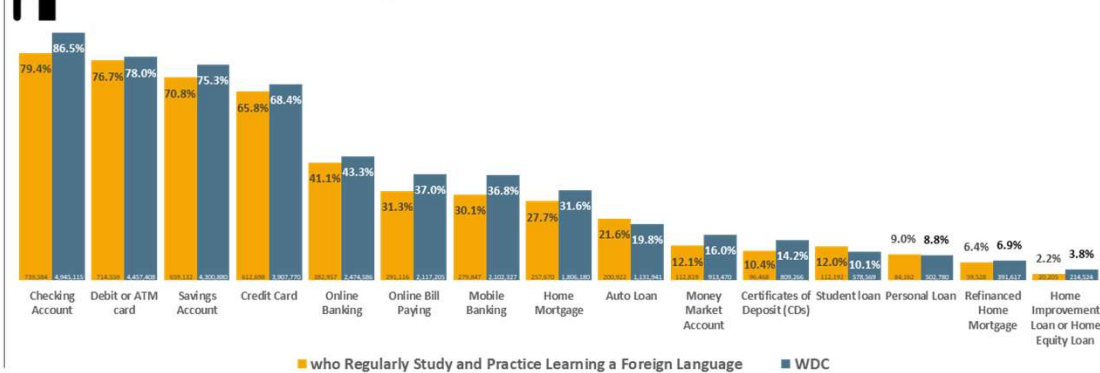
16.3% or 931,150 of WDC DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 2.4% less likely to have a 401K, 8.9% more likely to have an Auto Loan, 6.5% less likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



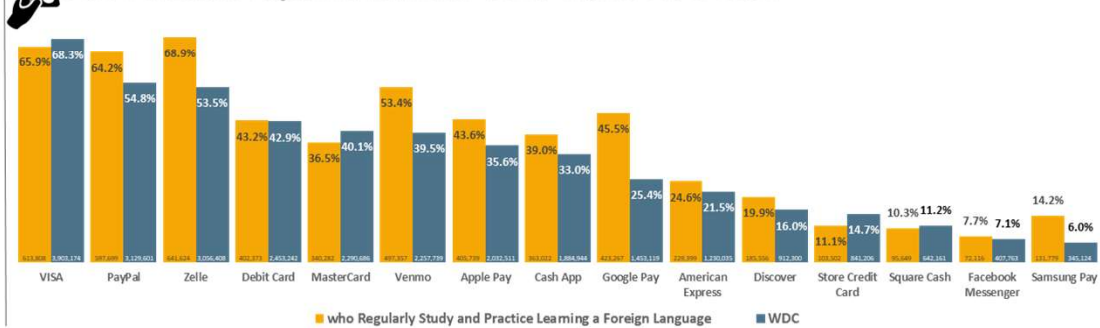
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





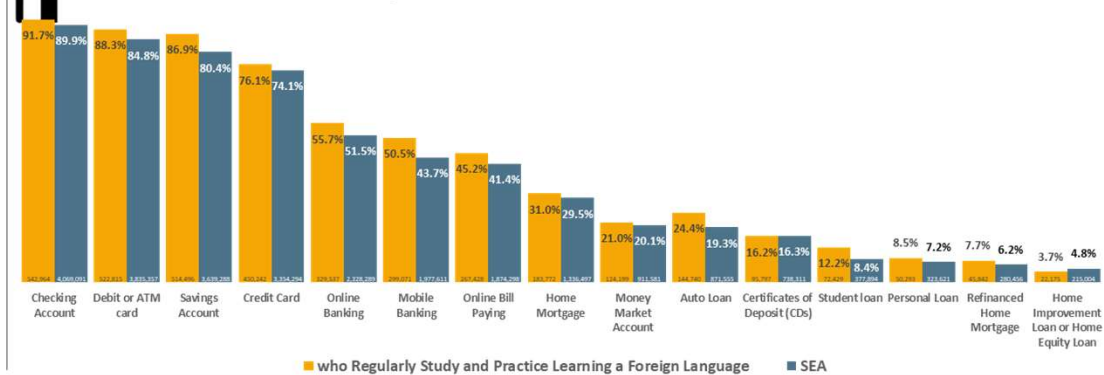
13.1% or 591,990 of SEA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 11.6% more likely to have a 401K, 26.9% more likely to have an Auto Loan, 25.2% more likely to Invest/Trade Stocks Online, 2.4% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



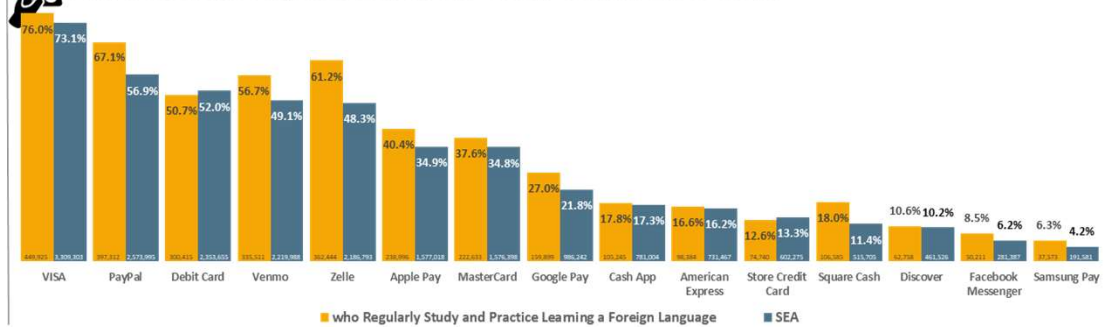
Financial Services Has and/or Uses: Adults 18 or older

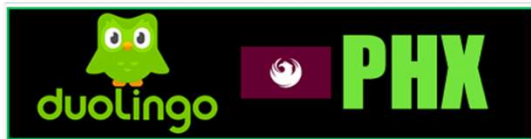


Professional Services Used*: Adults 18 or older



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

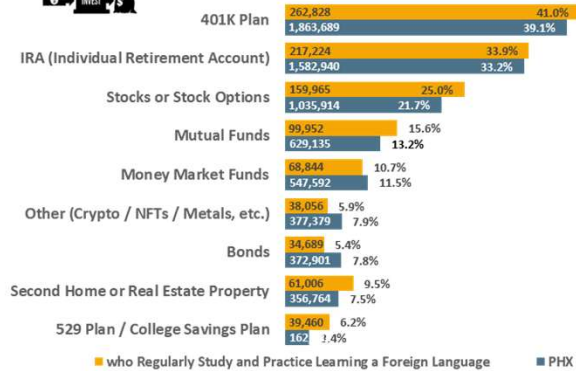




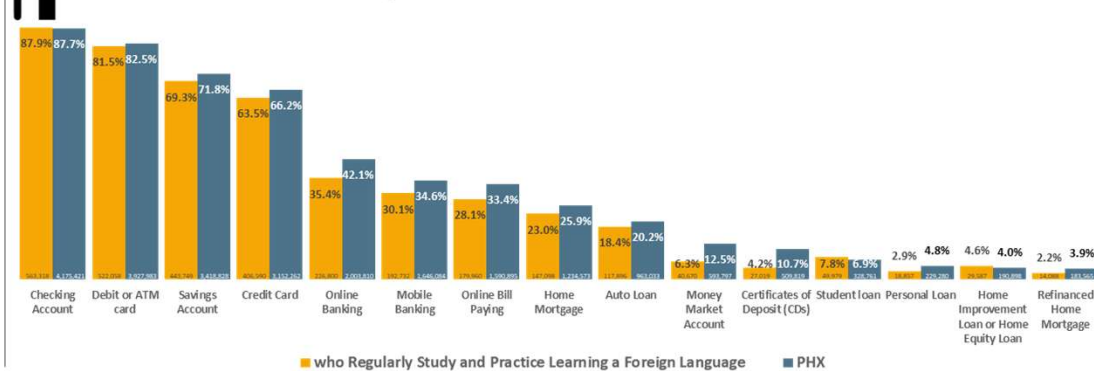
13.5% or 640,703 of PHX DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 4.9% more likely to have a 401K, 9.9% less likely to have an Auto Loan, 1.8% less likely to Invest/Trade Stocks Online, 9.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



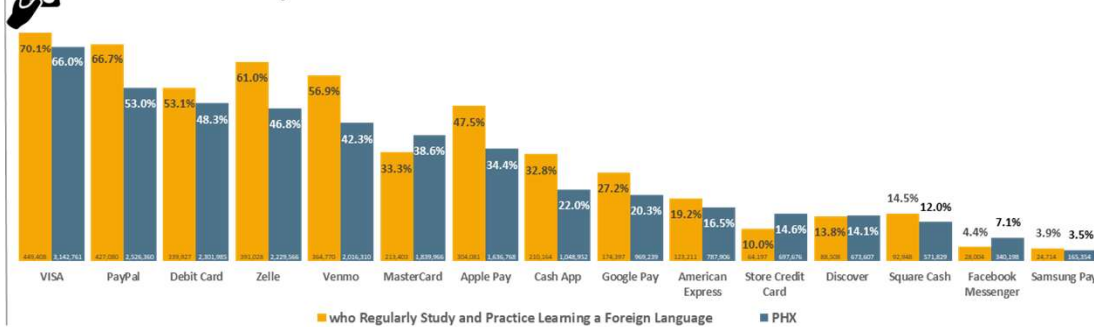
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

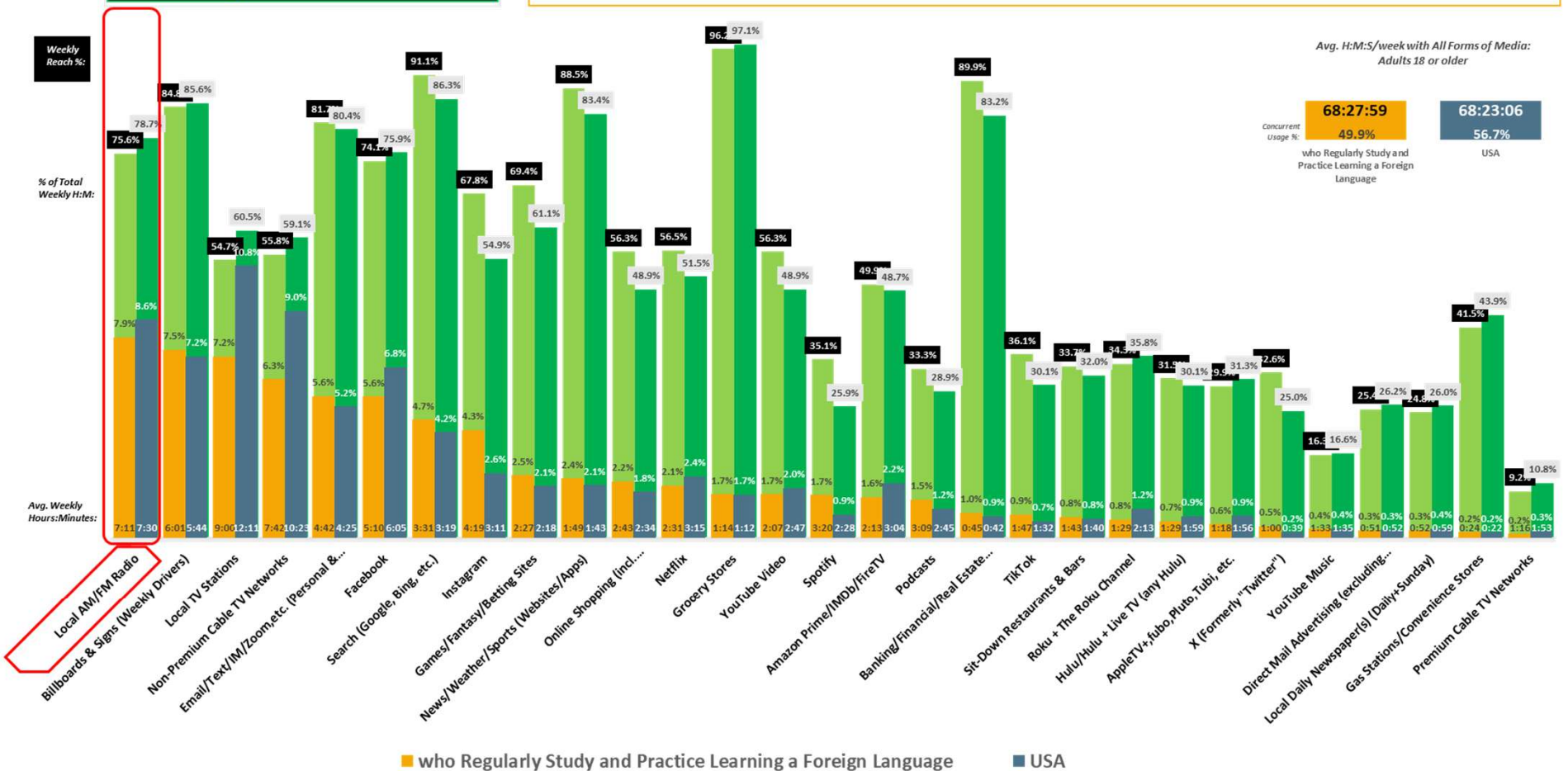


Past 3-Months Payment Methods Used: Adults 18 or older



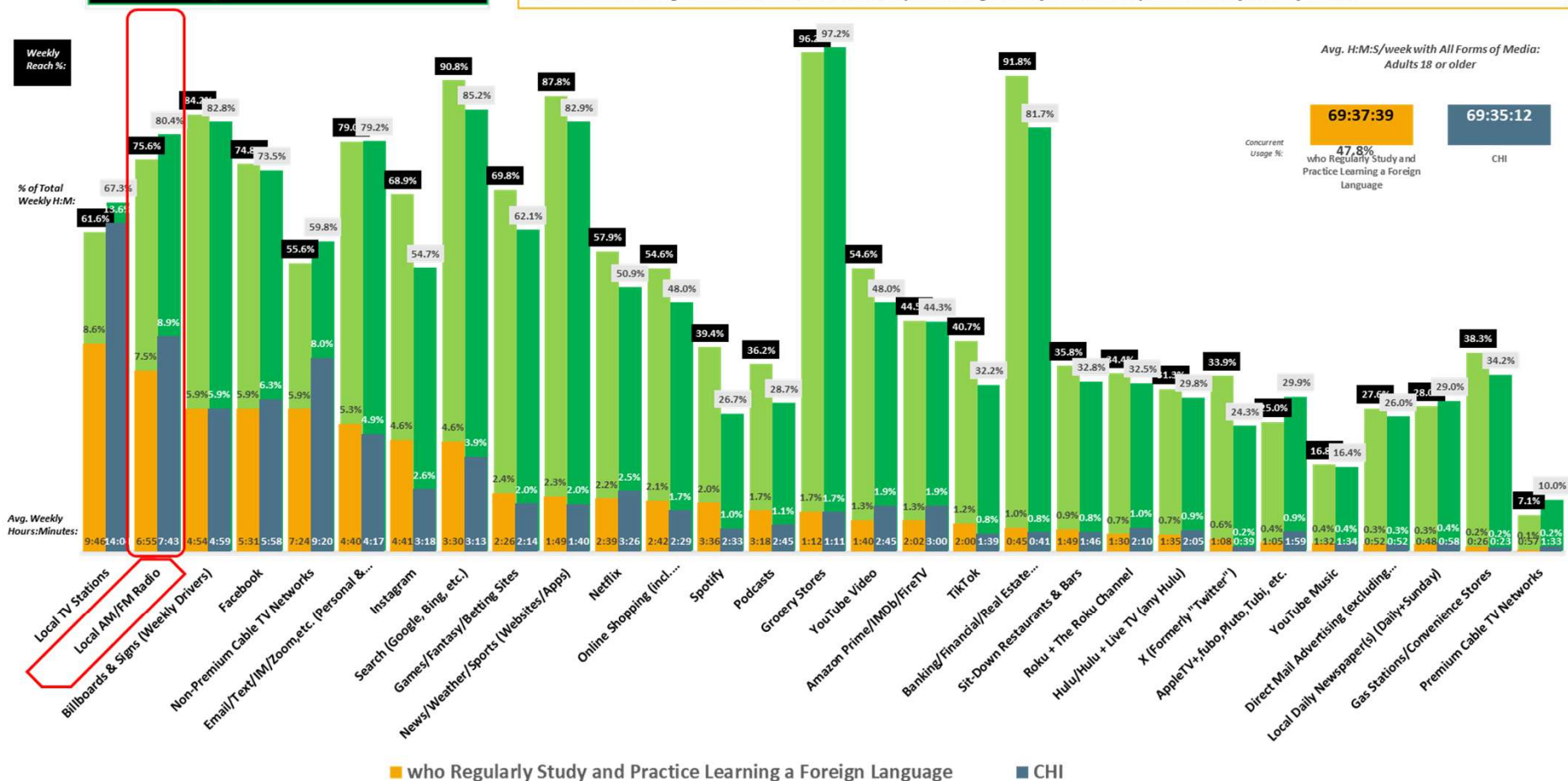


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 20 hours, 27 minutes and 59 seconds each week with All Forms of Media.
 75.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 7 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



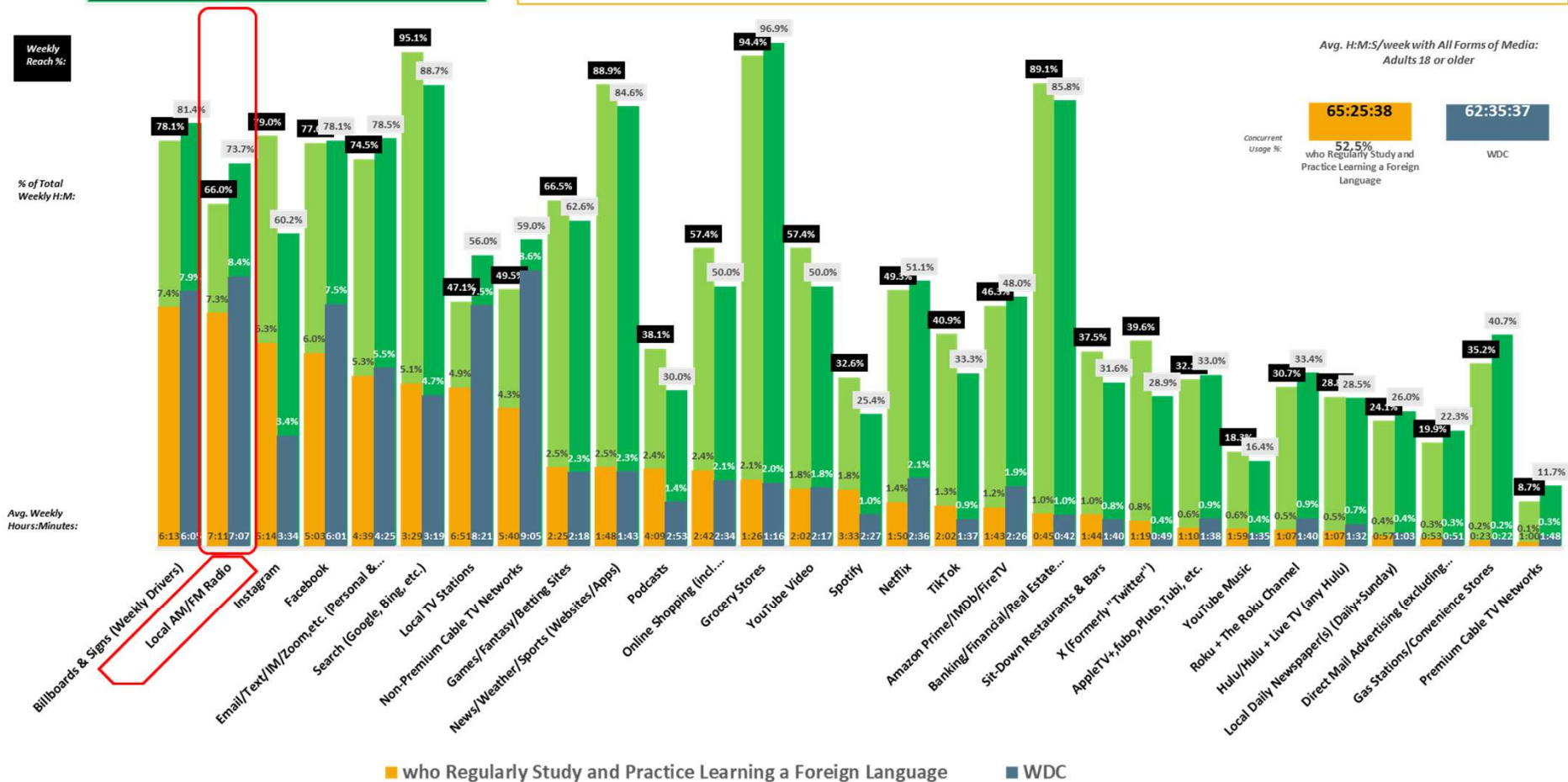


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 21 hours, 37 minutes and 39 seconds each week with All Forms of Media.
 75.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



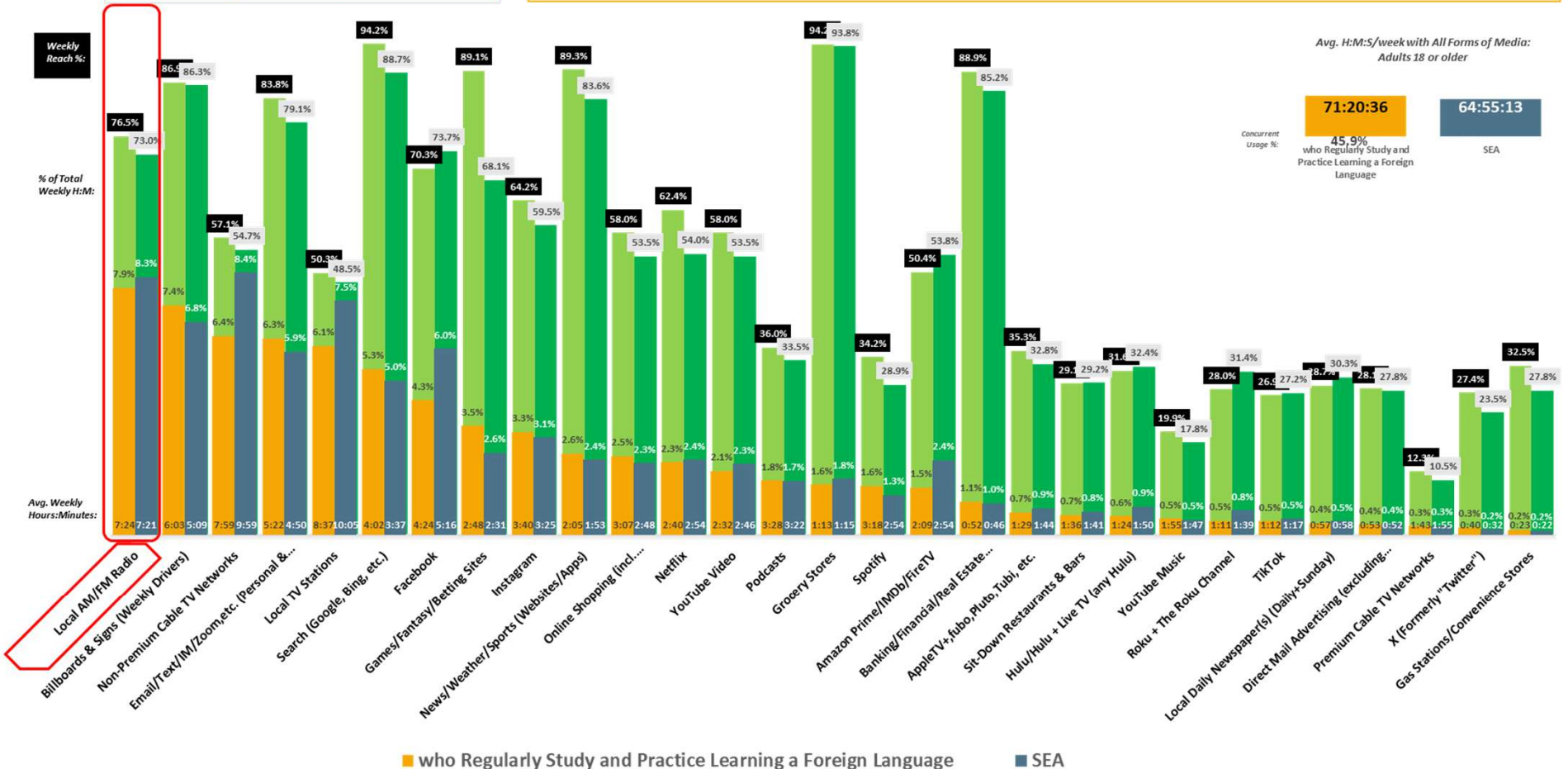


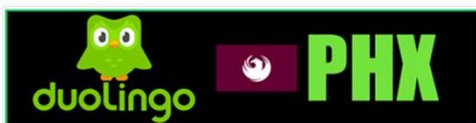
Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 17 hours, 25 minutes and 38 seconds each week with All Forms of Media.
66.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 7 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



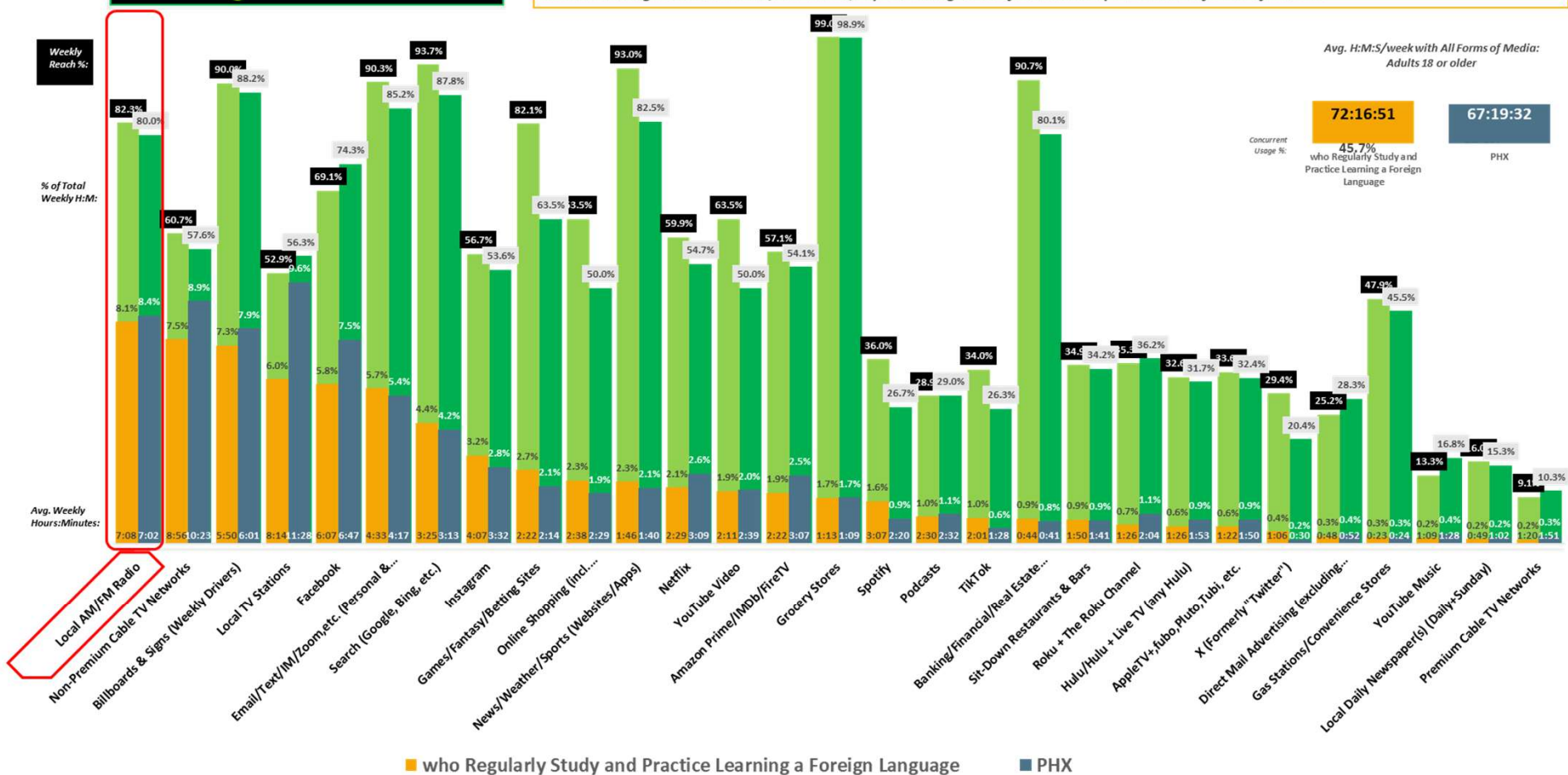


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 23 hours, 20 minutes and 36 seconds each week with All Forms of Media.
 76.5% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 7 hours and 24 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 Regularly Study and Practice Learning a Foreign Language spend an average of 3 days, 0 hours, 16 minutes and 51 seconds each week with All Forms of Media.
 82.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 7 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



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

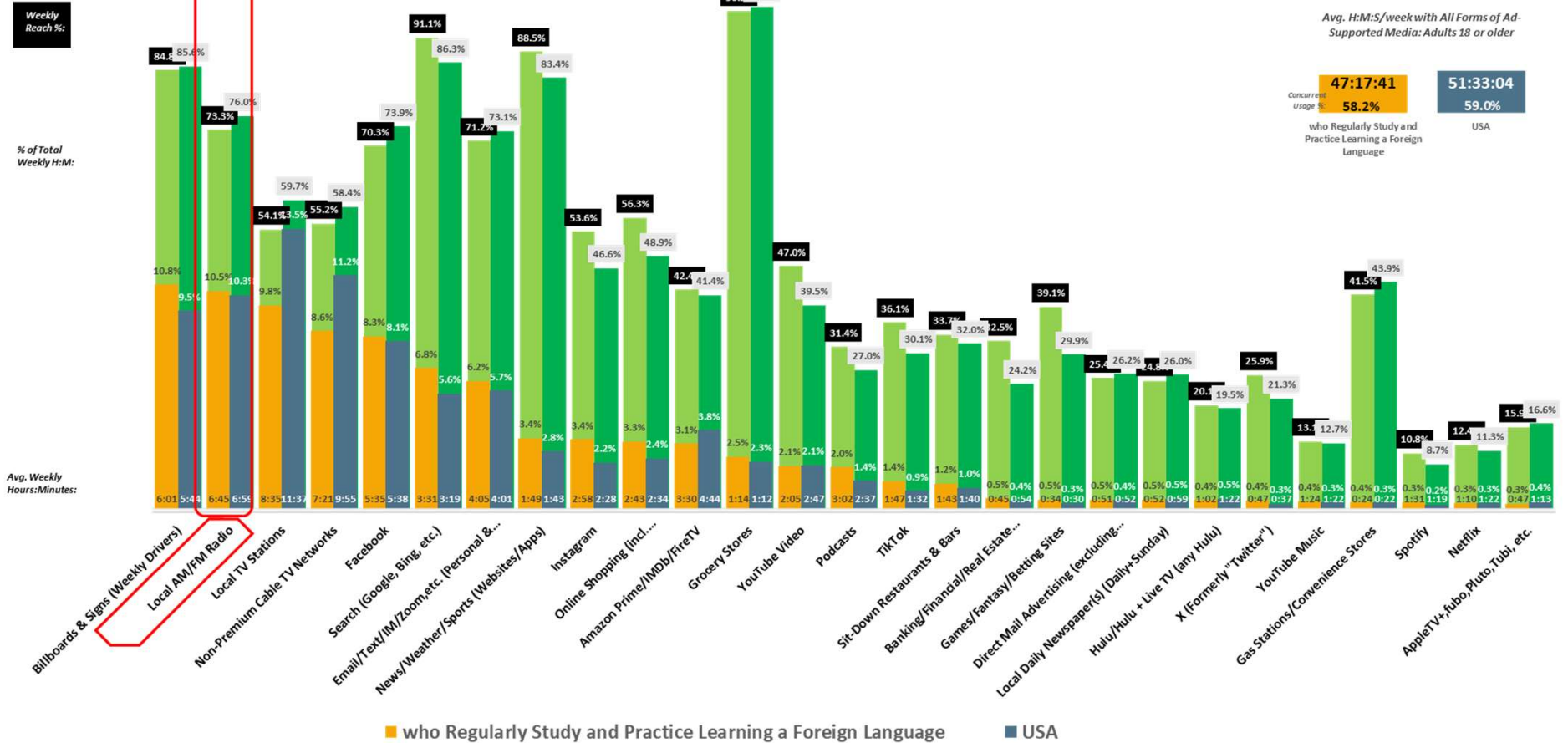
Concurrent Usage %:

72:16:51
45.7% who Regularly Study and Practice Learning a Foreign Language

67:19:32
PHX

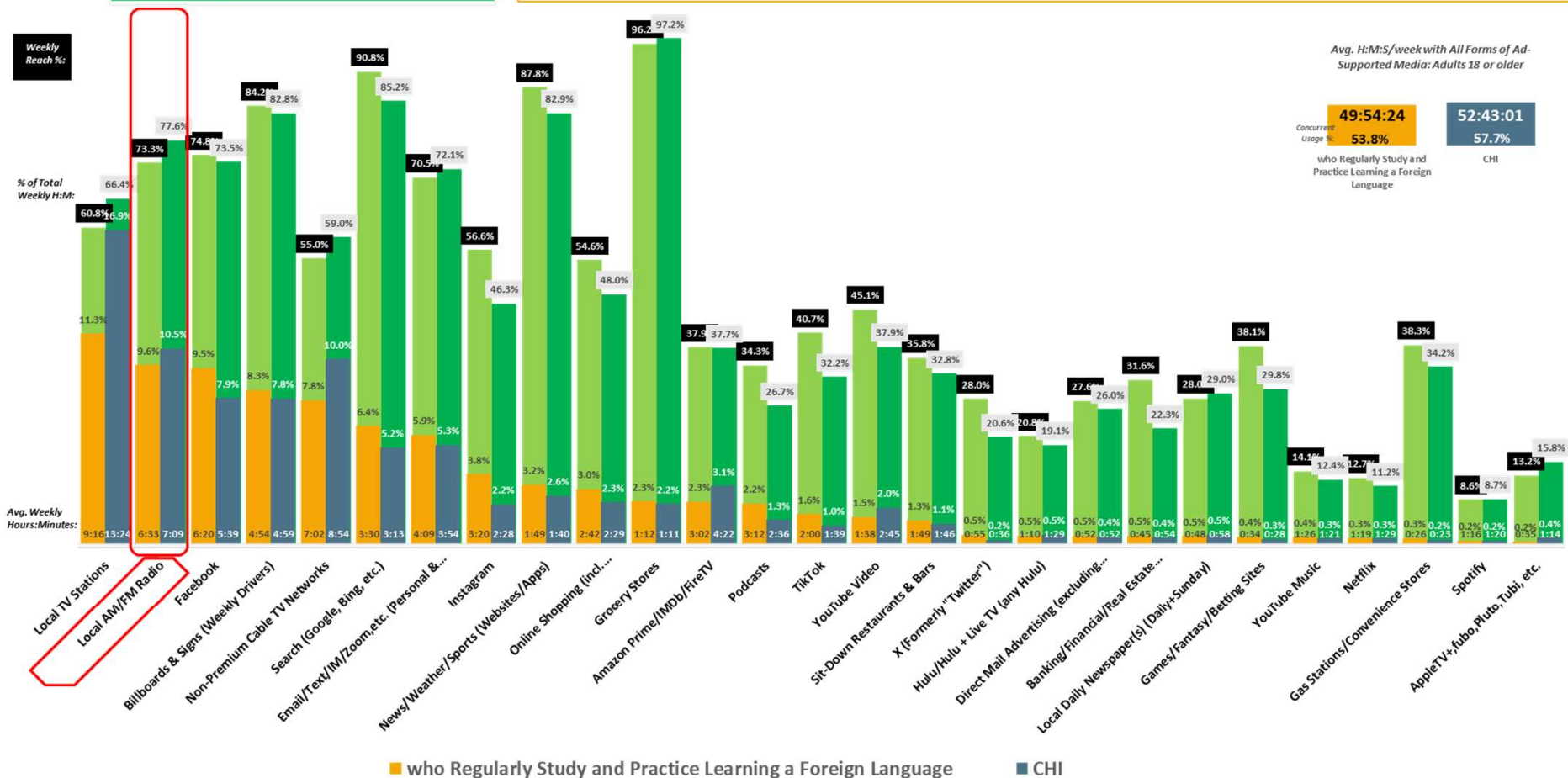


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 1 days, 23 hours, 17 minutes and 41 seconds each week with All Forms of Ad-Supported Media.
 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported M





Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 1 hours, 54 minutes and 24 seconds each week with All Forms of Ad-Supported Media.
 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Me



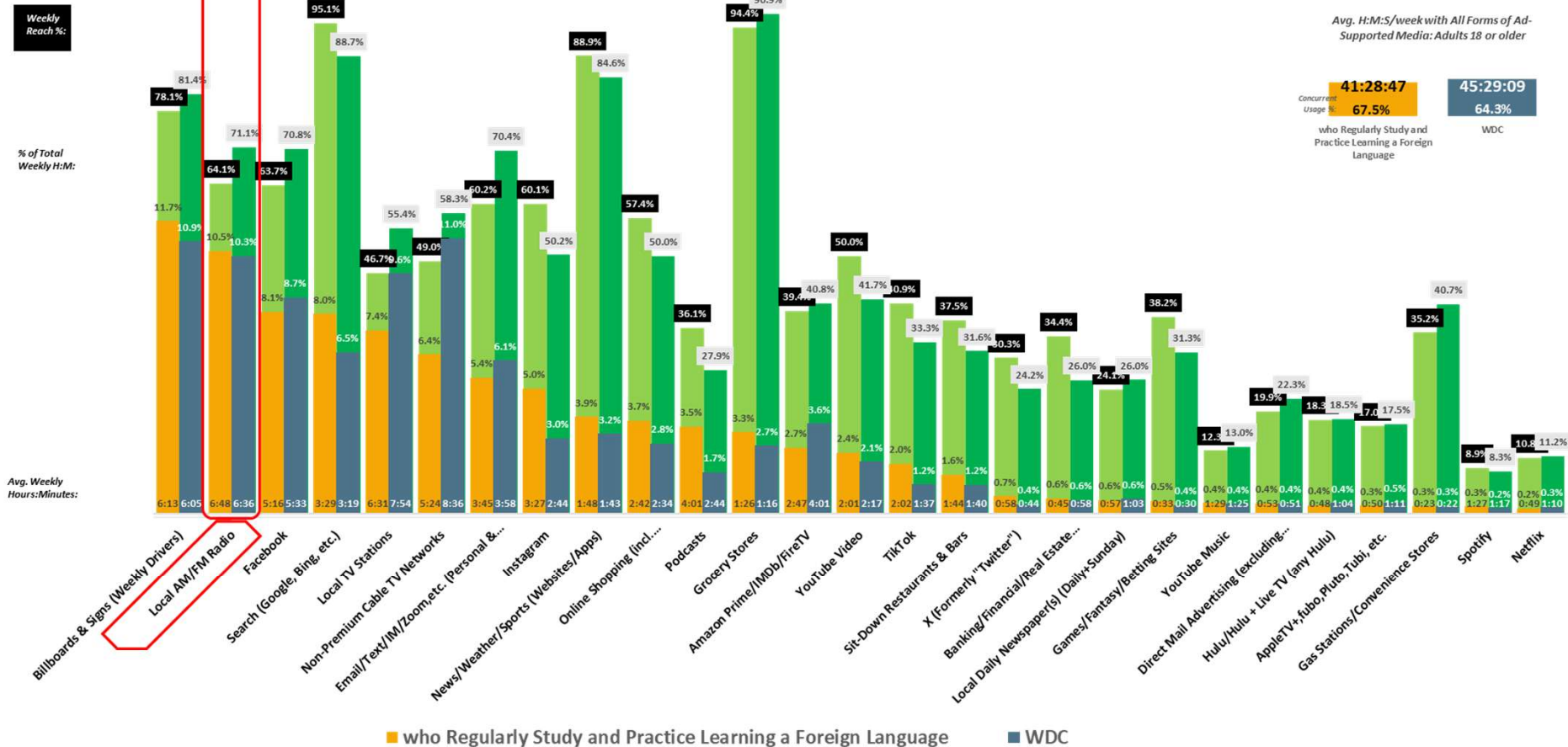
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

49:54:24
 Concurrent Usage % **53.8%**
 who Regularly Study and Practice Learning a Foreign Language

52:43:01
57.7%
 CHI

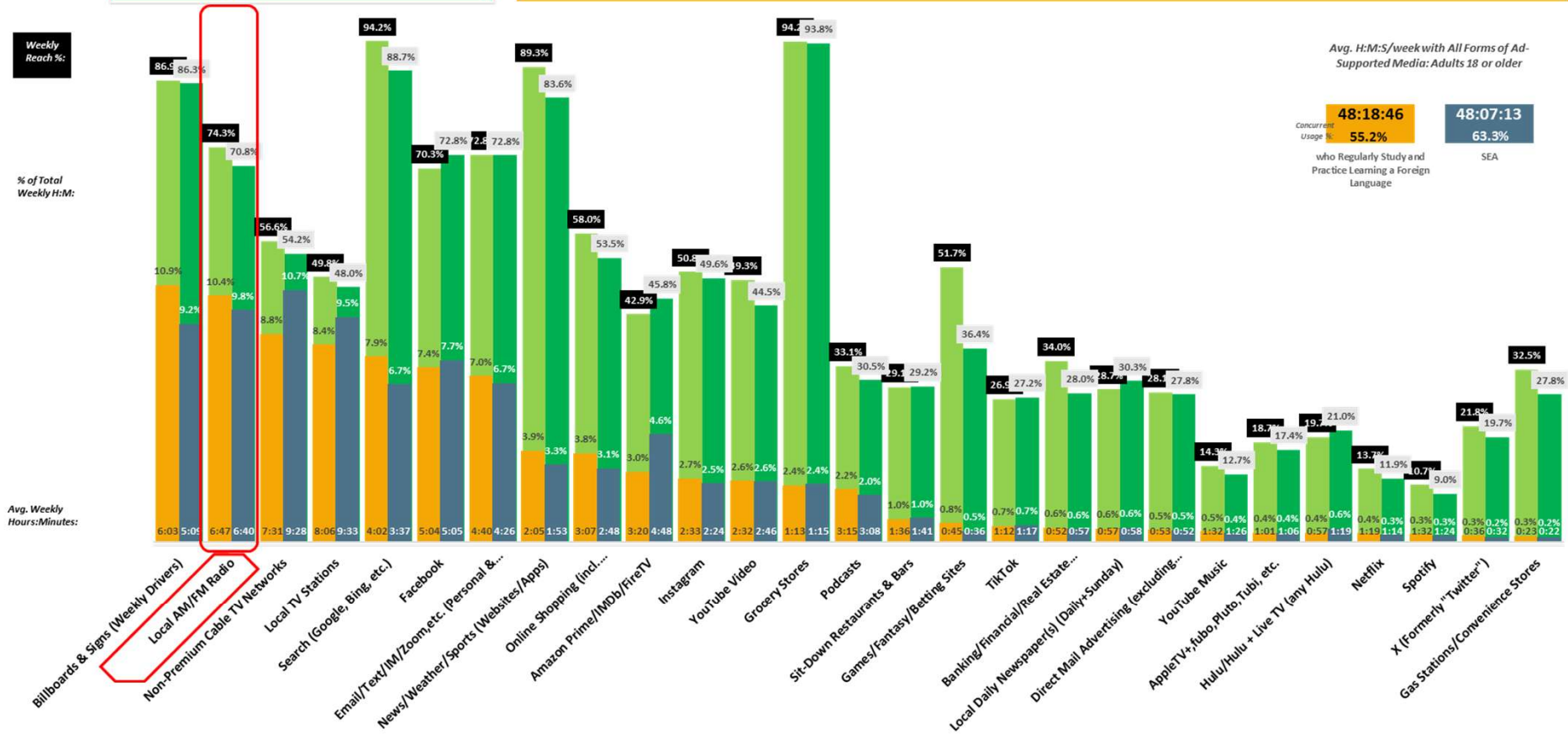


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 1 days, 17 hours, 28 minutes and 47 seconds each week with All Forms of Ad-Supported Media.
 64.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported M





Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 0 hours, 18 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
 74.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported M

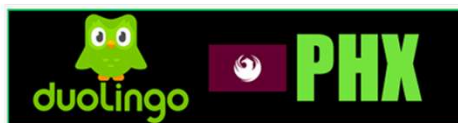


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

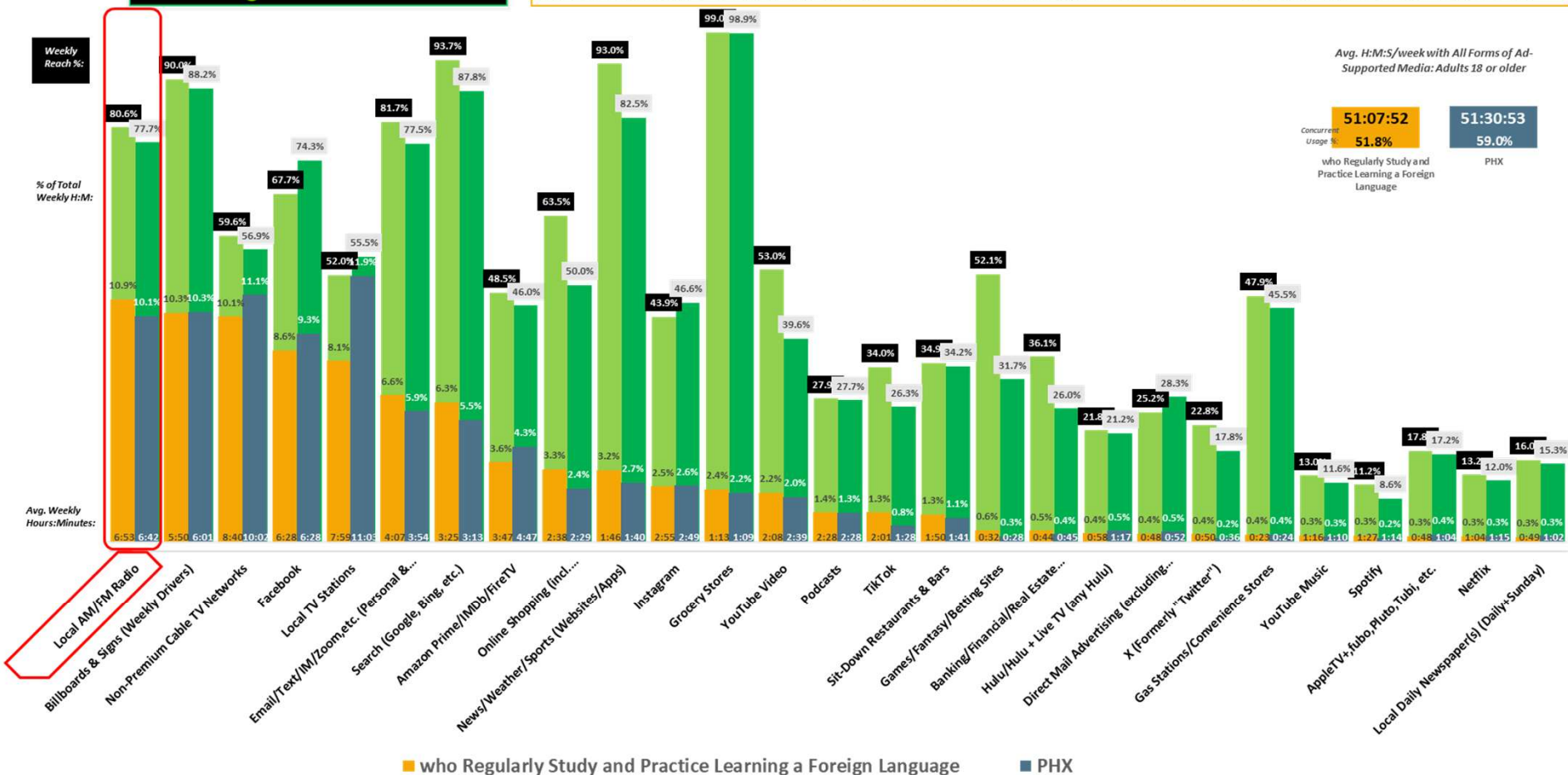
48:18:46	48:07:13
Concurrent Usage % 55.2%	63.3%
who Regularly Study and Practice Learning a Foreign Language	SEA

who Regularly Study and Practice Learning a Foreign Language SEA





Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 3 hours, 7 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 80.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported M



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

Concurrent Usage % **51.07:52** **51.8%**

PHX **51:30:53** **59.0%**

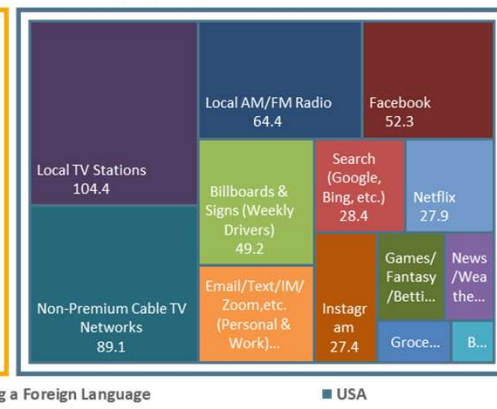
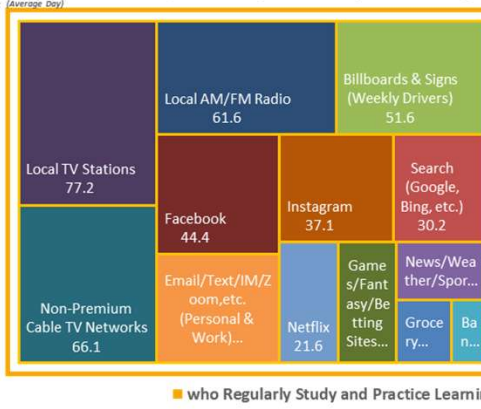
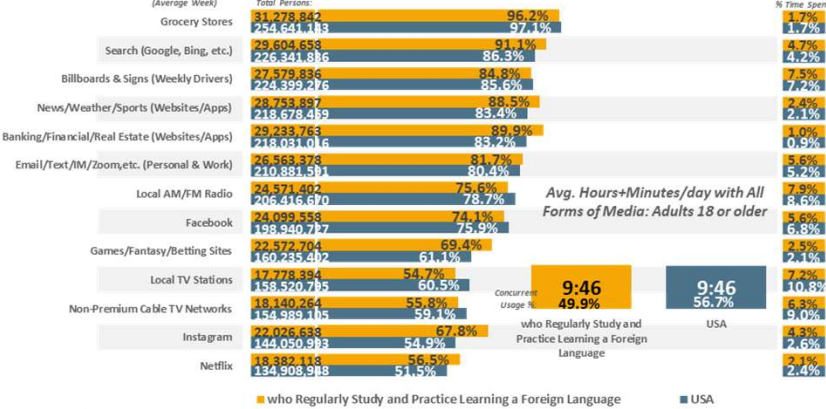
who Regularly Study and Practice Learning a Foreign Language



Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 6 hours and 45 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 58. minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

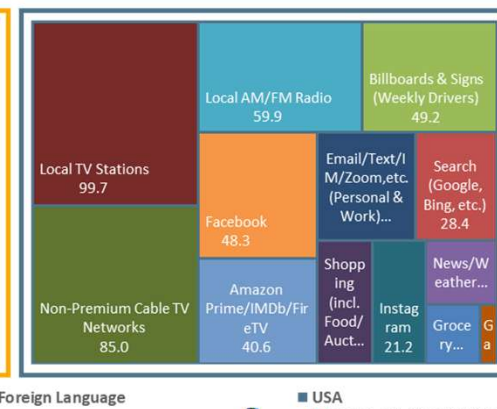
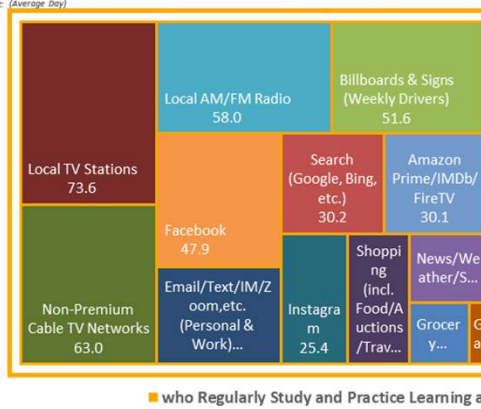
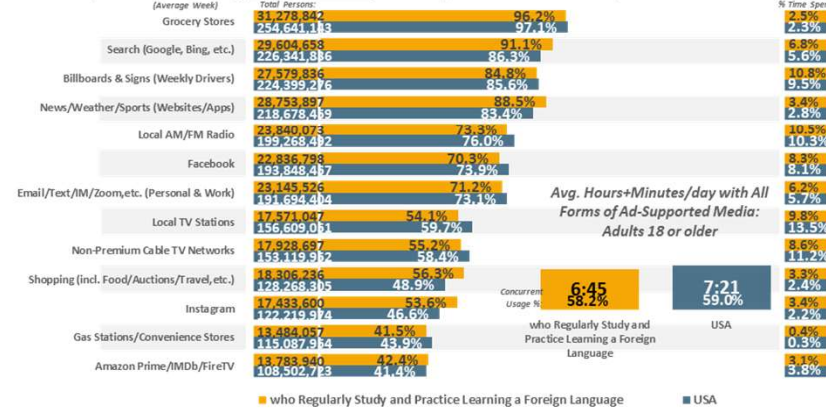
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
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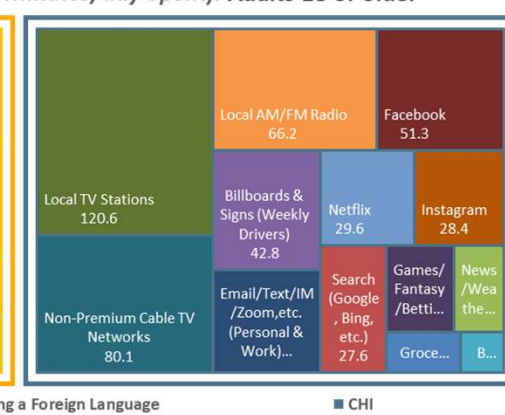
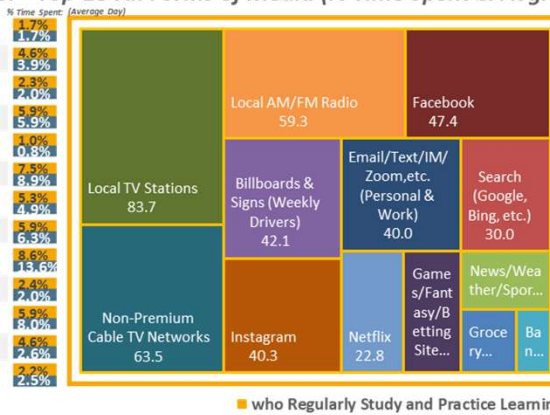
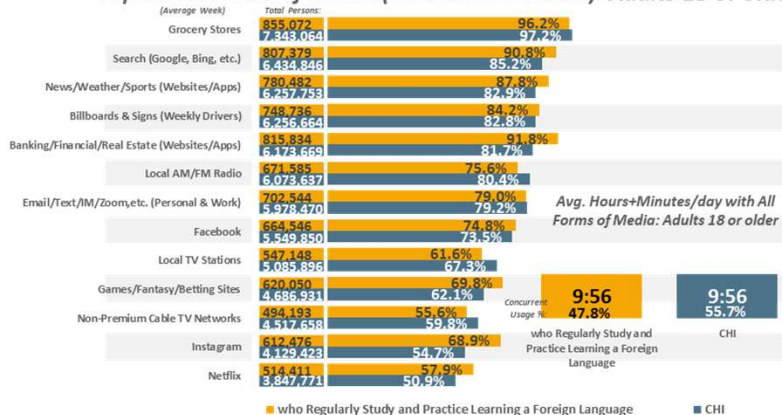
Activities done regularly: Foreign language study/practice



Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

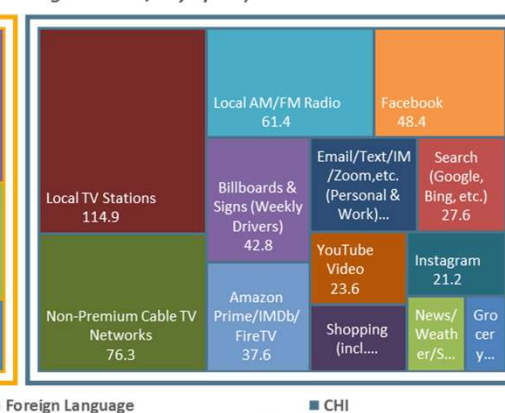
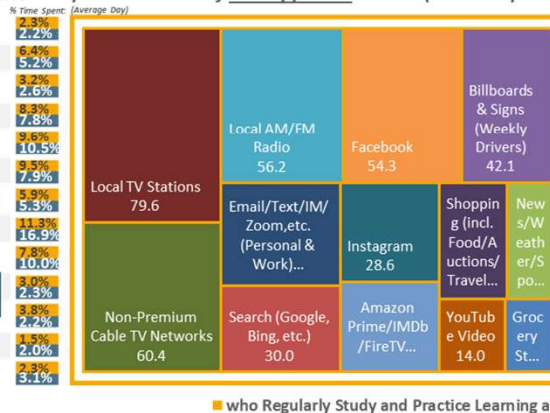
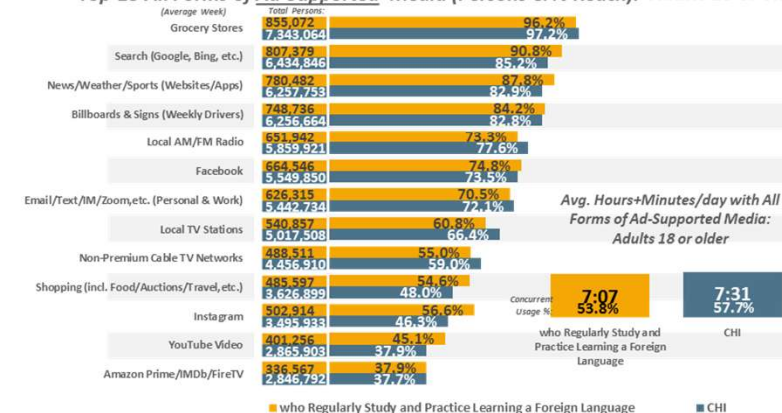
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 500
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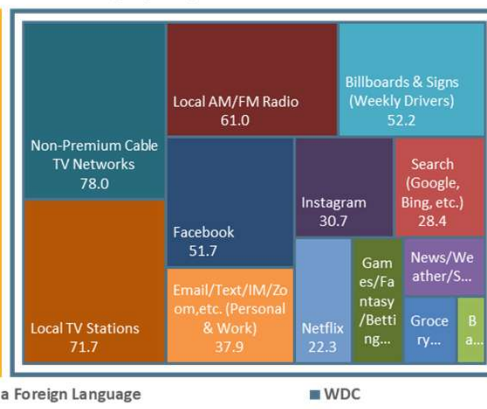
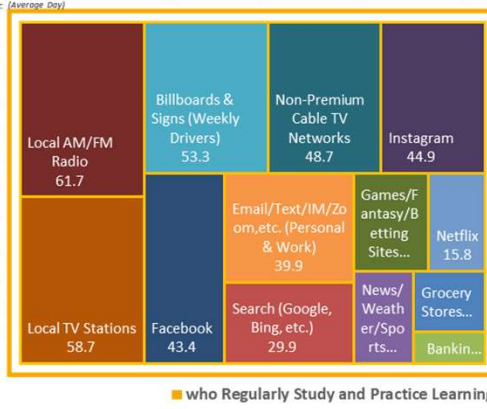
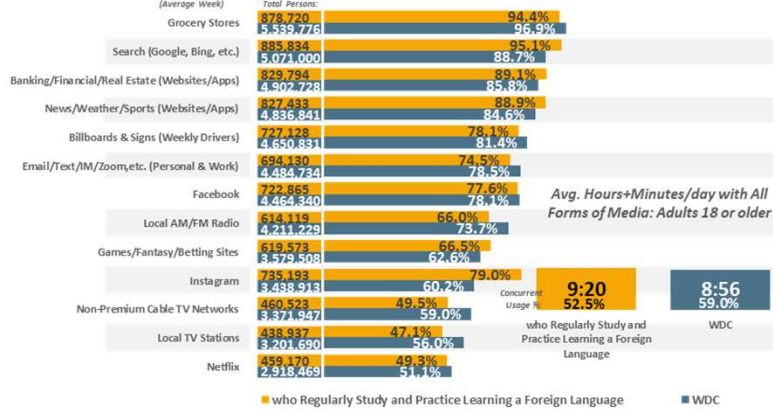
Activities done regularly: Foreign language study/practice



Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 5 hours and 55 minutes each day with All Forms of Ad-Supported Media. 64.1% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

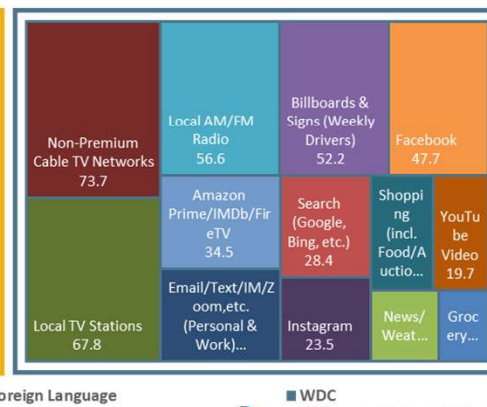
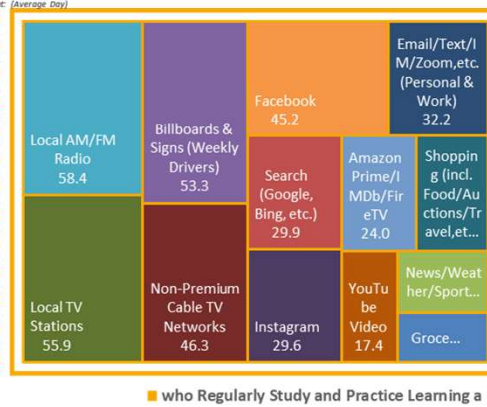
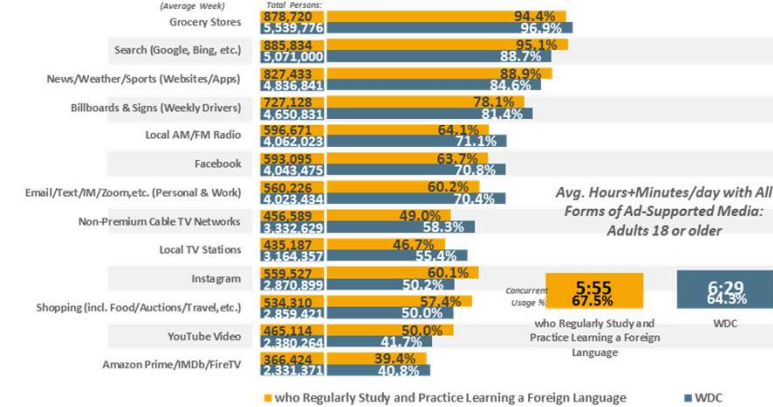
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

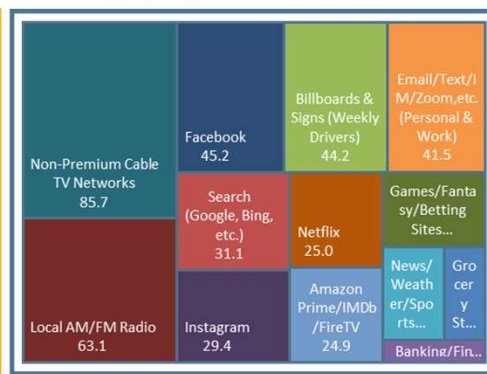
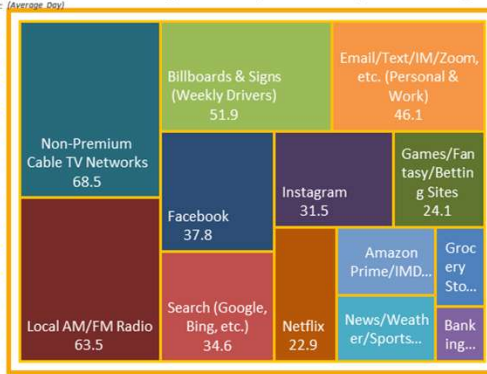
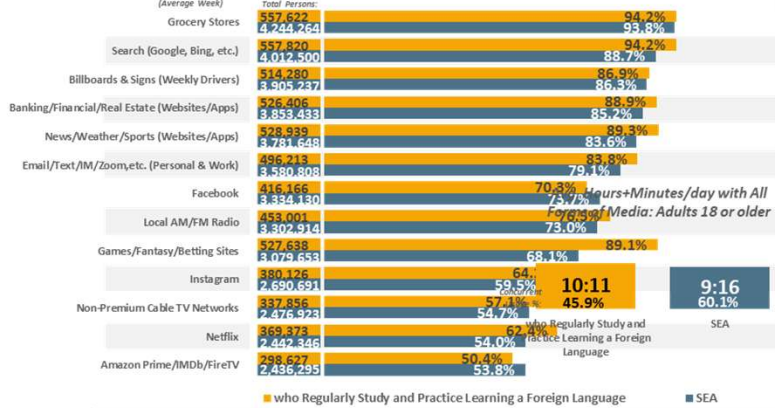




Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 74.3% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

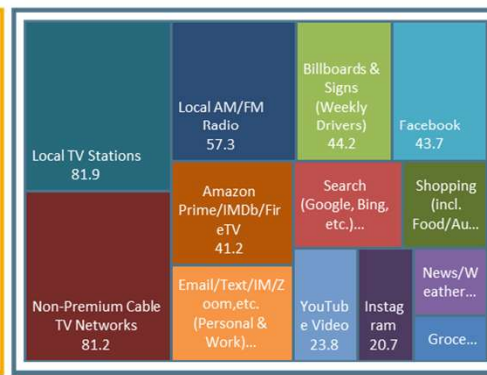
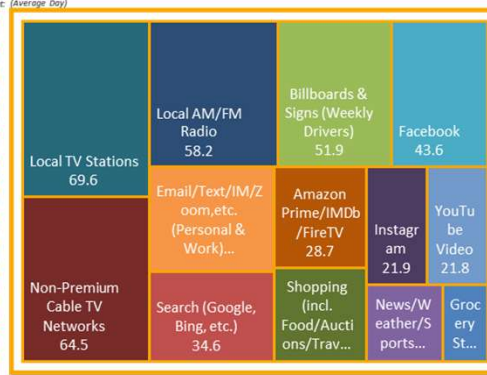
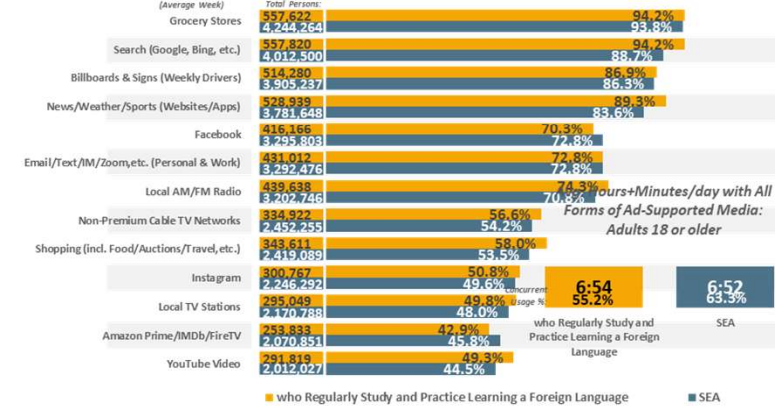
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

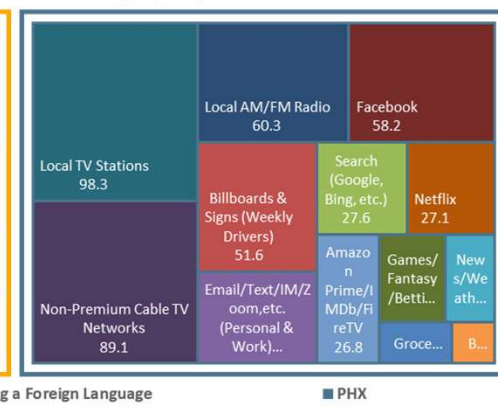
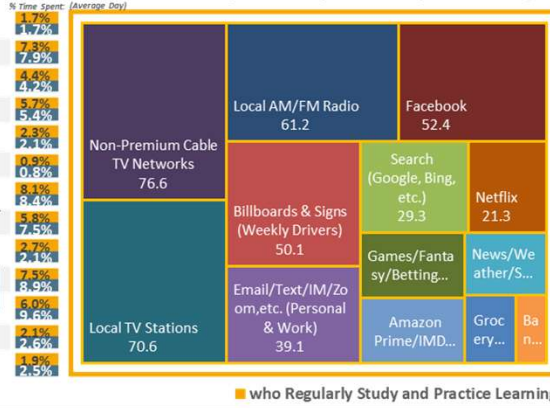
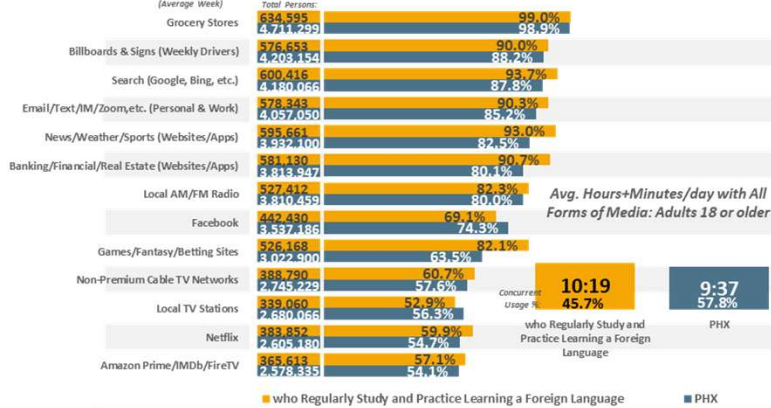




Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 7 hours and 18 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 59.1 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

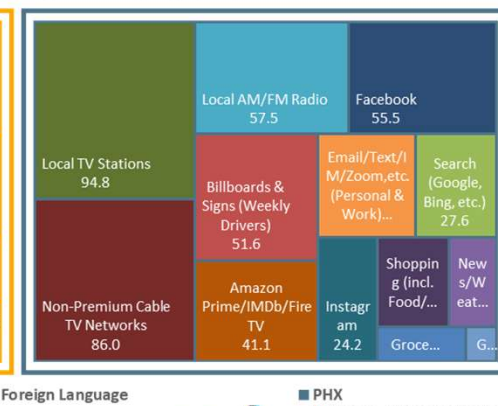
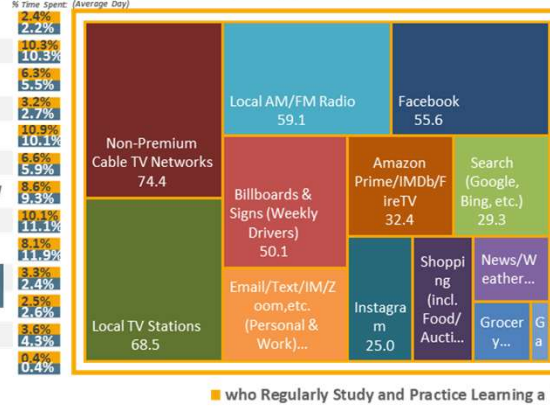
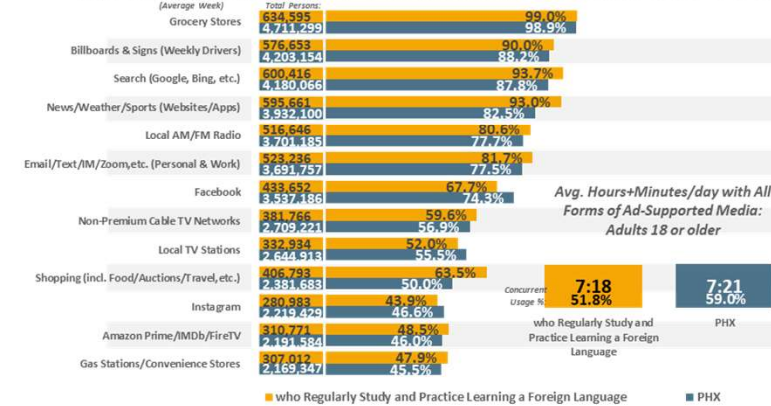
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

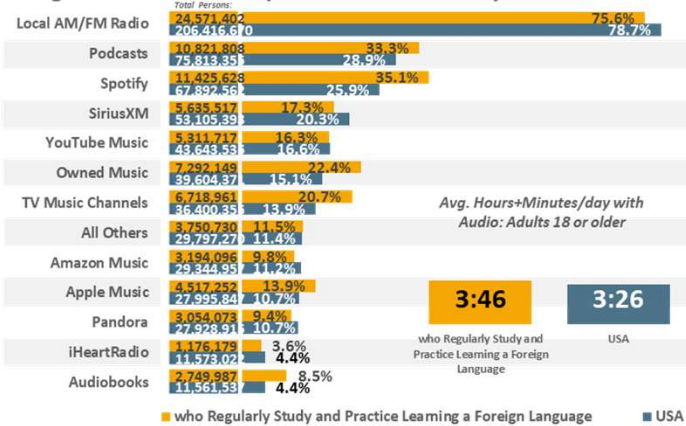
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



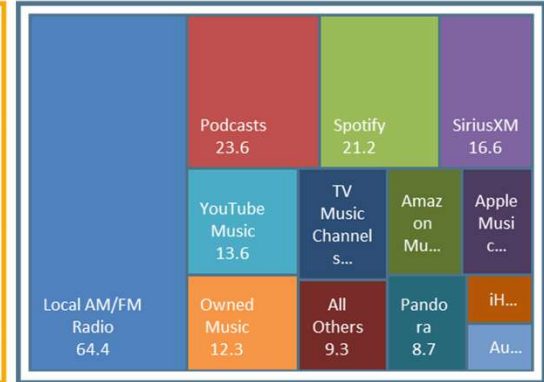
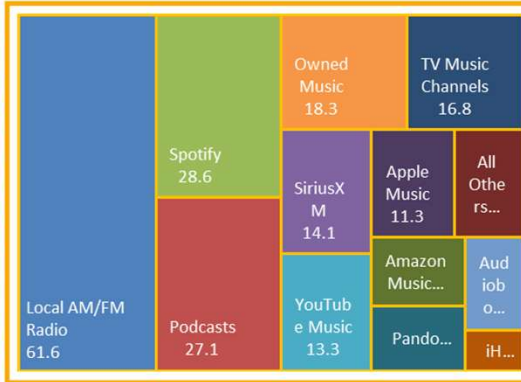


23,840,073 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

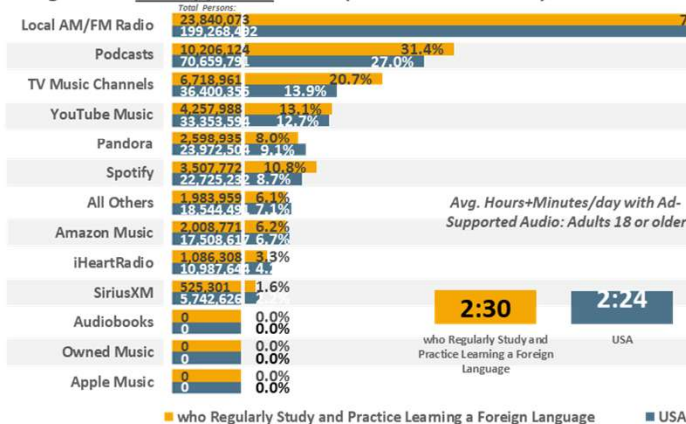
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



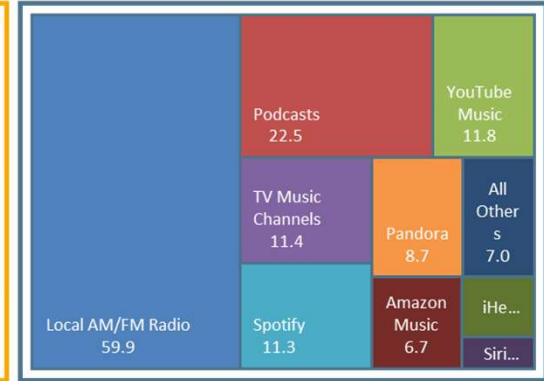
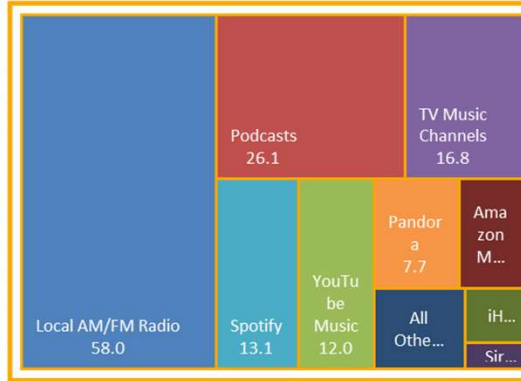
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
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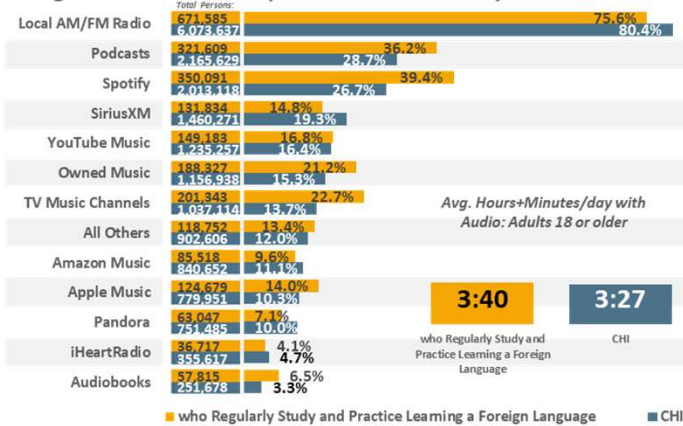
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Activities done regularly: Foreign language study/practice

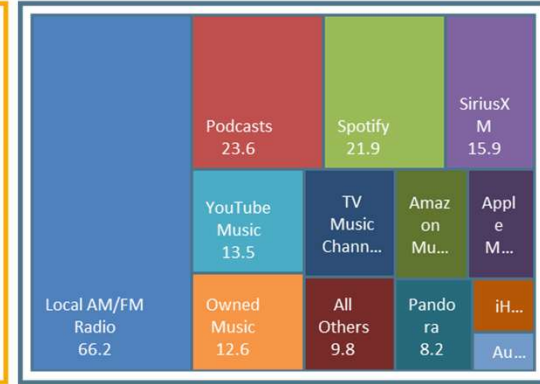
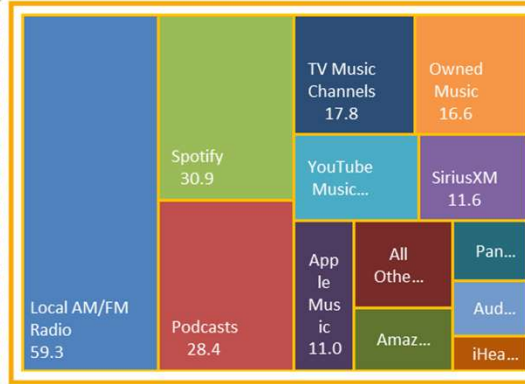


651,942 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

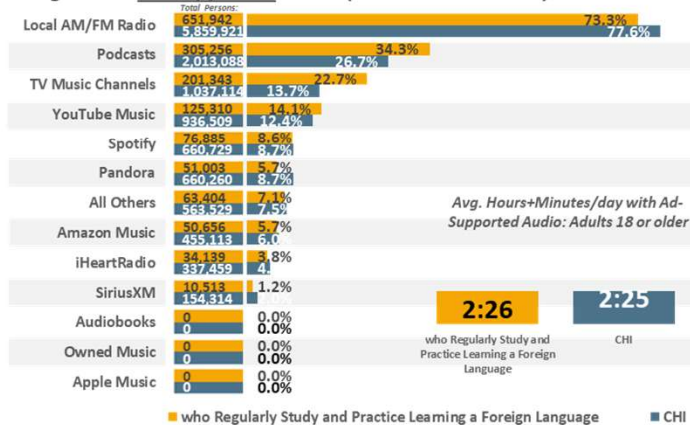
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



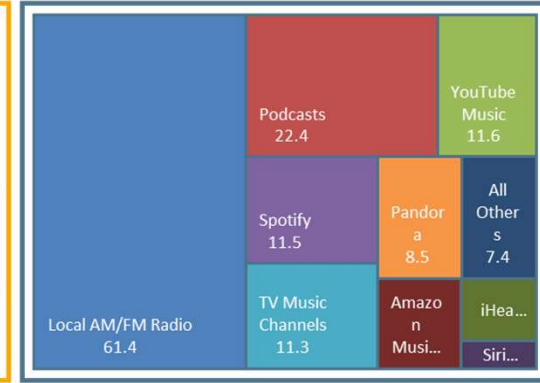
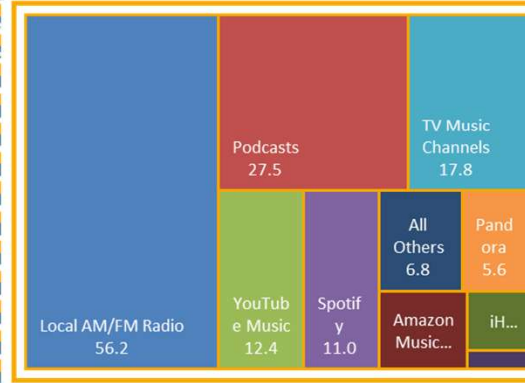
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



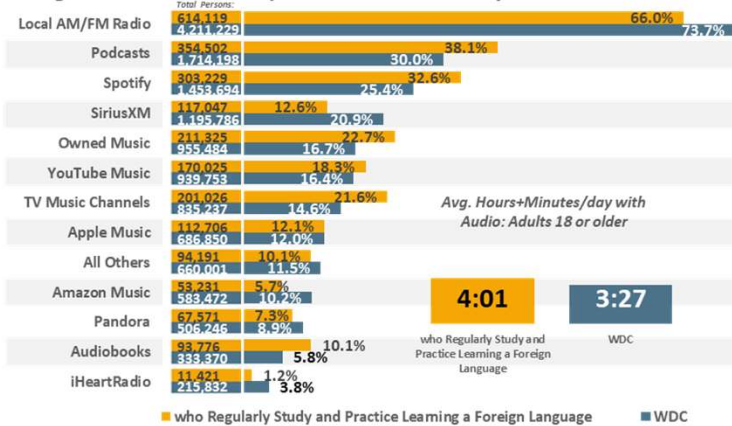
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



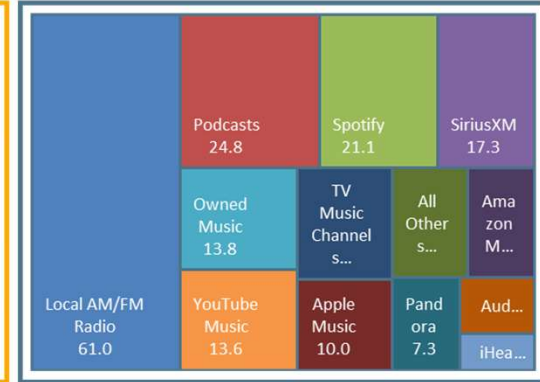
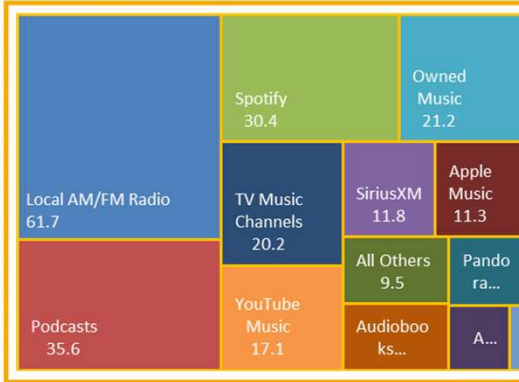


596,671 or 64.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

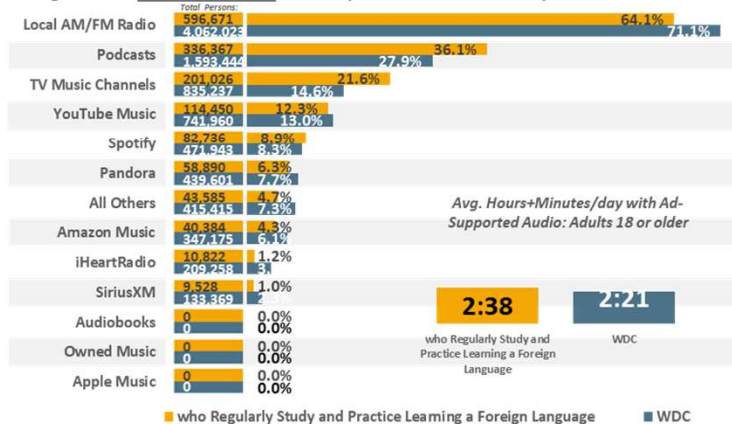
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



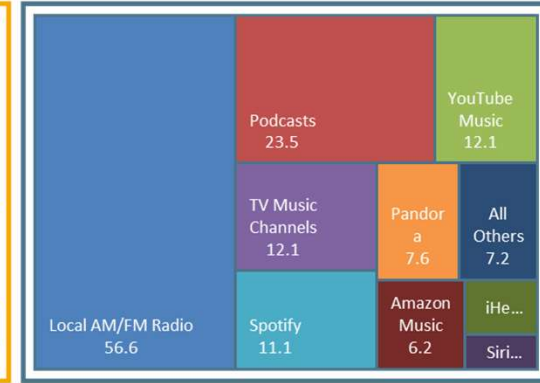
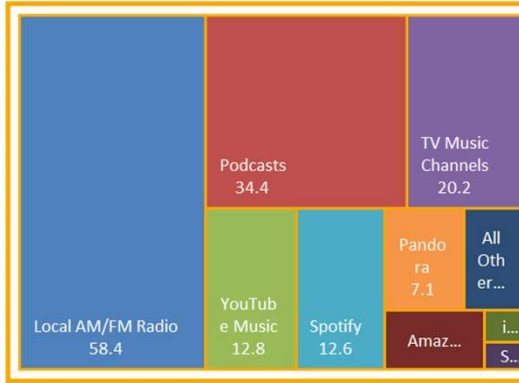
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



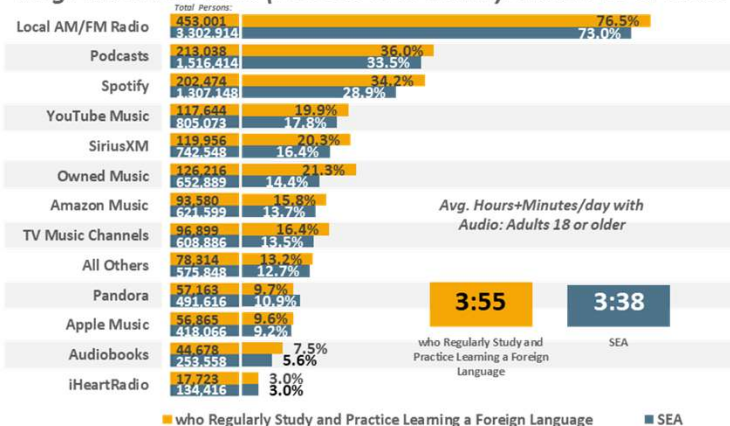
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



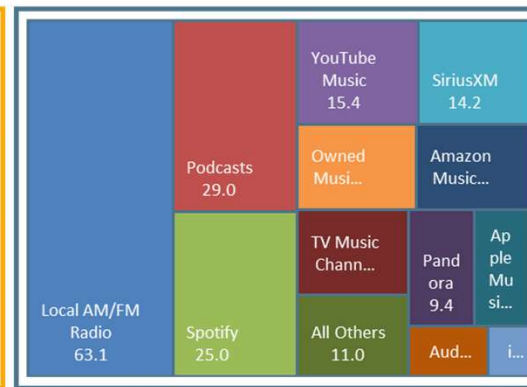
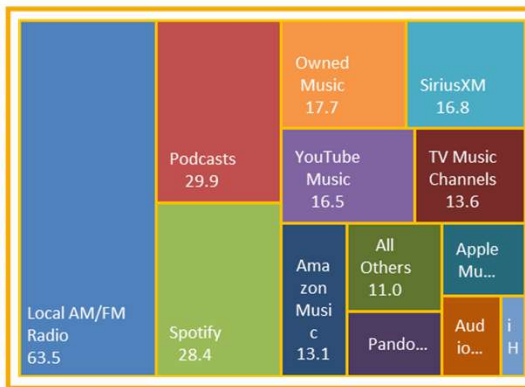


439,638 or 74.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

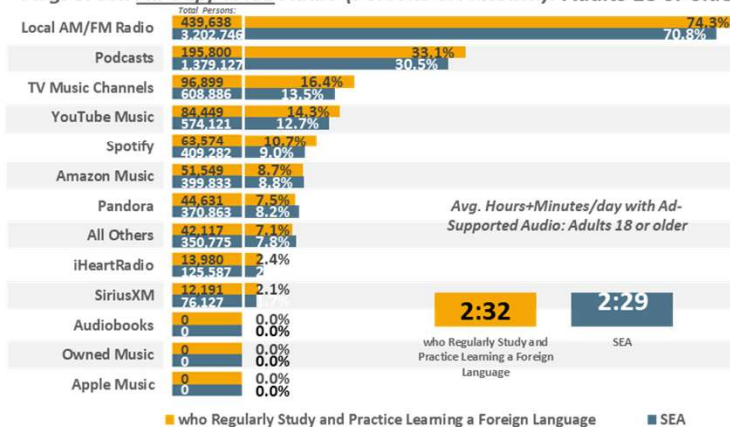
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



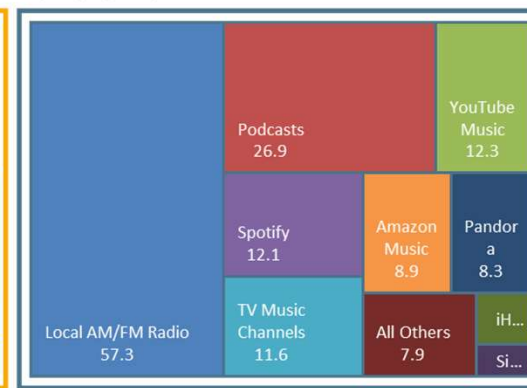
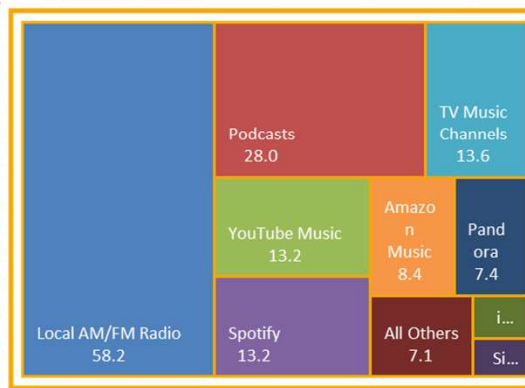
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



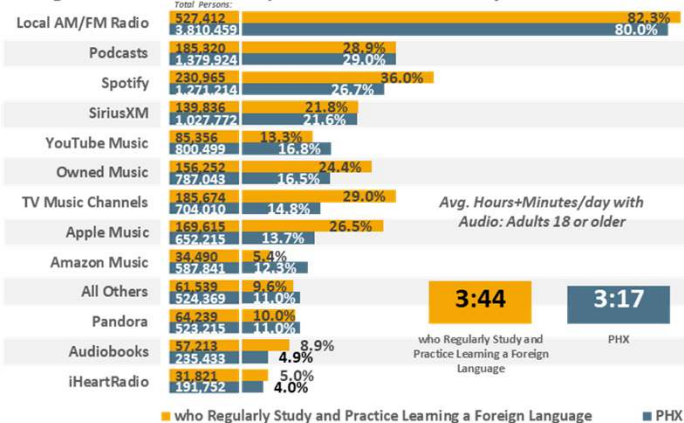
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



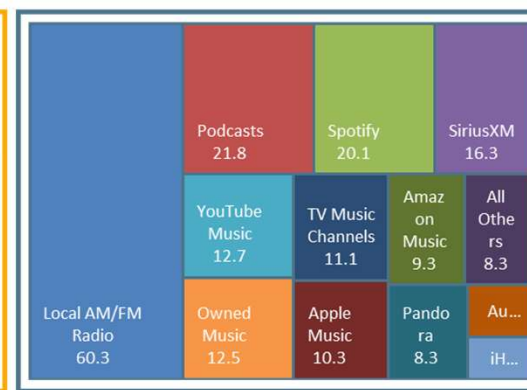
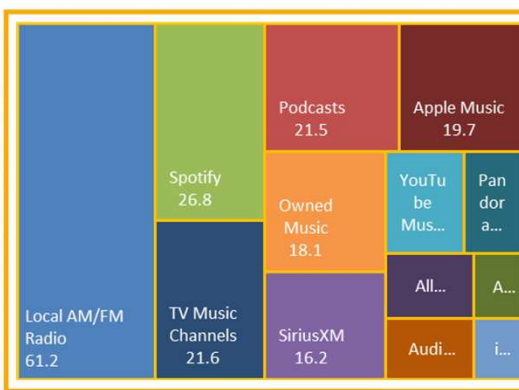


516,646 or 80.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

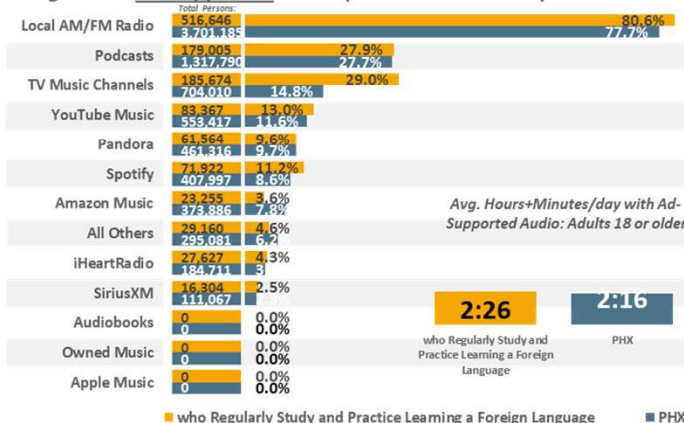
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



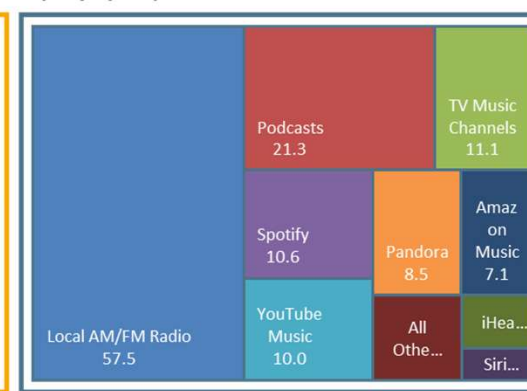
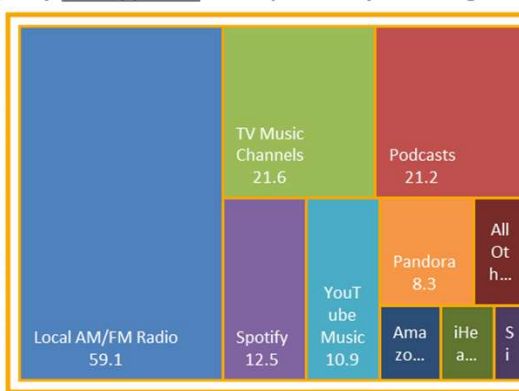
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

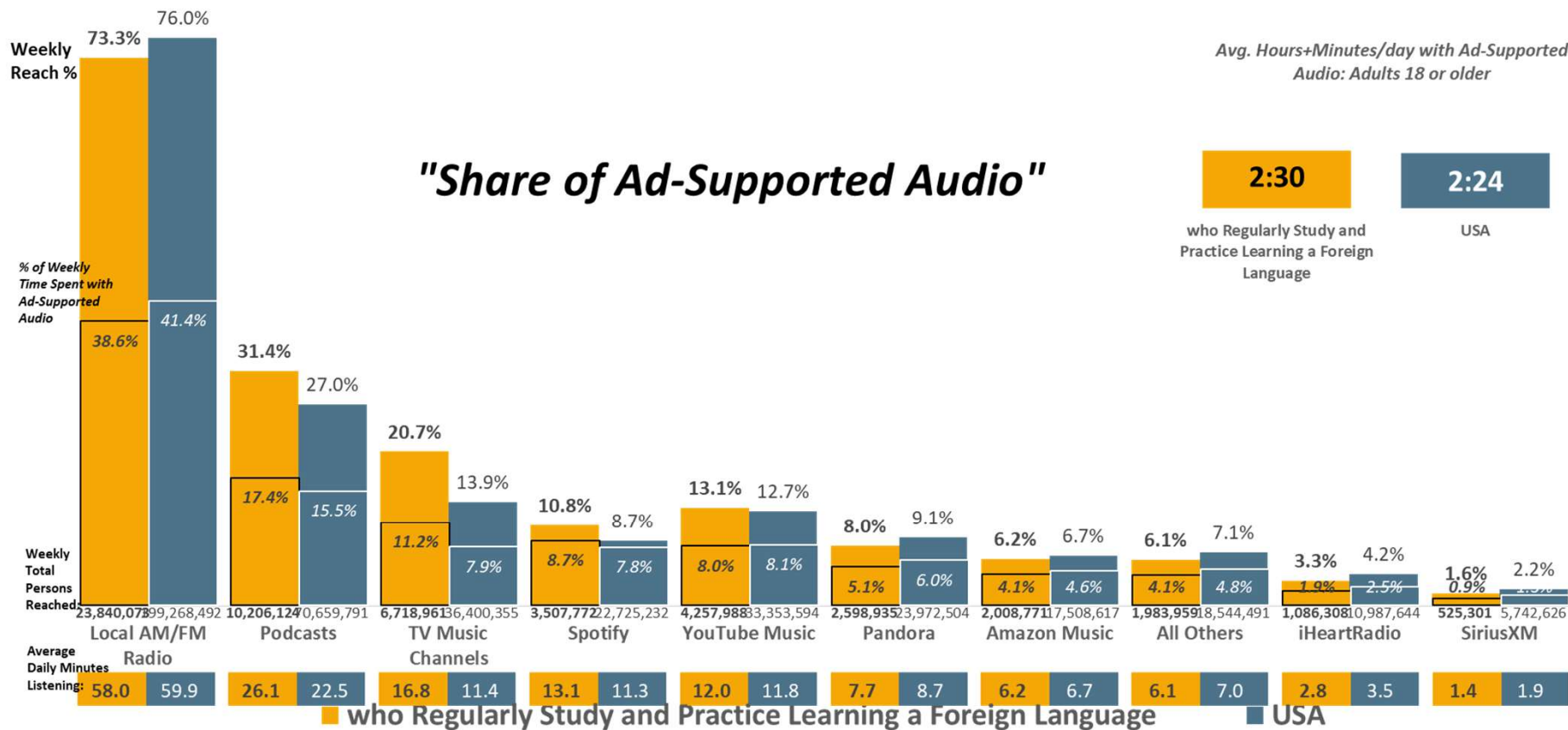


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



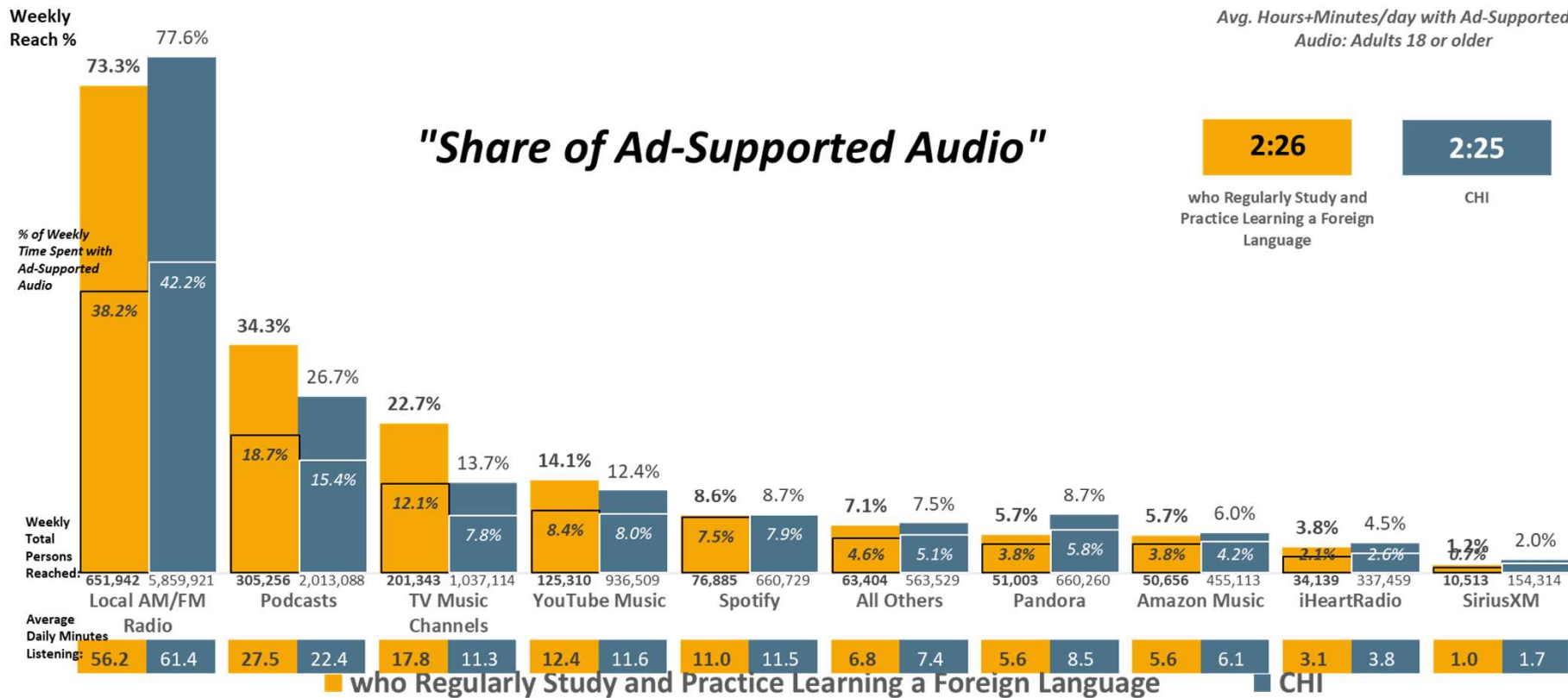


23,840,073 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



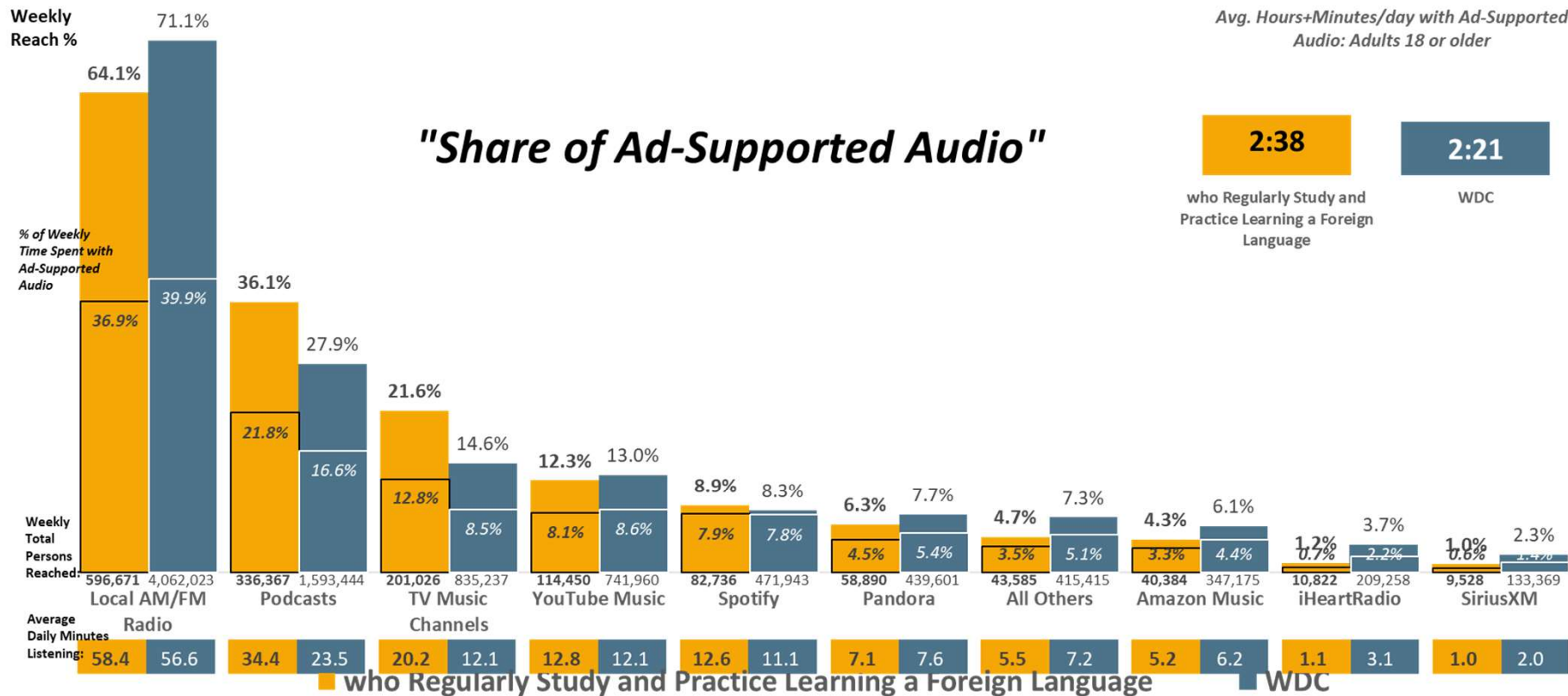


651,942 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



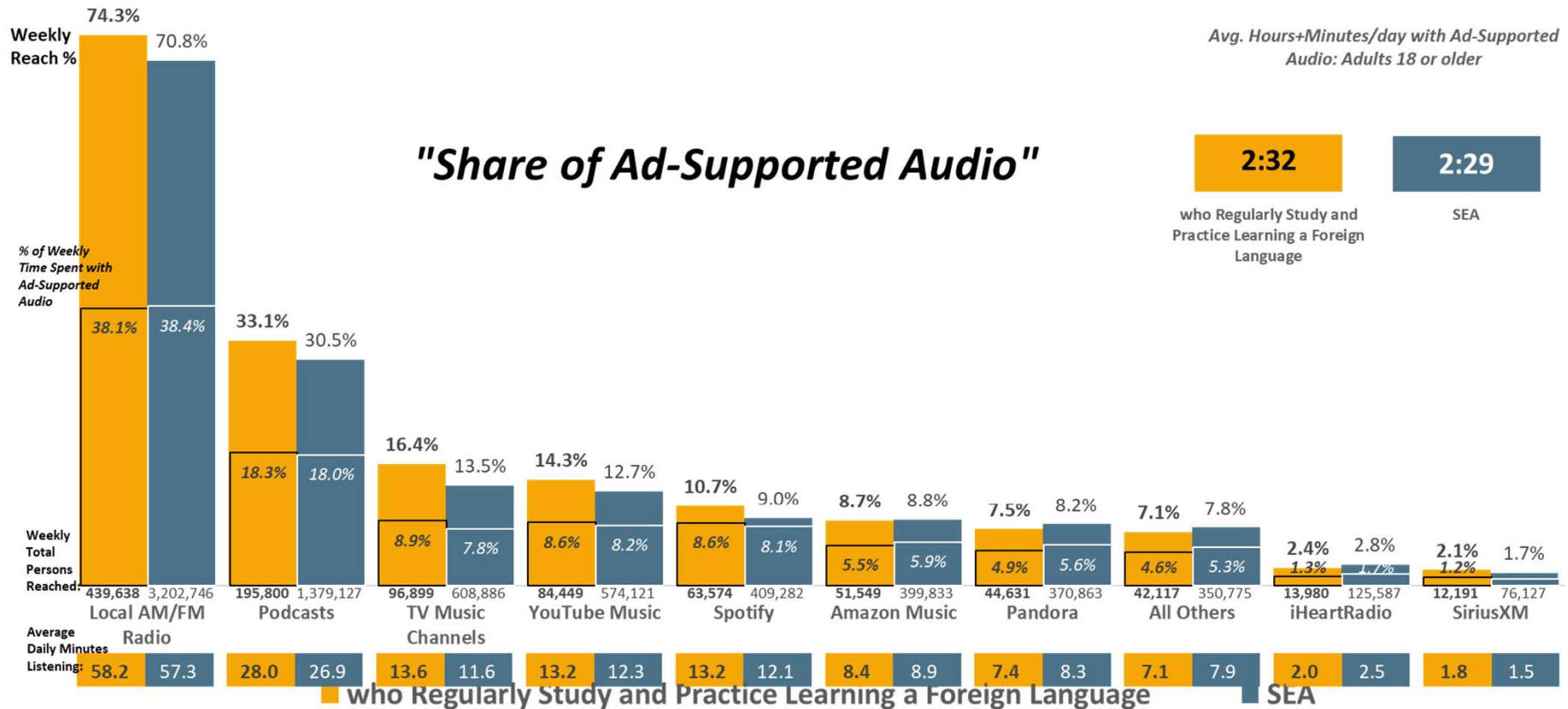


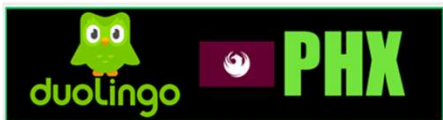
596,671 or 64.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



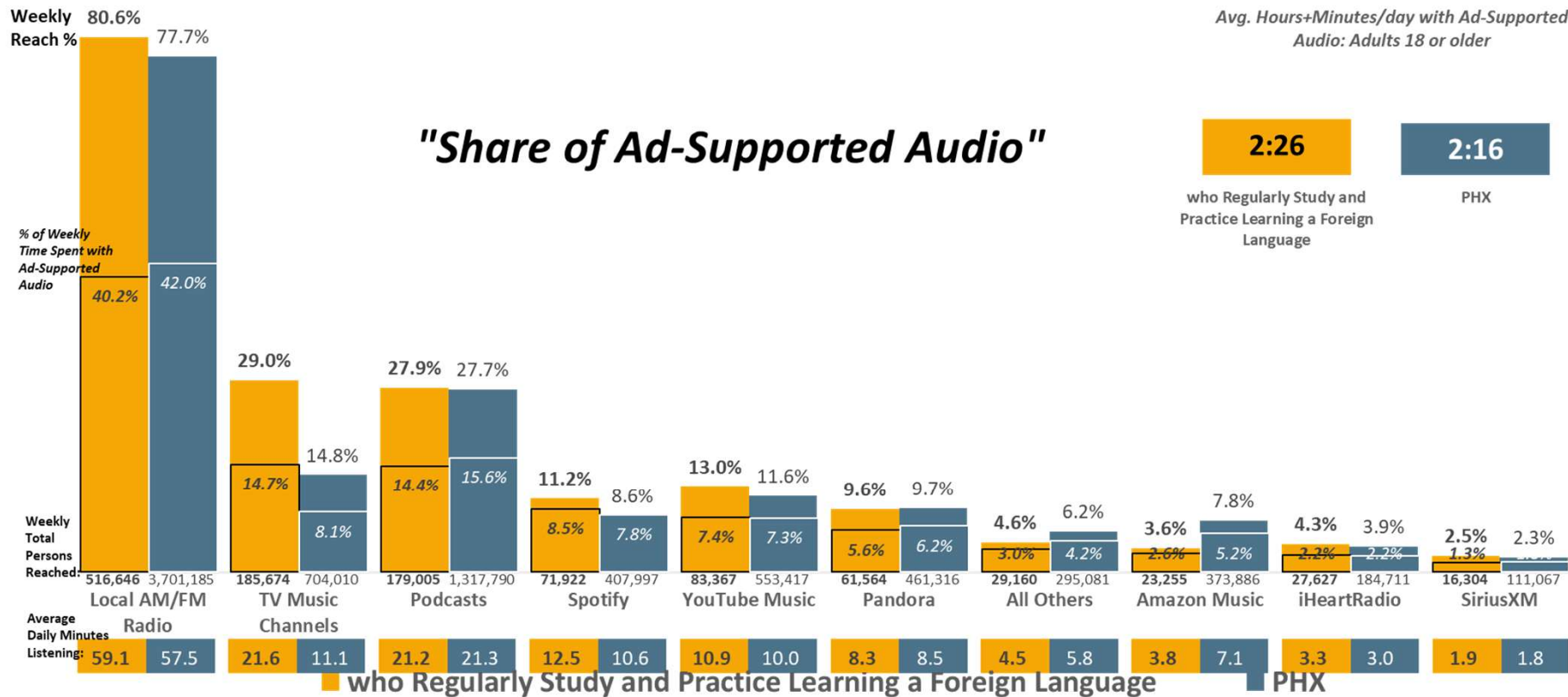


439,638 or 74.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.





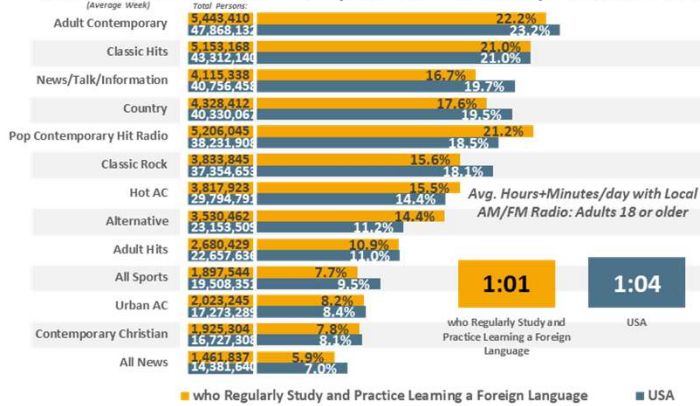
516,646 or 80.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



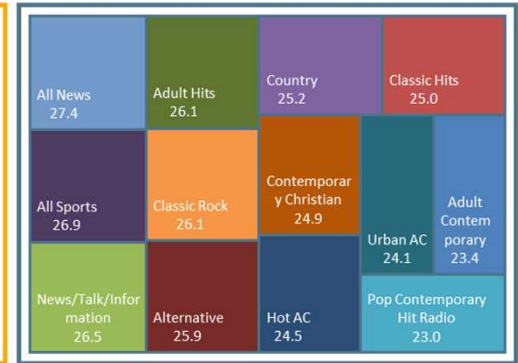
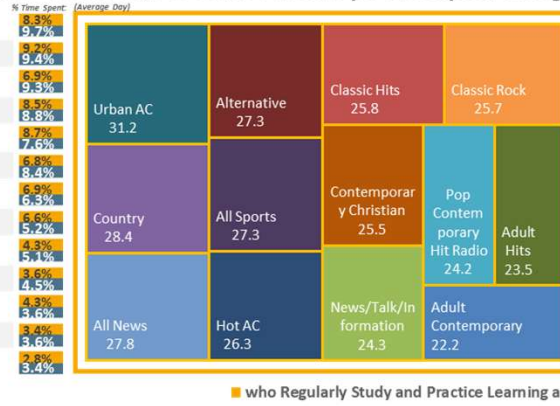


23,840,073 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

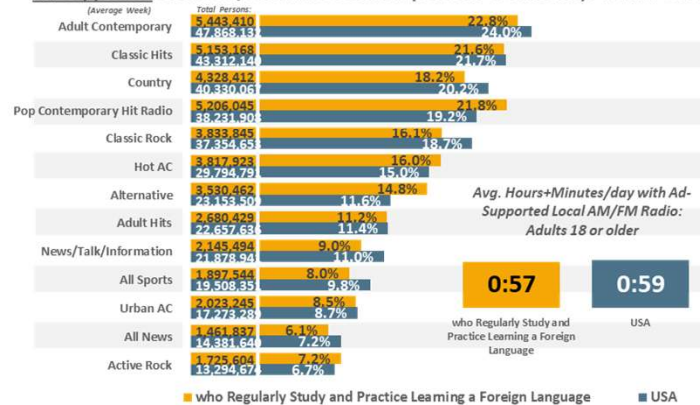
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



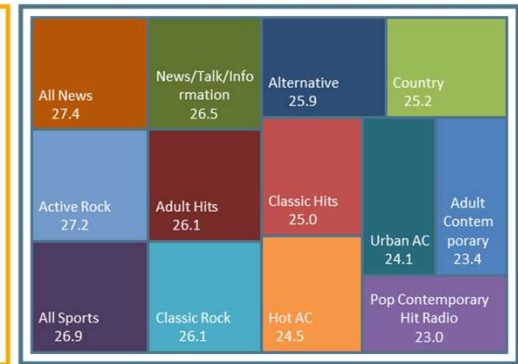
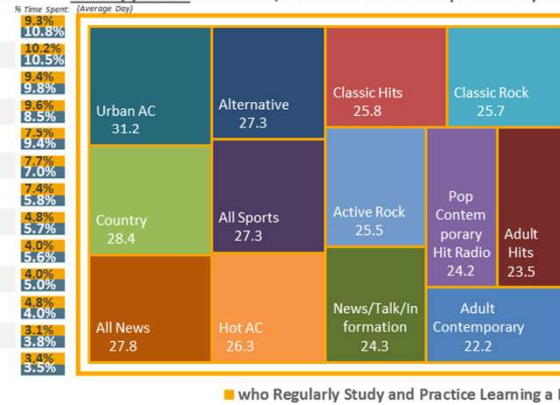
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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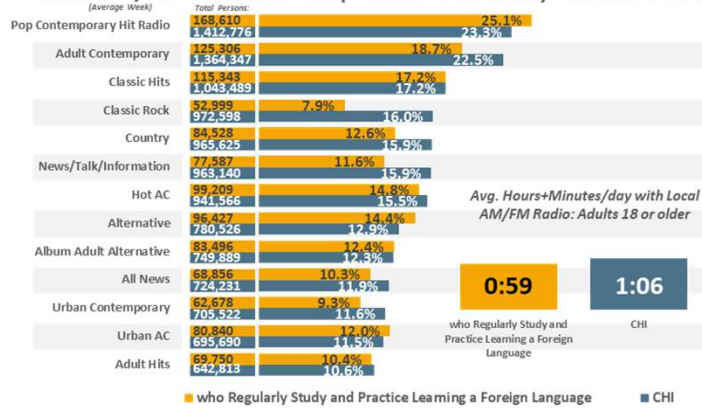
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Activities done regularly: Foreign language study/practice

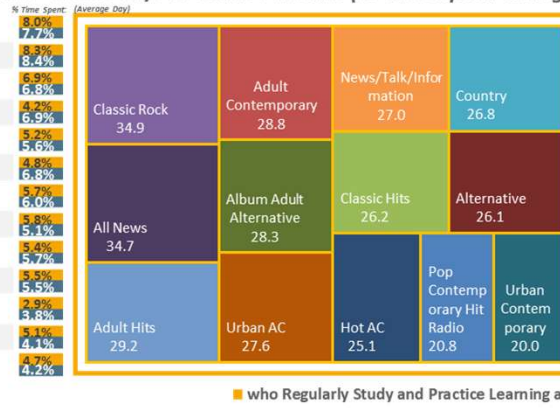


651,942 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Mexican Regional, Adult Contemporary, Classic Hits, and Spanish

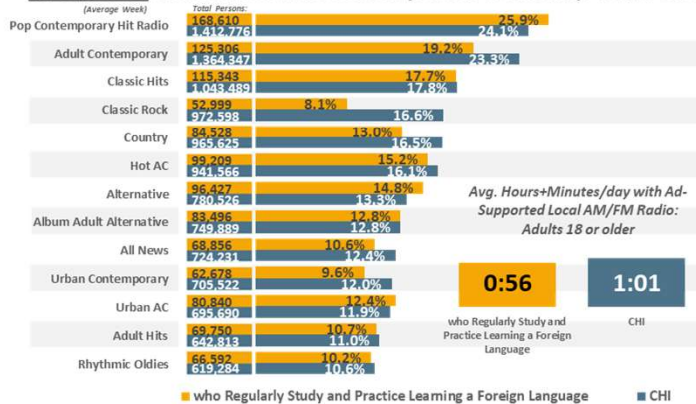
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



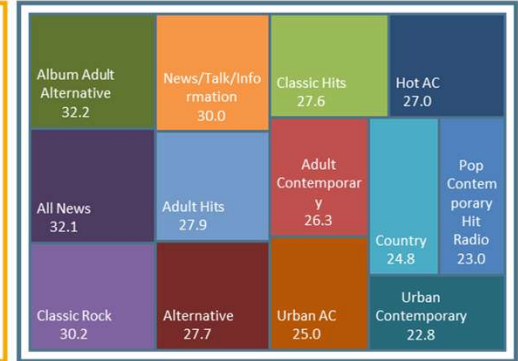
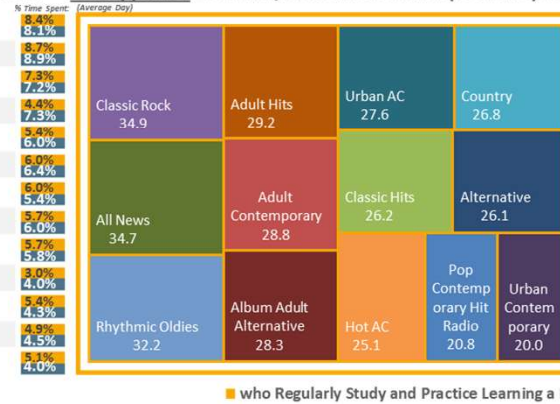
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



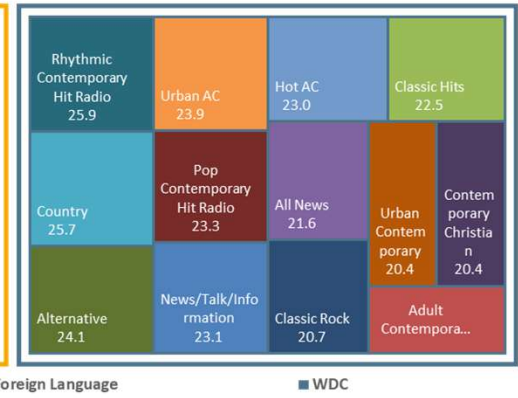
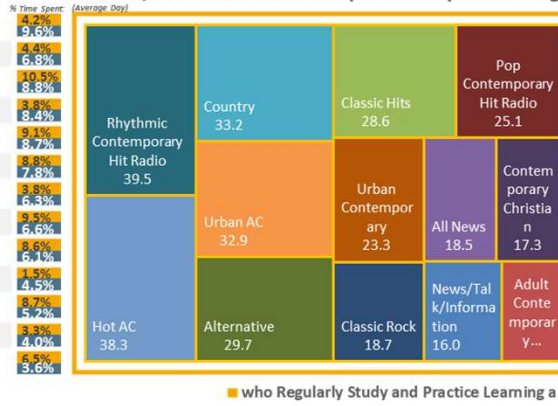
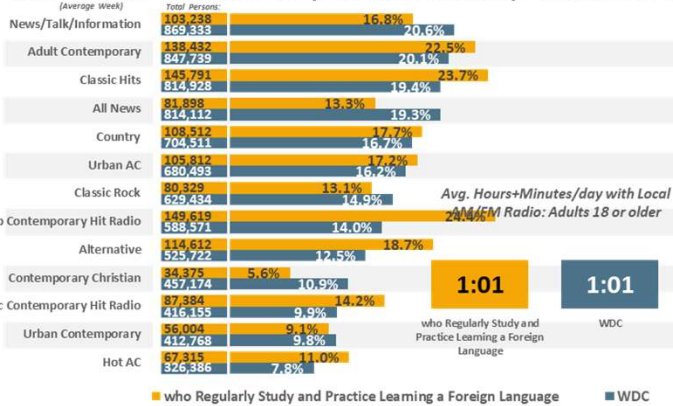
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



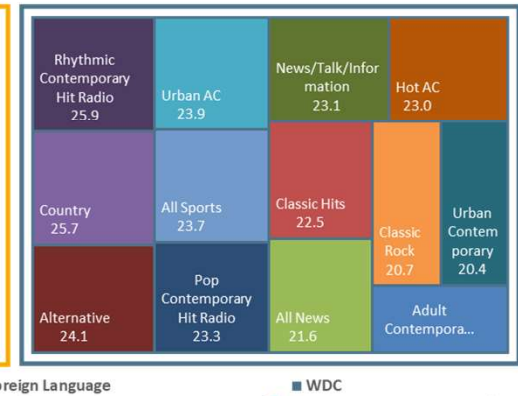
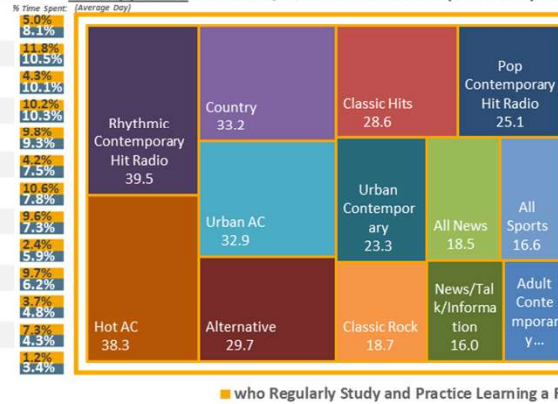
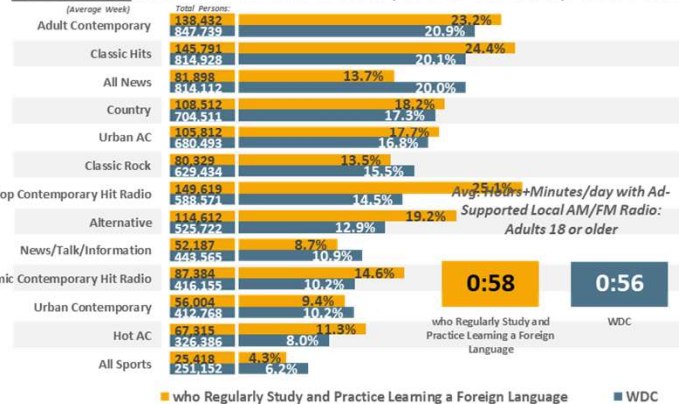


596,671 or 64.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Alternative, and Country.

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**



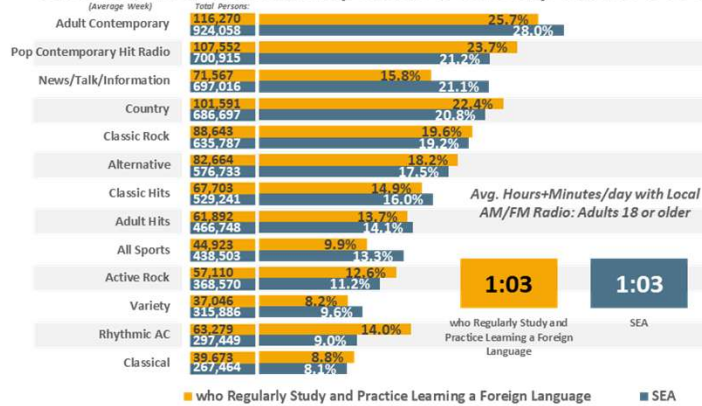
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



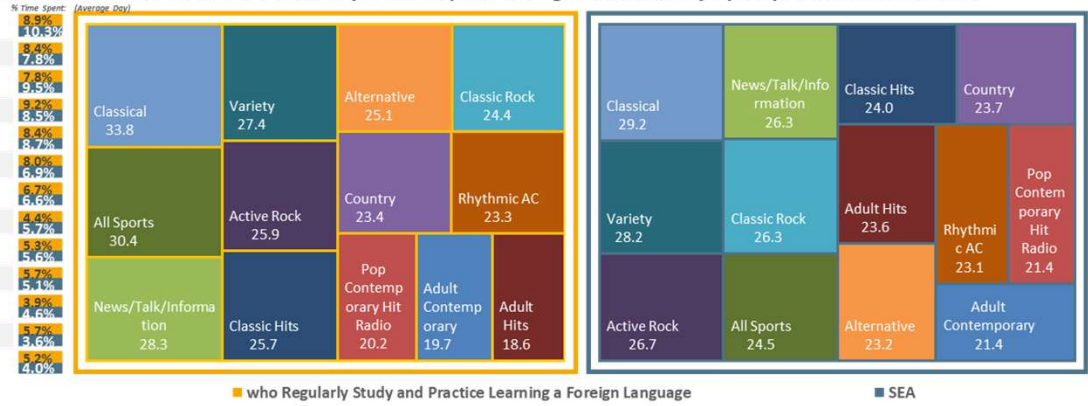


439,638 or 74.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Alternative.

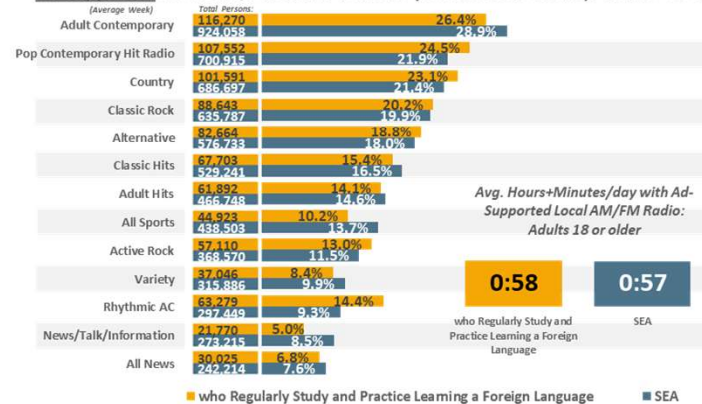
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



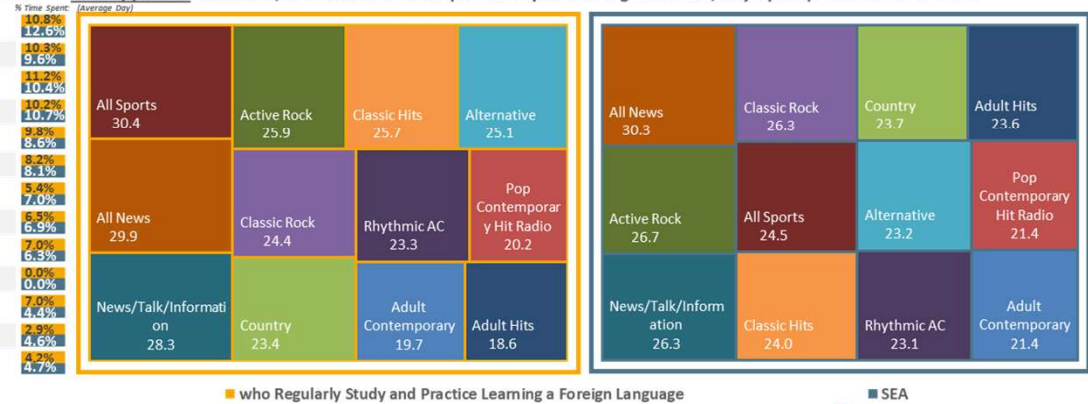
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



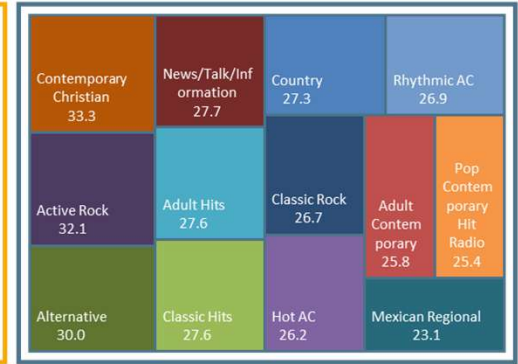
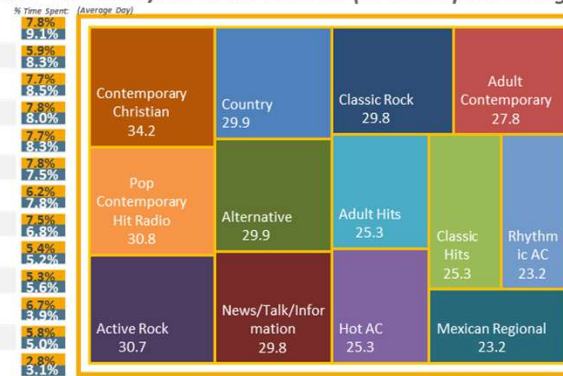
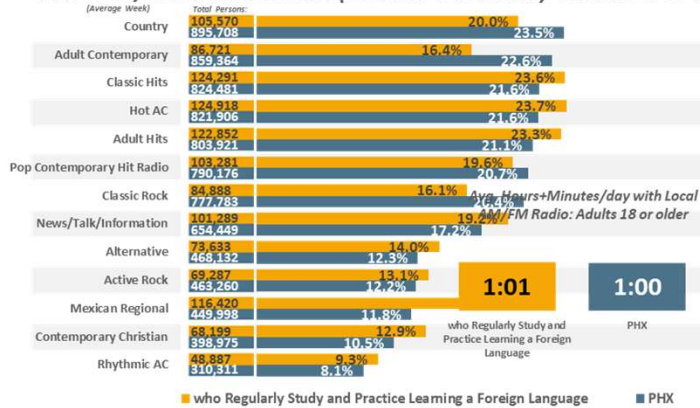
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



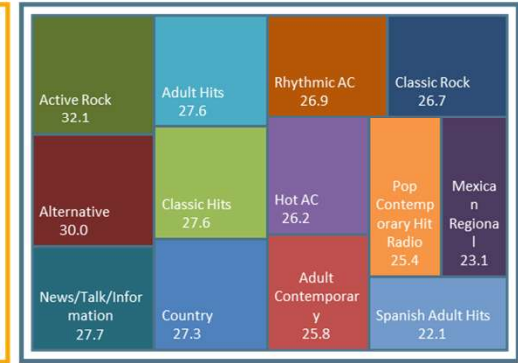
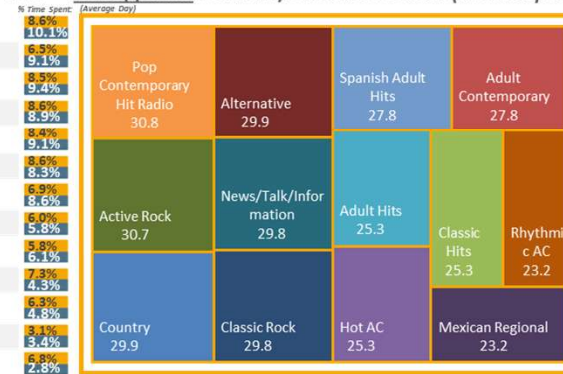
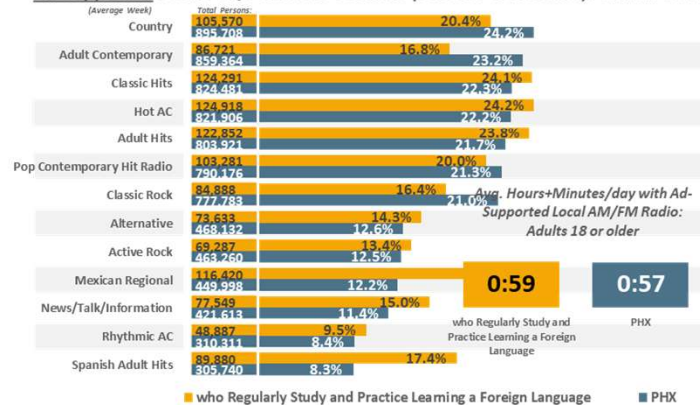


516,646 or 80.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Adult Hits, Mexican Regional, and Country.

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**

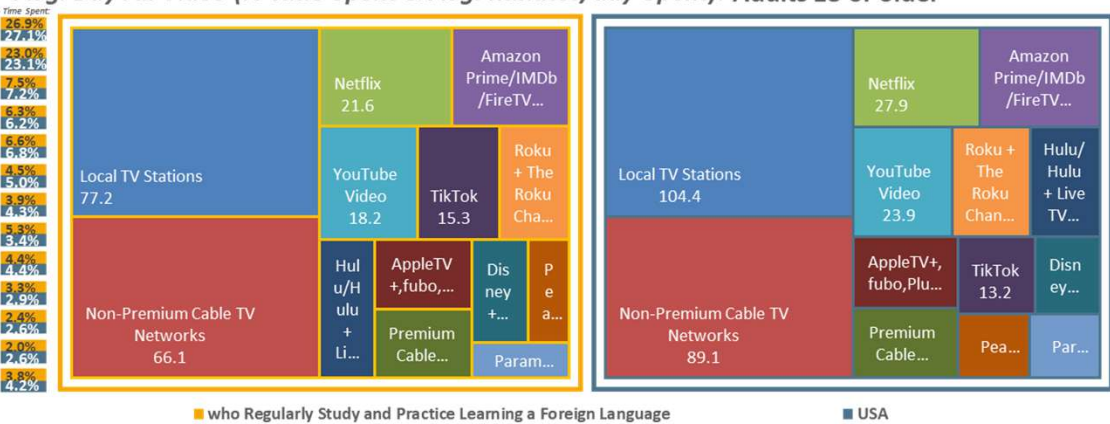
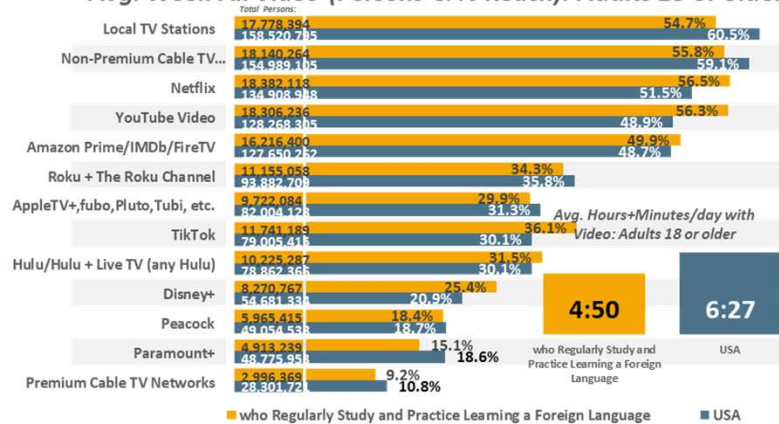




17,571,047 or 54.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

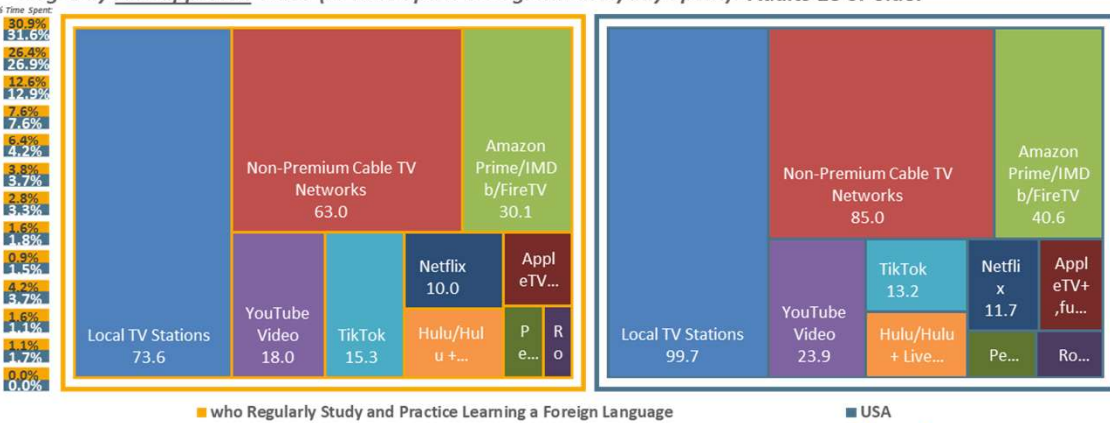
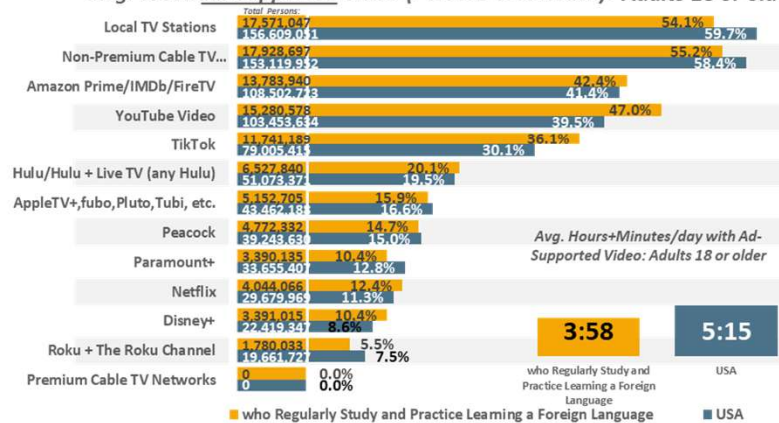
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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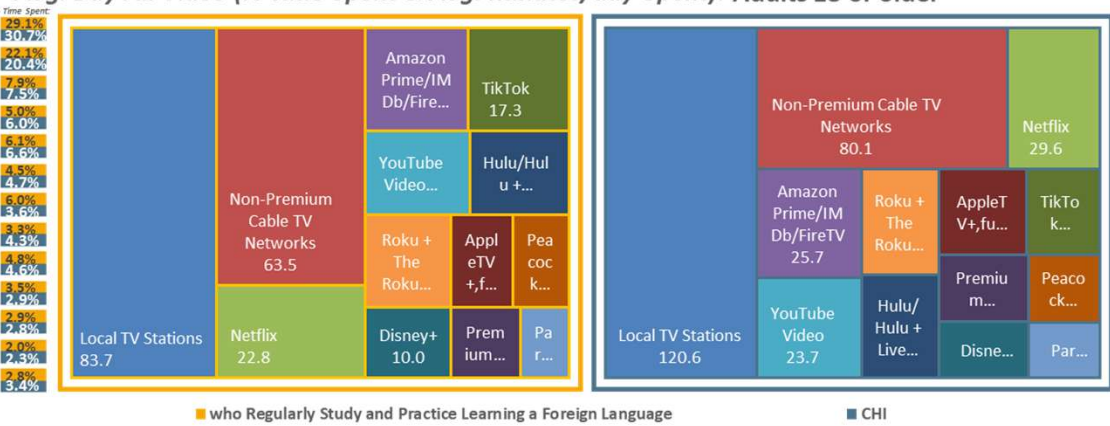
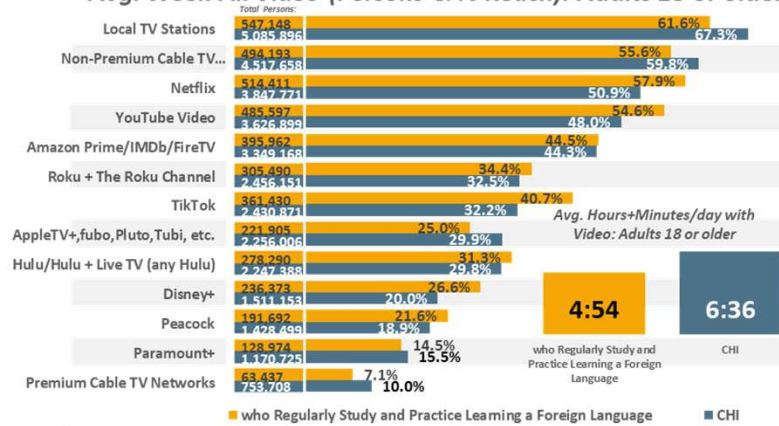
Activities done regularly: Foreign language study/practice



540,857 or 60.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 79.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

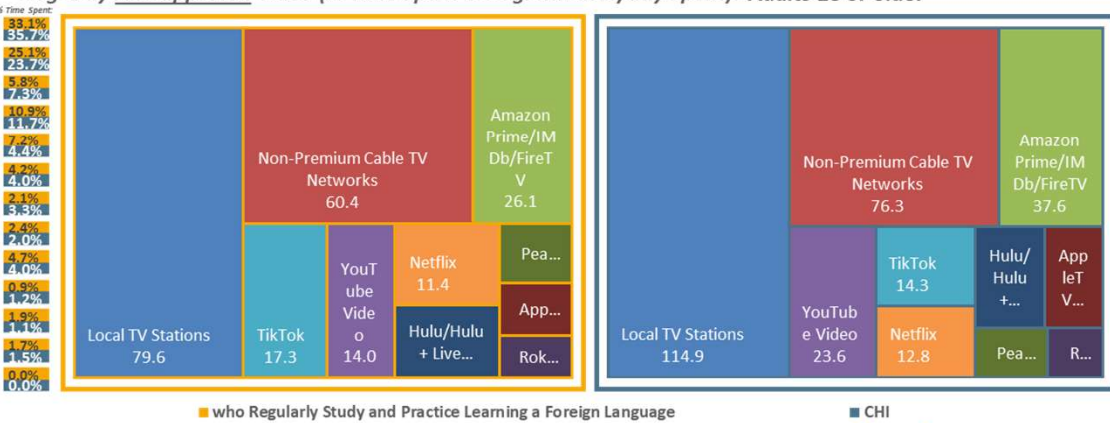
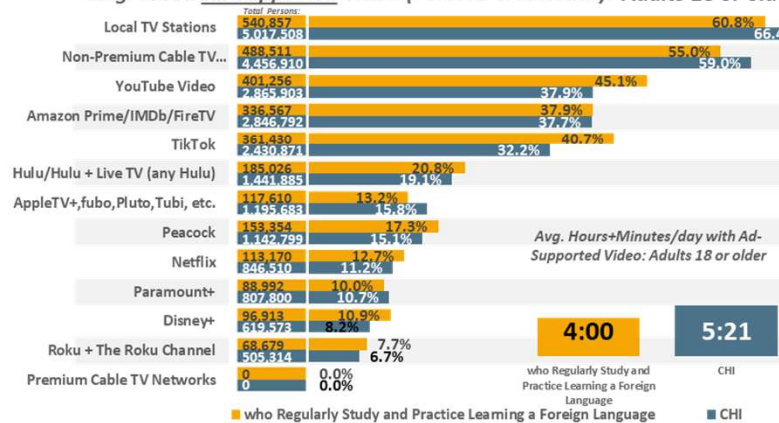
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 500
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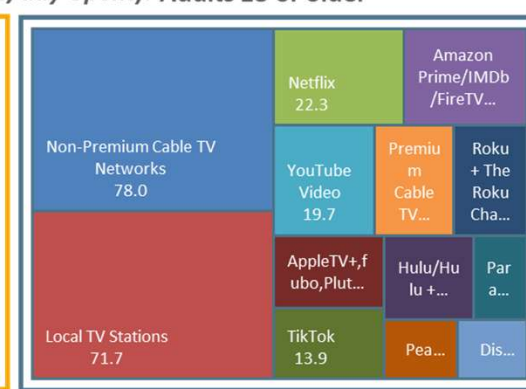
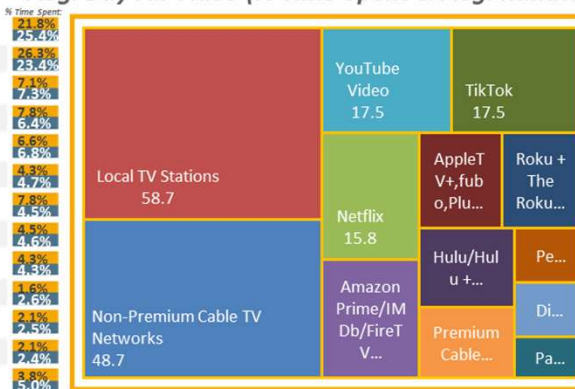
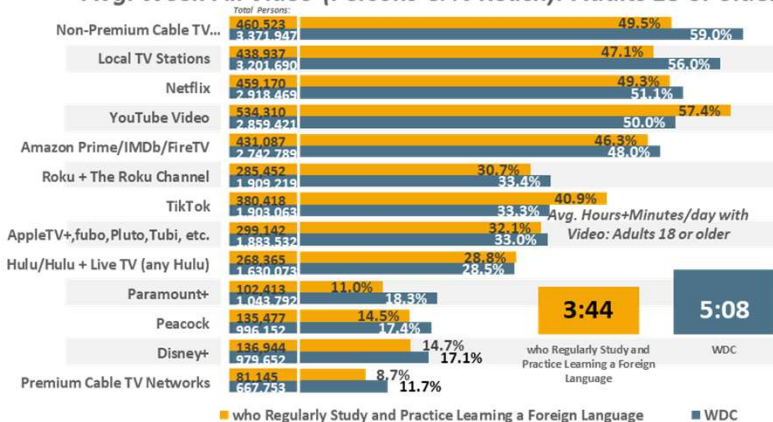
Activities done regularly: Foreign language study/practice



435,187 or 46.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

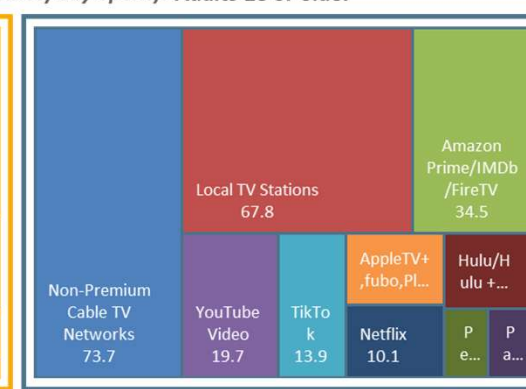
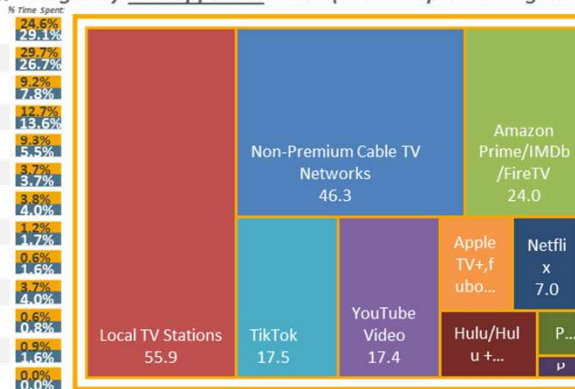
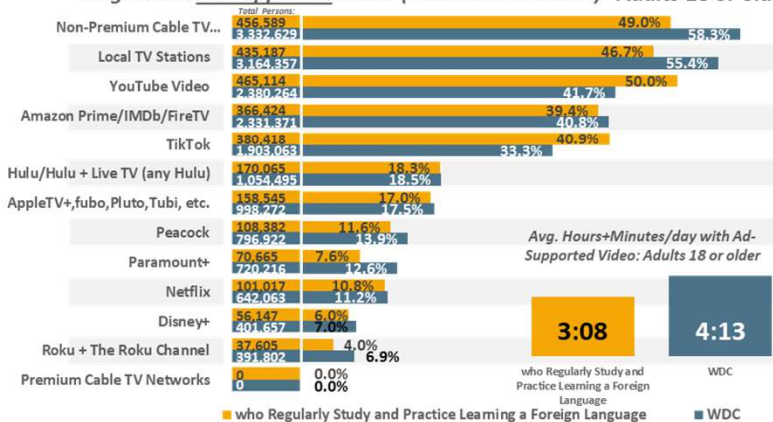
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 766
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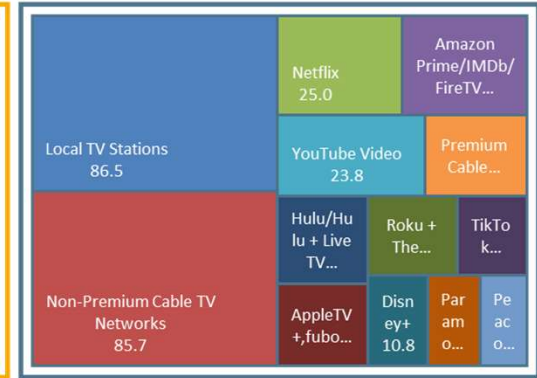
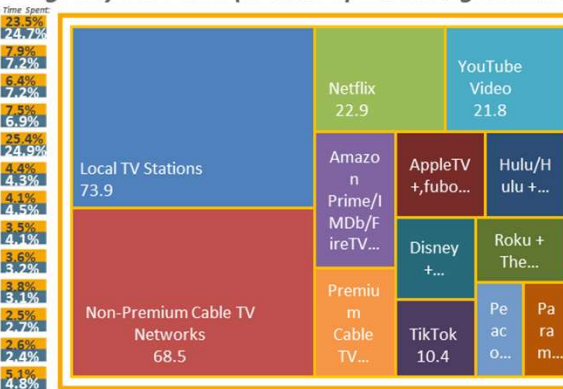
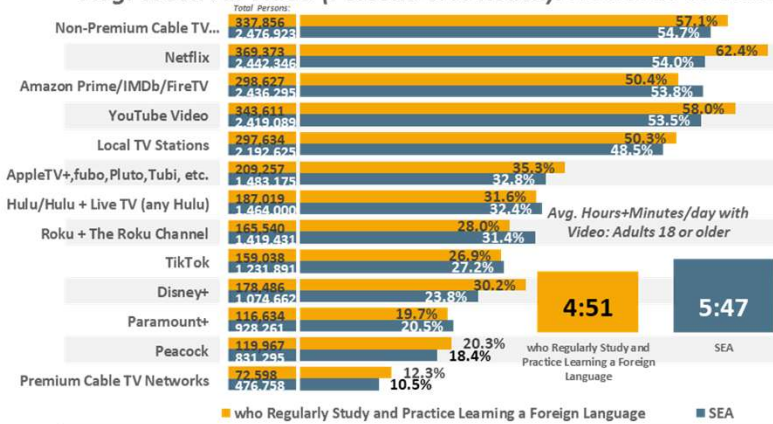
Activities done regularly: Foreign language study/practice



295,049 or 49.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

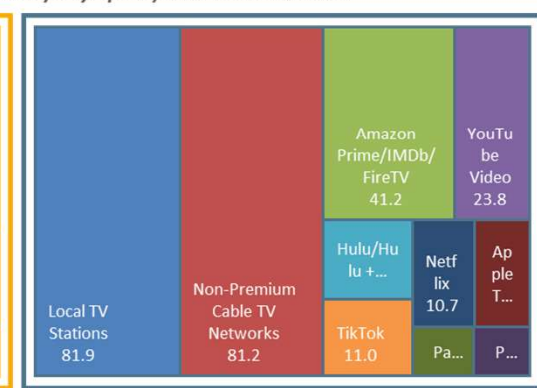
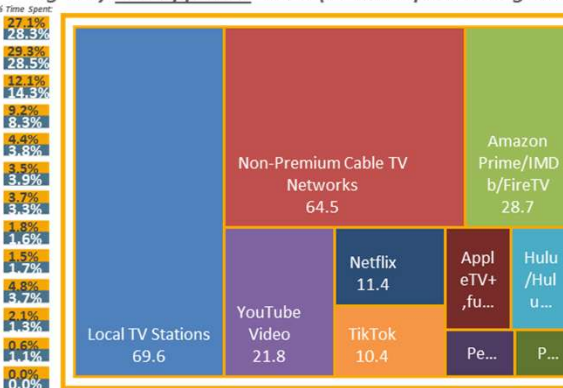
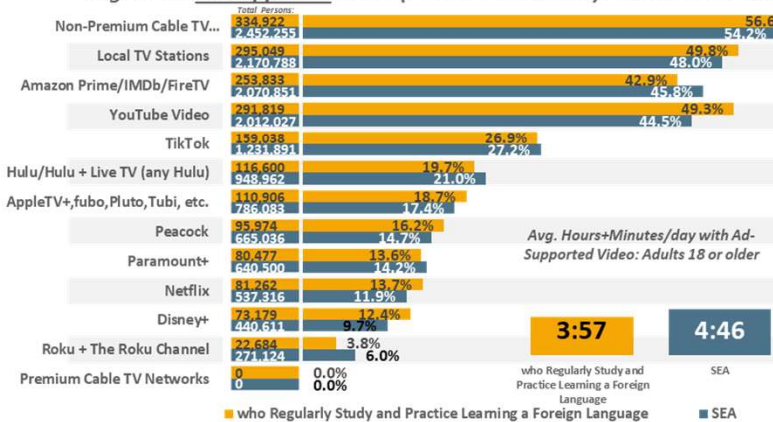
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

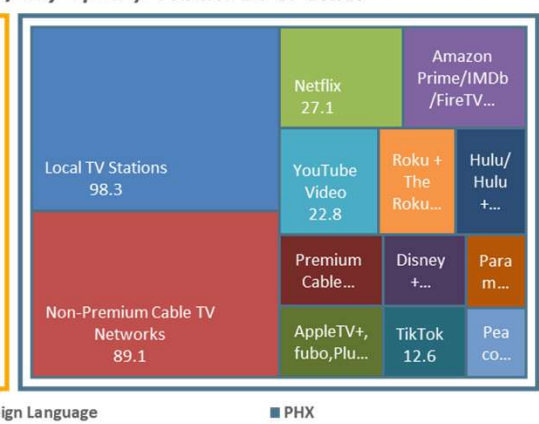
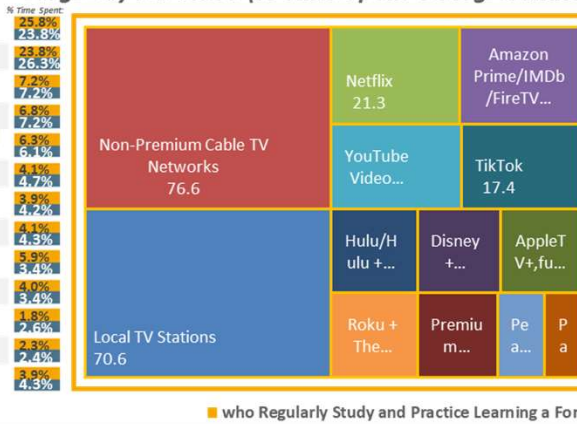
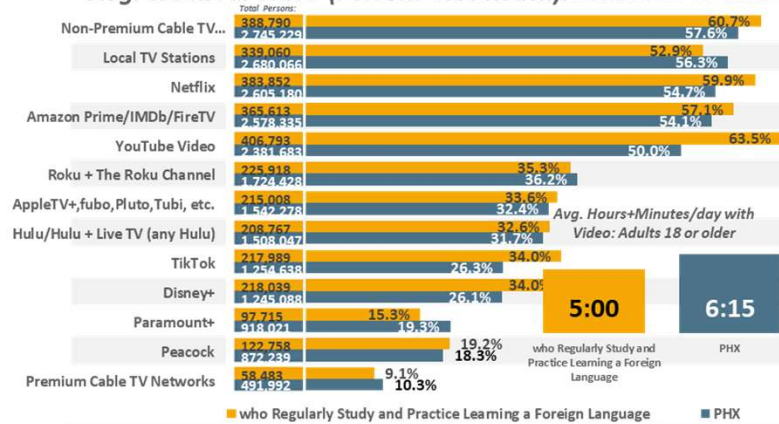




332,934 or 52.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 68.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

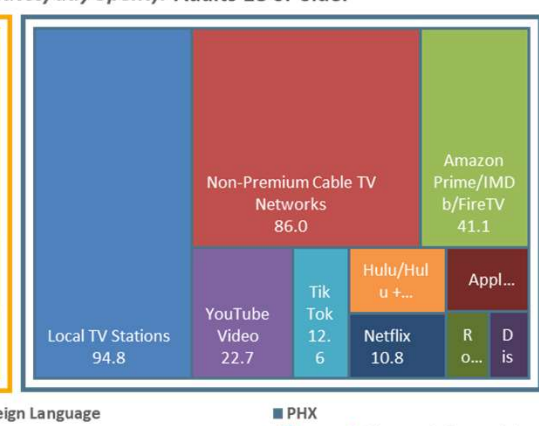
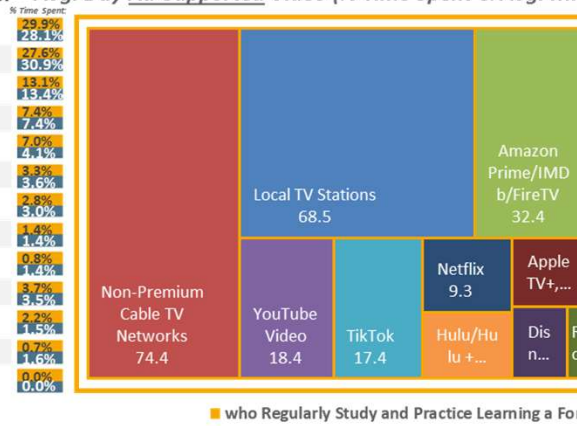
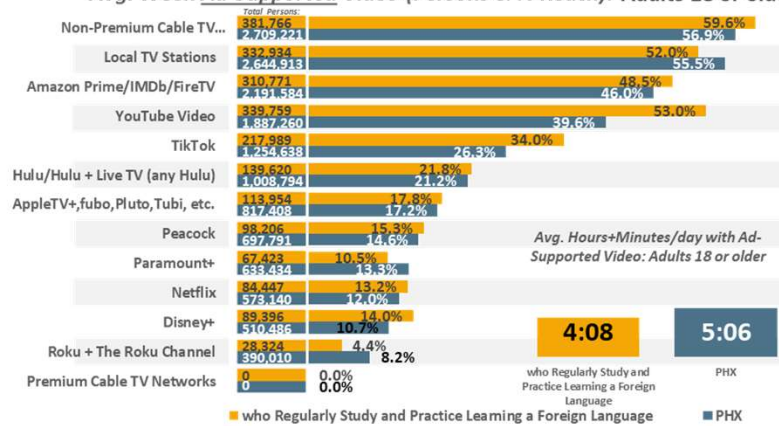
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



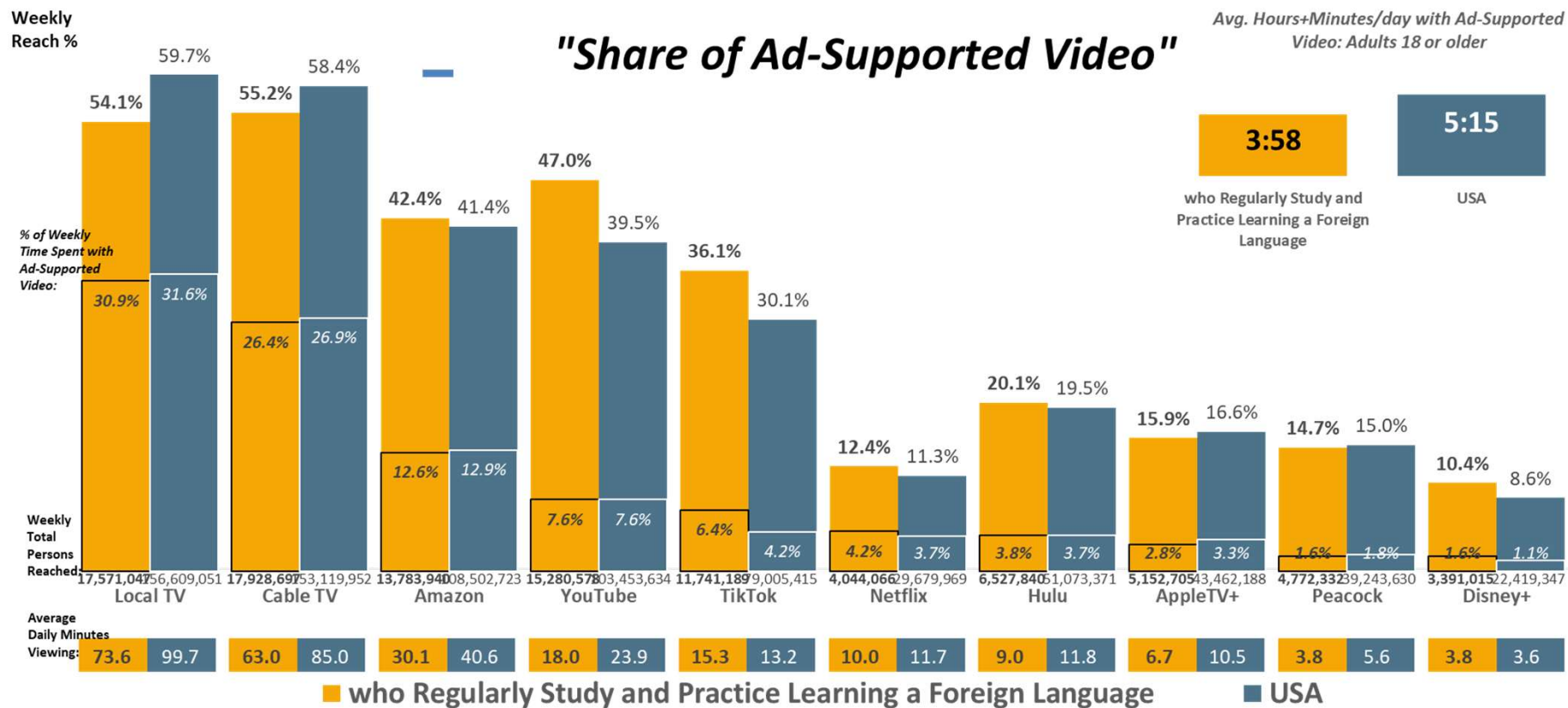
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 331
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Activities done regularly: Foreign language study/practice



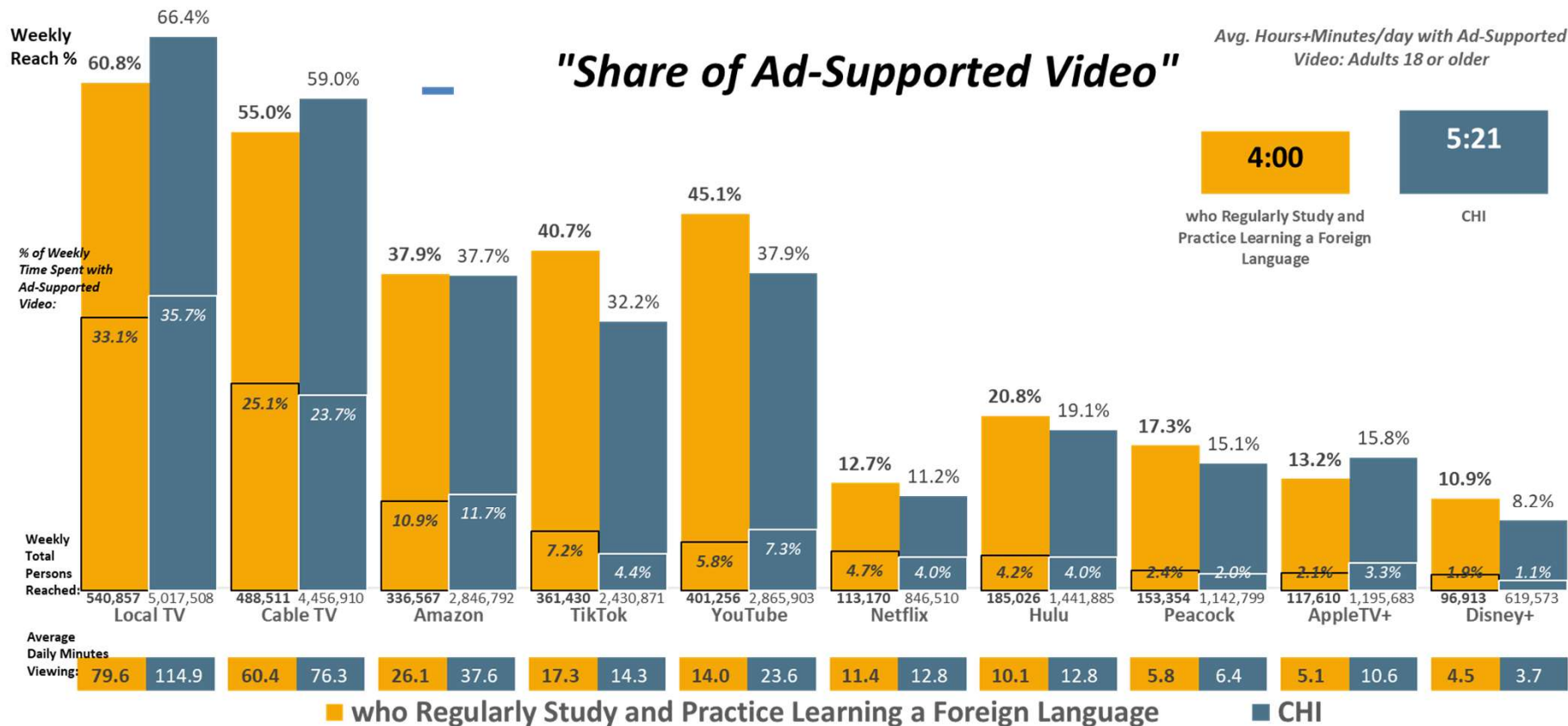
17,571,047 or 54.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.





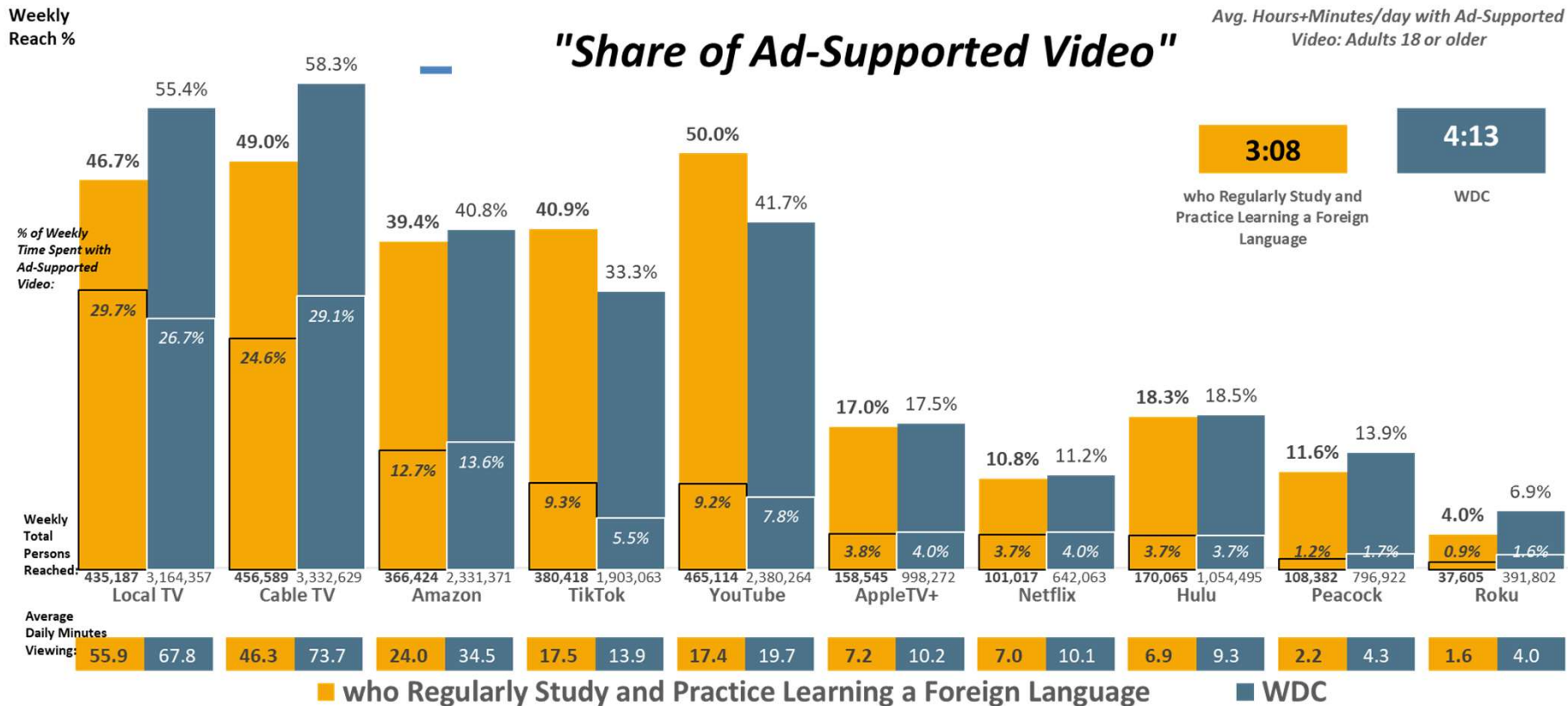
540,857 or 60.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 79.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



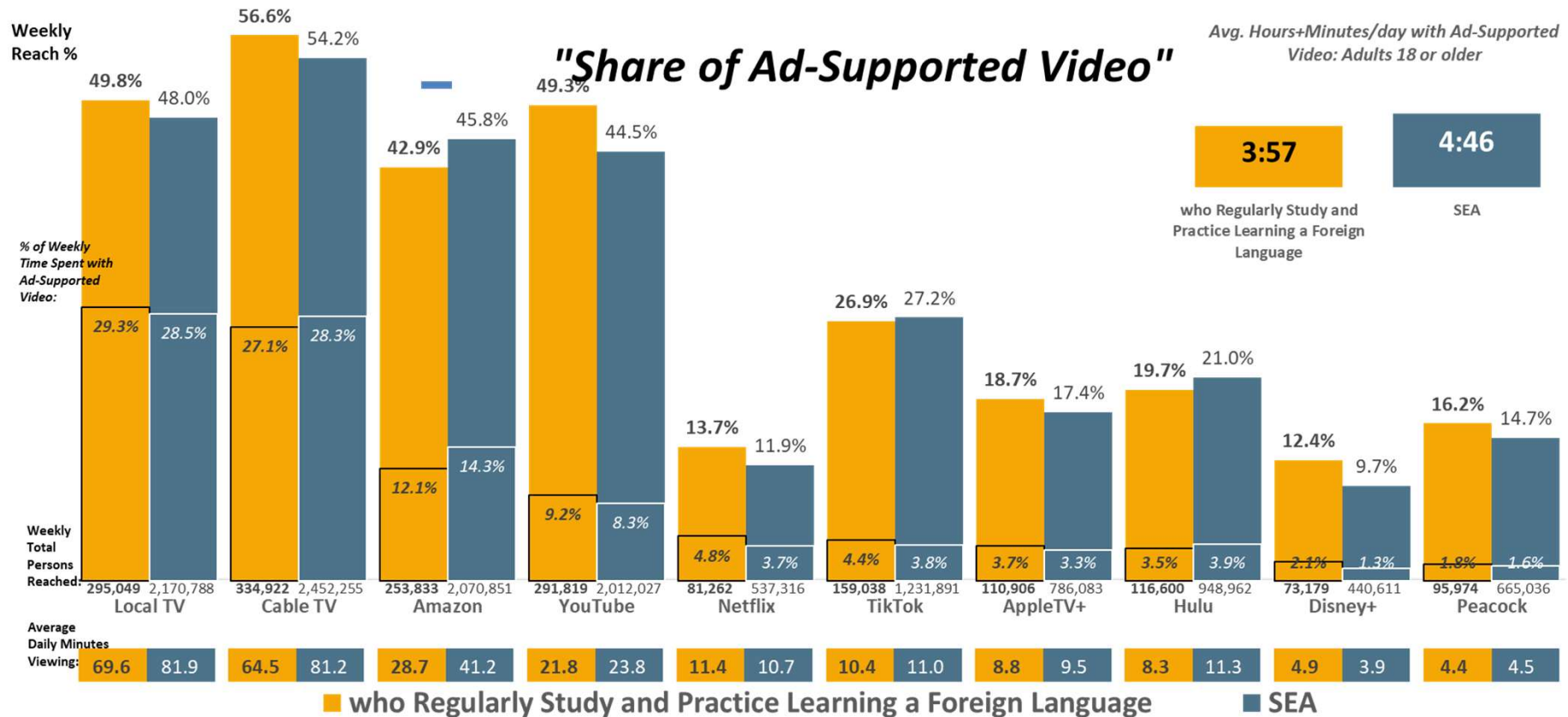


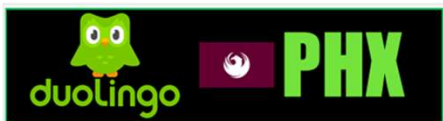
435,187 or 46.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.





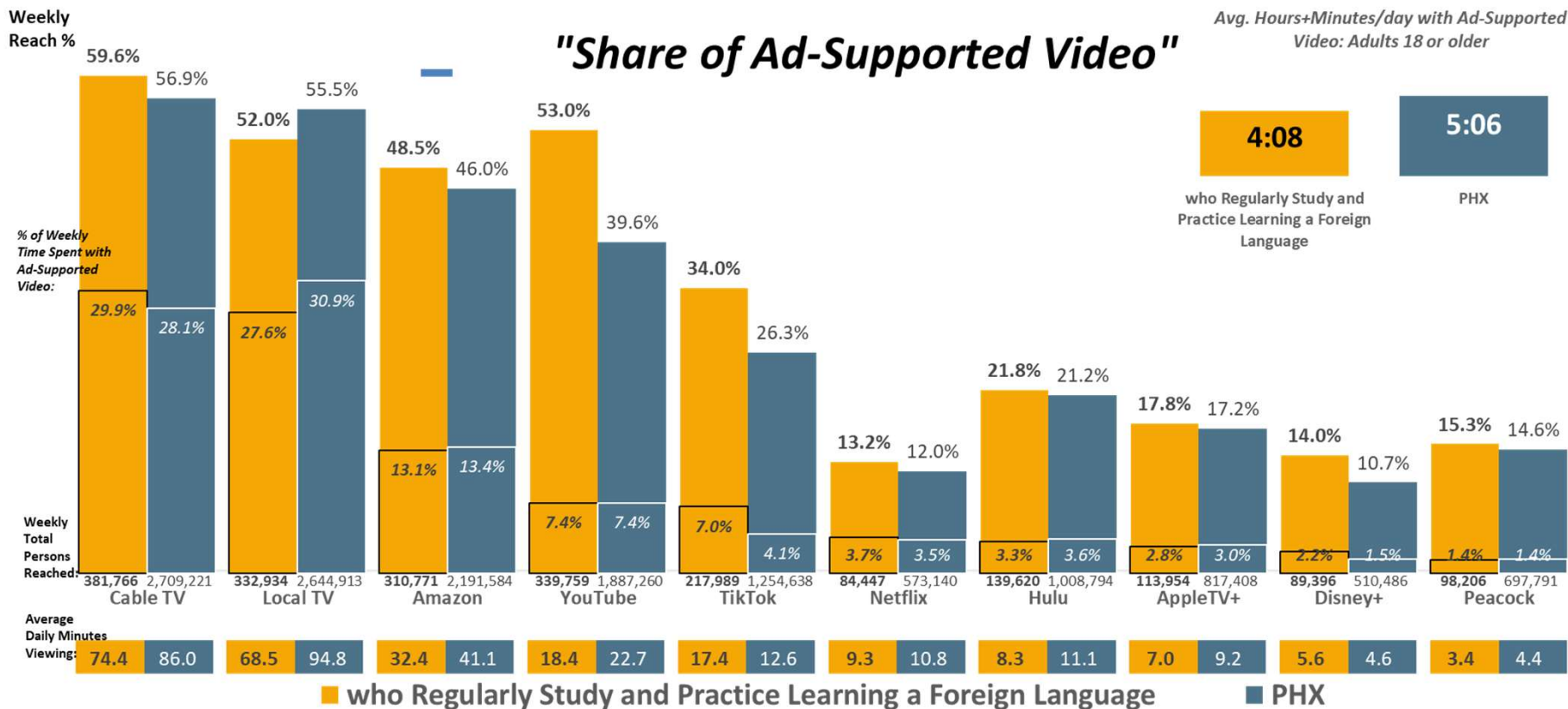
295,049 or 49.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.





332,934 or 52.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 68.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

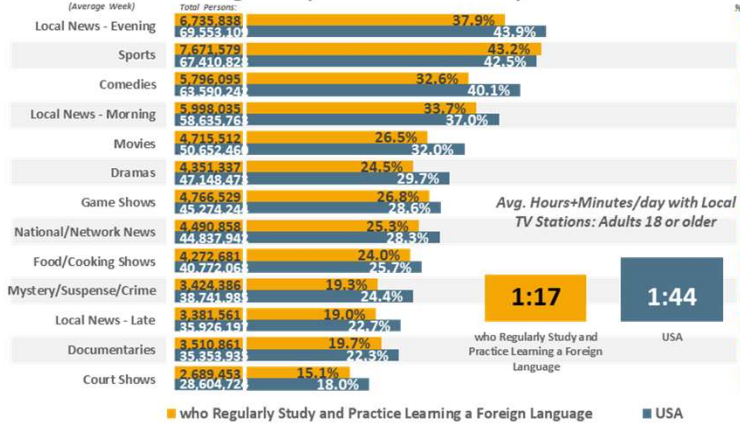
"Share of Ad-Supported Video"



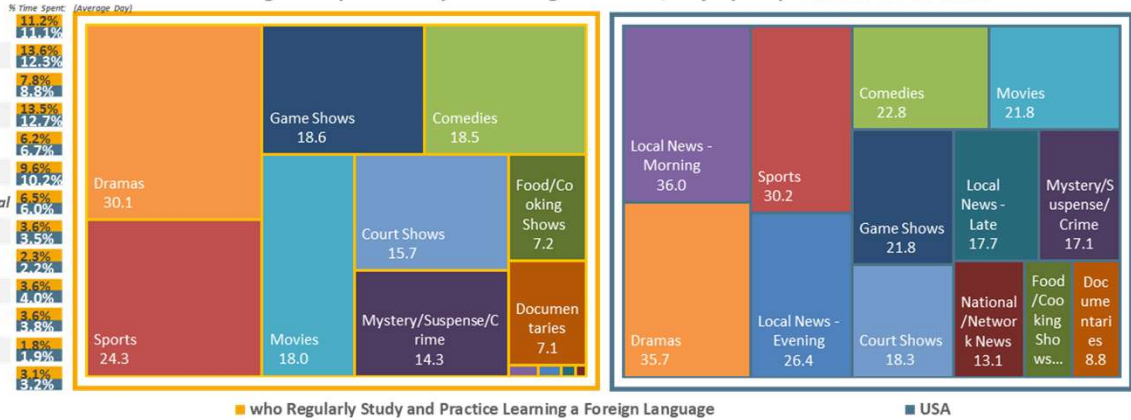


17,571,047 or 54.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

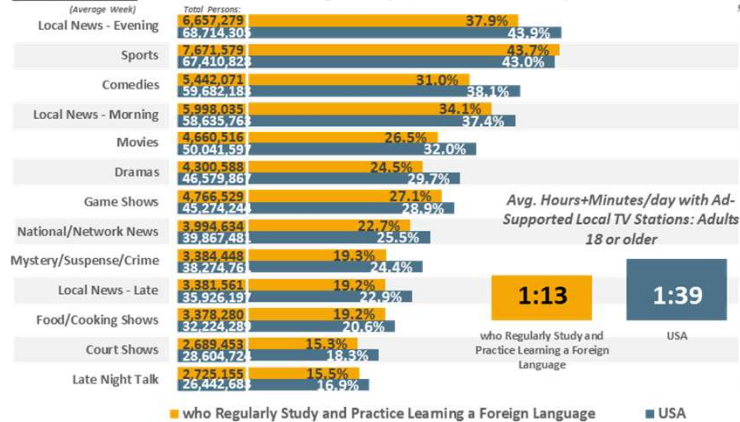
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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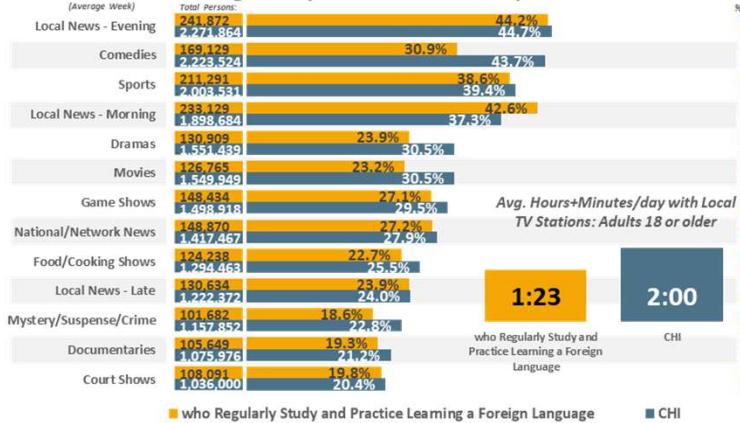
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Activities done regularly: Foreign language study/practice

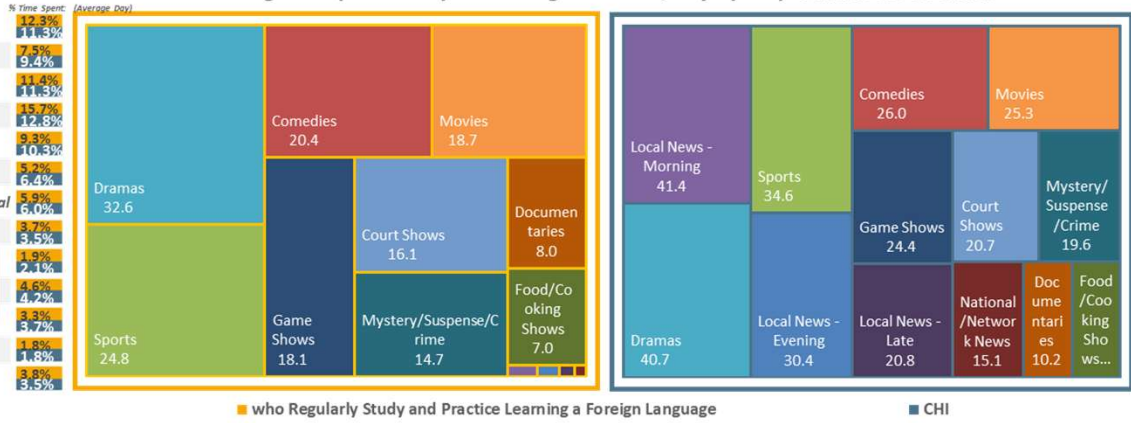


540,857 or 60.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and National/Network

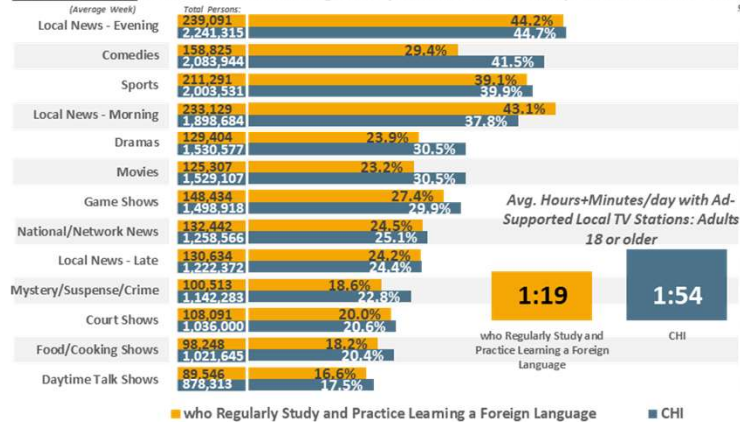
Local TV Station Programs (Persons & % Reach): Adults 18 or older



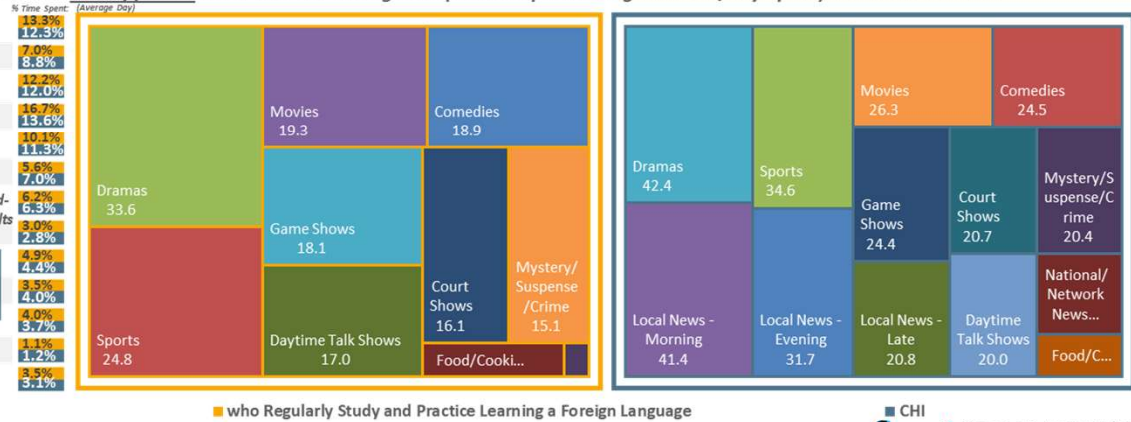
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 500
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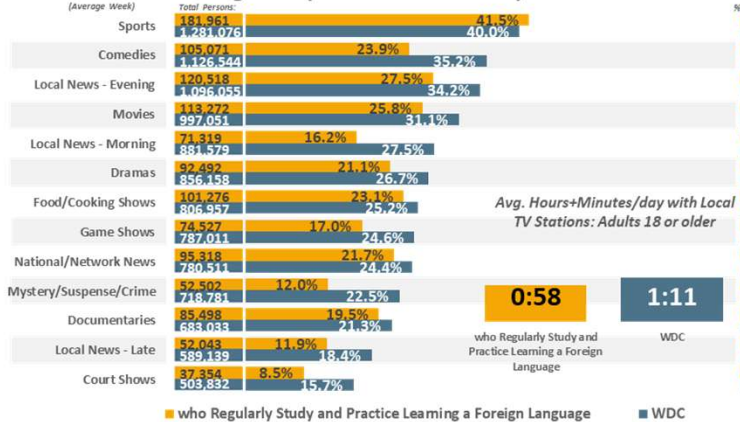
soefa.ai Share of Everything for Anything

Activities done regularly: Foreign language study/practice

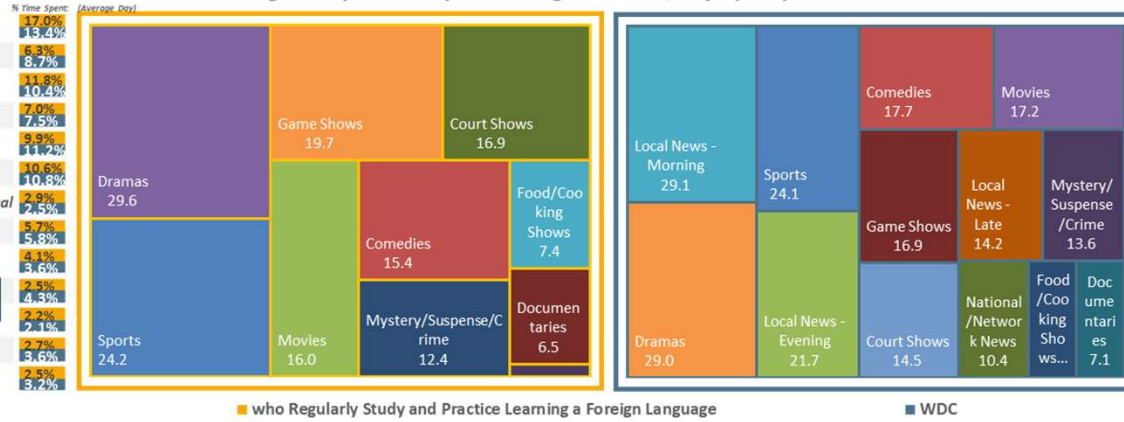


435,187 or 46.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Dramas, and National/Network News.

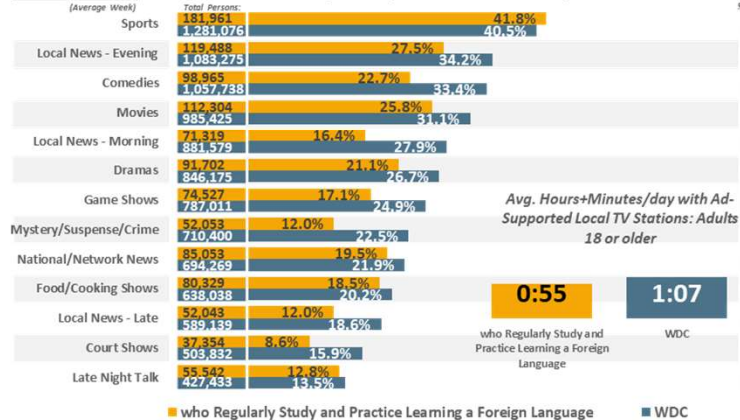
Local TV Station Programs (Persons & % Reach): Adults 18 or older



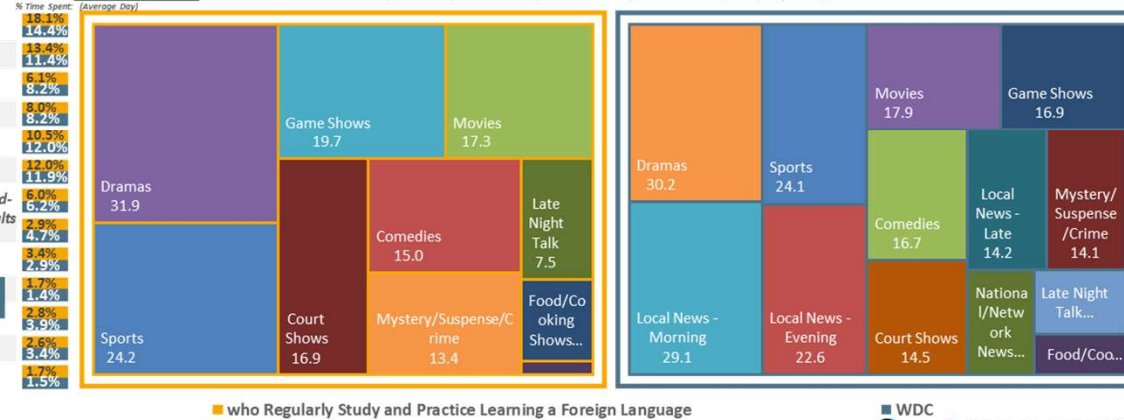
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



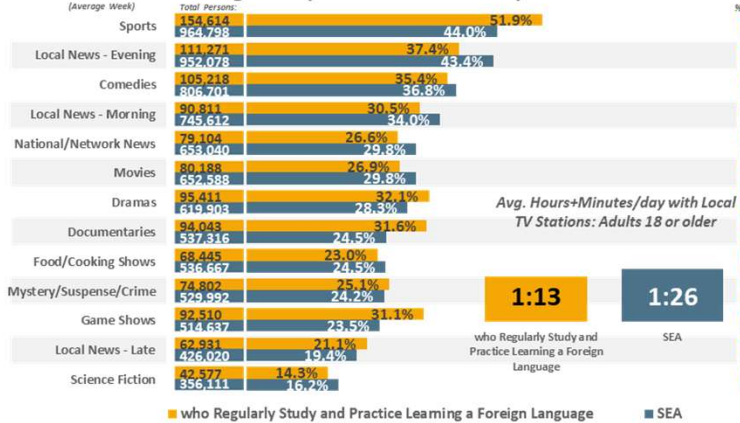
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



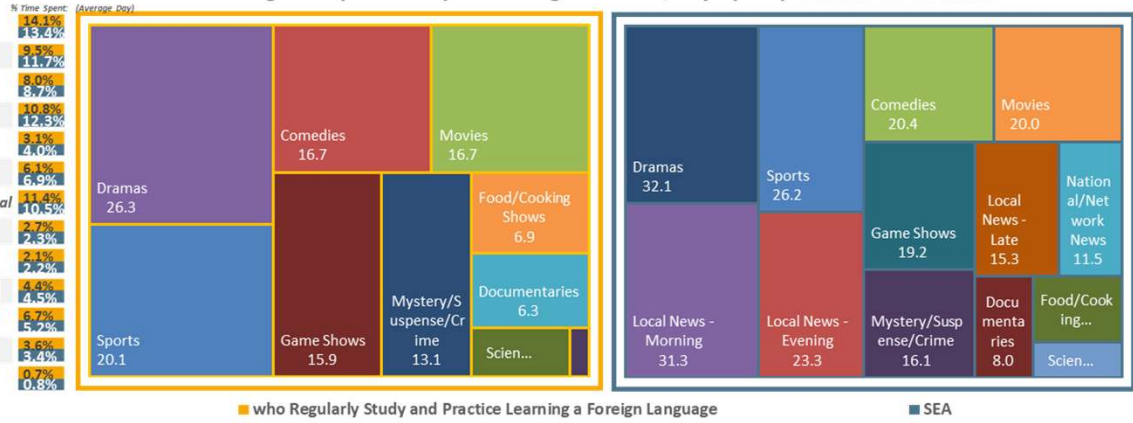


295,049 or 49.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Evening, Comedies, Dramas, Game Shows, and Local News - Morning.

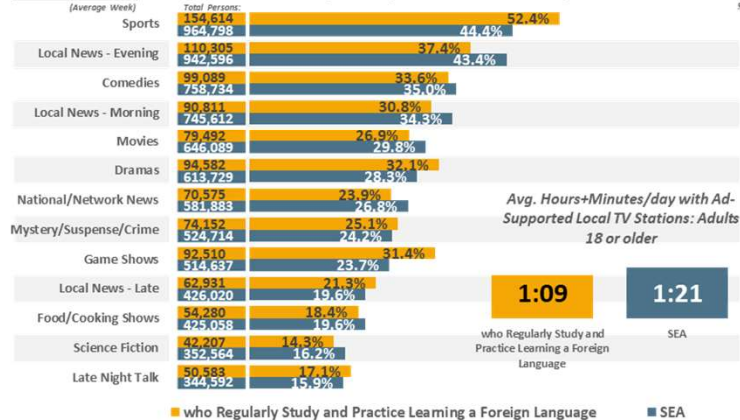
Local TV Station Programs (Persons & % Reach): Adults 18 or older



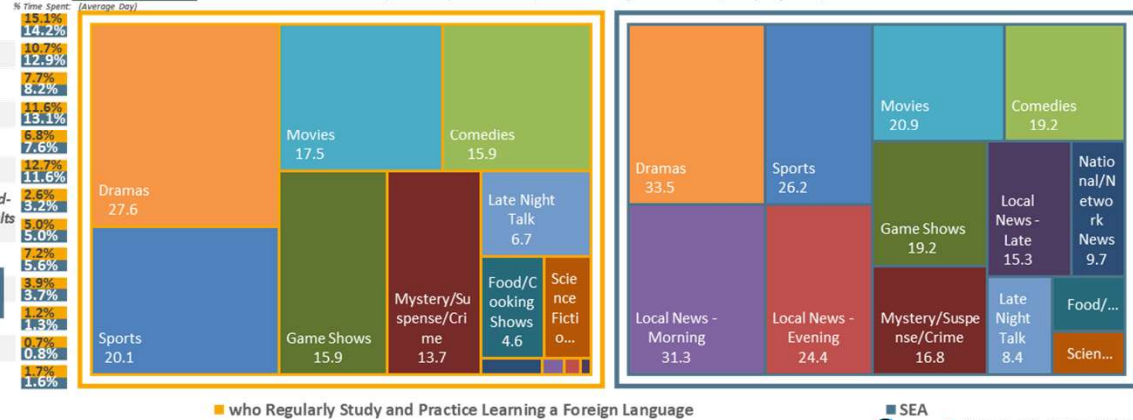
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



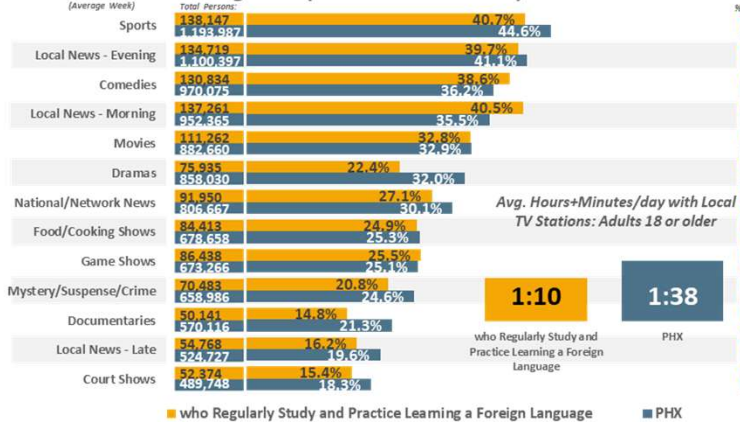
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



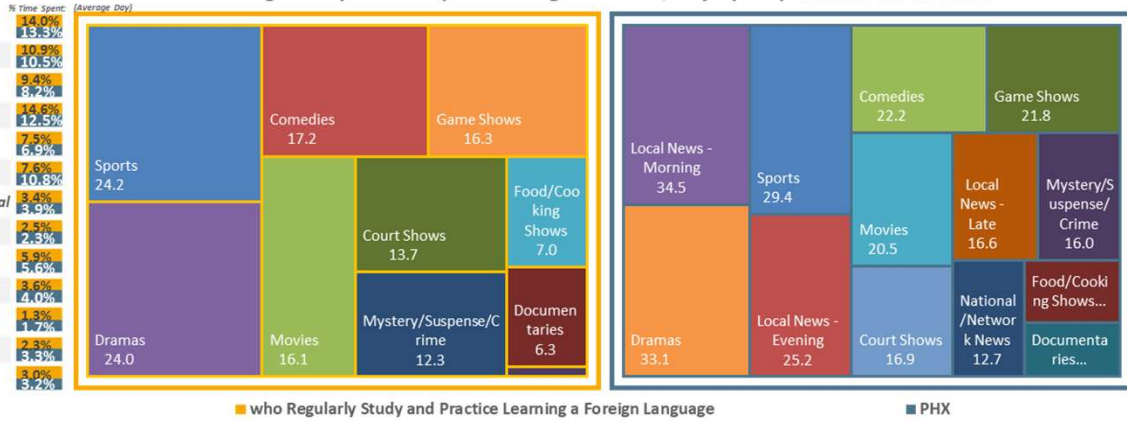


332,934 or 52.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

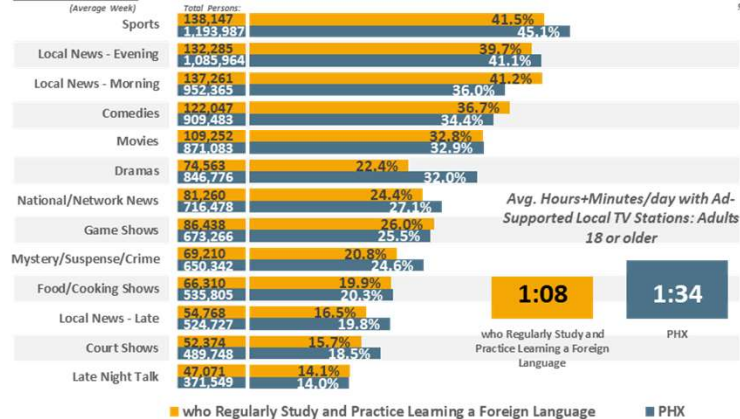
Local TV Station Programs (Persons & % Reach): Adults 18 or older



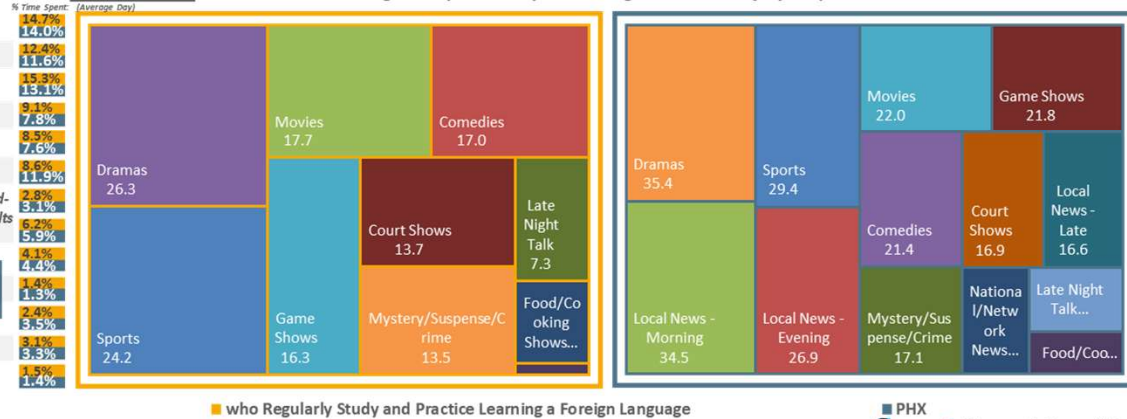
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

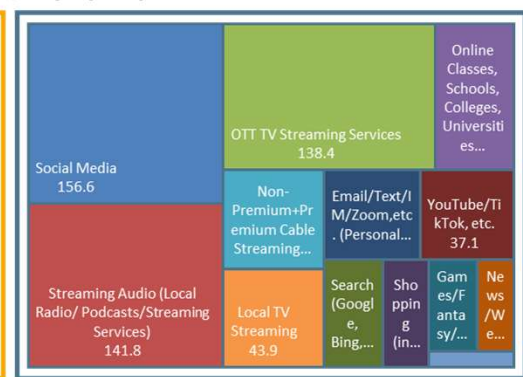
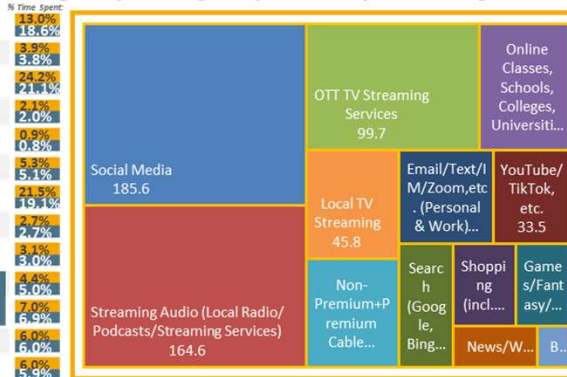
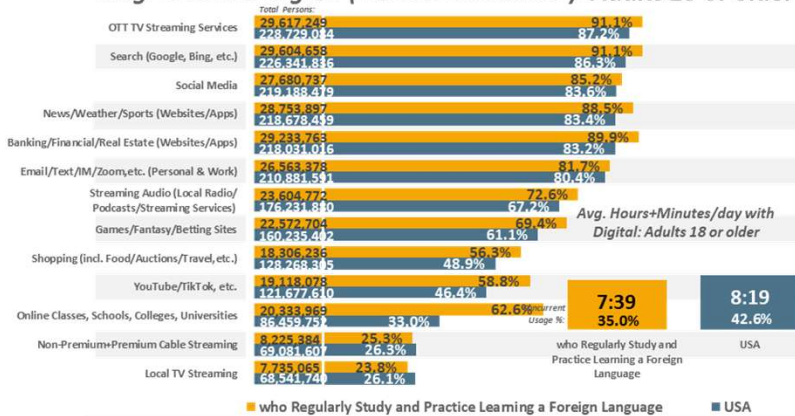




22,836,798 or 70.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 153.1 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

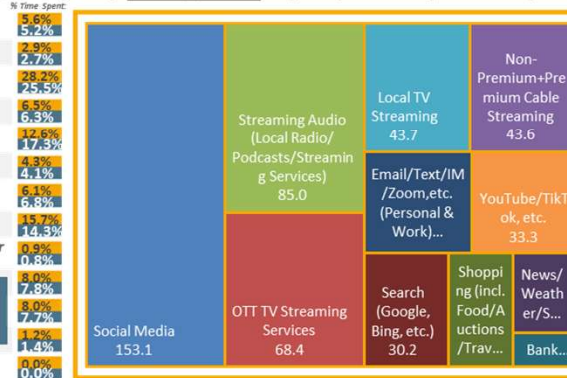
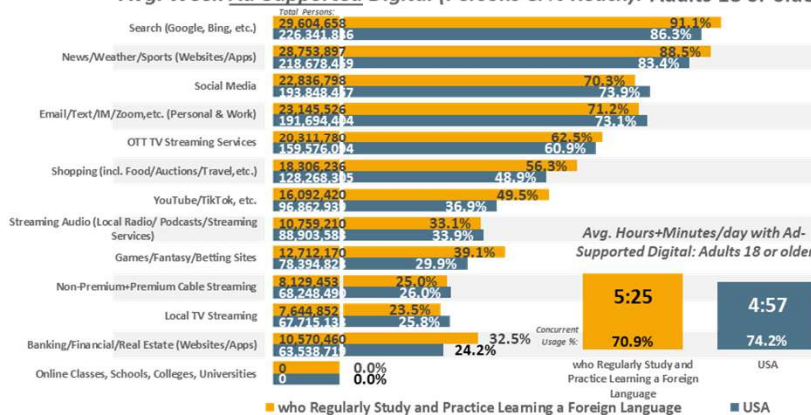
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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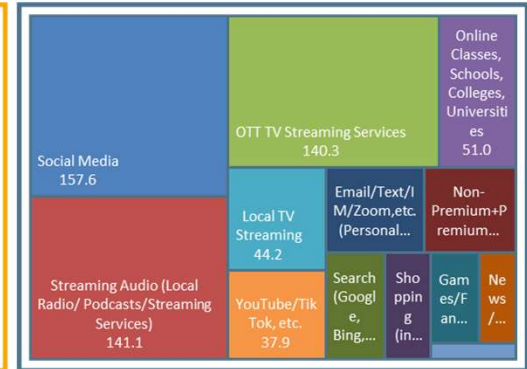
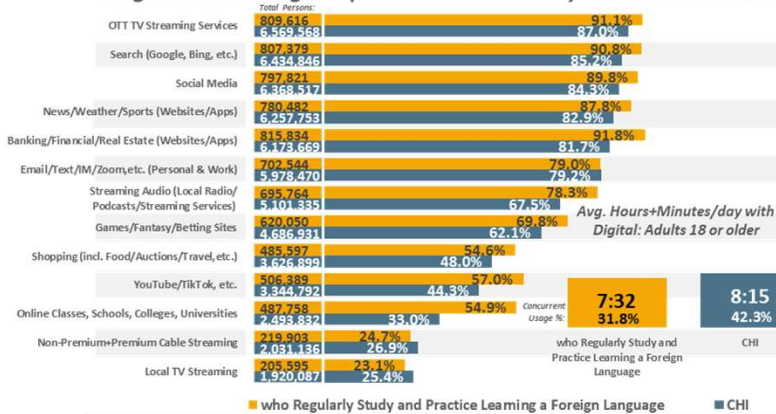
Activities done regularly: Foreign language study/practice



682,855 or 76.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 161.9 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

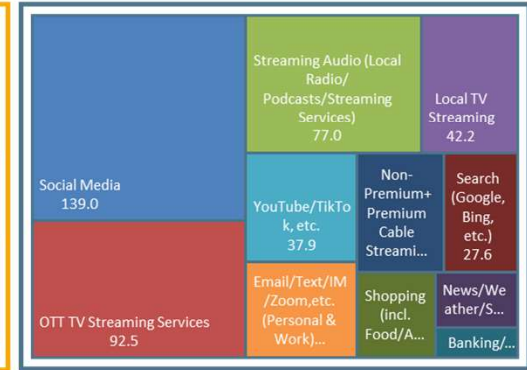
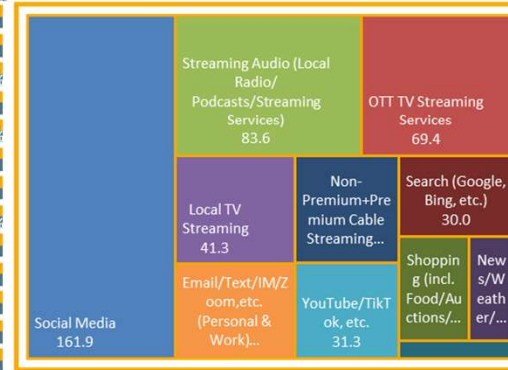
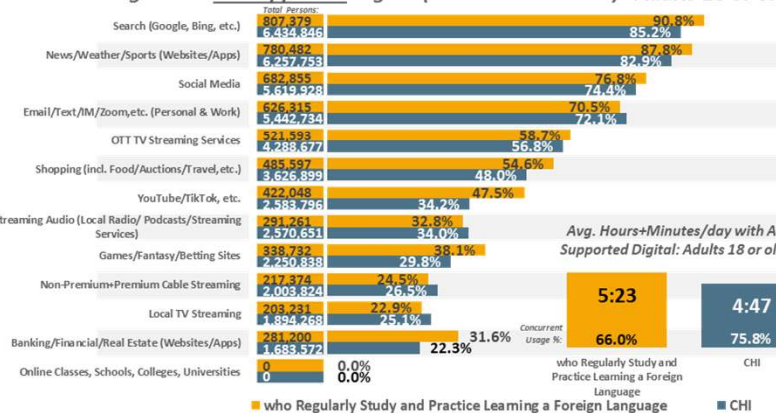
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

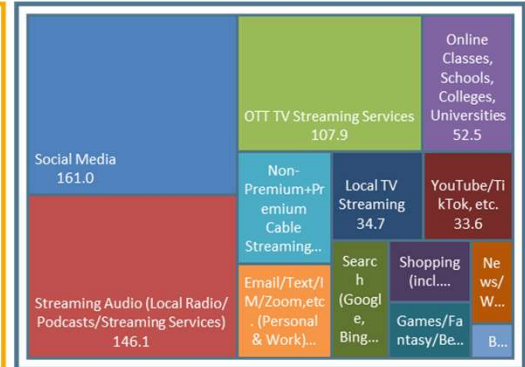
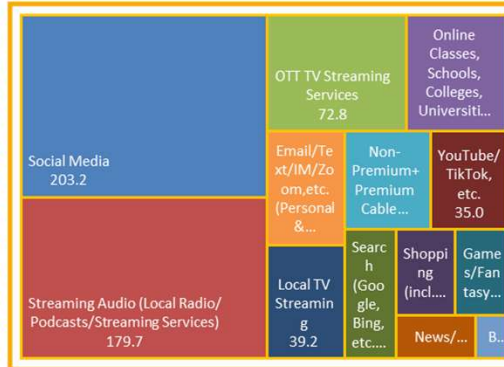
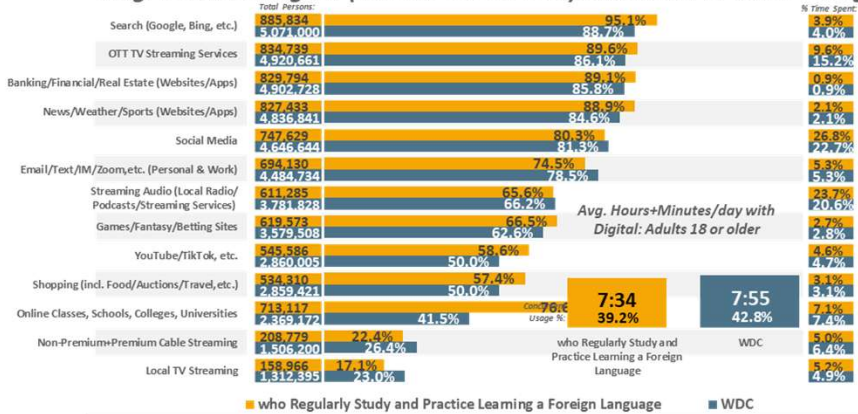




593,095 or 63.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 161.2 minutes every day representing 30.6% of all time spent daily with Ad-Supported Digital Media.

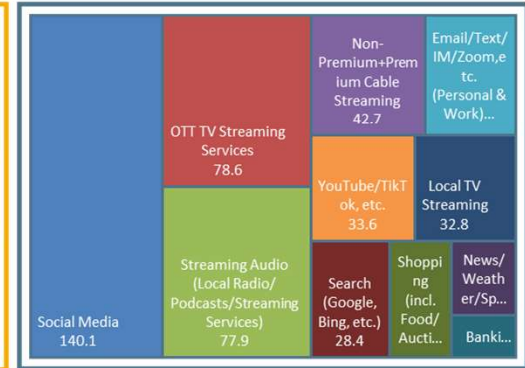
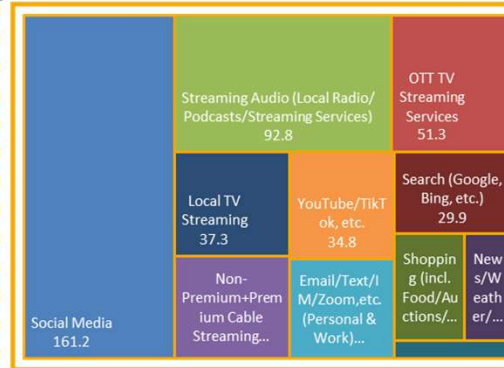
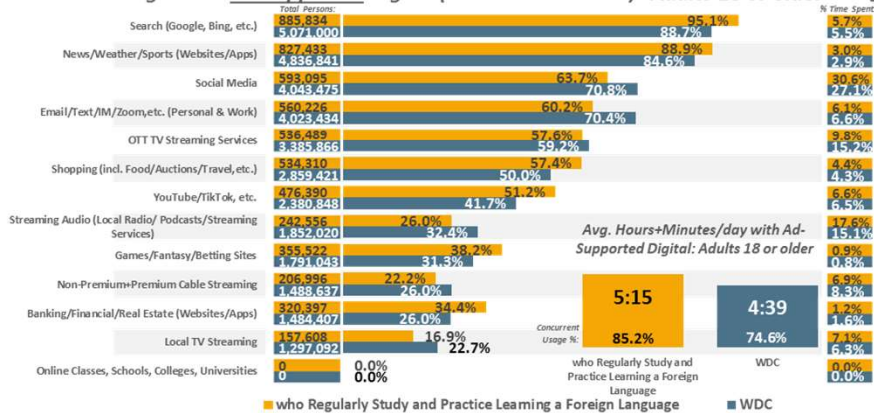
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 766
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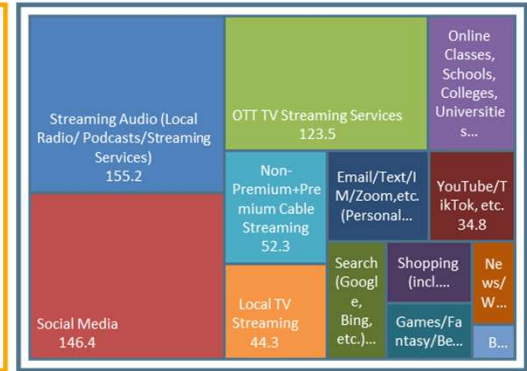
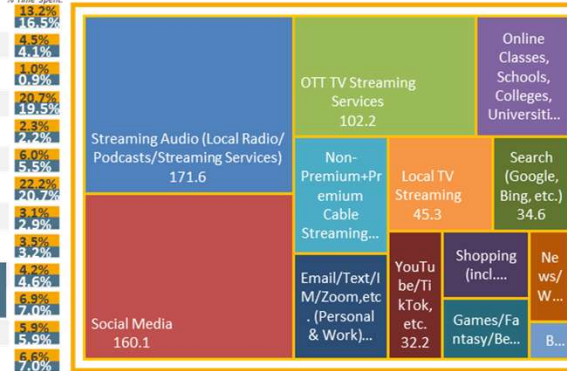
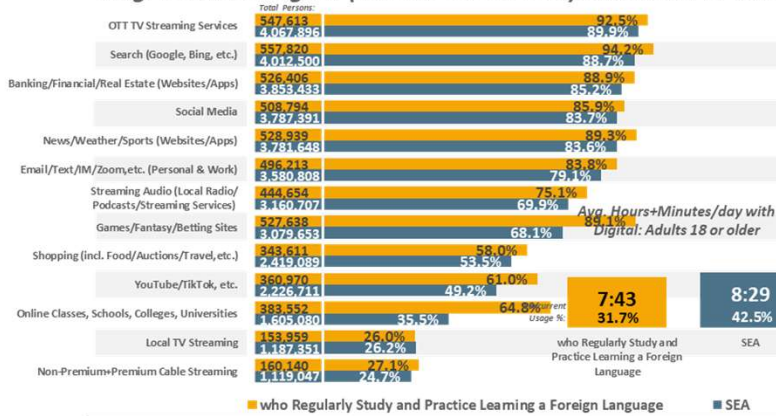
Activities done regularly: Foreign language study/practice



419,627 or 70.9% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 132. minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

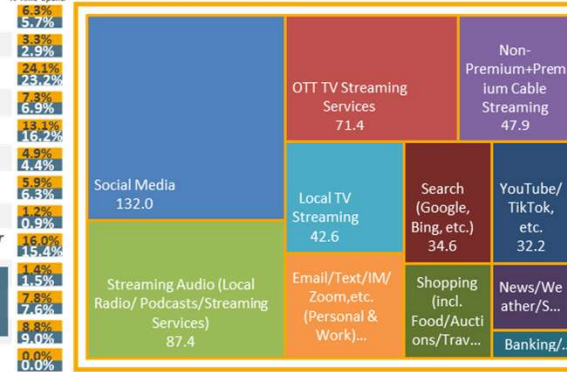
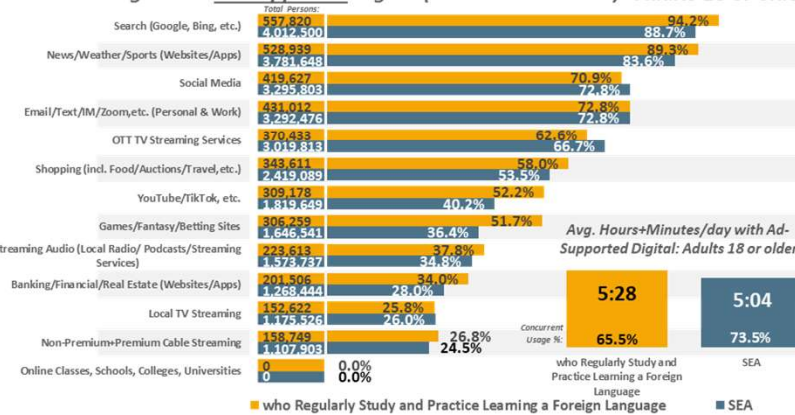
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

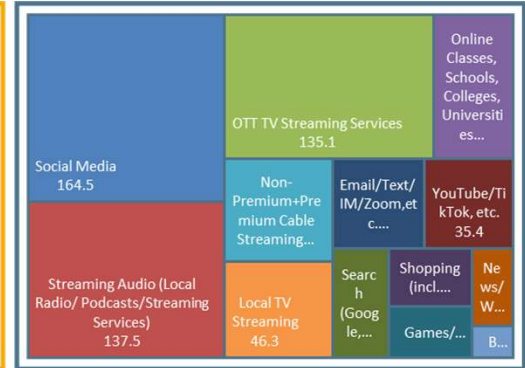
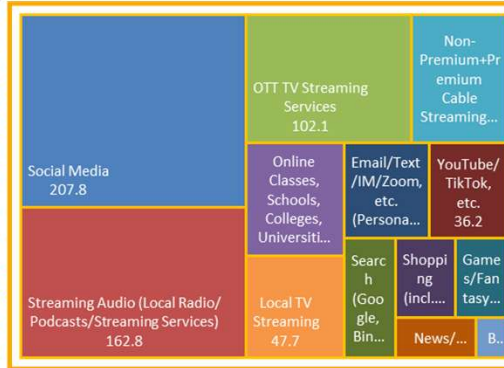




433,652 or 67.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 167.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

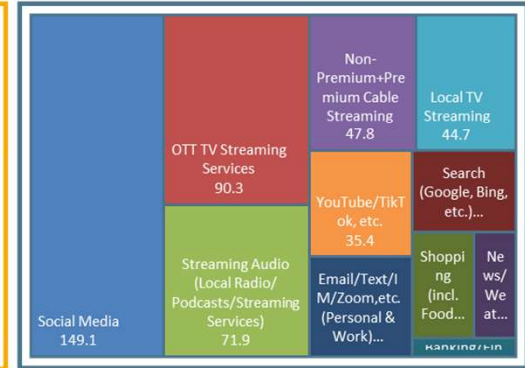
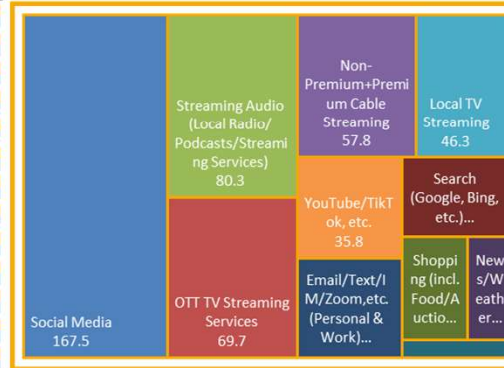
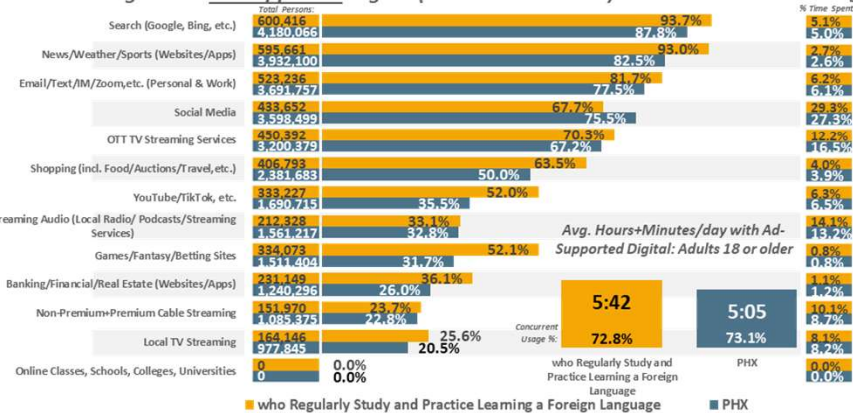
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

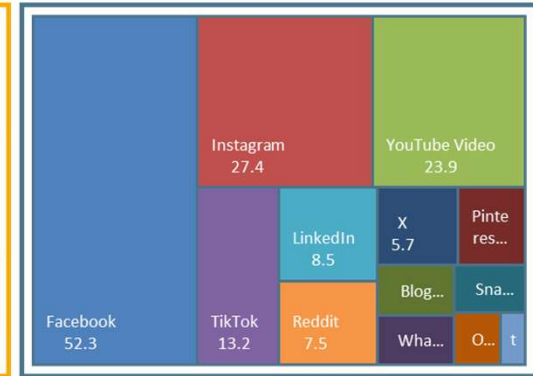
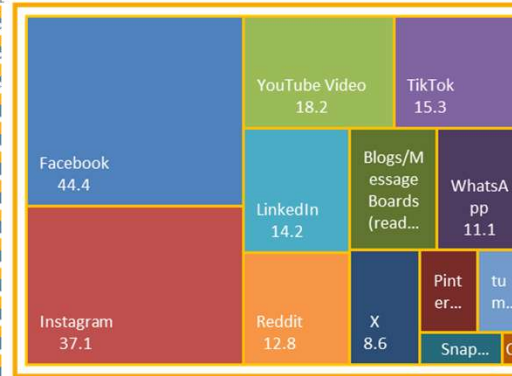
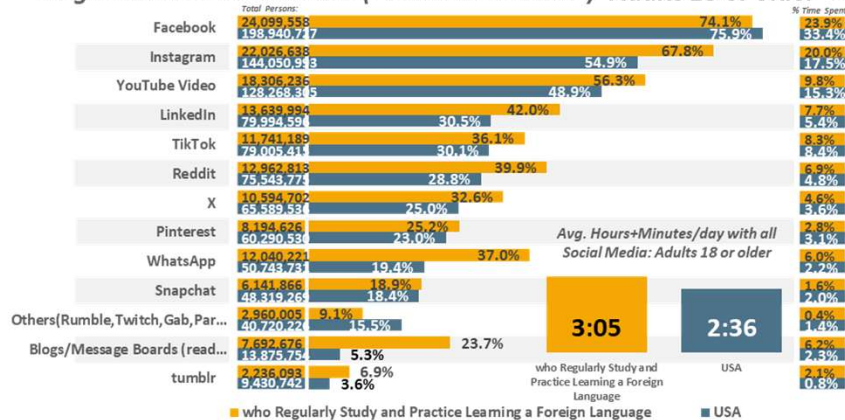
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



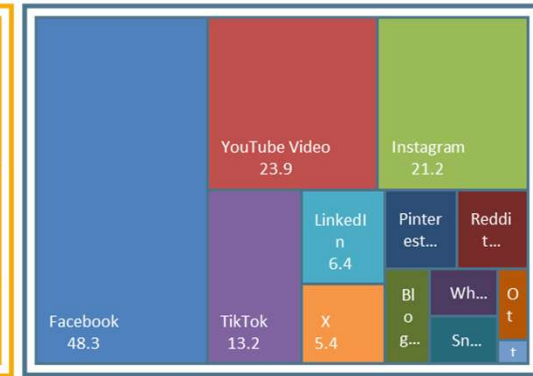
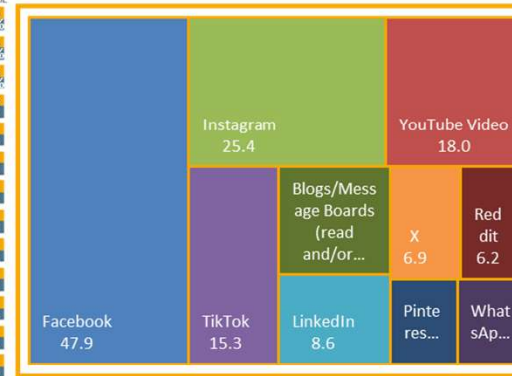
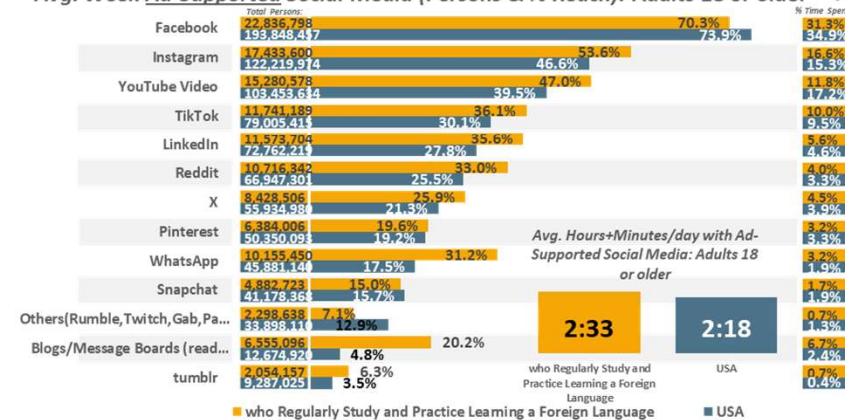


22,836,798 or 70.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 47.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
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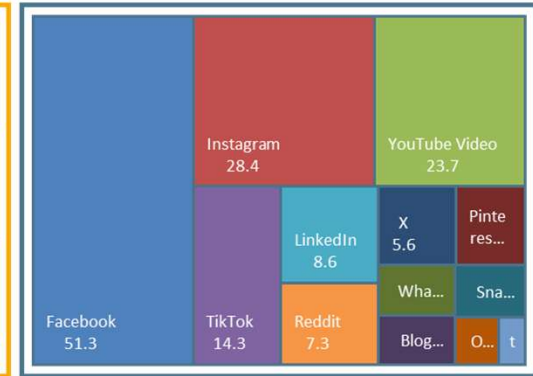
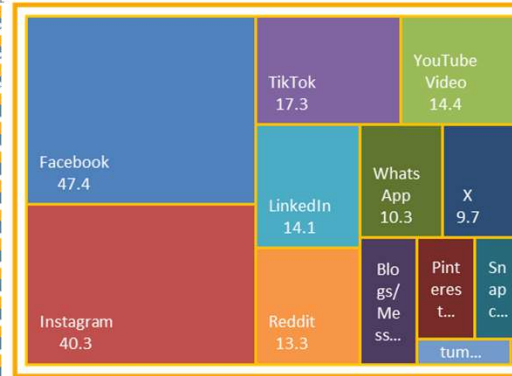
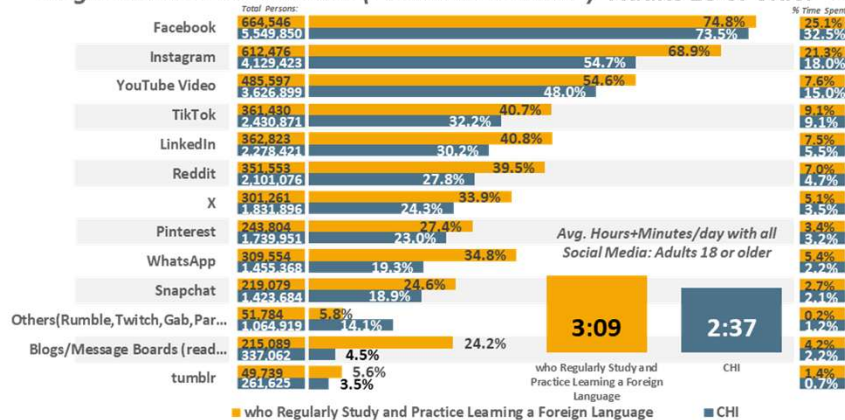
soefa.ai Share of Everything for Anything

Activities done regularly: Foreign language study/practice

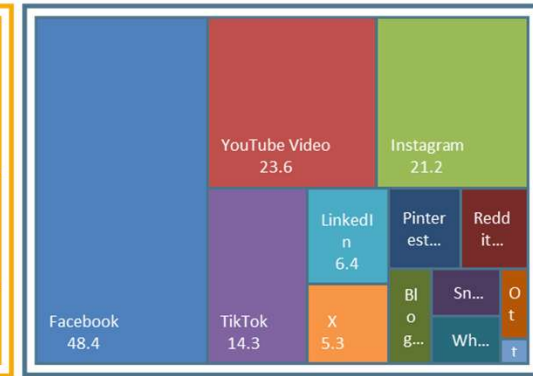
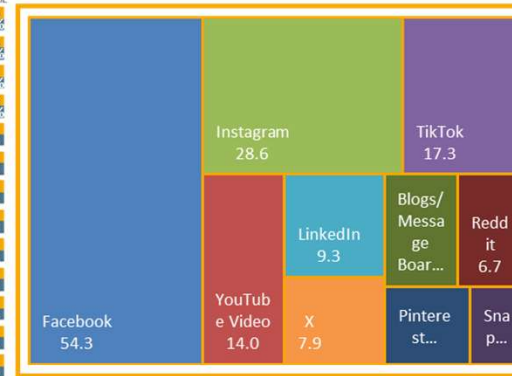
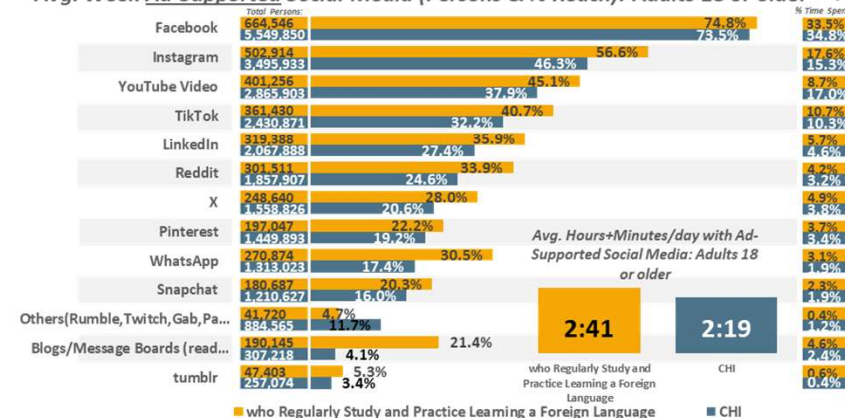


664,546 or 74.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 54.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

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**



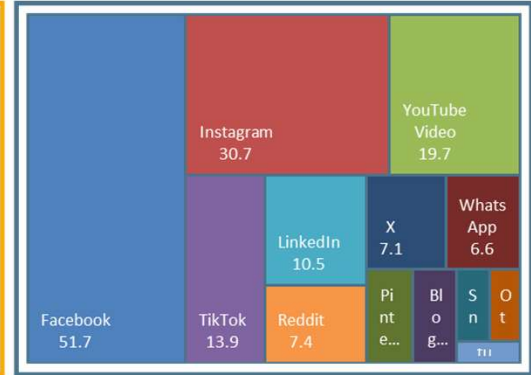
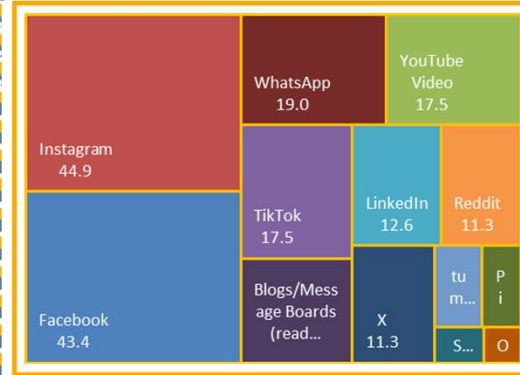
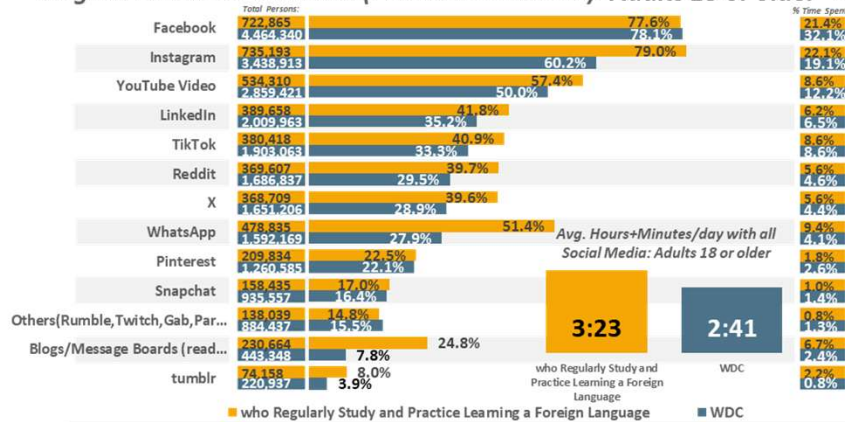
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



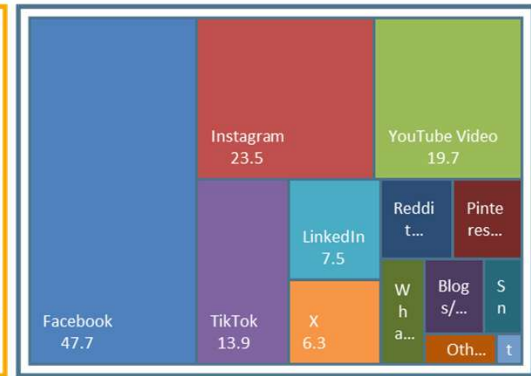
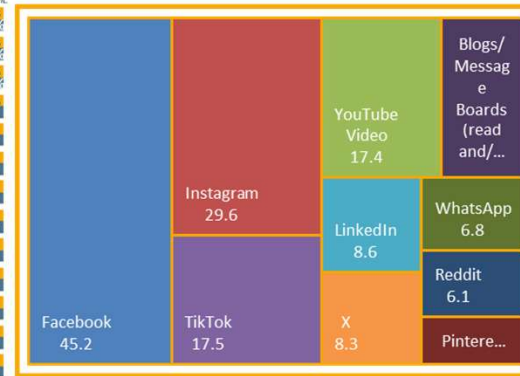
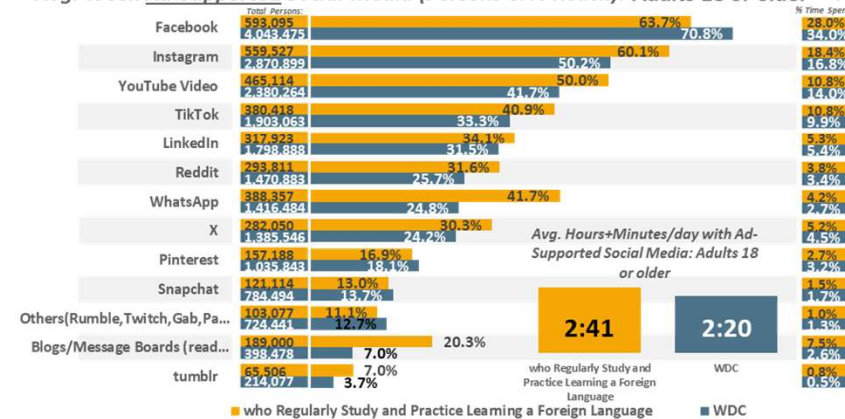


593,095 or 63.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 45.2 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

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**



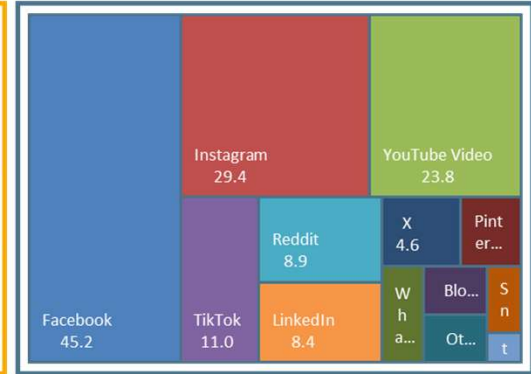
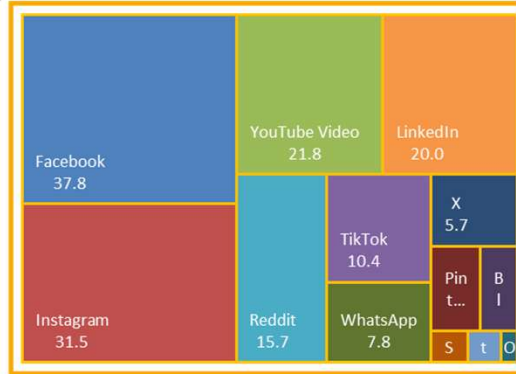
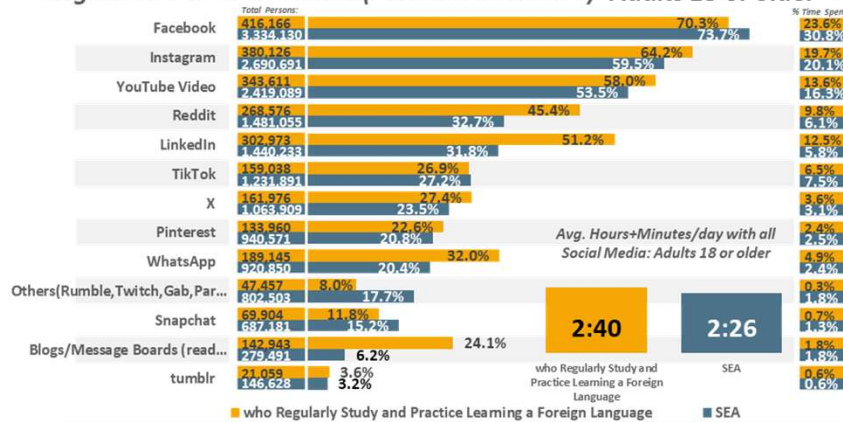
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



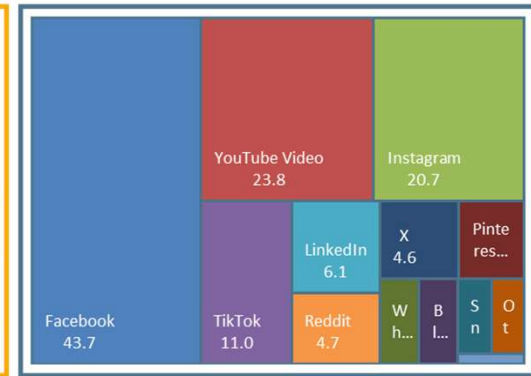
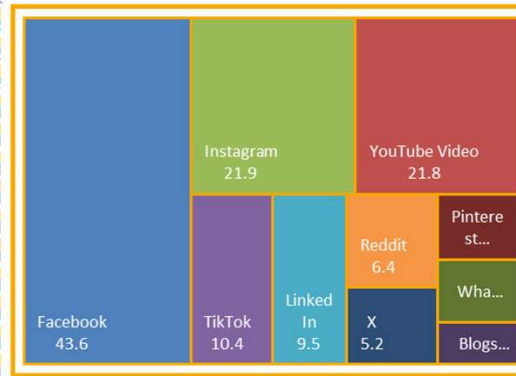
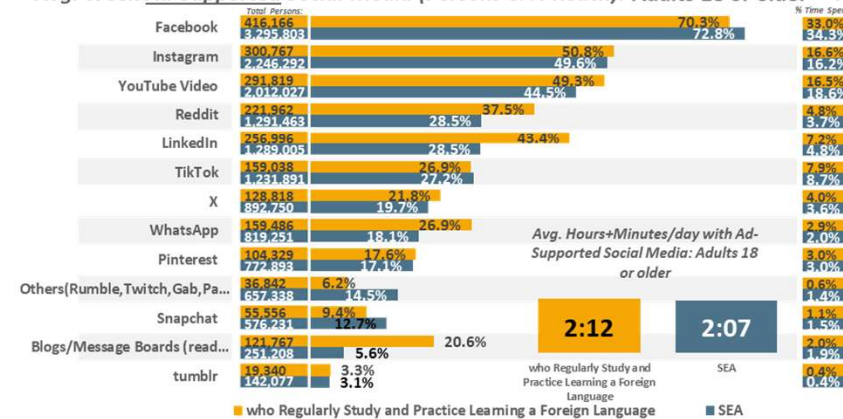


416,166 or 70.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 43.6 minutes every day representing 33.0% of all time spent daily with Ad-Supported Social Media.

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**



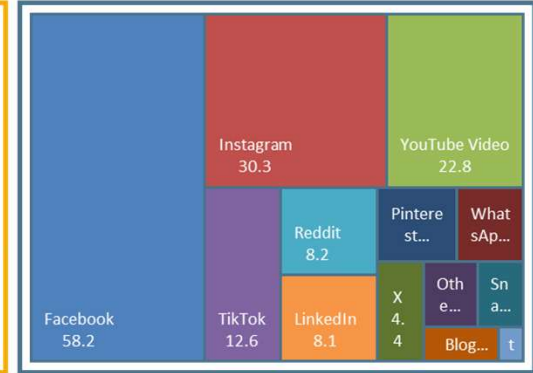
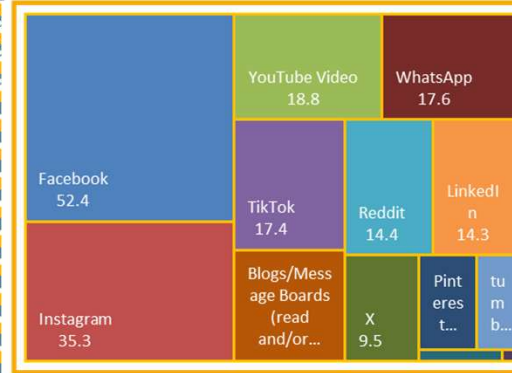
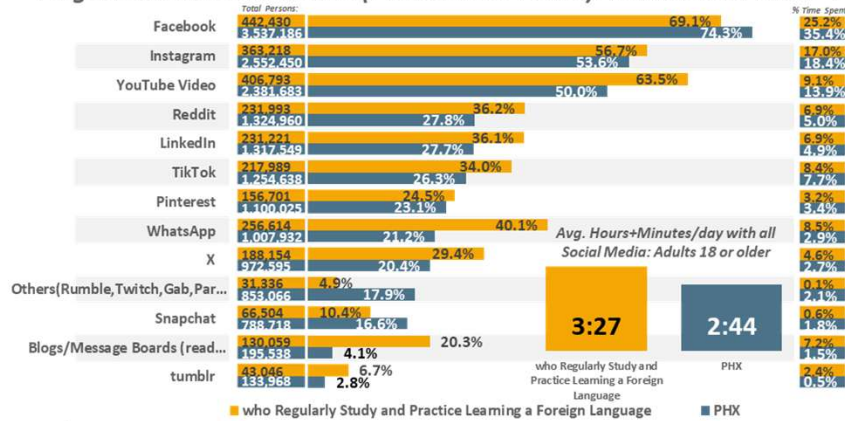
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



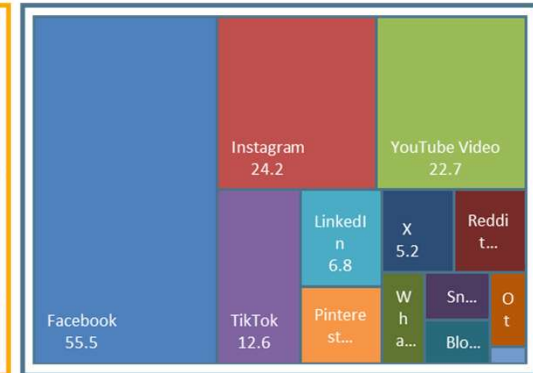
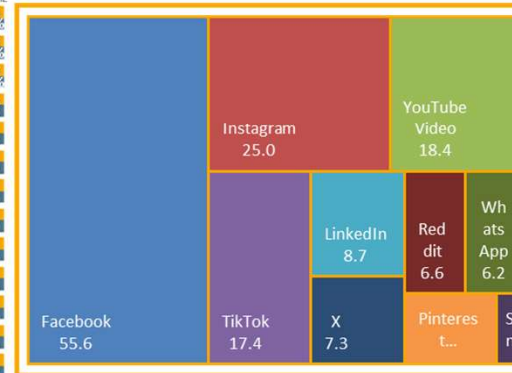
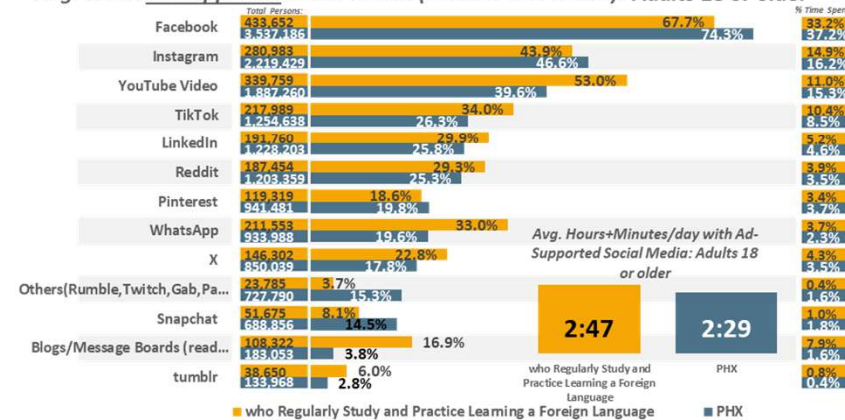


433,652 or 67.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 55.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

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**



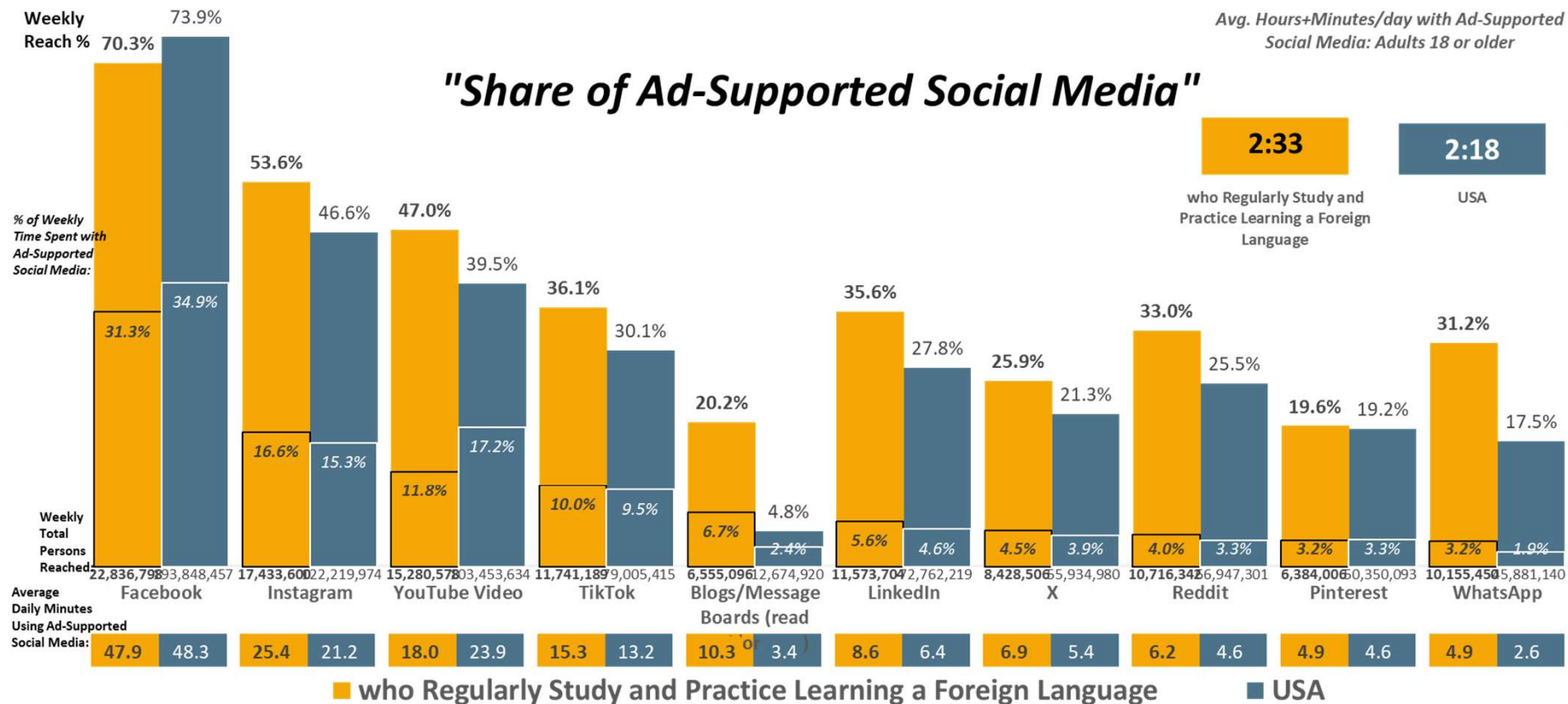
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





22,836,798 or 70.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 47.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

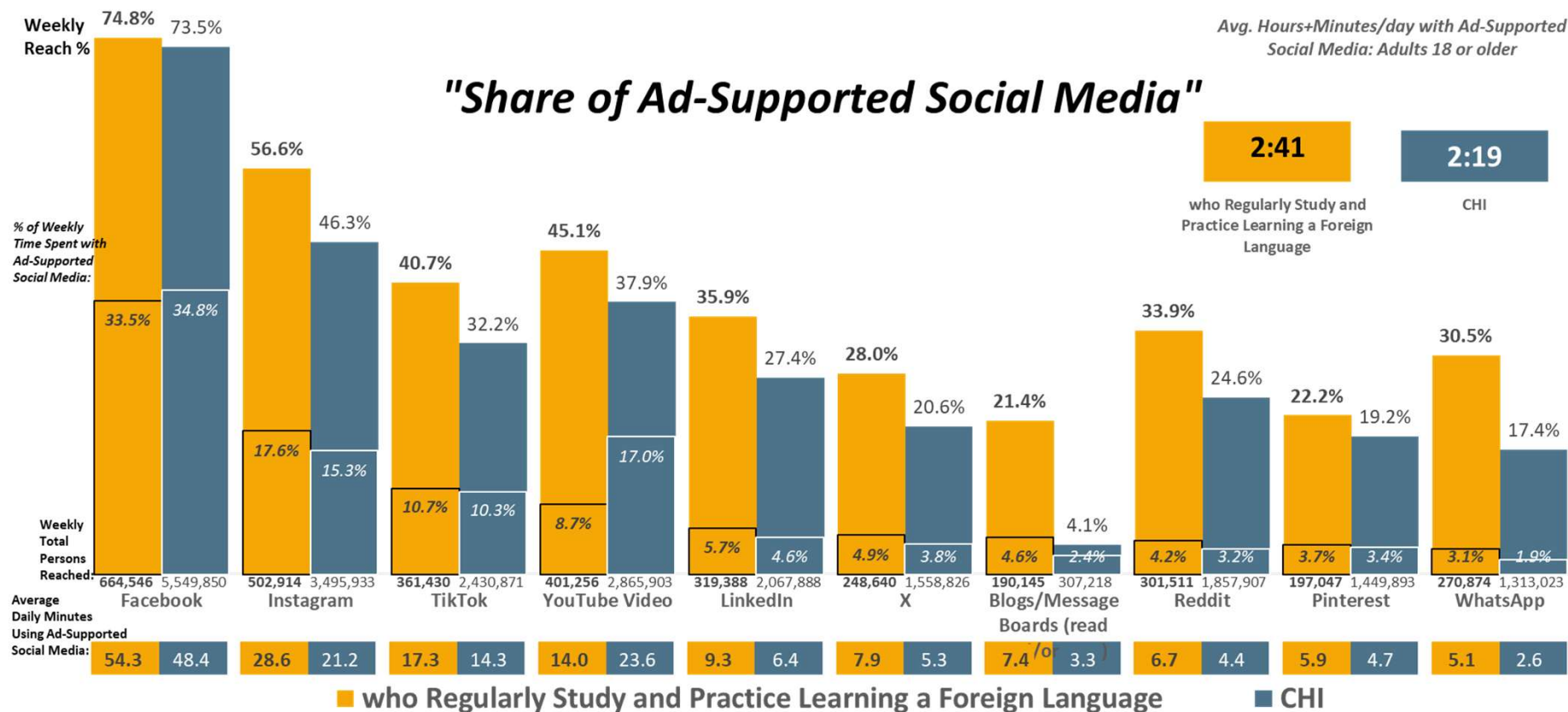
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Activities done regularly: Foreign language study/practice



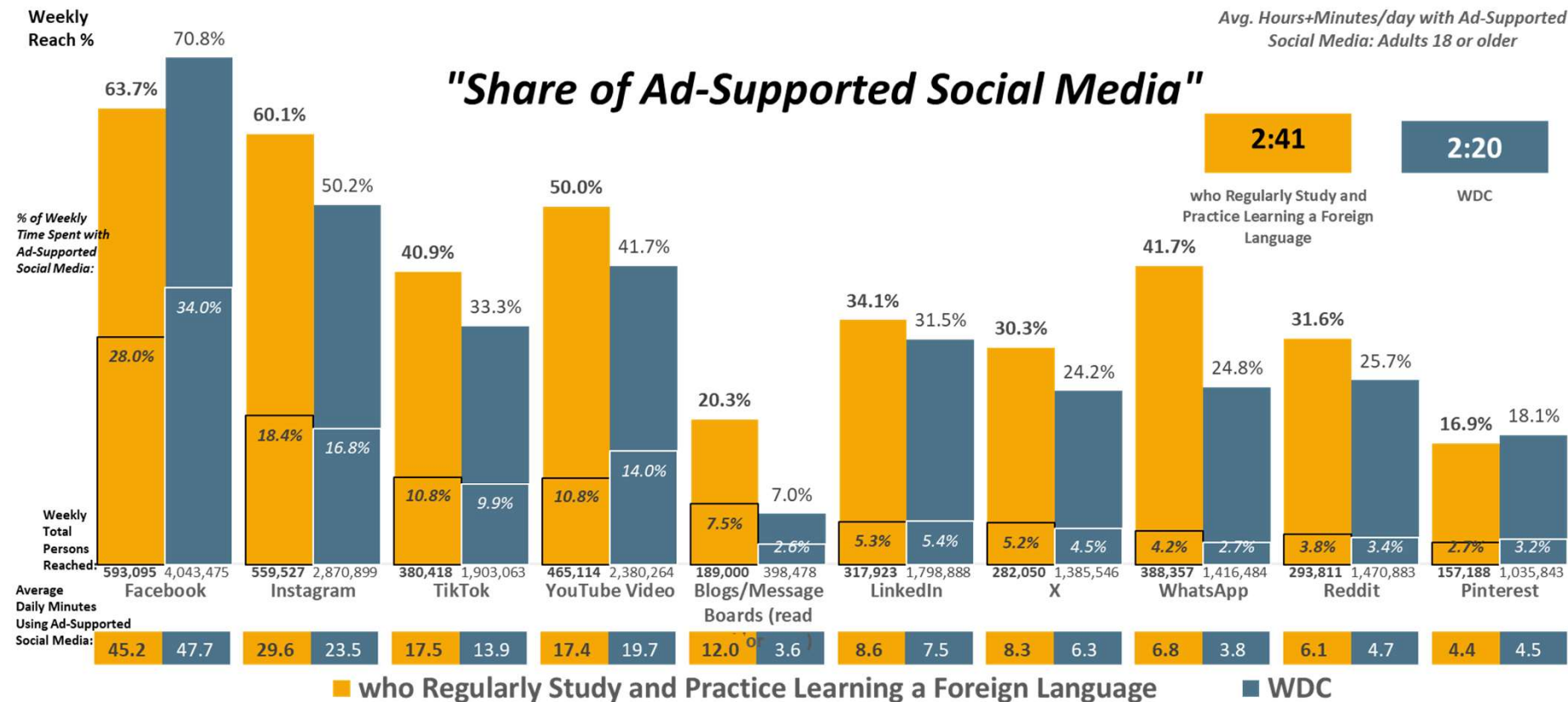
664,546 or 74.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 54.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





593,095 or 63.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 45.2 minutes every day representing 28.0% of all time spent daily with Ad-Supported Social Media.



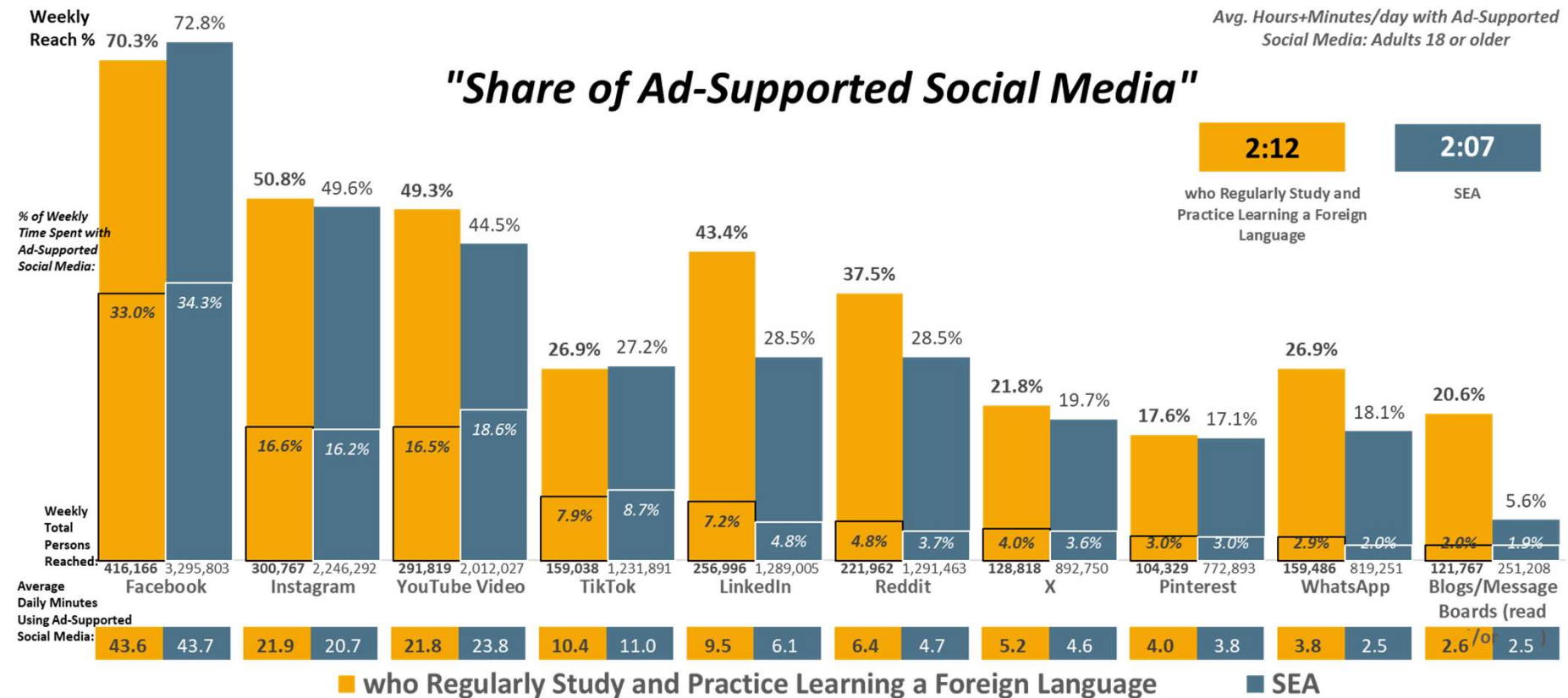
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 766 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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Activities done regularly: Foreign language study/practice



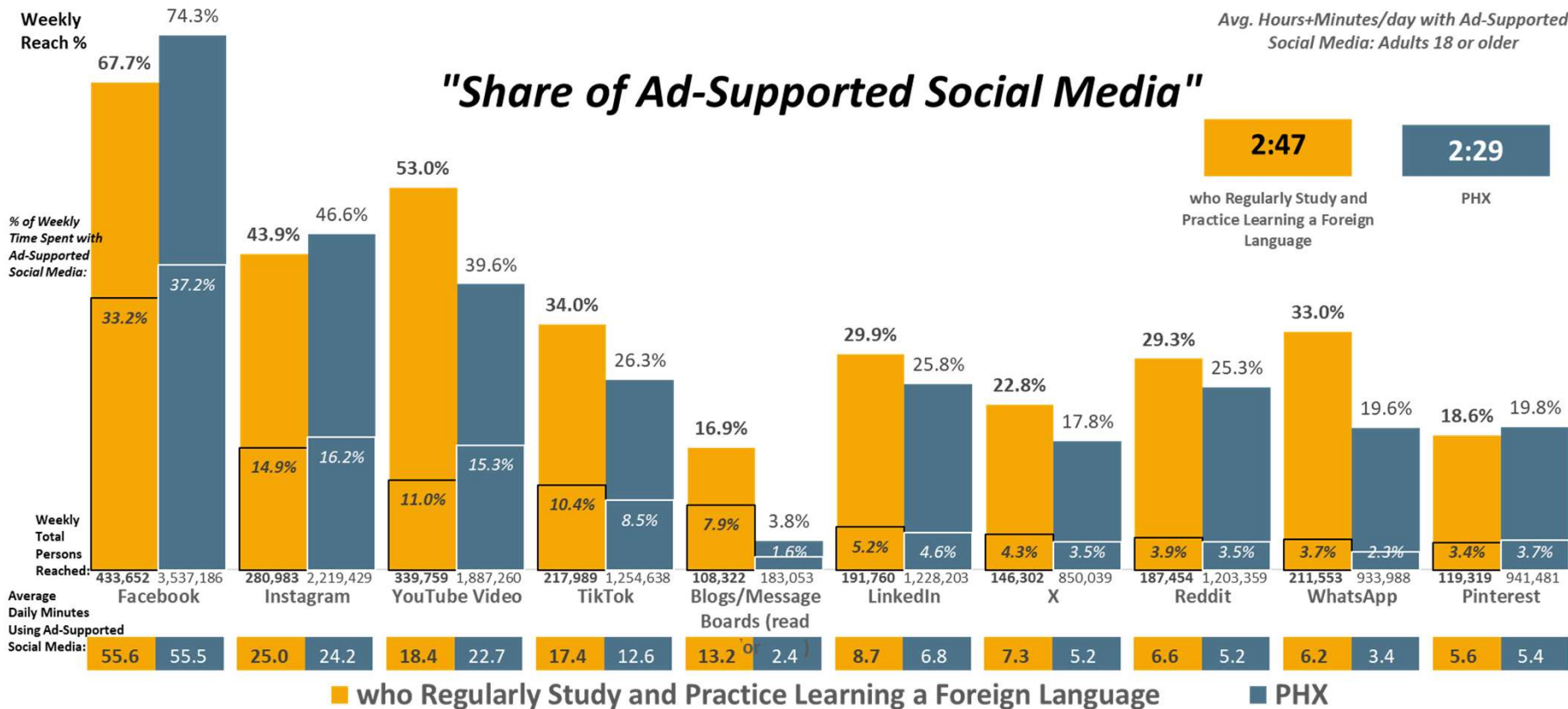
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433,652 or 67.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 55.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

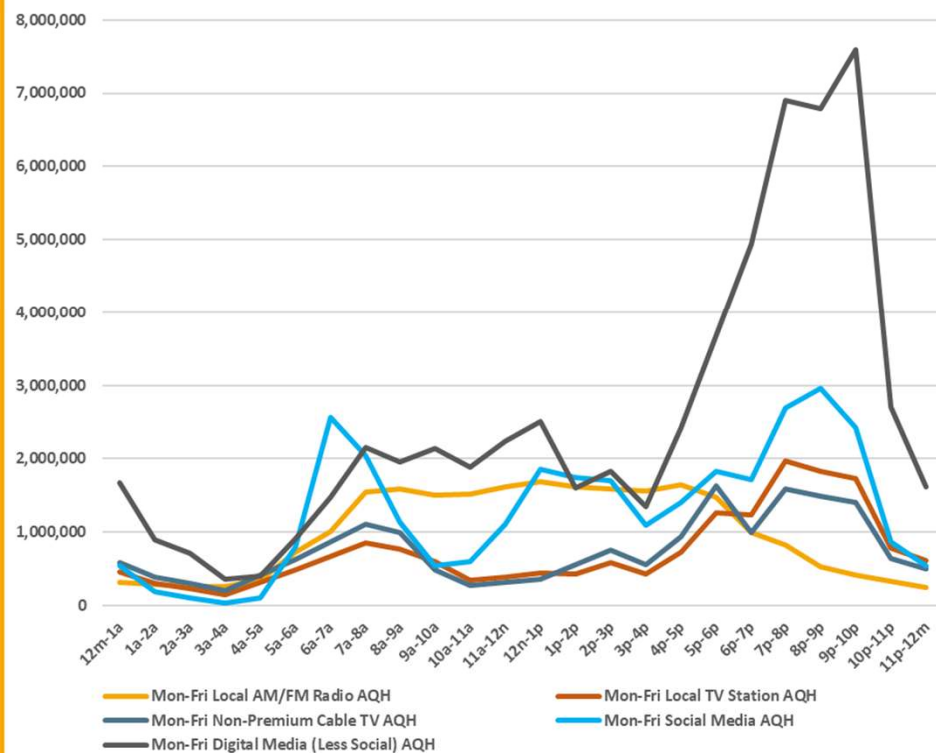
"Share of Ad-Supported Social Media"



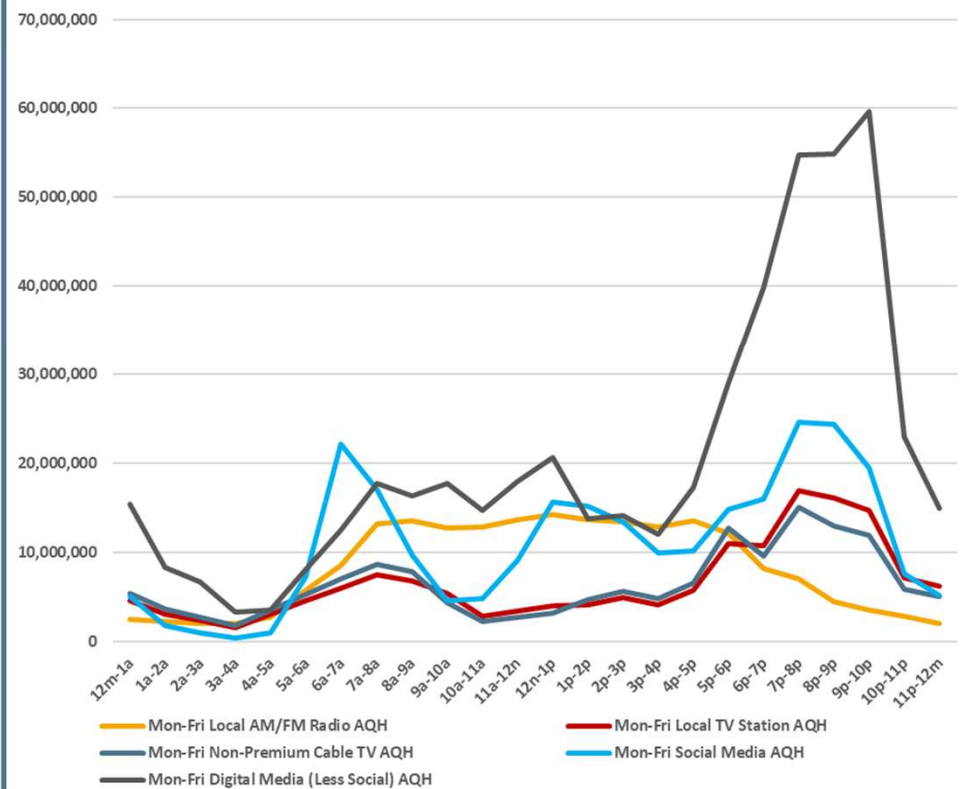


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,320,840;
Local Radio: 1,487,083; Social Media: 1,487,042; Non-Prem. Cable: 754,448; Local TV:
669,297 reaching Adults 18 or older who Regularly Study and Practice Learn

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice
Learning a Foreign Language*



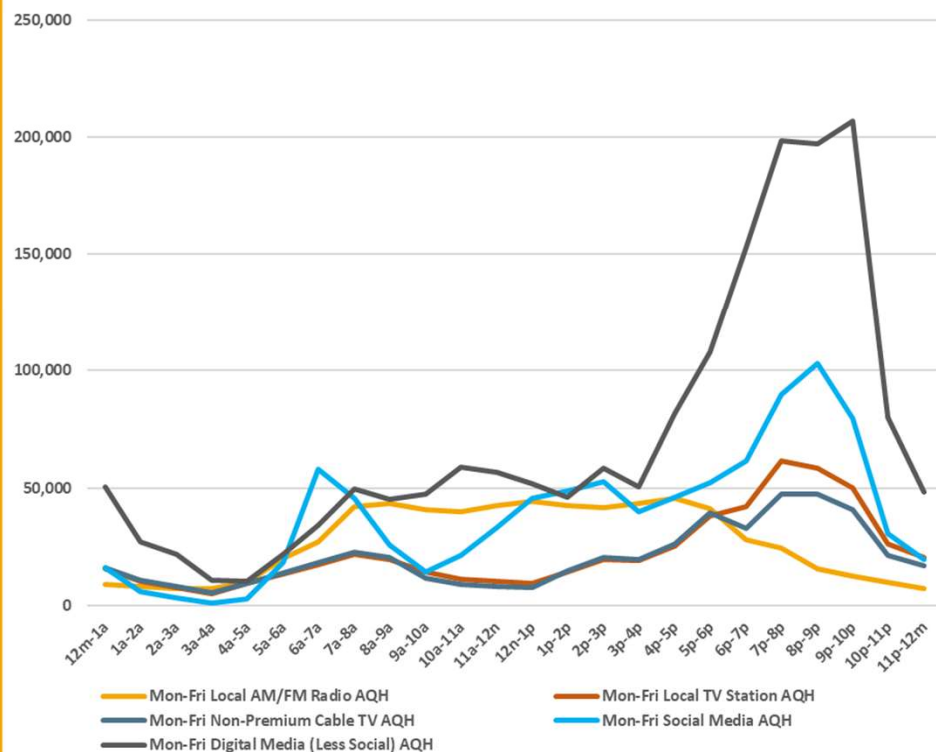
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older*



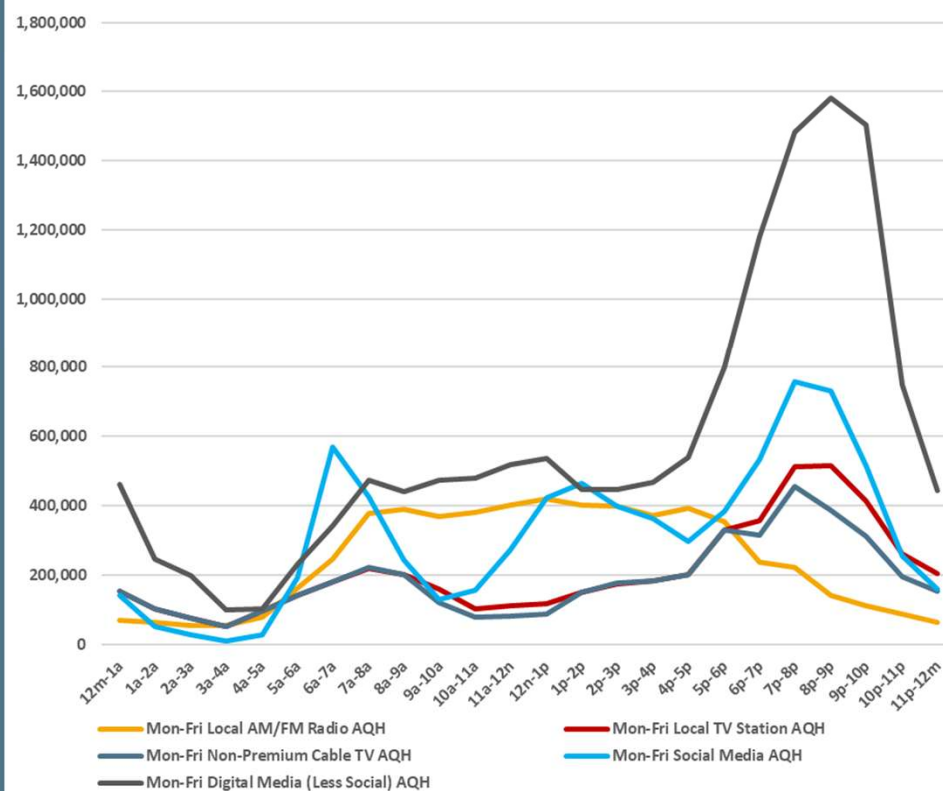


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 64,755;
Social Media: 41,937; Local Radio: 40,165; Local TV: 20,217; Non-Prem. Cable: 19,330
reaching Adults 18 or older who Regularly Study and Practice Learning a Foreign

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice
Learning a Foreign Language*



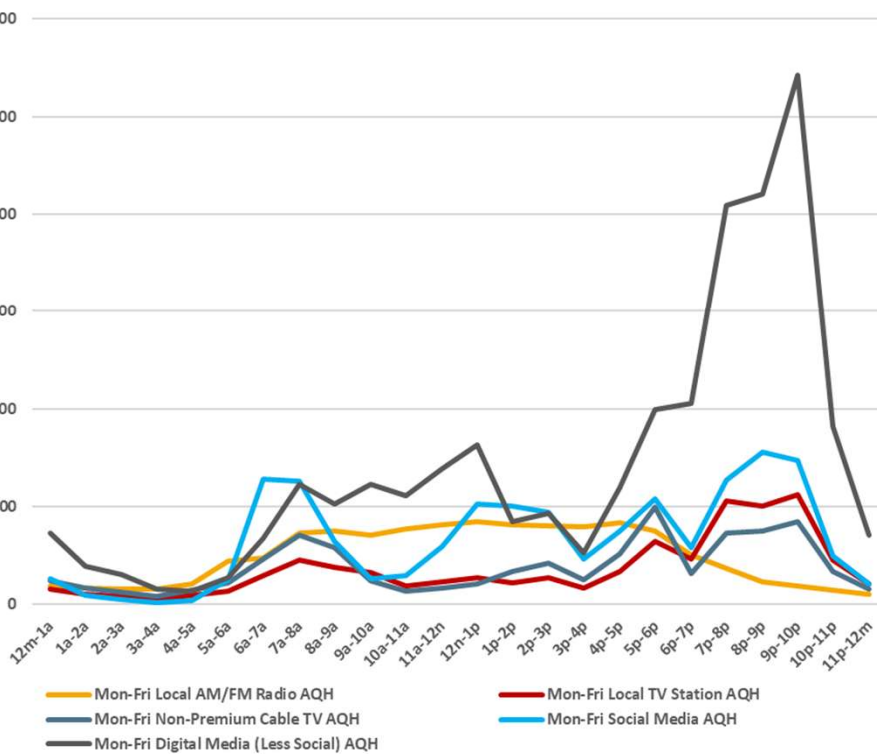
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older*



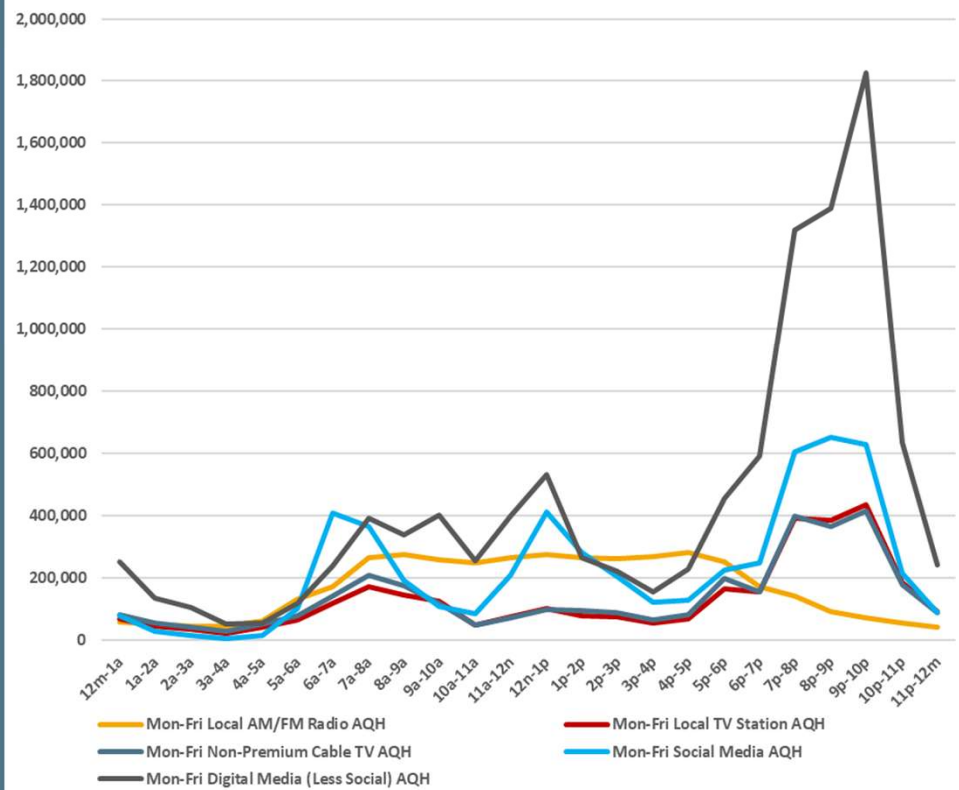


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,776;
Social Media: 39,168; Local Radio: 36,893; Non-Prem. Cable: 20,555; Local TV: 16,278
reaching Adults 18 or older who Regularly Study and Practice Learning a Foreign

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice
Learning a Foreign Language



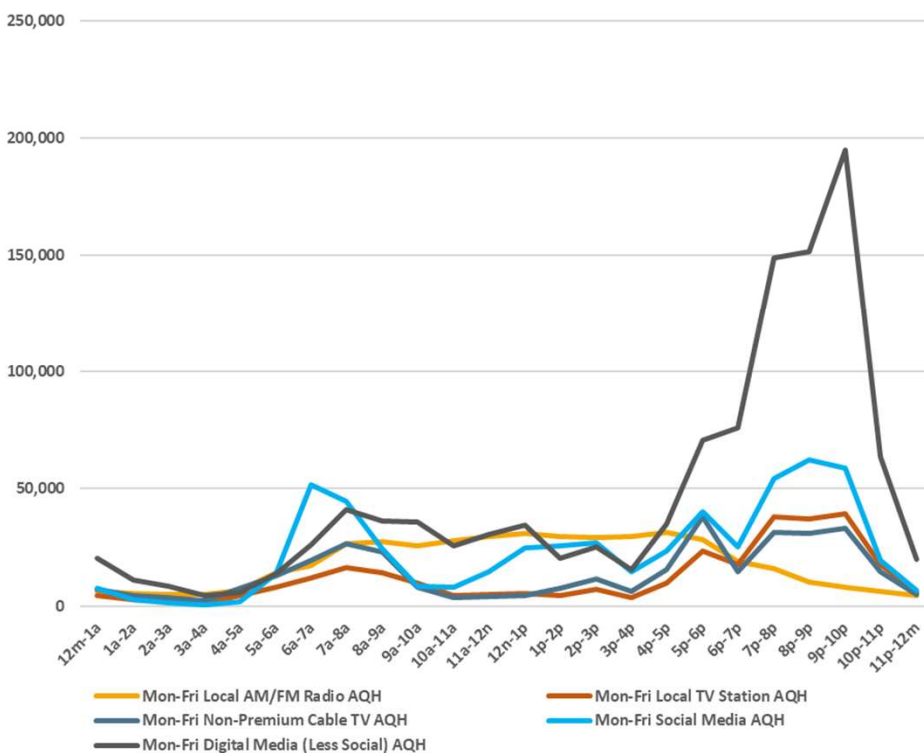
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older



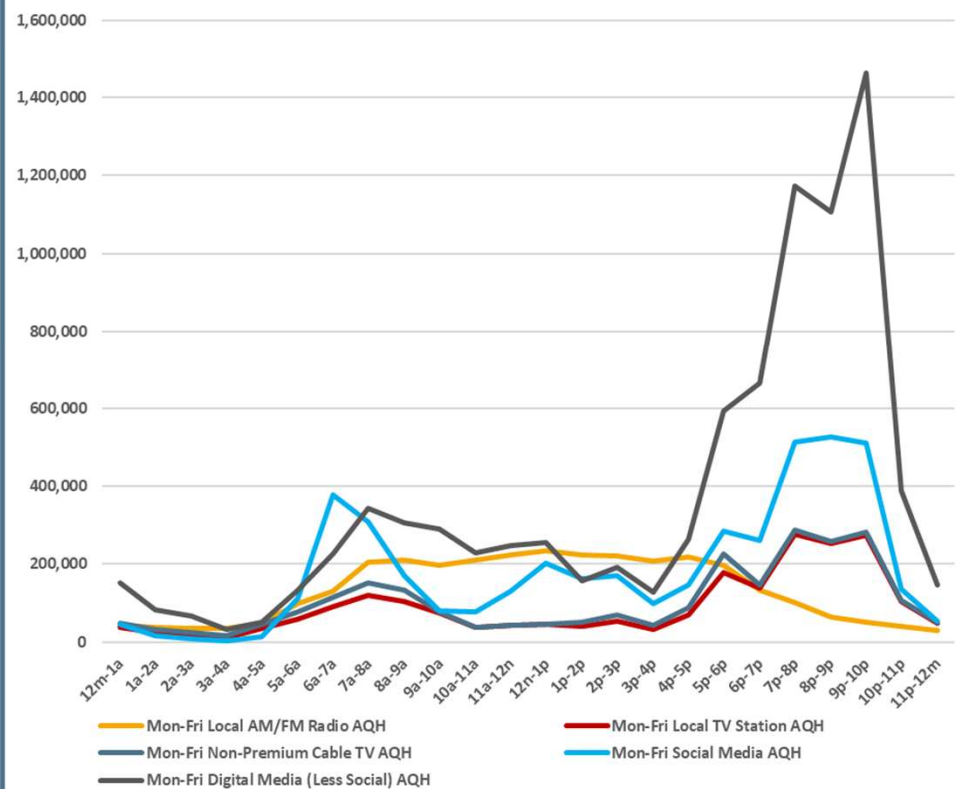


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,437; Local Radio: 27,132; Social Media: 25,597; Non-Prem. Cable: 14,037; Local TV: 10,297 reaching Adults 18 or older who Regularly Study and Practice Learning a Foreign

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice Learning a Foreign Language



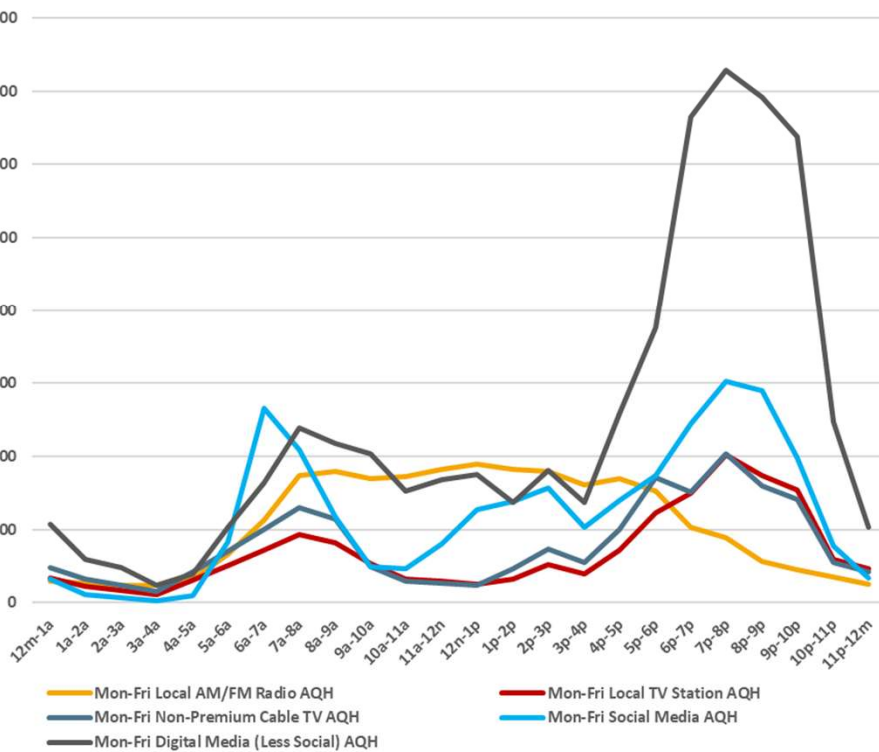
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



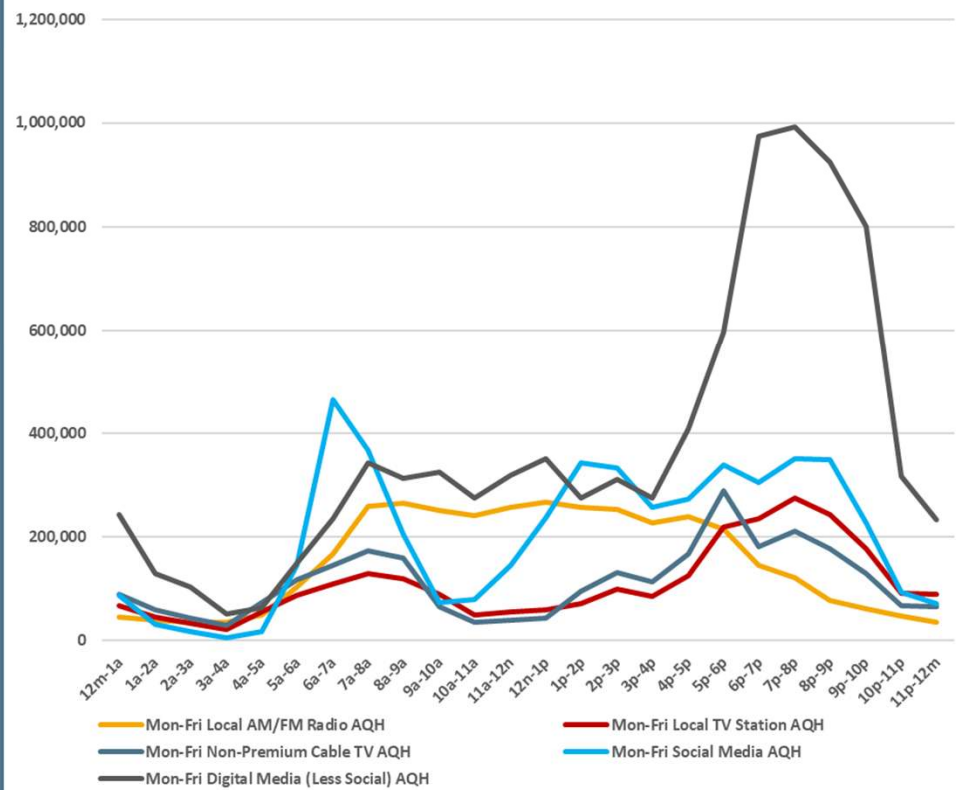


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,317;
Local Radio: 32,792; Social Media: 28,543; Non-Prem. Cable: 16,507; Local TV: 13,225
reaching Adults 18 or older who Regularly Study and Practice Learning a Foreign

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice
Learning a Foreign Language



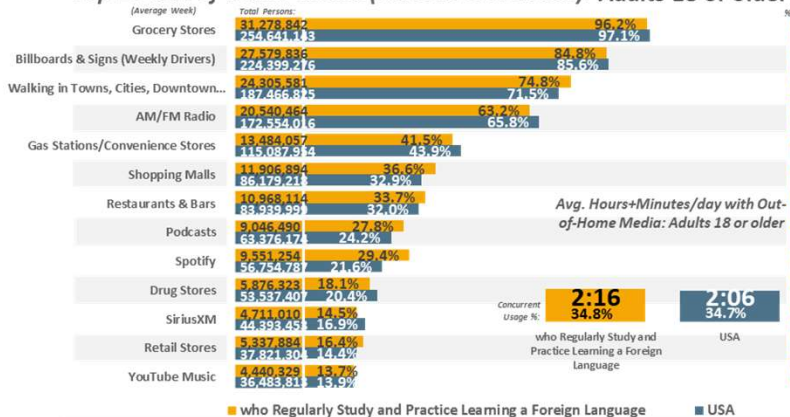
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



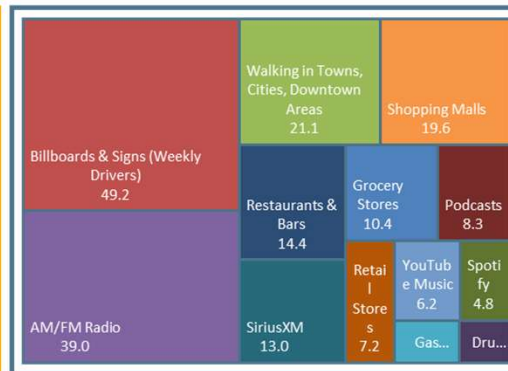
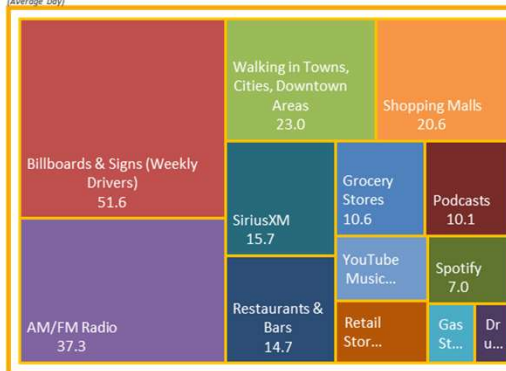


27,579,836 or 84.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 35.1 m

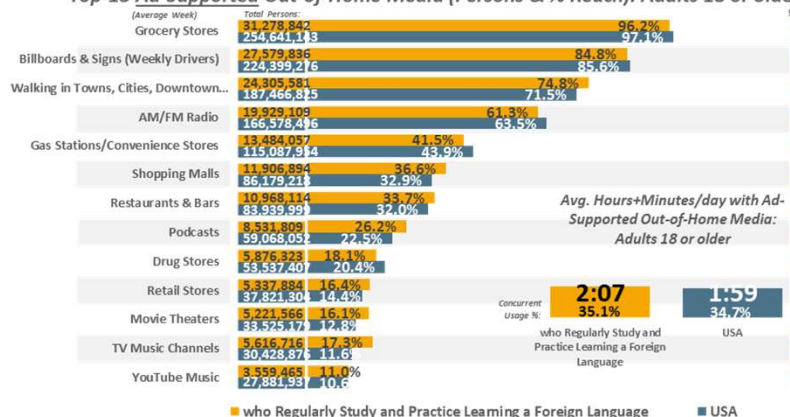
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



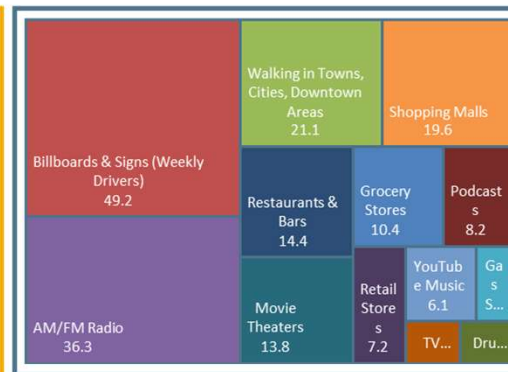
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
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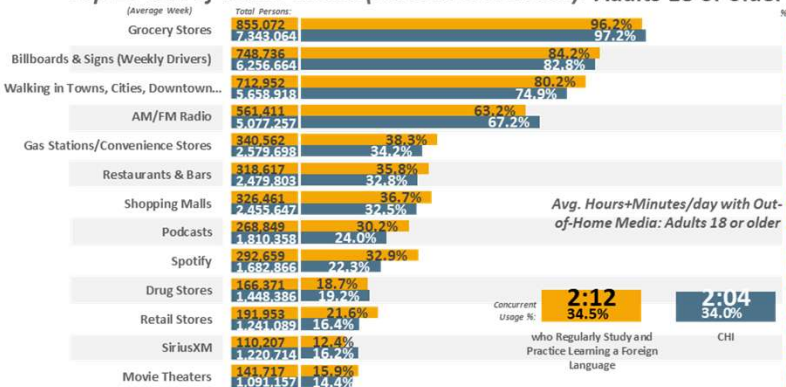
soefa.ai Share of Everything for Anything

Activities done regularly: Foreign language study/practice

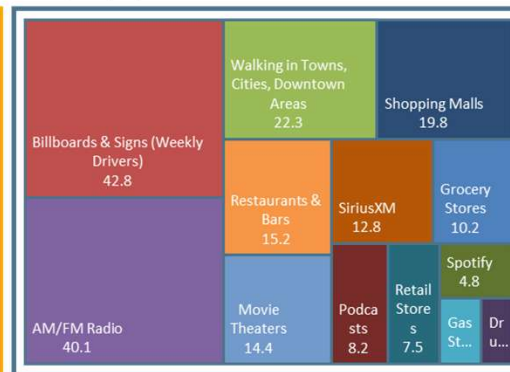
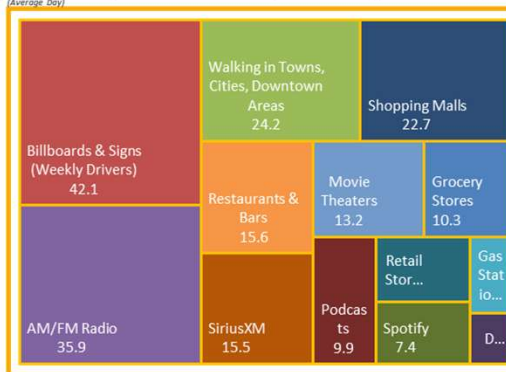


748,736 or 84.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 42.1 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minutes

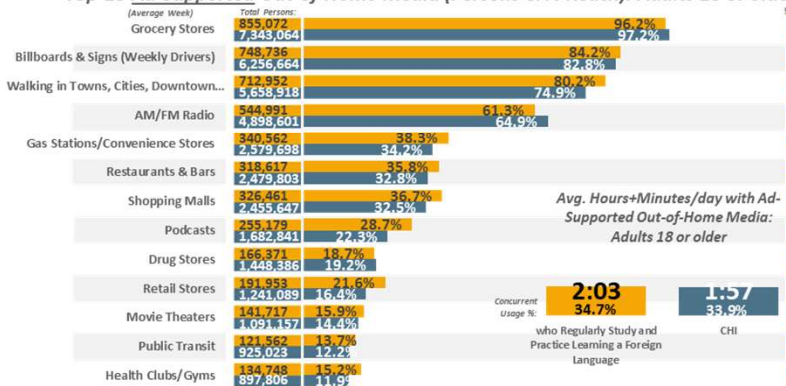
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



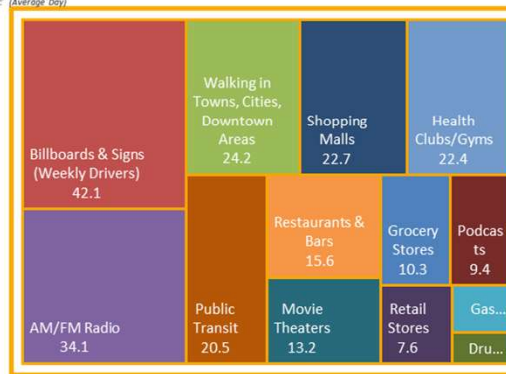
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



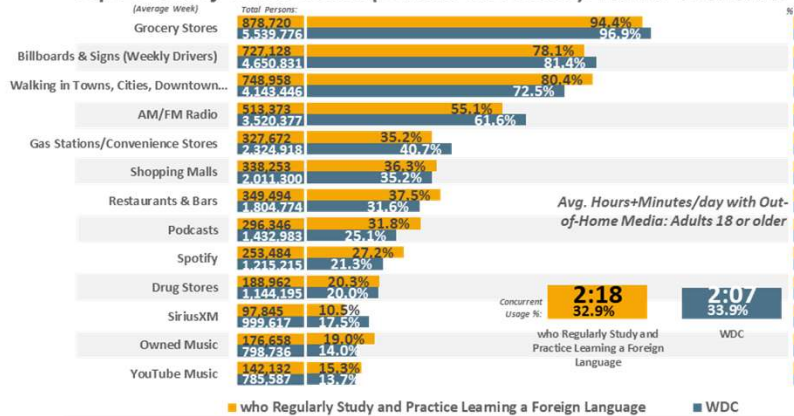
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



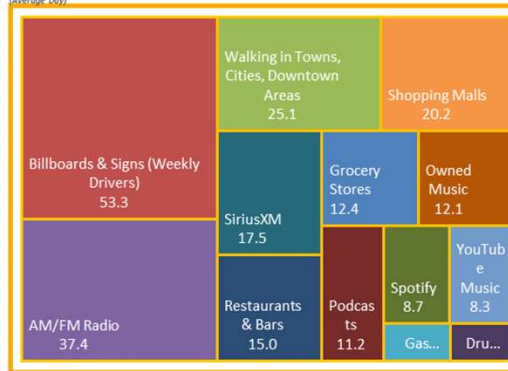


727,128 or 78.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 53.6% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minutes

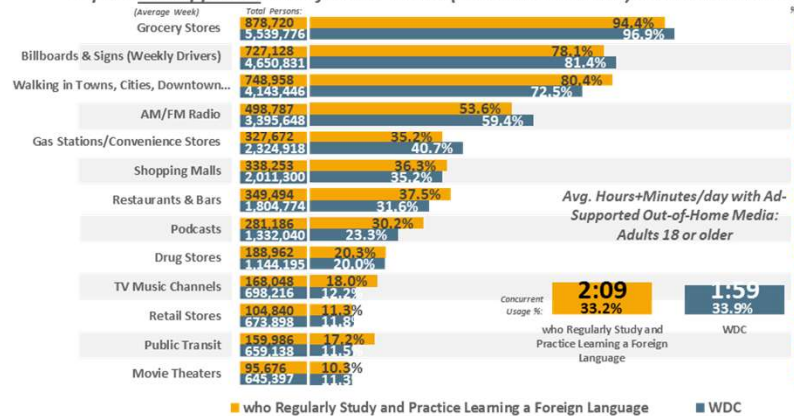
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



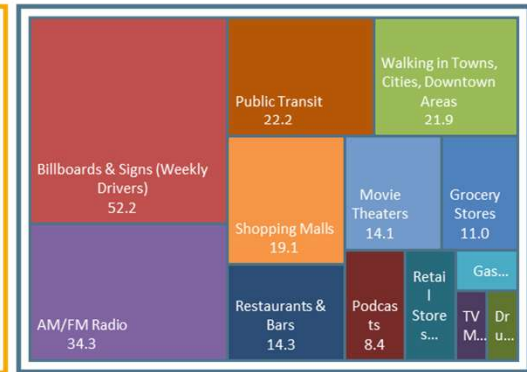
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



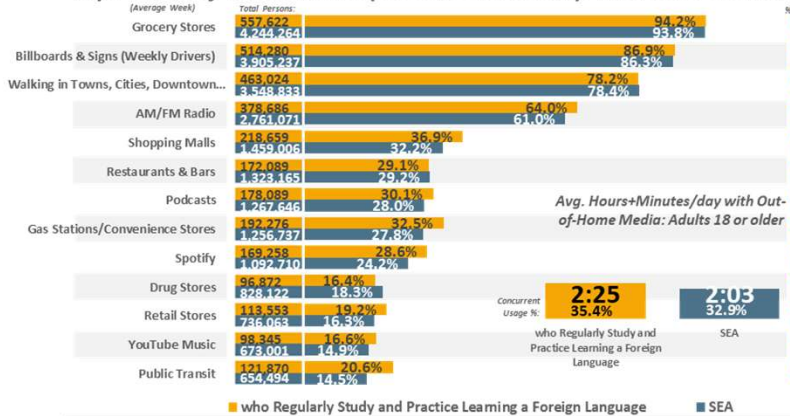
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



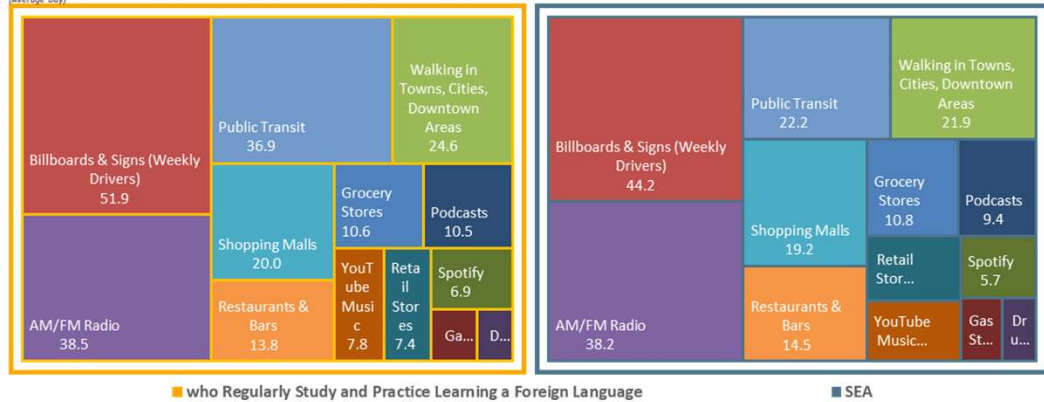


514,280 or 86.9% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 35.3 minutes

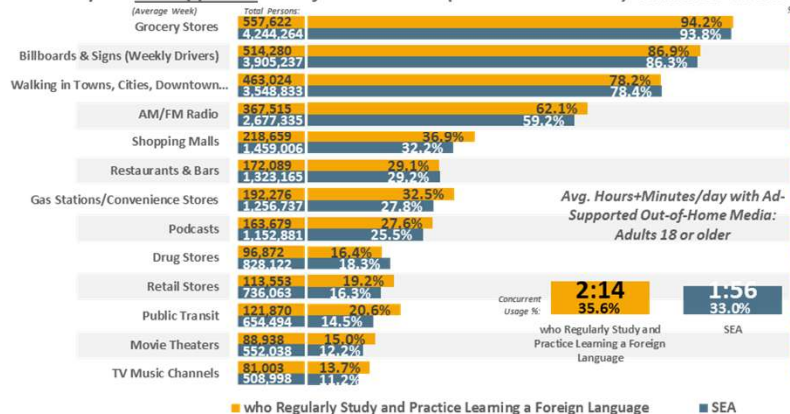
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



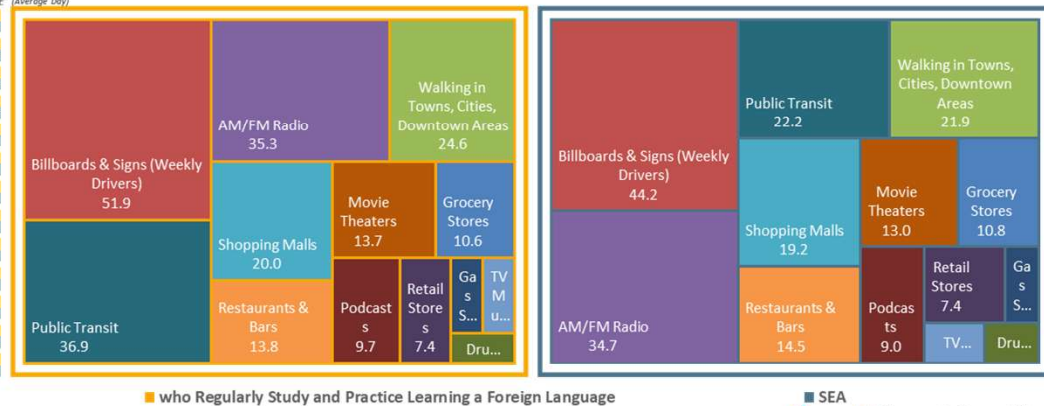
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



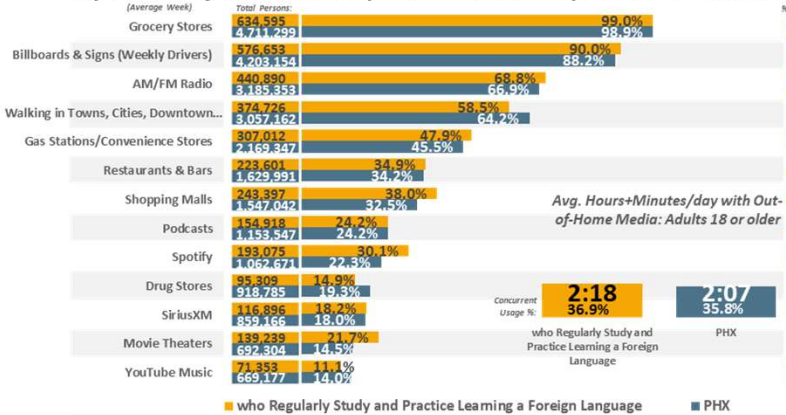
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



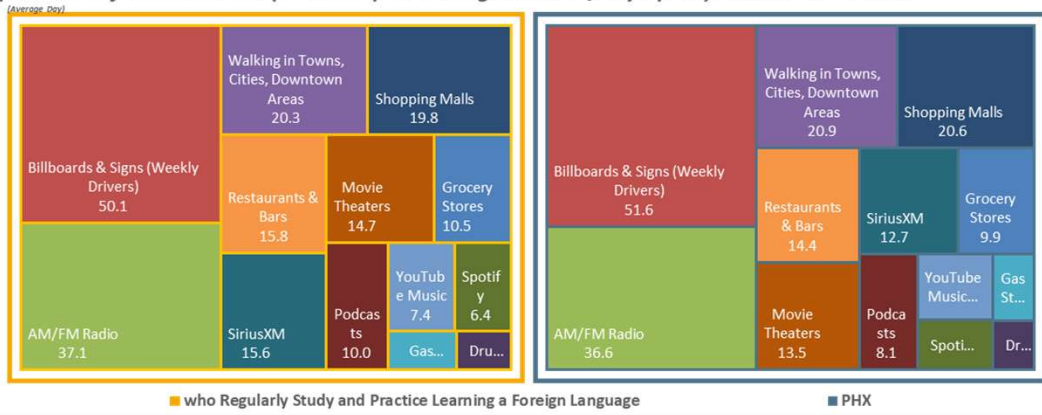


576,653 or 90.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 50.1 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 35.8 minut

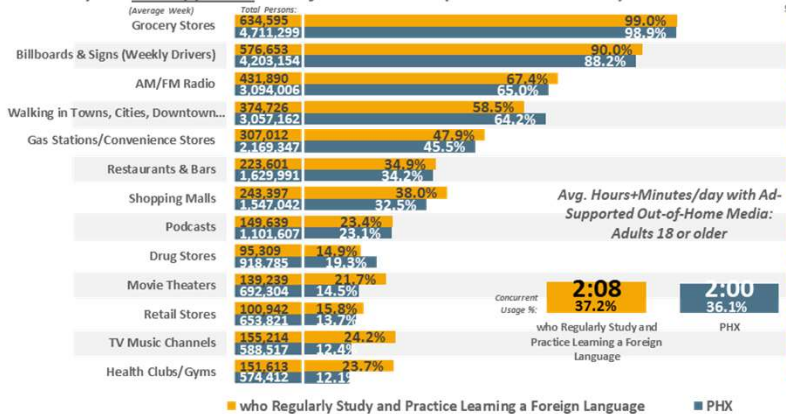
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



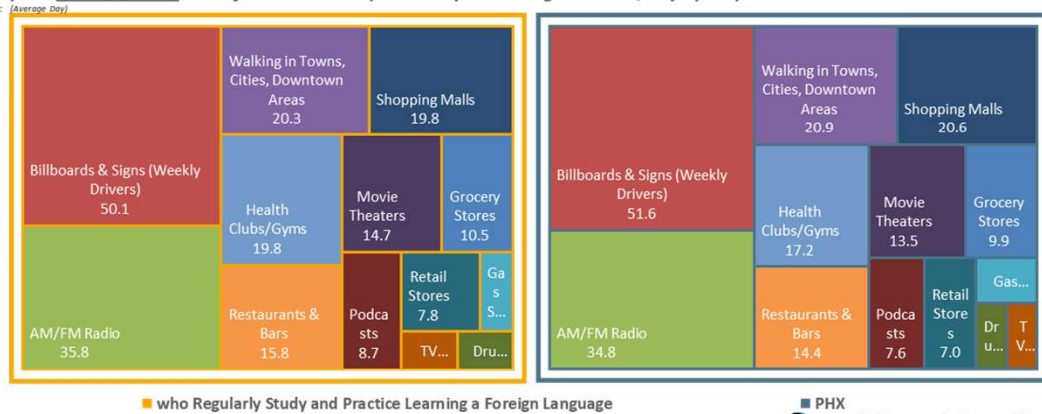
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



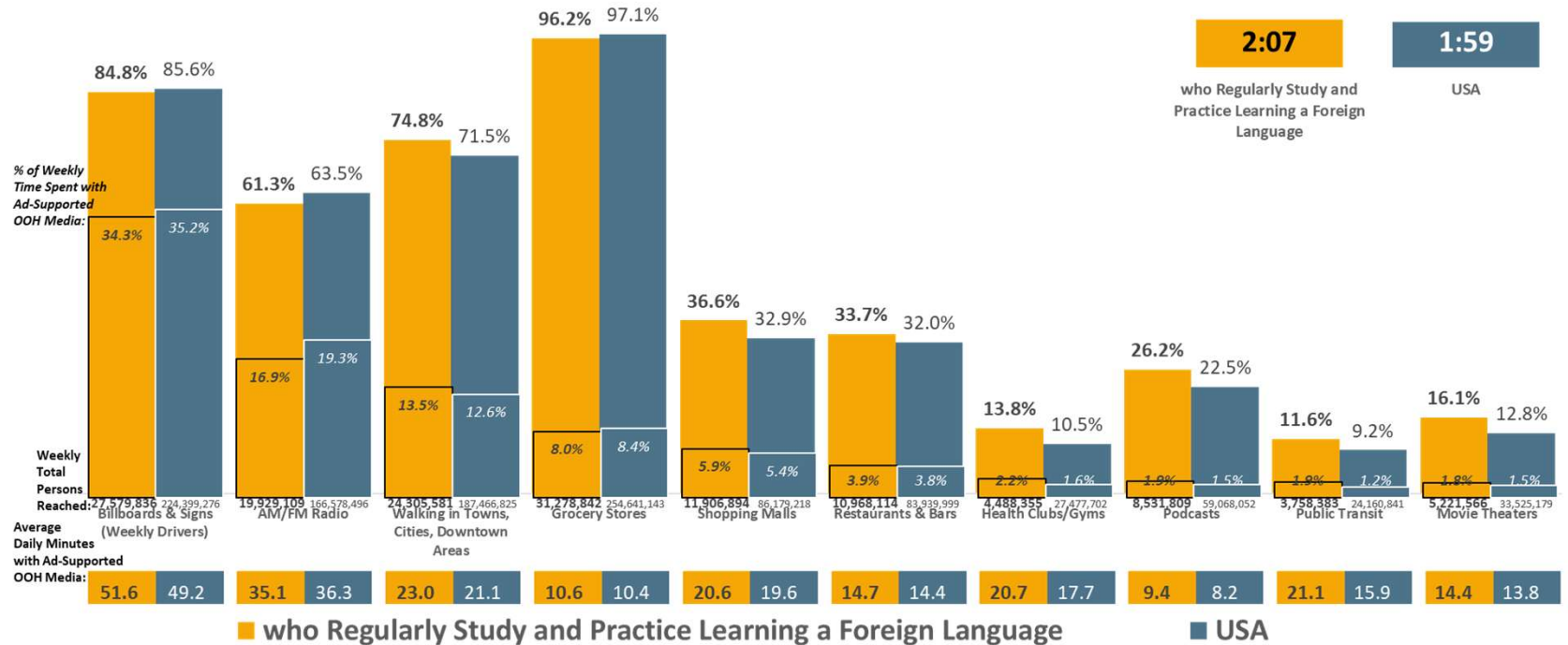


27,579,836 or 84.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
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Activities done regularly: Foreign language study/practice

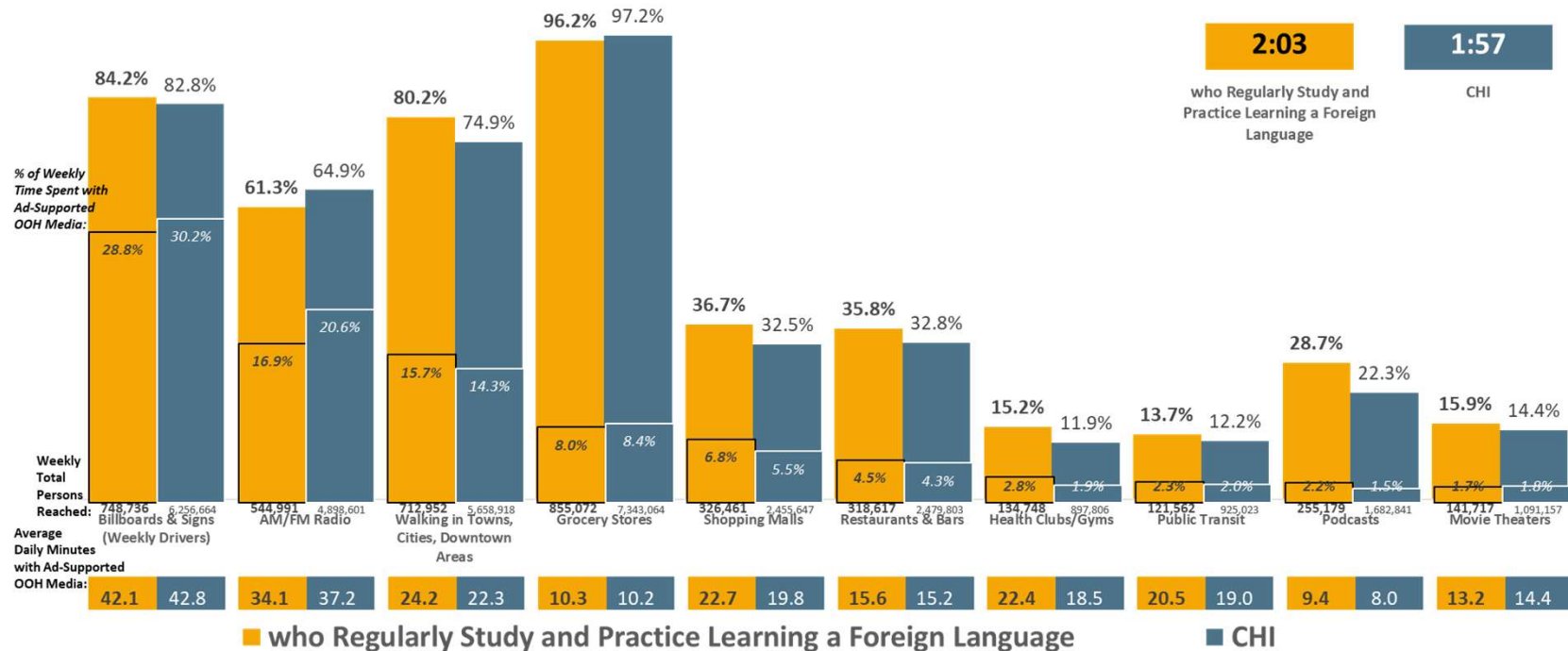


748,736 or 84.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 42.1 minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 500 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186
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Activities done regularly: Foreign language study/practice

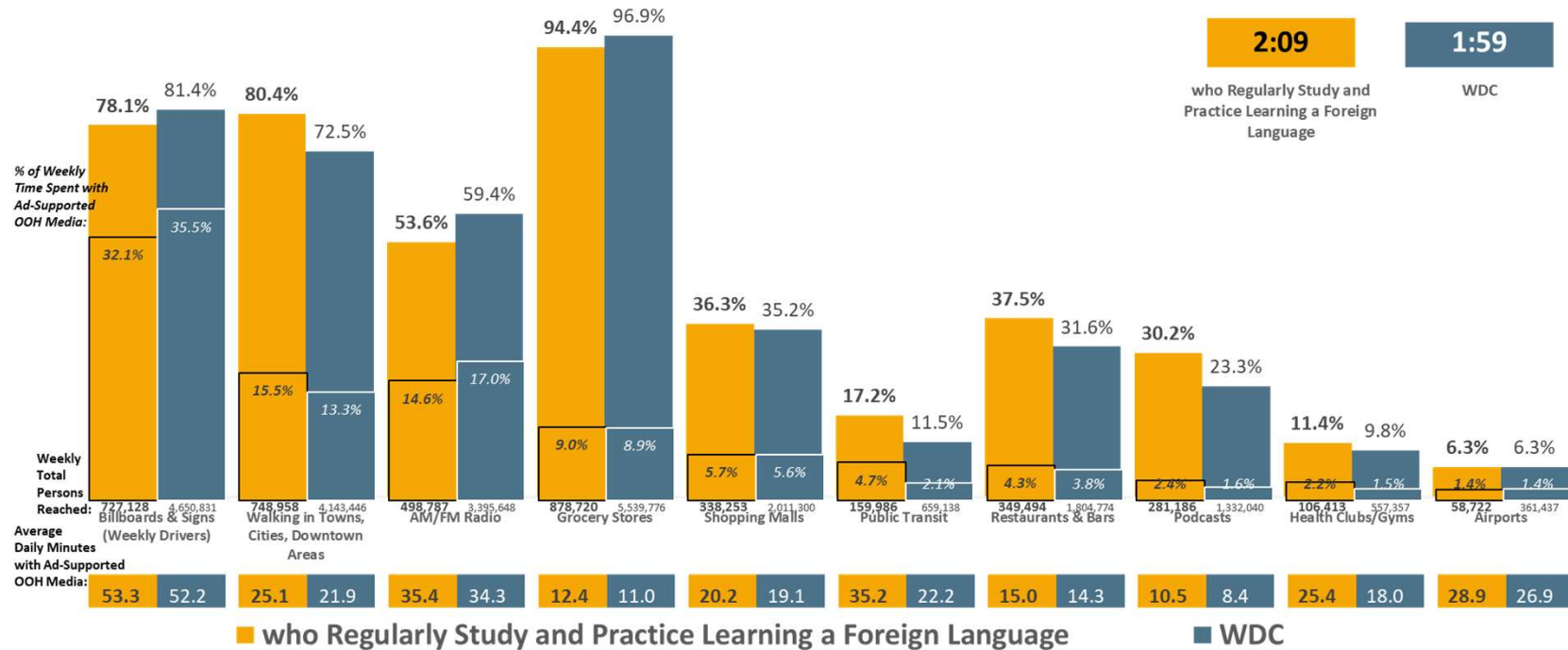


727,128 or 78.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:09

who Regularly Study and Practice Learning a Foreign Language

1:59

WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 766 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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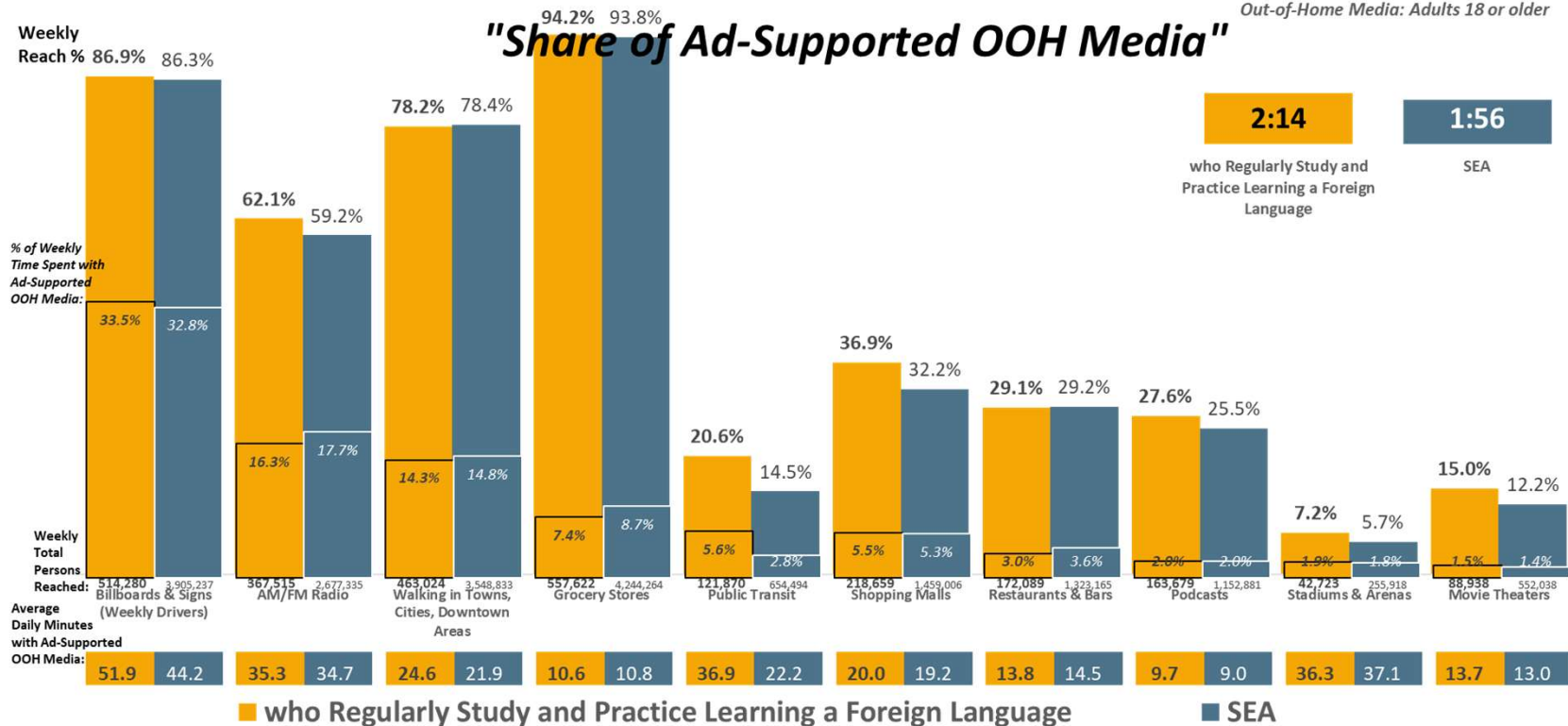
soefa.ai Share of Everything for Anything

Activities done regularly: Foreign language study/practice



514,280 or 86.9% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 33.5% 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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 512 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Activities done regularly: Foreign language study/practice

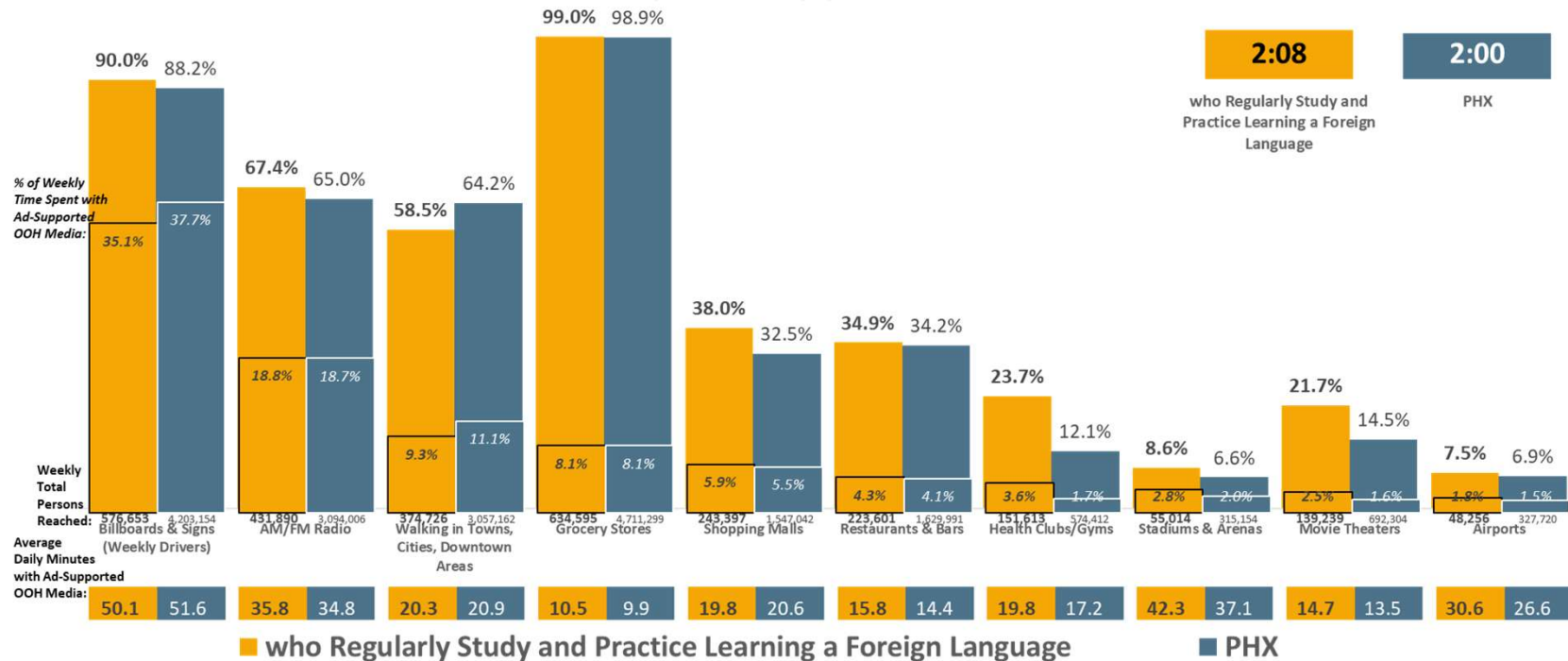


576,653 or 90.0% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 50.1 minutes per day driving, seeing Billboards and Signs representing 35.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 331 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520
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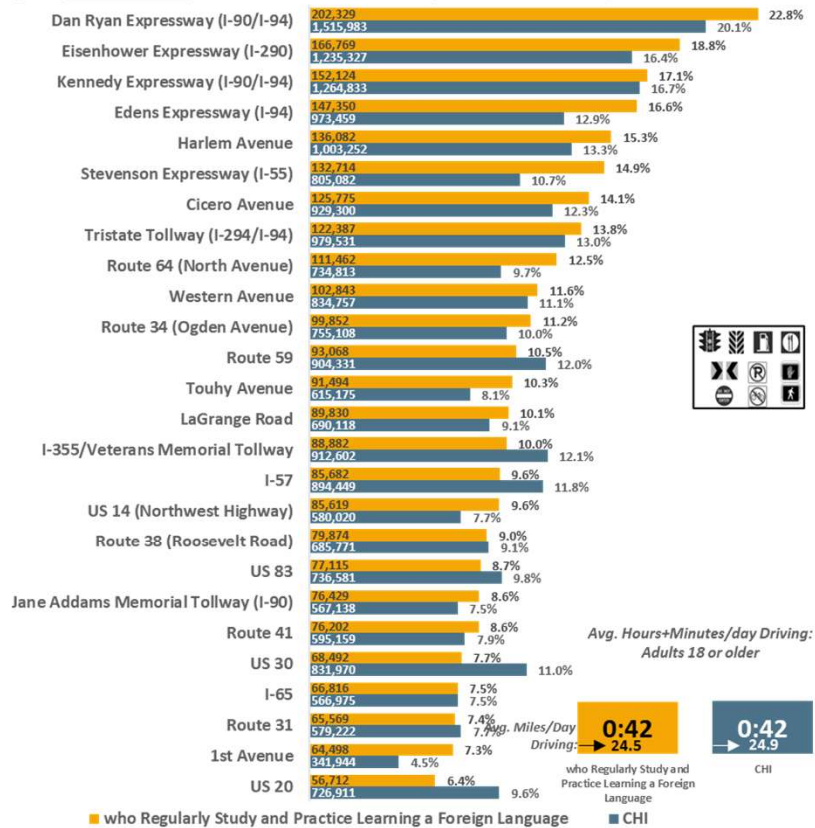
soefa.ai Share of Everything for Anything

Activities done regularly: Foreign language study/practice

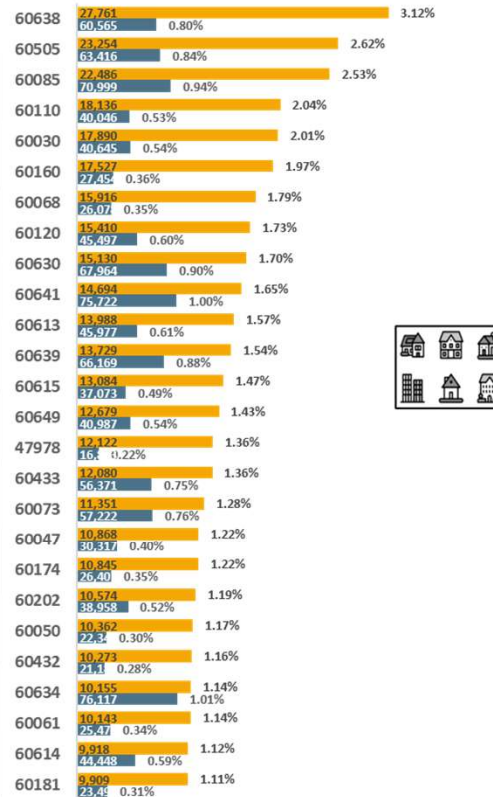


748,736 or 84.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 42.1 minutes per day driving an average of 24.5 miles each day and are 40.1% more likely to use Stevenson Expressway (I-55) than the Me

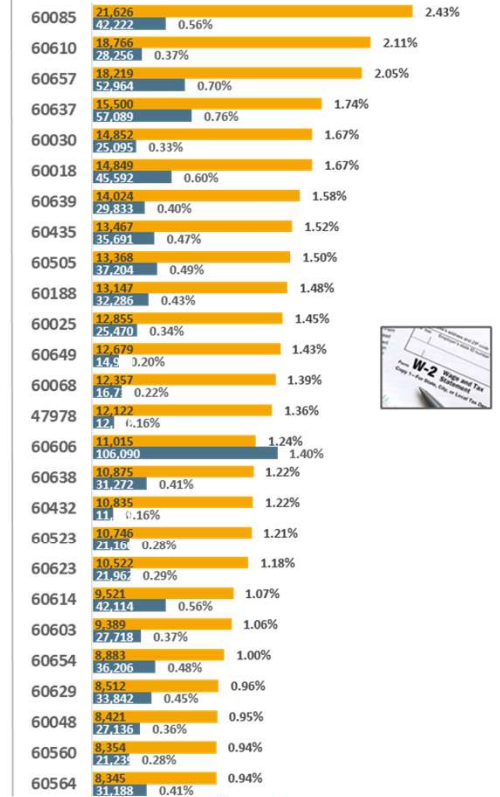
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



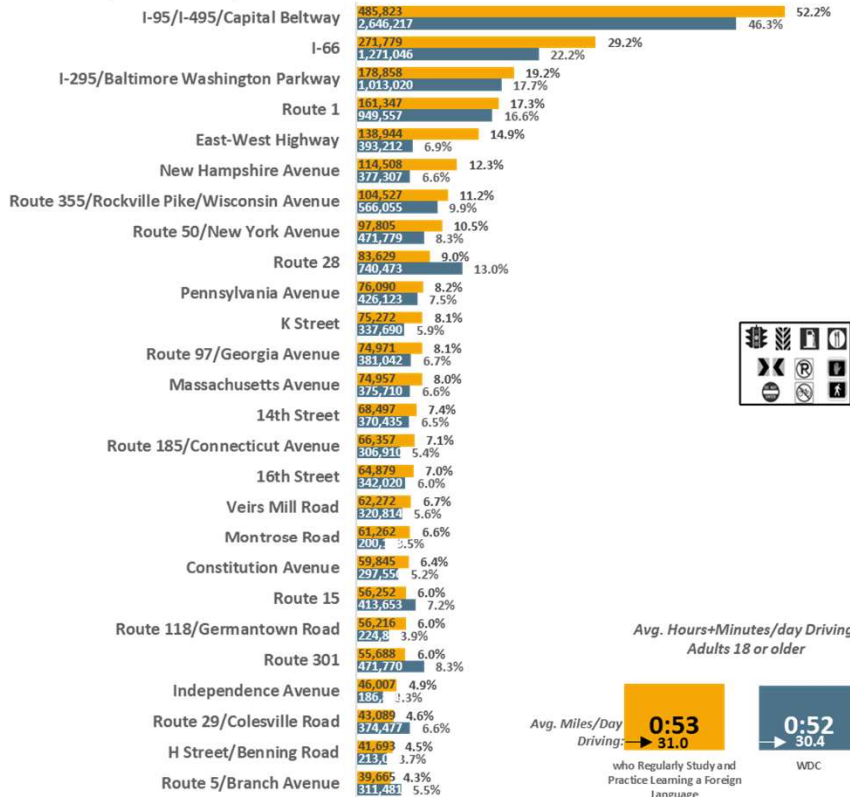
Top-26 Employment Zip Codes: Adults 18 or older





727,128 or 78.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 116.9% more likely to use East-West Highway than the Metro averag

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



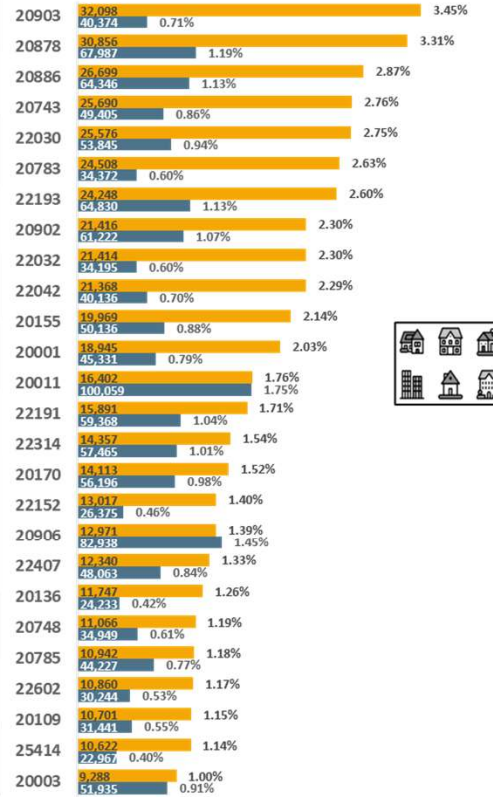
Avg. Hours+Minutes/day Driving:
Adults 18 or older



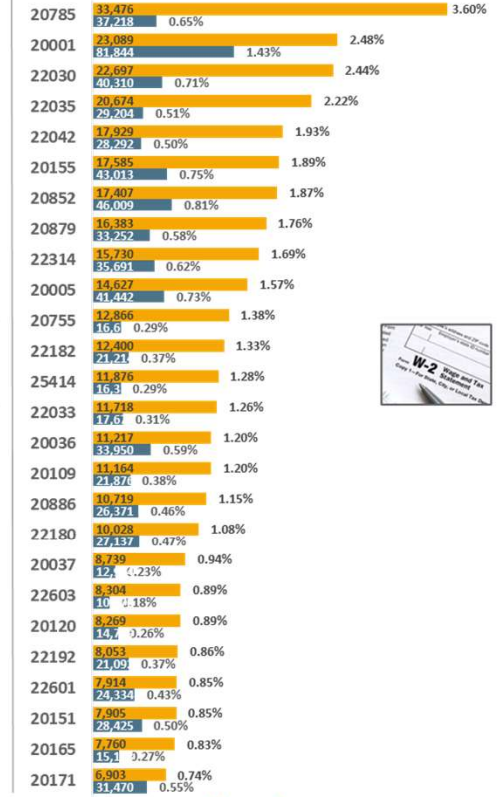
who Regularly Study and Practice Learning a Foreign Language

WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

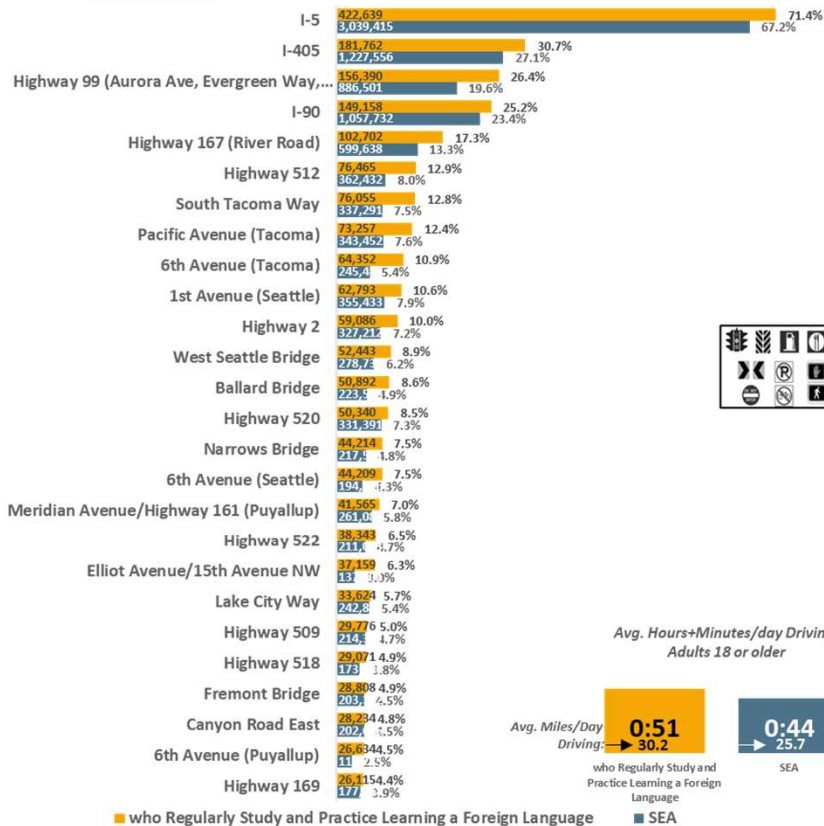


soefa.ai Share of Everything for Anything

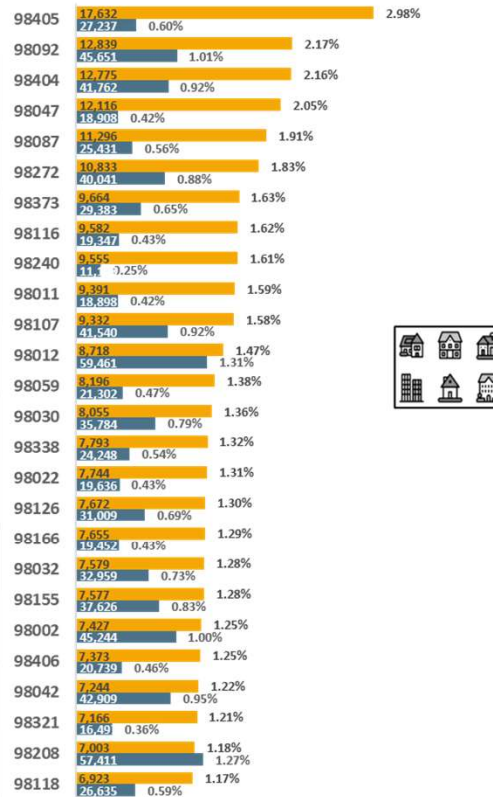


514,280 or 86.9% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 107.2% more likely to use Elliot Avenue/15th Avenue NW than the

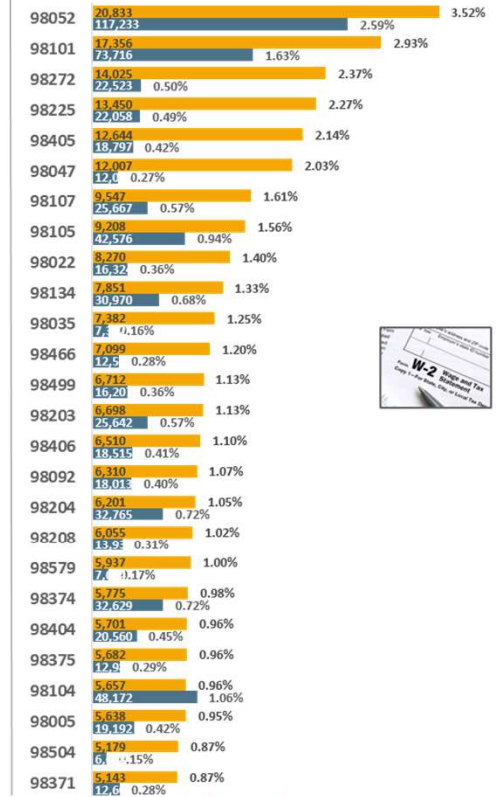
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



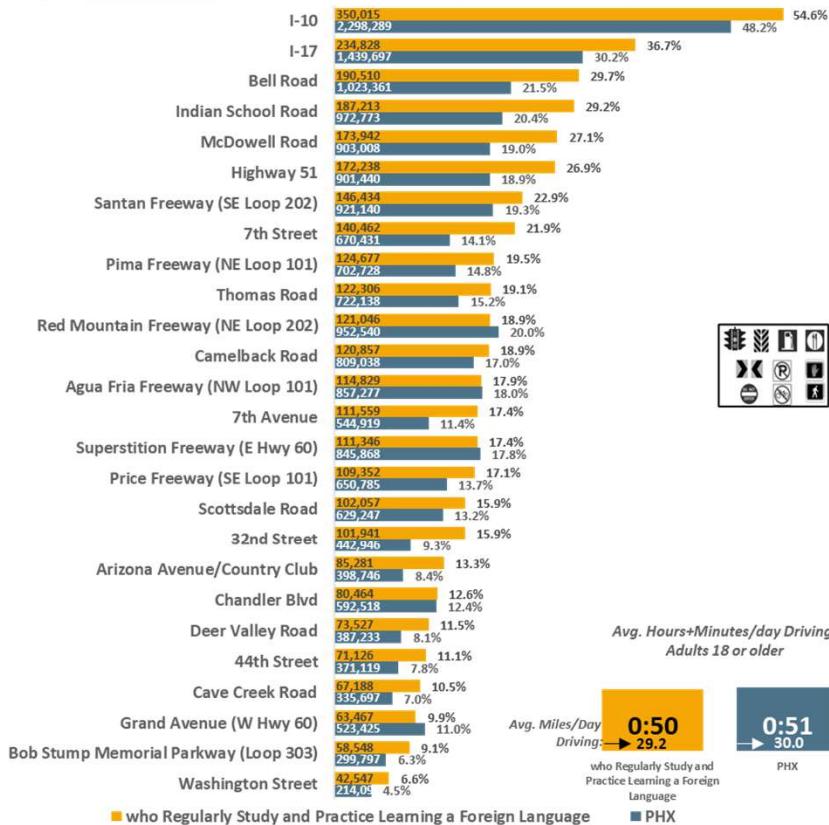
Top-26 Employment Zip Codes: Adults 18 or older



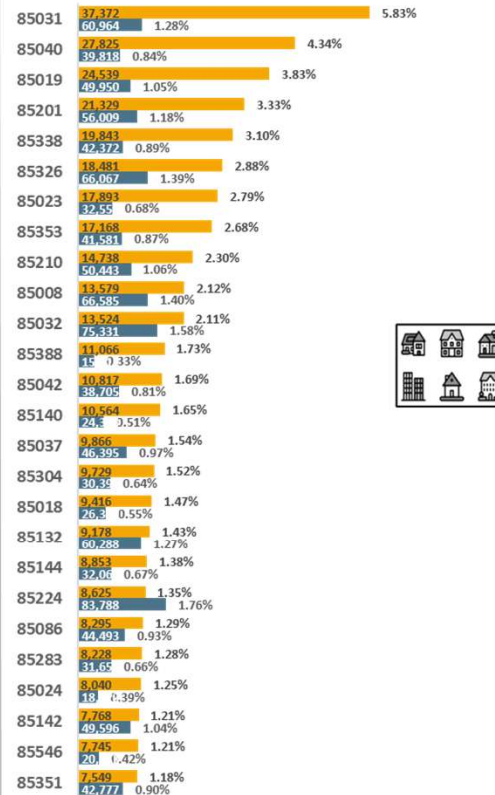


576,653 or 90.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 50.1 minutes per day driving an average of 29.2 miles each day and are 71.1% more likely to use 32nd Street than the Metro average.

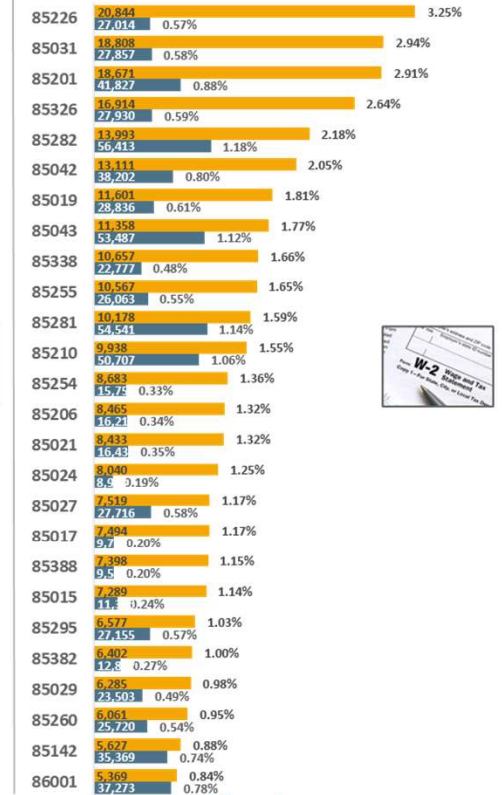
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



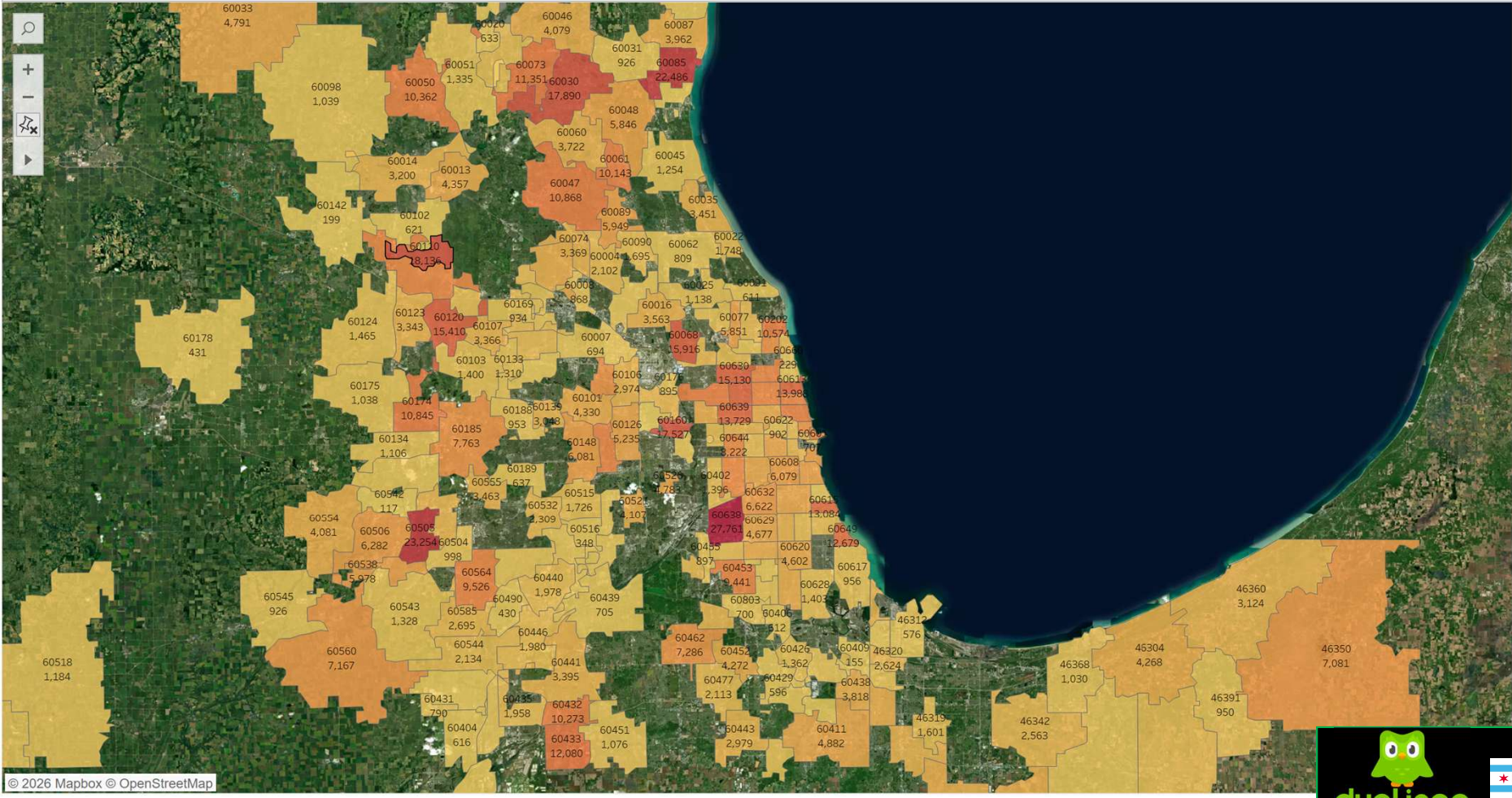
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Regularly Study and Practice Learning a Foreign Language)



SUM(Adults 18 or older...



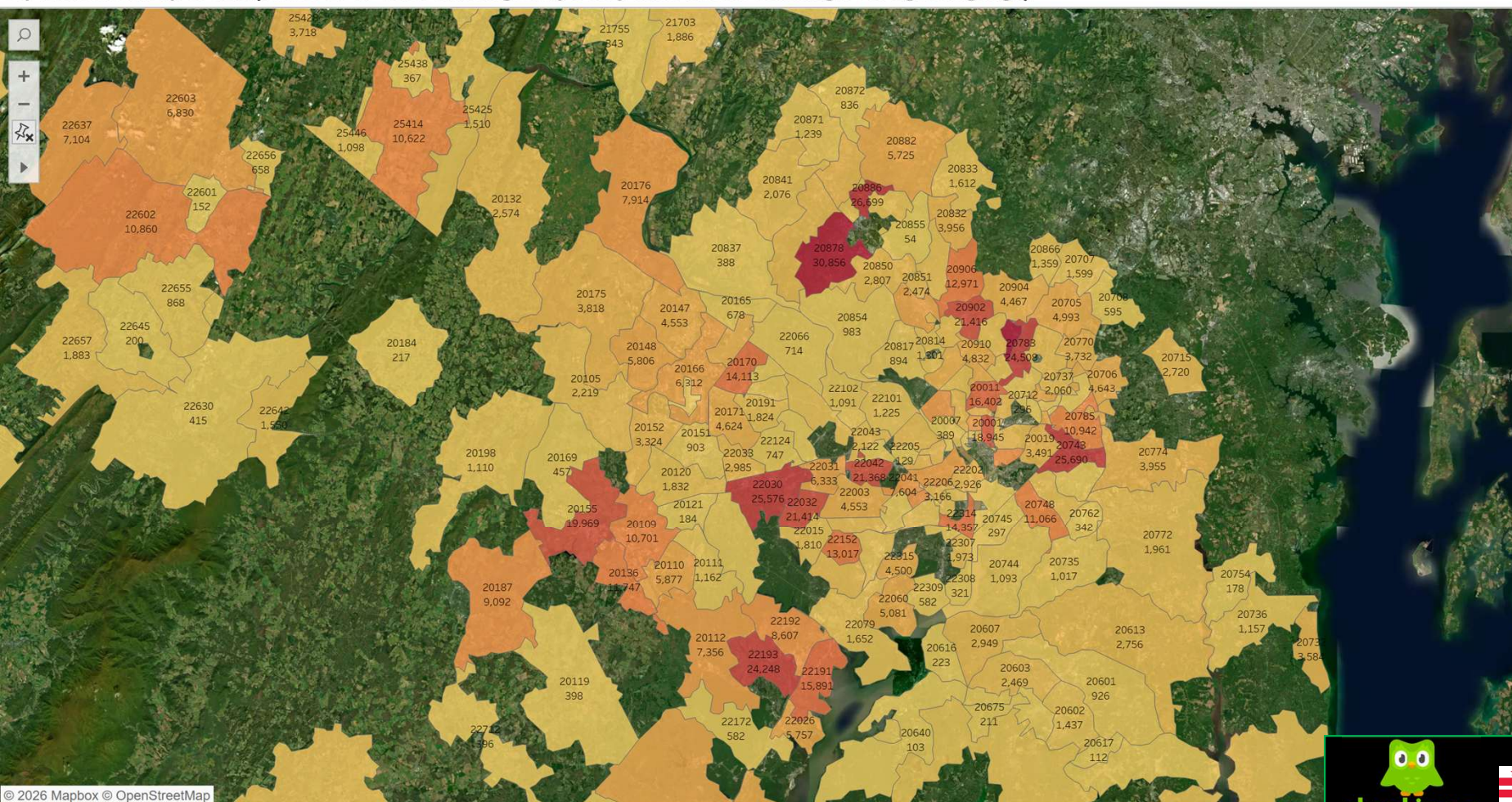
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CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 500
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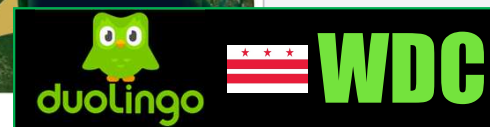
Activities done regularly: Foreign language study/practice

Top Residential Zip Codes: (Adults 18 or older who Regularly Study and Practice Learning a Foreign Language)



SUM(Adults 18 or older...

7 32,098



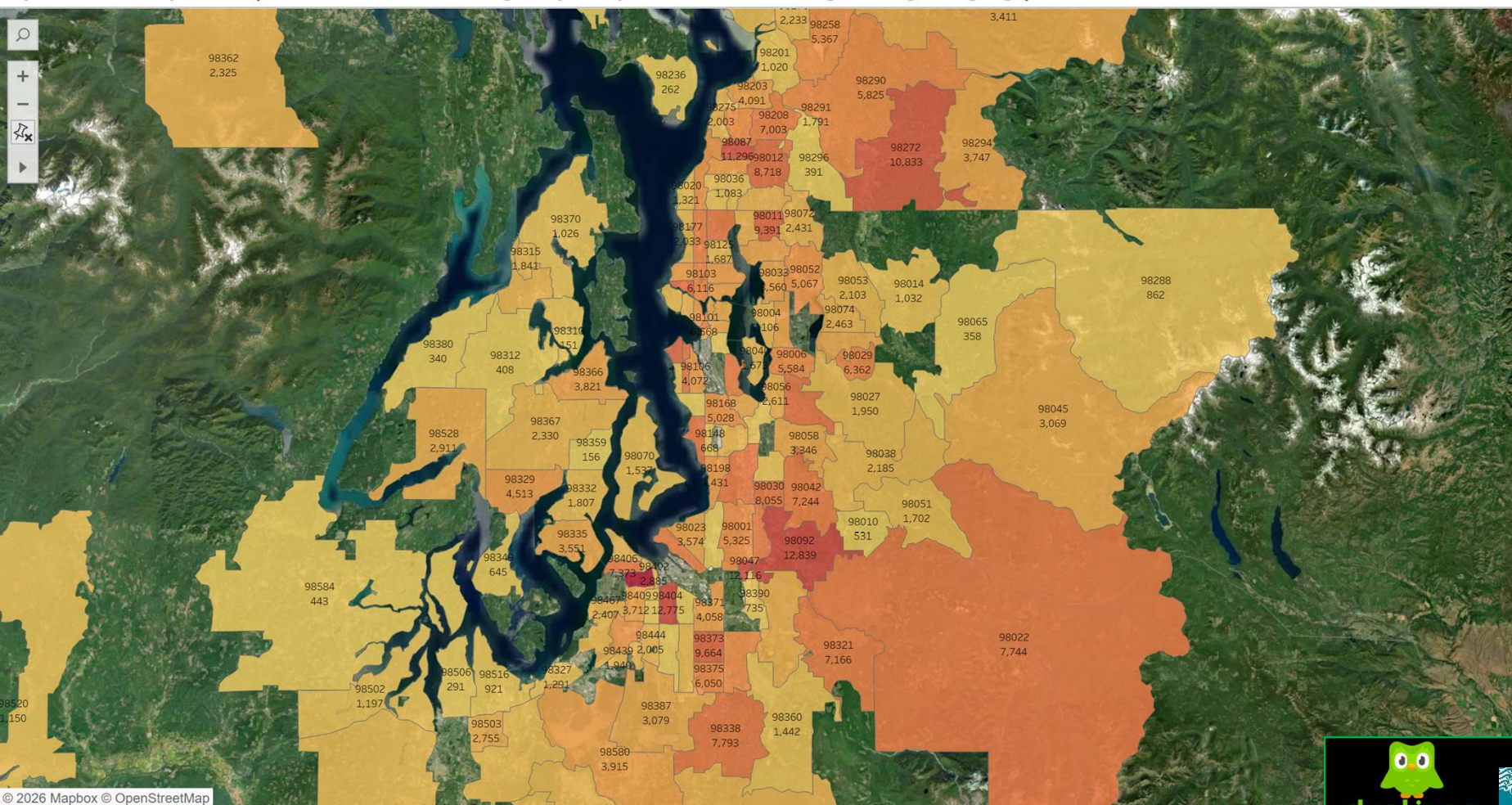
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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 766

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Activities done regularly: Foreign language study/practice

Top Residential Zip Codes: (Adults 18 or older who Regularly Study and Practice Learning a Foreign Language)



SUM(Adults 18 or older...



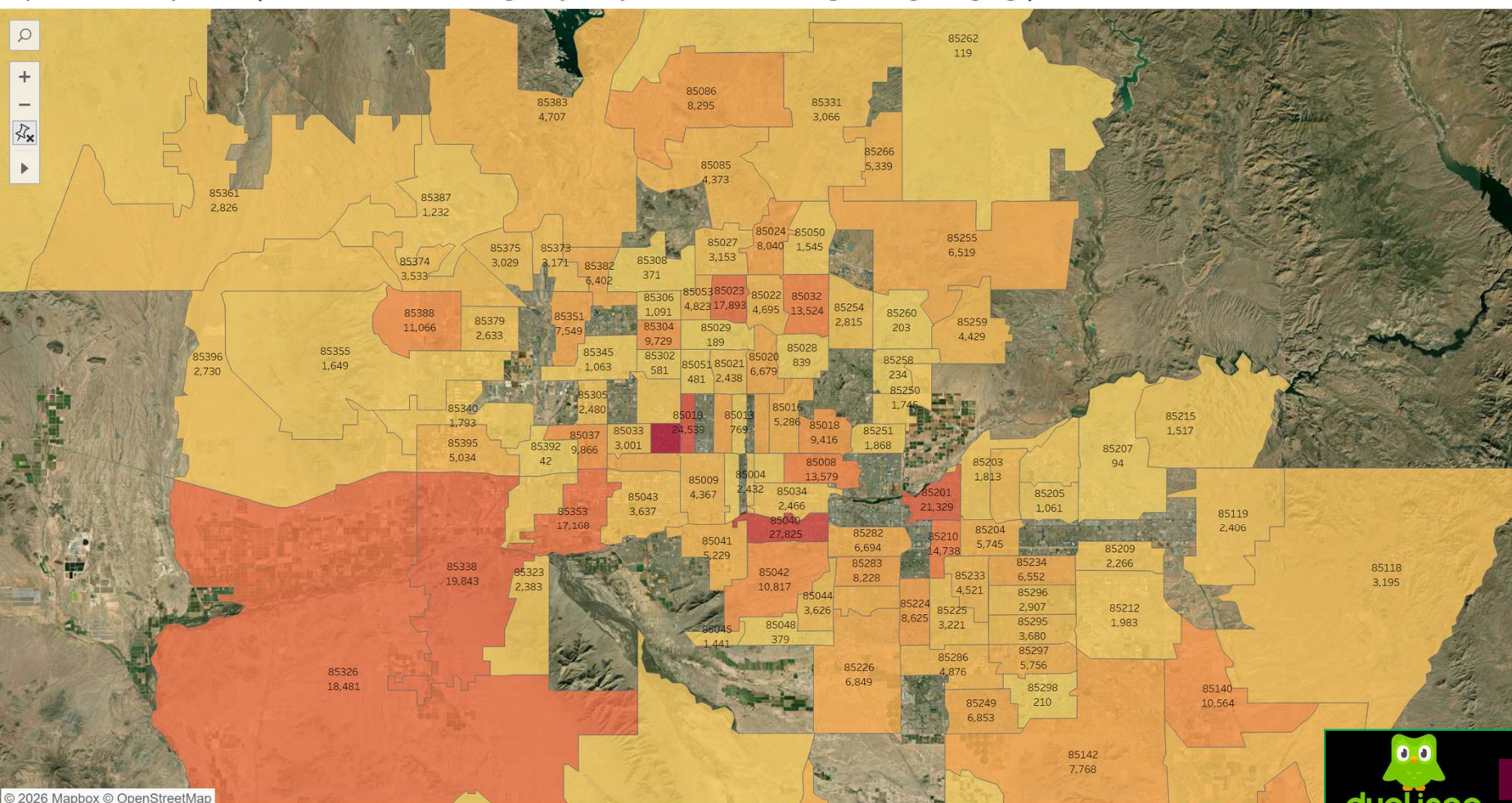
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for Anything.

Activities done regularly: Foreign language study/practice

Top Residential Zip Codes: (Adults 18 or older who Regularly Study and Practice Learning a Foreign Language)



SUM(Adults 18 or older...



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 331
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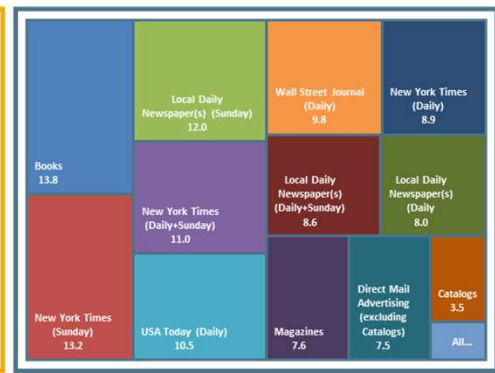
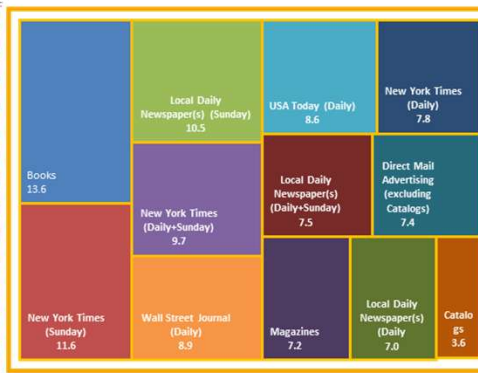
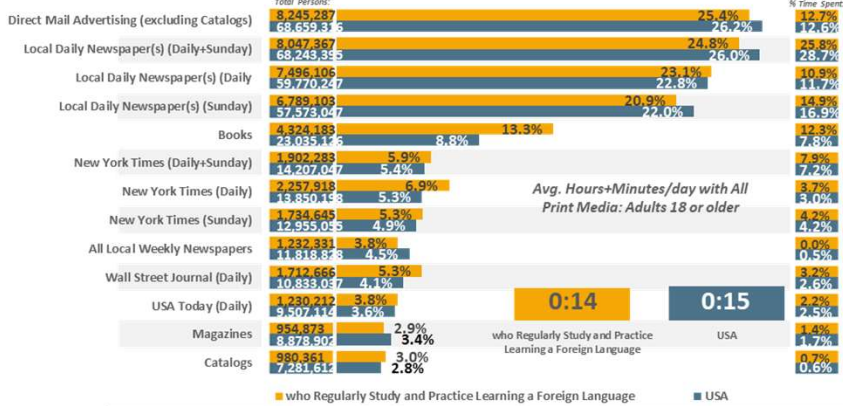
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Activities done regularly: Foreign language study/practice

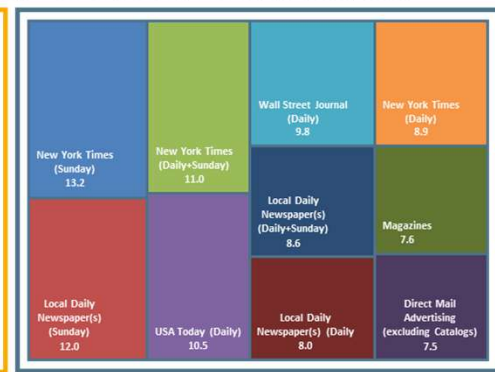
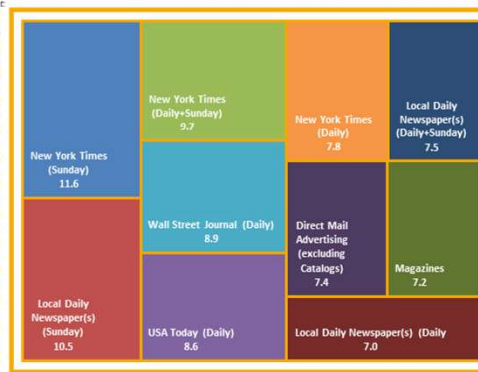
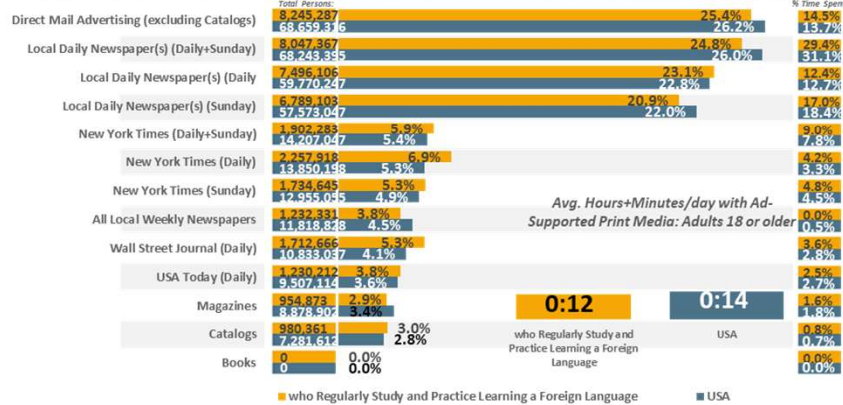


8,047,367 or 24.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 29.4% of all time spent daily with All forms of Print

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**



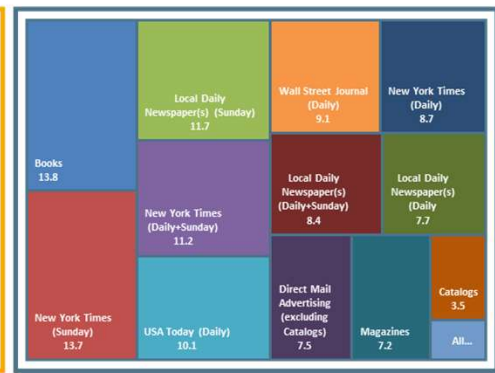
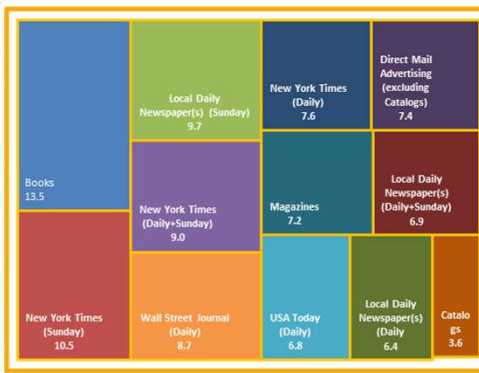
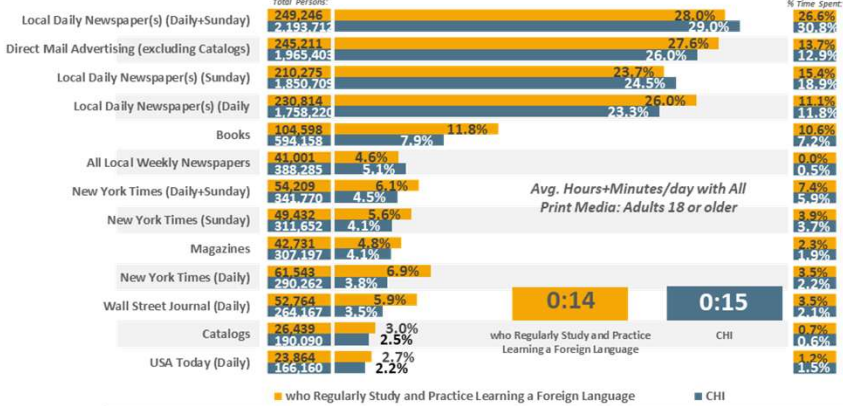
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



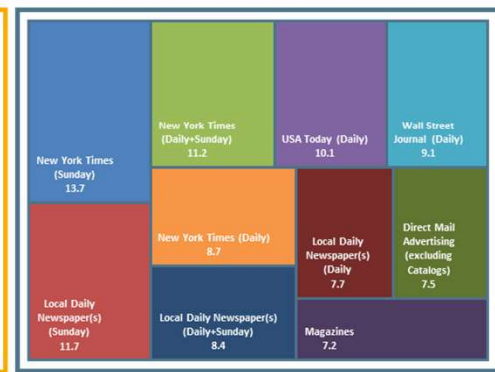
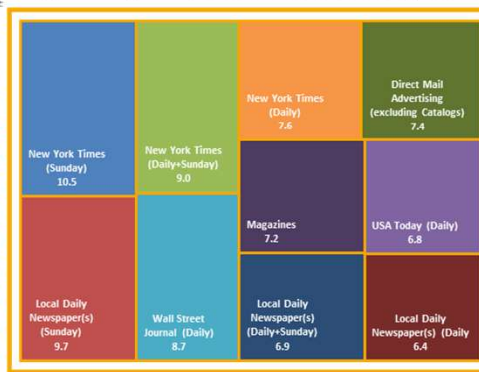
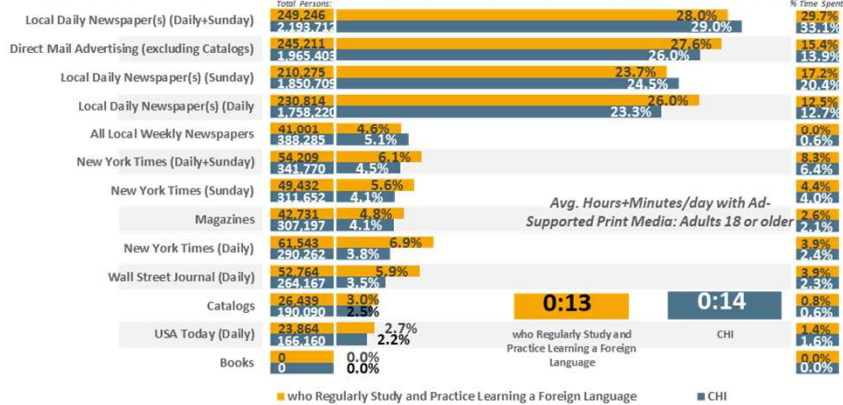


249,246 or 28.0% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 29.7% of all time spent daily with All forms of Print Med

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**



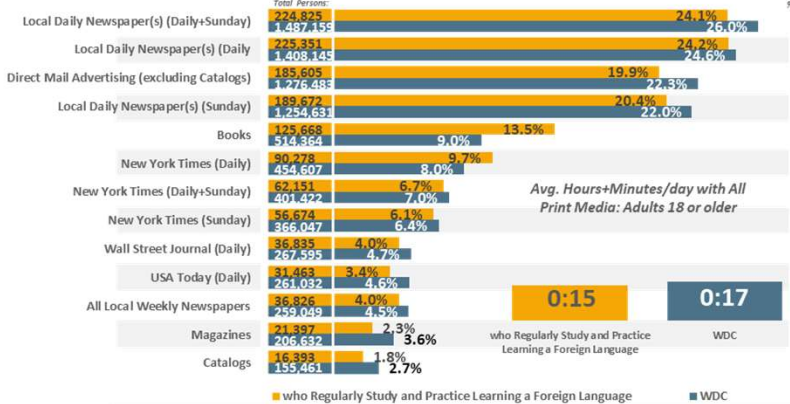
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



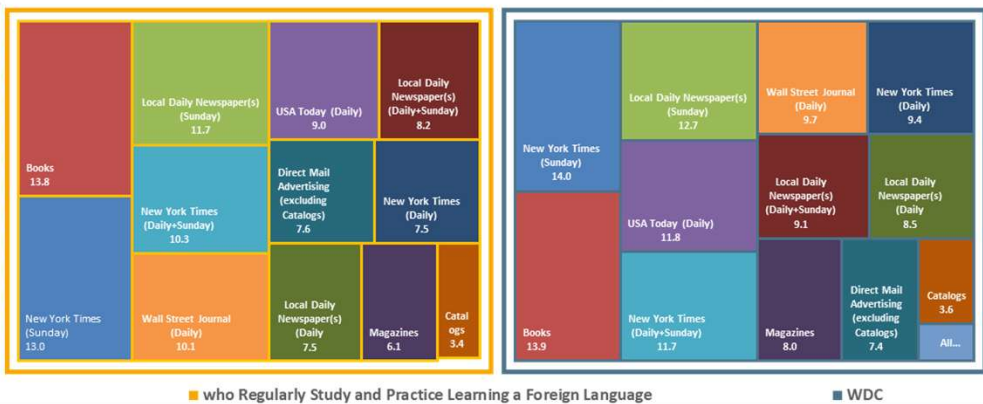


224,825 or 24.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 30.3% of all time spent daily with All forms of Print Media

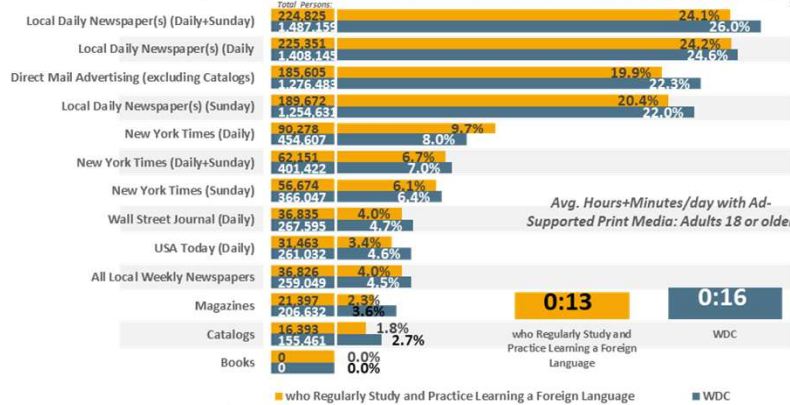
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



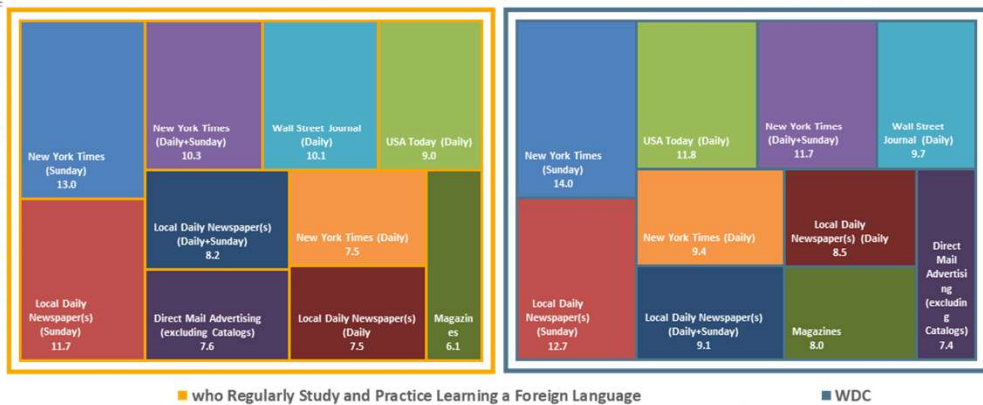
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



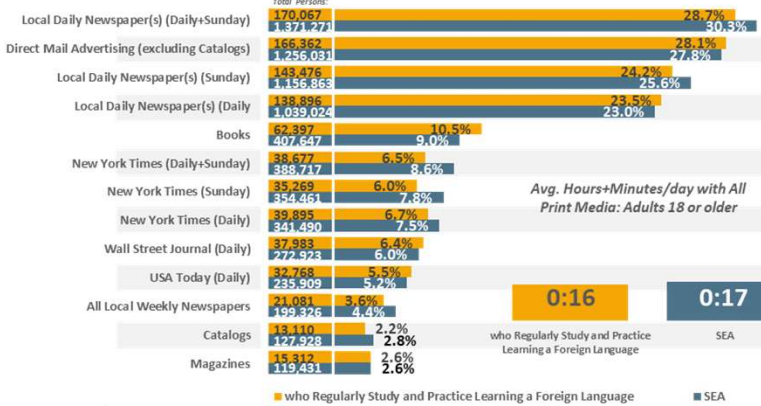
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





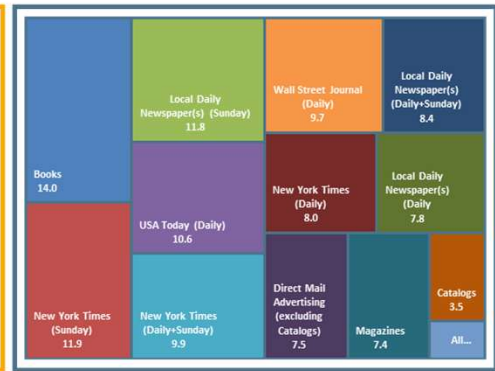
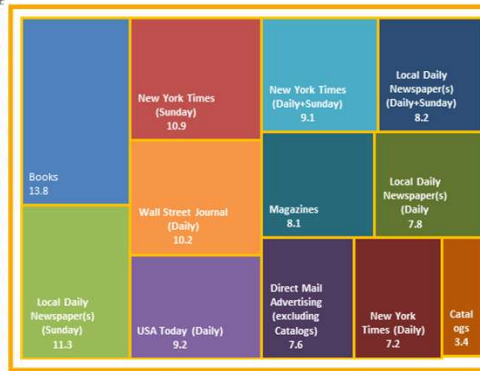
170,067 or 28.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 30.5% of all time spent daily with All forms of Print Media

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**

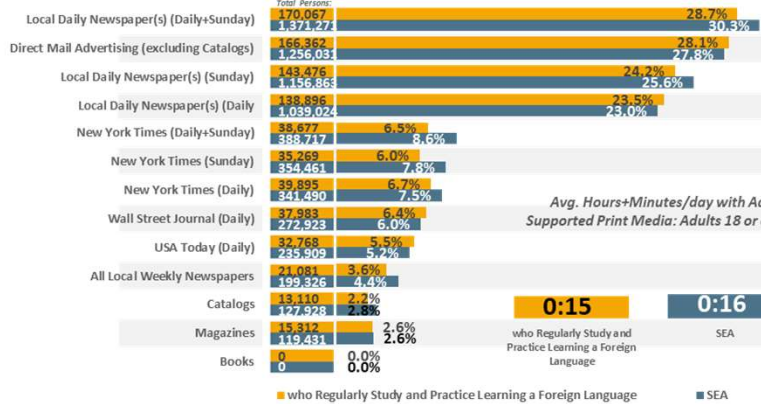


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:16 0:17

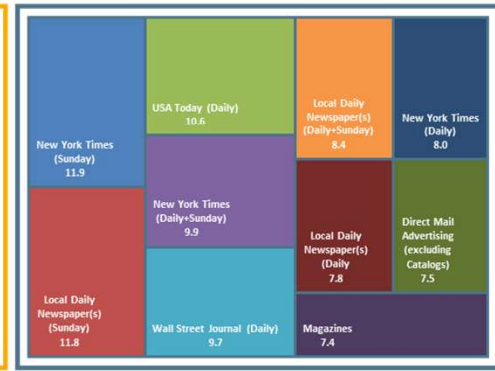
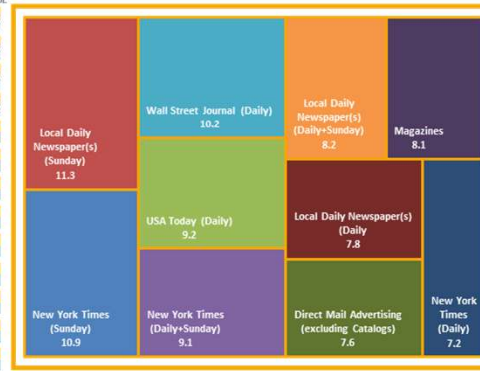


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

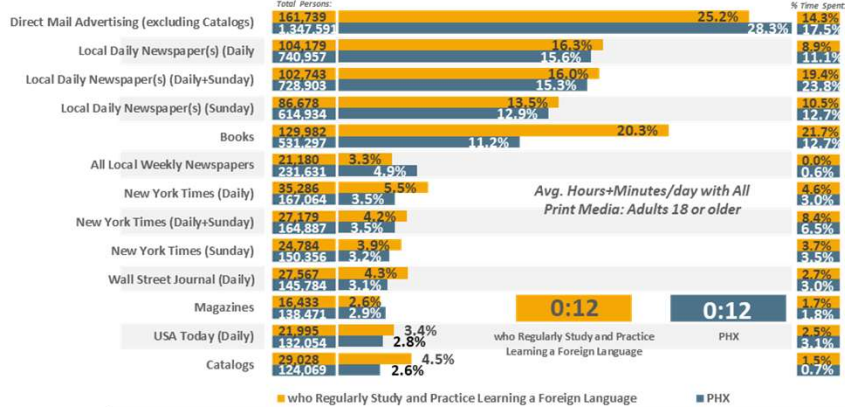
0:15 0:16



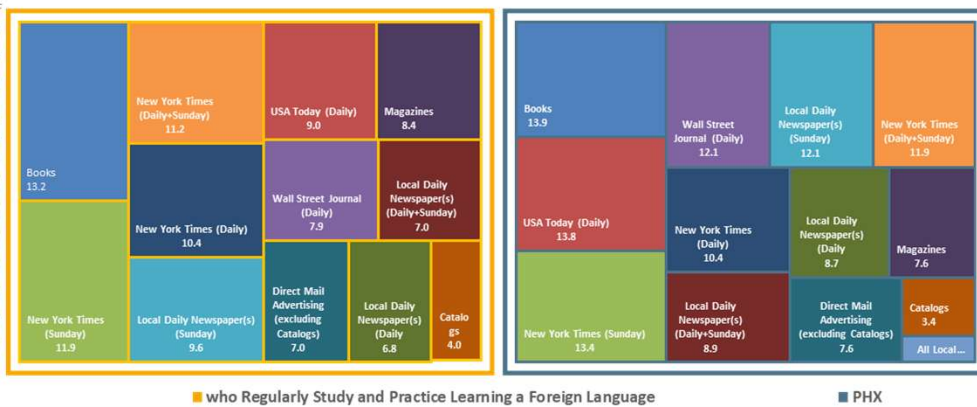


102,743 or 16.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 24.8% of all time spent daily with All forms of Print Medi

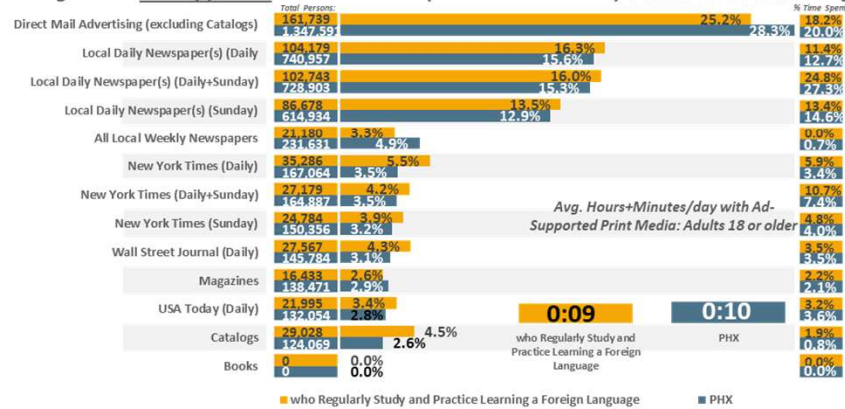
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



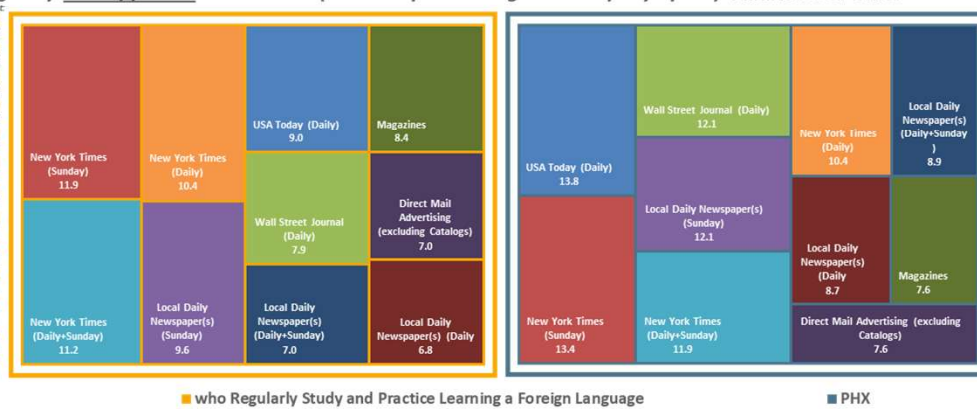
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



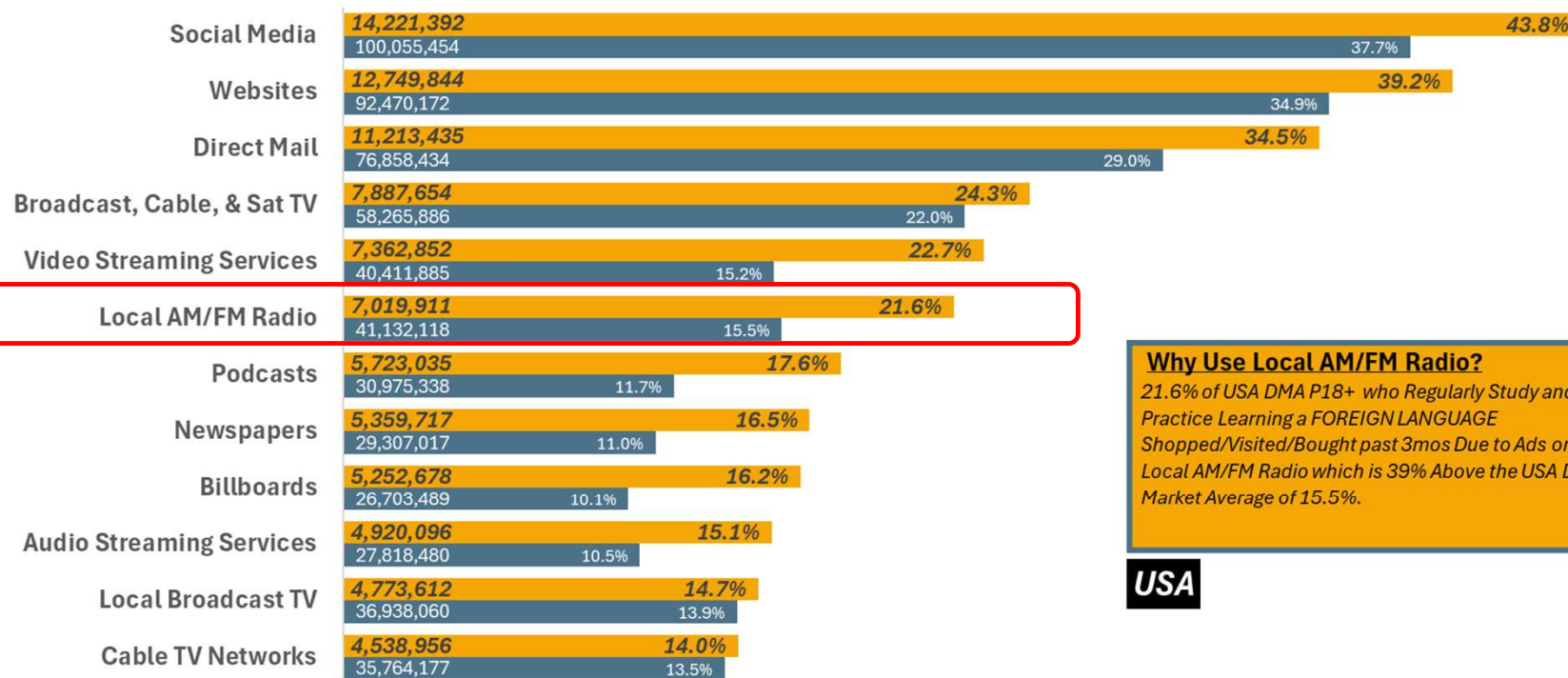
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





"Advertising Actions"

P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.6% of USA DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 39% Above the USA DMA Market Average of 15.5%.

USA

■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 2981

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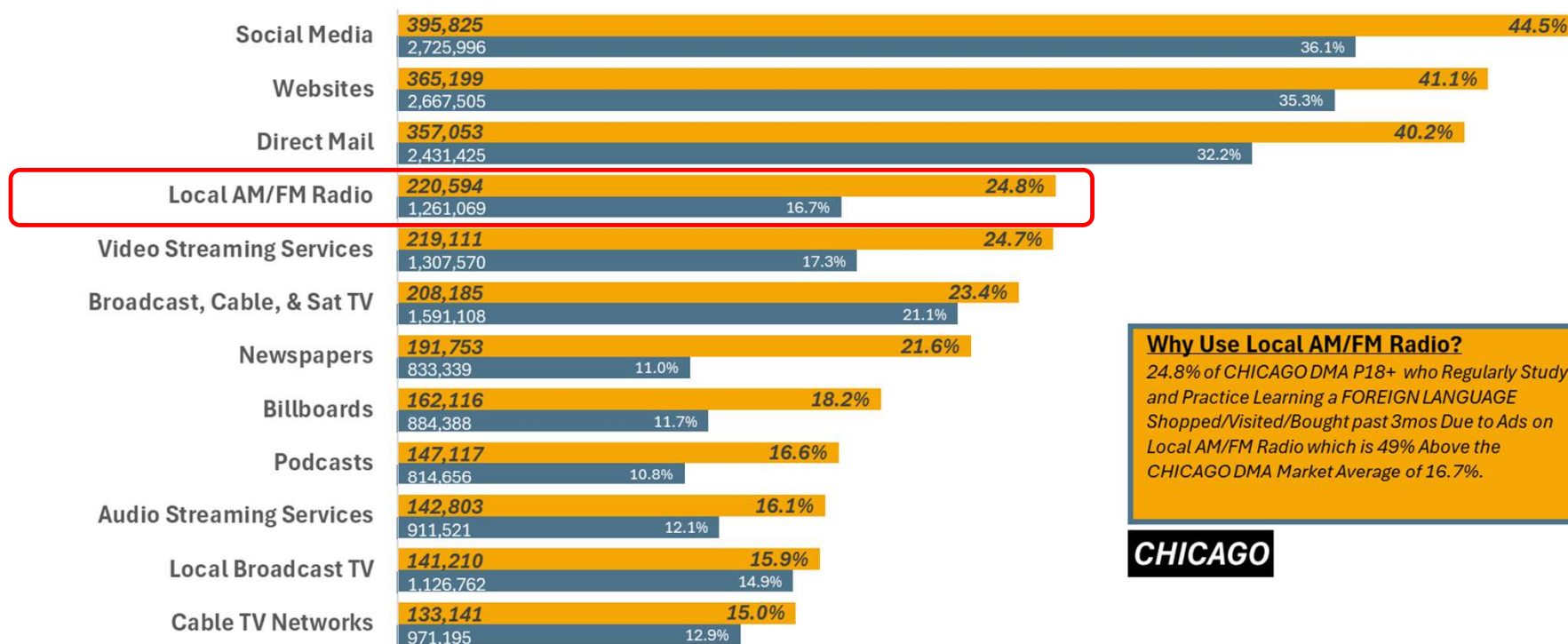
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Activities done regularly: Foreign language study/practice



"Advertising Actions"

**P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

24.8% of CHICAGO DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 49% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 500

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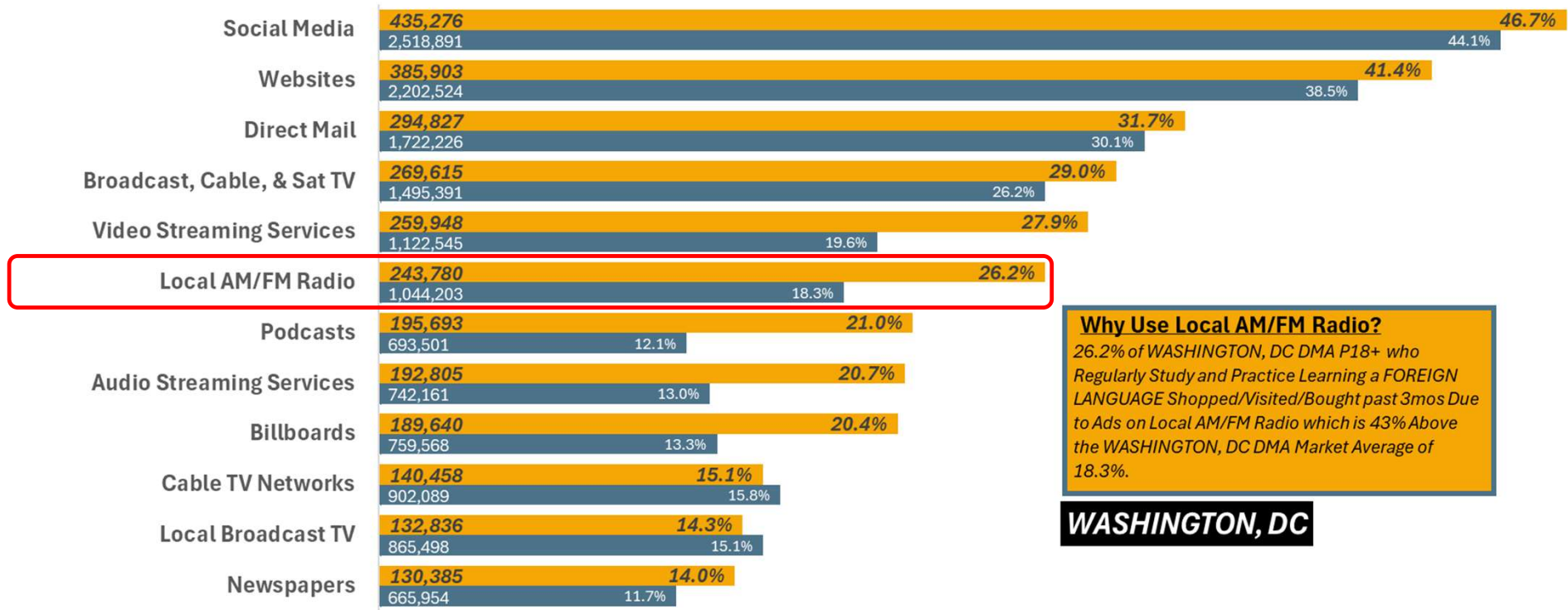
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Activities done regularly: Foreign language study/practice



"Advertising Actions"

P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE
(Shopped/Visited/Bought past 3mos Due to Ads on %)

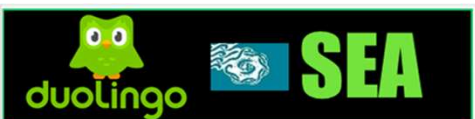


Why Use Local AM/FM Radio?
26.2% of WASHINGTON, DC DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

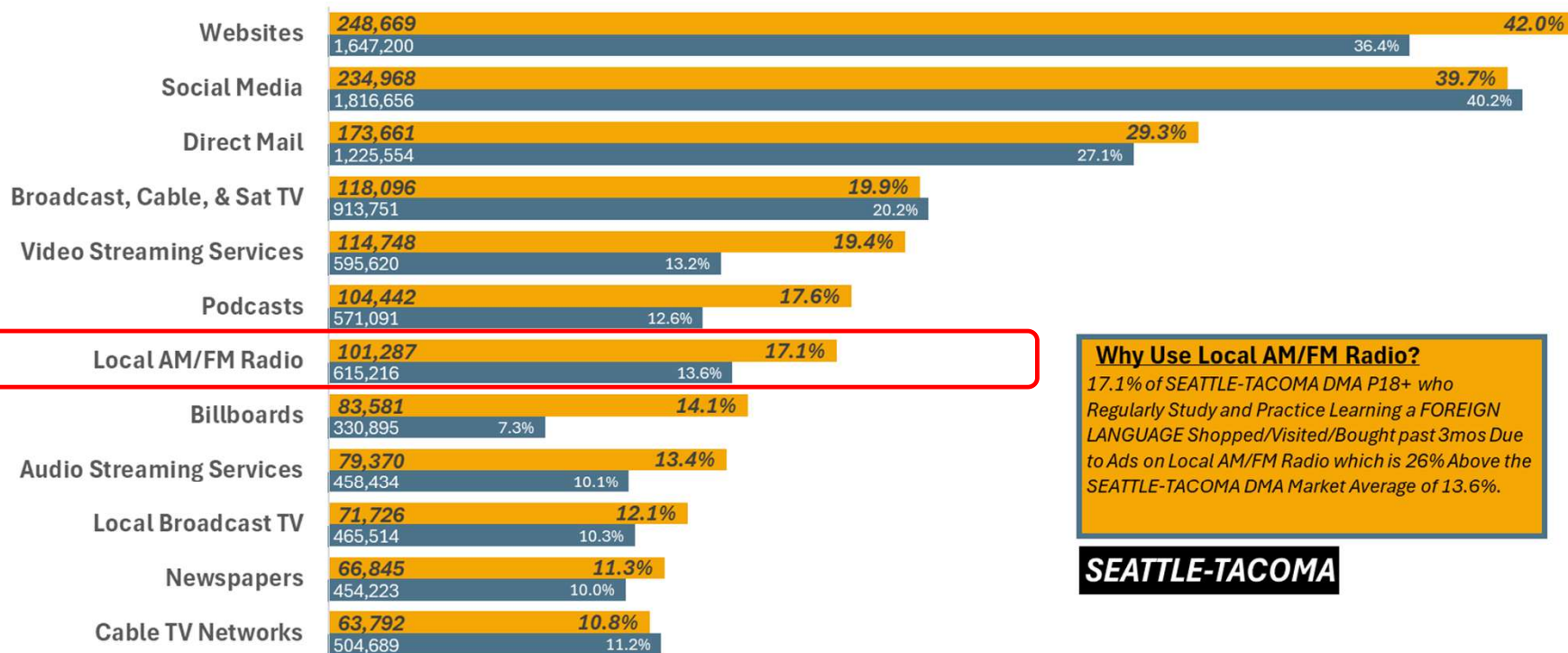
■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab: 766
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"Advertising Actions"

**P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17.1% of SEATTLE-TACOMA DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 26% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

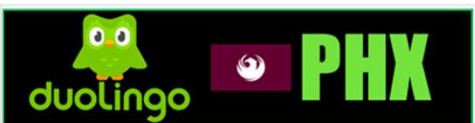
■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 512

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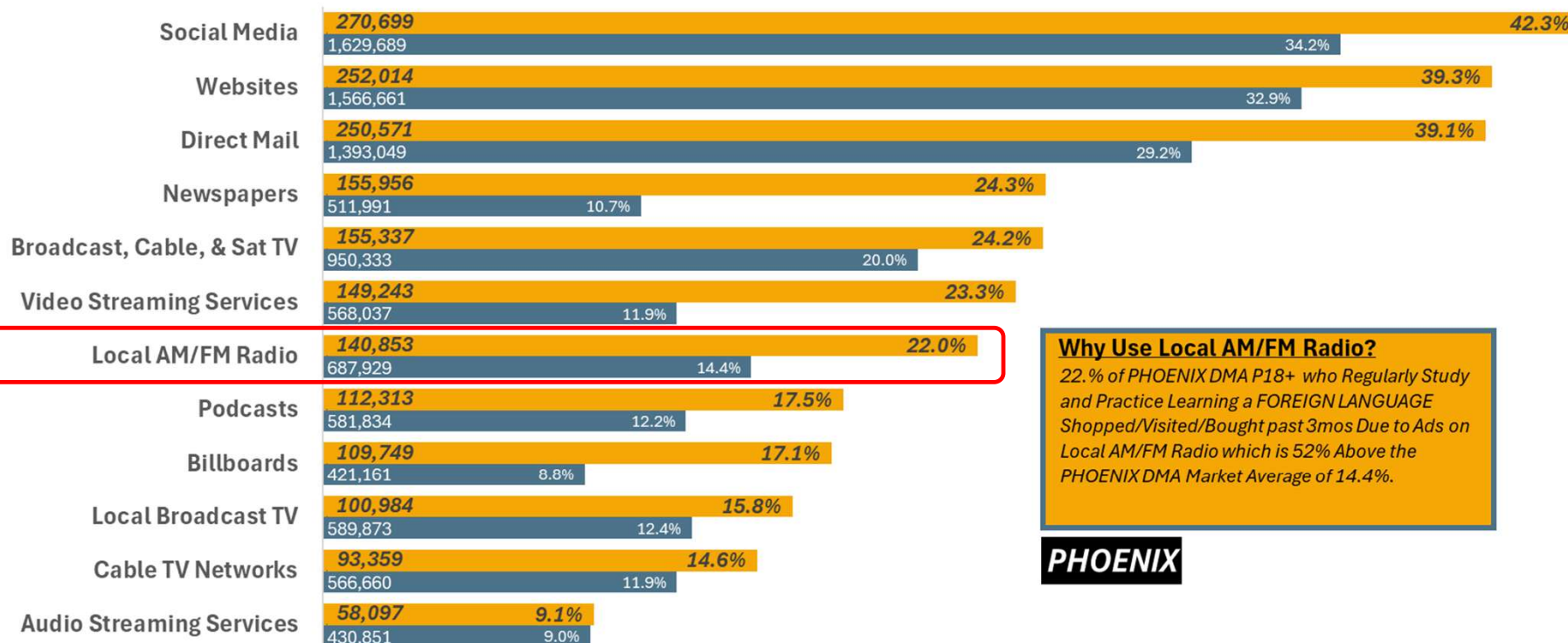
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for Anything ®

Activities done regularly: Foreign language study/practice



"Advertising Actions"

**P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

22.% of PHOENIX DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 52% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 331
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Activities done regularly: Foreign language study/practice