

USA+4 DMAs – P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months!

Complete Demographic & Media Use Profiles



Apartments.com™

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months as of February 28, 2026.**

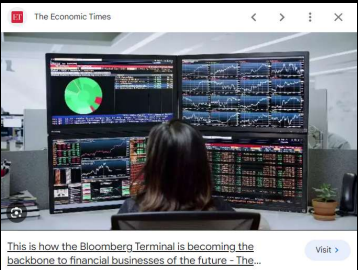
NEED A NEW PLACE?
SURF THE APARTMINTERNET



THE PLACE TO FIND A PLACE



P18+



CoStar Group™ Vanguard® BlackRock®

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



[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment...
 Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 37.8 years old (22.5% younger than average) and have a \$75,980 (34.% lower than average) annual household...

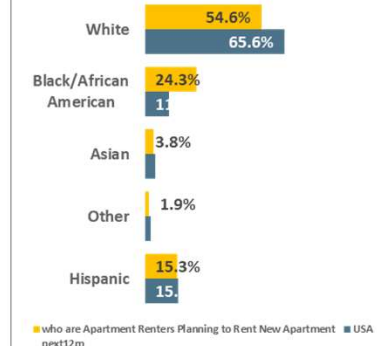
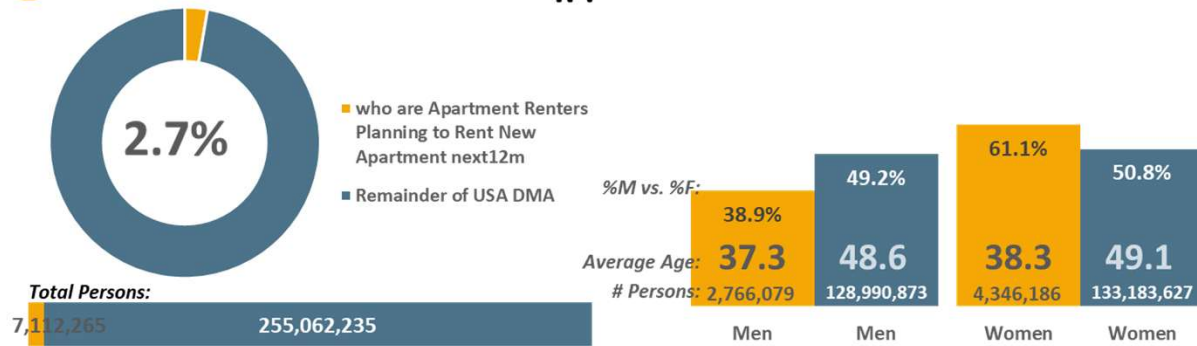


Percent of Market: Adults 18 or older

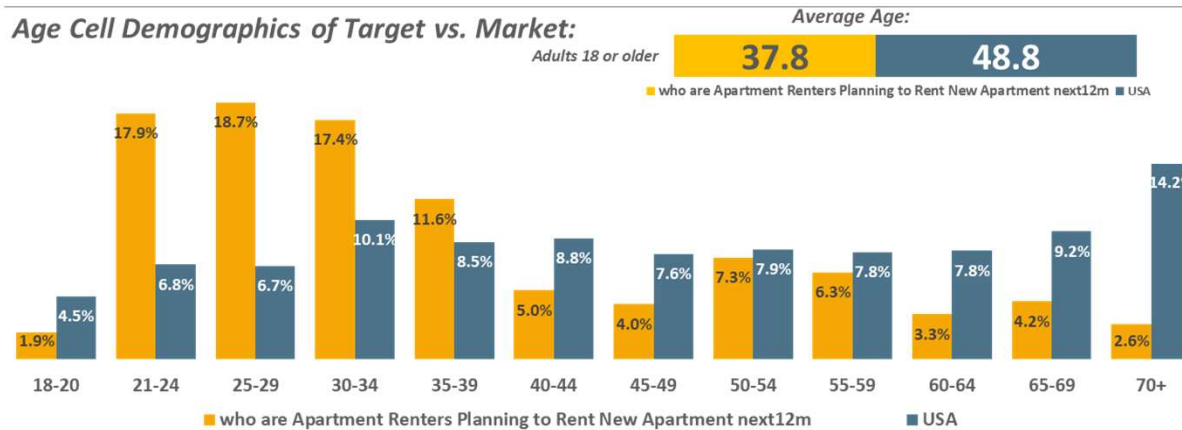


Gender of Target vs. Market: Adults 18 or older

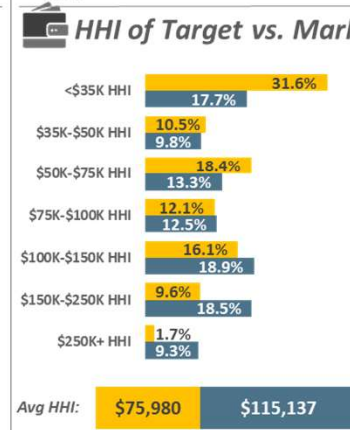
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.5% or 262,894 of CHI DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 38.8 years old (19.8% younger than average) and have a \$72,896 (32.2% lower than average) annual household...

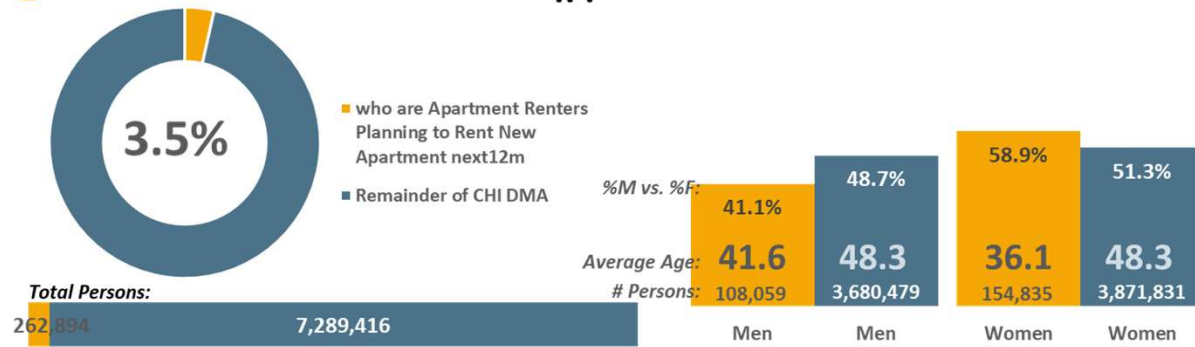


Percent of Market: Adults 18 or older

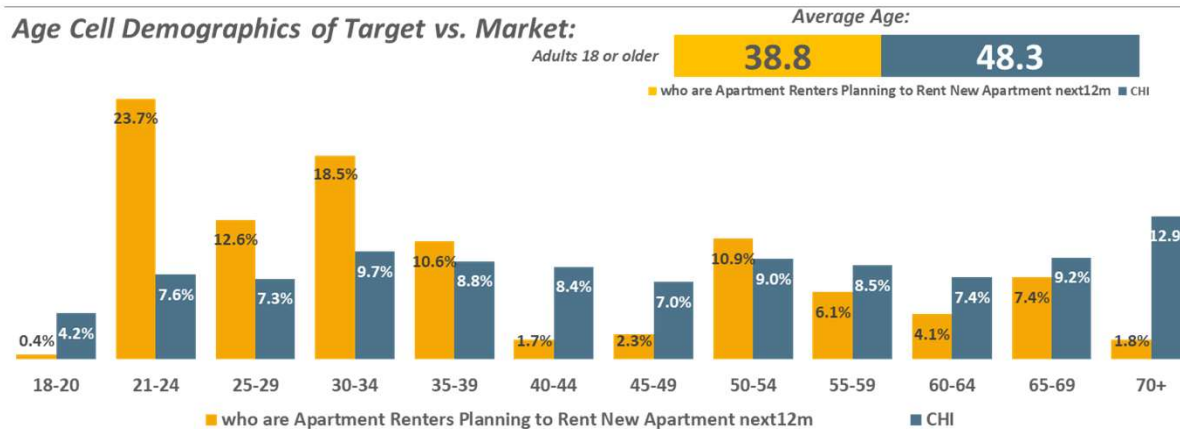


Gender of Target vs. Market: Adults 18 or older

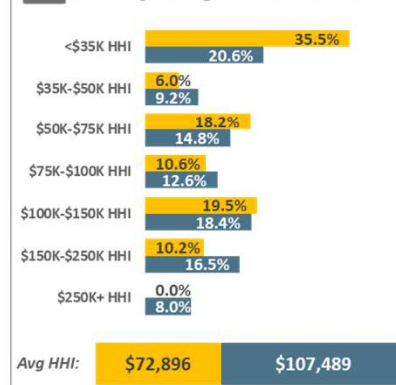
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.7% or 154,578 of WDC DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 38.2 years old (20.3% younger than average) and have a \$104,714 (23.6% lower than average) annual...

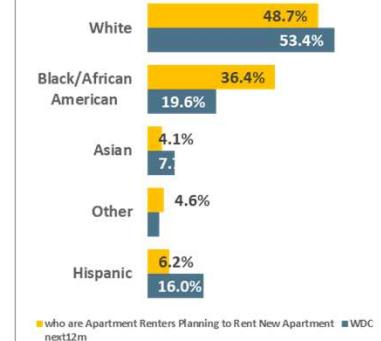
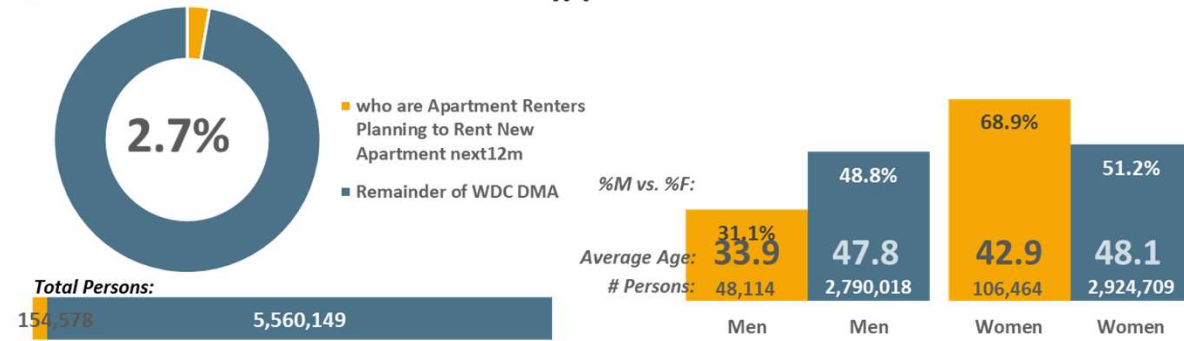


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

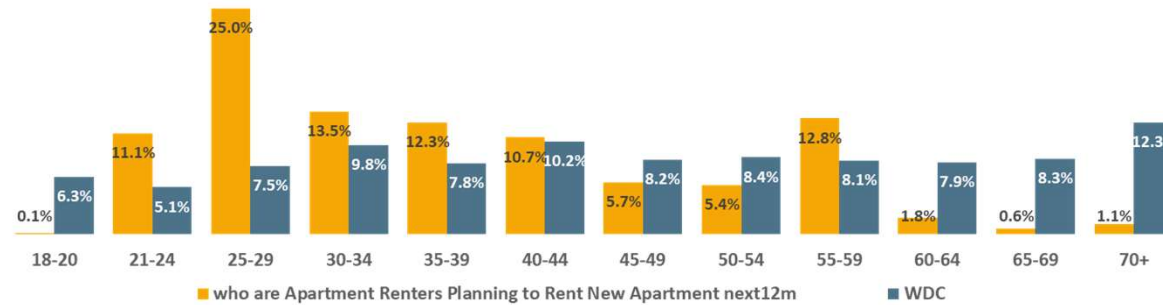
Adults 18 or older

Average Age:

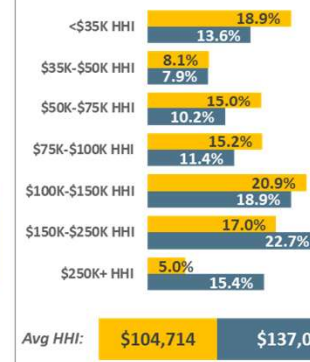
38.2

47.9

who are Apartment Renters Planning to Rent New Apartment next12m



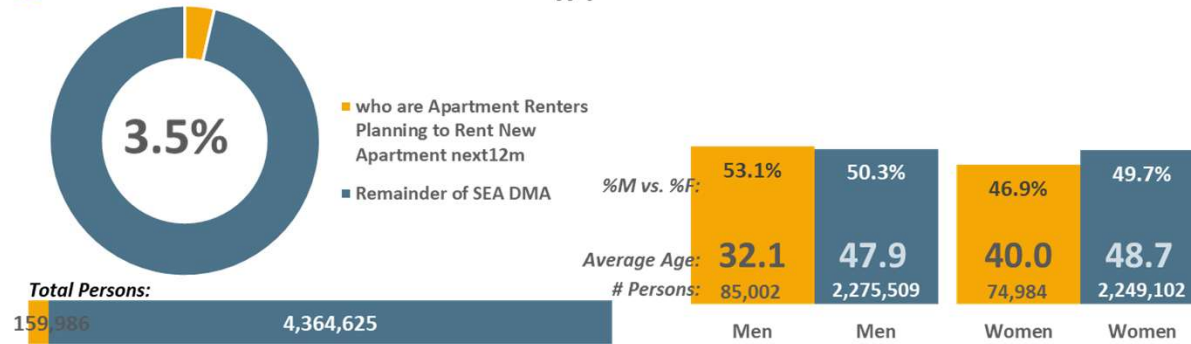
HHI of Target vs. Market:



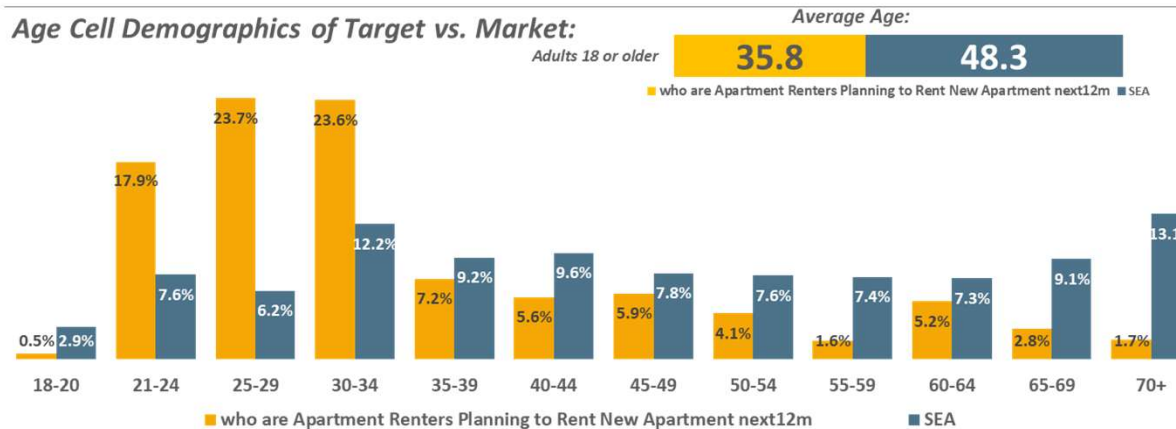


3.5% or 159,986 of SEA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 35.8 years old (25.8% younger than average) and have a \$79,658 (36.2% lower than average) annual household...

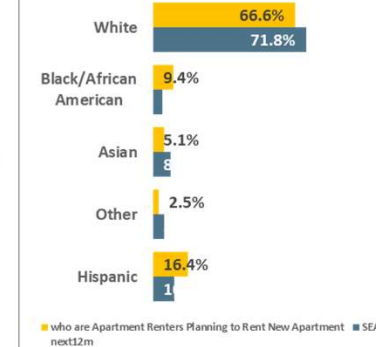
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



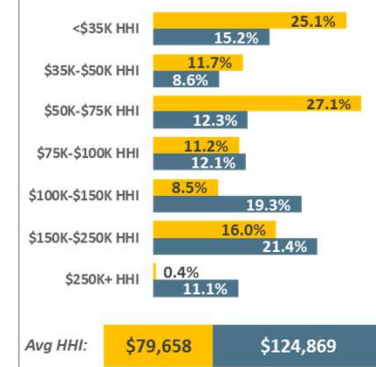
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





1.7% or 82,746 of PHX DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 32.2 years old (34.2% younger than average) and have a \$70,452 (34.2% lower than average) annual household...

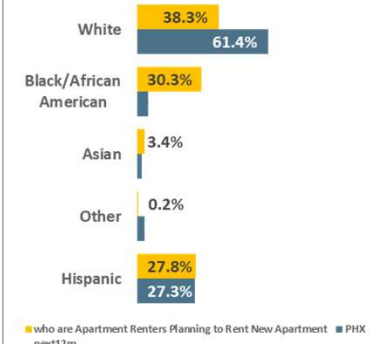
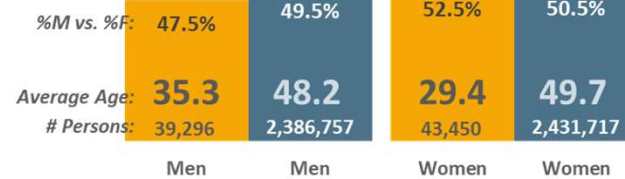
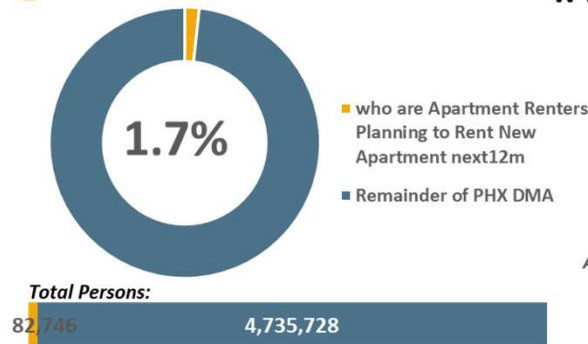


Percent of Market: Adults 18 or older



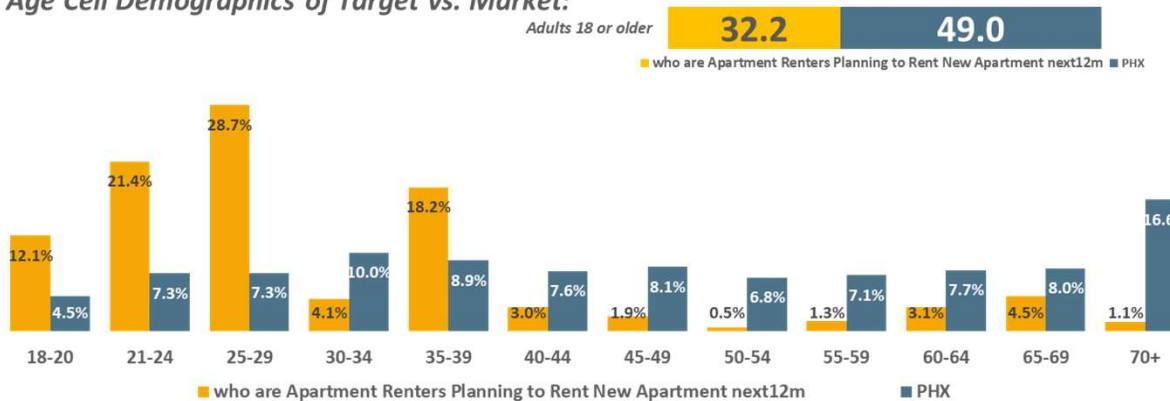
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

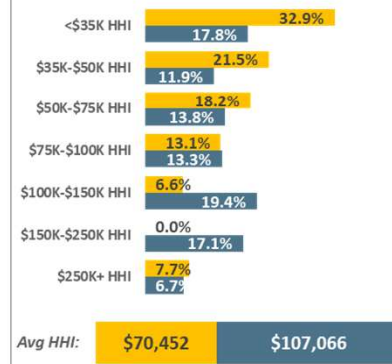


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

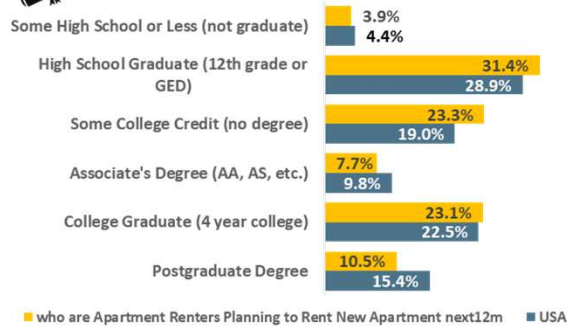




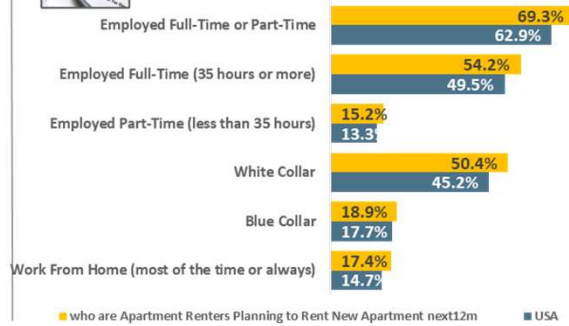
2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 11.2% less likely to be a college graduate, 9.3% more likely to work full-time, 61.2% less likely to be married, 19.7% less likely to be a parent of 1 or more children



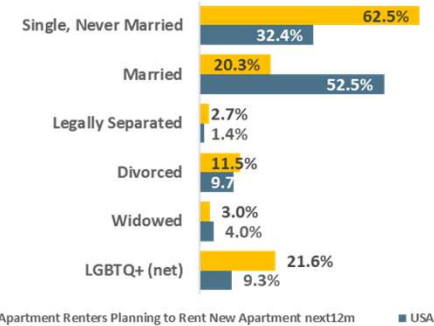
Education Levels: Adults 18 or older



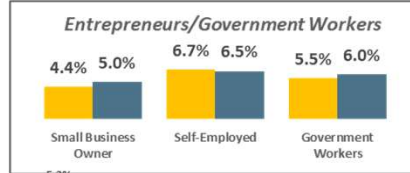
Employment: Adults 18 or older



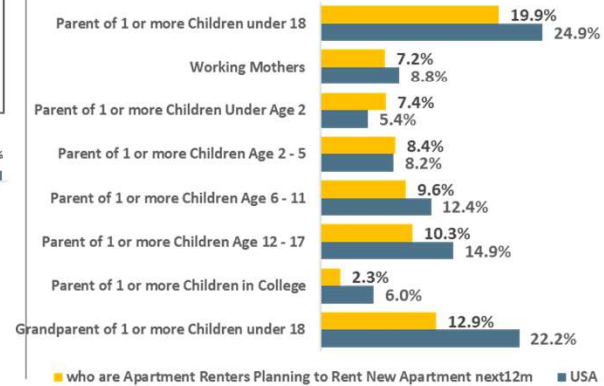
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



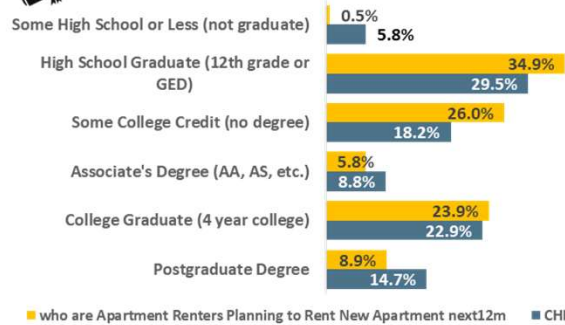
Stage in Life: Adults 18 or older



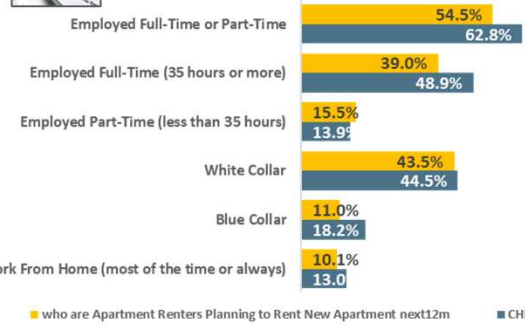


3.5% or 262,894 of CHI DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 12.9% less likely to be a college graduate, 20.2% less likely to work full-time, 54.8% less likely to be married, 14.% less likely to be a parent of 1 or more children

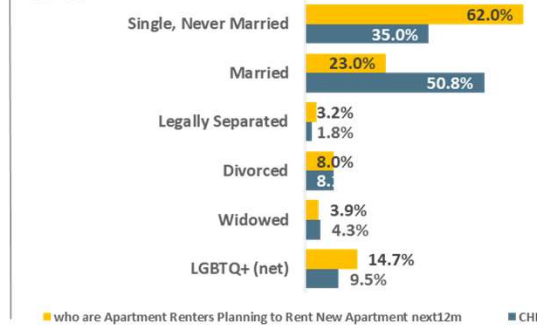
Education Levels: Adults 18 or older



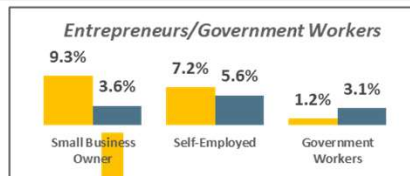
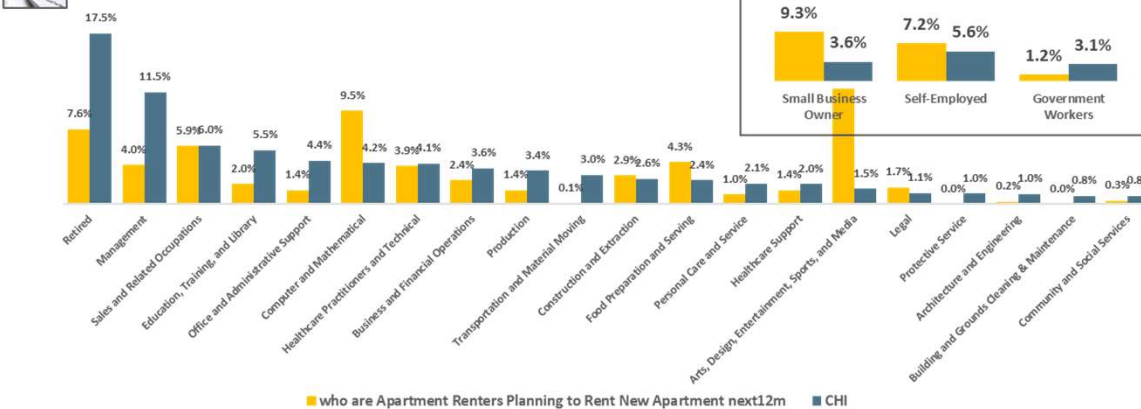
Employment: Adults 18 or older



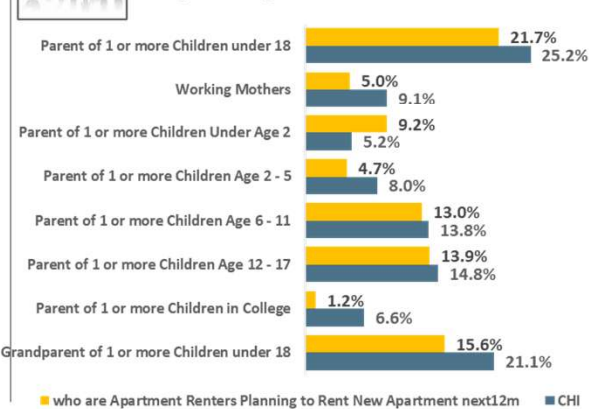
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

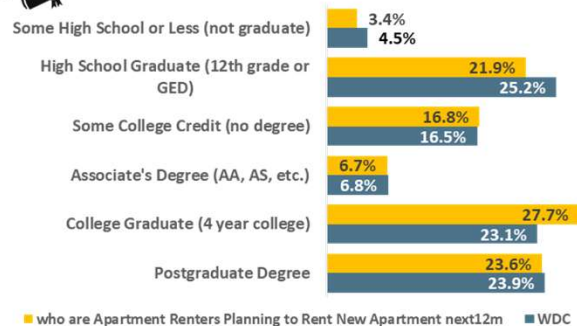




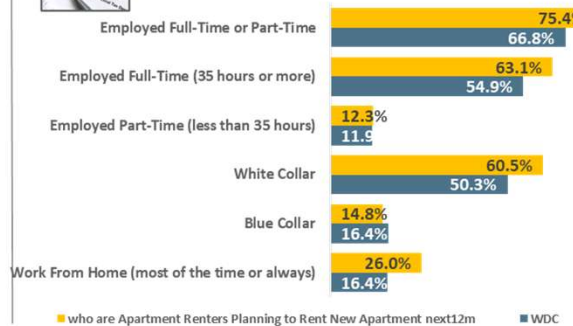
2.7% or 154,578 of WDC DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 9.2% more likely to be a college graduate, 14.9% more likely to work full-time, 41.8% less likely to be married, 24.3% less likely to be a parent of 1 or more children



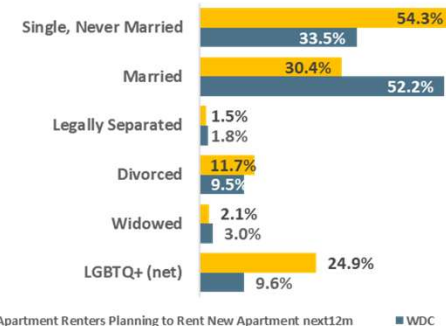
Education Levels: Adults 18 or older



Employment: Adults 18 or older



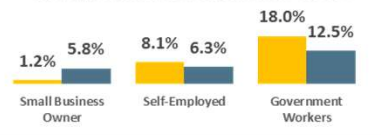
Marital Status: Adults 18 or older



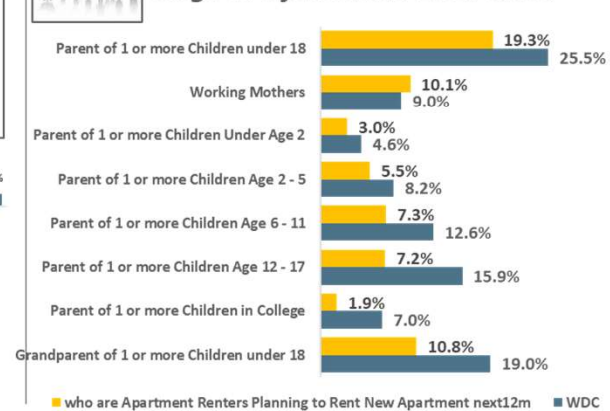
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



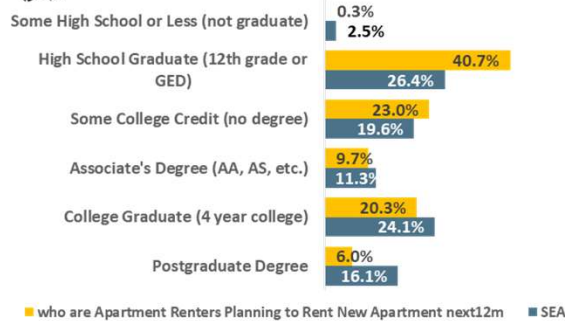
Stage in Life: Adults 18 or older



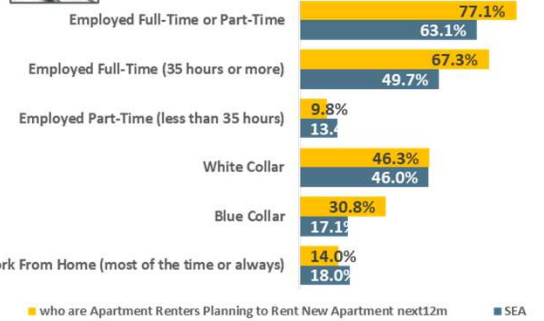


3.5% or 159,986 of SEA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 34.6% less likely to be a college graduate, 35.2% more likely to work full-time, 60.9% less likely to be married, 4.8% more likely to be a parent of 1 or more children

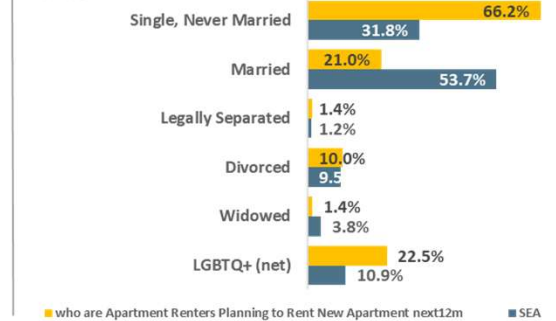
Education Levels: Adults 18 or older



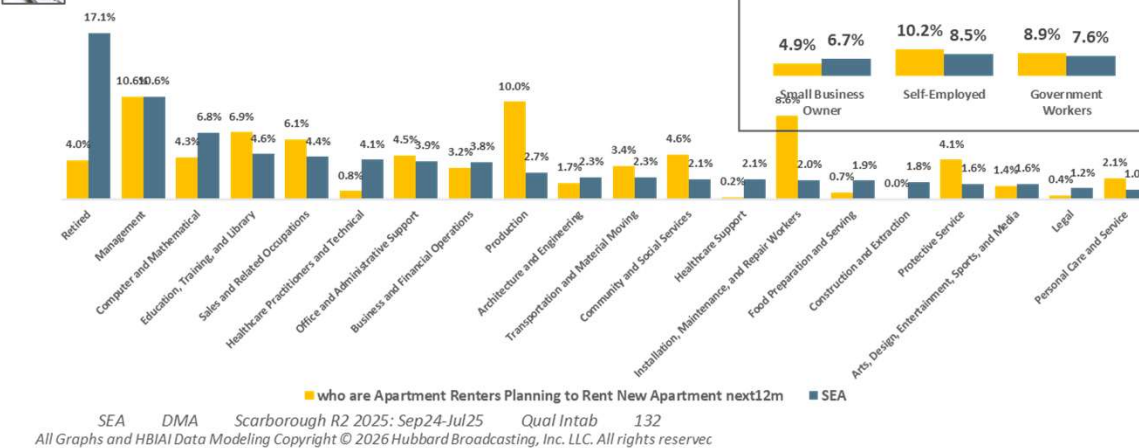
Employment: Adults 18 or older



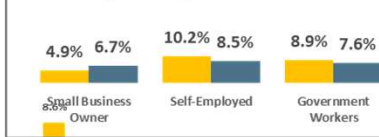
Marital Status: Adults 18 or older



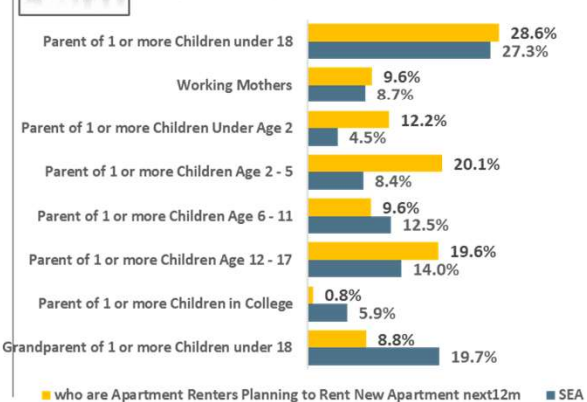
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

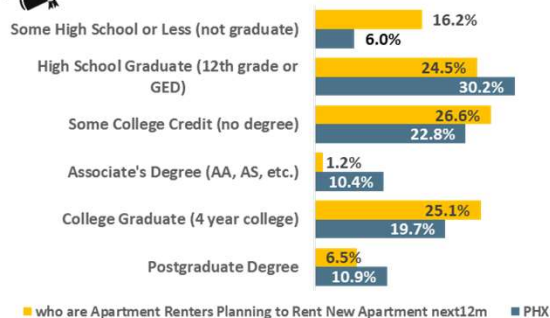




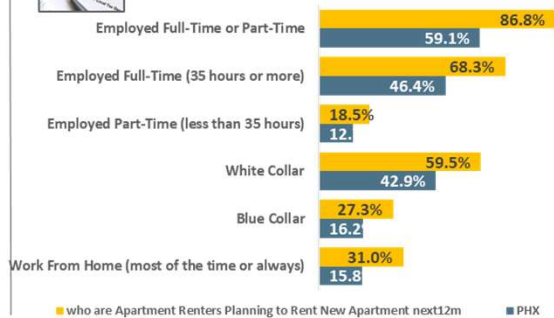
1.7% or 82,746 of PHX DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 3.3% more likely to be a college graduate, 47.1% more likely to work full-time, 77.7% less likely to be married, 68.3% less likely to be a parent of 1 or more children



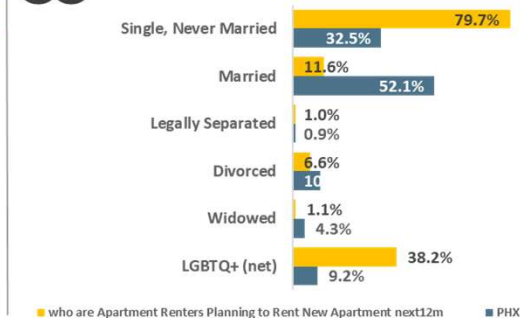
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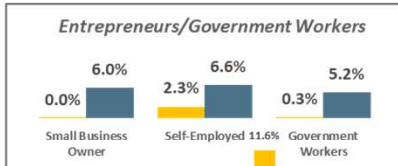
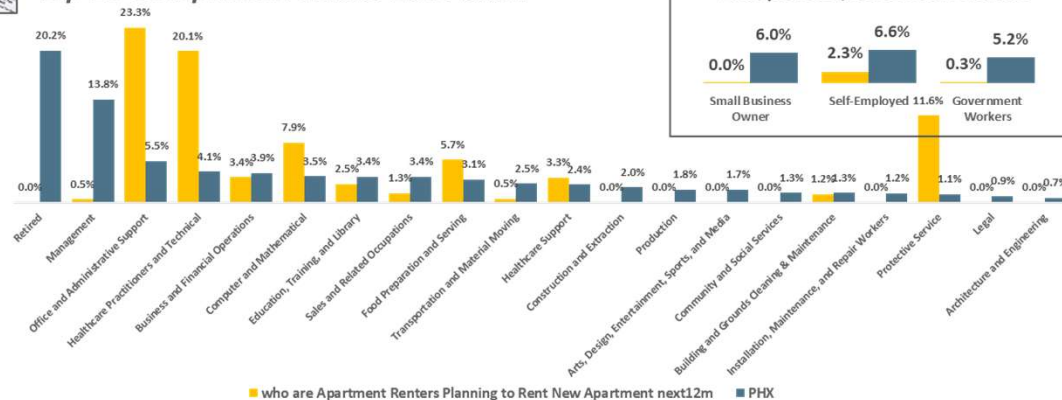
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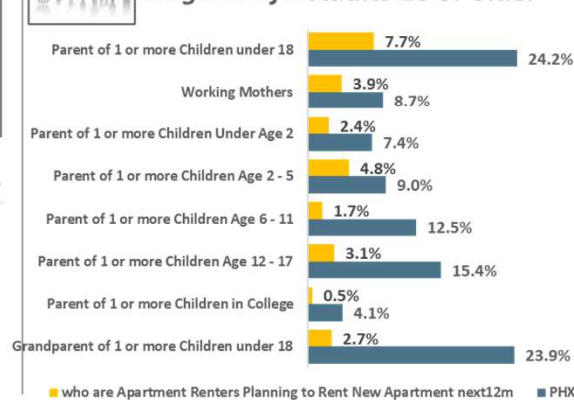
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



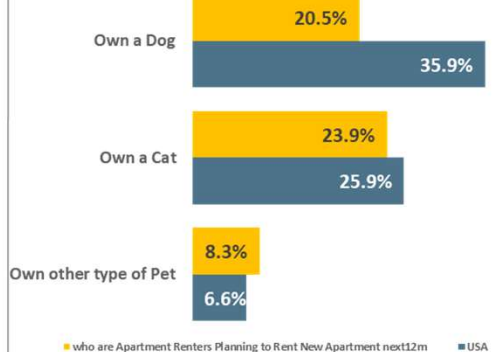
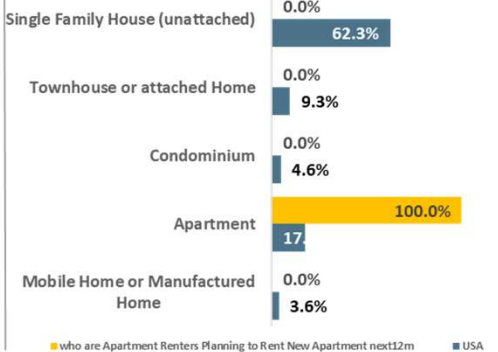


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#DIV/0!

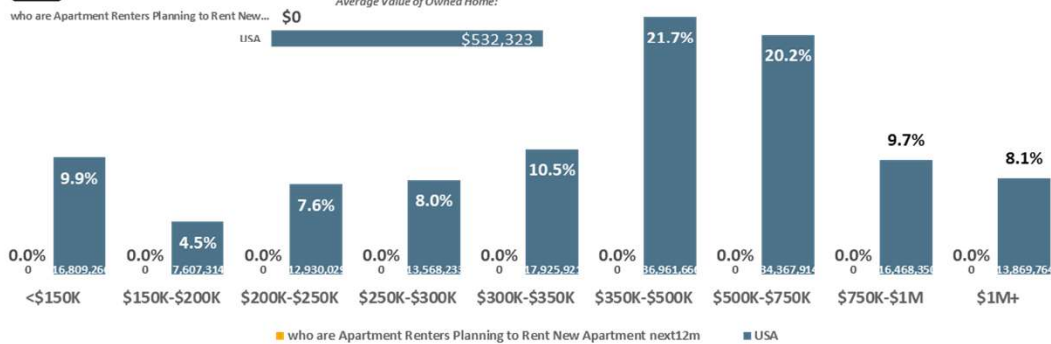
Own/Rent/Other: Adults 18 or older

Type of Home: Adults 18 or older

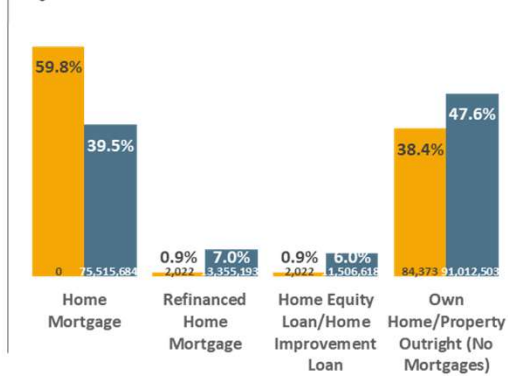
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

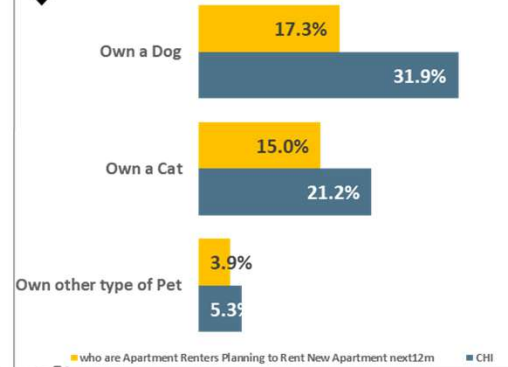
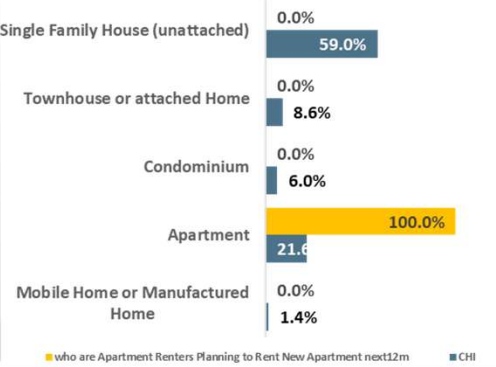
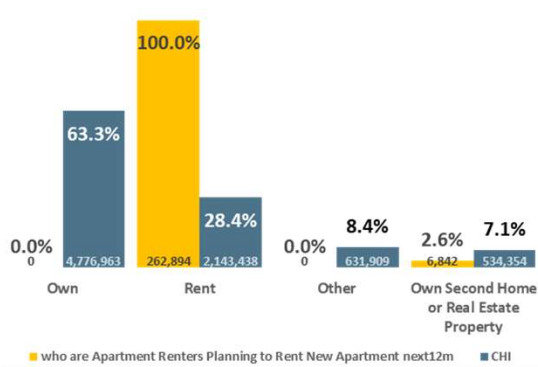


[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



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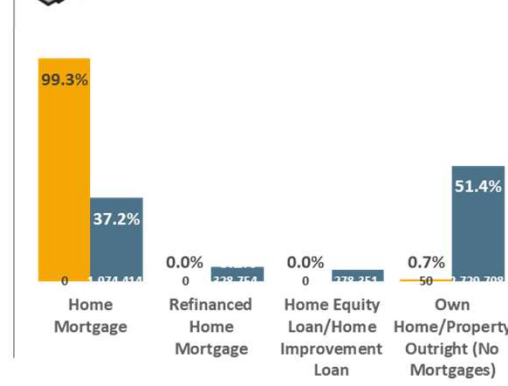
Own/Rent/Other: Adults 18 or older **Type of Home: Adults 18 or older** **Pets in Home: Adults 18 or older**



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

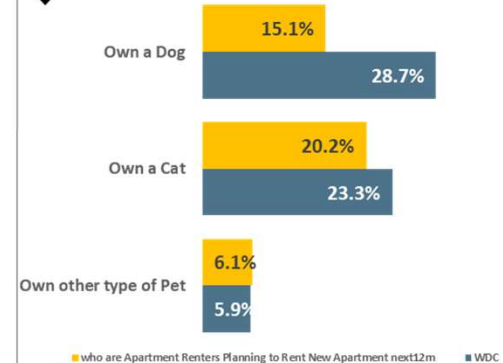
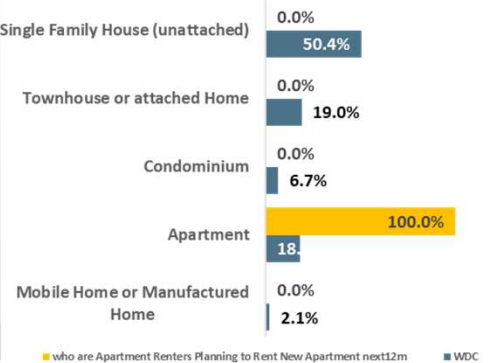
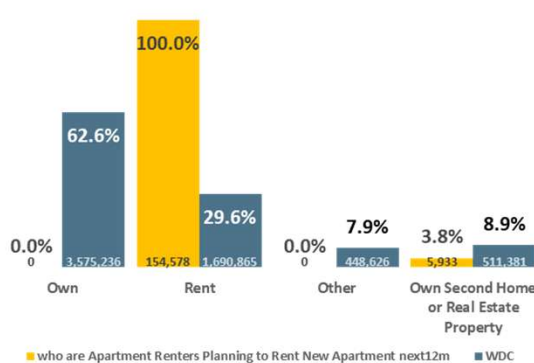


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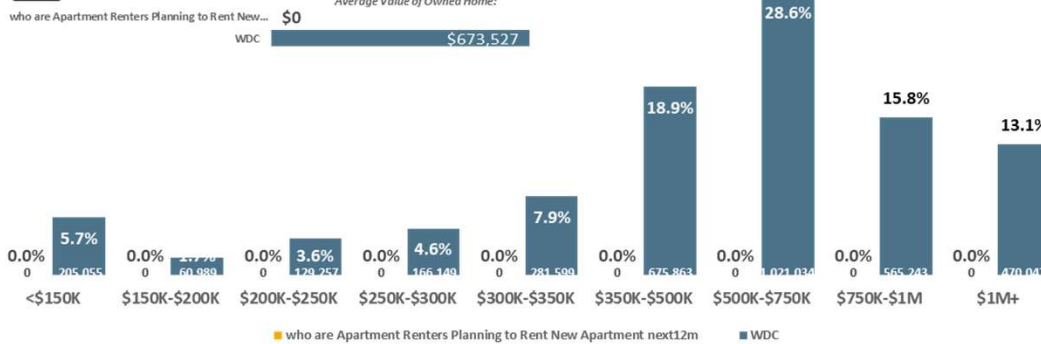


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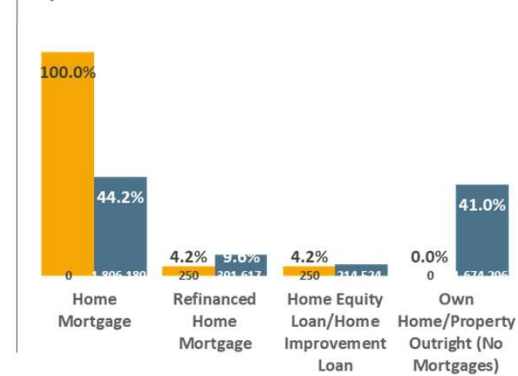
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Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

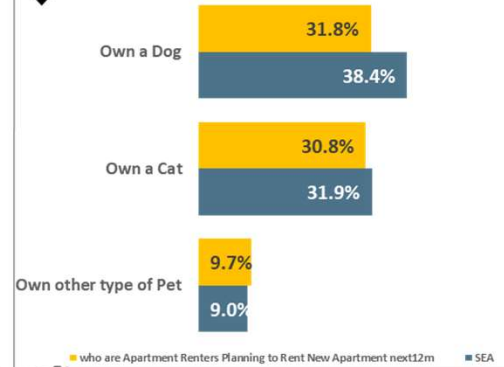
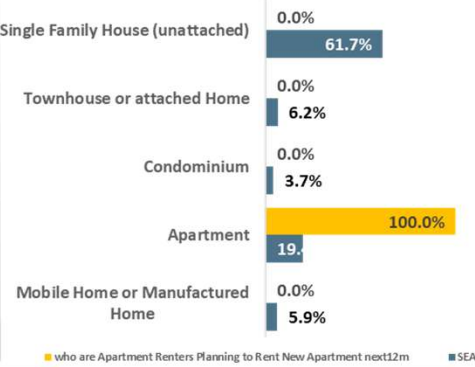
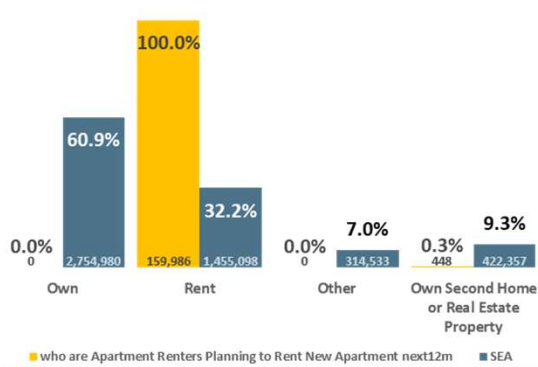


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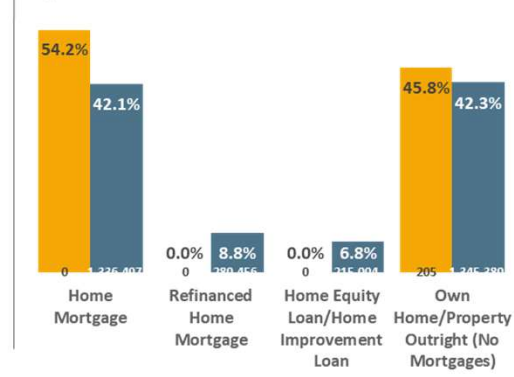
Own/Rent/Other: Adults 18 or older **Type of Home: Adults 18 or older** **Pets in Home: Adults 18 or older**



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



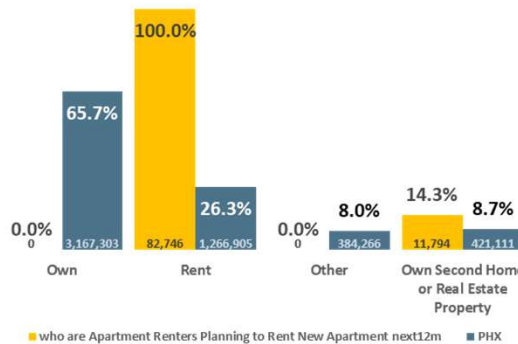
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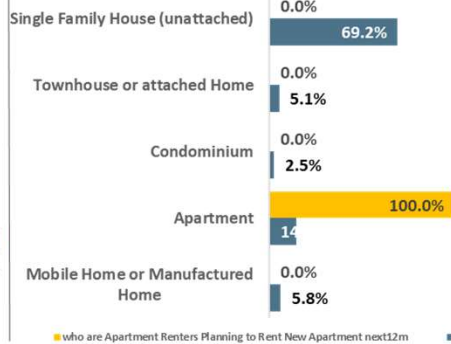
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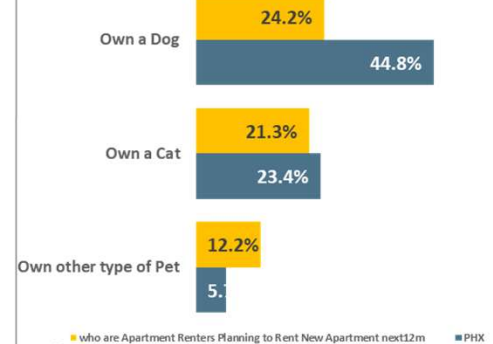
Own/Rent/Other: Adults 18 or older



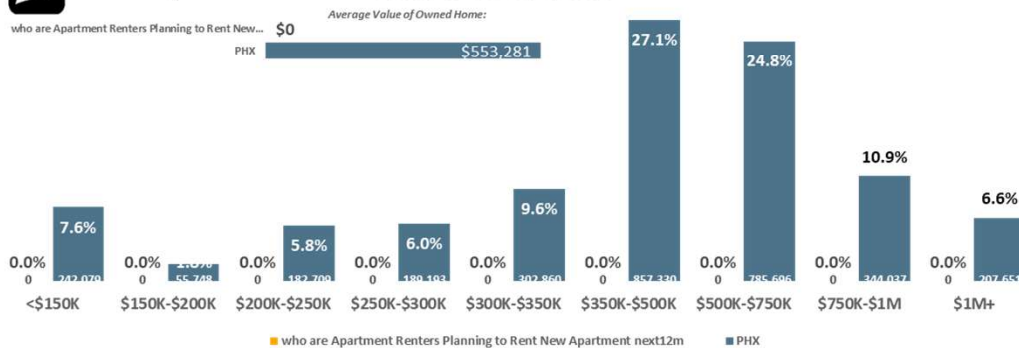
Type of Home: Adults 18 or older



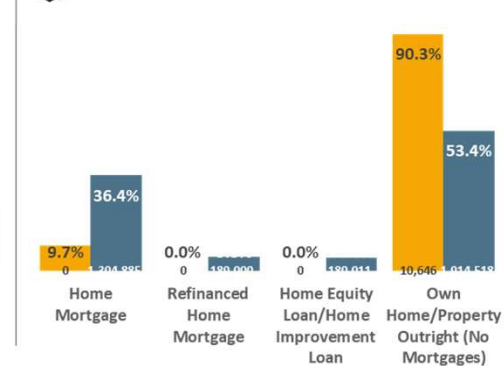
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

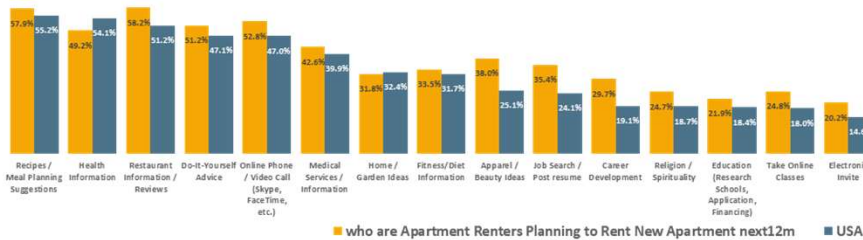




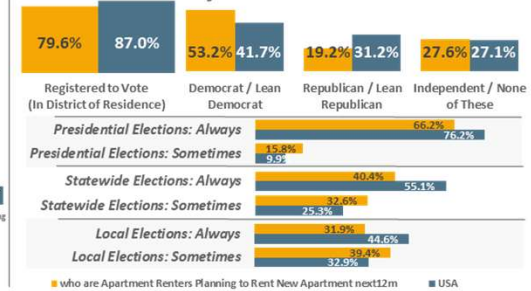
2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 8.8% more likely to look up D-I-Y advice online, 28.4% less likely to always vote in local elections, 4.3% more likely to belong to a gym, .5% more likely to fly domes



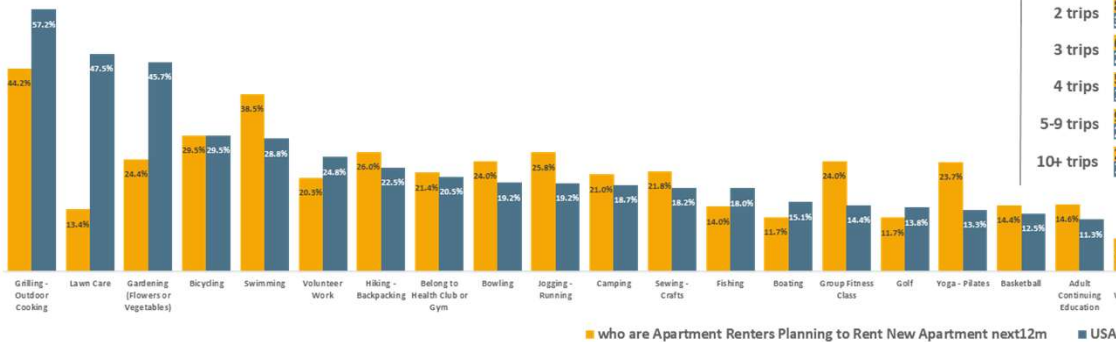
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



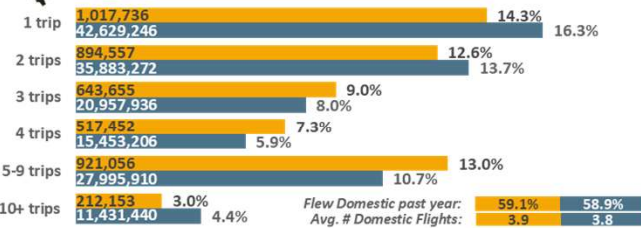
Political Activity: Adults 18 or older



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



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





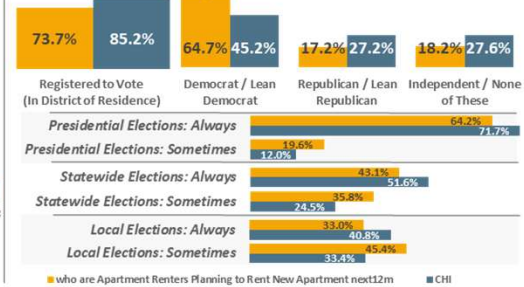
3.5% or 262,894 of CHI DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 13.4% less likely to look up D-I-Y advice online, 19.1% less likely to always vote in local elections, 32.4% more likely to belong to a gym, 13.8% more likely to fly d



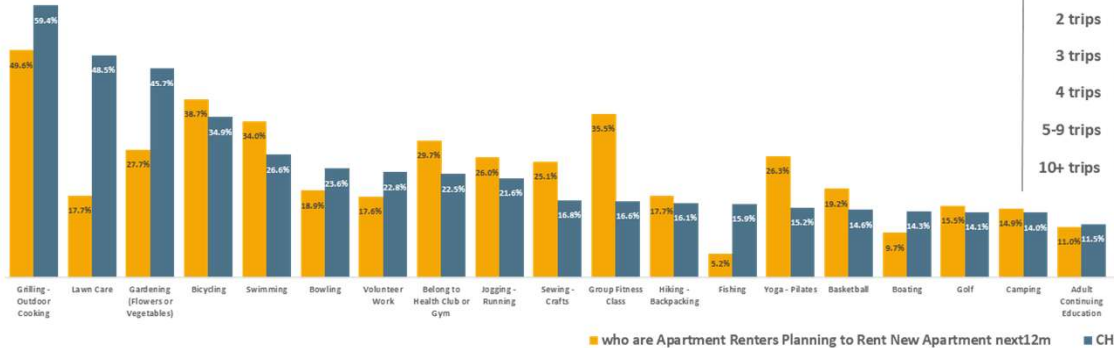
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



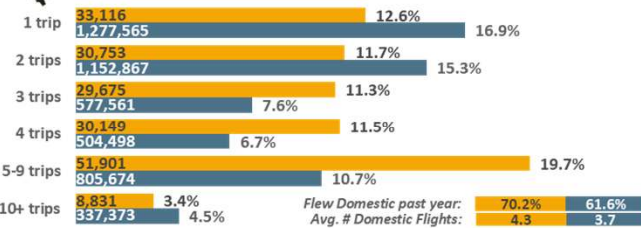
Political Activity: Adults 18 or older



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



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



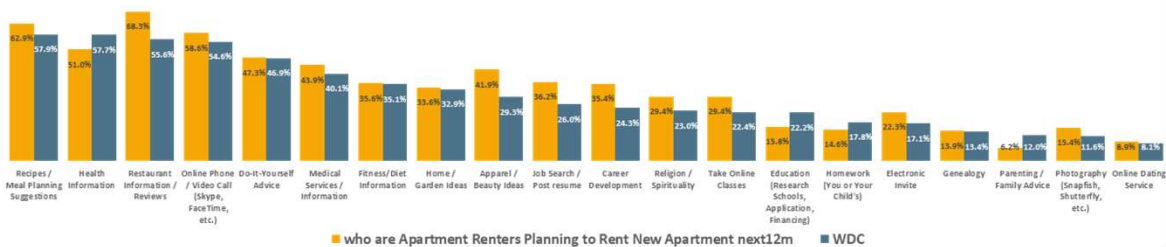
Flew Domestic past year: 70.2% vs 61.6%
Avg. # Domestic Flights: 4.3 vs 3.7



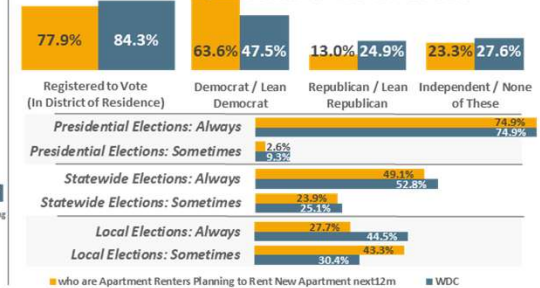
2.7% or 154,578 of WDC DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are .8% more likely to look up D-I-Y advice online, 37.7% less likely to always vote in local elections, 17.2% less likely to belong to a gym, 14.2% less likely to fly dom



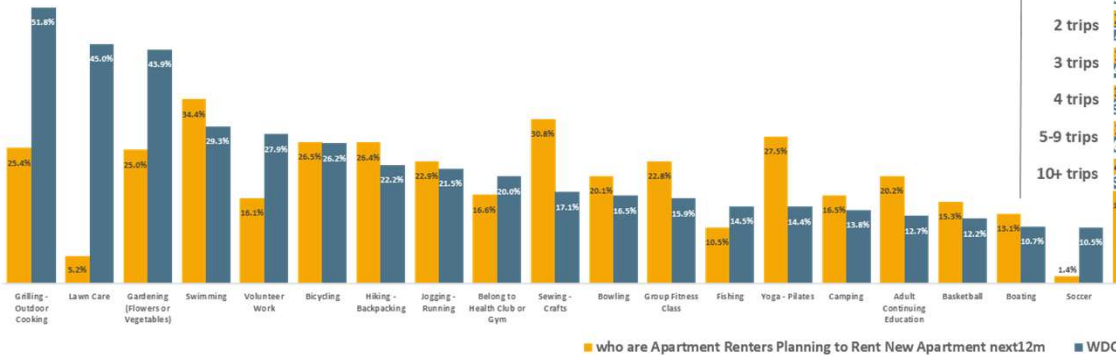
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



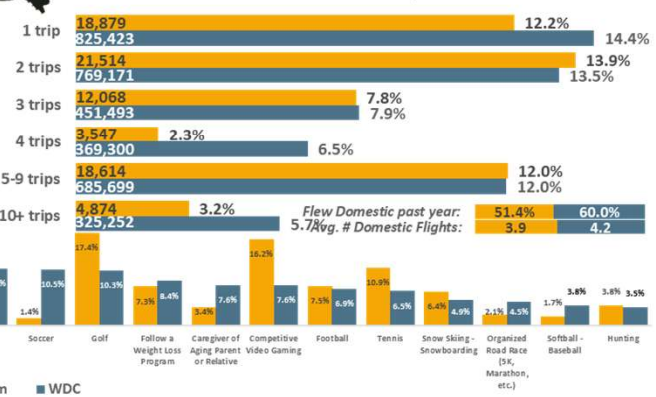
Political Activity: Adults 18 or older



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



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





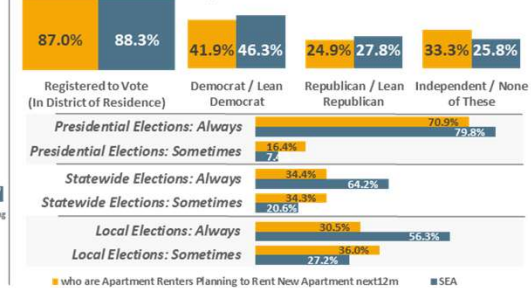
3.5% or 159,986 of SEA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 25.1% more likely to look up D-I-Y advice online, 45.9% less likely to always vote in local elections, 35.5% less likely to belong to a gym, 12.6% more likely to fly d



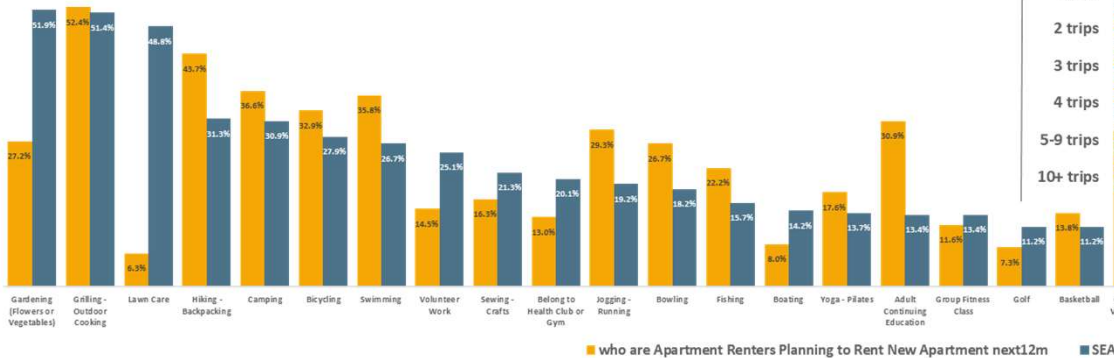
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



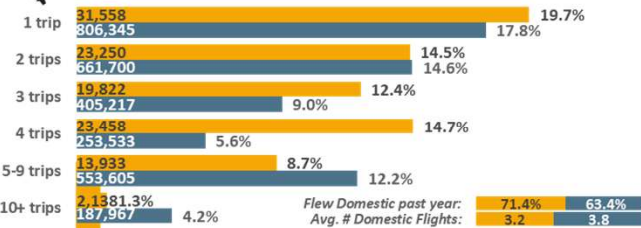
Political Activity: Adults 18 or older



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



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





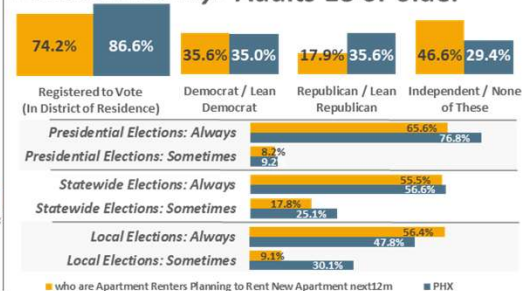
1.7% or 82,746 of PHX DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 39.2% more likely to look up D-I-Y advice online, 18.% more likely to always vote in local elections, 15.1% more likely to belong to a gym, 18.2% less likely to fly do



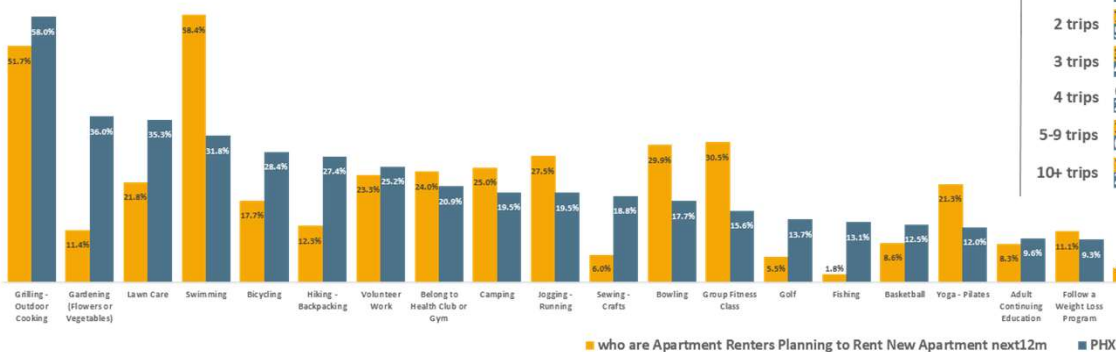
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



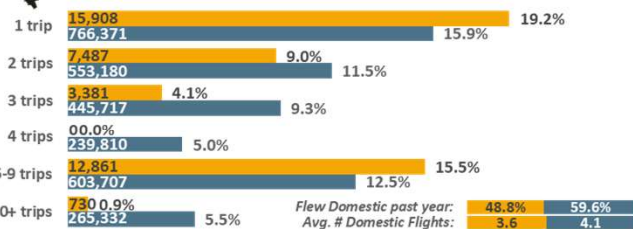
Political Activity: Adults 18 or older



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



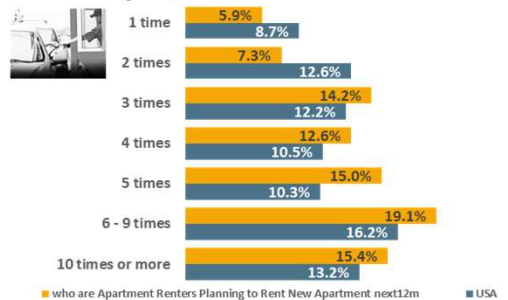
Past 12-months Domestic Airline Trips: Adults 18 or older



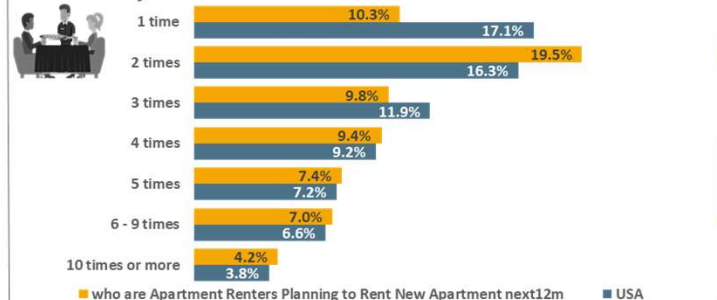


2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 7.% more likely to use QSRs past mo., 6.% less likely to use Sit-Down Restaurants past mo., 12.3% more likely to use Casinos past yr., 48.% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



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



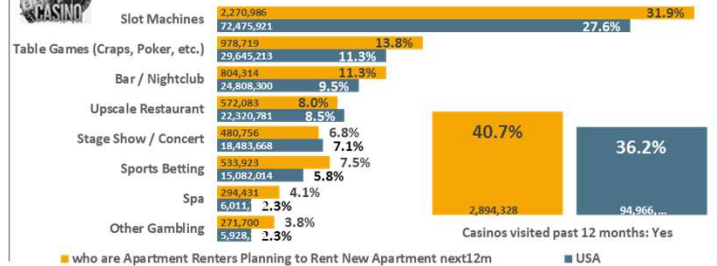
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



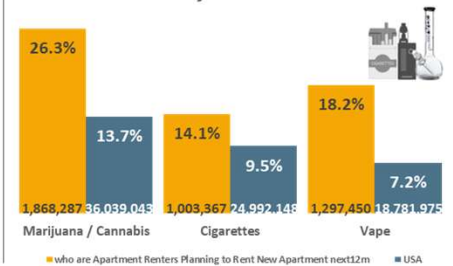
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



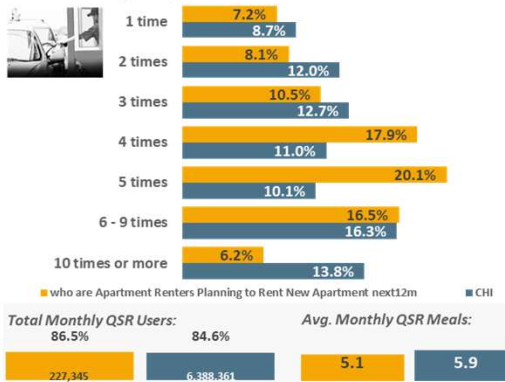
Used Past 30-days: Adults 18 or older



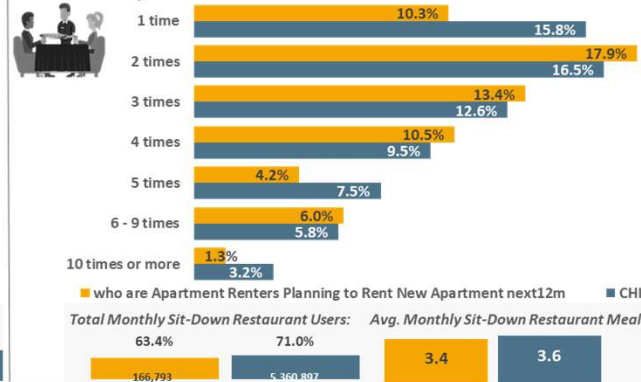


3.5% or 262,894 of CHI DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 2.2% more likely to use QSRs past mo., 10.6% less likely to use Sit-Down Restaurants past mo., 13.9% more likely to use Casinos past yr., 4.2% less likely to smoke cig

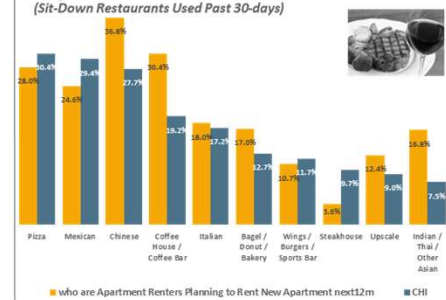
Past 30-days QSR Users: Adults 18 or older



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



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

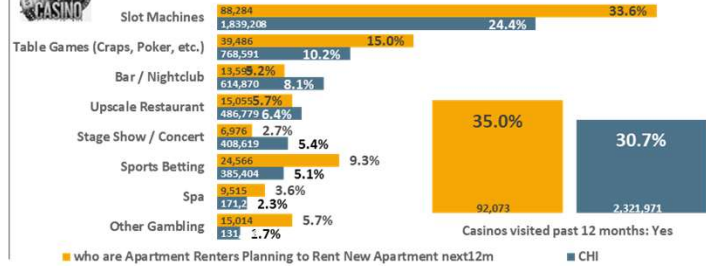


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)
 who are Apartment Renters Planning to Rent New... 112,859 42.9%
 CHI 1,704,342 22.6%

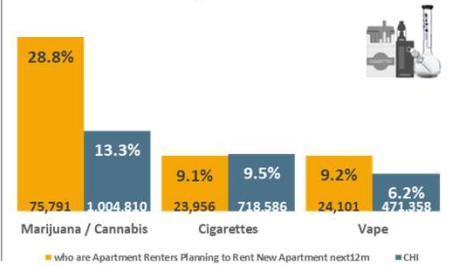
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



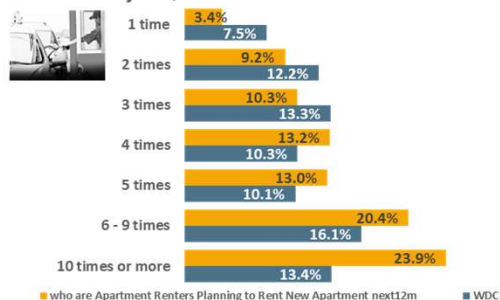
Used Past 30-days: Adults 18 or older



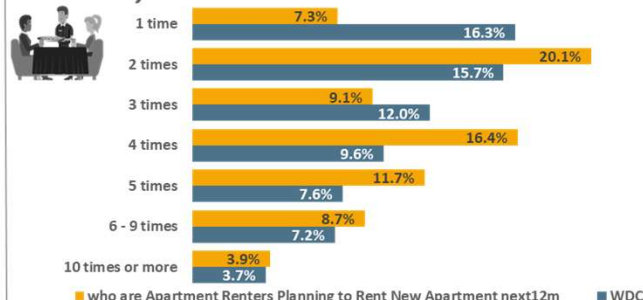


2.7% or 154,578 of WDC DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 12.6% more likely to use QSRs past mo., 7.2% more likely to use Sit-Down Restaurants past mo., 16.5% more likely to use Casinos past yr., 46.4% more likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



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



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



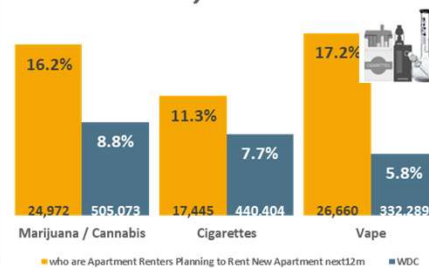
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



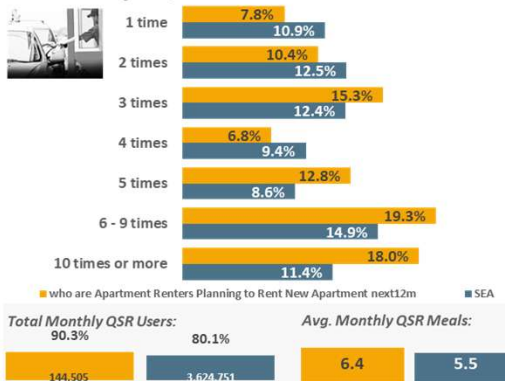
Used Past 30-days: Adults 18 or older



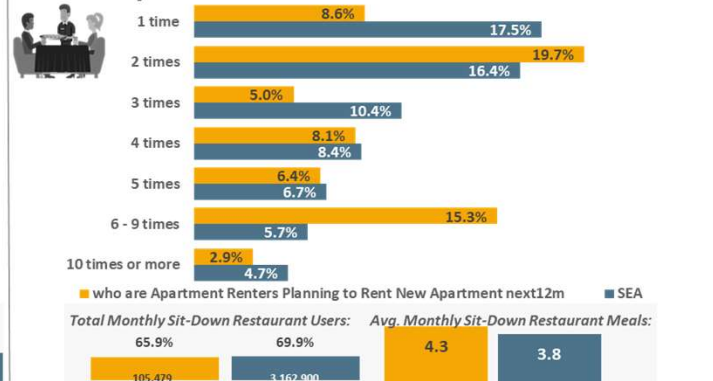


3.5% or 159,986 of SEA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 12.7% more likely to use QSRs past mo., 5.7% less likely to use Sit-Down Restaurants past mo., 5.0% less likely to use Casinos past yr., 33.2% more likely to smoke ciga

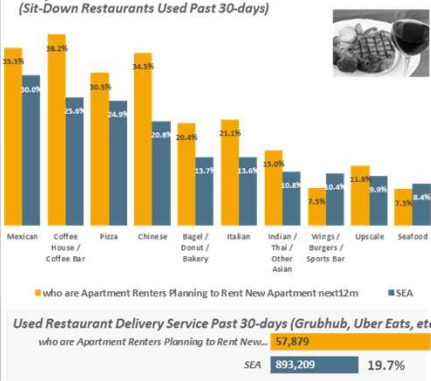
Past 30-days QSR Users: Adults 18 or older



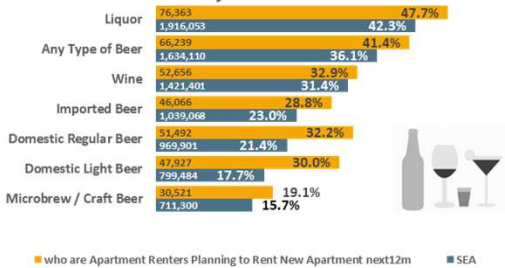
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



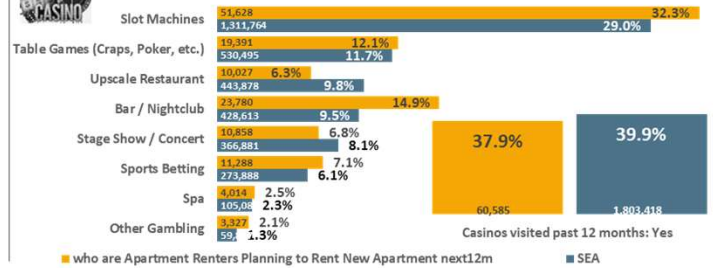
Top-10 Cuisines: Adults 18 or older



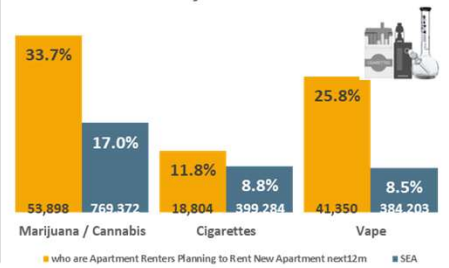
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



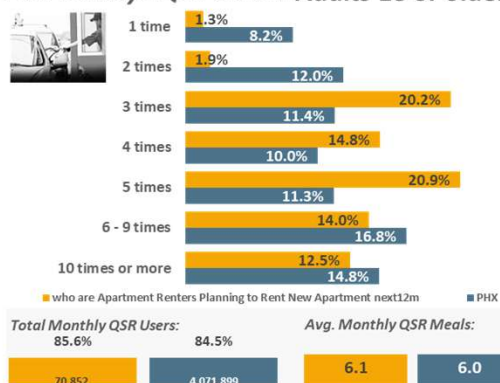
Used Past 30-days: Adults 18 or older





1.7% or 82,746 of PHX DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 1.3% more likely to use QSRs past mo., 19.2% less likely to use Sit-Down Restaurants past mo., 15.9% more likely to use Casinos past yr., 68.7% more likely to smoke ci

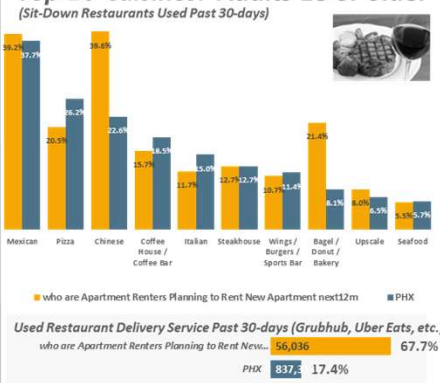
Past 30-days QSR Users: Adults 18 or older



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



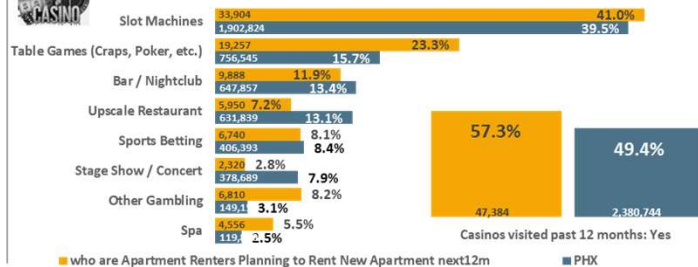
Top-10 Cuisines: Adults 18 or older



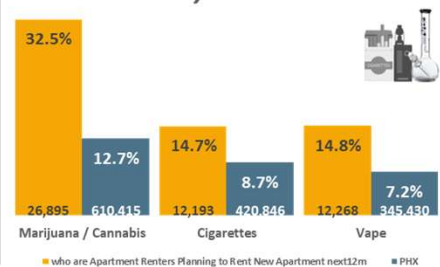
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

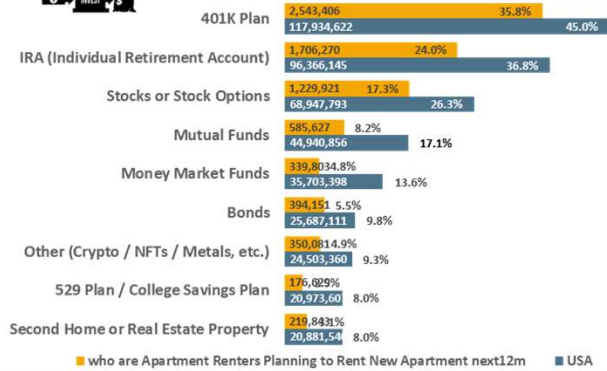




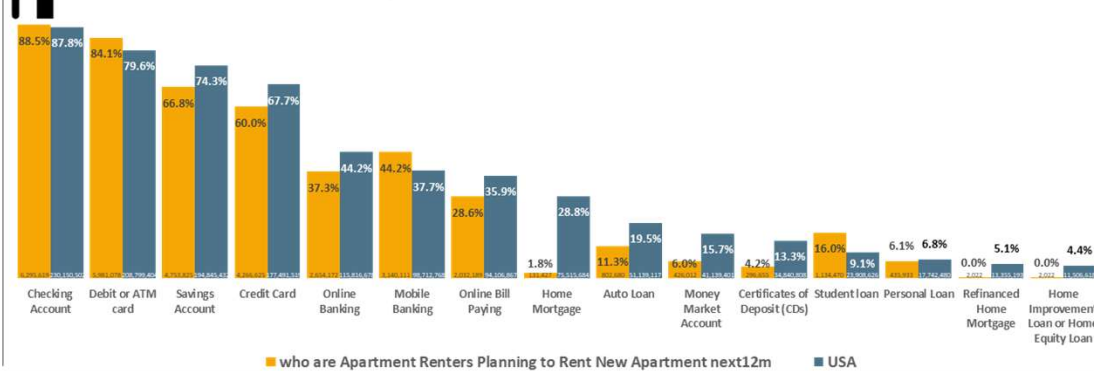
2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 20.5% less likely to have a 401K, 42.1% less likely to have an Auto Loan, 18.3% less likely to Invest/Trade Stocks Online, 17.4% more likely to pay with their Debit Ca



Investments Owned: Adults 18 or older



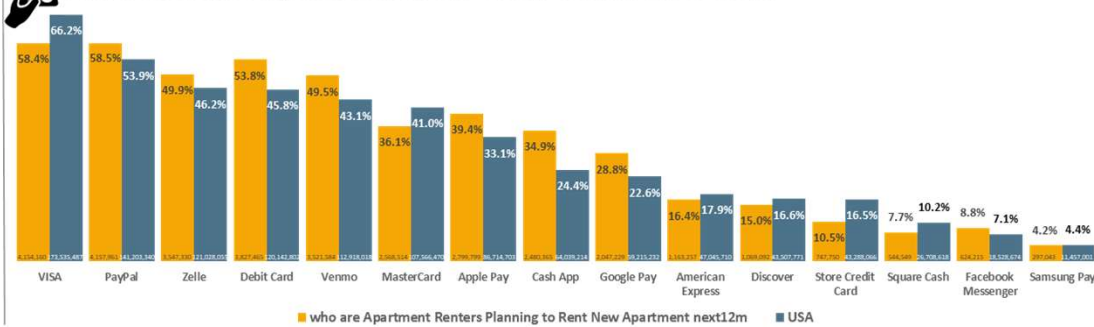
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

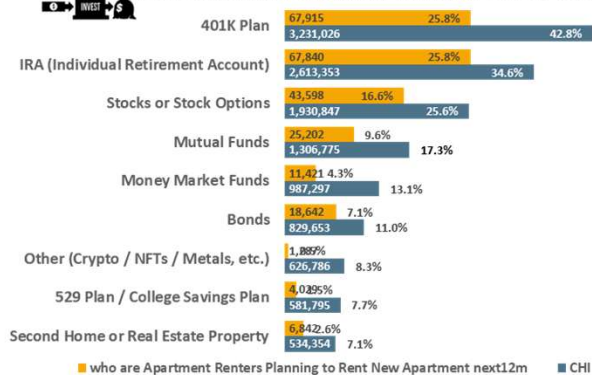




3.5% or 262,894 of CHI DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 39.6% less likely to have a 401K, 64.6% less likely to have an Auto Loan, 10.4% more likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Ca



Investments Owned: Adults 18 or older



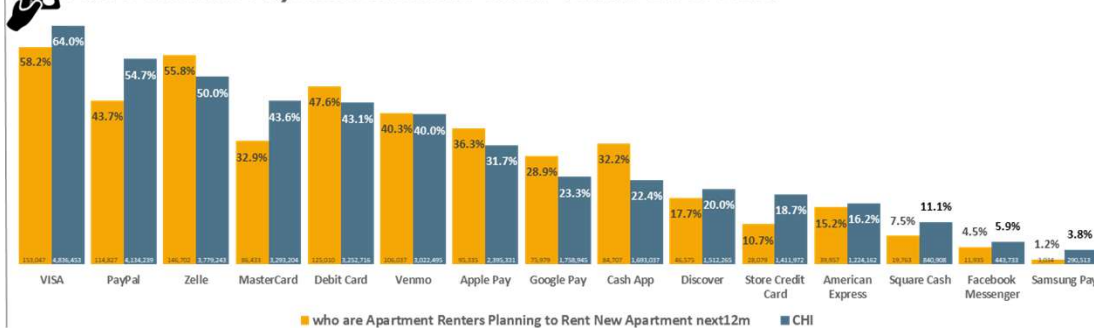
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





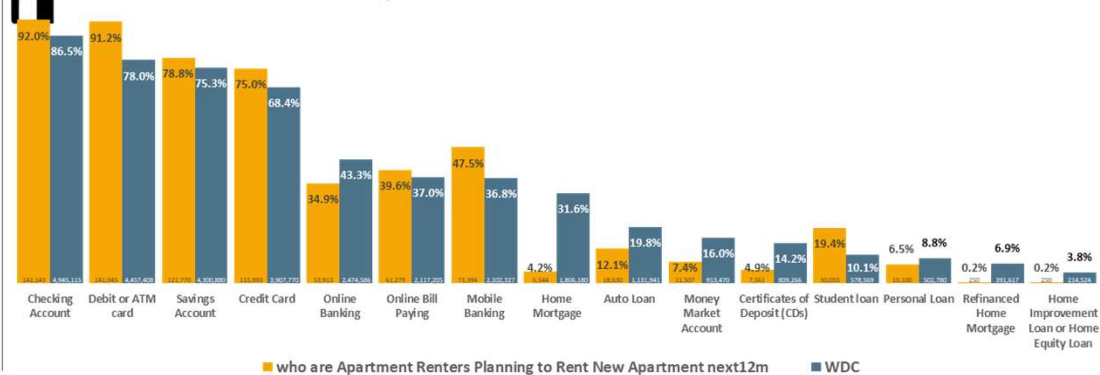
2.7% or 154,578 of WDC DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 13.8% more likely to have a 401K, 39.2% less likely to have an Auto Loan, 11.5% less likely to Invest/Trade Stocks Online, 17.% more likely to pay with their Debit Car



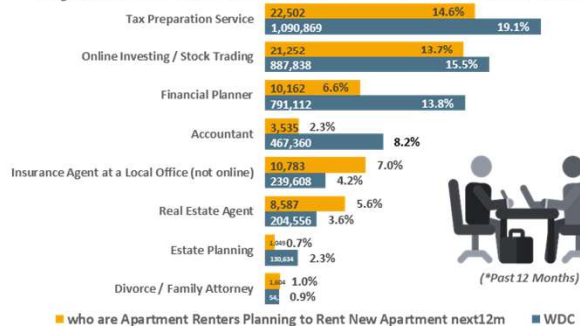
Investments Owned: Adults 18 or older



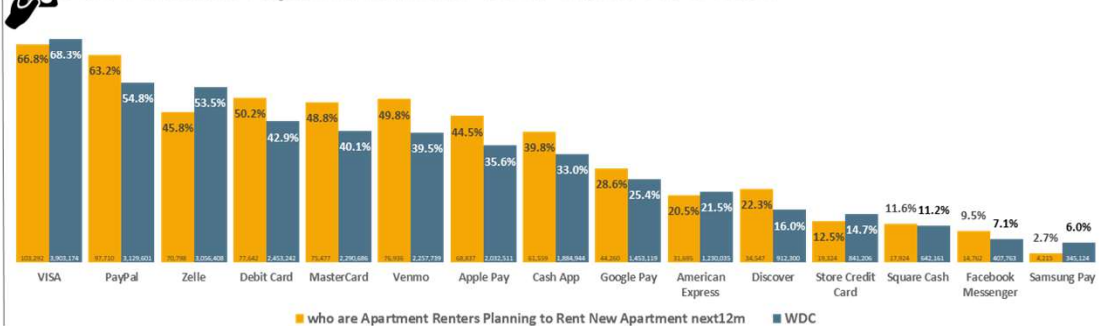
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

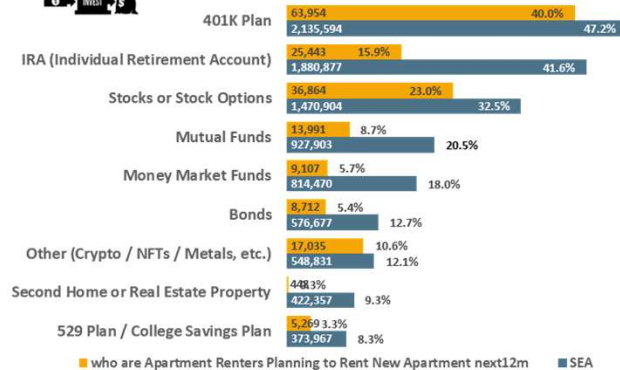




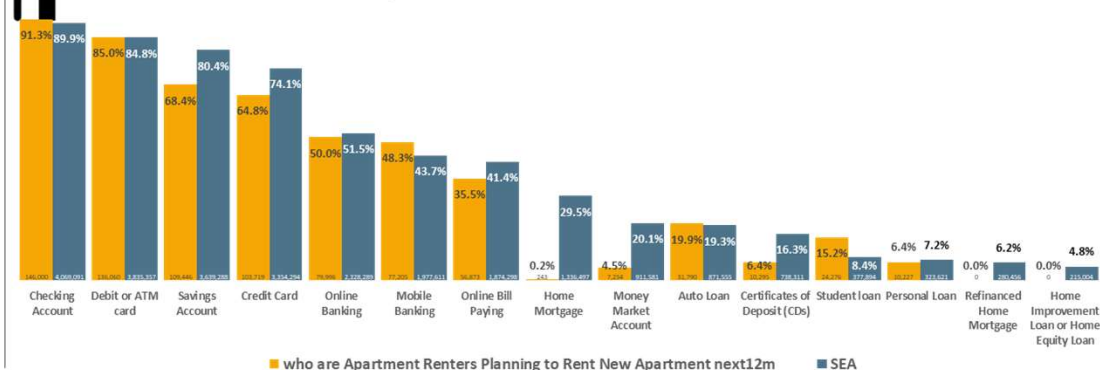
3.5% or 159,986 of SEA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 15.3% less likely to have a 401K, 3.2% more likely to have an Auto Loan, 13.2% less likely to Invest/Trade Stocks Online, 26.5% more likely to pay with their Debit Car



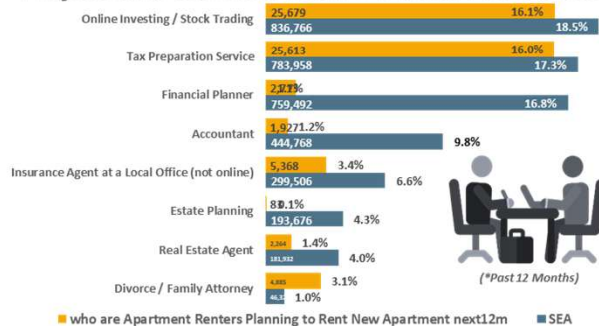
Investments Owned: Adults 18 or older



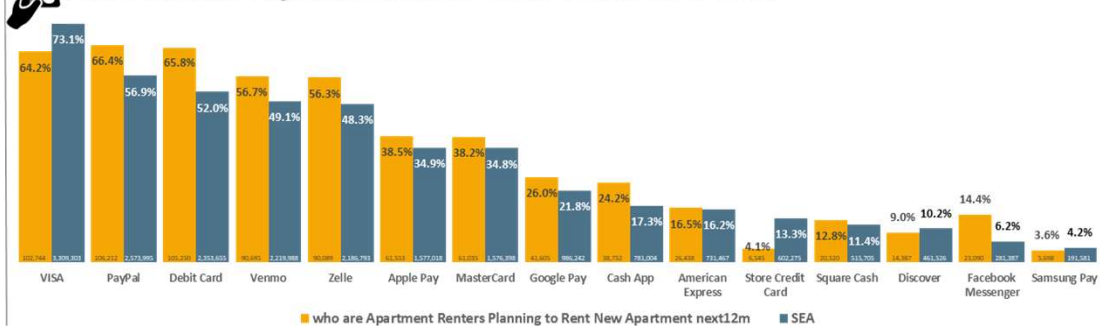
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

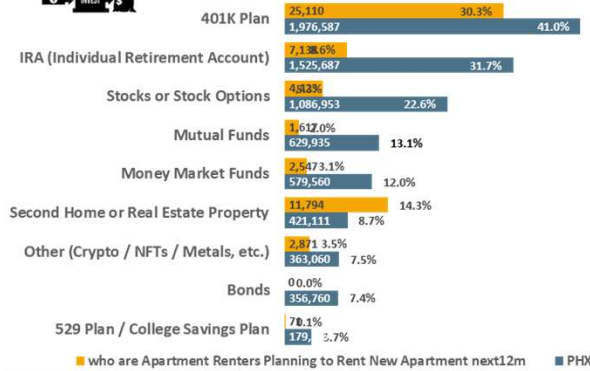




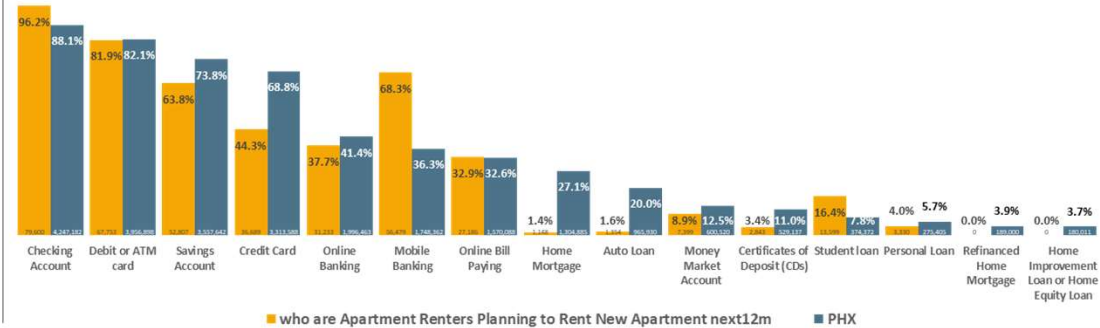
1.7% or 82,746 of PHX DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 26.6% less likely to have a 401K, 91.8% less likely to have an Auto Loan, 73.4% less likely to Invest/Trade Stocks Online, 13.1% more likely to pay with their Debit Car



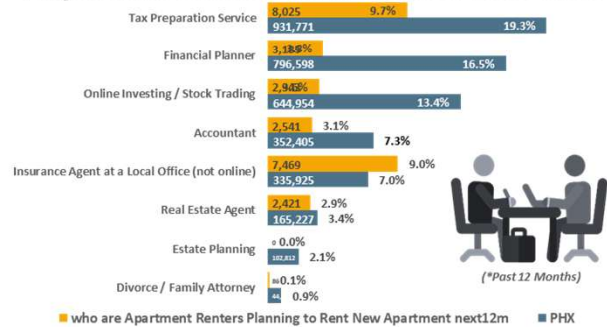
Investments Owned: Adults 18 or older



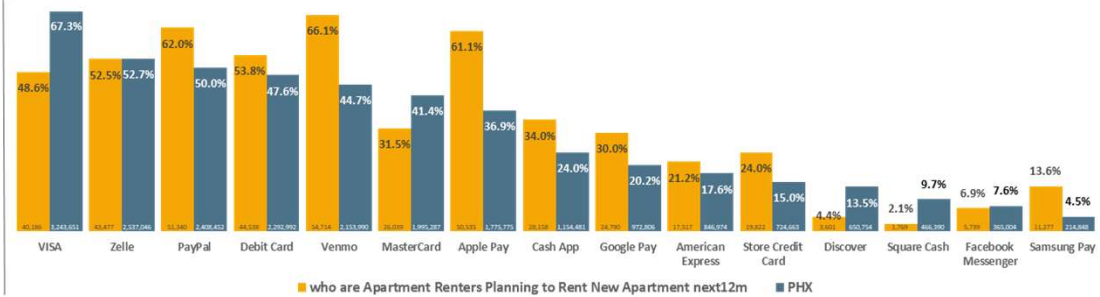
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

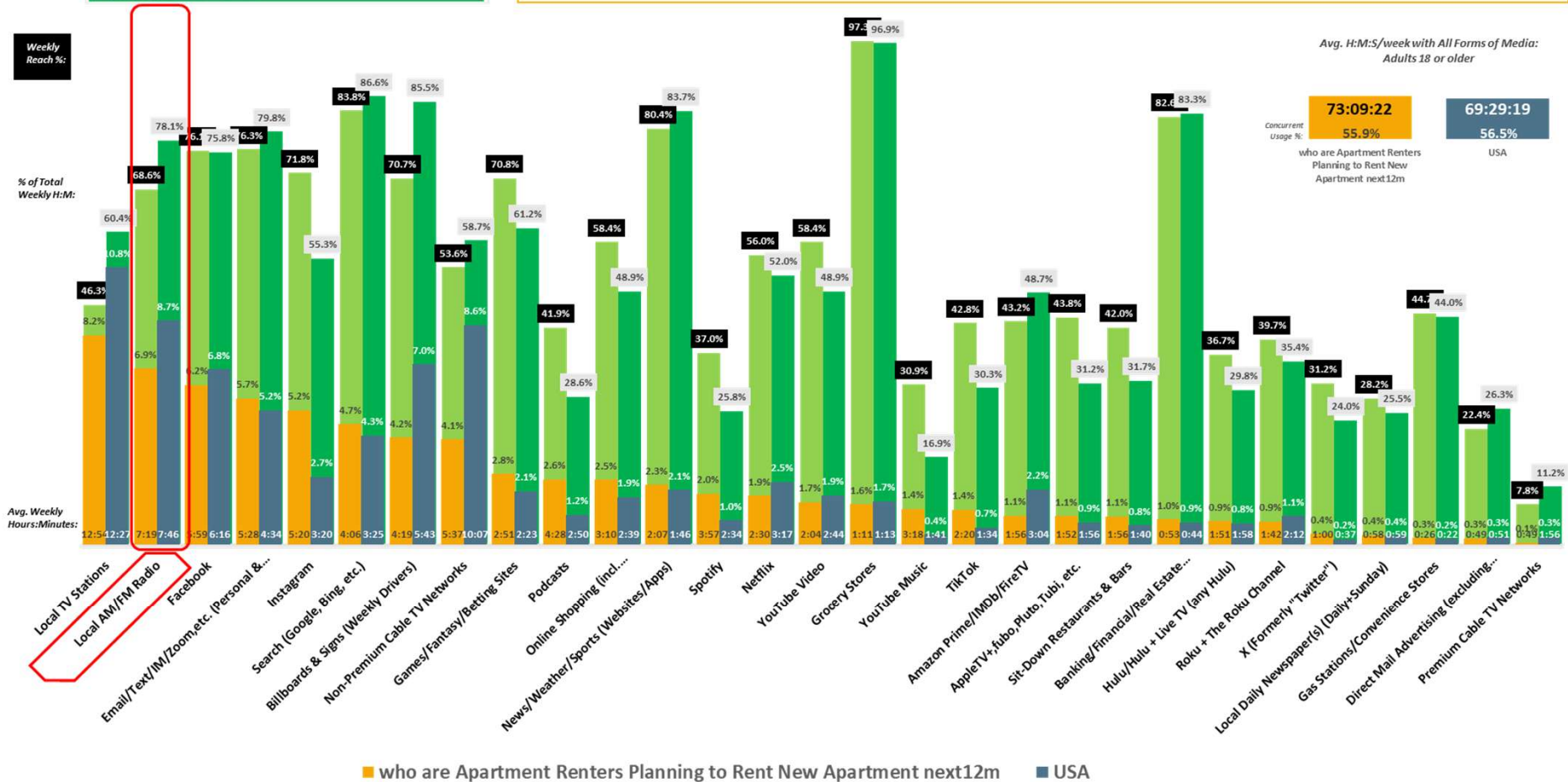


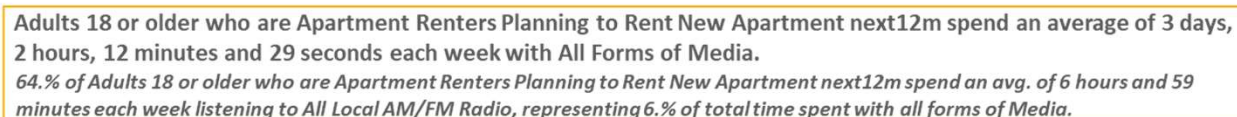
Past 3-Months Payment Methods Used: Adults 18 or older





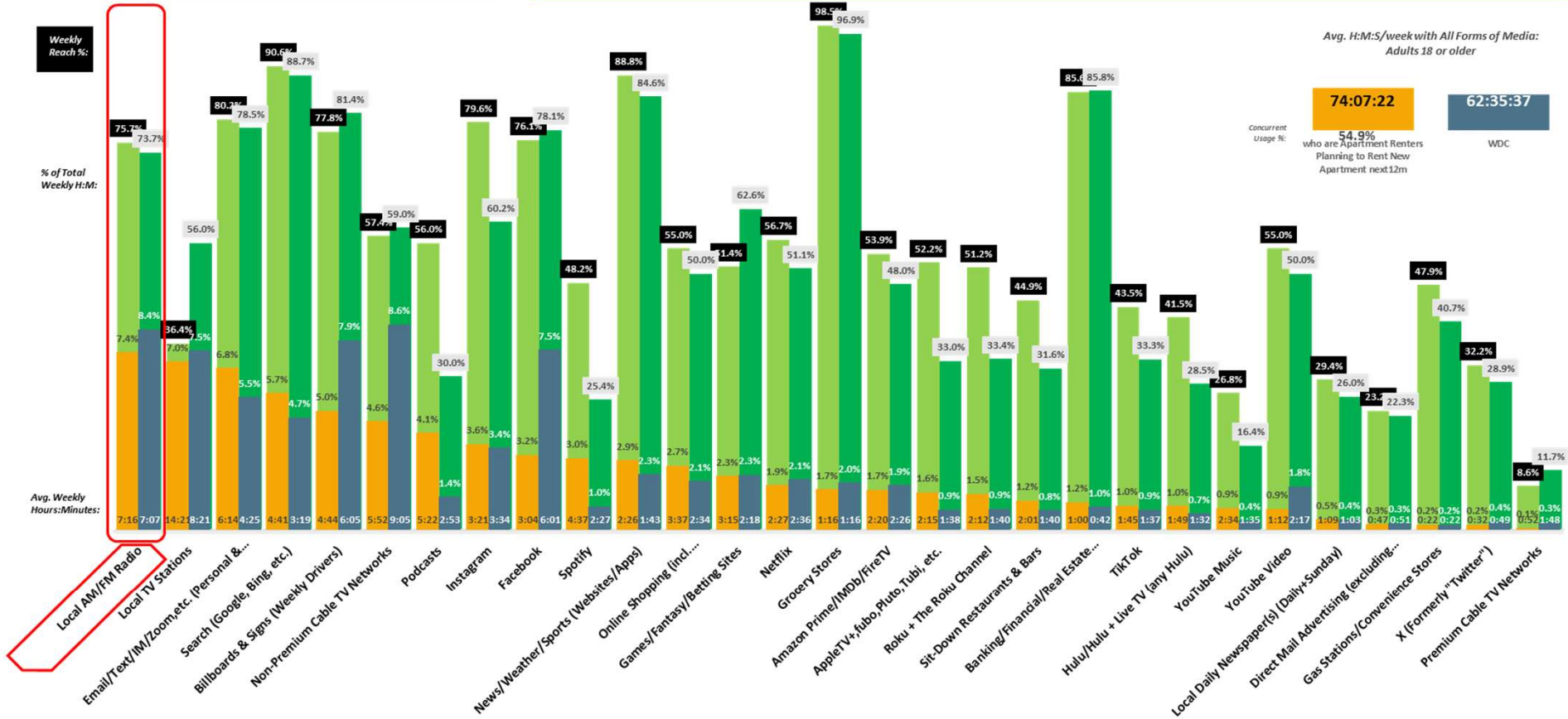
Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 3 days, 1 hours, 9 minutes and 22 seconds each week with All Forms of Media.
68.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.







Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 3 days, 2 hours, 7 minutes and 22 seconds each week with All Forms of Media.
 75.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 7 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



■ who are Apartment Renters Planning to Rent New Apartment next12m ■ WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 162 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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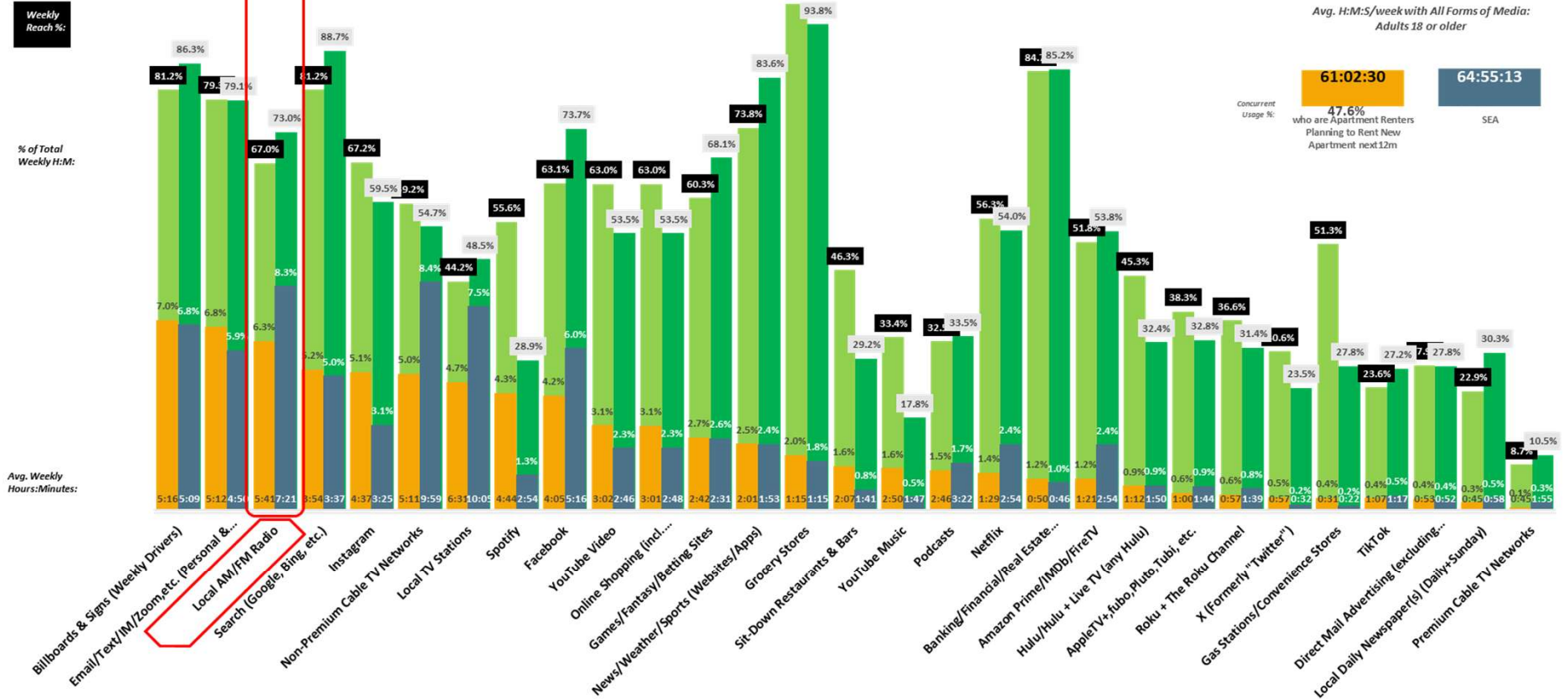
[[OwN or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

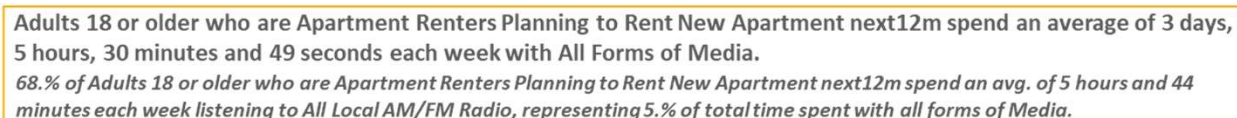


Share of Everything
for Anything



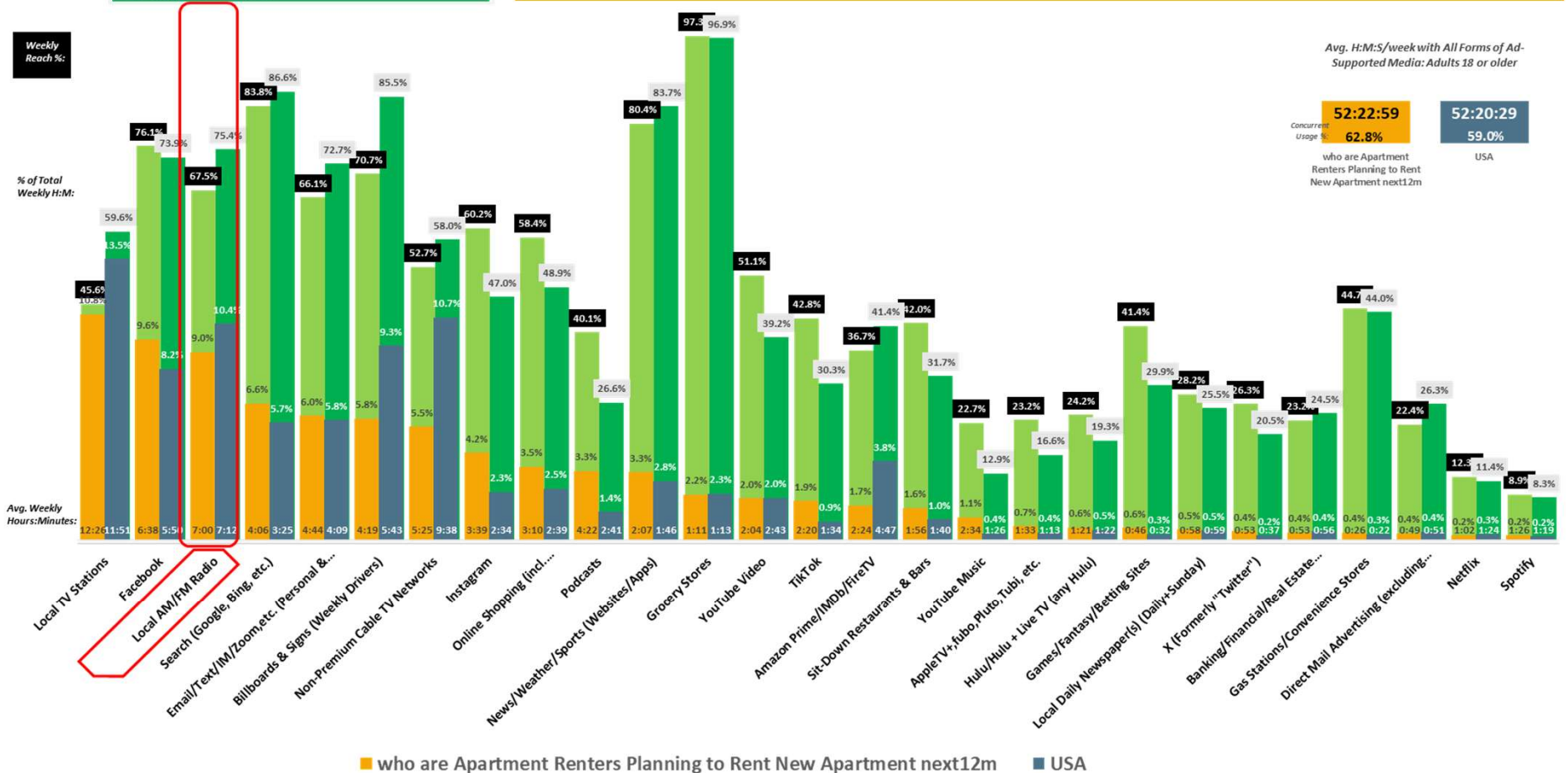
Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 13 hours, 2 minutes and 30 seconds each week with All Forms of Media.
67.0% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 5 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 6.3% of total time spent with all forms of Media.





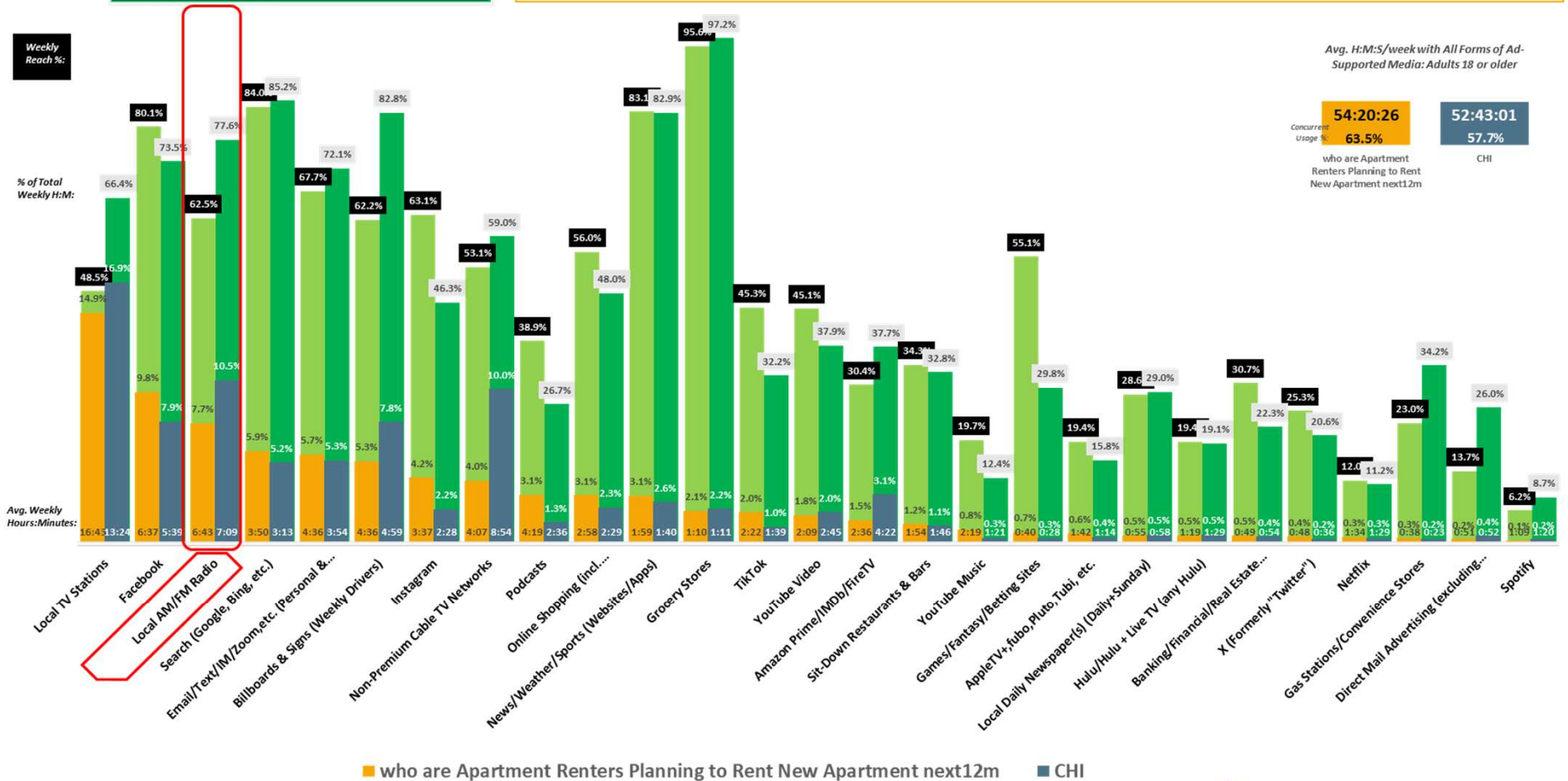


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 4 hours, 22 minutes and 59 seconds each week with All Forms of Ad-Supported Media.
 67.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported



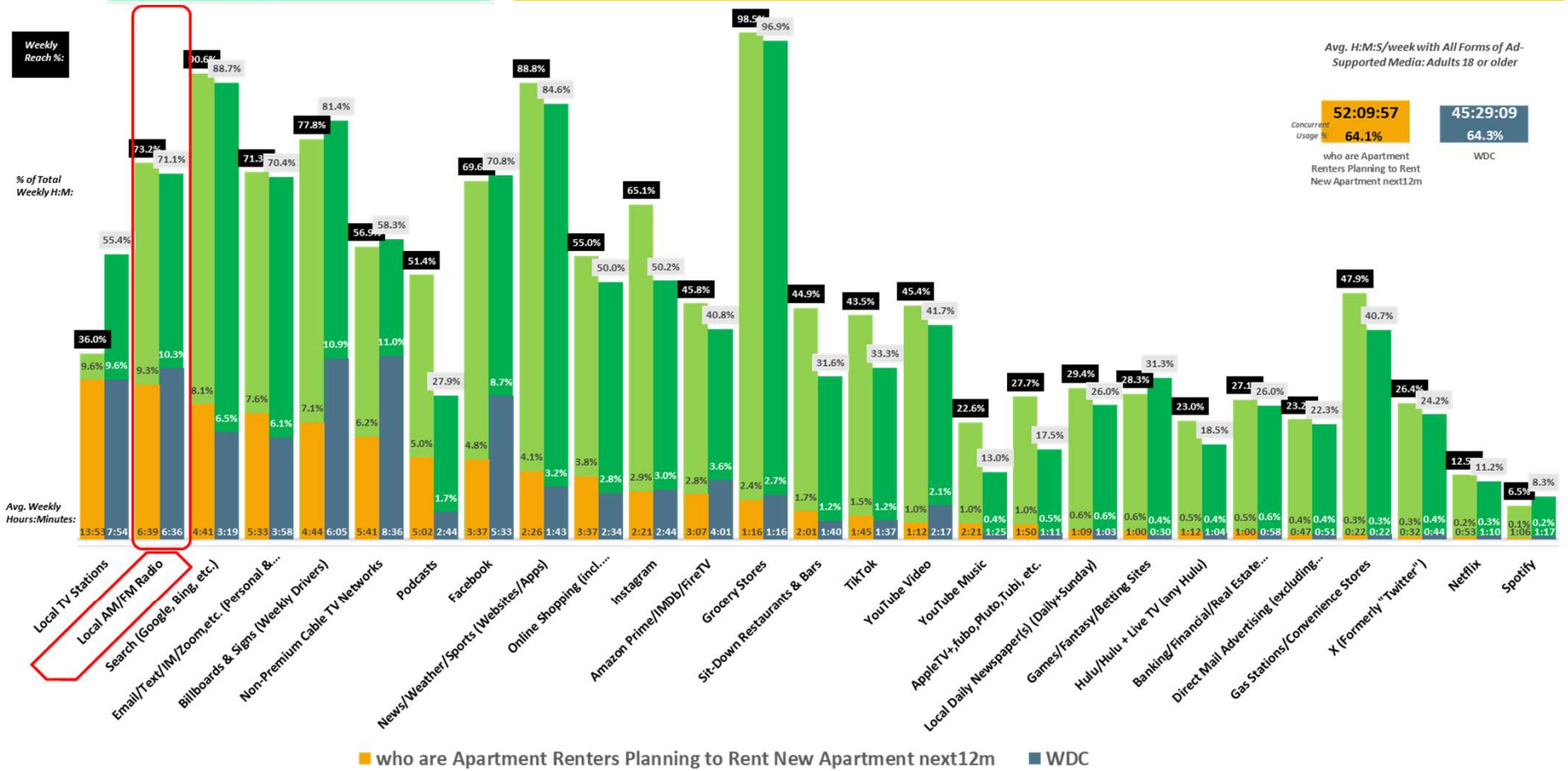


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 6 hours, 20 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
62.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 6 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.7% of total time spent with all forms of Ad-Supporte



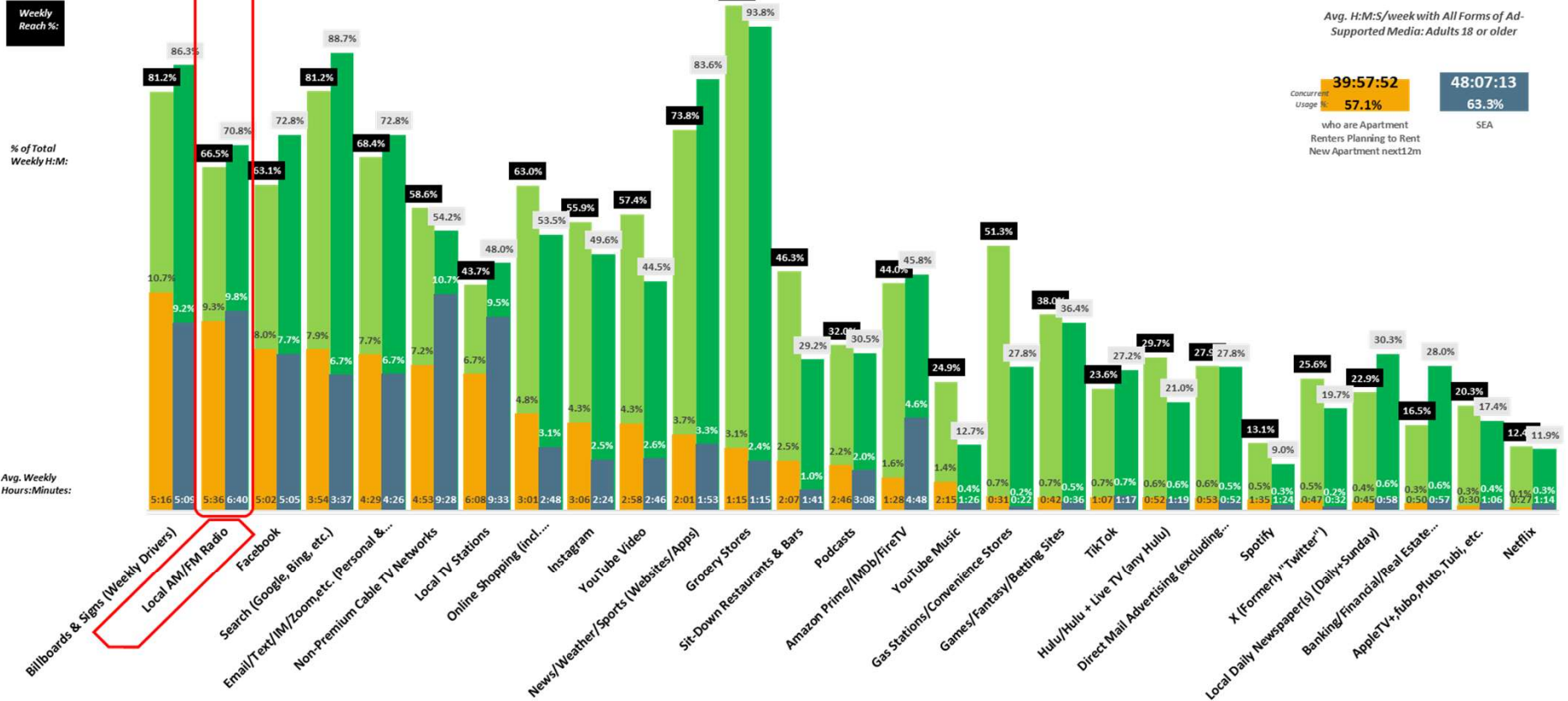


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 4 hours, 9 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
73.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 6 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supporte





Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 1 day, 15 hours, 57 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
66.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 5 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supporte



who are Apartment Renters Planning to Rent New Apartment next12m SEA

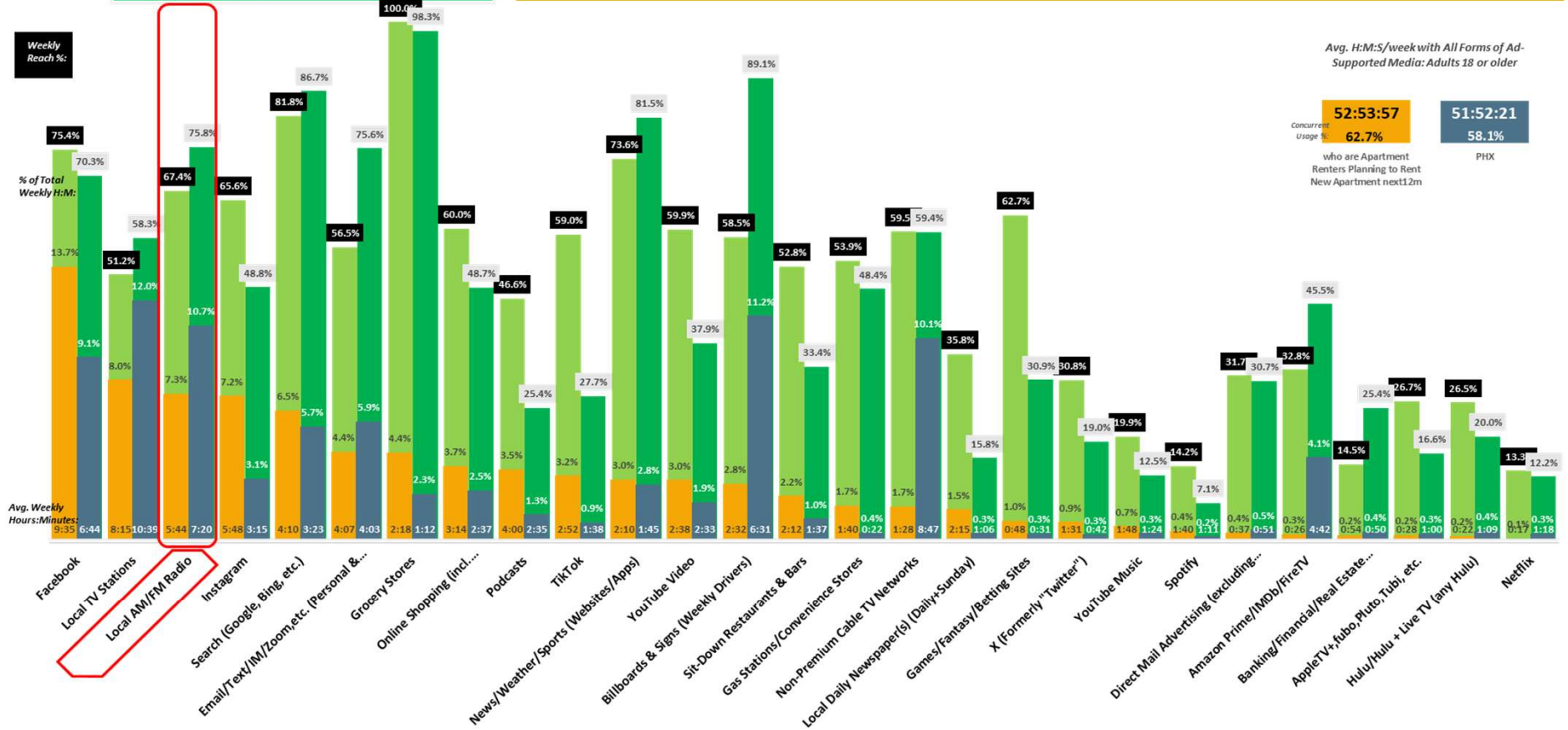
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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[[OwN or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 4 hours, 53 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 67.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 5 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.3% of total time spent with all forms of Ad-Supporte

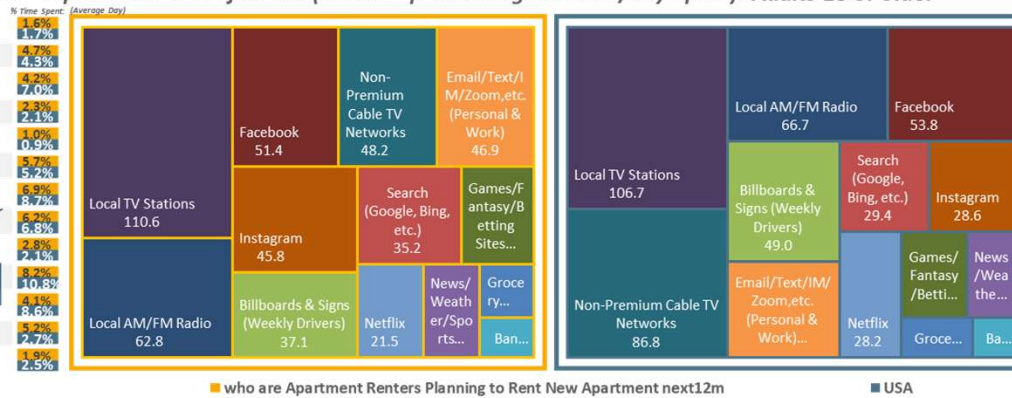
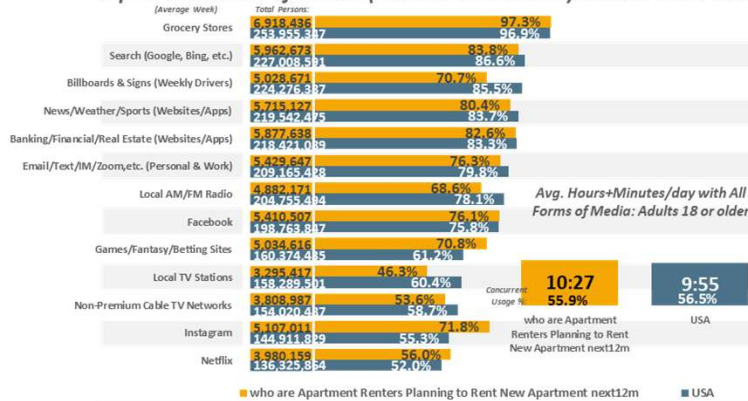


■ who are Apartment Renters Planning to Rent New Apartment next12m ■ PHX

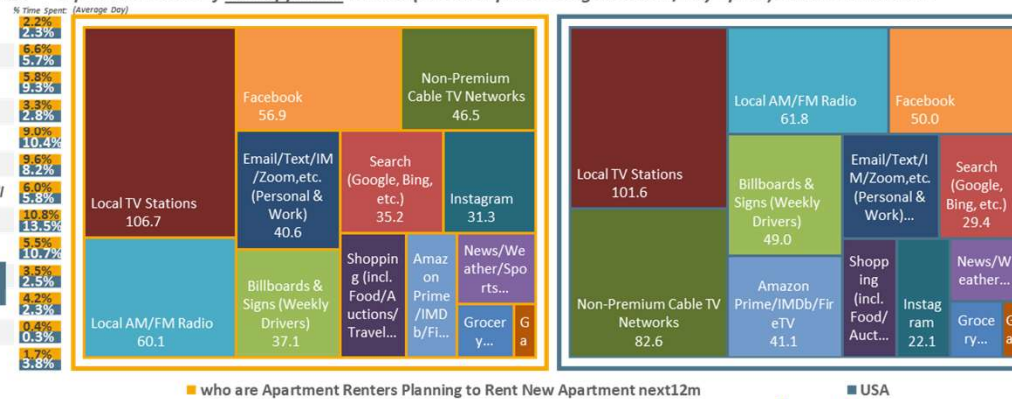
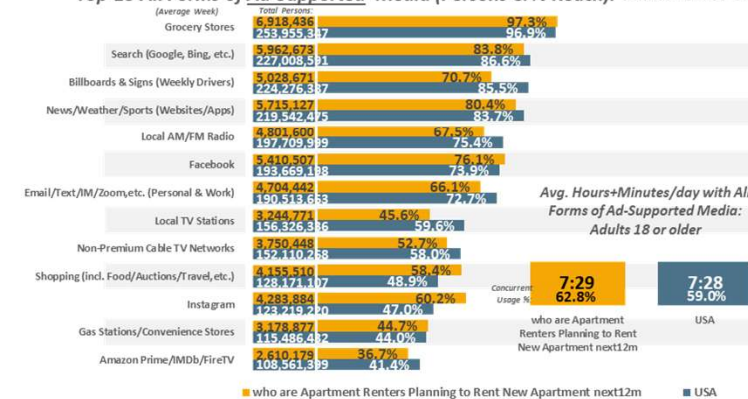


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 67.5% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day.(Local Radio delivers 9.9% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 613
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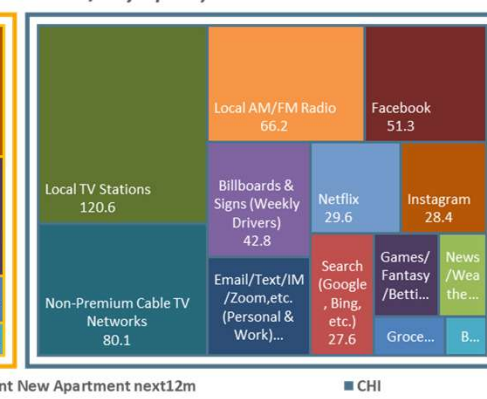
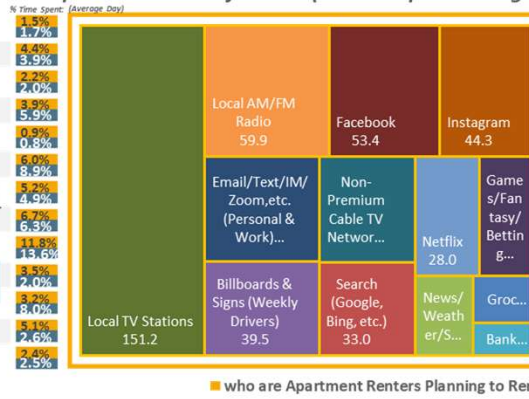
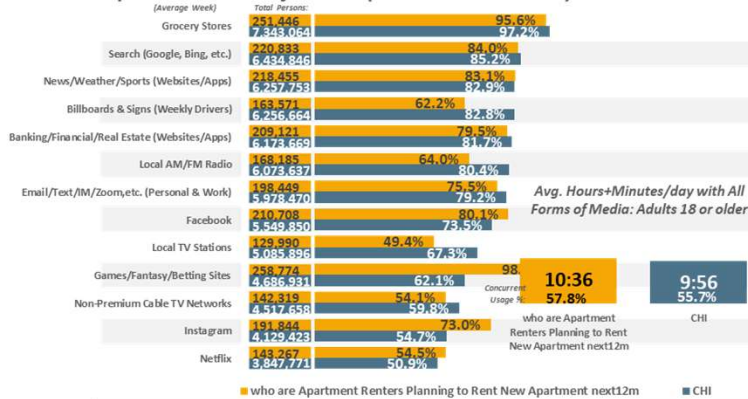
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

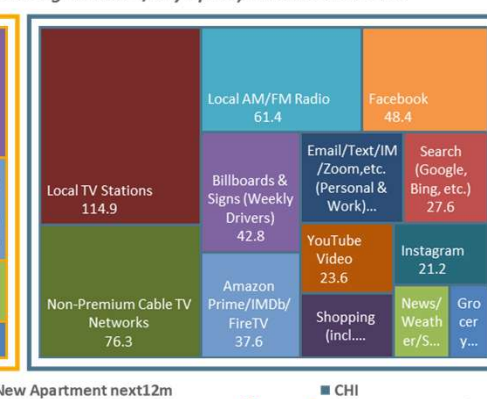
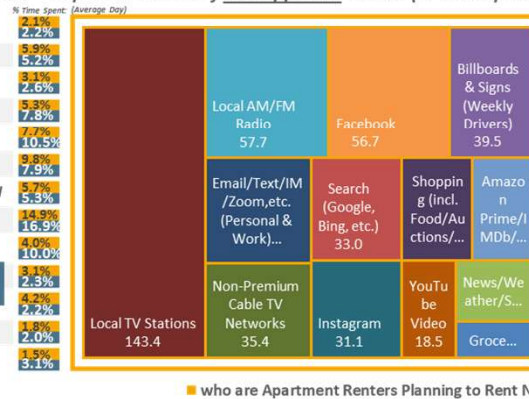
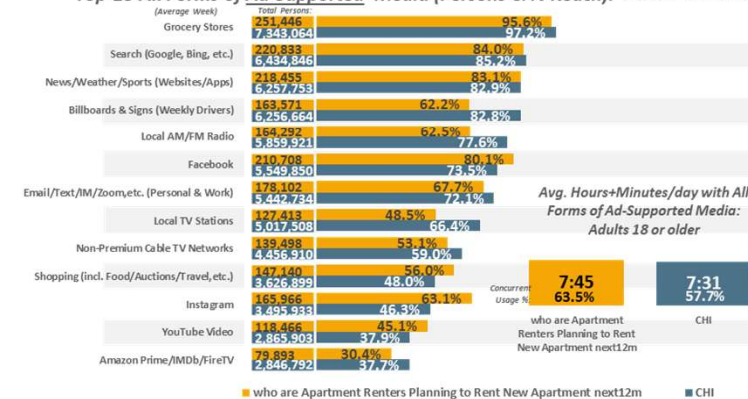


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 62.5% listen to Local AM/FM Radio for an avg. of 57.7 minutes/day. (Local Radio delivers 7.7% of Time with Ad-Supported Media.)

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



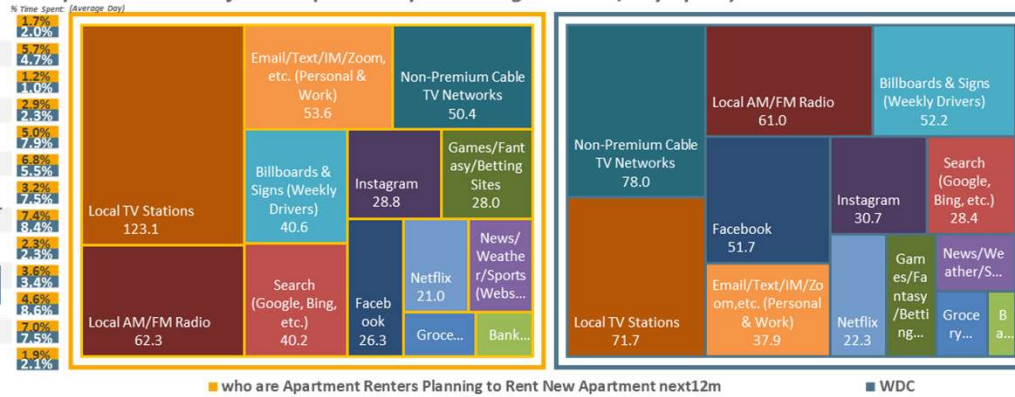
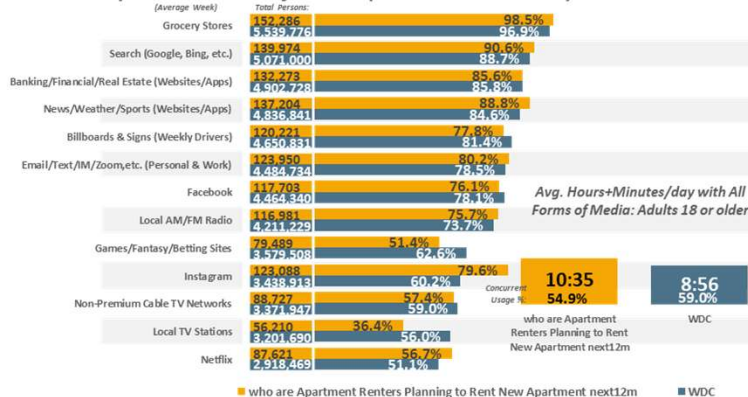
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



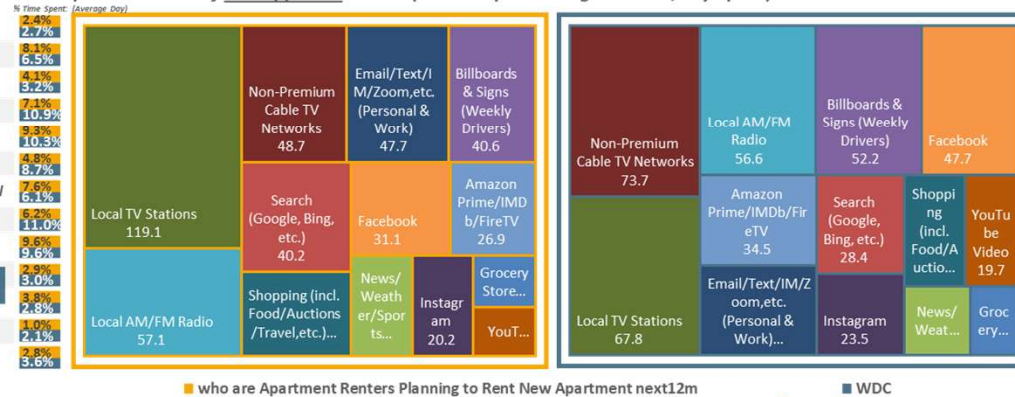
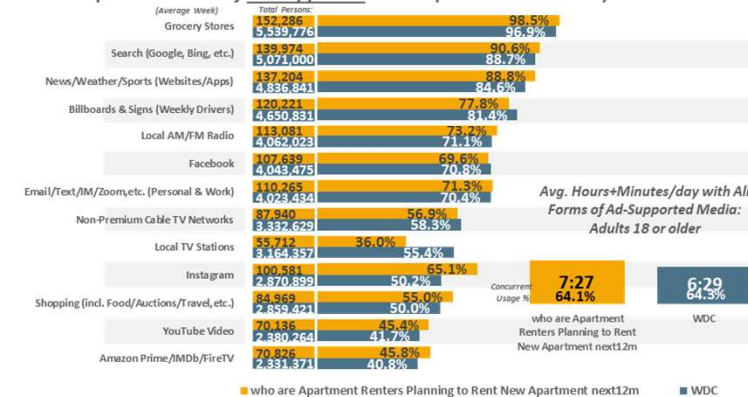


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 57.1 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 162
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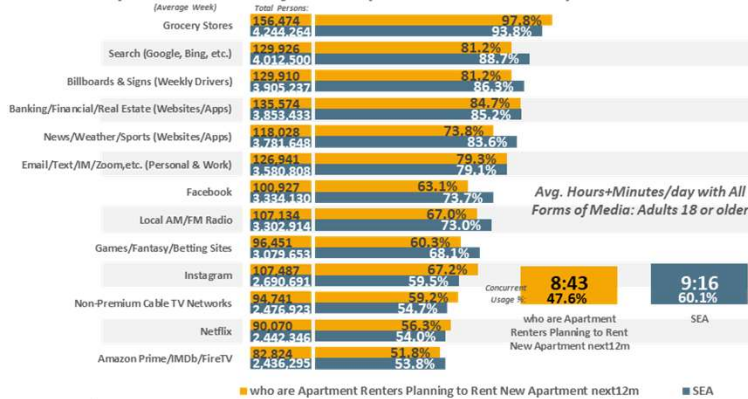
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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

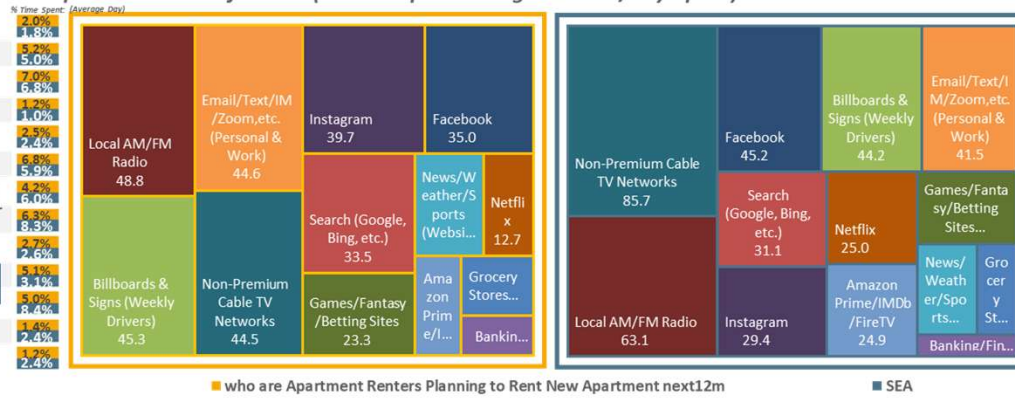


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 5 hours and 42 minutes each day with All Forms of Ad-Supported Media. 66.5% listen to Local AM/FM Radio for an avg. of 48.1 minutes/day.(Local Radio delivers 9.3% of Time with Ad-Supported Media.)

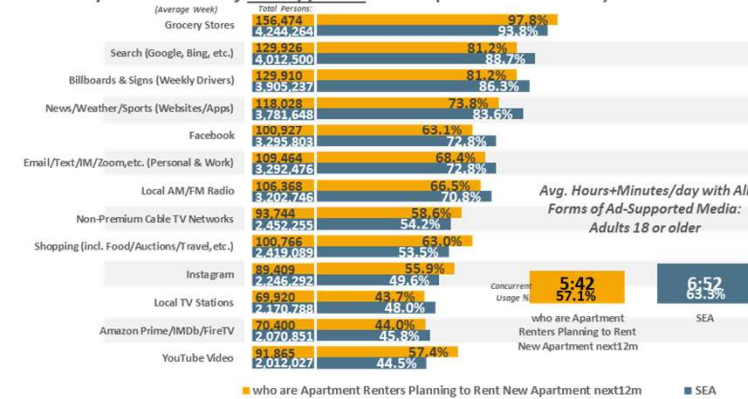
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



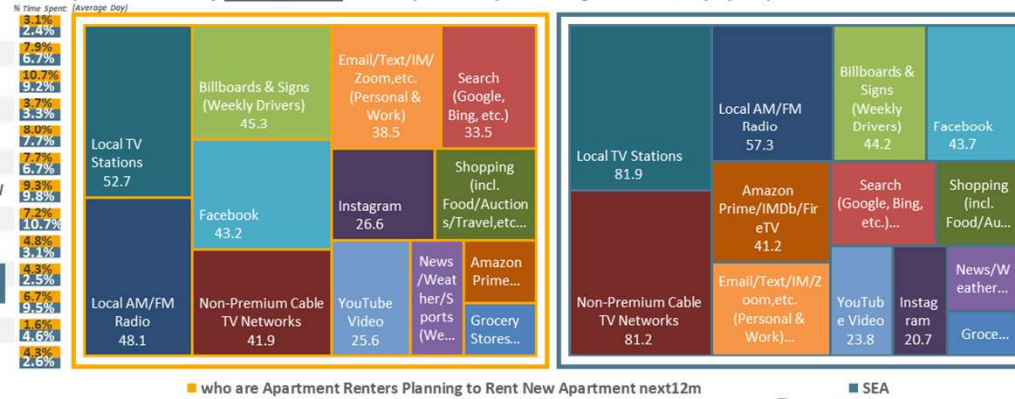
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



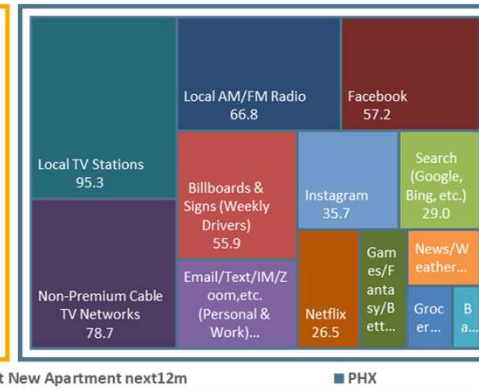
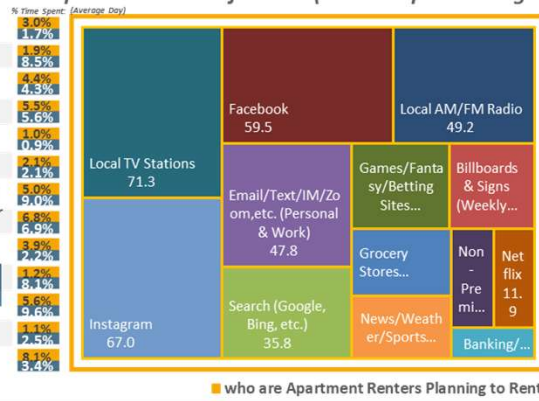
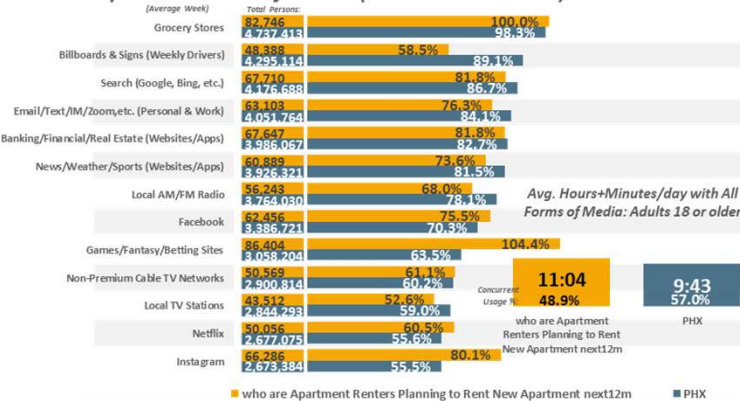
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



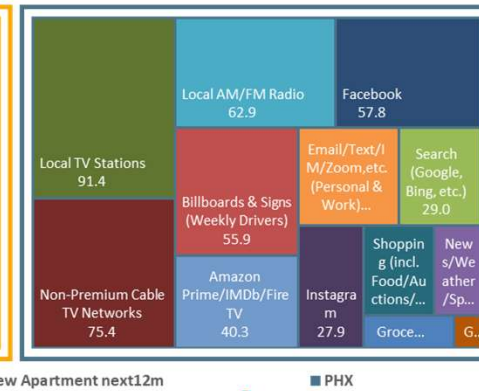
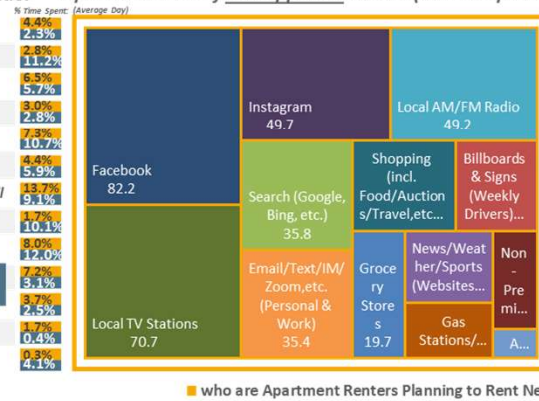
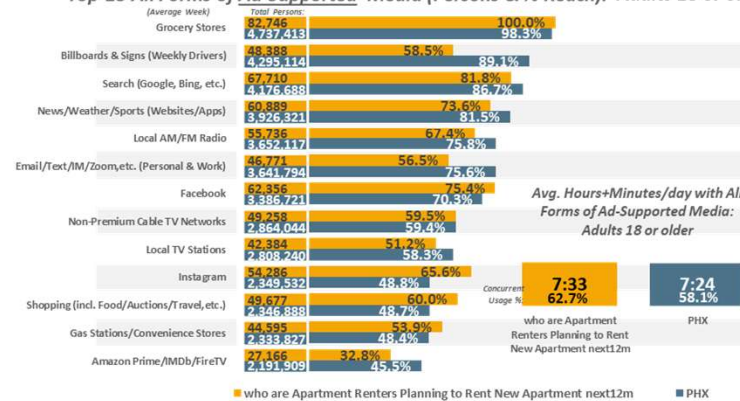


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 67.4% listen to Local AM/FM Radio for an avg. of 49.2 minutes/day.(Local Radio delivers 7.3% of Time with Ad-Supported Media.)

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



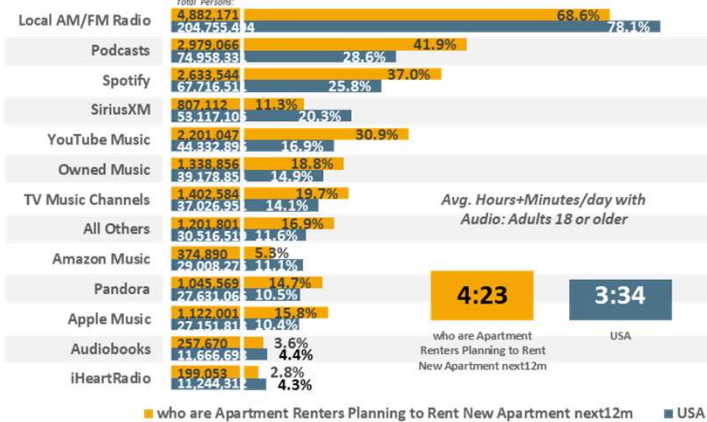
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



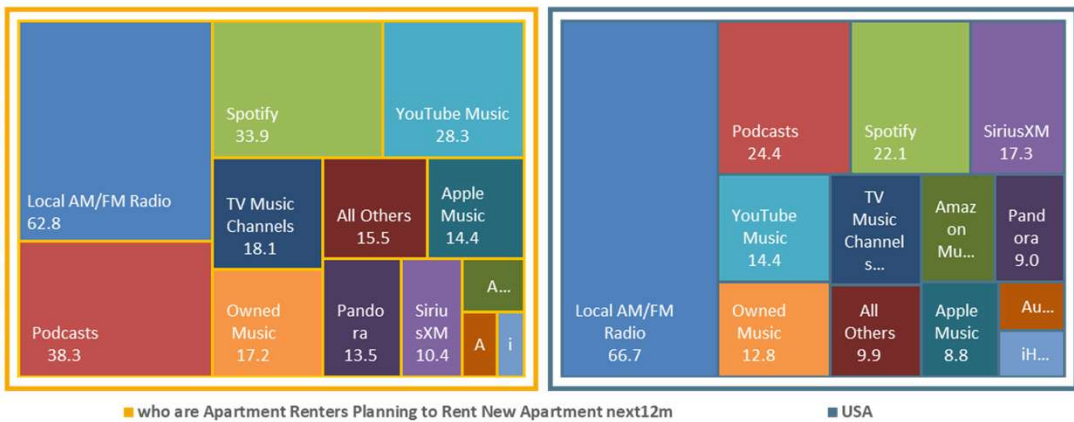


4,801,600 or 67.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 34.0% of all time spent daily with Ad-Supported Audio.

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



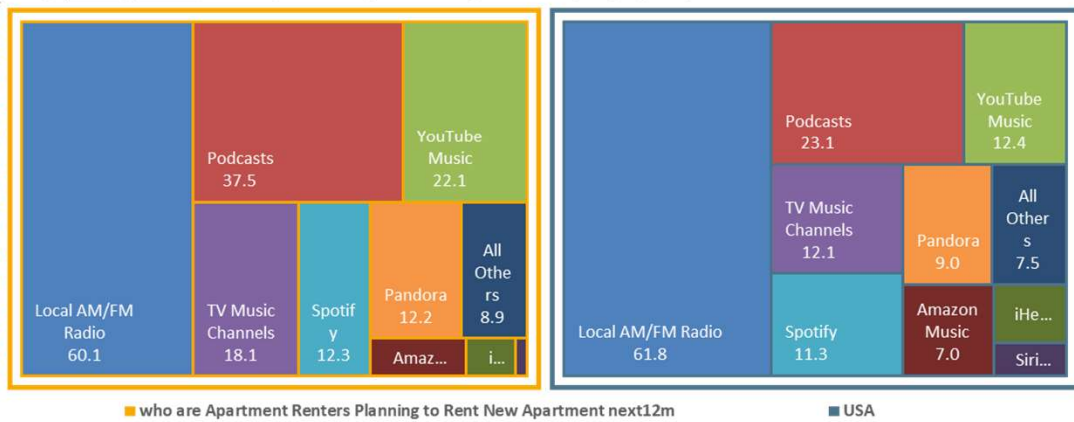
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



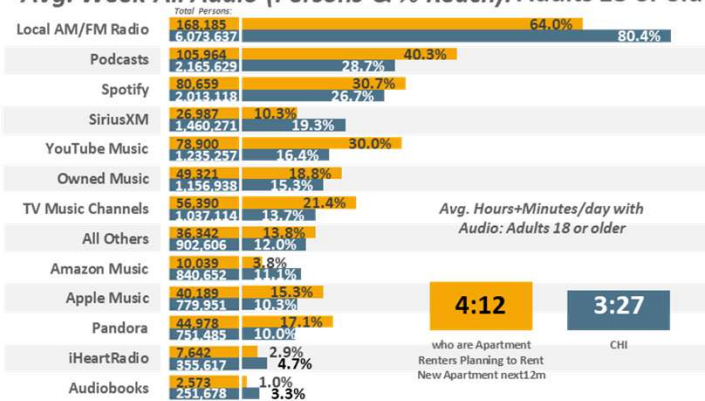
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





164,292 or 62.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.

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



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

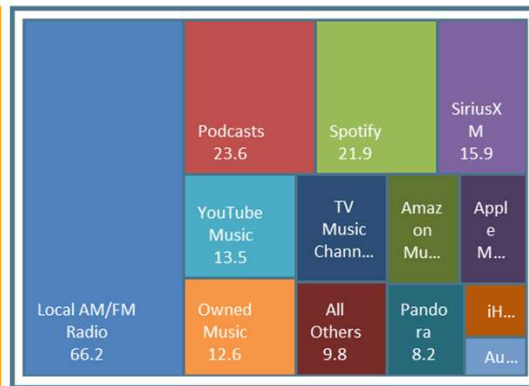
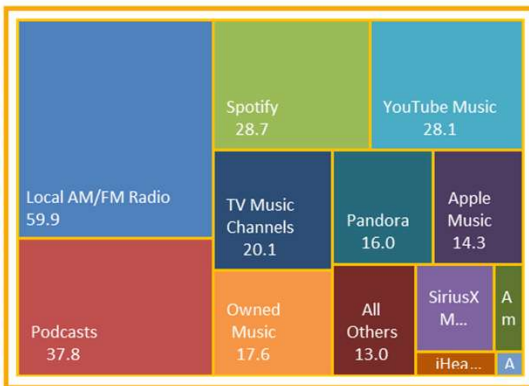
4:12

3:27

who are Apartment Renters Planning to Rent New Apartment next12m

CHI

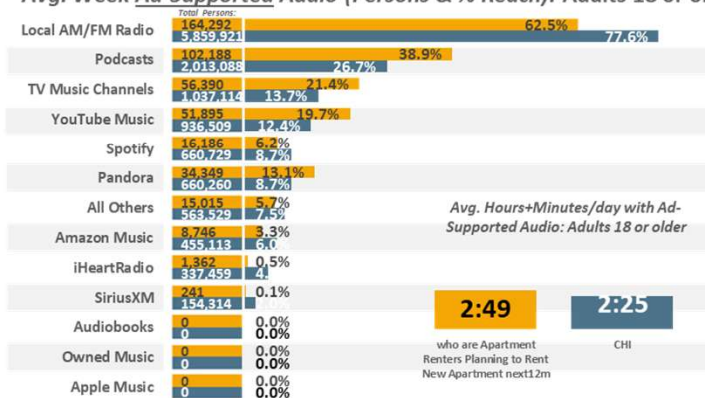
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who are Apartment Renters Planning to Rent New Apartment next12m

CHI

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



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

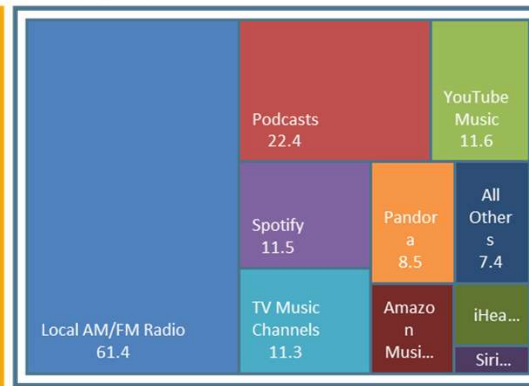
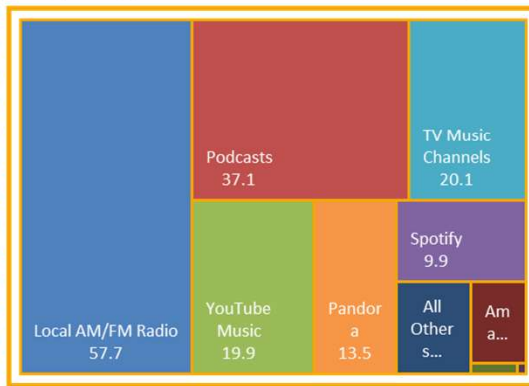
2:49

2:25

who are Apartment Renters Planning to Rent New Apartment next12m

CHI

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



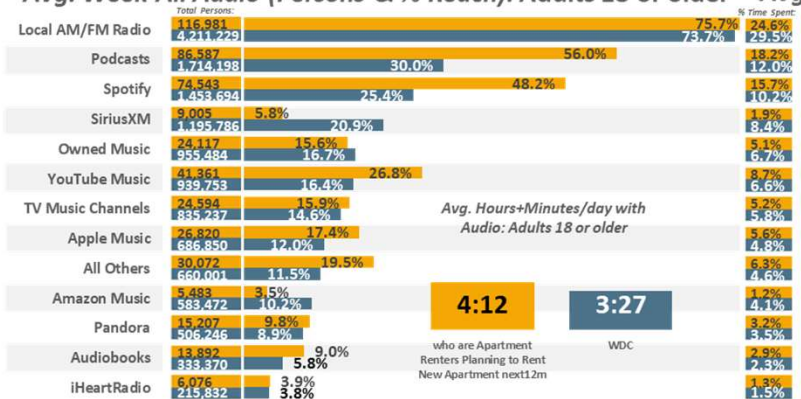
who are Apartment Renters Planning to Rent New Apartment next12m

CHI

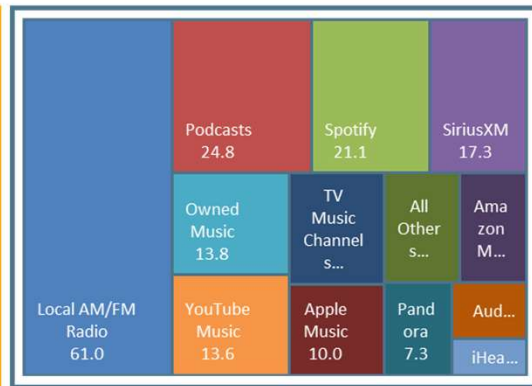
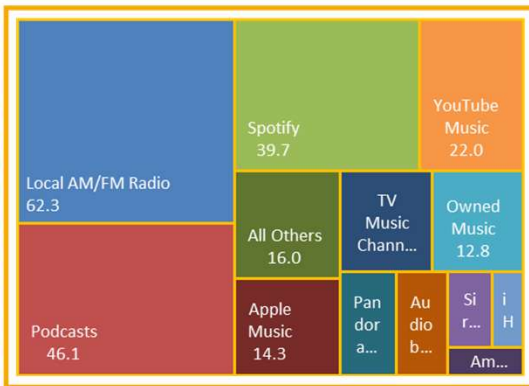


113,081 or 73.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 57.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

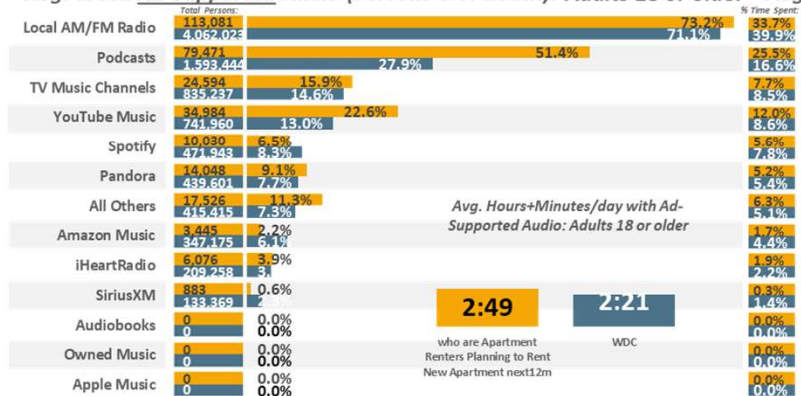
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



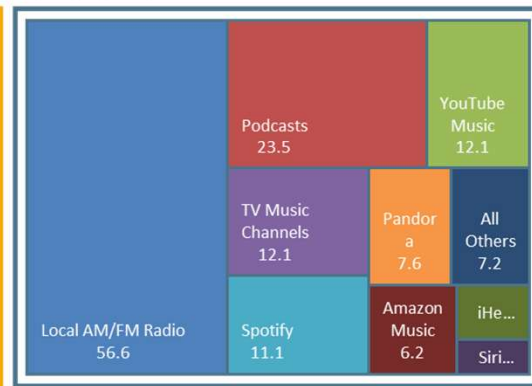
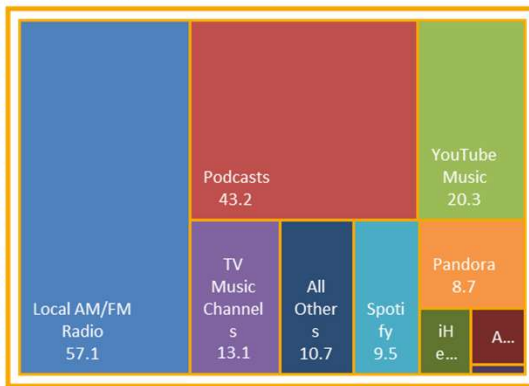
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



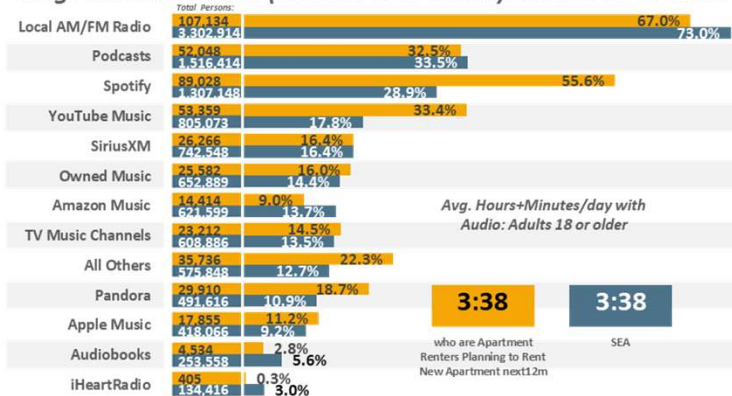
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





106,368 or 66.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 48.1 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

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

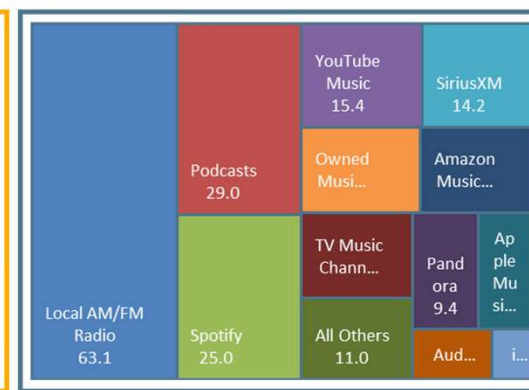
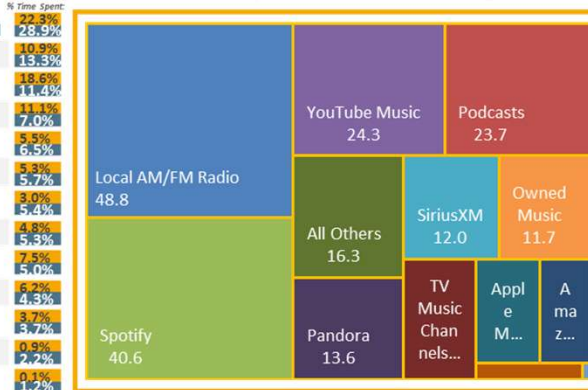


Avg. Hours+Minutes/day with Audio: Adults 18 or older

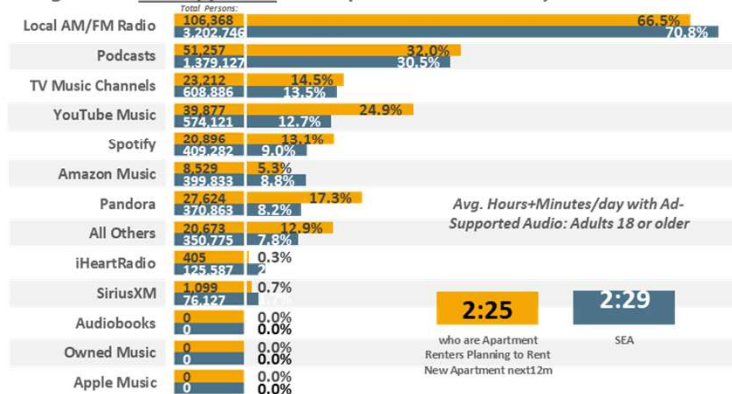
3:38

who are Apartment Renters Planning to Rent New Apartment next12m

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

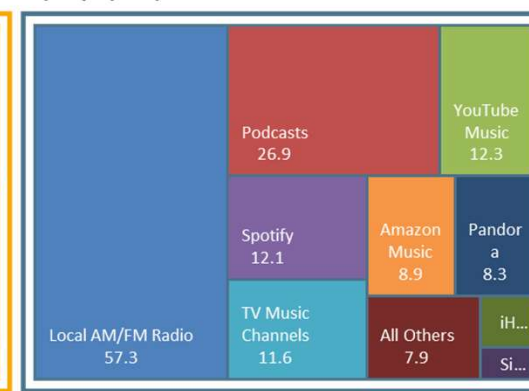
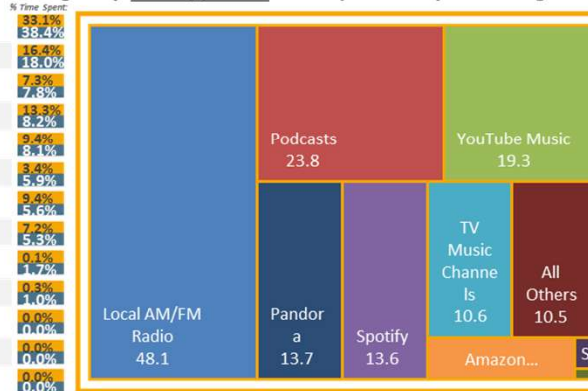


Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:25

who are Apartment Renters Planning to Rent New Apartment next12m

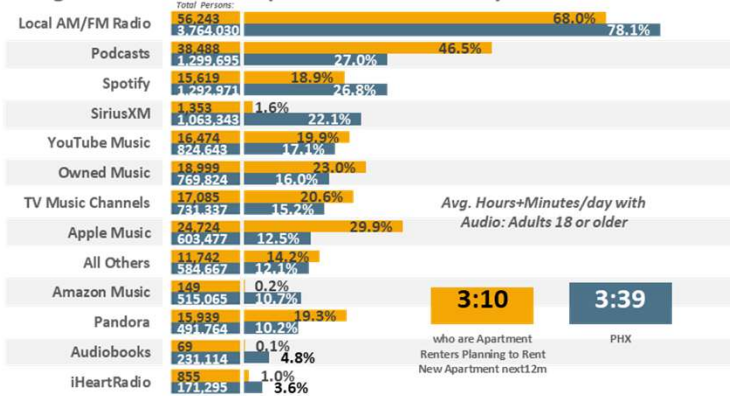
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





55,736 or 67.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 49.2 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.

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

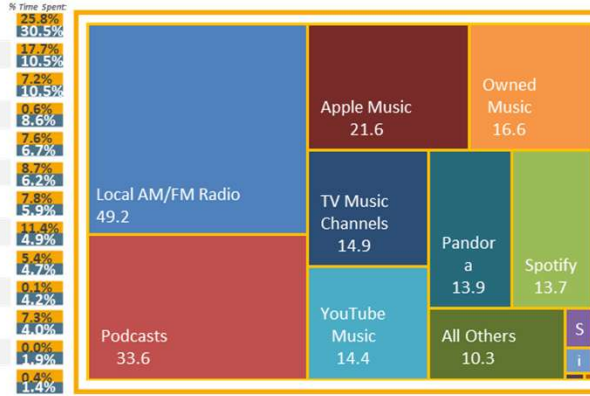


Avg. Hours+Minutes/day with Audio: Adults 18 or older

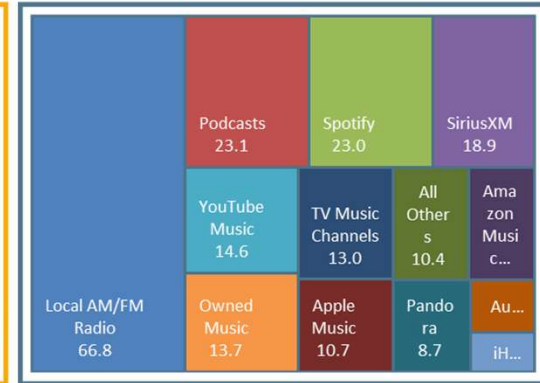
3:10 PHX

who are Apartment Renters Planning to Rent New Apartment next12m

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

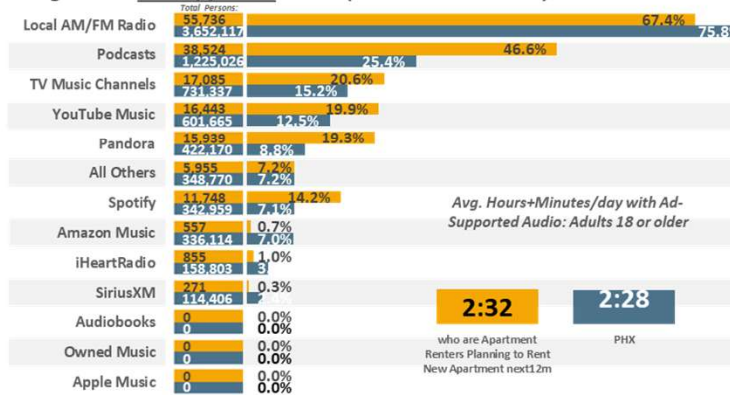


who are Apartment Renters Planning to Rent New Apartment next12m



PHX

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

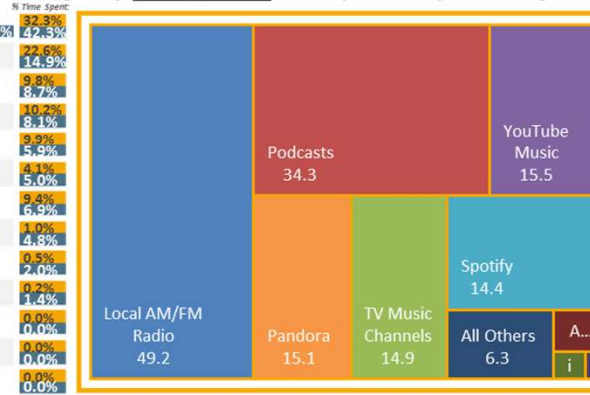


Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

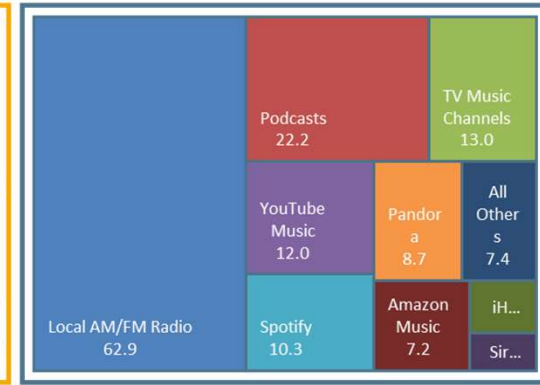
2:32 PHX

who are Apartment Renters Planning to Rent New Apartment next12m

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



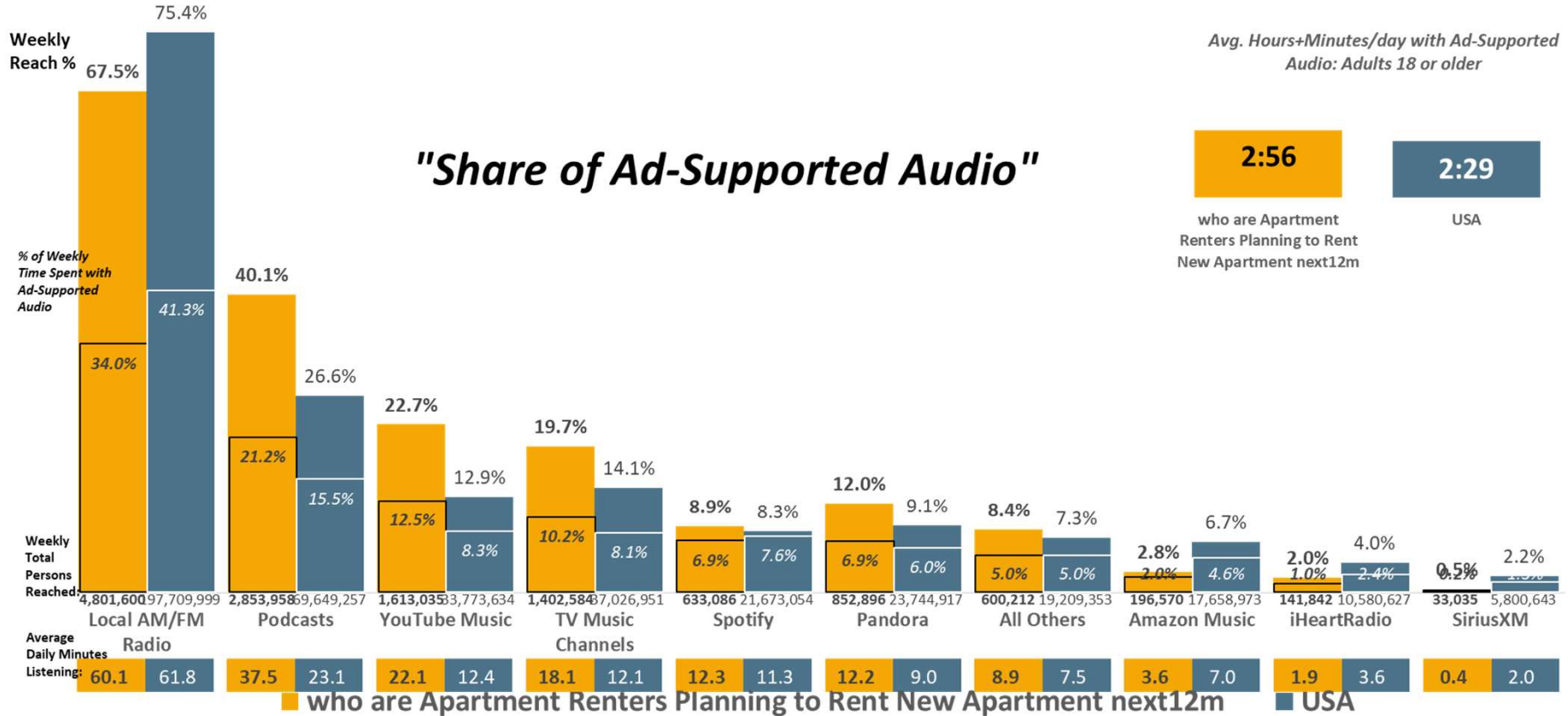
who are Apartment Renters Planning to Rent New Apartment next12m



PHX

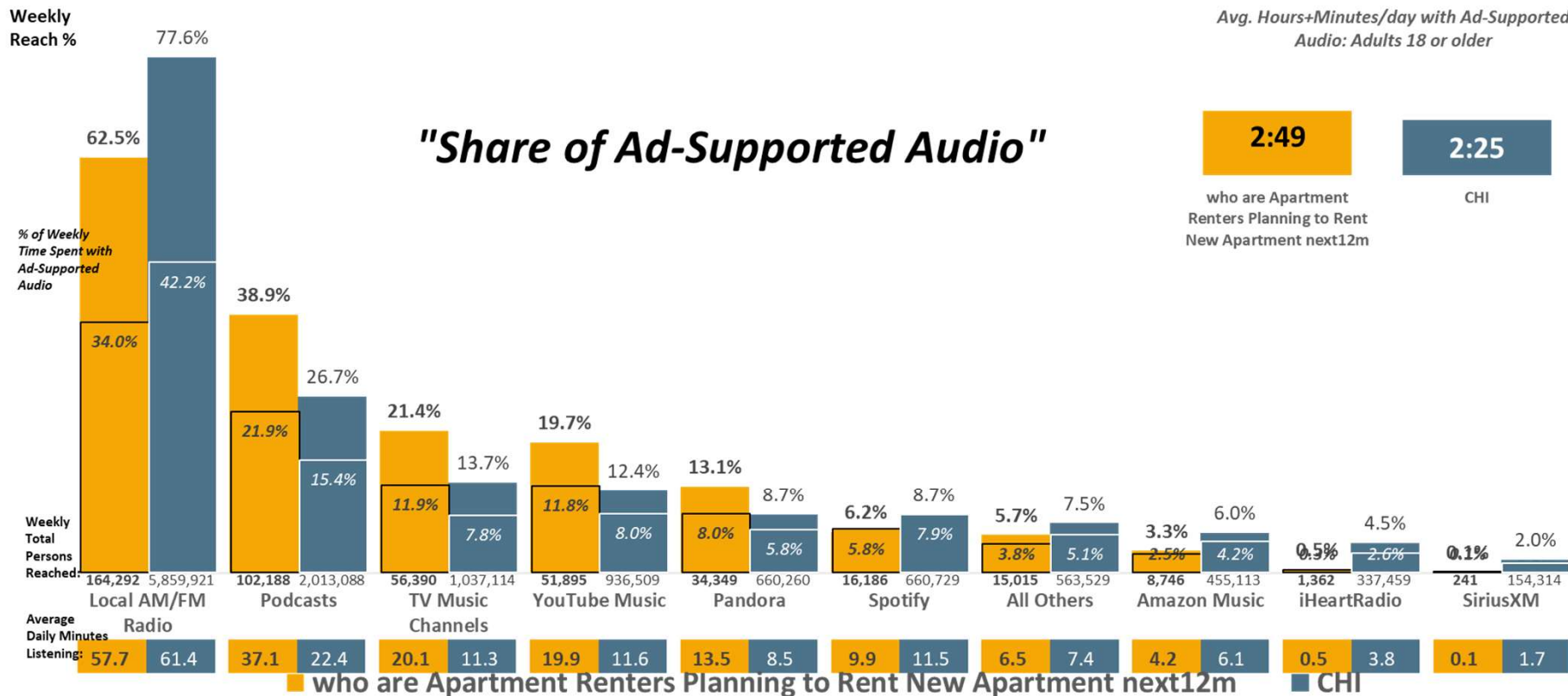


4,801,600 or 67.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 34.0% of all time spent daily with Ad-Supported Audio.



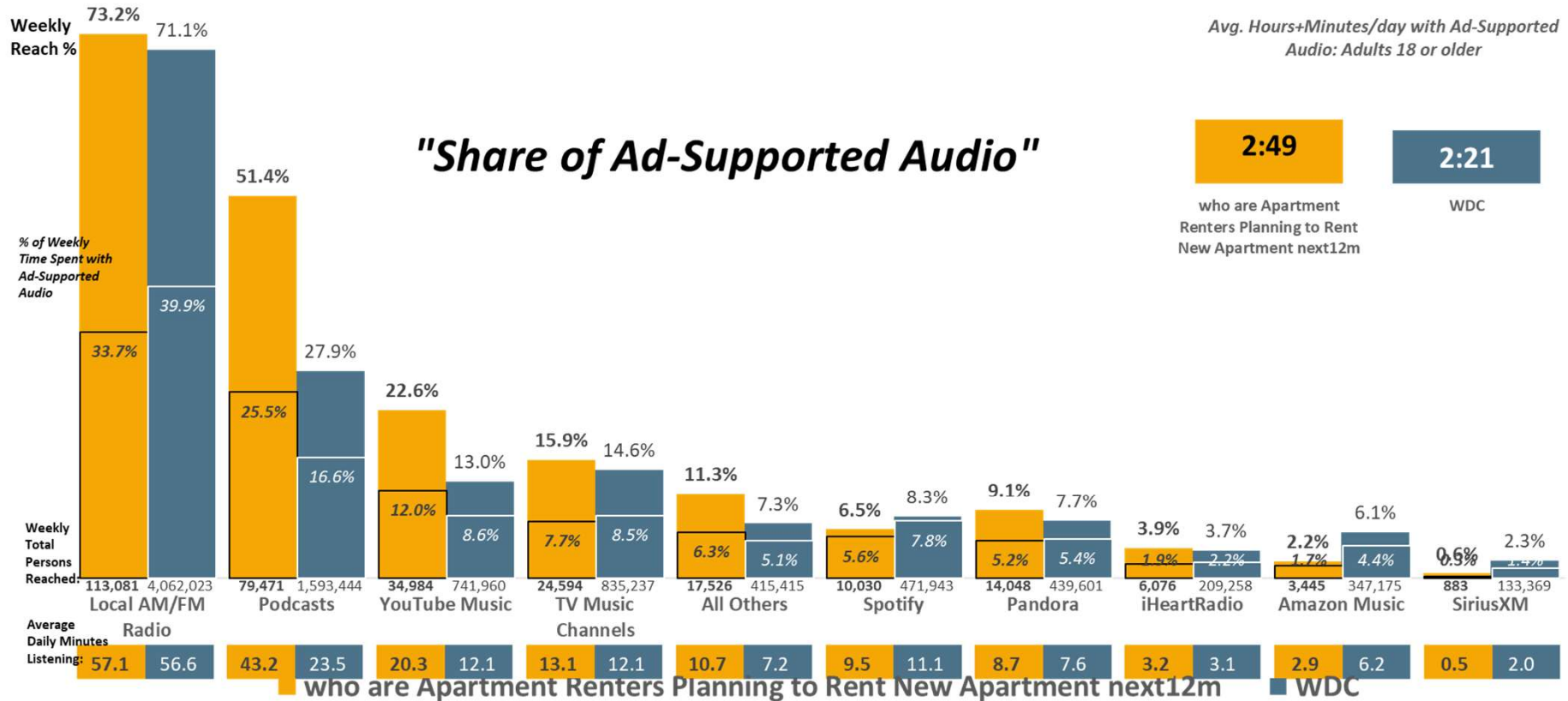


164,292 or 62.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 34.0% of all time spent daily with Ad-Supported Audio.



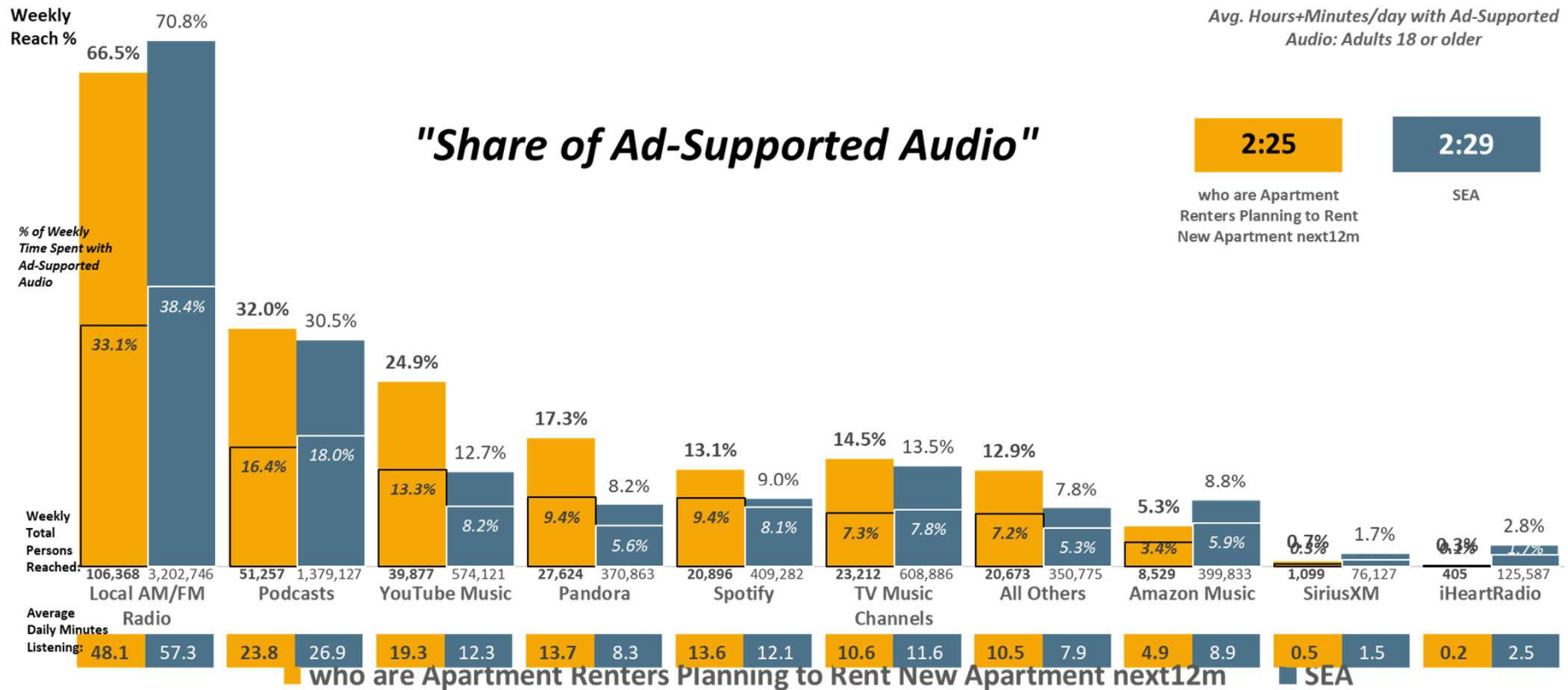


113,081 or 73.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 57.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.



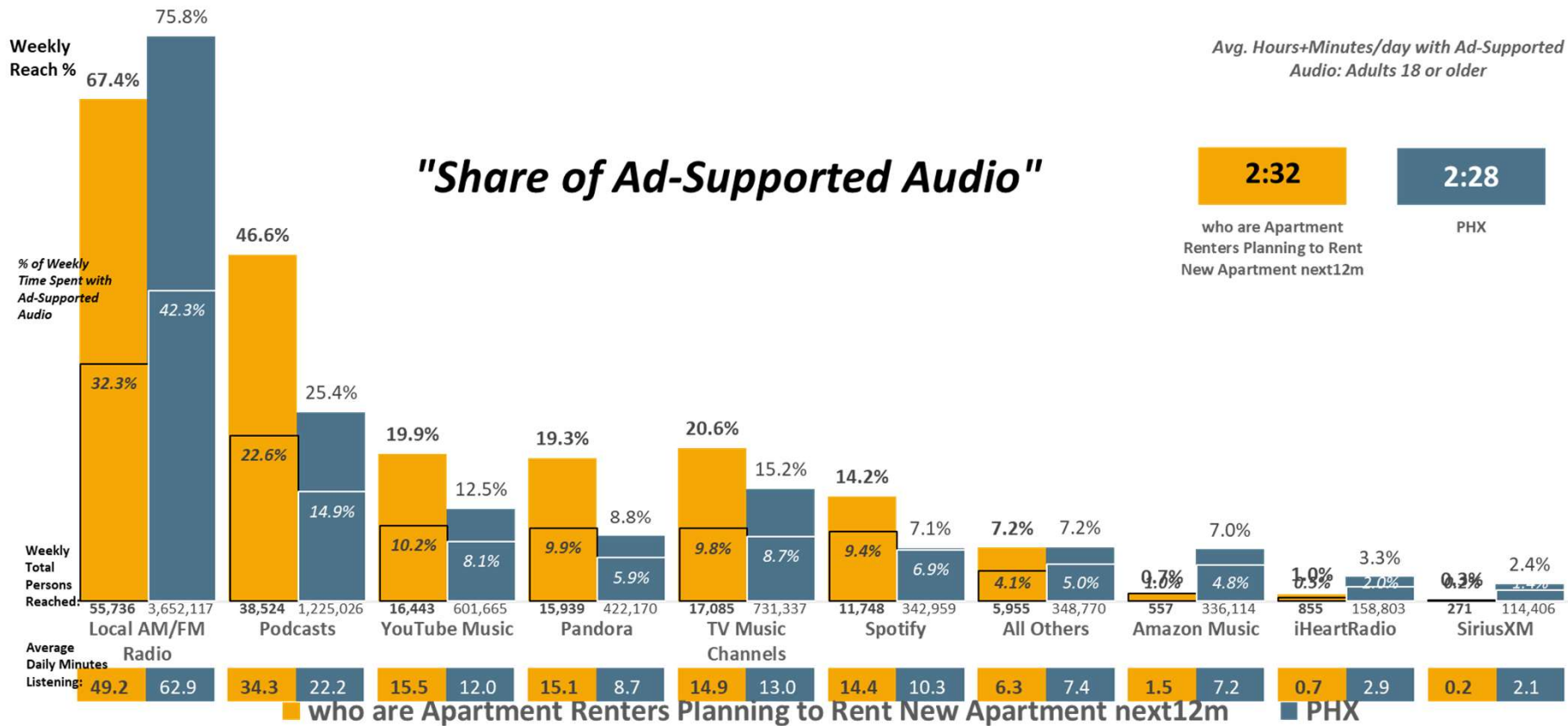


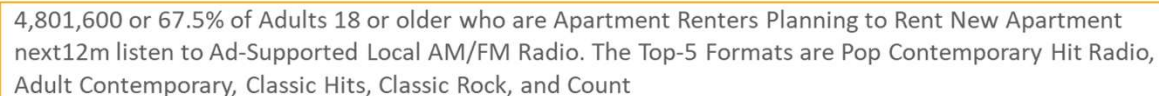
106,368 or 66.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 48.1 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.





55,736 or 67.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 49.2 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.





	(Average Week)	Total Persons:	
Adult Contemporary	1,034,324	1,954,135	28.7%
Classic Hits	844,953	1,443,216	19.3%
News/Talk/Information	786,621	40,613,293	16.1%
Country	744,499	4,011,638	15.2%
Pop Contemporary Hit Ratio	1,176,376	38,925,416	30.2%
Classic Rock	789,120	37,392,866	16.2%
Hot AC	683,706	29,112,533	14.0%
Alternative	730,090	22,965,805	15.0%
Adult Hits	594,450	22,435,182	12.2%
All Sports	376,370	19,354,388	6.7%
Contemporary Christian	643,605	17,819,684	8.7%
Urban AC	535,031	17,341,396	11.0%
All News	415,370	1,410,904	8.5%

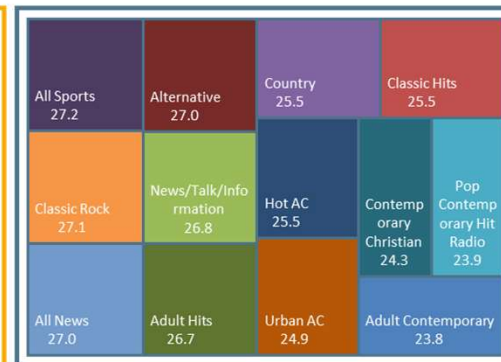
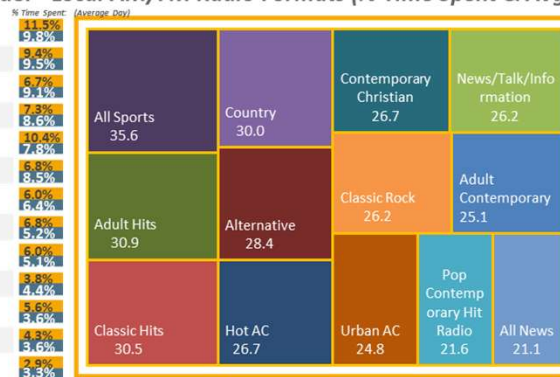
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 18 or older

1:02

who are Apartment Renters Planning to Rent New Apartment next12m

1:06

USA



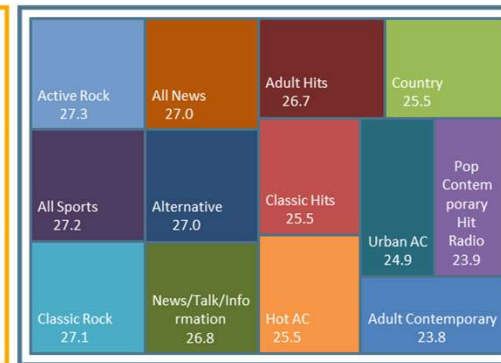
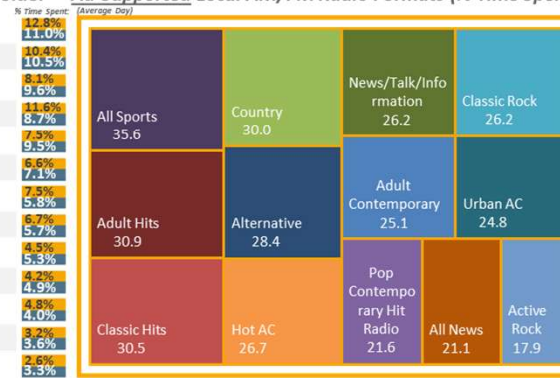
	(Average Week)	Total Persons:	
Adult Contemporary		1,408,324	29.2%
		634,194	25.4%
	Classic Hits	944,555	19.7%
Country		744,499	15.5%
		404,116	20.6%
	Pop Contemporary Hit Radio	1,476,376	30.7%
Classic Rock		539,516	19.7%
		37,392	16.9%
	Hot AC	683,705	14.2%
Alternative		750,004	15.2%
		249,150	14.2%
	Adult Hits	594,450	12.4%
News/Talk/Information		22,956	11.6%
		471,667	9.8%
	All Sports	494,970	10.6%
Urban AC		19,454	6.8%
		535,031	11.1%
	All News	17,441	8.8%
Active Rock		415,370	8.7%
		144,508	7.6%
		89,598	8.2%
	13,125	6.6%	

Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 18 or older

1:00

who are Apartment Renters Planning to Rent New Apartment next12m

USA



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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

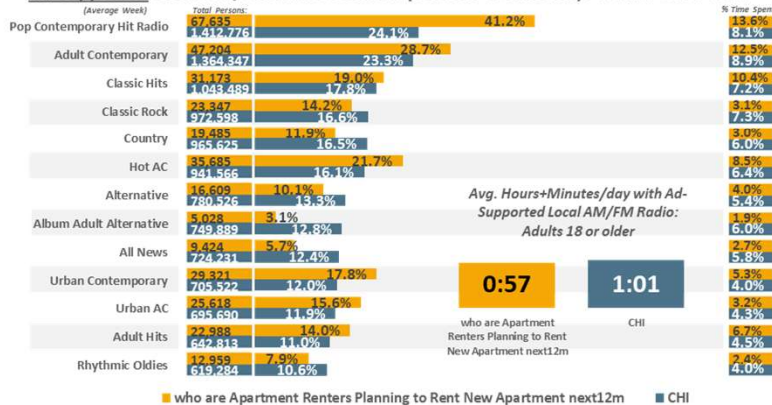


164,292 or 62.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Classic Hits, and Urban Contemp

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



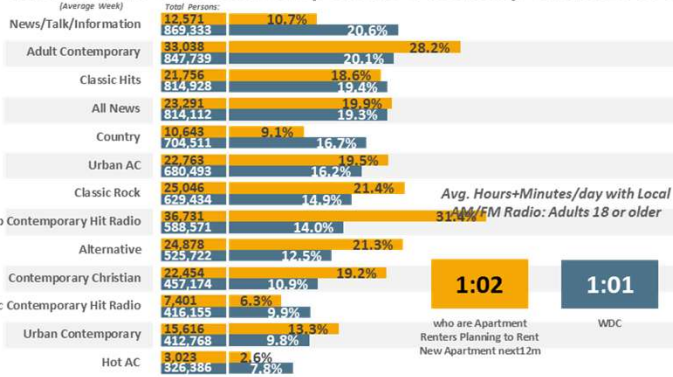
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



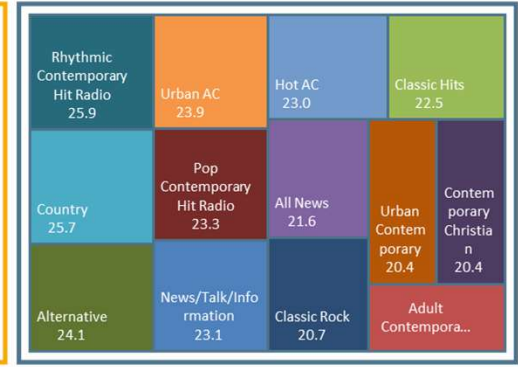
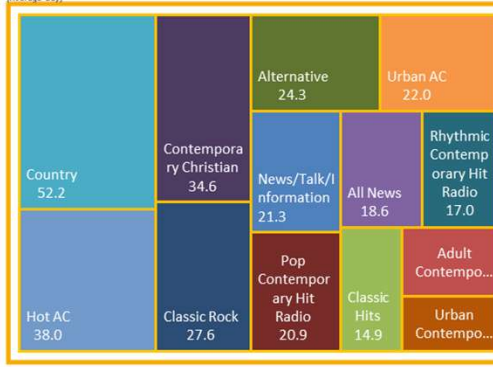


113,081 or 73.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Alternative, and All News

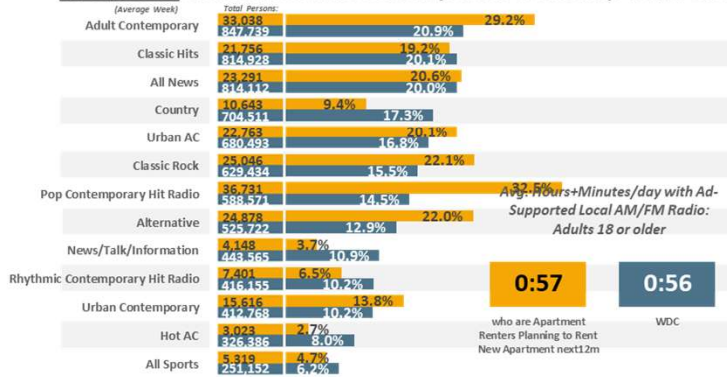
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



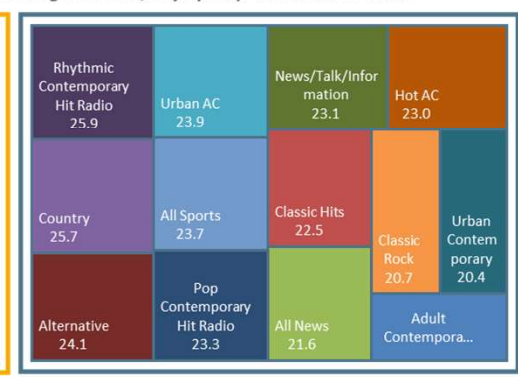
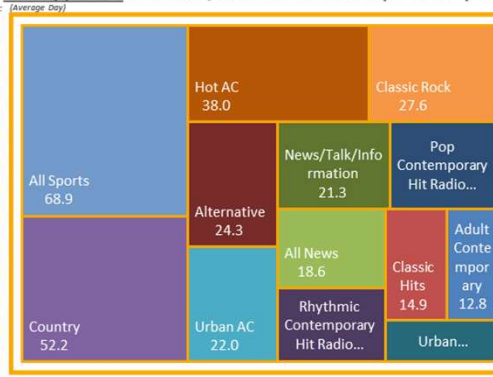
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



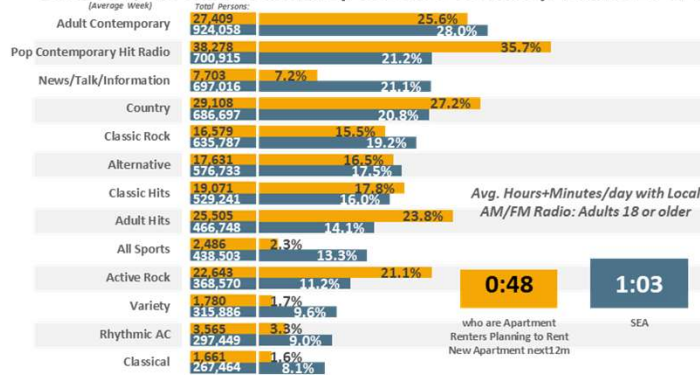
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



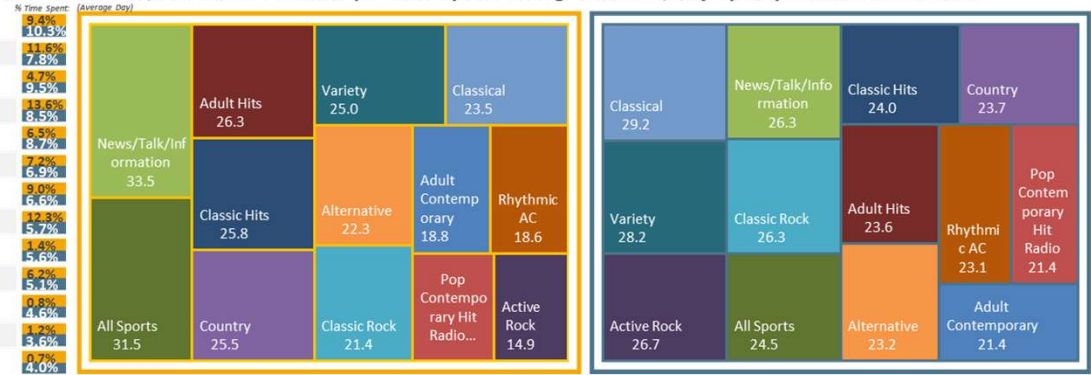


106,368 or 66.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Adult Contemporary, Adult Hits, and Active Rock.

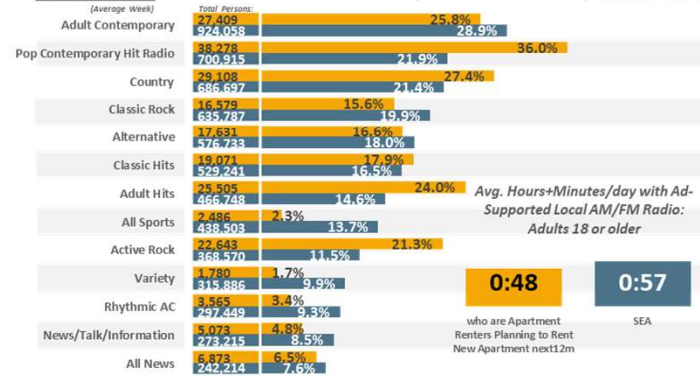
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



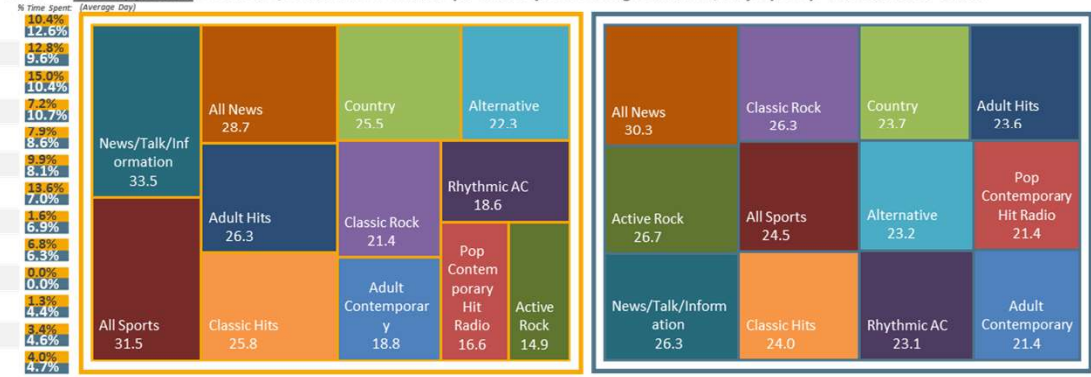
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



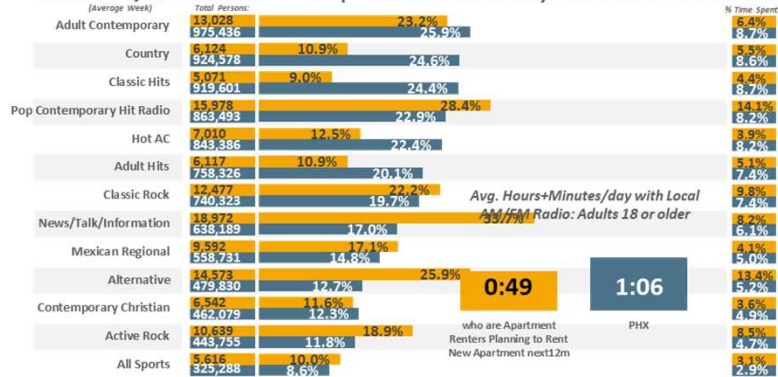
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



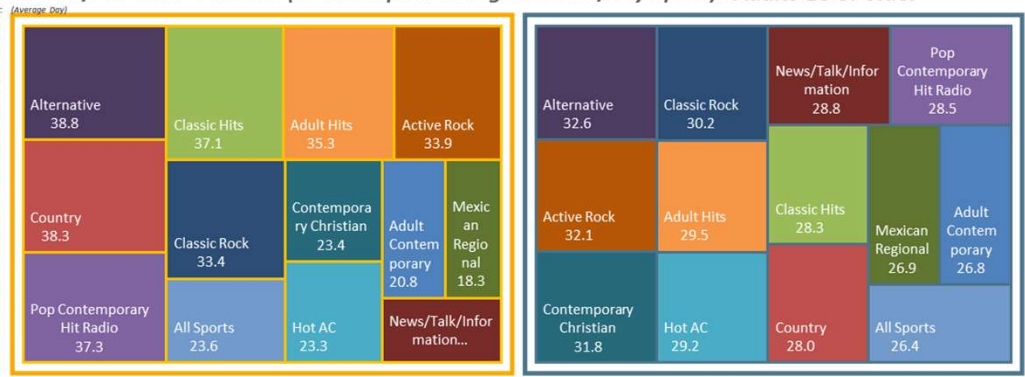


55,736 or 67.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Pop Contemporary Hit Radio, Alternative, Adult Contemporary, and

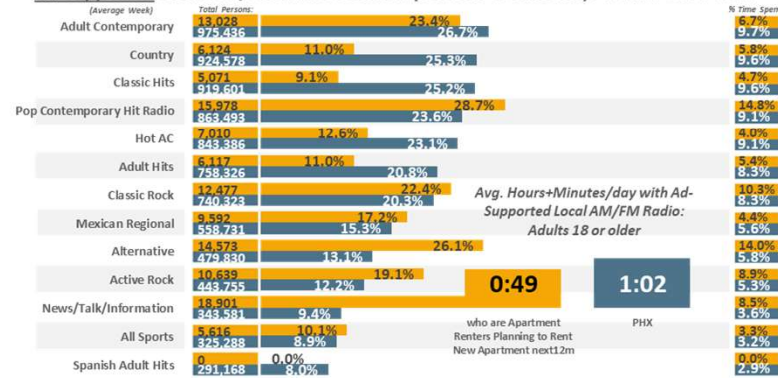
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



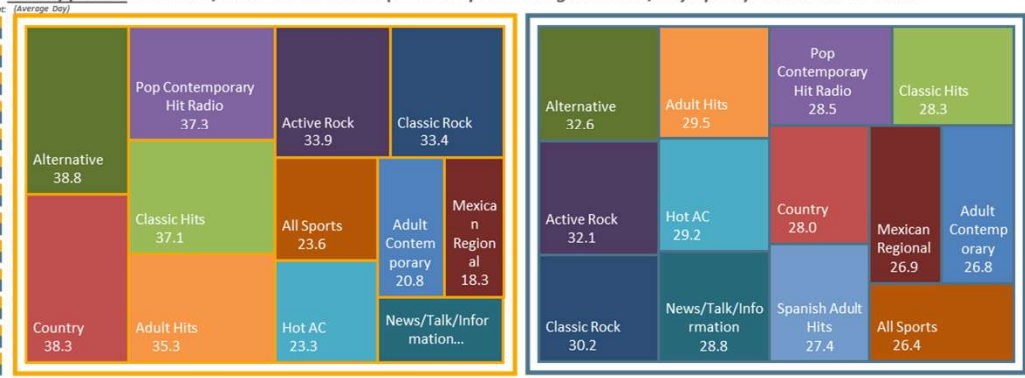
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

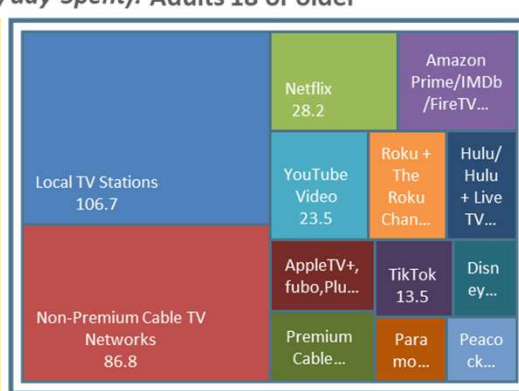
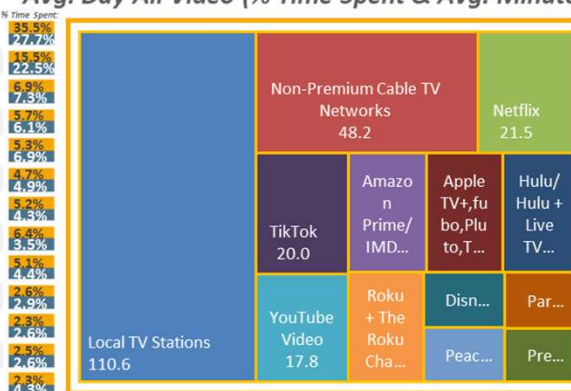
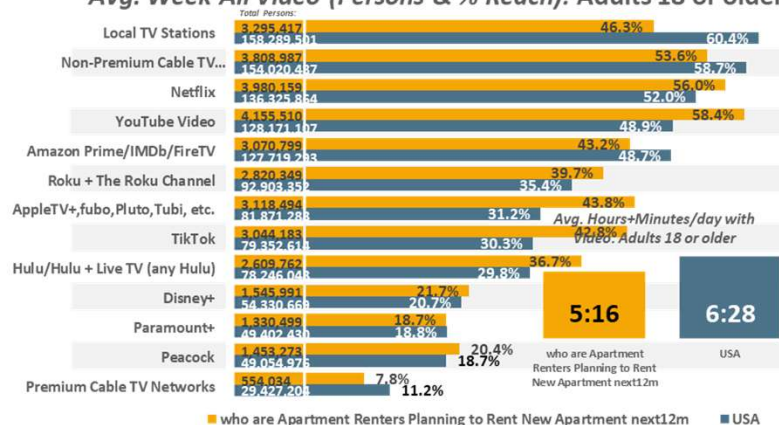




3,244,771 or 45.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 106.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Video.

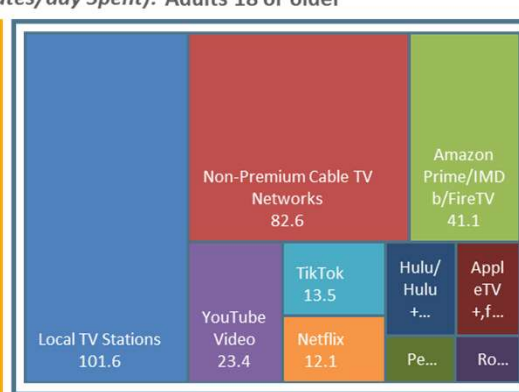
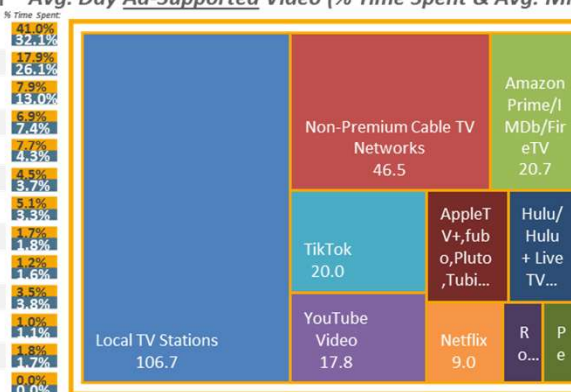
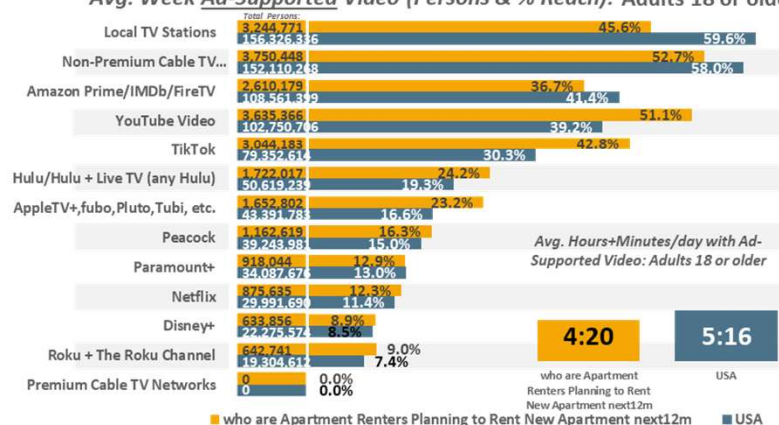
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

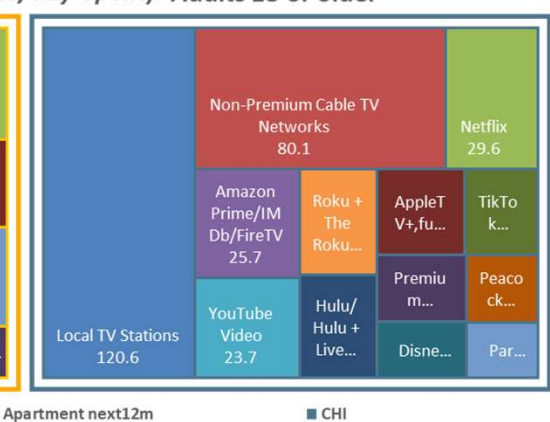
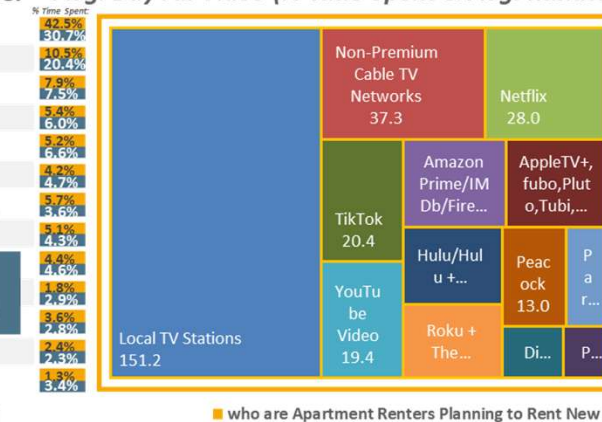
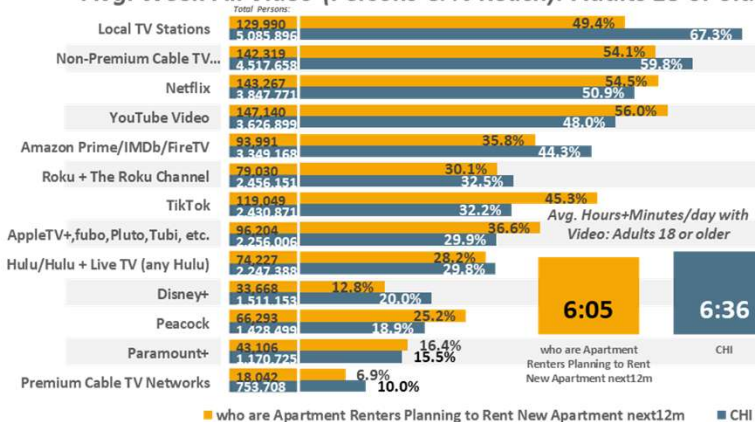




127,413 or 48.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 143.4 minutes every day representing 47.9% of all time spent daily with Ad-Supported Video.

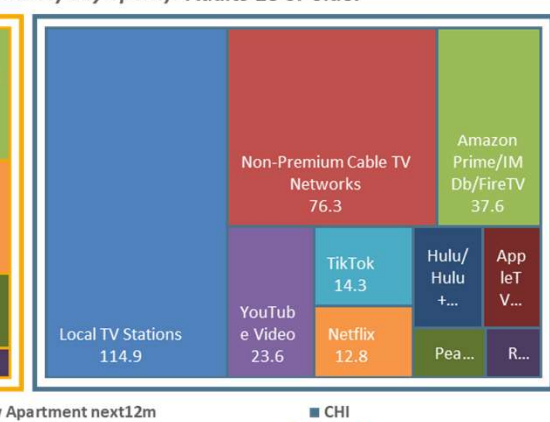
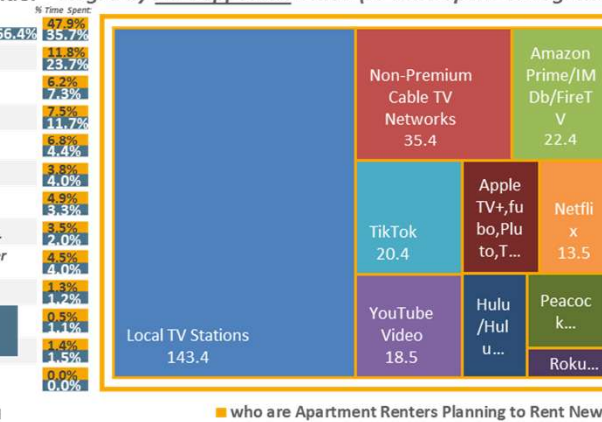
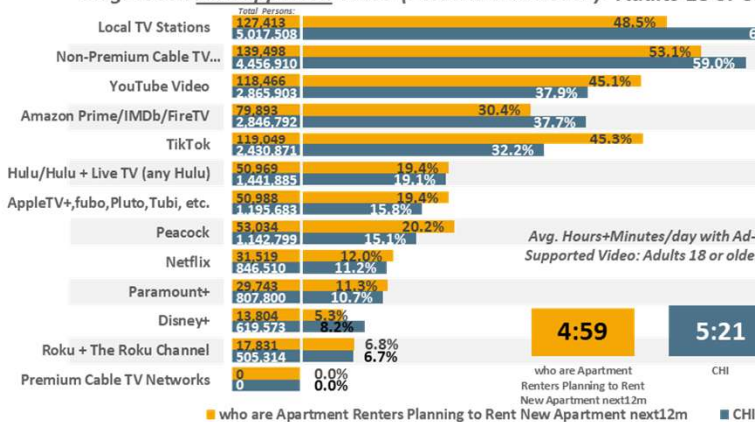
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103
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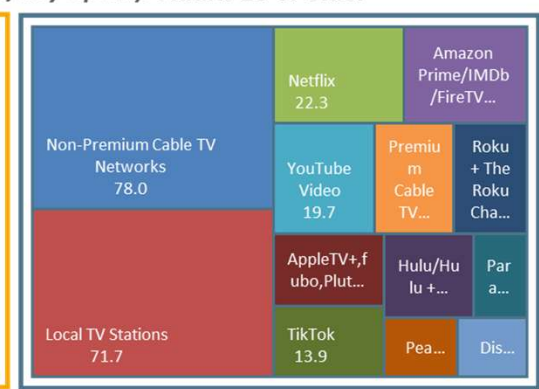
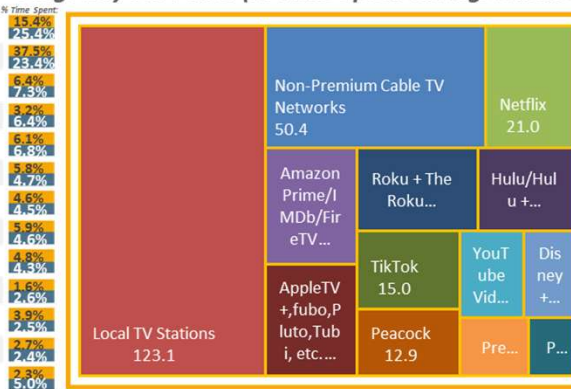
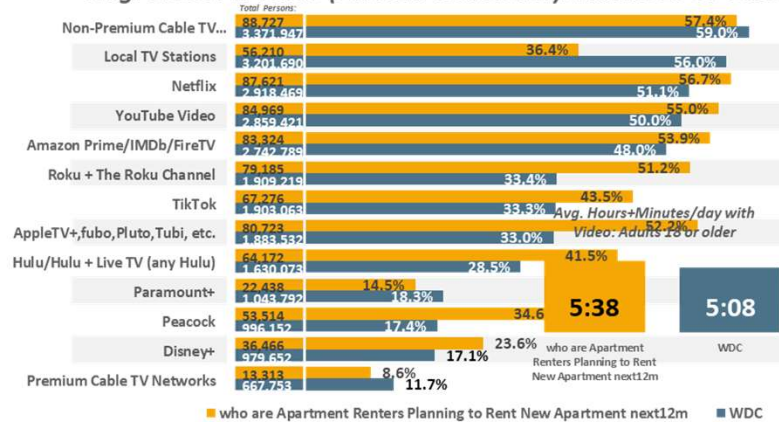
[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



55,712 or 36.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 119.1 minutes every day representing 43.5% of all time spent daily with Ad-Supported Video.

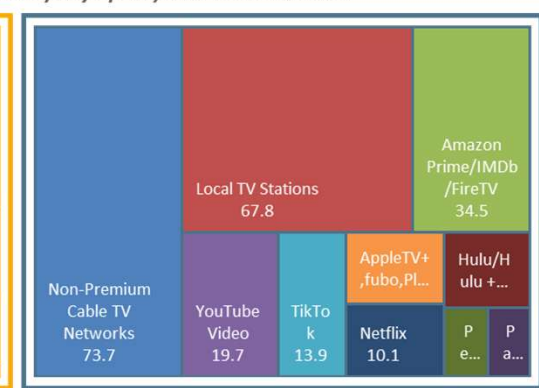
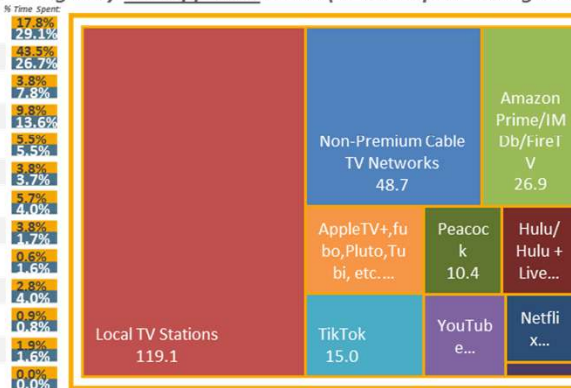
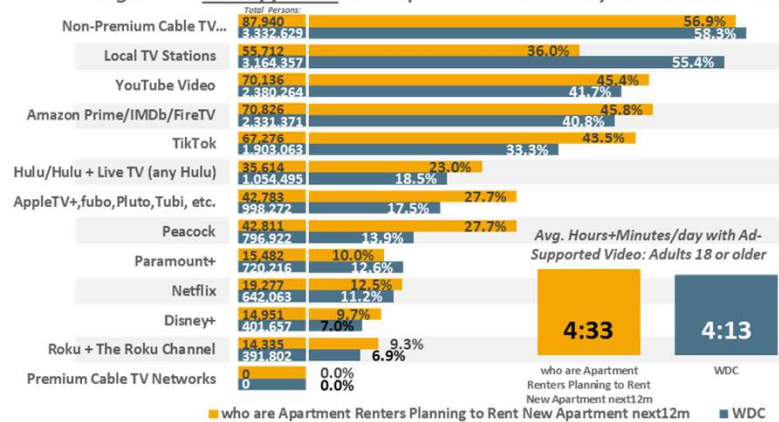
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 162
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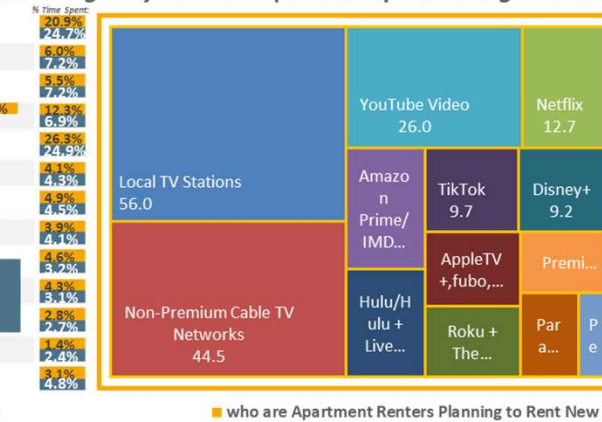
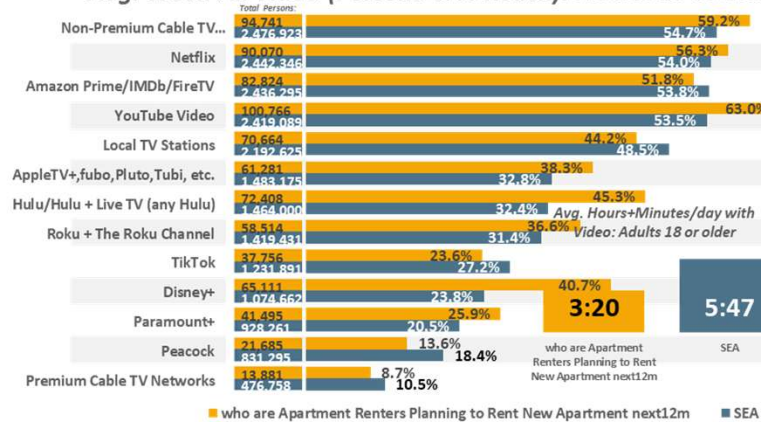
[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



69,920 or 43.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 52.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

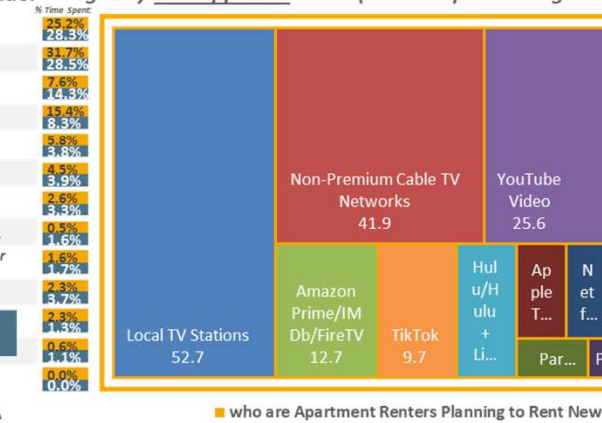
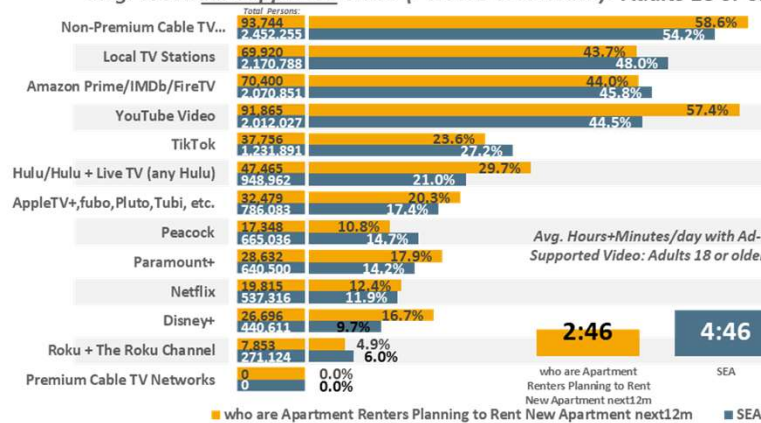
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 132
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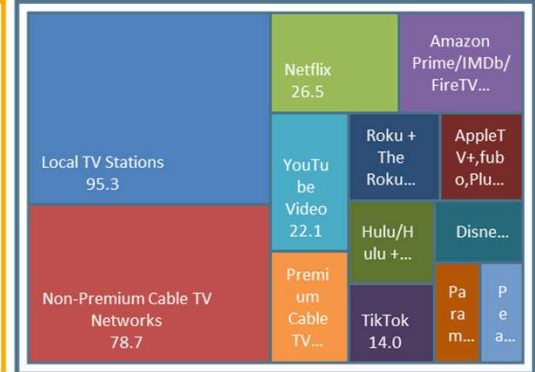
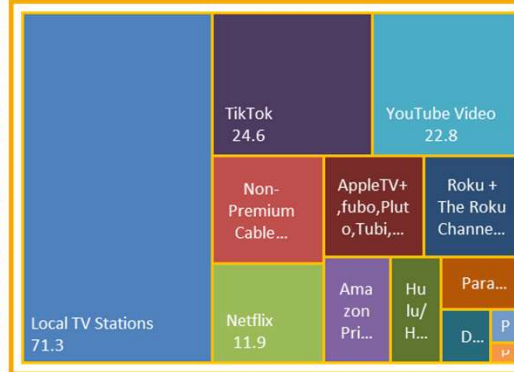
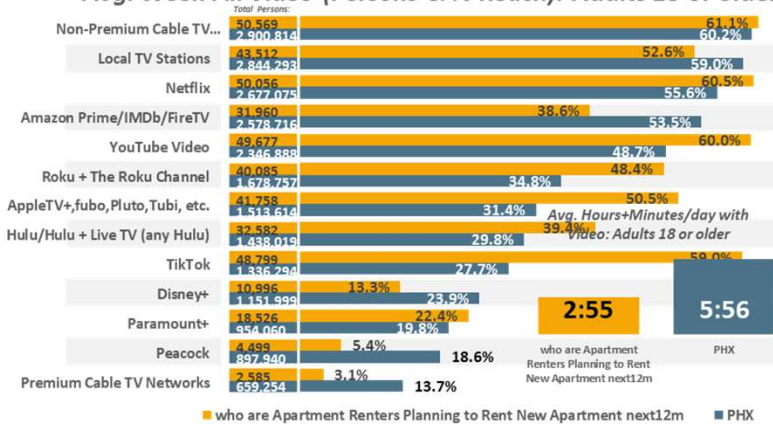
[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



42,384 or 51.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 70.7 minutes every day representing 48.1% of all time spent daily with Ad-Supported Video.

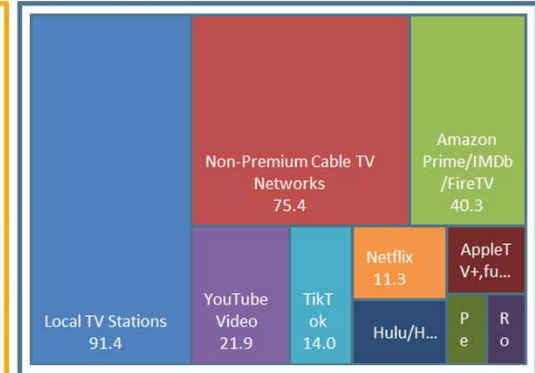
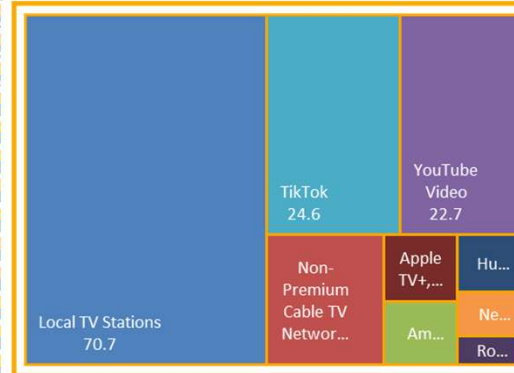
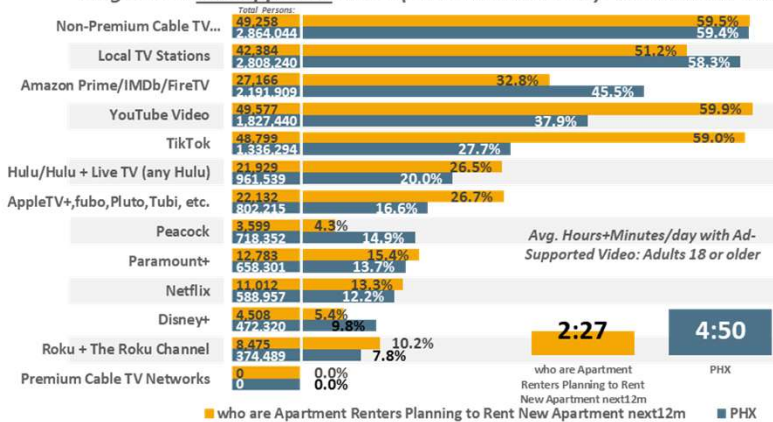
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



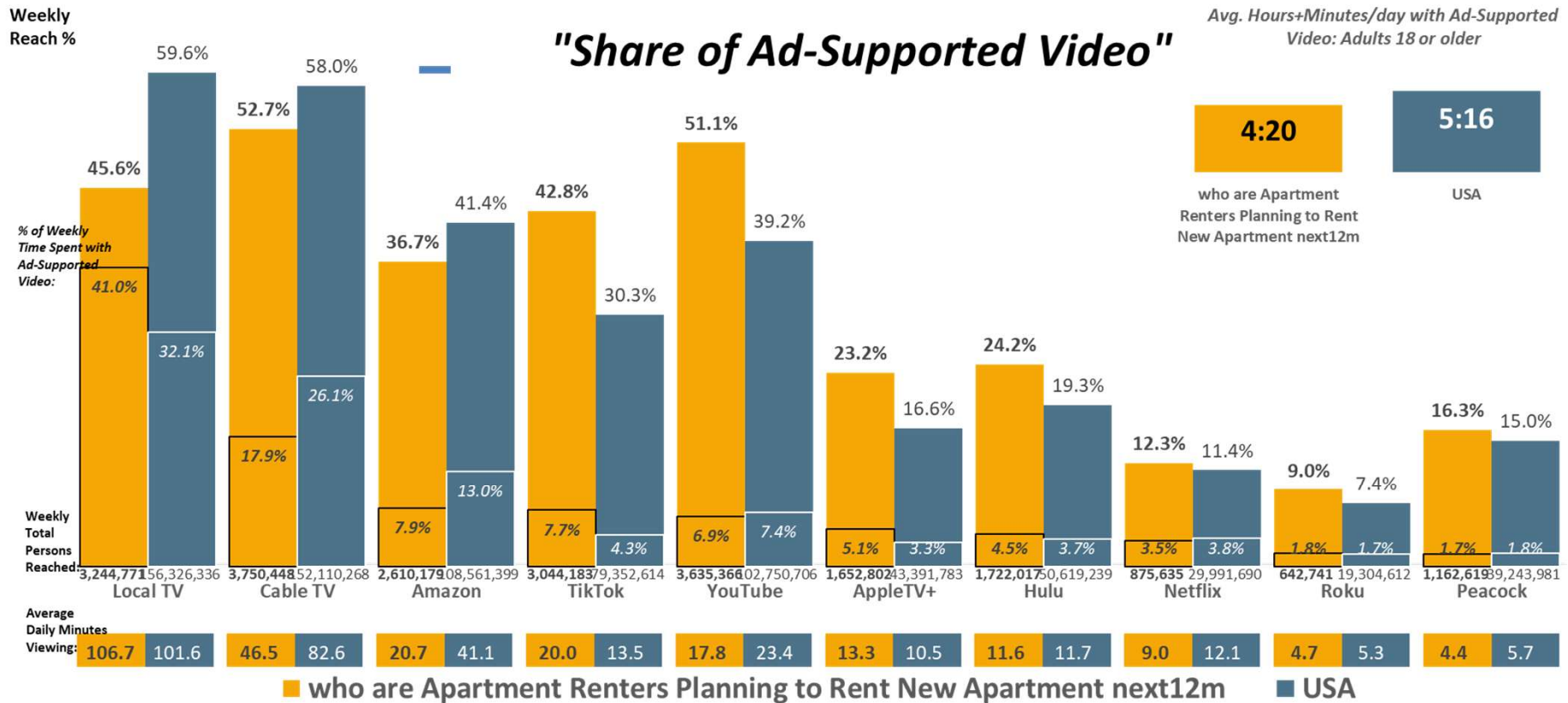
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



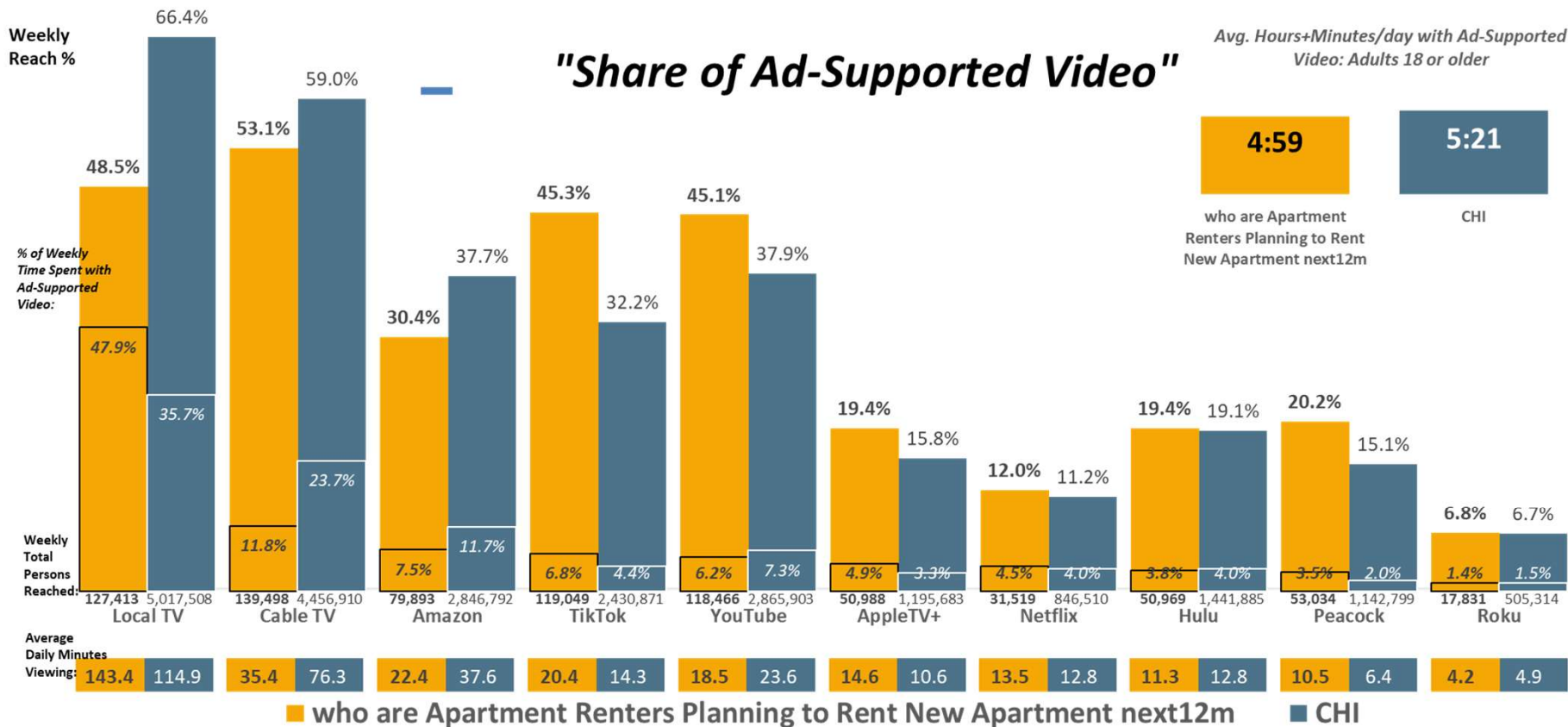
3,244,771 or 45.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 106.7 minutes every day representing 41.0% of all time spent daily with Ad-Supported Video.





127,413 or 48.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 143.4 minutes every day representing 47.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



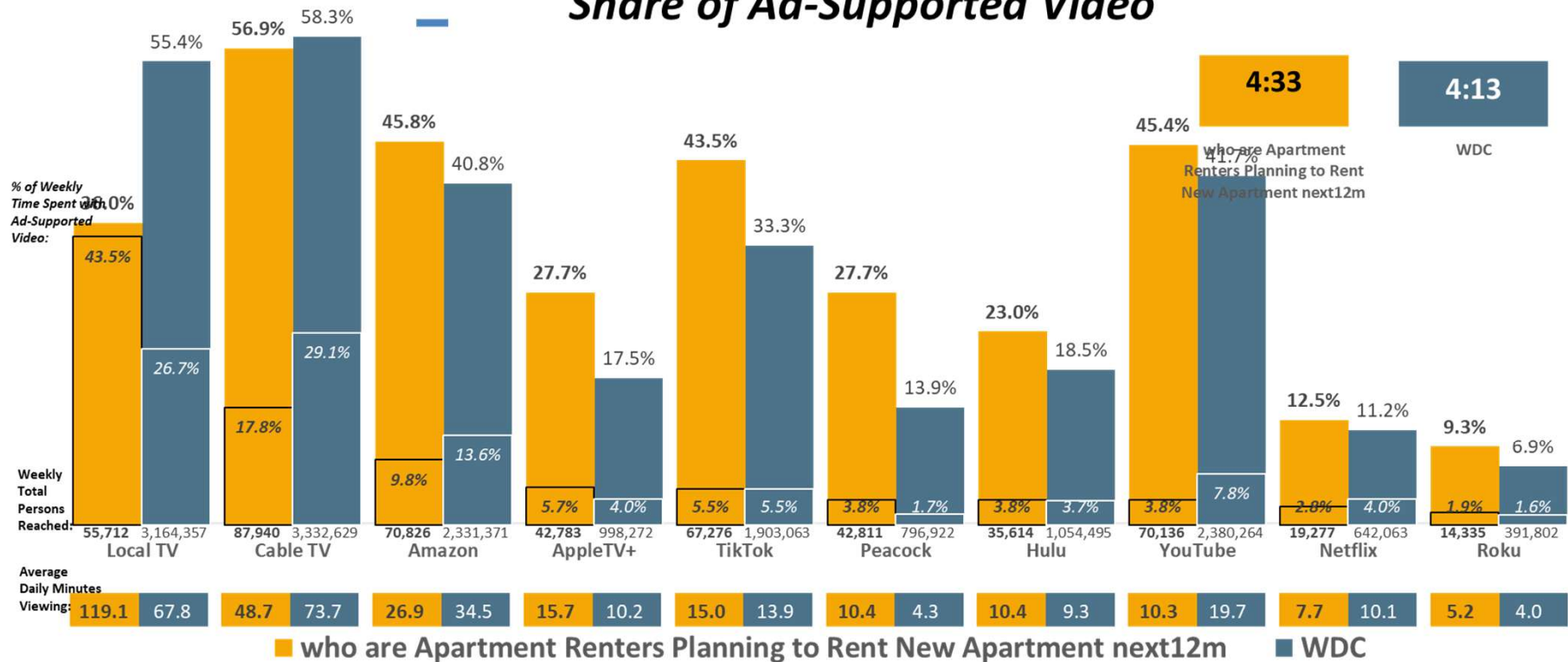


55,712 or 36.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 119.1 minutes every day representing 43.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 162
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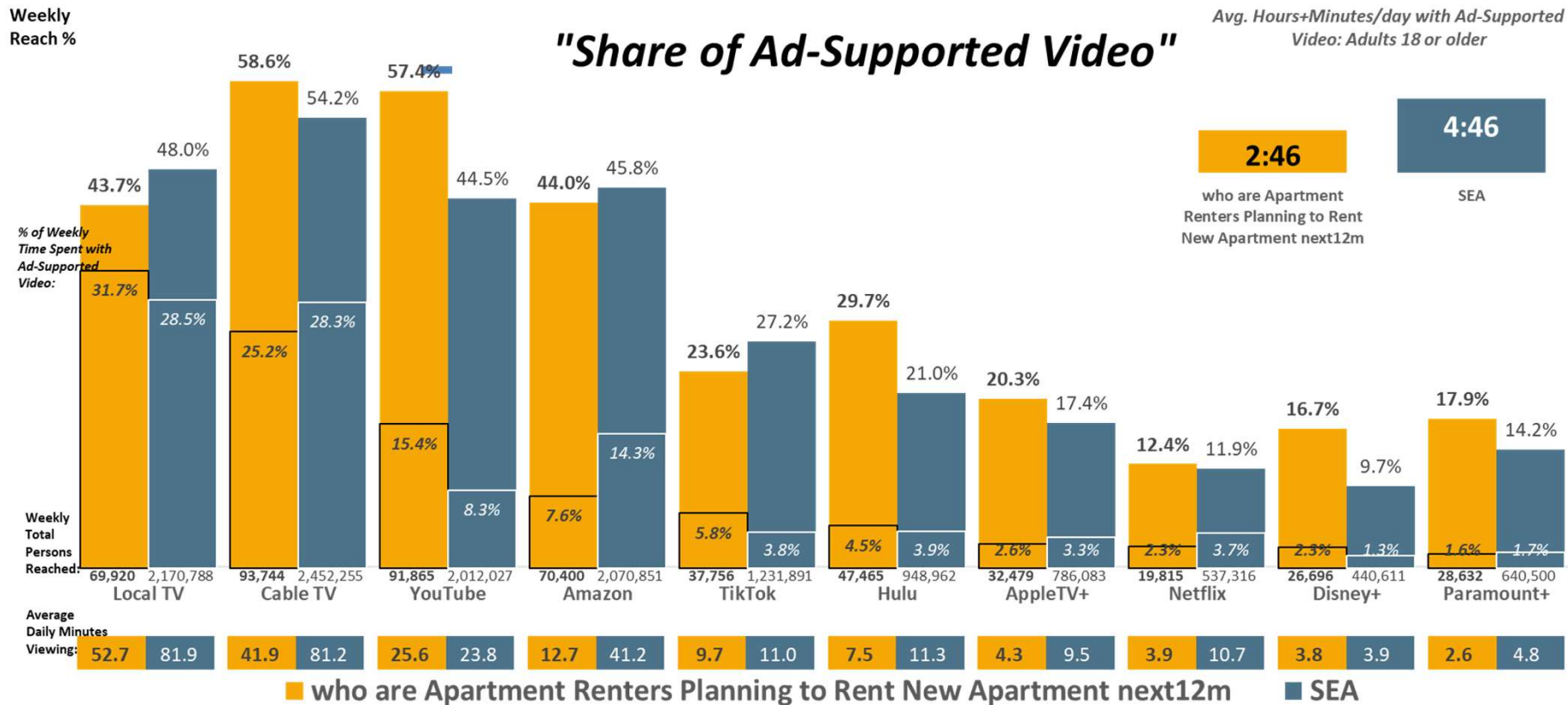
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

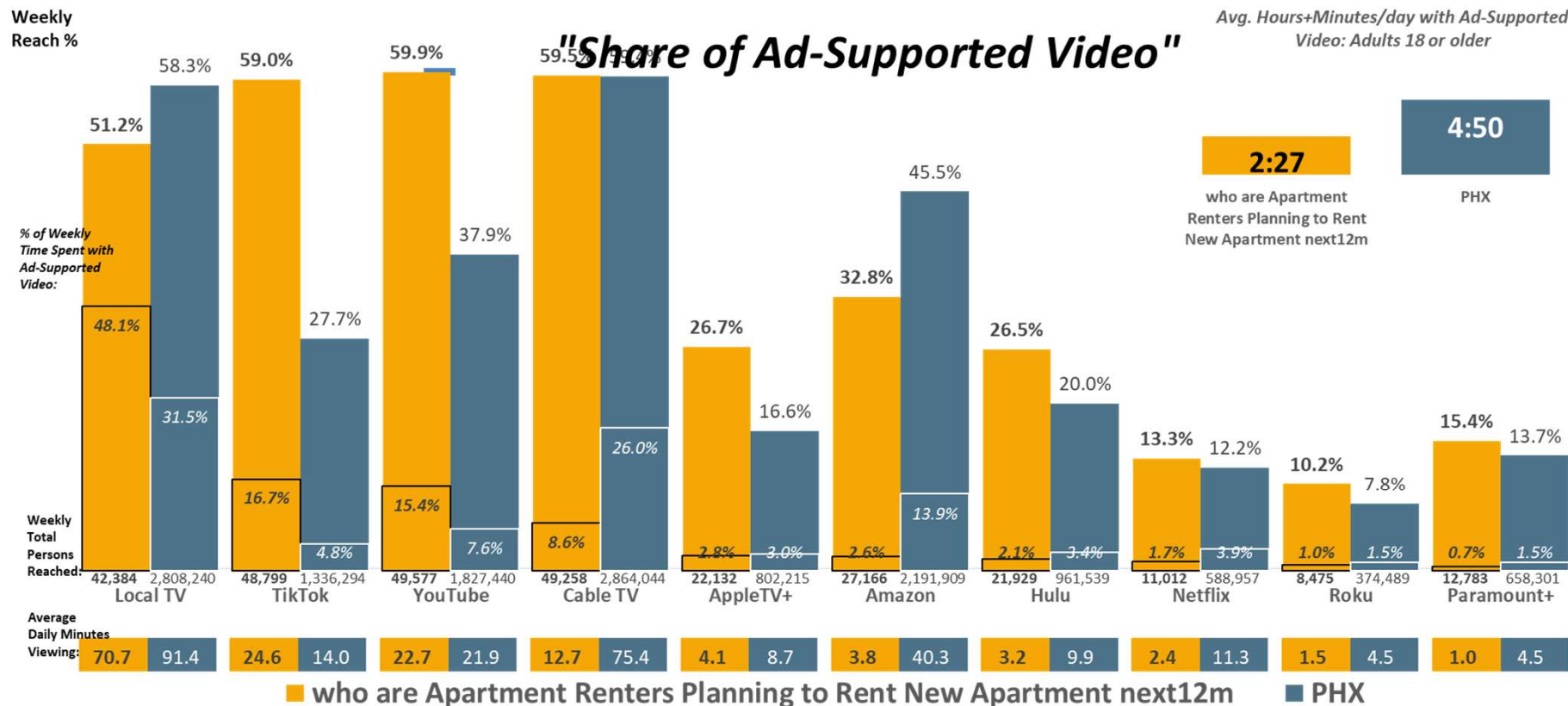


69,920 or 43.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 52.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.





42,384 or 51.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 70.7 minutes every day representing 48.1% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

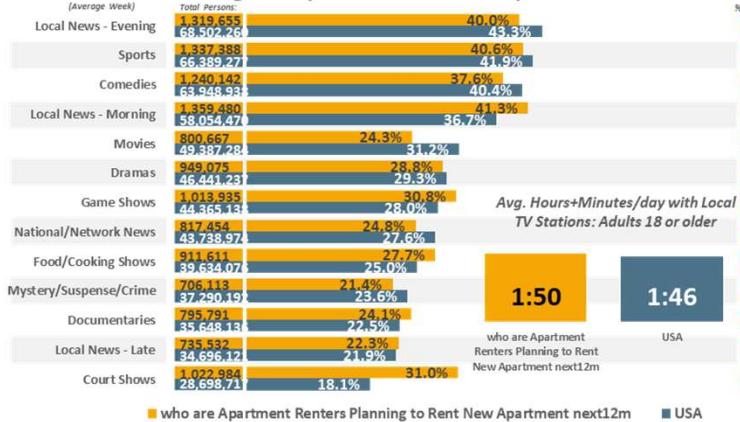
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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

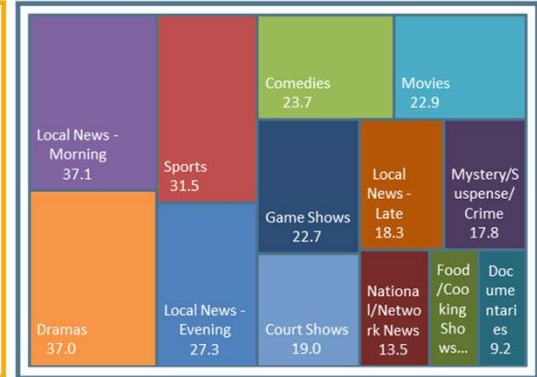
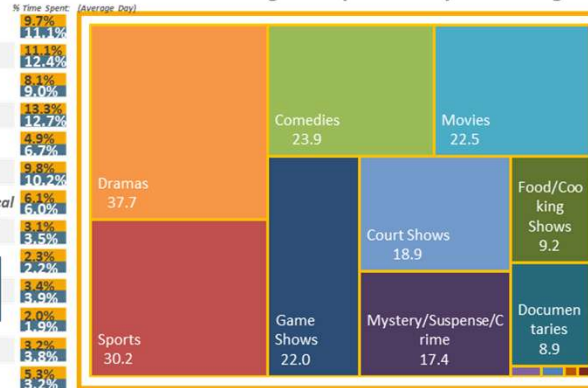


3,244,771 or 45.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Court Shows, and Game Show

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



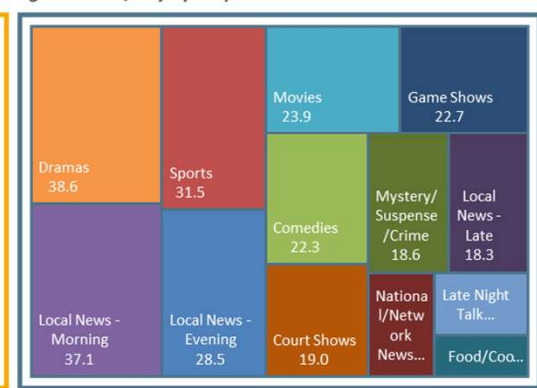
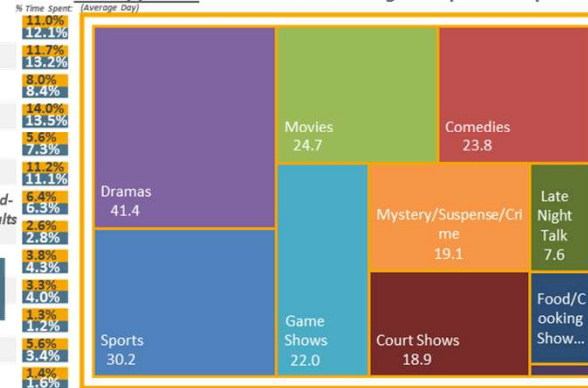
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

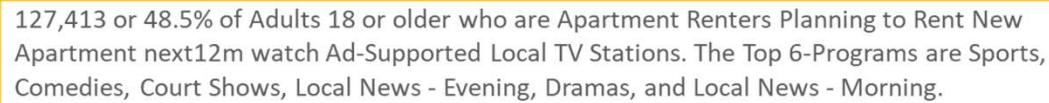


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older

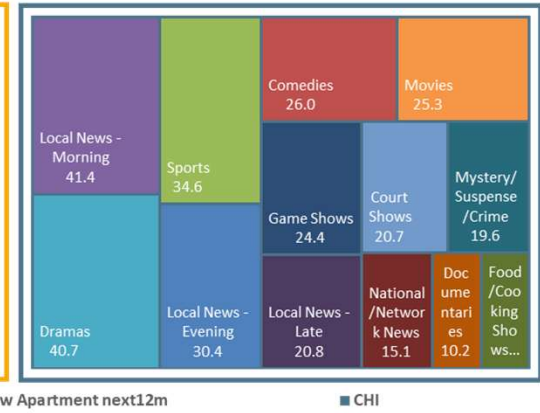


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

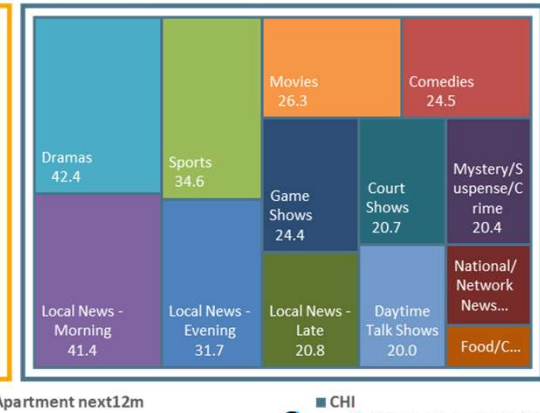
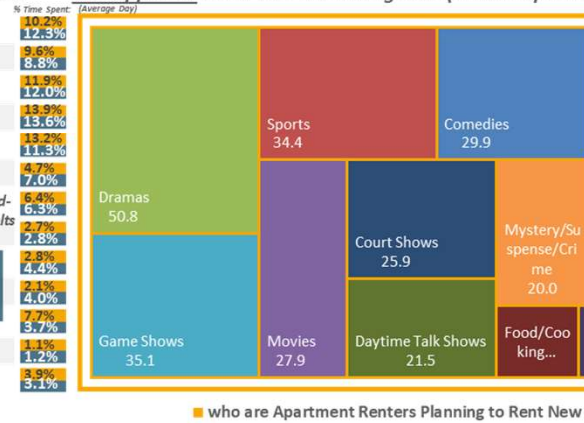




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



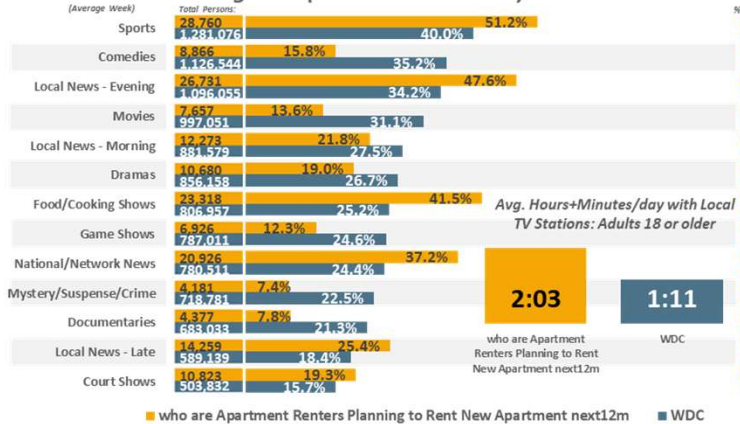
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(((Own or rent residence (HHLd): Rent AND Type of dwelling (HHLd): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address)) AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

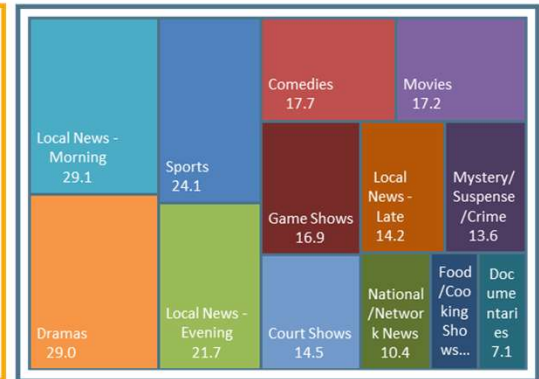
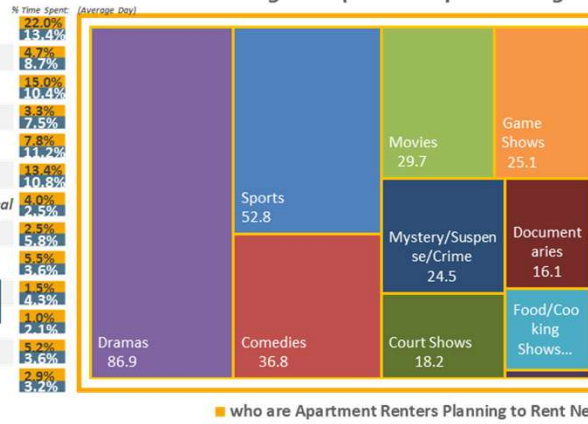


55,712 or 36.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Food/Cooking Shows, Local News - Late,

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



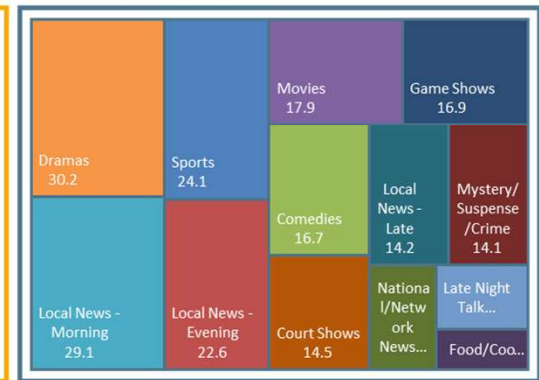
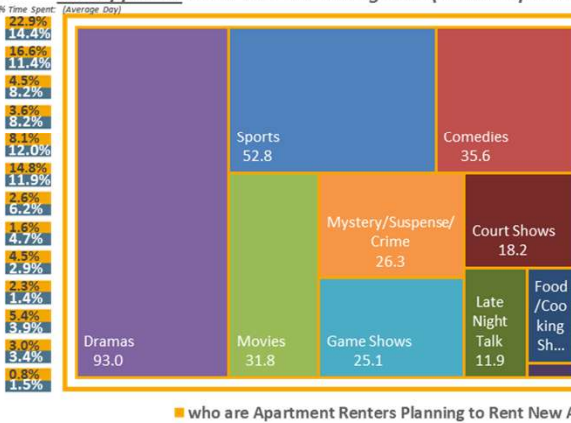
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



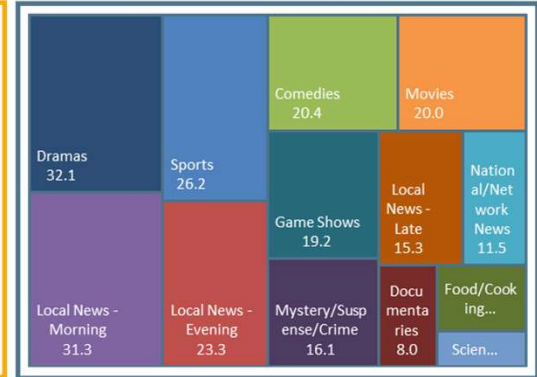
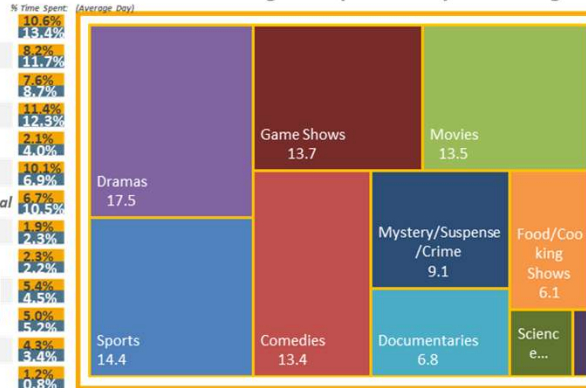


69,920 or 43.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Mystery/Suspense/Crime, Comedies, Science Fiction, and Local News - Evening

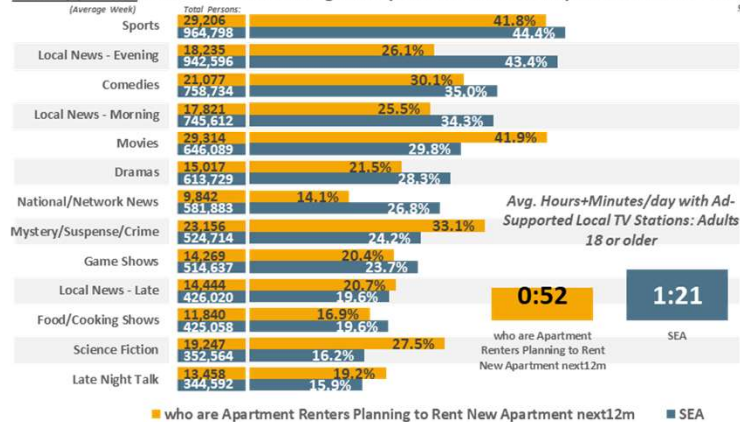
Local TV Station Programs (Persons & % Reach): Adults 18 or older



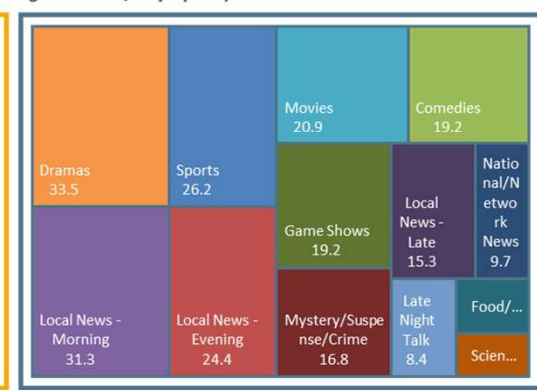
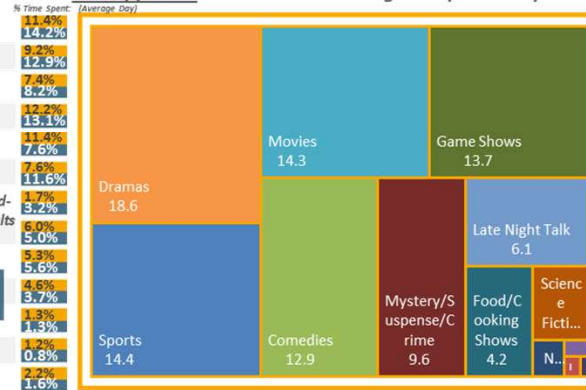
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



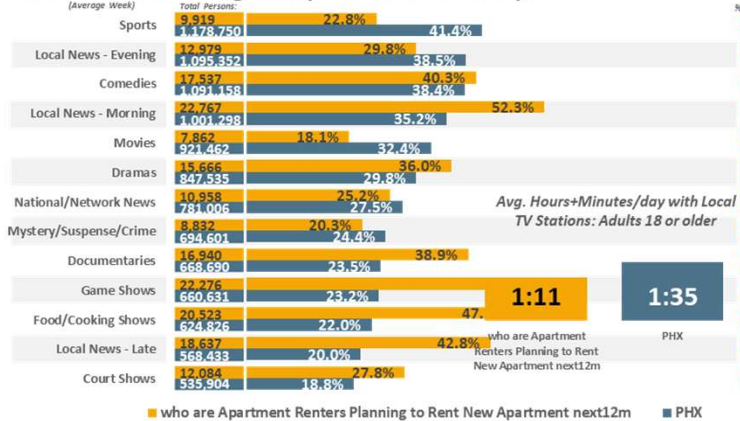
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



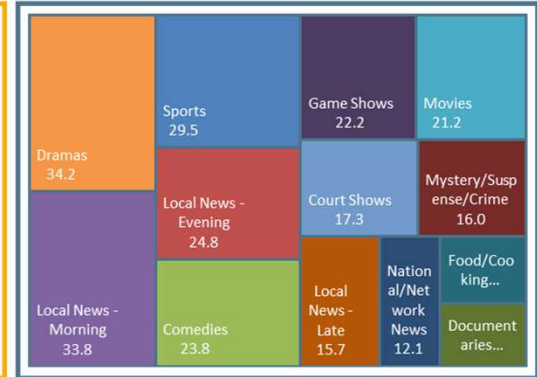
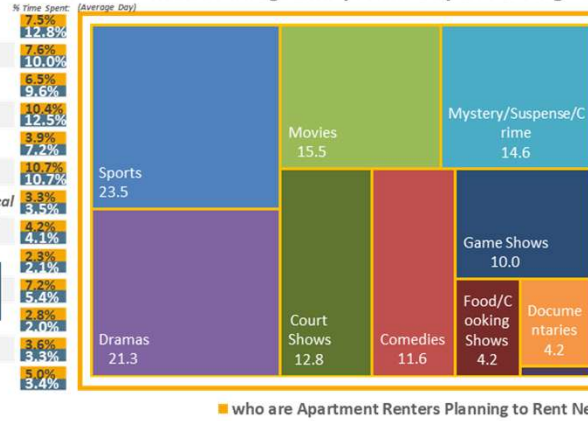


42,384 or 51.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Game Shows, Late Night Talk, Daytime Talk Shows, Local News - Late, a

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



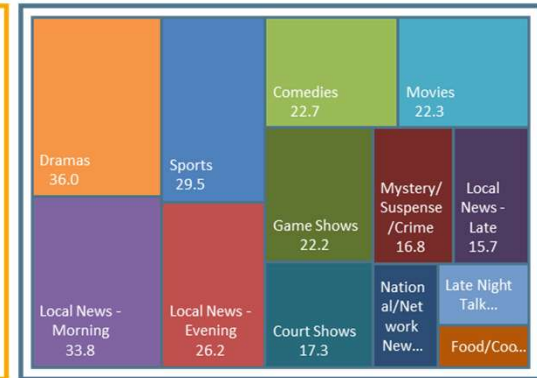
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

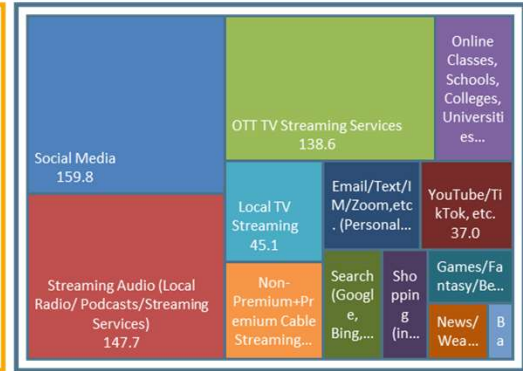
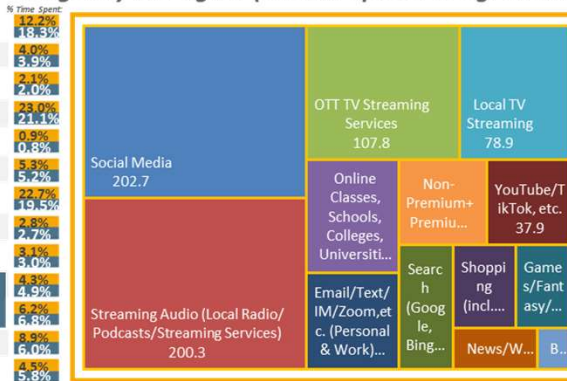
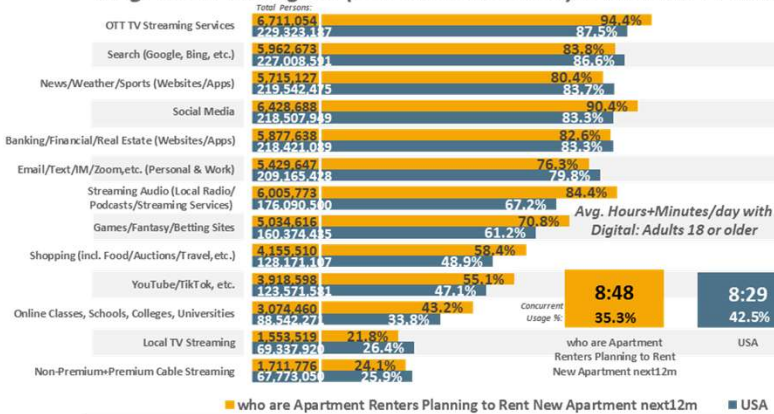




5,620,978 or 79.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 177.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

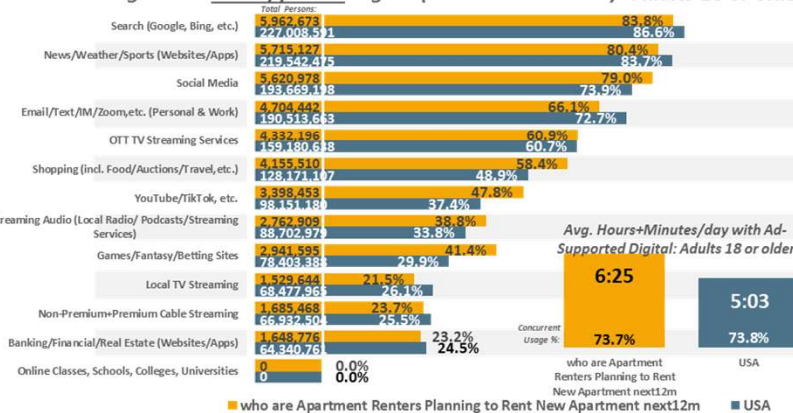
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 613
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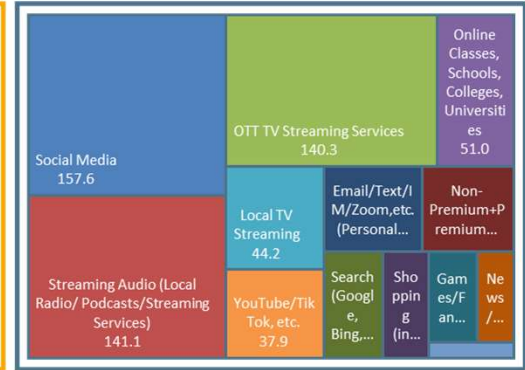
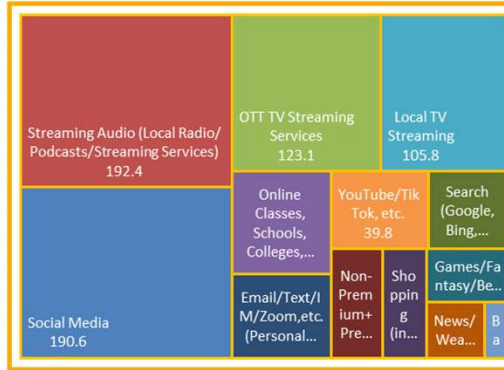
[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD: Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



222,488 or 84.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 171.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

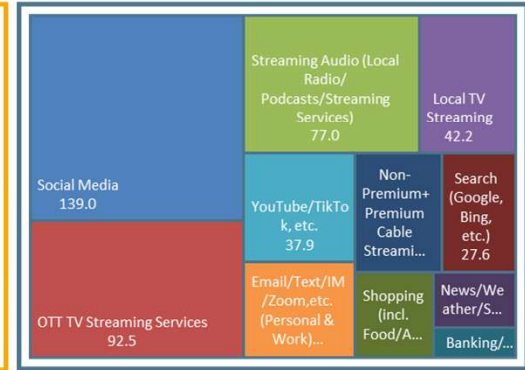
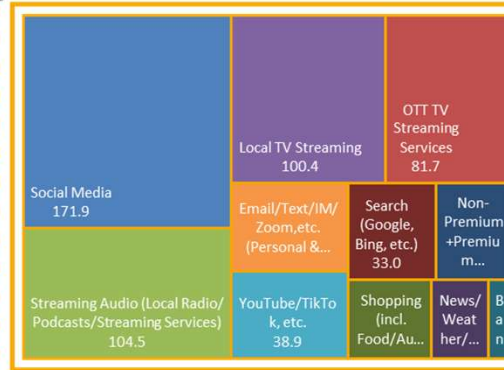
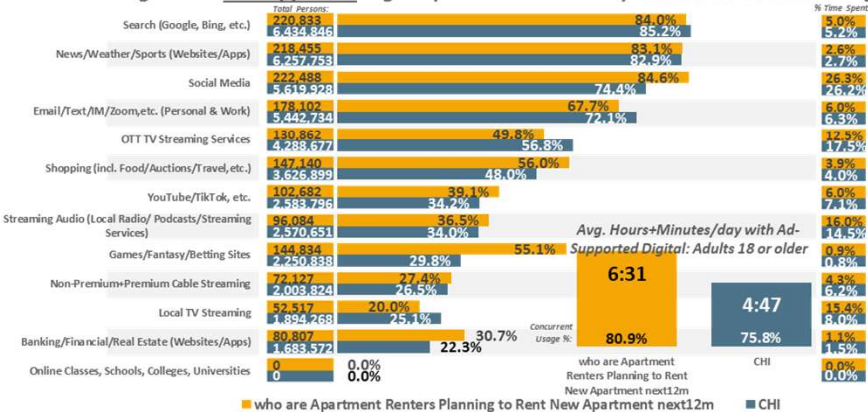
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24/Jun25 Qual Intab 103
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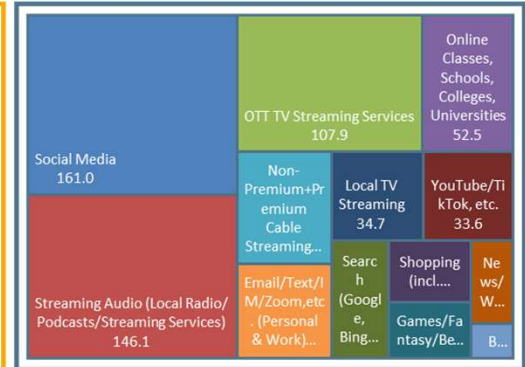
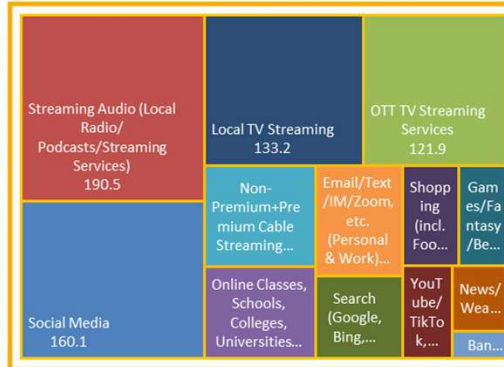
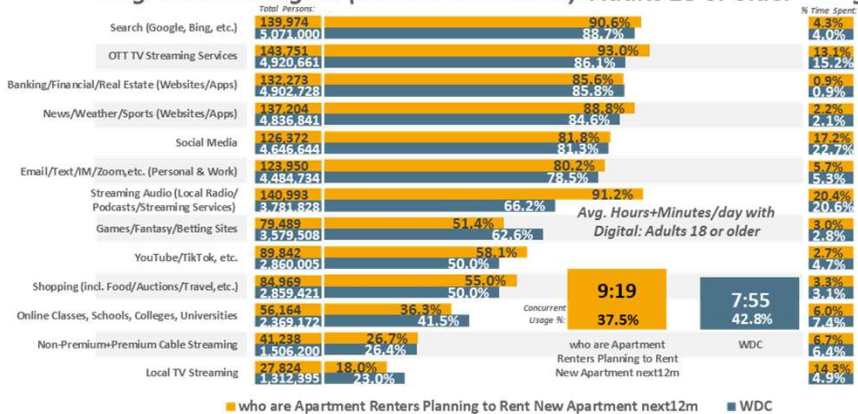
[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



107,639 or 69.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 136.4 minutes every day representing 19.7% of all time spent daily with Ad-Supported Digital Media.

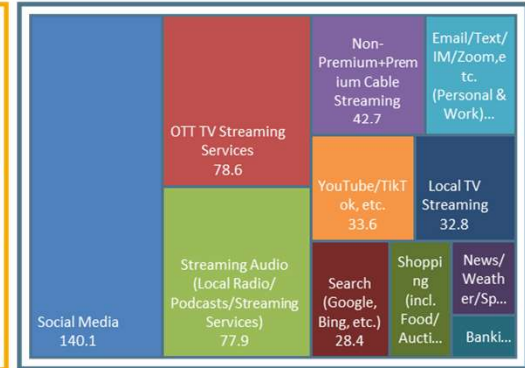
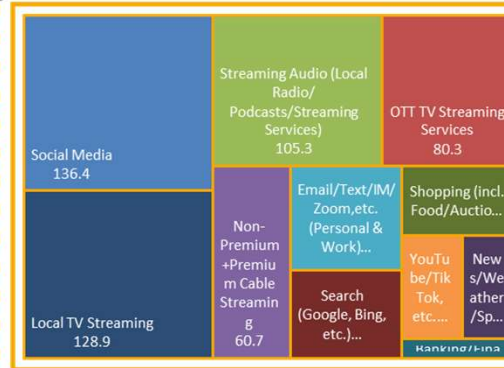
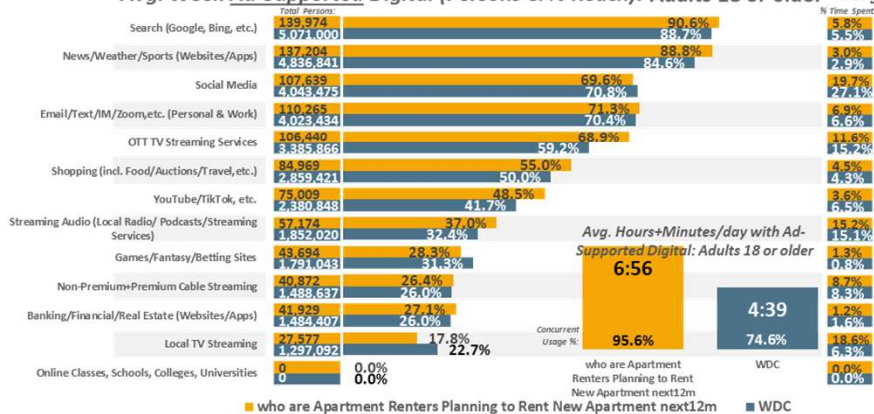
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 162
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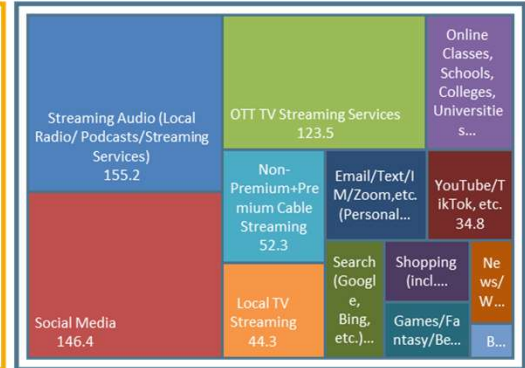
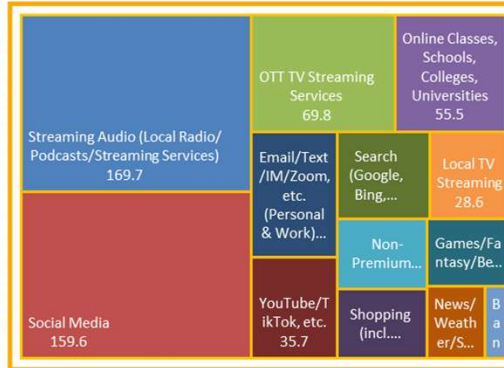
[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



123,374 or 77.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 138.4 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

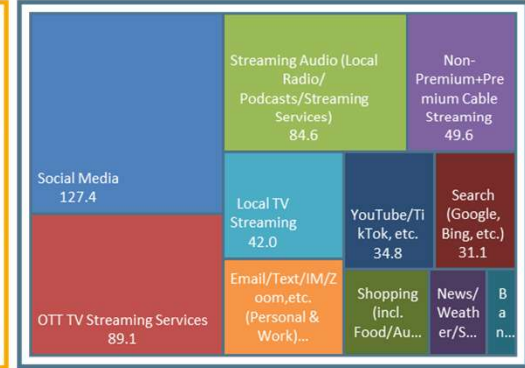
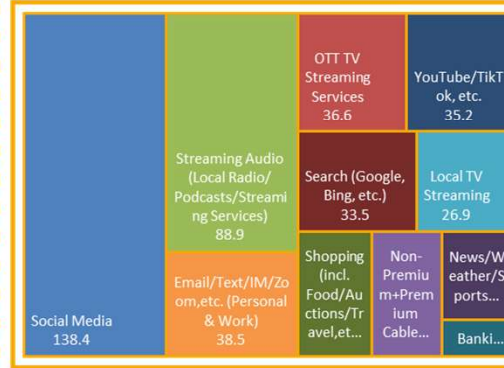
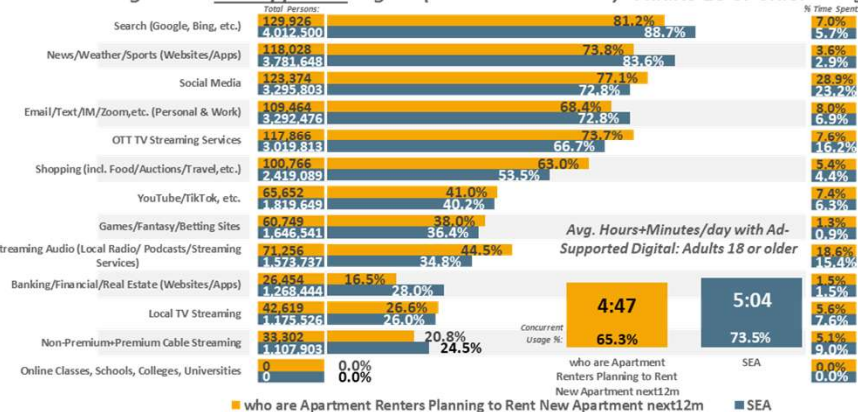
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 132
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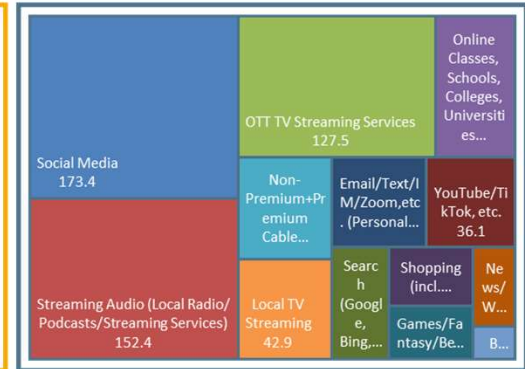
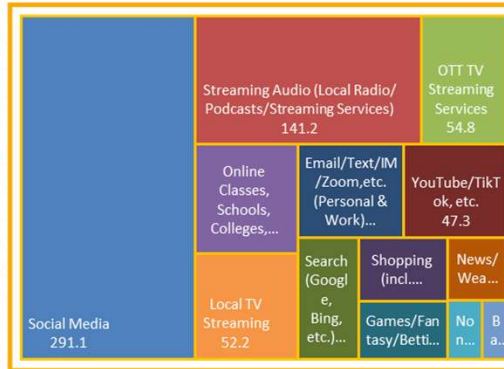
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[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

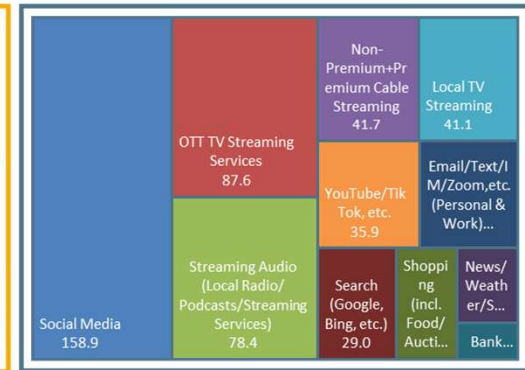
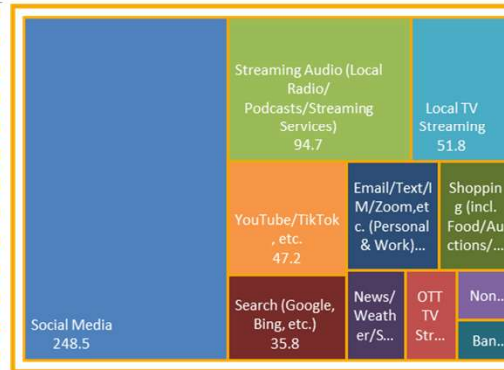
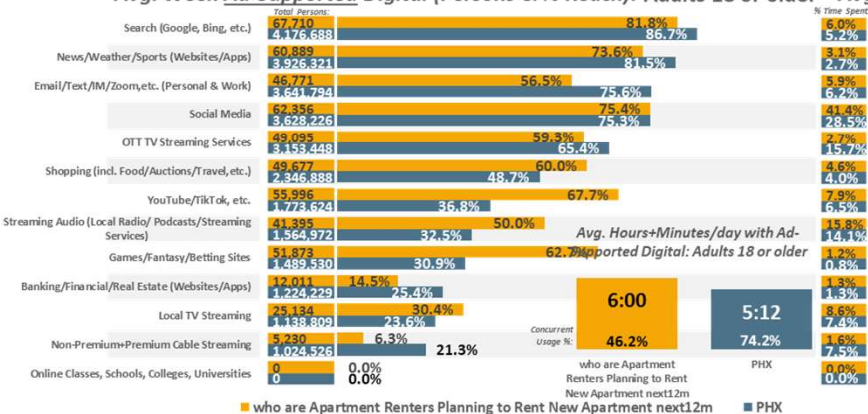


62,356 or 75.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 248.5 minutes every day representing 41.4% of all time spent daily with Ad-Supported Digital Media.

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**



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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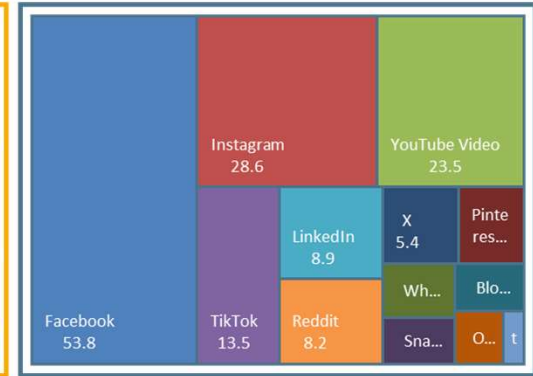
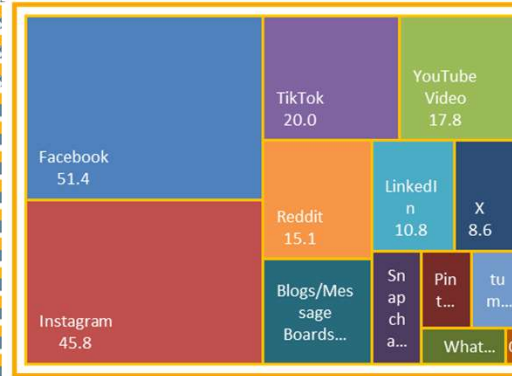
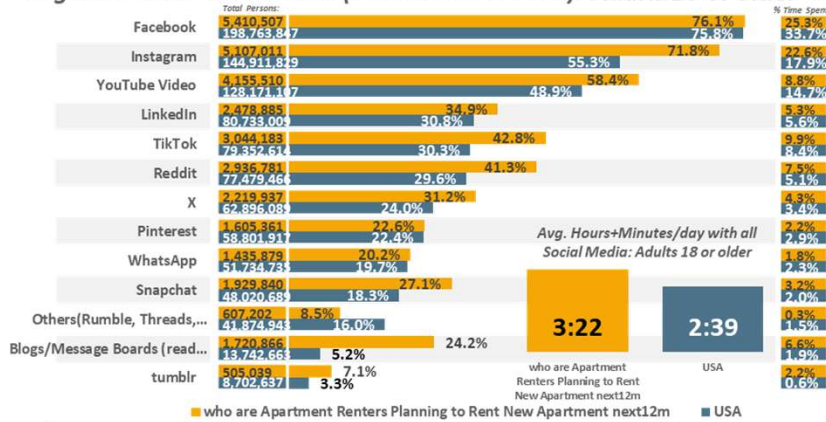
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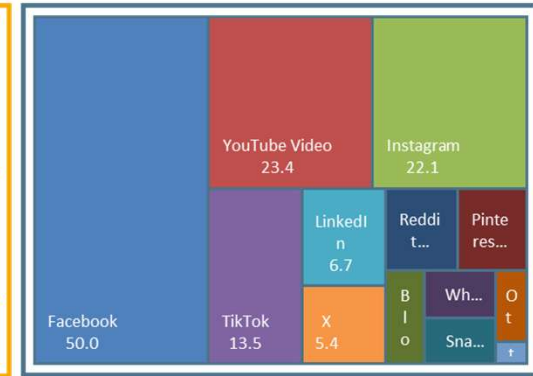
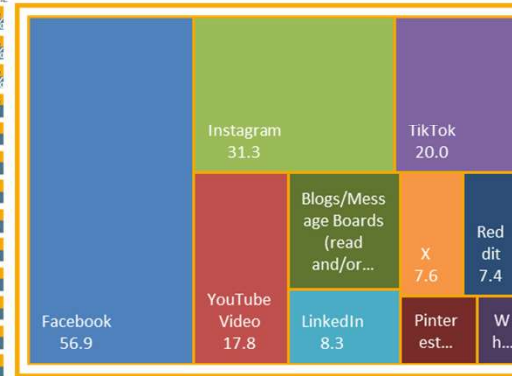
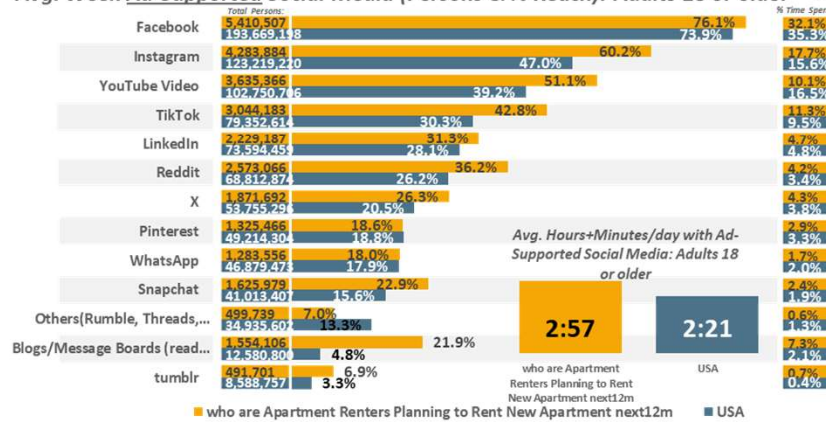


5,410,507 or 76.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 56.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

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



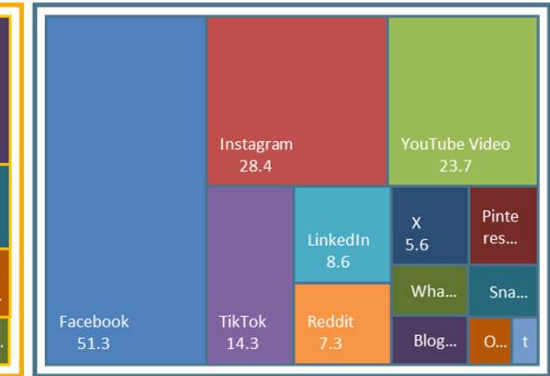
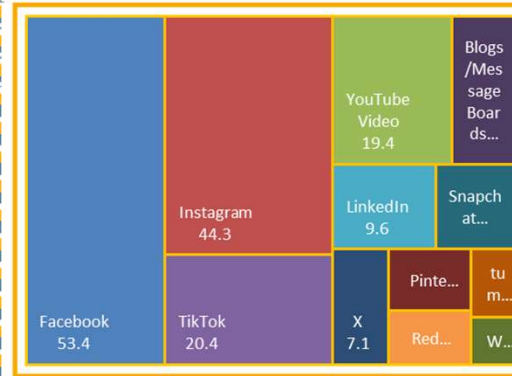
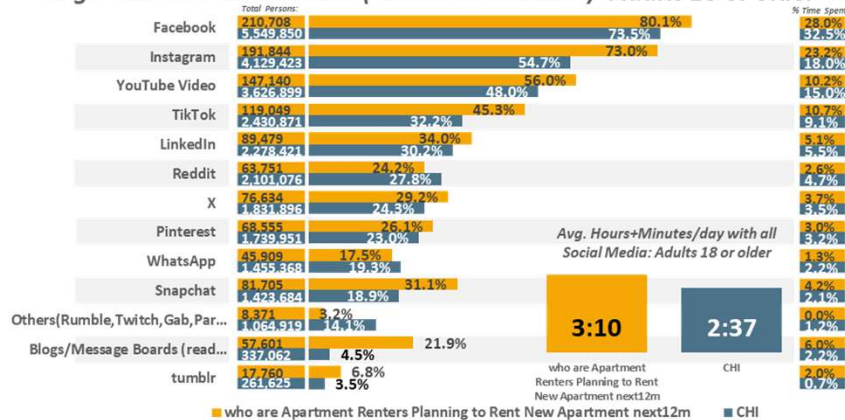
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



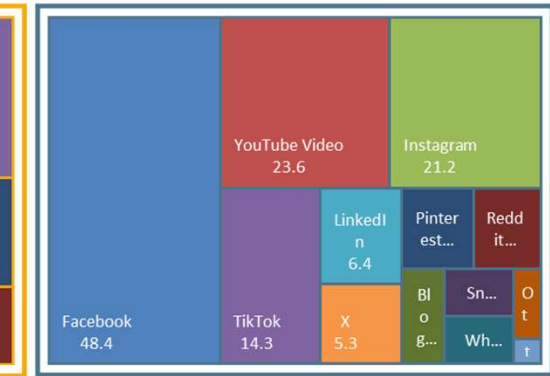
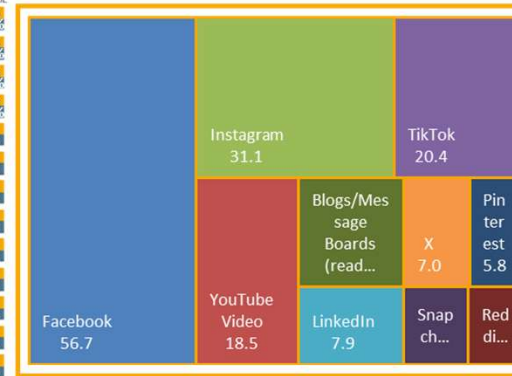
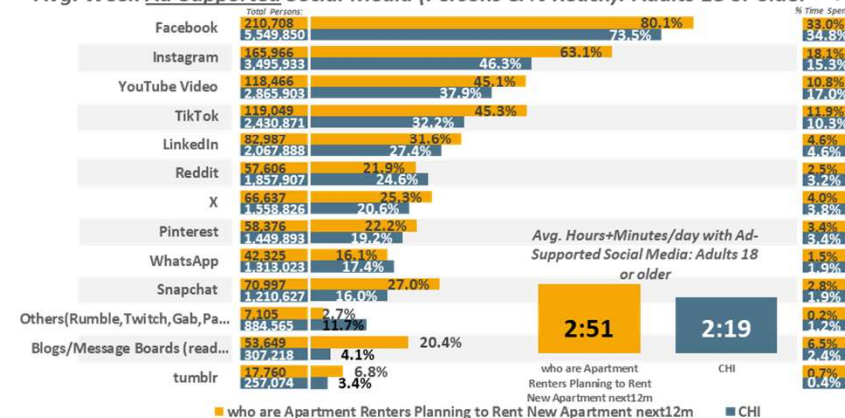


210,708 or 80.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 56.7 minutes every day representing 33.0% of all time spent daily with Ad-Supported Social Media.

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



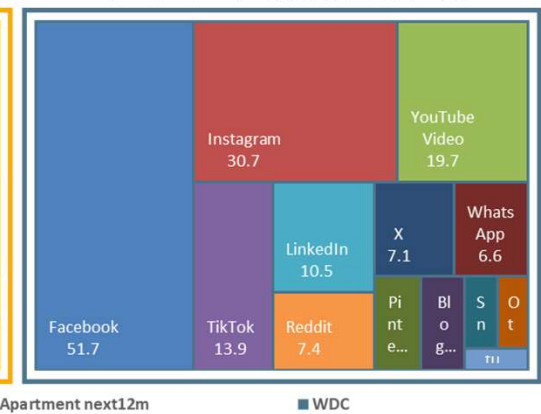
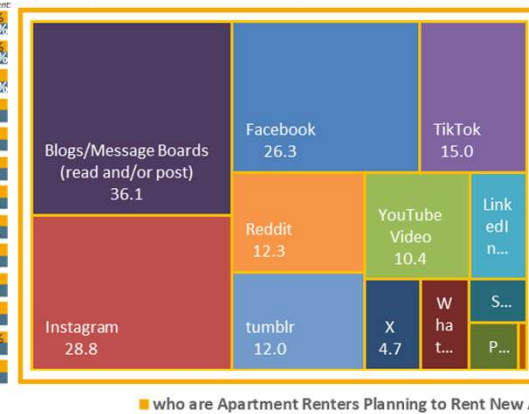
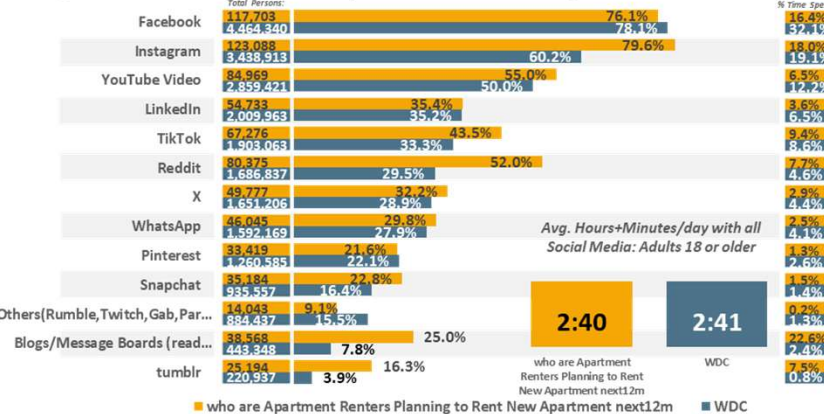
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



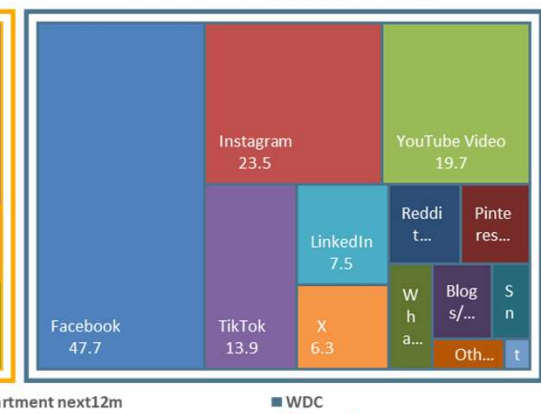
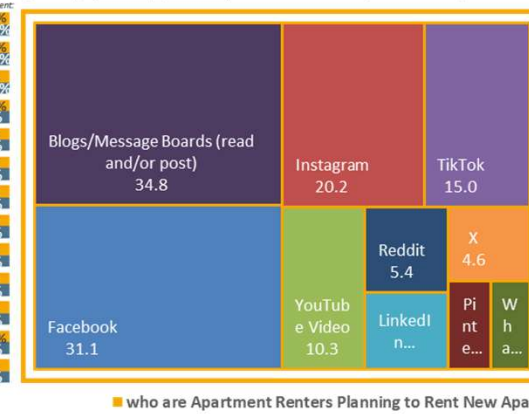
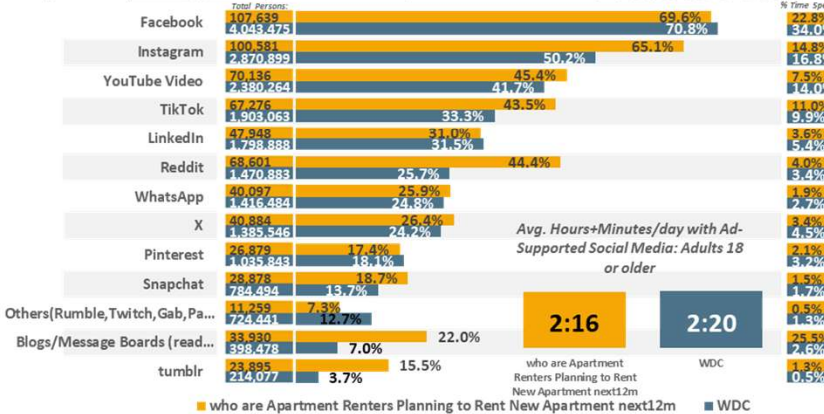


33,930 or 22.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 34.8 minutes every day representing 25.5% of all time spent daily with Ad-Supp

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**



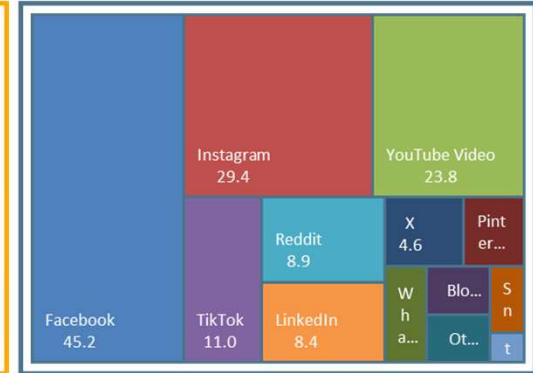
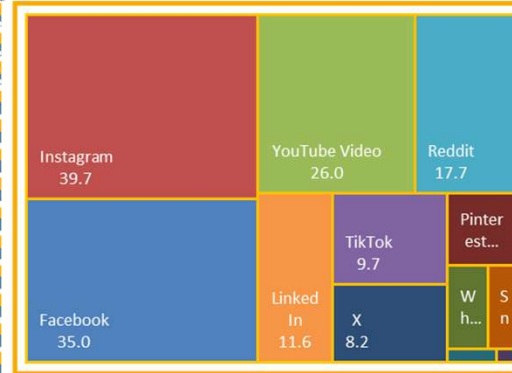
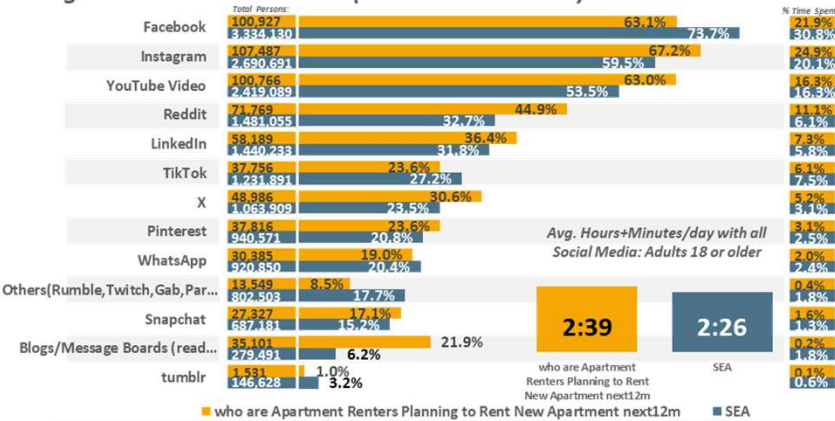
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



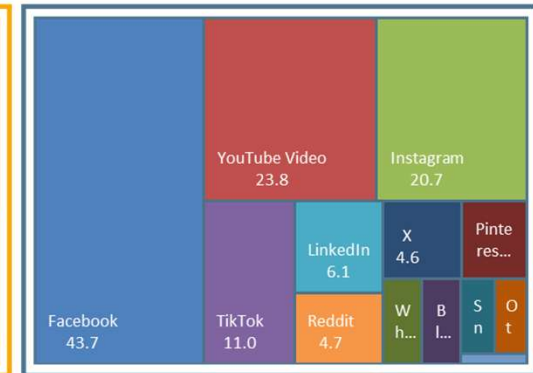
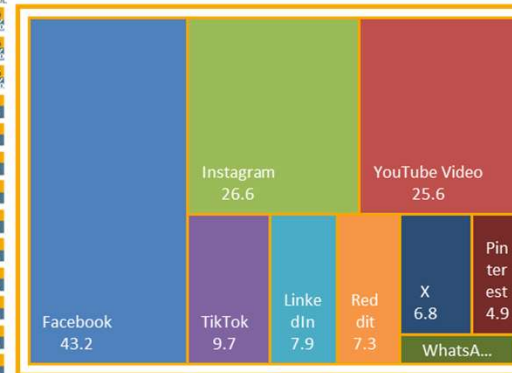
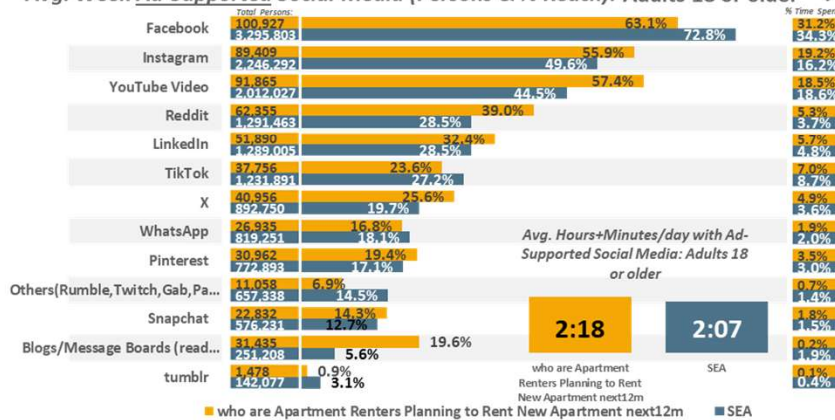


100,927 or 63.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 43.2 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 132
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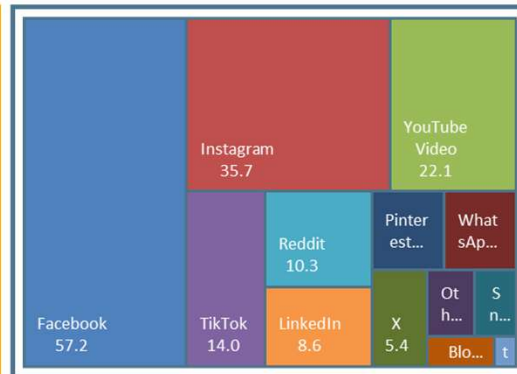
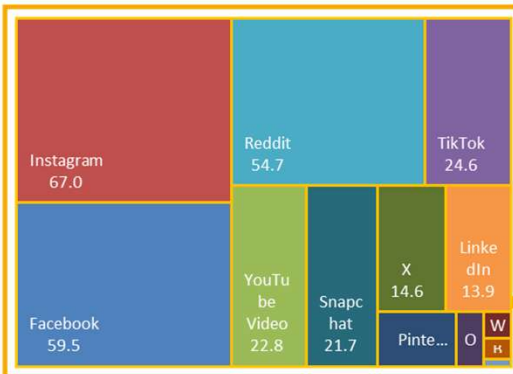
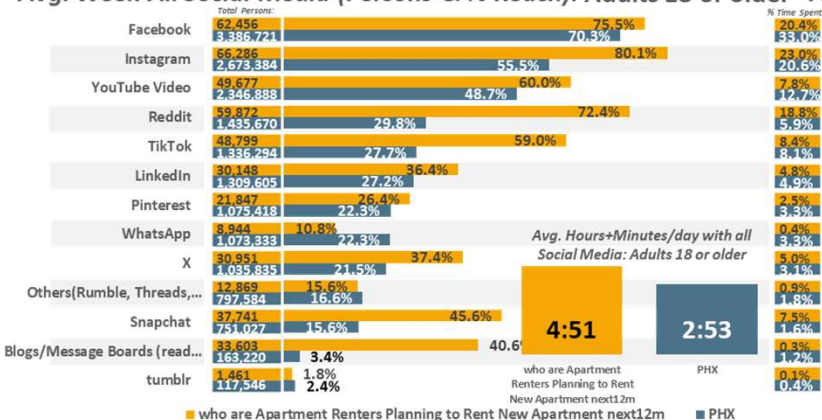
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

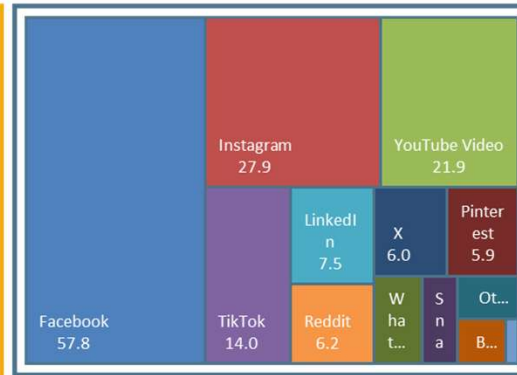
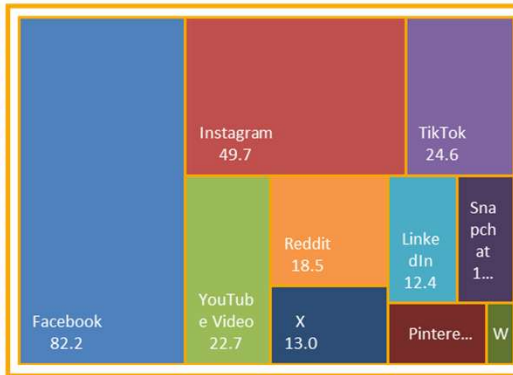
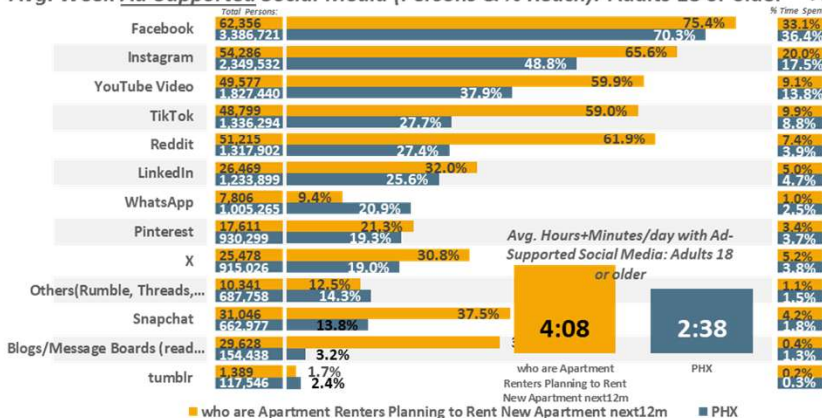


62,356 or 75.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 82.2 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

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



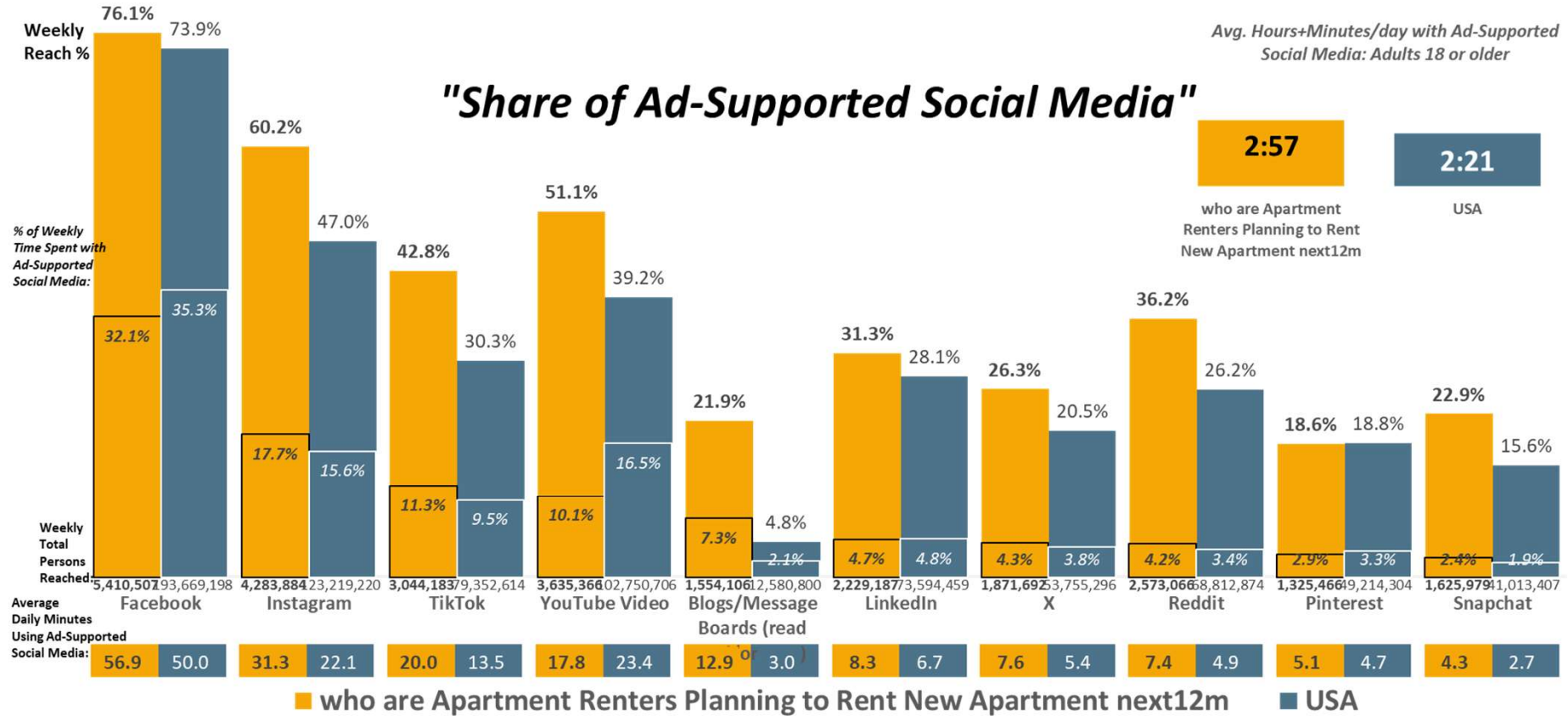
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





5,410,507 or 76.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 56.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



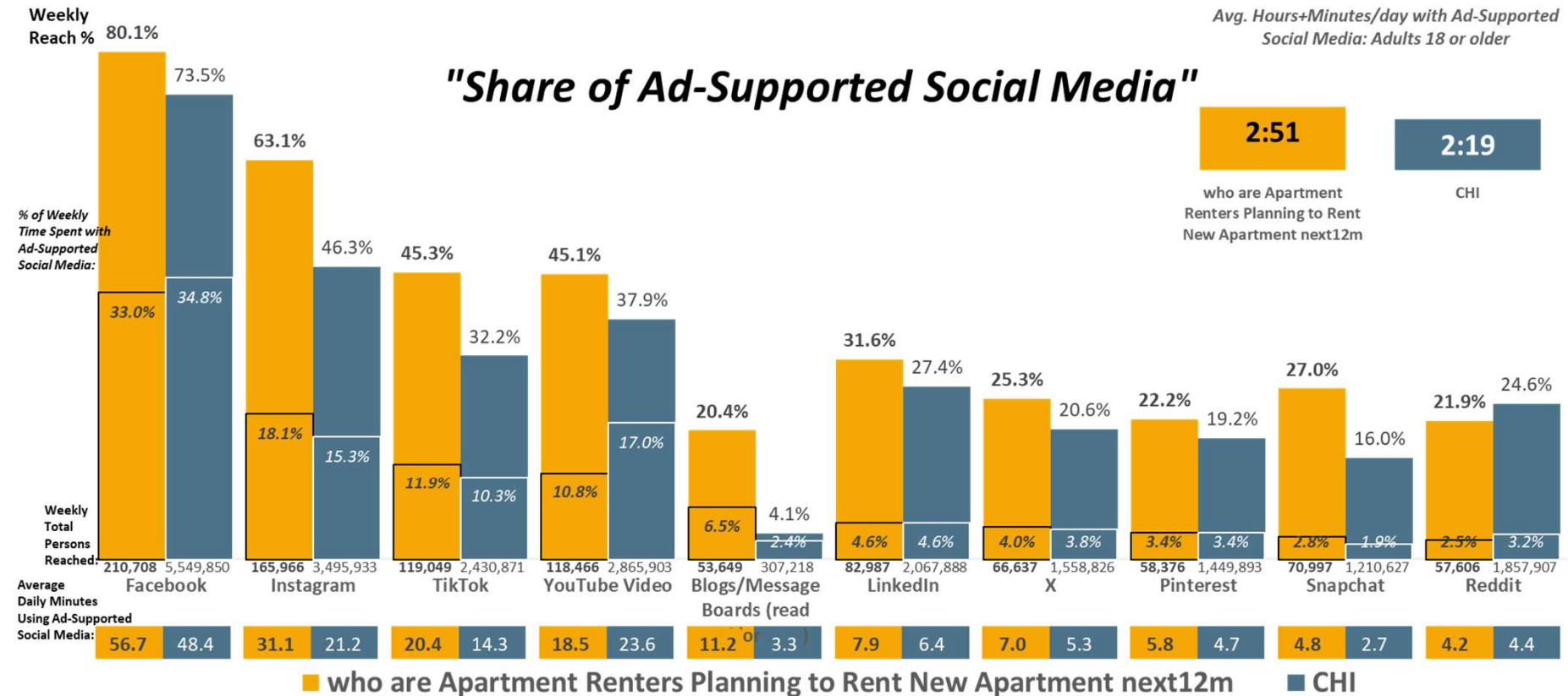
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 613 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838
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[[(Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



210,708 or 80.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 56.7 minutes every day representing 33.0% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103
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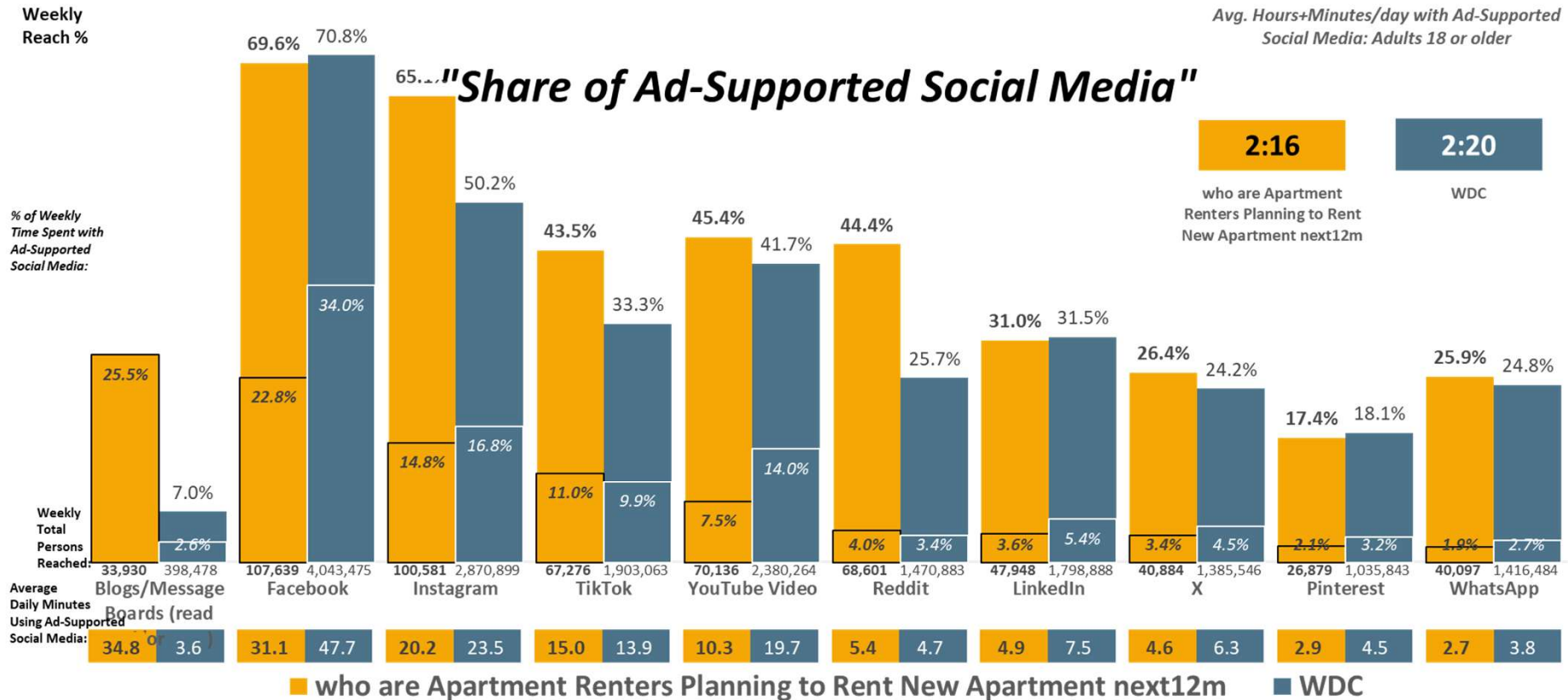
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

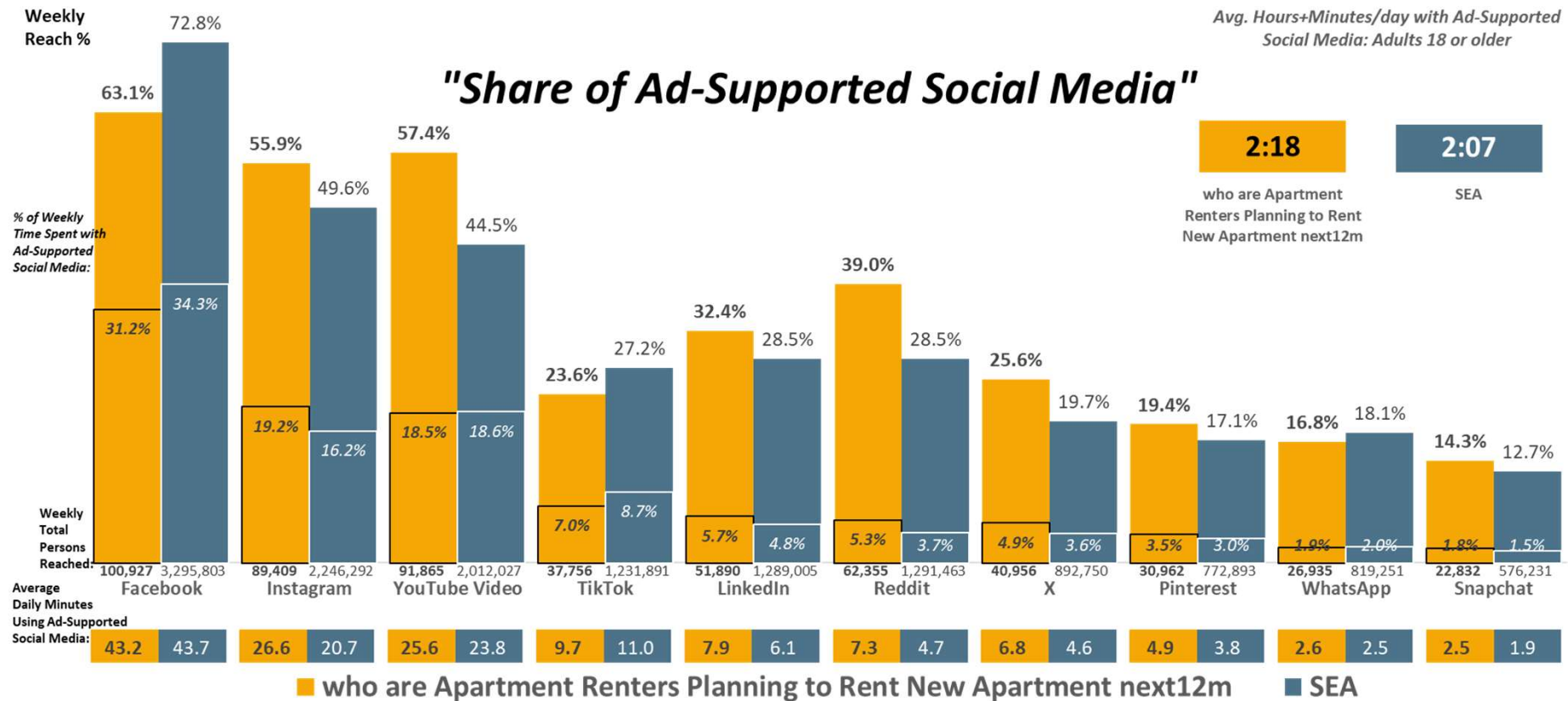


33,930 or 22.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 34.8 minutes every day representing 25.5% of all time spent daily with Ad-Supp





100,927 or 63.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 43.2 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.



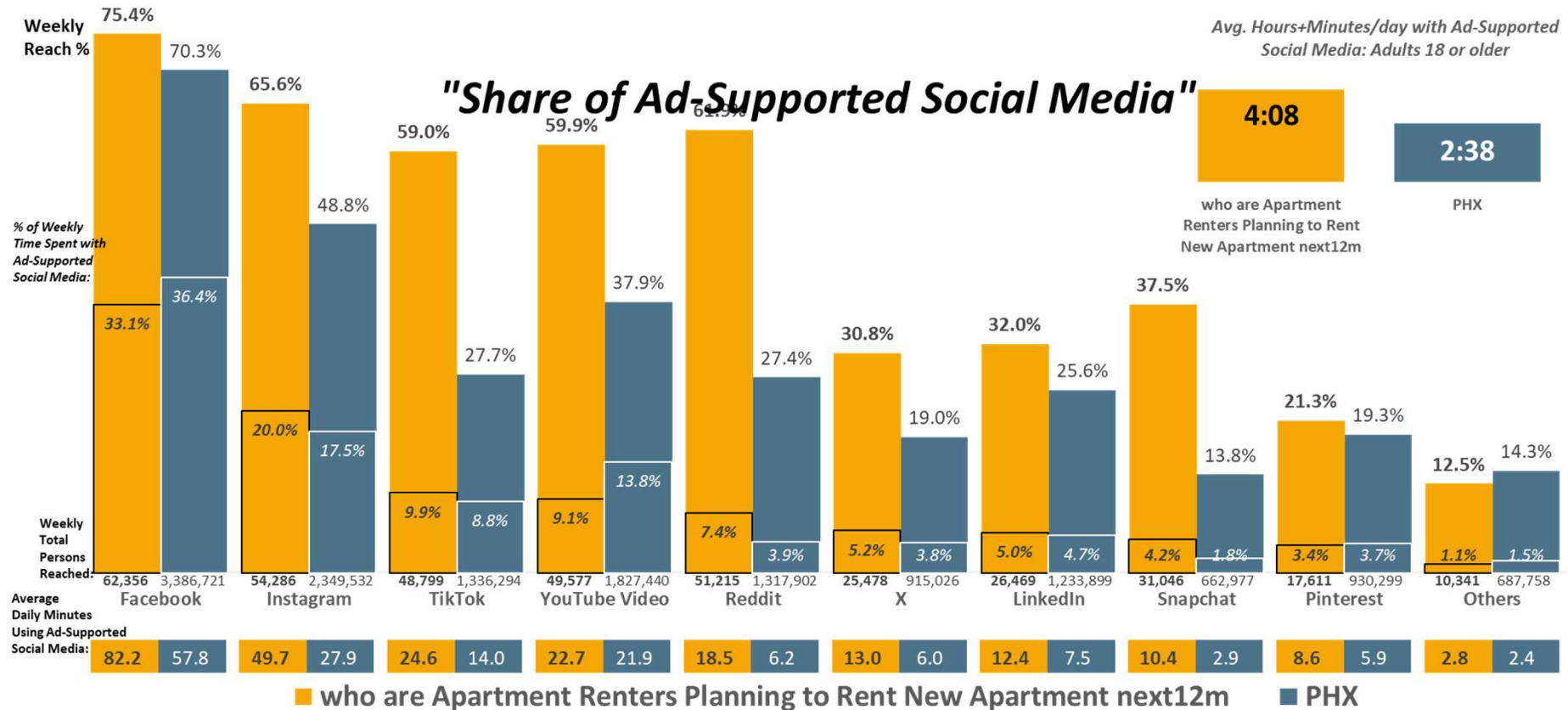
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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[[(Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



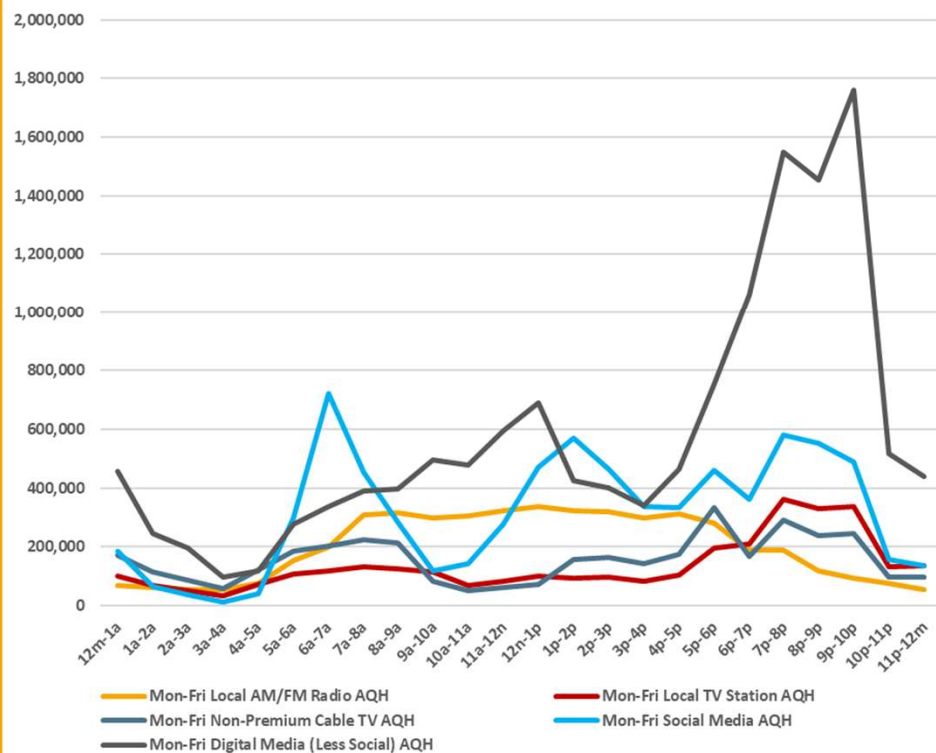
62,356 or 75.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 82.2 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



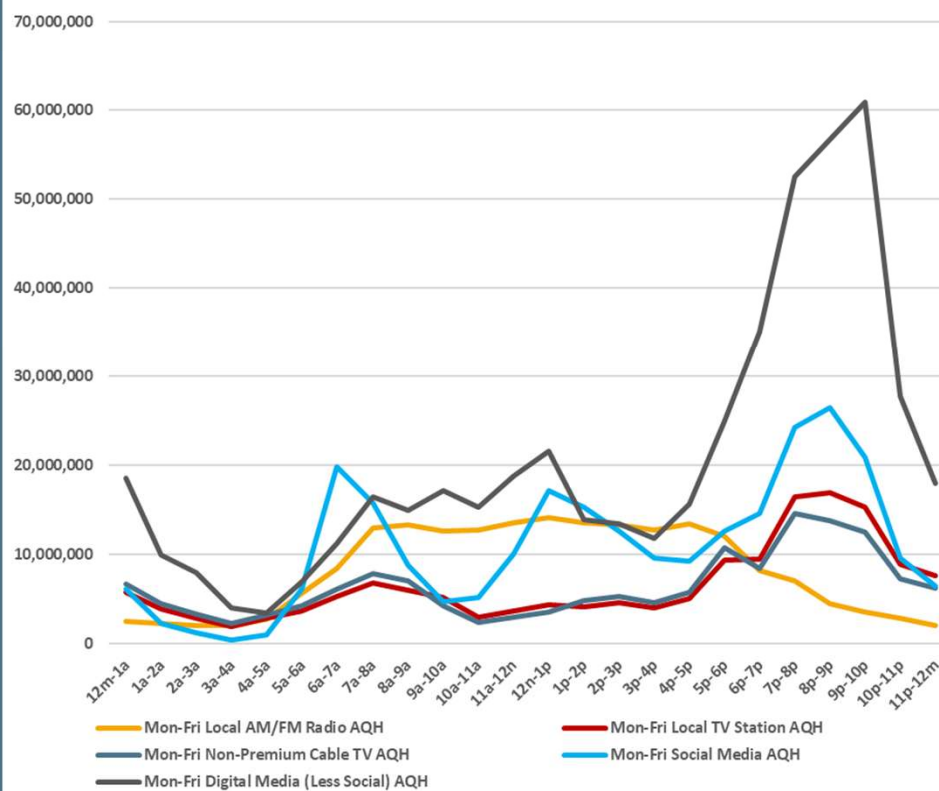


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 524,678;
Social Media: 383,816; Local Radio: 293,028; Non-Prem. Cable: 157,384; Local TV: 116,698
reaching Adults 18 or older who are Apartment Renters Planning to Rent N

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Apartment Renters Planning to
Rent New Apartment next12m**



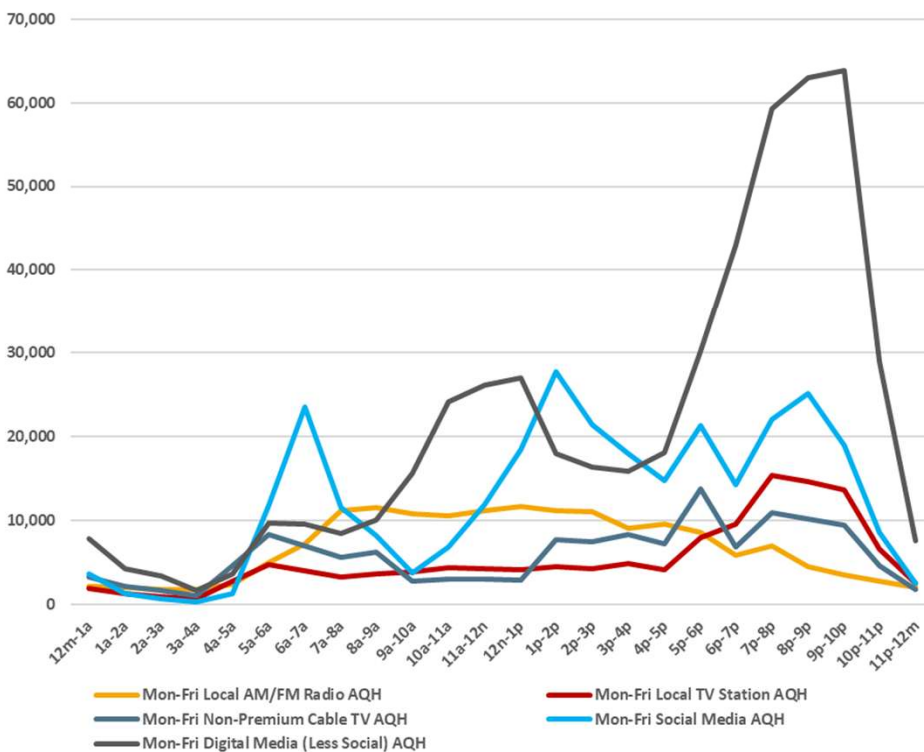
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older**



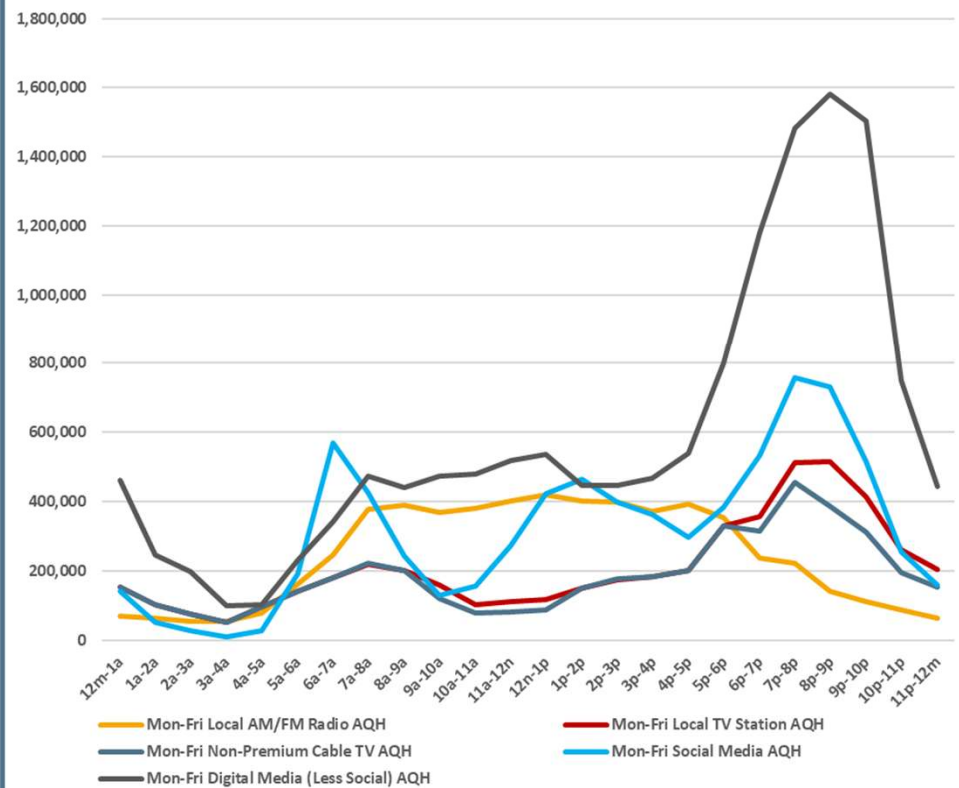


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,185;
Social Media: 15,523; Local Radio: 9,952; Non-Prem. Cable: 6,273; Local TV: 4,820
reaching Adults 18 or older who are Apartment Renters Planning to Rent New Apart

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Apartment Renters Planning to
Rent New Apartment next12m**



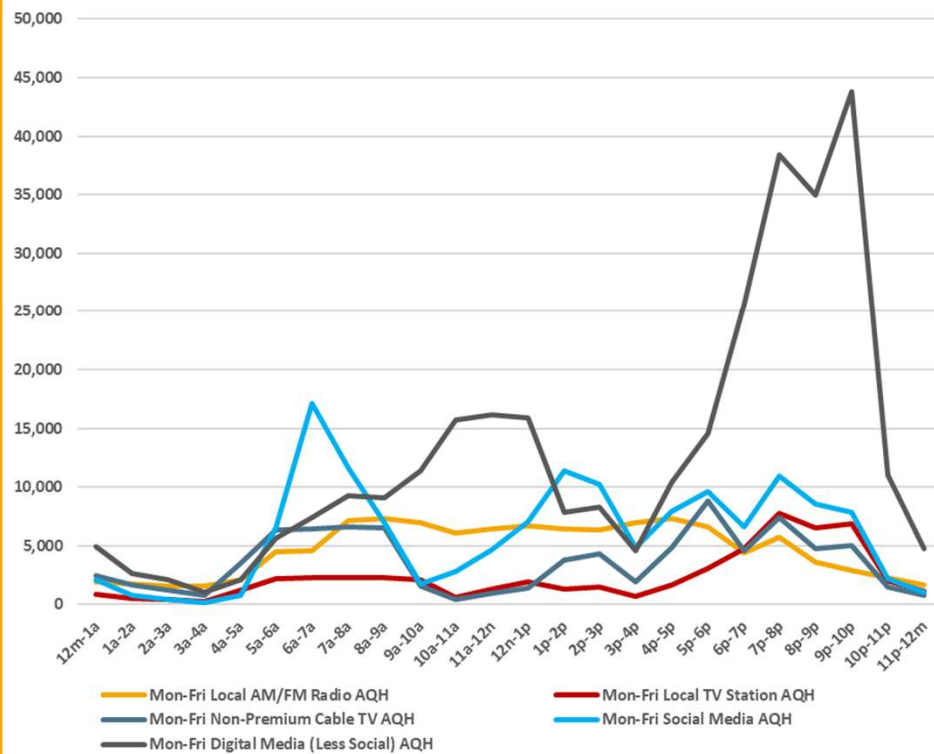
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older**



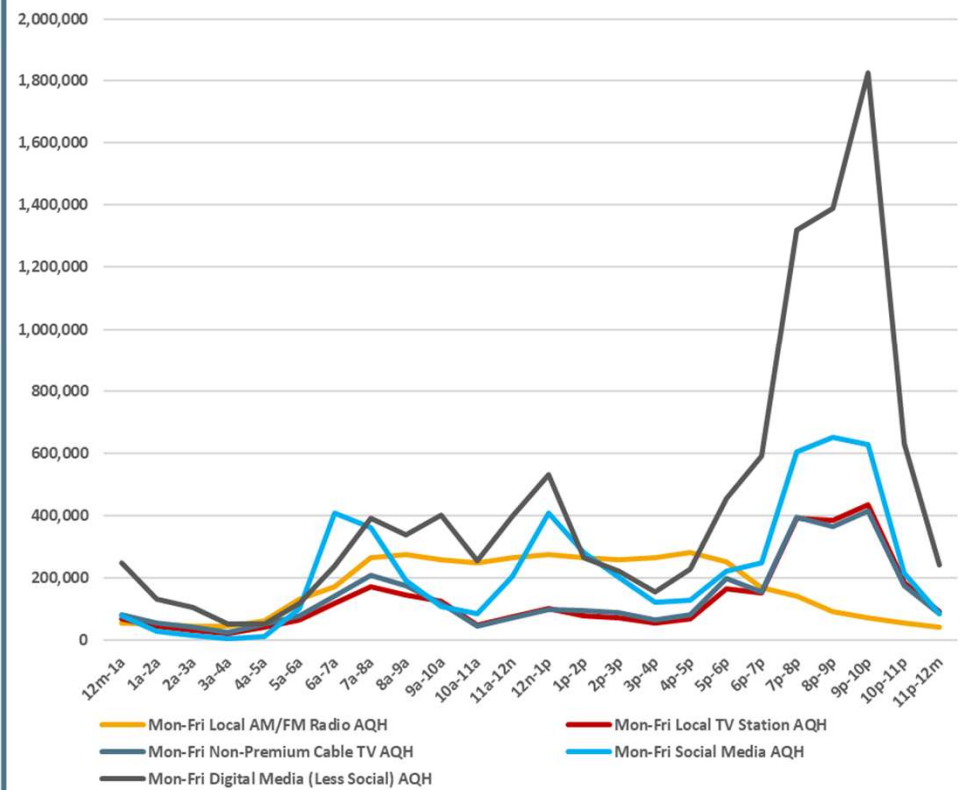


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,017; Social Media: 7,910; Local Radio: 6,414; Non-Prem. Cable: 4,024; Local TV: 1,986 reaching Adults 18 or older who are Apartment Renters Planning to Rent New Aptm

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Apartment Renters Planning to
Rent New Apartment next12m**



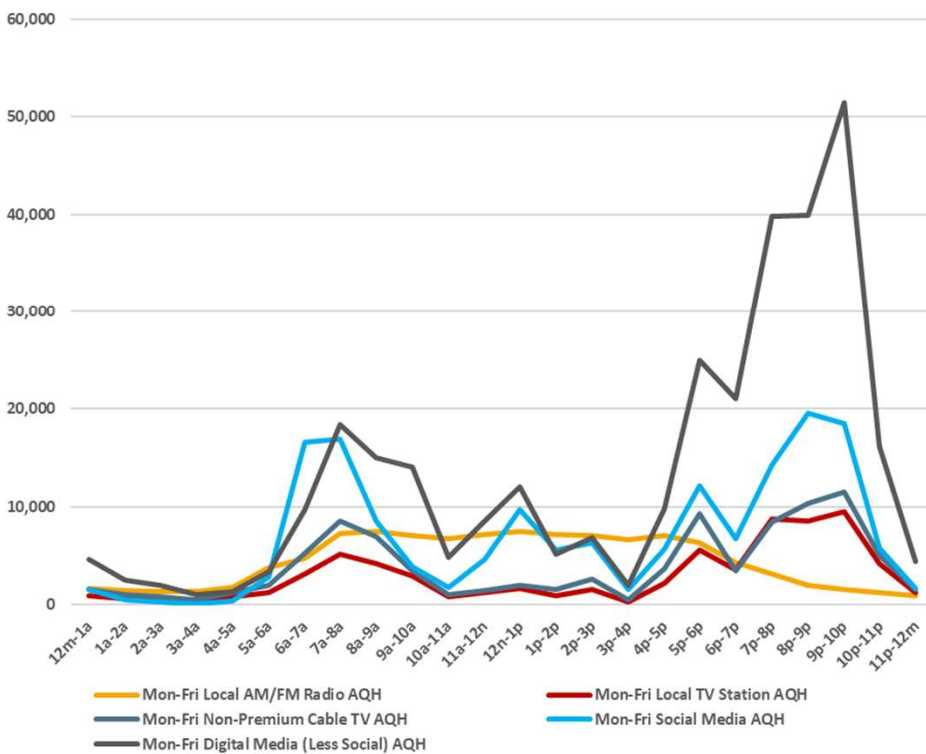
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older**



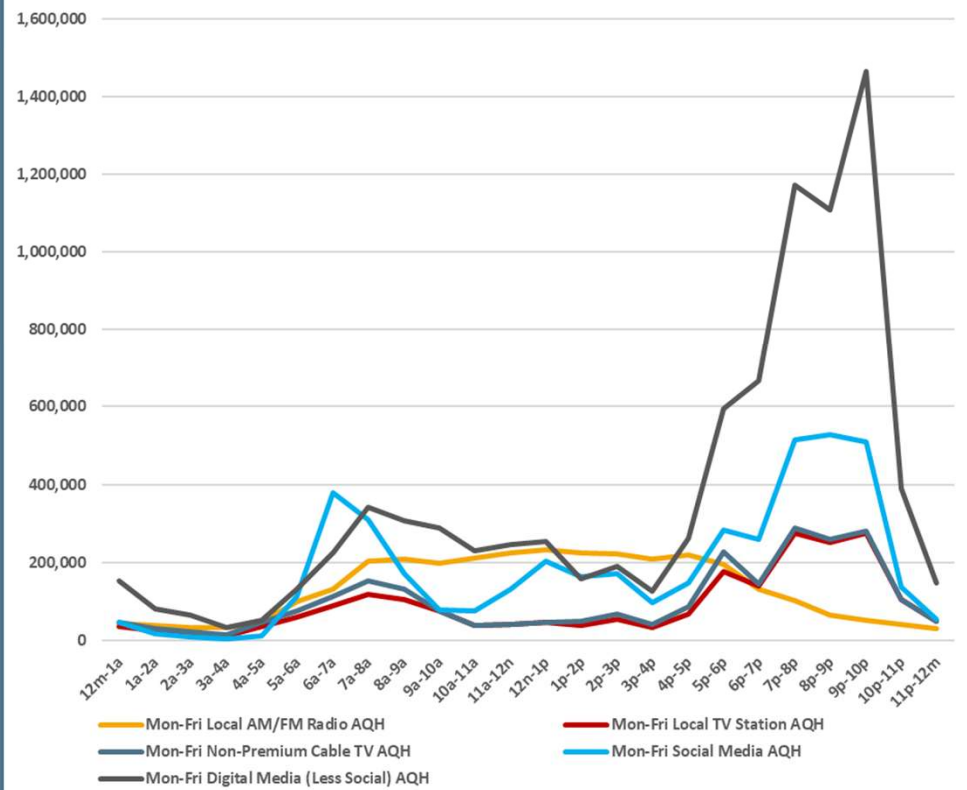


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,729;
Social Media: 7,688; Local Radio: 6,629; Non-Prem. Cable: 3,824; Local TV: 2,560 reaching
Adults 18 or older who are Apartment Renters Planning to Rent New Apartm

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Apartment Renters Planning to
Rent New Apartment next12m**



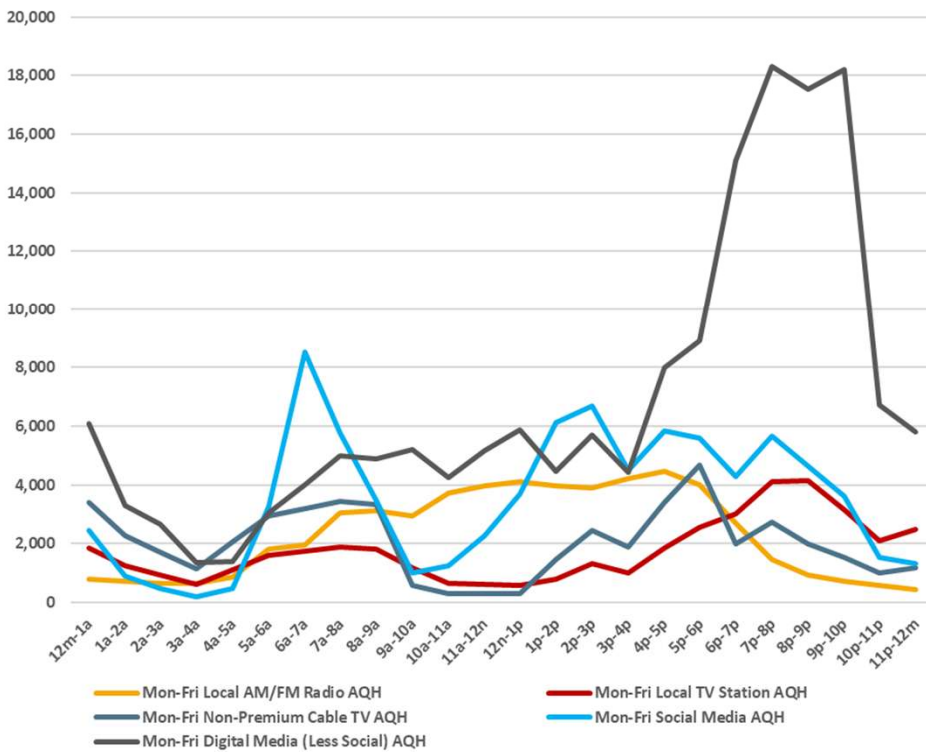
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older**



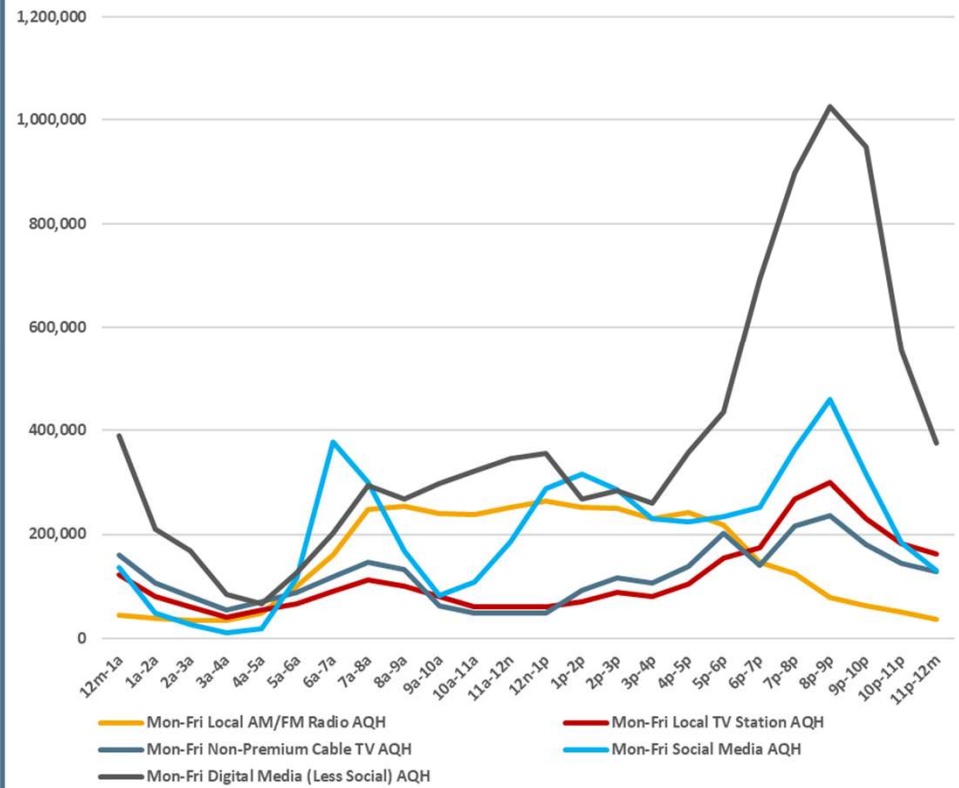


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,232;
Social Media: 4,541; Local Radio: 3,551; Non-Prem. Cable: 2,100; Local TV: 1,464 reaching
Adults 18 or older who are Apartment Renters Planning to Rent New Apartme

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Apartment Renters Planning to
Rent New Apartment next12m**



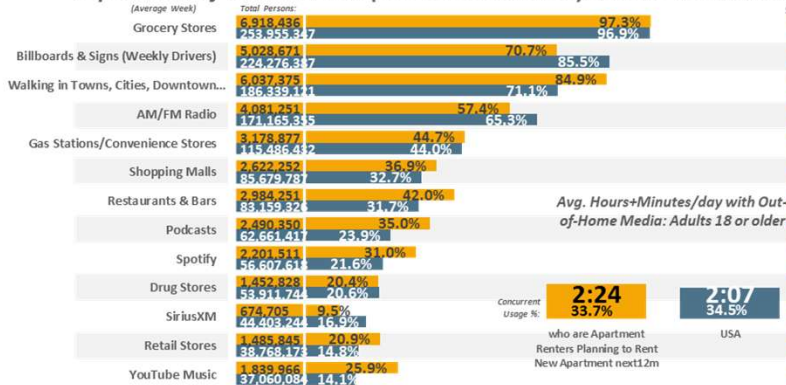
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older**



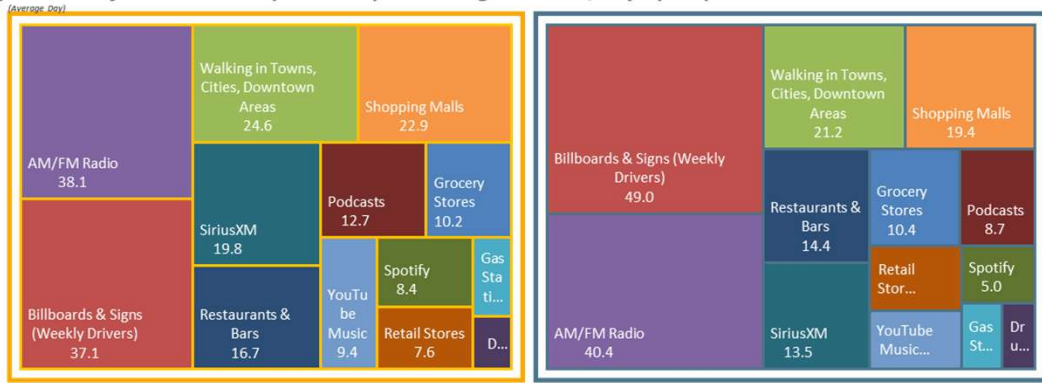


5,028,671 or 70.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 37.1 minutes per day driving, seeing Billboards and Signs. 56.4% Listen to Local Radio Stations Out-of-Home for an average of 36.

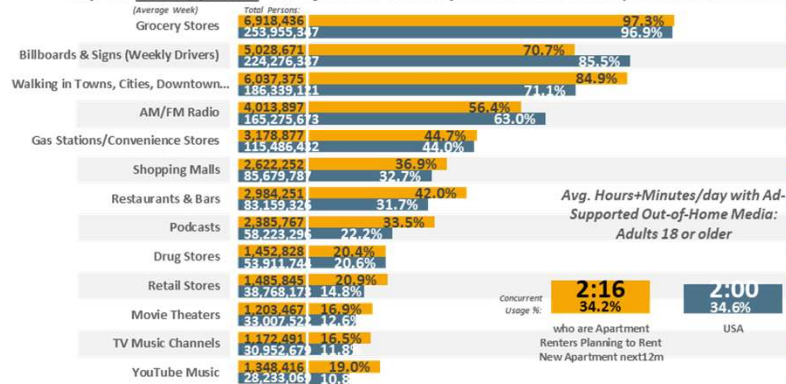
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



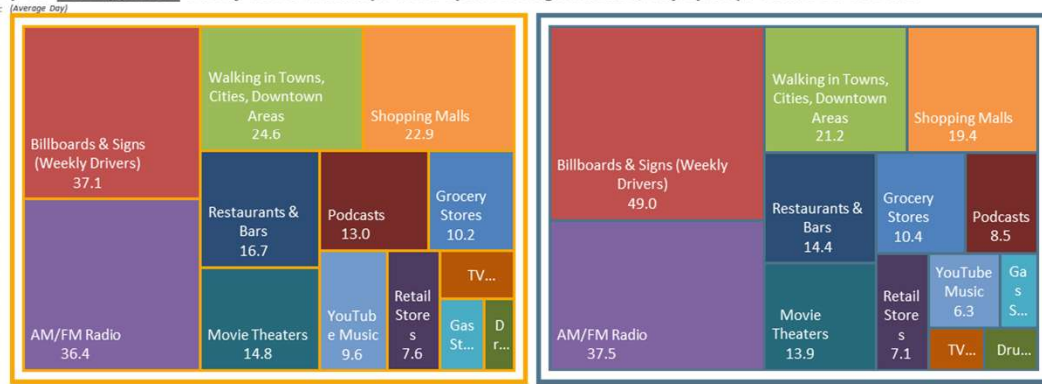
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



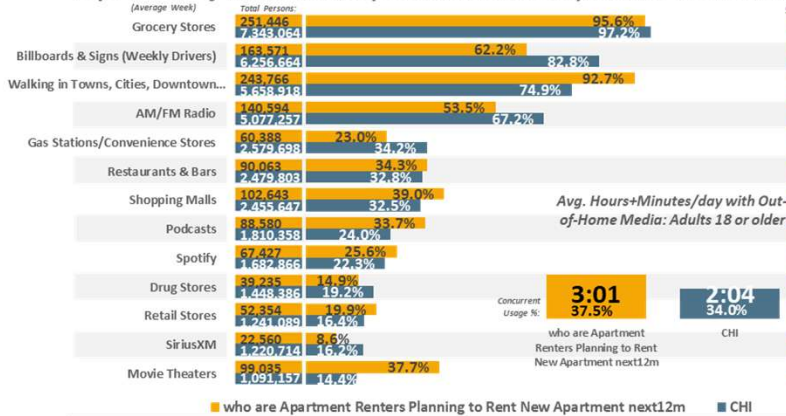
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



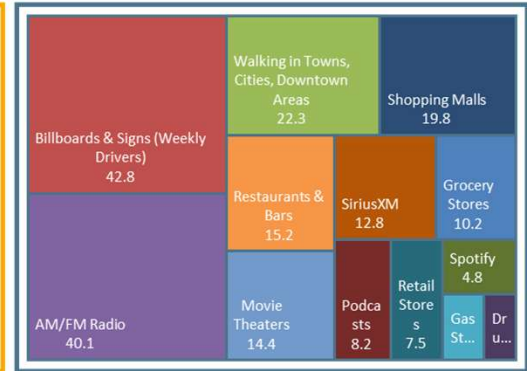


163,571 or 62.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 39.5 minutes per day driving, seeing Billboards and Signs. 52.2% Listen to Local Radio Stations Out-of-Home for an average of 35. m

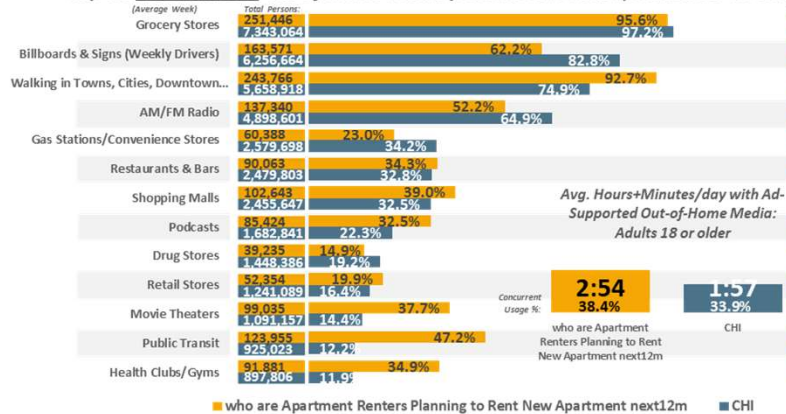
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



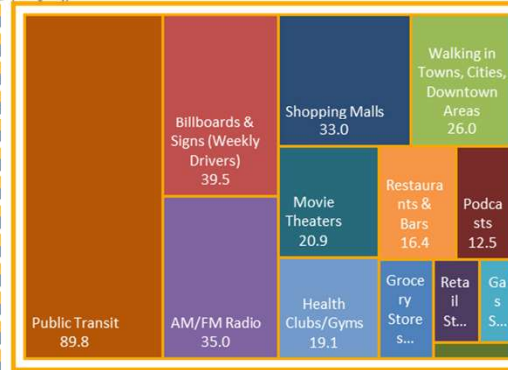
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



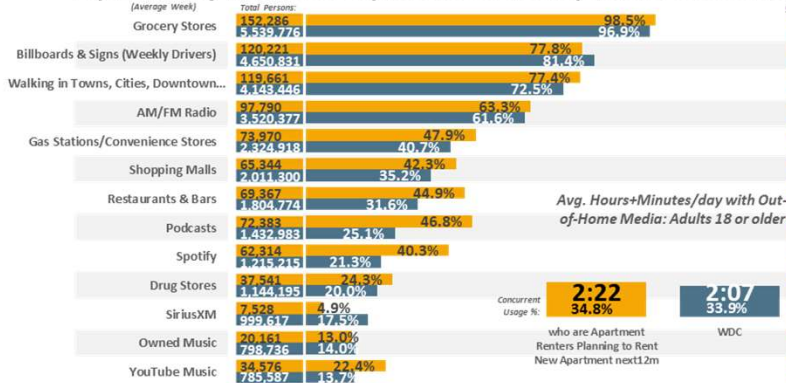
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





120,221 or 77.8% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 40.6 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 34.6

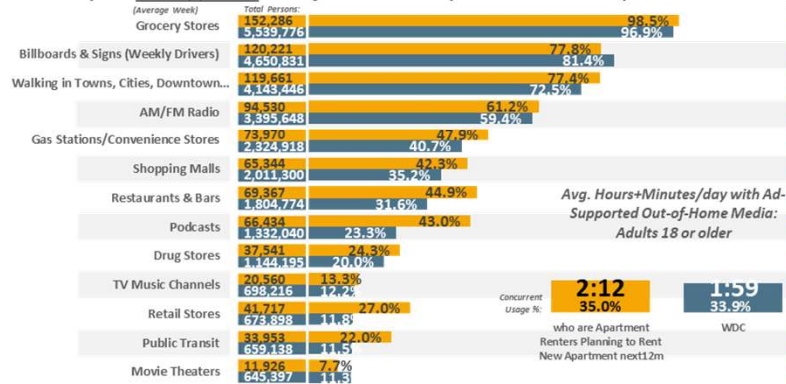
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



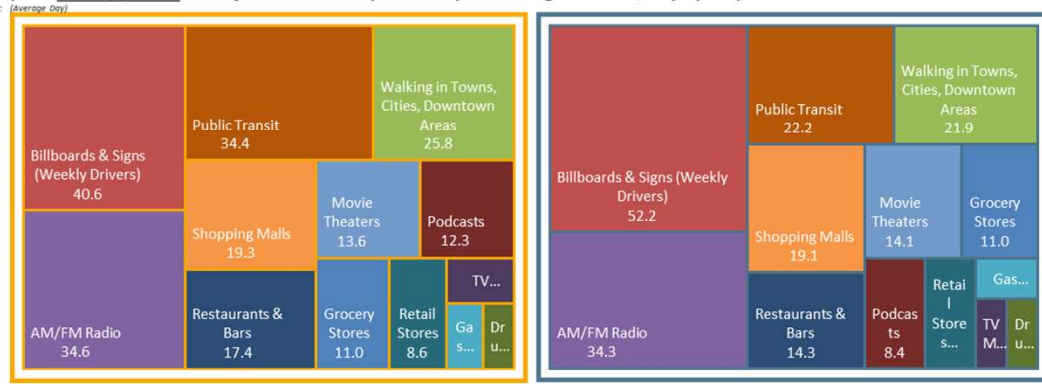
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



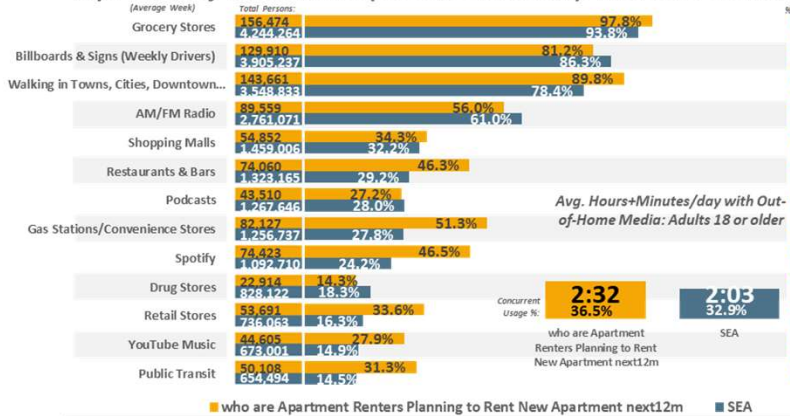
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



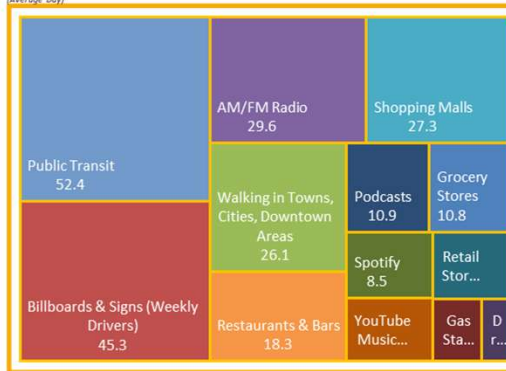


129,910 or 81.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 45.3 minutes per day driving, seeing Billboards and Signs. 55.6% Listen to Local Radio Stations Out-of-Home for an average of 29.1

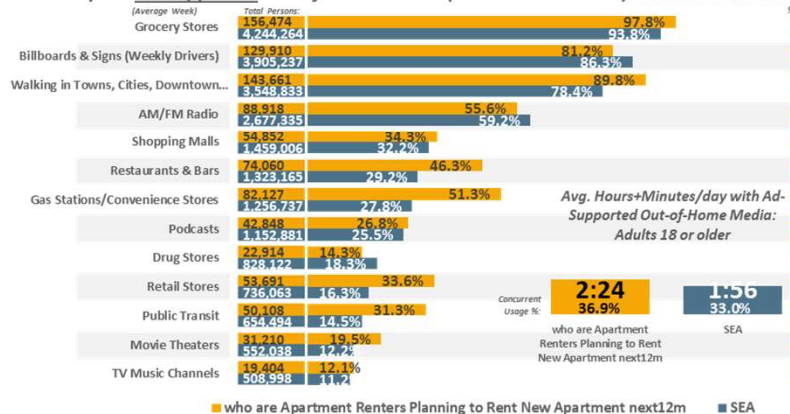
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



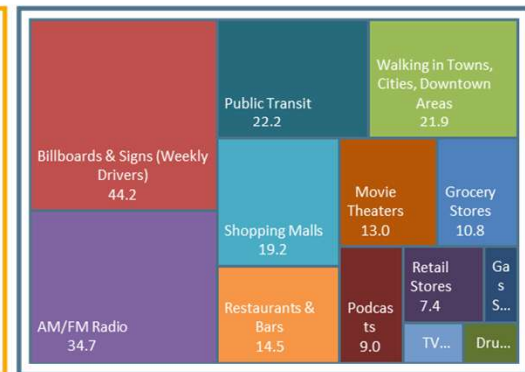
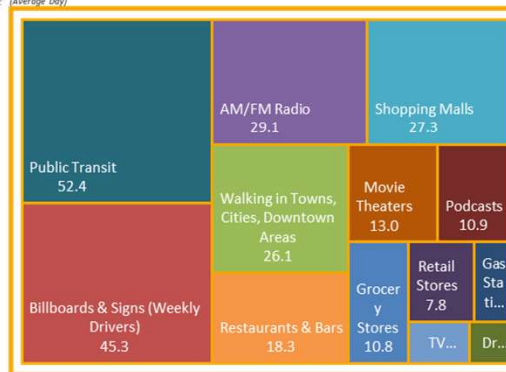
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

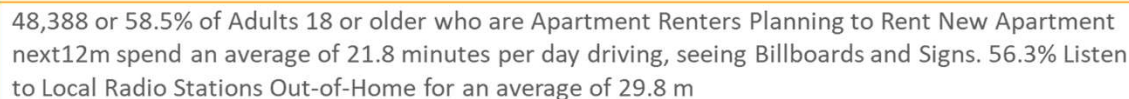


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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

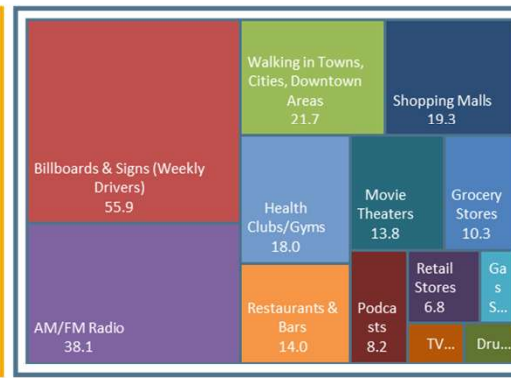




Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



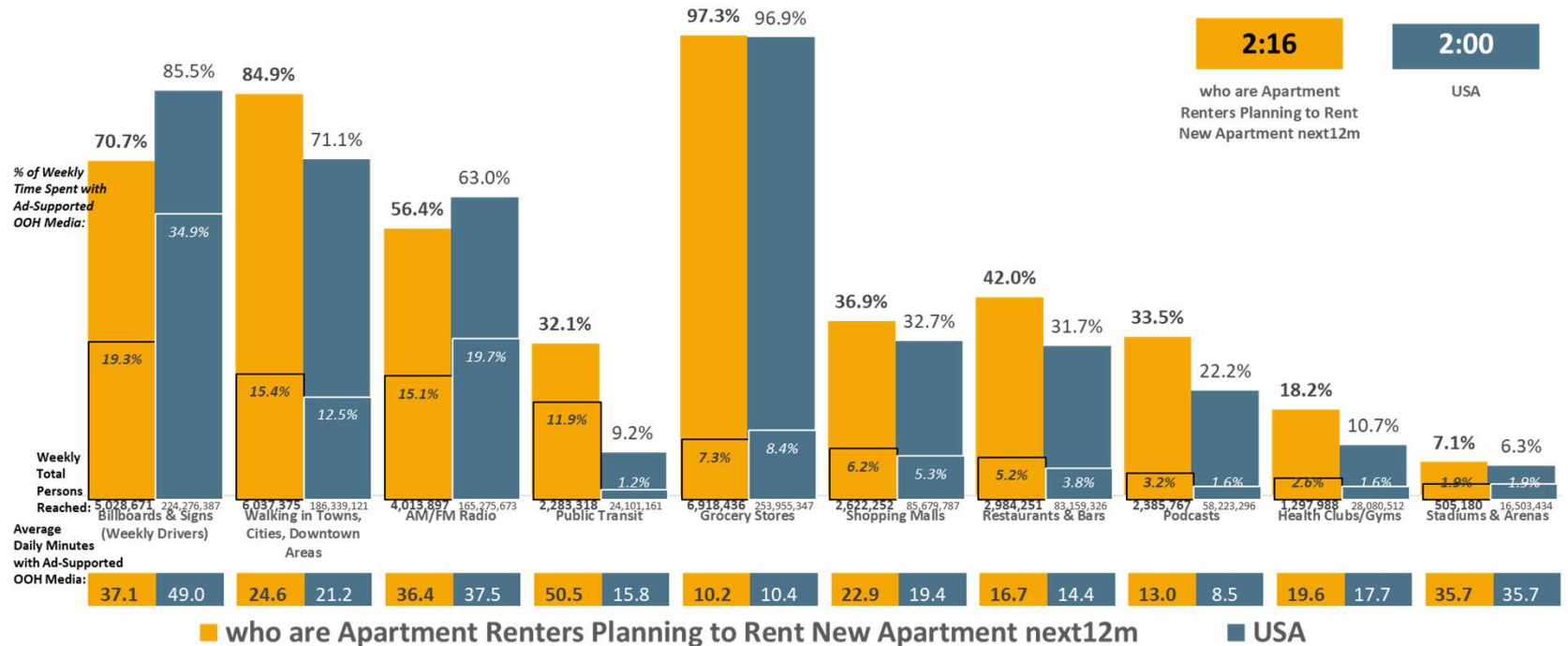


5,028,671 or 70.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 37.1 minutes per day driving, seeing Billboards and Signs representing 19.3% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 613 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838
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[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



163,571 or 62.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 39.5 minutes per day driving, seeing Billboards and Signs representing 14.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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[[Owne or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



120,221 or 77.8% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 40.6 minutes per day driving, seeing Billboards and Signs representing 23.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 162 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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129,910 or 81.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 45.3 minutes per day driving, seeing Billboards and Signs representing 25.4% 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"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

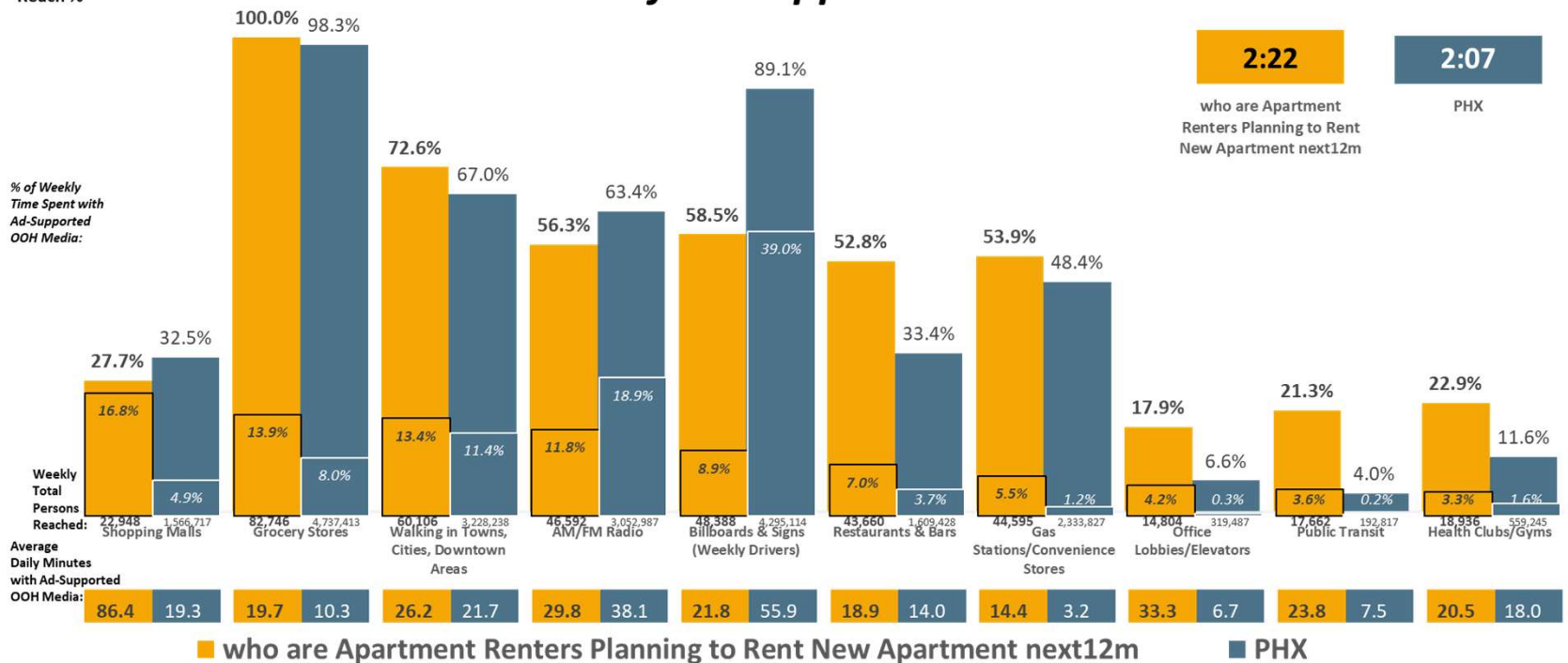


48,388 or 58.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 21.8 minutes per day driving, seeing Billboards and Signs representing 8.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

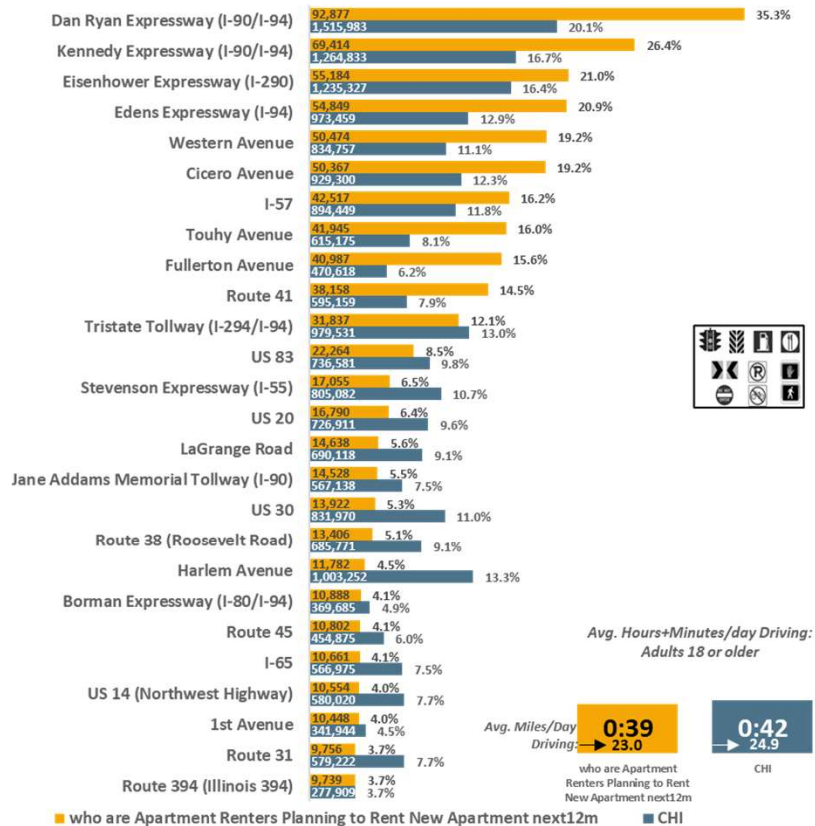
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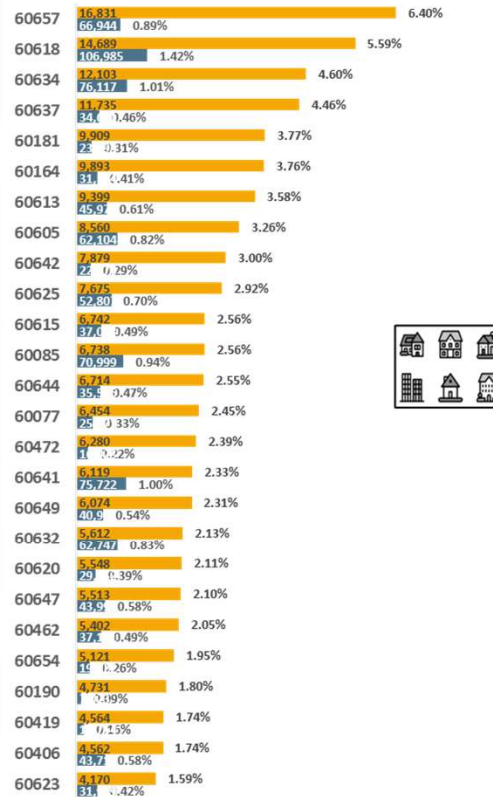


163,571 or 62.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 39.5 minutes per day driving an average of 23. miles each day and are 150.2% more likely to use Fullerton Avenue than the Metro ave

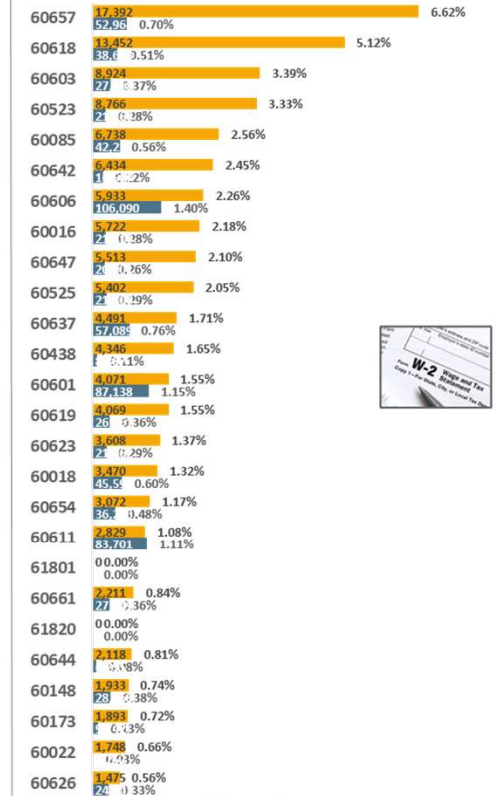
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



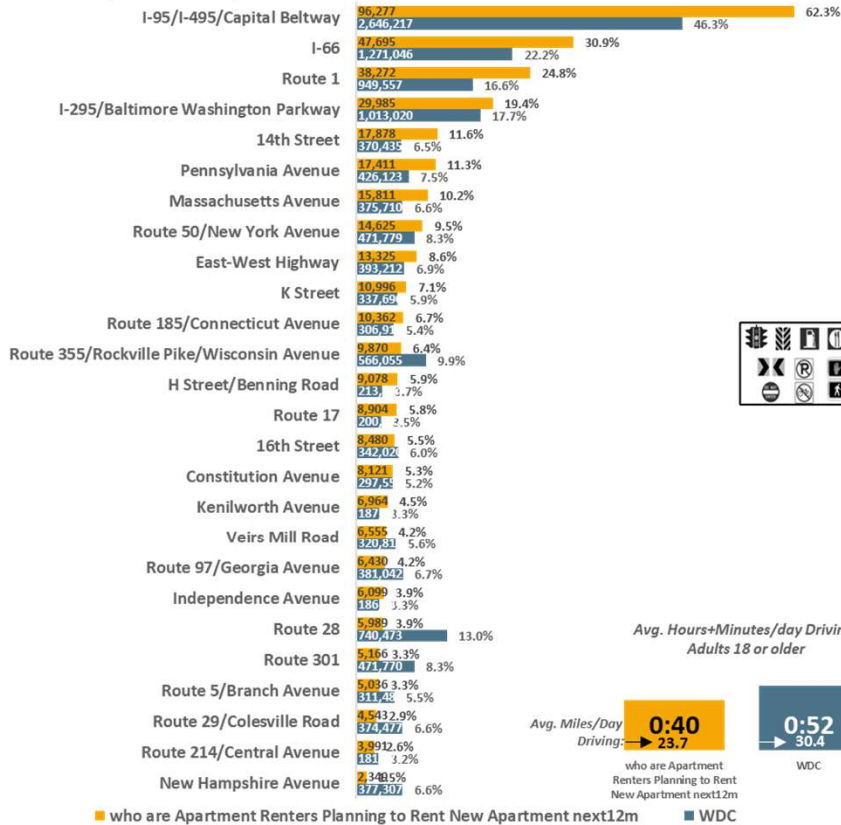
Top-26 Employment Zip Codes: Adults 18 or older





120,221 or 77.8% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 40.6 minutes per day driving an average of 23.7 miles each day and are 78.4% more likely to use 14th Street than the Metro average.

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



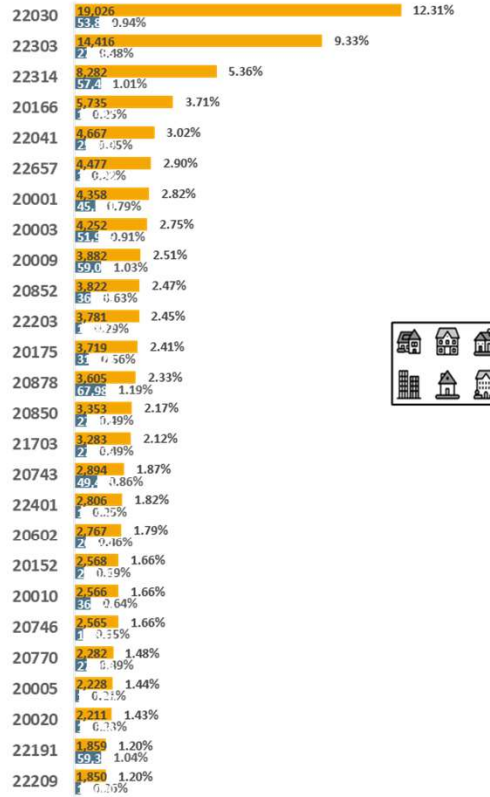
Avg. Hours+Minutes/day Driving:
Adults 18 or older

Avg. Miles/Day
Driving: 23.7

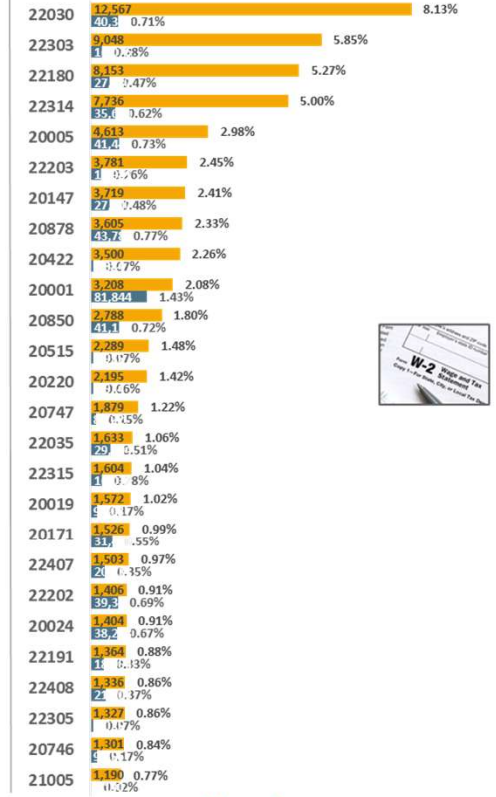
0:40
0:52
WDC

who are Apartment
Renters Planning to Rent
New Apartment next12m

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

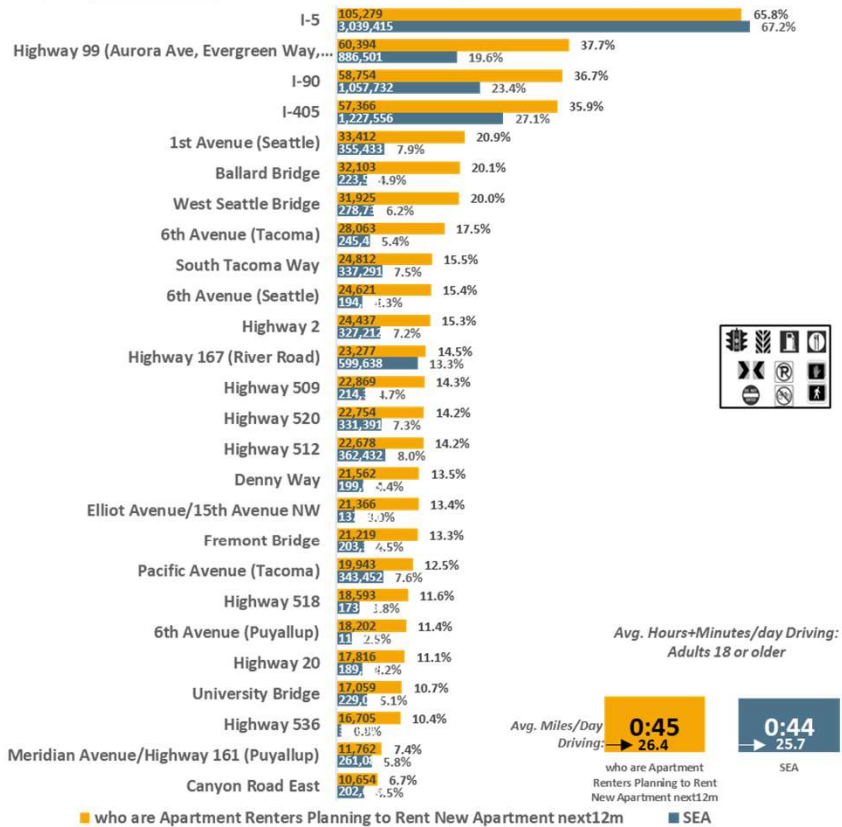


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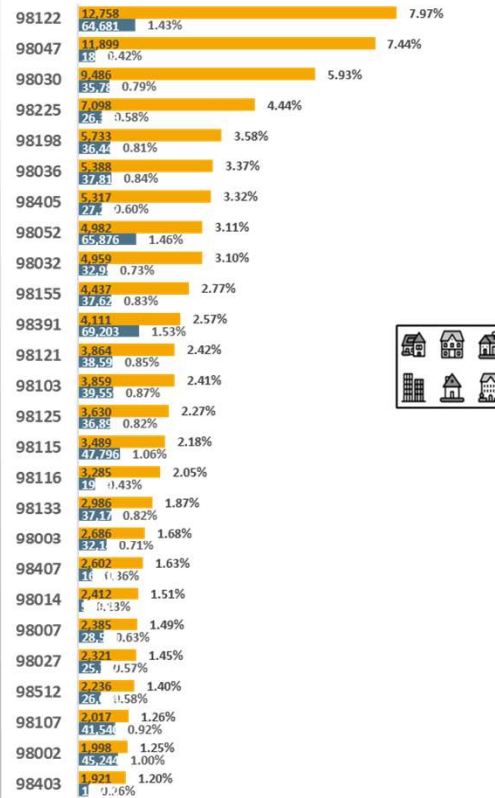


129,910 or 81.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 45.3 minutes per day driving an average of 26.4 miles each day and are 340.7% more likely to use Elliot Avenue/15th Avenue NW than

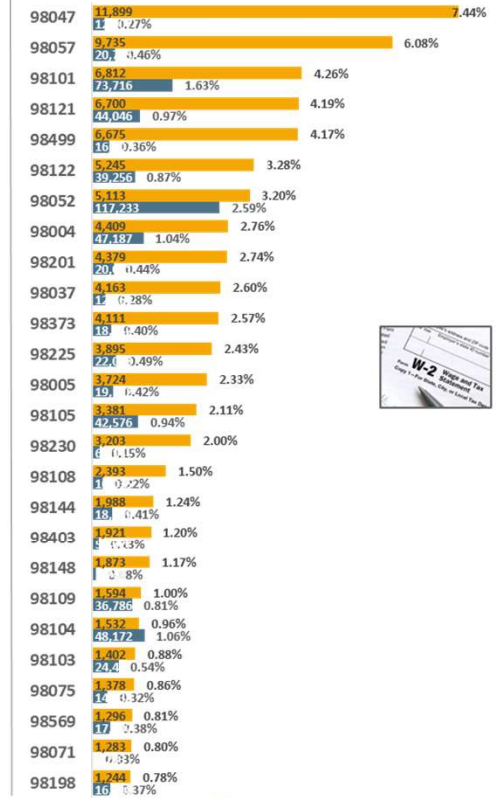
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



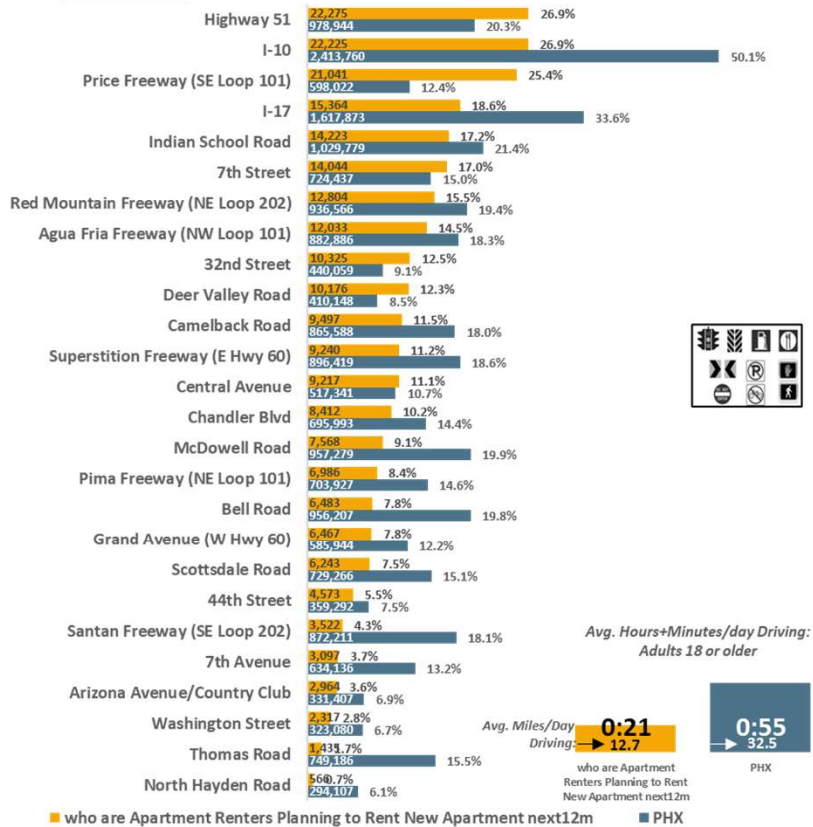
Top-26 Employment Zip Codes: Adults 18 or older



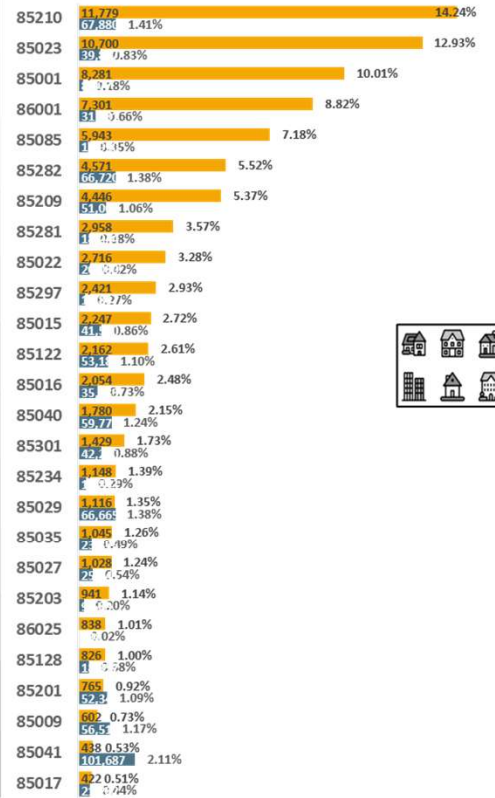


48,388 or 58.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 21.8 minutes per day driving an average of 12.7 miles each day and are 104.9% more likely to use Price Freeway (SE Loop 101) than th

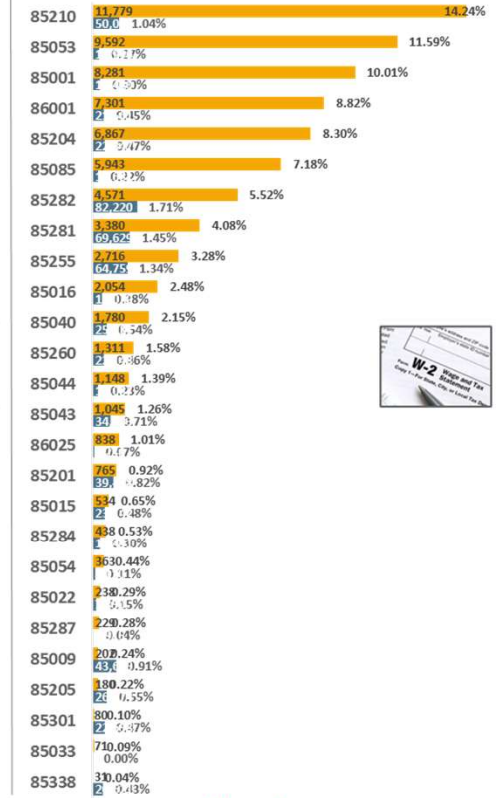
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



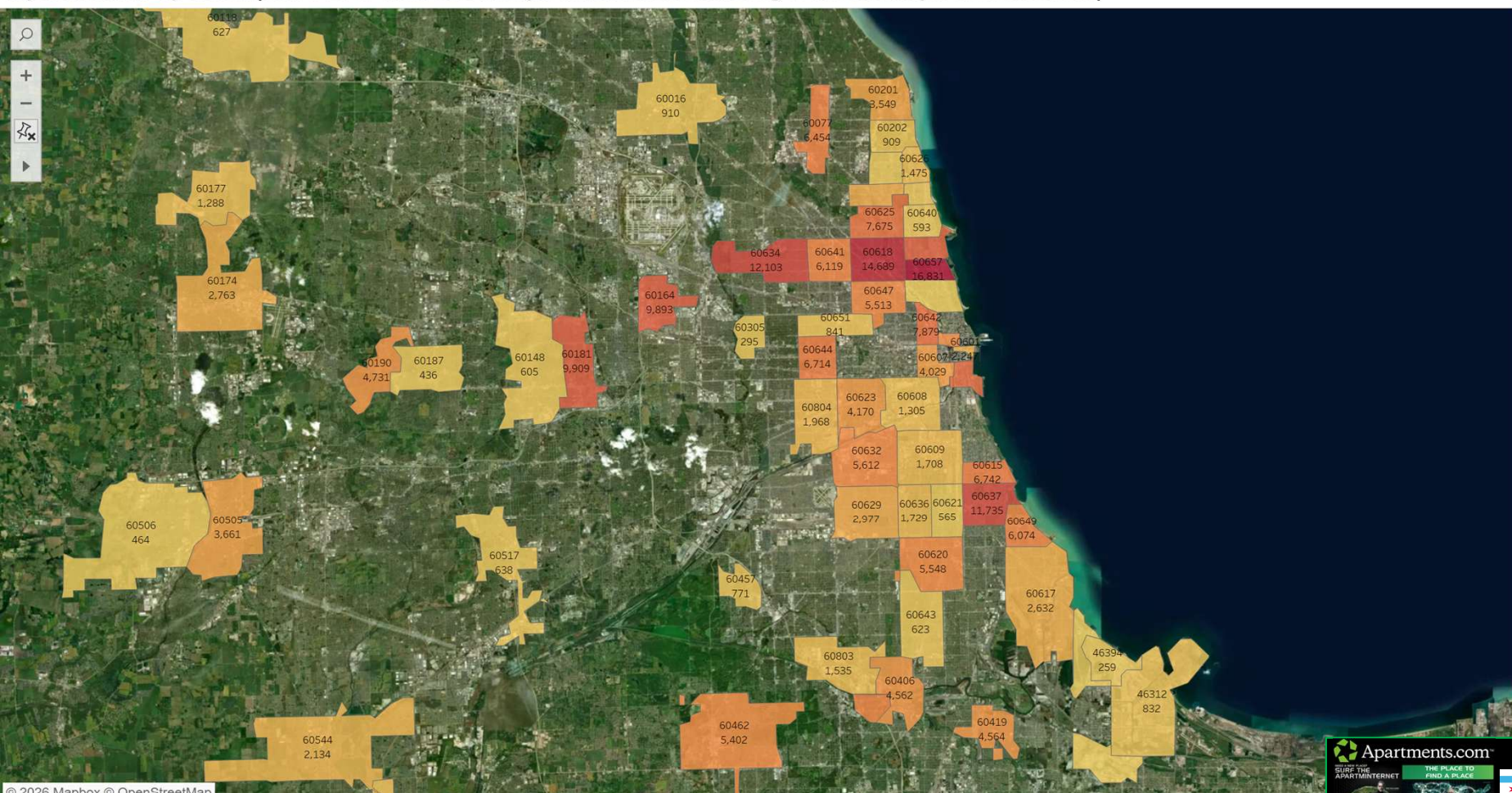
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

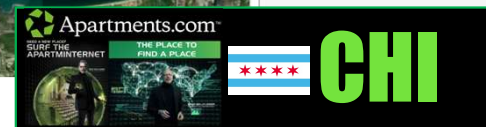


Top Residential Zip Codes: (Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m)

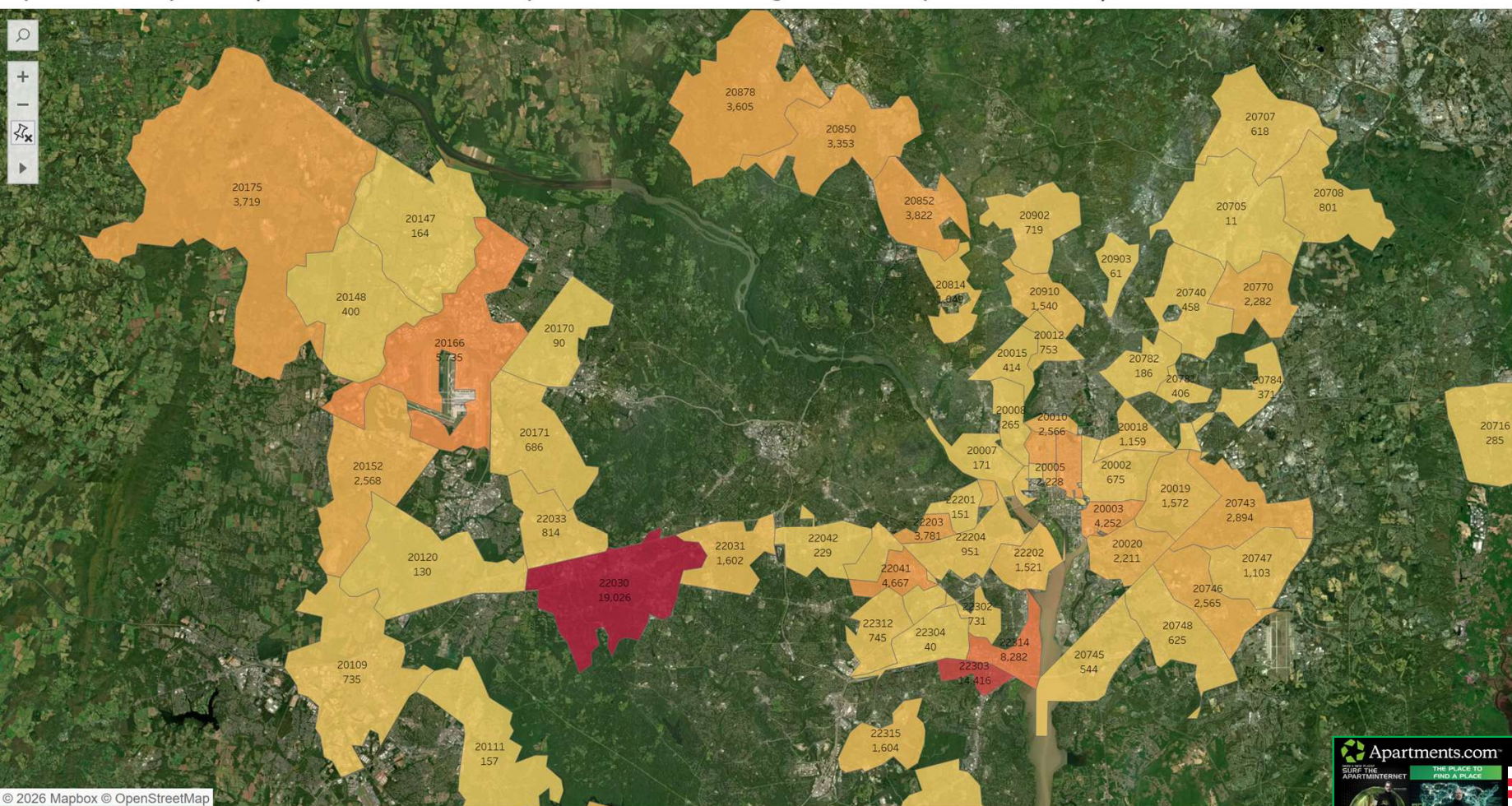


SUM(Adults 18 or older...
132 16,831

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Top Residential Zip Codes: (Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m)



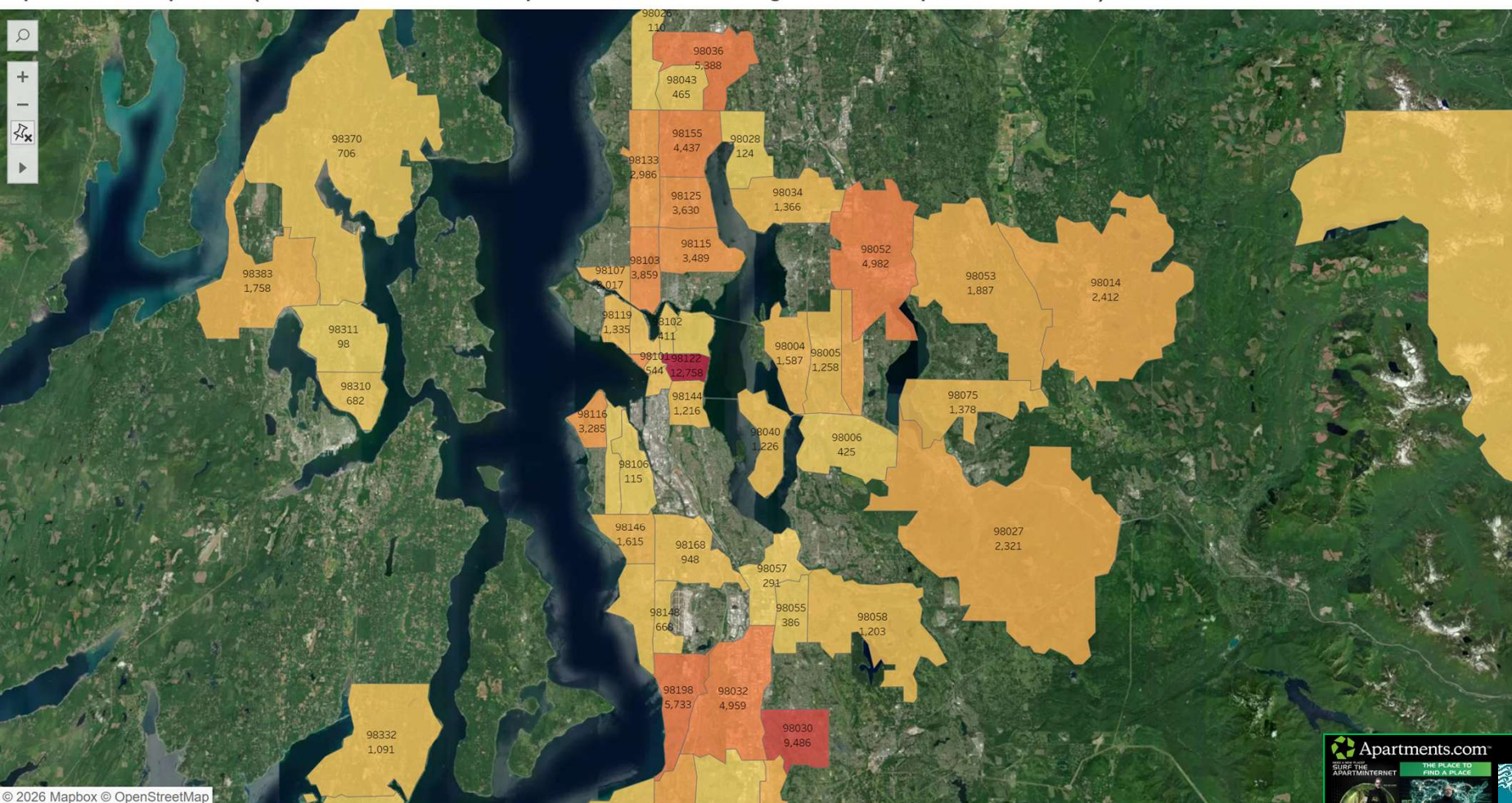
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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 162
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Top Residential Zip Codes: (Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m)



SUM(Adults 18 or older...



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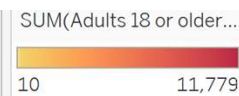
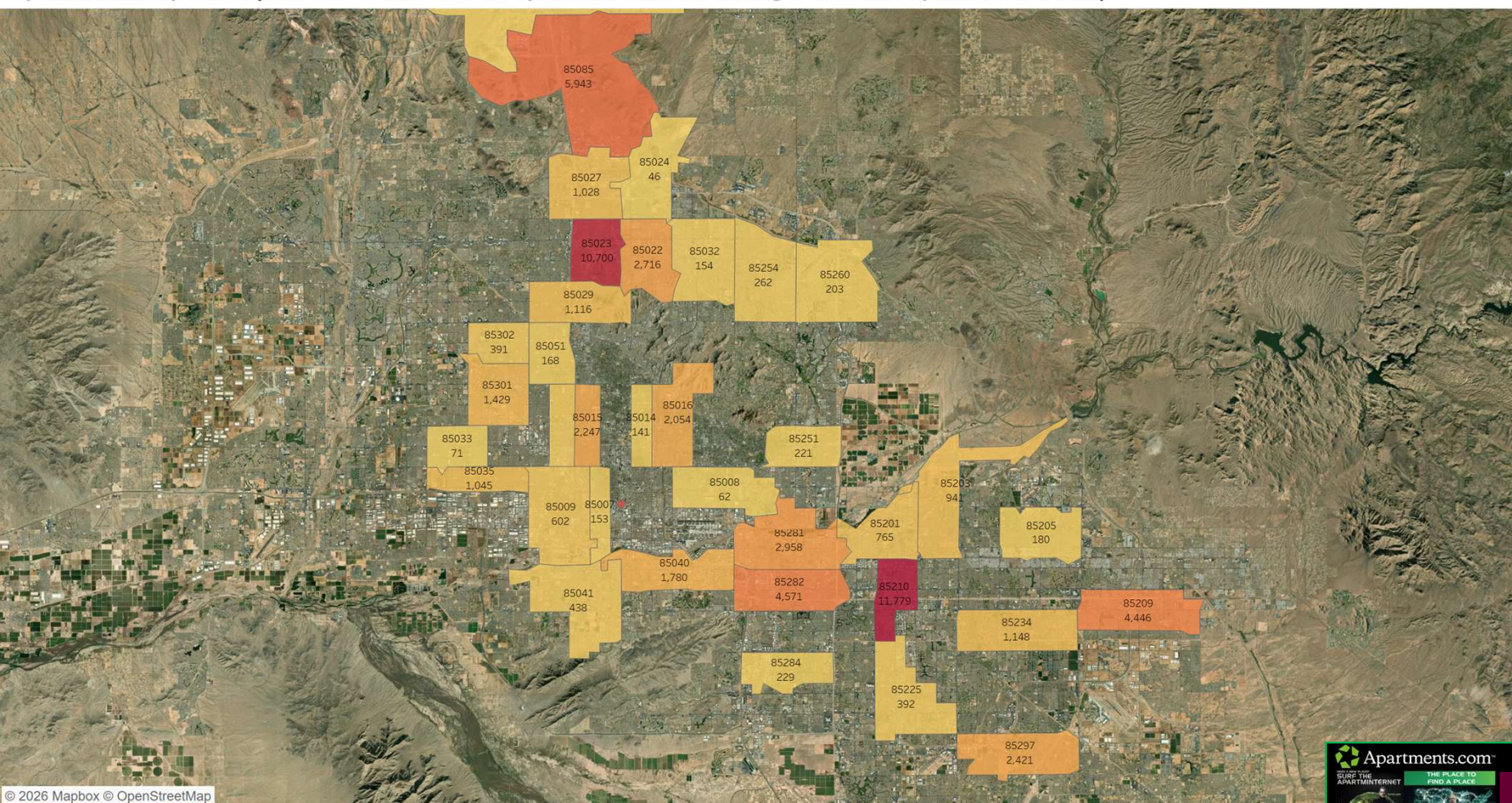
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 132

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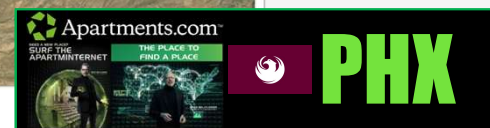
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Top Residential Zip Codes: (Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m)



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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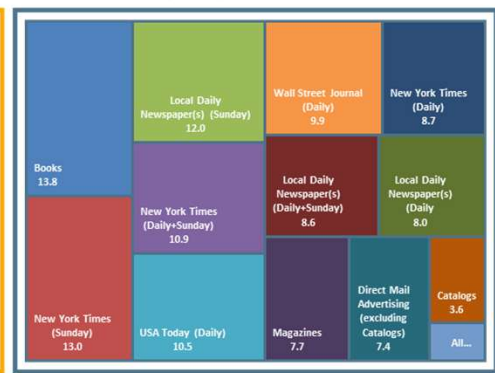
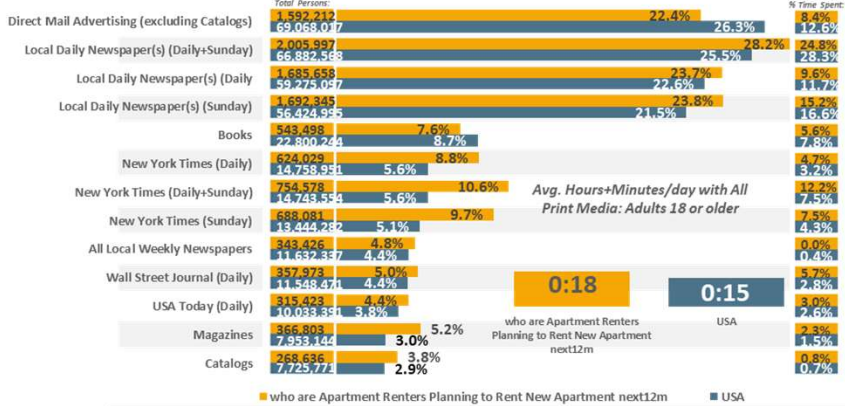
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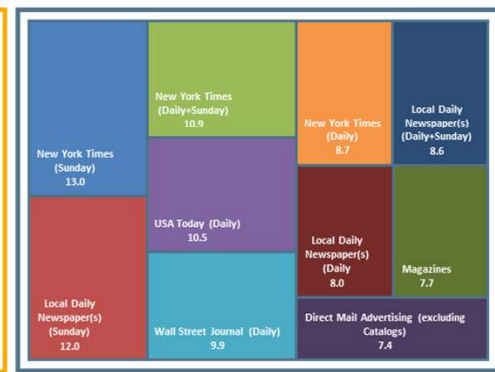
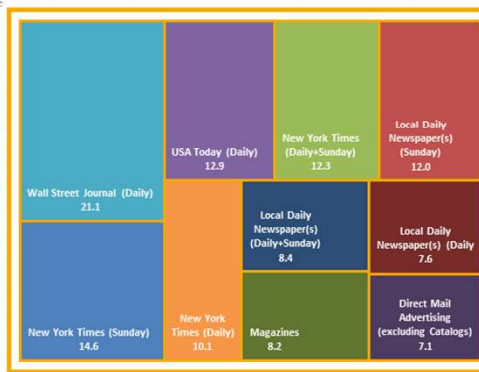
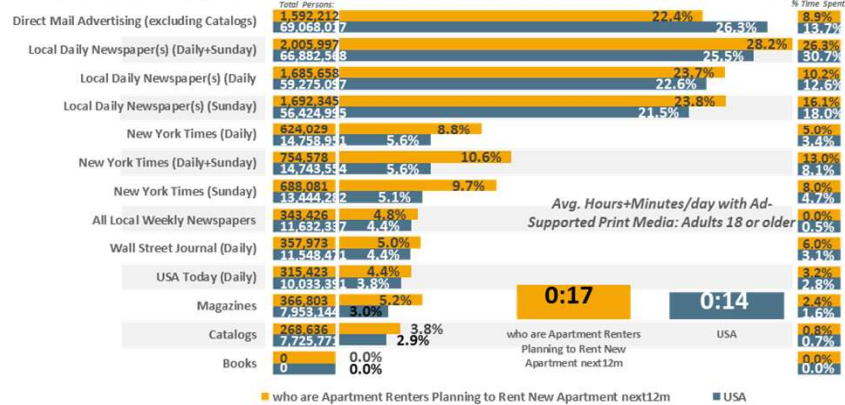


2,005,997 or 28.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 26.3% of all time spent daily with All forms of Pr

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**



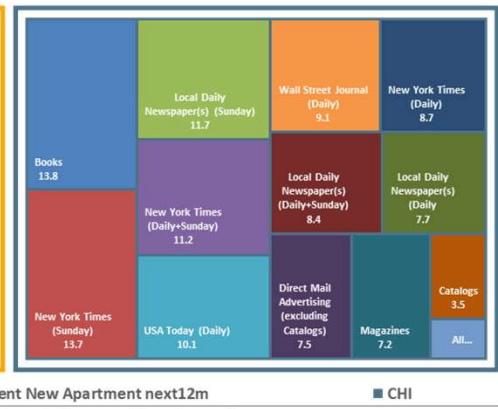
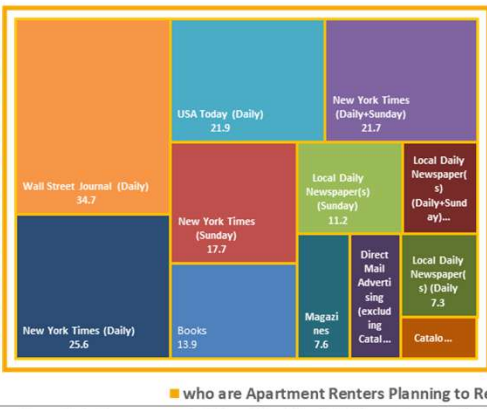
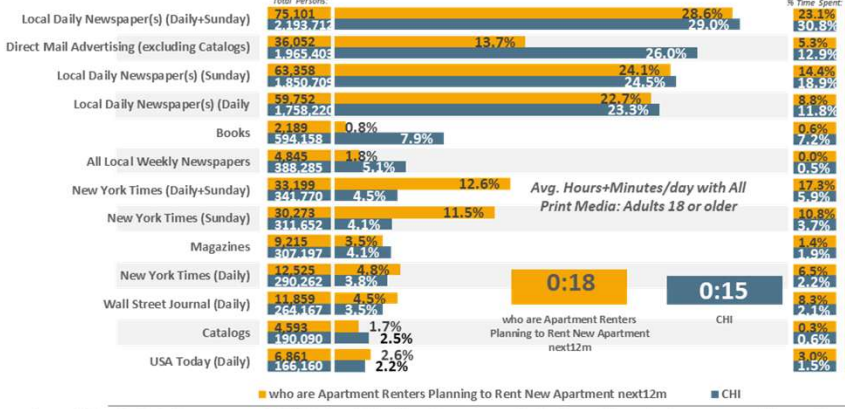
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



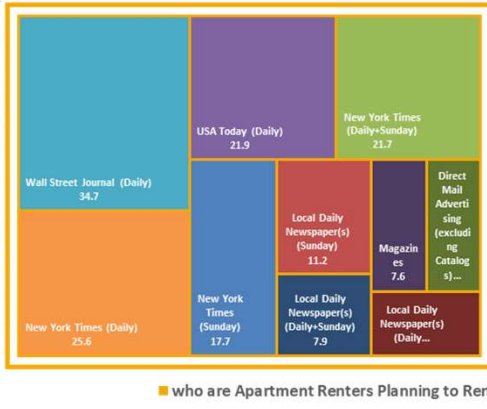
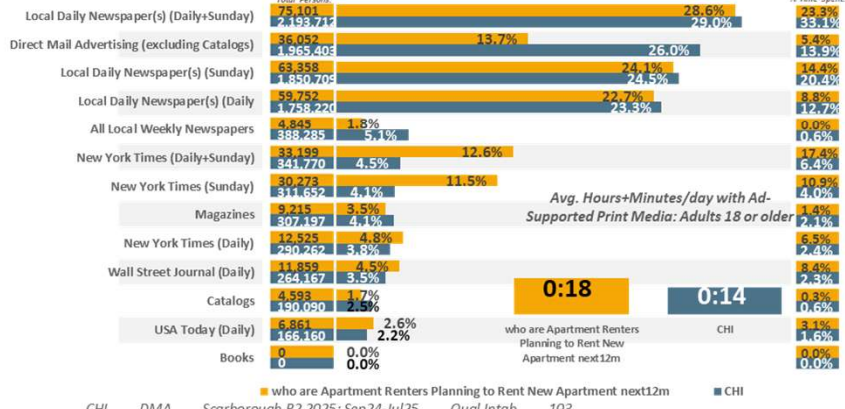


75,101 or 28.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 23.3% of all time spent daily with All forms of Print

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



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

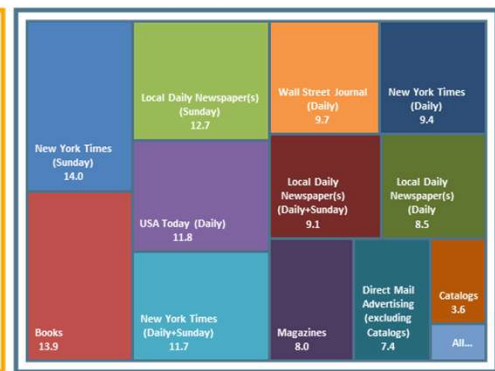
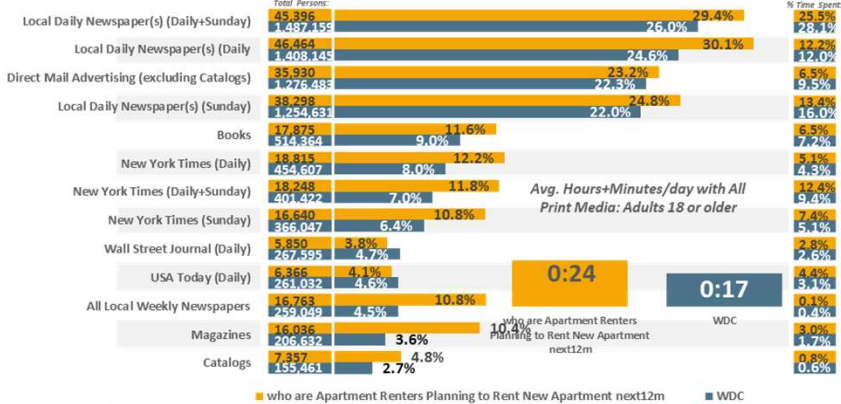


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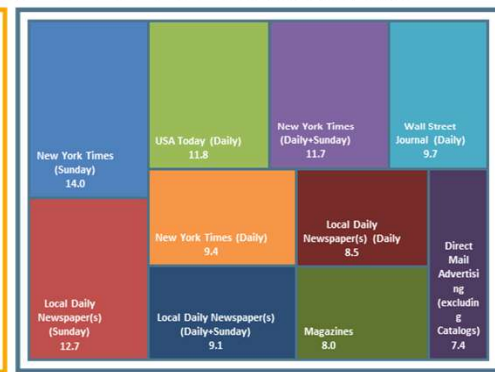
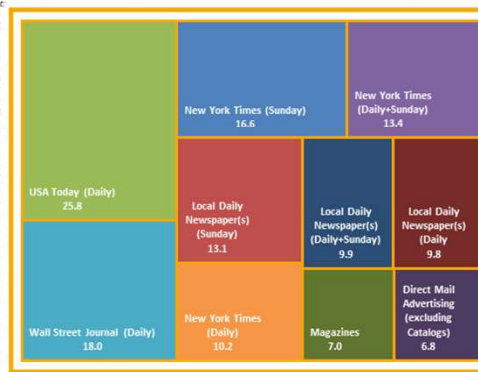
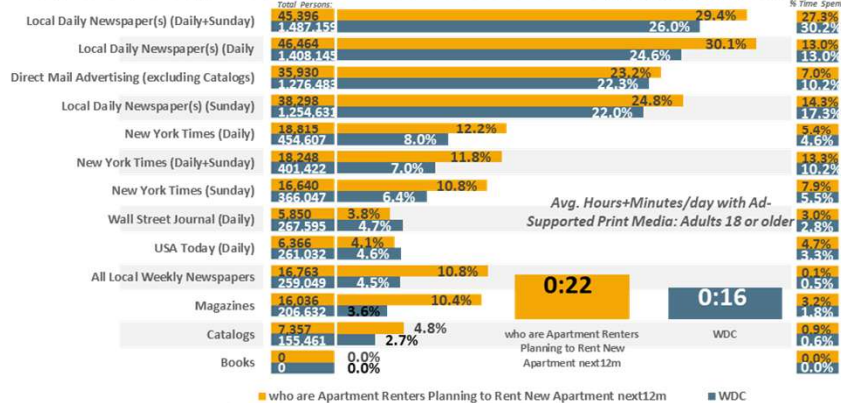


45,396 or 29.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 27.3% of all time spent daily with All forms of Print

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



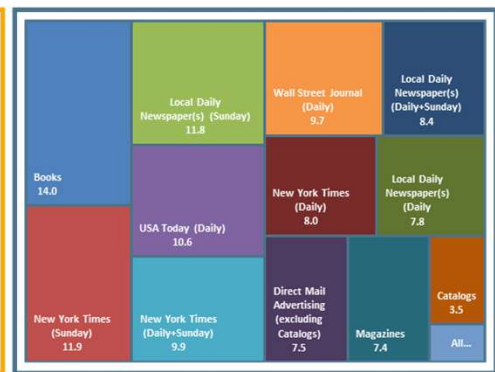
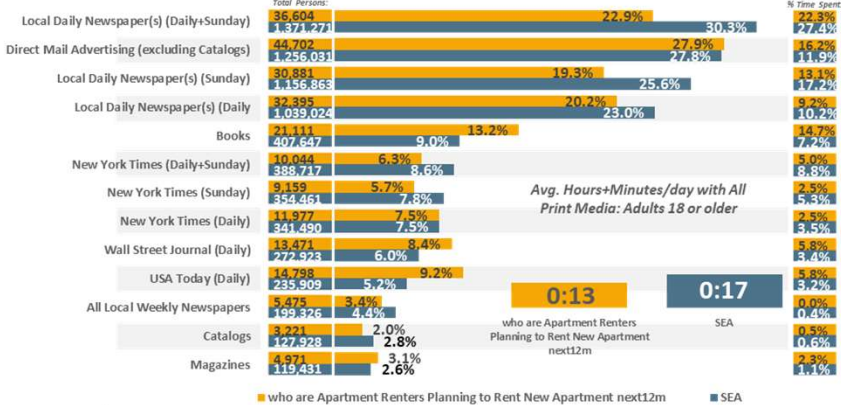
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



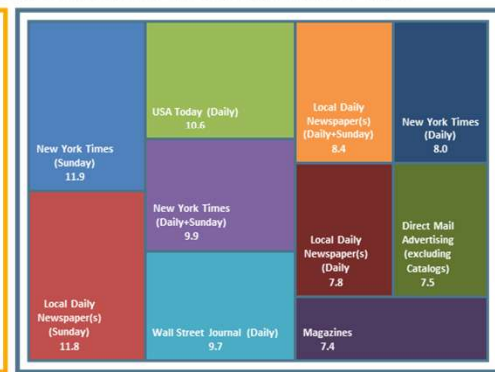
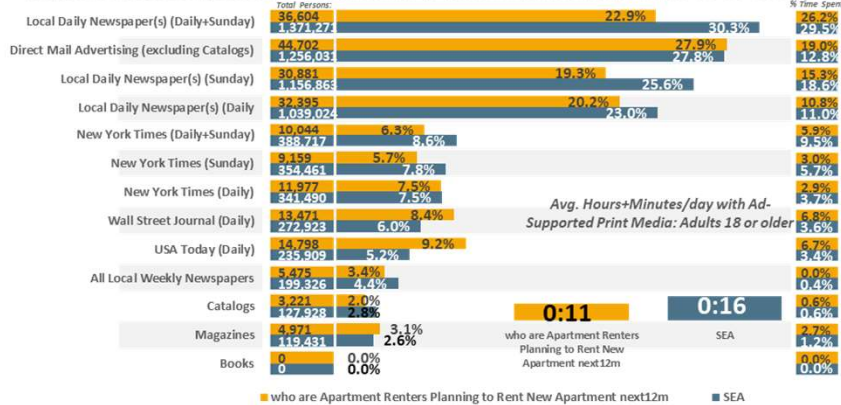


36,604 or 22.9% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.4 minutes every day representing 26.2% of all time spent daily with All forms of Print

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



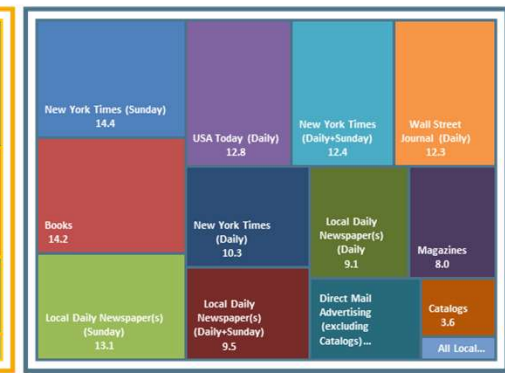
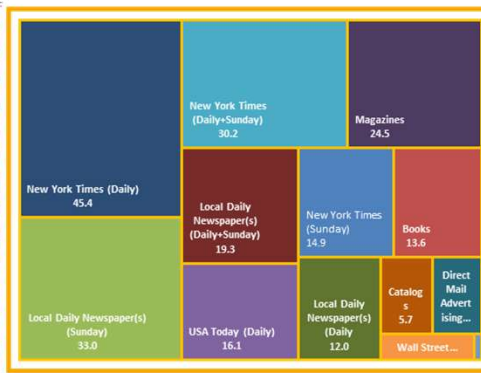
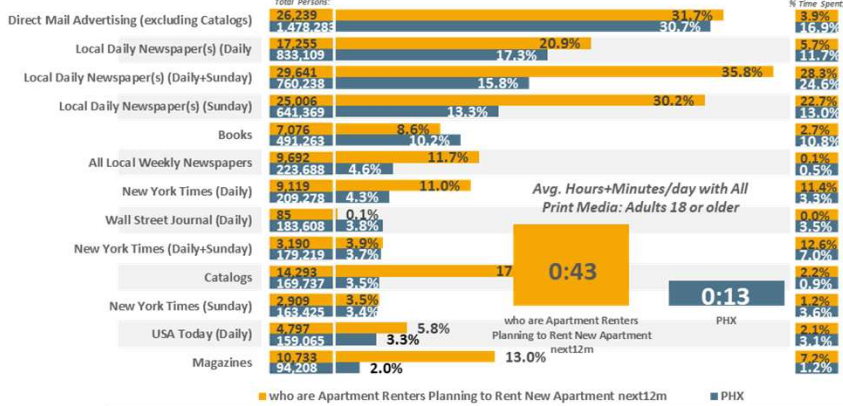
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



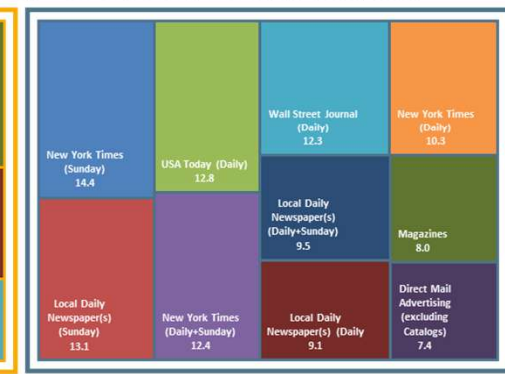
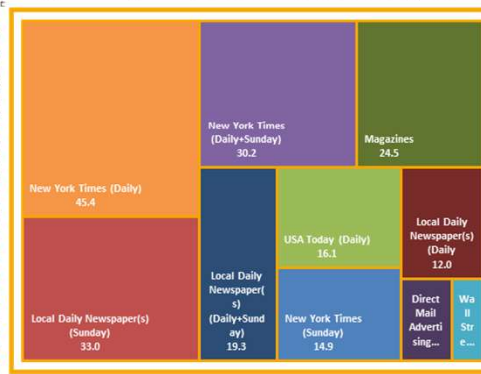
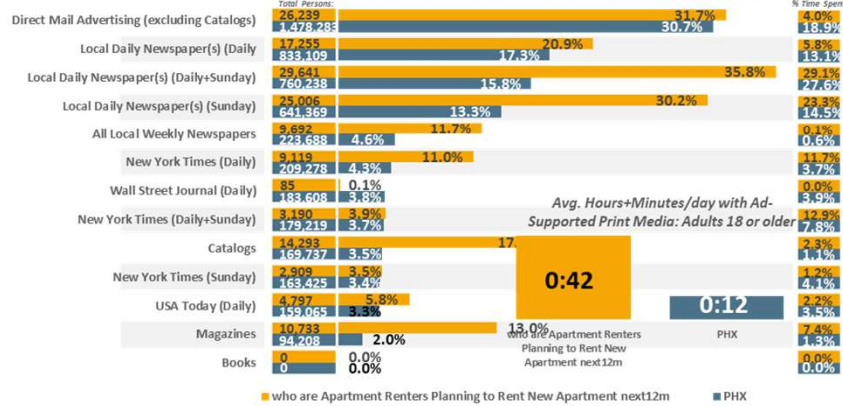


29,641 or 35.8% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 19.3 minutes every day representing 29.1% of all time spent daily with All forms of Print

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



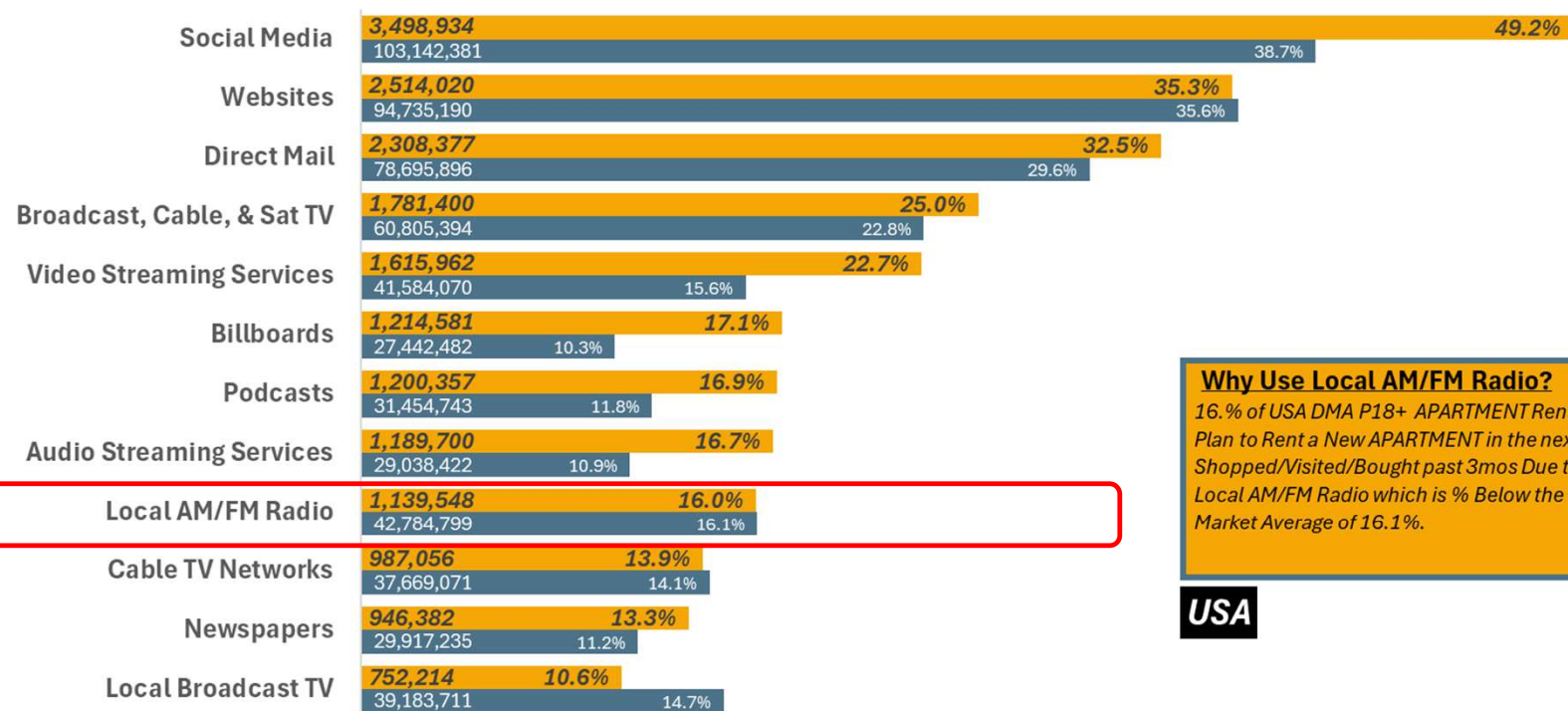
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.% of USA DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the USA DMA Market Average of 16.1%.

USA

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Sep24-Feb26 Qual Intab: 613

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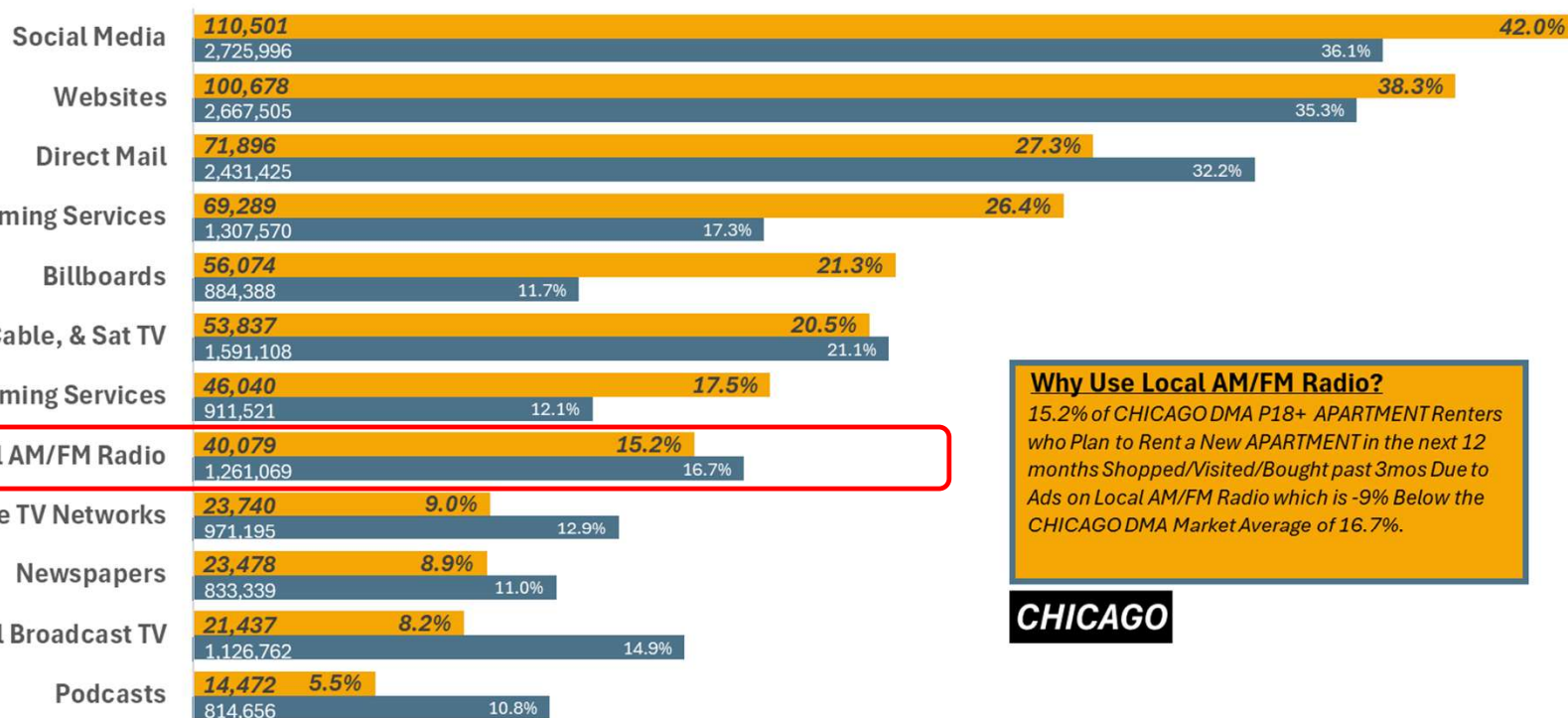
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"Advertising Actions"

P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.2% of CHICAGO DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 103

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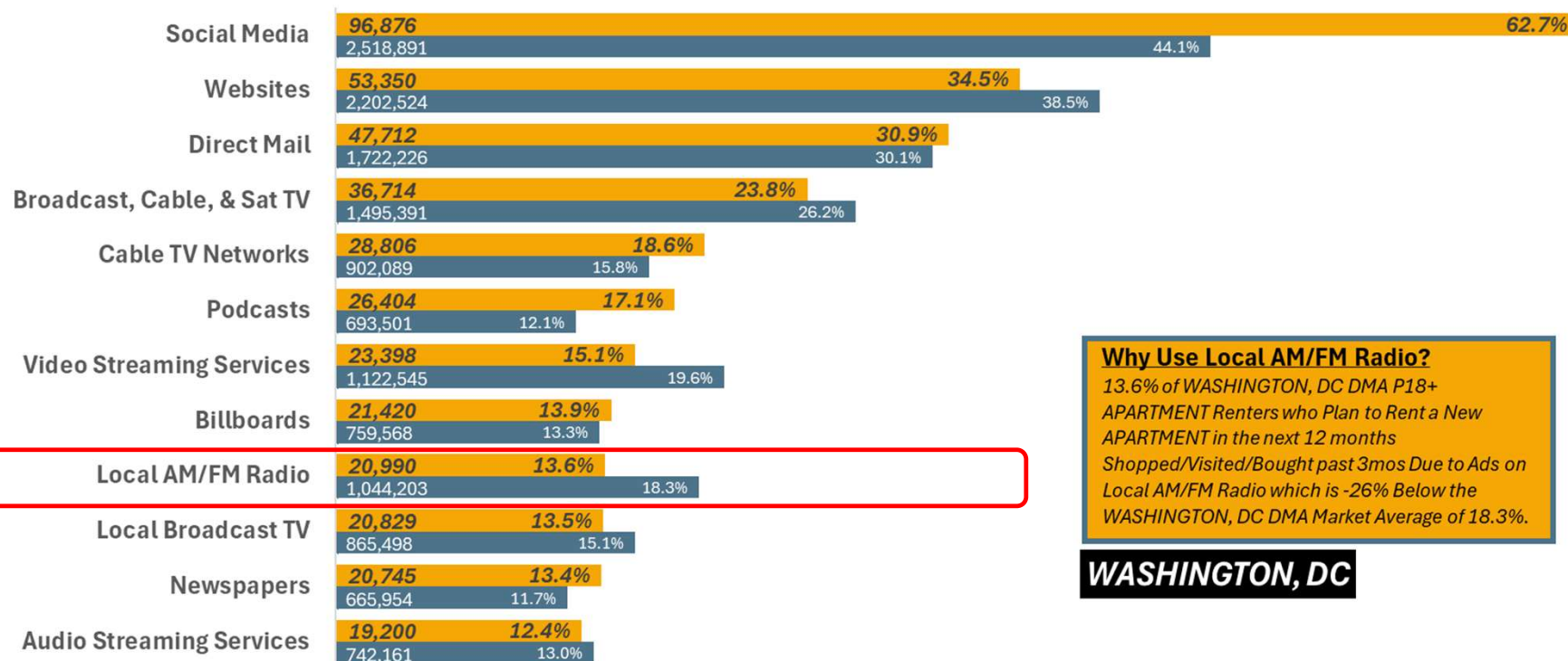
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"Advertising Actions"

**P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

13.6% of WASHINGTON, DC DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -26% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 162

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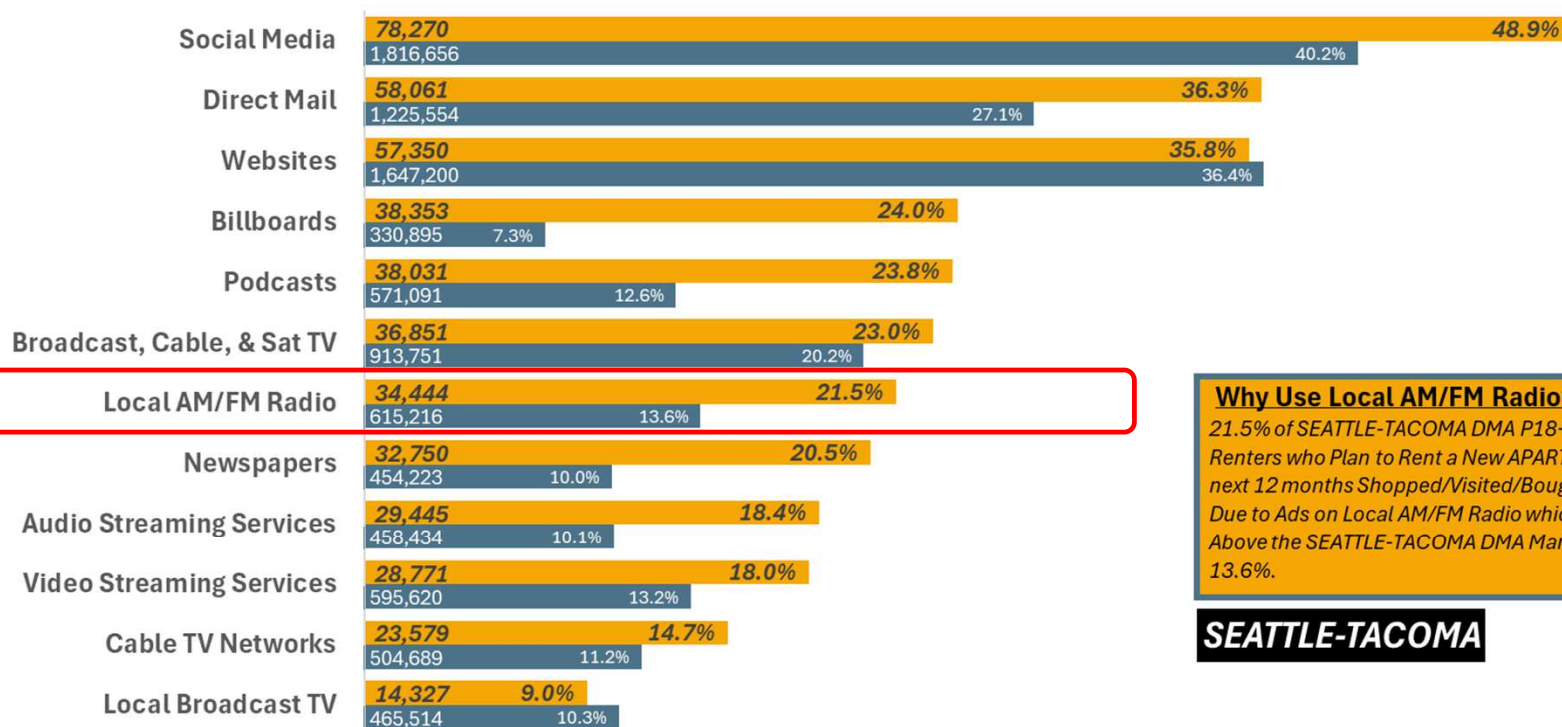
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"Advertising Actions"

**P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

21.5% of SEATTLE-TACOMA DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 58% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

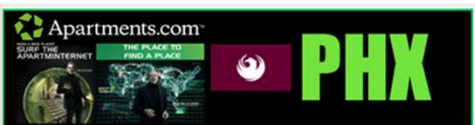
■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 132

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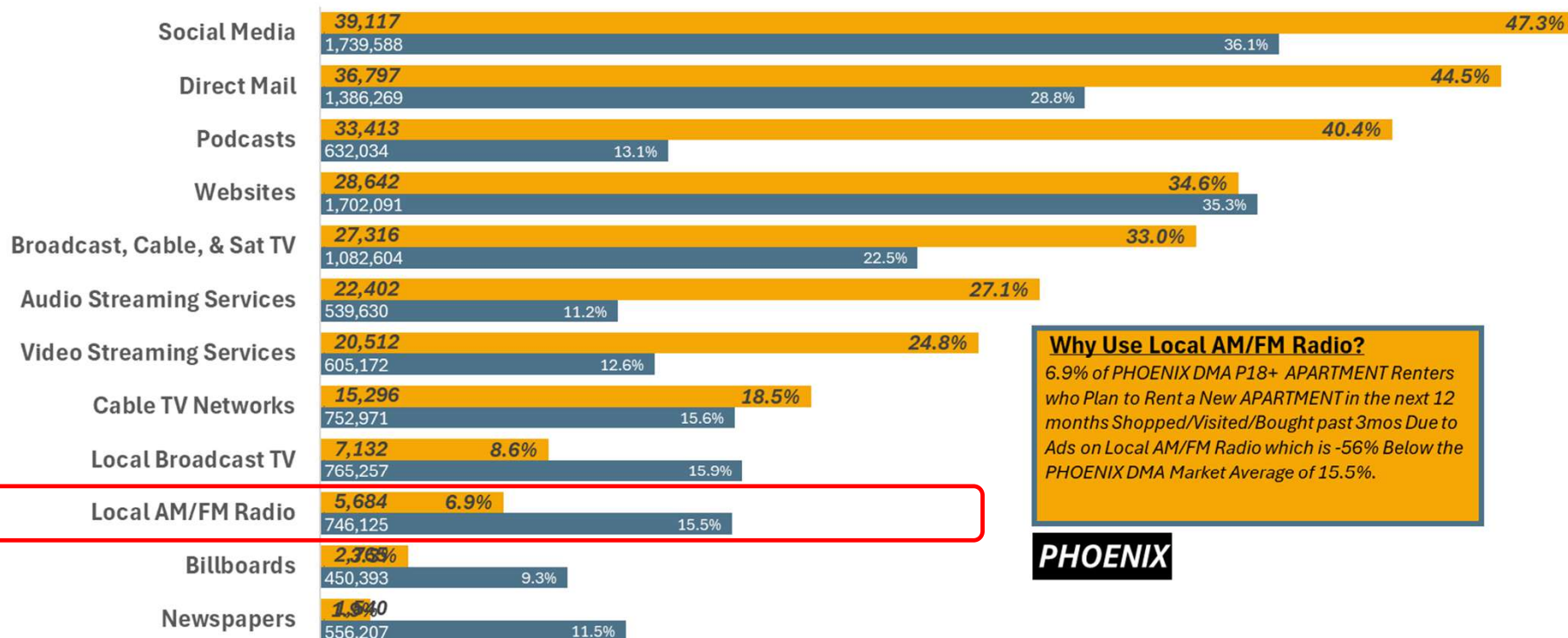
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"Advertising Actions"

P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

6.9% of PHOENIX DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -56% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 56

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[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op