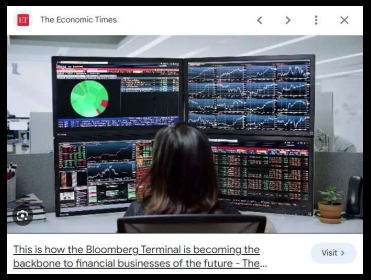
# USA+4 DMAs – P18+ who used REDDIT in the past 30 days!

# 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 used **REDDIT in the past 30 days** as of March 31, 2025.




reddit USA

reddit CHI

reddit WDC

reddit SEA

reddit PHX

reddit

P18+

Fidelity INVESTMENTS Vanguard BlackRock

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

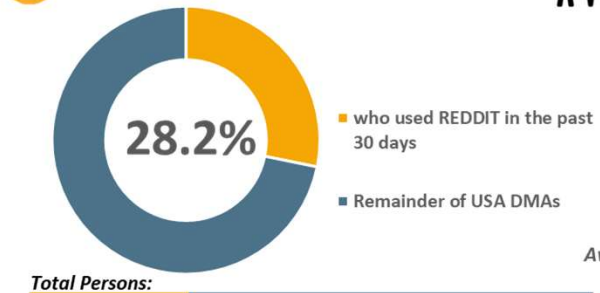
HUBBARD BROADCASTING INC. HB INC.

*Social media apps or websites used or visited past 30 days: Reddit*

reddit USA

28.2% or 73,939,961 of USA Adults 18 or older used REDDIT in the past 30 days.
Typical Adults 18 or older who used REDDIT in the past 30 days are 40.3 years old (17.5% younger than average) and have a $107,558 (14.8% higher than average) annual household income.

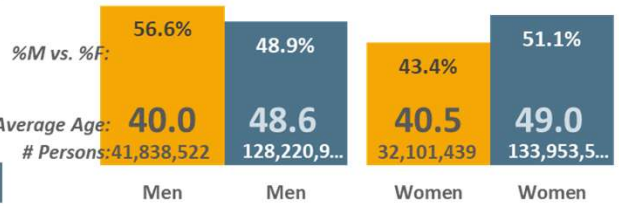
## Percent of Market: Adults 18 or older



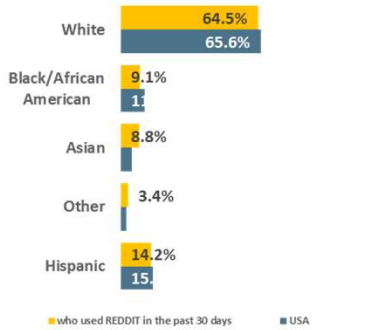

Total Persons:

| 73,939,961 | 188,234,539 |
|---|---|

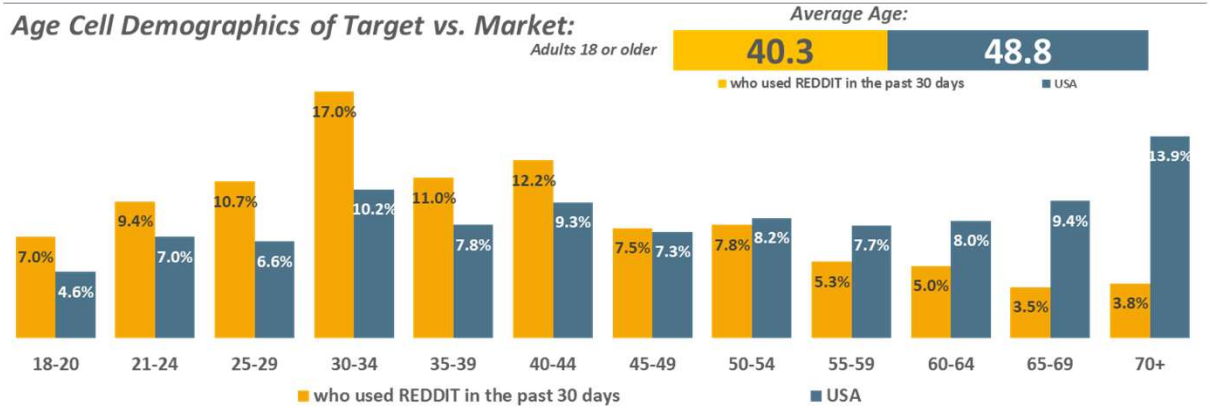
## Gender of Target vs. Market: Adults 18 or older




## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:

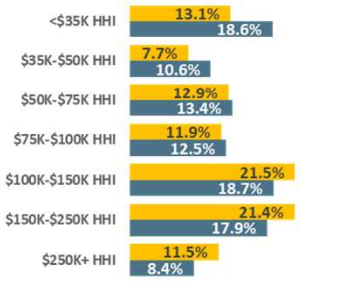



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

## HHI of Target vs. Market:




Avg HHI:

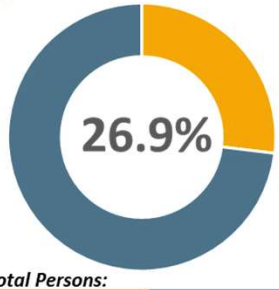
| $107,558 | $93,653 |
|---|---|

Social media apps or websites used or visited past 30 days: Reddit

reddit CHI

26.9% or 2,036,129 of CHICAGO DMA Adults 18 or older used REDDIT in the past 30 days.
Typical Adults 18 or older who used REDDIT in the past 30 days are 40. years old (17.3% younger than average) and have a $125,607 (18.3% higher than average) annual household income.

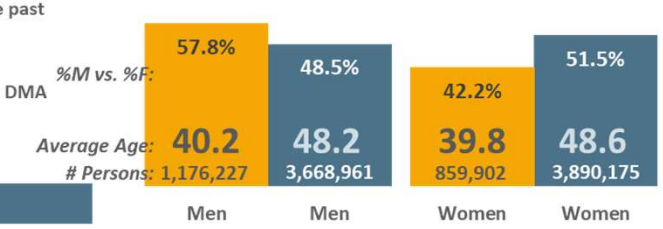
## Percent of Market: Adults 18 or older



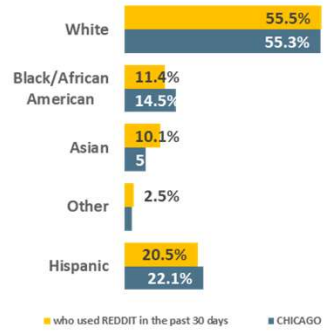

Total Persons:

| 2,036,129 | 5,523,007 |
|---|---|

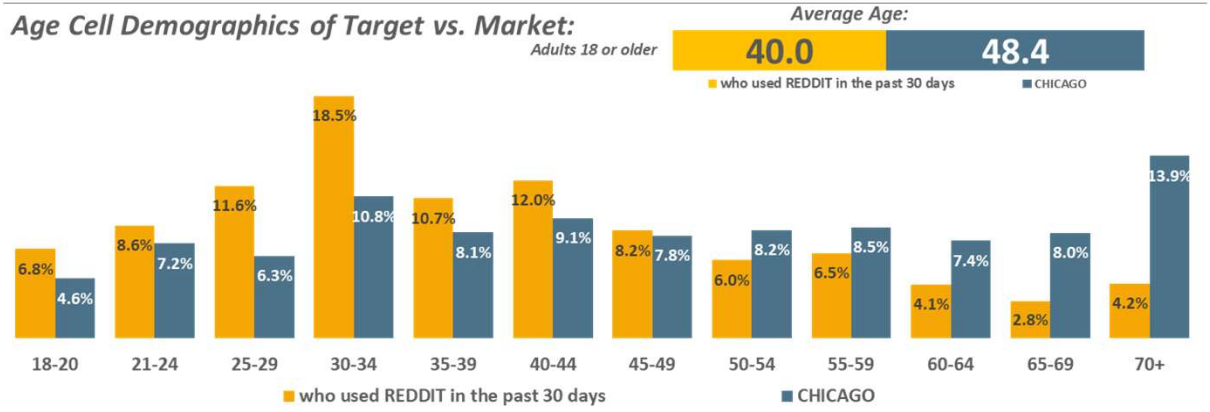
## Gender of Target vs. Market: Adults 18 or older



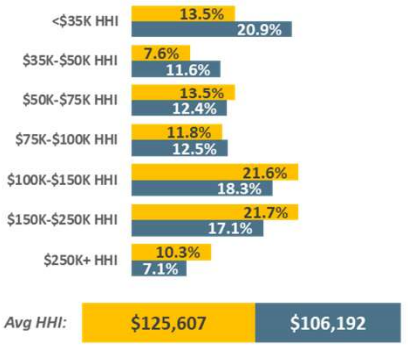

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




| Avg HHI: | $125,607 | $106,192 |
|---|---|---|

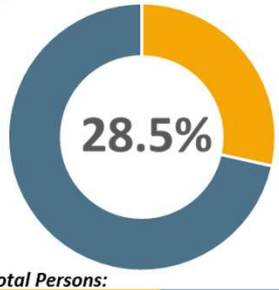
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988

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Social media apps or websites used or visited past 30 days: Reddit

28.5% or 1,624,154 of WASHINGTON, DC DMA Adults 18 or older used REDDIT in the past 30 days. Typical Adults 18 or older who used REDDIT in the past 30 days are 40.6 years old (14.8% younger than average) and have a $149,301 (10.5% higher than average) annual household income.

## Percent of Market: Adults 18 or older

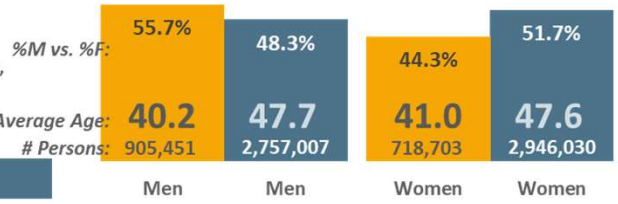



- who used REDDIT in the past 30 days
- Remainder of WASHINGTON, DC DMA

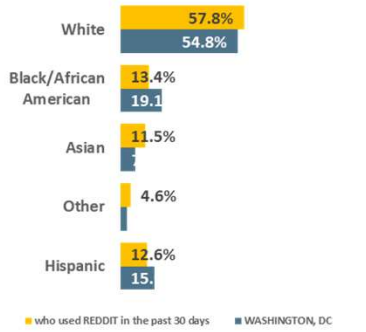
**Total Persons:**

| 1,624,154 | 4,078,883 |
|---|---|

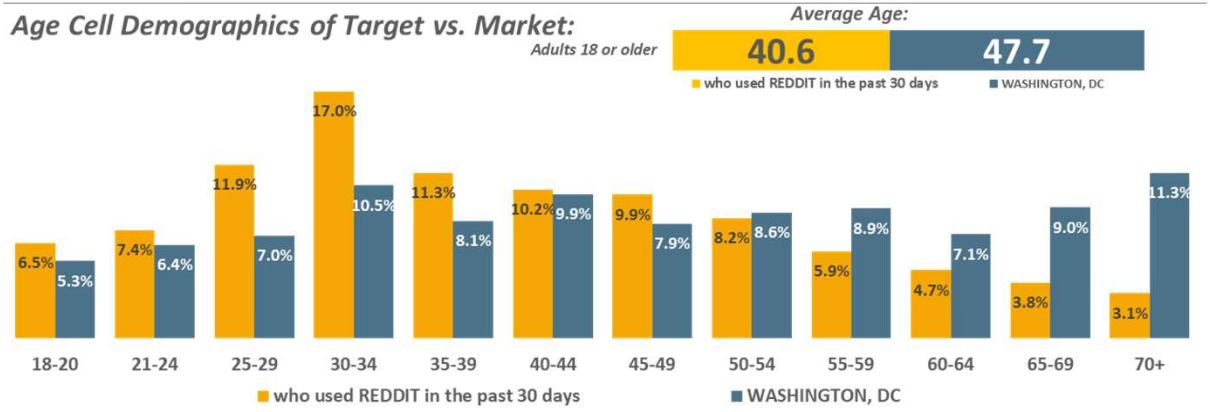
## Gender of Target vs. Market: Adults 18 or older



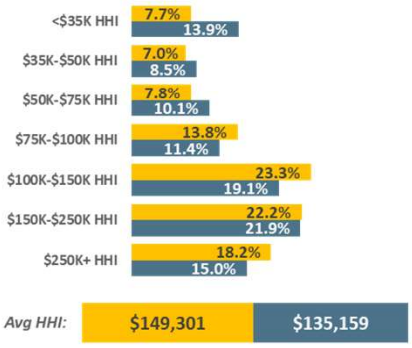

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



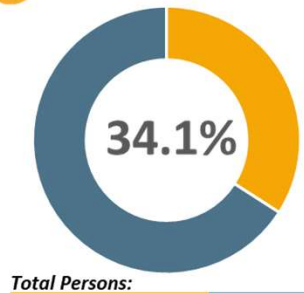

*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

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*Social media apps or websites used or visited past 30 days: Reddit*

34.1% or 1,538,756 of SEATTLE-TACOMA DMA Adults 18 or older used REDDIT in the past 30 days. Typical Adults 18 or older who used REDDIT in the past 30 days are 40.8 years old (15.7% younger than average) and have a $135,751 (9.8% higher than average) annual household income.

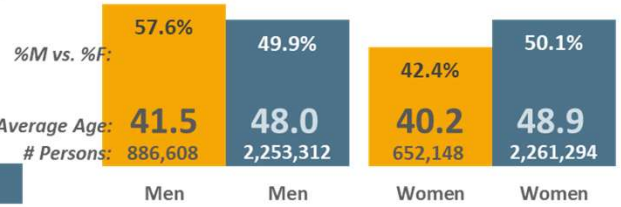
## Percent of Market: Adults 18 or older



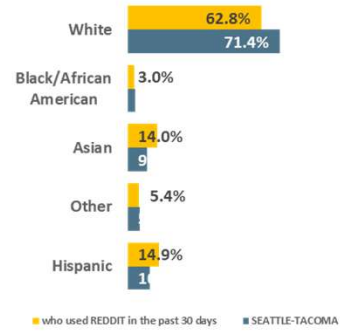

**Total Persons:**

| 1,538,756 | 2,975,850 |
|---|---|

## Gender of Target vs. Market: Adults 18 or older



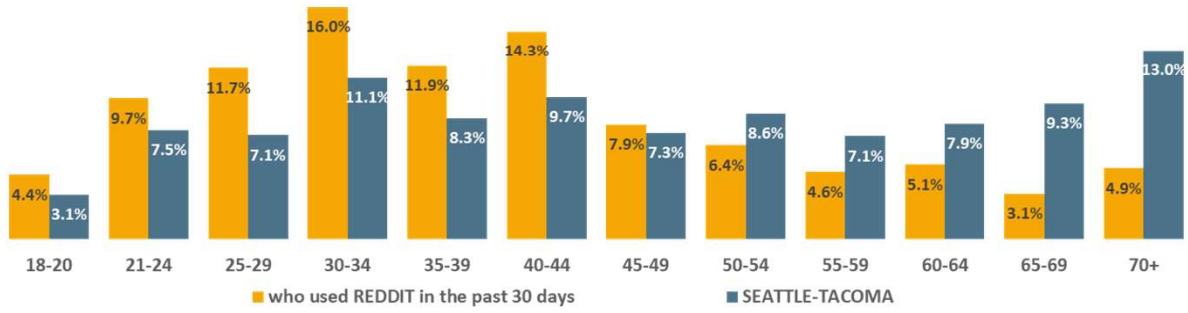

## Ethnicity of Target vs. Market:



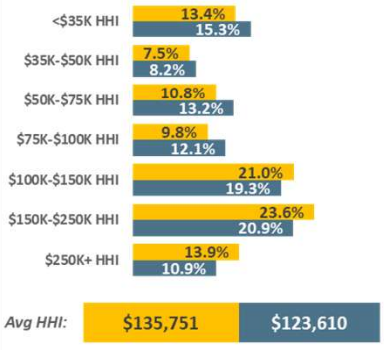

## Age Cell Demographics of Target vs. Market:

Average Age:

| Adults 18 or older | 40.8 | 48.4 |
|---|---|---|
| | who used REDDIT in the past 30 days | SEATTLE-TACOMA |




## HHI of Target vs. Market:




| Avg HHI: | $135,751 | $123,610 |
|---|---|---|

*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

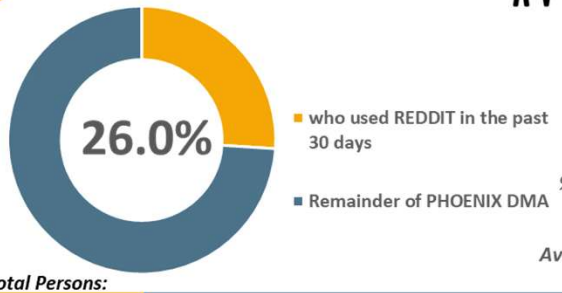
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit PHX

26.% or 1,228,114 of PHOENIX DMA Adults 18 or older used REDDIT in the past 30 days.
Typical Adults 18 or older who used REDDIT in the past 30 days are 40.8 years old (16.8% younger than average) and have a $116,710 (14.7% higher than average) annual household income.

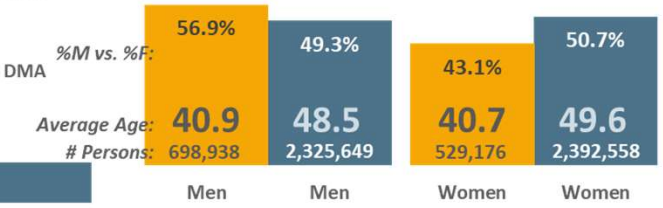
## Percent of Market: Adults 18 or older



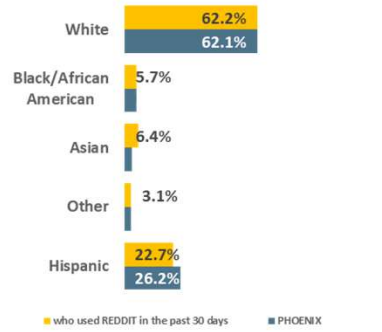

Total Persons:

| 1,228,114 | 3,490,093 |
|---|---|

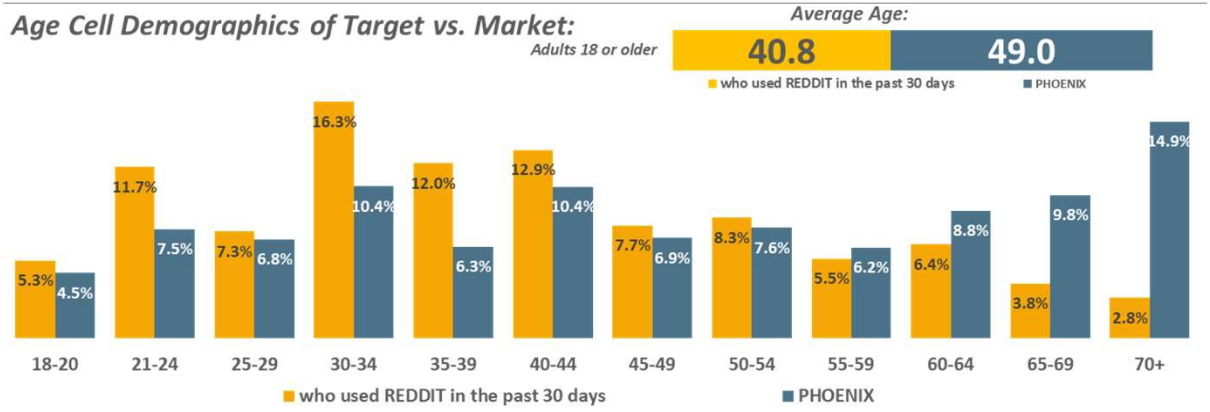
## Gender of Target vs. Market: Adults 18 or older



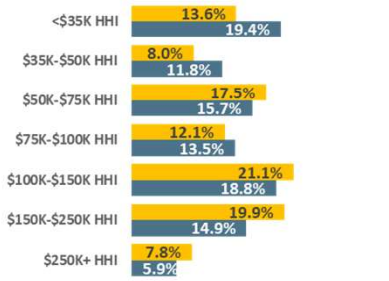

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




| Avg HHI: | $116,710 | $101,742 |
|---|---|---|

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537

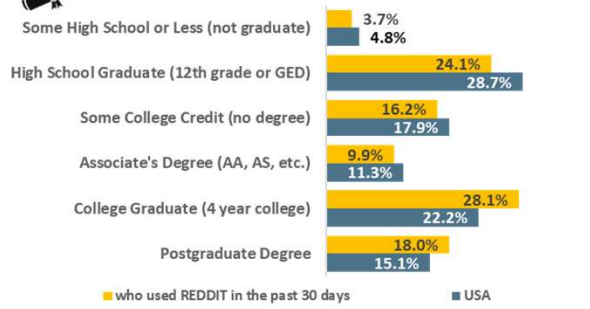
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*Social media apps or websites used or visited past 30 days: Reddit*

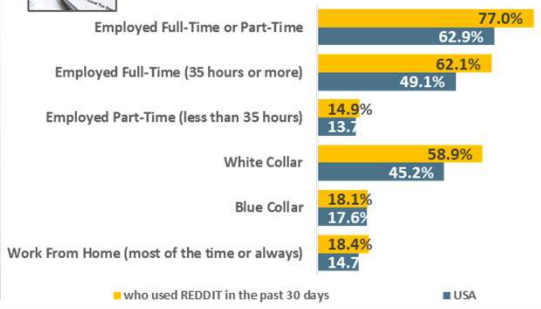
# reddit USA

28.2% or 73,939,961 of USA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 23.4% more likely to be a college graduate, 26.3% more likely to work full-time, 1.2% less likely to be married, 19.6% more likely to be a parent of 1 or more children under 18.

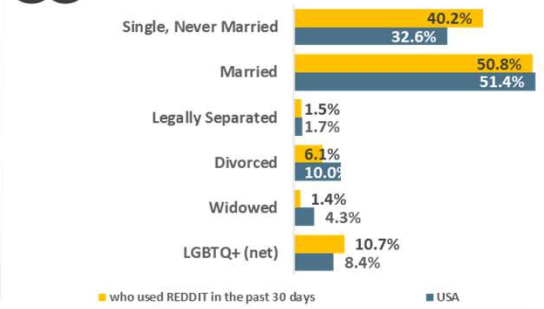
## Education Levels: Adults 18 or older



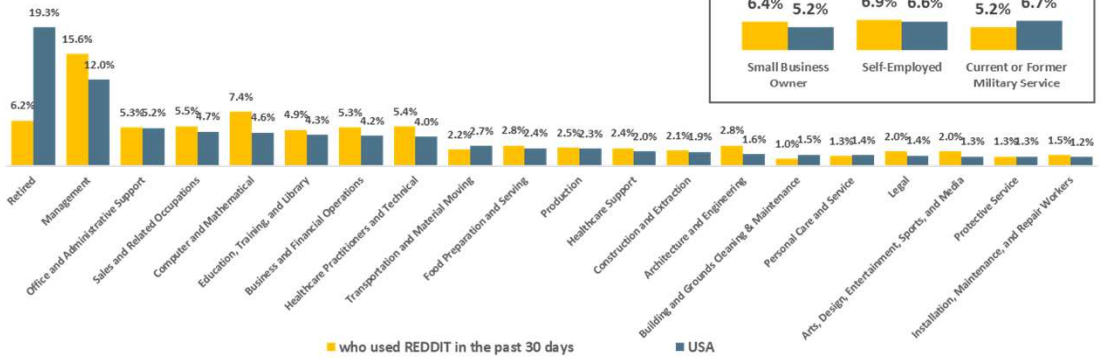

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



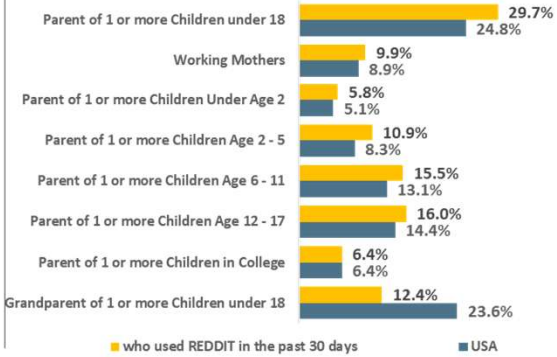

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

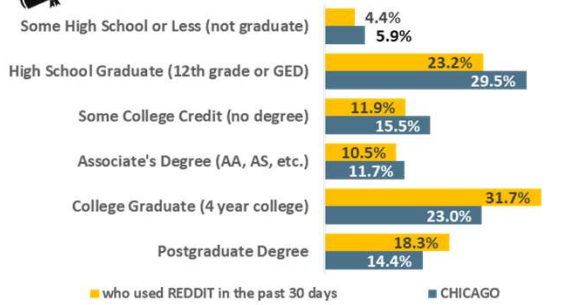
©

*Social media apps or websites used or visited past 30 days: Reddit*

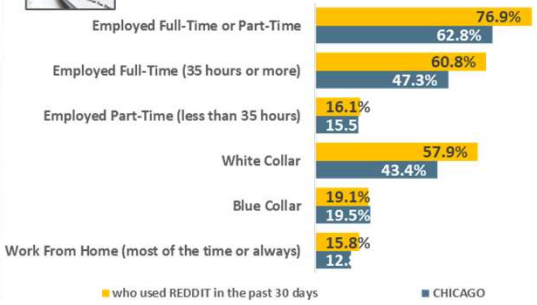
# reddit CHI

26.9% or 2,036,129 of CHICAGO DMA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 33.8% more likely to be a college graduate, 28.5% more likely to work full-time, 3.5% more likely to be married, 10.1% more likely to be a parent of 1 or more children under 18.

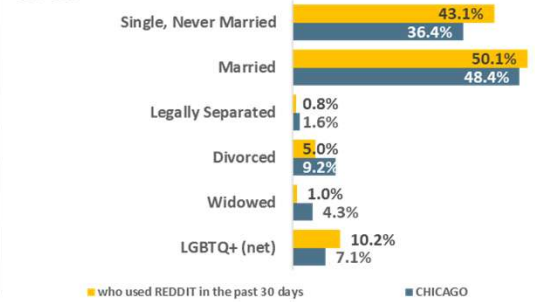
## Education Levels: Adults 18 or older



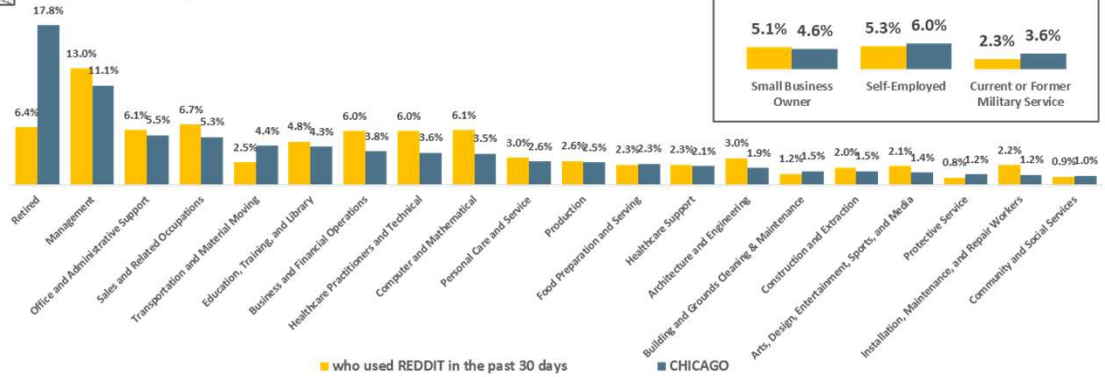

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



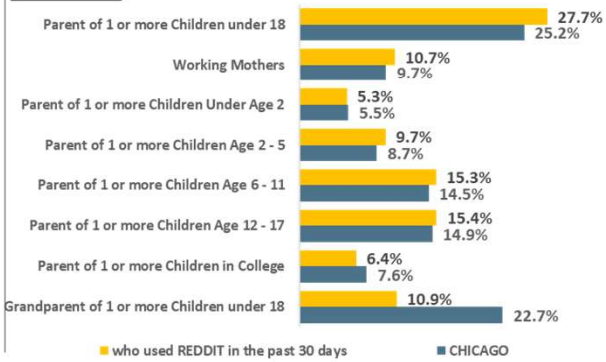

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

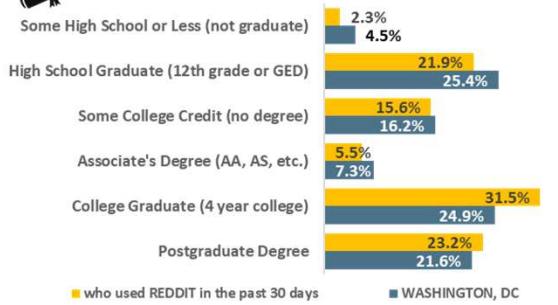
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*Social media apps or websites used or visited past 30 days: Reddit*

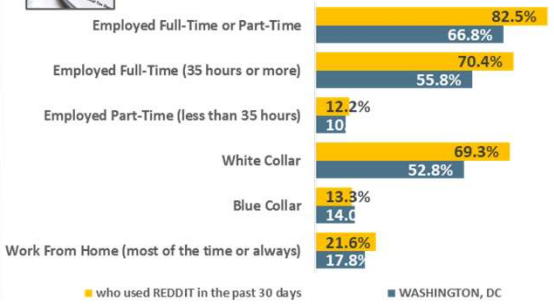
# reddit WDC

28.5% or 1,624,154 of WASHINGTON, DC DMA Adults 18 or older used REDDIT in the past 30 days. Adults 18 or older who used REDDIT in the past 30 days are 17.6% more likely to be a college graduate, 26.1% more likely to work full-time, 3.5% more likely to be married, 16.2% more likely to be a parent of 1 or more children under 18.

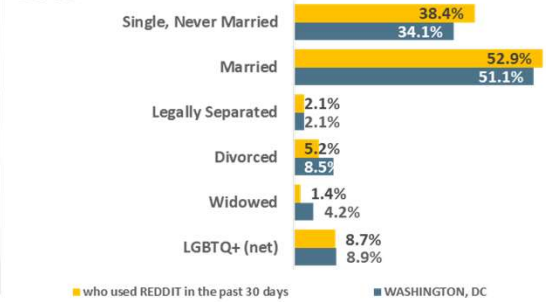
## Education Levels: Adults 18 or older



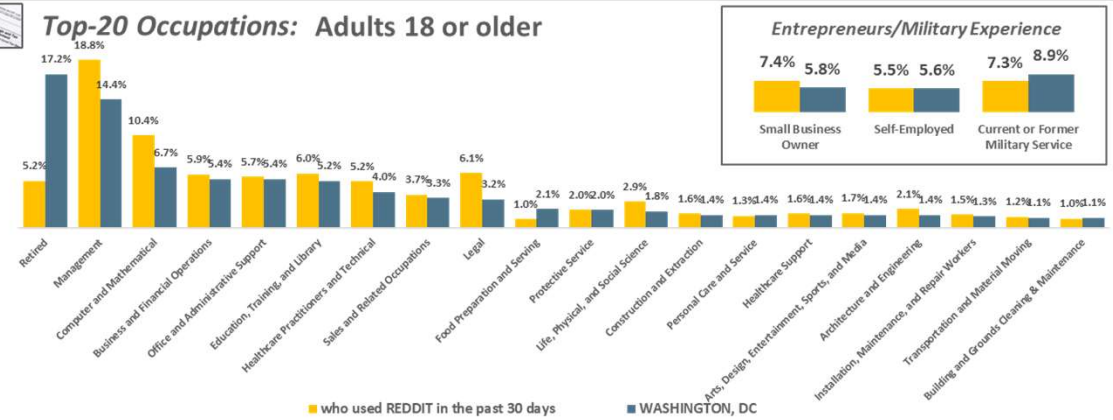

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



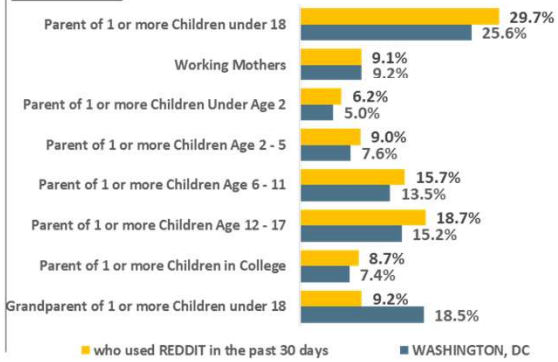

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

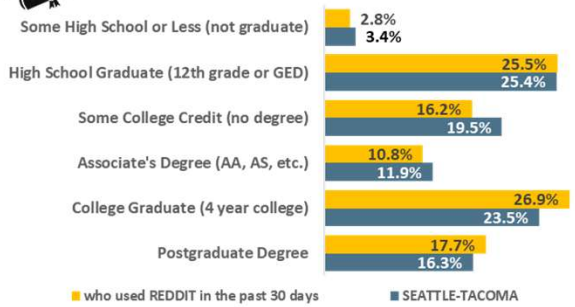
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*Social media apps or websites used or visited past 30 days: Reddit*

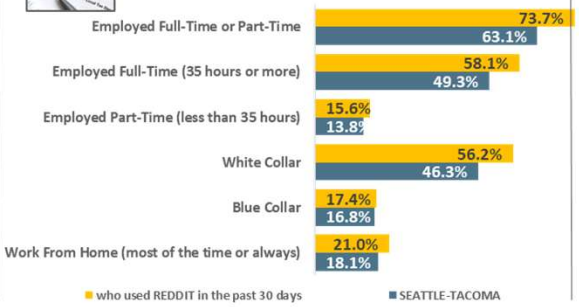
# reddit SEA

34.1% or 1,538,756 of SEATTLE-TACOMA DMA Adults 18 or older used REDDIT in the past 30 days. Adults 18 or older who used REDDIT in the past 30 days are 12.1% more likely to be a college graduate, 17.7% more likely to work full-time, 4.4% less likely to be married, 17.3% more likely to be a parent of 1 or more children under 18.

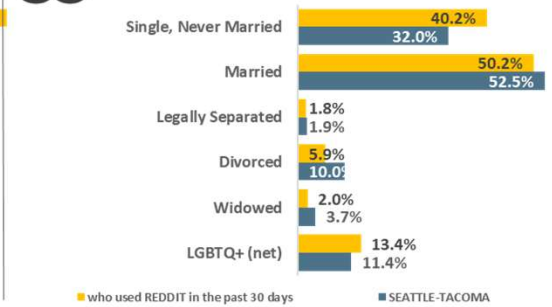
## Education Levels: Adults 18 or older



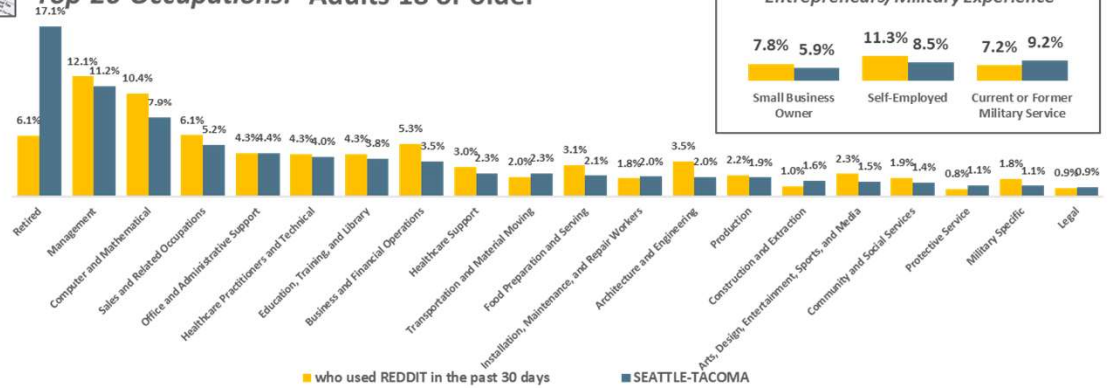

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



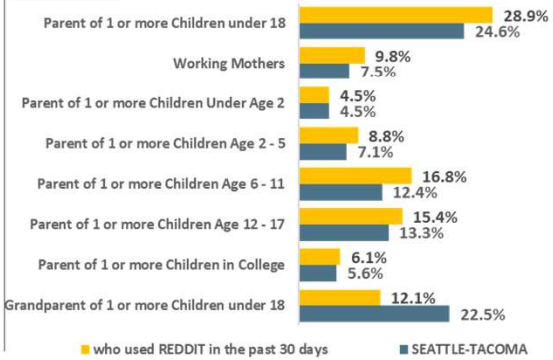

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

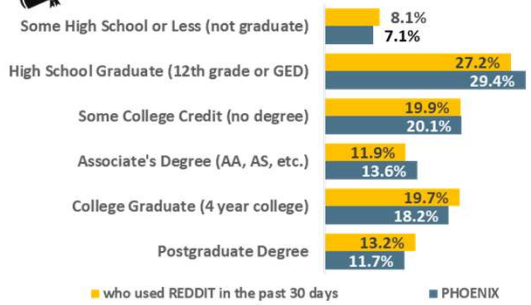
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*Social media apps or websites used or visited past 30 days: Reddit*

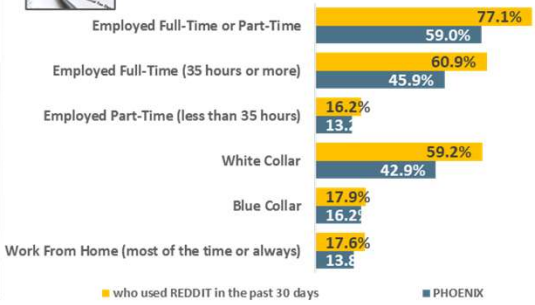
# reddit PHX

26.% or 1,228,114 of PHOENIX DMA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 10.3% more likely to be a college graduate, 32.8% more likely to work full-time, 1.6% less likely to be married, 27.3% more likely to be a parent of 1 or more children under 18.

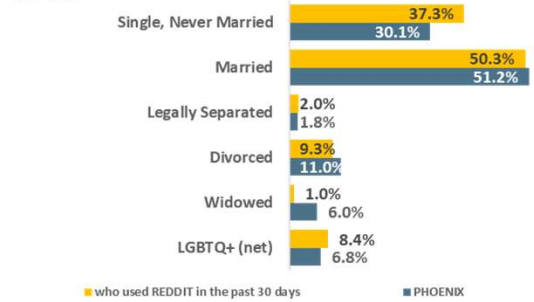
## Education Levels: Adults 18 or older



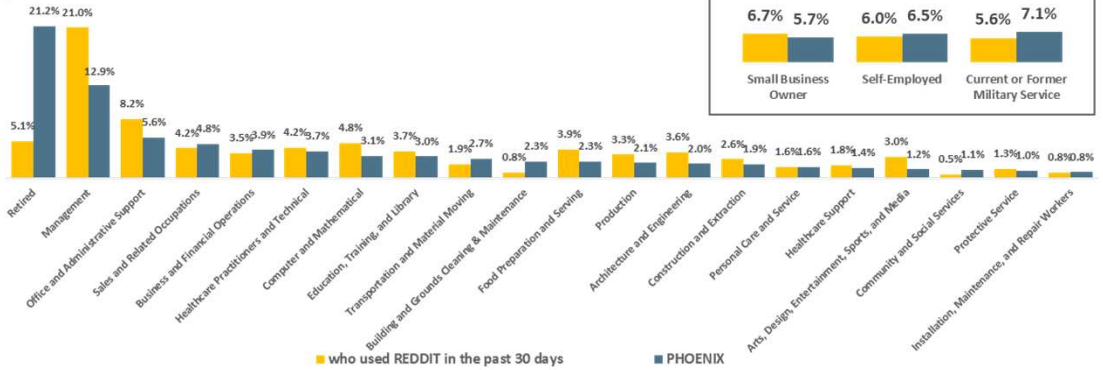

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



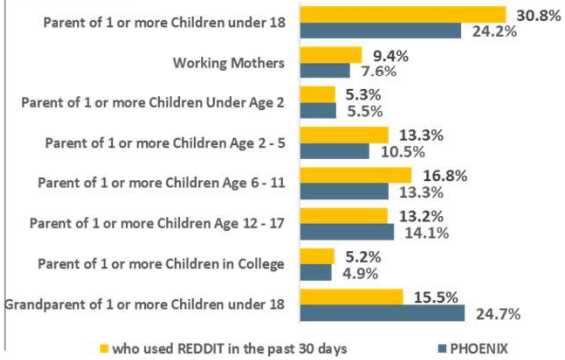

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537

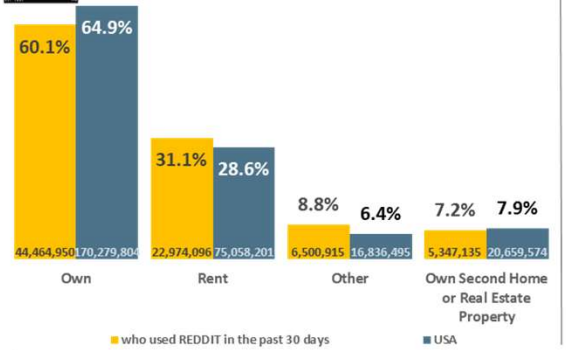
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*Social media apps or websites used or visited past 30 days: Reddit*

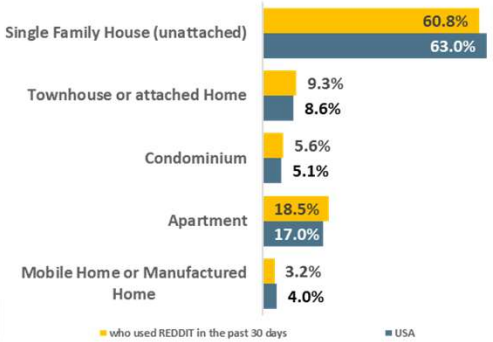
# reddit USA

28.2% or 73,939,961 of USA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 7.4% less likely to own their home, 27.9% more likely to own a higher valued home, 3.5% less likely to have a single-family home, 9.9% more likely to have a dog.

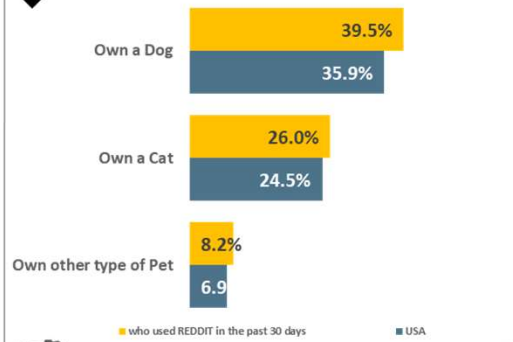
## *Own/Rent/Other:* Adults 18 or older



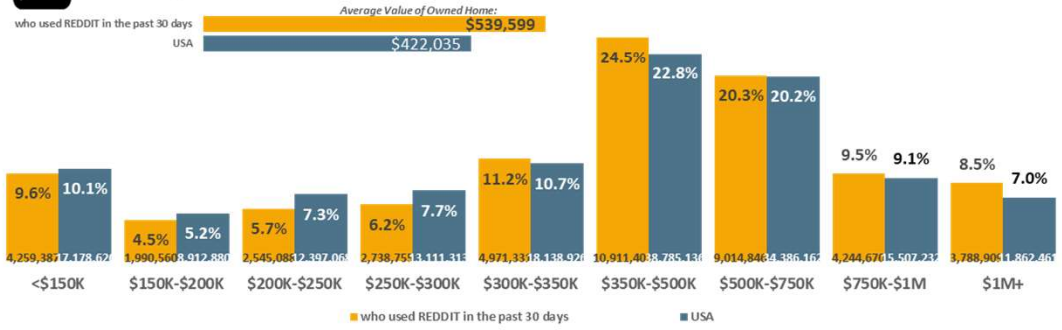

## *Type of Home:* Adults 18 or older



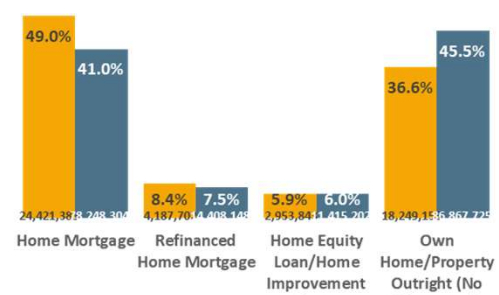

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *6,561*

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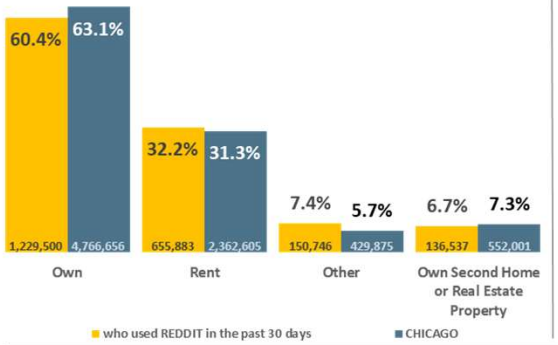
*USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

*Social media apps or websites used or visited past 30 days: Reddit*

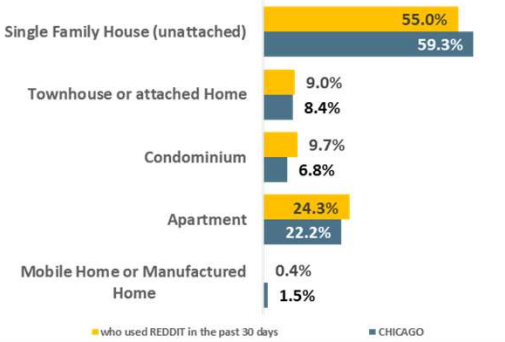
reddit CHI

26.9% or 2,036,129 of CHICAGO DMA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 4.2% less likely to own their home, 6.7% more likely to own a higher valued home, 7.2% less likely to have a single-family home, 18.5% more likely to have a dog.

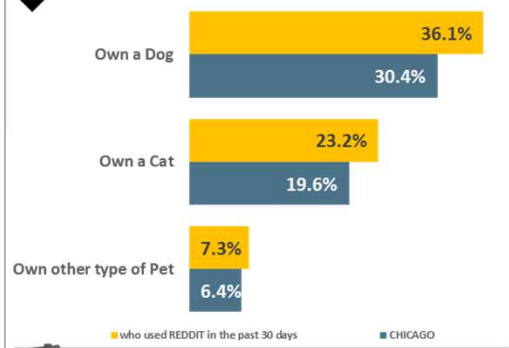
## *Own/Rent/Other:* Adults 18 or older



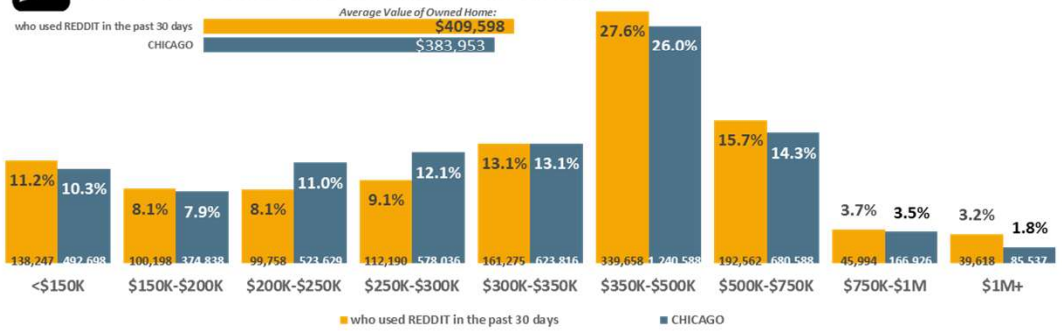

## *Type of Home:* Adults 18 or older



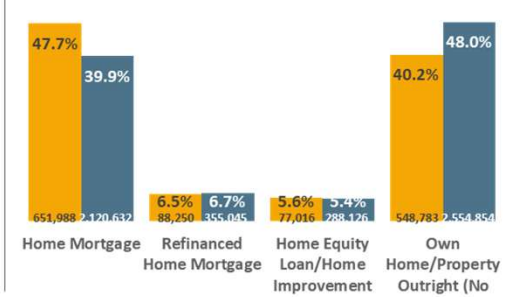

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



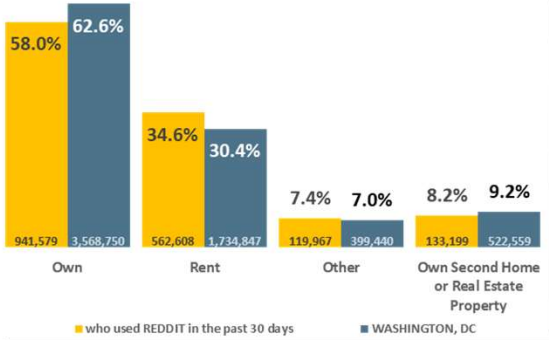

*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

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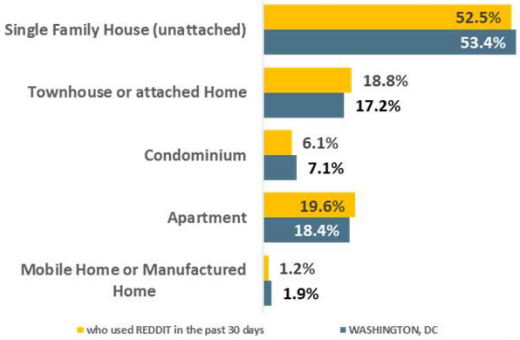
*Social media apps or websites used or visited past 30 days: Reddit*

28.5% or 1,624,154 of WASHINGTON, DC DMA Adults 18 or older used REDDIT in the past 30 days. Adults 18 or older who used REDDIT in the past 30 days are 7.4% less likely to own their home, 6.9% more likely to own a higher valued home, 1.8% less likely to have a single-family home, 6.3% more likely to have a dog.

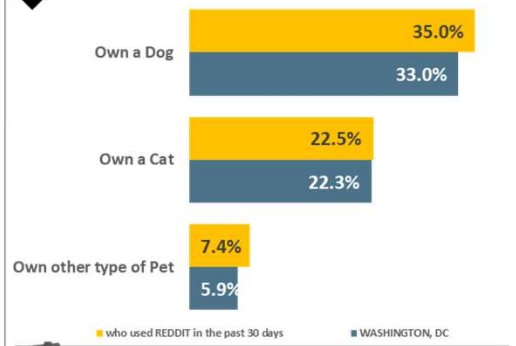
## *Own/Rent/Other:* Adults 18 or older



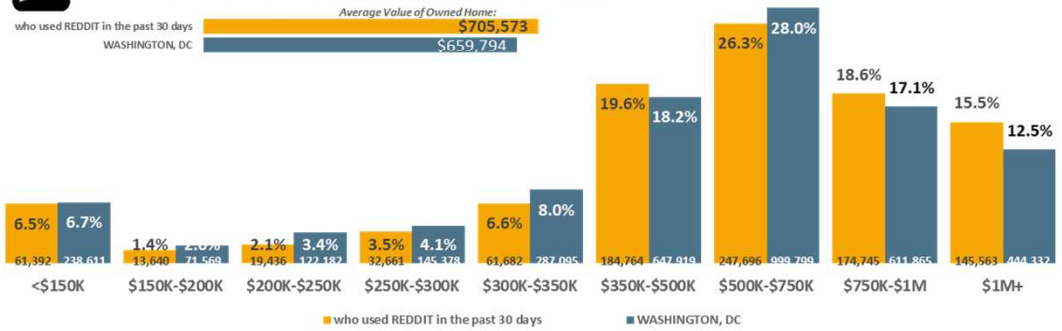

## *Type of Home:* Adults 18 or older



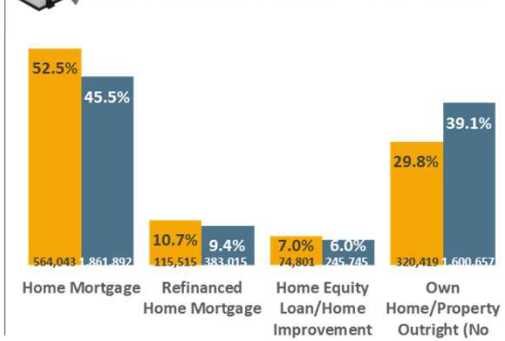

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

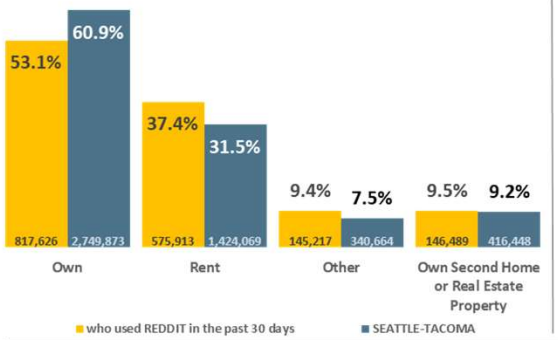
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*Social media apps or websites used or visited past 30 days: Reddit*

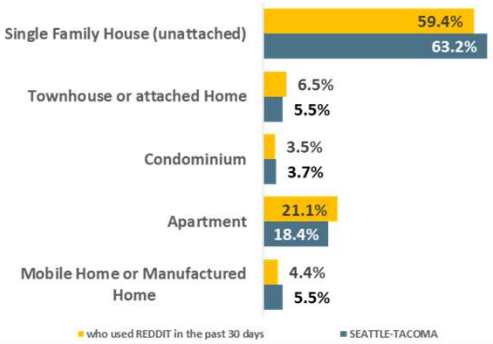
reddit SEA

34.1% or 1,538,756 of SEATTLE-TACOMA DMA Adults 18 or older used REDDIT in the past 30 days. Adults 18 or older who used REDDIT in the past 30 days are 12.8% less likely to own their home, 2.8% more likely to own a higher valued home, 6.7% less likely to have a single-family home, 5.8% more likely to have a dog.

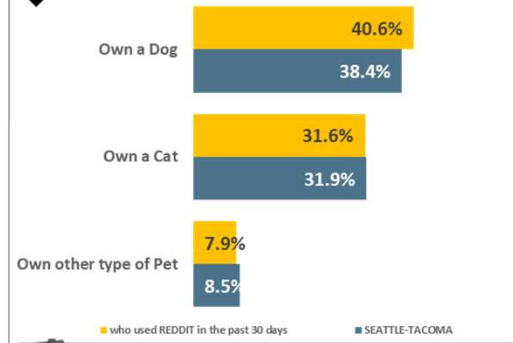
## *Own/Rent/Other:* Adults 18 or older



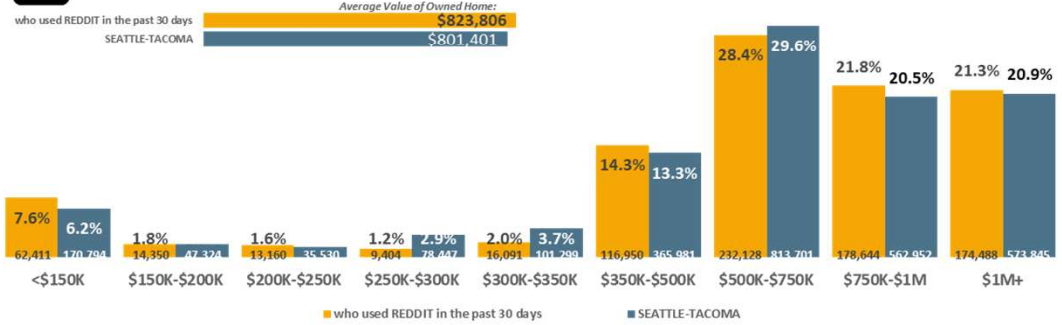

## *Type of Home:* Adults 18 or older



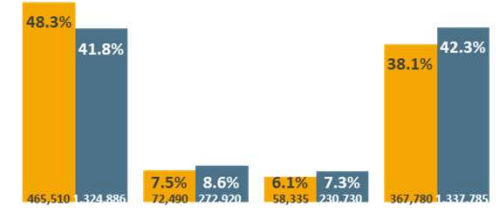

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

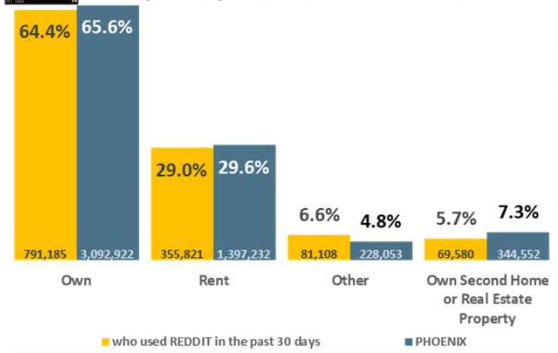
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*Social media apps or websites used or visited past 30 days: Reddit*

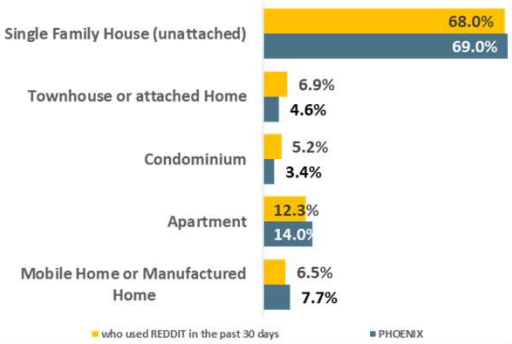
# reddit PHX

26.% or 1,228,114 of PHOENIX DMA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 1.7% less likely to own their home, 2.7% more likely to own a lower valued home, 1.4% less likely to have a single-family home, 13.3% more likely to have a dog.

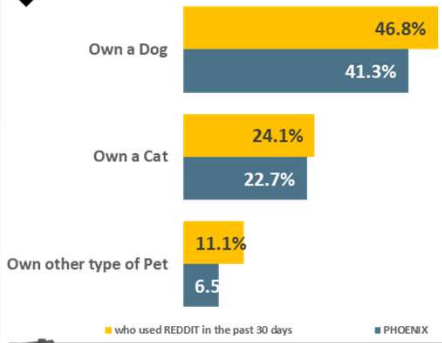
## *Own/Rent/Other:* Adults 18 or older



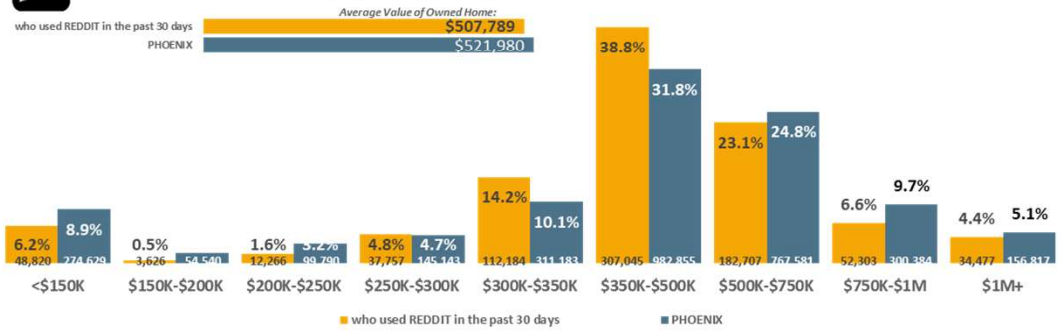

## *Type of Home:* Adults 18 or older



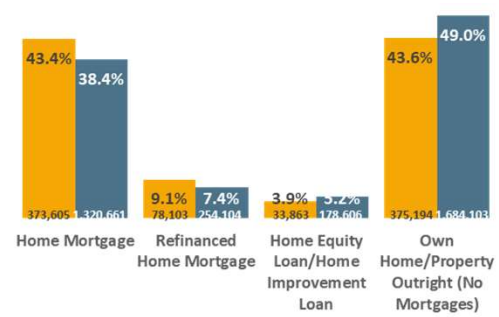

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

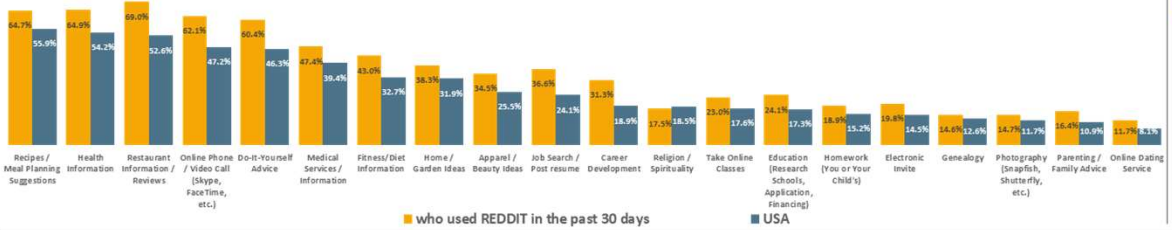
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*Social media apps or websites used or visited past 30 days: Reddit*

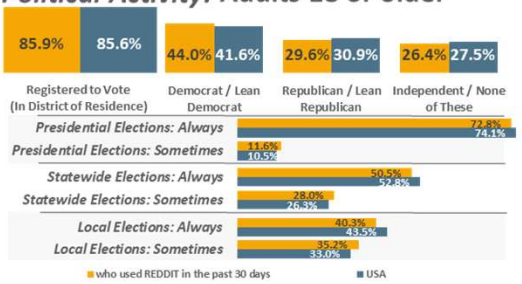
# reddit USA

28.2% or 73,939,961 of USA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 30.5% more likely to look up D-I-Y advice online, 7.4% less likely to always vote in local elections, 13.3% more likely to belong to a gym, 11.8% more likely to fly domestic past yr.

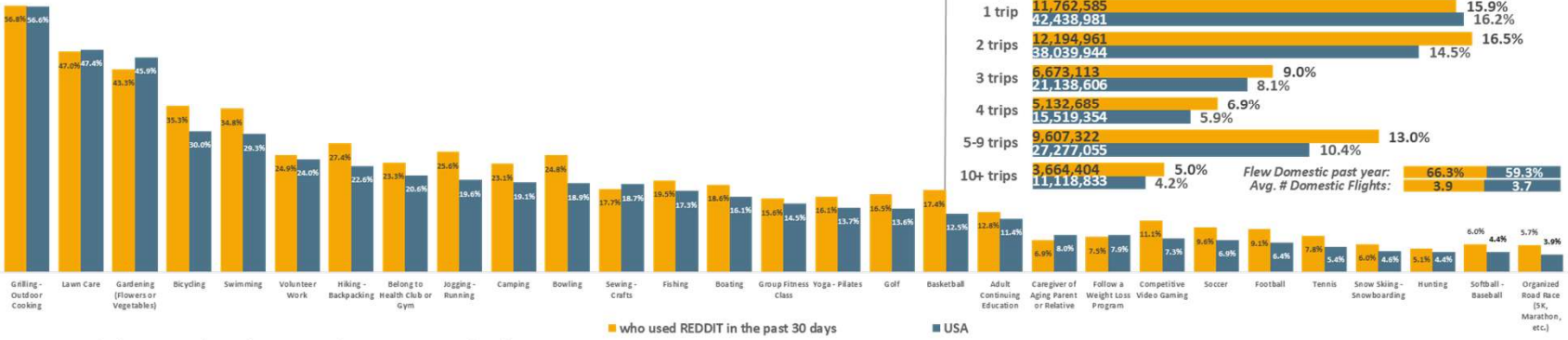
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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




USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561

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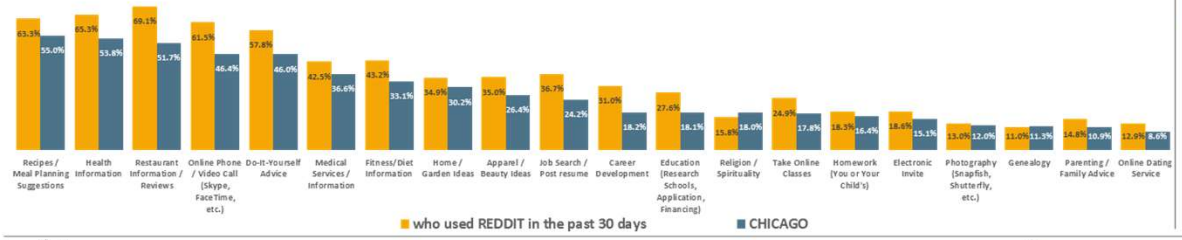
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Social media apps or websites used or visited past 30 days: Reddit

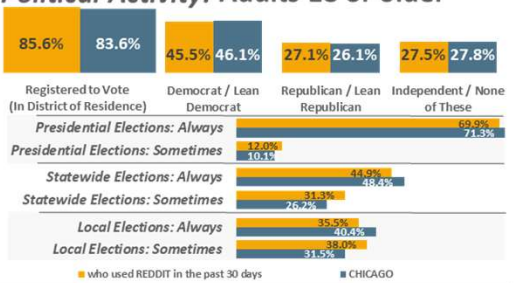
reddit CHI

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Adults 18 or older who used REDDIT in the past 30 days are 25.6% more likely to look up D-I-Y advice online, 12.3% less likely to always vote in local elections, 22.7% more likely to belong to a gym, 13.7% more likely to fly domestic past yr.

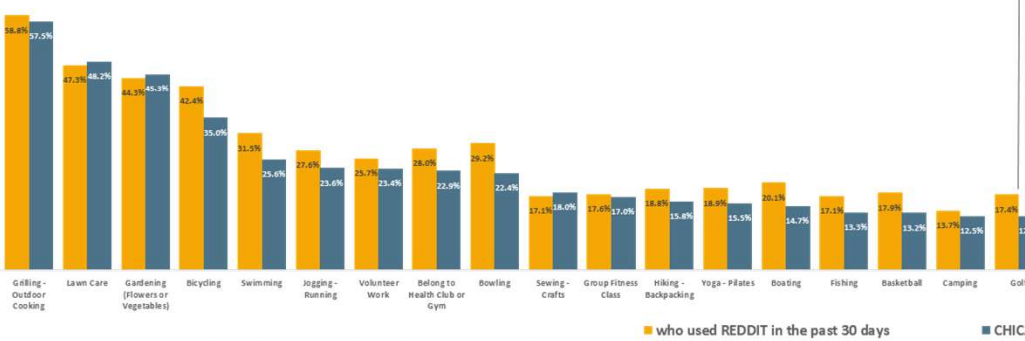
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



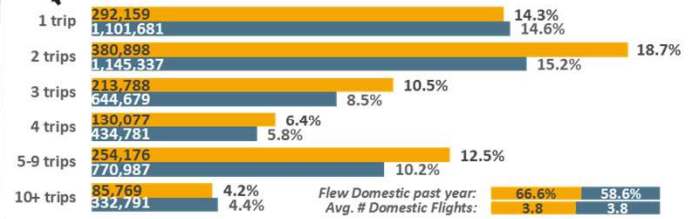

## *Political Activity:* Adults 18 or older




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




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



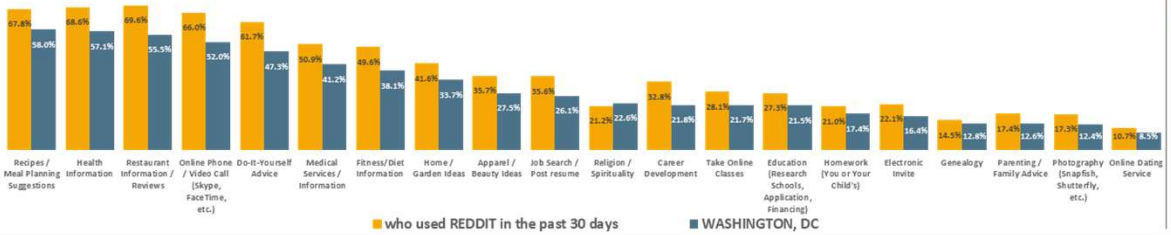

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988

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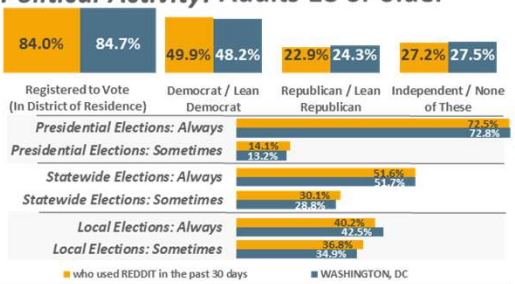
*Social media apps or websites used or visited past 30 days: Reddit*

28.5% or 1,624,154 of WASHINGTON, DC DMA Adults 18 or older used REDDIT in the past 30 days. Adults 18 or older who used REDDIT in the past 30 days are 30.3% more likely to look up D-I-Y advice online, 5.4% less likely to always vote in local elections, 12.1% more likely to belong to a gym, 15.7% more likely to fly domestic past yr.

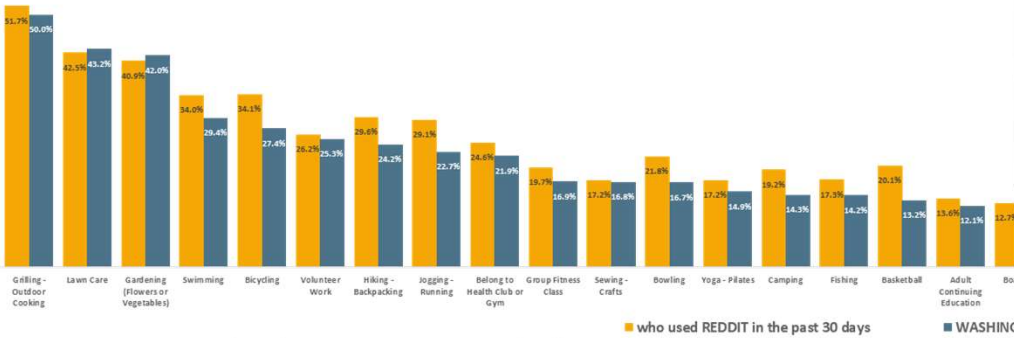
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



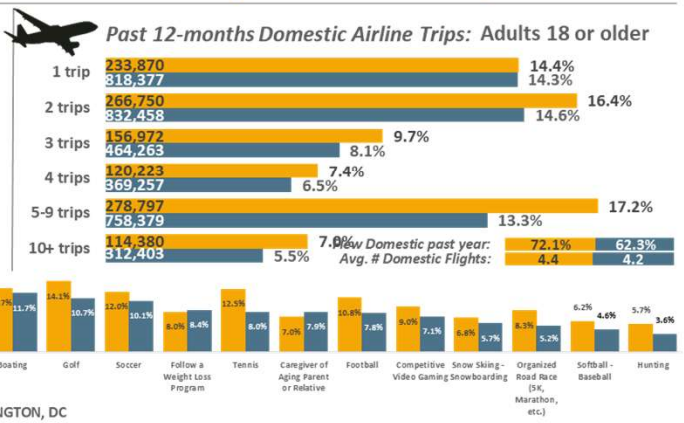

## Political Activity: Adults 18 or older




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




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



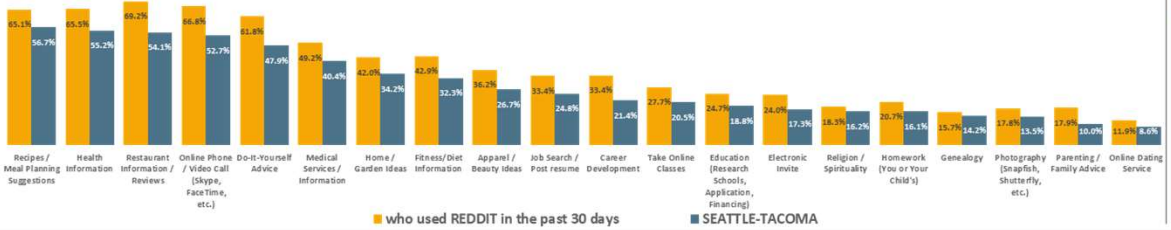

*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

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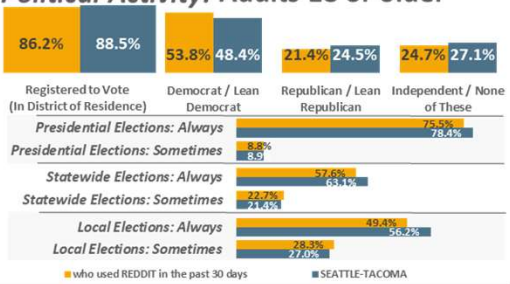
*Social media apps or websites used or visited past 30 days: Reddit*

34.1% or 1,538,756 of SEATTLE-TACOMA DMA Adults 18 or older used REDDIT in the past 30 days. Adults 18 or older who used REDDIT in the past 30 days are 29.% more likely to look up D-I-Y advice online, 12.1% less likely to always vote in local elections, 7.9% more likely to belong to a gym, 6.% more likely to fly domestic past yr.

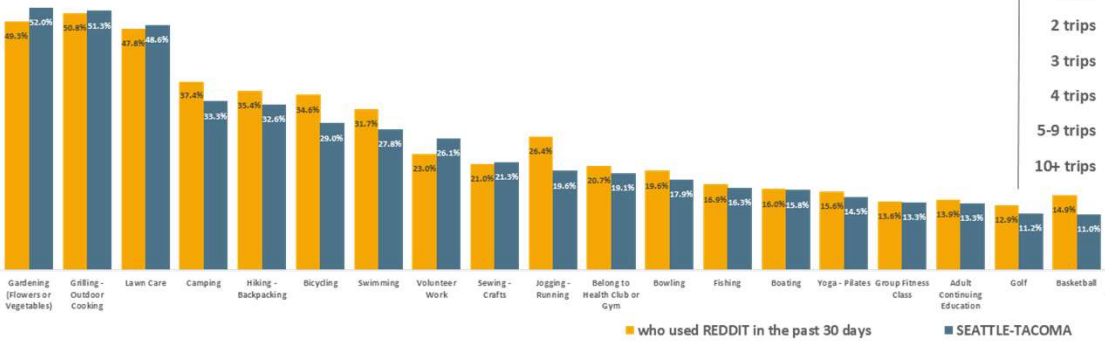
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



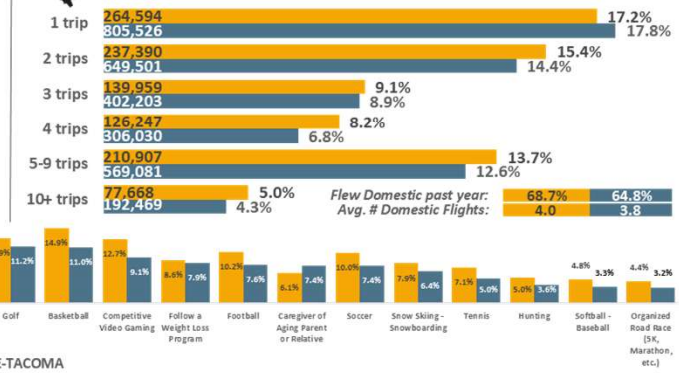

## Political Activity: Adults 18 or older




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




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




SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183

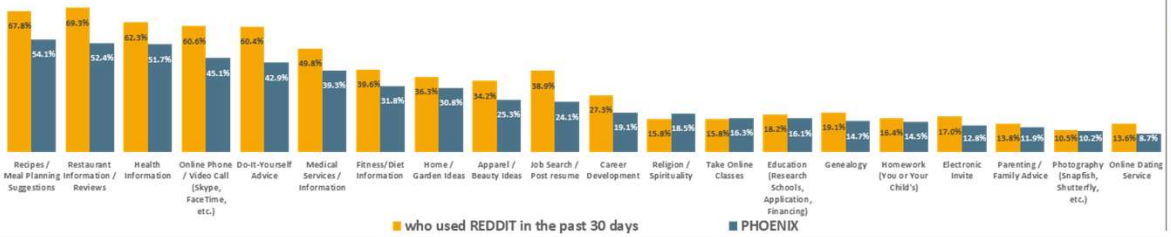
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Social media apps or websites used or visited past 30 days: Reddit

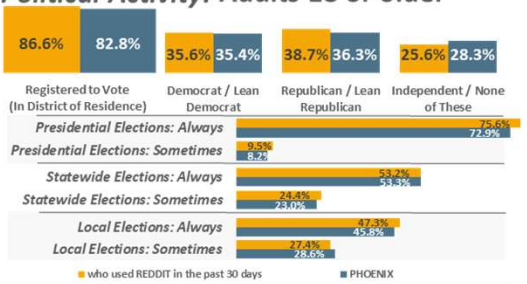
reddit PHX

26.% or 1,228,114 of PHOENIX DMA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 40.8% more likely to look up D-I-Y advice online, 3.2% more likely to always vote in local elections, 2.3% more likely to belong to a gym, 11.6% more likely to fly domestic past yr.

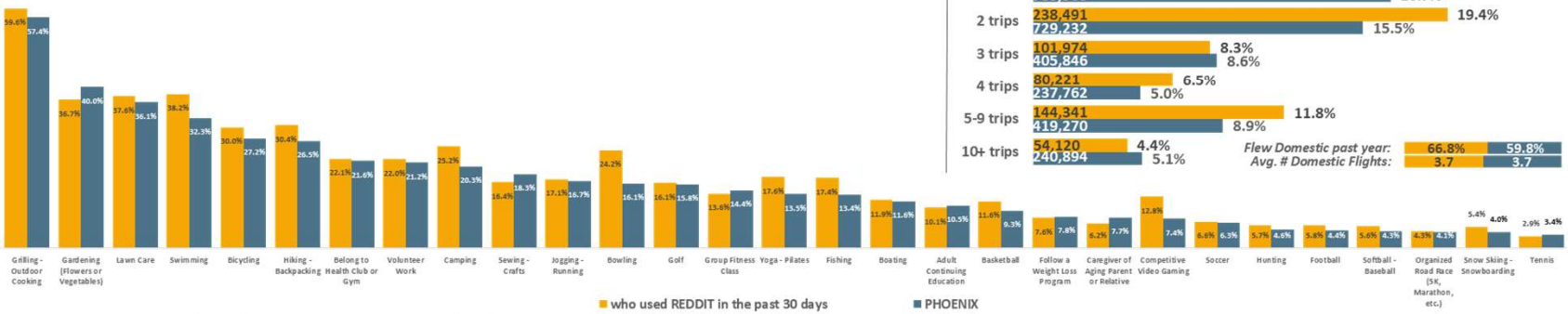
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *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




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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*Social media apps or websites used or visited past 30 days: Reddit*

# reddit USA

28.2% or 73,939,961 of USA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 1.6% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 4.4% more likely to use Casinos past yr., 5.% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*
86.1% 84.8%
63,689,145 222,309,922

*Avg. Monthly QSR Meals:*
6.5 6.1

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






*Total Monthly Sit-Down Restaurant Users:*
74.1% 72.4%
54,804,109 189,924,098

*Avg. Monthly Sit-Down Restaurant Meals:*
3.9 3.9

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*
*who used REDDIT in the past 30 days* 24.1%
*USA* 19.8%

## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *6,561*

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*USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

*Social media apps or websites used or visited past 30 days: Reddit*

reddit CHI

26.9% or 2,036,129 of CHICAGO DMA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 4.2% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 5.6% less likely to use Casinos past yr., 14.3% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 90.5% 1,843,636 | 86.9% 6,566,264

*Avg. Monthly QSR Meals:* 6.4 | 6.5

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






*Total Monthly Sit-Down Restaurant Users:* 75.1% 1,528,411 | 72.0% 5,441,044

*Avg. Monthly Sit-Down Restaurant Meals:* 3.8 | 4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who used REDDIT in the past 30 days* 538,430 26.4%

*CHICAGO* 1,687,560 22.3%

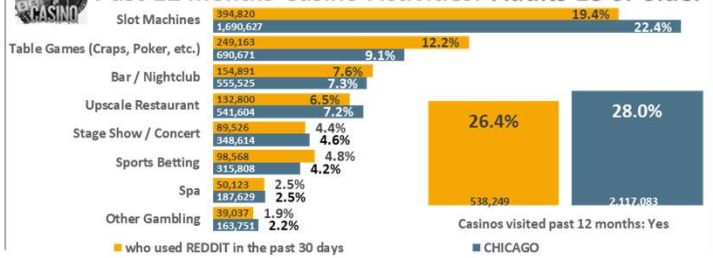
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

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*Social media apps or websites used or visited past 30 days: Reddit*

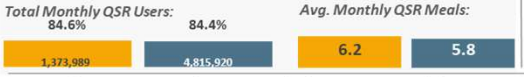
28.5% or 1,624,154 of WASHINGTON, DC DMA Adults 18 or older used REDDIT in the past 30 days. Adults 18 or older who used REDDIT in the past 30 days are .2% more likely to use QSRs past mo., 4.8% more likely to use Sit-Down Restaurants past mo., 3.2% more likely to use Casinos past yr., 14.3% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*

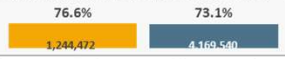



## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older

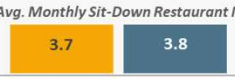





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

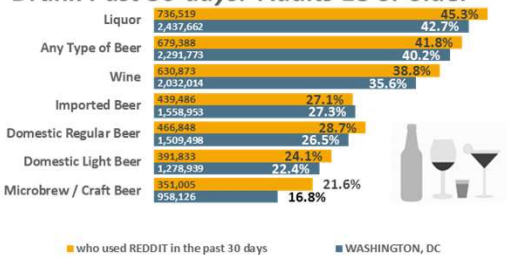





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*




## *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






*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

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*Social media apps or websites used or visited past 30 days: Reddit*

# reddit SEA

34.1% or 1,538,756 of SEATTLE-TACOMA DMA Adults 18 or older used REDDIT in the past 30 days. Adults 18 or older who used REDDIT in the past 30 days are 1.9% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 2.8% more likely to use Casinos past yr., 8.8% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*

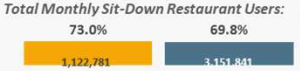



## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older

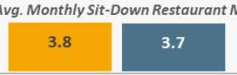





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *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.)*



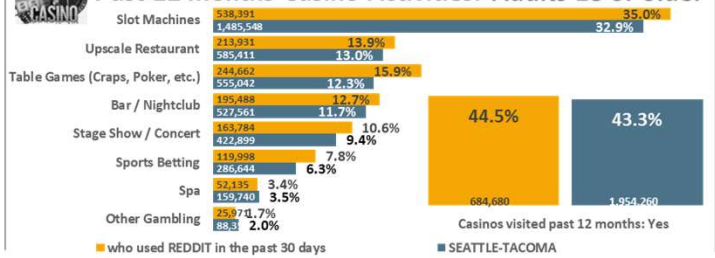

## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older







## *Used Past 30-days:* Adults 18 or older






*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

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*Social media apps or websites used or visited past 30 days: Reddit*

reddit PHX

26.% or 1,228,114 of PHOENIX DMA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 3.% more likely to use QSRs past mo., 2.% more likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 11.2% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 89.0% 1,093,577 | 86.4% 4,078,176

*Avg. Monthly QSR Meals:* 7.9 | 7.0

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






*Total Monthly Sit-Down Restaurant Users:* 74.8% 919,146 | 73.4% 3,463,510

*Avg. Monthly Sit-Down Restaurant Meals:* 4.2 | 4.1

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

| | | |
|---|---|---|
| *who used REDDIT in the past 30 days* | 265,909 | 21.7% |
| *PHOENIX* | 860,876 | 18.2% |

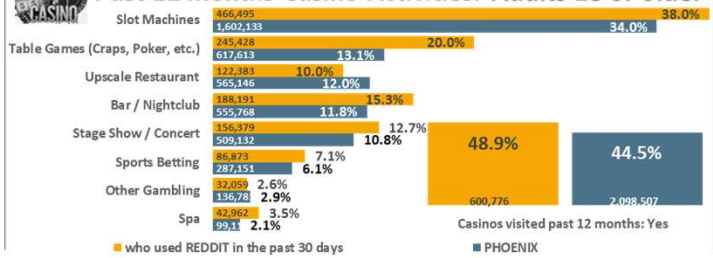
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

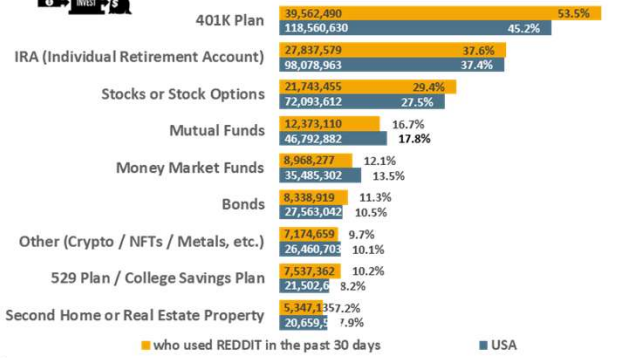
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*Social media apps or websites used or visited past 30 days: Reddit*

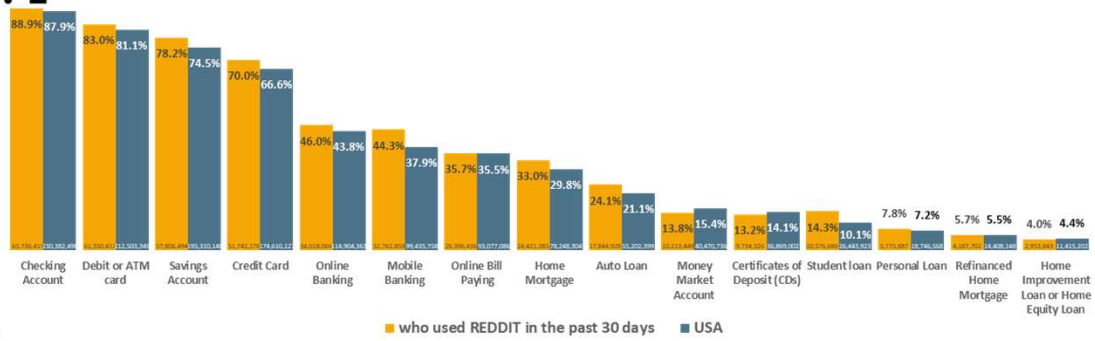
# reddit USA

28.2% or 73,939,961 of USA Adults 18 or older used REDDIT in the past 30 days.
Adults 18 or older who used REDDIT in the past 30 days are 18.3% more likely to have a 401K, 14.6% more likely to have an Auto Loan, 29.5% more likely to Invest/Trade Stocks Online, 2.8% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older




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



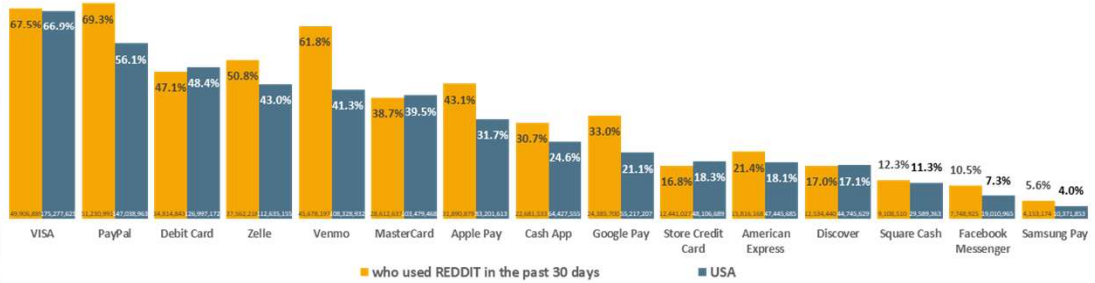

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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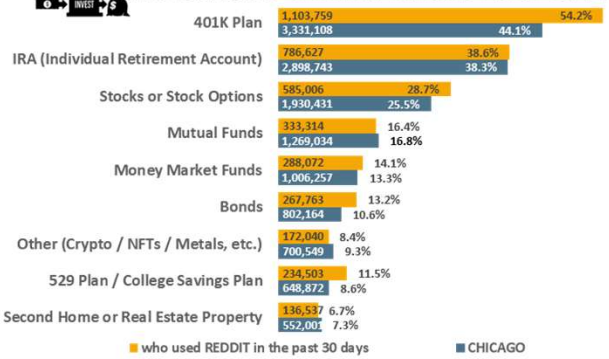
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

*Social media apps or websites used or visited past 30 days: Reddit*

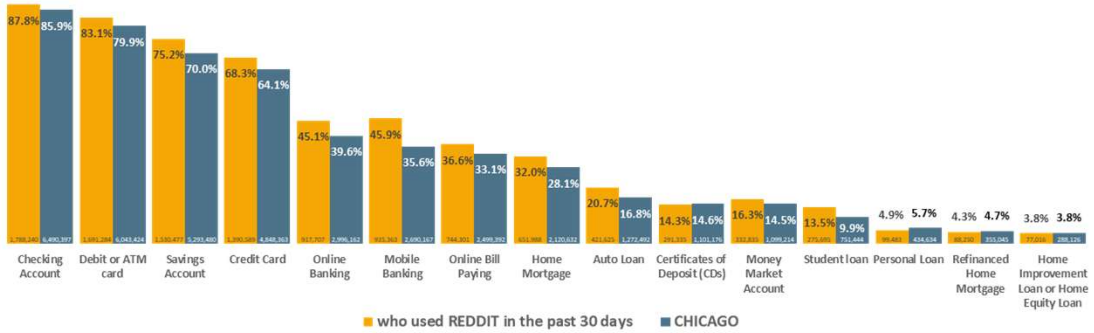
reddit CHI

26.9% or 2,036,129 of CHICAGO DMA Adults 18 or older used REDDIT in the past 30 days.
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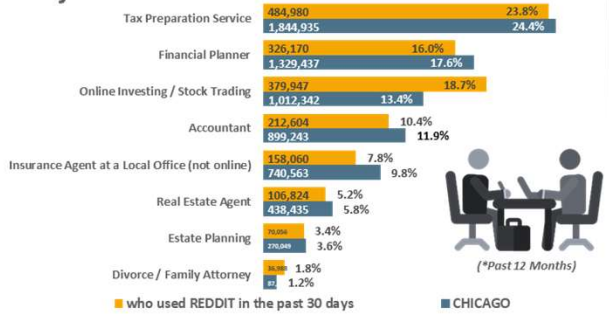
## *Investments Owned:* Adults 18 or older




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



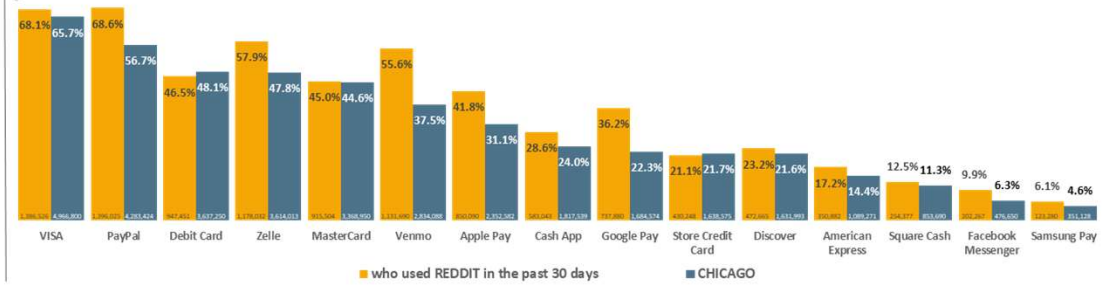

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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



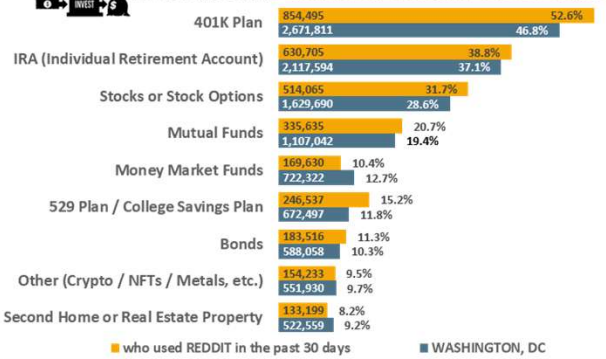

*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

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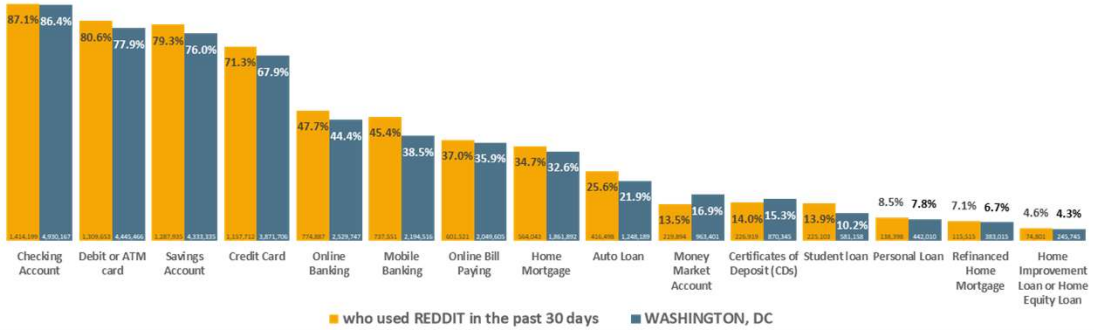
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## *Investments Owned:* Adults 18 or older



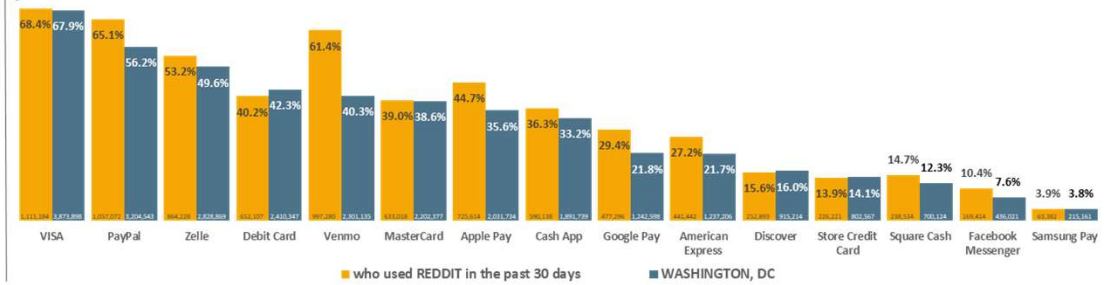

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

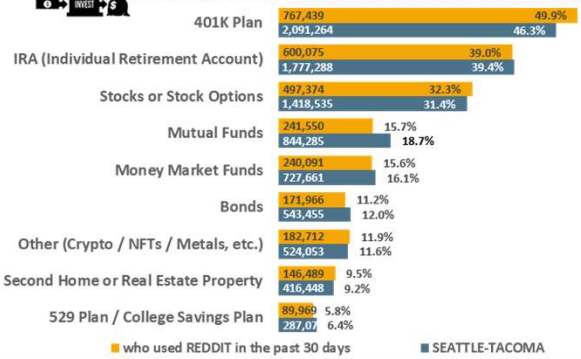
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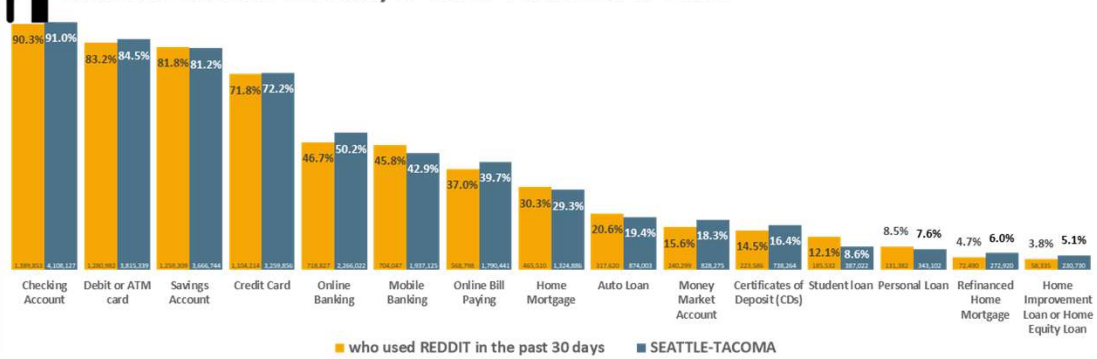
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## *Investments Owned:* Adults 18 or older



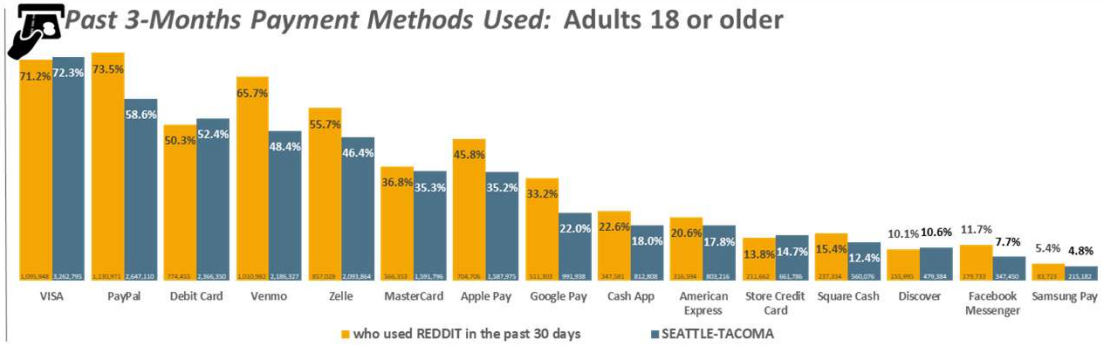

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

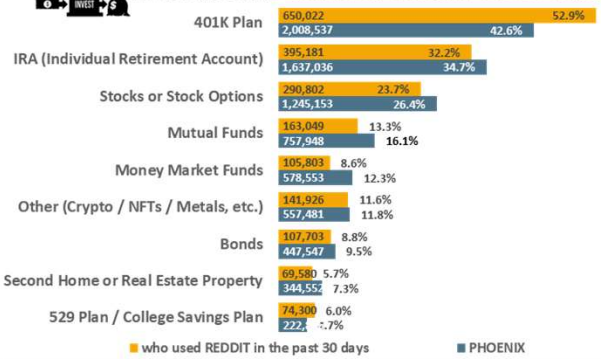
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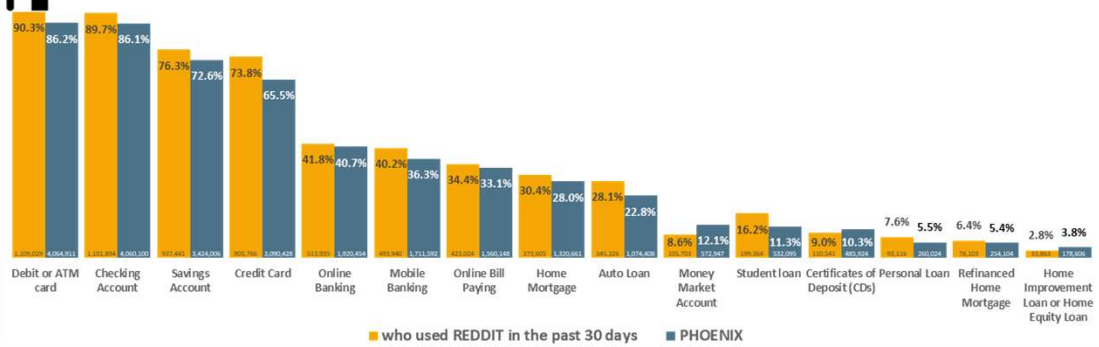
reddit PHX

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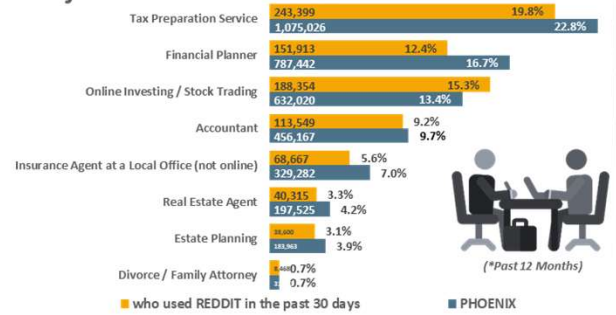
## *Investments Owned:* Adults 18 or older




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



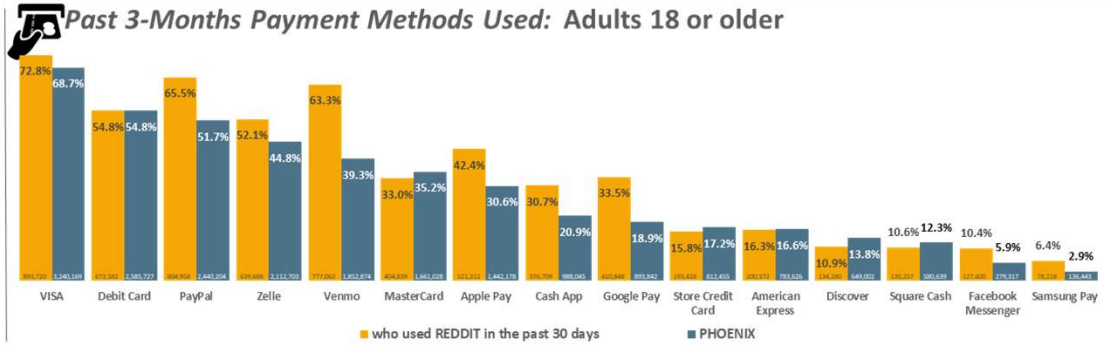

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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



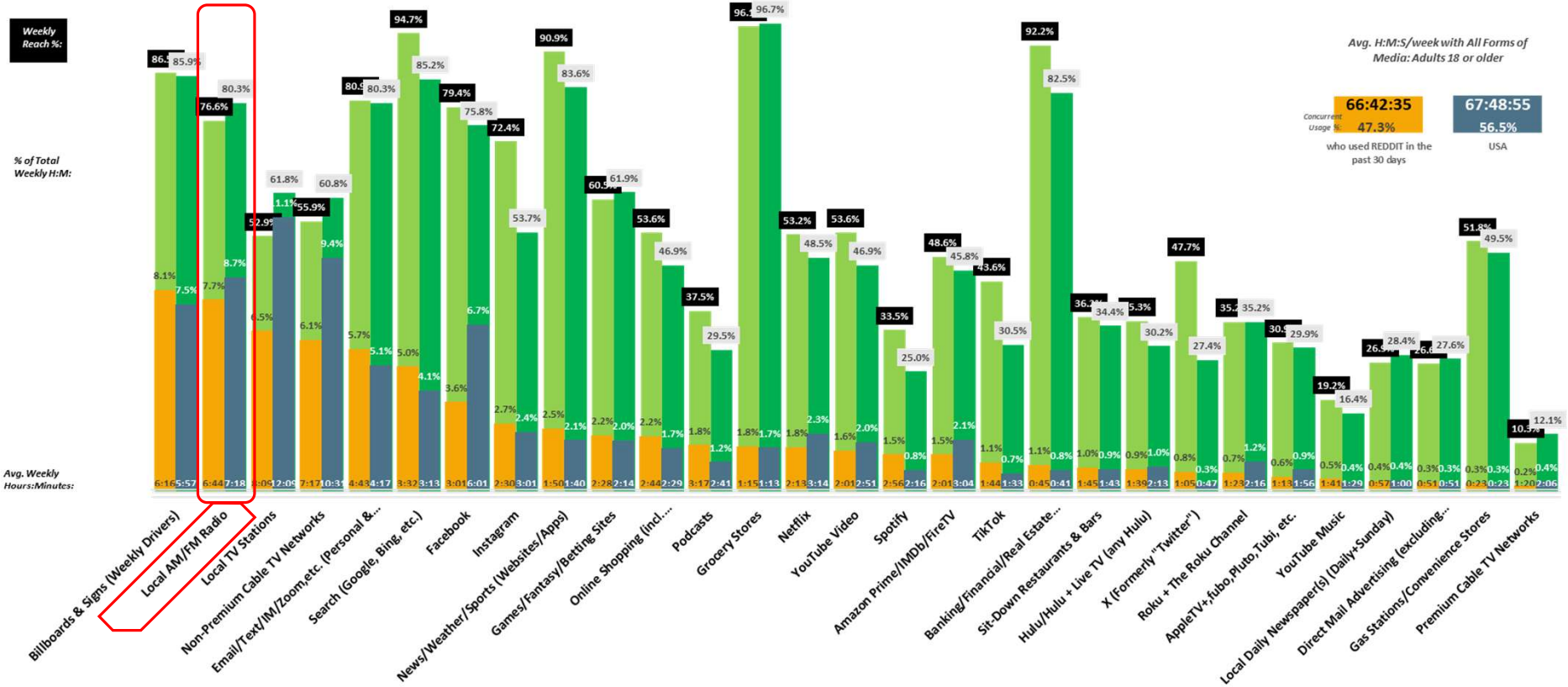

*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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*Social media apps or websites used or visited past 30 days: Reddit*

**Adults 18 or older who used REDDIT in the past 30 days spend an average of 2 days, 18 hours, 42 minutes and 35 seconds each week with All Forms of Media.**

***76.6% of Adults 18 or older who used REDDIT in the past 30 days spend an avg. of 6 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.***

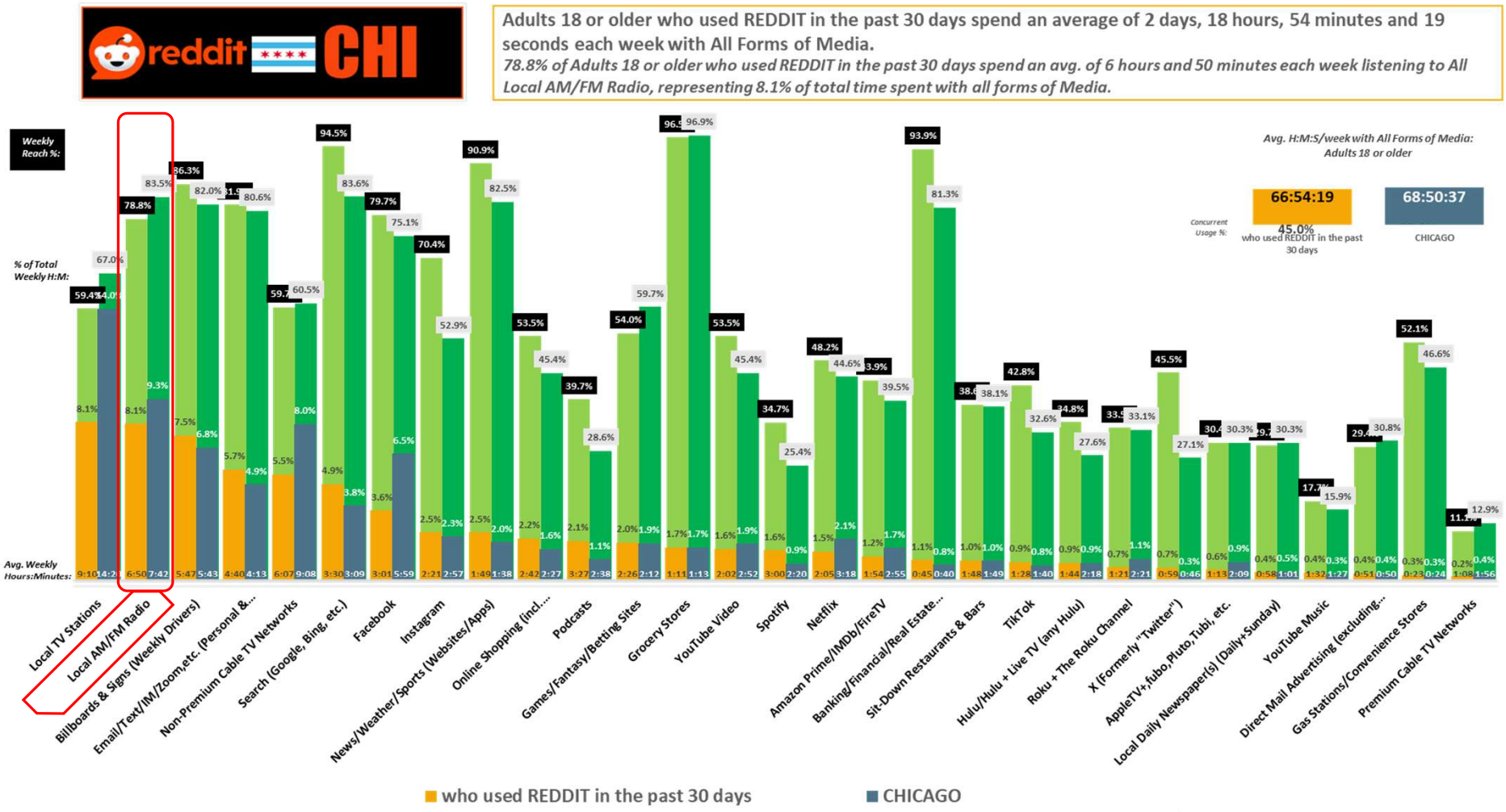



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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*Social media apps or websites used or visited past 30 days: Reddit*




CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

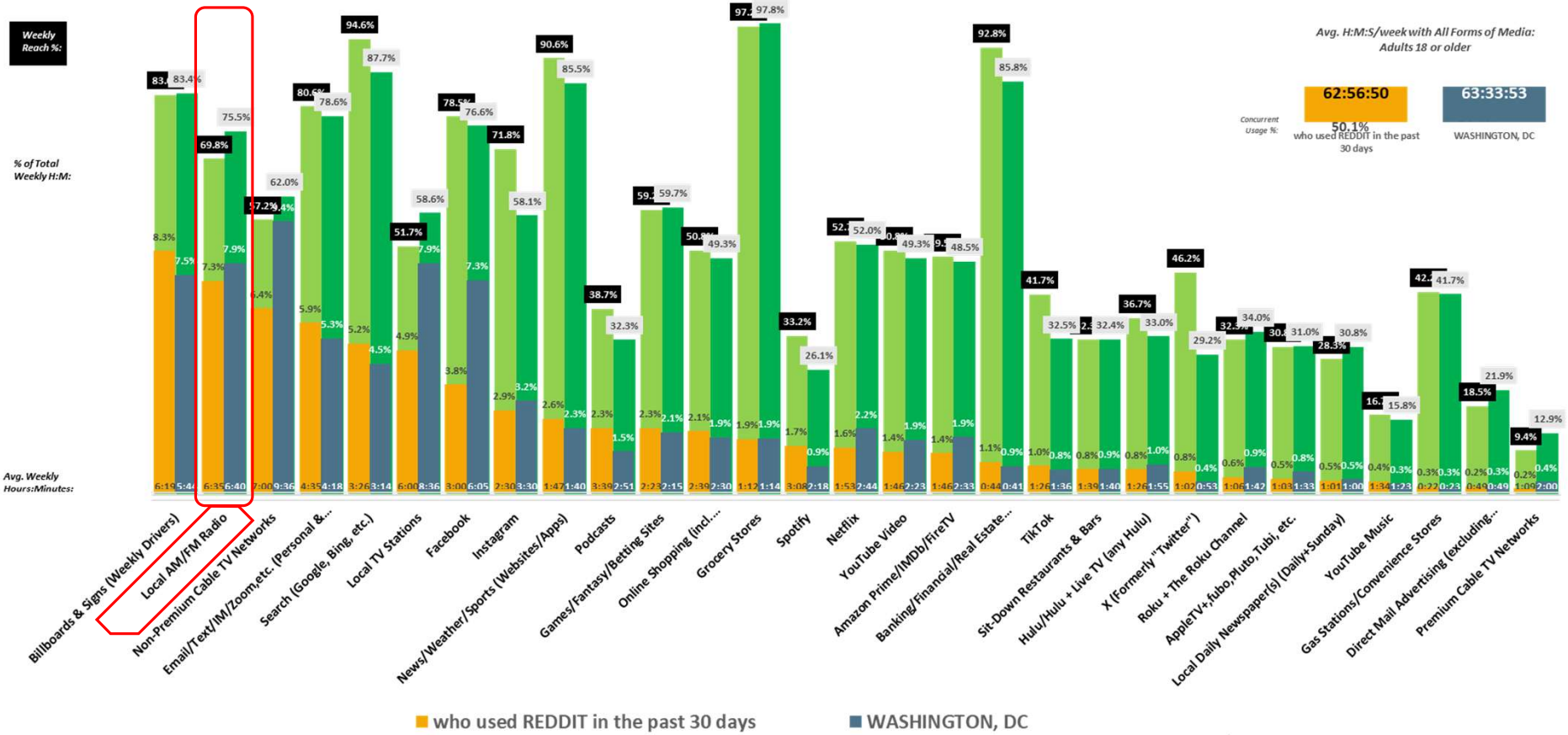
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Social media apps or websites used or visited past 30 days: Reddit

**Adults 18 or older who used REDDIT in the past 30 days spend an average of 2 days, 14 hours, 56 minutes and 50 seconds each week with All Forms of Media.**

***69.8% of Adults 18 or older who used REDDIT in the past 30 days spend an avg. of 6 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.***




WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

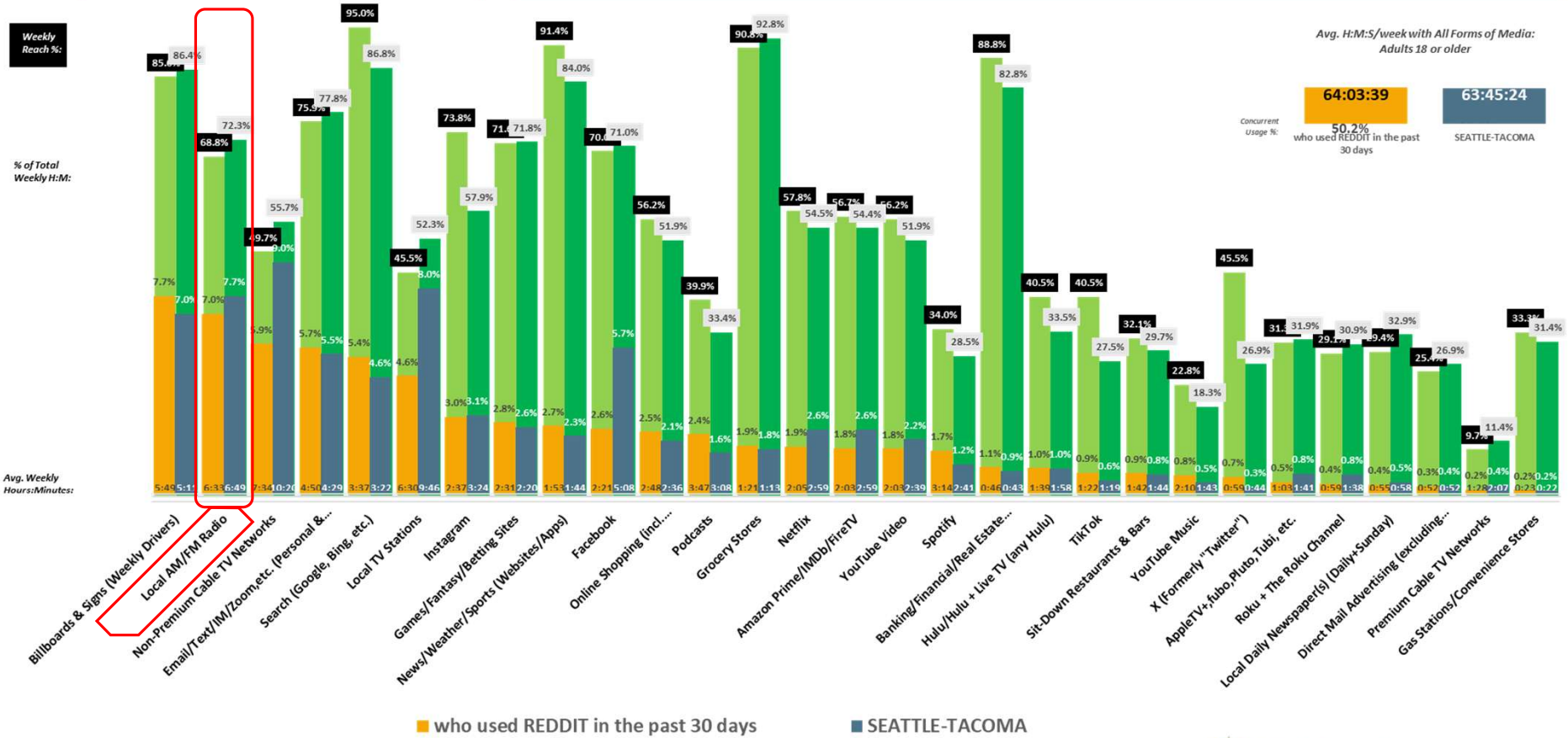
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*Social media apps or websites used or visited past 30 days: Reddit*

**Adults 18 or older who used REDDIT in the past 30 days spend an average of 2 days, 16 hours, 3 minutes and 39 seconds each week with All Forms of Media.**

***68.8% of Adults 18 or older who used REDDIT in the past 30 days spend an avg. of 6 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.***

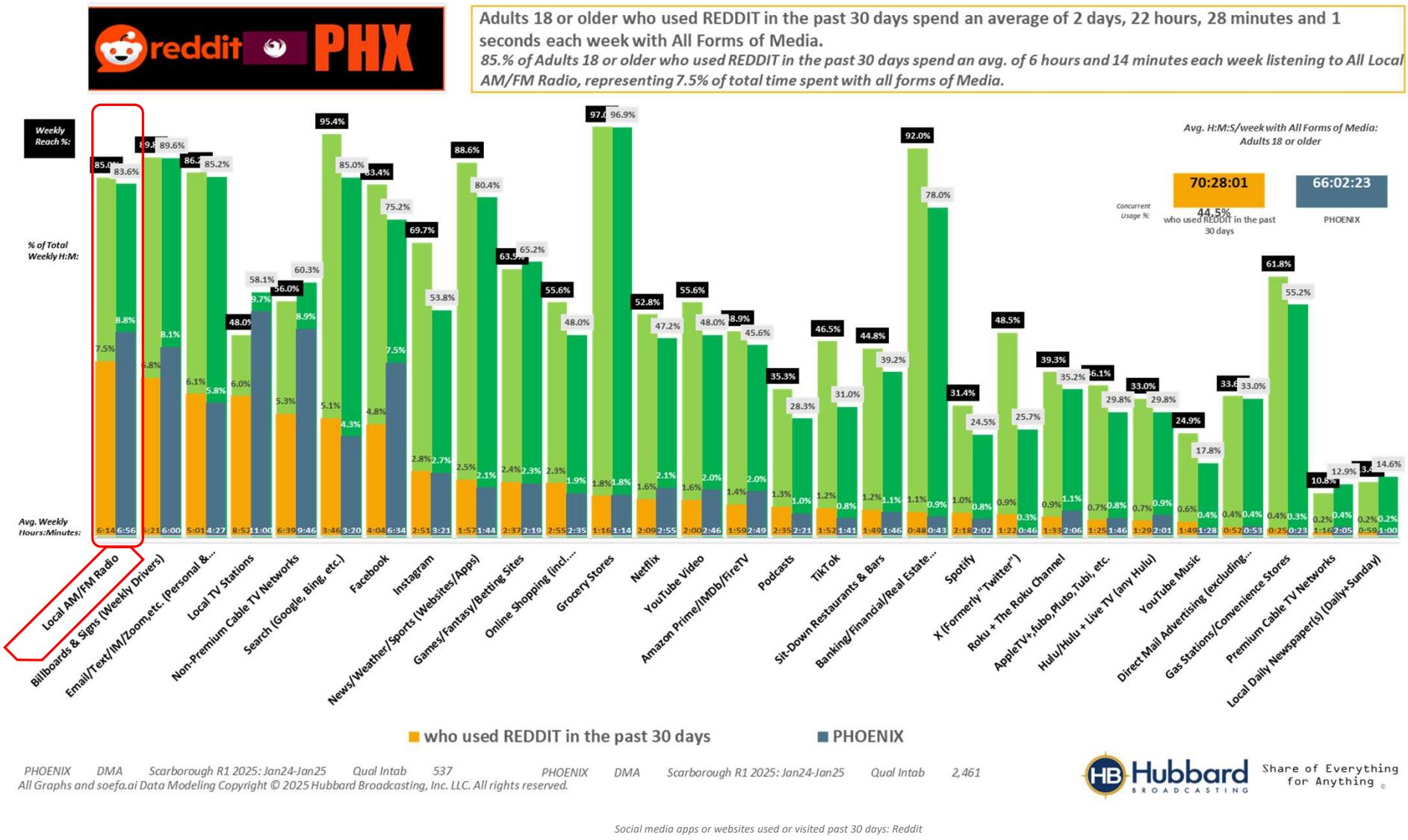



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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*Social media apps or websites used or visited past 30 days: Reddit*

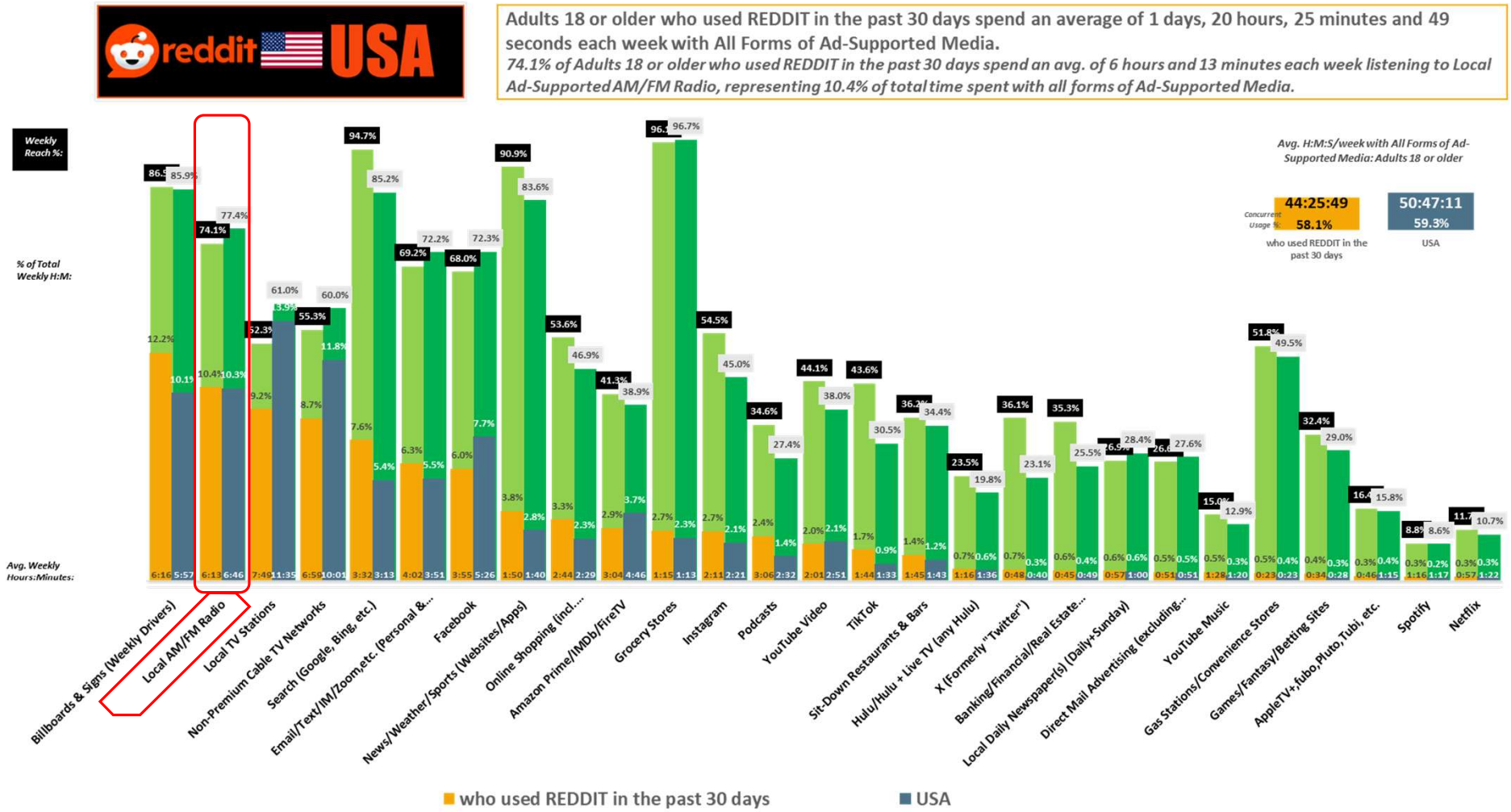



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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Social media apps or websites used or visited past 30 days: Reddit

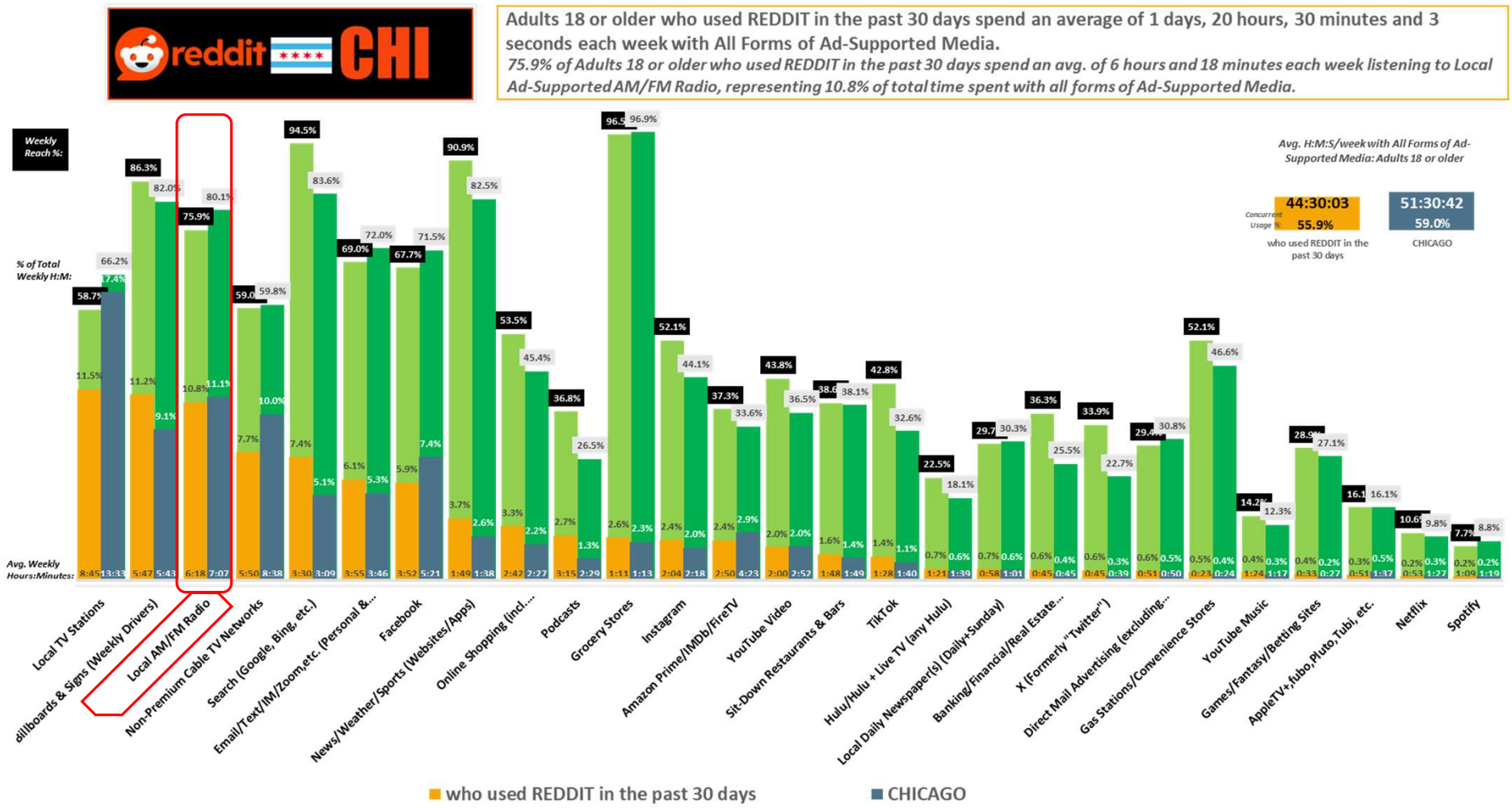



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Social media apps or websites used or visited past 30 days: Reddit

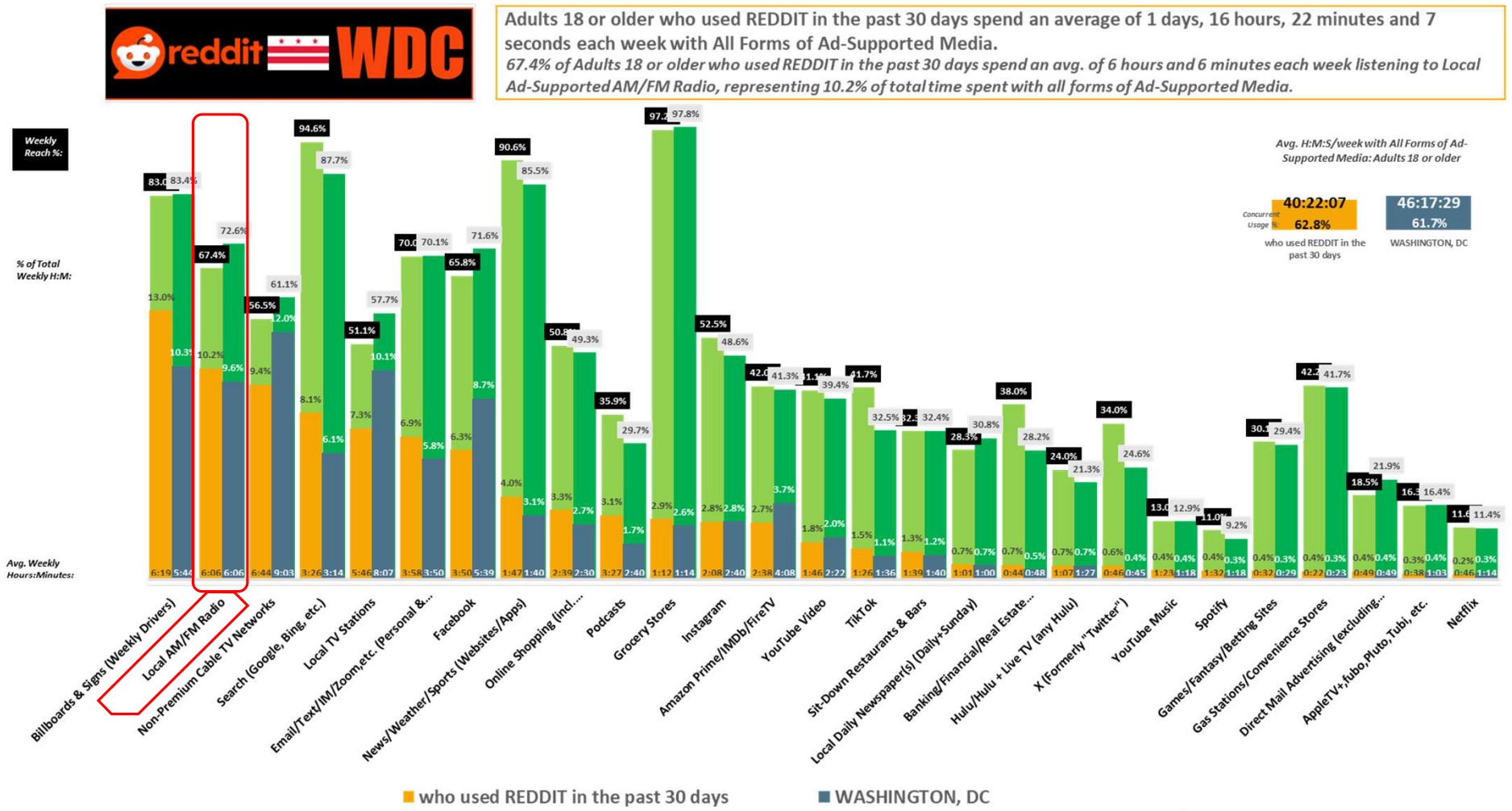



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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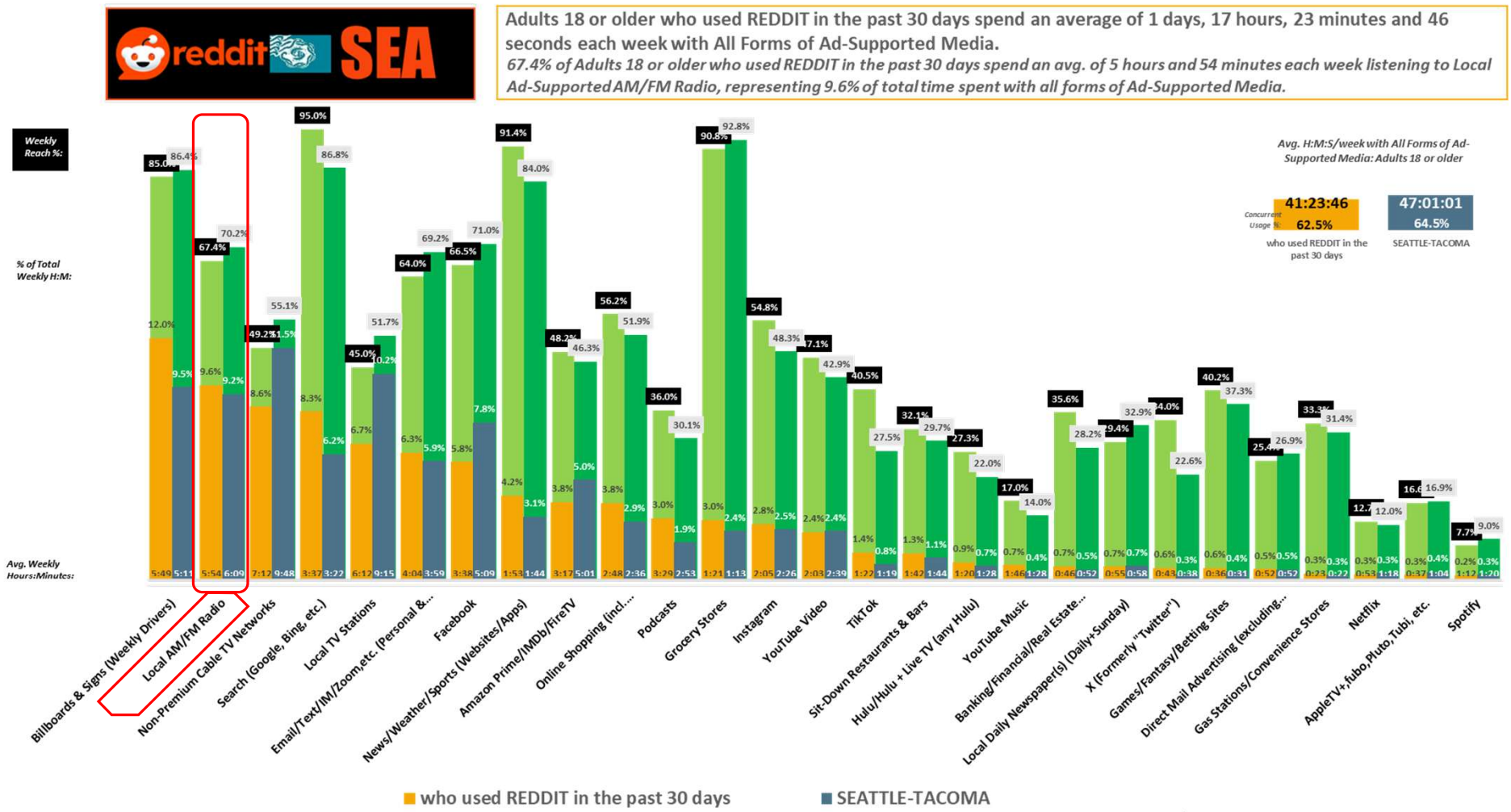
Social media apps or websites used or visited past 30 days: Reddit




WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857
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Social media apps or websites used or visited past 30 days: Reddit

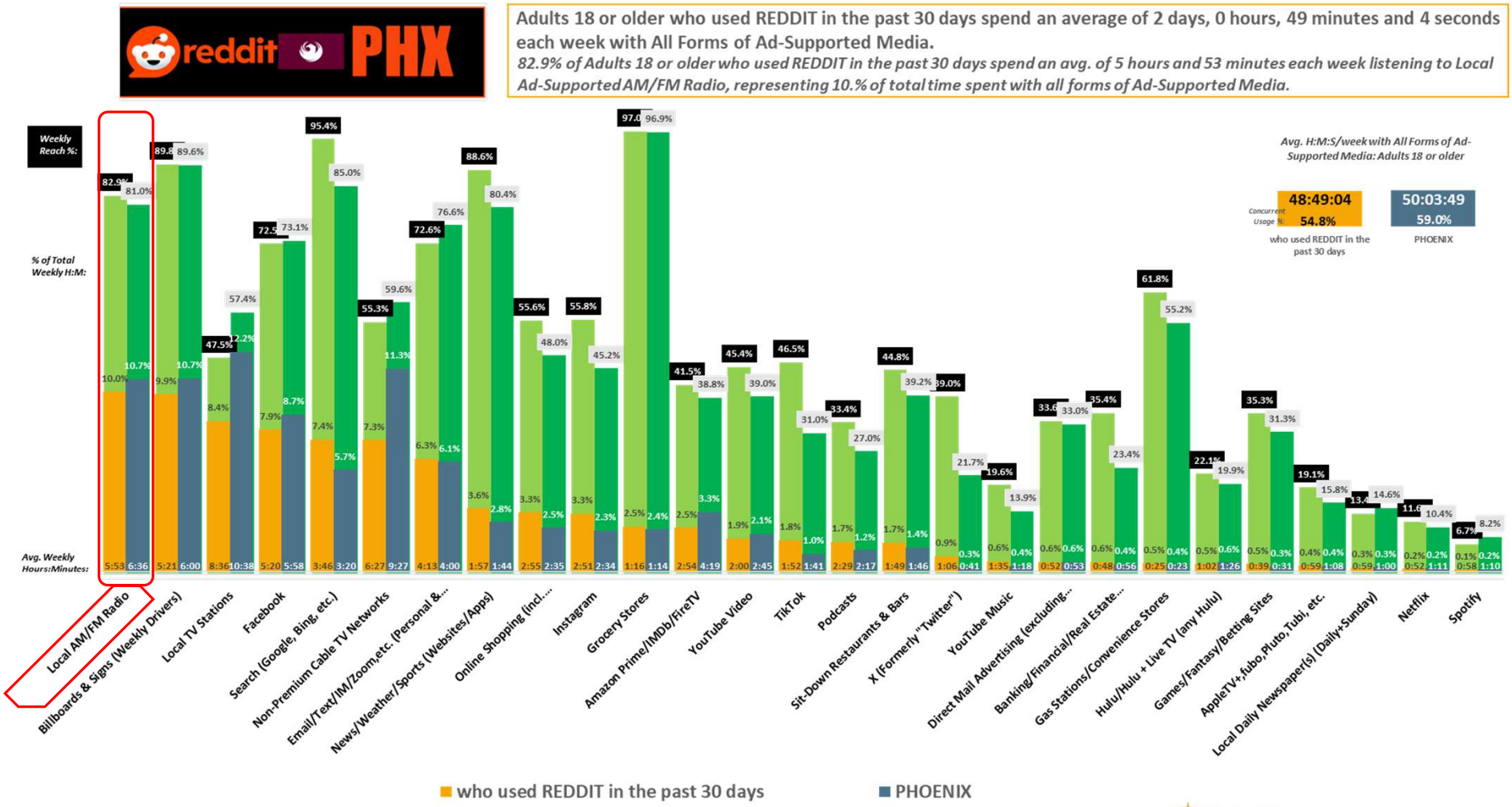



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Social media apps or websites used or visited past 30 days: Reddit




PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

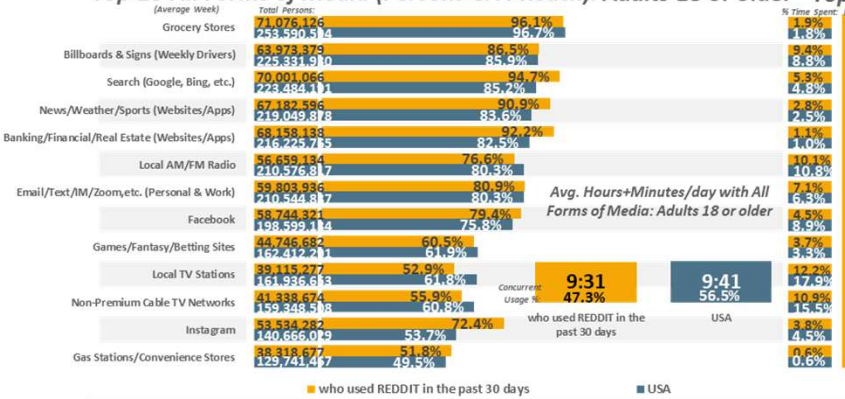
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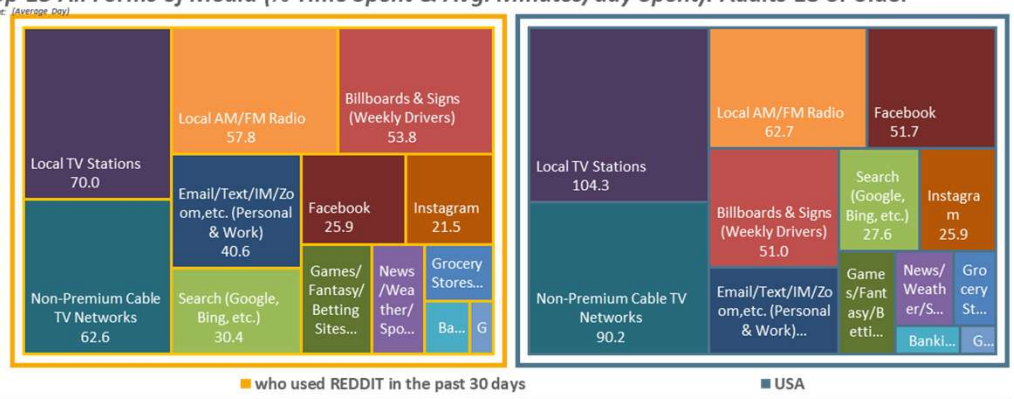
Social media apps or websites used or visited past 30 days: Reddit

Adults 18 or older who used REDDIT in the past 30 days spend an average of 6 hours and 20 minutes each day with All Forms of Ad-Supported Media. 74.1% listen to Local AM/FM Radio for an avg. of 53.3 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

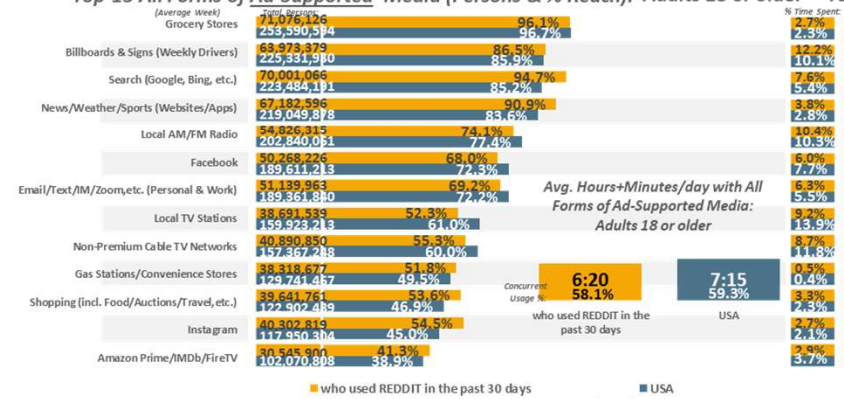
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



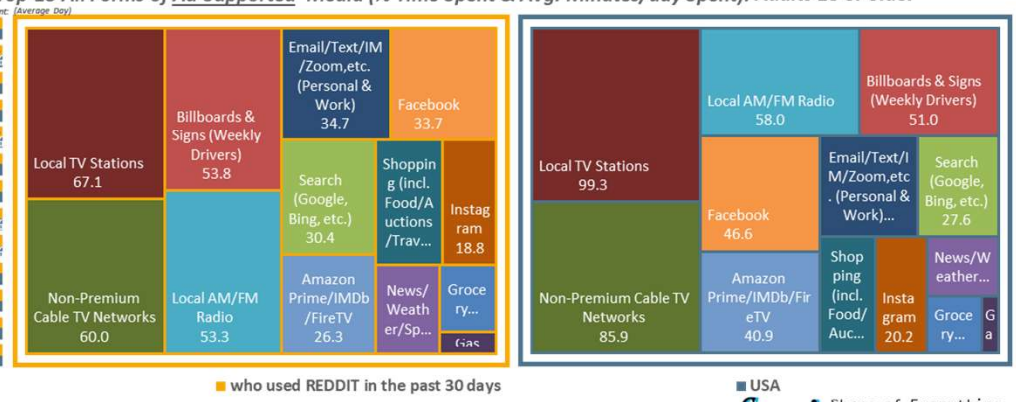

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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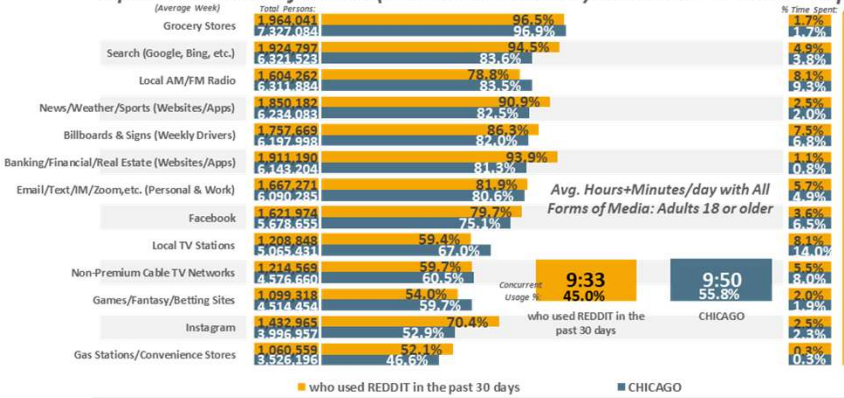
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

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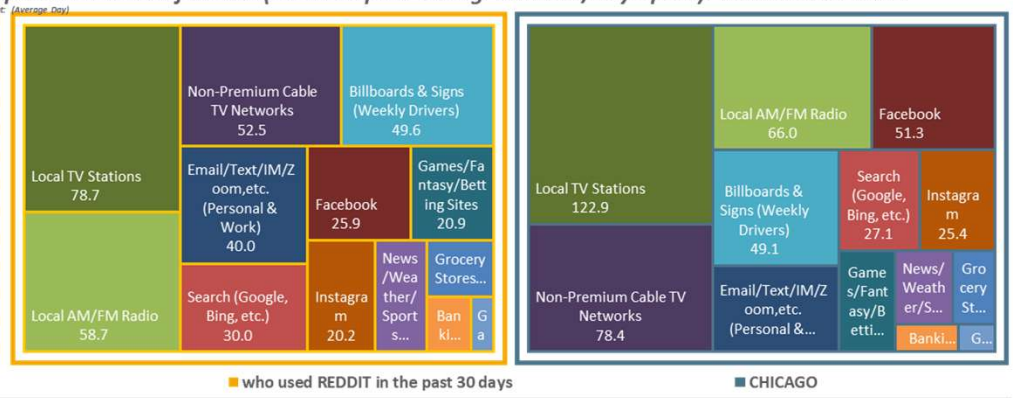
*Social media apps or websites used or visited past 30 days: Reddit*

Adults 18 or older who used REDDIT in the past 30 days spend an average of 6 hours and 21 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 54.1 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

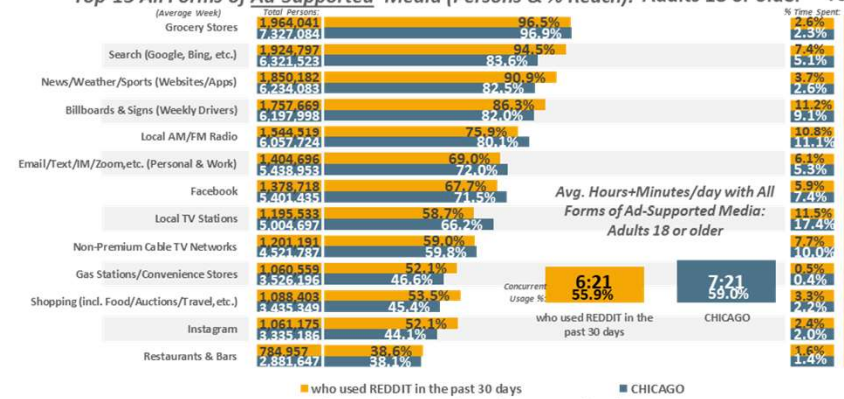
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



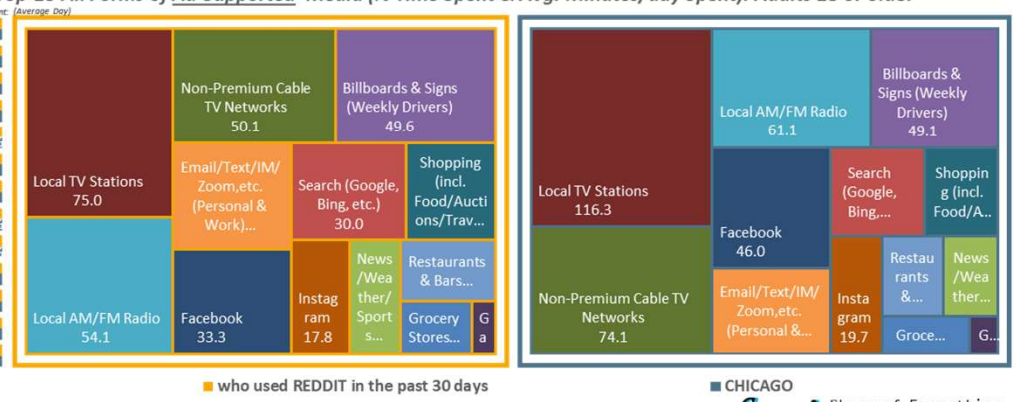

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

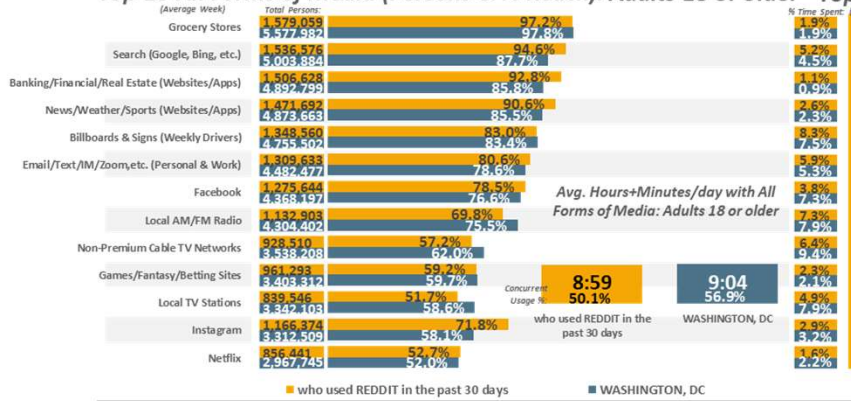
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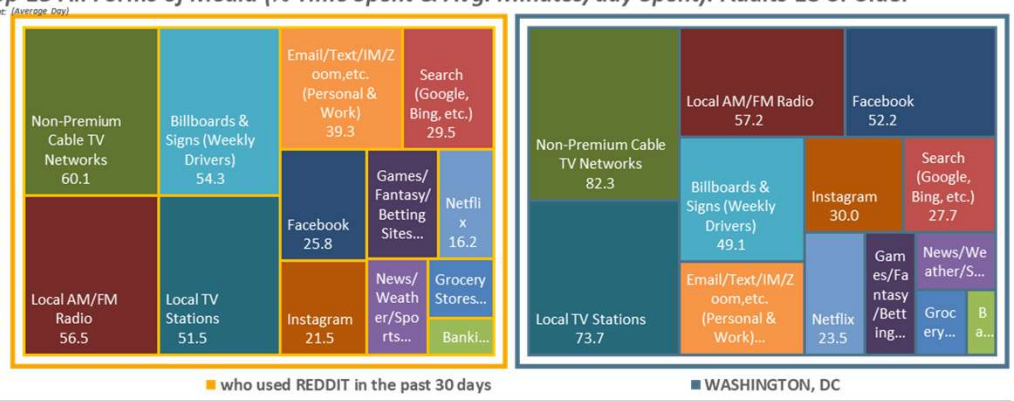
*Social media apps or websites used or visited past 30 days: Reddit*

Adults 18 or older who used REDDIT in the past 30 days spend an average of 5 hours and 46 minutes each day with All Forms of Ad-Supported Media. 67.4% listen to Local AM/FM Radio for an avg. of 52.3 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

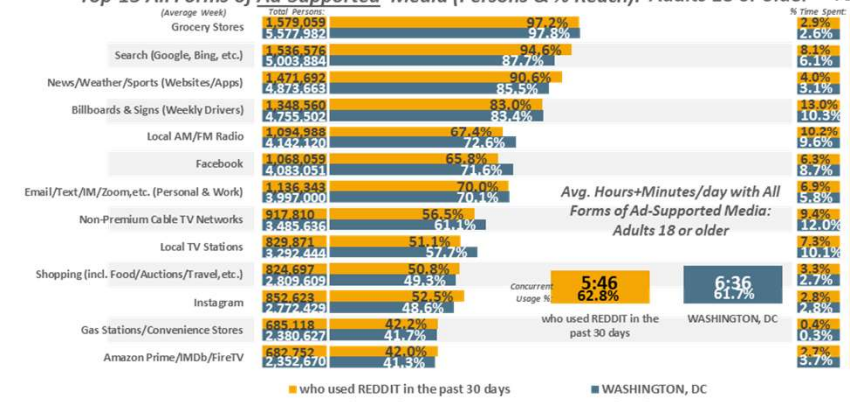
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



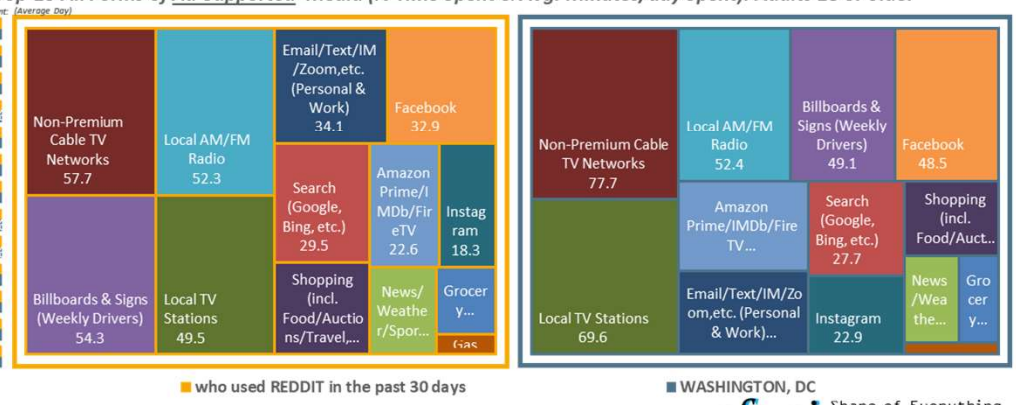

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

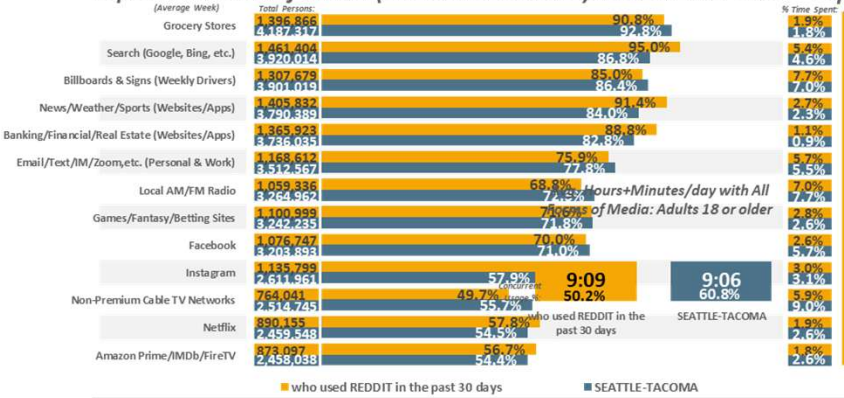
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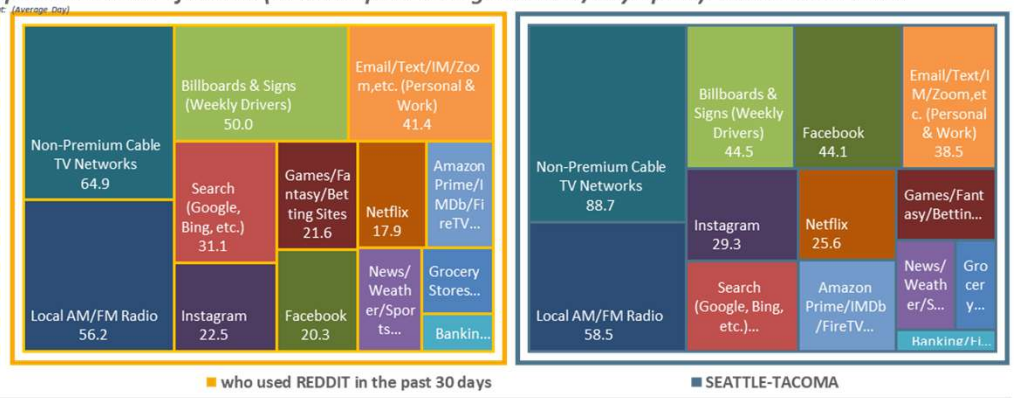
*Social media apps or websites used or visited past 30 days: Reddit*

Adults 18 or older who used REDDIT in the past 30 days spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 67.4% listen to Local AM/FM Radio for an avg. of 50.7 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

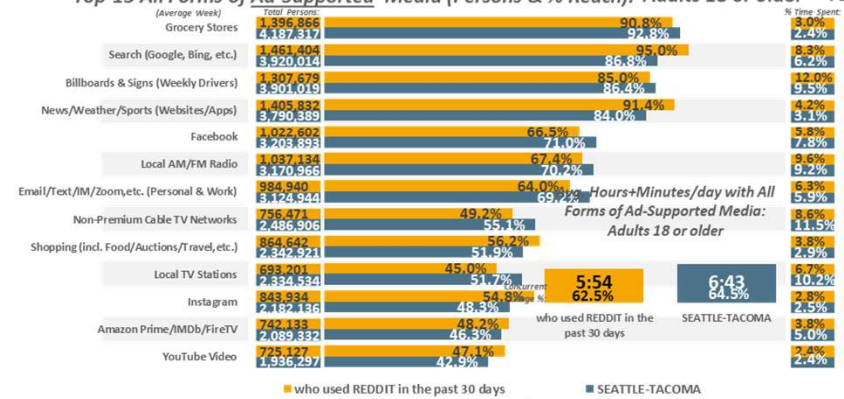
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



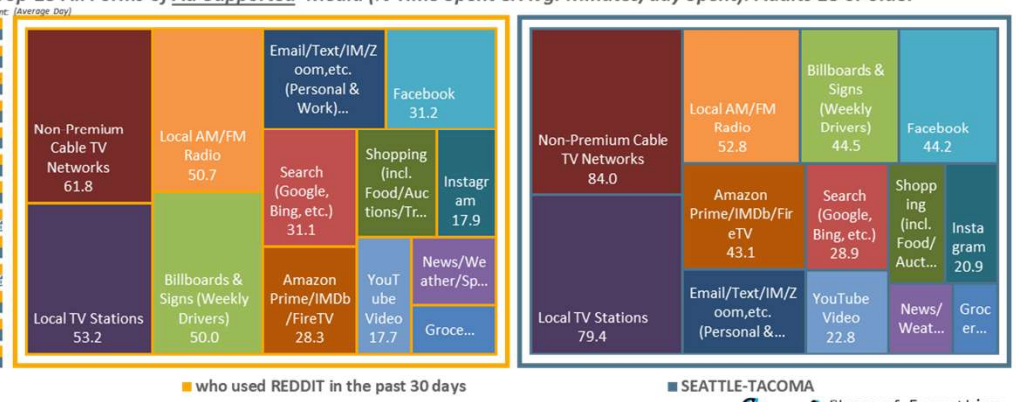

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

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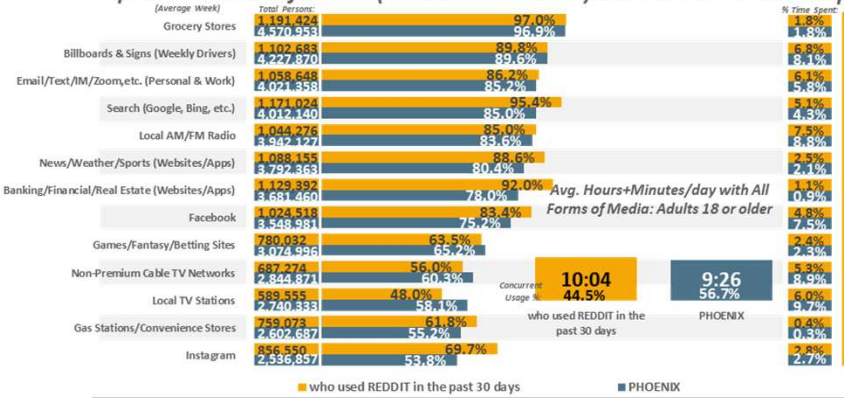
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*Social media apps or websites used or visited past 30 days: Reddit*

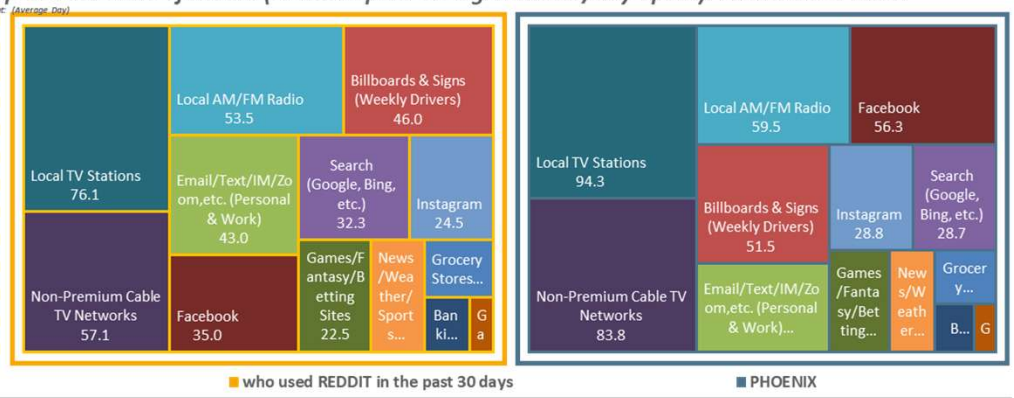
reddit PHX

Adults 18 or older who used REDDIT in the past 30 days spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 50.5 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

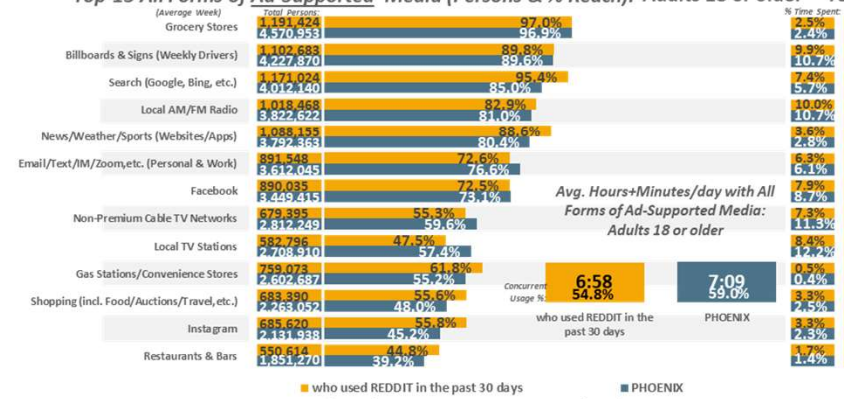
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



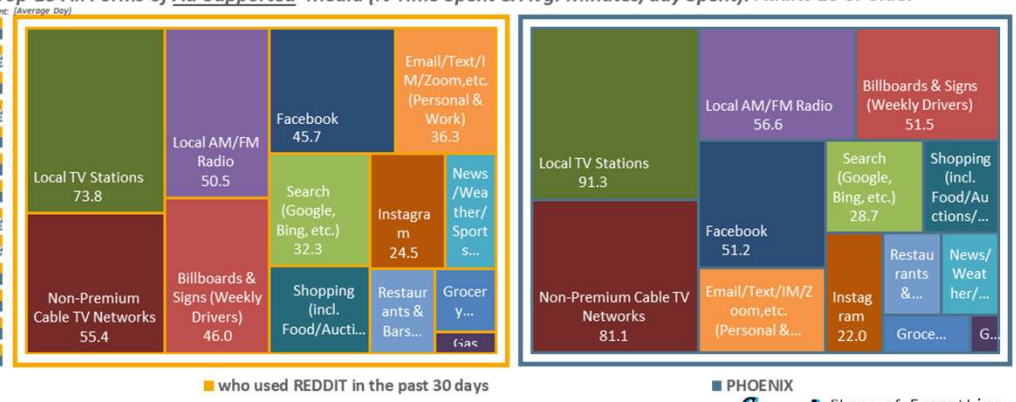

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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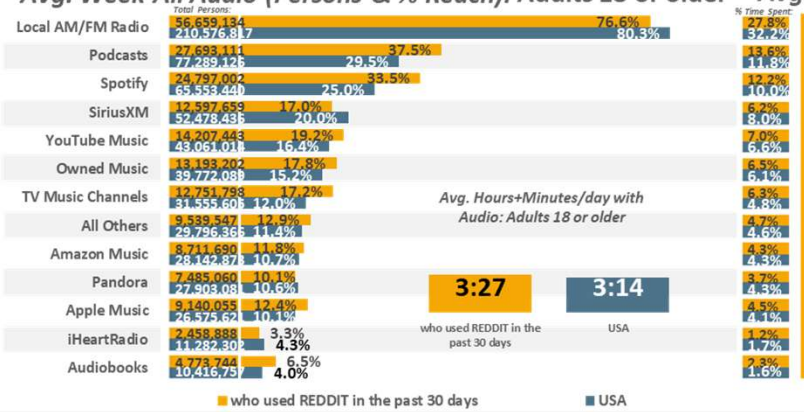
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*Social media apps or websites used or visited past 30 days: Reddit*

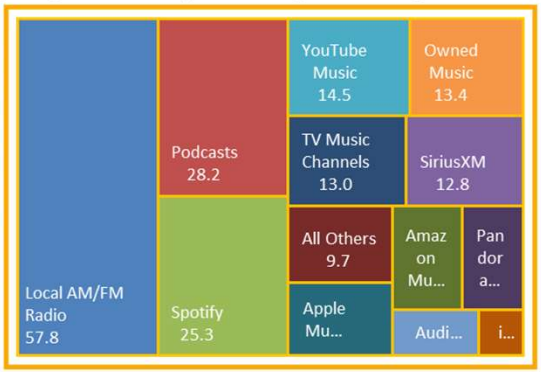
reddit USA

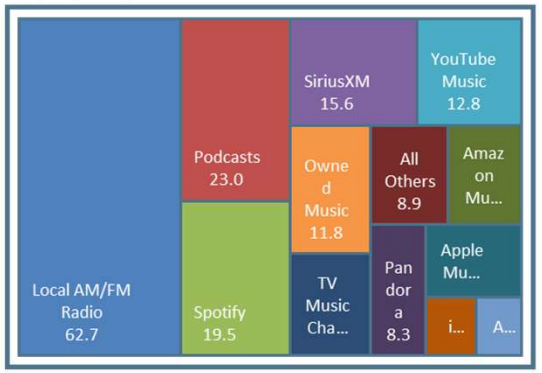
54,826,315 or 74.1% of Adults 18 or older who used REDDIT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.3 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

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

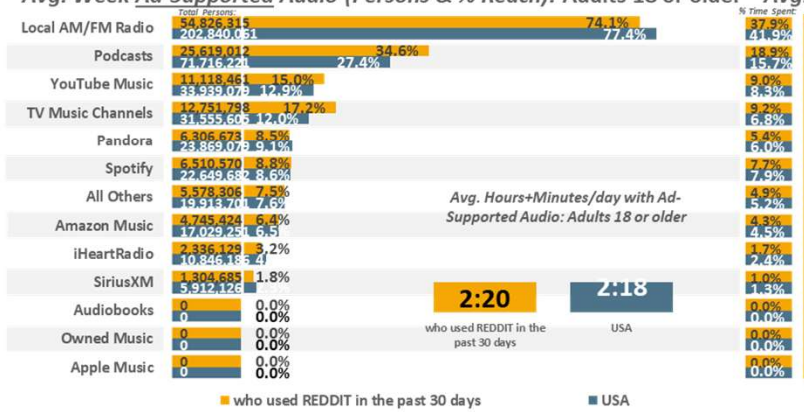



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

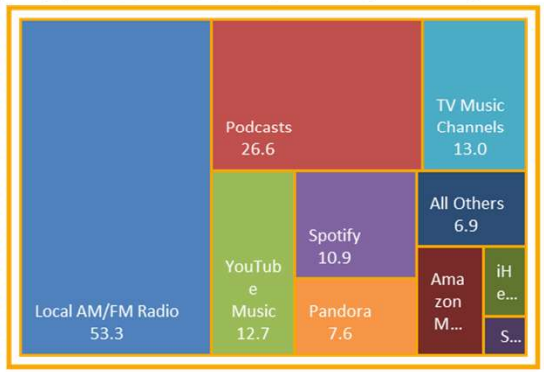


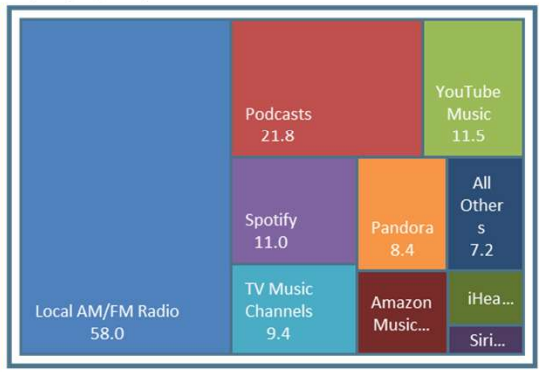




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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*Scarborough R1 2025: Feb24-Mar25 USA Projection*

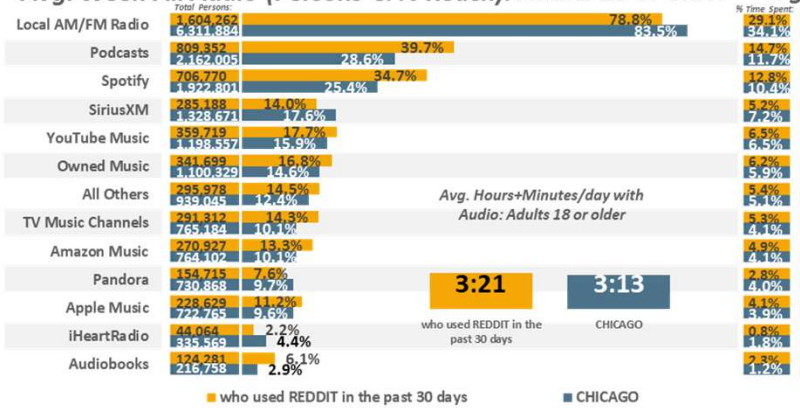
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*Social media apps or websites used or visited past 30 days: Reddit*

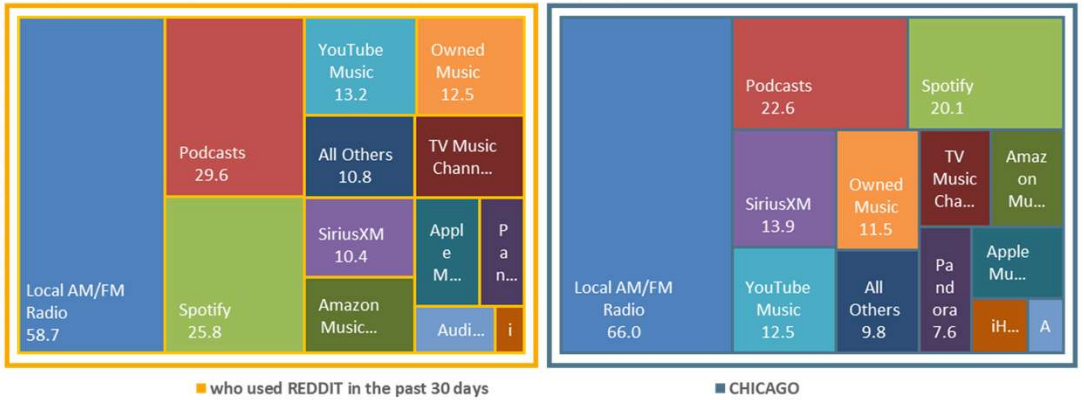
reddit CHI

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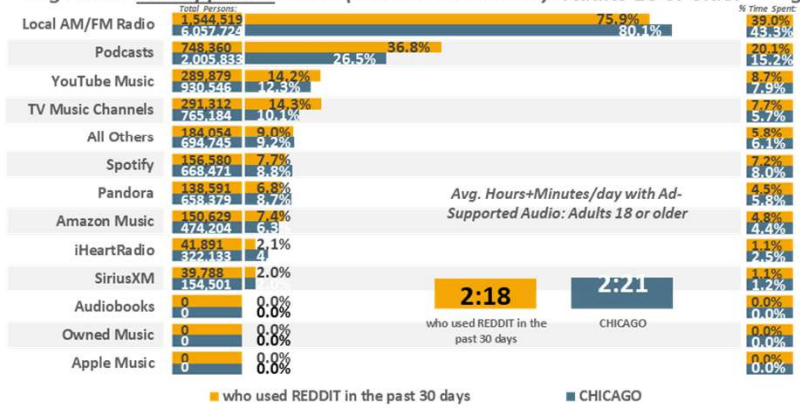
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



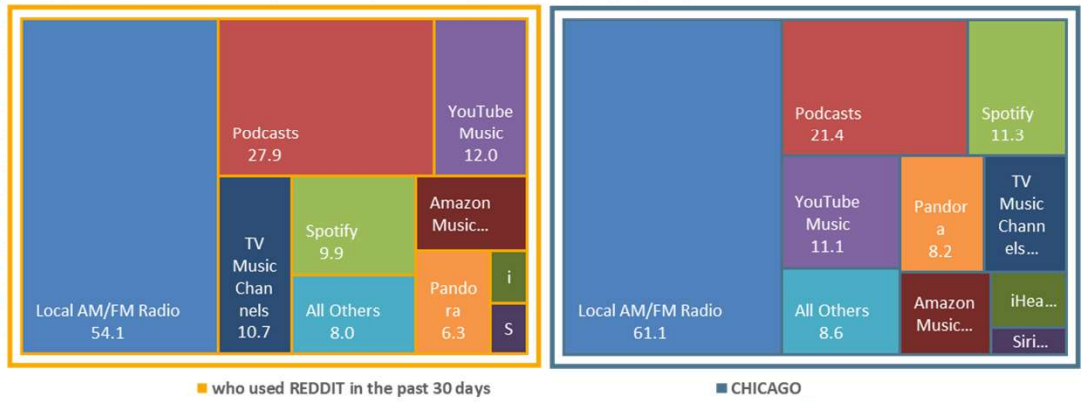

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

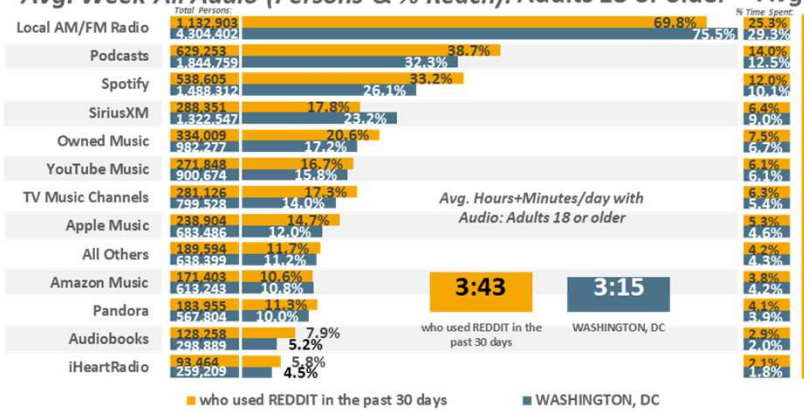
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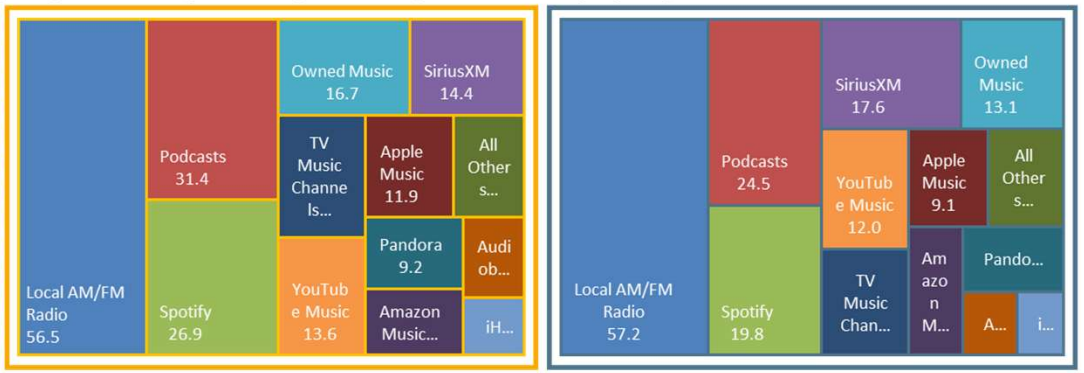
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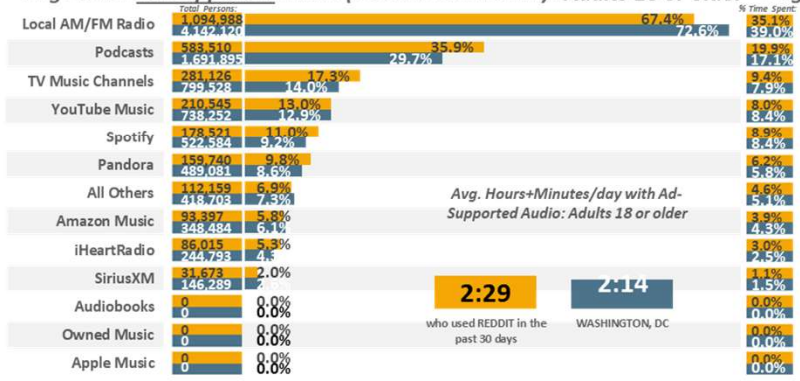
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



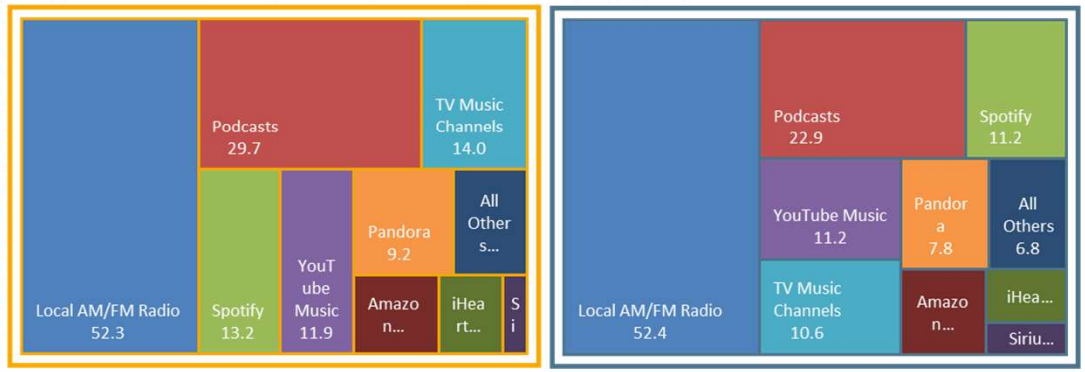

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

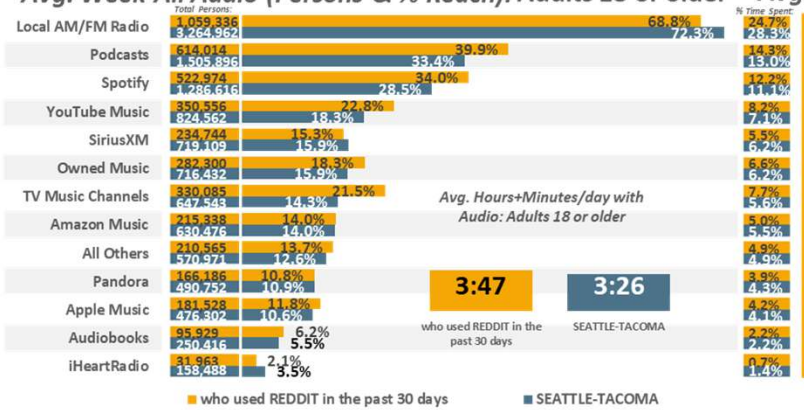
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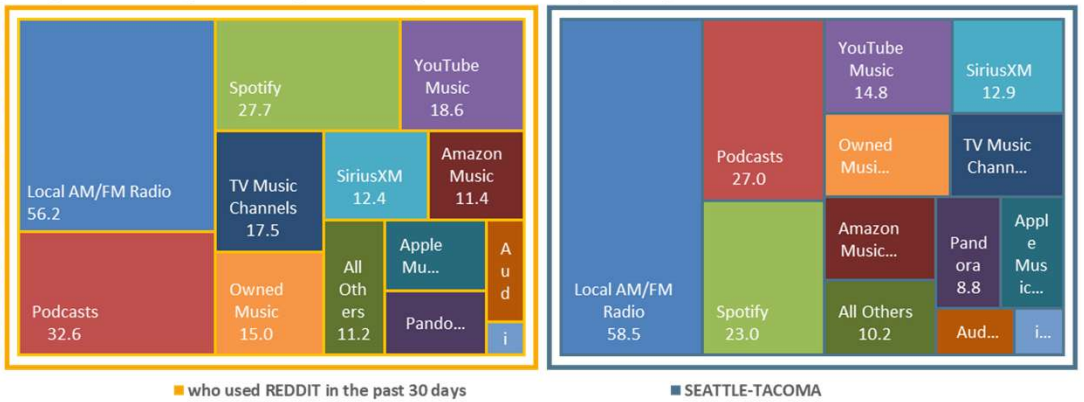
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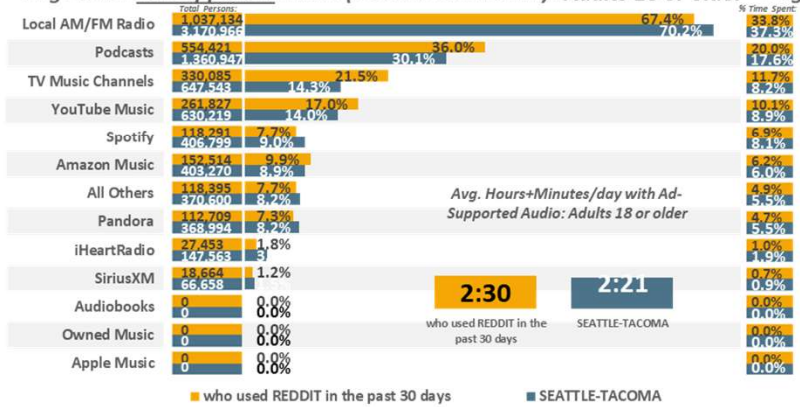
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



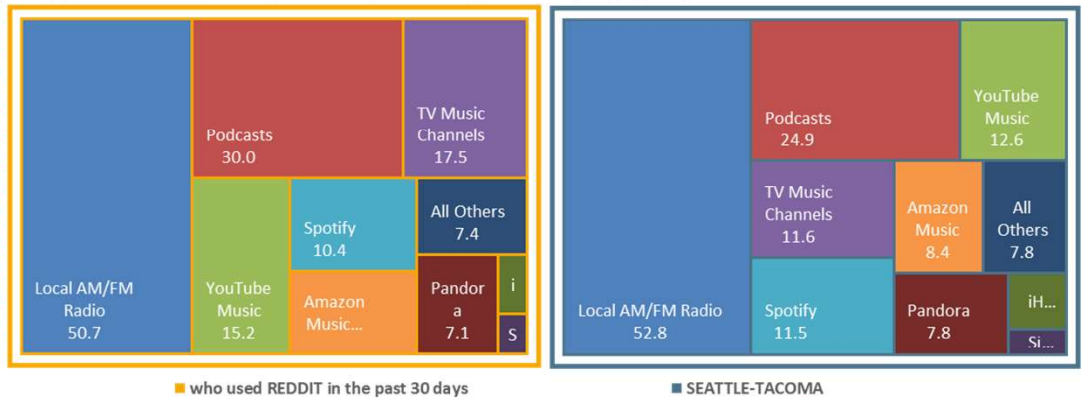

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

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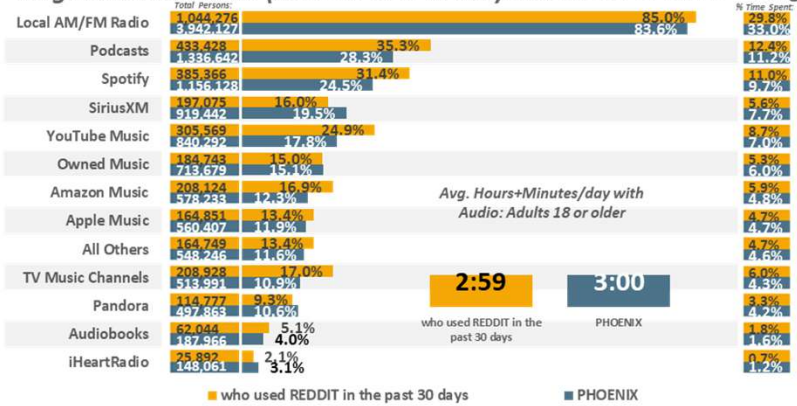
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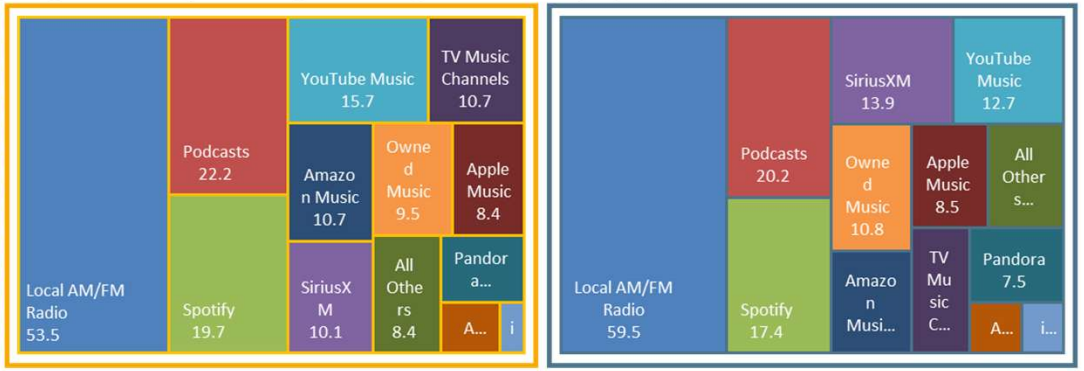
reddit PHX

1,018,468 or 82.9% of Adults 18 or older who used REDDIT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.5 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

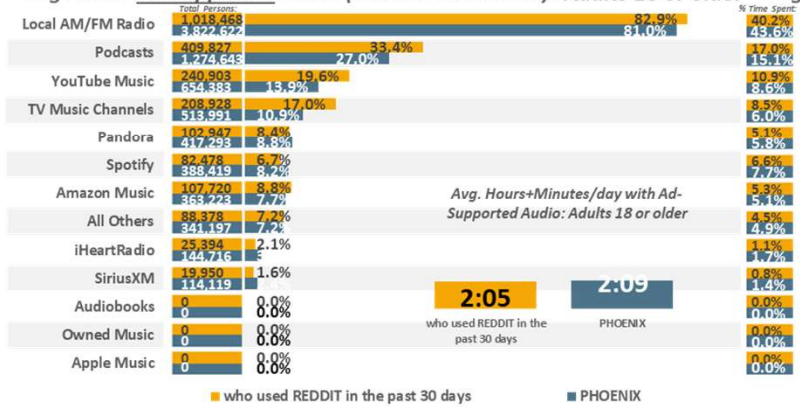
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



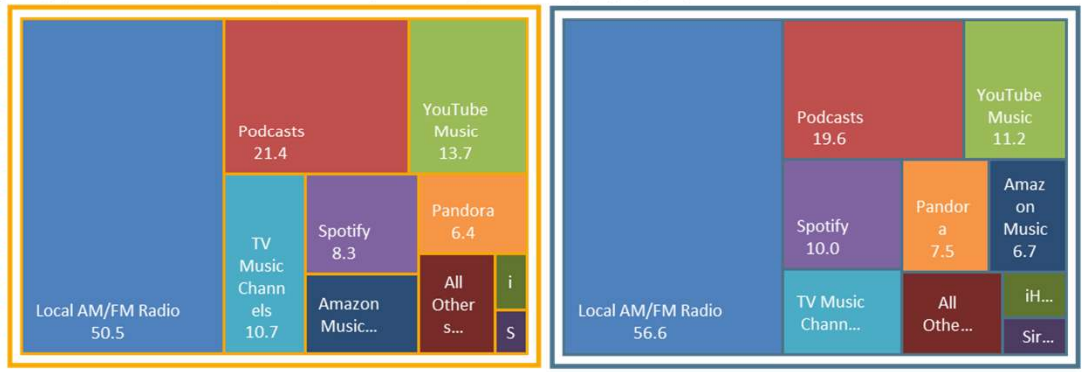

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

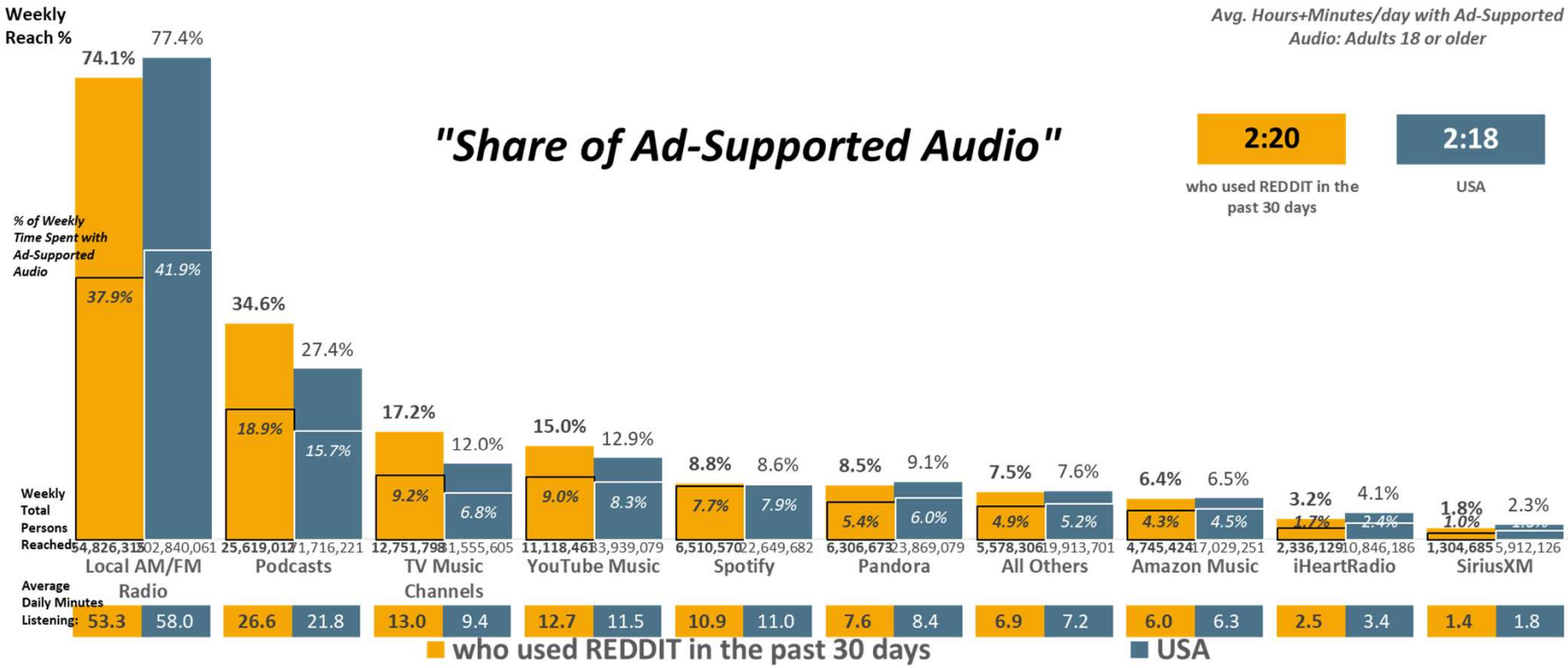
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*Social media apps or websites used or visited past 30 days: Reddit*




54,826,315 or 74.1% of Adults 18 or older who used REDDIT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.3 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.




USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561

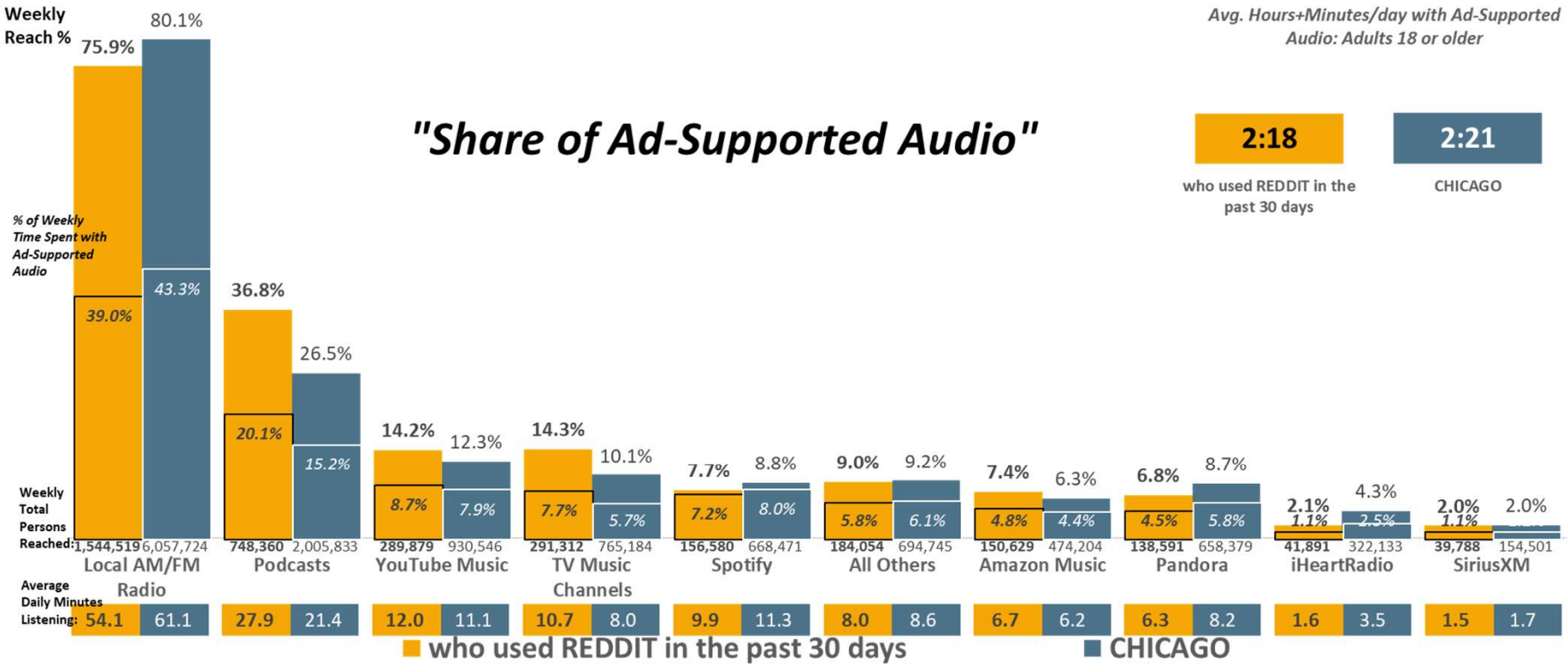
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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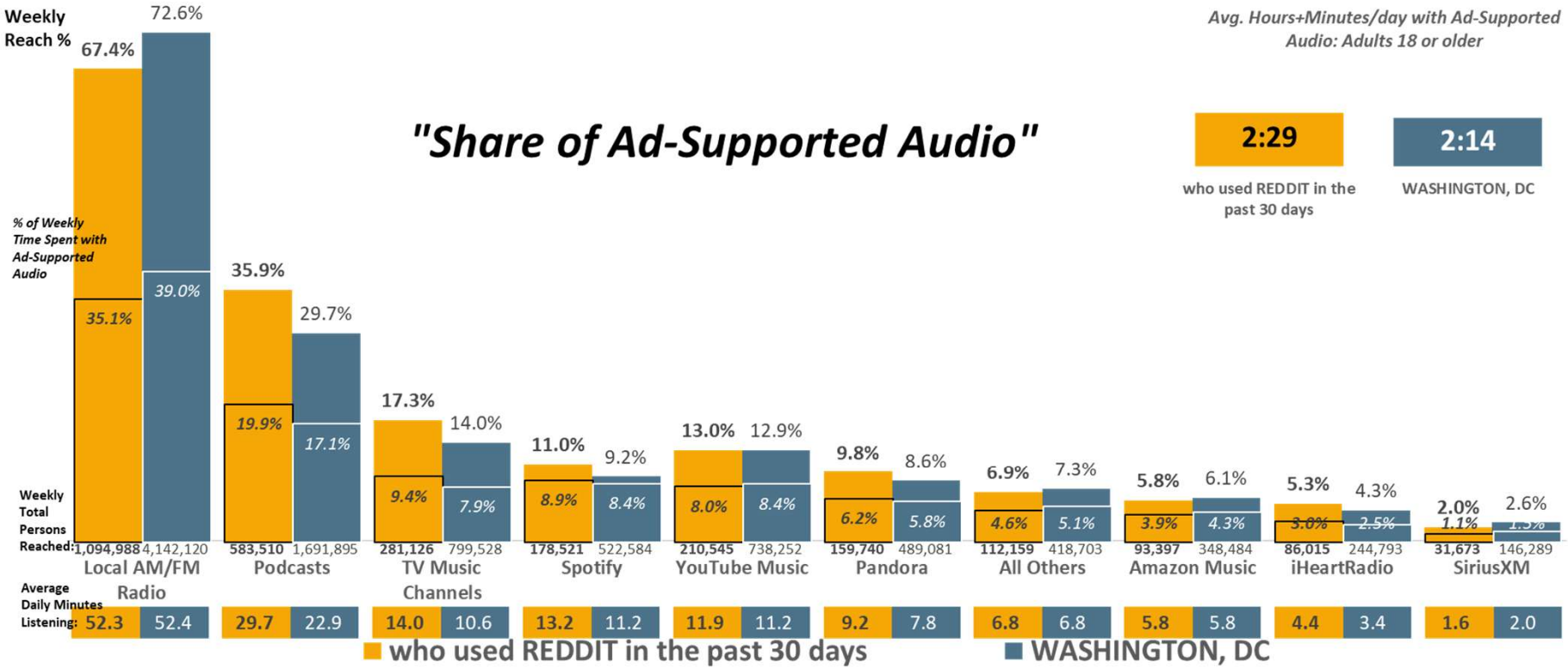

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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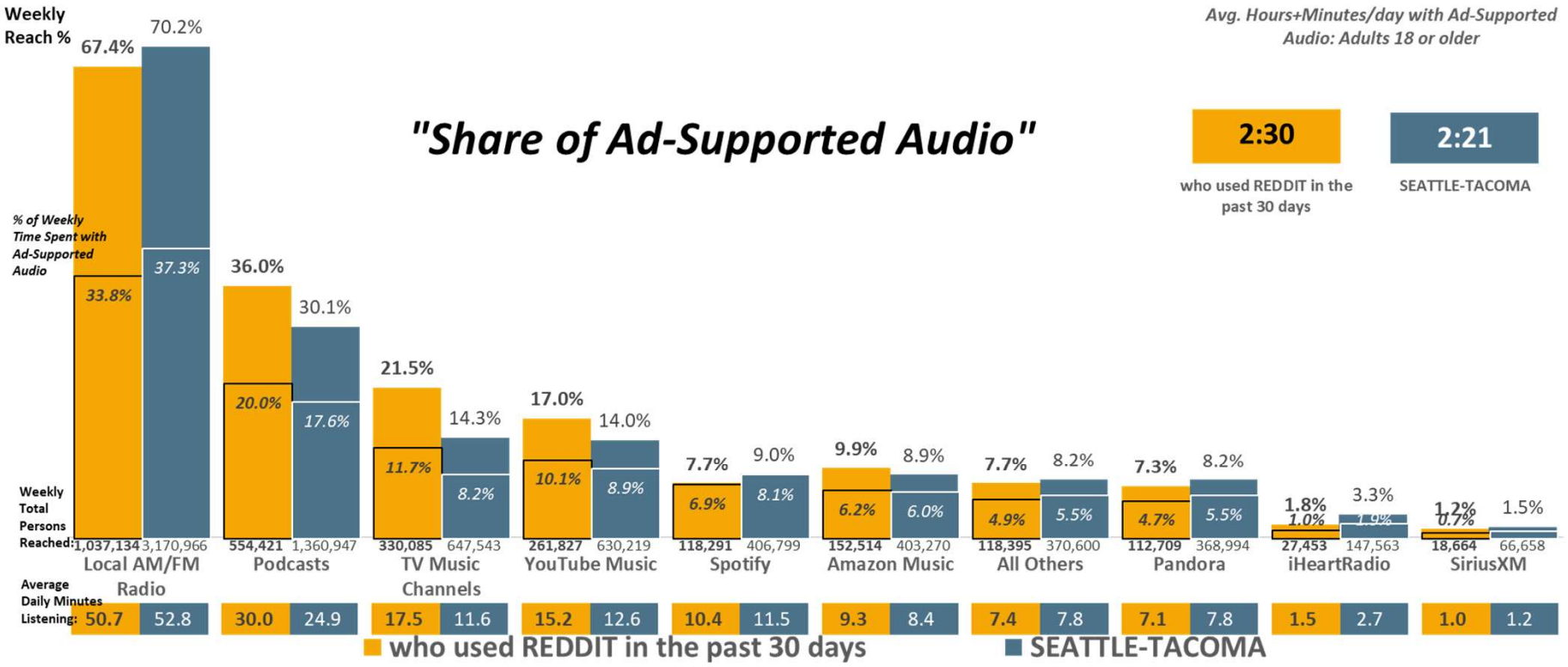

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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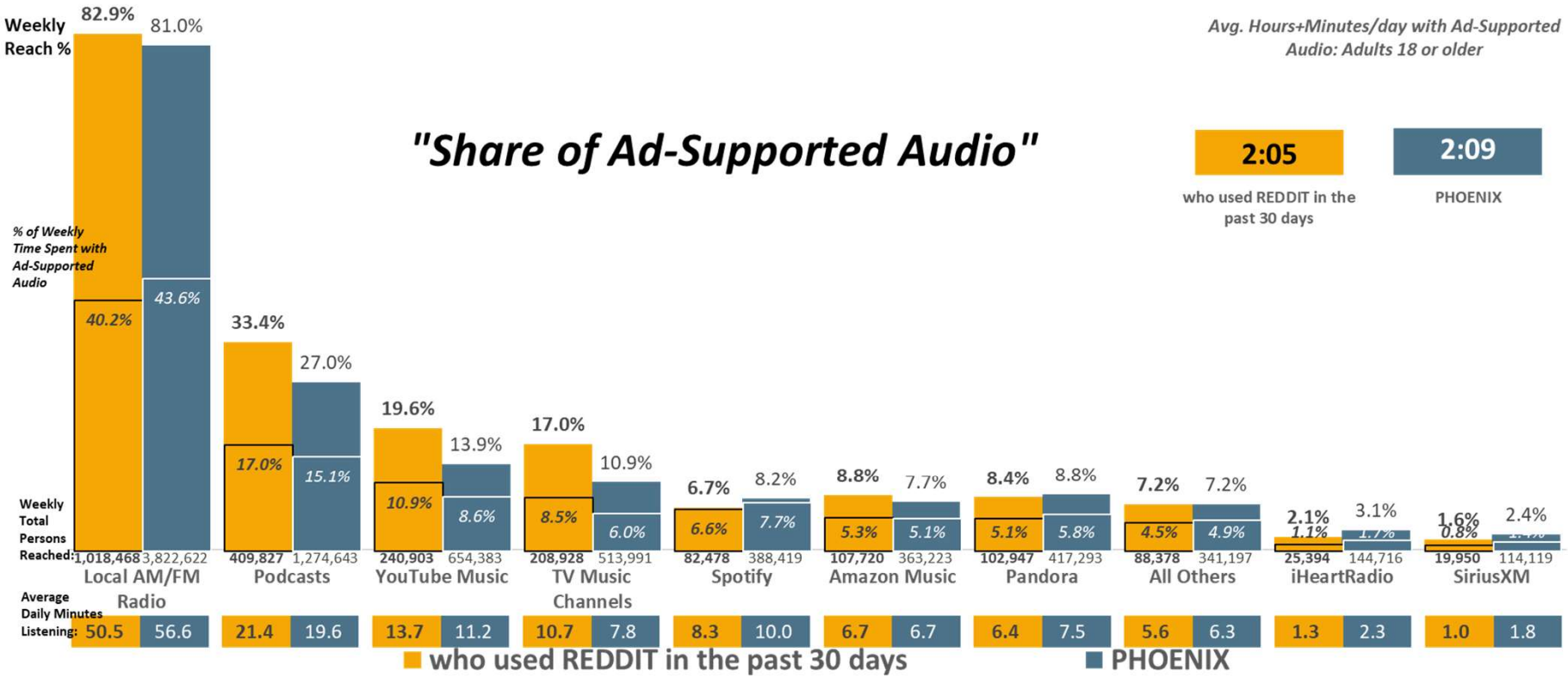

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

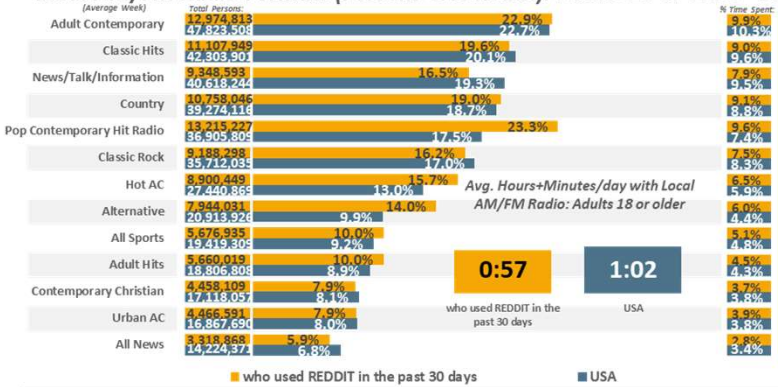
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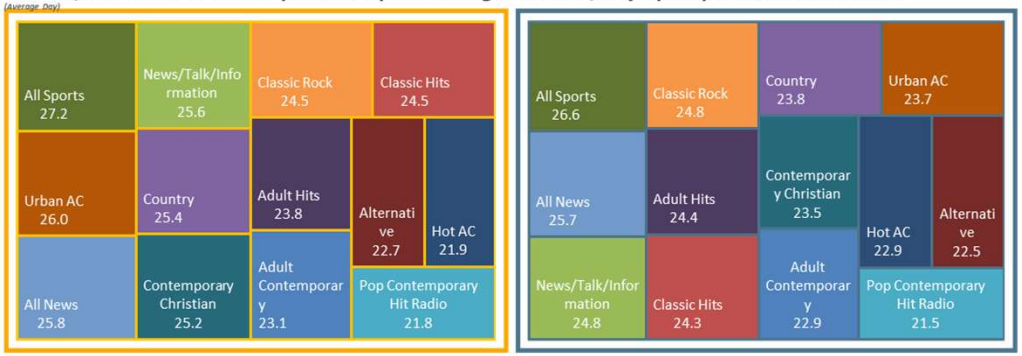
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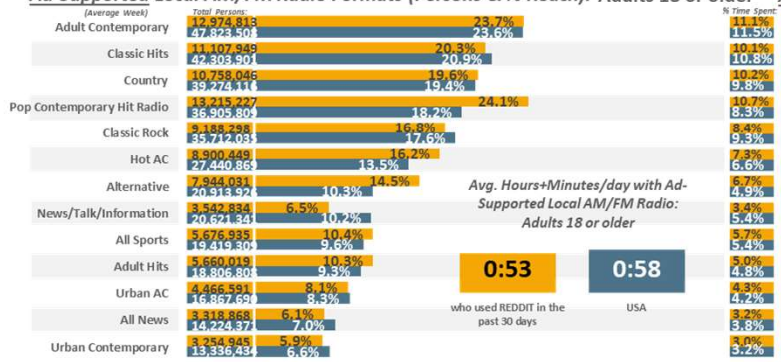
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



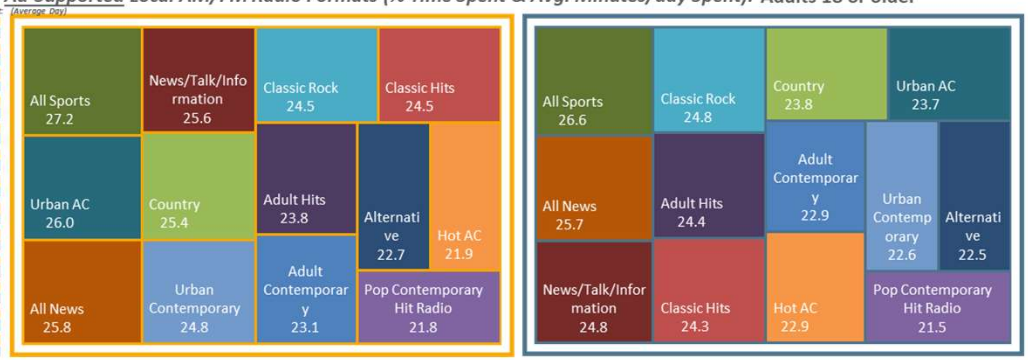

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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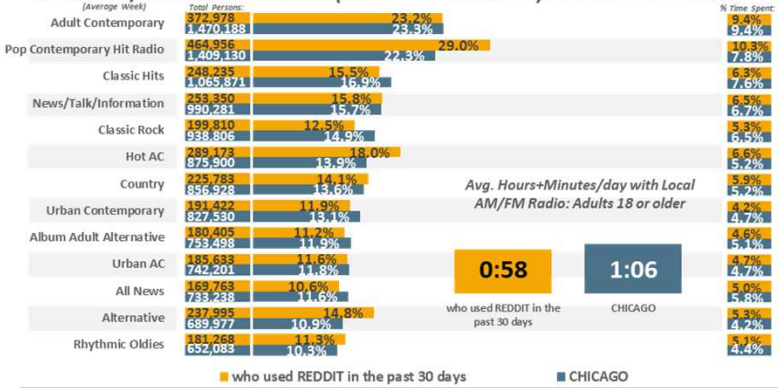
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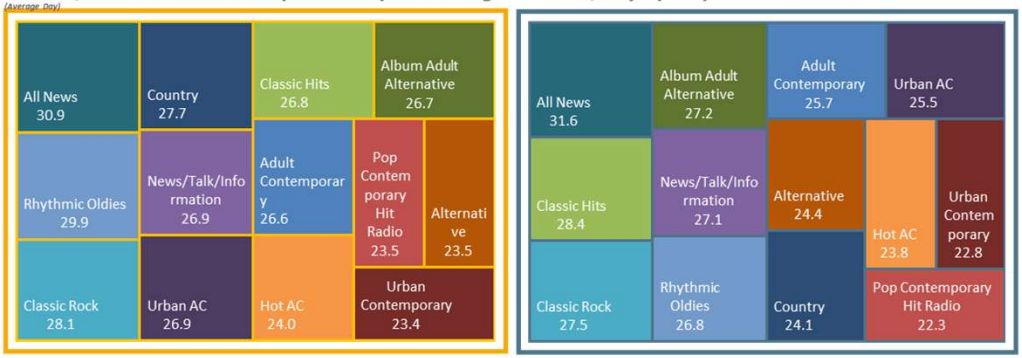
reddit CHI

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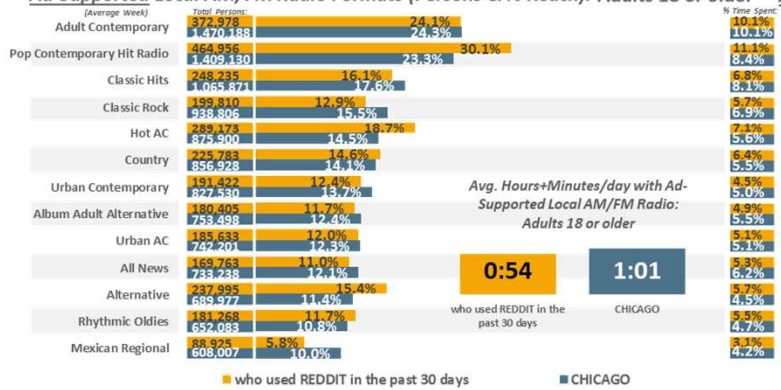
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



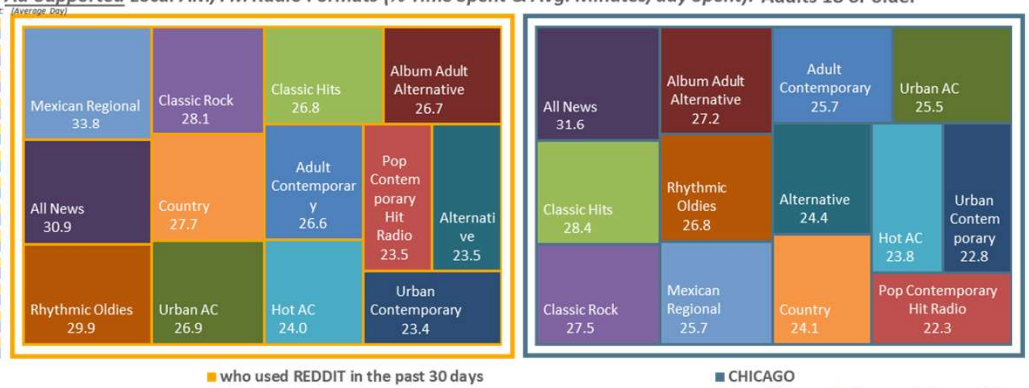

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

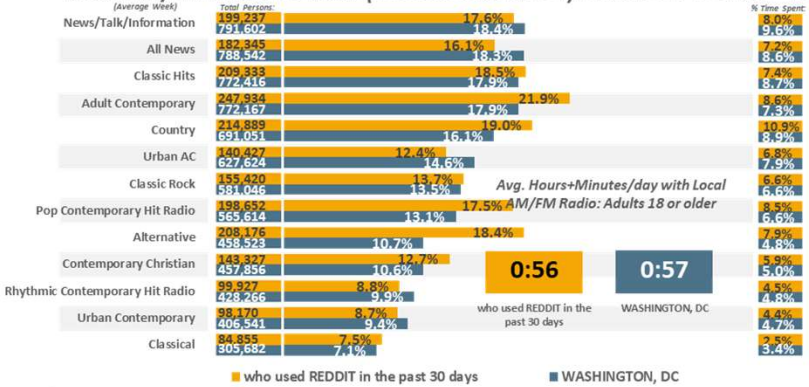
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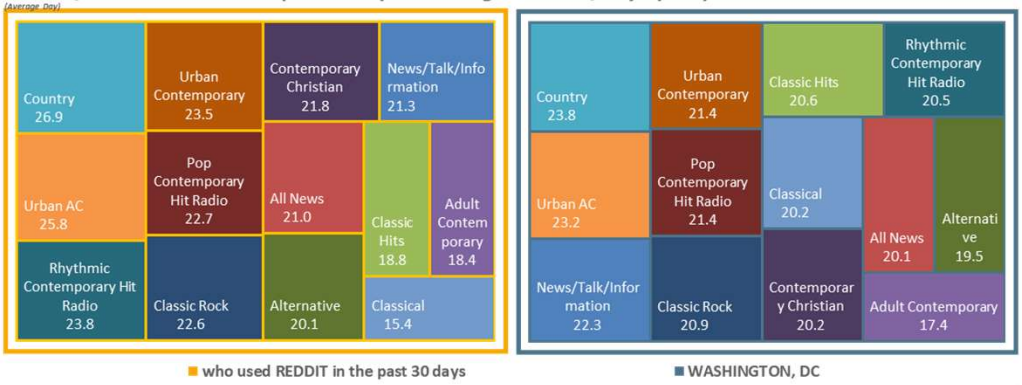
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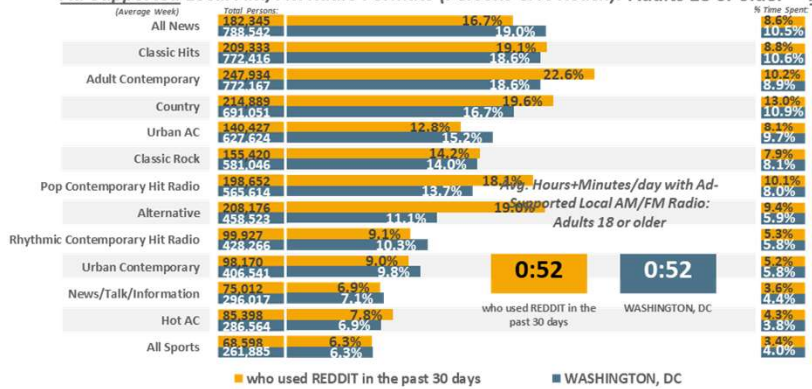
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



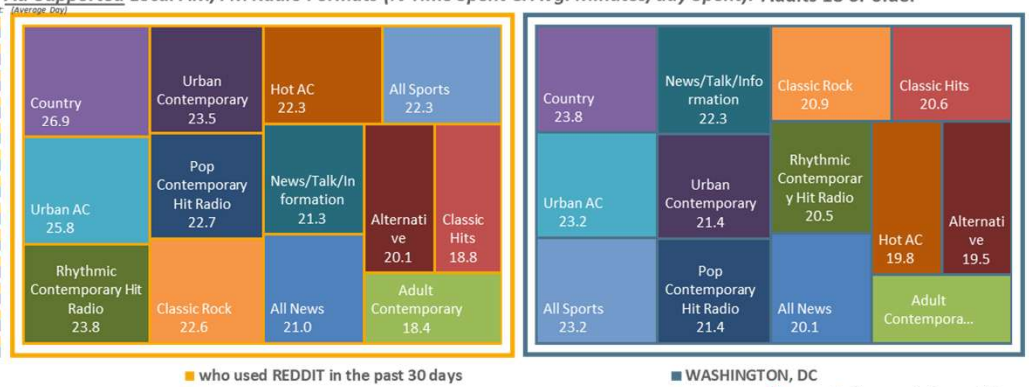

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

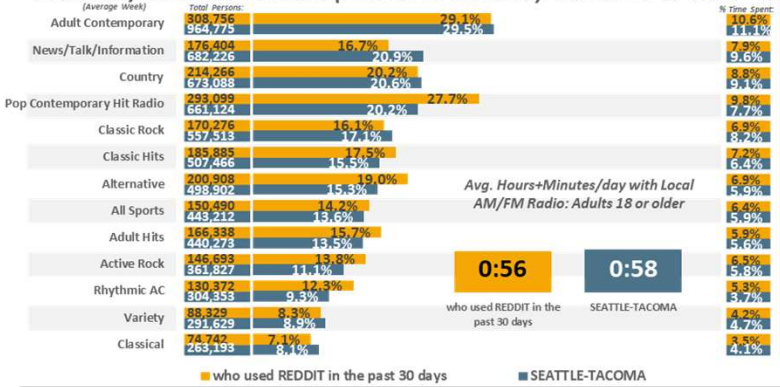
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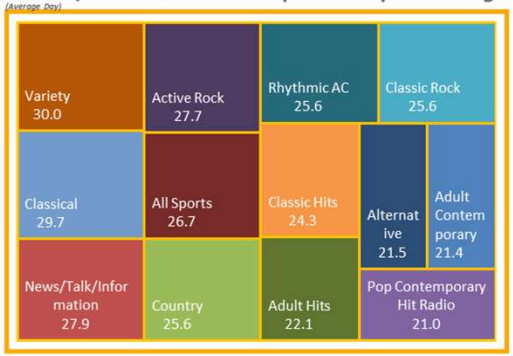
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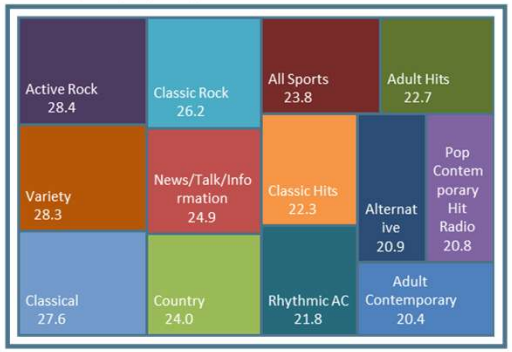
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## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older

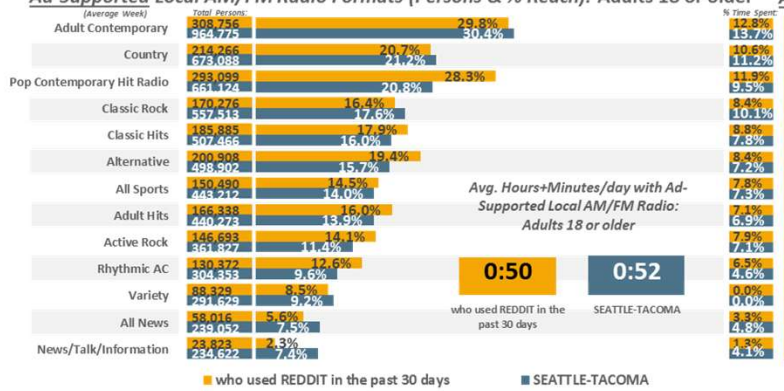



## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

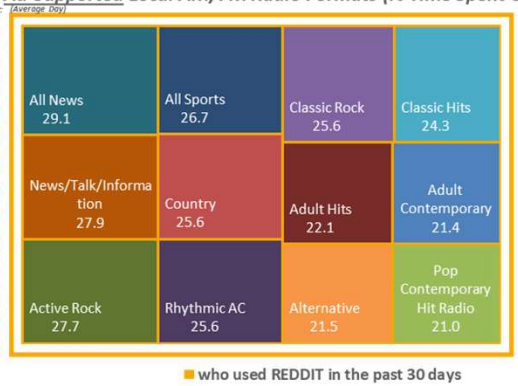



## *Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older




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







*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

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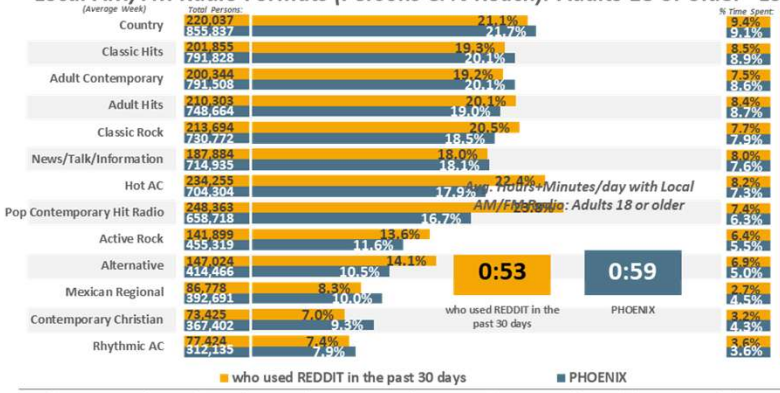
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*Social media apps or websites used or visited past 30 days: Reddit*

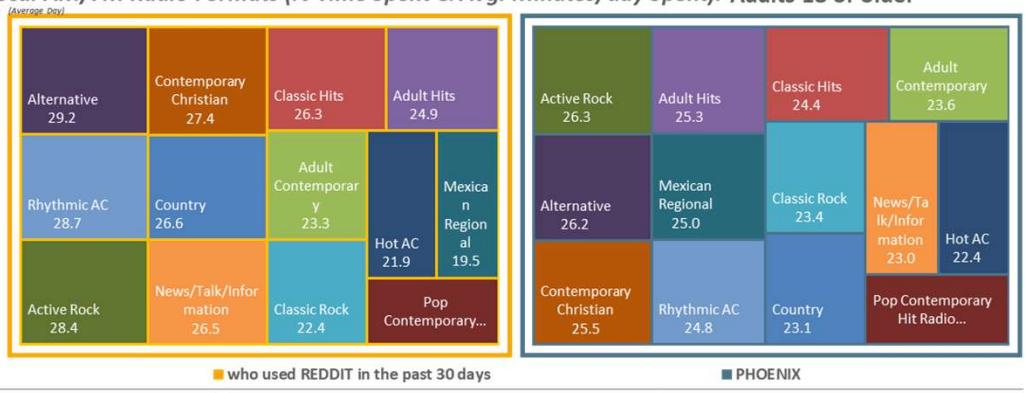
reddit PHX

1,018,468 or 82.9% of Adults 18 or older who used REDDIT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Country, Classic Rock, and Adult Hits.

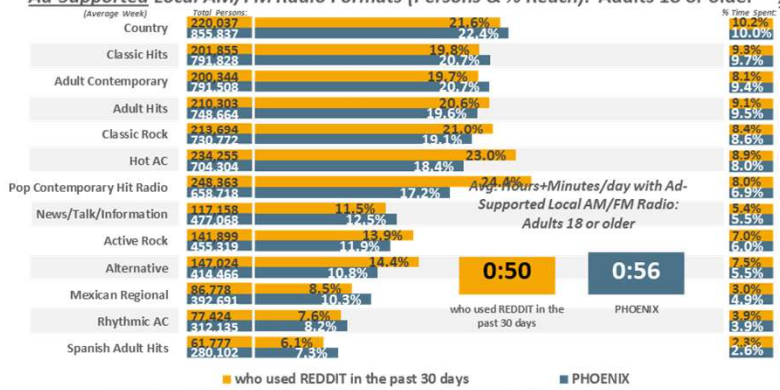
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



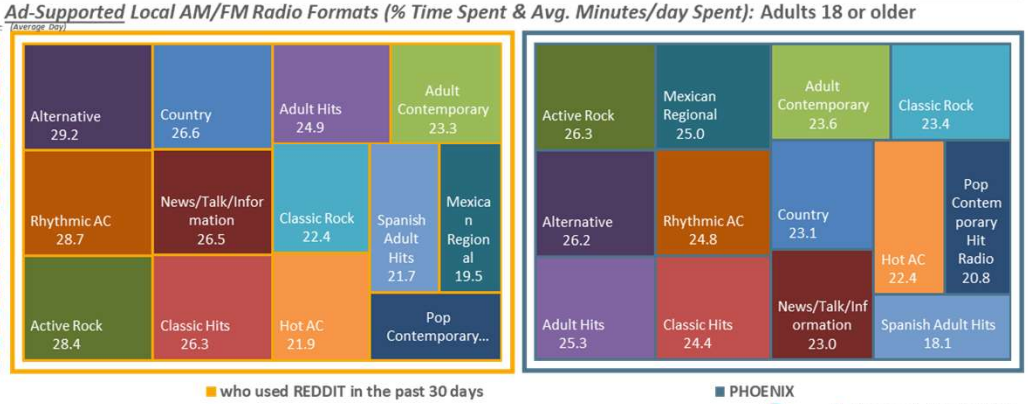

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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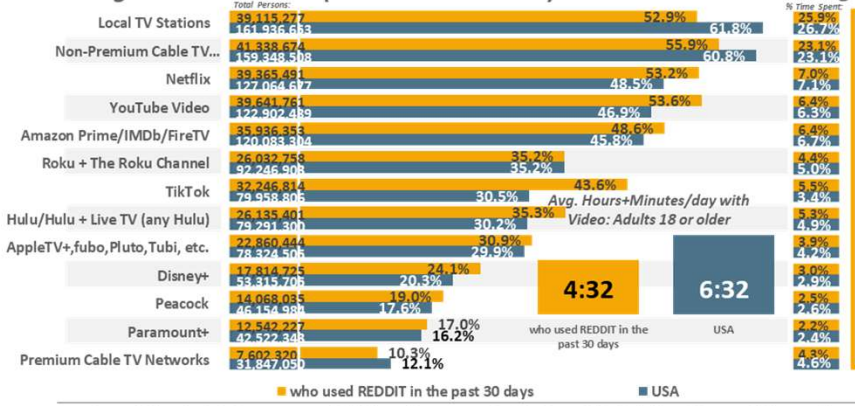
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*Social media apps or websites used or visited past 30 days: Reddit*

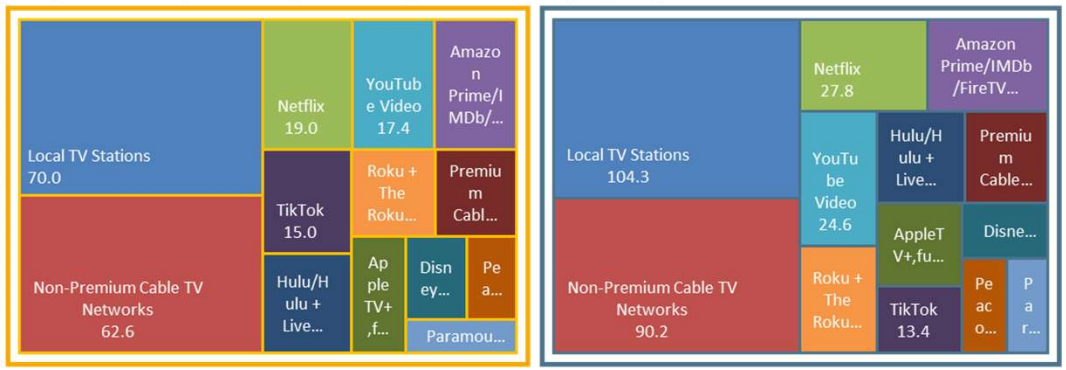
# reddit USA

38,691,539 or 52.3% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations for an average of 67.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

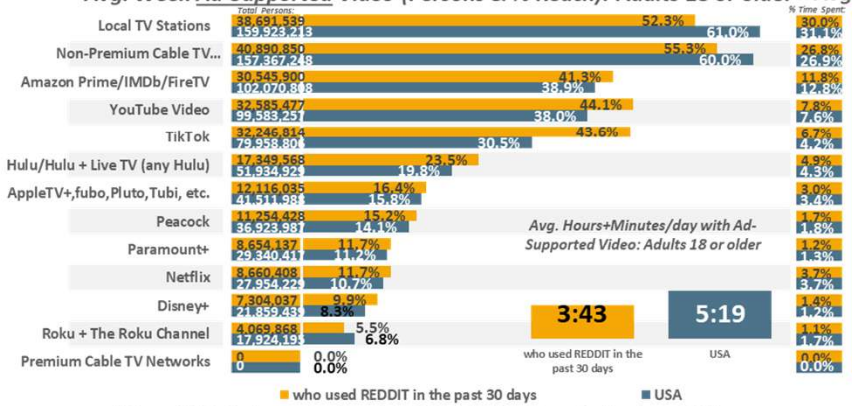
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



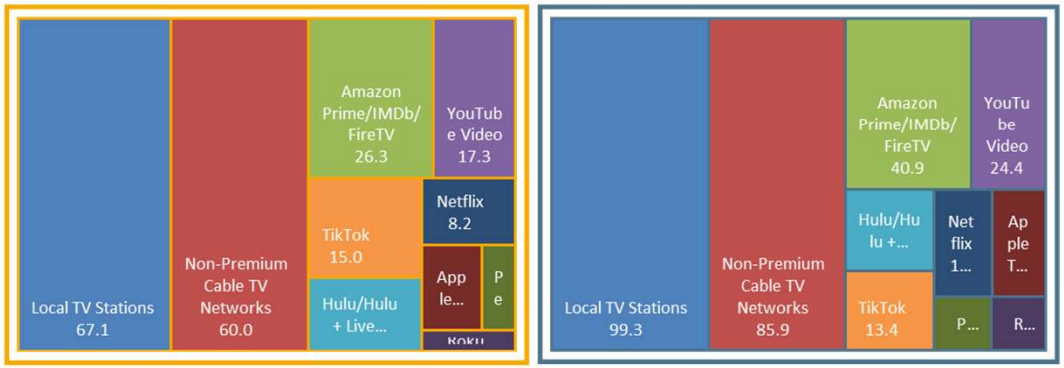

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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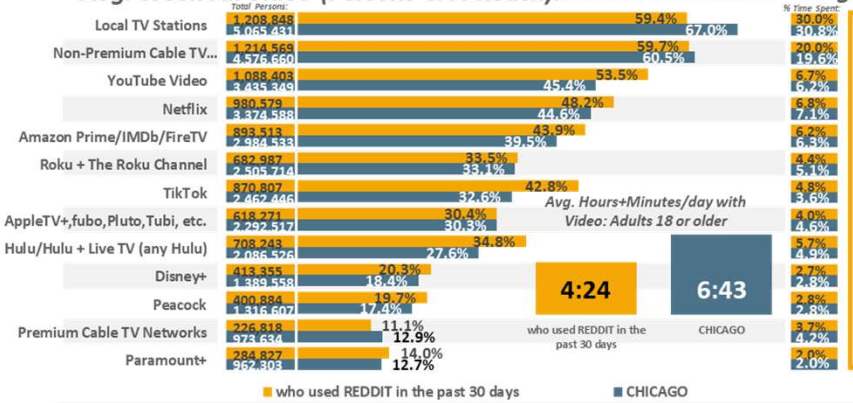
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

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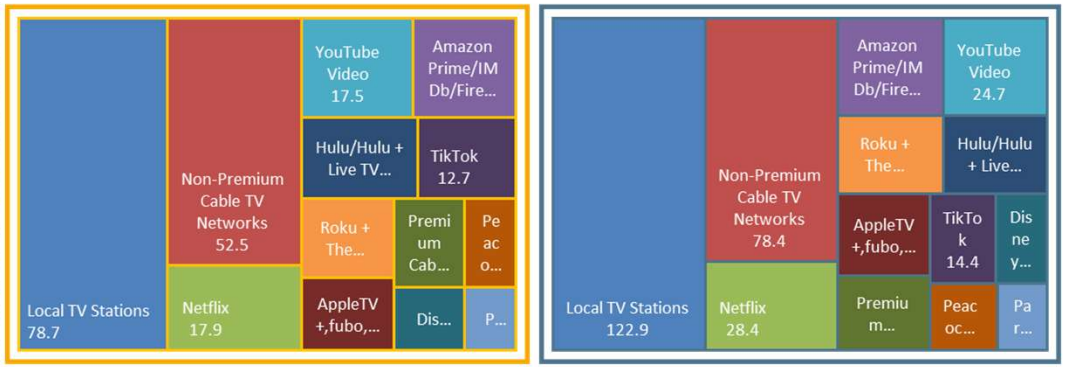
*Social media apps or websites used or visited past 30 days: Reddit*

1,195,533 or 58.7% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations for an average of 75. minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

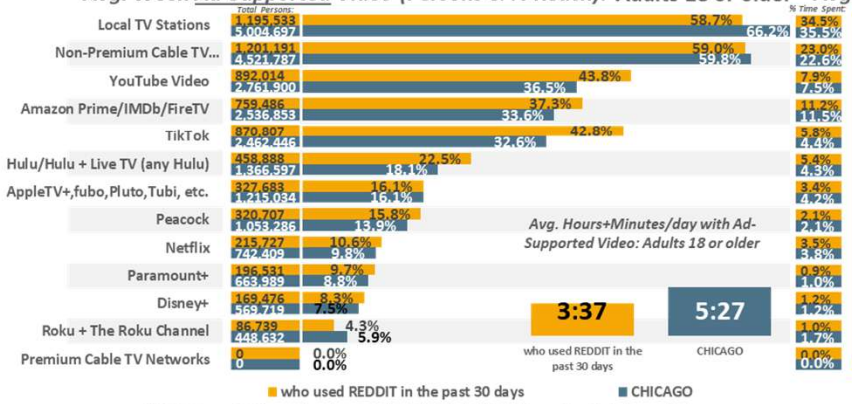
## Avg. Week All Video (Persons & % Reach): Adults 18 or older



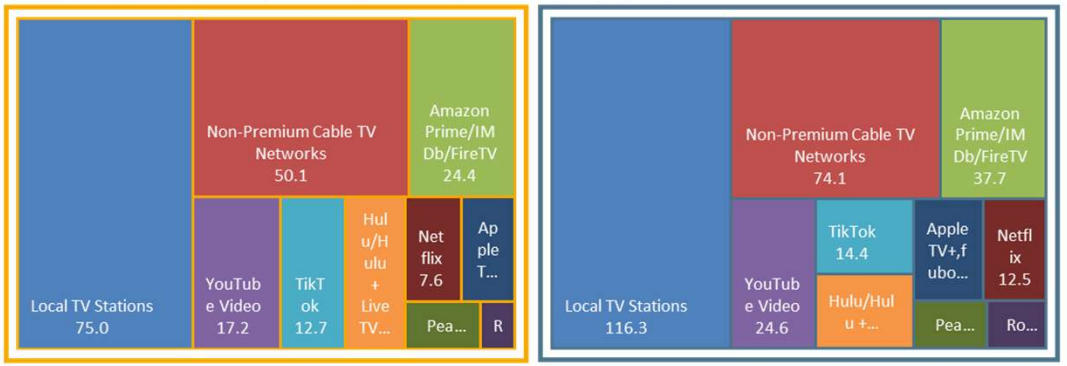

## Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988

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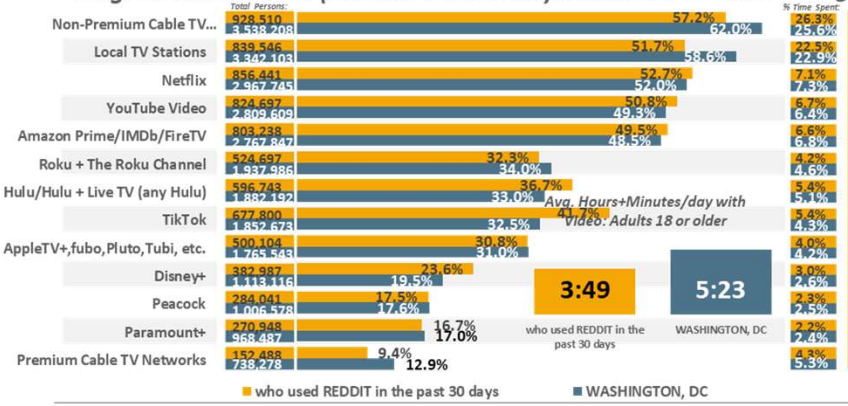
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*Social media apps or websites used or visited past 30 days: Reddit*

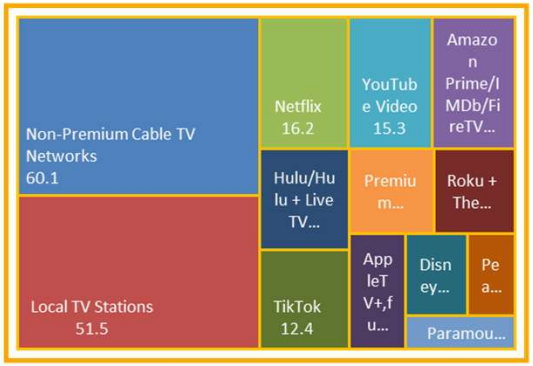
reddit WDC

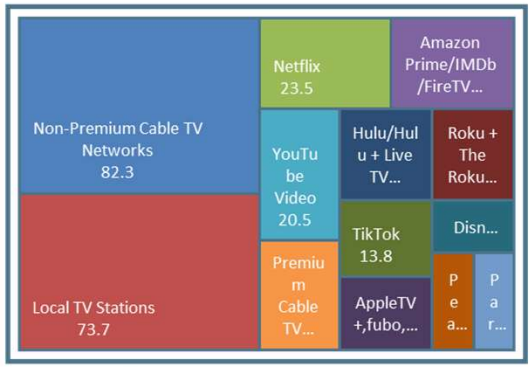
829,871 or 51.1% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations for an average of 49.5 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

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



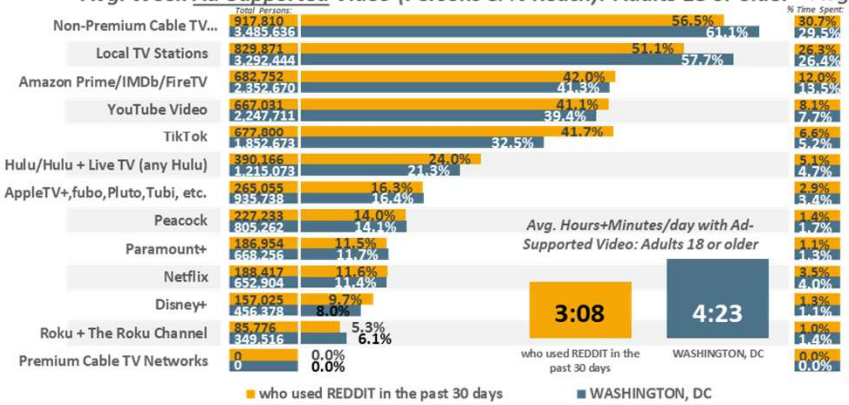

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



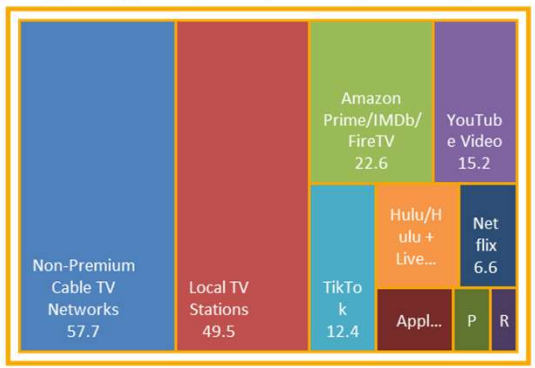



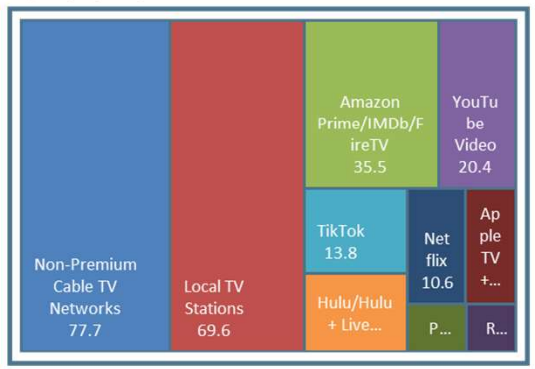

who used REDDIT in the past 30 days ■ WASHINGTON, DC

## *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




who used REDDIT in the past 30 days ■ WASHINGTON, DC

*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

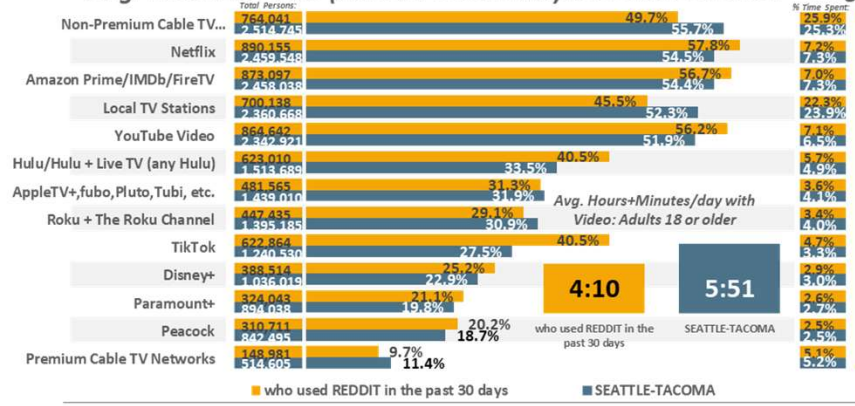
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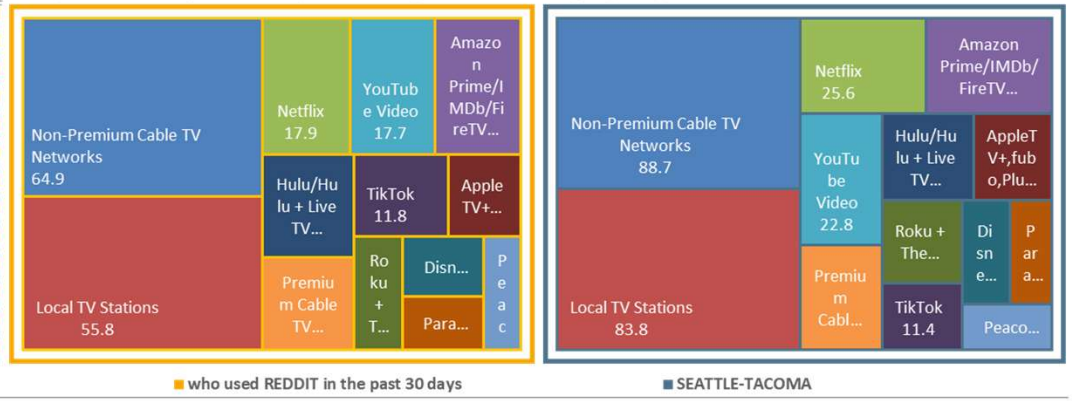
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693,201 or 45.% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations for an average of 53.2 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

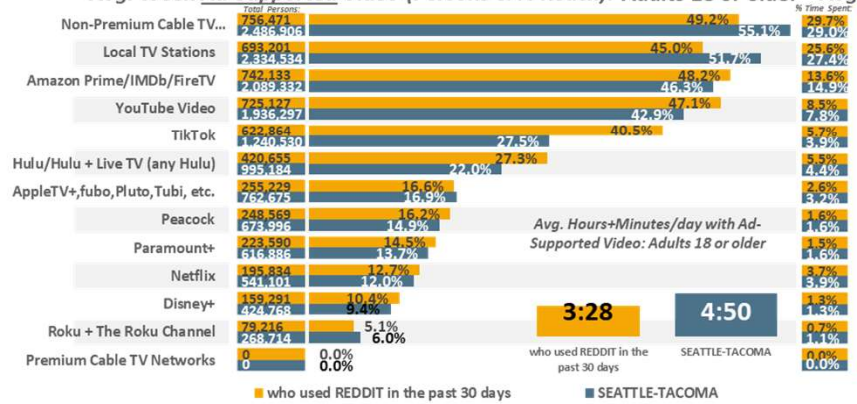
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



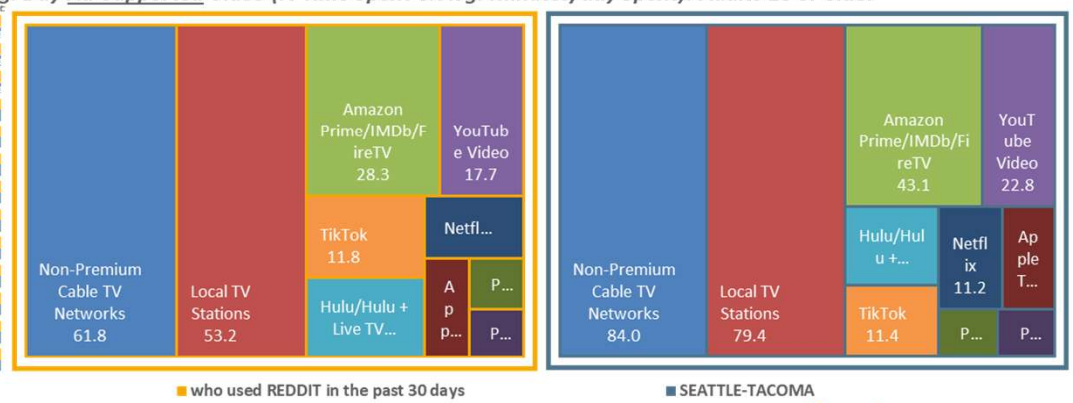

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

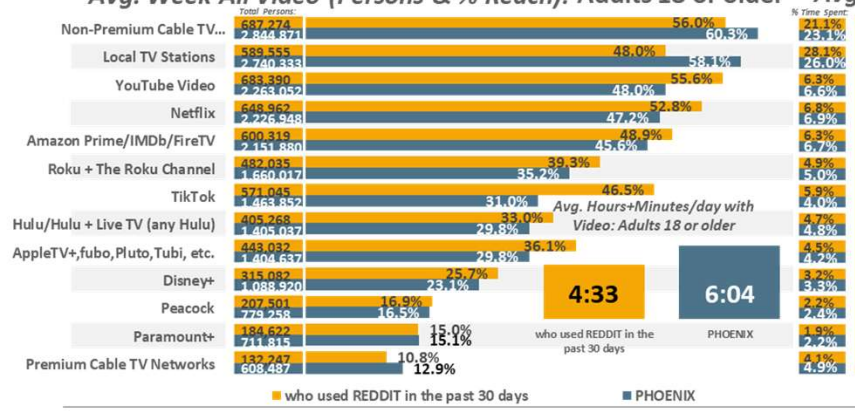
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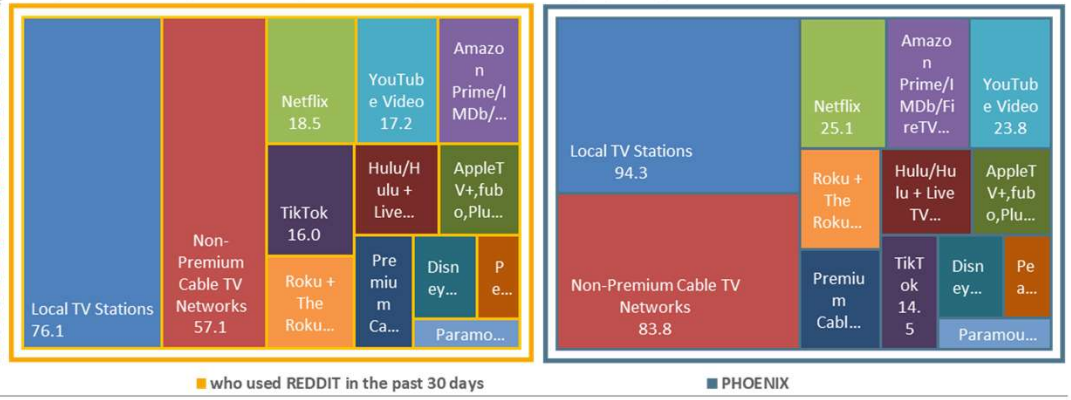
*Social media apps or websites used or visited past 30 days: Reddit*

582,796 or 47.5% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

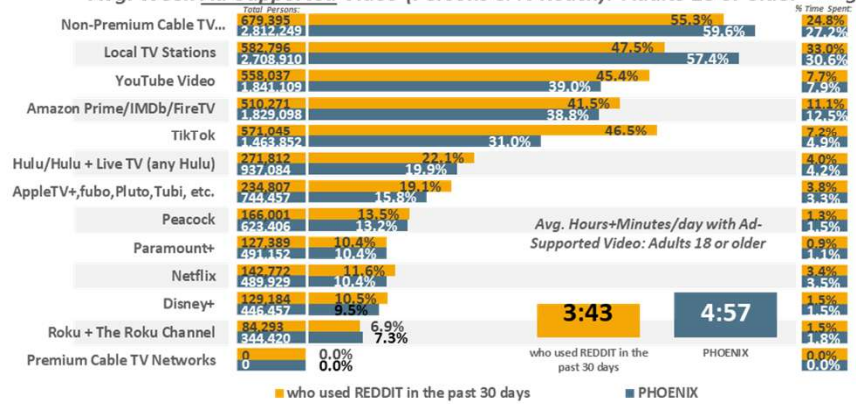
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



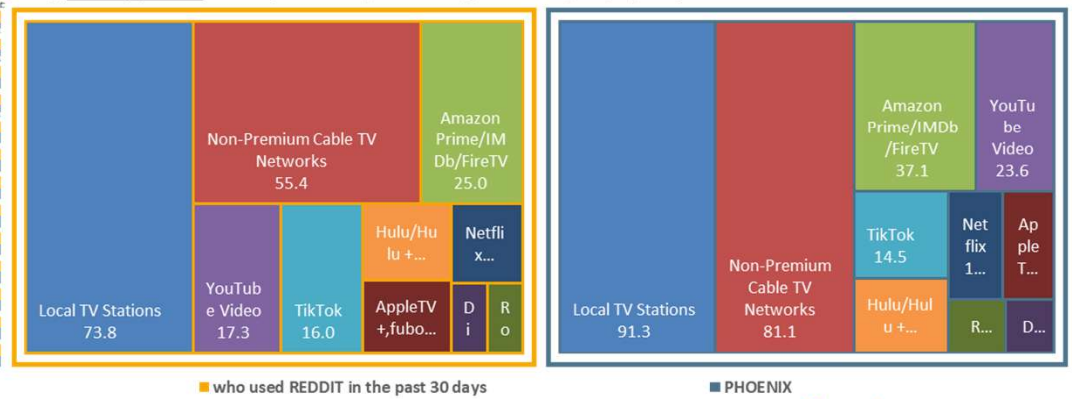

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

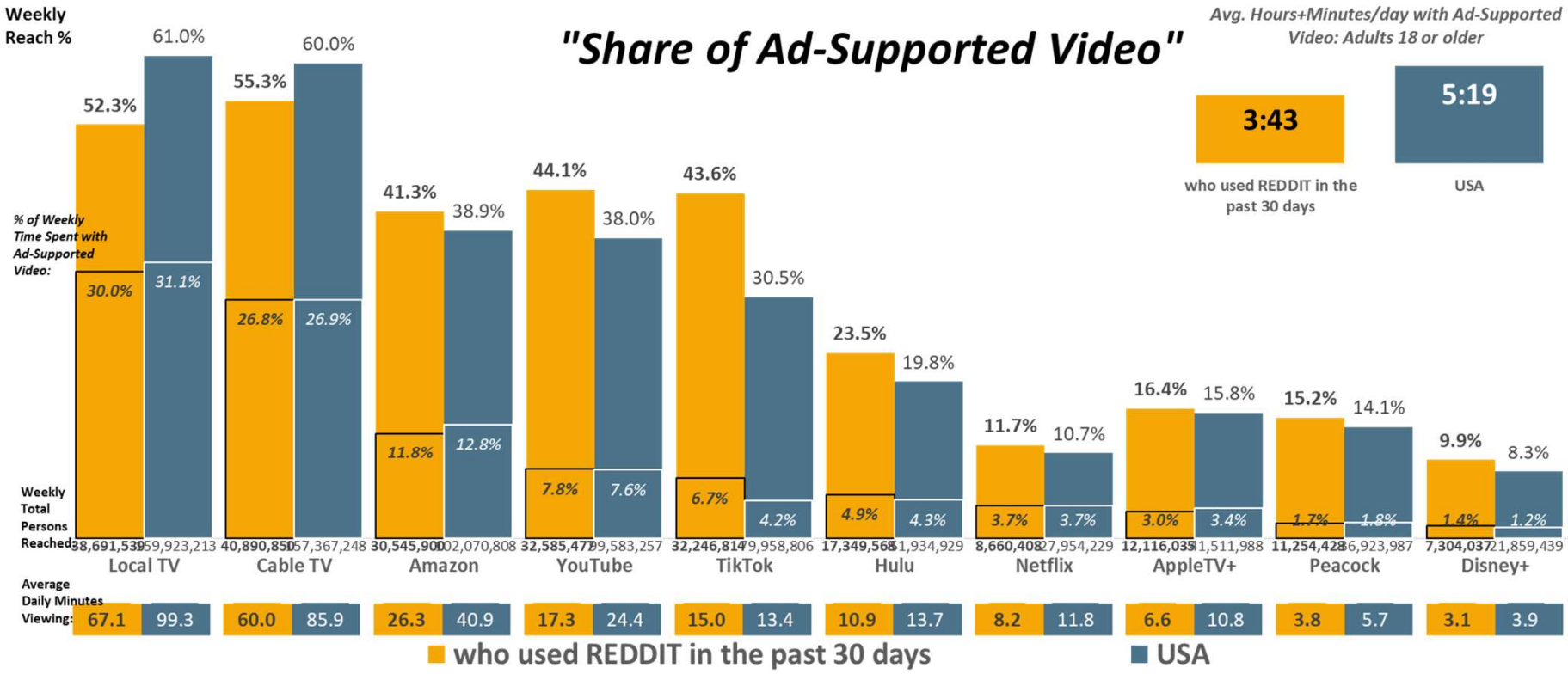
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit USA

38,691,539 or 52.3% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations for an average of 67.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.




USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561

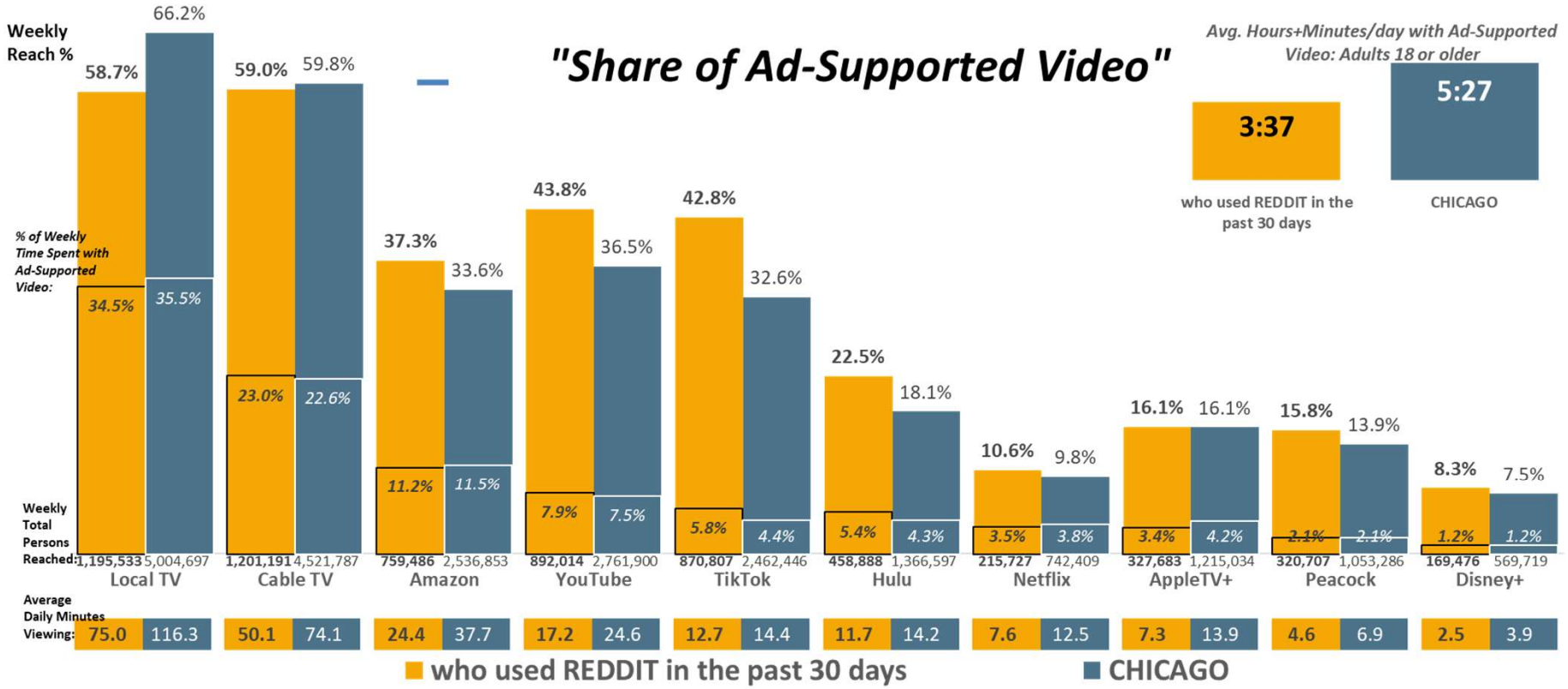
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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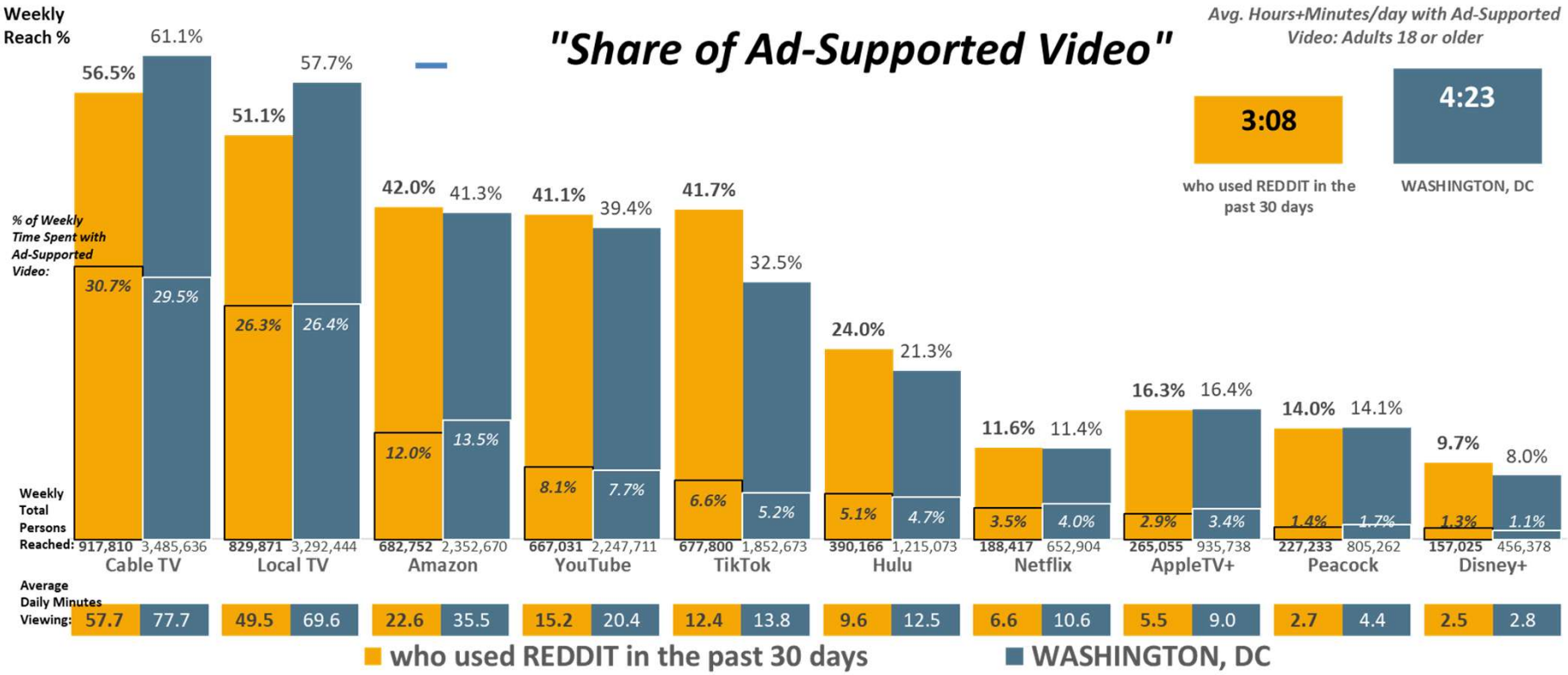

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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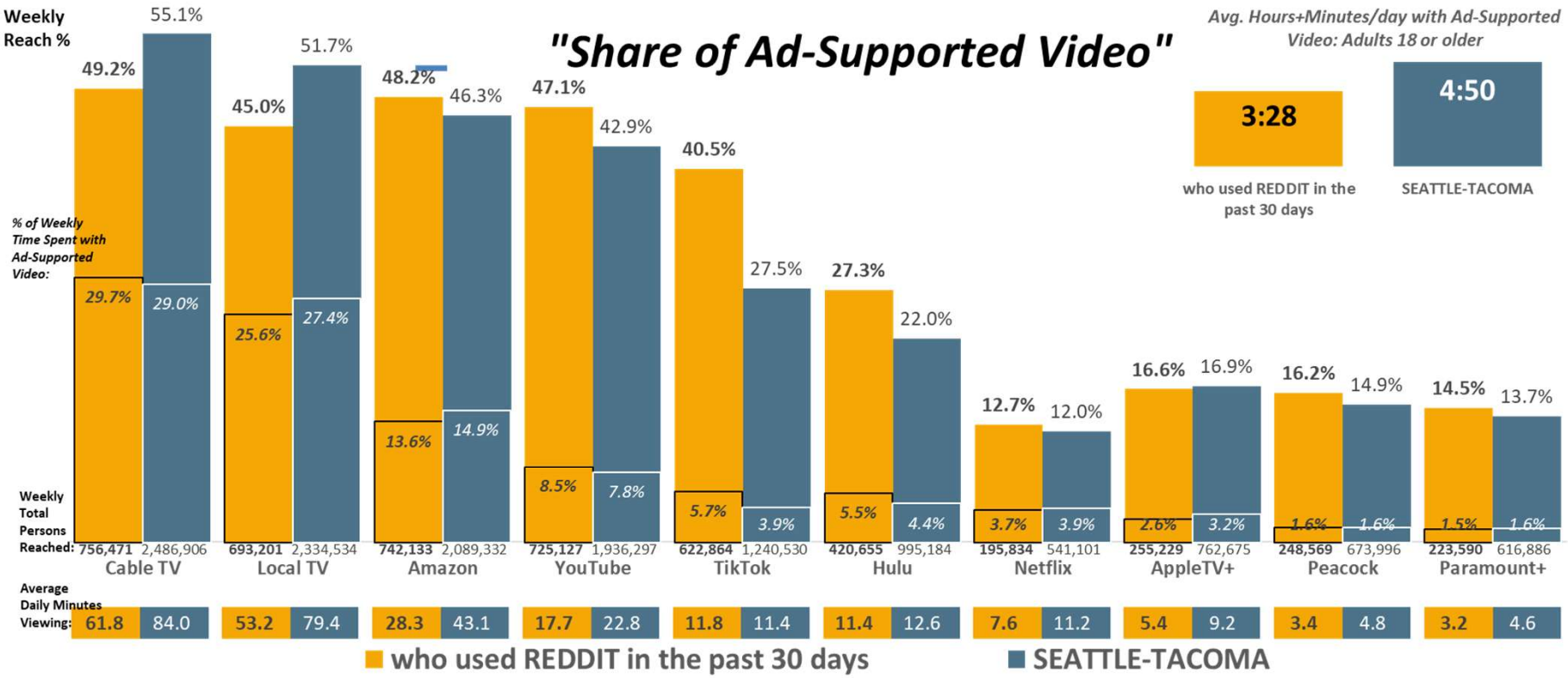

*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857*

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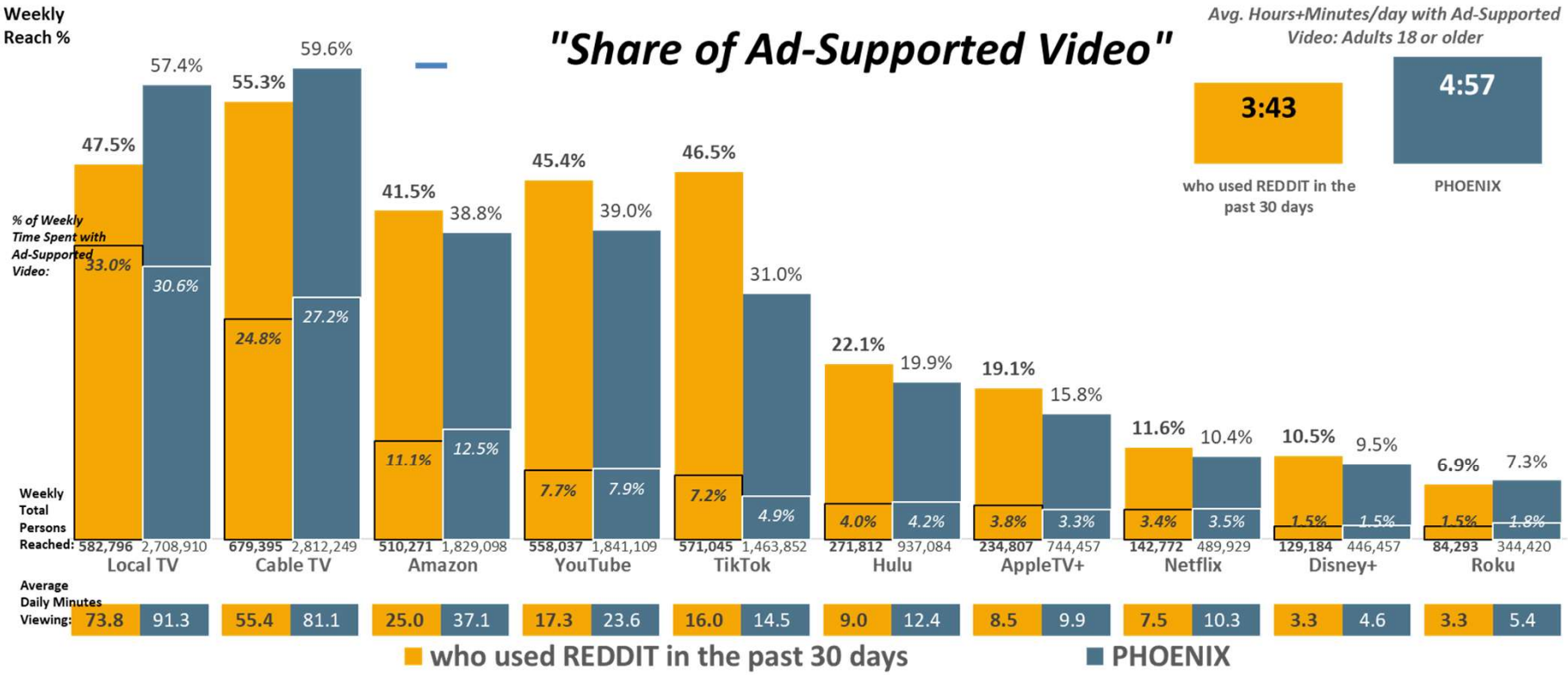

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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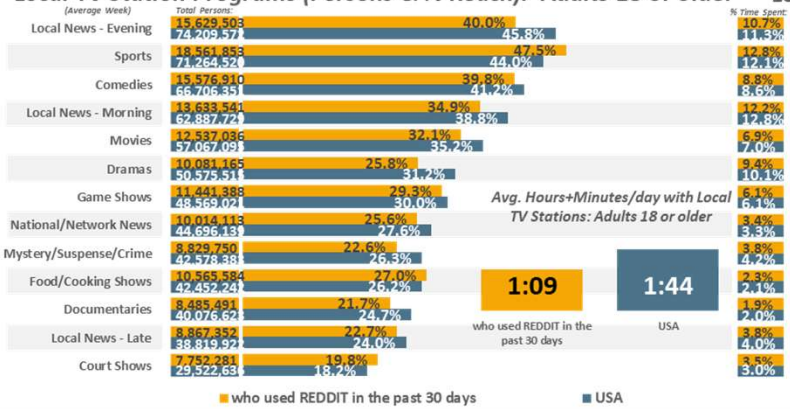
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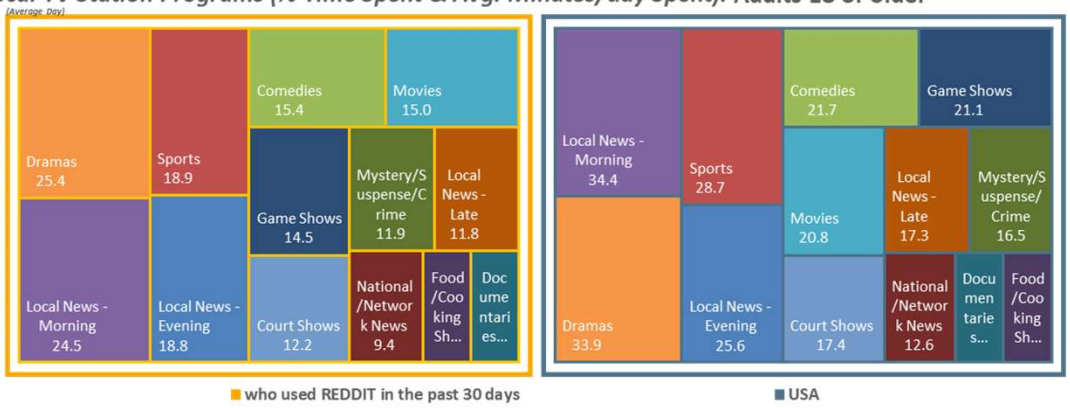
reddit USA

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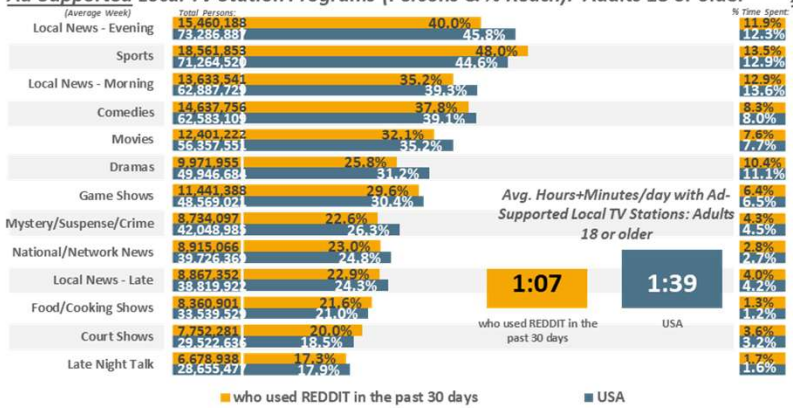
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



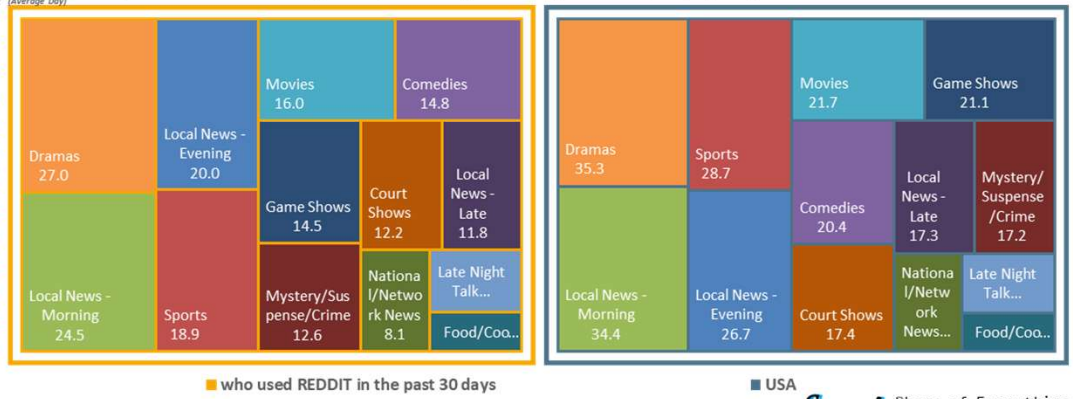

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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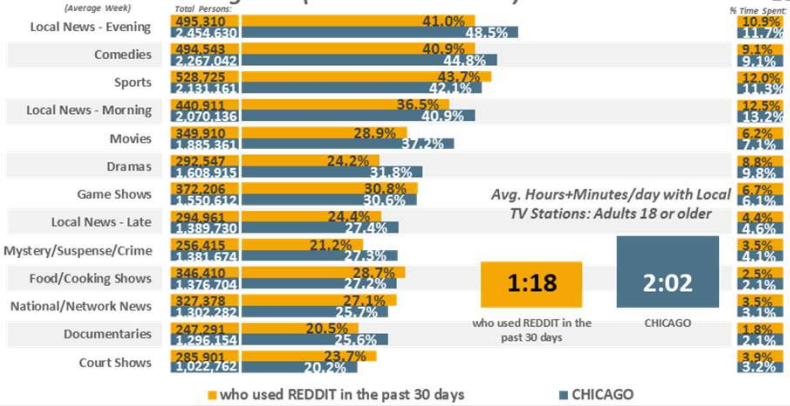
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

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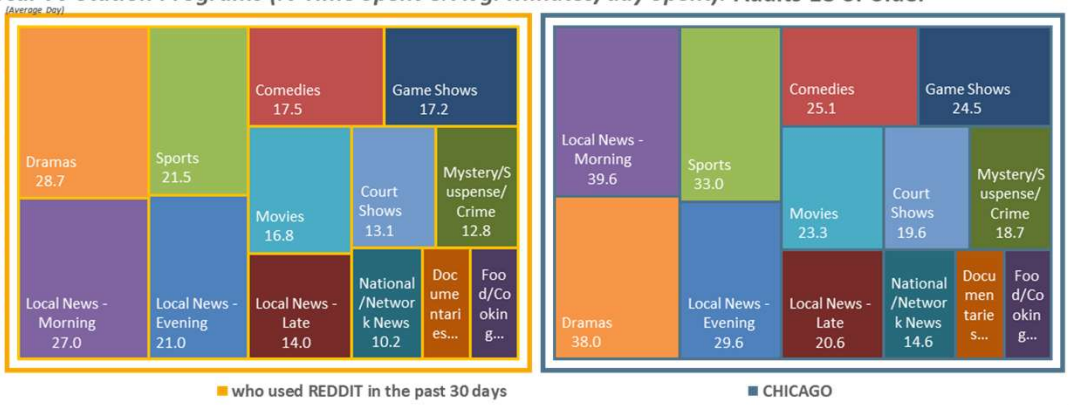
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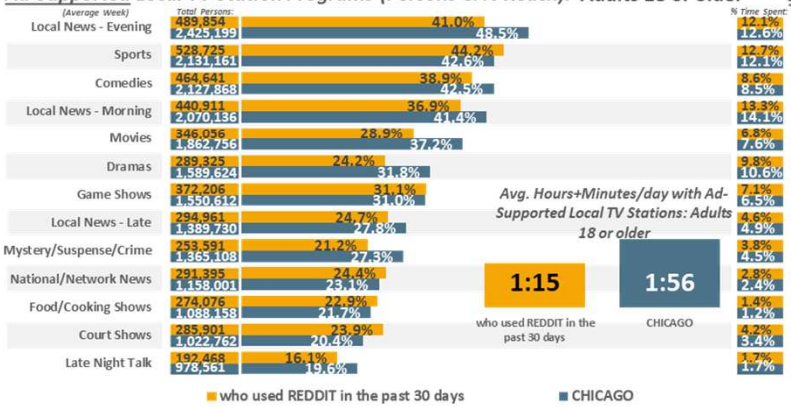
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



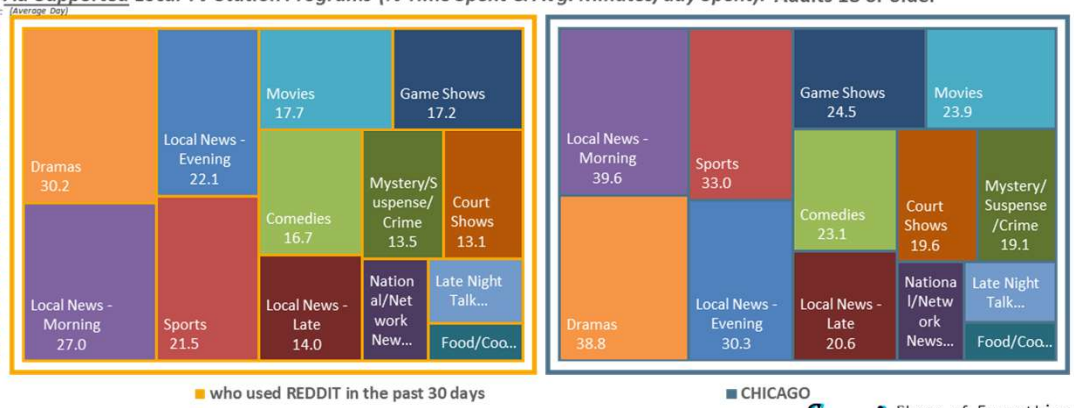

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

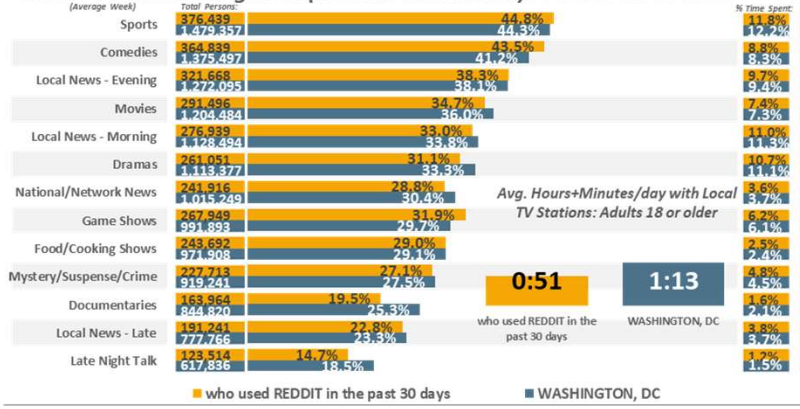
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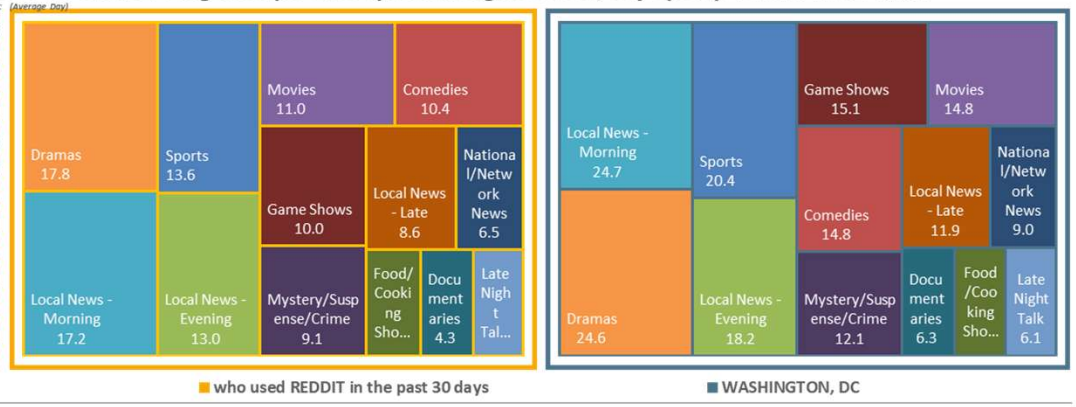
*Social media apps or websites used or visited past 30 days: Reddit*

829,871 or 51.1% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Game Shows.

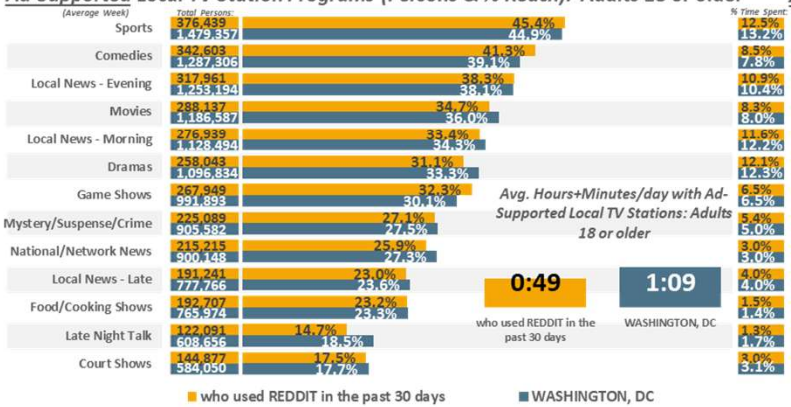
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



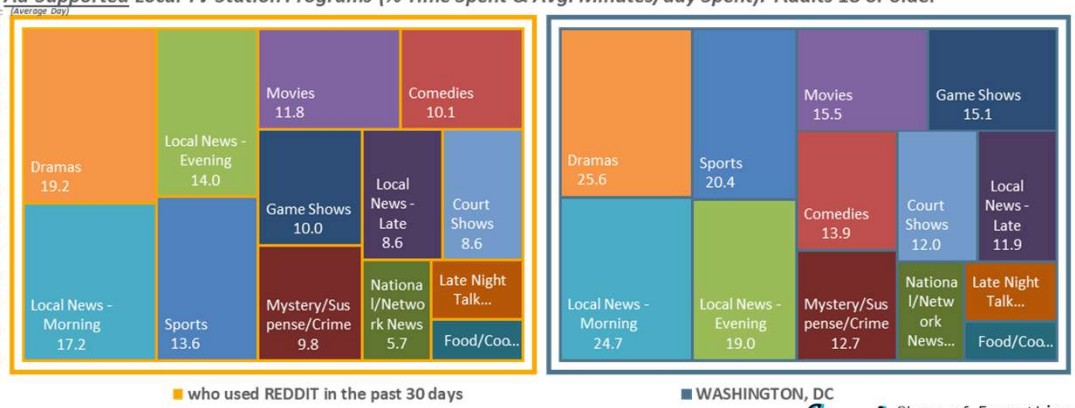

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

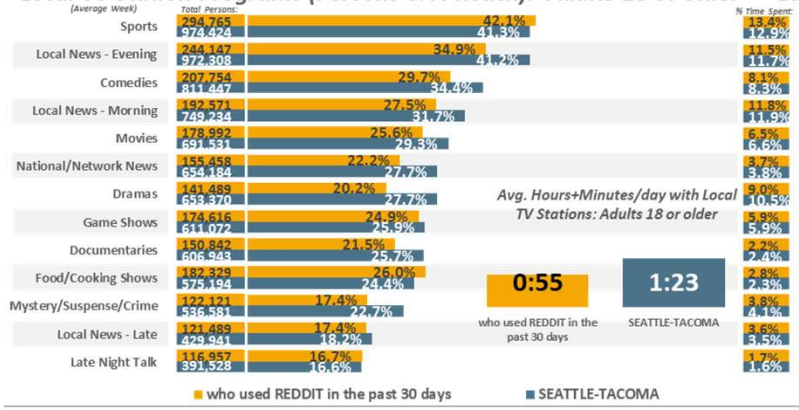
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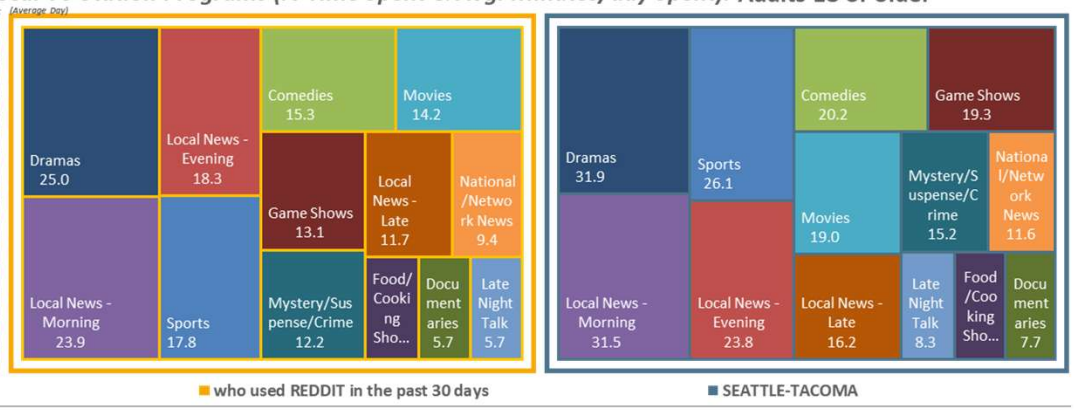
*Social media apps or websites used or visited past 30 days: Reddit*

693,201 or 45.% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

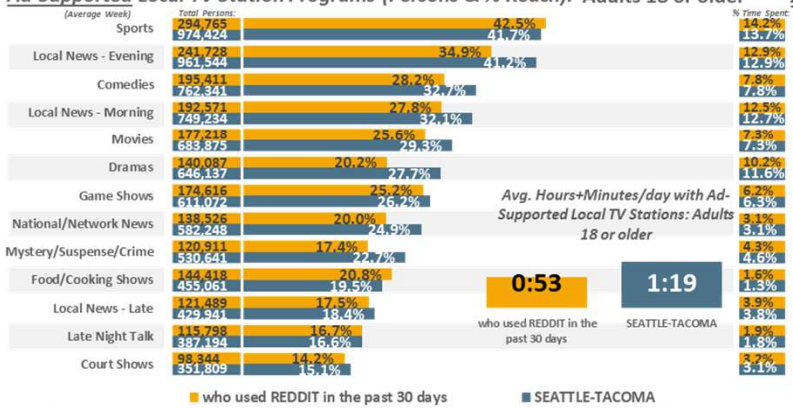
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



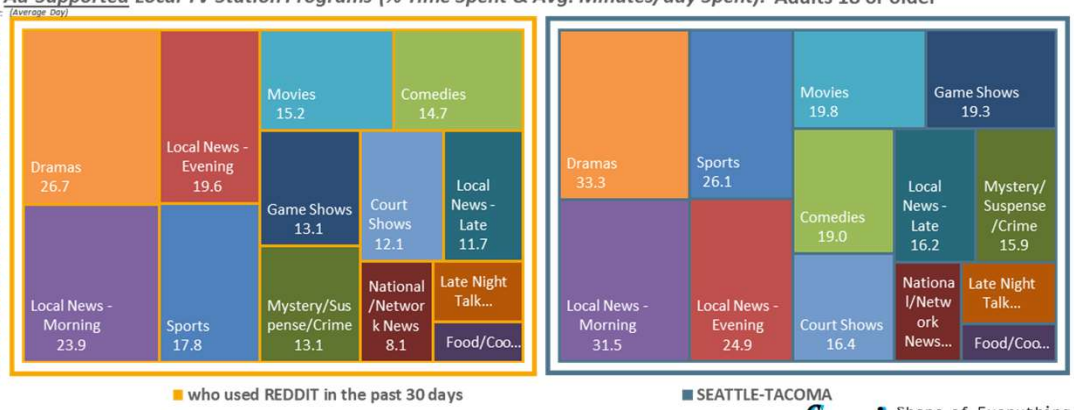

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

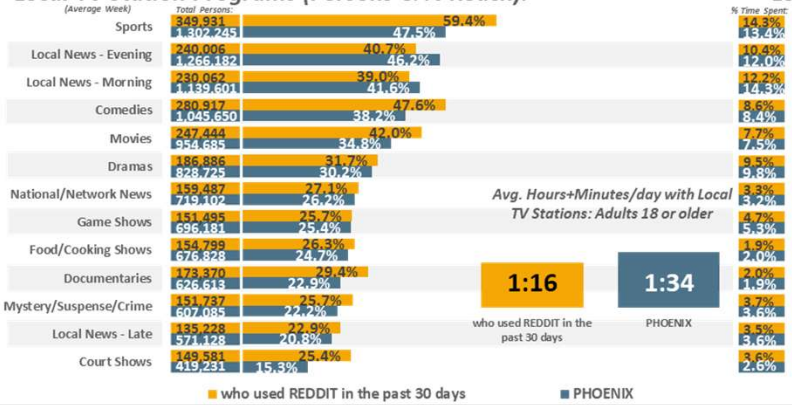
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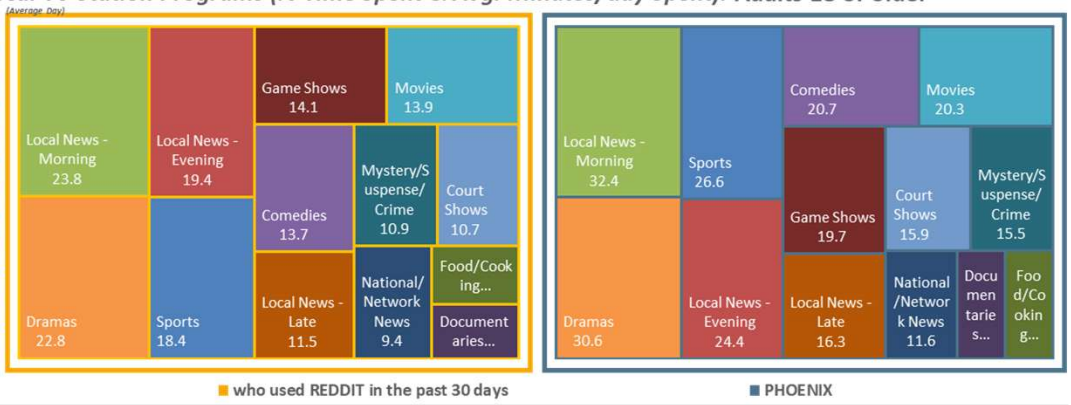
*Social media apps or websites used or visited past 30 days: Reddit*

582,796 or 47.5% of Adults 18 or older who used REDDIT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

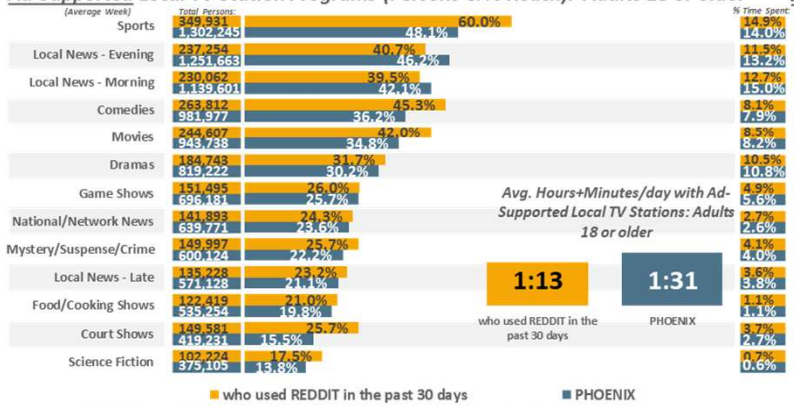
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



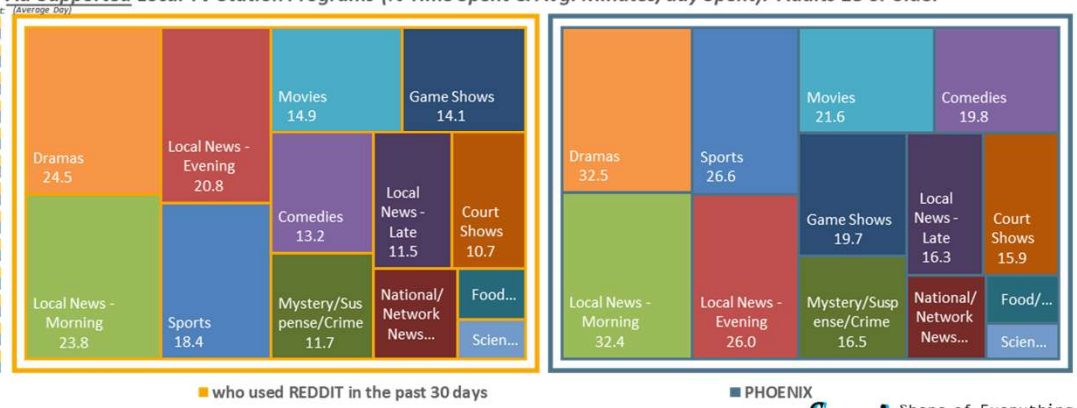

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

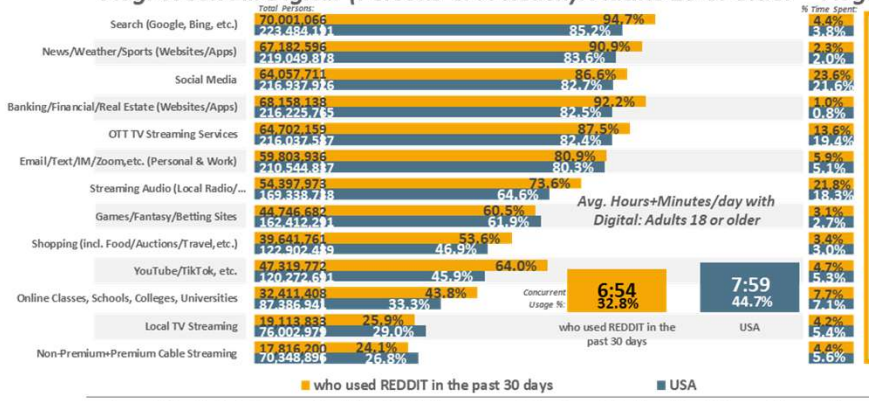
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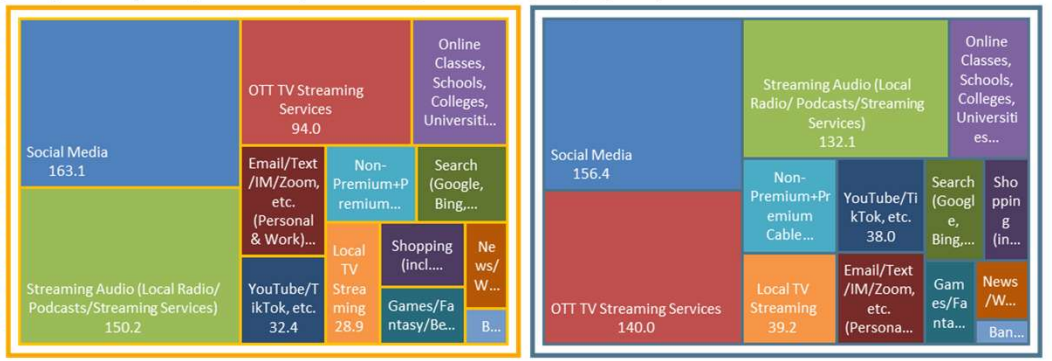
*Social media apps or websites used or visited past 30 days: Reddit*

50,268,226 or 68.% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Social Media for an average of 128. minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

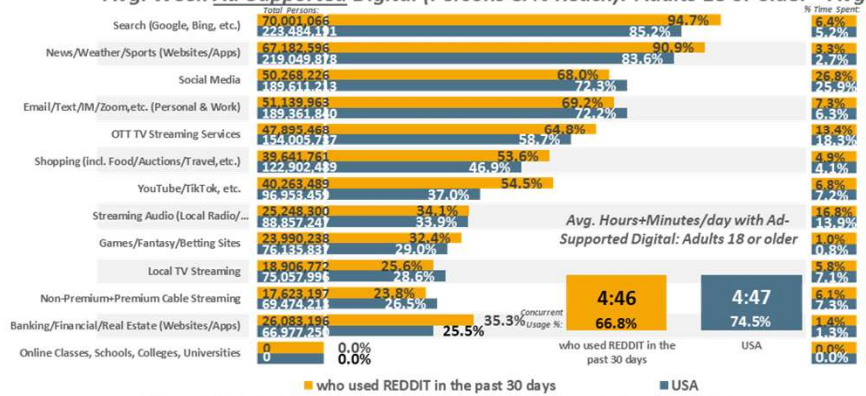
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



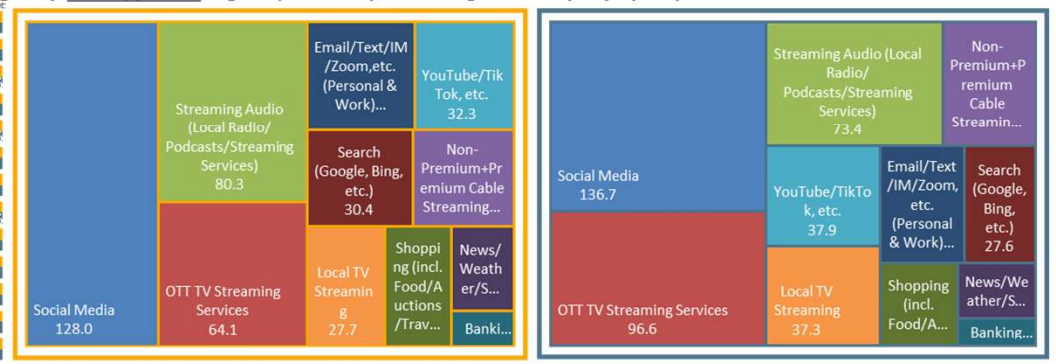

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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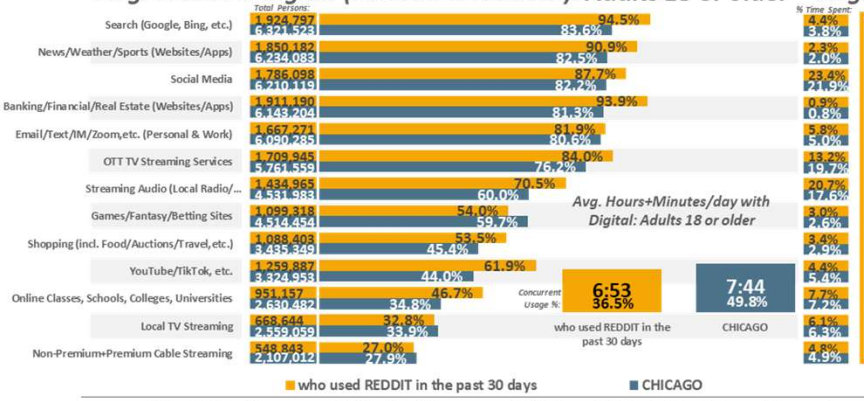
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

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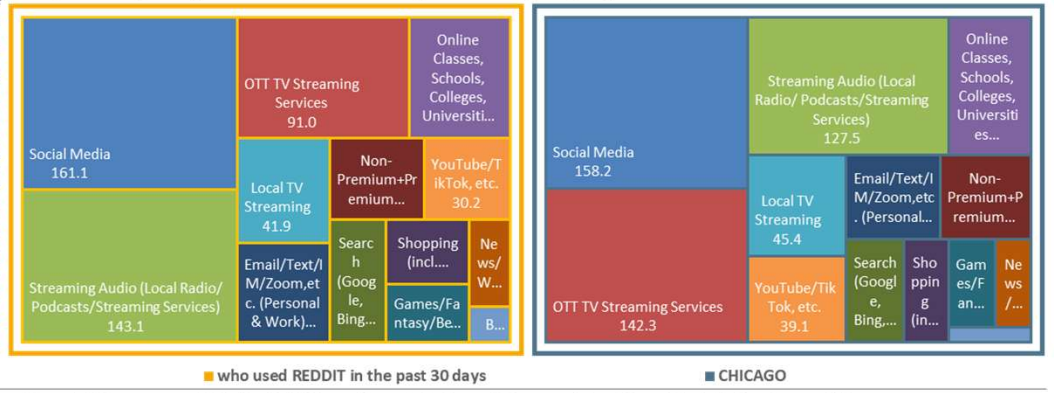
*Social media apps or websites used or visited past 30 days: Reddit*

1,378,718 or 67.7% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Social Media for an average of 124.3 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

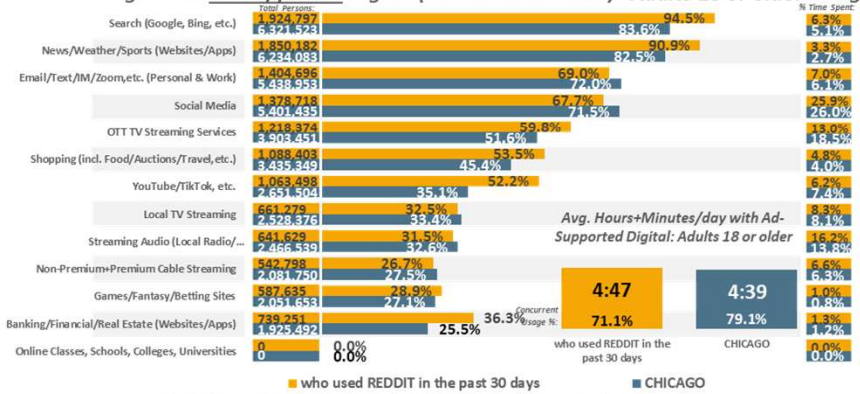
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



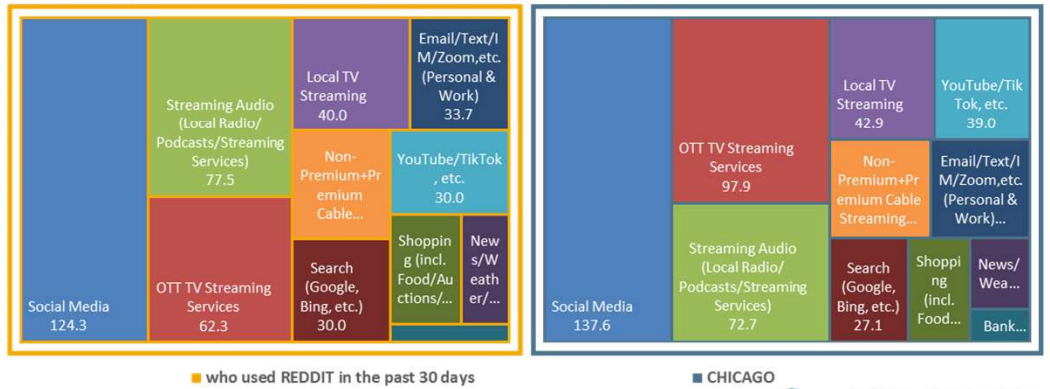

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

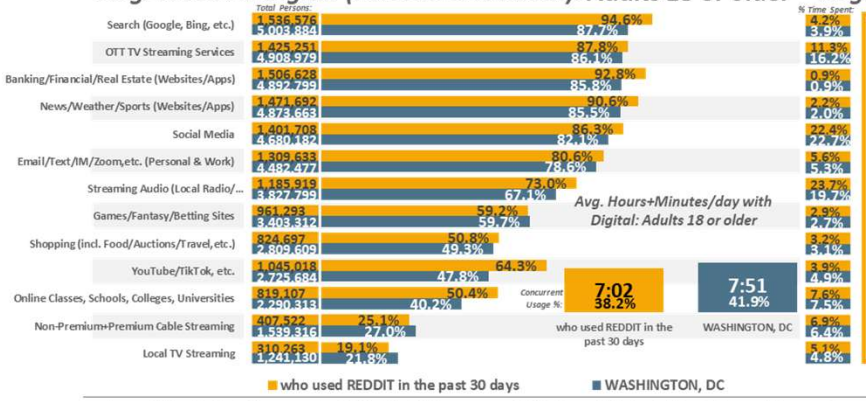
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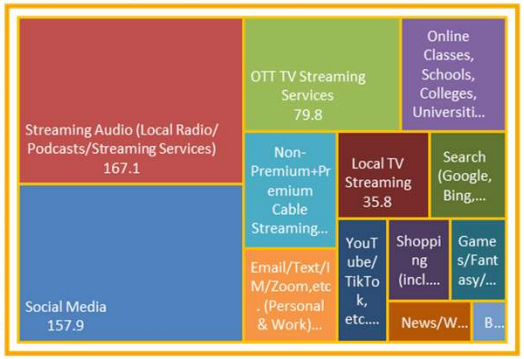
*Social media apps or websites used or visited past 30 days: Reddit*

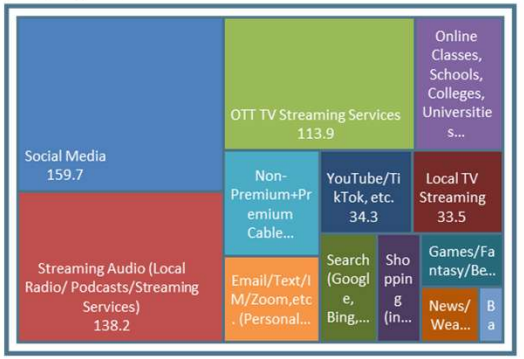
1,068,059 or 65.8% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Social Media for an average of 120.3 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

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

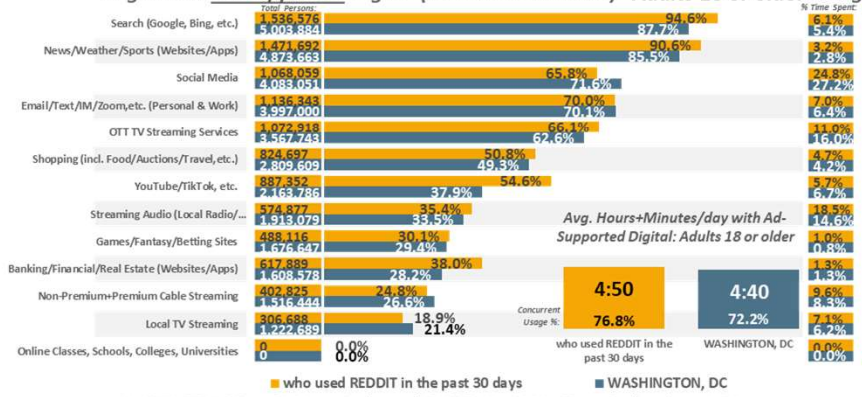



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

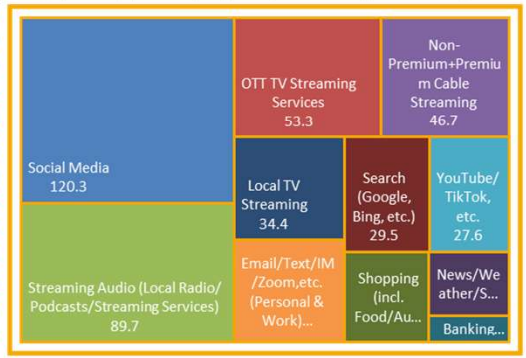


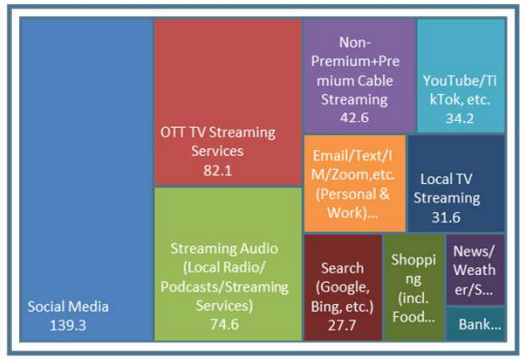




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

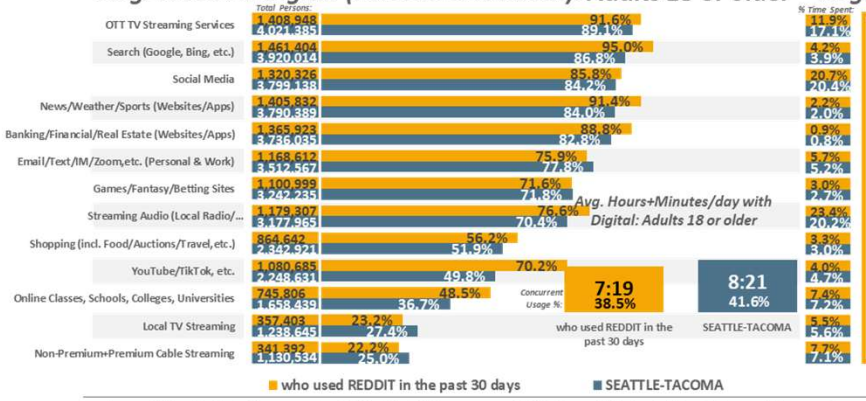
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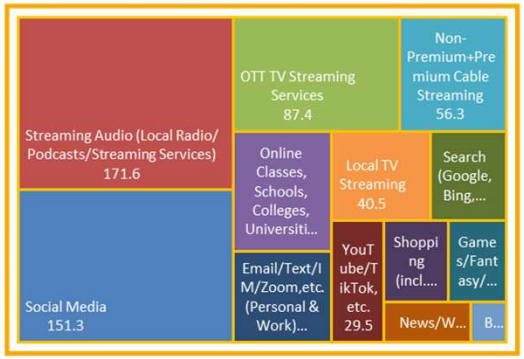
*Social media apps or websites used or visited past 30 days: Reddit*

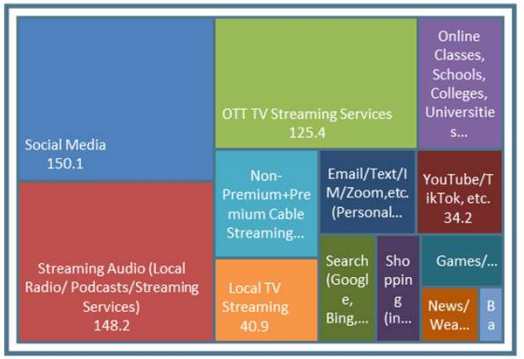
1,022,602 or 66.5% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Social Media for an average of 117.2 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

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

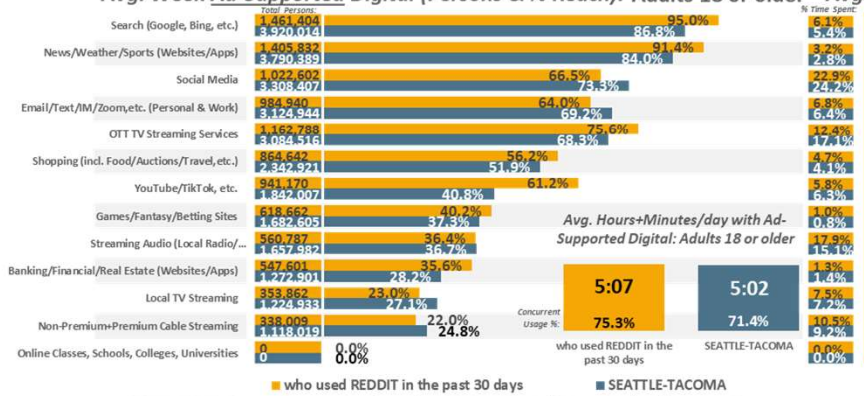



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

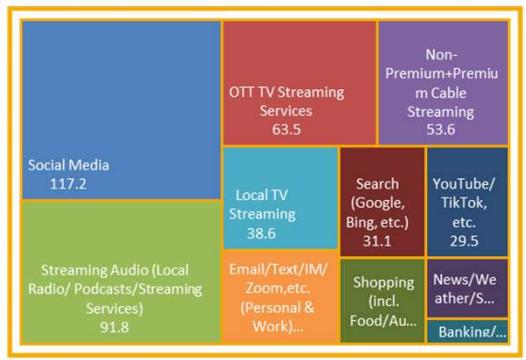


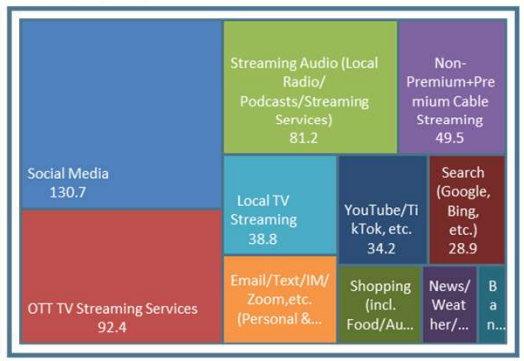




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

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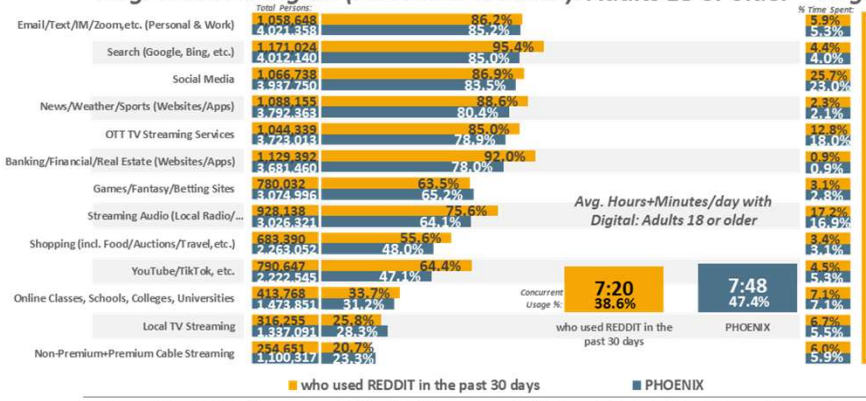
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*Social media apps or websites used or visited past 30 days: Reddit*

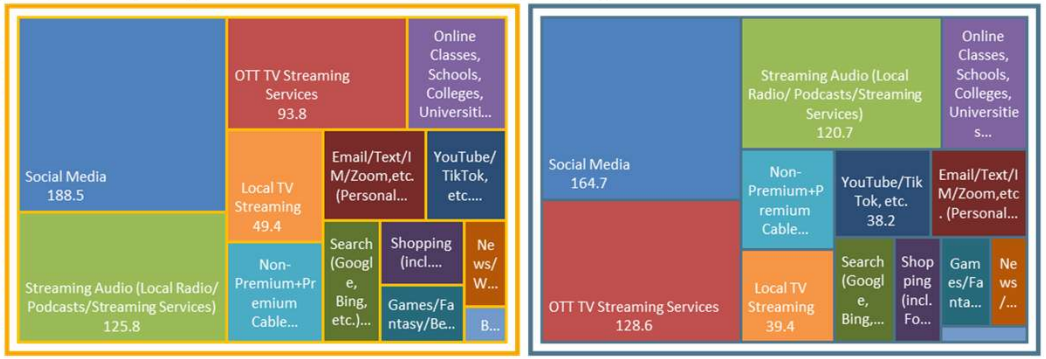
reddit PHX

890,035 or 72.5% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Social Media for an average of 157.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

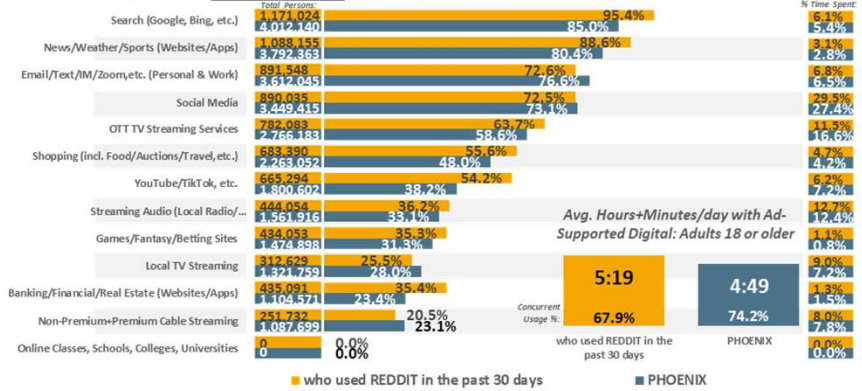
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



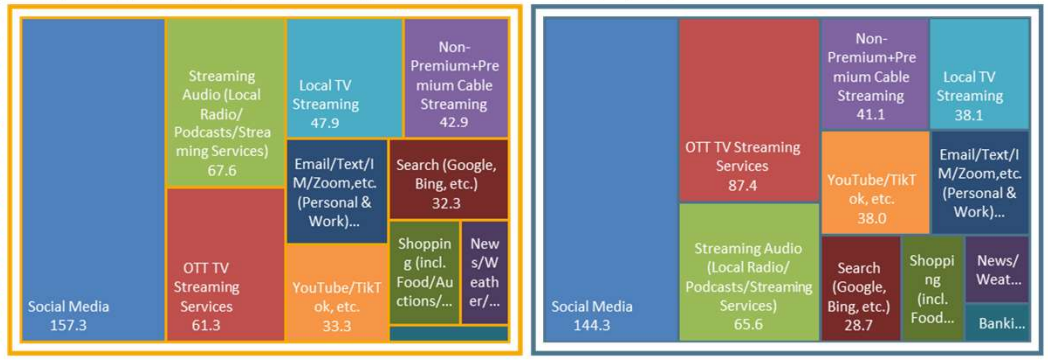

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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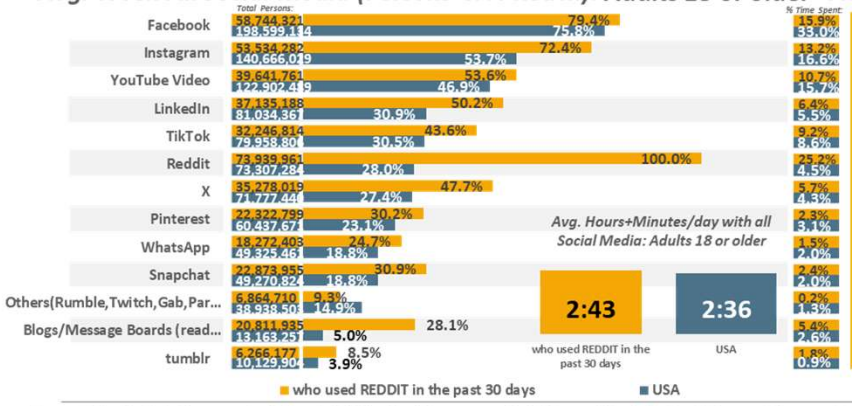
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*Social media apps or websites used or visited past 30 days: Reddit*

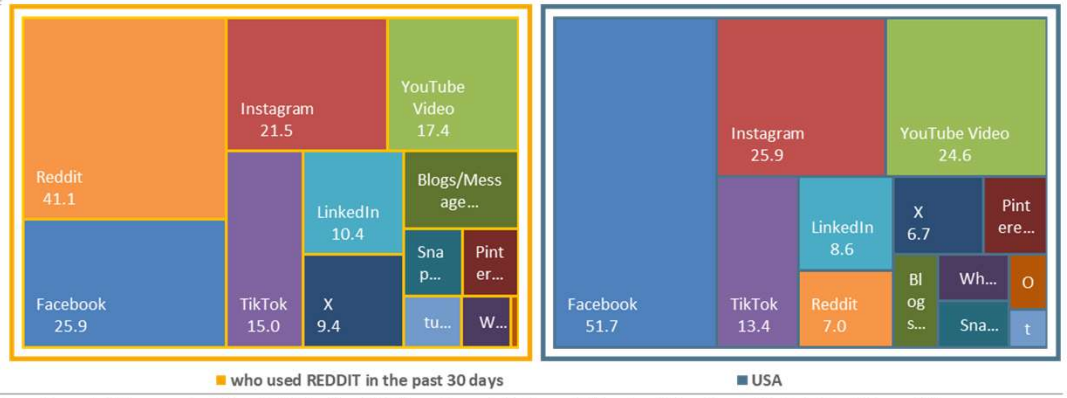
# reddit USA

50,268,226 or 68.% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 33.7 minutes every day representing 26.3% of all time spent daily with Ad-Supported Social Media.

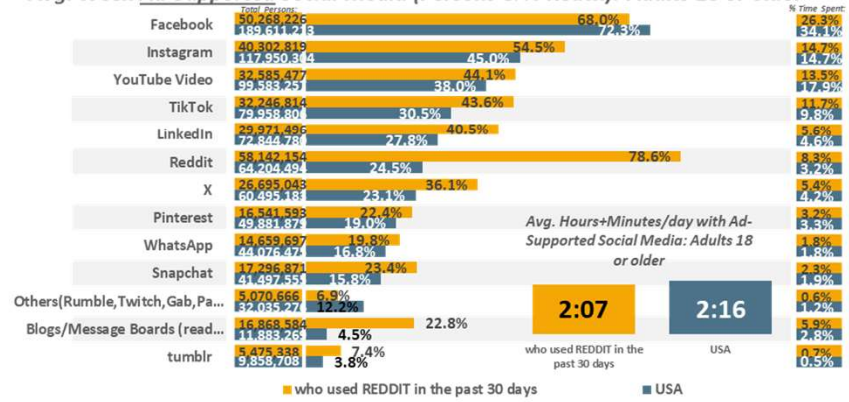
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



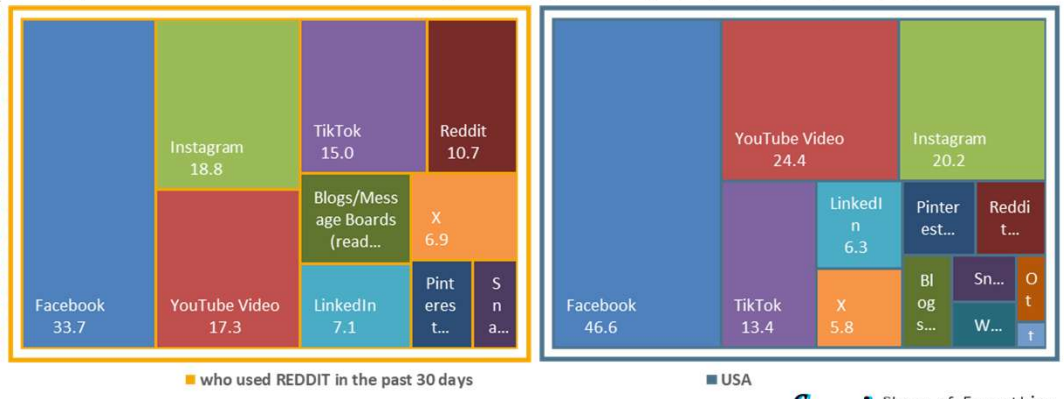

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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 R1 2025: Feb24-Mar25 Qual Intab 6,561

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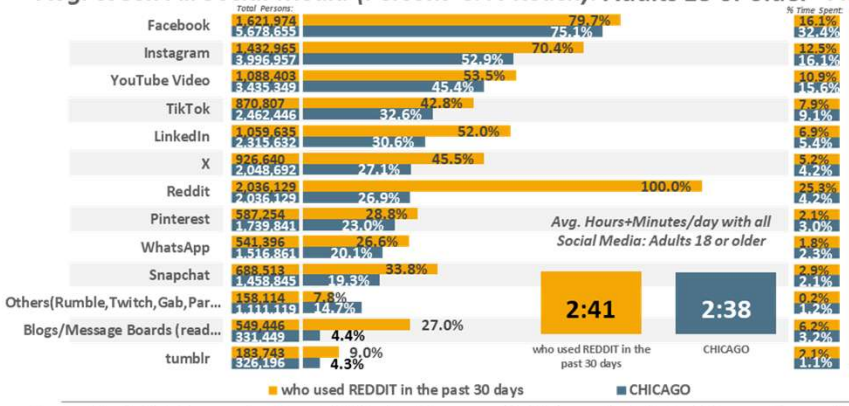
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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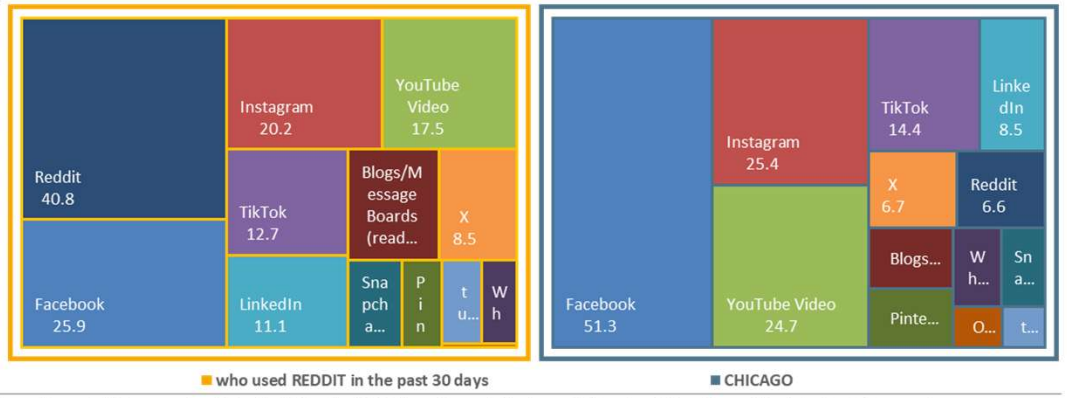
*Social media apps or websites used or visited past 30 days: Reddit*

1,378,718 or 67.7% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 33.3 minutes every day representing 26.8% of all time spent daily with Ad-Supported Social Media.

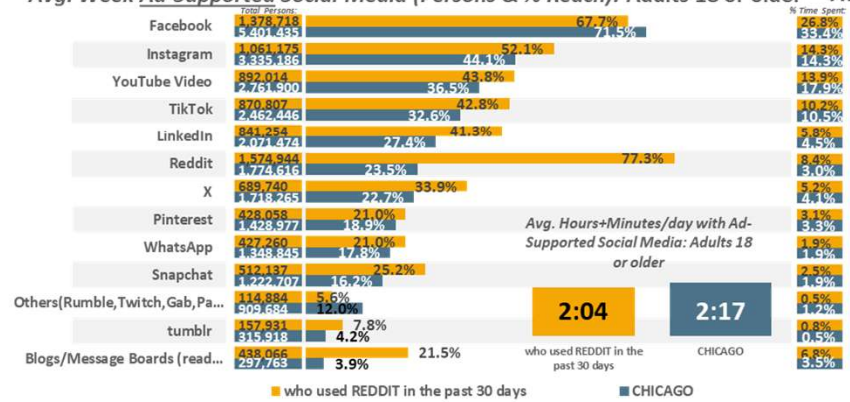
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



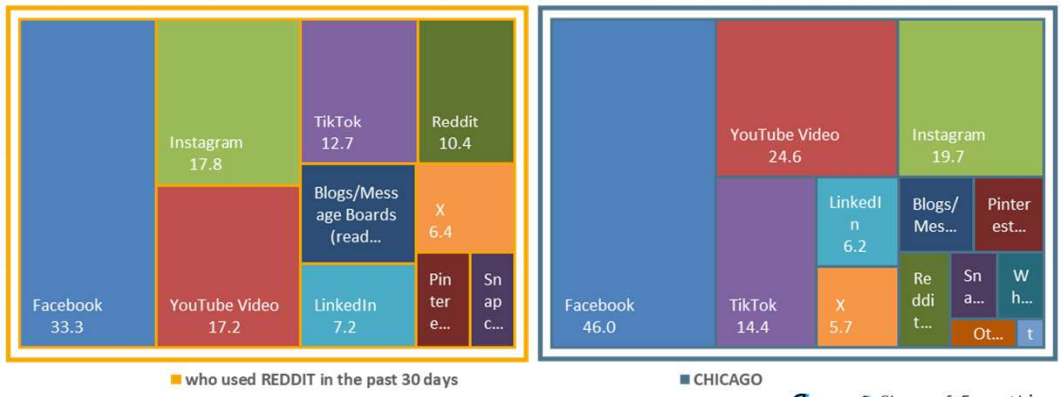

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

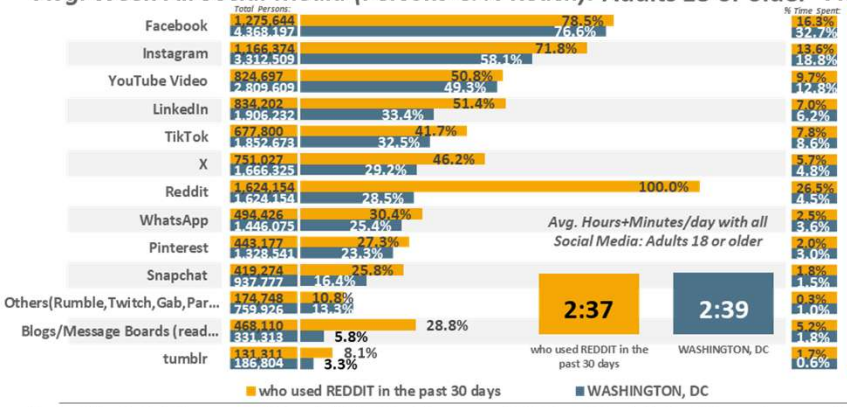
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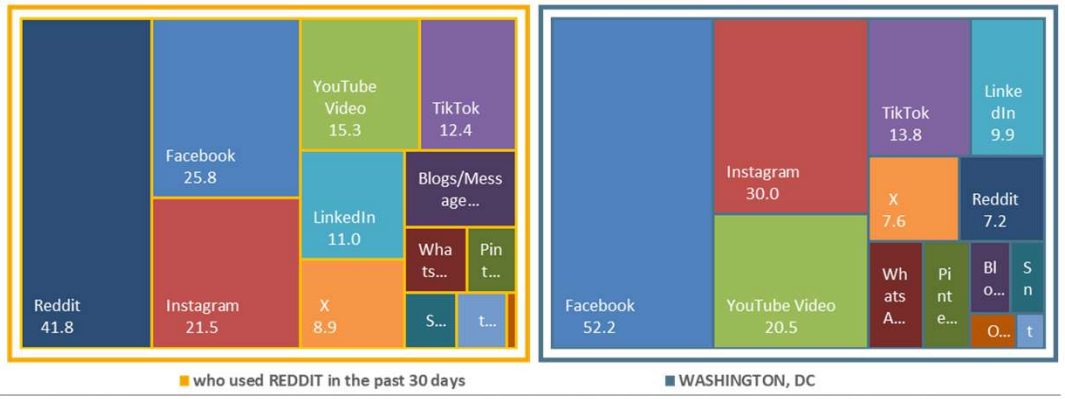
*Social media apps or websites used or visited past 30 days: Reddit*

1,068,059 or 65.8% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 32.9 minutes every day representing 27.4% of all time spent daily with Ad-Supported Social Media.

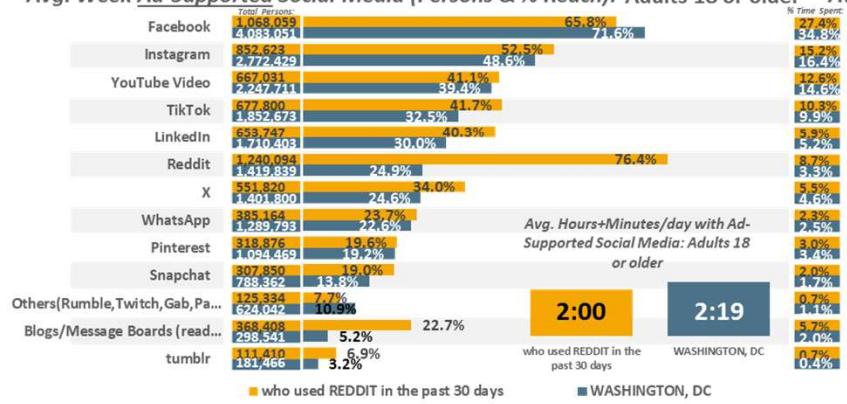
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



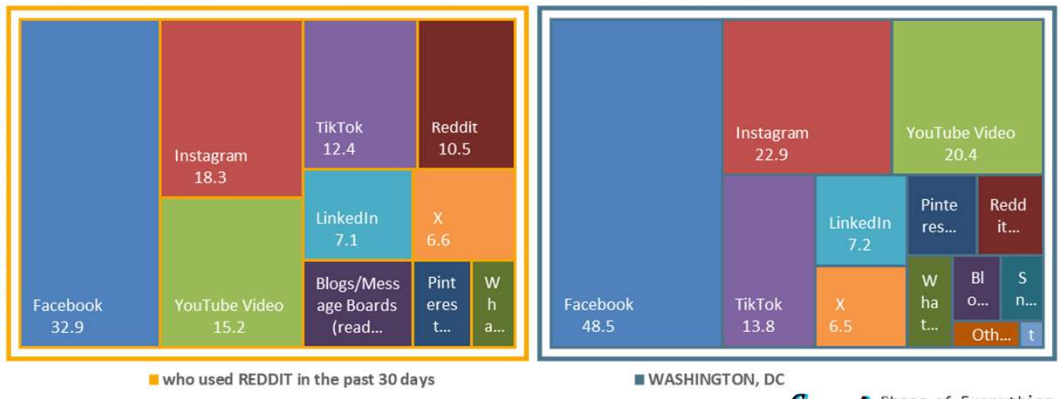

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

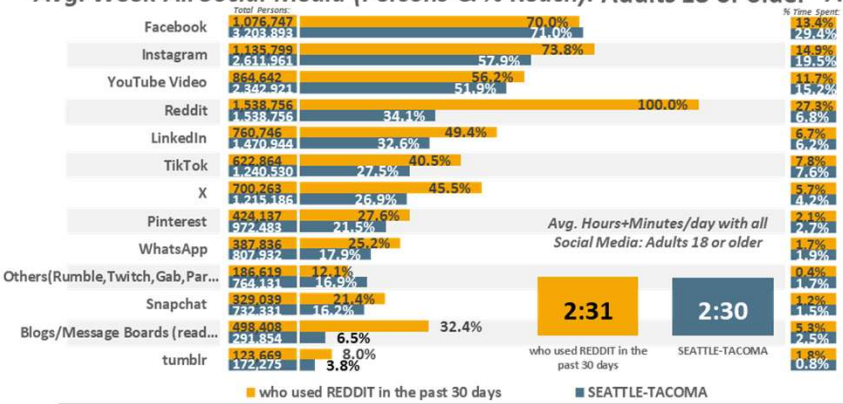
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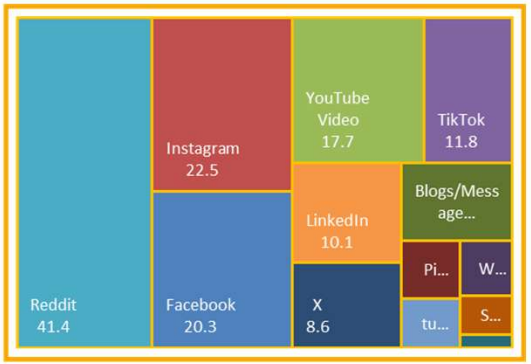
*Social media apps or websites used or visited past 30 days: Reddit*

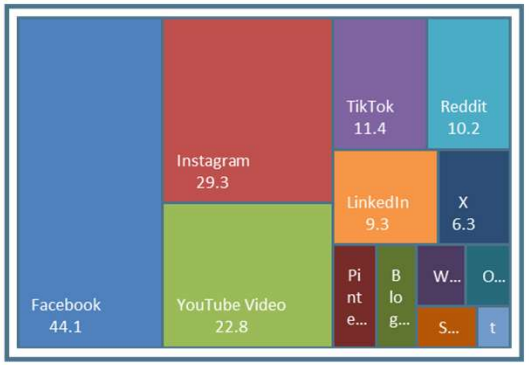
1,022,602 or 66.5% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 31.2 minutes every day representing 26.6% of all time spent daily with Ad-Supported Social Media.

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

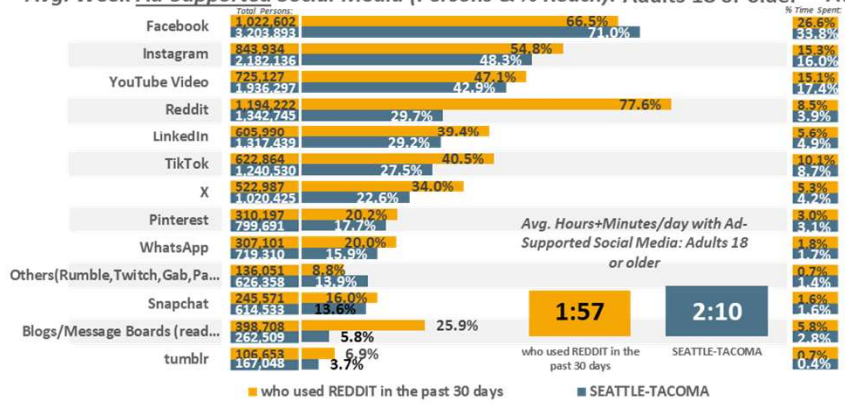



## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

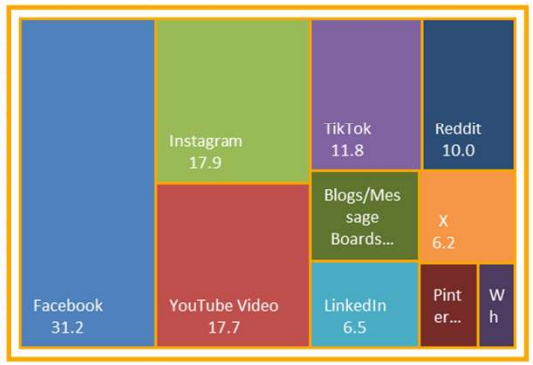


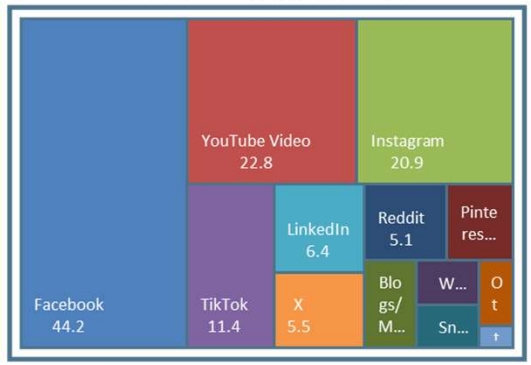




## Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older




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




SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183

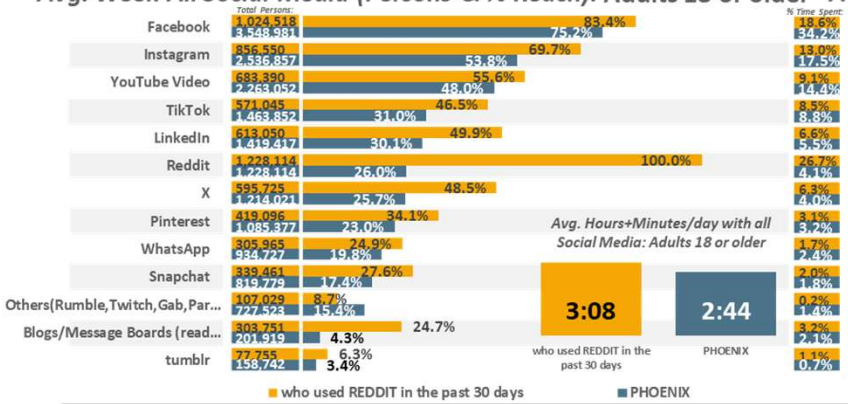
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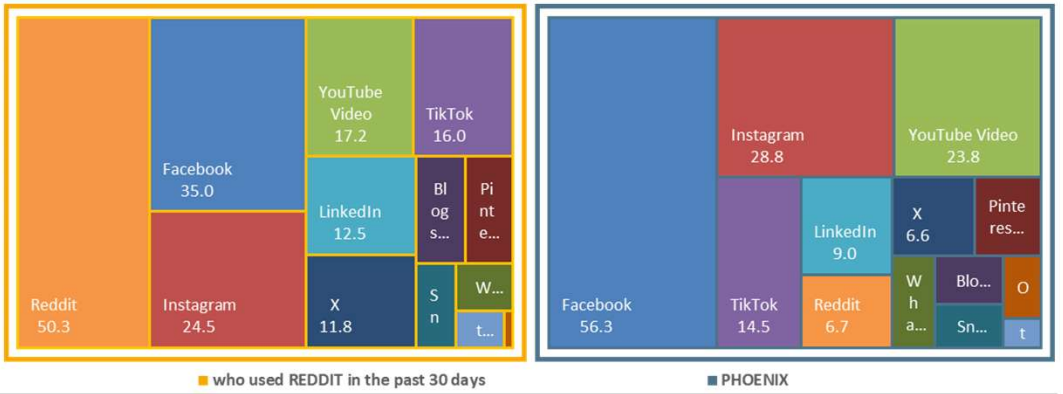
Social media apps or websites used or visited past 30 days: Reddit

890,035 or 72.5% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 45.7 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.

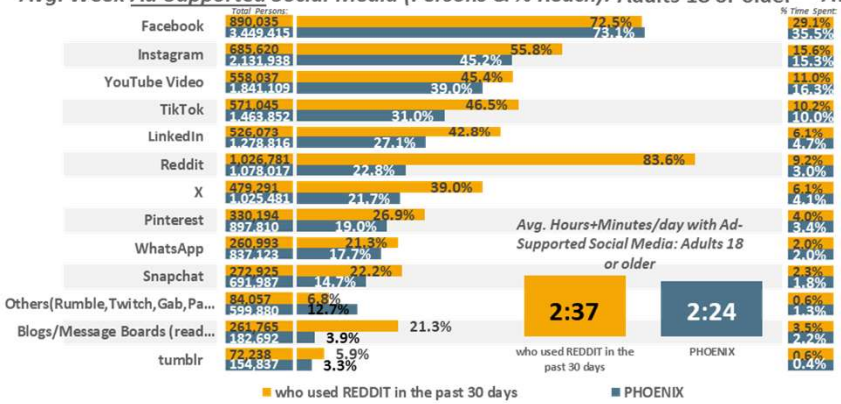
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



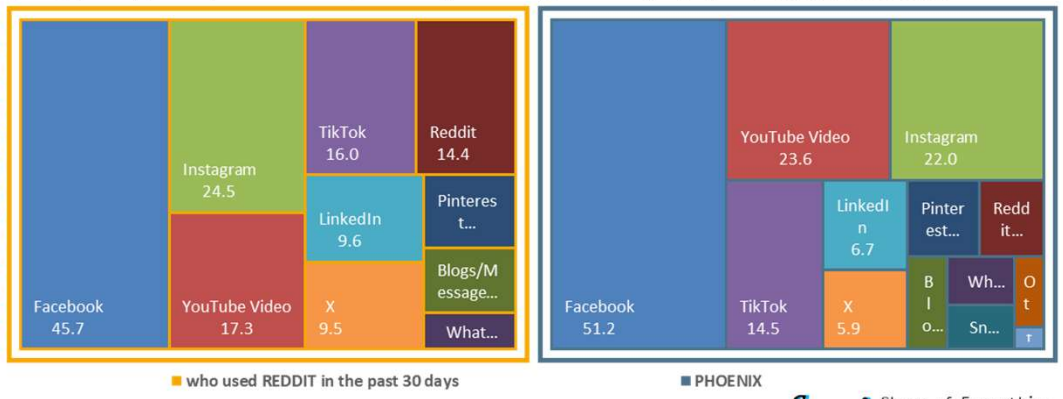

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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



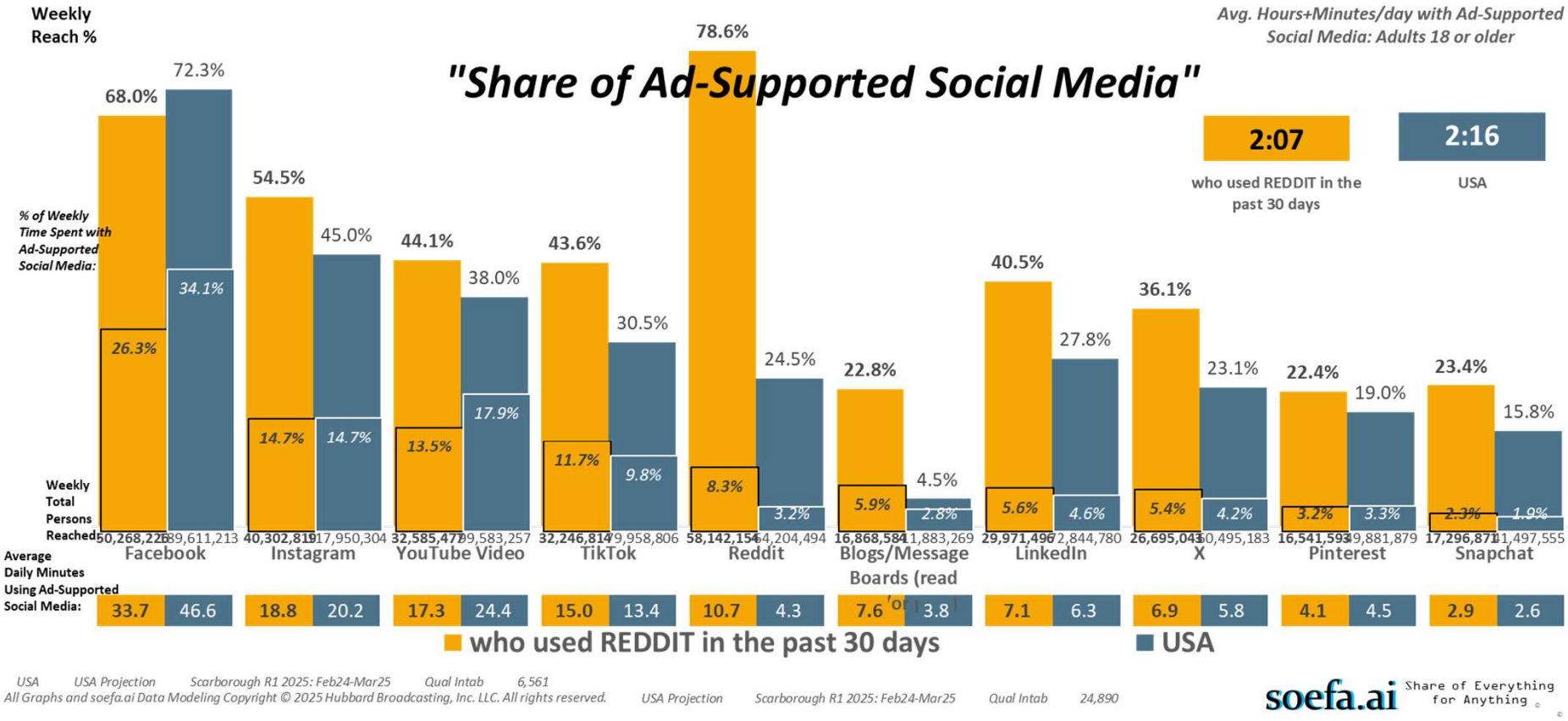

*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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*Social media apps or websites used or visited past 30 days: Reddit*

50,268,226 or 68.% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 33.7 minutes every day representing 26.3% of all time spent daily with Ad-Supported Social Media.




USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561

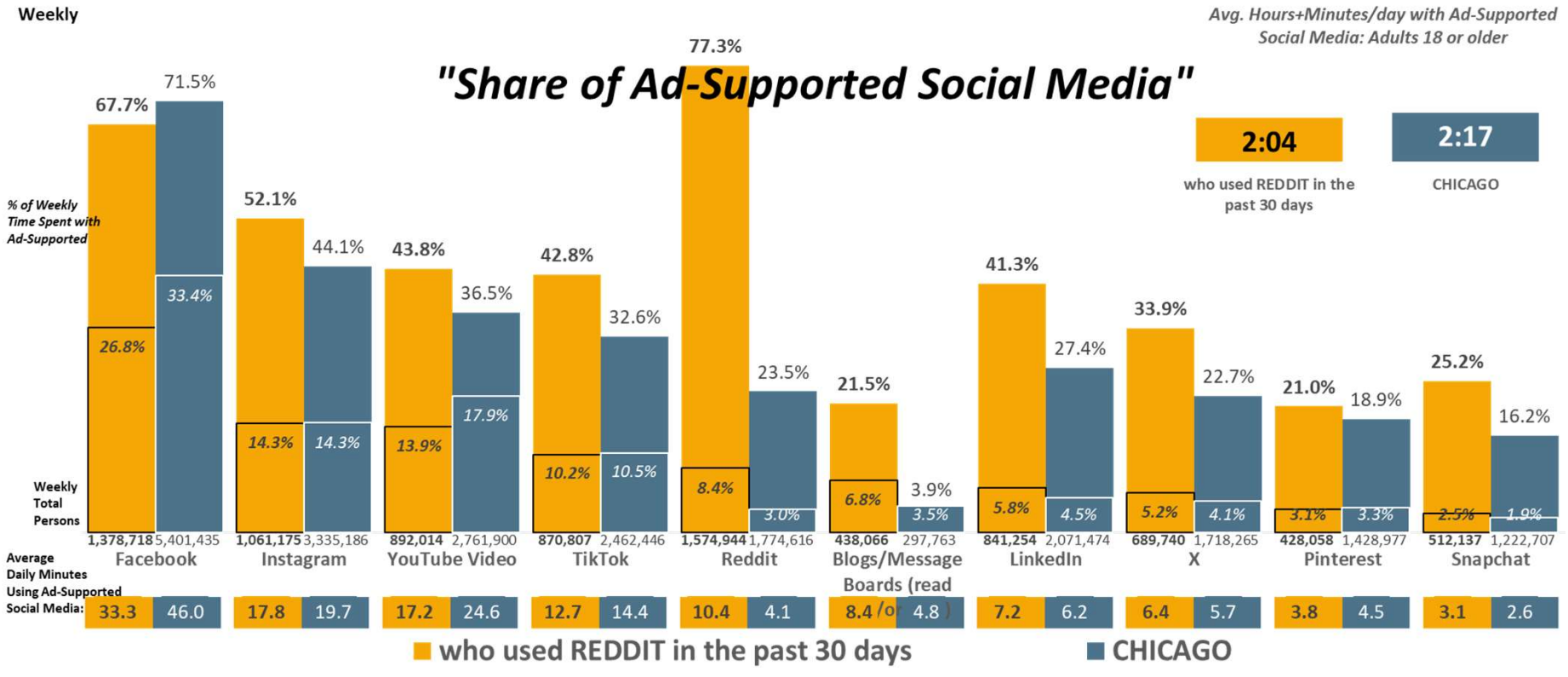
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Social media apps or websites used or visited past 30 days: Reddit

1,378,718 or 67.7% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 33.3 minutes every day representing 26.8% of all time spent daily with Ad-Supported Social Media.



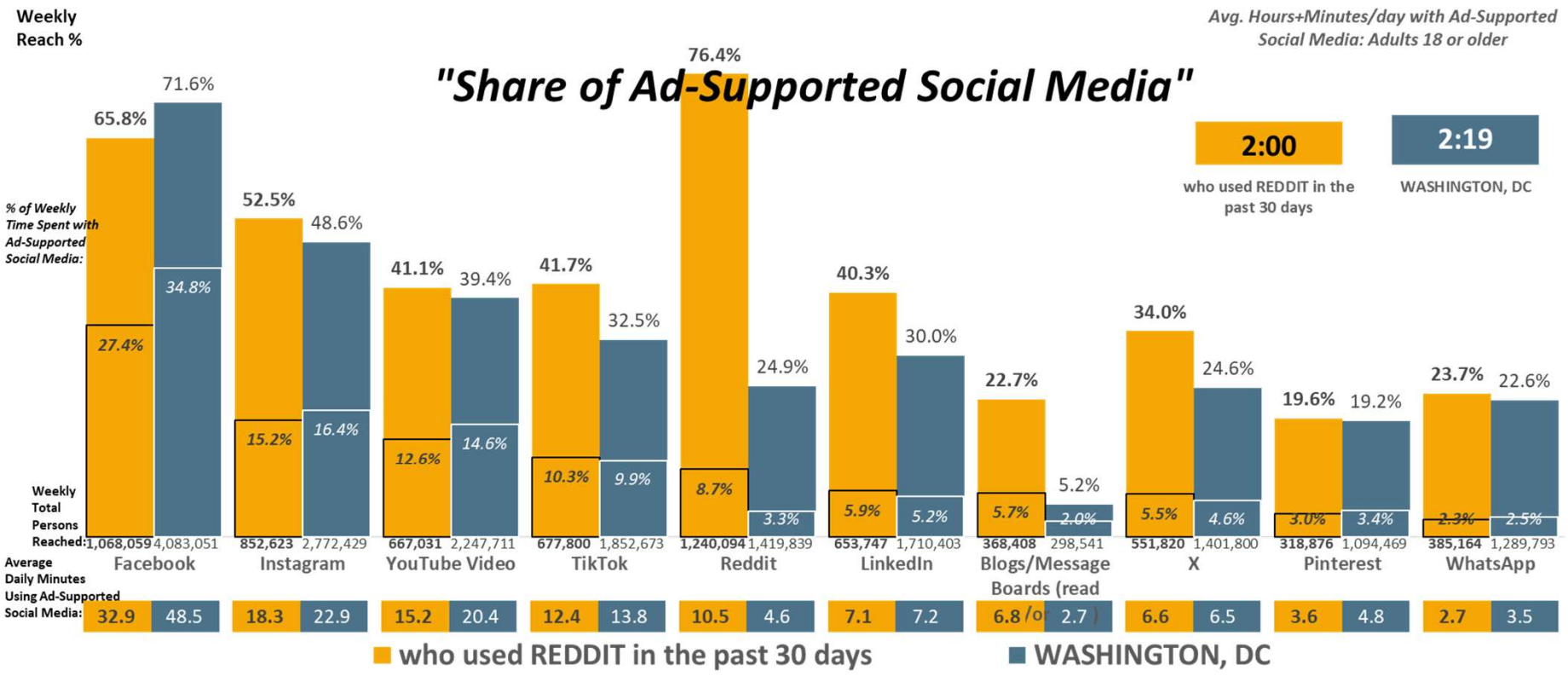

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Social media apps or websites used or visited past 30 days: Reddit

1,068,059 or 65.8% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 32.9 minutes every day representing 27.4% of all time spent daily with Ad-Supported Social Media.



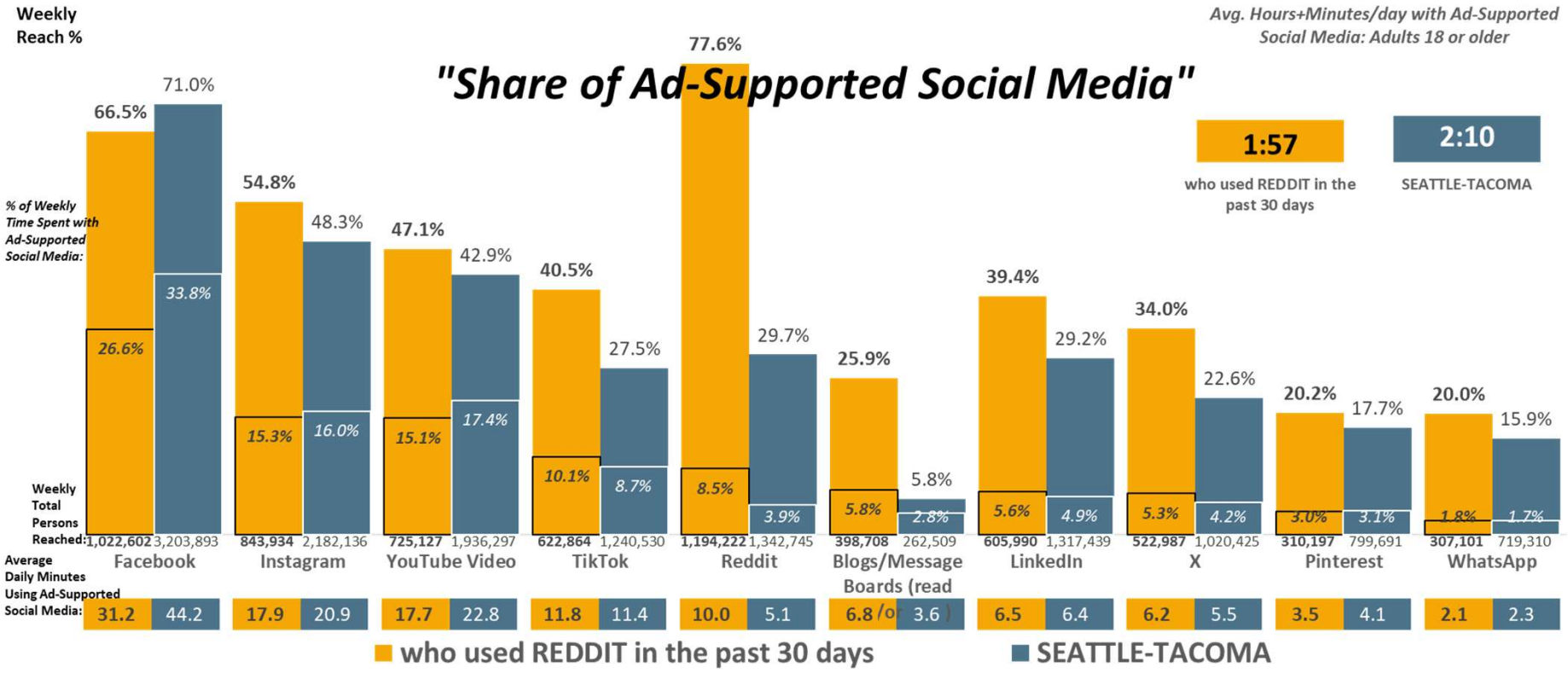

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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Social media apps or websites used or visited past 30 days: Reddit

1,022,602 or 66.5% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 31.2 minutes every day representing 26.6% of all time spent daily with Ad-Supported Social Media.




SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

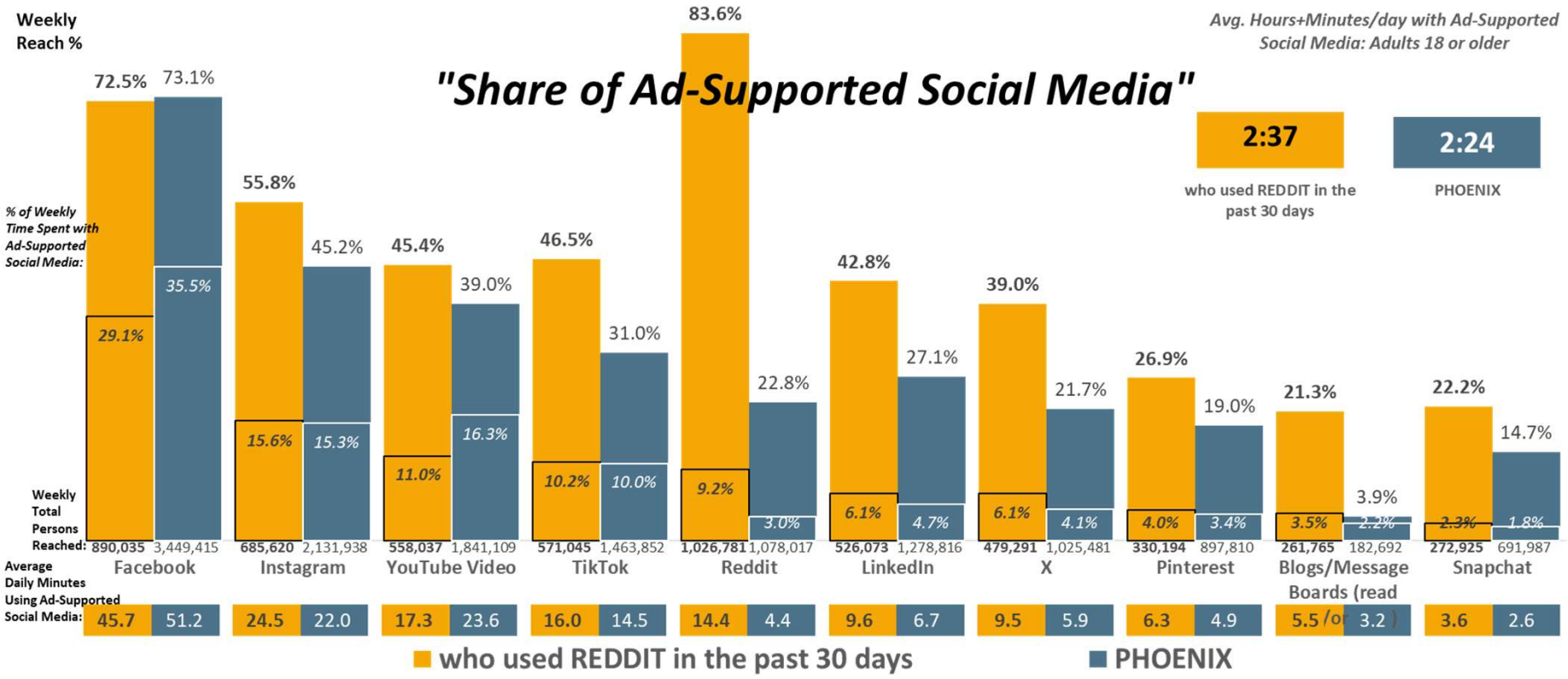
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Social media apps or websites used or visited past 30 days: Reddit

reddit PHX

890,035 or 72.5% of Adults 18 or older who used REDDIT in the past 30 days use Ad-Supported Facebook for an average of 45.7 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.




PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

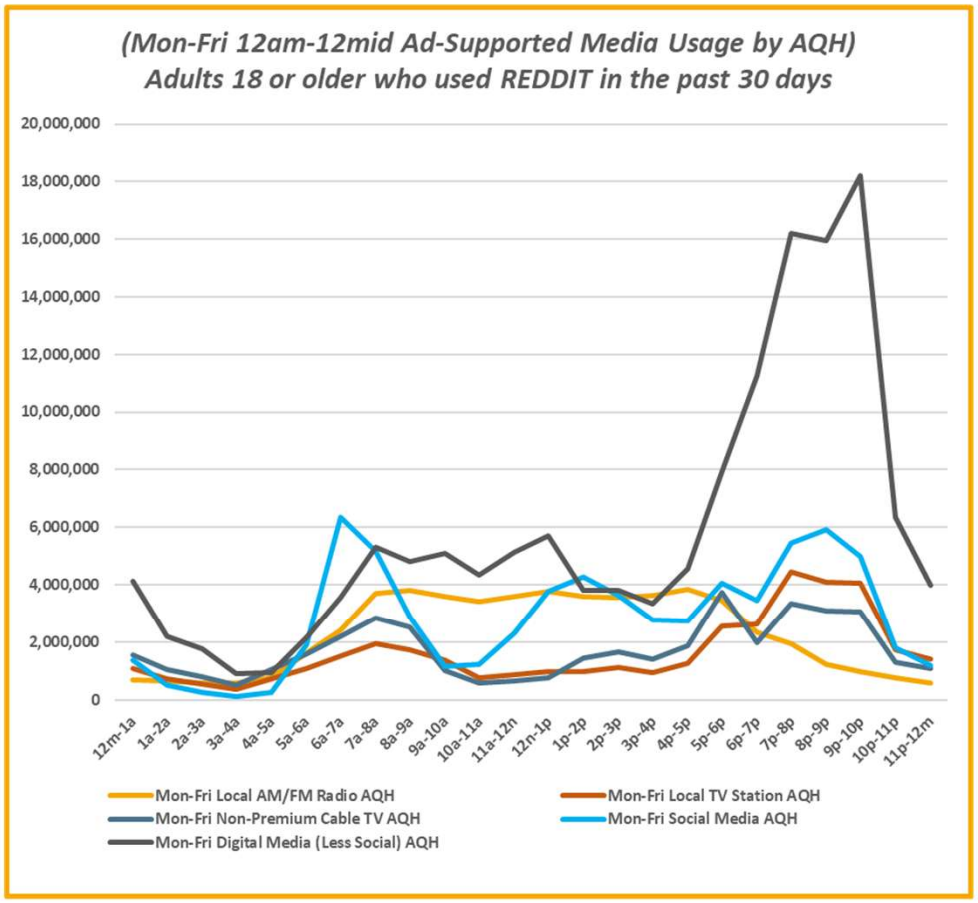
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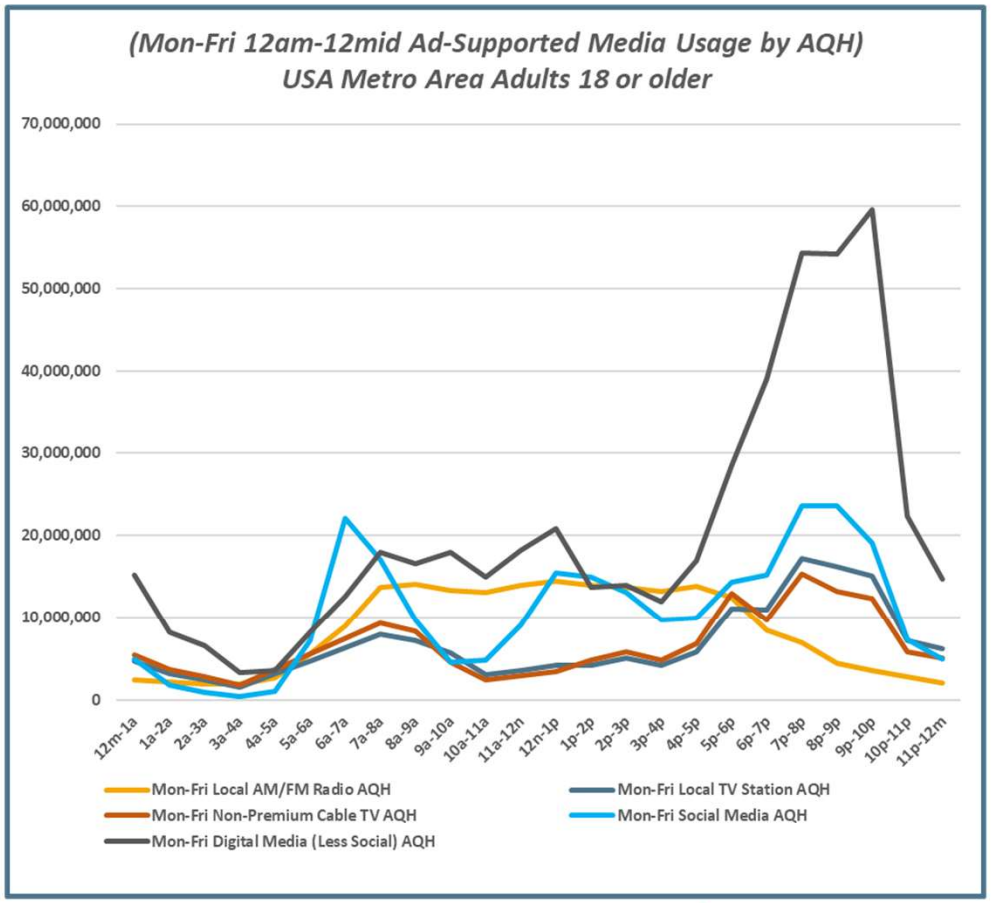
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Social media apps or websites used or visited past 30 days: Reddit

reddit USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,276,323; Local Radio: 3,426,705; Social Media: 3,355,810; Non-Prem. Cable: 1,734,364; Local TV: 1,427,454 reaching Adults 18 or older who used REDDIT in the past 30 day




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

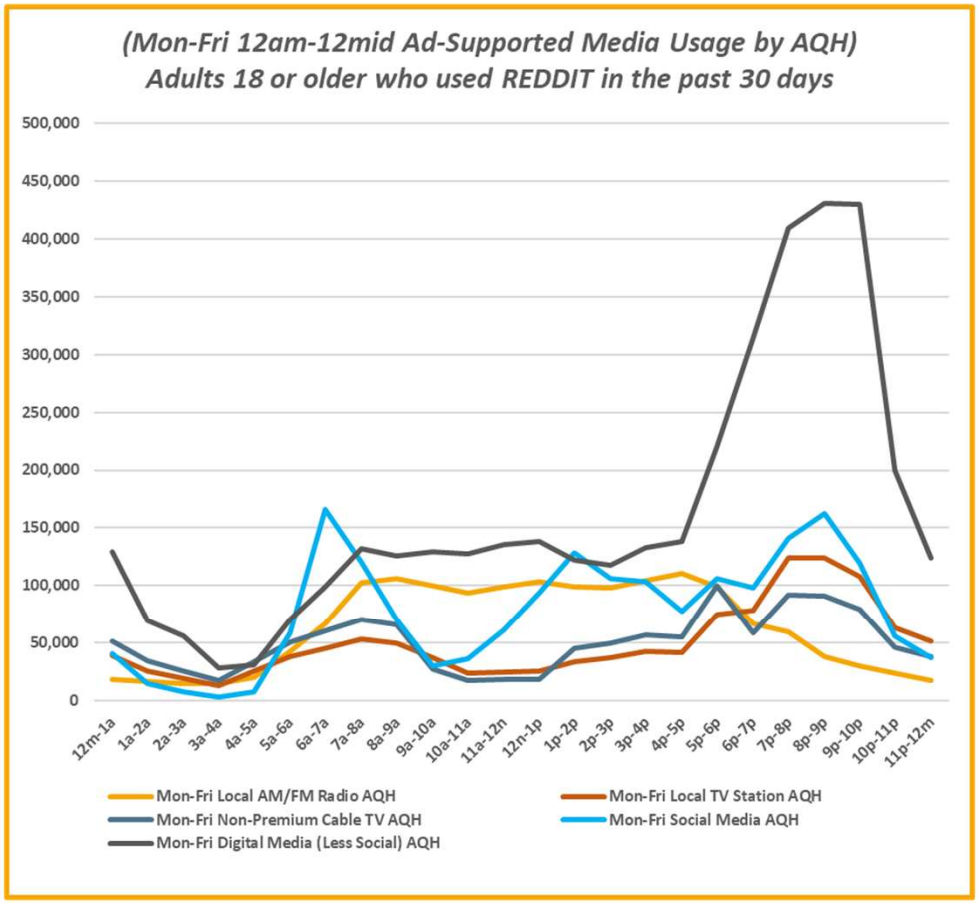
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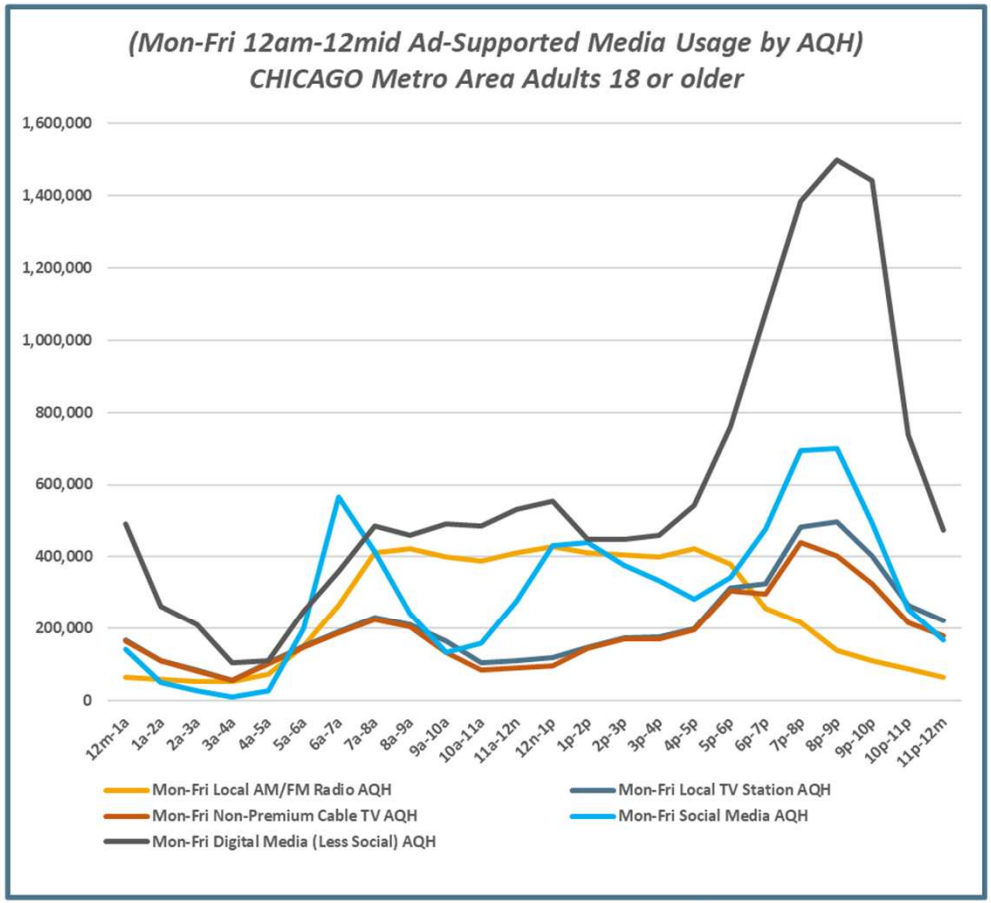
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

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*Social media apps or websites used or visited past 30 days: Reddit*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 148,677; Local Radio: 95,990; Social Media: 92,171; Non-Prem. Cable: 49,368; Local TV: 43,538 reaching Adults 18 or older who used REDDIT in the past 30 days.



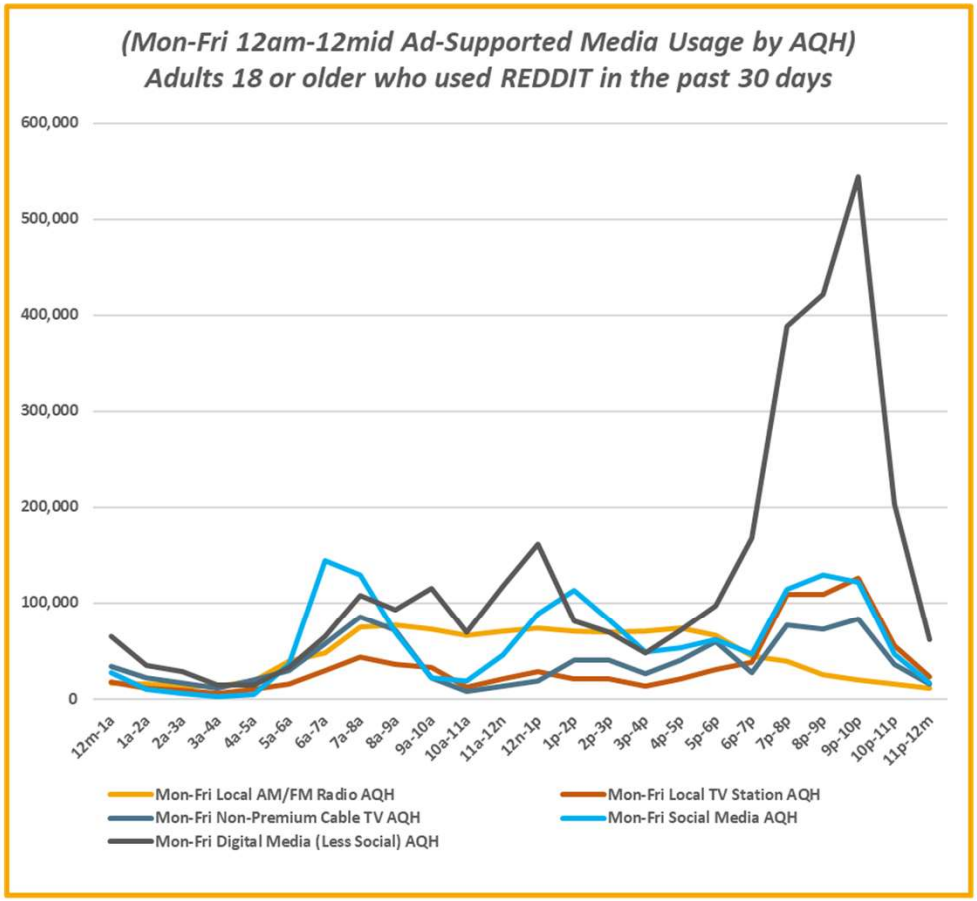

*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

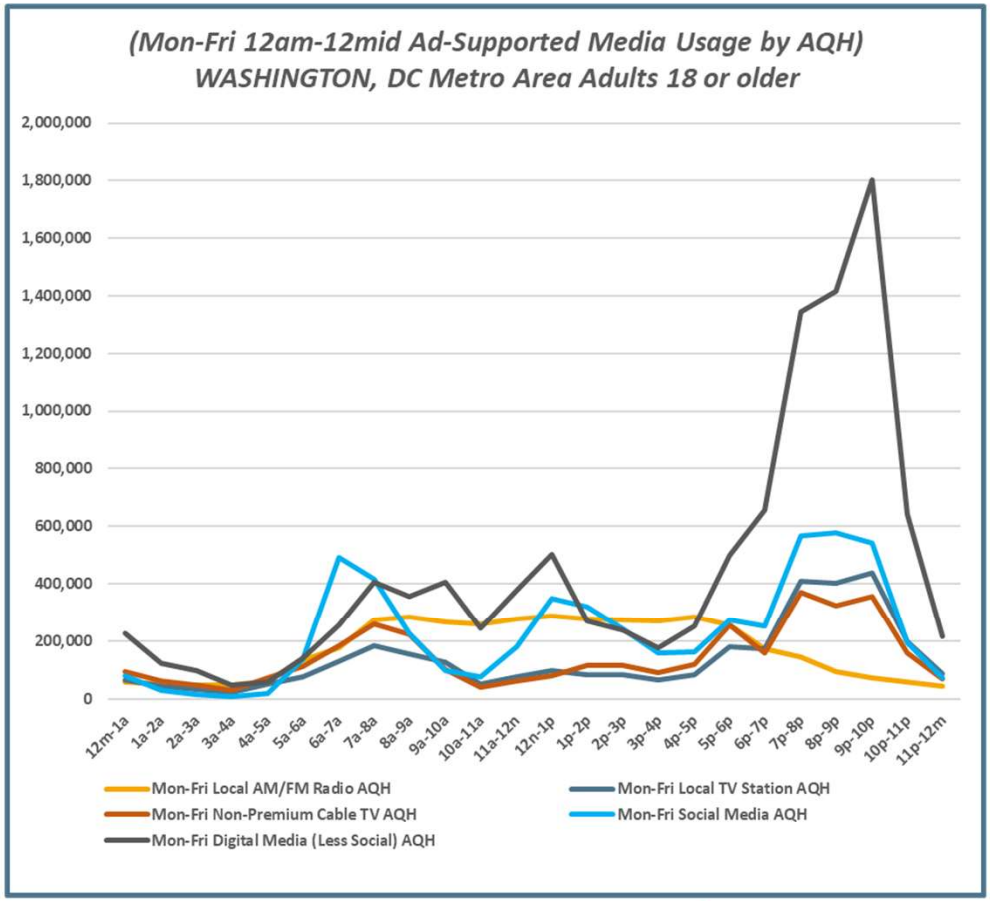
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*Social media apps or websites used or visited past 30 days: Reddit*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 97,049; Social Media: 70,775; Local Radio: 66,920; Non-Prem. Cable: 38,842; Local TV: 26,381 reaching Adults 18 or older who used REDDIT in the past 30 days.



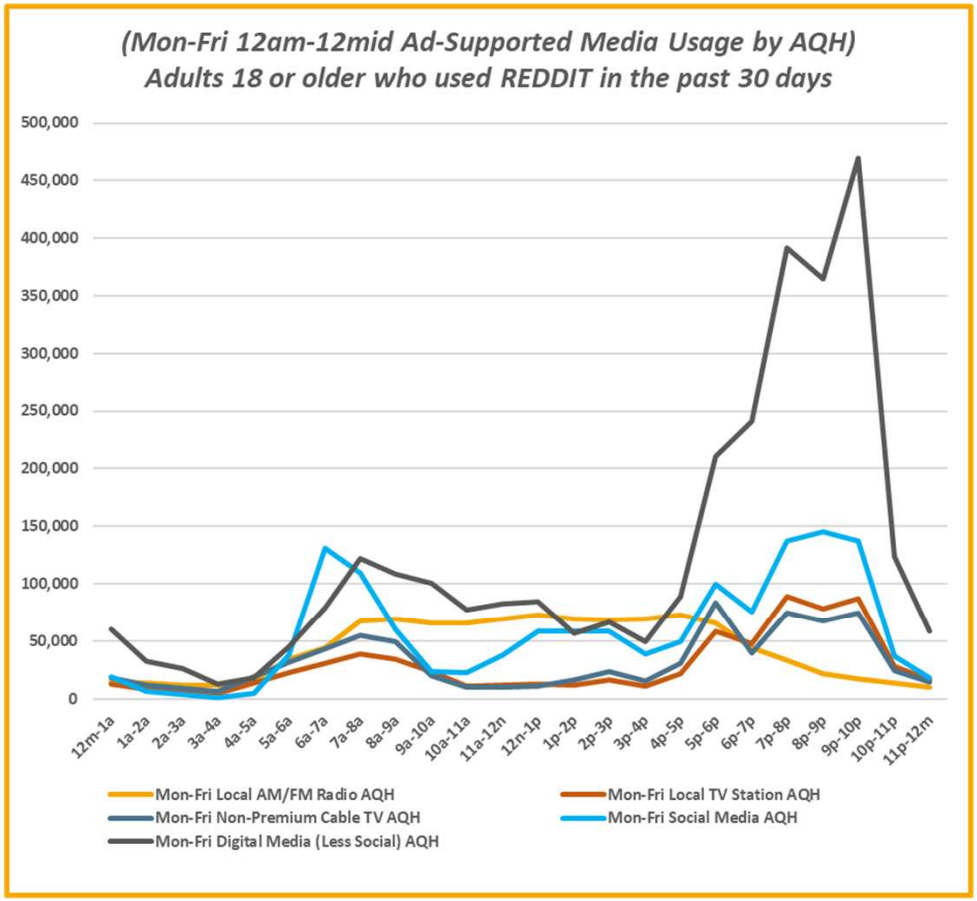

*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

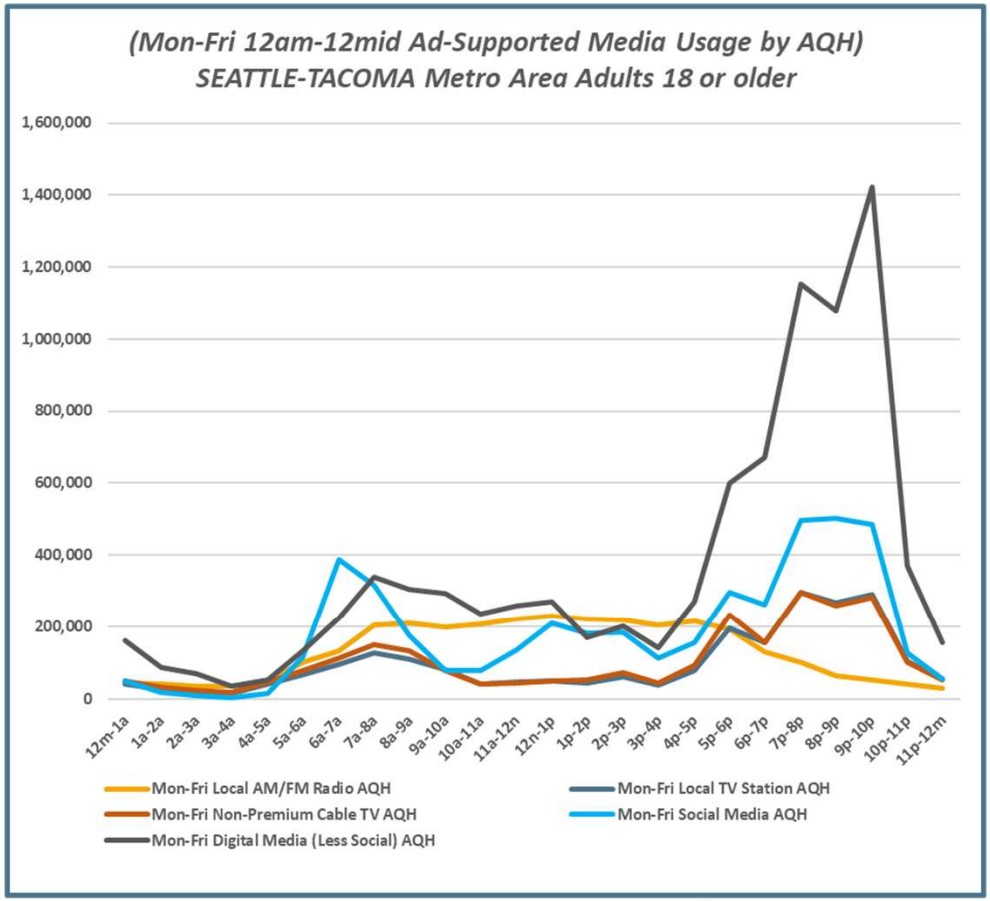
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*Social media apps or websites used or visited past 30 days: Reddit*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 105,031; Local Radio: 64,635; Social Media: 63,273; Non-Prem. Cable: 31,245; Local TV: 25,242 reaching Adults 18 or older who used REDDIT in the past 30 days.




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

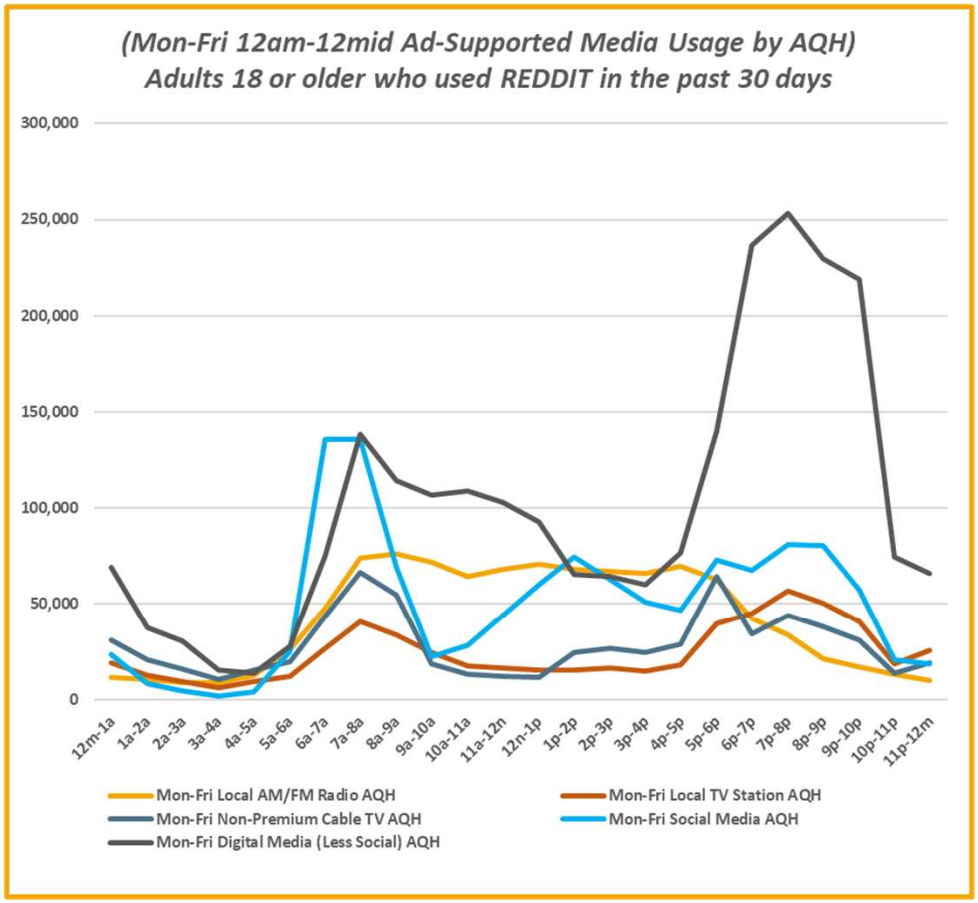
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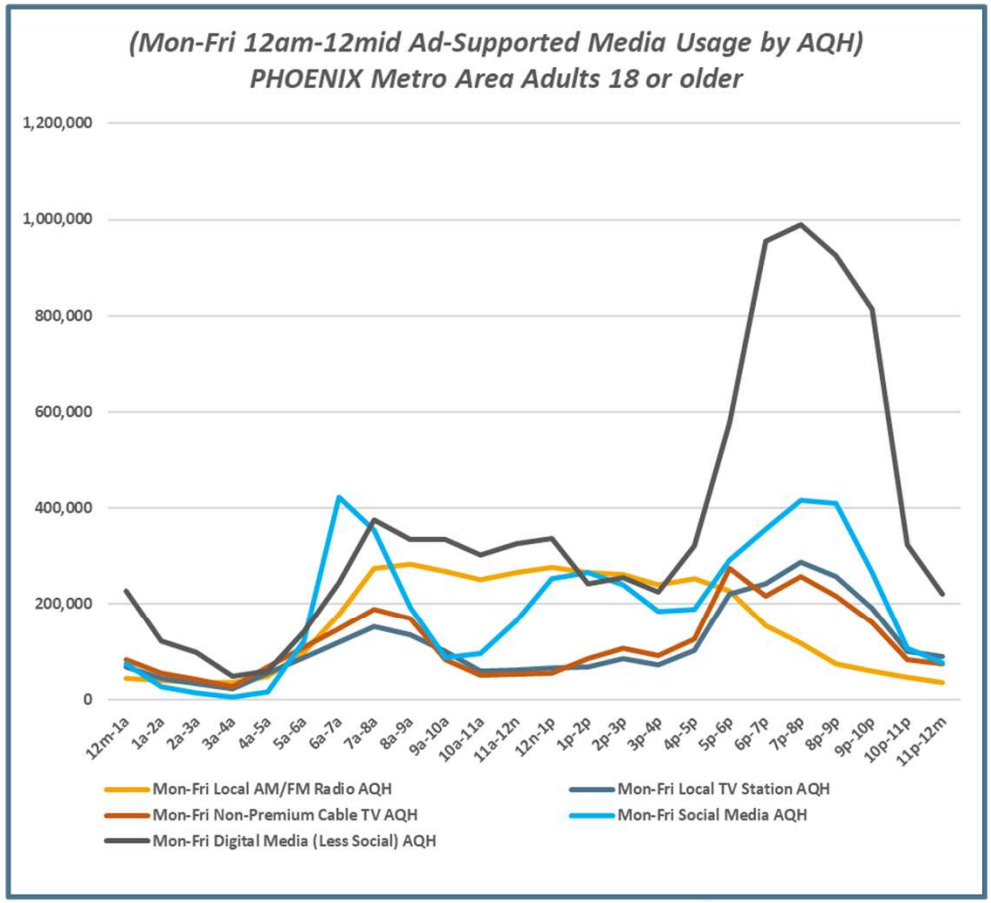
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 106,137; Social Media: 66,723; Local Radio: 65,035; Non-Prem. Cable: 32,446; Local TV: 24,782 reaching Adults 18 or older who used REDDIT in the past 30 days.




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

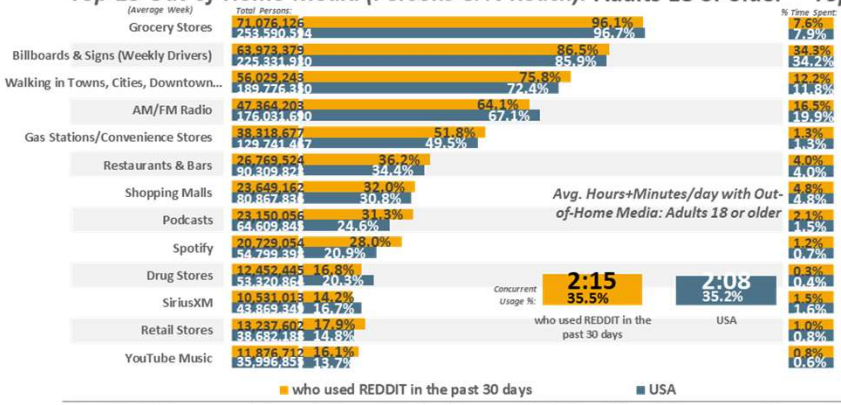
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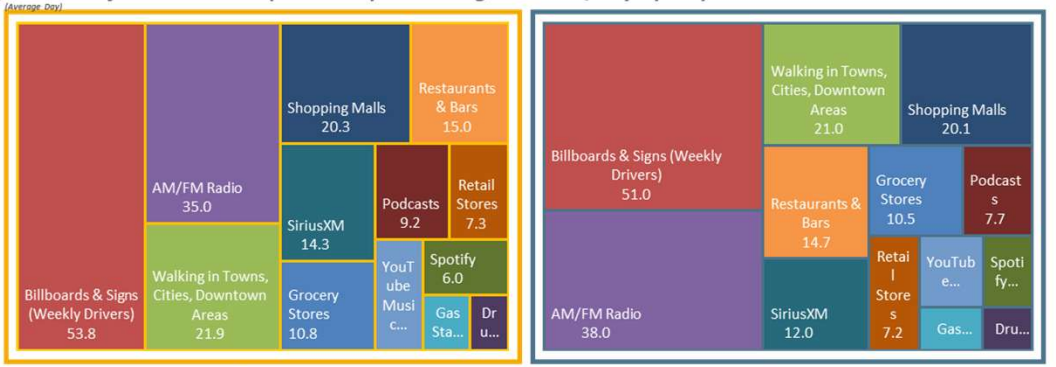
*Social media apps or websites used or visited past 30 days: Reddit*

63,973,379 or 86.5% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 62.% Listen to Local Radio Stations Out-of-Home for an average of 32.3 minutes/day.

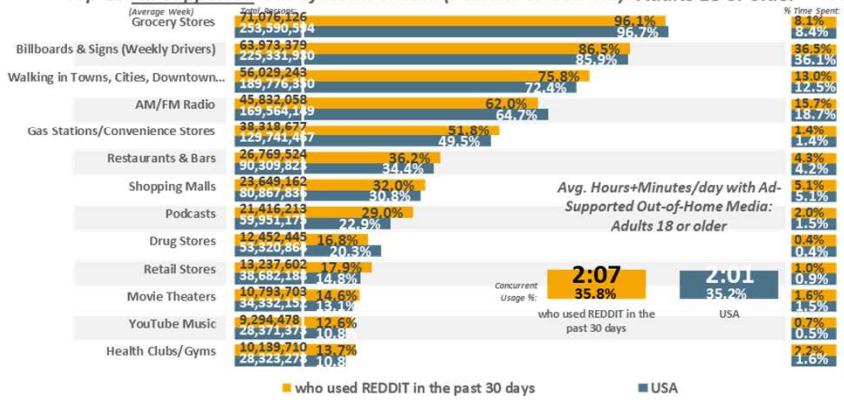
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



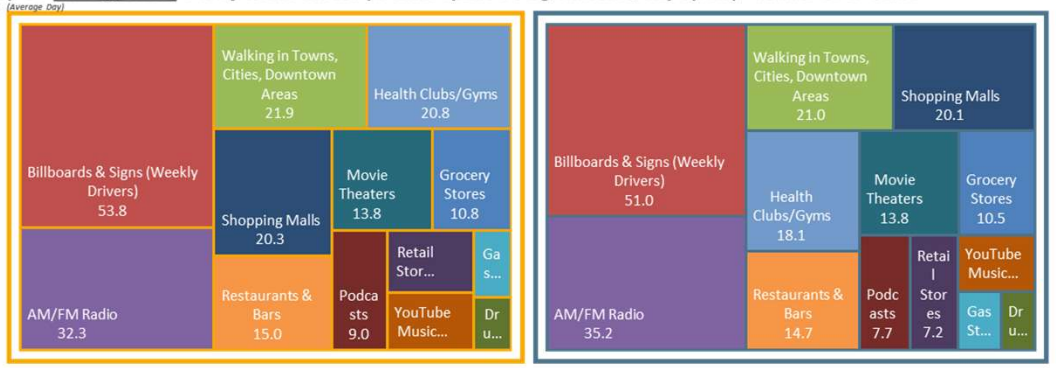

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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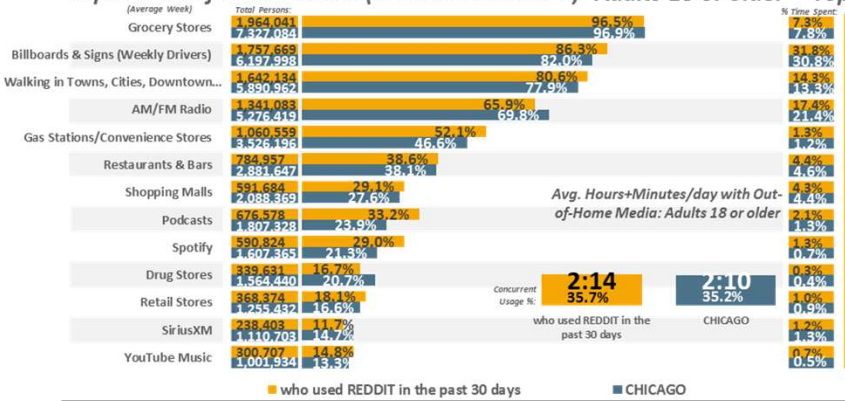
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

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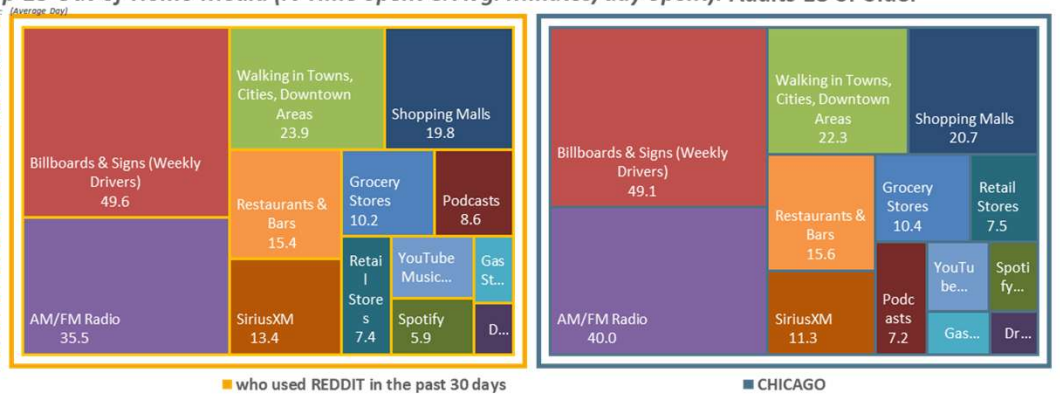
*Social media apps or websites used or visited past 30 days: Reddit*

1,757,669 or 86.3% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 32.8 minutes/day.

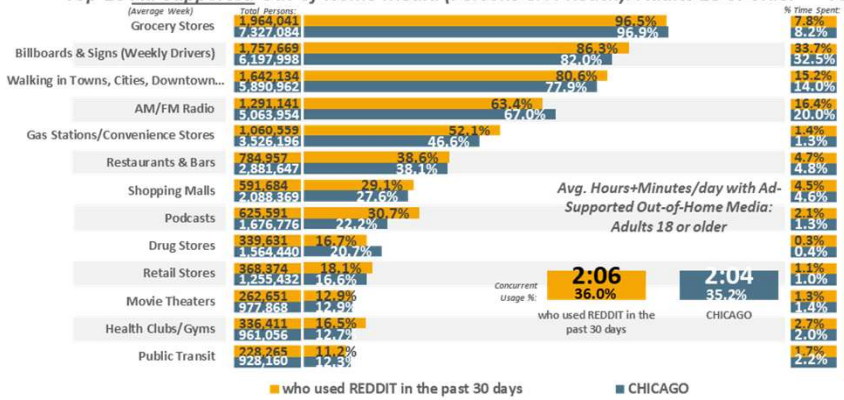
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



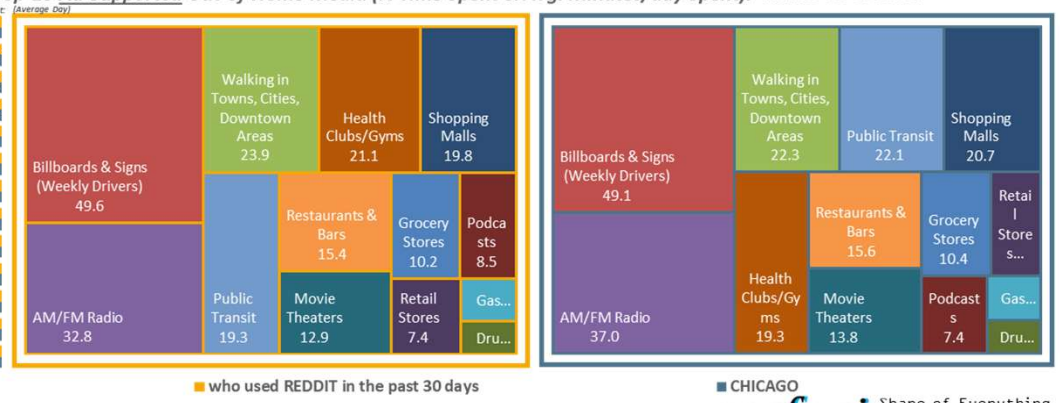

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

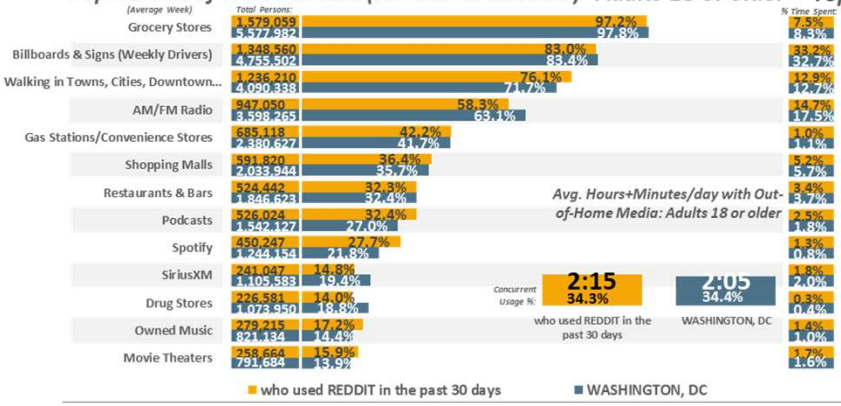
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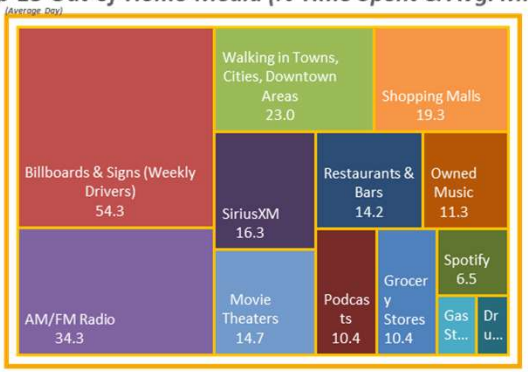
*Social media apps or websites used or visited past 30 days: Reddit*

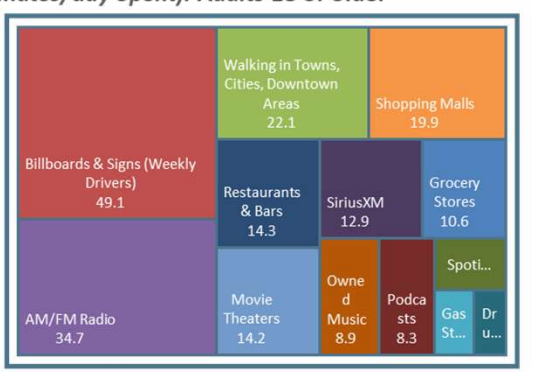
1,348,560 or 83.% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 54.3 minutes per day driving, seeing Billboards and Signs. 56.4% Listen to Local Radio Stations Out-of-Home for an average of 31.7 minutes/day.

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

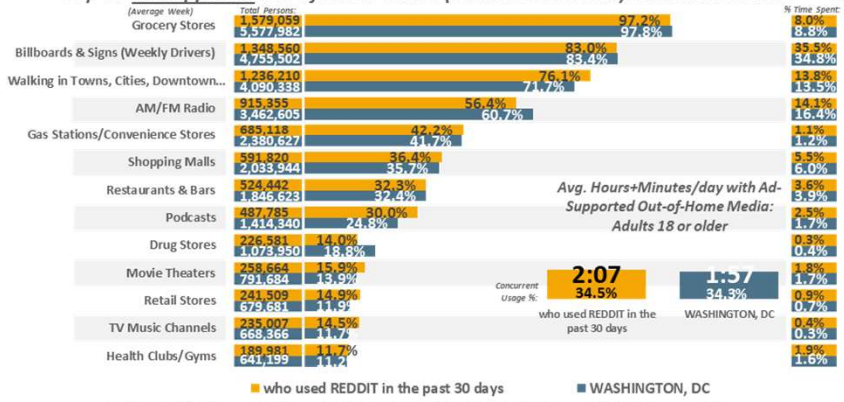



## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

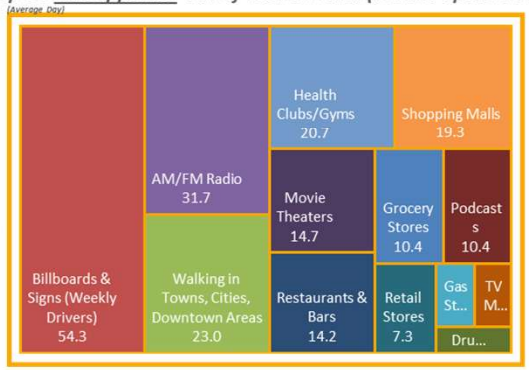


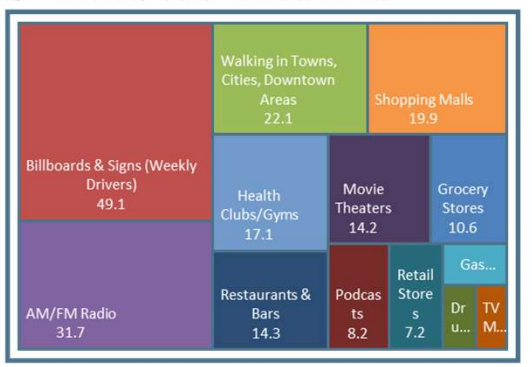




## *Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach):* Adults 18 or older




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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

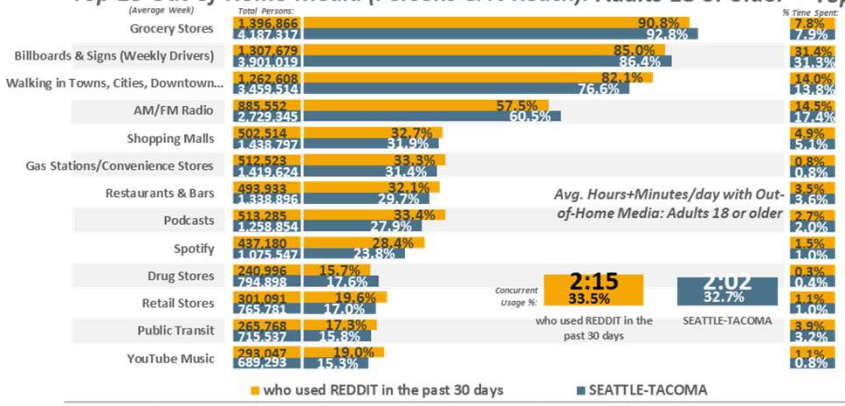
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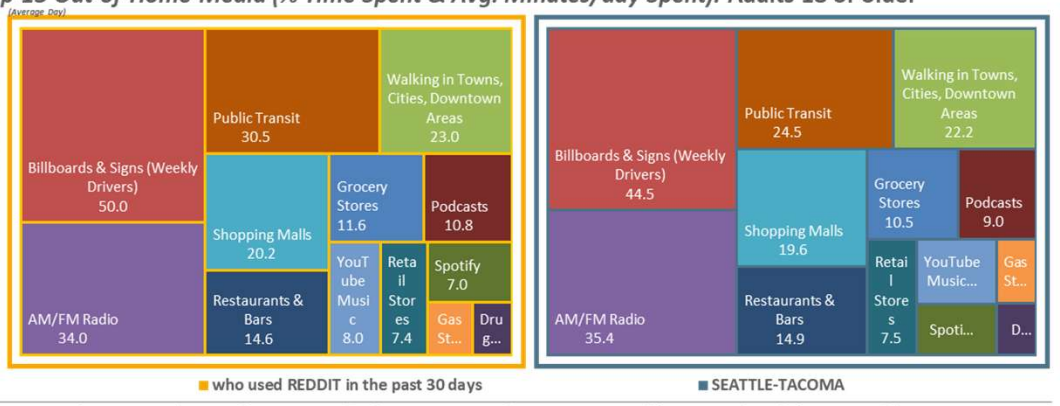
*Social media apps or websites used or visited past 30 days: Reddit*

1,307,679 or 85.% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 50. minutes per day driving, seeing Billboards and Signs. 56.3% Listen to Local Radio Stations Out-of-Home for an average of 30.7 minutes/day.

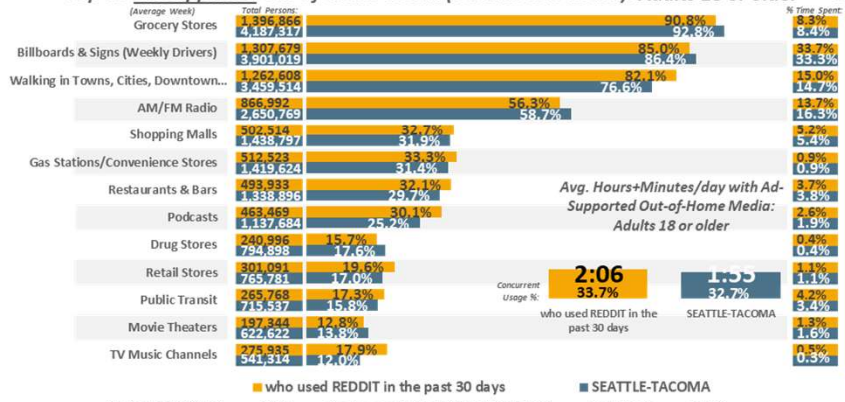
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



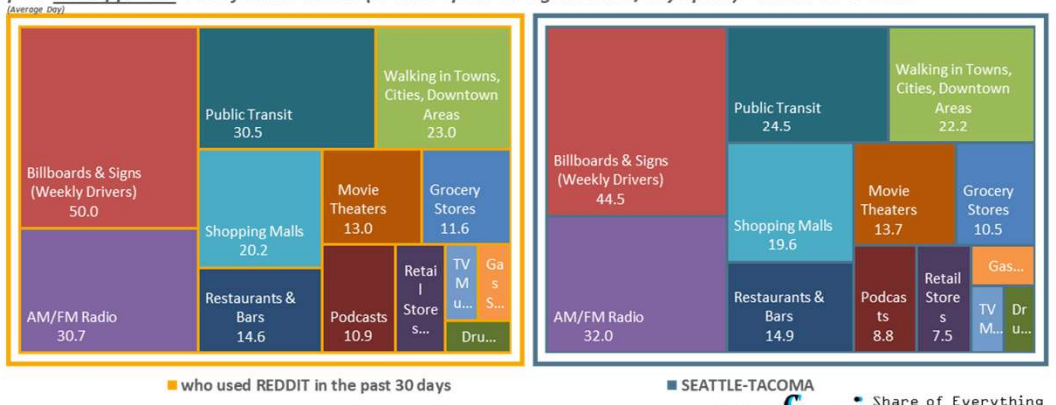

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

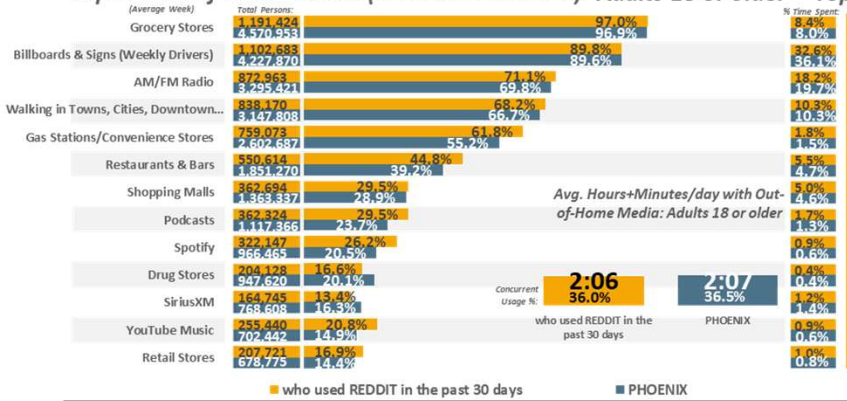
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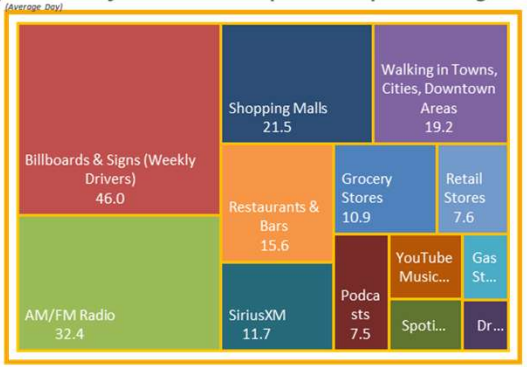
*Social media apps or websites used or visited past 30 days: Reddit*

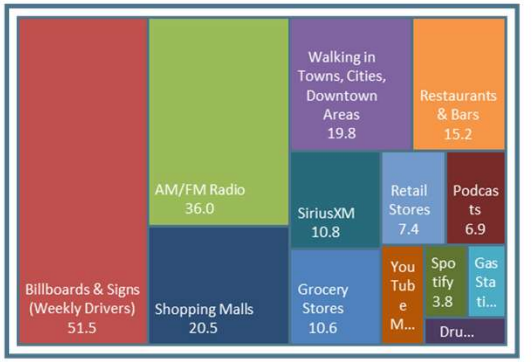
1,102,683 or 89.8% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 46. minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 30.6 minutes/day.

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

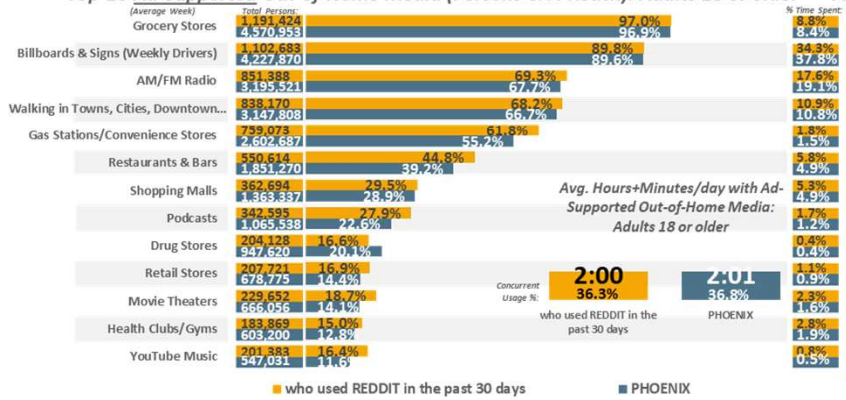



## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

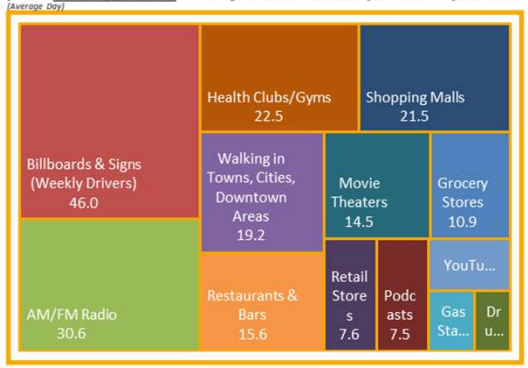



## *Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach):* Adults 18 or older




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







*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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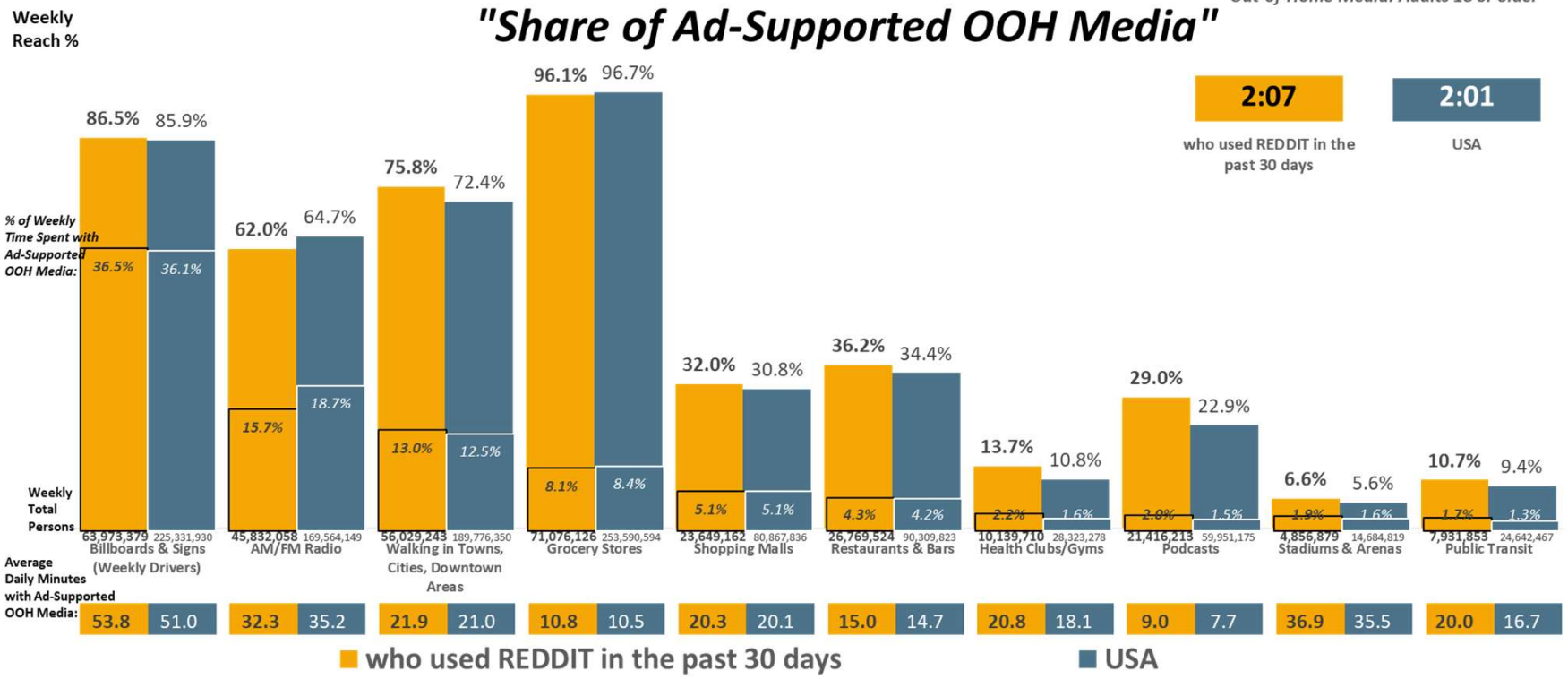
*Social media apps or websites used or visited past 30 days: Reddit*




63,973,379 or 86.5% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 36.5% 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*

# "Share of Ad-Supported OOH Media"




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

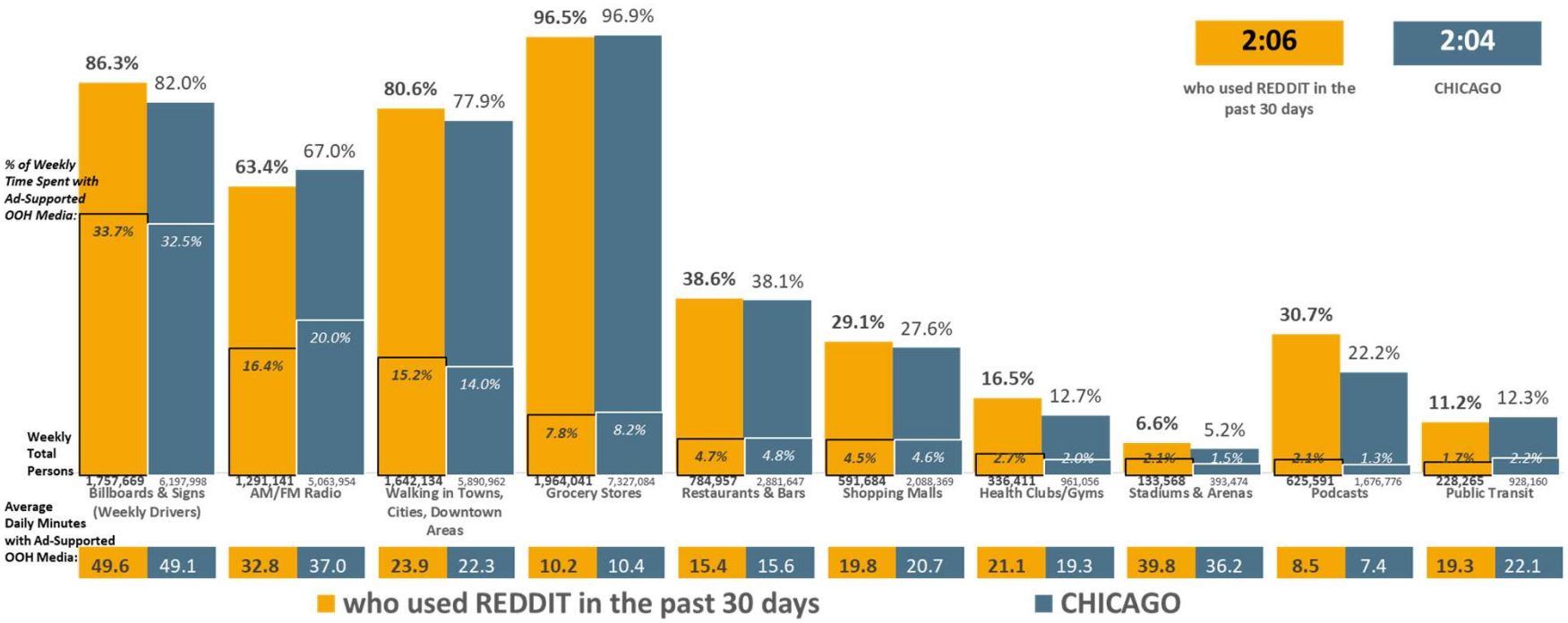
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*Social media apps or websites used or visited past 30 days: Reddit*

1,757,669 or 86.3% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

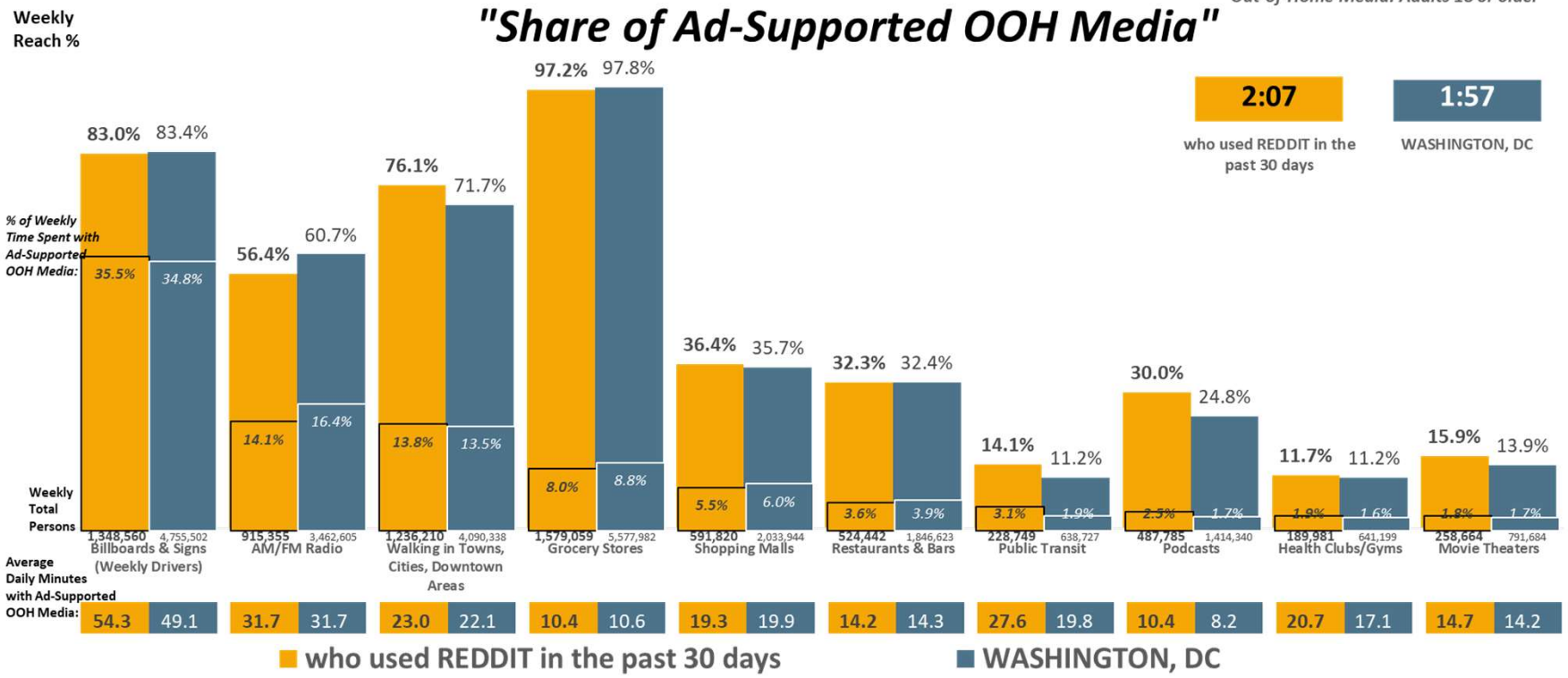
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*Social media apps or websites used or visited past 30 days: Reddit*

1,348,560 or 83.% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 54.3 minutes per day driving, seeing Billboards and Signs representing 35.5% 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*



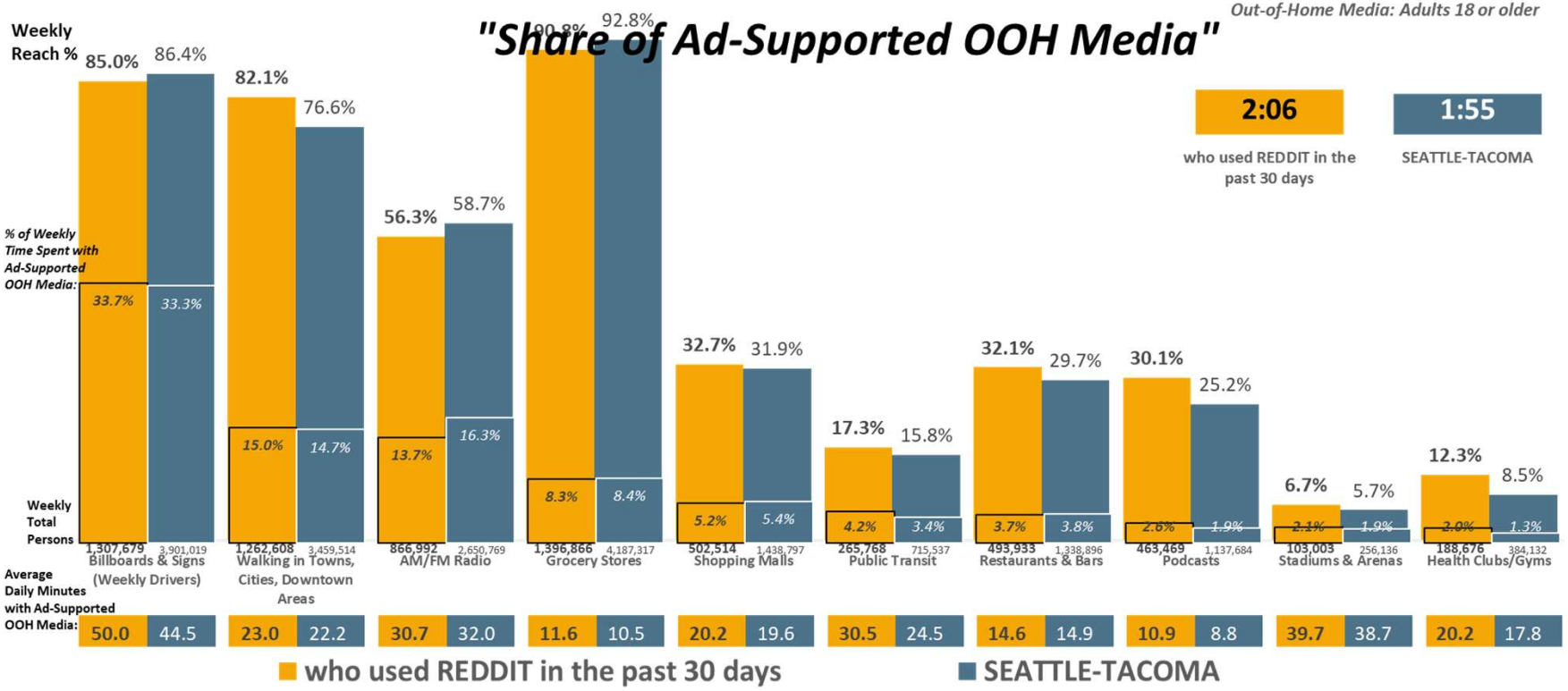

*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857*

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*Social media apps or websites used or visited past 30 days: Reddit*

1,307,679 or 85.% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 50. minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.




SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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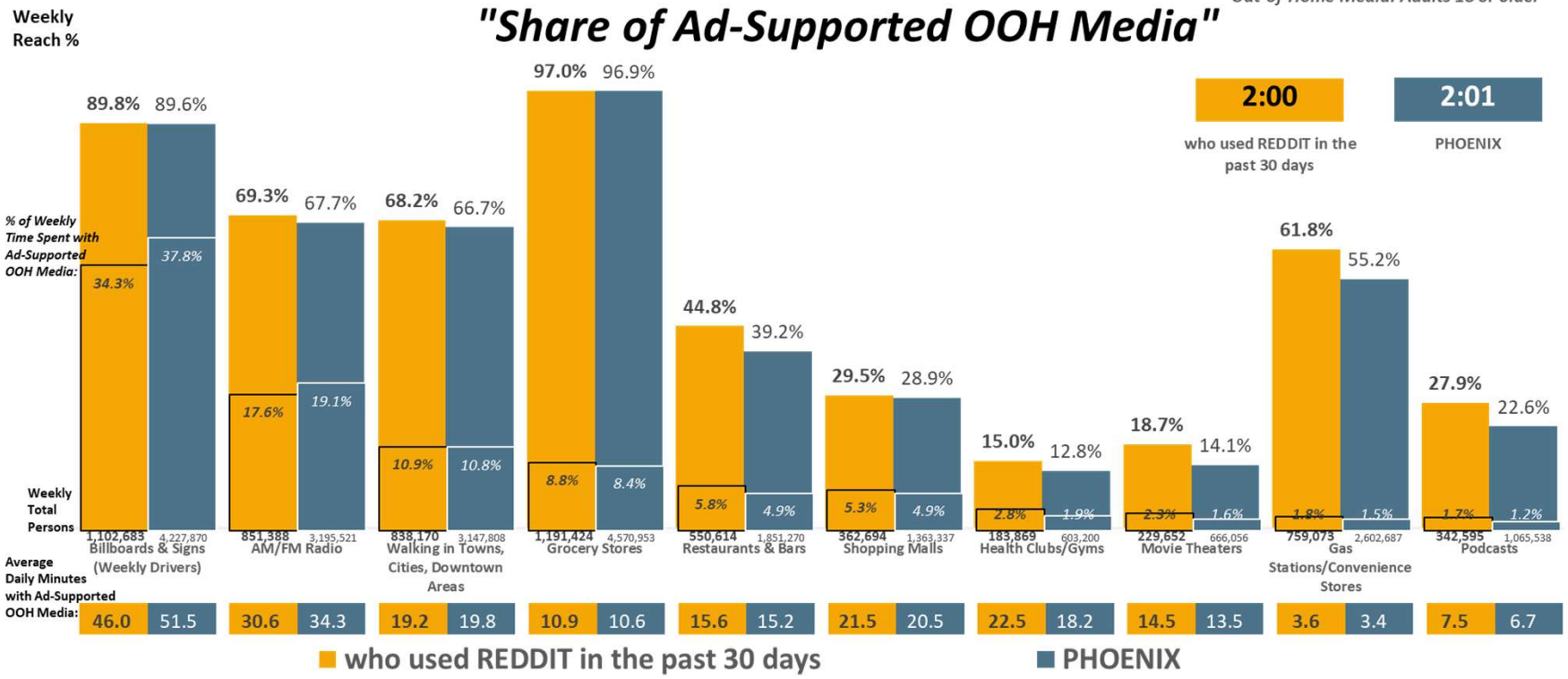
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Social media apps or websites used or visited past 30 days: Reddit

1,102,683 or 89.8% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 46. 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*

# "Share of Ad-Supported OOH Media"




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461*

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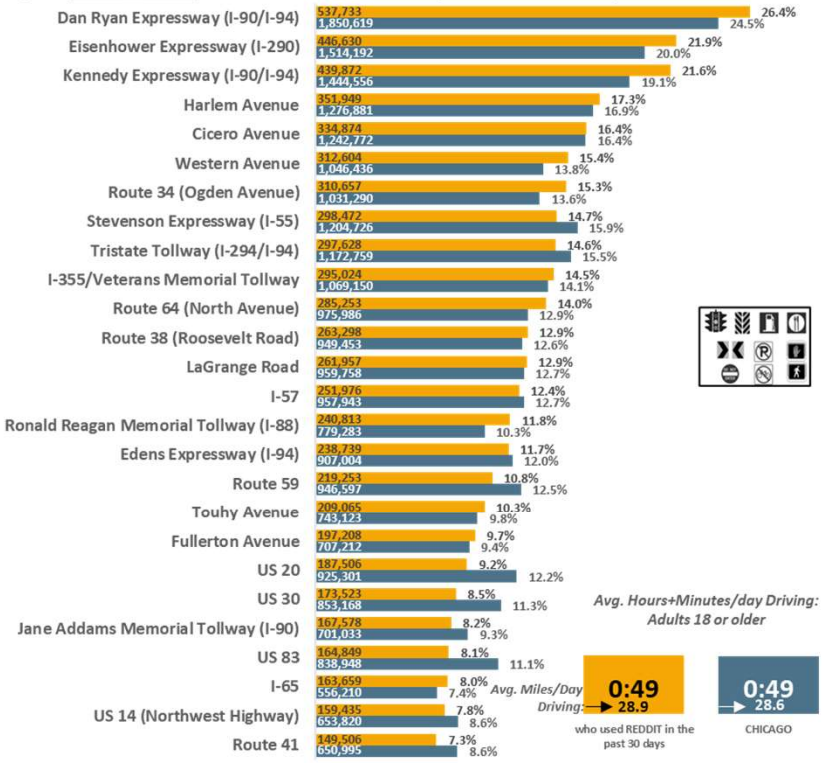
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*Social media apps or websites used or visited past 30 days: Reddit*

# reddit CHI

1,757,669 or 86.3% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 49.6 minutes per day driving an average of 28.9 miles each day and are 14.7% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metro average.

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

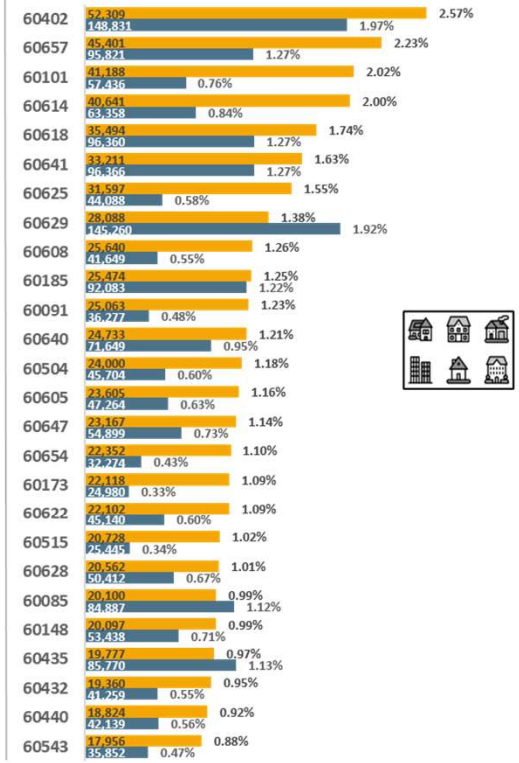



Avg. Hours+Minutes/day Driving: Adults 18 or older

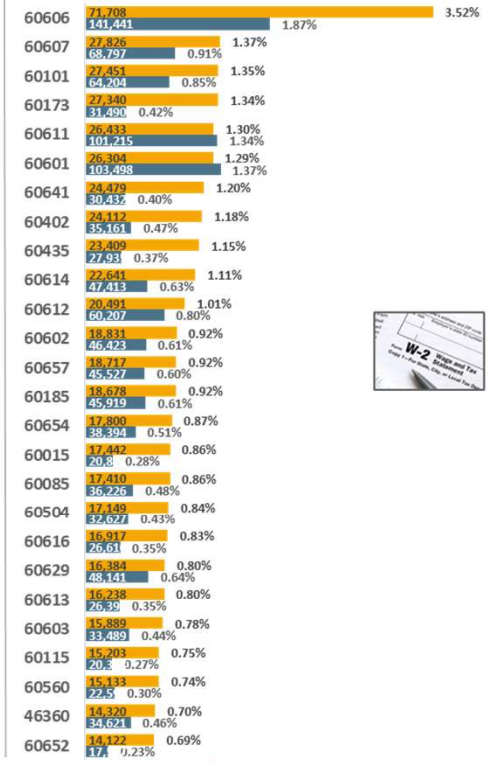
0:49 — 28.9 — who used REDDIT in the past 30 days

0:49 — 28.6 — CHICAGO

## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988

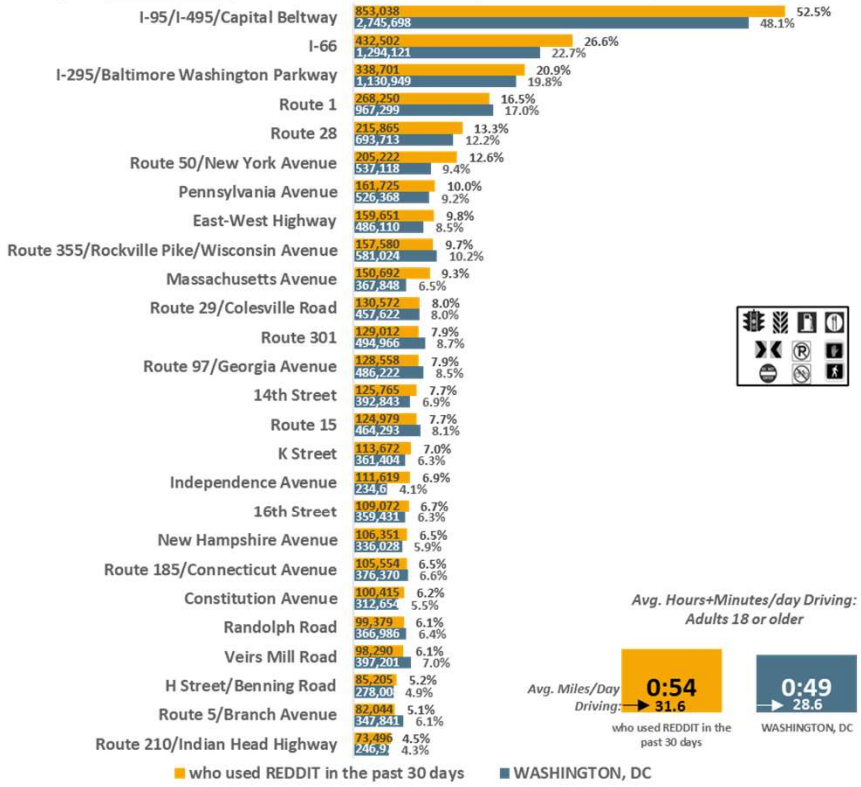
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*Social media apps or websites used or visited past 30 days: Reddit*

# reddit WDC

1,348,560 or 83.% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 54.3 minutes per day driving an average of 31.6 miles each day and are 67.1% more likely to use Independence Avenue than the Metro average.

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

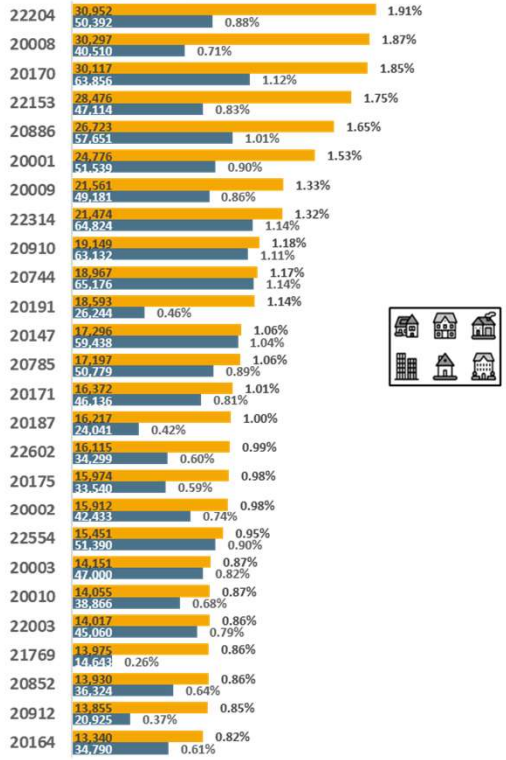



*Avg. Hours+Minutes/day Driving: Adults 18 or older*

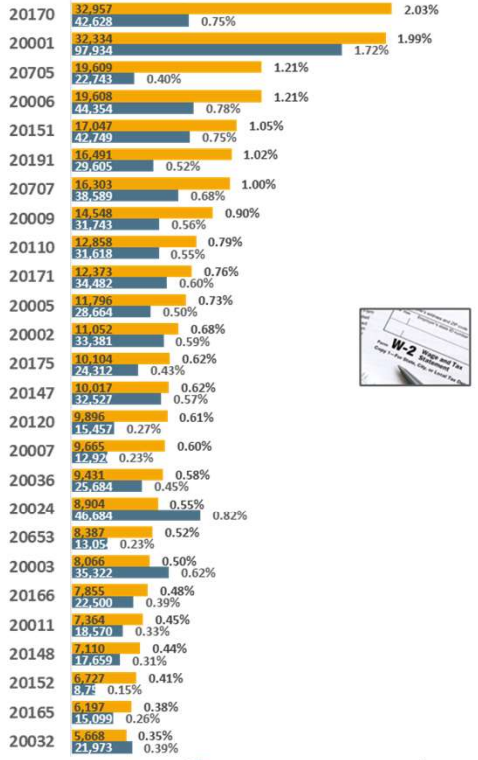
*Avg. Miles/Day Driving:* 0:54 → 31.6 who used REDDIT in the past 30 days

0:49 → 28.6 WASHINGTON, DC

## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

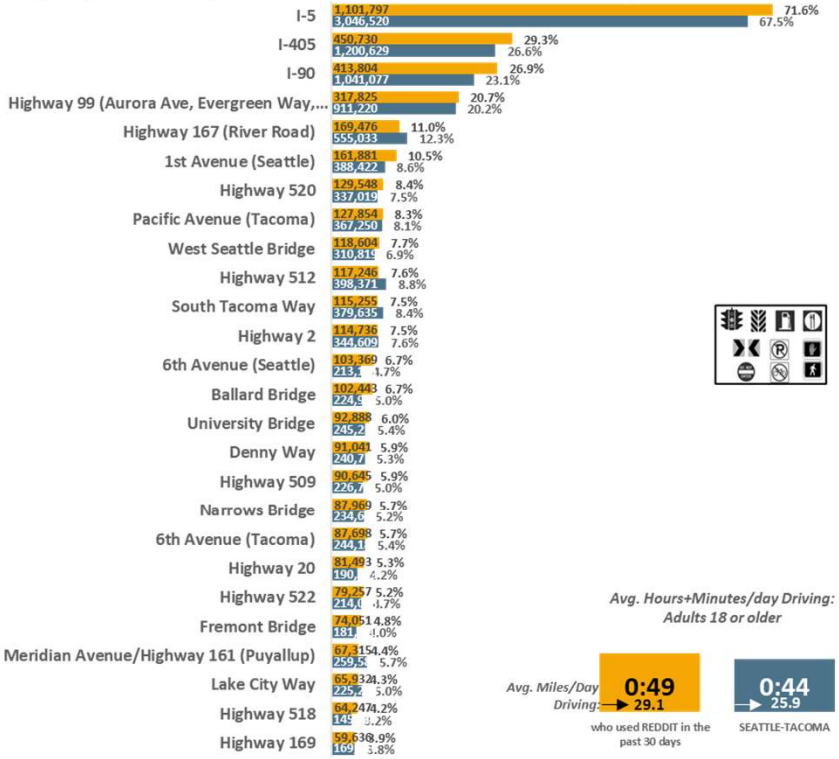
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit SEA

1,307,679 or 85.% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 50. minutes per day driving an average of 29.1 miles each day and are 42.3% more likely to use 6th Avenue (Seattle) than the Metro average.

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

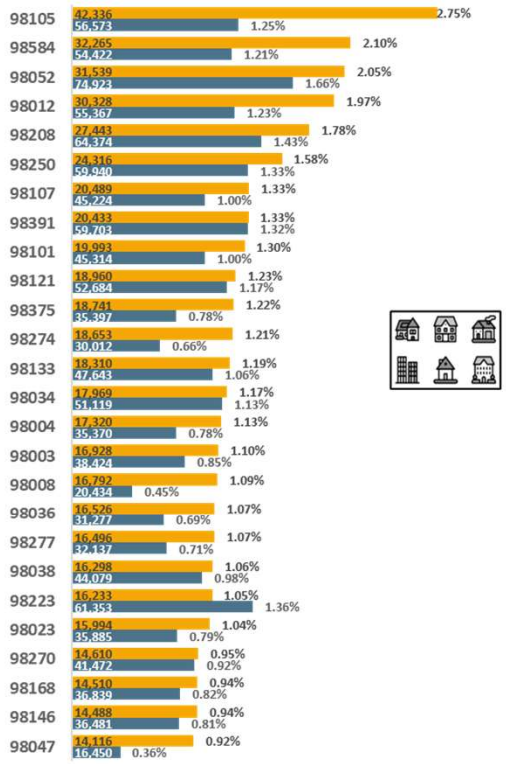



*Avg. Hours+Minutes/day Driving: Adults 18 or older*

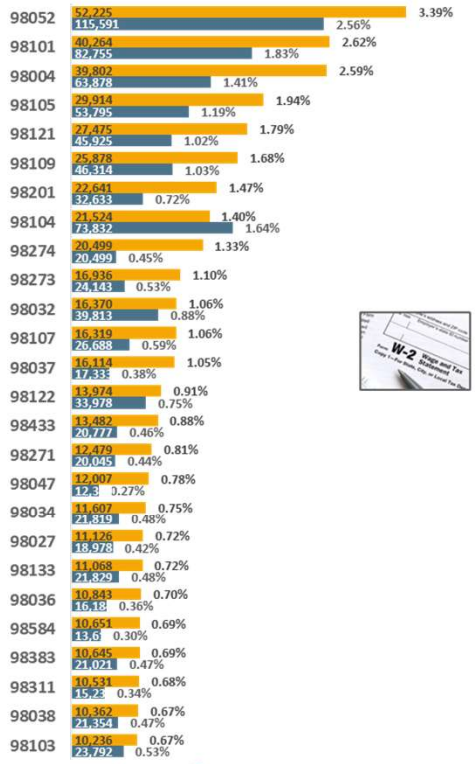
*Avg. Miles/Day Driving:* 0:49 → 29.1 who used REDDIT in the past 30 days

0:44 → 25.9 SEATTLE-TACOMA

## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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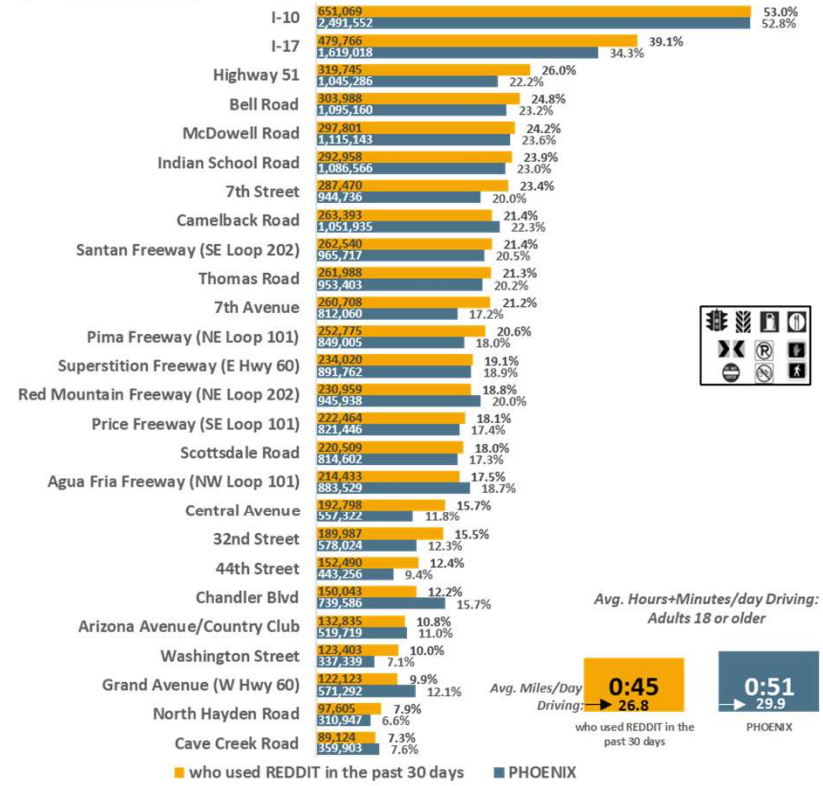
SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183

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*Social media apps or websites used or visited past 30 days: Reddit*

1,102,683 or 89.8% of Adults 18 or older who used REDDIT in the past 30 days spend an average of 46. minutes per day driving an average of 26.8 miles each day and are 32.9% more likely to use Central Avenue than the Metro average.

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




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

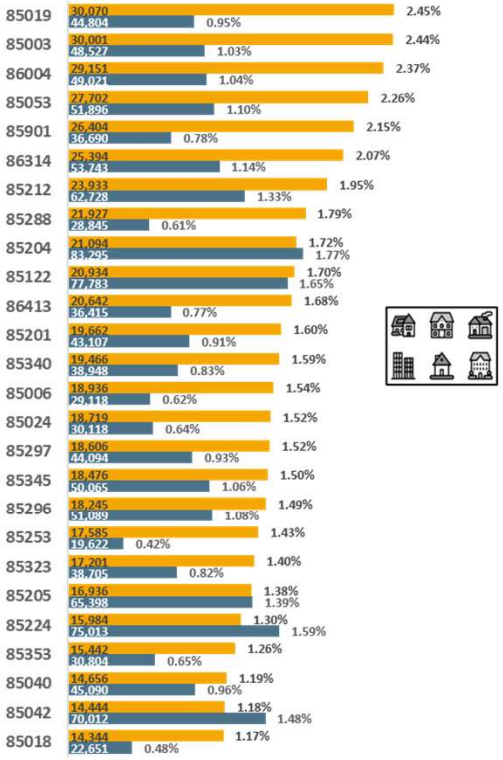
*Avg. Miles/Day Driving:*



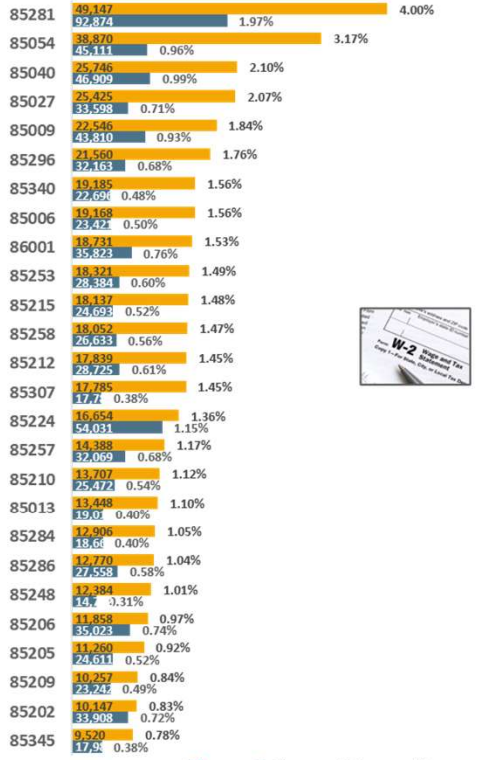




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older







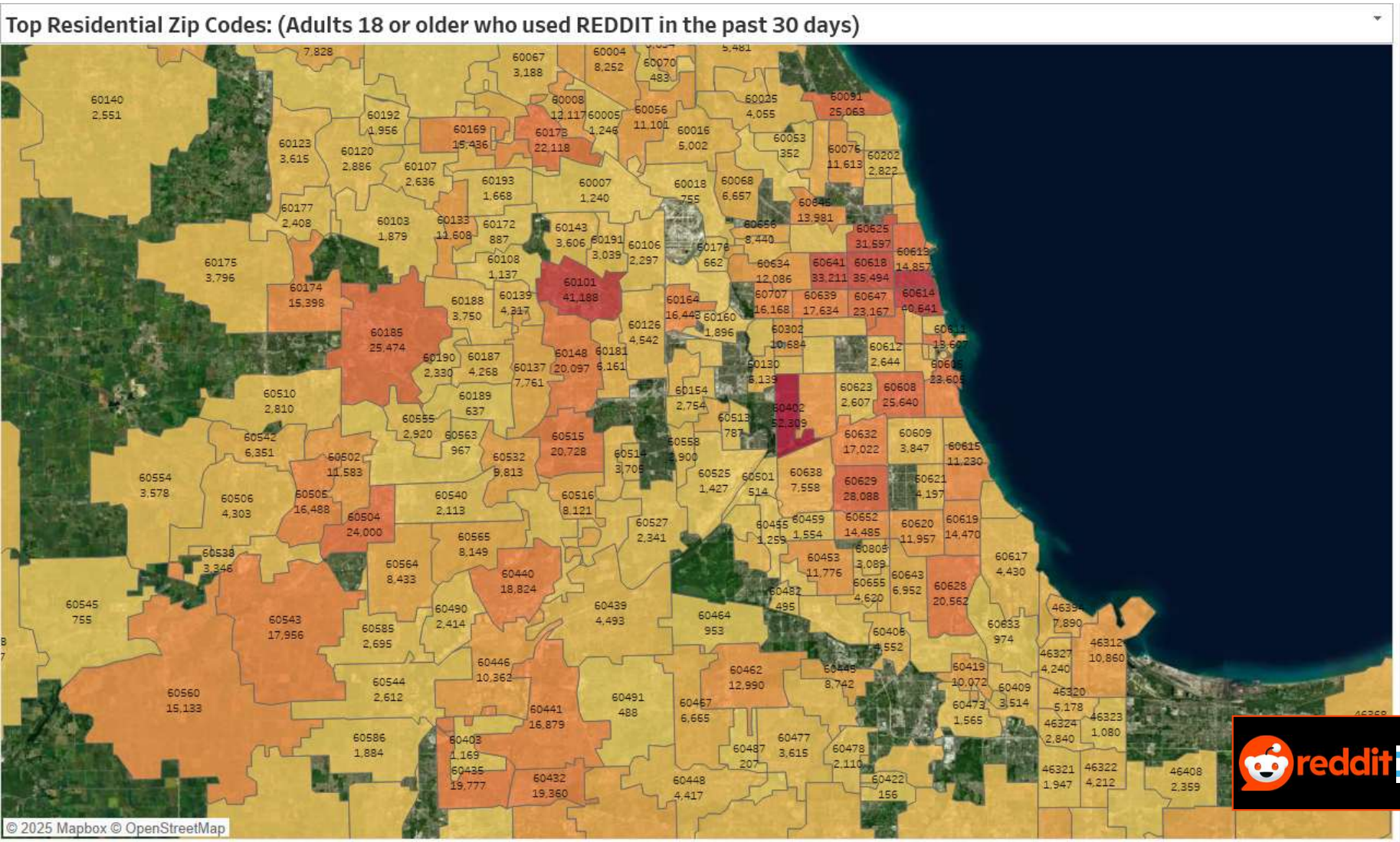
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*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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*Social media apps or websites used or visited past 30 days: Reddit*

## Top Residential Zip Codes: (Adults 18 or older who used REDDIT in the past 30 days)



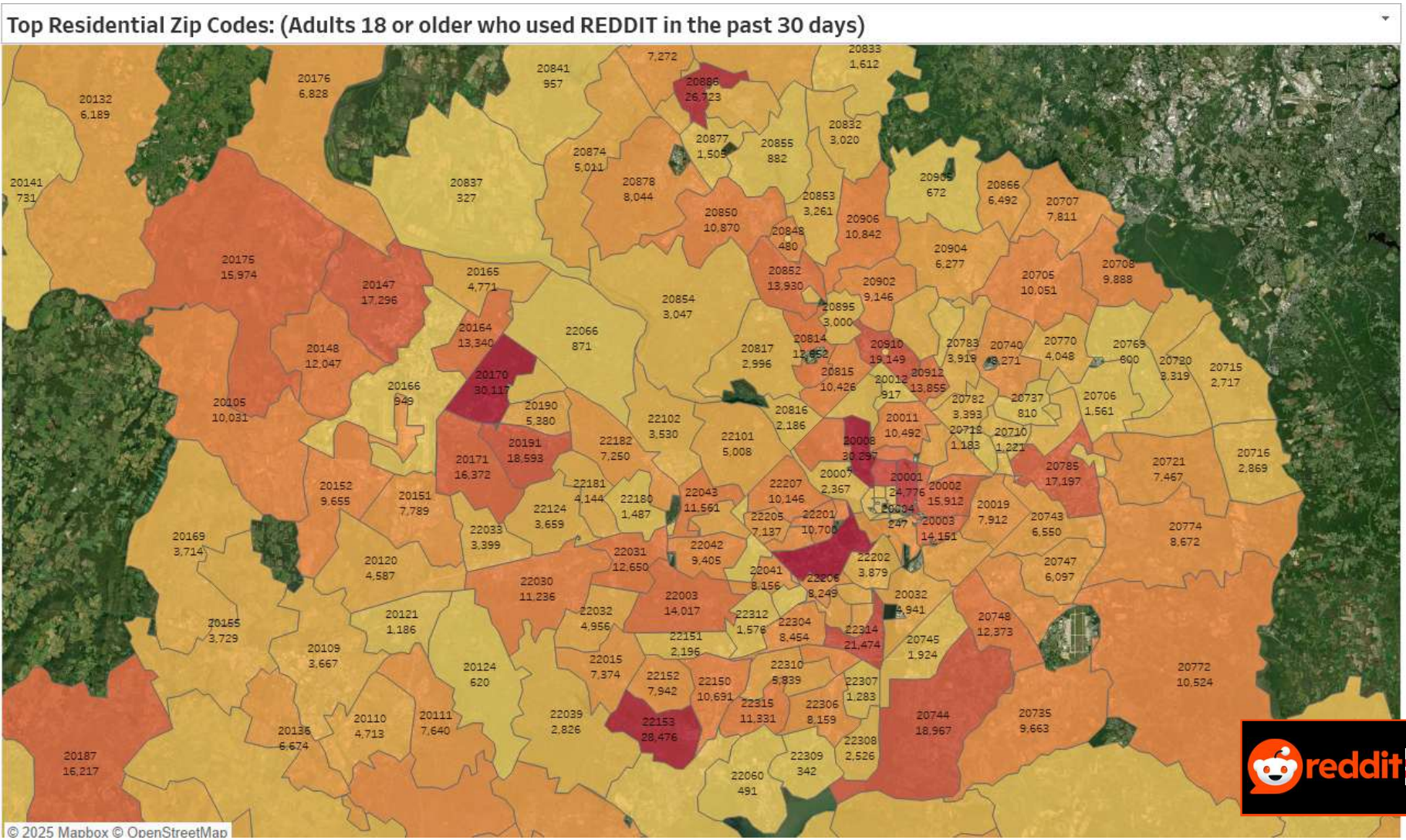

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988

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*Social media apps or websites used or visited past 30 days: Reddit*

## Top Residential Zip Codes: (Adults 18 or older who used REDDIT in the past 30 days)




reddit WDC

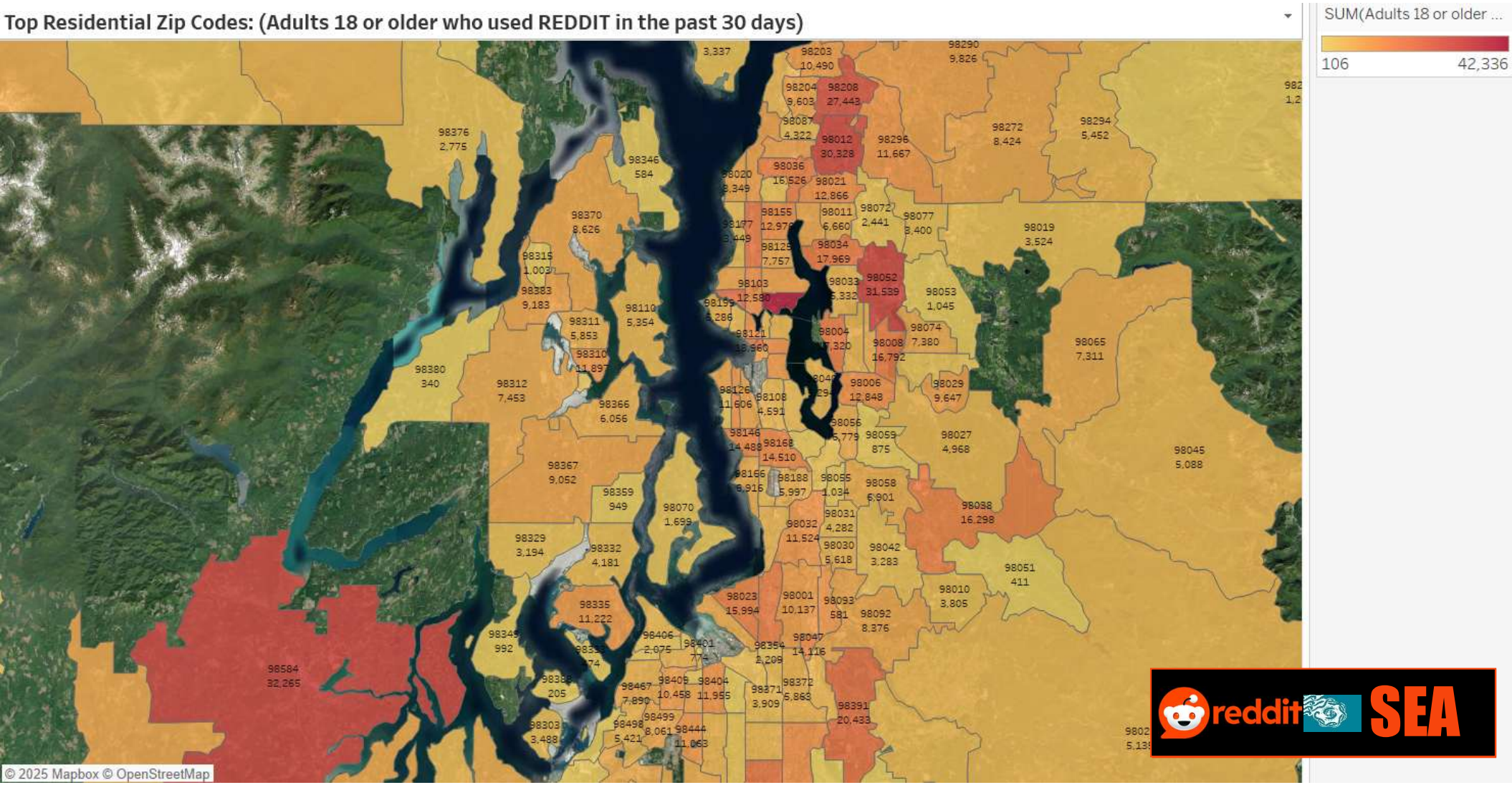


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*Social media apps or websites used or visited past 30 days: Reddit*

## Top Residential Zip Codes: (Adults 18 or older who used REDDIT in the past 30 days)




reddit SEA

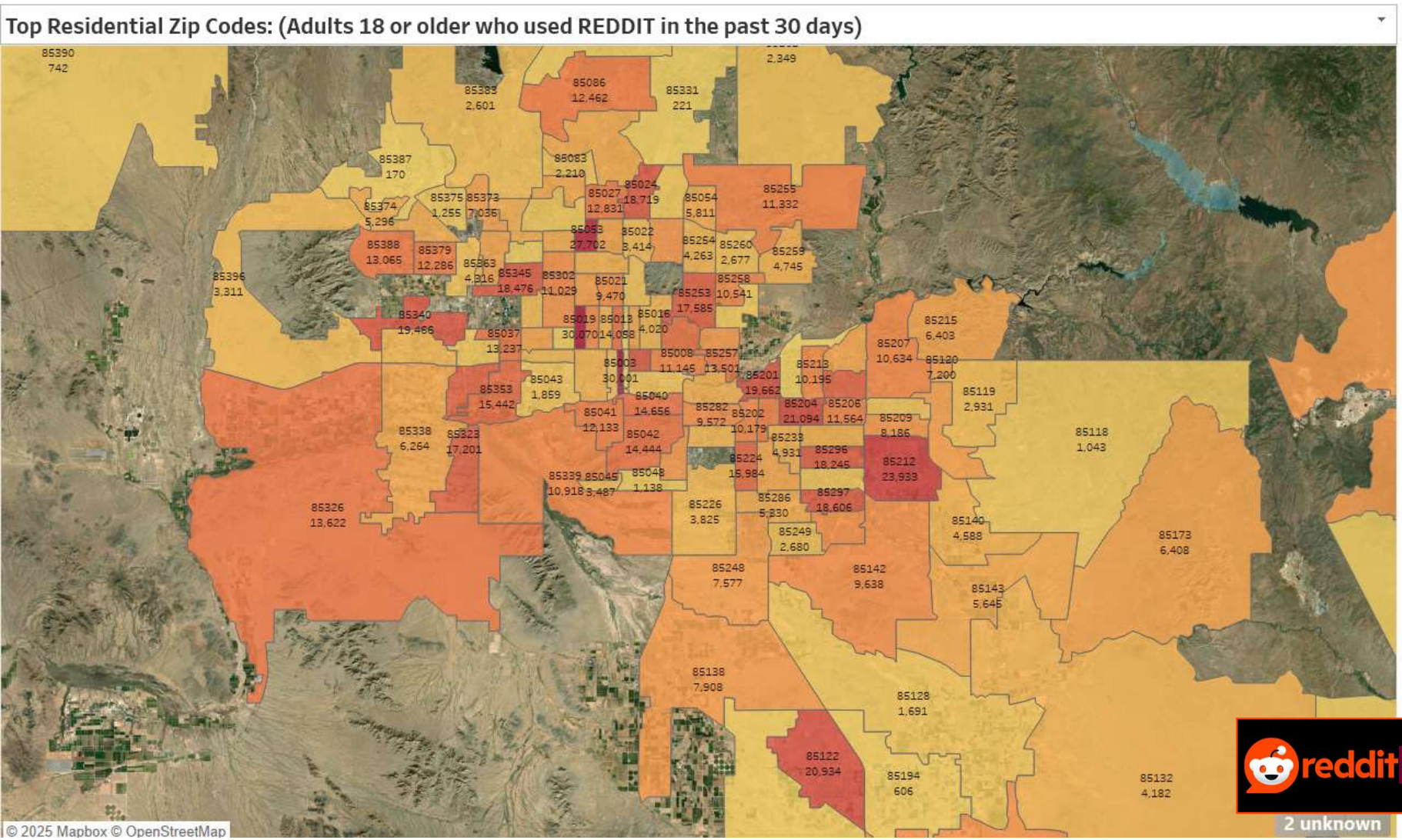
*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

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*Social media apps or websites used or visited past 30 days: Reddit*

## Top Residential Zip Codes: (Adults 18 or older who used REDDIT in the past 30 days)




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

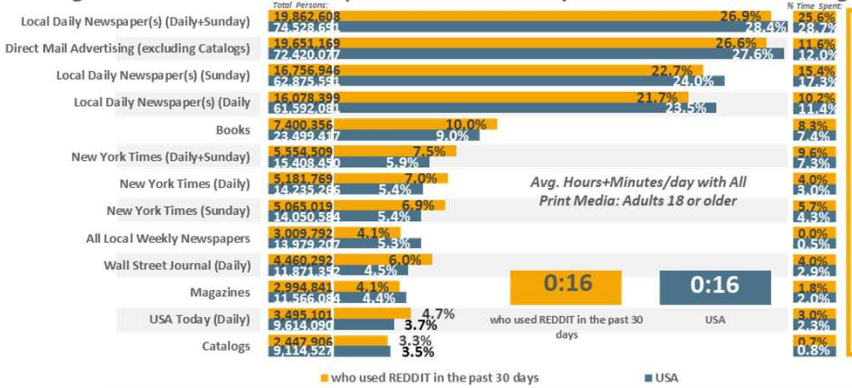
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*Social media apps or websites used or visited past 30 days: Reddit*

19,862,608 or 26.9% of Adults 18 or older who used REDDIT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

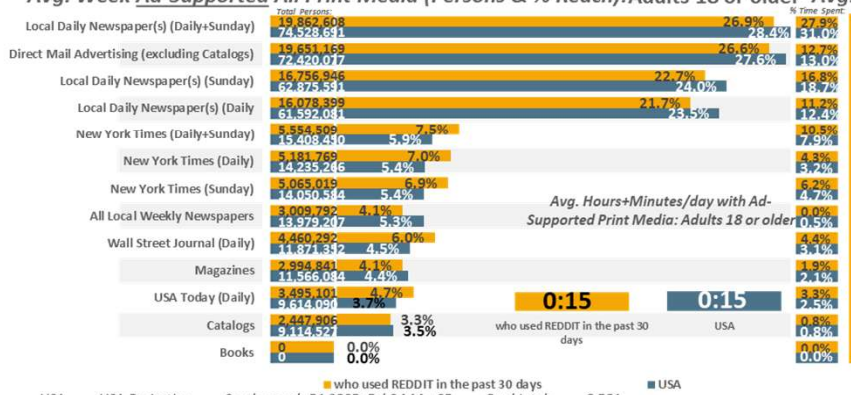
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



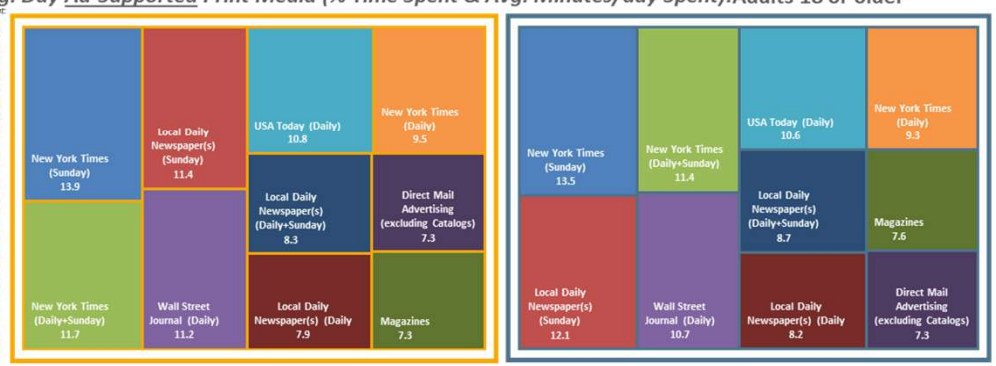

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 6,561*

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*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890*

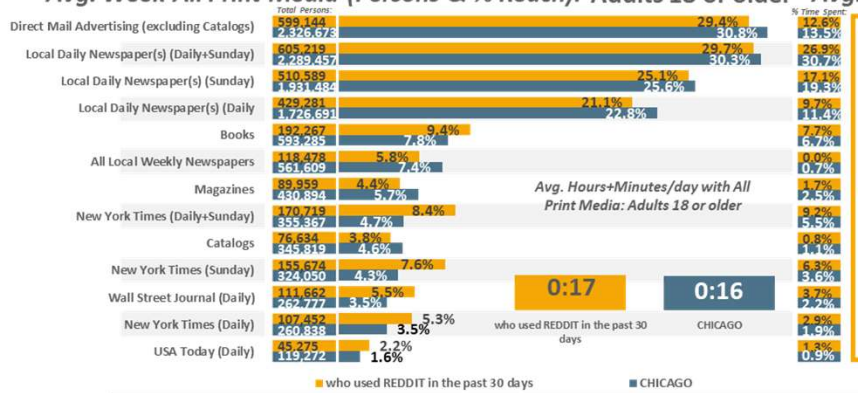
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*Social media apps or websites used or visited past 30 days: Reddit*

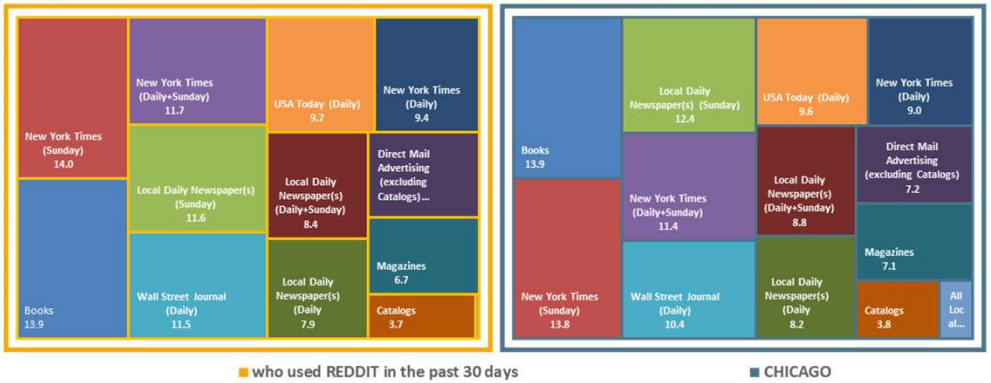
reddit CHI

605,219 or 29.7% of Adults 18 or older who used REDDIT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

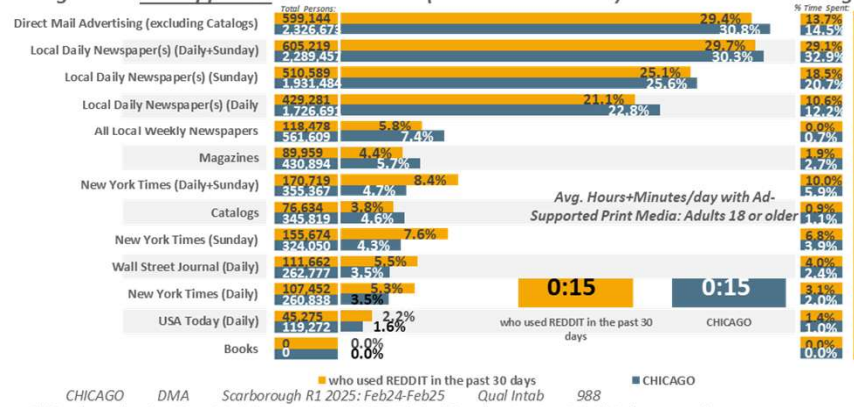
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



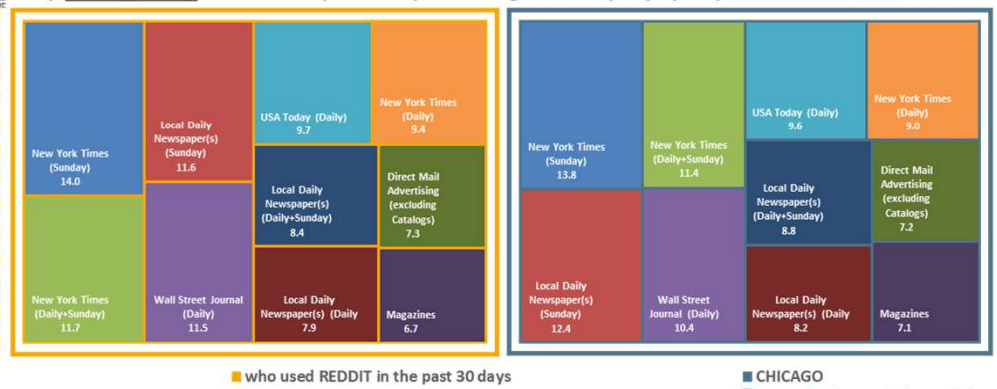

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 988*

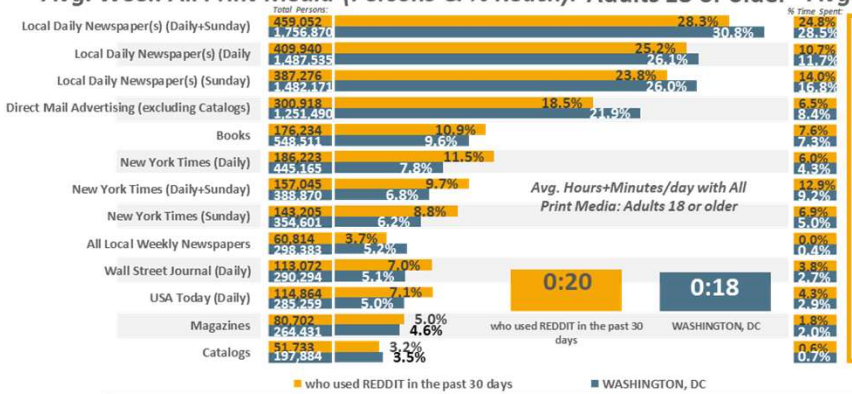
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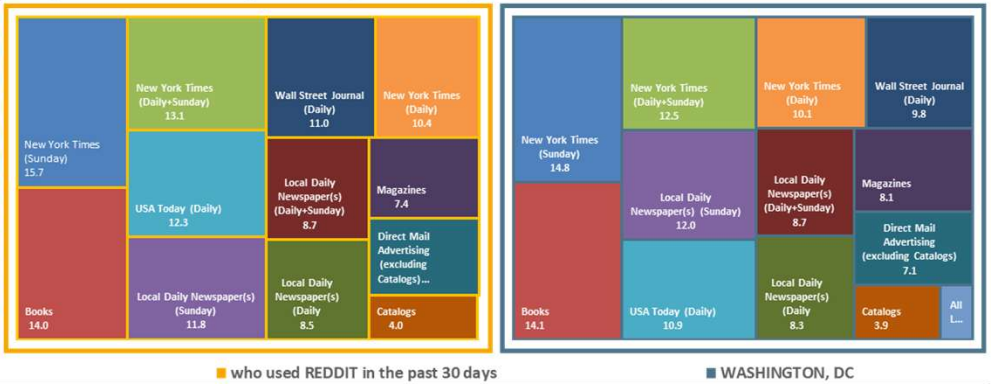
*Social media apps or websites used or visited past 30 days: Reddit*

459,052 or 28.3% of Adults 18 or older who used REDDIT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 26.8% of all time spent daily with All forms of Print Media.

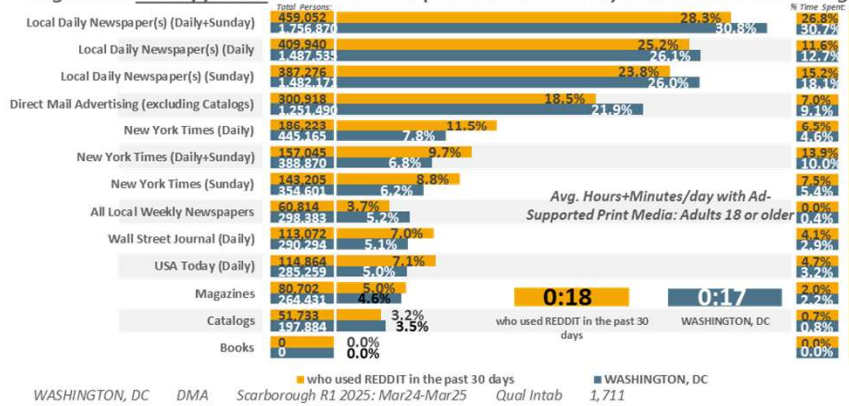
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



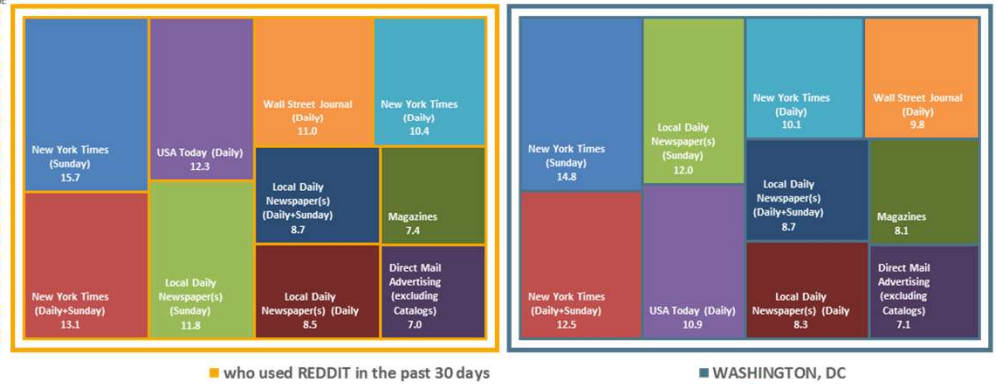

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,711*

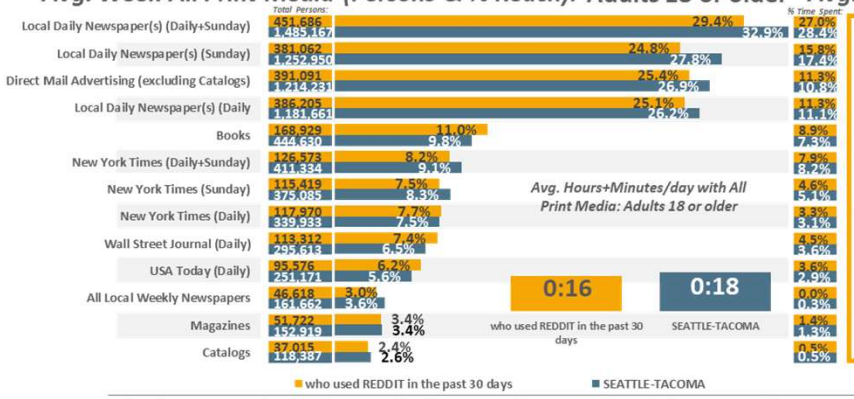
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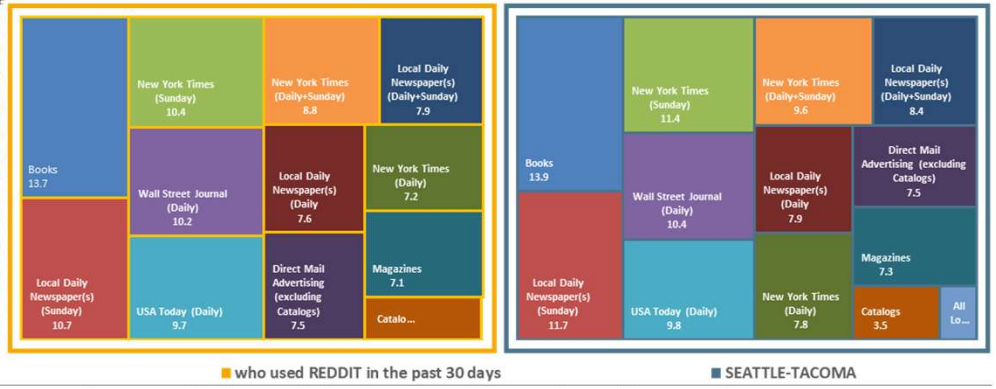
*Social media apps or websites used or visited past 30 days: Reddit*

451,686 or 29.4% of Adults 18 or older who used REDDIT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

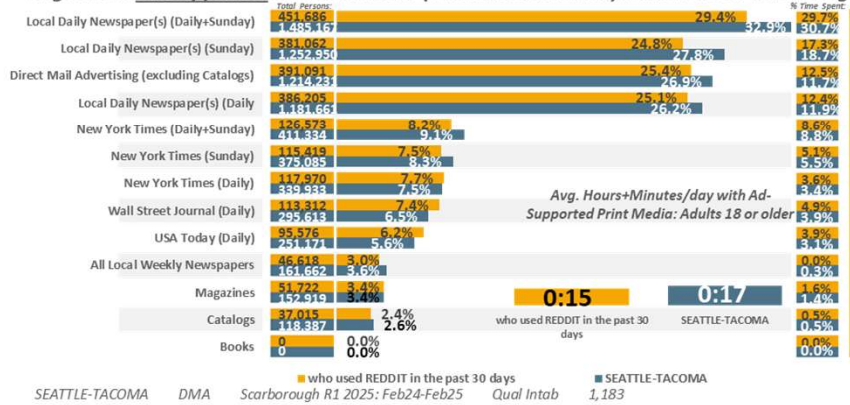
## Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



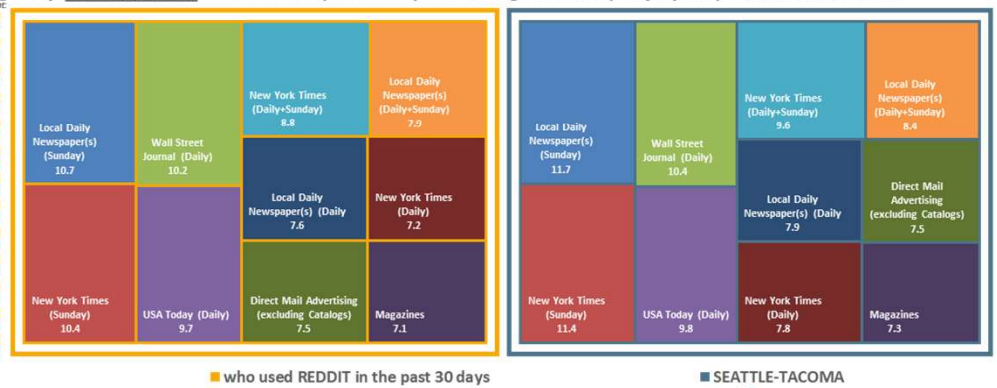

## Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,183*

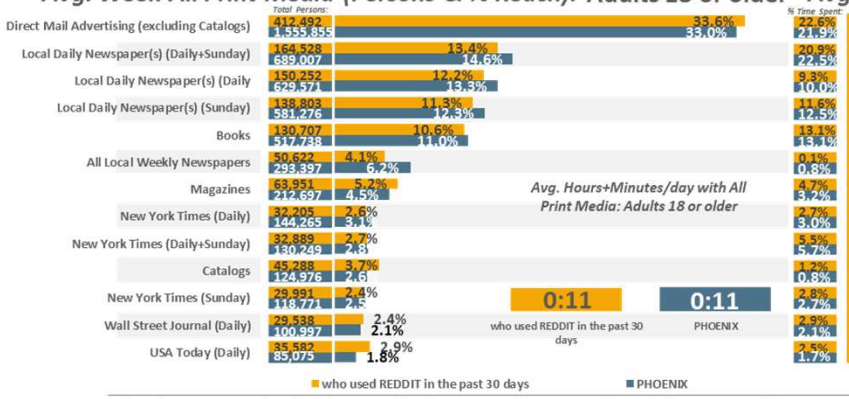
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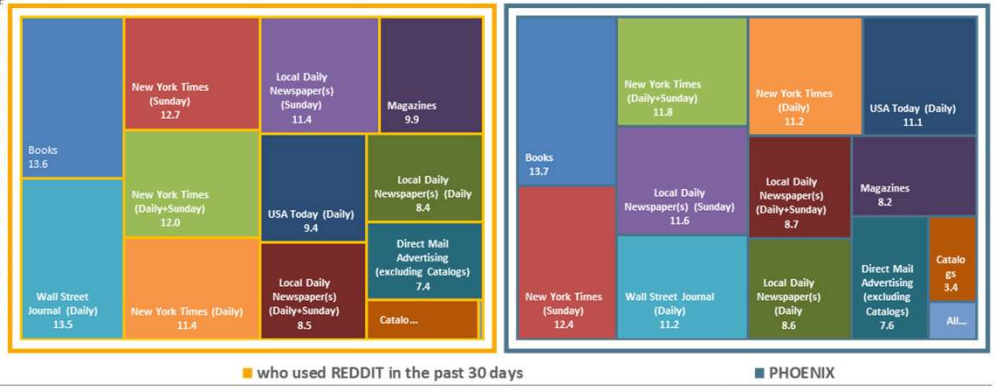
*Social media apps or websites used or visited past 30 days: Reddit*

412,492 or 33.6% of Adults 18 or older who used REDDIT in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.4 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

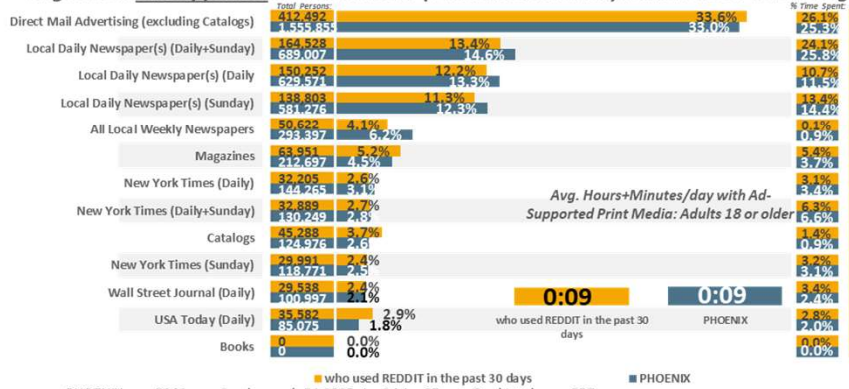
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



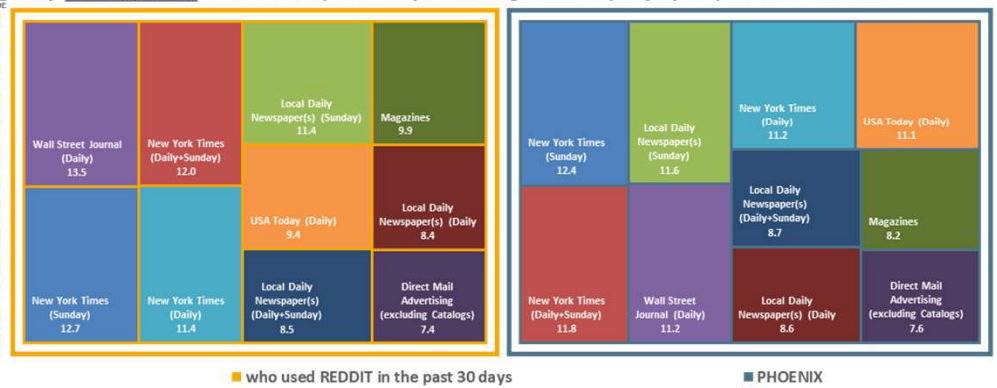

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 537*

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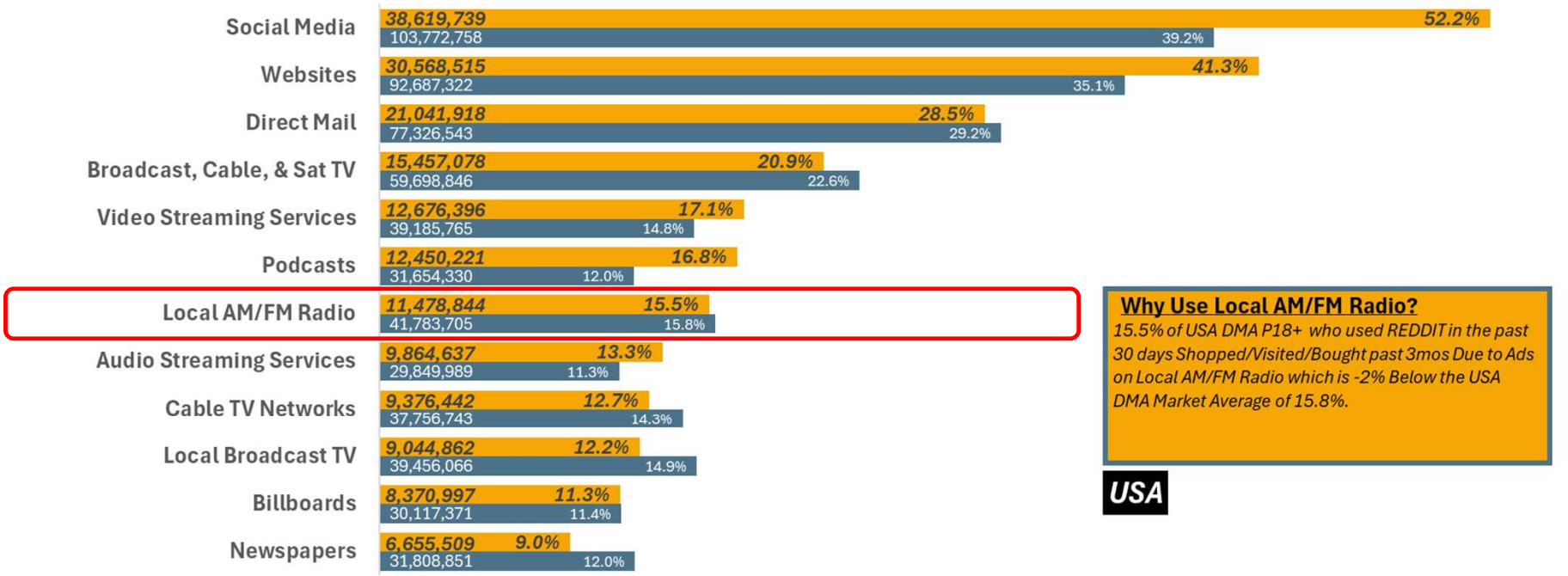
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit USA

"Advertising Actions"

## P18+ who used REDDIT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*15.5% of USA DMA P18+ who used REDDIT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the USA DMA Market Average of 15.8%.*

**USA**

P18+ who used REDDIT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %) | P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

*USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 6561*

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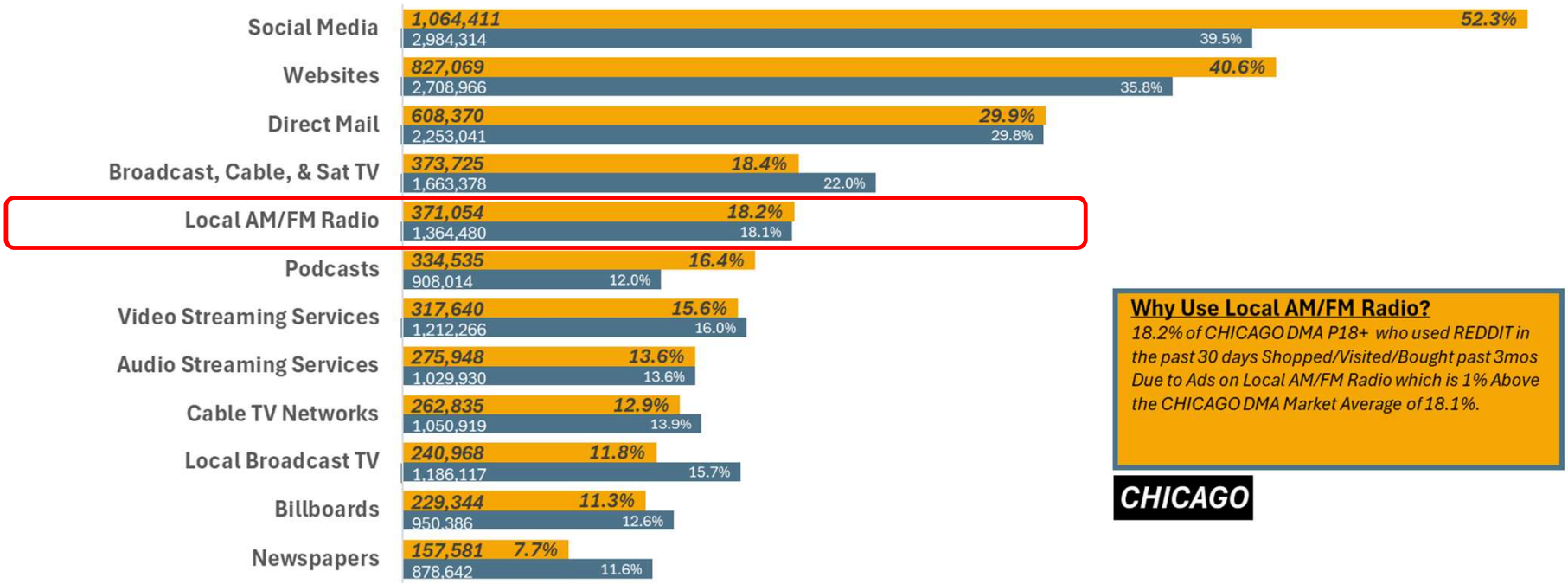
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit CHI

"Advertising Actions"

## P18+ who used REDDIT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*18.2% of CHICAGO DMA P18+ who used REDDIT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CHICAGO DMA Market Average of 18.1%.*

**CHICAGO**

*CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 988*

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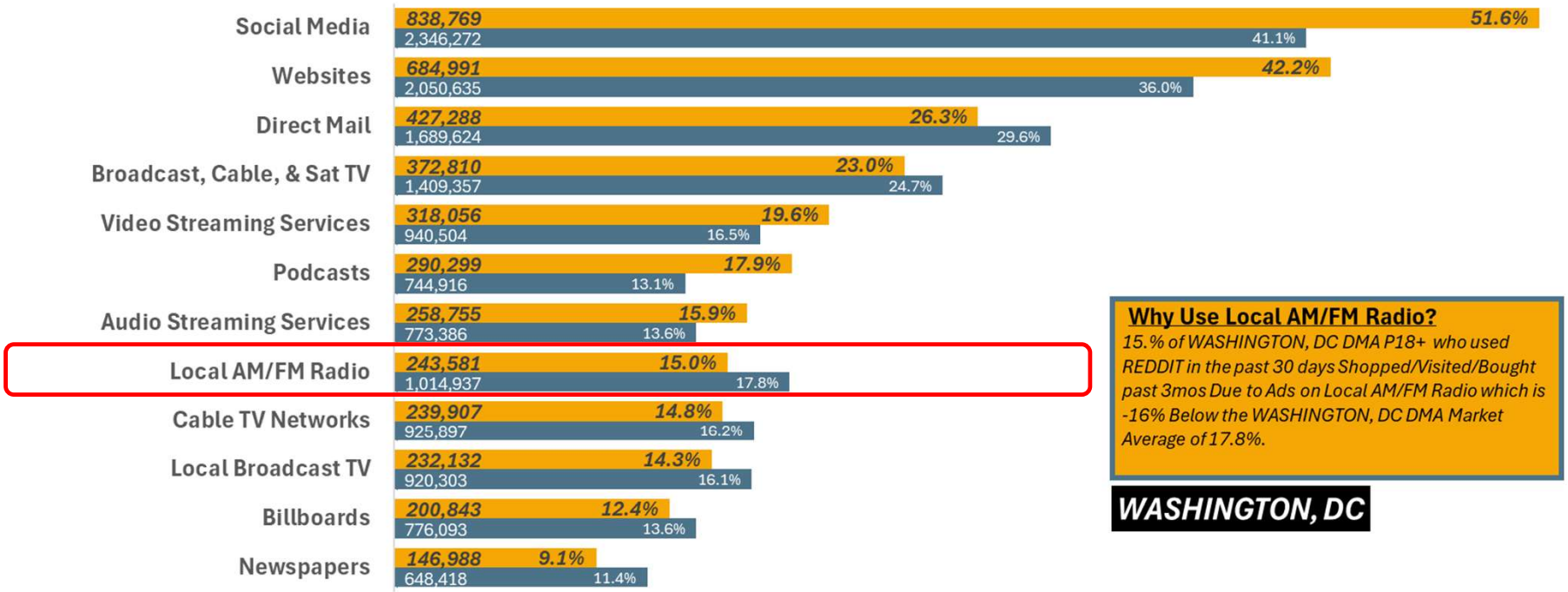
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit WDC

"Advertising Actions"

## P18+ who used REDDIT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*15.% of WASHINGTON, DC DMA P18+ who used REDDIT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the WASHINGTON, DC DMA Market Average of 17.8%.*

**WASHINGTON, DC**

*WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 1711*

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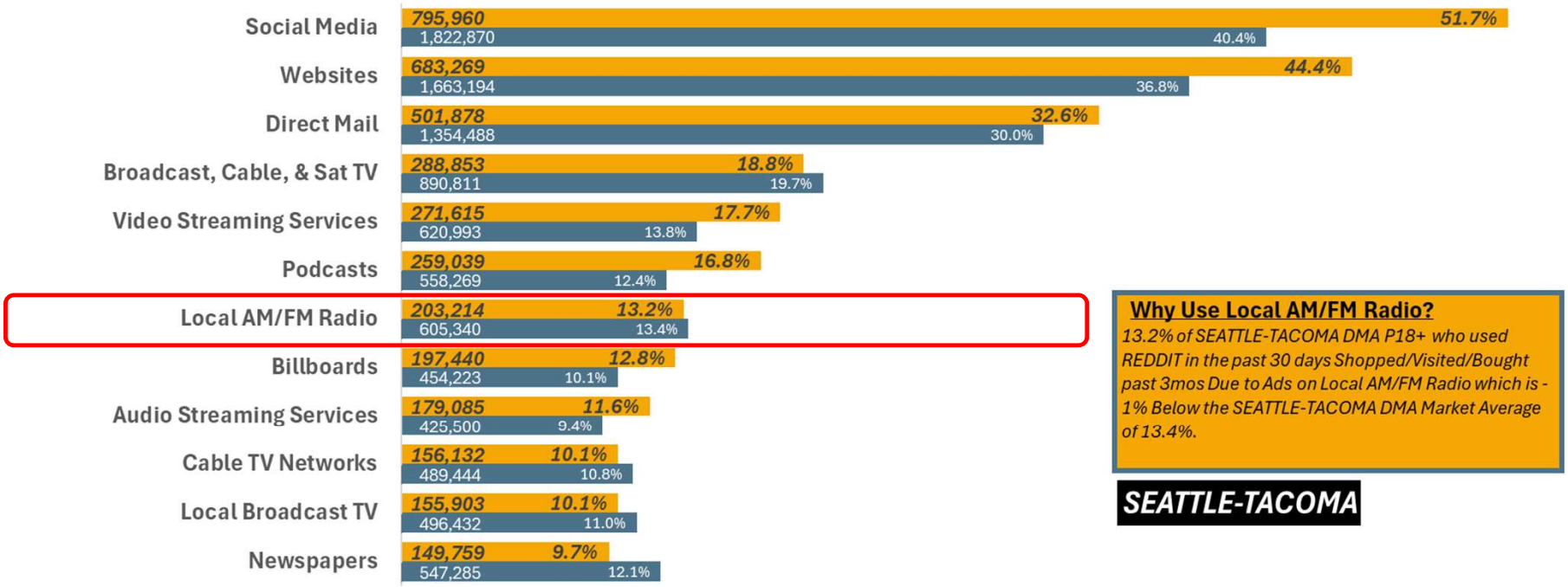
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit SEA

## "Advertising Actions"

# P18+ who used REDDIT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*13.2% of SEATTLE-TACOMA DMA P18+ who used REDDIT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the SEATTLE-TACOMA DMA Market Average of 13.4%.*

**SEATTLE-TACOMA**

*SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1183*

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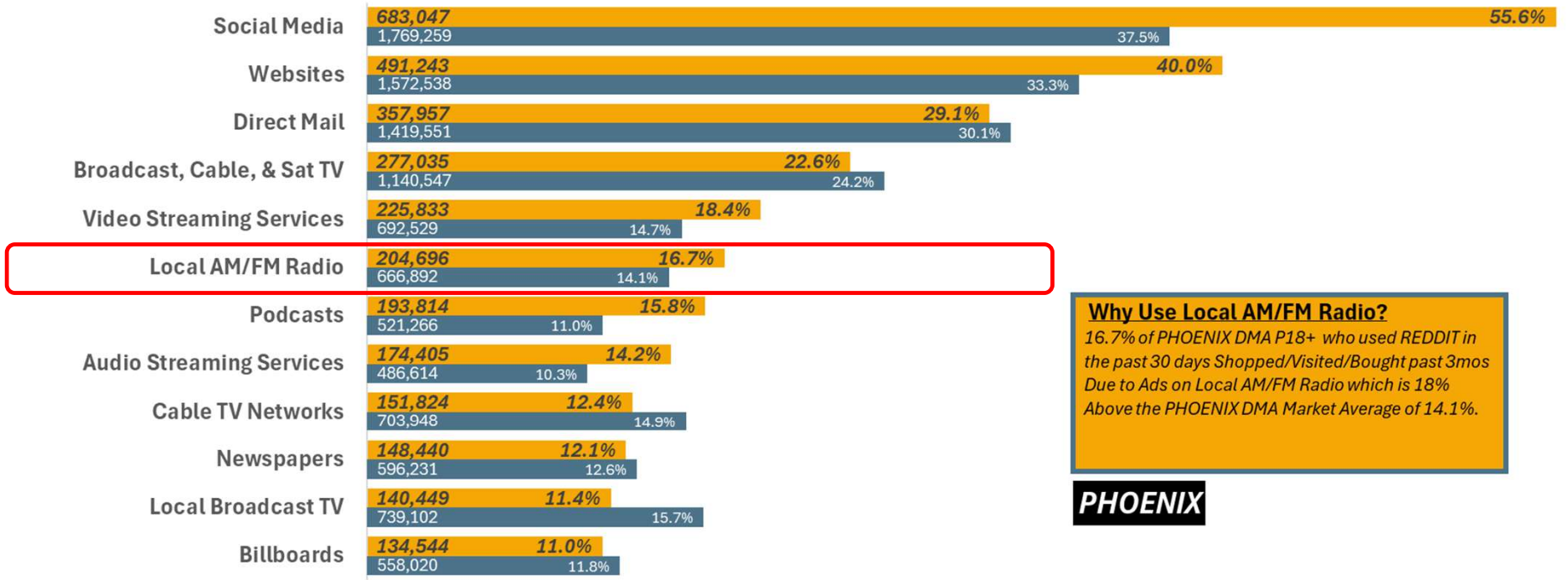
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*Social media apps or websites used or visited past 30 days: Reddit*

reddit PHX

"Advertising Actions"

## P18+ who used REDDIT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*16.7% of PHOENIX DMA P18+ who used REDDIT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the PHOENIX DMA Market Average of 14.1%.*

**PHOENIX**

*PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 537*

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*Social media apps or websites used or visited past 30 days: Reddit*