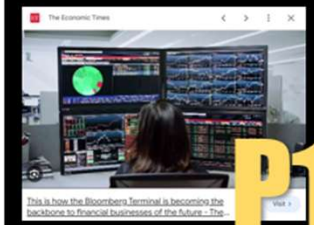
USA+4 DMAs– P18+ who are Full-Time GOVERNMENT Workers!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ Employed Full-Time in Federal, State, and Local Government Jobs as of SEPTEMBER 2024.



P18+



DOGE USA

DOGE CHI

DOGE WDC

DOGE SEA

DOGE PHX

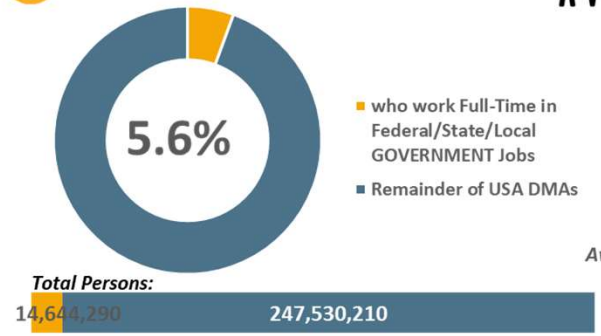
And. Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING, INC. HB INC.

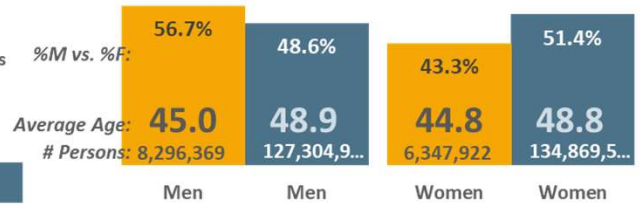
USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 44.9 years old (8.1% younger than average) and have a $137,248 (48.4% higher than average) annual household income.

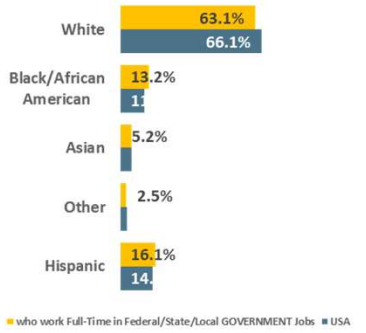
Percent of Market: Adults 18 or older



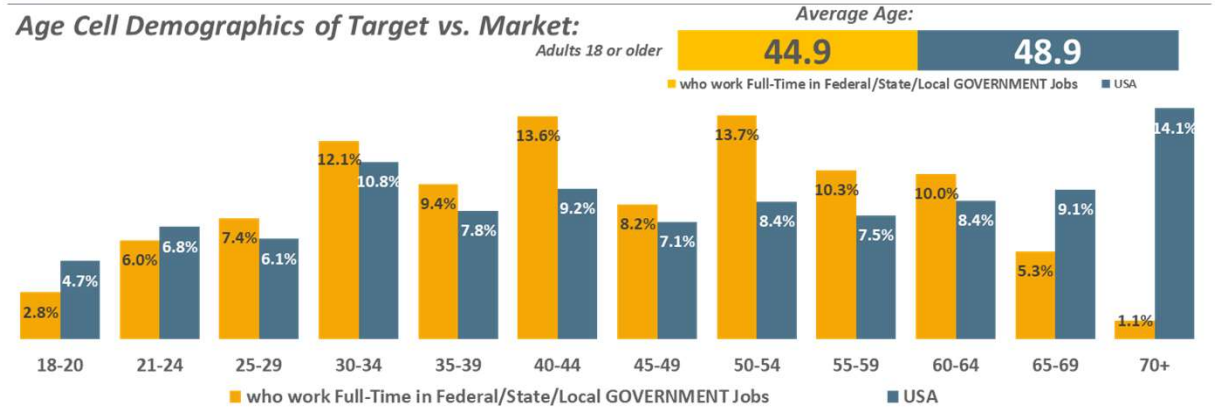
Gender of Target vs. Market: Adults 18 or older



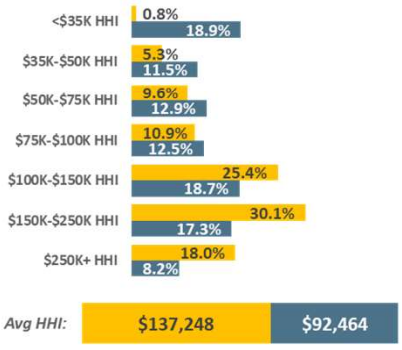
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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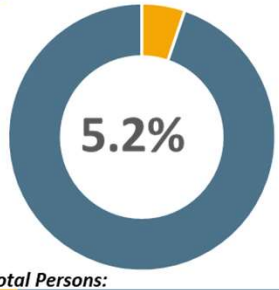
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,648*

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

CHI

5.2% or 396,410 of CHI DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 36.6 years old (24.4% younger than average) and have a $142,003 (33.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



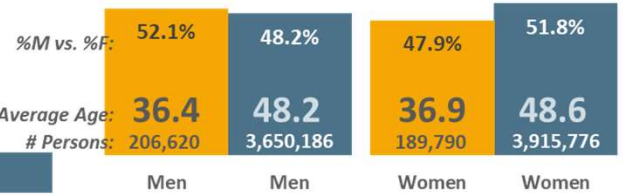
who work Full-Time in Federal/State/Local GOVERNMENT Jobs

Remainder of CHI DMA

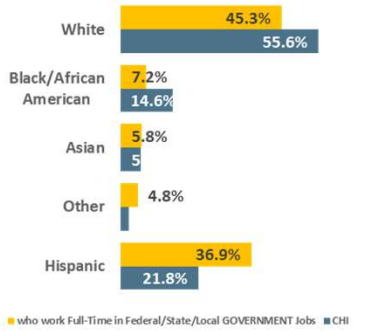
Total Persons:

396,410 | 7,169,552

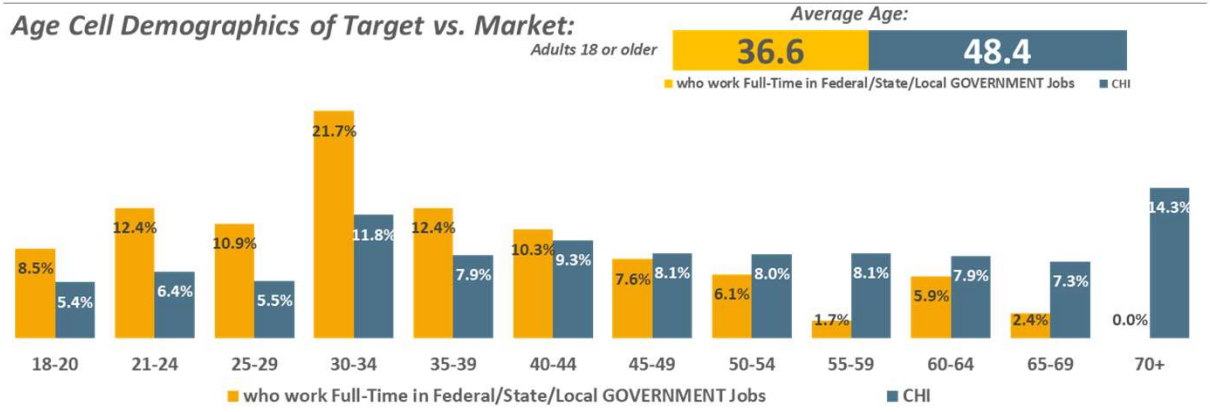
Gender of Target vs. Market: Adults 18 or older



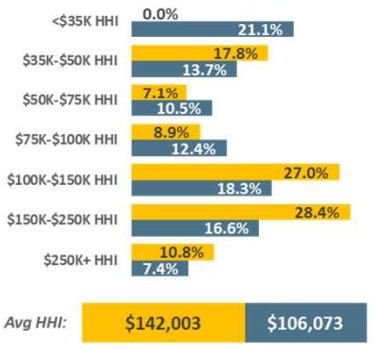
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

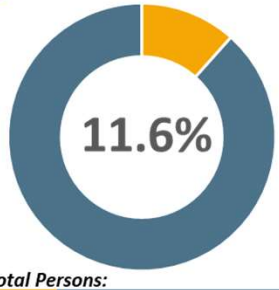
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

WDC

11.6% or 660,982 of WDC DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 47.2 years old (.6% younger than average) and have a $193,867 (45.% higher than average) annual household income.

Percent of Market: Adults 18 or older

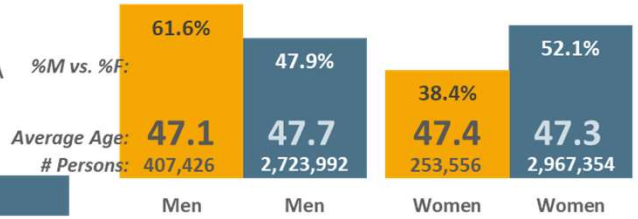


- who work Full-Time in Federal/State/Local GOVERNMENT Jobs
- Remainder of WDC DMA

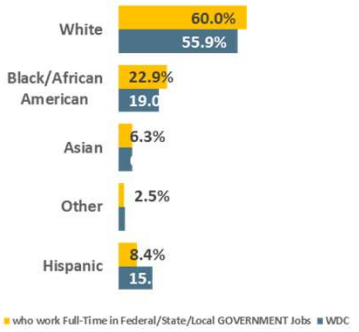
Total Persons:



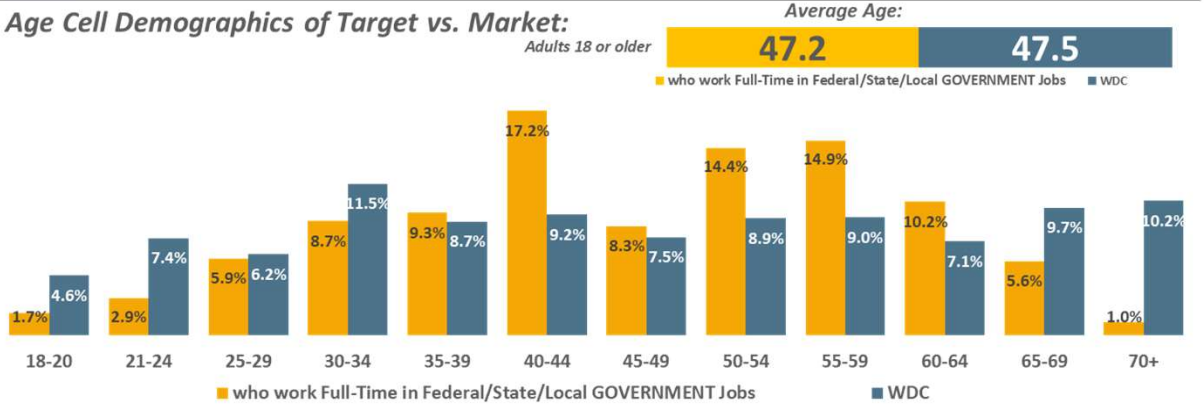
Gender of Target vs. Market: Adults 18 or older



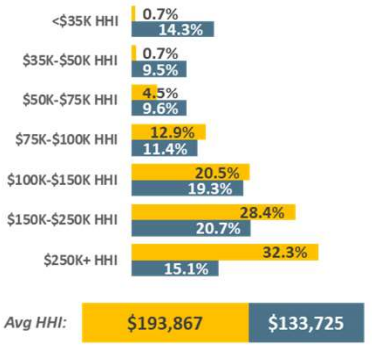
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

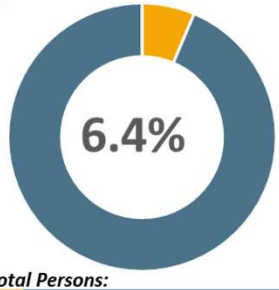
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

SEA

6.4% or 286,352 of SEA DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 47.8 years old (1.4% younger than average) and have a $154,876 (25.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who work Full-Time in Federal/State/Local GOVERNMENT Jobs
- Remainder of SEA DMA

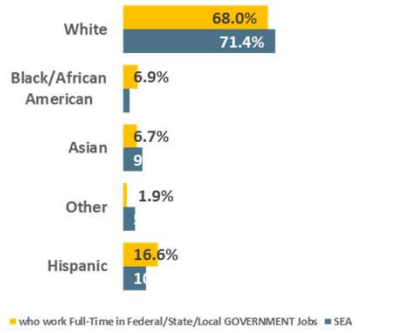
Total Persons:

286,352 | 4,218,248

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	48.1%	49.5%	51.9%	50.5%
Average Age:	49.9	48.5	45.8	48.5
# Persons:	137,750	2,231,112	148,602	2,273,488

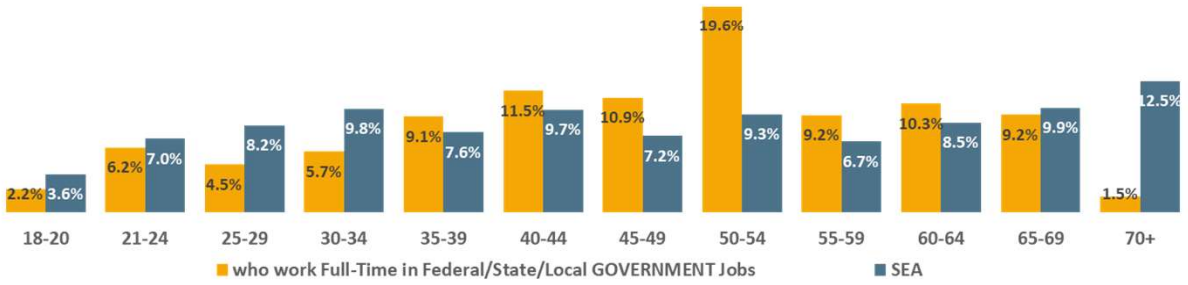
Ethnicity of Target vs. Market:



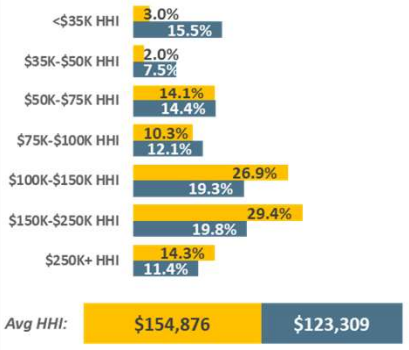
Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	47.8	48.5

who work Full-Time in Federal/State/Local GOVERNMENT Jobs | SEA



HHI of Target vs. Market:



Avg HHI:	$154,876	$123,309

SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

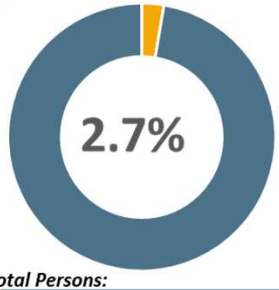
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

PHX

2.7% or 124,148 of PHX DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Typical Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 46.8 years old (5.4% younger than average) and have a $157,299 (59.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who work Full-Time in Federal/State/Local GOVERNMENT Jobs
- Remainder of PHX DMA

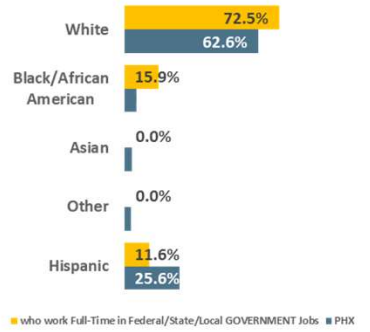
Total Persons:

124,148 | 4,548,756

Gender of Target vs. Market: Adults 18 or older

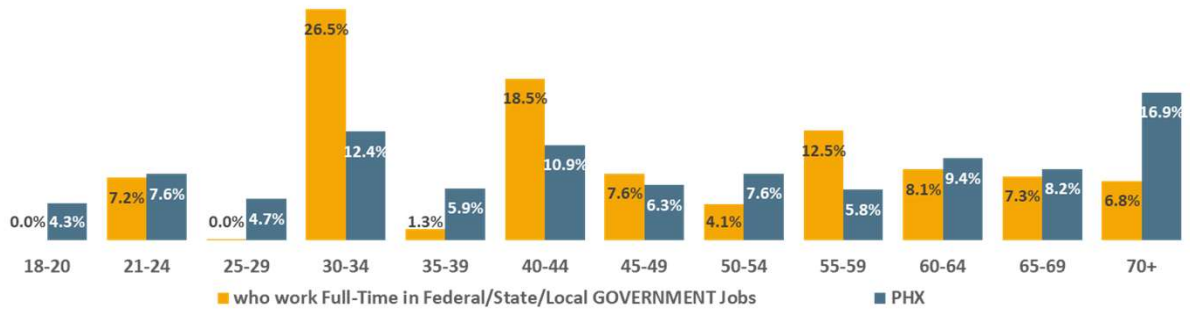
	Men	Men	Women	Women
%M vs. %F:	52.5%	49.0%	47.5%	51.0%
Average Age:	46.0	49.5	47.6	49.5
# Persons:	65,132	2,287,756	59,016	2,385,148

Ethnicity of Target vs. Market:

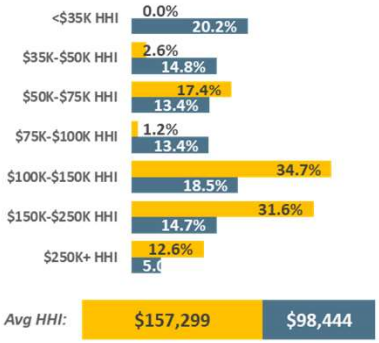


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	46.8	49.5



HHI of Target vs. Market:



Avg HHI:	$157,299	$98,444

PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

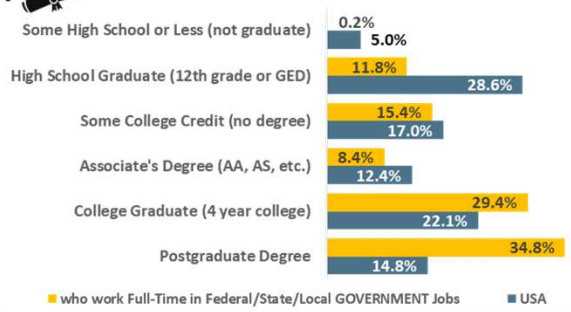
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

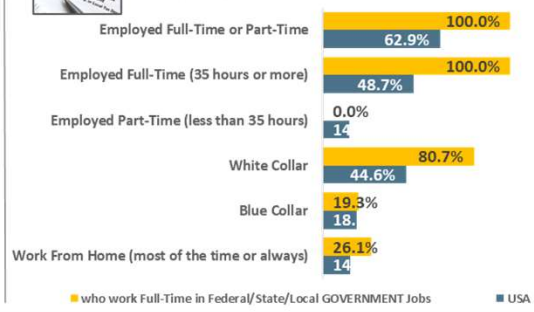
USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 73.9% more likely to be a college graduate, 105.5% more likely to work full-time, 22.8% more likely to be married, 28.2% more likely to be a parent of 1 or more children unde

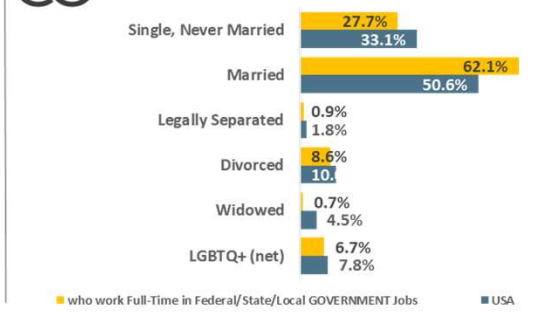
Education Levels: Adults 18 or older



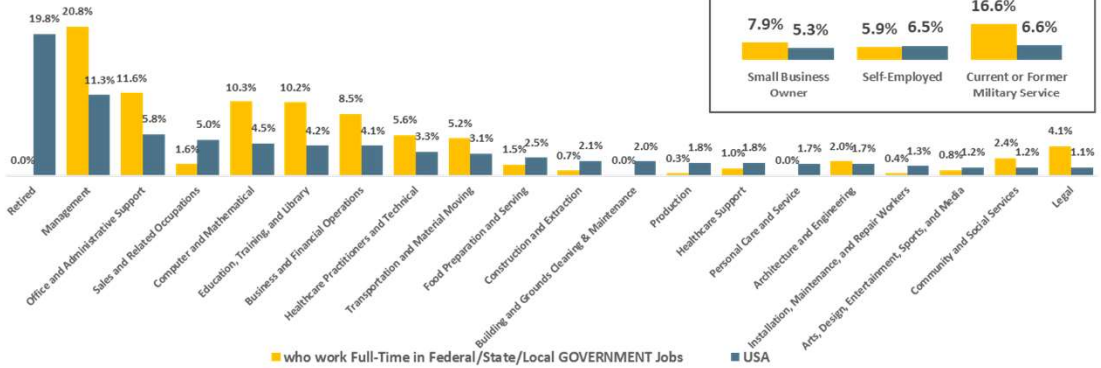
Employment: Adults 18 or older



Marital Status: Adults 18 or older

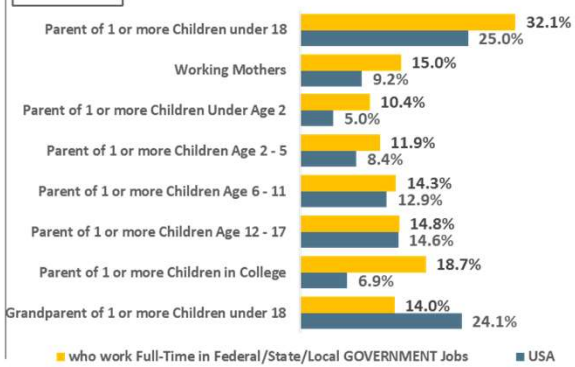


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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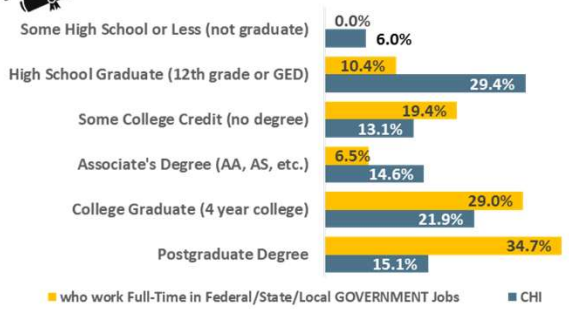
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

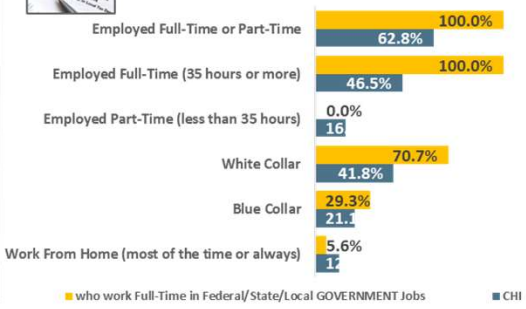
CHI

5.2% or 396,410 of CHI DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 72.2% more likely to be a college graduate, 114.8% more likely to work full-time, 32.% more likely to be married, 87.4% more likely to be a parent of 1 or more children under

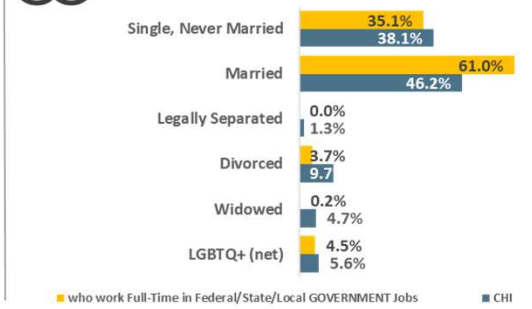
Education Levels: Adults 18 or older



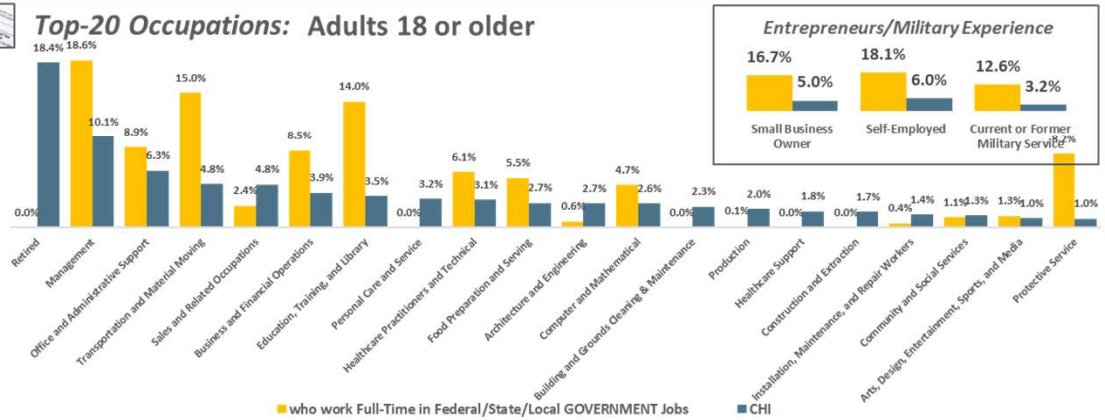
Employment: Adults 18 or older



Marital Status: Adults 18 or older

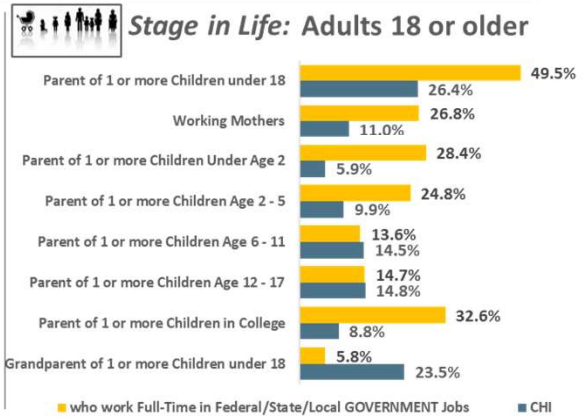


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

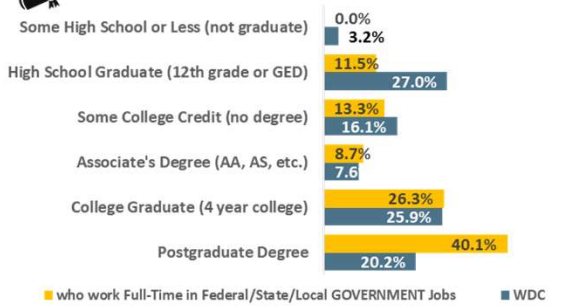
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

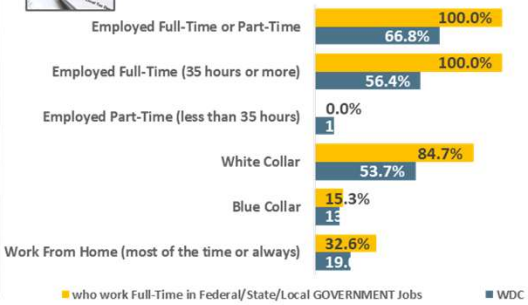
WDC

11.6% or 660,982 of WDC DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 44.2% more likely to be a college graduate, 77.3% more likely to work full-time, 25.1% more likely to be married, 2.3% more likely to be a parent of 1 or more children under

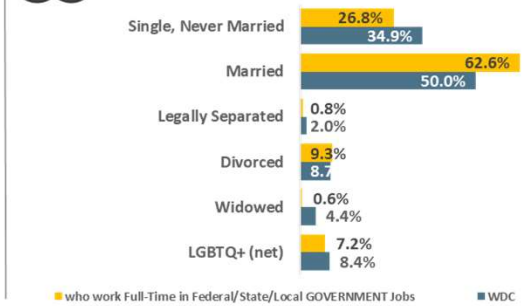
Education Levels: Adults 18 or older



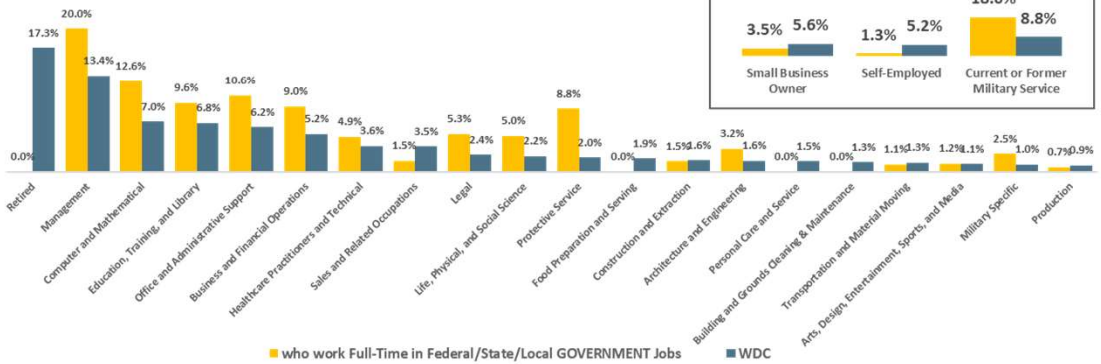
Employment: Adults 18 or older



Marital Status: Adults 18 or older

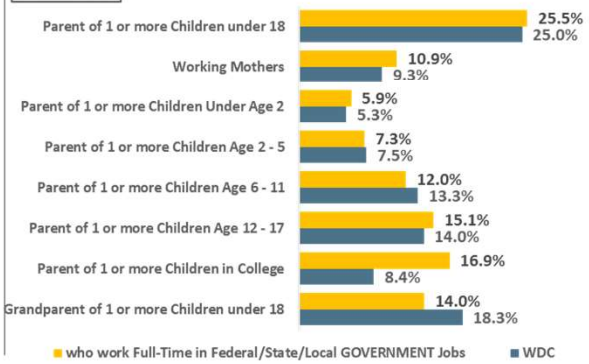


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

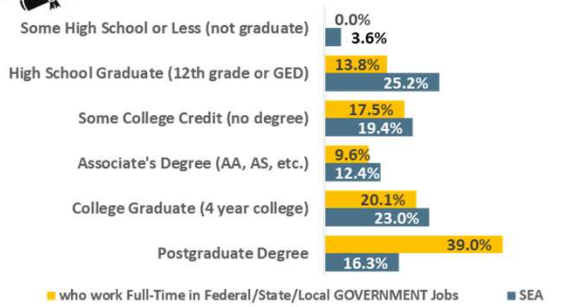
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

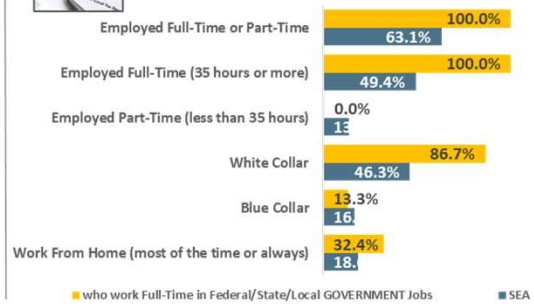
SEA

6.4% or 286,352 of SEA DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 50.2% more likely to be a college graduate, 102.5% more likely to work full-time, 20.2% more likely to be married, 14.2% more likely to be a parent of 1 or more children unde

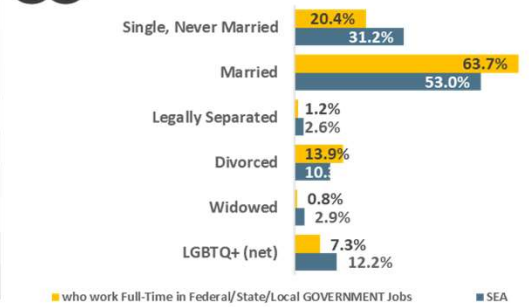
Education Levels: Adults 18 or older



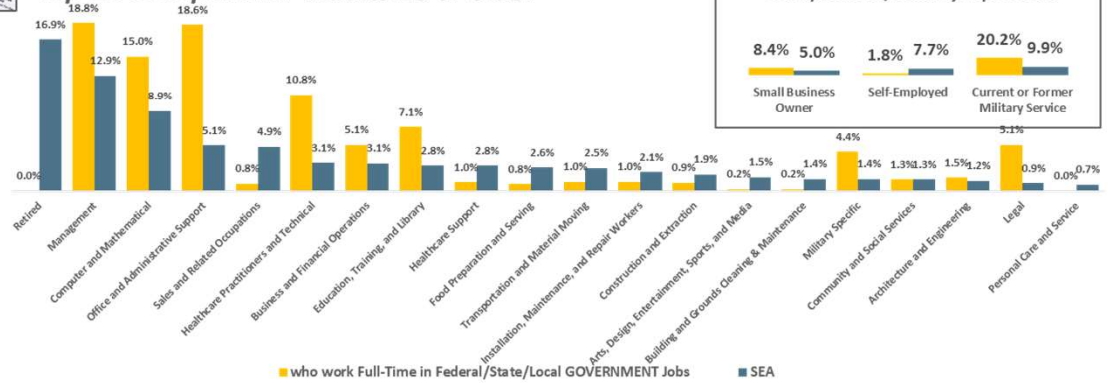
Employment: Adults 18 or older



Marital Status: Adults 18 or older

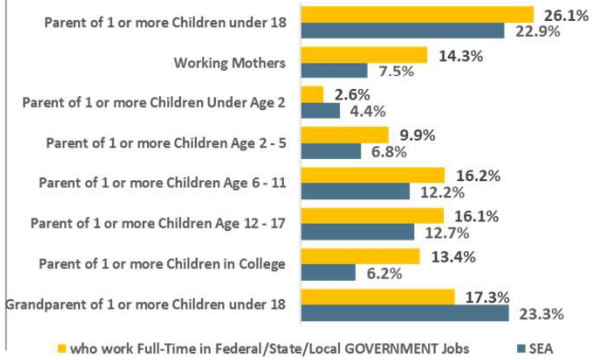


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

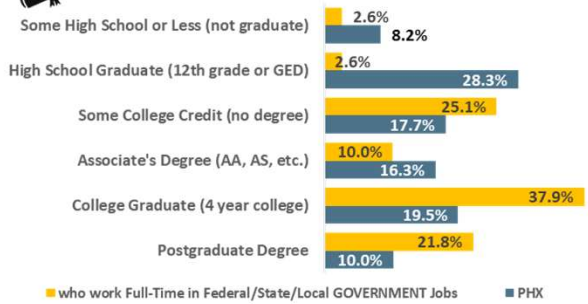
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

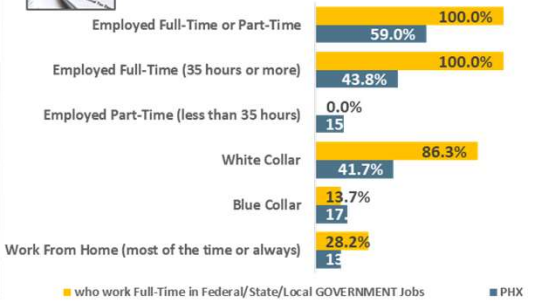
PHX

2.7% or 124,148 of PHX DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 101.8% more likely to be a college graduate, 128.3% more likely to work full-time, 7.4% less likely to be married, 6.7% more likely to be a parent of 1 or more children under

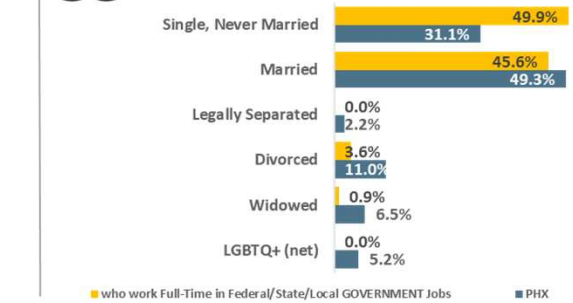
Education Levels: Adults 18 or older



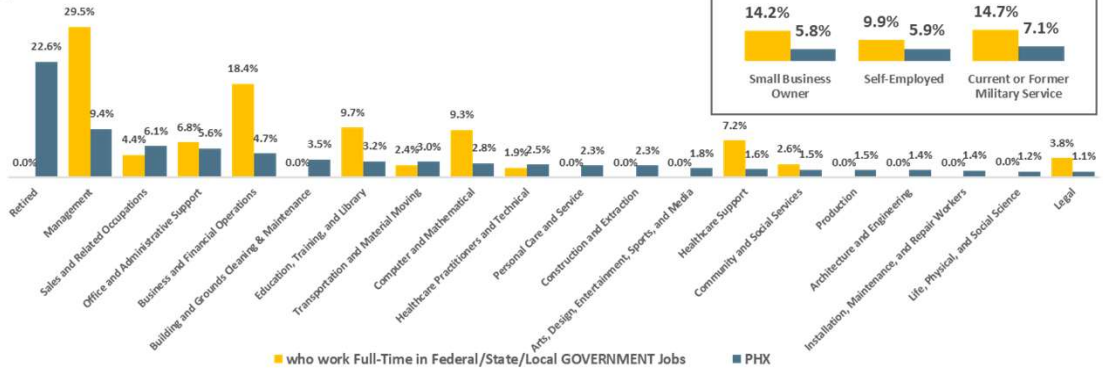
Employment: Adults 18 or older



Marital Status: Adults 18 or older

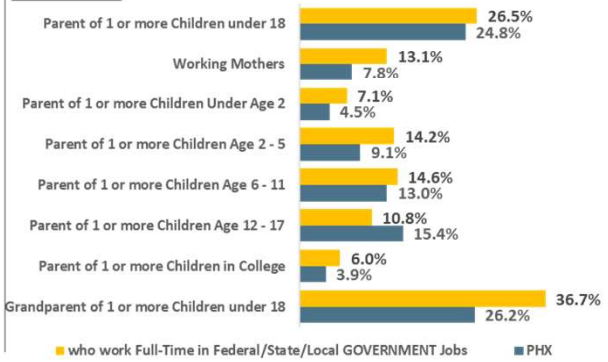


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

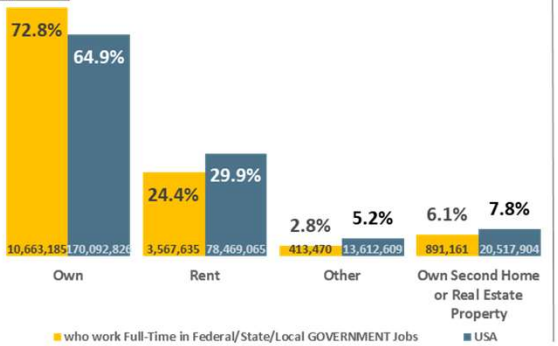
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

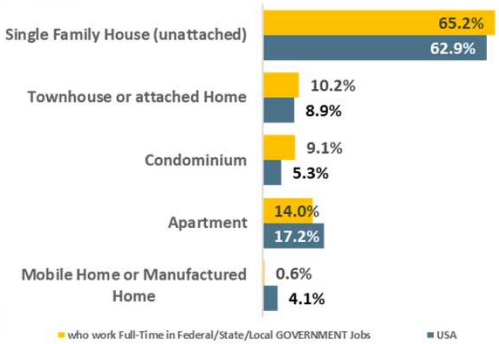
USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 12.2% more likely to own their home, 42.8% more likely to own a higher valued home, 3.7% more likely to have a single-family home, 32.4% more likely to have a dog.

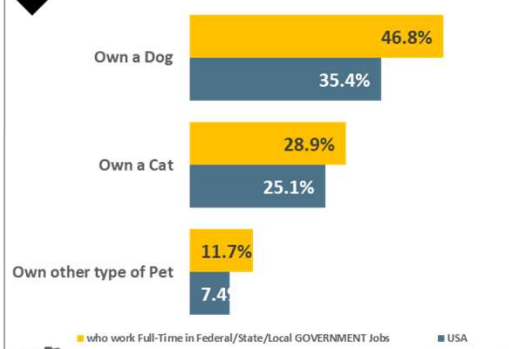
Own/Rent/Other: Adults 18 or older



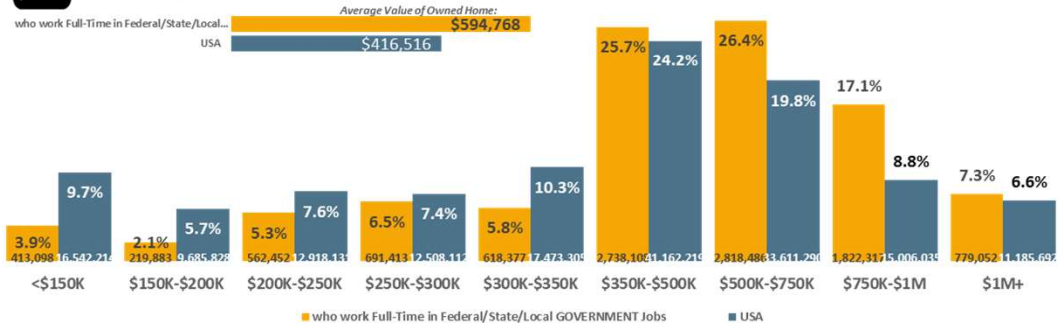
Type of Home: Adults 18 or older



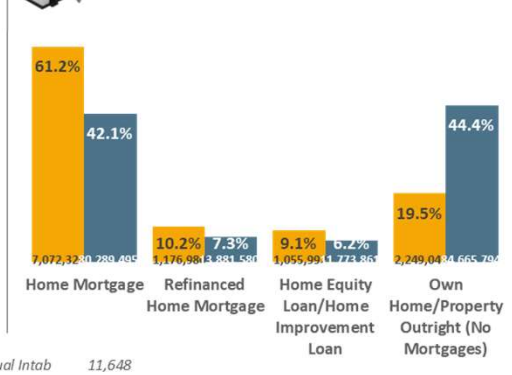
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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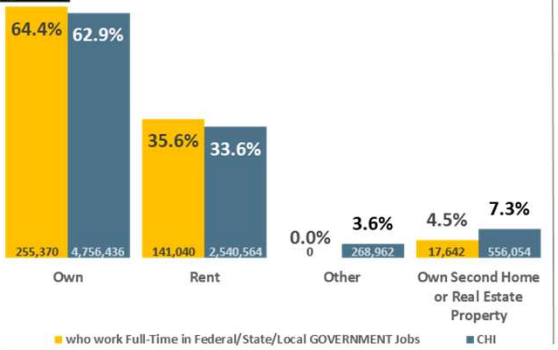
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,648*

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

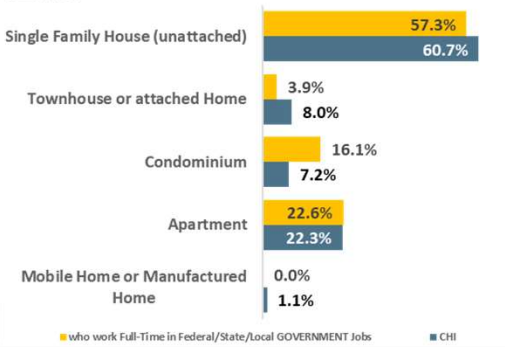
CHI

5.2% or 396,410 of CHI DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 2.5% more likely to own their home, 7.9% more likely to own a higher valued home, 5.5% less likely to have a single-family home, 104.3% more likely to have a dog.

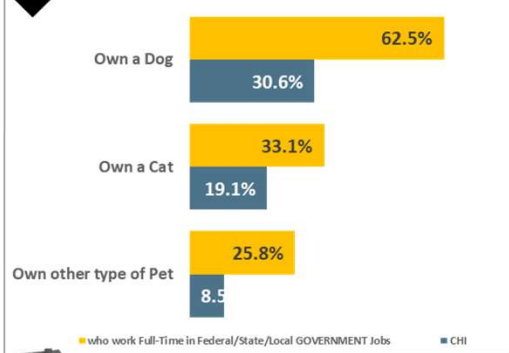
Own/Rent/Other: Adults 18 or older



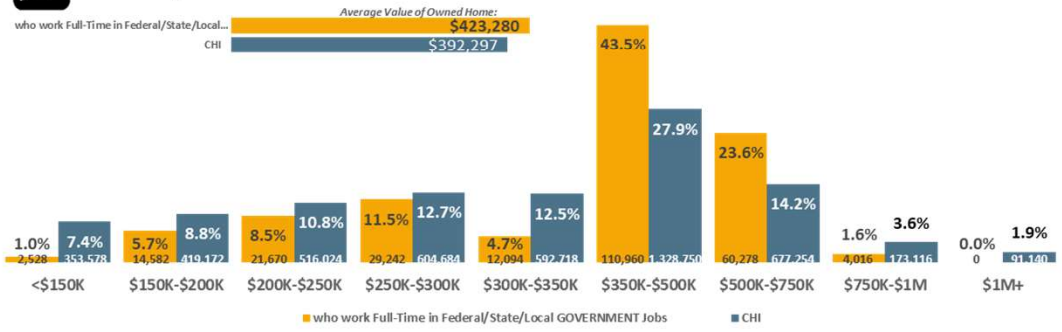
Type of Home: Adults 18 or older



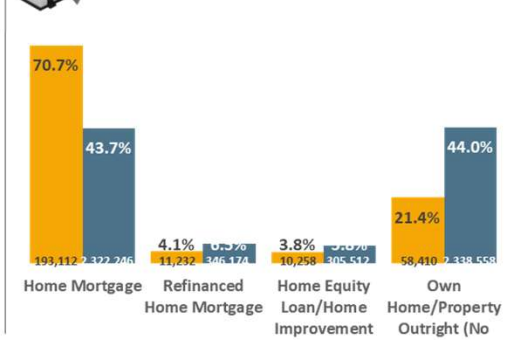
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

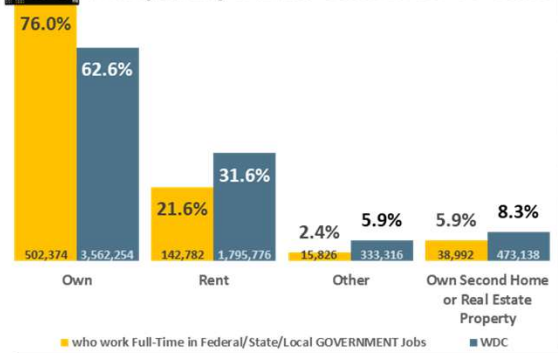
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

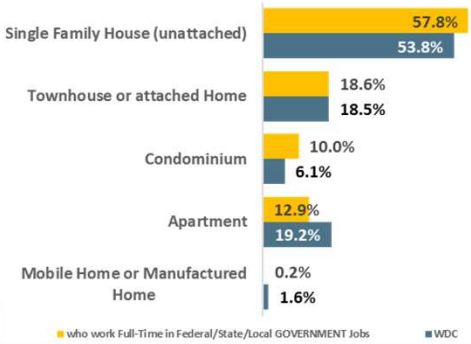
WDC

11.6% or 660,982 of WDC DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 21.4% more likely to own their home, 2.2% more likely to own a higher valued home, 7.6% more likely to have a single-family home, 15.9% more likely to have a dog.

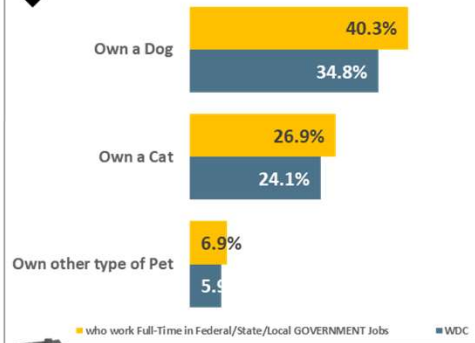
Own/Rent/Other: Adults 18 or older



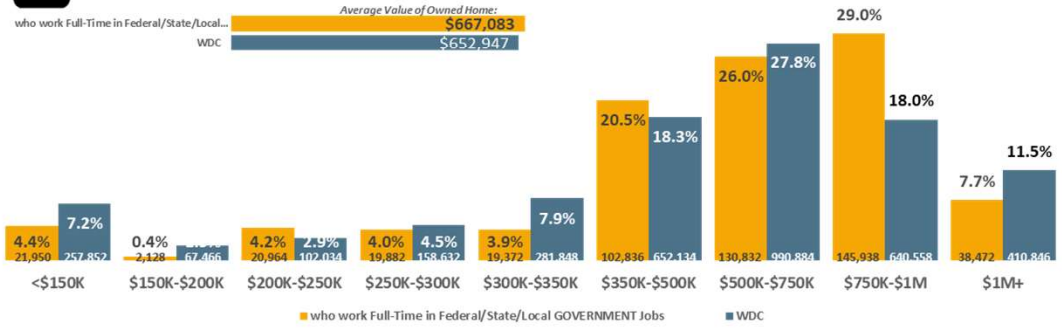
Type of Home: Adults 18 or older



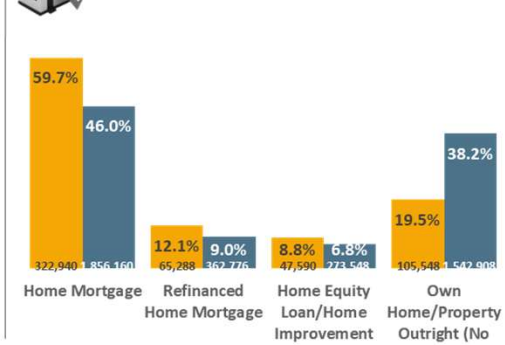
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

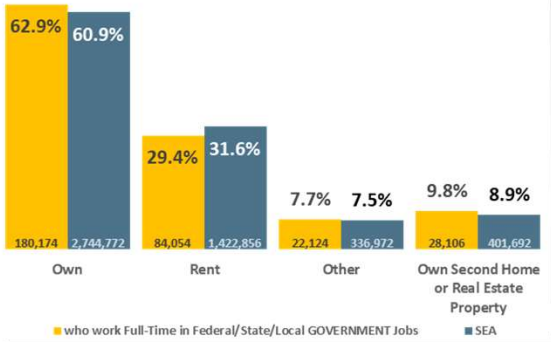
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

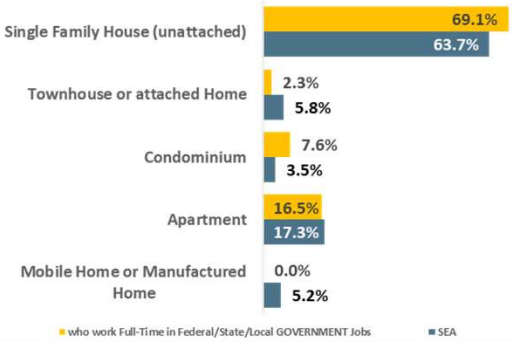
SEA

6.4% or 286,352 of SEA DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 3.3% more likely to own their home, 5.7% more likely to own a higher valued home, 8.4% more likely to have a single-family home, 9.1% more likely to have a dog.

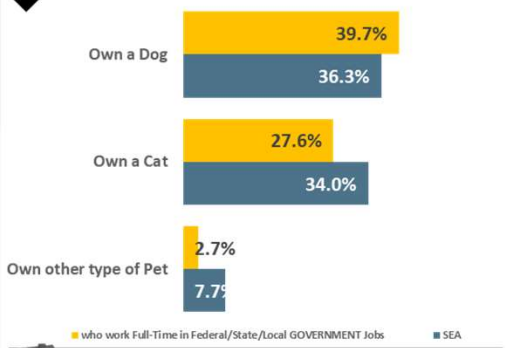
Own/Rent/Other: Adults 18 or older



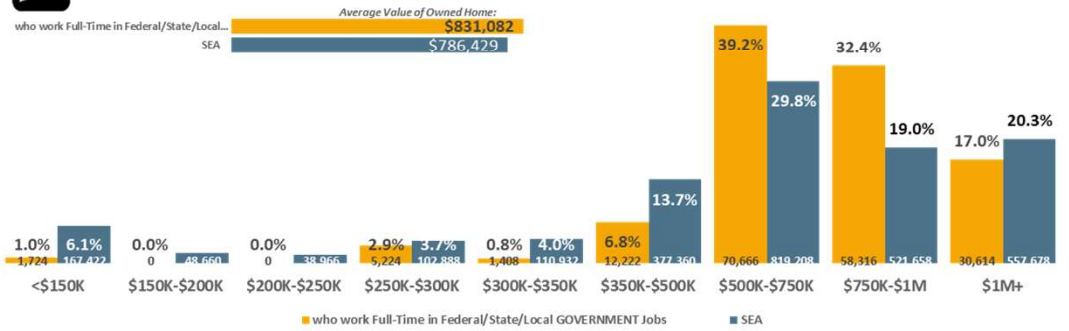
Type of Home: Adults 18 or older



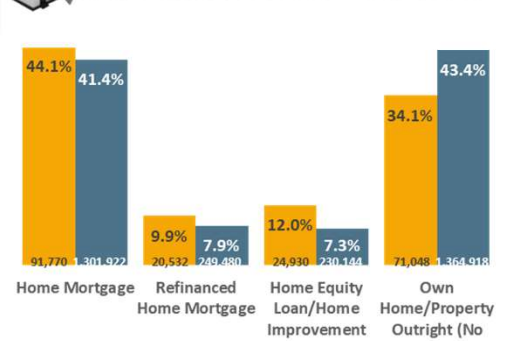
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

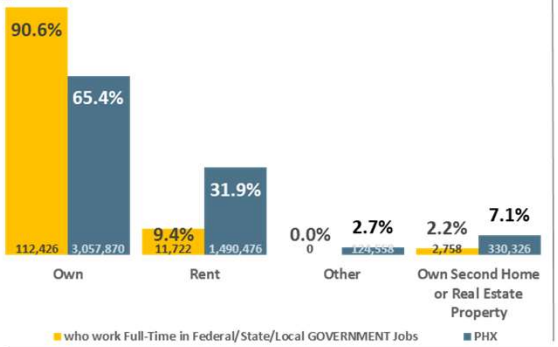
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

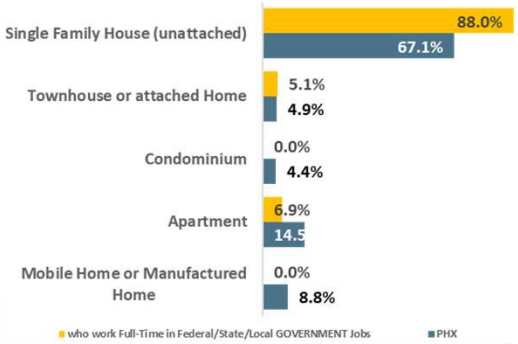
PHX

2.7% or 124,148 of PHX DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 38.4% more likely to own their home, 36.8% more likely to own a higher valued home, 31.2% more likely to have a single-family home, 63.8% more likely to have a dog.

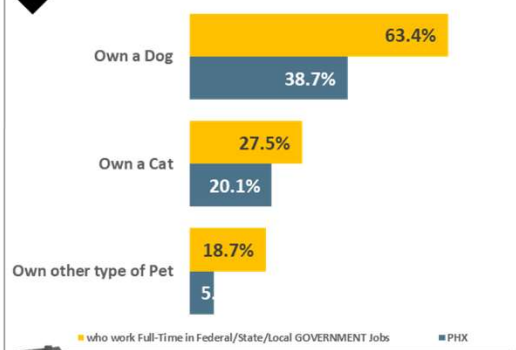
Own/Rent/Other: Adults 18 or older



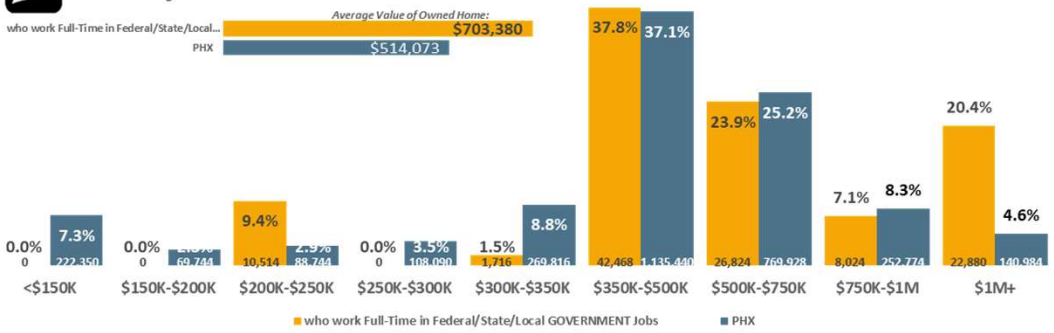
Type of Home: Adults 18 or older



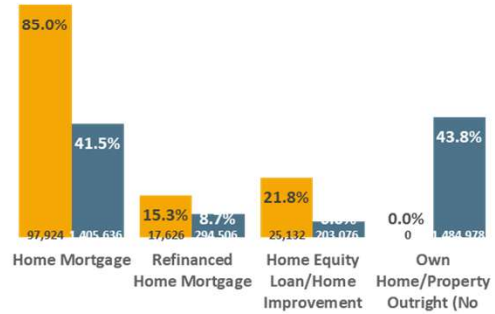
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



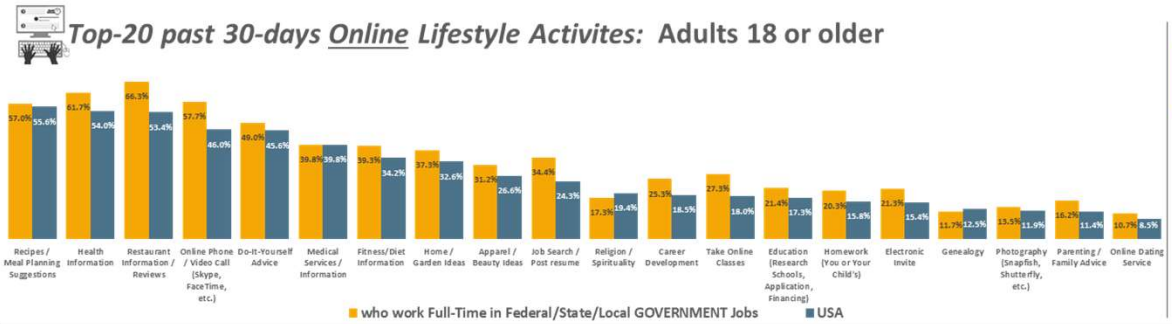
PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

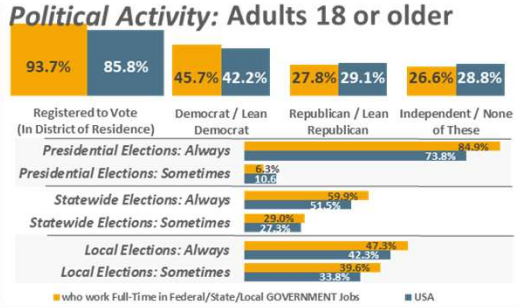
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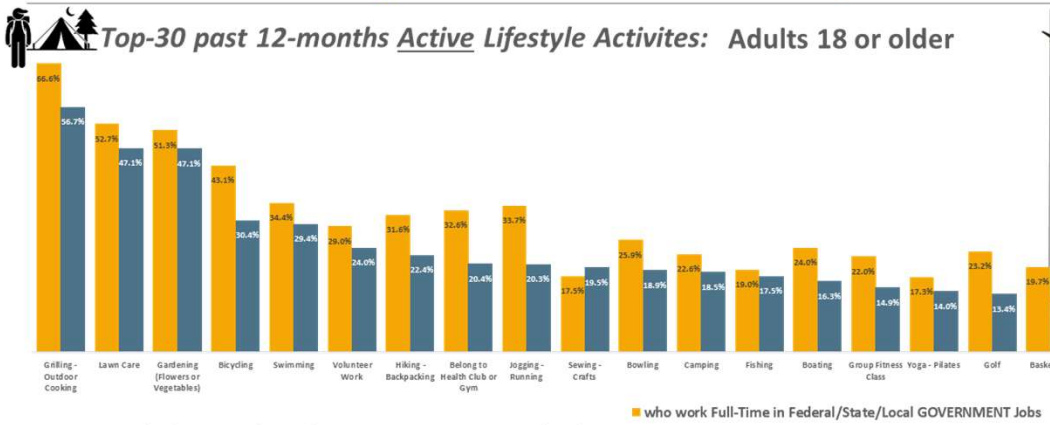
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

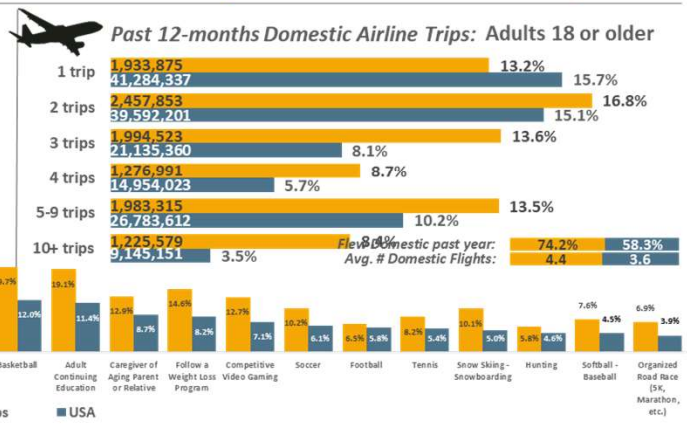


5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 7.3% more likely to look up D-I-Y advice online, 12.% more likely to always vote in local elections, 60.% more likely to belong to a gym, 27.3% more likely to fly domestic pa









USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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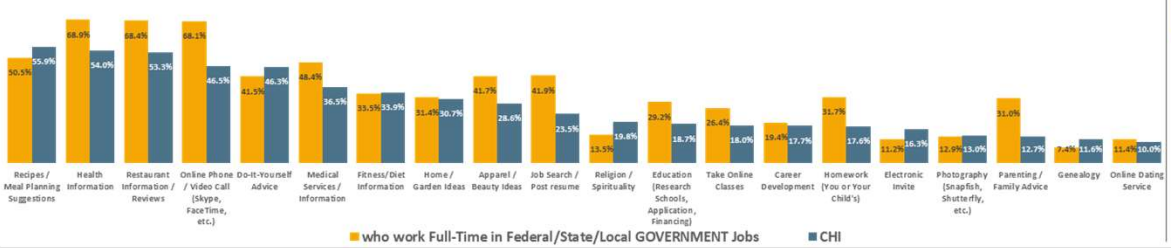
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,648*

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

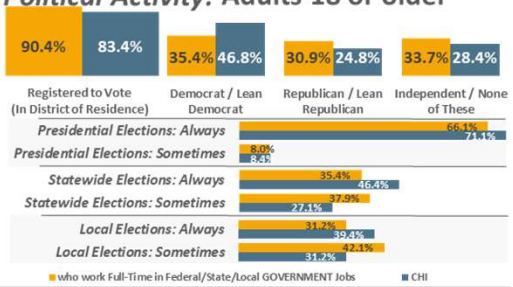


5.2% or 396,410 of CHI DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 10.2% less likely to look up D-I-Y advice online, 20.9% less likely to always vote in local elections, 68.8% more likely to belong to a gym, 32.9% more likely to fly domestic

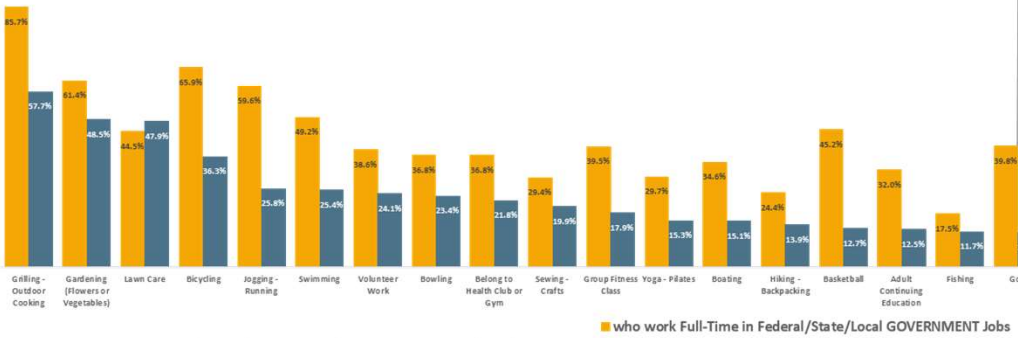
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



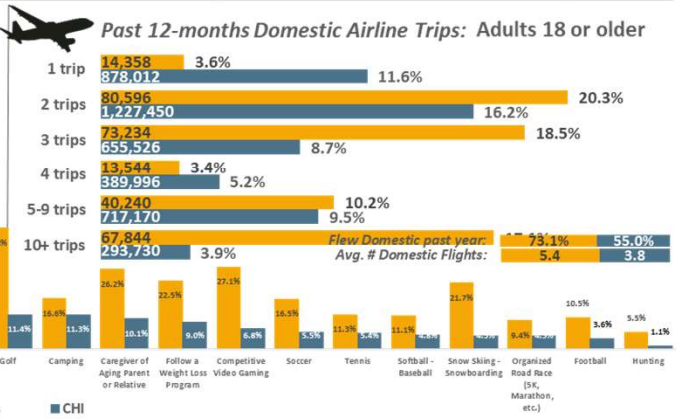
Political Activity: Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

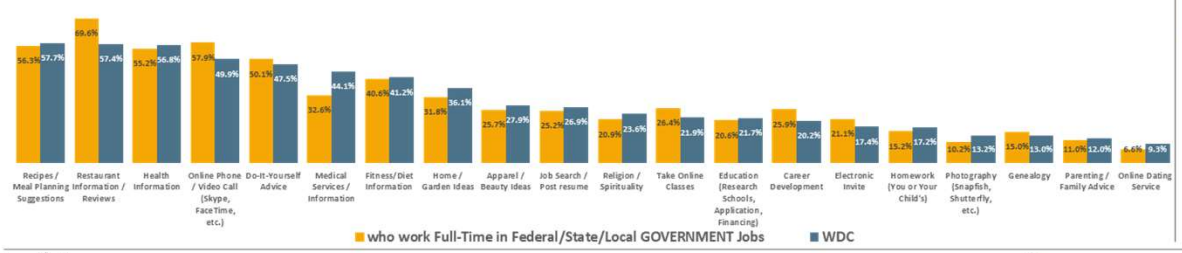
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

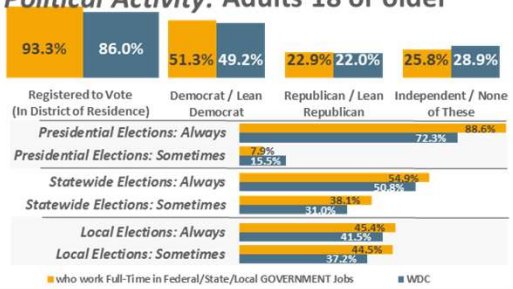


11.6% or 660,982 of WDC DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 5.5% more likely to look up D-I-Y advice online, 9.3% more likely to always vote in local elections, 37.7% more likely to belong to a gym, 19.2% more likely to fly domestic p

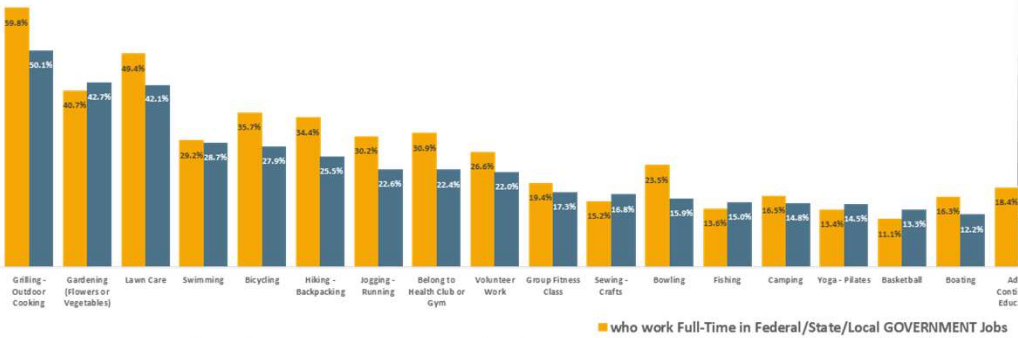
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



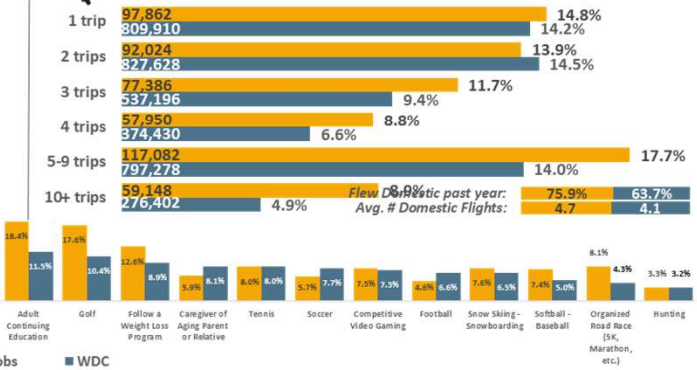
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

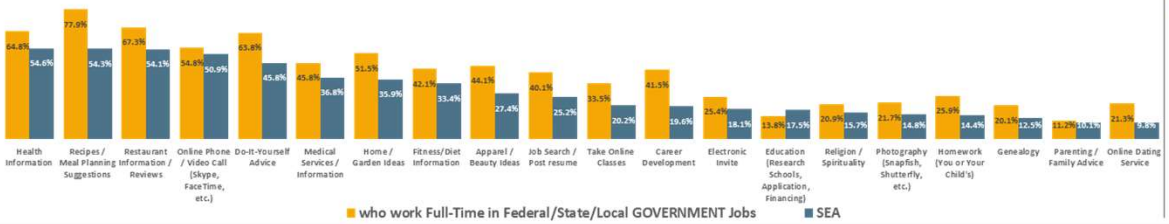
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

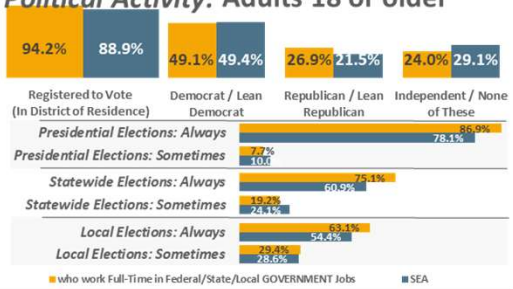


6.4% or 286,352 of SEA DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 39.3% more likely to look up D-I-Y advice online, 16.% more likely to always vote in local elections, 30.% more likely to belong to a gym, 20.2% more likely to fly domestic p

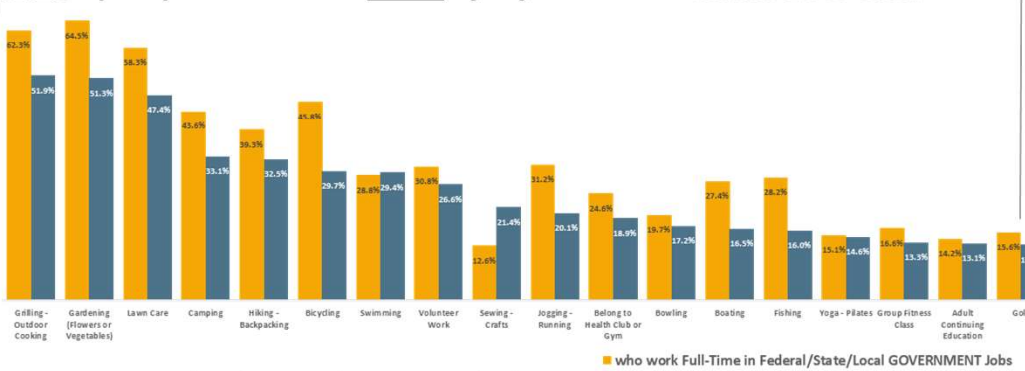
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



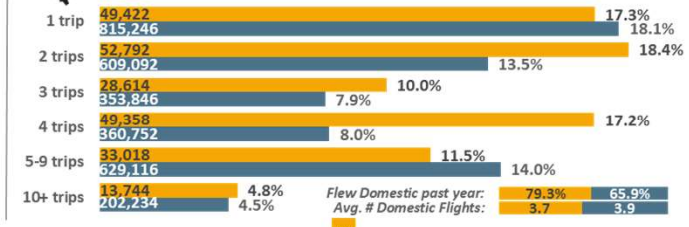
Political Activity: Adults 18 or older

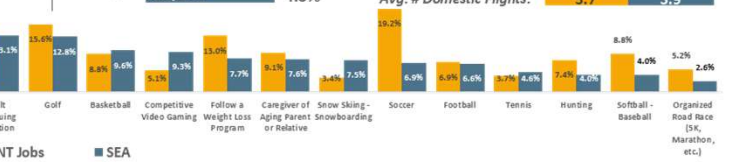


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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





SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

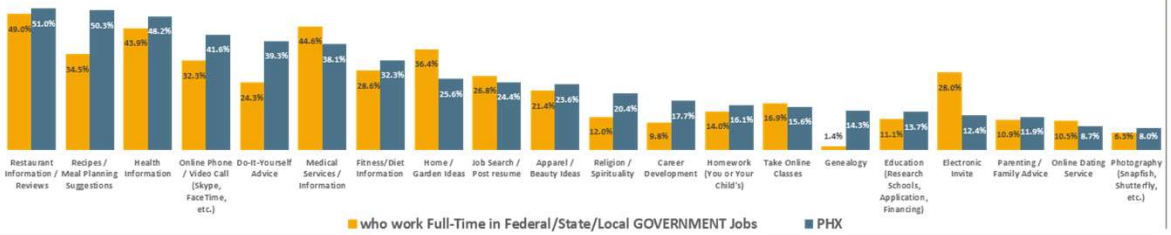
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

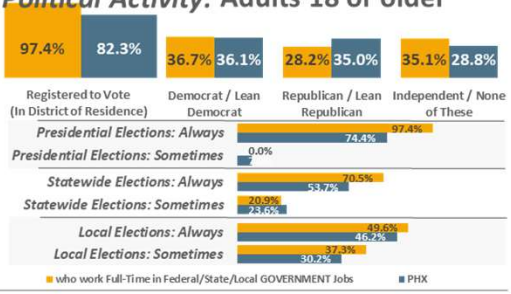


2.7% or 124,148 of PHX DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 38.1% less likely to look up D-I-Y advice online, 7.4% more likely to always vote in local elections, 114.5% more likely to belong to a gym, 42.2% more likely to fly domestic

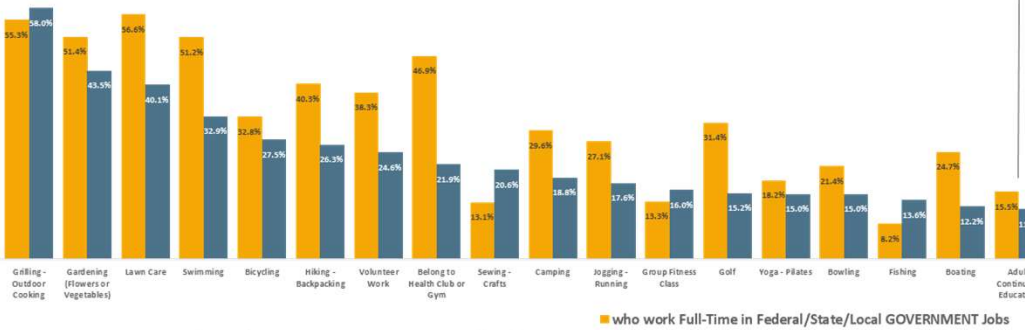
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



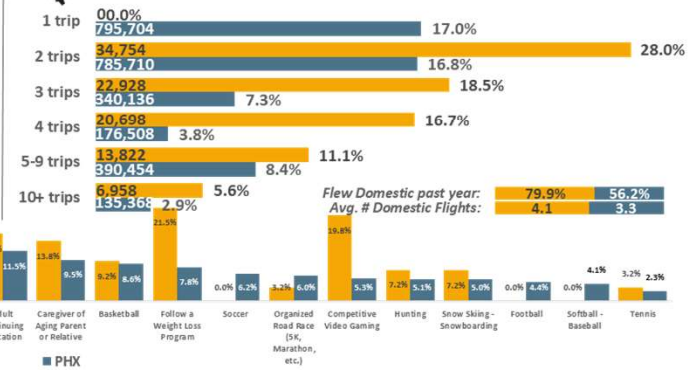
Political Activity: Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 4.6% more likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 7.6% more likely to use Casinos past yr., 65.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



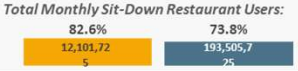
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

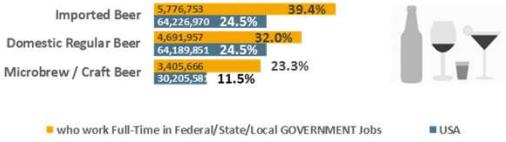
(Sit-Down Restaurants Used Past 30-days)



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

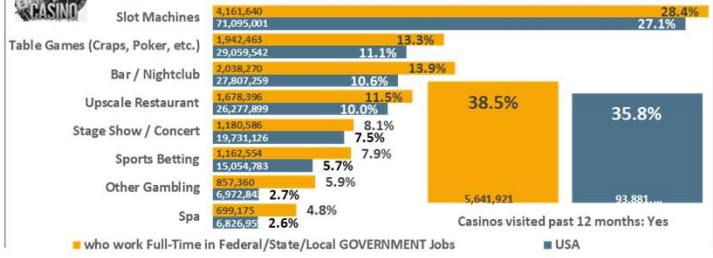


Drank Past 30-days: Adults 18 or older



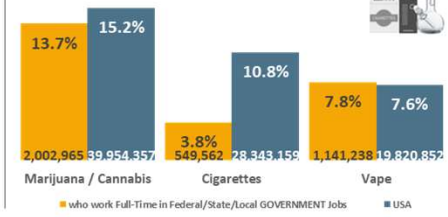
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

CHI

5.2% or 396,410 of CHI DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 9.4% more likely to use QSRs past mo., 25.5% more likely to use Sit-Down Restaurants past mo., 90.6% more likely to use Casinos past yr., 79.9% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



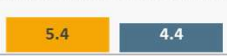
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

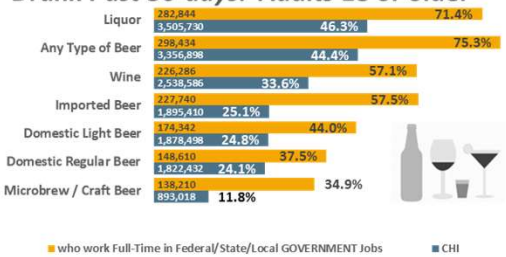
(Sit-Down Restaurants Used Past 30-days)



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

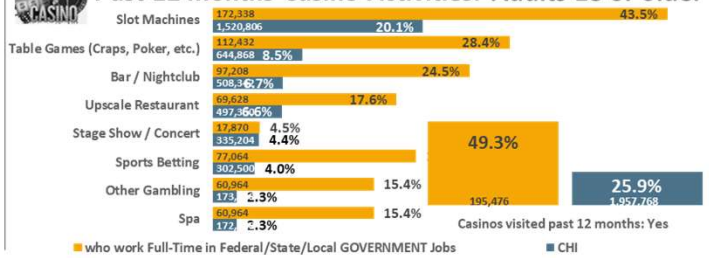


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



11.6% or 660,982 of WDC DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 5.4% more likely to use QSRs past mo., 7.4% more likely to use Sit-Down Restaurants past mo., 16.1% less likely to use Casinos past yr., 56.4% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



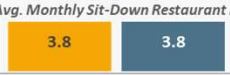
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

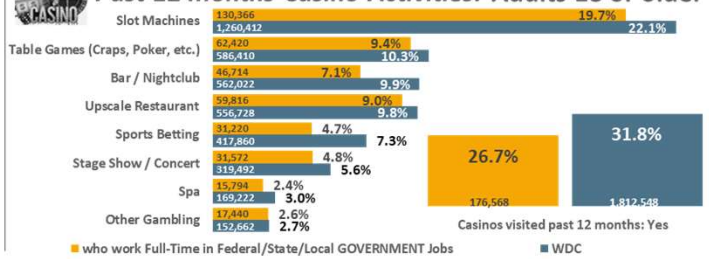


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

SEA

6.4% or 286,352 of SEA DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 4.2% less likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 15.2% less likely to use Casinos past yr., 27.1% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

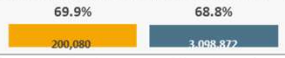


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



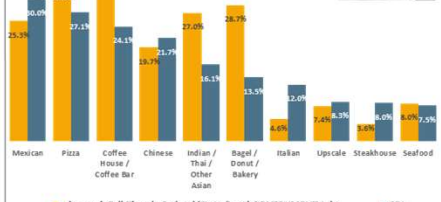
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

PHX

2.7% or 124,148 of PHX DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 6.2% more likely to use QSRs past mo., 10.3% more likely to use Sit-Down Restaurants past mo., 39.5% more likely to use Casinos past yr., 78.1% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.8% 117,698 | 89.2% 4,169,710

Avg. Monthly QSR Meals: 9.1 | 7.2

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



Total Monthly Sit-Down Restaurant Users: 85.9% 106,680 | 77.9% 3,639,442

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.4

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 work Full-Time in Federal/State/Local... 32,856 26.5%

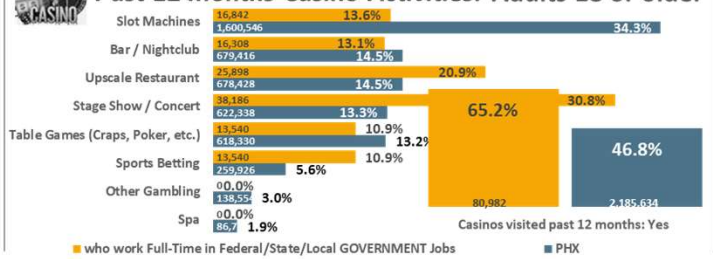
PHX 925,254 19.8%

Drank Past 30-days: Adults 18 or older



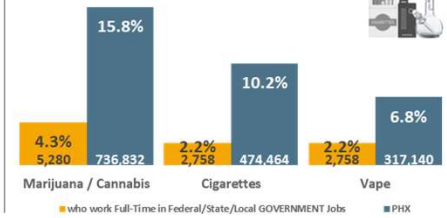
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

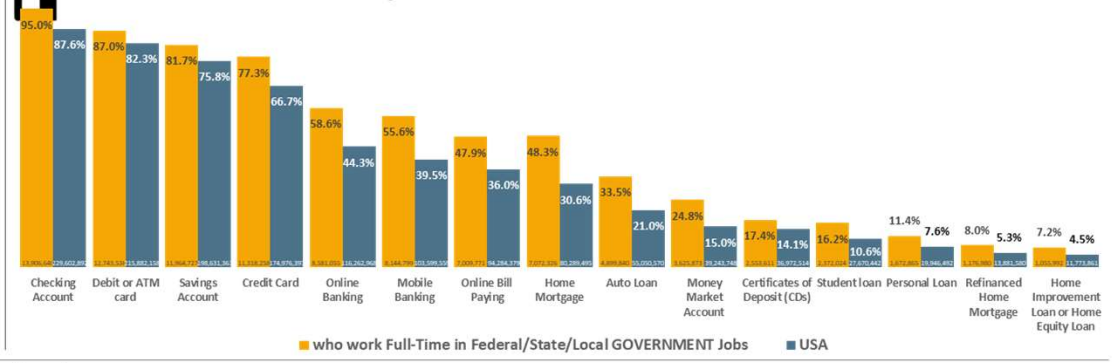
USA

5.6% or 14,644,290 of USA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 26.8% more likely to have a 401K, 59.3% more likely to have an Auto Loan, 48.9% more likely to Invest/Trade Stocks Online, .7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



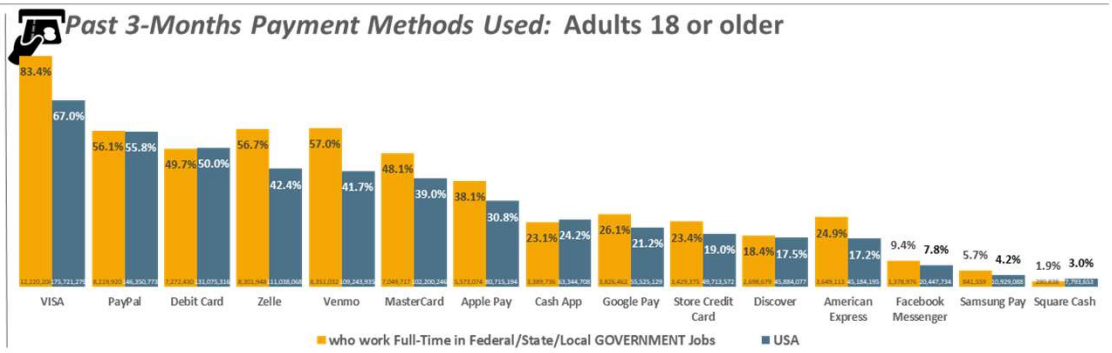
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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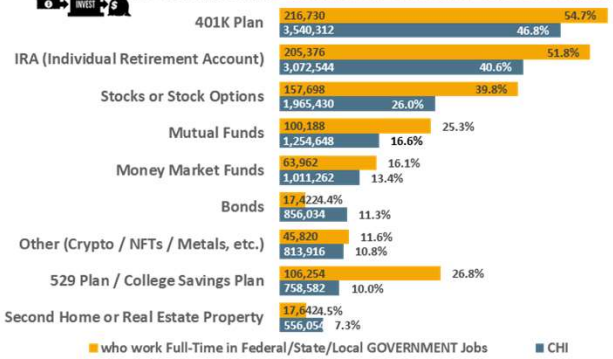
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

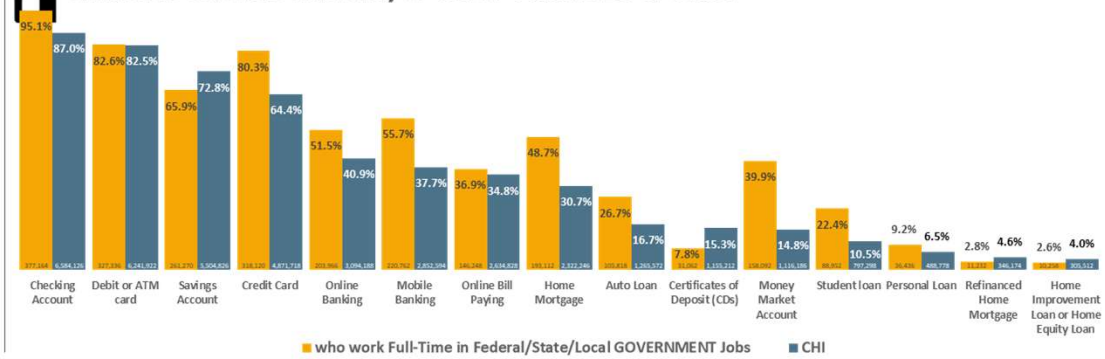
CHI

5.2% or 396,410 of CHI DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 16.8% more likely to have a 401K, 59.6% more likely to have an Auto Loan, 130.9% more likely to Invest/Trade Stocks Online, 12.% more likely to pay with their Debit Card.

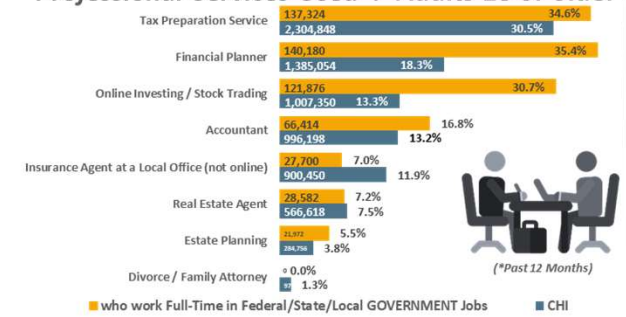
Investments Owned: Adults 18 or older



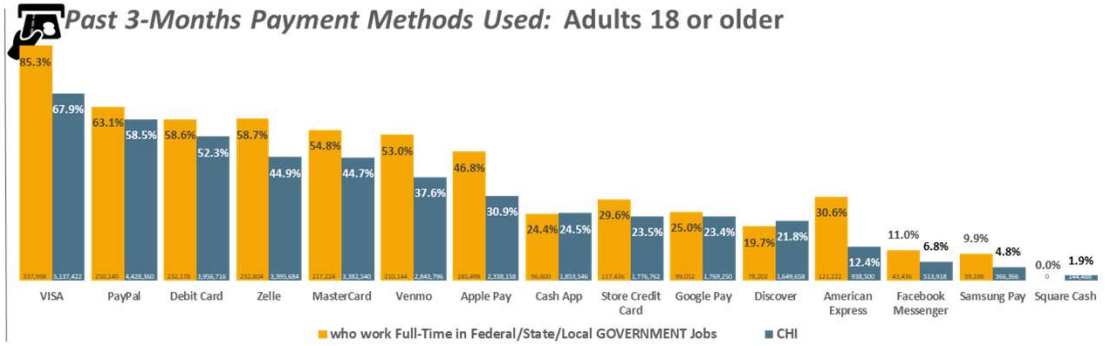
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

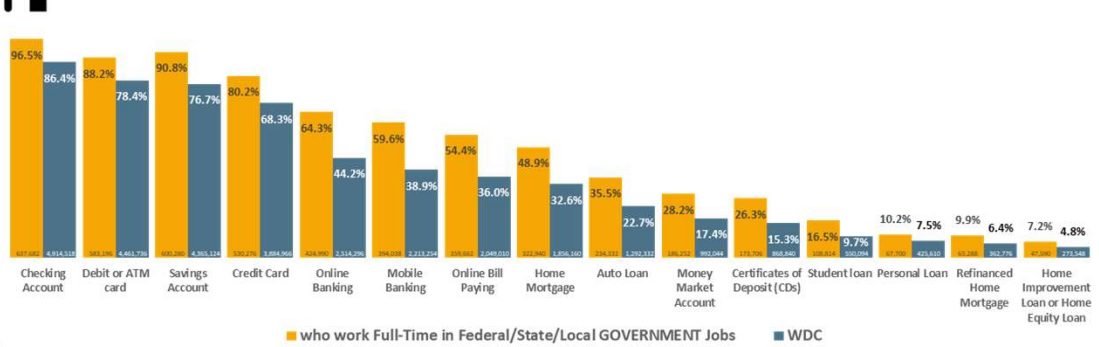
WDC

11.6% or 660,982 of WDC DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 63.6% more likely to have a 401K, 56.1% more likely to have an Auto Loan, 41.1% more likely to Invest/Trade Stocks Online, 6.3% less likely to pay with their Debit Card.

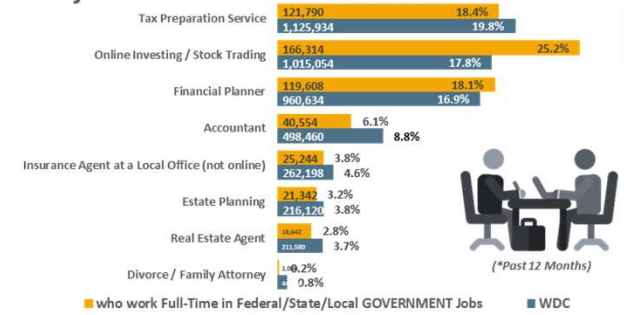
Investments Owned: Adults 18 or older



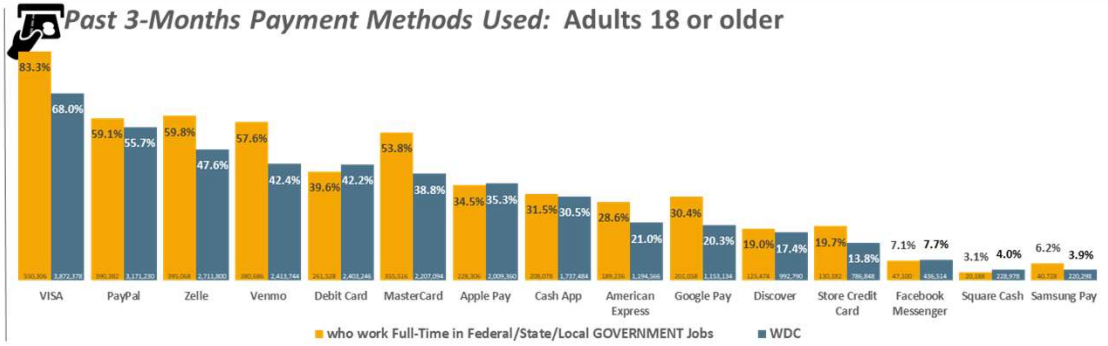
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

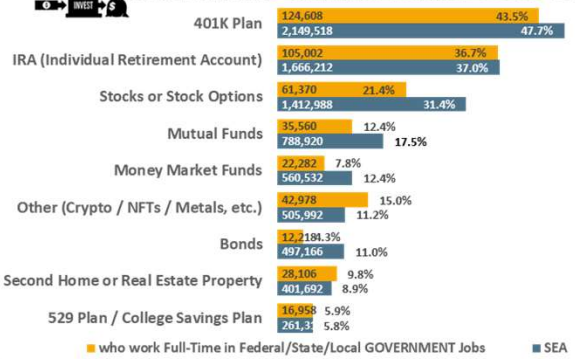
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

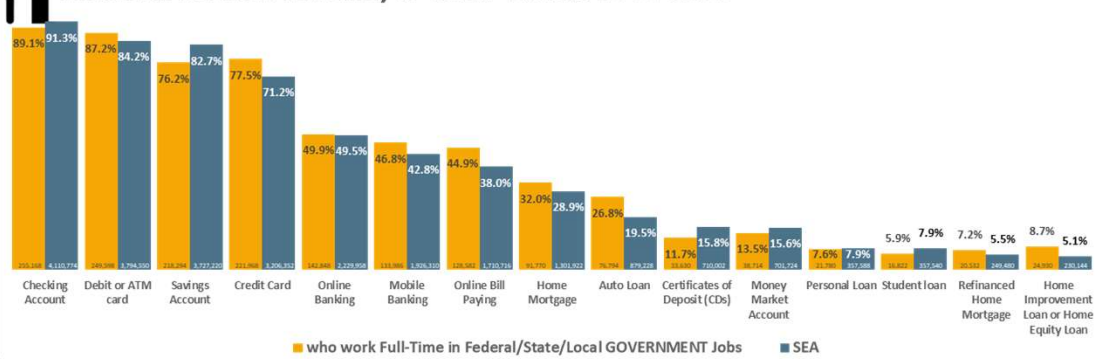
SEA

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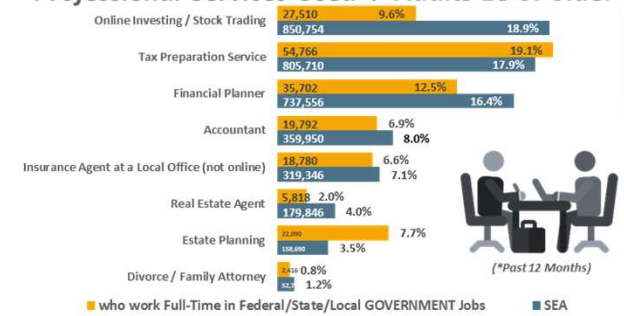
Investments Owned: Adults 18 or older



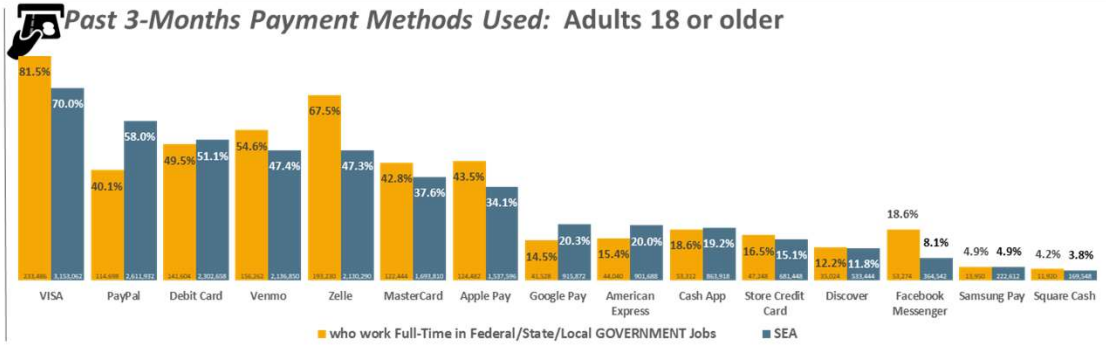
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

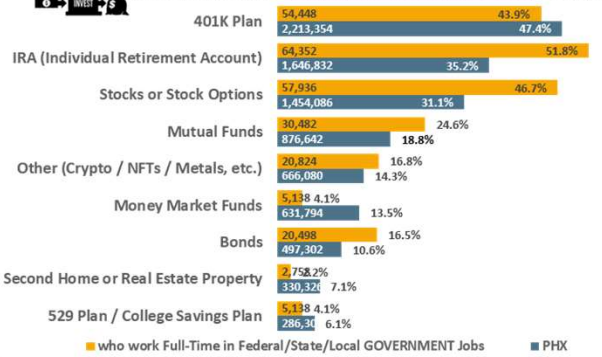
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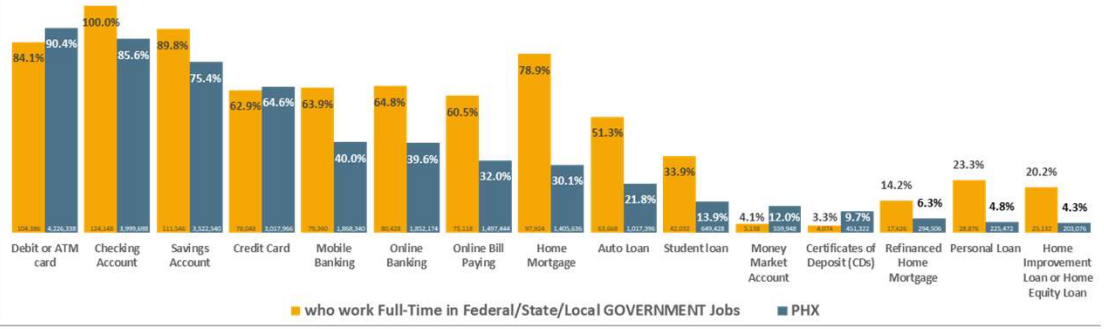
PHX

2.7% or 124,148 of PHX DMA Adults 18 or older work Full-Time in Federal/State/Local GOVERNMENT Jobs. Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs are 7.4% less likely to have a 401K, 135.5% more likely to have an Auto Loan, 104.5% more likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.

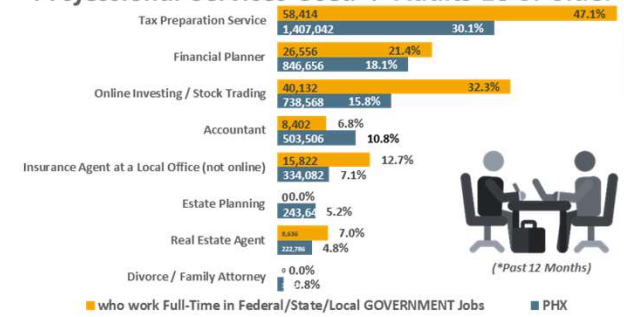
Investments Owned: Adults 18 or older



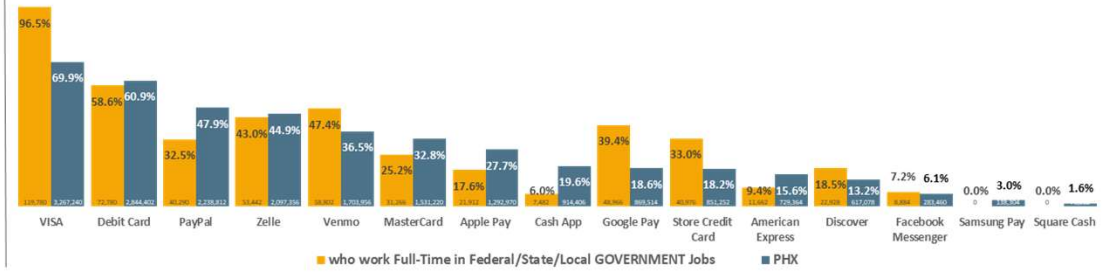
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

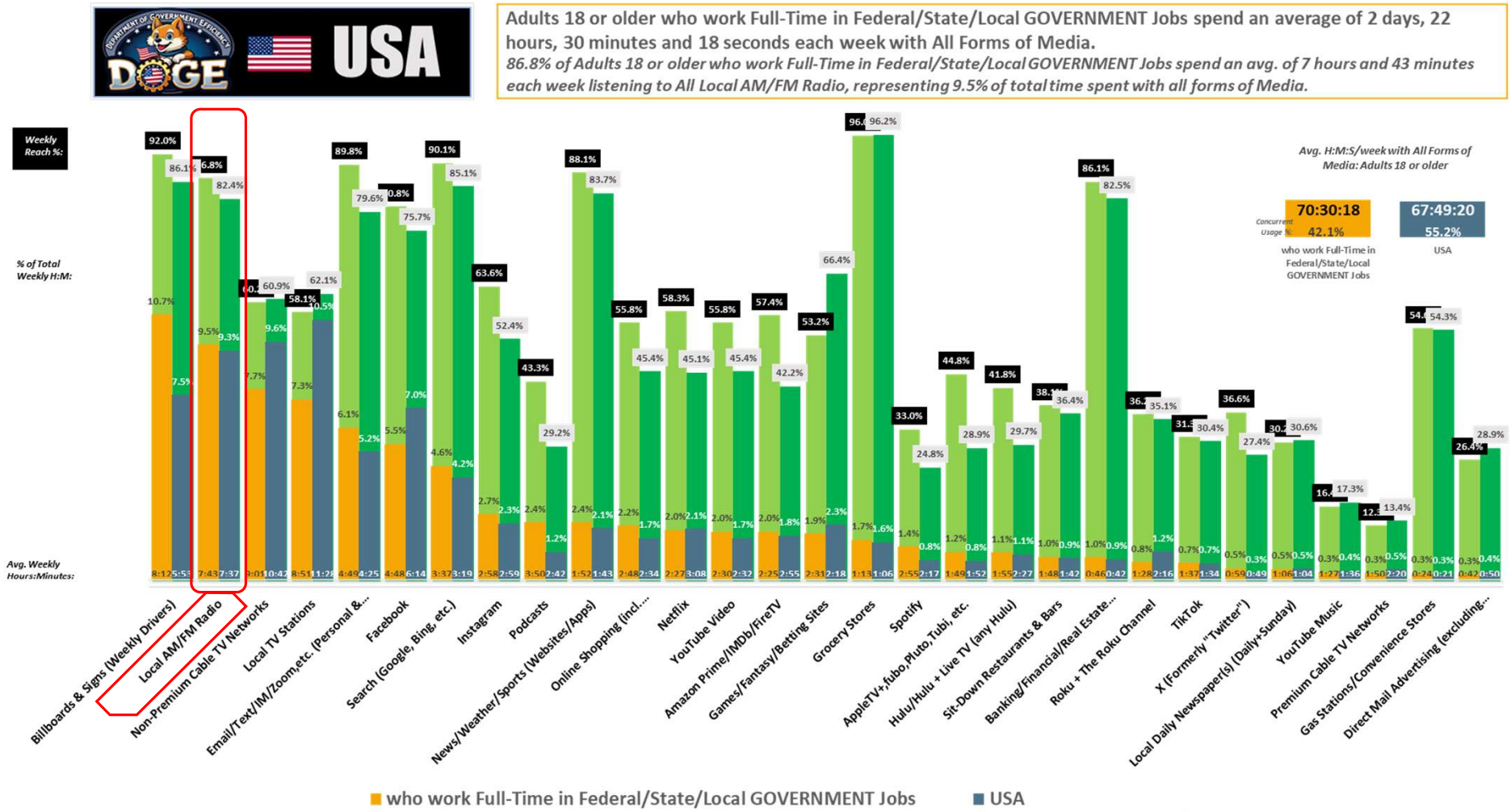


Past 3-Months Payment Methods Used: Adults 18 or older



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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

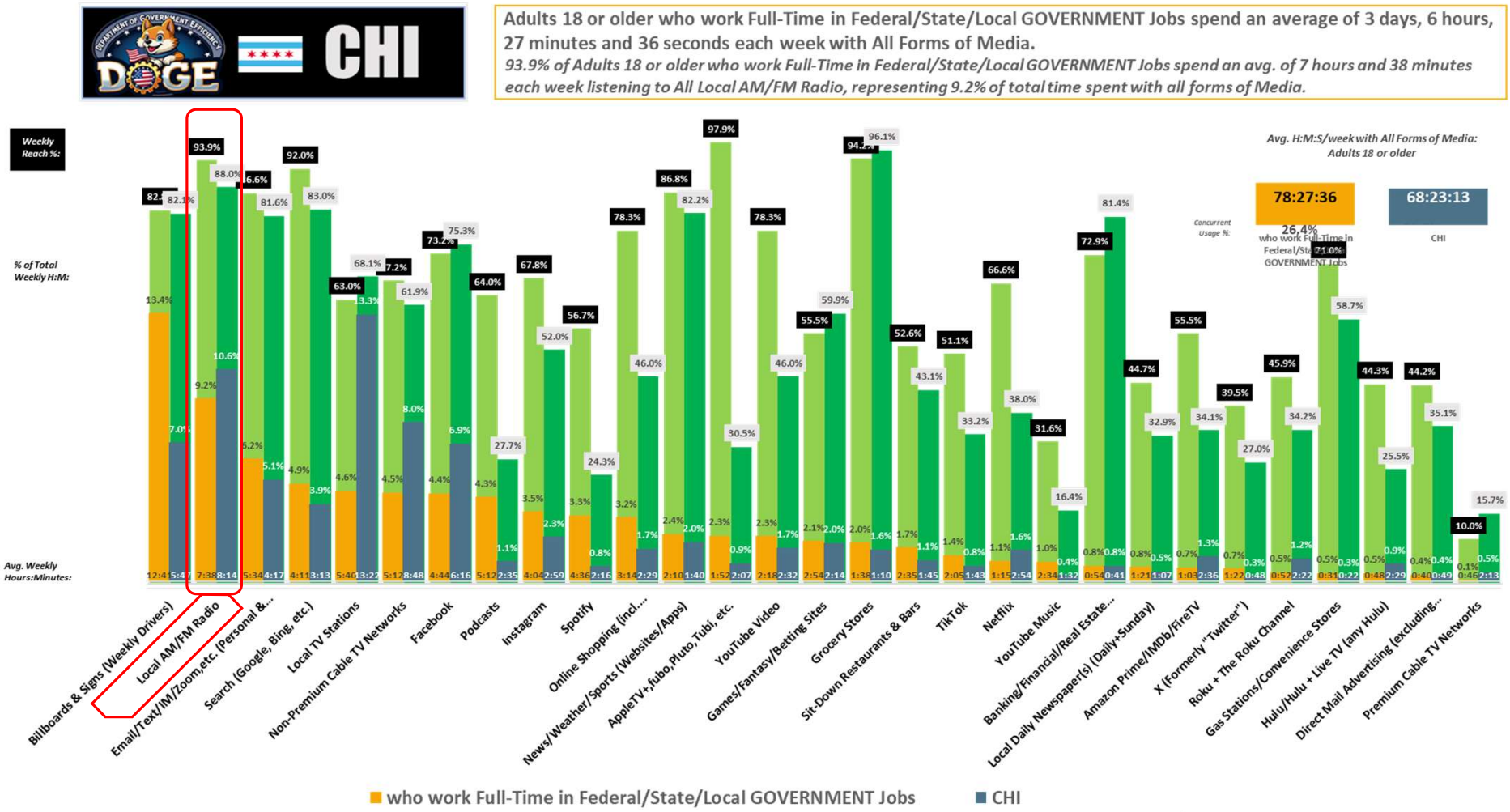


USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

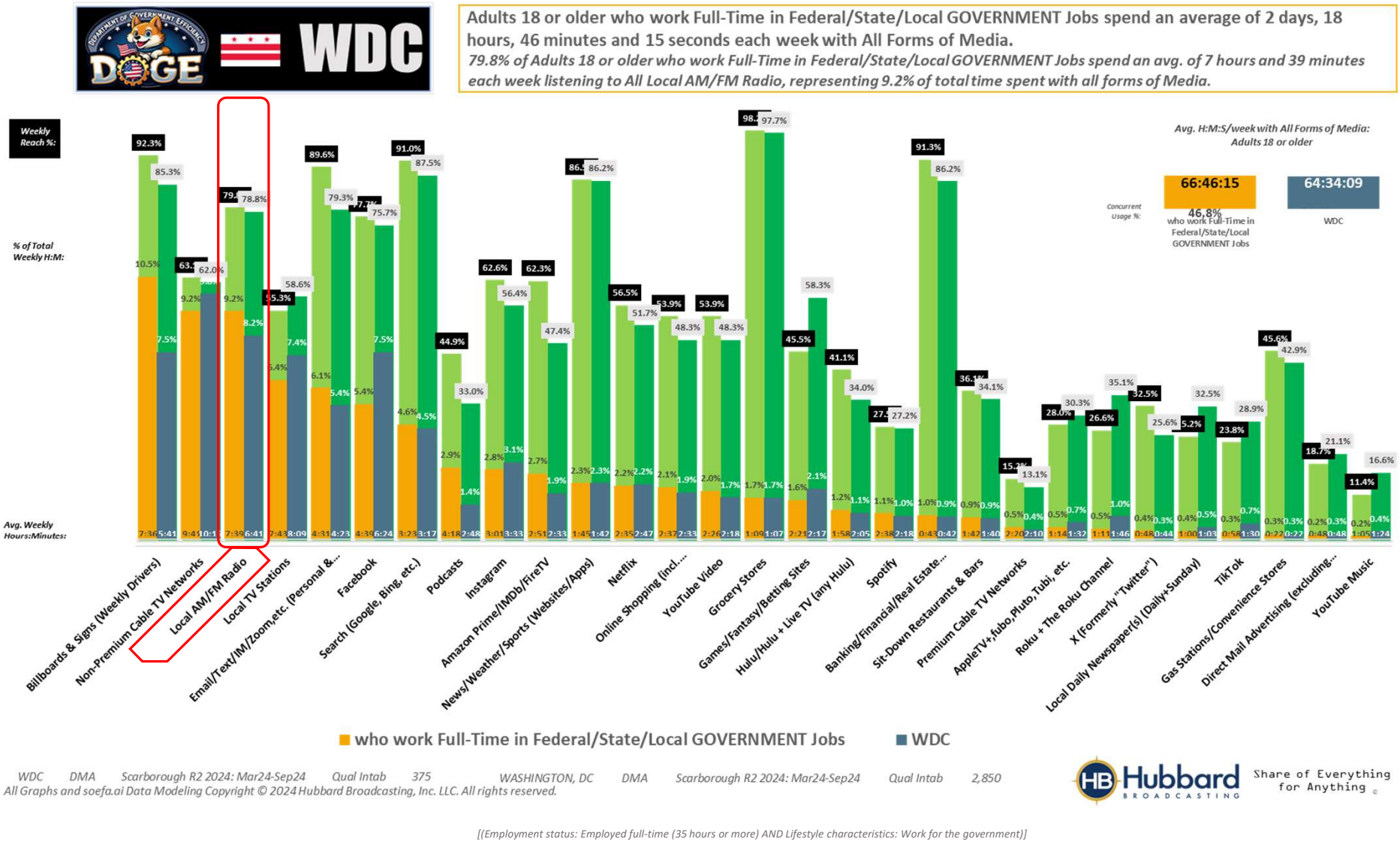


CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73 CHICAGO DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 1,690

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

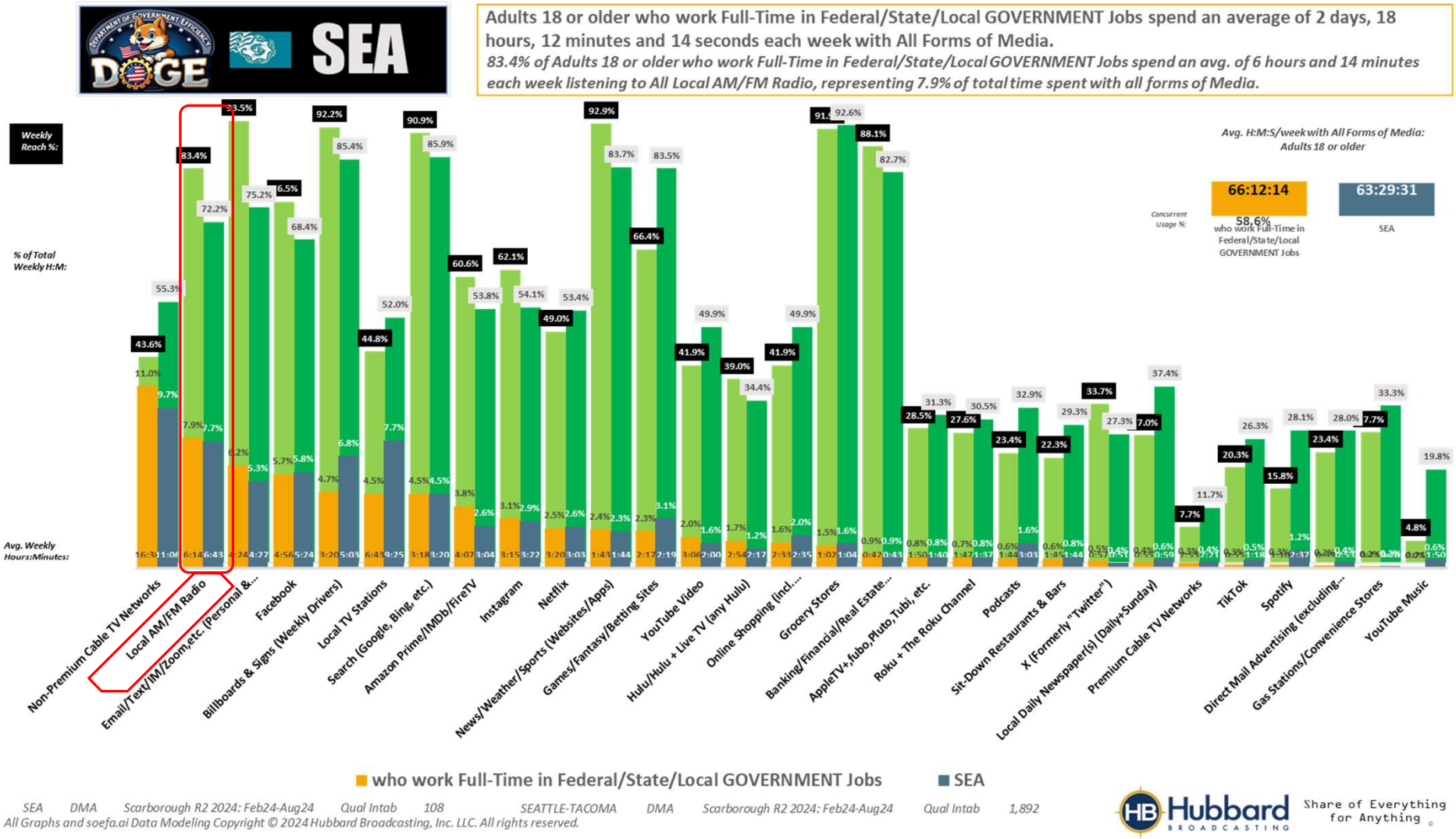


WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375 WASHINGTON, DC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 2,850

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108 SEATTLE-TACOMA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 1,892

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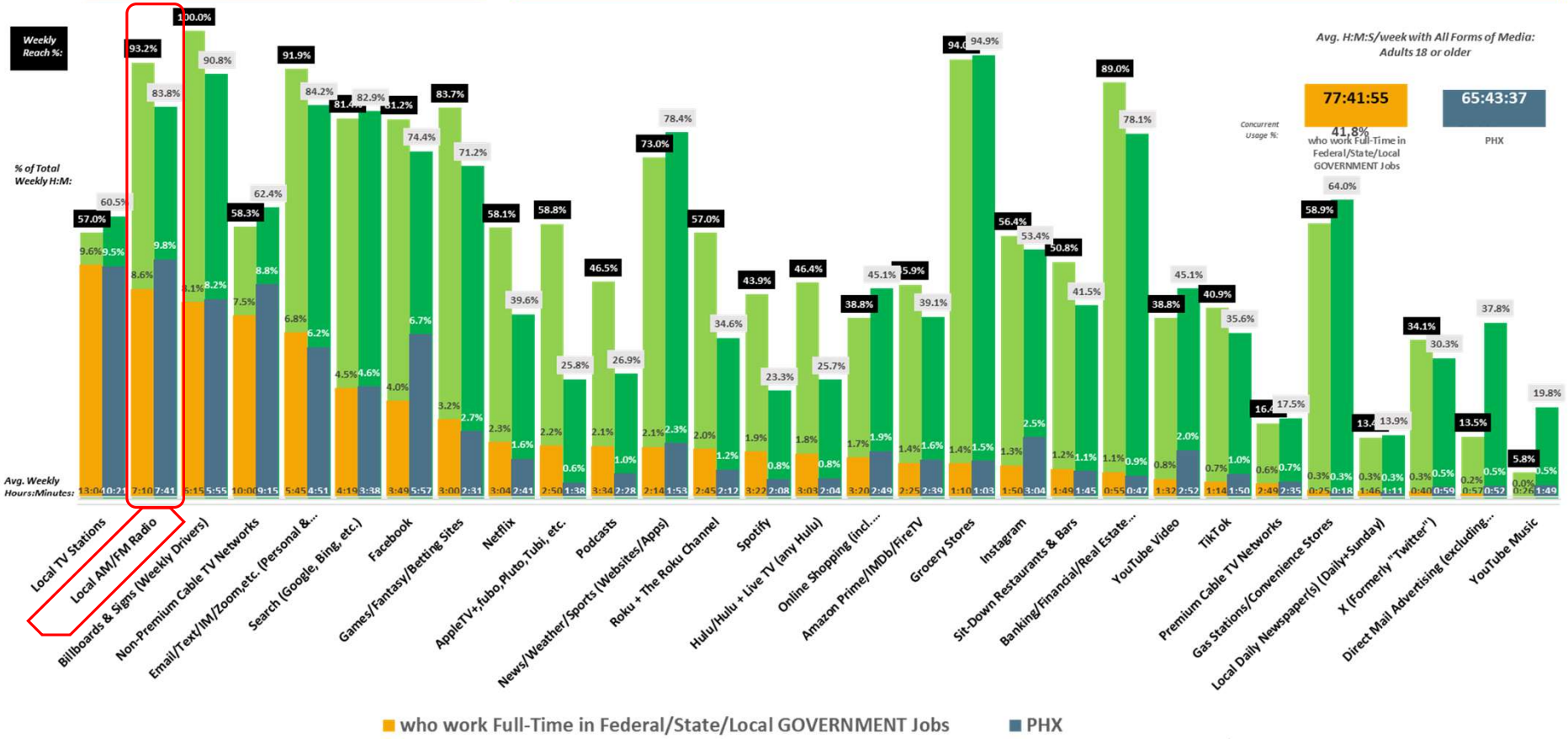
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

PHX

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 3 days, 5 hours, 41 minutes and 55 seconds each week with All Forms of Media.

93.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.

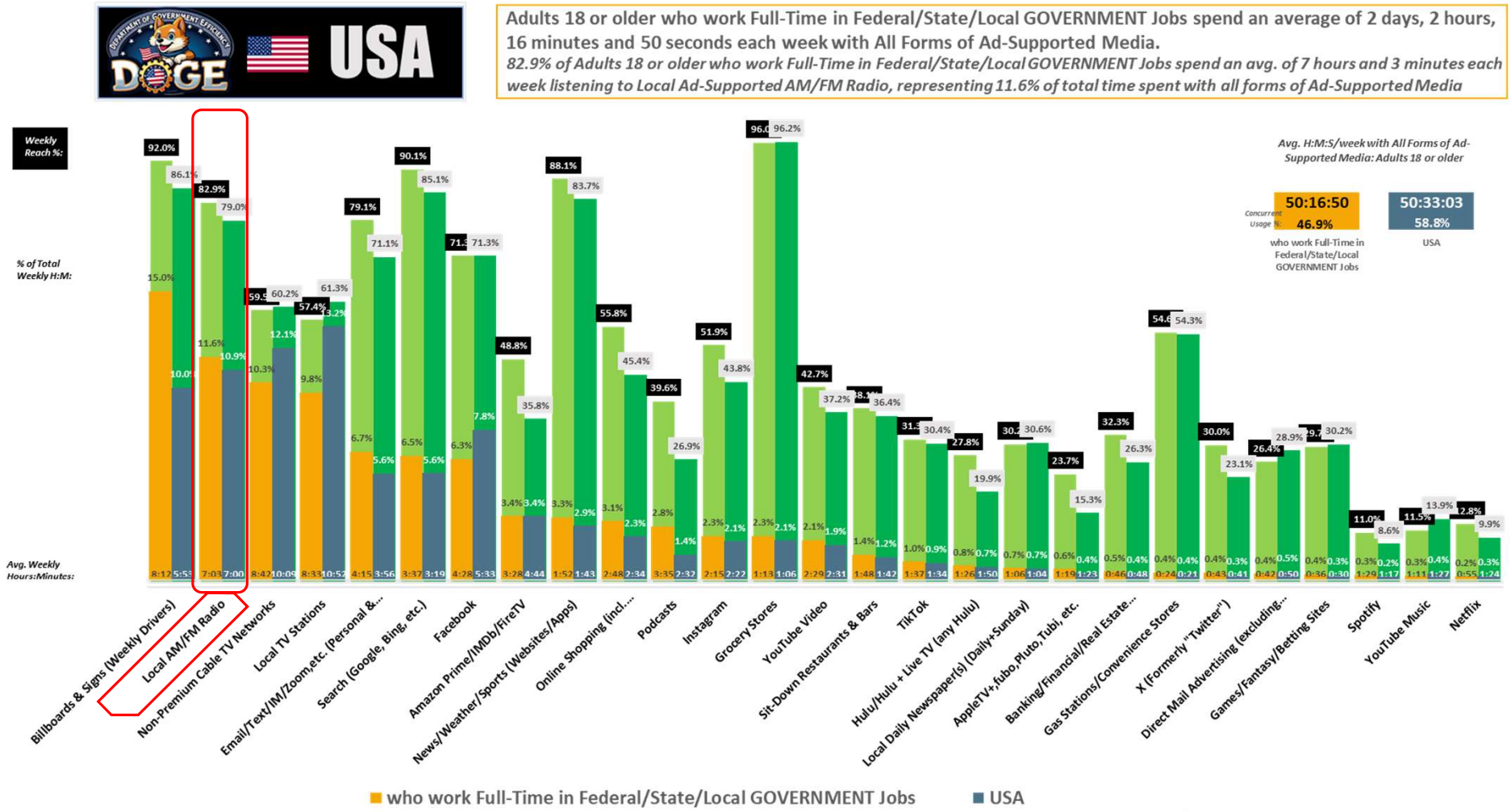


PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32 PHOENIX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,134

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

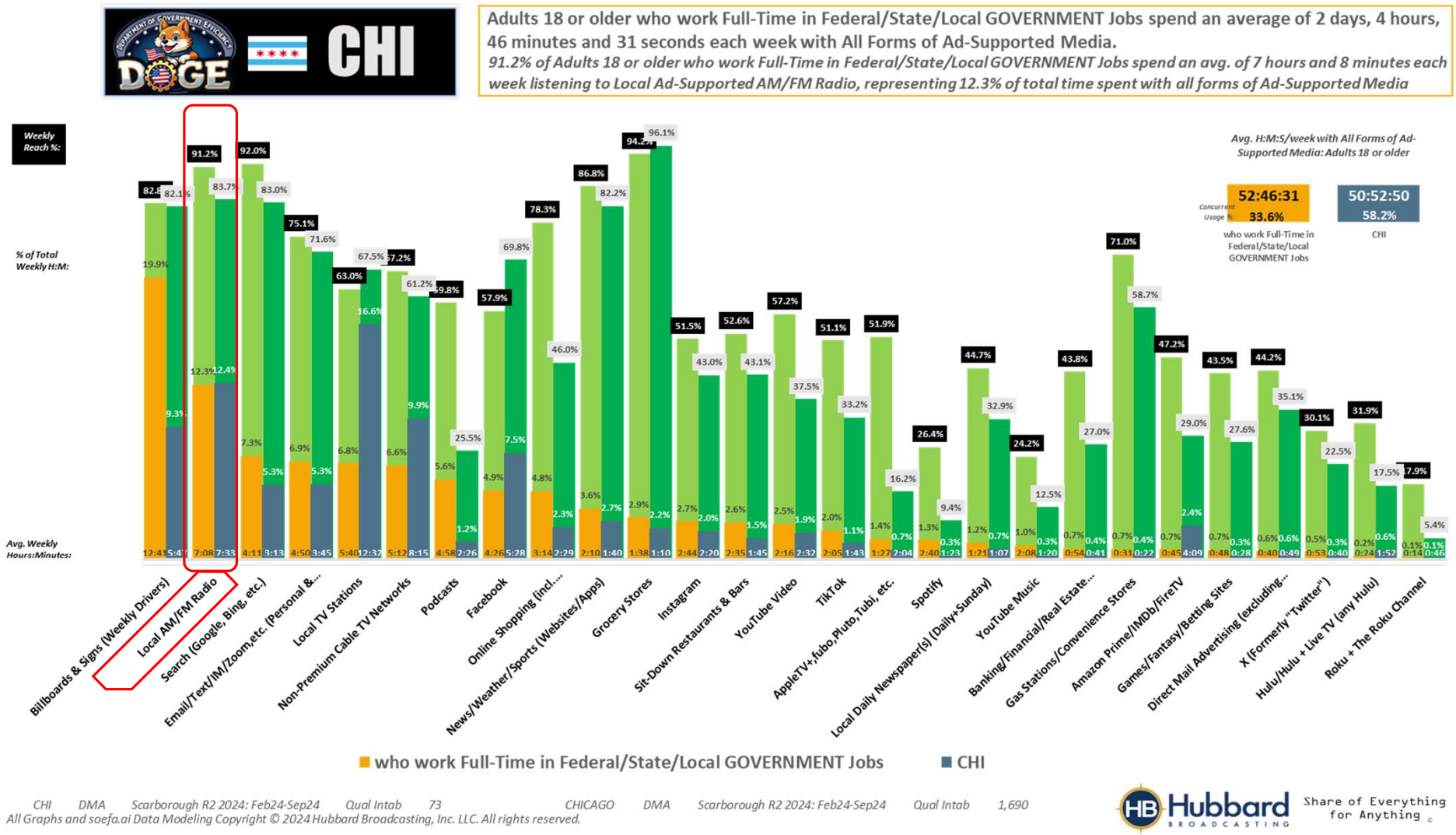


USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

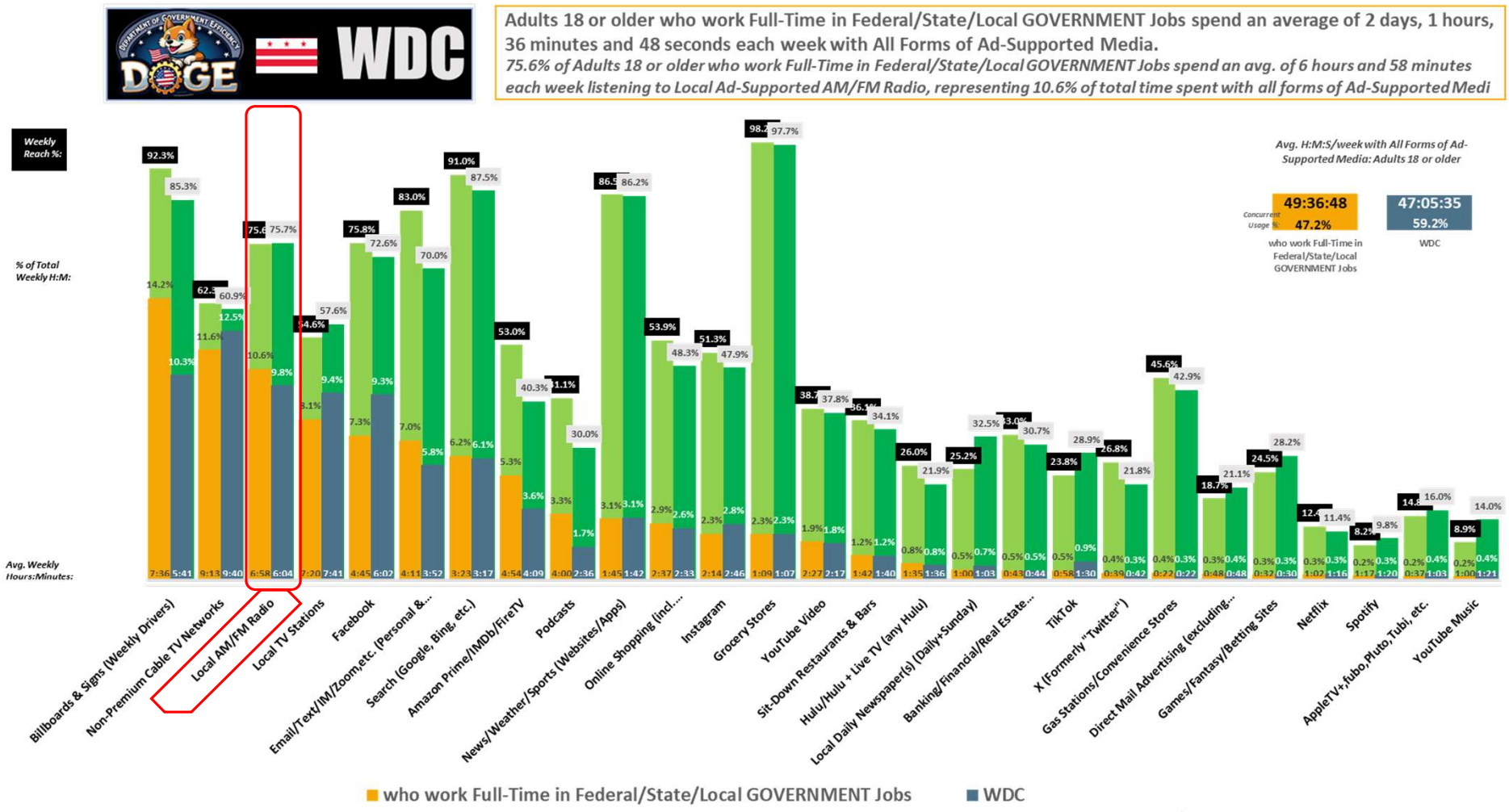


CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73 CHICAGO DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 1,690

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

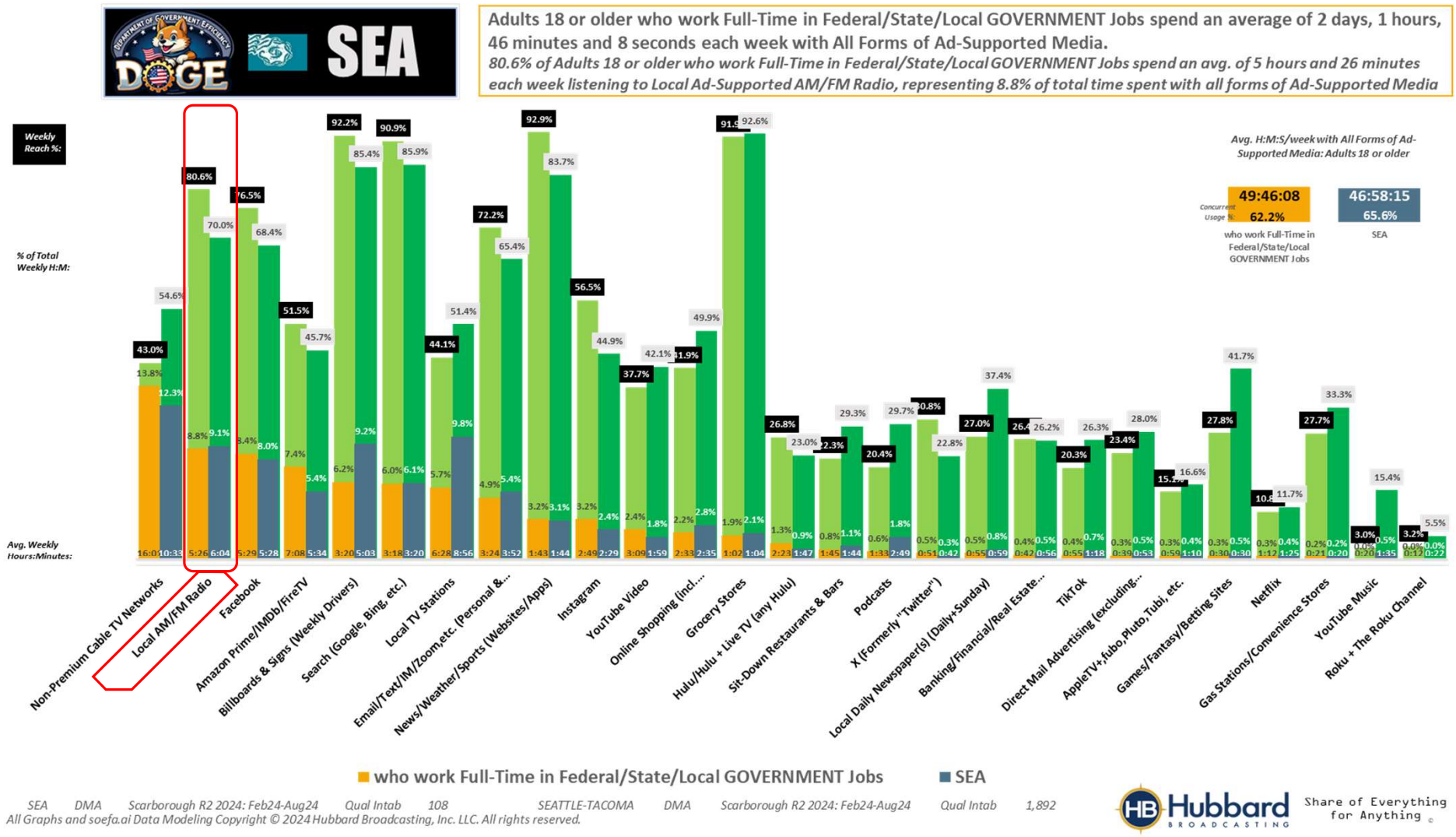


WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375 WASHINGTON, DC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 2,850

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

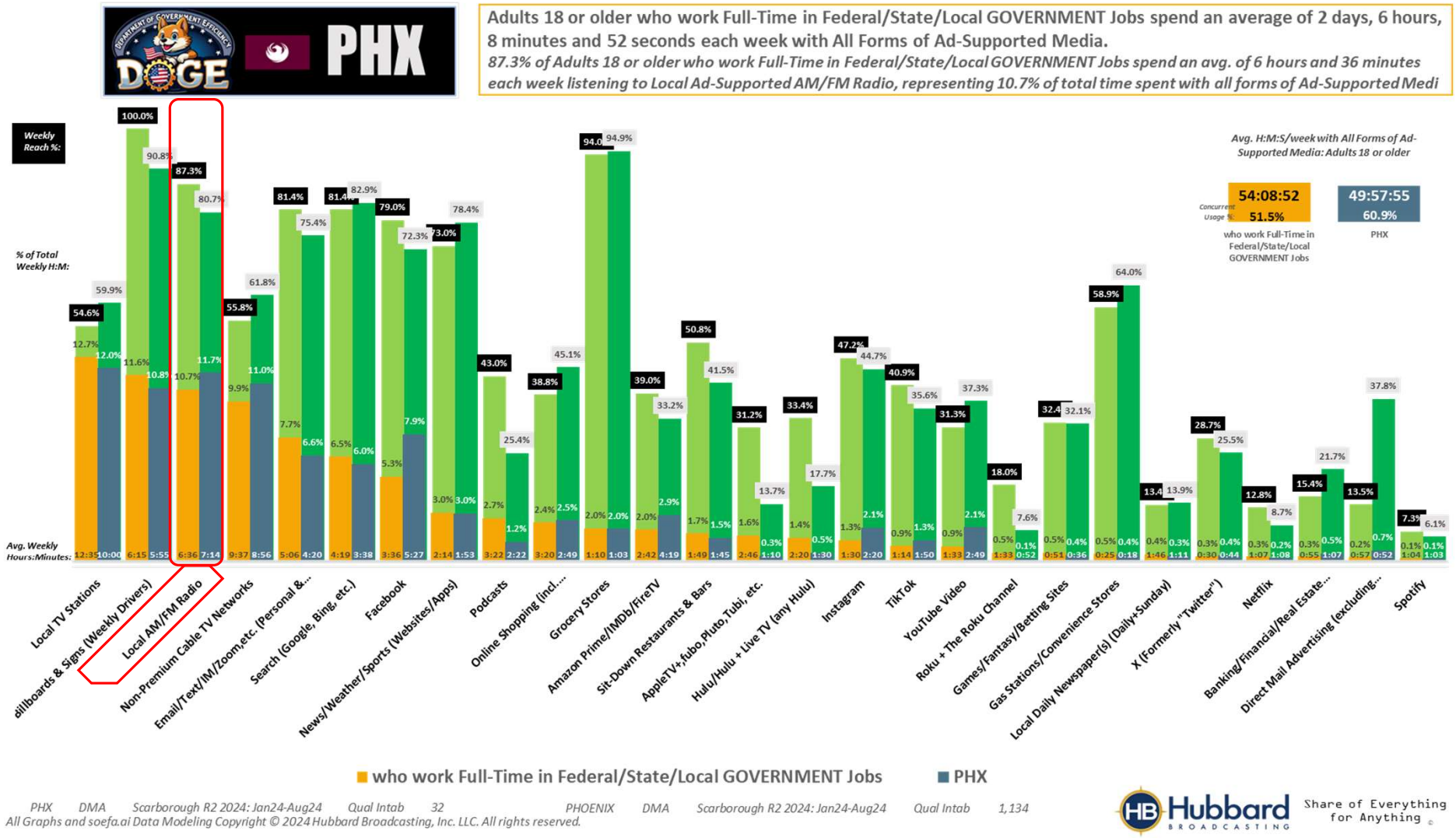


SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108 SEATTLE-TACOMA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 1,892

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

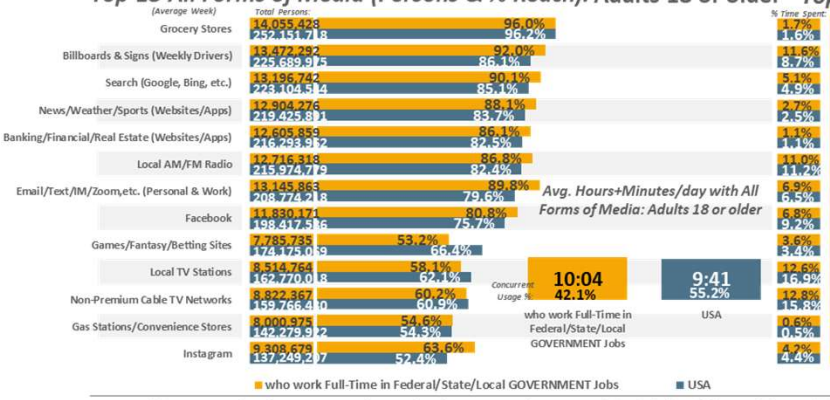


[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

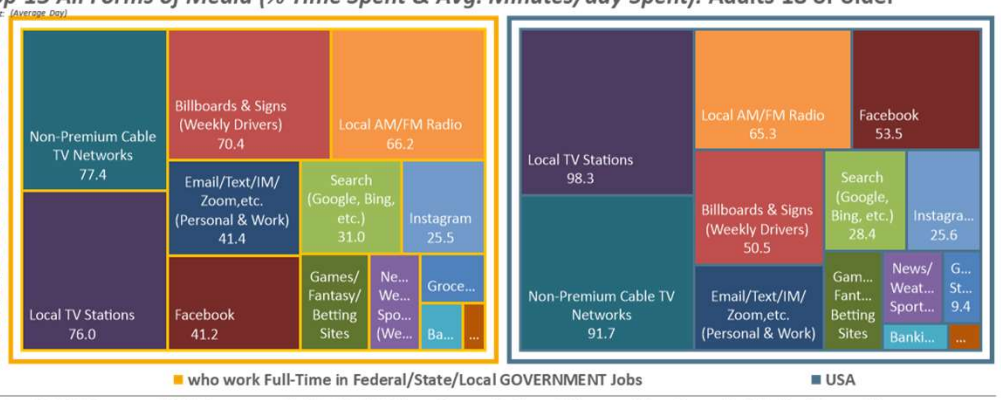
USA

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

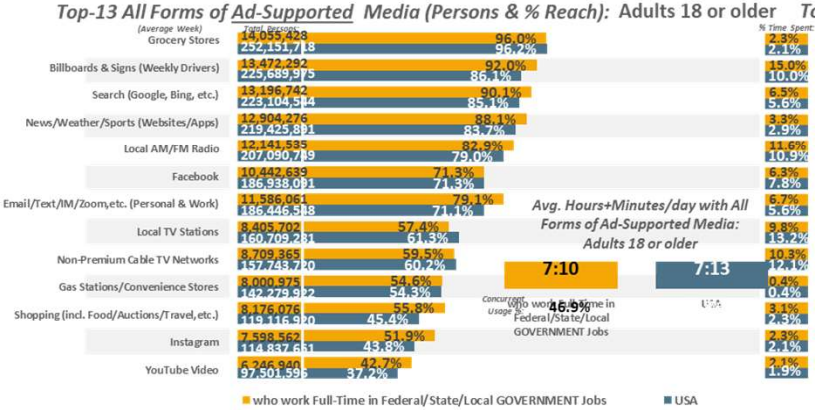
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



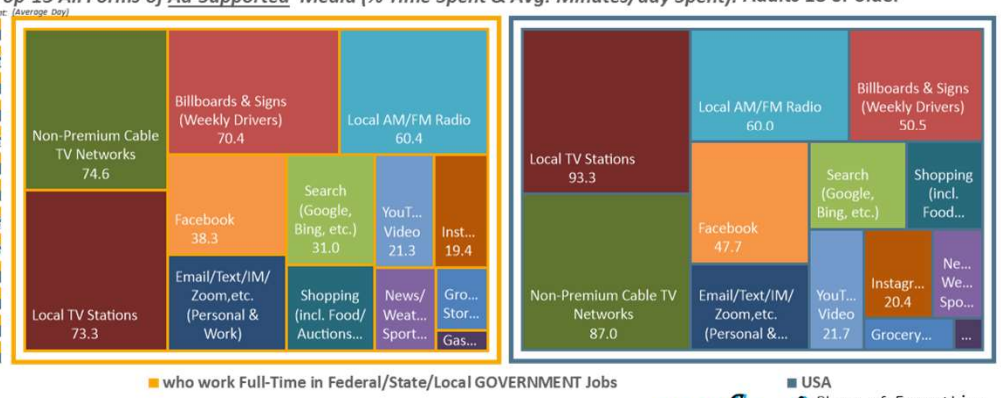
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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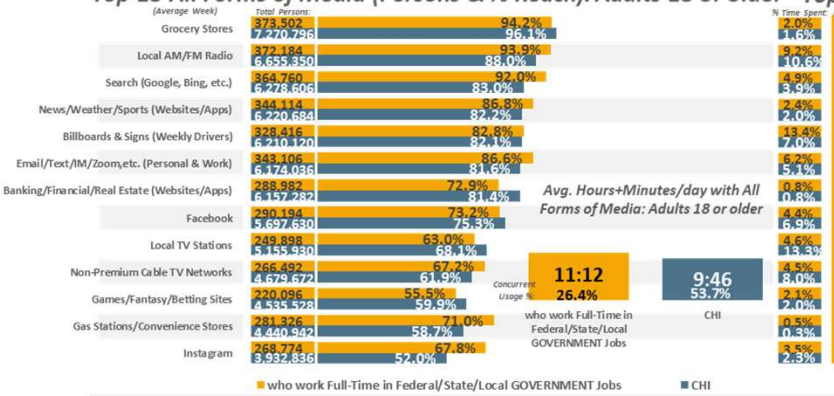
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

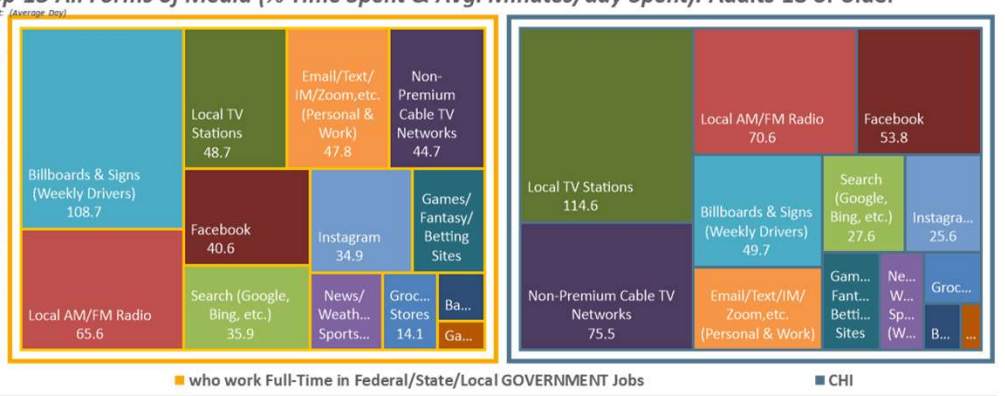
CHI

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 91.2% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

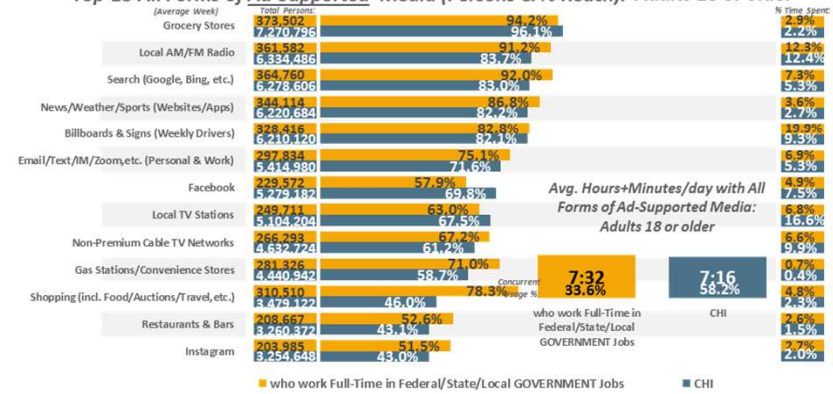
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



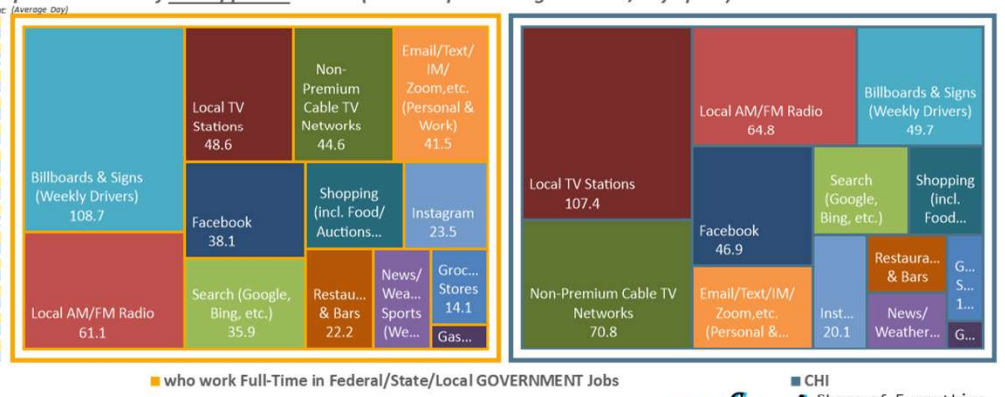
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

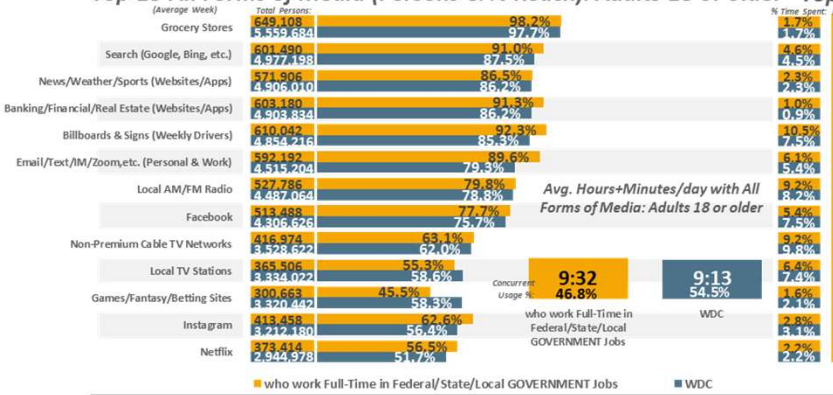
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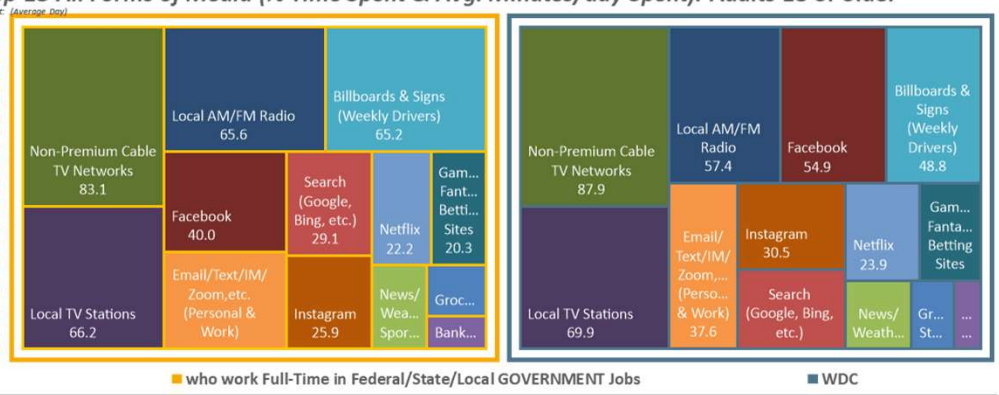
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

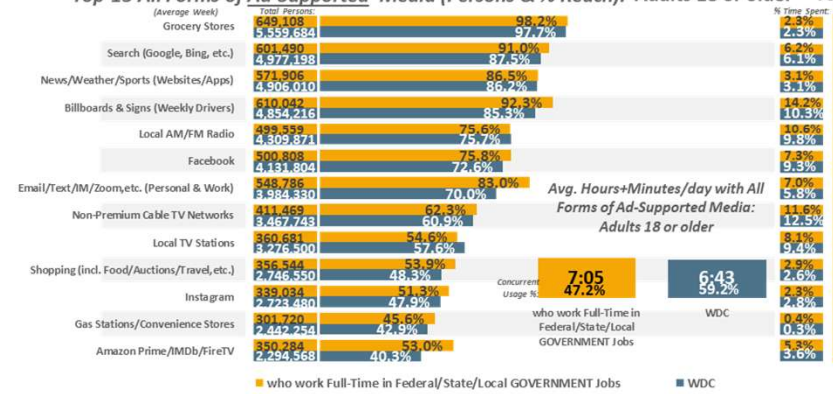
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



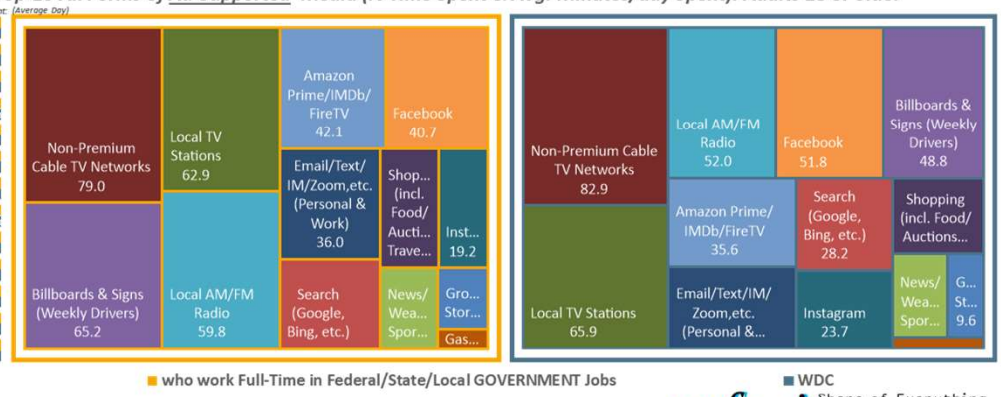
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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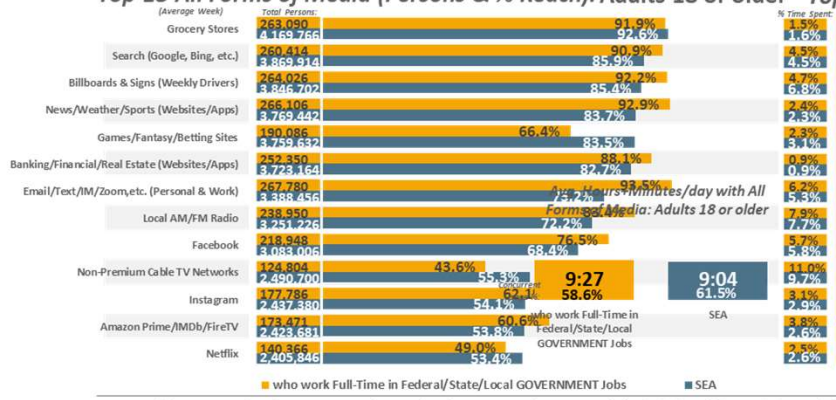
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

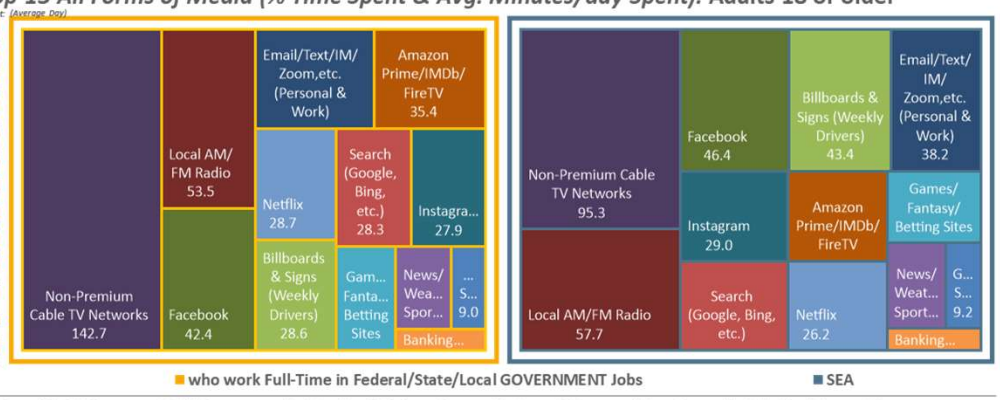


Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 6 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 46.7 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

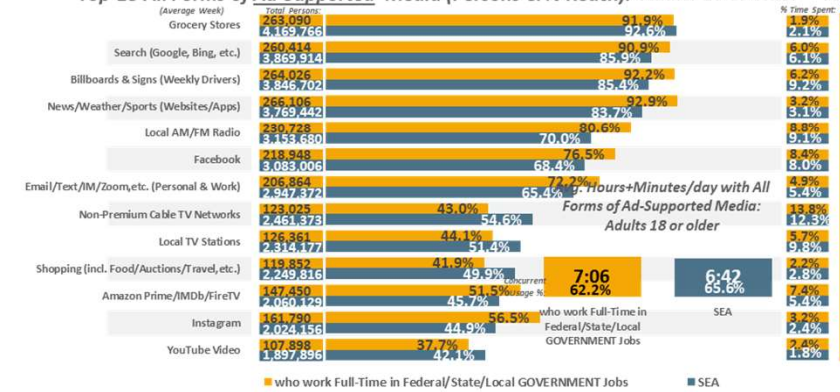
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



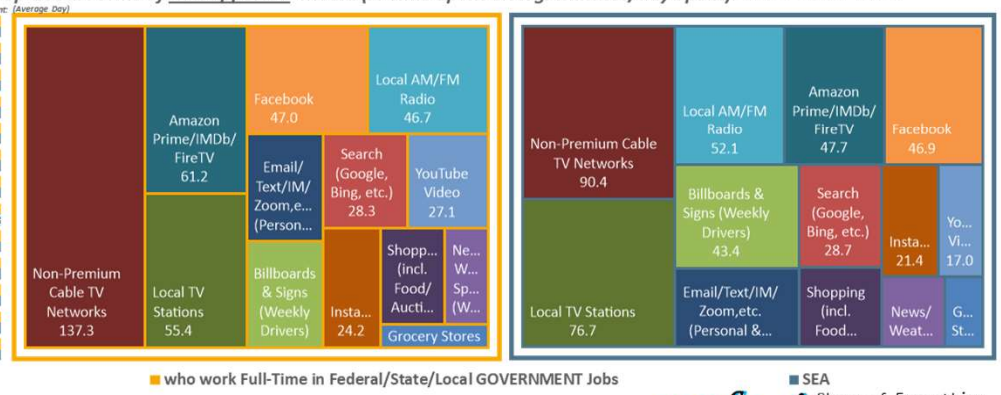
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

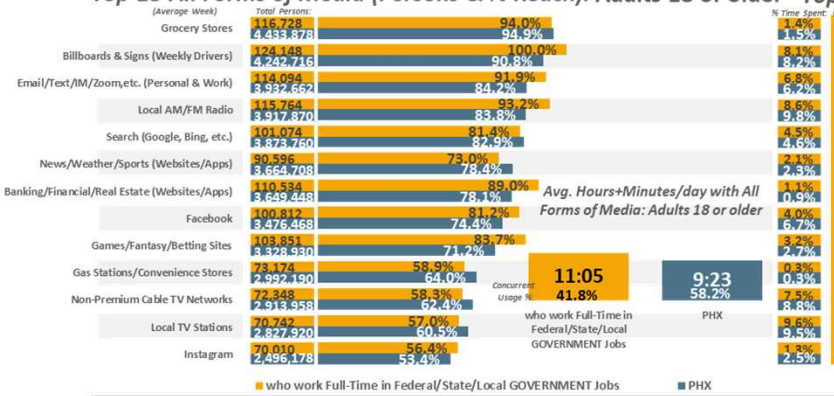
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

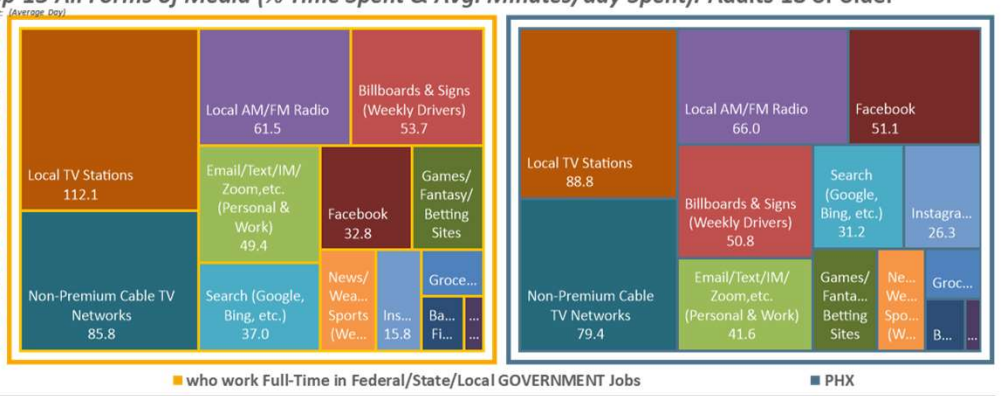


Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 87.3% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

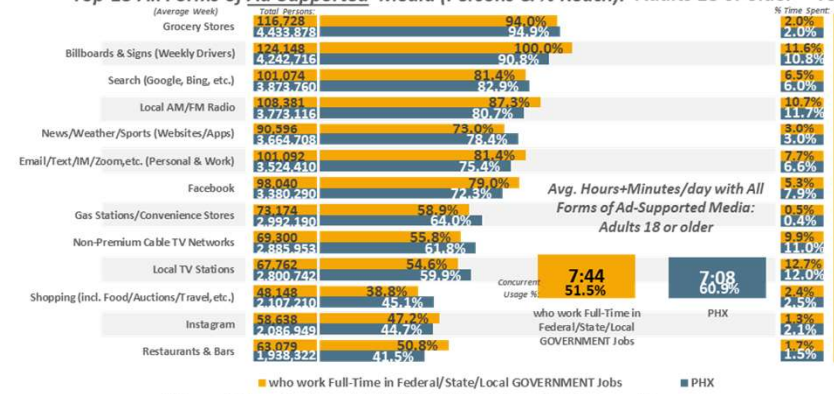
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



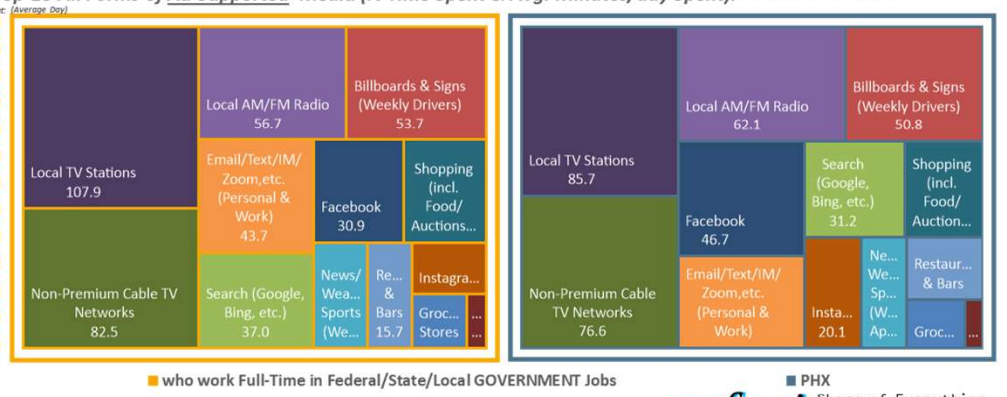
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

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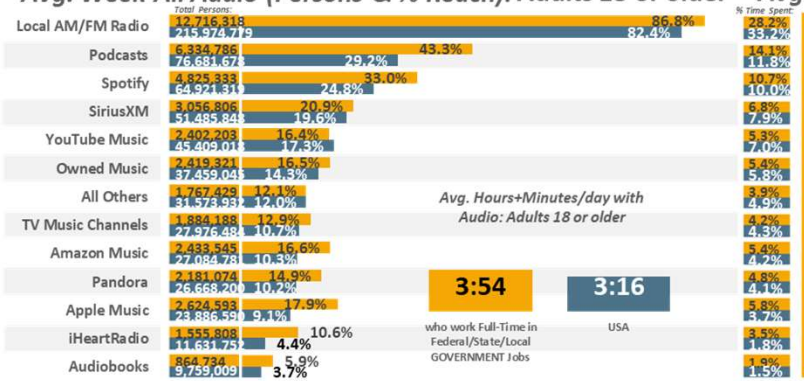
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

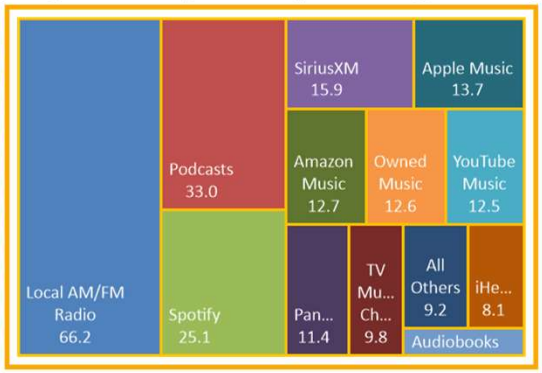


12,141,535 or 82.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

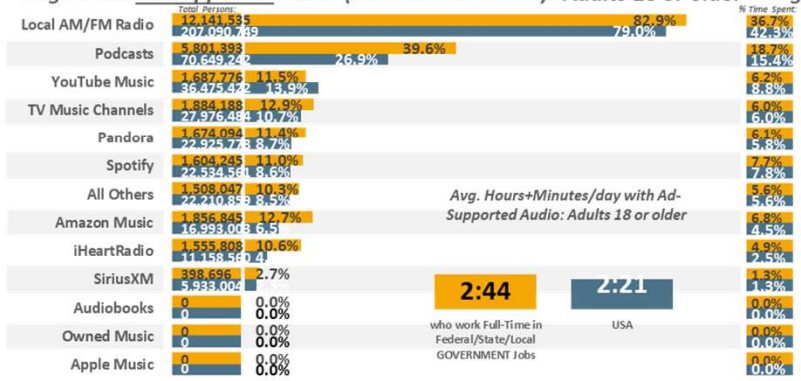
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



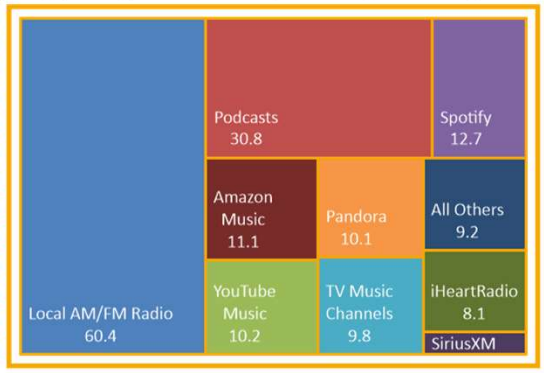
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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Scarborough R1 2024: Jan24-Sep24 *USA Projection* *Scarborough R1 2024: Jan23-Aug24*

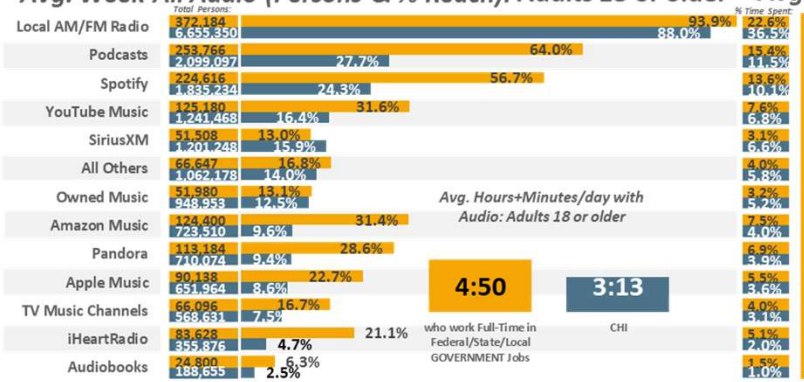
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

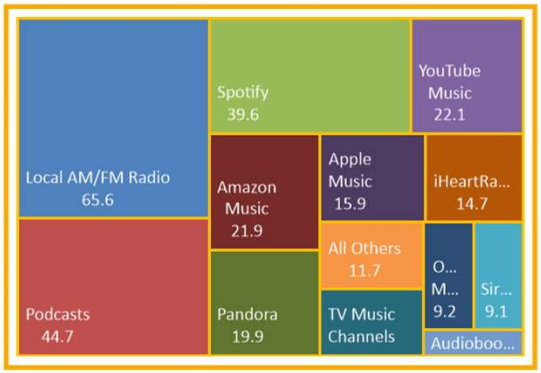


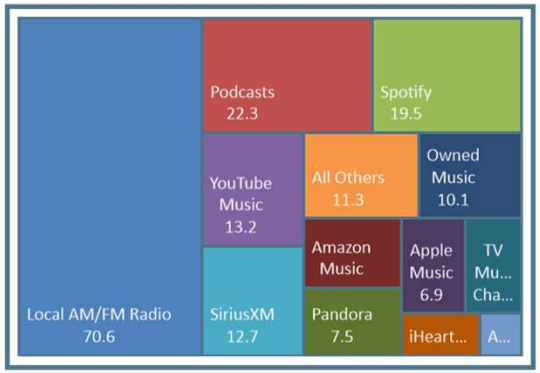
361,582 or 91.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 26.1% of all time spent daily with Ad-Supported Audio.

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

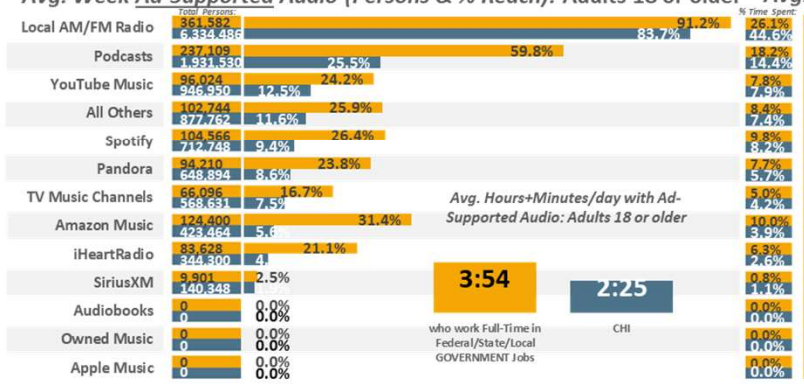


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

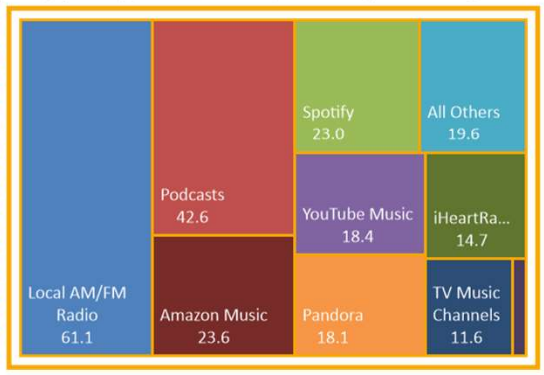


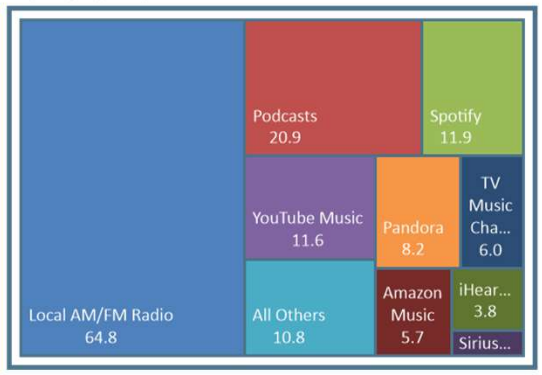


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

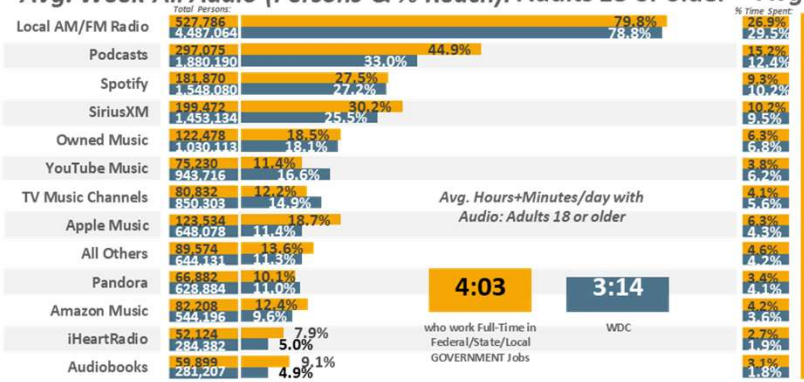
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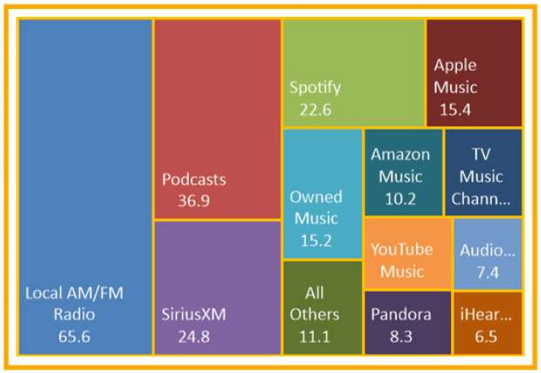
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

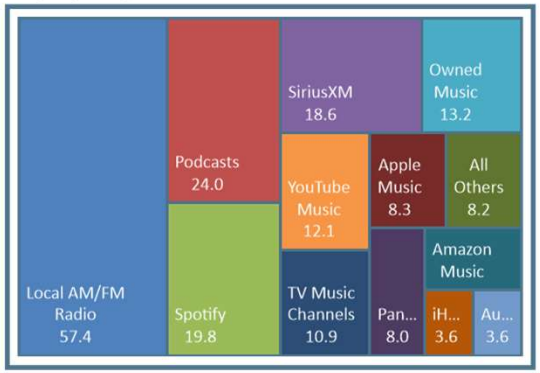
499,559 or 75.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

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

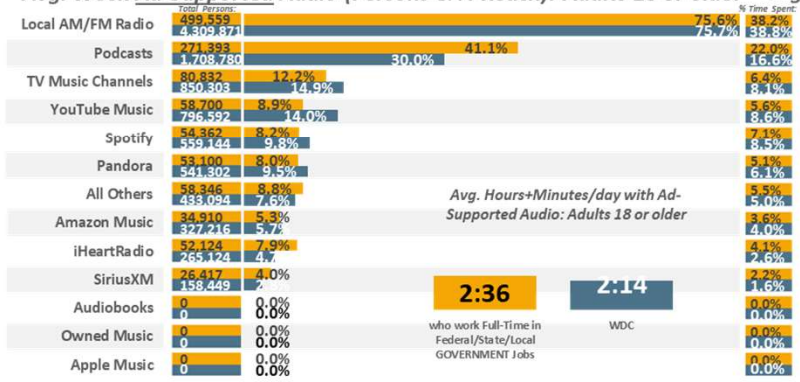


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

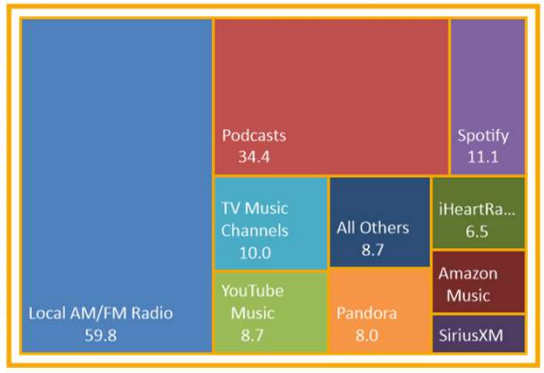


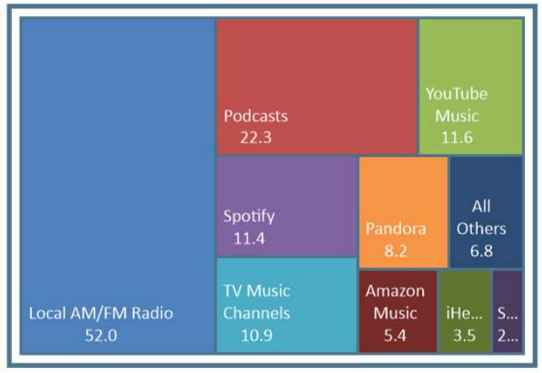


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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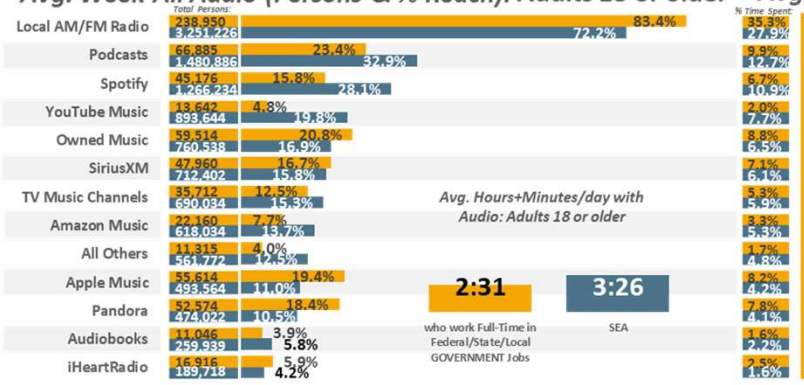
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

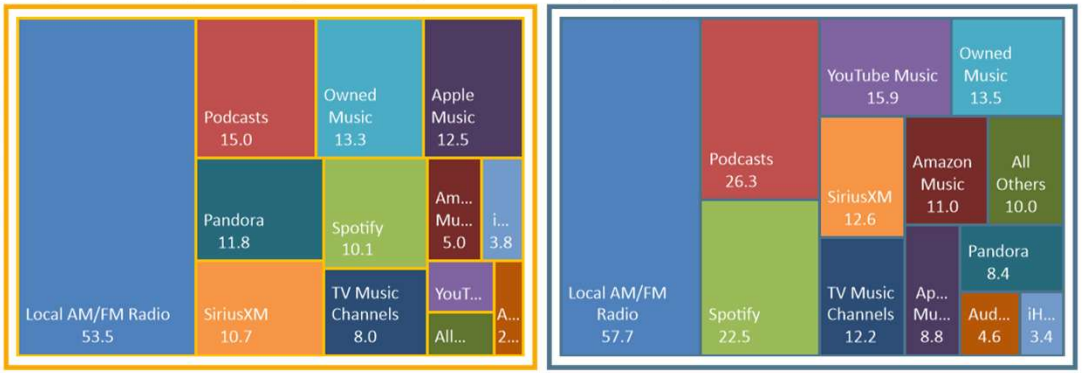
SEA

230,728 or 80.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 46.7 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.

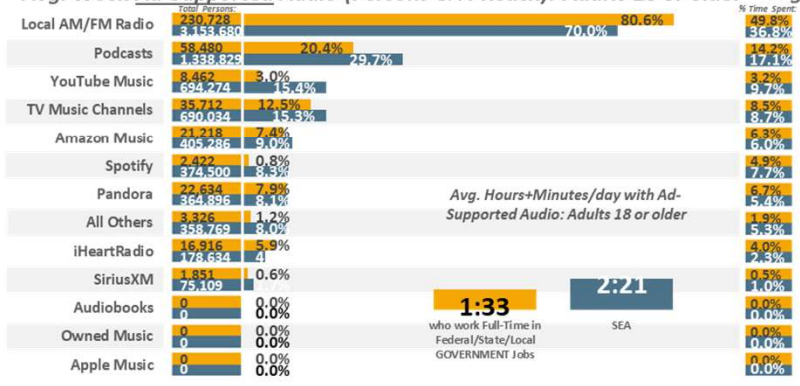
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



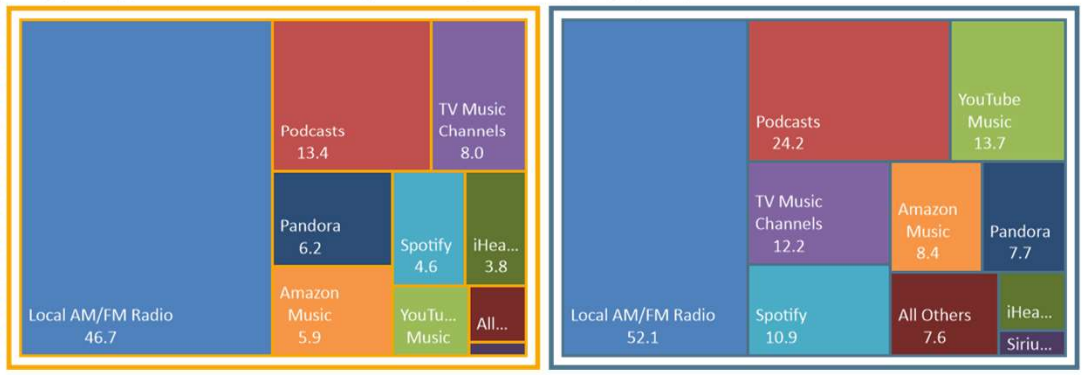
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

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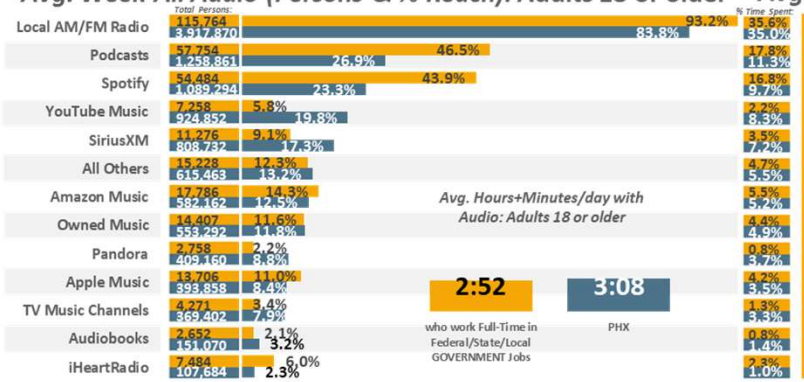
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

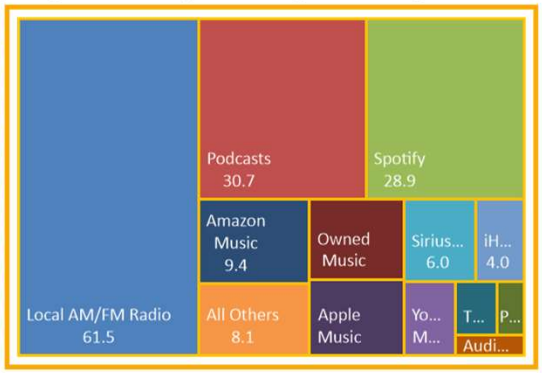


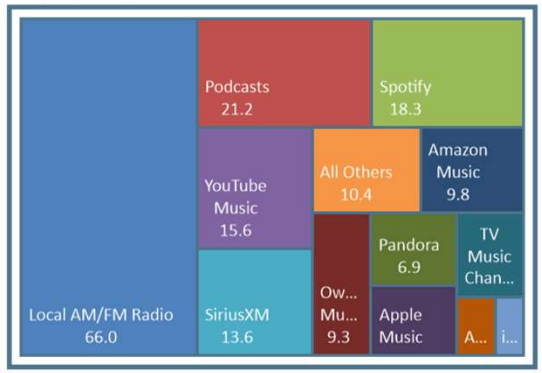
108,381 or 87.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

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

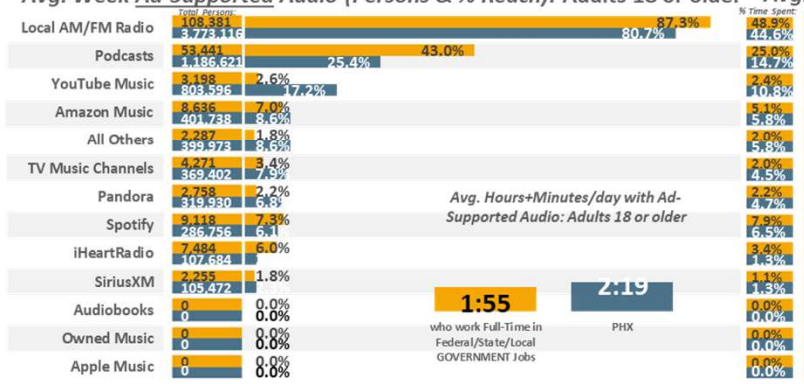


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

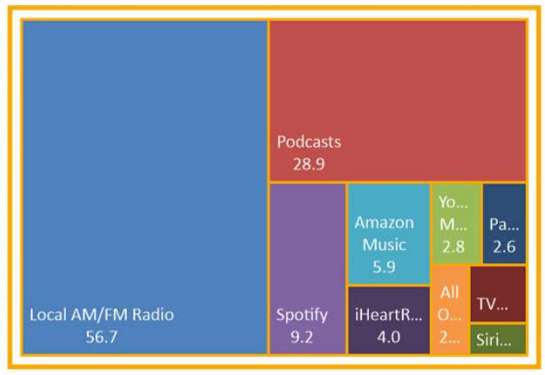


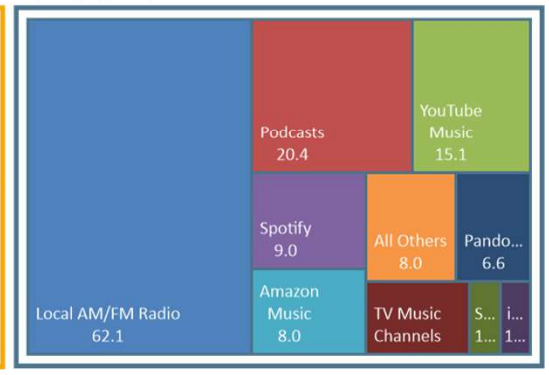


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

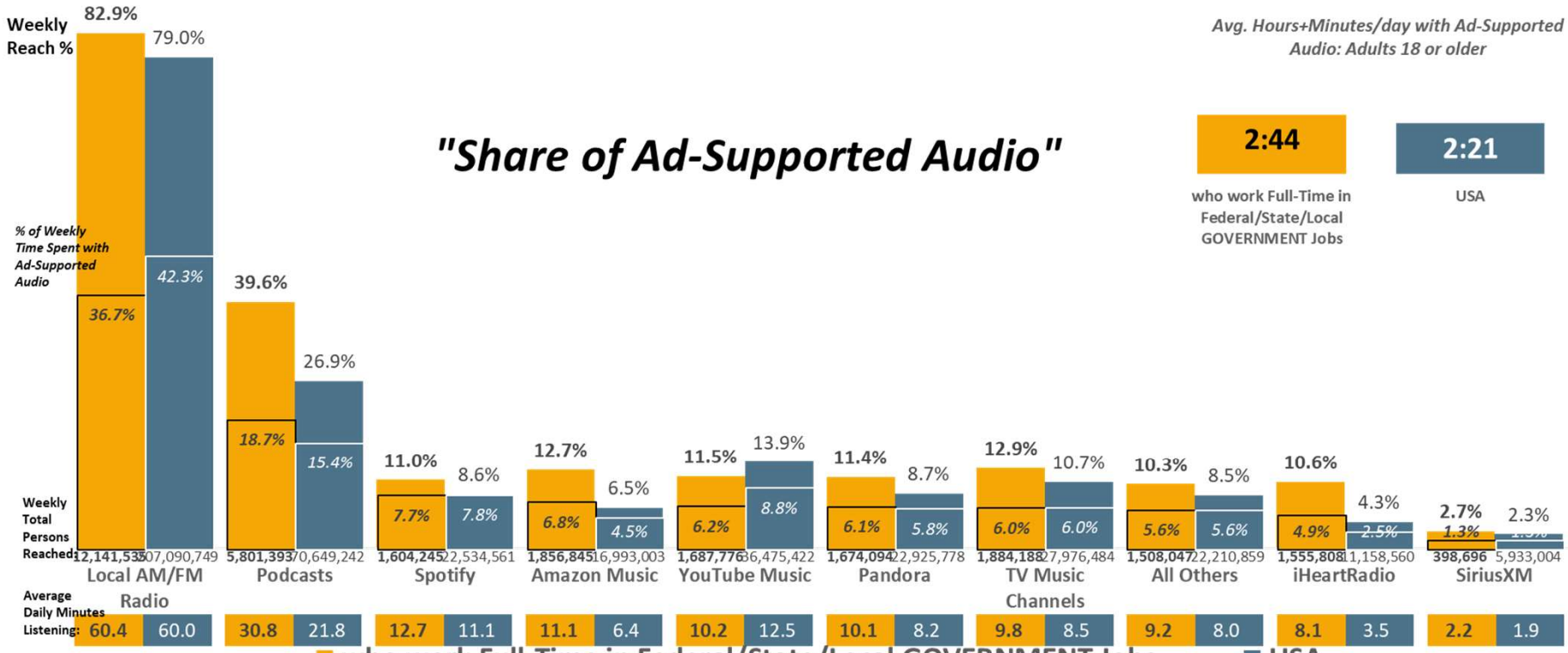
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



12,141,535 or 82.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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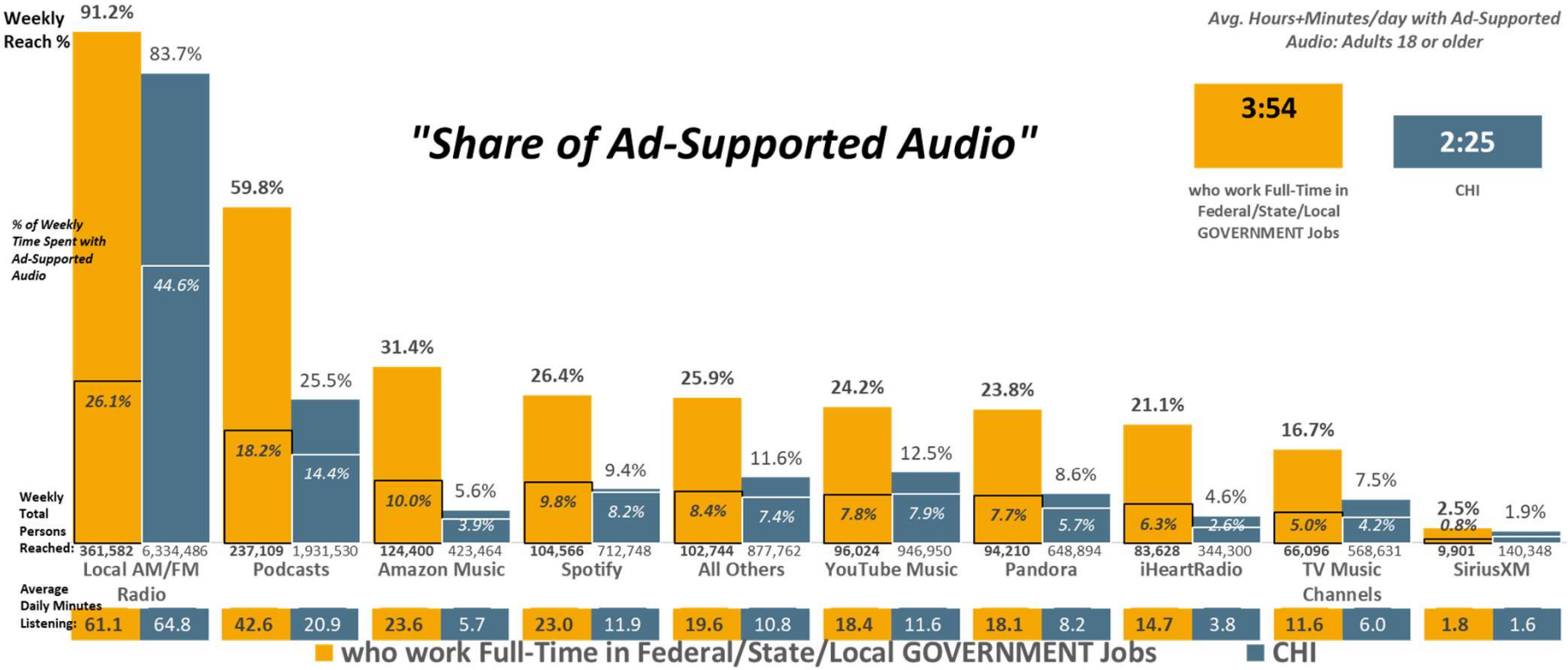
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



361,582 or 91.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 26.1% of all time spent daily with Ad-Supported Audio.



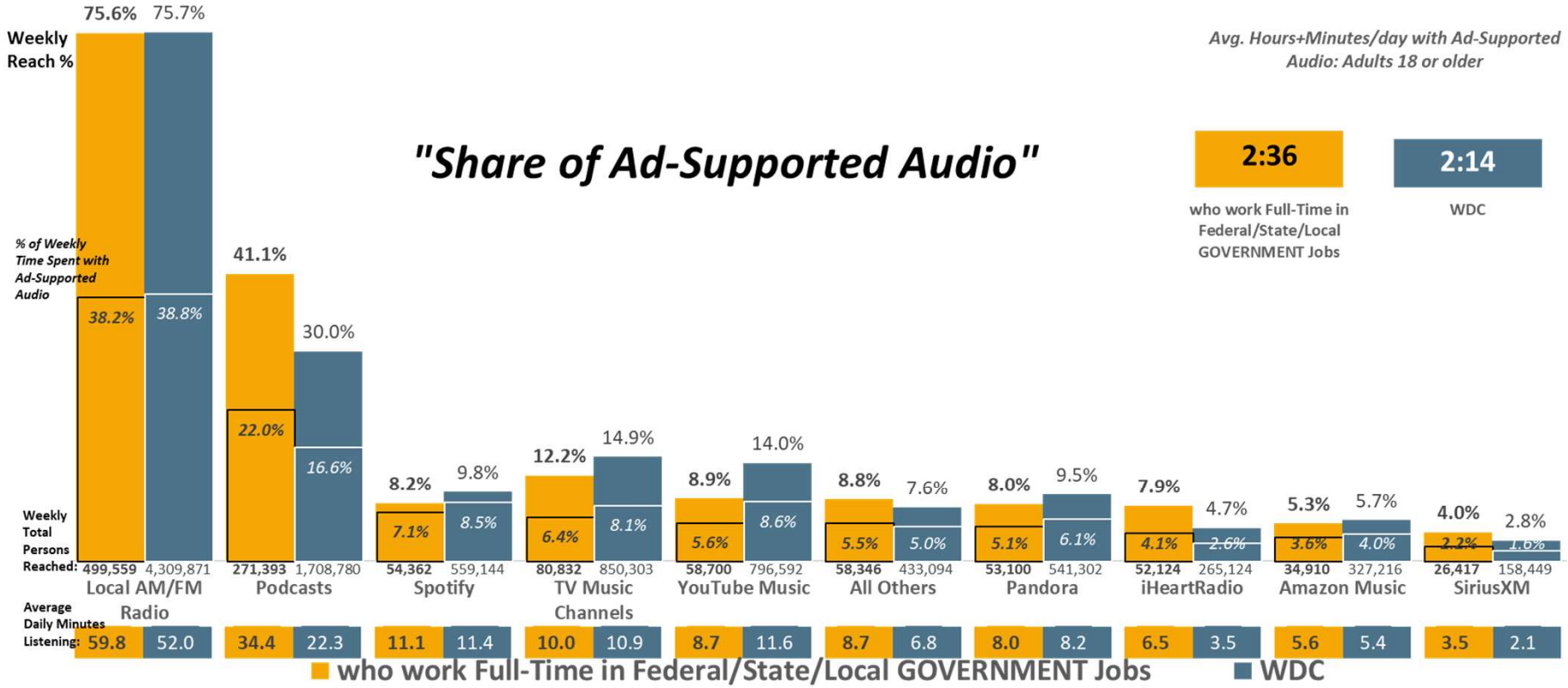
CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73 CHICAGO DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 1,690

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WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375 WASHINGTON, DC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 2,850

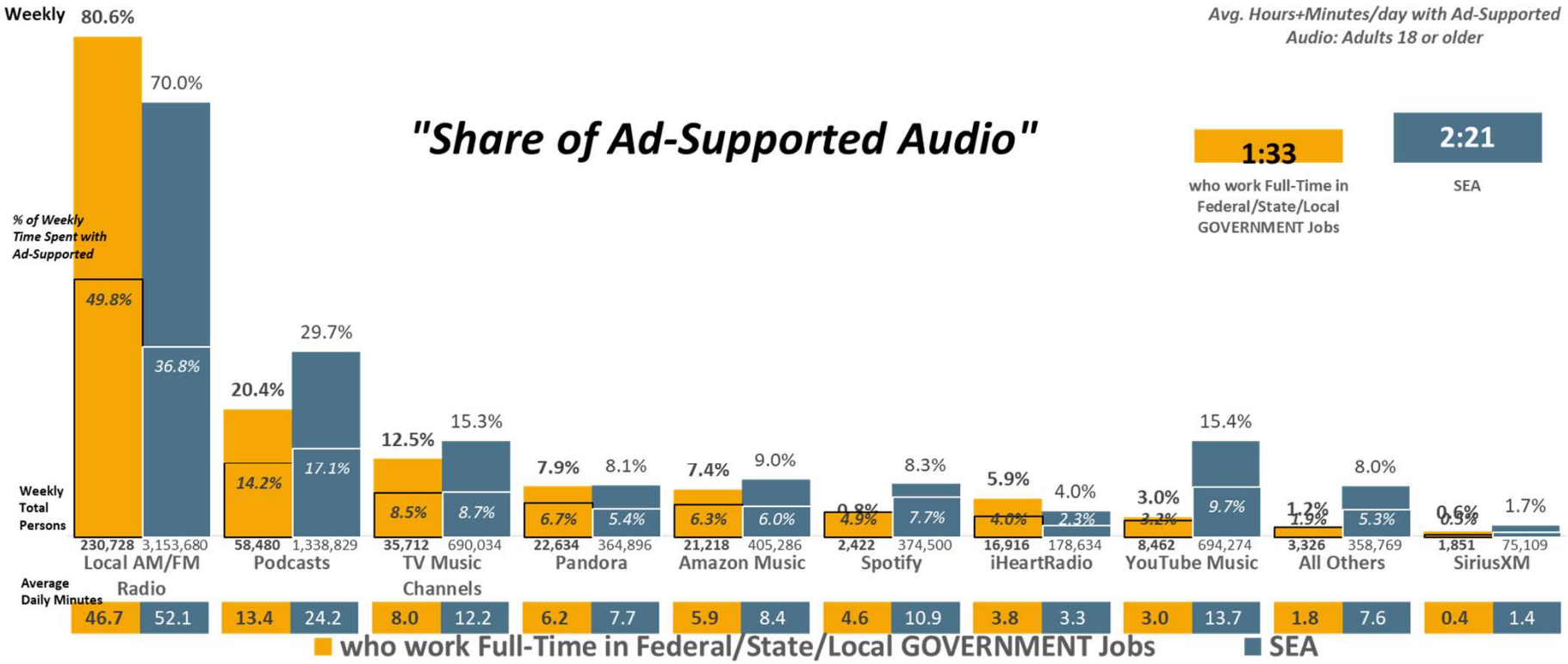
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

SEA

230,728 or 80.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio for an average of 46.7 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108 SEATTLE-TACOMA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 1,892

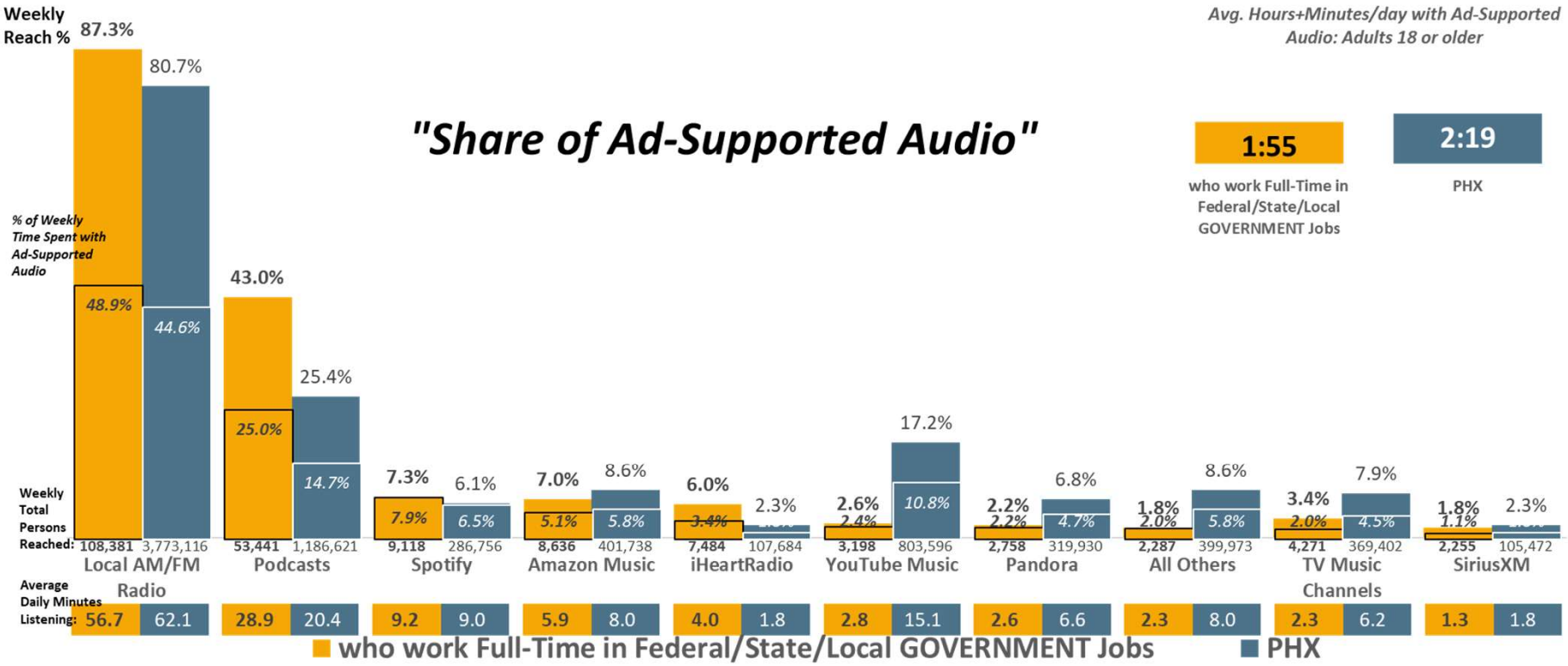
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PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32 PHOENIX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,134

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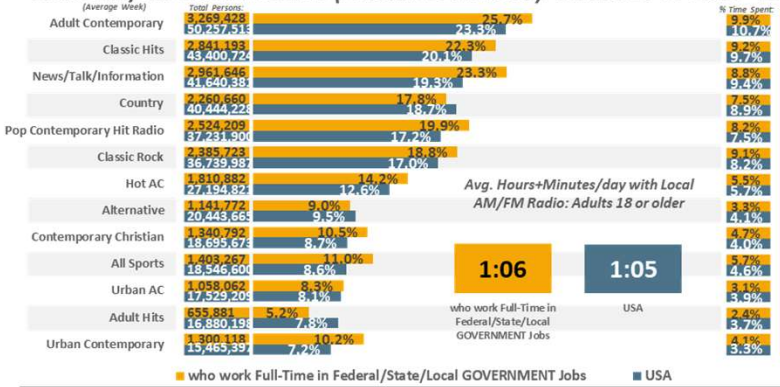
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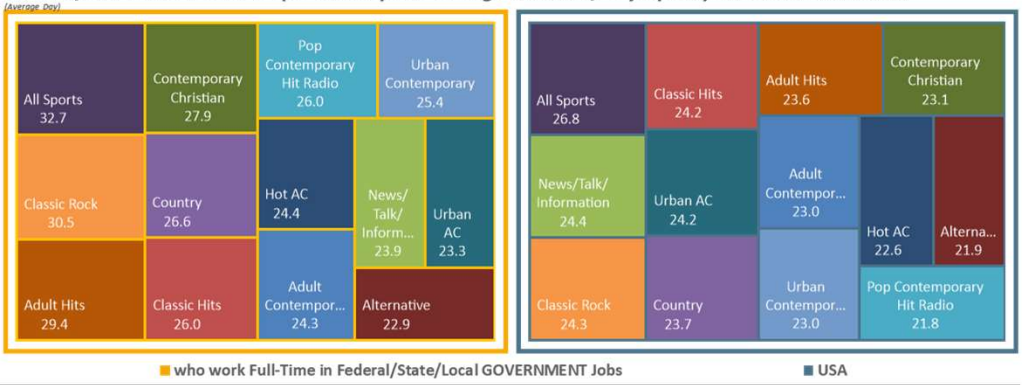


12,141,535 or 82.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

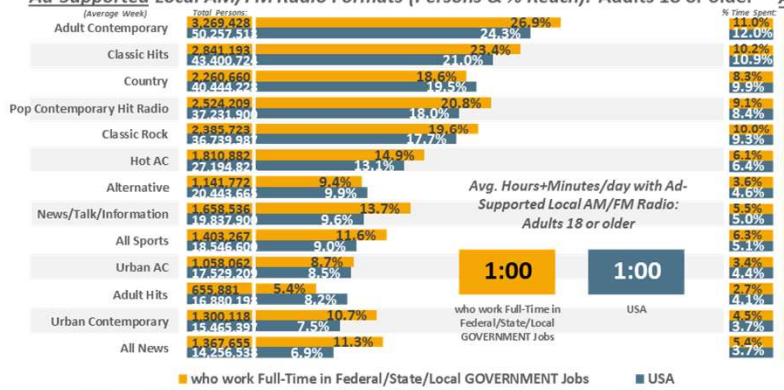
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



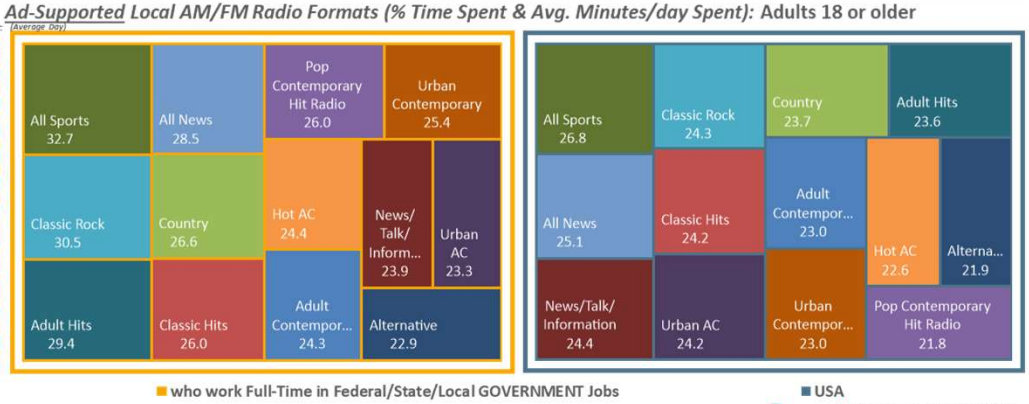
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

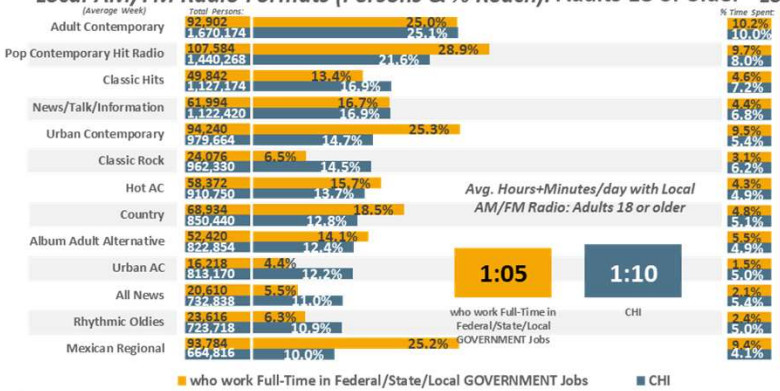
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

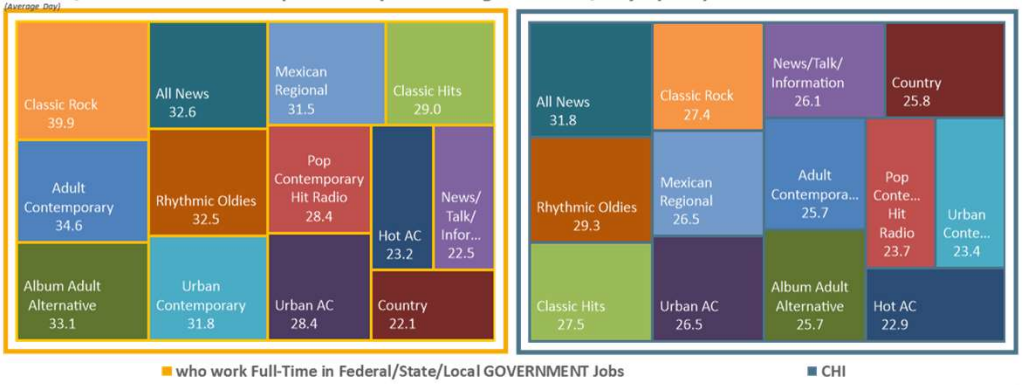


361,582 or 91.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban Contemporary, Mexican Regional, Mainstream Rock, and Adult C

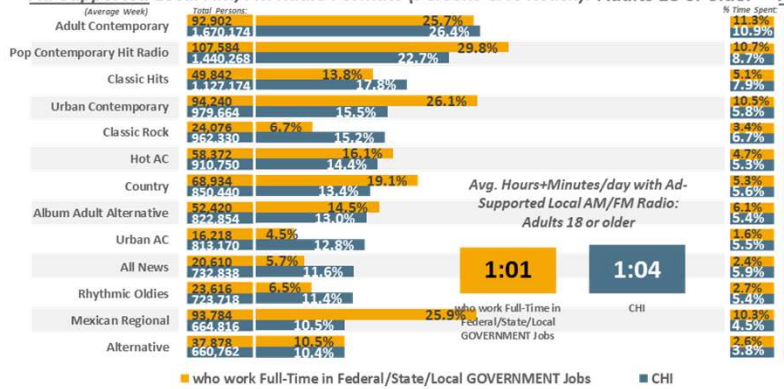
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



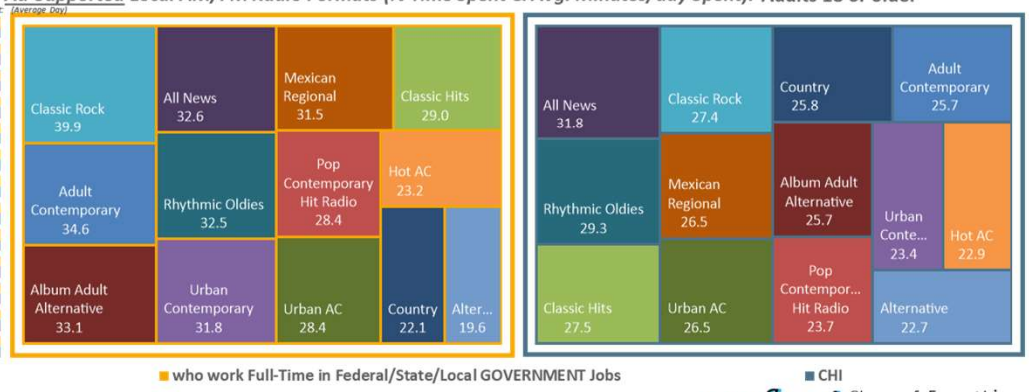
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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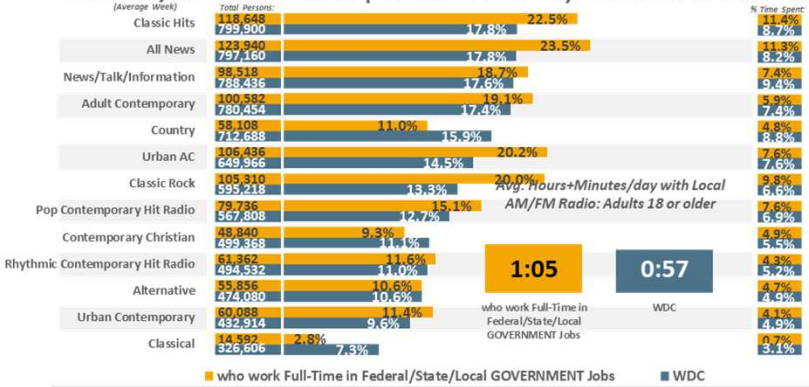
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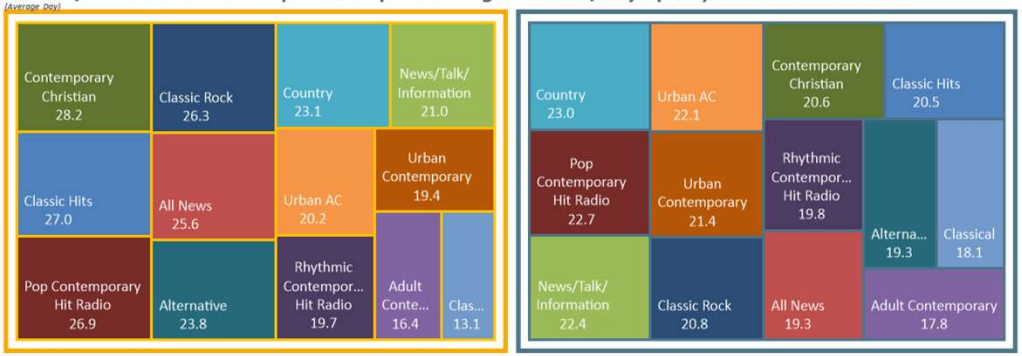


499,559 or 75.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Urban AC, Classic Rock, and Adult Contemporary.

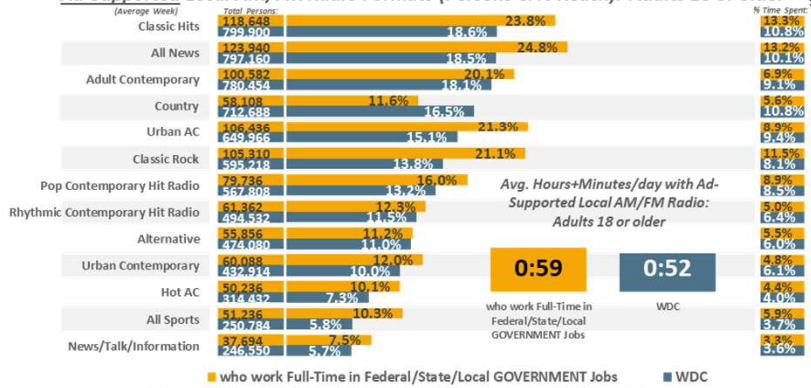
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



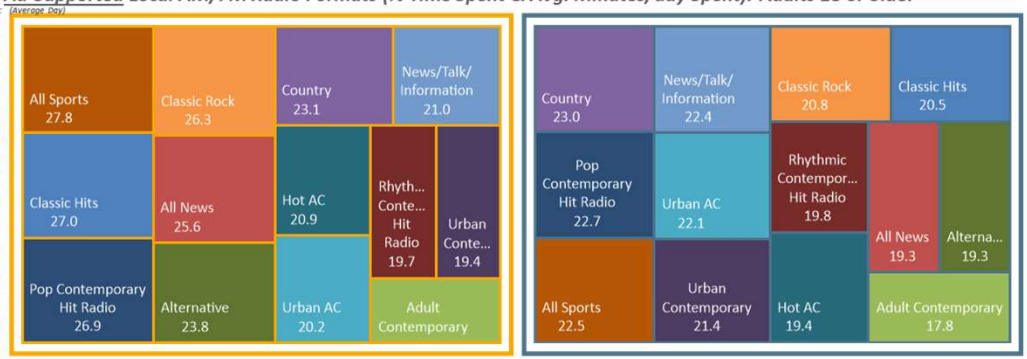
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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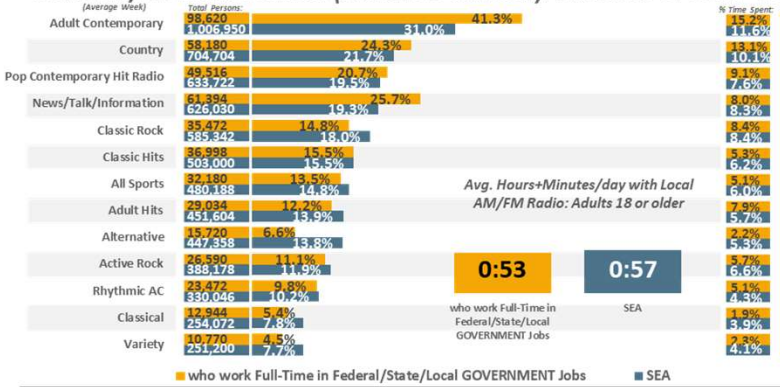
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

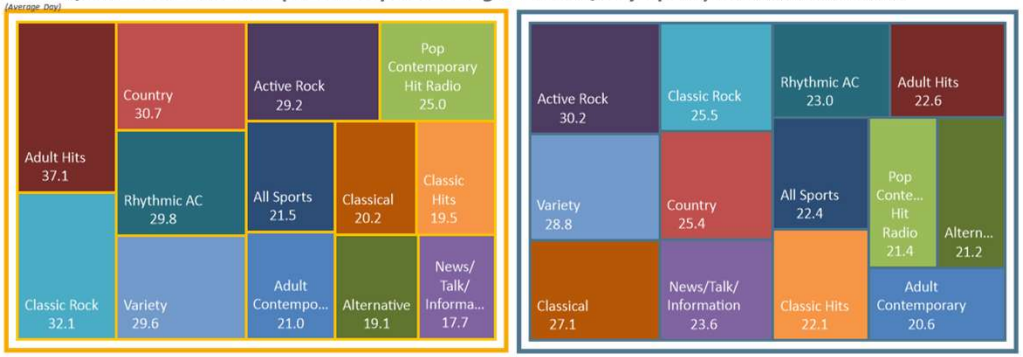
SEA

230,728 or 80.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

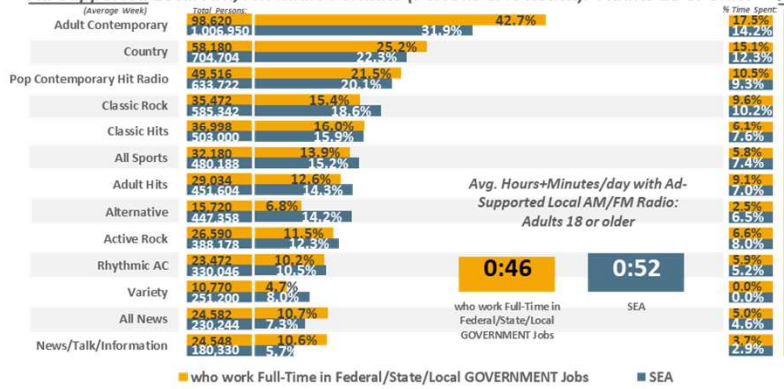
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



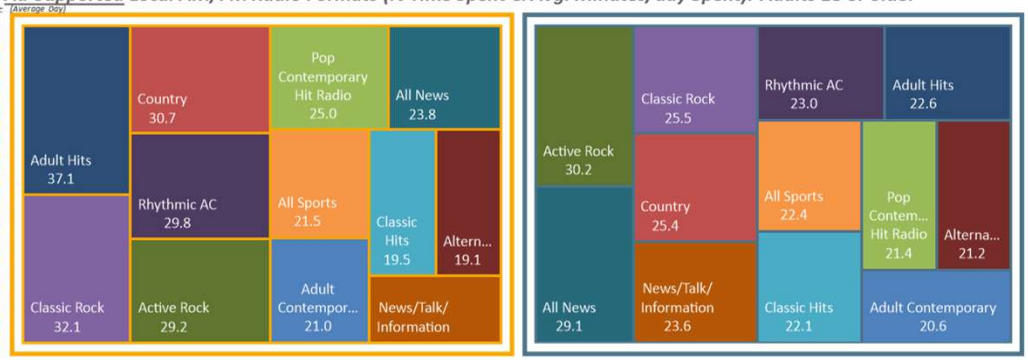
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

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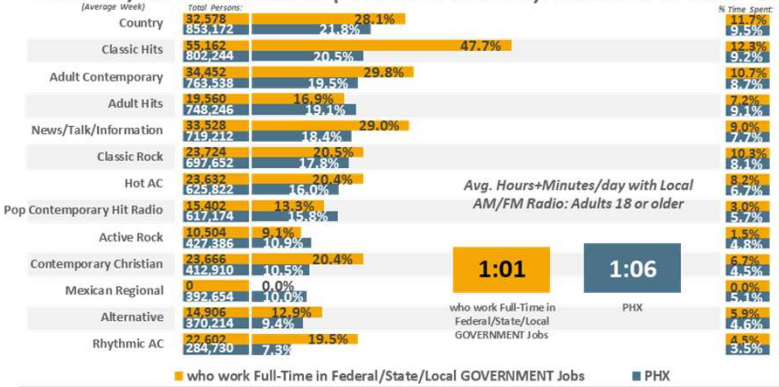
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

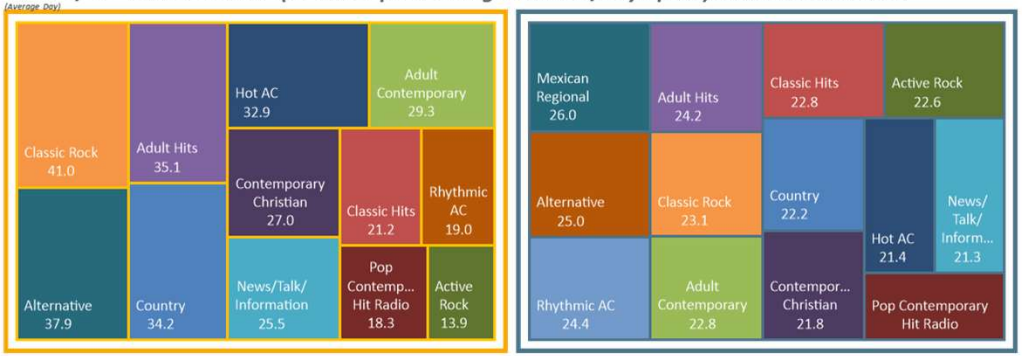


108,381 or 87.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Hot AC.

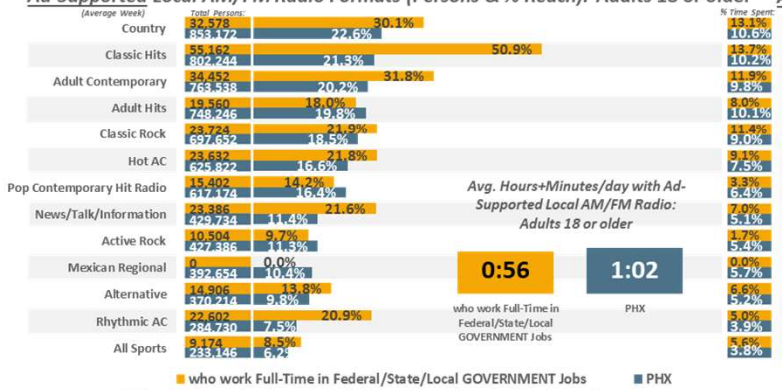
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



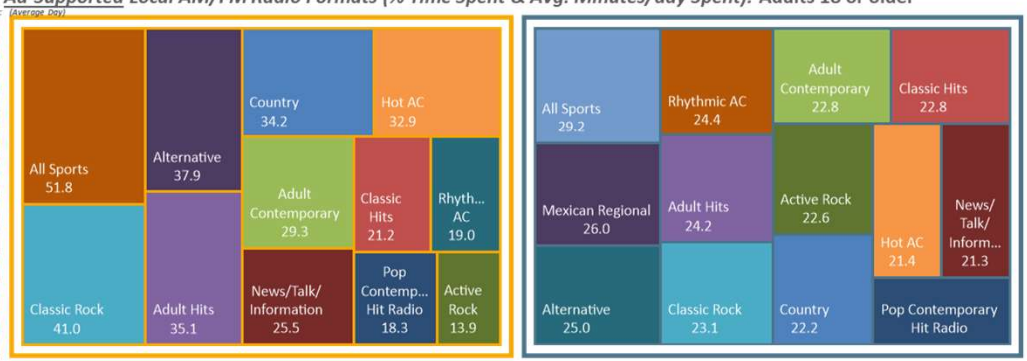
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

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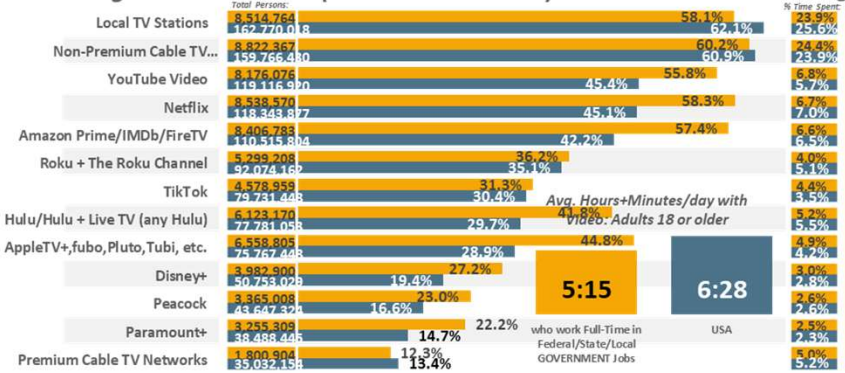
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

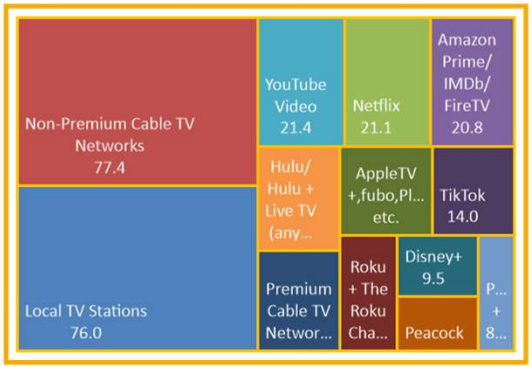


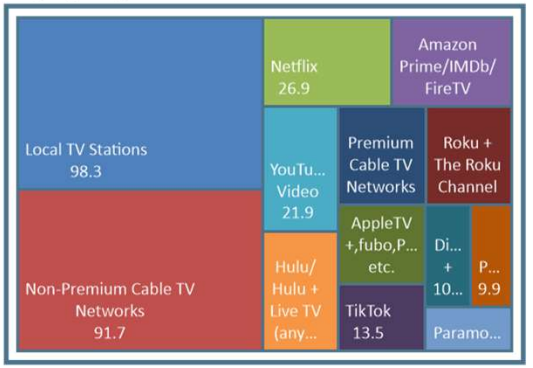
8,405,702 or 57.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

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

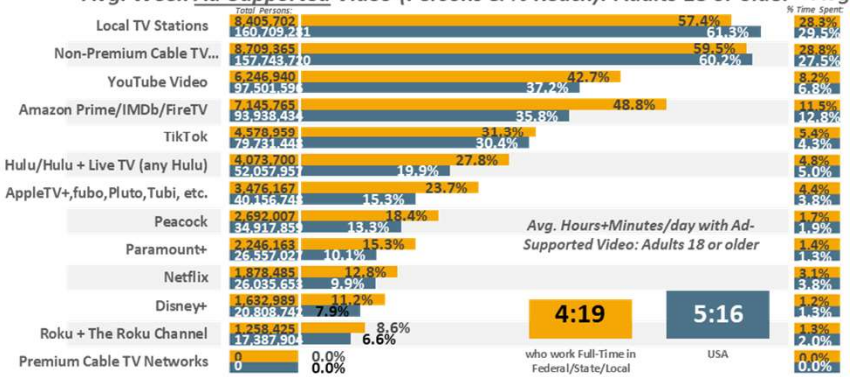


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

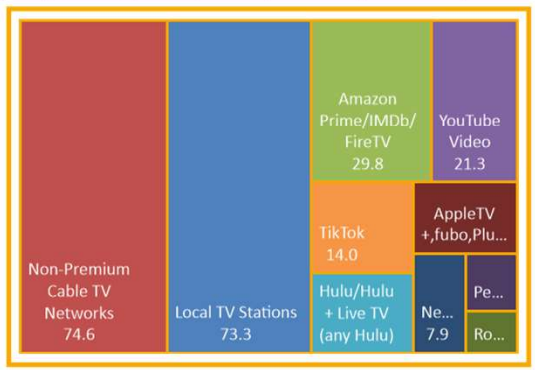


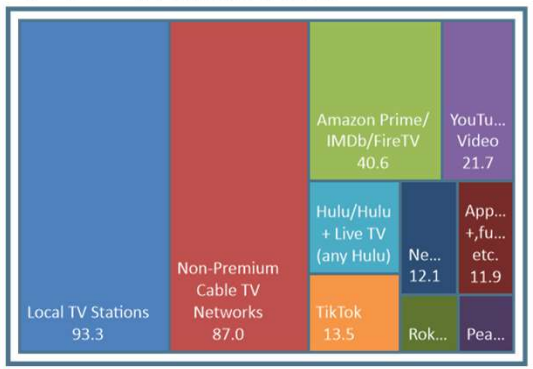


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA *USA Projection* *Scarborough R1 2024: Jan24-Sep24* *Qual Intab* *729*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,648*

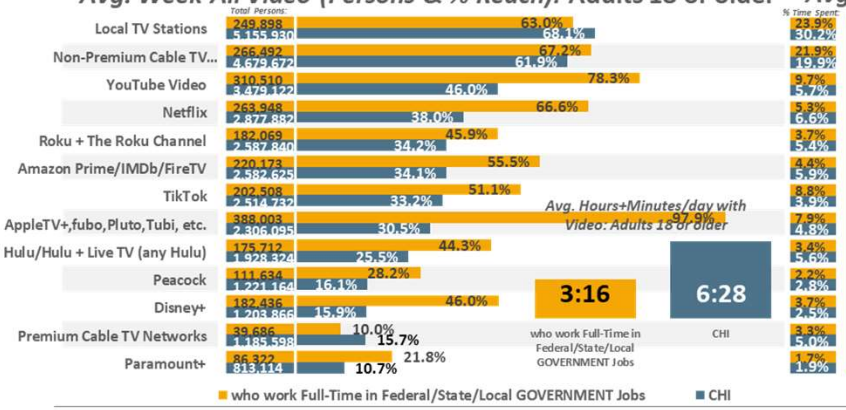
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

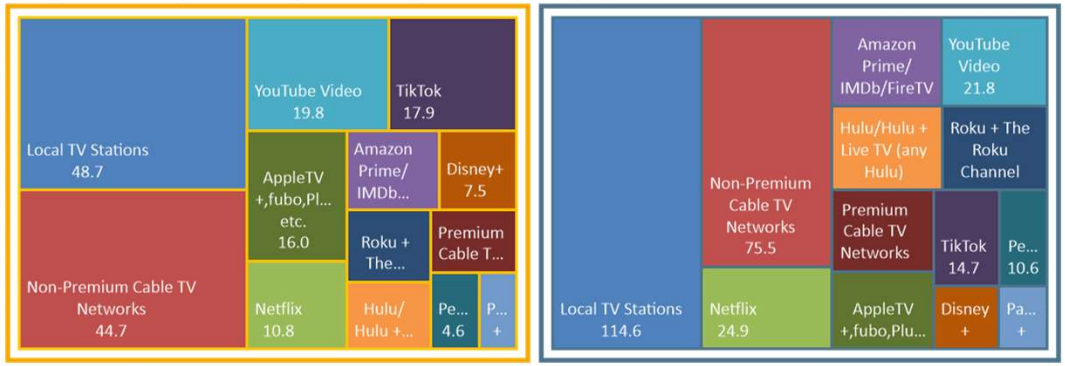


249,711 or 63.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 48.6 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

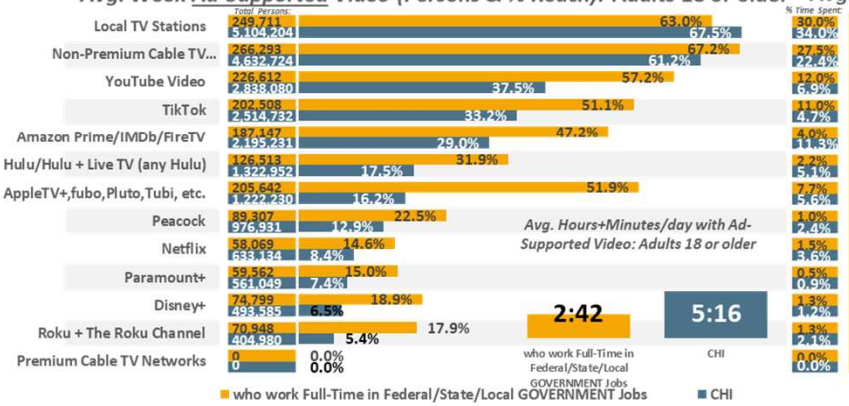
Avg. Week All Video (Persons & % Reach): Adults 18 or older



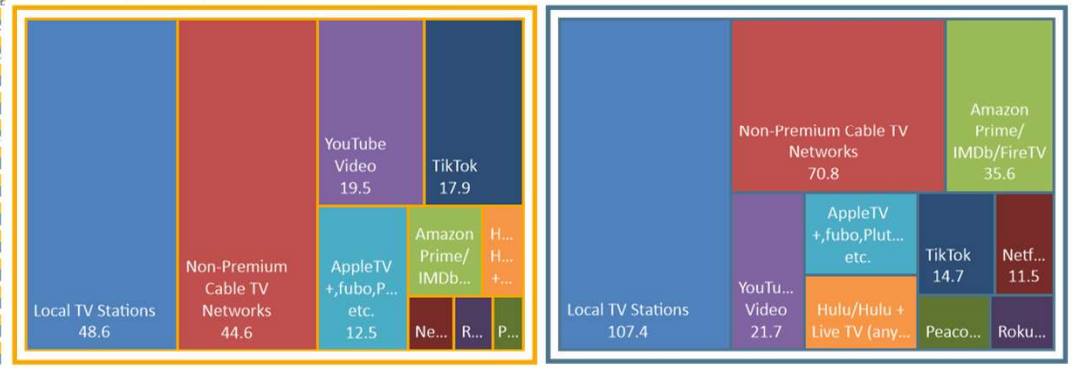
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

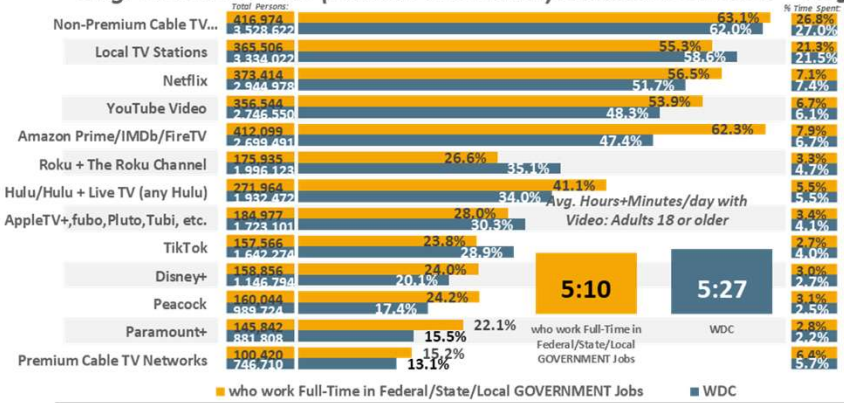
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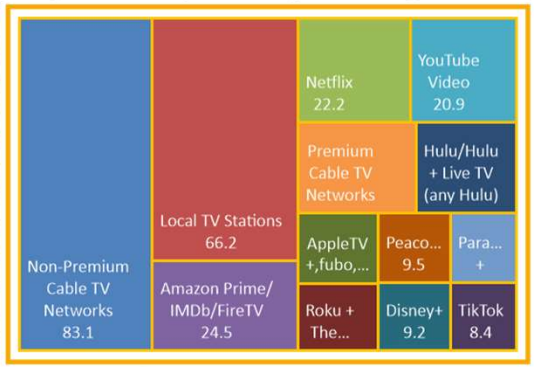
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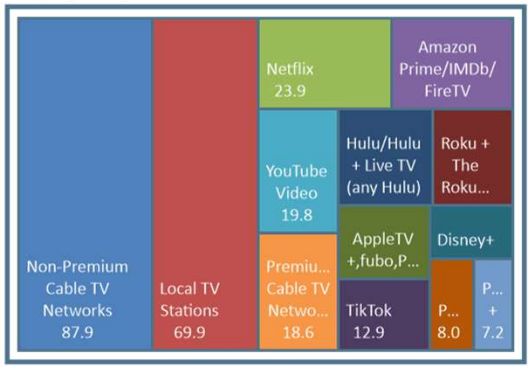
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

360,681 or 54.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 62.9 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

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



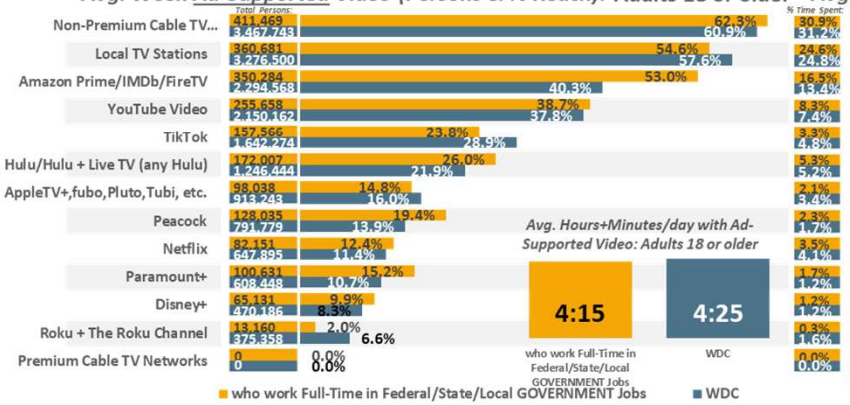


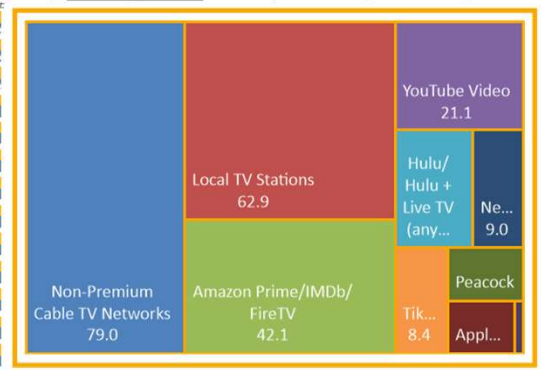


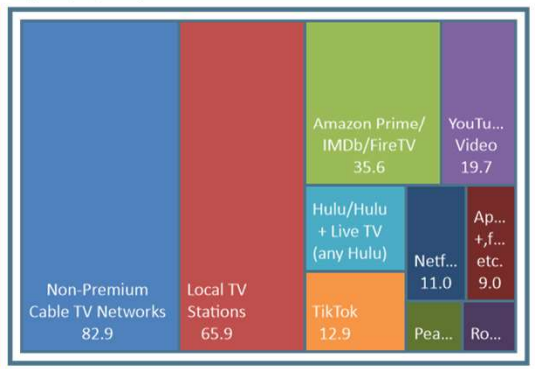
who work Full-Time in Federal/State/Local GOVERNMENT Jobs ■ WDC

who work Full-Time in Federal/State/Local GOVERNMENT Jobs ■ WDC

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







who work Full-Time in Federal/State/Local GOVERNMENT Jobs ■ WDC

WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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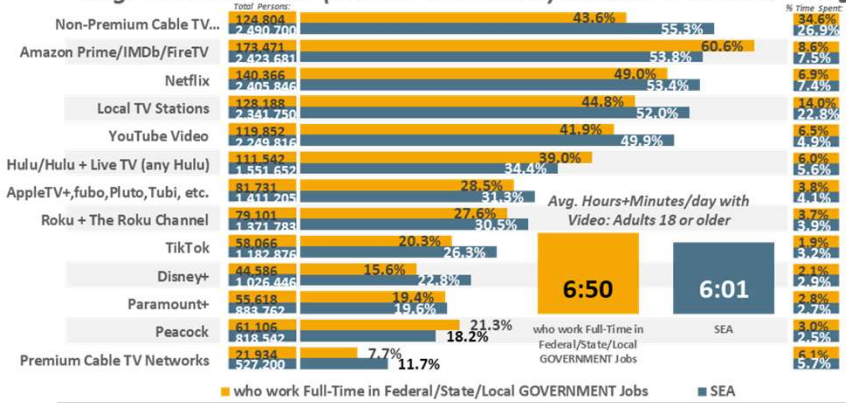
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

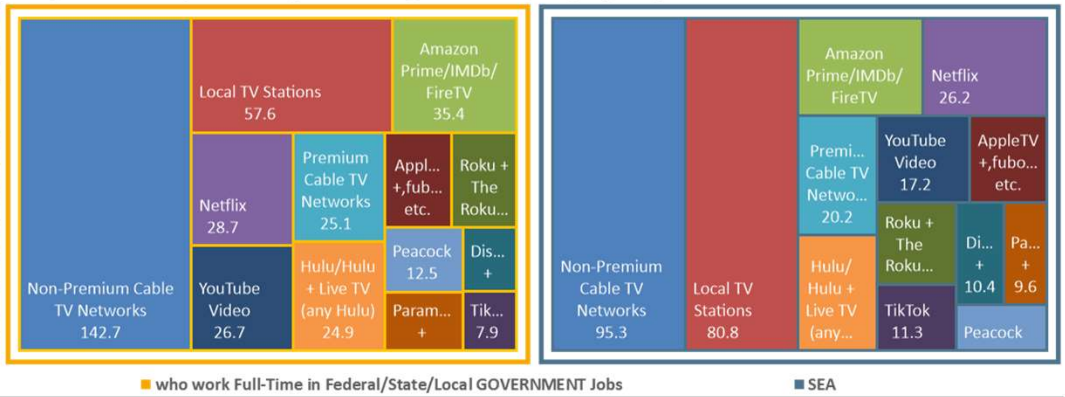
SEA

126,361 or 44.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 55.4 minutes every day representing 16.1% of all time spent daily with Ad-Supported Video.

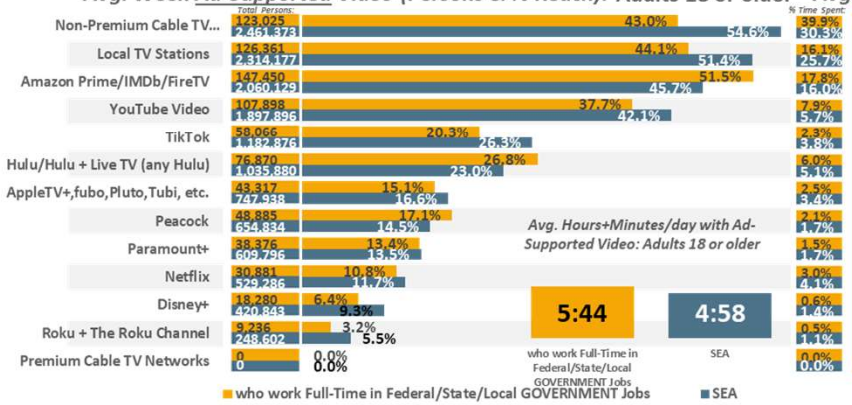
Avg. Week All Video (Persons & % Reach): Adults 18 or older



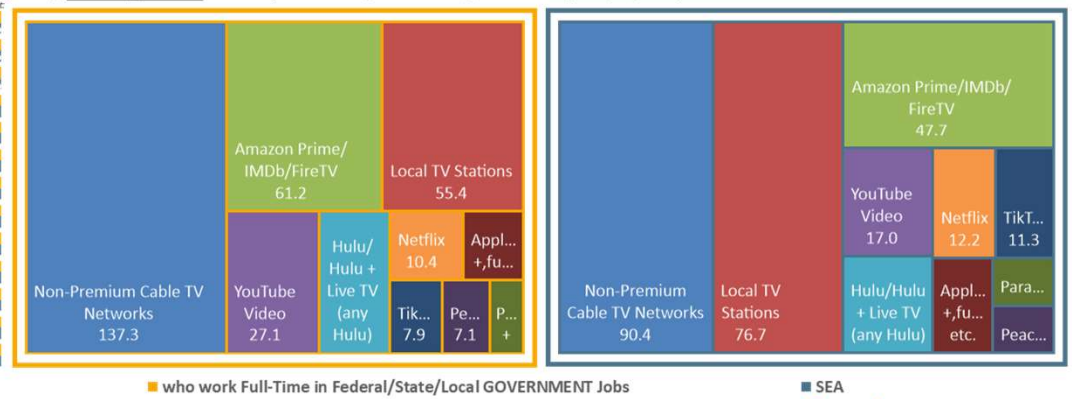
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

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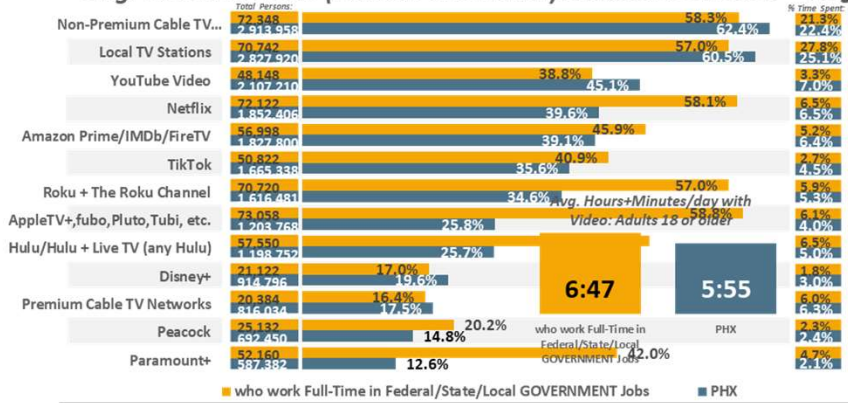
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

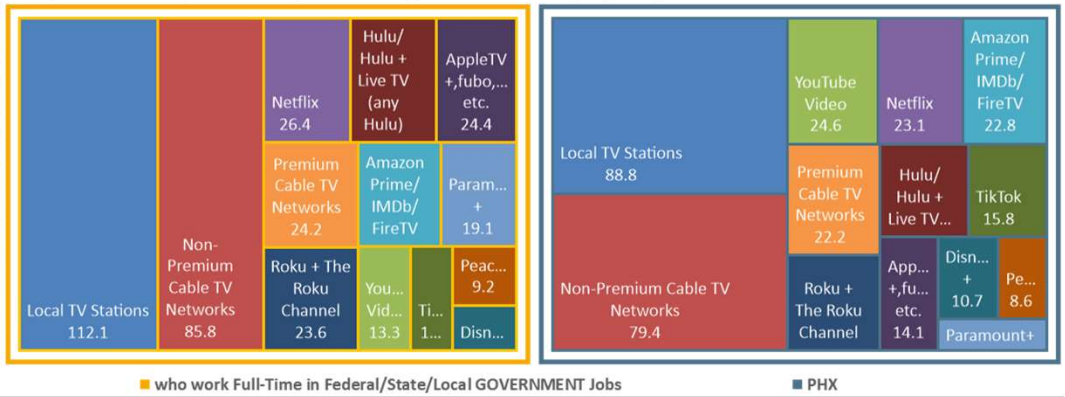


67,762 or 54.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 107.9 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

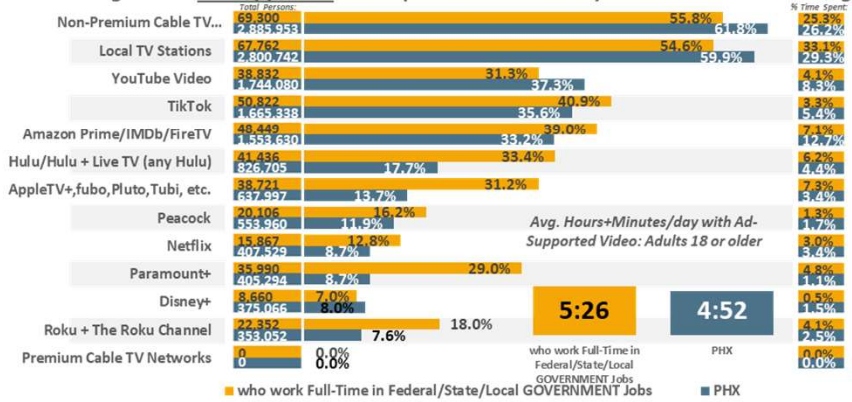
Avg. Week All Video (Persons & % Reach): Adults 18 or older



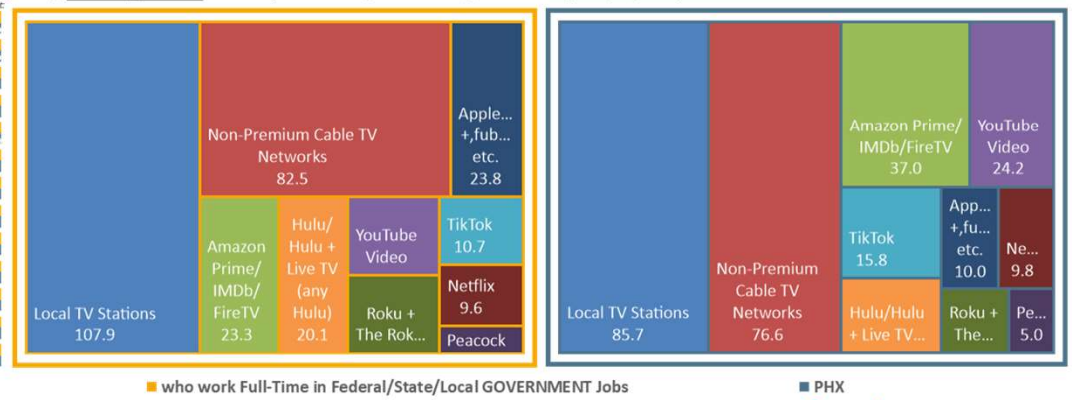
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

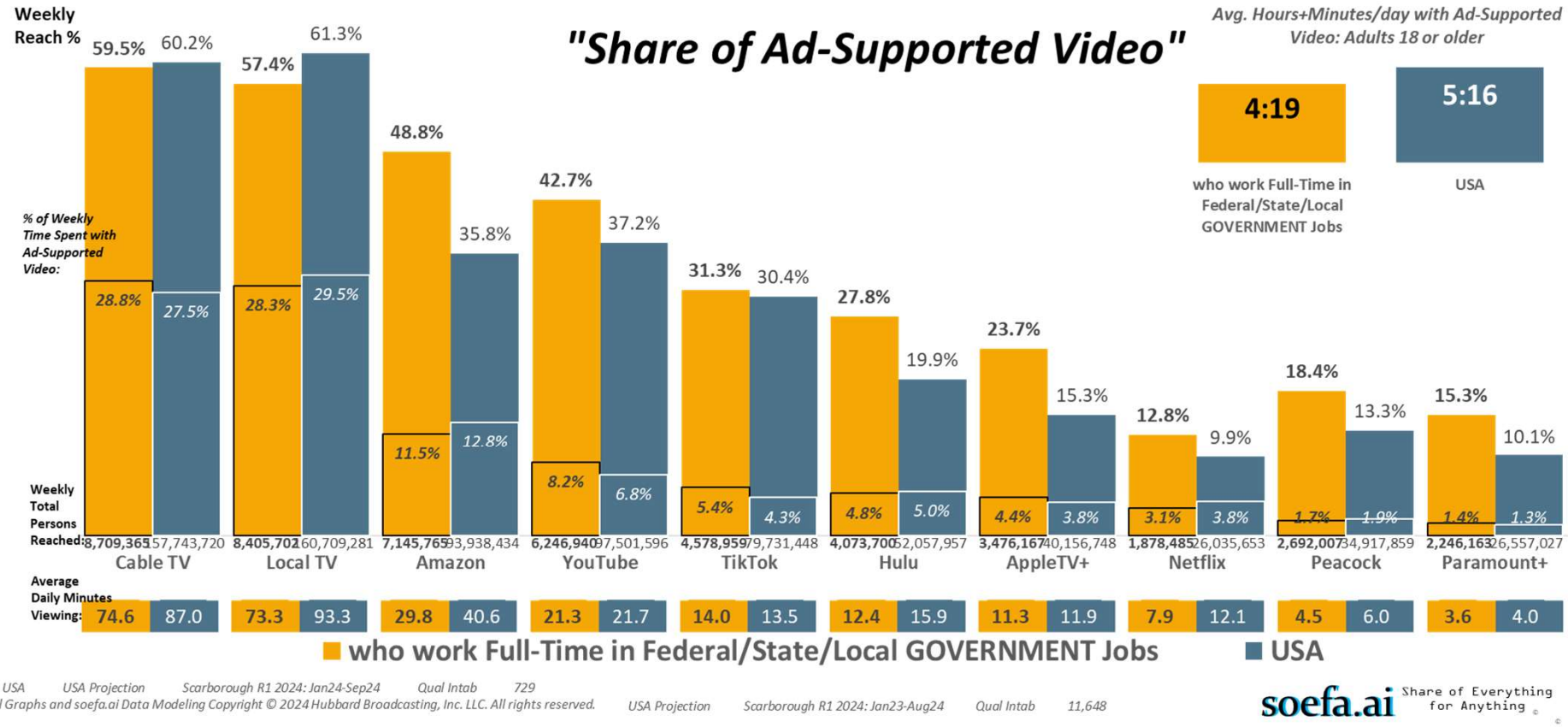
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



8,405,702 or 57.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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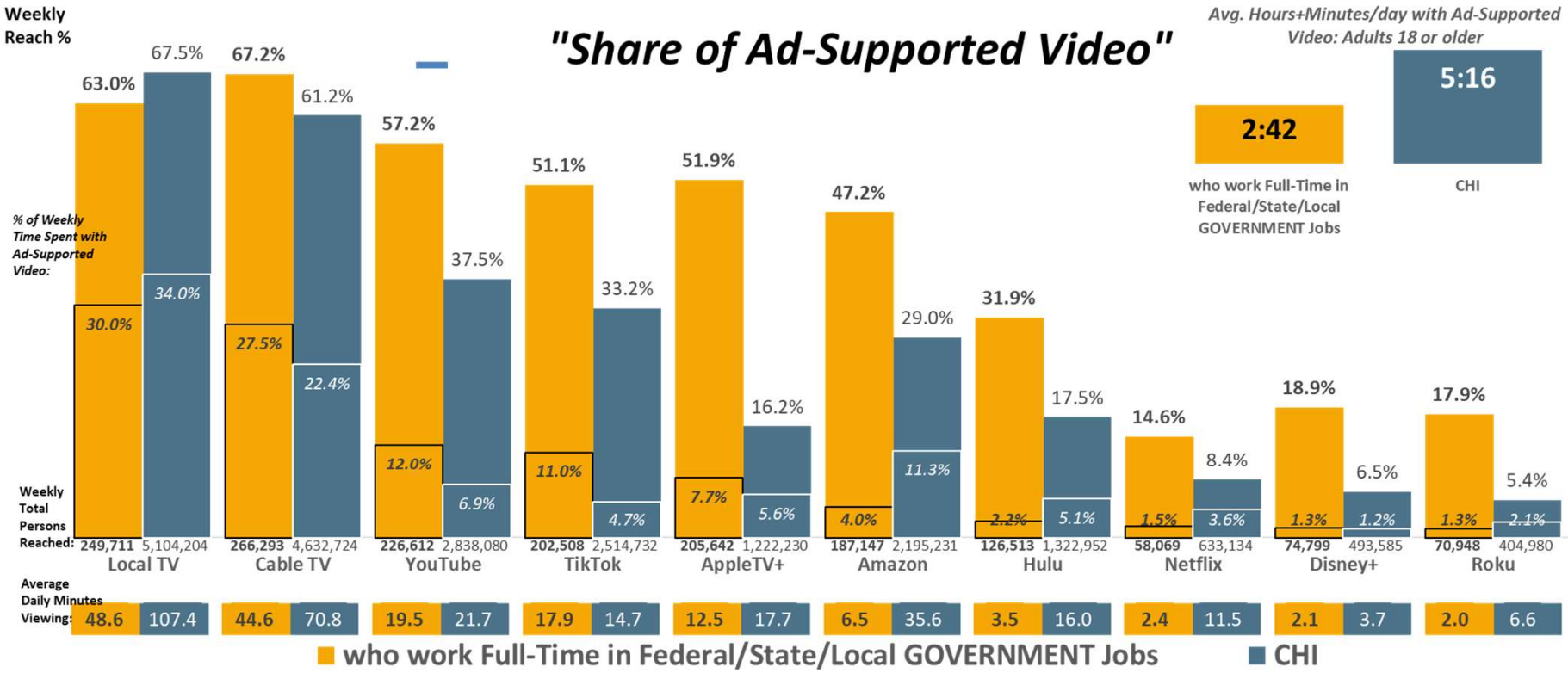
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

CHI

249,711 or 63.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 48.6 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



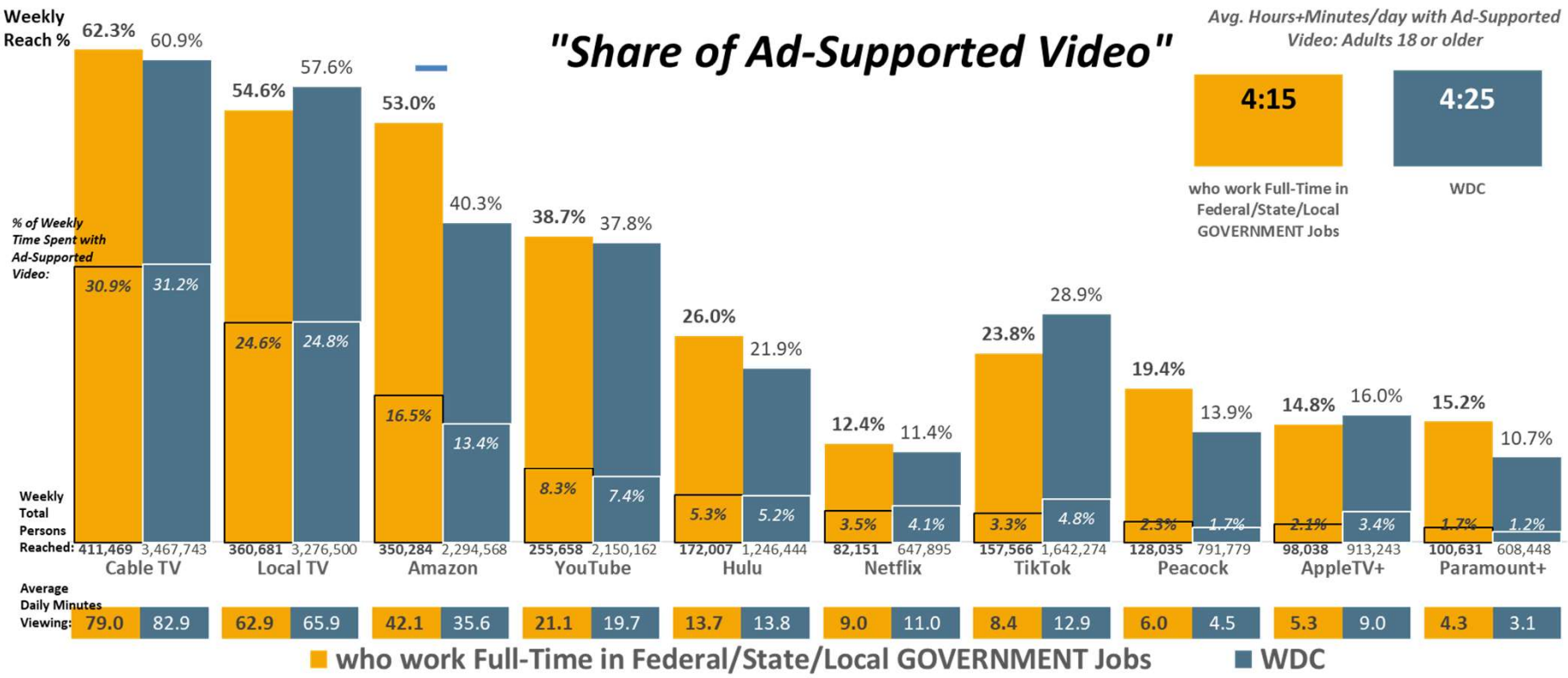
CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73 CHICAGO DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 1,690

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360,681 or 54.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 62.9 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375 WASHINGTON, DC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 2,850

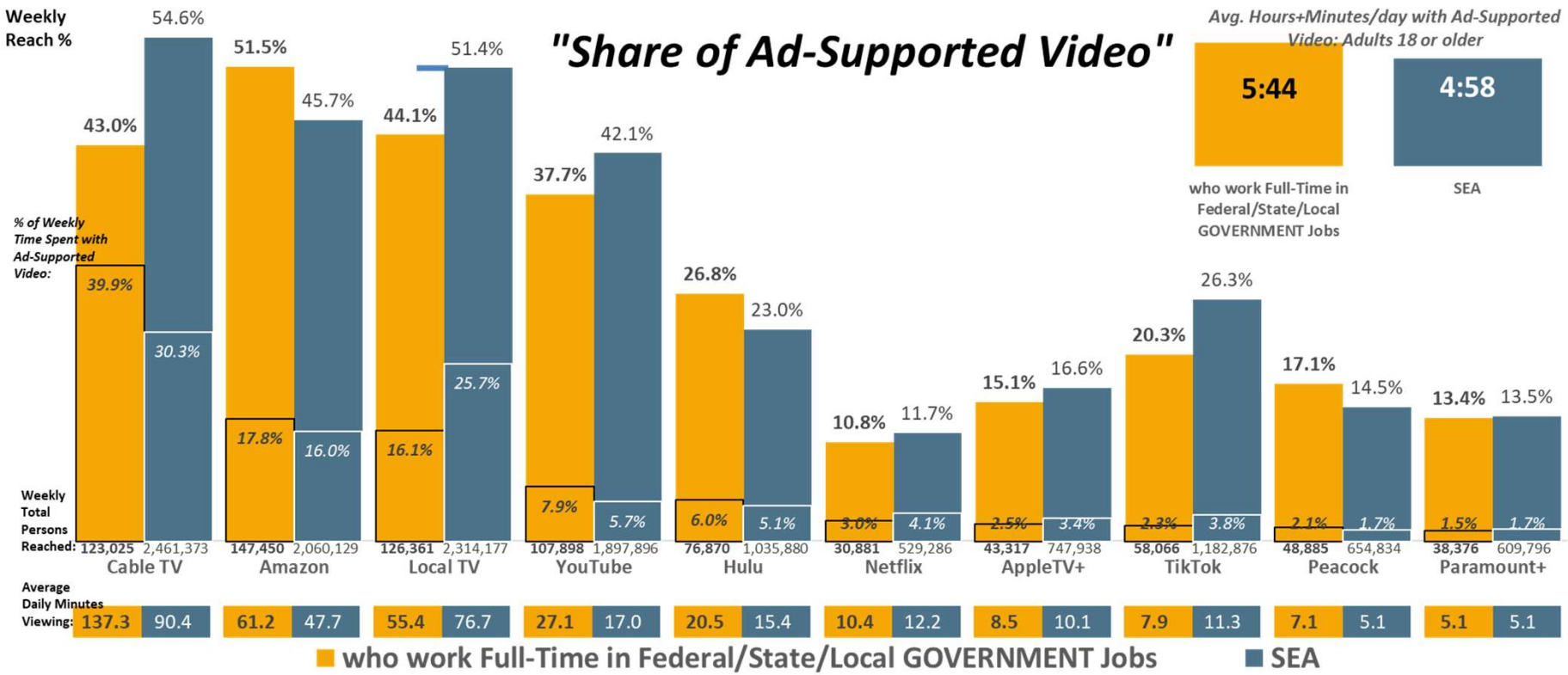
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

SEA

126,361 or 44.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations for an average of 55.4 minutes every day representing 16.1% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108 SEATTLE-TACOMA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 1,892

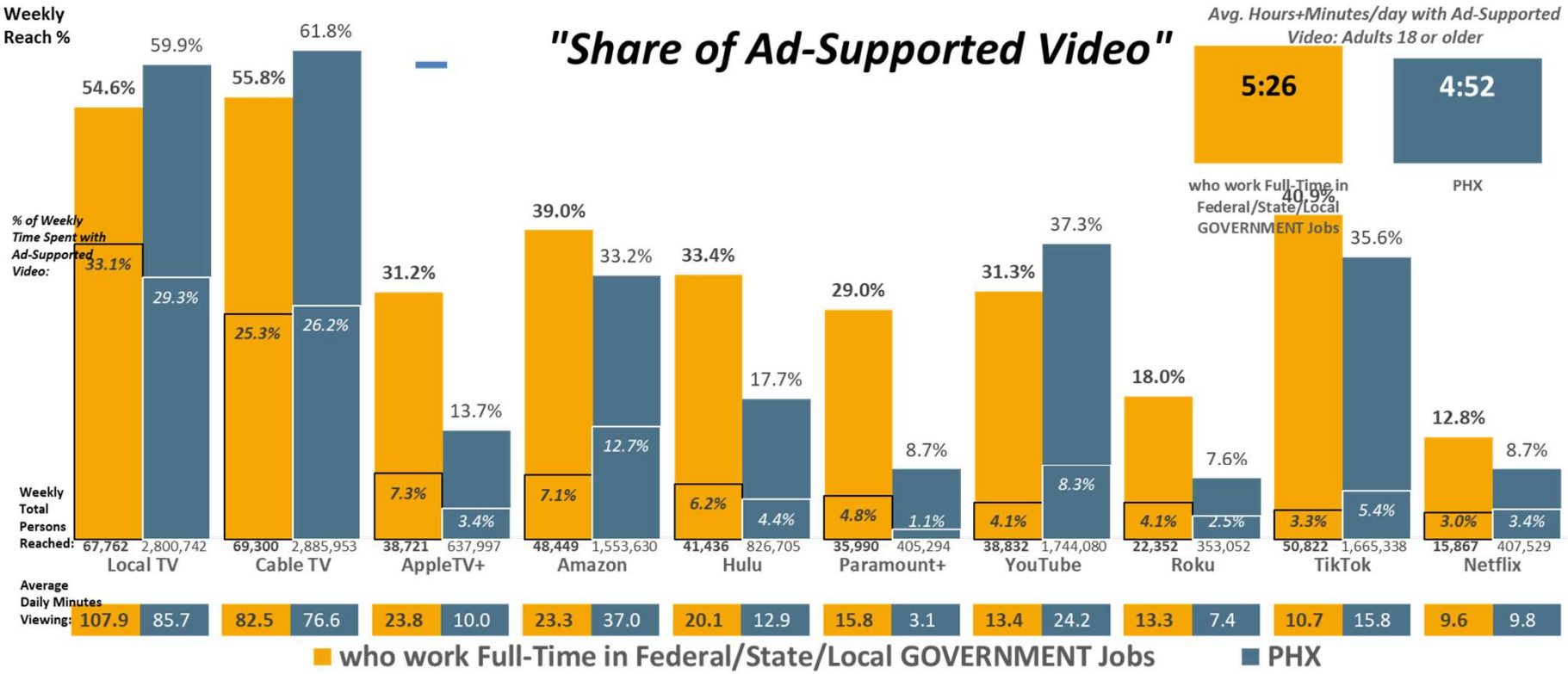
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



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PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32 PHOENIX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,134

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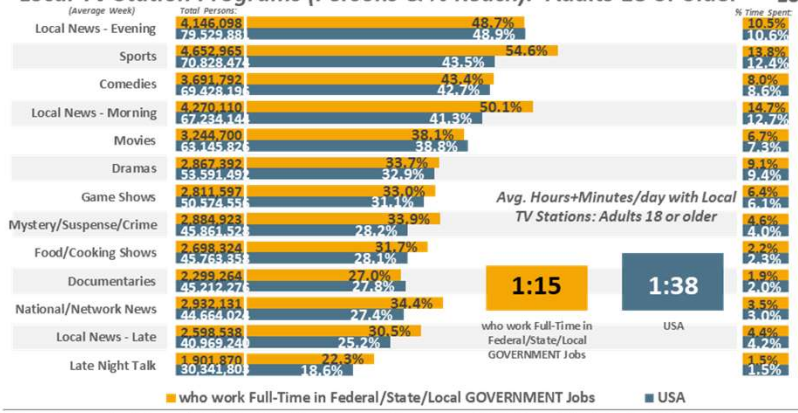
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

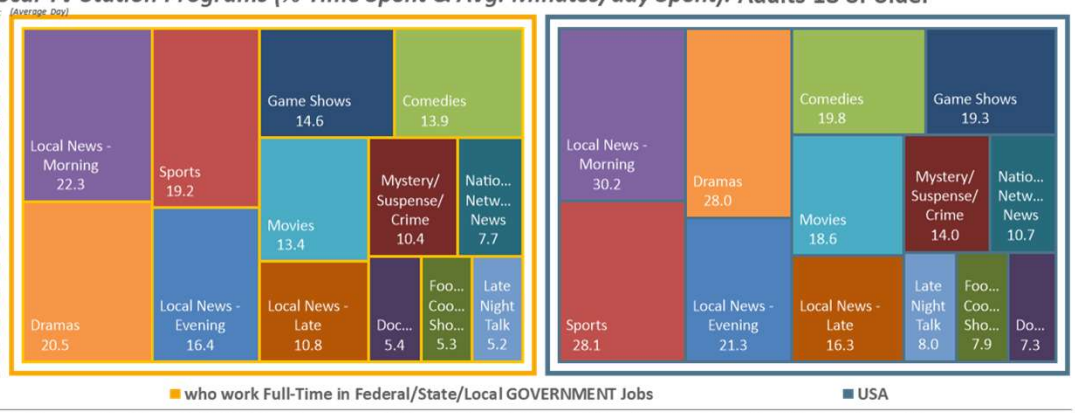


8,405,702 or 57.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Mystery/Suspense/Crim

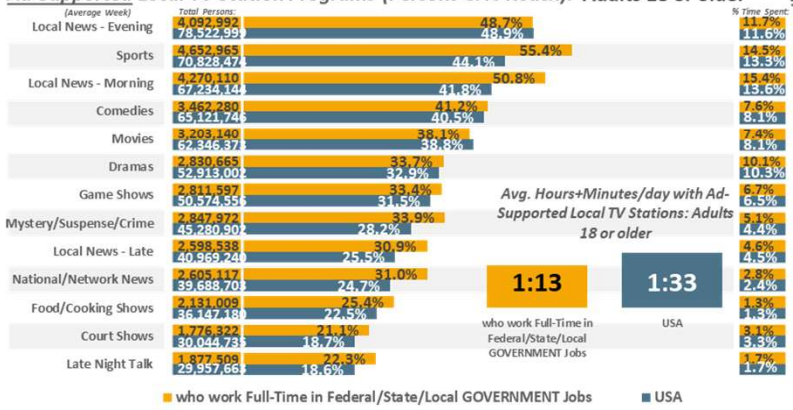
Local TV Station Programs (Persons & % Reach): Adults 18 or older



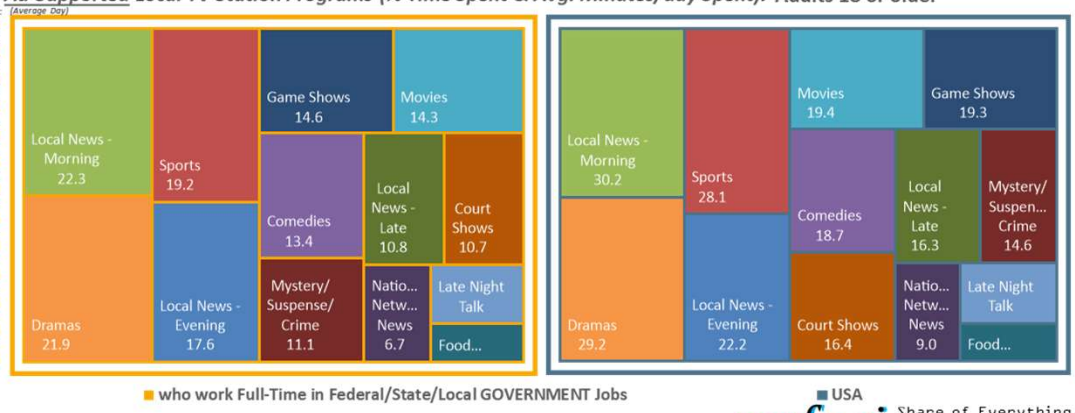
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

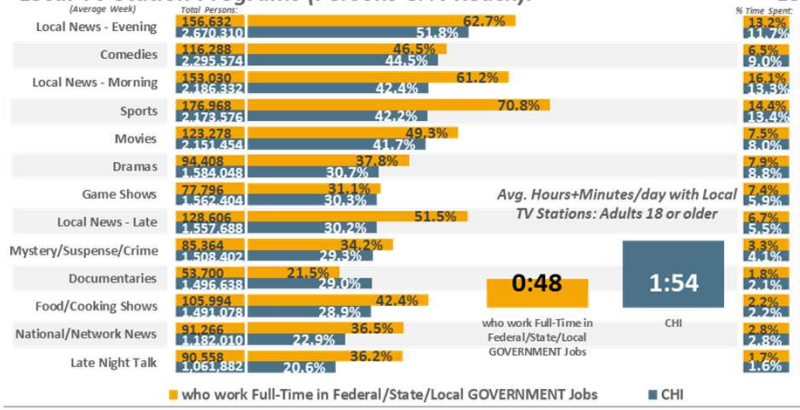
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

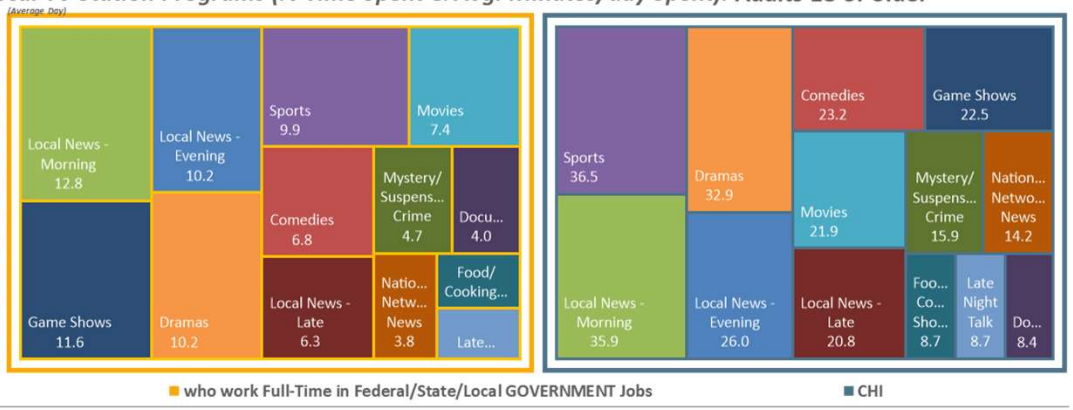
CHI

249,711 or 63.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Local News - Late, Movies, and Comedies.

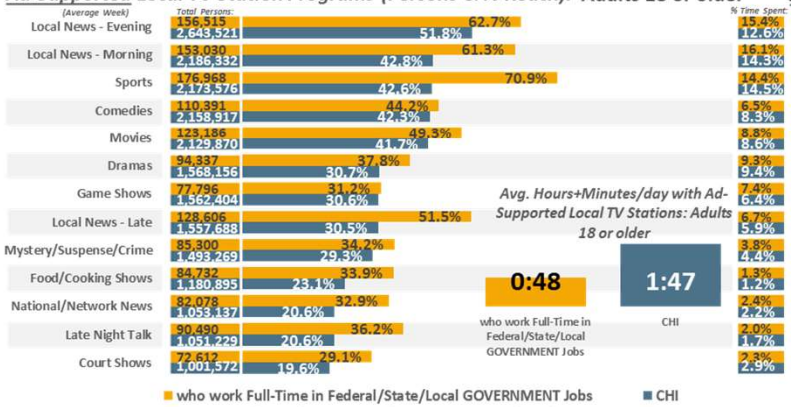
Local TV Station Programs (Persons & % Reach): Adults 18 or older



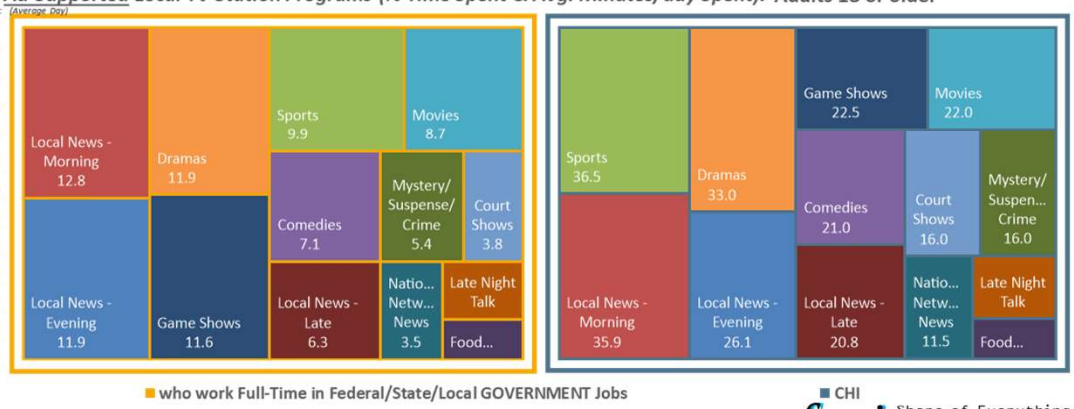
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

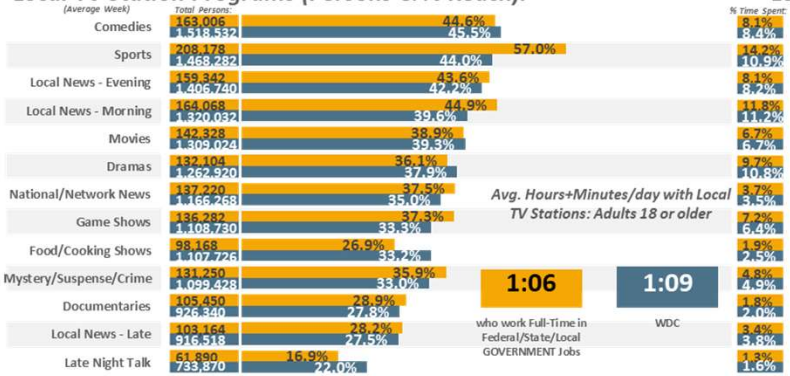
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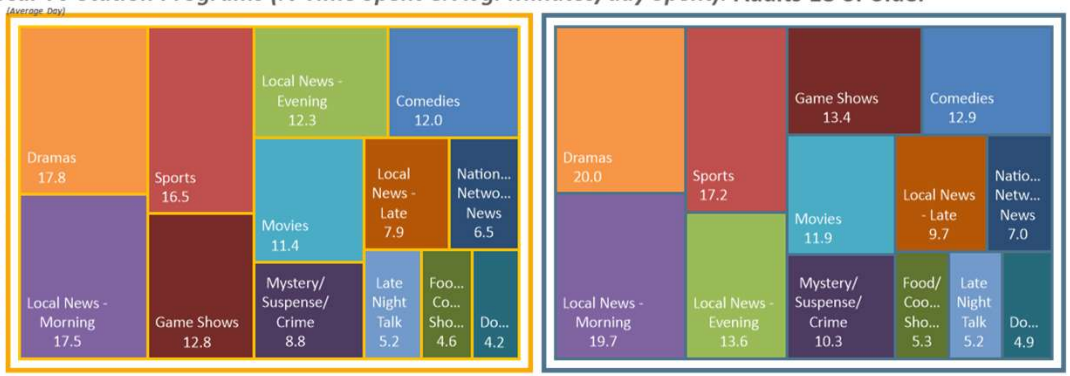
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

360,681 or 54.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

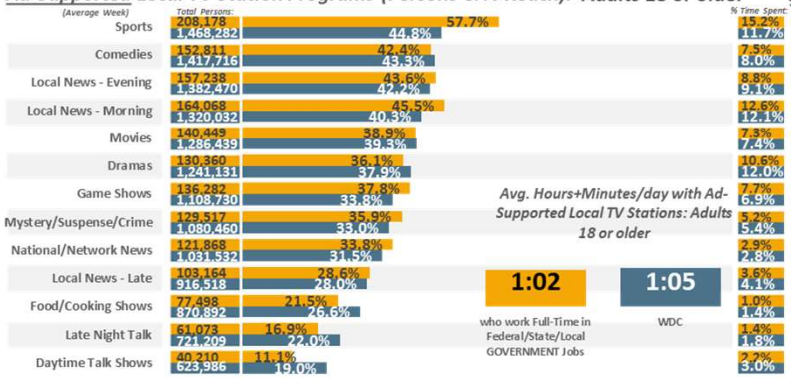
Local TV Station Programs (Persons & % Reach): Adults 18 or older



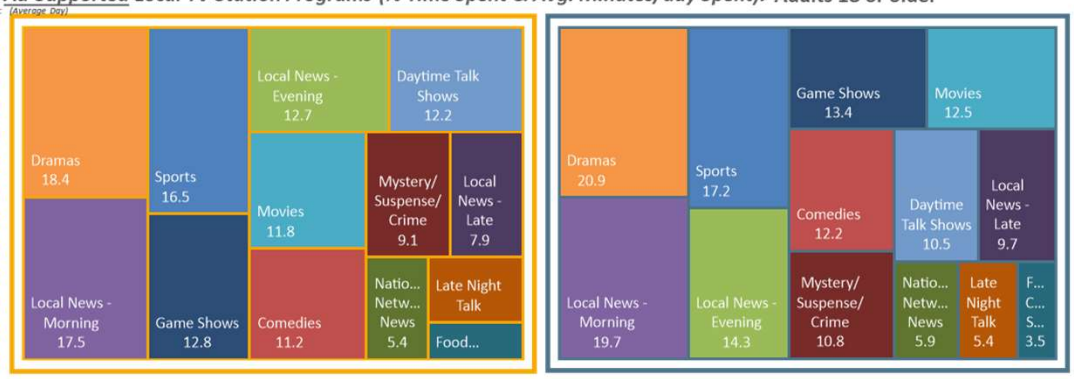
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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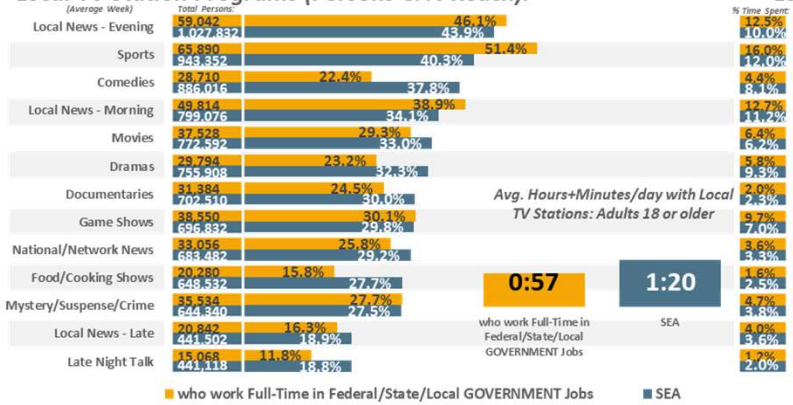
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

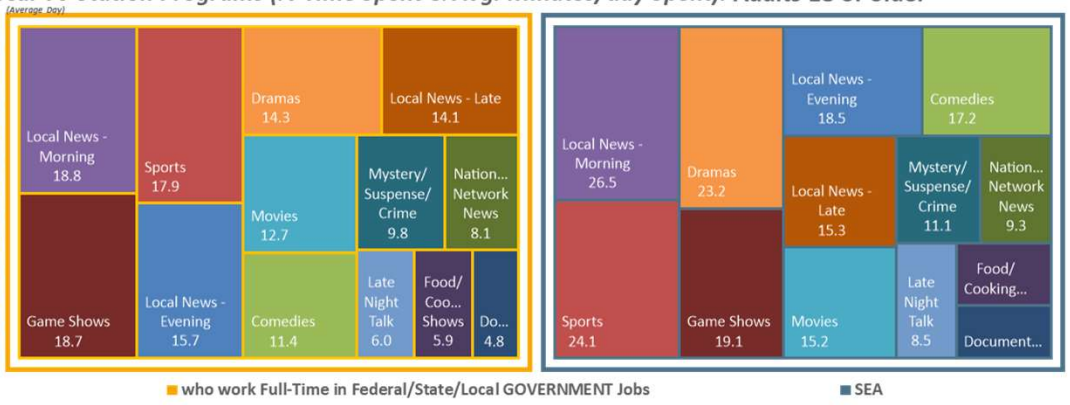
SEA

126,361 or 44.1% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Movies, and Mystery/Suspense/Crim

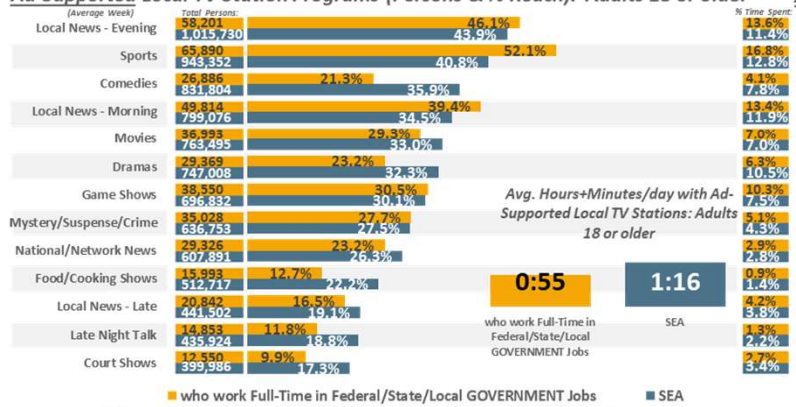
Local TV Station Programs (Persons & % Reach): Adults 18 or older



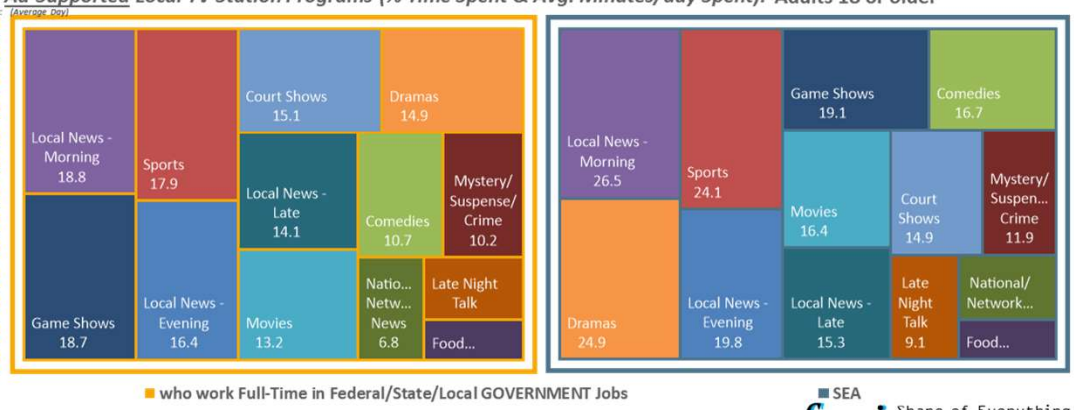
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

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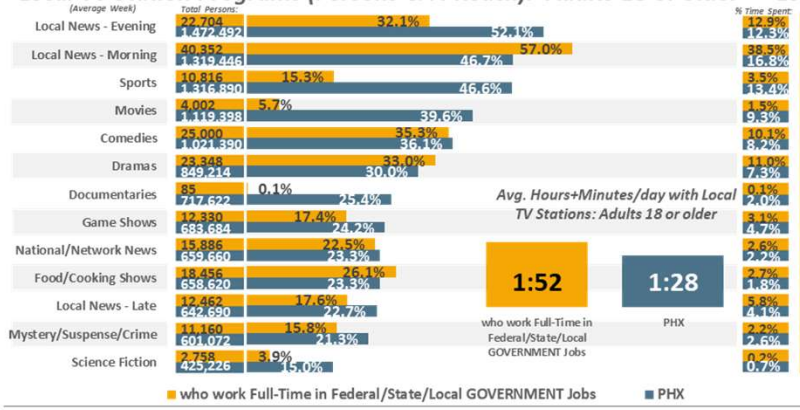
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

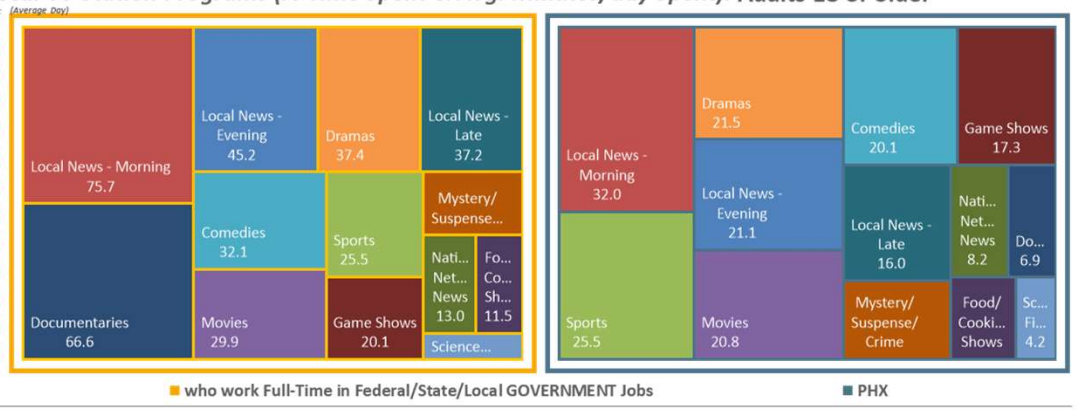
PHX

67,762 or 54.6% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Dramas, Local News - Evening, Food/Cooking Shows, and National/Net

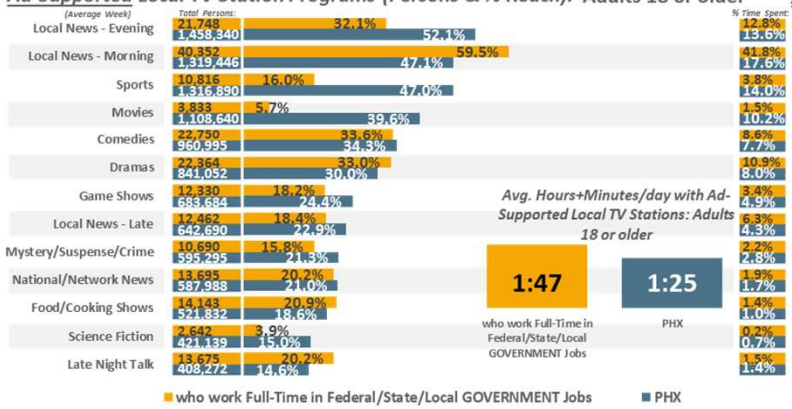
Local TV Station Programs (Persons & % Reach): Adults 18 or older



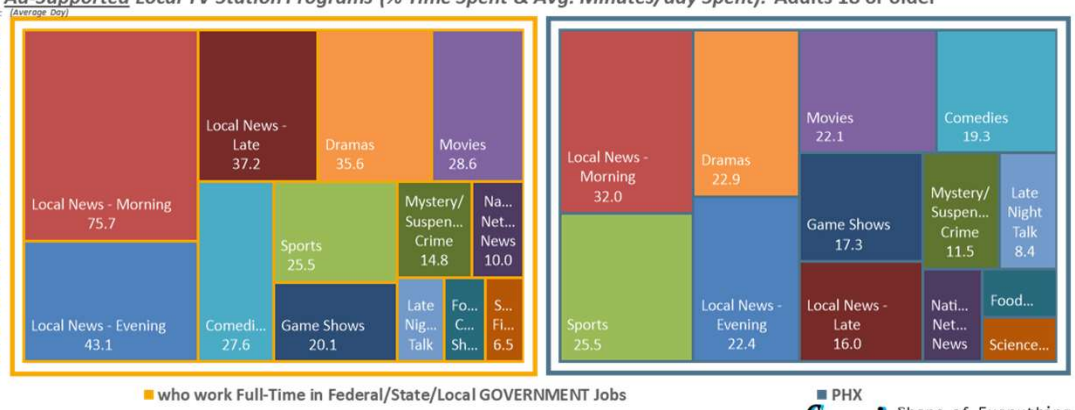
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

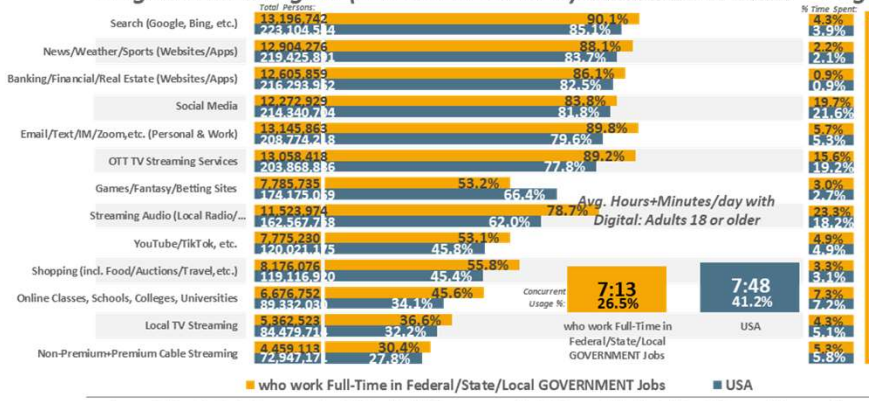
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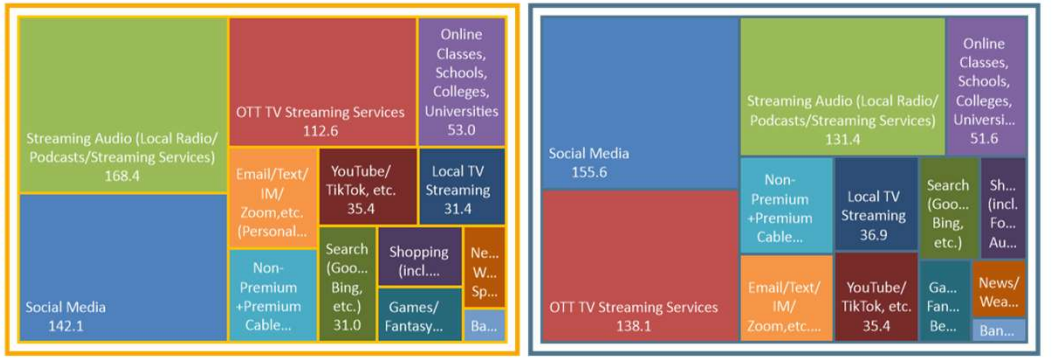
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

10,442,639 or 71.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 120.9 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

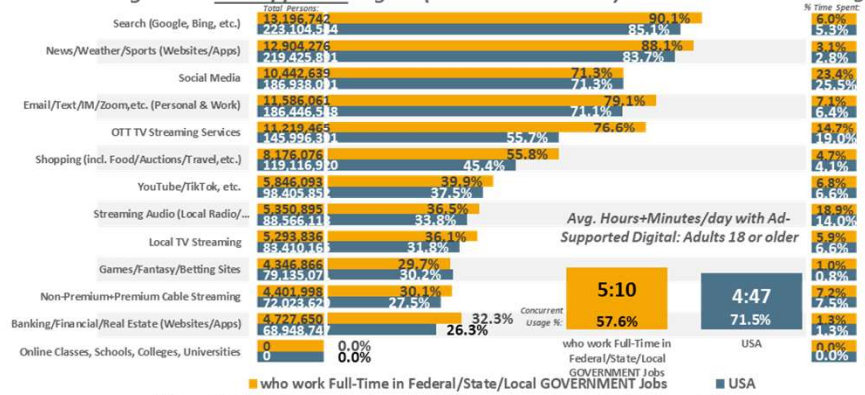
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



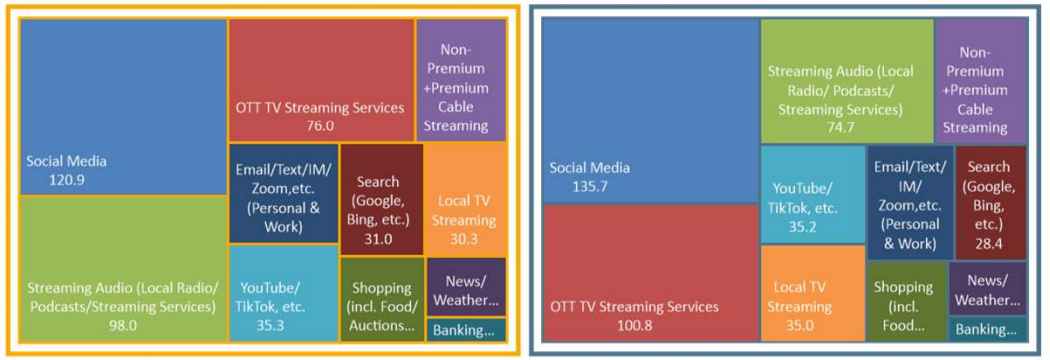
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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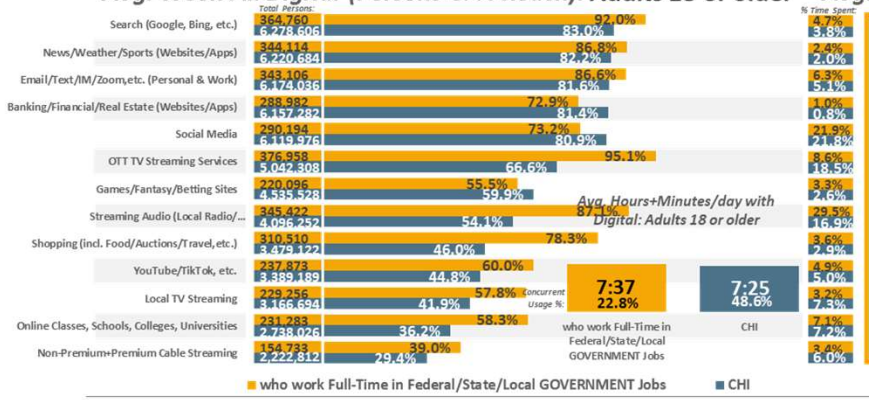
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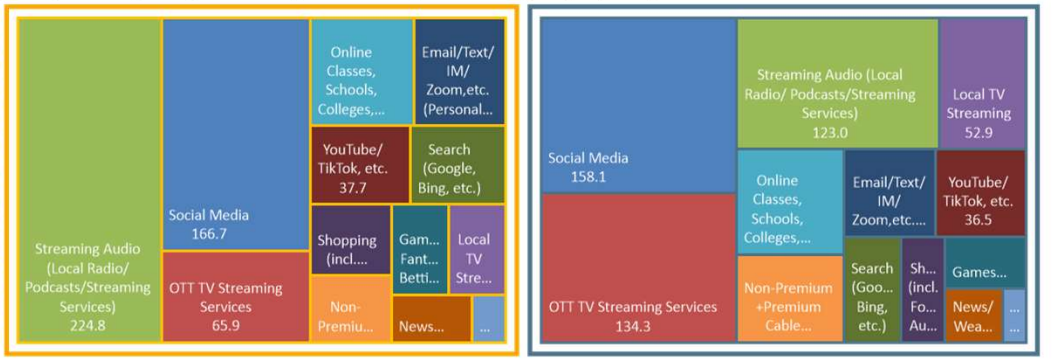
CHI

229,572 or 57.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 131.9 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

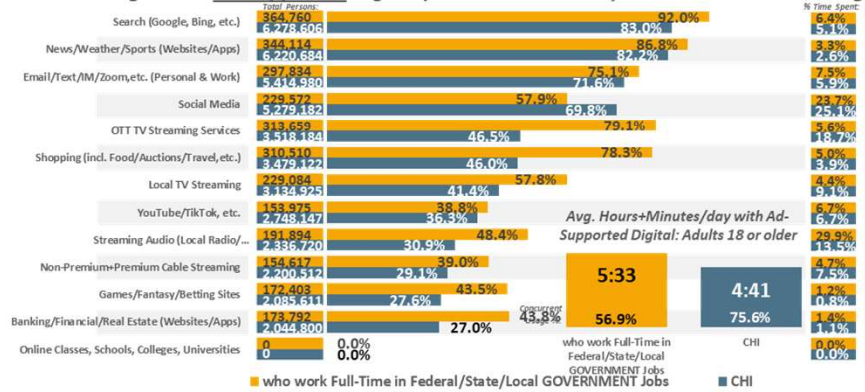
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



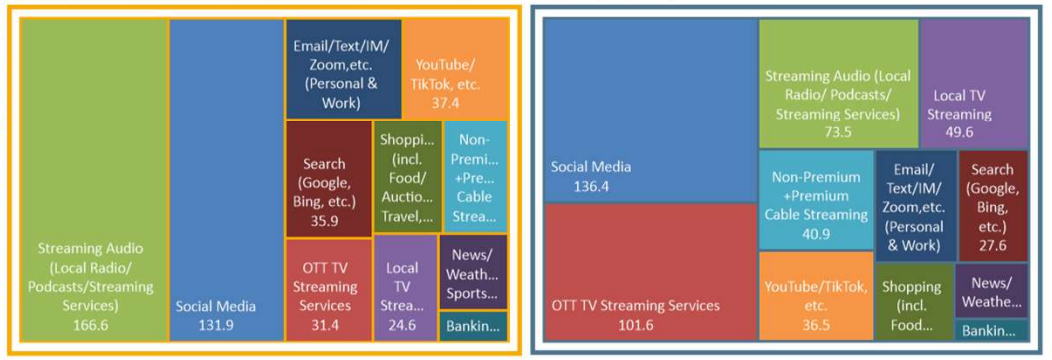
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

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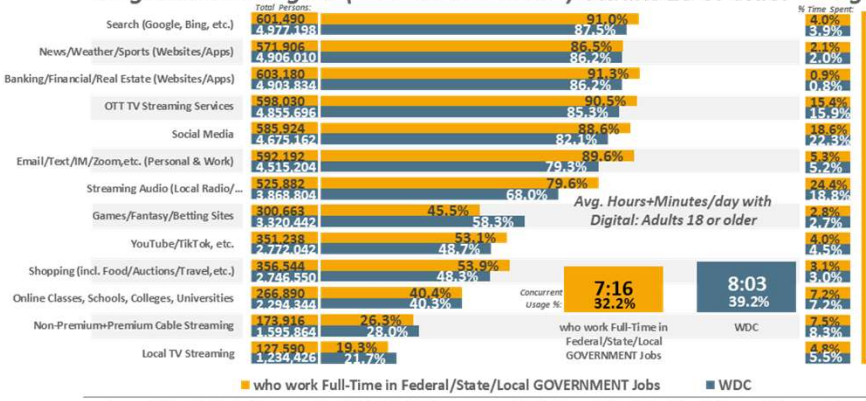
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

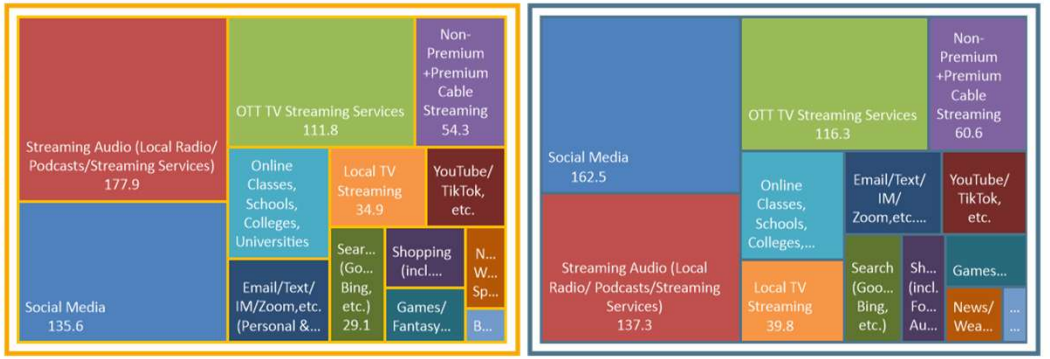


500,808 or 75.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 115.9 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

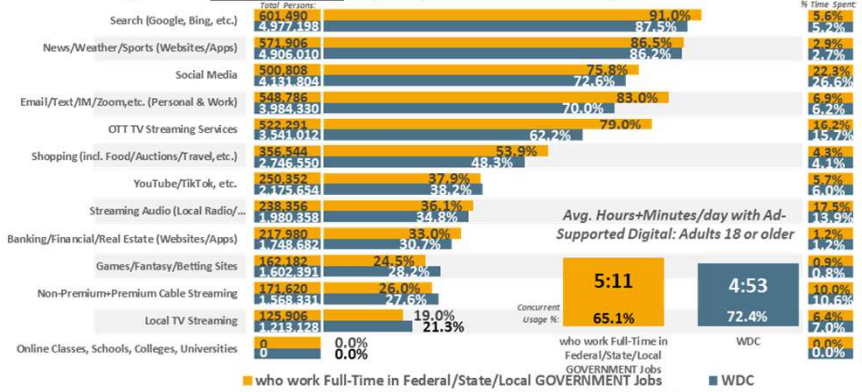
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



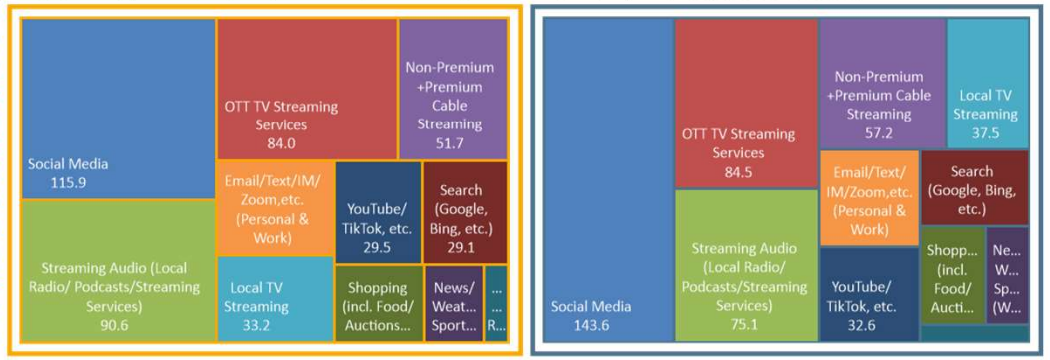
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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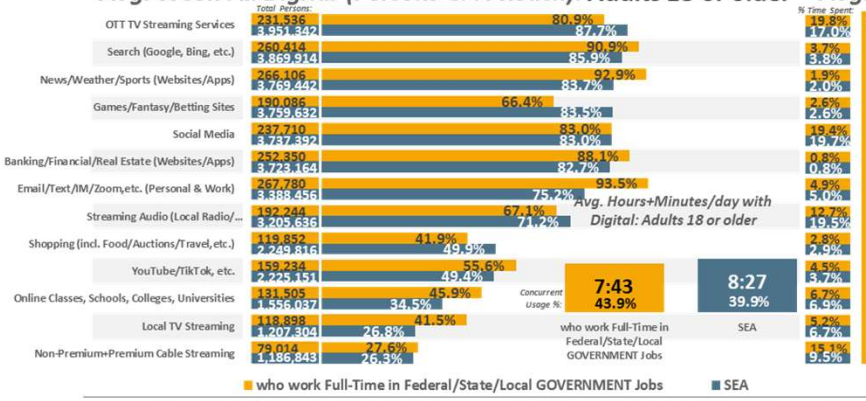
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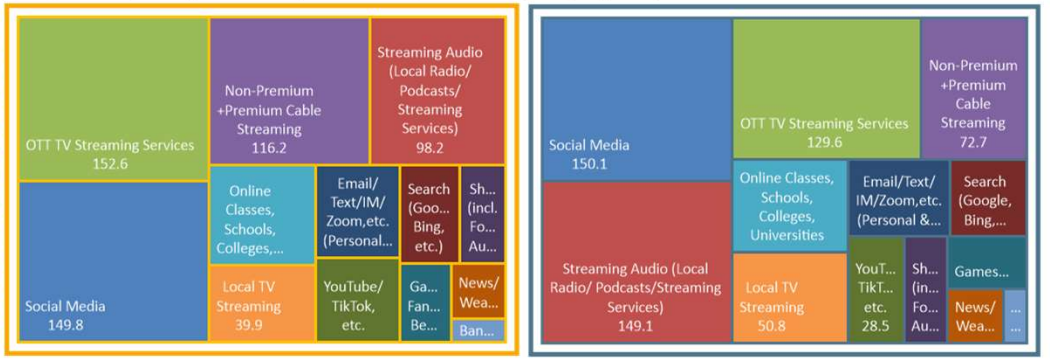
SEA

225,486 or 78.7% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 142.1 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

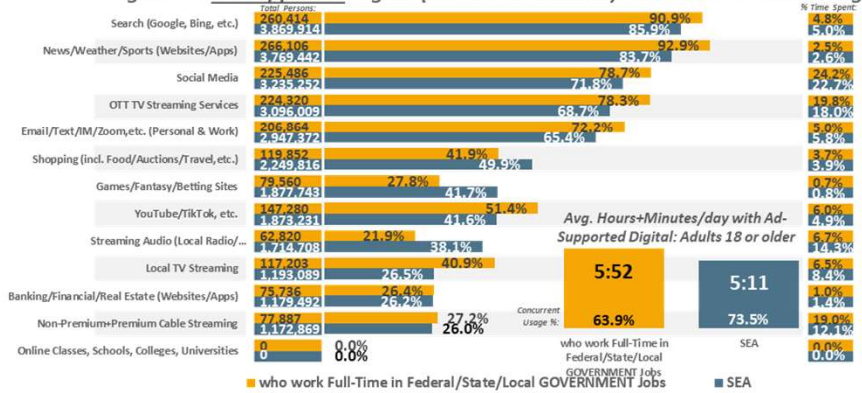
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



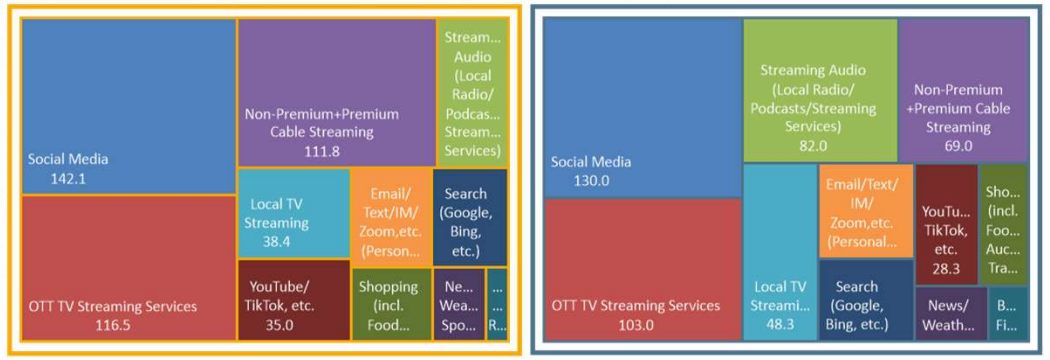
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

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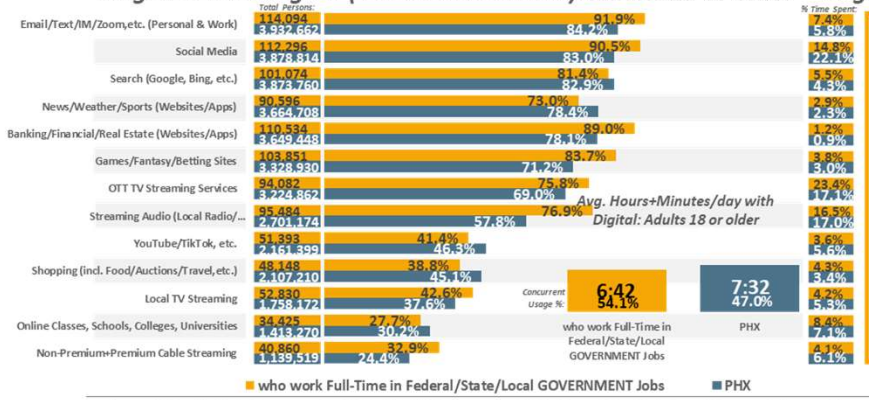
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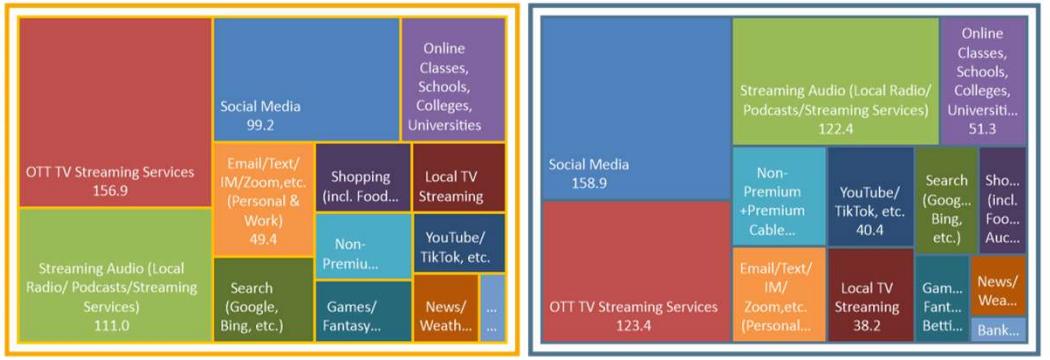
PHX

98,040 or 79.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Social Media for an average of 86.6 minutes every day representing 18.3% of all time spent daily with Ad-Supported Digital Media.

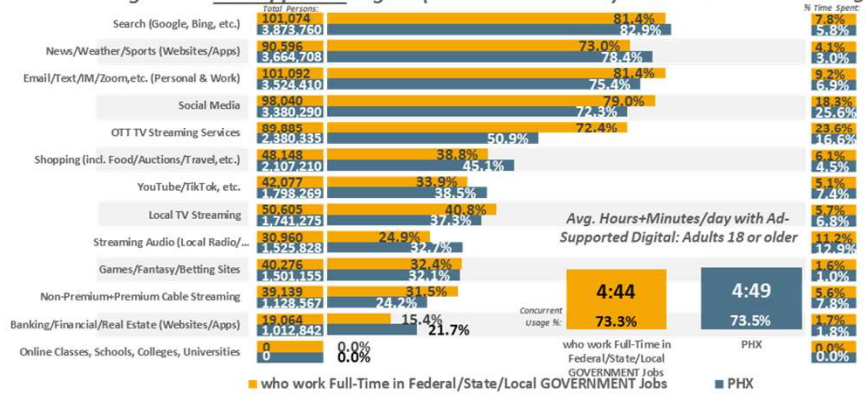
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



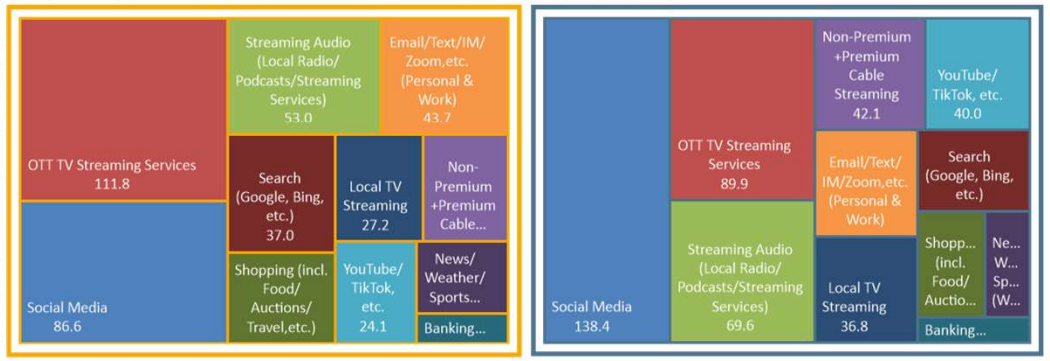
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

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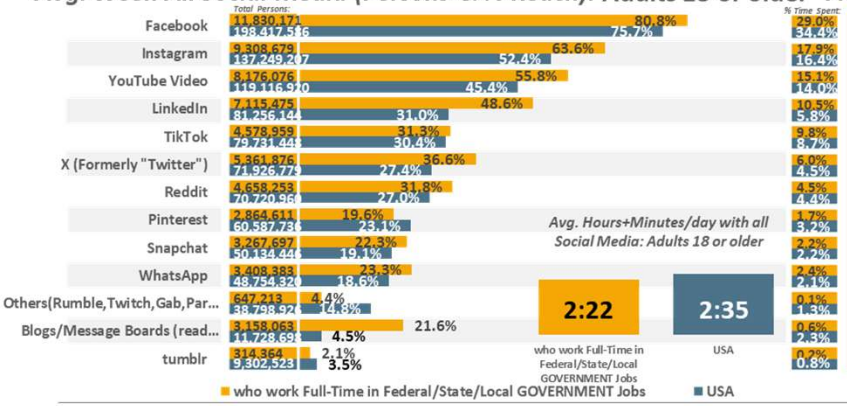
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

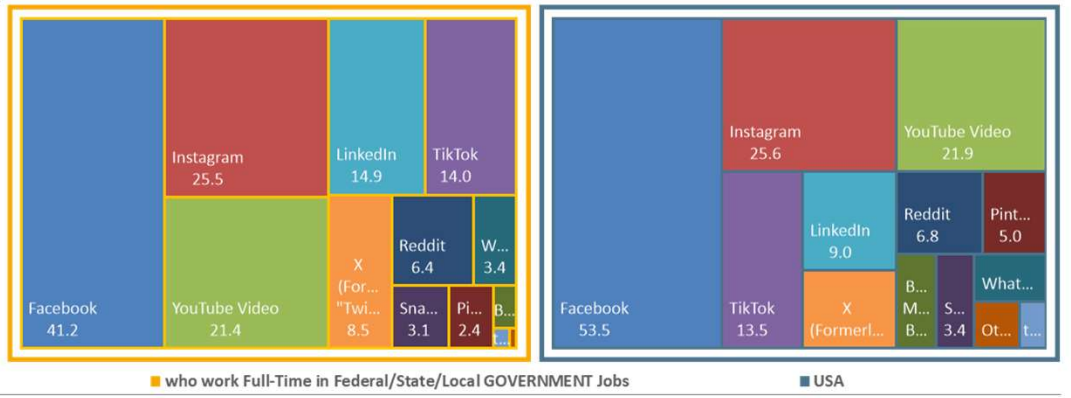


10,442,639 or 71.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 38.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

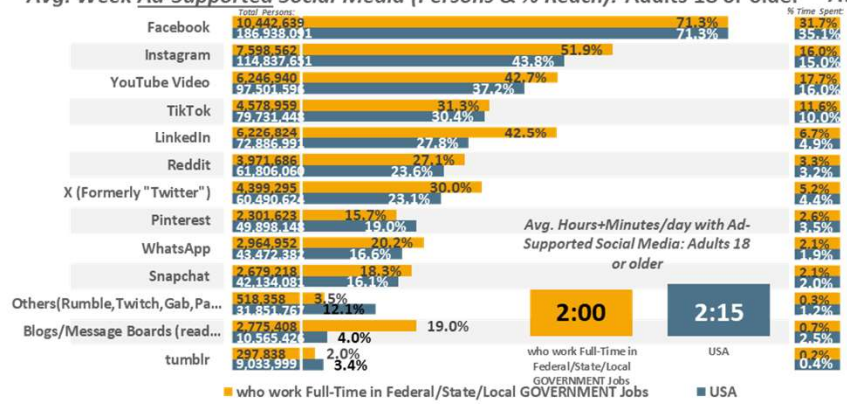
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



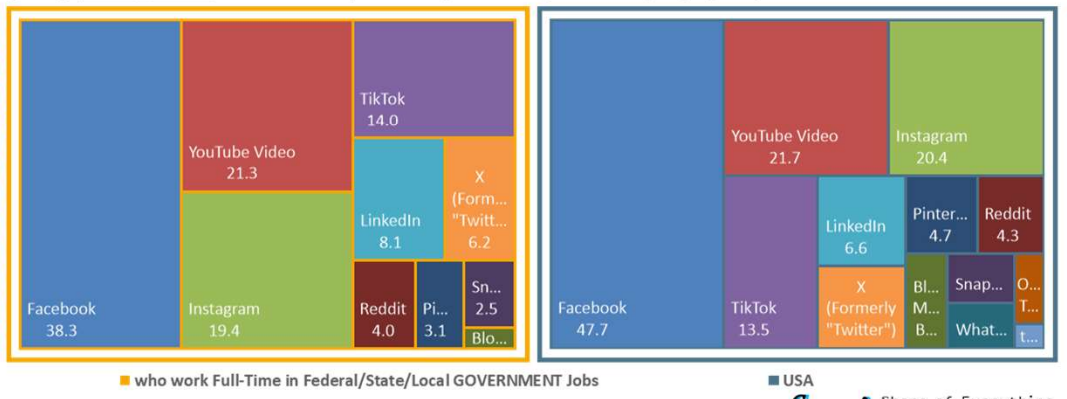
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

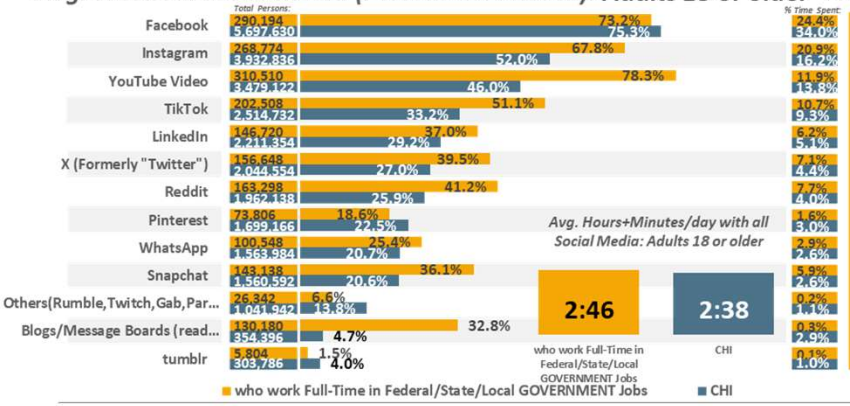
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

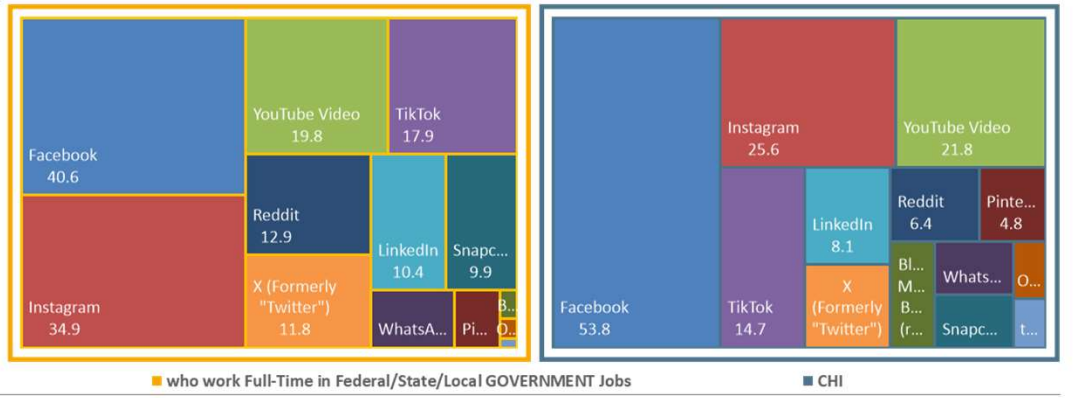


229,572 or 57.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 38.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.

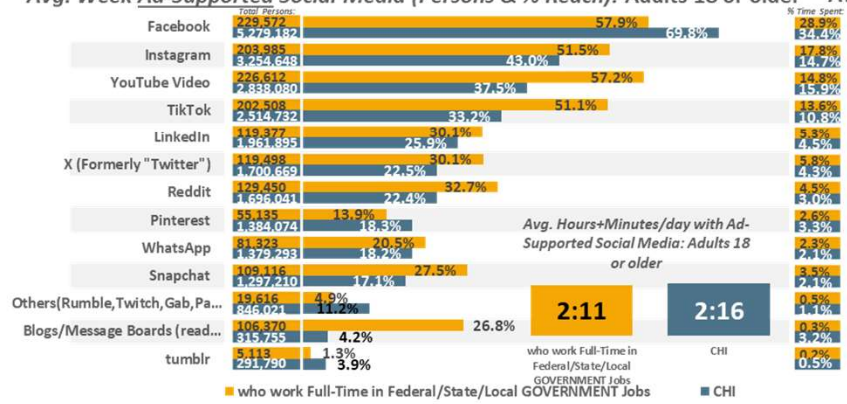
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



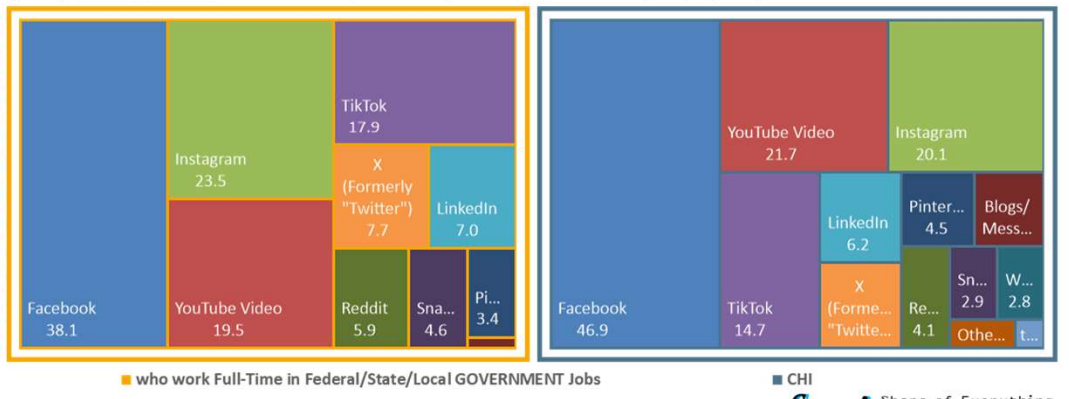
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

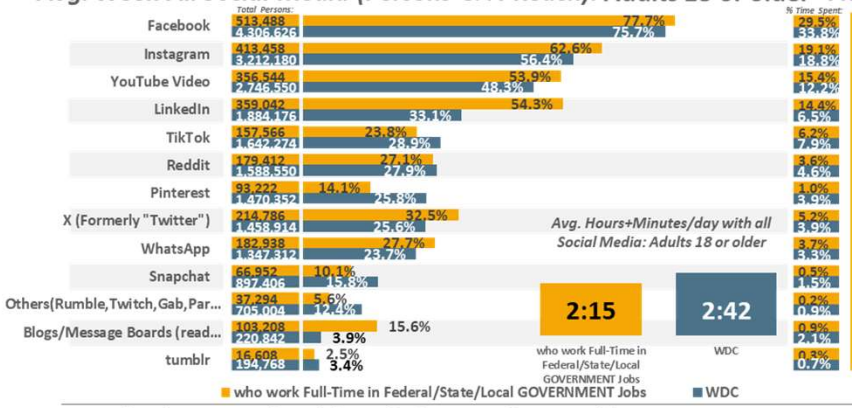
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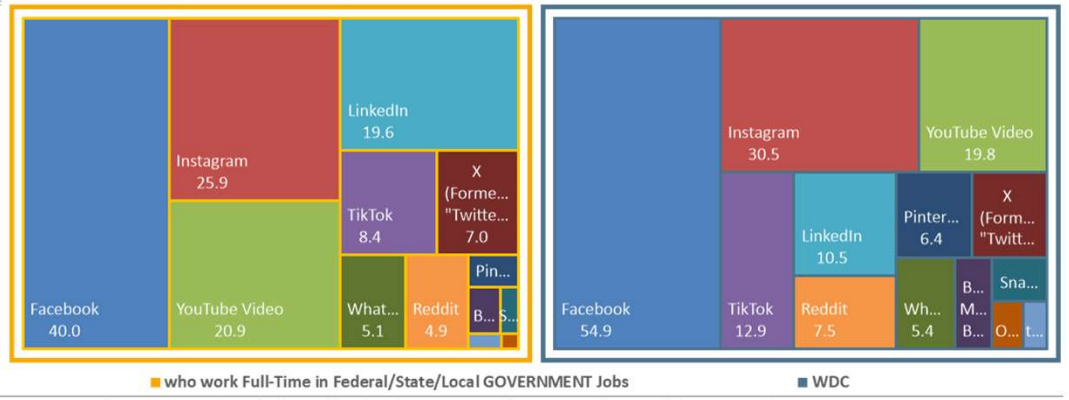
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

500,808 or 75.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 40.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

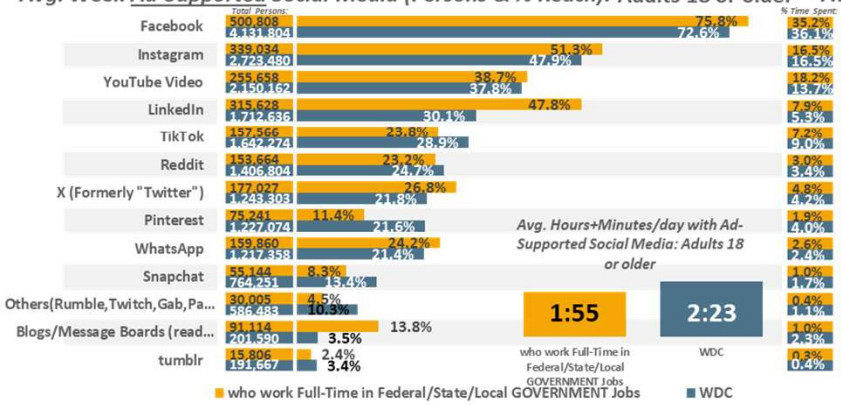
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



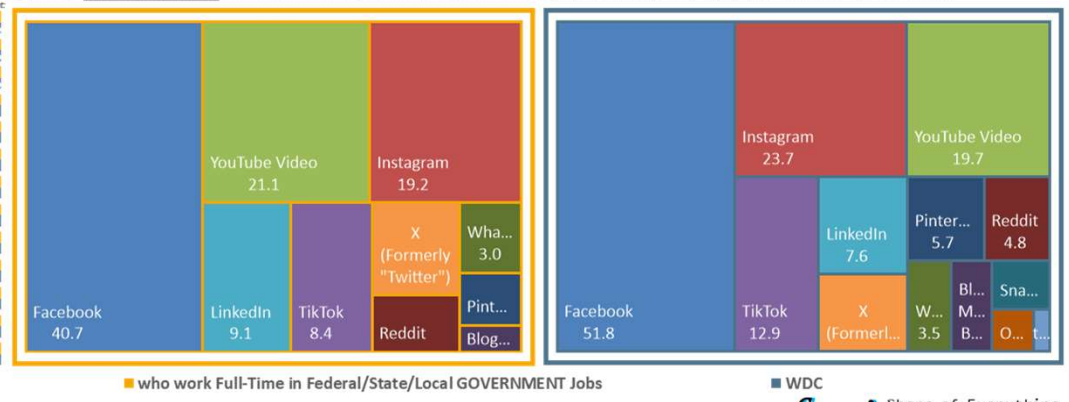
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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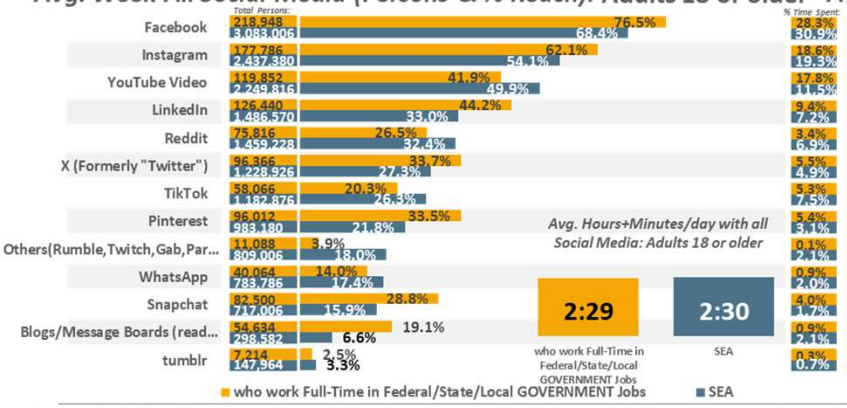
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

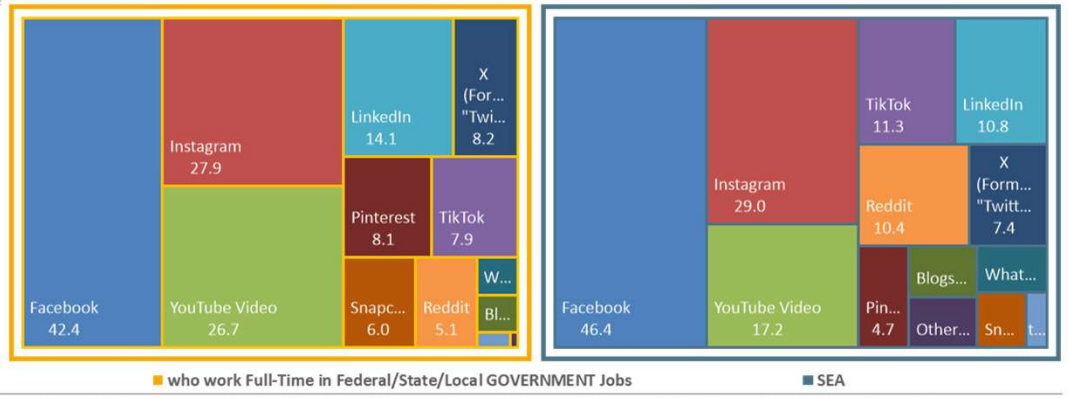
SEA

218,948 or 76.5% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 47. minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

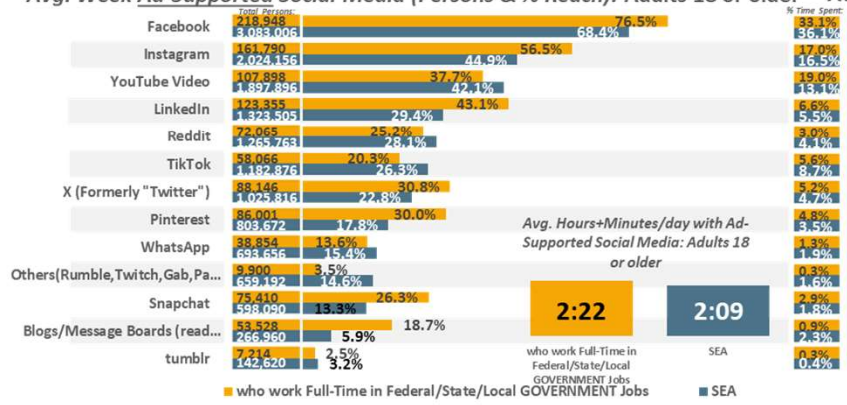
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



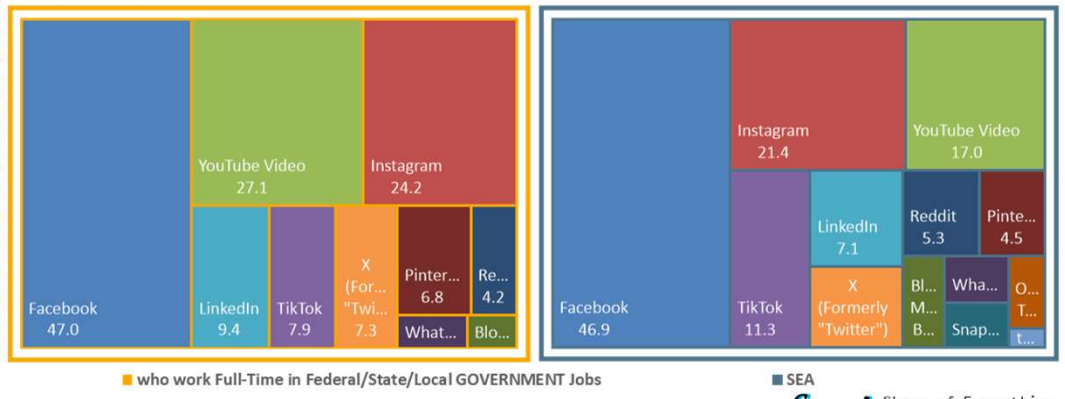
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

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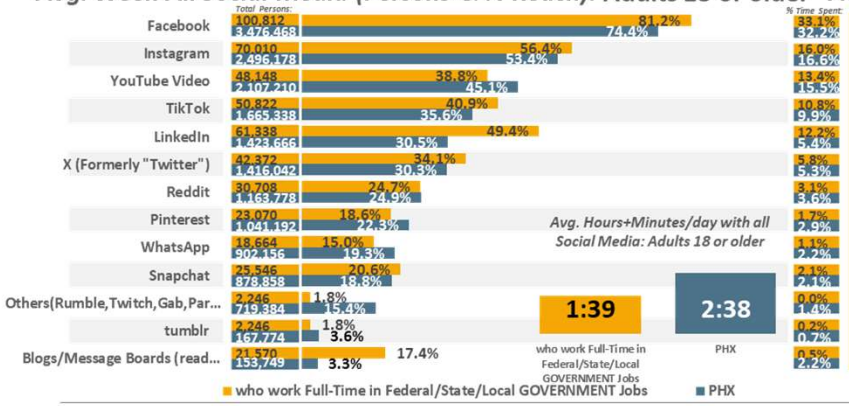
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

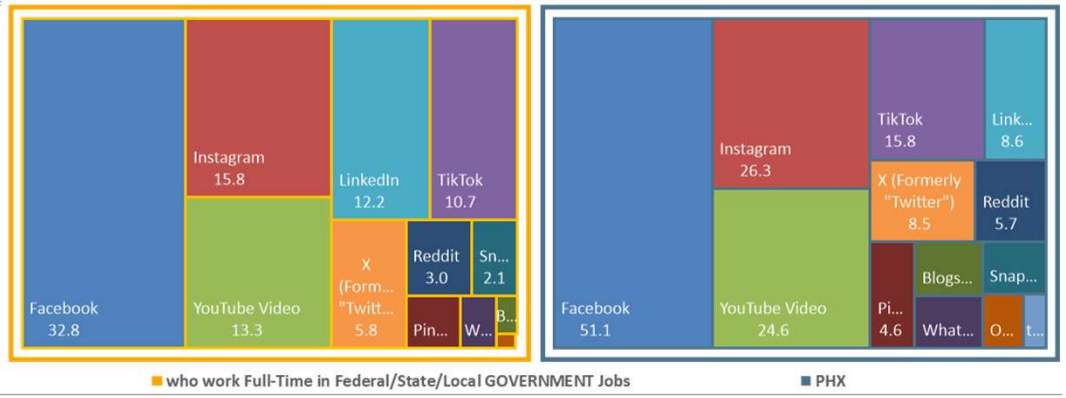
PHX

98,040 or 79.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 30.9 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

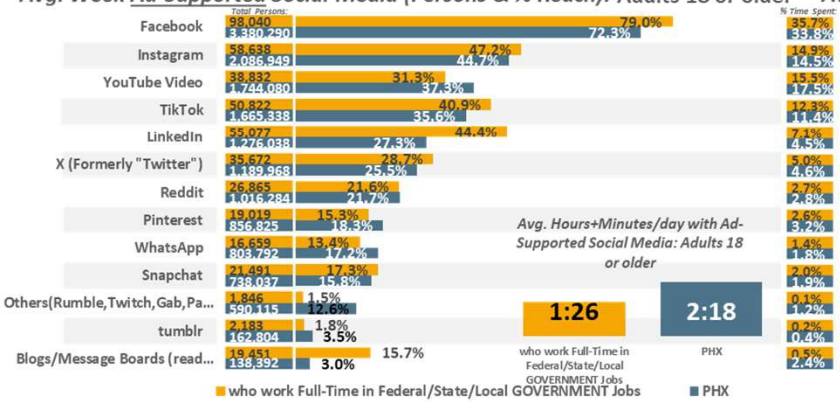
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



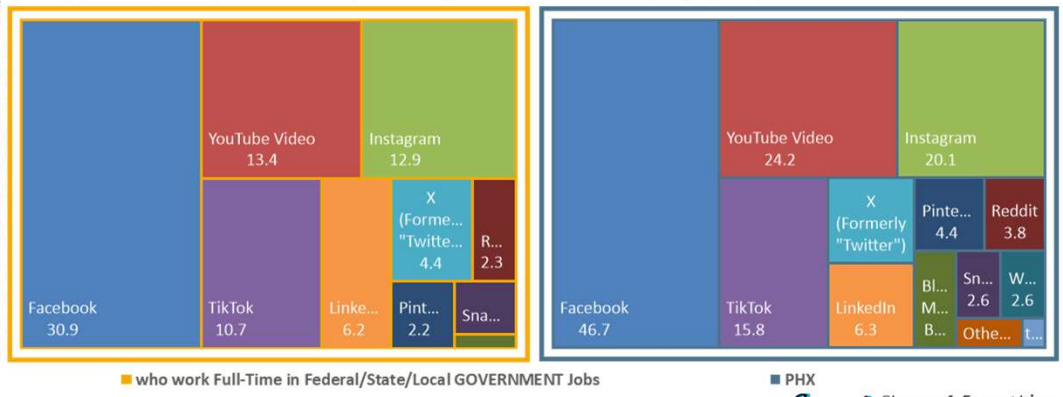
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

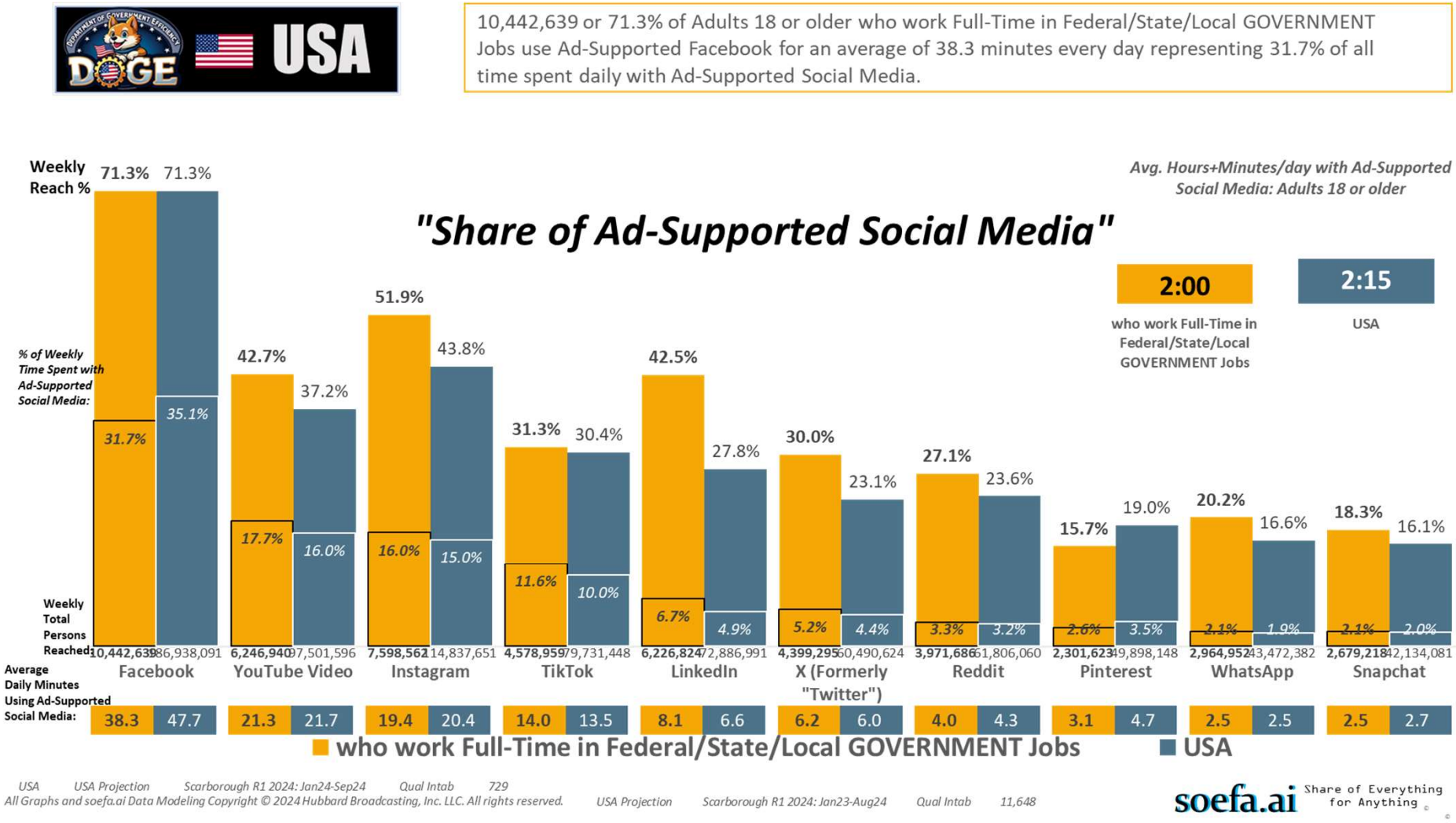


PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

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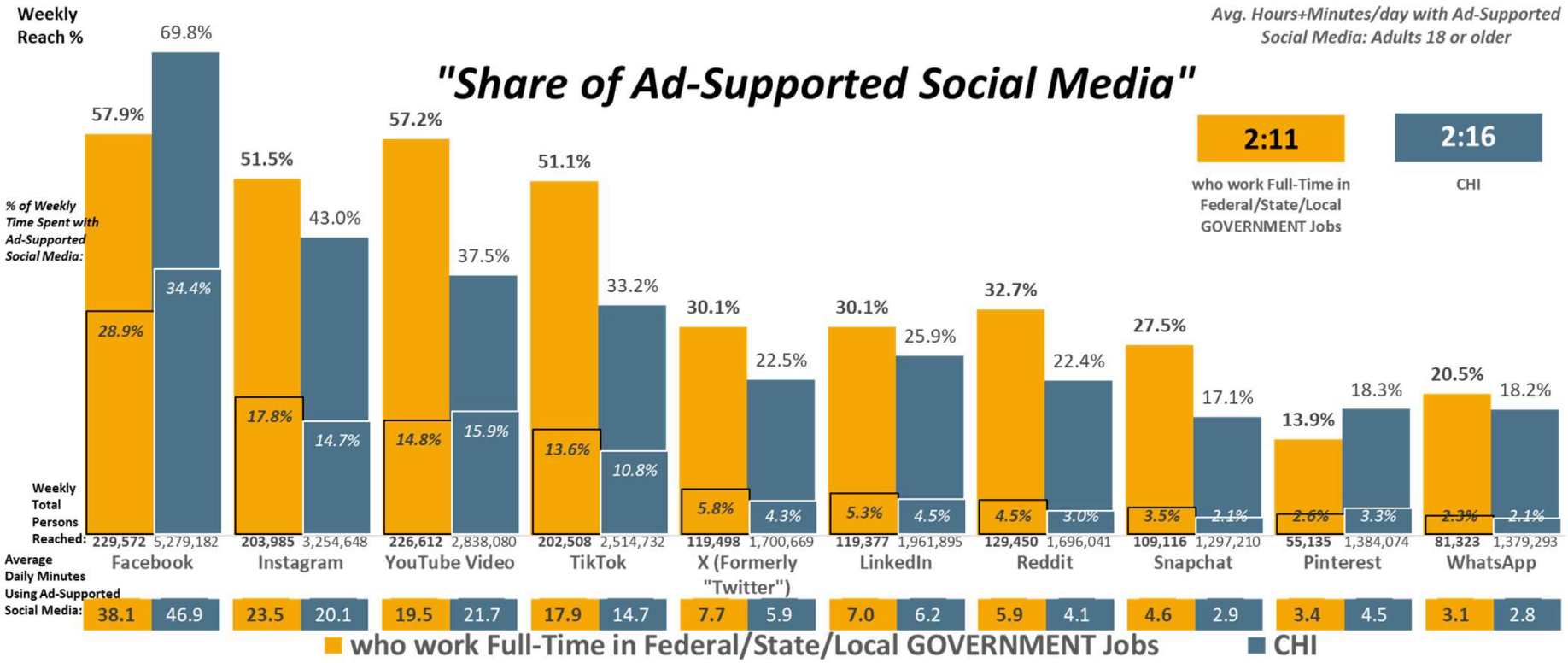
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]


USA
10,442,639 or 71.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 38.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.
Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 18 or older
"Share of Ad-Supported Social Media"
2:00
who work Full-Time in Federal/State/Local GOVERNMENT Jobs
2:15
USA
Weekly Reach %
% of Weekly Time Spent with Ad-Supported Social Media:
Weekly Total Persons Reached:
Average Daily Minutes Using Ad-Supported Social Media:
Facebook
YouTube Video
Instagram
TikTok
LinkedIn
X (Formerly "Twitter")
Reddit
Pinterest
WhatsApp
Snapchat
who work Full-Time in Federal/State/Local GOVERNMENT Jobs
USA
USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648
soefa.ai Share of Everything for Anything
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



229,572 or 57.9% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 38.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.



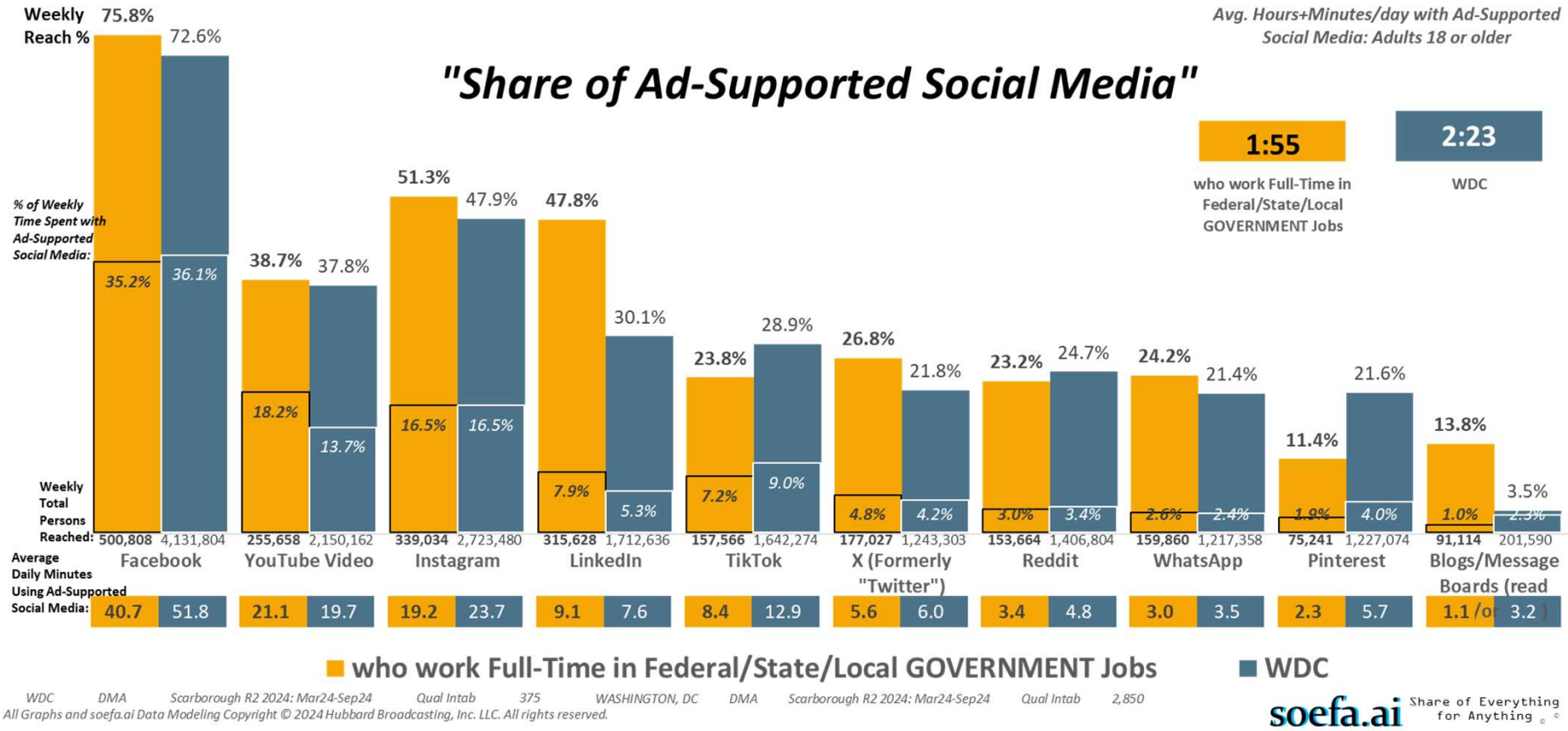
CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73 CHICAGO DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 1,690

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

500,808 or 75.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 40.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



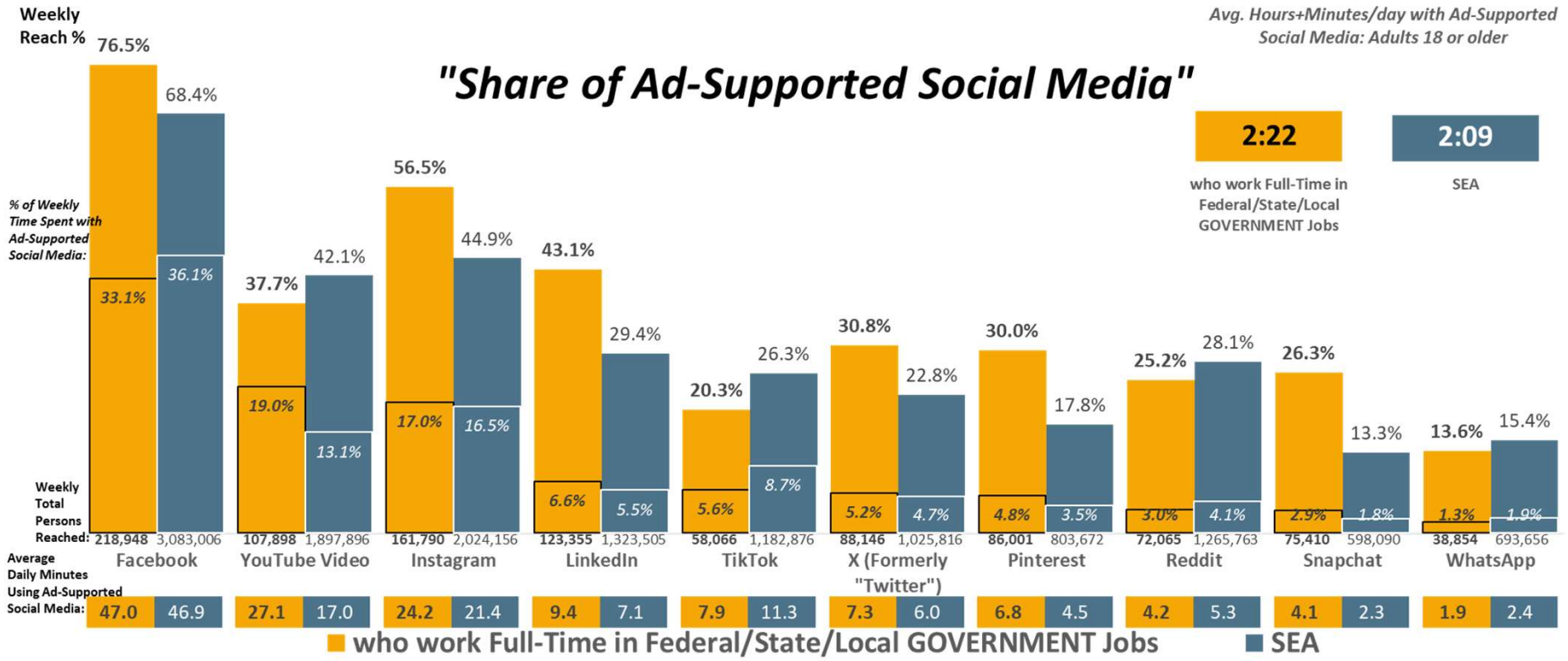
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

SEA

218,948 or 76.5% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 47. minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108 SEATTLE-TACOMA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 1,892

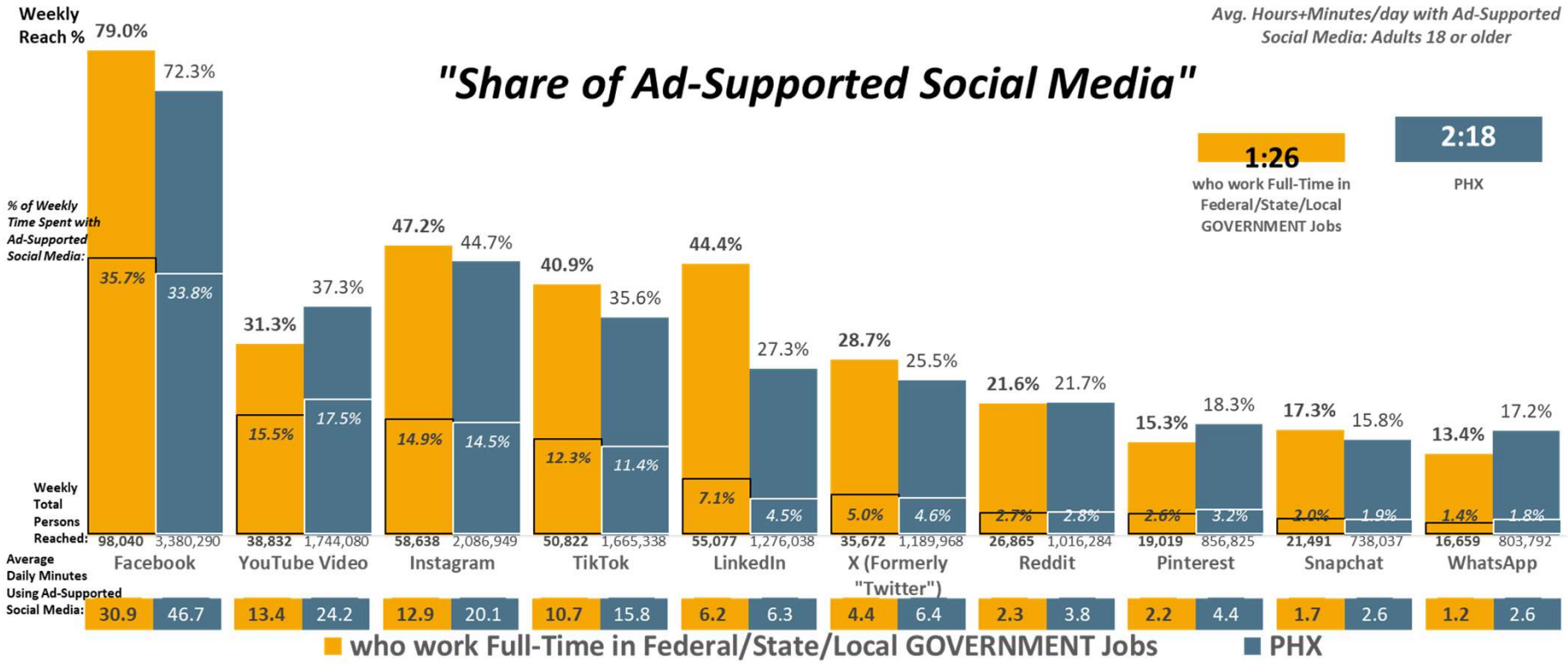
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

PHX

98,040 or 79.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs use Ad-Supported Facebook for an average of 30.9 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32 PHOENIX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,134

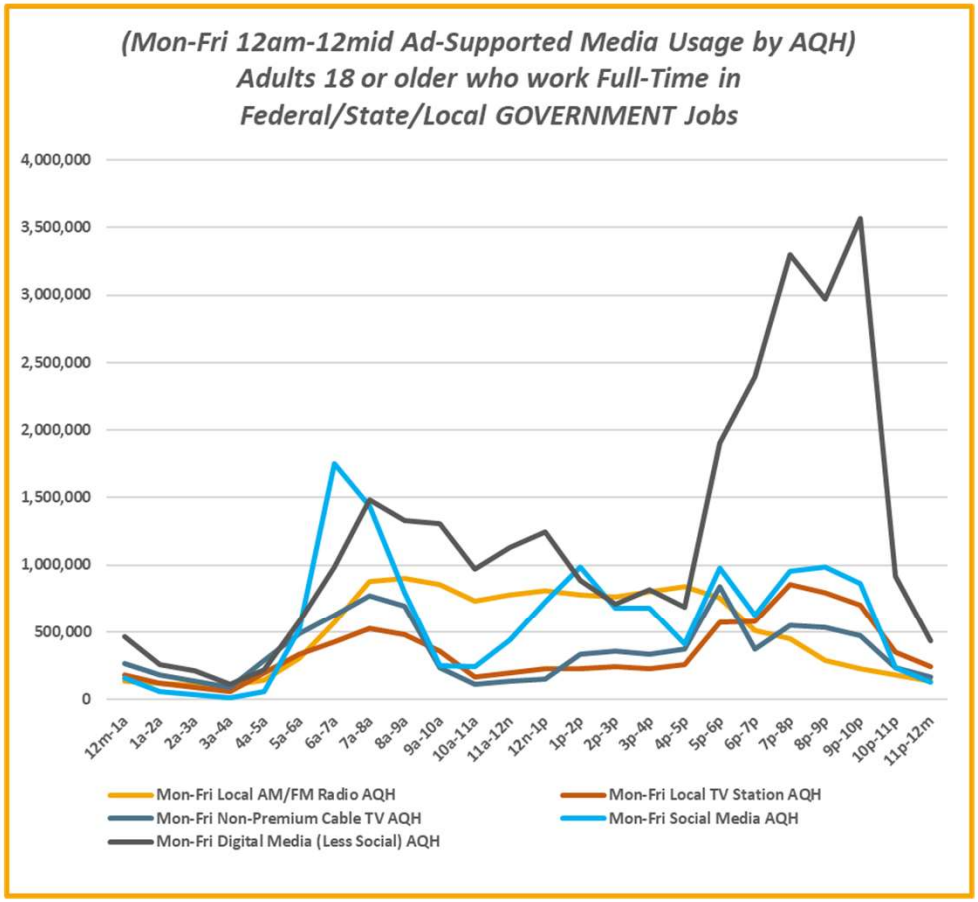
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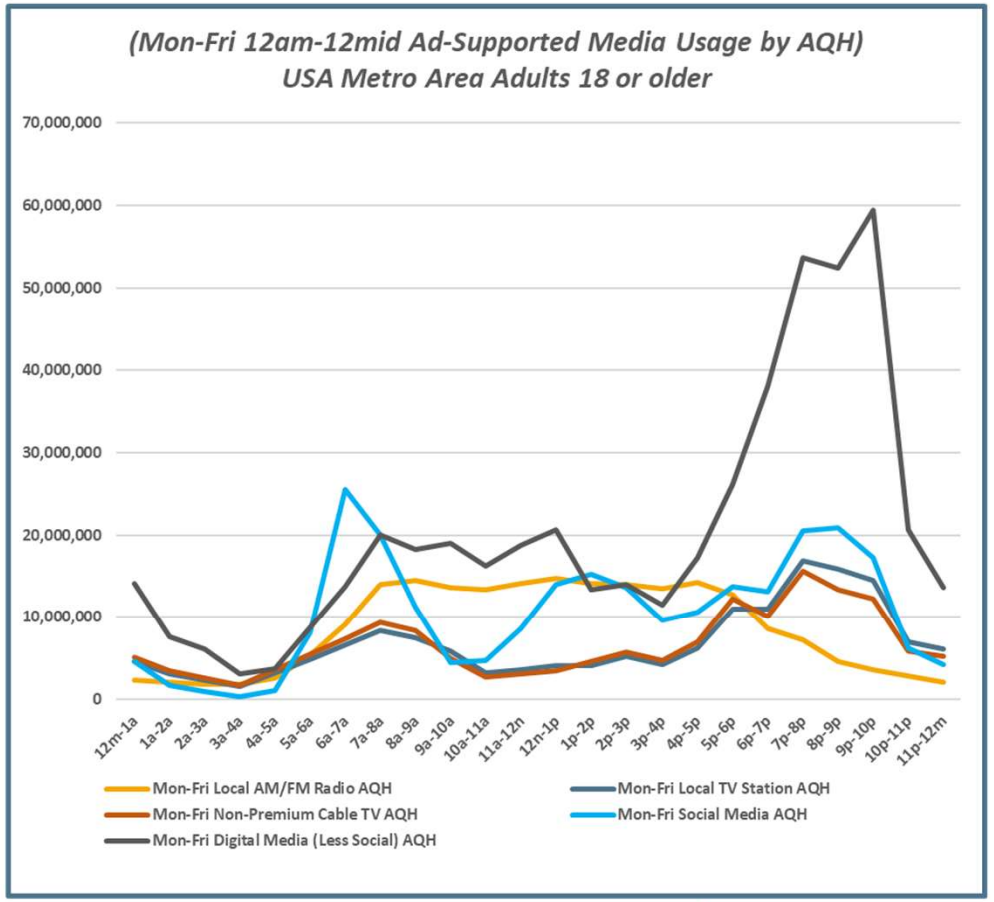
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,218,735; Social Media: 768,821; Local Radio: 766,728; Non-Prem. Cable: 409,967; Local TV: 344,655 reaching Adults 18 or older who work Full-Time in Federal/State/Local





USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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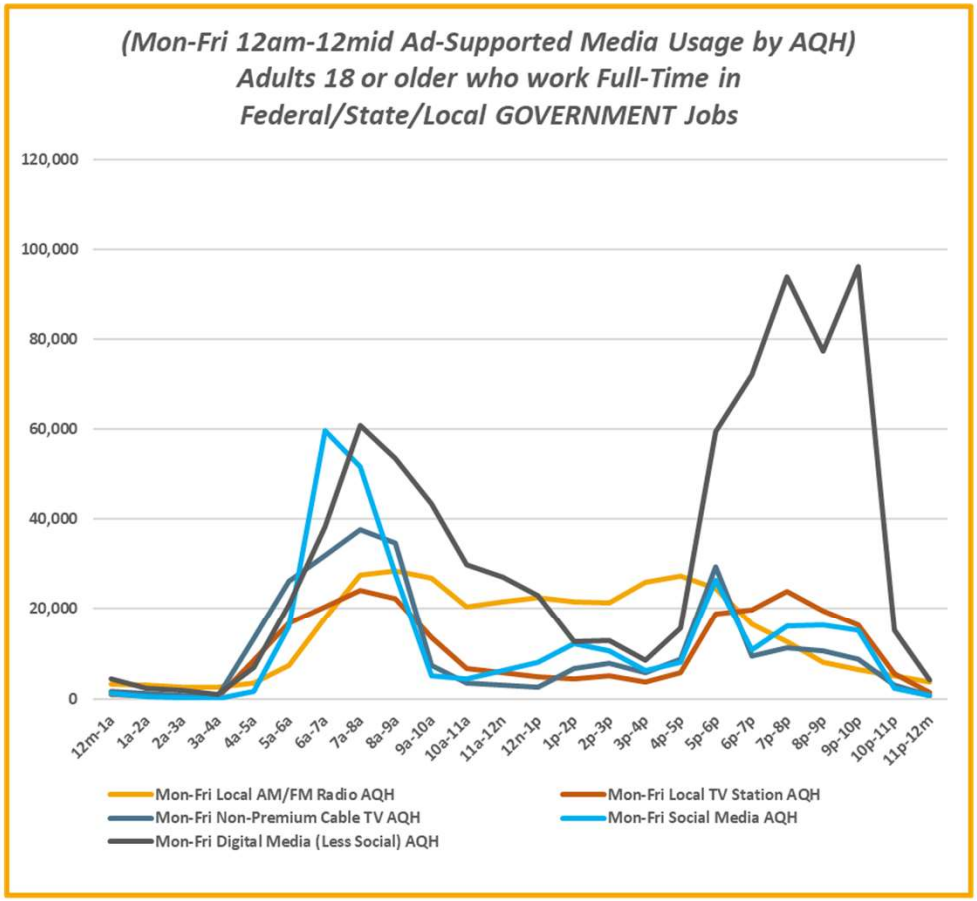
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

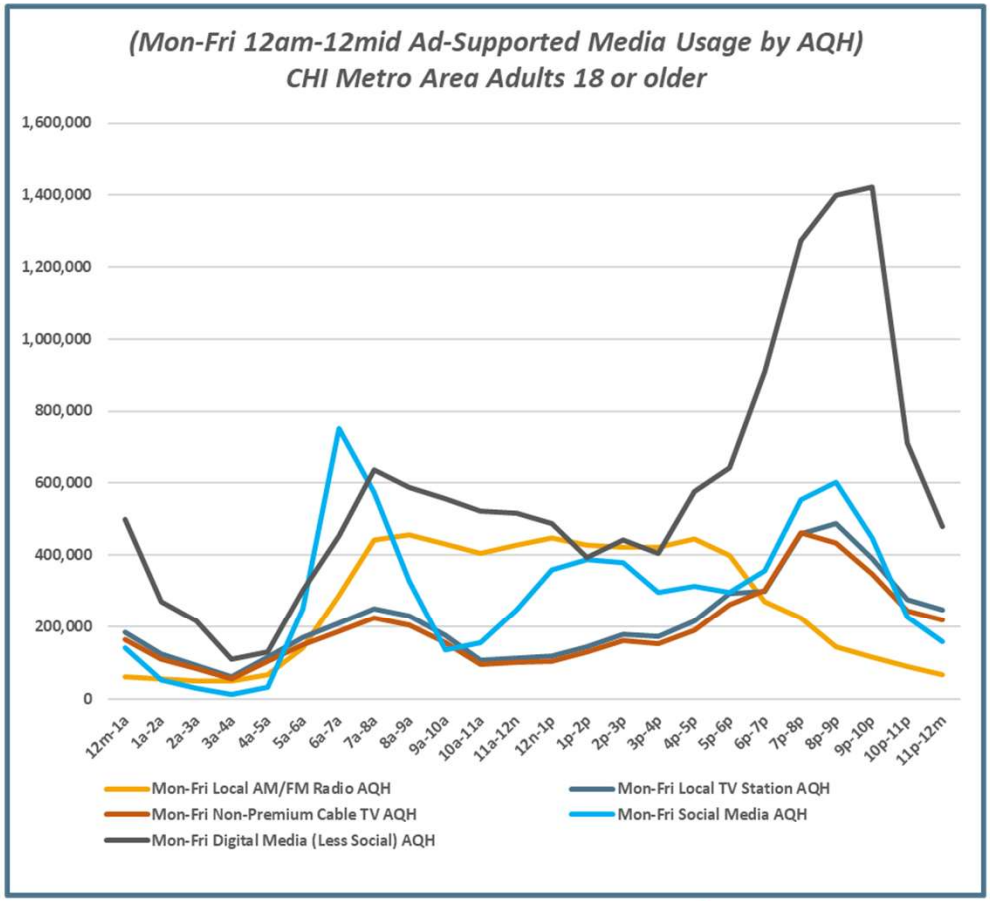
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,144; Local Radio: 23,330; Social Media: 18,253; Non-Prem. Cable: 14,514; Local TV: 11,933 reaching Adults 18 or older who work Full-Time in Federal/State/Local GOVERNM





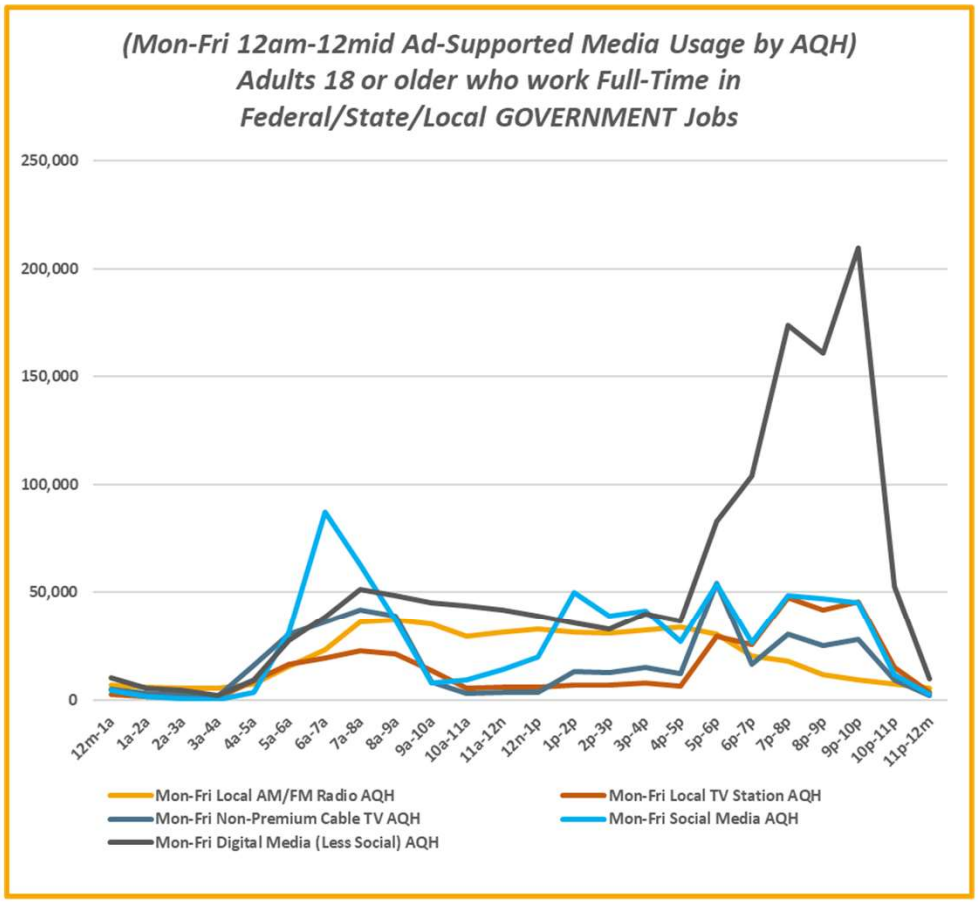
CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

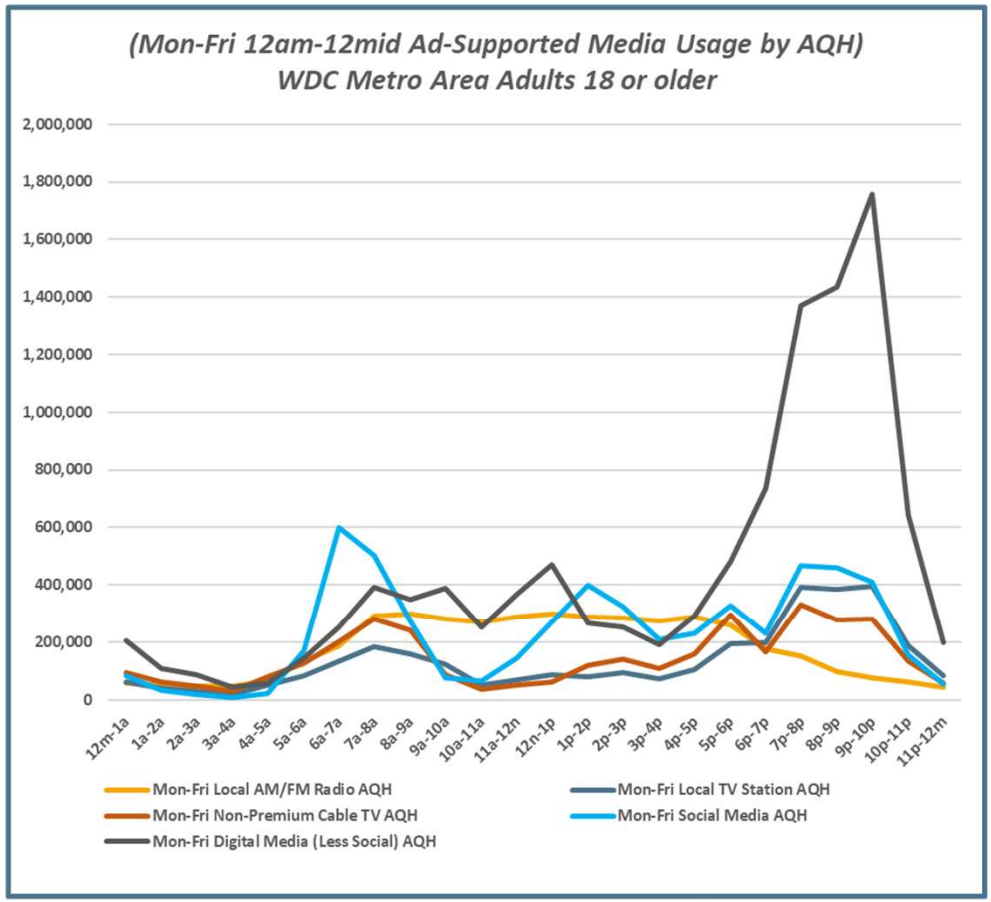
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,227; Social Media: 36,539; Local Radio: 30,986; Non-Prem. Cable: 19,924; Local TV: 13,568 reaching Adults 18 or older who work Full-Time in Federal/State/Local GOVERNM





WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

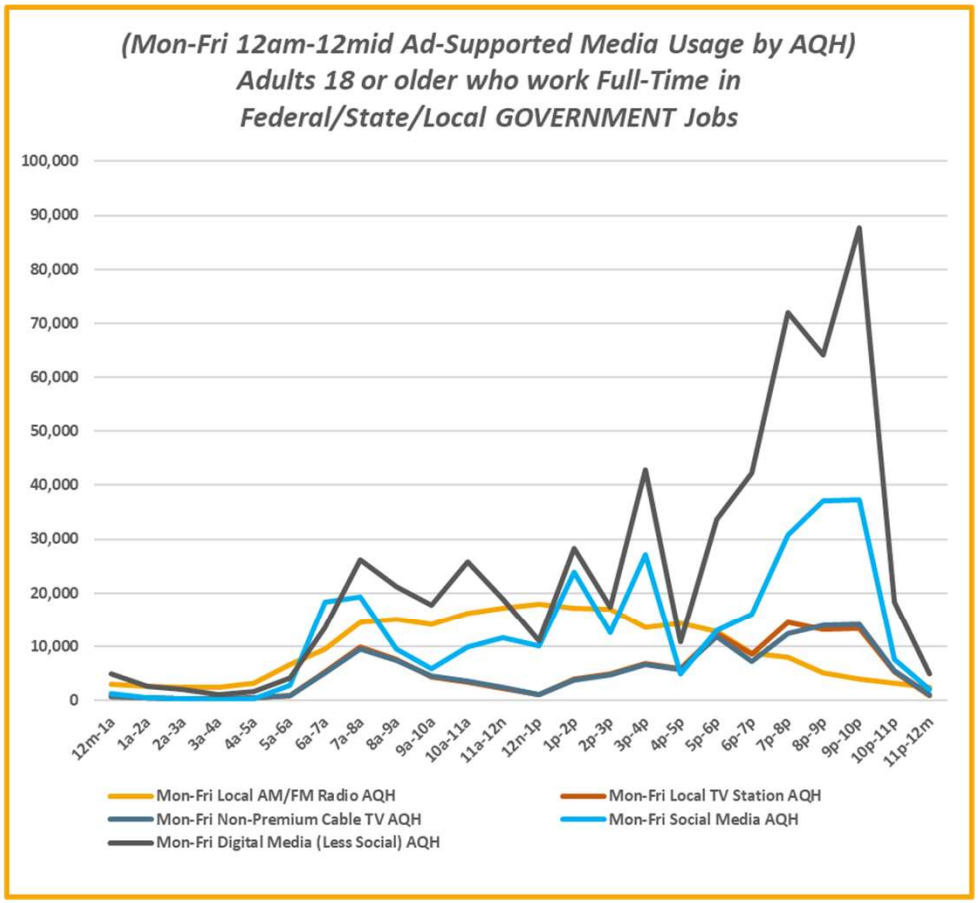
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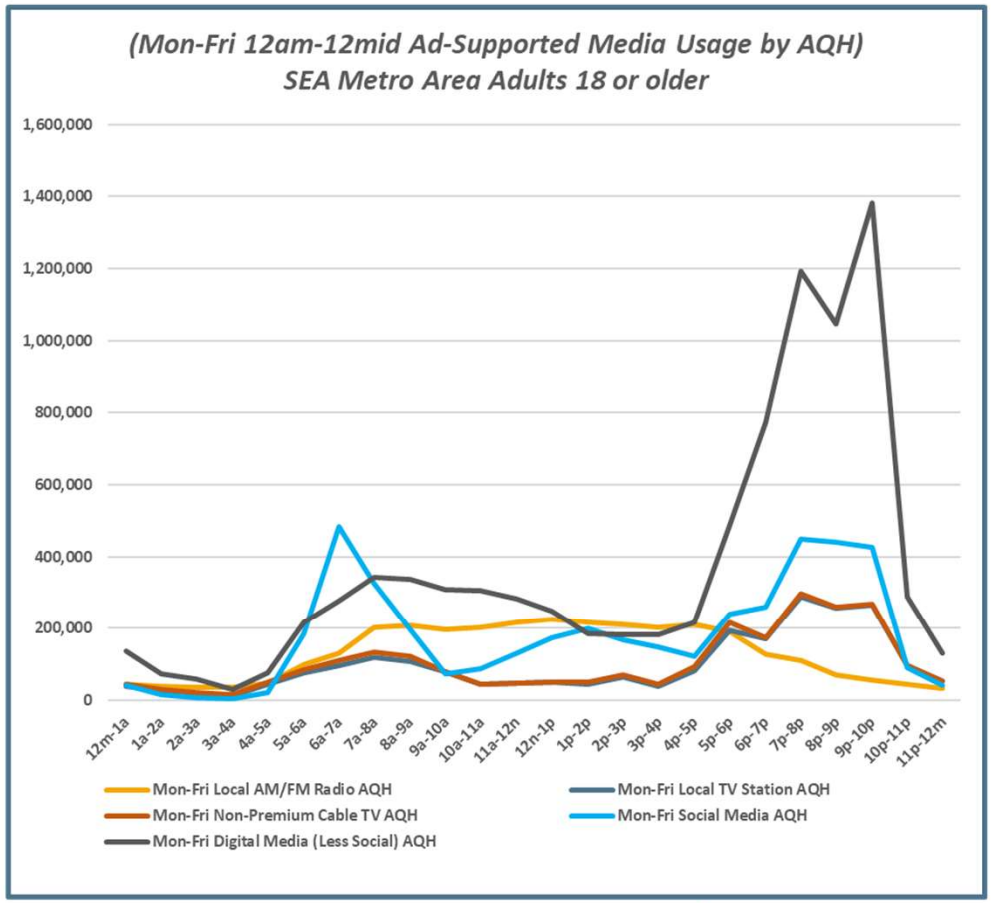
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,801; Local Radio: 14,473; Social Media: 14,018; Local TV: 5,845; Non-Prem. Cable: 5,627 reaching Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMEN





SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

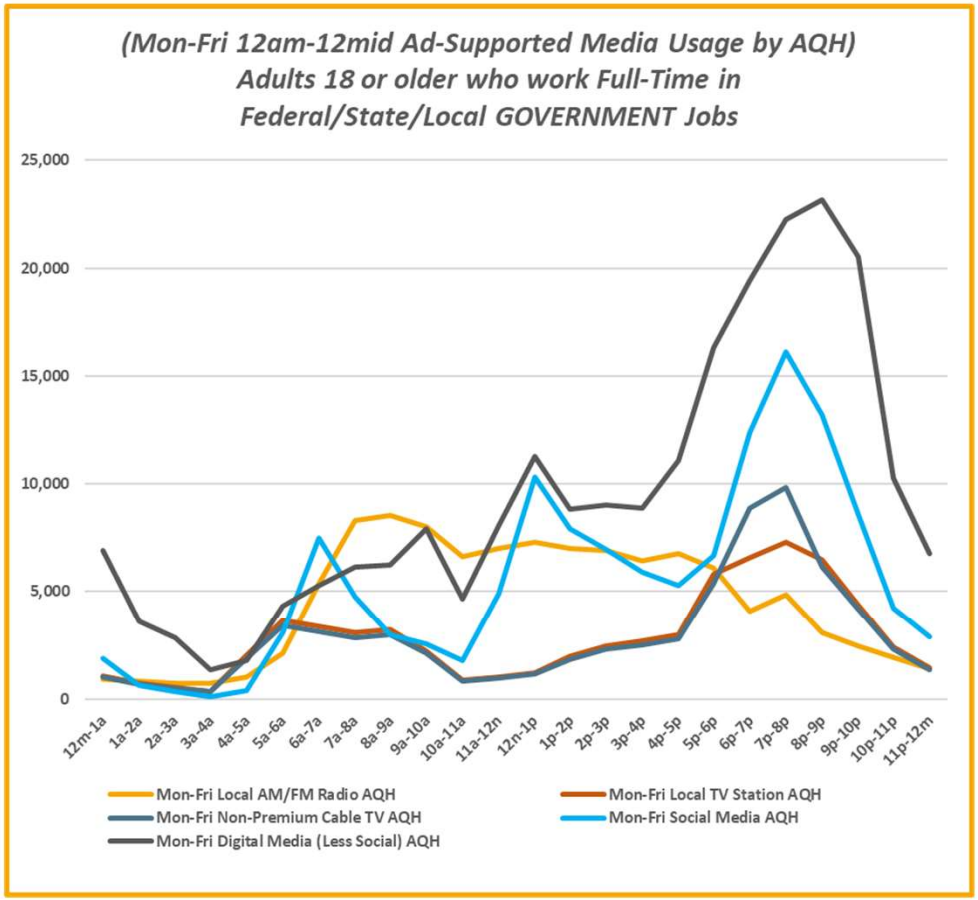
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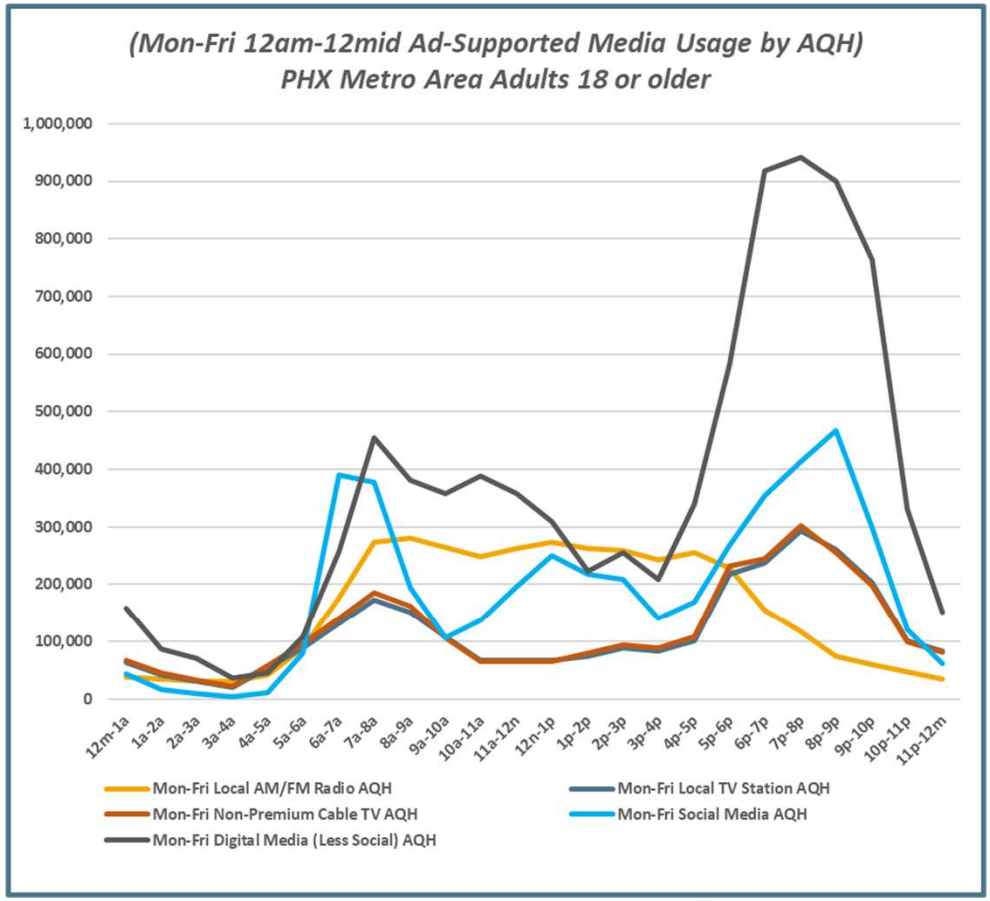
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,478; Local Radio: 6,797; Social Media: 6,146; Non-Prem. Cable: 2,898; Local TV: 2,877 reaching Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT J





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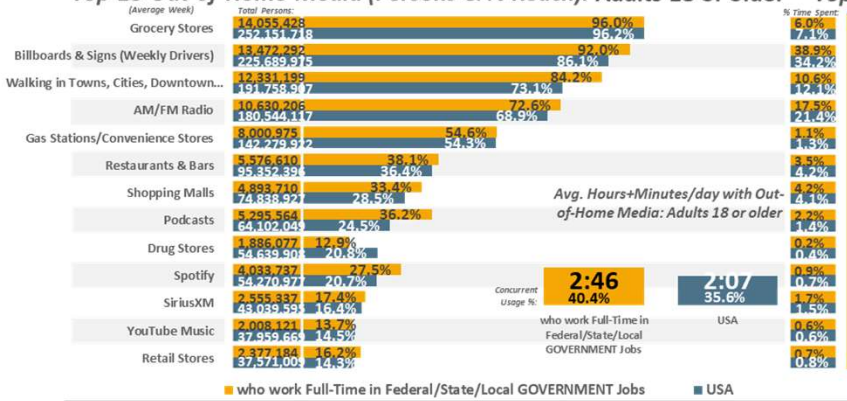
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

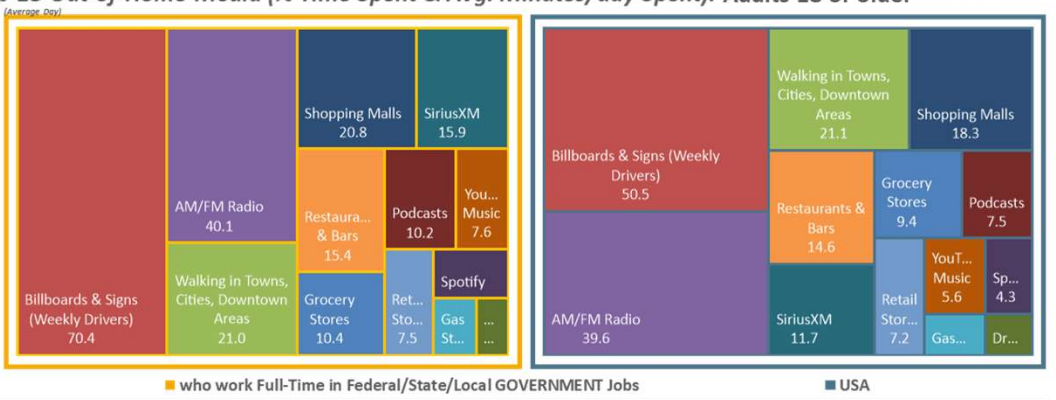


13,472,292 or 92.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 70.4 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minut

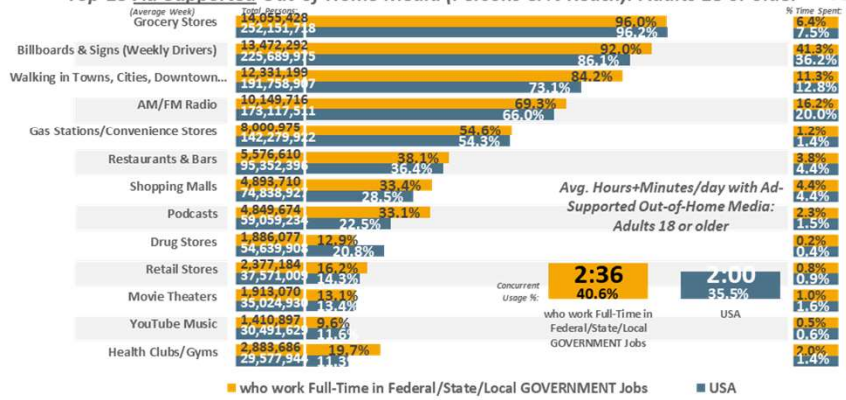
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



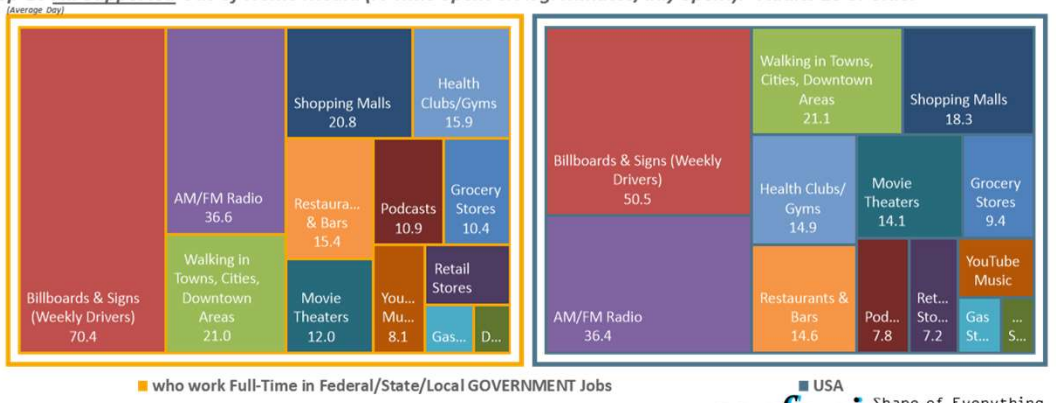
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

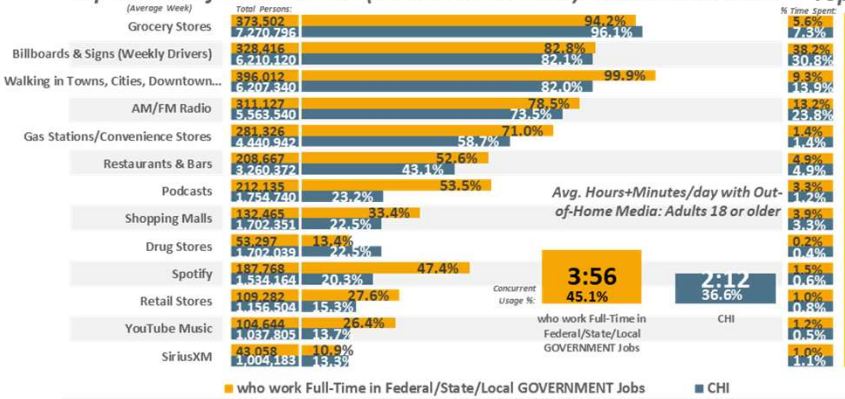
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

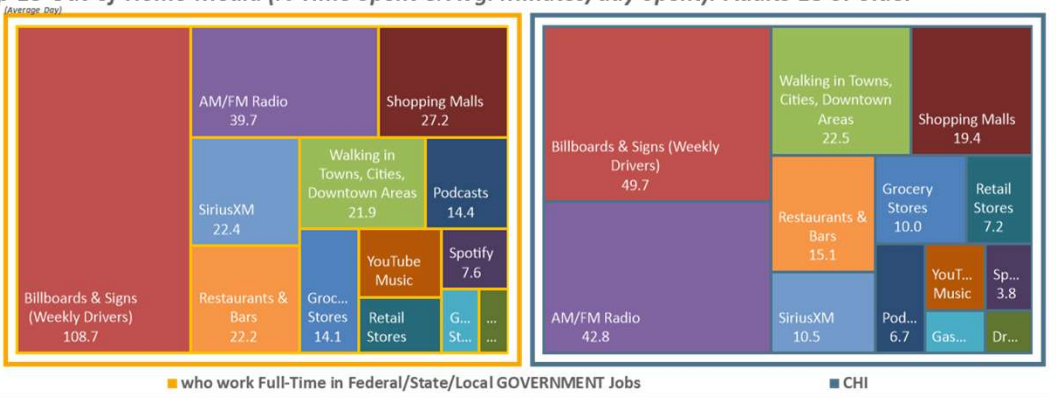
CHI

328,416 or 82.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 108.7 minutes per day driving, seeing Billboards and Signs. 76.3% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minute

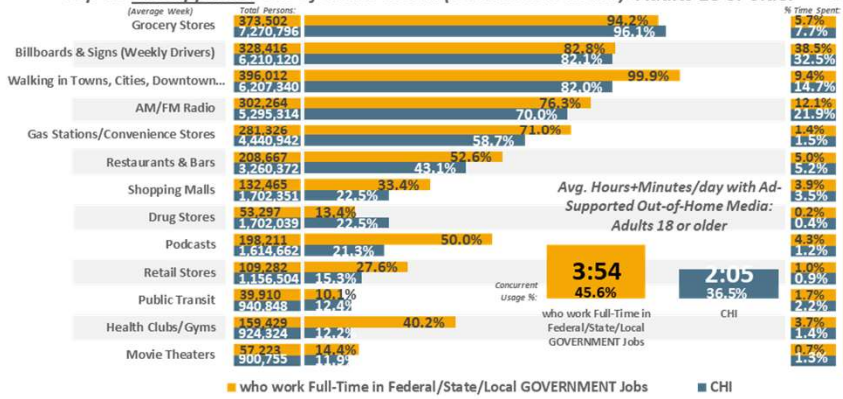
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



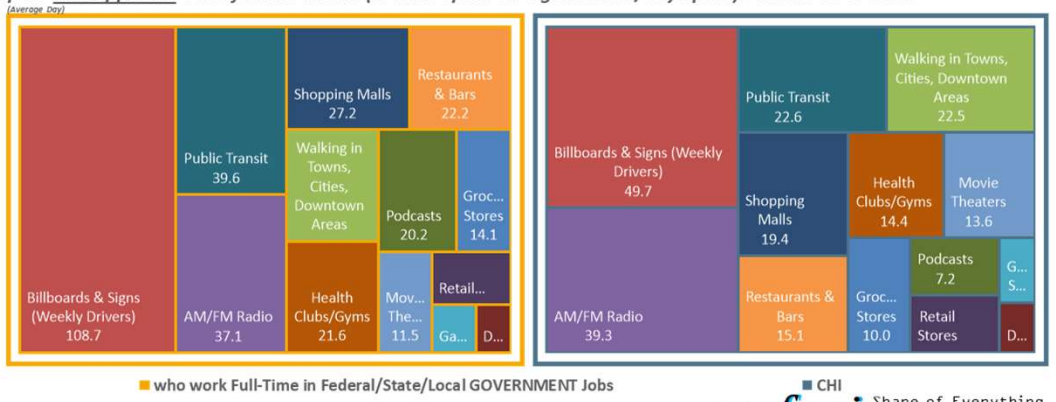
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

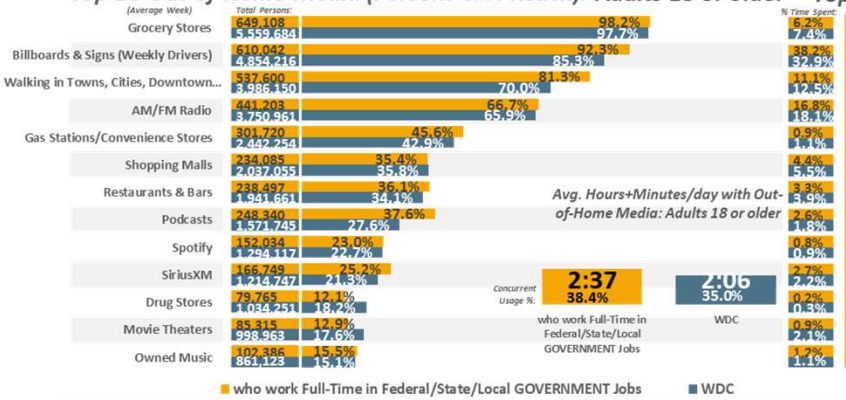
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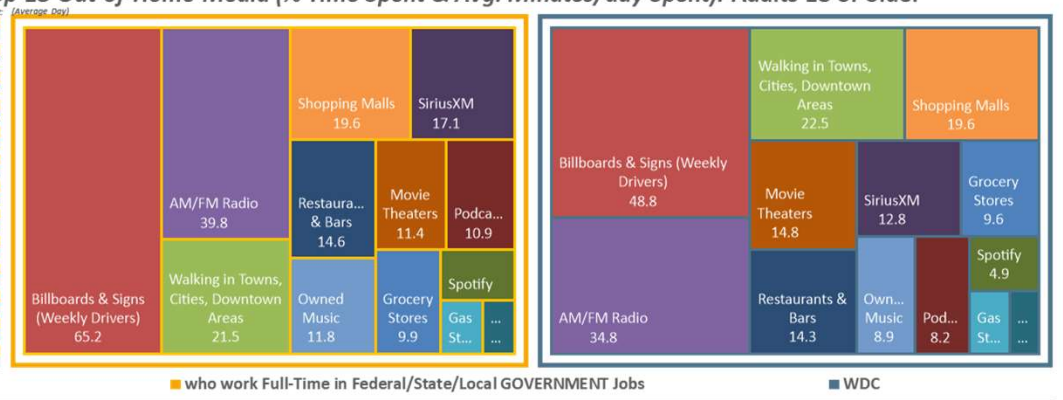
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

610,042 or 92.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 65.2 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes

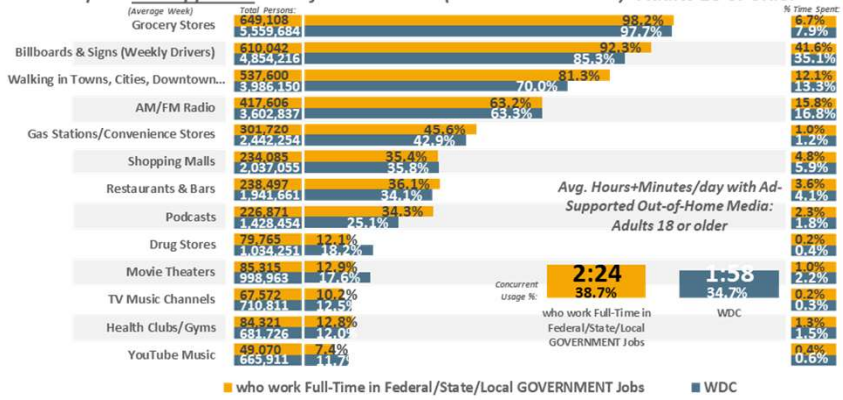
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



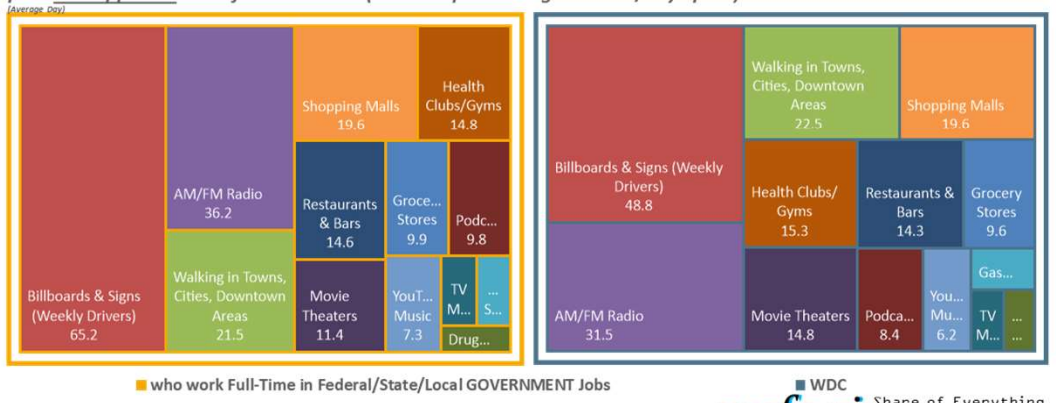
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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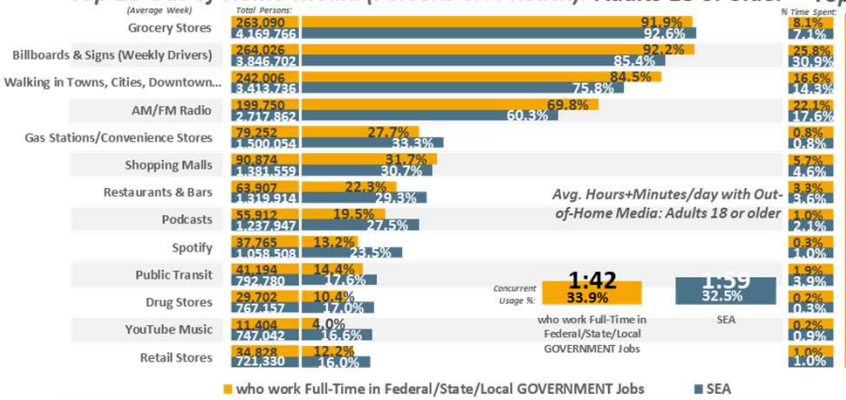
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

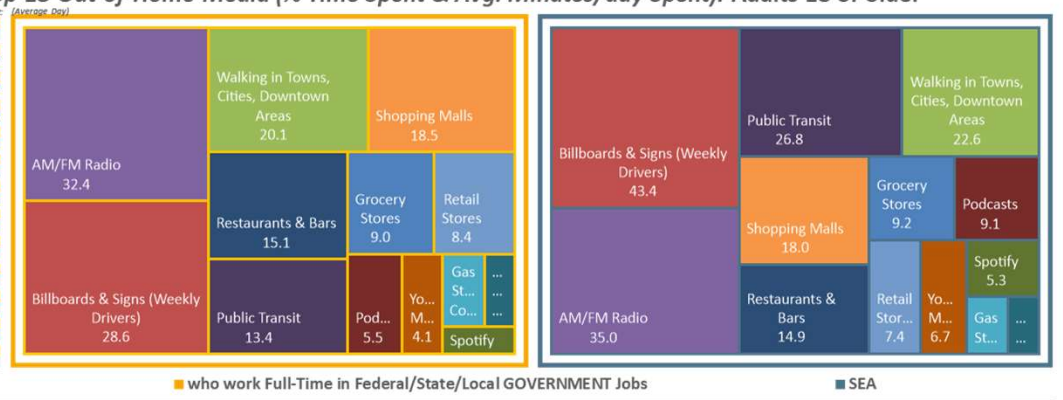


264,026 or 92.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 28.6 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 28.3 minutes

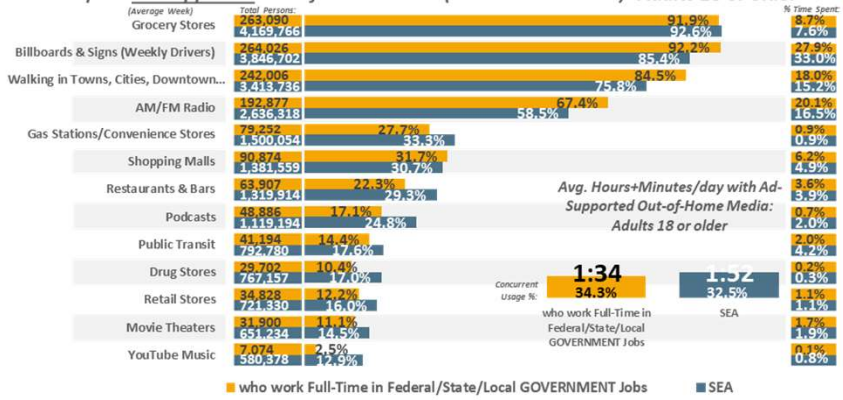
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 18 or older**



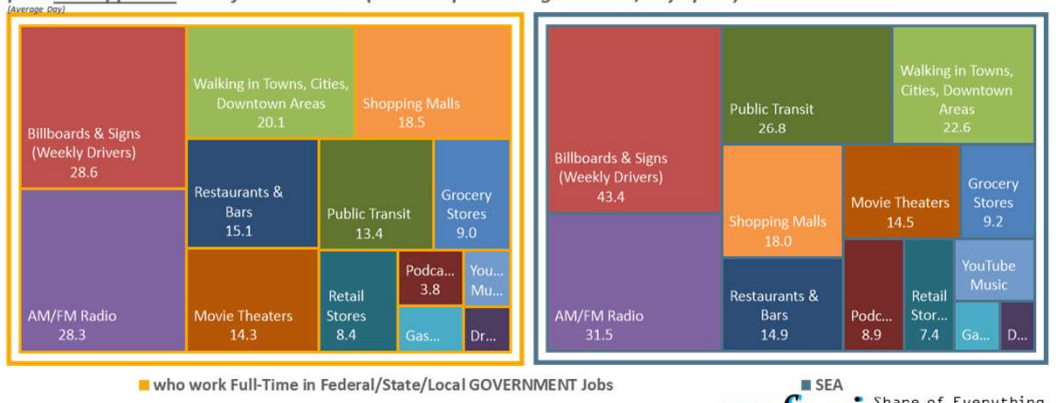
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

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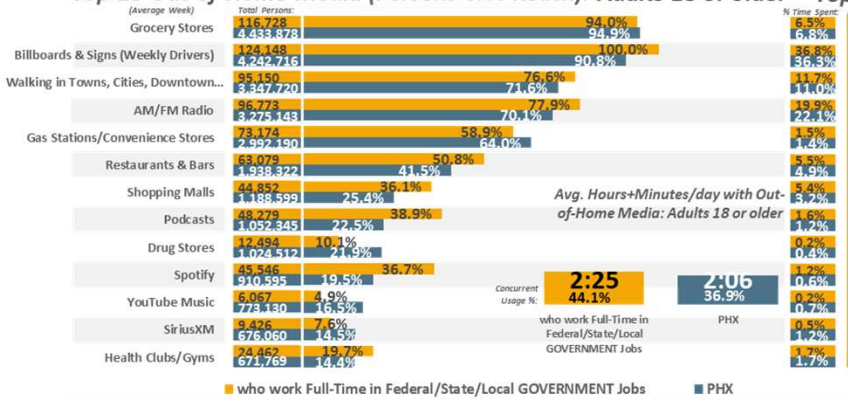
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

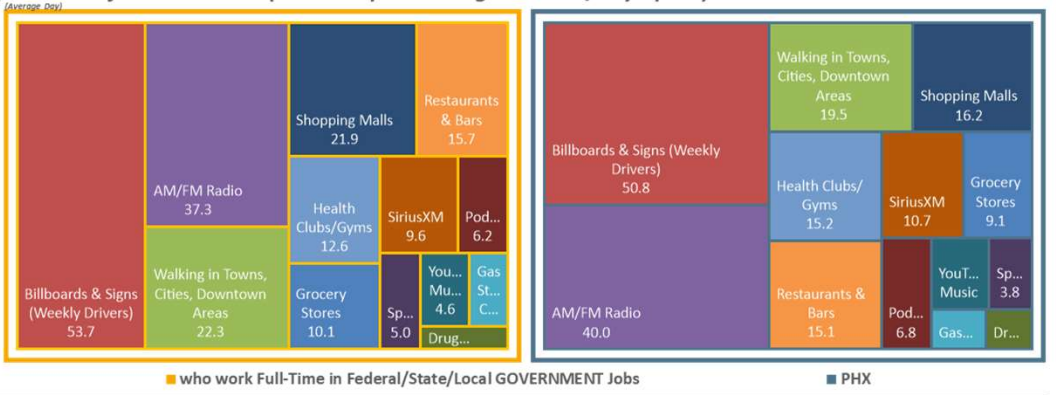
PHX

124,148 or 100.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 53.7 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/

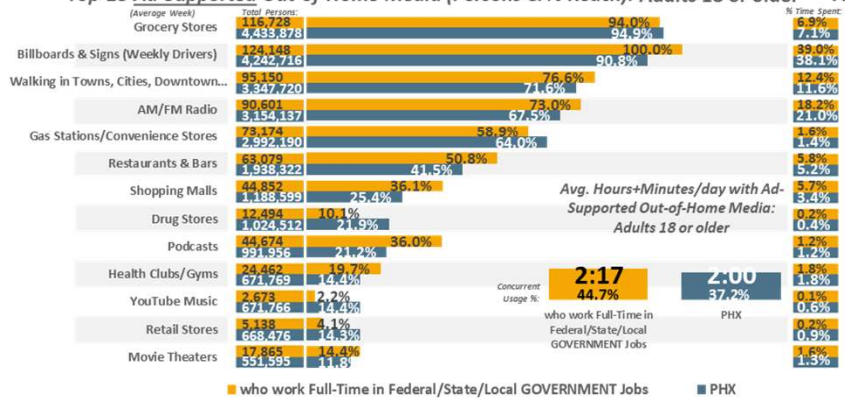
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



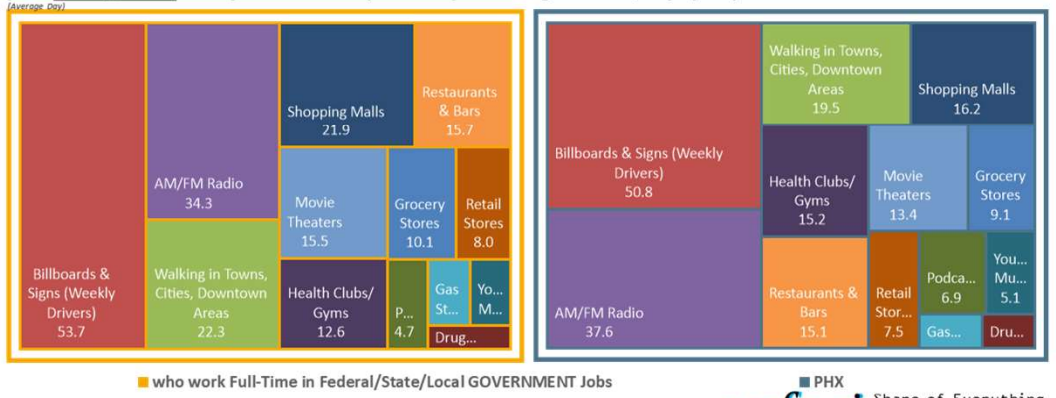
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

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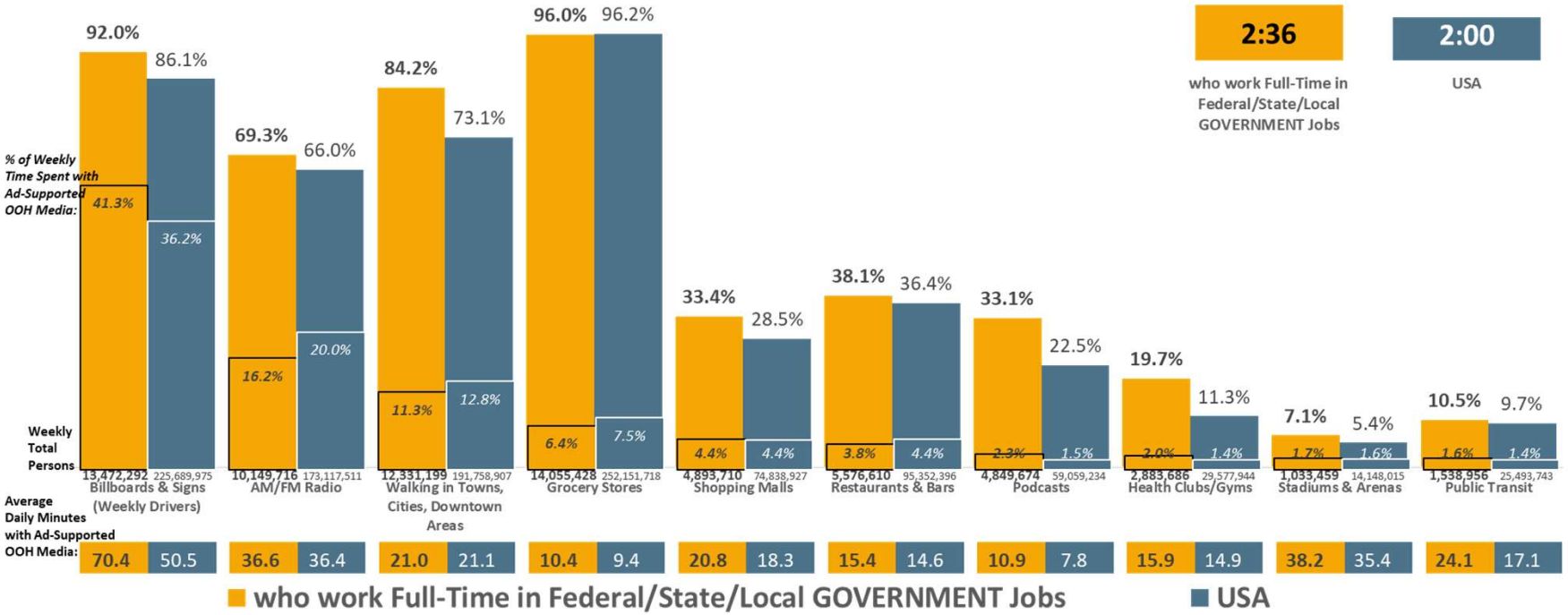
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



13,472,292 or 92.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 70.4 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

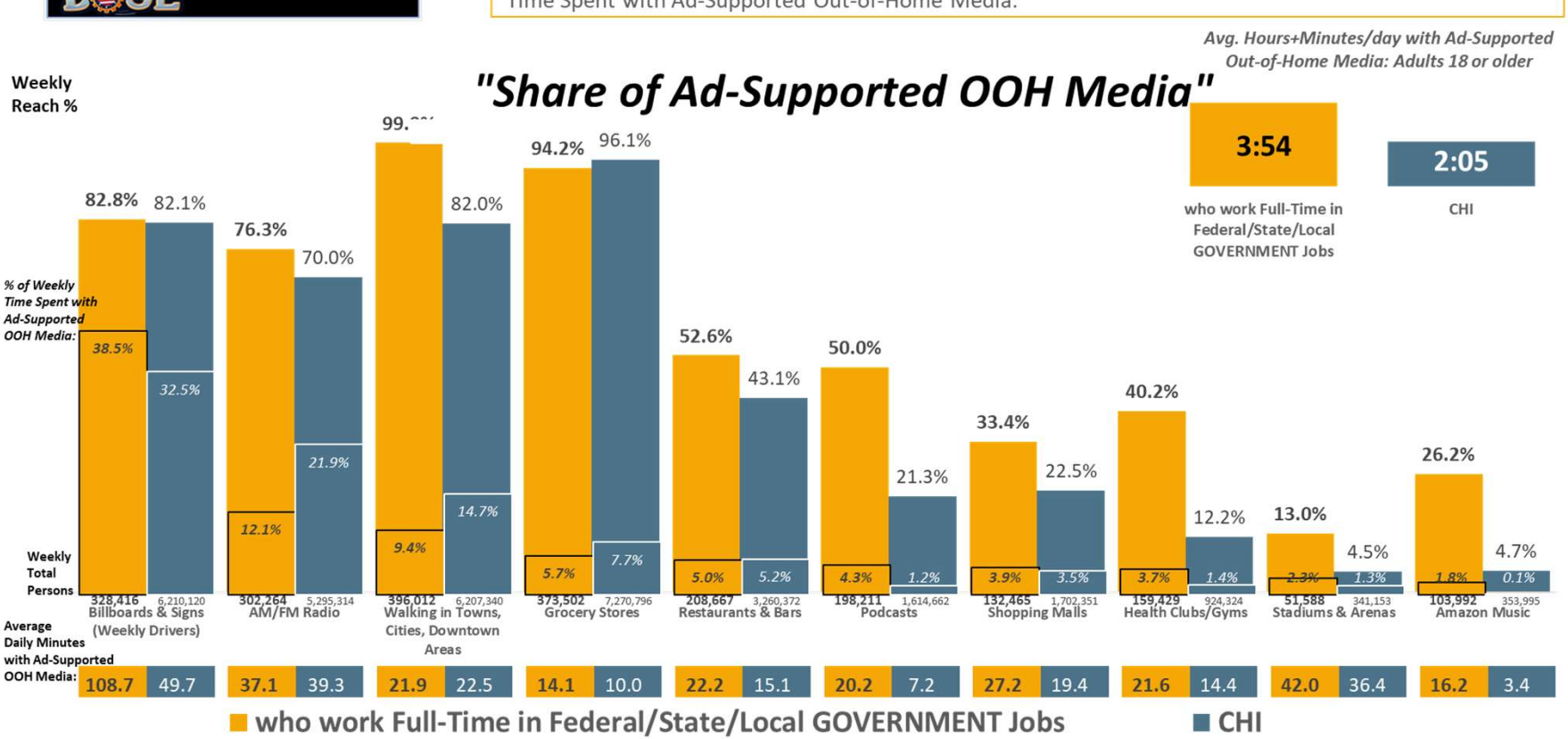
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

328,416 or 82.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 108.7 minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media.



CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73 CHICAGO DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 1,690

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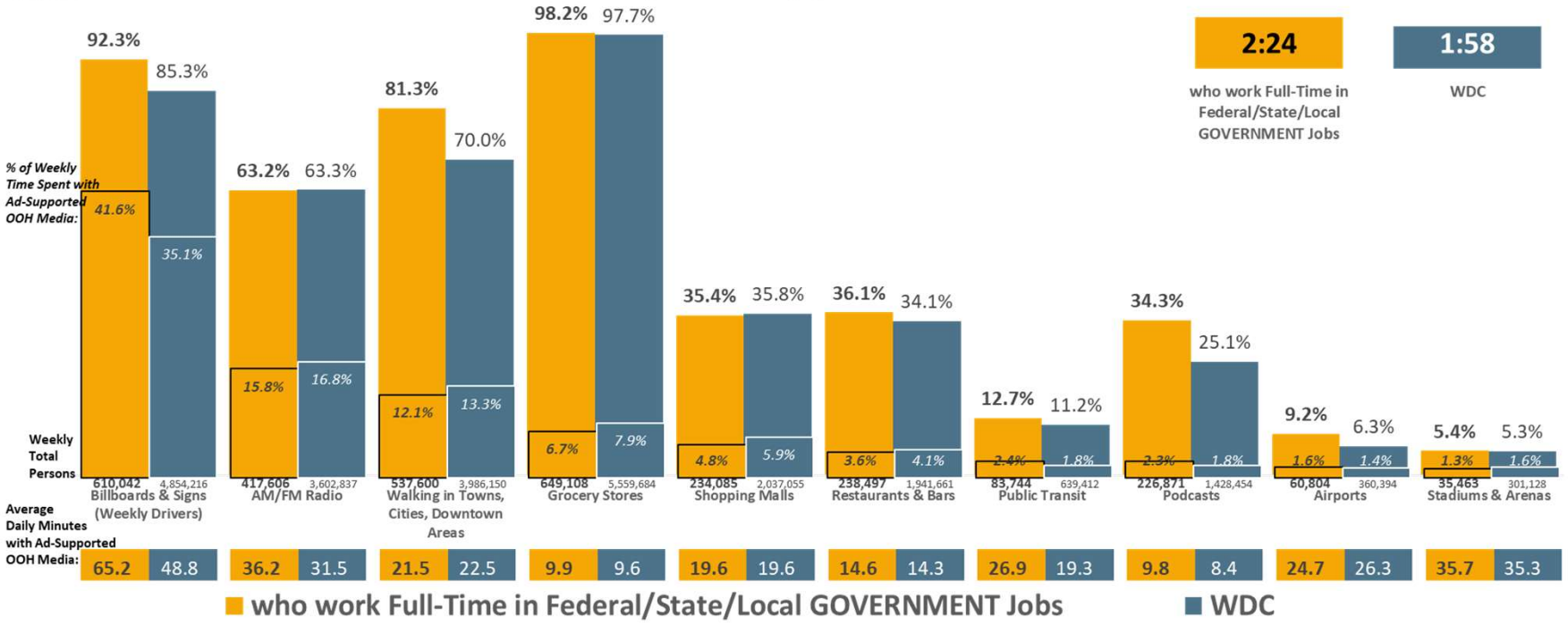
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

610,042 or 92.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 65.2 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375 WASHINGTON, DC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 2,850

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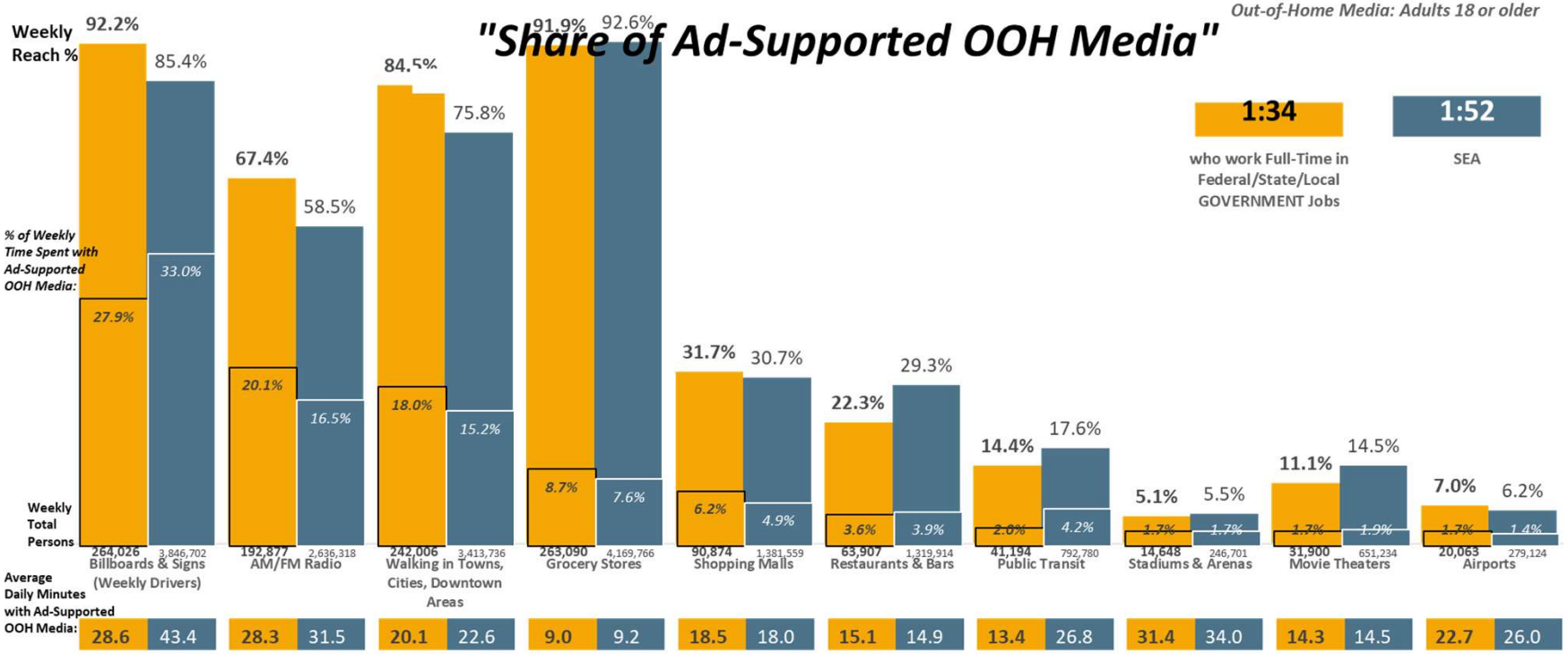
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



264,026 or 92.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 28.6 minutes per day driving, seeing Billboards and Signs representing 27.9% 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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108 SEATTLE-TACOMA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 1,892

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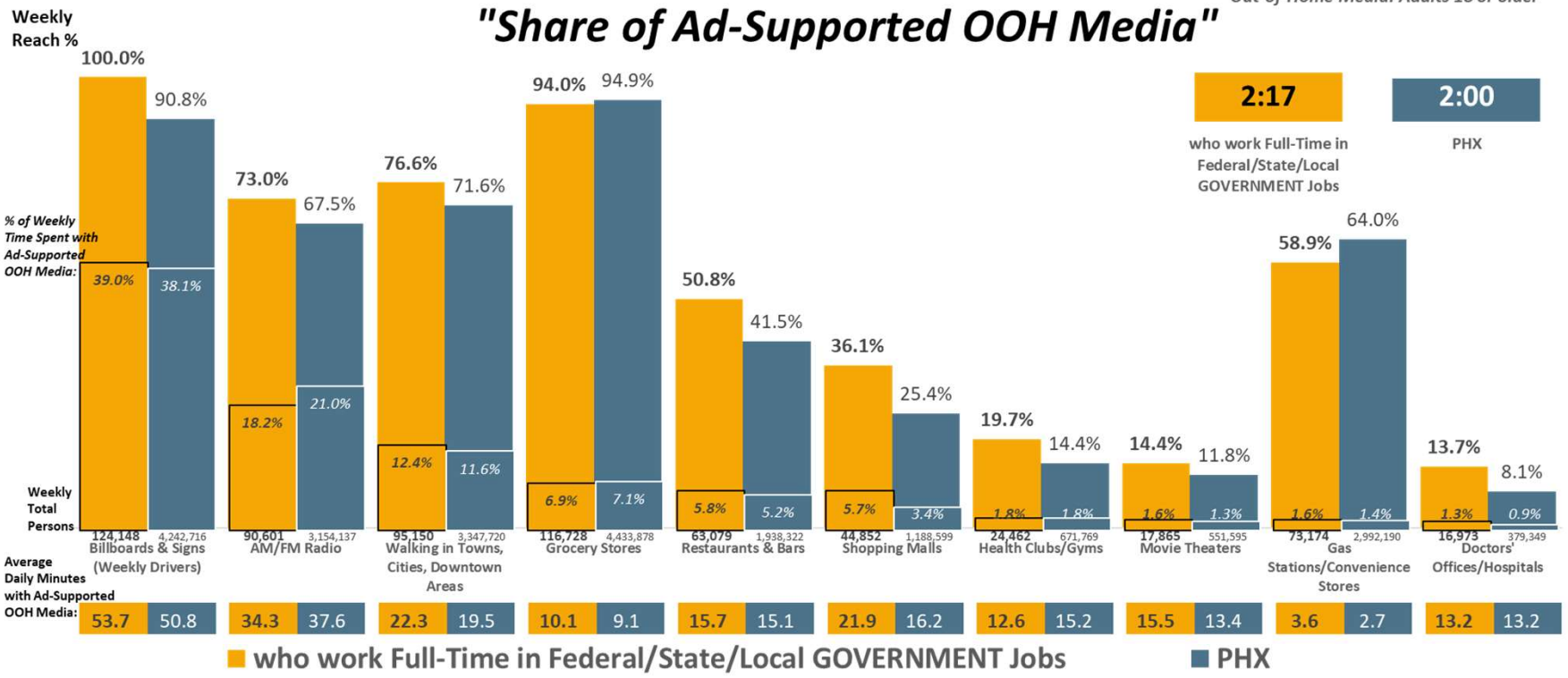
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



124,148 or 100.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 53.7 minutes per day driving, seeing Billboards and Signs representing 39.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32 PHOENIX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 1,134

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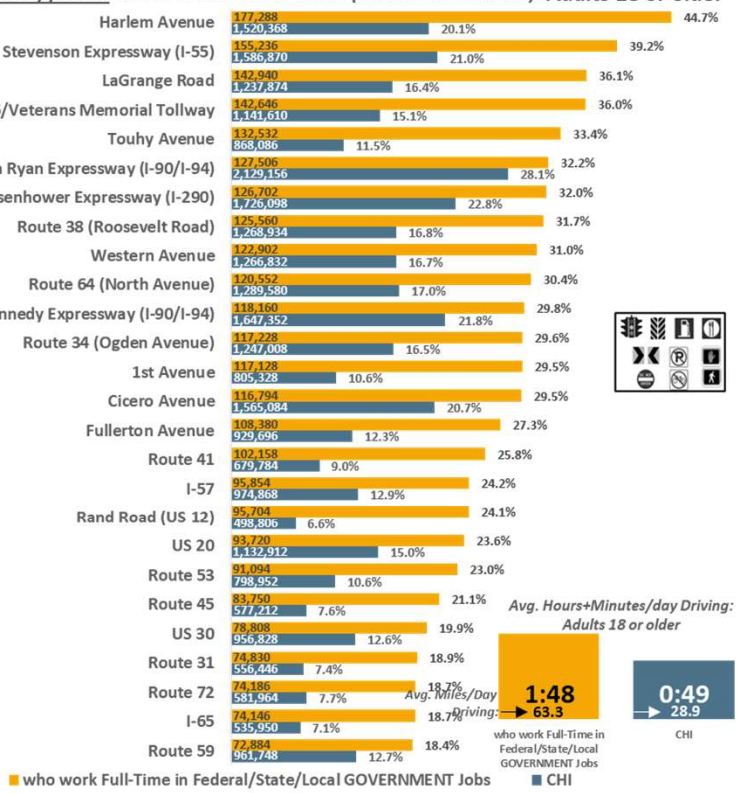
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

CHI

328,416 or 82.8% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 108.7 minutes per day driving an average of 63.3 miles each day and are 266.2% more likely to use Rand Road (US 12) than the Metro average

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



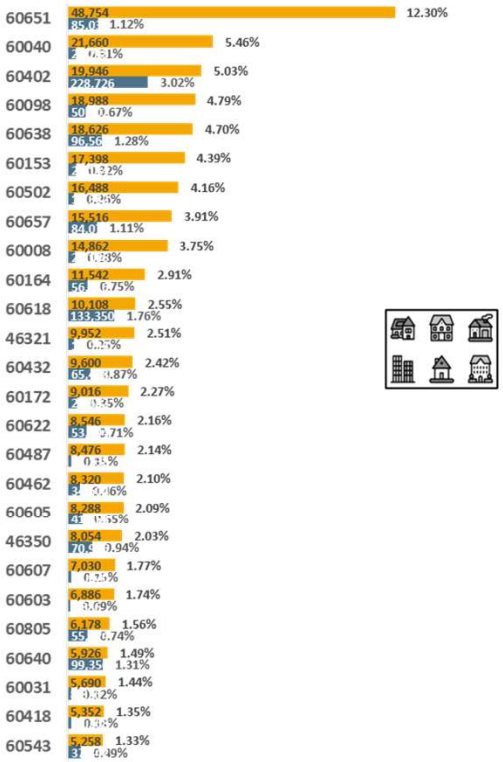
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 63.3

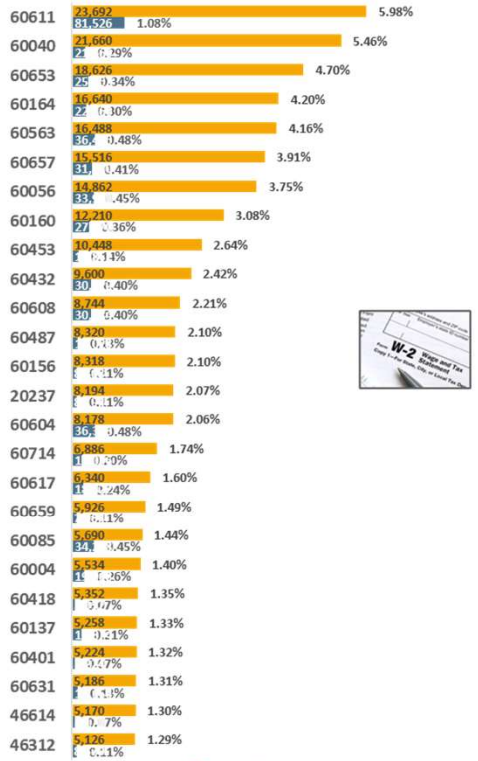
1:48 who work Full-Time in Federal/State/Local GOVERNMENT Jobs

0:49 → 28.9 CHI

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

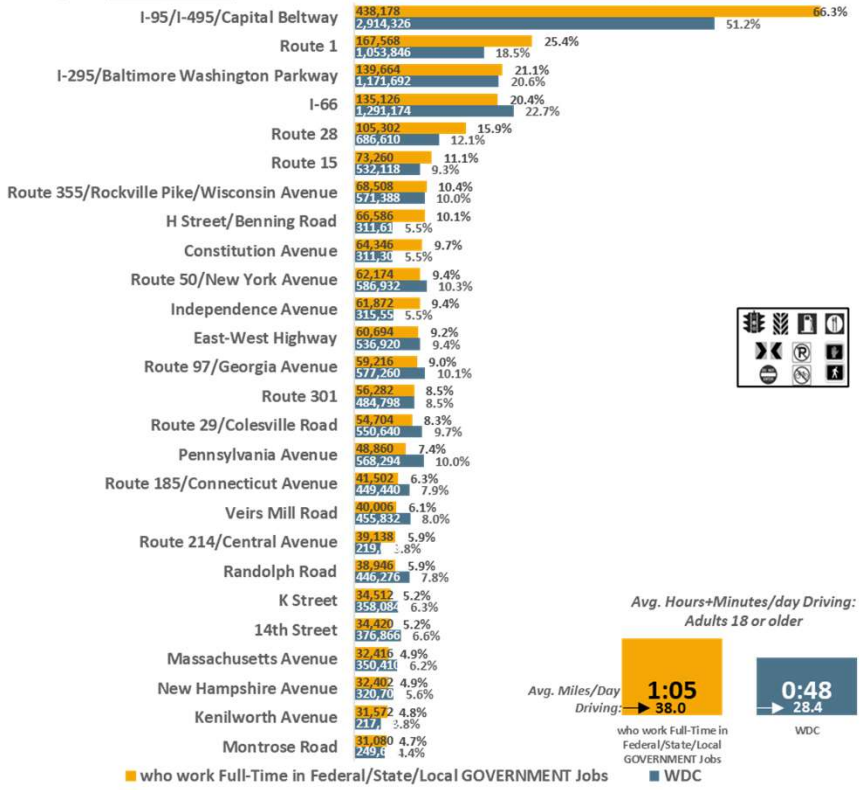
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

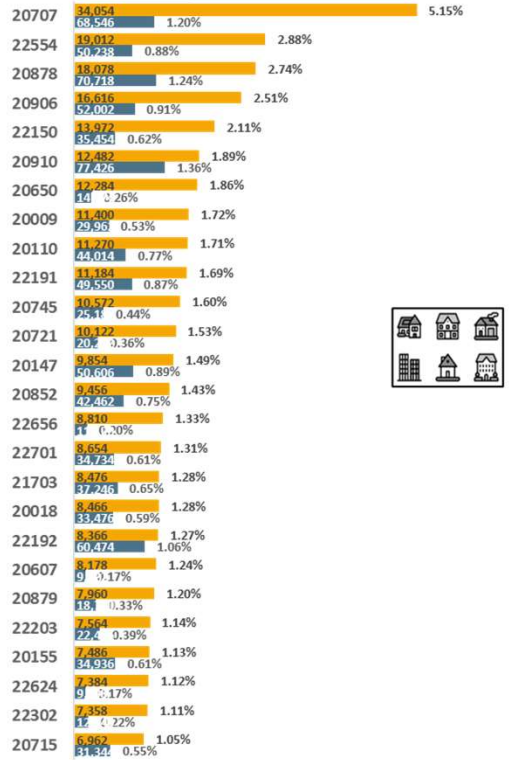


610,042 or 92.3% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 65.2 minutes per day driving an average of 38. miles each day and are 84.% more likely to use H Street/Benning Road than the Metro average

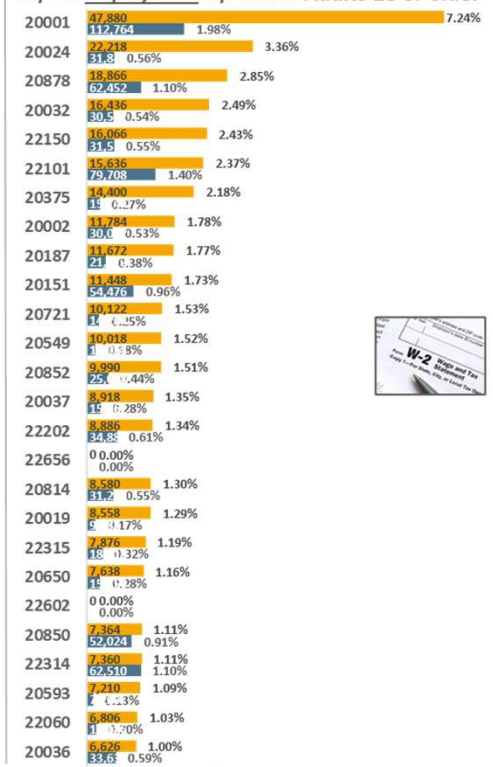
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

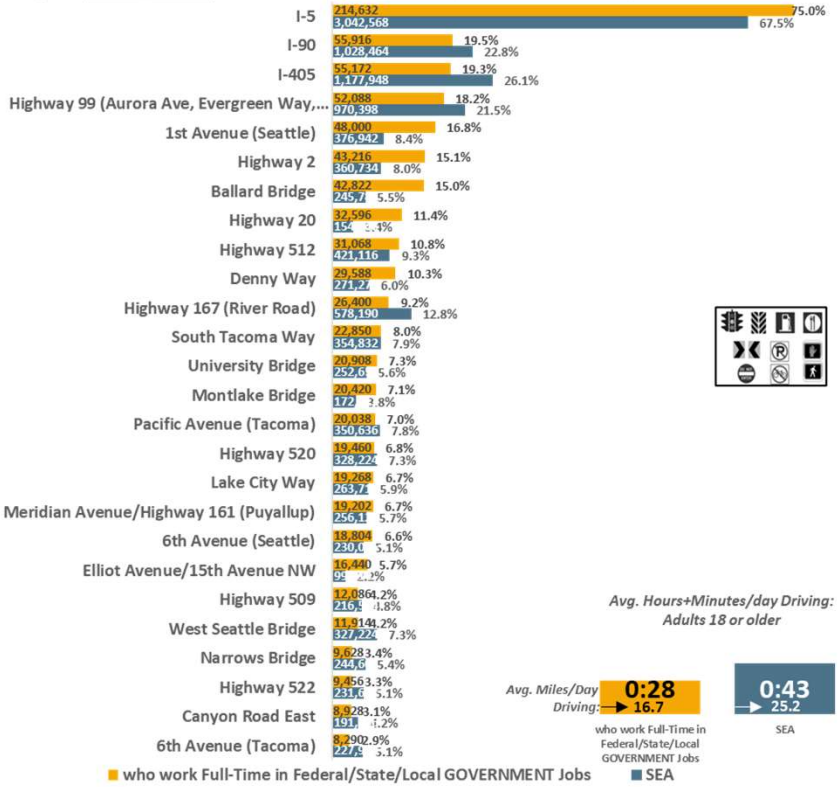
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



264,026 or 92.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 28.6 minutes per day driving an average of 16.7 miles each day and are 232.7% more likely to use Highway 20 than the Metro average.

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

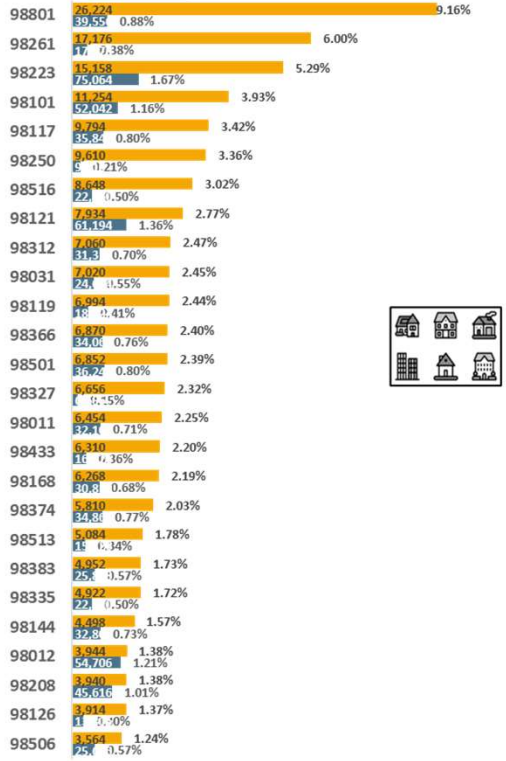


Avg. Hours+Minutes/day Driving: Adults 18 or older

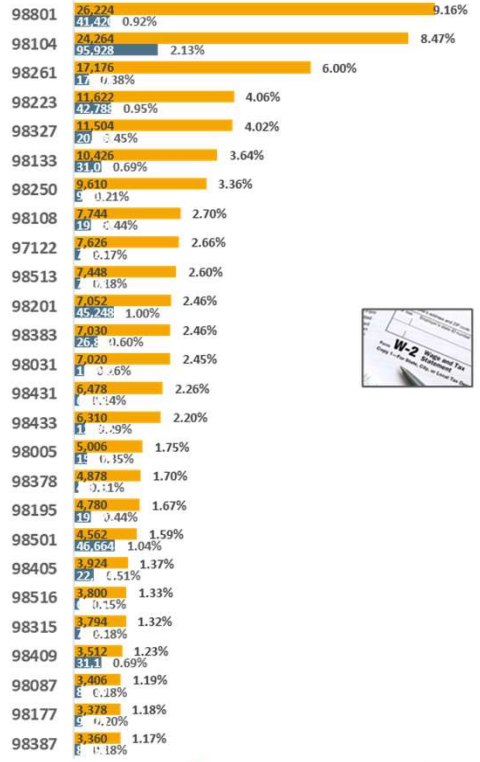
Avg. Miles/Day Driving: **0:28** → 16.7 who work Full-Time in Federal/State/Local GOVERNMENT Jobs

0:43 → 25.2 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

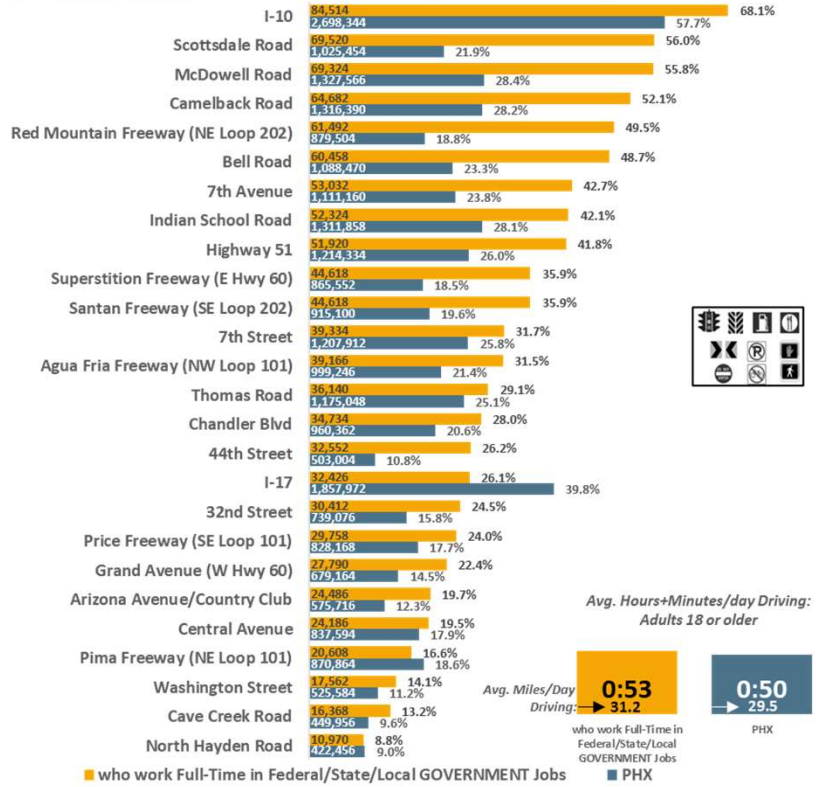
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



124,148 or 100.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs spend an average of 53.7 minutes per day driving an average of 31.2 miles each day and are 163.2% more likely to use Red Mountain Freeway (NE Loop 202) than t

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



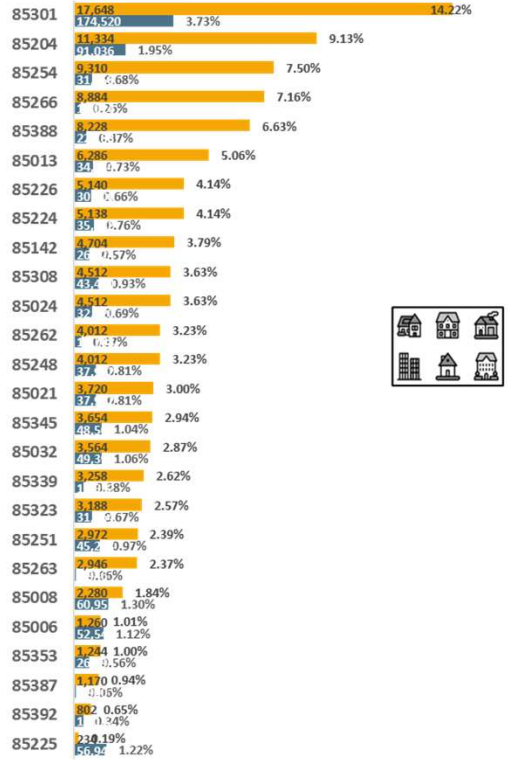
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 31.2

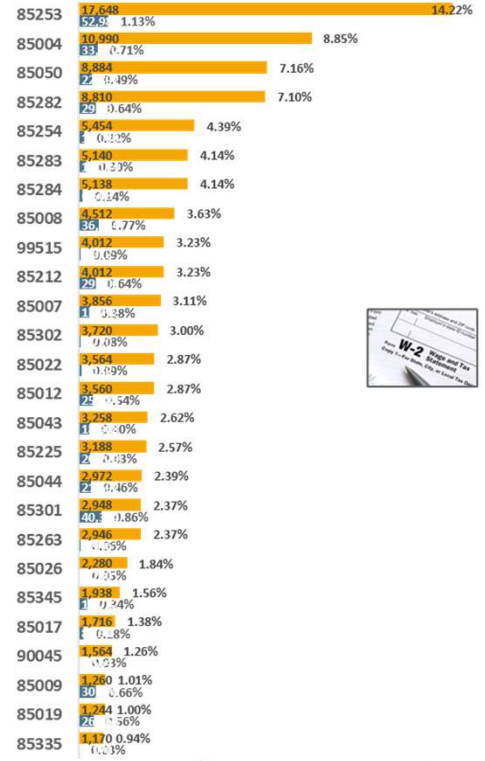
0:53 who work Full-Time in Federal/State/Local GOVERNMENT Jobs

0:50 → 29.5 PHX

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



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



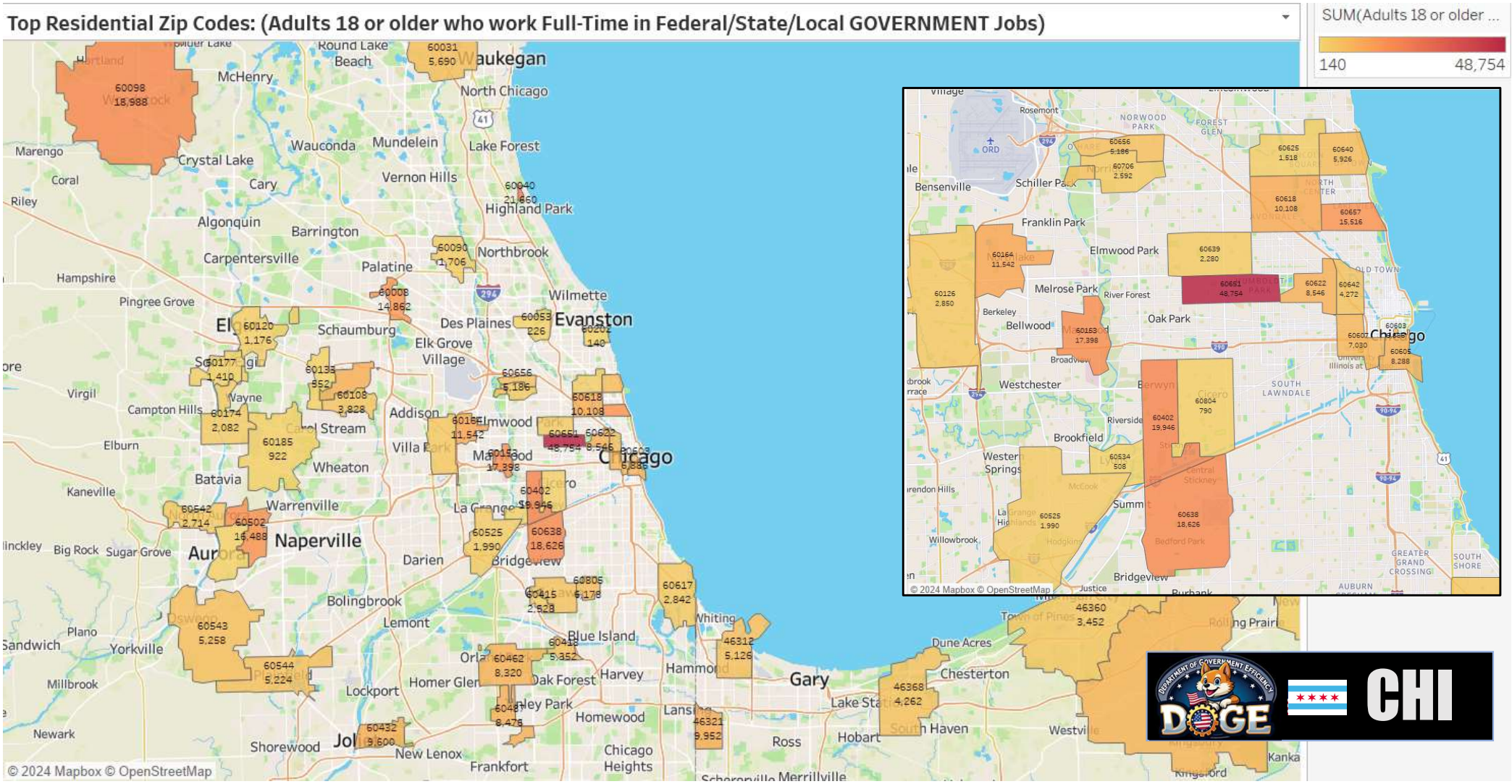
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PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Top Residential Zip Codes: (Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs)

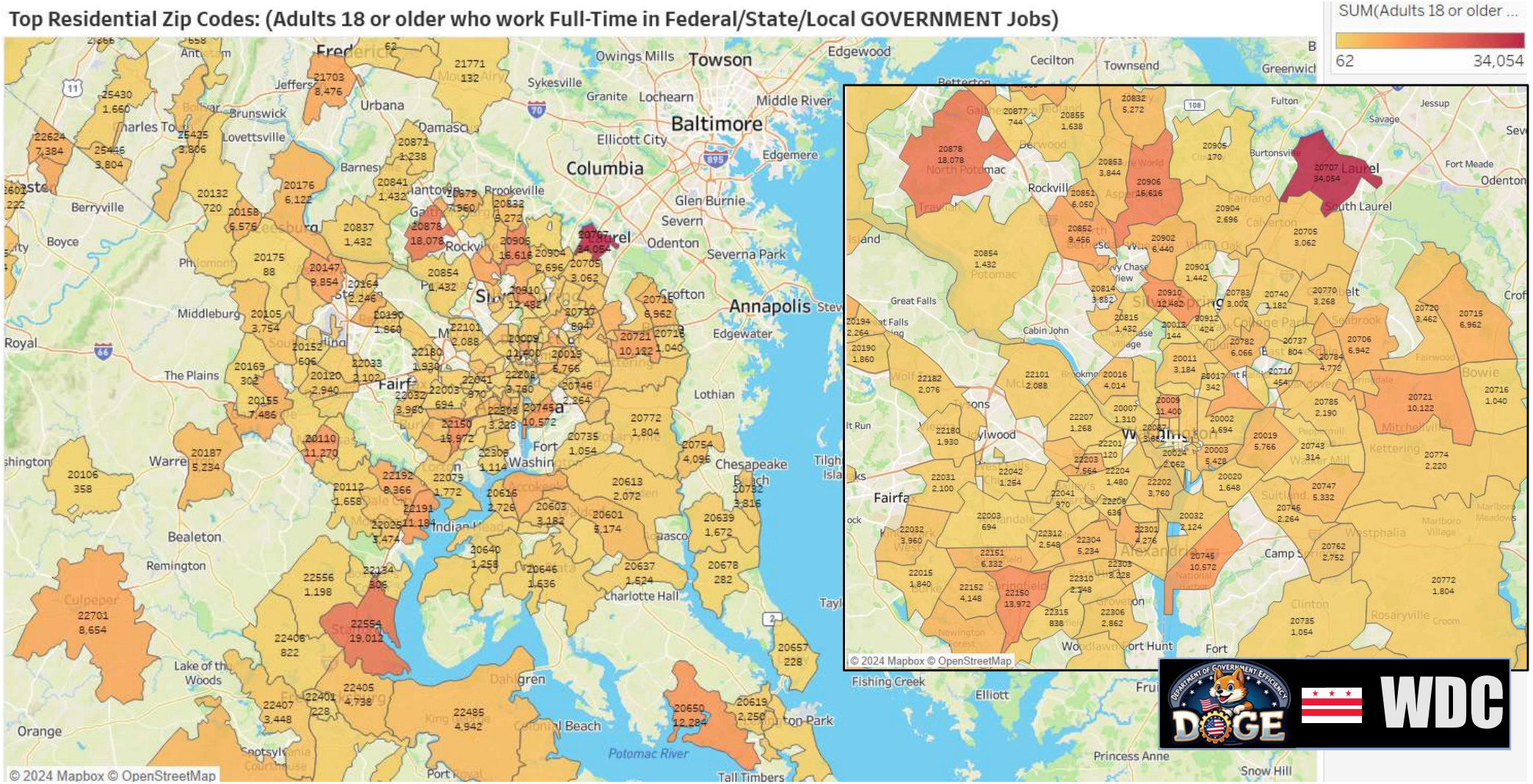


CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

Top Residential Zip Codes: (Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs)

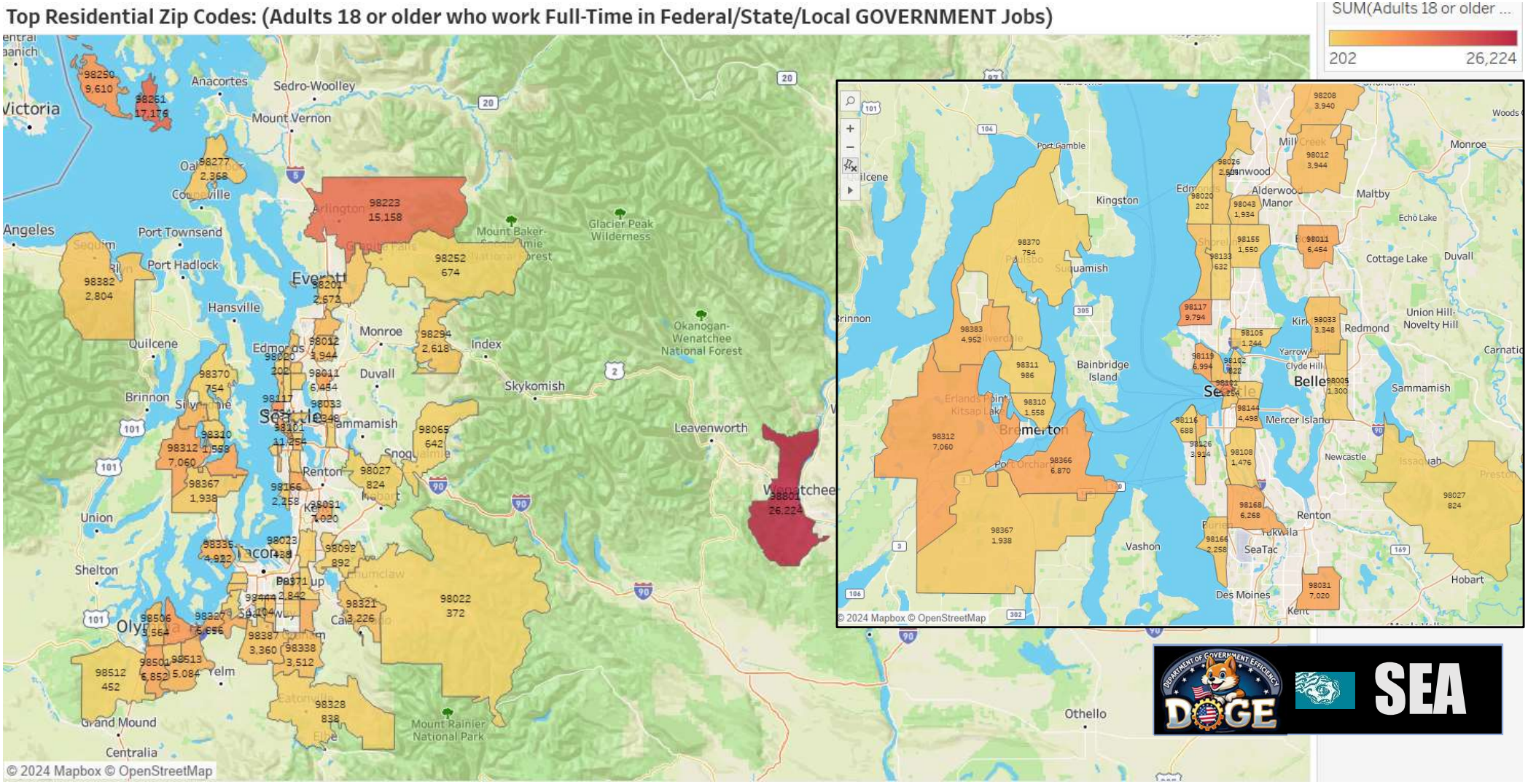


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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

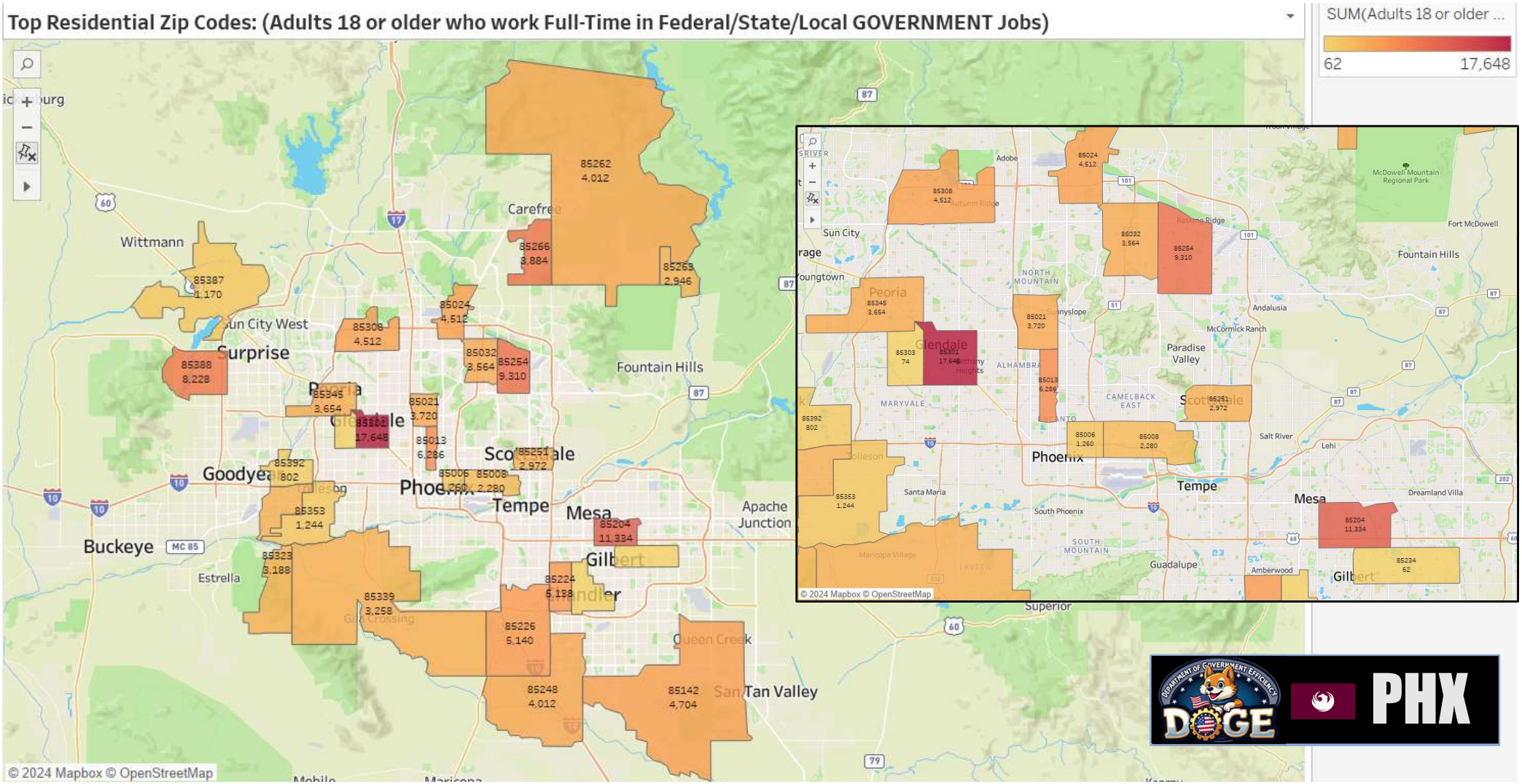
Top Residential Zip Codes: (Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs)



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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]



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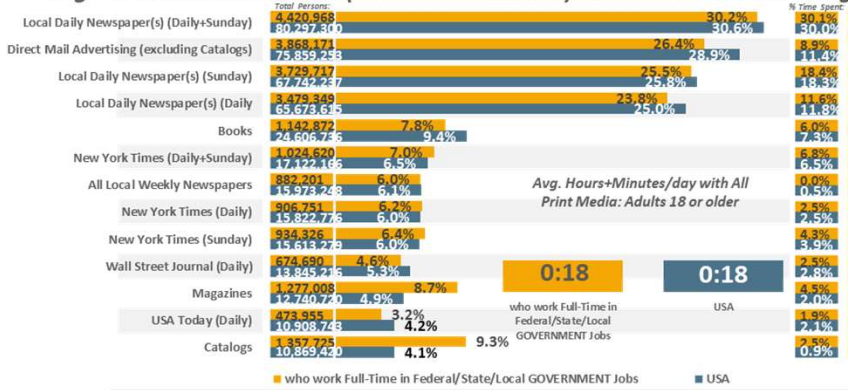
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4,420,968 or 30.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.% of all time spent daily with All forms of Print Medi

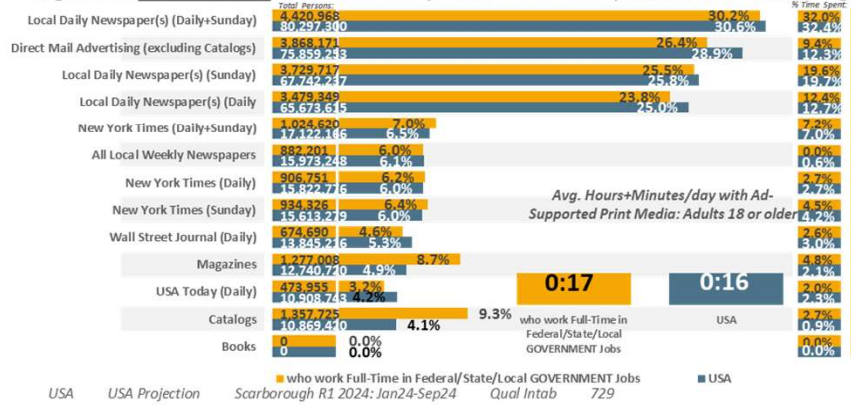
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



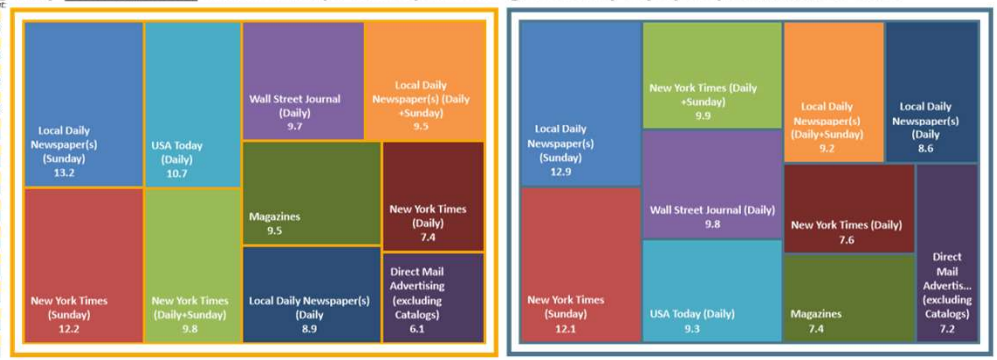
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan24-Sep24 Qual Intab 729

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,648

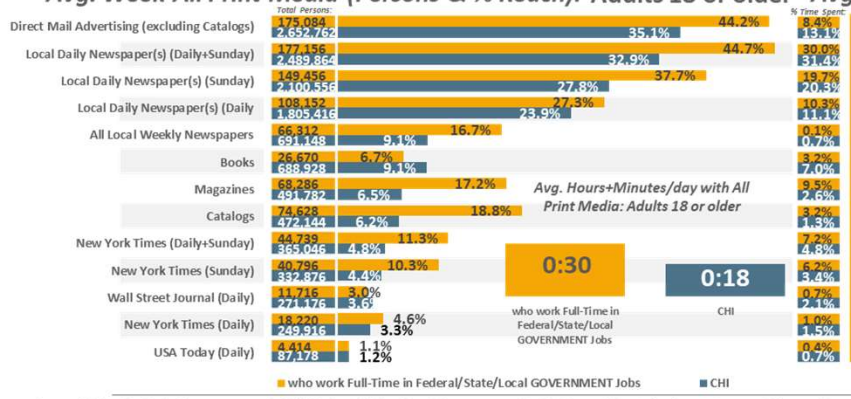
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

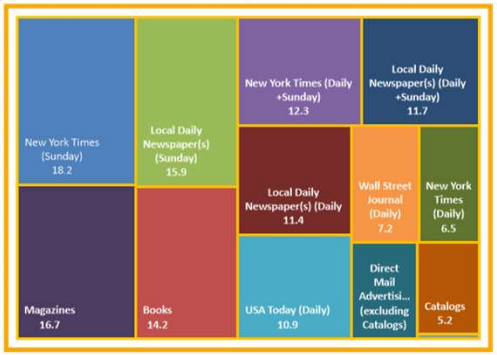


177,156 or 44.7% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 31.% of all time spent daily with All forms of Print Media

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

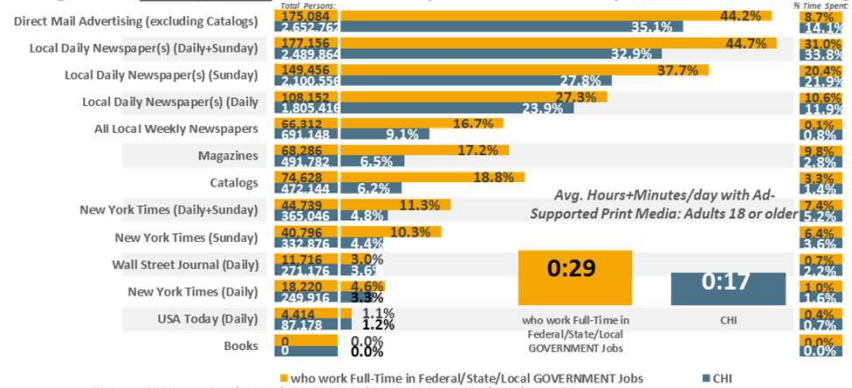


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

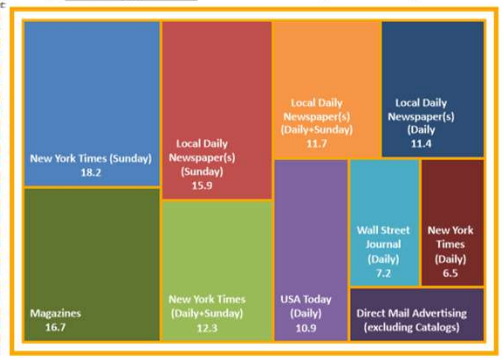


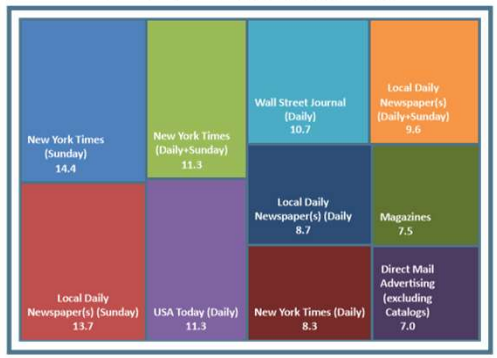


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R2 2024: Feb24-Sep24 Qual Intab 73

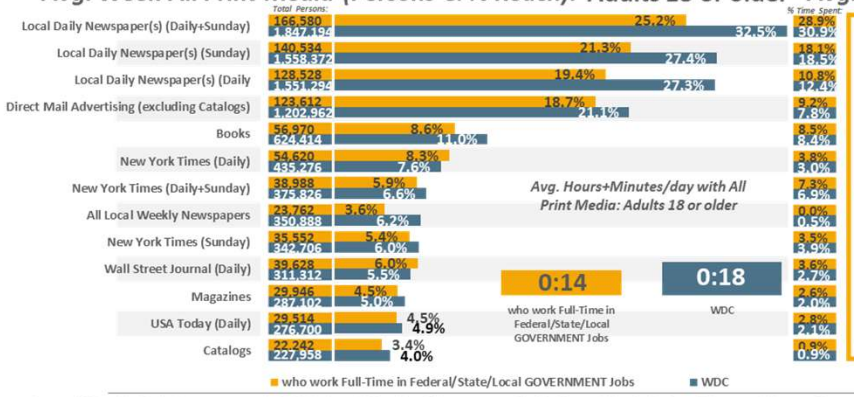
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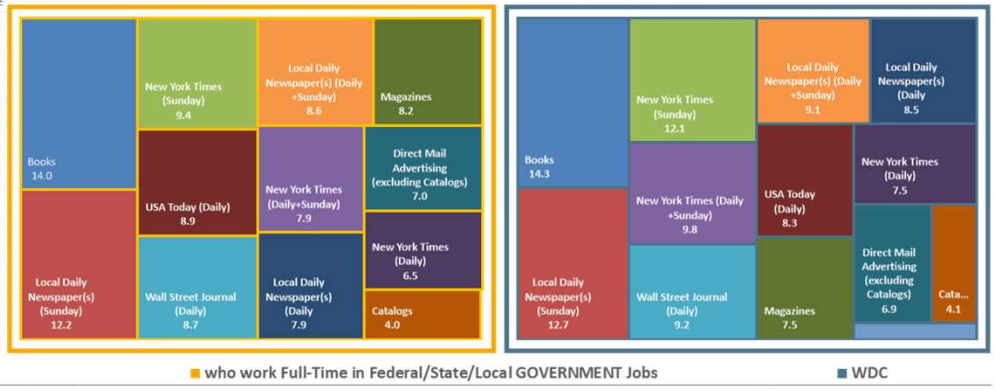
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work for the government)]

166,580 or 25.2% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.6% of all time spent daily with All forms of Print Media

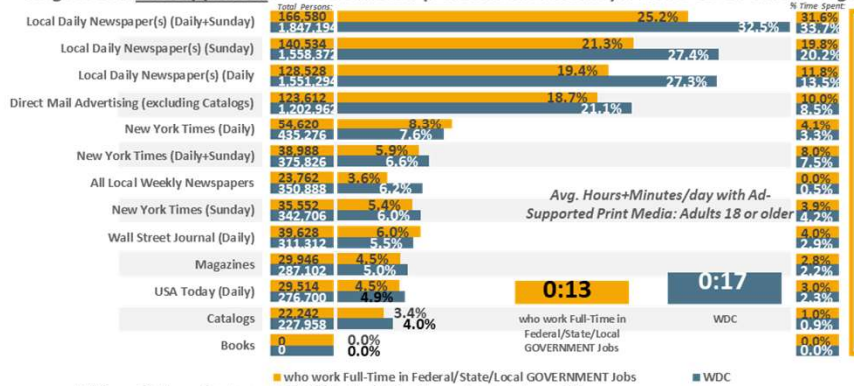
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



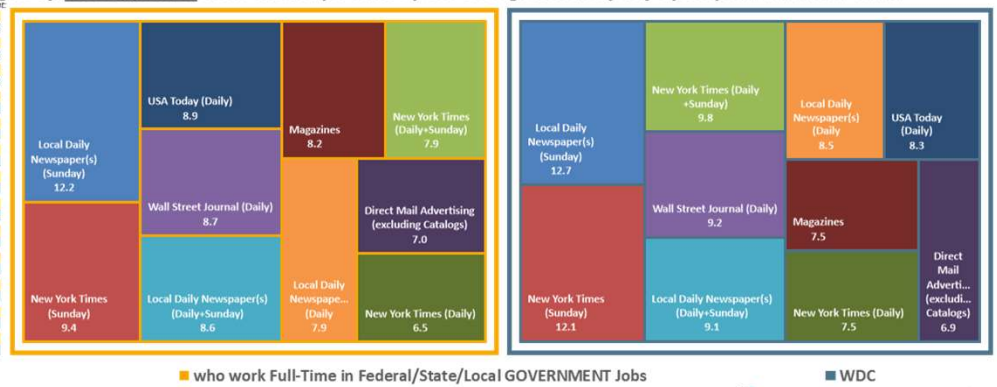
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Mar24-Sep24 Qual Intab 375

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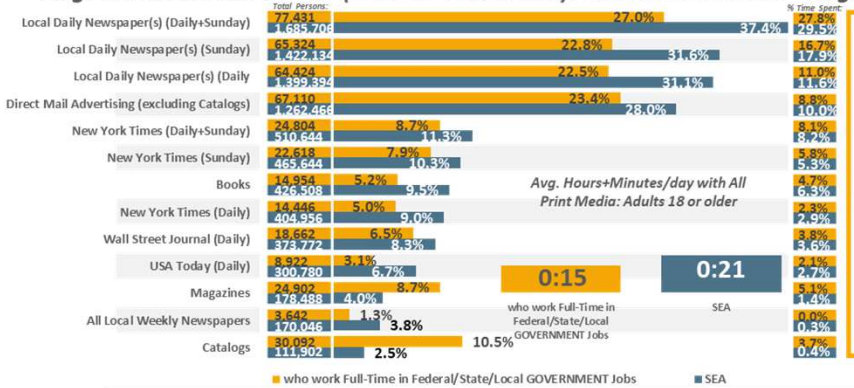
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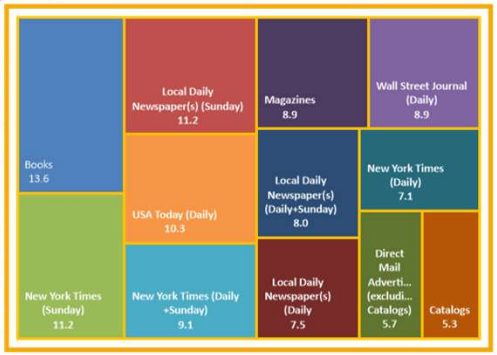


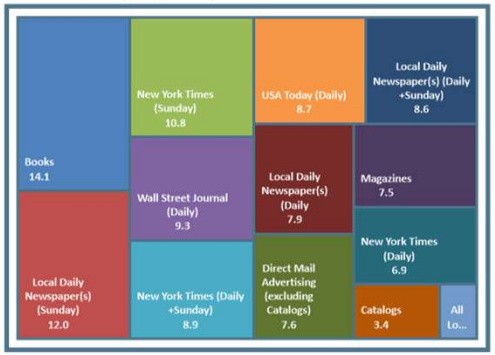
77,431 or 27.% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

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

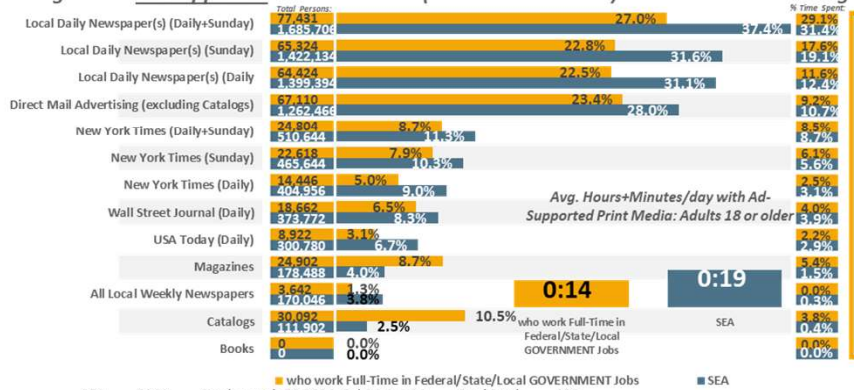


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



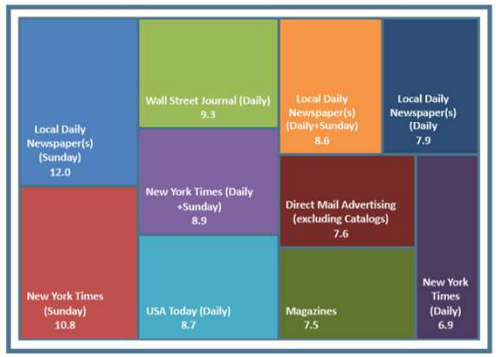


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R2 2024: Feb24-Aug24 Qual Intab 108

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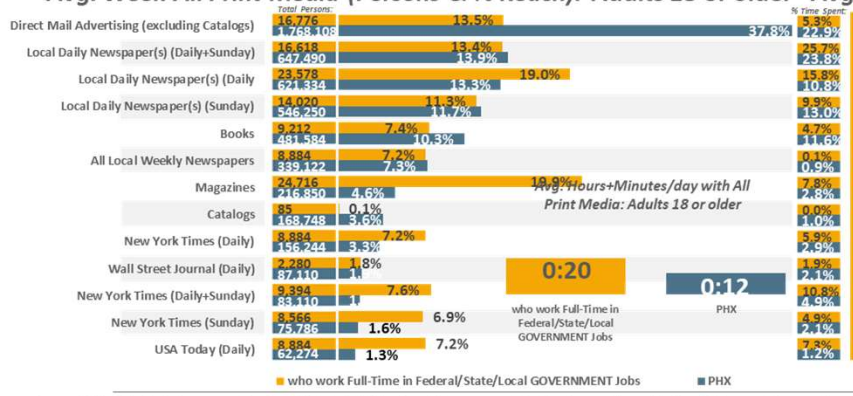
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PHX

16,618 or 13.4% of Adults 18 or older who work Full-Time in Federal/State/Local GOVERNMENT Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.2 minutes every day representing 26.9% of all time spent daily with All forms of Print Media

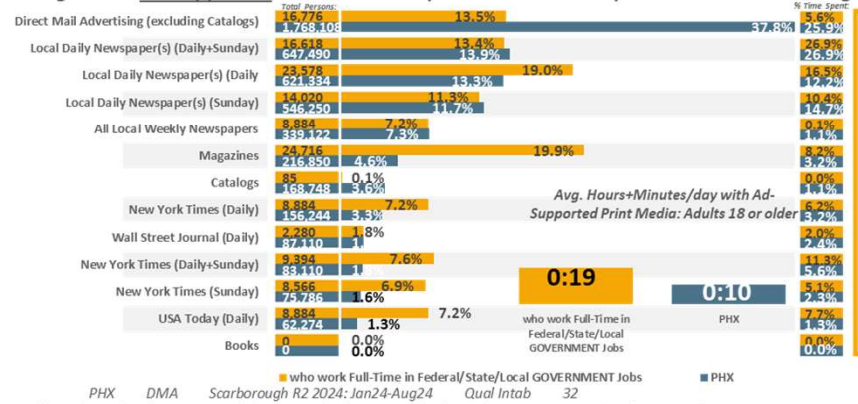
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 32

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