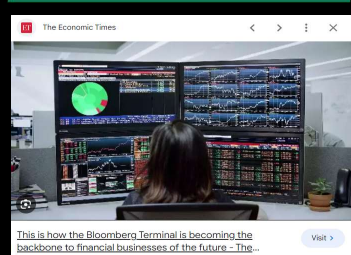


USA—5 Demos of the Seattle-Tacoma, WA DMA vs. the USA... Brand New Data as of March 31, 2026! **Complete Demographic & Media Use Profiles**



- SEATTLE-TACOMA, WA DMA #13 **P18+**
- SEATTLE-TACOMA, WA DMA #13 **P25-54**
- SEATTLE-TACOMA, WA DMA #13 **W25-54**
- SEATTLE-TACOMA, WA DMA #13 **M25-54**
- SEATTLE-TACOMA, WA DMA #13 **P35-64**

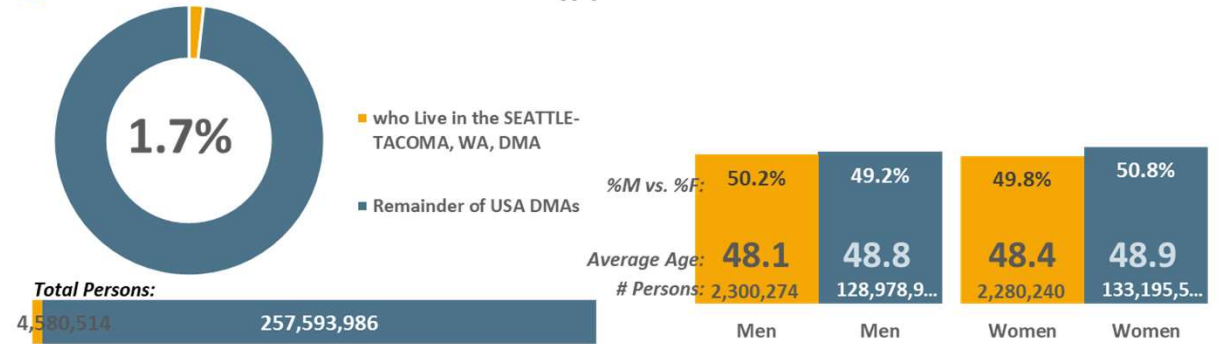
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!



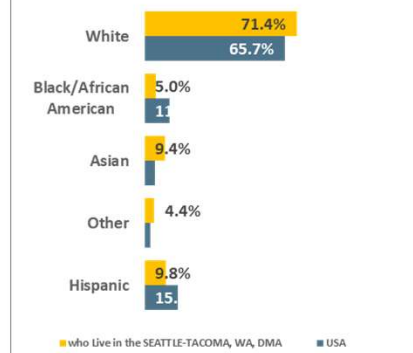


1.7% or 4,580,514 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
 Typical Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 48.2 years old (1.2% younger than average) and have a \$128,694 (31.4% higher than average) annual household income.

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



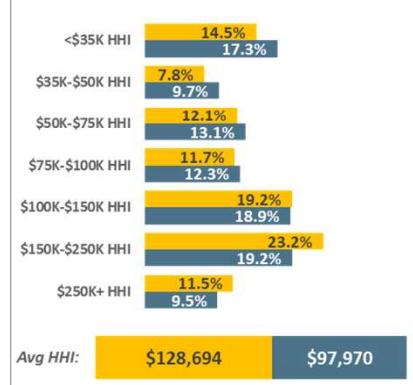
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

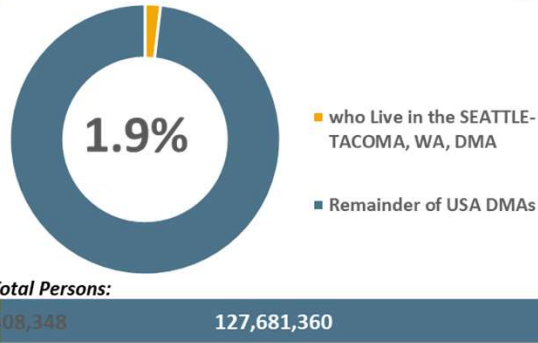


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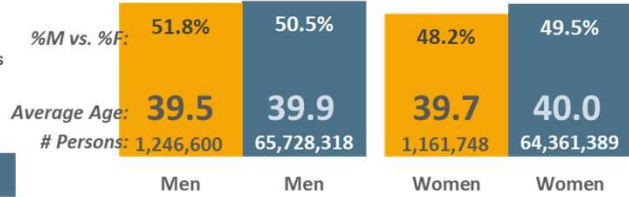


1.9% or 2,408,348 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Typical Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.6 years old (.8% younger than average) and have a \$139,069 (33.1% higher than average) annual household income.

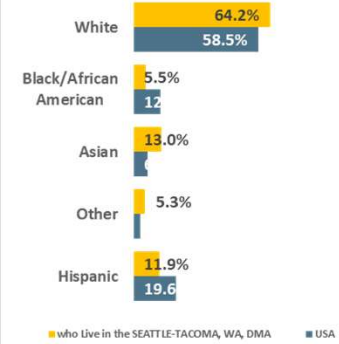
Percent of Market: Adults 25 - 54



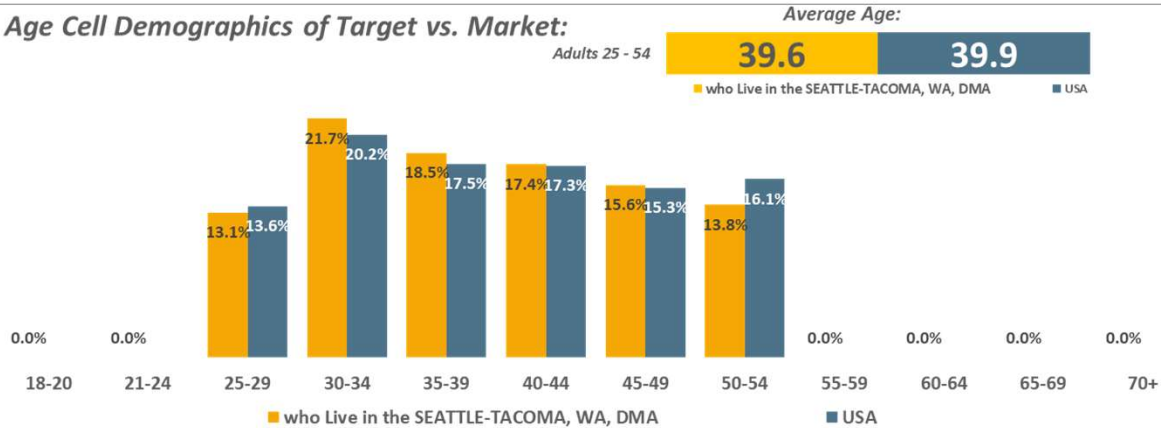
Gender of Target vs. Market: Adults 25 - 54



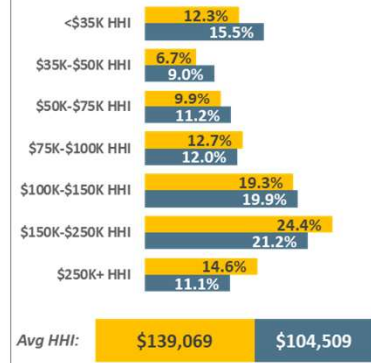
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



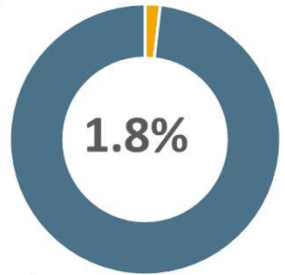
Avg HHI: \$139,069 (Target) vs \$104,509 (Market)

USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554
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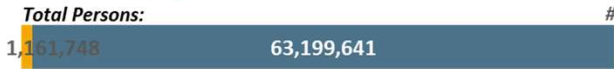


1.8% or 1,161,748 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Typical Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.7 years old (.6% younger than average) and have a \$125,745 (32.6% higher than average) annual household income.

Percent of Market: Women 25 - 54



■ who Live in the SEATTLE-TACOMA, WA, DMA
 ■ Remainder of USA DMAs



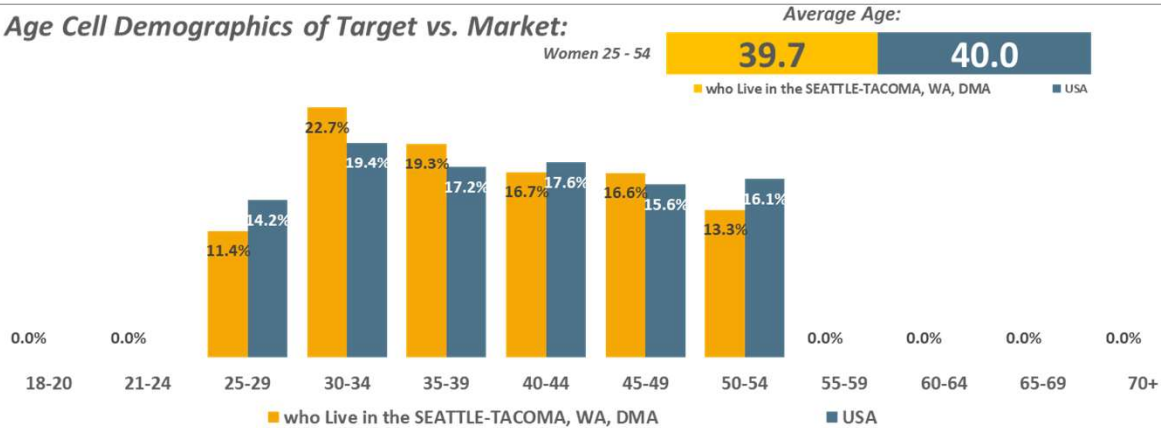
Gender of Target vs. Market: Women 25 - 54

Category	Who Live in the SEATTLE-TACOMA, WA, DMA	USA
Men	0.0%	0.0%
Women	100.0%	100.0%
Average Age	39.7	40.0
# Persons	1,161,748	64,361,389

Ethnicity of Target vs. Market:

Ethnicity	Who Live in the SEATTLE-TACOMA, WA, DMA	USA
White	63.4%	56.9%
Black/African American	6.2%	14%
Asian	12.8%	
Other	5.3%	
Hispanic	12.3%	21.0%

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

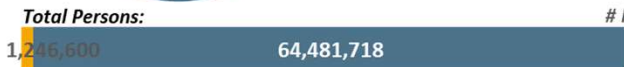
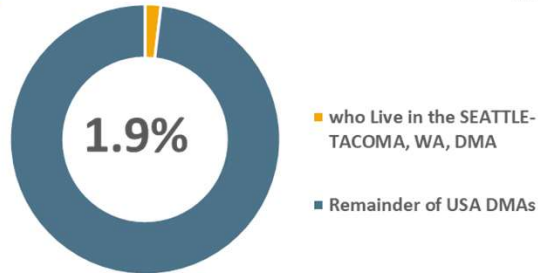


USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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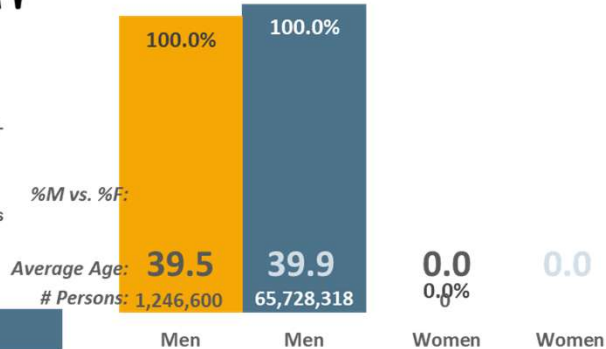


1.9% or 1,246,600 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Typical Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.5 years old (1.% younger than average) and have a \$151,485 (32.9% higher than average) annual household income.

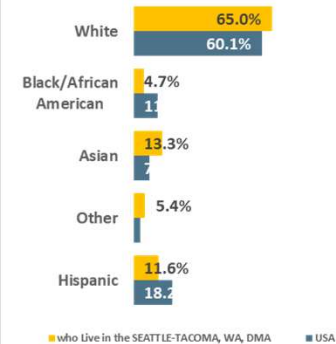
Percent of Market: Men 25 - 54



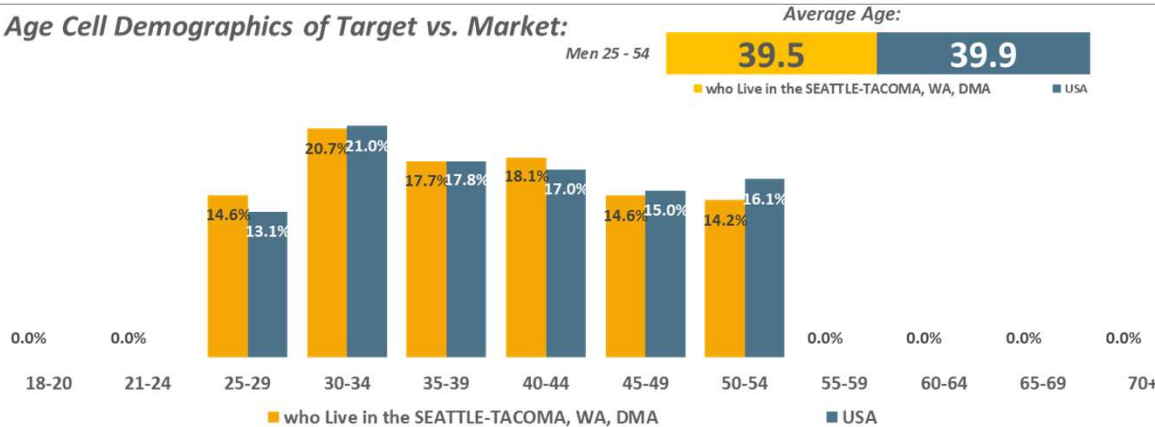
Gender of Target vs. Market: Men 25 - 54



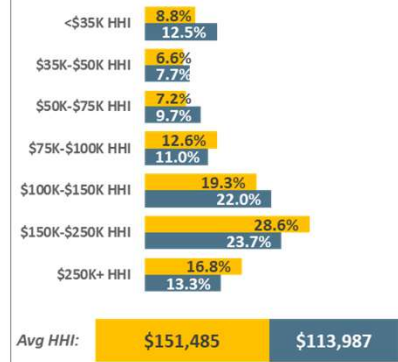
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



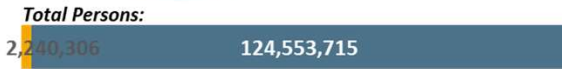


1.8% or 2,240,306 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
 Typical Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 49. years old (1.4% younger than average) and have a \$139,812 (28.4% higher than average) annual household income.

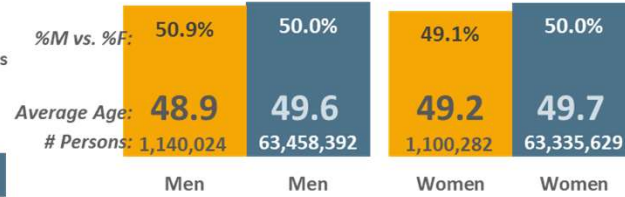
Percent of Market: Adults 35 - 64



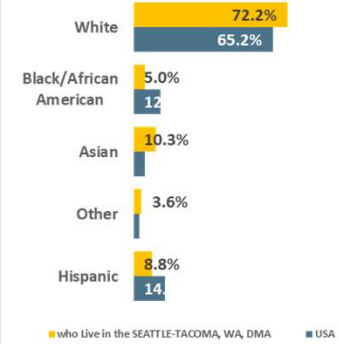
■ who Live in the SEATTLE-TACOMA, WA, DMA
 ■ Remainder of USA DMAs



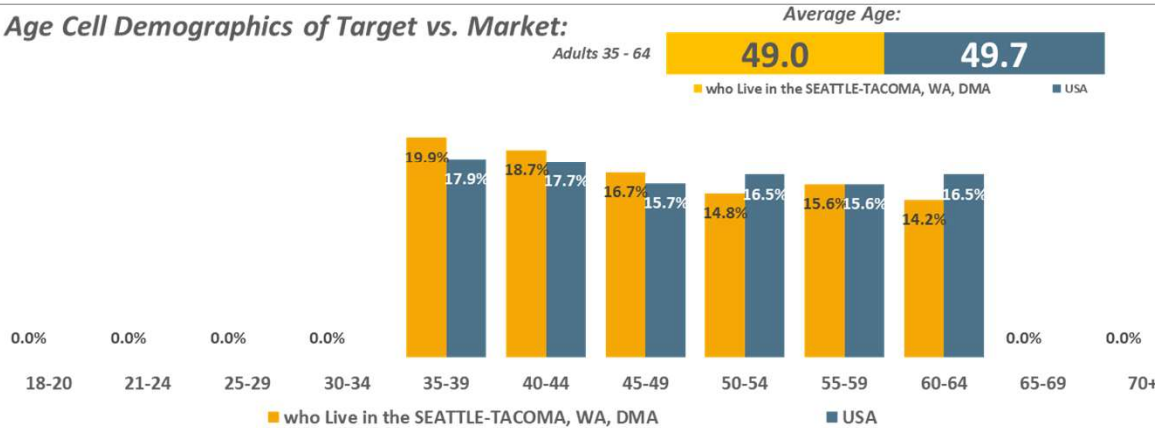
Gender of Target vs. Market: Adults 35 - 64



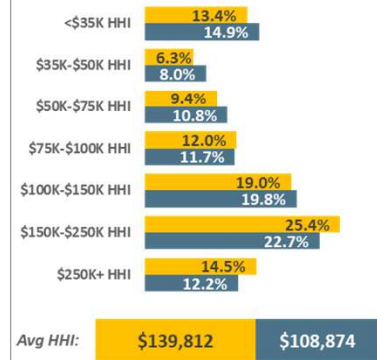
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



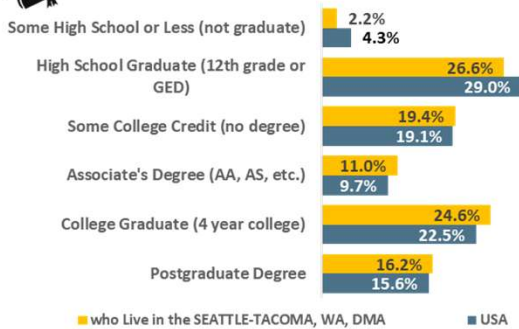
HHI of Target vs. Market:



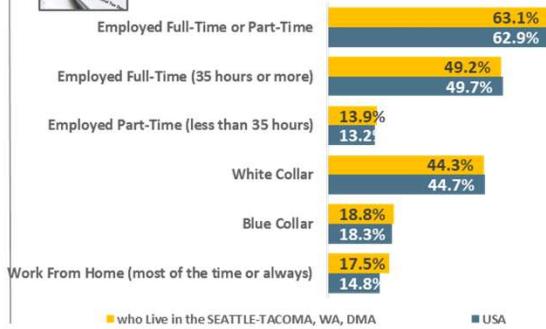


1.7% or 4,580,514 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 7.5% more likely to be a college graduate, 1.1% less likely to work full-time, 5.8% more likely to be married, 9.6% more likely to be a parent of 1 or more children under 18.

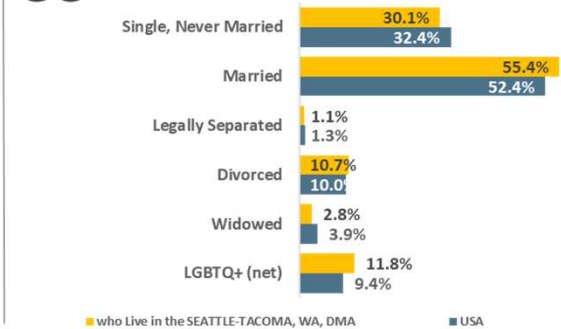
Education Levels: Adults 18 or older



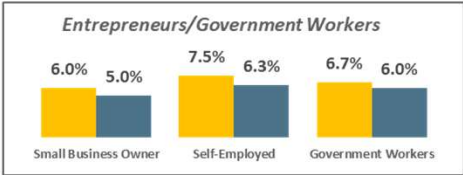
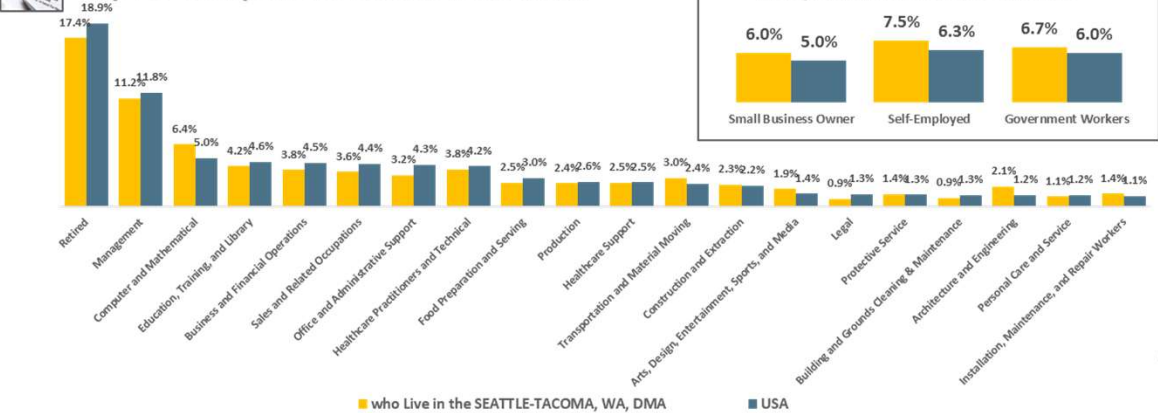
Employment: Adults 18 or older



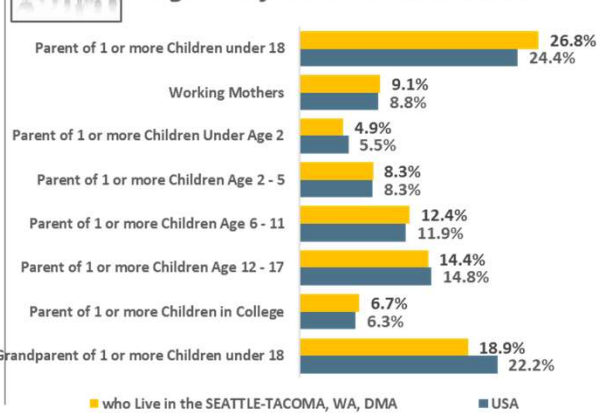
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



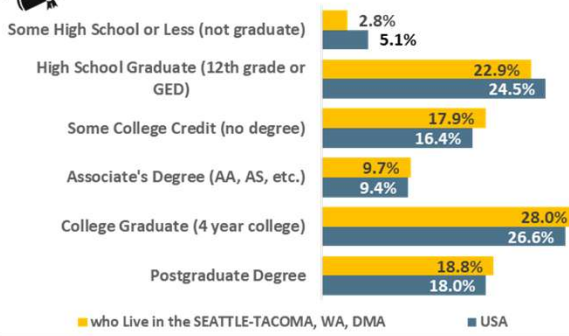
Stage in Life: Adults 18 or older



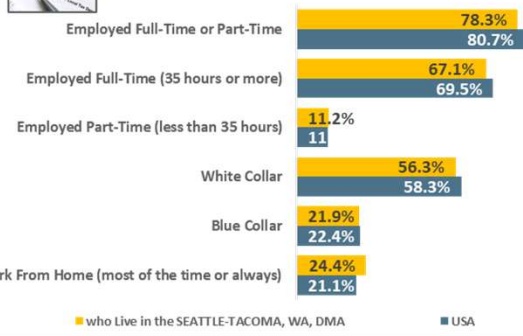
SEATTLE-TACOMA, WA DMA #13 **P25-54**

1.9% or 2,408,348 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 5.1% more likely to be a college graduate, 3.5% less likely to work full-time, 6.5% more likely to be married, 3.1% more likely to be a parent of 1 or more children under 18.

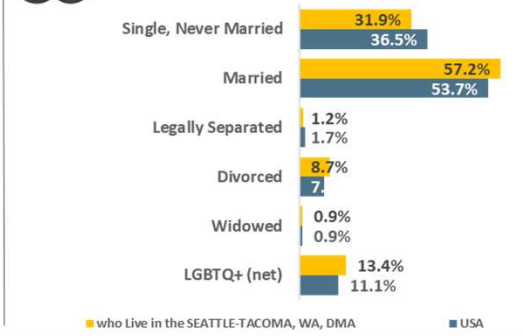
Education Levels: Adults 25 - 54



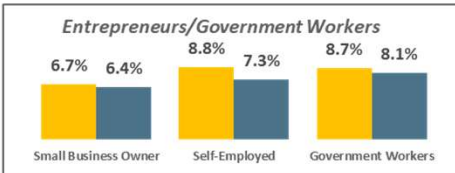
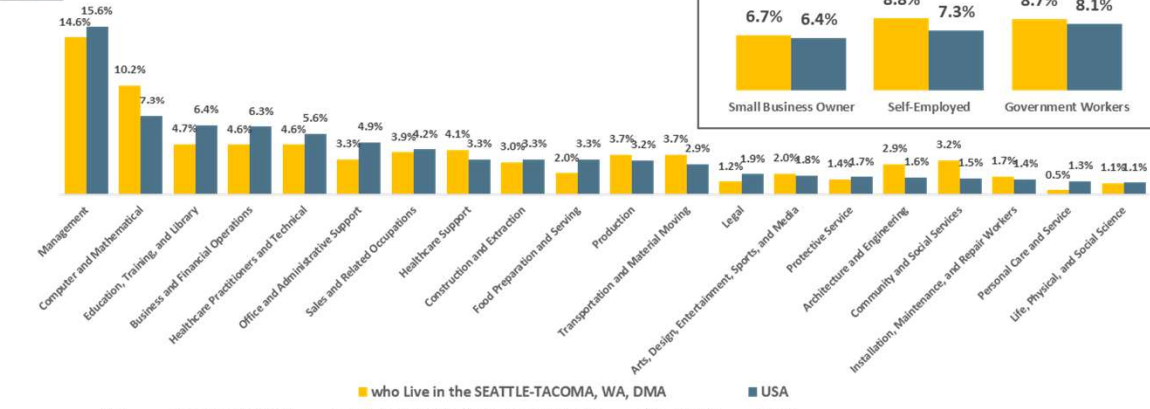
Employment: Adults 25 - 54



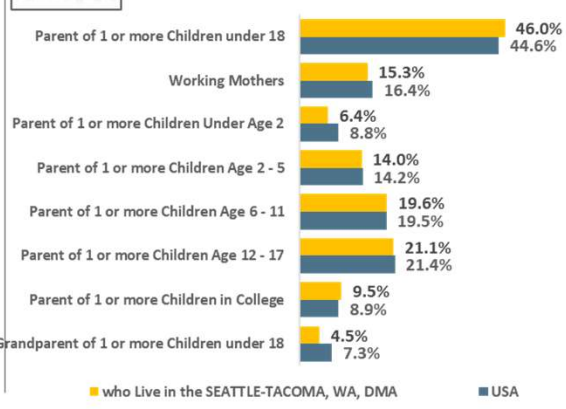
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



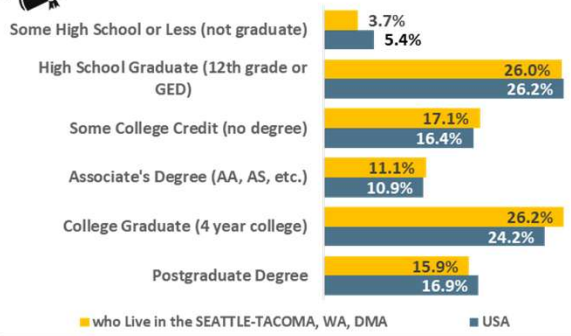
Stage in Life: Adults 25 - 54



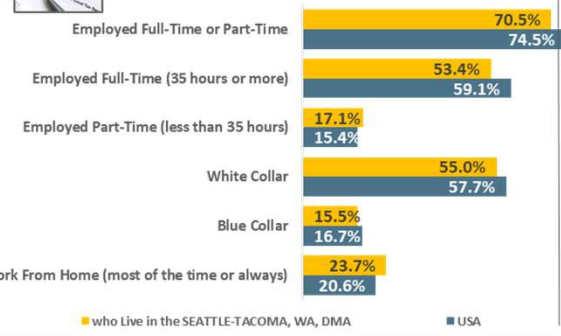


1.8% or 1,161,748 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 2.6% more likely to be a college graduate, 9.5% less likely to work full-time, 7.1% more likely to be married, 1.1% less likely to be a parent of 1 or more children under 18.

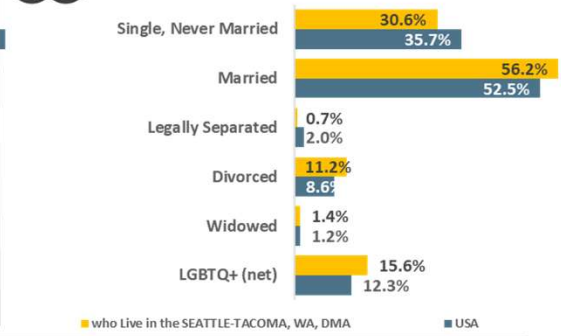
Education Levels: Women 25 - 54



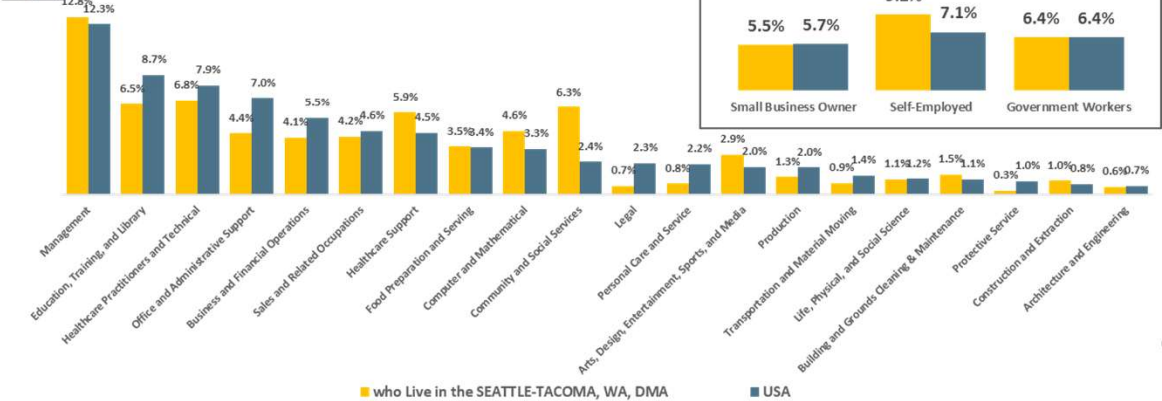
Employment: Women 25 - 54



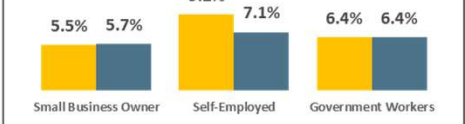
Marital Status: Women 25 - 54



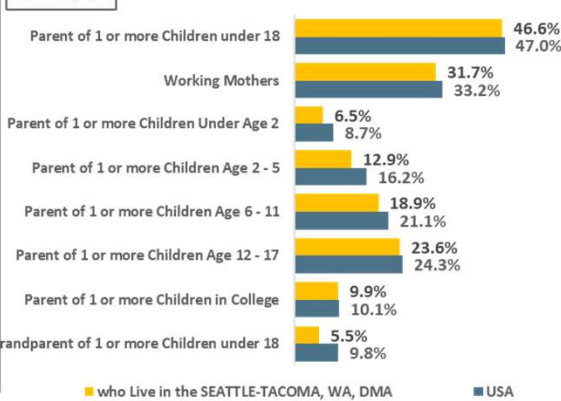
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

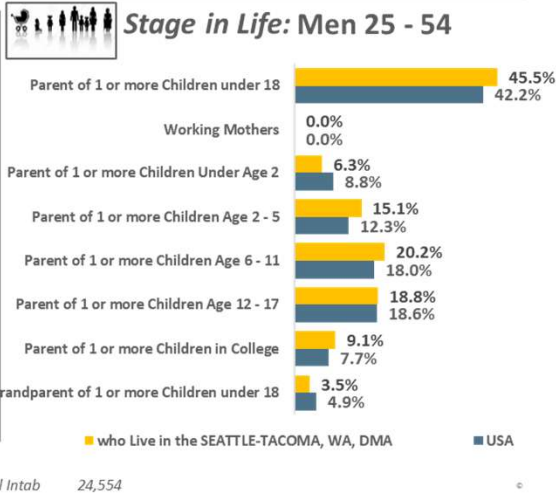
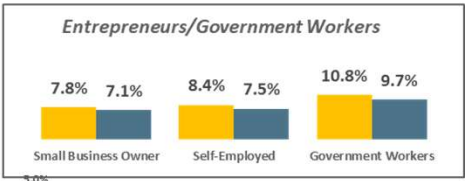
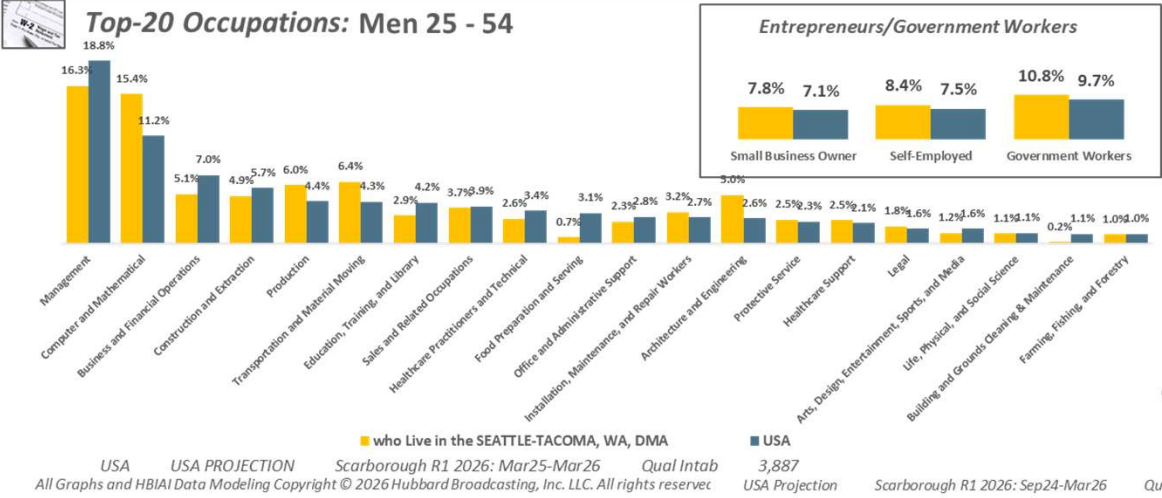
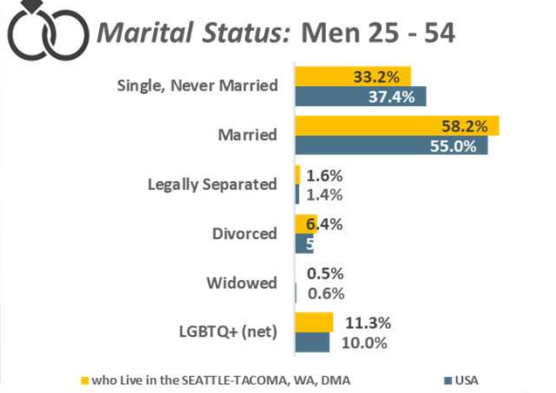
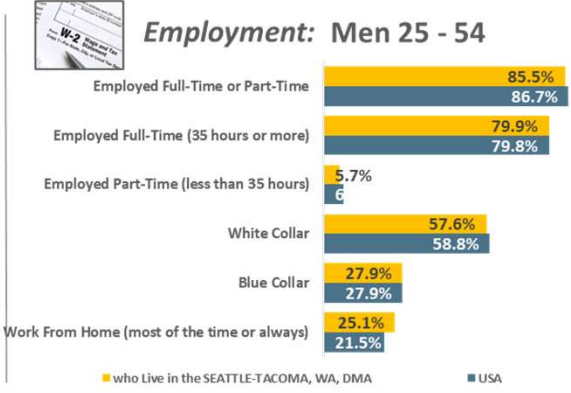
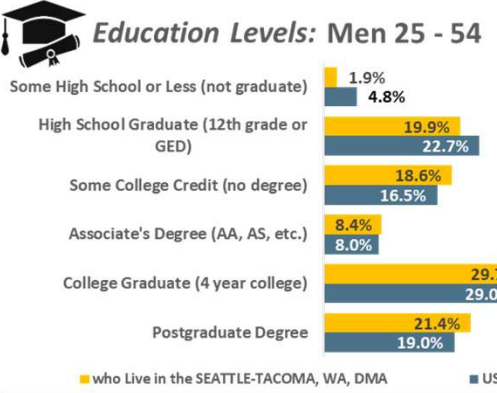


Stage in Life: Women 25 - 54



SEATTLE-TACOMA, WA DMA #13 M25-54

1.9% or 1,246,600 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 6.5% more likely to be a college graduate, .1% more likely to work full-time, 5.9% more likely to be married, 7.6% more likely to be a parent of 1 or more children under 18.

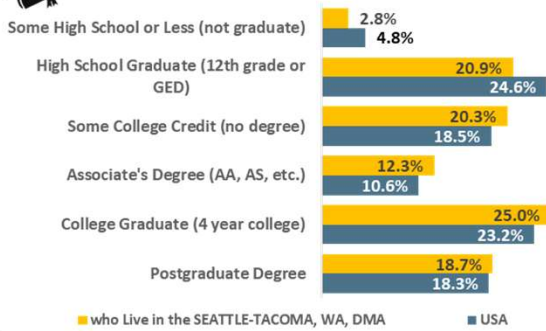


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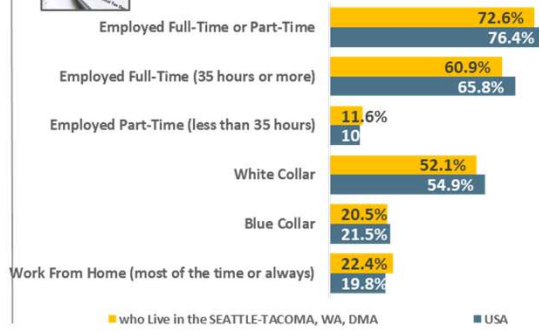
SEATTLE-TACOMA, WA DMA #13
P35-64

1.8% or 2,240,306 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 5.2% more likely to be a college graduate, 7.3% less likely to work full-time, 6.5% more likely to be married, 5.5% more likely to be a parent of 1 or more children under 18.

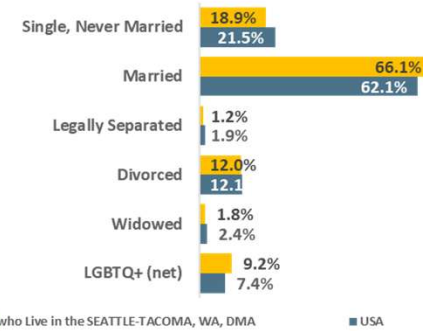
Education Levels: Adults 35 - 64



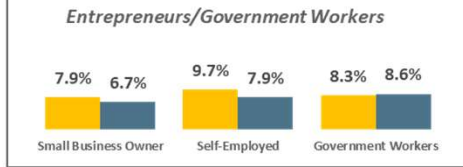
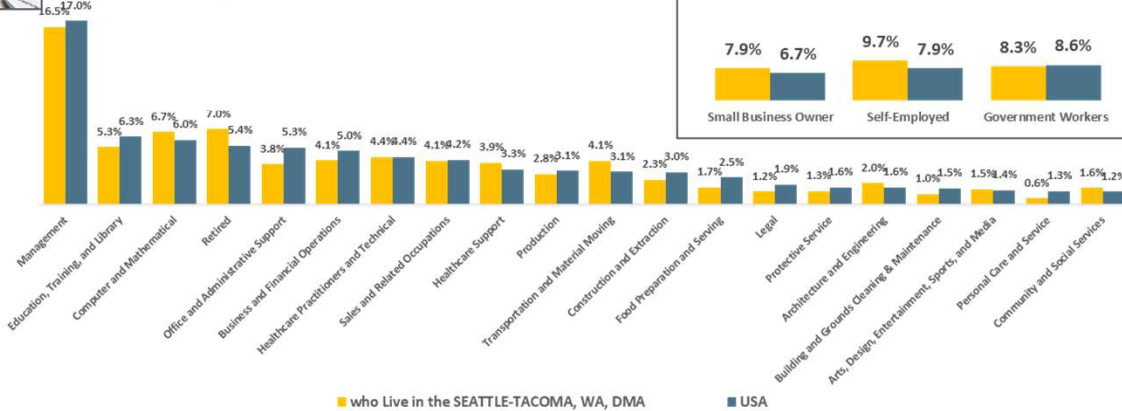
Employment: Adults 35 - 64



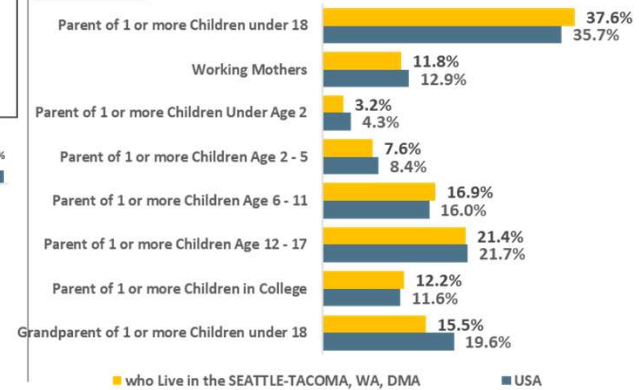
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64

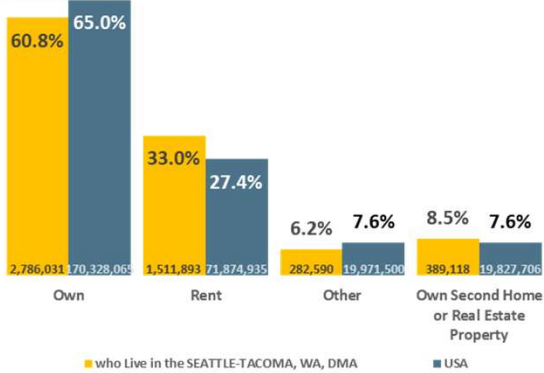




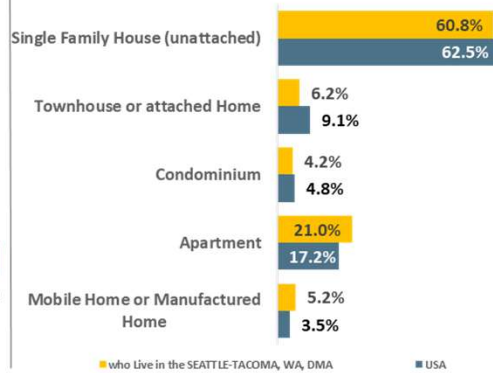
P18+

1.7% or 4,580,514 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 6.4% less likely to own their home,
 90.1% more likely to own a higher valued home, 2.8% less likely to have a single-family home, 5.7% more
 likely to have a dog.

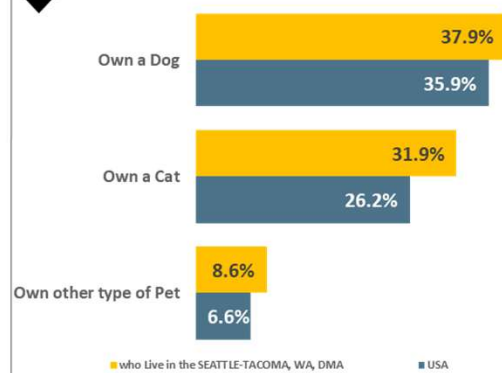
Own/Rent/Other: Adults 18 or older



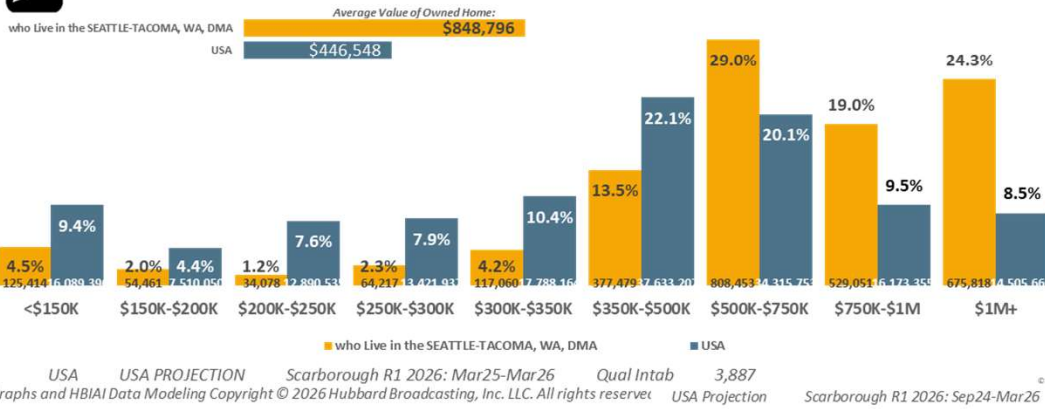
Type of Home: Adults 18 or older



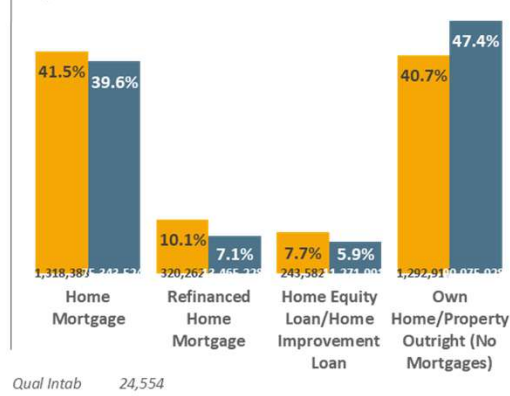
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

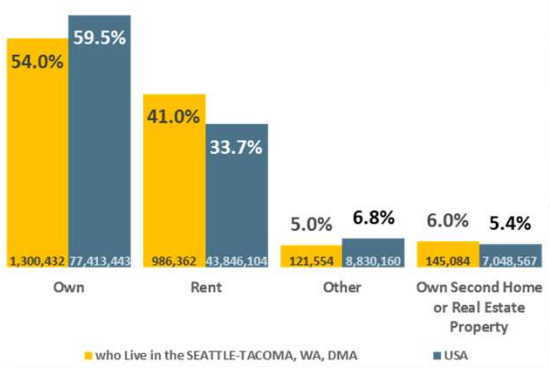


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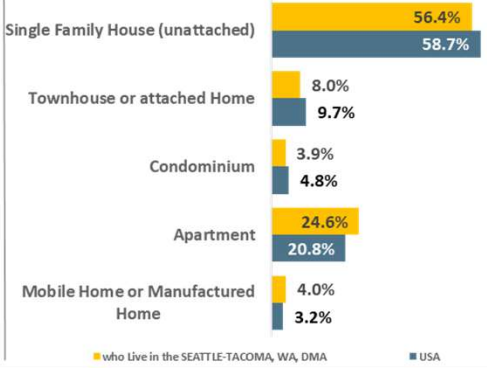


1.9% or 2,408,348 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 9.3% less likely to own their home, 86.2% more likely to own a higher valued home, 4.% less likely to have a single-family home, 9.6% more likely to have a dog.

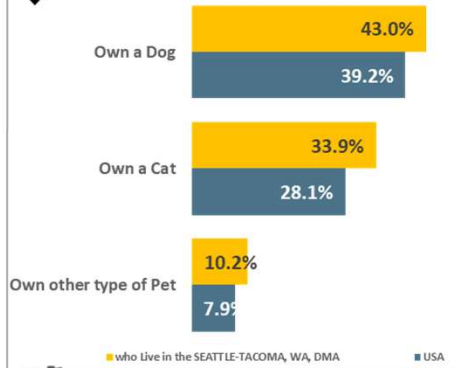
Own/Rent/Other: Adults 25 - 54



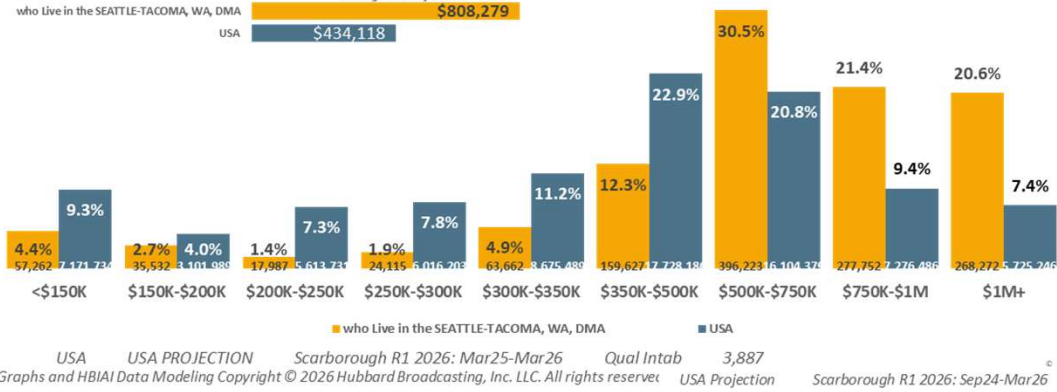
Type of Home: Adults 25 - 54



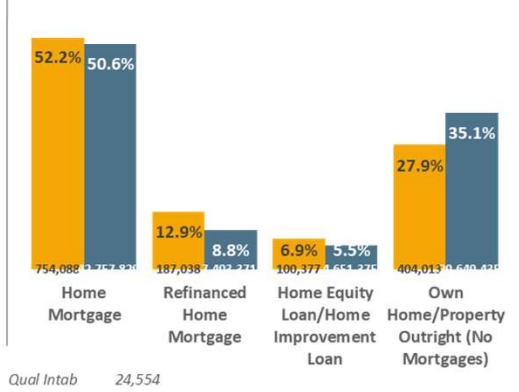
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



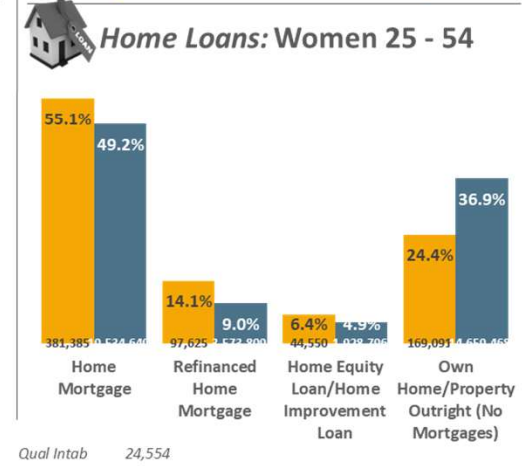
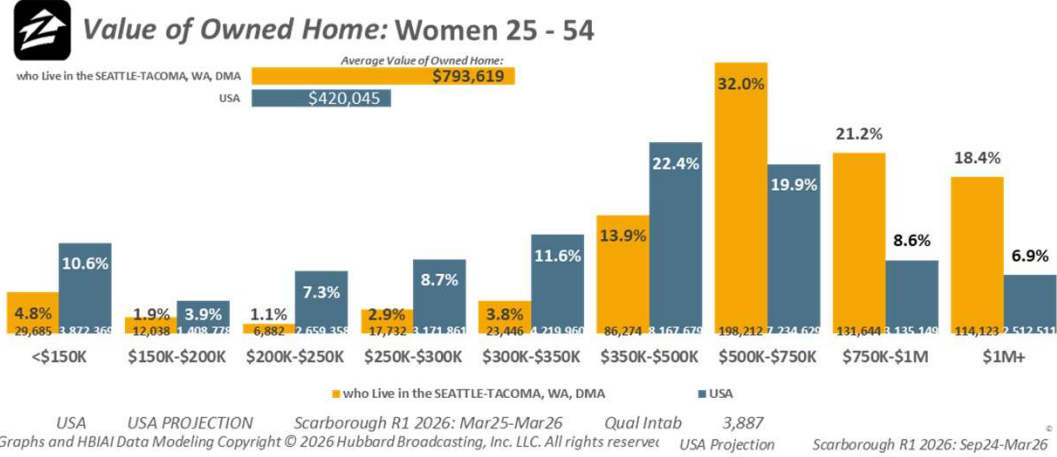
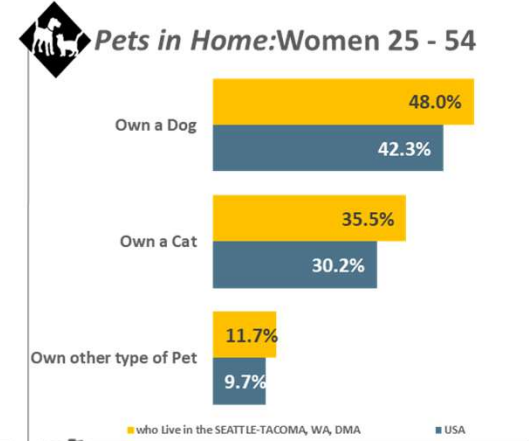
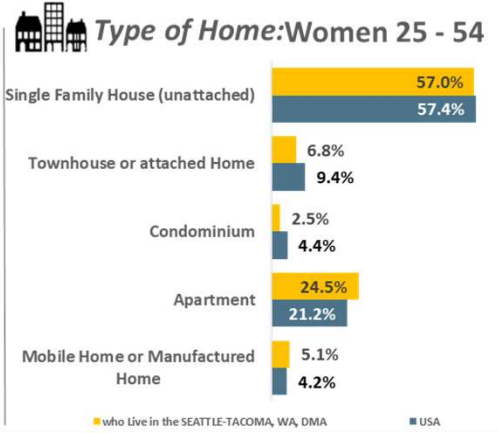
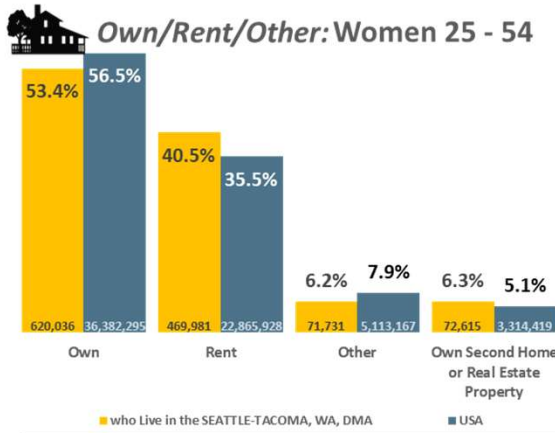
Home Loans: Adults 25 - 54



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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SEATTLE-TACOMA, WA
DMA #13
W25-54

1.8% or 1,161,748 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 5.6% less likely to own their home, 88.9% more likely to own a higher valued home, .7% less likely to have a single-family home, 13.6% more likely to have a dog.

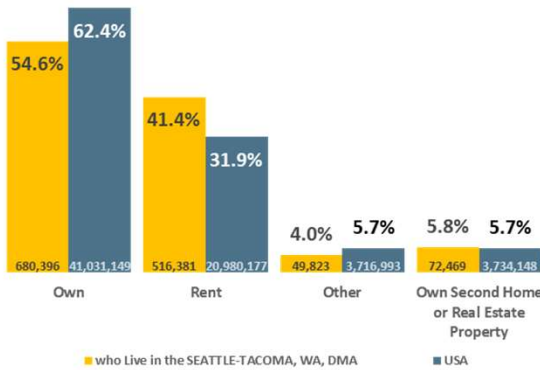


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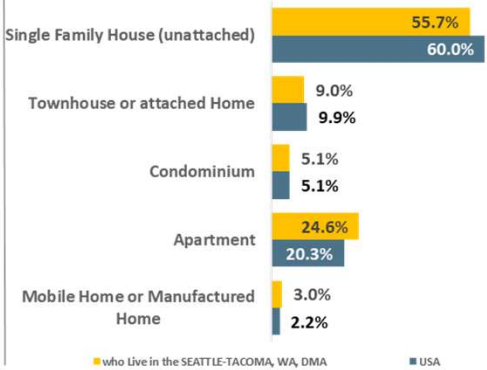
SEATTLE-TACOMA, WA DMA #13 **M25-54**

1.9% or 1,246,600 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 12.6% less likely to own their home, 84.% more likely to own a higher valued home, 7.% less likely to have a single-family home, 5.8% more likely to have a dog.

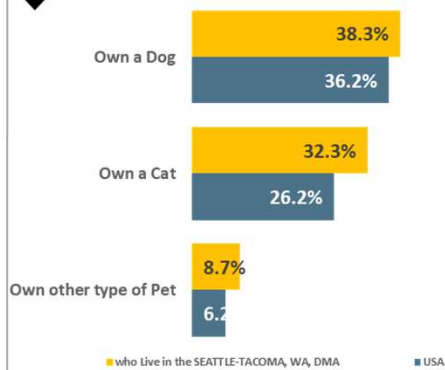
Own/Rent/Other: Men 25 - 54



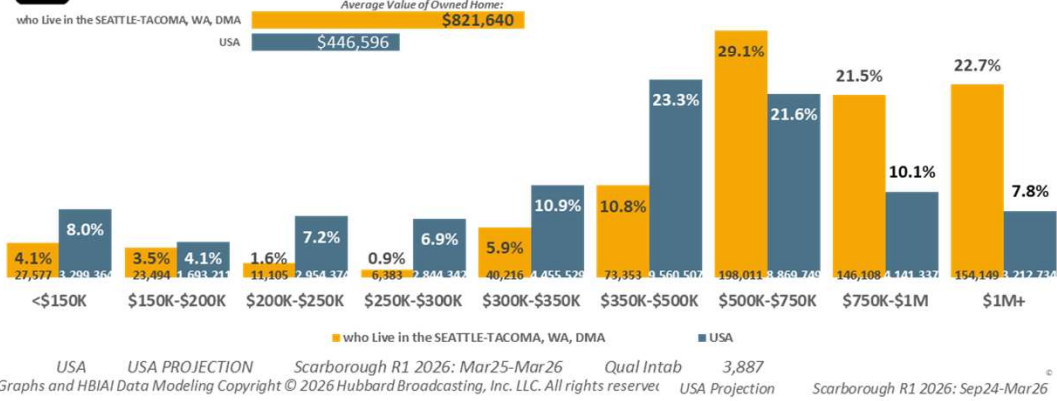
Type of Home: Men 25 - 54



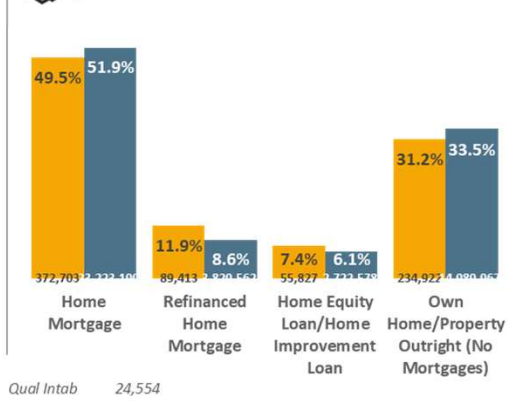
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54

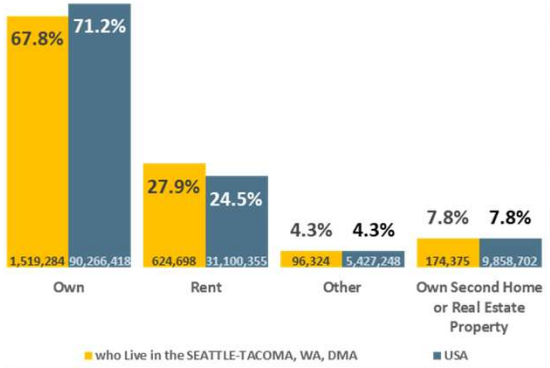


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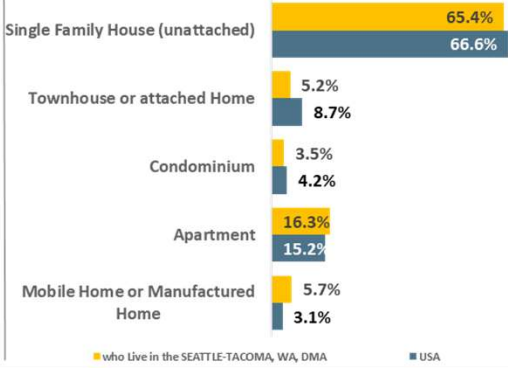
SEATTLE-TACOMA, WA DMA #13 P35-64

1.8% or 2,240,306 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 4.7% less likely to own their home, 85.1% more likely to own a higher valued home, 1.8% less likely to have a single-family home, 8.9% more likely to have a dog.

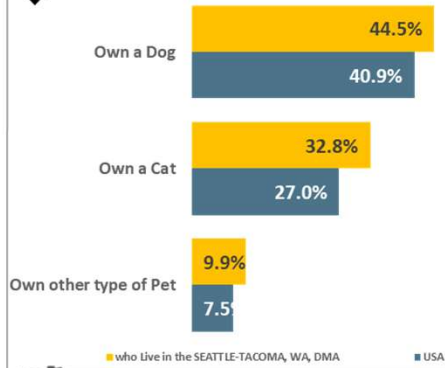
Own/Rent/Other: Adults 35 - 64



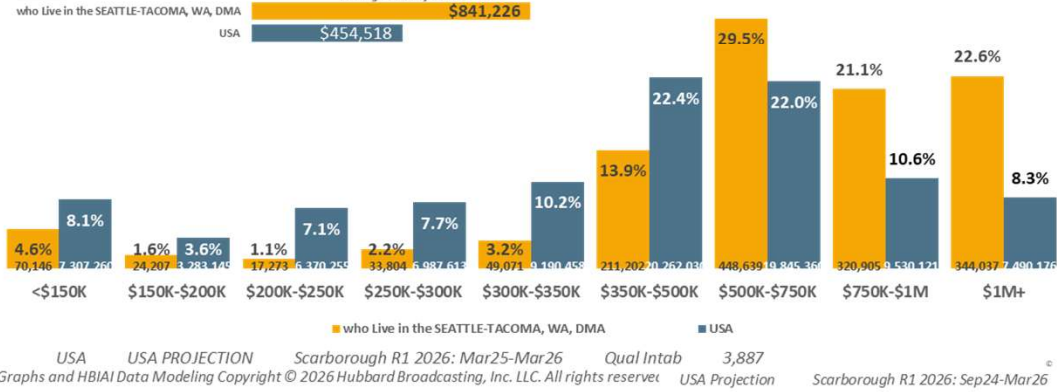
Type of Home: Adults 35 - 64



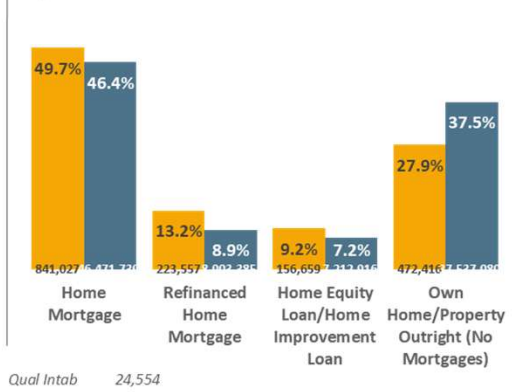
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64

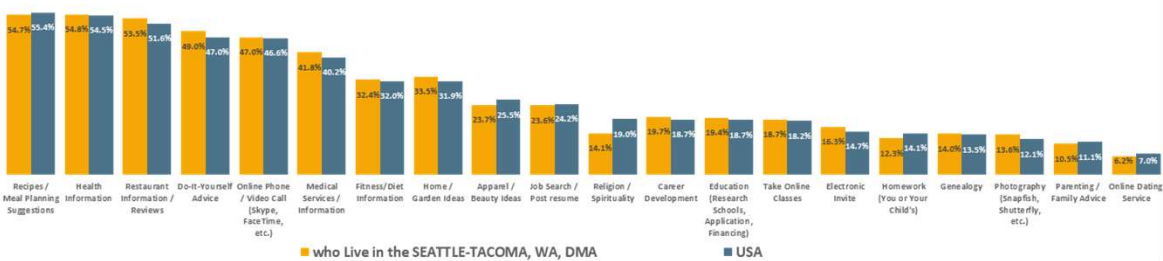


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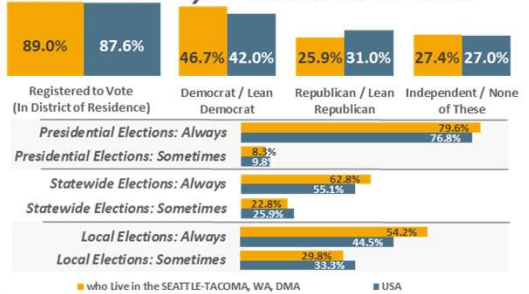


1.7% or 4,580,514 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 4.2% more likely to look up D-I-Y advice online, 21.8% more likely to always vote in local elections, 1.7% more likely to belong to a gym, 7.9% more likely to fly domestic past yr.

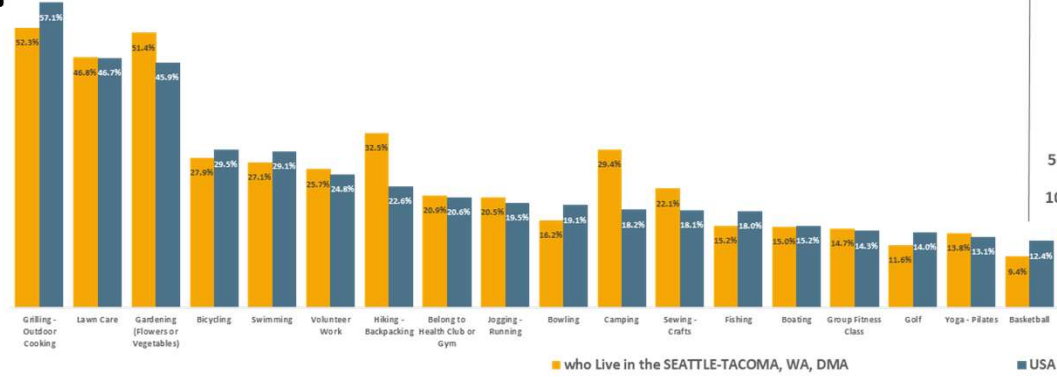
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



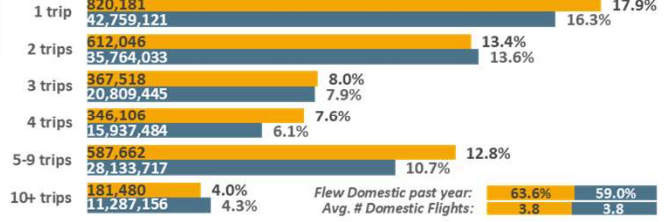
Political Activity: Adults 18 or older



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



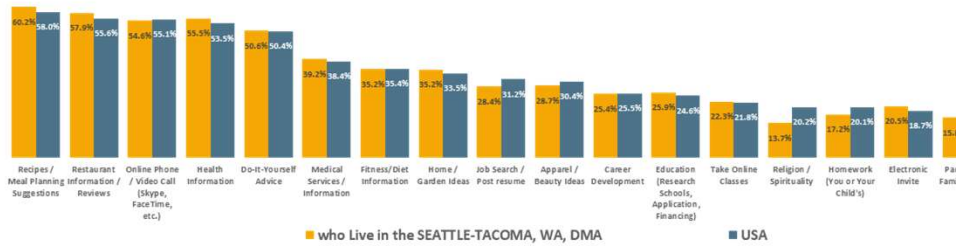
Past 12-months Domestic Airline Trips: Adults 18 or older



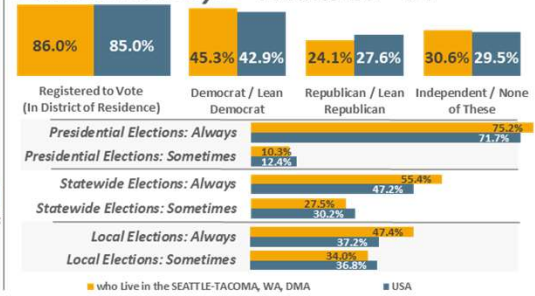


1.9% or 2,408,348 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are .4% more likely to look up D-I-Y advice online, 27.4% more likely to always vote in local elections, .8% more likely to belong to a gym, 8.1% more likely to fly domestic past yr.

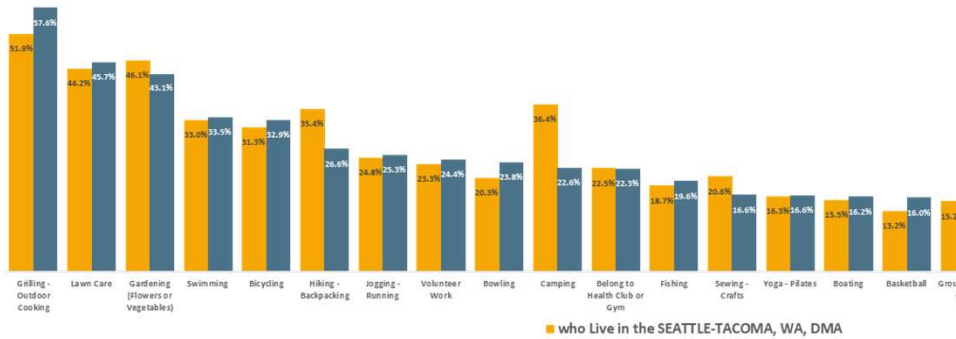
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



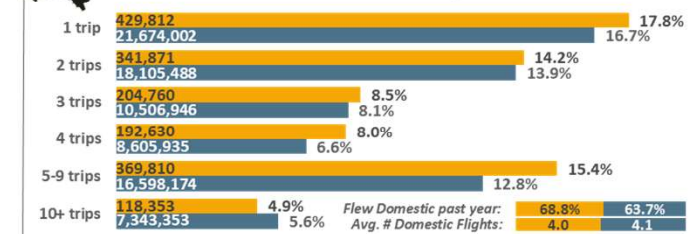
Political Activity: Adults 25 - 54



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



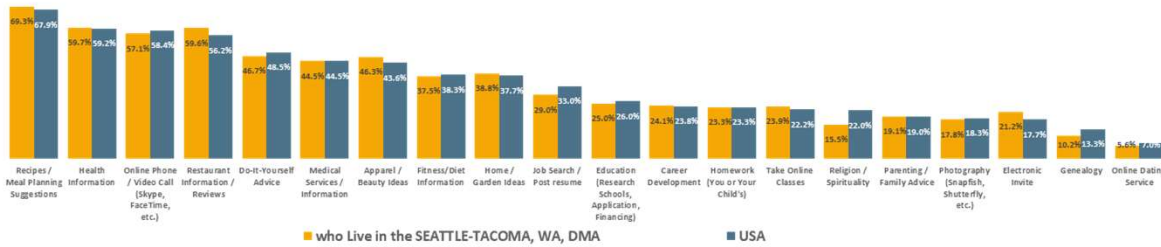
Past 12-months Domestic Airline Trips: Adults 25 - 54



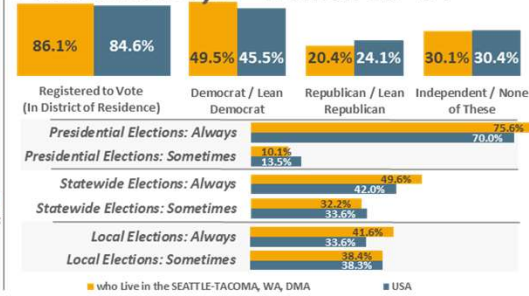


1.8% or 1,161,748 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 3.6% less likely to look up D-I-Y advice online, 23.7% more likely to always vote in local elections, 5.4% more likely to belong to a gym, 9.7% more likely to fly domestic past yr.

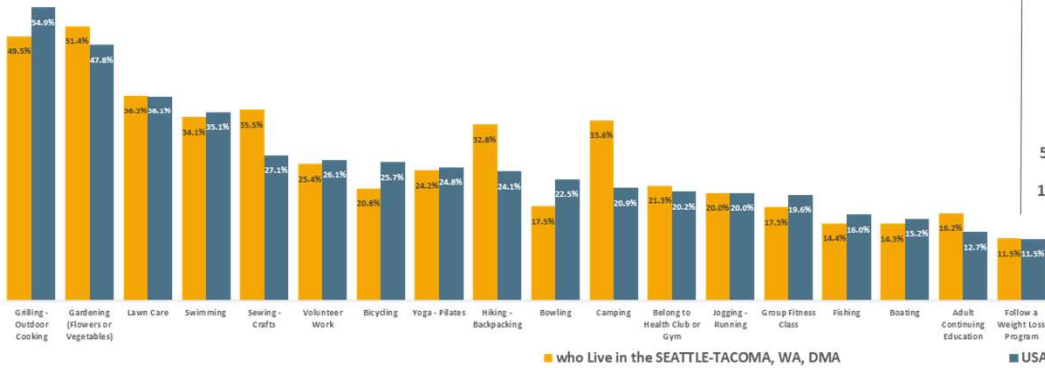
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



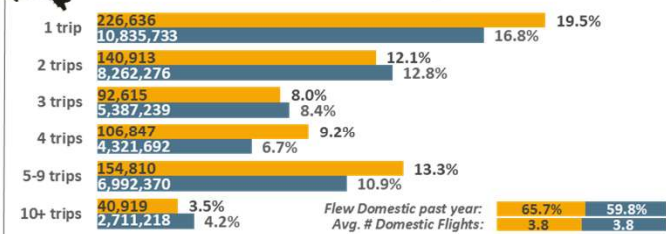
Political Activity: Women 25 - 54



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



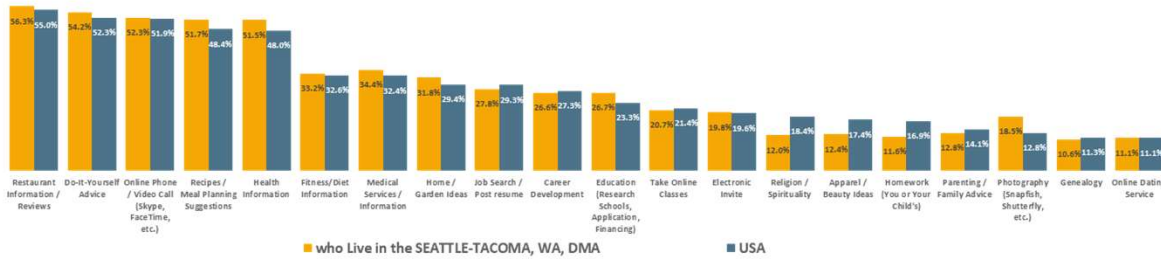
Past 12-months Domestic Airline Trips: Women 25 - 54



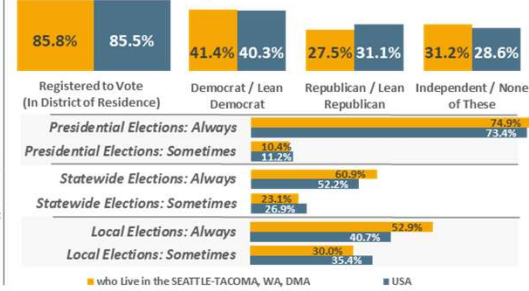


1.9% or 1,246,600 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 3.6% more likely to look up D-I-Y advice online, 29.8% more likely to always vote in local elections, 3.1% less likely to belong to a gym, 6.4% more likely to fly domestic past yr.

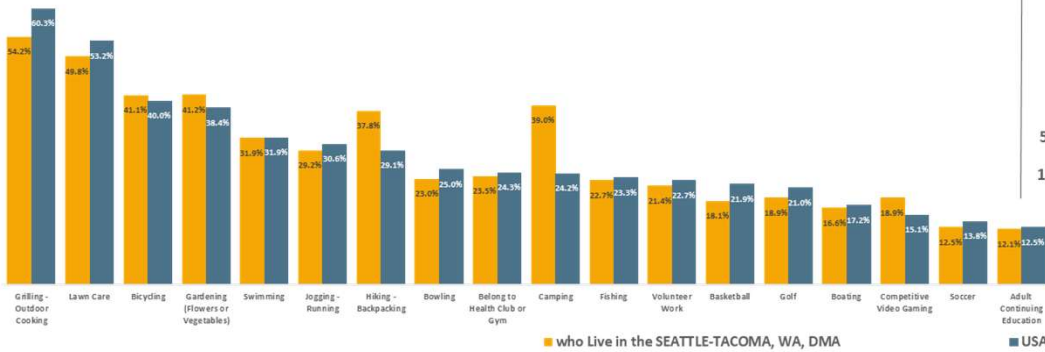
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



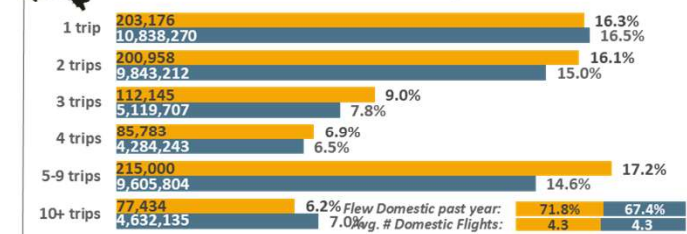
Political Activity: Men 25 - 54



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



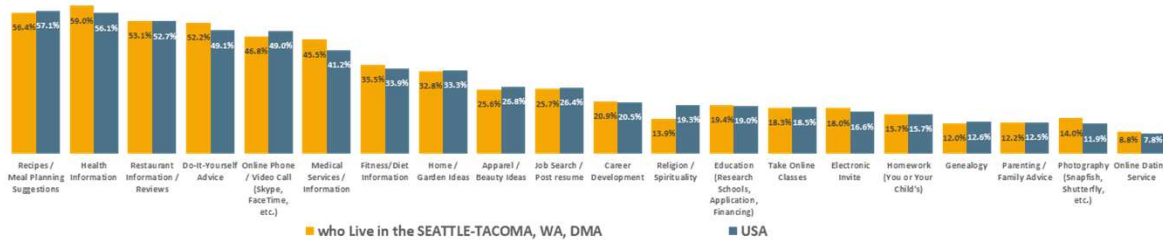
Past 12-months Domestic Airline Trips: Men 25 - 54



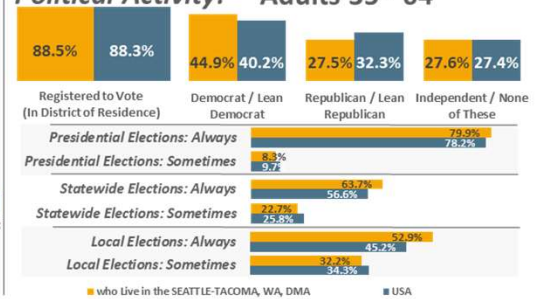


1.8% or 2,240,306 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 6.4% more likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, 2.9% less likely to belong to a gym, 3.4% more likely to fly domestic past yr.

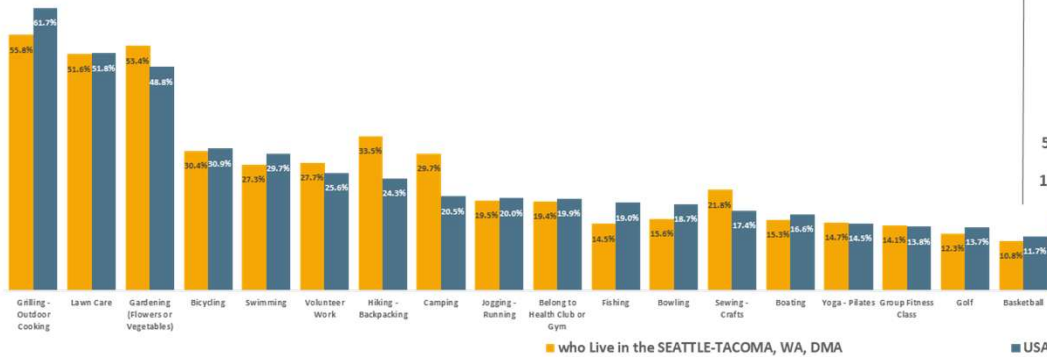
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



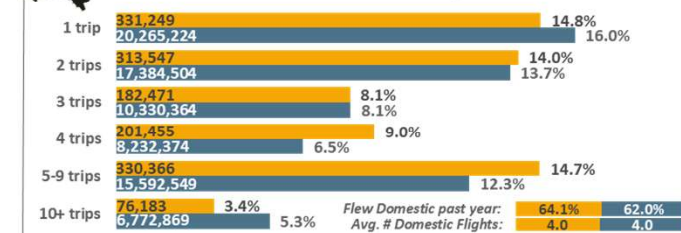
Political Activity: Adults 35 - 64



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



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

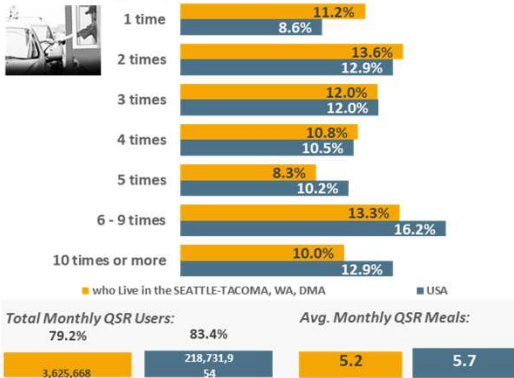




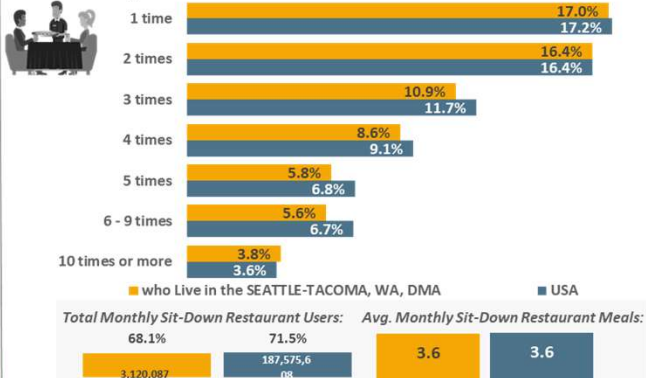
P18+

1.7% or 4,580,514 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 5.1% less likely to use QSRs past mo.,
 4.8% less likely to use Sit-Down Restaurants past mo., 8.2% more likely to use Casinos past yr., 13.4% less
 likely to smoke cigarettes.

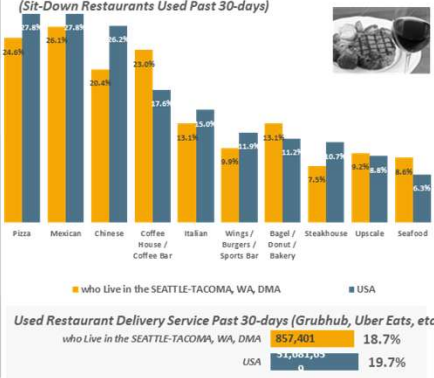
Past 30-days QSR Users: Adults 18 or older



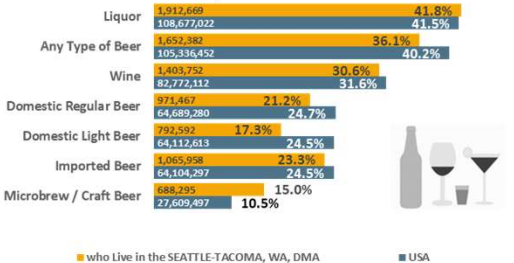
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



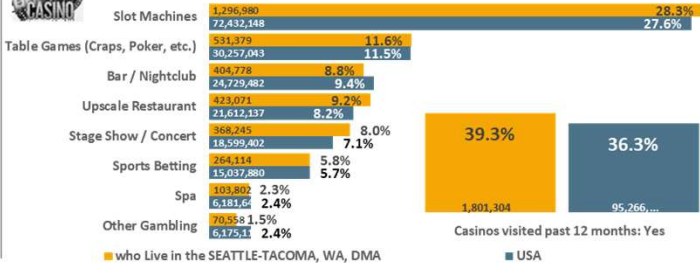
Top-10 Cuisines: Adults 18 or older



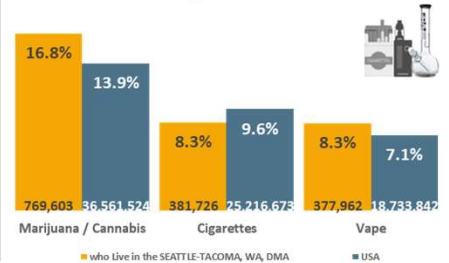
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



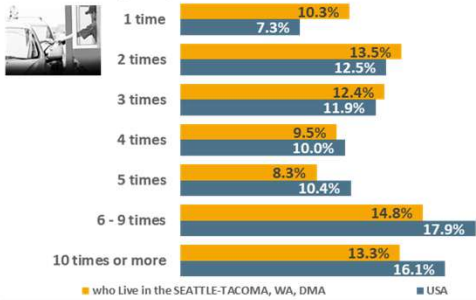
Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA, WA DMA #13 P25-54

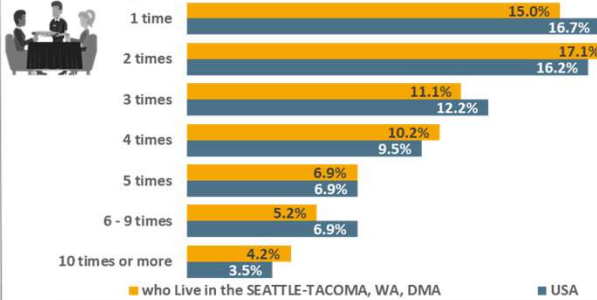
1.9% or 2,408,348 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.7% less likely to use QSRs past mo., 2.9% less likely to use Sit-Down Restaurants past mo., 4.1% more likely to use Casinos past yr., 1.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



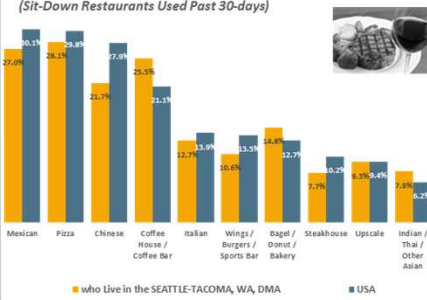
Metric	Seattle-Tacoma, WA, DMA	USA
Total Monthly QSR Users	82.0%	86.1%
Avg. Monthly QSR Meals	5.7	6.2

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



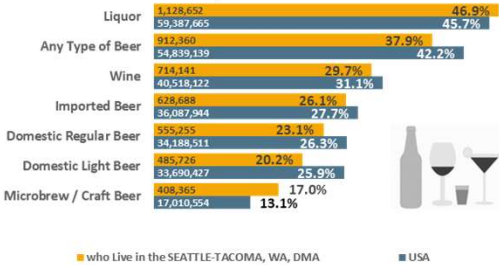
Metric	Seattle-Tacoma, WA, DMA	USA
Total Monthly Sit-Down Restaurant Users	69.8%	71.8%
Avg. Monthly Sit-Down Restaurant Meals	3.7	3.6

Top-10 Cuisines: Adults 25 - 54

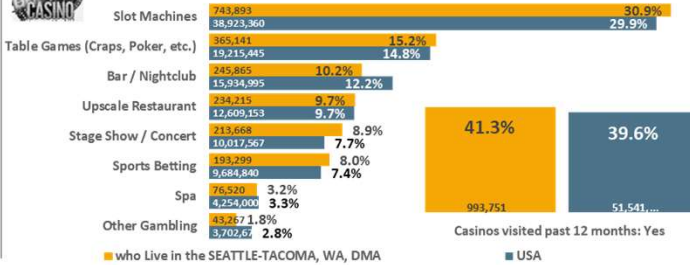


Metric	Seattle-Tacoma, WA, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	22.5%	24.8%

Drank Past 30-days: Adults 25 - 54

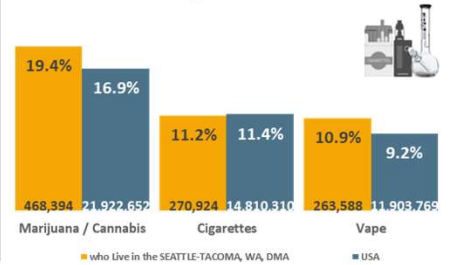


Past 12 months Casino Activities: Adults 25 - 54



Metric	Seattle-Tacoma, WA, DMA	USA
Casinos visited past 12 months: Yes	41.3%	39.6%

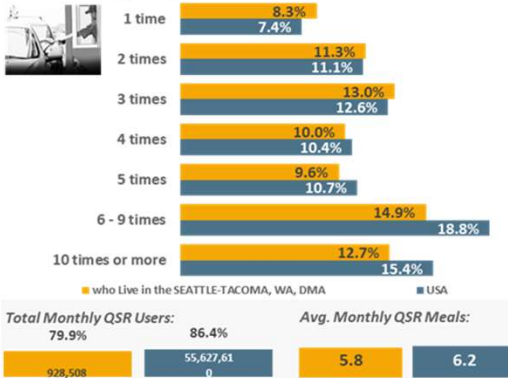
Used Past 30-days: Adults 25 - 54



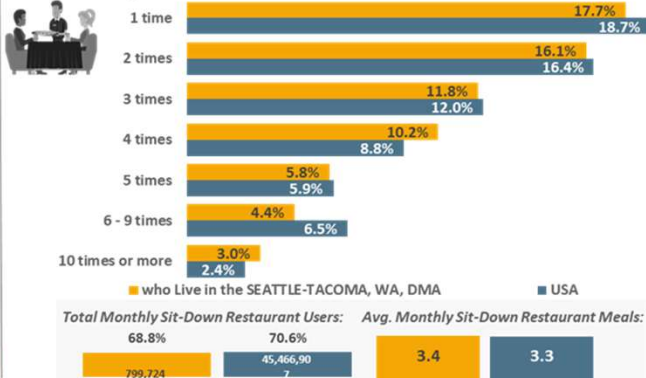
SEATTLE-TACOMA, WA DMA #13 W25-54

1.8% or 1,161,748 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 7.5% less likely to use QSRs past mo., 2.6% less likely to use Sit-Down Restaurants past mo., 9.7% more likely to use Casinos past yr., 3.5% more likely to smoke cigarettes.

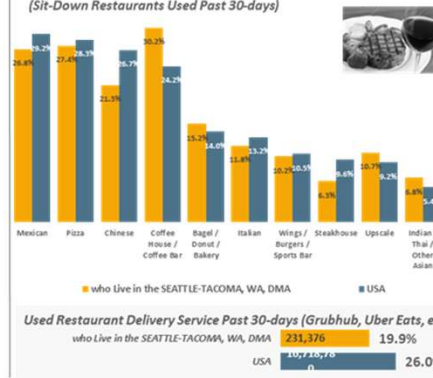
Past 30-days QSR Users: Women 25 - 54



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

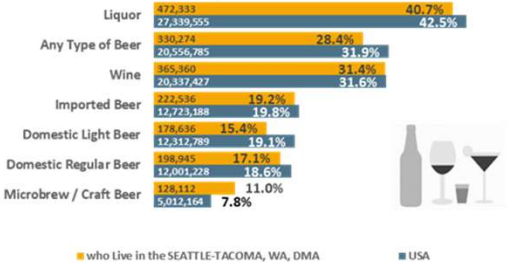


Top-10 Cuisines: Women 25 - 54 (Sit-Down Restaurants Used Past 30-days)

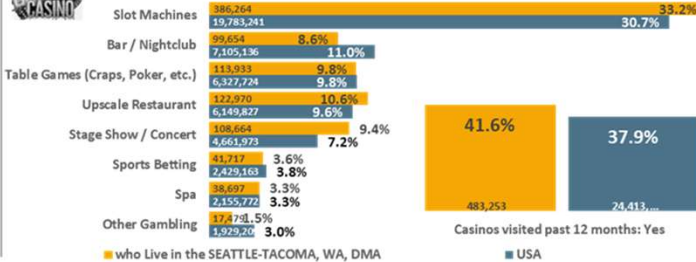


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Live in the SEATTLE-TACOMA, WA, DMA: 231,376 (19.9%)
 USA: 1,161,748 (26.0%)

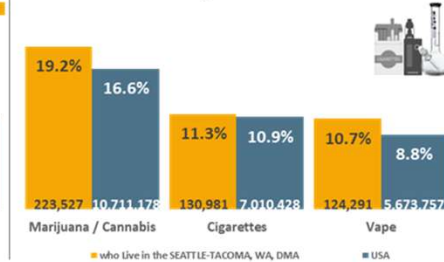
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



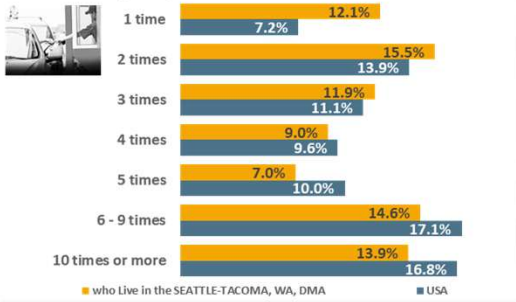
Used Past 30-days: Women 25 - 54



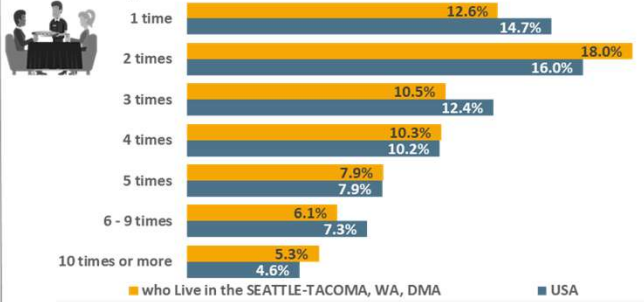
SEATTLE-TACOMA, WA DMA #13 M25-54

1.9% or 1,246,600 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 2.% less likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., .8% less likely to use Casinos past yr., 5.4% less likely to smoke cigarettes.

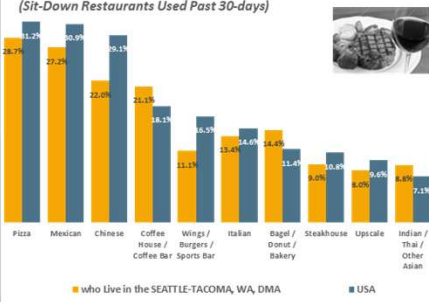
Past 30-days QSR Users: Men 25 - 54



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



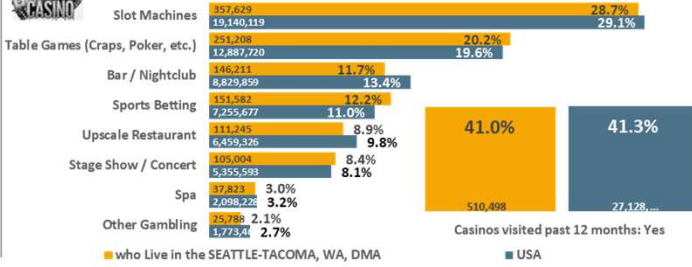
Top-10 Cuisines: Men 25 - 54



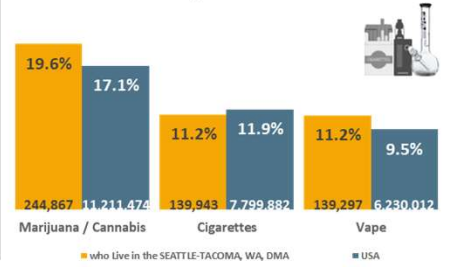
Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



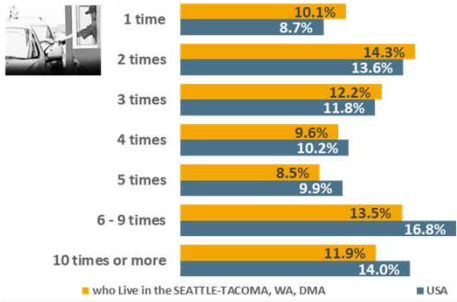
Used Past 30-days: Men 25 - 54



SEATTLE-TACOMA, WA DMA #13 **P35-64**

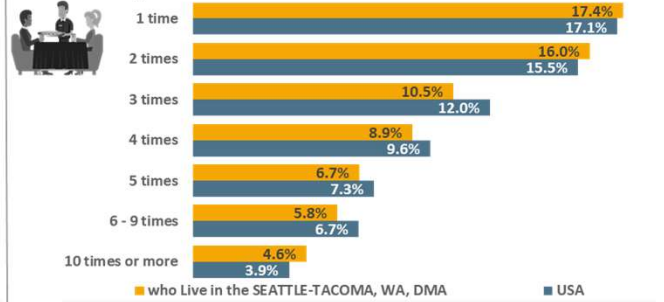
1.8% or 2,240,306 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 5.8% less likely to use QSRs past mo., 3% less likely to use Sit-Down Restaurants past mo., 13.4% more likely to use Casinos past yr., 1.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



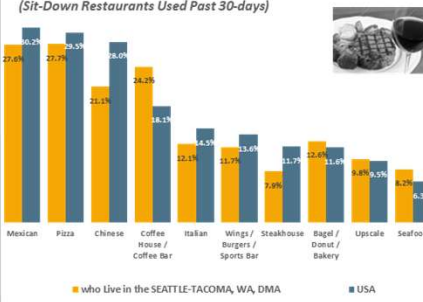
Total Monthly QSR Users:	80.1%	85.0%
	1,793,419	107,734,856
Avg. Monthly QSR Meals:	5.4	5.9

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



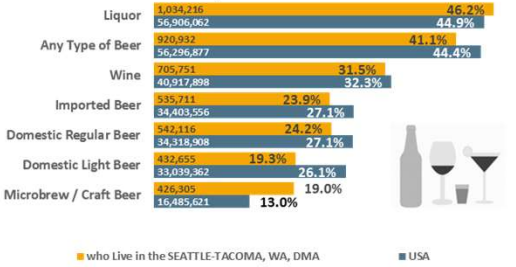
Total Monthly Sit-Down Restaurant Users:	69.9%	72.1%
	1,566,915	91,458,841
Avg. Monthly Sit-Down Restaurant Meals:	3.8	3.7

Top-10 Cuisines: Adults 35 - 64
(Sit-Down Restaurants Used Past 30-days)

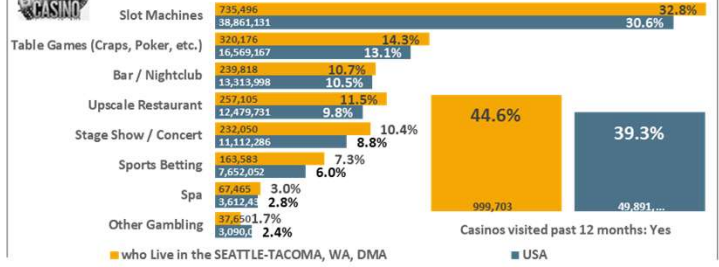


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	19.6%	19.5%
	439,821	46,780,212

Drank Past 30-days: Adults 35 - 64

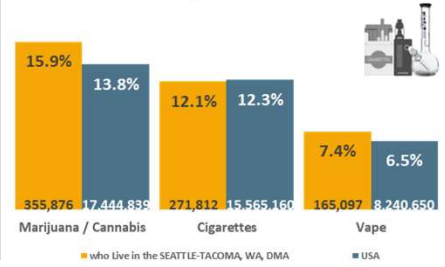


Past 12 months Casino Activities: Adults 35 - 64



Casinos visited past 12 months: Yes	44.6%	39.3%
	999,703	49,891,100

Used Past 30-days: Adults 35 - 64



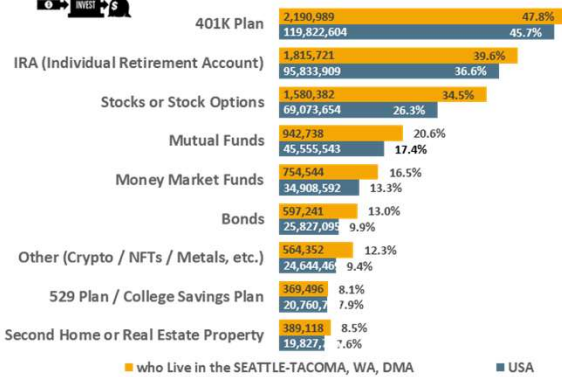
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
 All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554



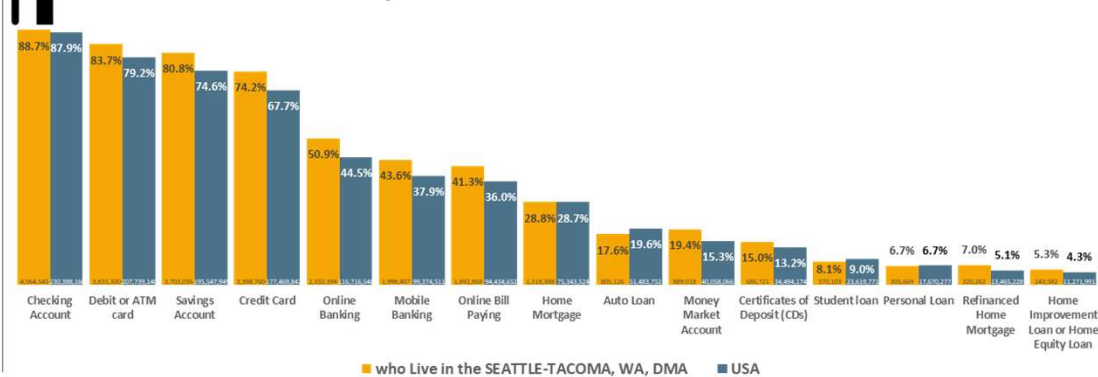
1.7% or 4,580,514 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
 Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 4.7% more likely to have a 401K, 10.5% less likely to have an Auto Loan, 39.2% more likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



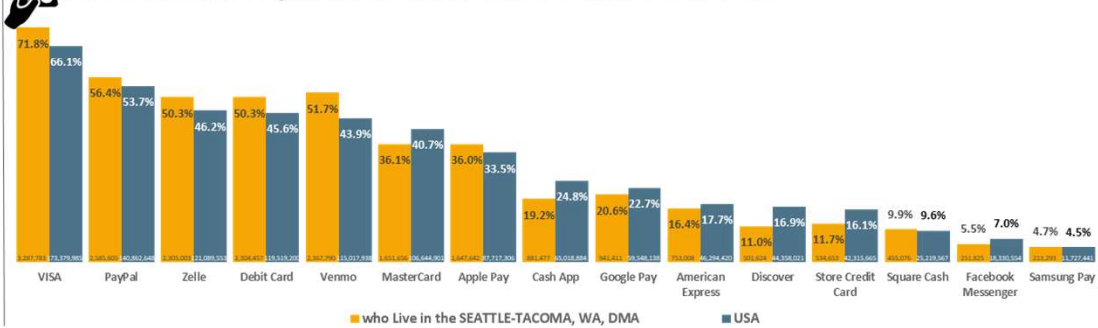
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

SEATTLE-TACOMA, WA
DMA #13
P25-54

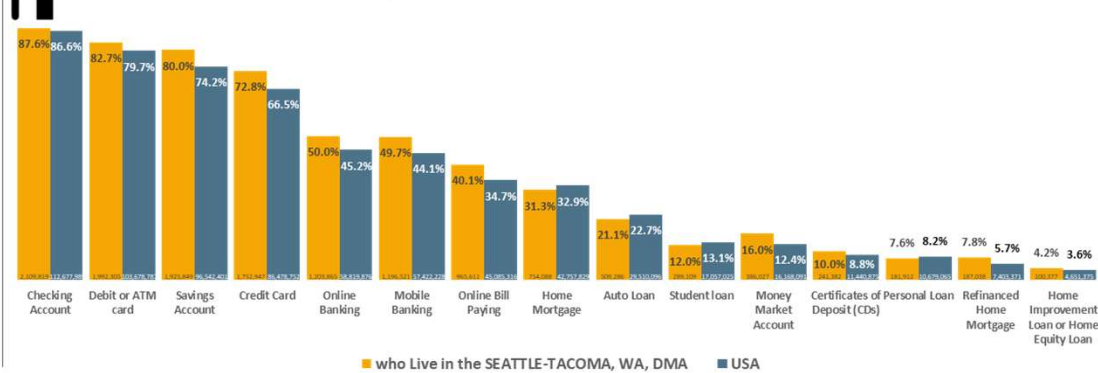
1.9% or 2,408,348 of USA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.5% more likely to have a 401K, 6.8% less likely to have an Auto Loan, 37.9% more likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.



Investments Owned: Adults 25 - 54



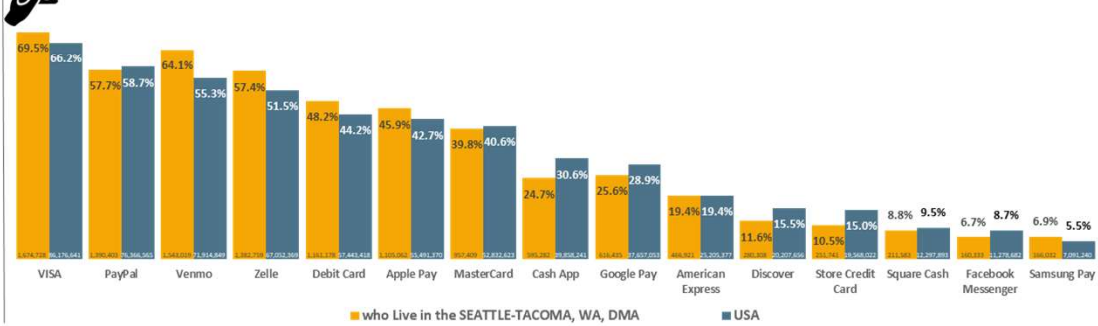
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



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

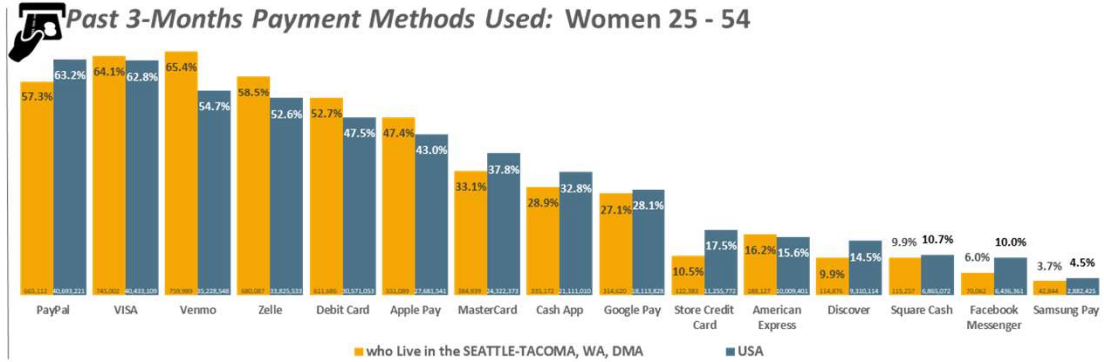
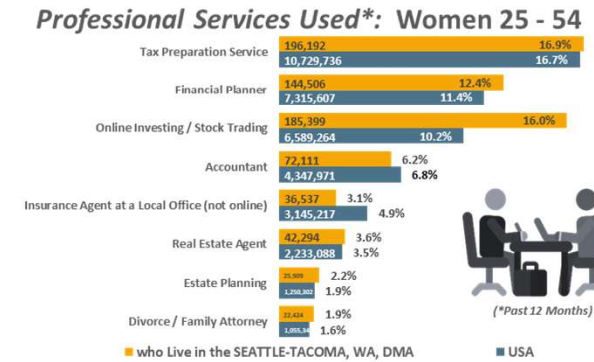
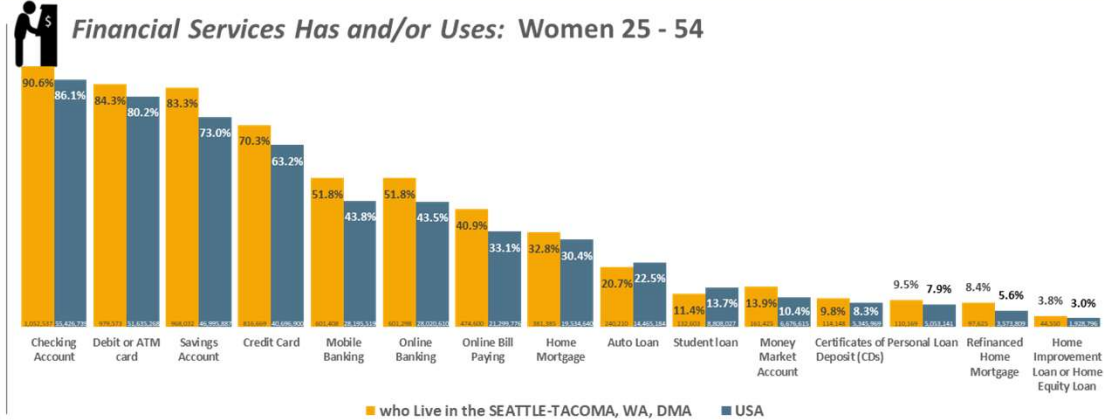
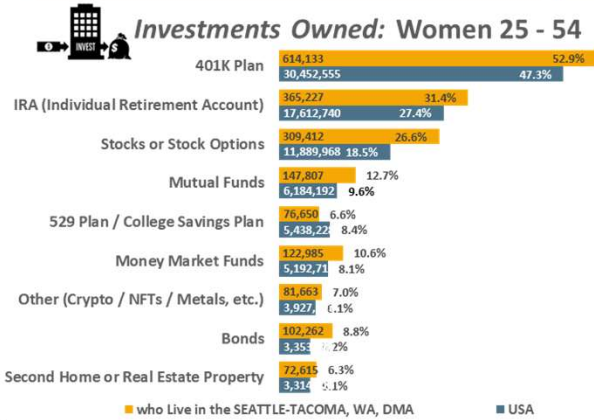


USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab
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3,887 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554



1.8% or 1,161,748 of USA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
 Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 11.7% more likely to have a 401K, 8% less likely to have an Auto Loan, 55.9% more likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Card.

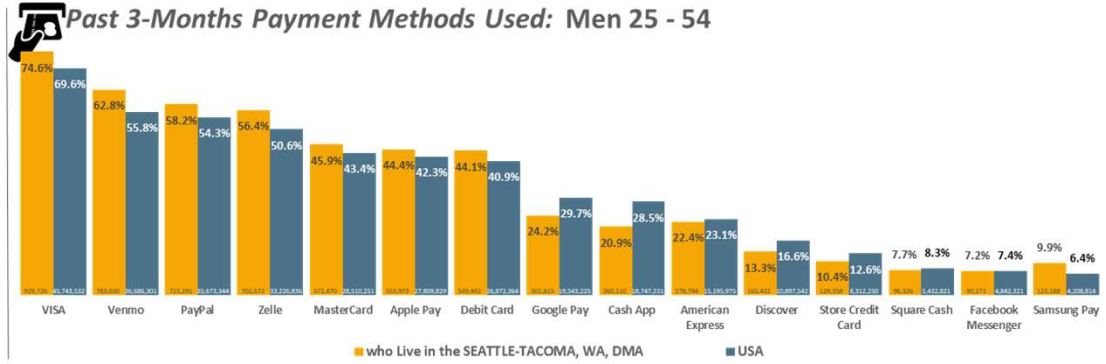
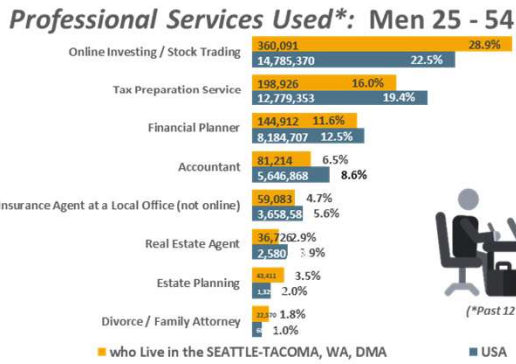
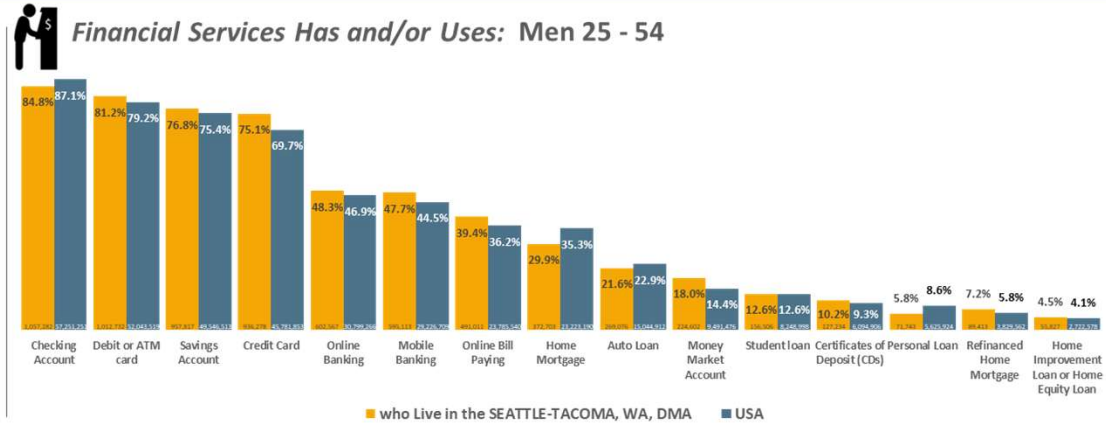
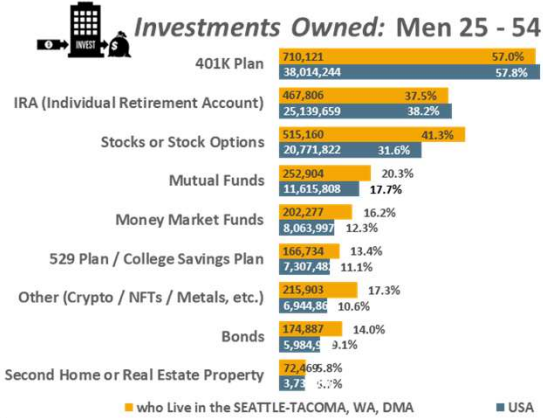


USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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SEATTLE-TACOMA, WA
DMA #13
M25-54

1.9% or 1,246,600 of USA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 1.5% less likely to have a 401K, 5.7% less likely to have an Auto Loan, 28.4% more likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.



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USA PROJECTION Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

SEATTLE-TACOMA, WA
DMA #13
P35-64

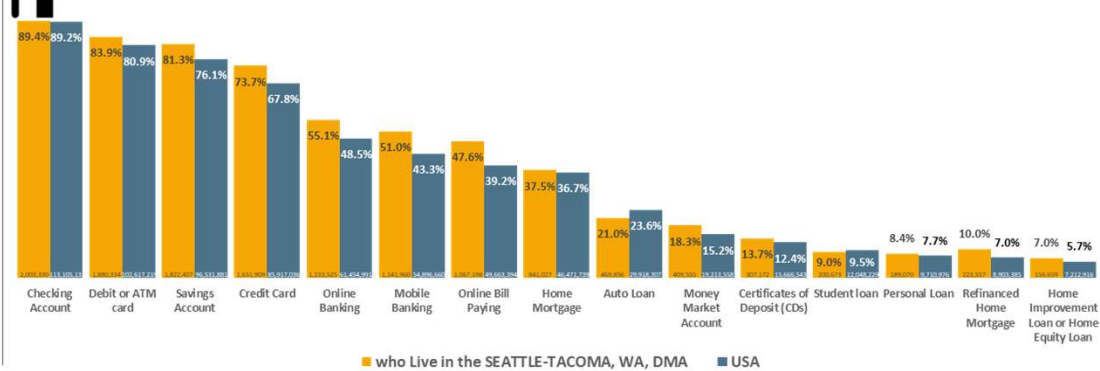
1.8% or 2,240,306 of USA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 1.4% more likely to have a 401K, 11.1% less likely to have an Auto Loan, 38.% more likely to Invest/Trade Stocks Online, 10.5% more likely to pay with their Debit Card.



Investments Owned: Adults 35 - 64



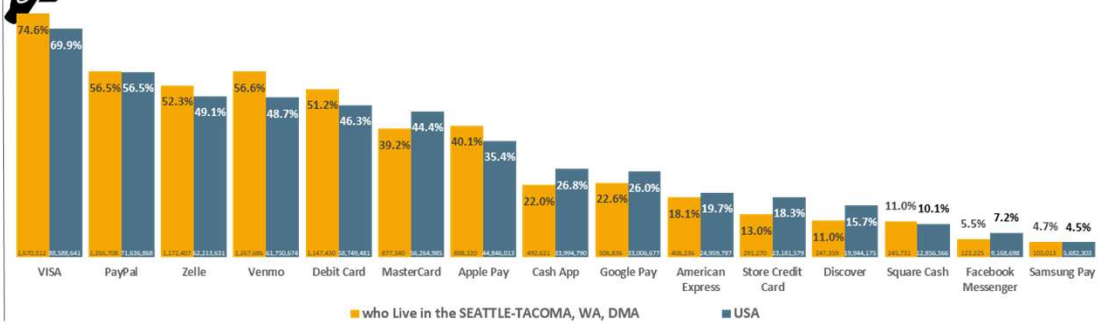
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



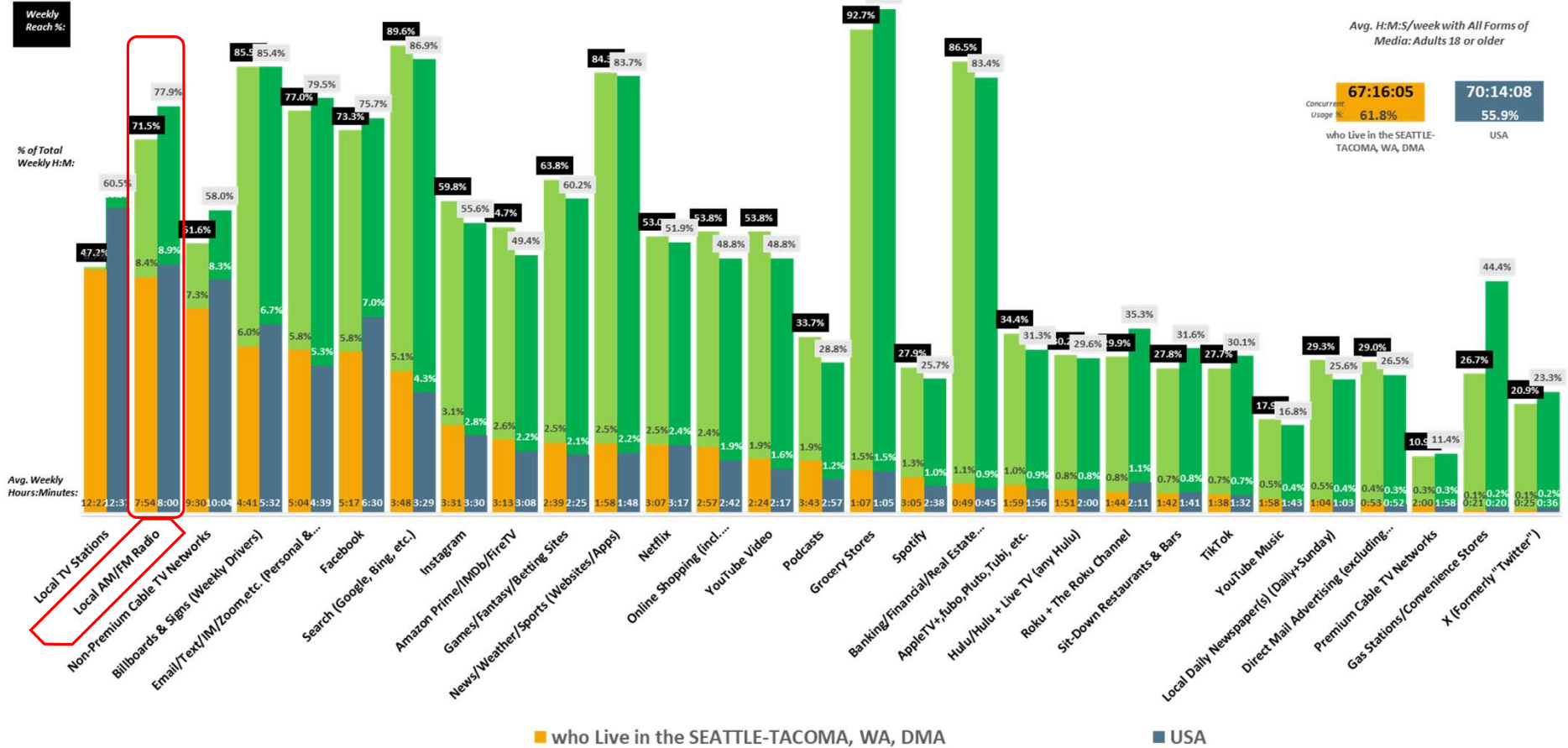
Past 3-Months Payment Methods Used: Adults 35 - 64





P18+

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 19 hours, 16 minutes and 5 seconds each week with All Forms of Media.
 71.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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

Seattle-Tacoma, WA, DMA	67:16:05
USA	70:14:08

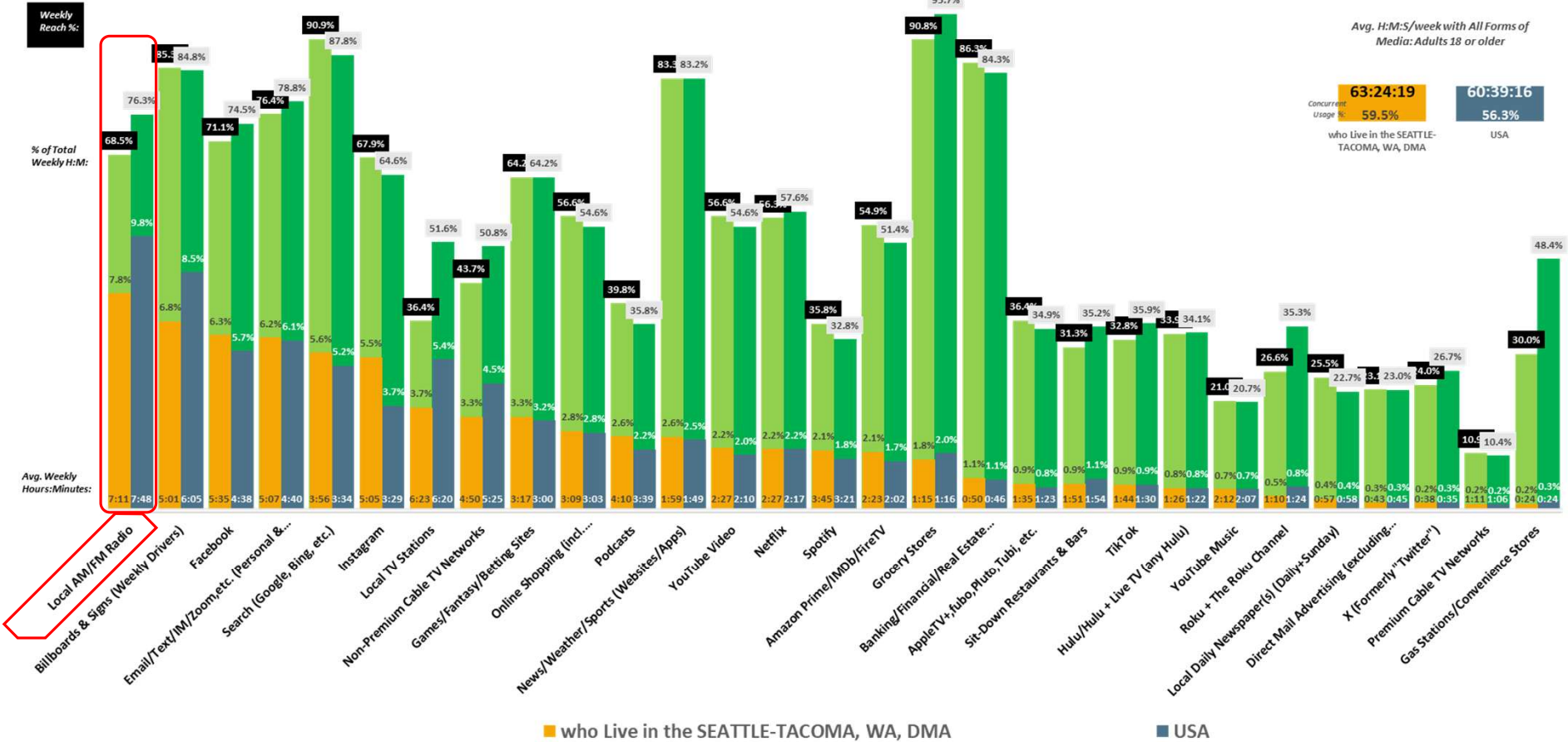
Concurrent Usage %: Seattle-Tacoma, WA, DMA: 61.8% | USA: 55.9%



Share of Everything for Anything.



Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 15 hours, 24 minutes and 19 seconds each week with All Forms of Media.
 68.5% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



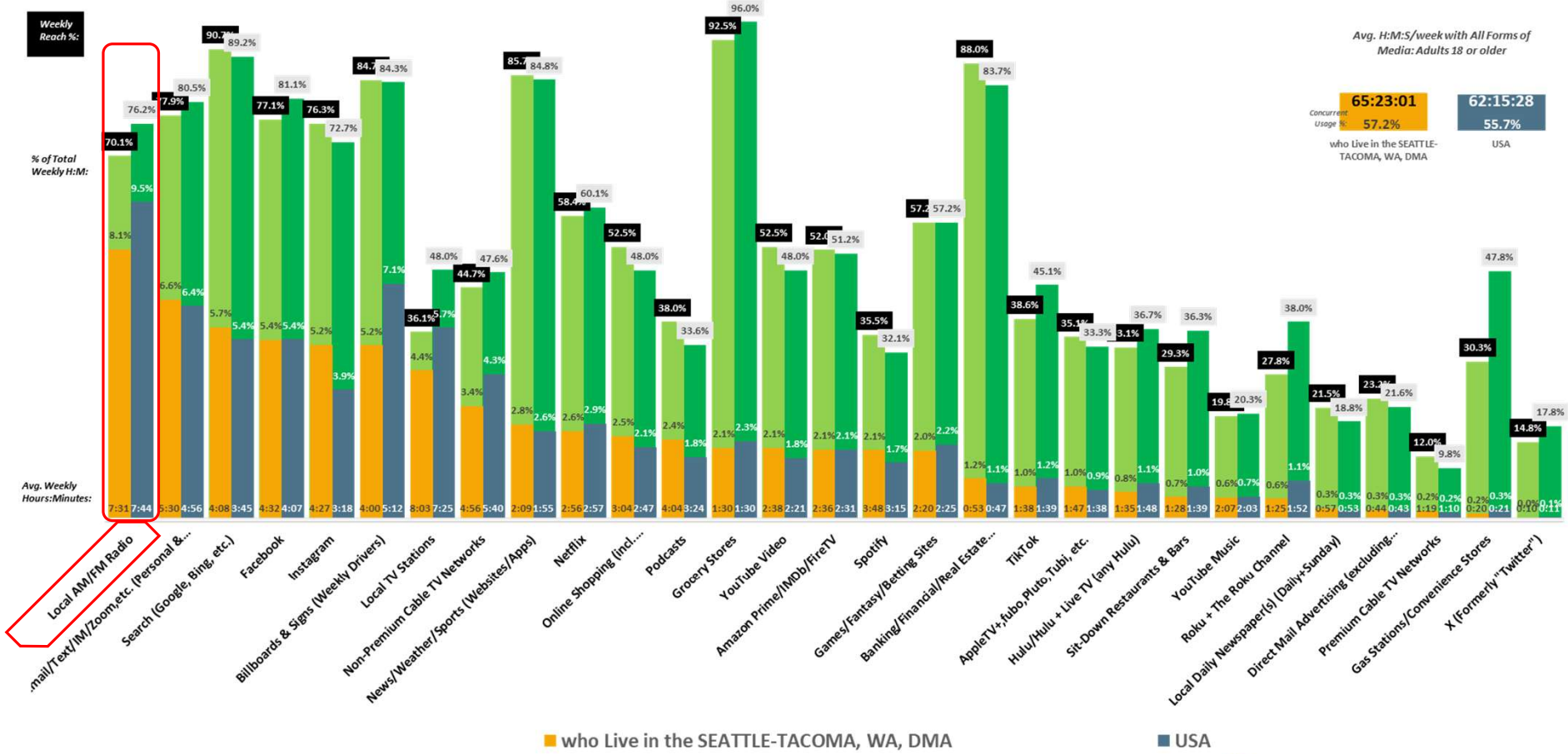
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Seattle-Tacoma, WA, DMA	63:24:19
USA	60:39:16

Concurrent Usage %: Seattle-Tacoma, WA, DMA: 59.5% | USA: 56.3%



Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 17 hours, 23 minutes and 1 seconds each week with All Forms of Media.
 70.1% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



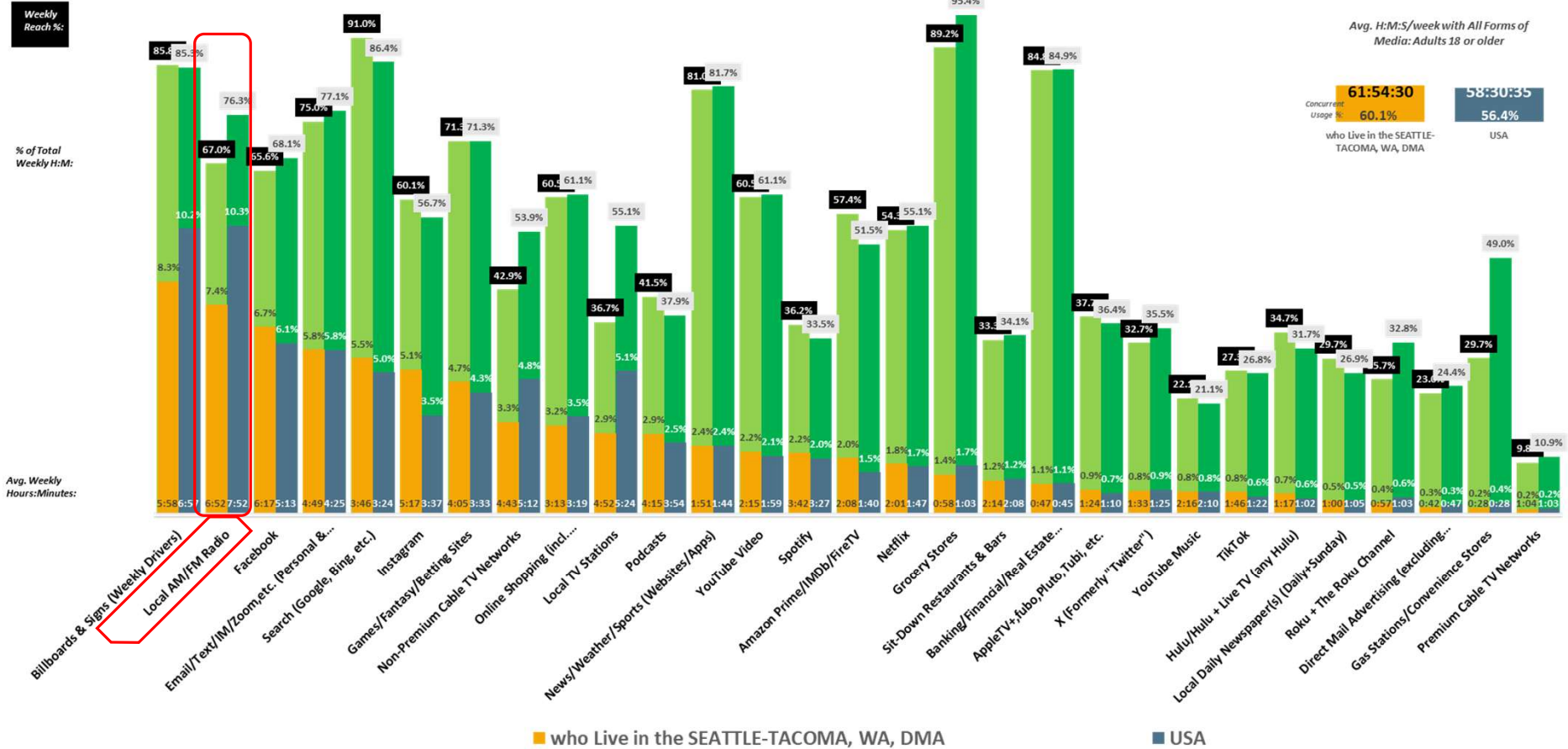
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Seattle-Tacoma, WA, DMA	65:23:01
USA	62:15:28

Concurrent Usage %: Seattle-Tacoma, WA, DMA: 57.2% | USA: 55.7%

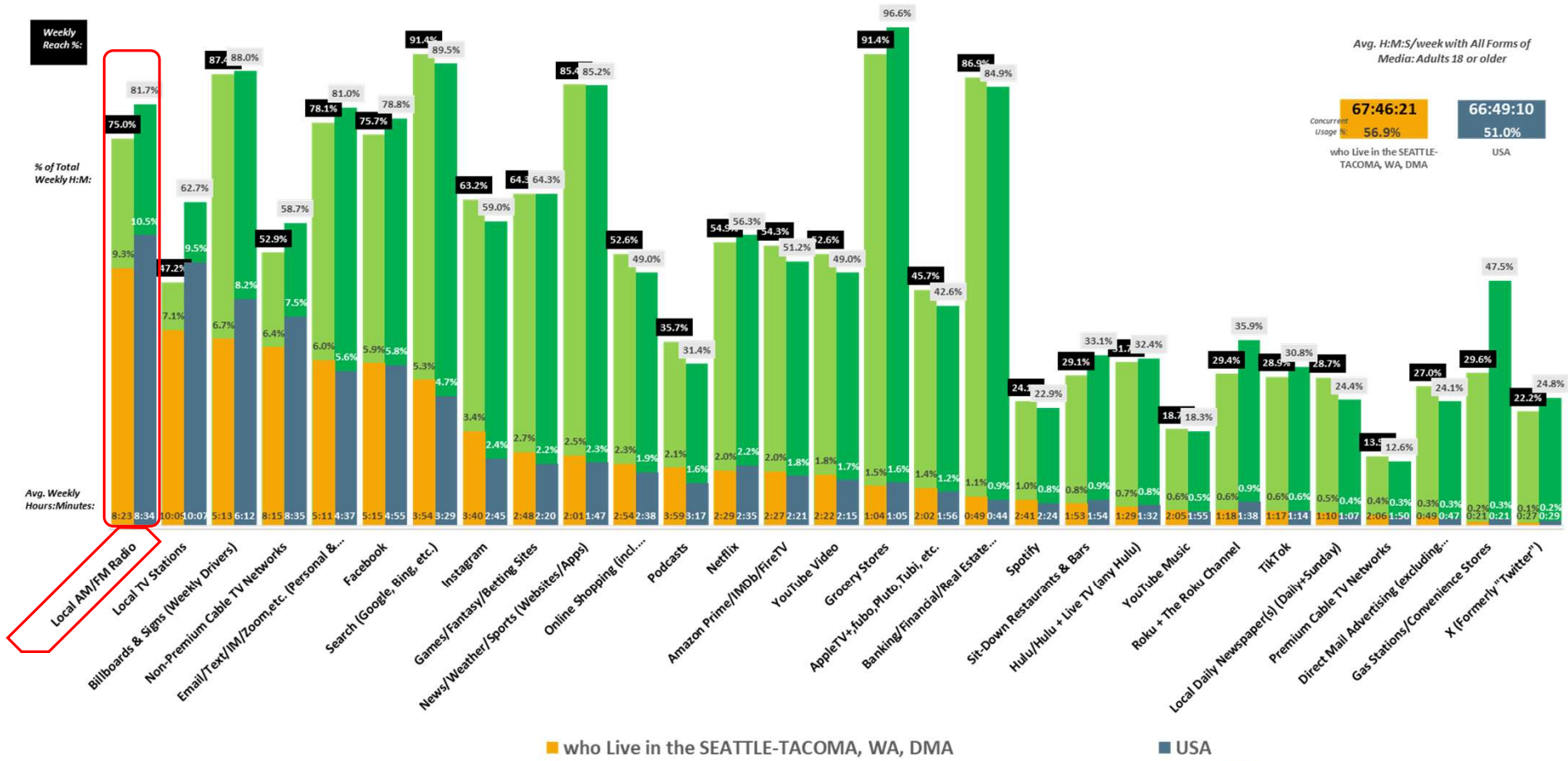


Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 13 hours, 54 minutes and 30 seconds each week with All Forms of Media.
 67.0% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.





Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 19 hours, 46 minutes and 21 seconds each week with All Forms of Media.
 75.% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



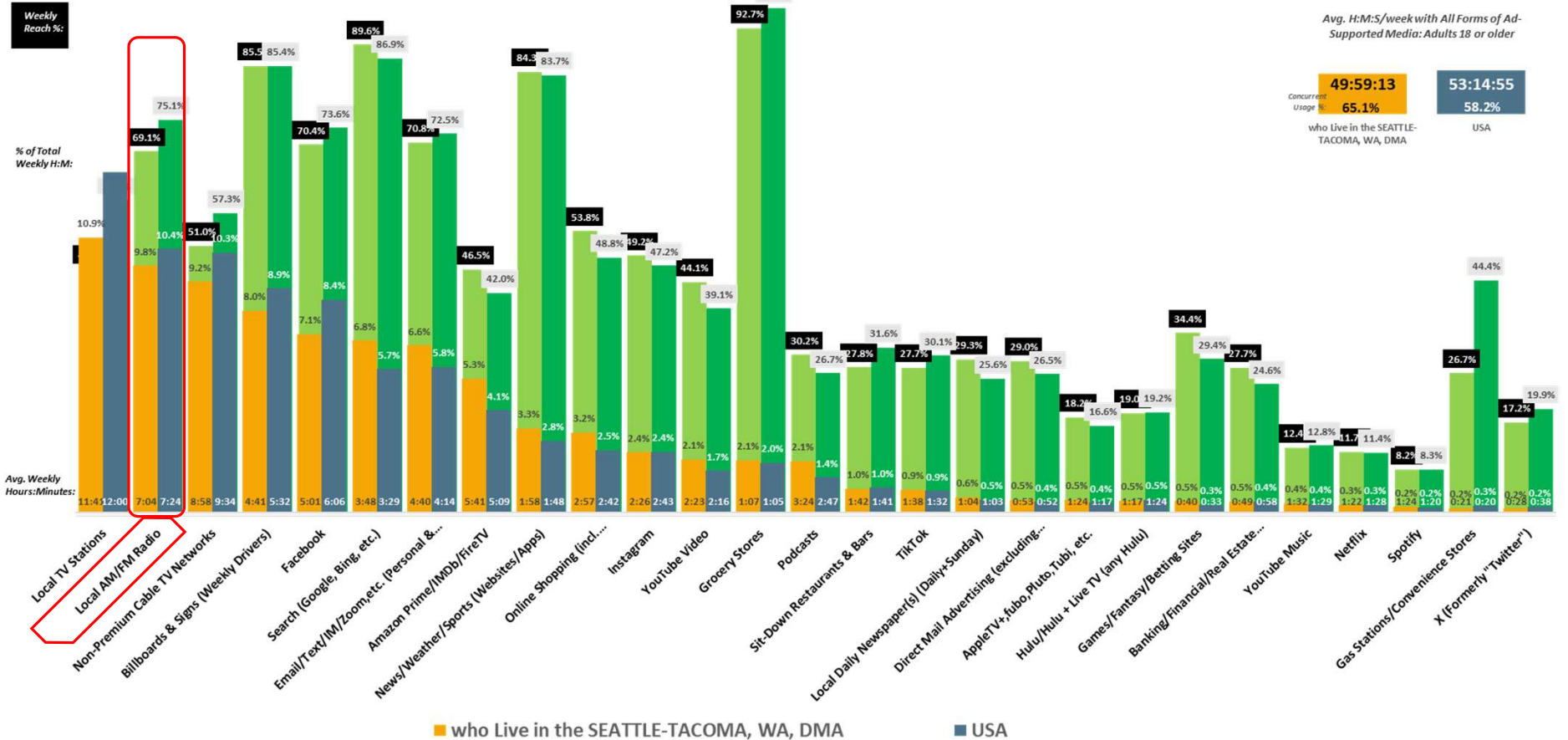
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Seattle-Tacoma, WA, DMA	67:46:21
USA	66:49:10

Concurrent Usage: Seattle-Tacoma, WA, DMA: 56.9% | USA: 51.0%



Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 1 hours, 59 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
 69.1% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.

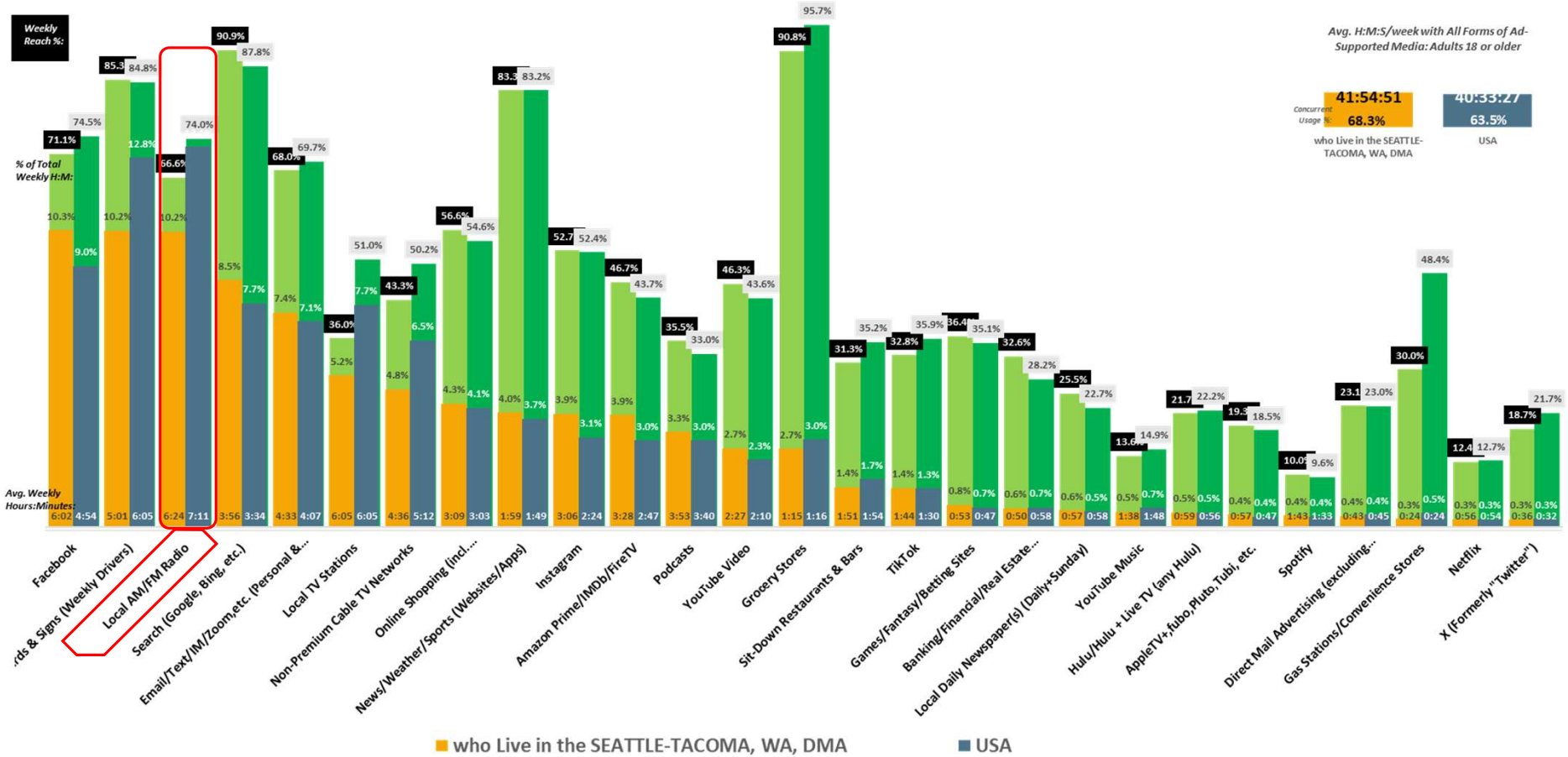


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	49:59:13	53:14:55
who Live in the SEATTLE-TACOMA, WA, DMA	65.1%	58.2%
USA		



Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 17 hours, 54 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 66.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



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

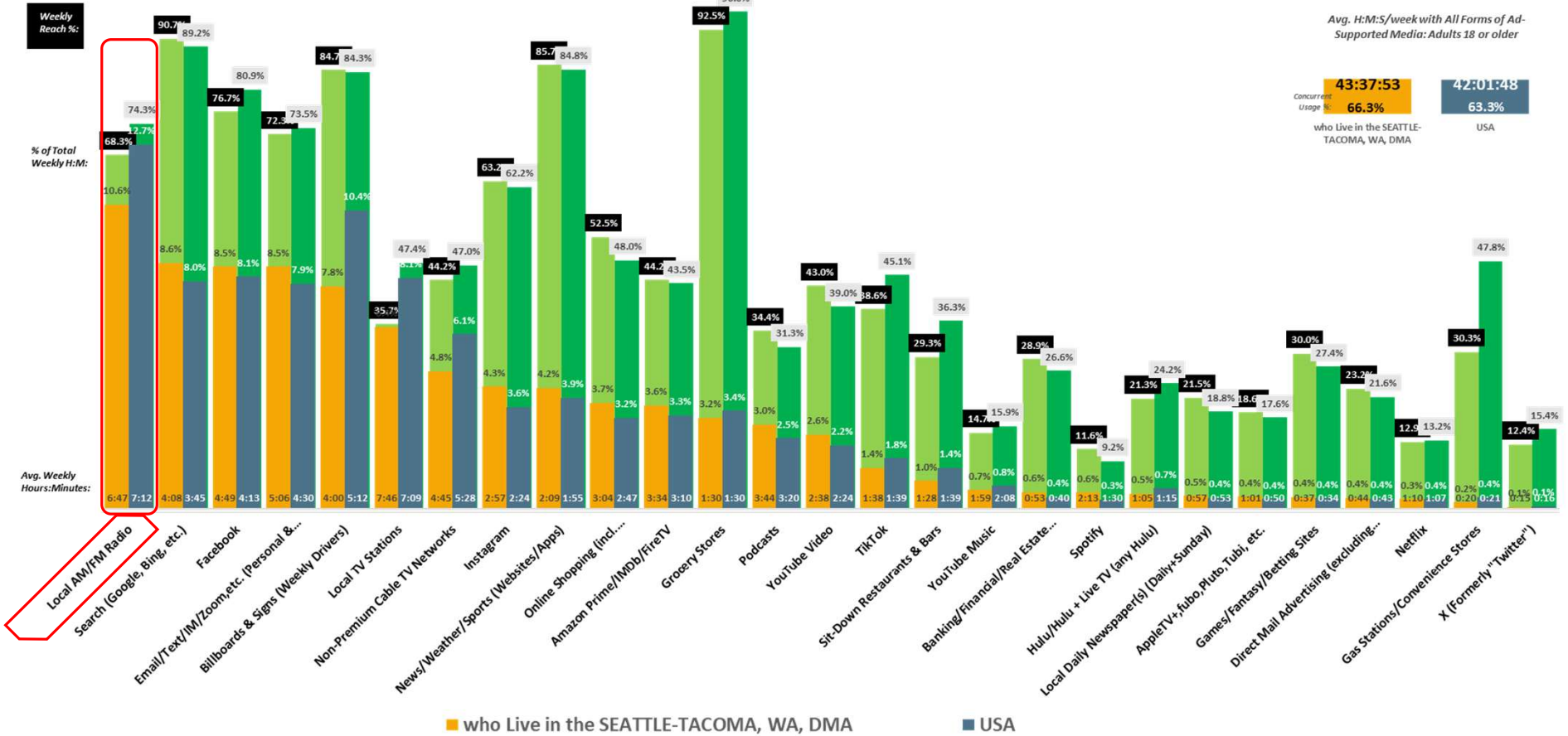
Seattle-Tacoma, WA DMA	41:54:51
USA	40:33:27

Concurrent Usage %: 68.3% (DMA) vs 65.5% (USA)

who Live in the SEATTLE-TACOMA, WA, DMA vs USA

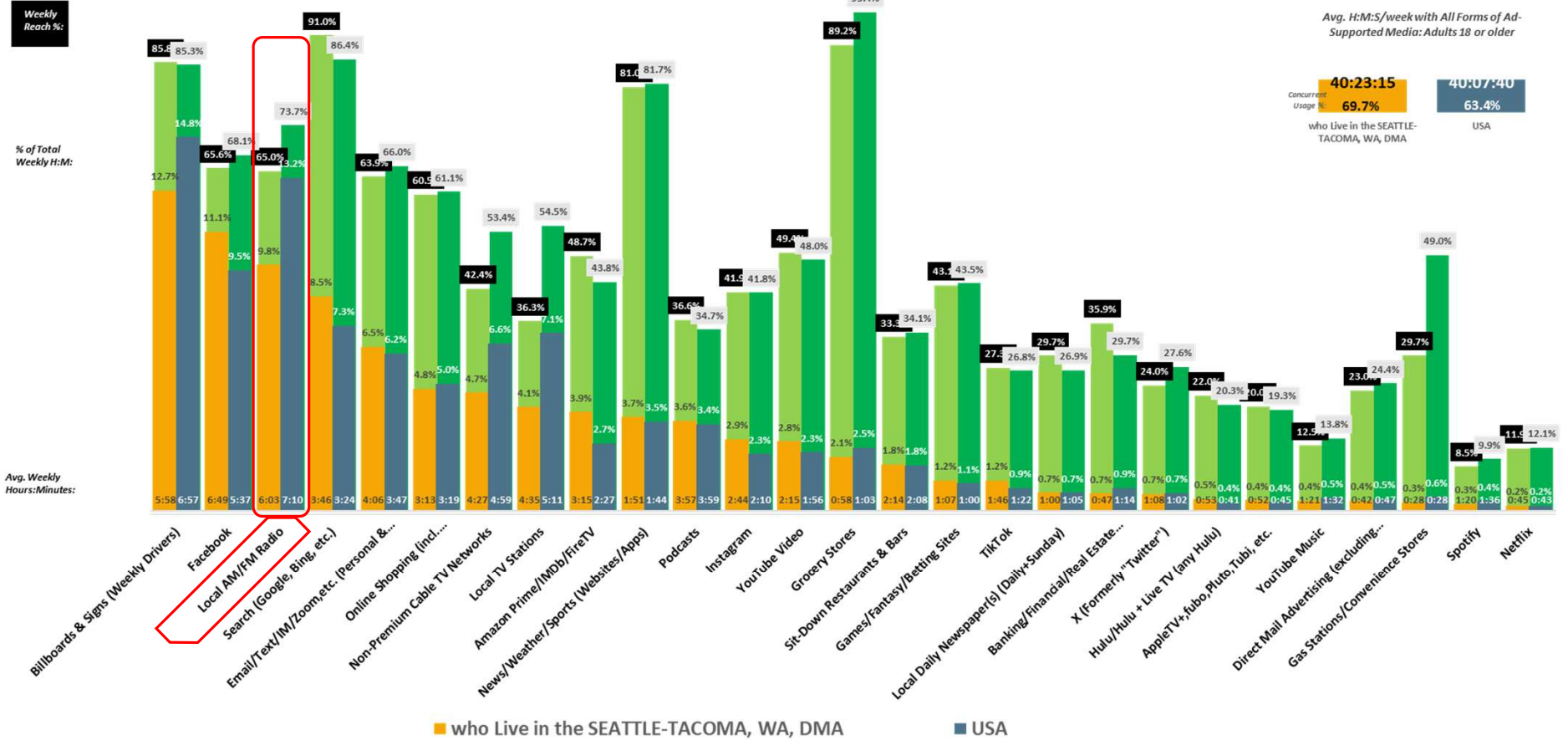


Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 19 hours, 37 minutes and 53 seconds each week with All Forms of Ad-Supported Media.
 68.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



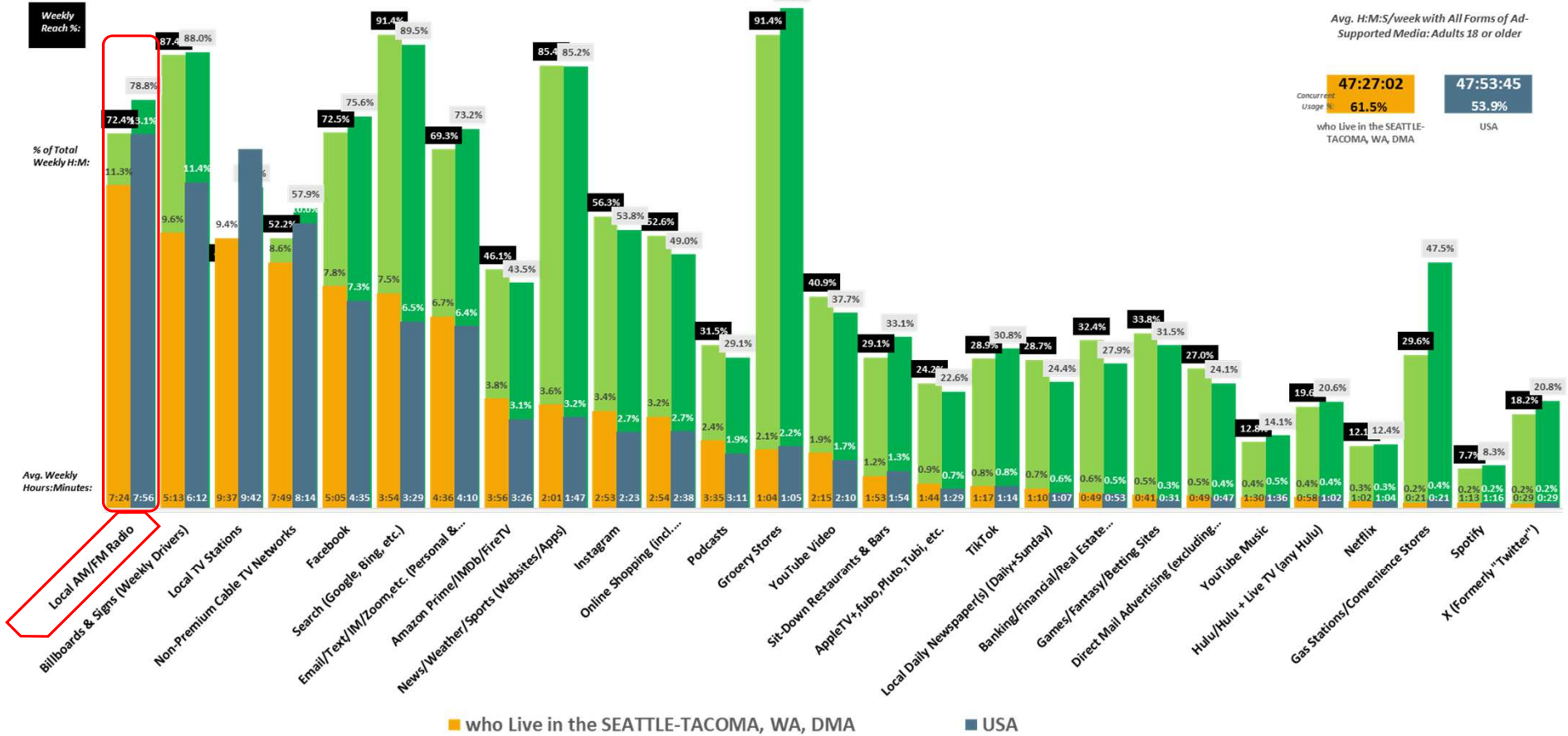


Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 16 hours, 23 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
 65.0% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.





Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 23 hours, 27 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 72.4% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



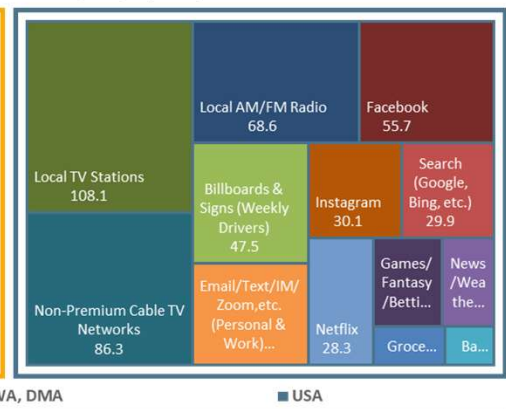
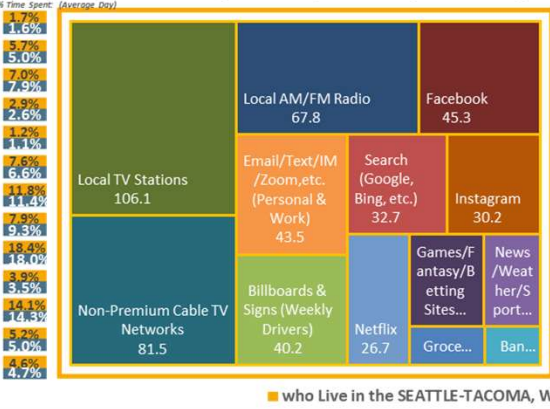
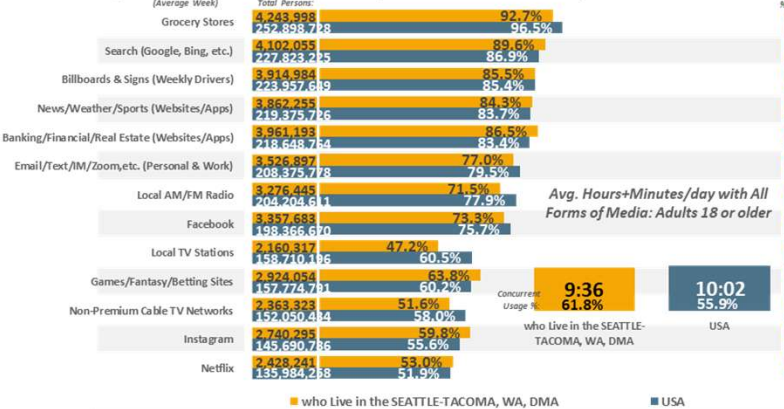
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	61.5%	53.9%
Avg. H:M:S/week	47:27:02	47:53:45
Who Live in the SEATTLE-TACOMA, WA, DMA		USA

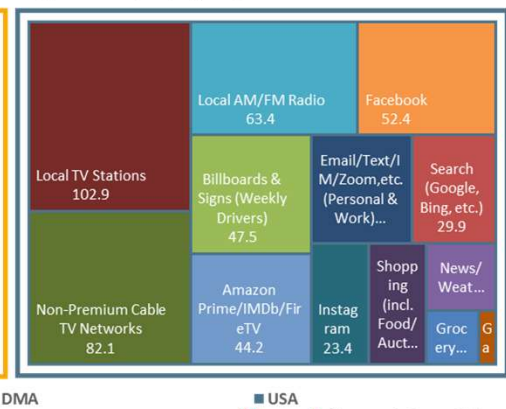
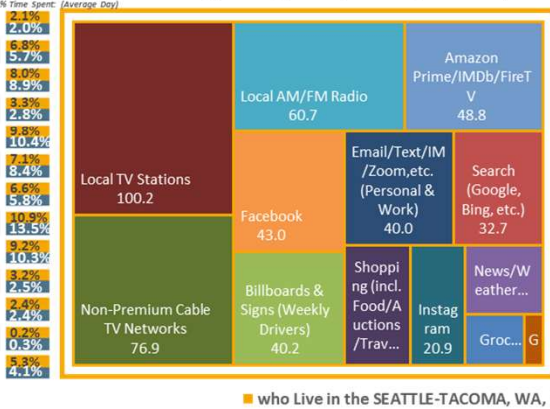
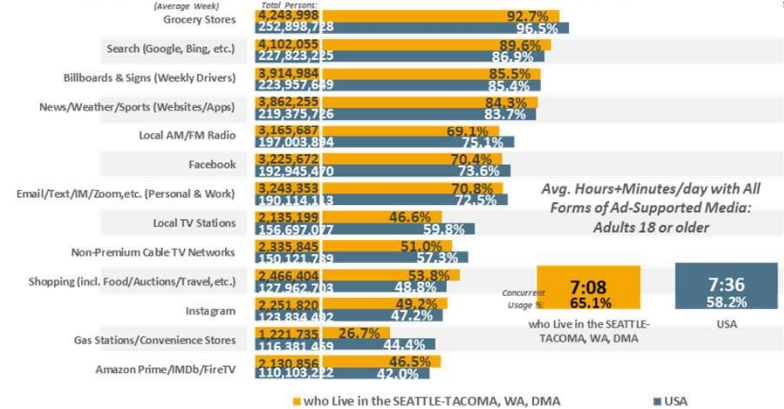


Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 69.1% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

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**

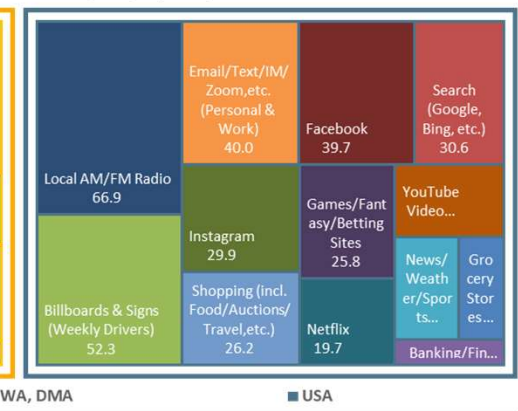
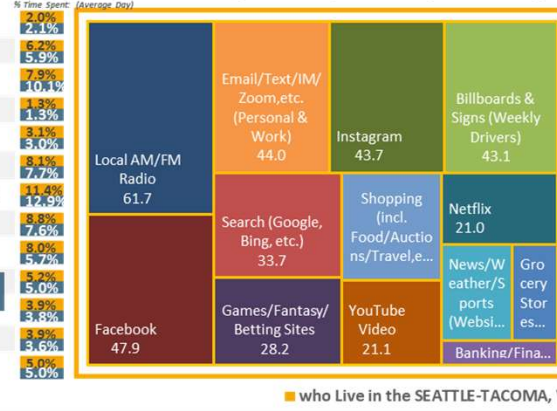
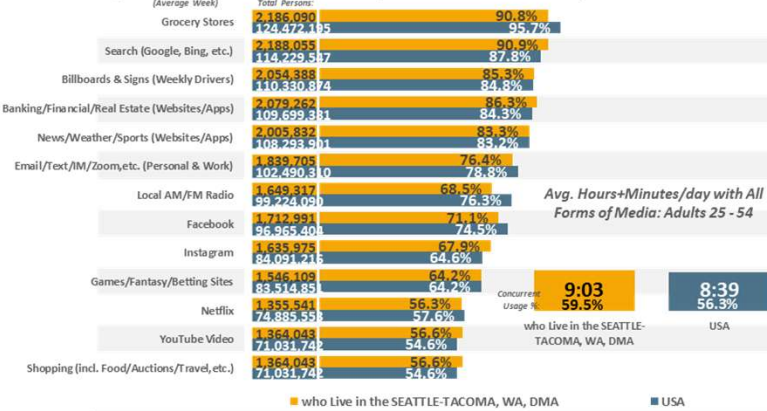




Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 66.6% listen to Local AM/FM Radio for an avg. of 55. minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

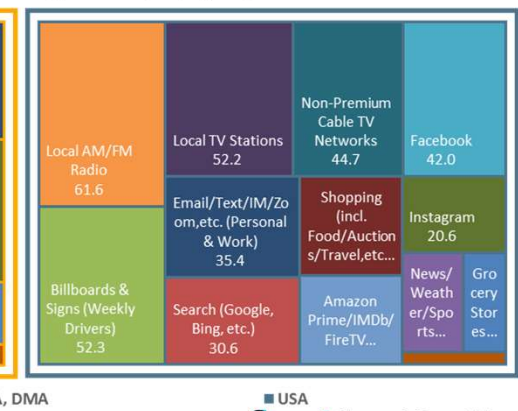
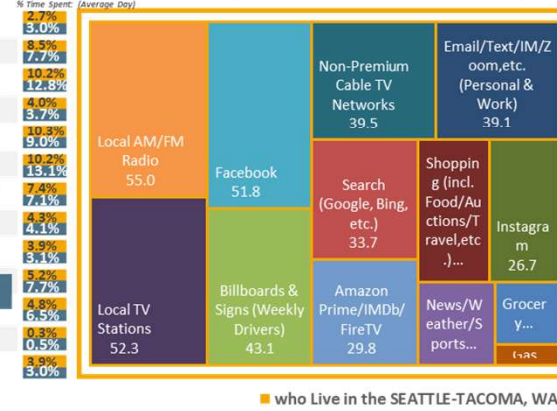
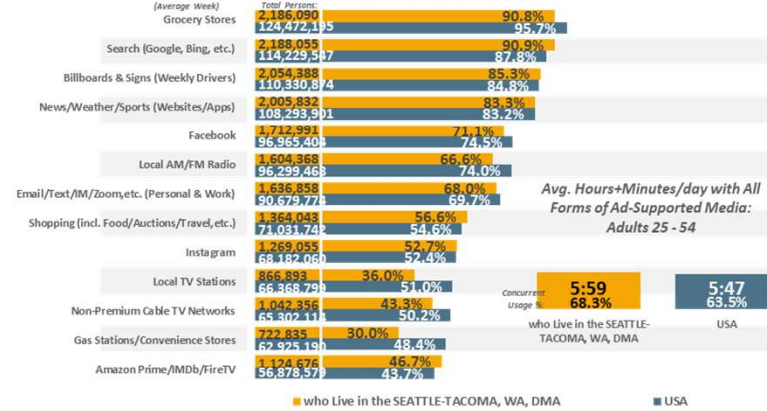
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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

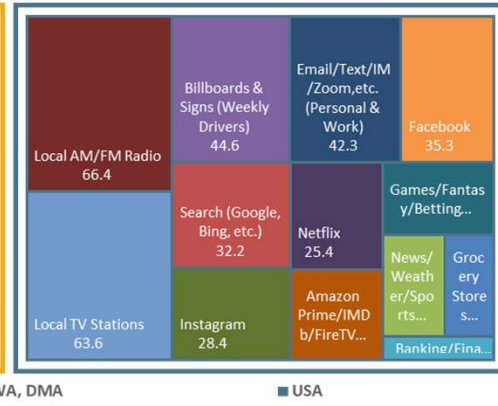
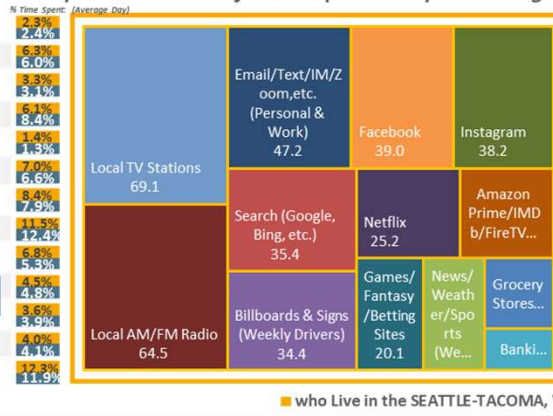
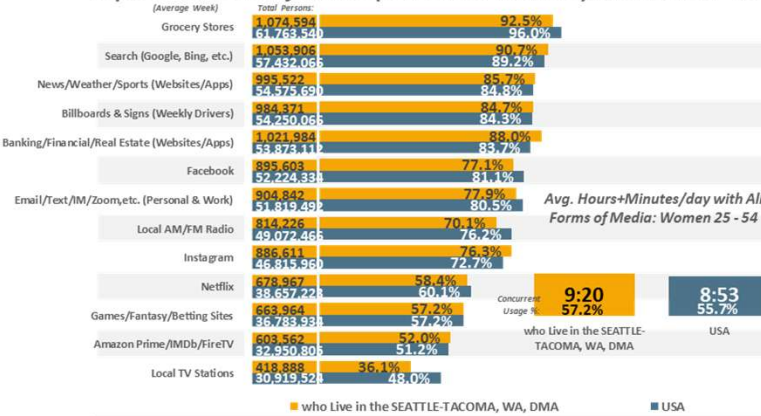




Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 6 hours and 13 minutes each day with All Forms of Ad-Supported Media. 68.3% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

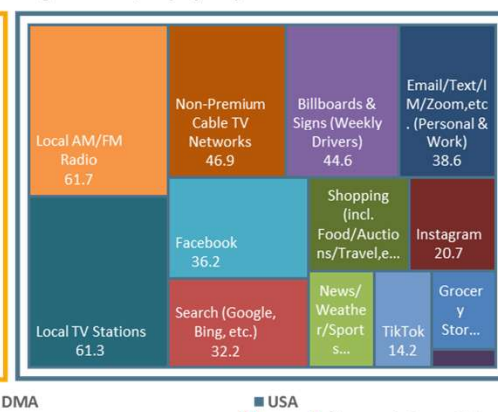
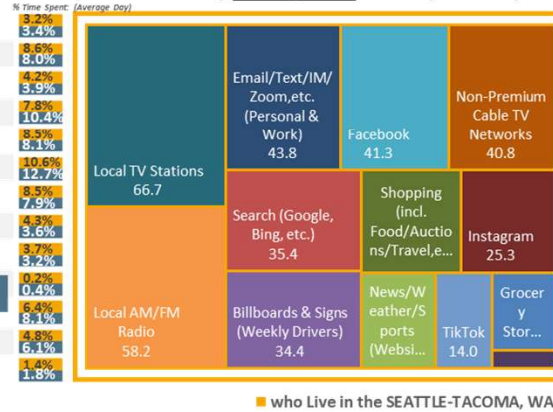
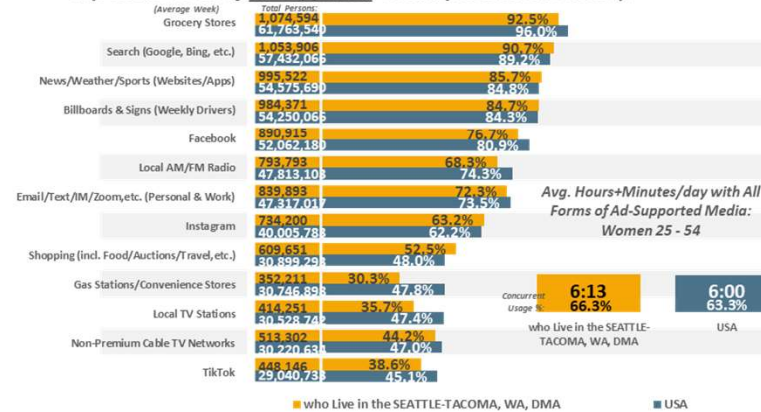
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54

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



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

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

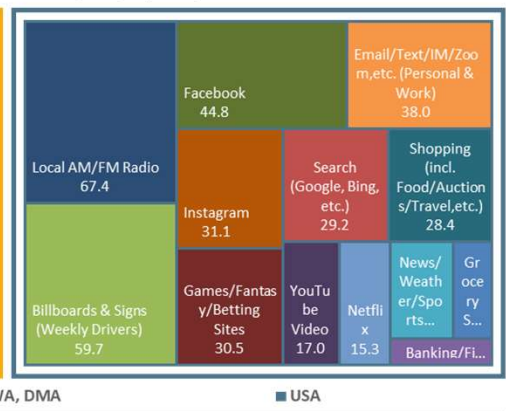
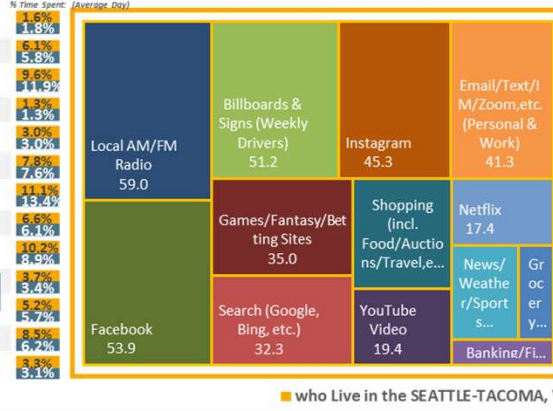
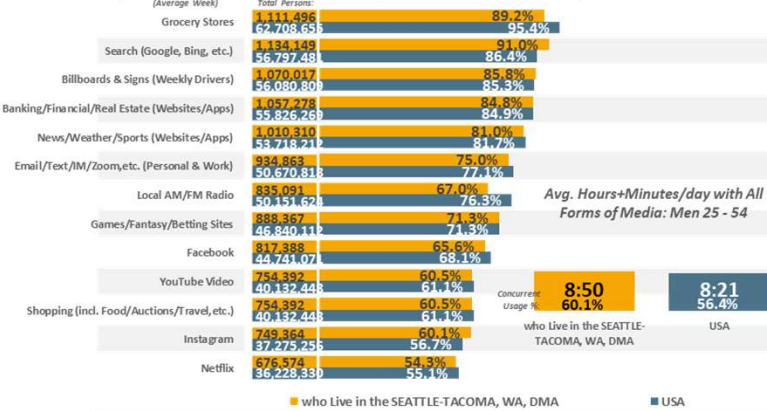




Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 46 minutes each day with All Forms of Ad-Supported Media. 65.% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

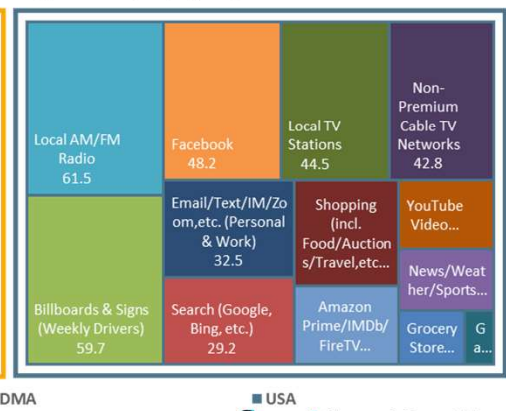
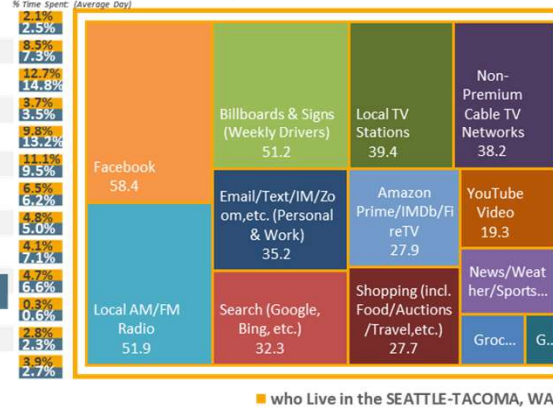
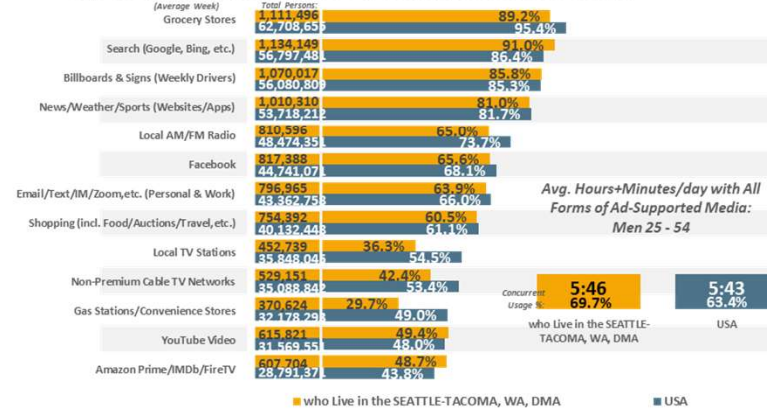
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54

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



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

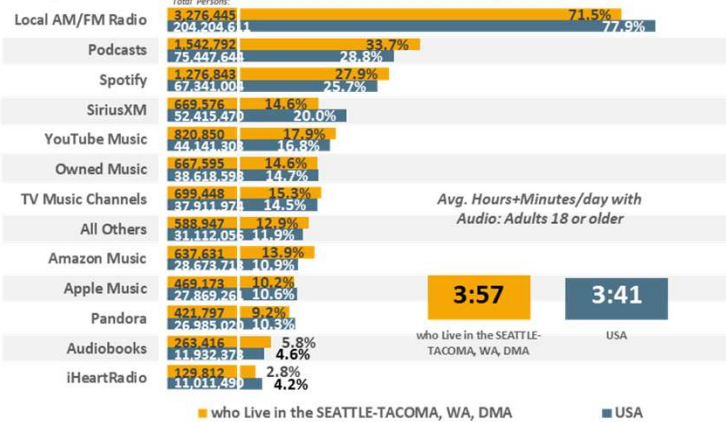
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



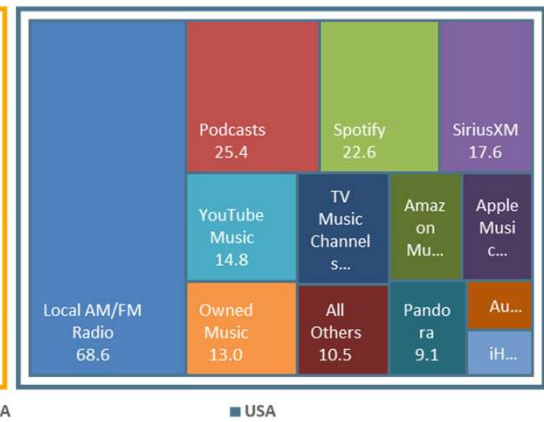
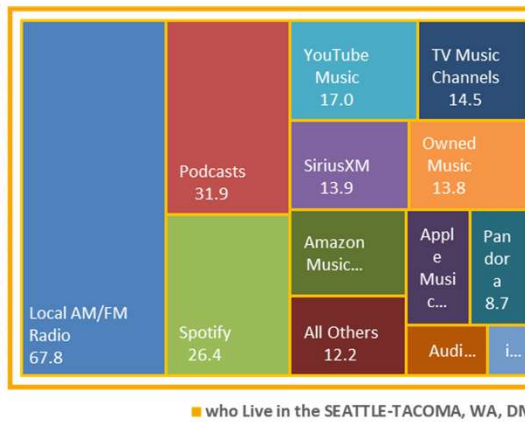


3,165,687 or 69.1% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 38.0% of all time spent daily with Ad-Supported Audio.

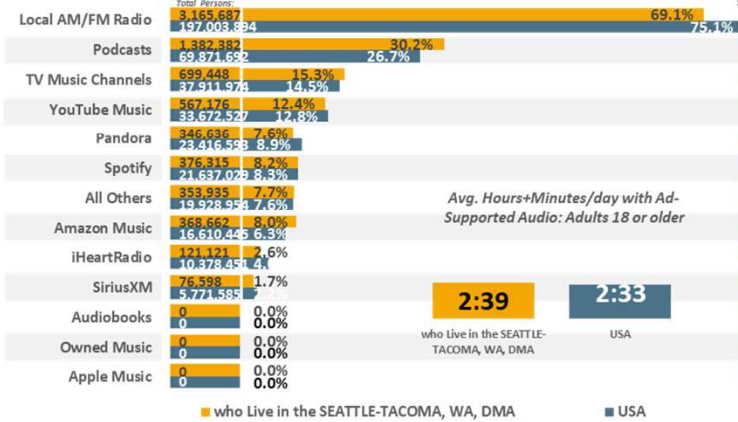
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



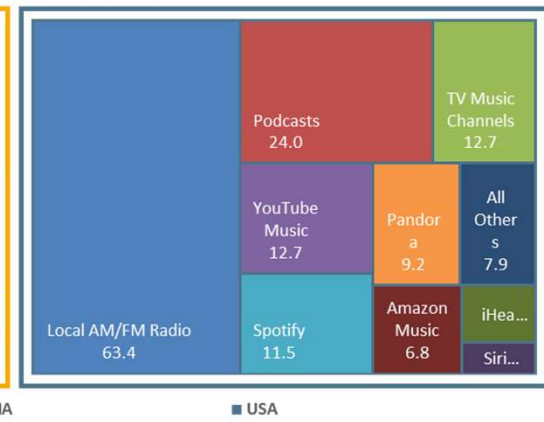
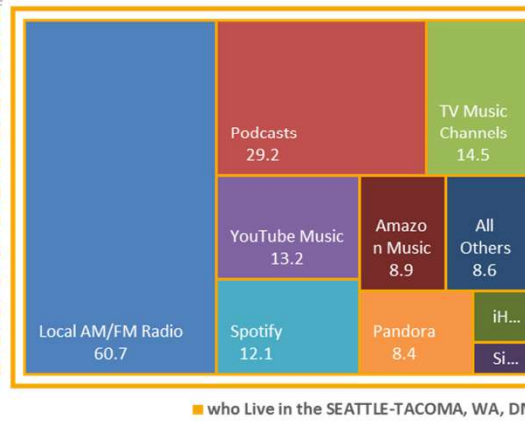
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



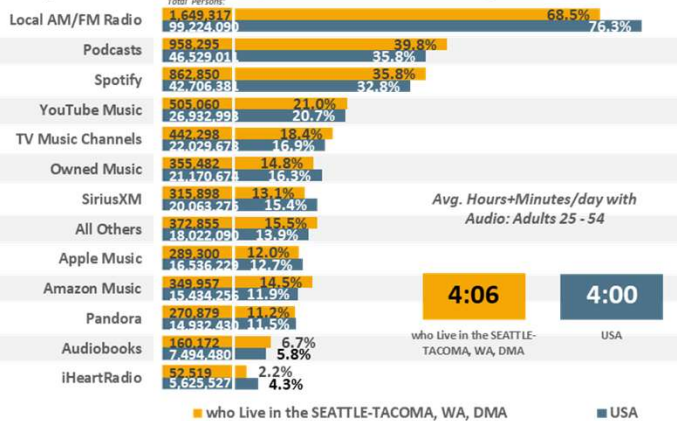
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2026: Sep24-Mar26 USA Projection

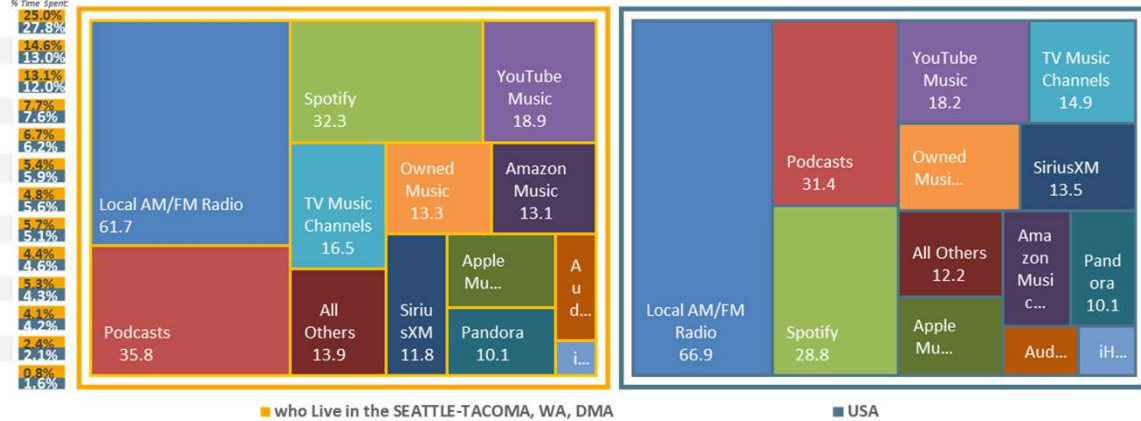


1,604,368 or 66.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

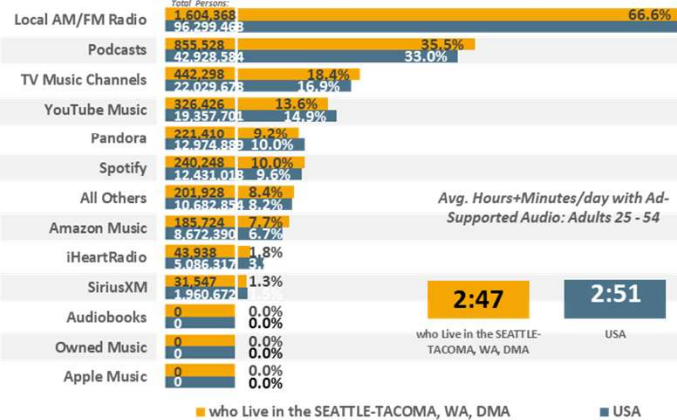
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



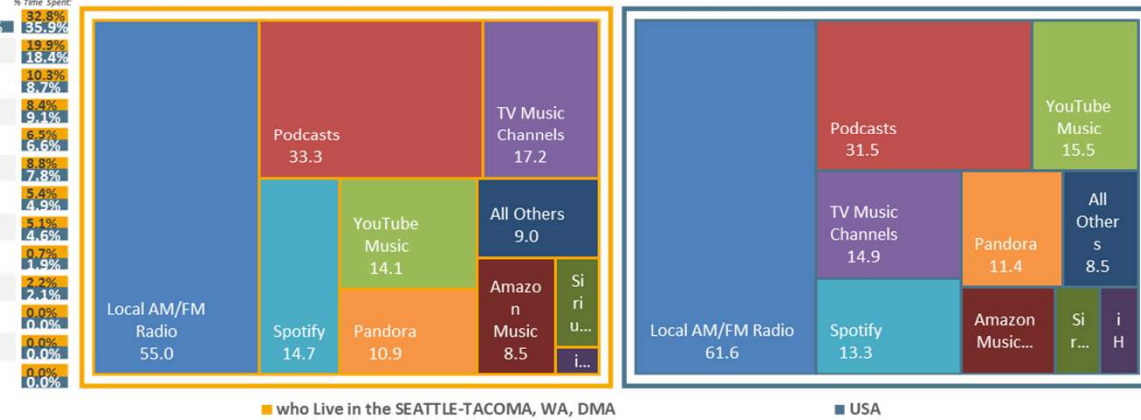
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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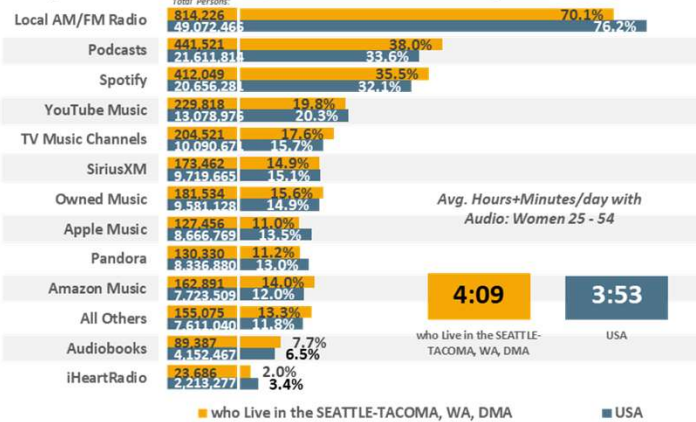
Scarborough R1 2026: Sep24-Mar26 USA Projection



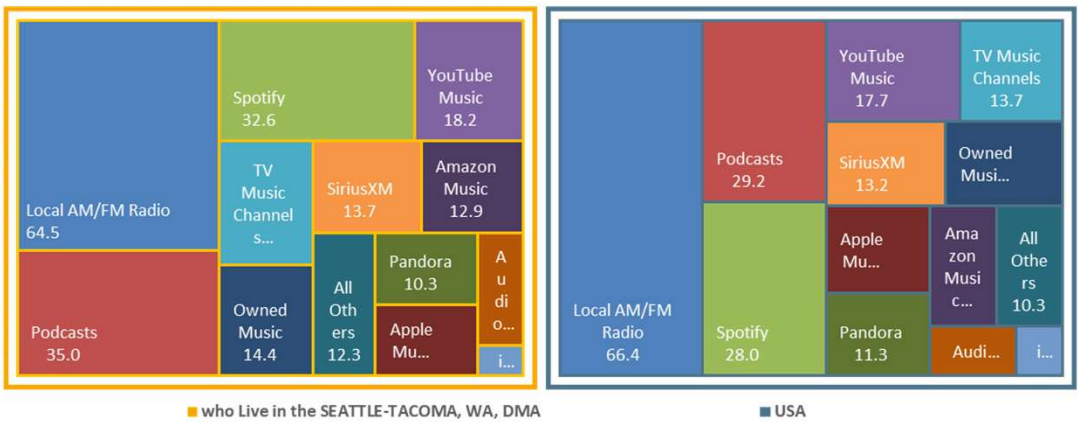


793,793 or 68.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

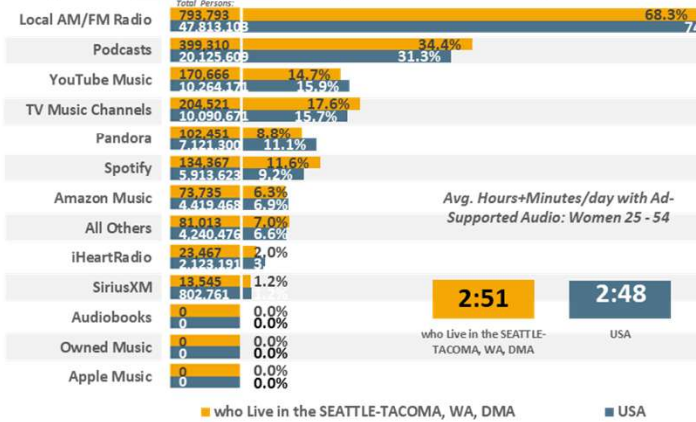
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



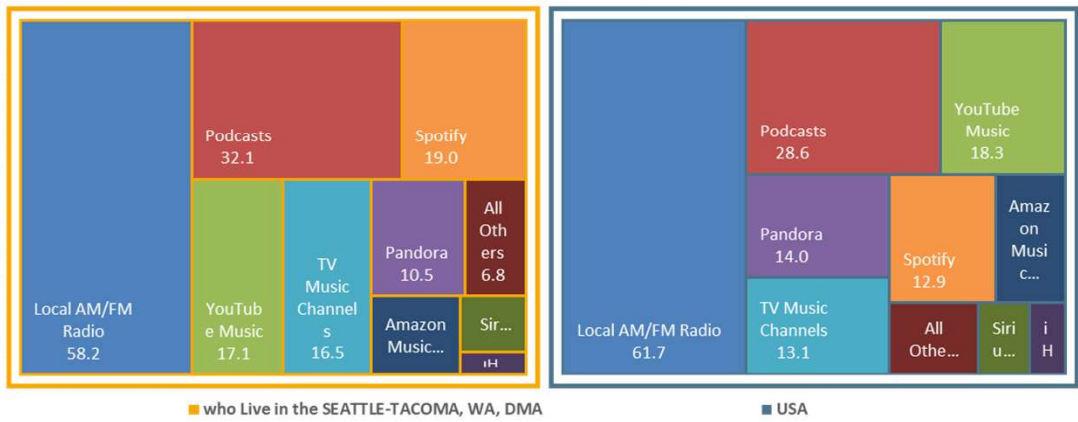
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



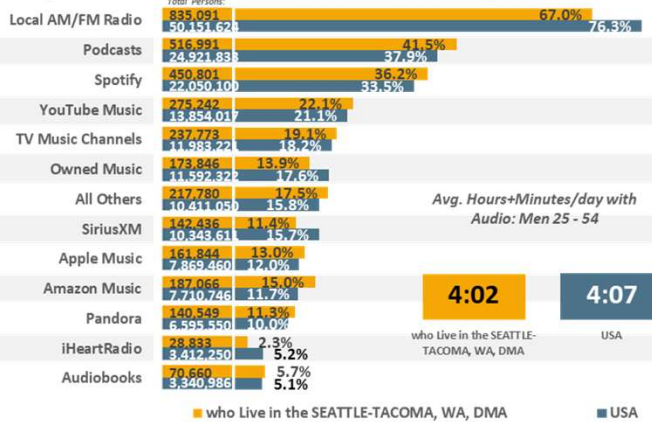
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Scarborough R1 2026: Sep24-Mar26 USA Projection

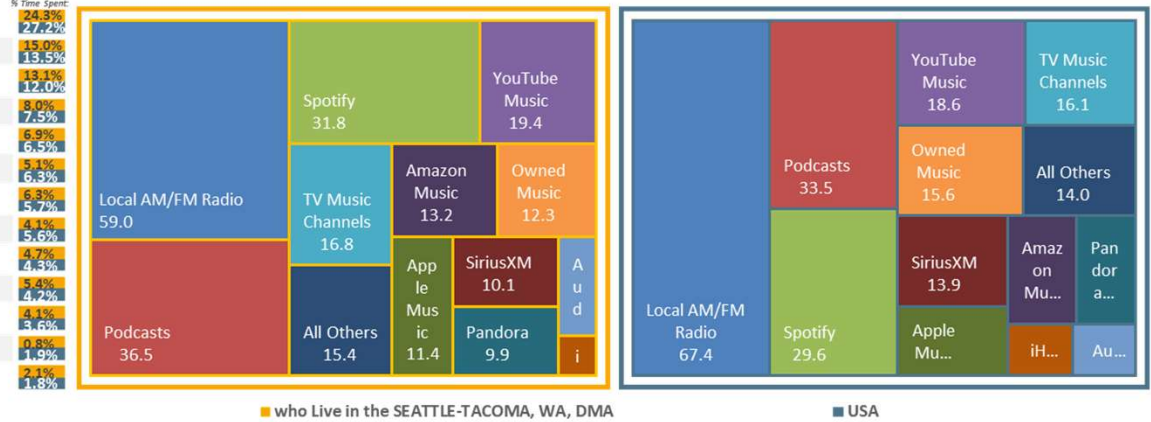


810,596 or 65.0% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

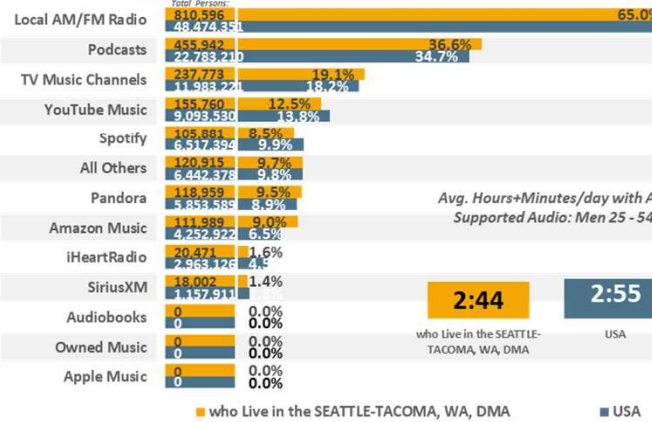
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



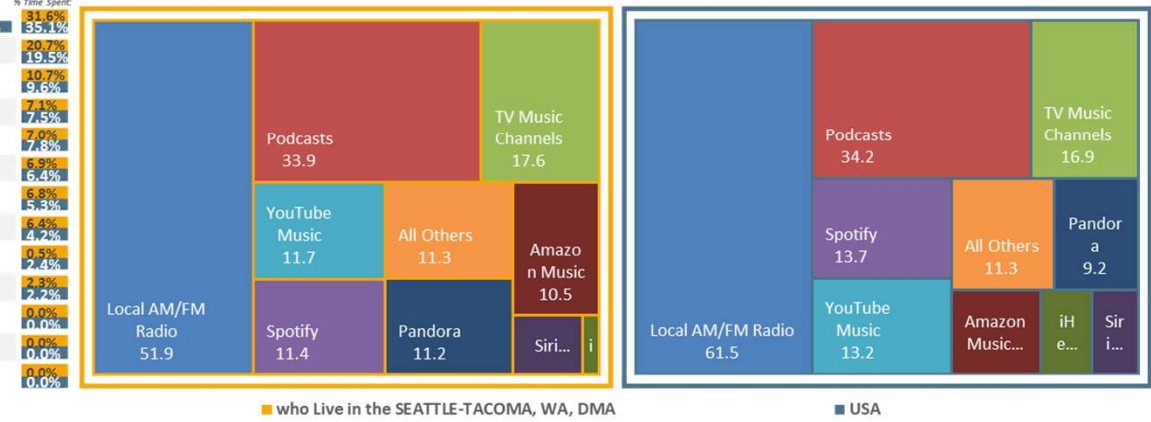
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



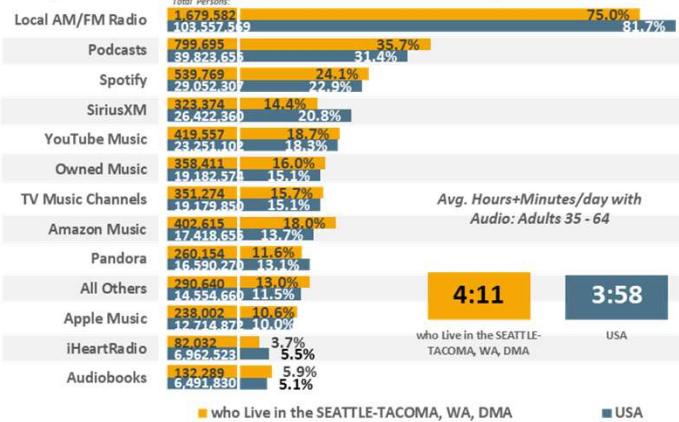
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Scarborough R1 2026: Sep24-Mar26 USA Projection

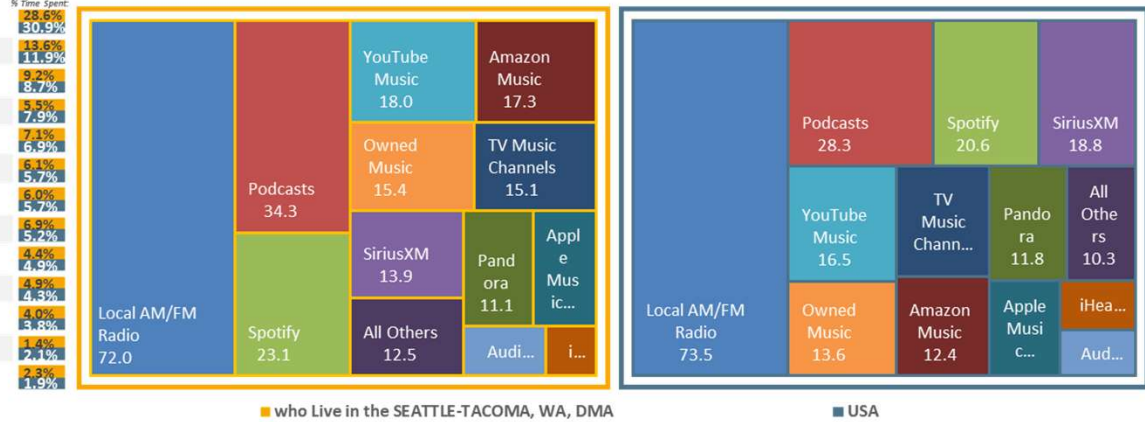


1,621,004 or 72.4% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

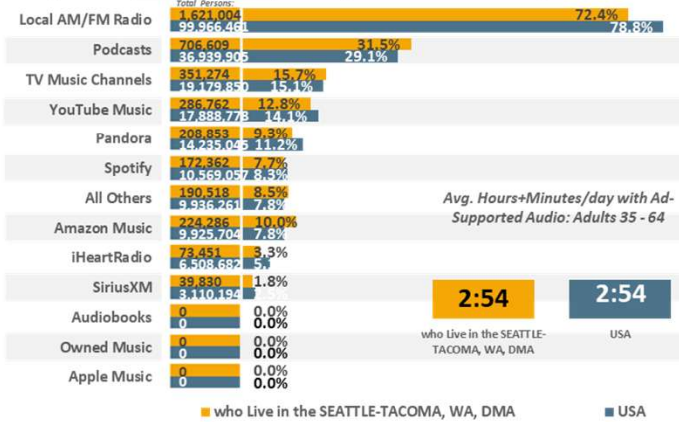
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



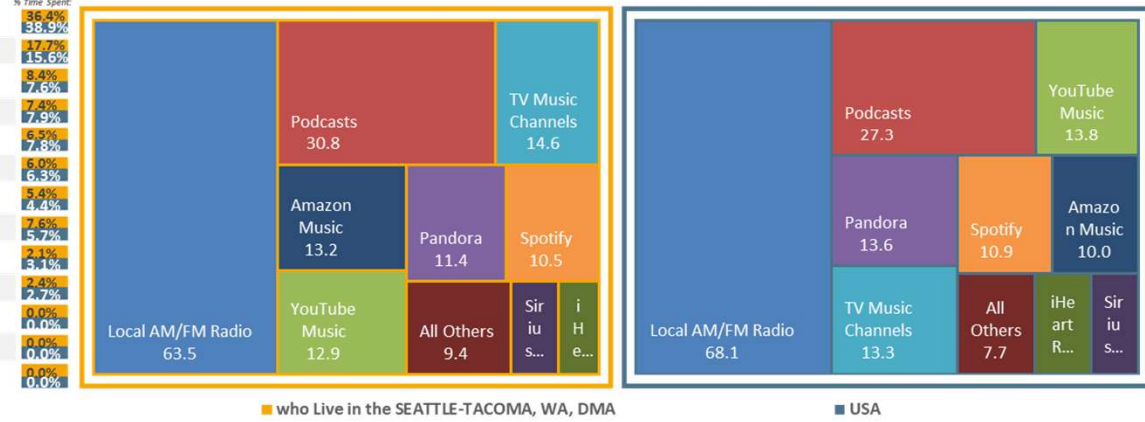
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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

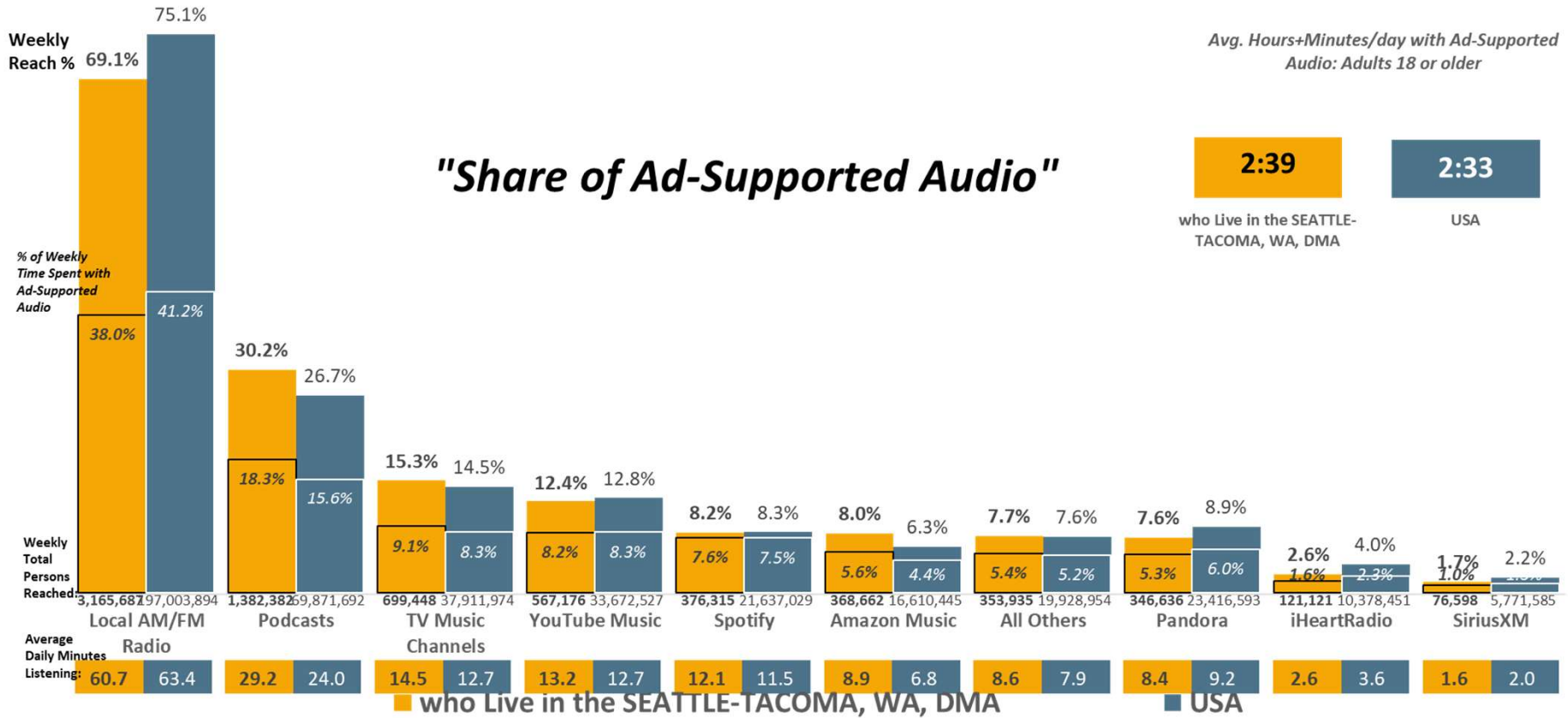


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Scarborough R1 2026: Sep24-Mar26 USA Projection

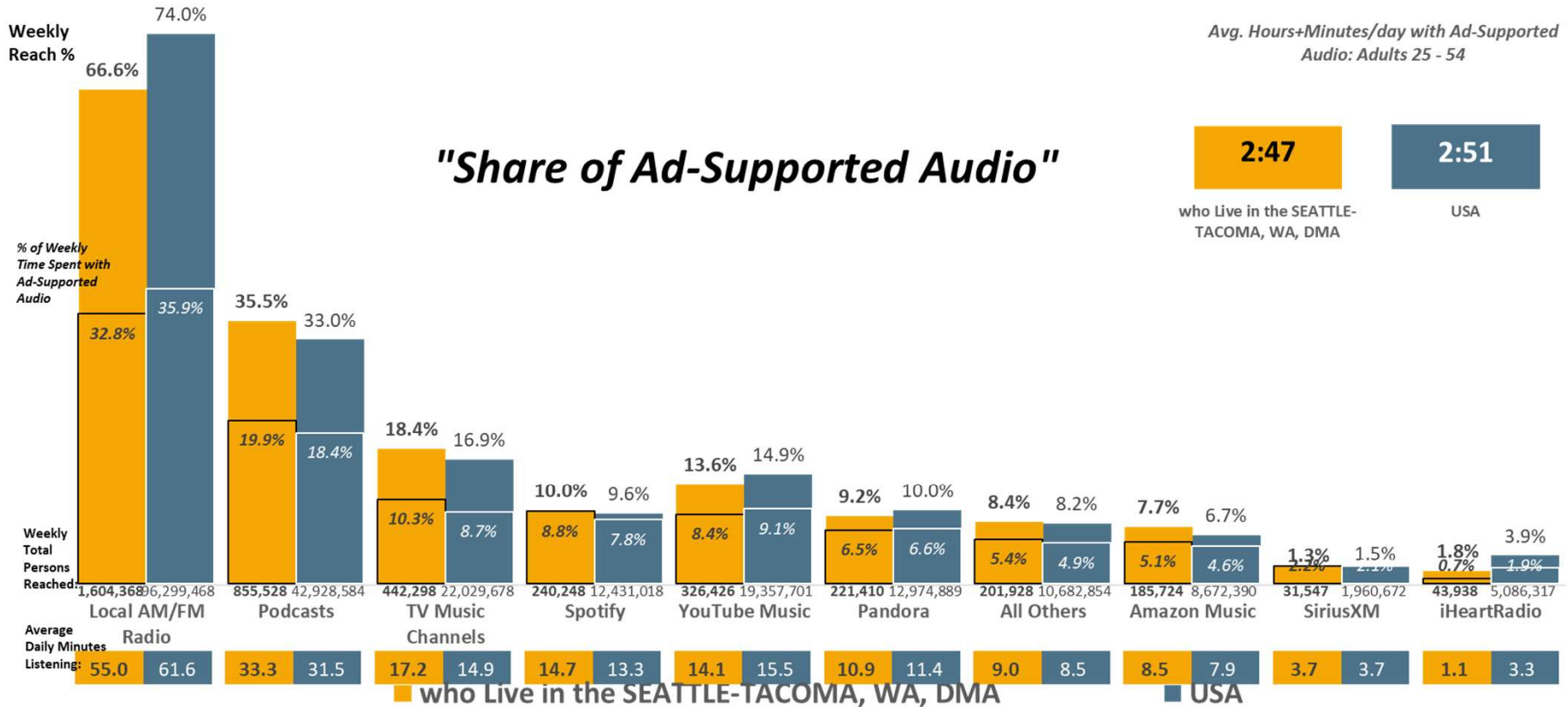


3,165,687 or 69.1% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 38.0% of all time spent daily with Ad-Supported Audio.



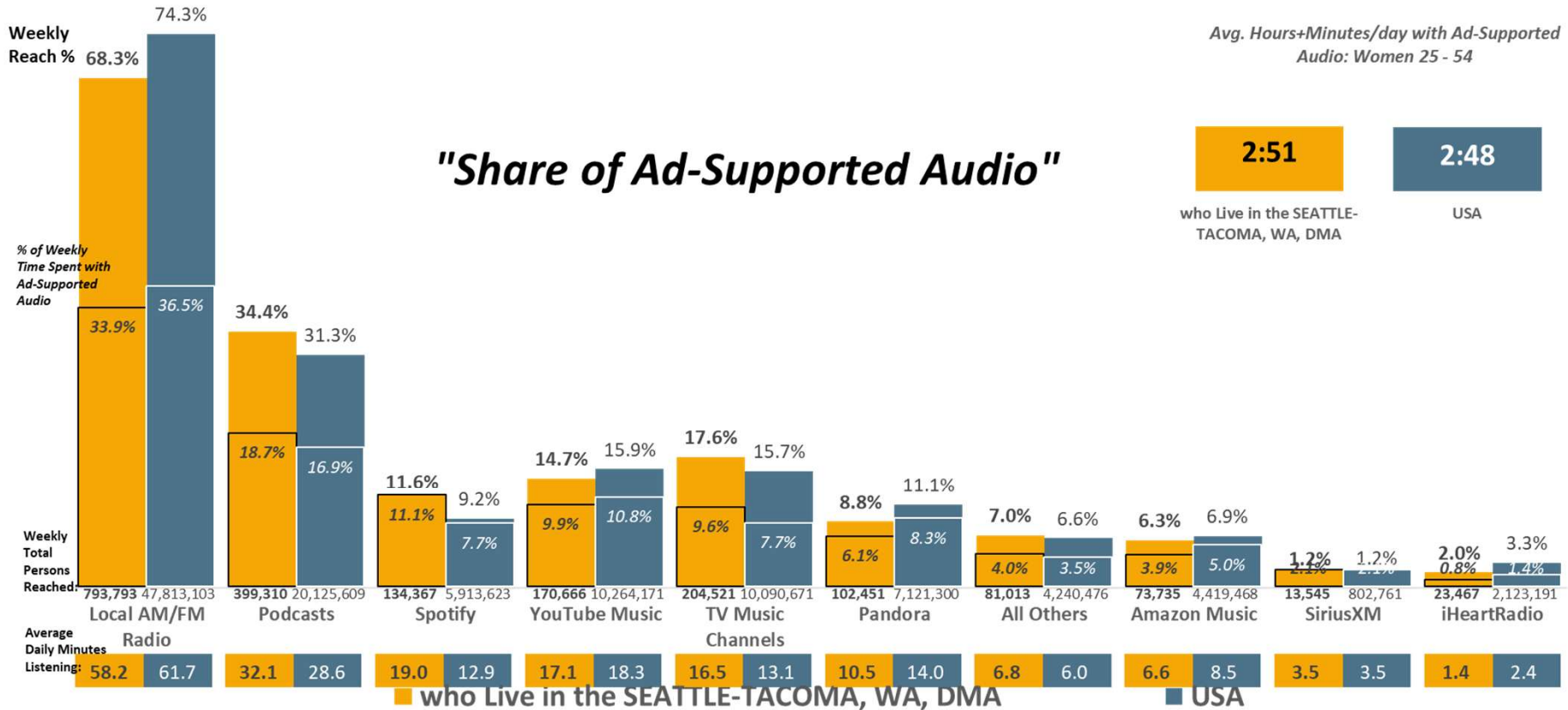


1,604,368 or 66.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.



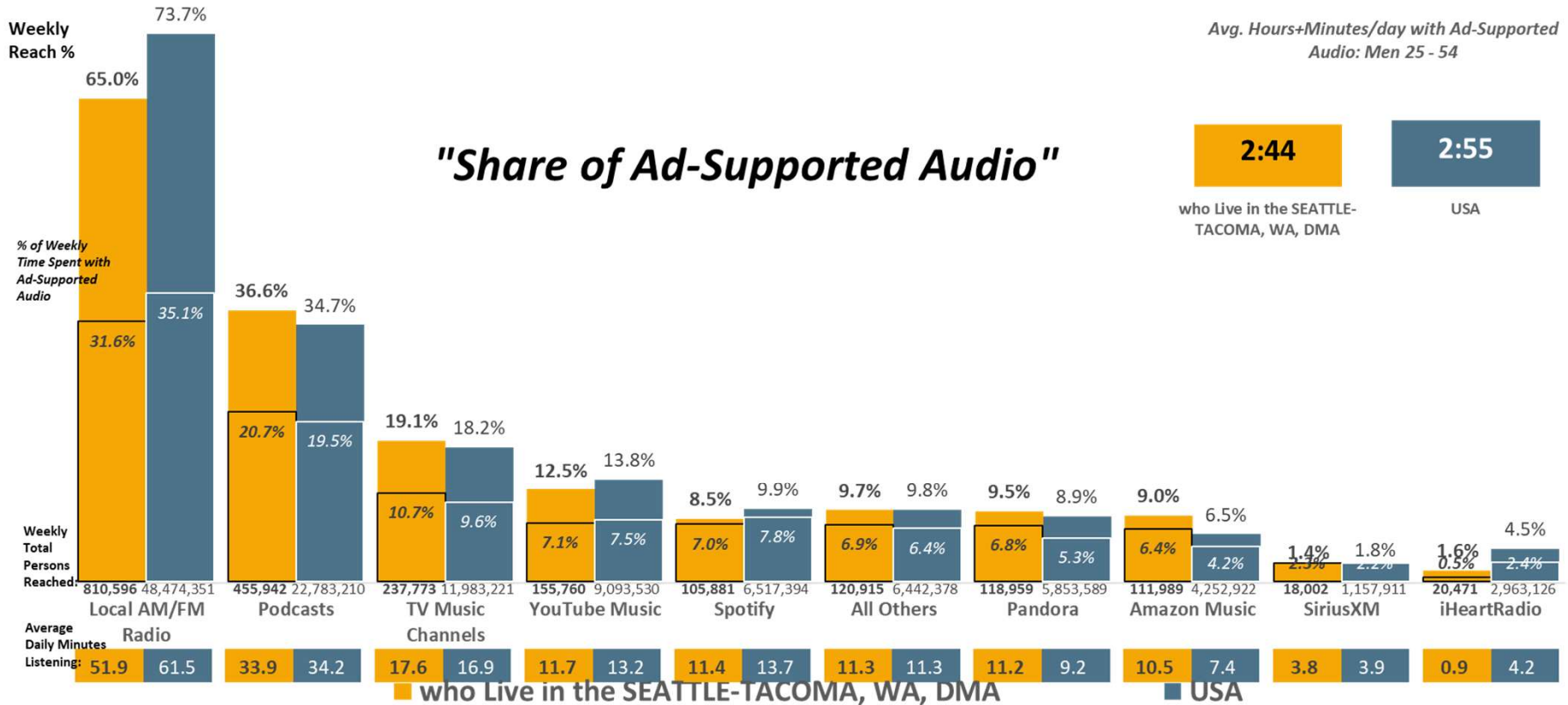


793,793 or 68.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.



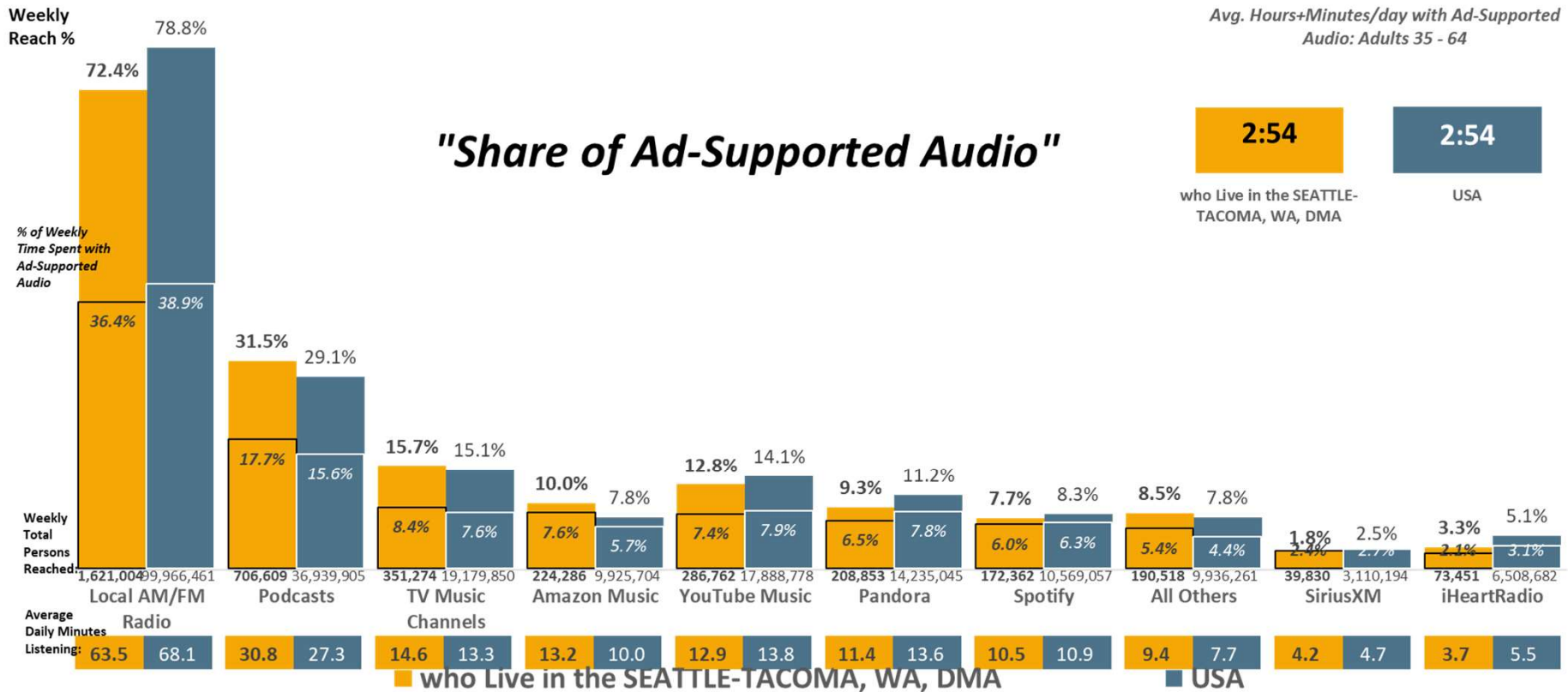


810,596 or 65.0% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.





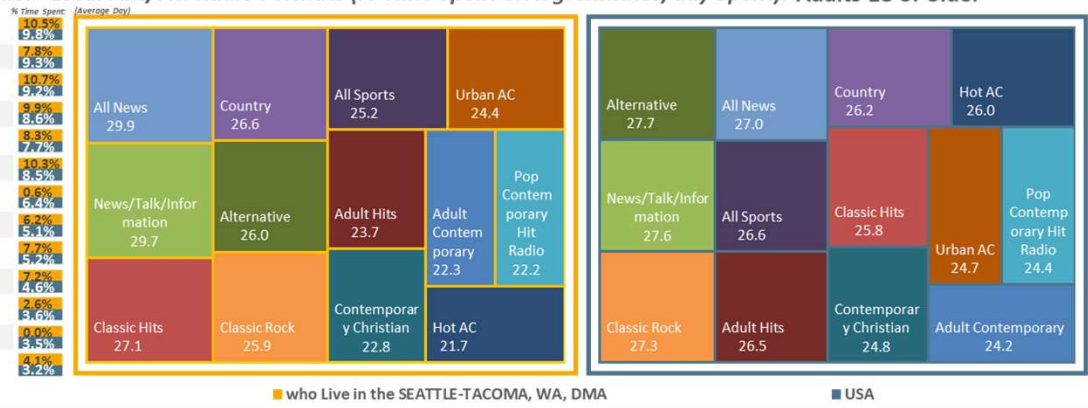
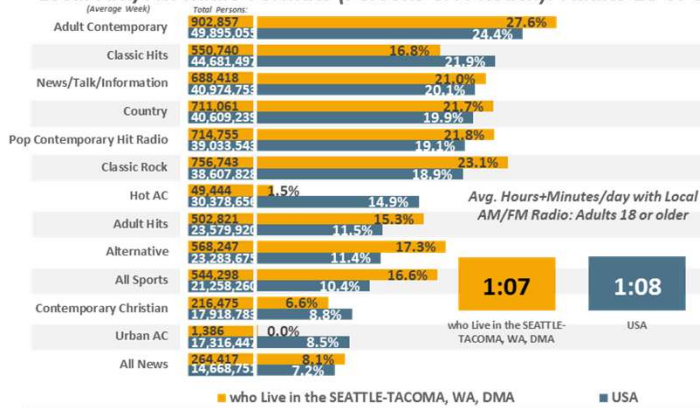
1,621,004 or 72.4% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



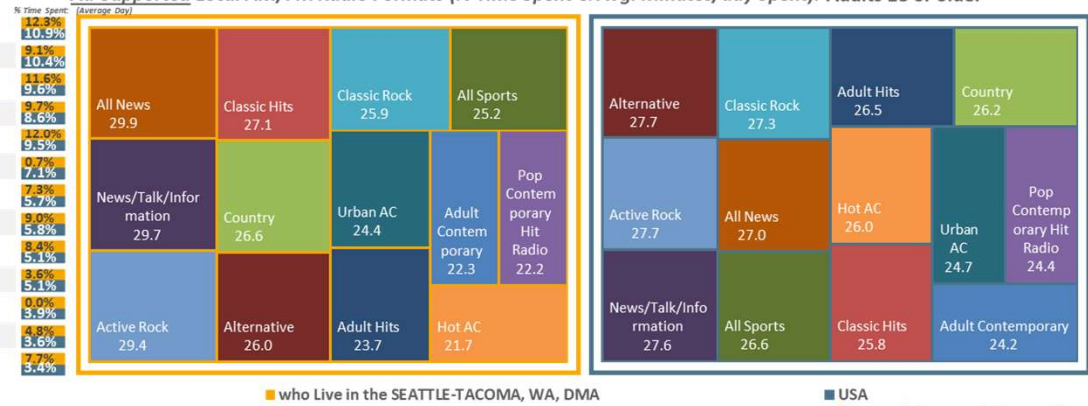
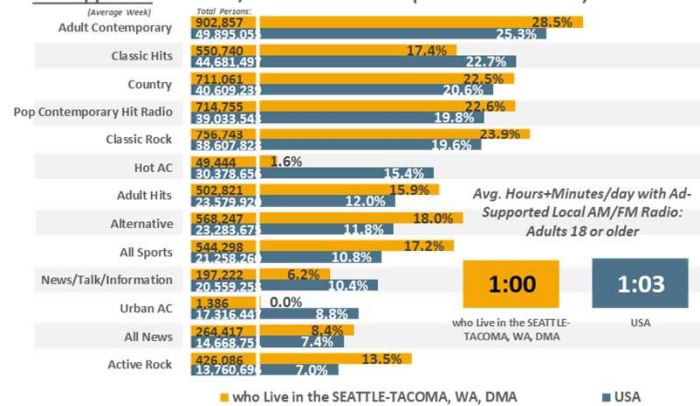


3,165,687 or 69.1% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Alternative.

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



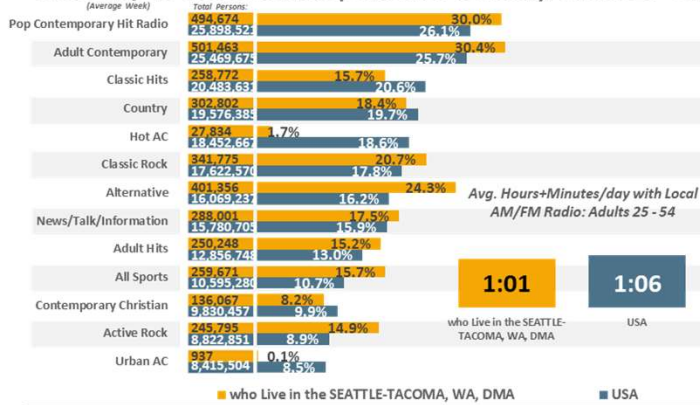
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



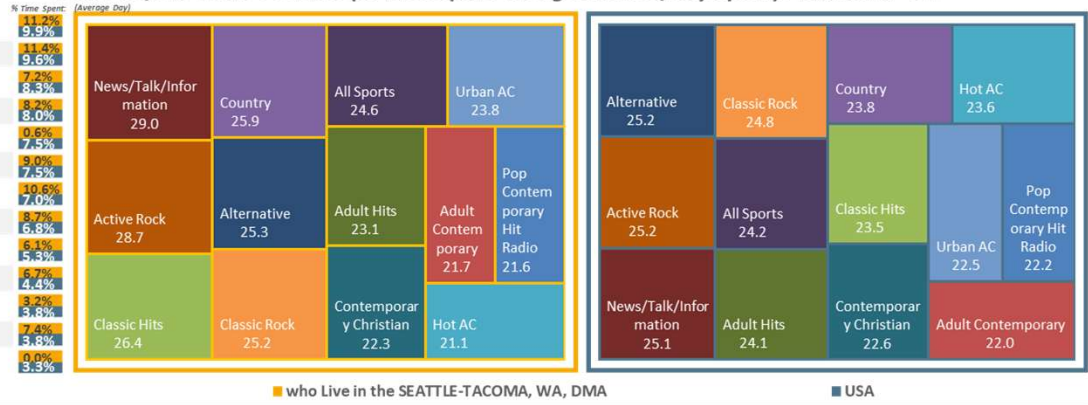


1,604,368 or 66.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Rock, and Country.

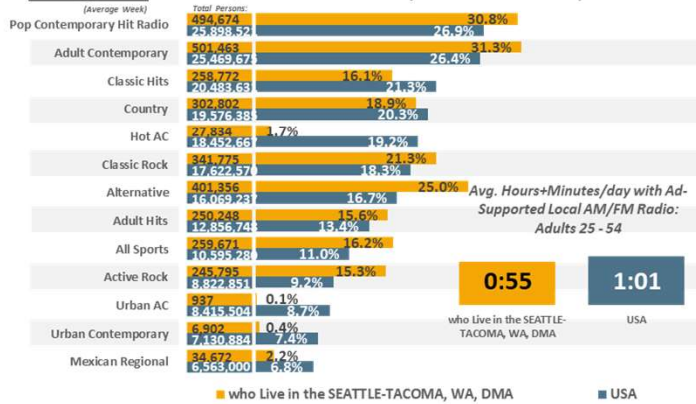
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



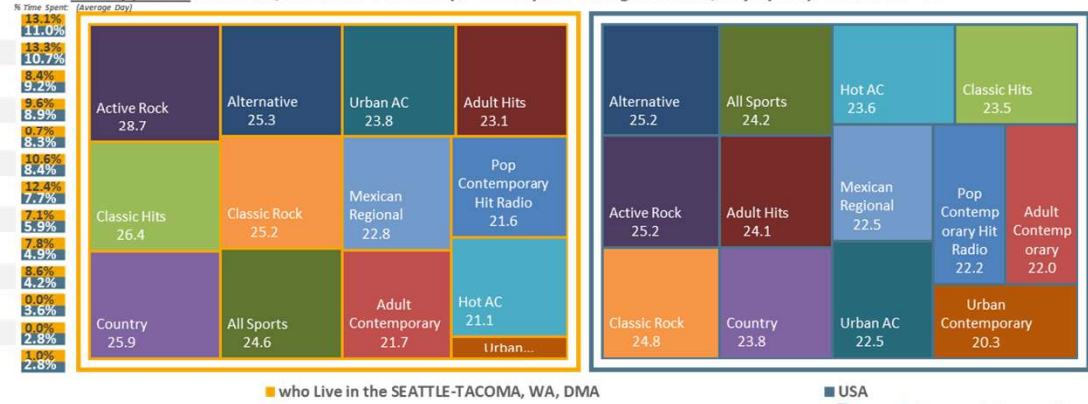
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



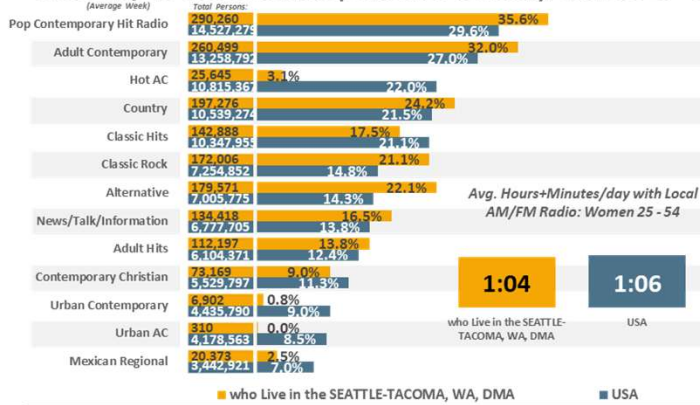
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



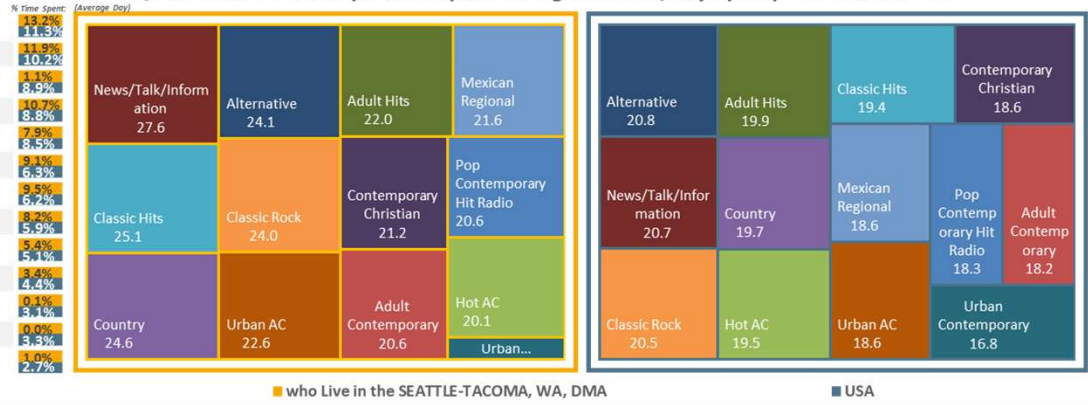


793,793 or 68.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Alternative, and Classic Rock.

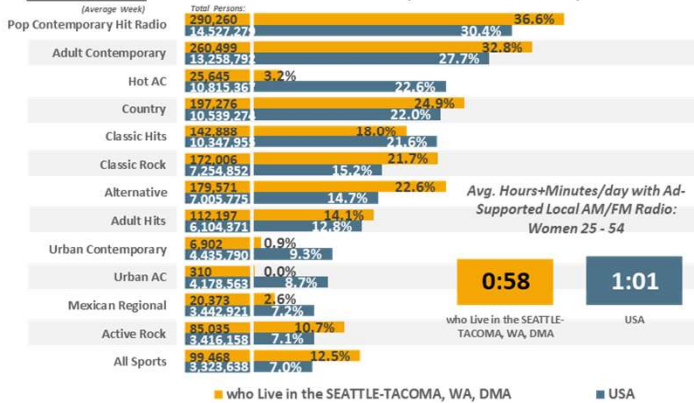
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



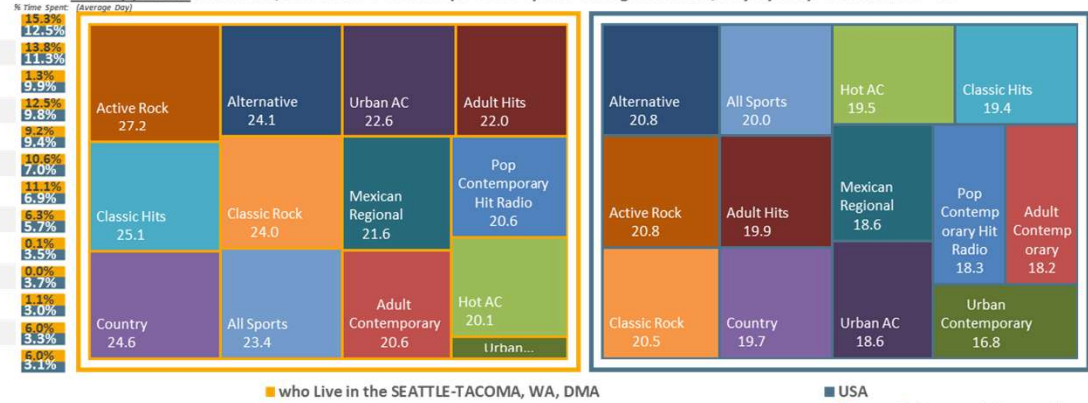
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



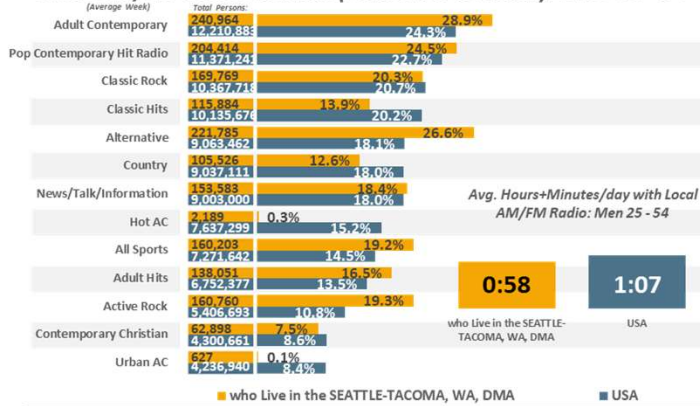
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



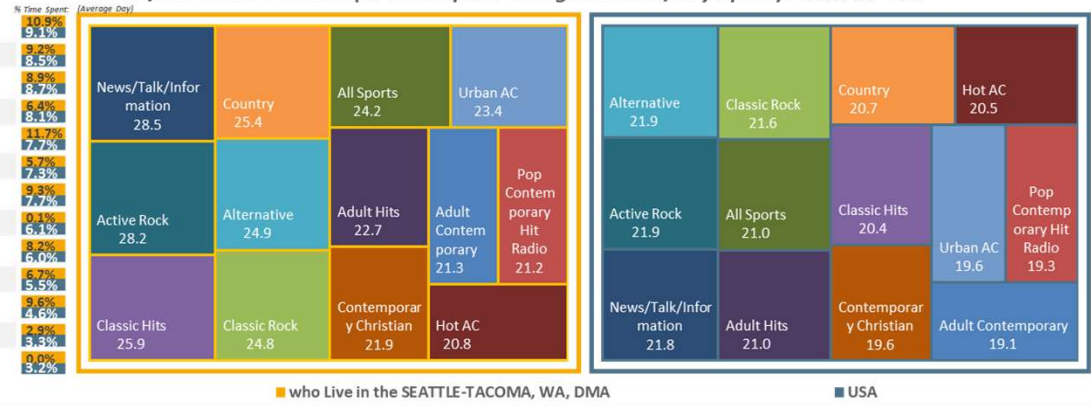


810,596 or 65.% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Pop Contemporary Hit Radio, Classic Rock, and Active Rock.

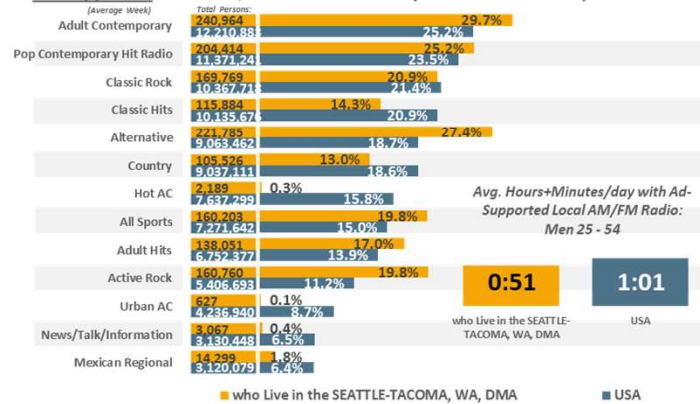
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



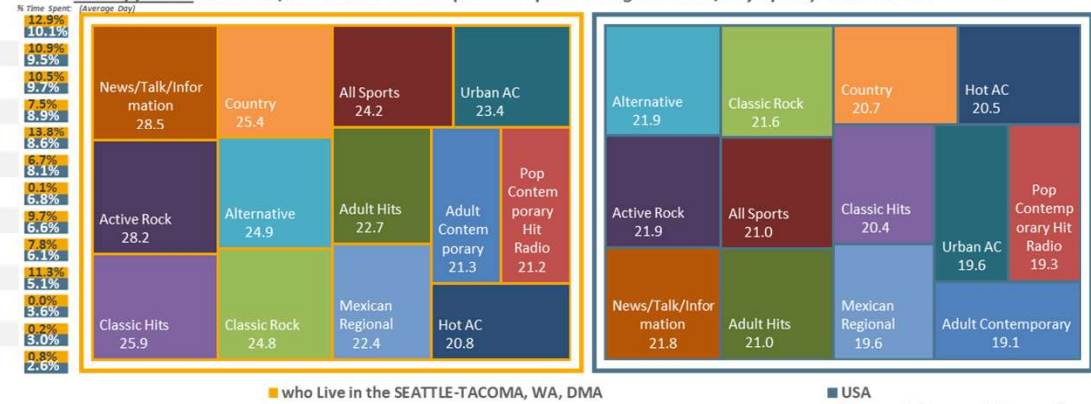
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



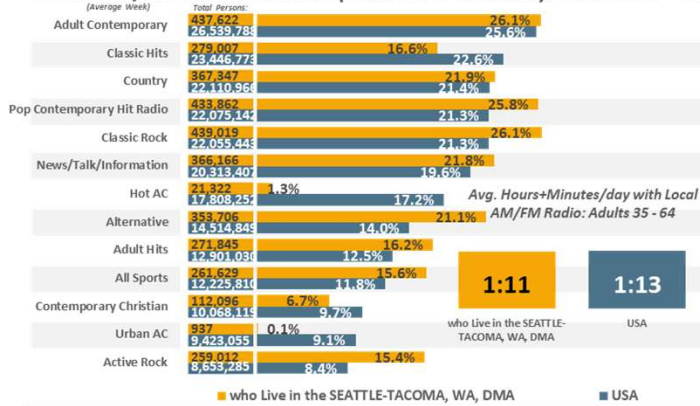
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



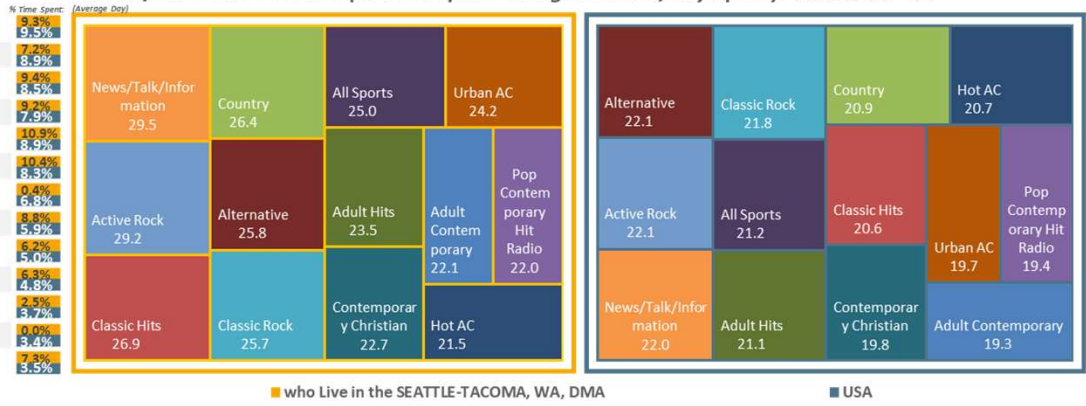


1,621,004 or 72.4% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Alternative.

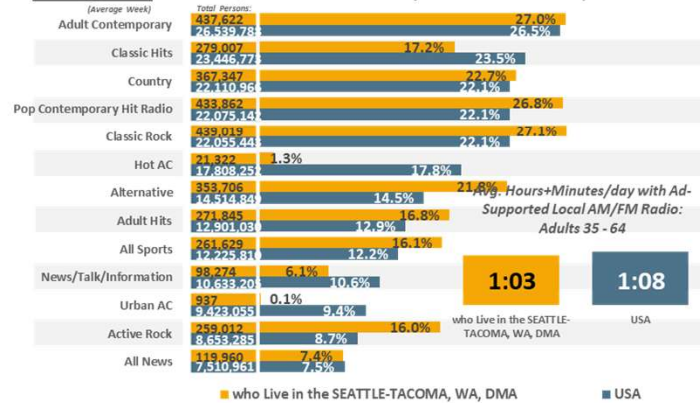
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



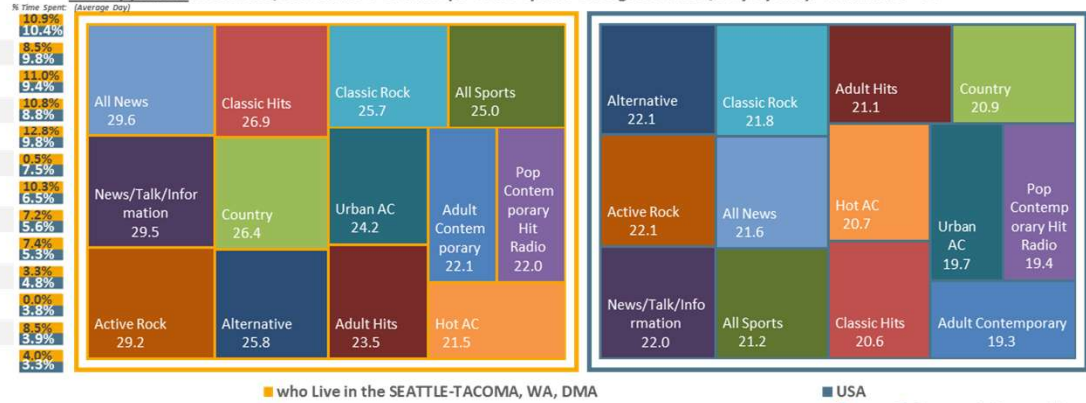
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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

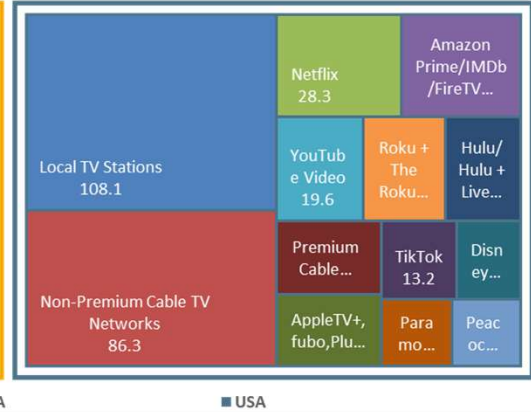
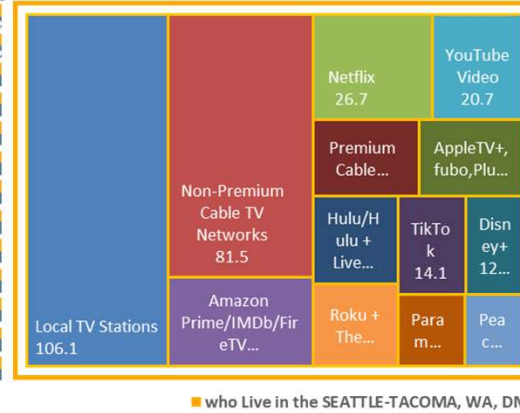
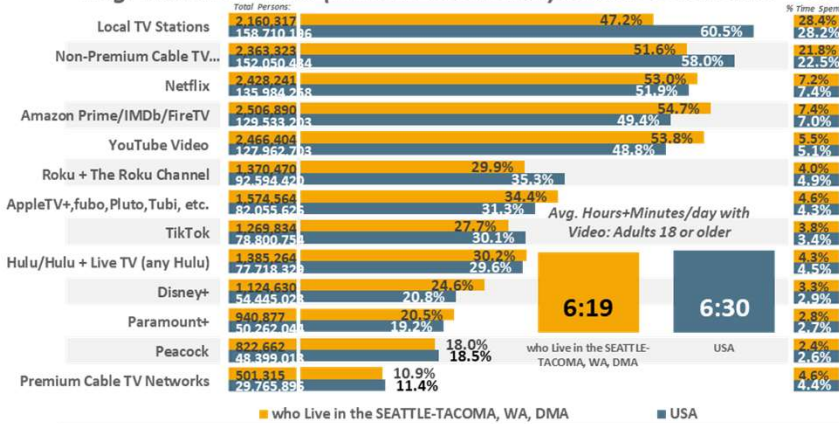




2,135,199 or 46.6% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 100.2 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

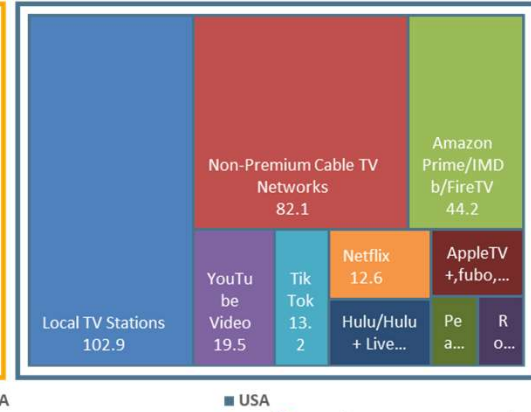
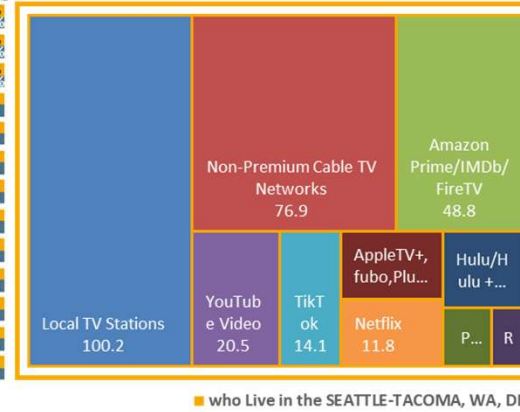
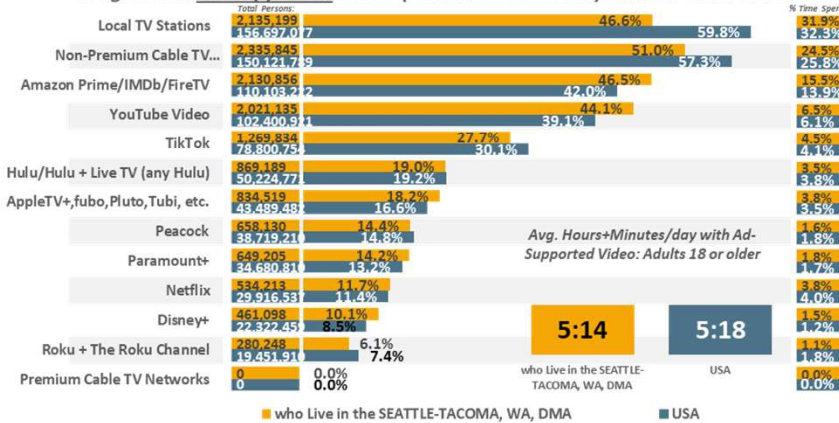
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

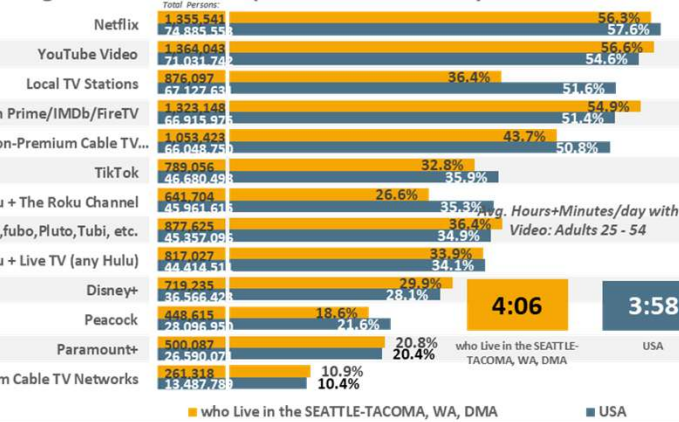
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



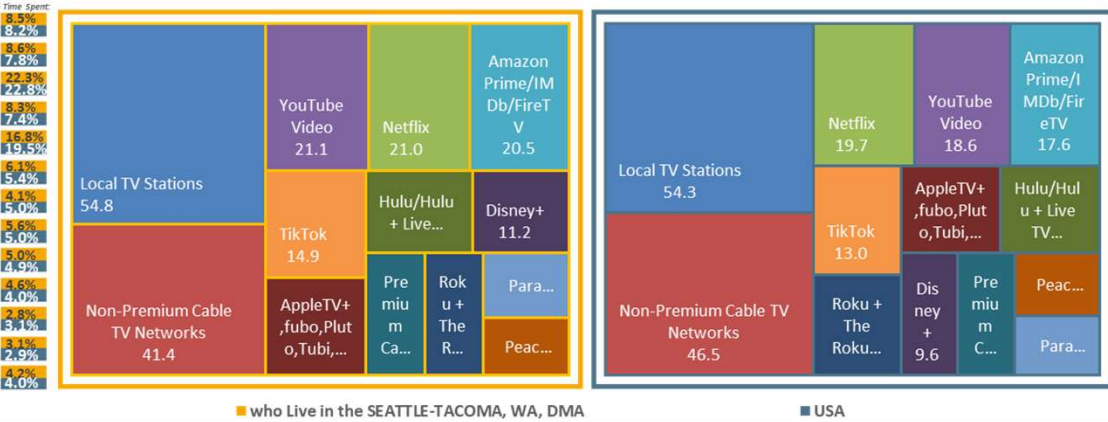


866,893 or 36.% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 52.3 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

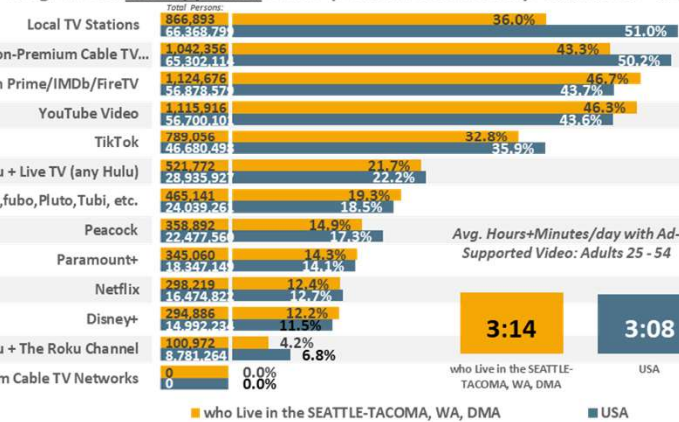
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



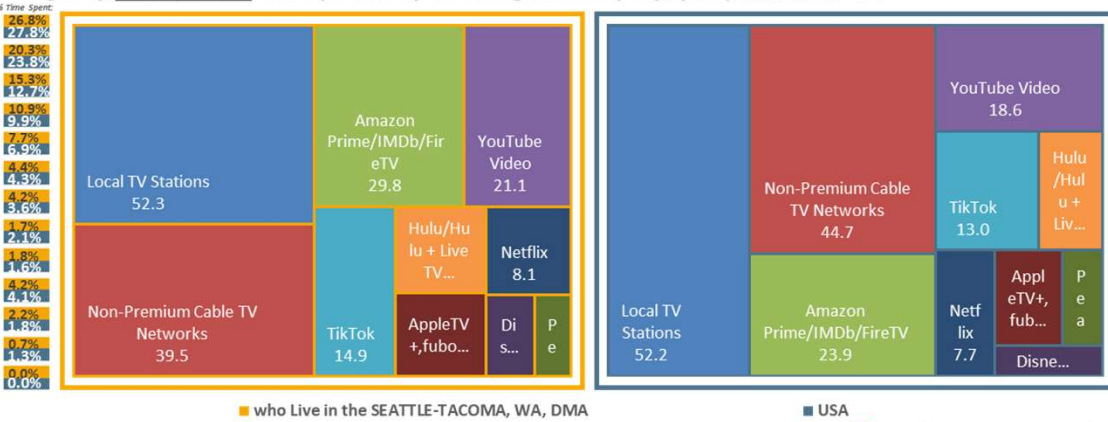
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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

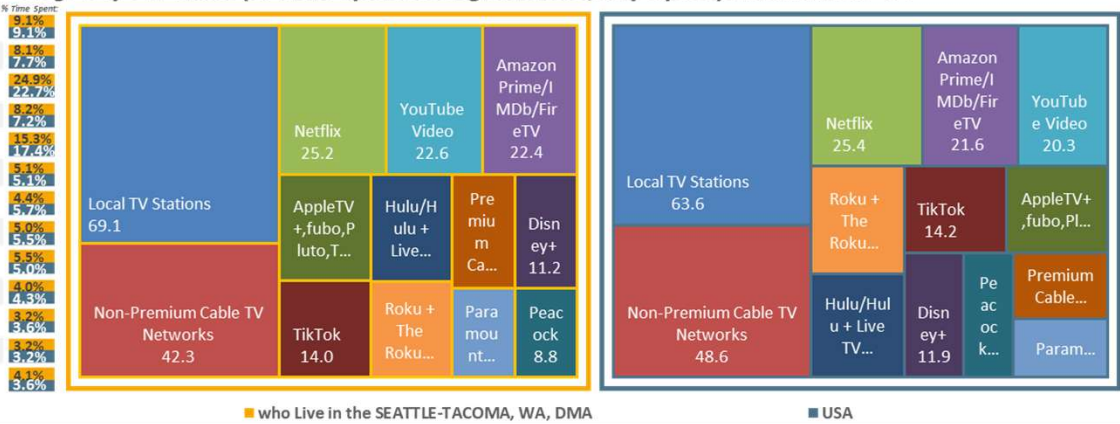
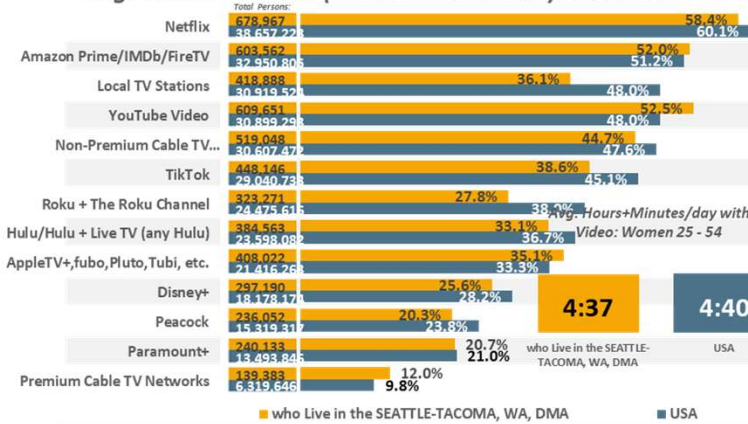




414,251 or 35.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 66.7 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

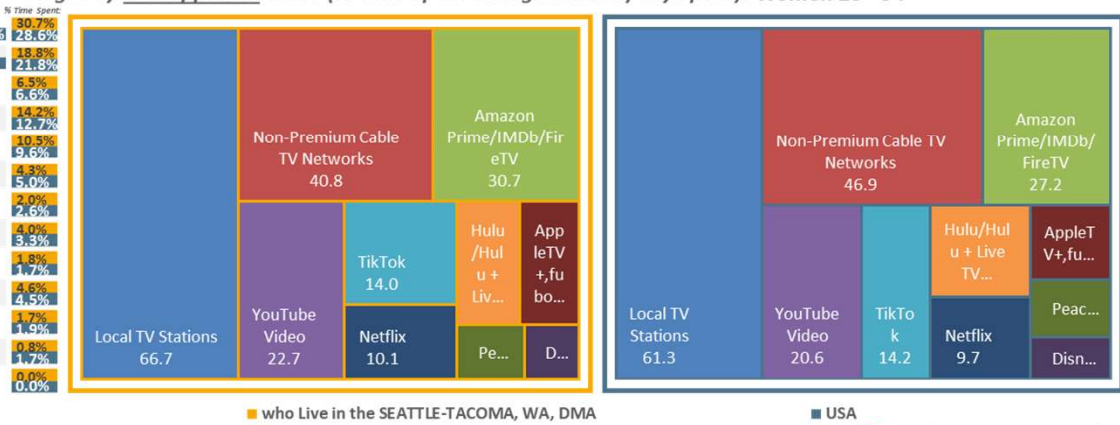
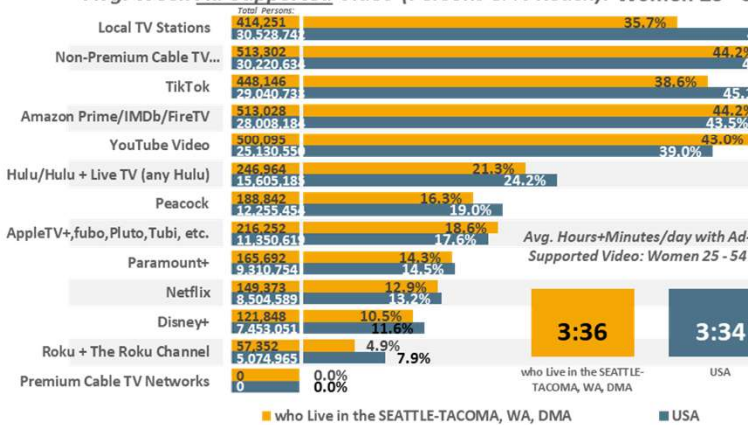
Avg. Week All Video (Persons & % Reach): Women 25 - 54

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



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

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

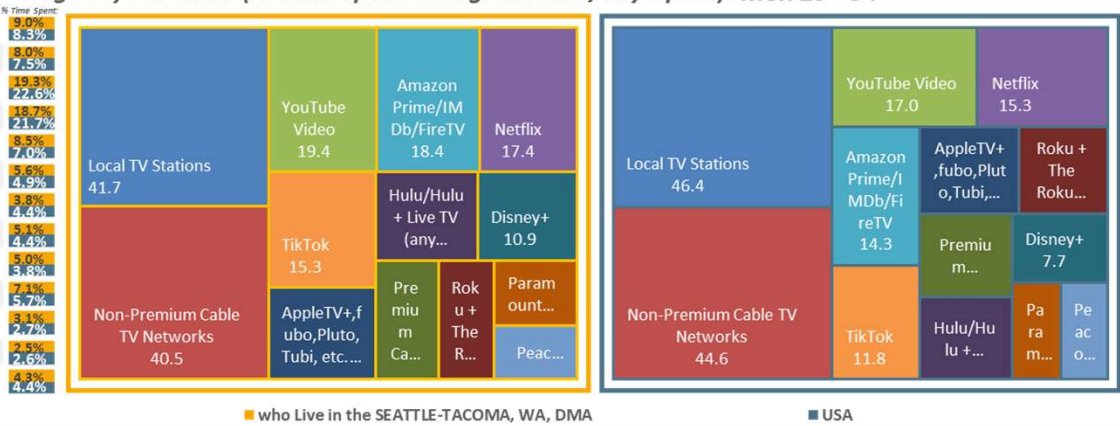
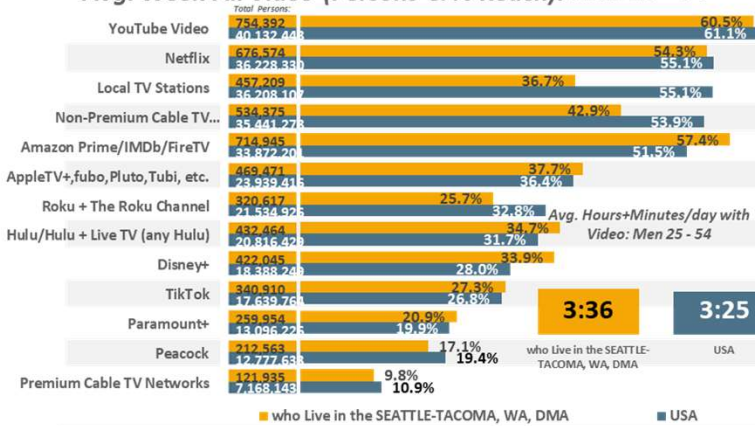




452,739 or 36.3% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 39.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

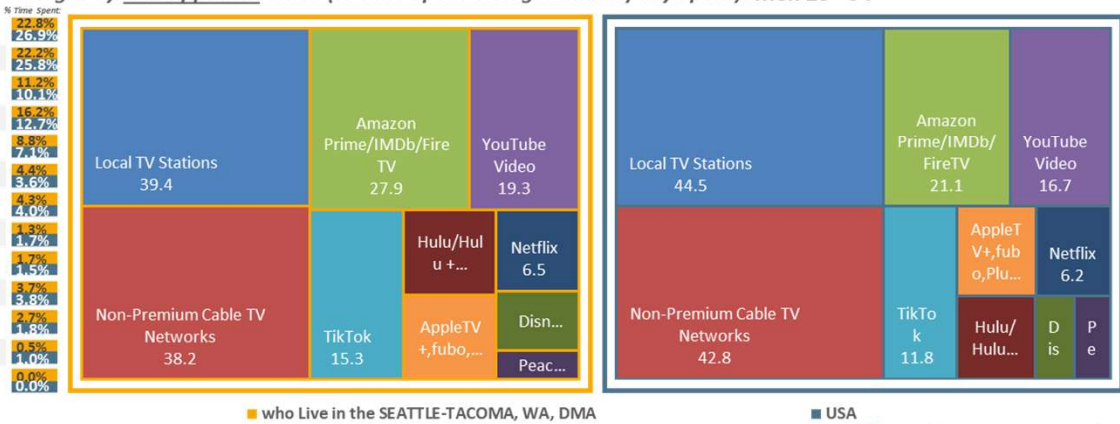
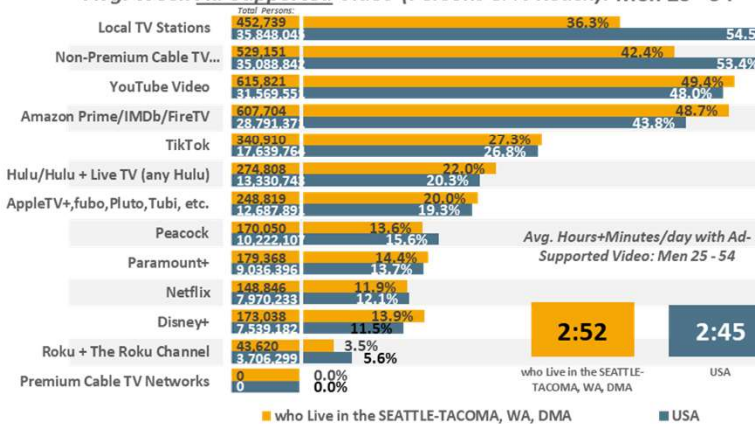
Avg. Week All Video (Persons & % Reach): Men 25 - 54

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



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

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

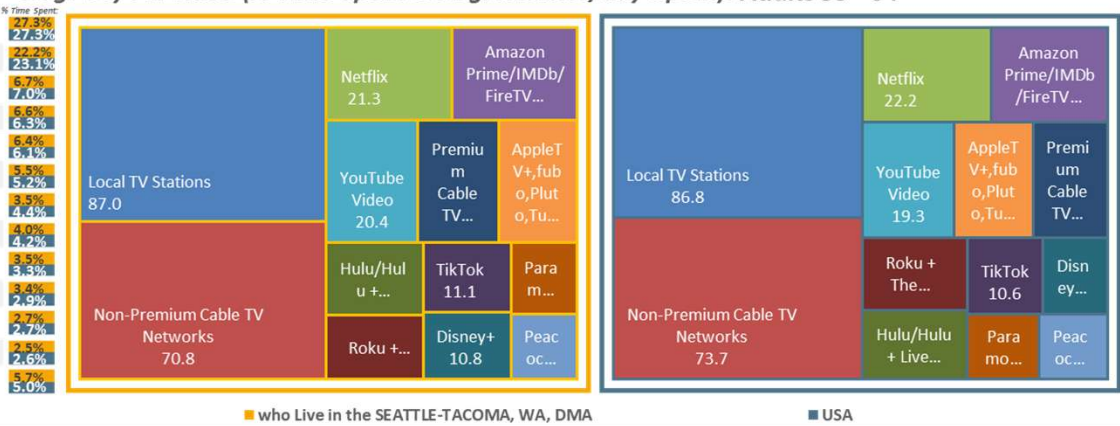
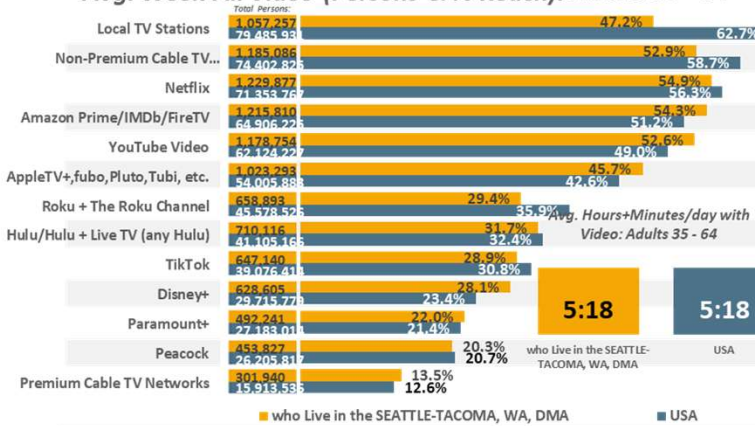




1,042,395 or 46.5% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 82.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

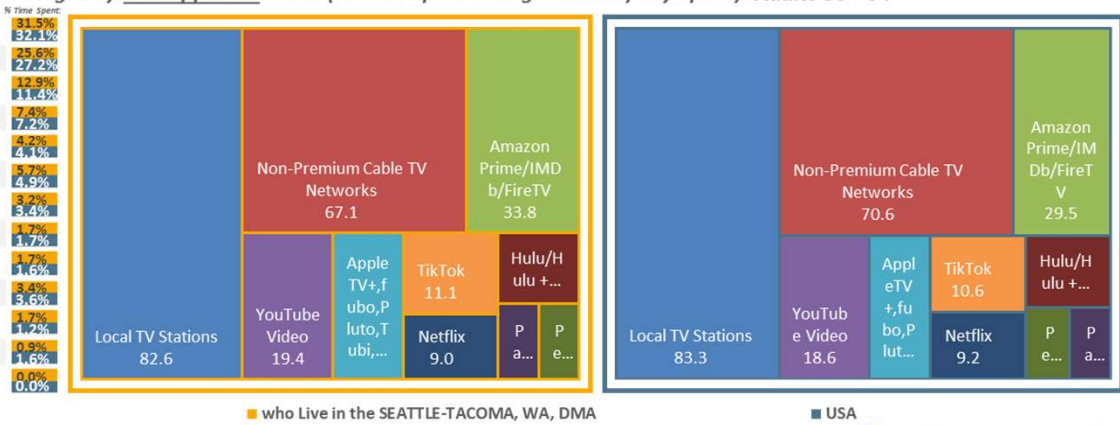
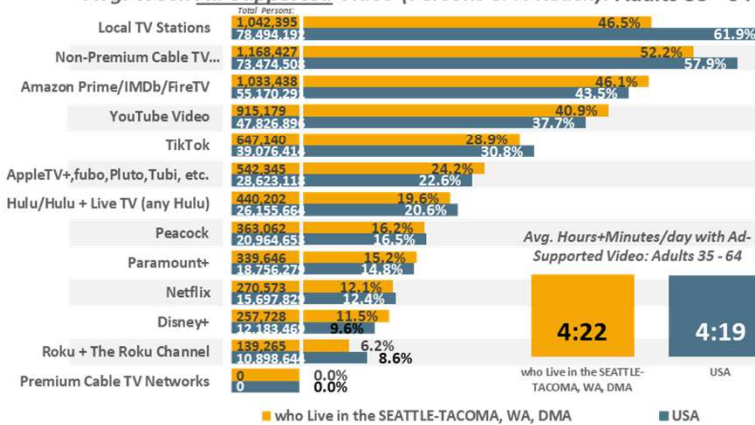
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



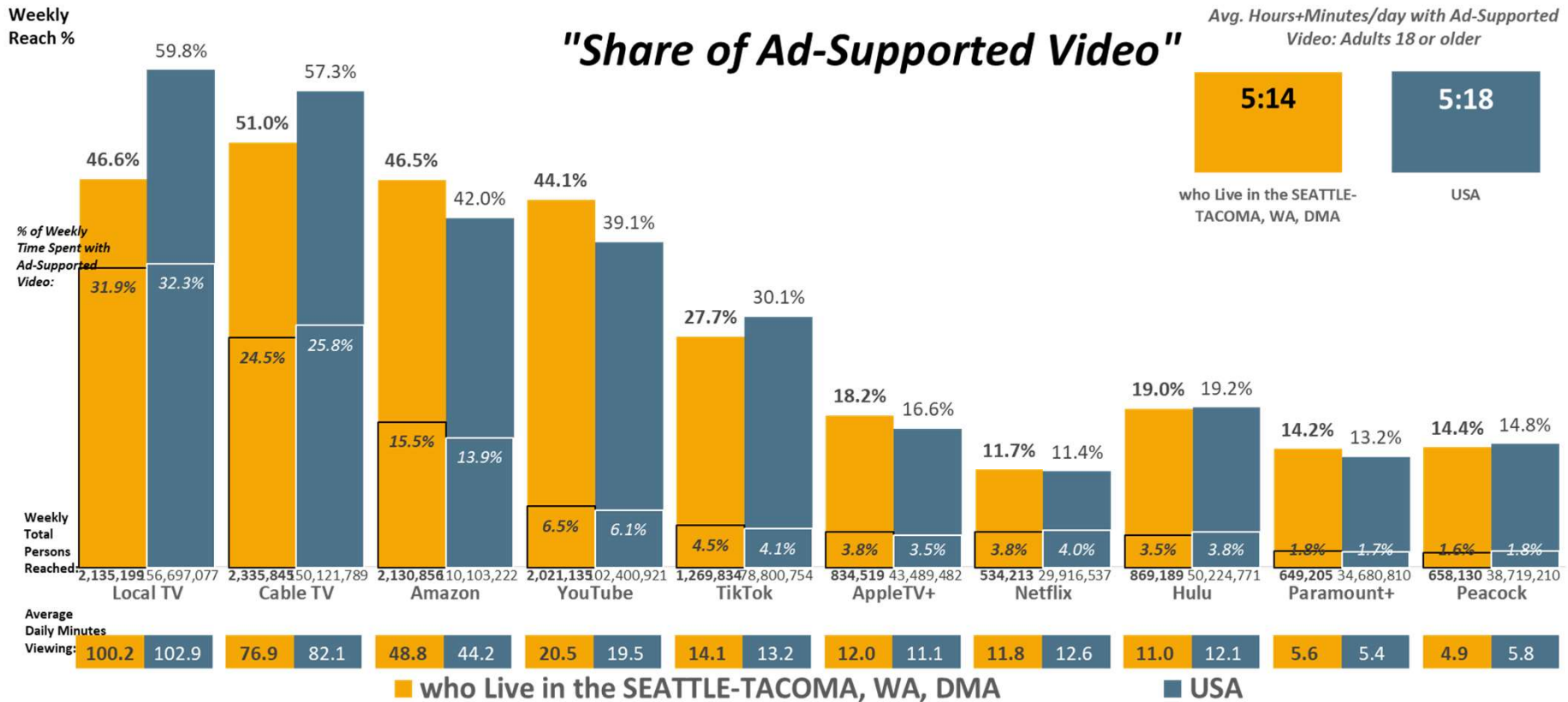
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64

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



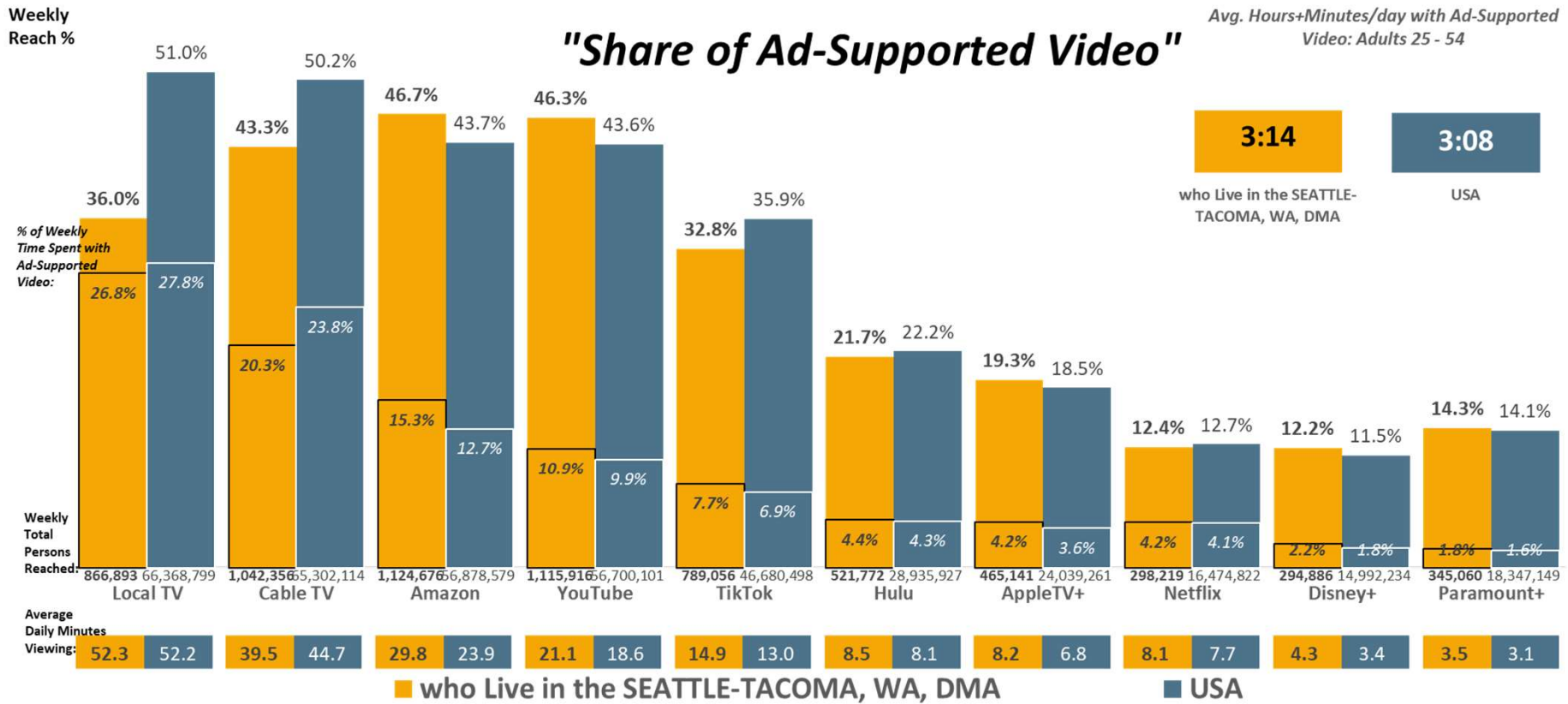


2,135,199 or 46.6% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 100.2 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.



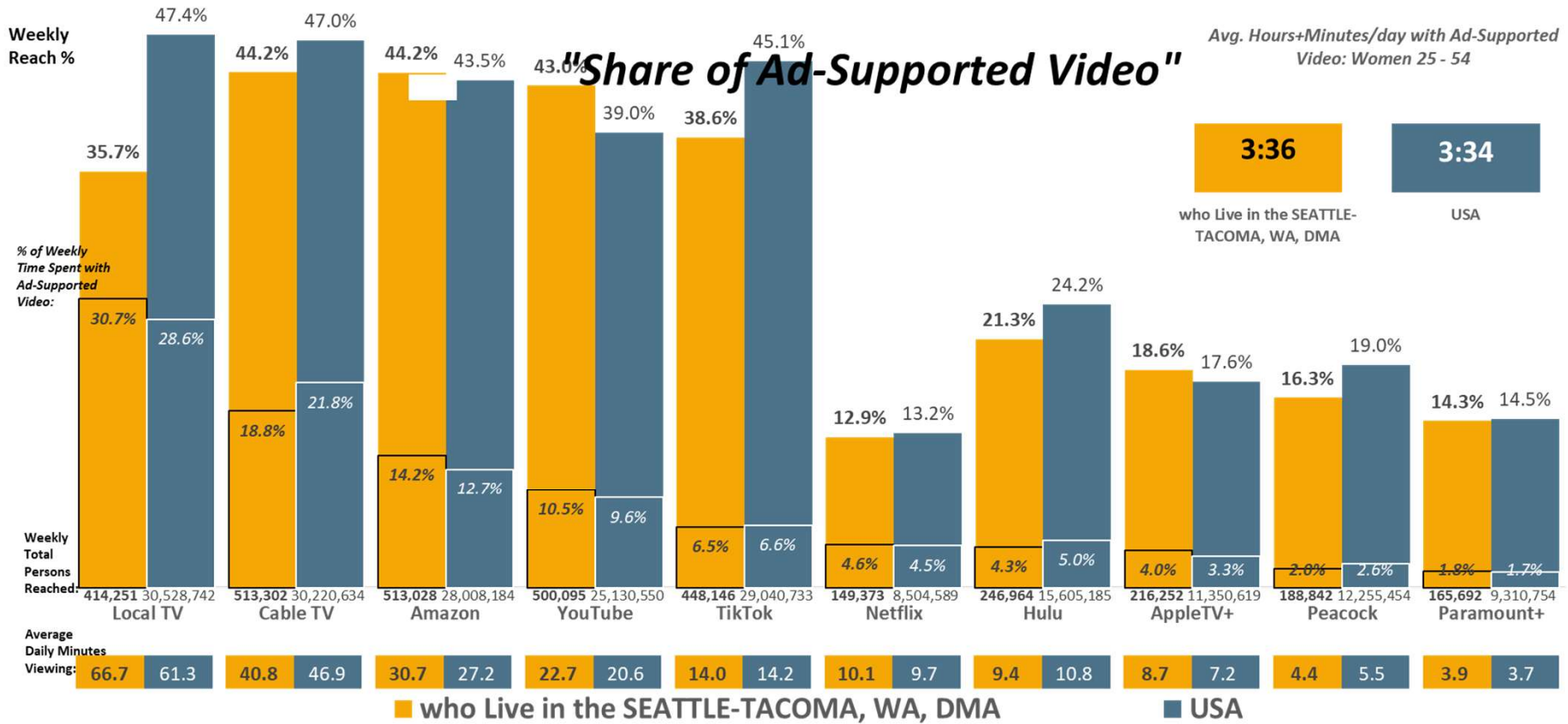


866,893 or 36.% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 52.3 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



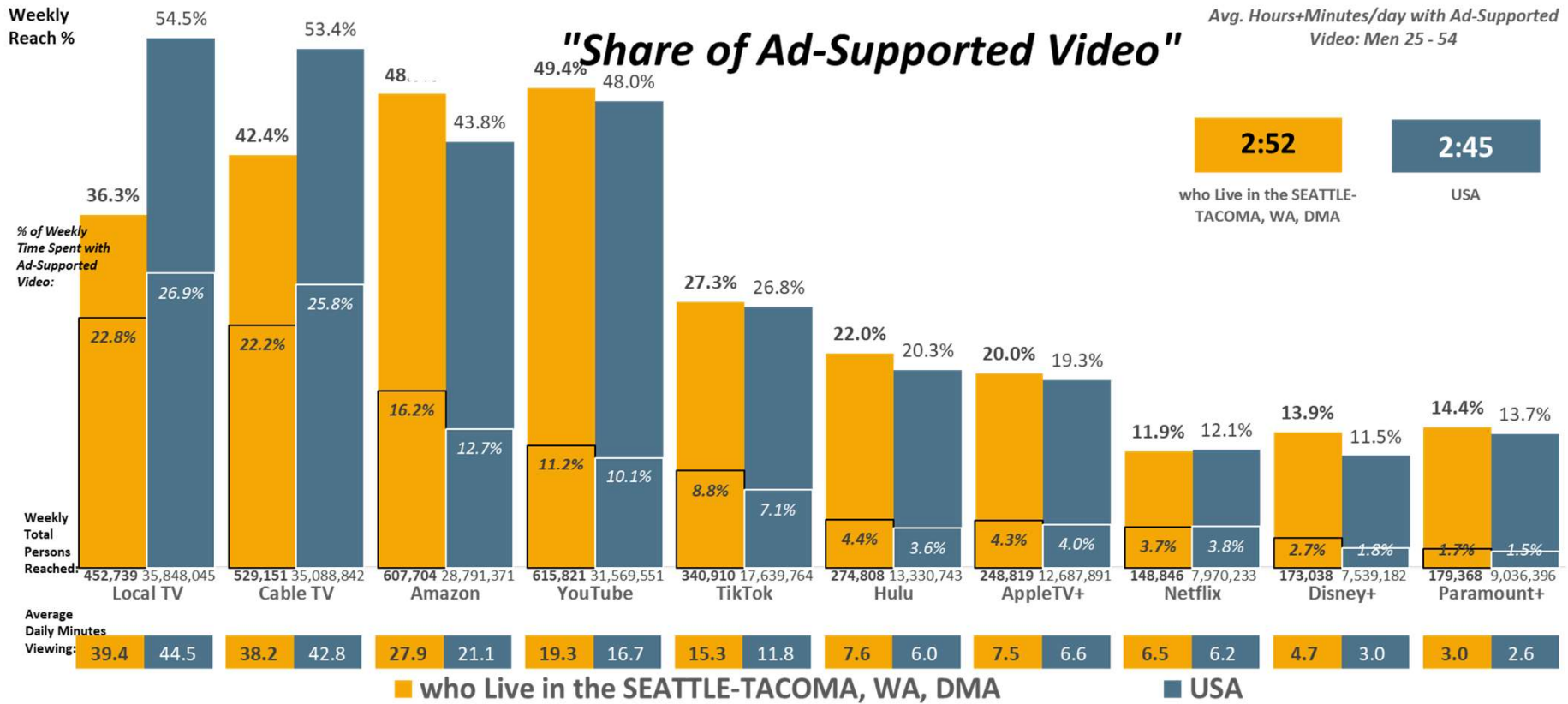


414,251 or 35.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 66.7 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



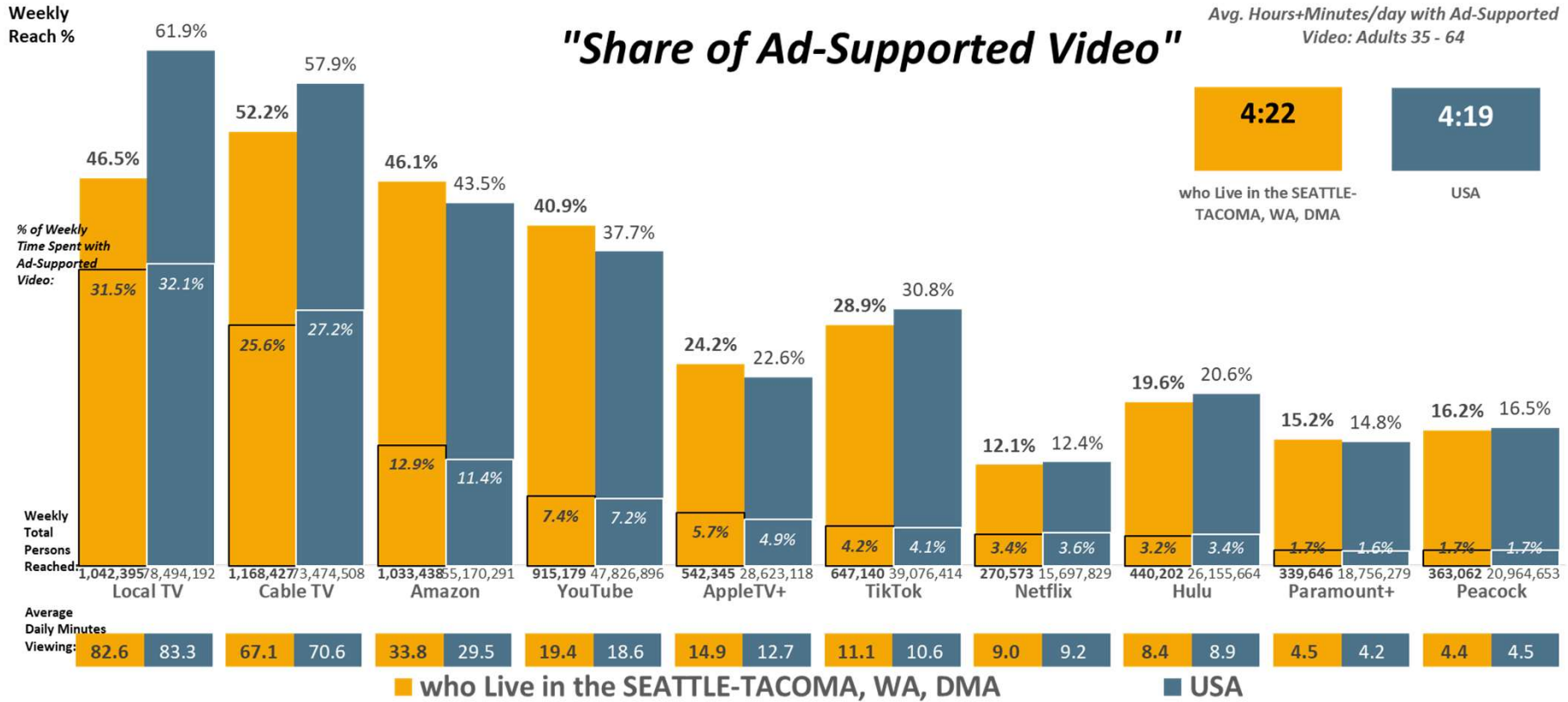


452,739 or 36.3% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 39.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.





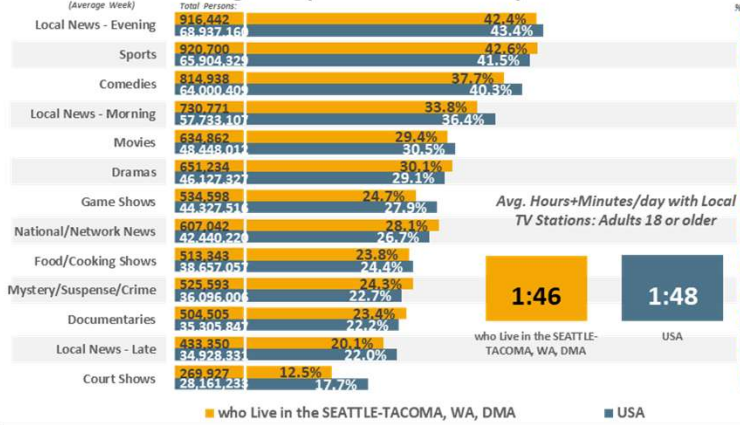
1,042,395 or 46.5% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 82.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.



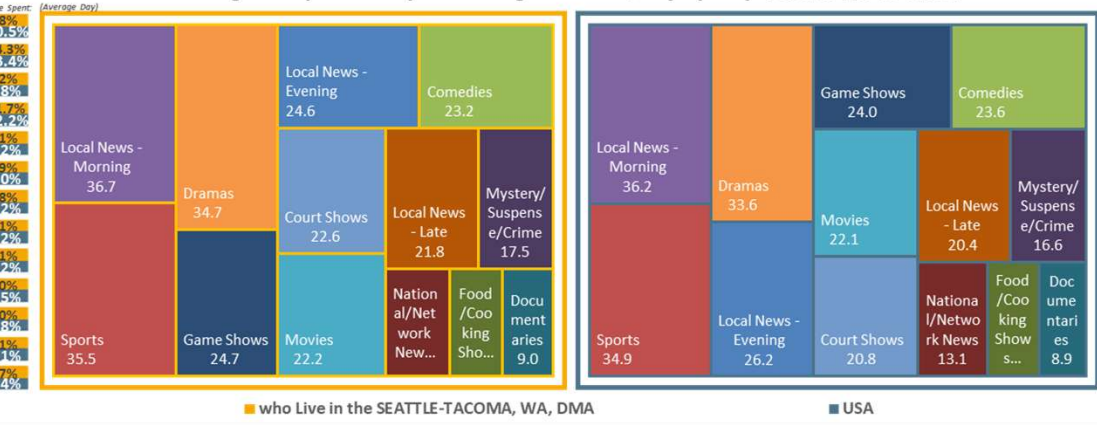


2,135,199 or 46.6% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Movies.

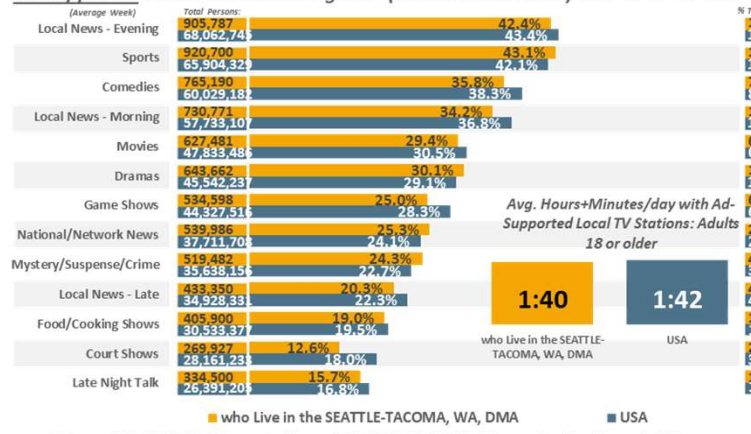
Local TV Station Programs (Persons & % Reach): Adults 18 or older



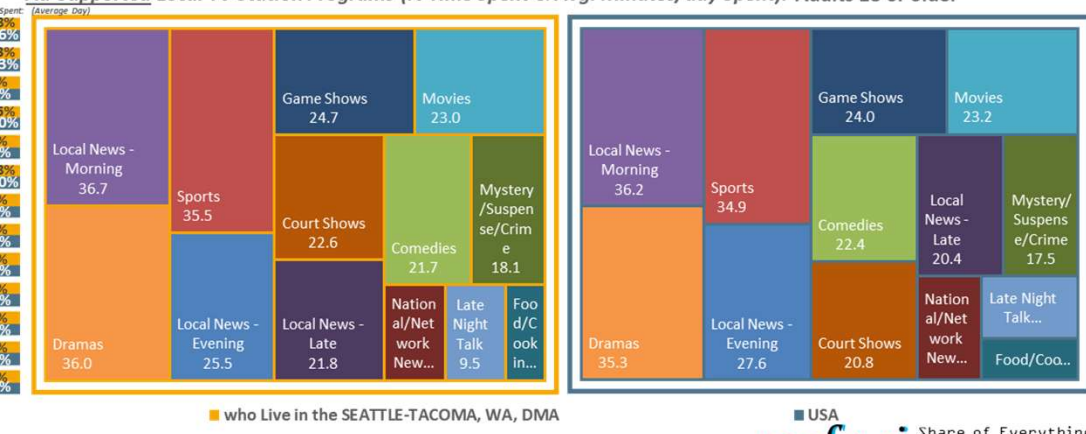
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



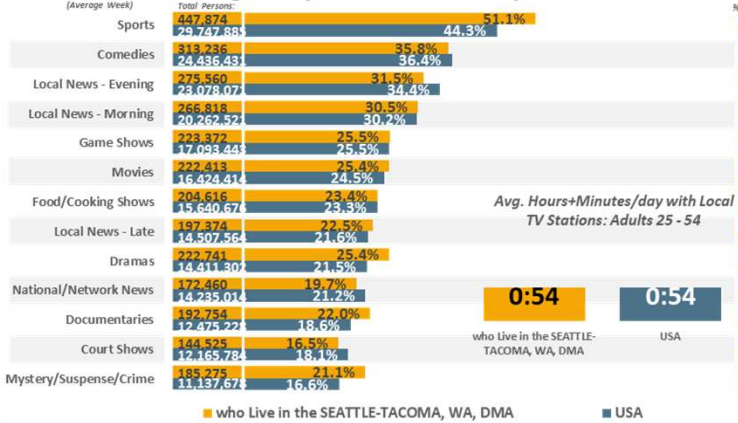
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



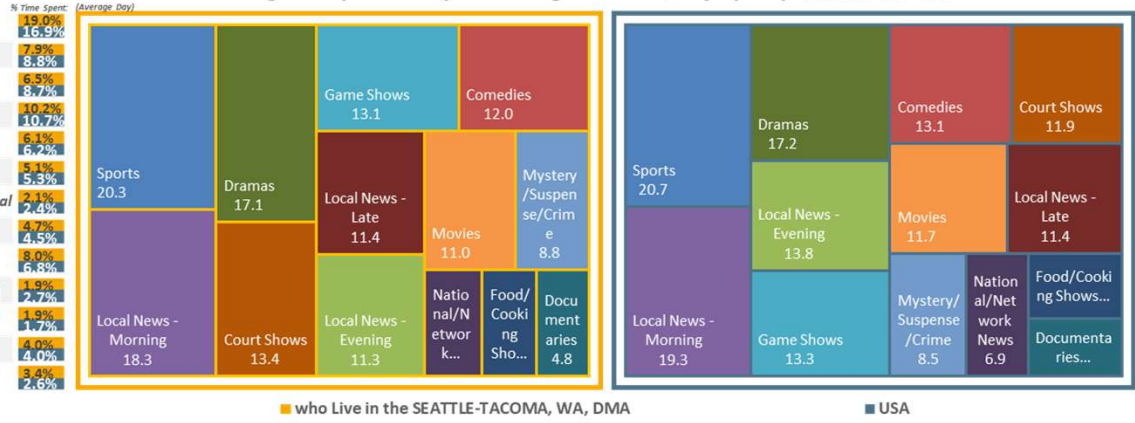


866,893 or 36.% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Dramas.

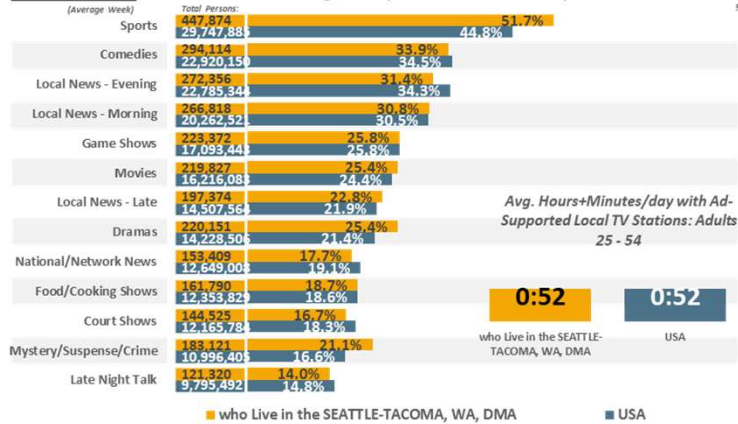
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



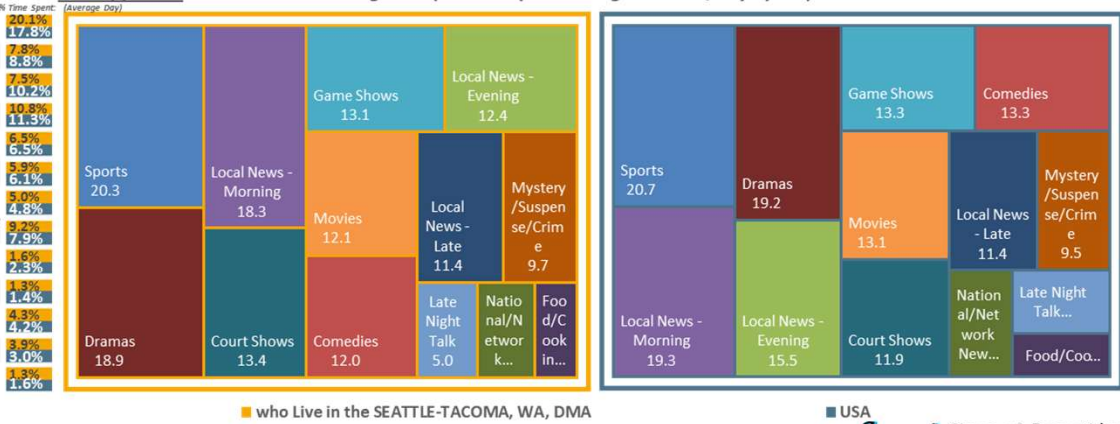
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



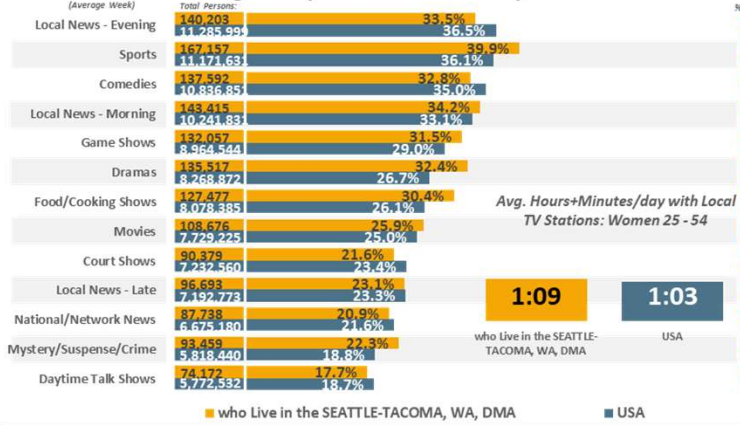
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



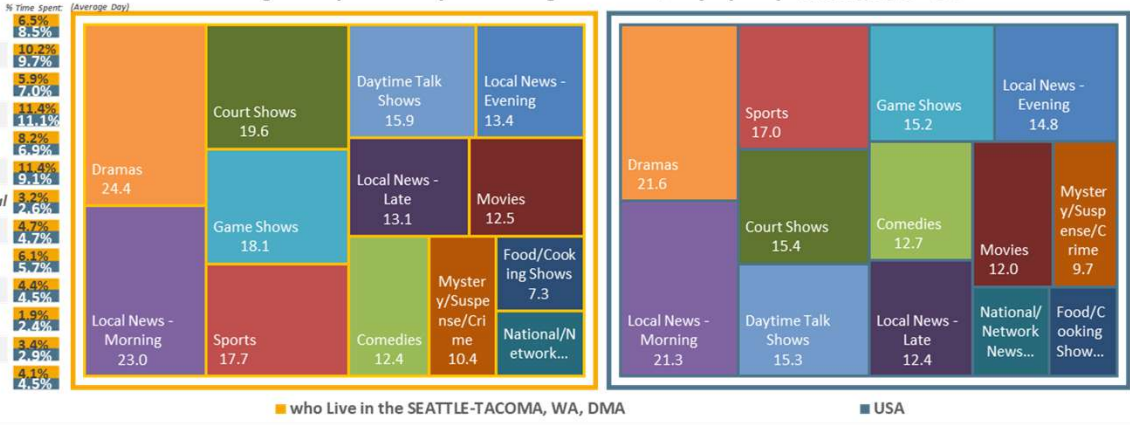


414,251 or 35.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Dramas, Game Shows, and Comedies.

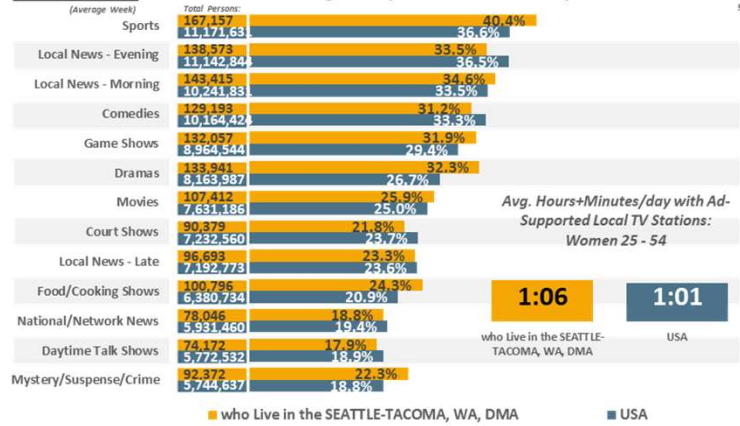
Local TV Station Programs (Persons & % Reach): Women 25 - 54



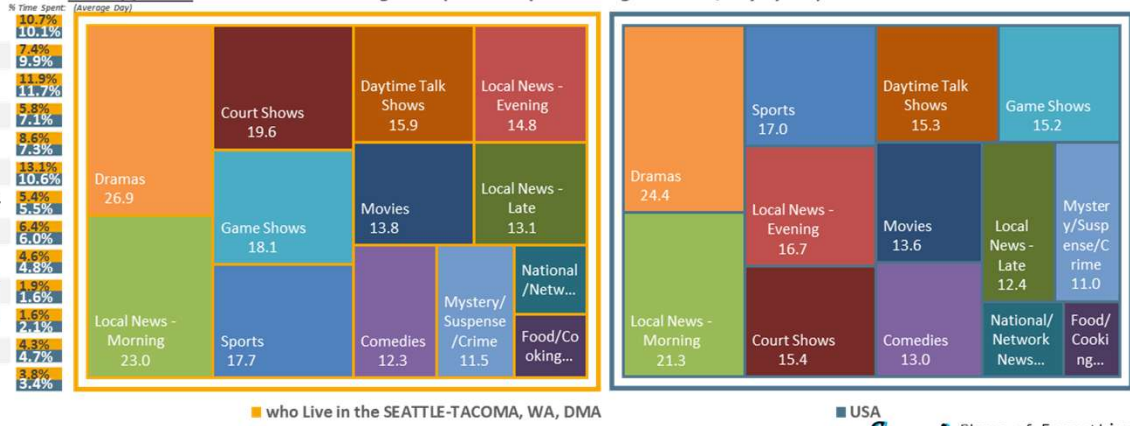
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



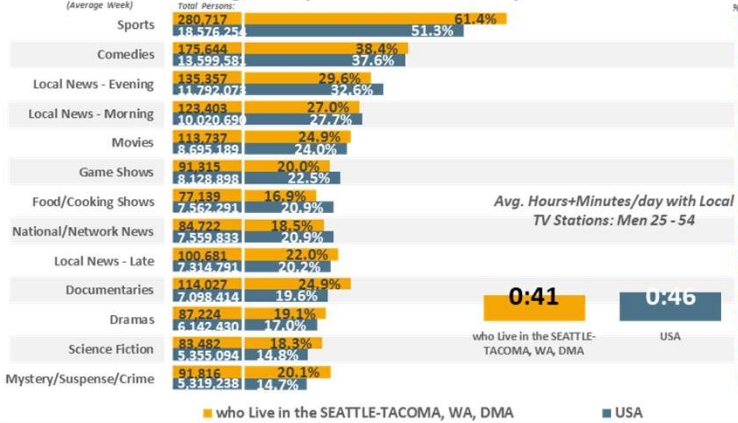
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





452,739 or 36.3% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Local News - Late.

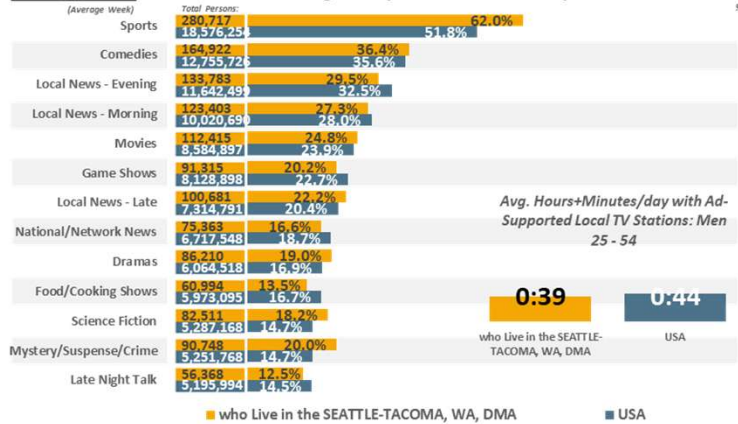
Local TV Station Programs (Persons & % Reach): Men 25 - 54



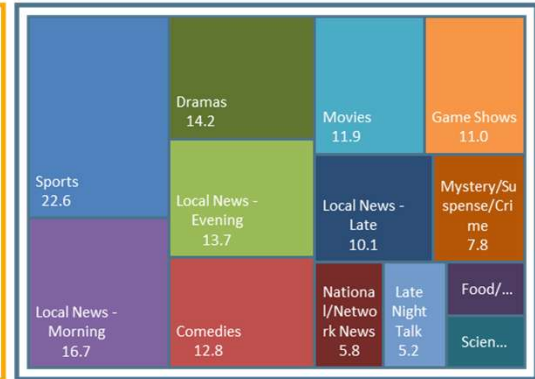
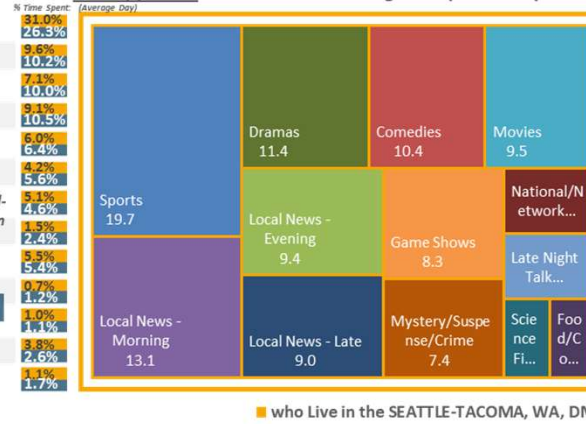
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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

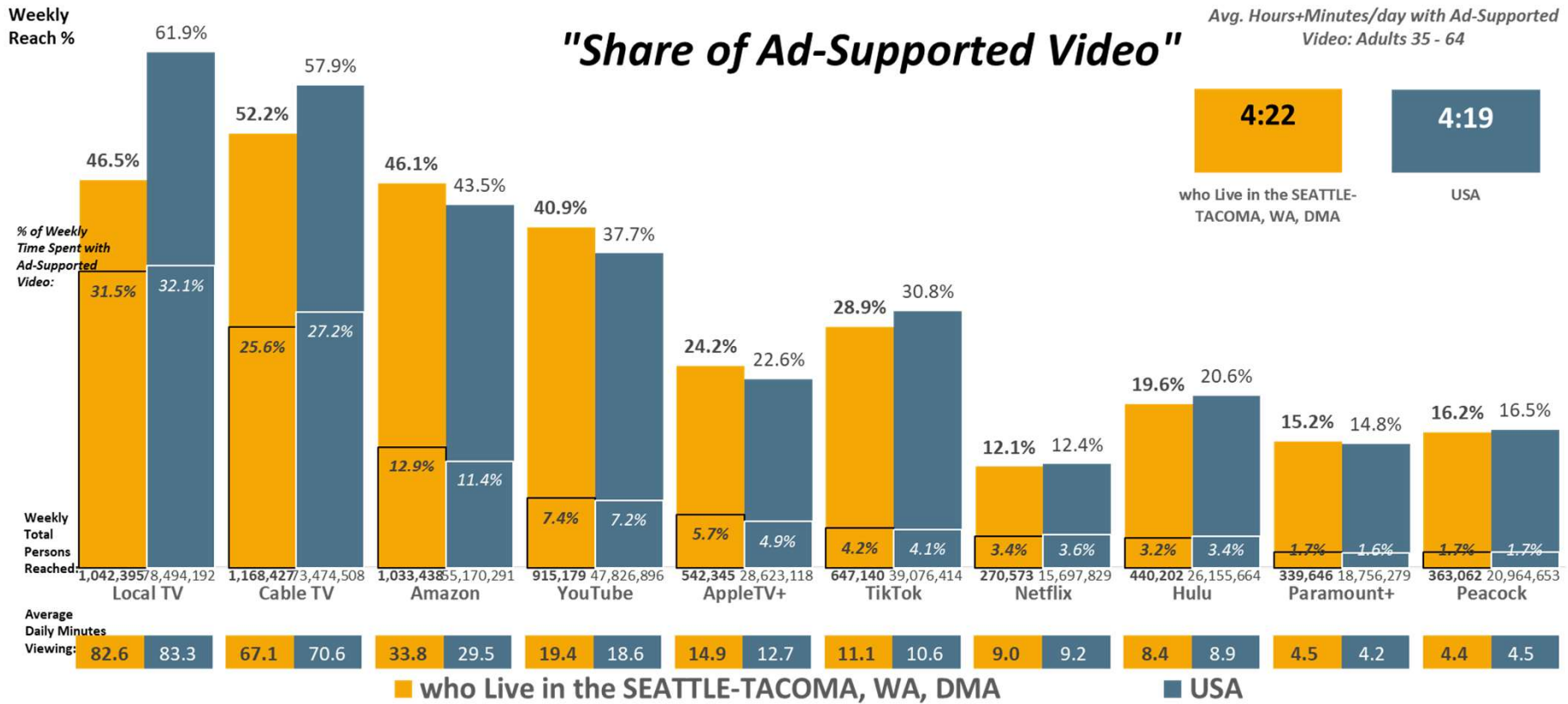


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





1,042,395 or 46.5% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 82.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

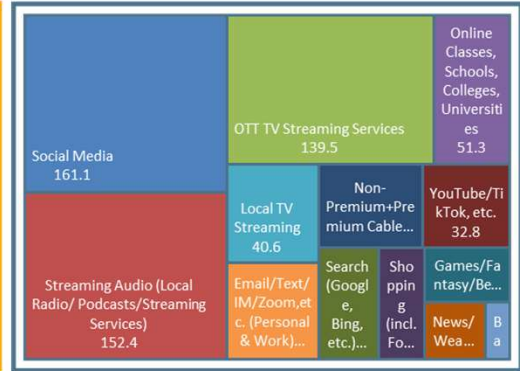
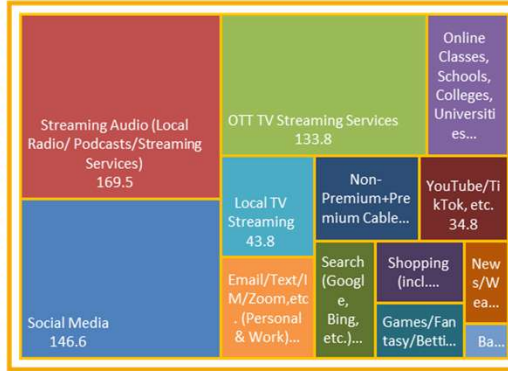
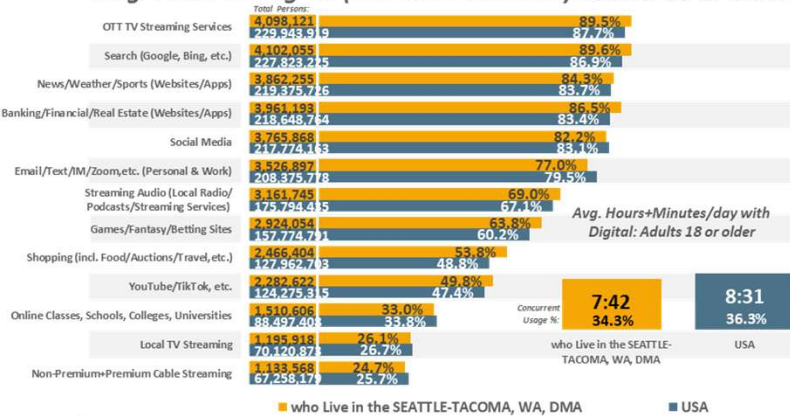




3,225,672 or 70.4% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 125.6 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

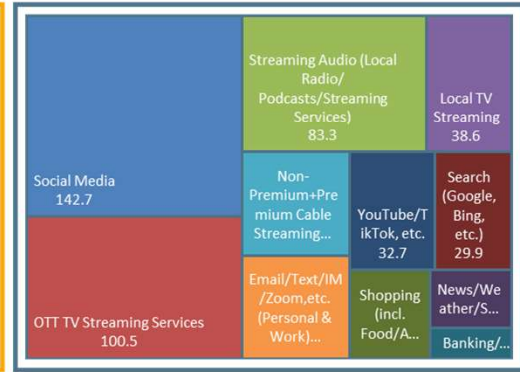
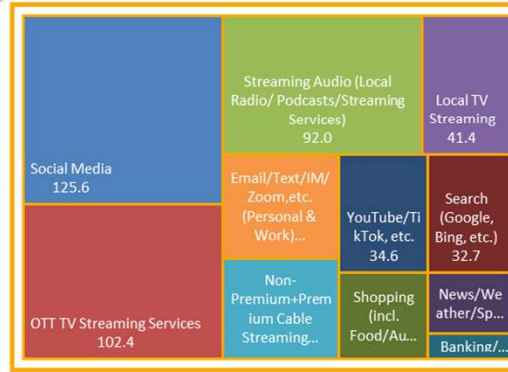
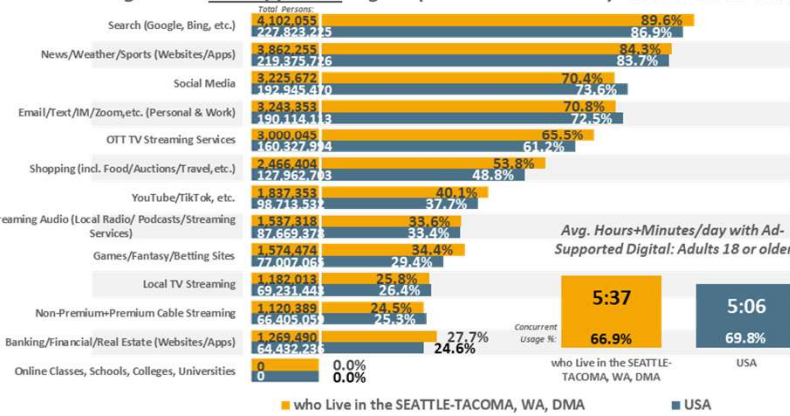
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

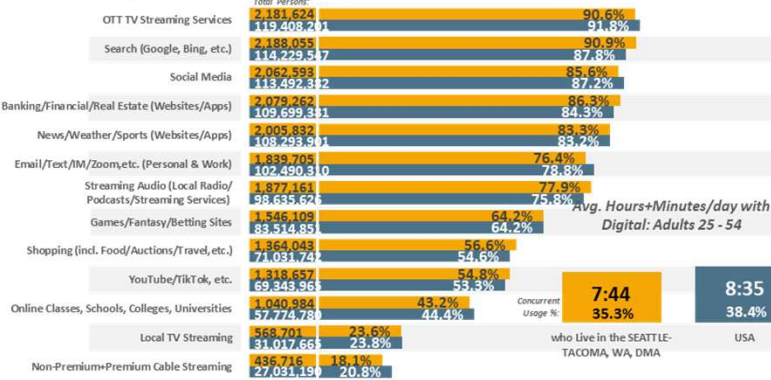
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





1,725,057 or 71.6% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

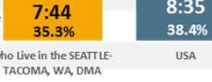
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



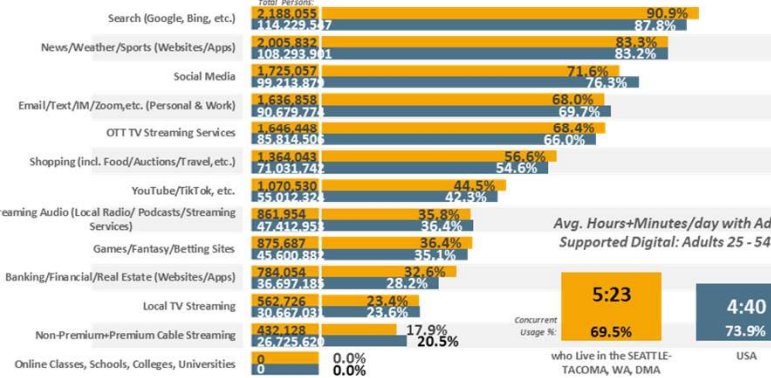
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



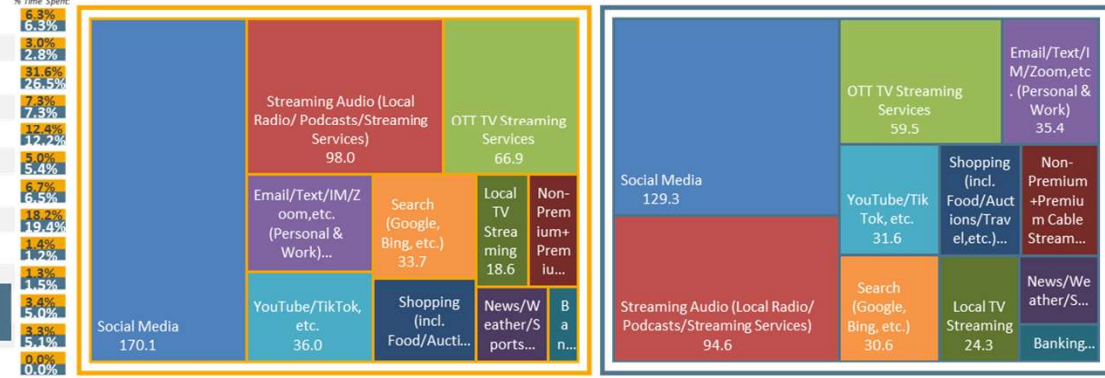
Avg. Hours+Minutes/day with Digital: Adults 25 - 54



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



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



Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 25 - 54

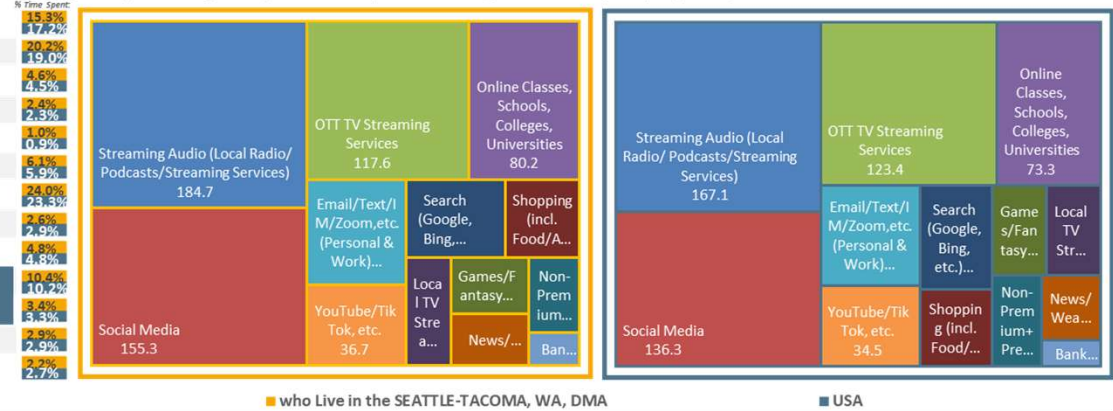
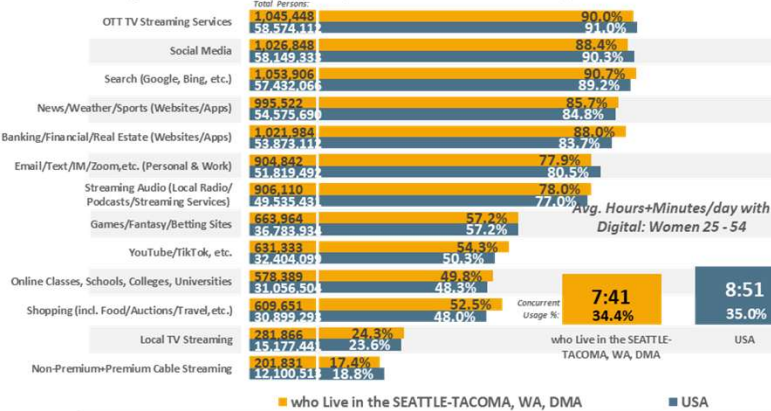




890,915 or 76.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

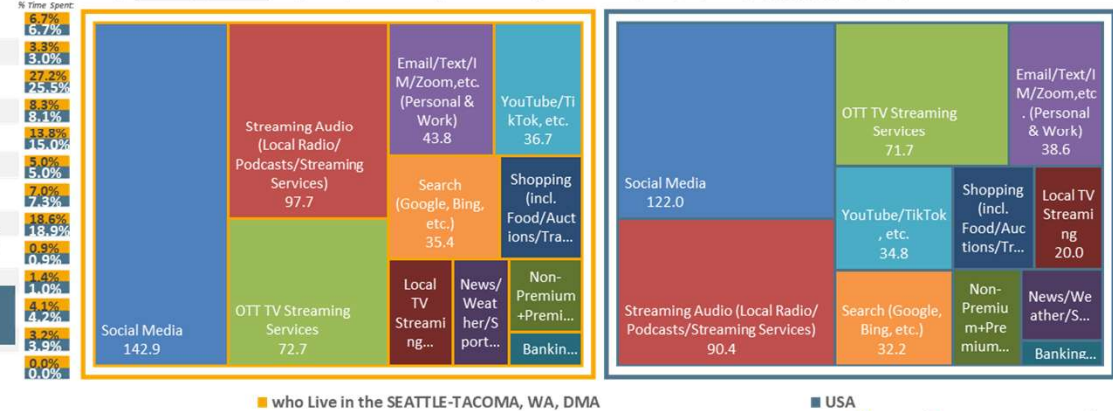
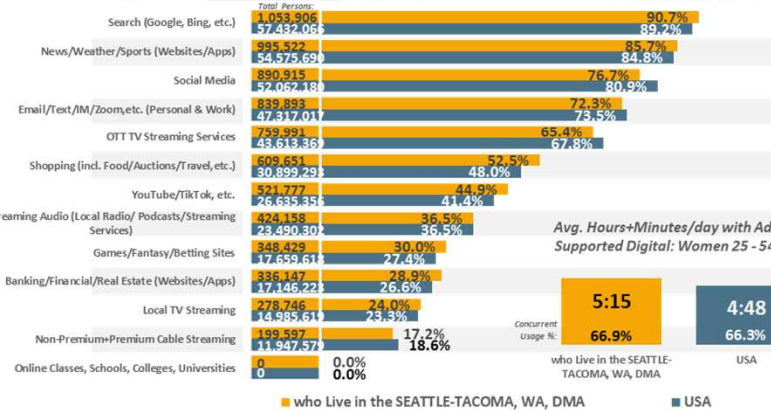
Avg. Week All Digital (Persons & % Reach): Women 25 - 54

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



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

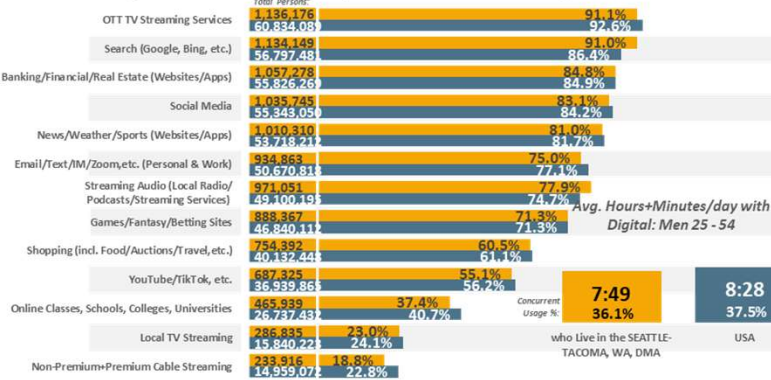
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



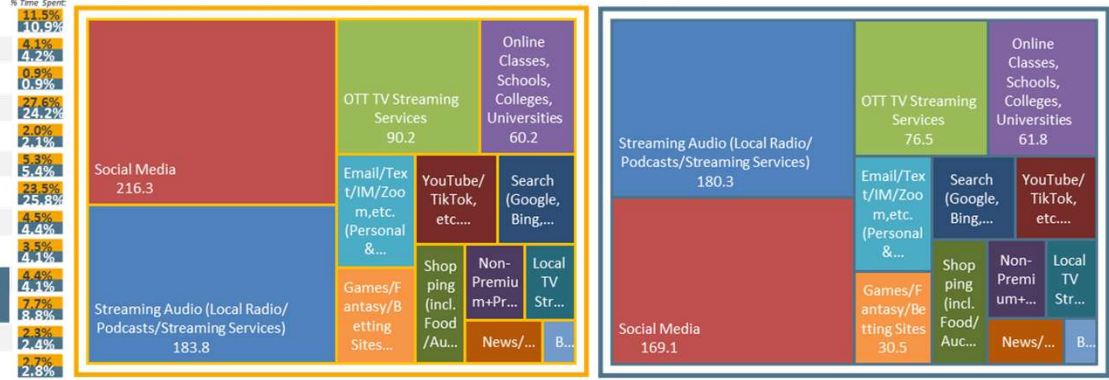


834,142 or 66.9% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 35.8% of all time spent daily with Ad-Supported Digital Media.

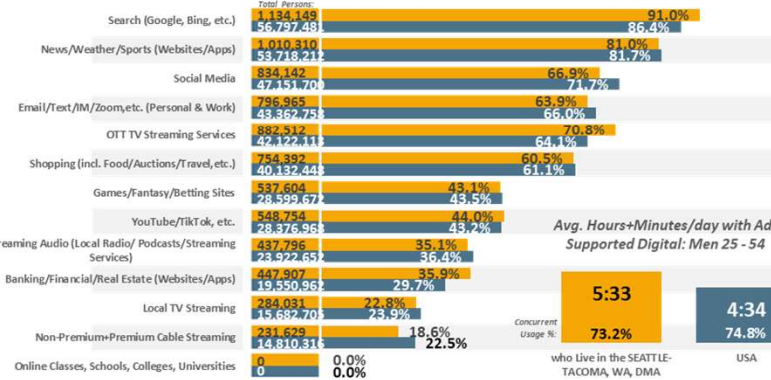
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



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



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



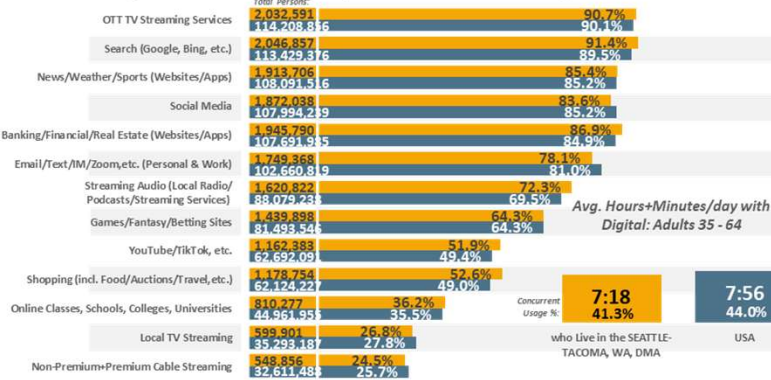
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



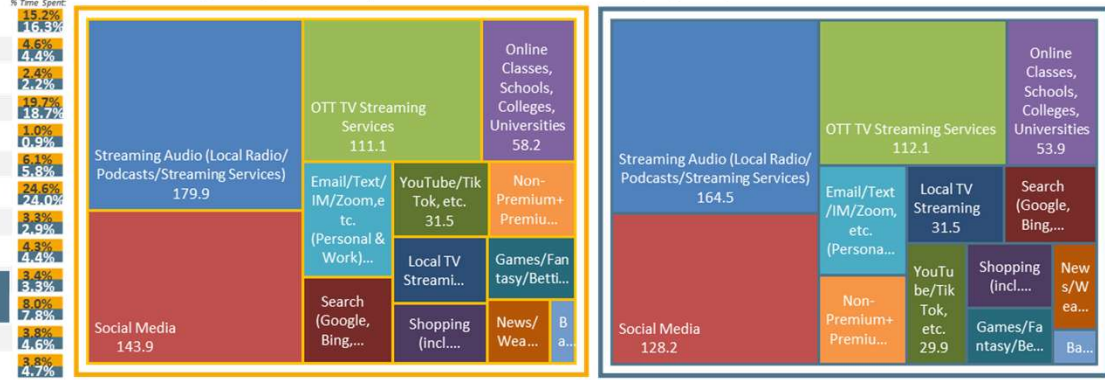


1,623,531 or 72.5% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

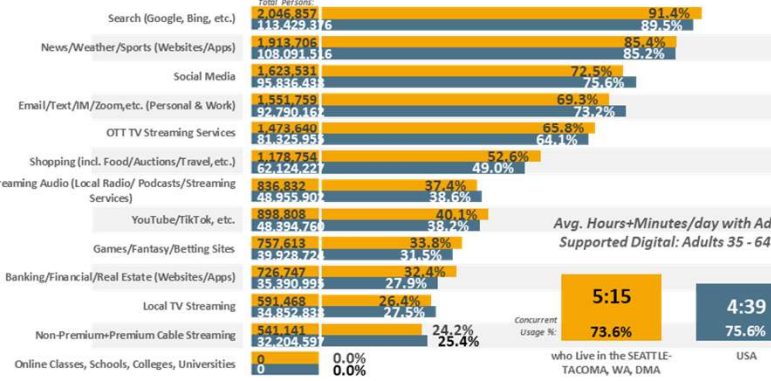
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



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



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



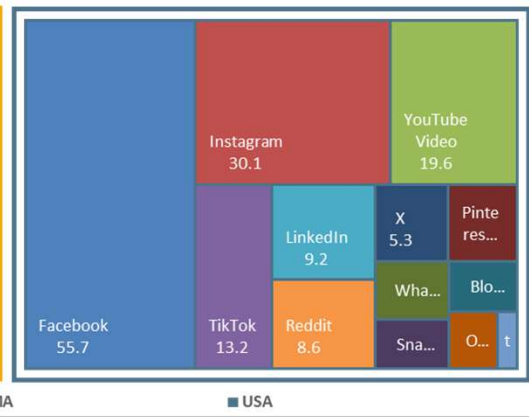
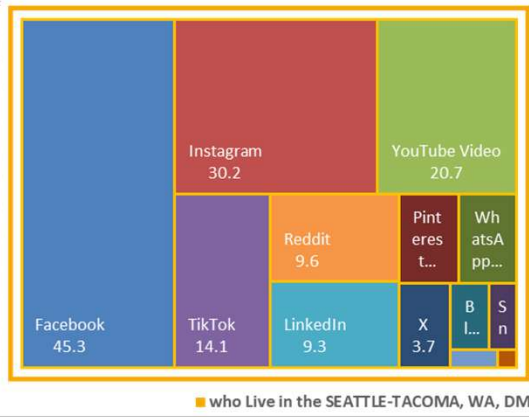
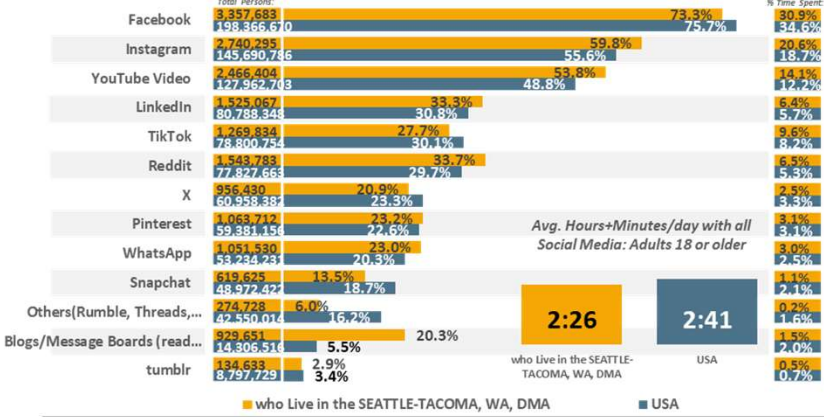
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



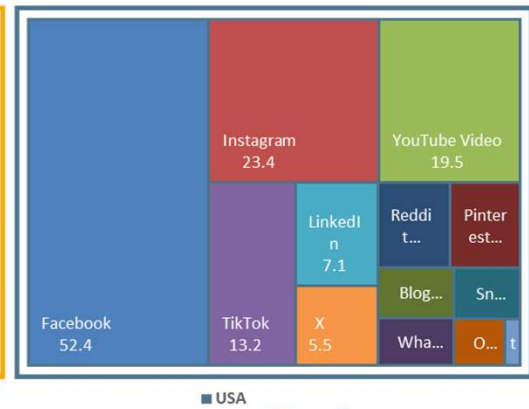
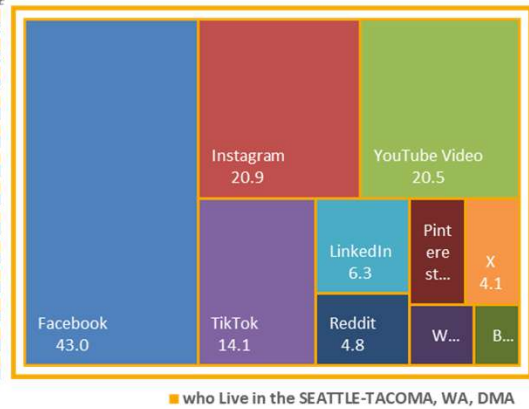
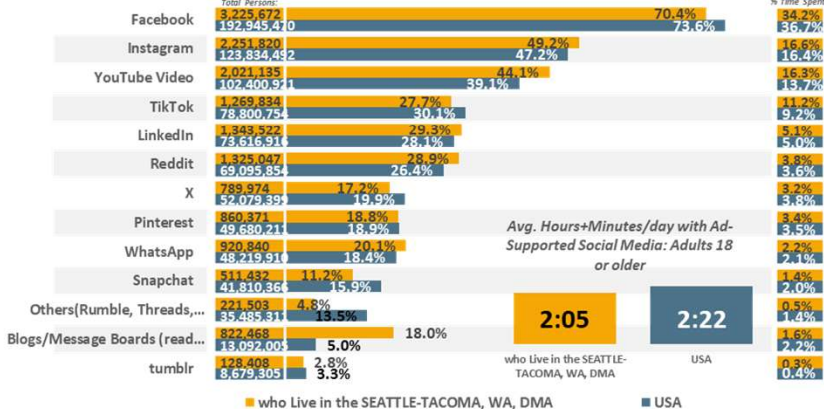


3,225,672 or 70.4% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 43. minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

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**



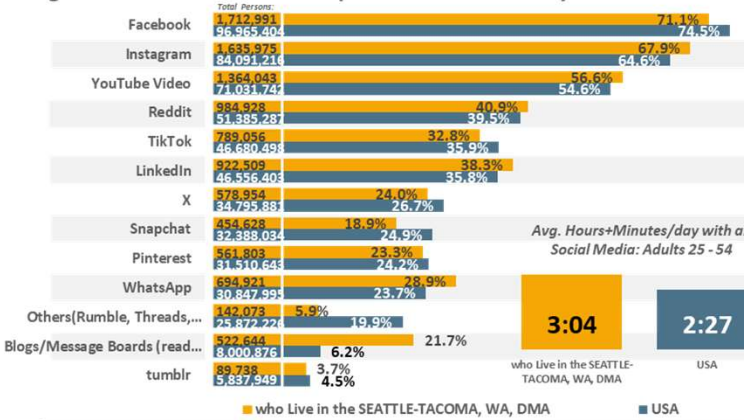
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

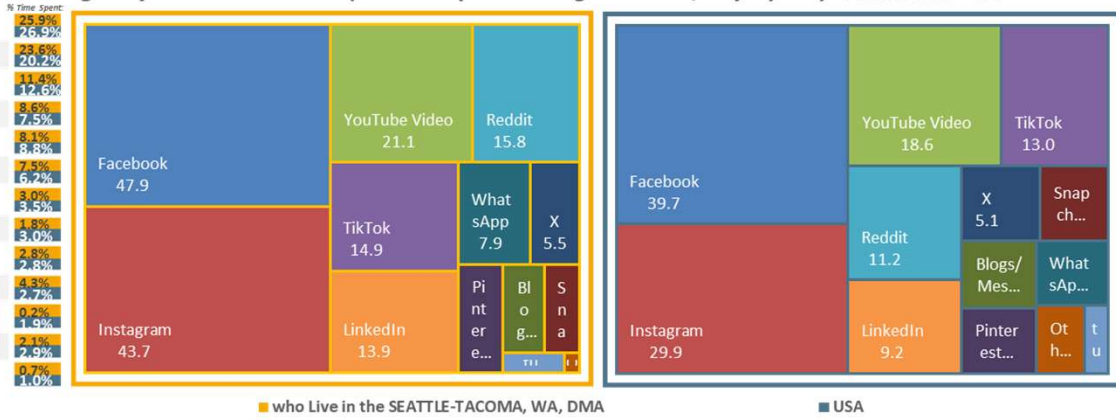


1,712,991 or 71.1% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 51.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

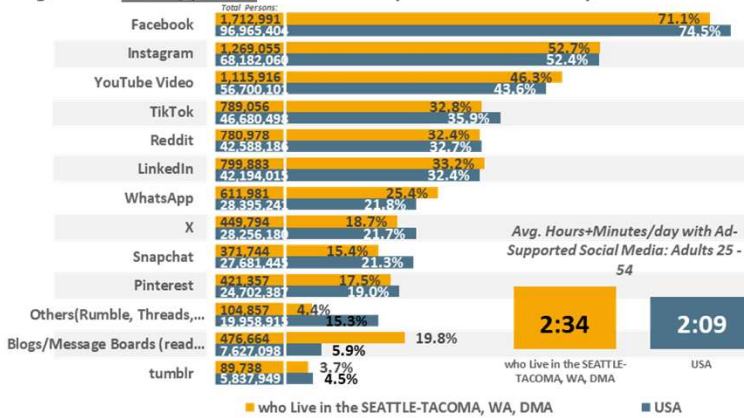
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



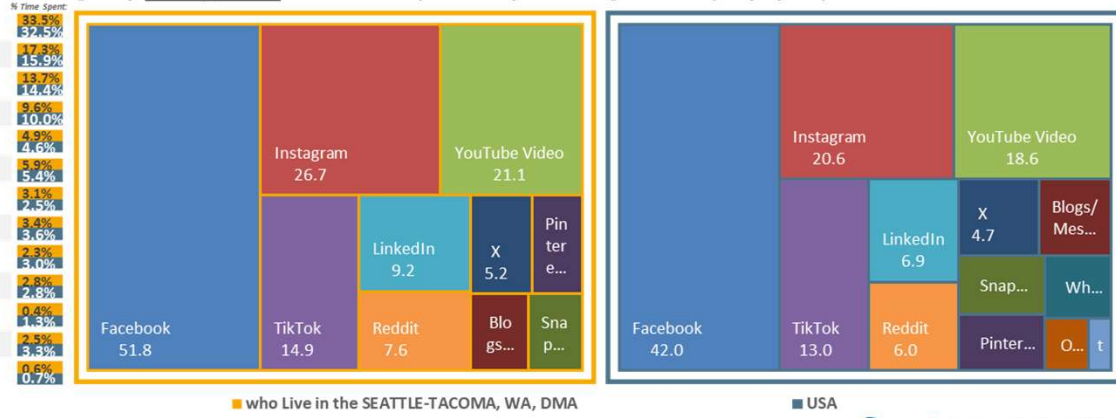
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



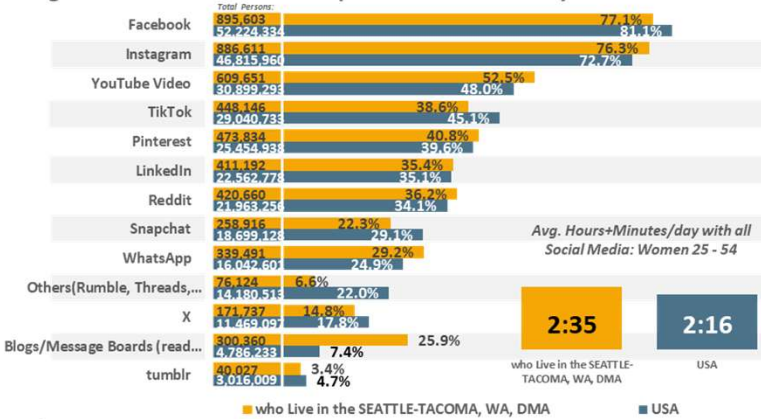
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



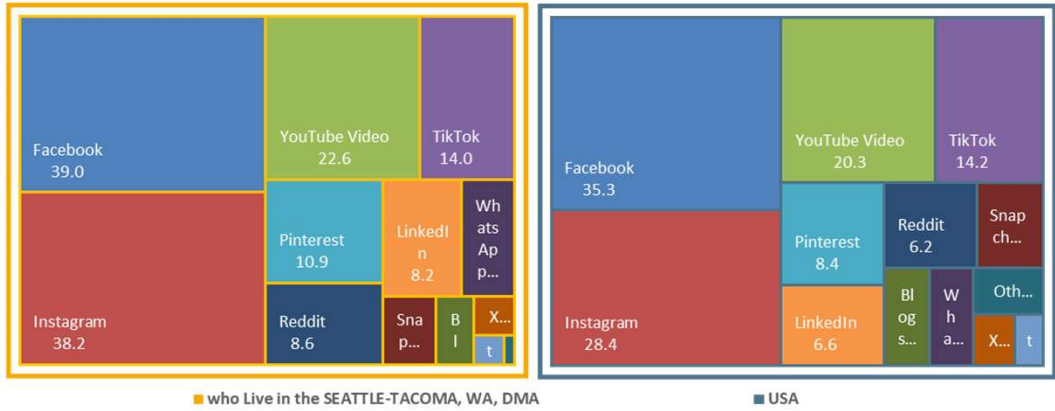


890,915 or 76.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 41.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

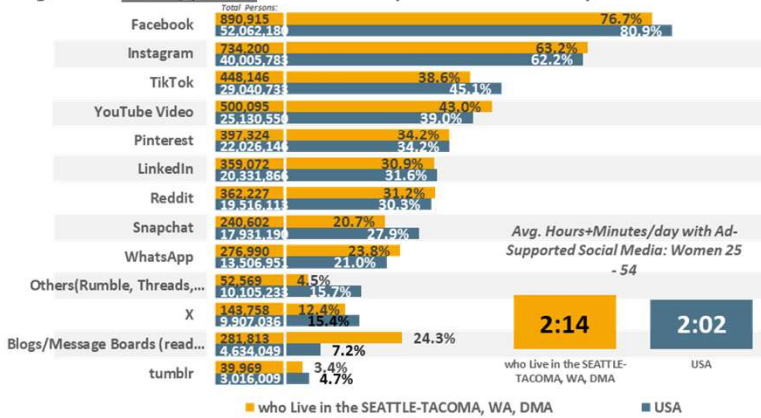
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



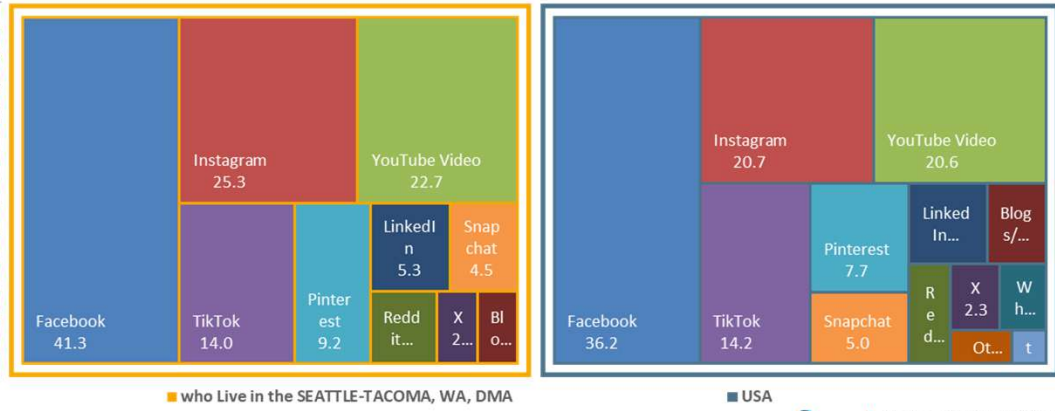
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



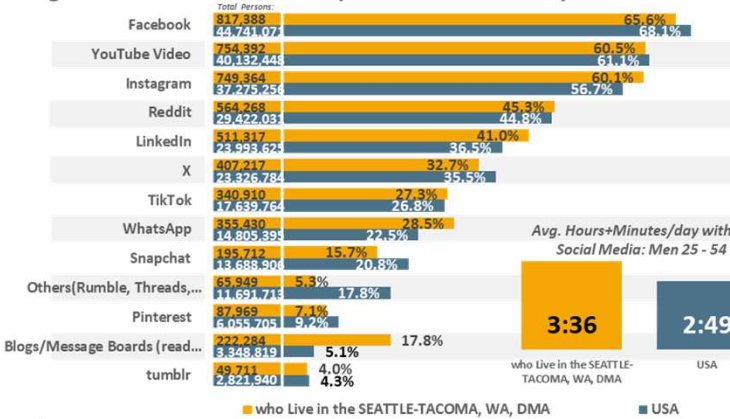
USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

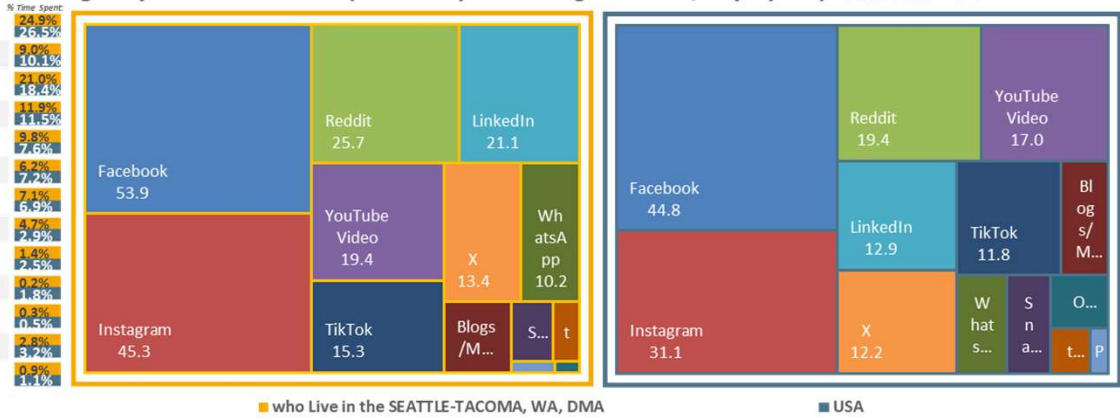


817,388 or 65.6% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 58.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

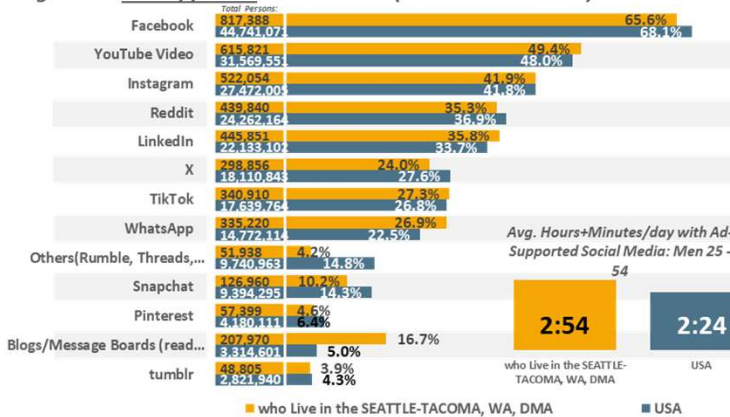
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



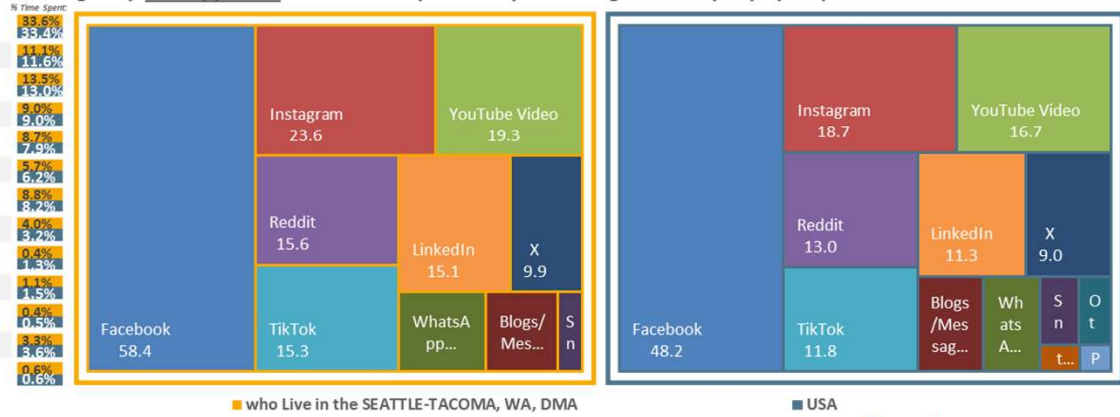
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



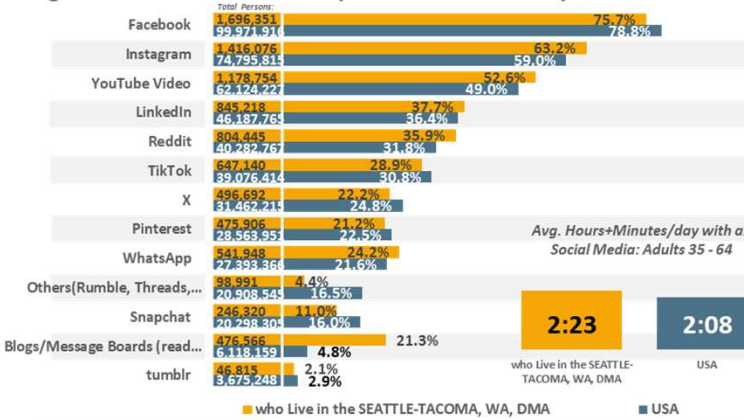
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



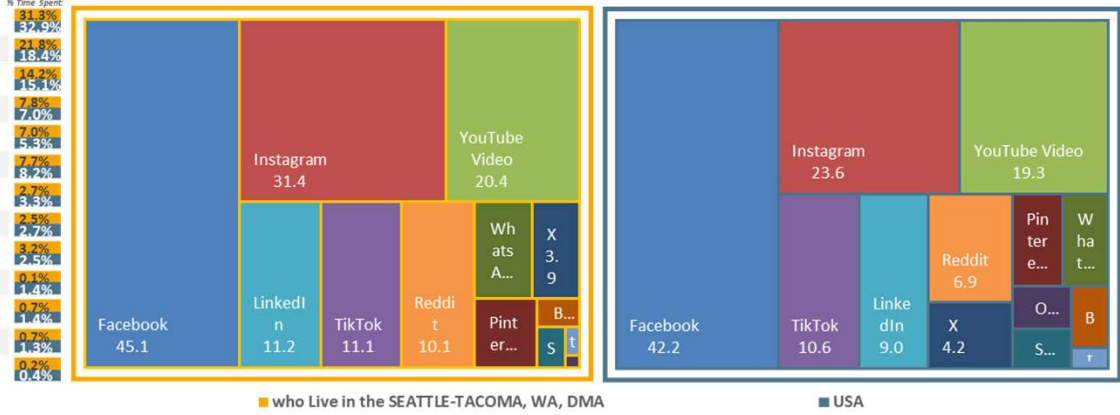


1,623,531 or 72.5% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 43.6 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

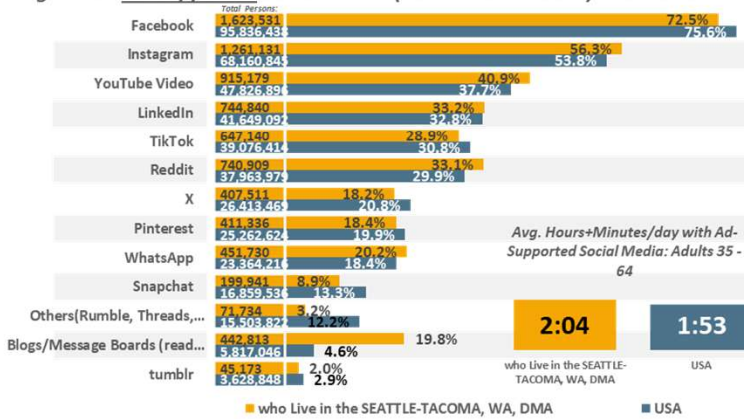
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



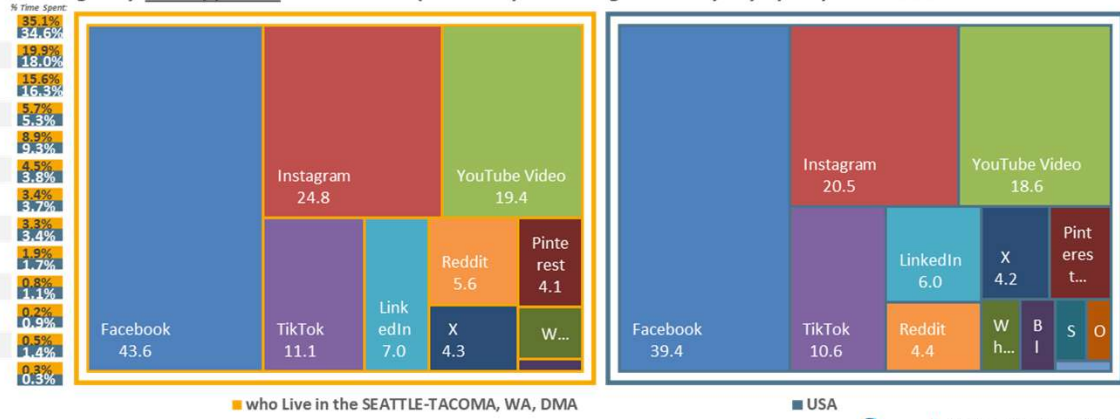
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

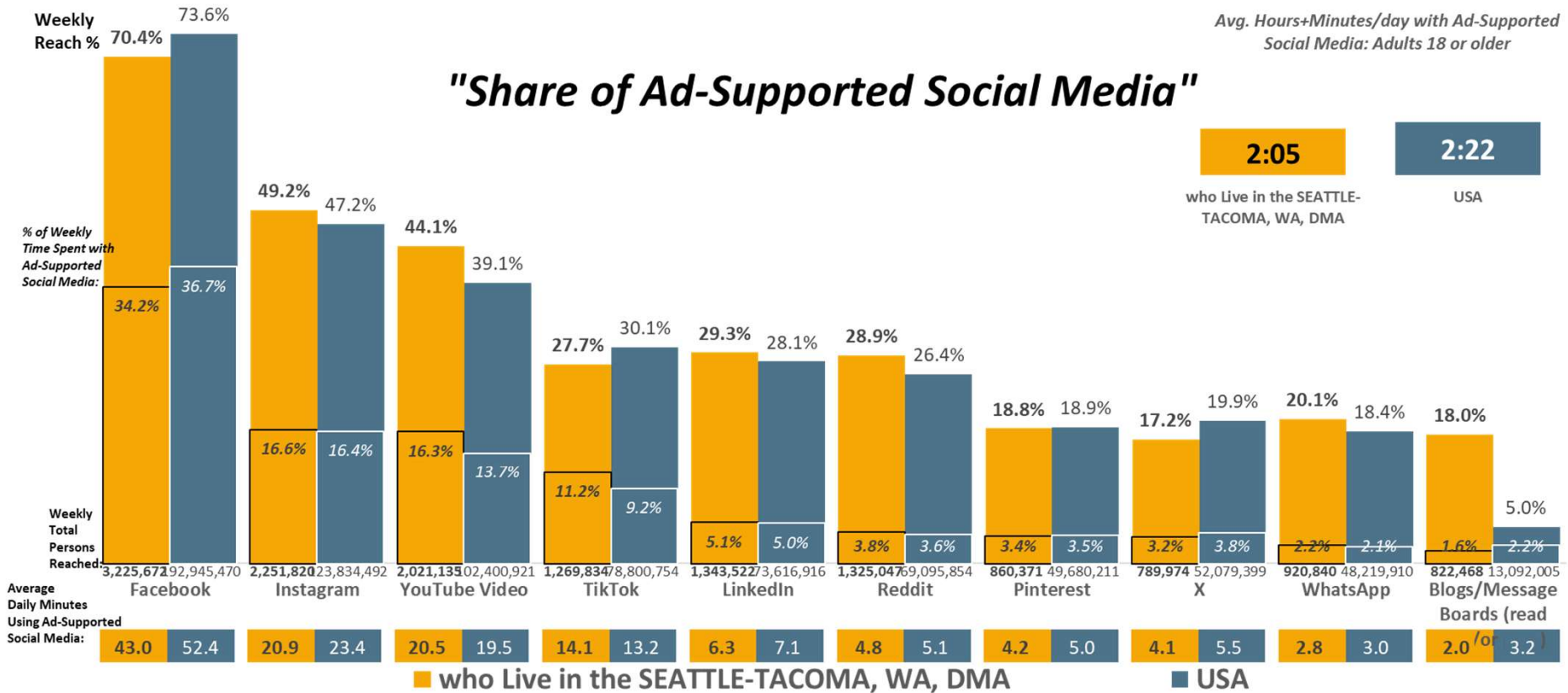


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





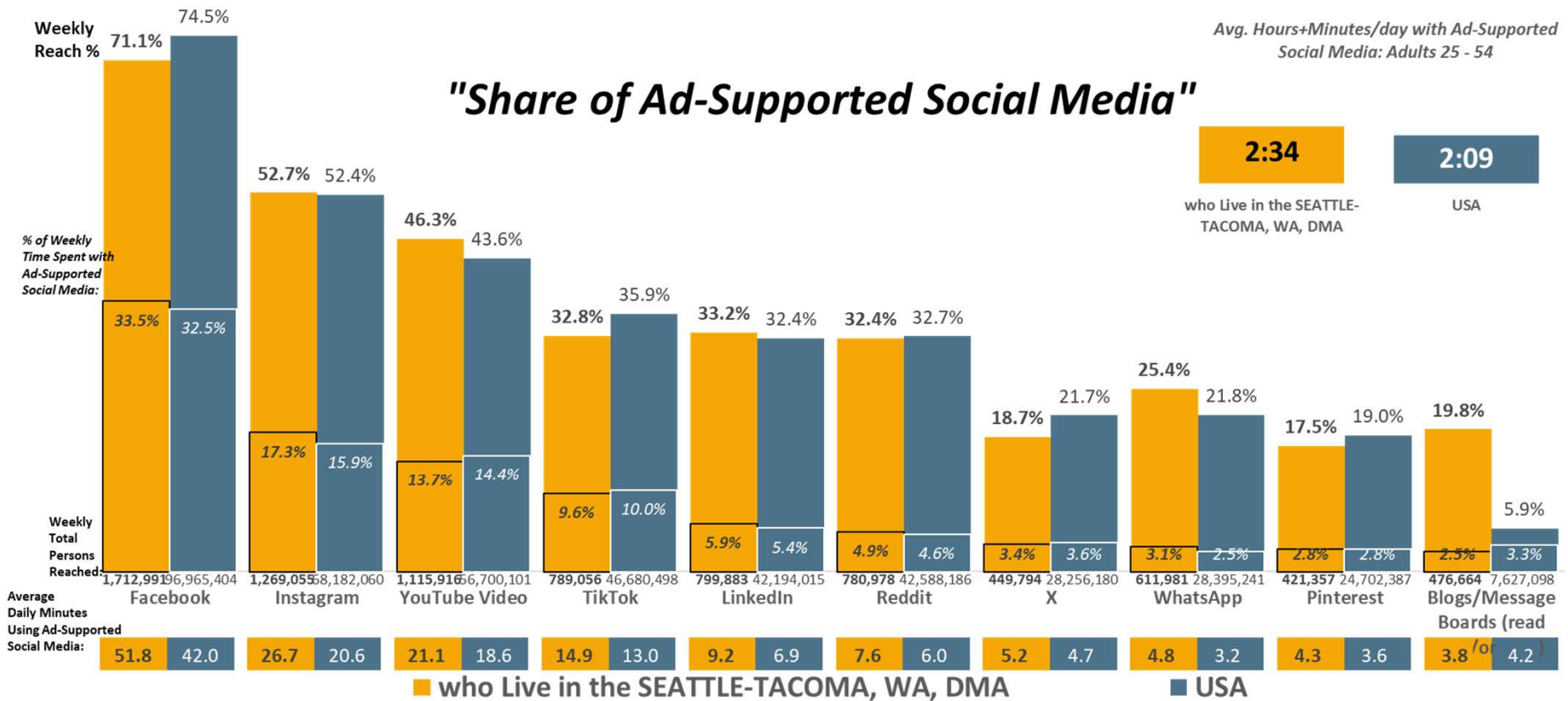
3,225,672 or 70.4% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 43. minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



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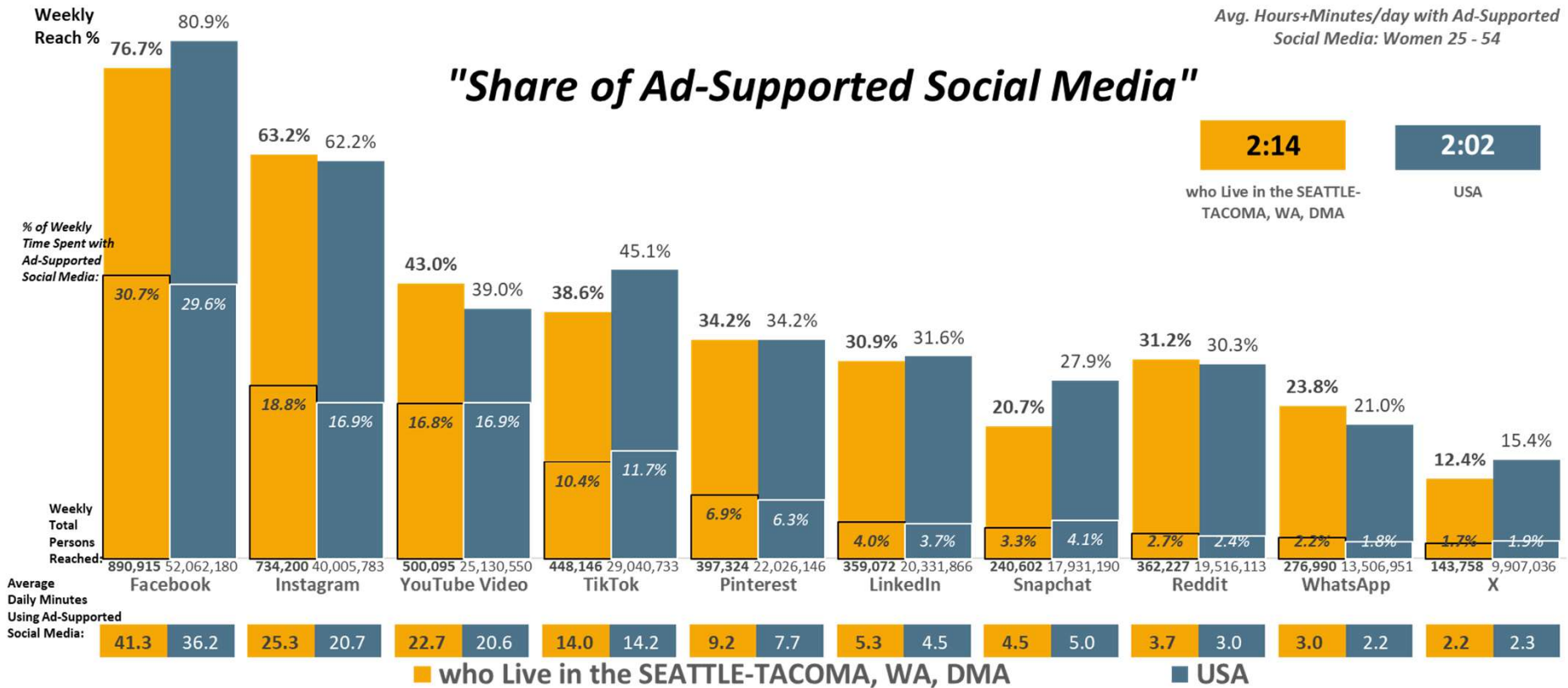


1,712,991 or 71.1% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 51.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



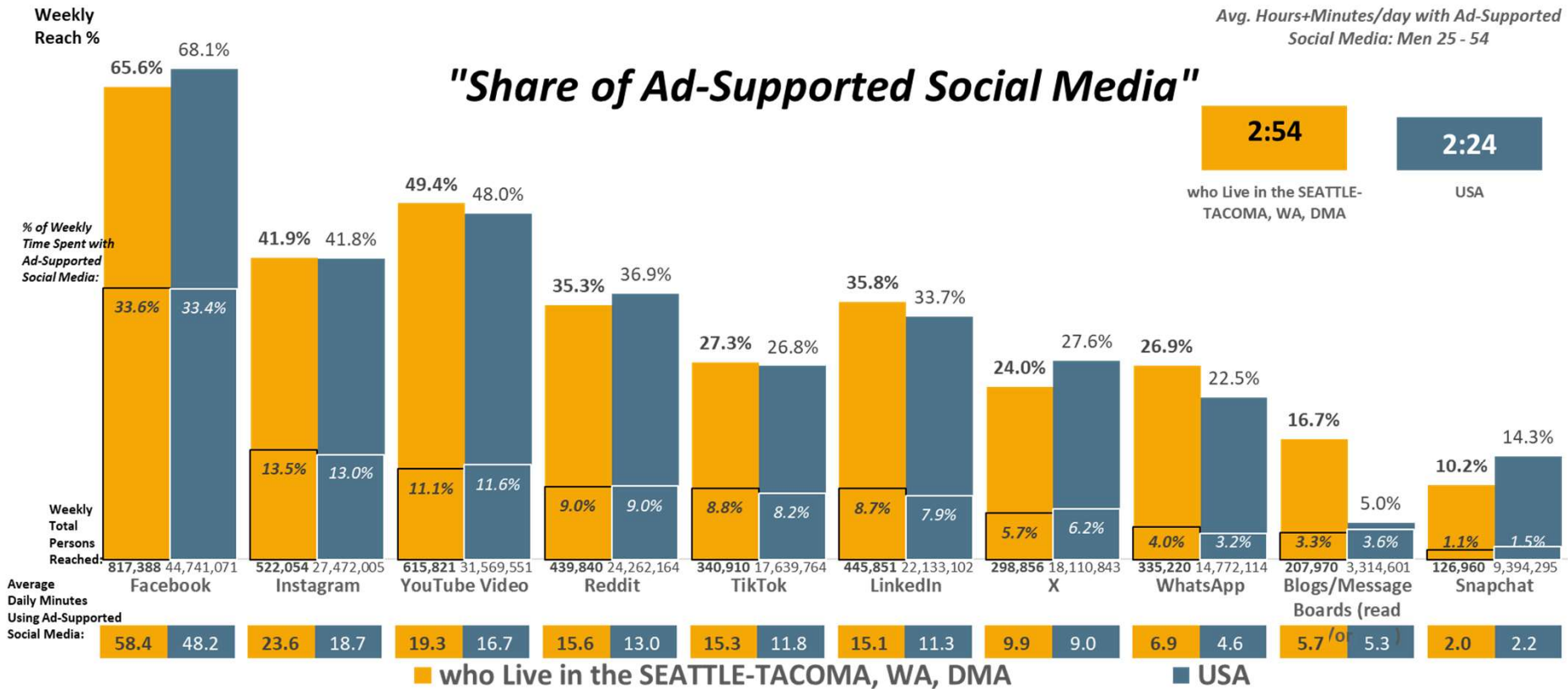


890,915 or 76.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 41.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.





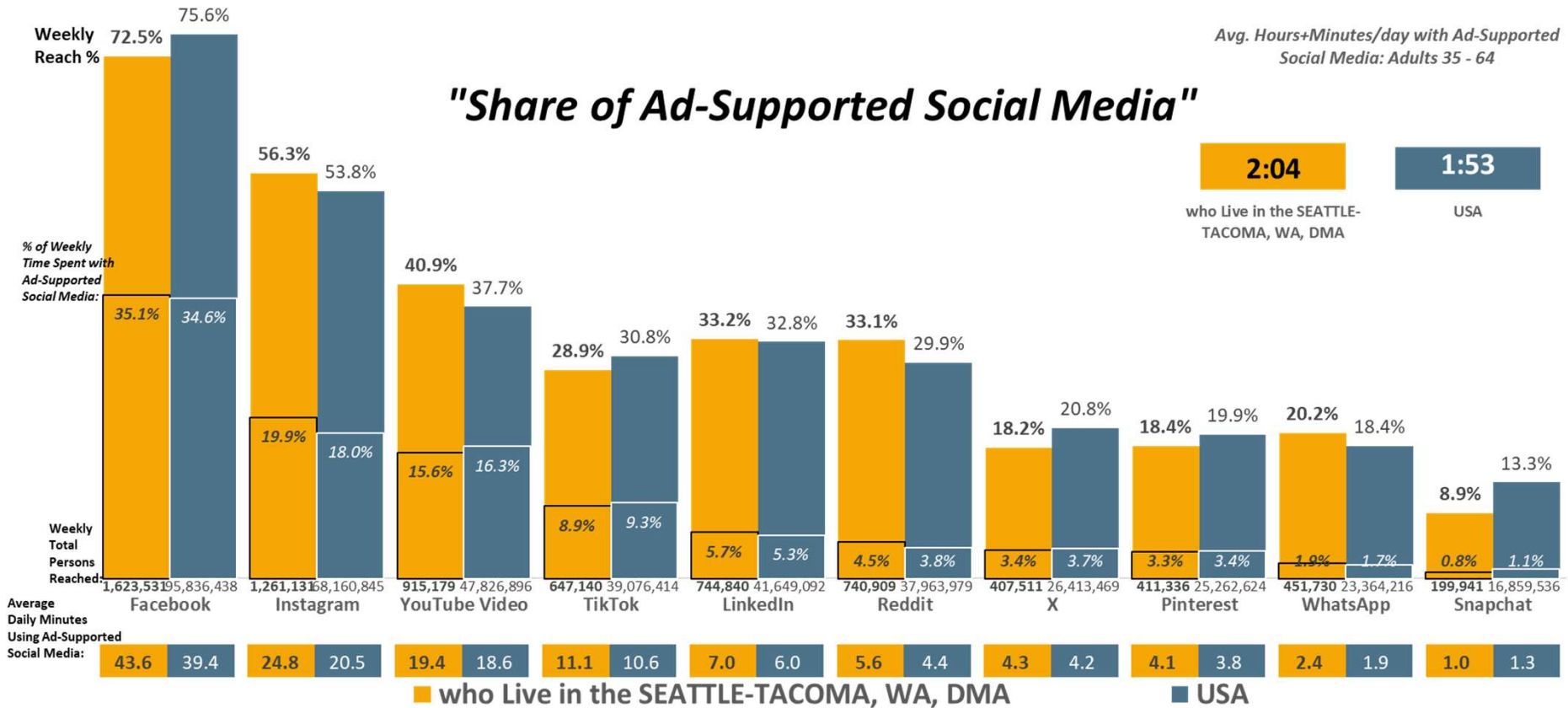
817,388 or 65.6% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 58.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



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1,623,531 or 72.5% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 43.6 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



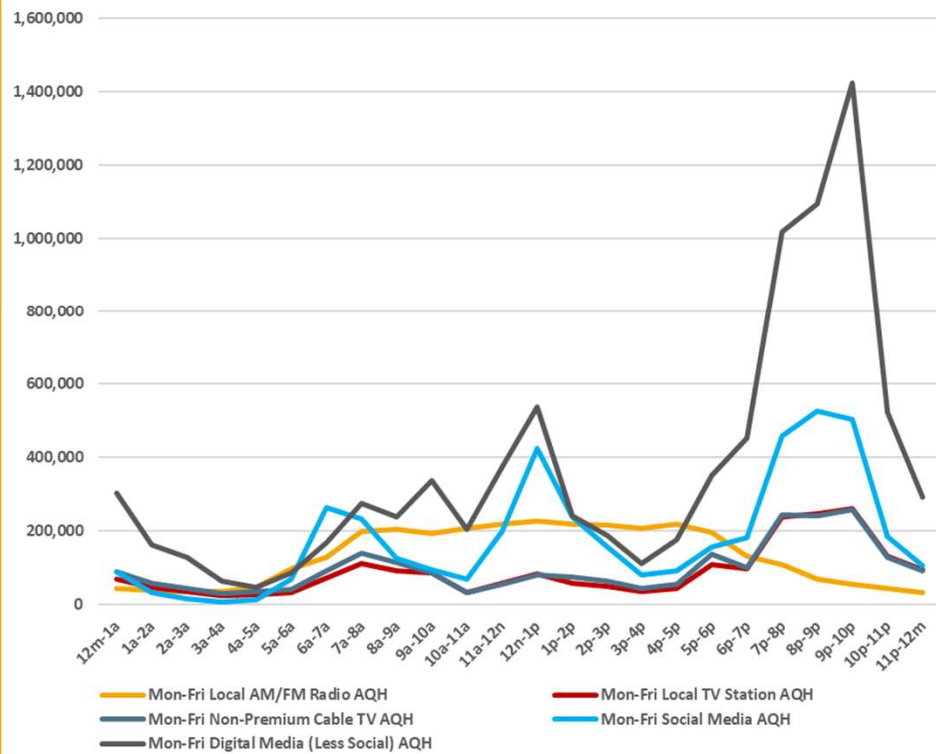
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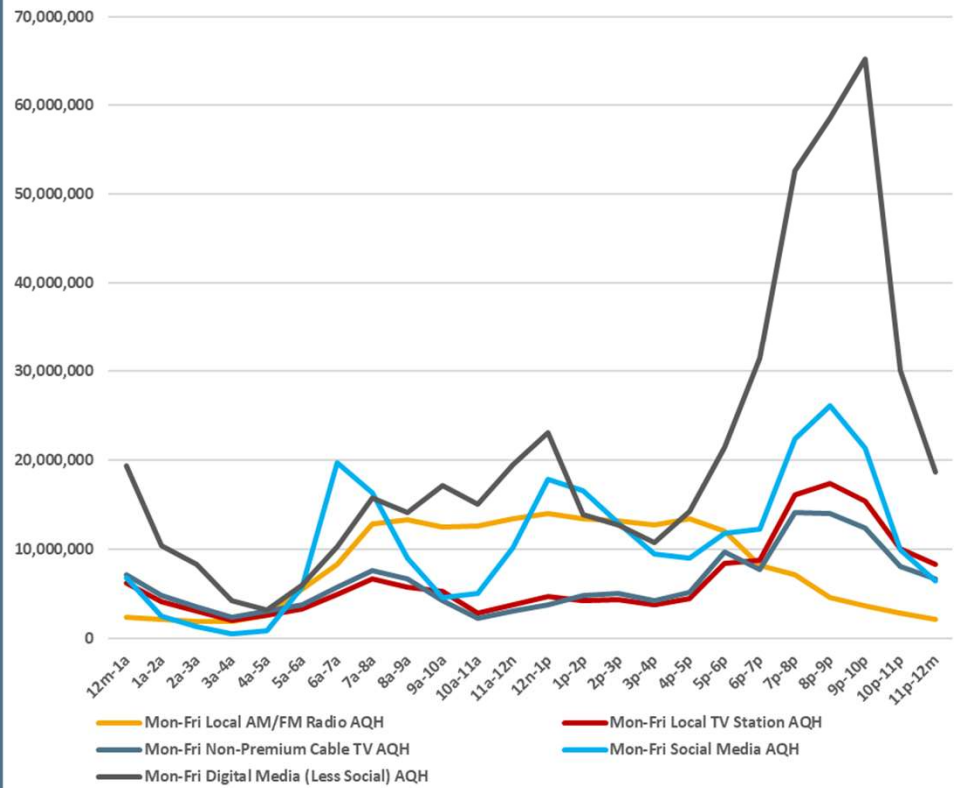
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 281,113; Local Radio: 197,383; Social Media: 178,280; Non-Prem. Cable: 82,627; Local TV: 71,345 reaching Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA.

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



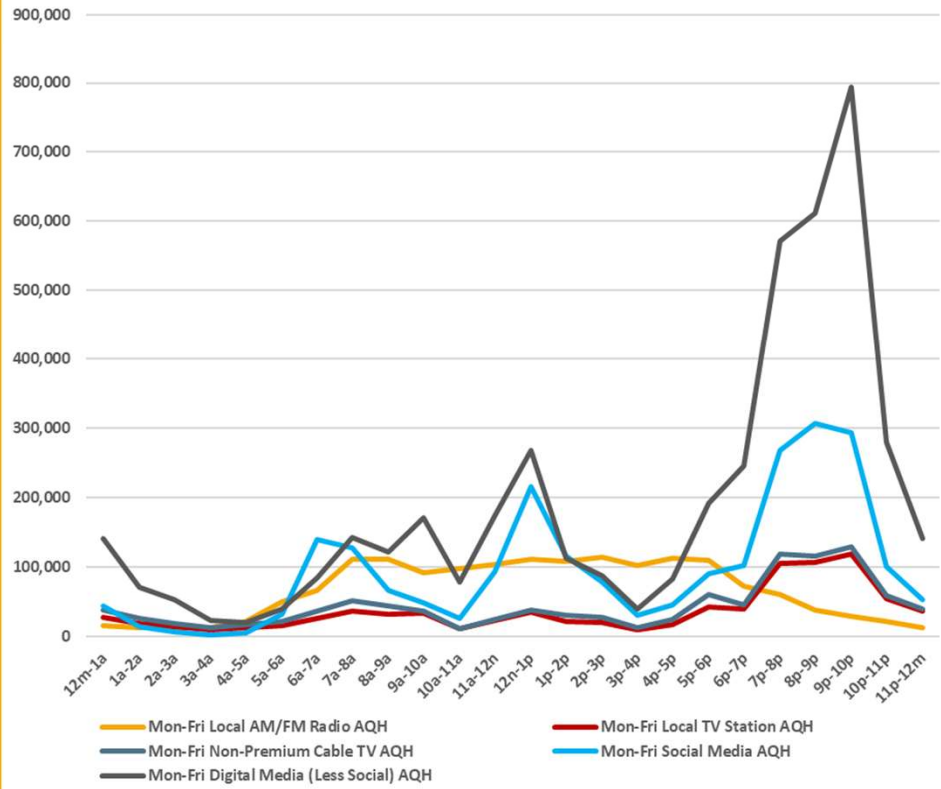
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older*



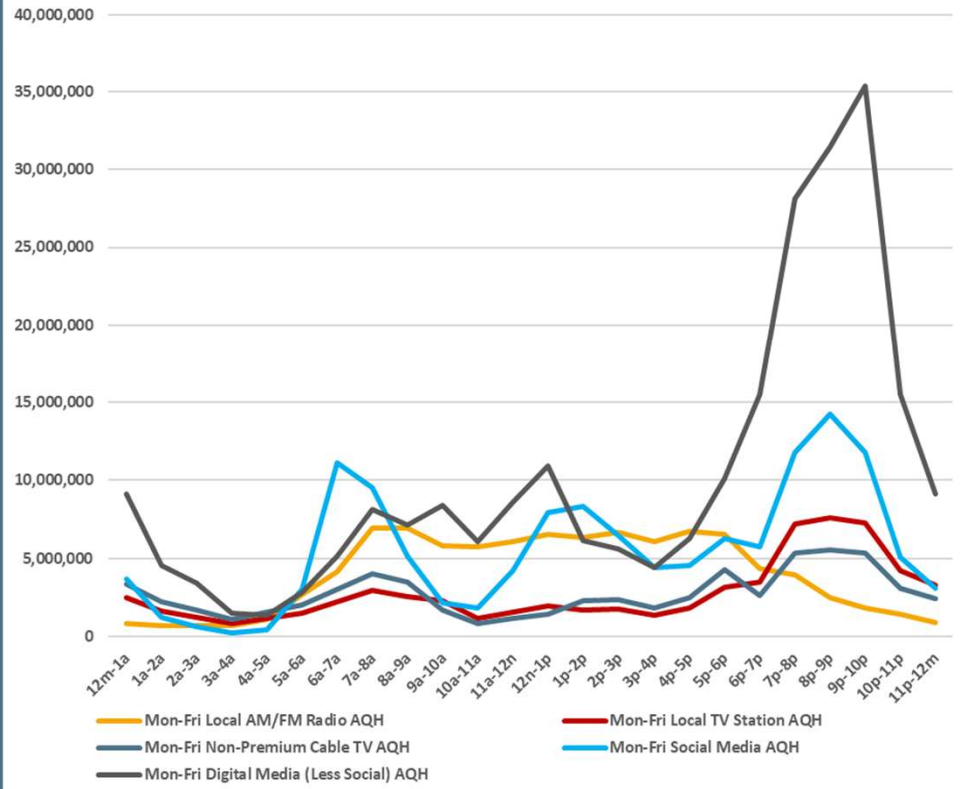


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 138,389; Local Radio: 101,030; Social Media: 90,895; Non-Prem. Cable: 34,109; Local TV: 26,750 reaching Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA



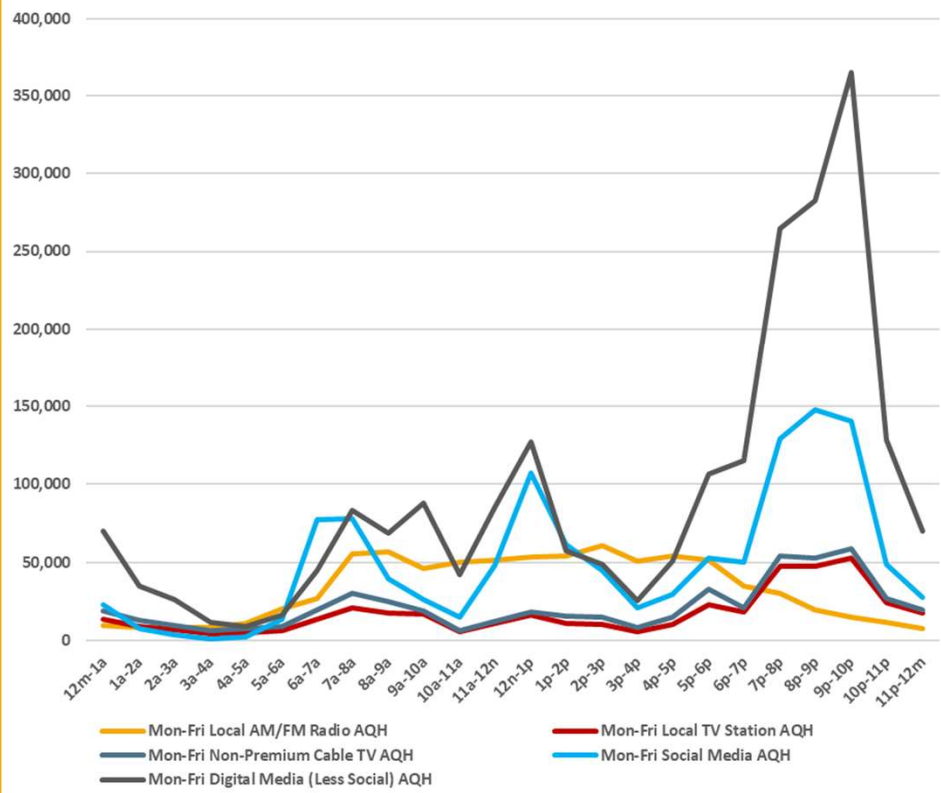
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54



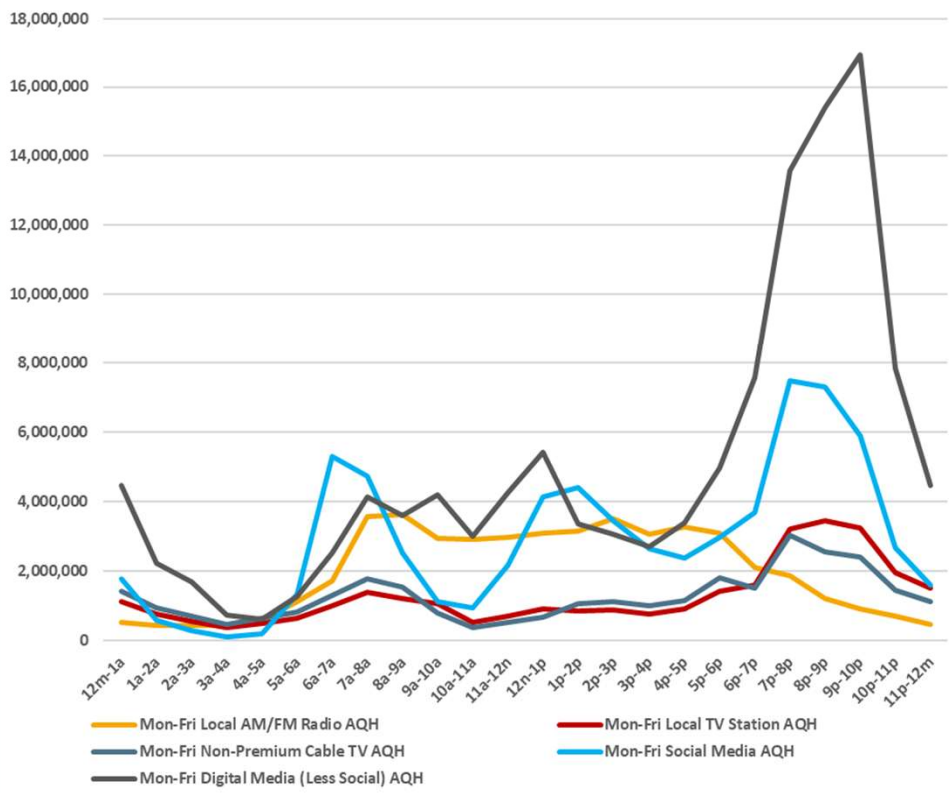


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 72,641; Social Media: 49,930; Local Radio: 49,692; Non-Prem. Cable: 18,194; Local TV: 13,842 reaching Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.

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



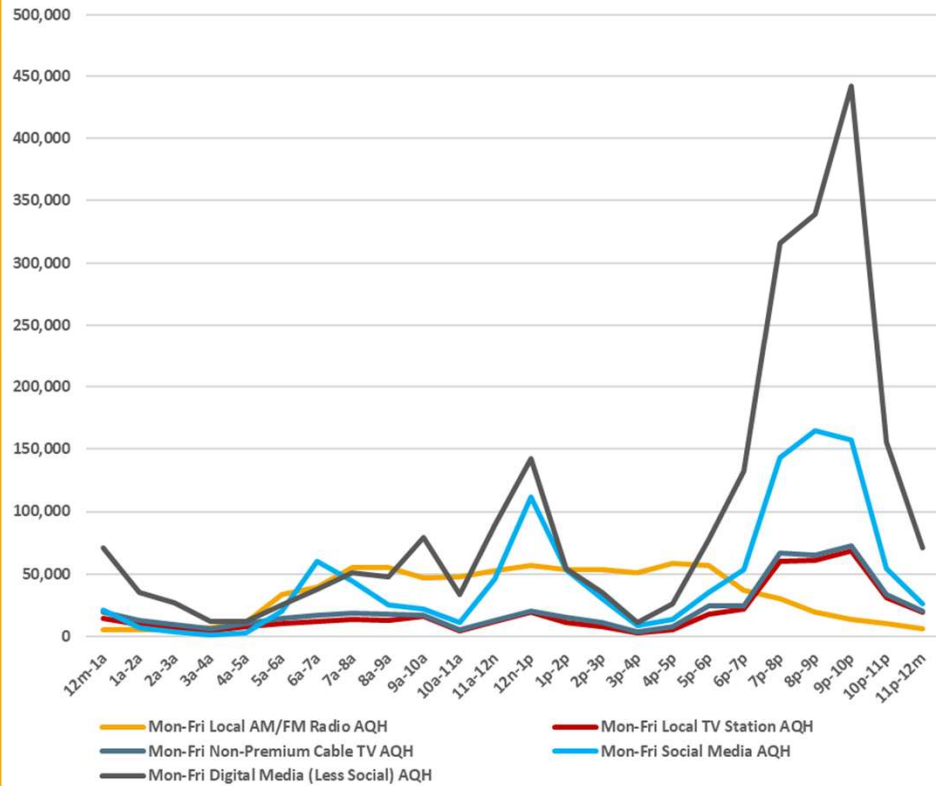
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54



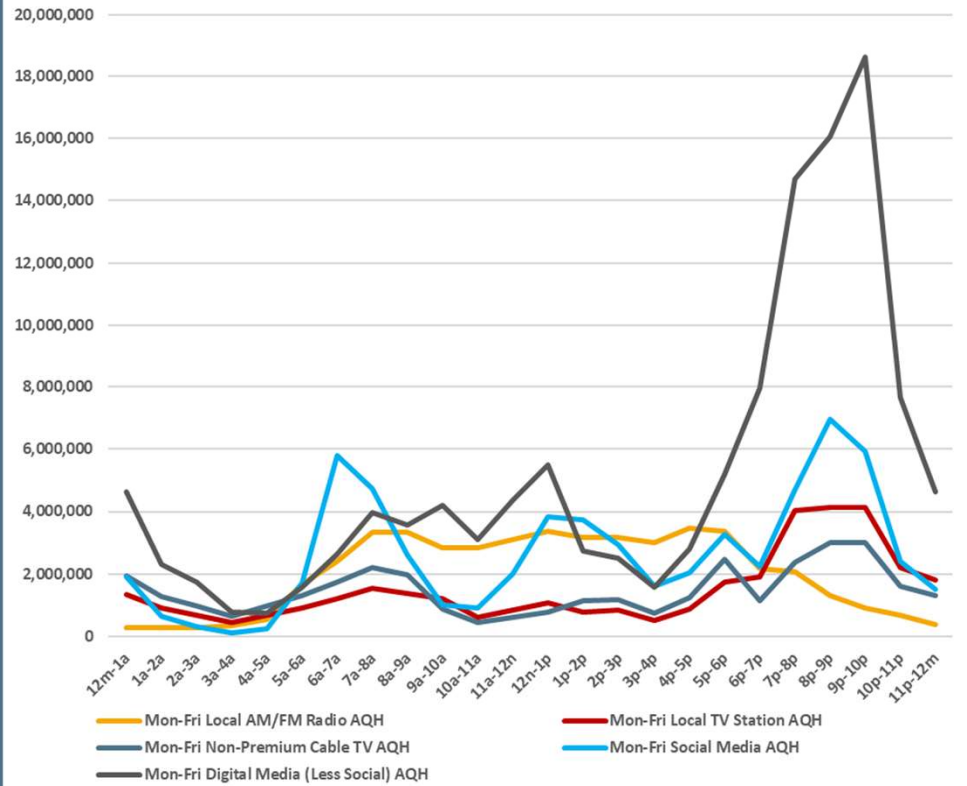


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,984; Local Radio: 50,998; Social Media: 39,651; Non-Prem. Cable: 15,091; Local TV: 12,215 reaching Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.

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



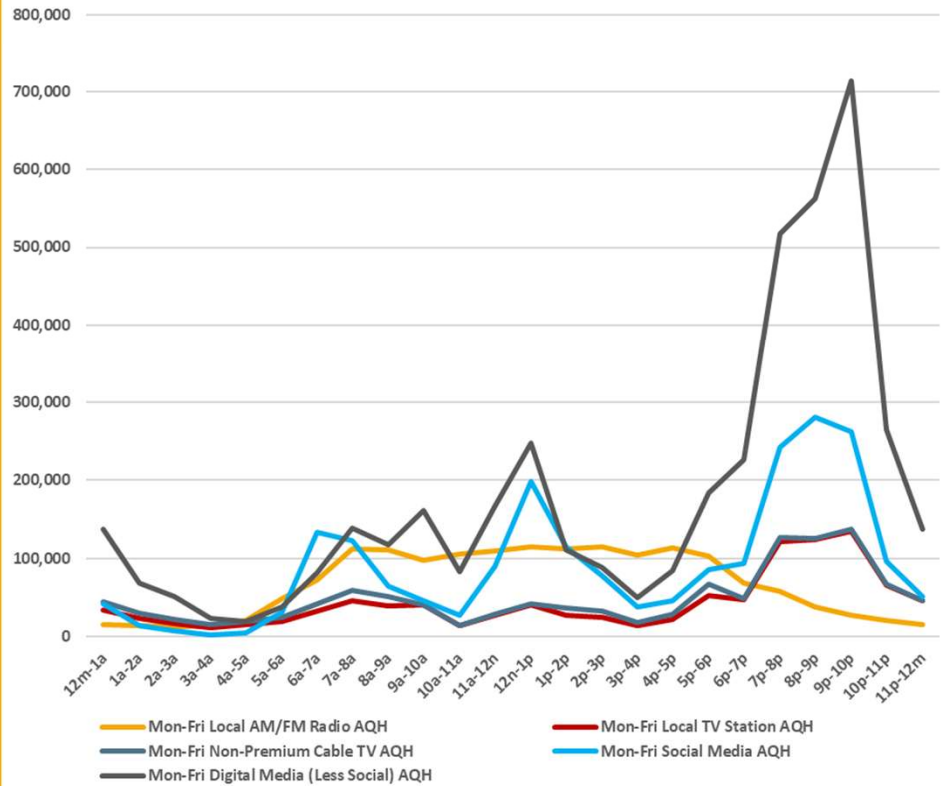
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54



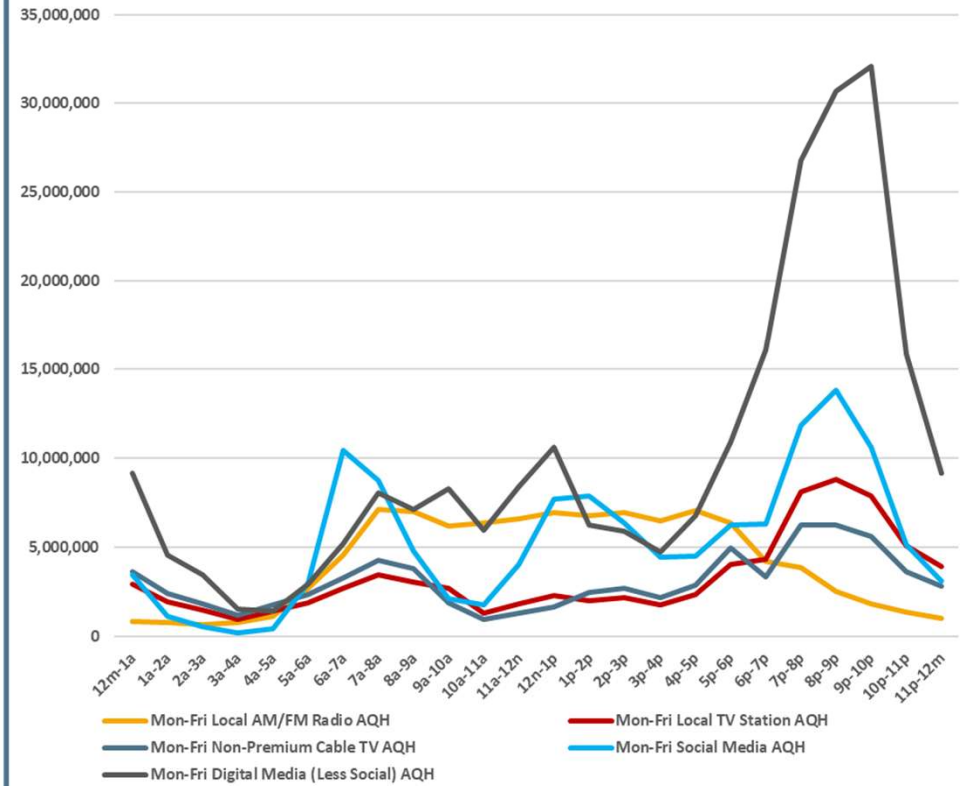


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 133,884; Local Radio: 102,967; Social Media: 87,751; Non-Prem. Cable: 39,254; Local TV: 33,050 reaching Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA.

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



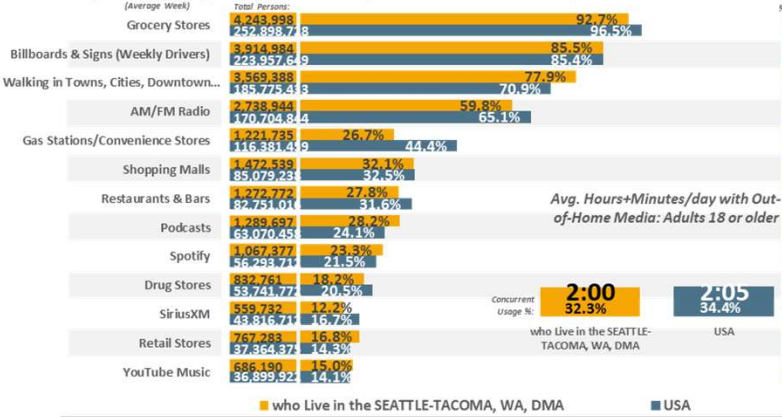
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64*



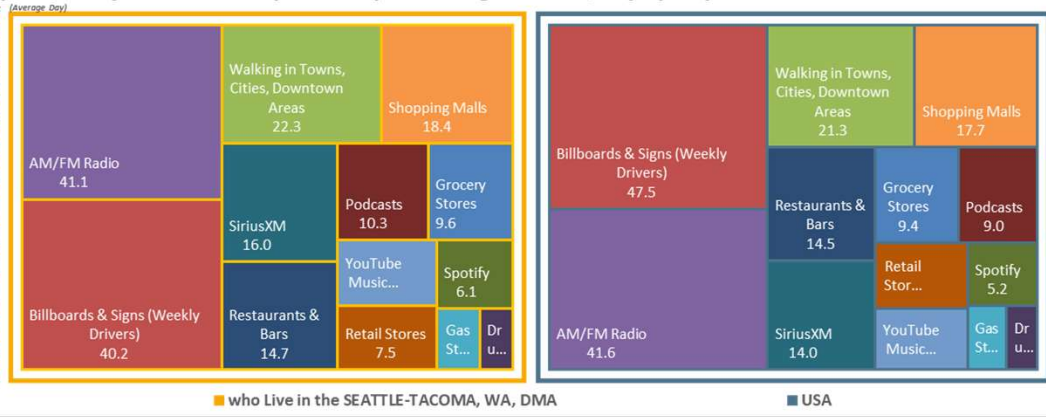


3,914,984 or 85.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 40.2 minutes per day driving, seeing Billboards and Signs. 57.8% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day.

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



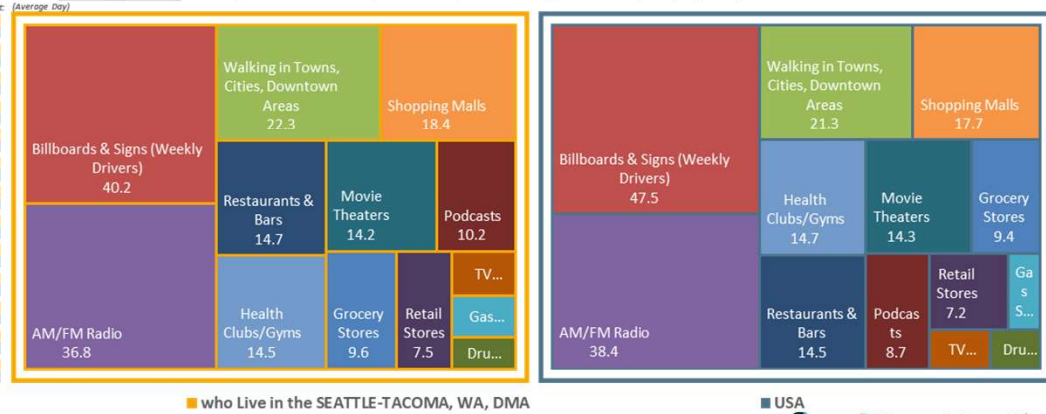
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



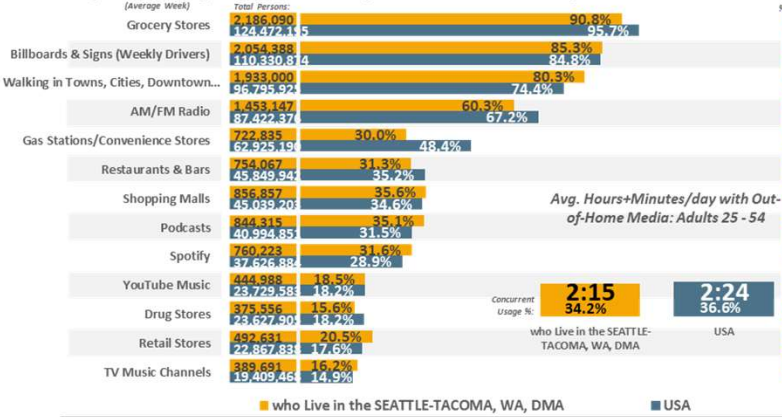
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

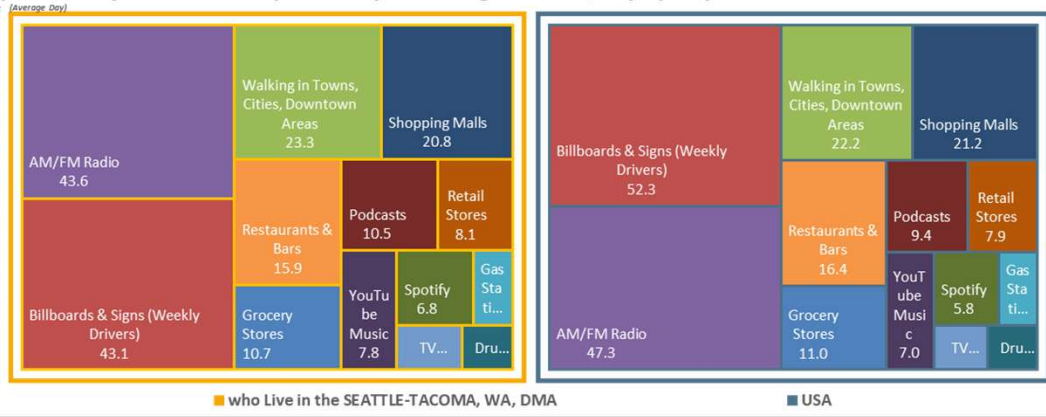


2,054,388 or 85.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 43.1 minutes per day driving, seeing Billboards and Signs. 58.7% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/day.

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



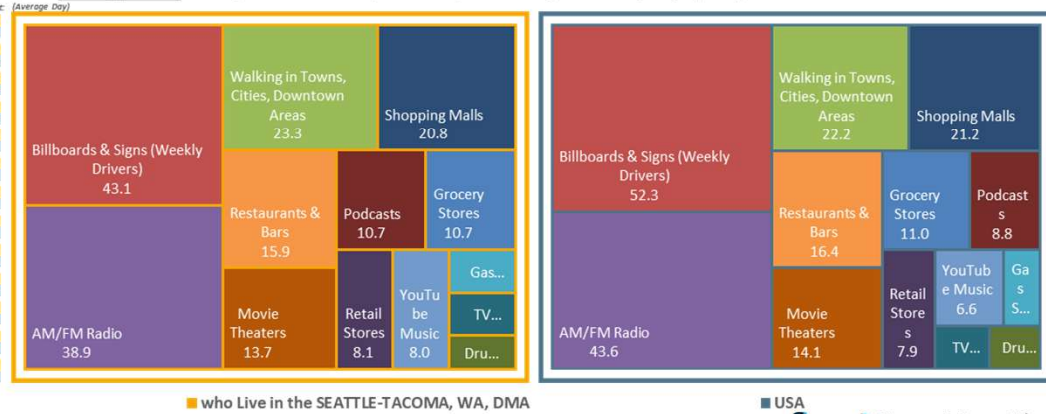
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



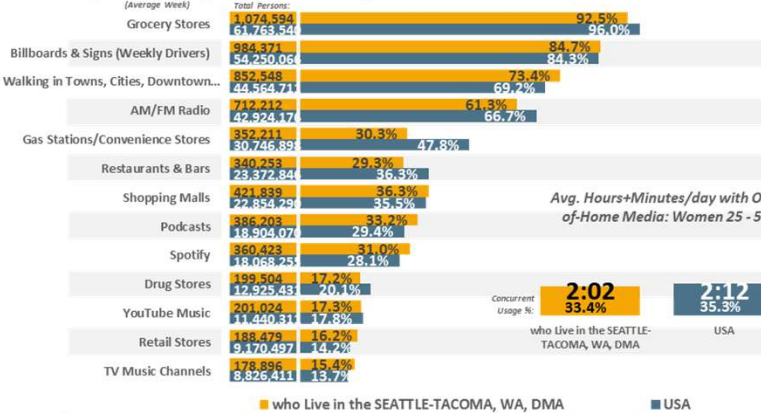
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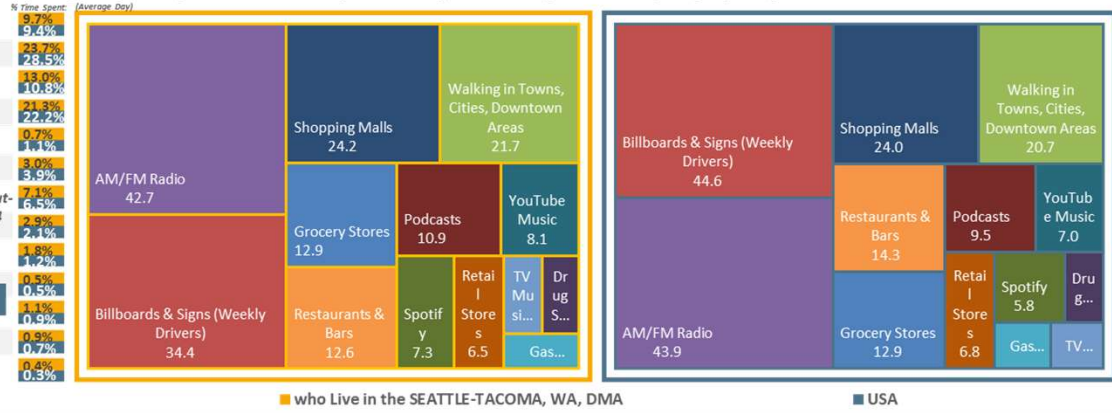


984,371 or 84.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 34.4 minutes per day driving, seeing Billboards and Signs. 59.8% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

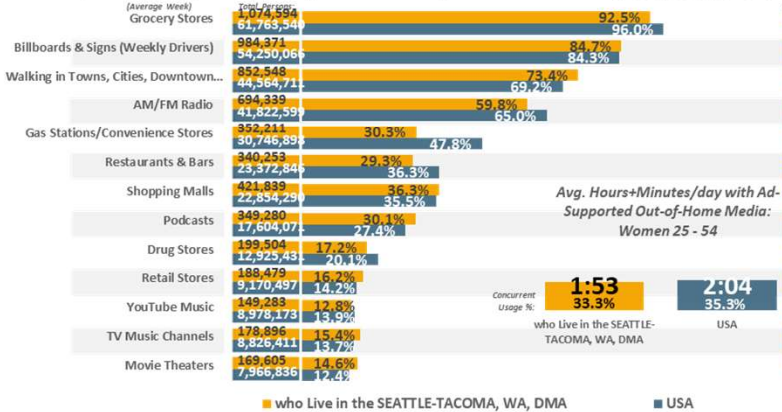
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



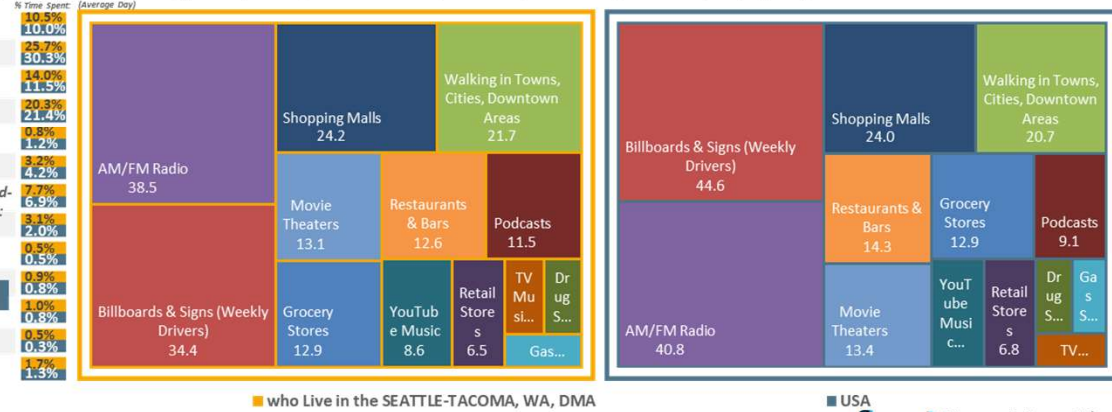
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



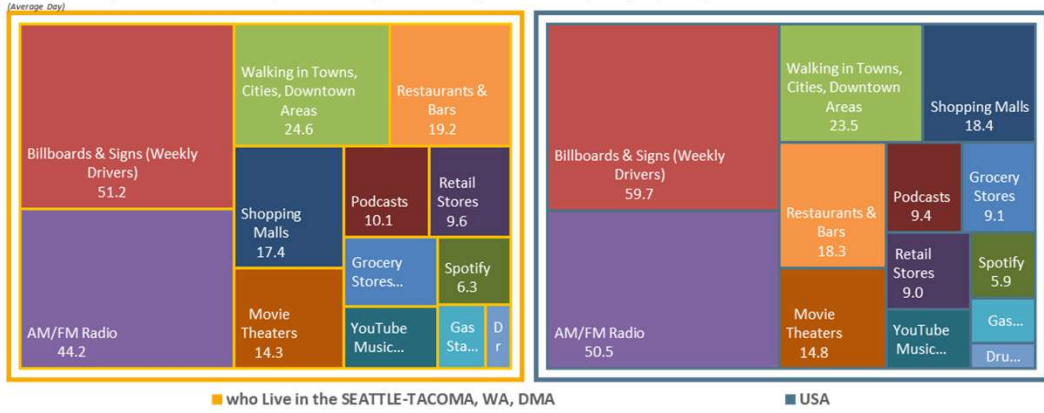


1,070,017 or 85.8% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 51.2 minutes per day driving, seeing Billboards and Signs. 57.7% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/day.

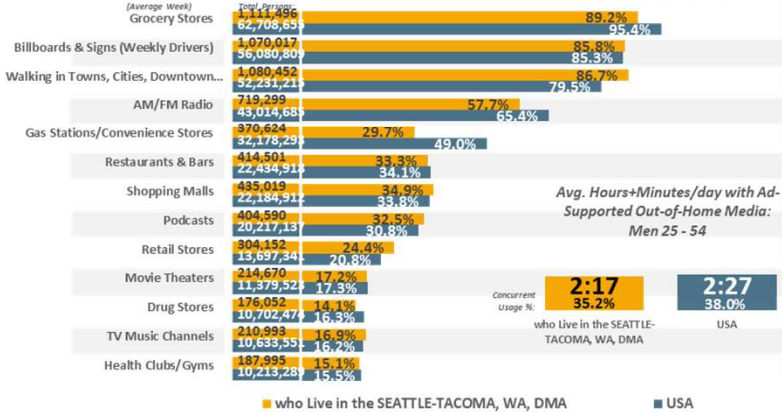
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



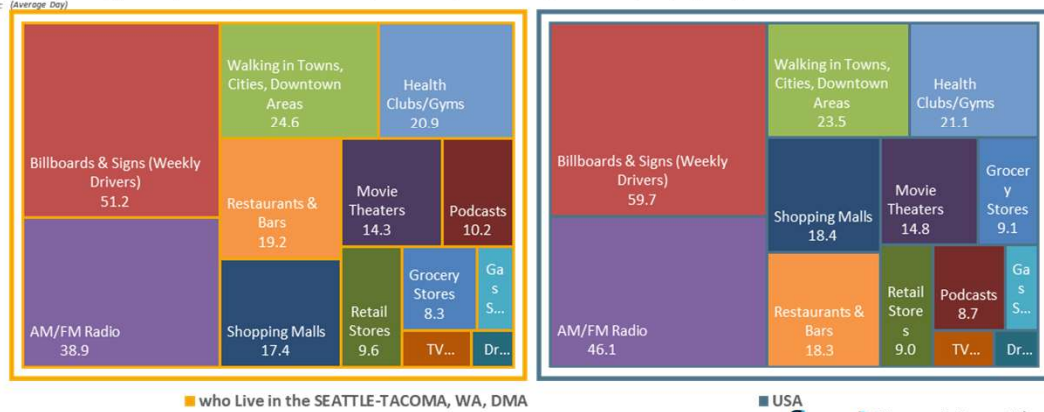
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



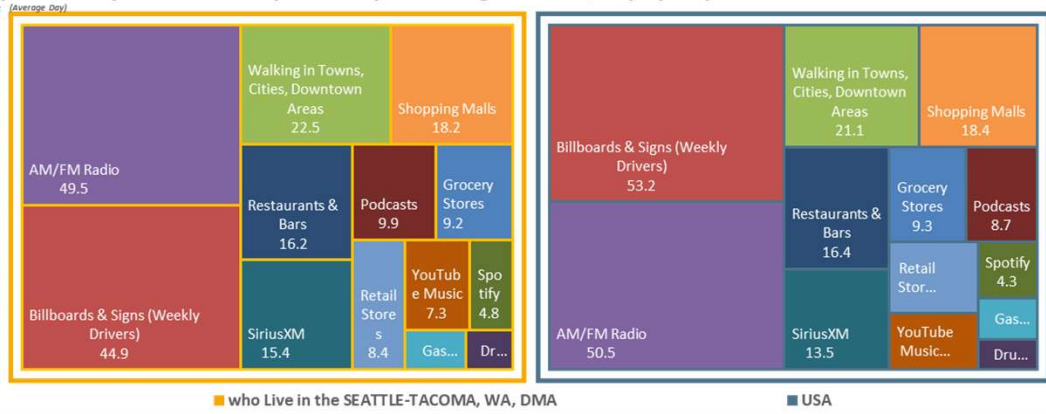


1,958,356 or 87.4% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 44.9 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 43.6 minutes/day.

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



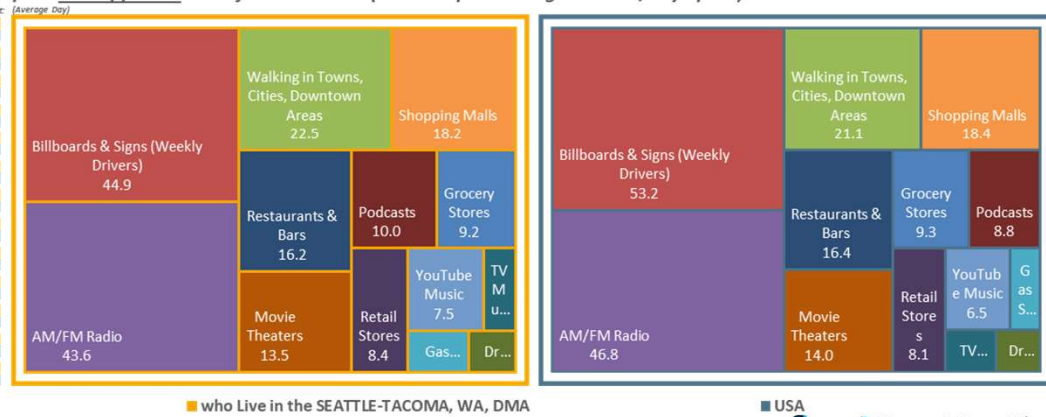
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



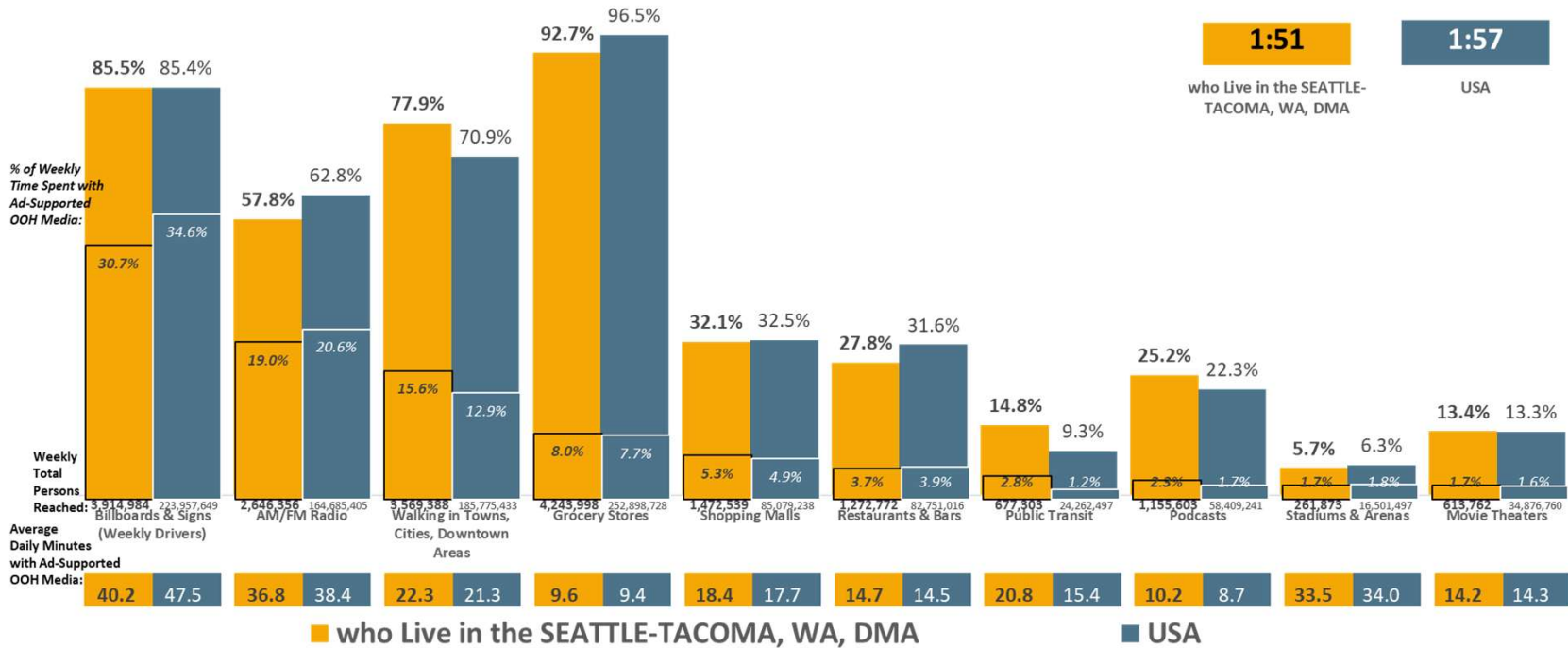


3,914,984 or 85.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 40.2 minutes per day driving, seeing Billboards and Signs representing 30.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:51
who Live in the SEATTLE-TACOMA, WA, DMA

1:57
USA

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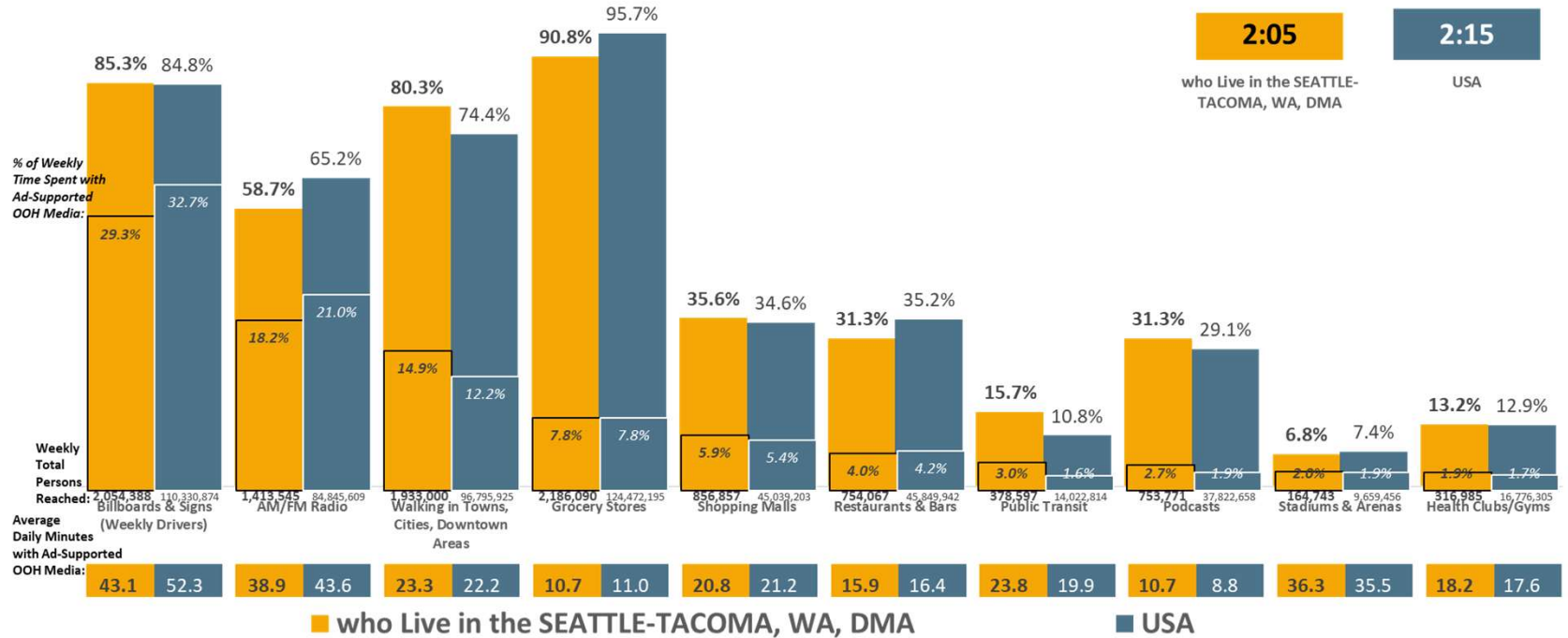


2,054,388 or 85.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 43.1 minutes per day driving, seeing Billboards and Signs representing 29.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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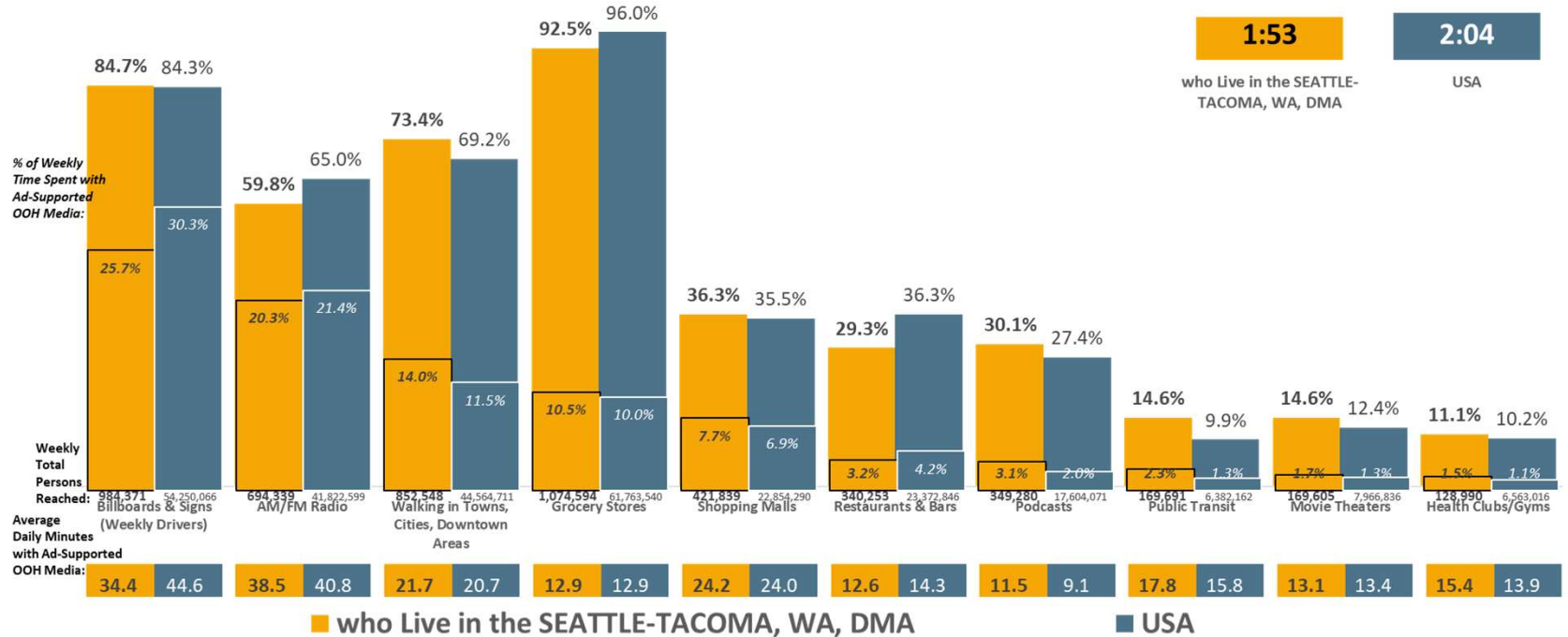


984,371 or 84.7% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 34.4 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

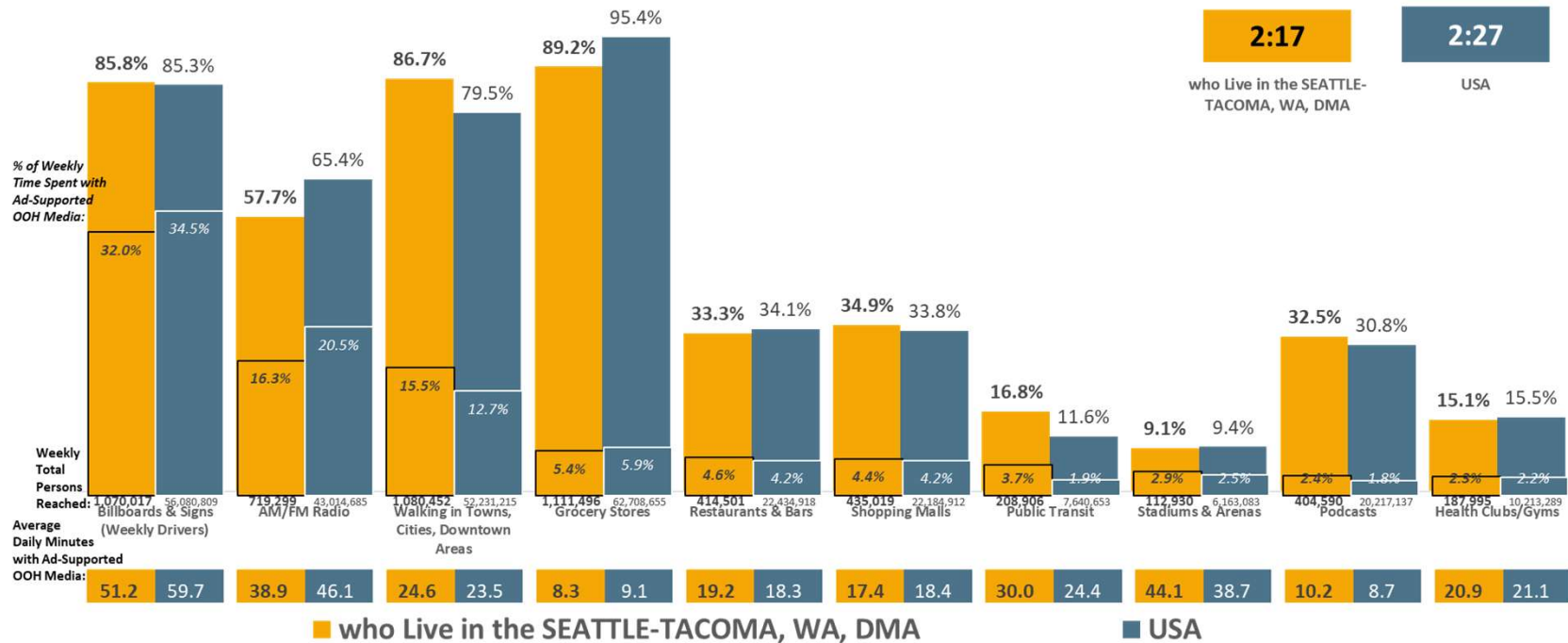


1,070,017 or 85.8% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 51.2 minutes per day driving, seeing Billboards and Signs representing 32.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:17
who Live in the SEATTLE-TACOMA, WA, DMA

2:27
USA

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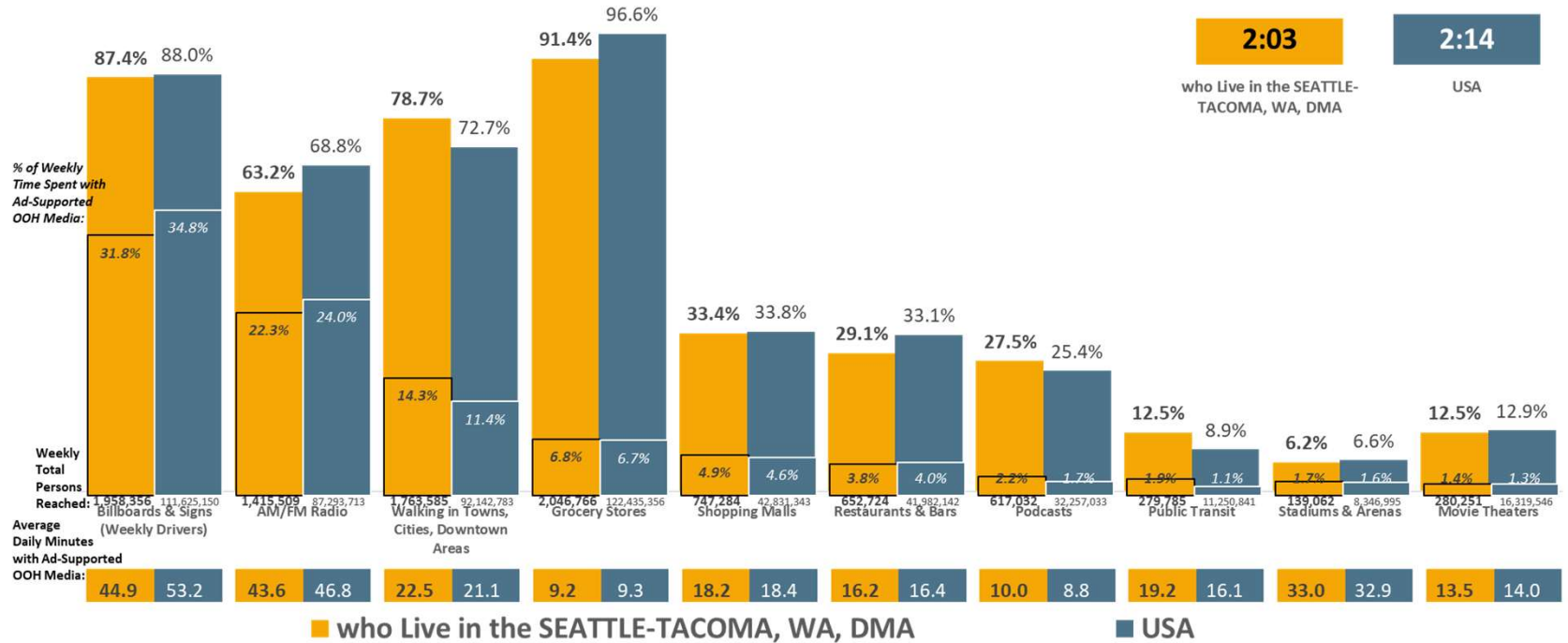


1,958,356 or 87.4% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 44.9 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:03
who Live in the SEATTLE-TACOMA, WA, DMA

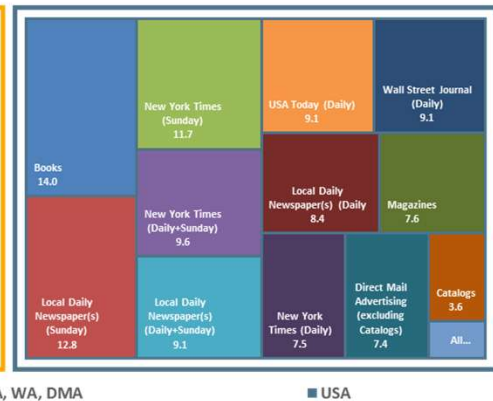
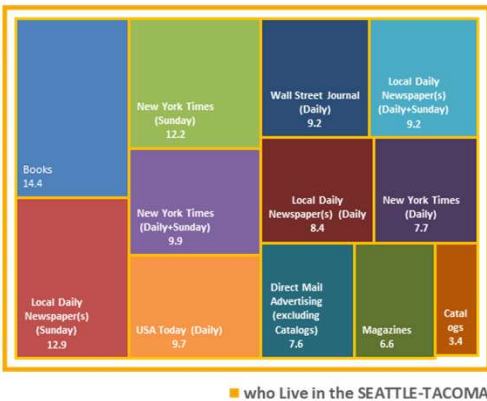
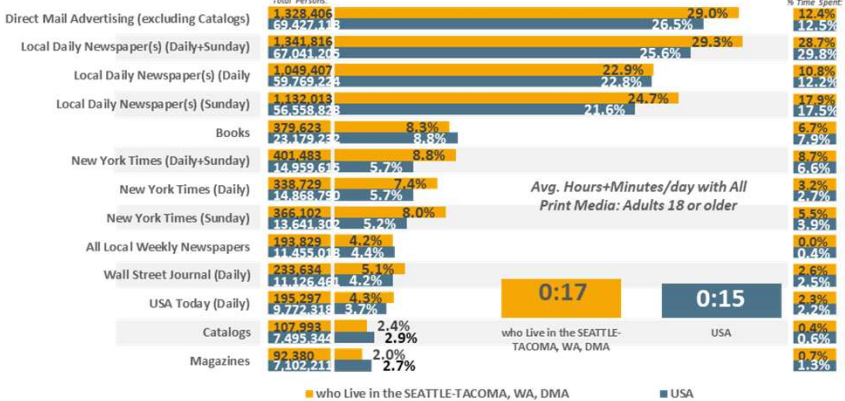
2:14
USA

USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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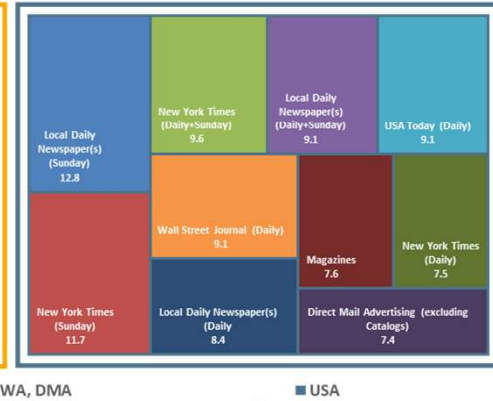
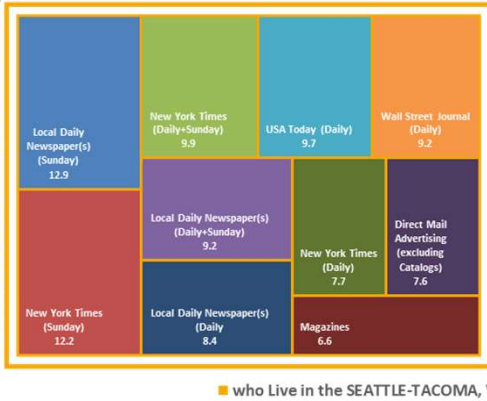
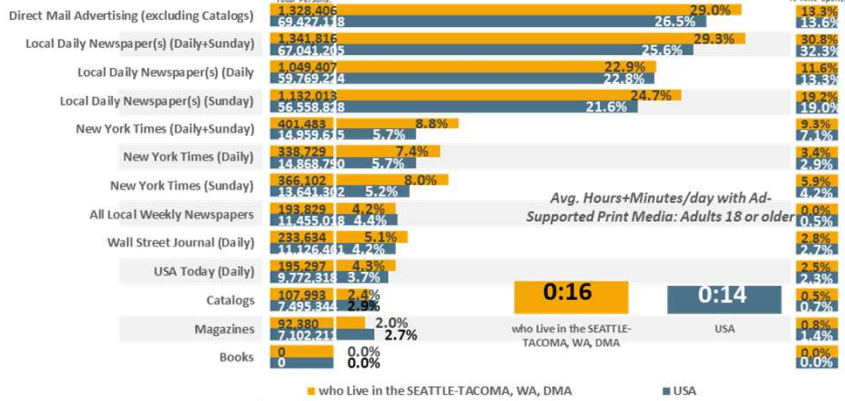


1,341,816 or 29.3% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

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



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



USA USA PROJECTION Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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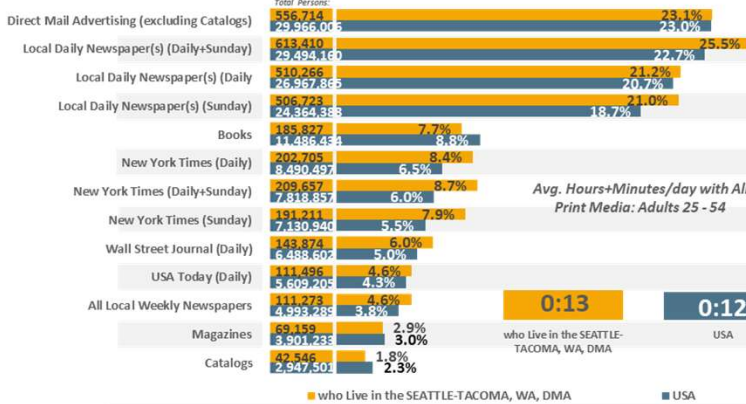
USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554



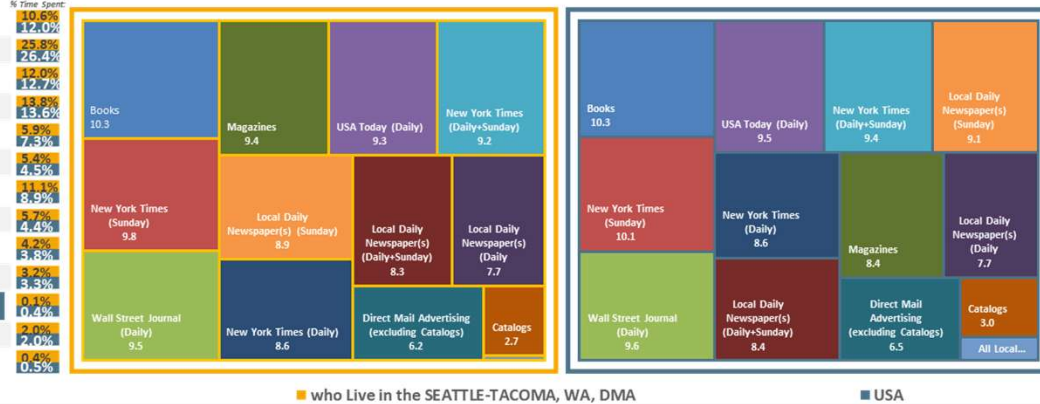


613,410 or 25.5% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

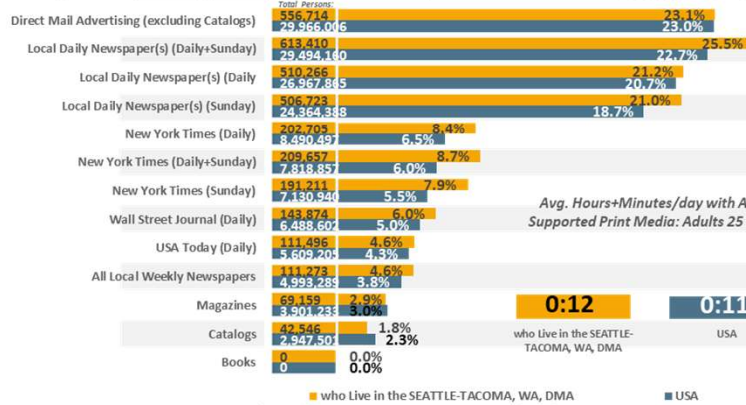
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



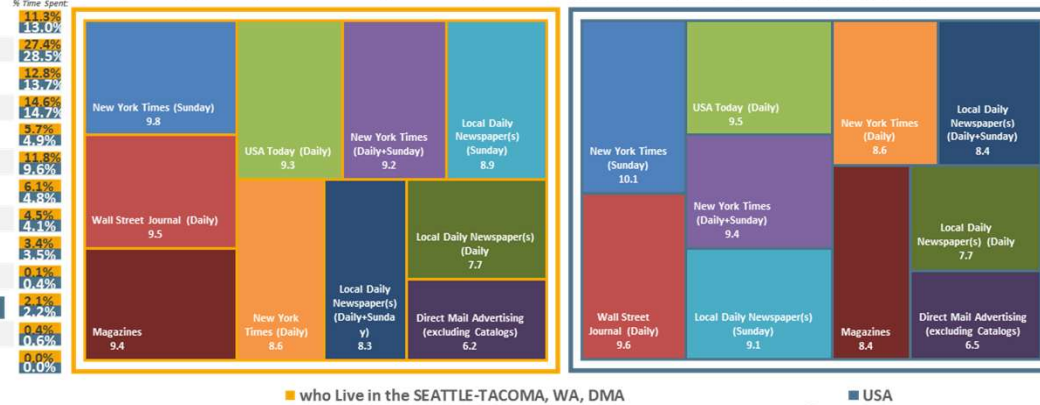
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



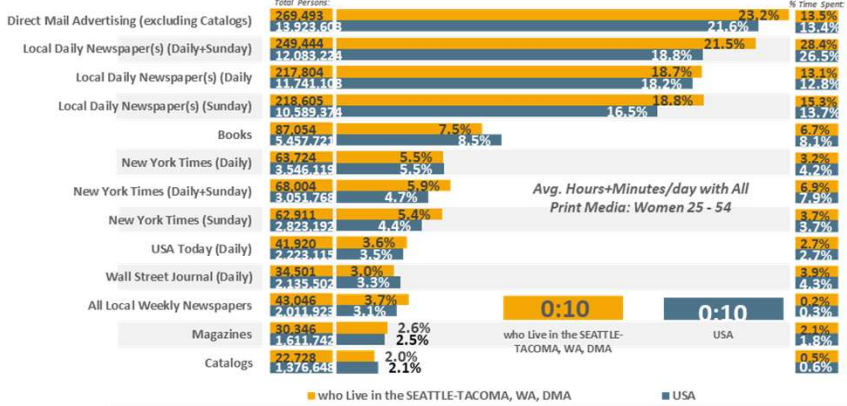
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

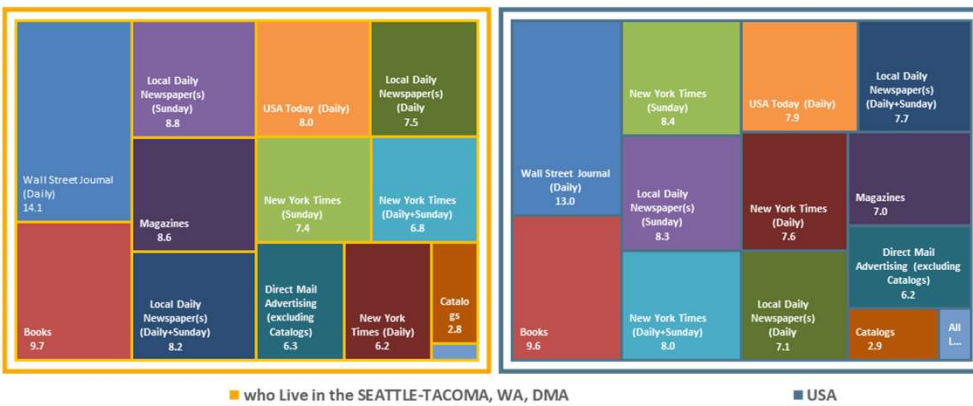


249,444 or 21.5% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

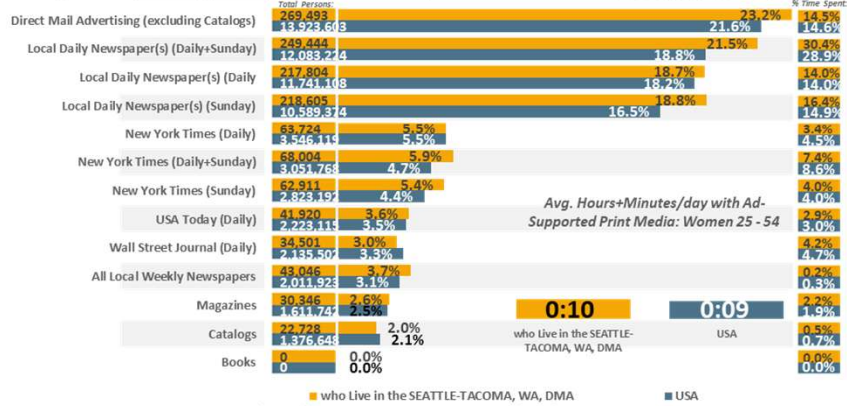
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



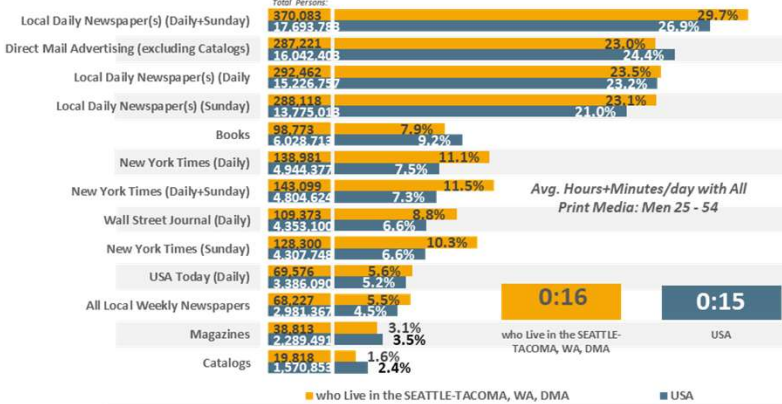
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

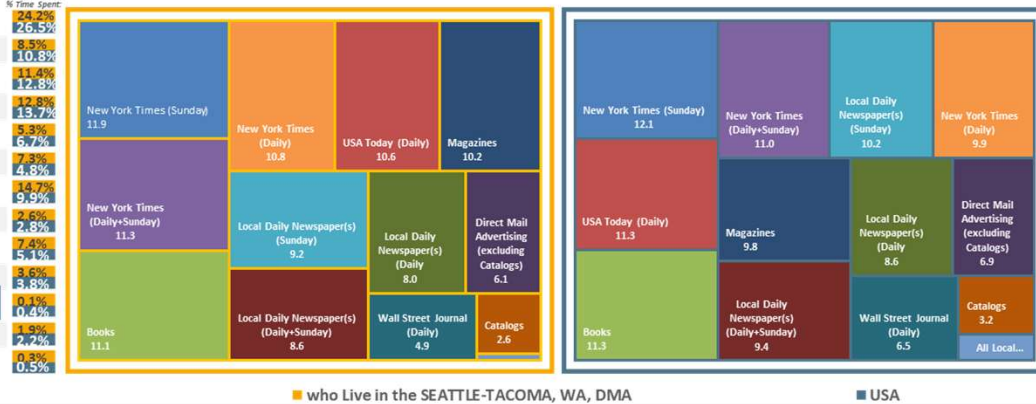


370,083 or 29.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

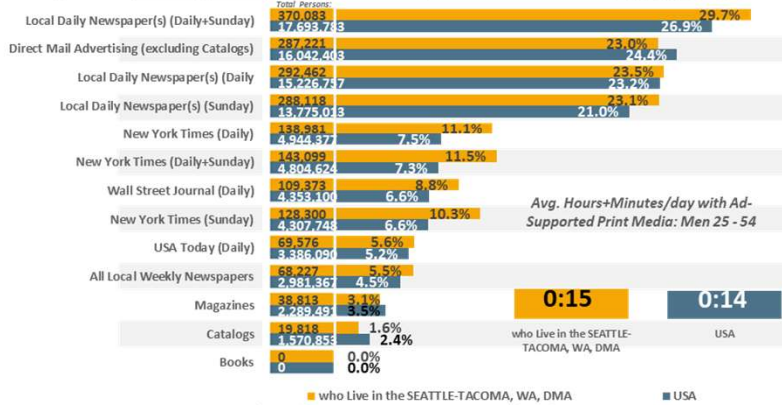
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



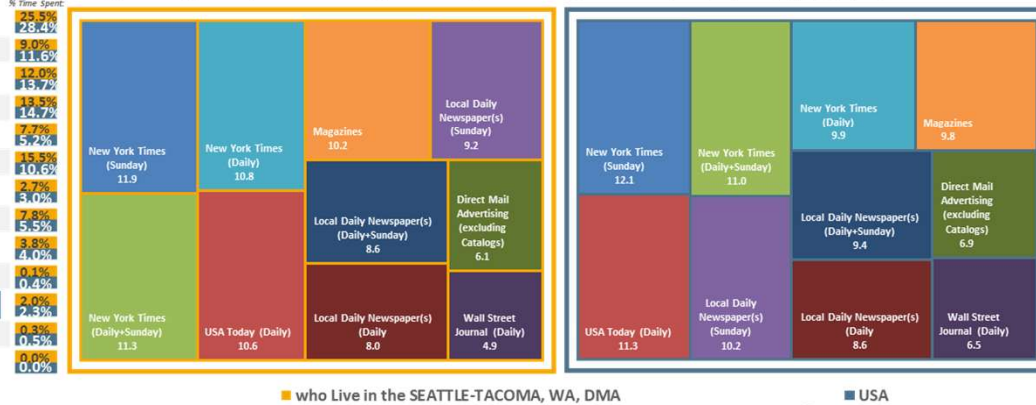
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



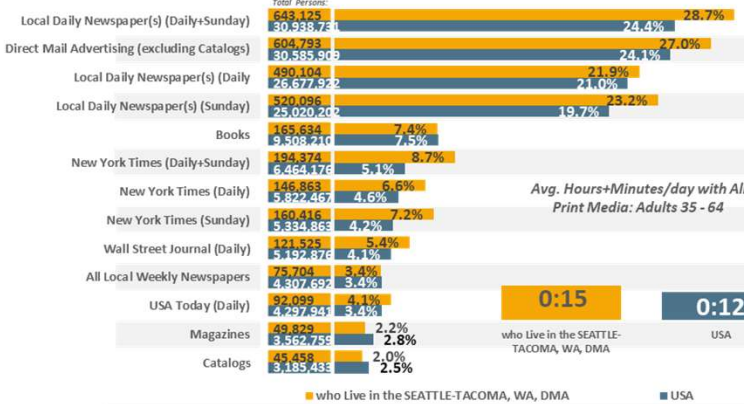
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

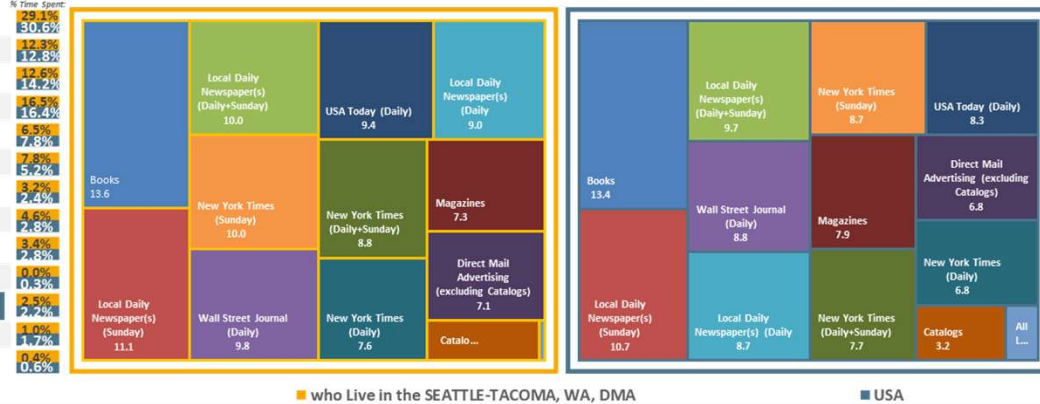


643,125 or 28.7% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

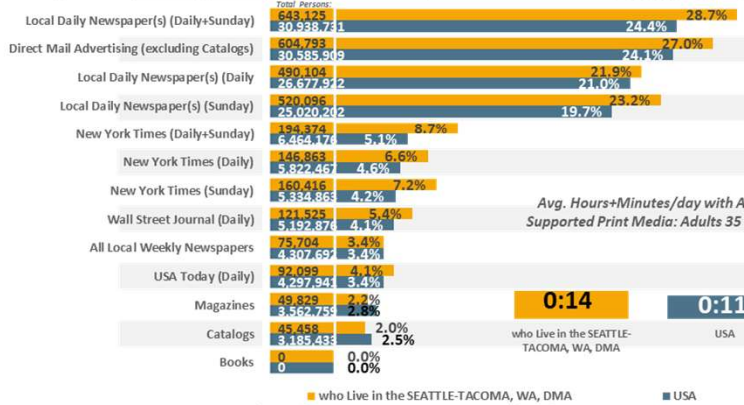
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



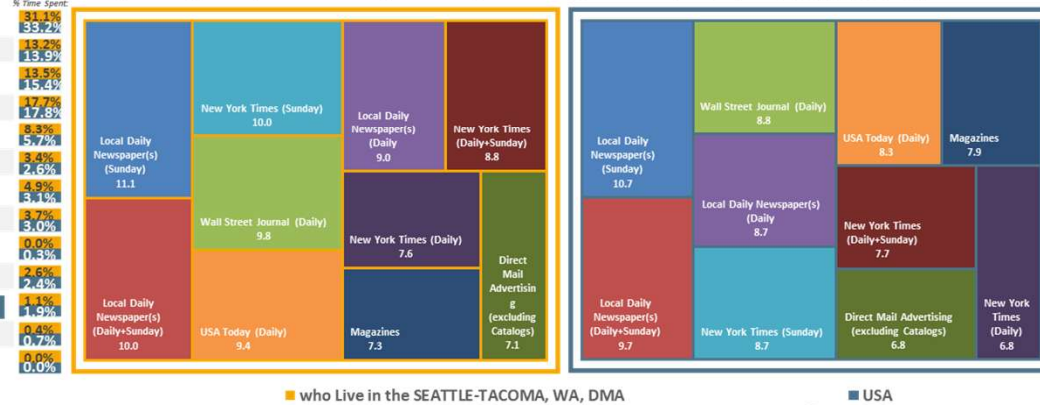
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



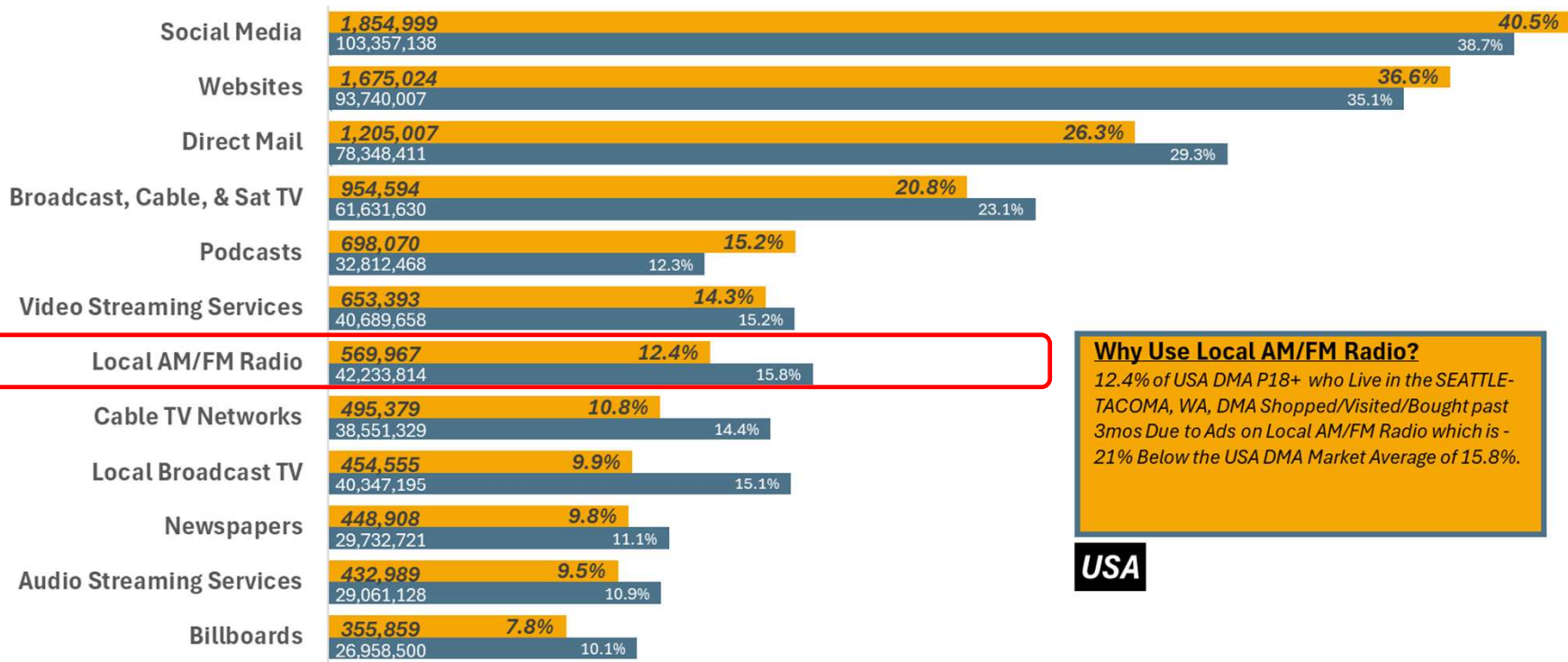
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554



"Advertising Actions"

P18+ who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 12.4% of USA DMA P18+ who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 21% Below the USA DMA Market Average of 15.8%.

USA

■ P18+ who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

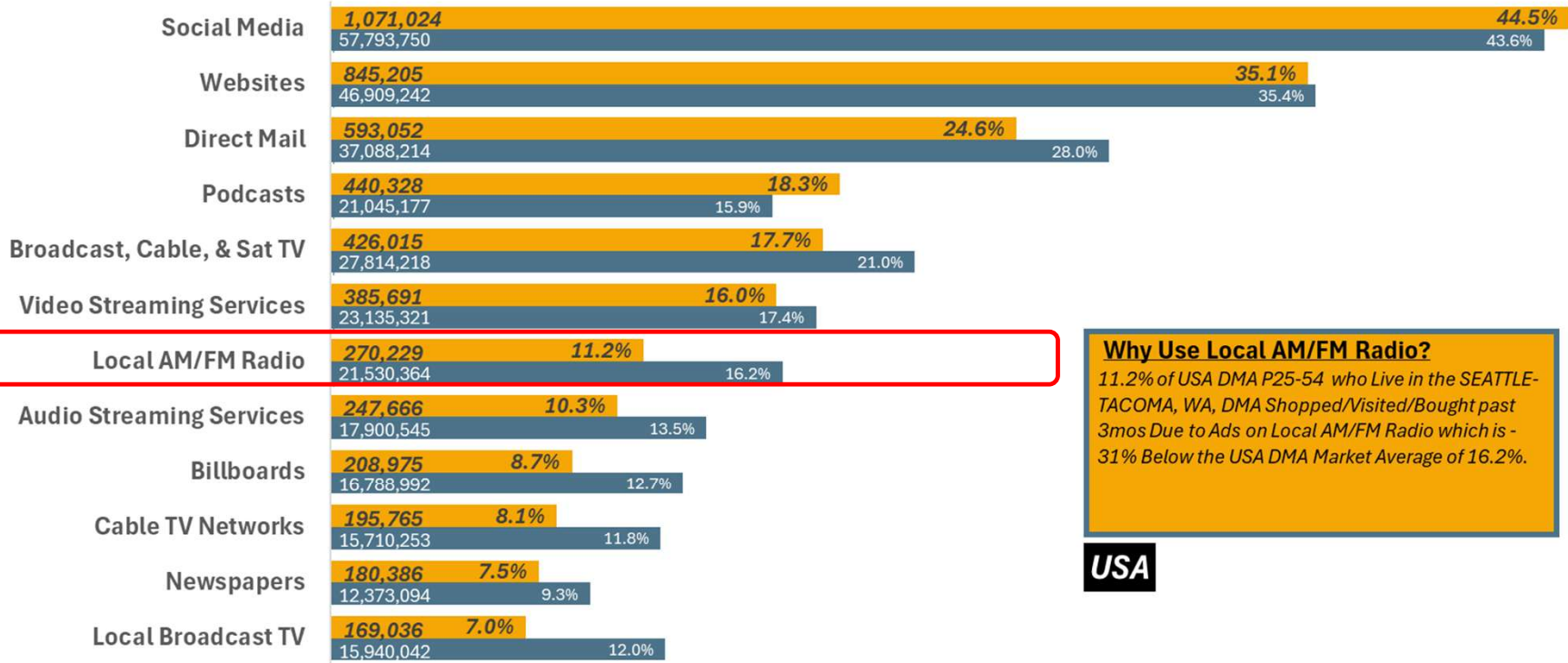
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 24492
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
 11.2% of USA DMA P25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 31% Below the USA DMA Market Average of 16.2%.

USA

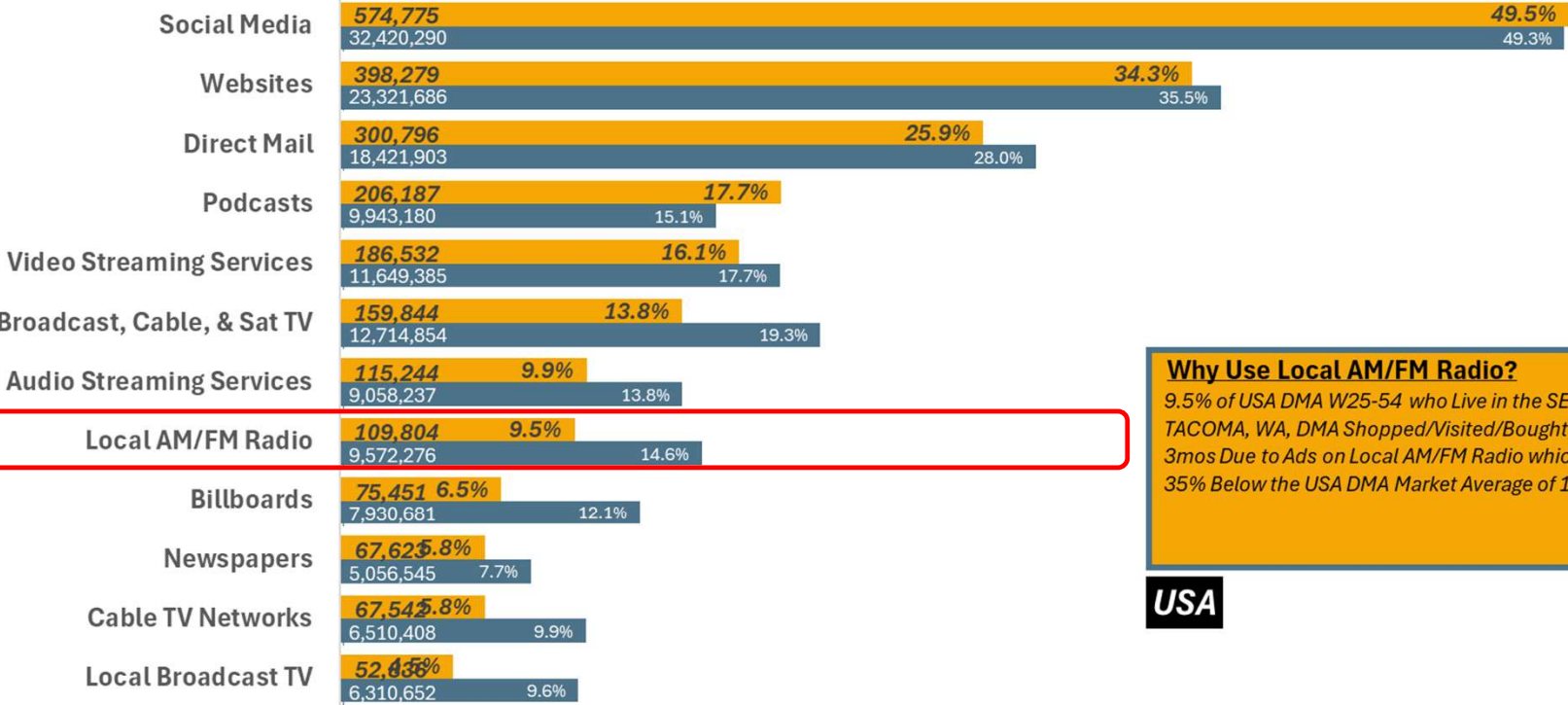
■ P25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)
 ■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 11209
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
 9.5% of USA DMA W25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 35% Below the USA DMA Market Average of 14.6%.

USA

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

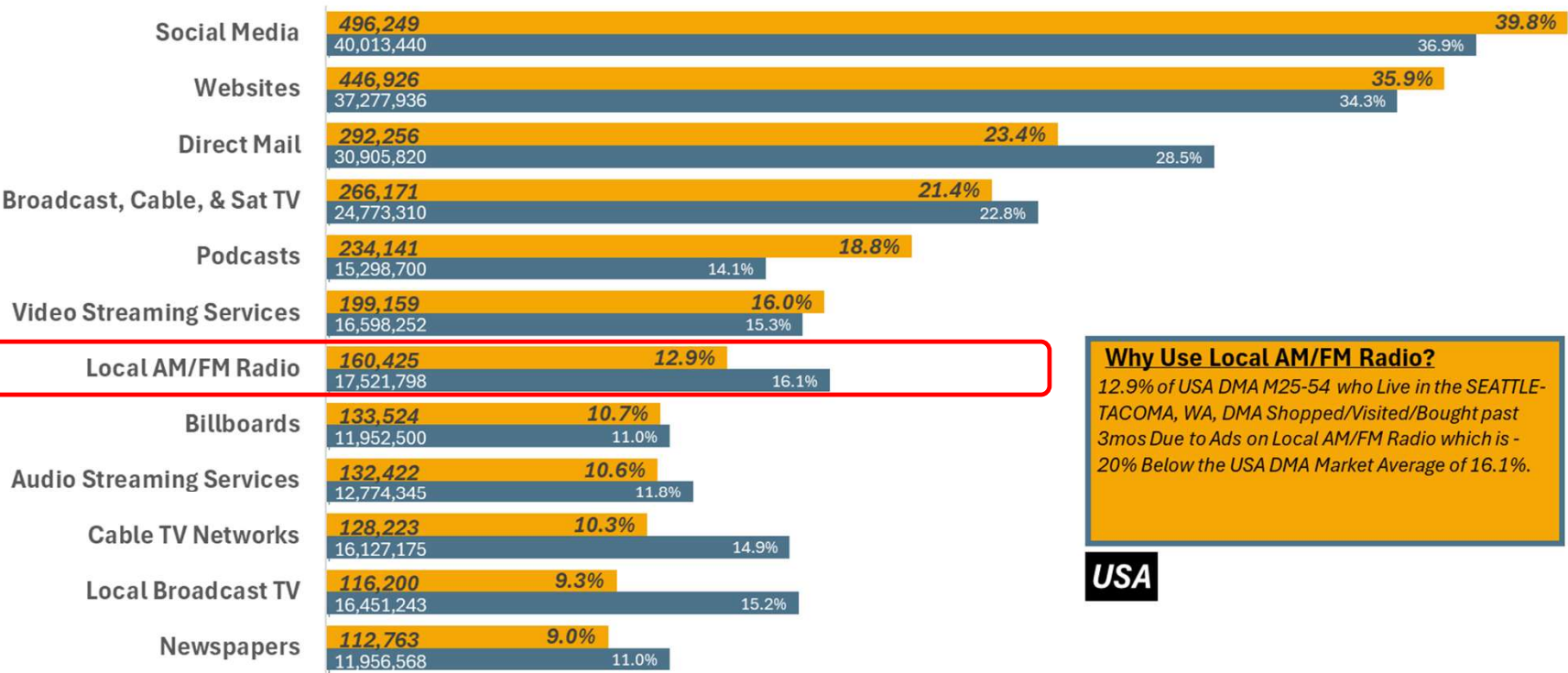
■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 6653
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
 12.9% of USA DMA M25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 20% Below the USA DMA Market Average of 16.1%.

USA

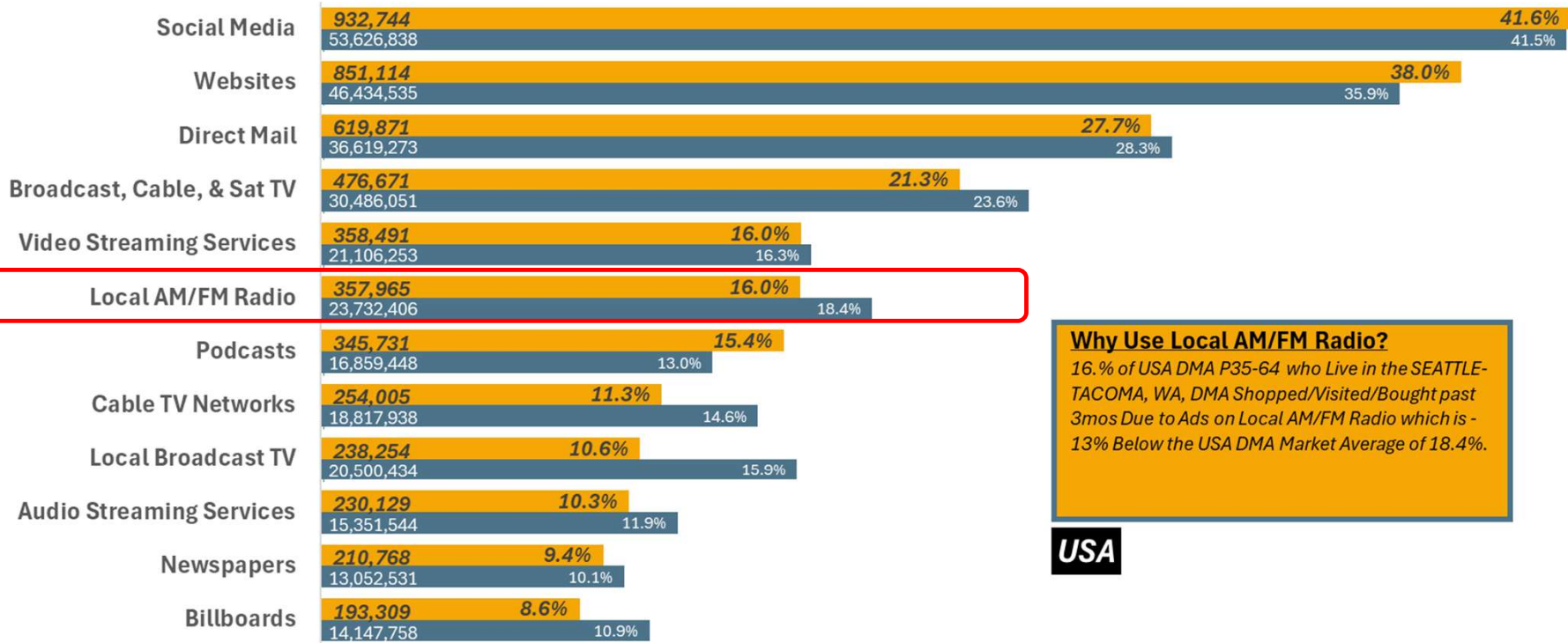
■ M25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)
 ■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 8766
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
 16. % of USA DMA P35-64 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 13% Below the USA DMA Market Average of 18.4%.

USA

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

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

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 12447
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