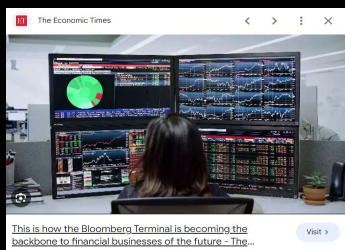


USA-5 Demos of the WASHINGTON, DC DMA vs. the USA... Brand New Data as of March 31, 2026! Complete Demographic & Media Use Profiles



-  WASHINGTON, DC DMA #8 **P18+**
-  WASHINGTON, DC DMA #8 **P25-54**
-  WASHINGTON, DC DMA #8 **W25-54**
-  WASHINGTON, DC DMA #8 **M25-54**
-  WASHINGTON, DC DMA #8 **P35-64**

**DMA
#8**

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





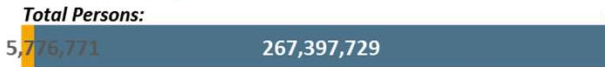
P18+

2.1% or 5,776,771 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
 Typical Adults 18 or older who Live in the WASHINGTON, DC, DMA are 48. years old (1.8% younger than average) and have a \$139,294 (41.7% higher than average) annual household income.

Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**

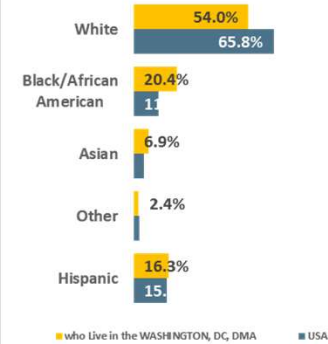


■ who Live in the WASHINGTON, DC, DMA
 ■ Remainder of USA DMAs

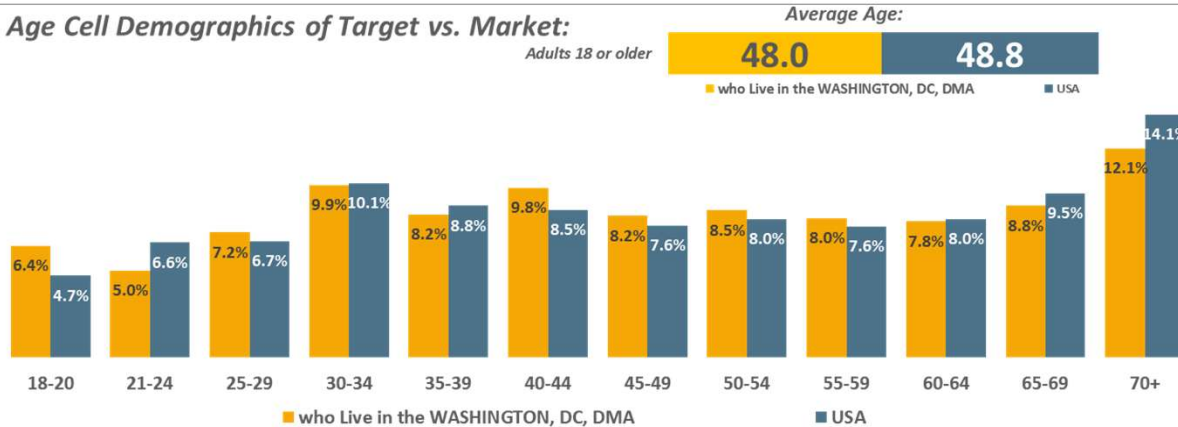


	Men	Men	Women	Women
%M vs. %F:	48.8%	49.2%	51.2%	50.8%
Average Age:	47.8	48.8	48.2	48.9
# Persons:	2,816,689	134,358,7...	2,960,082	138,815,7...

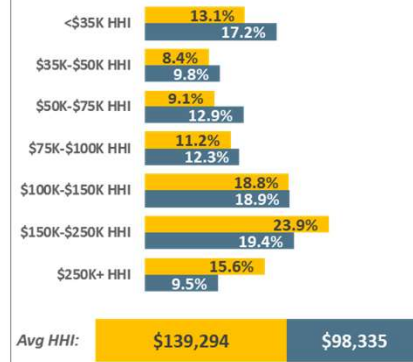
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



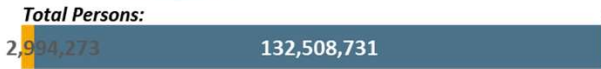
P25-54

2.2% or 2,994,273 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
 Typical Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 40.1 years old (.5% older than average) and have a \$145,507 (38.5% higher than average) annual household income.

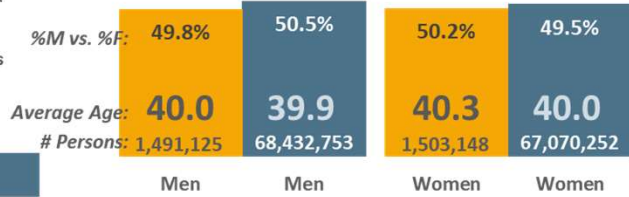
Percent of Market: Adults 25 - 54



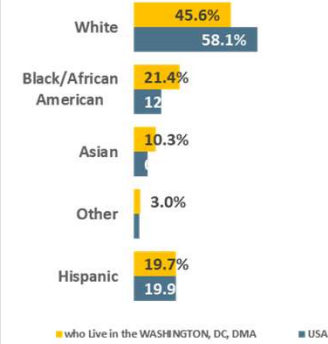
■ who Live in the WASHINGTON, DC, DMA
 ■ Remainder of USA DMAs



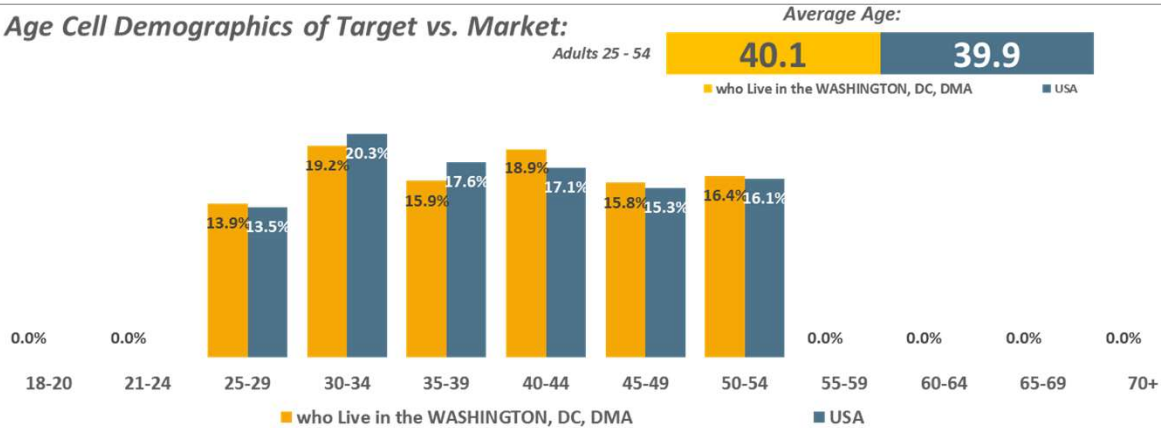
Gender of Target vs. Market: Adults 25 - 54



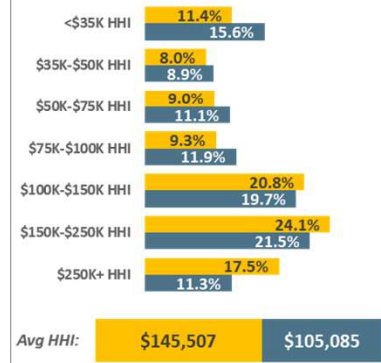
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





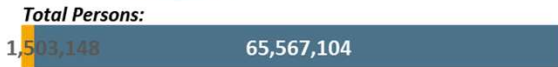
W25-54

2.2% or 1,503,148 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
 Typical Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 40.3 years old (.8% older than average) and have a \$137,761 (43.7% higher than average) annual household income.

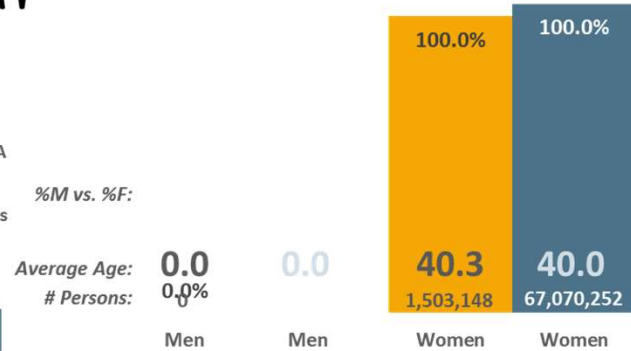
Percent of Market: Women 25 - 54



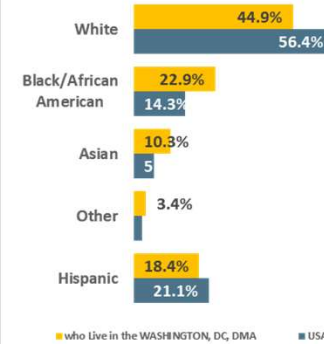
■ who Live in the WASHINGTON, DC, DMA
 ■ Remainder of USA DMAs



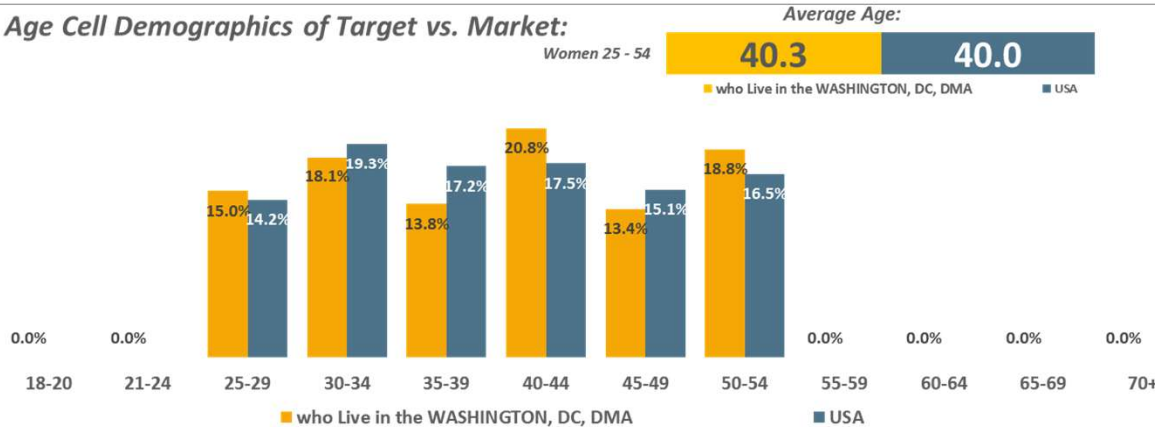
Gender of Target vs. Market: Women 25 - 54



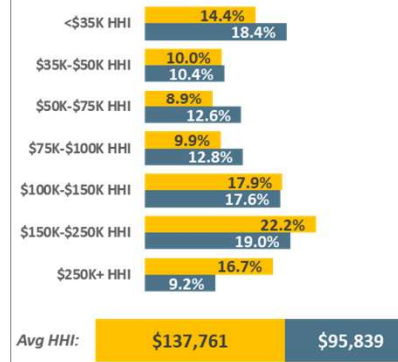
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

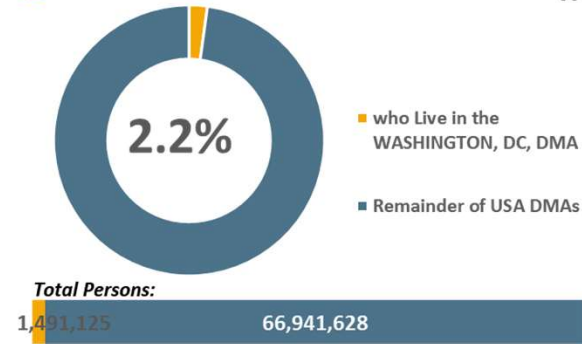




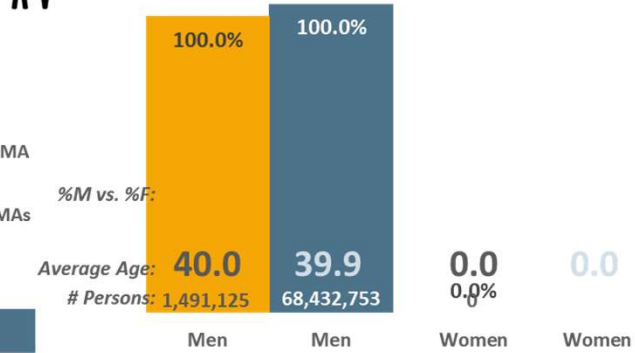
M25-54

2.2% or 1,491,125 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
 Typical Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 40.0 years old (.2% older than average) and have a \$153,315 (34.3% higher than average) annual household income.

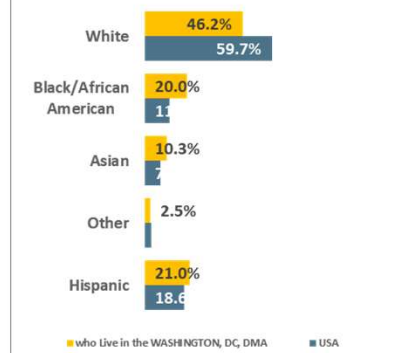
Percent of Market: Men 25 - 54



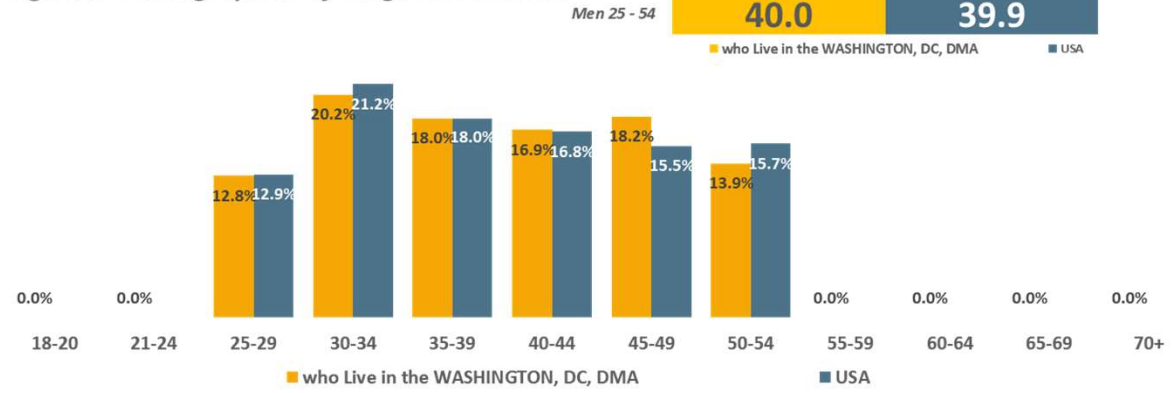
Gender of Target vs. Market: Men 25 - 54



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703 USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338
 All Graphs and HBI/AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



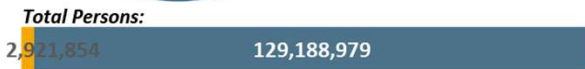
P35-64

2.2% or 2,921,854 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
 Typical Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 49.7 years old (.% younger than average) and have a \$157,197 (43.4% higher than average) annual household income.

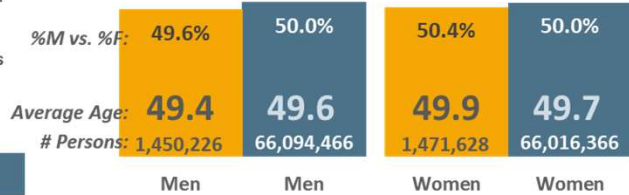
Percent of Market: Adults 35 - 64



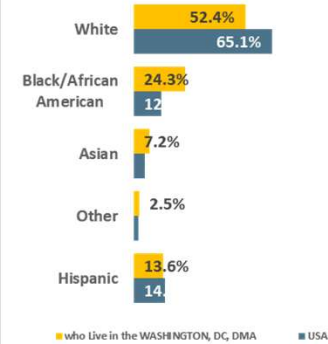
■ who Live in the WASHINGTON, DC, DMA
 ■ Remainder of USA DMAs



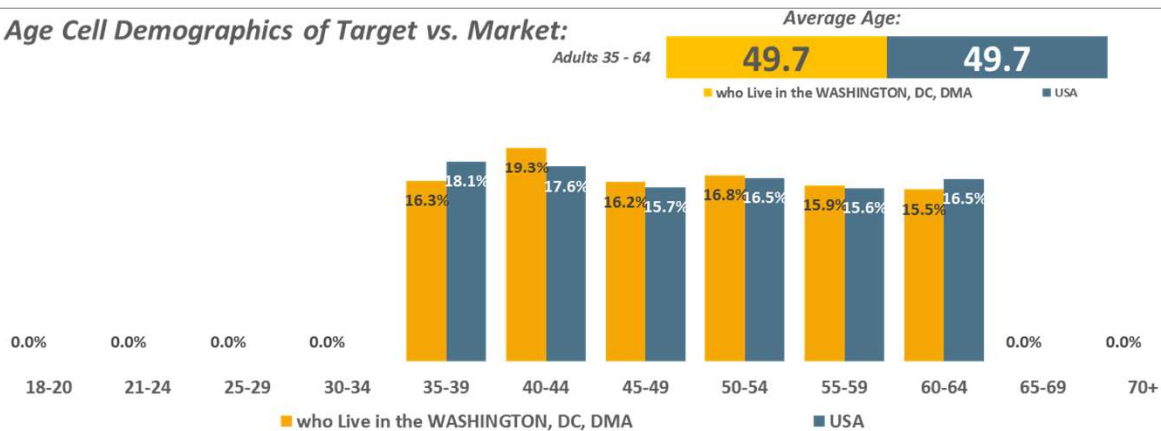
Gender of Target vs. Market: Adults 35 - 64



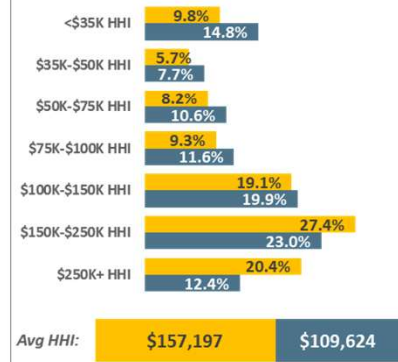
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

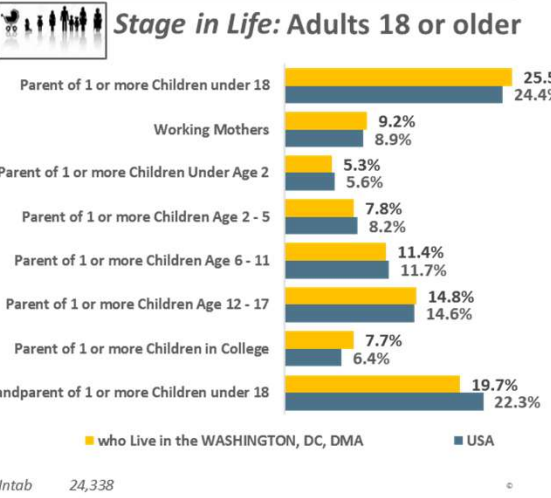
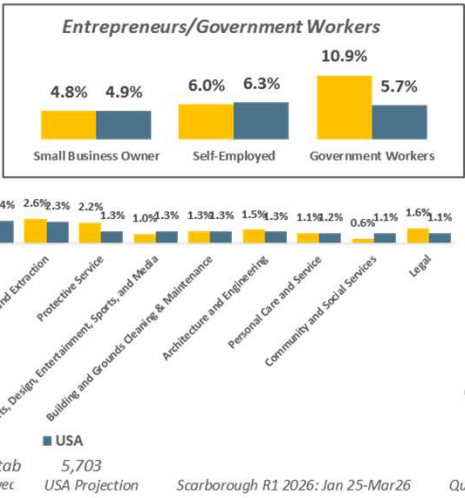
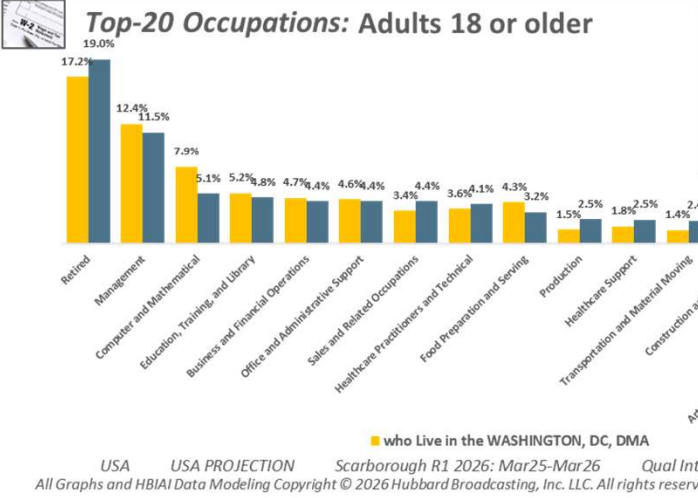
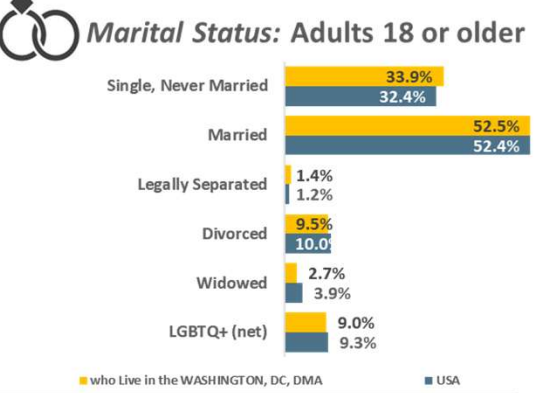
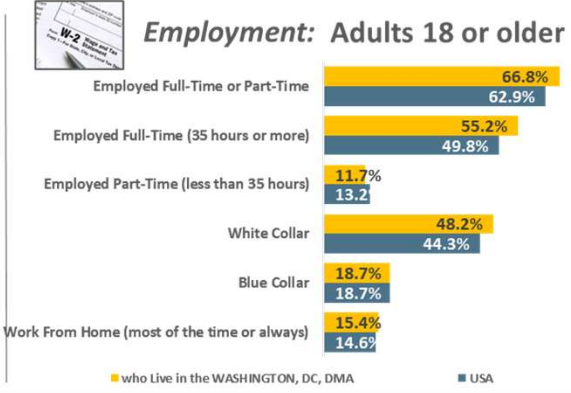
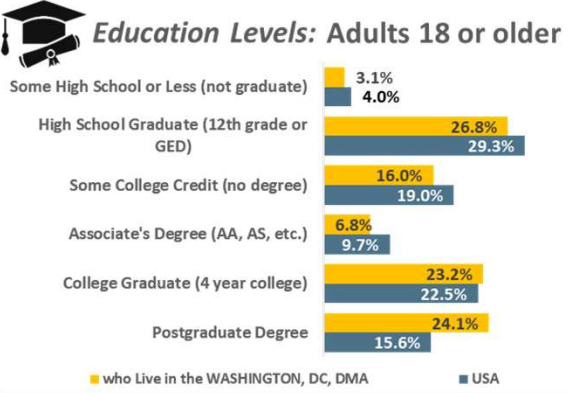


HHI of Target vs. Market:





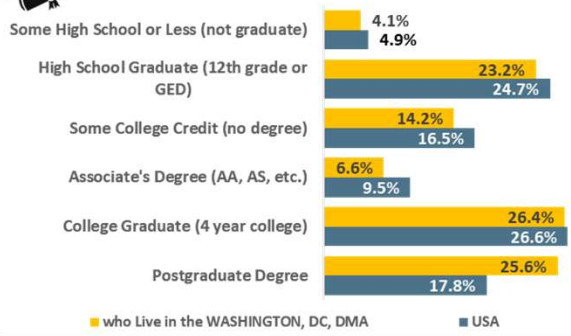
2.1% or 5,776,771 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
 Adults 18 or older who Live in the WASHINGTON, DC, DMA are 24.3% more likely to be a college graduate, 10.9% more likely to work full-time, .% more likely to be married, 4.5% more likely to be a parent of 1 or more children under 18.



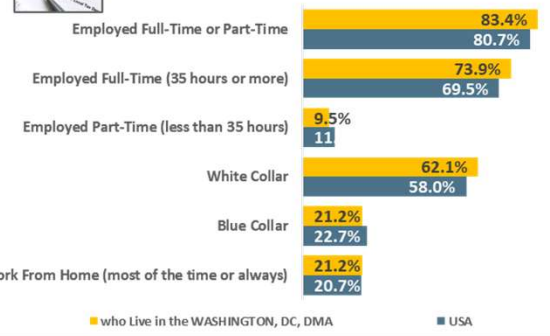


2.2% or 2,994,273 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
 Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 17.% more likely to be a college graduate,
 6.3% more likely to work full-time, 5.% more likely to be married, .4% less likely to be a parent of 1
 or more children under 18.

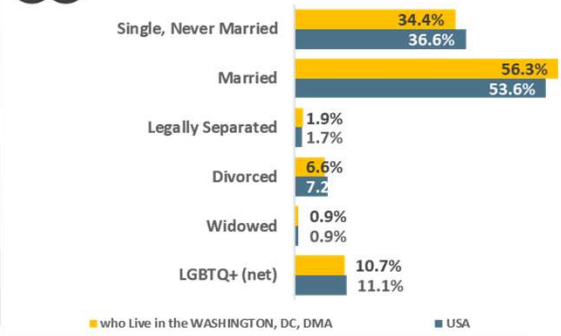
Education Levels: Adults 25 - 54



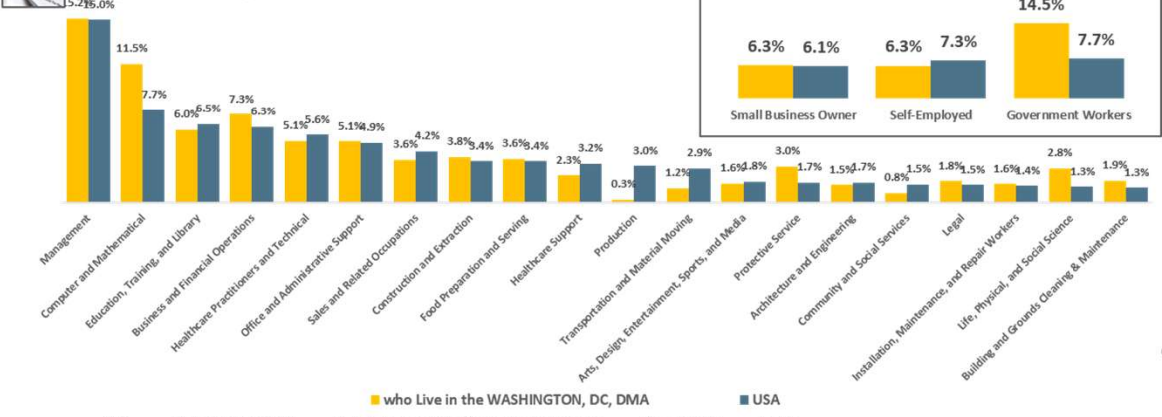
Employment: Adults 25 - 54



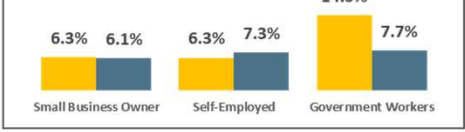
Marital Status: Adults 25 - 54



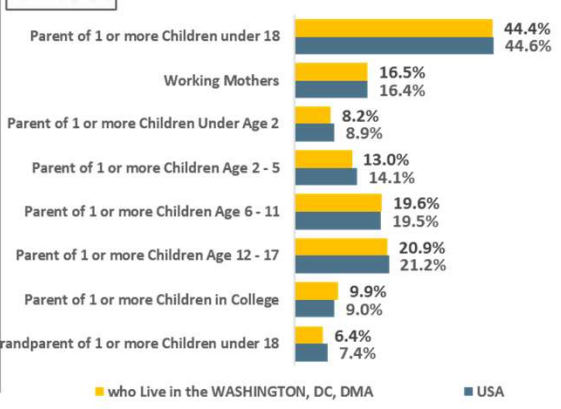
Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers



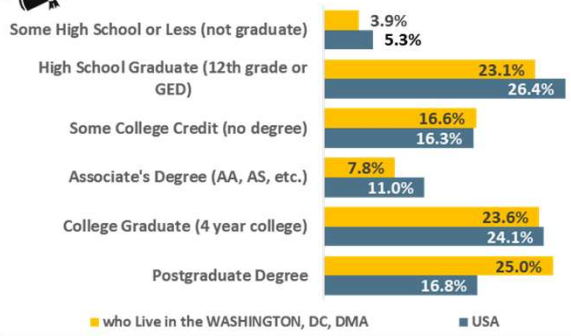
Stage in Life: Adults 25 - 54



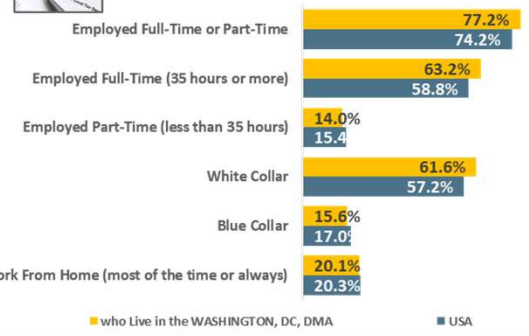


2.2% or 1,503,148 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
 Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 18.8% more likely to be a college graduate, 7.6% more likely to work full-time, 4.0% more likely to be married, 6.3% less likely to be a parent of 1 or more children under 18.

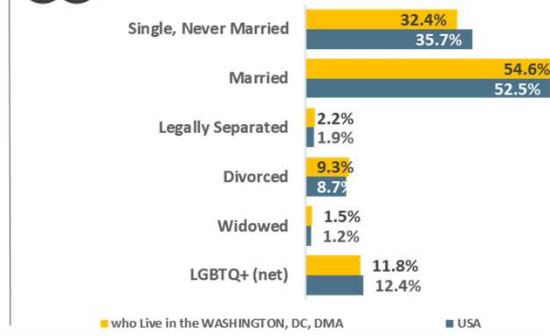
Education Levels: Women 25 - 54



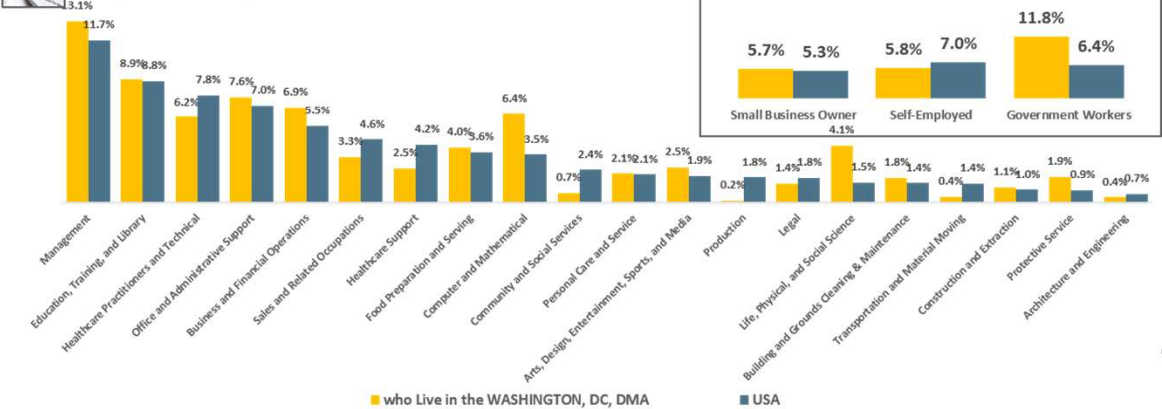
Employment: Women 25 - 54



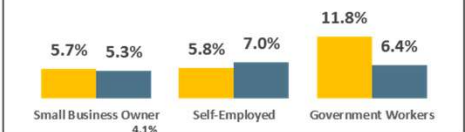
Marital Status: Women 25 - 54



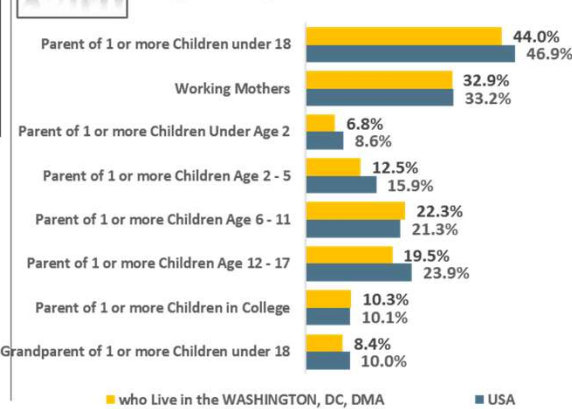
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

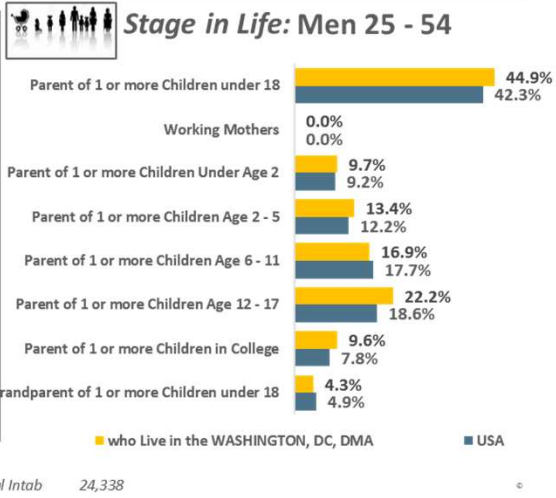
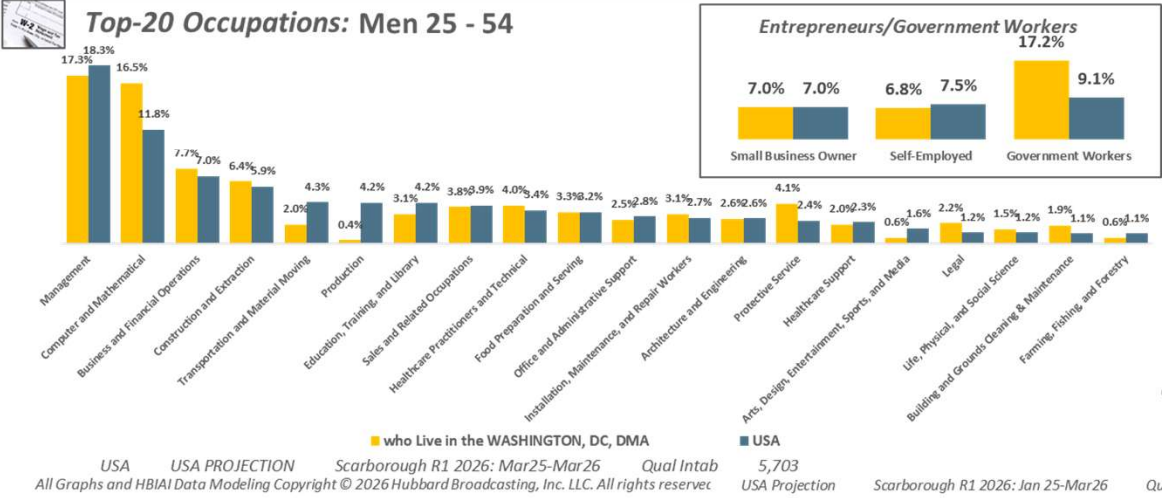
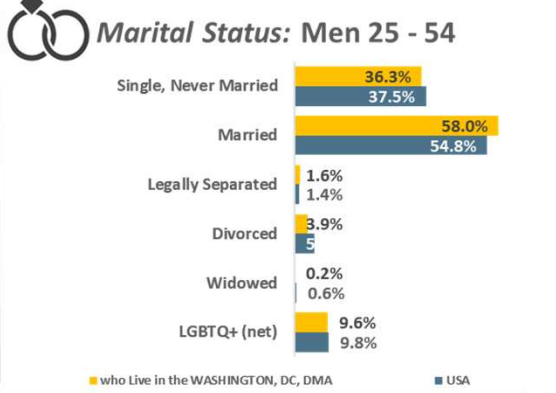
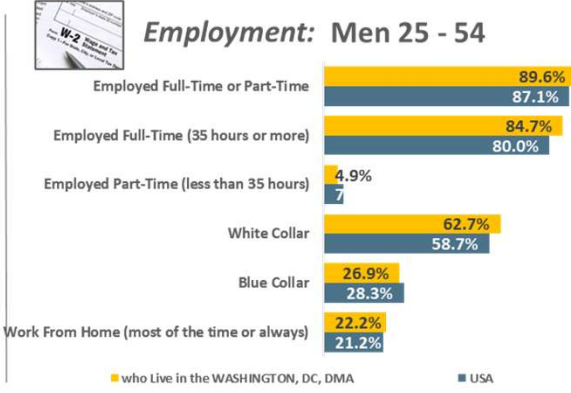
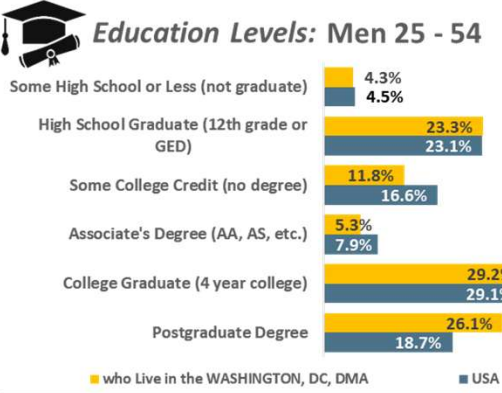


Stage in Life: Women 25 - 54





2.2% or 1,491,125 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
 Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 15.6% more likely to be a college graduate, 5.8% more likely to work full-time, 5.9% more likely to be married, 6% more likely to be a parent of 1 or more children under 18.

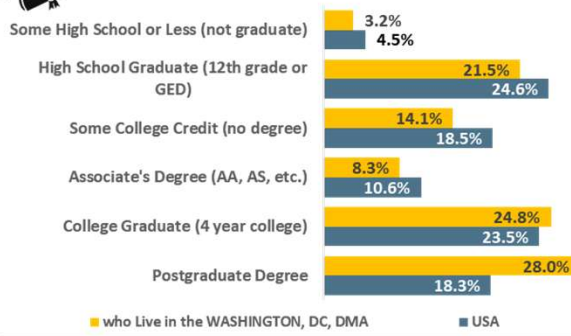




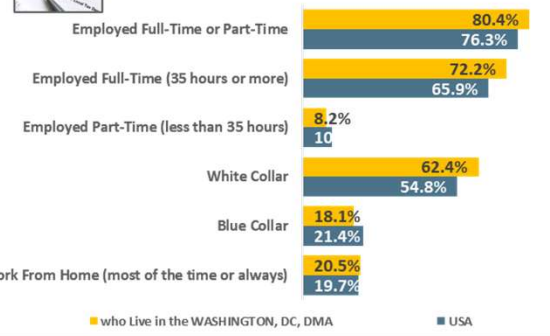
P35-64

2.2% or 2,921,854 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
 Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 26.5% more likely to be a college graduate, 9.7% more likely to work full-time, 3.2% more likely to be married, 2.4% more likely to be a parent of 1 or more children under 18.

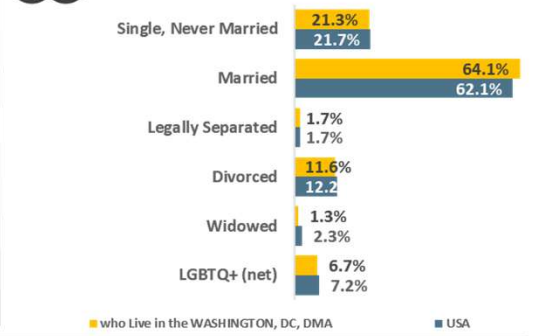
Education Levels: Adults 35 - 64



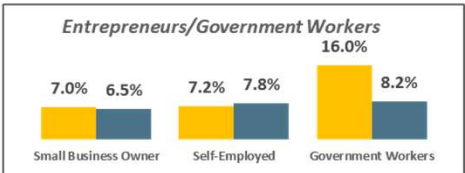
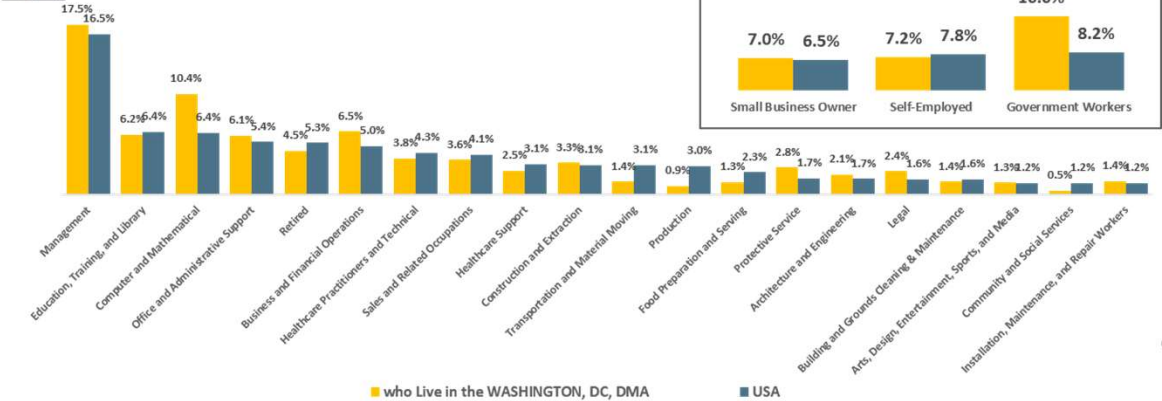
Employment: Adults 35 - 64



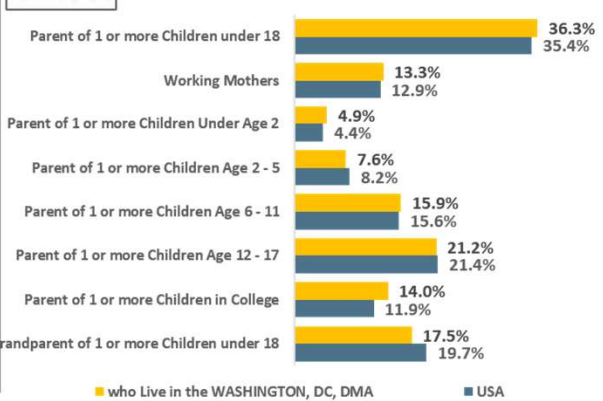
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64

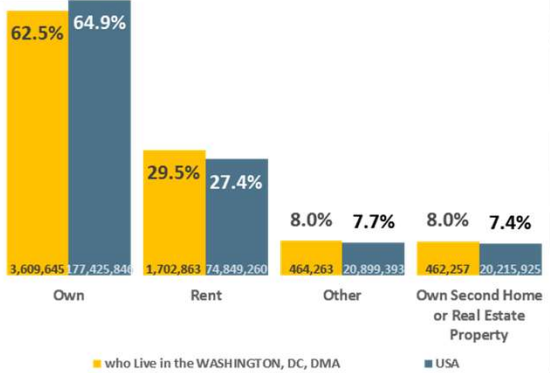




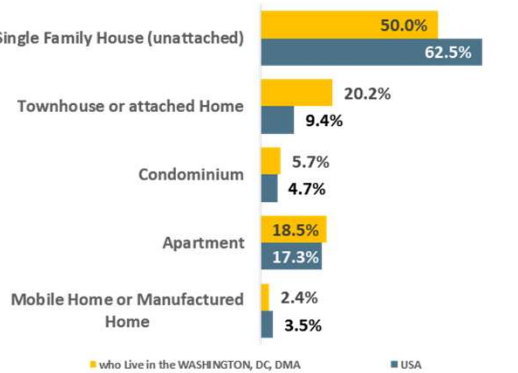
P18+

2.1% or 5,776,771 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
 Adults 18 or older who Live in the WASHINGTON, DC, DMA are 3.8% less likely to own their home, 52.9% more likely to own a higher valued home, 19.9% less likely to have a single-family home, 20.8% less likely to have a dog.

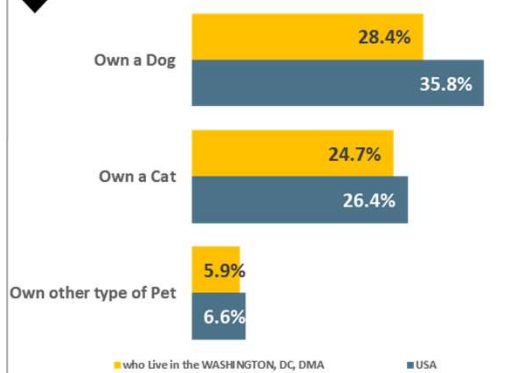
Own/Rent/Other: Adults 18 or older



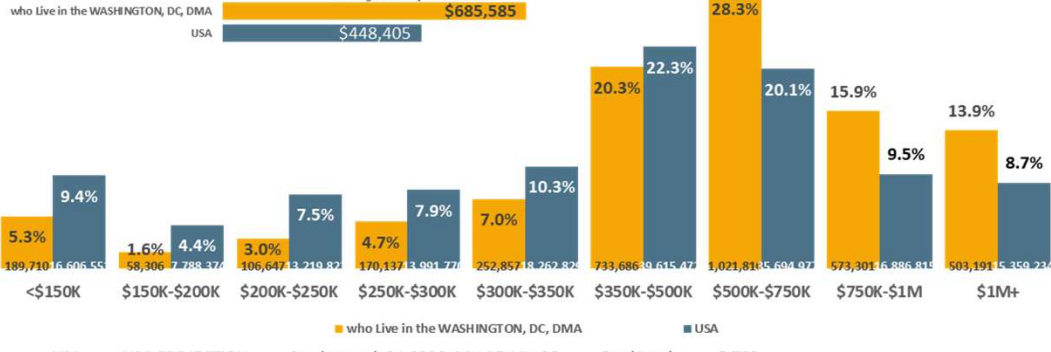
Type of Home: Adults 18 or older



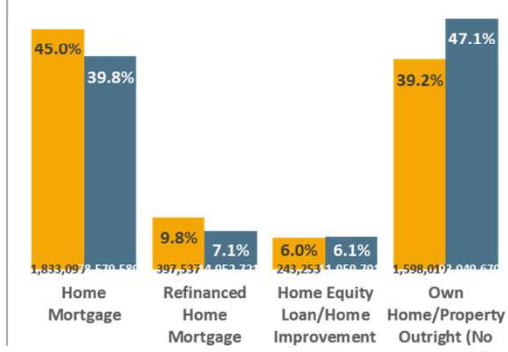
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



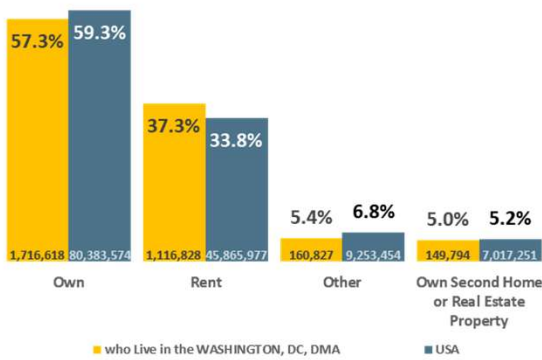
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBI/AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26



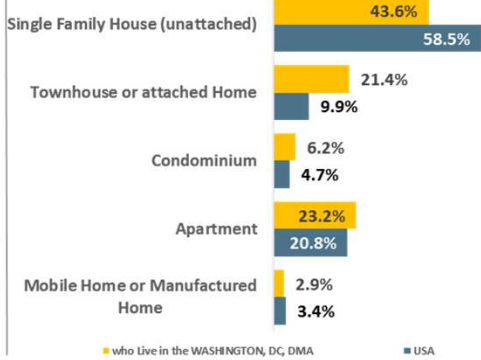
P25-54

2.2% or 2,994,273 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
 Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 3.4% less likely to own their home, 49.7% more likely to own a higher valued home, 25.5% less likely to have a single-family home, 23.8% less likely to have a dog.

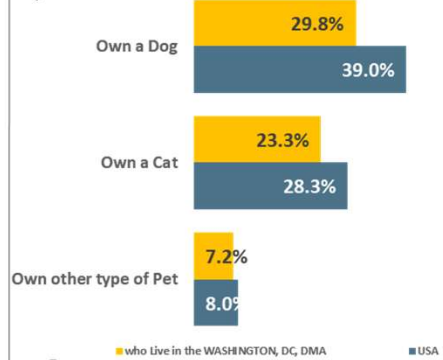
Own/Rent/Other: Adults 25 - 54



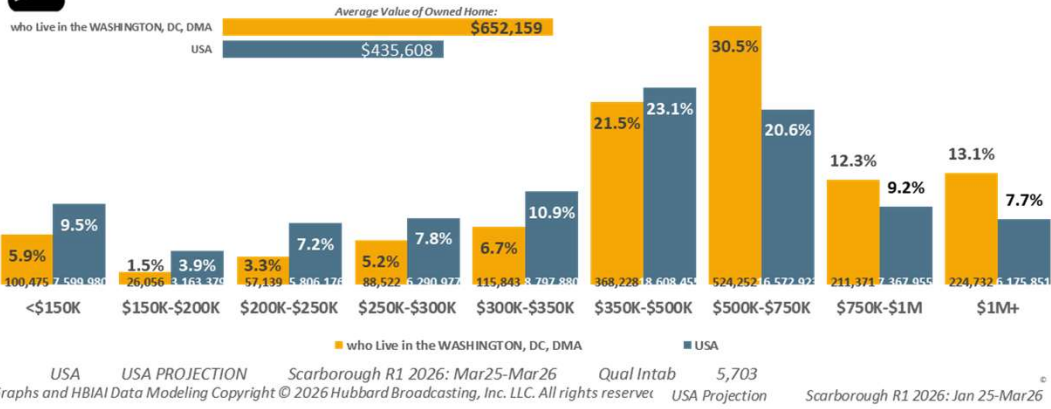
Type of Home: Adults 25 - 54



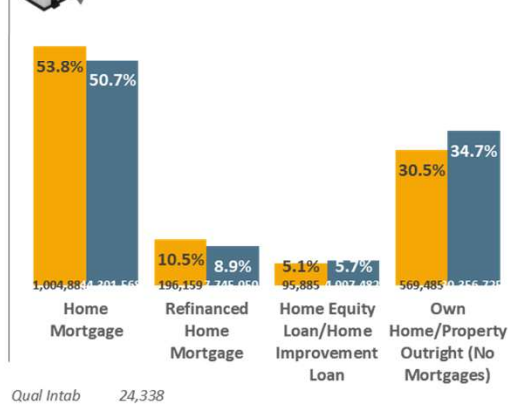
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



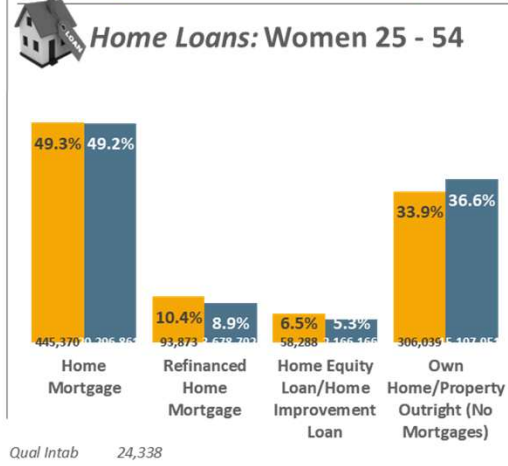
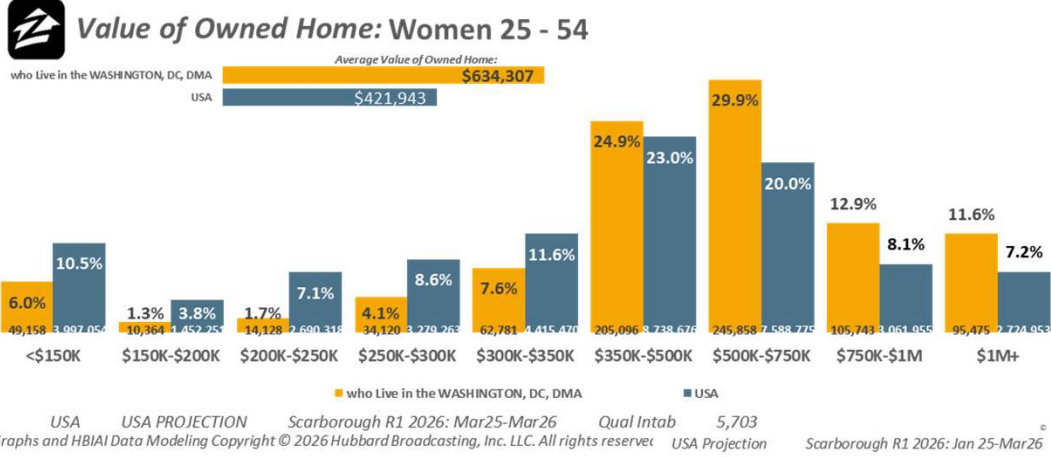
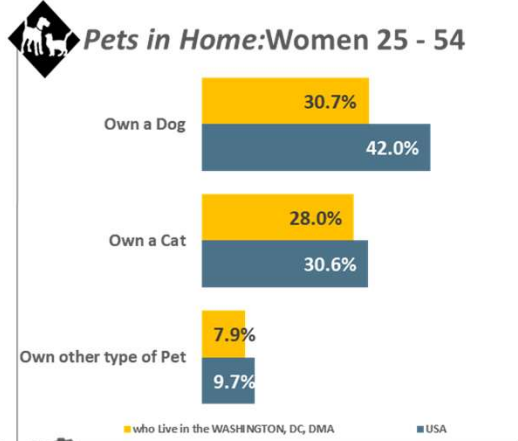
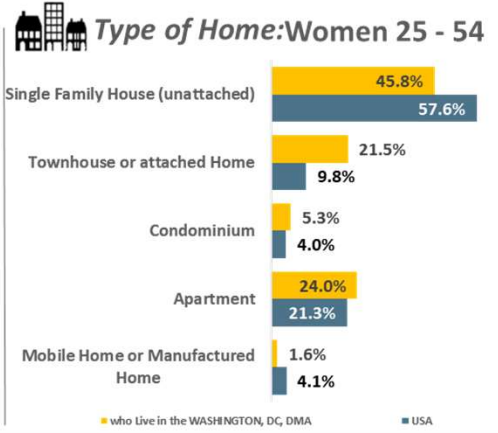
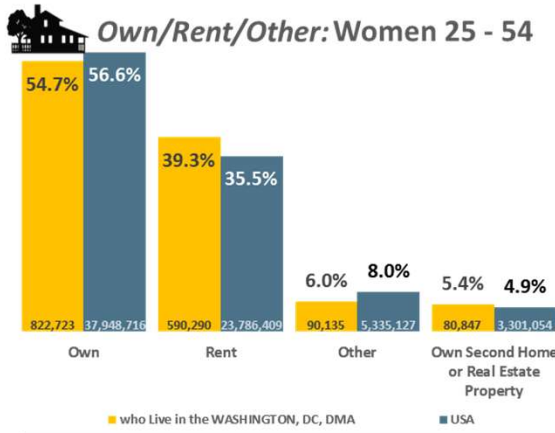
Home Loans: Adults 25 - 54



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26

WASHINGTON, DC DMA #8 W25-54

2.2% or 1,503,148 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
 Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 3.3% less likely to own their home, 50.3% more likely to own a higher valued home, 20.5% less likely to have a single-family home, 27.% less likely to have a dog.



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26

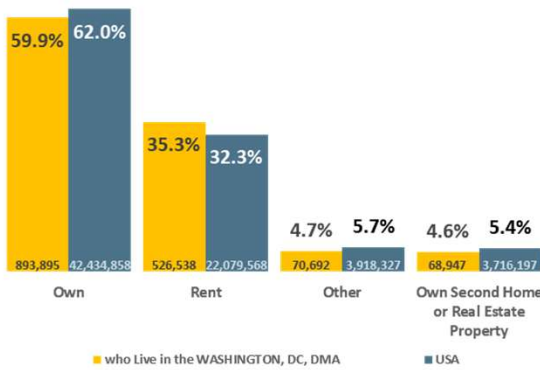


WASHINGTON, DC DMA #8

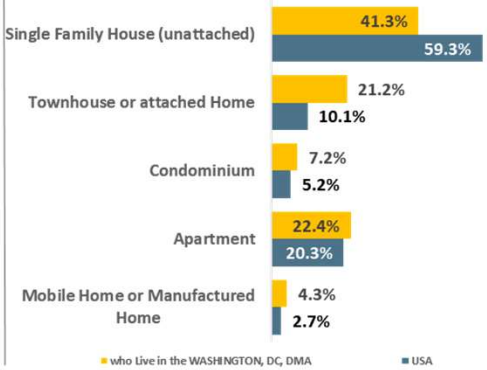
M25-54

2.2% or 1,491,125 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
 Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 3.3% less likely to own their home, 49.3% more likely to own a higher valued home, 30.3% less likely to have a single-family home, 20.2% less likely to have a dog.

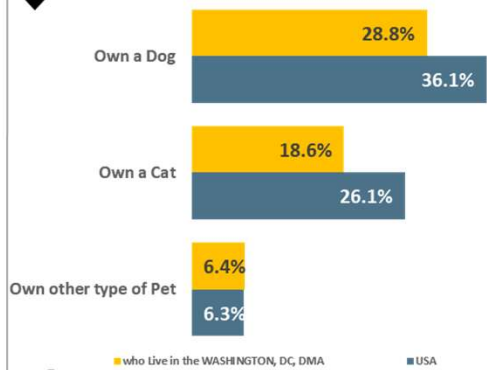
Own/Rent/Other: Men 25 - 54



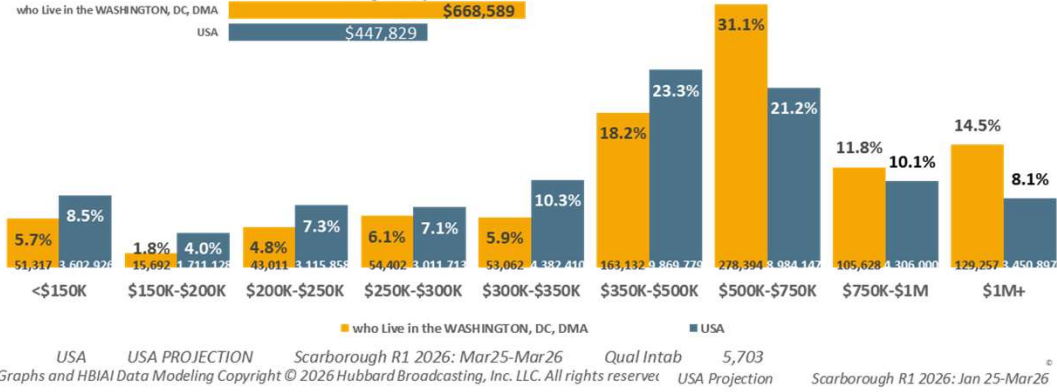
Type of Home: Men 25 - 54



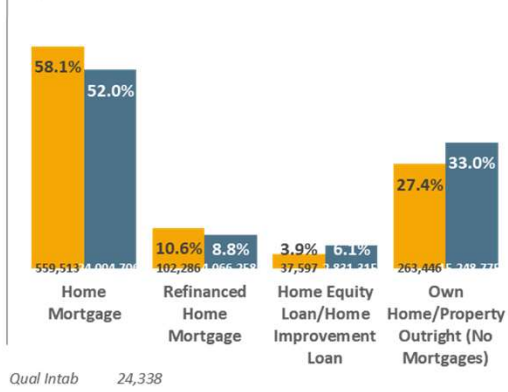
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



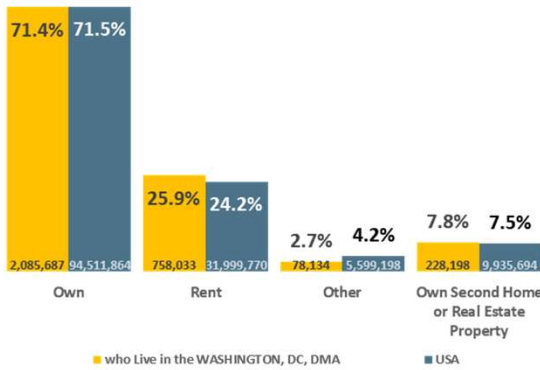
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26



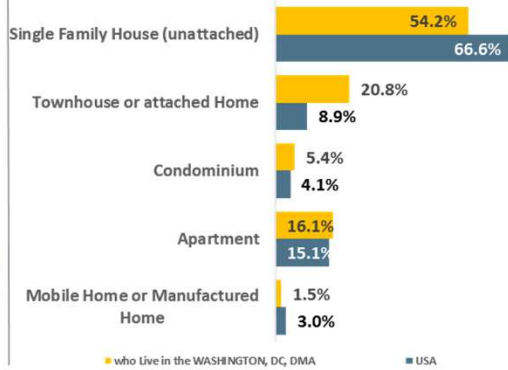
P35-64

2.2% or 2,921,854 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
 Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are .2% less likely to own their home, 48.6% more likely to own a higher valued home, 18.5% less likely to have a single-family home, 23.1% less likely to have a dog.

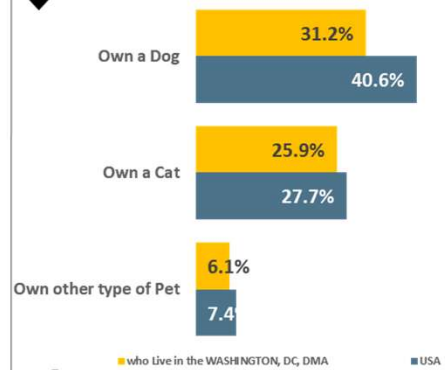
Own/Rent/Other: Adults 35 - 64



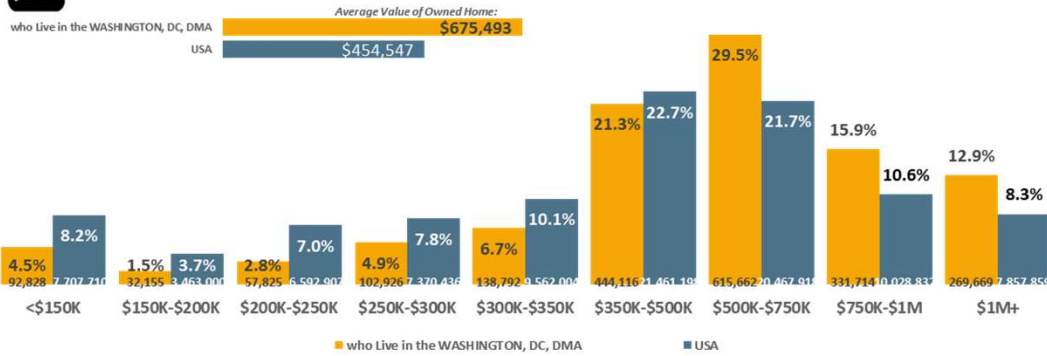
Type of Home: Adults 35 - 64



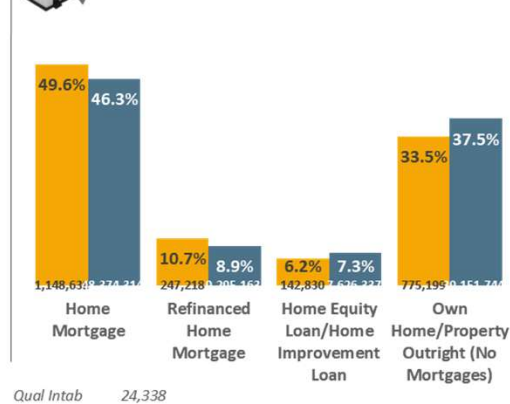
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



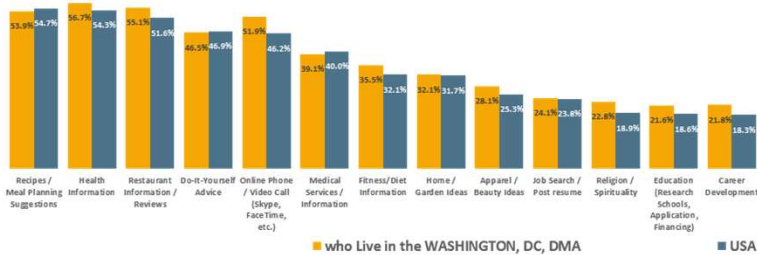
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26



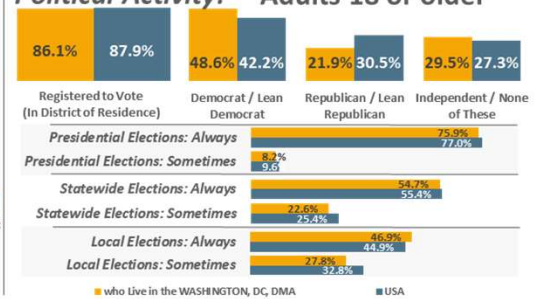
P18+

2.1% or 5,776,771 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
 Adults 18 or older who Live in the WASHINGTON, DC, DMA are 1.6% less likely to look up D-I-Y advice online, 4.5% more likely to always vote in local elections, 6.6% less likely to belong to a gym, 1.6% more likely to fly domestic past yr.

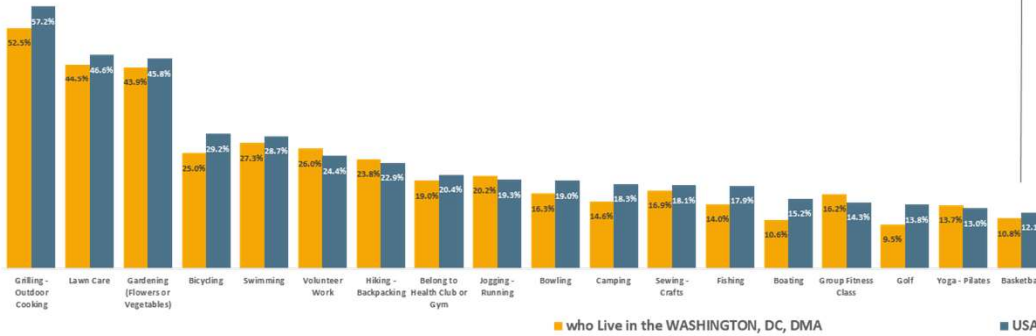
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



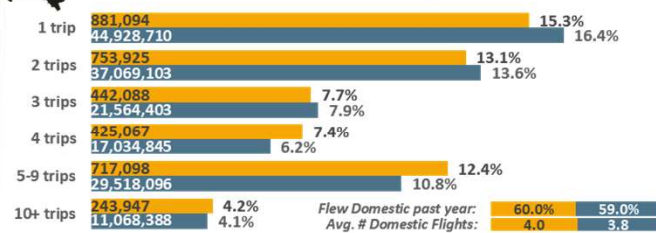
Political Activity: Adults 18 or older



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



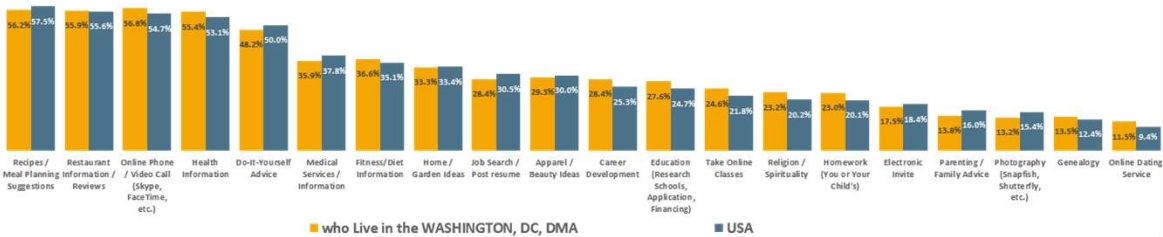
Past 12-months Domestic Airline Trips: Adults 18 or older



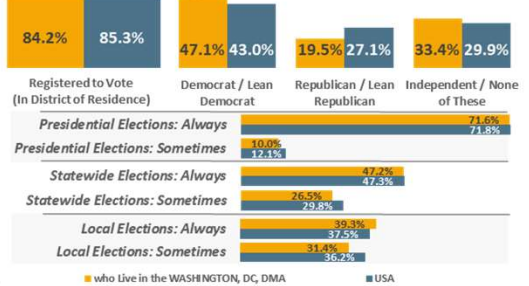


2.2% or 2,994,273 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
 Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 3.6% less likely to look up D-I-Y advice online, 4.8% more likely to always vote in local elections, 5.0% less likely to belong to a gym, 1.2% more likely to fly domestic past yr.

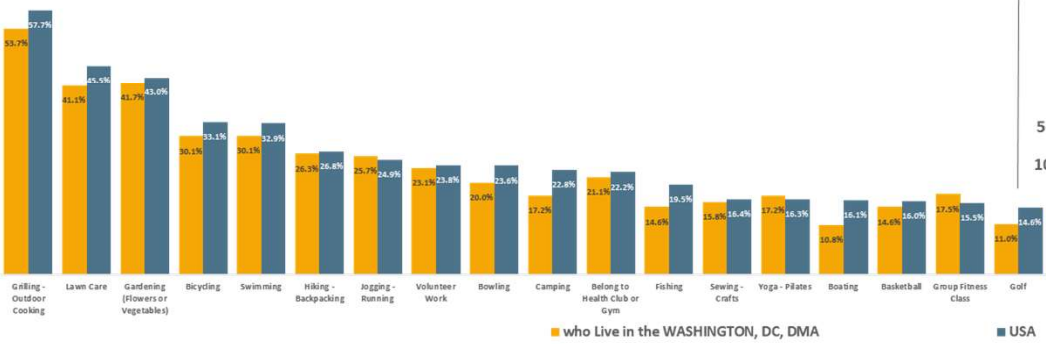
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



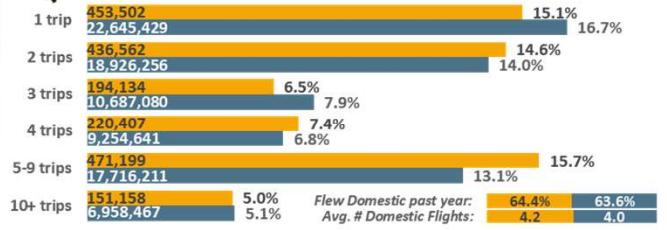
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

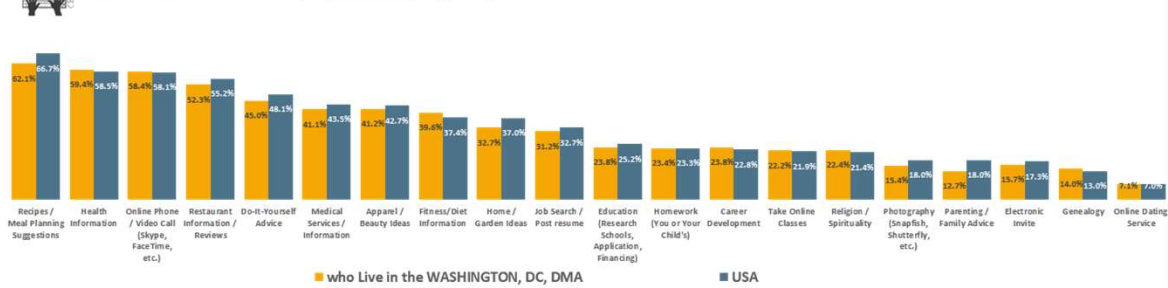


Flew Domestic past year: 64.4% (DMA) vs 63.6% (USA)
 Avg. # Domestic Flights: 4.2 (DMA) vs 4.0 (USA)

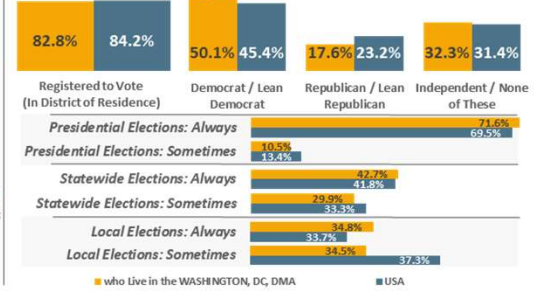


2.2% or 1,503,148 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
 Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 6.3% less likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 14.4% less likely to belong to a gym, 3.1% more likely to fly domestic past yr.

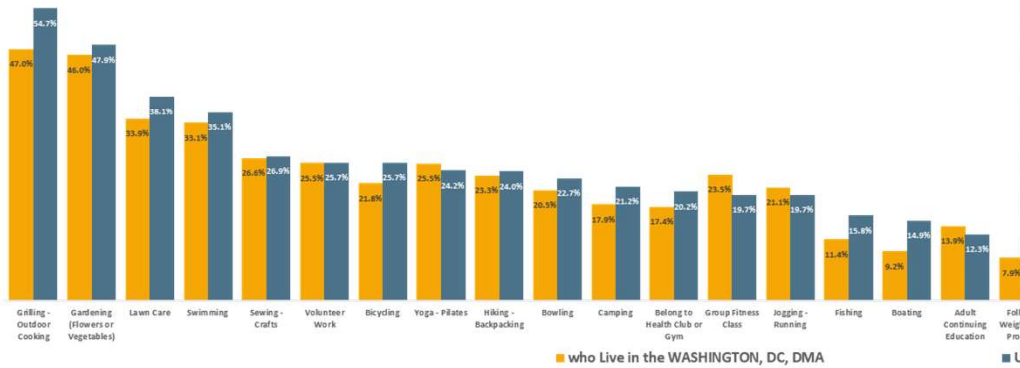
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



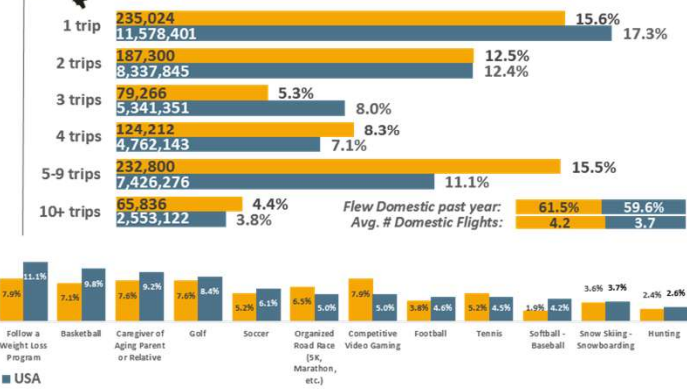
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 54



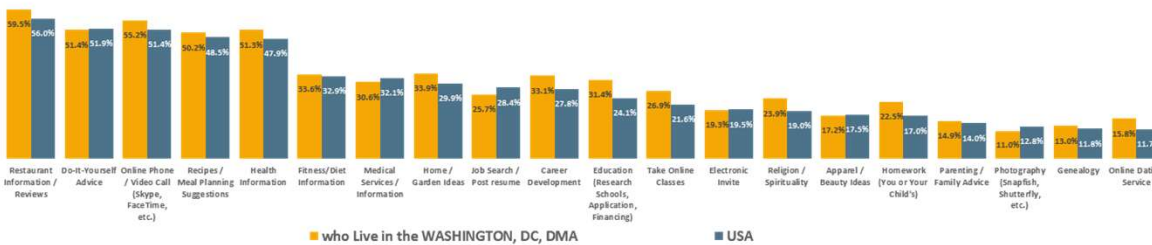
Past 12-months Domestic Airline Trips: Women 25 - 54



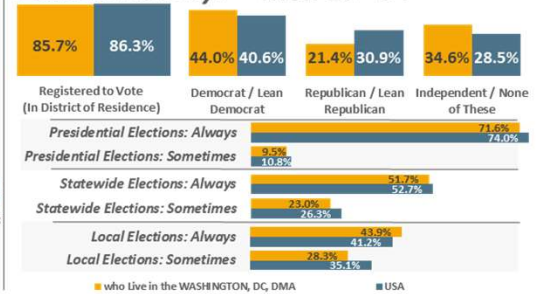


2.2% or 1,491,125 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
 Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 1.1% less likely to look up D-I-Y advice online, 6.5% more likely to always vote in local elections, 2.8% more likely to belong to a gym, .4% less likely to fly domestic past yr.

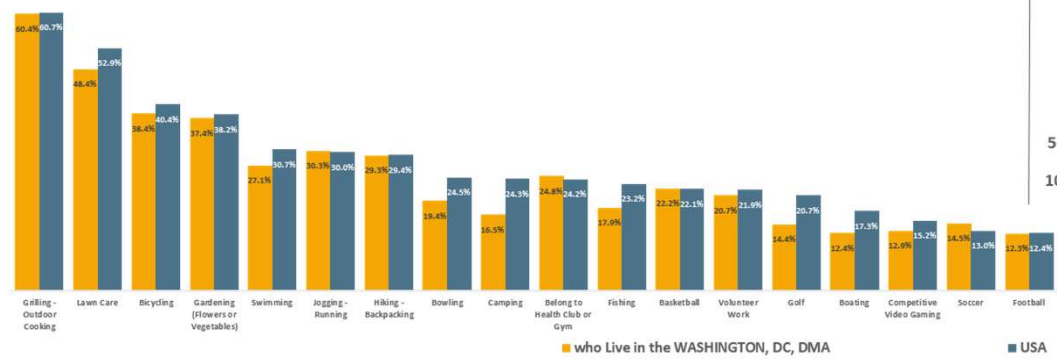
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



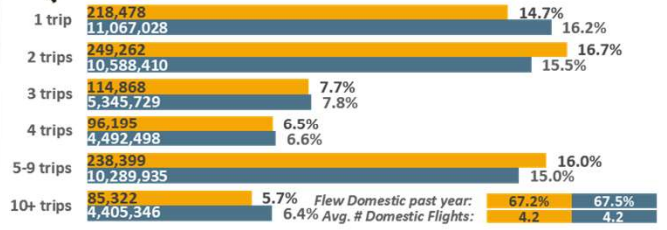
Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Men 25 - 54



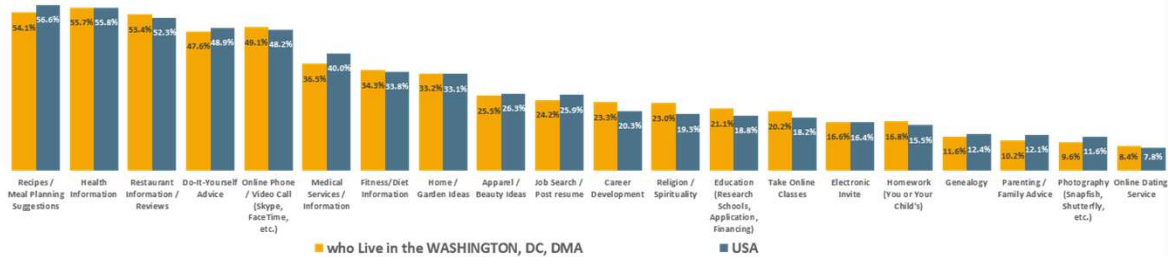
Past 12-months Domestic Airline Trips: Men 25 - 54



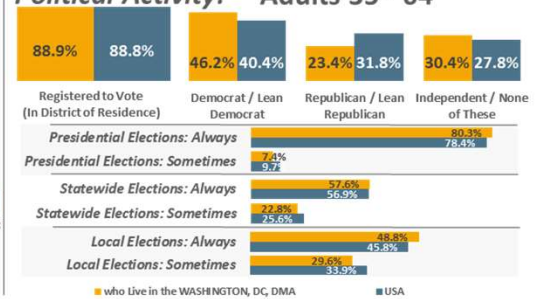


2.2% or 2,921,854 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
 Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 2.7% less likely to look up D-I-Y advice online, 6.6% more likely to always vote in local elections, 2.2% less likely to belong to a gym, 1.3% more likely to fly domestic past yr.

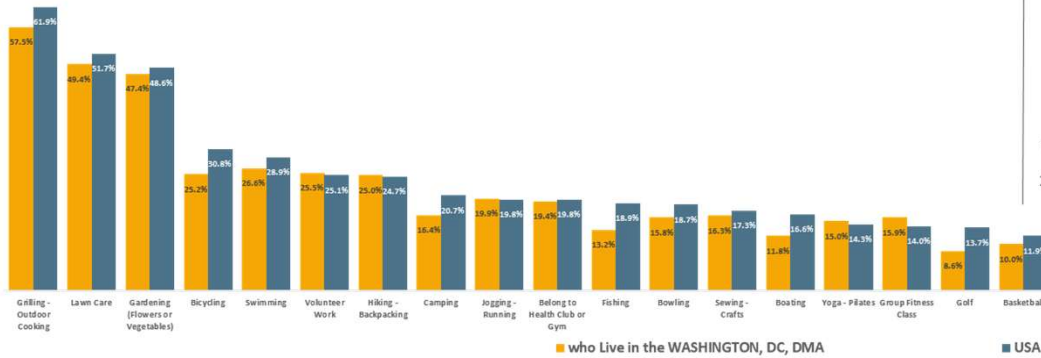
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



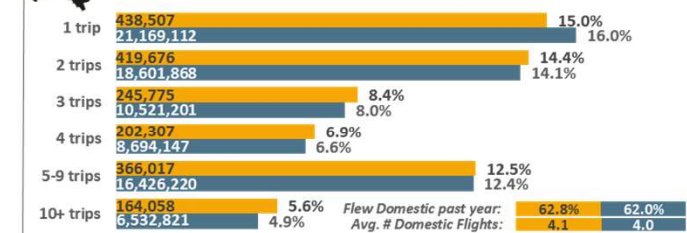
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

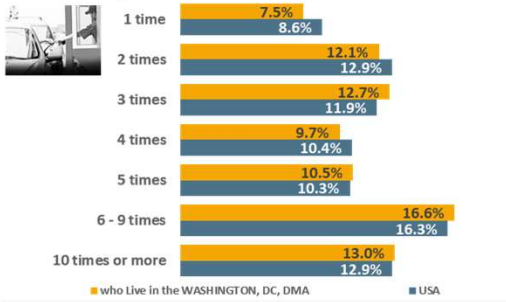




P18+

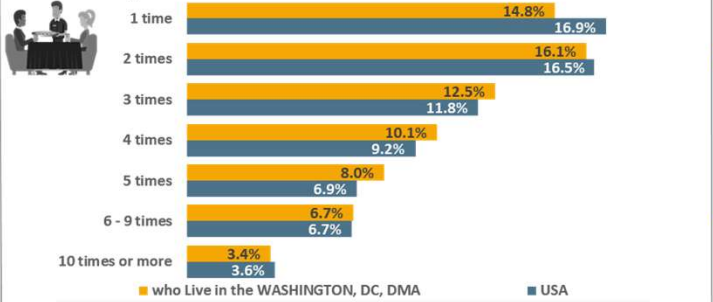
2.1% or 5,776,771 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
 Adults 18 or older who Live in the WASHINGTON, DC, DMA are 1.4% less likely to use QSRs past mo., .2% more likely to use Sit-Down Restaurants past mo., 18.8% less likely to use Casinos past yr., 23.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



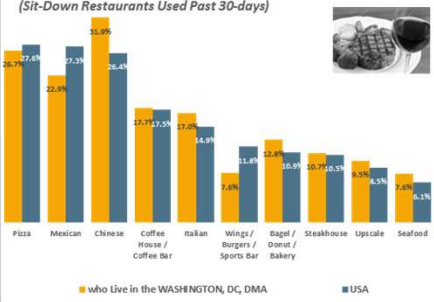
Total Monthly QSR Users:	82.1%	83.3%
	4,744,919	227,580,847
Avg. Monthly QSR Meals:	5.9	5.7

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



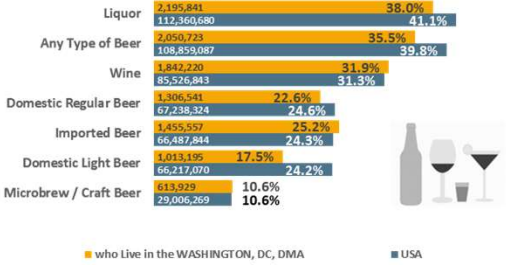
Total Monthly Sit-Down Restaurant Users:	71.6%	71.5%
	4,137,320	195,235,468
Avg. Monthly Sit-Down Restaurant Meals:	3.7	3.6

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

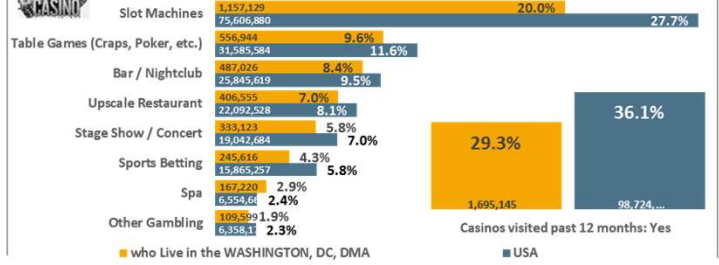


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	25.4%	19.9%
	1,468,075	217,222,416

Drank Past 30-days: Adults 18 or older

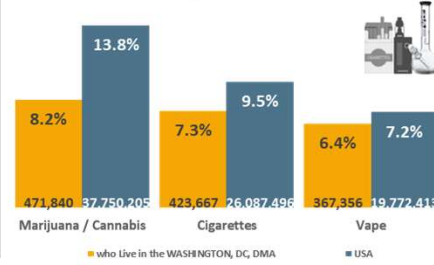


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes	29.3%	36.1%
	1,695,145	98,724,000

Used Past 30-days: Adults 18 or older

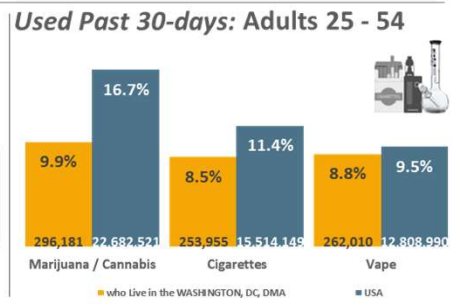
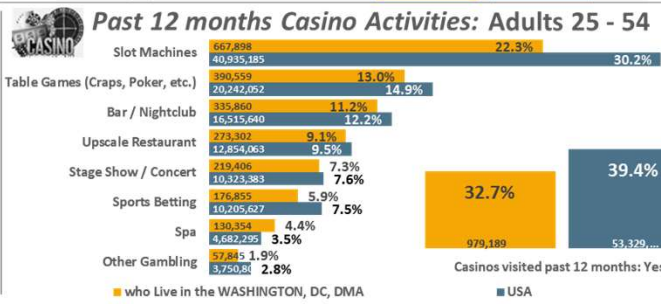
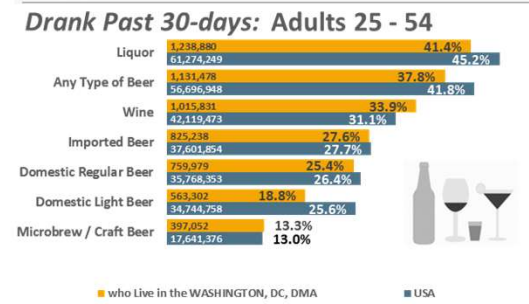
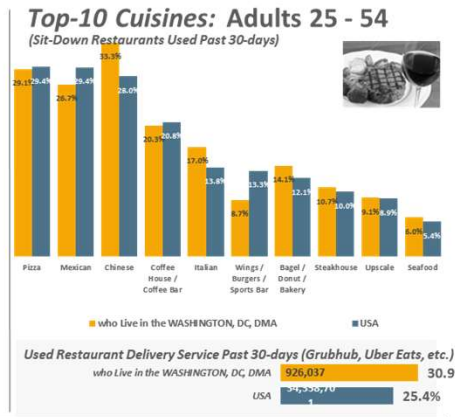
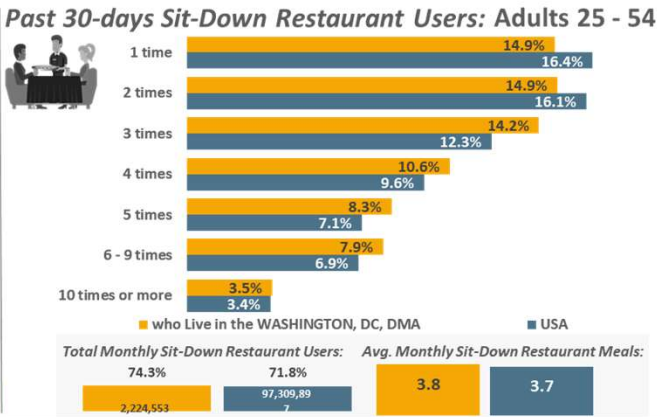
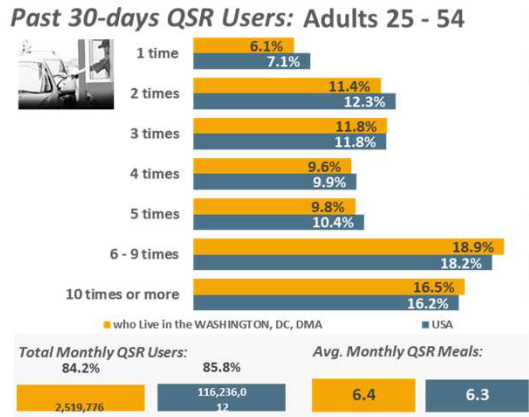


Marijuana / Cannabis	471,840	37,750,205
Cigarettes	423,667	26,087,496
Vape	367,356	19,772,418

USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

WASHINGTON, DC DMA #8 P25-54

2.2% or 2,994,273 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
 Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 1.9% less likely to use QSRs past mo., 3.5% more likely to use Sit-Down Restaurants past mo., 16.9% less likely to use Casinos past yr., 25.9% less likely to smoke cigarettes.



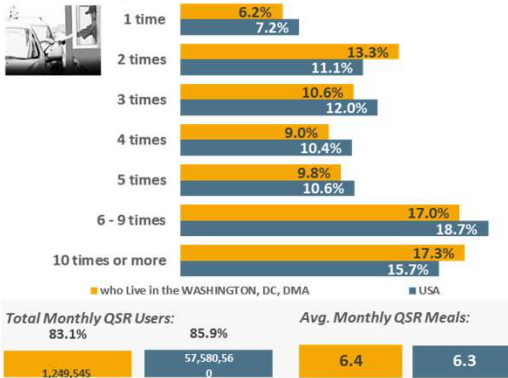


WASHINGTON, DC DMA #8

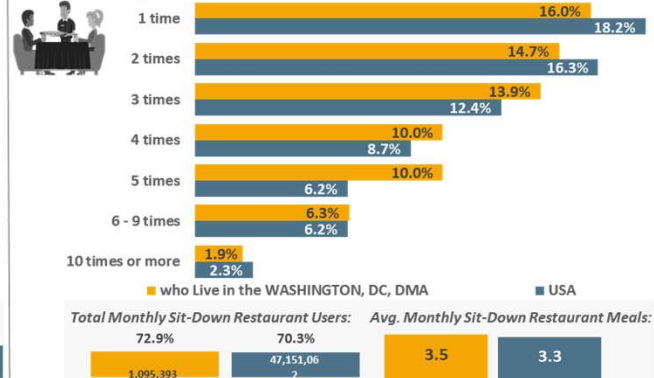
W25-54

2.2% or 1,503,148 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
 Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 3.2% less likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 14.7% less likely to use Casinos past yr., 26.8% less likely to smoke cigarettes.

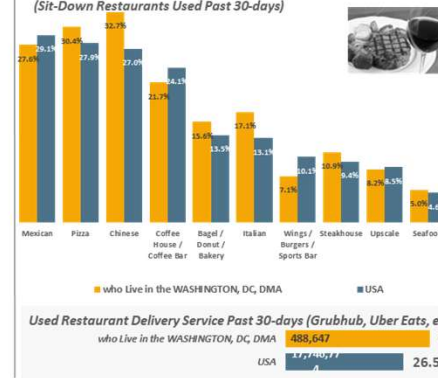
Past 30-days QSR Users: Women 25 - 54



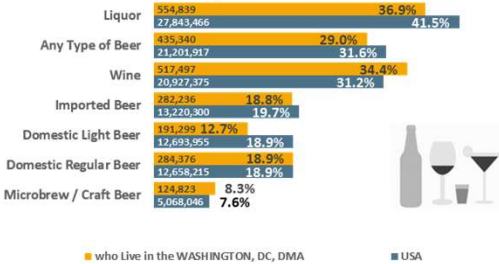
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



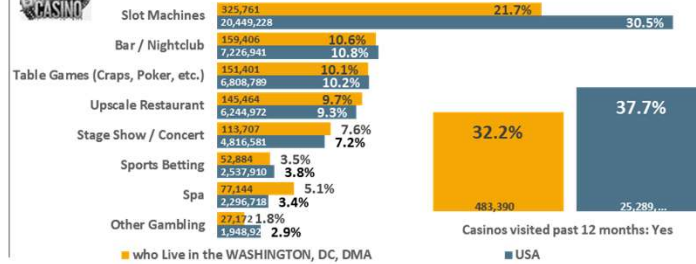
Top-10 Cuisines: Women 25 - 54 (Sit-Down Restaurants Used Past 30-days)



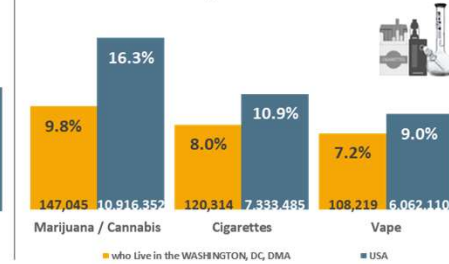
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



Used Past 30-days: Women 25 - 54

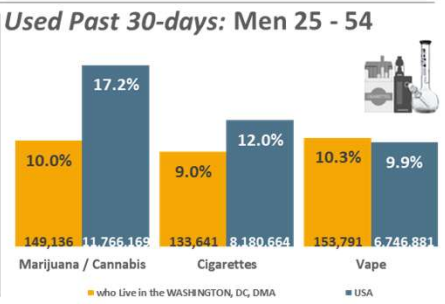
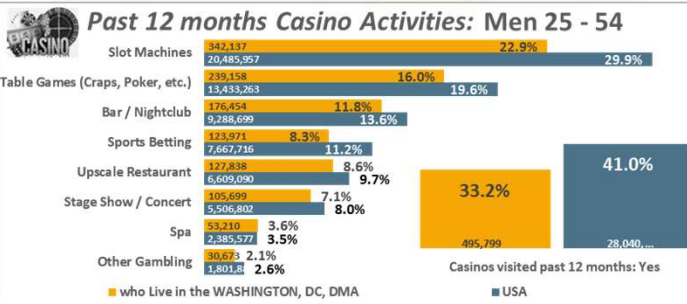
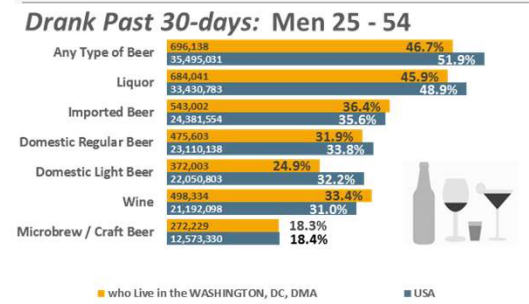
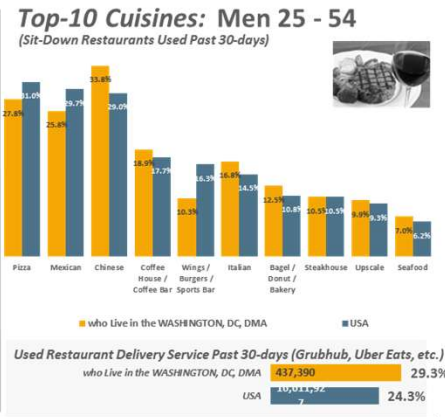
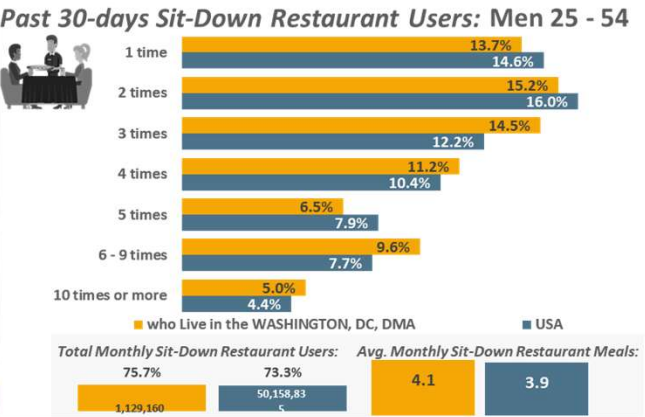
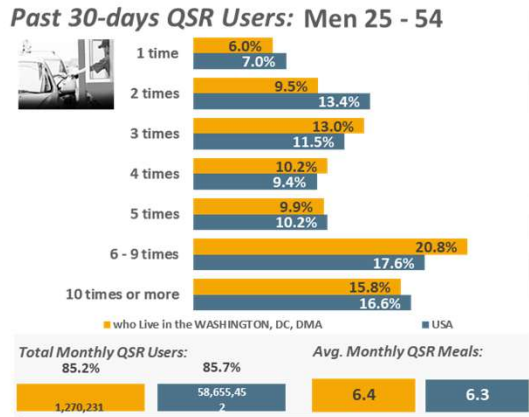




WASHINGTON, DC DMA #8

M25-54

2.2% or 1,491,125 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
 Men 25 - 54 who Live in the WASHINGTON, DC, DMA are .6% less likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 18.9% less likely to use Casinos past yr., 25.% less likely to smoke cigarettes.



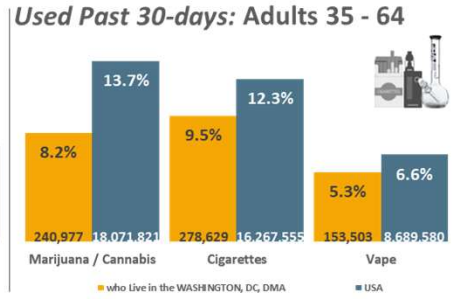
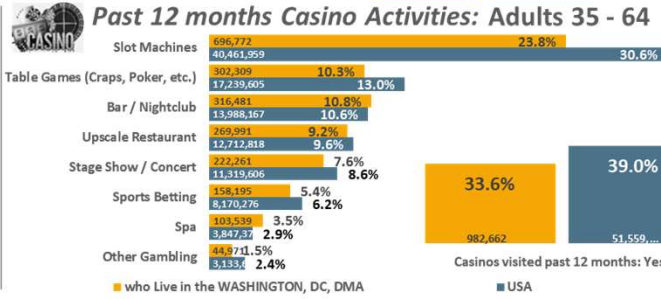
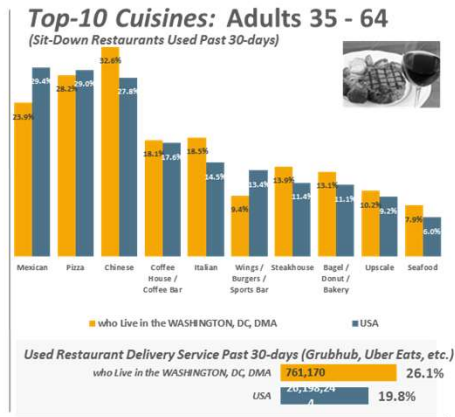
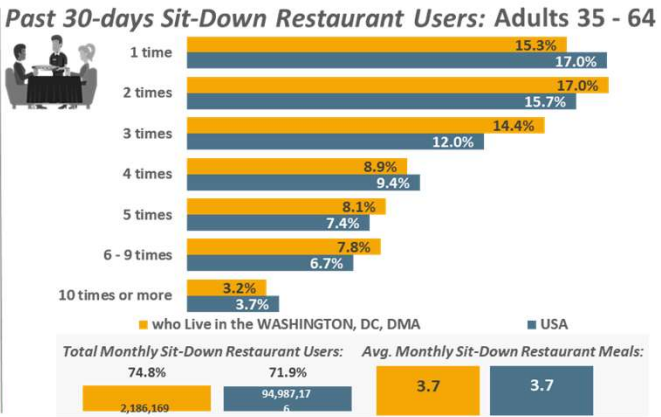
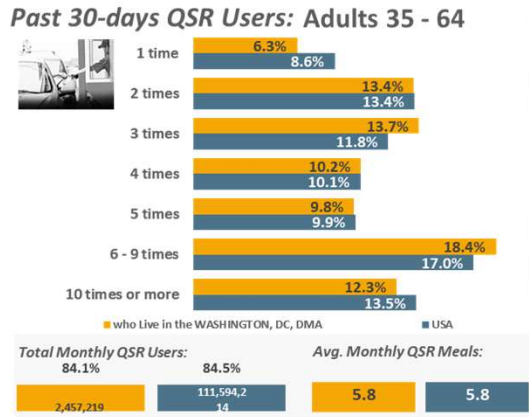
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



WASHINGTON, DC DMA #8

P35-64

2.2% or 2,921,854 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
 Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are .4% less likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 13.8% less likely to use Casinos past yr., 22.6% less likely to smoke cigarettes.





P18+

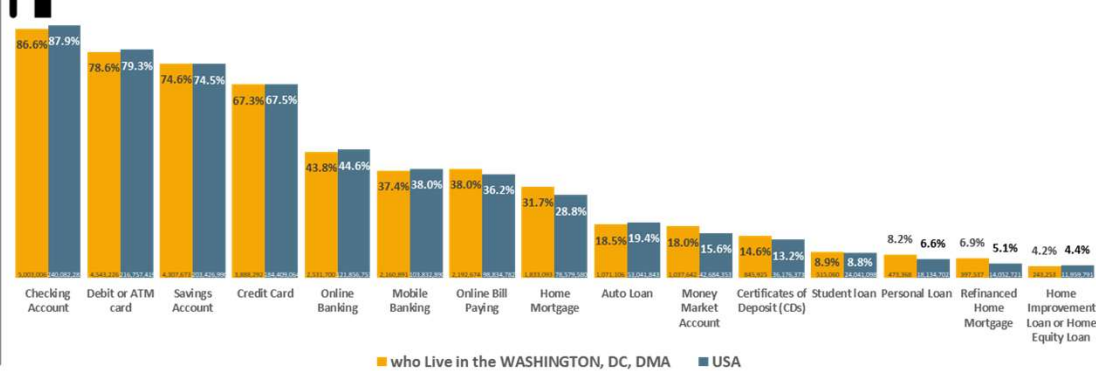
2.1% or 5,776,771 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
 Adults 18 or older who Live in the WASHINGTON, DC, DMA are 3.4% more likely to have a 401K, 4.5% less likely to have an Auto Loan, 9.9% more likely to Invest/Trade Stocks Online, 7.5% less likely to pay with their Debit Card.



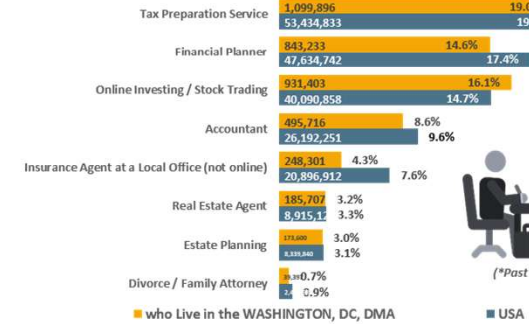
Investments Owned: Adults 18 or older



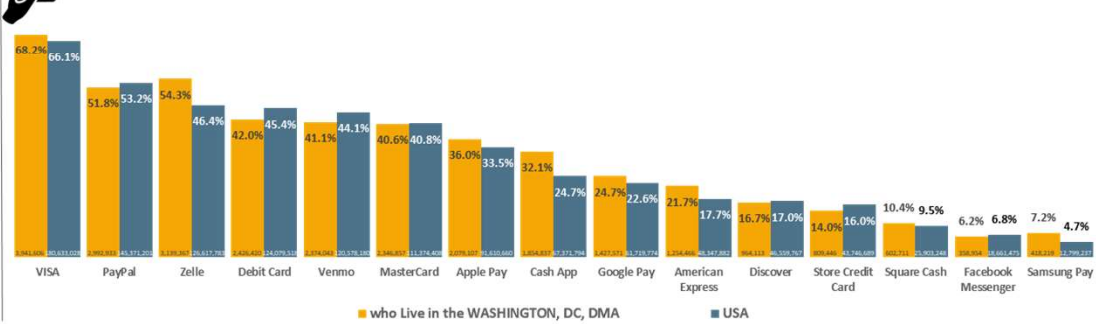
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



(*Past 12 Months)



P25-54

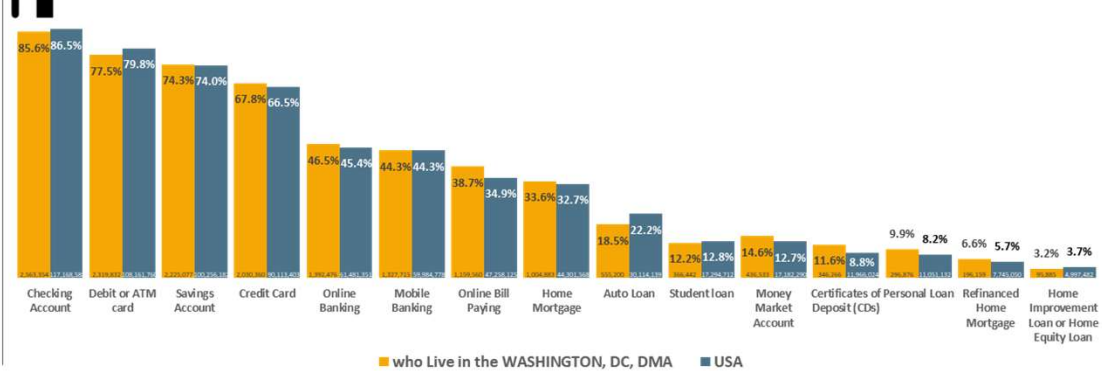
2.2% or 2,994,273 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
 Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 2.6% more likely to have a 401K, 16.6% less likely to have an Auto Loan, 20.% more likely to Invest/Trade Stocks Online, 12.3% less likely to pay with their Debit Card.



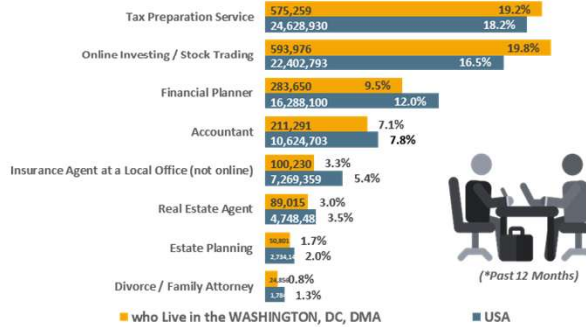
Investments Owned: Adults 25 - 54



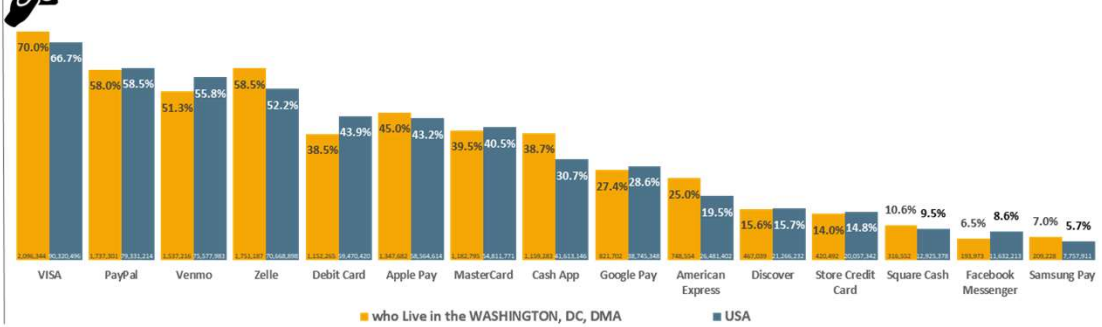
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



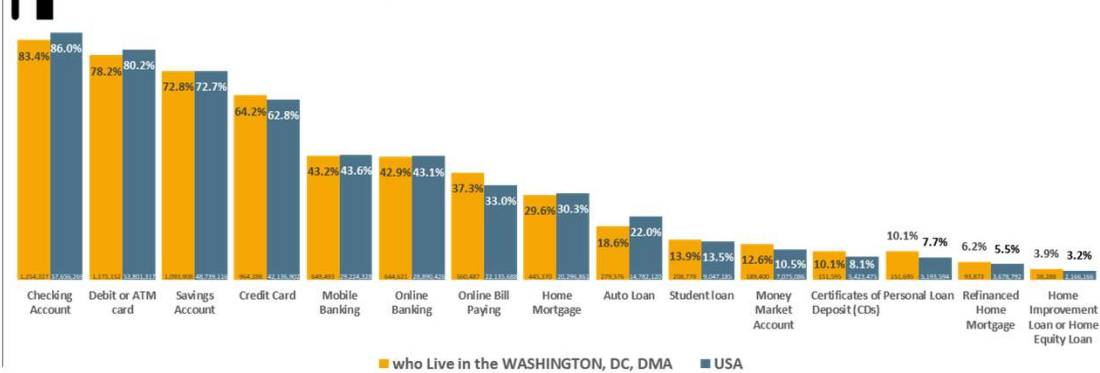
2.2% or 1,503,148 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
 Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 10.% more likely to have a 401K, 15.6% less likely to have an Auto Loan, 37.5% more likely to Invest/Trade Stocks Online, 16.1% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 54



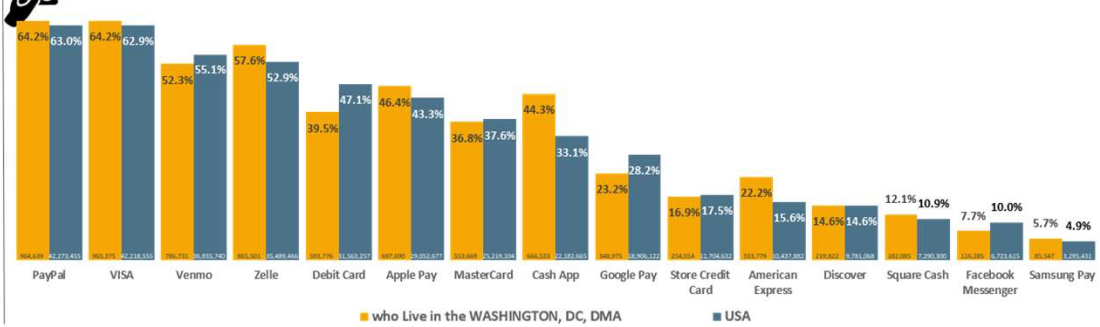
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used*: Women 25 - 54



Past 3-Months Payment Methods Used: Women 25 - 54



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA PROJECTION Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

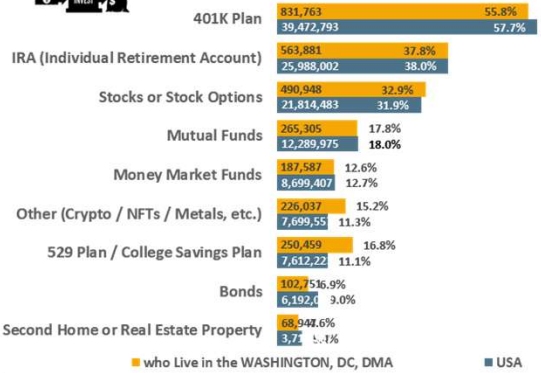


M25-54

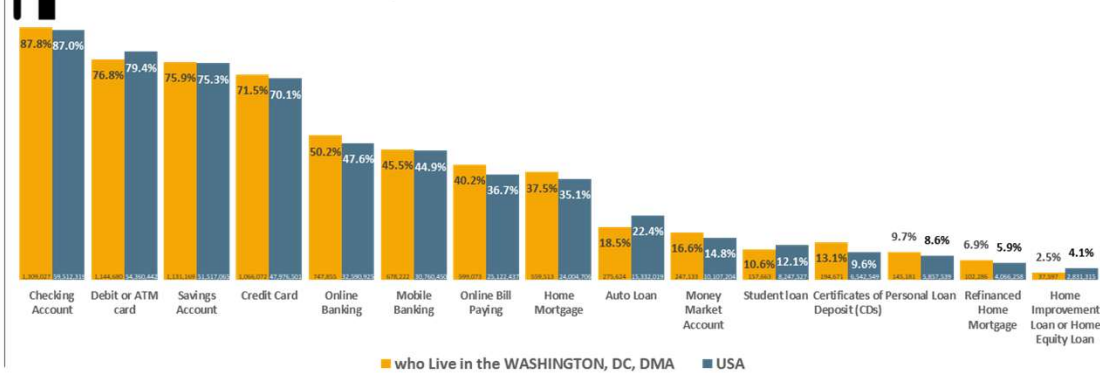
2.2% or 1,491,125 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
 Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 3.3% less likely to have a 401K, 17.5% less likely to have an Auto Loan, 12.5% more likely to Invest/Trade Stocks Online, 8.2% less likely to pay with their Debit Card.



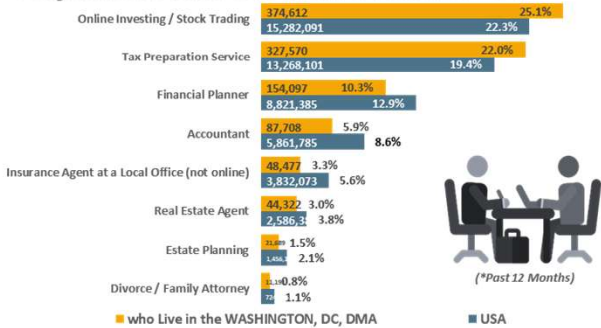
Investments Owned: Men 25 - 54



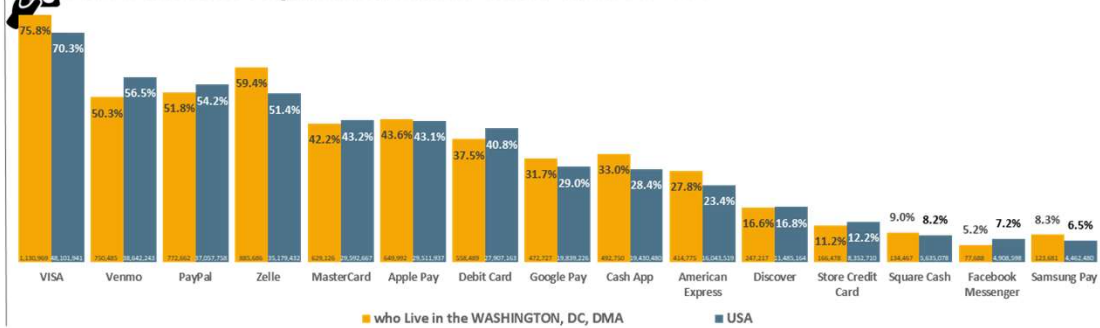
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used*: Men 25 - 54



Past 3-Months Payment Methods Used: Men 25 - 54





P35-64

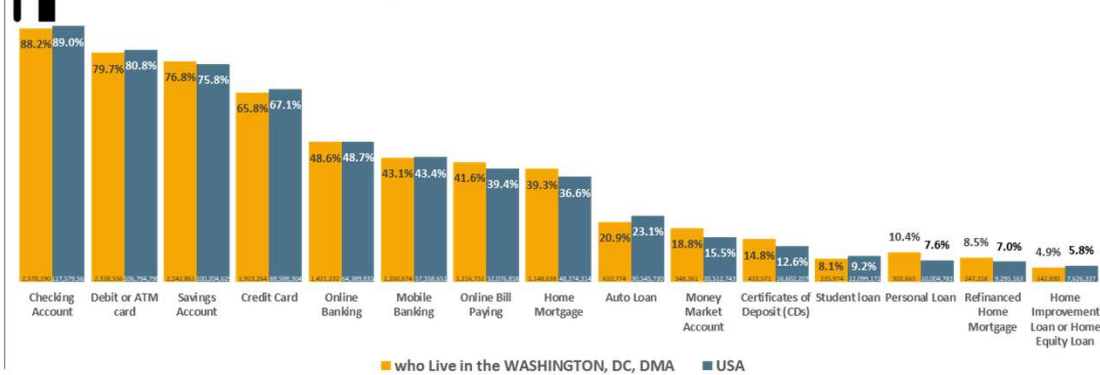
2.2% or 2,921,854 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
 Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 6.3% more likely to have a 401K, 9.6% less likely to have an Auto Loan, 9.9% more likely to Invest/Trade Stocks Online, 7% less likely to pay with their Debit Card.



Investments Owned: Adults 35 - 64



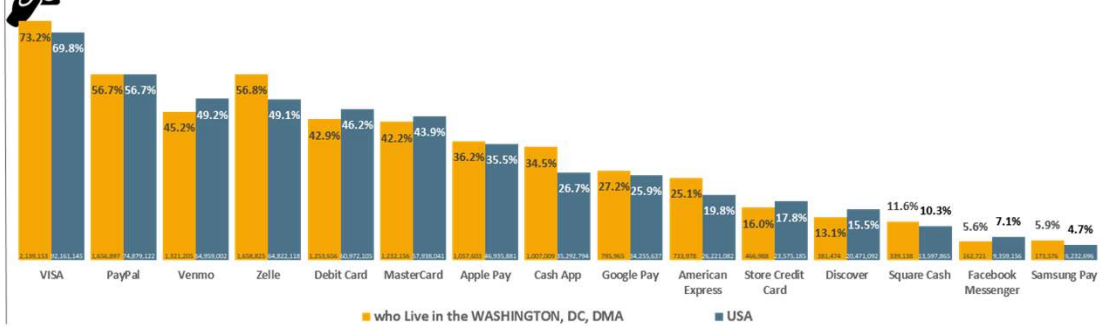
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



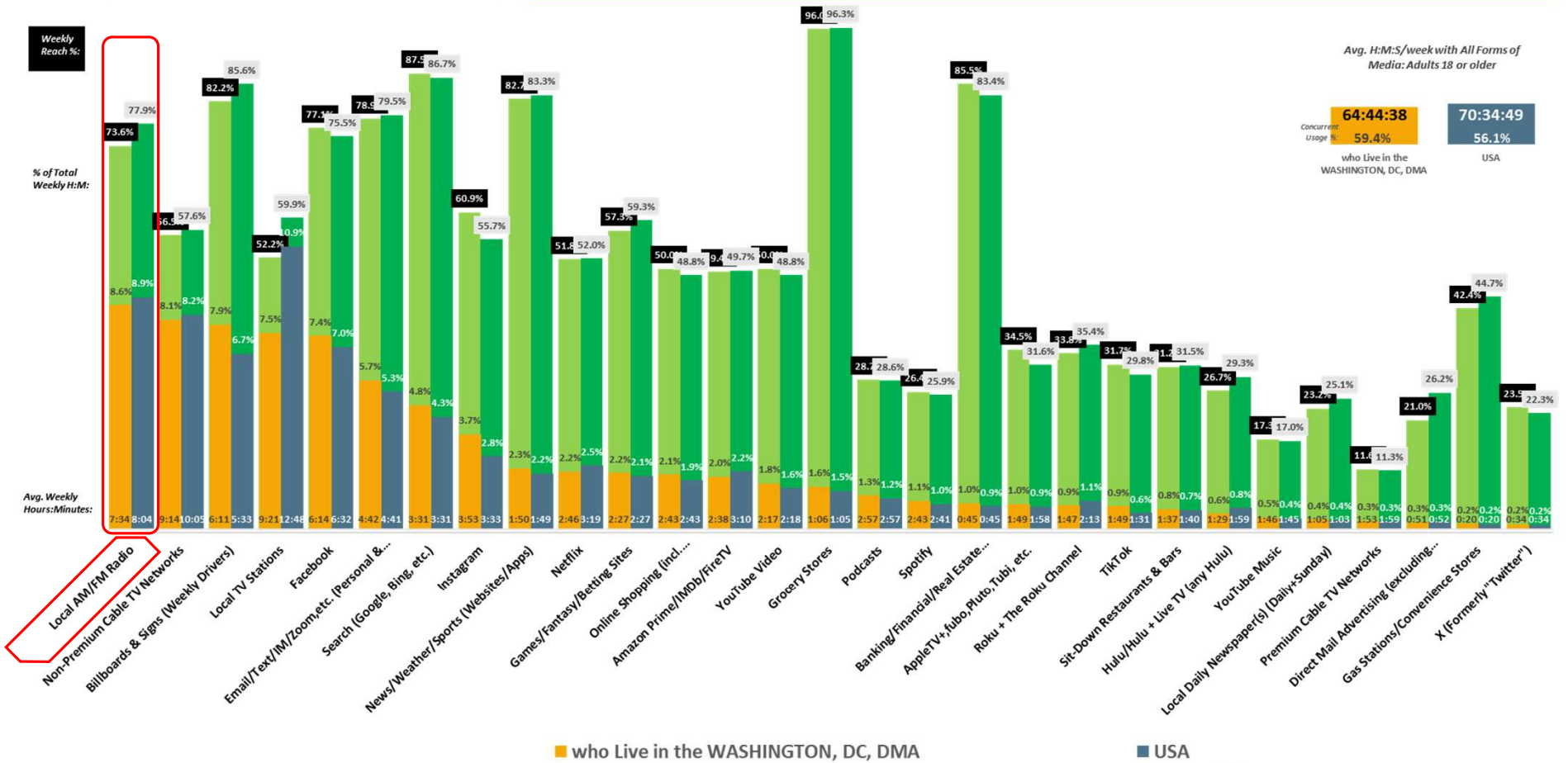
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



P18+

Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 16 hours, 44 minutes and 38 seconds each week with All Forms of Media.
 73.6% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



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

Washington, DC DMA: 64:44:38 (59.4% concurrent usage)

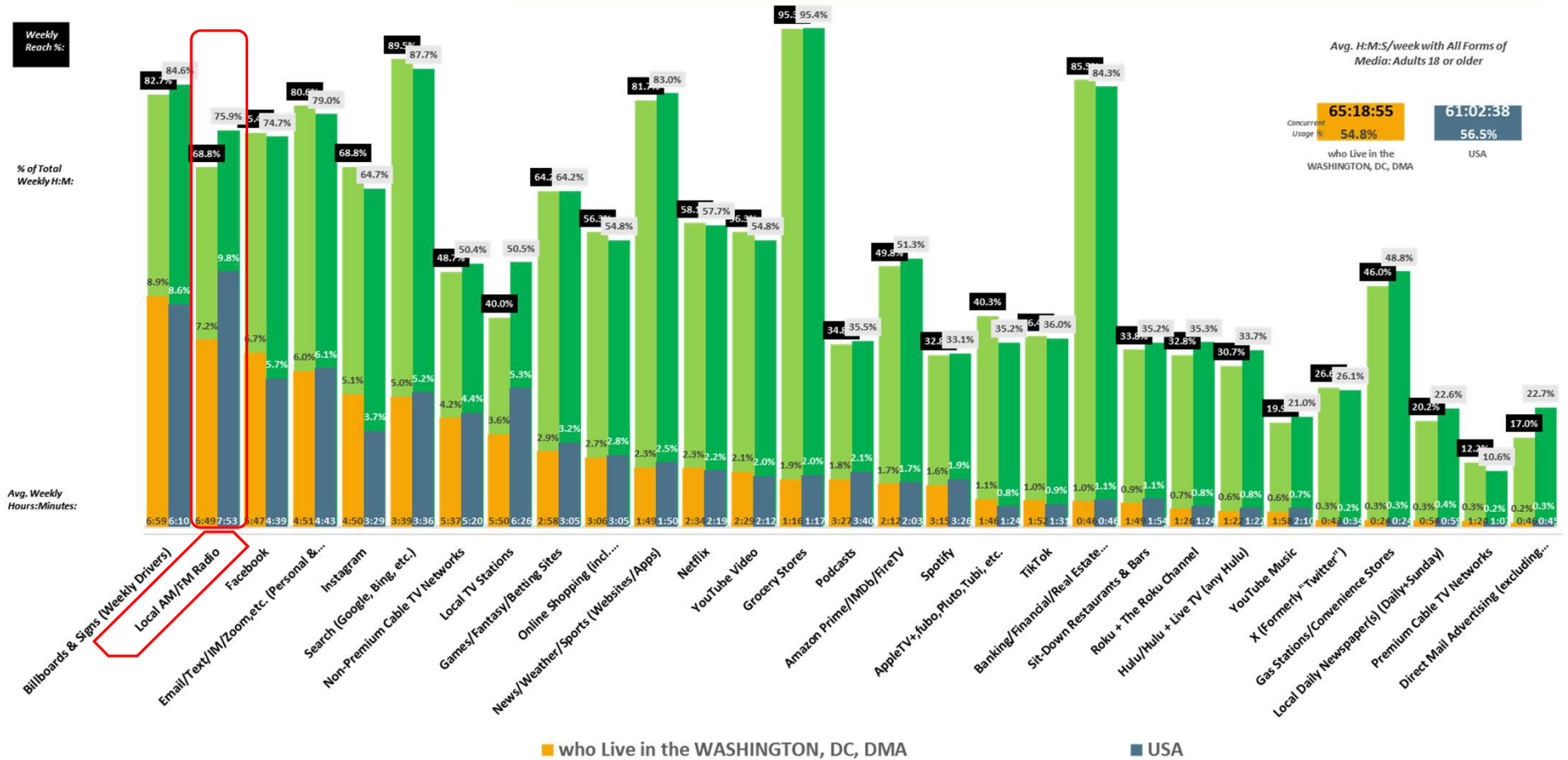
USA: 70:34:49 (56.1% concurrent usage)



P25-54

Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 17 hours, 18 minutes and 55 seconds each week with All Forms of Media.

68.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.



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

Concurrent Usage: **65:18:55** (54.8%) who live in the WASHINGTON, DC, DMA

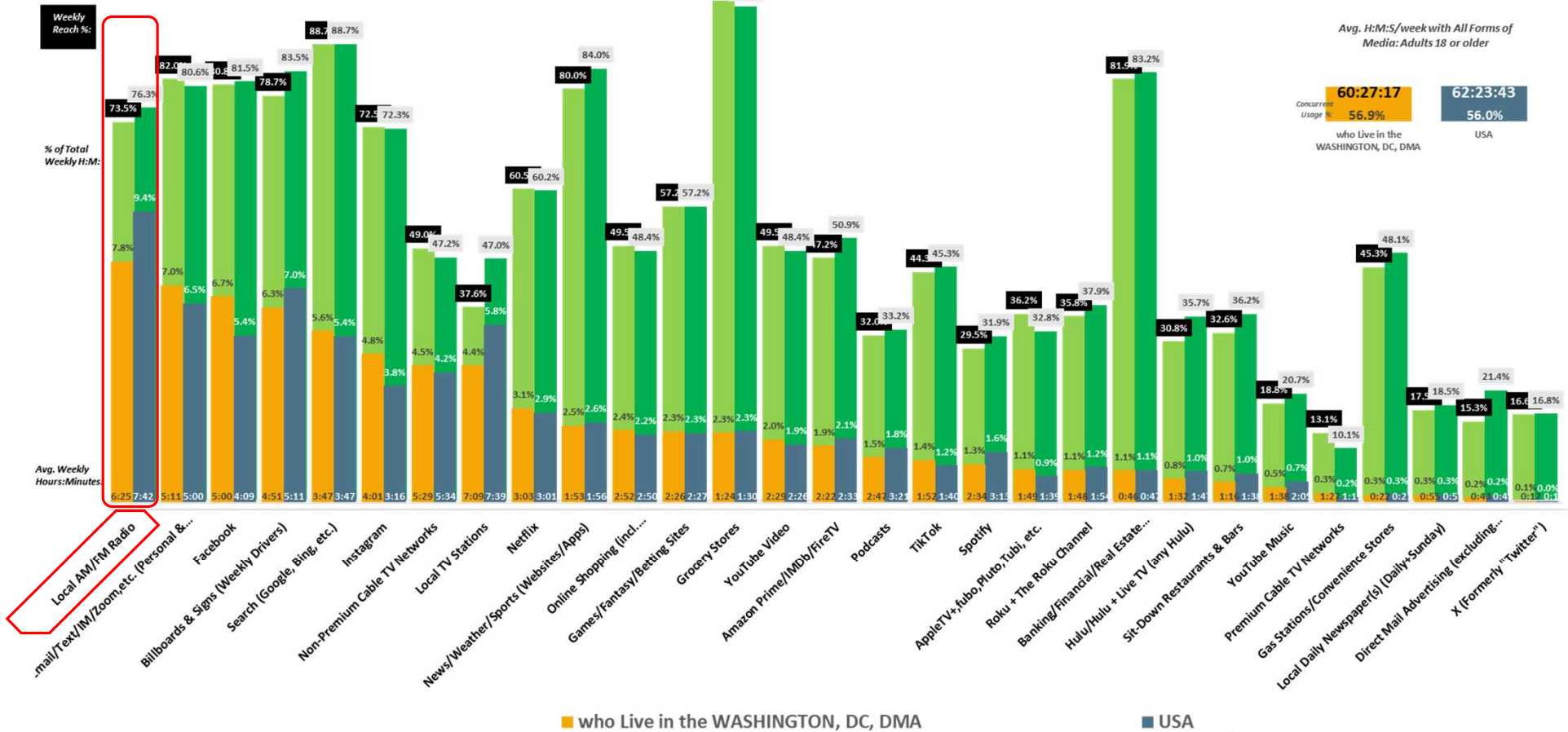
61:02:38 (56.5%) USA



Share of Everything for Anything



Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 12 hours, 27 minutes and 17 seconds each week with All Forms of Media.
 73.5% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 25 minutes each week listening to all Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



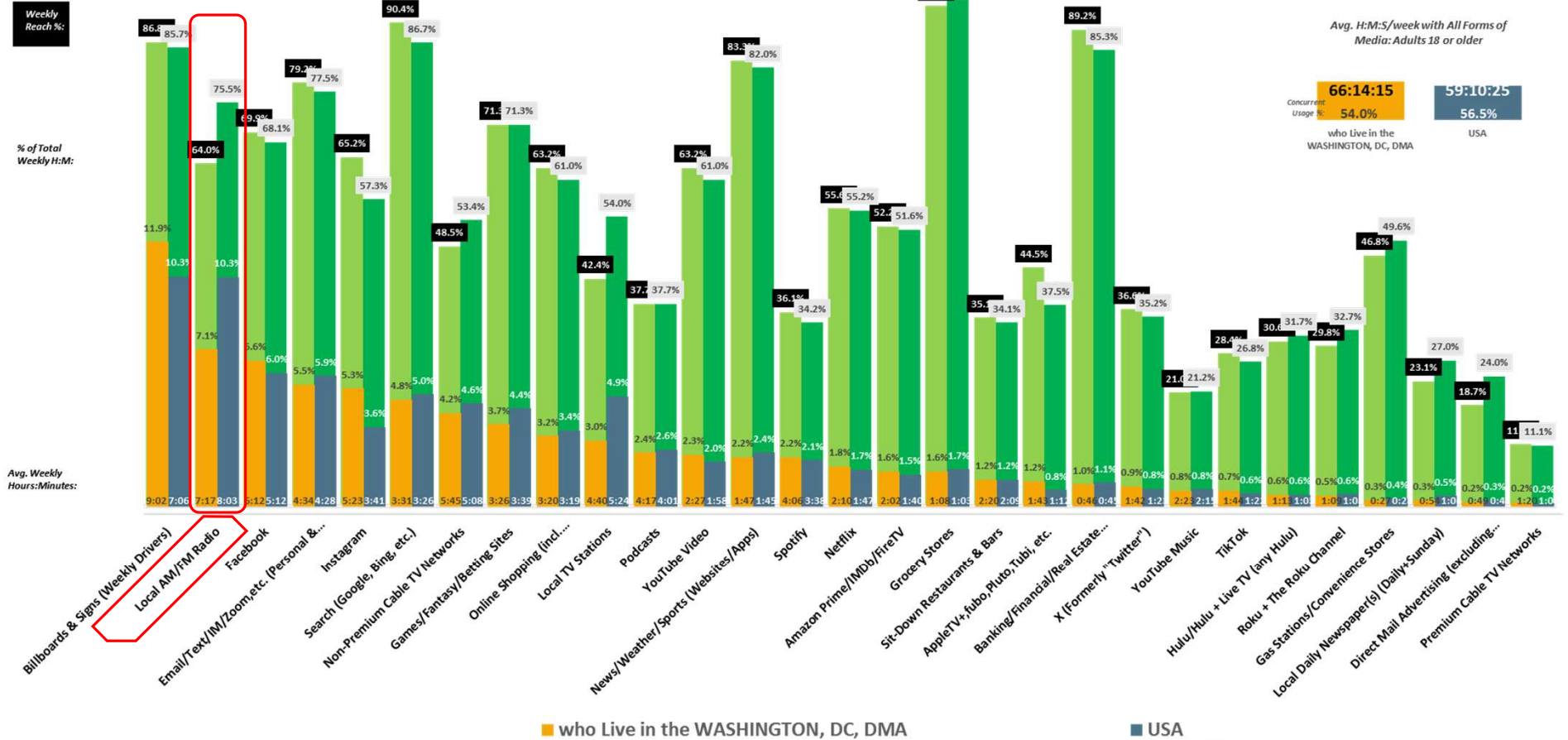
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Washington, DC, DMA	60:27:17
USA	62:23:43

Concurrent Usage %: 56.9% (DMA) vs 56.0% (USA)



Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 18 hours, 14 minutes and 15 seconds each week with All Forms of Media.
 64.0% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



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

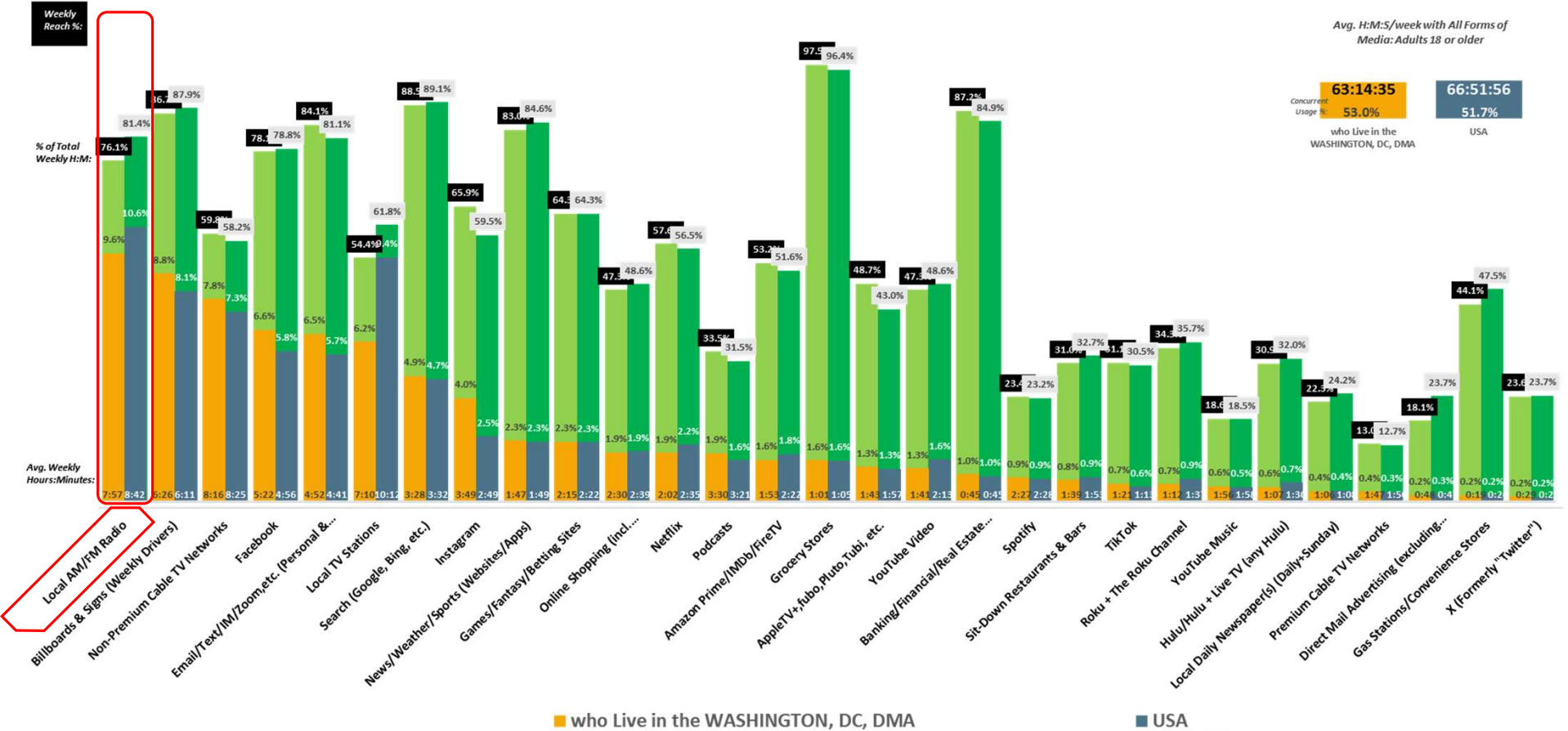
Concurrent Usage: **66:14:15** (54.0%)
59:10:25 (56.5%)

who Live in the WASHINGTON, DC, DMA USA

■ who Live in the WASHINGTON, DC, DMA ■ USA



Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 15 hours, 14 minutes and 35 seconds each week with All Forms of Media.
 76.1% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



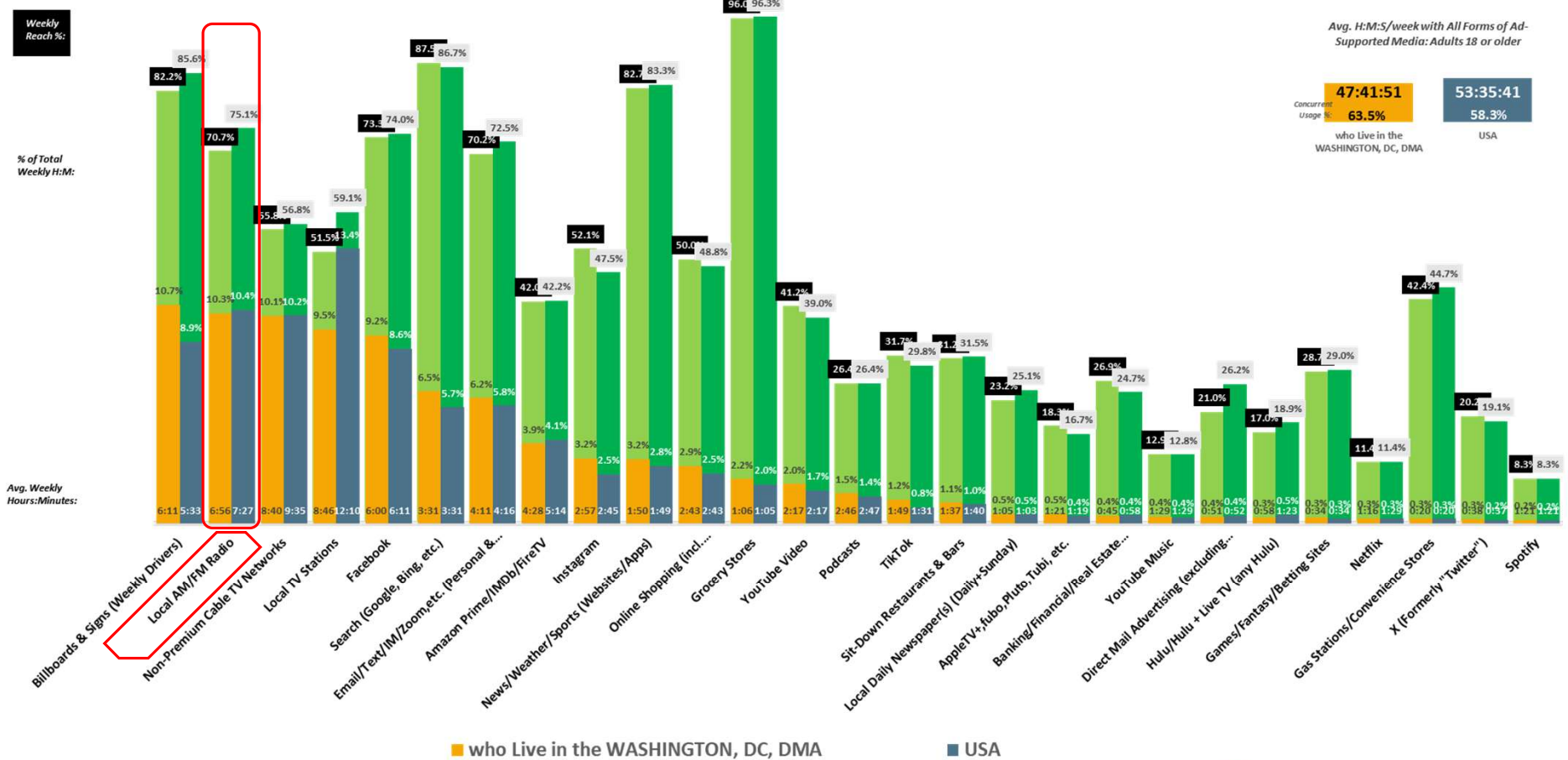
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

63:14:35	66:51:56
Usage %: 53.0%	51.7%
who Live in the WASHINGTON, DC, DMA	USA



P18+

Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 23 hours, 41 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 70.7% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.

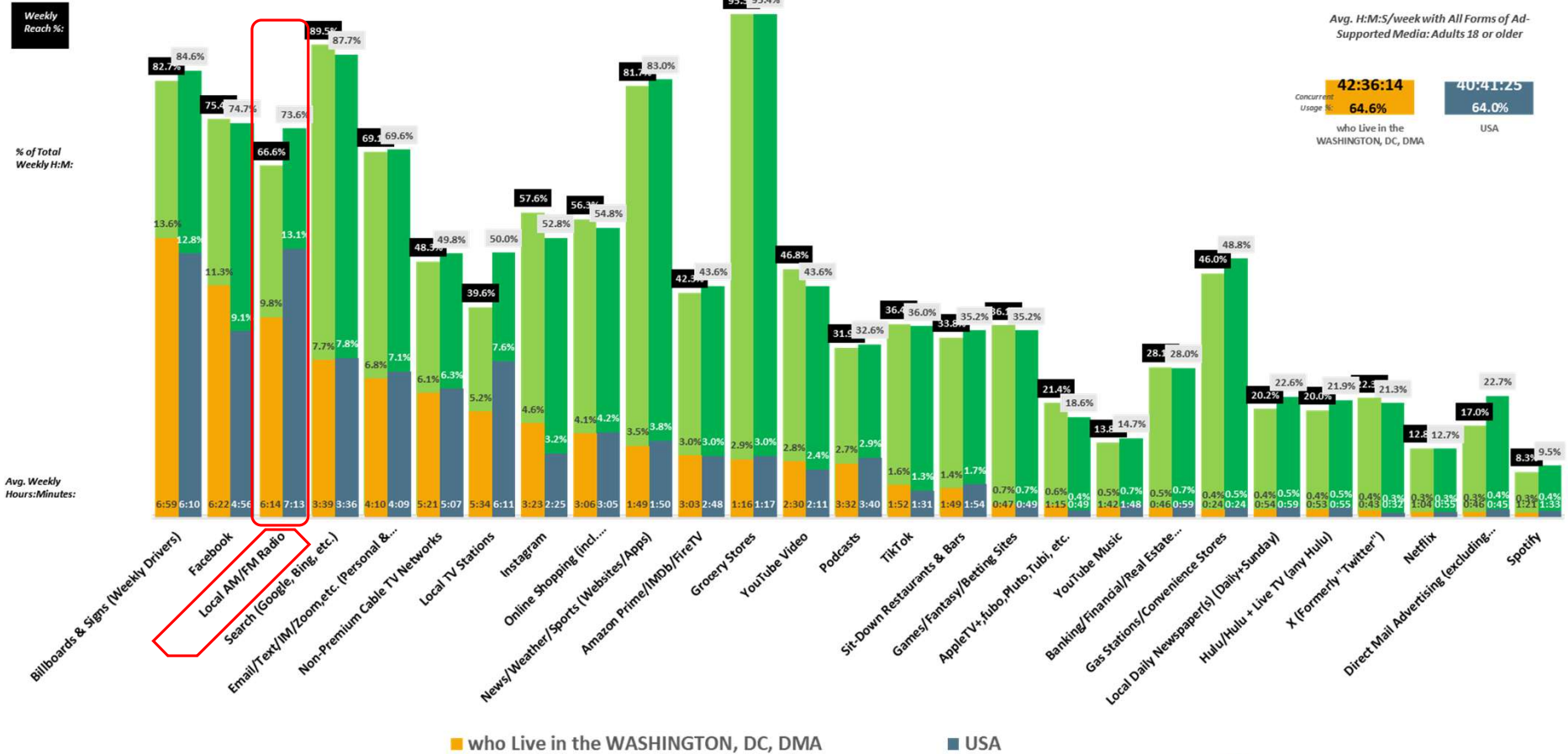


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

47:41:51	53:35:41
63.5%	58.3%
who Live in the WASHINGTON, DC, DMA	USA



Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 18 hours, 36 minutes and 14 seconds each week with All Forms of Ad-Supported Media.
 66.6% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



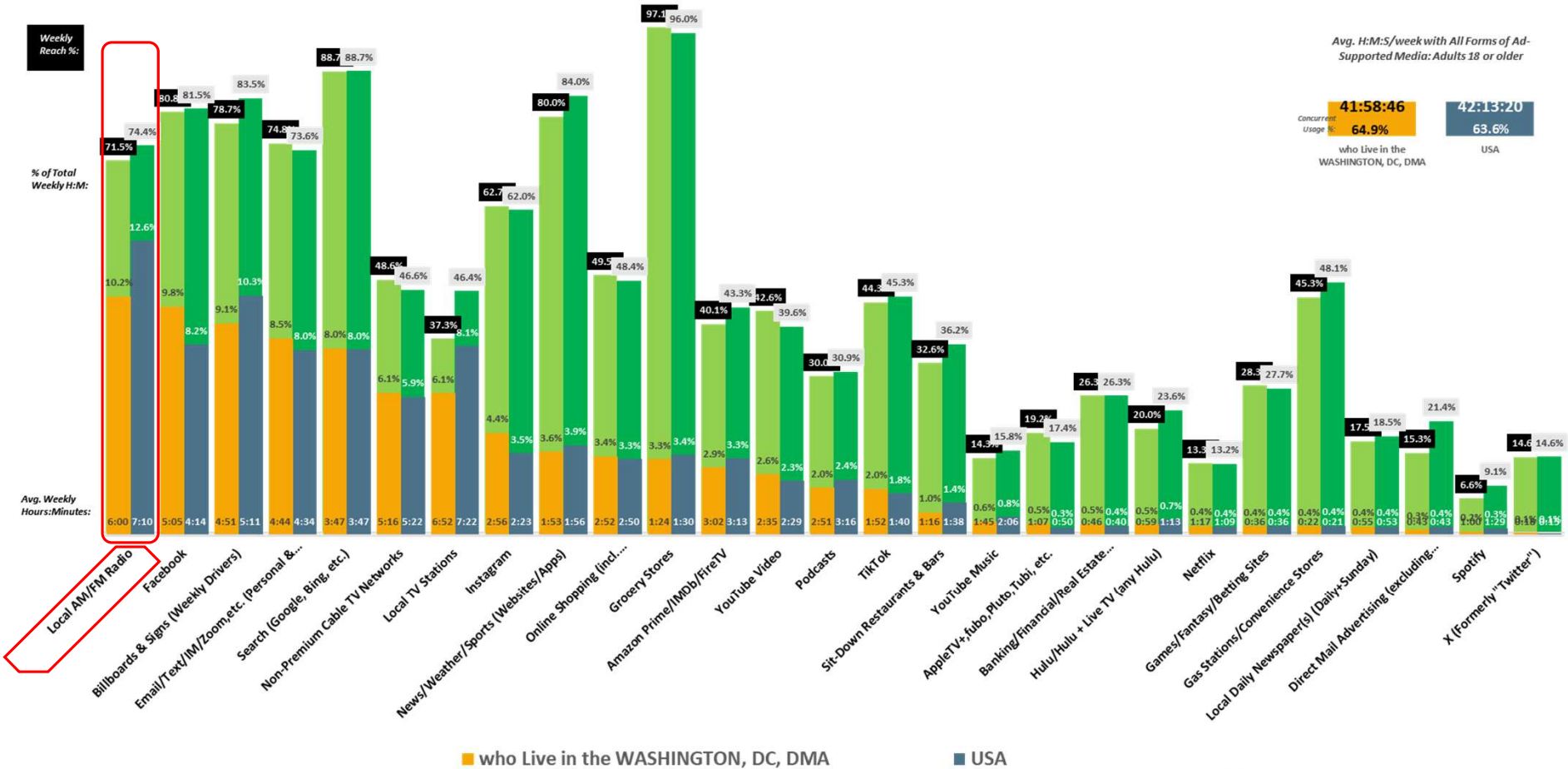
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Who Live in the WASHINGTON, DC, DMA	42:36:14
USA	40:41:25

Concurrent Usage %: 64.6% (DMA) vs 64.0% (USA)



Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 17 hours, 58 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
 71.5% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.

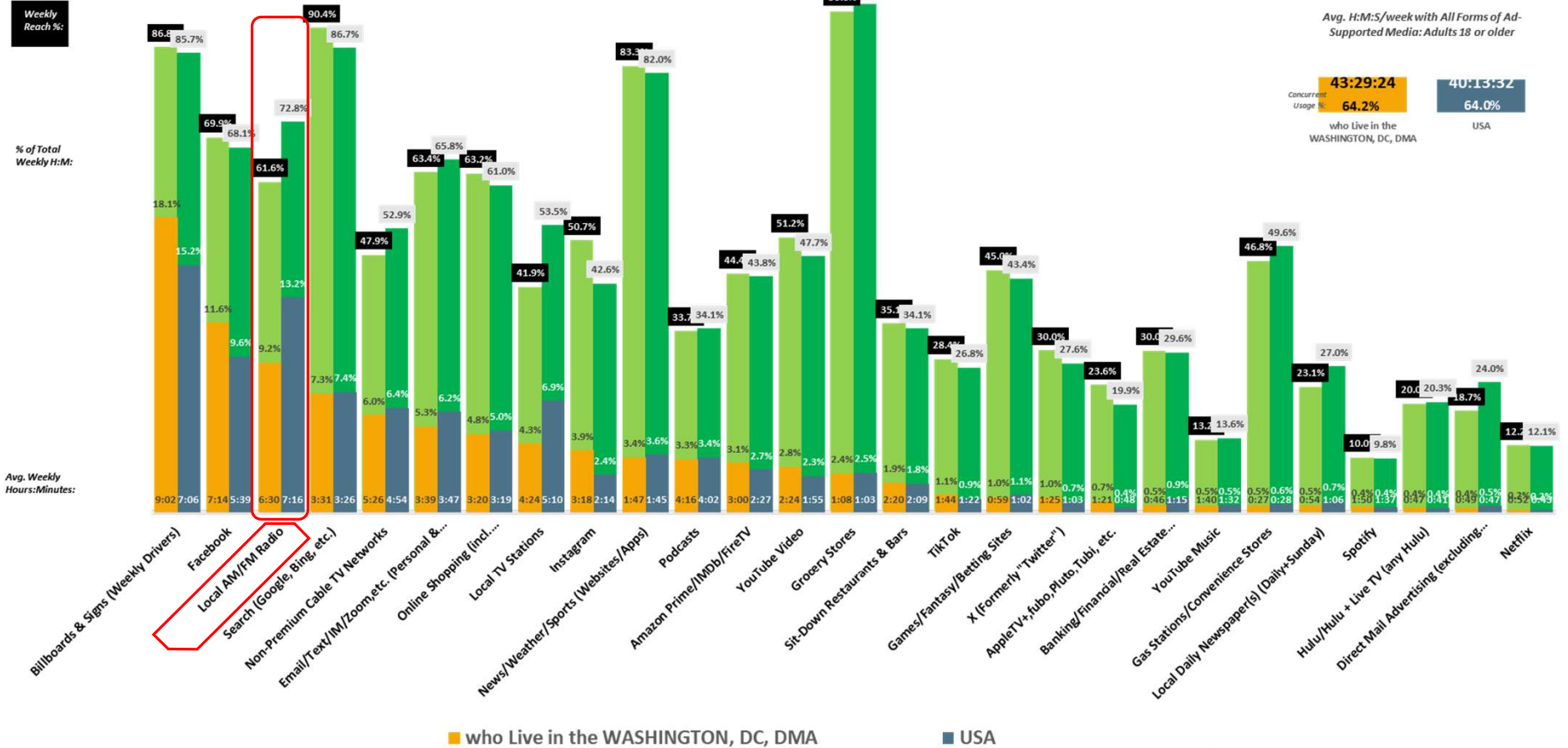


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	64.9%	63.6%
who Live in the WASHINGTON, DC, DMA		USA



Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 19 hours, 29 minutes and 24 seconds each week with All Forms of Ad-Supported Media.
 61.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.



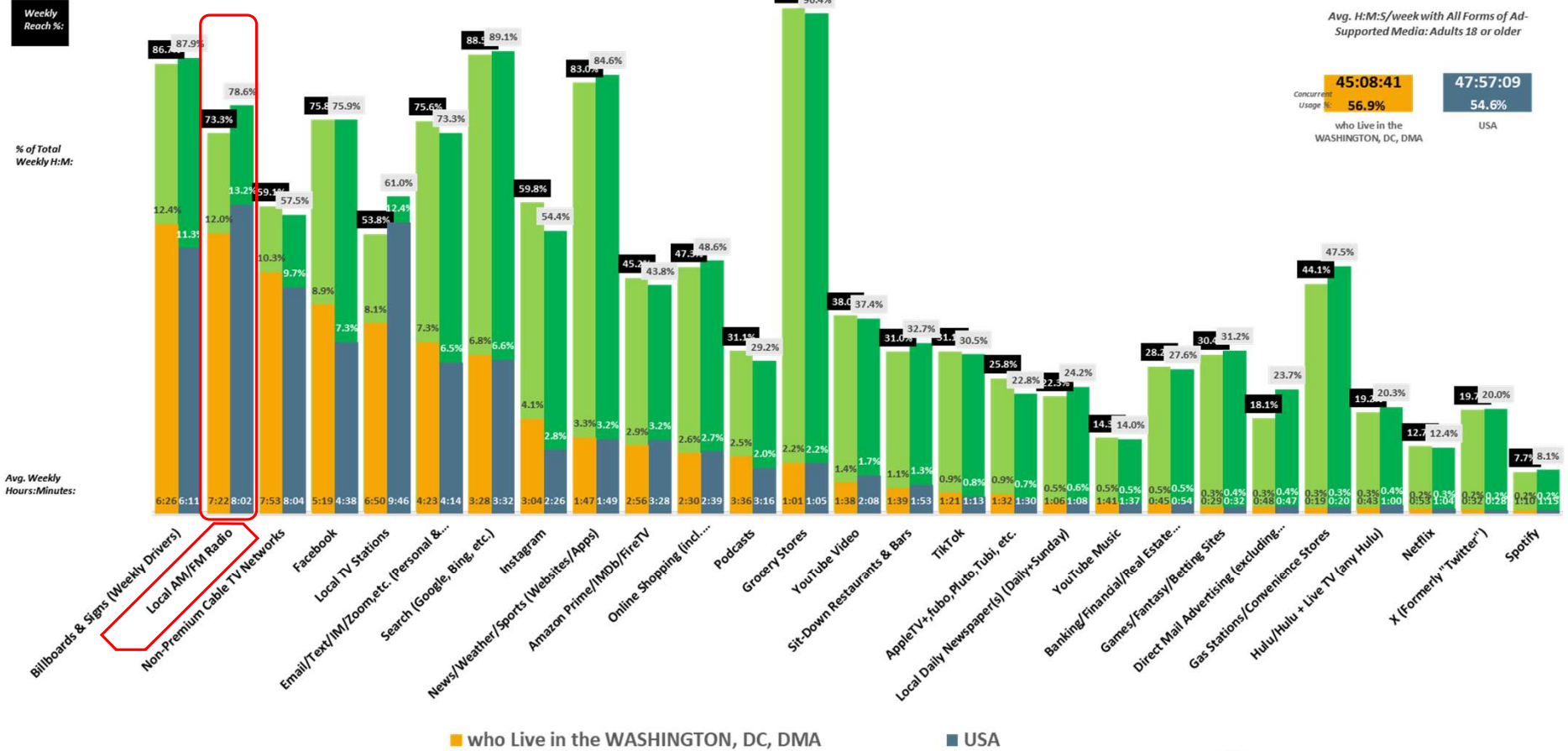
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Who Live in the WASHINGTON, DC, DMA	43:29:24
USA	40:13:32

Concurrent Usage %: 64.2% (DMA) vs 64.0% (USA)



Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 21 hours, 8 minutes and 41 seconds each week with All Forms of Ad-Supported Media.
 73.3% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.0% of total time spent with all forms of Ad-Supported Media.



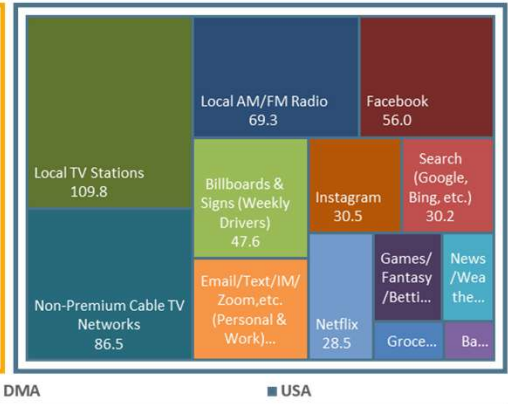
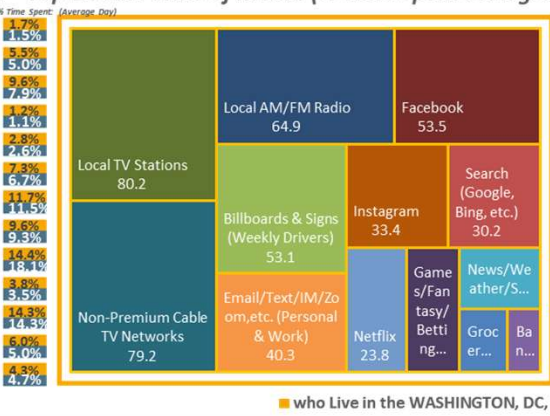
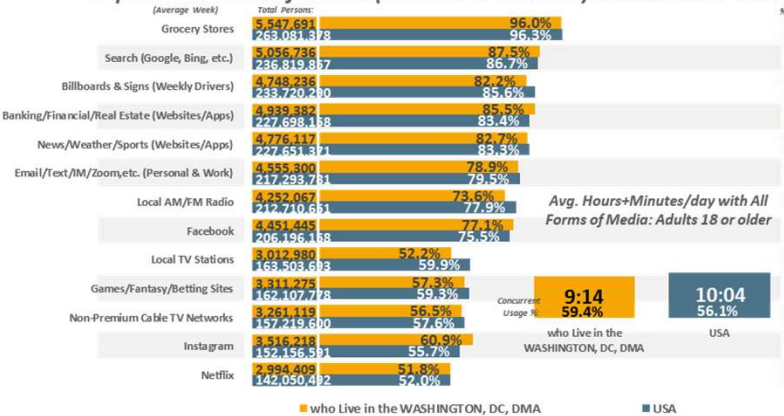
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

45:08:41	47:57:09
Concurrent Usage %: 56.9%	54.6%
who Live in the WASHINGTON, DC, DMA	USA



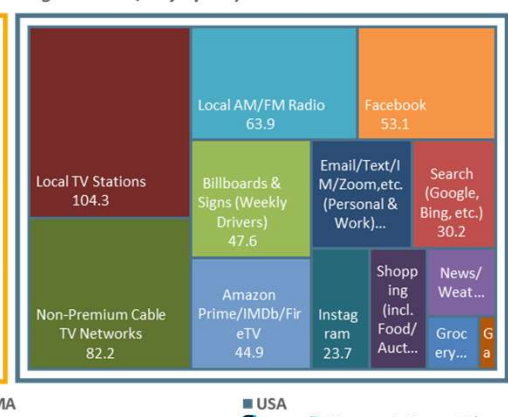
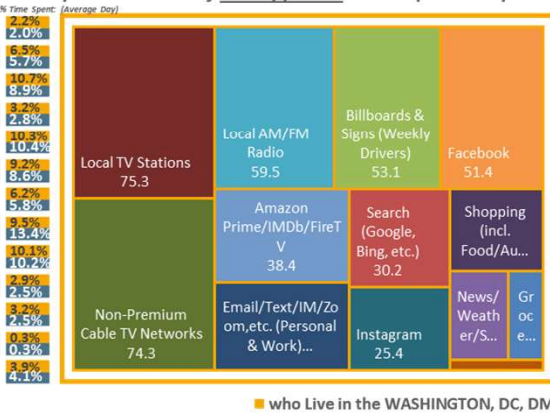
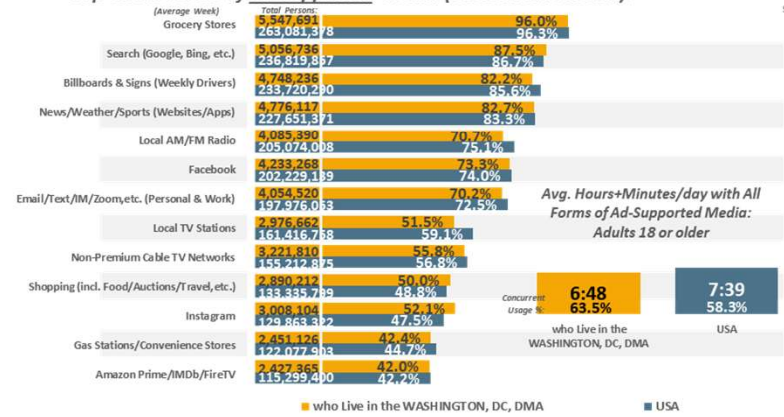
Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 48 minutes each day with All Forms of Ad-Supported Media. 70.7% listen to Local AM/FM Radio for an avg. of 59.5 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

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



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

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

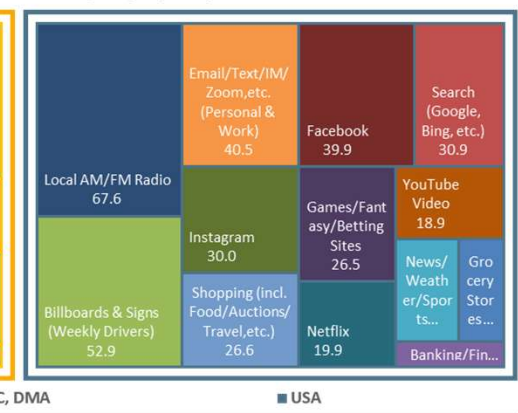
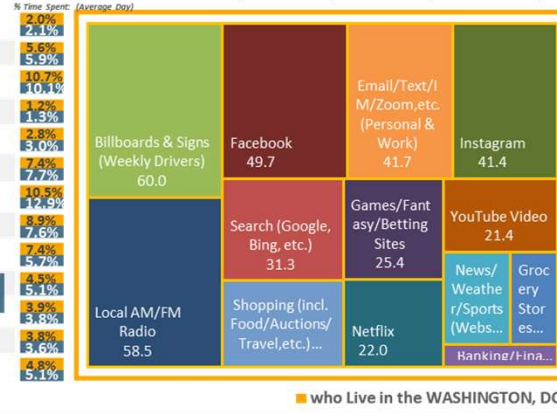
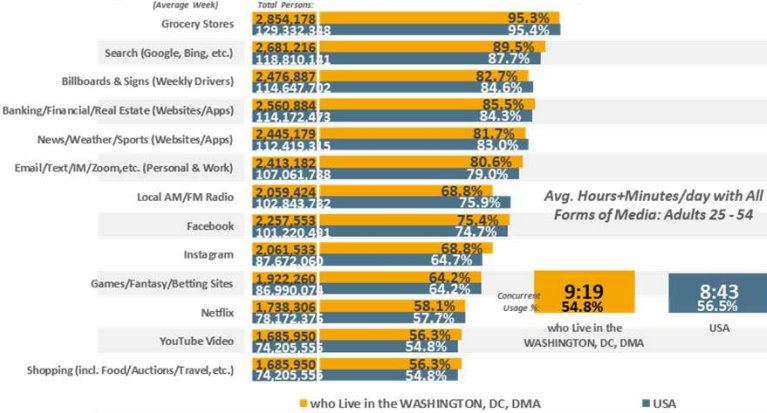




Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 5 minutes each day with All Forms of Ad-Supported Media. 66.6% listen to Local AM/FM Radio for an avg. of 53.5 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

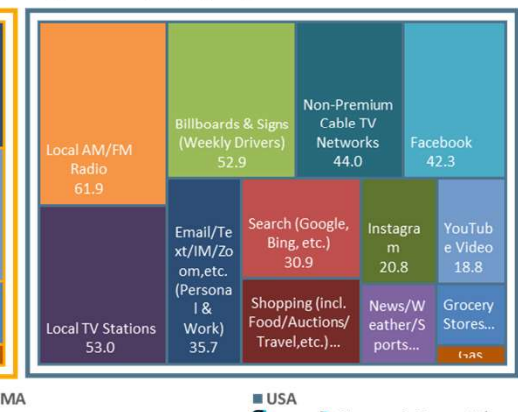
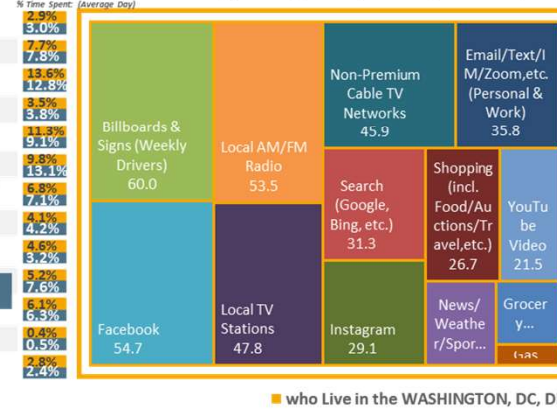
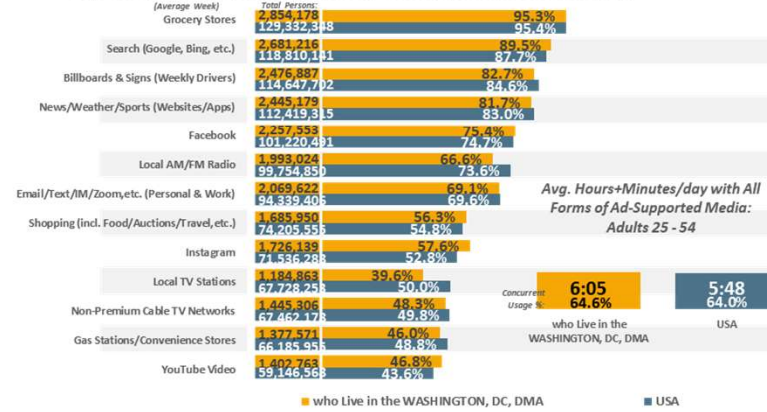
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

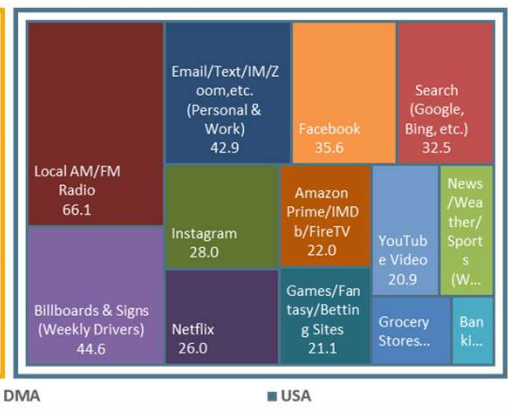
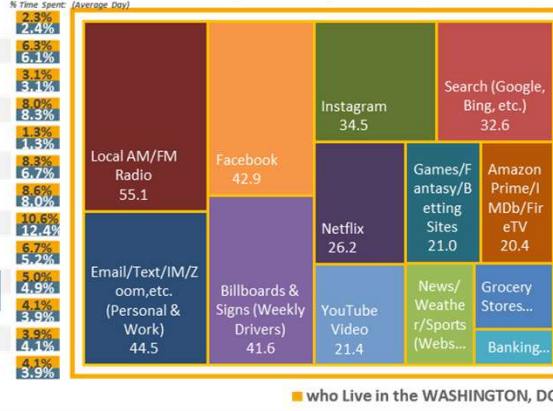
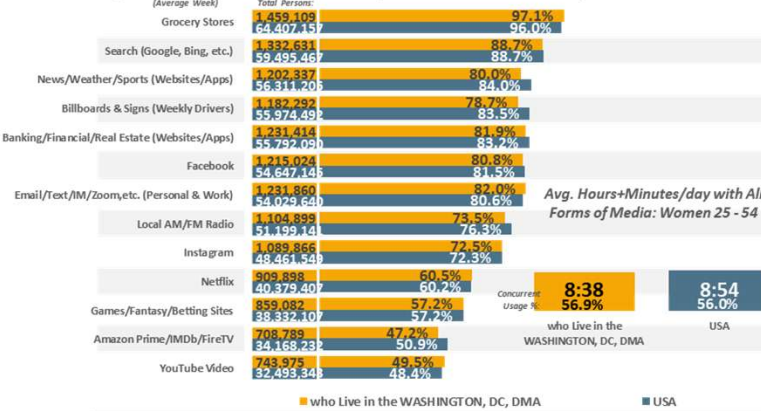




Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 71.5% listen to Local AM/FM Radio for an avg. of 51.5 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

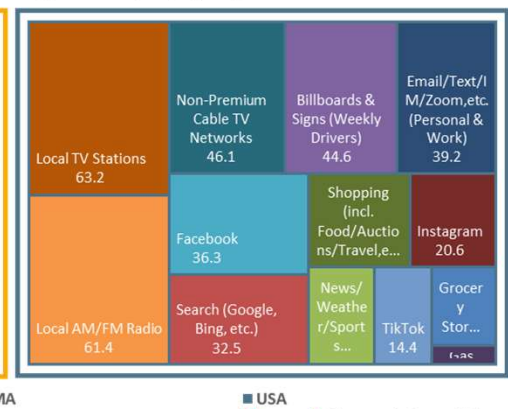
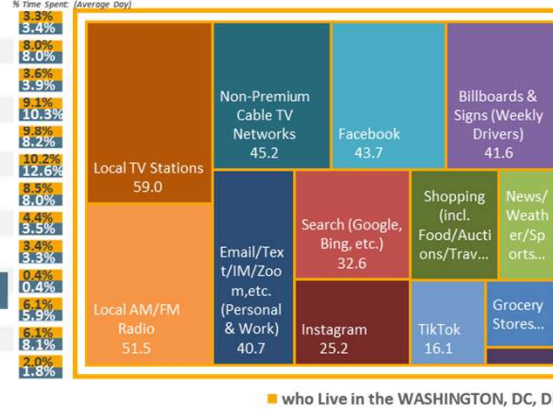
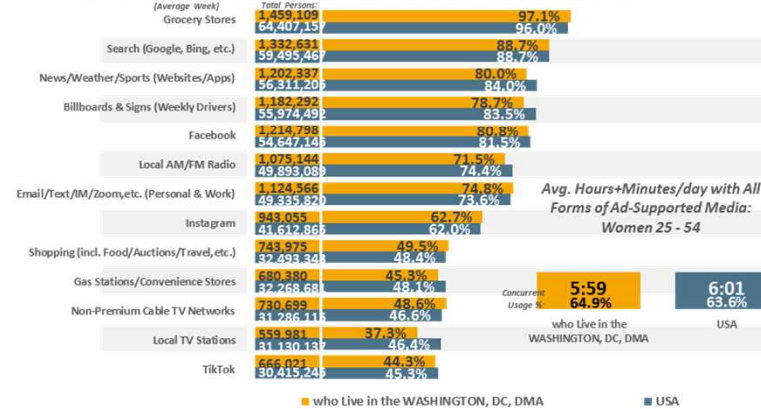
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

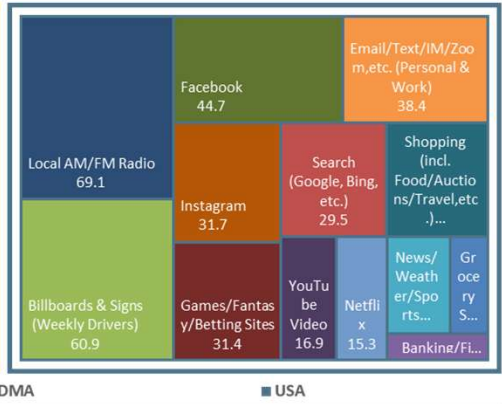
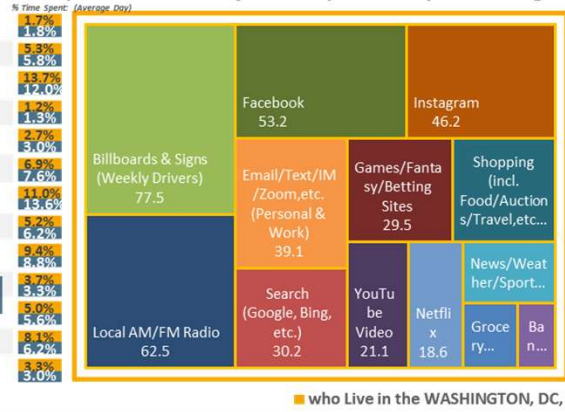
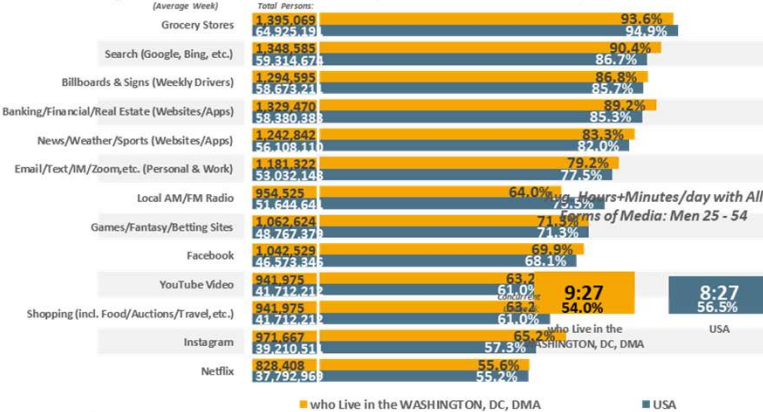




Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 12 minutes each day with All Forms of Ad-Supported Media. 61.6% listen to Local AM/FM Radio for an avg. of 55.8 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

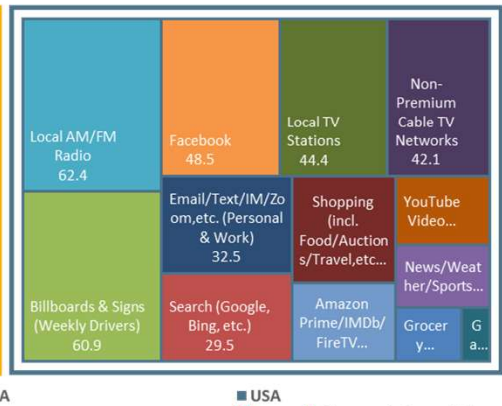
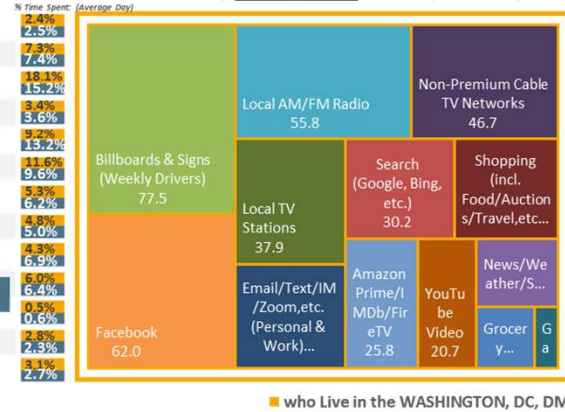
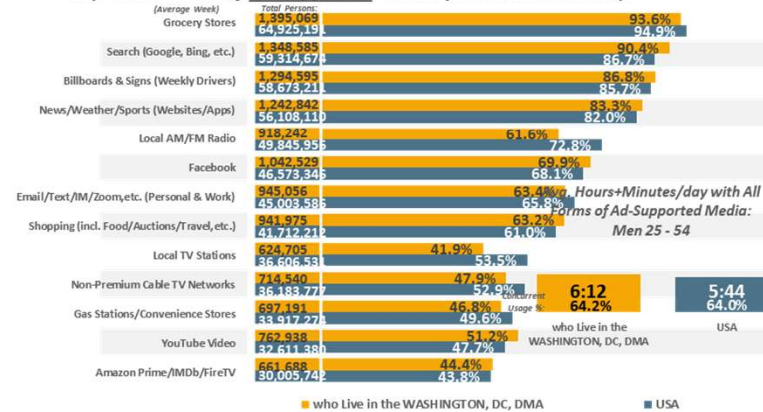
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

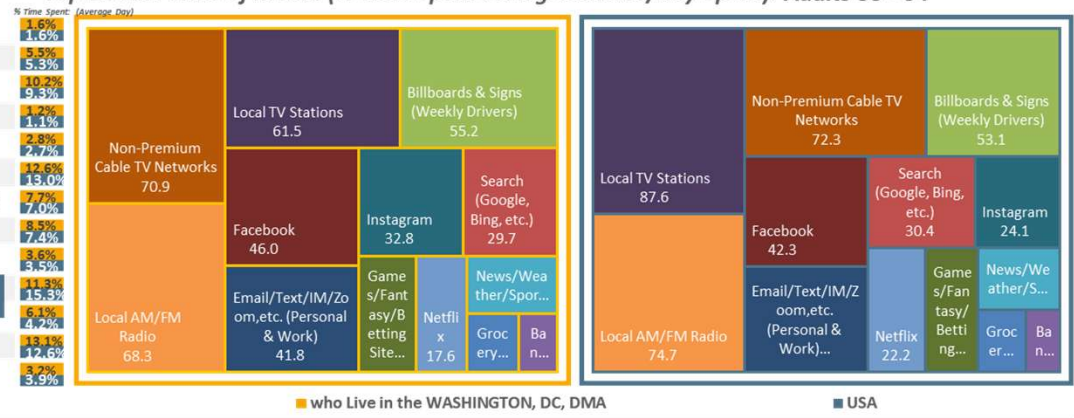
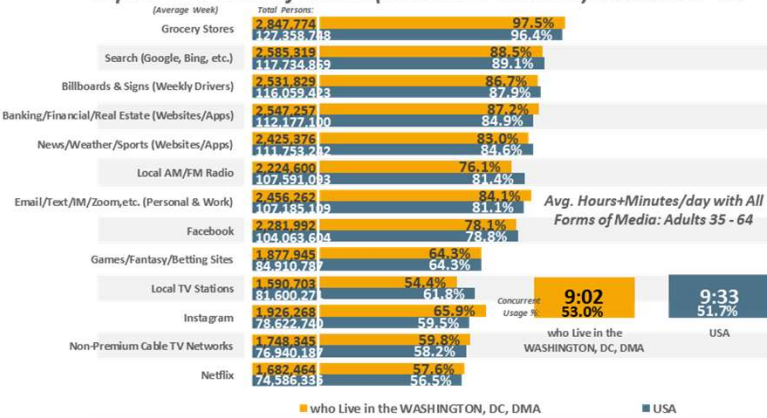




Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 26 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 63.2 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

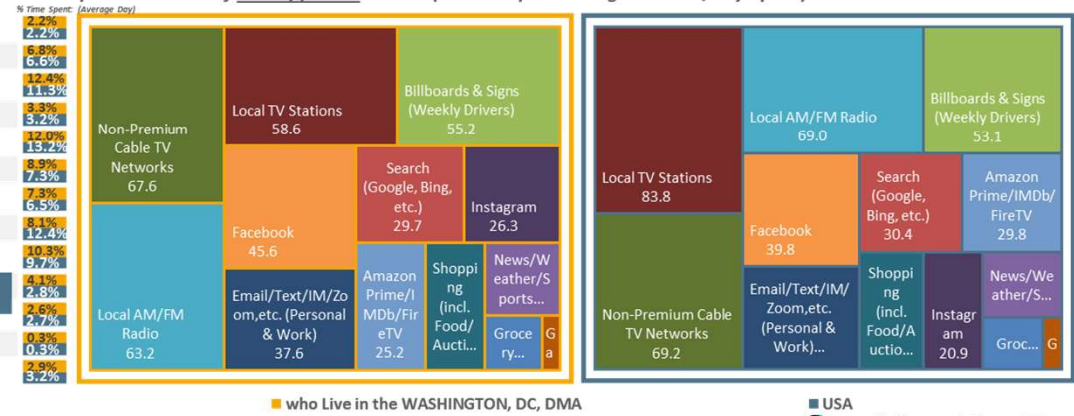
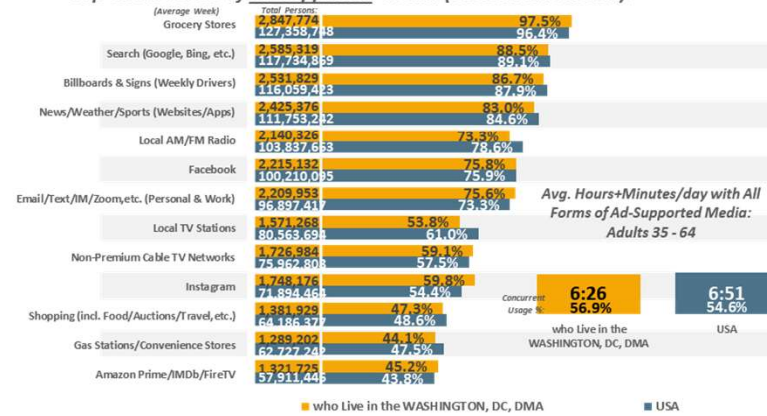
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64

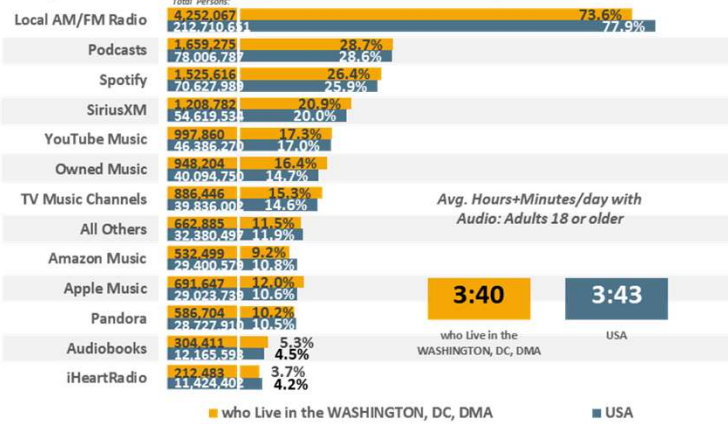
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



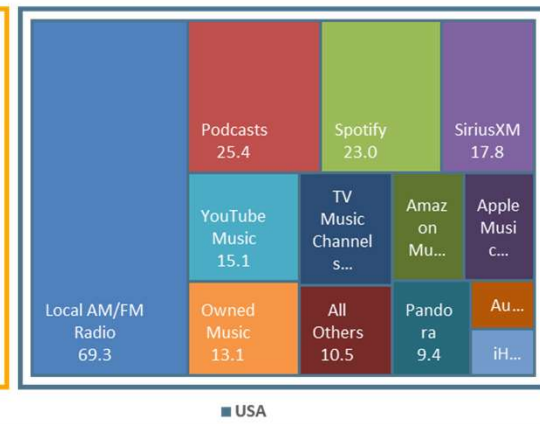
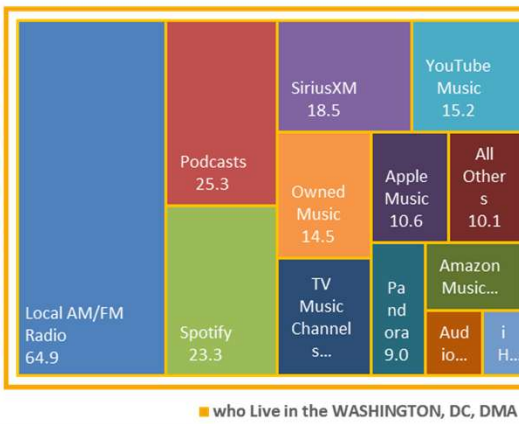


4,085,390 or 70.7% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

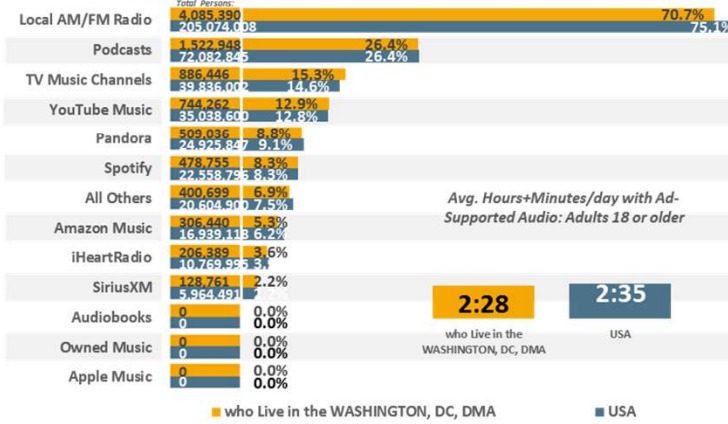
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



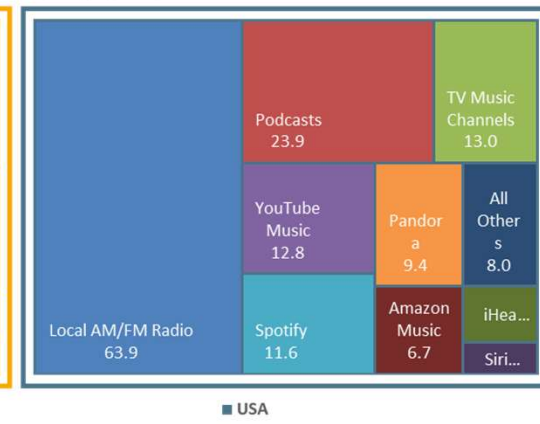
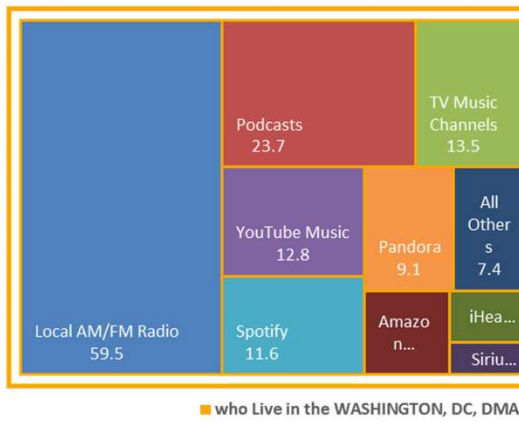
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



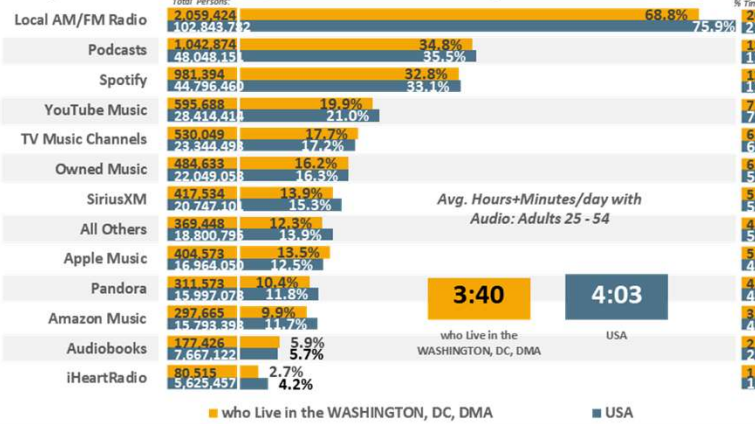
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



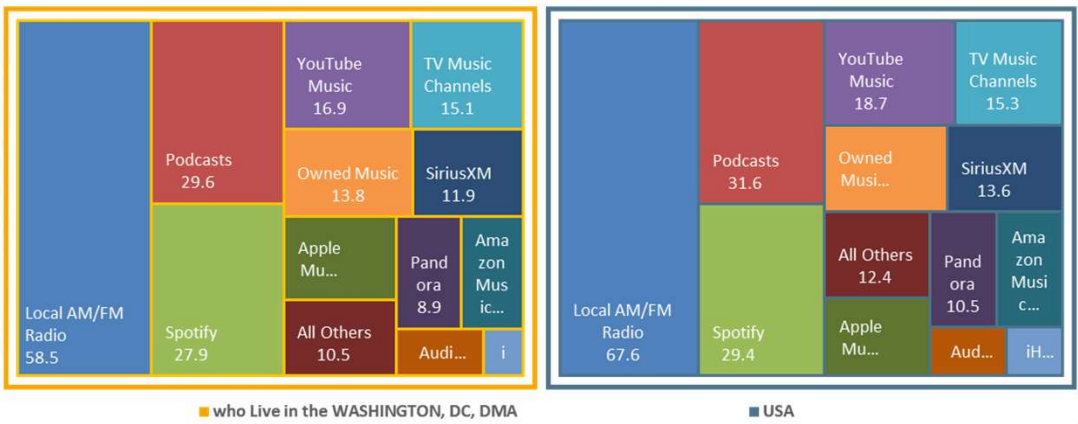


1,993,024 or 66.6% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 53.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.

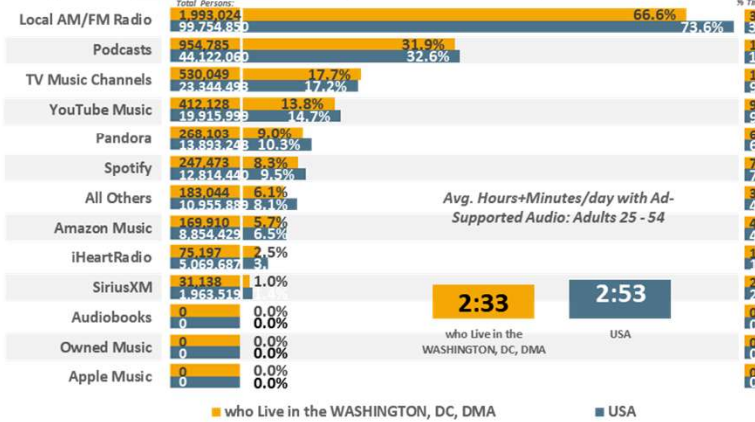
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



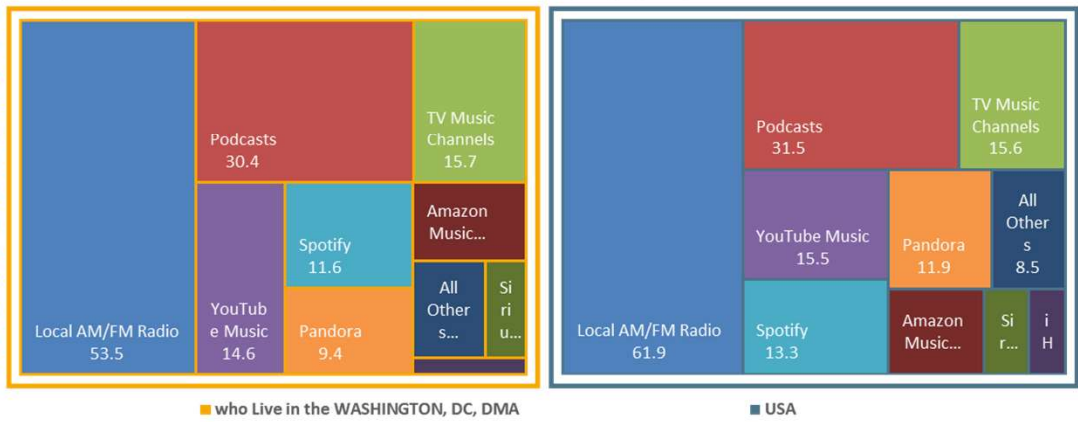
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



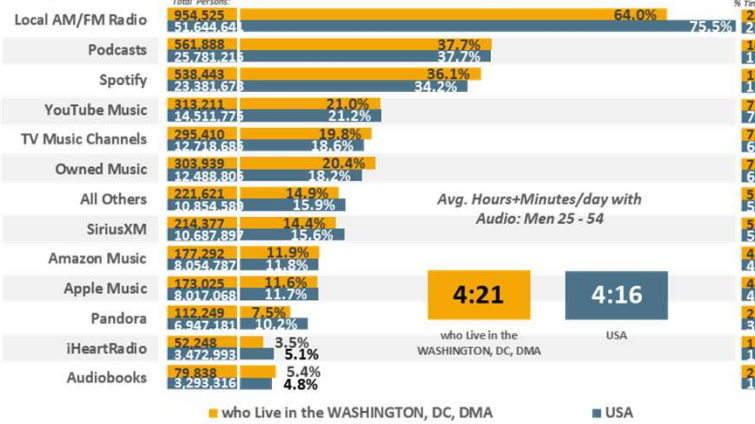
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



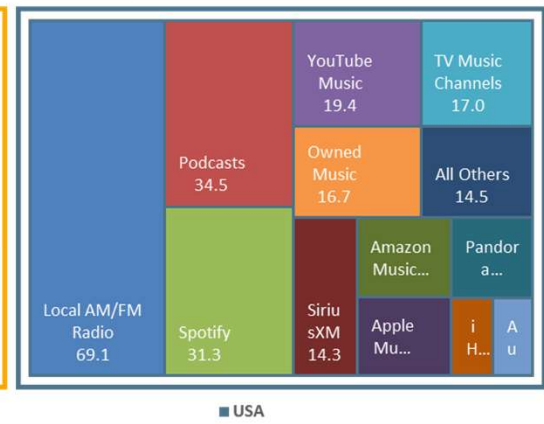
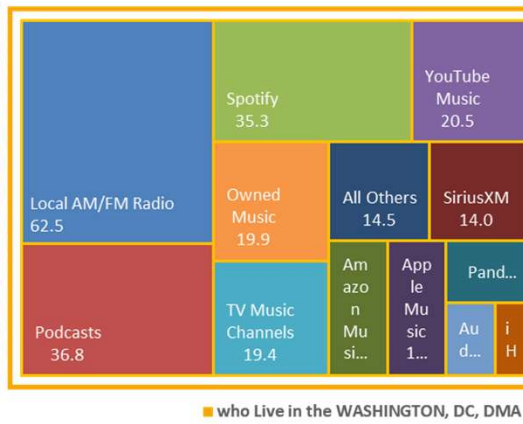


918,242 or 61.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.

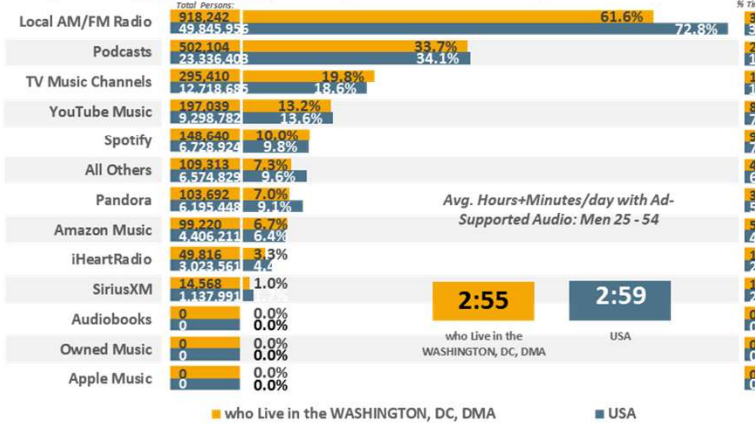
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



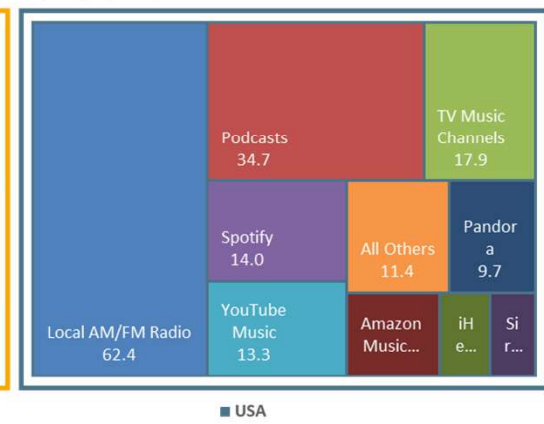
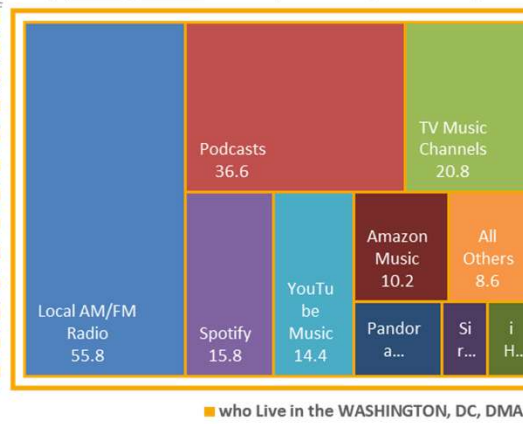
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54

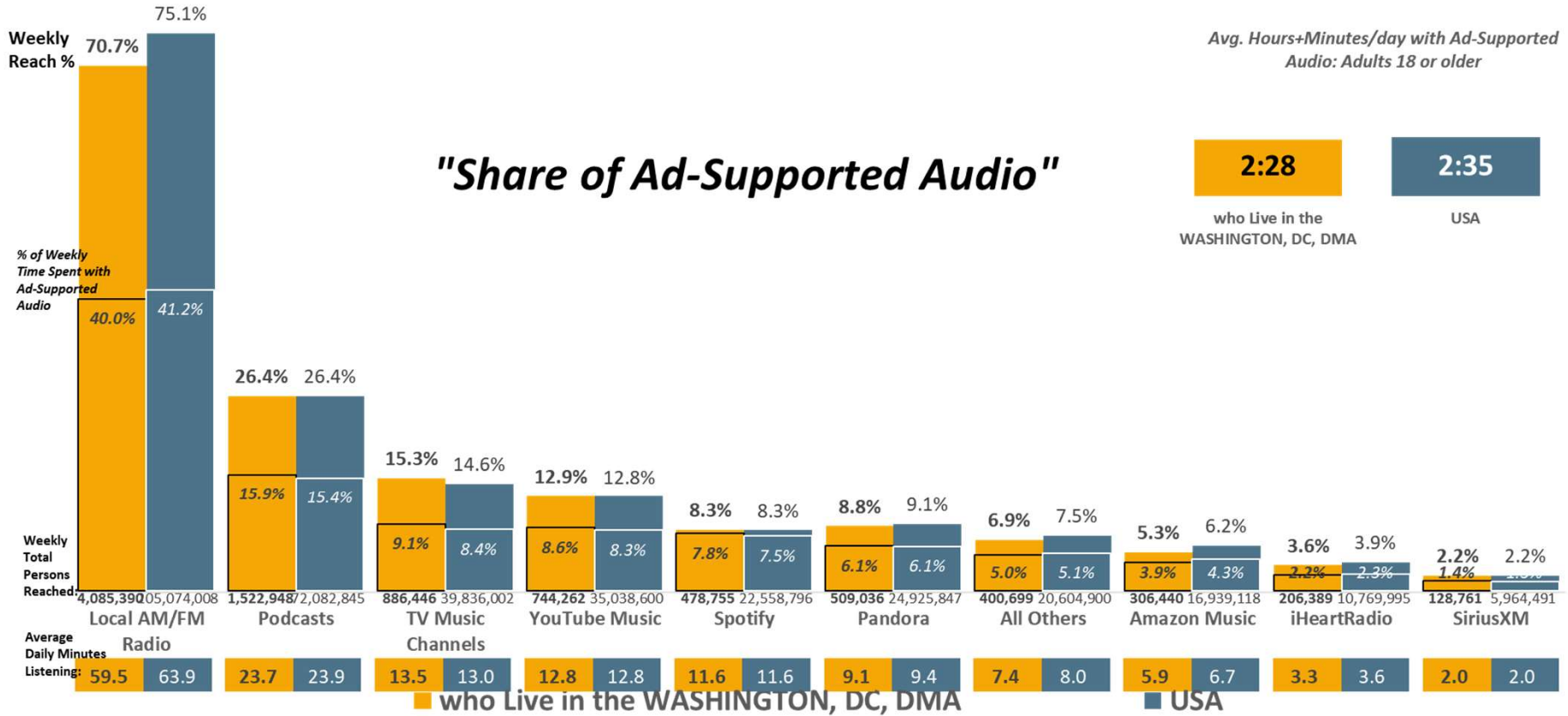


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



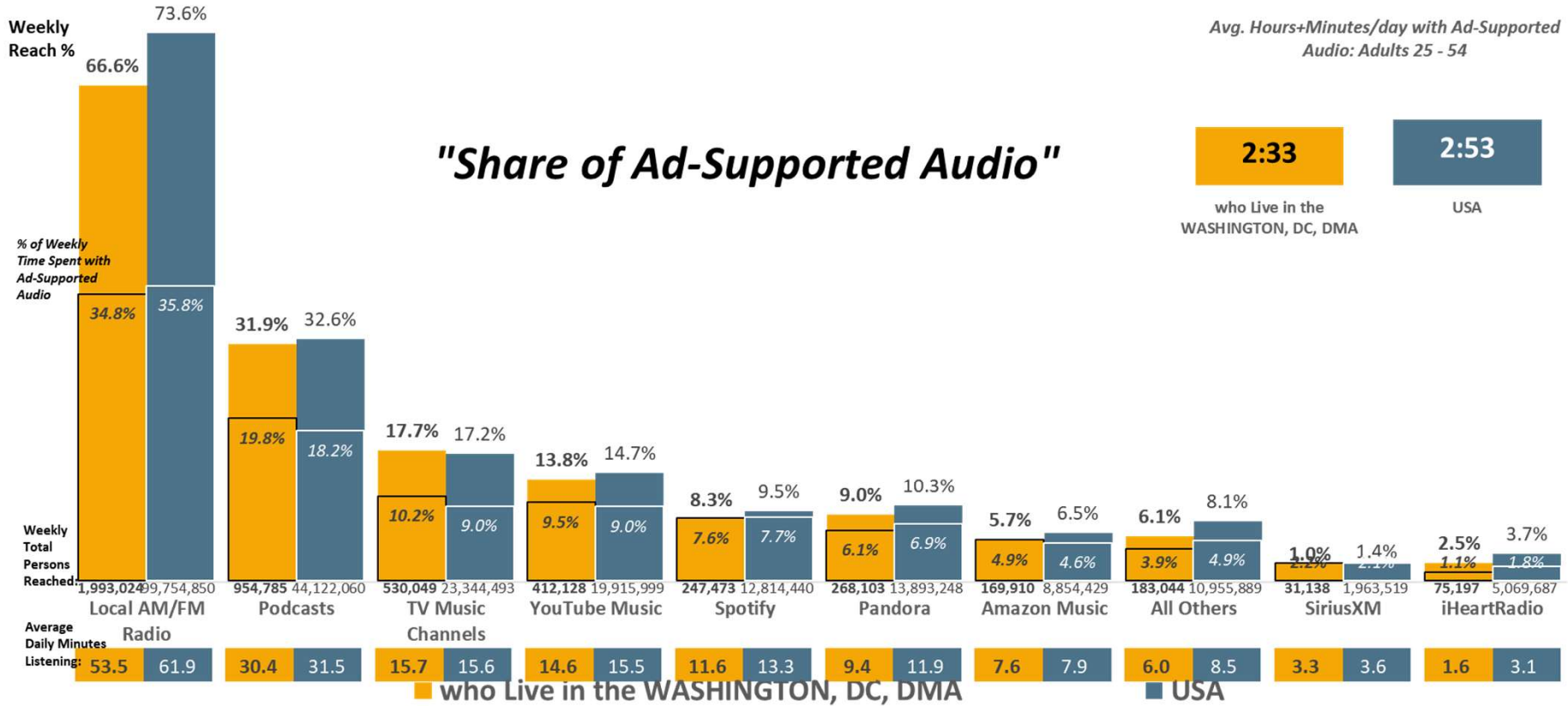


4,085,390 or 70.7% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.



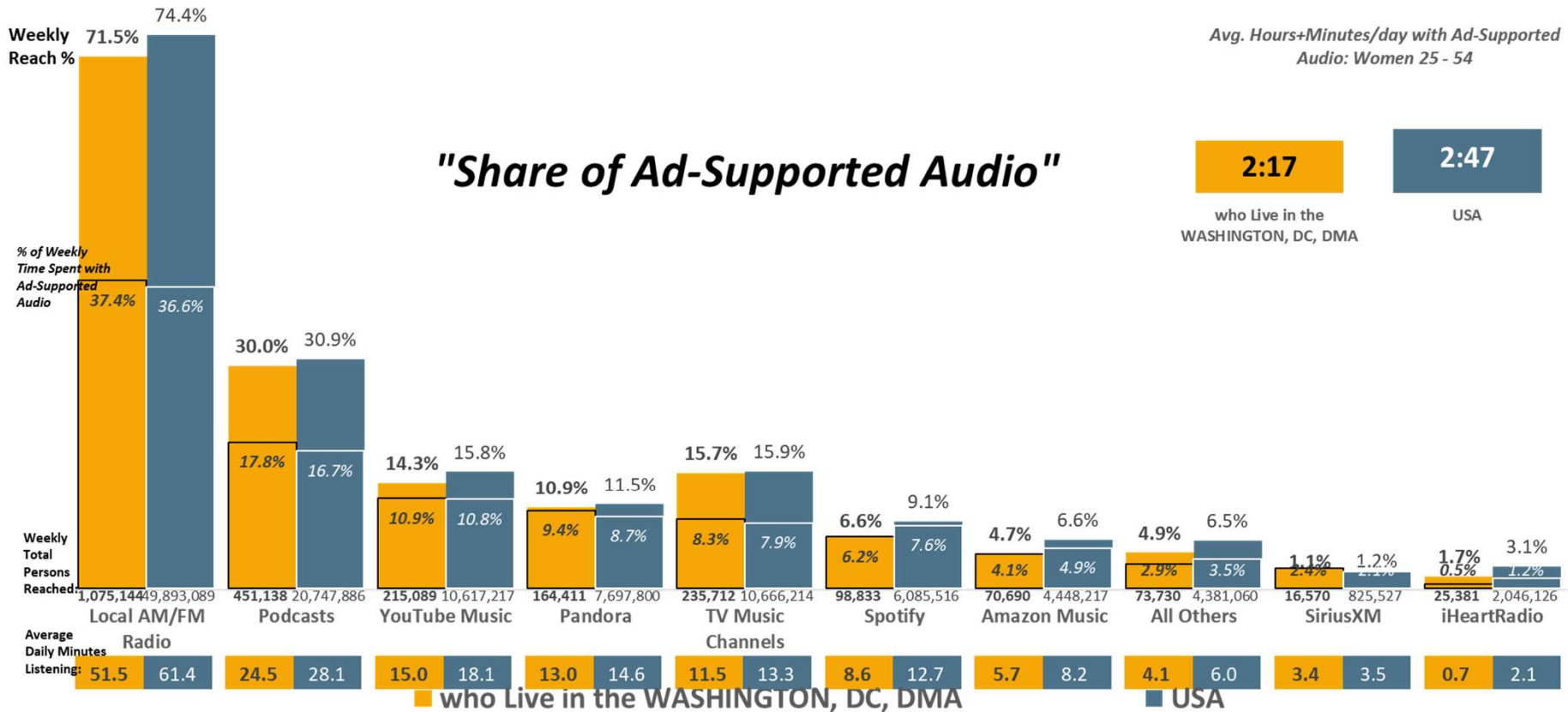


1,993,024 or 66.6% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 53.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.



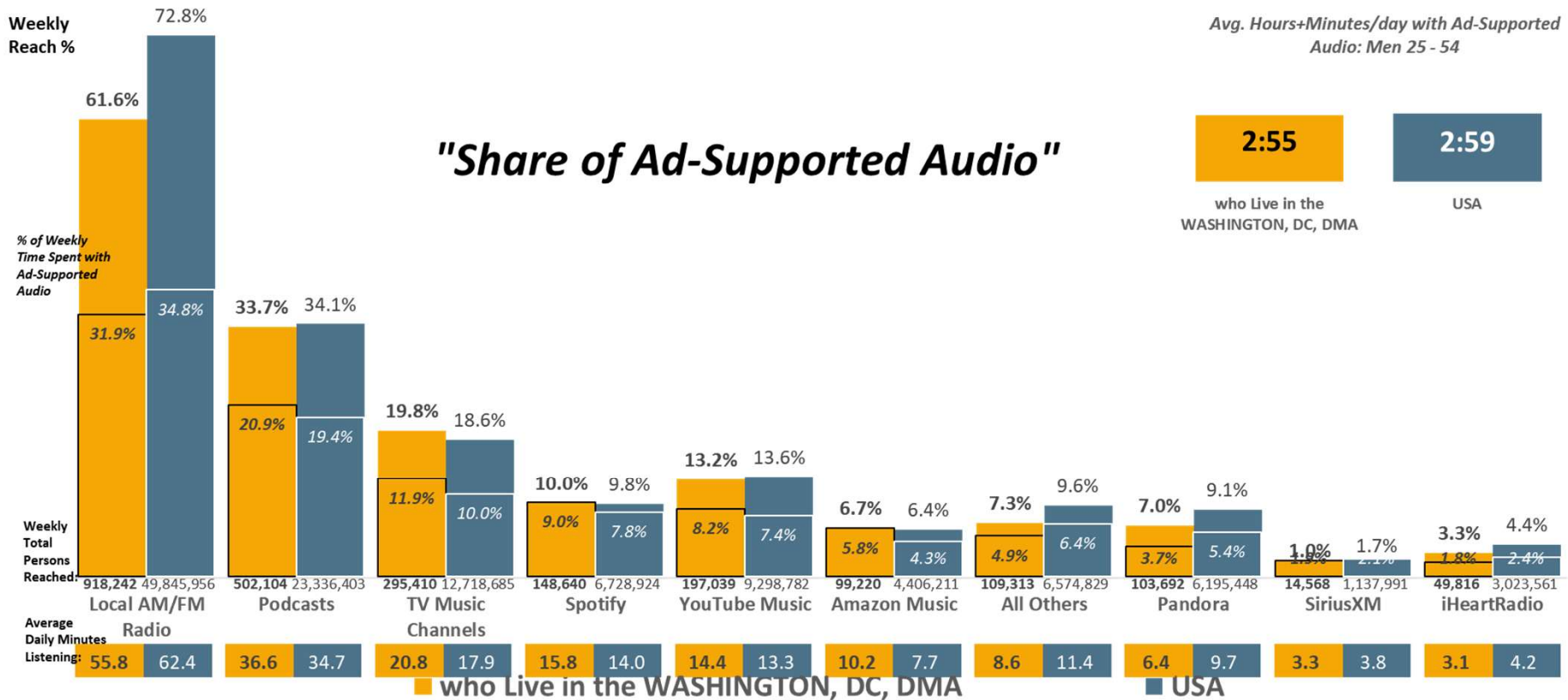


1,075,144 or 71.5% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.





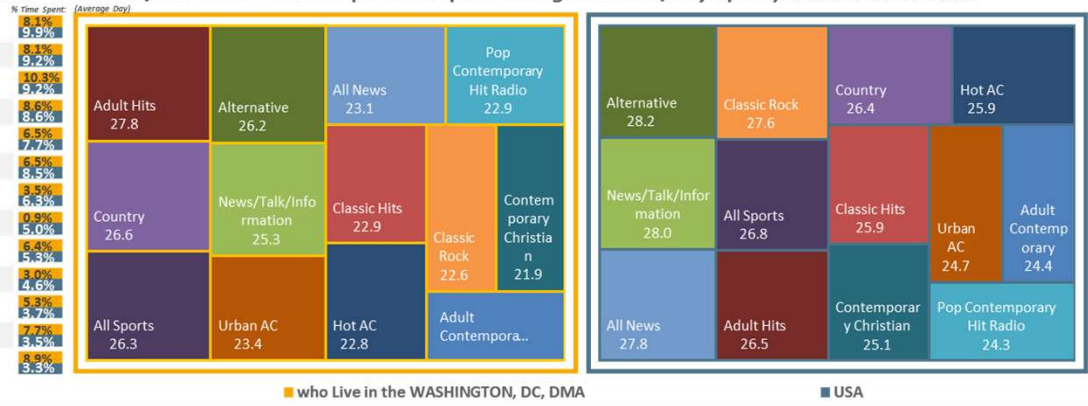
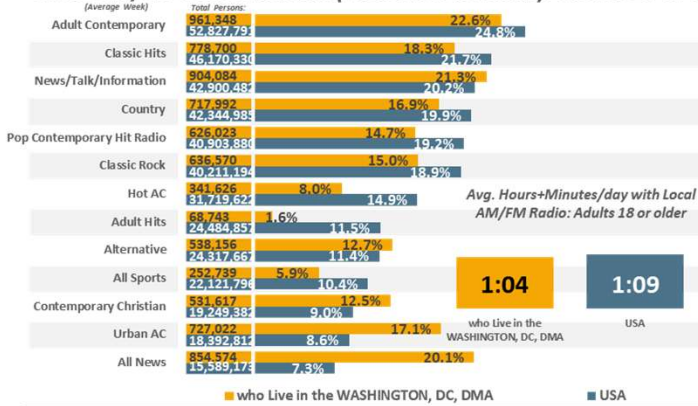
918,242 or 61.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.



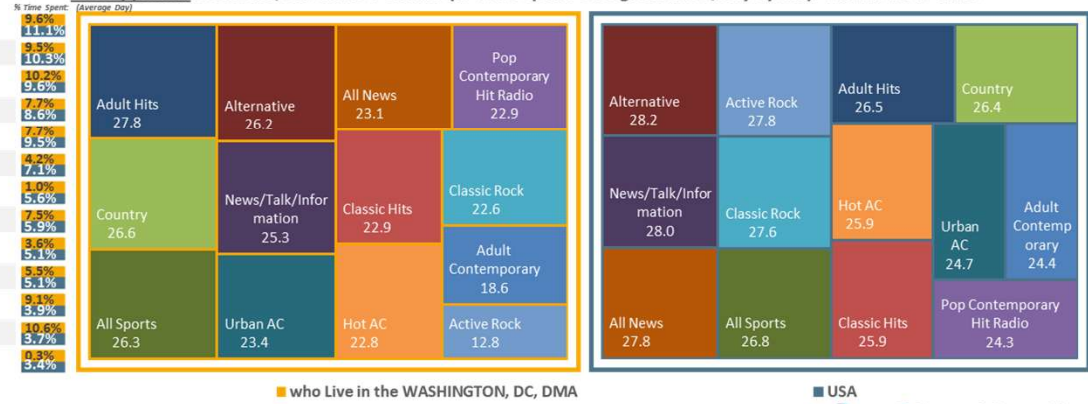
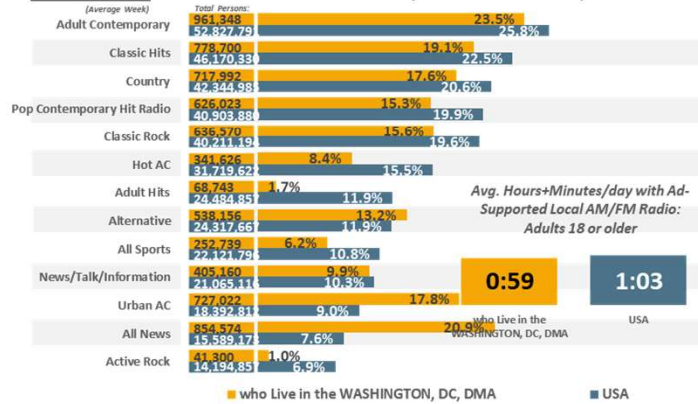


4,085,390 or 70.7% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Urban AC, and Country.

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



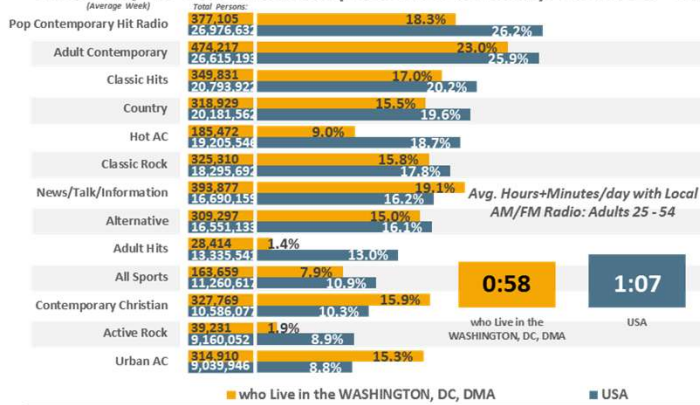
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



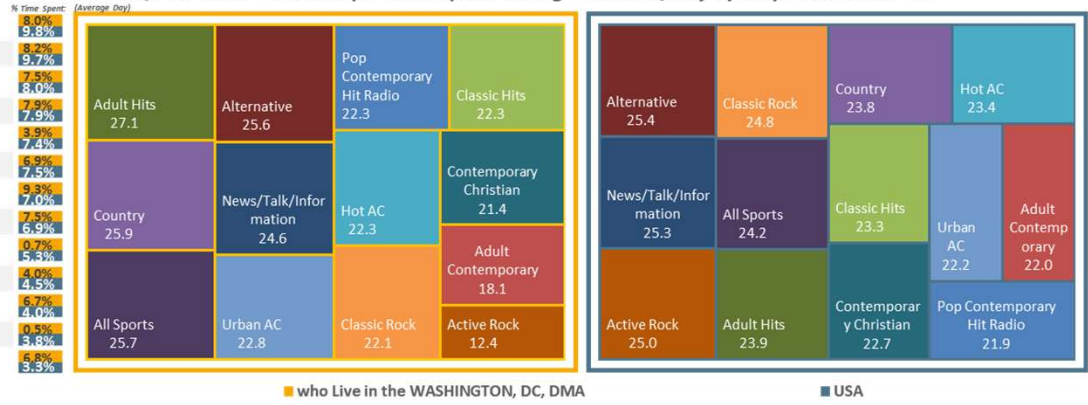


1,993,024 or 66.6% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

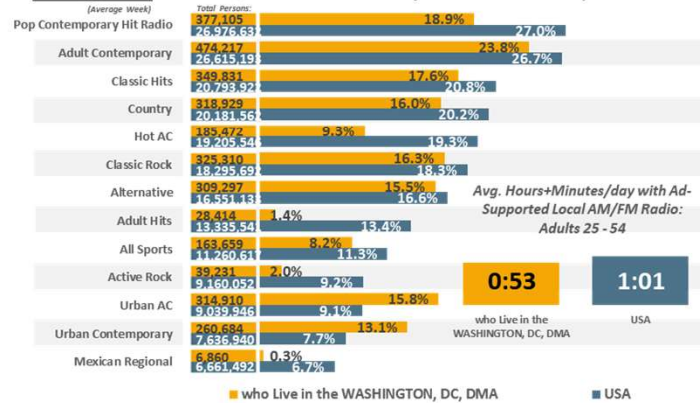
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



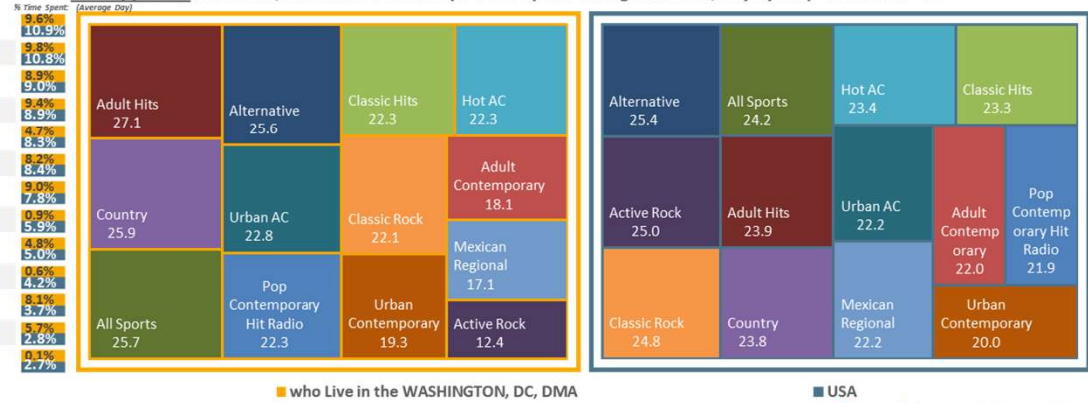
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



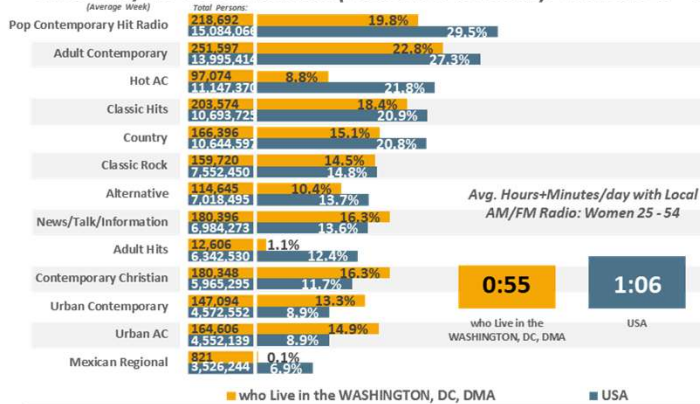
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



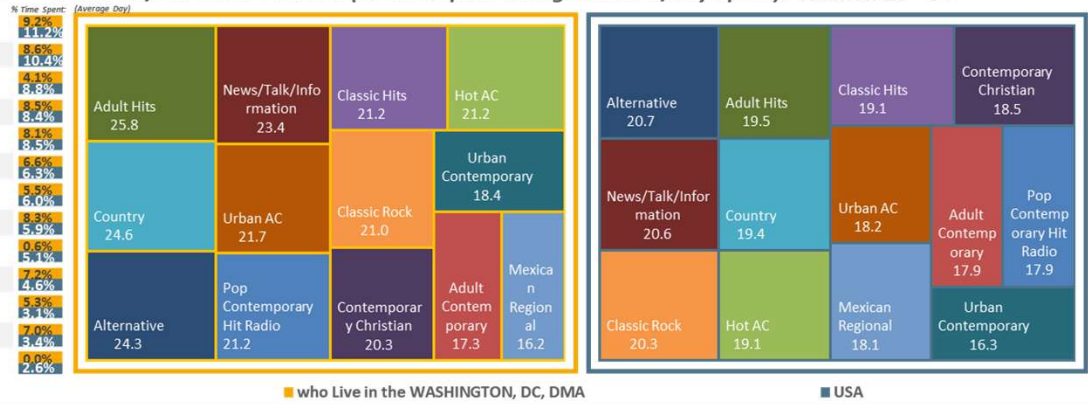


1,075,144 or 71.5% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Urban AC.

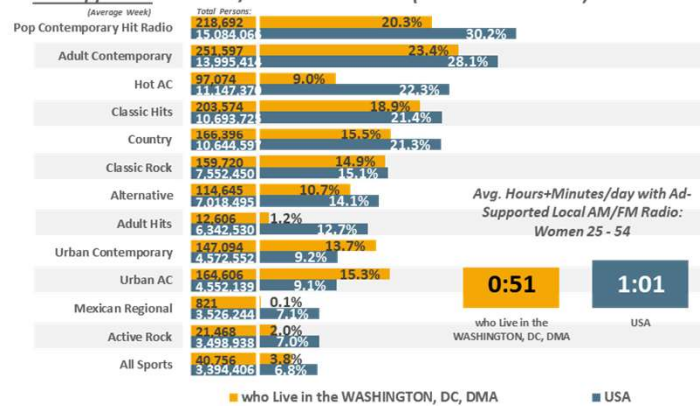
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



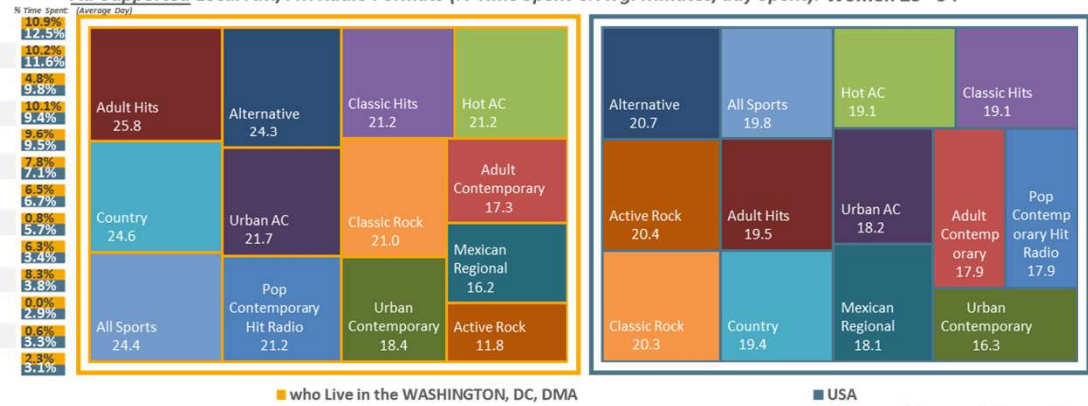
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



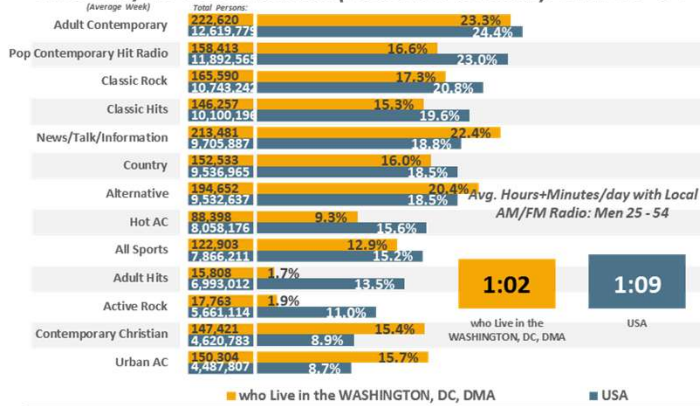
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



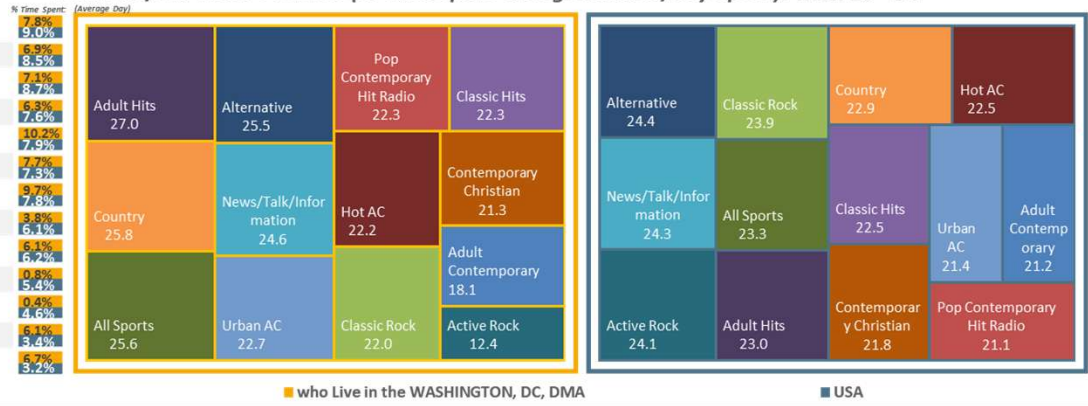


918,242 or 61.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Classic Rock, Pop Contemporary Hit Radio, and Country.

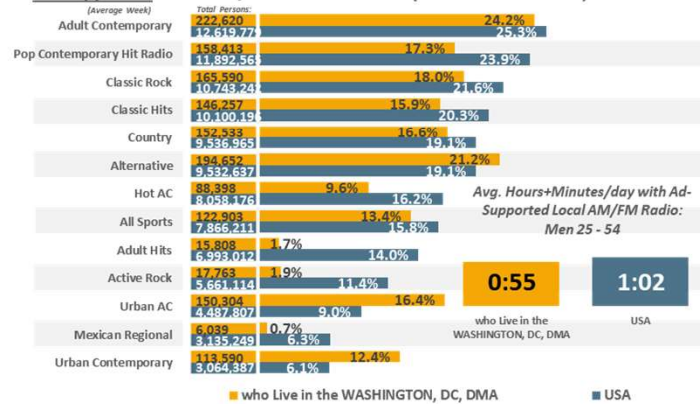
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



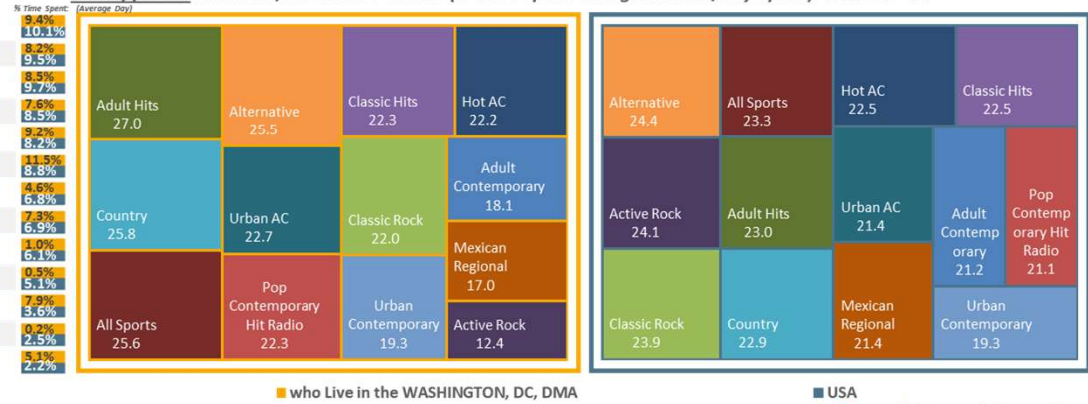
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



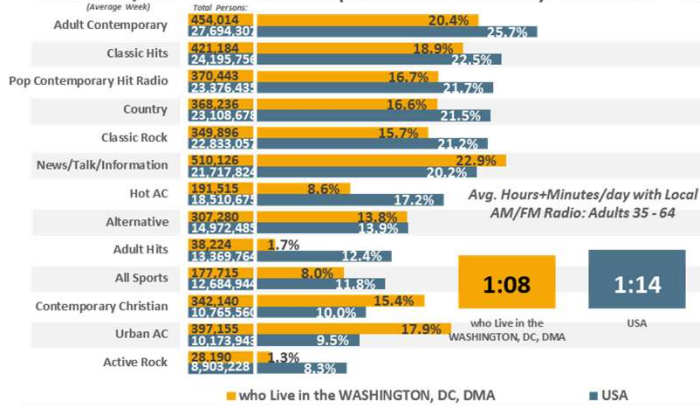
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



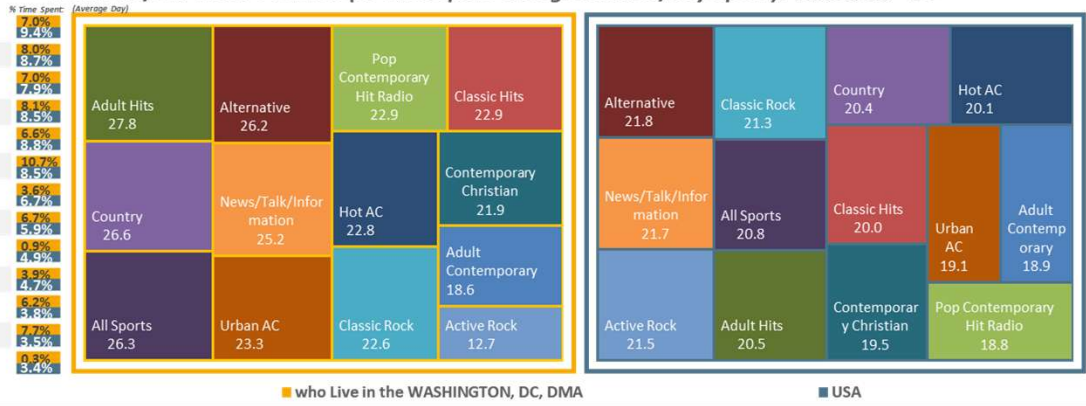


2,140,326 or 73.3% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Urban AC, and Pop Contemporary Hit Radio.

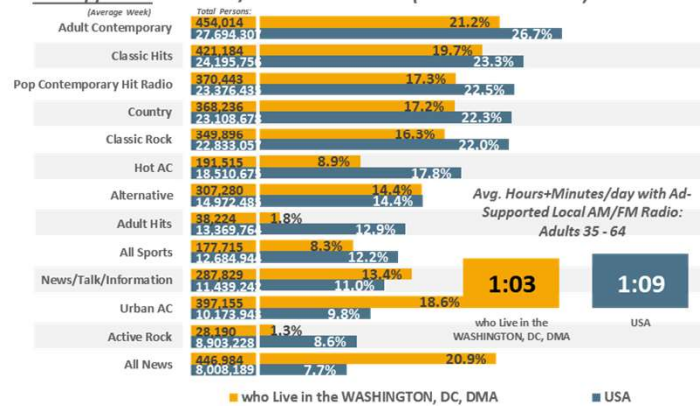
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

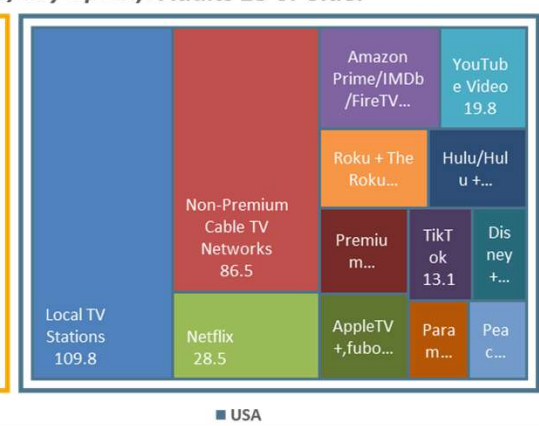
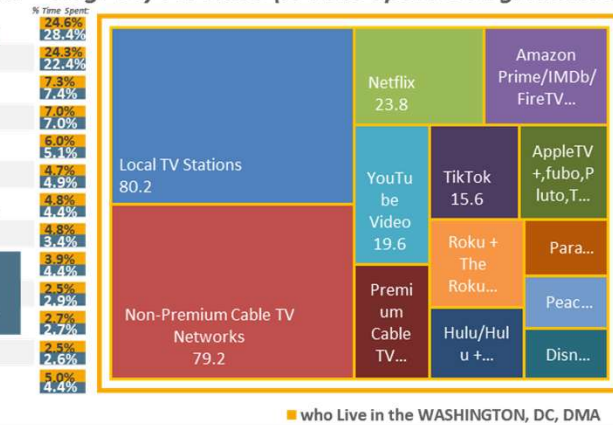
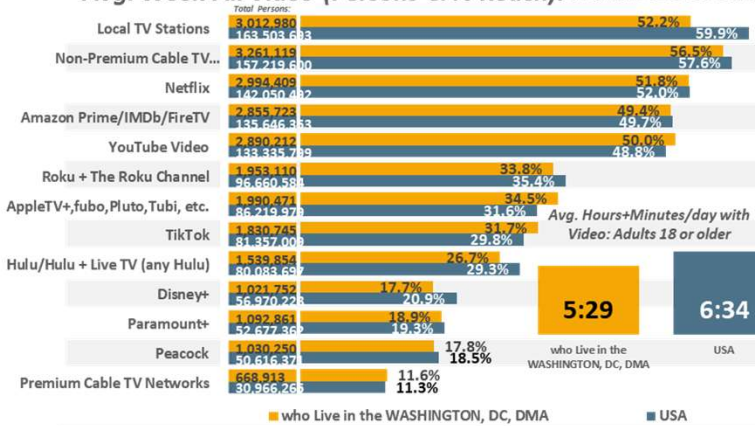




2,976,662 or 51.5% of Adults 18 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 75.3 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

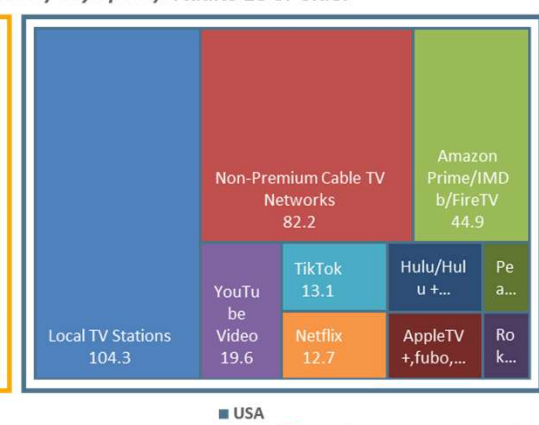
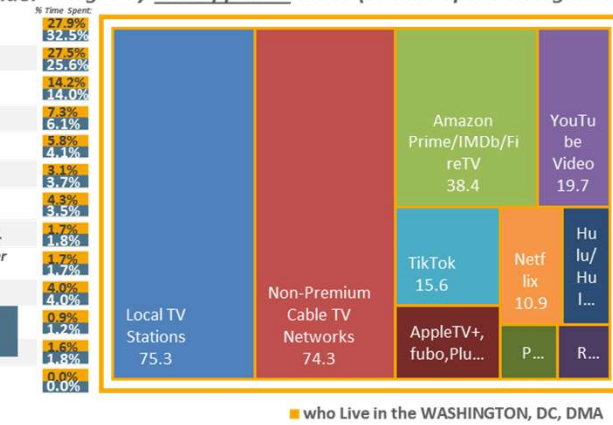
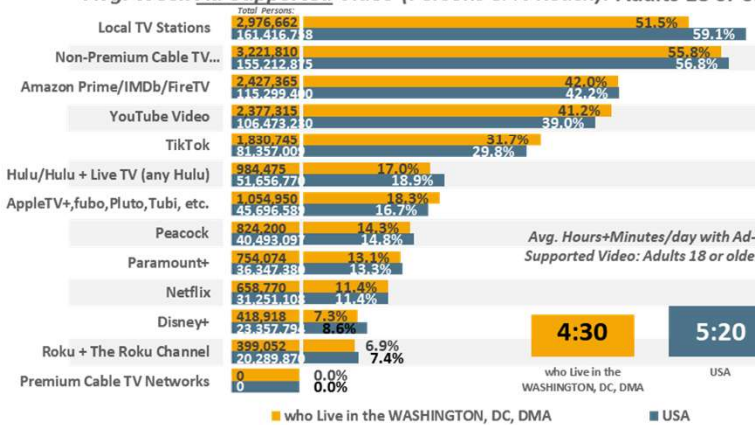
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

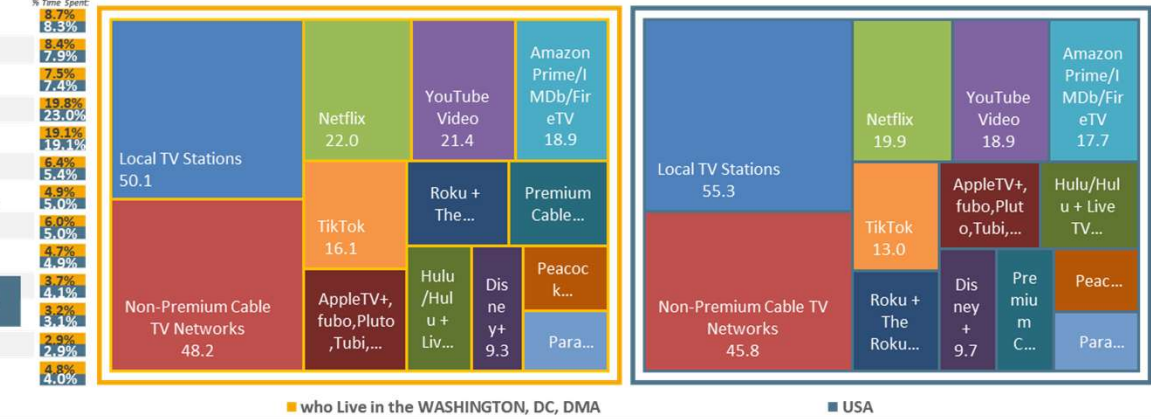
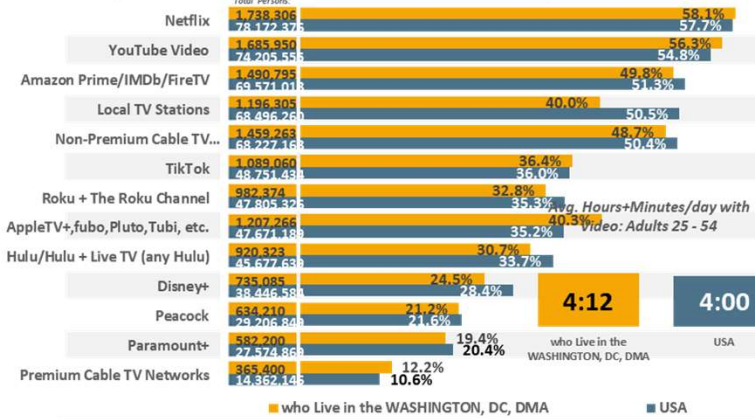




1,184,863 or 39.6% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 47.8 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

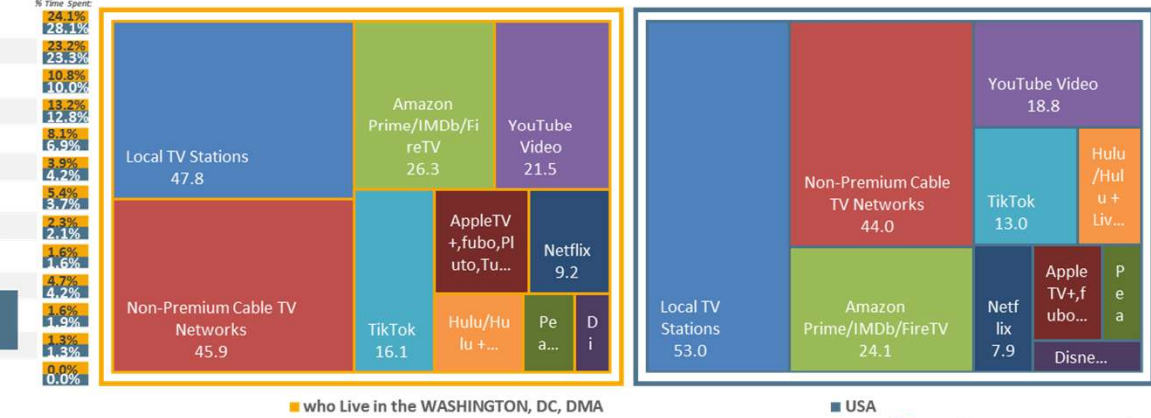
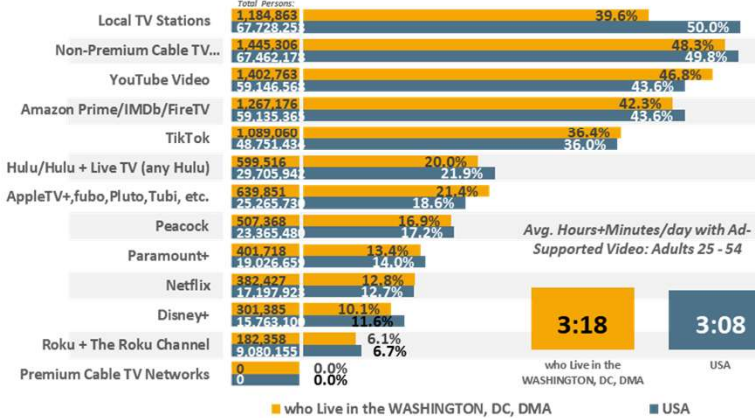
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

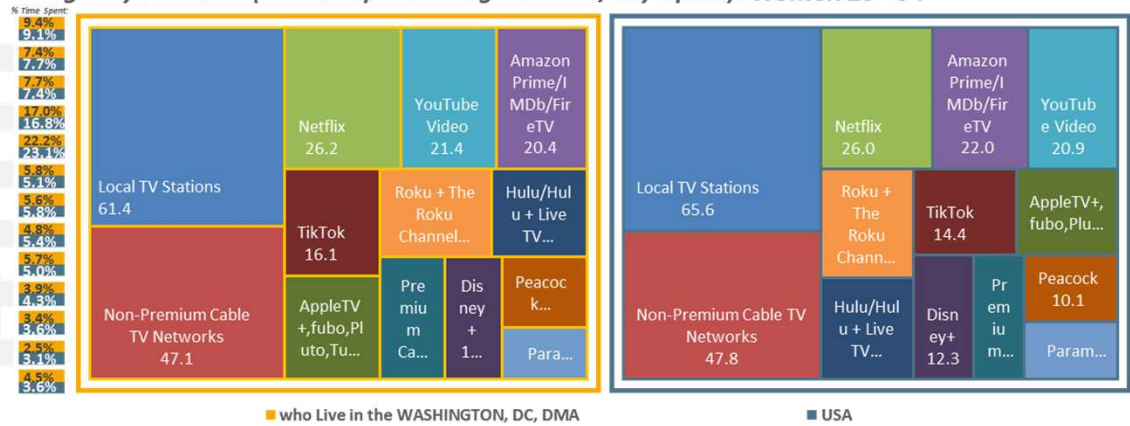
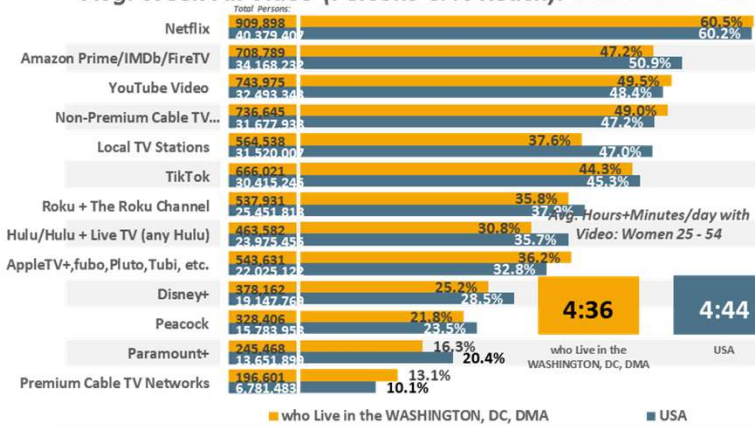




559,981 or 37.3% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 59. minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

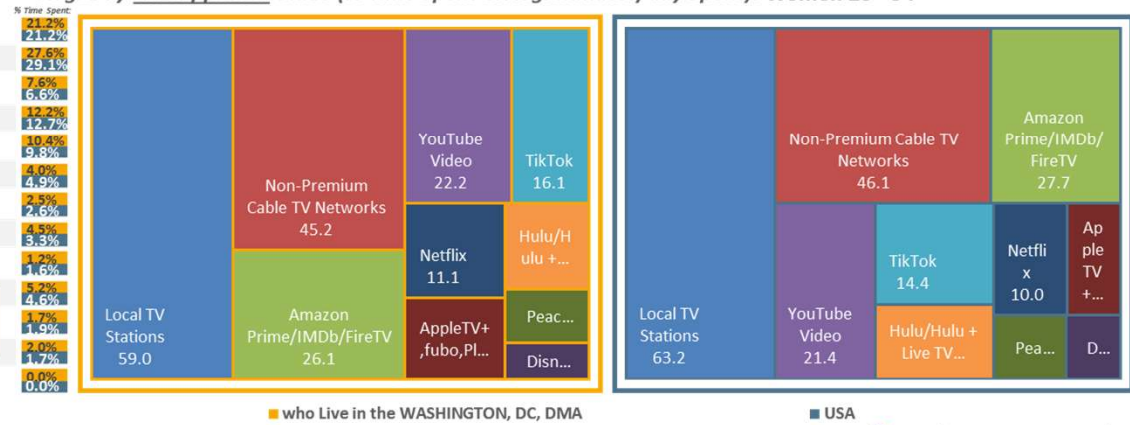
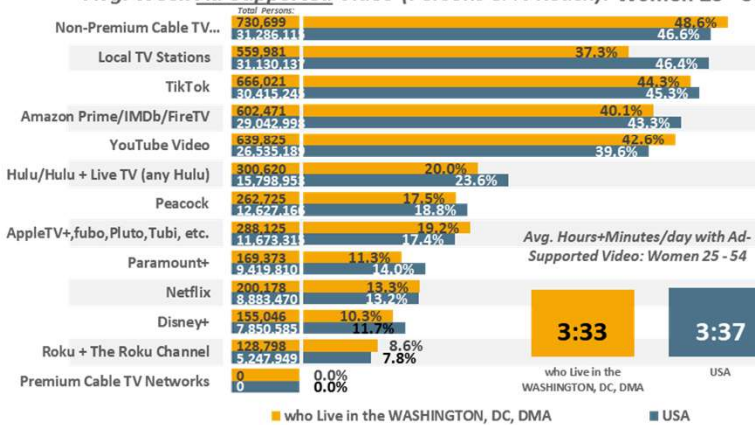
Avg. Week All Video (Persons & % Reach): Women 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

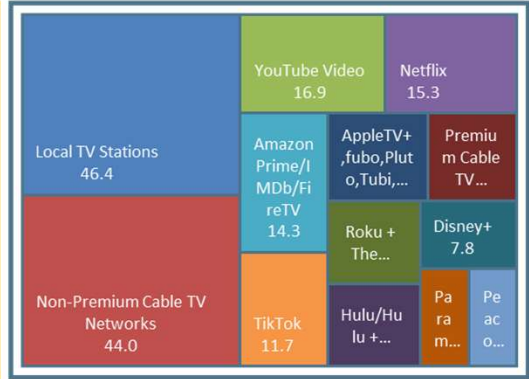
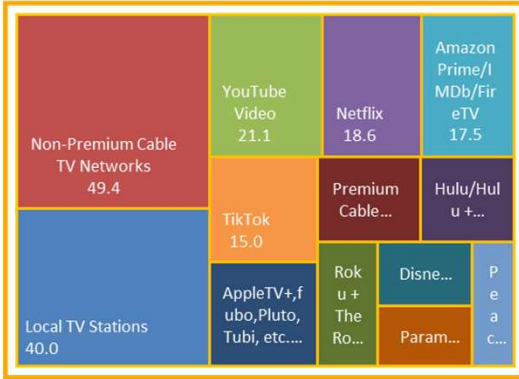
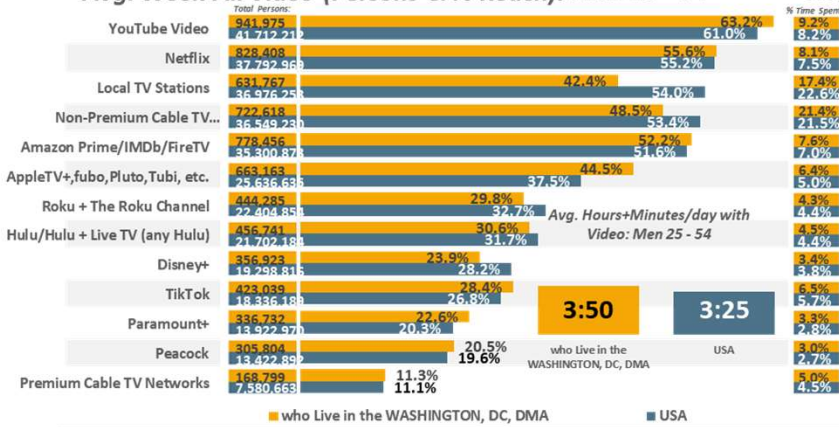




624,705 or 41.9% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 37.9 minutes every day representing 20.6% of all time spent daily with Ad-Supported Video.

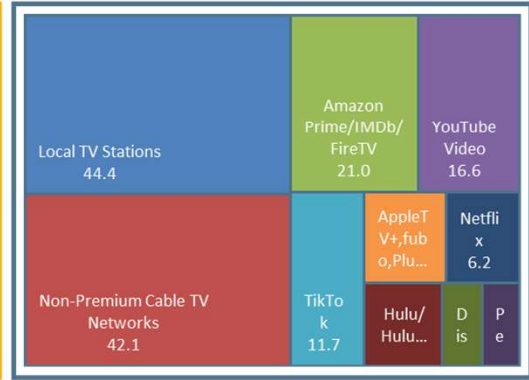
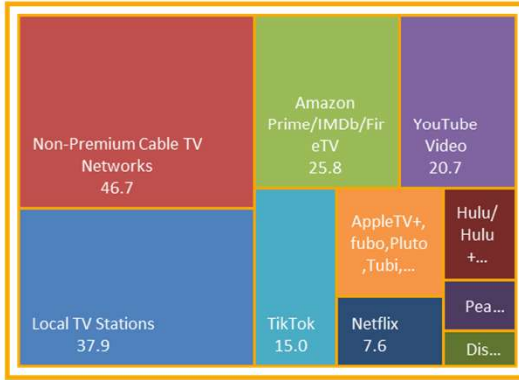
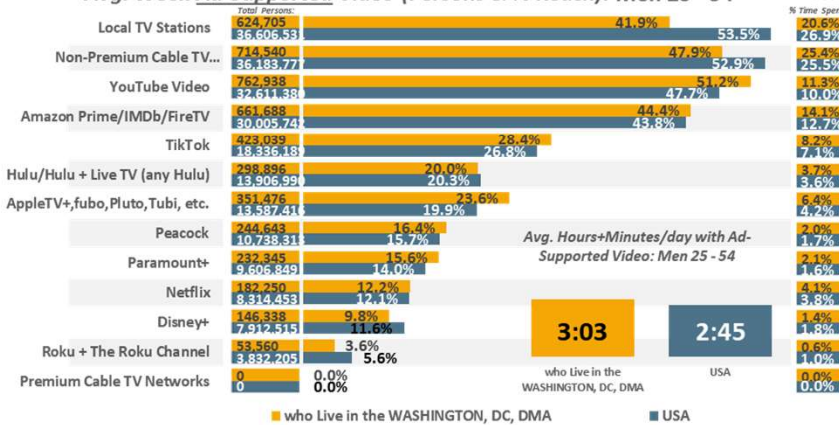
Avg. Week All Video (Persons & % Reach): Men 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

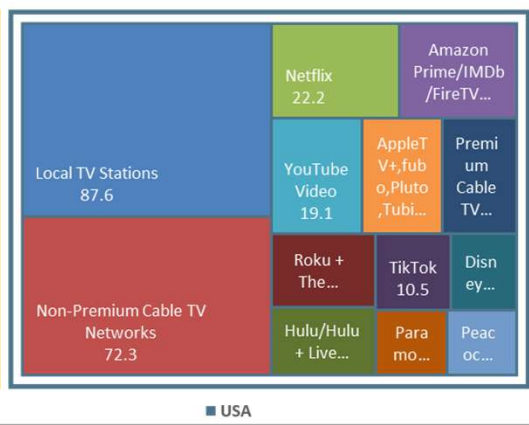
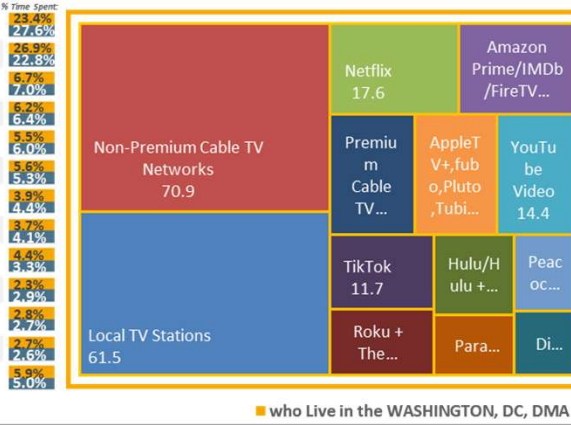
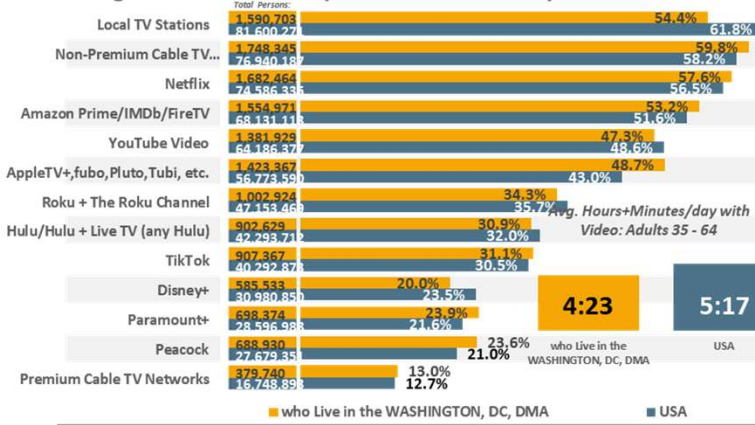




1,571,268 or 53.8% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 58.6 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

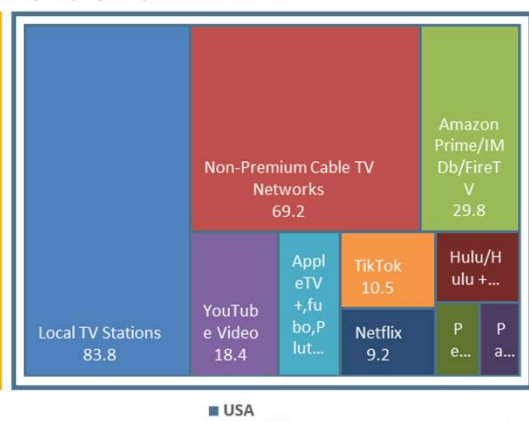
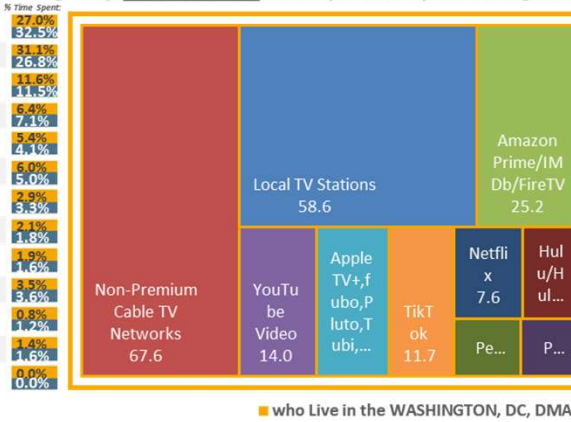
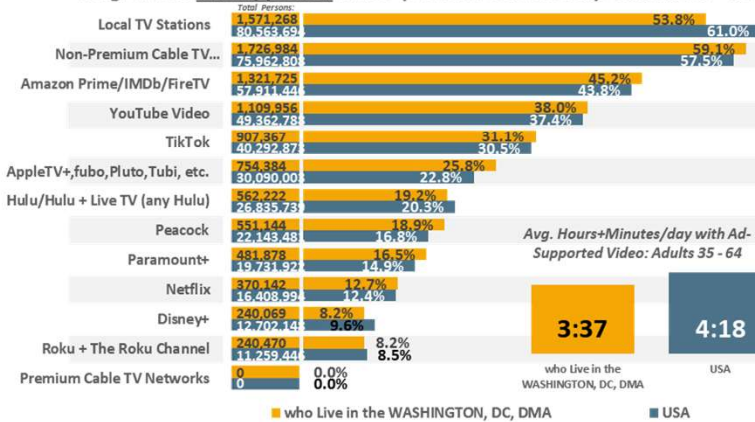
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



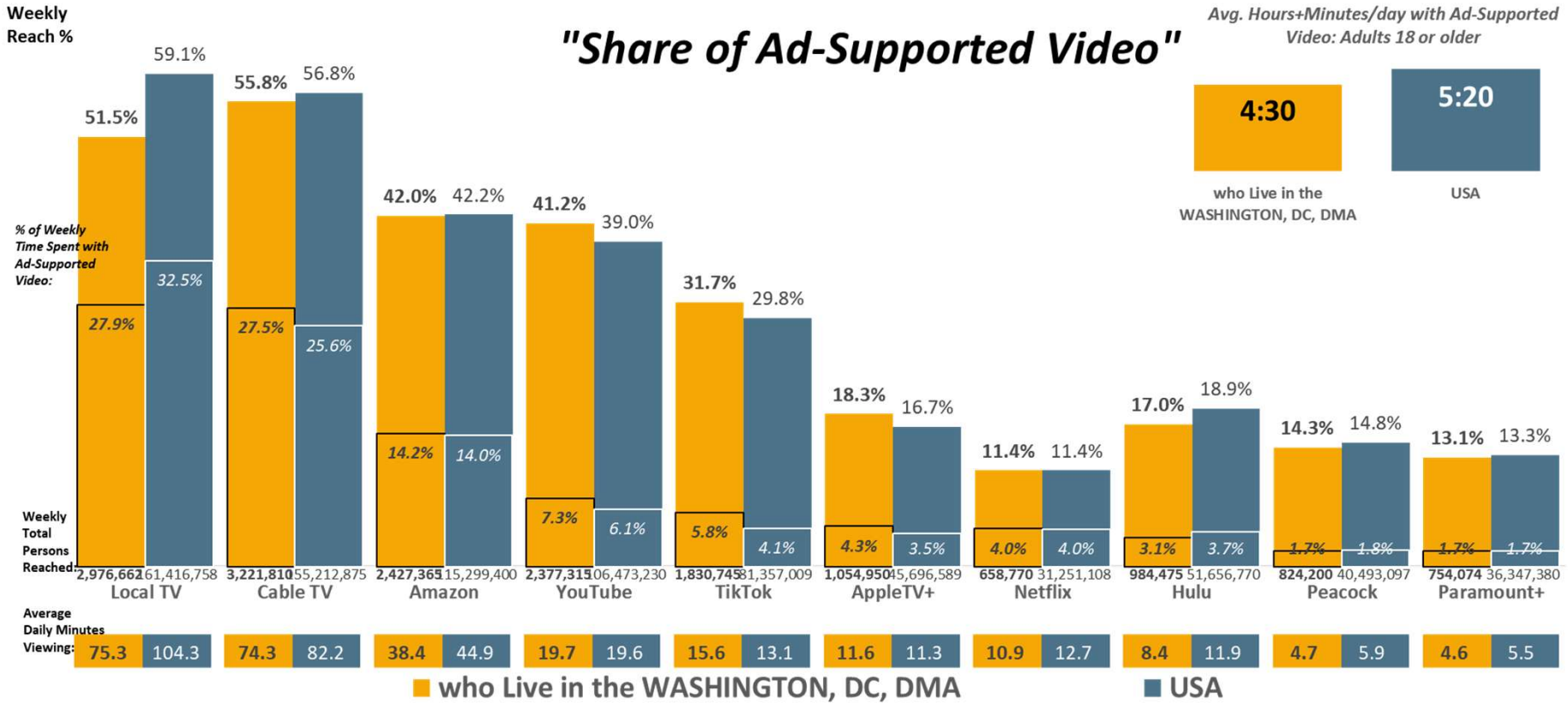
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



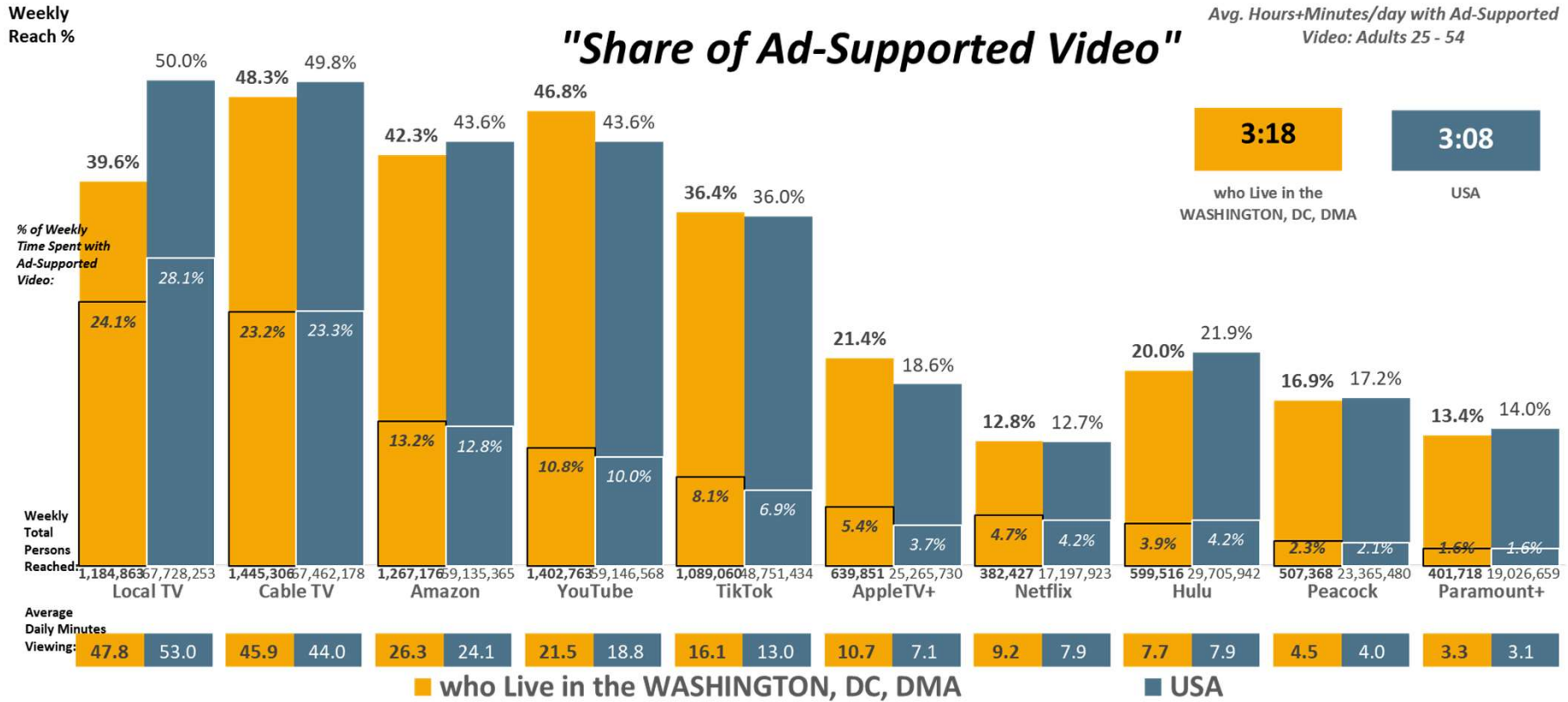


2,976,662 or 51.5% of Adults 18 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 75.3 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.





1,184,863 or 39.6% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 47.8 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.



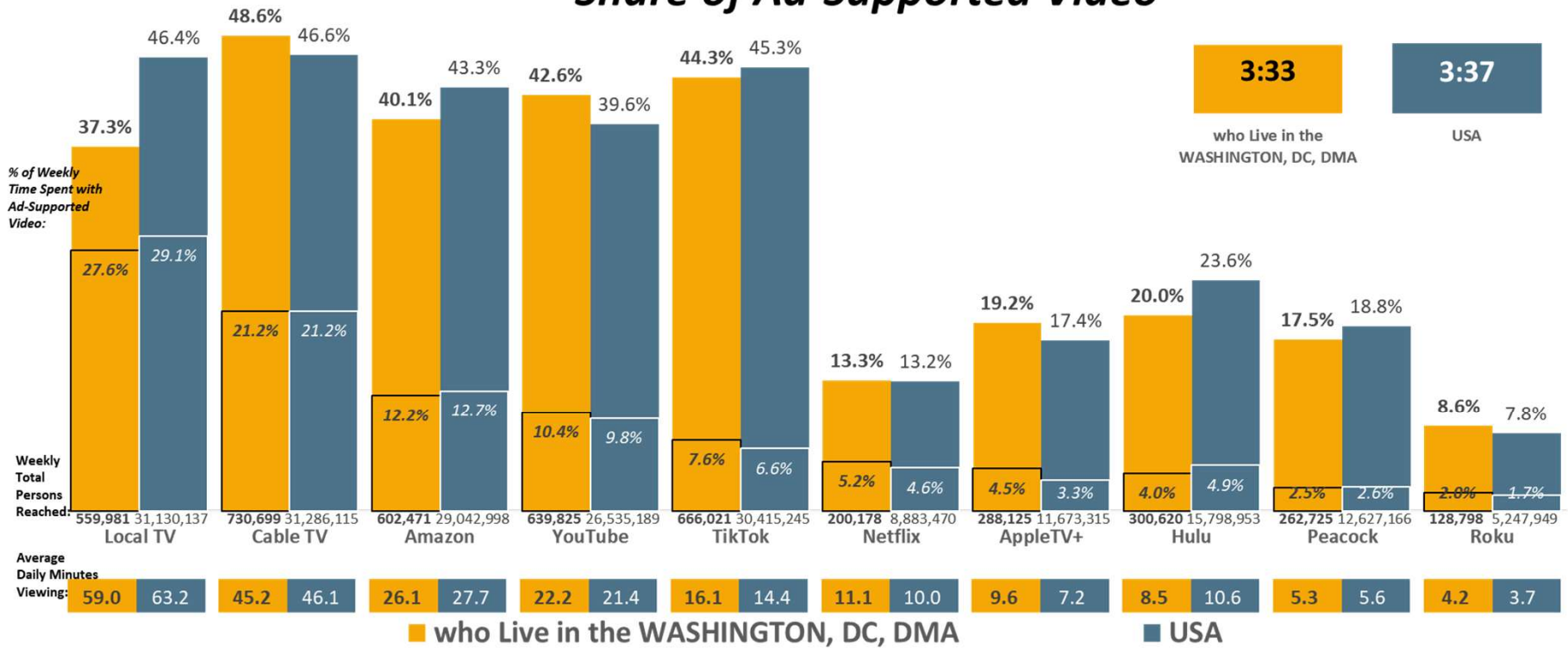


559,981 or 37.3% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 59. minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

Weekly Reach %

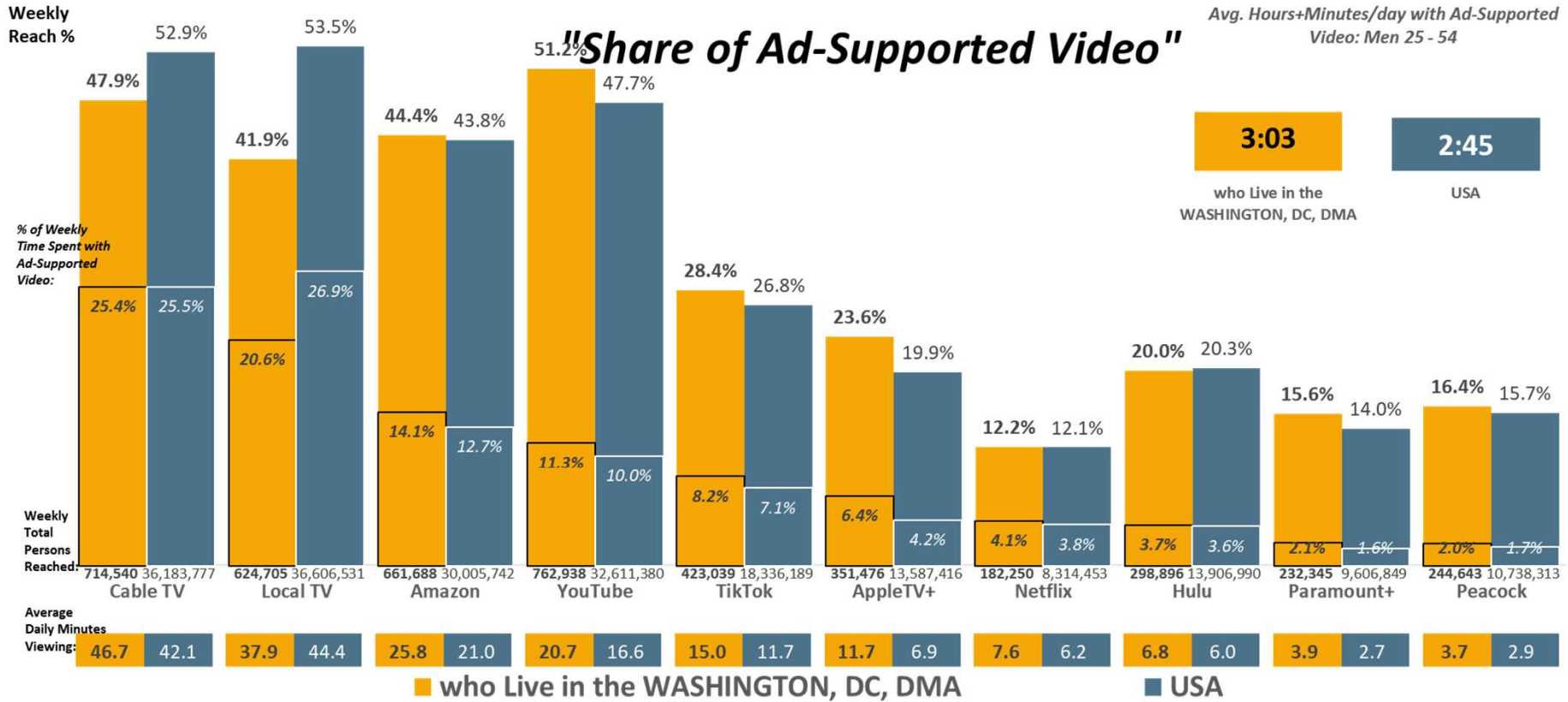
"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Women 25 - 54



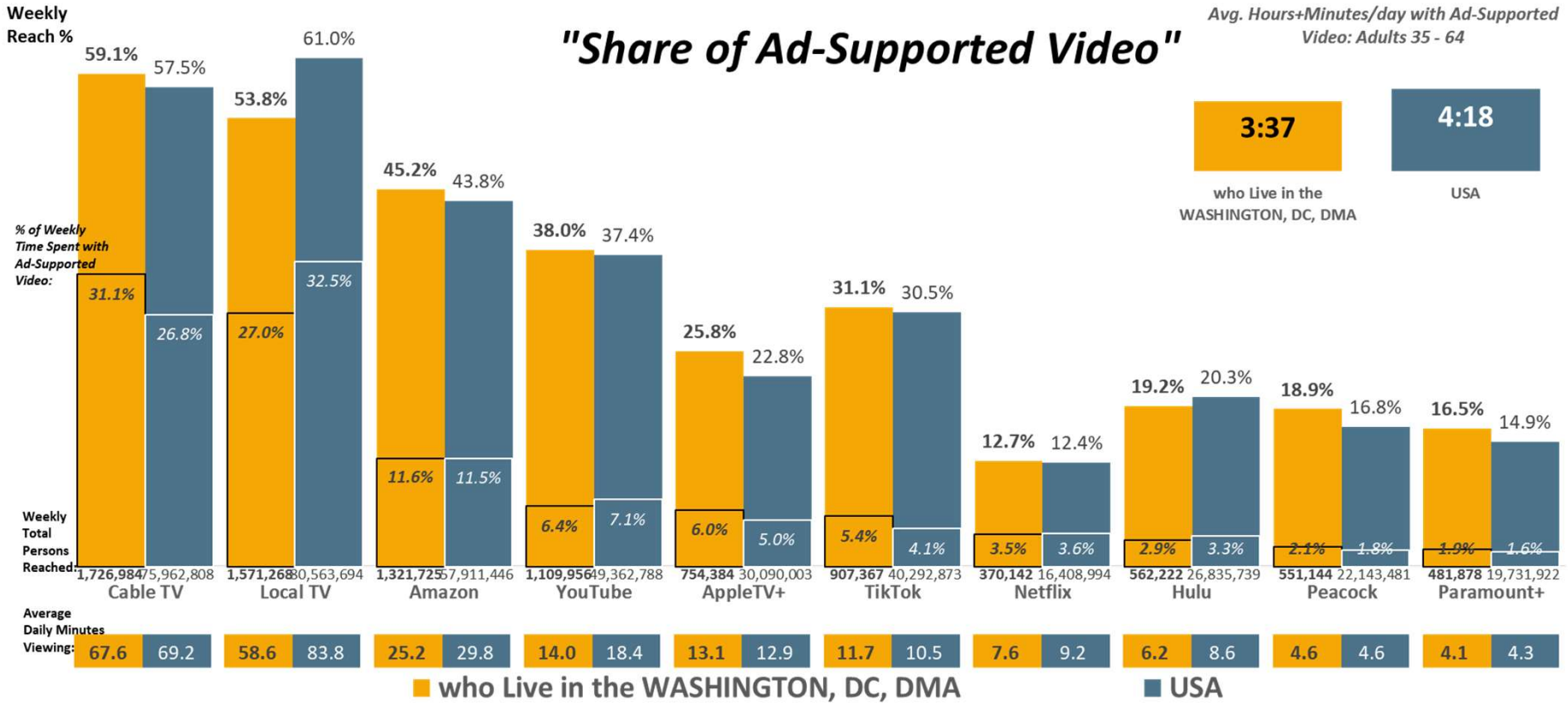


624,705 or 41.9% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 37.9 minutes every day representing 20.6% of all time spent daily with Ad-Supported Video.





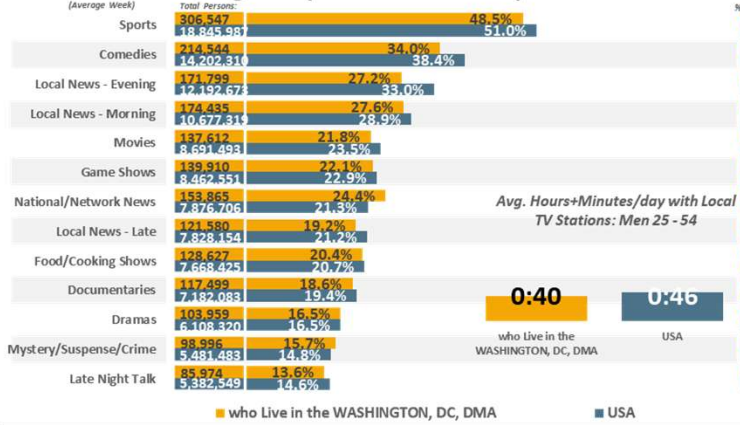
1,571,268 or 53.8% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 58.6 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.



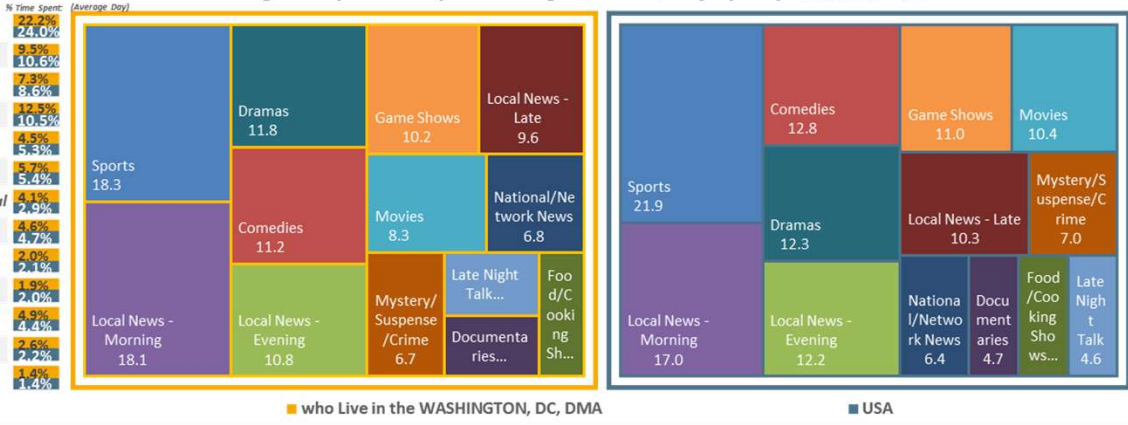


624,705 or 41.9% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and National/Network News.

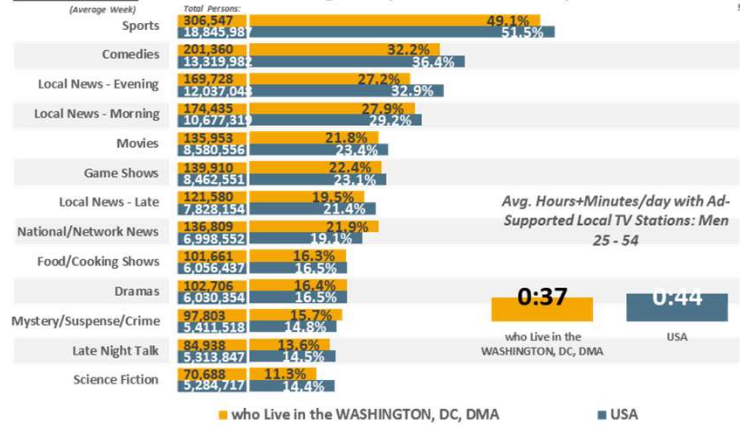
Local TV Station Programs (Persons & % Reach): Men 25 - 54



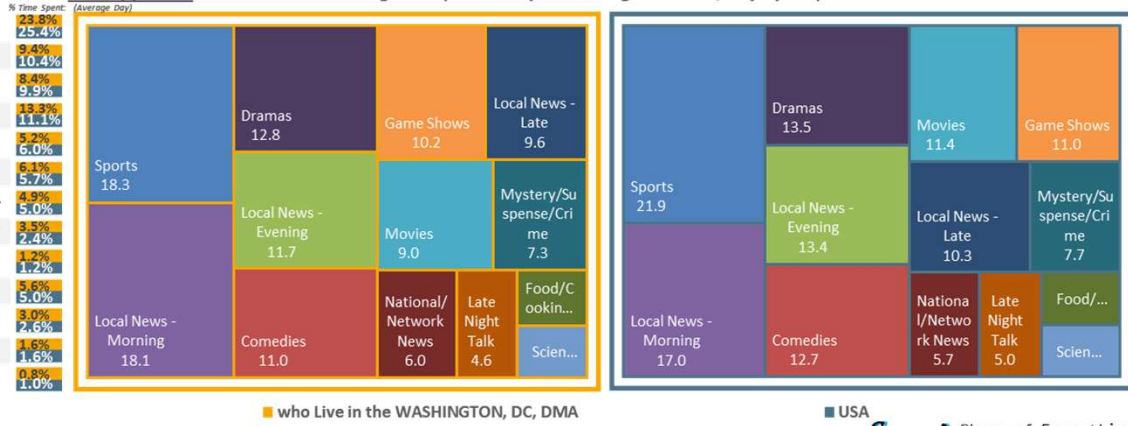
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



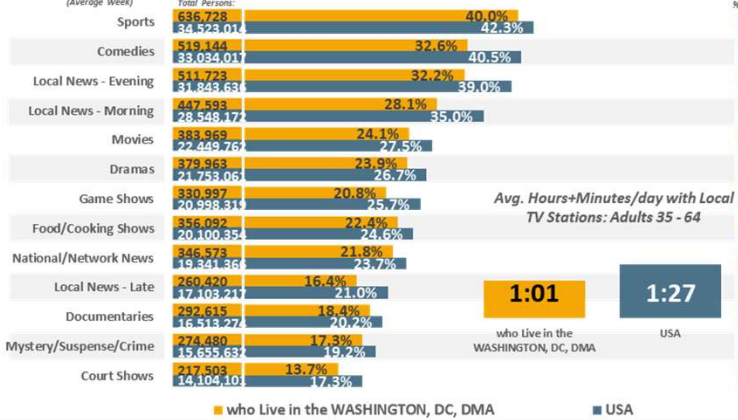
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



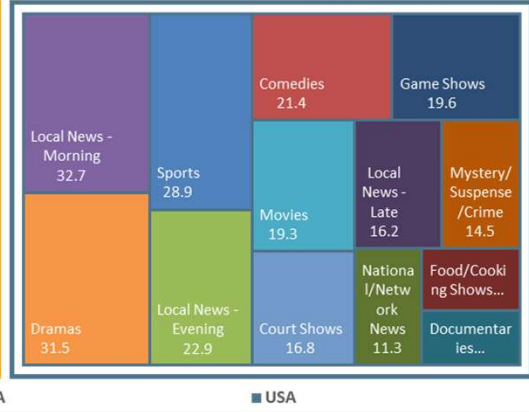
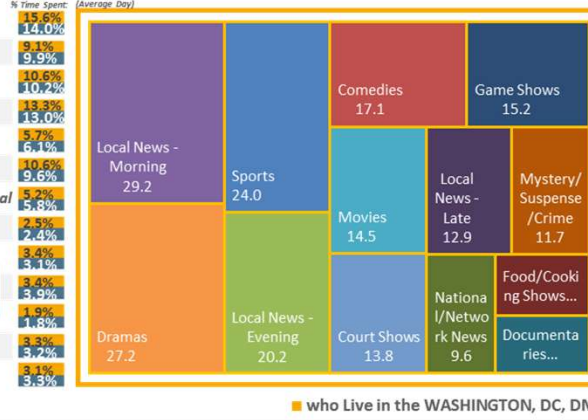


1,571,268 or 53.8% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

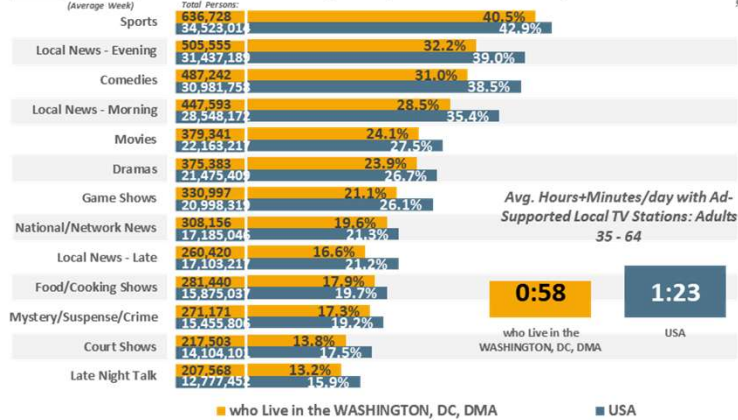
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



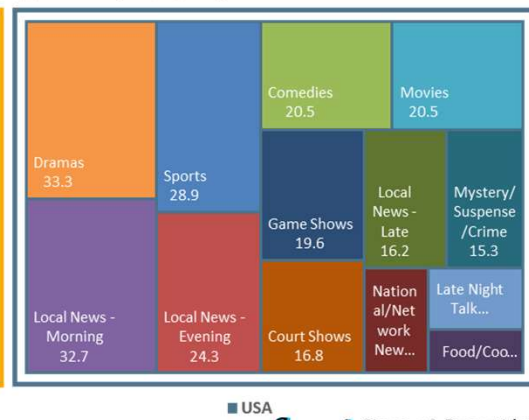
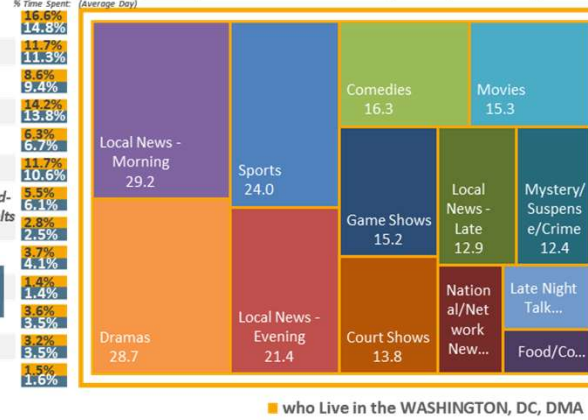
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

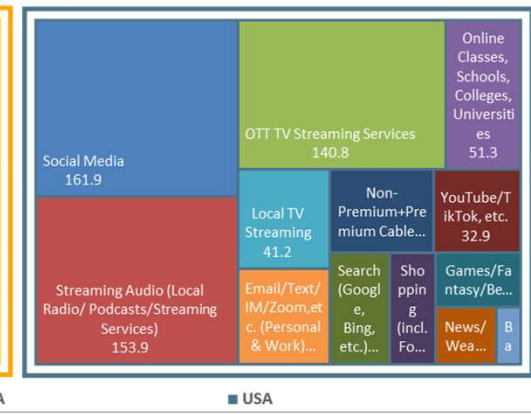
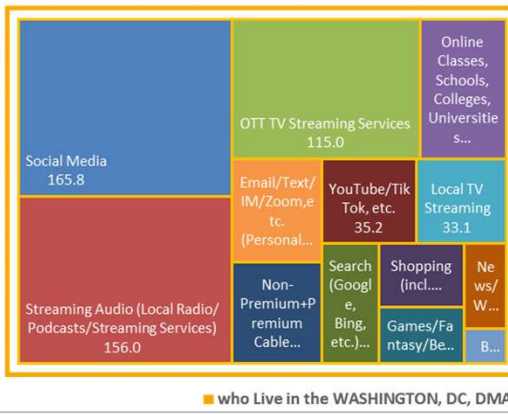
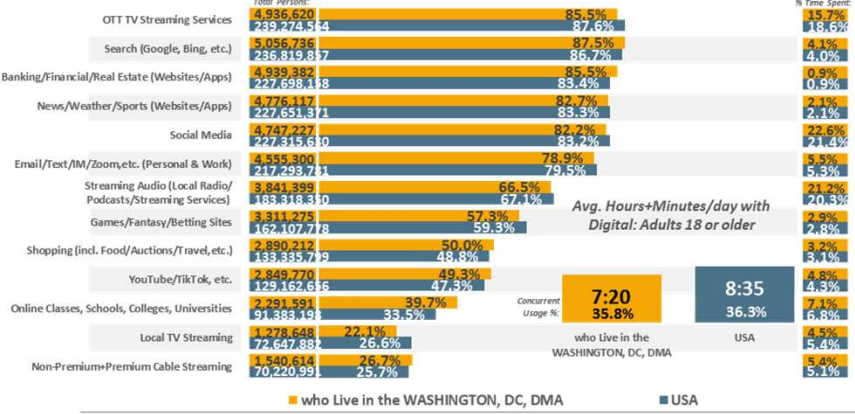




4,233,268 or 73.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 147.9 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

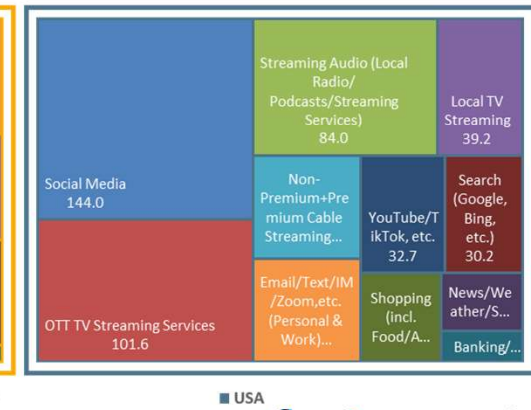
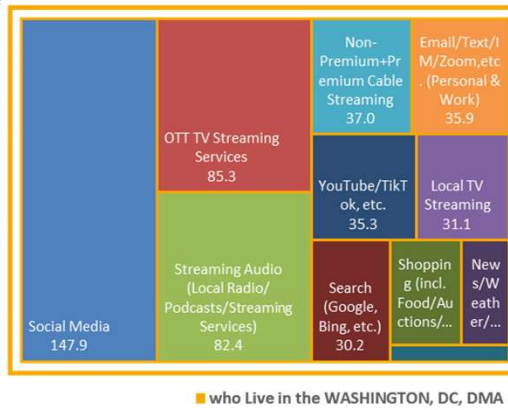
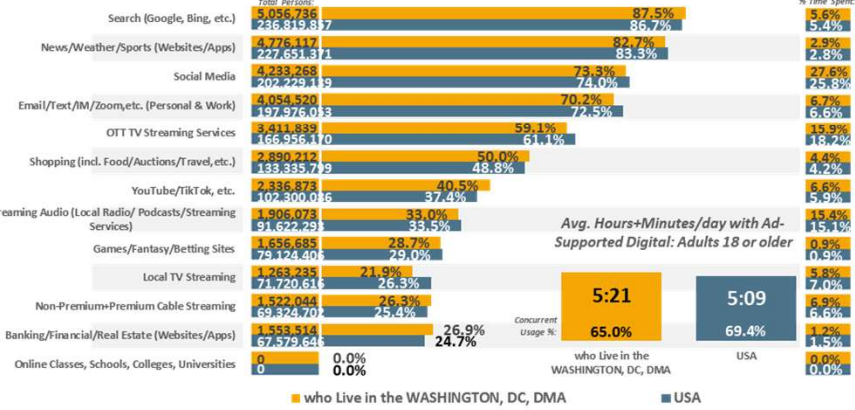
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

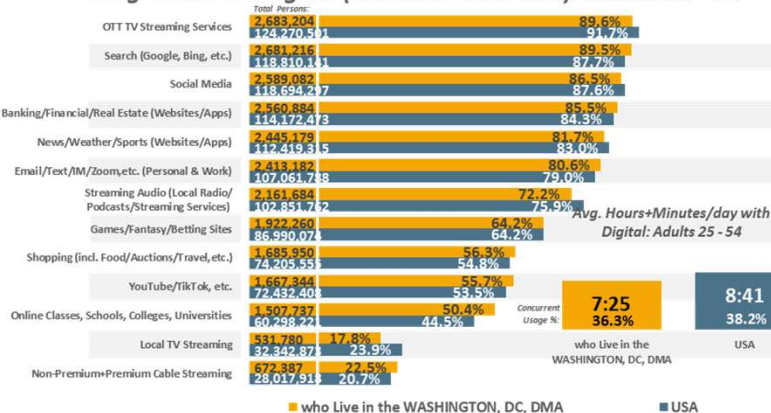
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



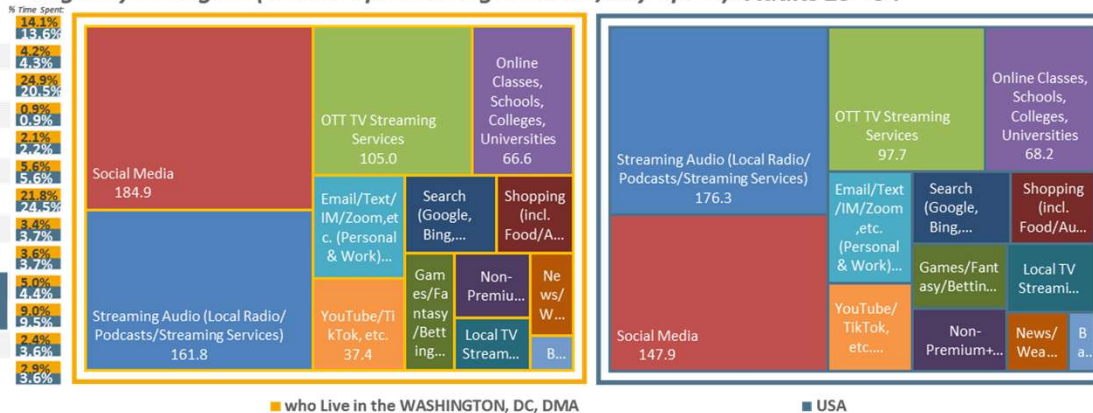


2,337,316 or 78.1% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.7% of all time spent daily with Ad-Supported Digital Media.

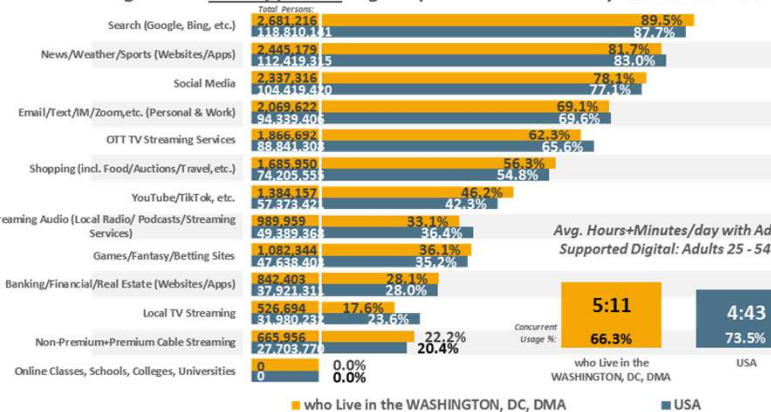
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



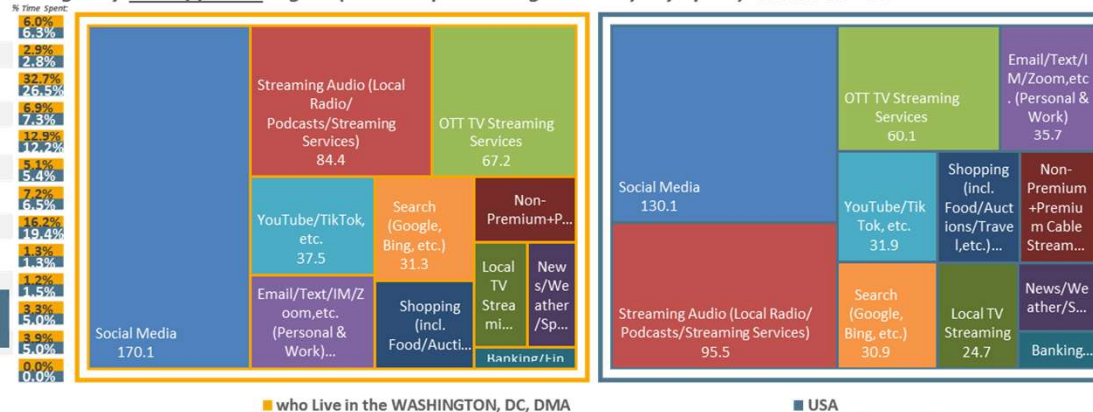
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



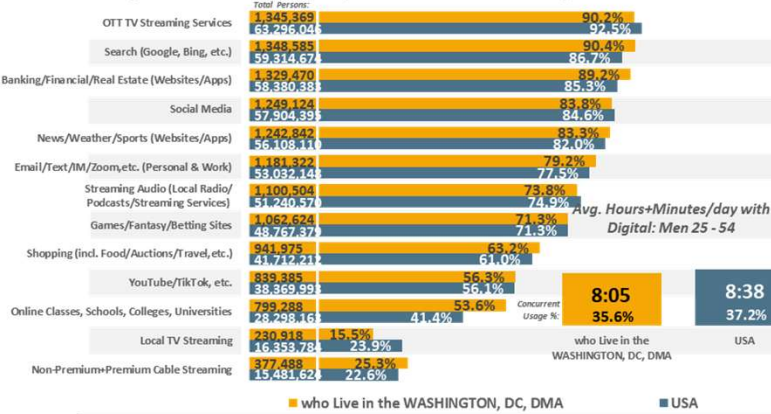
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



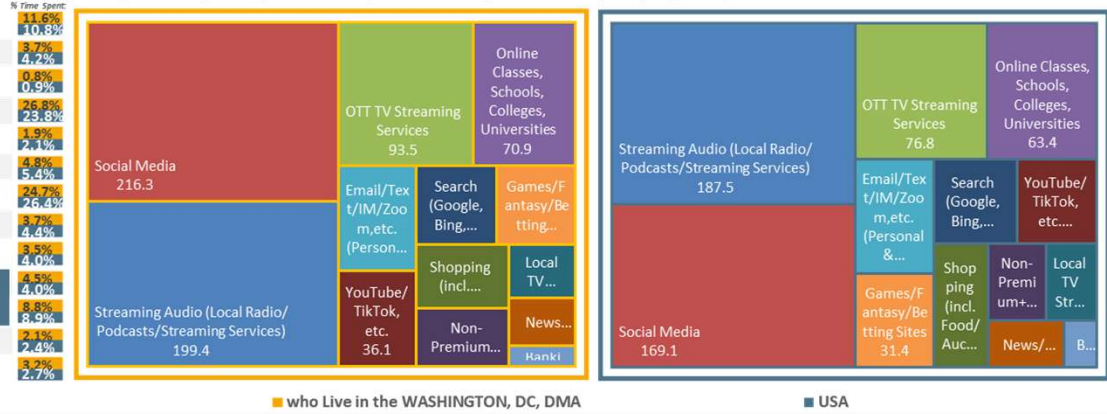


1,122,518 or 75.3% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 35.4% of all time spent daily with Ad-Supported Digital Media.

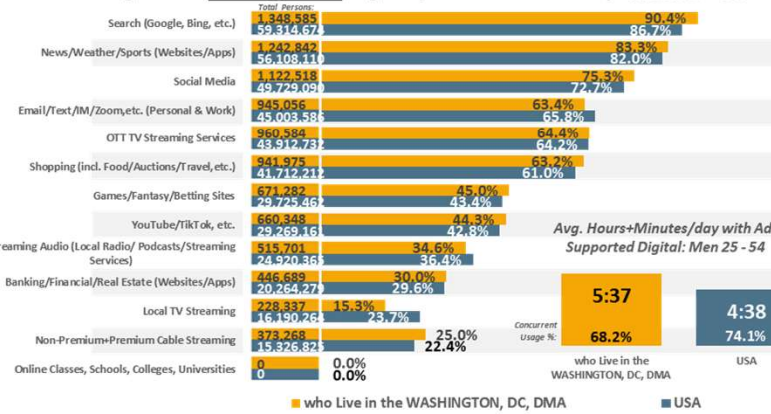
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



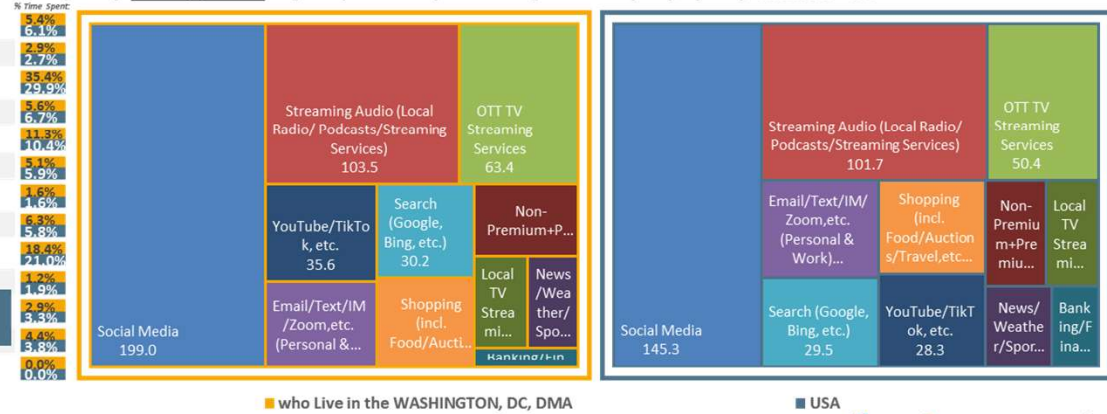
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



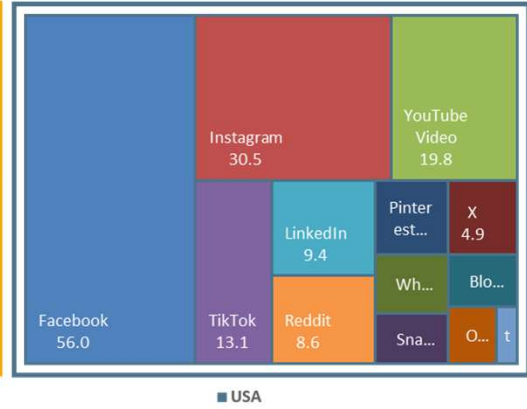
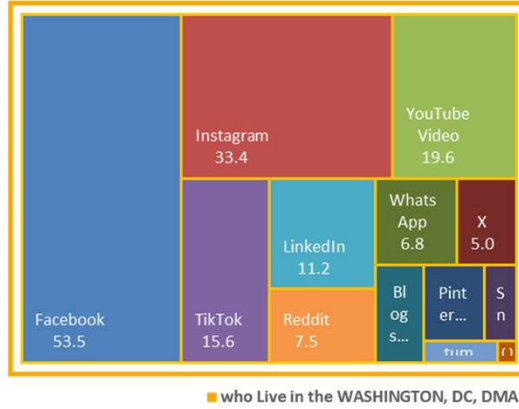
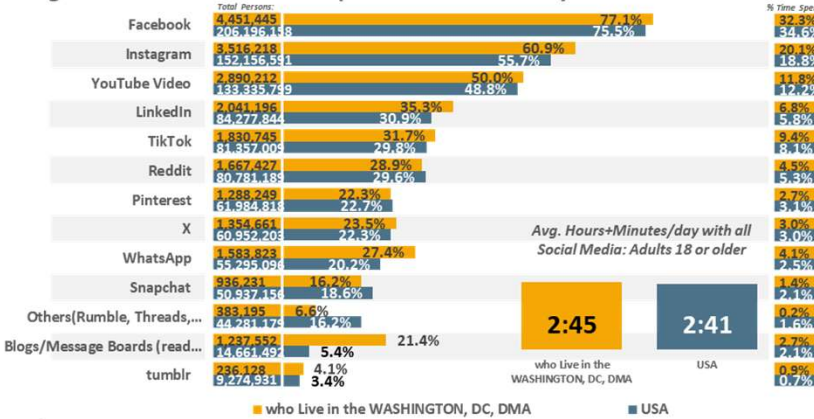
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



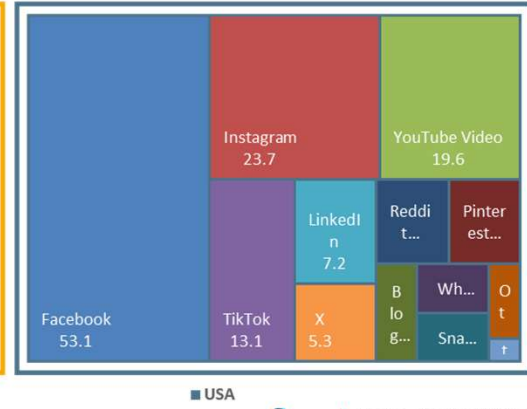
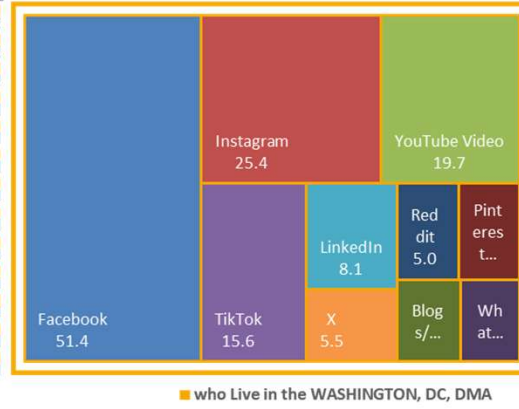
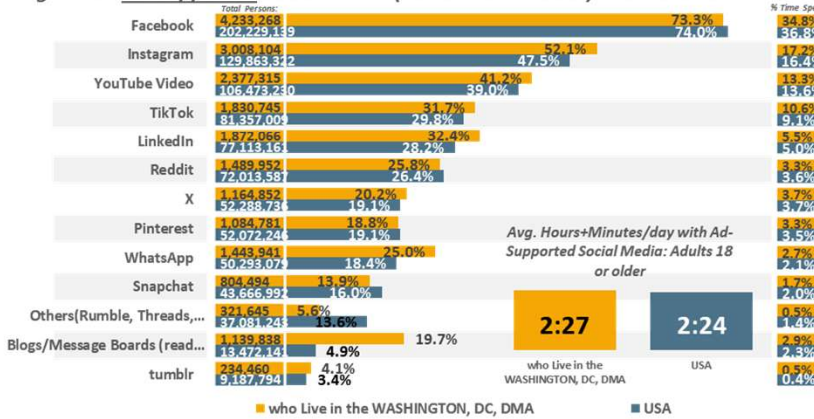


4,233,268 or 73.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 51.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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**



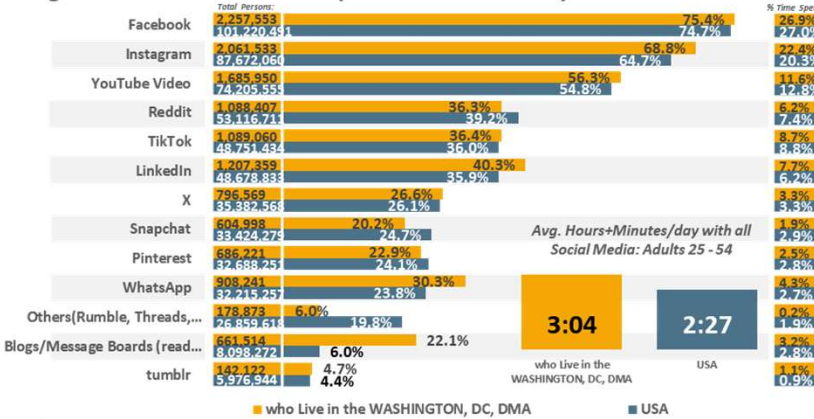
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



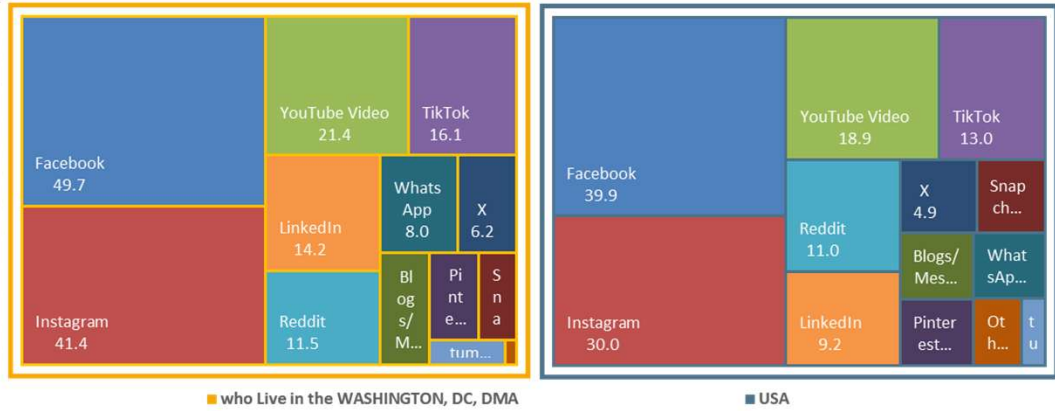


2,257,553 or 75.4% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 54.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

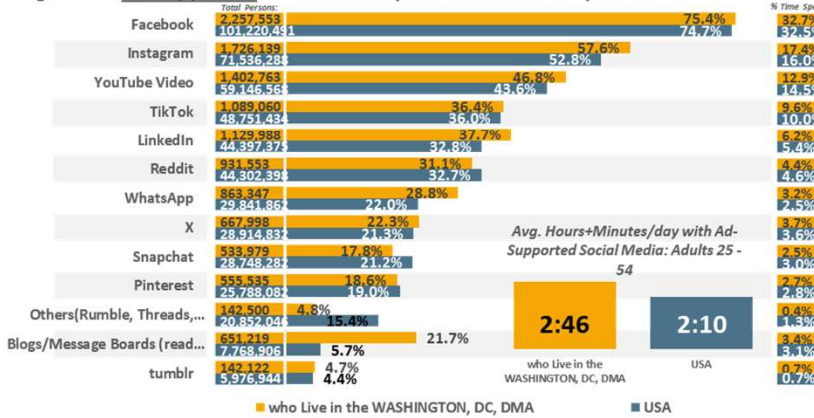
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



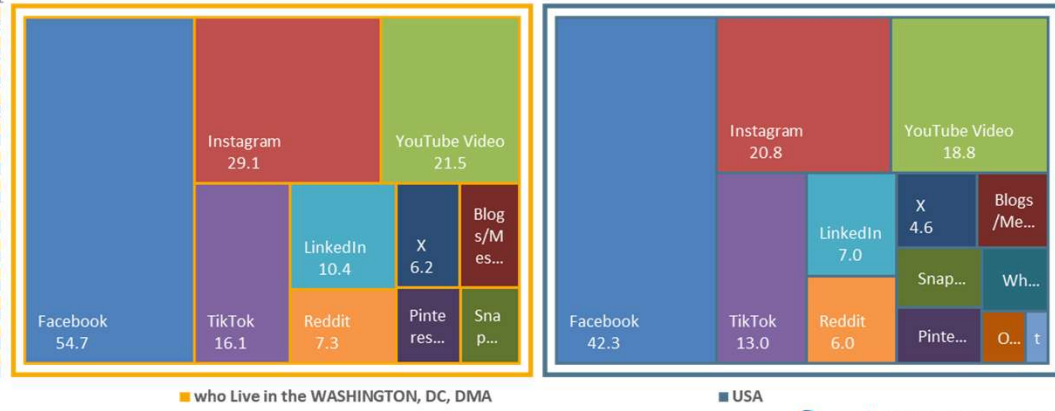
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



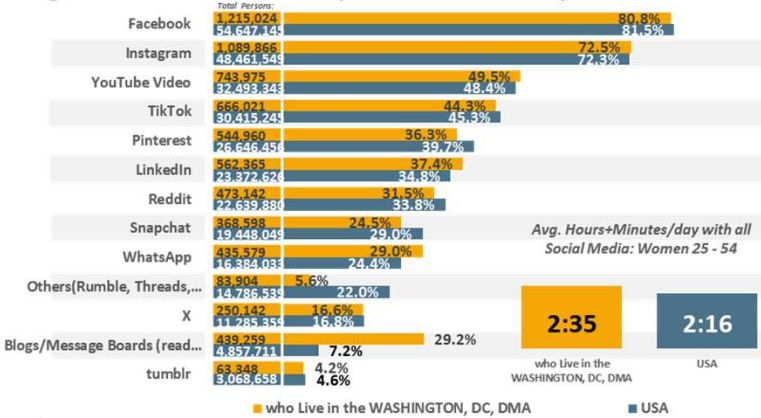
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



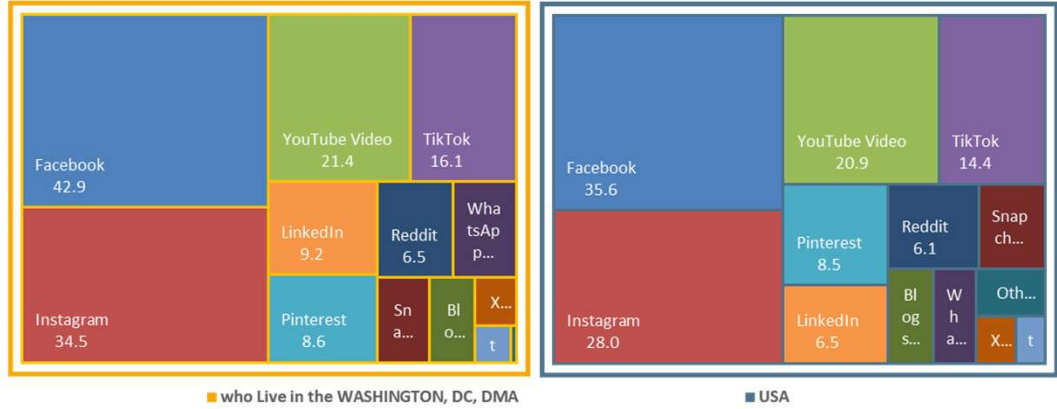


1,214,798 or 80.8% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 43.7 minutes every day representing 31.0% of all time spent daily with Ad-Supported Social Media.

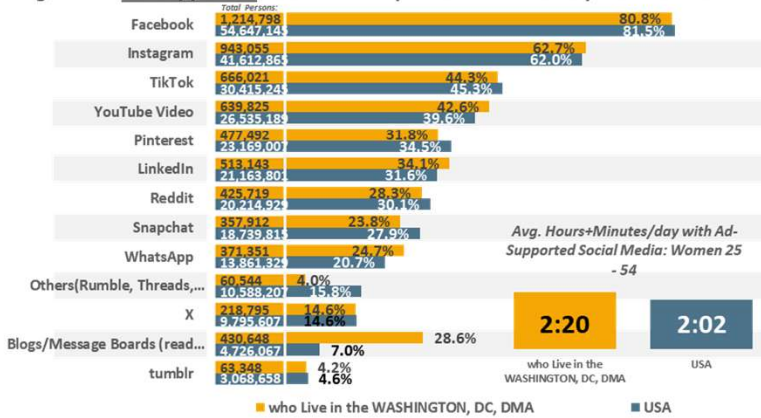
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



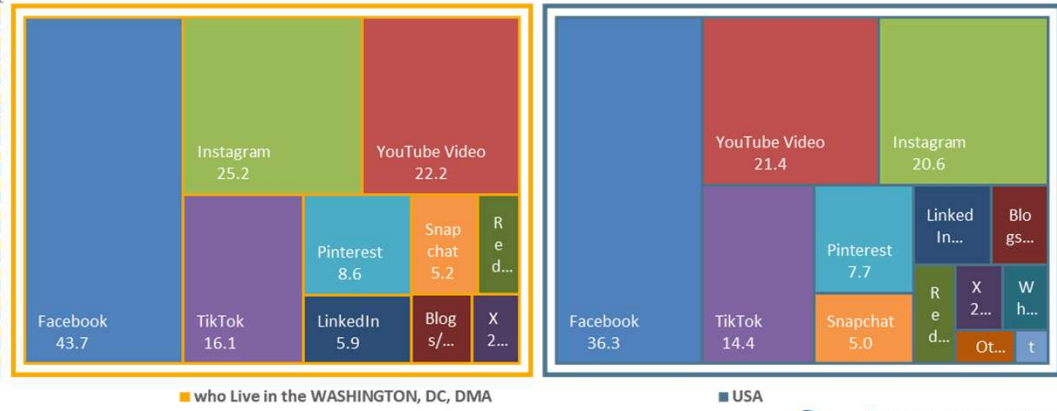
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



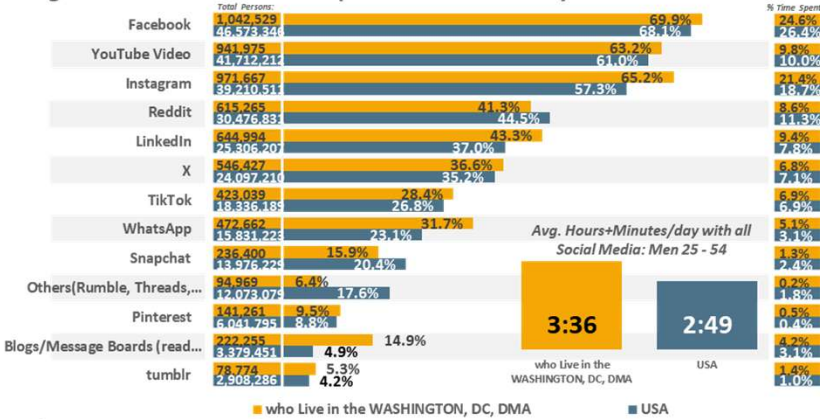
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



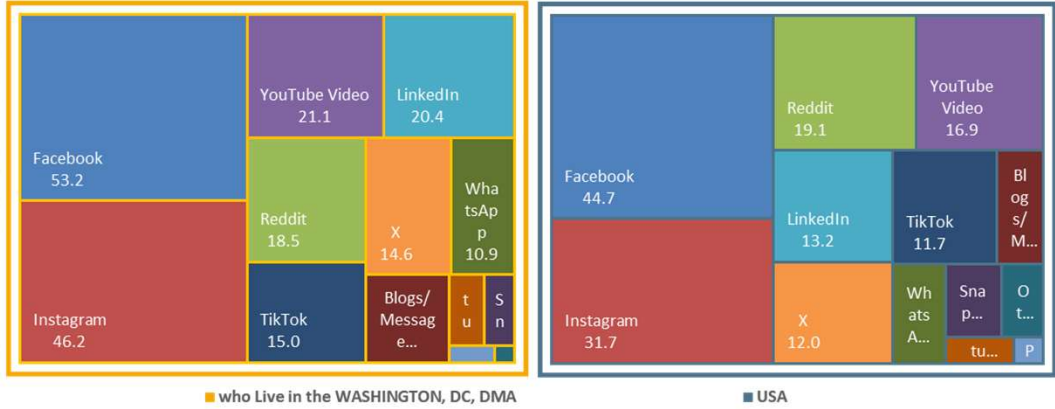


1,042,529 or 69.9% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 62. minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

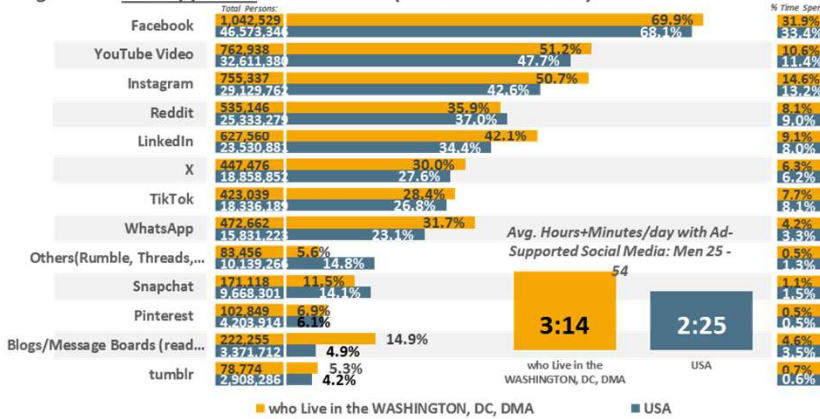
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



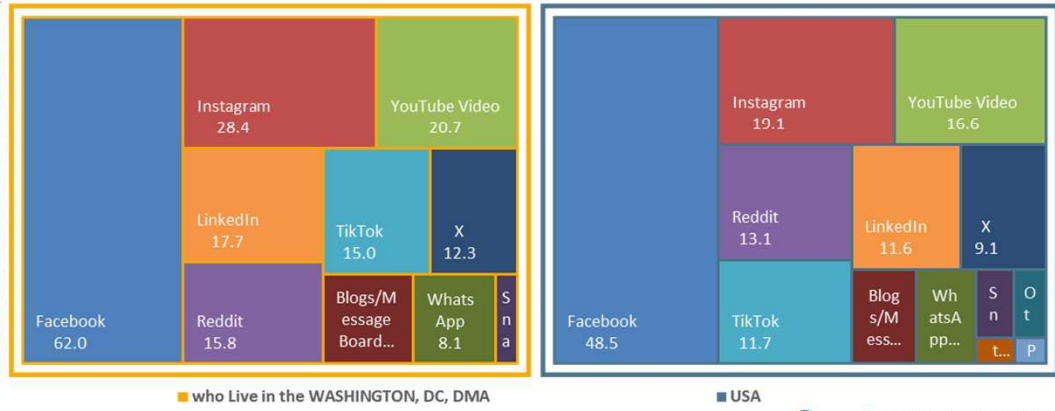
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

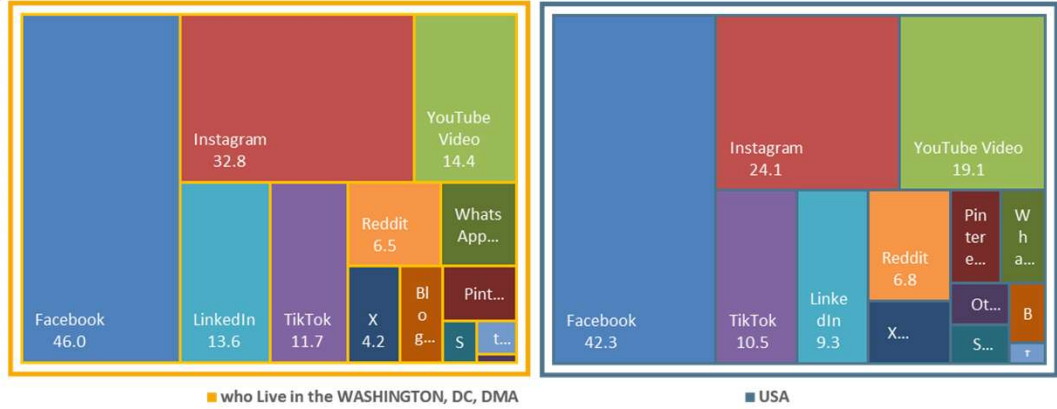
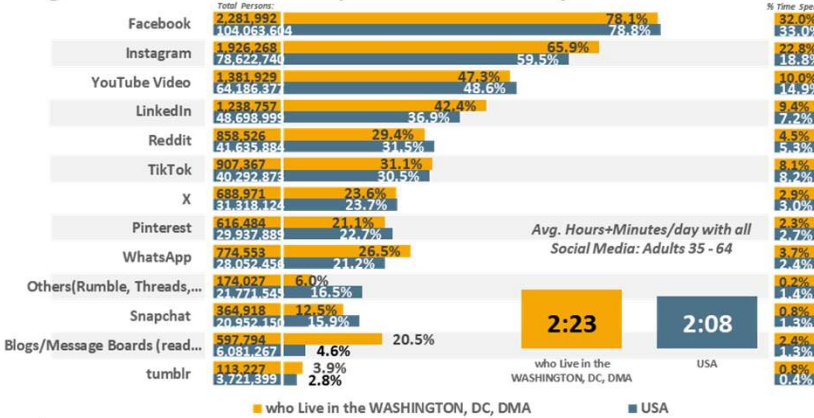




2,215,132 or 75.8% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 45.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

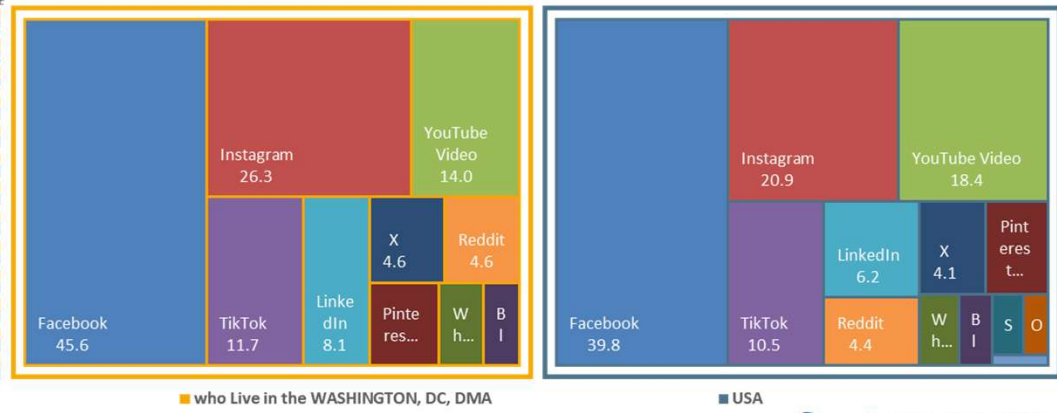
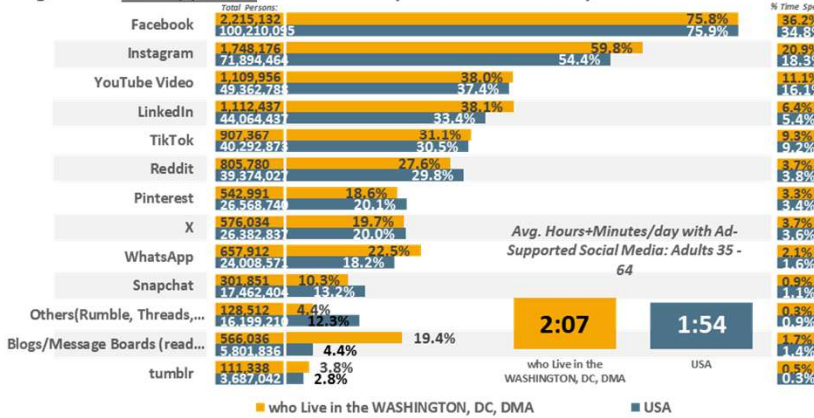
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



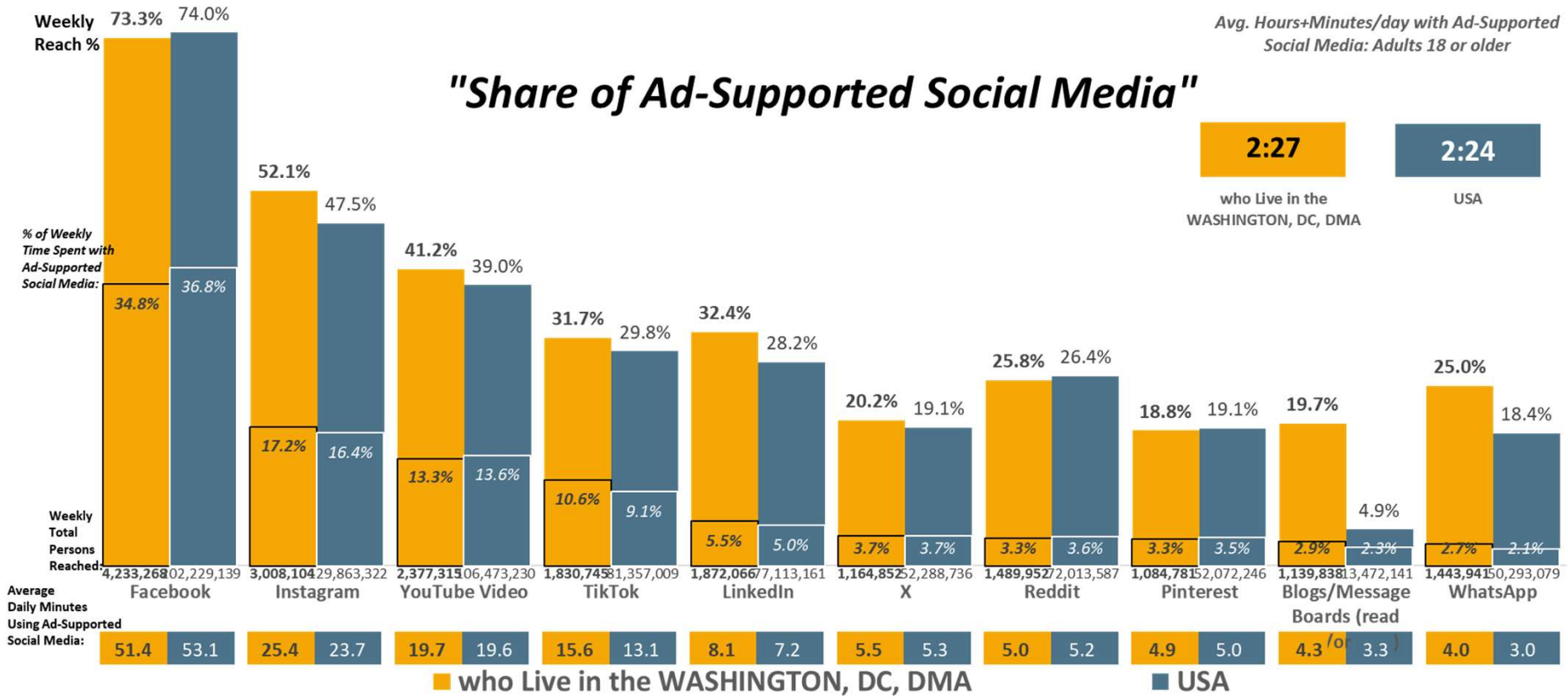
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





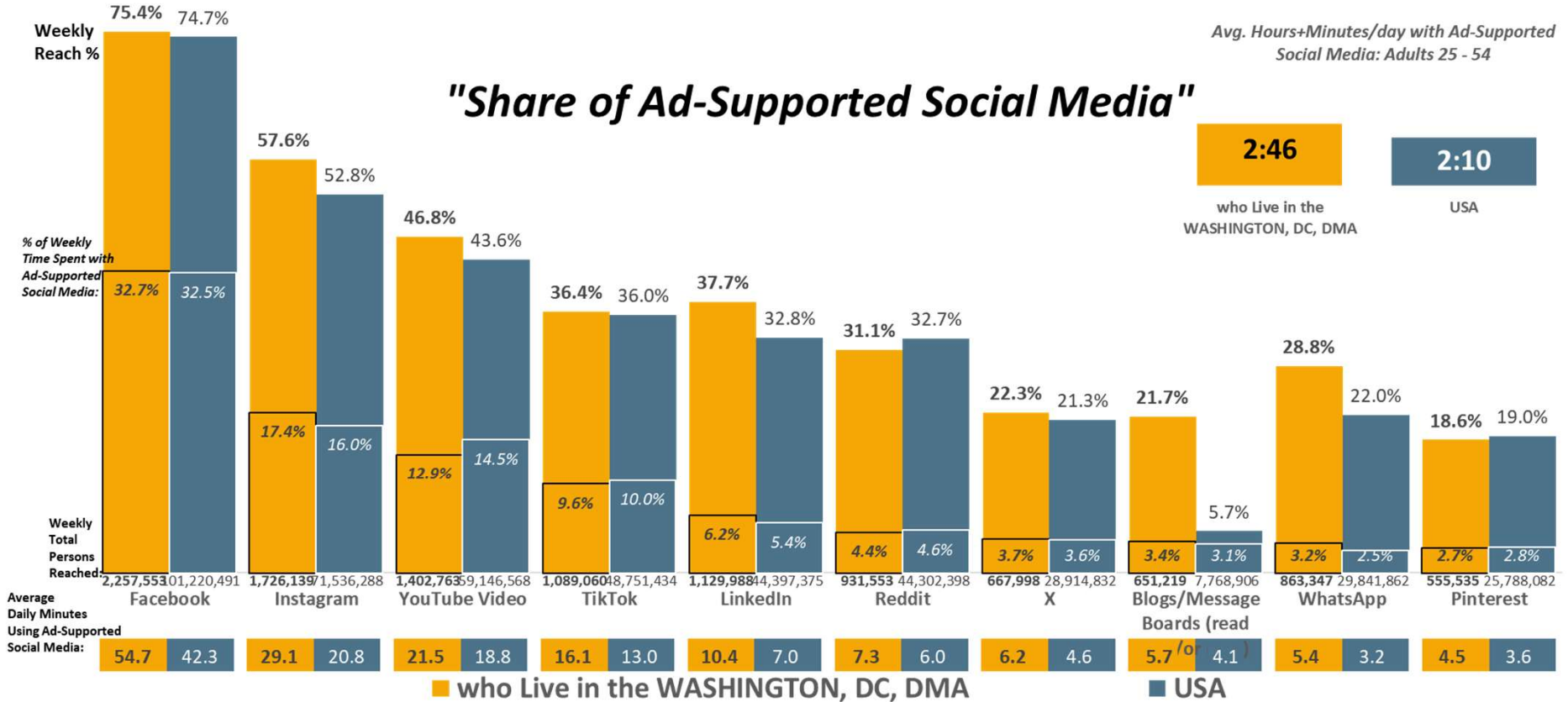
4,233,268 or 73.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 51.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



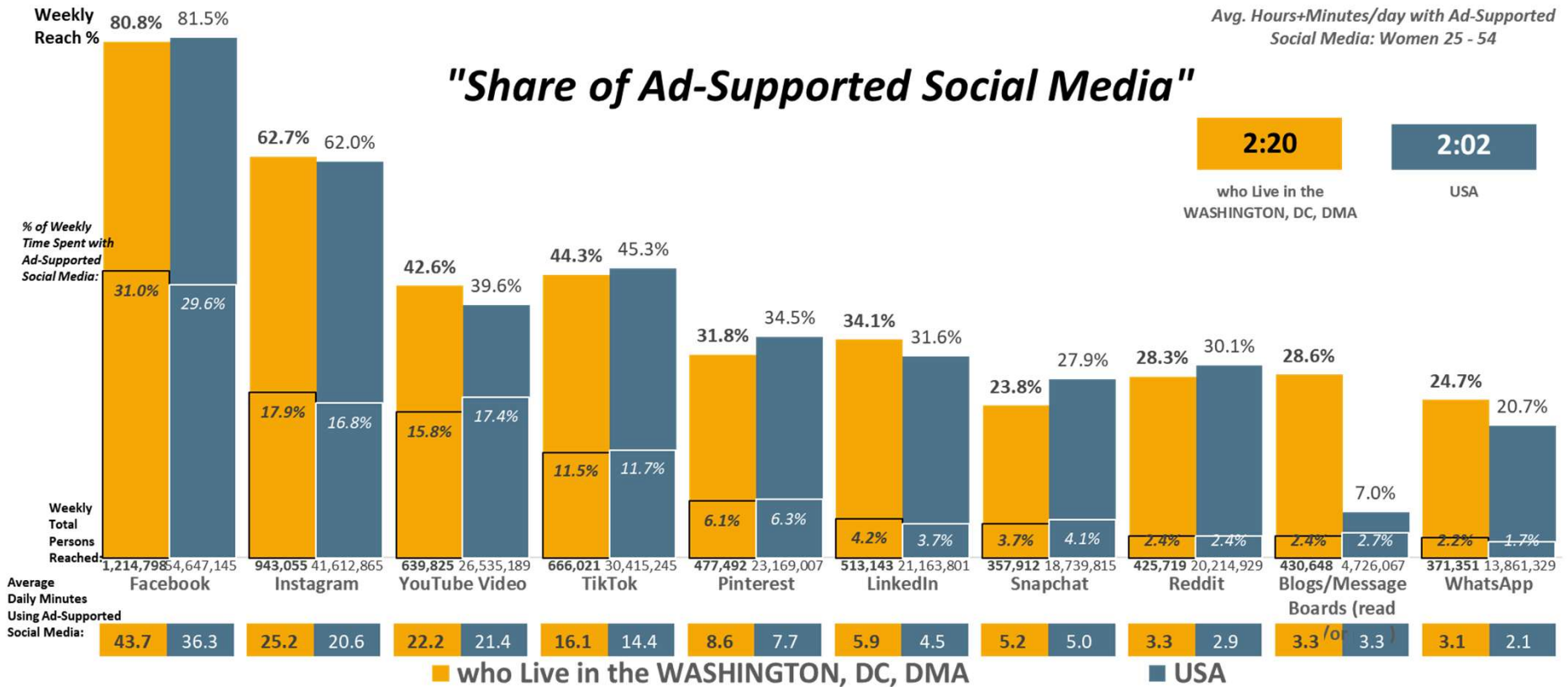
2,257,553 or 75.4% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 54.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

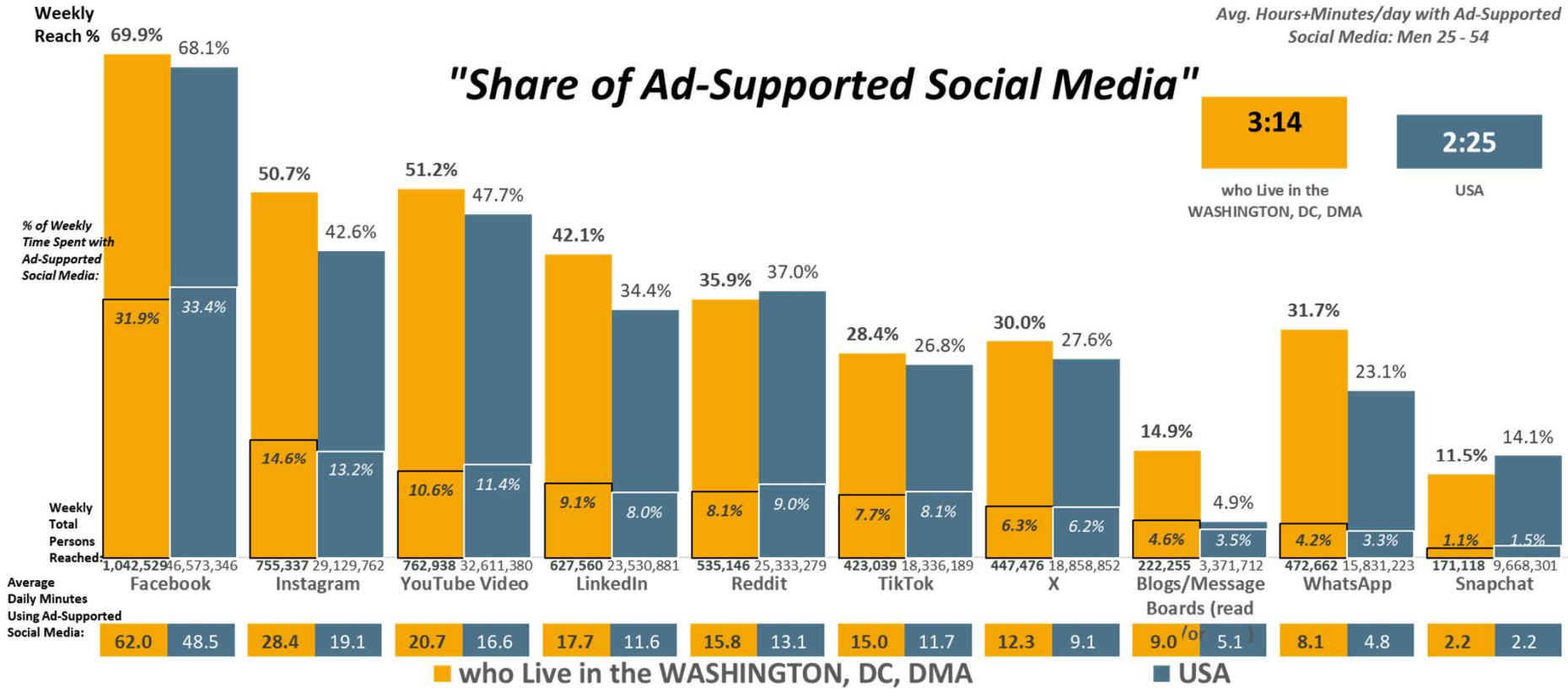


1,214,798 or 80.8% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 43.7 minutes every day representing 31.0% of all time spent daily with Ad-Supported Social Media.





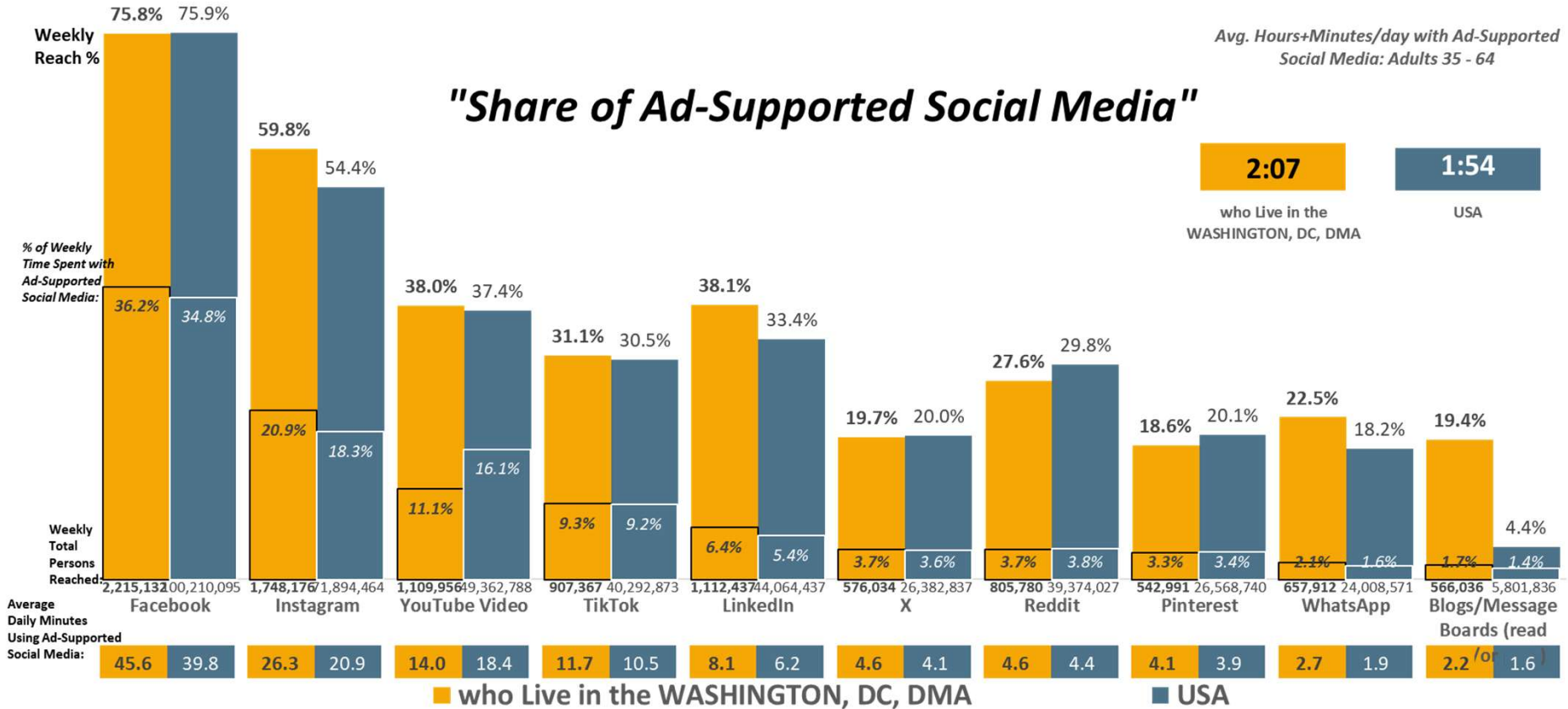
1,042,529 or 69.9% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 62. minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



2,215,132 or 75.8% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 45.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



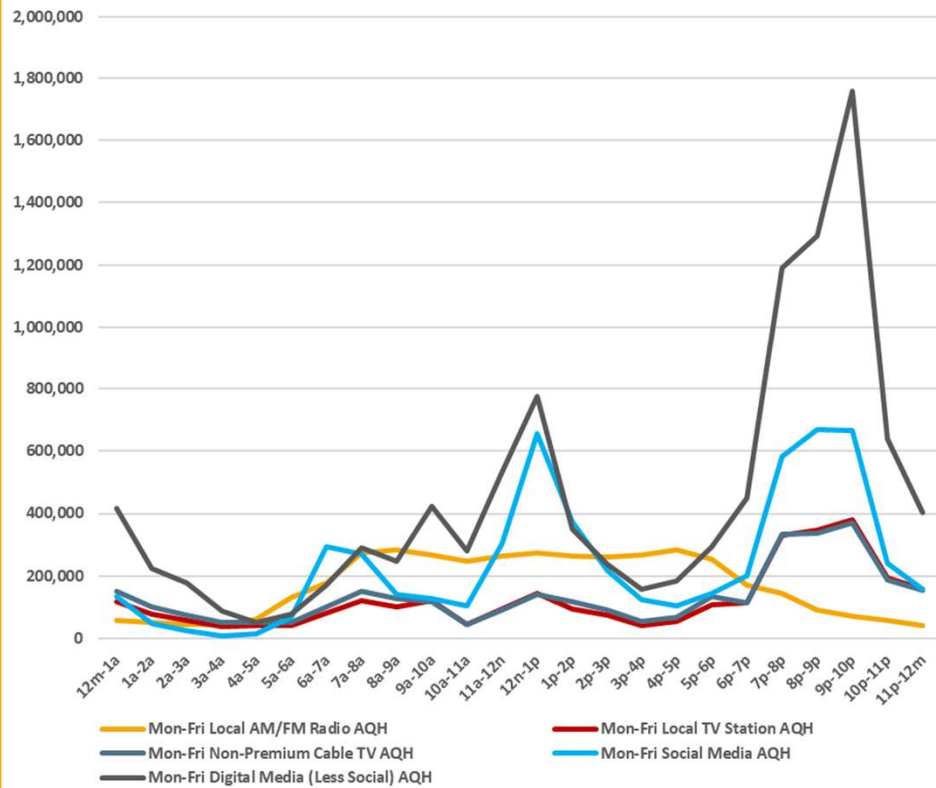
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



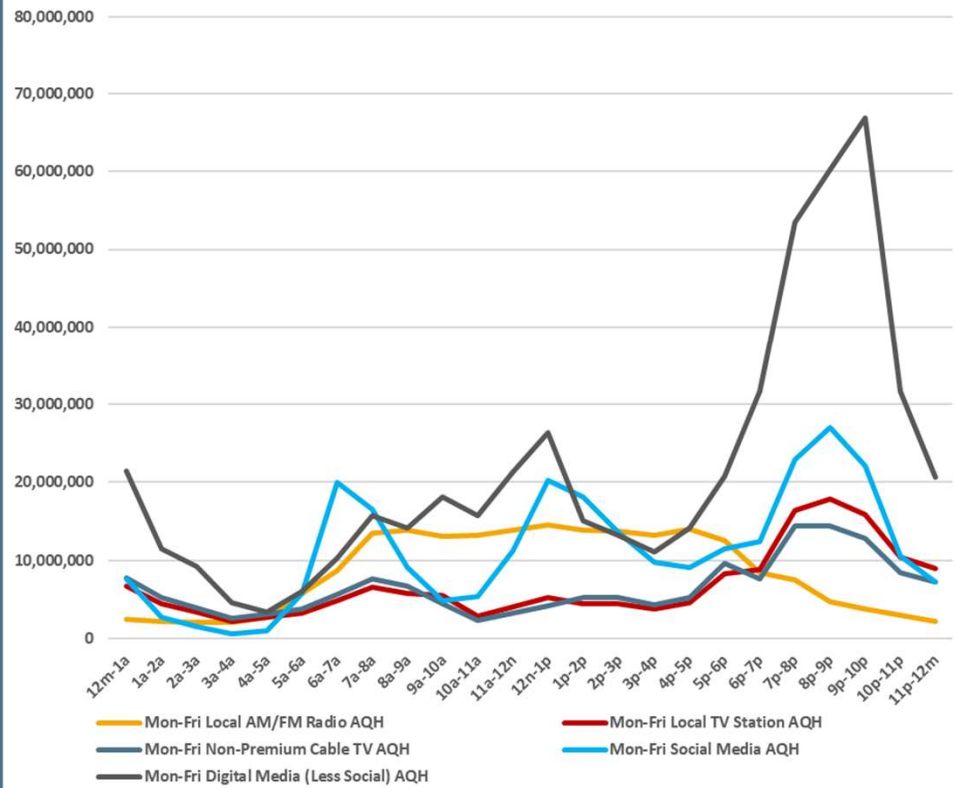
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 338,248; Local Radio: 252,808; Social Media: 235,381; Non-Prem. Cable: 104,563; Local TV: 91,480 reaching Adults 18 or older who Live in the WASHINGTON, DC, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Live in the WASHINGTON, DC, DMA*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older*

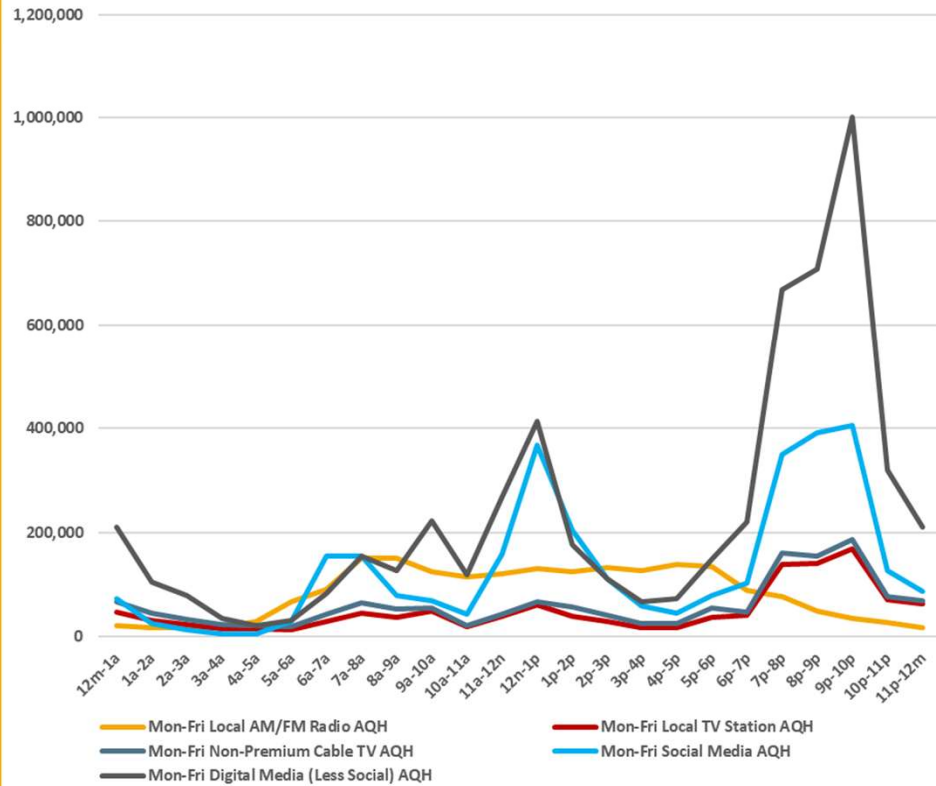




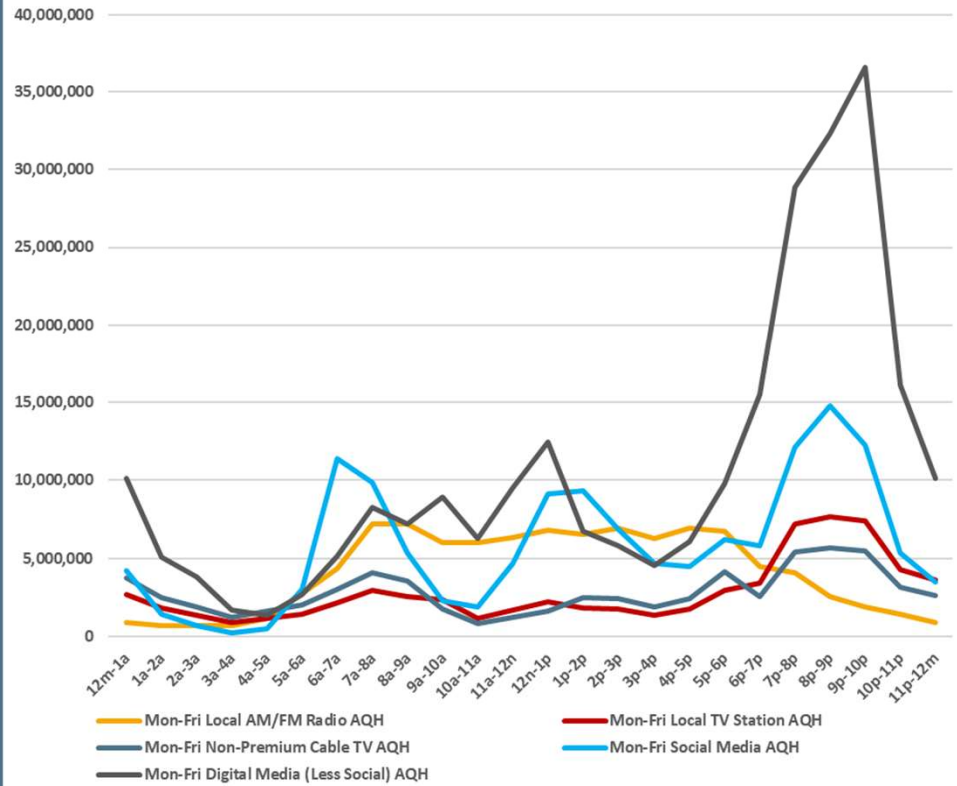
P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 167,826; Social Media: 124,906; Local Radio: 124,787; Non-Prem. Cable: 45,600; Local TV: 35,387 reaching Adults 25 - 54 who Live in the WASHINGTON, DC, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA*



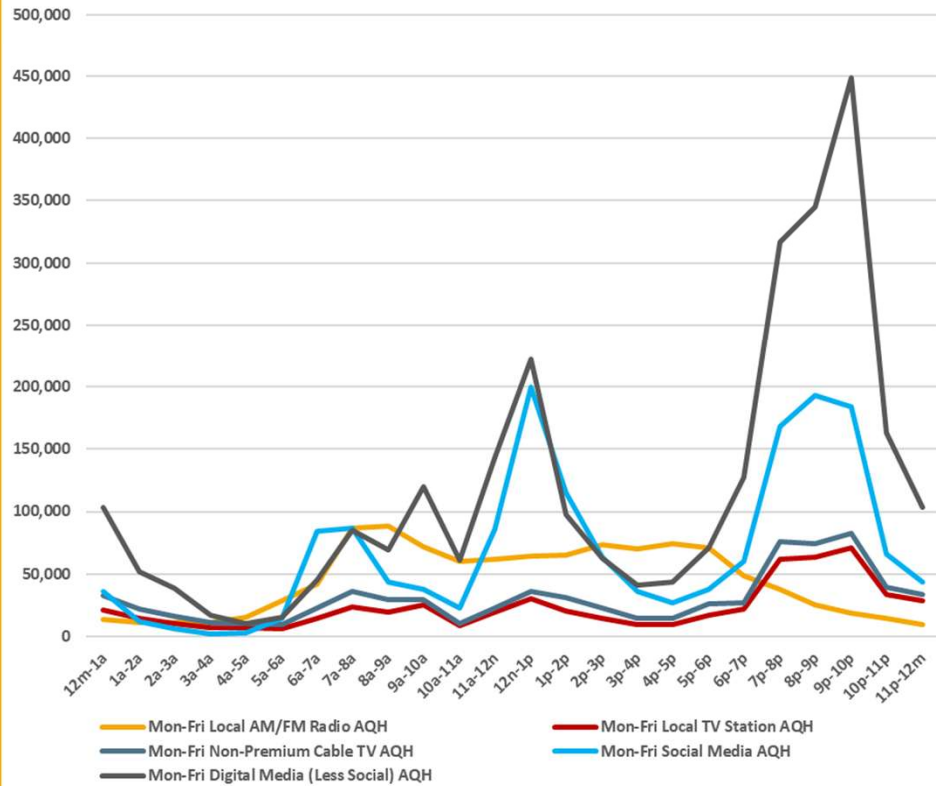
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54*



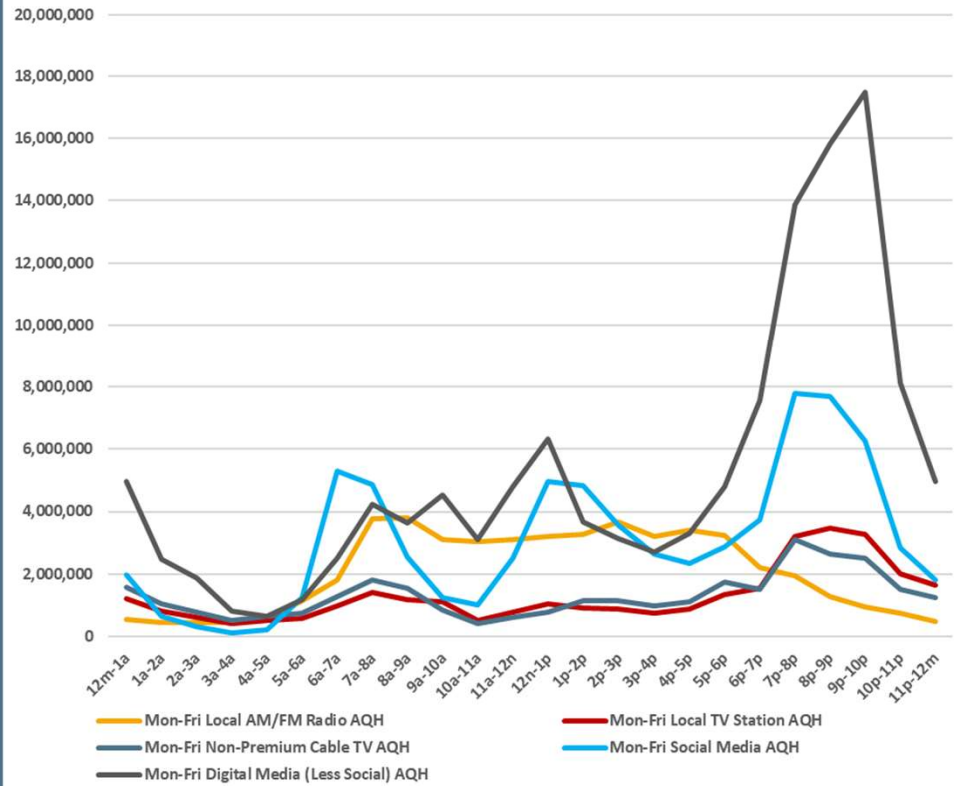


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 91,518; Social Media: 69,220; Local Radio: 67,488; Non-Prem. Cable: 24,850; Local TV: 18,087 reaching Women 25 - 54 who Live in the WASHINGTON, DC, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 who Live in the WASHINGTON, DC, DMA



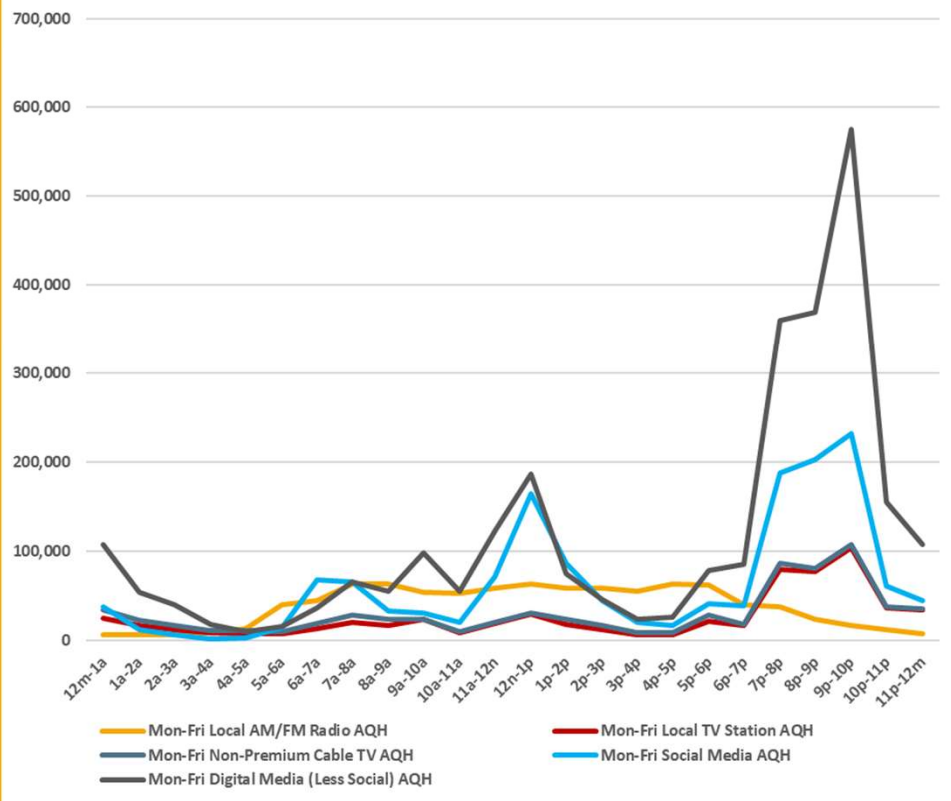
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54



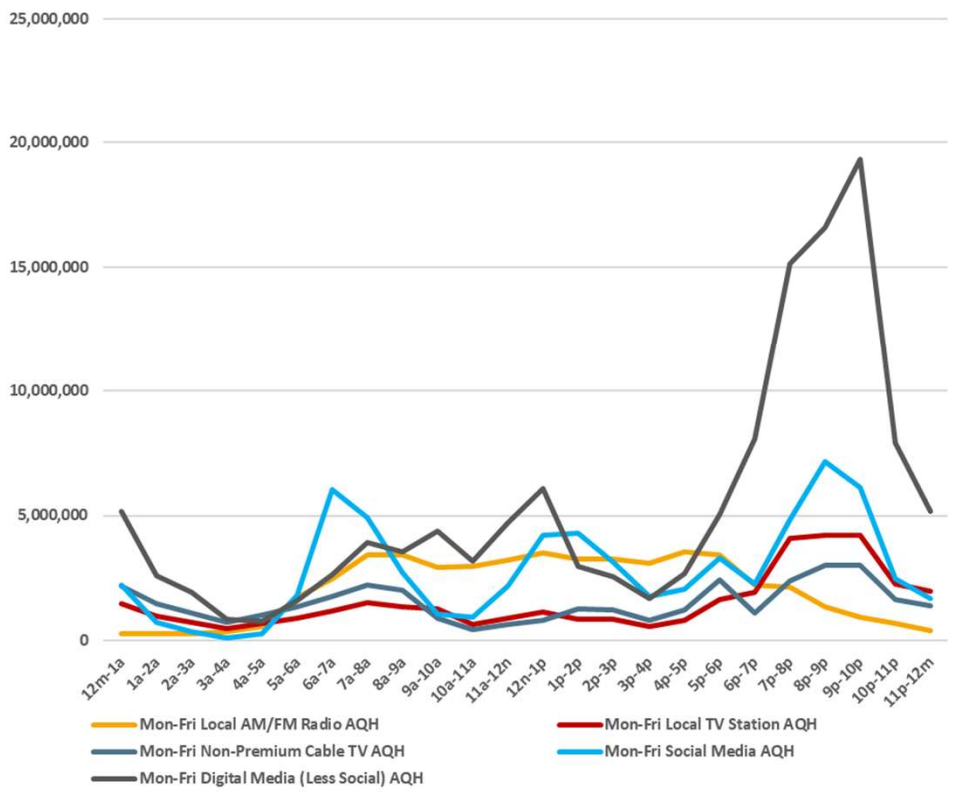


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 73,336; Local Radio: 56,862; Social Media: 53,996; Non-Prem. Cable: 19,967; Local TV: 16,449 reaching Men 25 - 54 who Live in the WASHINGTON, DC, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Live in the WASHINGTON, DC, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54

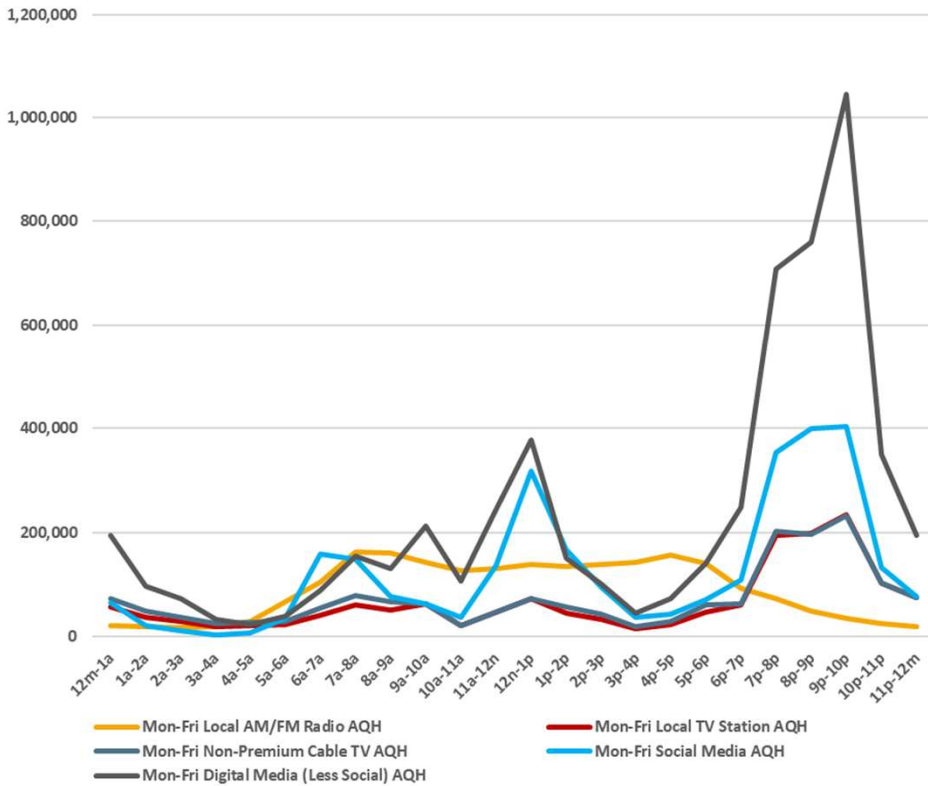




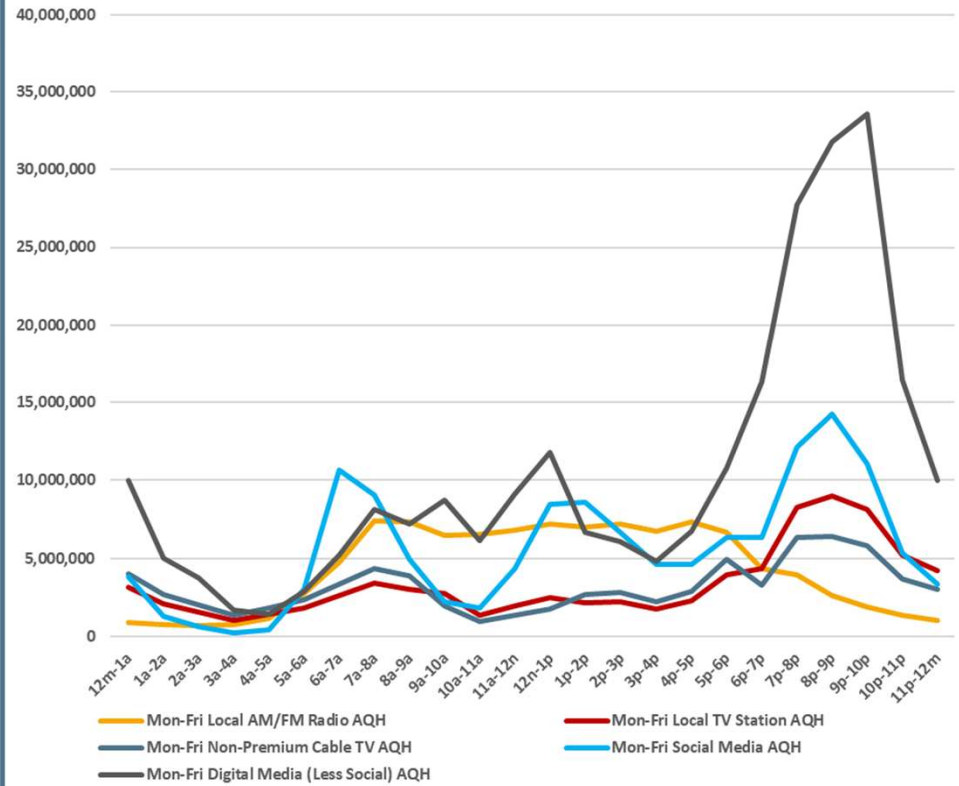
P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 159,444; Local Radio: 136,016; Social Media: 112,472; Non-Prem. Cable: 52,146; Local TV: 44,750 reaching Adults 35 - 64 who Live in the WASHINGTON, DC, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Live in the WASHINGTON, DC, DMA*



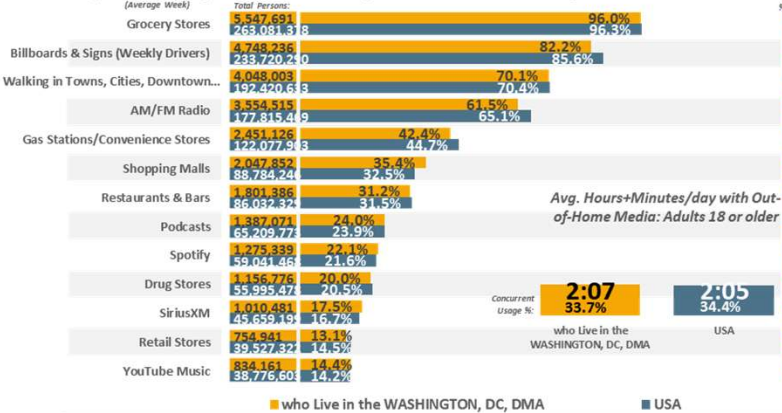
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64*



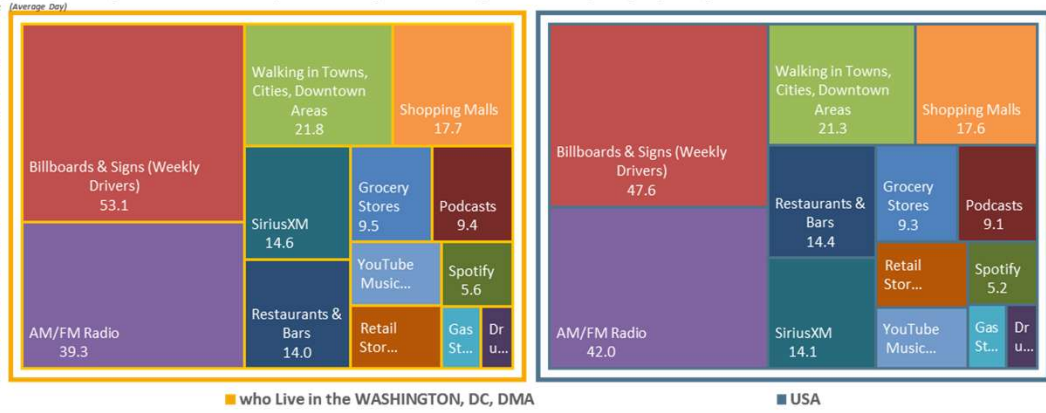


4,748,236 or 82.2% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 36. minutes/day.

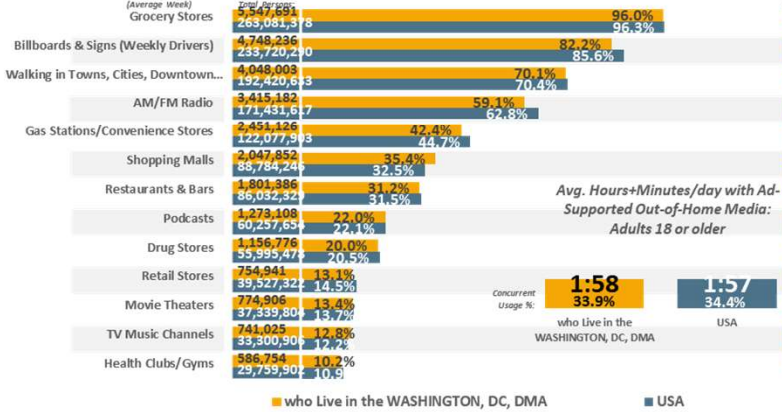
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



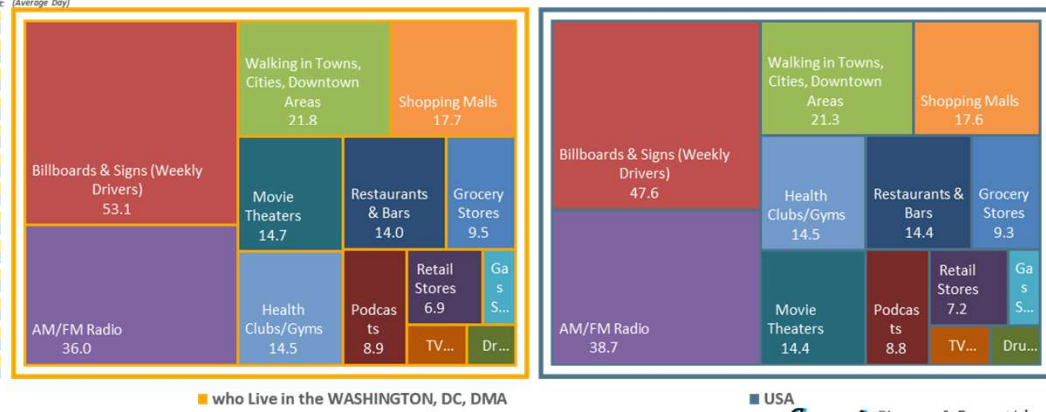
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



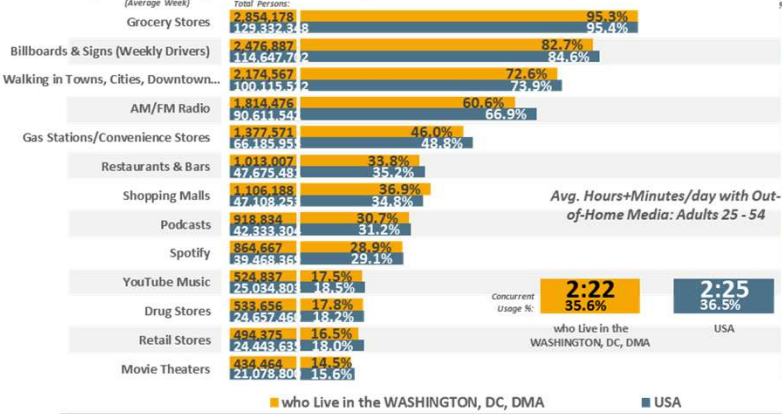
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



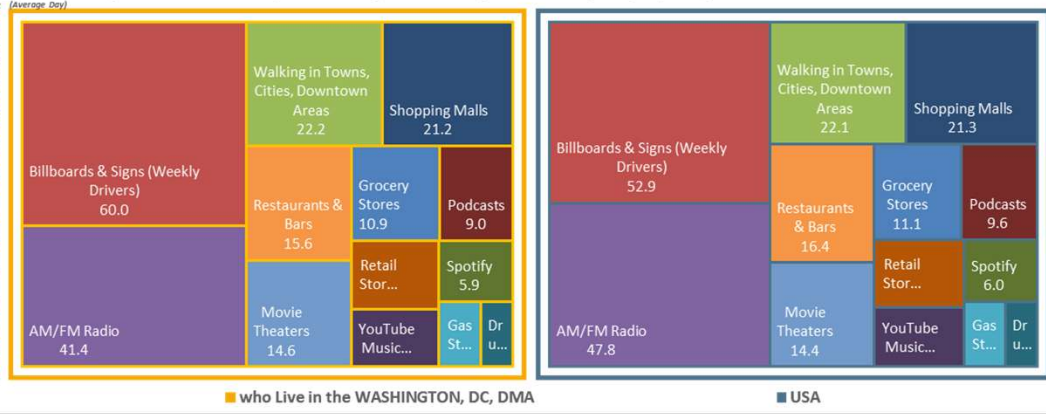


2,476,887 or 82.7% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 60. minutes per day driving, seeing Billboards and Signs. 58.6% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

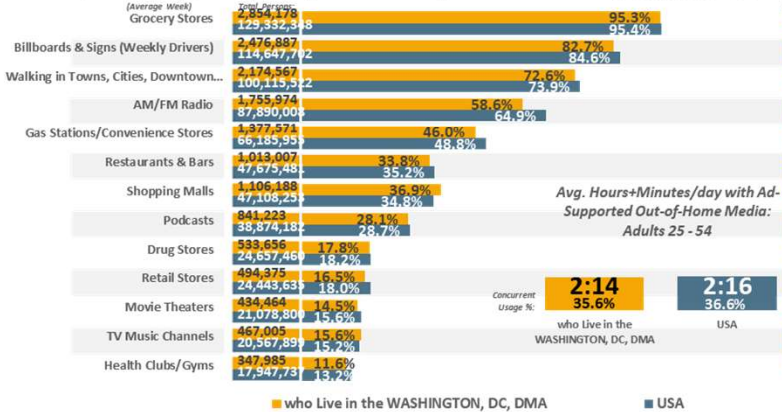
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



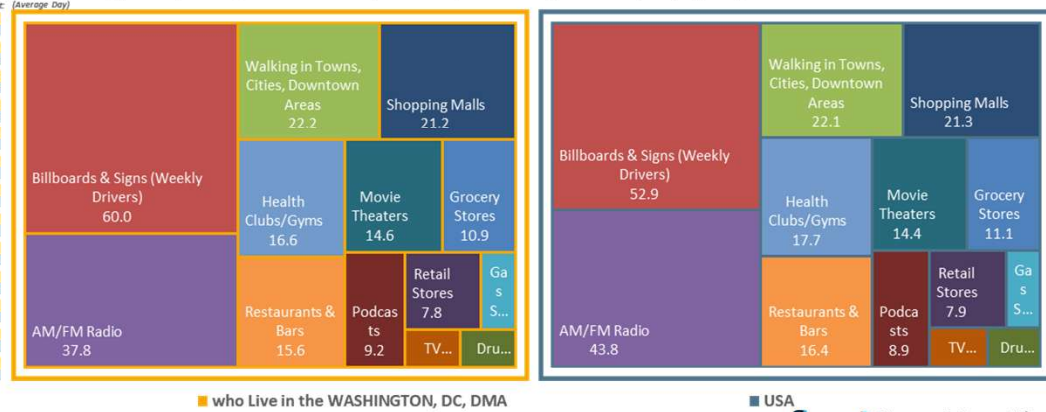
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



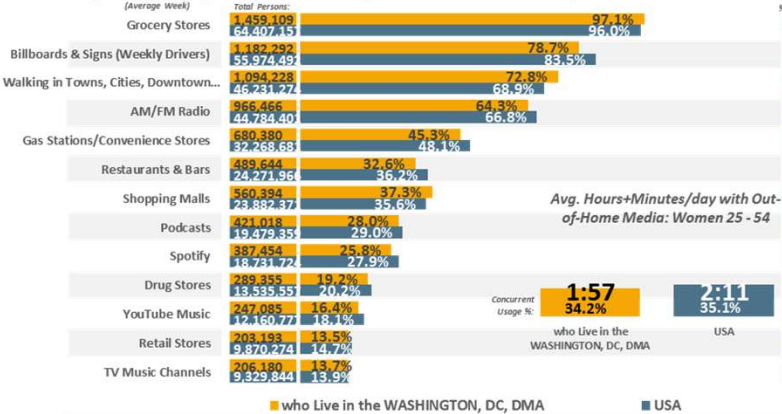
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



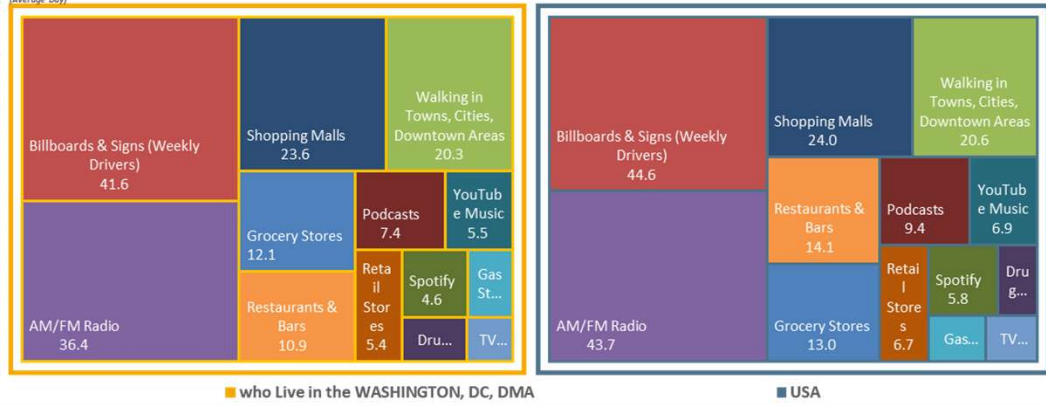


1,182,292 or 78.7% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 62.6% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minutes/day.

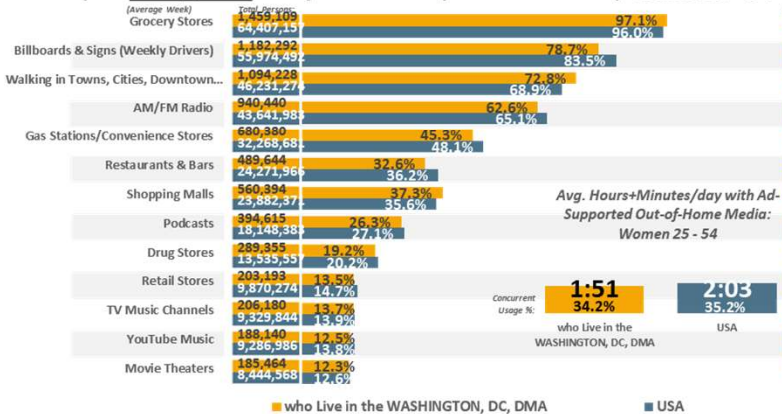
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



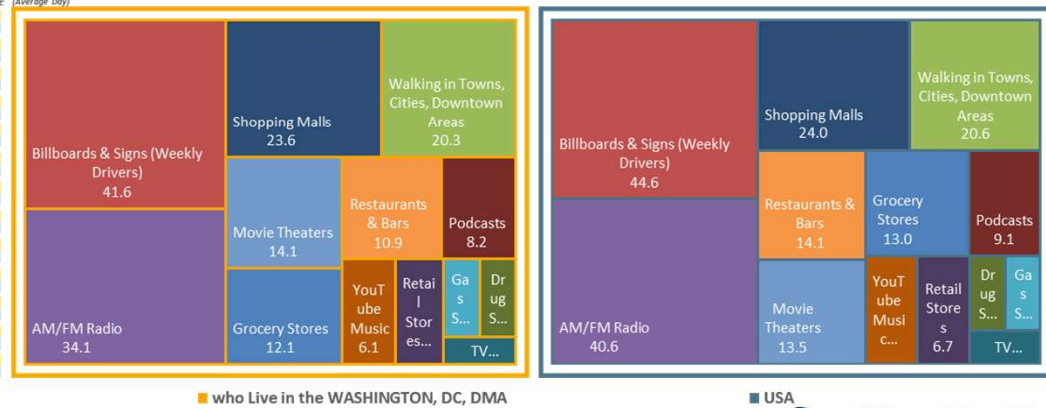
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



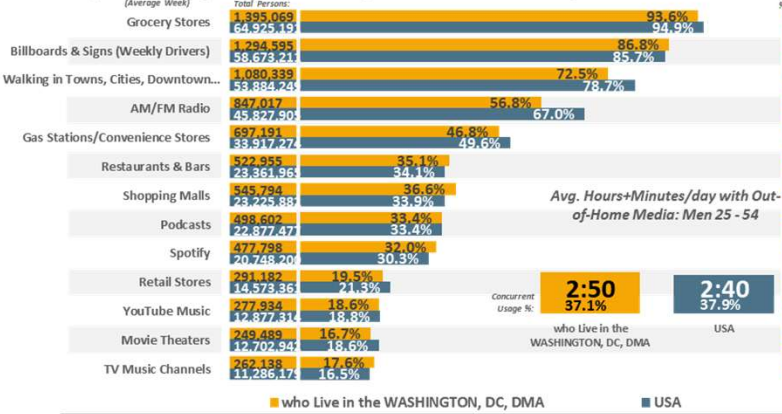
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



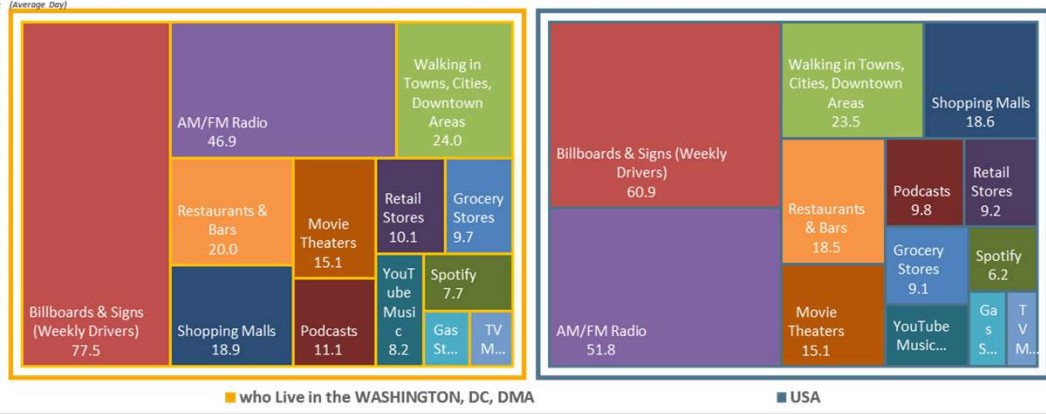


1,294,595 or 86.8% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 77.5 minutes per day driving, seeing Billboards and Signs. 54.6% Listen to Local Radio Stations Out-of-Home for an average of 41.8 minutes/day.

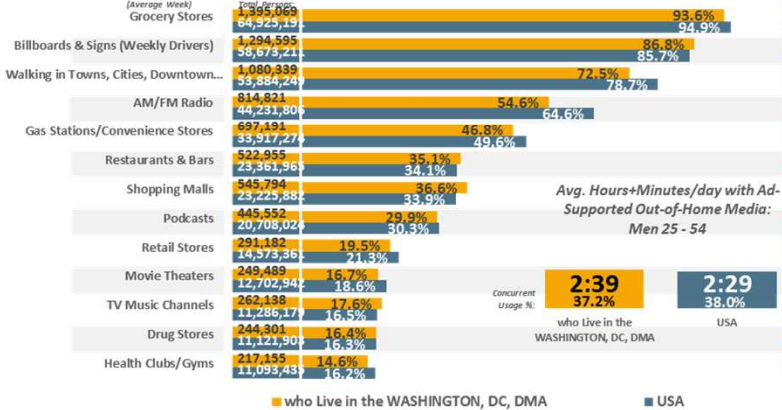
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



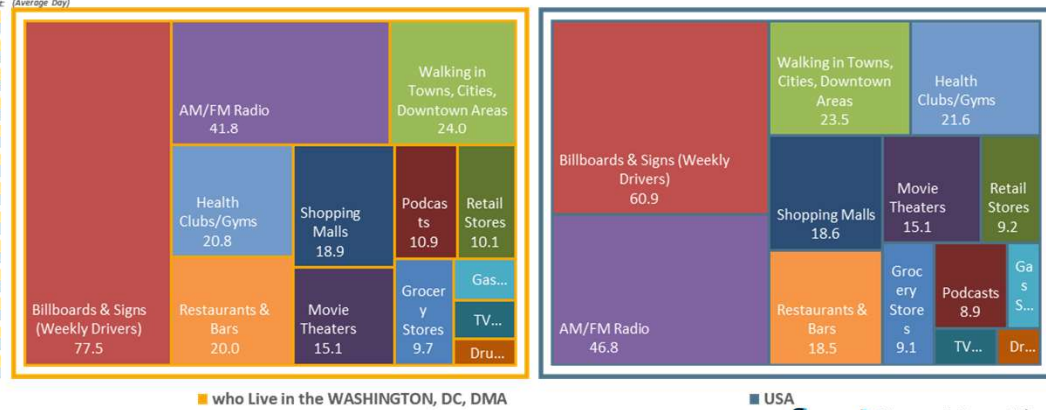
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



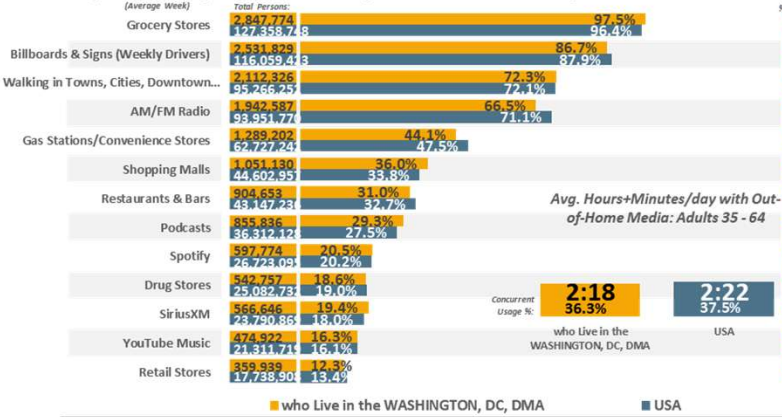
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soeafa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

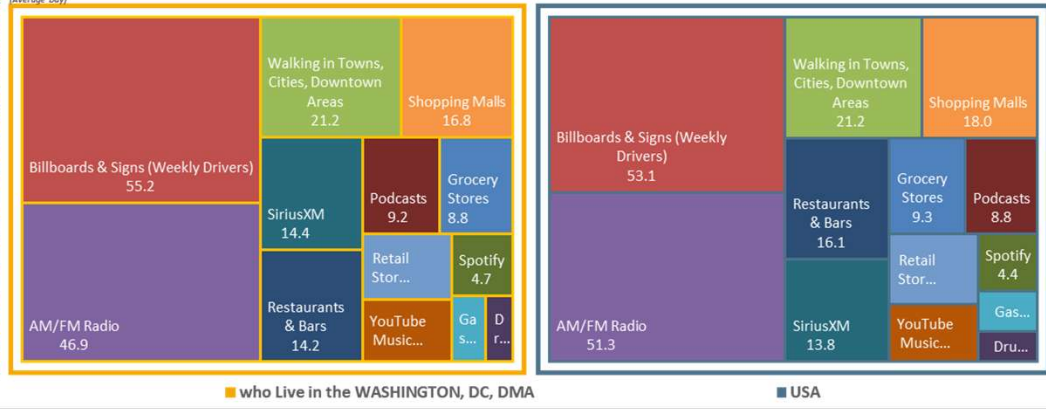


2,531,829 or 86.7% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/day.

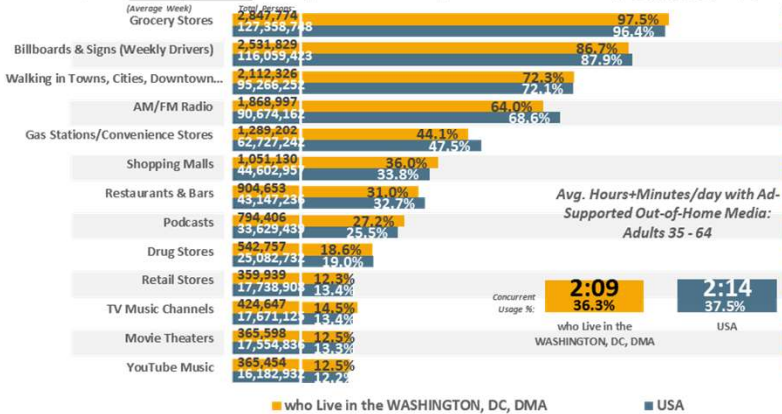
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



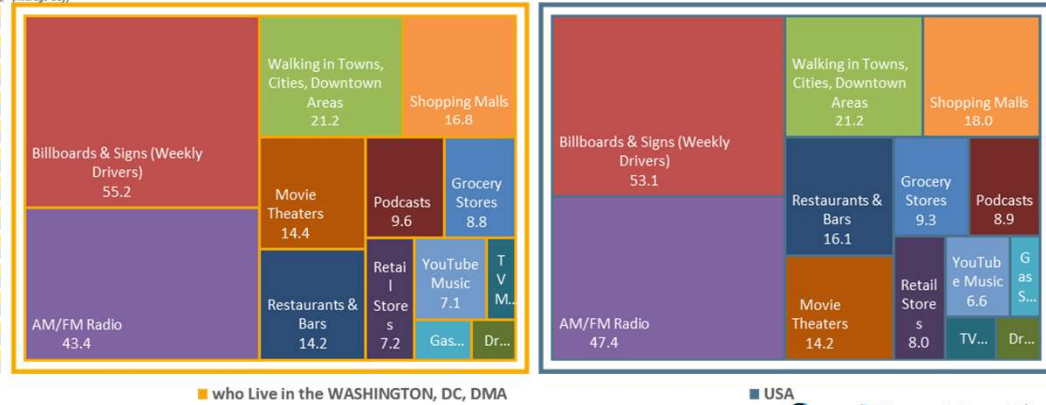
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soeafa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



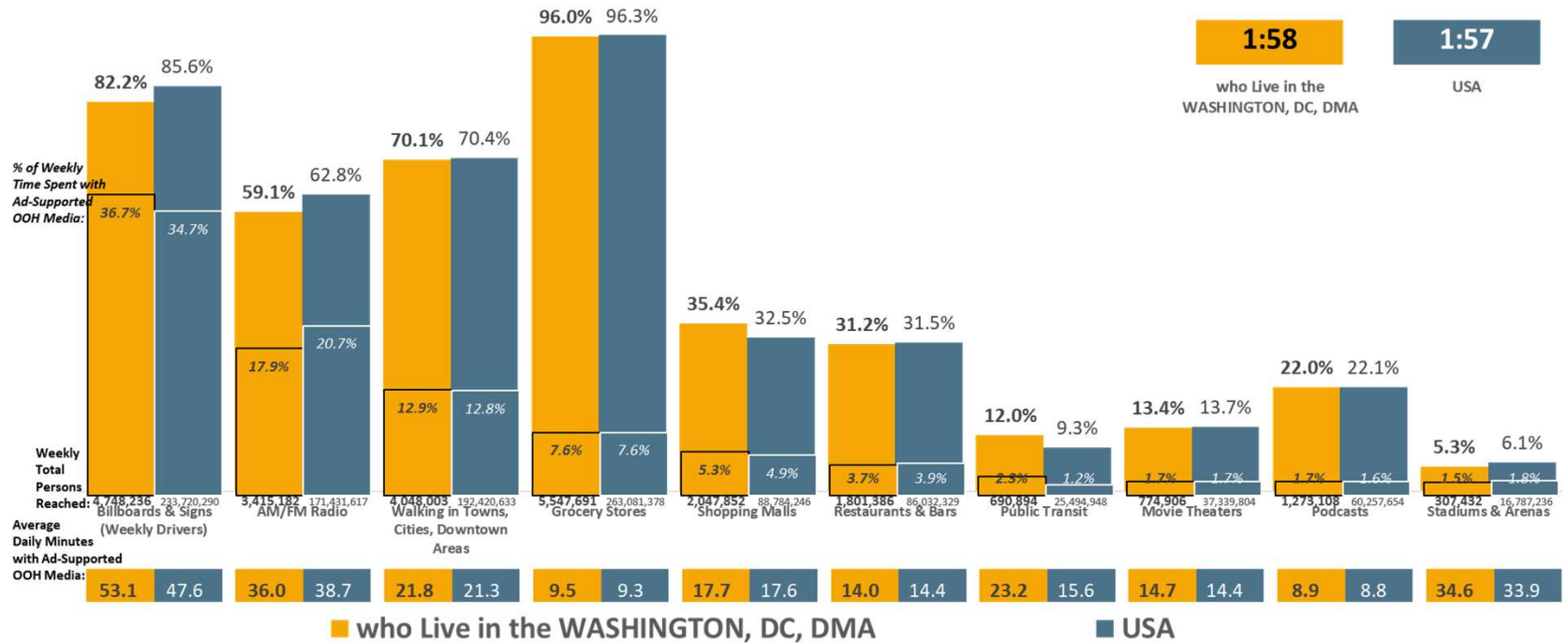


4,748,236 or 82.2% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

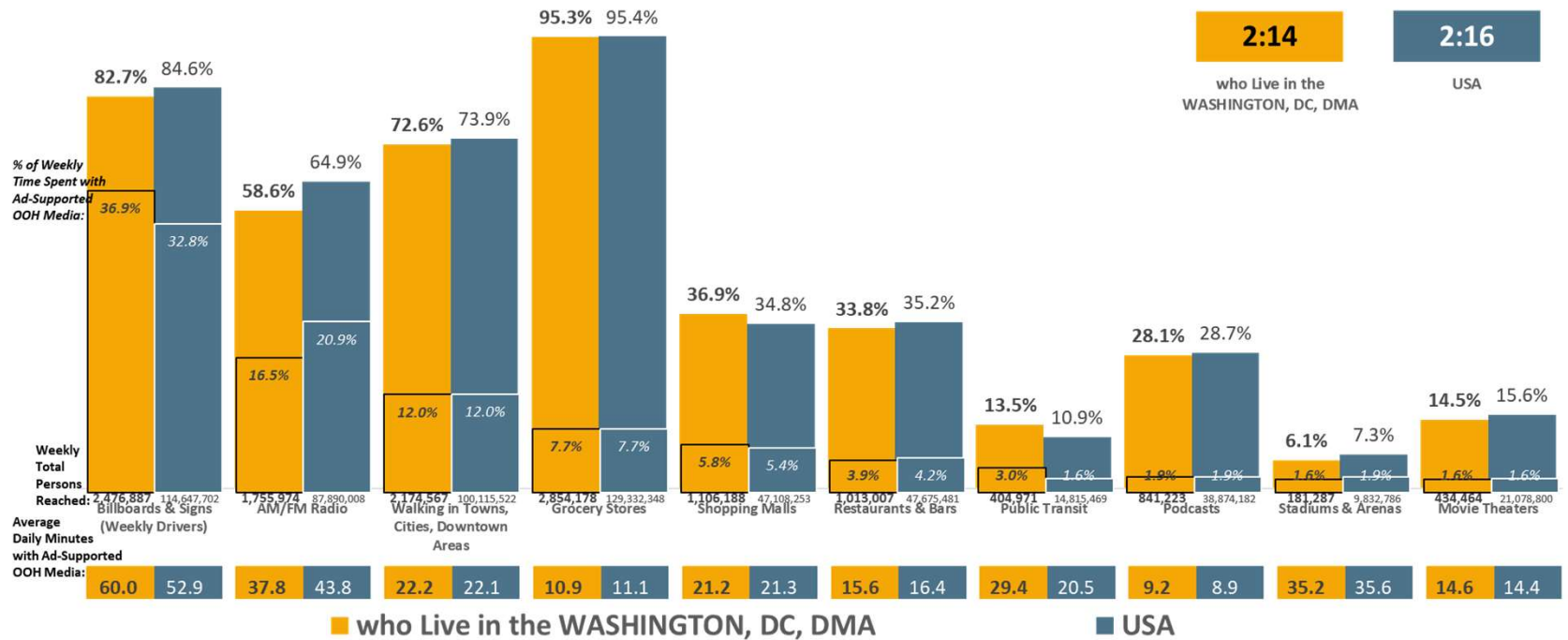


2,476,887 or 82.7% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 60. minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

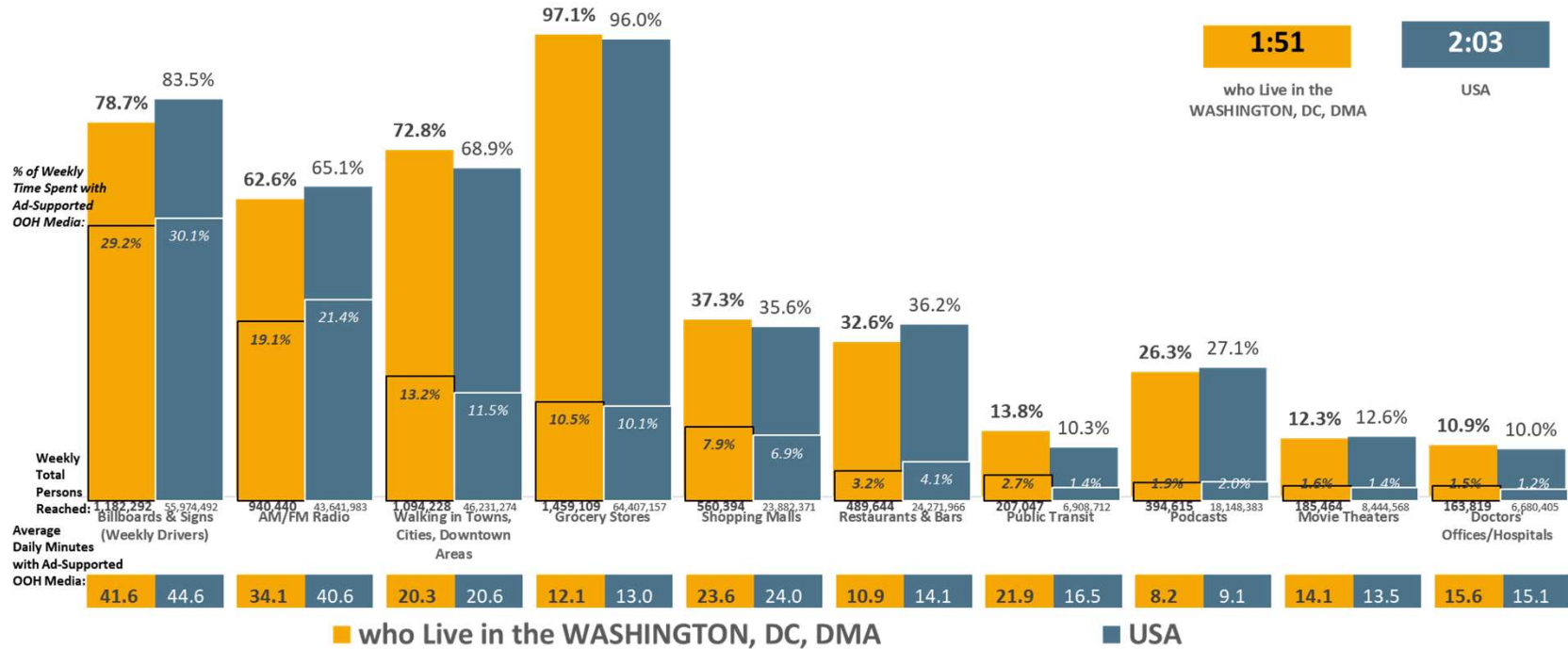


1,182,292 or 78.7% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 29.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:51
who Live in the WASHINGTON, DC, DMA

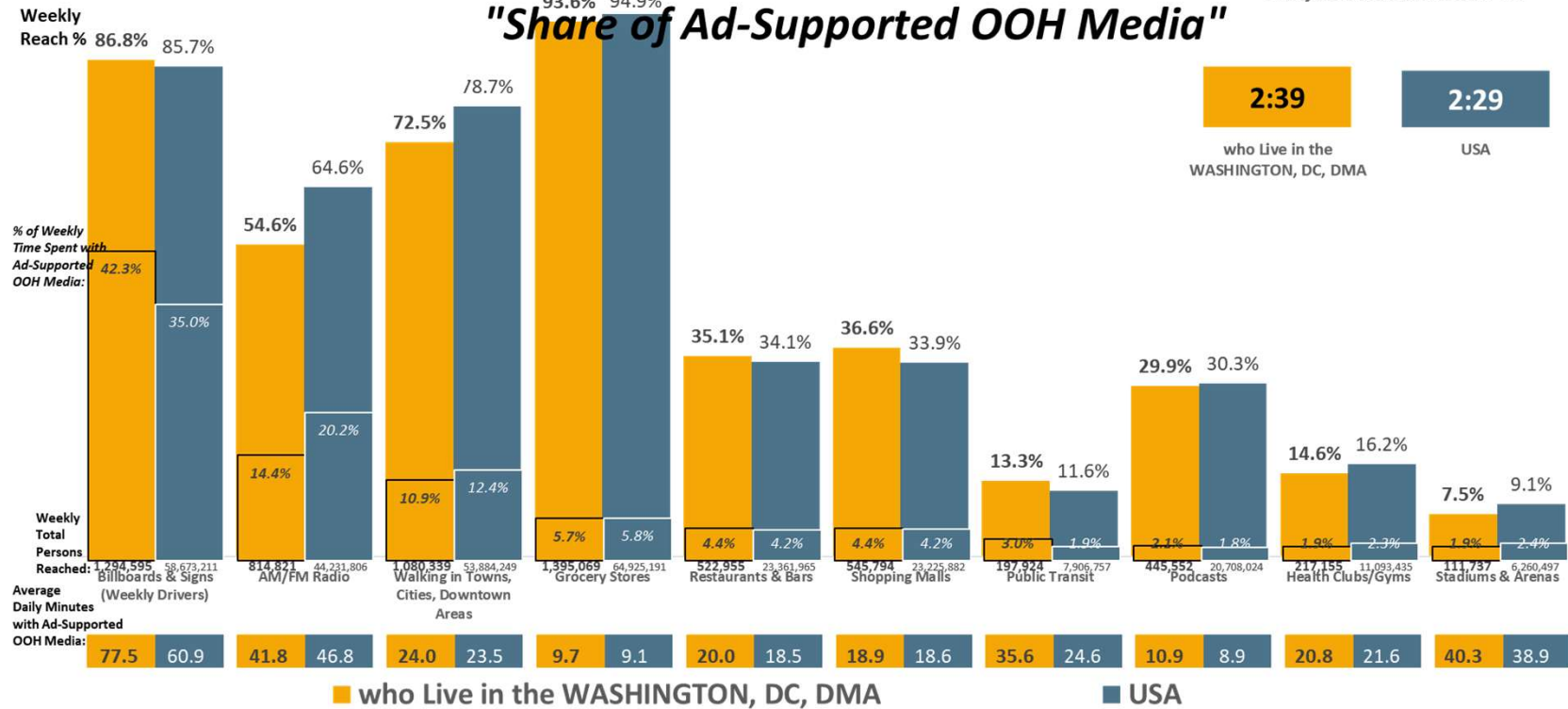
2:03
USA

USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



1,294,595 or 86.8% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 77.5 minutes per day driving, seeing Billboards and Signs representing 42.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54



2:39
who Live in the WASHINGTON, DC, DMA

2:29
USA

USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

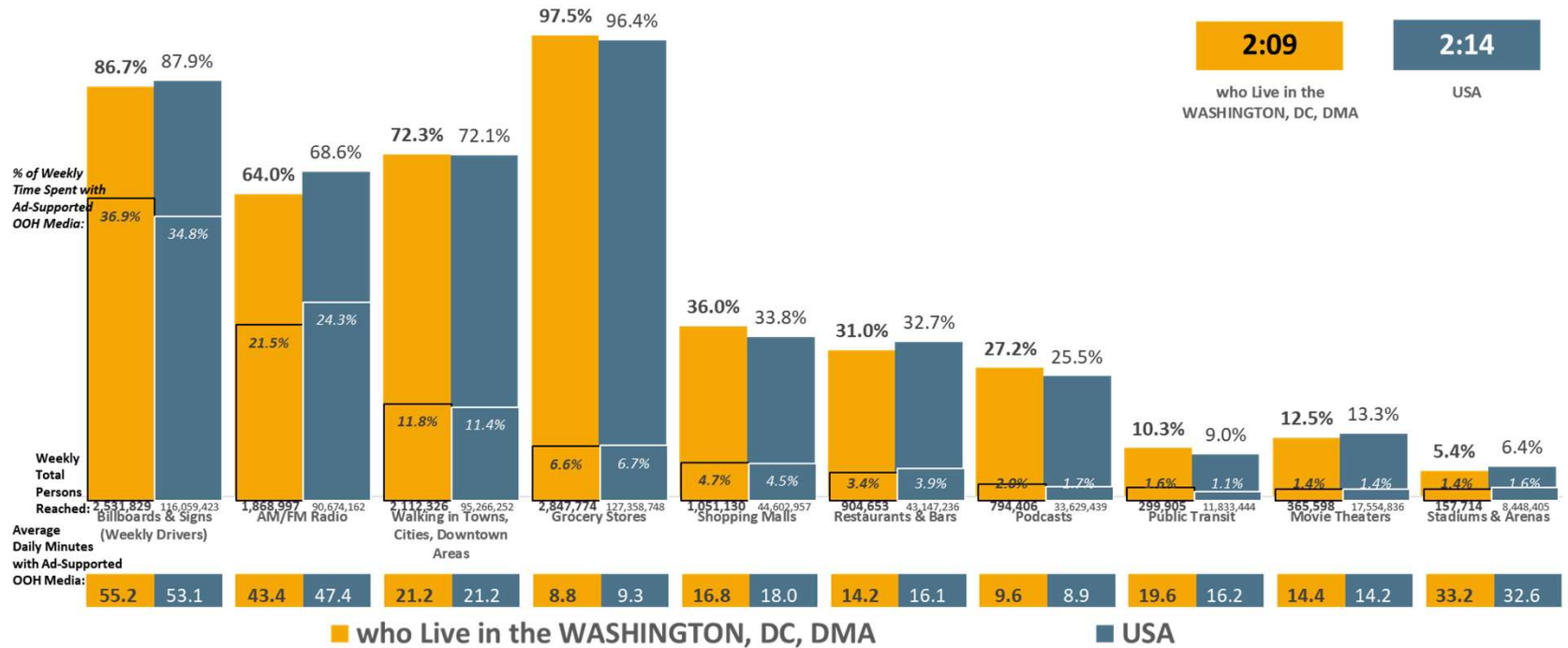


2,531,829 or 86.7% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 55.2 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"

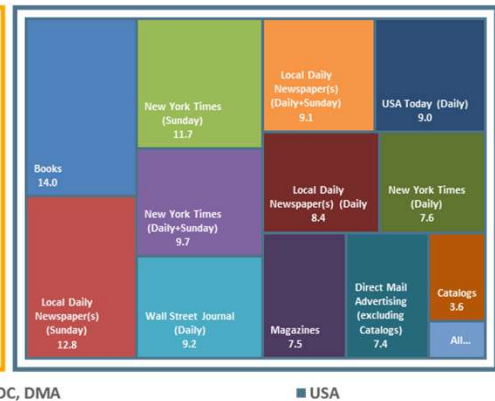
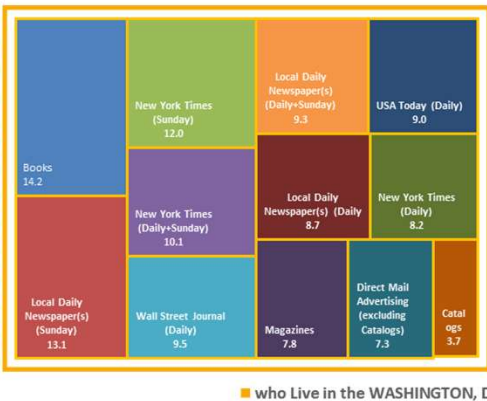
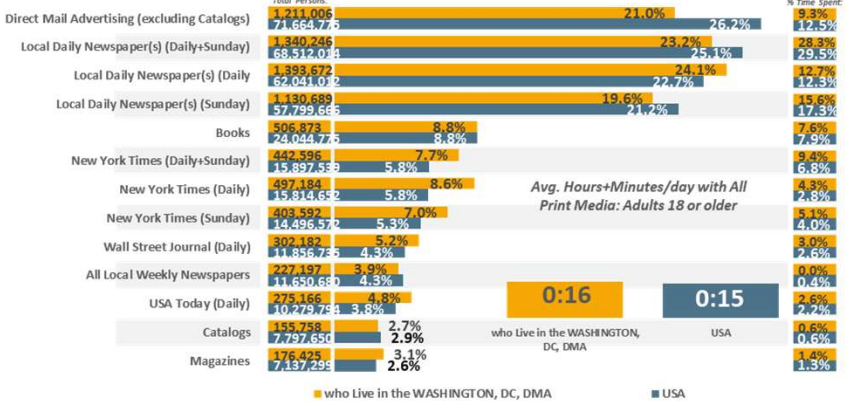


USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

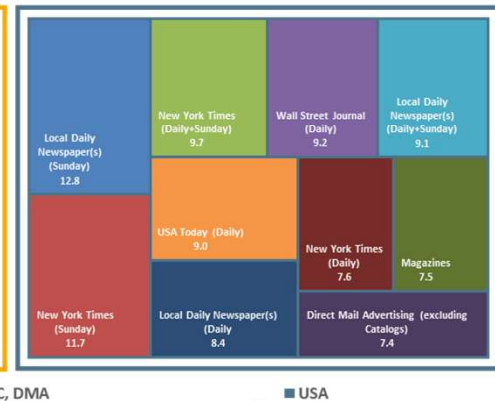
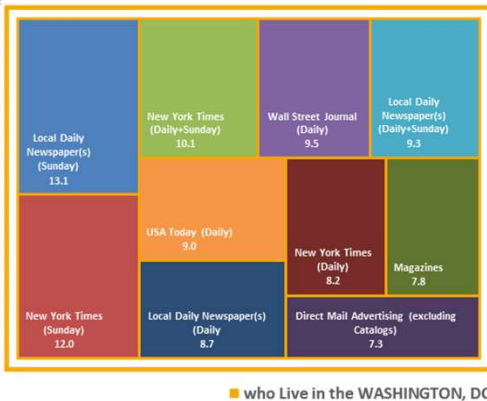
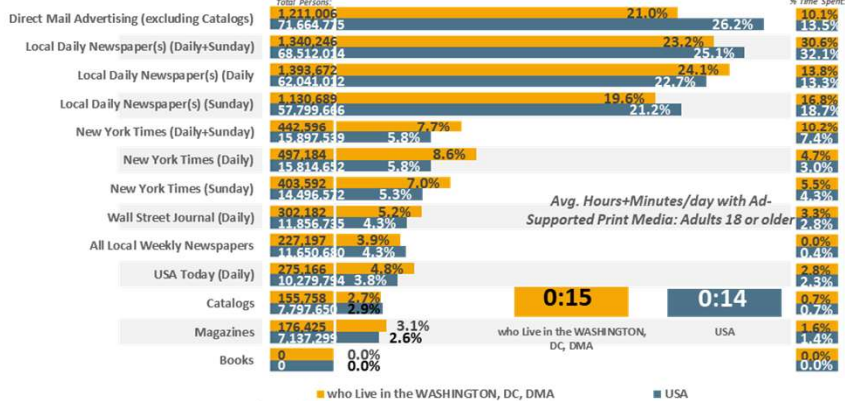


1,340,246 or 23.2% of Adults 18 or older who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

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 2026: Mar25-Mar26 Qual Intab 5,703
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

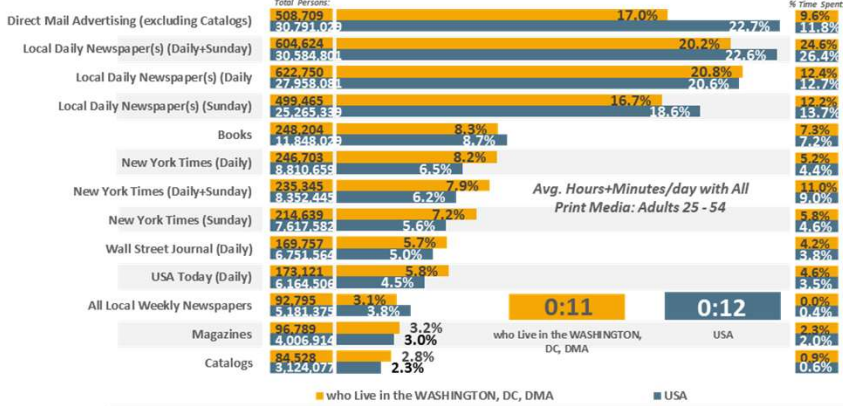
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



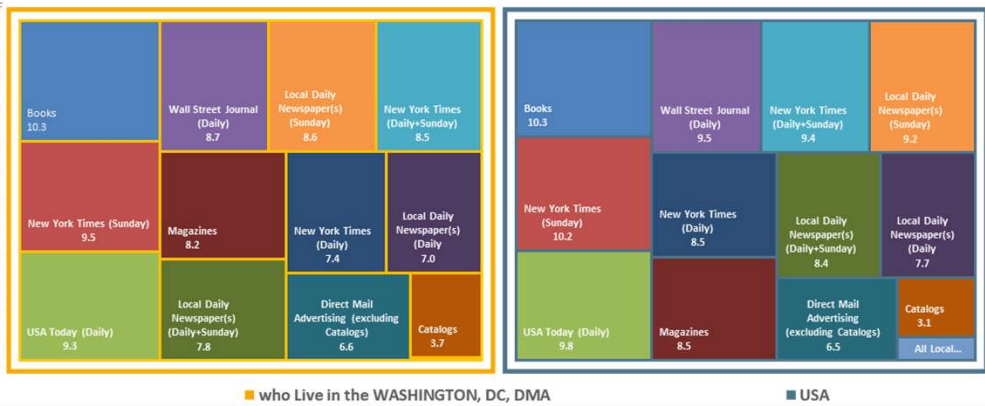


604,624 or 20.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

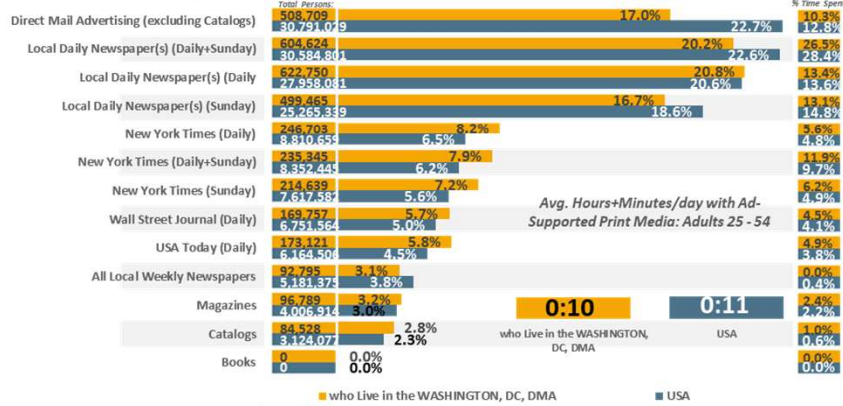
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



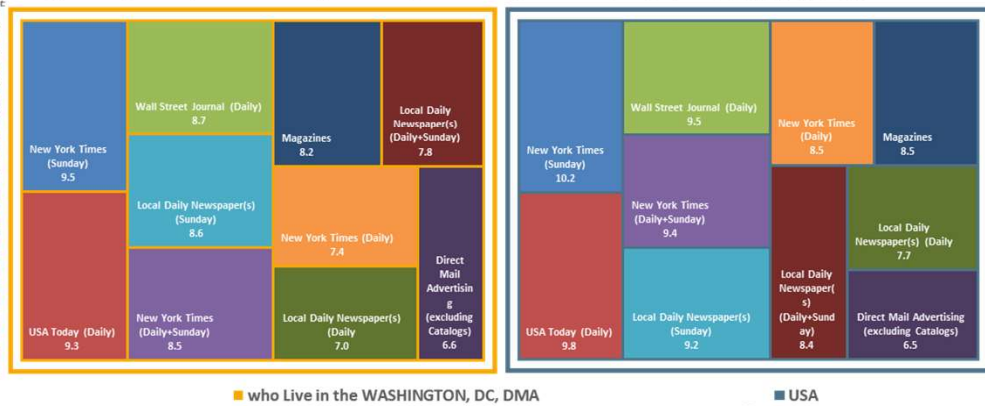
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



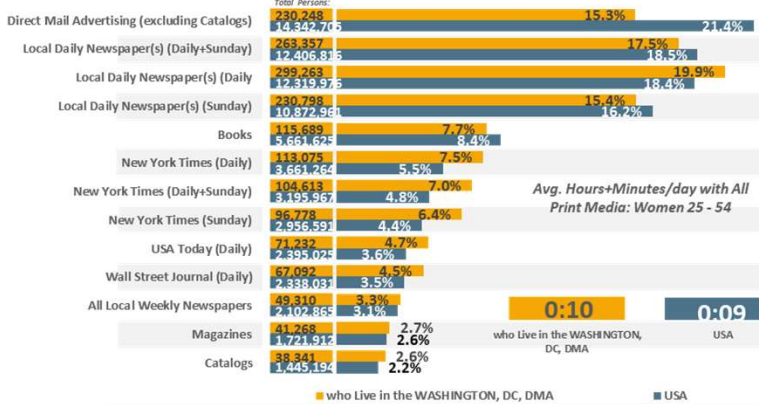
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

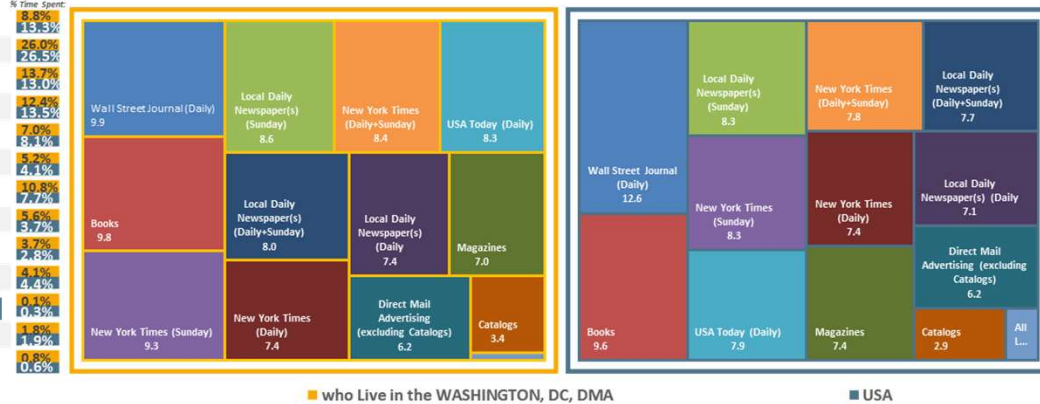


263,357 or 17.5% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 28.% of all time spent daily with All forms of Print Media.

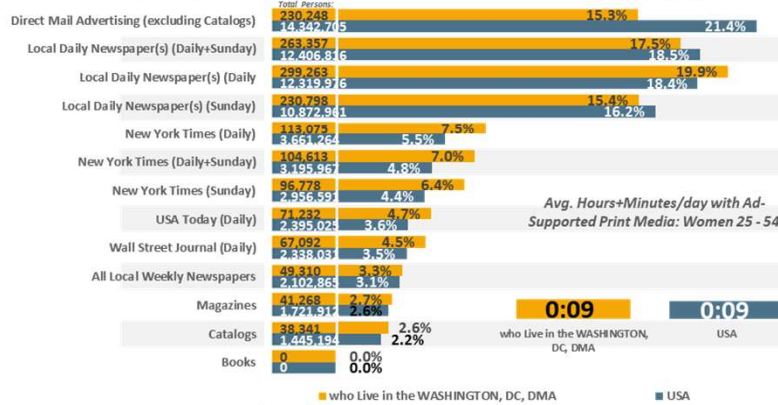
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



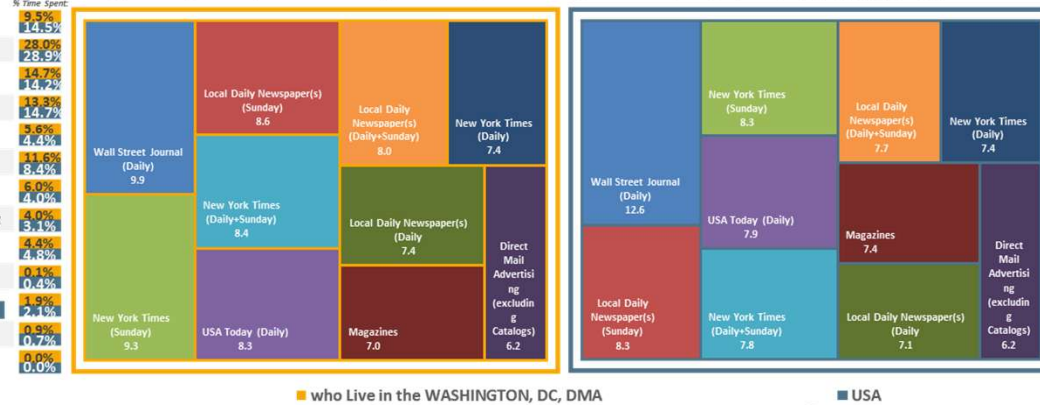
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



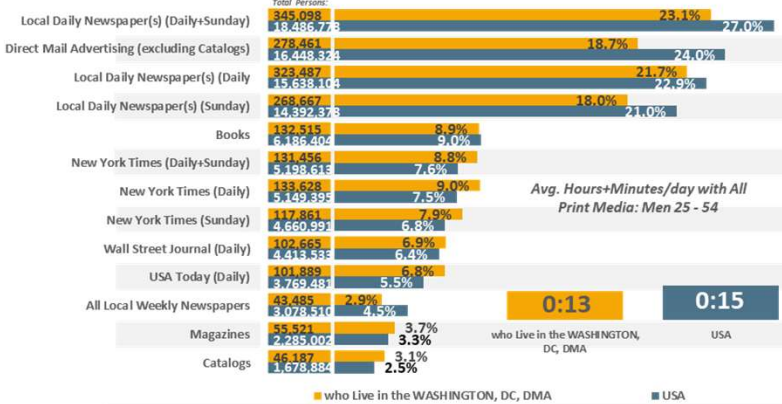
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

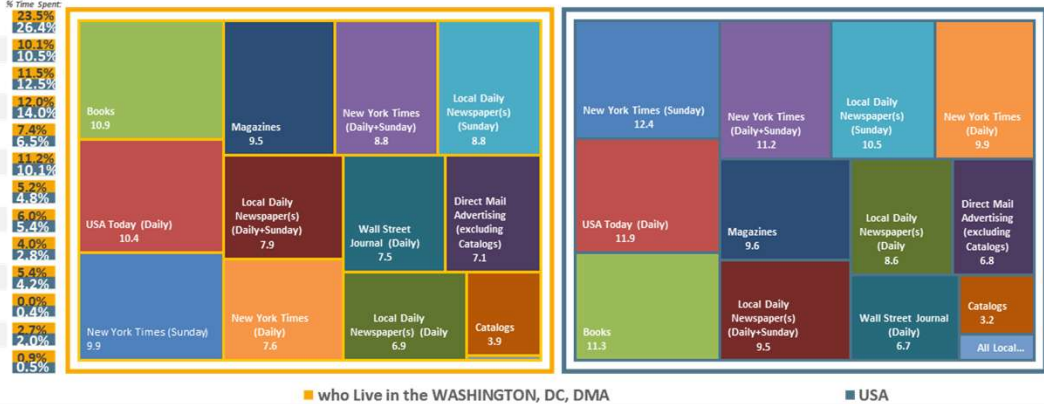


345,098 or 23.1% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

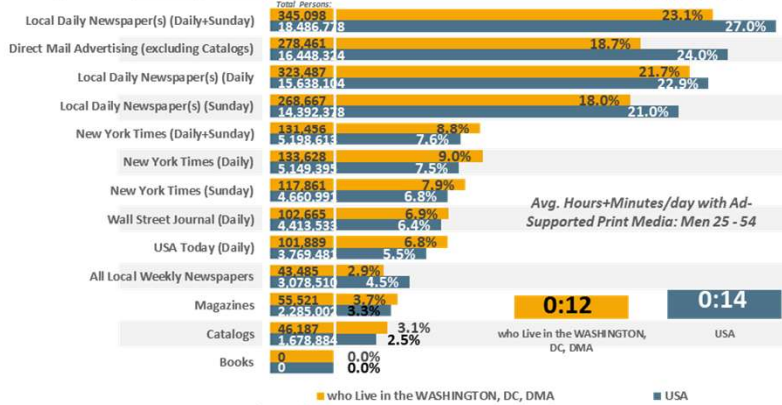
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



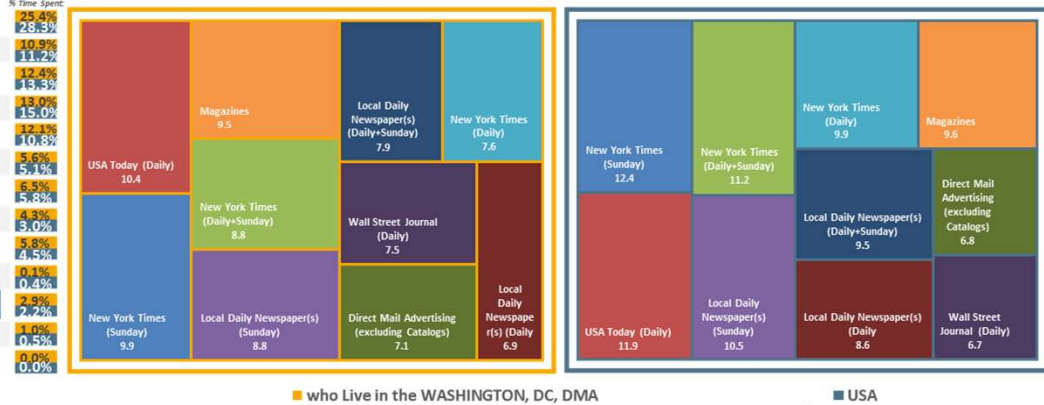
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



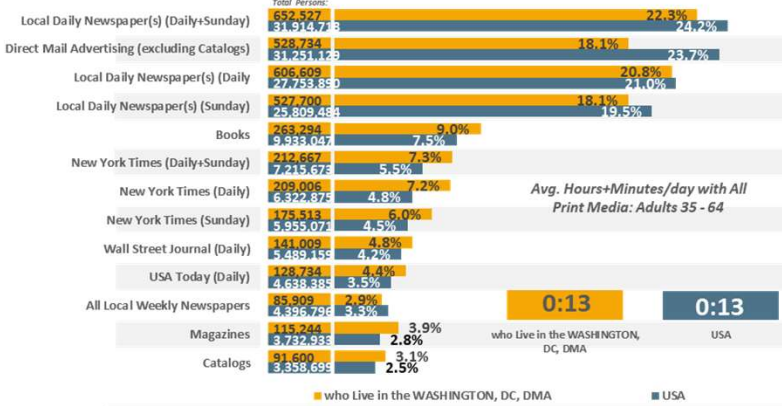
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

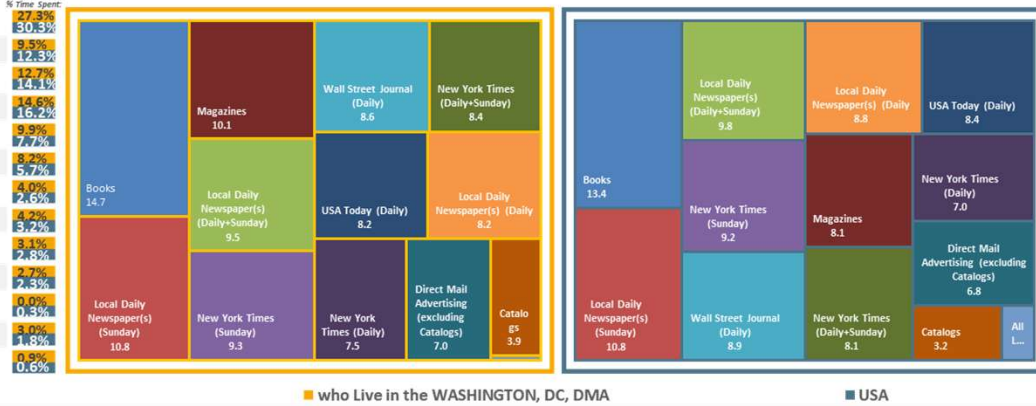


652,527 or 22.3% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

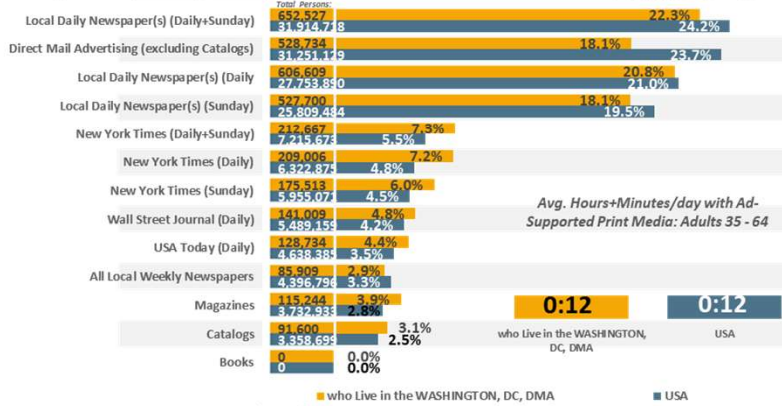
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



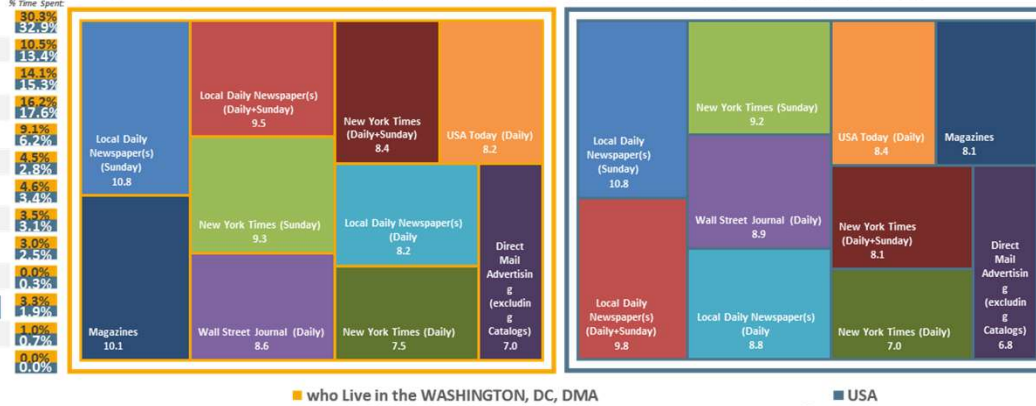
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

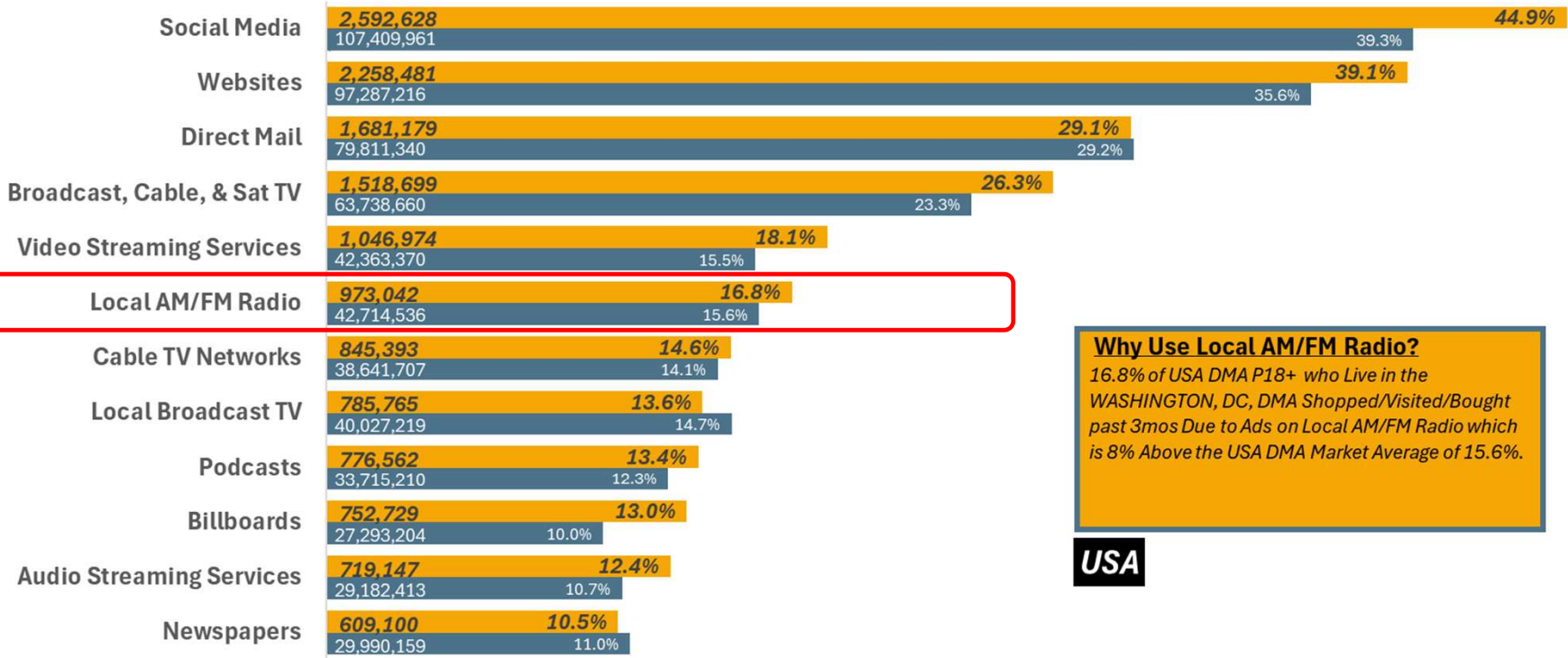
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



P18+

"Advertising Actions"

P18+ who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 16.8% of USA DMA P18+ who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

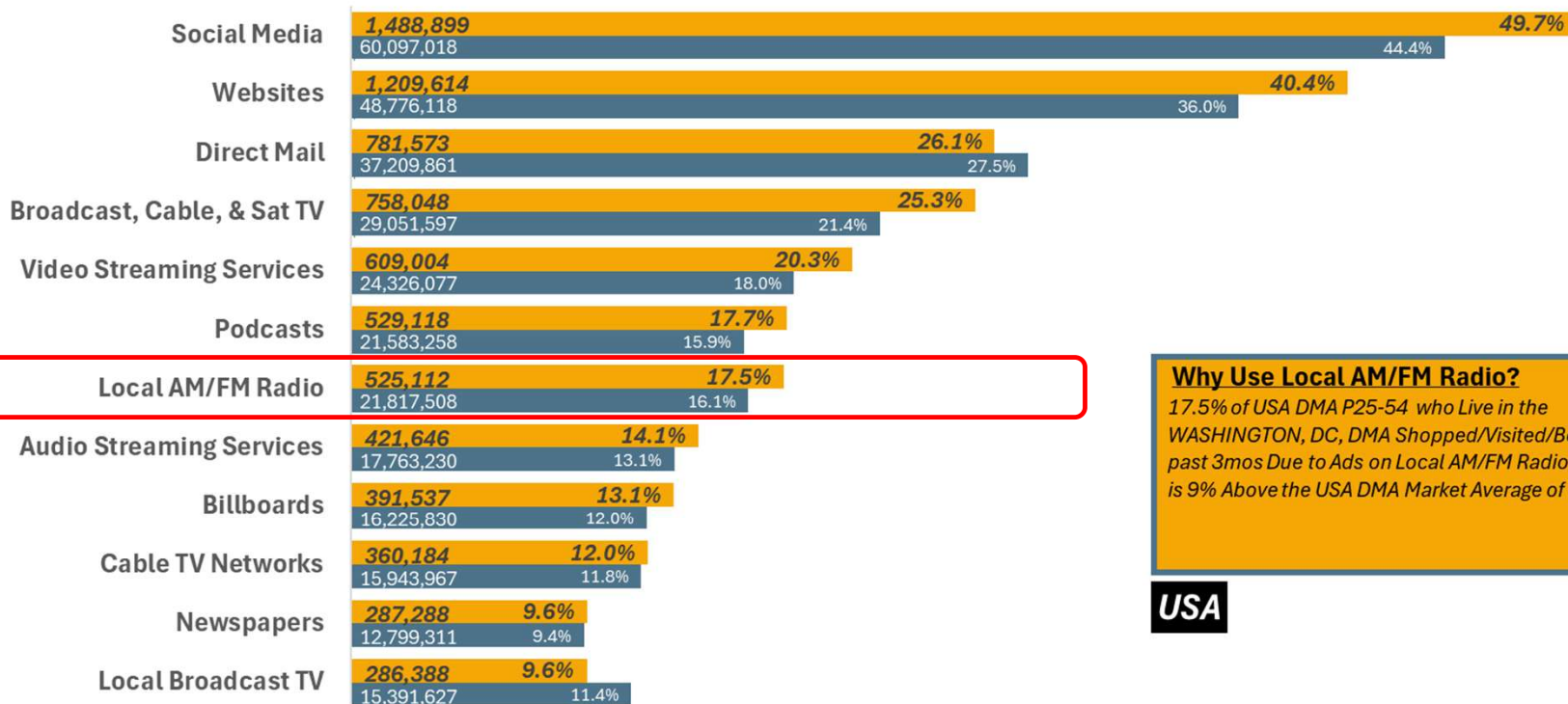
USA DMA ScarboroughR1 2026: Mar25-Mar26 Qual Intab: 24338
 All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.



P25-54

"Advertising Actions"

P25-54 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 17.5% of USA DMA P25-54 who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 16.1%.

USA

■ P25-54 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

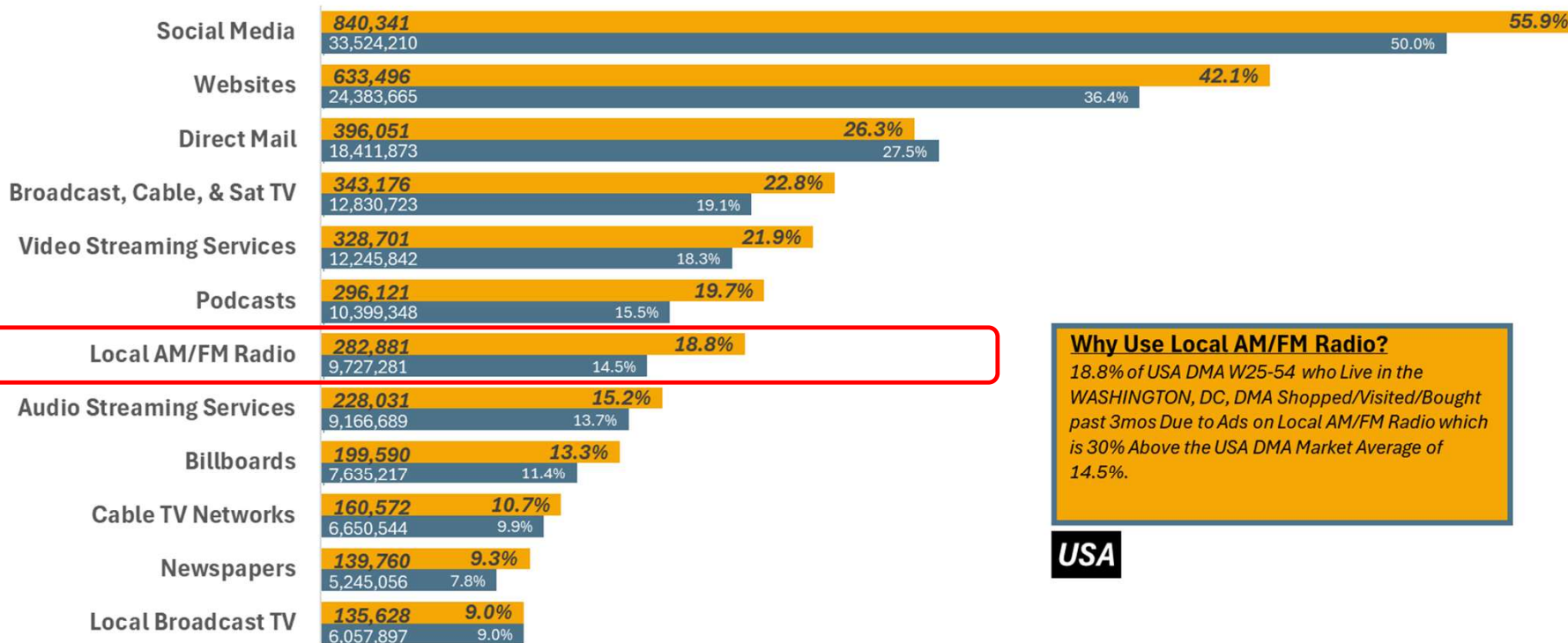
■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 11089
 All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.



"Advertising Actions"

W25-54 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 18.8% of USA DMA W25-54 who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the USA DMA Market Average of 14.5%.

USA

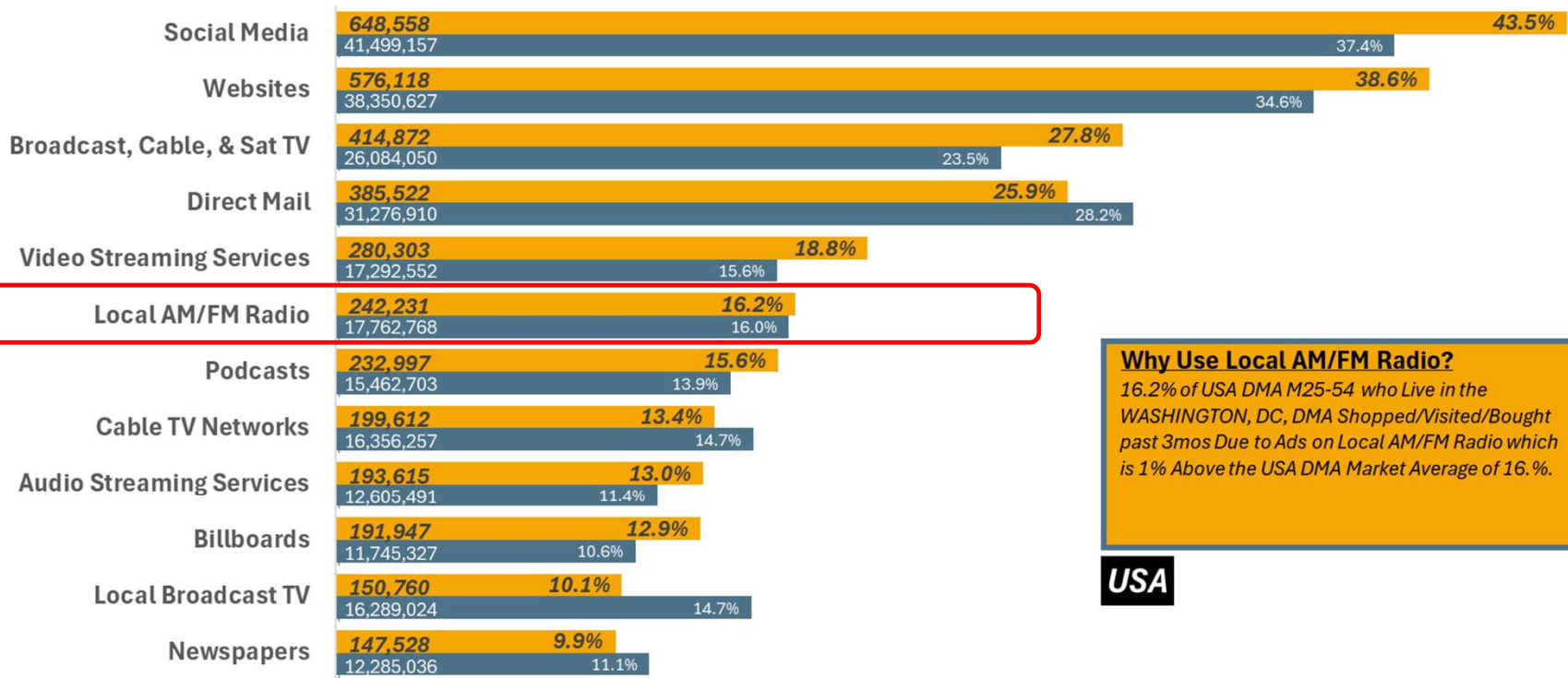
■ W25-54 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



"Advertising Actions"

M25-54 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 16.2% of USA DMA M25-54 who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the USA DMA Market Average of 16.0%.

USA

■ M25-54 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

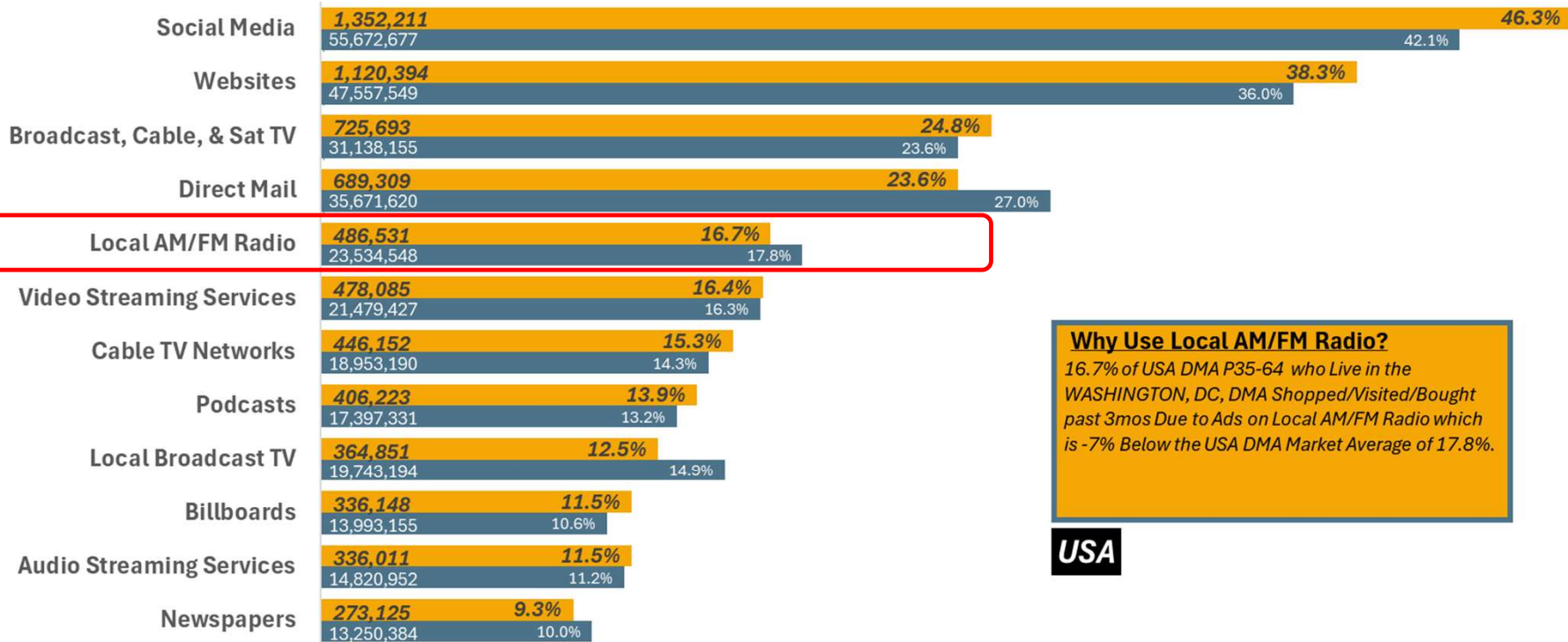
■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



P35-64

"Advertising Actions"

P35-64 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 16.7% of USA DMA P35-64 who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the USA DMA Market Average of 17.8%.

USA

■ P35-64 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 12387
 All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.