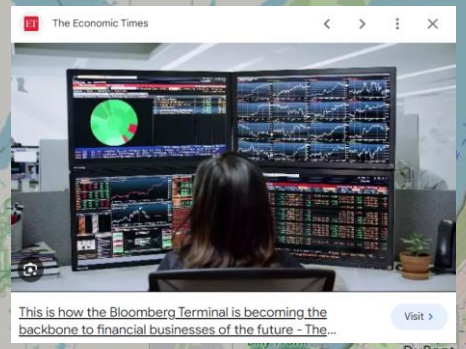
Seattle-Tacoma Metro – P35+ & W35+ past 12 months SLOTS and OTHER Gambling (Bingo) Players w/in a 15-mi radius of...

MUCKLESHOOT BINGO!

Complete Demographic & Media Use Profiles

(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070





P35+



W35+

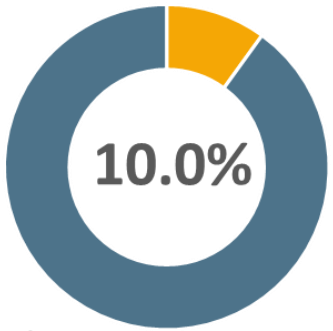
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Leaflet | © OpenStreetMap contributors

P35+

10.% or 265,269 of SEA Metro Adults 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Typical Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 55.5 years old (1.5% younger than average) and have a $109,790 (14.9% lower than average) annual household income.

Percent of Market: Adults 35 or older

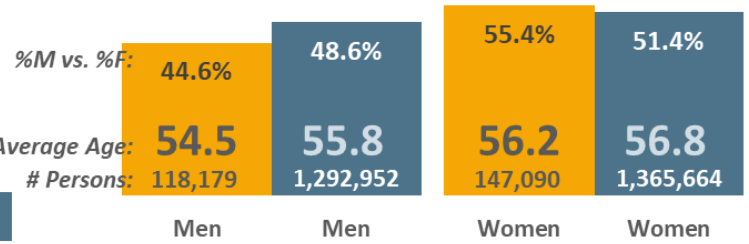


- Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO
- Remainder of SEA Metro

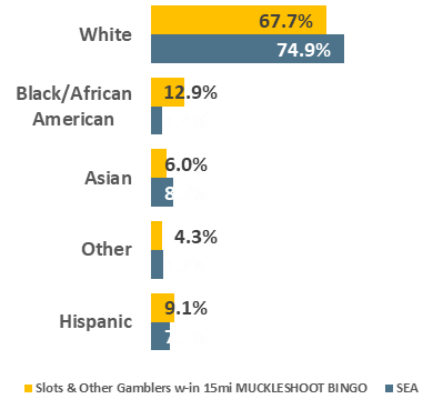
Total Persons:



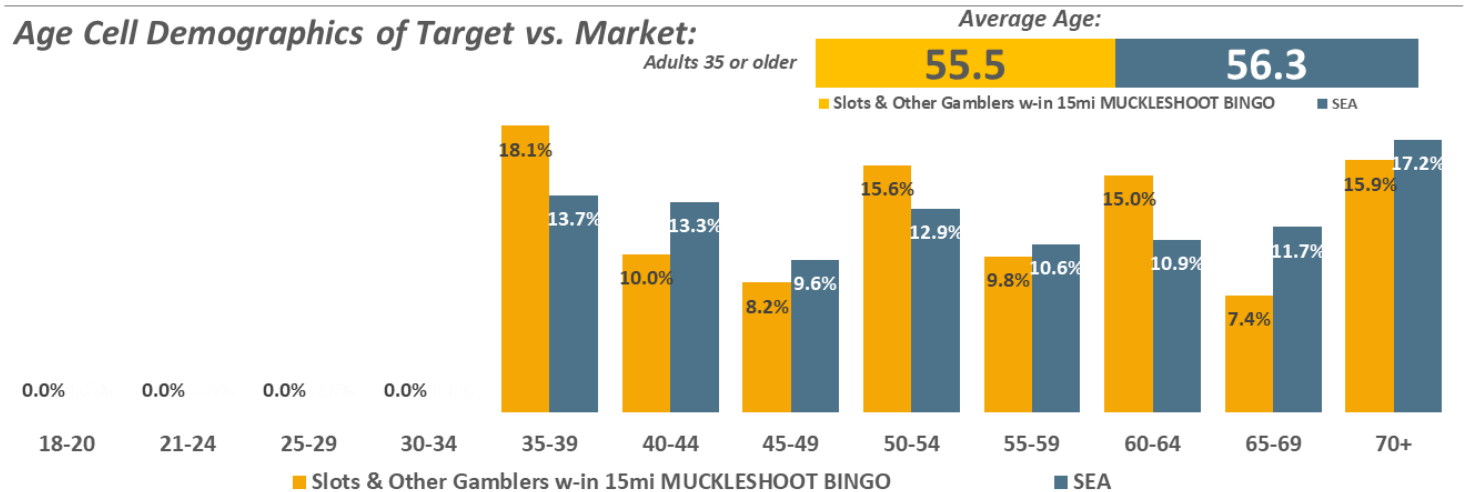
Gender of Target vs. Market: Adults 35 or older



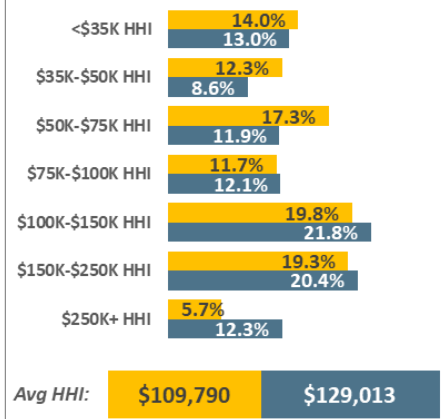
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

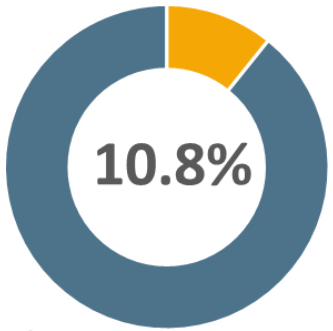
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

W35+

10.8% or 147,090 of SEA Metro Women 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Typical Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 56.2 years old (1.% younger than average) and have a $110,214 (7.5% lower than average) annual household income.

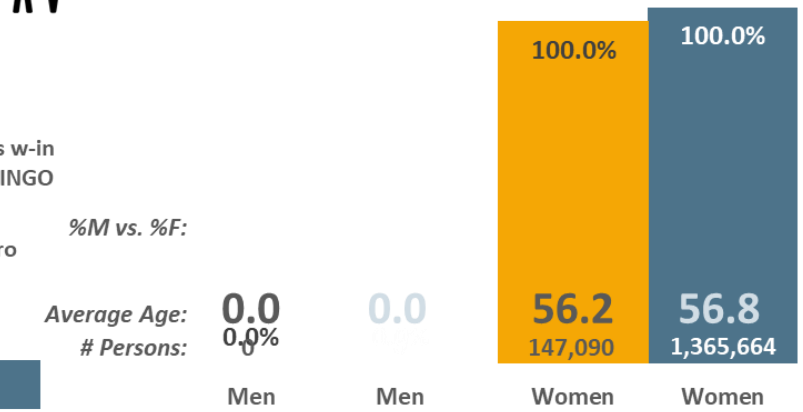
Percent of Market: Women 35 or older



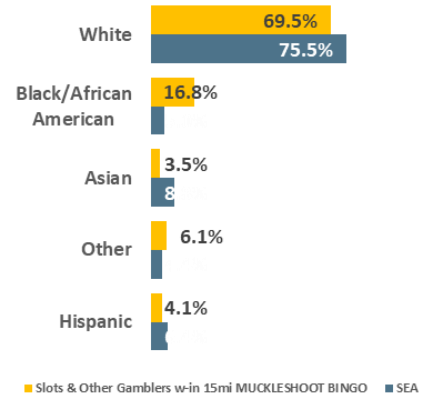
Total Persons:



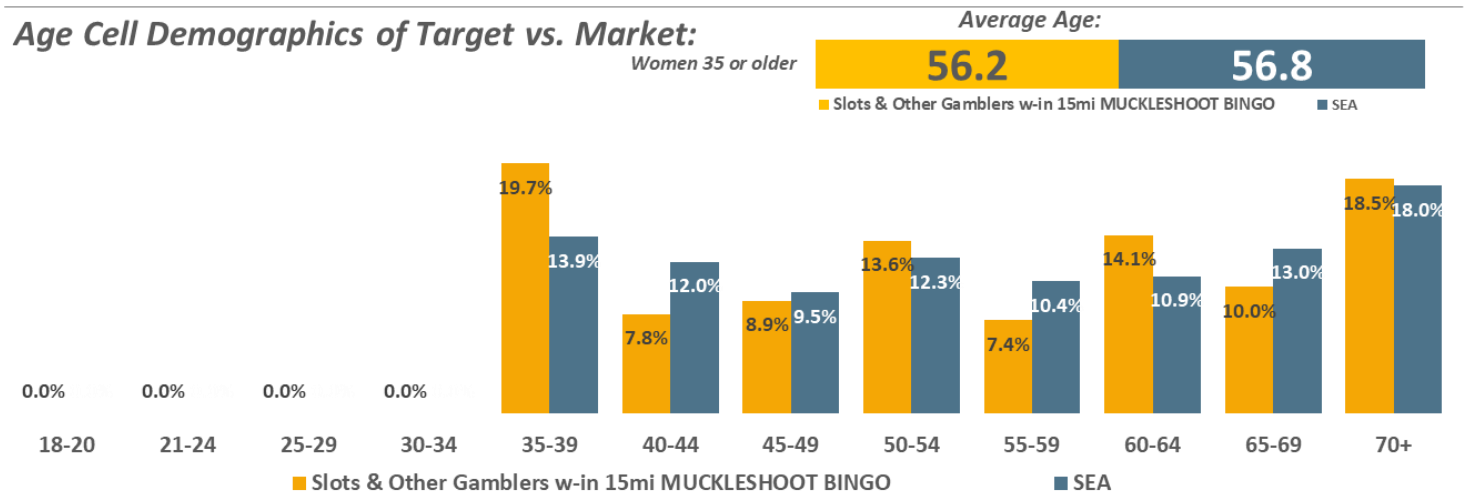
Gender of Target vs. Market: Women 35 or older



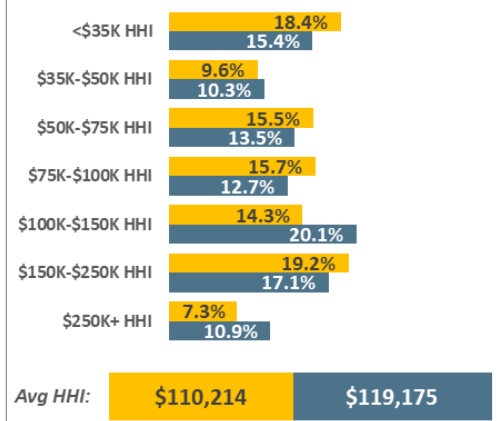
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

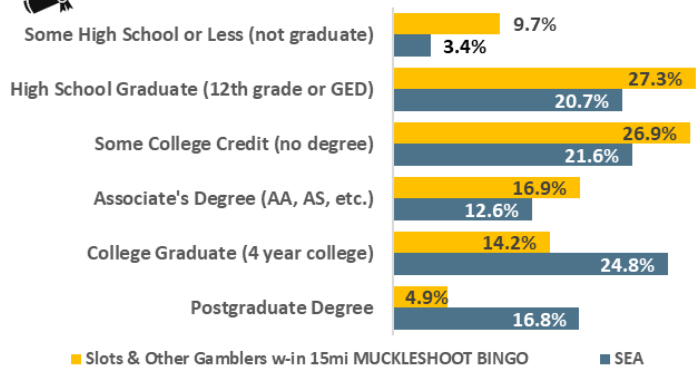
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

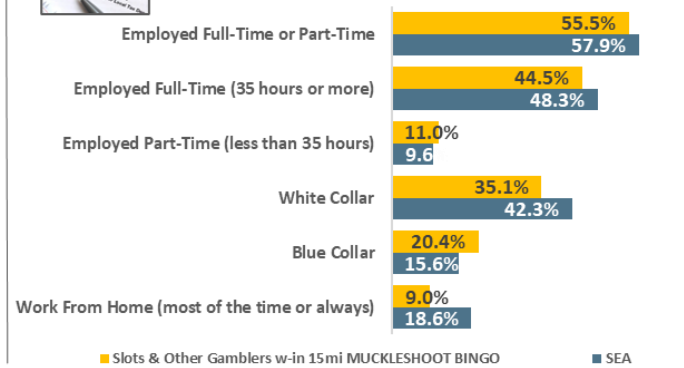


10.7% or 265,269 of SEA Metro Adults 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 54.1% less likely to be a college graduate, 7.8% less likely to work full-time, 14.5% less likely to be married, 20.3% more likely to be a grandparent of 1 or more children under 18

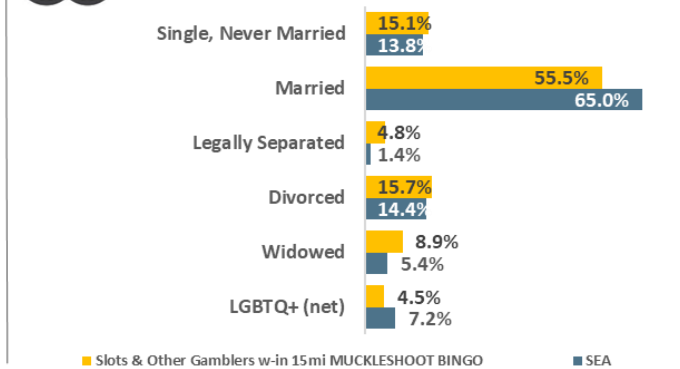
Education Levels: Adults 35 or older



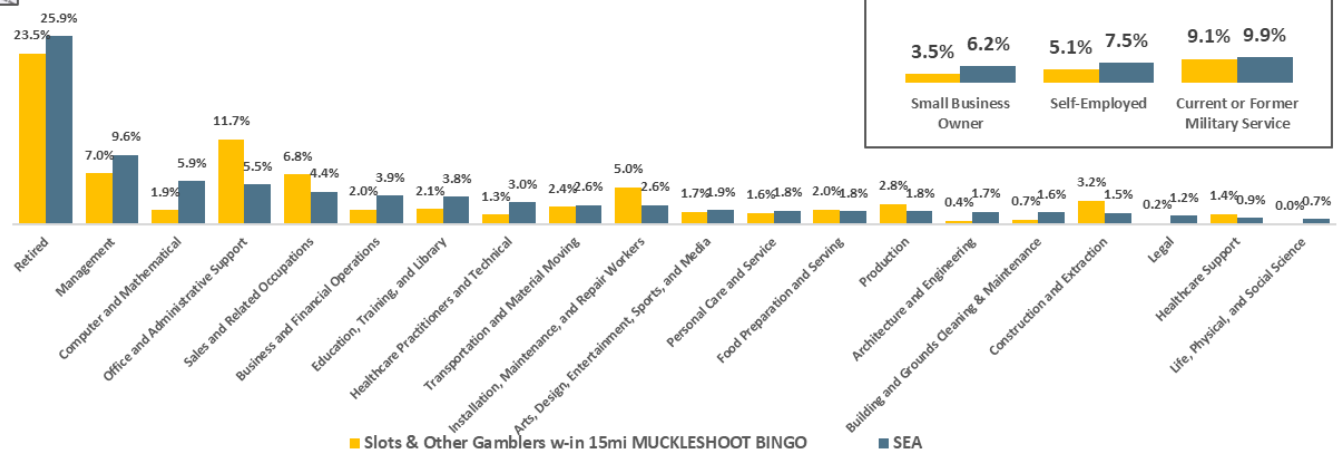
Employment: Adults 35 or older



Marital Status: Adults 35 or older

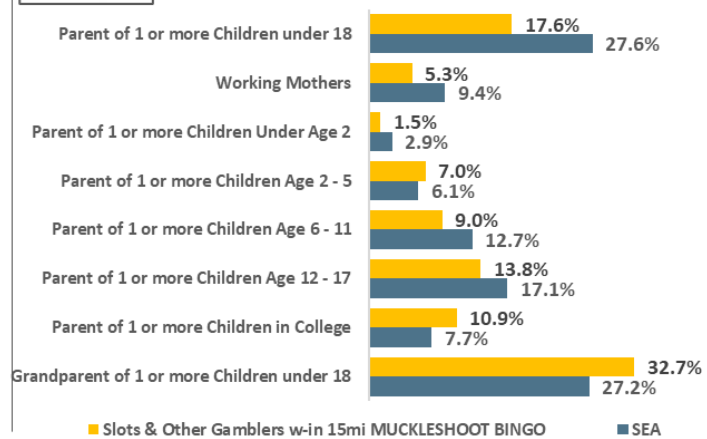


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

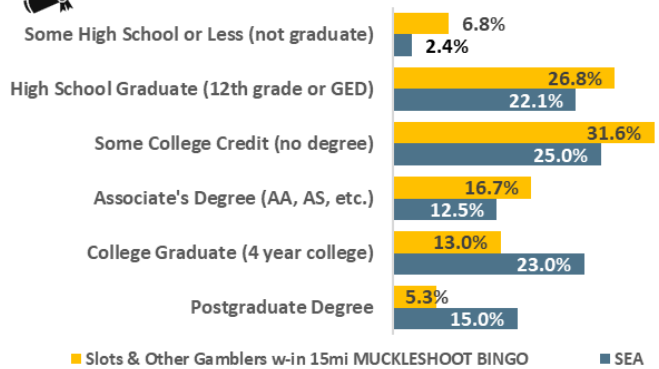
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

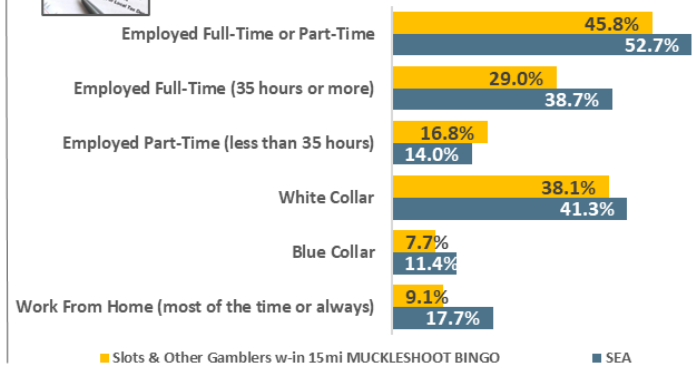


10.8% or 147,090 of SEA Metro Women 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 52.% less likely to be a college graduate, 25.1% less likely to work full-time, 10.7% less likely to be married, 39.7% more likely to be a grandparent of 1 or more children under 18.

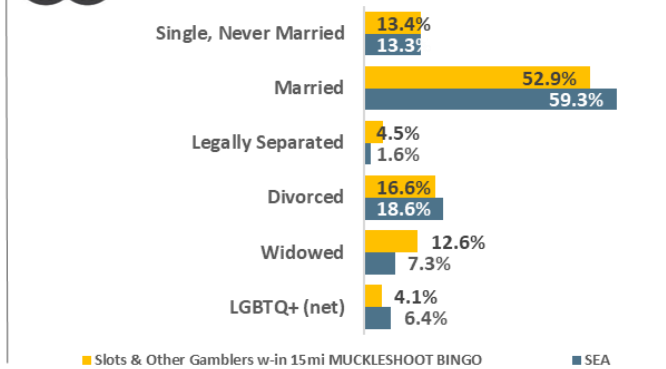
Education Levels: Women 35 or older



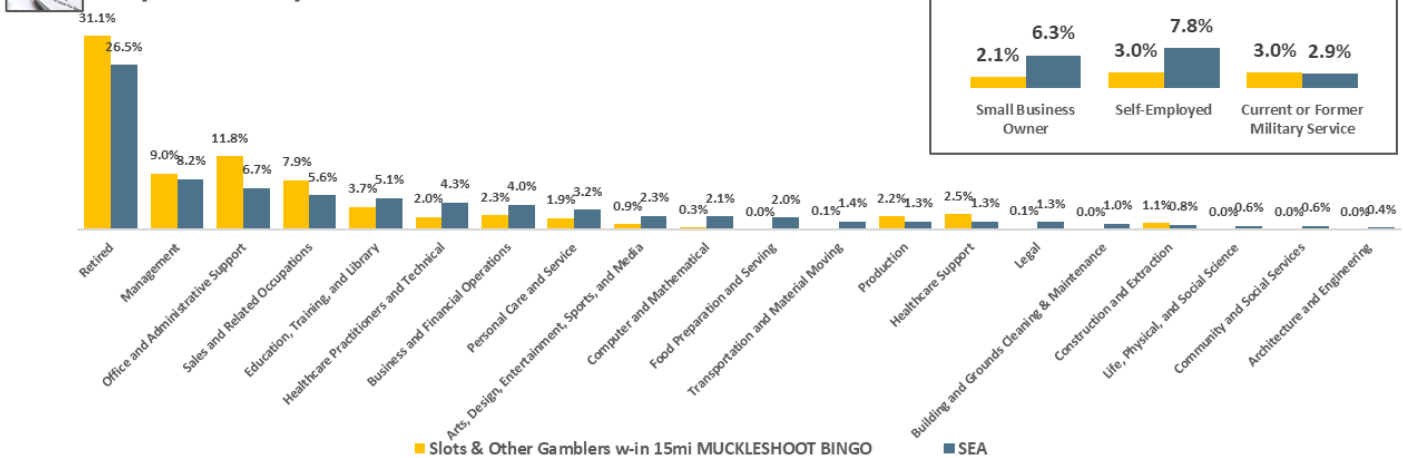
Employment: Women 35 or older



Marital Status: Women 35 or older

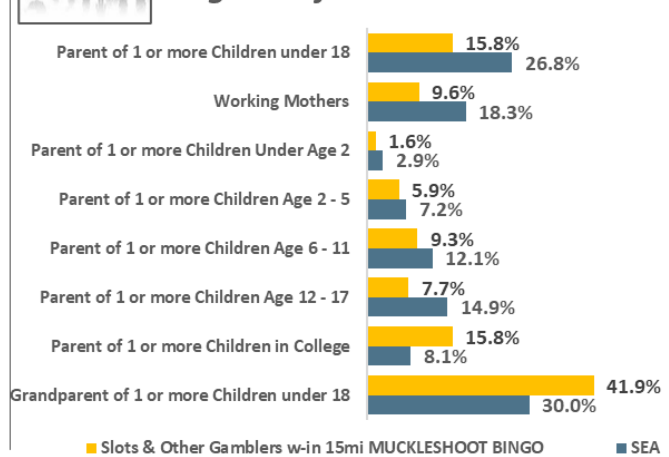


Top-20 Occupations: Women 35 or older



Entrepreneurs/Military Experience

Stage in Life: Women 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

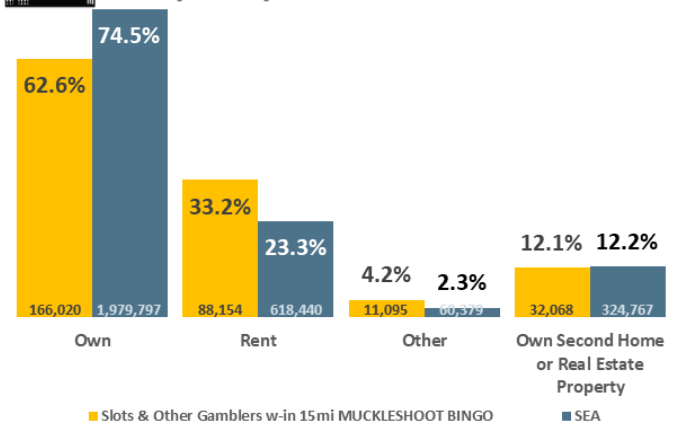
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION
warm 106.9
98.9 THE BULL
AM 880 K·I·X·I
2060 Digital

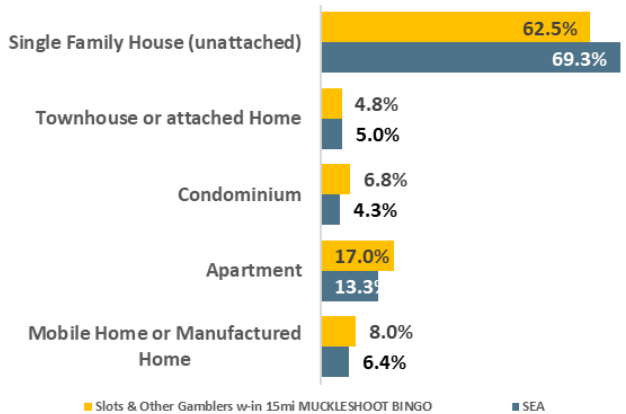
P35+

10.% or 265,269 of SEA Metro Adults 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 16.% less likely to own their home, 19.5% more likely to own a lower valued home, 9.8% less likely to have a single-family home, 2.6% more likely to have a dog.

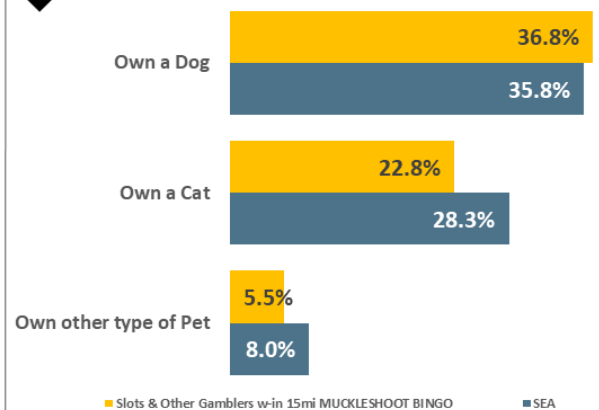
Own/Rent/Other: Adults 35 or older



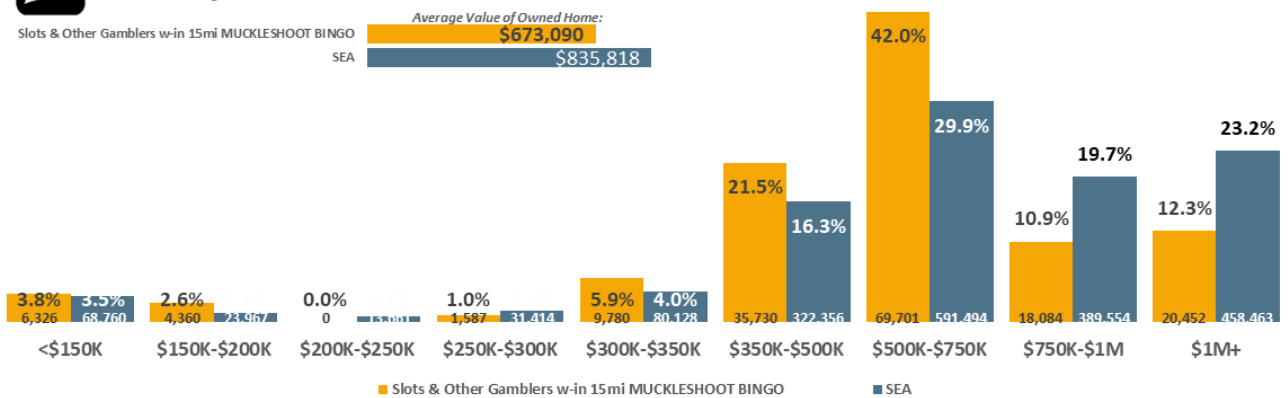
Type of Home: Adults 35 or older



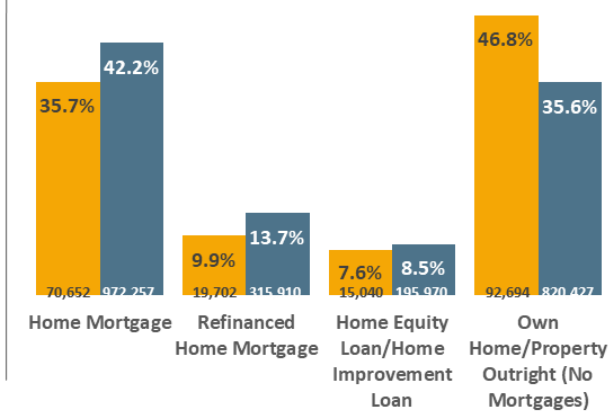
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



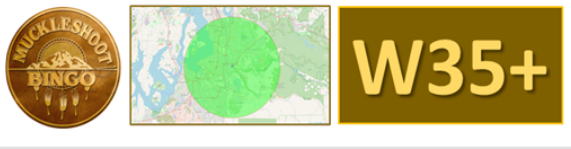
Home Loans: Adults 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

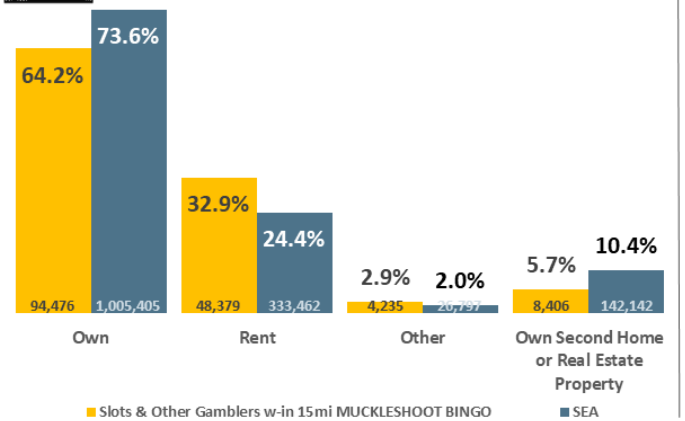
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

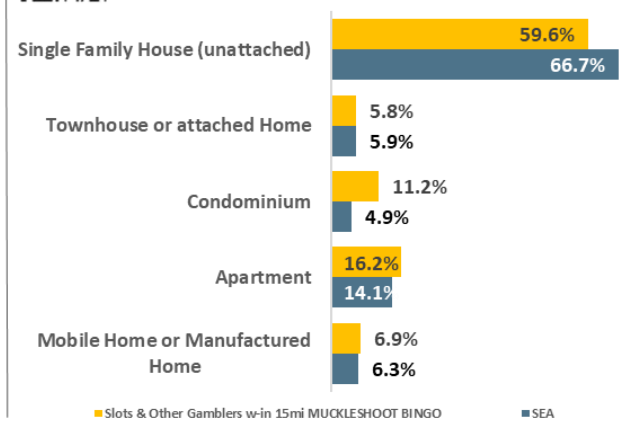


10.8% or 147,090 of SEA Metro Women 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 12.8% less likely to own their home, 11.1% more likely to own a lower valued home, 10.7% less likely to have a single-family home, 4.3% less likely to have a dog.

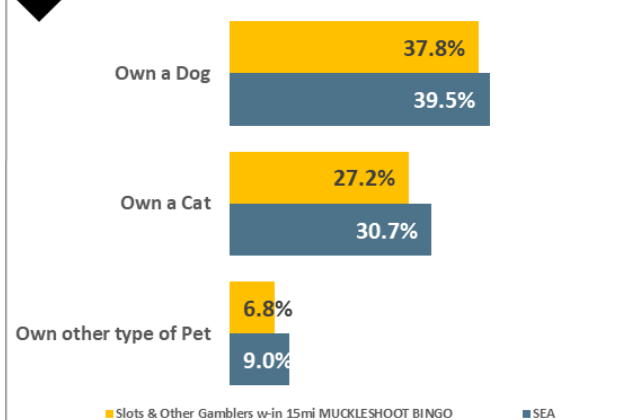
Own/Rent/Other: Women 35 or older



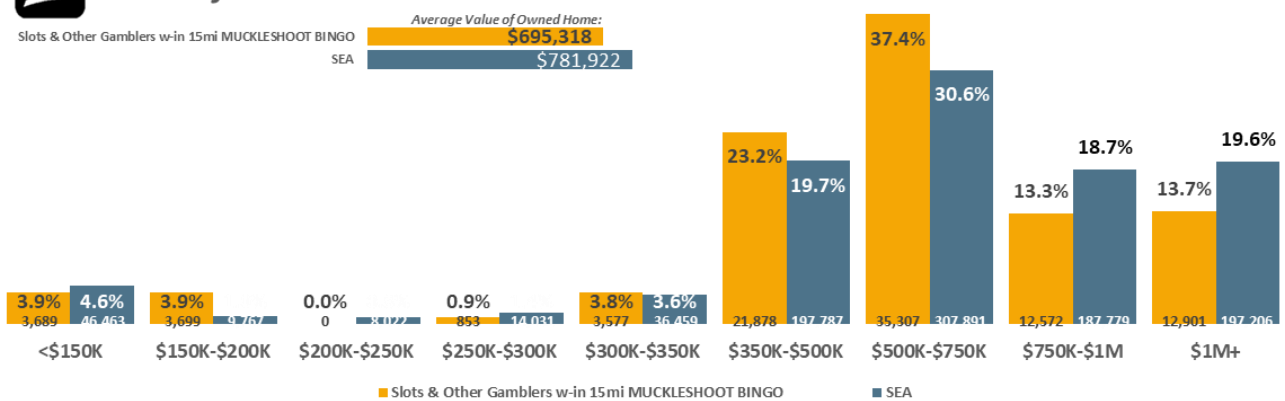
Type of Home: Women 35 or older



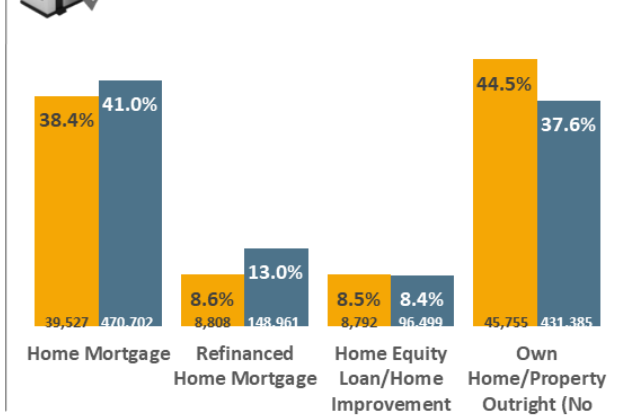
Pets in Home: Women 35 or older



Value of Owned Home: Women 35 or older



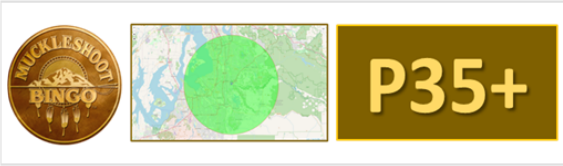
Home Loans: Women 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

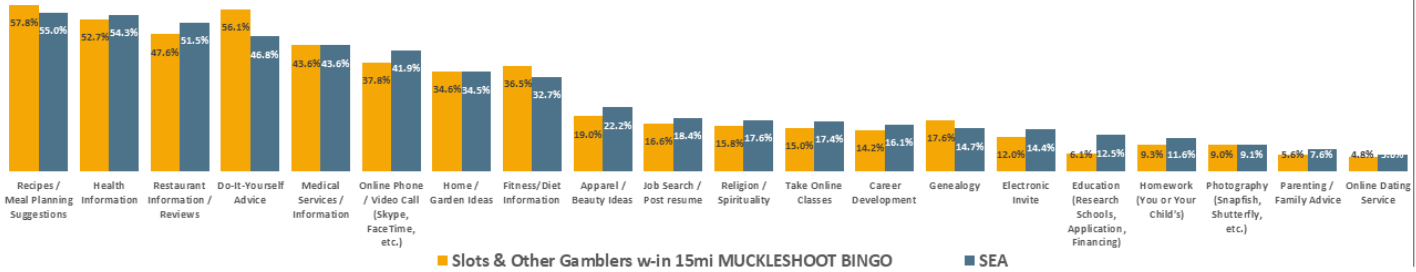
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

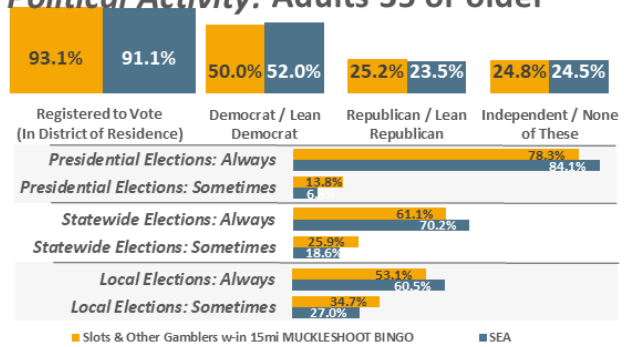


10.% or 265,269 of SEA Metro Adults 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 20.% more likely to look up D-I-Y advice online, 12.2% less likely to always vote in local elections, 22.6% less likely to belong to a gym, 6.8% more likely to fly domestic past yr.

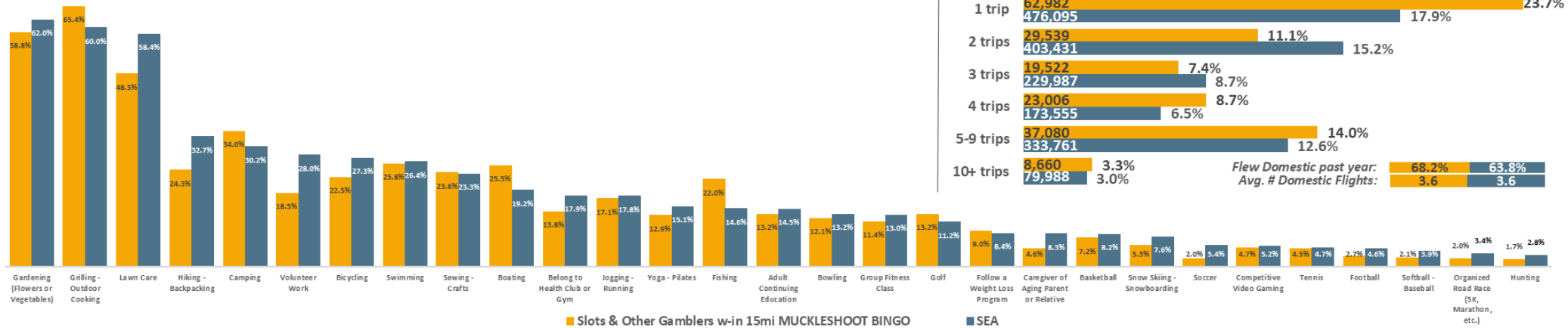
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

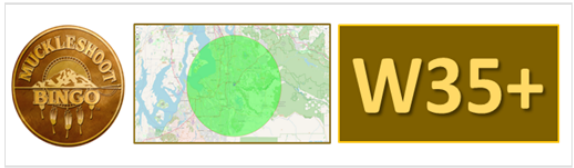
SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

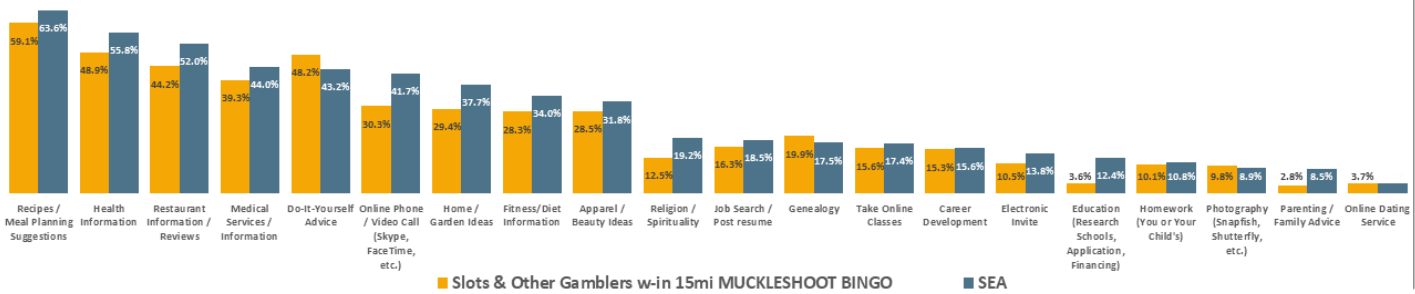
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND… (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060Digital

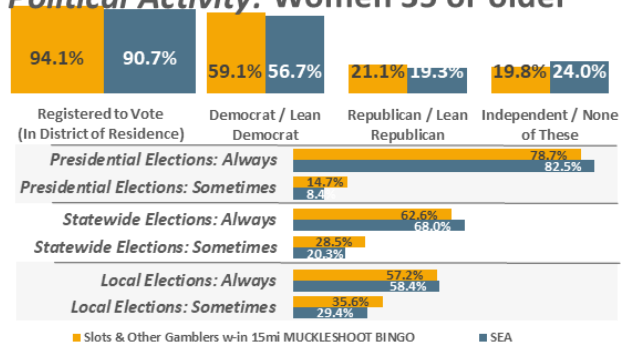


10.8% or 147,090 of SEA Metro Women 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT… Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 11.5% more likely to look up D-I-Y advice online, 1.9% less likely to always vote in local elections, 4.1% less likely to belong to a gym, .8% more likely to fly domestic past yr.

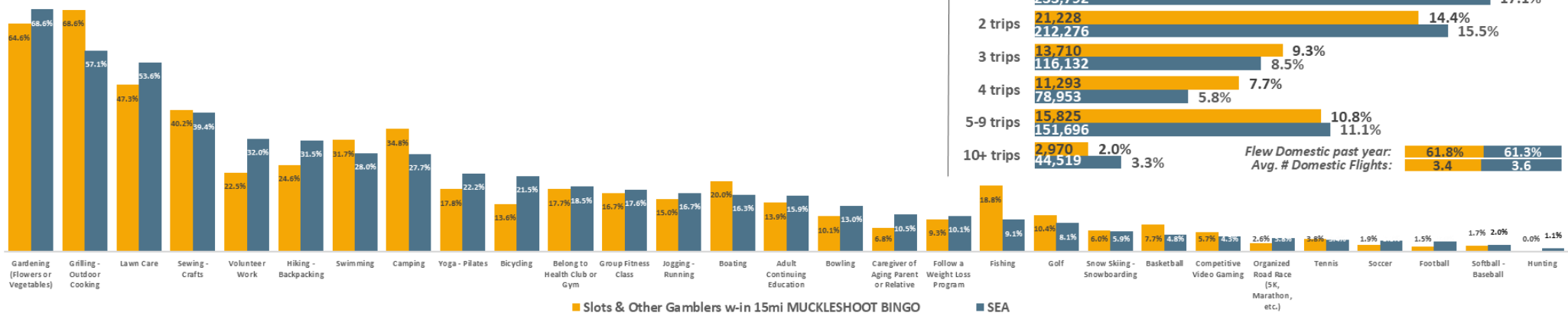
Top-20 past 30-days Online Lifestyle Activites: Women 35 or older



Political Activity: Women 35 or older



Top-30 past 12-months Active Lifestyle Activites: Women 35 or older



Past 12-months Domestic Airline Trips: Women 35 or older

SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND… (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital



10.% or 265,269 of SEA Metro Adults 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 5.6% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 176.7% more likely to use Casinos past yr., 33.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 or older

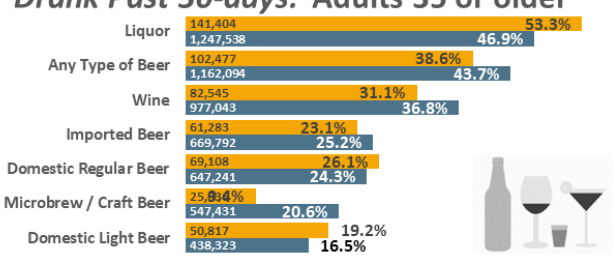
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

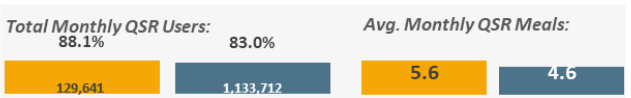
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital



10.8% or 147,090 of SEA Metro Women 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 6.2% more likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 180.3% more likely to use Casinos past yr., 26.8% less likely to smoke cigarettes.

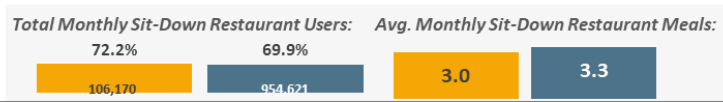
Past 30-days QSR Users: Women 35 or older





Past 30-days Sit-Down Restaurant Users: Women 35 or older





Top-10 Cuisines: Women 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

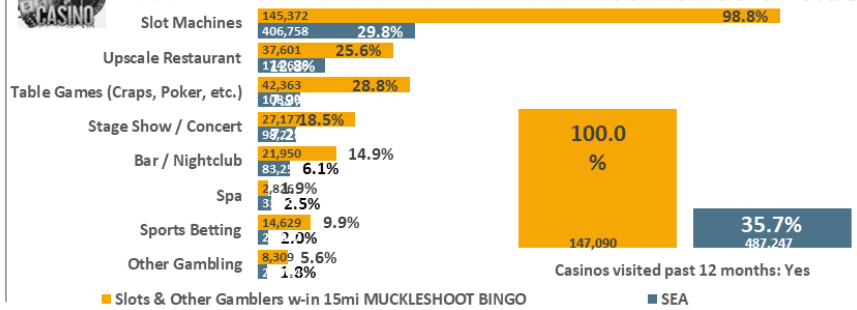
Slots & Other Gamblers w-in 15mi MUCKLESHOOT...	36,841	25.0%
SEA	198,644	14.5%

Drank Past 30-days: Women 35 or older



Past 12 months Casino Activities: Women 35 or older





Used Past 30-days: Women 35 or older



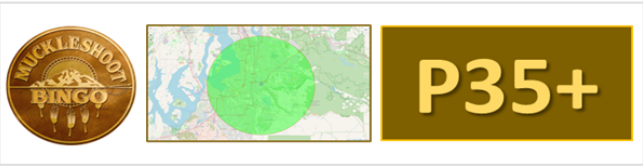
SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

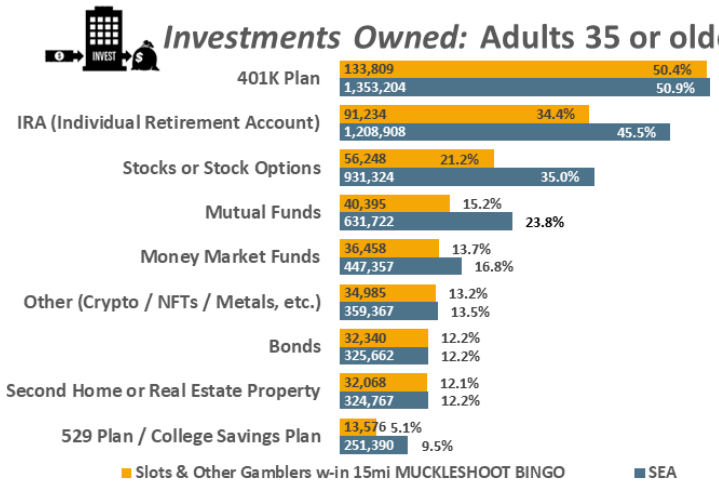
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060Digital

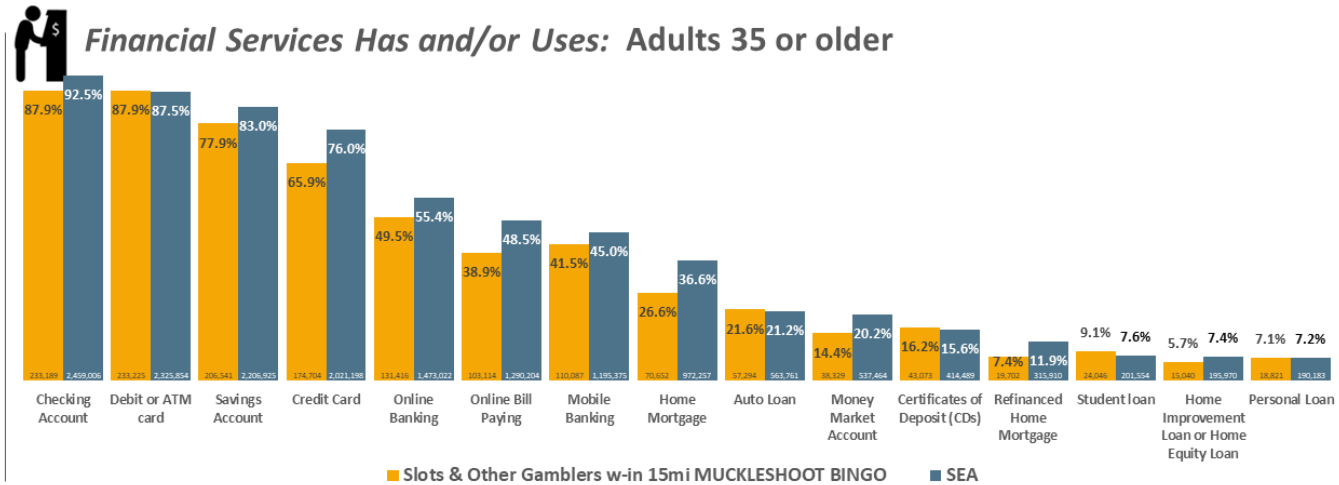


10.% or 265,269 of SEA Metro Adults 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO. Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are .9% less likely to have a 401K, 1.9% more likely to have an Auto Loan, 32.8% less likely to Invest/Trade Stocks Online, 14.% more likely to pay with their Debit Card.

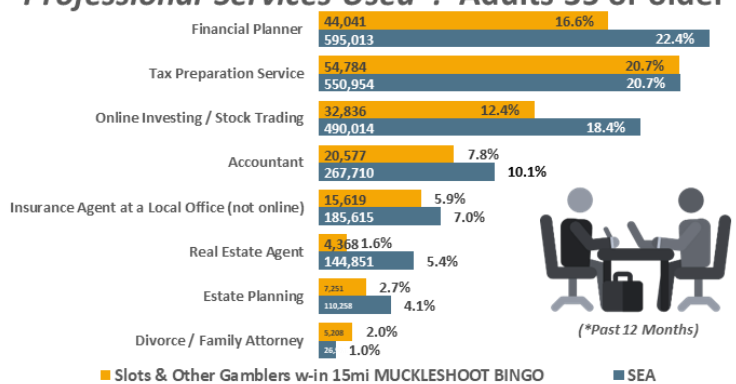
Investments Owned: Adults 35 or older



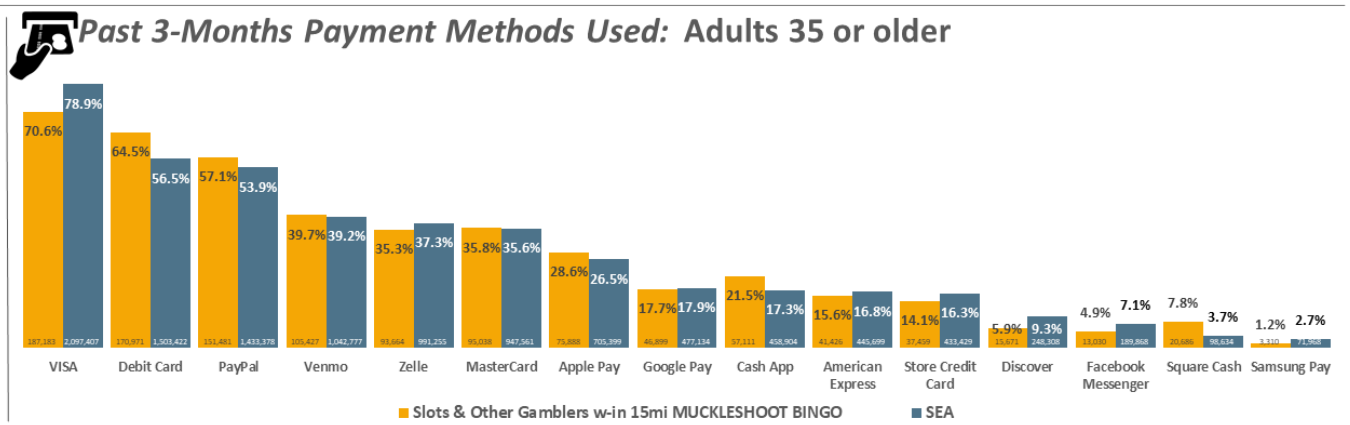
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

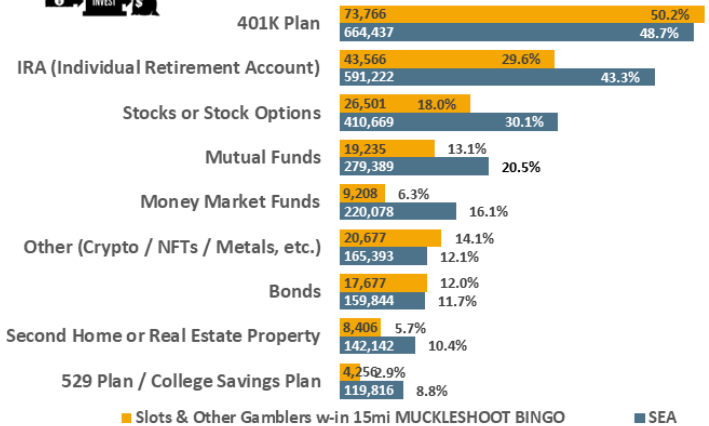
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

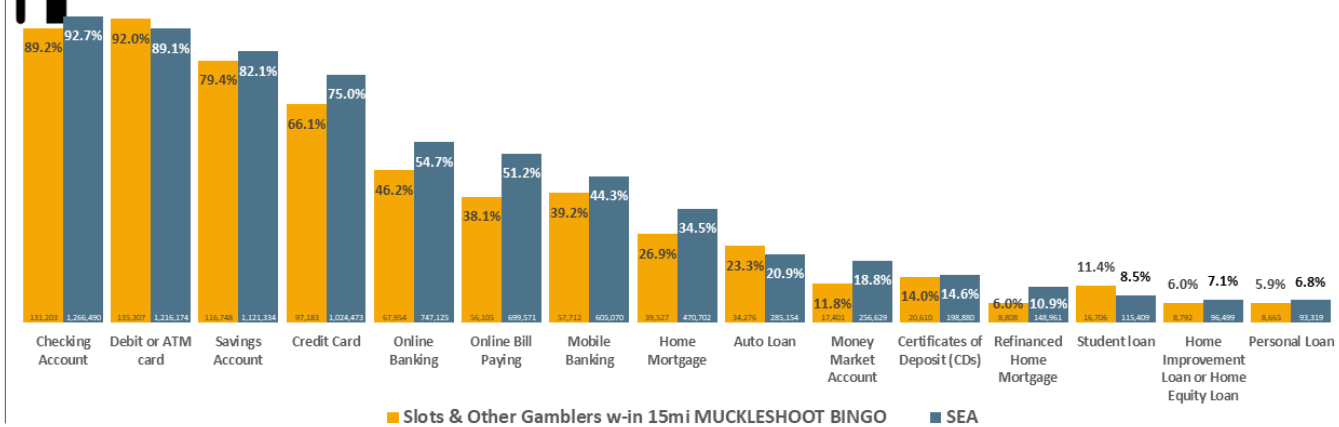


10.8% or 147,090 of SEA Metro Women 35 or older are Slots & Other Gamblers w-in 15mi MUCKLESHOOT… Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO are 3.1% more likely to have a 401K, 11.6% more likely to have an Auto Loan, 30.9% less likely to Invest/Trade Stocks Online, 11.1% more likely to pay with their Debit Card.

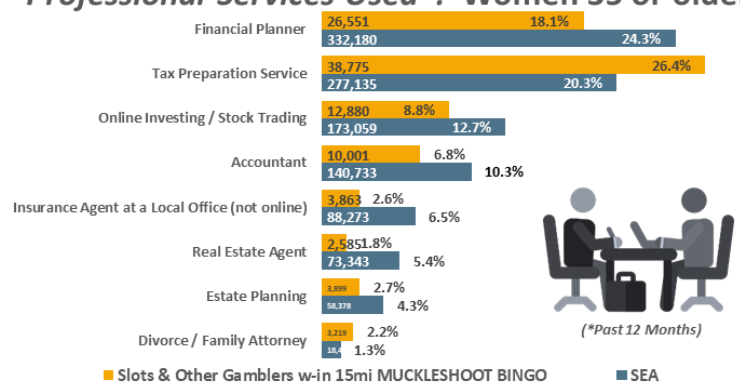
Investments Owned: Women 35 or older



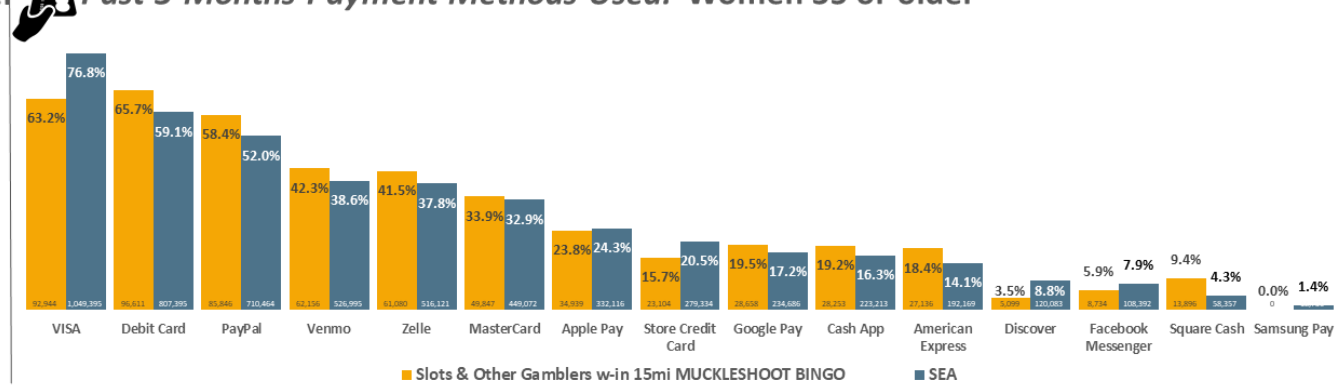
Financial Services Has and/or Uses: Women 35 or older



Professional Services Used:* Women 35 or older



Past 3-Months Payment Methods Used: Women 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

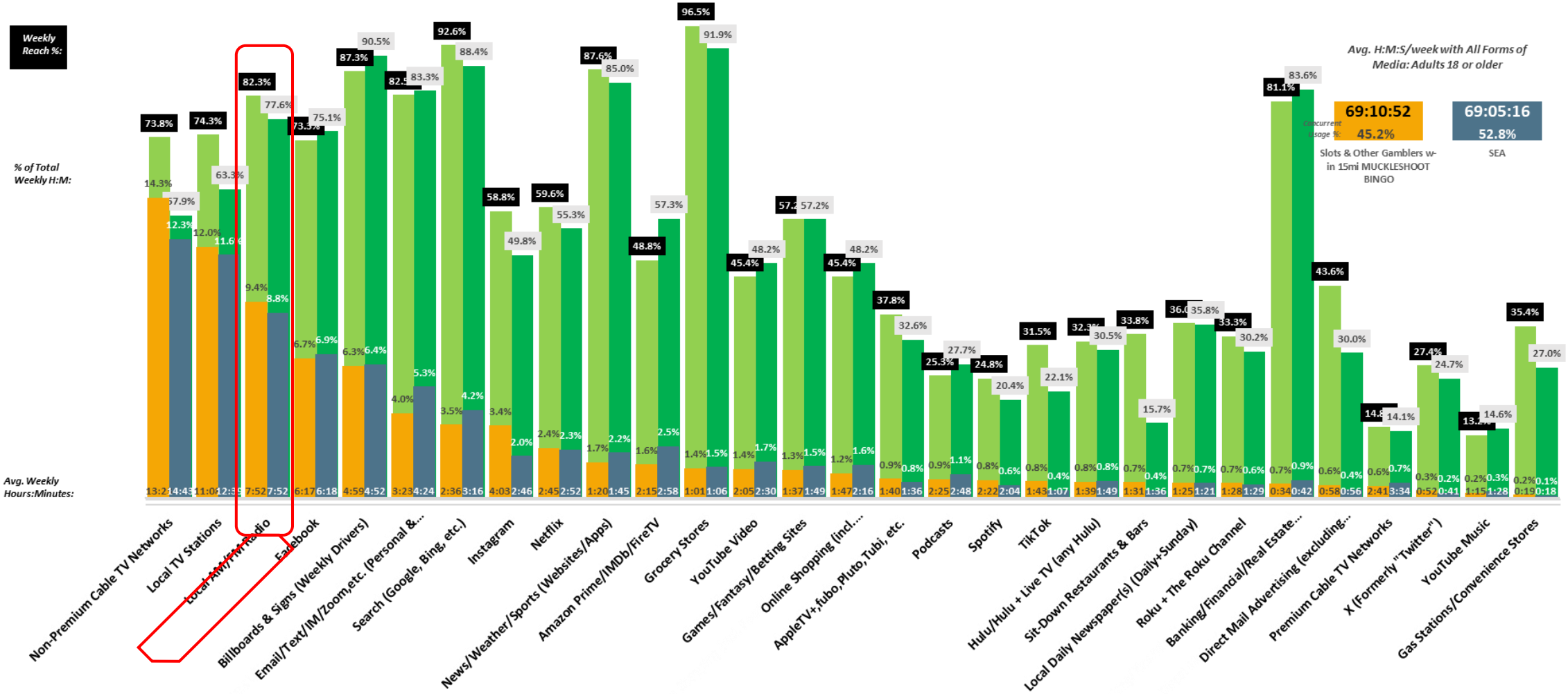
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND… (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060Digital



Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 2 days, 21 hours, 10 minutes and 52 seconds each week with All Forms of Media.

82.3% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,782

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

HUBBARD RADIO

Hubbard BROADCASTING

Share of Everything for Anything ©

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

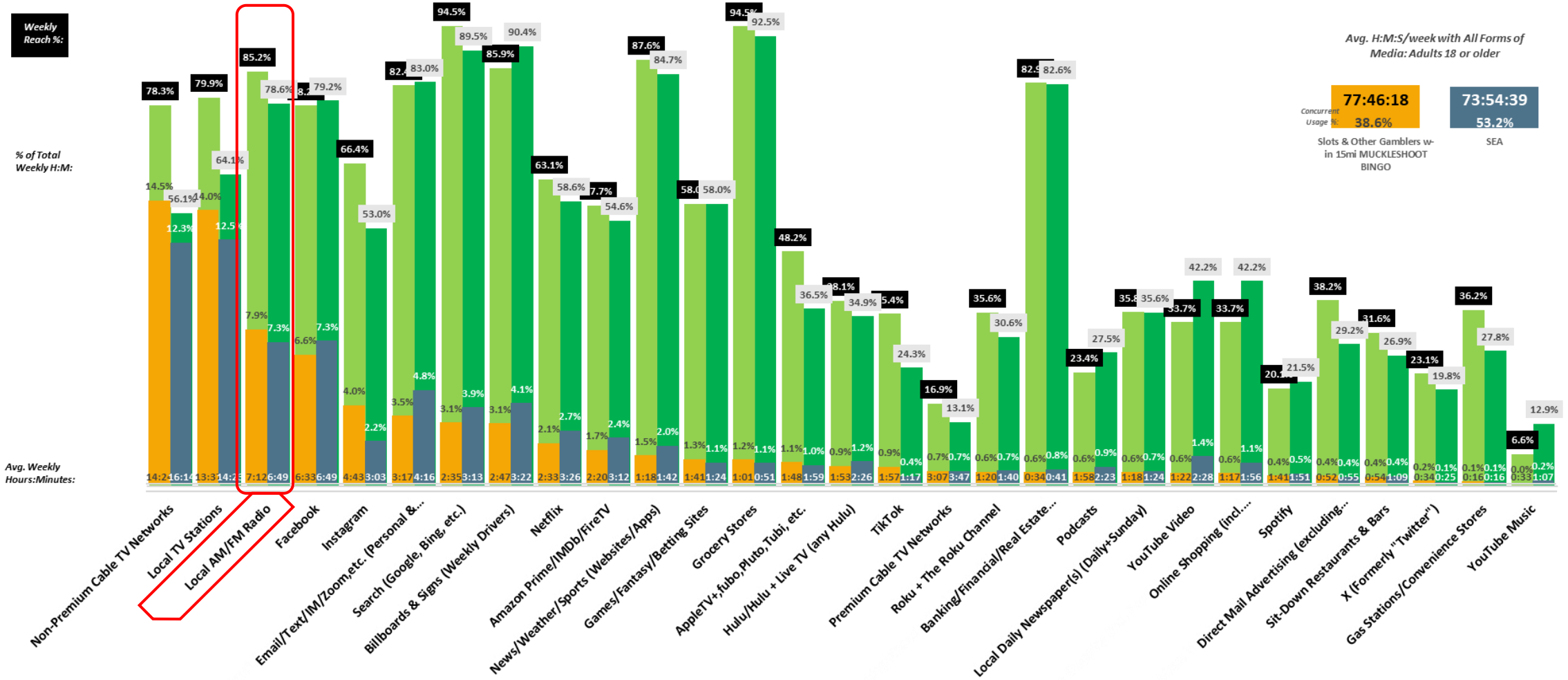
AM 880 K·I·X·I

2060 Digital



Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 3 days, 5 hours, 46 minutes and 18 seconds each week with All Forms of Media.

85.2% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an avg. of 7 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,782

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING — Share of Everything for Anything ©

HUBBARD RADIO

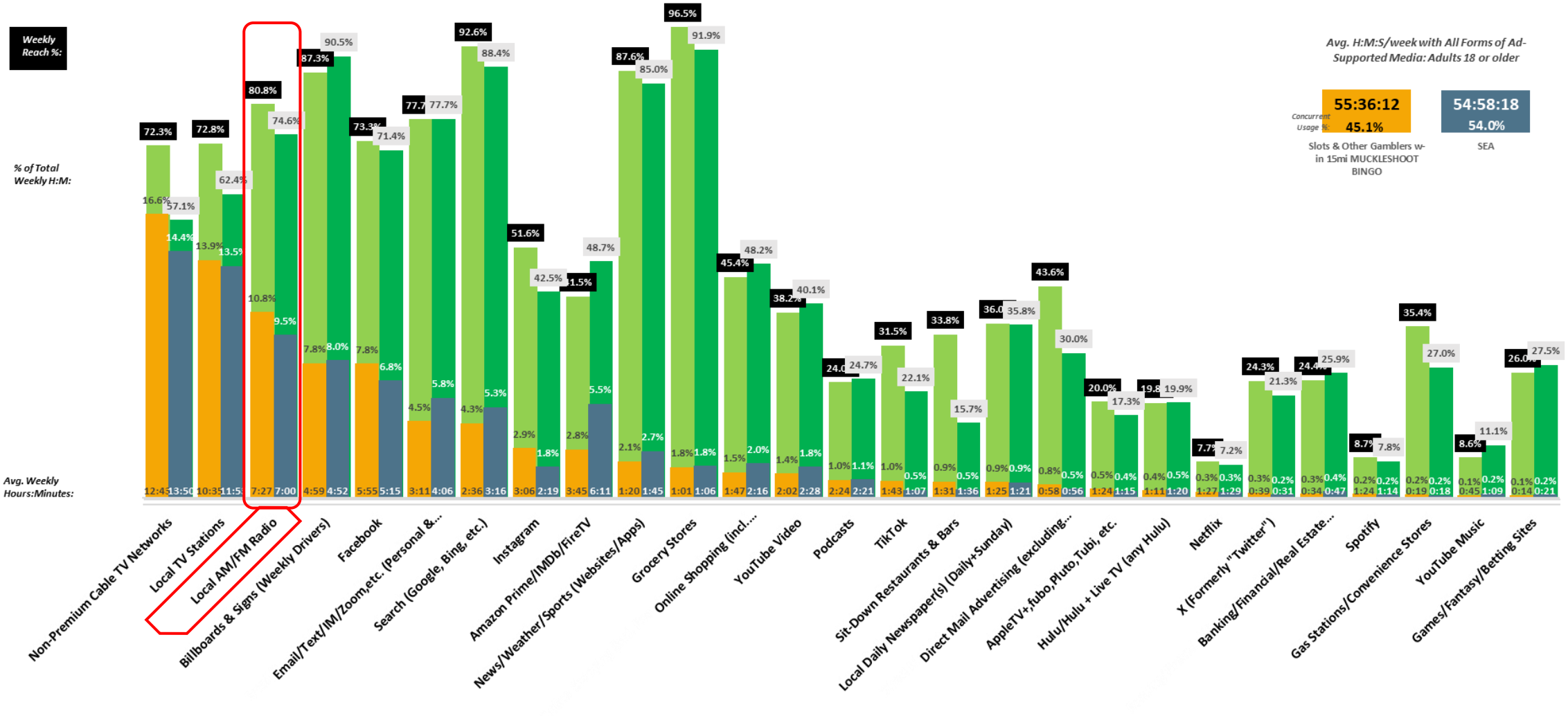
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION — warm 106.9 — 98.9 THE BULL — AM 880 K·I·X·I — 2060 Digital



Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 2 days, 7 hours, 36 minutes and 12 seconds each week with All Forms of Ad-Supported Media.

80.8% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,782

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

HB Hubbard BROADCASTING

Share of Everything for Anything ©

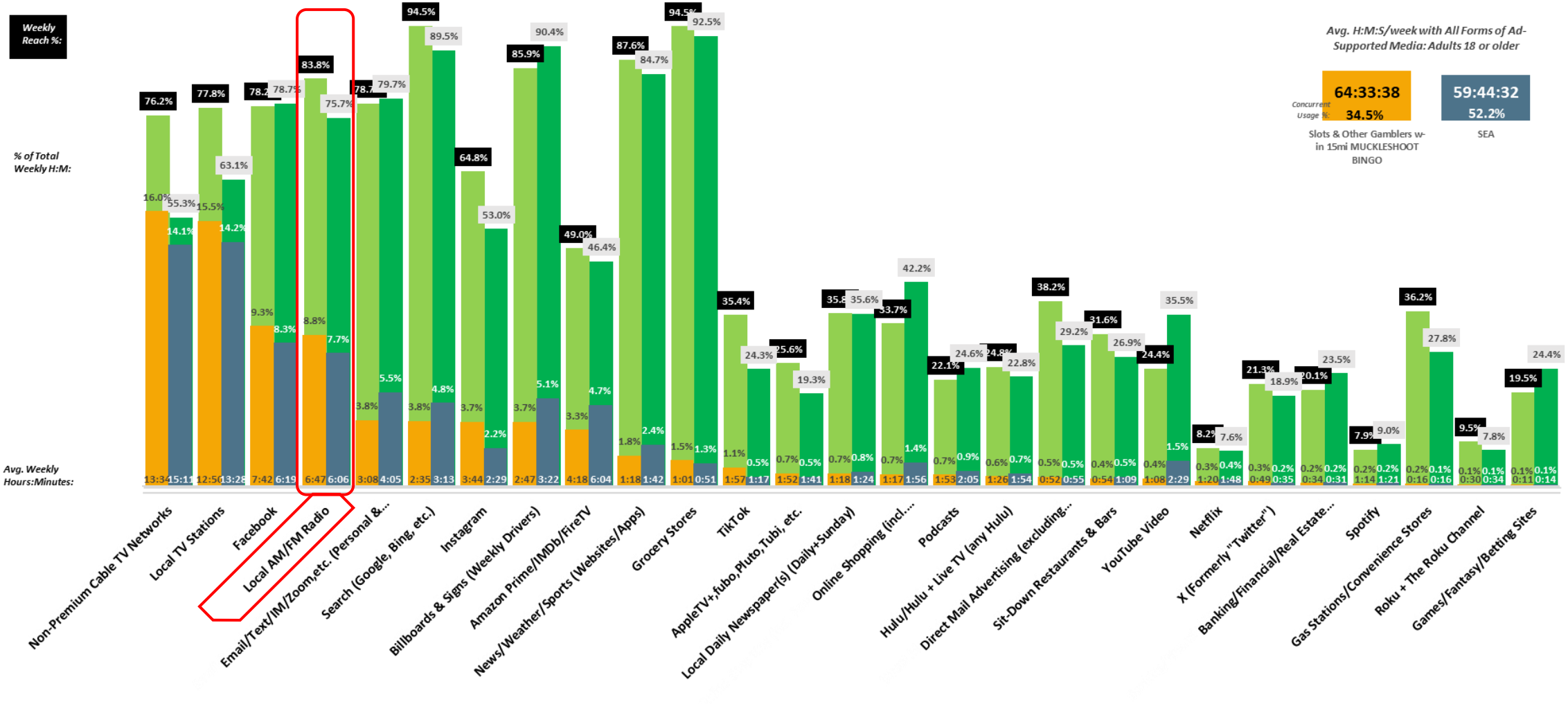
AM 880 K·I·X·I

2060 Digital



Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 2 days, 16 hours, 33 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

83.8% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,782
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

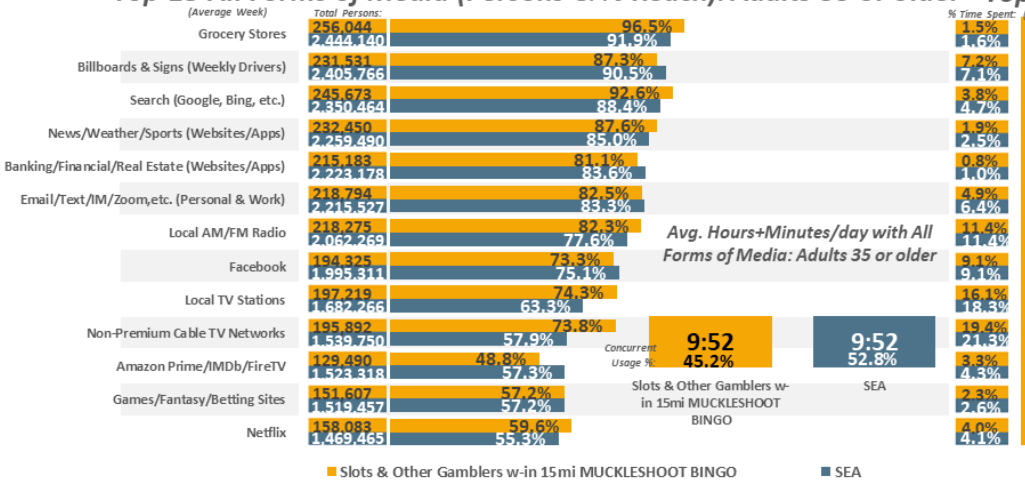
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

Share of Everything for Anything ©

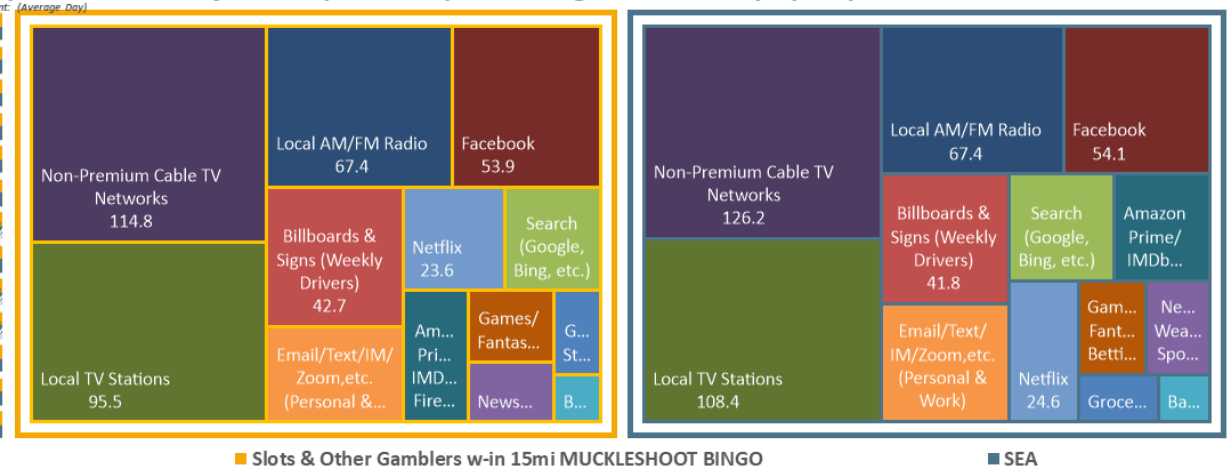


Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

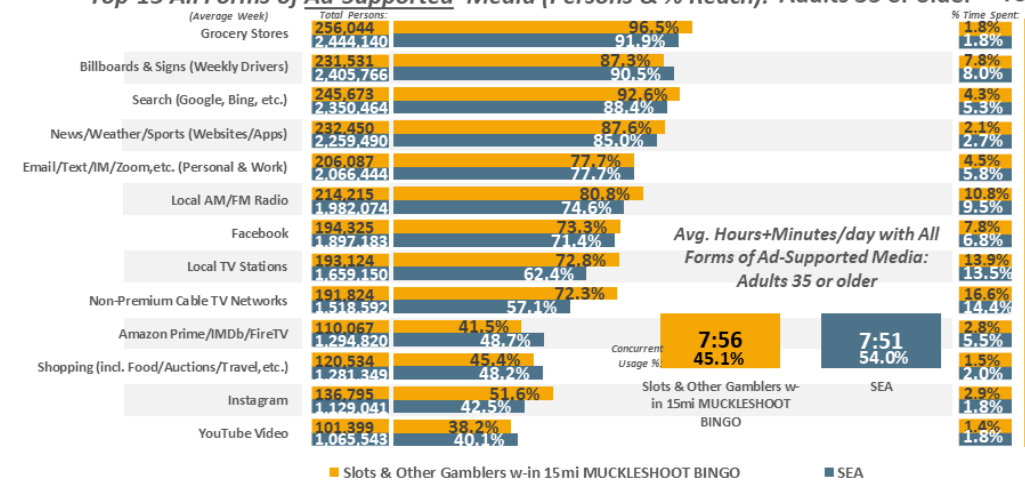
Top-13 All Forms of Media (Persons & % Reach): **Adults 35 or older**



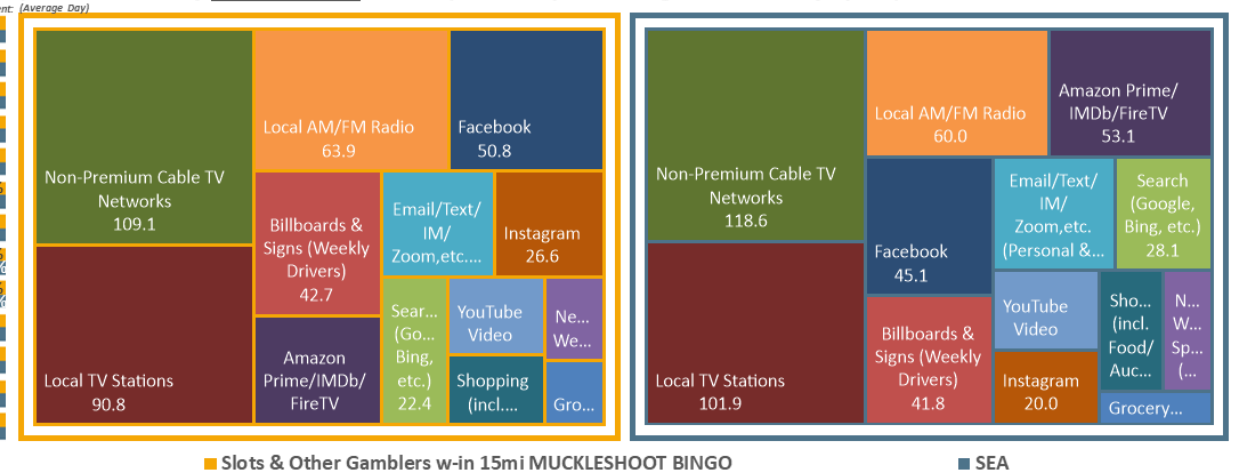
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 35 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 35 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (% Time Spent & Avg. Minutes/day Spent): **Adults 35 or older**



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

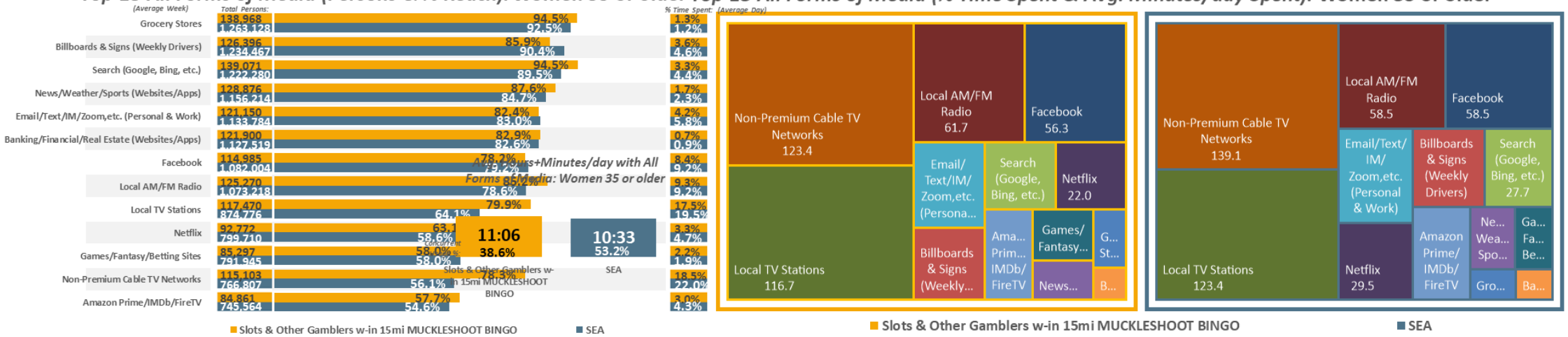
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

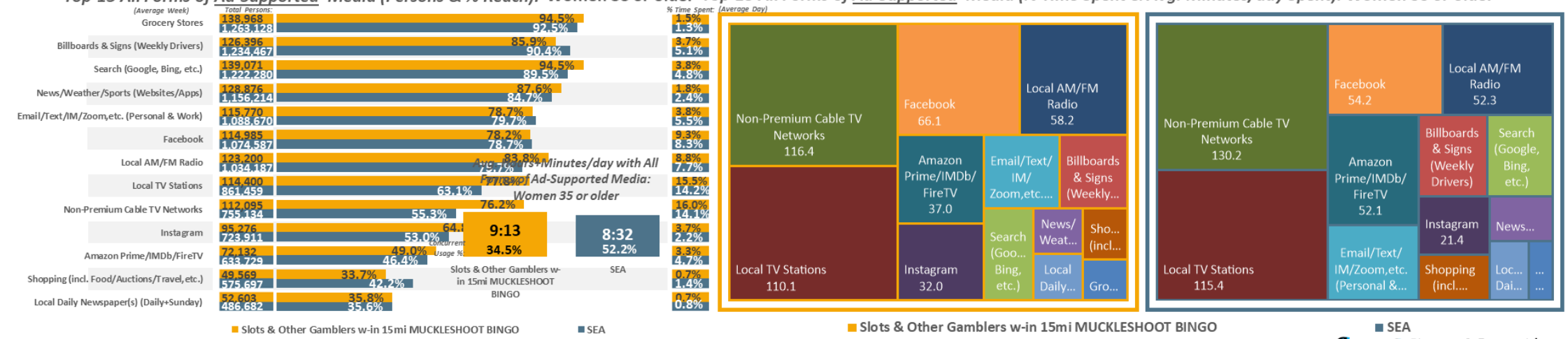


Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 9 hours and 13 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): **Women 35 or older** ***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Women 35 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Women 35 or older** ***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):*** **Women 35 or older**



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

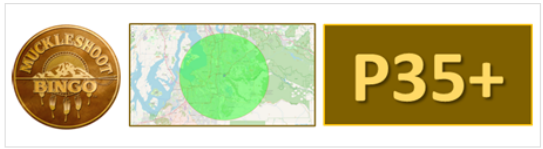
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

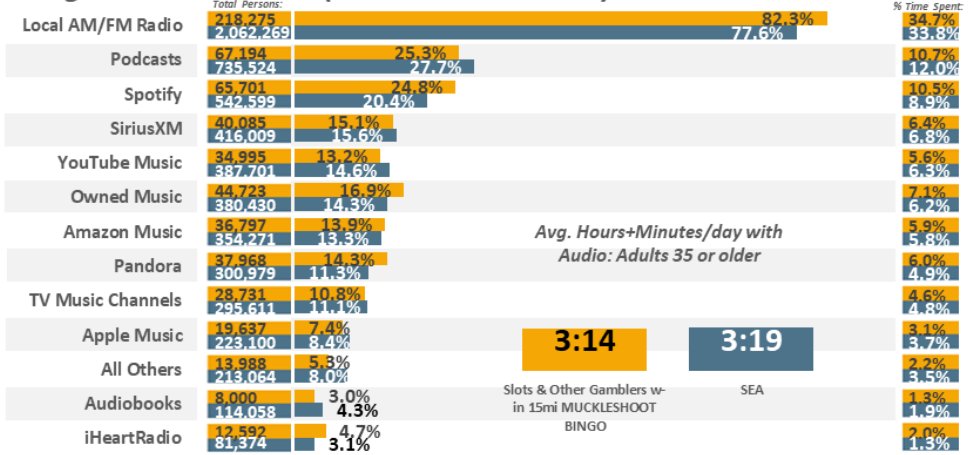
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

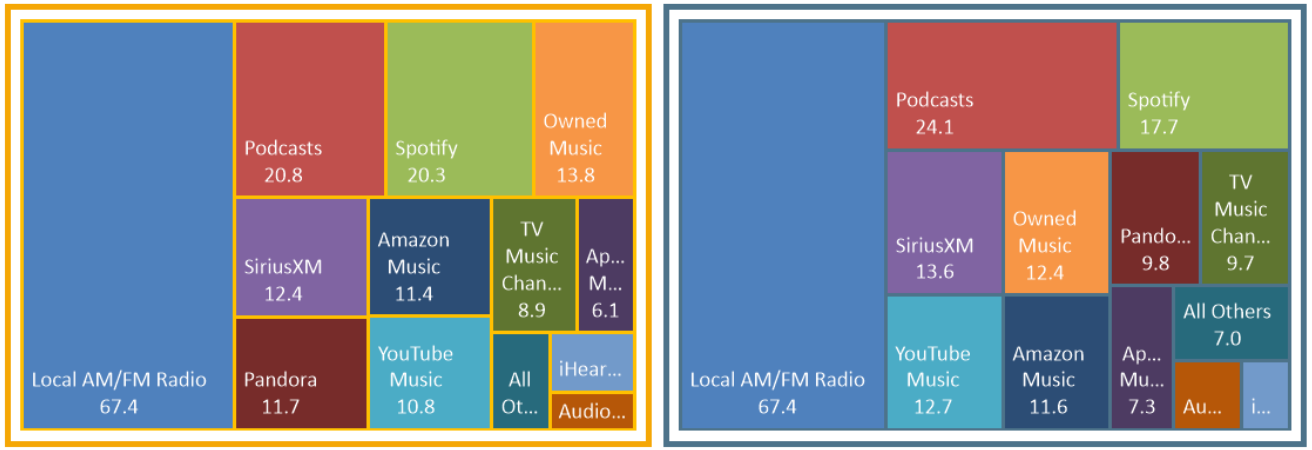


214,215 or 80.8% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

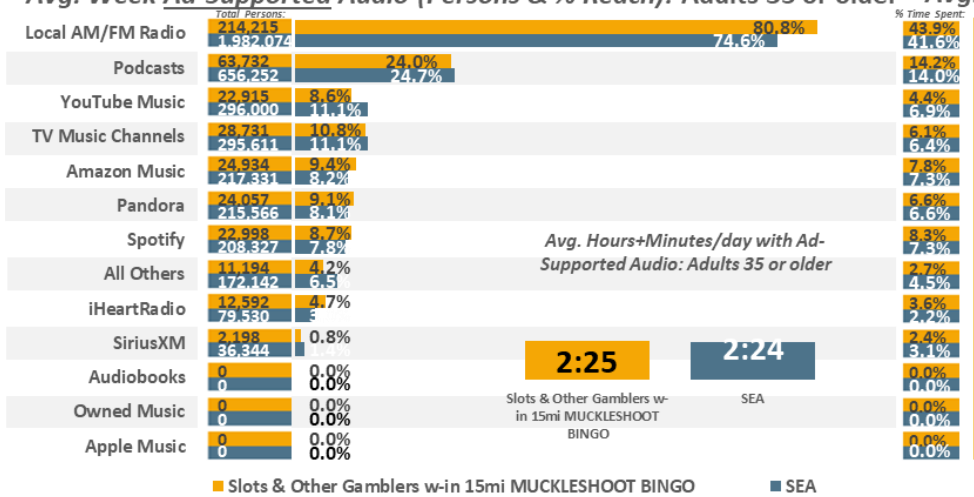
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



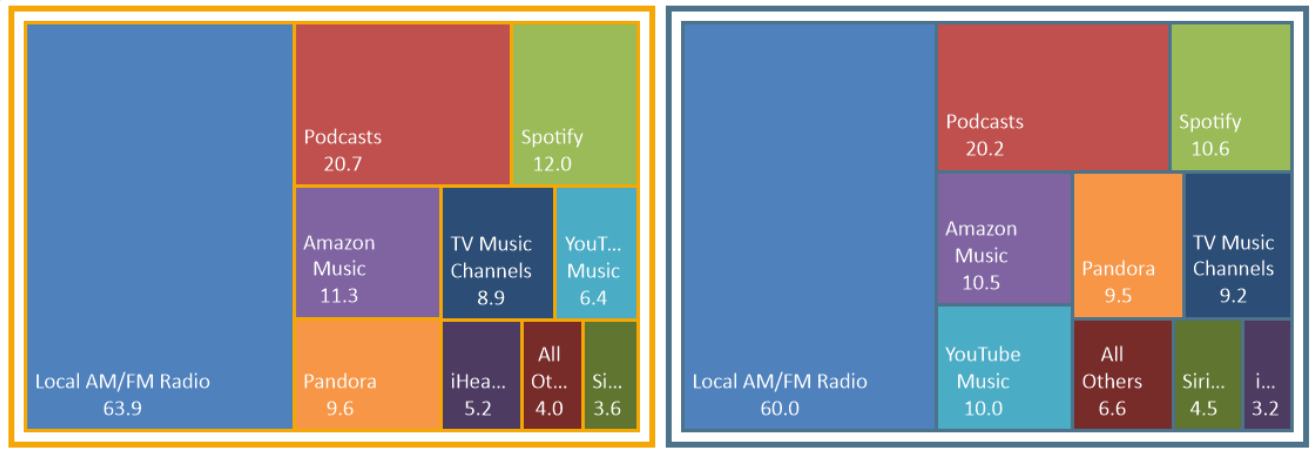
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

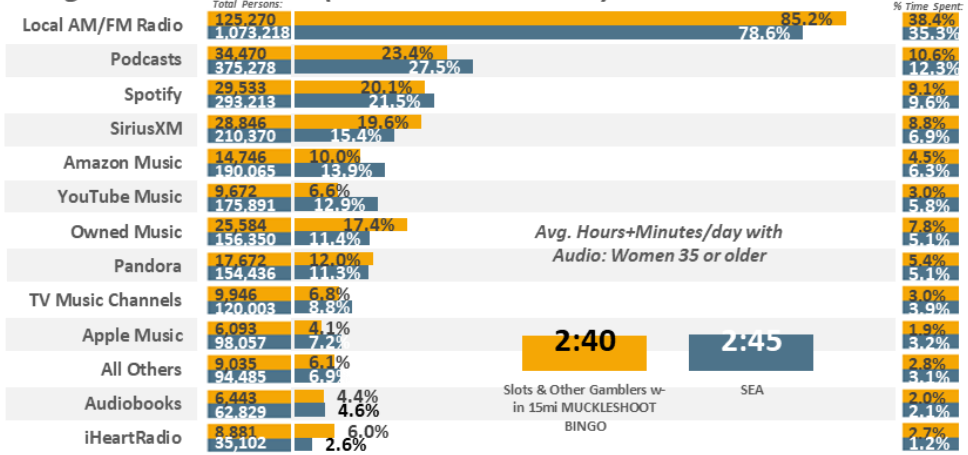
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

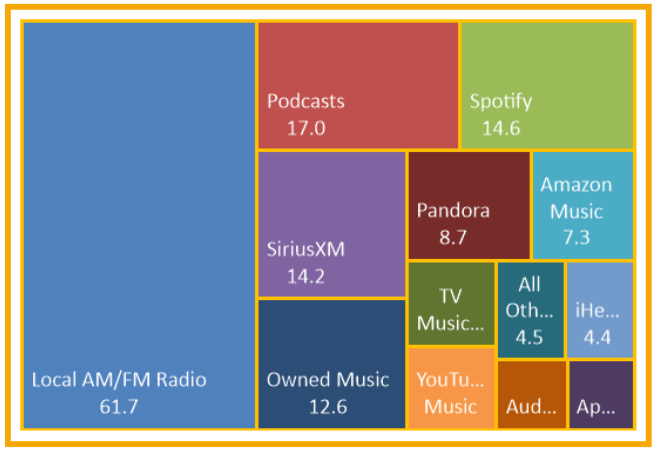
soefa.ai Share of Everything for Anything ©

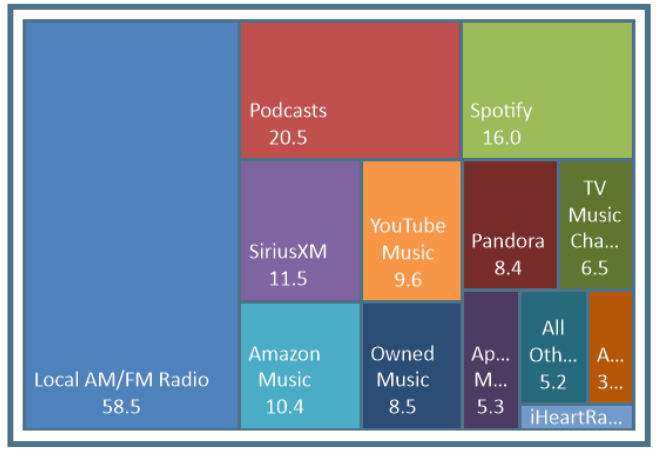


123,200 or 83.8% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 50.4% of all time spent daily with Ad-Supported Audio.

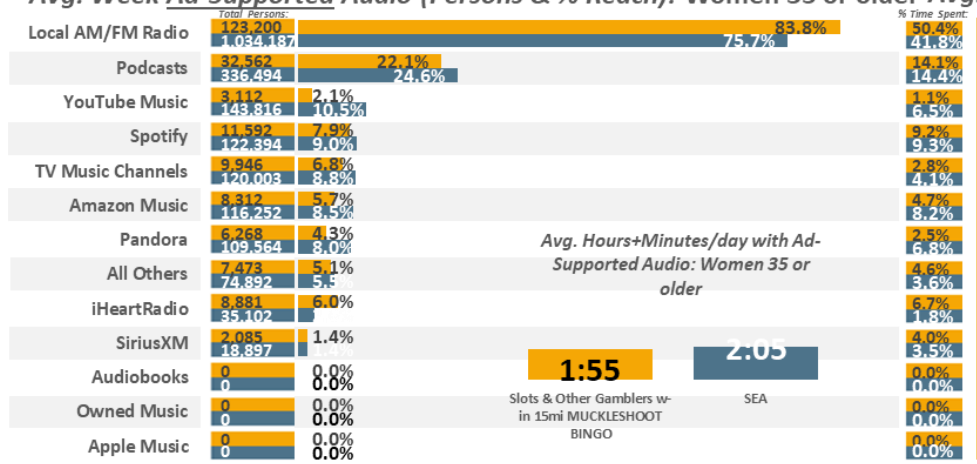
Avg. Week All Audio (Persons & % Reach): Women 35 or older

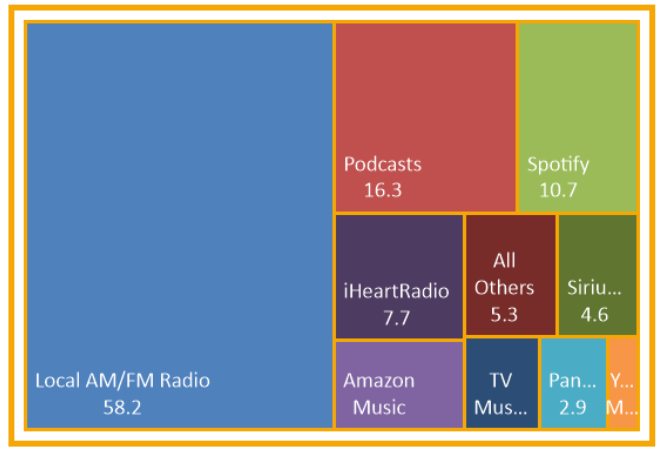


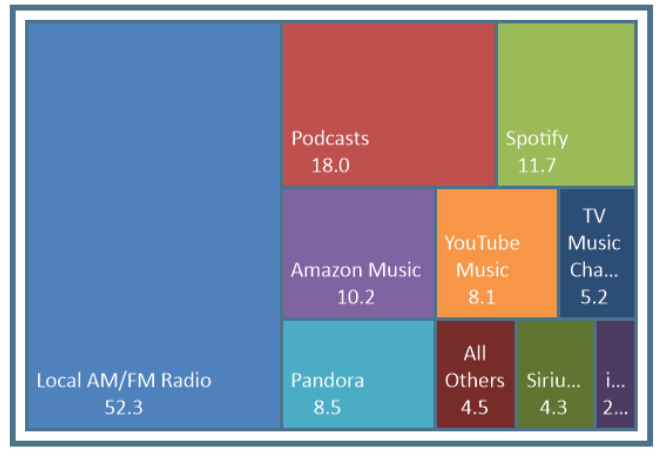




Avg. Week Ad-Supported Audio (Persons & % Reach): Women 35 or older







SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

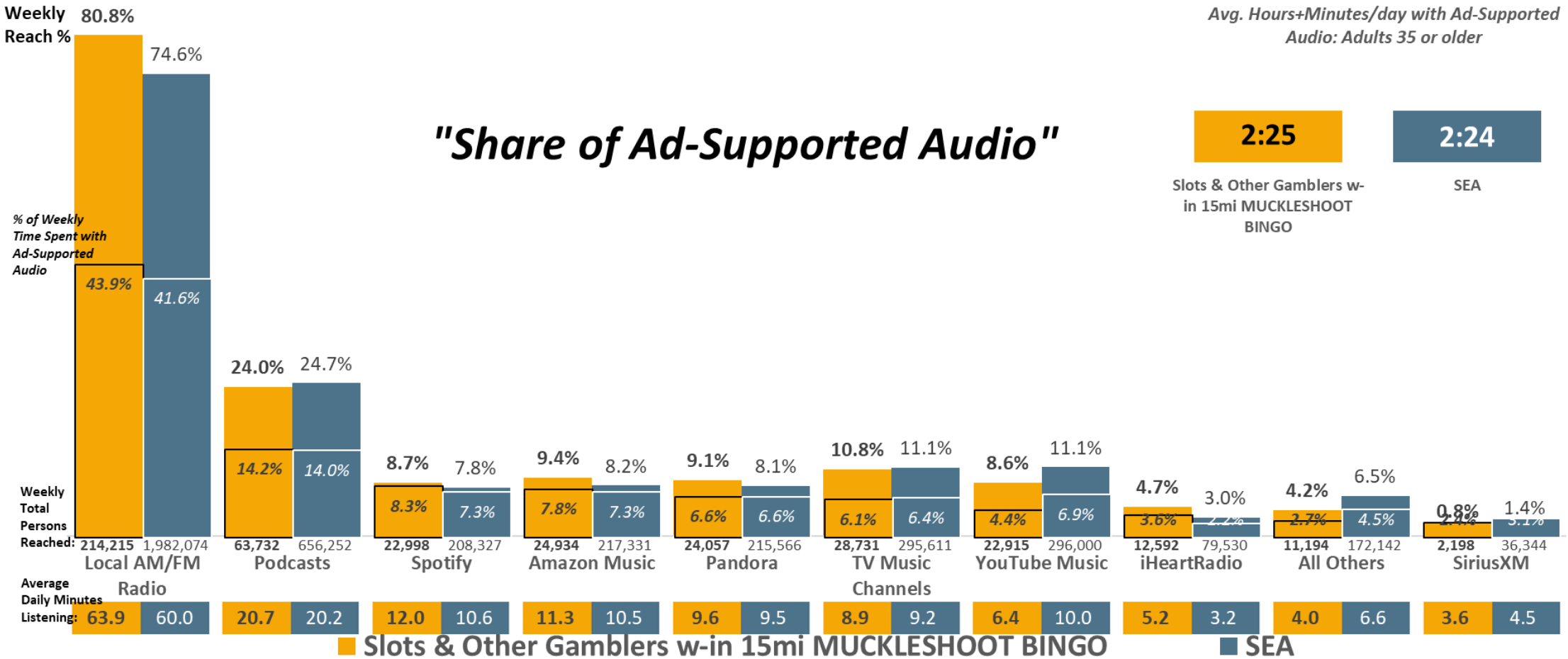
HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

soefa.ai Share of Everything for Anything ©

P35+

214,215 or 80.8% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

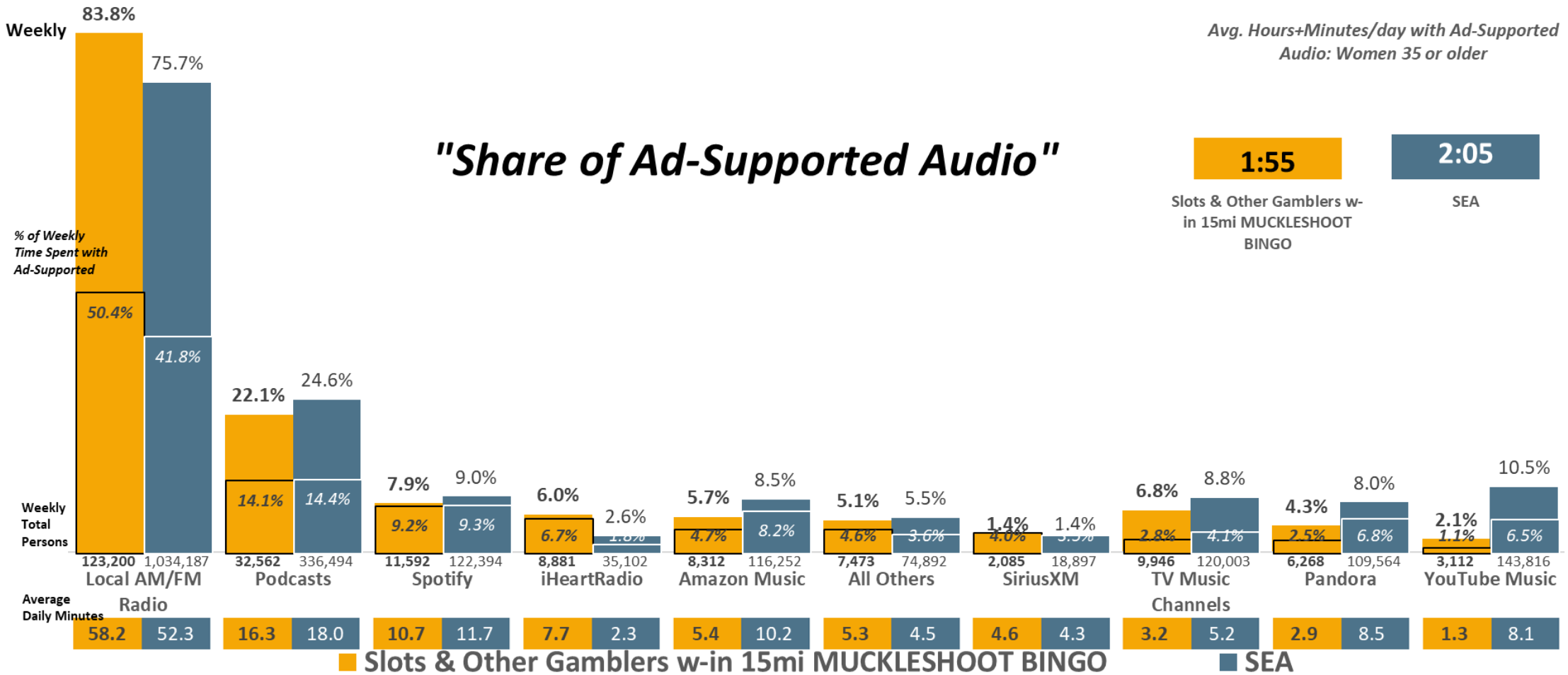
HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

soefa.ai Share of Everything for Anything ©

W35+

123,200 or 83.8% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 50.4% of all time spent daily with Ad-Supported Audio.



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

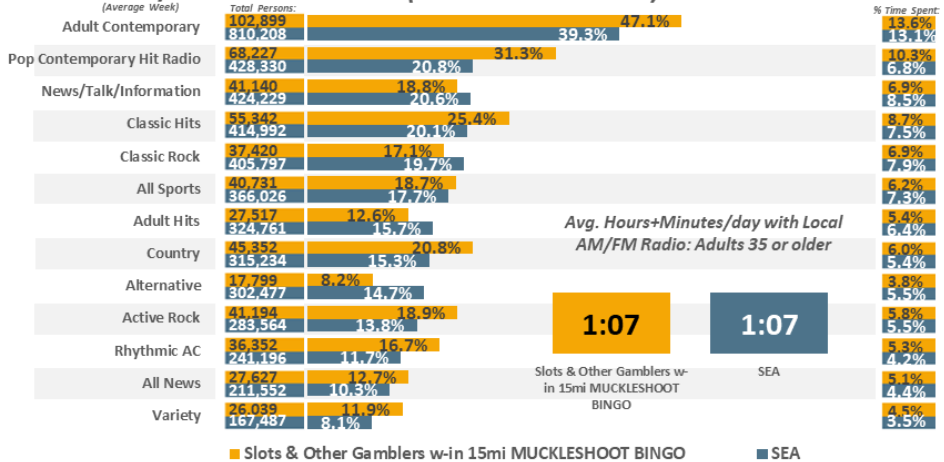
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

soefa.ai Share of Everything for Anything ©

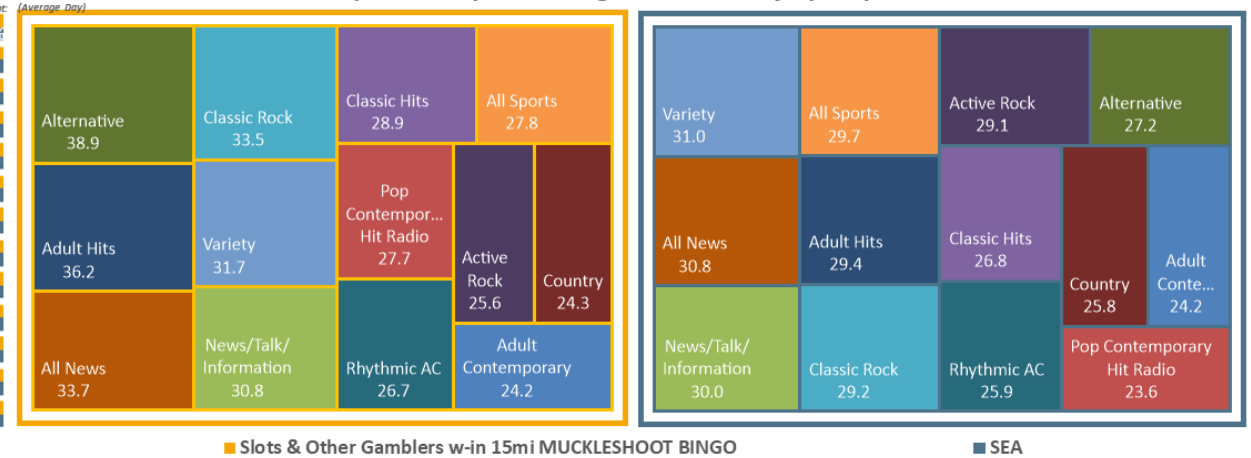


214,215 or 80.8% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Active Rock.

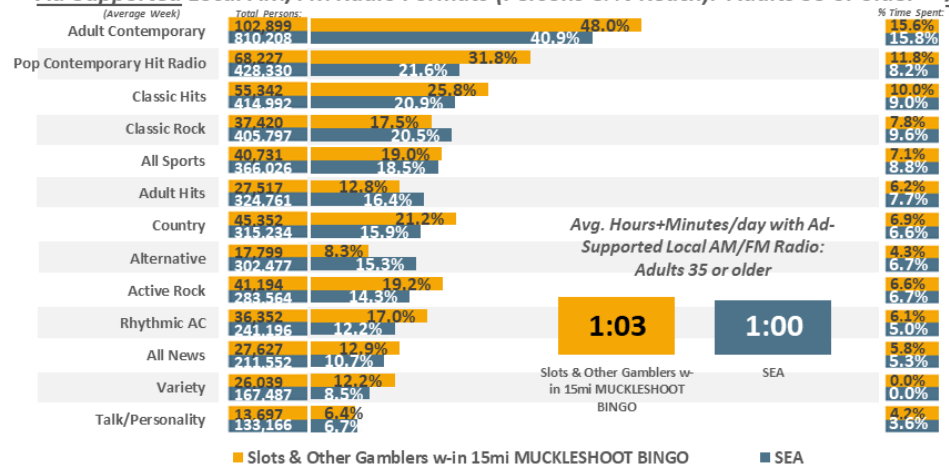
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



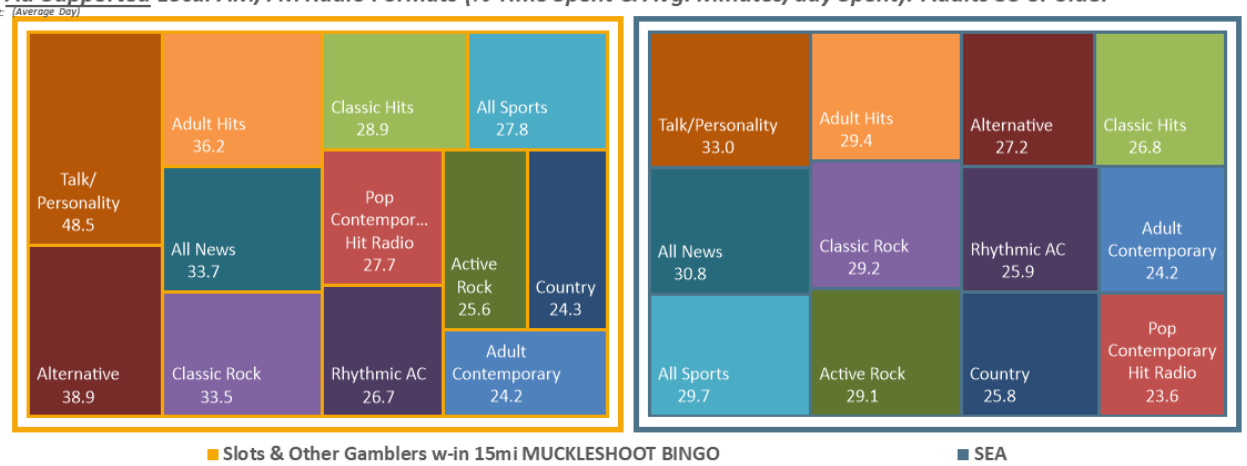
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

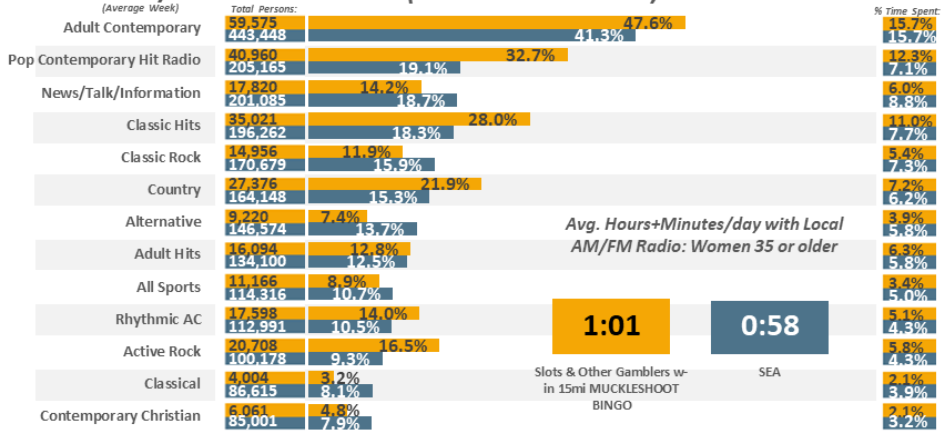
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

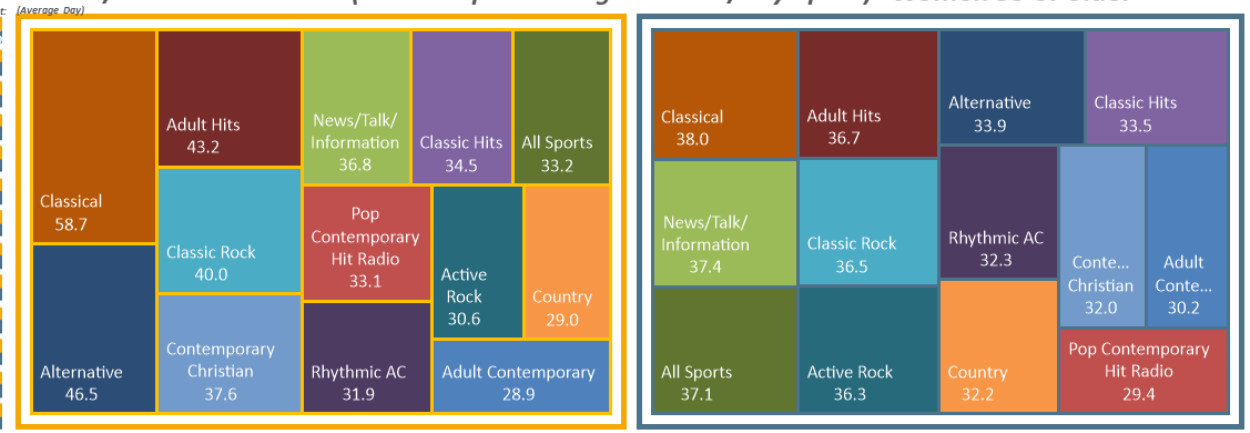


123,200 or 83.8% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Active Rock.

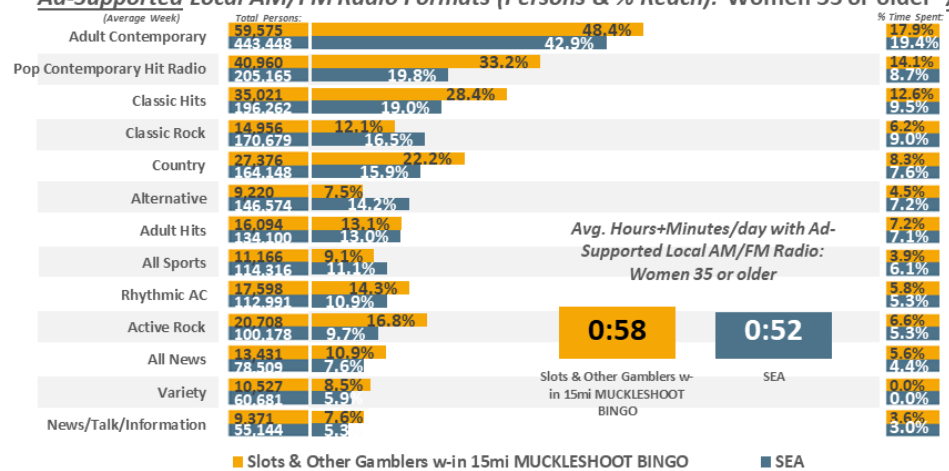
Local AM/FM Radio Formats (Persons & % Reach): Women 35 or older



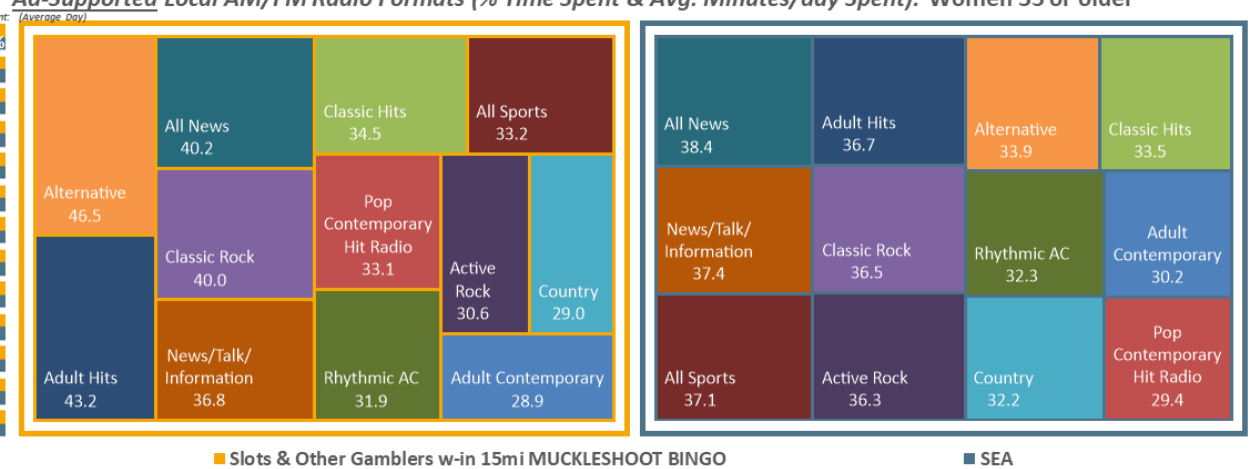
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 35 or older



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

SEATTLE-TACOMA (User Defined Survey Area)
AUG24 / JUL24 / JUN24
SCARBOROUGH R1 2024: JAN23-JAN24
Station Rankings Based on: All Stations

Qualitative Criteria Used: (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

Top Local AM/FM Radio Stations *reaching…*
P35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.







Adults 35+

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	Qual Daily Cume Rating	***Qual Weekly Cume Persons****	Qual Weekly Cume Rating	Qual Index
1	KJEB-FM	iHeartMedia Inc	Classic Hits	1,200	0.4	18,000	6.0	54,400	18.2	136
2	***KRWM-FM***	***Hubbard Radio LLC***	***Adult Contemporary***	***700***	***0.2***	***14,200***	***4.8***	***47,000***	***15.8***	***127***
3	***KQMV-FM***	***Hubbard Radio LLC***	***Pop Contemporary Hit Radio***	***700***	***0.2***	***15,100***	***5.1***	***45,800***	***15.4***	***134***
4	KJAQ-FM	iHeartMedia Inc	Adult Hits	500	0.2	10,600	3.6	40,700	13.6	116
5	KBKS-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	600	0.2	11,300	3.8	38,800	13.0	127
6	KHTP-FM	Audacy	Rhythmic AC	600	0.2	10,600	3.6	35,100	11.8	111
7	KZOK-FM	iHeartMedia Inc	Classic Rock	900	0.3	12,300	4.1	33,700	11.3	78
8	KNWN-AM	Lotus Communications Corp	All News	700	0.2	12,400	4.2	33,000	11.1	116
9	KISW-FM	Audacy	Active Rock	1,100	0.4	11,100	3.7	31,800	10.7	106
10	KSWD-FM	Audacy	Adult Contemporary	500	0.2	8,400	2.8	31,500	10.6	82
11	KKWF-FM	Audacy	Country	800	0.3	10,900	3.7	29,800	10.0	110
12	KIRO-AM	Bonneville International Corp.	All Sports	800	0.3	9,400	3.2	26,200	8.8	117
13	KIRO-FM	Bonneville International Corp.	News Talk Information	1,200	0.4	11,200	3.8	25,700	8.6	103
14	KNKX-FM	Friends of 88.5 FM	Variety	500	0.2	6,500	2.2	21,600	7.2	127
15	KPLZ-FM	Lotus Communications Corp	Country	400	0.1	5,700	1.9	20,500	6.9	119
16	KUOW-FM	University of Washington	News Talk Information	600	0.2	8,100	2.7	18,100	6.1	90
17	KJR-FM	iHeartMedia Inc	All Sports	300	0.1	5,500	1.8	17,800	6.0	132
18	KNDD-FM	Audacy	Alternative	200	0.1	4,500	1.5	14,400	4.8	69
19	KVI-AM	Lotus Communications Corp	Talk/Personality	900	0.3	5,900	2.0	13,500	4.5	110

HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 KIXI · 2060 Digital

SEATTLE-TACOMA (User Defined Survey Area)
AUG24 / JUL24 / JUN24
SCARBOROUGH R1 2024: JAN23-JAN24
Station Rankings Based on: All Stations

Qualitative Criteria Used: (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

Top Local AM/FM Radio Stations *reaching…*
W35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.

Women 35+
M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	Qual Average Rating	Qual Daily Cume Persons	Qual Daily Cume Rating	*Qual Weekly Cume Persons**	Qual Weekly Cume Rating	Qual Index
1	KJEB-FM	iHeartMedia Inc	Classic Hits	500	0.3	9,800	6.6	31,900	21.9	166
2	***KRWM-FM***	***Hubbard Radio LLC***	***Adult Contemporary***	***500***	***0.3***	***8,800***	***5.9***	***29,600***	***20.3***	***137***
3	***KQMV-FM***	***Hubbard Radio LLC***	***Pop Contemporary Hit Radio***	***500***	***0.3***	***9,700***	***6.5***	***27,000***	***18.5***	***135***
4	KBKS-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	300	0.2	7,700	5.2	25,000	17.2	168
5	KJAQ-FM	iHeartMedia Inc	Adult Hits	300	0.2	6,200	4.2	24,100	16.6	174
6	KHTP-FM	Audacy	Rhythmic AC	300	0.2	6,700	4.5	20,100	13.8	114
7	KNKX-FM	Friends of 88.5 FM	Variety	600	0.4	7,100	4.8	17,900	12.3	211
8	KKWF-FM	Audacy	Country	400	0.3	5,800	3.9	17,000	11.7	120
9	KSWD-FM	Audacy	Adult Contemporary	400	0.3	4,800	3.2	16,400	11.3	84
10	KNWN-AM	Lotus Communications Corp	All News	400	0.3	6,200	4.2	15,000	10.3	129
11	KZOK-FM	iHeartMedia Inc	Classic Rock	200	0.1	4,000	2.7	12,800	8.8	78
12	KISW-FM	Audacy	Active Rock	200	0.1	3,800	2.6	12,300	8.4	127
13	KCMS-FM	CRISTA Media	Christian Adult Contemporary	500	0.3	4,500	3.0	11,500	7.9	129
14	KPLZ-FM	Lotus Communications Corp	Country	200	0.1	2,700	1.8	9,600	6.6	124
15	KIRO-FM	Bonneville International Corp.	News Talk Information	500	0.3	3,900	2.6	8,100	5.6	105
16	KIRO-AM	Bonneville International Corp.	All Sports	200	0.1	2,400	1.6	7,100	4.9	111
17	KLSW-FM	Educational Media Foundation	Contemporary Christian	100	0.1	2,700	1.8	6,900	4.7	78
18	KNDD-FM	Audacy	Alternative	100	0.1	2,100	1.4	6,600	4.5	63
19	KUOW-FM	University of Washington	News Talk Information	200	0.1	3,200	2.1	5,700	3.9	72






HUBBARD RADIO



Top Audio Media *reaching…*
P35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.







SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 35+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
M-S 6am-mid cume: KJEB-FM	55,342	20.9%	136
M-S 6am-mid cume: KRWM-FM	47,809	18.0%	127
M-S 6am-mid cume: KBKS-FM	47,041	17.7%	127
M-S 6am-mid cume: KISW-FM	41,194	15.5%	106
M-S 6am-mid cume: KQMV-FM	39,513	14.9%	134
M-S 6am-mid cume: KPLZ-FM	39,337	14.8%	119
M-S 6am-mid cume: KKWF-FM	38,070	14.4%	110
M-S 6am-mid cume: KZOK-FM	36,699	13.8%	78
M-S 6am-mid cume: KHTP-FM	36,352	13.7%	111
M-S 6am-mid cume: KSWD-FM	32,362	12.2%	82
M-S 6am-mid cume: KIRO-FM	30,016	11.3%	103
M-S 6am-mid cume: KIRO-AM	29,130	11.0%	117
M-S 6am-mid cume: KNWN-AM	27,627	10.4%	116
M-S 6am-mid cume: KJAQ-FM	27,517	10.4%	116
Audio streaming services used past 7 days: Amazon Music (free)	24,934	9.4%	102
Audio streaming services used past 7 days: Pandora (free)	24,057	9.1%	82
Audio streaming services used past 7 days: Spotify (free)	22,998	8.7%	127
Audio streaming services used past 7 days: YouTube Music (free)	22,915	8.6%	86
M-S 6am-mid cume: KJR-FM	18,671	7.0%	132
M-S 6am-mid cume: KNKX-FM	18,255	6.9%	128
M-S 6am-mid cume: KNDD-FM	15,205	5.7%	69
M-S 6am-mid cume: KXXO-FM	13,148	5.0%	92
Audio streaming services used past 7 days: iHeartRadio (free)	12,592	4.7%	133
M-S 6am-mid cume: KCMS-FM	12,411	4.7%	92
M-S 6am-mid cume: KUOW-FM	10,888	4.1%	90
Audio streaming services used past 7 days: SiriusXM app/website	8,792	3.3%	75
M-S 6am-mid cume: KLSW-FM	8,147	3.1%	65
M-S 6am-mid cume: KVI-AM	7,760	2.9%	110
Audio streaming services used past 7 days: Other free audio service	7,665	2.9%	63
M-S 6am-mid cume: KTTH-AM	7,659	2.9%	127
M-S 6am-mid cume: KBCS-FM	6,983	2.6%	173
M-S 6am-mid cume: KJR-AM	6,540	2.5%	147
M-S 6am-mid cume: KPNW-FM	6,457	2.4%	80
M-S 6am-mid cume: KYYO-FM	6,052	2.3%	217

HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
WOMEN 35+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
M-S 6am-mid cume: KJEB-FM	35,021	23.8%	166
M-S 6am-mid cume: KBKS-FM	29,148	19.8%	168
M-S 6am-mid cume: KRWM-FM	28,031	19.1%	137
M-S 6am-mid cume: KPLZ-FM	26,518	18.0%	124
M-S 6am-mid cume: KQMV-FM	24,900	16.9%	135
M-S 6am-mid cume: KKWF-FM	24,390	16.6%	120
M-S 6am-mid cume: KISW-FM	20,708	14.1%	127
M-S 6am-mid cume: KSWD-FM	20,275	13.8%	84
M-S 6am-mid cume: KHTP-FM	17,598	12.0%	114
M-S 6am-mid cume: KJAQ-FM	16,094	10.9%	174
M-S 6am-mid cume: KZOK-FM	14,956	10.2%	78
M-S 6am-mid cume: KIRO-FM	13,942	9.5%	105
M-S 6am-mid cume: KNWN-AM	13,431	9.1%	129
Audio streaming services used past 7 days: Spotify (free)	11,592	7.9%	127
M-S 6am-mid cume: KNKX-FM	10,527	7.2%	211
Audio streaming services used past 7 days: iHeartRadio (free)	8,881	6.0%	119
M-S 6am-mid cume: KIRO-AM	8,537	5.8%	111
Audio streaming services used past 7 days: SiriusXM app/website	8,338	5.7%	117
Audio streaming services used past 7 days: Amazon Music (free)	8,312	5.7%	65
M-S 6am-mid cume: KNDD-FM	7,398	5.0%	63
M-S 6am-mid cume: KCMS-FM	6,934	4.7%	129
Audio streaming services used past 7 days: Pandora (free)	6,268	4.3%	47
M-S 6am-mid cume: KYYO-FM	6,052	4.1%	256
M-S 6am-mid cume: KLSW-FM	5,531	3.8%	78
Audio streaming services used past 7 days: Other free audio service	5,421	3.7%	87
M-S 6am-mid cume: KUOW-FM	4,581	3.1%	72
M-S 6am-mid cume: KJR-FM	4,176	2.8%	144
M-S 6am-mid cume: KING-FM	3,823	2.6%	63
M-S 6am-mid cume: KXXO-FM	3,189	2.2%	43
Audio streaming services used past 7 days: YouTube Music (free)	3,112	2.1%	26
M-S 6am-mid cume: KPNW-FM	2,796	1.9%	60
M-S 6am-mid cume: KNHC-FM	2,138	1.5%	77
M-S 6am-mid cume: KVI-AM	1,346	0.9%	93
M-S 6am-mid cume: KEXP-FM	1,187	0.8%	29

Top Audio Media *reaching…*
W35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.







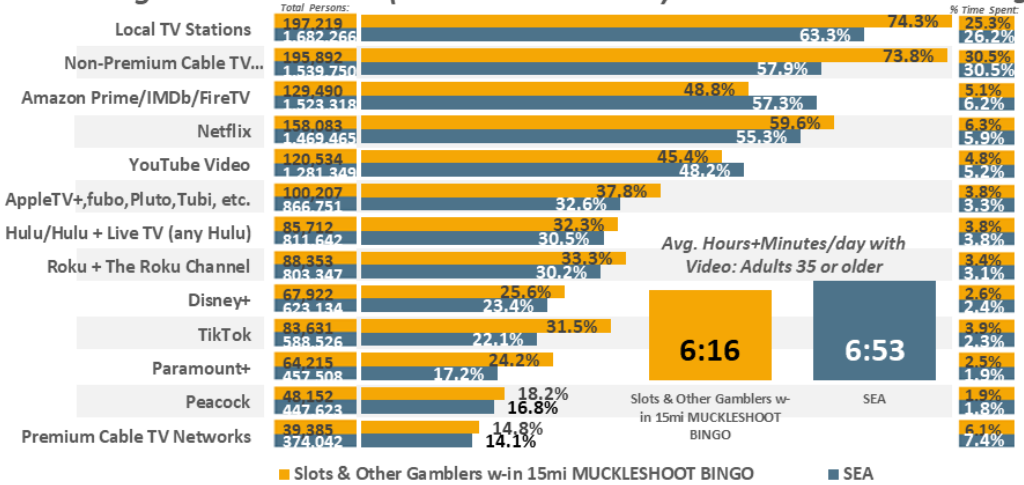
HUBBARD RADIO

MOVIN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

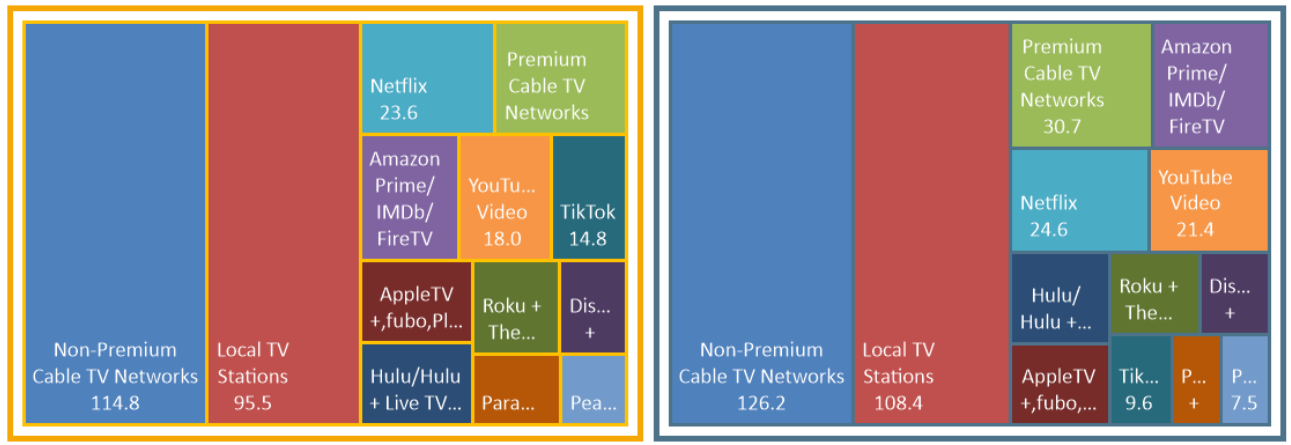


193,124 or 72.8% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO watch Ad-Supported Local TV Stations for an average of 90.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

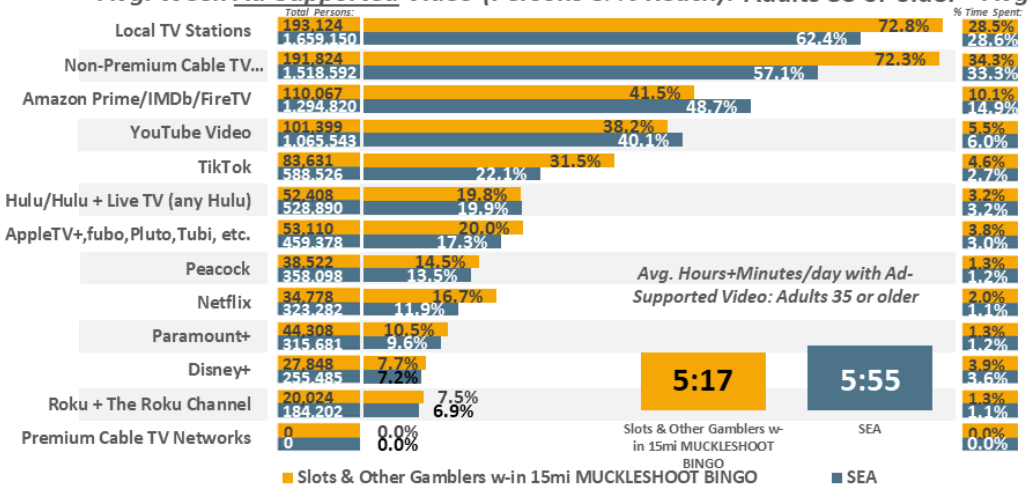
Avg. Week All Video (Persons & % Reach): Adults 35 or older



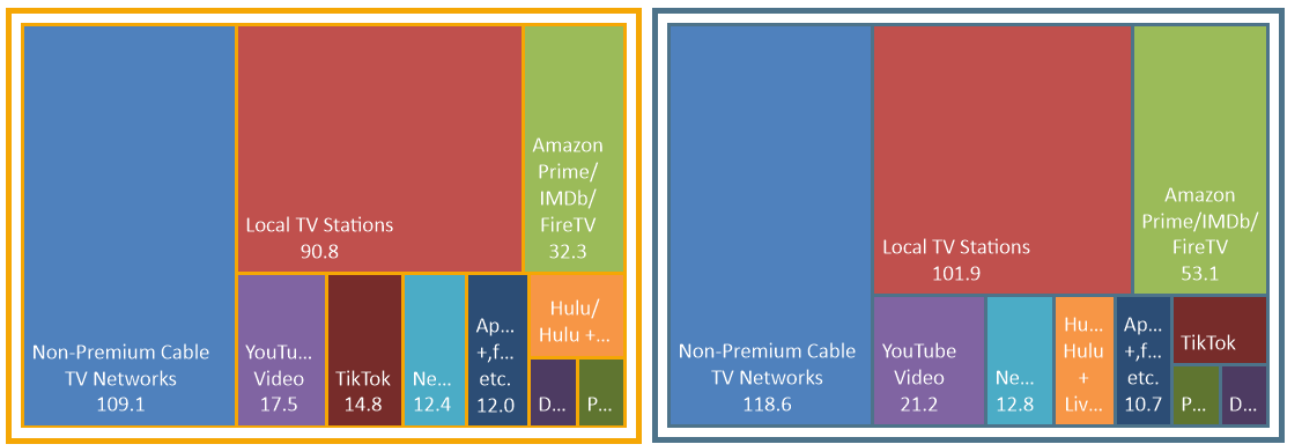
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

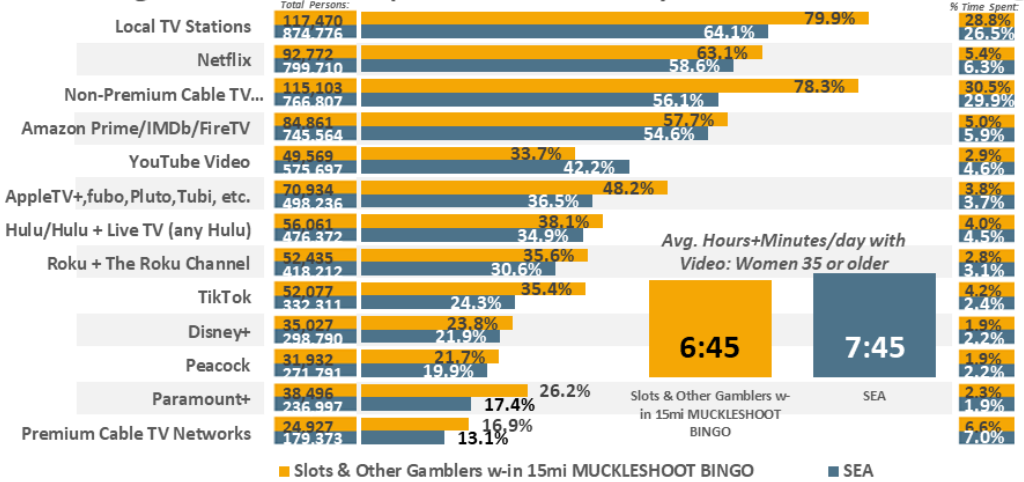
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

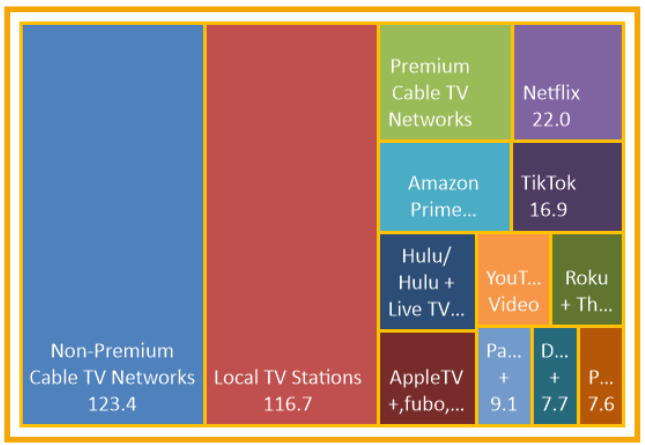
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION
warm 106.9
98.9 THE BULL
AM 880 K·I·X·I
2060 Digital

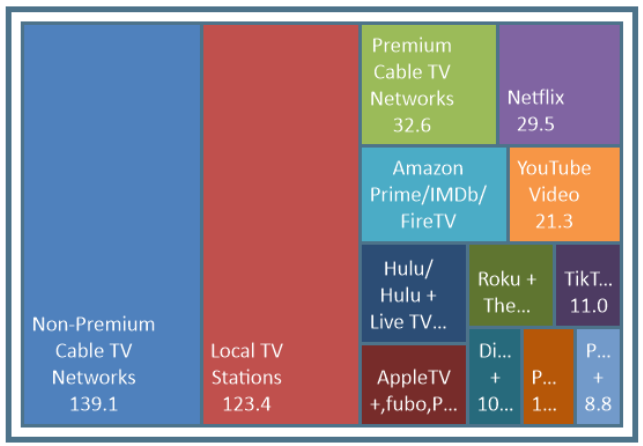


114,400 or 77.8% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO watch Ad-Supported Local TV Stations for an average of 110.1 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

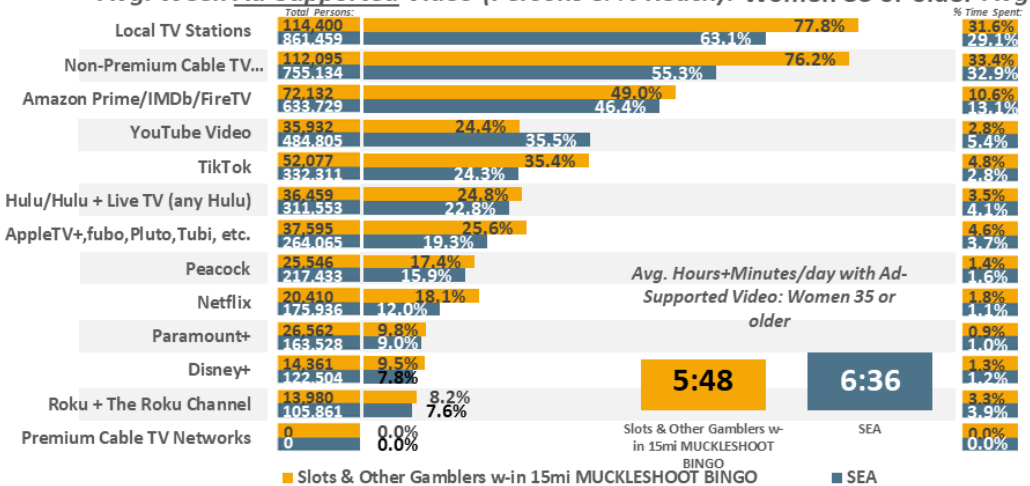
Avg. Week All Video (Persons & % Reach): Women 35 or older

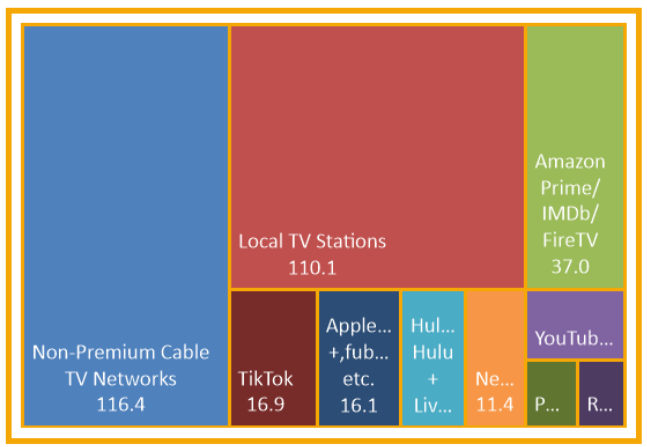


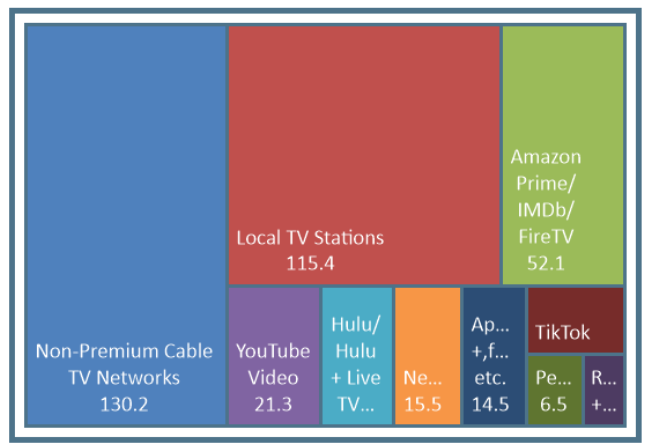




Avg. Week Ad-Supported Video (Persons & % Reach): Women 35 or older







SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

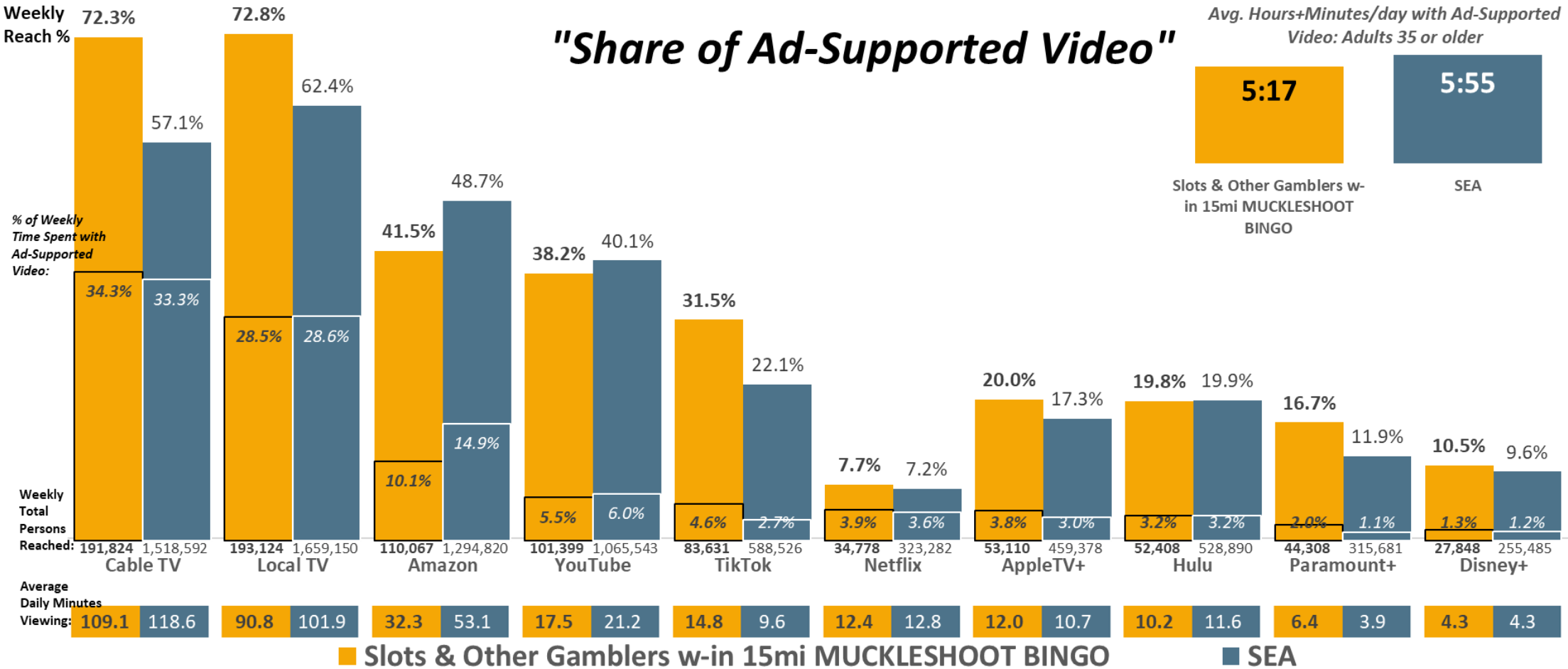
HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

P35+

193,124 or 72.8% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO watch Ad-Supported Local TV Stations for an average of 90.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

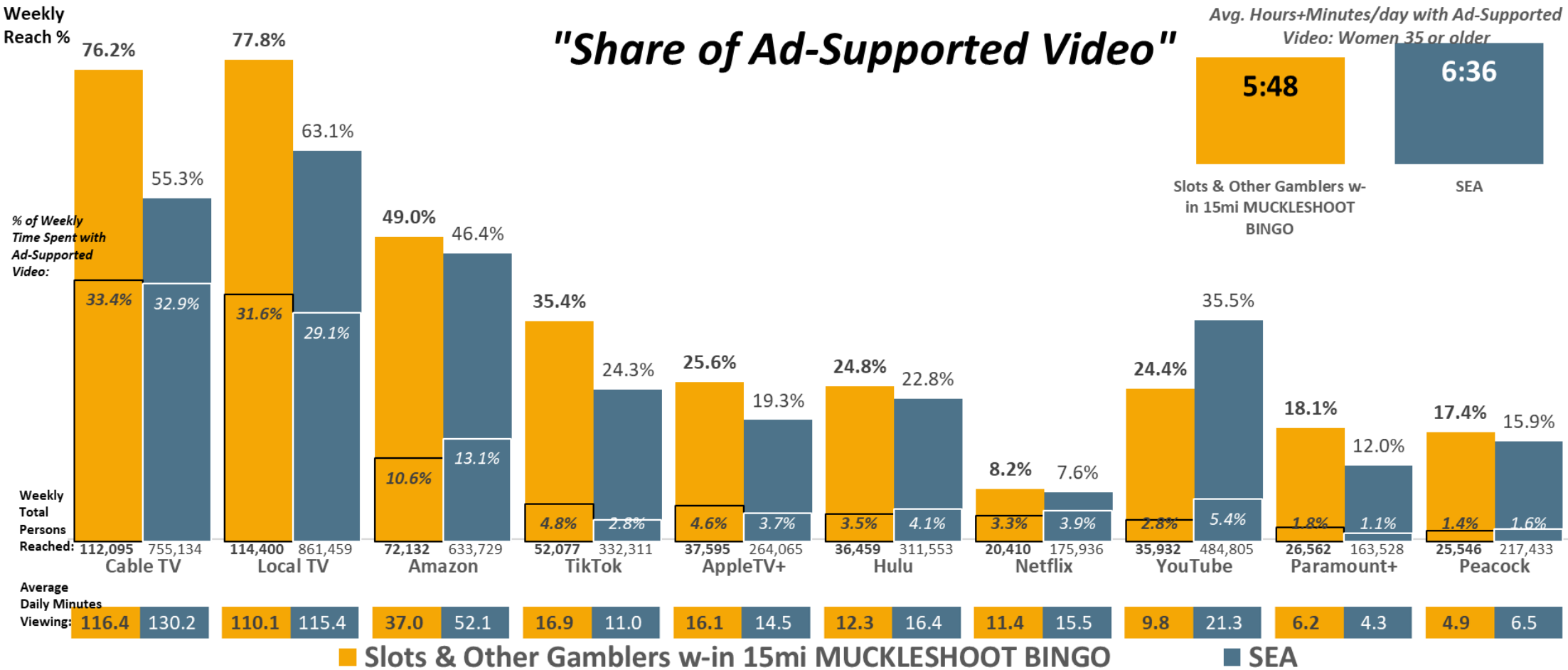
HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

soefa.ai Share of Everything for Anything ©

W35+

114,400 or 77.8% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO watch Ad-Supported Local TV Stations for an average of 110.1 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

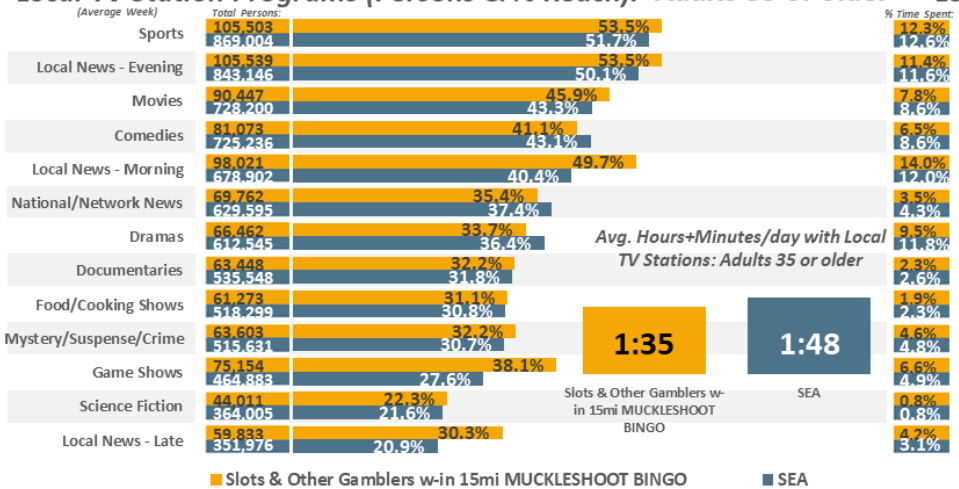
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

soefa.ai Share of Everything for Anything

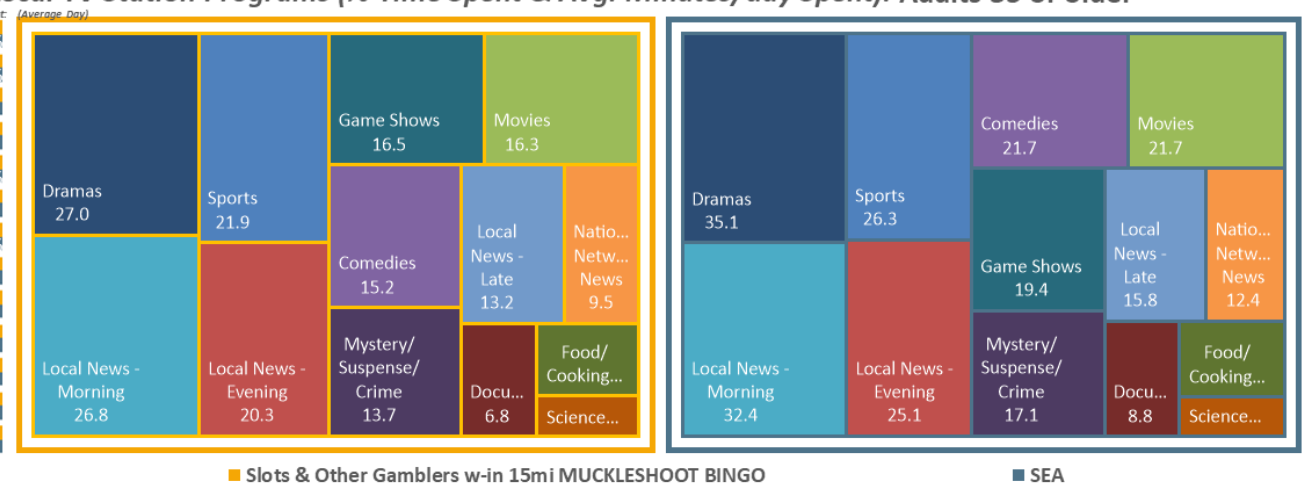


193,124 or 72.8% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

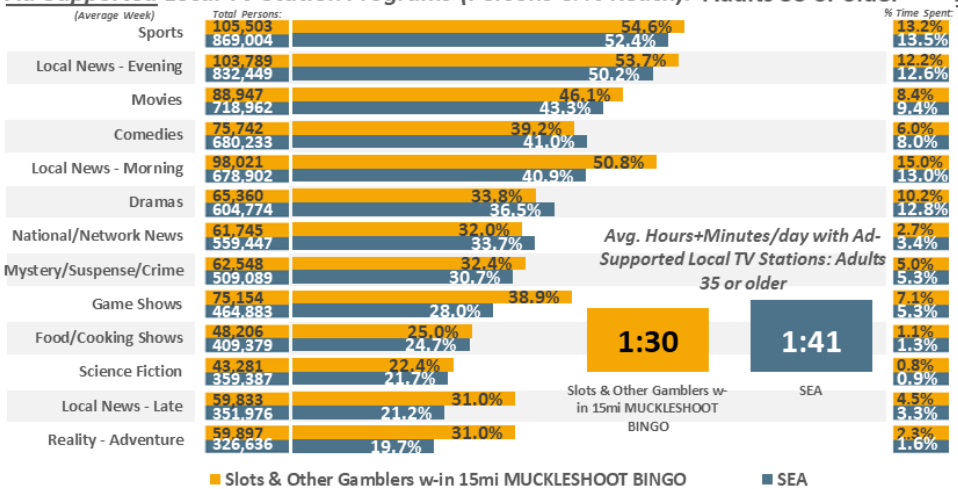
Local TV Station Programs (Persons & % Reach): Adults 35 or older



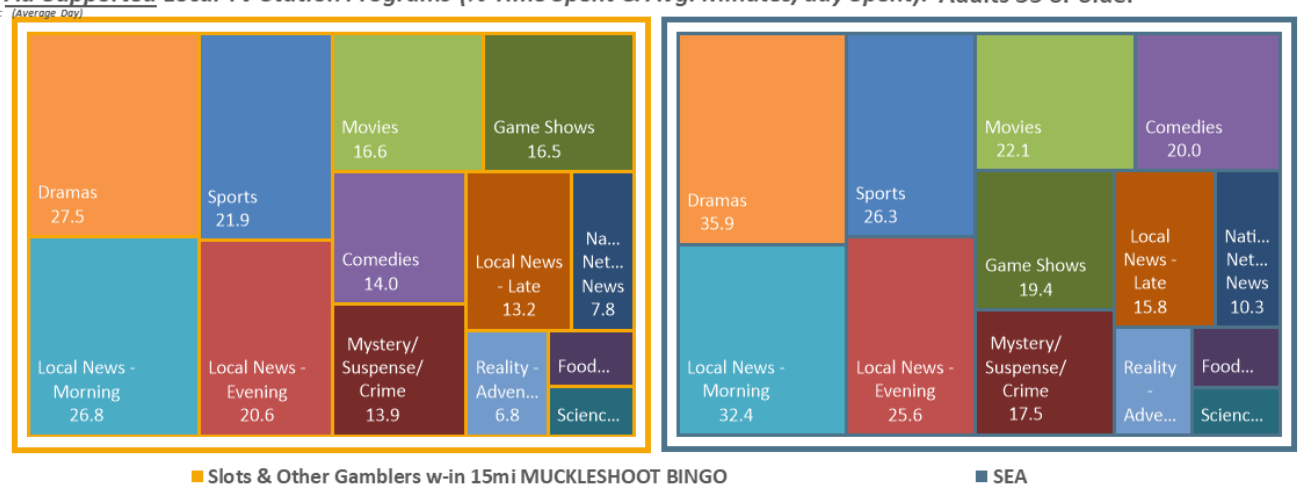
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

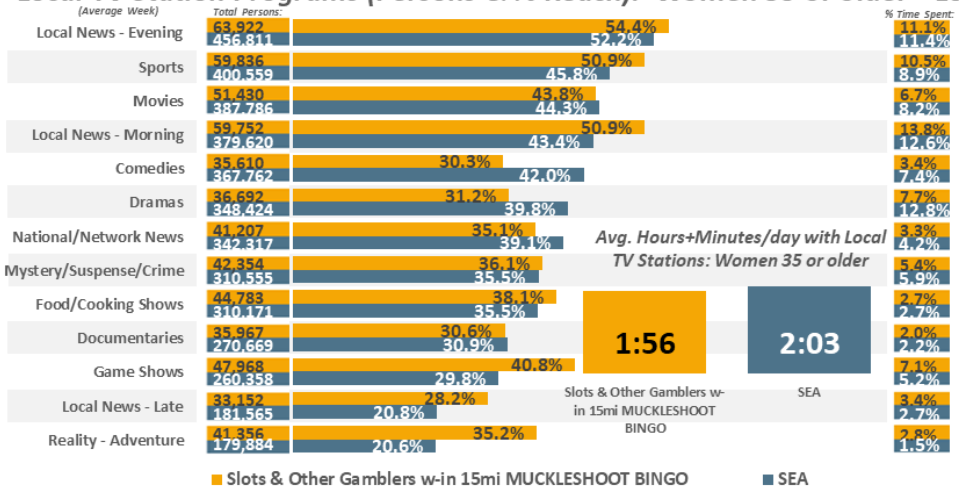
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

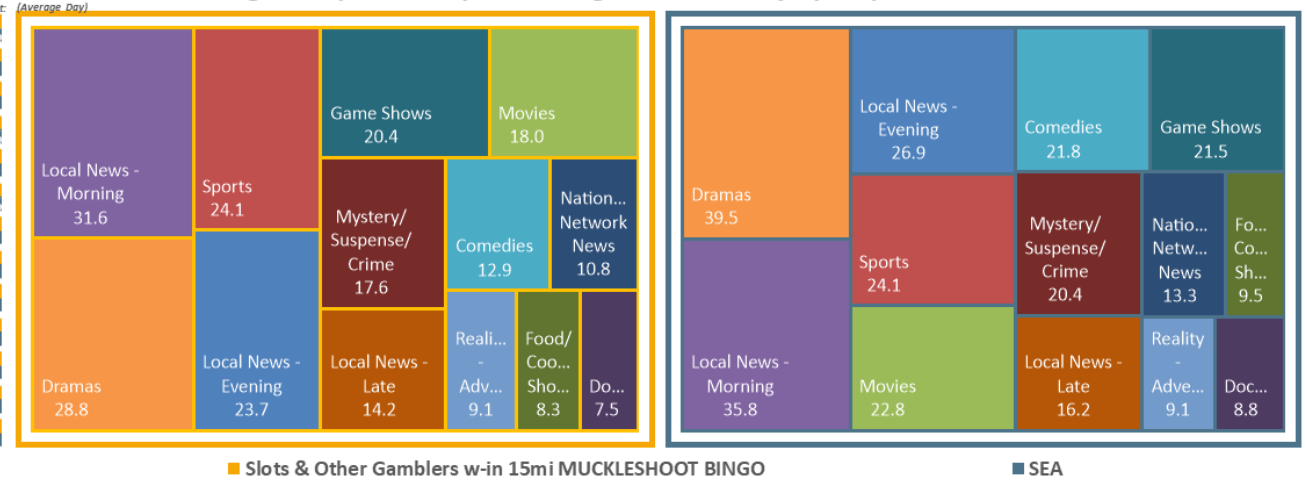


114,400 or 77.8% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Game Shows, and Mystery/Suspense/Crime.

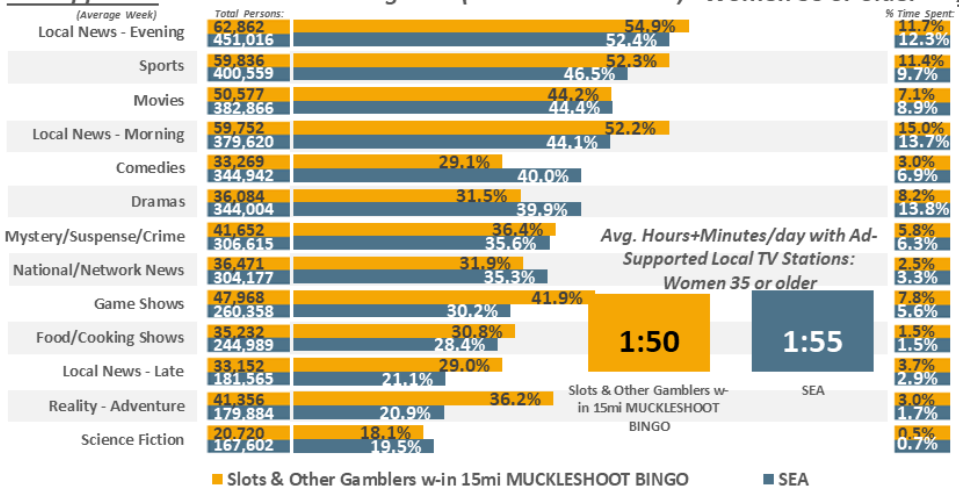
Local TV Station Programs (Persons & % Reach): Women 35 or older



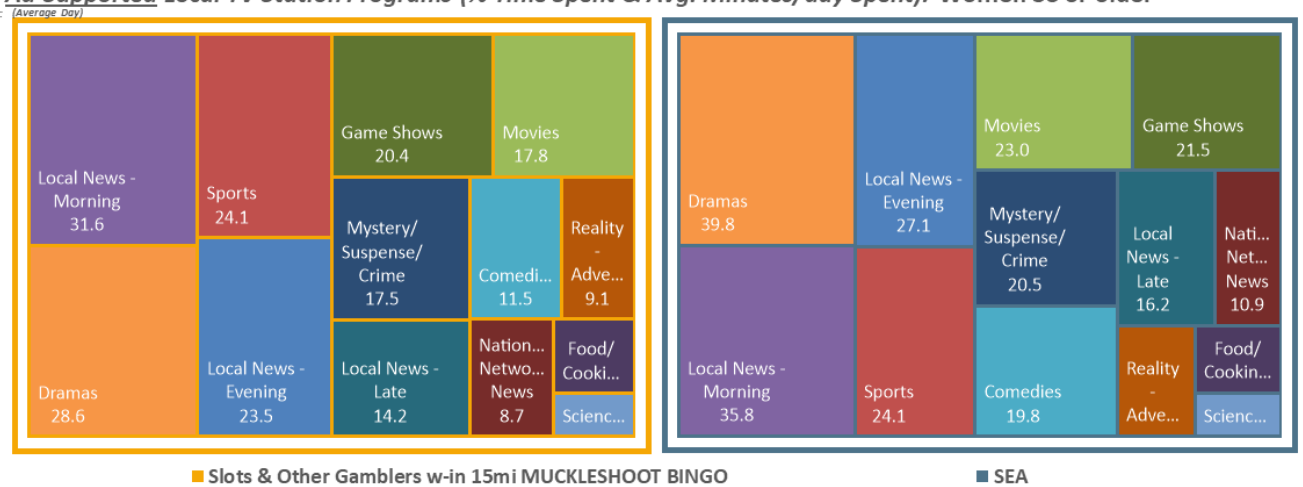
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 35 or older



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 35+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Video streaming services used past 7 days: Netflix	158,083	59.6%	102
Broadcast TV networks/stations watched past 7 days: ABC (KOMO, channel 4)	142,866	53.9%	123
Broadcast TV networks/stations watched past 7 days: CBS (KIRO, channel 7)	134,454	50.7%	122
Broadcast TV networks/stations watched past 7 days: FOX (KCPQ, channel 13)	122,612	46.2%	112
Broadcast TV networks/stations watched past 7 days: NBC (KING, channel 5)	106,046	40.0%	102
Video streaming services used past 7 days: Amazon Prime Video	104,552	39.4%	83
Video streaming services used past 7 days: YouTube (free)	101,399	38.2%	92
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	85,712	32.3%	101
Video streaming services used past 7 days: Disney+	67,922	25.6%	100
Cable networks/stations watched past 7 days: CNN	64,386	24.3%	143
Video streaming services used past 7 days: Paramount+	64,215	24.2%	129
Cable networks/stations watched past 7 days: ESPN	63,639	24.0%	116
Video streaming services used past 7 days: Max	62,327	23.5%	112
Video streaming services used past 7 days: Peacock	48,152	18.2%	109
Cable networks/stations watched past 7 days: TBS	47,095	17.8%	153
Cable networks/stations watched past 7 days: HGTV	46,546	17.5%	126
Cable networks/stations watched past 7 days: A&E	45,117	17.0%	127
Cable networks/stations watched past 7 days: History	44,032	16.6%	113
Cable networks/stations watched past 7 days: Food Network	43,156	16.3%	98
Video streaming services used past 7 days: Apple TV+	41,570	15.7%	113
Cable networks/stations watched past 7 days: Discovery Channel	41,330	15.6%	110
Cable networks/stations watched past 7 days: FX	36,404	13.7%	137
Broadcast TV networks/stations watched past 7 days: PBS (KCTS, channel 9)	34,697	13.1%	79
Cable networks/stations watched past 7 days: FOX News Channel	32,276	12.2%	128
Cable networks/stations watched past 7 days: ROOT SPORTS	27,694	10.4%	102
Cable networks/stations watched past 7 days: TNT	27,592	10.4%	118
Cable networks/stations watched past 7 days: NFL Network	27,247	10.3%	138
Video streaming services used past 7 days: Pluto TV	26,476	10.0%	166
Cable networks/stations watched past 7 days: Disney Channel	26,411	10.0%	141

MUCKLESHOOT BINGO



Top Video Media *reaching…*
P35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.







HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
WOMEN 35+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Video streaming services used past 7 days: Netflix	92,772	63.1%	105
Broadcast TV networks/stations watched past 7 days: ABC (KOMO, channel 4)	85,743	58.3%	127
Broadcast TV networks/stations watched past 7 days: CBS (KIRO, channel 7)	80,062	54.4%	128
Video streaming services used past 7 days: Amazon Prime Video	72,980	49.6%	100
Broadcast TV networks/stations watched past 7 days: FOX (KCPQ, channel 13)	68,004	46.2%	114
Broadcast TV networks/stations watched past 7 days: NBC (KING, channel 5)	59,737	40.6%	106
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	56,061	38.1%	106
Cable networks/stations watched past 7 days: CNN	45,037	30.6%	170
Video streaming services used past 7 days: Paramount+	38,496	26.2%	149
Cable networks/stations watched past 7 days: HGTV	37,171	25.3%	154
Video streaming services used past 7 days: YouTube (free)	35,932	24.4%	66
Video streaming services used past 7 days: Disney+	35,027	23.8%	102
Video streaming services used past 7 days: Max	33,747	22.9%	123
Video streaming services used past 7 days: Peacock	31,932	21.7%	117
Cable networks/stations watched past 7 days: ESPN	26,427	18.0%	127
Cable networks/stations watched past 7 days: TBS	25,956	17.6%	161
Cable networks/stations watched past 7 days: Food Network	25,619	17.4%	110
Cable networks/stations watched past 7 days: A&E	23,745	16.1%	116
Cable networks/stations watched past 7 days: History	23,106	15.7%	145
Cable networks/stations watched past 7 days: Hallmark Channel	23,028	15.7%	101
Cable networks/stations watched past 7 days: FX	22,846	15.5%	158
Video streaming services used past 7 days: Apple TV+	20,591	14.0%	113
Cable networks/stations watched past 7 days: BET	19,942	13.6%	198
Cable networks/stations watched past 7 days: Discovery Channel	19,762	13.4%	119
Broadcast TV networks/stations watched past 7 days: PBS (KCTS, channel 9)	18,898	12.8%	85
Broadcast TV networks/stations watched past 7 days: CW (KOMO, channel 4.2)	17,564	11.9%	99
Cable networks/stations watched past 7 days: Lifetime	17,381	11.8%	145
Video streaming services used past 7 days: Tubi	17,136	11.7%	137
Cable networks/stations watched past 7 days: NFL Network	17,016	11.6%	180

Top Video Media *reaching…*
W35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.







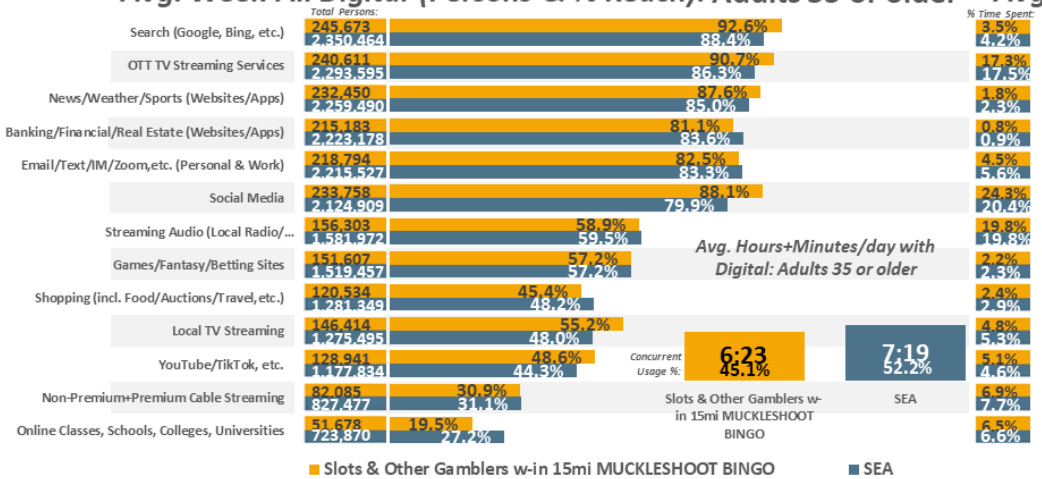
HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

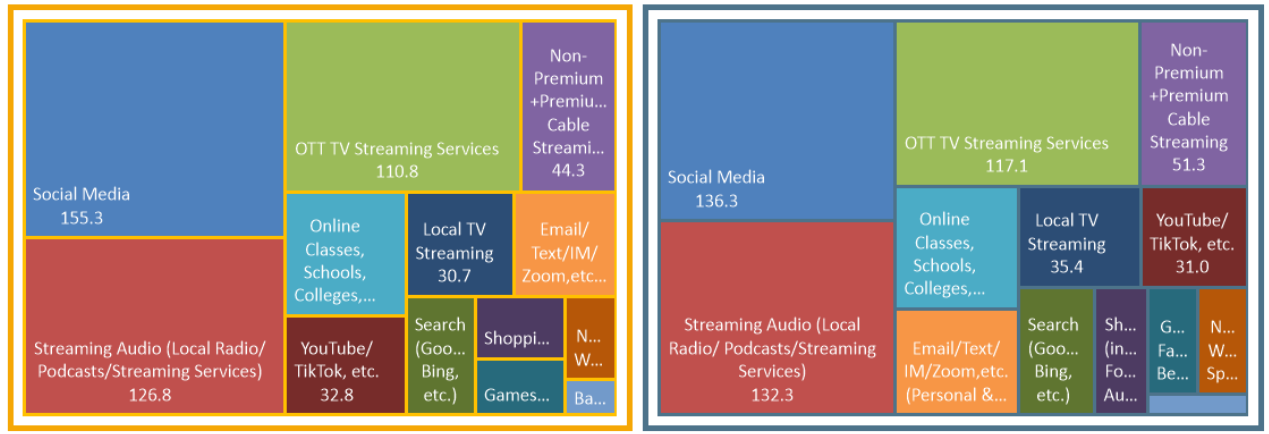


214,857 or 81.% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

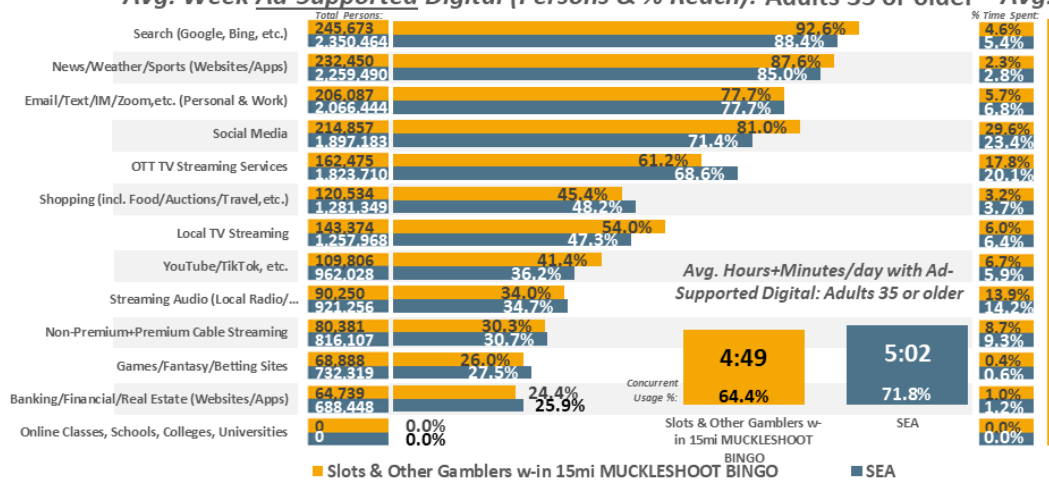
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



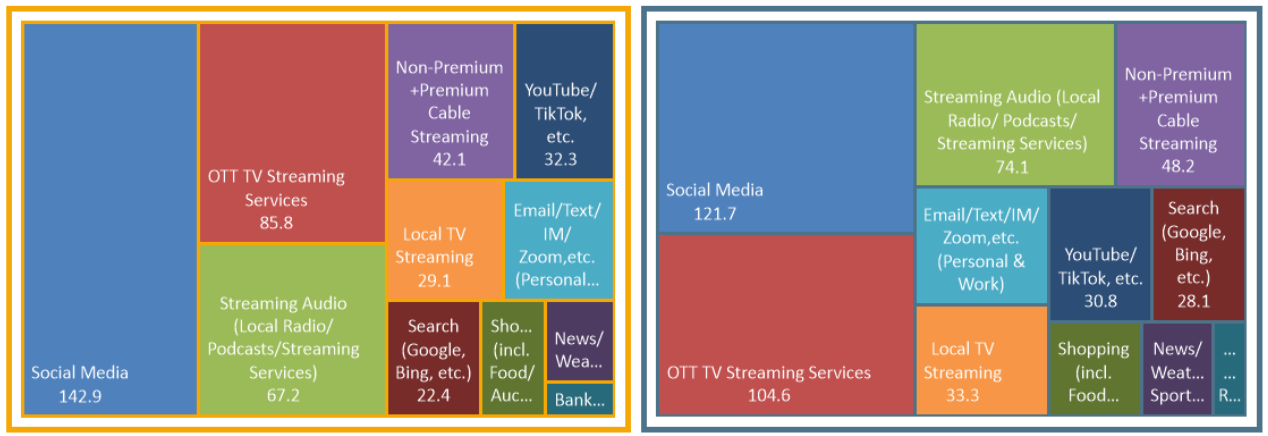
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

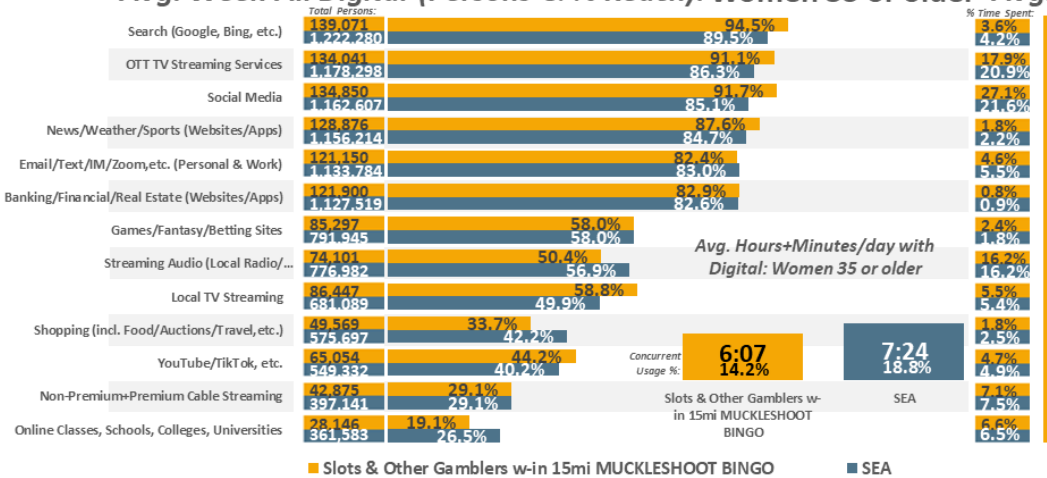
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

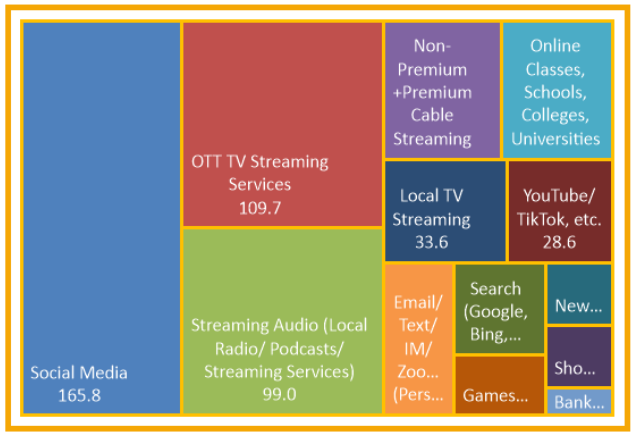
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

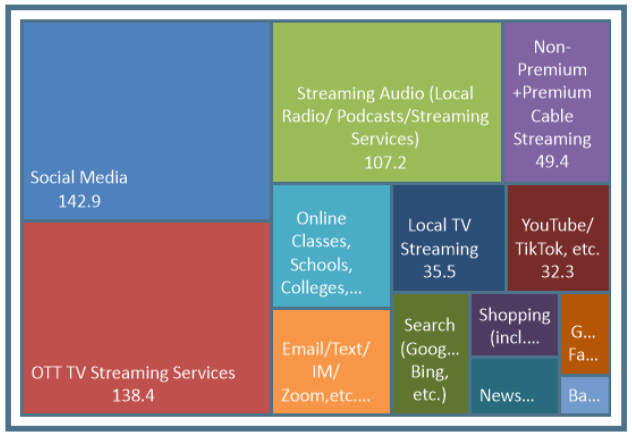


120,672 or 82.% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO use Ad-Supported Social Media for an average of 148.4 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

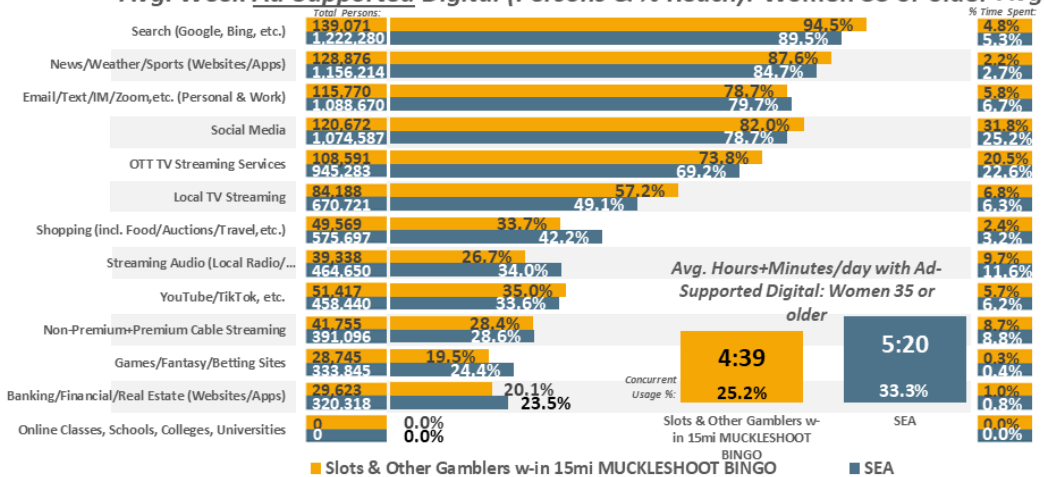
Avg. Week All Digital (Persons & % Reach): Women 35 or older

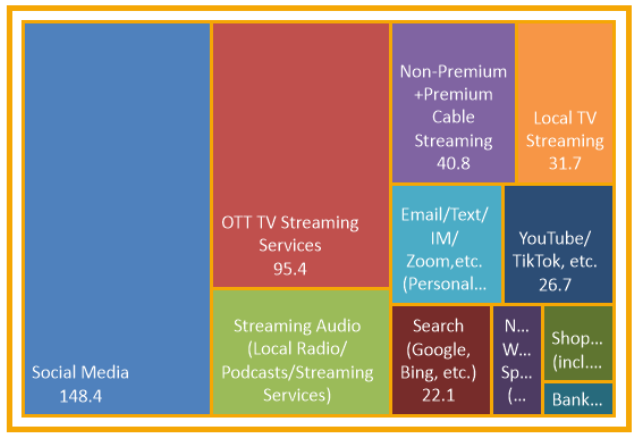


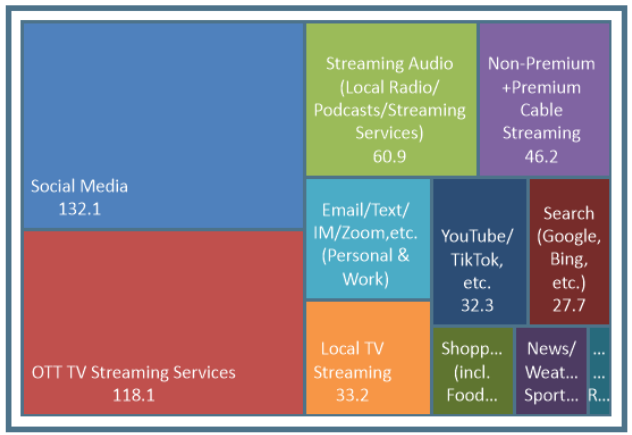




Avg. Week Ad-Supported Digital (Persons & % Reach): Women 35 or older







SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

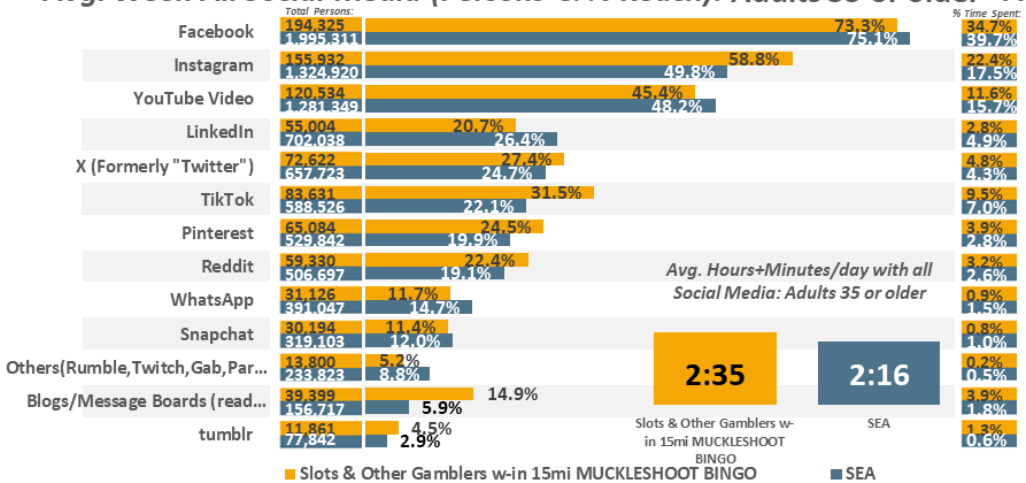
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

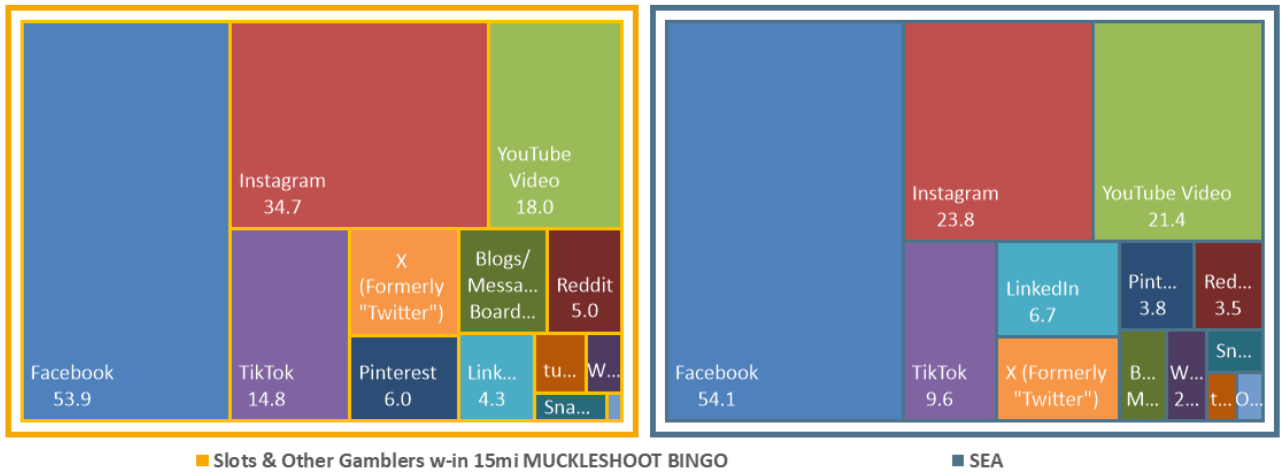


194,325 or 73.3% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO use Ad-Supported Facebook for an average of 50.8 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

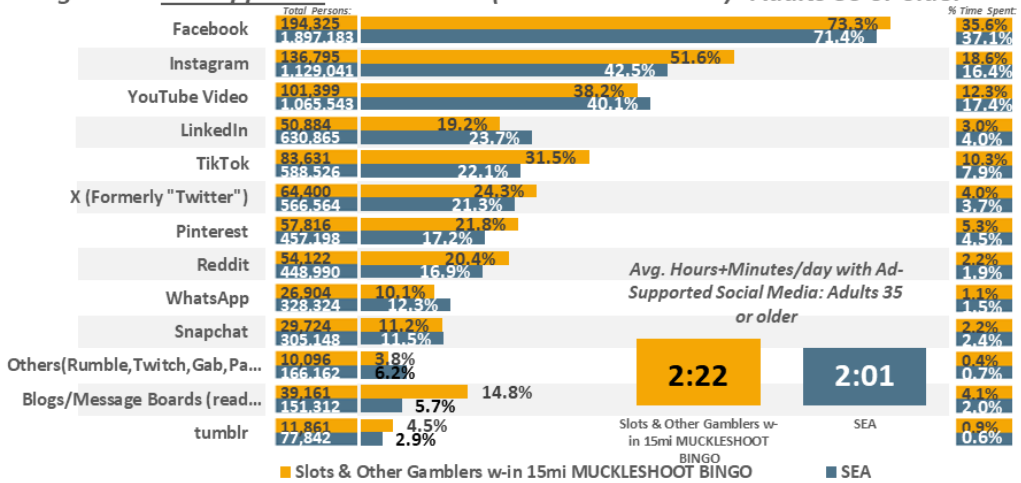
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



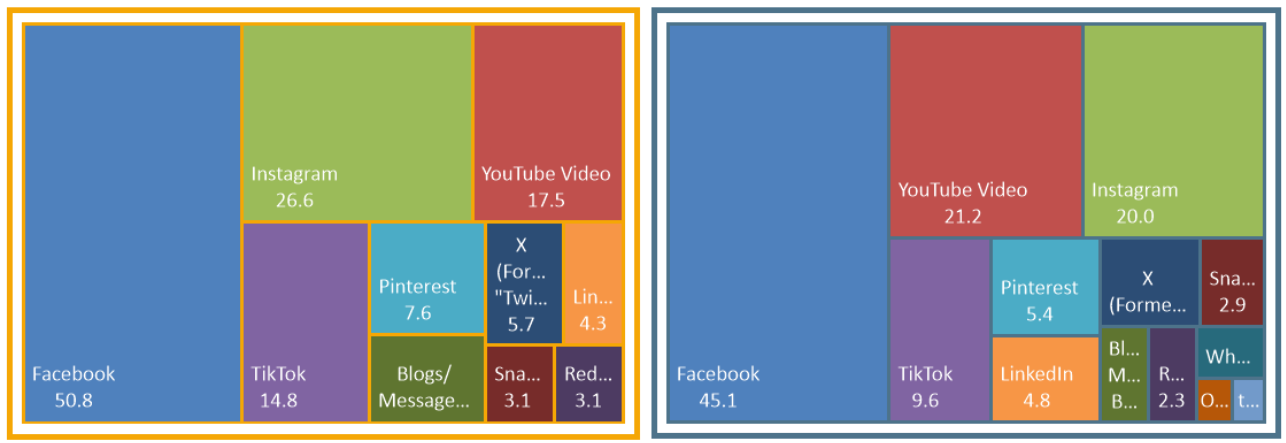
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

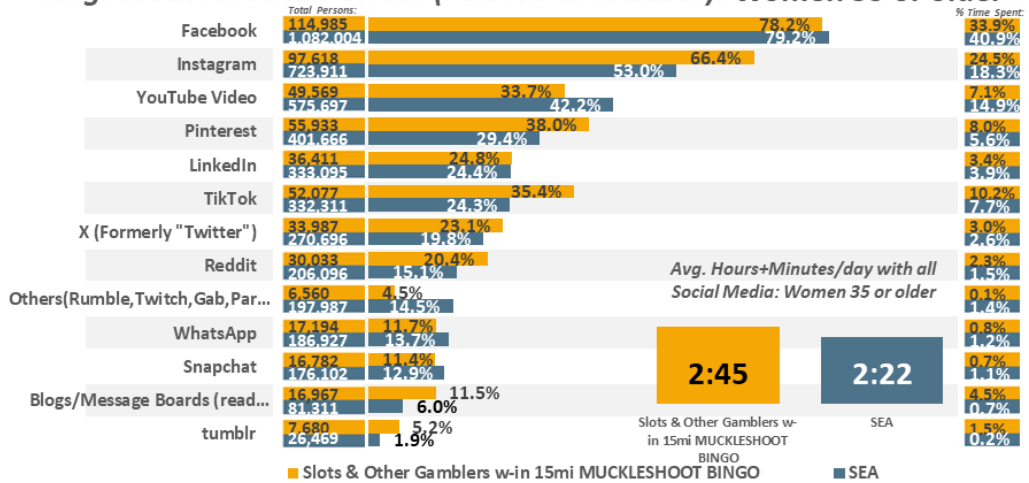
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

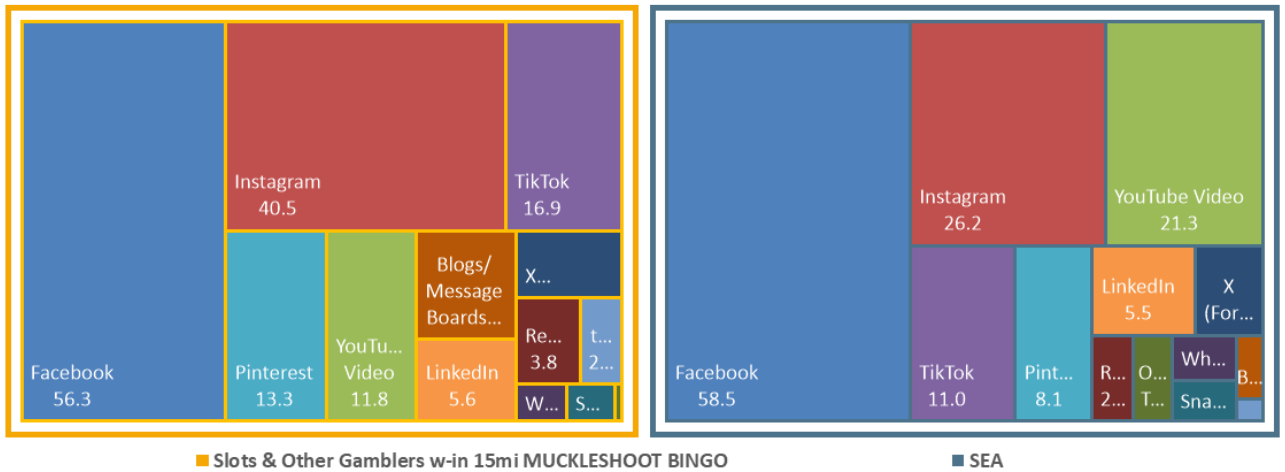


114,985 or 78.2% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO use Ad-Supported Facebook for an average of 66.1 minutes every day representing 44.5% of all time spent daily with Ad-Supported Social Media.

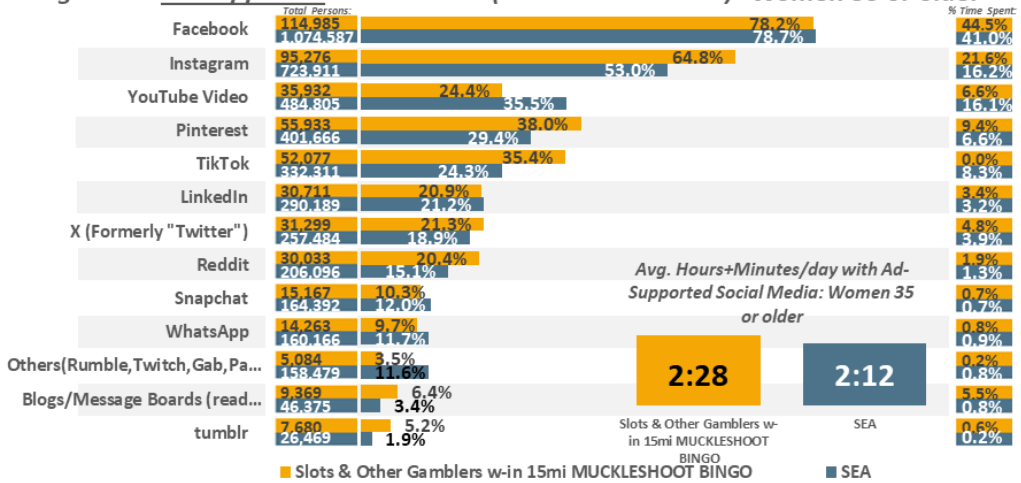
Avg. Week All Social Media (Persons & % Reach): Women 35 or older



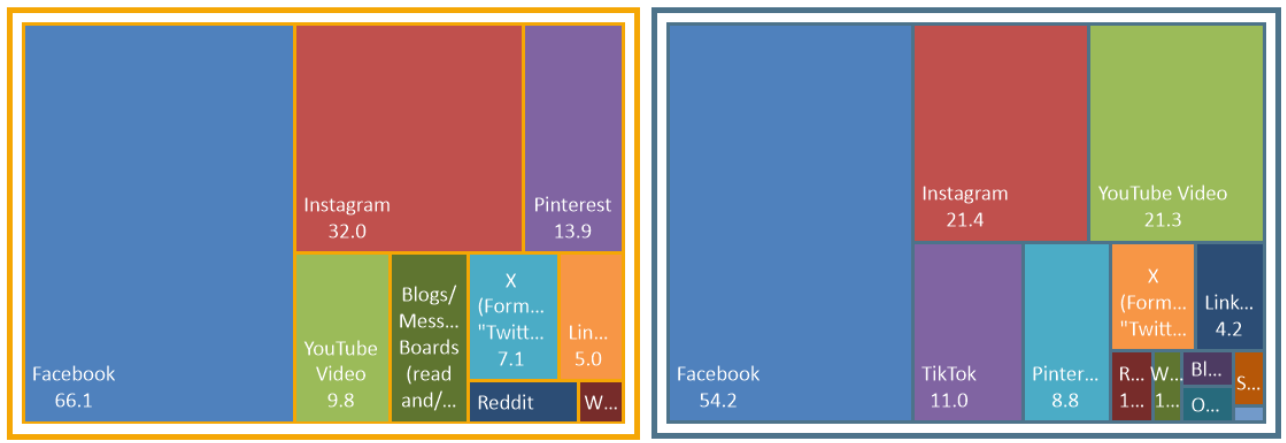
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

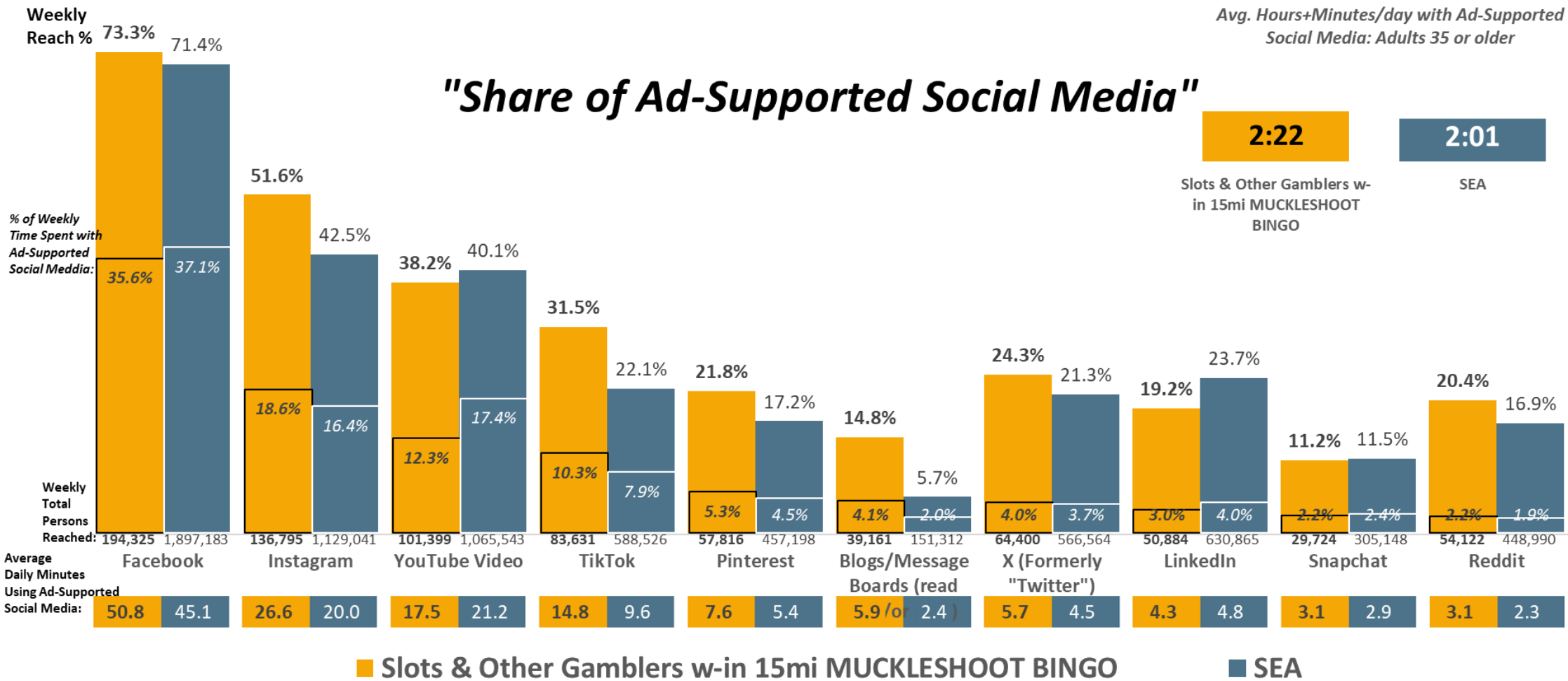
HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

P35+

194,325 or 73.3% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO use Ad-Supported Facebook for an average of 50.8 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

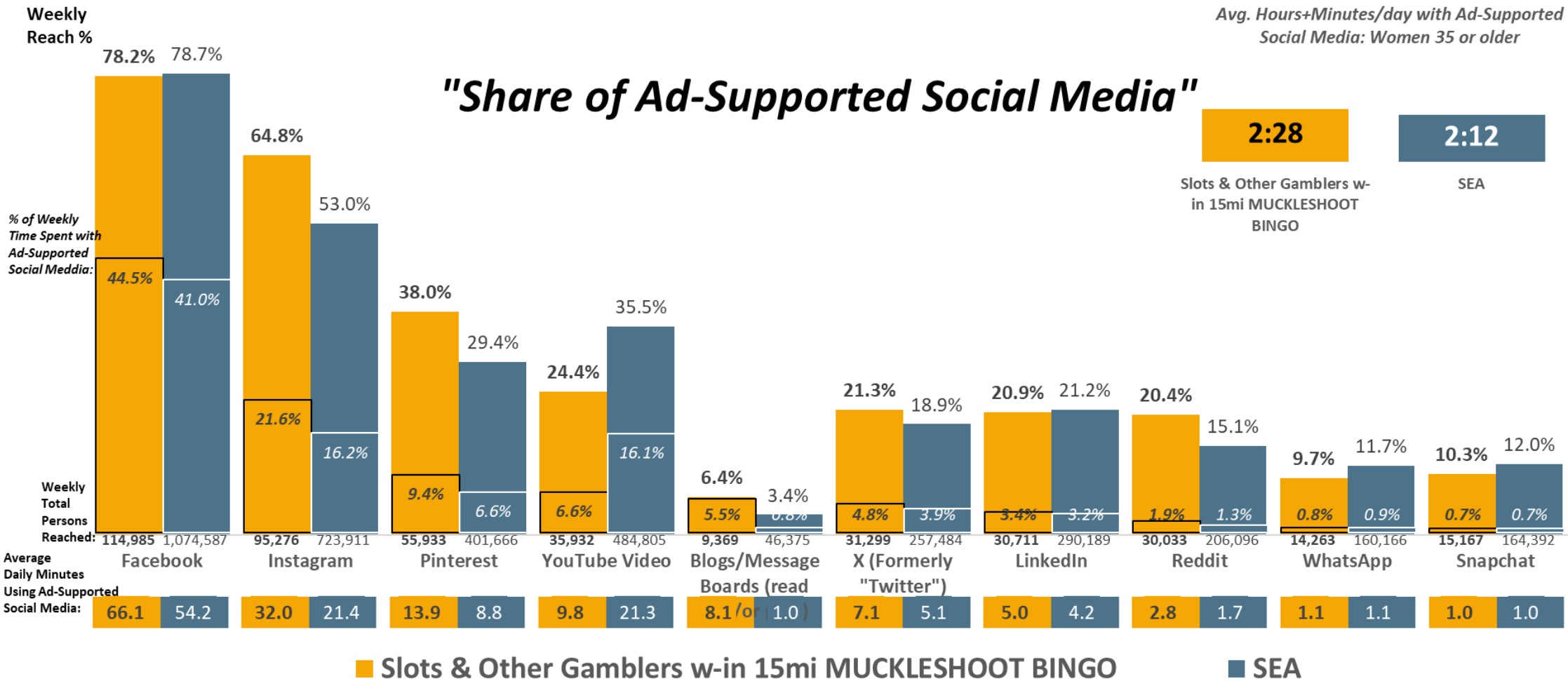
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

soefa.ai Share of Everything for Anything



114,985 or 78.2% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO use Ad-Supported Facebook for an average of 66.1 minutes every day representing 44.5% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

soefa.ai Share of Everything for Anything ©

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 35+

Top Digital Media *reaching…*
P35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.

WHAT I Want to Know About Them	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)		
	Target Persons*	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	245,673	92.6%	105
Apps or websites used or visited past 30 days:Social media: Facebook	194,325	73.3%	96
Apps or websites used or visited past 30 days:Social media: Instagram	155,932	58.8%	109
Video streaming services used past 30 days: YouTube (free)	122,342	46.1%	93
Newspaper/TV/Cable websites visited/apps used past 30 days: KIRO7. com/KIRO CBS	119,754	45.1%	114
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	112,518	42.4%	112
Newspaper/TV/Cable websites visited/apps used past 30 days: KOMONews.com/KOMO ABC	109,914	41.4%	115
Newspaper/TV/Cable websites visited/apps used past 30 days: KING5. com/KING NBC	101,404	38.2%	98
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Yahoo!	94,797	35.7%	124
Newspaper/TV/Cable websites visited/apps used past 30 days: Seattle Times	88,777	33.5%	102
Apps or websites used or visited past 30 days:Social media: TikTok	83,631	31.5%	118
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Allrecipes	74,666	28.1%	112
Newspaper/TV/Cable websites visited/apps used past 30 days: Q13Fox. com/KCPQ FOX	73,925	27.9%	108
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	72,622	27.4%	109
Newspaper/TV/Cable websites visited/apps used past 30 days: Tacoma News Tribune	69,002	26.0%	119
Apps or websites used or visited past 30 days:Social media: Pinterest	65,084	24.5%	116
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Nextdoor	61,775	23.3%	108
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Zillow	59,775	22.5%	84
Apps or websites used or visited past 30 days:Social media: Reddit	59,330	22.4%	119
Apps or websites used or visited past 30 days:Social media: LinkedIn	55,004	20.7%	88
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: IMDb	52,507	19.8%	95
Apps or websites used or visited past 30 days:Search: Bing	51,287	19.3%	110
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Ticketmaster	46,231	17.4%	103
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	44,624	16.8%	92







HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 KIXI · 2060 Digital

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
WOMEN 35+

Top Digital Media *reaching…*
W35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.

WHAT I Want to Know About Them	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling) Target Persons*	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	139,071	94.5%	108
Apps or websites used or visited past 30 days:Social media: Facebook	114,985	78.2%	98
Apps or websites used or visited past 30 days:Social media: Instagram	97,618	66.4%	116
Newspaper/TV/Cable websites visited/apps used past 30 days: KIRO7.com/KIRO CBS	74,557	50.7%	125
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	70,815	48.1%	116
Newspaper/TV/Cable websites visited/apps used past 30 days: KOMONews.com/KOMO ABC	61,004	41.5%	116
Newspaper/TV/Cable websites visited/apps used past 30 days: KING5.com/KING NBC	58,884	40.0%	100
Apps or websites used or visited past 30 days:Social media: Pinterest	55,933	38.0%	128
Video streaming services used past 30 days: YouTube (free)	54,521	37.1%	79
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Allrecipes	52,919	36.0%	115
Apps or websites used or visited past 30 days:Social media: TikTok	52,077	35.4%	118
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Yahoo!	49,965	34.0%	135
Newspaper/TV/Cable websites visited/apps used past 30 days: Q13Fox.com/KCPQ FOX	46,274	31.5%	117
Newspaper/TV/Cable websites visited/apps used past 30 days: Seattle Times	45,759	31.1%	96
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Nextdoor	42,222	28.7%	112
Newspaper/TV/Cable websites visited/apps used past 30 days: Tacoma News Tribune	38,956	26.5%	127
Apps or websites used or visited past 30 days:Social media: LinkedIn	36,411	24.8%	109
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Zillow	34,602	23.5%	87
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	33,987	23.1%	112
Apps or websites used or visited past 30 days:Social media: Reddit	30,033	20.4%	131
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: WebMD	28,352	19.3%	110
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	27,236	18.5%	100
Newspaper/TV/Cable websites visited/apps used past 30 days: New York Times	27,236	18.5%	100
Apps or websites used or visited past 30 days:Search: Bing	23,798	16.2%	110



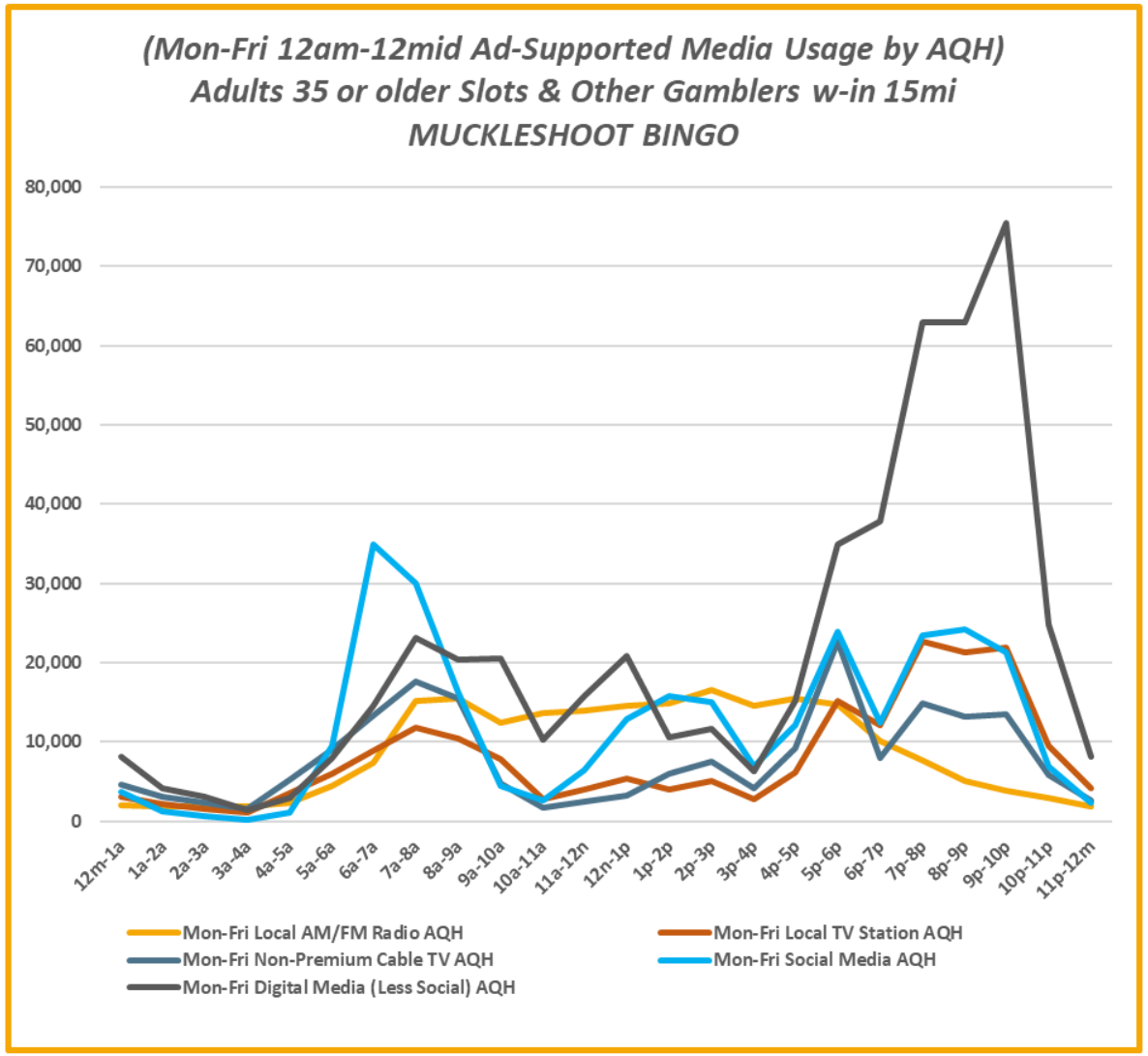


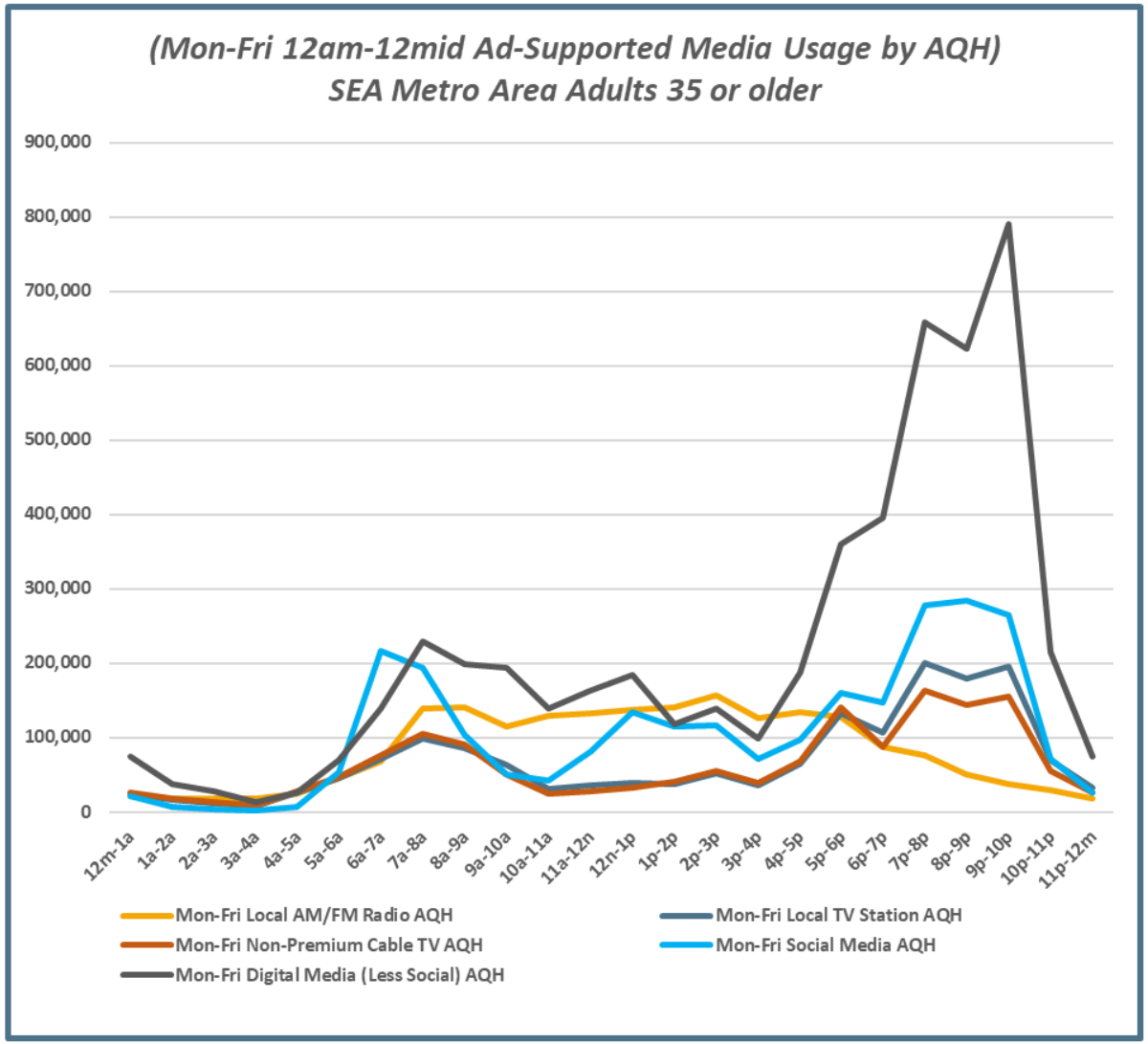

HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION
warm 106.9
98.9 THE BULL
AM 880 K·I·X·I
2060 Digital



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,624; Social Media: 14,888; Local Radio: 13,741; Non-Prem. Cable: 8,921; Local TV: 7,401 reaching Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO.





SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

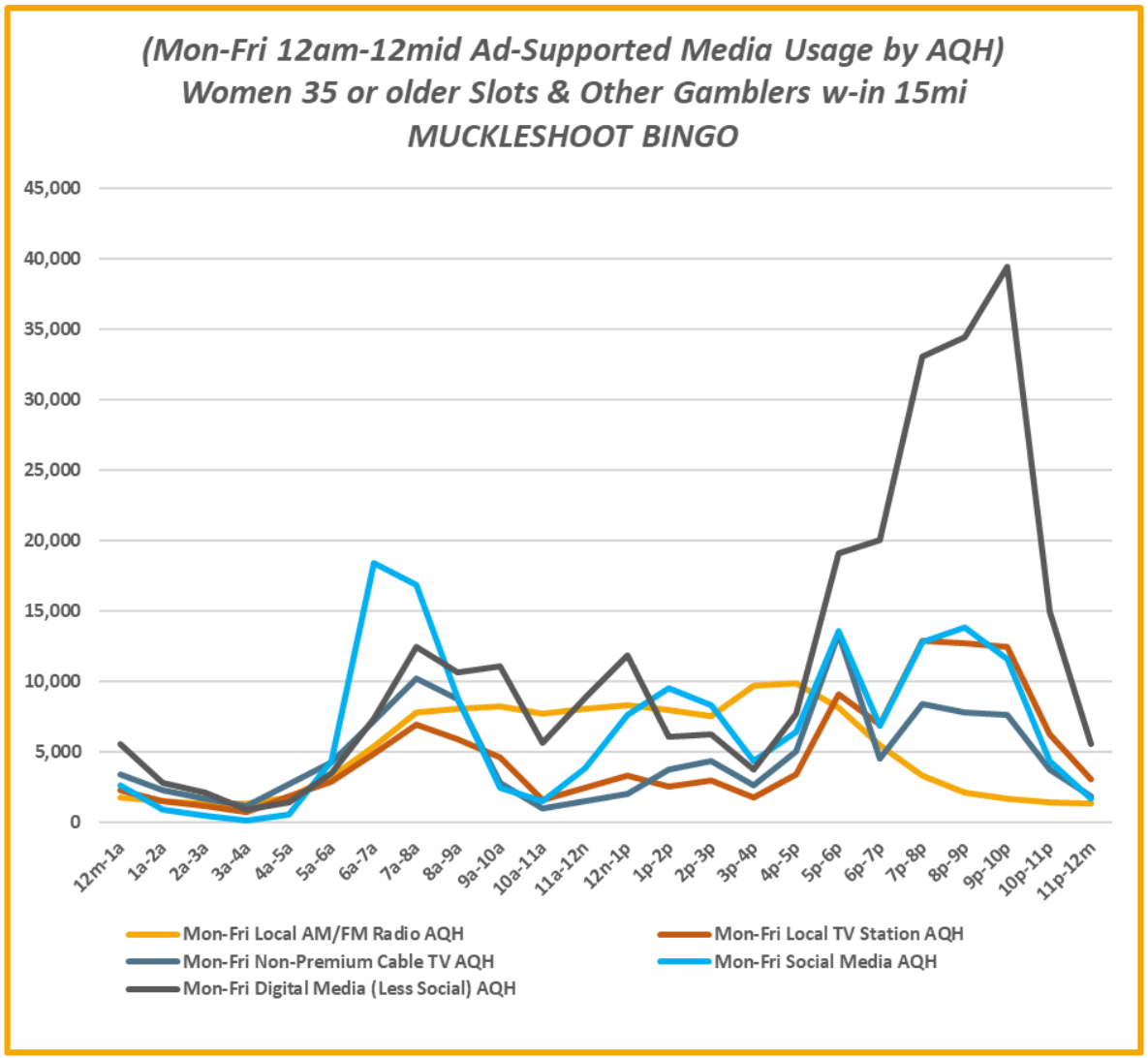
HUBBARD RADIO

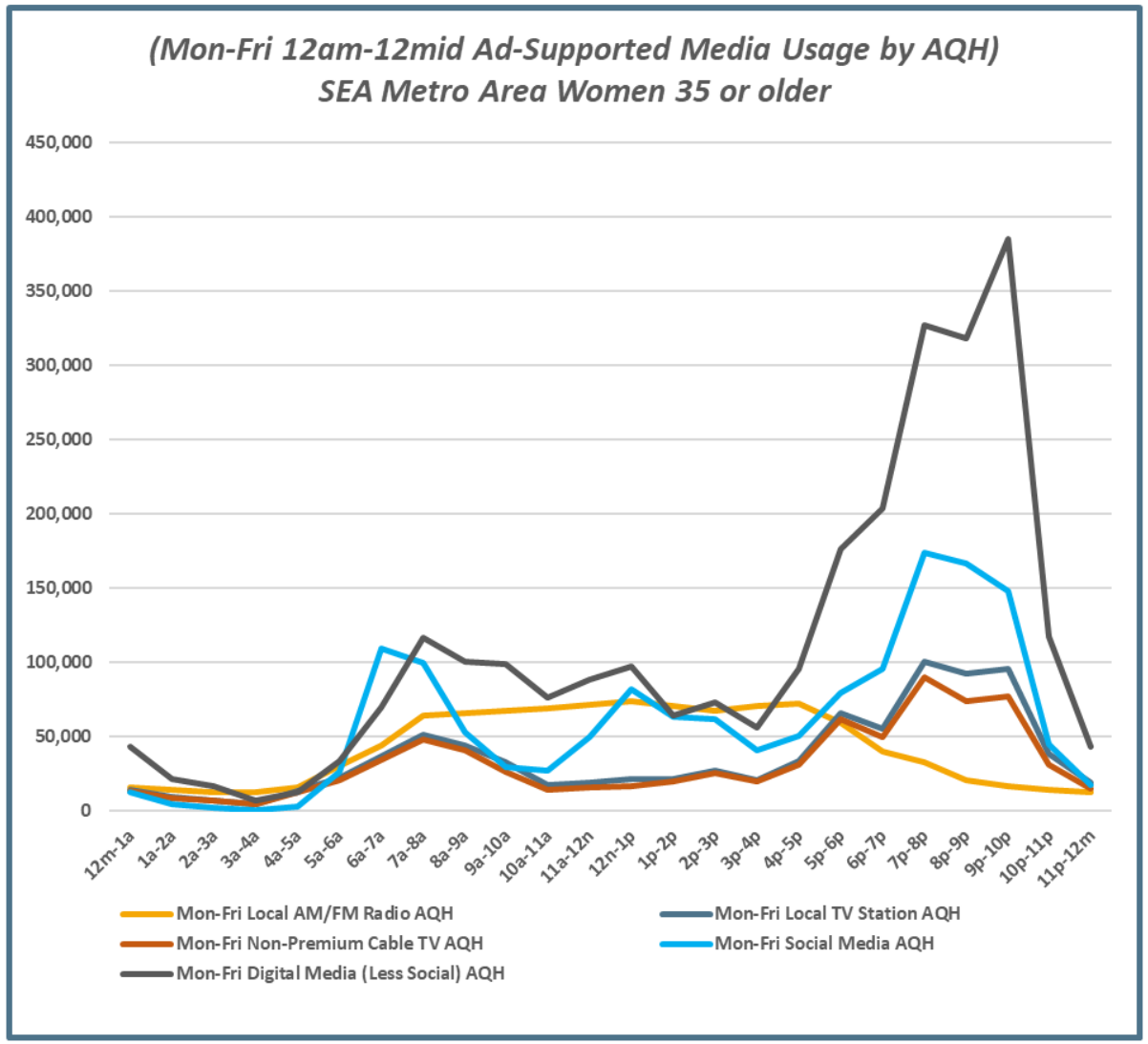
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · soefa.ai Share of Everything for Anything © · AM 880 K·I·X·I · 2060 Digital



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,072; Social Media: 8,352; Local Radio: 7,886; Non-Prem. Cable: 5,164; Local TV: 4,341 reaching Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO.





SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

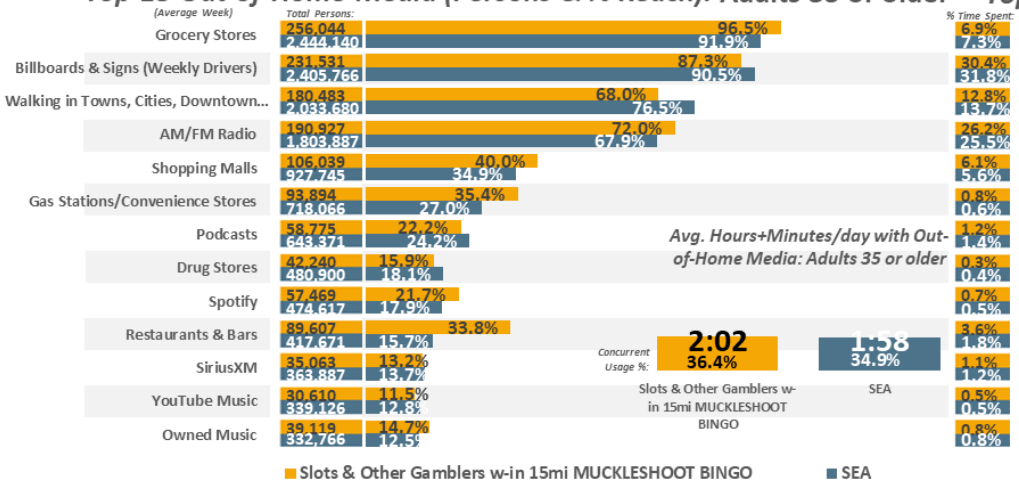
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · soefa.ai AM 880 K·I·X·I · Share of Everything for Anything © · 2060 Digital

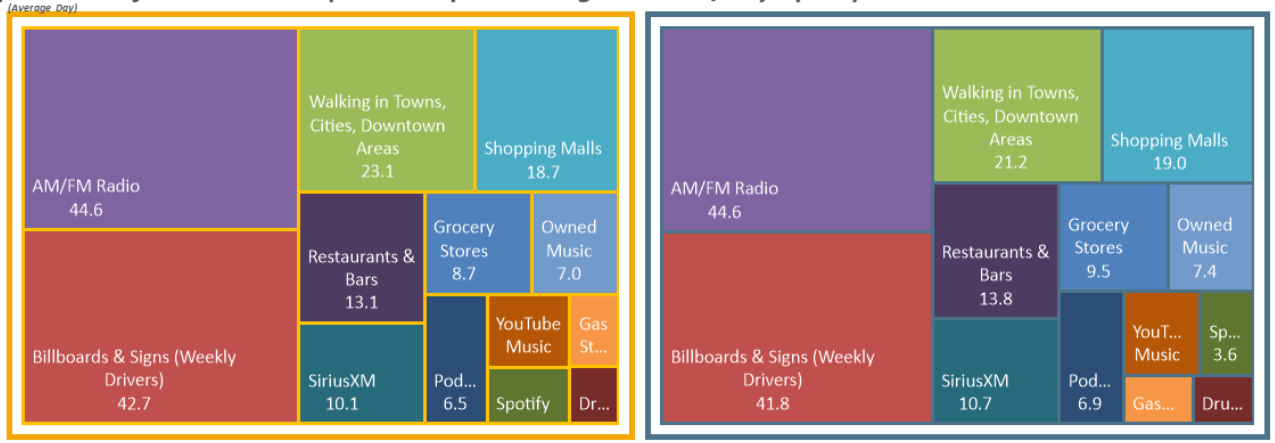


231,531 or 87.3% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 42.7 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/day.

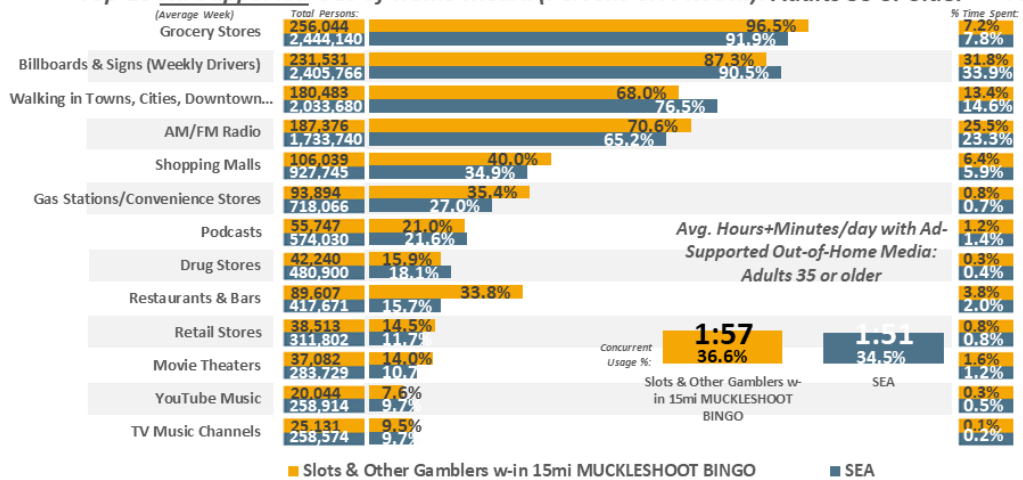
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



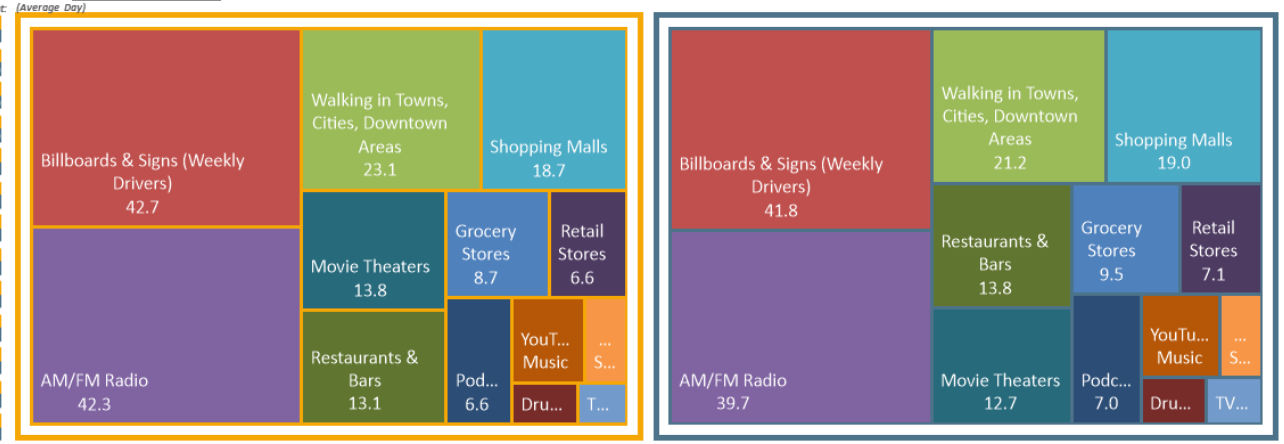
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

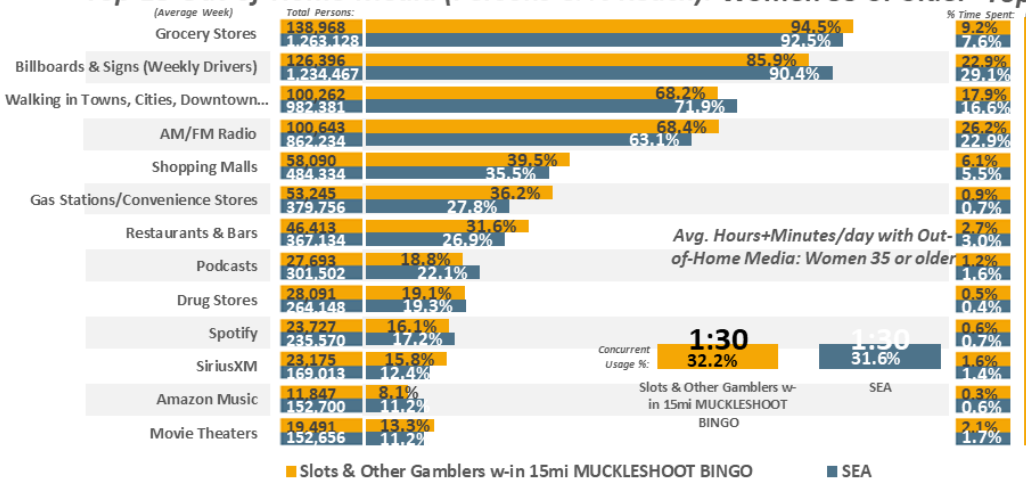
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION
warm 106.9
98.9 THE BULL
AM 880 K·I·X·I
2060 Digital

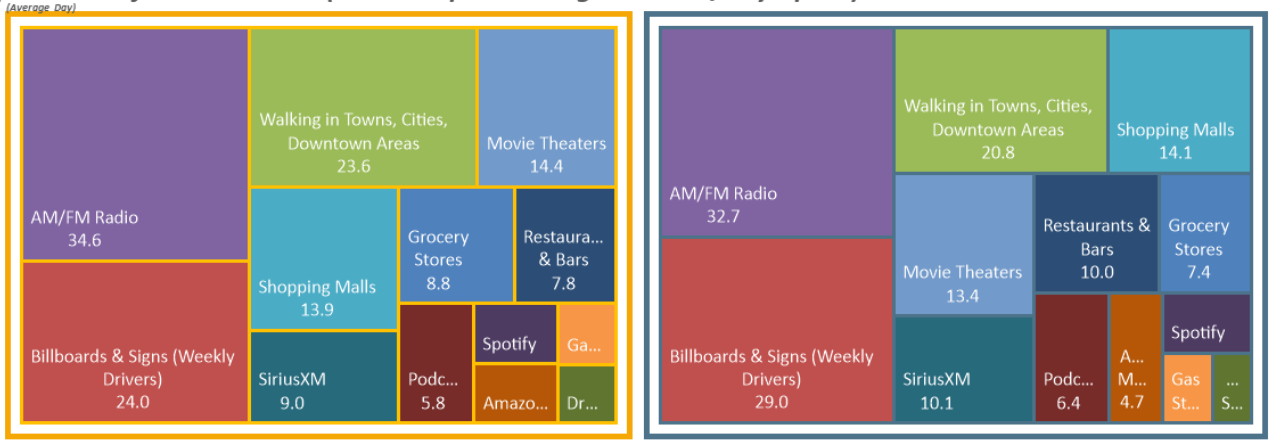


126,396 or 85.9% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 24. minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 32.6 minutes/day.

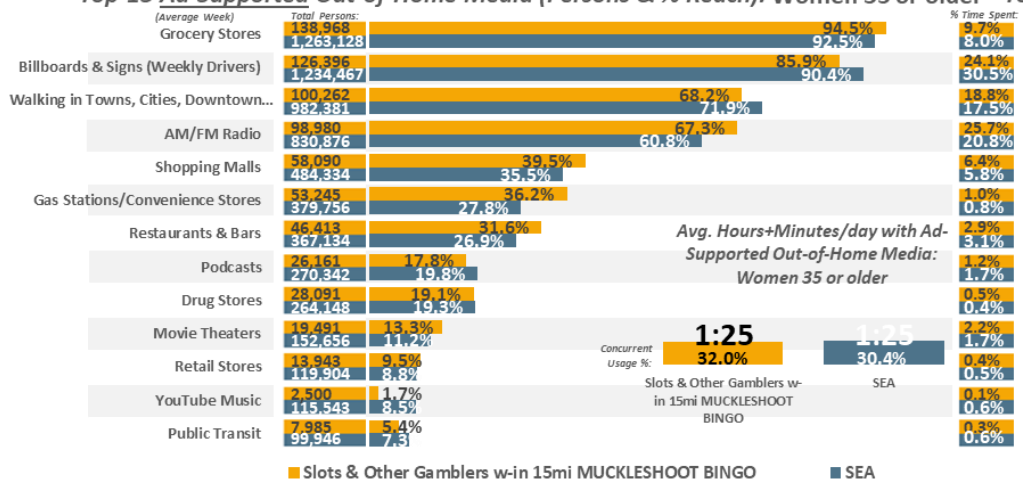
Top-13 Out-of-Home Media (Persons & % Reach): Women 35 or older



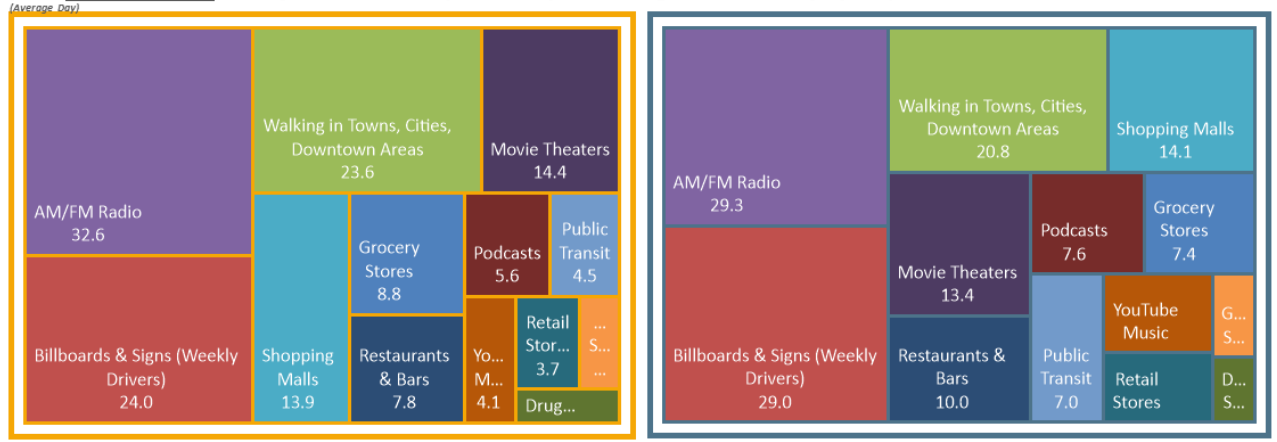
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 35 or older



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

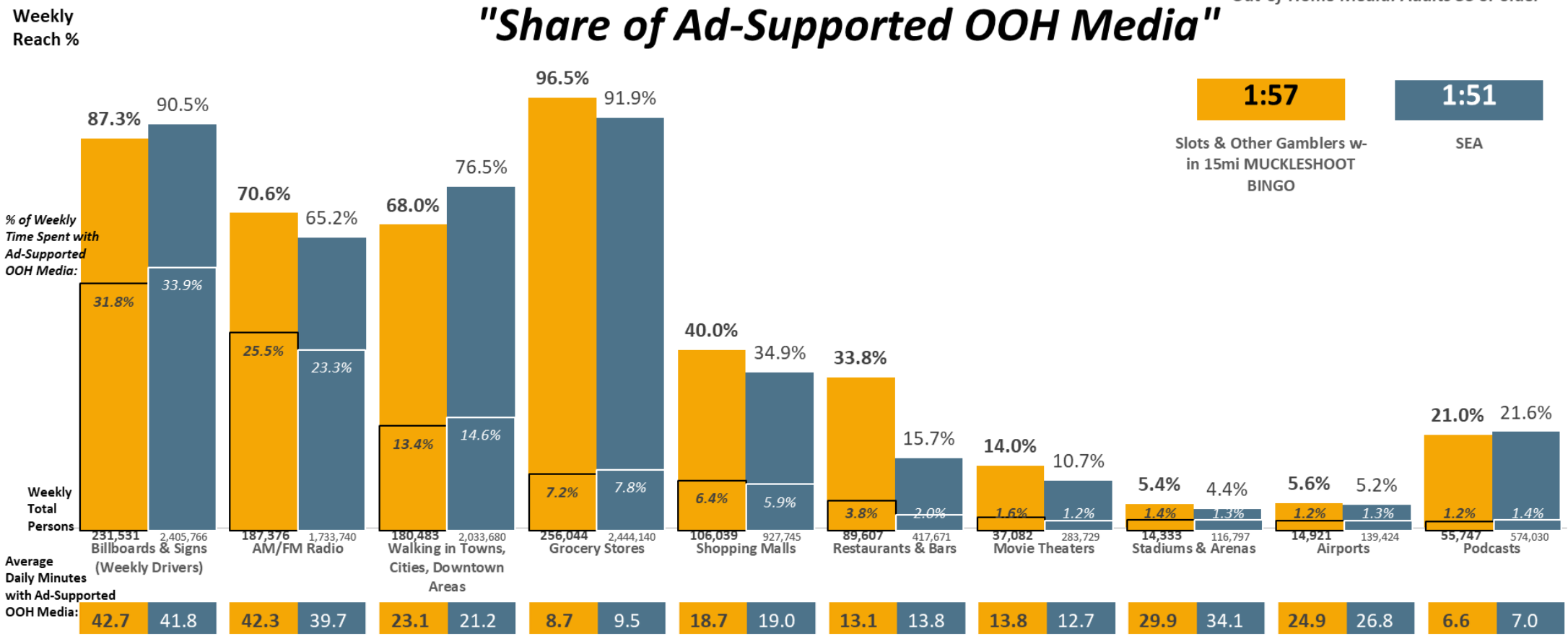
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital



231,531 or 87.3% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 42.7 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 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

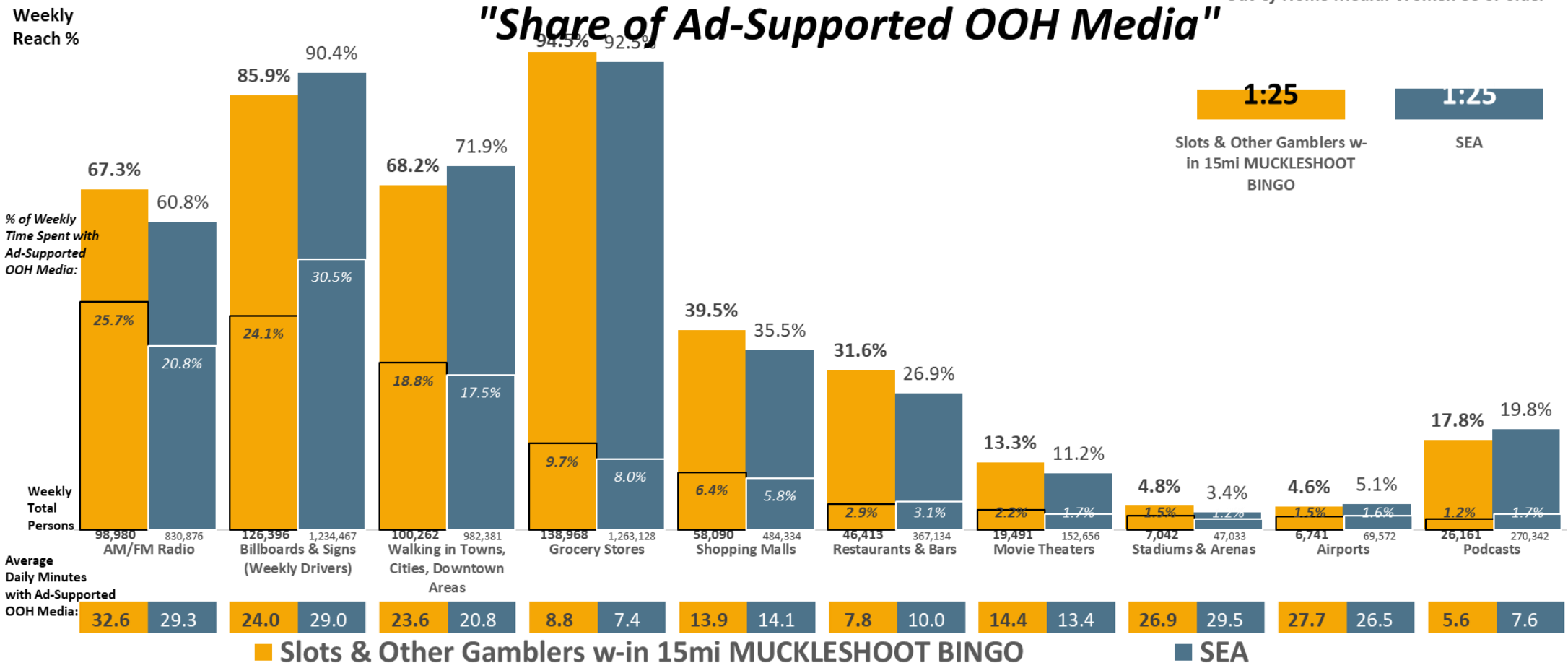
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital



126,396 or 85.9% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 24. minutes per day driving, seeing Billboards and Signs representing 24.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 35 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

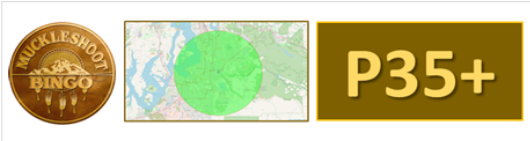
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital



231,531 or 87.3% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 42.7 minutes per day driving an average of 24.9 miles each day and are 185.6% more likely to use Highway 167 (River Road) than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older

	Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO		SEA	
I-5	192,363	72.5%	1,841,778	69.3%
Highway 167 (River Road)	112,424	42.4%	394,492	14.8%
I-405	79,121	29.8%	820,213	30.9%
I-90	55,700	21.0%	595,236	22.4%
Highway 512	52,841	19.9%	260,028	9.8%
Meridian Avenue/Highway 161 (Puyallup)	52,044	19.6%	192,760	7.3%
South Tacoma Way	43,709	16.5%	221,806	8.3%
Highway 99 (Aurora Ave, Evergreen Way,...	42,842	16.2%	674,023	25.4%
Pacific Avenue (Tacoma)	37,341	14.1%	219,085	8.2%
6th Avenue (Tacoma)	35,791	13.5%	155,3	5.8%
Canyon Road East	34,245	12.9%	139,1	5.2%
Narrows Bridge	26,253	9.9%	143,2	5.4%
Highway 509	25,998	9.8%	152,2	5.7%
Highway 169	22,237	8.4%	117	4.4%
1st Avenue (Seattle)	17,434	6.6%	228,349	8.6%
Highway 518	17,217	6.5%	102	3.9%
Denny Way	13,745	5.2%	157,5	5.9%
West Seattle Bridge	11,605	4.4%	157,4	5.9%
Fremont Bridge	11,063	4.2%	135,4	5.1%
University Bridge	9,447	3.6%	124,	4.7%
6th Avenue (Puyallup)	9,181	3.5%	2	0.9%
East Marginal Way	8,984	3.4%	121,	4.6%
6th Avenue (Seattle)	6,444	2.4%	101	3.8%
Highway 20	6,382	2.4%	107	4.0%
Highway 520	4,708	1.8%	238,954	9.0%
Elliot Avenue/15th Avenue NW	4,09	1.5%	104	3.9%

Avg. Hours+Minutes/day Driving: Adults 35 or older

Avg. Miles/Day Driving: 0:42 → 24.9 (Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO) | 0:41 → 24.3 (SEA)

Top-26 Residential Zip Codes: Adults 35 or older

98198	19,817	7.47%	38,714	1.46%
98002	18,044	6.80%	30,968	1.16%
98058	16,904	6.37%	33,068	1.24%
98391	15,987	6.03%	23,478	0.88%
98042	15,736	5.93%	39,919	1.50%
98031	13,733	5.18%	24,958	0.94%
98372	13,115	4.94%	18,06	0.68%
98023	12,127	4.57%	44,477	1.67%
98405	11,498	4.33%	16,5	0.62%
98404	10,070	3.80%	20,60	0.77%
98003	8,642	3.26%	34,110	1.28%
98406	7,744	2.92%	30,109	1.13%
98032	7,470	2.82%	13,8	0.52%
98374	6,537	2.46%	33,601	1.26%
98371	6,416	2.42%	9,2	0.35%
98321	5,710	2.15%	10	0.39%
98001	5,710	2.15%	18,12	0.68%
98092	5,575	2.10%	15,5	0.58%
98409	5,003	1.89%	11	0.42%
98038	4,827	1.82%	22,346	0.84%
98030	4,814	1.81%	15,0	0.57%
98408	4,713	1.78%	23,802	0.90%
98166	4,542	1.71%	15,2	0.57%
98178	4,206	1.59%	14,6	0.55%
98443	3,758	1.42%	6	0.23%
98188	3,665	1.38%	15,5	0.58%

Top-26 Employment Zip Codes: Adults 35 or older

98101	12,053	4.54%	41,507	1.56%
98391	10,336	3.90%	15,610	0.59%
98058	9,480	3.57%	11,27	0.42%
98198	9,472	3.57%	17,961	0.68%
98001	8,114	3.06%	23,718	0.89%
98023	7,469	2.82%	13,156	0.49%
98406	5,798	2.19%	17,686	0.67%
98108	5,614	2.12%	12,19	0.46%
98321	5,356	2.02%	6,2	0.24%
98188	4,941	1.86%	17,062	0.64%
98031	4,868	1.84%	7,6	0.29%
98443	4,715	1.78%	4,	0.18%
98158	4,246	1.60%	6,1	0.23%
98032	4,036	1.52%	21,982	0.83%
98055	4,022	1.52%	11,14	0.42%
98372	3,871	1.46%	10,94	0.41%
98405	3,468	1.31%	12,00	0.45%
98121	2,986	1.13%	17,762	0.67%
98057	2,890	1.09%	9,72	0.37%
98003	2,833	1.07%	20,036	0.75%
98166	2,083	0.79%	5,8	0.22%
98203	1,905	0.72%	18,446	0.69%
98371	1,792	0.68%		0.07%
98092	1,757	0.66%	5,	0.20%
98042	1,720	0.65%	16,736	0.63%
98413	1,701	0.64%		0.07%

soefa.ai Share of Everything for Anything ©

SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

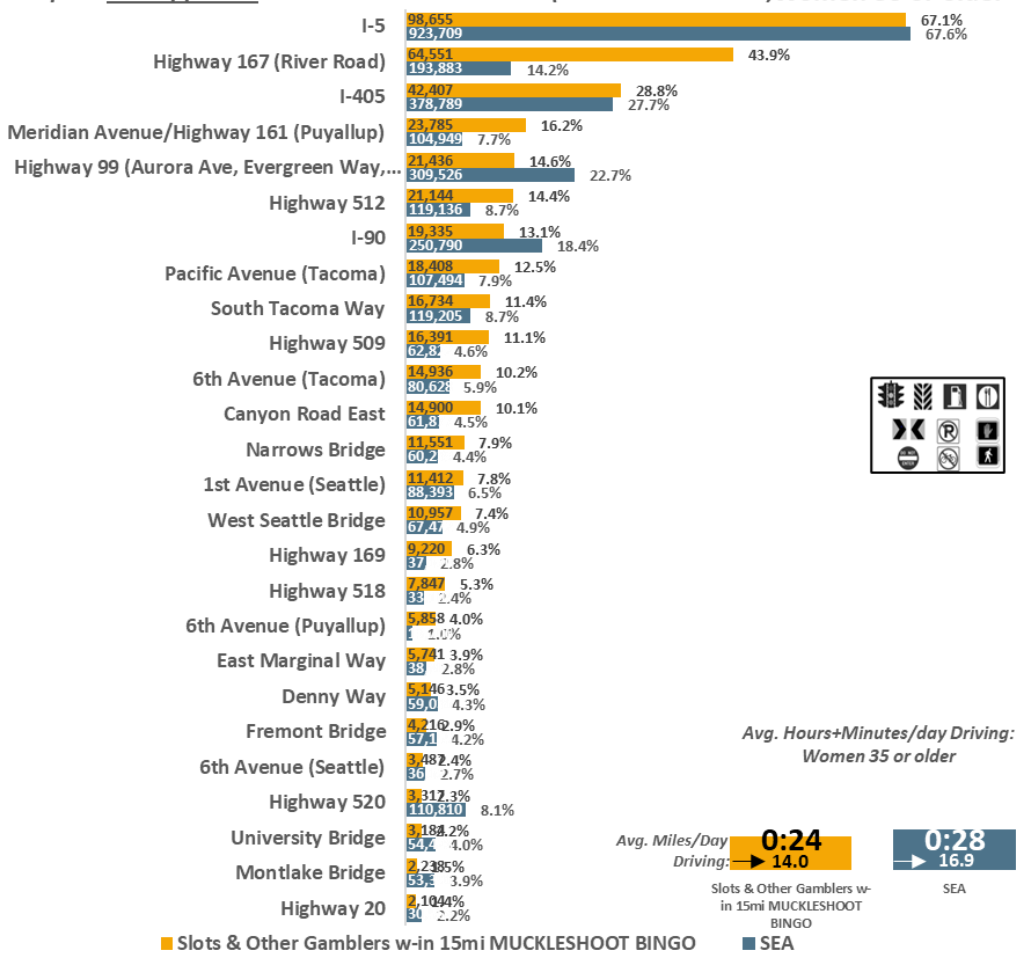
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital



126,396 or 85.9% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO spend an average of 24. minutes per day driving an average of 14. miles each day and are 296.8% more likely to use 6th Avenue (Puyallup) than the Metro average.

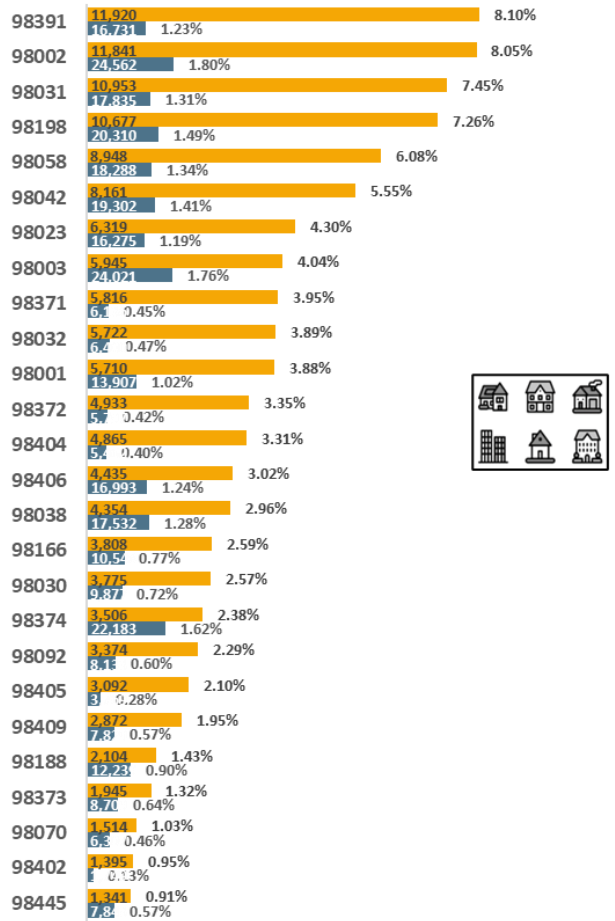
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 35 or older



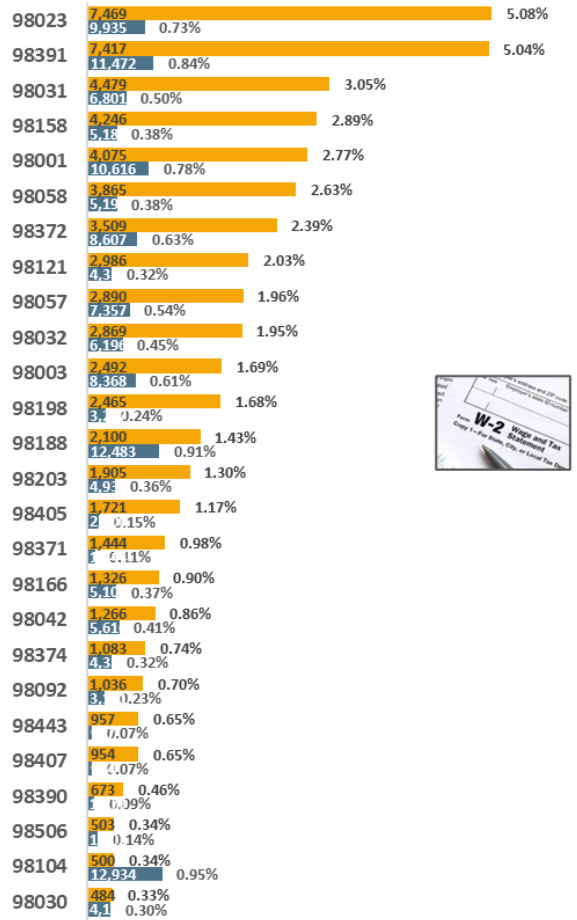
Avg. Hours+Minutes/day Driving: Women 35 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Women 35 or older



Top-26 Employment Zip Codes: Women 35 or older



soefa.ai Share of Everything for Anything ©

SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

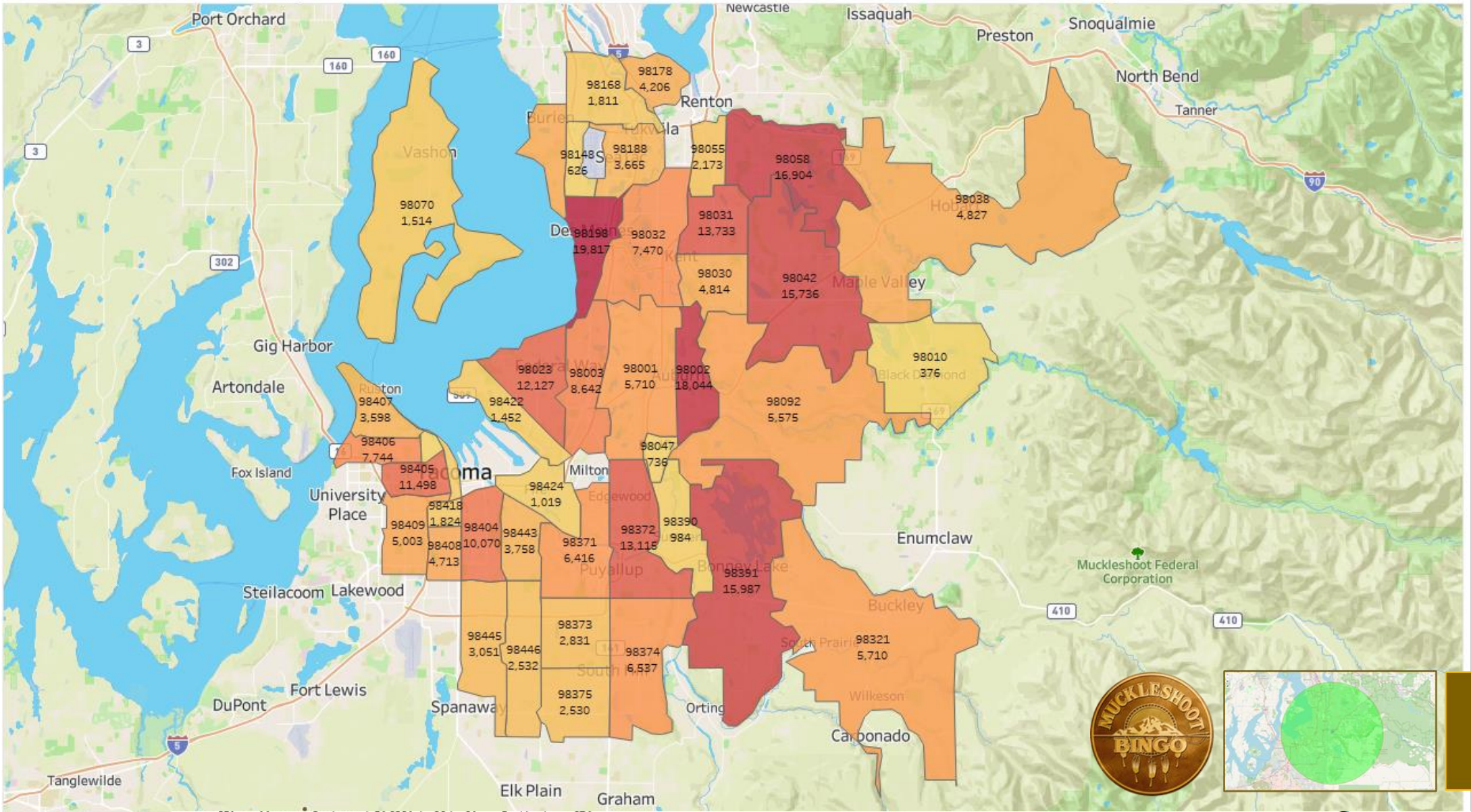
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

Top Residential Zip Codes: (Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO)



SUM(Adults 35 or older ...

376 19,817

P35+

© 2024 Mapbox © Open
SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

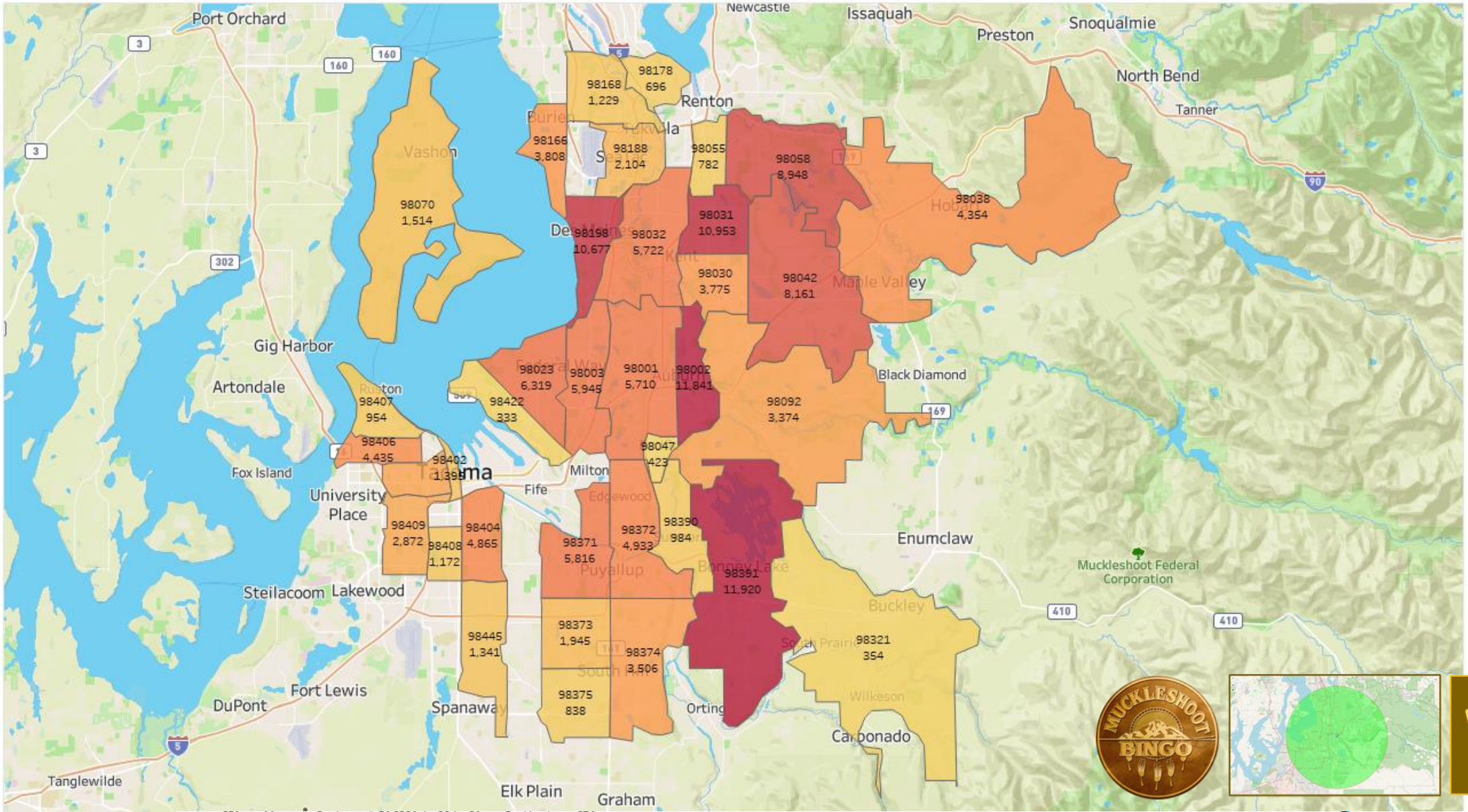
soefa.ai Share of Everything for Anything

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION
warm 106.9
98.9 THE BULL
AM 880 K·I·X·I
2060 Digital

Top Residential Zip Codes: (Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO)



© 2024 Mapbox © OpenS
SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

HUBBARD RADIO

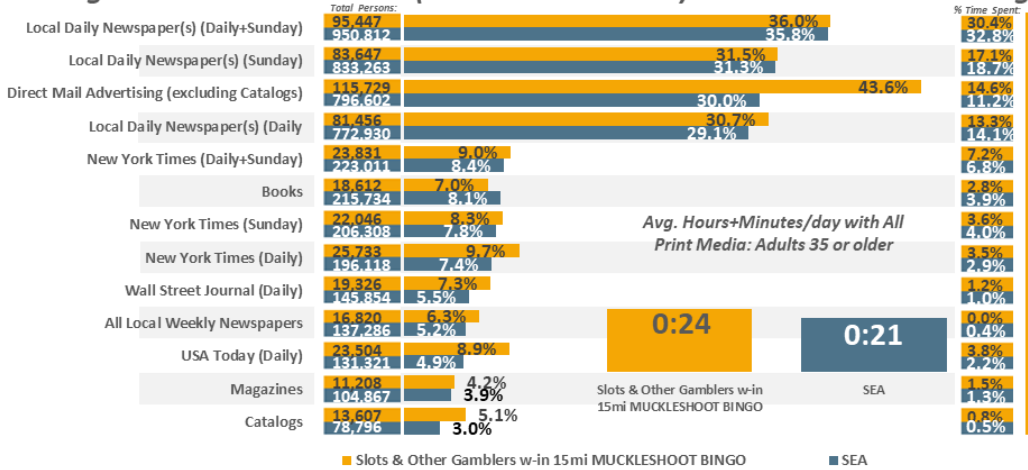
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION
warm 106.9
98.9 THE BULL
AM 880 K·I·X·I
2060 Digital

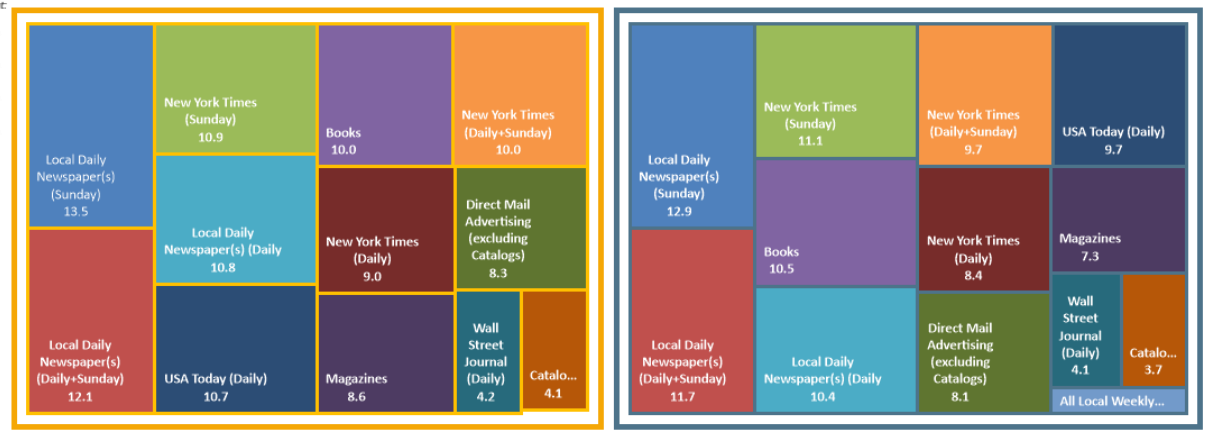


95,447 or 36.% of Adults 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

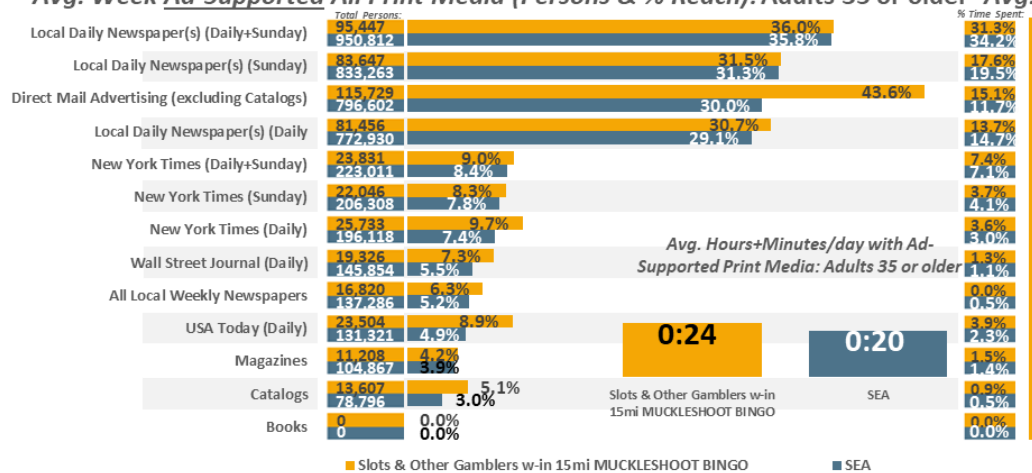
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



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



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



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

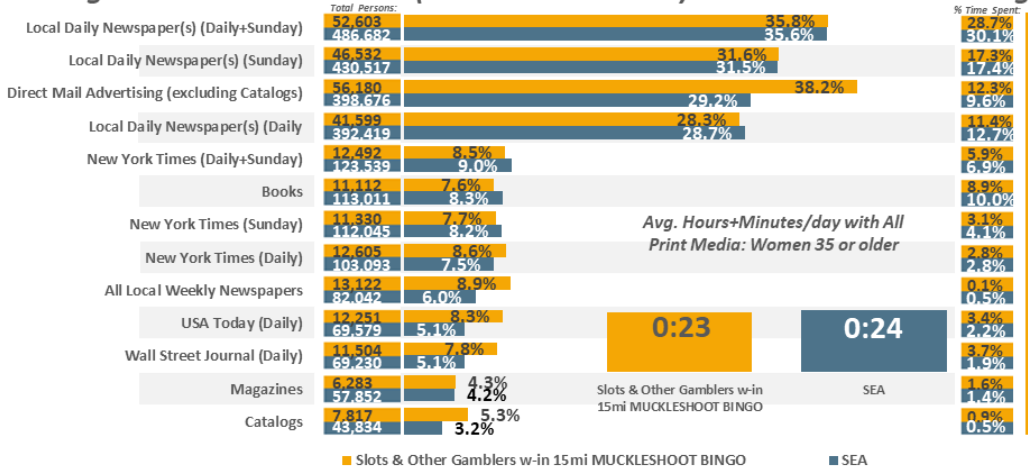
Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

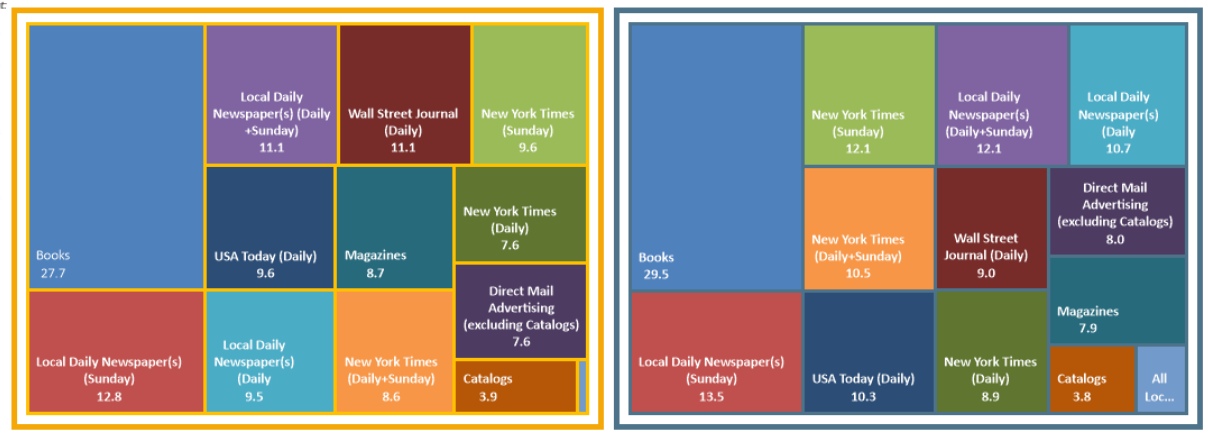


52,603 or 35.8% of Women 35 or older Slots & Other Gamblers w-in 15mi MUCKLESHOOT BINGO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

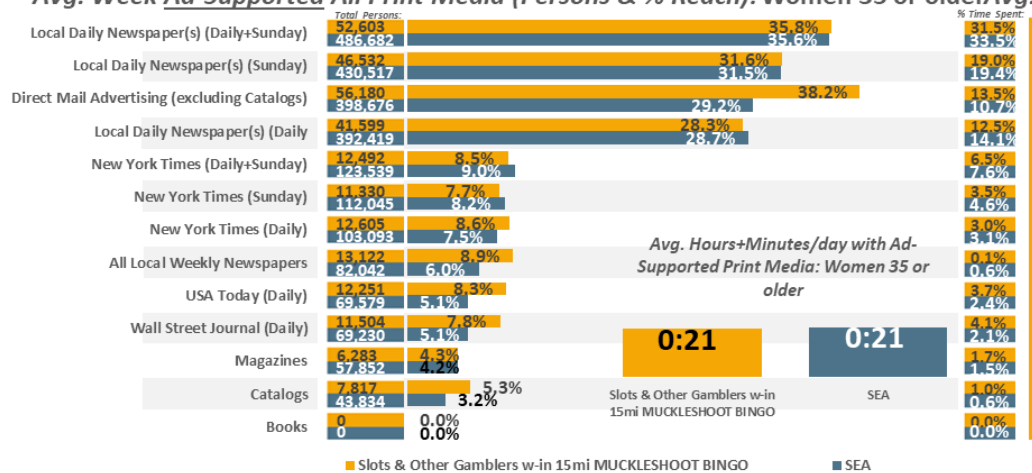
Avg. Week All Print Media (Persons & % Reach): Women 35 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 35 or older



SEA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 274

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

HUBBARD RADIO

Custom Geo = 98002; 98047; 98001; 98092; 98030; 98003; 98390; 98372; 98354; 98042; 98032; 98391; 98198; 98023; 98424; 98371; 98031; 98422; 98010; 98443; 98058; 98404; 98055; 98321; 98373; 98374; 98402; 98188; 98401; 98038; 98403; 98148; 98418; 98057; 98405; 98408; 98166; 98409; 98446; 98051; 98375; 98407; 98178; 98168; 98406; 98445; 98070 AND... (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

Top Print Media *reaching…*
P35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.







SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 35+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Newspapers: Seattle Times (Sunday)	65,509	24.7%	116
Newspapers: Seattle Times (Daily)	65,081	24.5%	133
Magazines read past 6 months: AARP The Magazine	60,038	22.6%	118
Newspapers: Tacoma News Tribune (Sunday)	44,348	16.7%	138
Magazines read past 6 months: Any in-flight magazine	32,152	12.1%	114
Newspapers: Tacoma News Tribune (Daily)	29,456	11.1%	121
Magazines read past 6 months: Seattle Magazine	27,036	10.2%	194
Newspapers: New York Times (Daily)	25,733	9.7%	145
Non-daily newspapers read past 6 months: Any Reporter newspaper	25,027	9.4%	142
Newspapers: USA Today (Daily)	23,504	8.9%	193
Newspapers: New York Times (Sunday)	22,046	8.3%	126
Newspapers: Other daily newspaper print edition (Daily)	20,150	7.6%	101
Newspapers: Wall Street Journal (Daily)	19,326	7.3%	159
Non-daily newspapers read past 6 months: Puget Sound Business Journal (Seattle)	17,671	6.7%	150
Magazines read past 6 months: Sunset Magazine	15,730	5.9%	122
Magazines read past 6 months: Southern Living	14,272	5.4%	134
Newspapers: Olympian (Daily)	12,975	4.9%	202
Newspapers: Everett Daily Herald (Daily)	12,332	4.6%	208
Newspapers: Weekend Everett Daily Herald (Sunday)	11,973	4.5%	192
Non-daily newspapers read past 6 months: Federal Way Mirror	11,071	4.2%	75
Newspapers: Bellingham Herald (Daily)	10,427	3.9%	194
Newspapers: Other Sunday newspaper print edition (Sunday)	10,370	3.9%	69
Newspapers: Kitsap Sun (Daily)	10,057	3.8%	188
Magazines read past 6 months: Seattle Met Magazine	9,901	3.7%	159
Newspapers: Olympian (Sunday)	9,806	3.7%	177
Magazines read past 6 months: 425 Business Magazine	7,150	2.7%	170
Newspapers: Bellingham Herald (Sunday)	7,084	2.7%	205
Newspapers: Kitsap Sun (Sunday)	6,389	2.4%	171
Magazines read past 6 months: University of Washington Magazine	6,389	2.4%	102
Magazines read past 6 months: Journey Western (AAA Magazine)	5,819	2.2%	86
Magazines read past 6 months: Homes & Land	5,642	2.1%	117
Non-daily newspapers read past 6 months: Other English language weekly newspaper	4,701	1.8%	49

HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 KIXI · 2060 Digital

Top Print Media *reaching…*
W35+ past 12 months **SLOTS and OTHER Gambling (Bingo)**
Players *w/in a 15-mi radius of…*

MUCKLESHOOT BINGO.







SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
WOMEN 35+

	WHO I am Looking At		
	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Other gambling)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Newspapers: Seattle Times (Sunday)	39,341	26.7%	128
Newspapers: Seattle Times (Daily)	36,653	24.9%	143
Magazines read past 6 months: AARP The Magazine	36,403	24.7%	113
Newspapers: Tacoma News Tribune (Sunday)	24,341	16.5%	164
Non-daily newspapers read past 6 months: Any Reporter newspaper	16,003	10.9%	137
Magazines read past 6 months: Seattle Magazine	15,942	10.8%	174
Newspapers: Tacoma News Tribune (Daily)	14,671	10.0%	137
Magazines read past 6 months: Sunset Magazine	13,723	9.3%	155
Newspapers: Other daily newspaper print edition (Daily)	13,307	9.0%	128
Newspapers: New York Times (Daily)	12,605	8.6%	119
Newspapers: USA Today (Daily)	12,251	8.3%	192
Magazines read past 6 months: Southern Living	11,924	8.1%	125
Magazines read past 6 months: Any in-flight magazine	11,621	7.9%	97
Newspapers: Wall Street Journal (Daily)	11,504	7.8%	163
Newspapers: New York Times (Sunday)	11,330	7.7%	106
Newspapers: Everett Daily Herald (Daily)	11,273	7.7%	244
Newspapers: Olympian (Daily)	9,952	6.8%	238
Newspapers: Weekend Everett Daily Herald (Sunday)	9,787	6.7%	206
Newspapers: Bellingham Herald (Daily)	9,368	6.4%	260
Newspapers: Kitsap Sun (Daily)	8,998	6.1%	222
Non-daily newspapers read past 6 months: Puget Sound Business Journal (Seattle)	8,855	6.0%	189
Newspapers: Olympian (Sunday)	8,466	5.8%	205
Magazines read past 6 months: 425 Business Magazine	6,761	4.6%	255
Non-daily newspapers read past 6 months: Federal Way Mirror	6,032	4.1%	93
Newspapers: Bellingham Herald (Sunday)	5,744	3.9%	206
Newspapers: Other Sunday newspaper print edition (Sunday)	5,728	3.9%	83
Newspapers: Kitsap Sun (Sunday)	5,374	3.7%	202
Magazines read past 6 months: University of Washington Magazine	5,305	3.6%	111
Magazines read past 6 months: Seattle Met Magazine	5,016	3.4%	139
Magazines read past 6 months: Journey Western (AAA Magazine)	3,823	2.6%	132
Magazines read past 6 months: Homes & Land	3,750	2.5%	133
Magazines read past 6 months: Seattle Business	2,339	1.6%	279
Non-daily newspapers read past 6 months: The Tribune	2,211	1.5%	82

HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital