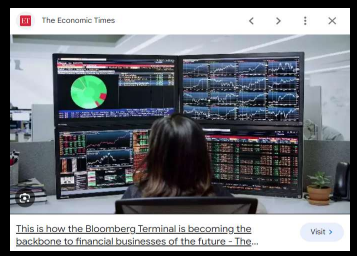
USA–5 Demos of the WASHINGTON, DC DMA vs. the USA...

Brand New Data as of August 31, 2025!

Complete Demographic & Media Use Profiles









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

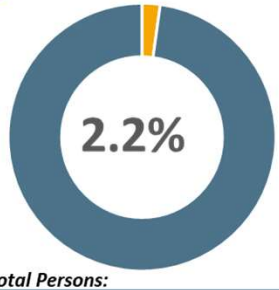
HUBBARD BROADCASTING INC. HB



P18+

2.2% or 5,714,727 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Typical Adults 18 or older who Live in the WASHINGTON, DC, DMA are 47.9 years old (1.7% younger than average) and have a $137,019 (43.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

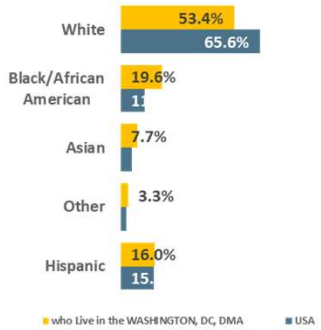
Total Persons:

5,714,727 | 256,459,773

Gender of Target vs. Market: Adults 18 or older

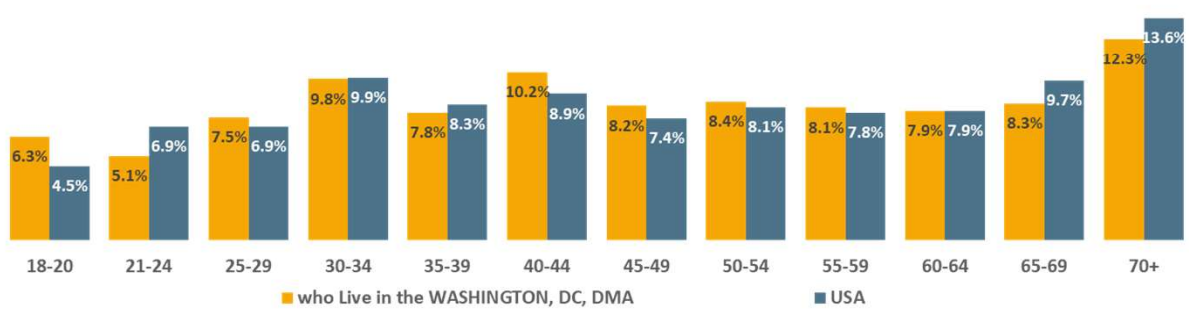
	Men	Men	Women	Women
%M vs. %F:	48.8%	49.2%	51.2%	50.8%
Average Age:	47.8	48.7	48.0	48.8
# Persons:	2,790,018	129,073,6...	2,924,709	133,100,8...

Ethnicity of Target vs. Market:

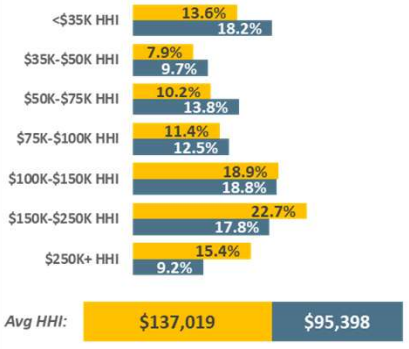


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
who Live in the WASHINGTON, DC, DMA	47.9
USA	48.7



HHI of Target vs. Market:



USA *USA DMA Projection* *Scarborough R2 2025: Oct24-Aug25* *Qual Intab* *5,919*

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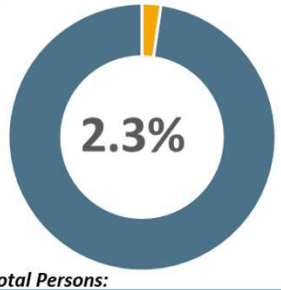
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*



P25-54

2.3% or 2,968,927 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Typical Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 40.1 years old (.4% older than average) and have a $141,884 (40.8% higher than average) annual household income.

Percent of Market: Adults 25 - 54



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

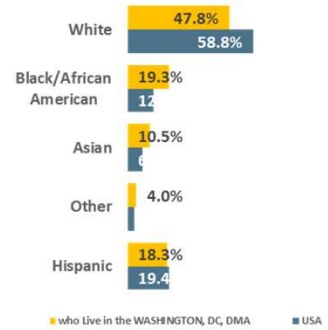
Total Persons:

2,968,927	126,969,428

Gender of Target vs. Market: Adults 25 - 54

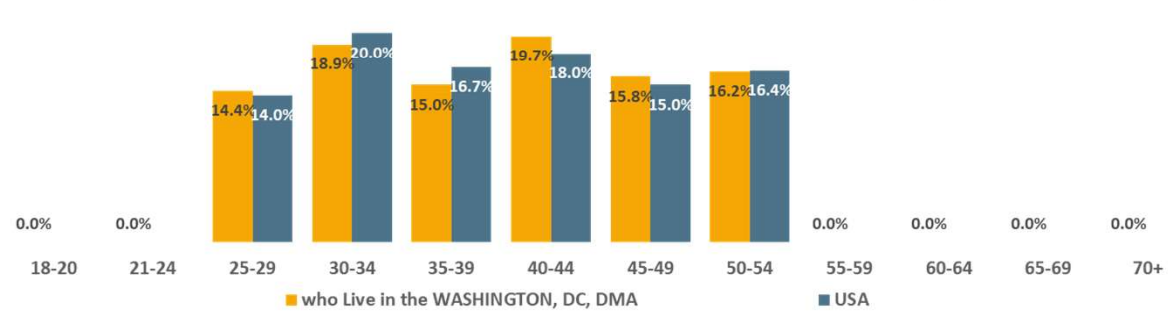
	Men	Men	Women	Women
%M vs. %F:	49.9%	50.6%	50.1%	49.4%
Average Age:	40.0	39.9	40.2	40.0
# Persons:	1,482,037	65,808,447	1,486,890	64,129,908

Ethnicity of Target vs. Market:

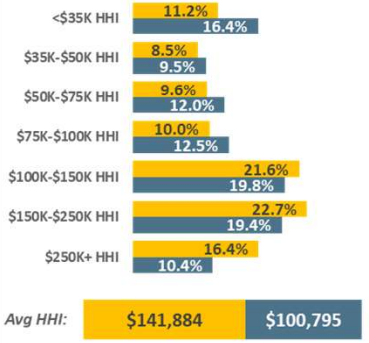


Age Cell Demographics of Target vs. Market:

Adults 25 - 54	Average Age: 40.1	40.0



HHI of Target vs. Market:



Avg HHI:	$141,884	$100,795

USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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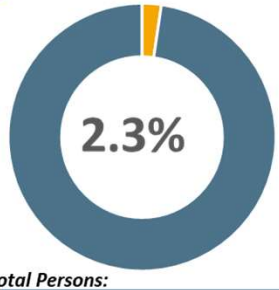
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



W25-54

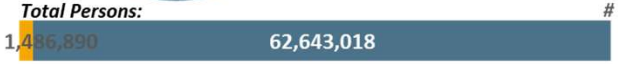
2.3% or 1,486,890 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Typical Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 40.2 years old (.4% older than average) and have a $131,451 (41.8% higher than average) annual household income.

Percent of Market: Women 25 - 54

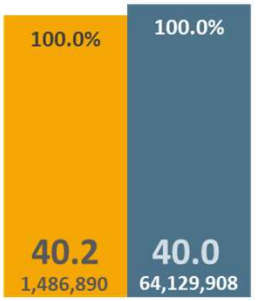


- who Live in the WASHINGTON, DC, DMA
- Remainder of USA DMAs

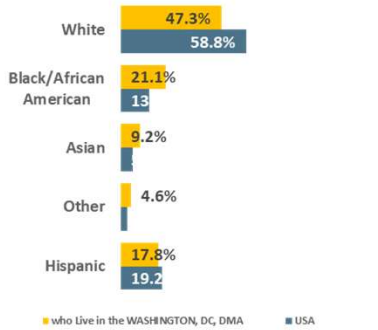
Total Persons:



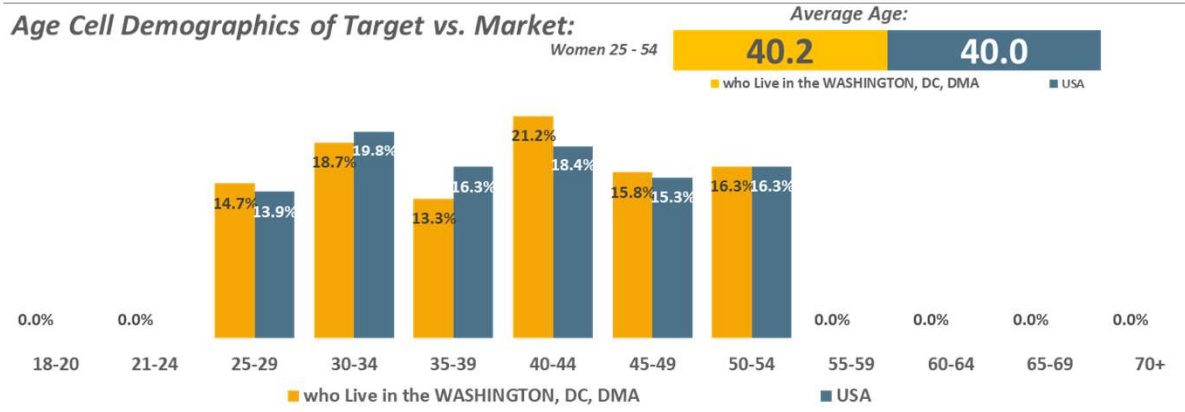
Gender of Target vs. Market: Women 25 - 54



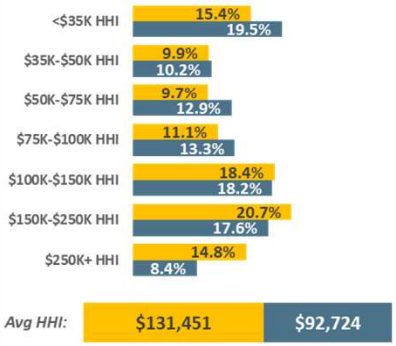
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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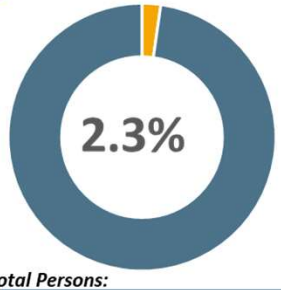
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



M25-54

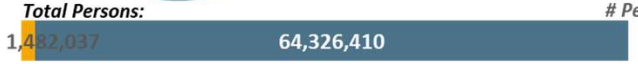
2.3% or 1,482,037 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Typical Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 40. years old (.3% older than average) and have a $152,351 (40.2% higher than average) annual household income.

Percent of Market: Men 25 - 54

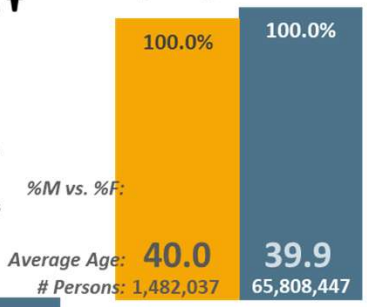


- who Live in the WASHINGTON, DC, DMA
- Remainder of USA DMAs

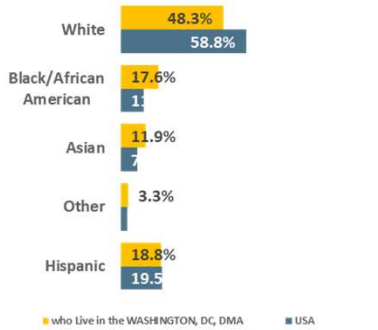
Total Persons:



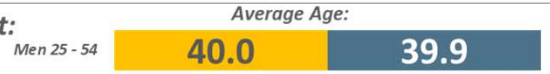
Gender of Target vs. Market: Men 25 - 54

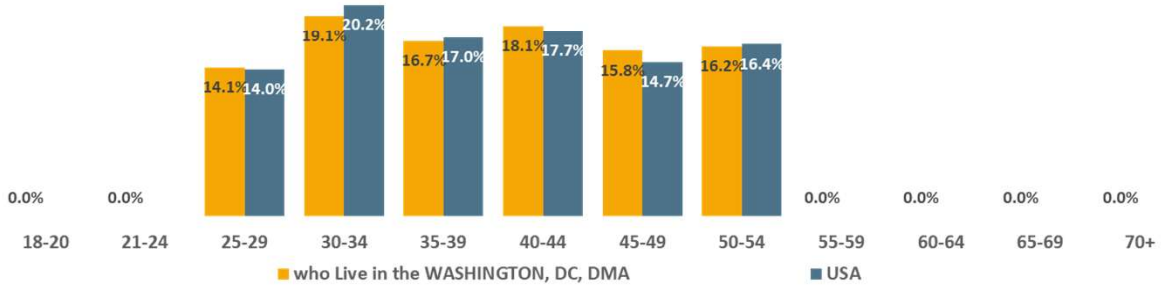


Ethnicity of Target vs. Market:

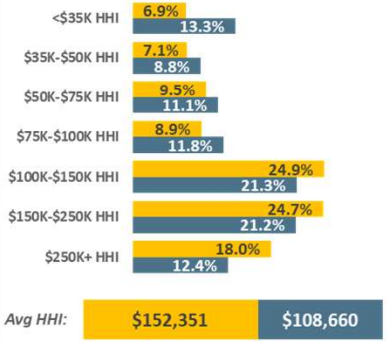


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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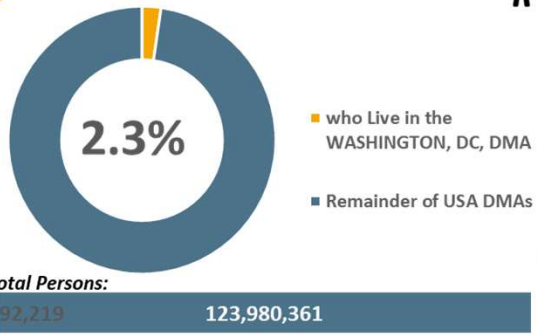
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



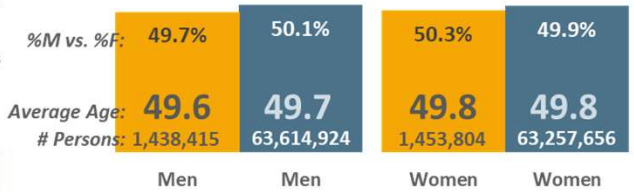
P35-64

2.3% or 2,892,219 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
Typical Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 49.7 years old (.1% younger than average) and have a $152,522 (42.5% higher than average) annual household income.

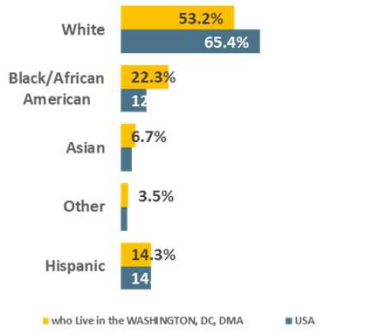
Percent of Market: Adults 35 - 64



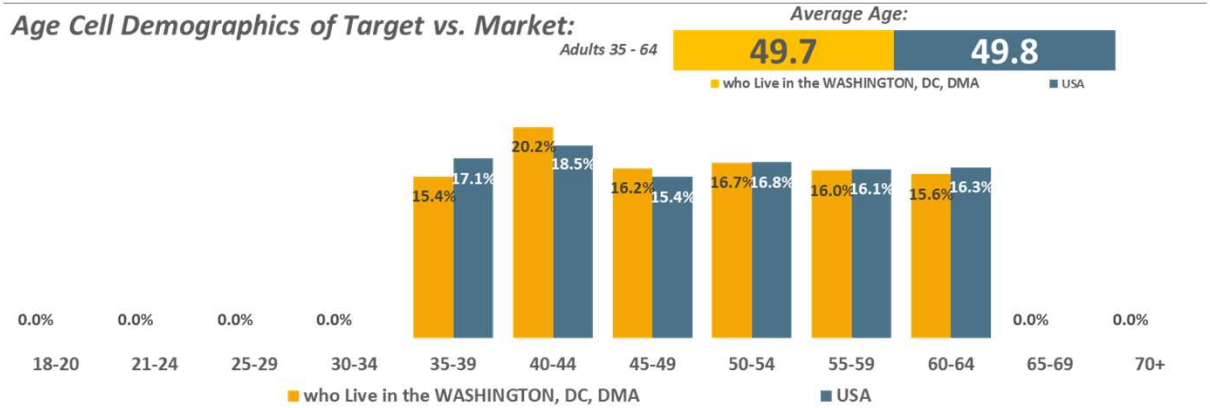
Gender of Target vs. Market: Adults 35 - 64



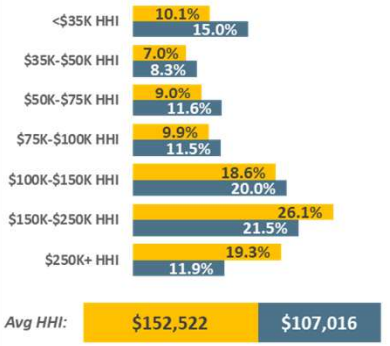
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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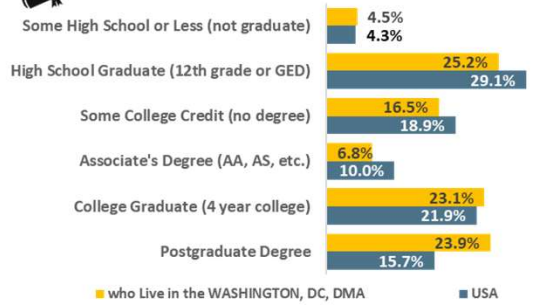
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



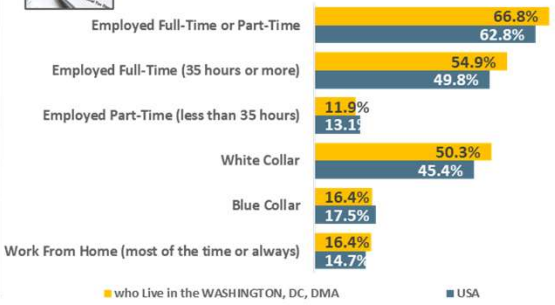
P18+

2.2% or 5,714,727 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are 24.9% more likely to be a college graduate, 10.3% more likely to work full-time, .4% less likely to be married, 3.4% more likely to be a parent of 1 or more children under 18.

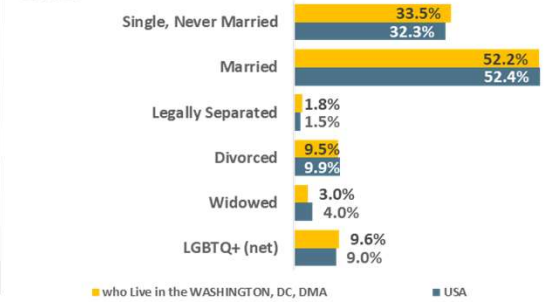
Education Levels: Adults 18 or older



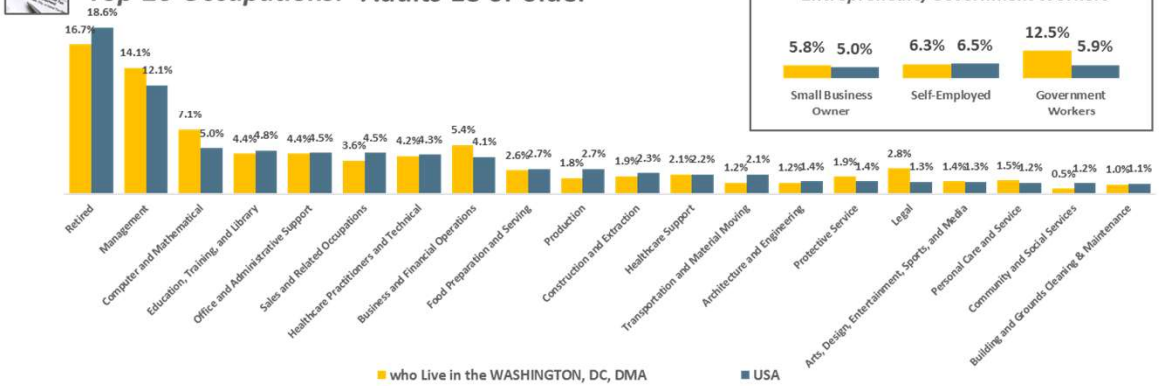
Employment: Adults 18 or older



Marital Status: Adults 18 or older

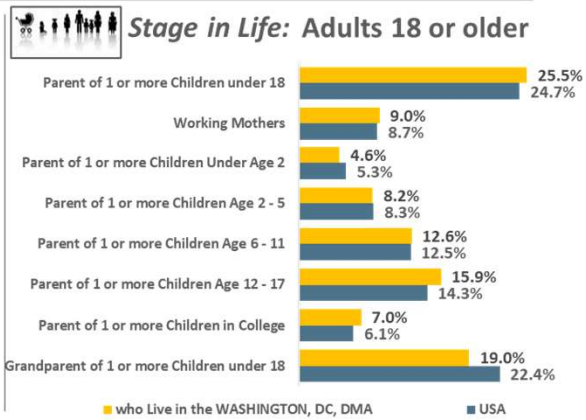


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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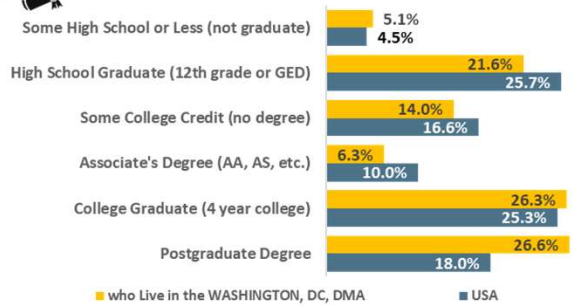
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



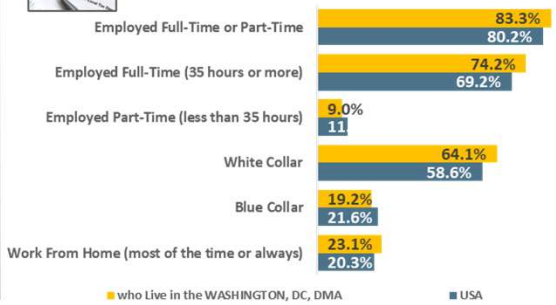
P25-54

2.3% or 2,968,927 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 22.4% more likely to be a college graduate, 7.2% more likely to work full-time, 6.2% more likely to be married, .7% less likely to be a parent of 1 or more children under 18.

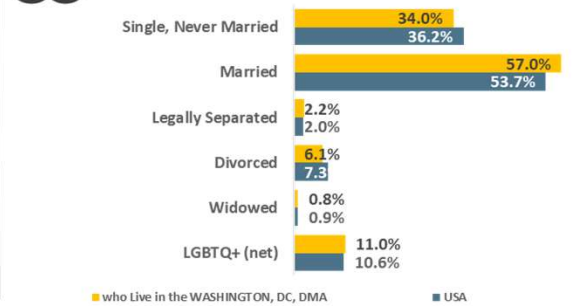
Education Levels: Adults 25 - 54



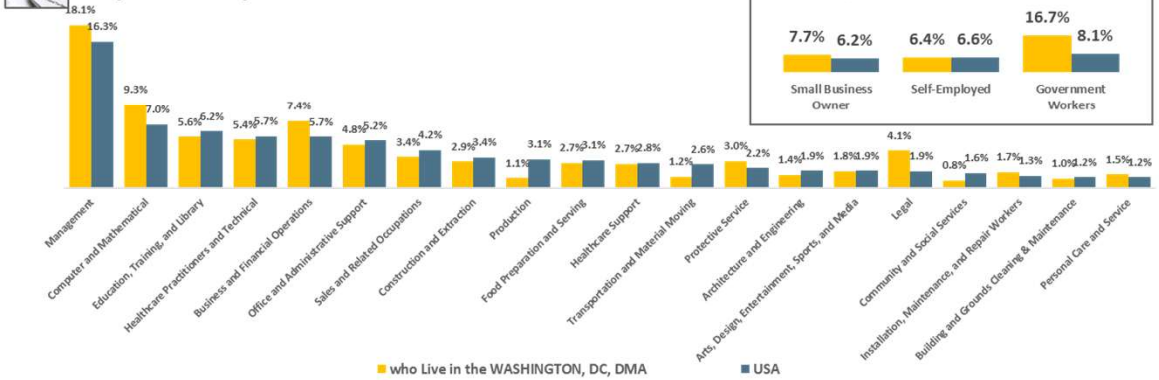
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

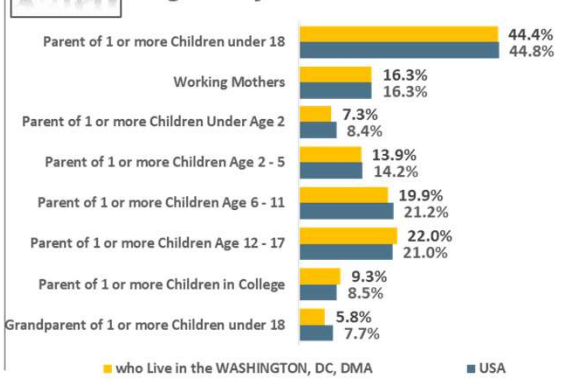


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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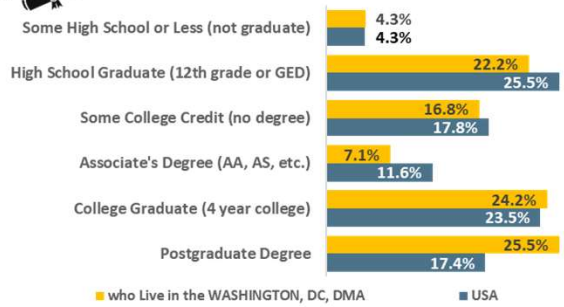
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



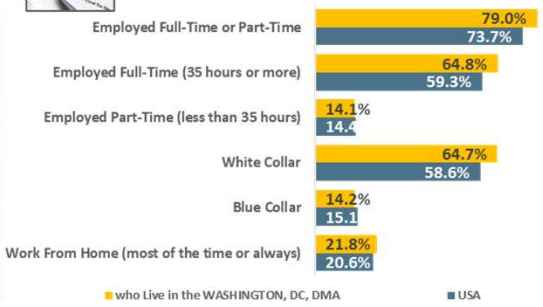
W25-54

2.3% or 1,486,890 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 21.5% more likely to be a college graduate, 9.3% more likely to work full-time, 3.9% more likely to be married, 26.4% less likely to be a grandparent of 1 or more children under 18.

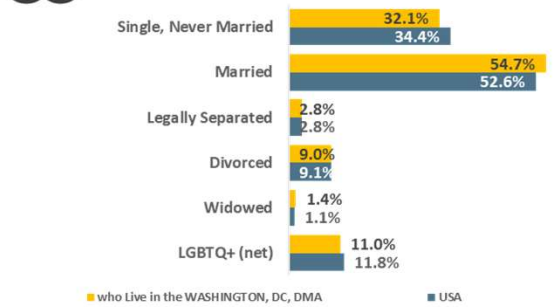
Education Levels: Women 25 - 54



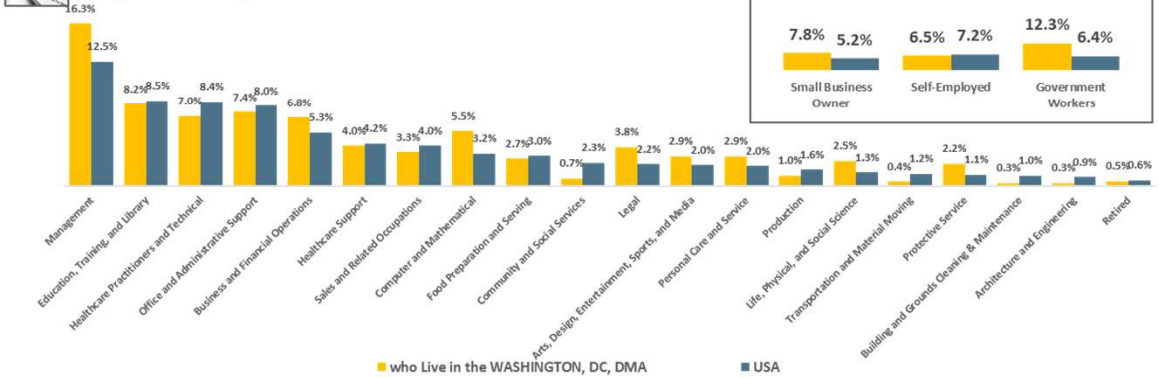
Employment: Women 25 - 54



Marital Status: Women 25 - 54

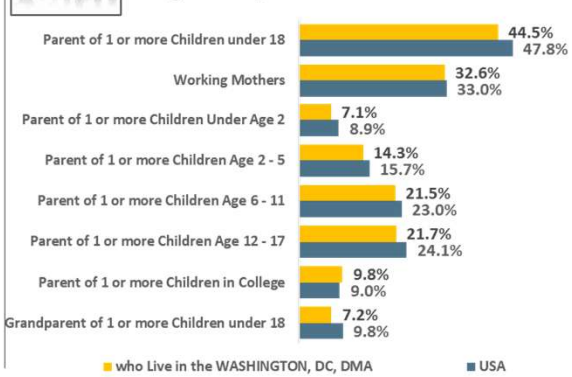


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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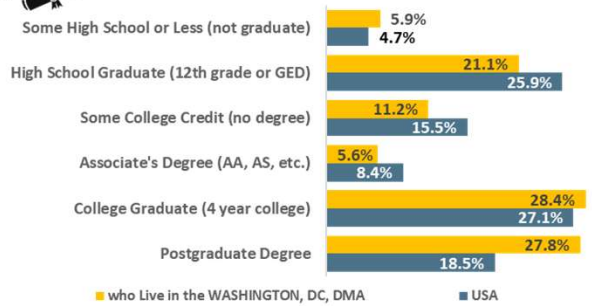
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



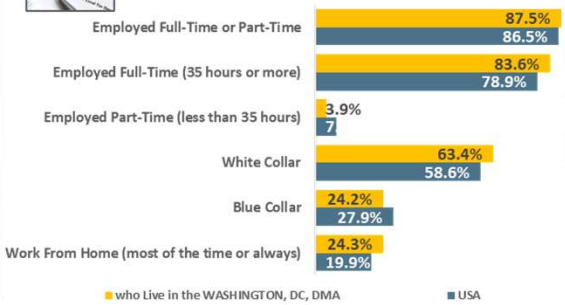
M25-54

2.3% or 1,482,037 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 23.5% more likely to be a college graduate, 6.% more likely to work full-time, 8.4% more likely to be married, 6.2% more likely to be a parent of 1 or more children under 18.

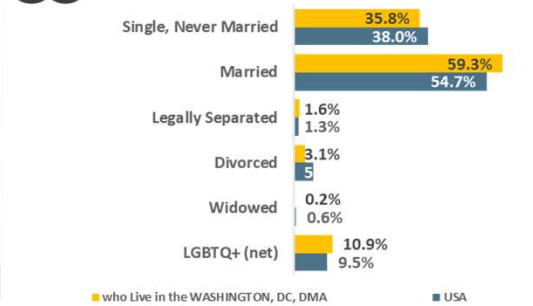
Education Levels: Men 25 - 54



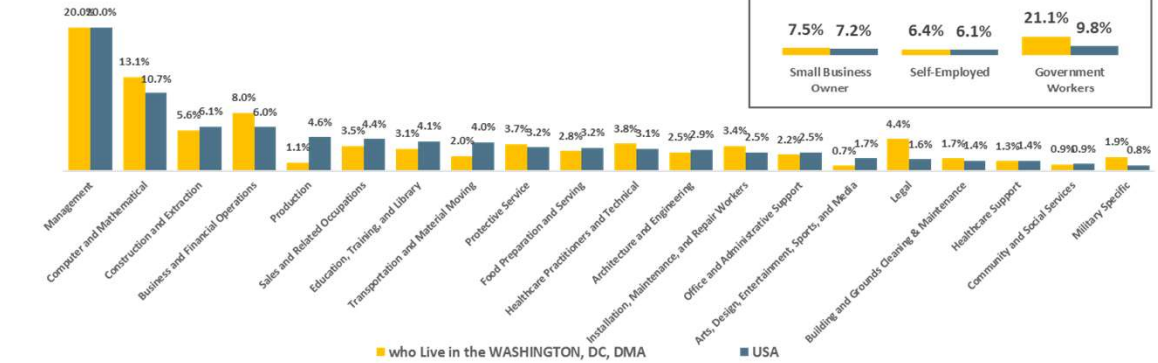
Employment: Men 25 - 54



Marital Status: Men 25 - 54

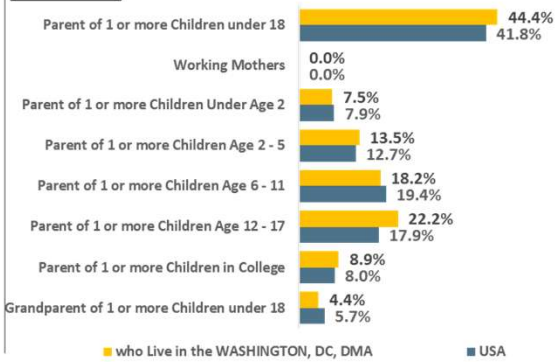


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Men 25 - 54



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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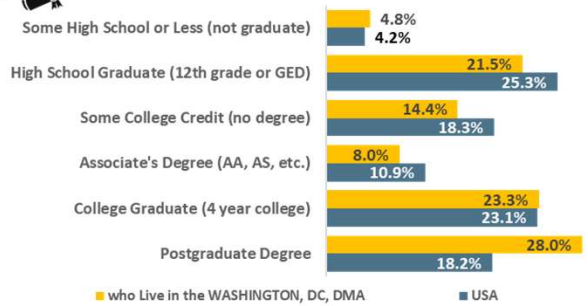
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



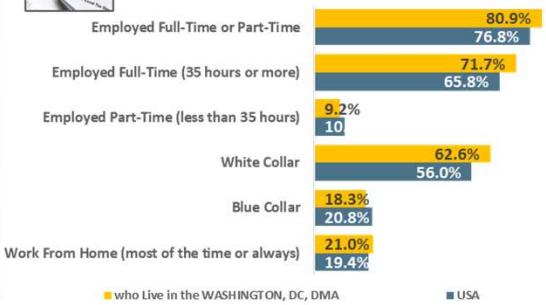
P35-64

2.3% or 2,892,219 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 24.2% more likely to be a college graduate, 9.% more likely to work full-time, 3.1% more likely to be married, 16.1% less likely to be a grandparent of 1 or more children under 18.

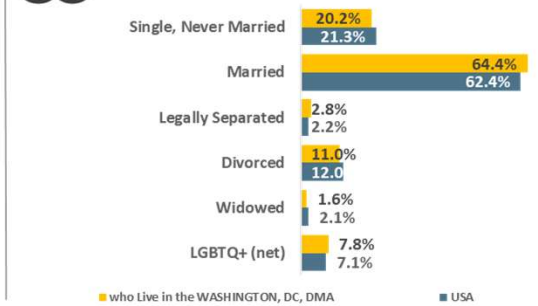
Education Levels: Adults 35 - 64



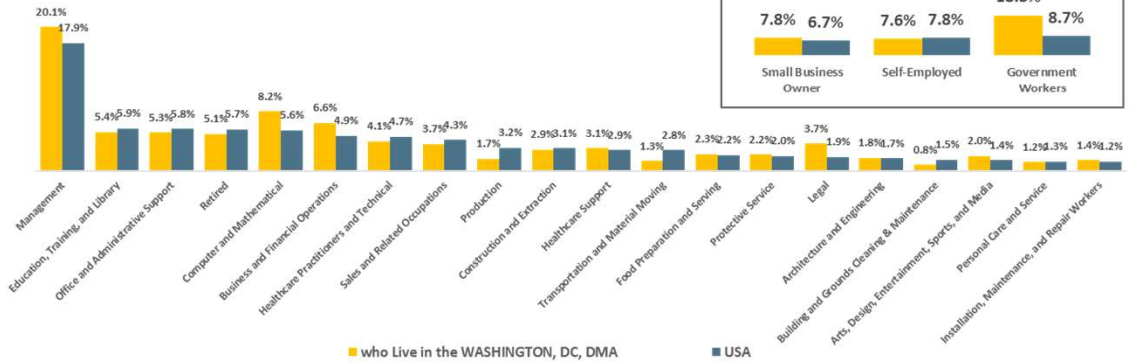
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

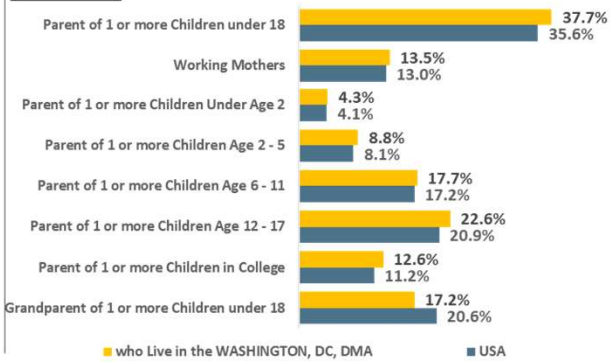


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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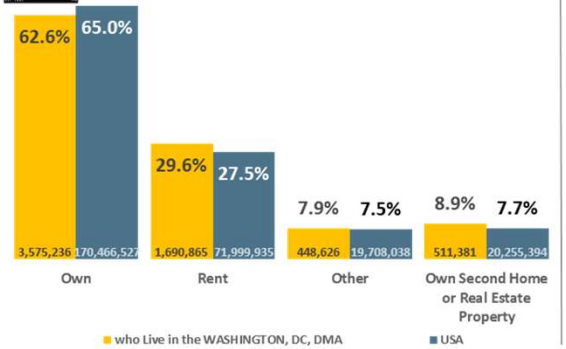
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



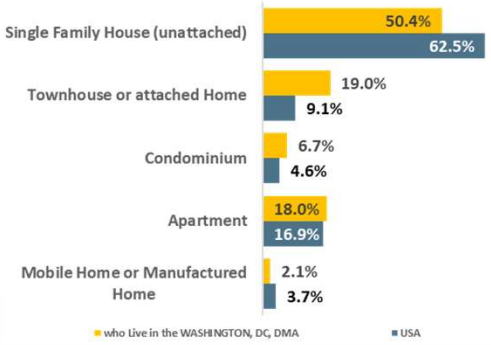
P18+

2.2% or 5,714,727 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are 3.8% less likely to own their home, 52.8% more likely to own a higher valued home, 19.5% less likely to have a single-family home, 20.1% less likely to have a dog.

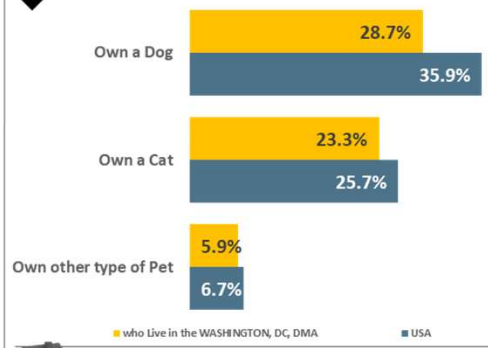
Own/Rent/Other: Adults 18 or older



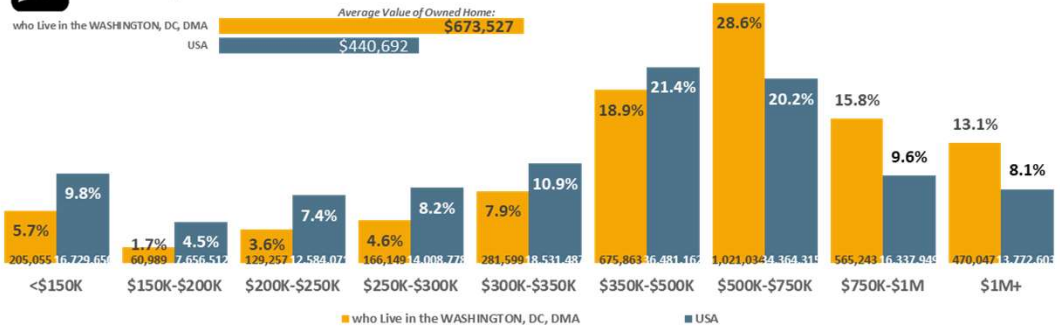
Type of Home: Adults 18 or older



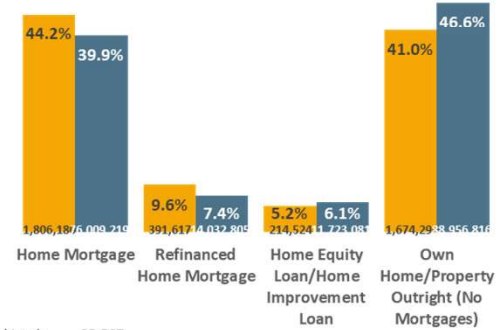
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA DMA Projection* *Scarborough R2 2025: Oct24-Aug25* *Qual Intab* *5,919*

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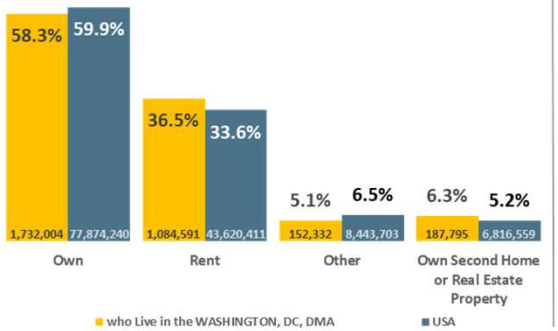
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*



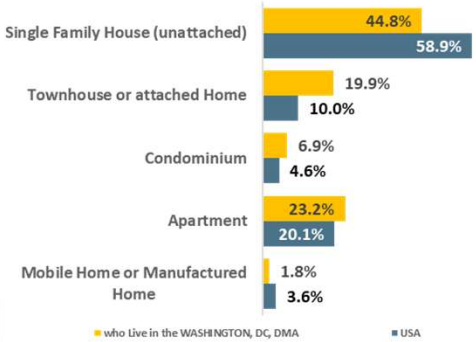
P25-54

2.3% or 2,968,927 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 2.7% less likely to own their home, 52.9% more likely to own a higher valued home, 24.% less likely to have a single-family home, 21.9% less likely to have a dog.

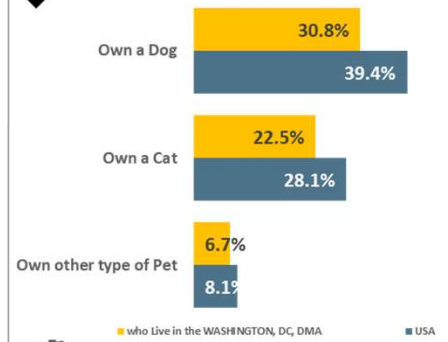
Own/Rent/Other: Adults 25 - 54



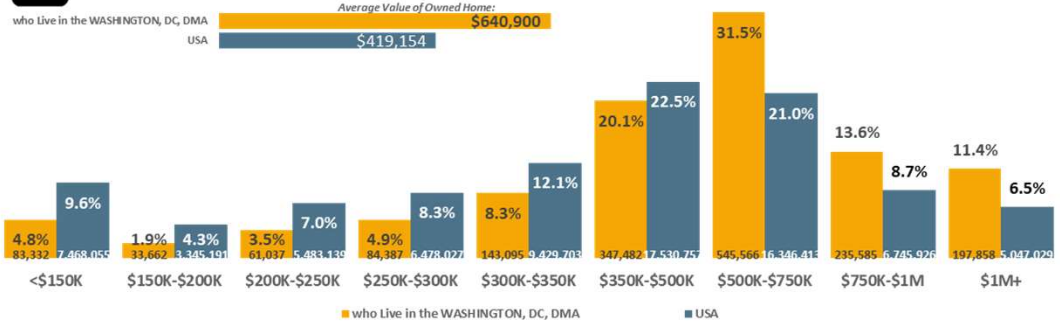
Type of Home: Adults 25 - 54



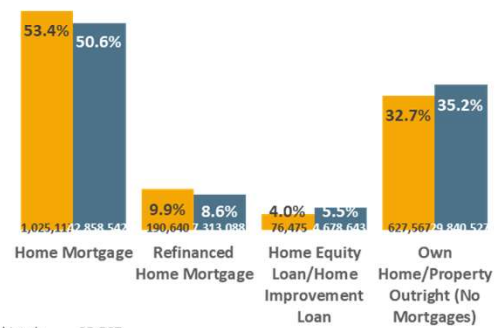
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Oct24-Aug25* *Qual Intab* *5,919*

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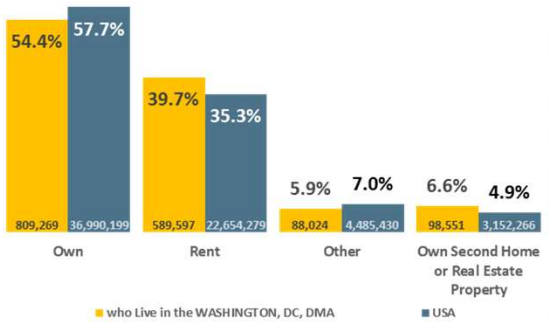
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*



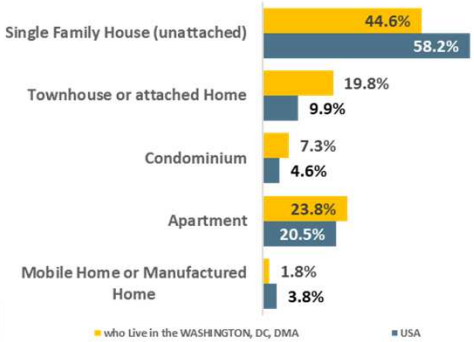
W25-54

2.3% or 1,486,890 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 5.6% less likely to own their home, 54.3% more likely to own a higher valued home, 23.3% less likely to have a single-family home, 24.8% less likely to have a dog.

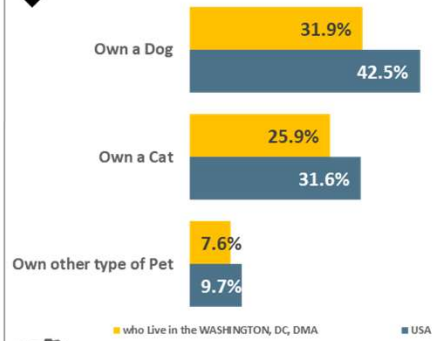
Own/Rent/Other: Women 25 - 54



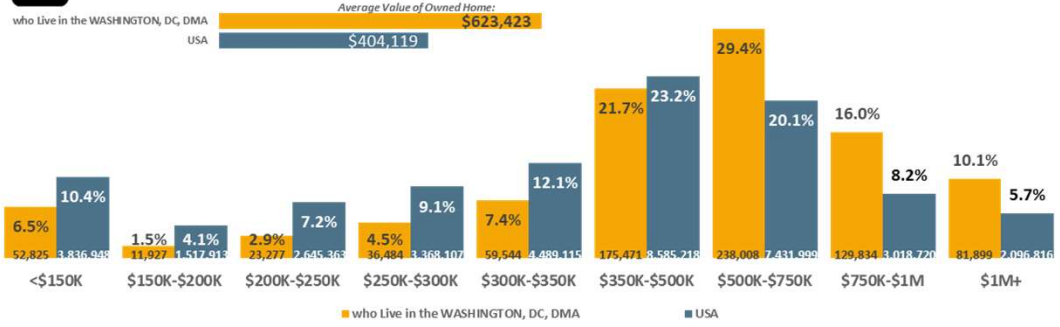
Type of Home: Women 25 - 54



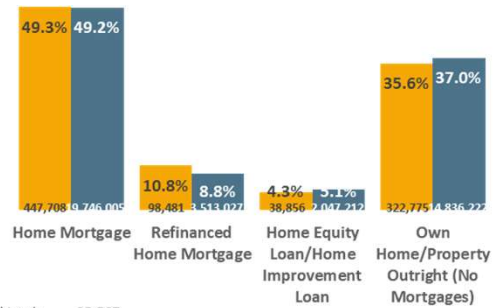
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Oct24-Aug25* *Qual Intab* *5,919*

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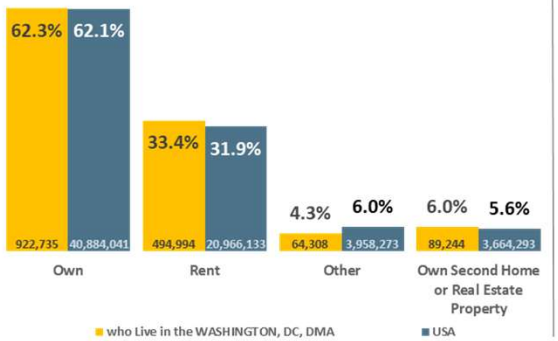
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*



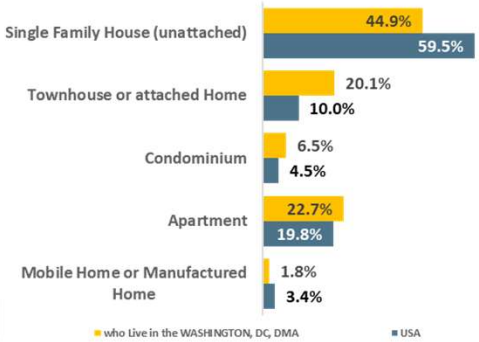
M25-54

2.3% or 1,482,037 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are .2% more likely to own their home, 51.6% more likely to own a higher valued home, 24.6% less likely to have a single-family home, 18.7% less likely to have a dog.

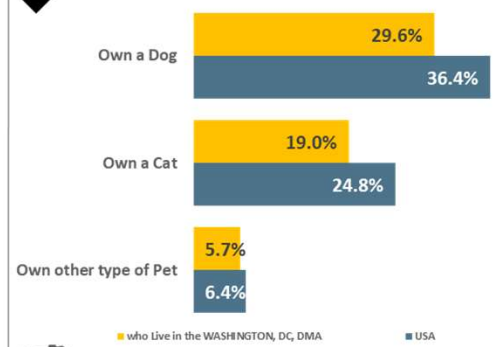
Own/Rent/Other: Men 25 - 54



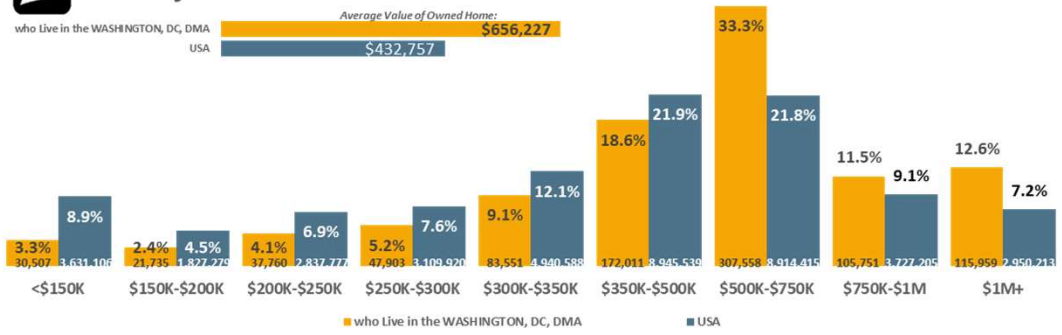
Type of Home: Men 25 - 54



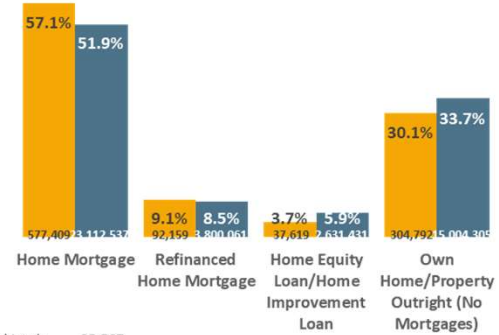
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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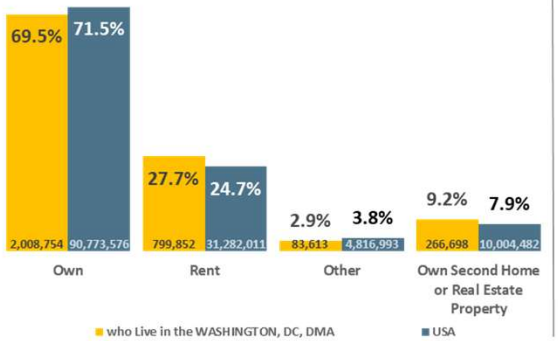
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



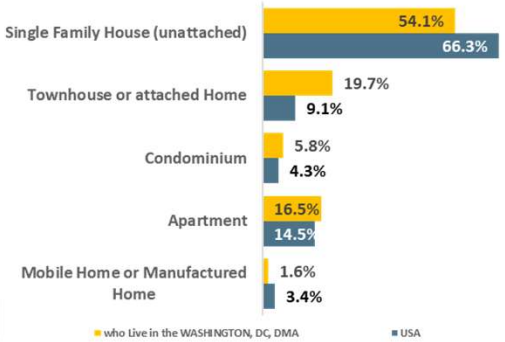
P35-64

2.3% or 2,892,219 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 2.9% less likely to own their home, 52.9% more likely to own a higher valued home, 18.5% less likely to have a single-family home, 18.4% less likely to have a dog.

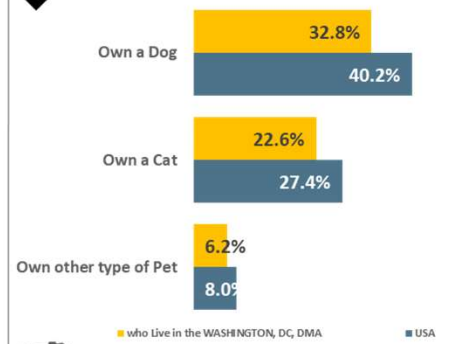
Own/Rent/Other: Adults 35 - 64



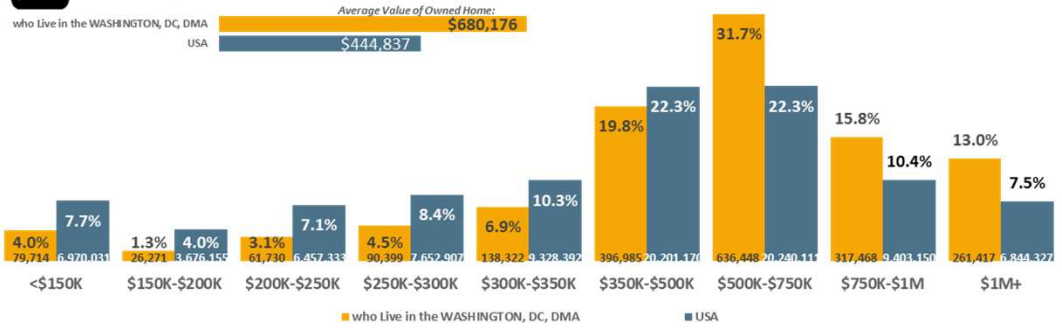
Type of Home: Adults 35 - 64



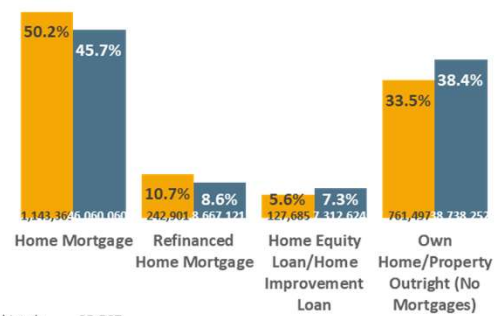
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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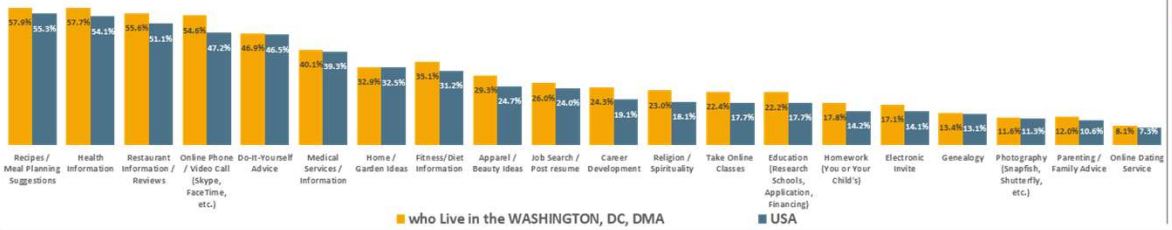
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



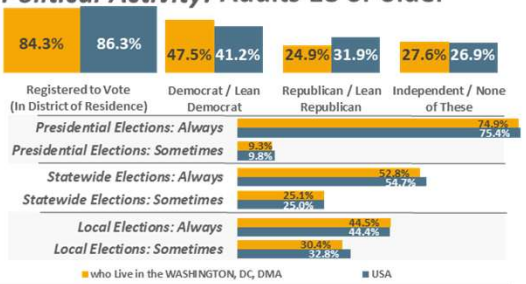
P18+

2.2% or 5,714,727 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are 1.% more likely to look up D-I-Y advice online, .3% more likely to always vote in local elections, 1.1% less likely to belong to a gym, 1.3% more likely to fly domestic past yr.

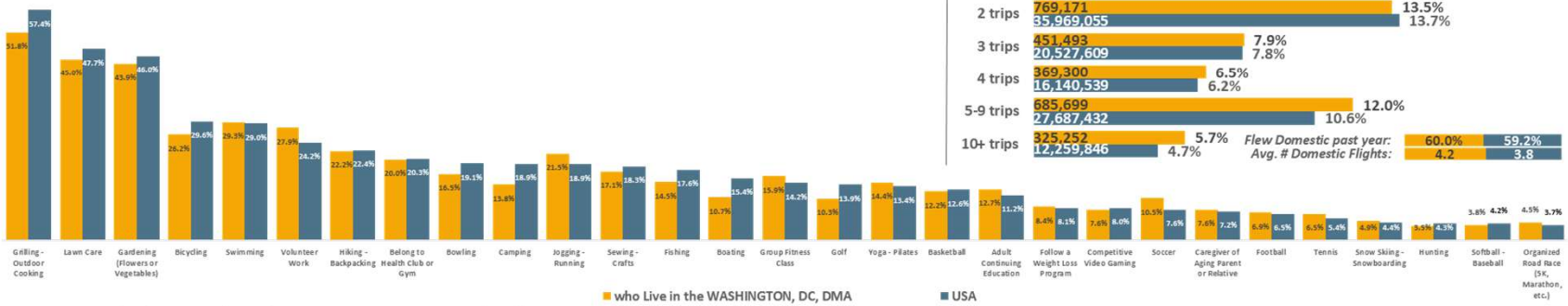
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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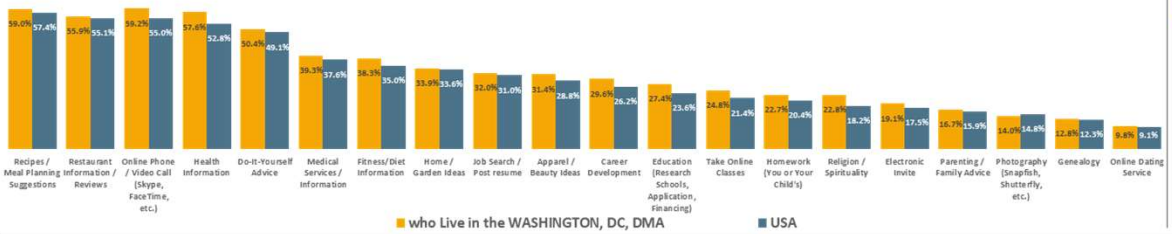
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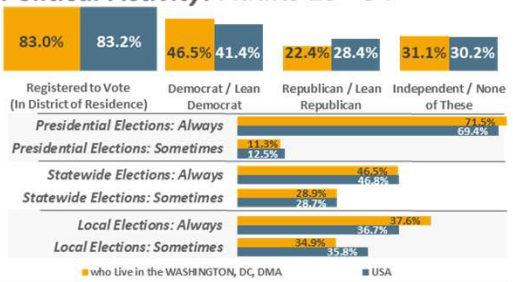
P25-54

2.3% or 2,968,927 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 2.6% more likely to look up D-I-Y advice online, 2.6% more likely to always vote in local elections, .9% less likely to belong to a gym, 2.1% more likely to fly domestic past yr.

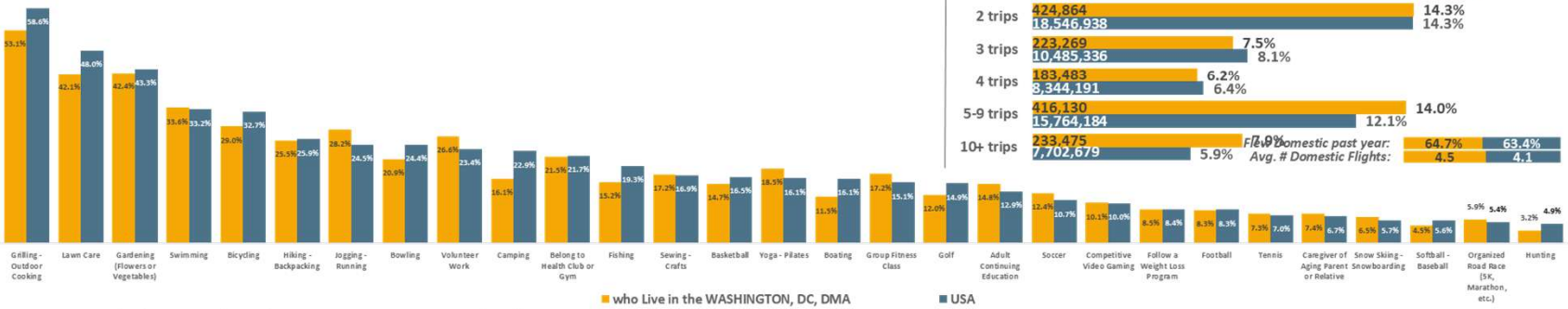
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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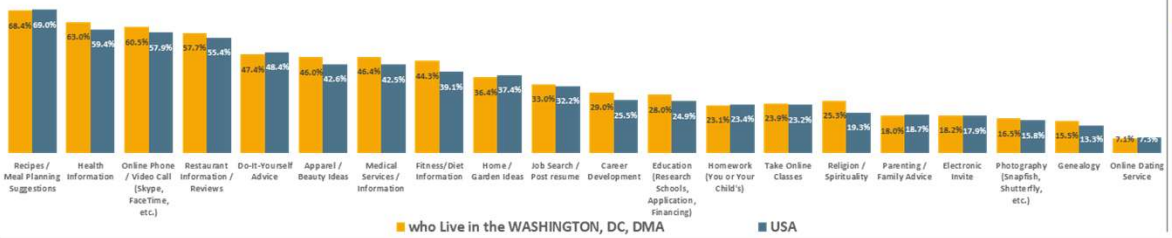
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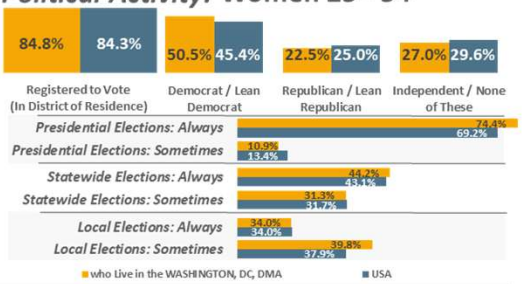
W25-54

2.3% or 1,486,890 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 2.1% less likely to look up D-I-Y advice online, .1% less likely to always vote in local elections, 14.1% less likely to belong to a gym, 3.7% more likely to fly domestic past yr.

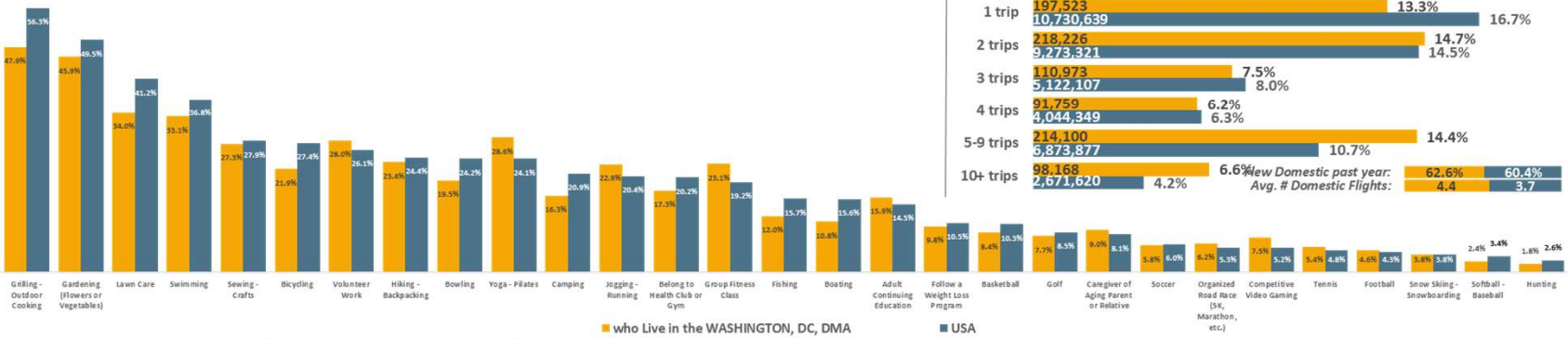
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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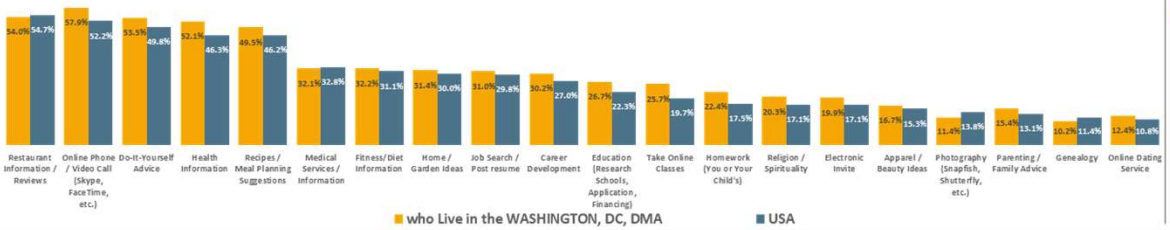
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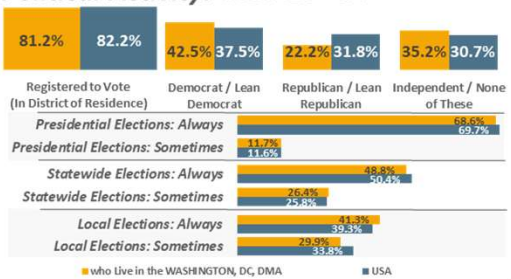
M25-54

2.3% or 1,482,037 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 7.3% more likely to look up D-I-Y advice online, 5.1% more likely to always vote in local elections, 10.9% more likely to belong to a gym, .7% more likely to fly domestic past yr.

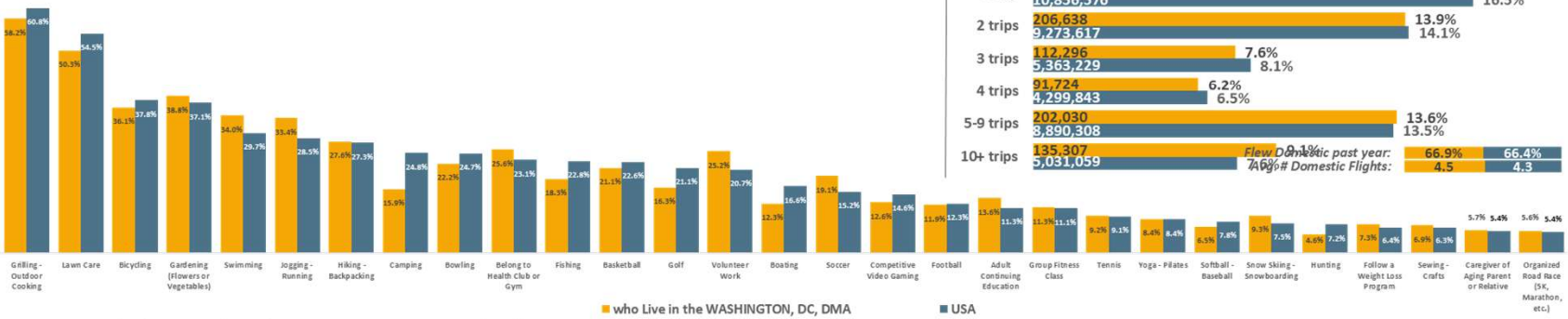
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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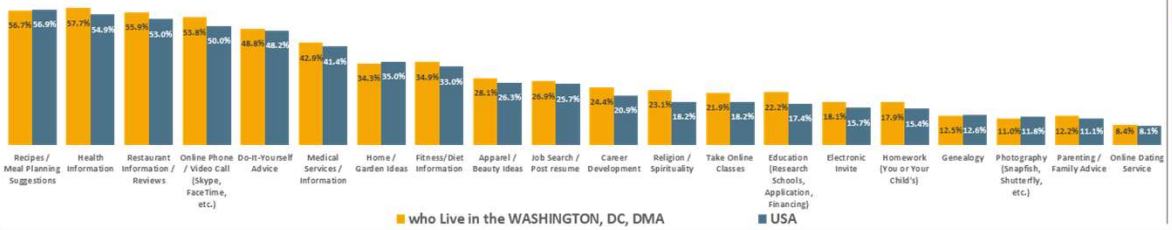
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



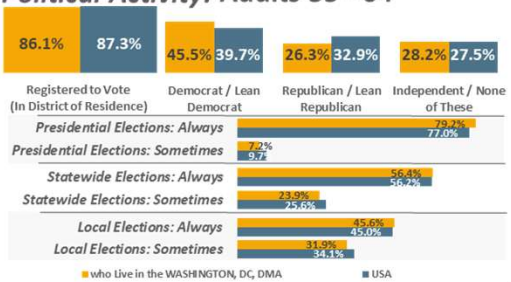
P35-64

2.3% or 2,892,219 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 1.4% more likely to look up D-I-Y advice online, 1.5% more likely to always vote in local elections, 2.5% more likely to belong to a gym, .3% less likely to fly domestic past yr.

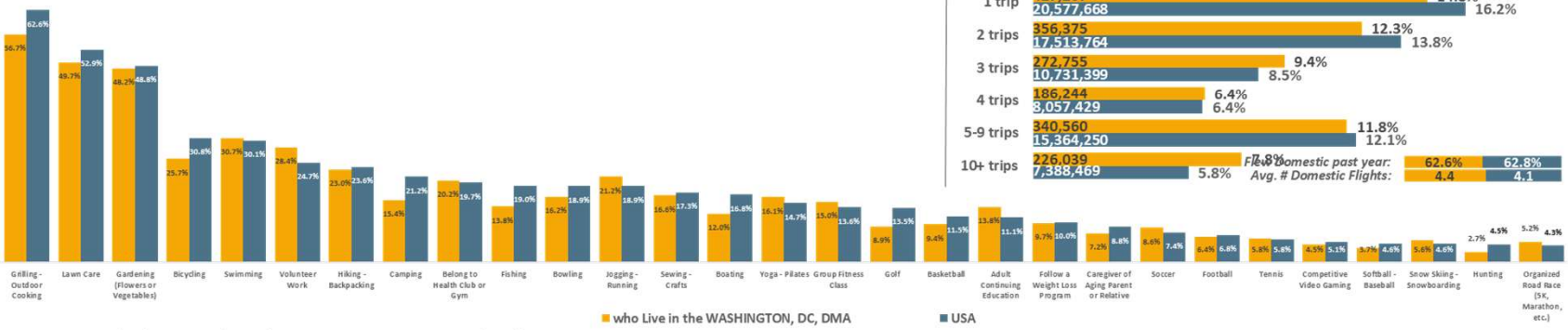
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



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



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

USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



P18+

2.2% or 5,714,727 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are .7% less likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 14.4% less likely to use Casinos past yr., 17.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
82.8% 83.4%
4,732,988 218,723,595

Avg. Monthly QSR Meals:
5.9 5.9

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



Total Monthly Sit-Down Restaurant Users:
72.1% 72.0%
4,118,427 188,675,723

Avg. Monthly Sit-Down Restaurant Meals:
3.7 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



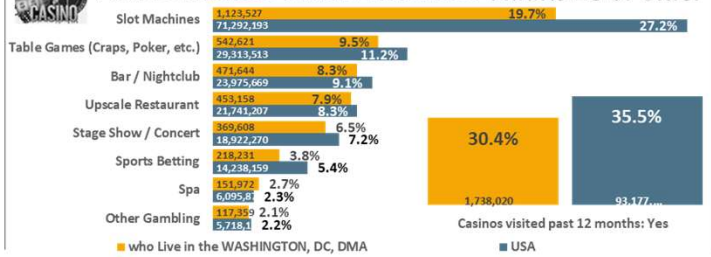
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WASHINGTON, DC, DMA 1,397,483 24.5%
USA 19.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



P25-54

2.3% or 2,968,927 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are .7% less likely to use QSRs past mo., 3.% more likely to use Sit-Down Restaurants past mo., 13.3% less likely to use Casinos past yr., 30.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

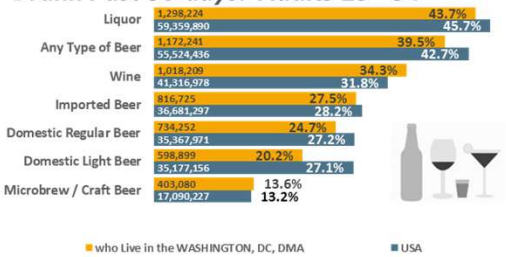
(Sit-Down Restaurants Used Past 30-days)



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

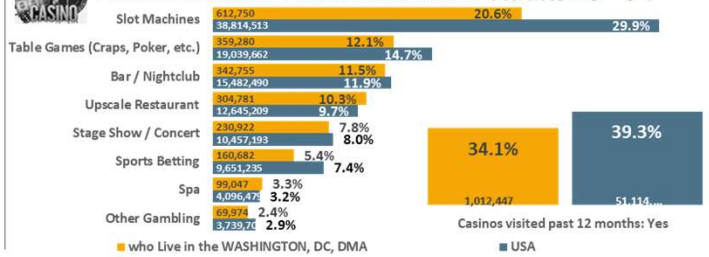


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

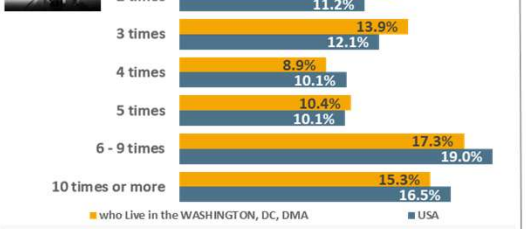


W25-54

2.3% or 1,486,890 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are .1% less likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., 11.% less likely to use Casinos past yr., 30.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



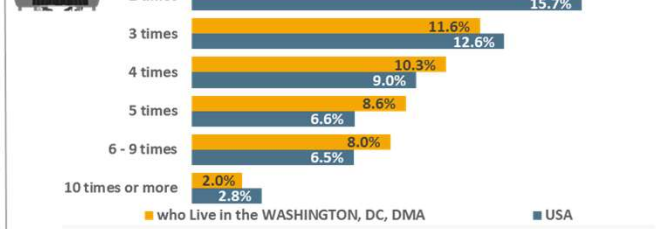


Total Monthly QSR Users:
86.3% 86.4%
1,282,594 55,397,908

Avg. Monthly QSR Meals:
6.0 6.3

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





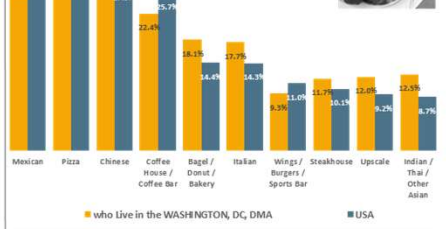
Total Monthly Sit-Down Restaurant Users:
74.8% 72.0%
1,111,741 46,174,167

Avg. Monthly Sit-Down Restaurant Meals:
3.5 3.4

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)





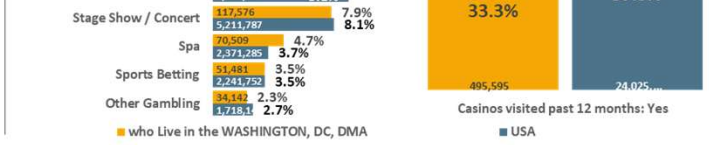
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WASHINGTON, DC, DMA 445,085 29.9%
USA 10,566,156 25.5%

Drank Past 30-days: Women 25 - 54



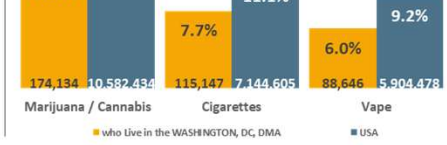
Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54





USA *USA DMA Projection* *Scarborough R2 2025: Oct24-Aug25* *Qual Intab* *5,919*

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USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*



M25-54

2.3% or 1,482,037 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 1.3% less likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 15.3% less likely to use Casinos past yr., 29.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
85.0% 86.2%
1,259,889 56,695,87 1

Avg. Monthly QSR Meals:
6.4 6.3

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



Total Monthly Sit-Down Restaurant Users:
74.0% 72.5%
1,096,988 47,692,11 2

Avg. Monthly Sit-Down Restaurant Meals:
4.1 3.9

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



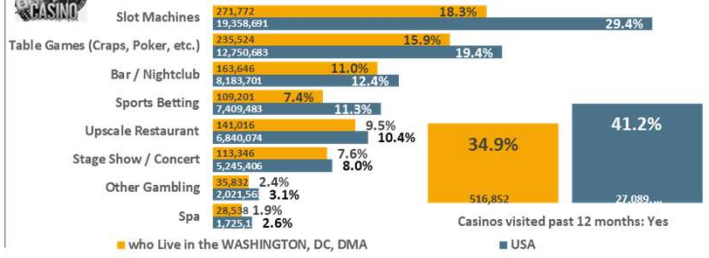
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WASHINGTON, DC, DMA 377,899 25.5%
USA 23.4%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



P35-64

2.3% or 2,892,219 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 1.1% more likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., 10.2% less likely to use Casinos past yr., 22.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:
86.8% 85.9%
2,511,880 109,018,070

Avg. Monthly QSR Meals:
6.0 6.0

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



Total Monthly Sit-Down Restaurant Users:
76.1% 73.5%
2,202,003 93,214,664

Avg. Monthly Sit-Down Restaurant Meals:
3.8 3.7

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WASHINGTON, DC, DMA 706,692 24.4%
USA 19.7%

Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



Used Past 30-days: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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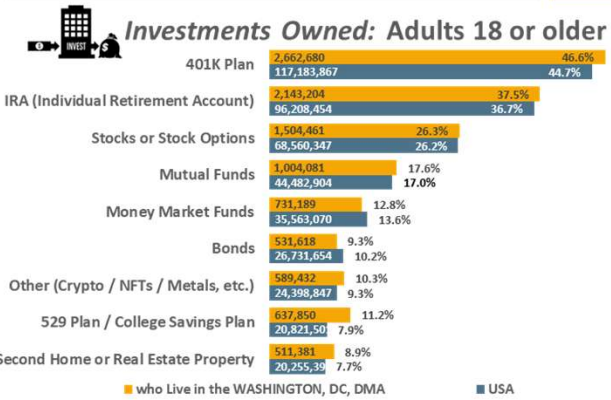
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



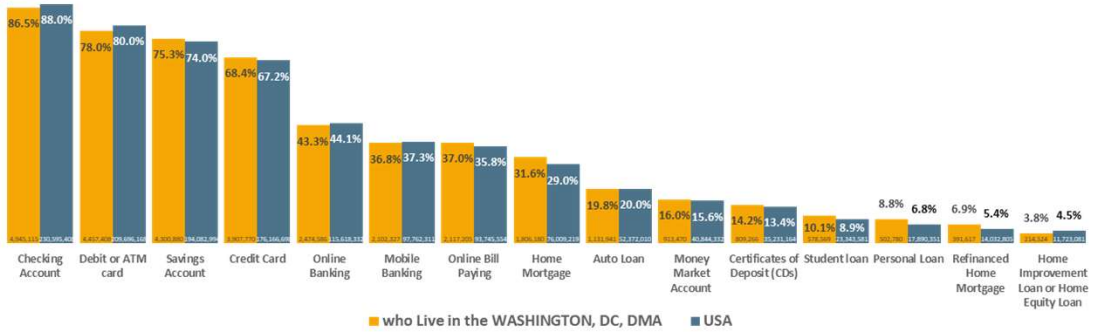
P18+

2.2% or 5,714,727 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are 4.2% more likely to have a 401K, .8% less likely to have an Auto Loan, 12.3% more likely to Invest/Trade Stocks Online, 6.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

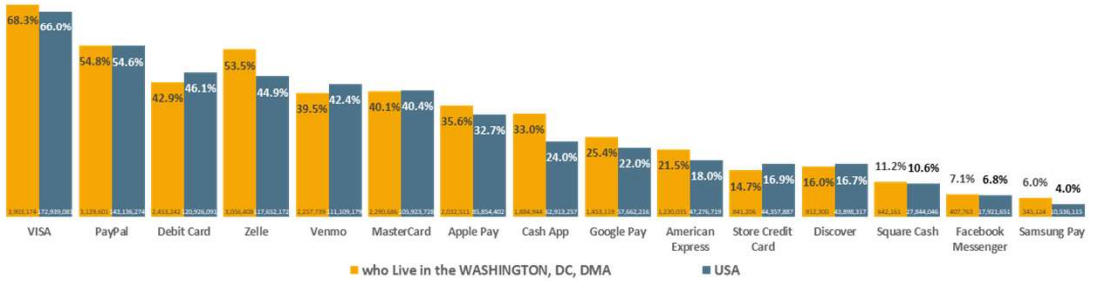


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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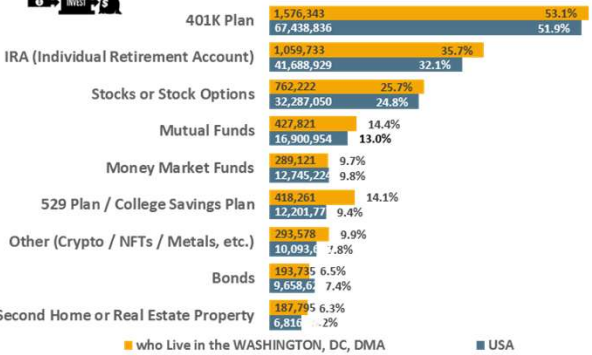
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



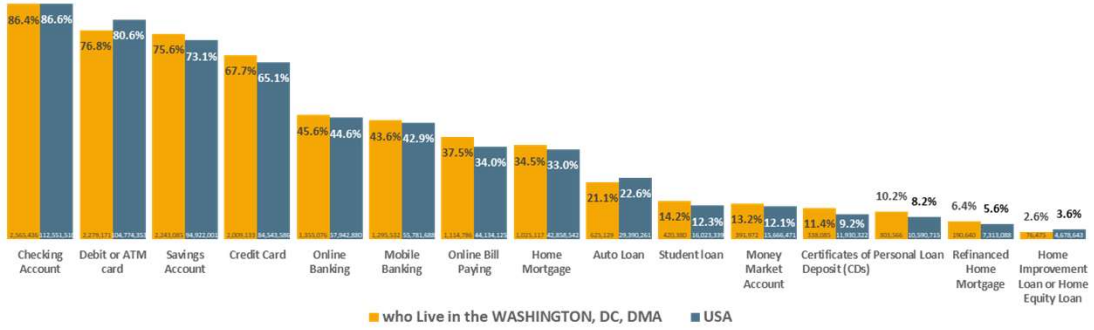
P25-54

2.3% or 2,968,927 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 2.3% more likely to have a 401K, 6.9% less likely to have an Auto Loan, 21.6% more likely to Invest/Trade Stocks Online, 11.3% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

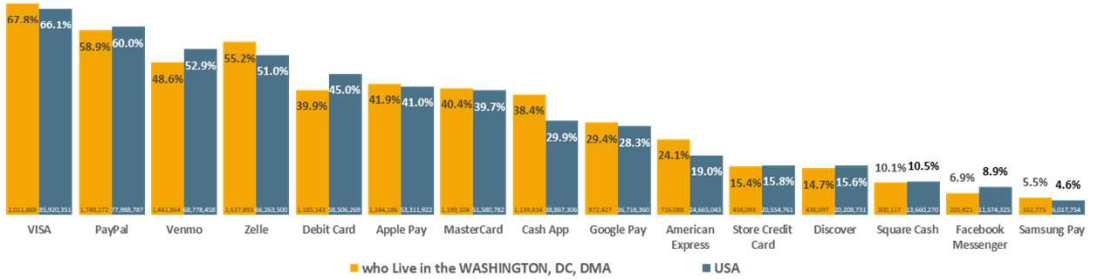


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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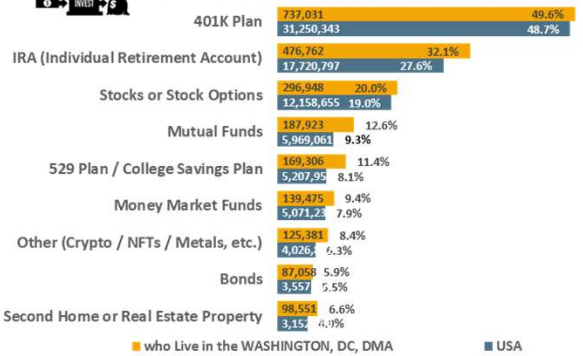


W25-54

2.3% or 1,486,890 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 1.7% more likely to have a 401K, 10.3% less likely to have an Auto Loan, 19.6% more likely to Invest/Trade Stocks Online, 12.7% less likely to pay with their Debit Card.

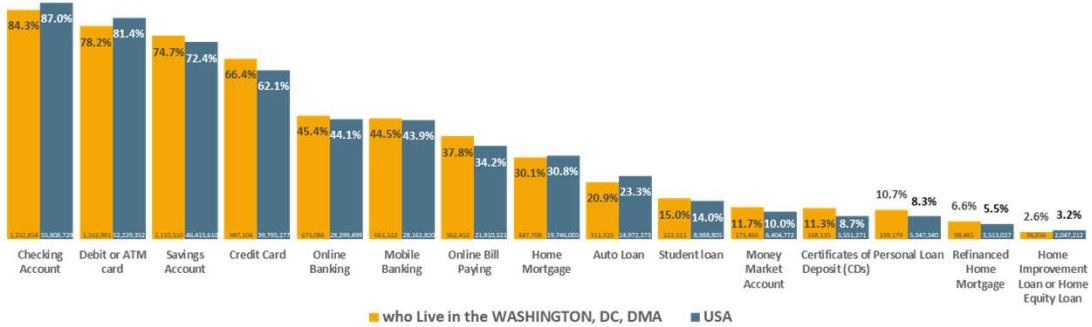
Investments Owned: Women 25 - 54





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





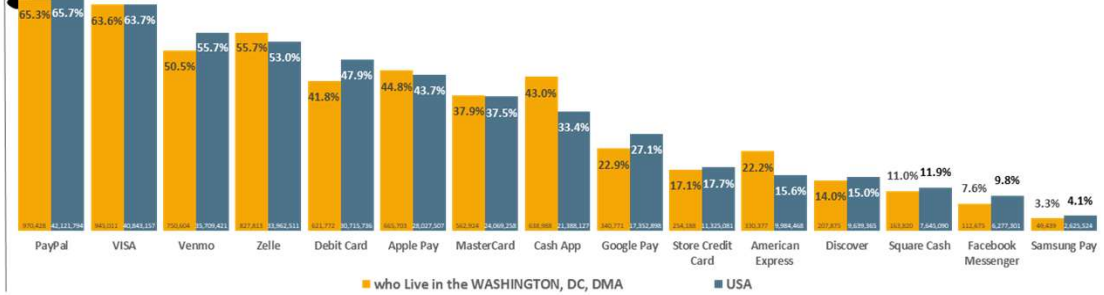
Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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





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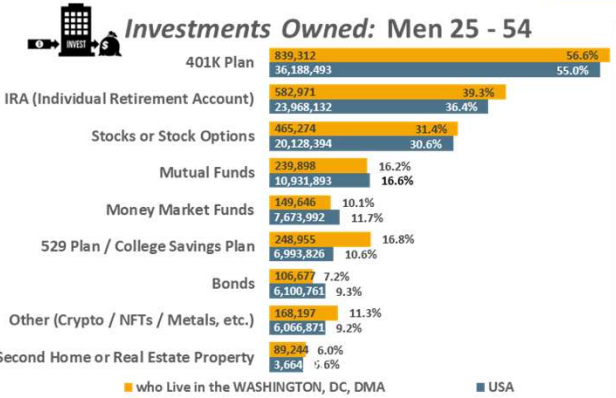
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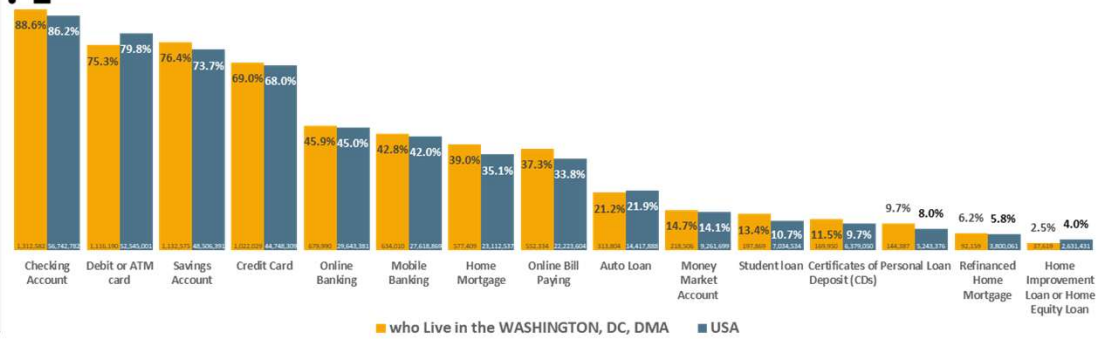
M25-54

2.3% or 1,482,037 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 3.% more likely to have a 401K, 3.4% less likely to have an Auto Loan, 23.4% more likely to Invest/Trade Stocks Online, 10.% less likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

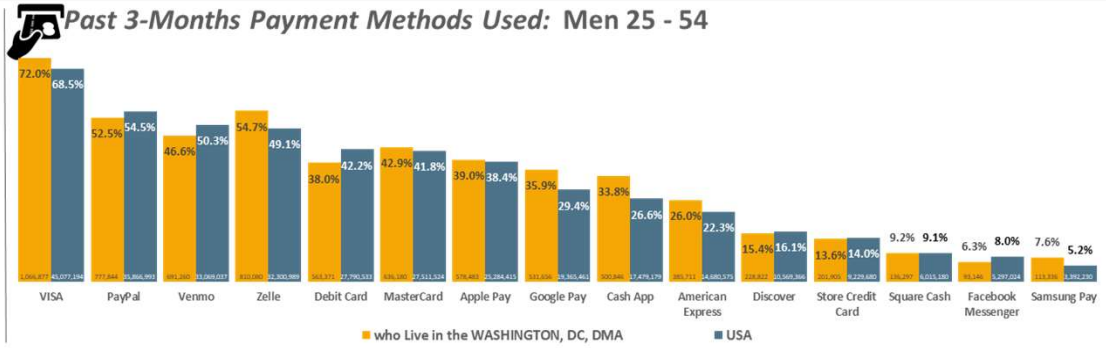


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



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P35-64

2.3% or 2,892,219 of USA Adults 35 - 64 Live in the WASHINGTON, DC, DMA.
Adults 35 - 64 who Live in the WASHINGTON, DC, DMA are 2.4% more likely to have a 401K, 2.3% less likely to have an Auto Loan, 17.8% more likely to Invest/Trade Stocks Online, 5.8% less likely to pay with their Debit Card.

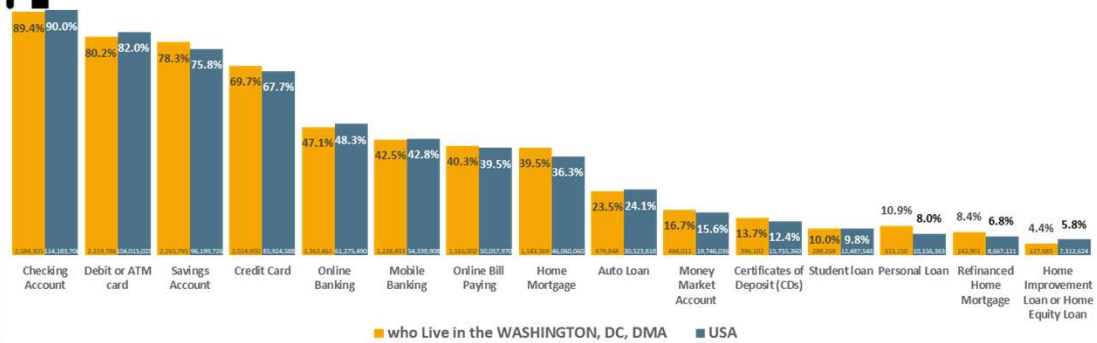
Investments Owned: Adults 35 - 64



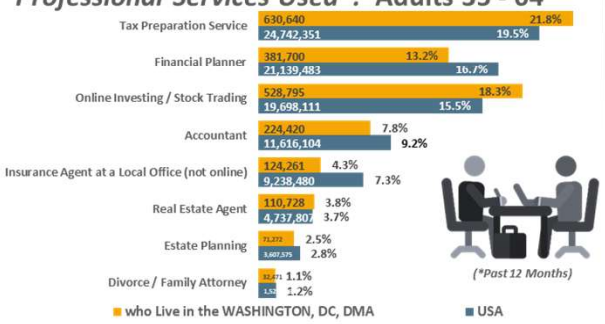


Financial Services Has and/or Uses: Adults 35 - 64





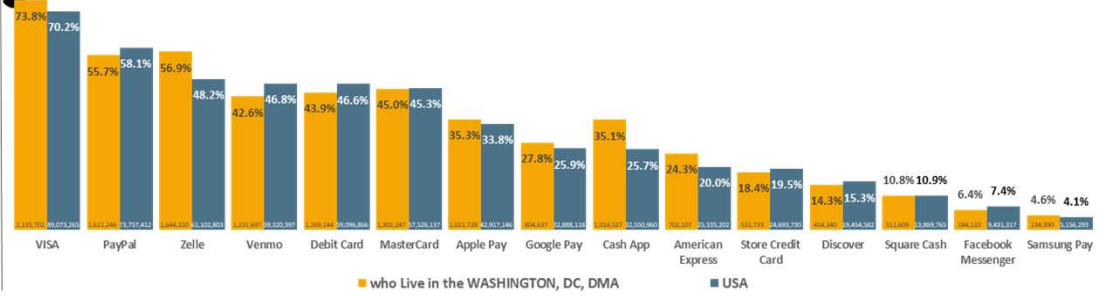
Professional Services Used:* Adults 35 - 64



*(*Past 12 Months)*

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





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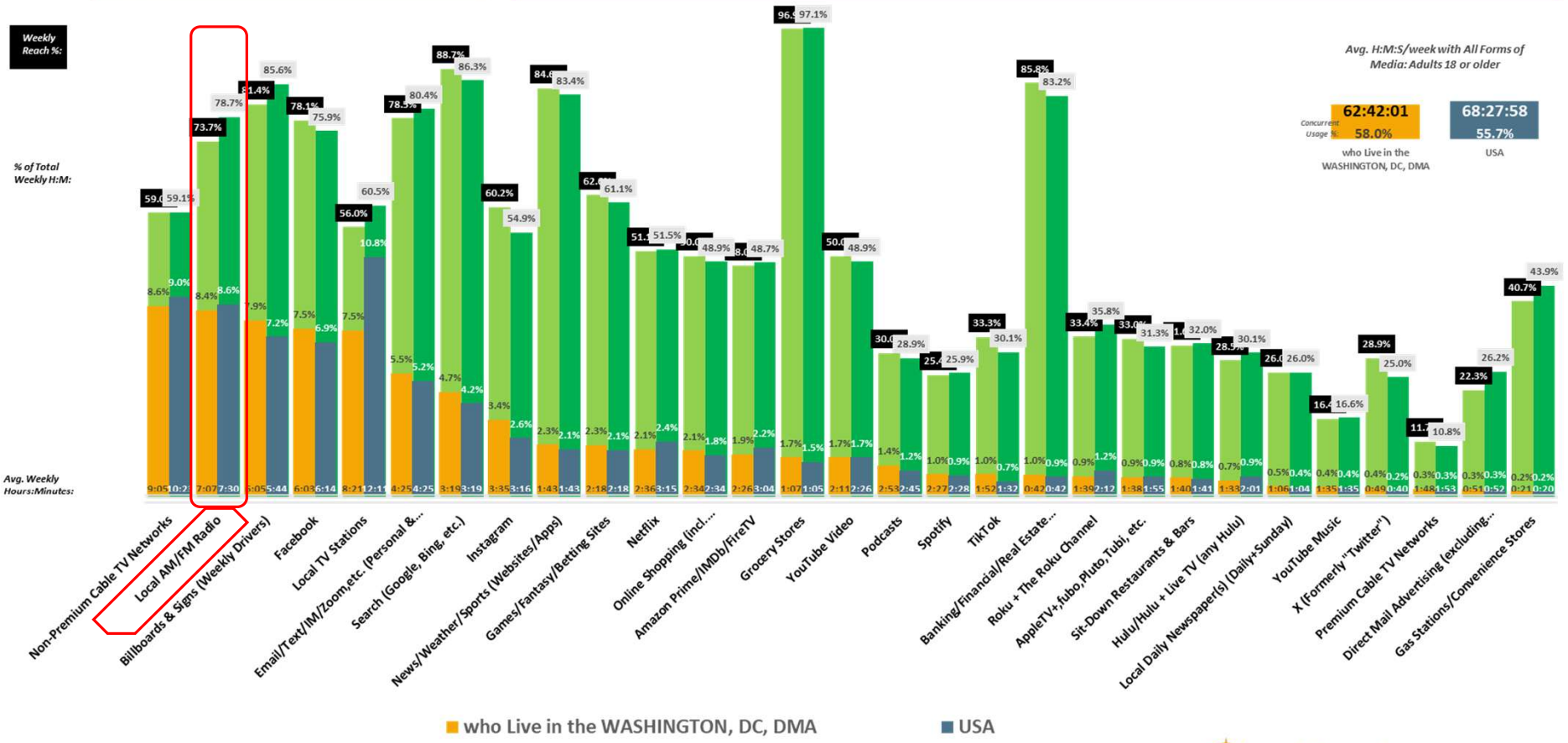
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507



P18+

Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 14 hours, 42 minutes and 1 seconds each week with All Forms of Media.

73.7% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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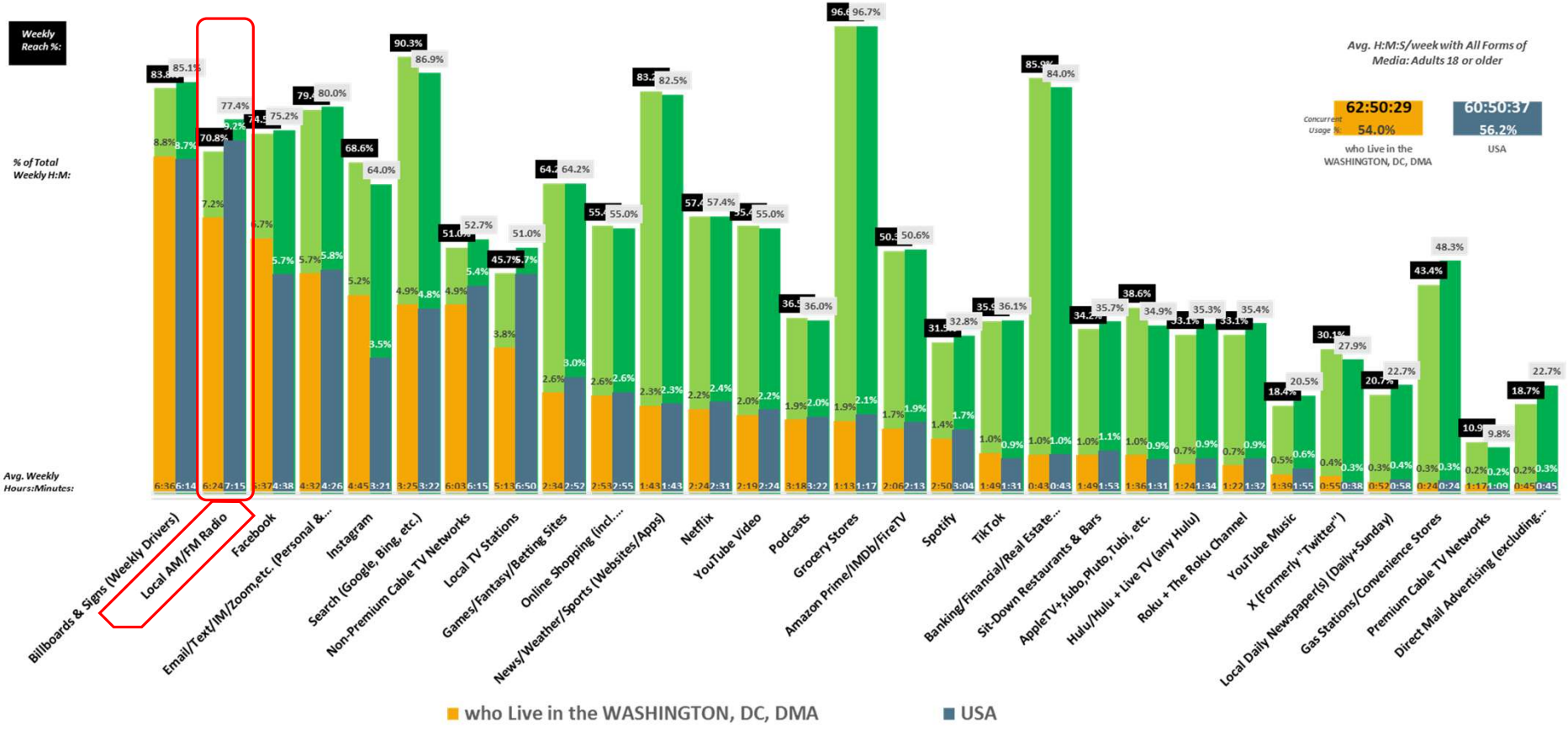
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P25-54

Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 14 hours, 50 minutes and 29 seconds each week with All Forms of Media.

70.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.



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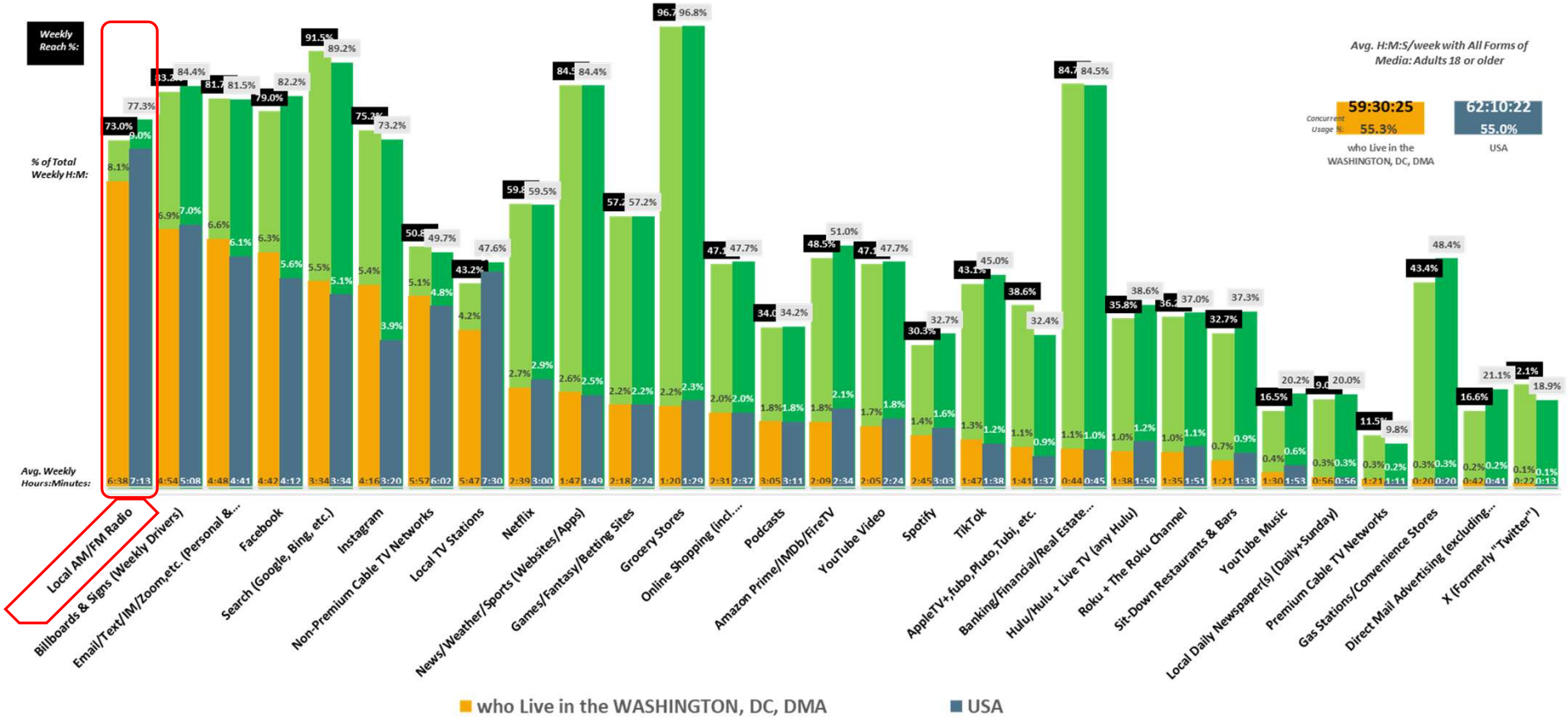
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W25-54

Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 11 hours, 30 minutes and 25 seconds each week with All Forms of Media.

73.% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



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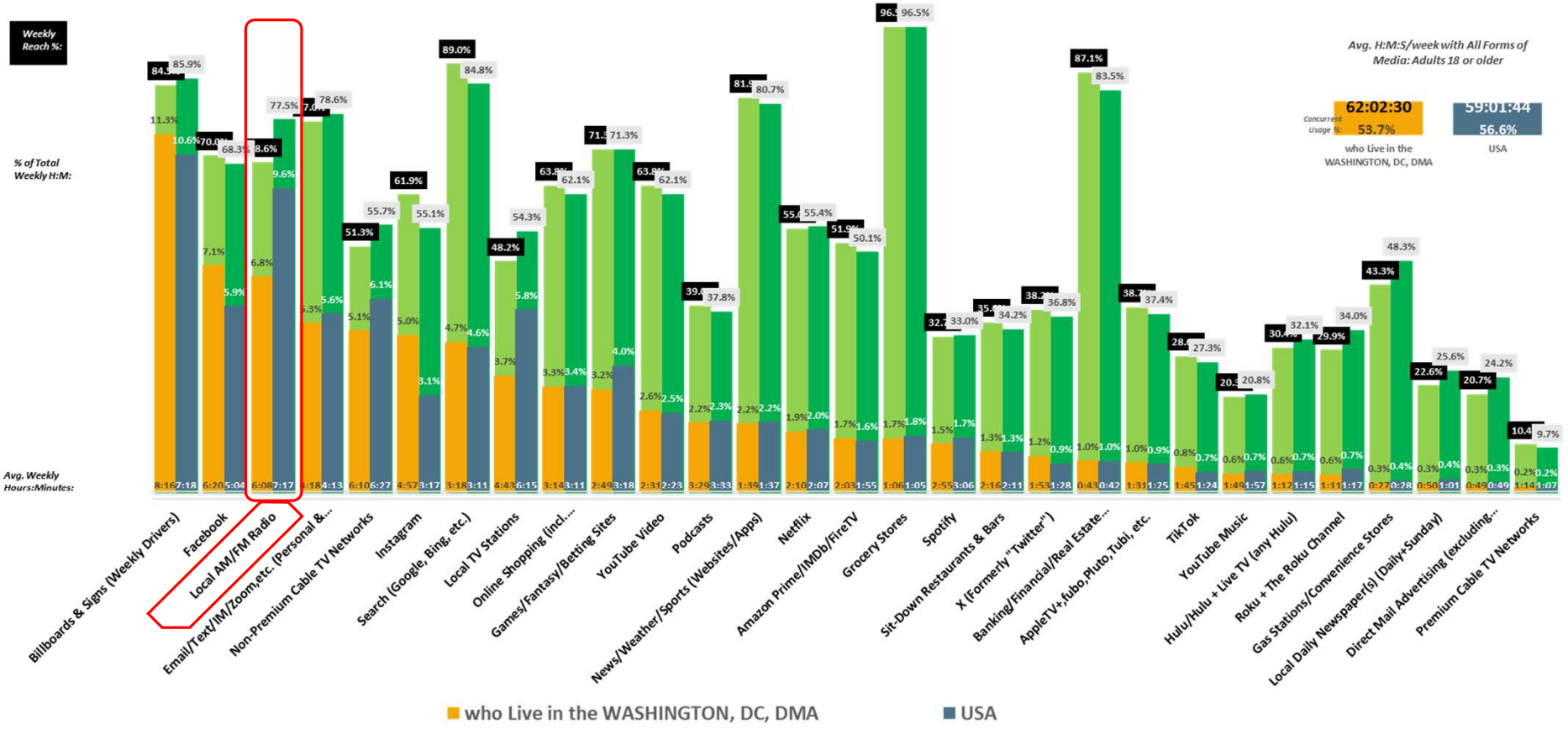
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M25-54

Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 14 hours, 2 minutes and 30 seconds each week with All Forms of Media.

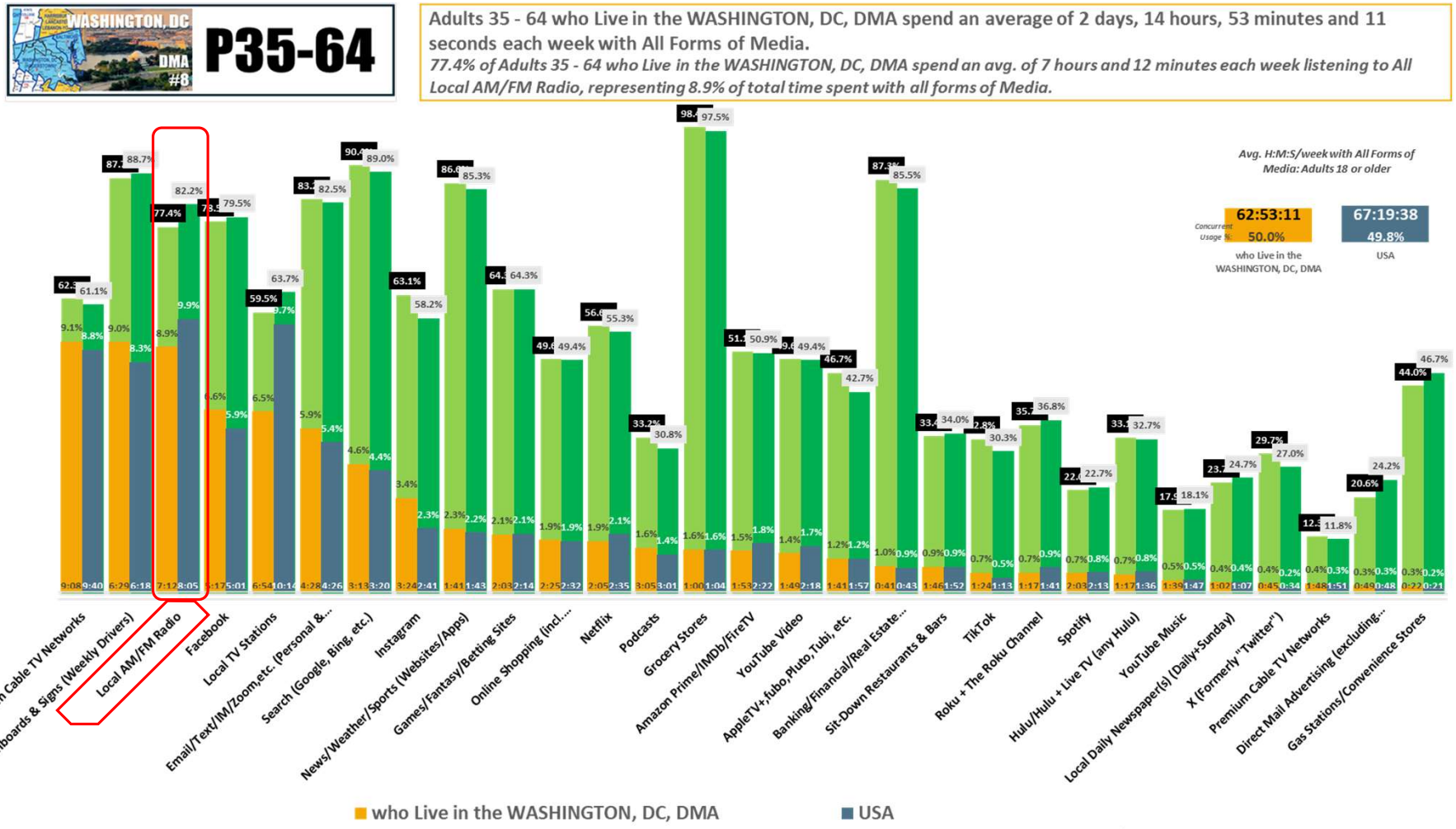
68.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



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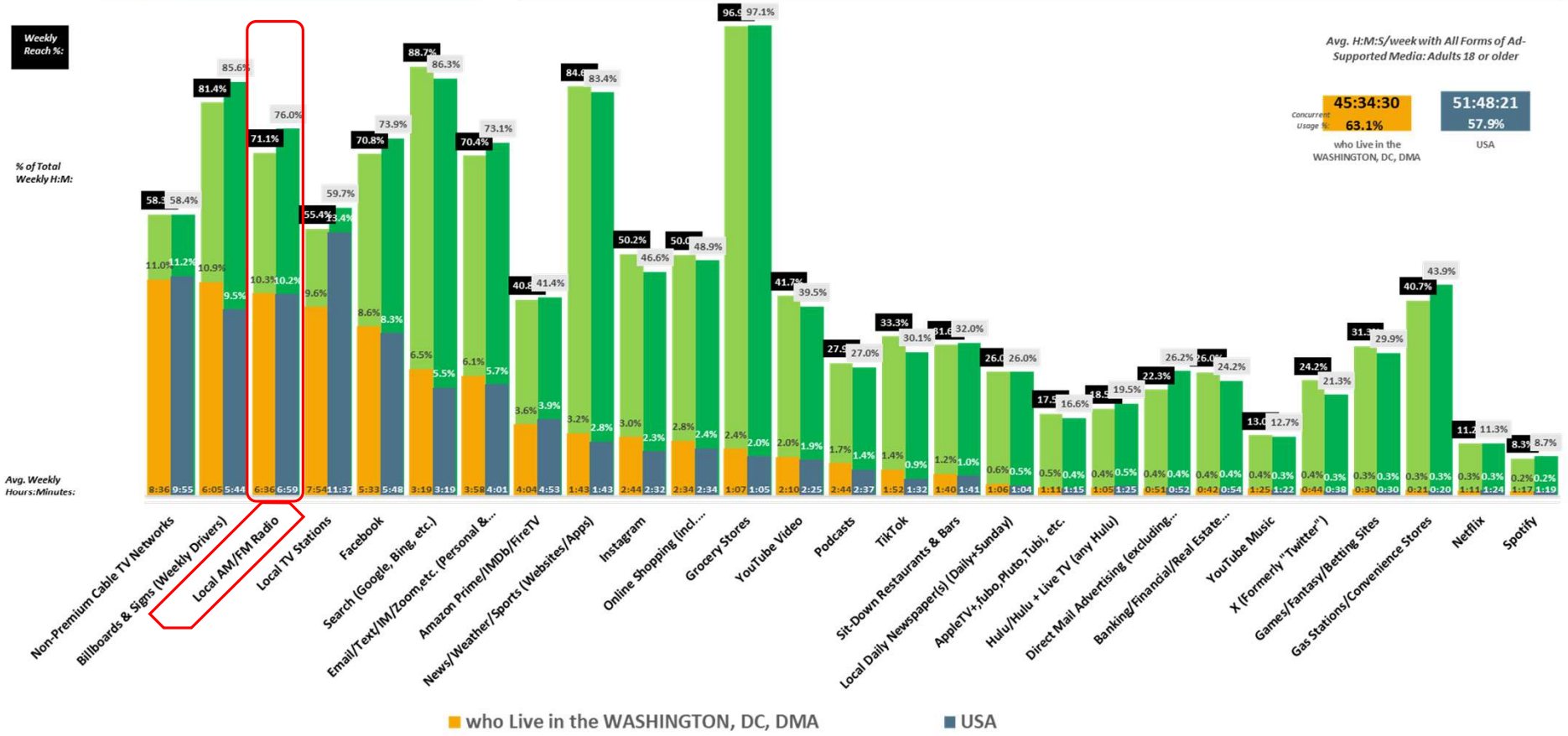
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P18+

Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 21 hours, 34 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

71.1% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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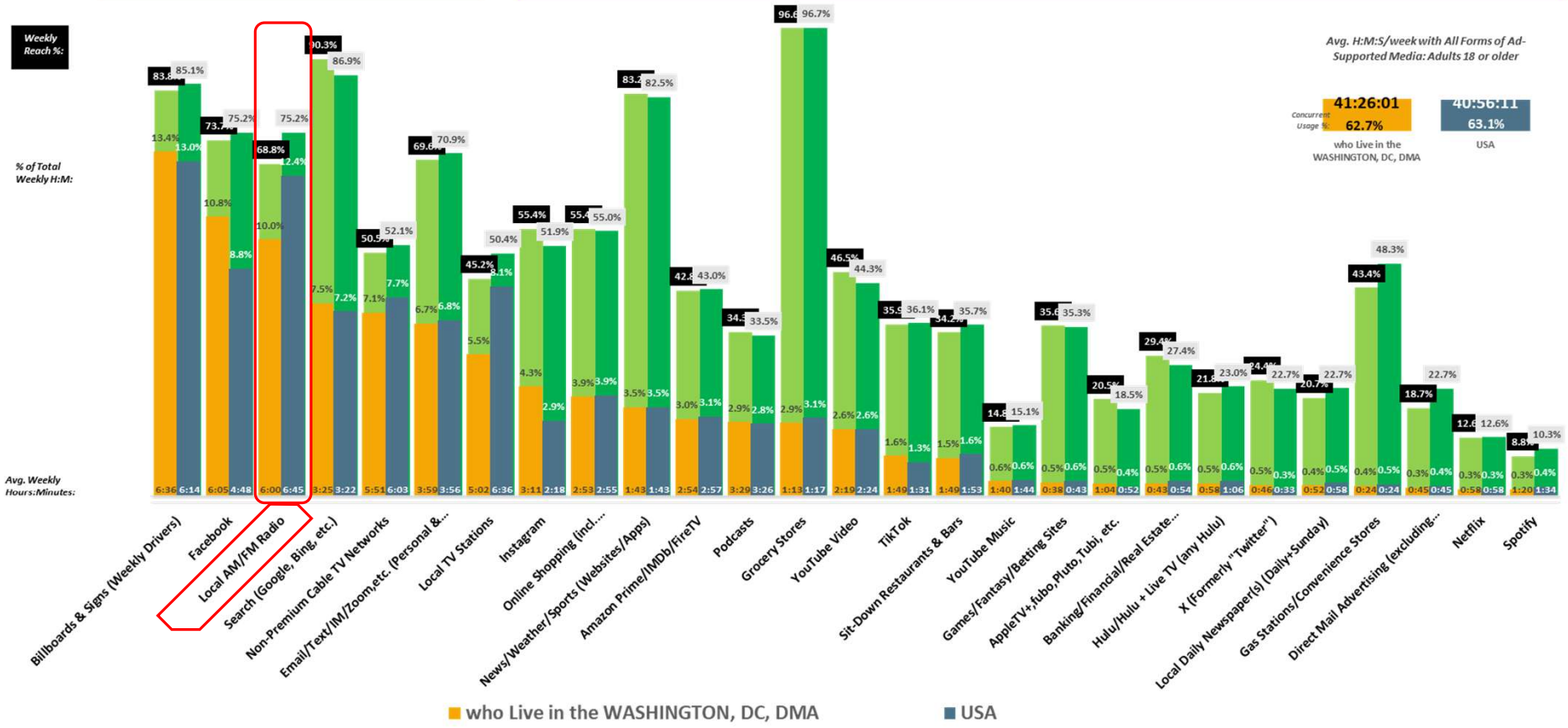
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P25-54

Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 17 hours, 26 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

68.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



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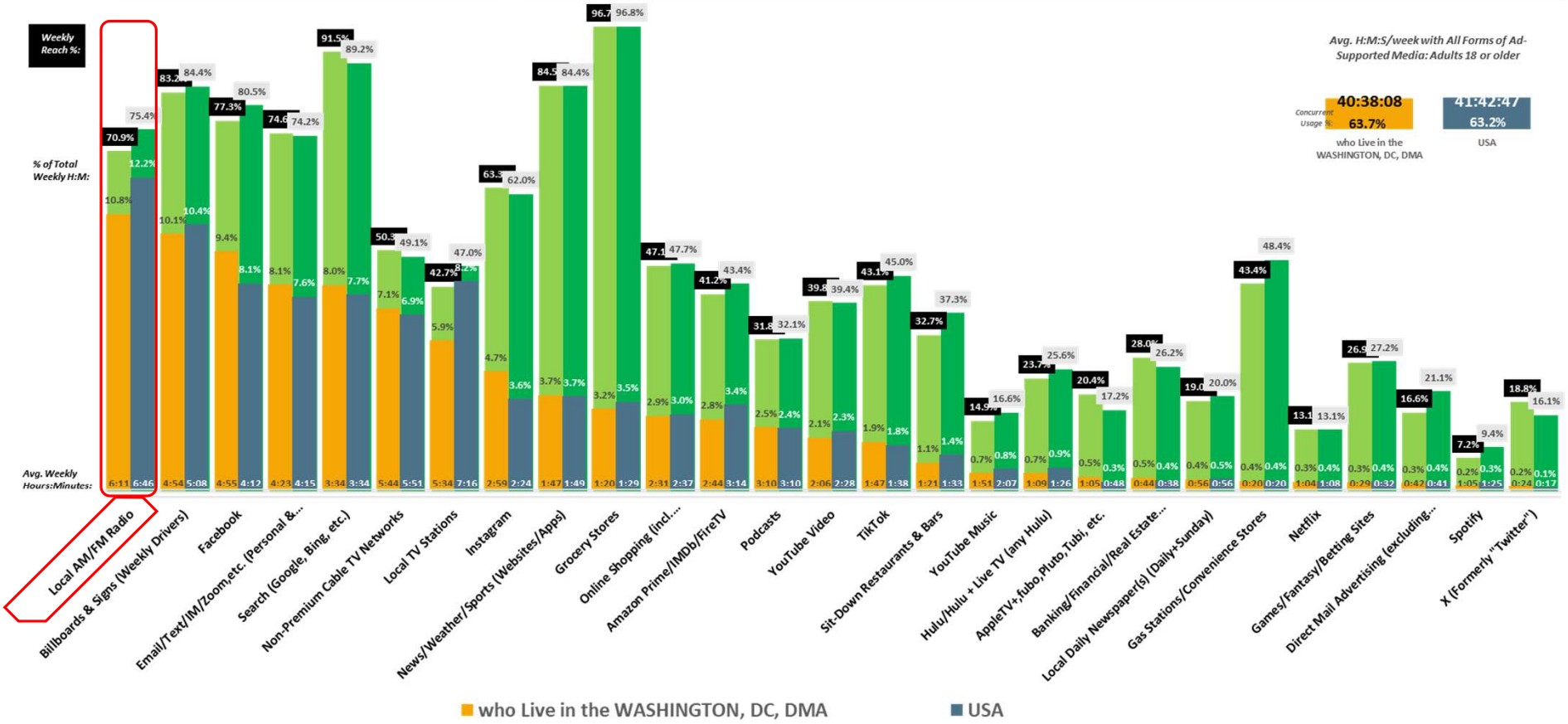
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Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 16 hours, 38 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

70.9% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 11 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.



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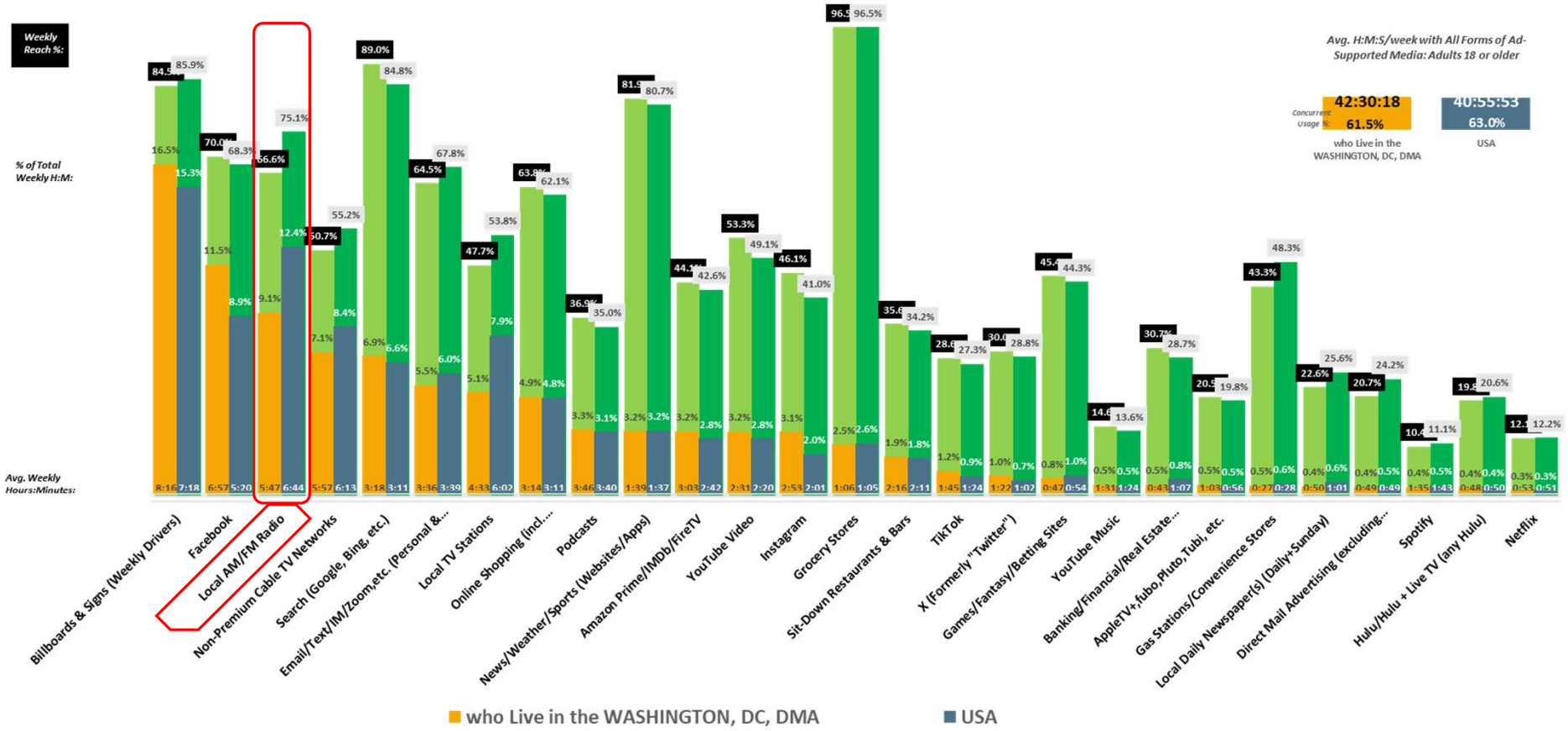
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M25-54

Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 18 hours, 30 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

66.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 5 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



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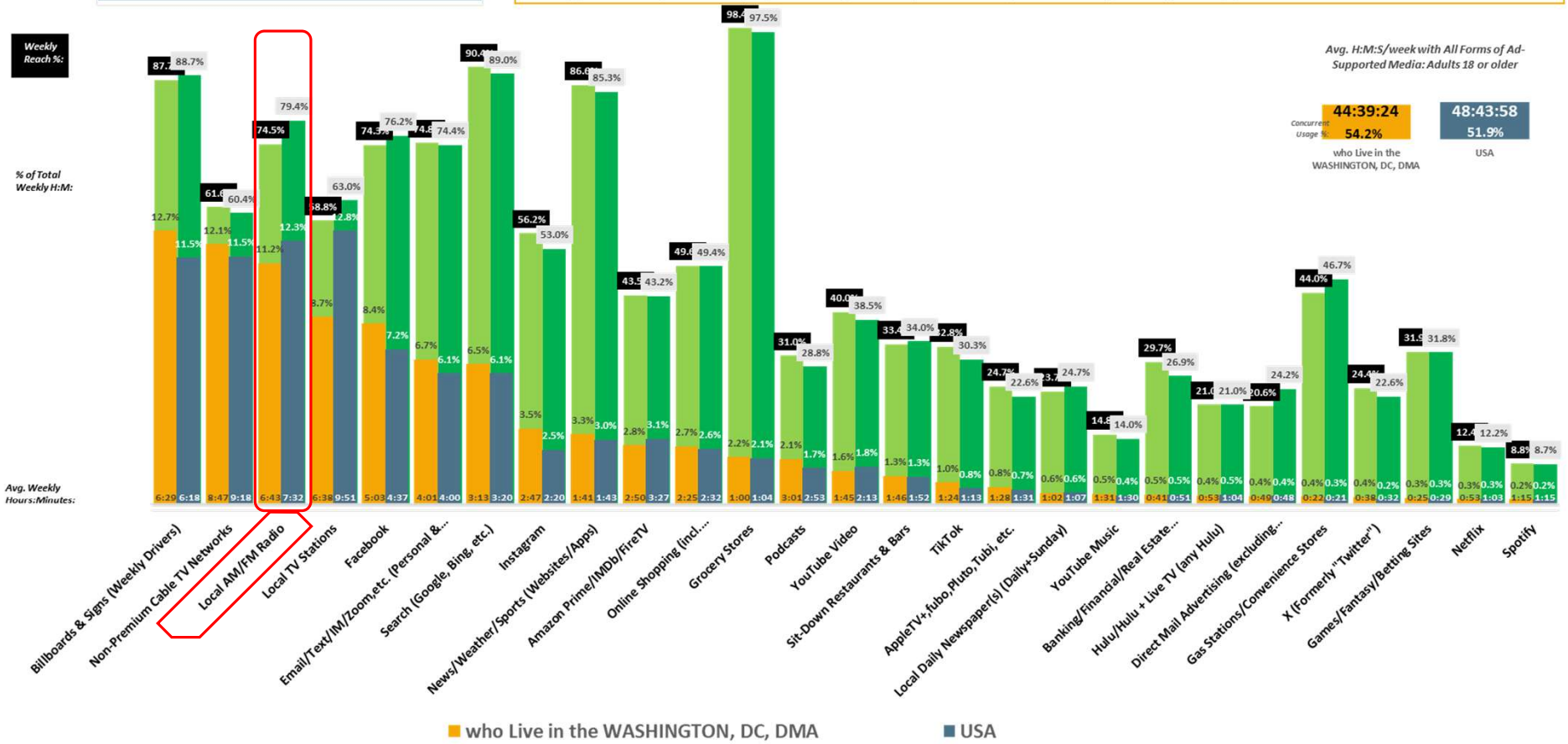
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P35-64

Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 20 hours, 39 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

74.5% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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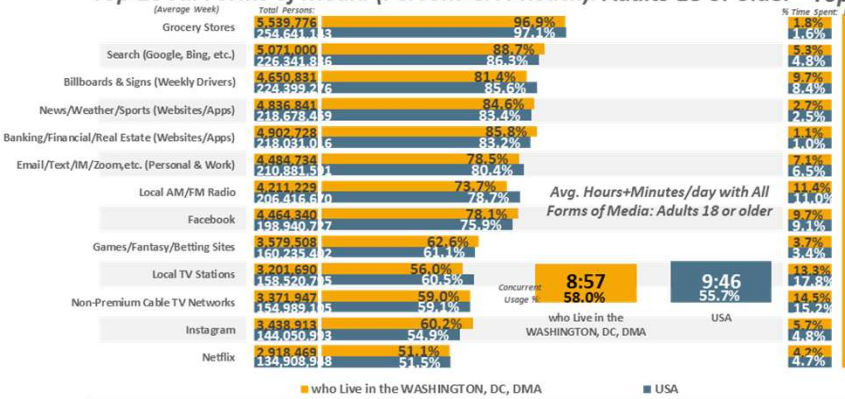
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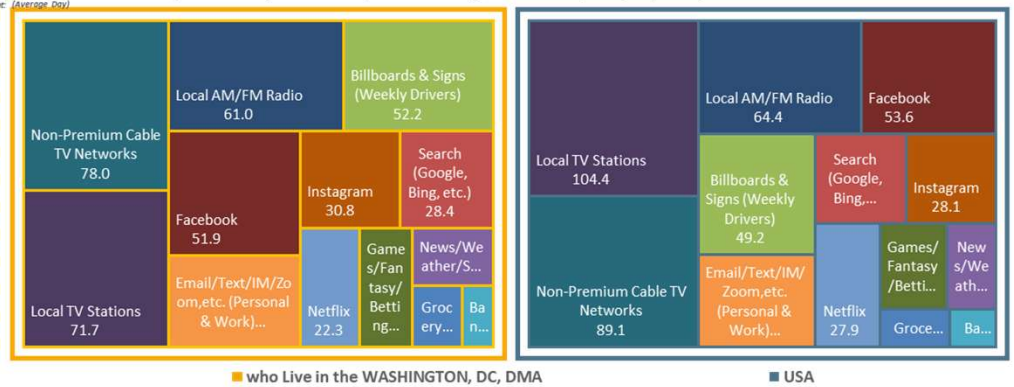
P18+

Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 30 minutes each day with All Forms of Ad-Supported Media. 71.1% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

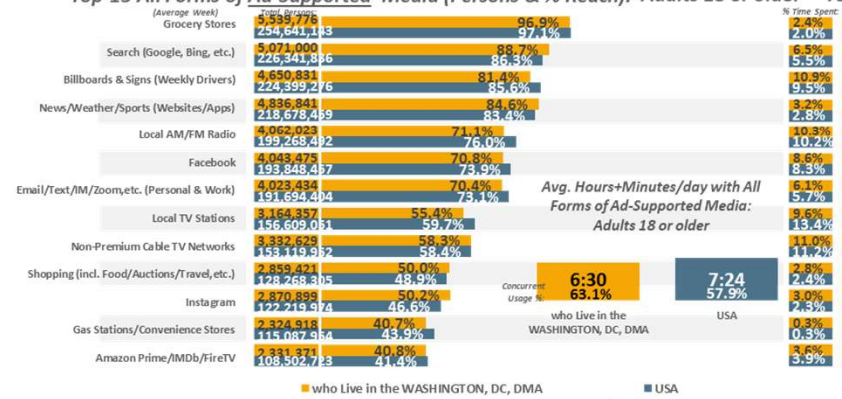
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



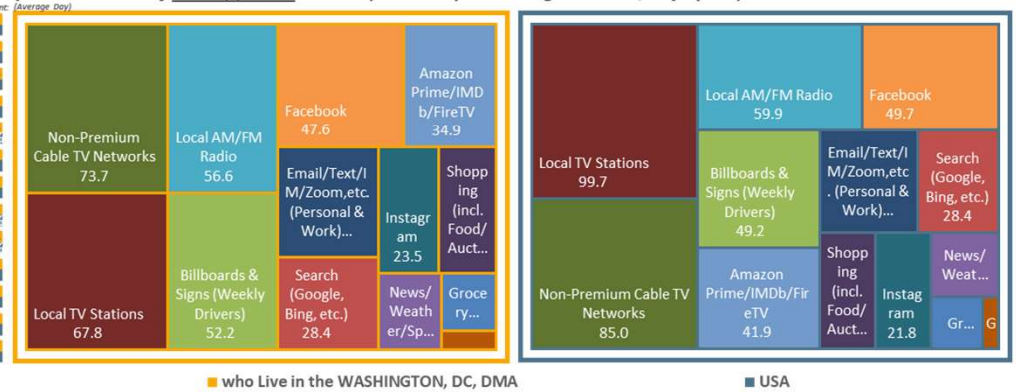
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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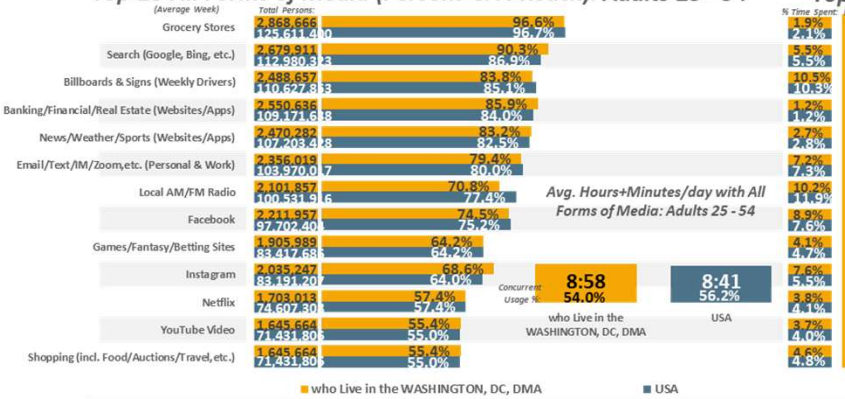
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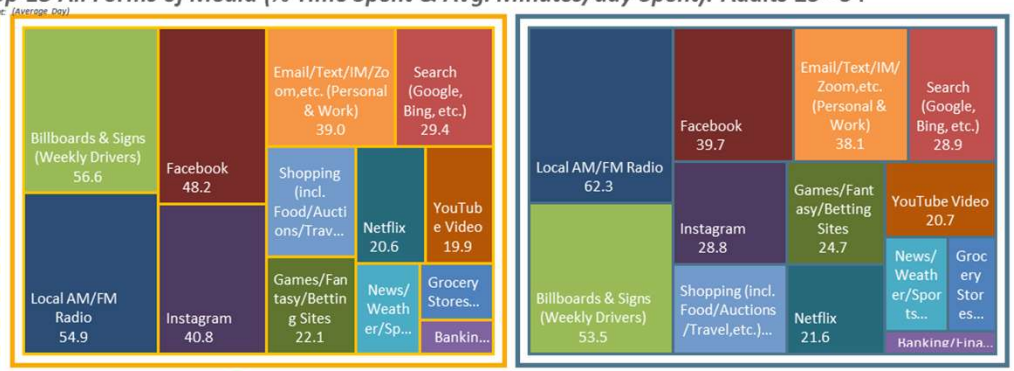
P25-54

Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 5 hours and 55 minutes each day with All Forms of Ad-Supported Media. 68.8% listen to Local AM/FM Radio for an avg. of 51.4 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

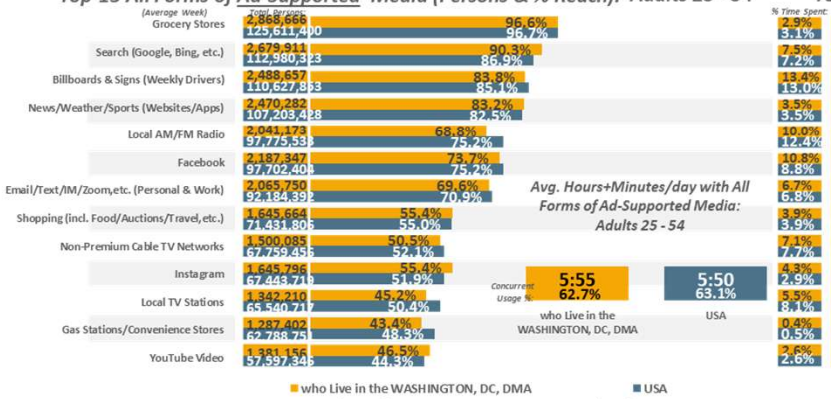
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



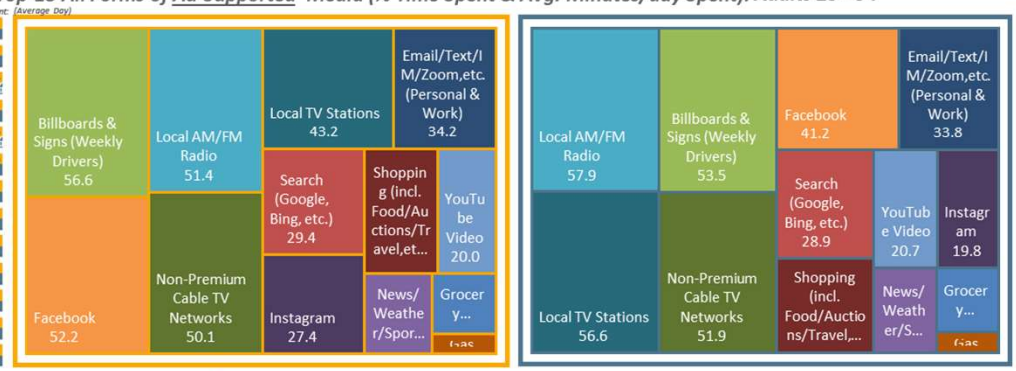
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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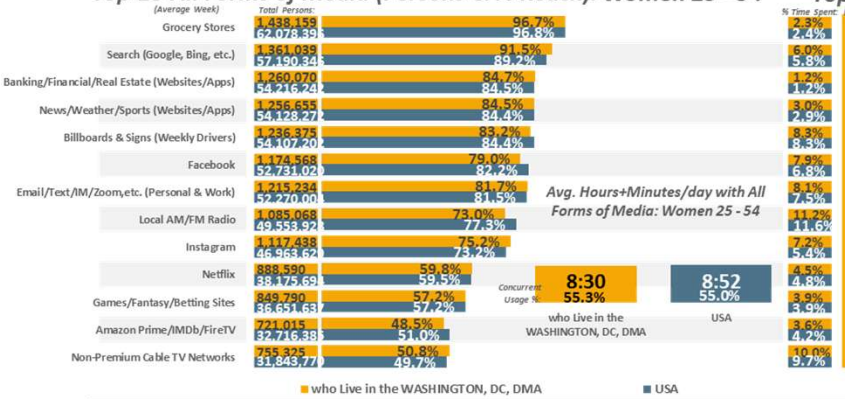
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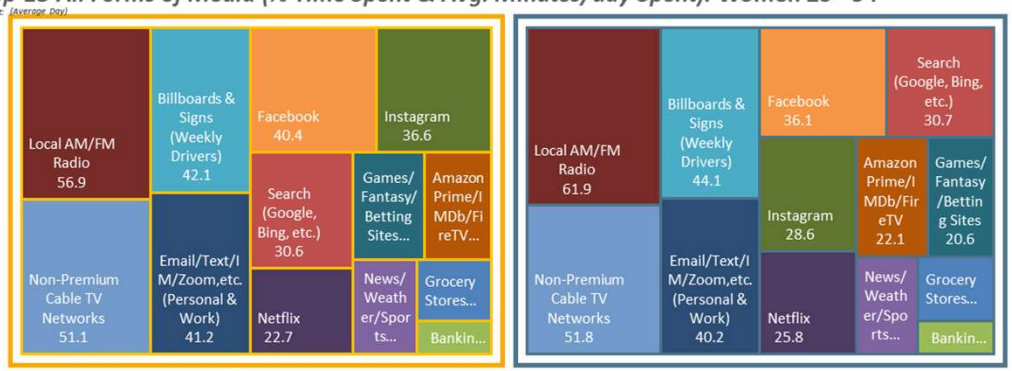
W25-54

Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 5 hours and 48 minutes each day with All Forms of Ad-Supported Media. 70.9% listen to Local AM/FM Radio for an avg. of 53.1 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

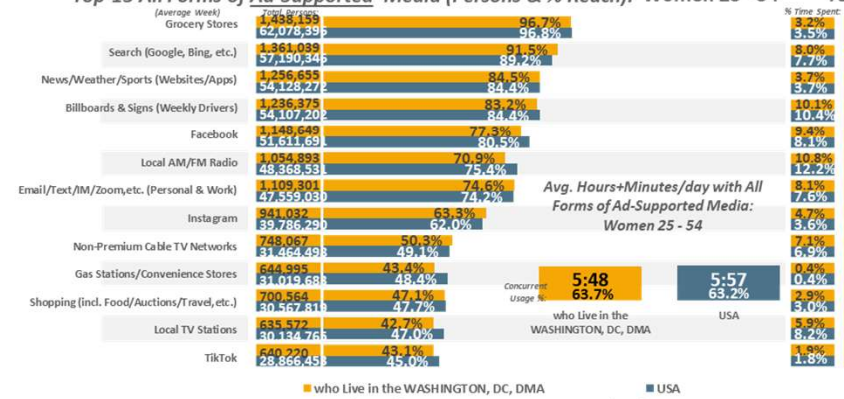
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



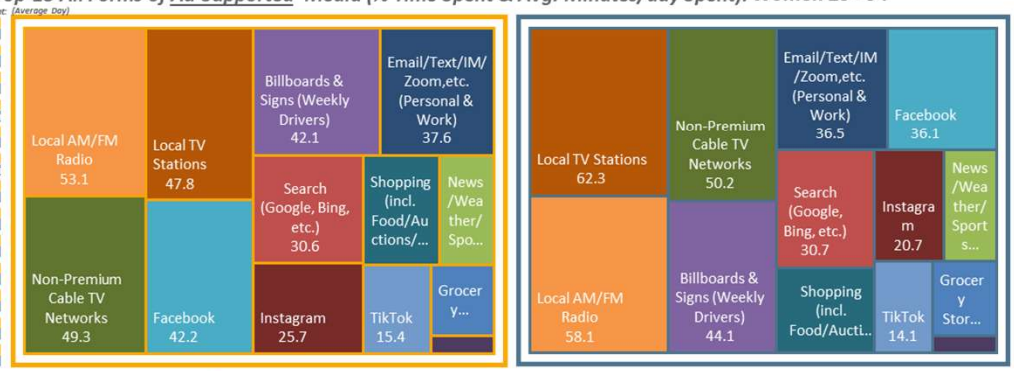
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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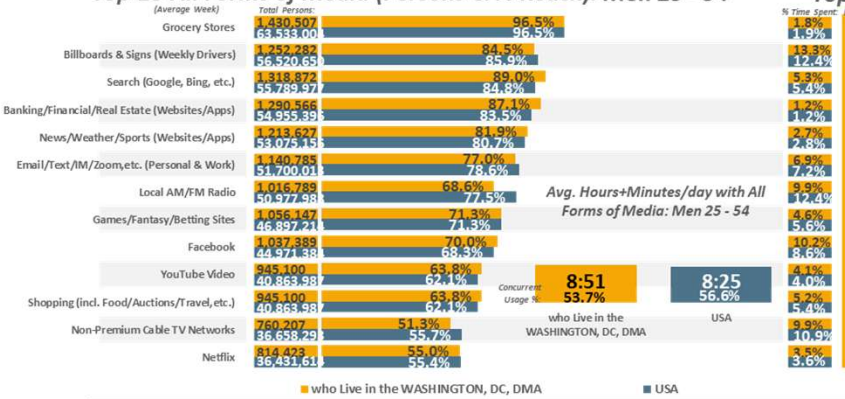
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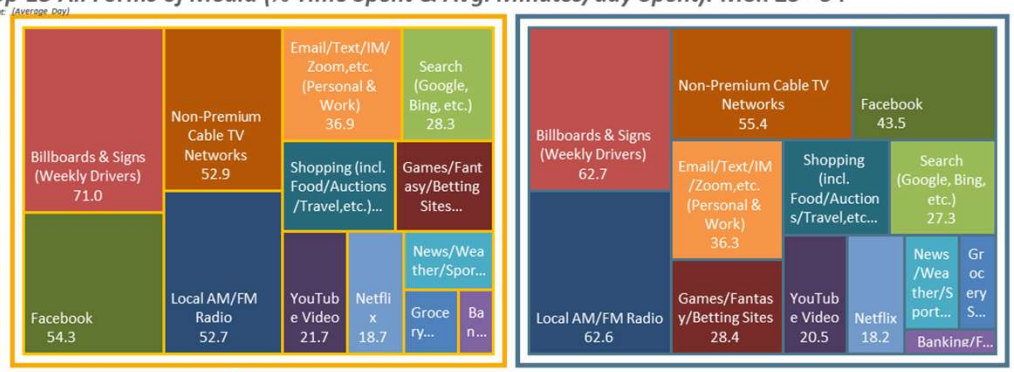
M25-54

Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 4 minutes each day with All Forms of Ad-Supported Media. 66.6% listen to Local AM/FM Radio for an avg. of 49.6 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

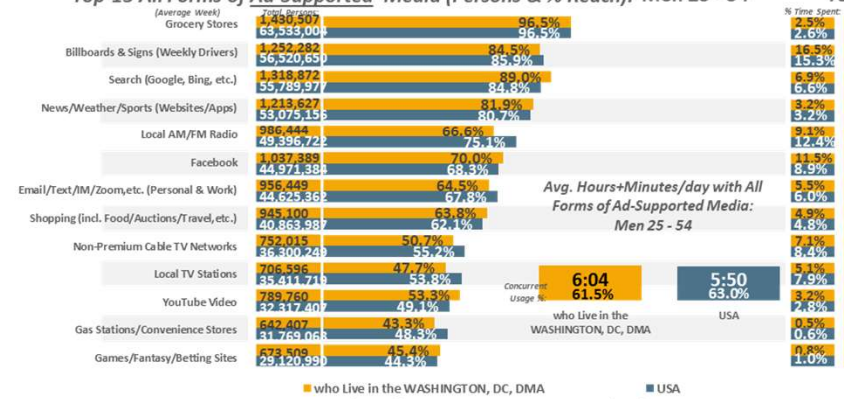
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



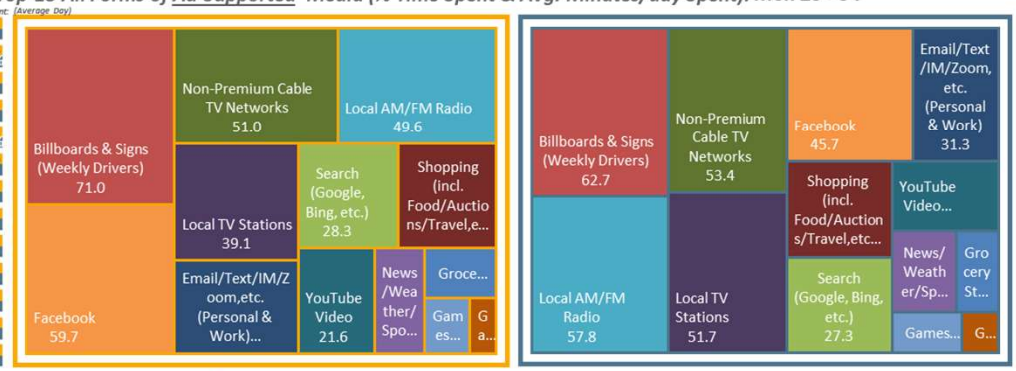
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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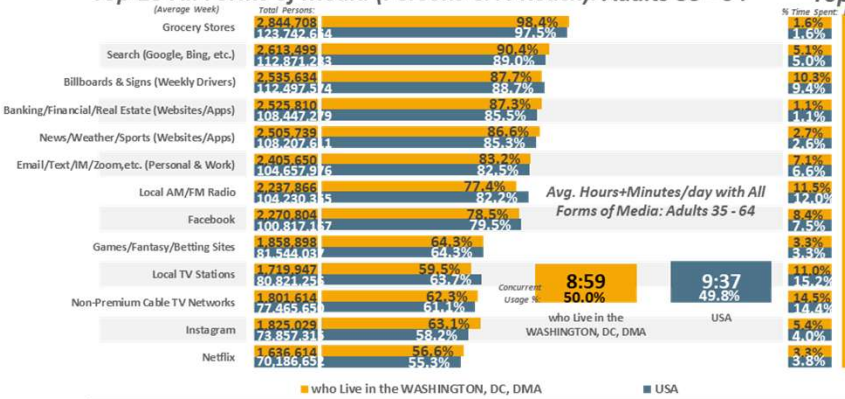
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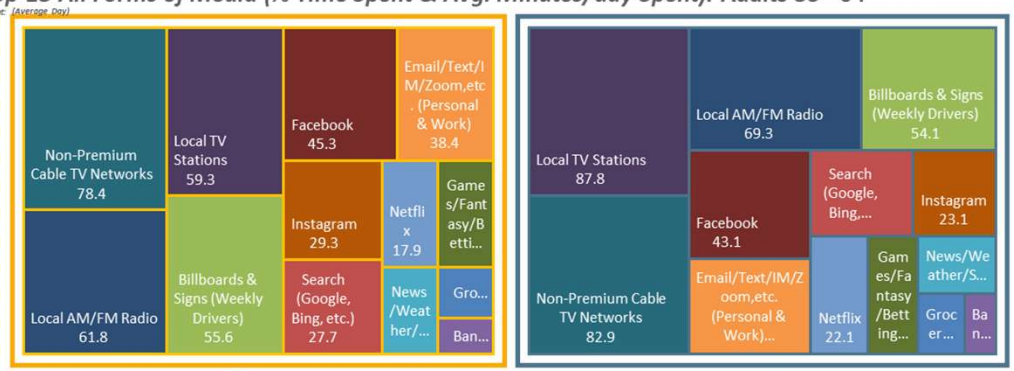
P35-64

Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 22 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 57.7 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

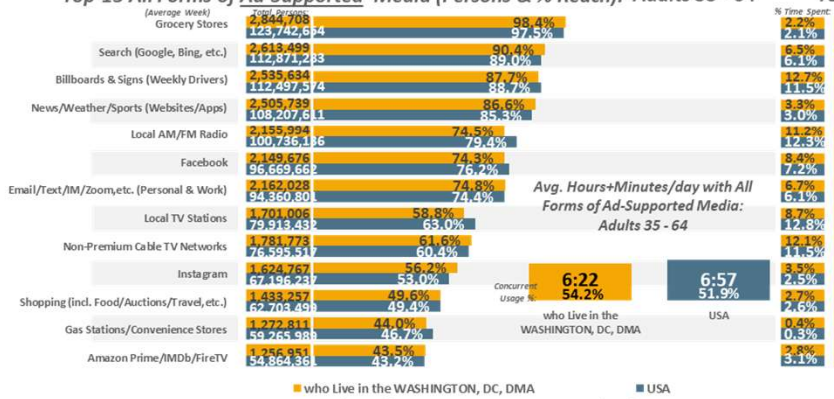
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



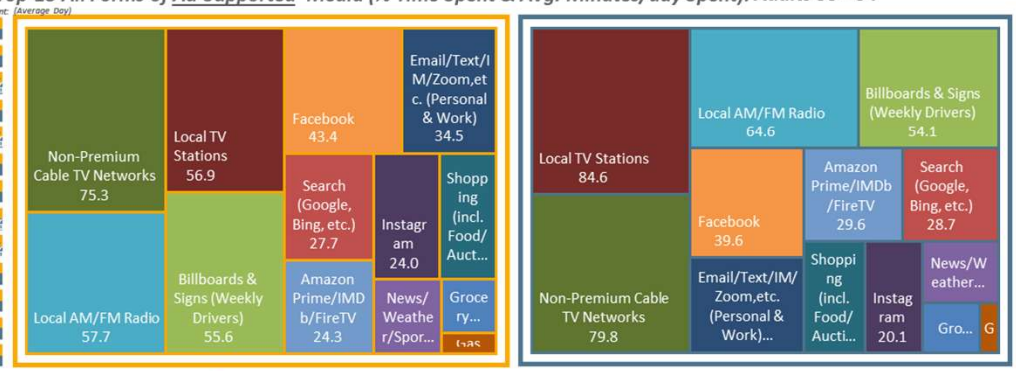
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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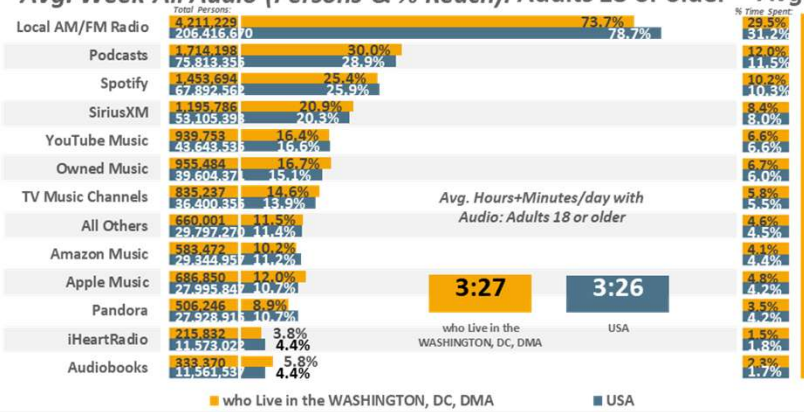
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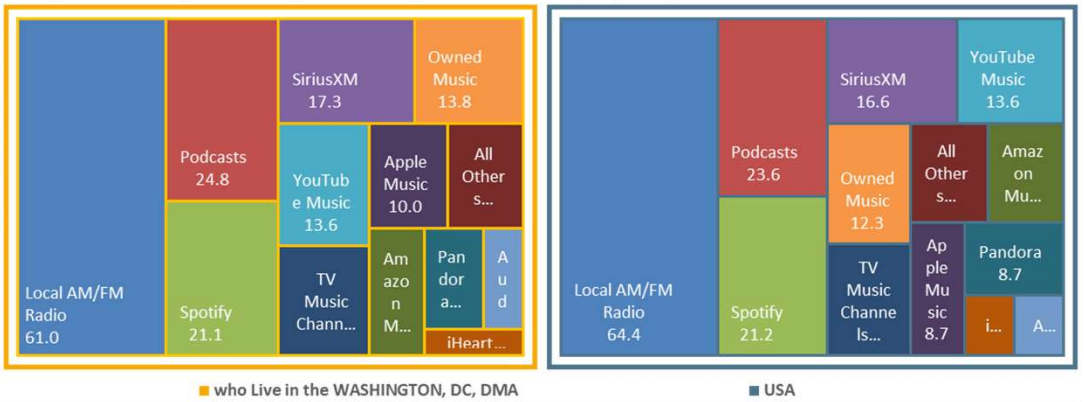
P18+

4,062,023 or 71.1% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

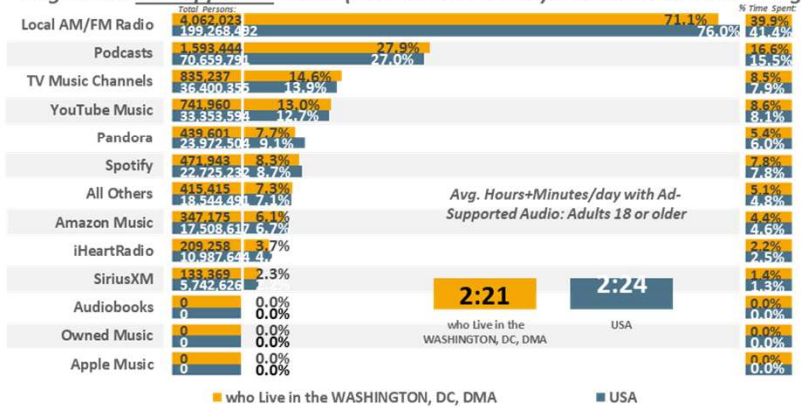
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



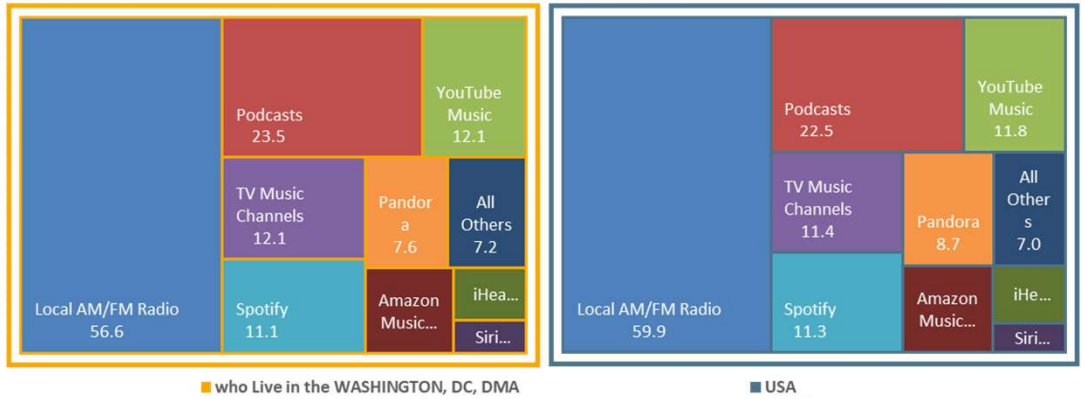
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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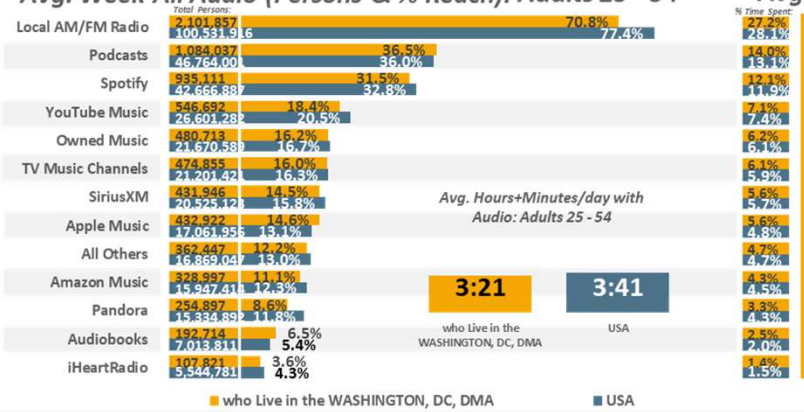
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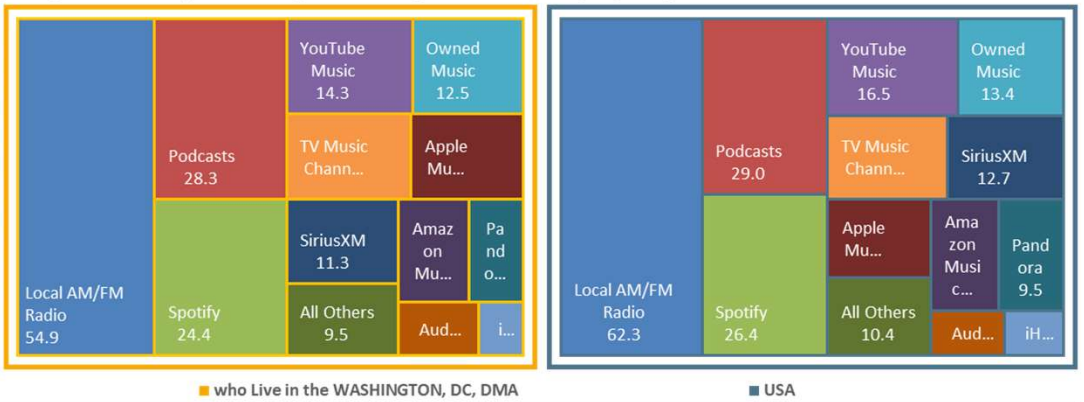
P25-54

2,041,173 or 68.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

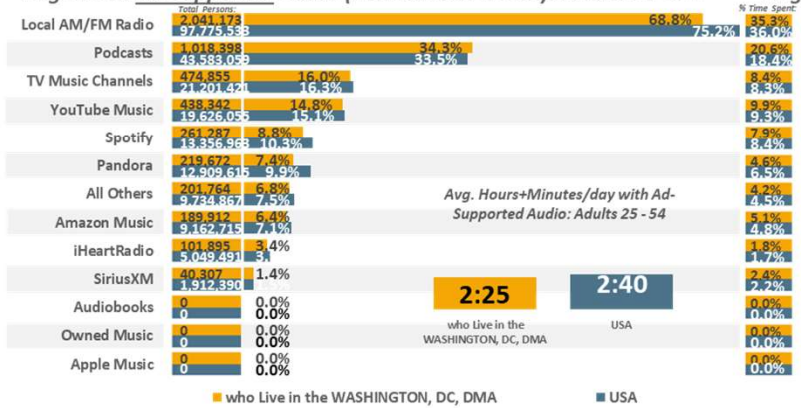
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



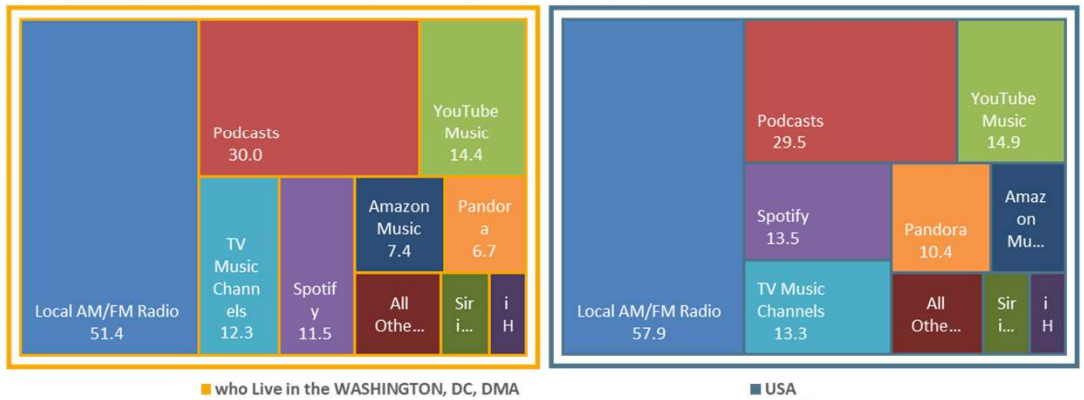
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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Scarborough R2 2025: Sep24-Aug25 USA Projection

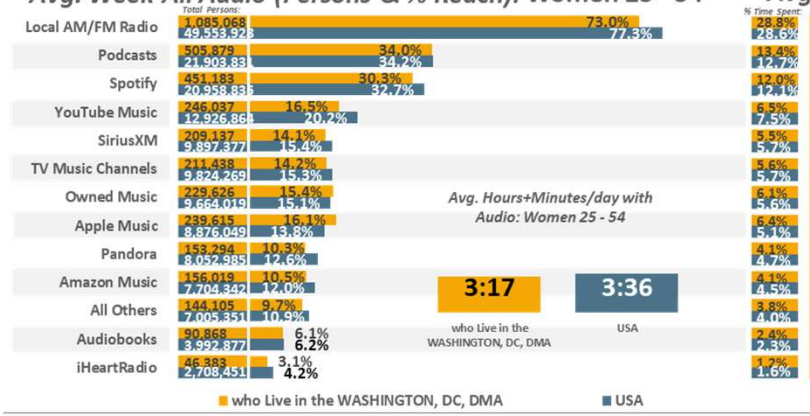
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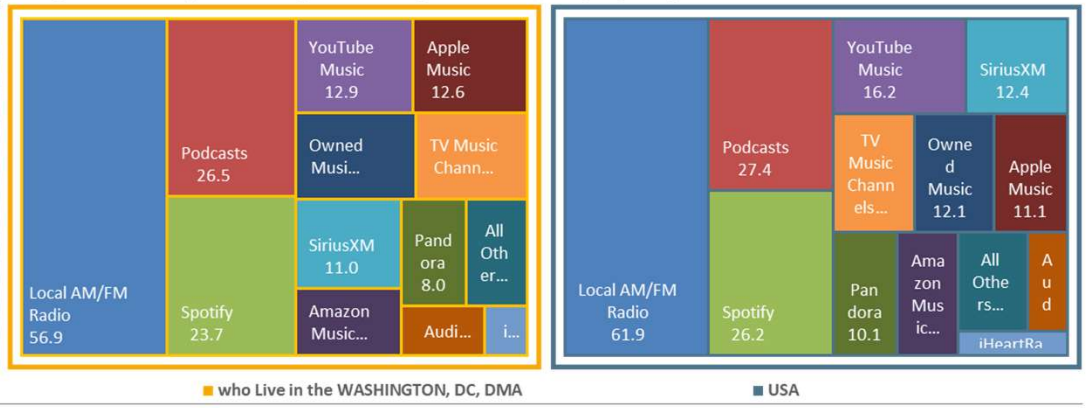
W25-54

1,054,893 or 70.9% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

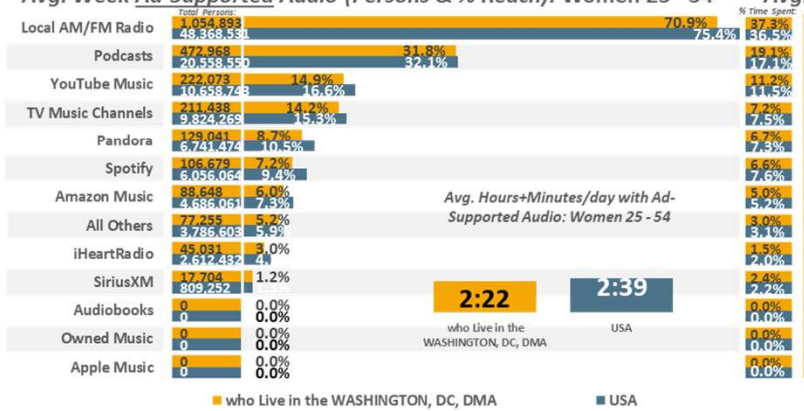
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



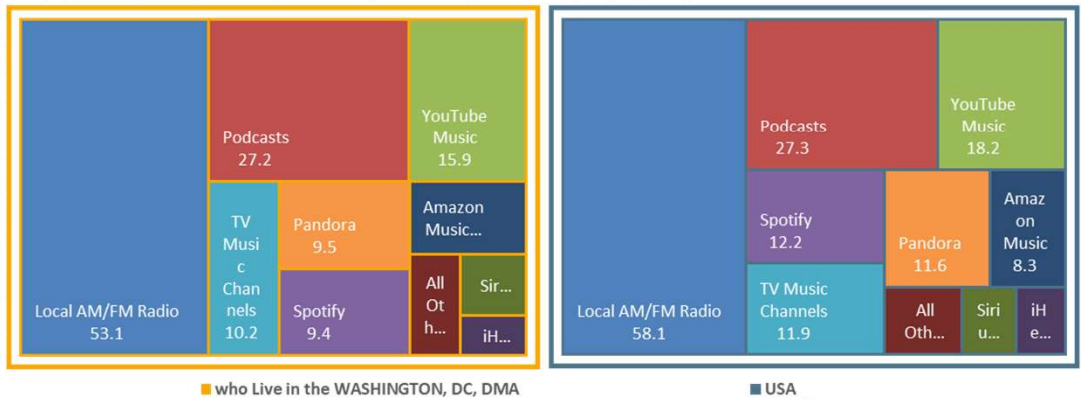
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Scarborough R2 2025: Sep24-Aug25 USA Projection

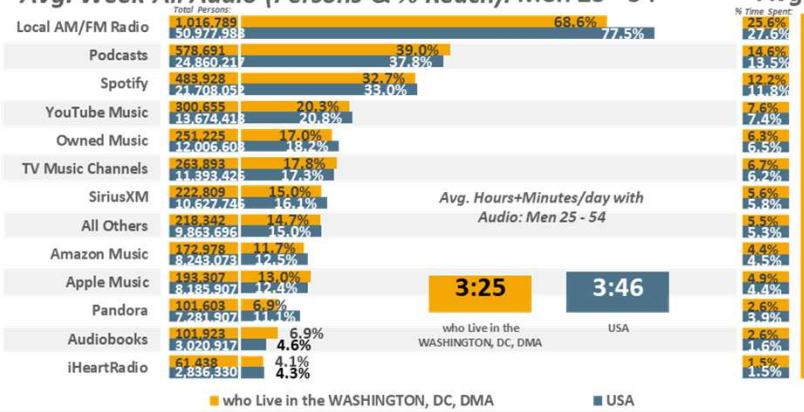
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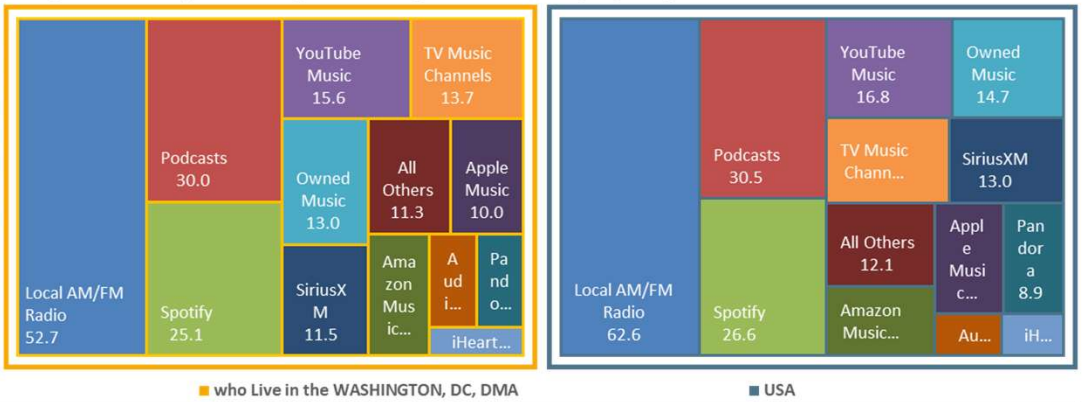
M25-54

986,444 or 66.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 49.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

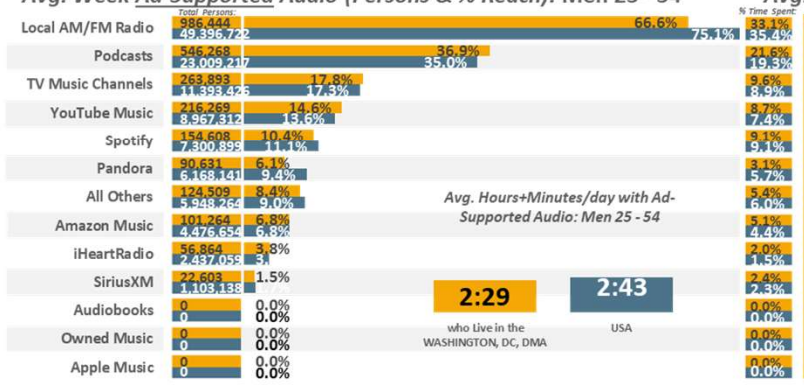
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



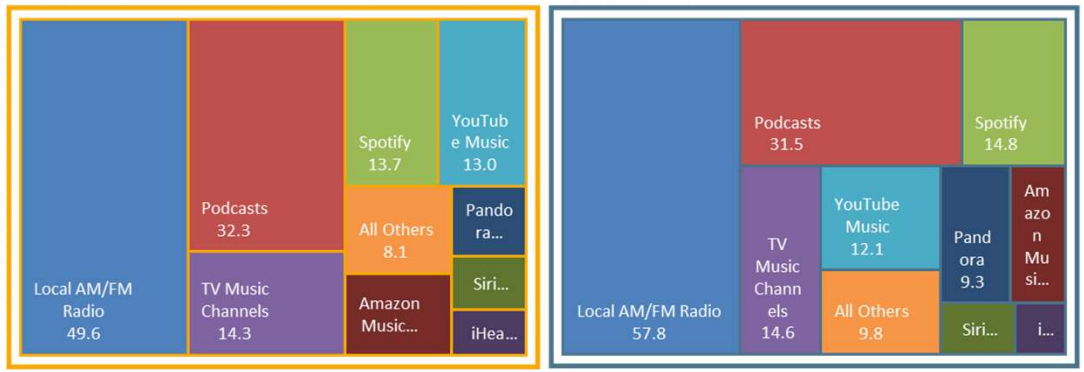
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Scarborough R2 2025: Sep24-Aug25 USA Projection

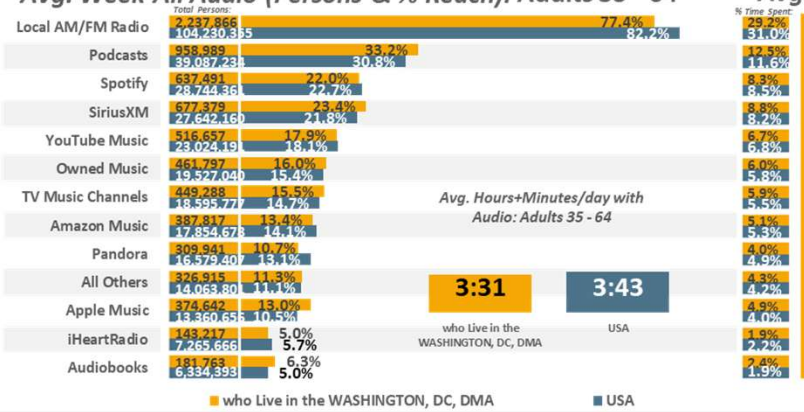
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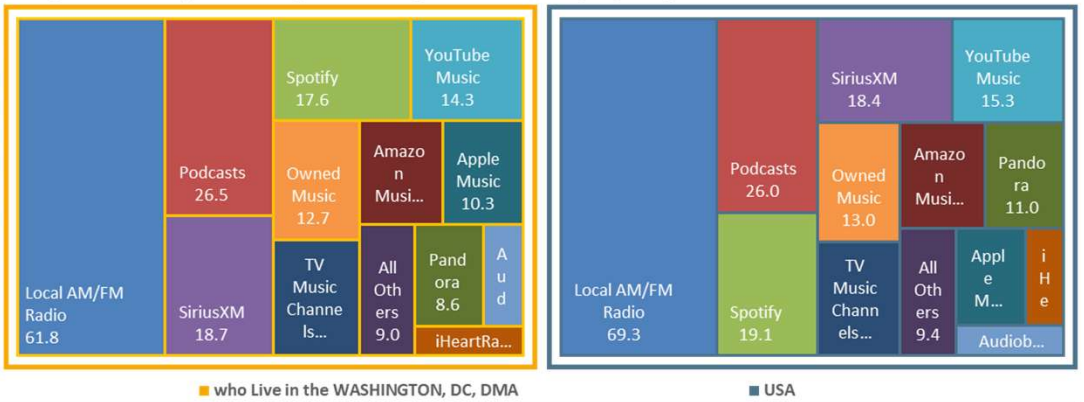
P35-64

2,155,994 or 74.5% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

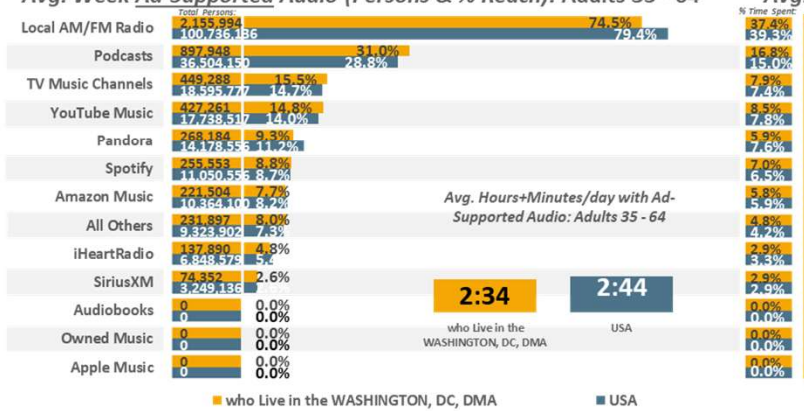
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



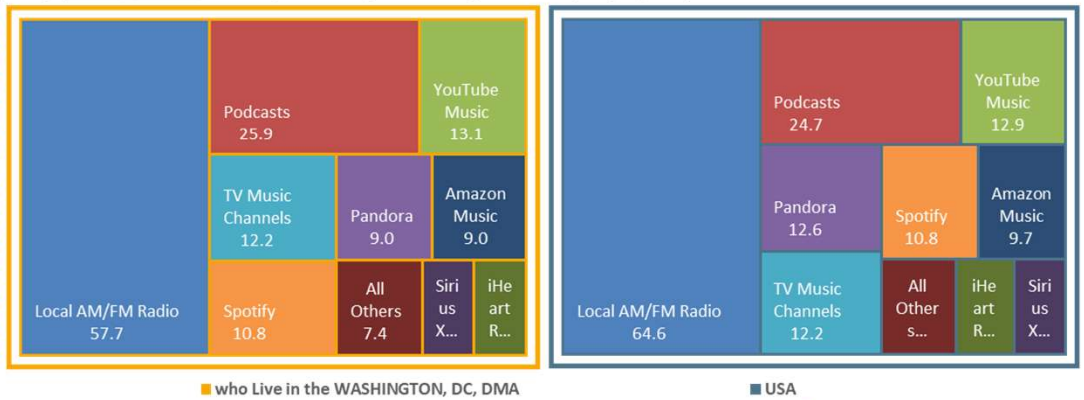
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA *USA DMA Projection* *Scarborough R2 2025: Oct24-Aug25* *Qual Intab* *5,919*

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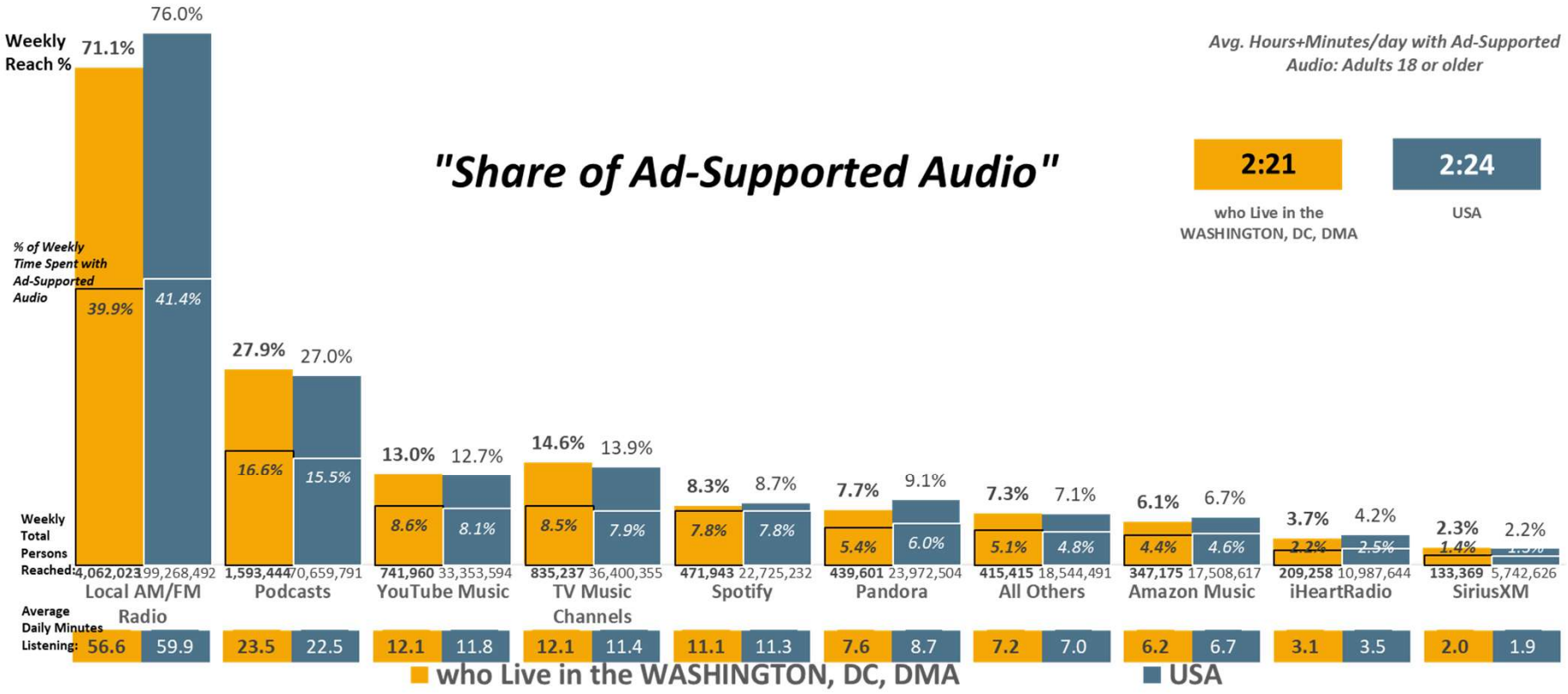
Scarborough R2 2025: Sep24-Aug25 *USA Projection*

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P18+

4,062,023 or 71.1% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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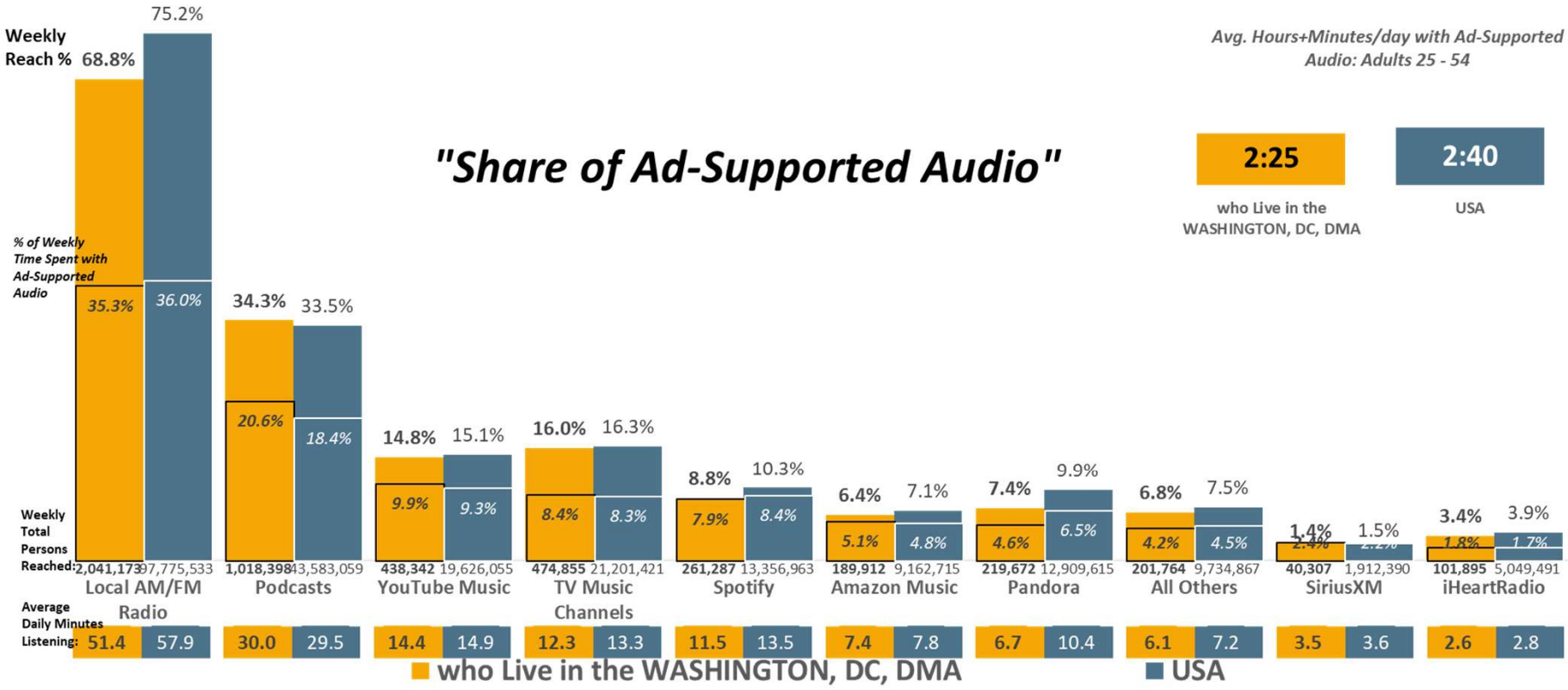
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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P25-54

2,041,173 or 68.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

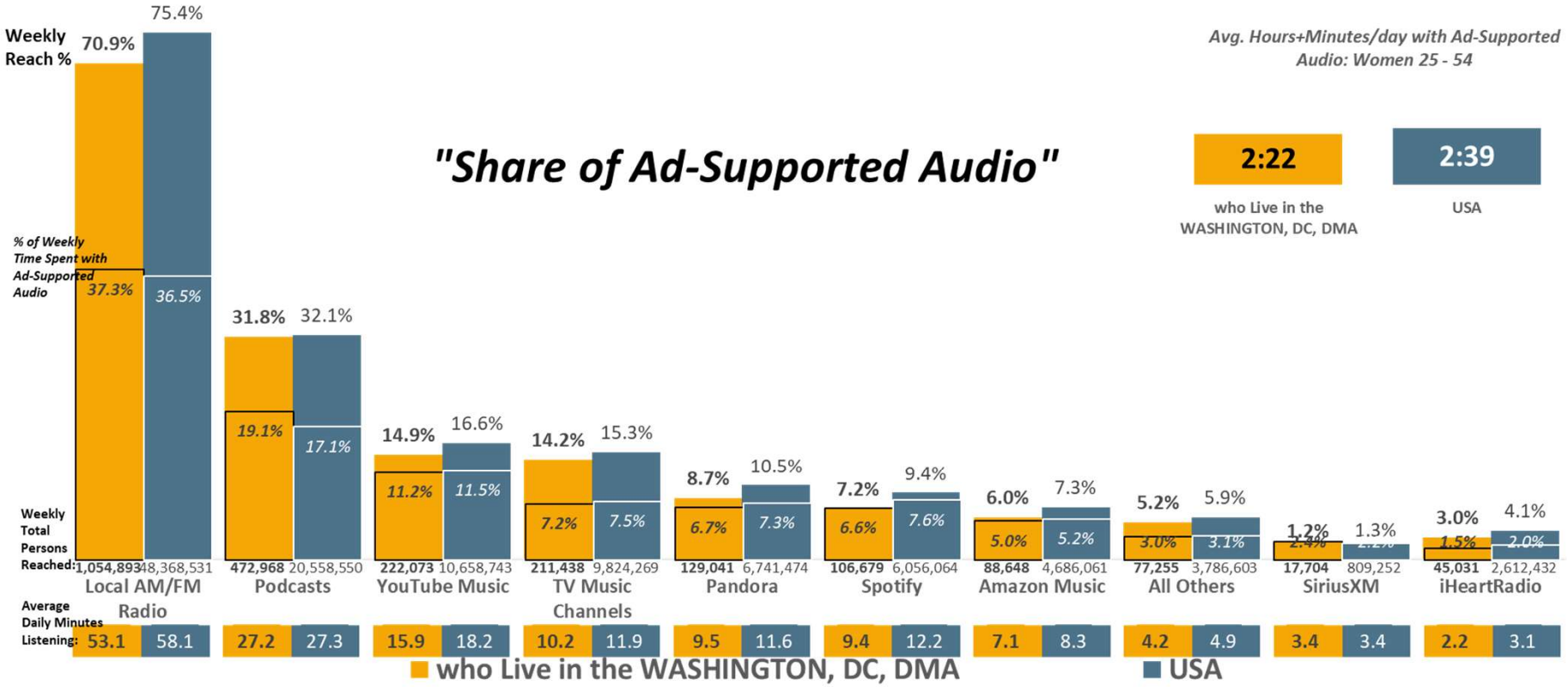
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USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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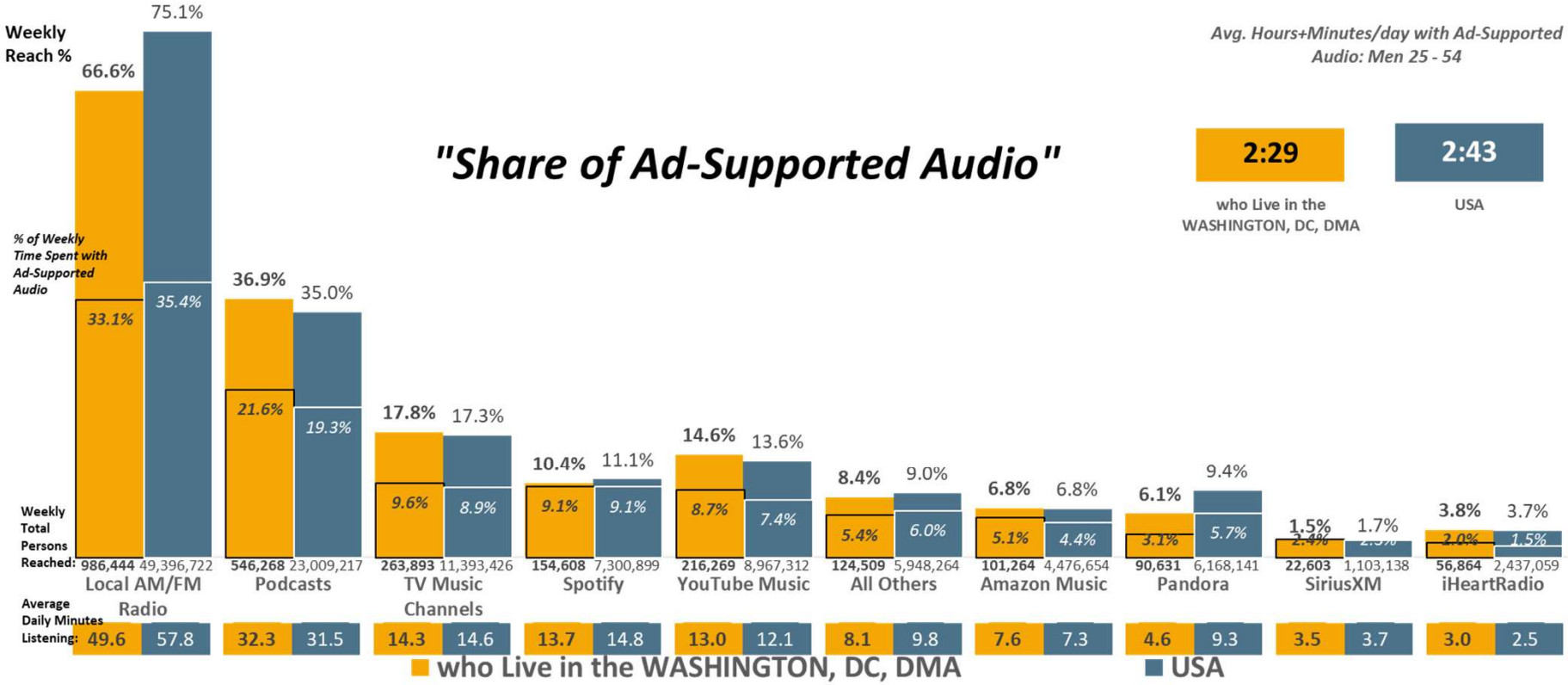
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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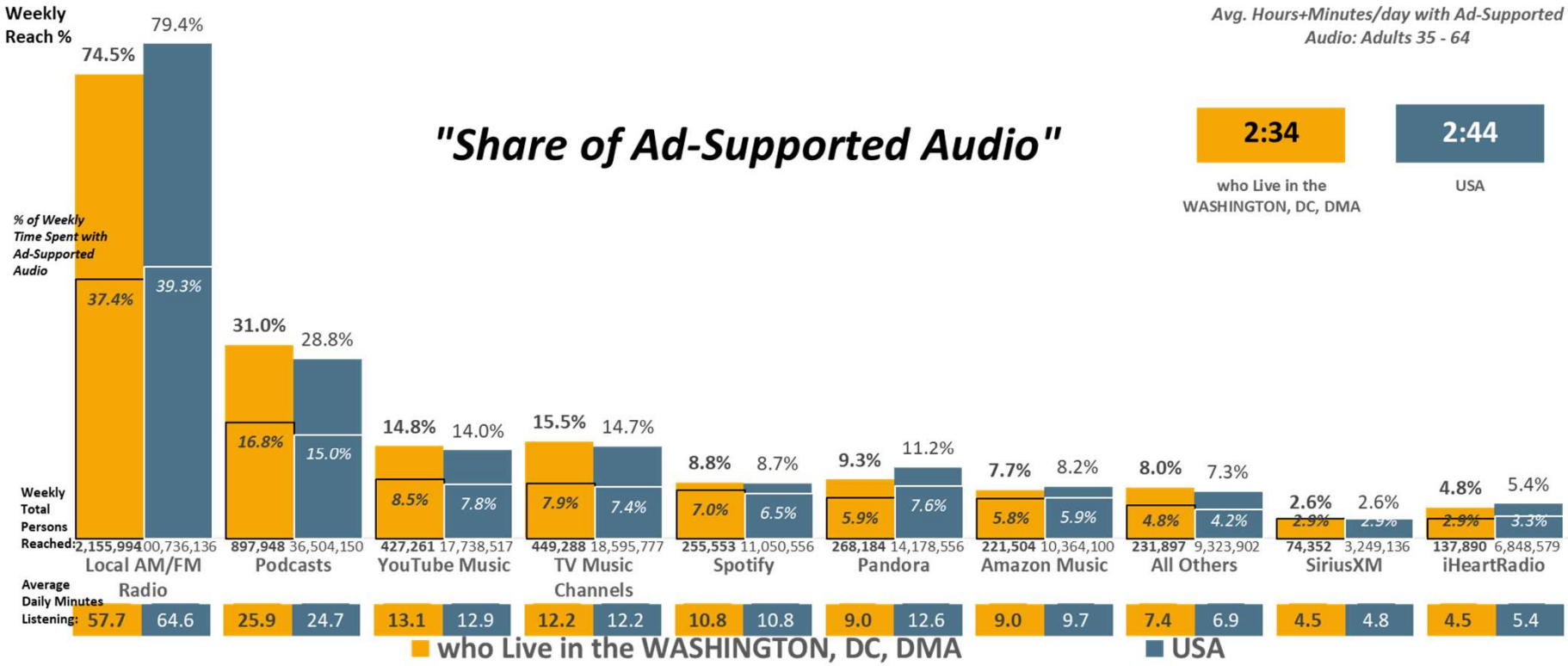
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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P35-64

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USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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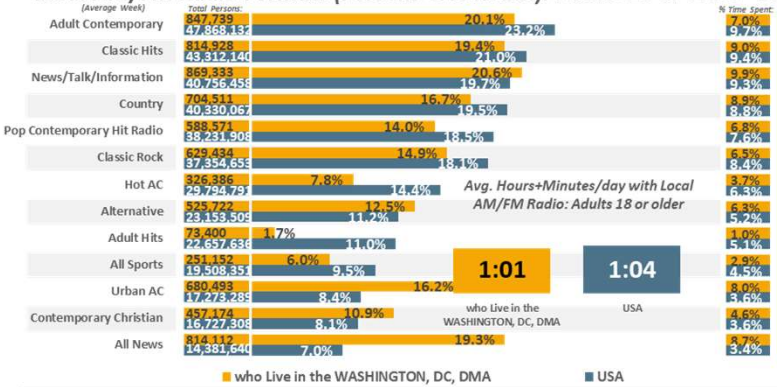
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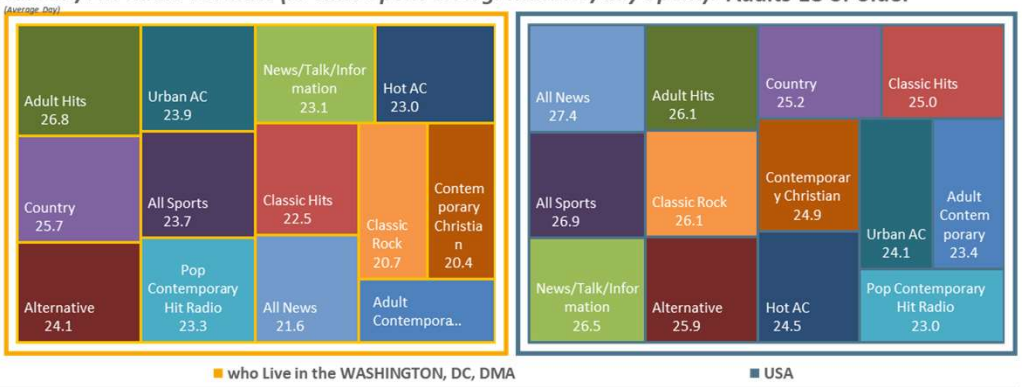
P18+

4,062,023 or 71.1% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Country, and Urban AC.

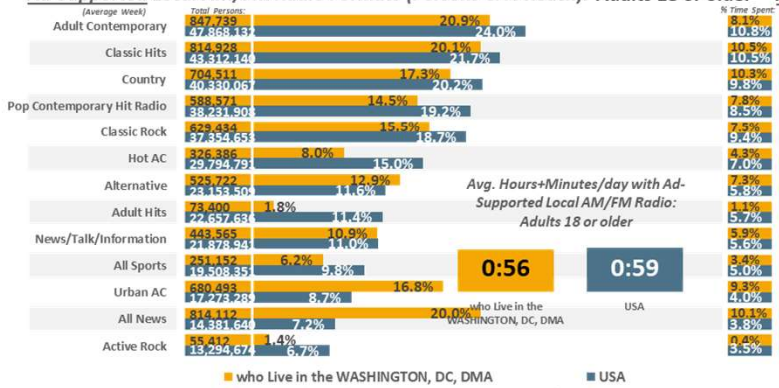
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



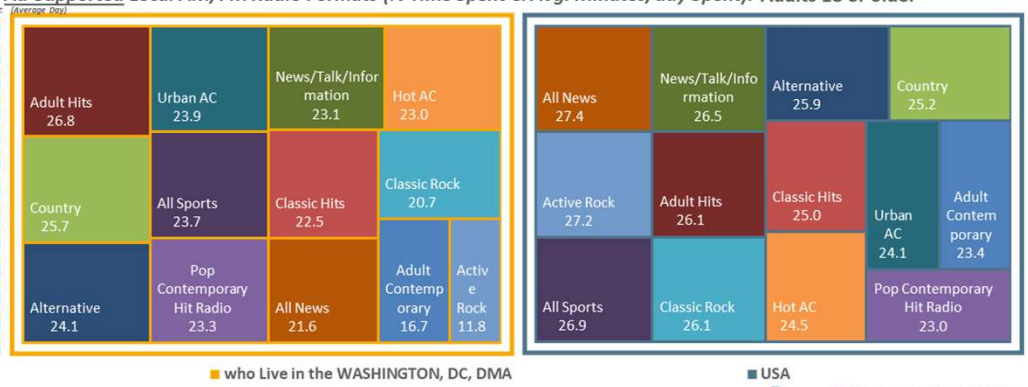
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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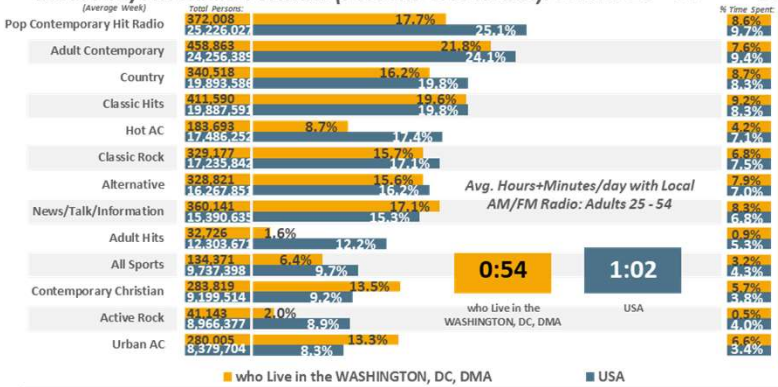
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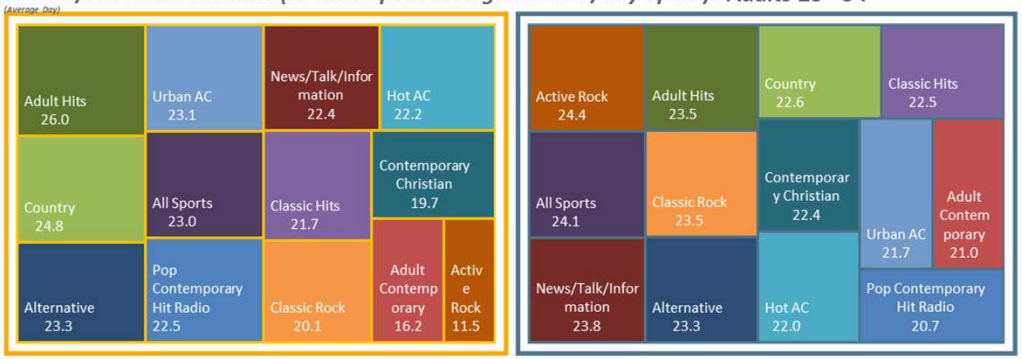
P25-54

2,041,173 or 68.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

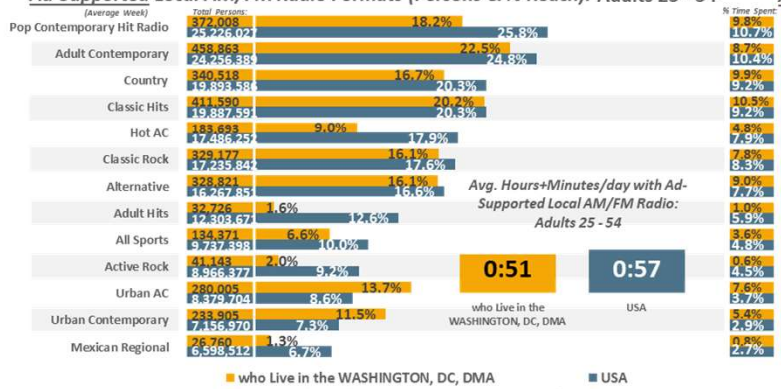
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



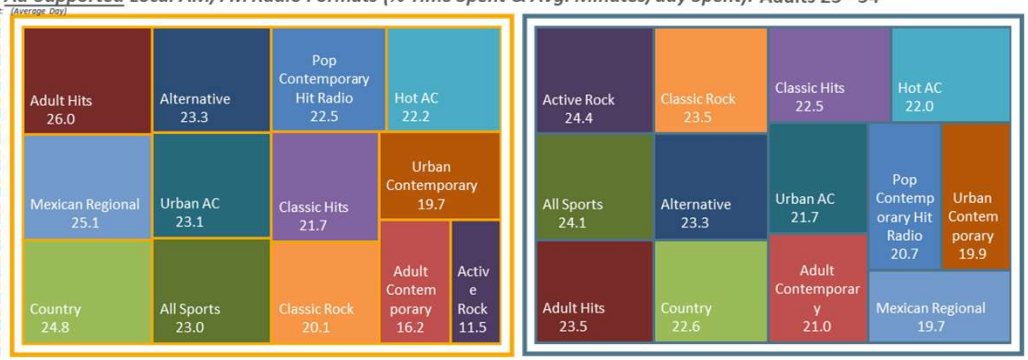
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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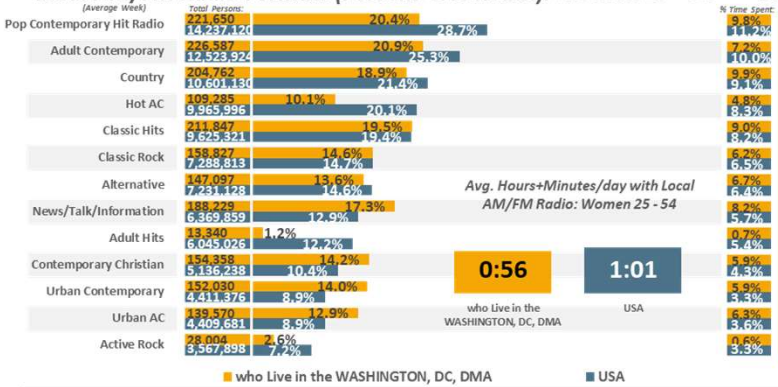
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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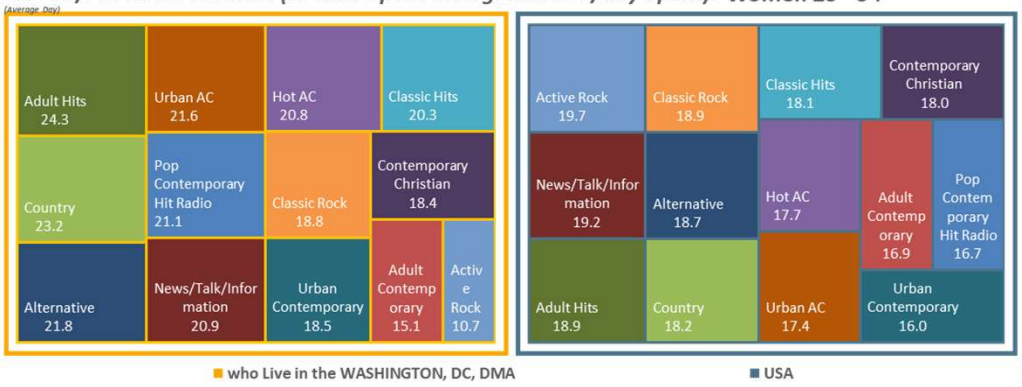


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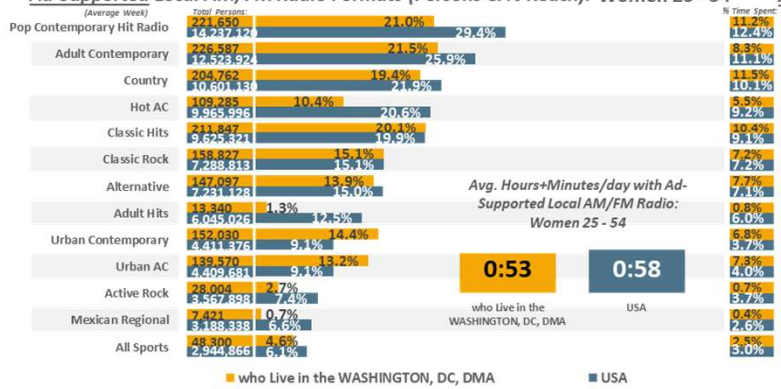
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



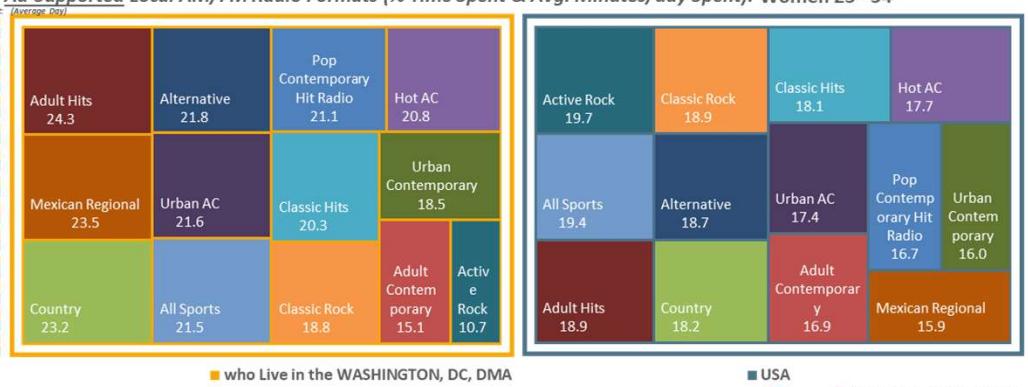
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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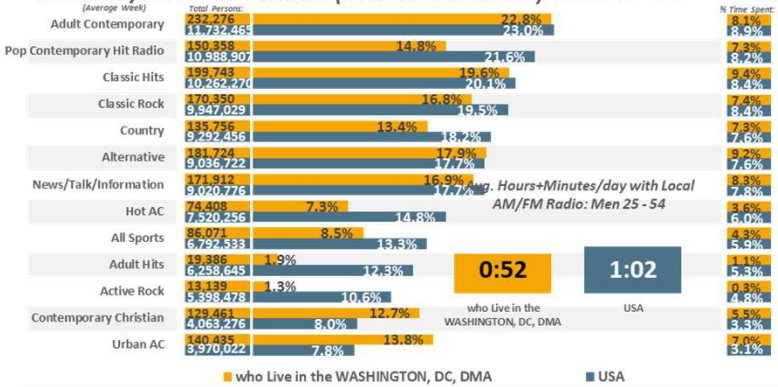
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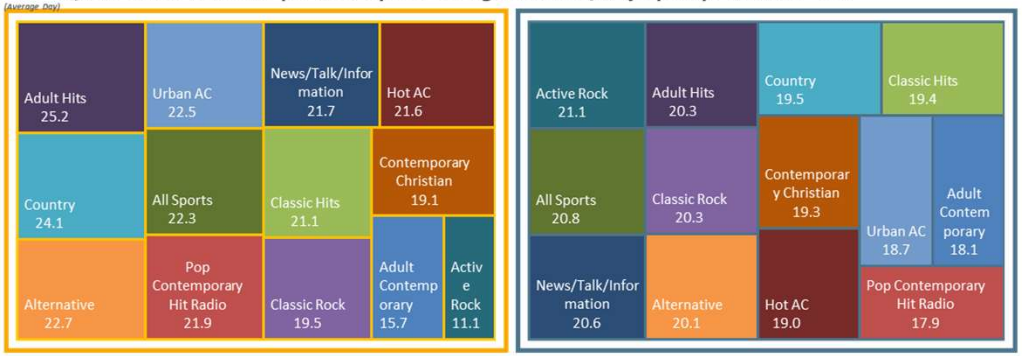
M25-54

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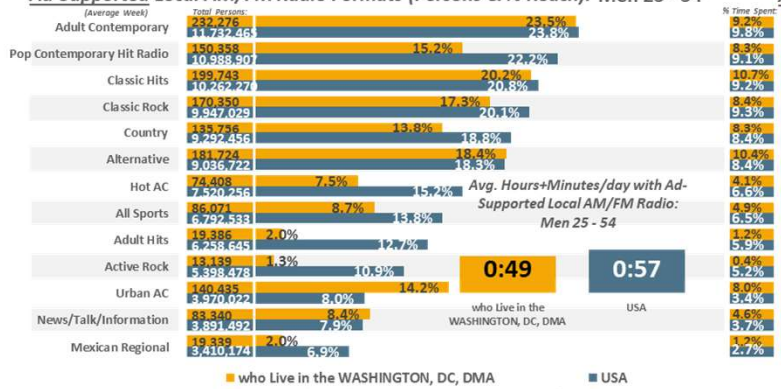
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



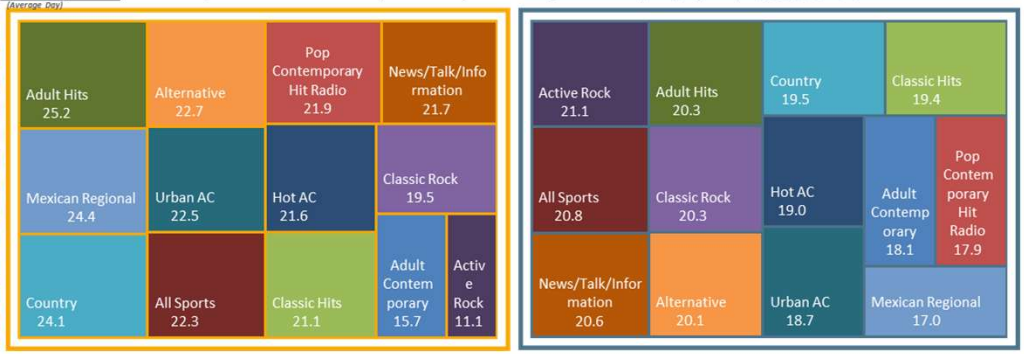
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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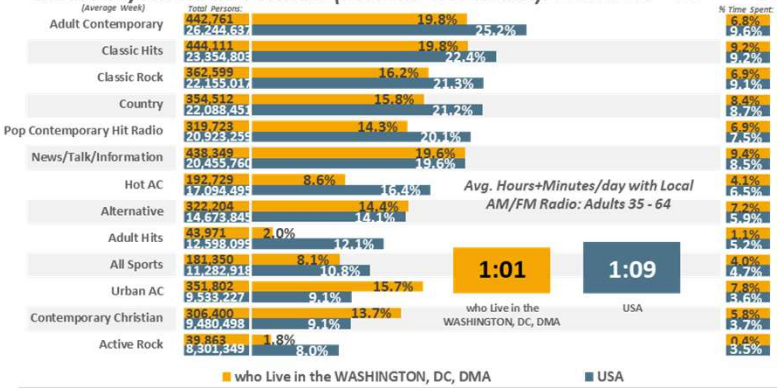
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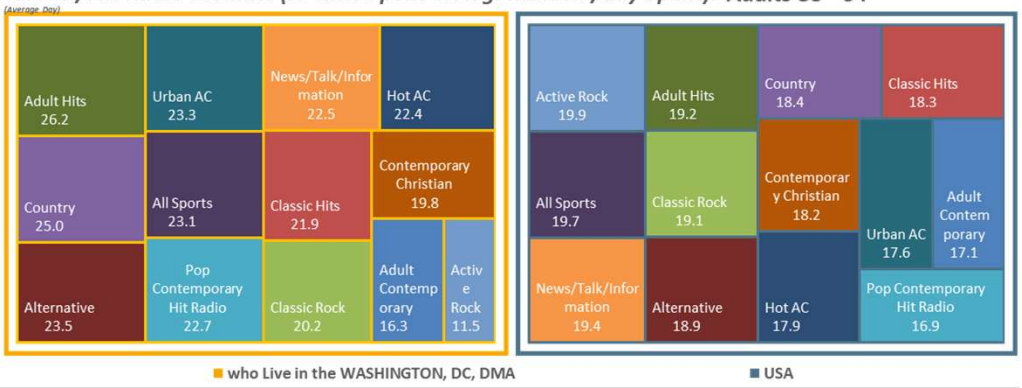
P35-64

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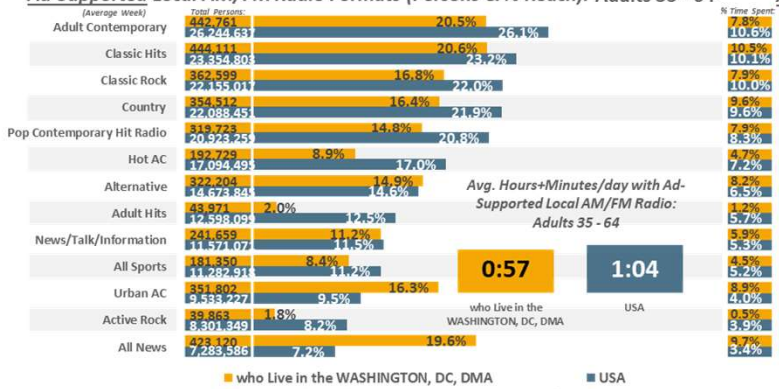
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



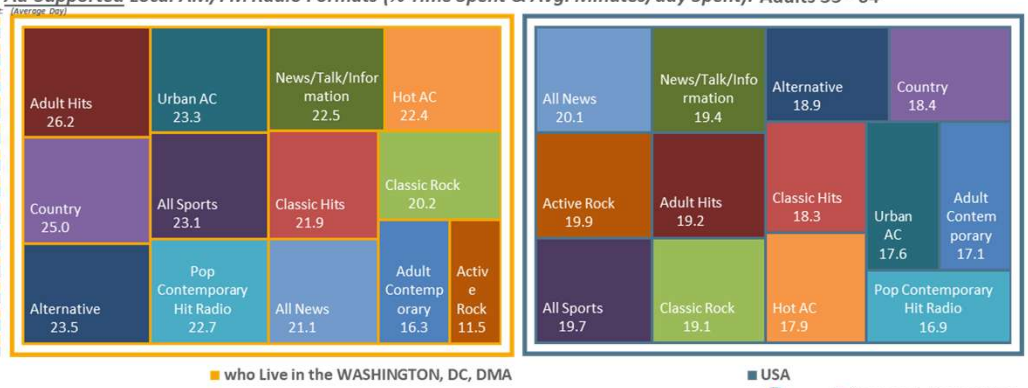
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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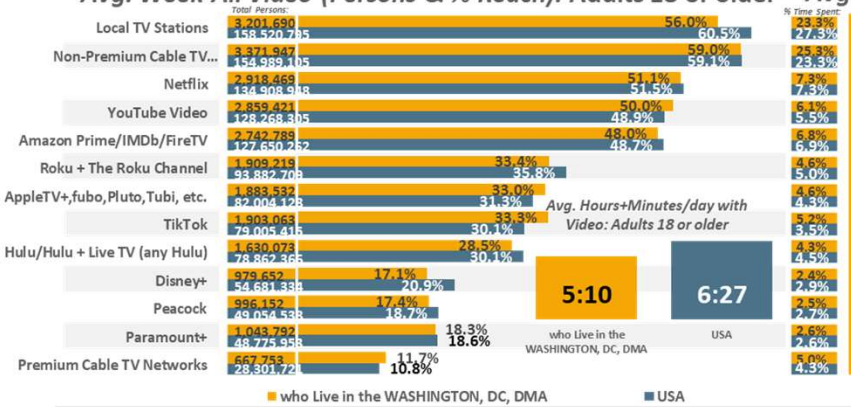
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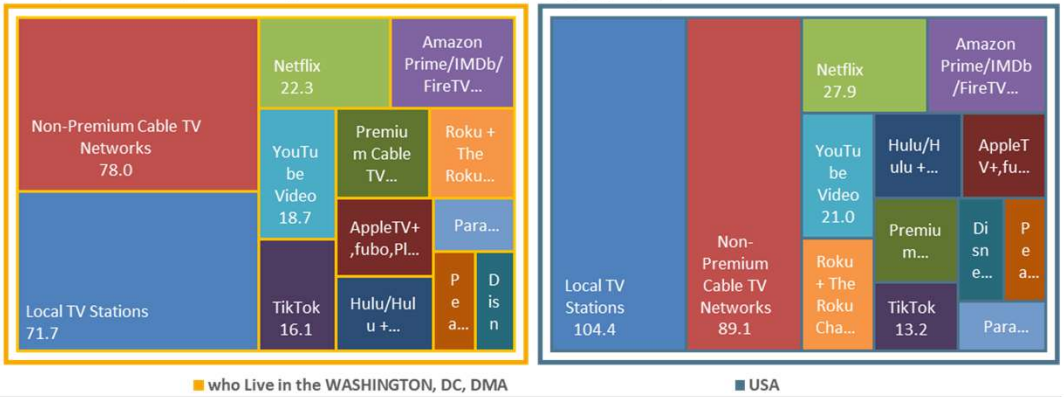
P18+

3,164,357 or 55.4% of Adults 18 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 67.8 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

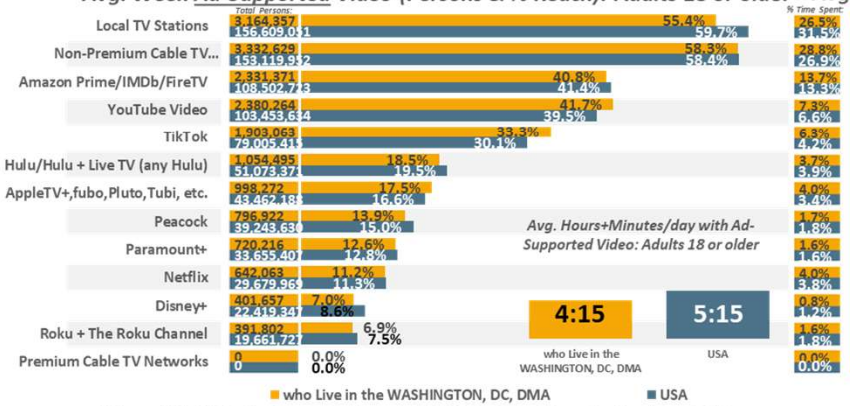
Avg. Week All Video (Persons & % Reach): Adults 18 or older



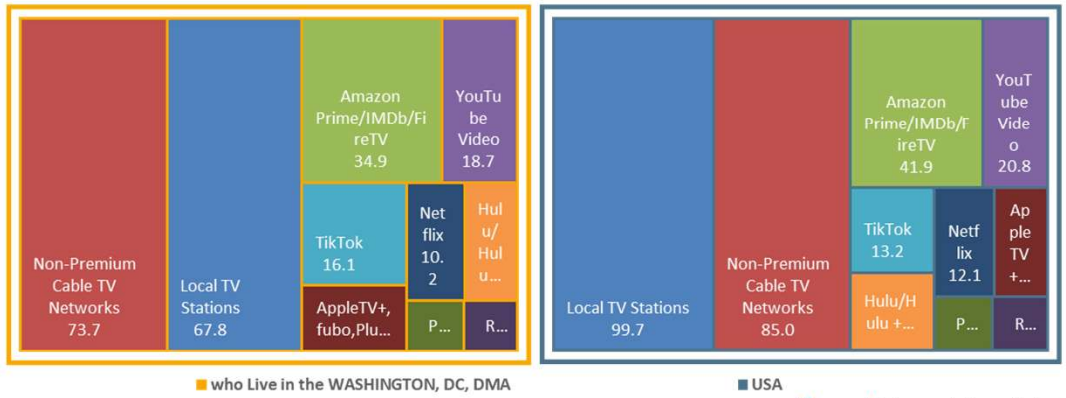
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

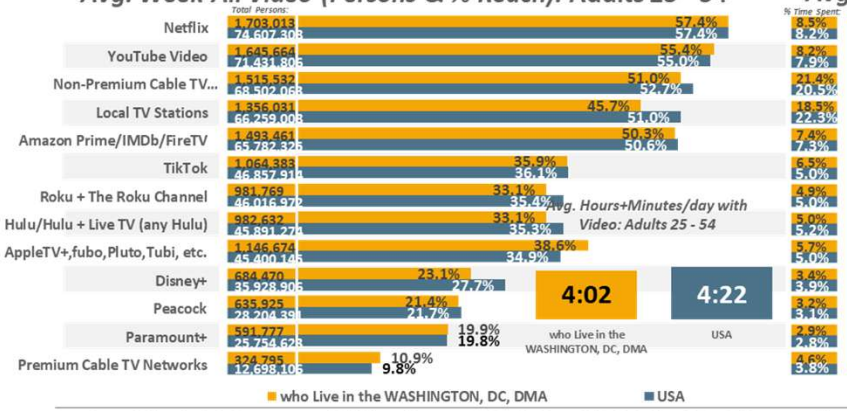
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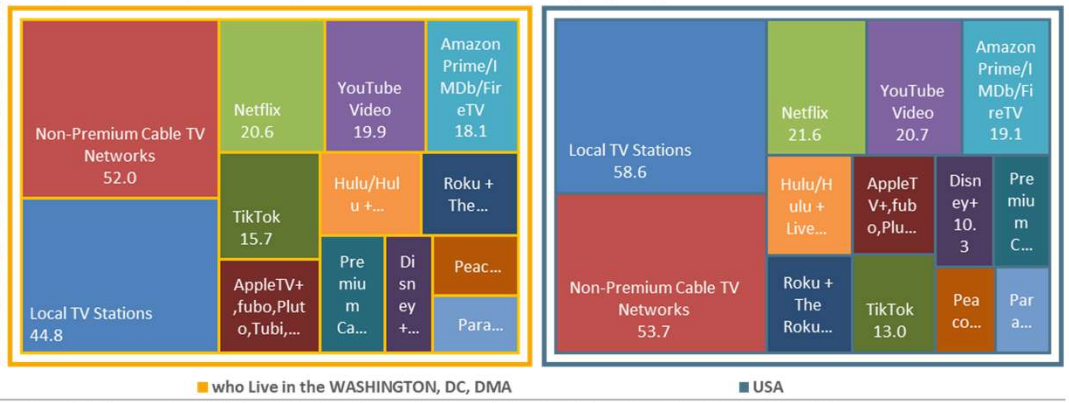
P25-54

1,342,210 or 45.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 43.2 minutes every day representing 22.5% of all time spent daily with Ad-Supported Video.

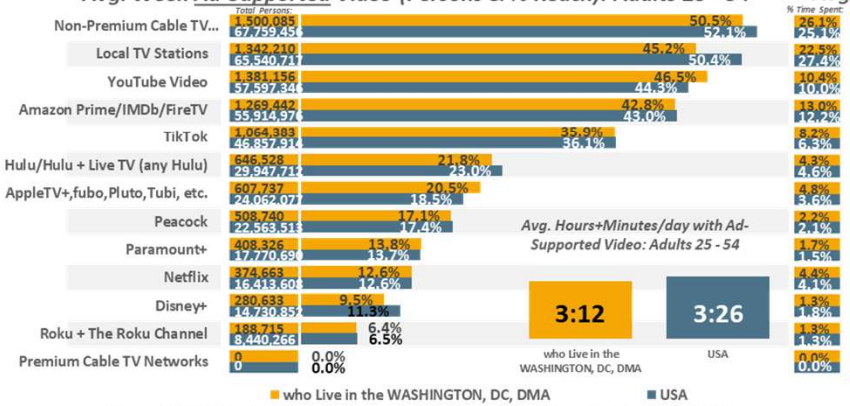
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



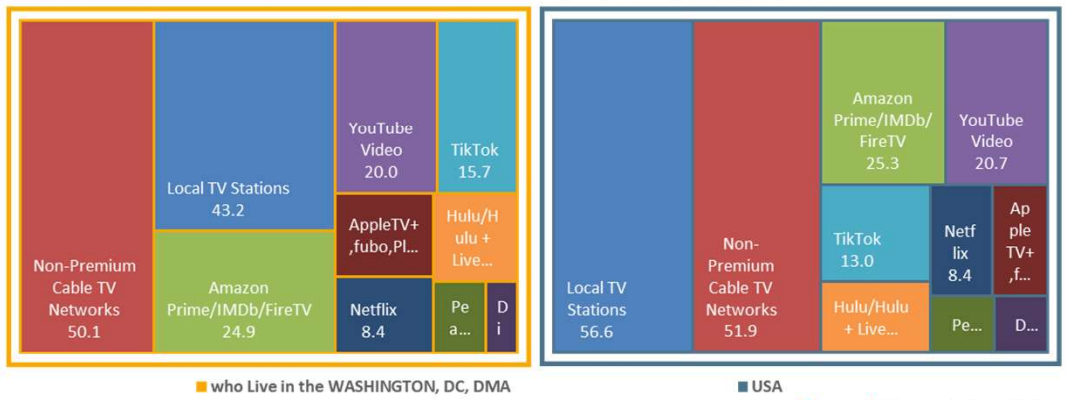
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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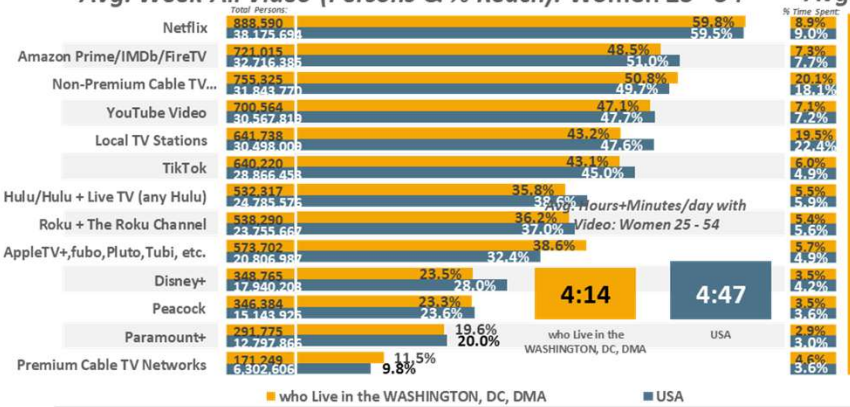
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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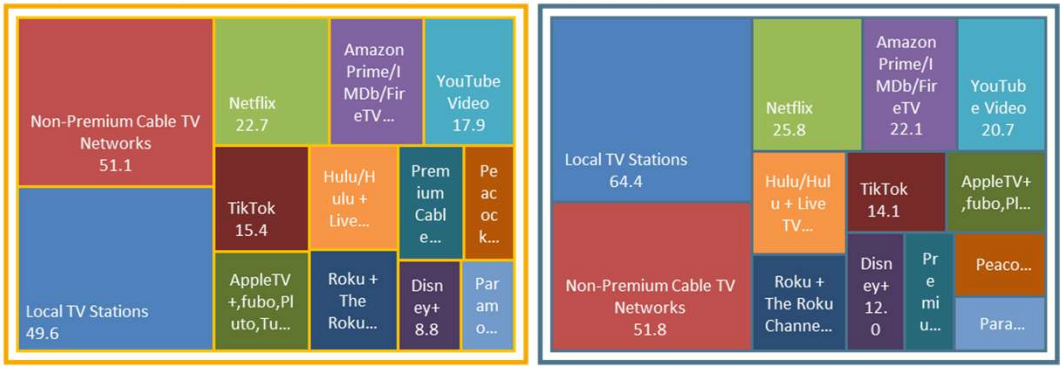


635,572 or 42.7% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 47.8 minutes every day representing 24.2% of all time spent daily with Ad-Supported Video.

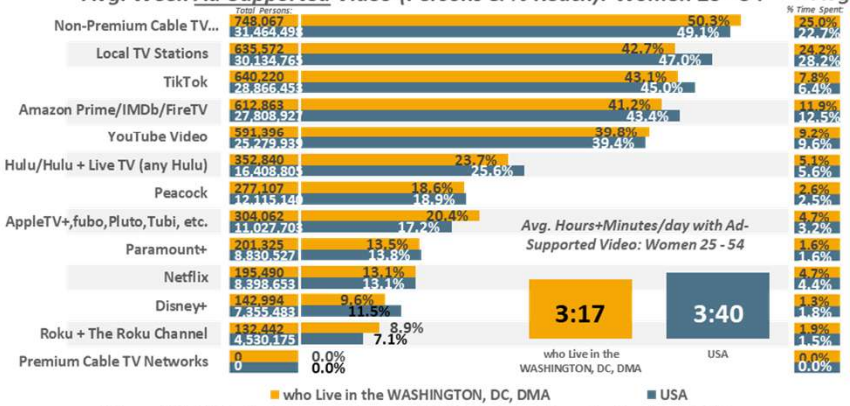
Avg. Week All Video (Persons & % Reach): Women 25 - 54



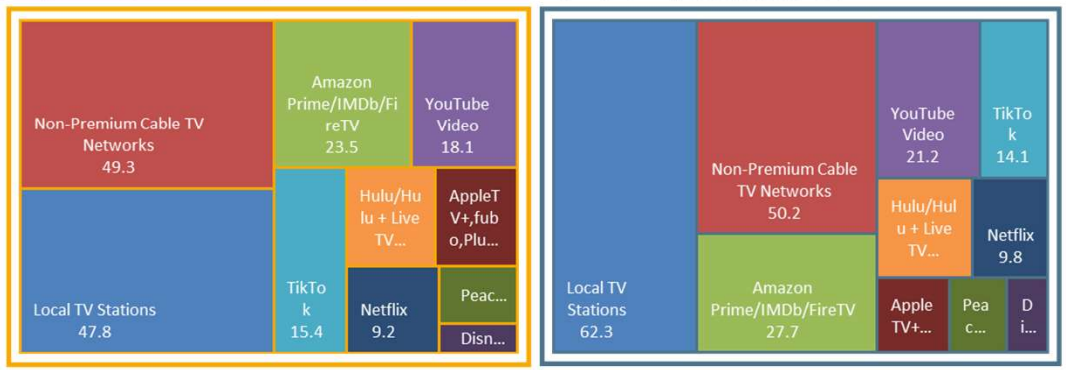
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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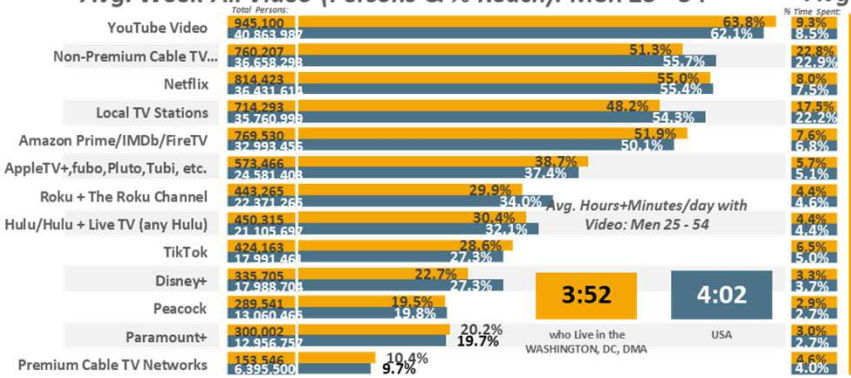
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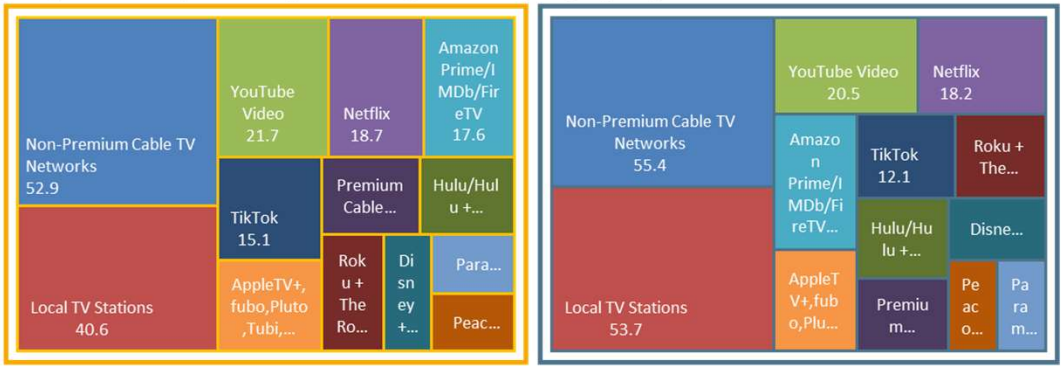
M25-54

706,596 or 47.7% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 39.1 minutes every day representing 20.9% of all time spent daily with Ad-Supported Video.

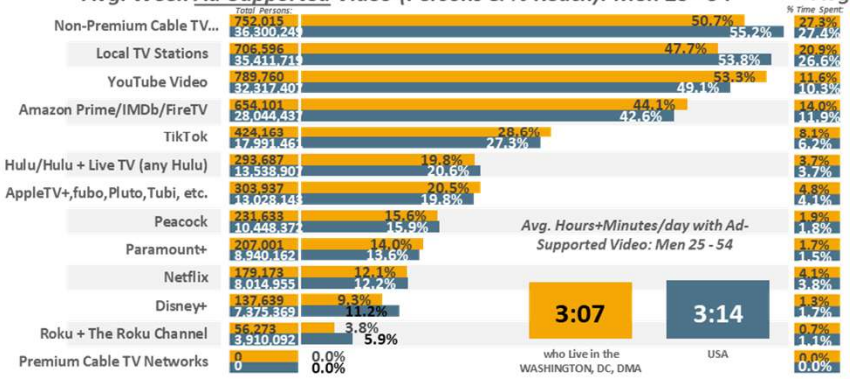
Avg. Week All Video (Persons & % Reach): Men 25 - 54



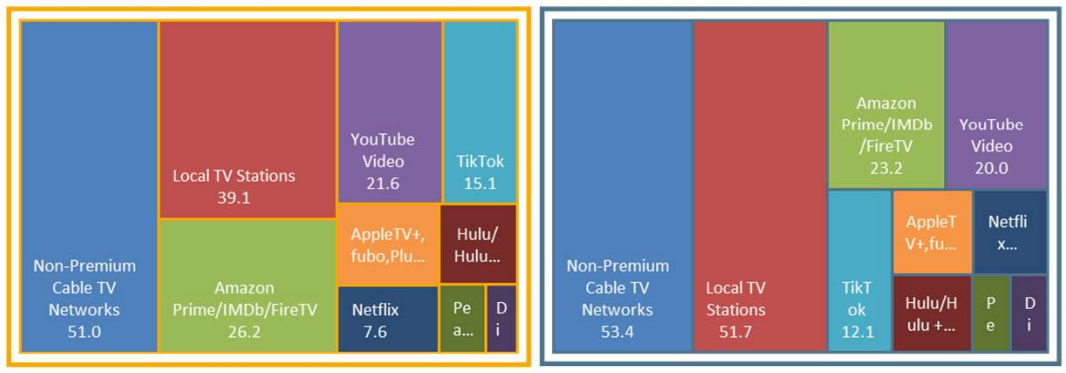
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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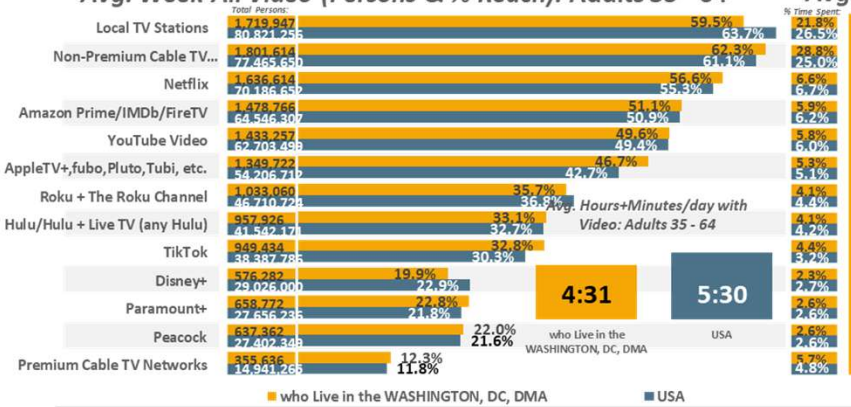
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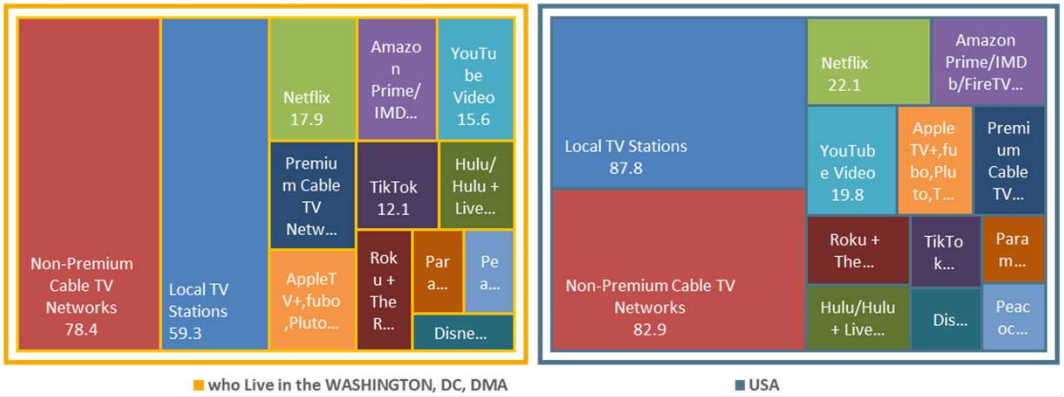
P35-64

1,701,006 or 58.8% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 56.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

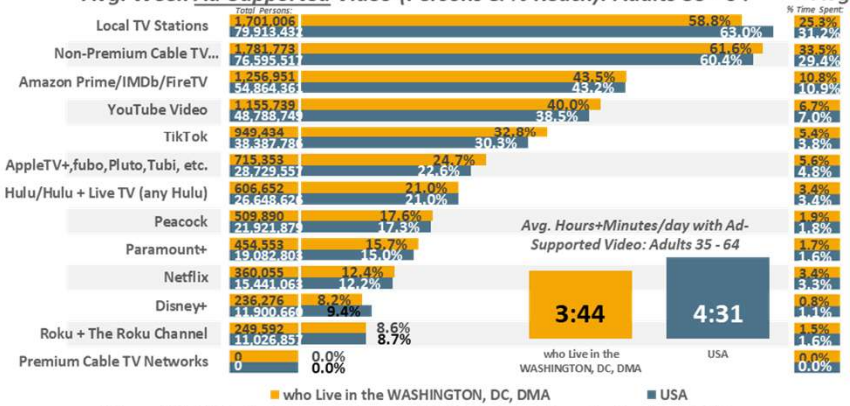
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



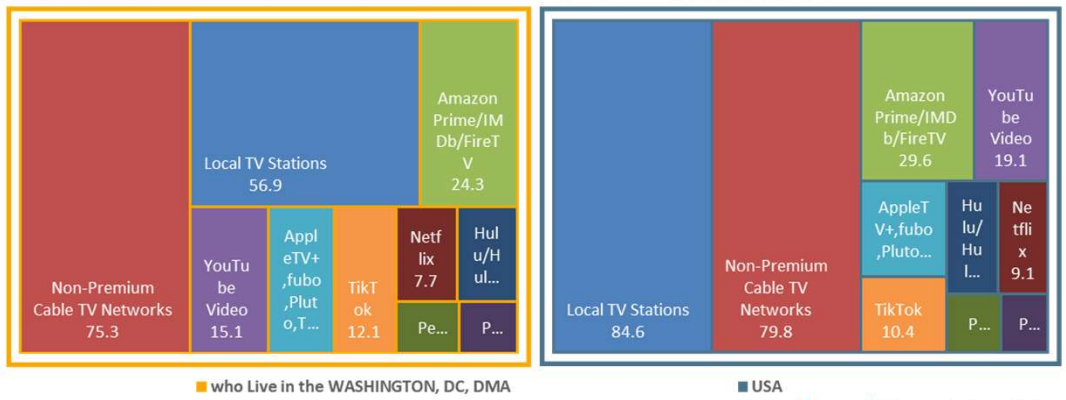
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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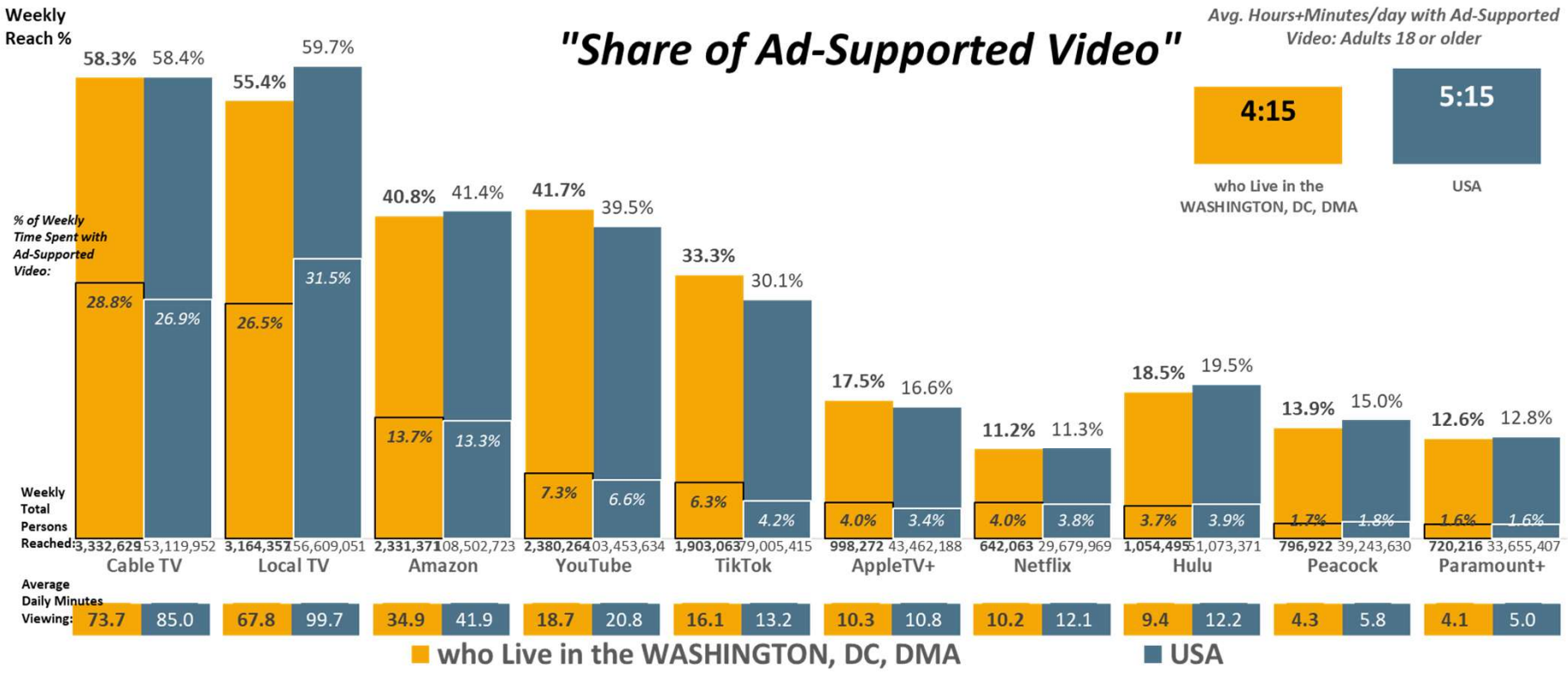
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P18+

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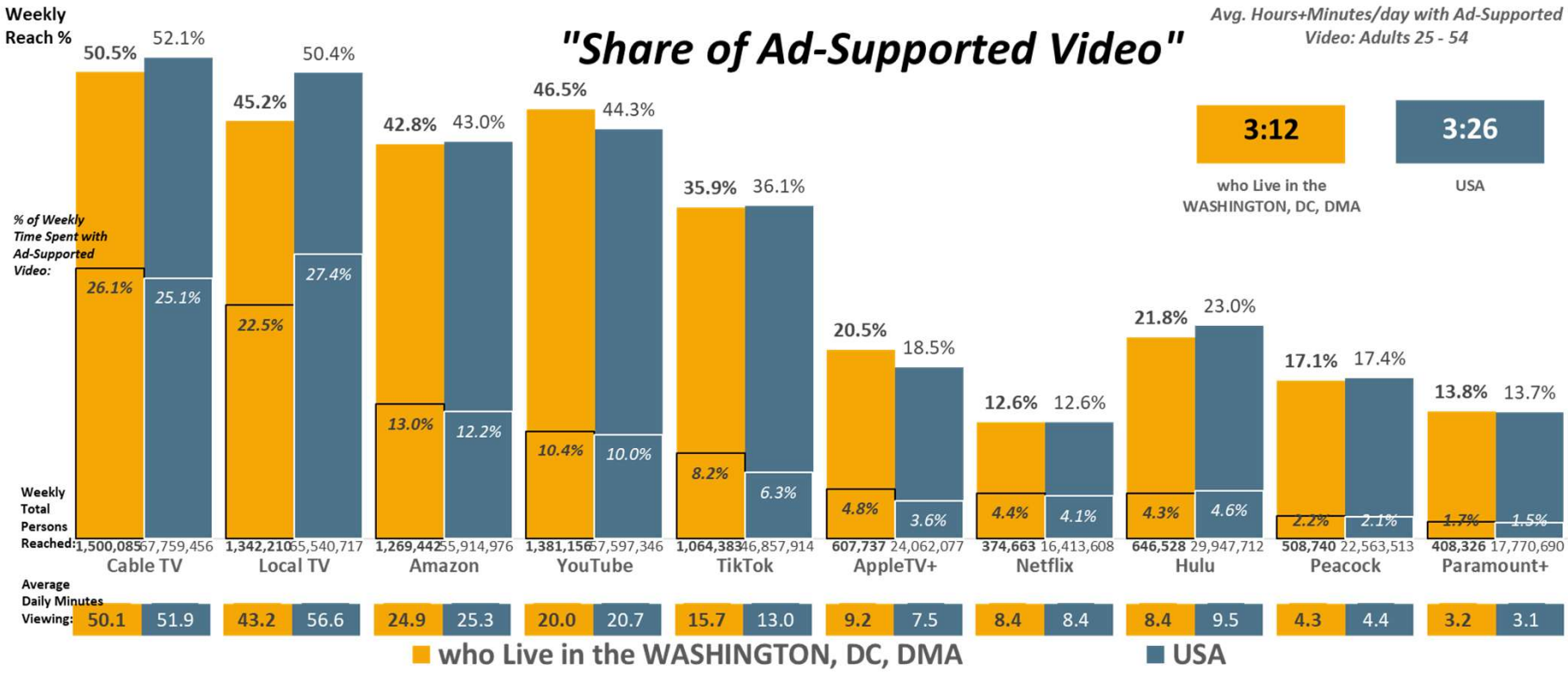
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P25-54

1,342,210 or 45.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 43.2 minutes every day representing 22.5% of all time spent daily with Ad-Supported Video.



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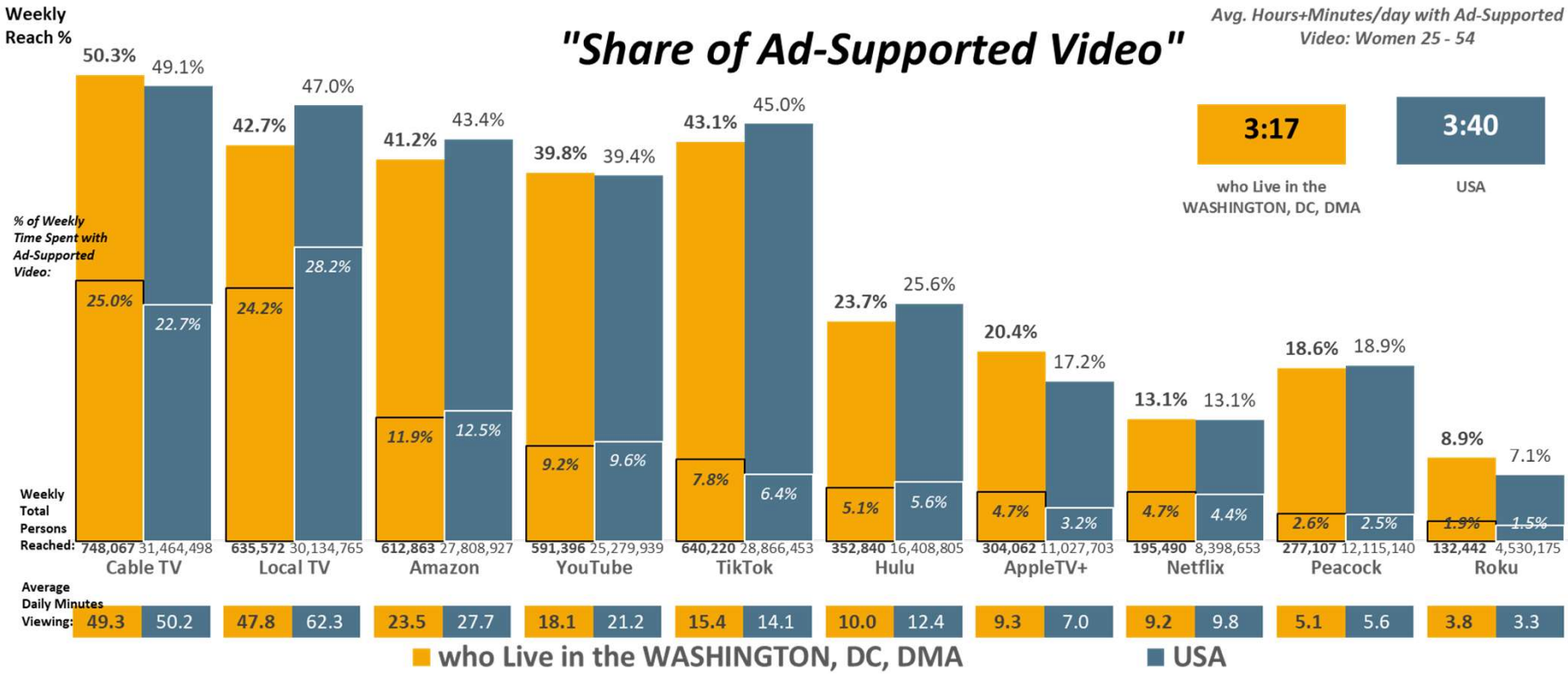
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635,572 or 42.7% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 47.8 minutes every day representing 24.2% of all time spent daily with Ad-Supported Video.



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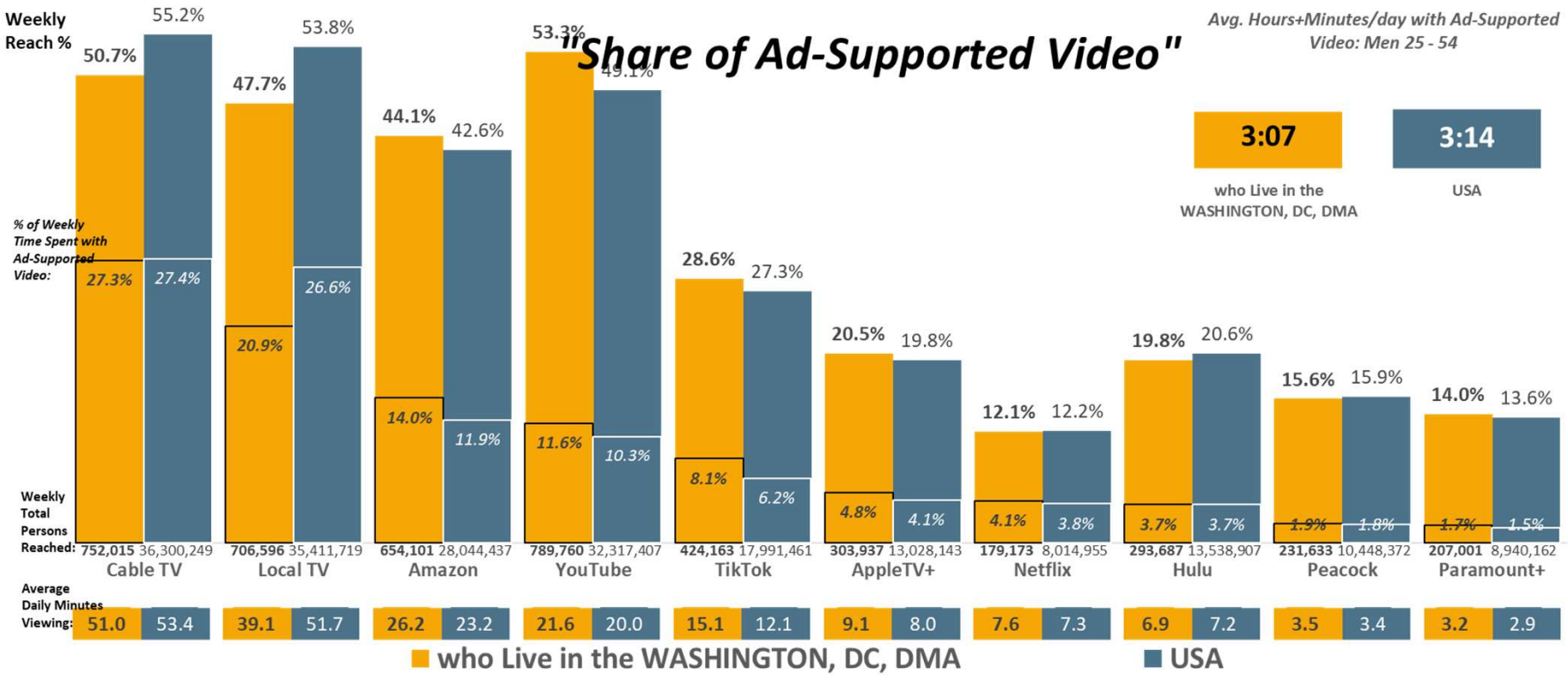
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M25-54

706,596 or 47.7% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 39.1 minutes every day representing 20.9% of all time spent daily with Ad-Supported Video.



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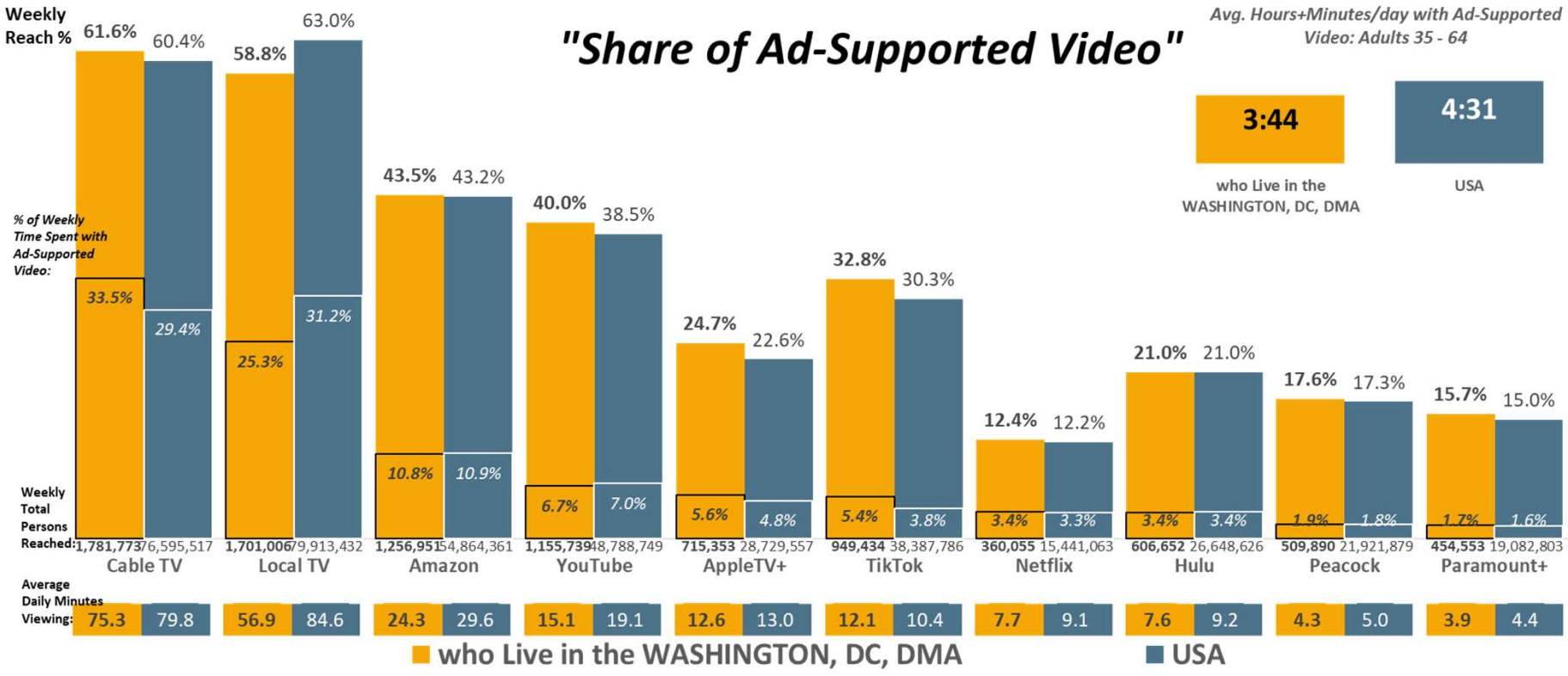
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P35-64

1,701,006 or 58.8% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 56.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.



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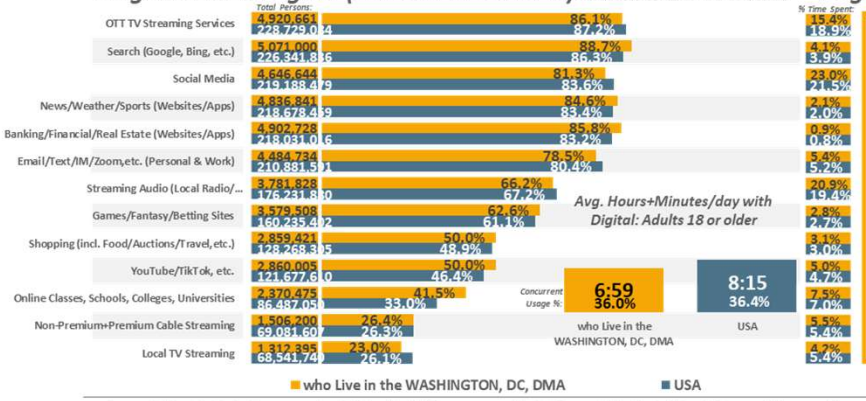
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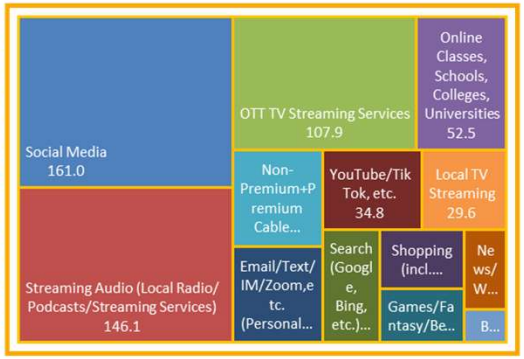
P18+

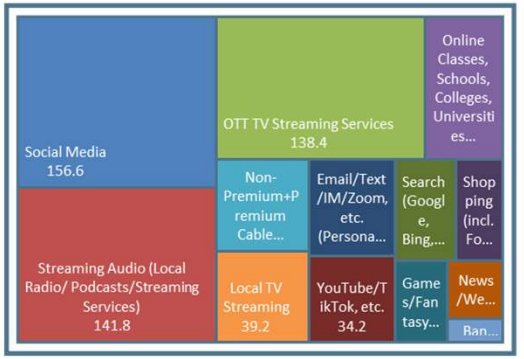
4,043,475 or 70.8% of Adults 18 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 140.1 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

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

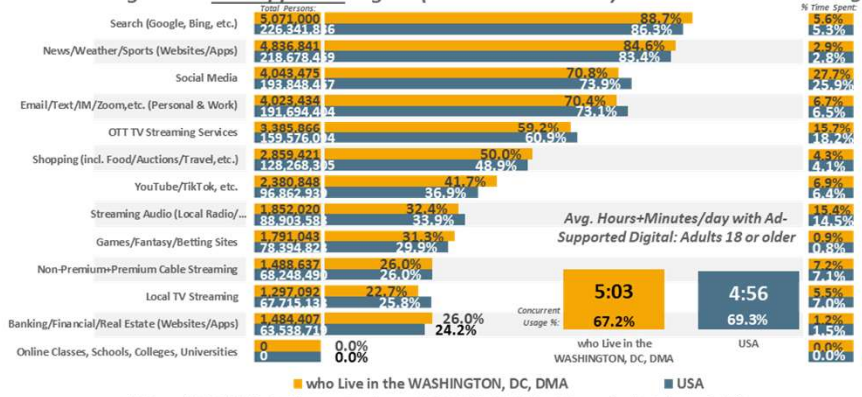


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

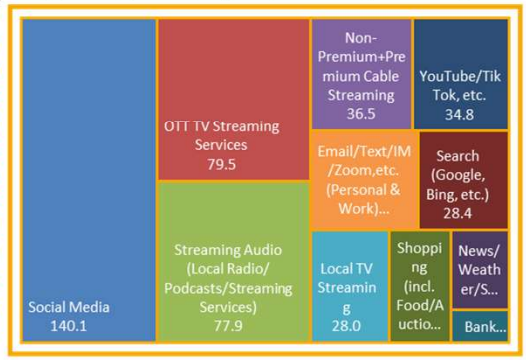


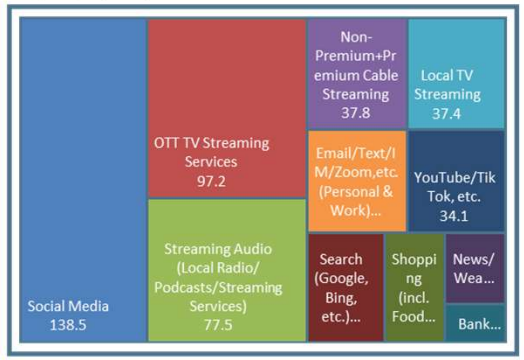


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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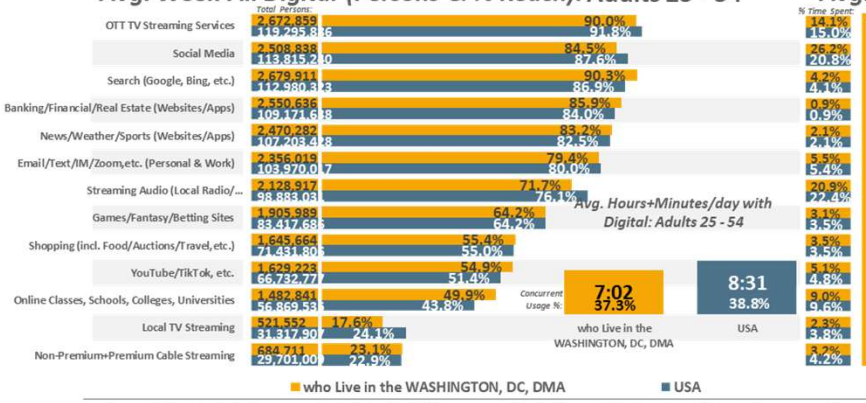
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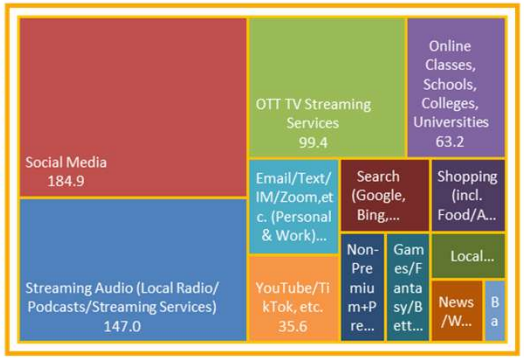
P25-54

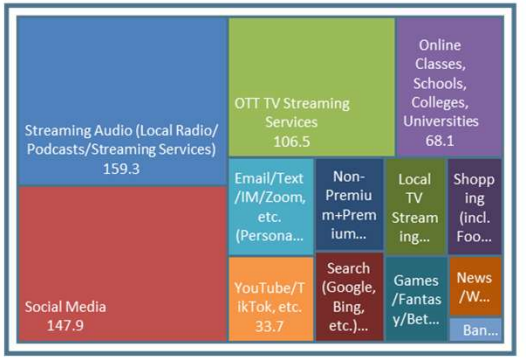
2,187,347 or 73.7% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Digital Media.

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

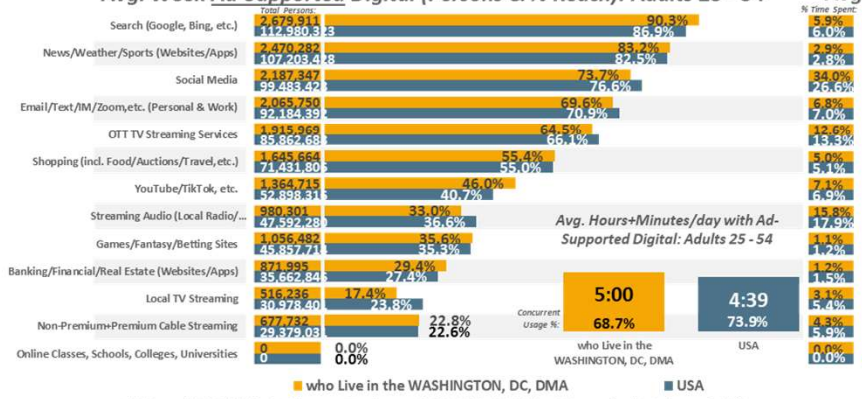


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



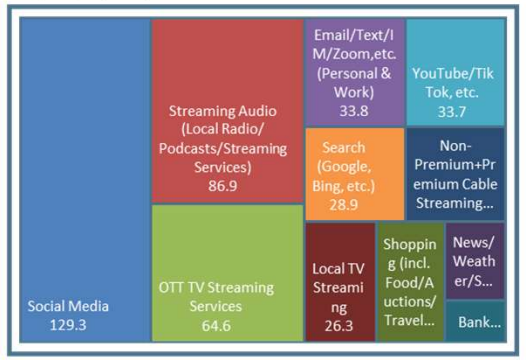


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



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





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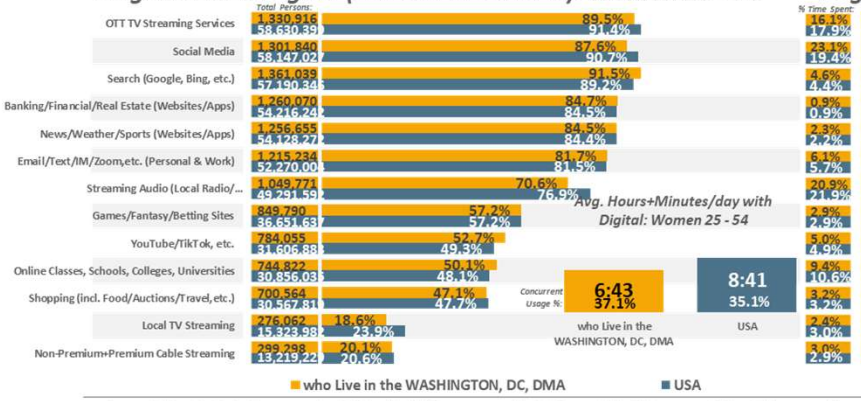
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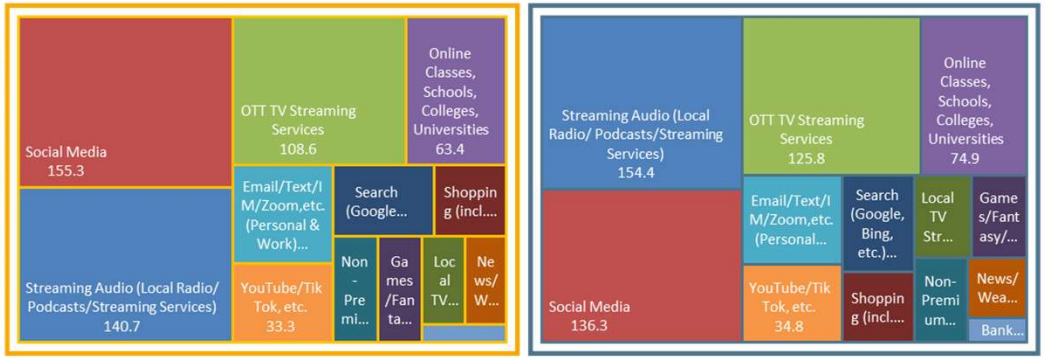
W25-54

1,148,649 or 77.3% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 30.6% of all time spent daily with Ad-Supported Digital Media.

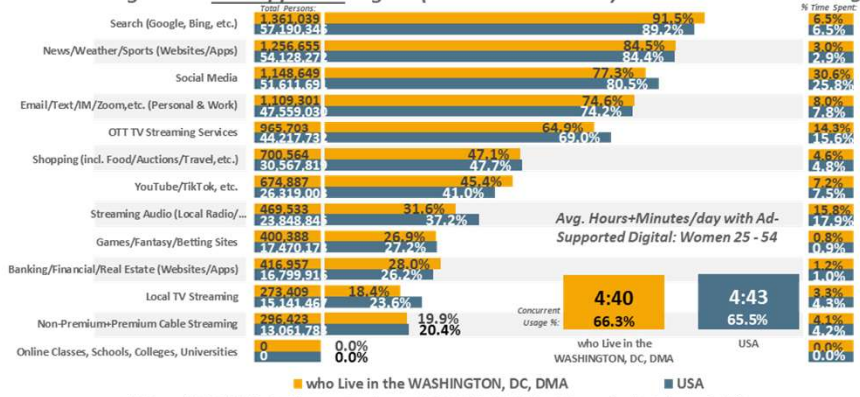
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



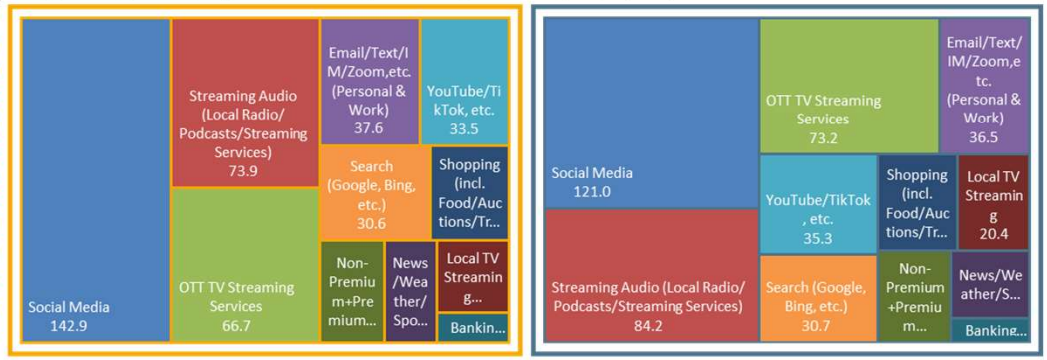
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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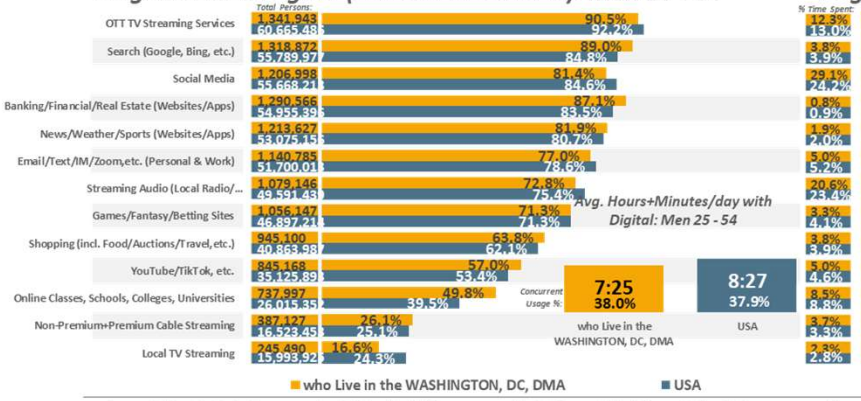
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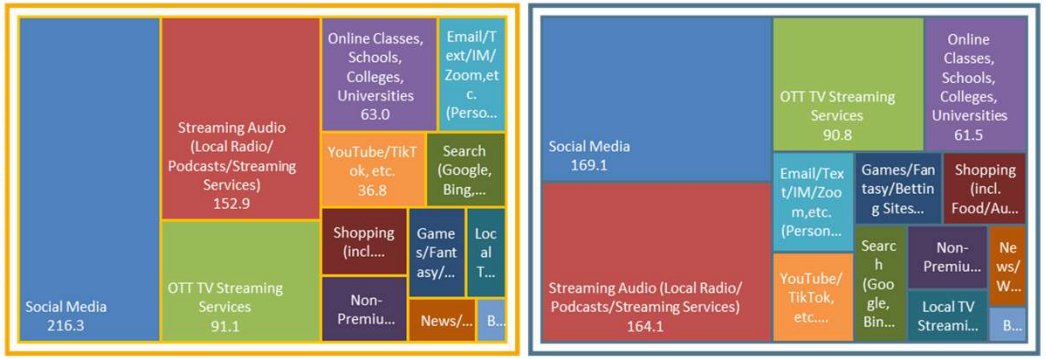
M25-54

1,038,698 or 70.1% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 37.% of all time spent daily with Ad-Supported Digital Media.

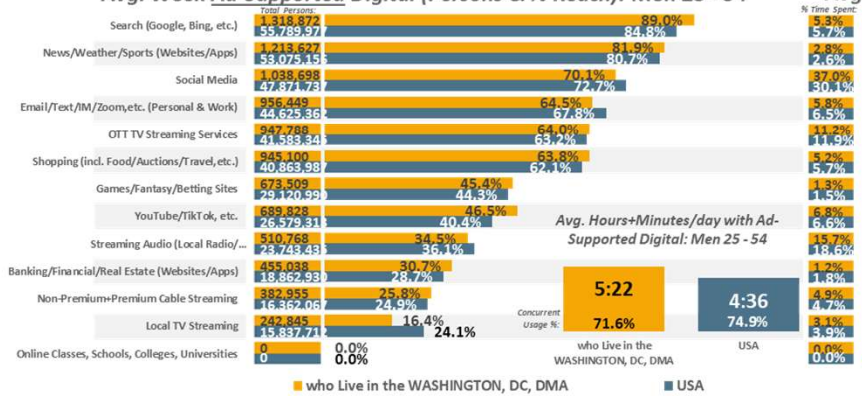
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



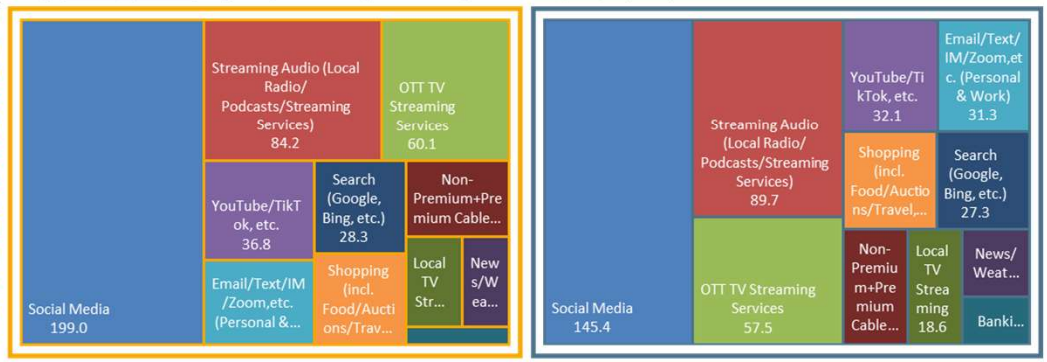
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

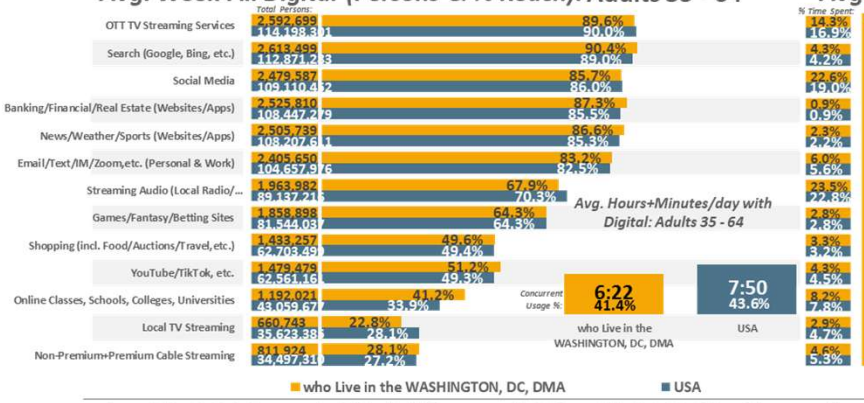
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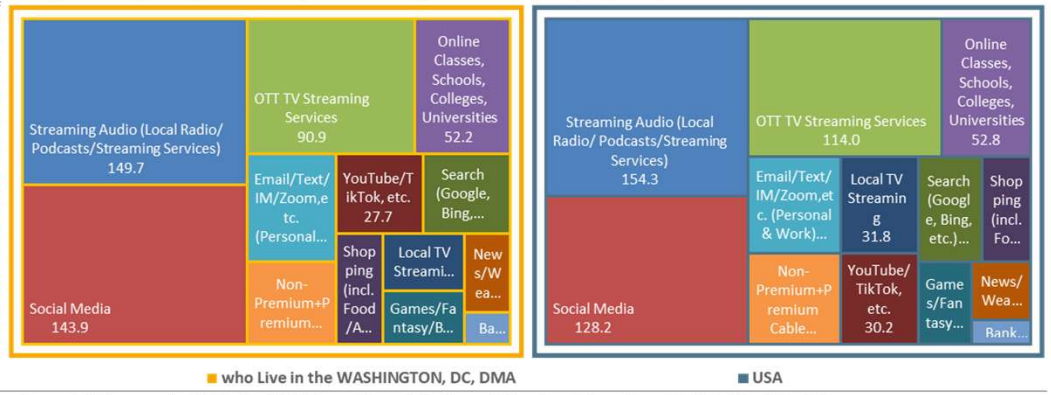
P35-64

2,149,676 or 74.3% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

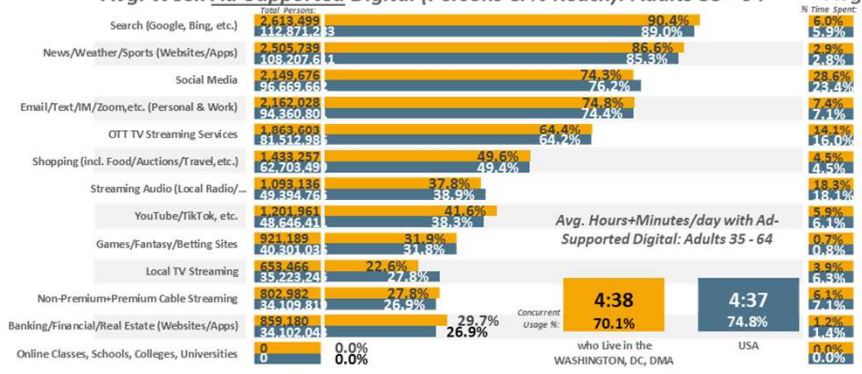
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



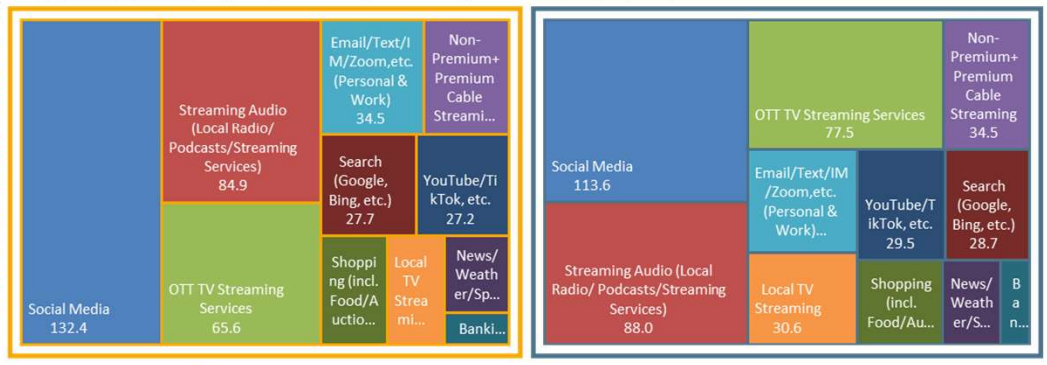
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

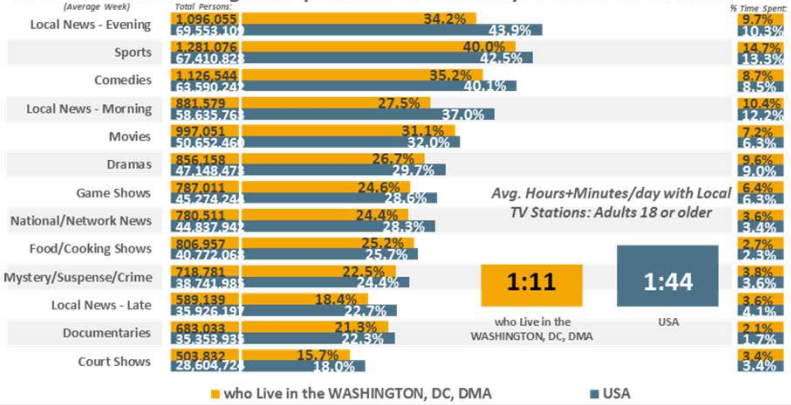
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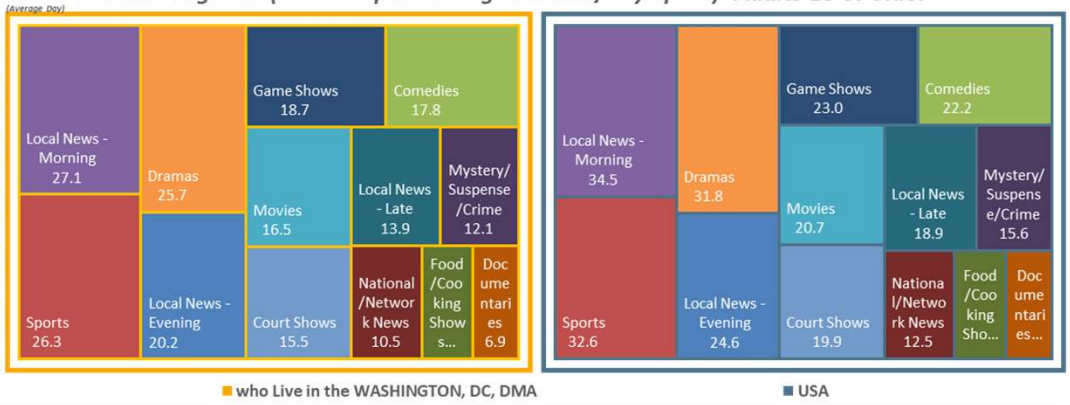
P18+

3,164,357 or 55.4% of Adults 18 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

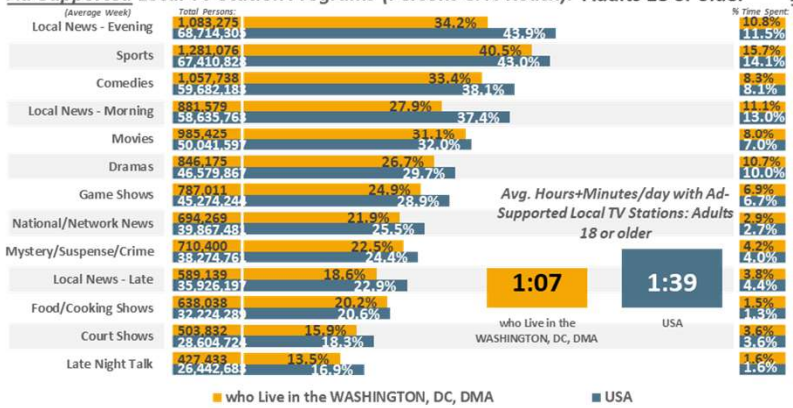
Local TV Station Programs (Persons & % Reach): Adults 18 or older



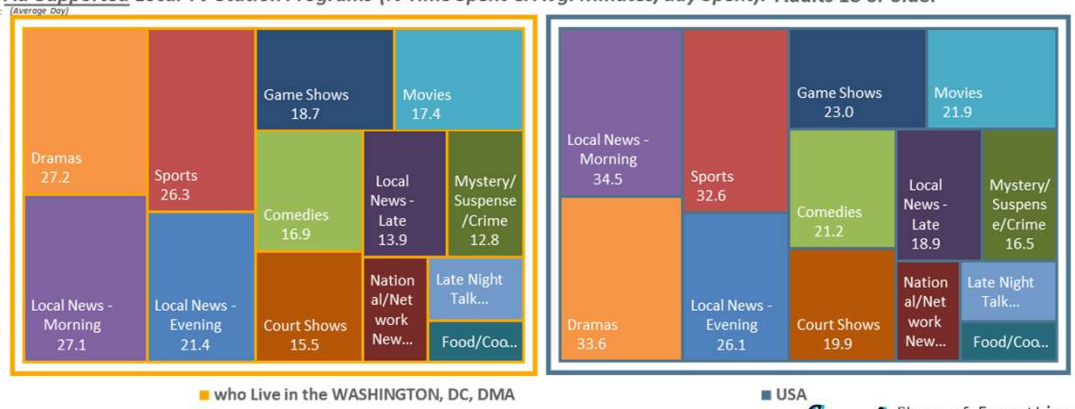
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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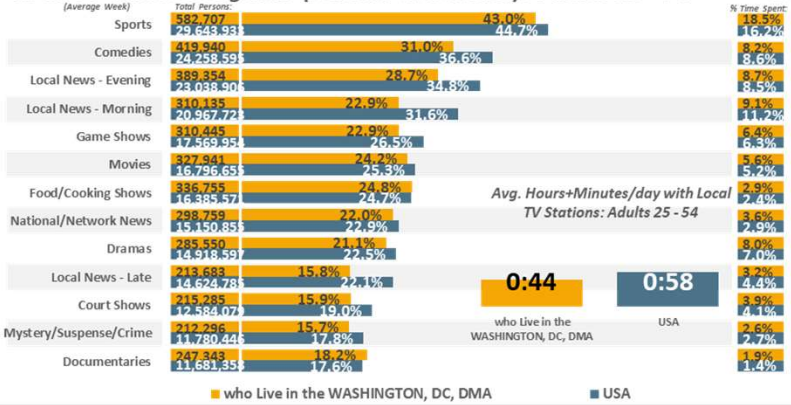
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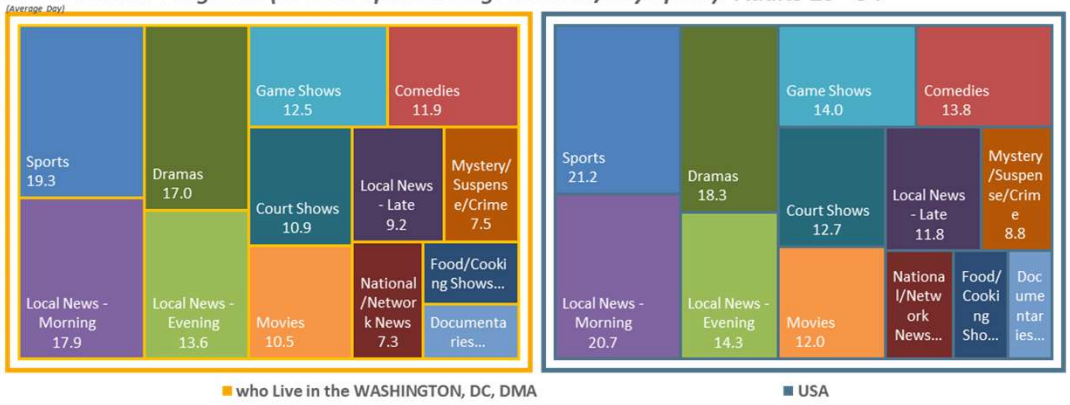
P25-54

1,342,210 or 45.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Game Shows, and Local News - Morning.

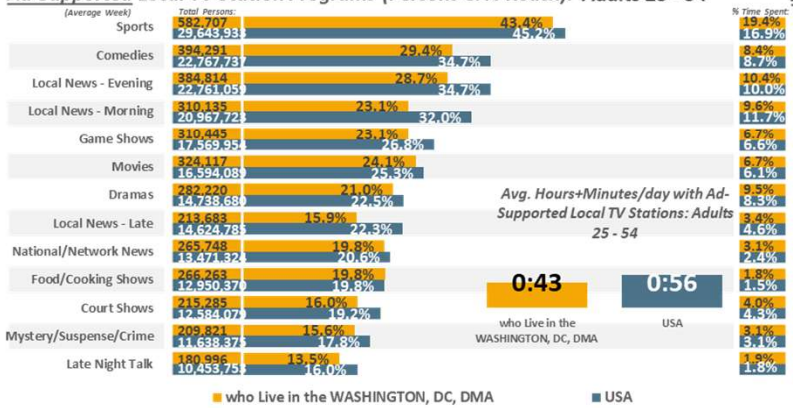
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



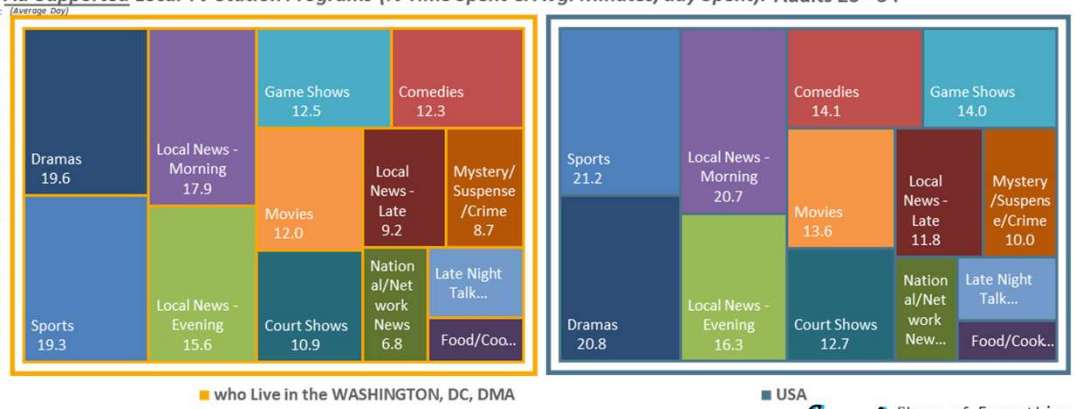
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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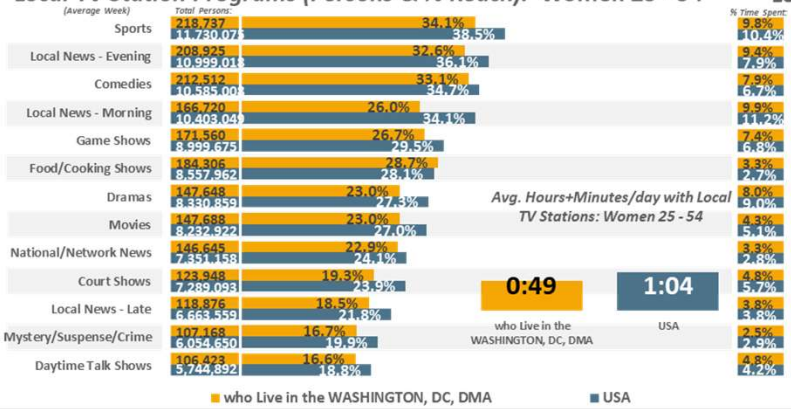
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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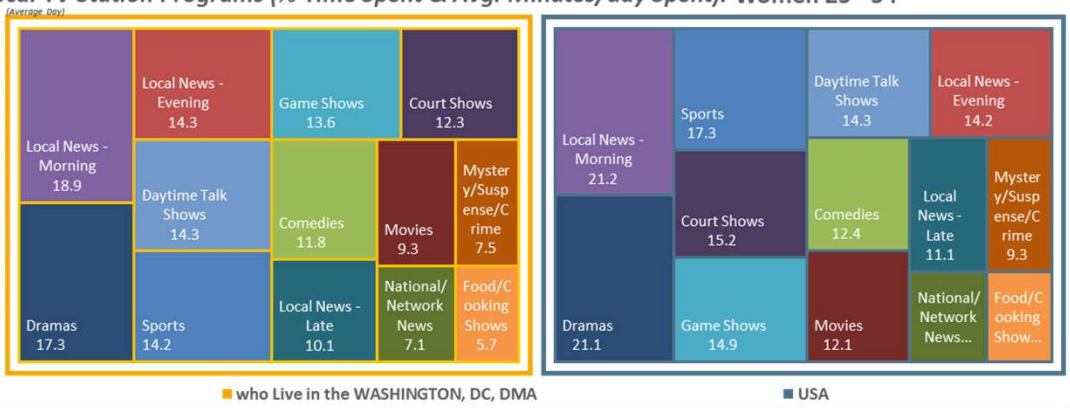


635,572 or 42.7% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Game Shows, Local News - Morning, and Movies.

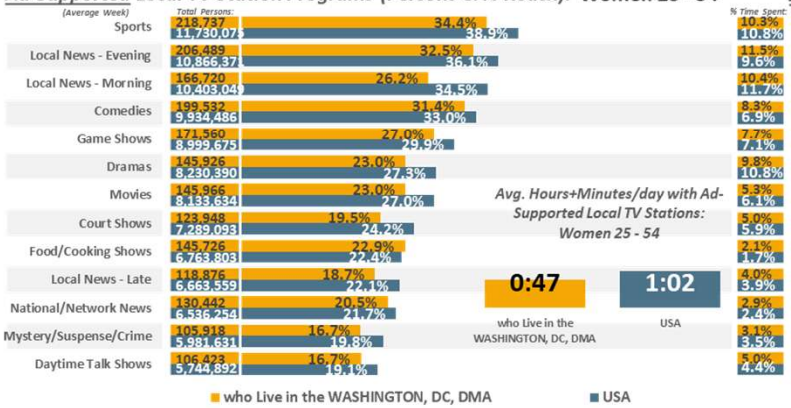
Local TV Station Programs (Persons & % Reach): Women 25 - 54



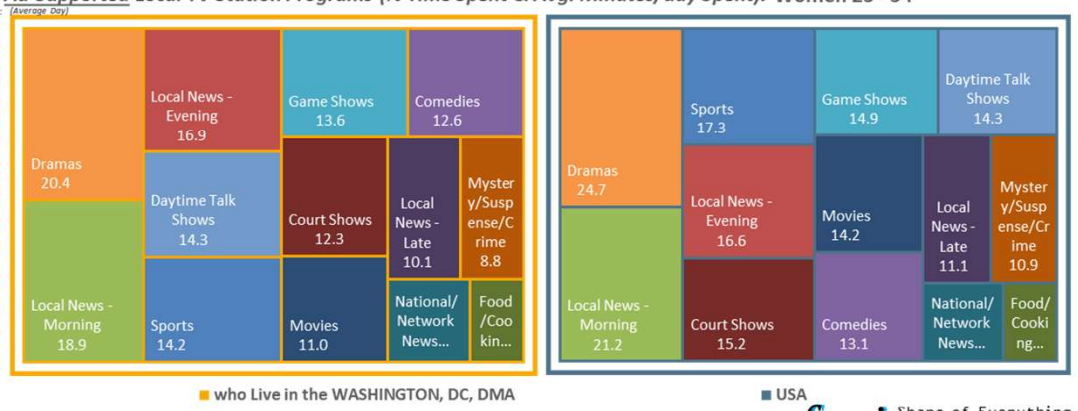
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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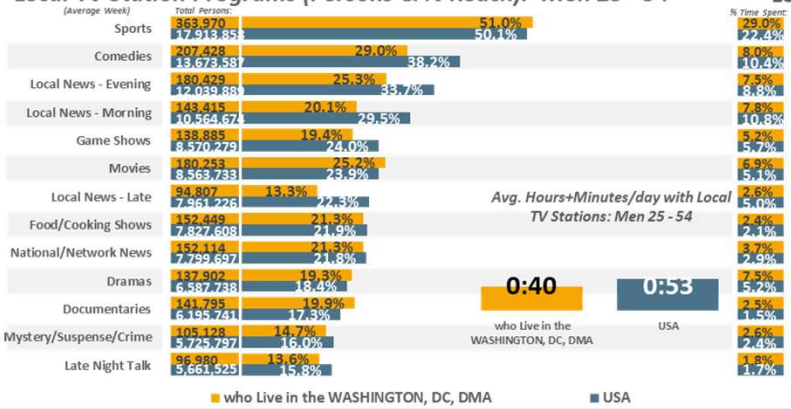
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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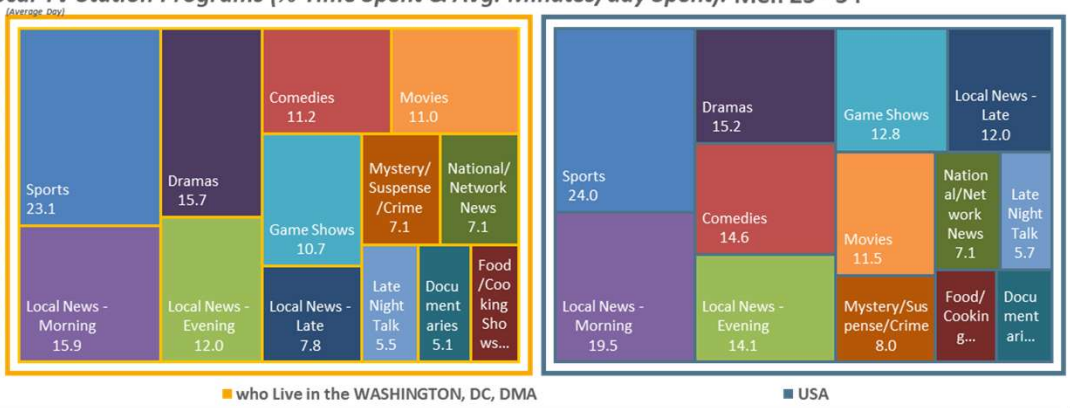


706,596 or 47.7% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Game Shows.

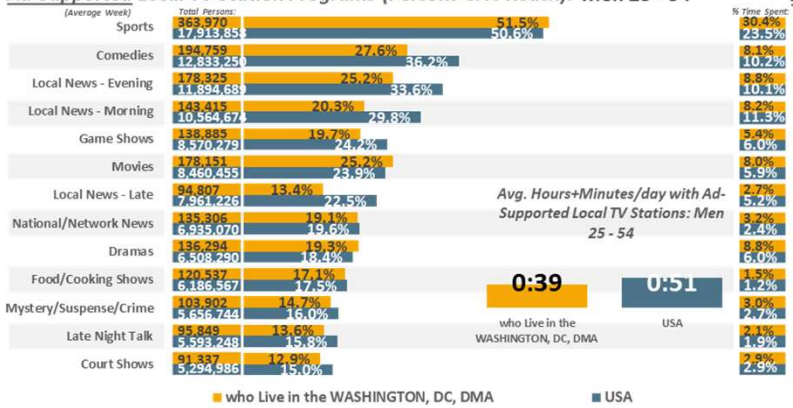
Local TV Station Programs (Persons & % Reach): Men 25 - 54



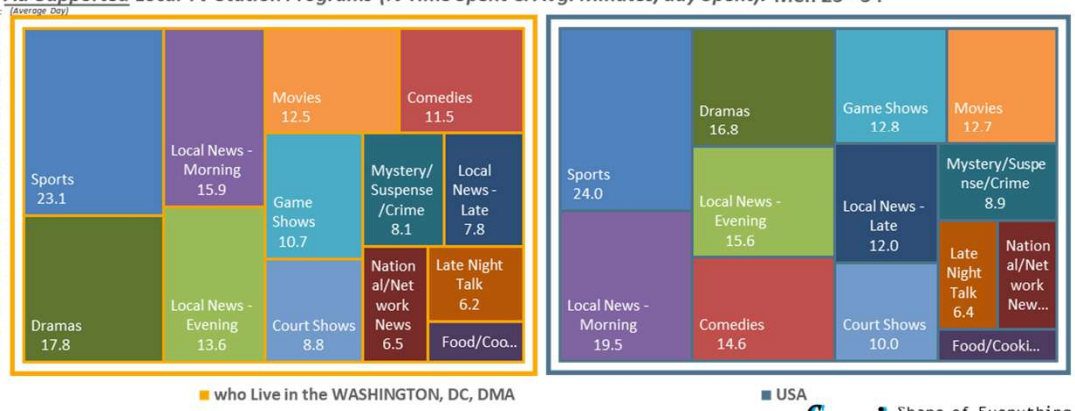
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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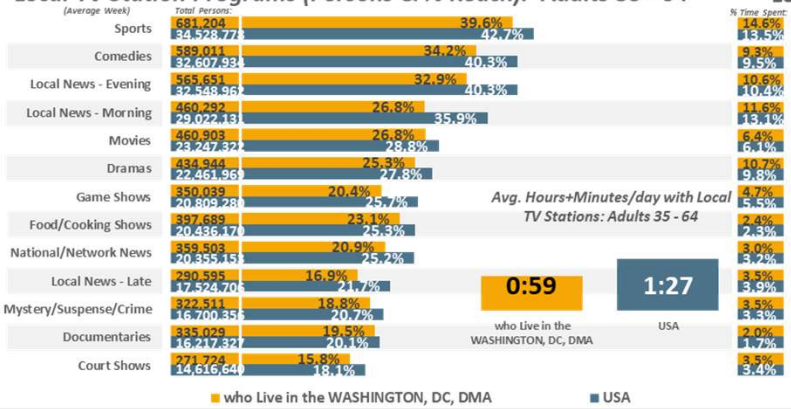
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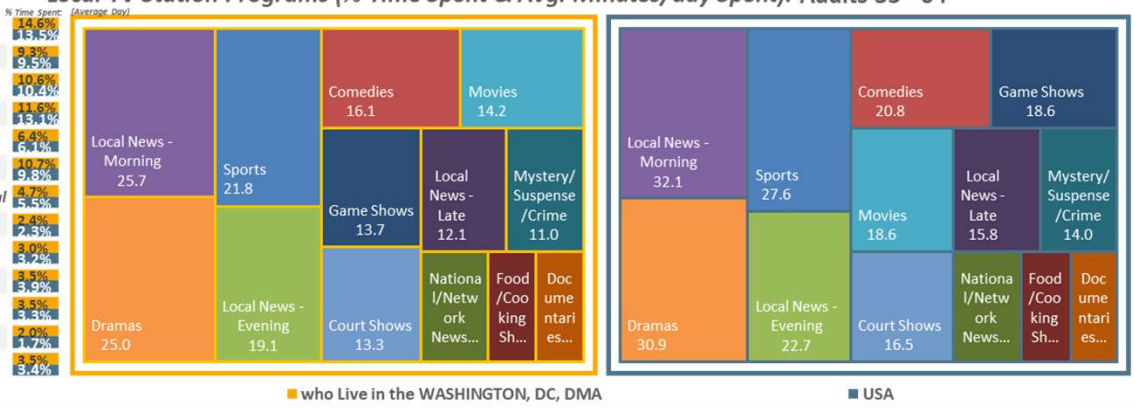
P35-64

1,701,006 or 58.8% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

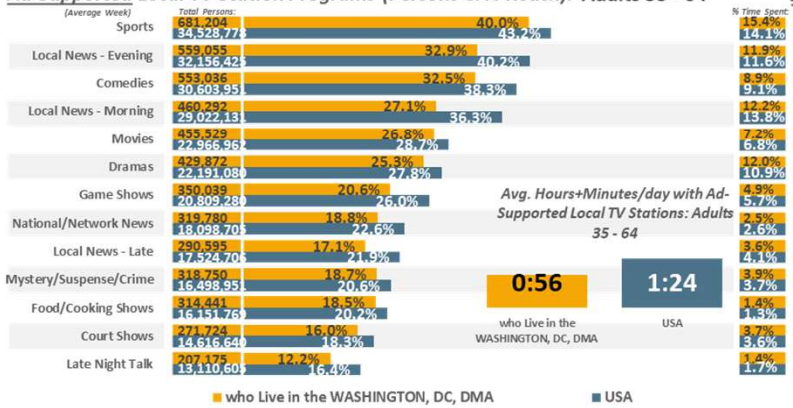
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



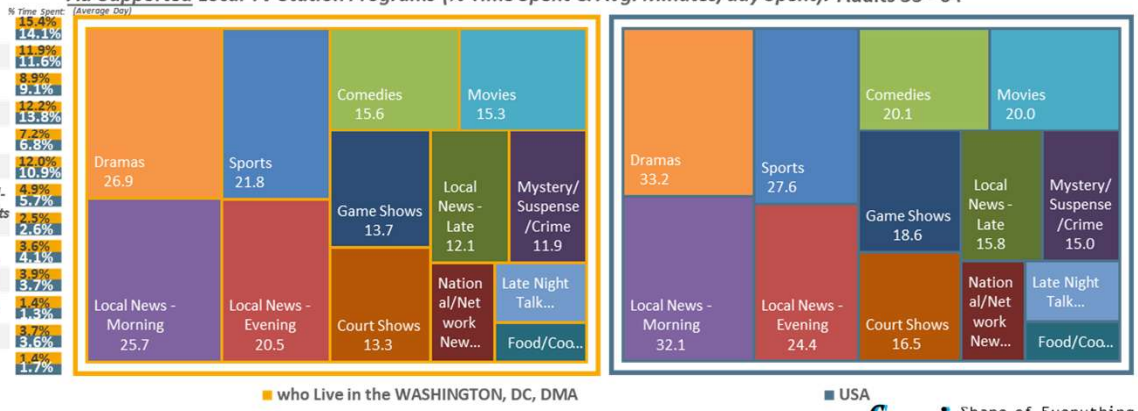
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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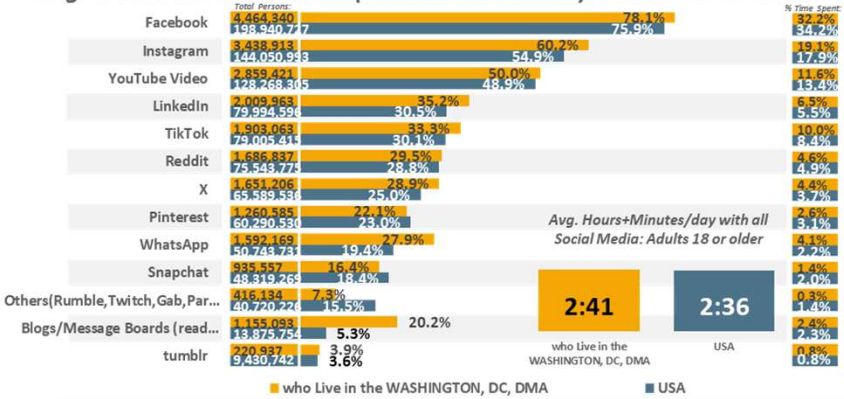
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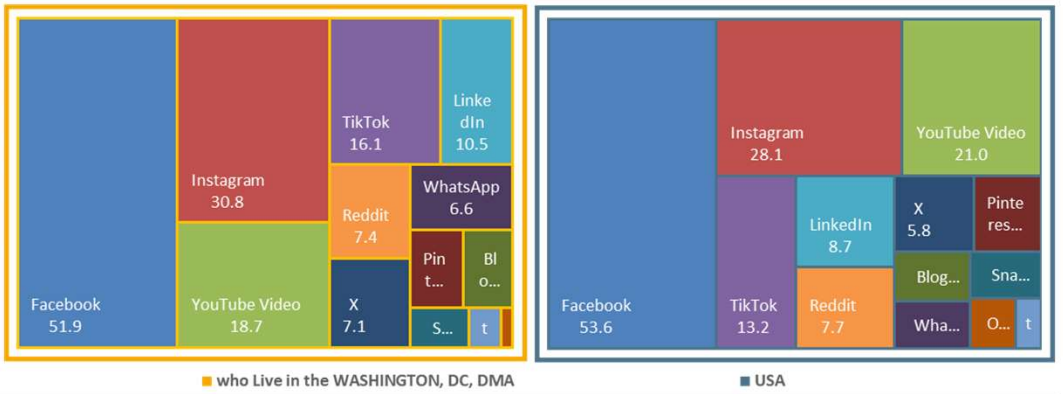
P18+

4,043,475 or 70.8% of Adults 18 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 47.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

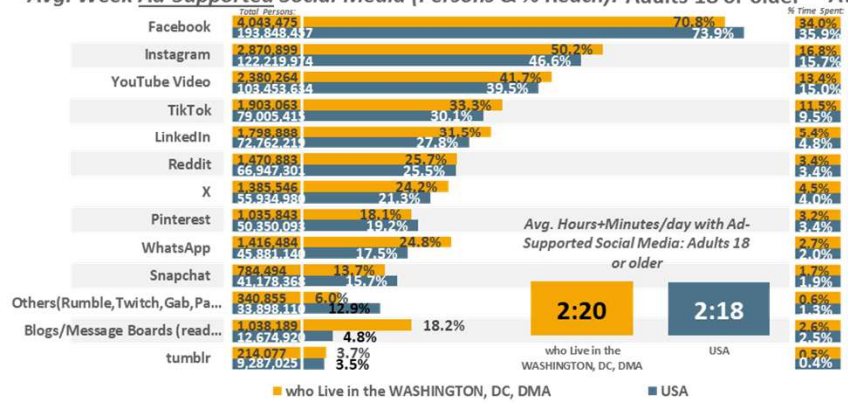
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



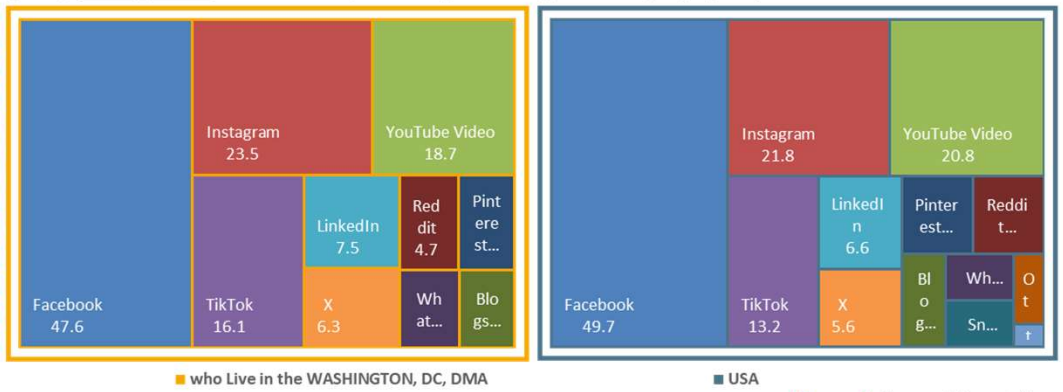
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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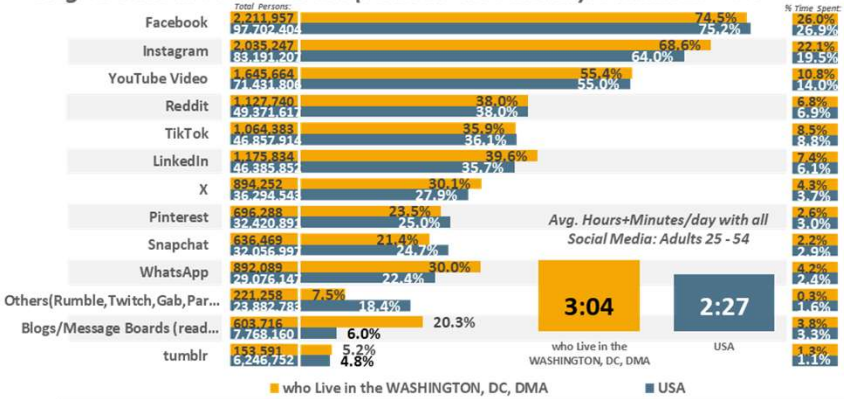
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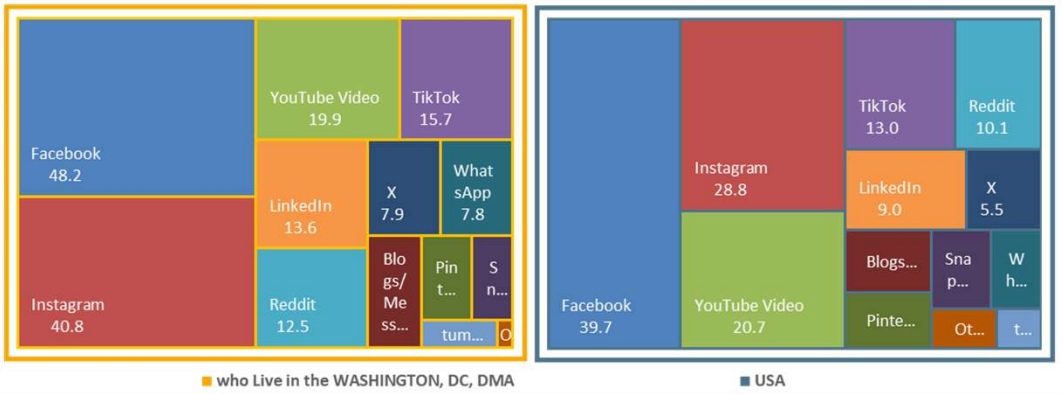
P25-54

2,187,347 or 73.7% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 52.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

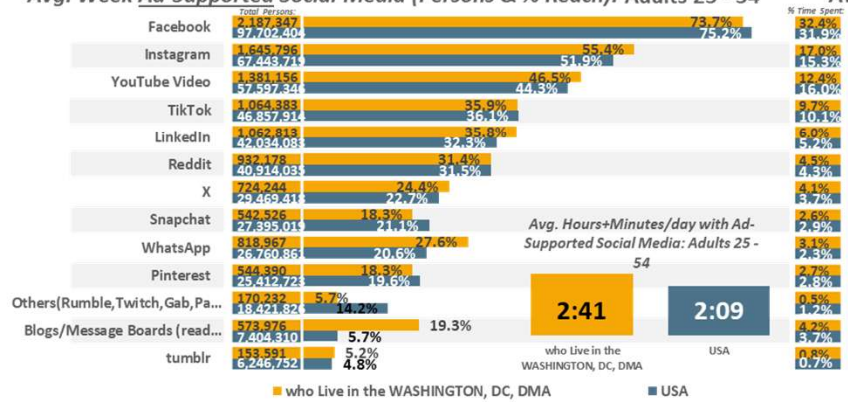
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



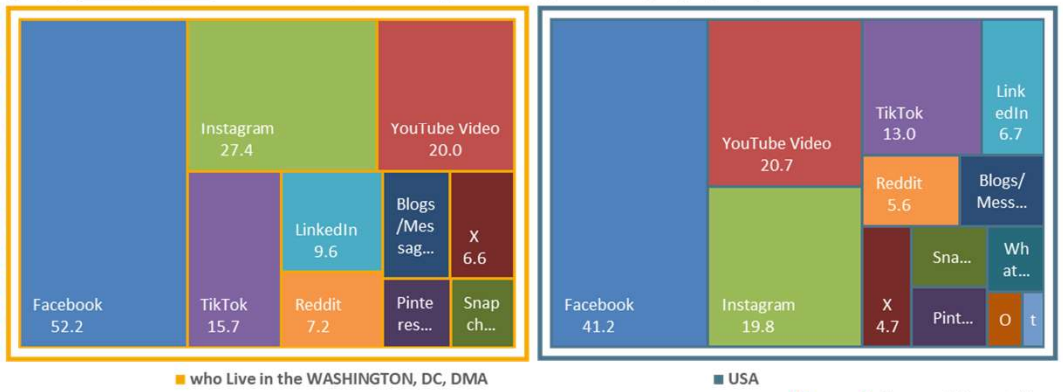
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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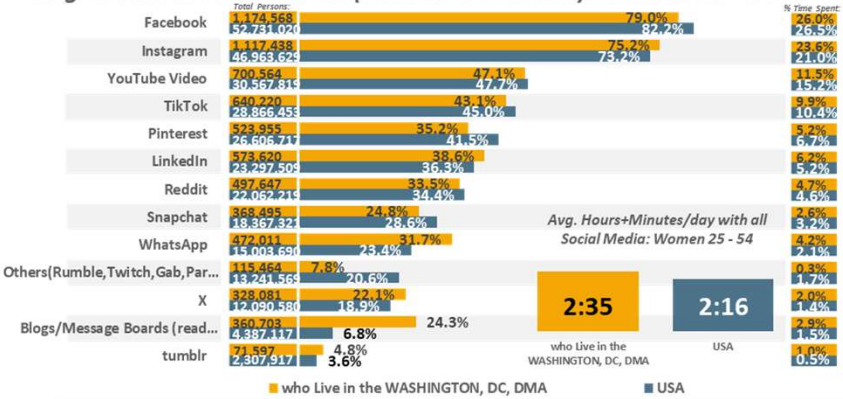
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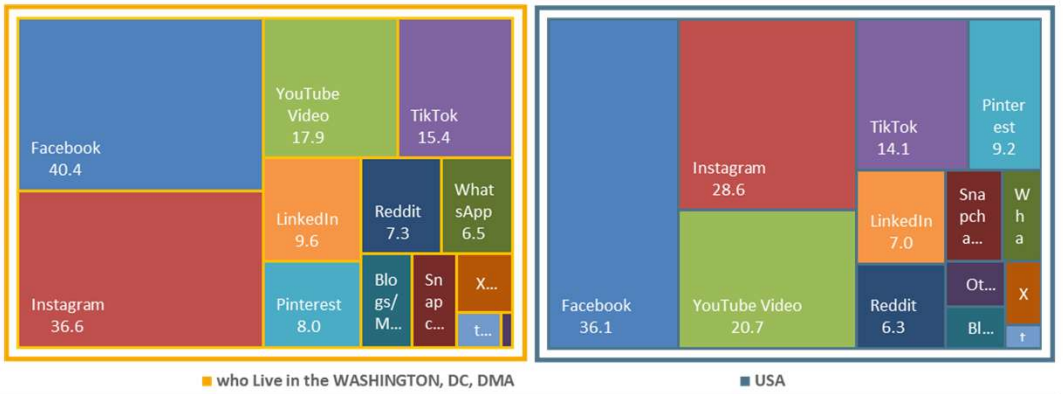


1,148,649 or 77.3% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 42.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

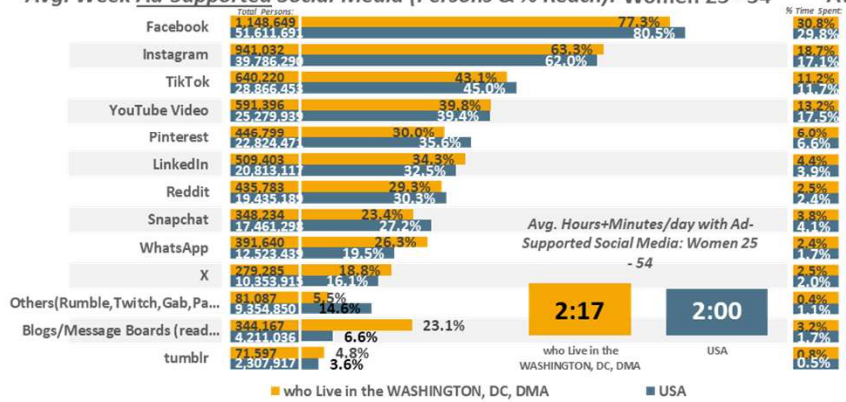
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



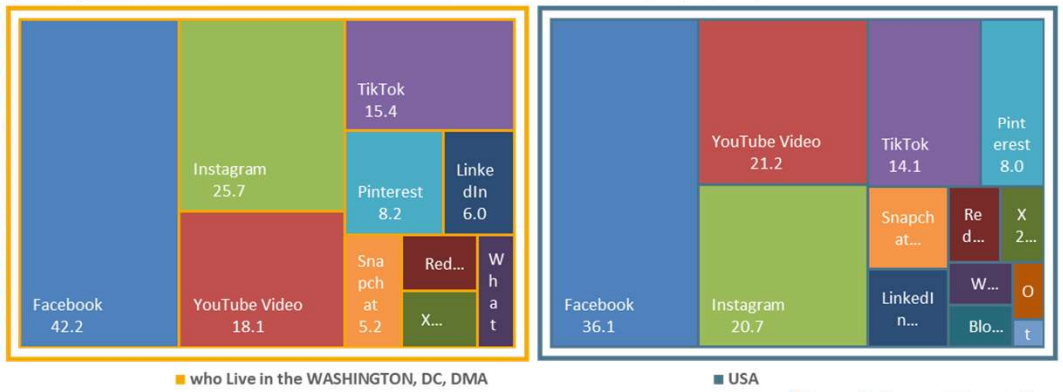
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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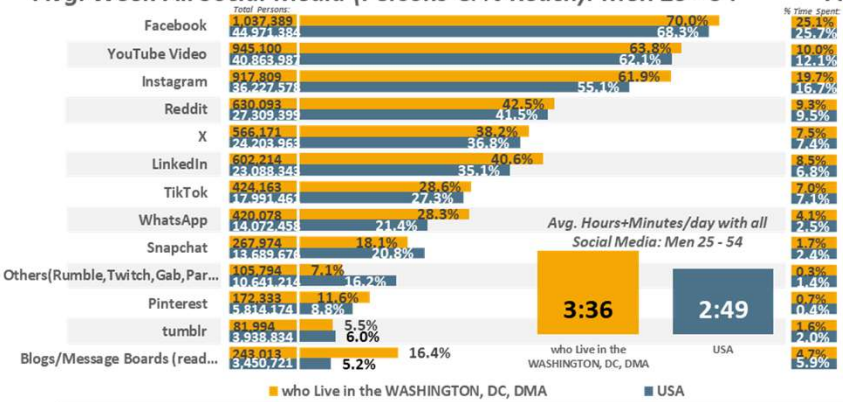
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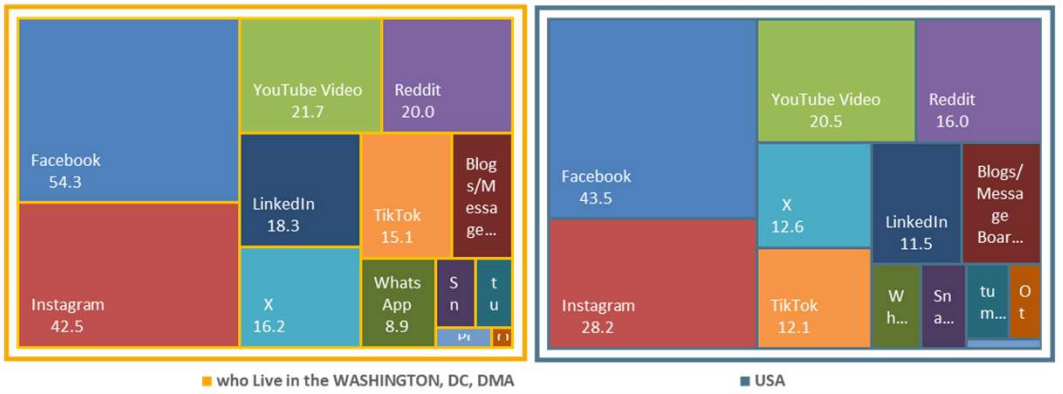
M25-54

1,037,389 or 70.% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 59.7 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

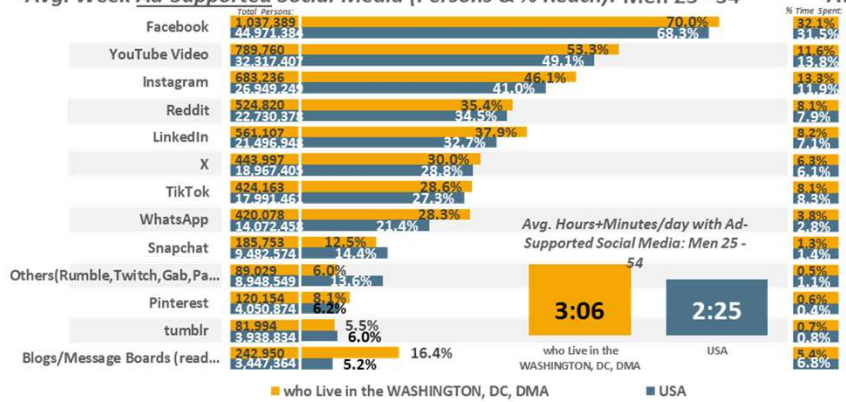
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



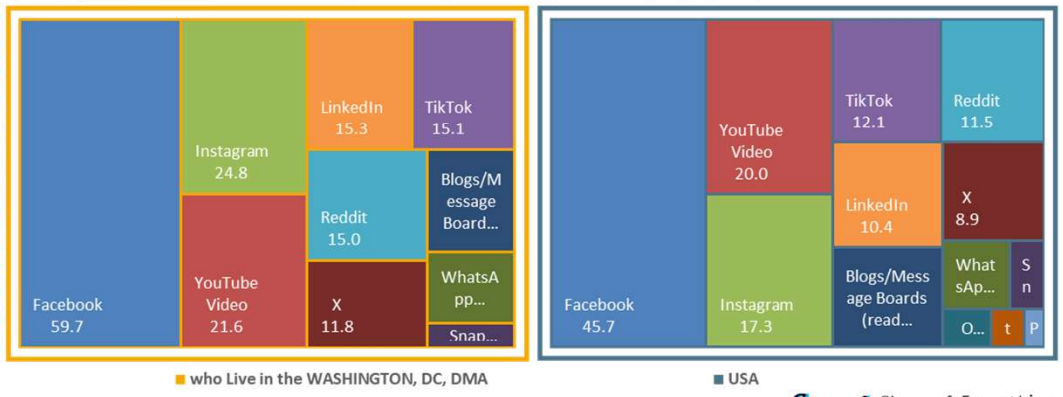
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

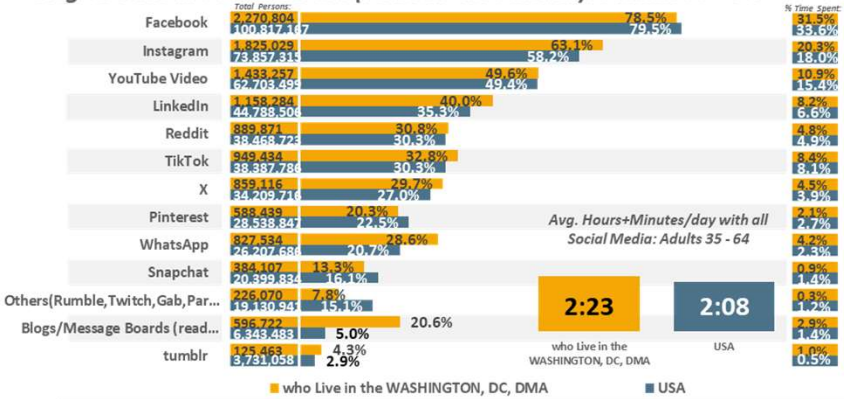
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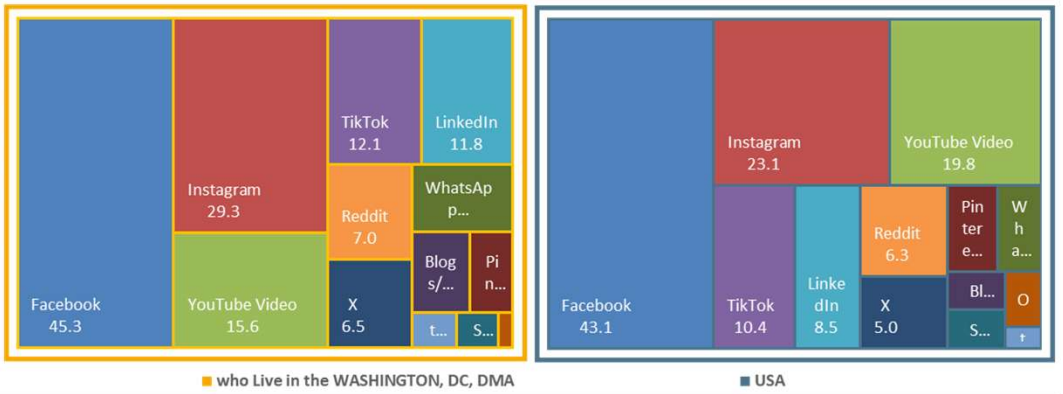
P35-64

2,149,676 or 74.3% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 43.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

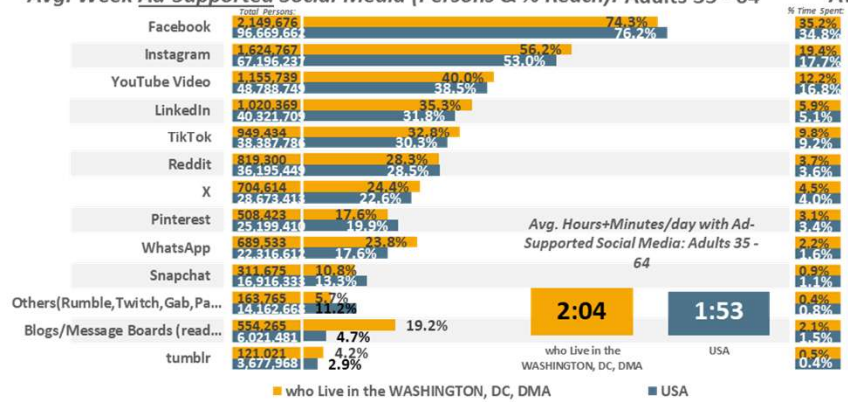
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



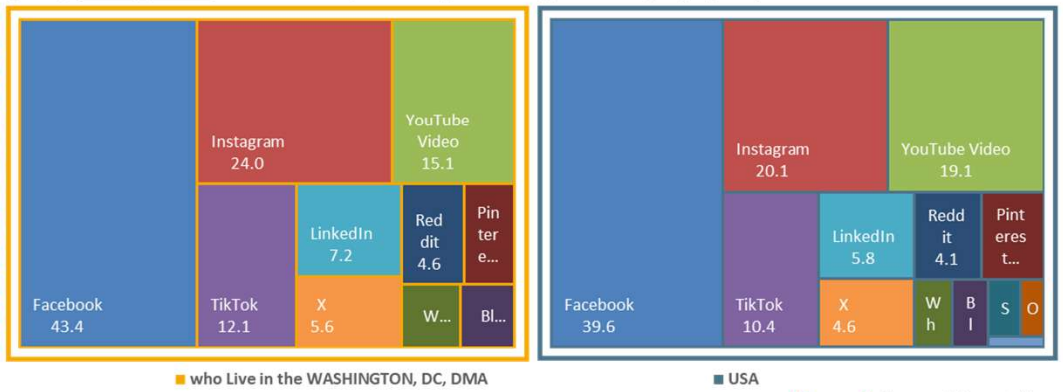
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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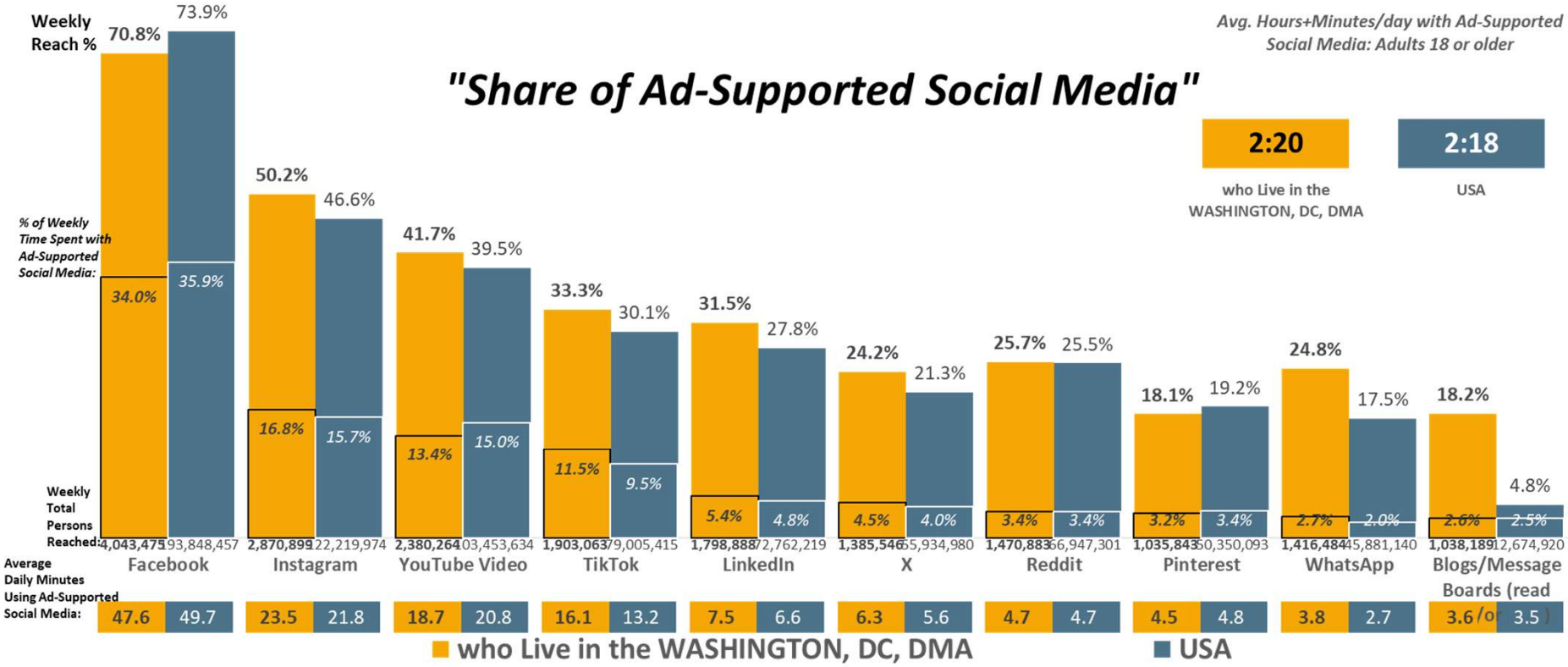
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P18+

4,043,475 or 70.8% of Adults 18 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 47.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



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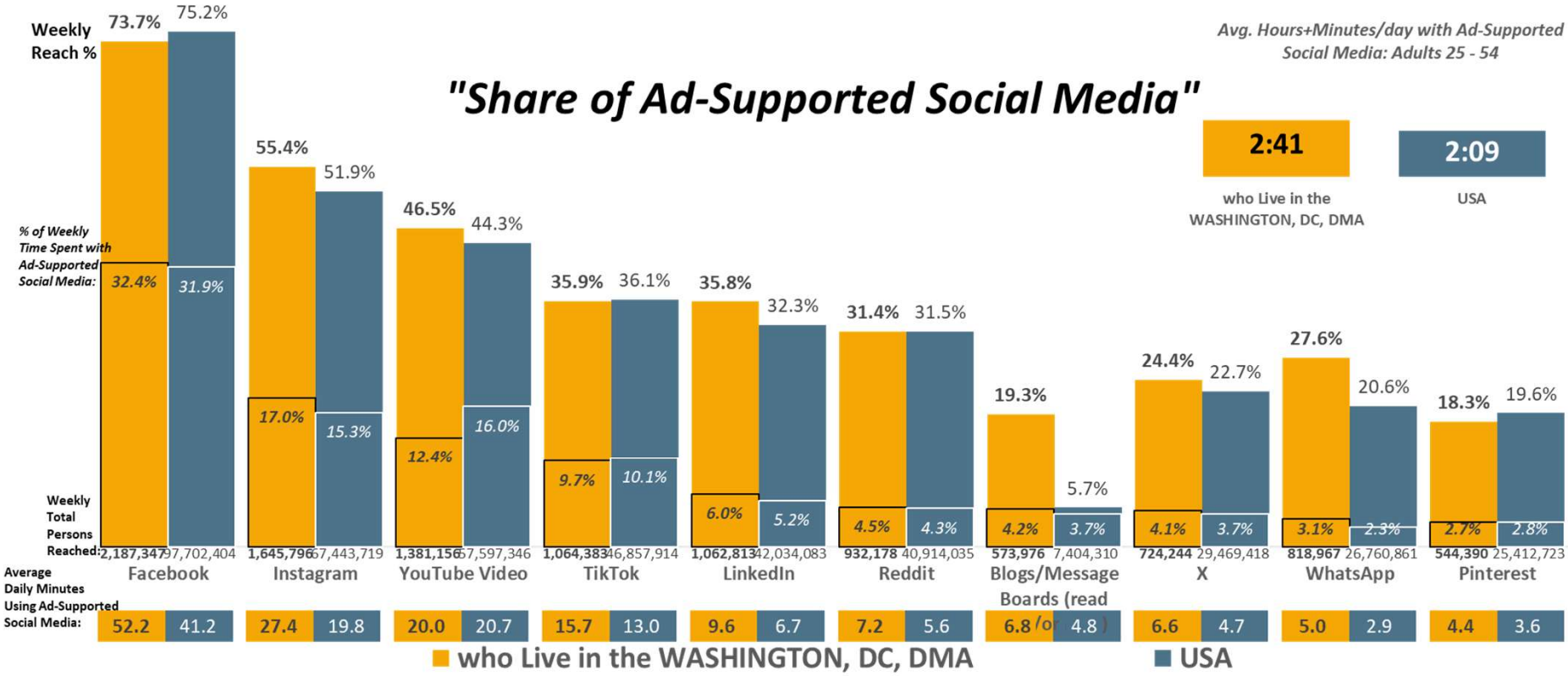
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P25-54

2,187,347 or 73.7% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 52.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.



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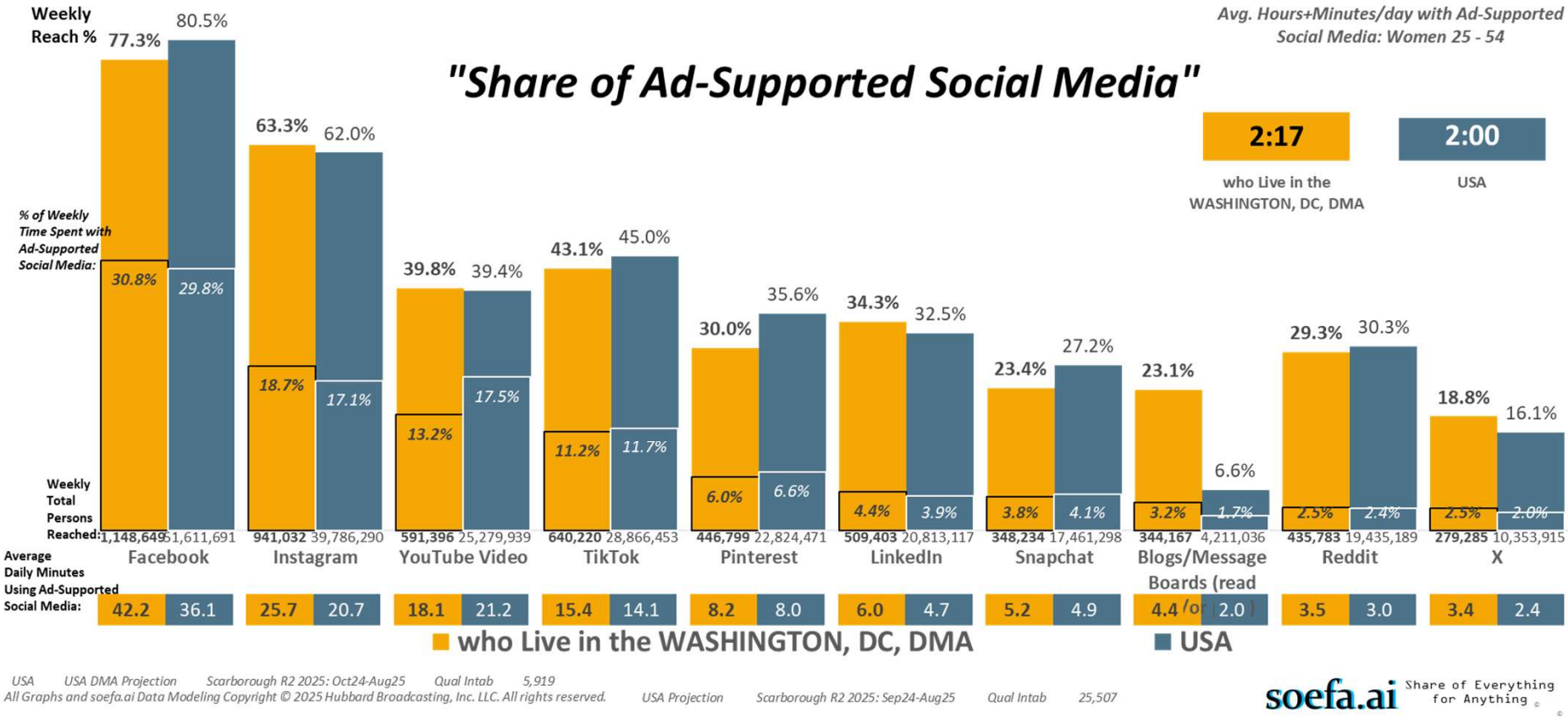
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1,148,649 or 77.3% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 42.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.



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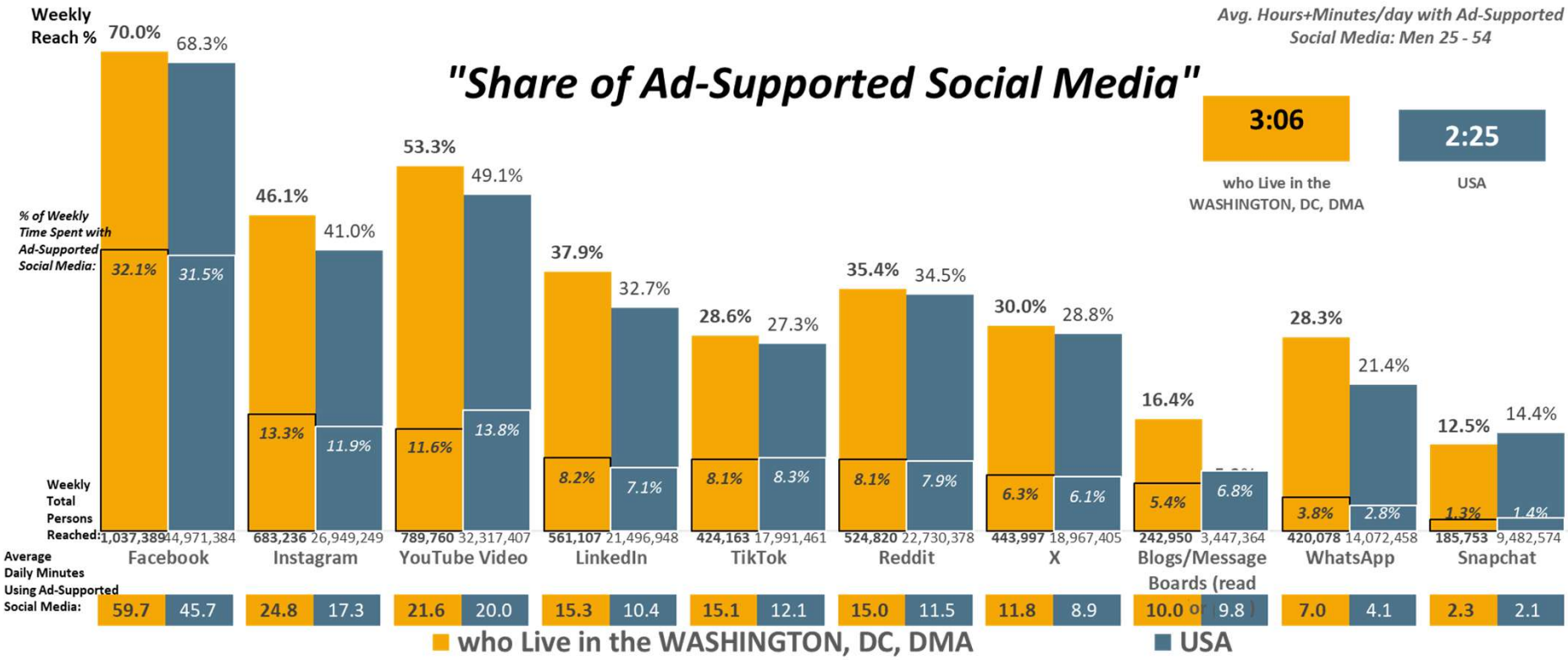
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M25-54

1,037,389 or 70.% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 59.7 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.



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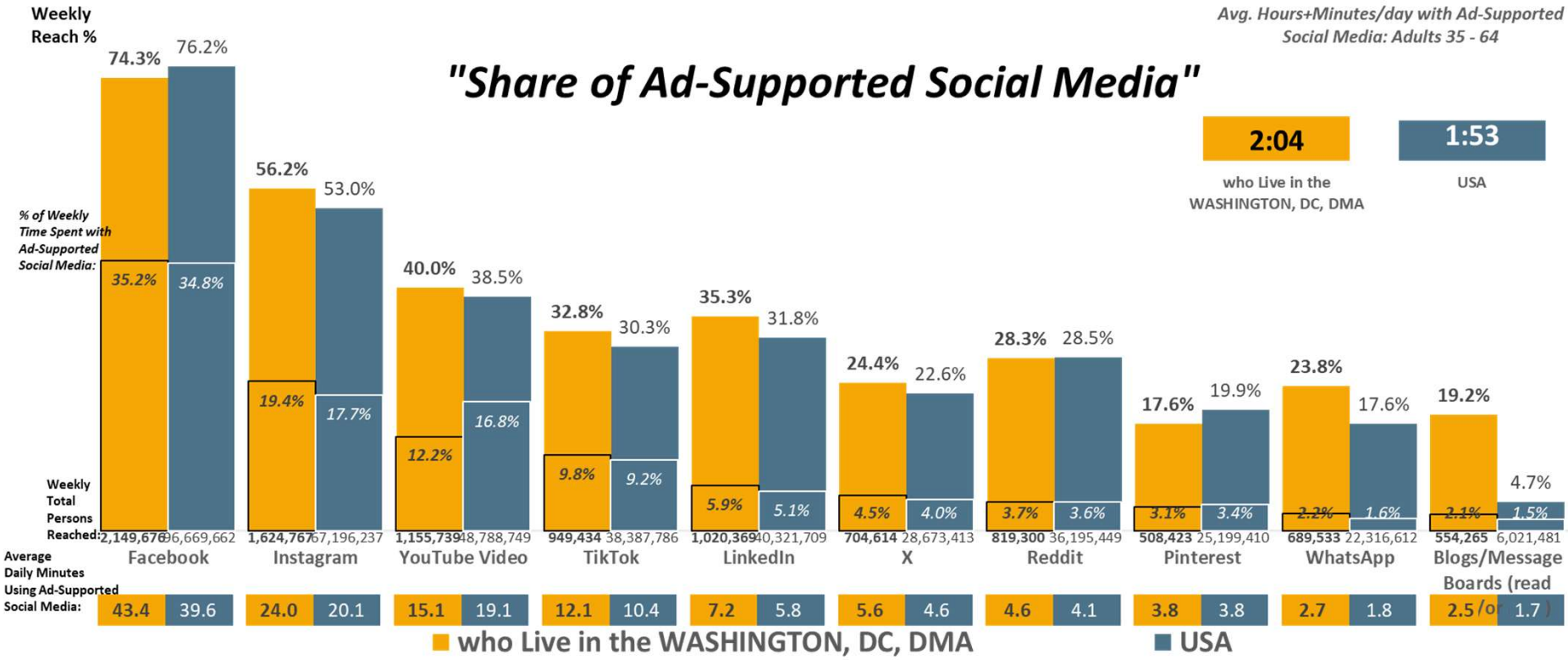
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P35-64

2,149,676 or 74.3% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 43.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



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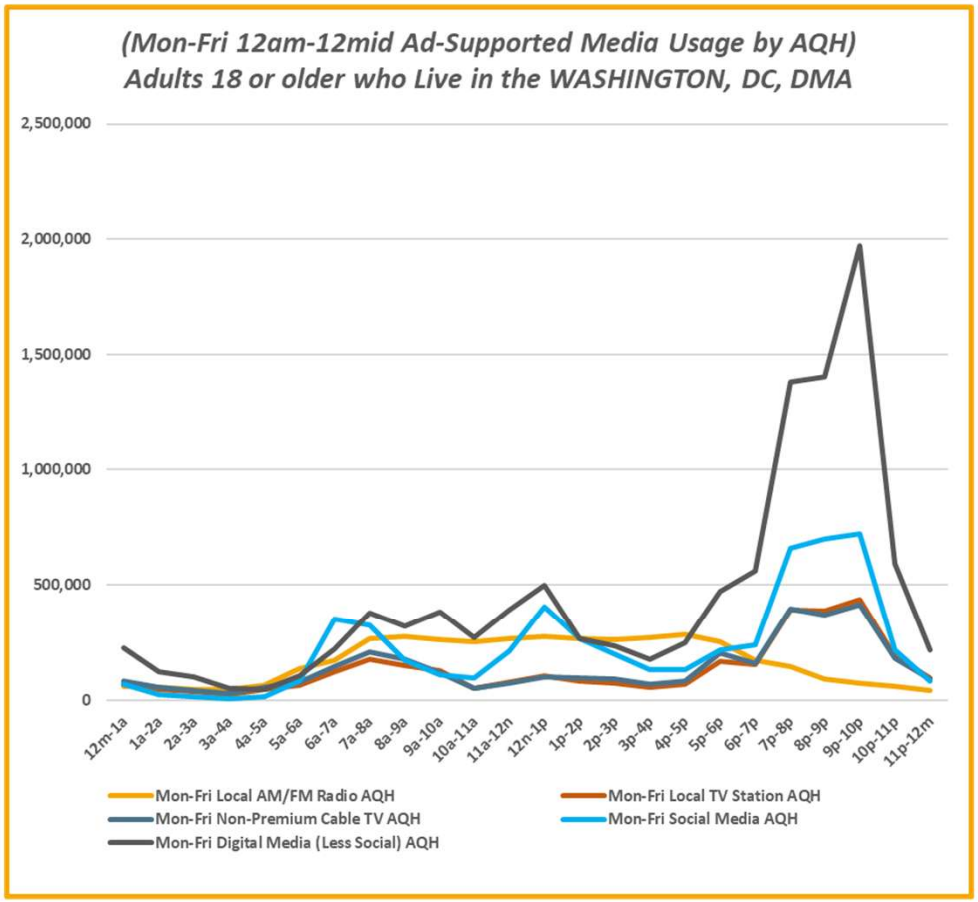
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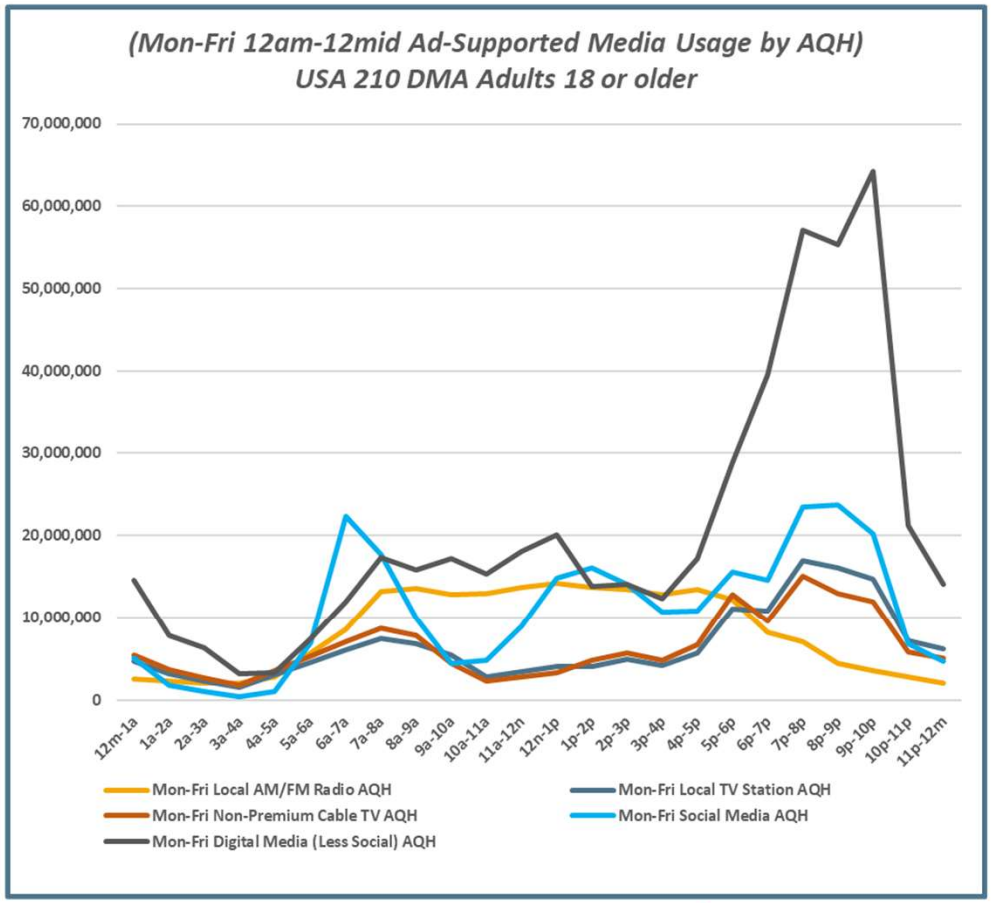
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 338,034; Local Radio: 250,640; Social Media: 218,451; Non-Prem. Cable: 119,427; Local TV: 107,126 reaching Adults 18 or older who Live in the WASHINGTON, DC, DMA.





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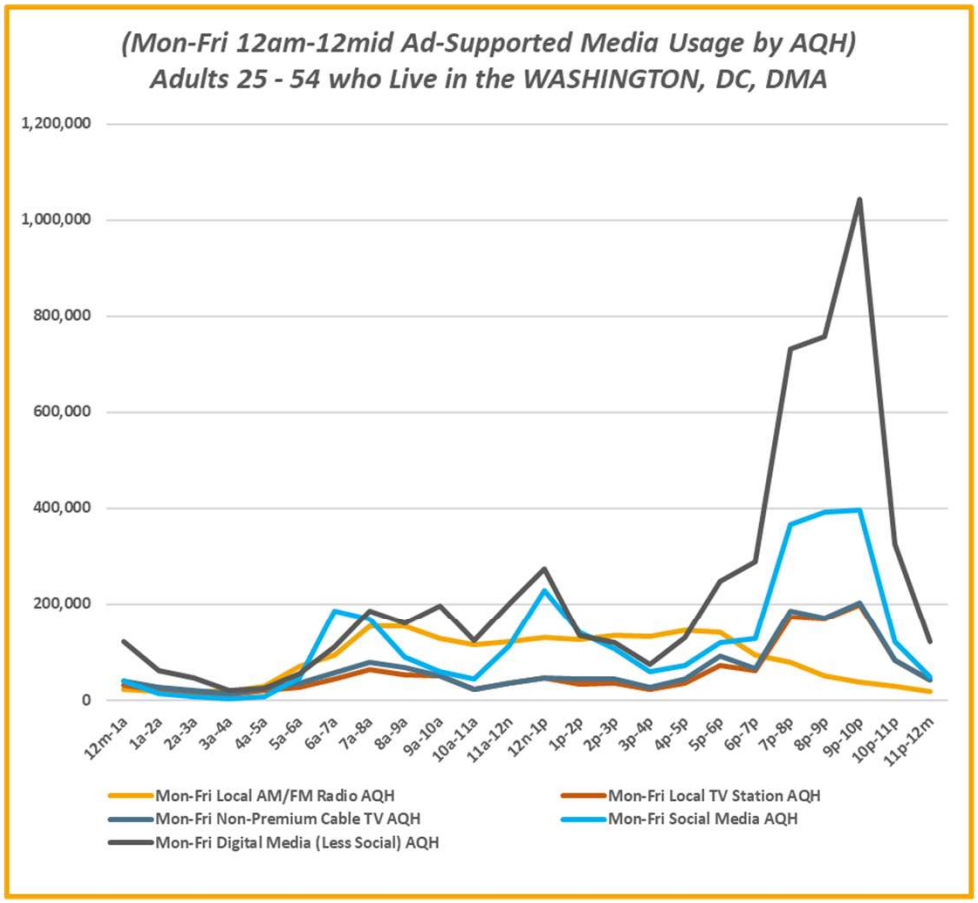
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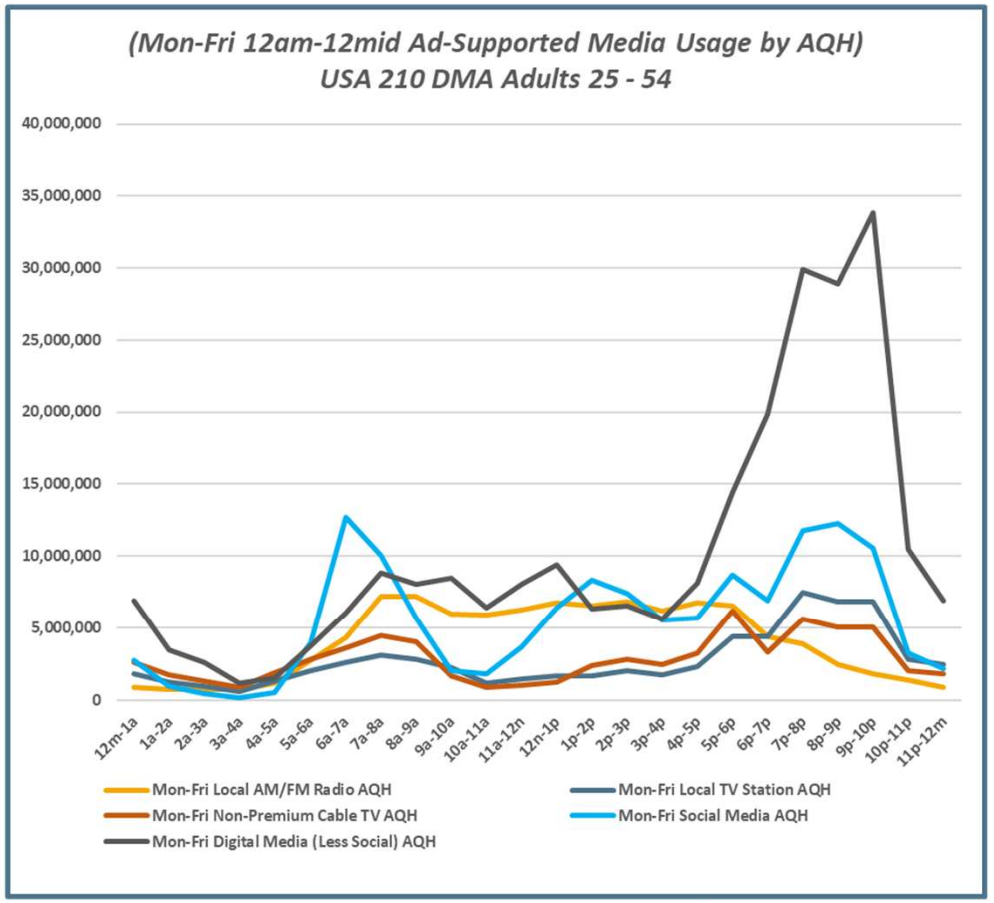
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 172,007; Local Radio: 127,577; Social Media: 115,296; Non-Prem. Cable: 51,128; Local TV: 43,140 reaching Adults 25 - 54 who Live in the WASHINGTON, DC, DMA.





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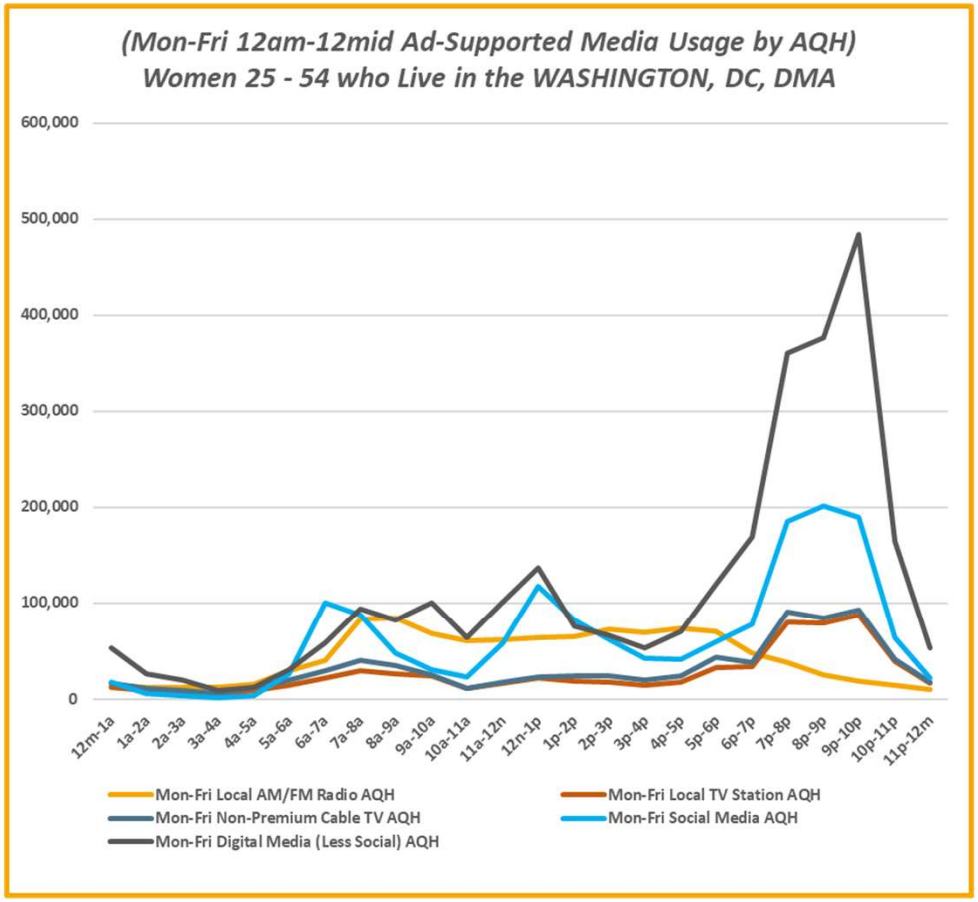
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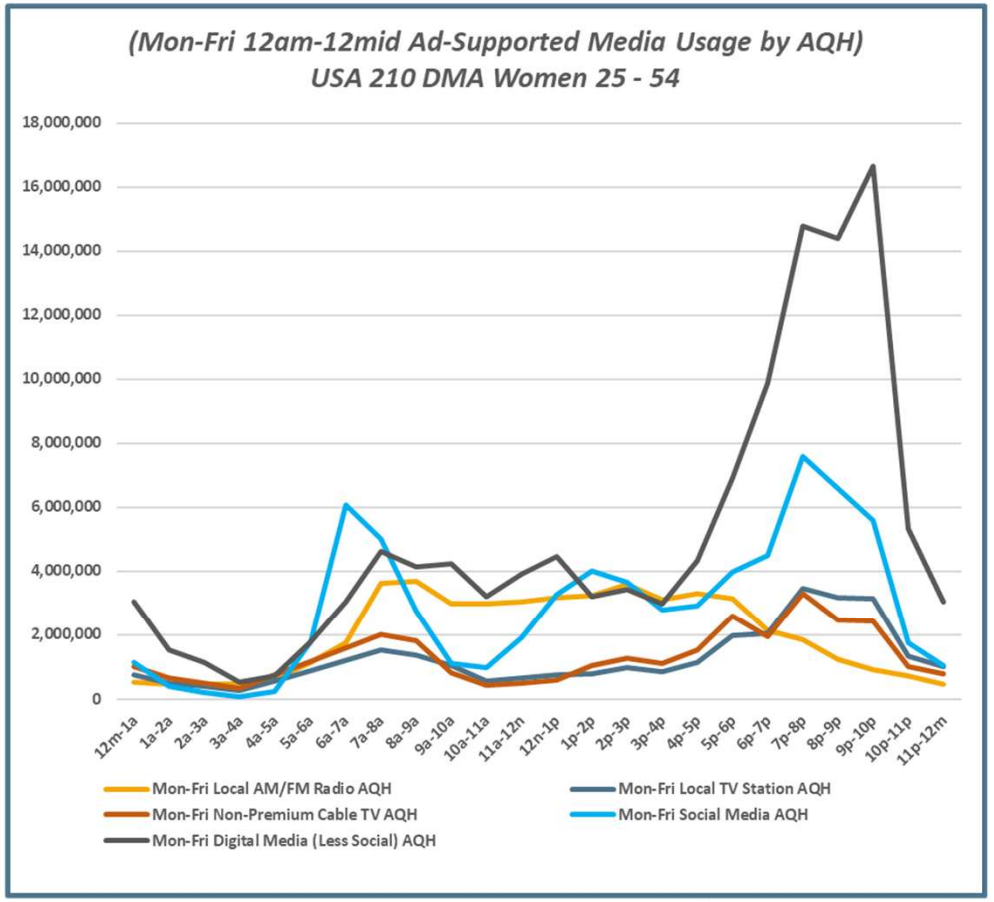
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 91,249; Local Radio: 65,895; Social Media: 63,299; Non-Prem. Cable: 26,893; Local TV: 21,584 reaching Women 25 - 54 who Live in the WASHINGTON, DC, DMA.





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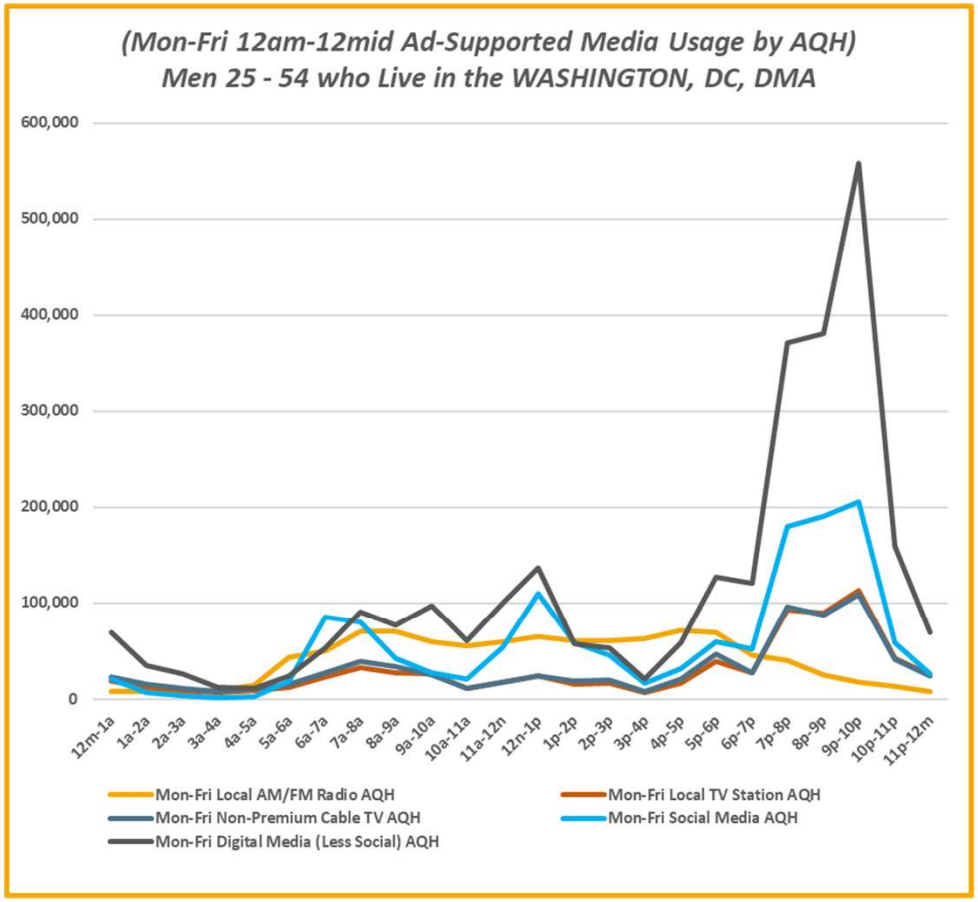
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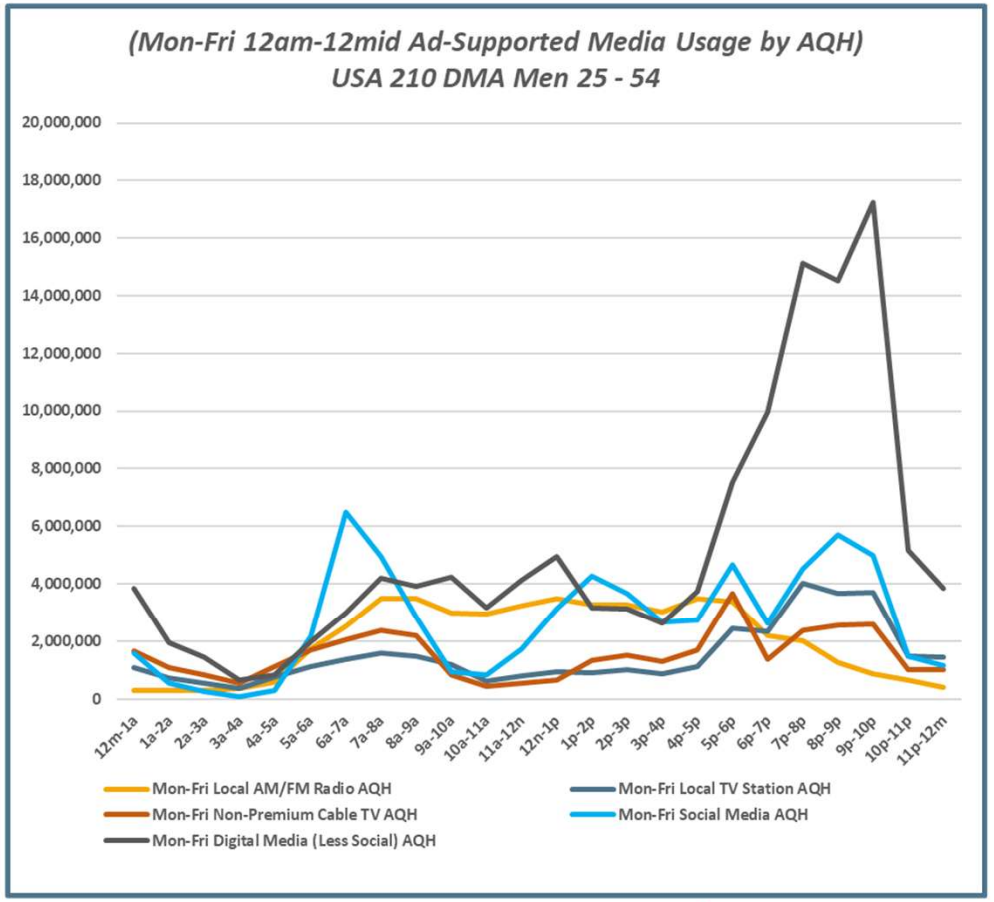
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 80,804; Local Radio: 61,203; Social Media: 52,192; Non-Prem. Cable: 24,218; Local TV: 21,424 reaching Men 25 - 54 who Live in the WASHINGTON, DC, DMA.





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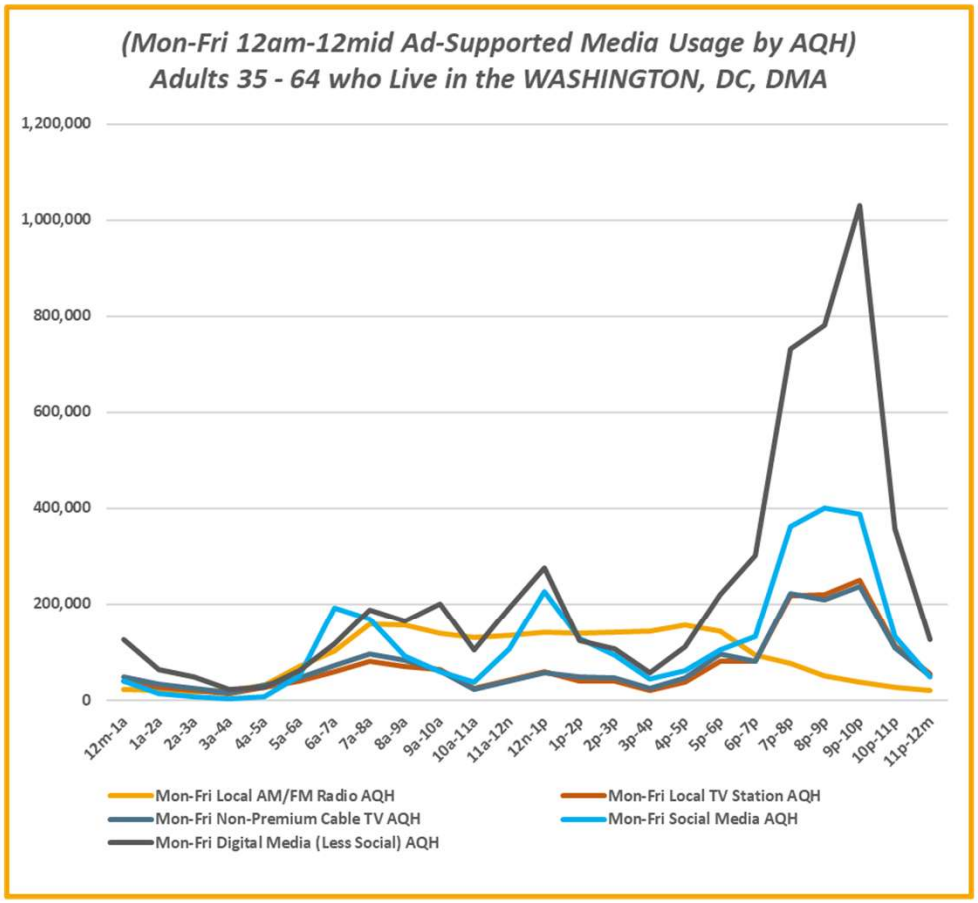
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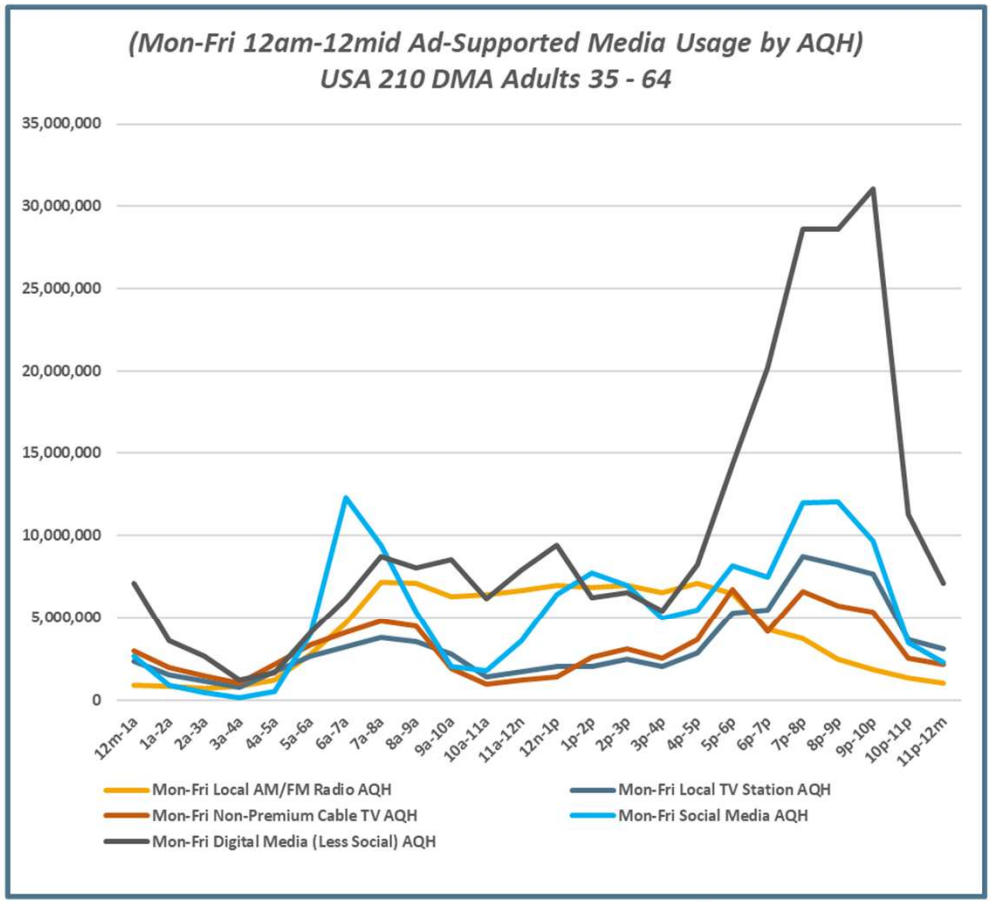
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P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 165,405; Local Radio: 135,902; Social Media: 110,284; Non-Prem. Cable: 58,454; Local TV: 52,644 reaching Adults 35 - 64 who Live in the WASHINGTON, DC, DMA.





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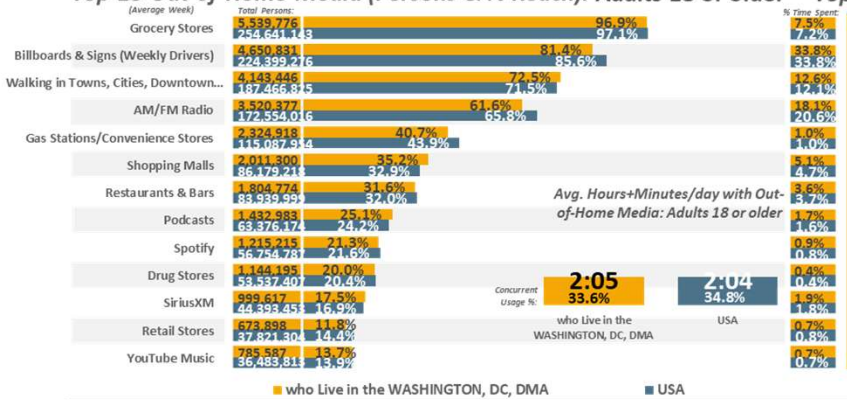
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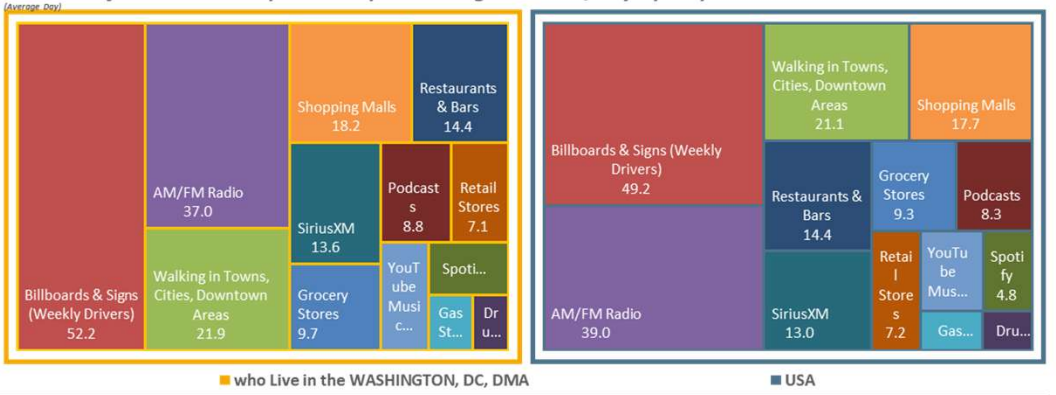
P18+

4,650,831 or 81.4% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 52.2 minutes per day driving, seeing Billboards and Signs. 59.4% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/day.

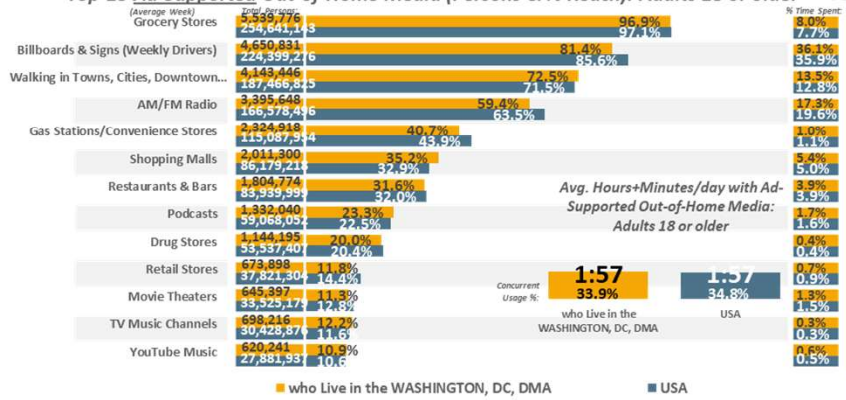
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



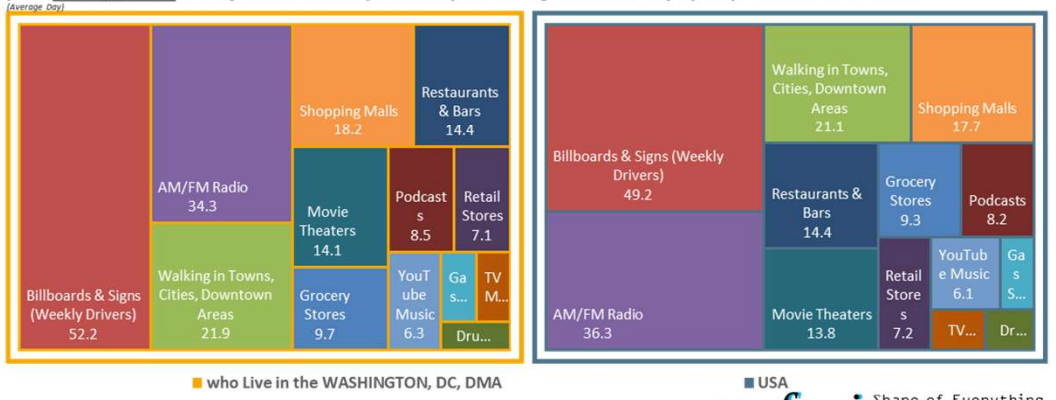
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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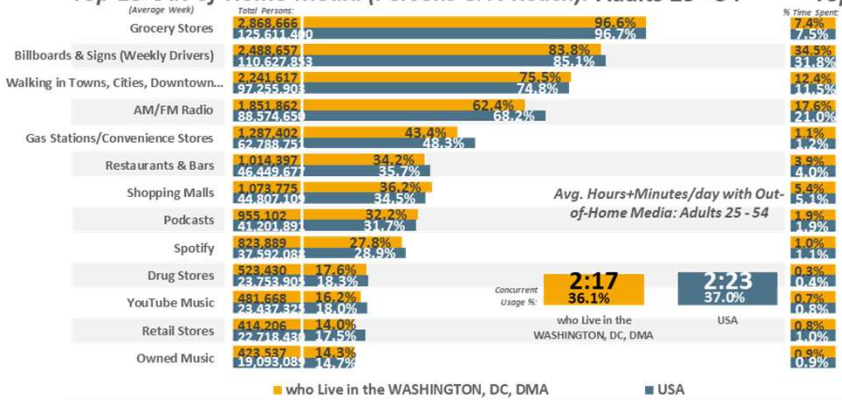
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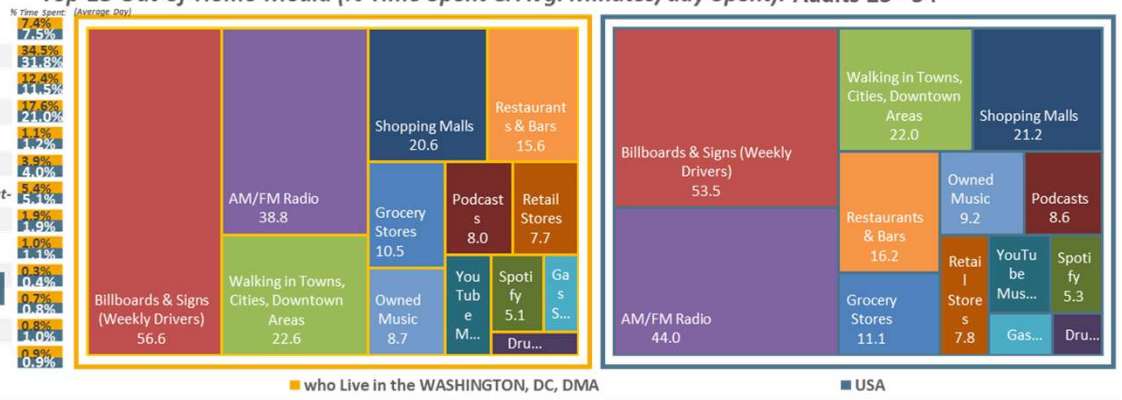
P25-54

2,488,657 or 83.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 56.6 minutes per day driving, seeing Billboards and Signs. 60.6% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

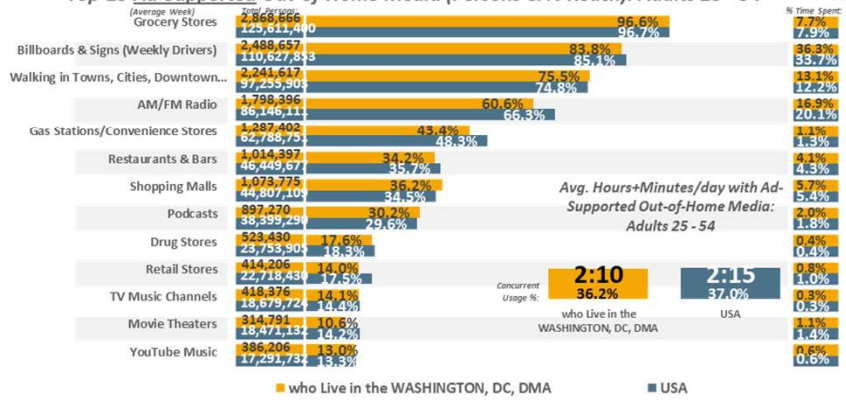
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



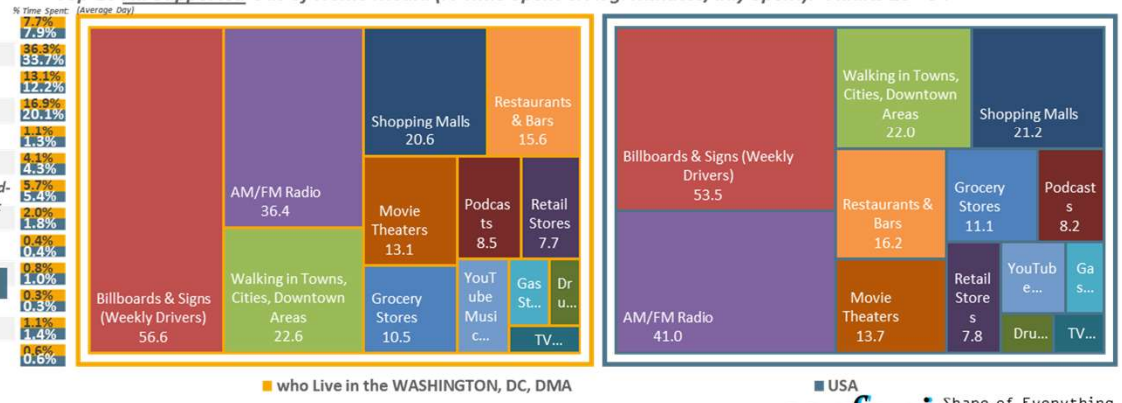
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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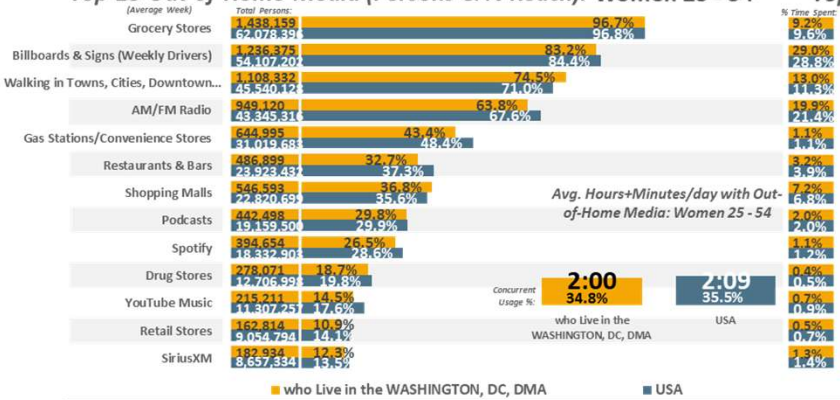
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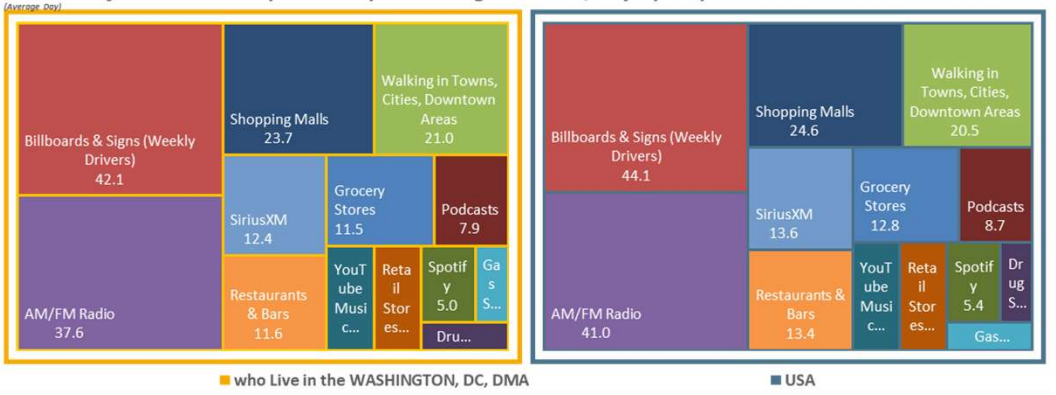


1,236,375 or 83.2% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 42.1 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/day.

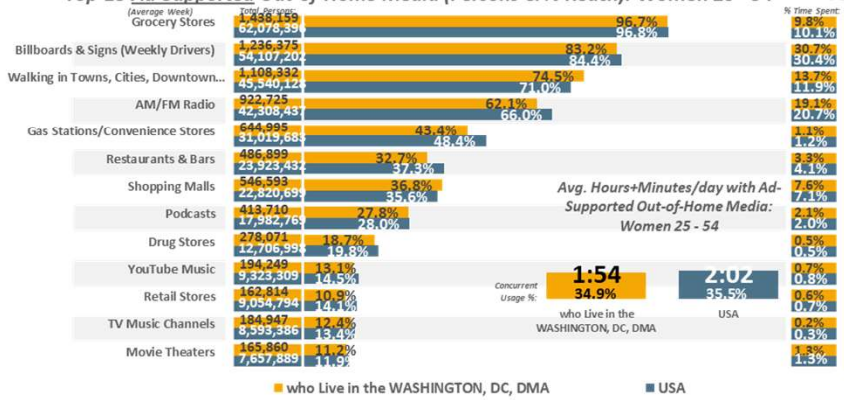
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



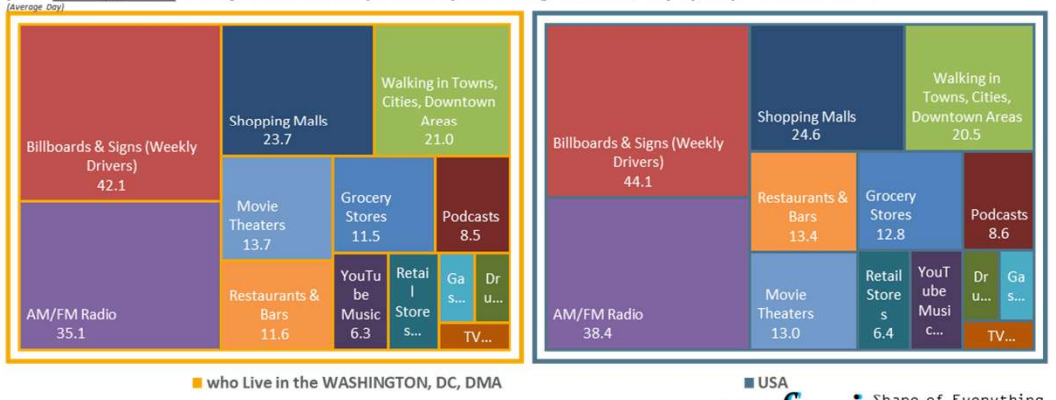
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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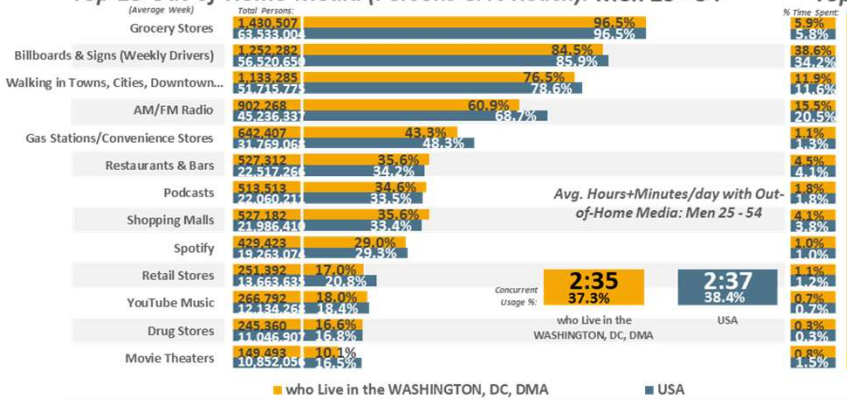
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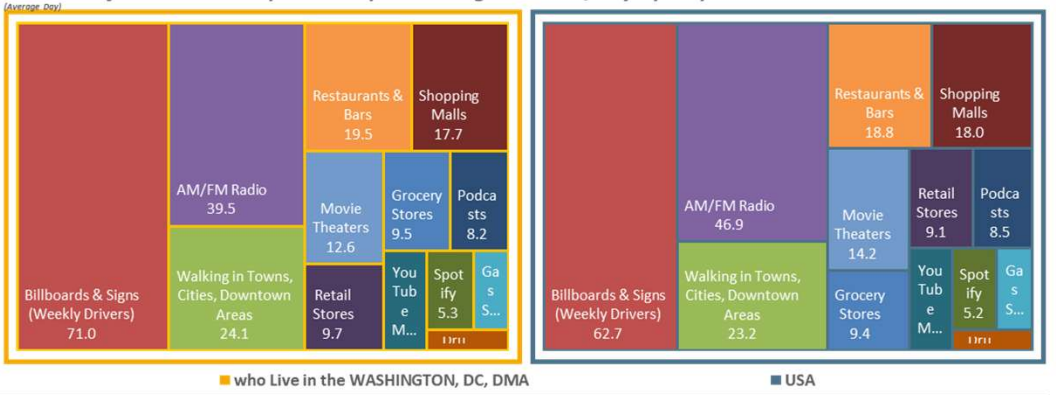
M25-54

1,252,282 or 84.5% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 71. minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minutes/day.

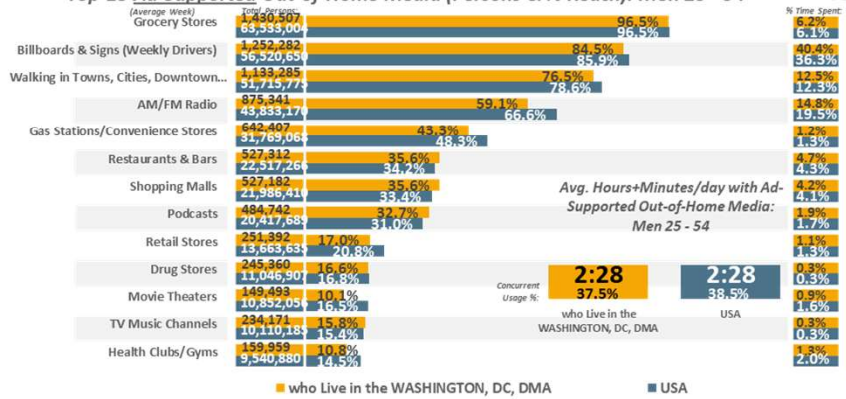
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



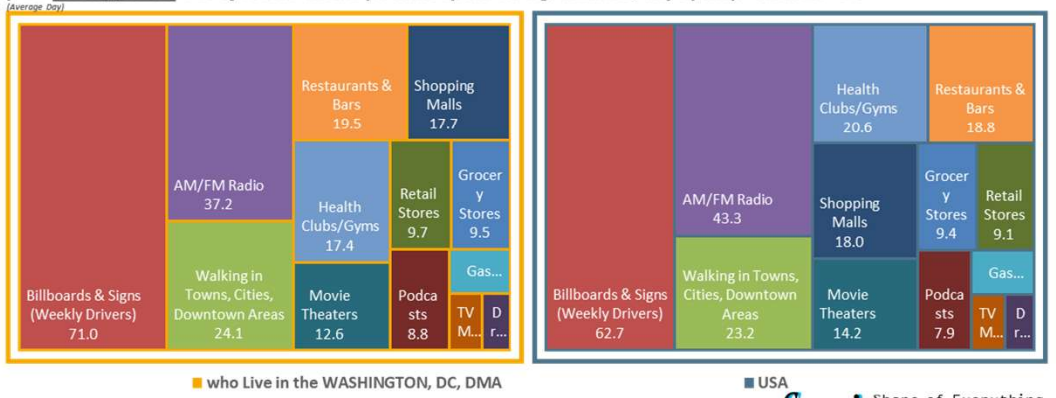
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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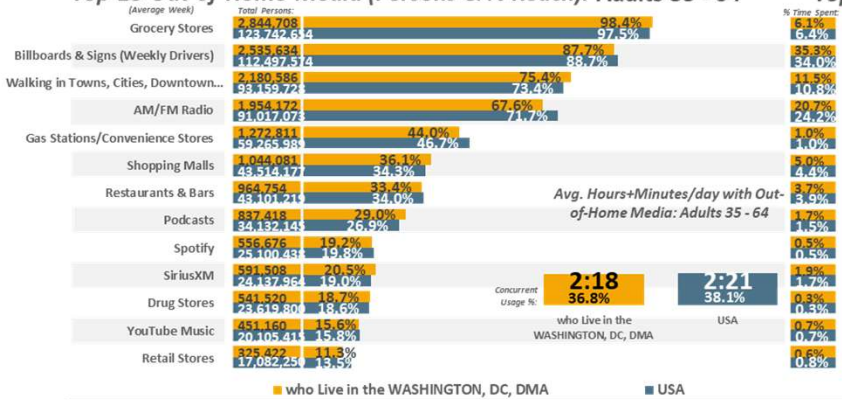
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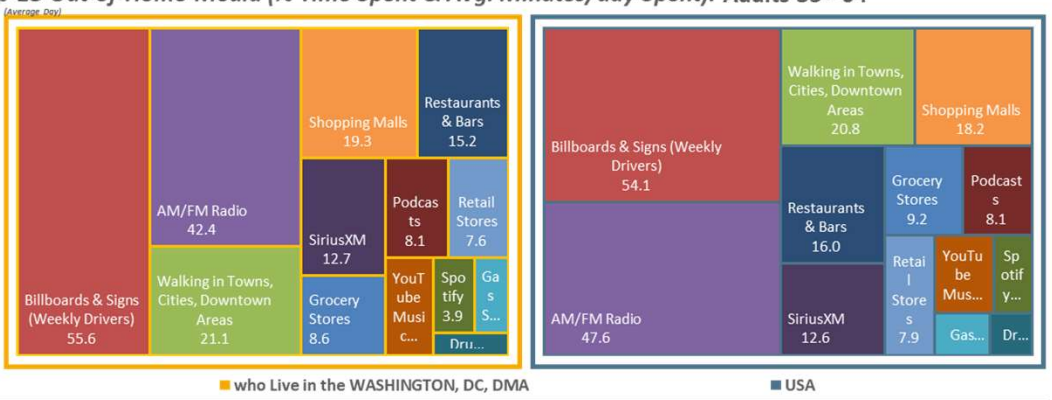
P35-64

2,535,634 or 87.7% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes/day.

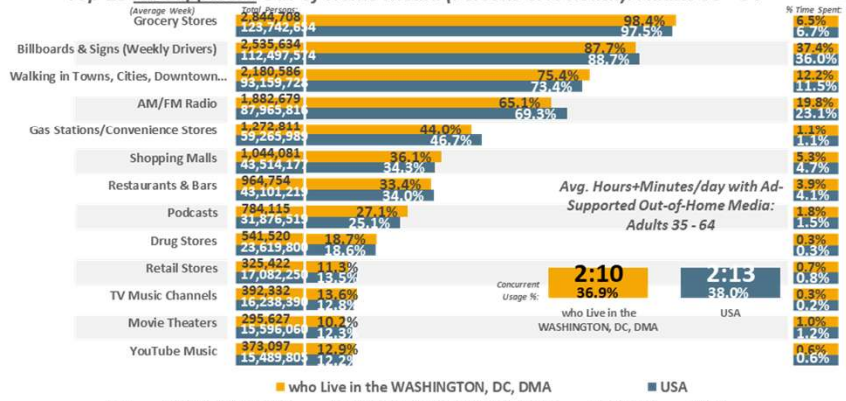
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



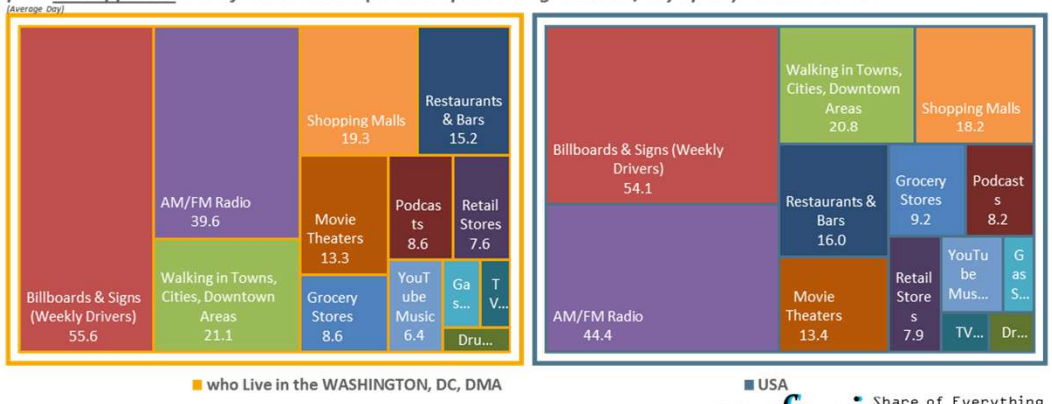
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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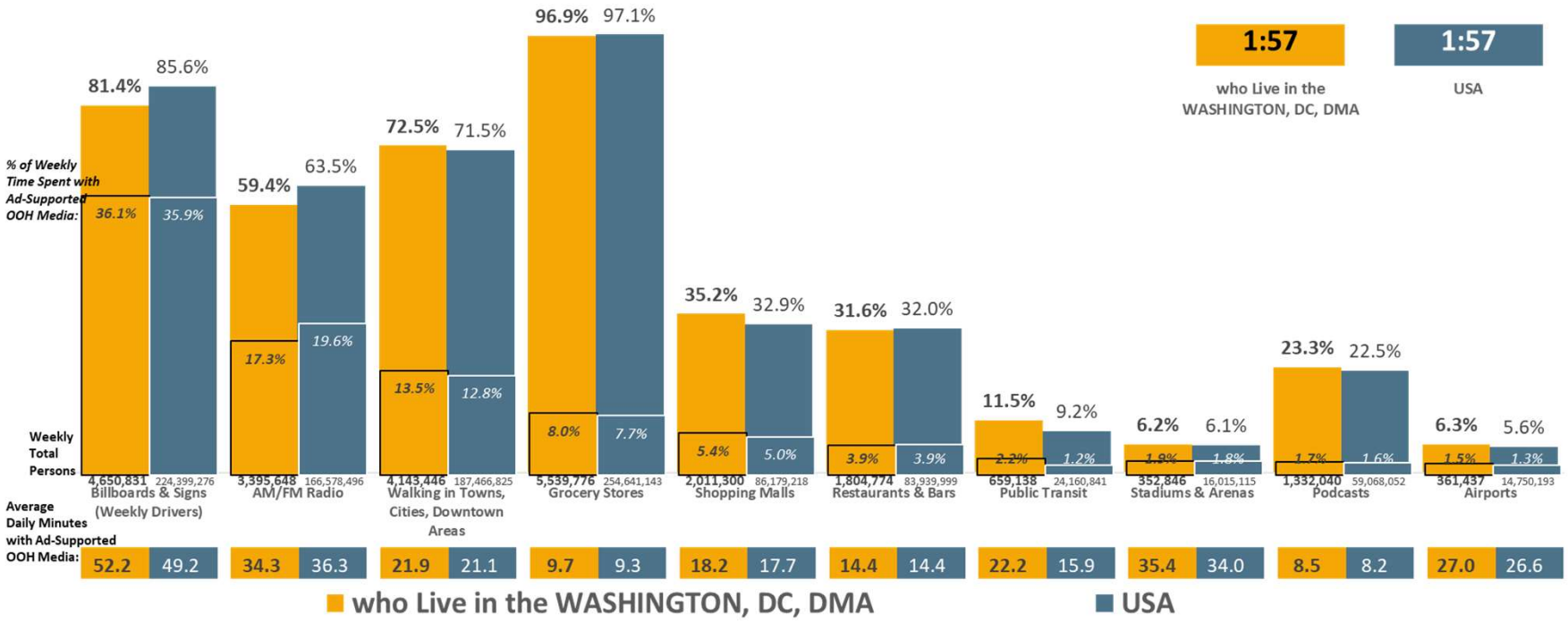


P18+

4,650,831 or 81.4% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 52.2 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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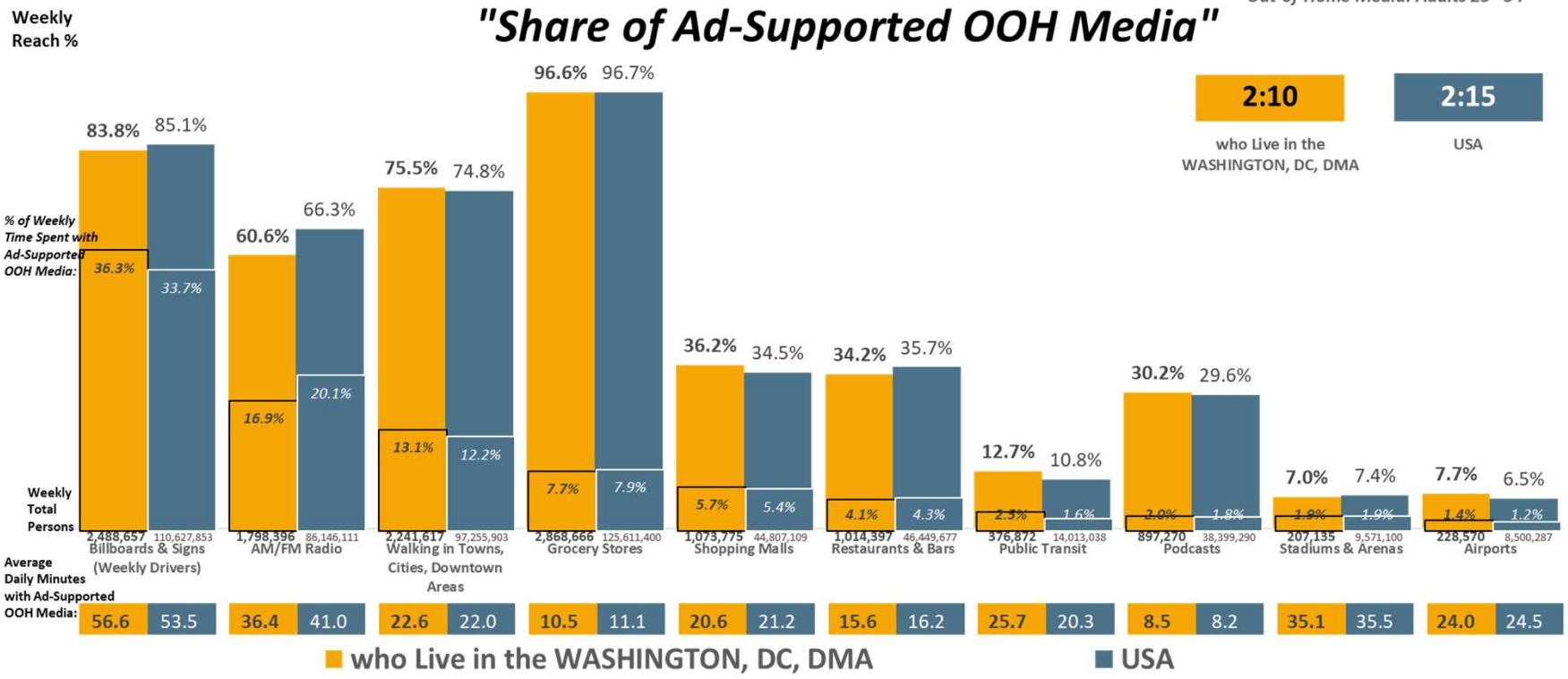


P25-54

2,488,657 or 83.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 56.6 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

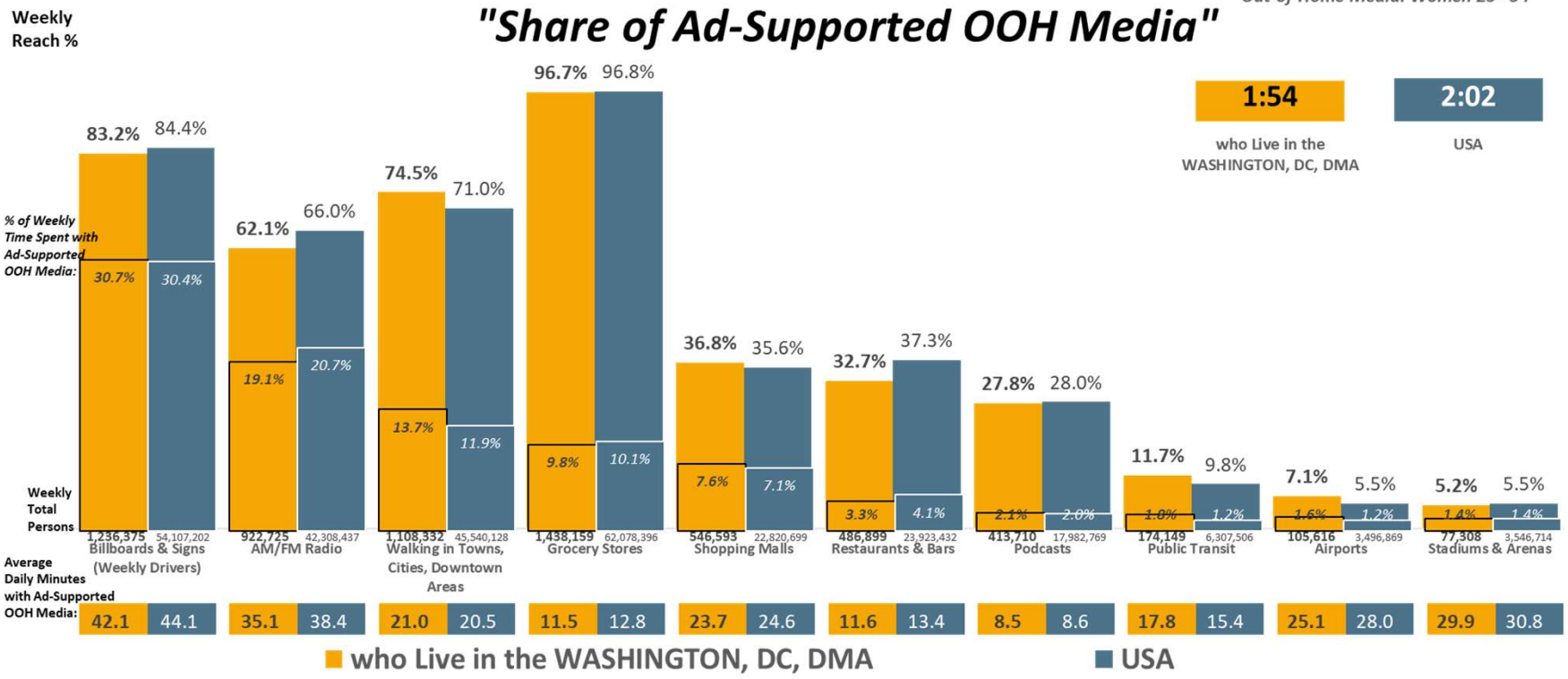
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1,236,375 or 83.2% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 42.1 minutes per day driving, seeing Billboards and Signs representing 30.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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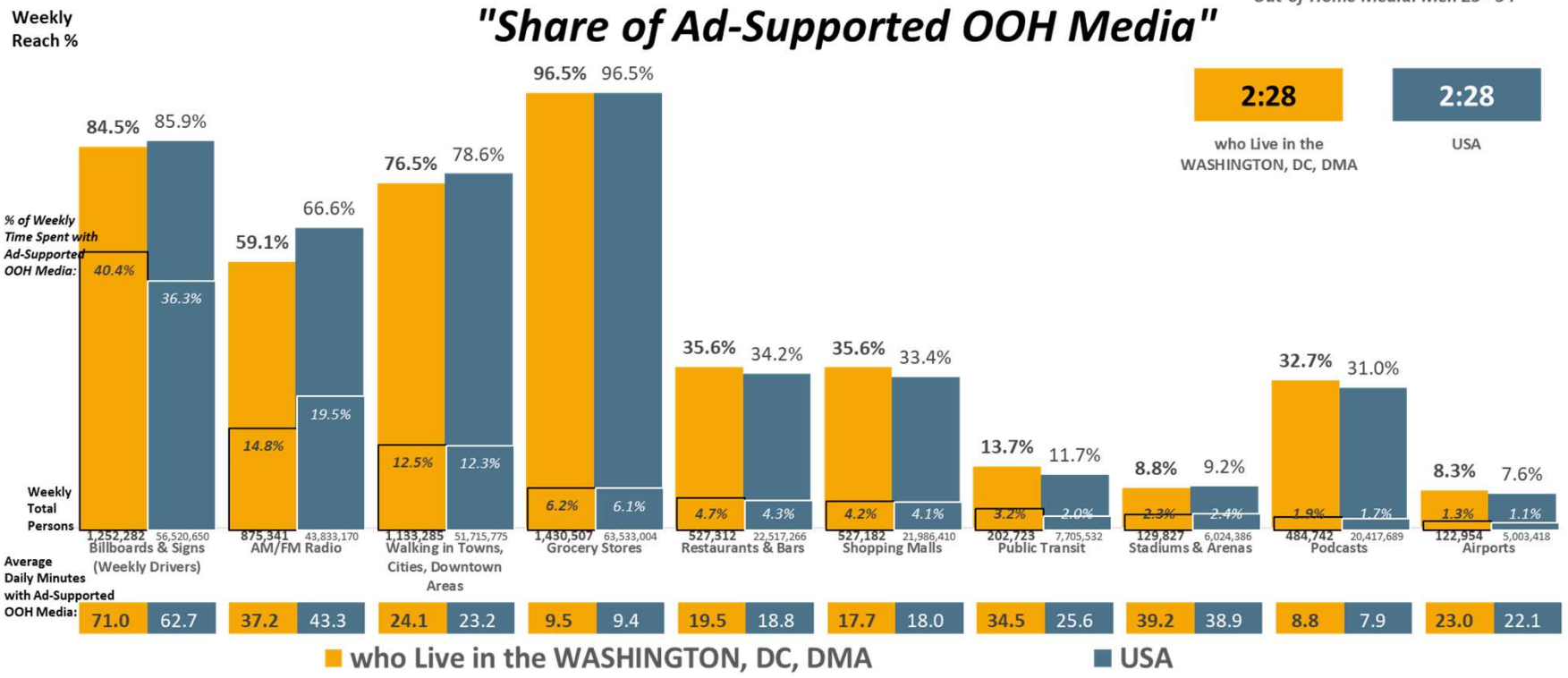
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1,252,282 or 84.5% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 71. minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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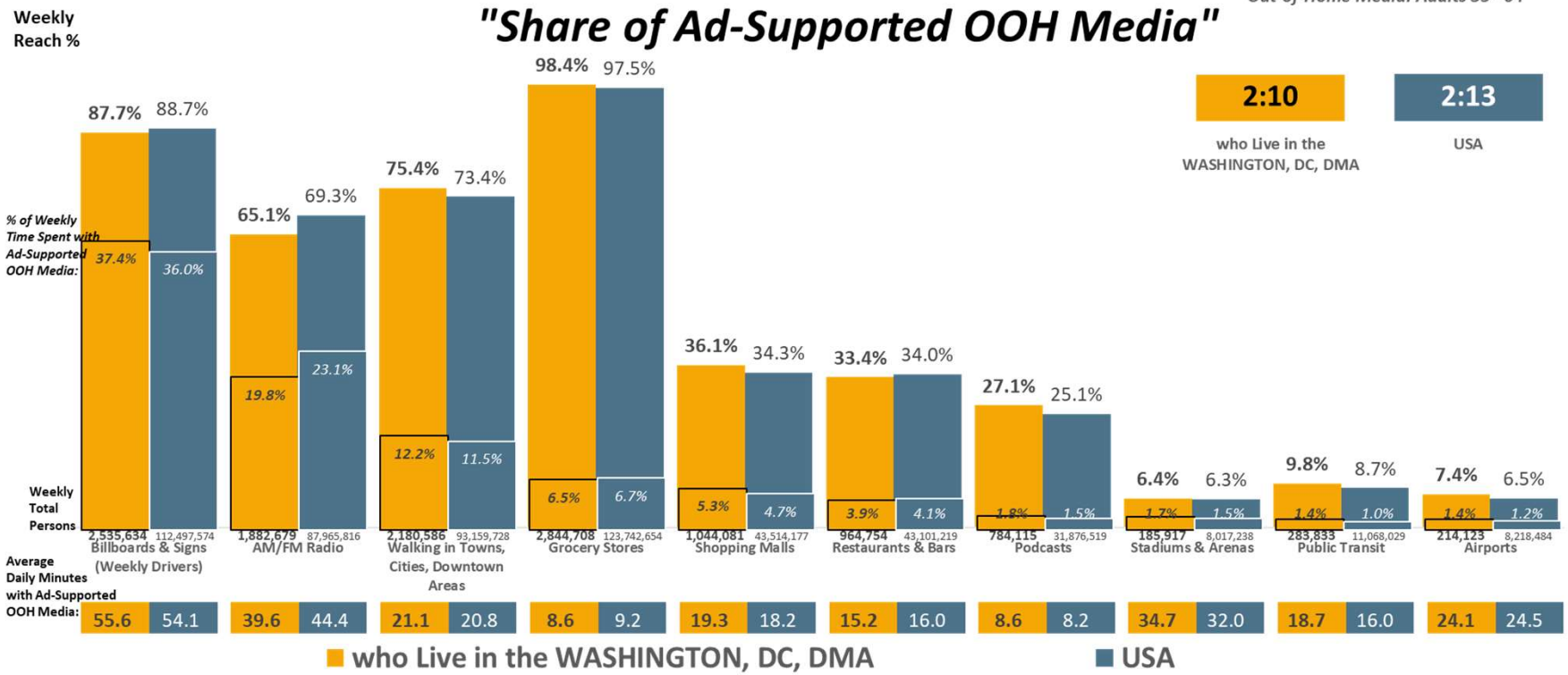


P35-64

2,535,634 or 87.7% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 37.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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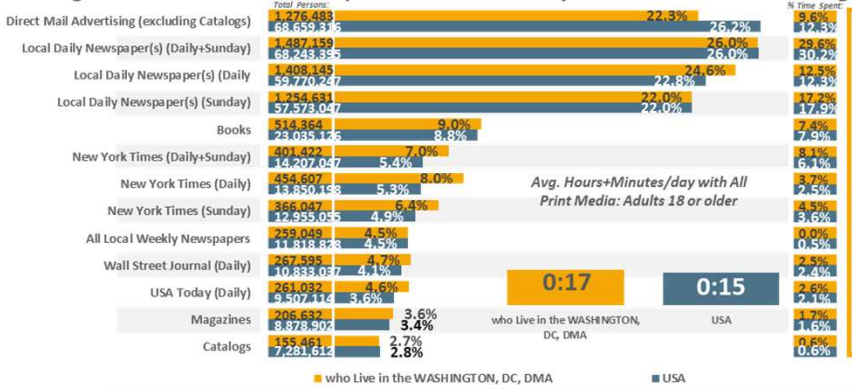
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P18+

1,487,159 or 26.% of Adults 18 or older who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

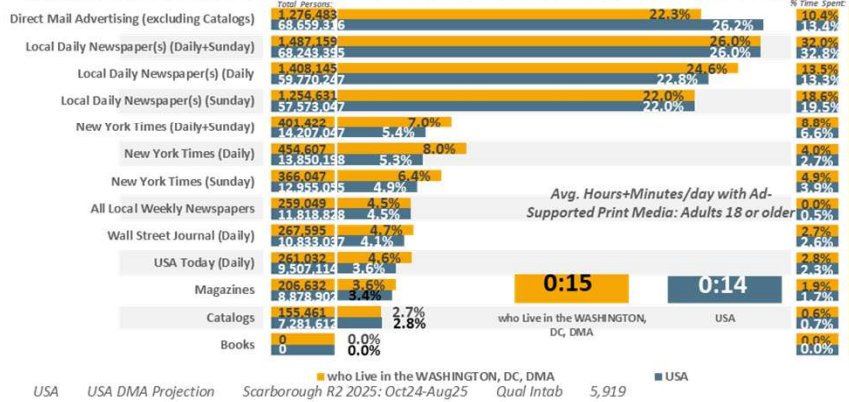
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



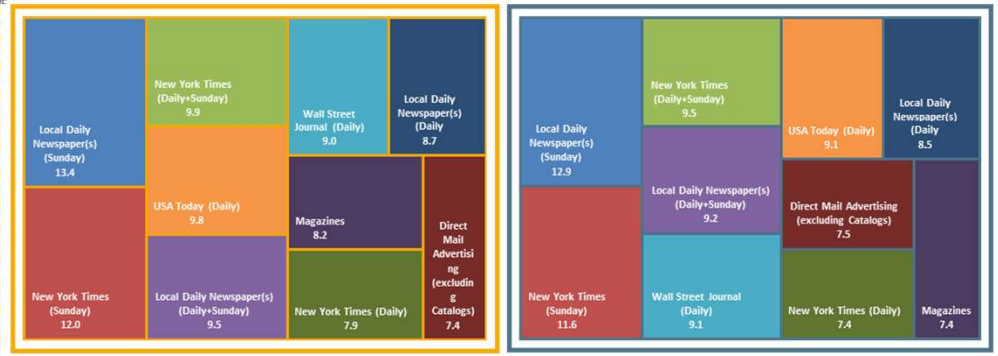
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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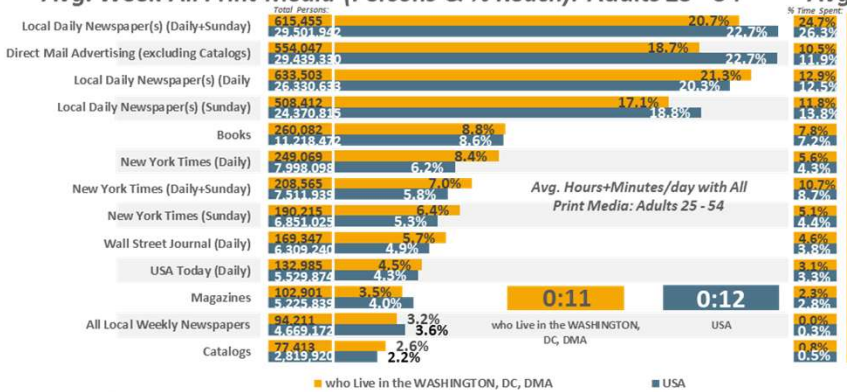
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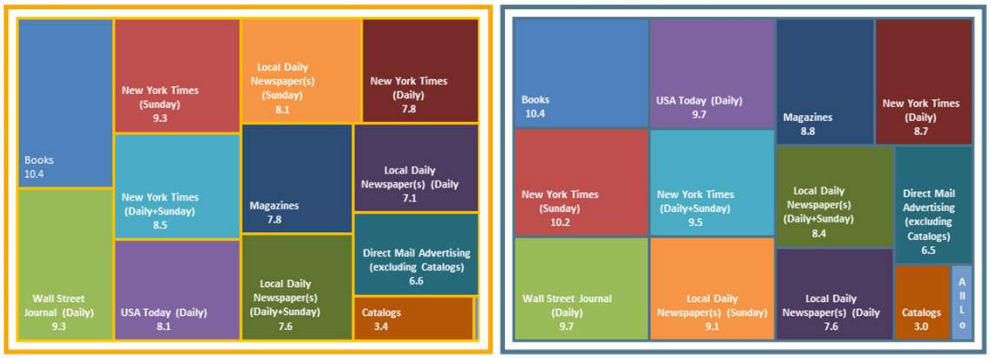
P25-54

615,455 or 20.7% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 26.8% of all time spent daily with All forms of Print Media.

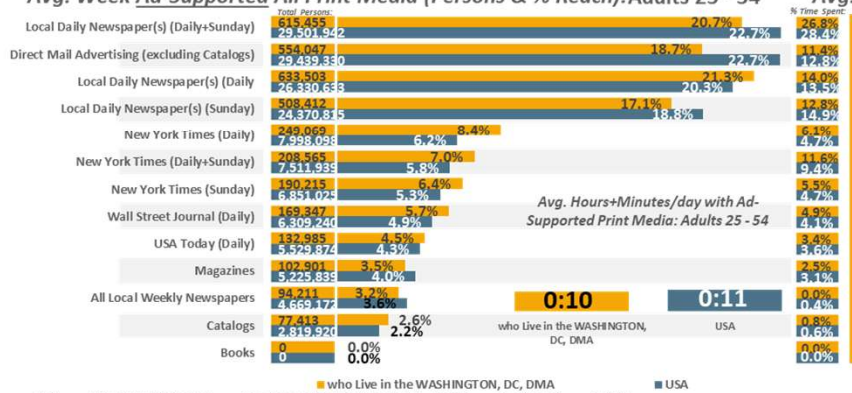
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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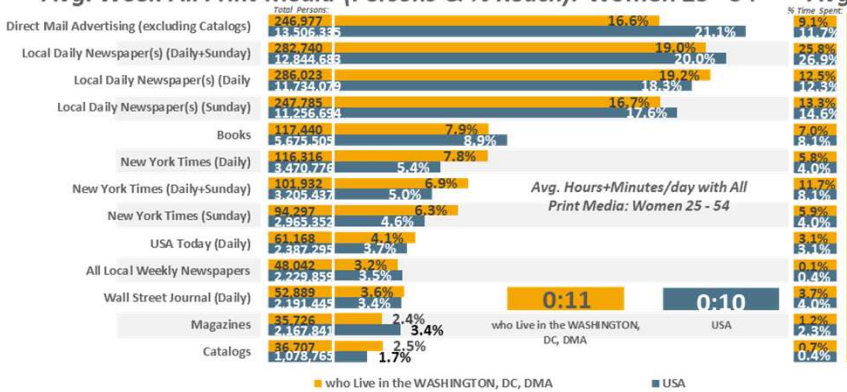
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282,740 or 19.% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

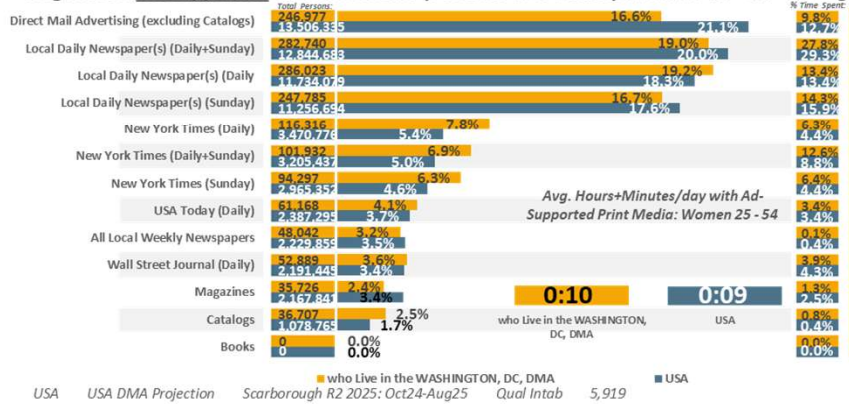
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



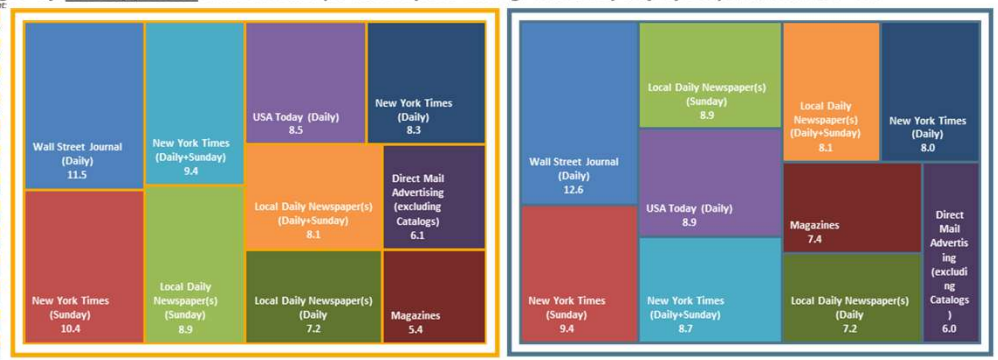
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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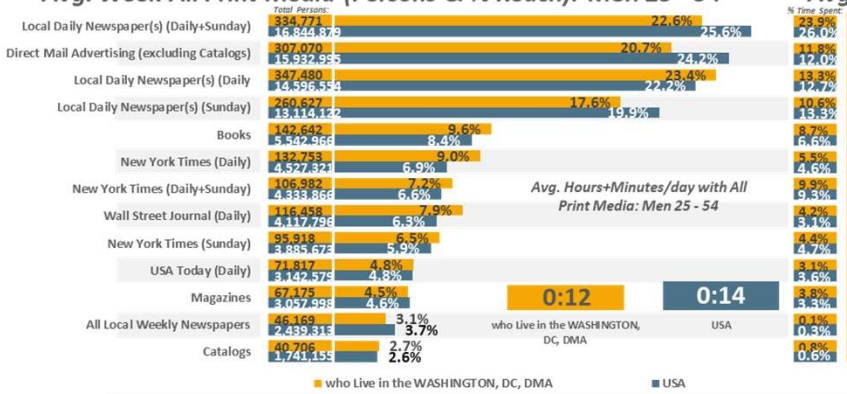
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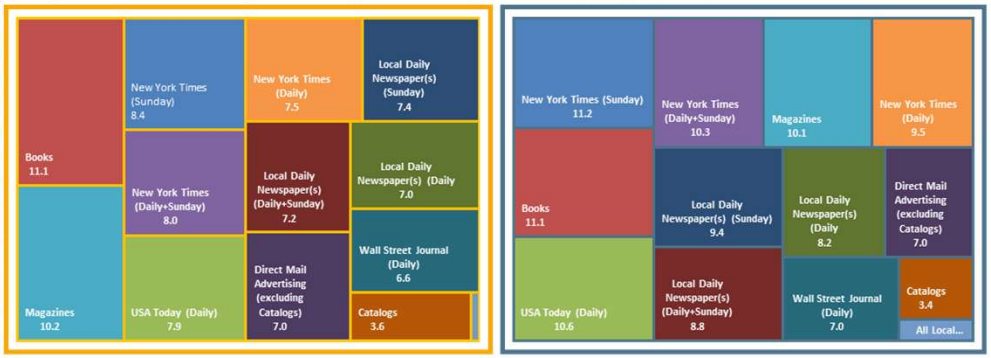
M25-54

334,771 or 22.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 26.2% of all time spent daily with All forms of Print Media.

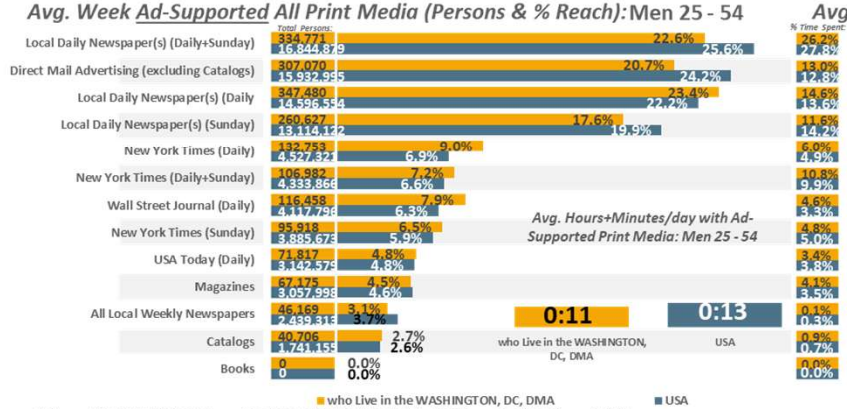
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



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



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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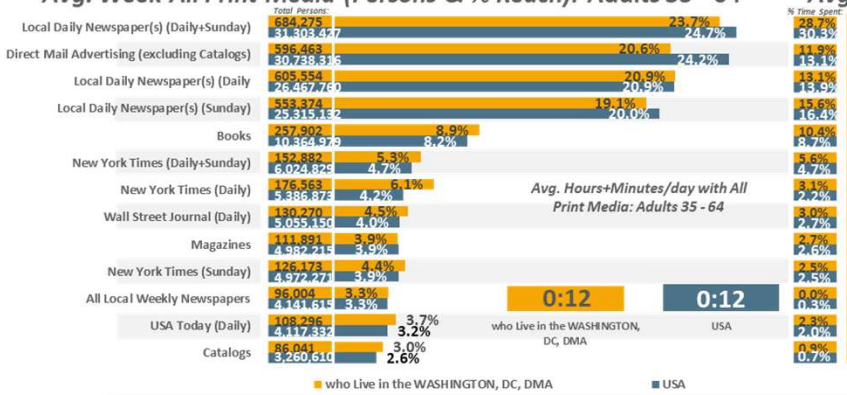
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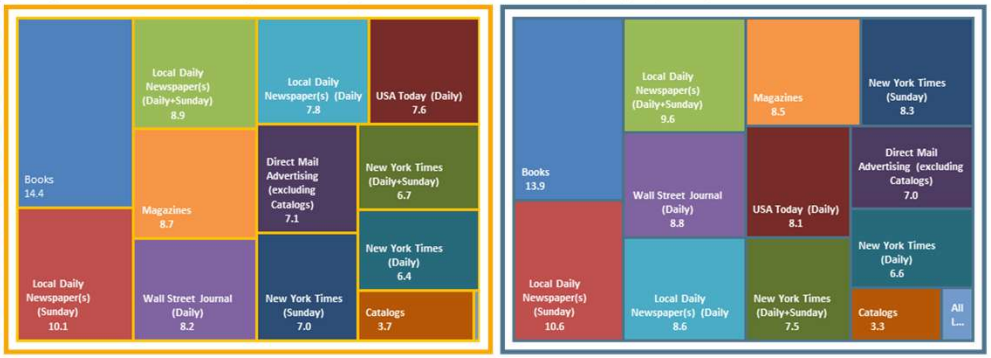
P35-64

684,275 or 23.7% of Adults 35 - 64 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

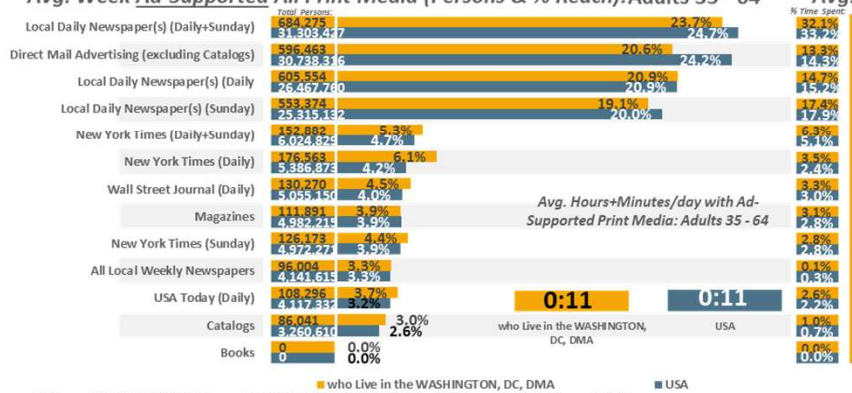
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



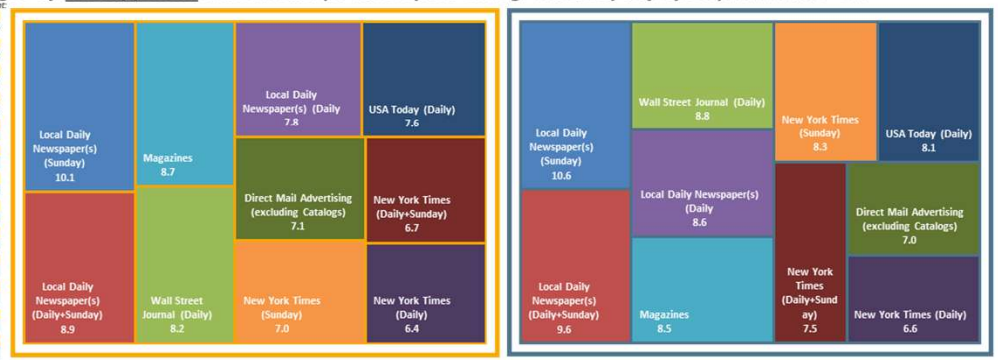
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



USA USA DMA Projection Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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P18+

"Advertising Actions"

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

	P18+ who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	2,346,272	41.1%	98,659,601	37.2%
Websites	2,050,635	36.0%	91,241,949	34.4%
Direct Mail	1,689,624	29.6%	76,594,804	28.9%
Broadcast, Cable, & Sat TV	1,409,357	24.7%	57,570,188	21.7%
Local AM/FM Radio	1,014,937	17.8%	40,895,463	15.4%
Video Streaming Services	940,504	16.5%	38,939,844	14.7%
Cable TV Networks	925,897	16.2%	35,956,696	13.6%
Local Broadcast TV	920,303	16.1%	37,381,230	14.1%
Billboards	776,093	13.6%	26,837,116	10.1%
Audio Streaming Services	773,386	13.6%	28,070,975	10.6%
Podcasts	744,916	13.1%	31,391,096	11.8%
Newspapers	648,418	11.4%	29,165,215	11.0%

Why Use Local AM/FM Radio?

17.8% of USA DMA P18+ who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the USA DMA Market Average of 15.4%.

USA

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

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

USA DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 25445

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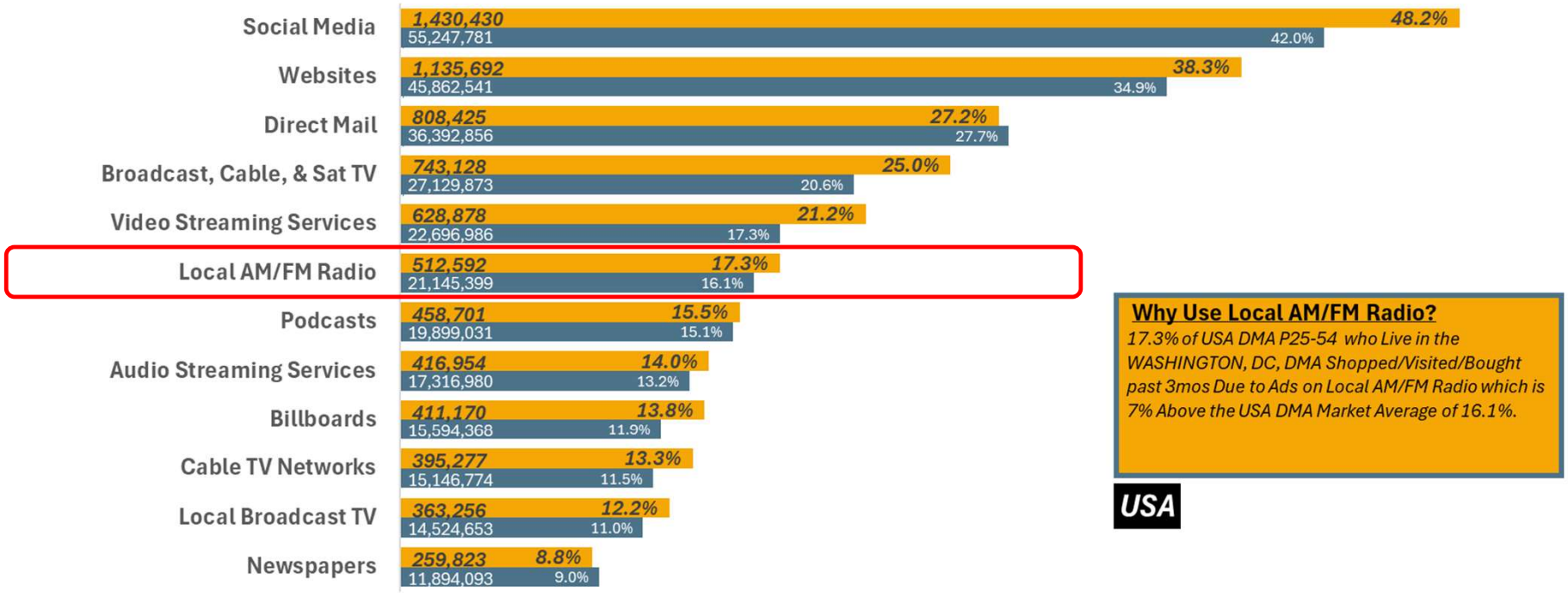
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P25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.3% of USA DMA P25-54 who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the USA DMA Market Average of 16.1%.

USA

USA DMA ScarboroughR2 2025: Oct24-Aug25 Qual Intab: 11921

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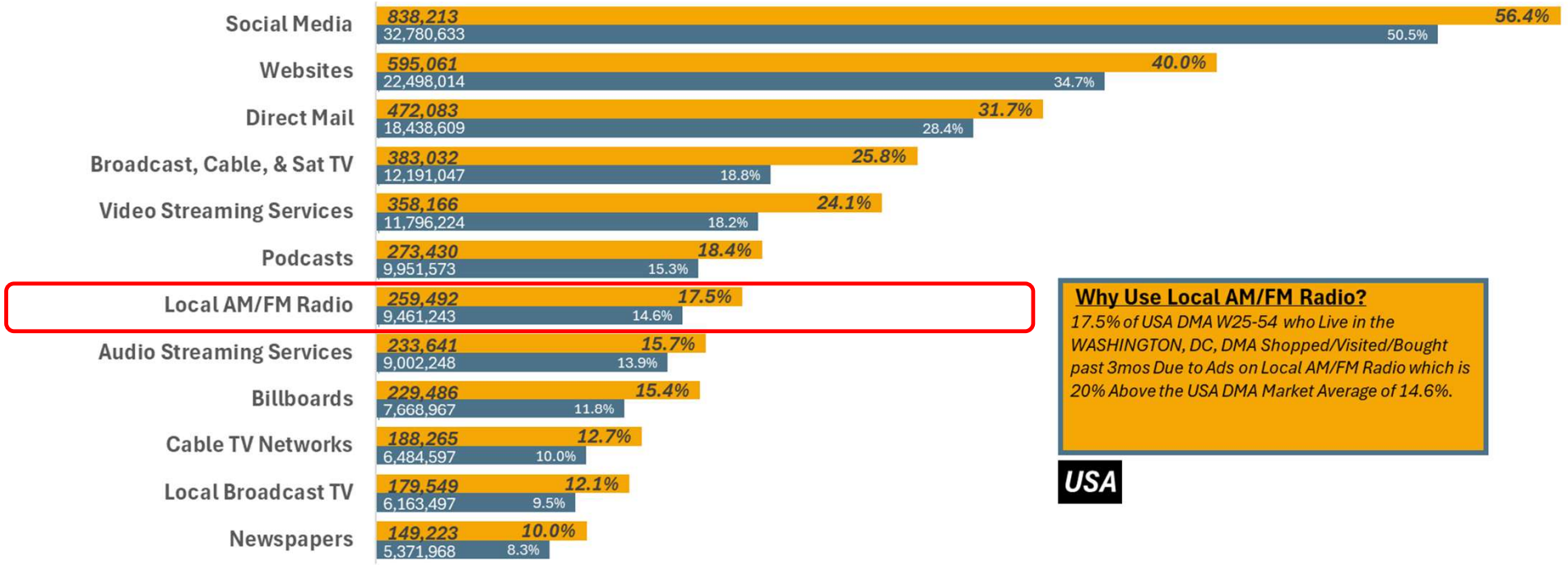
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W25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.5% of USA DMA W25-54 who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the USA DMA Market Average of 14.6%.

USA

USA DMA ScarboroughR2 2025: Oct24-Aug25 Qual Intab: 7289

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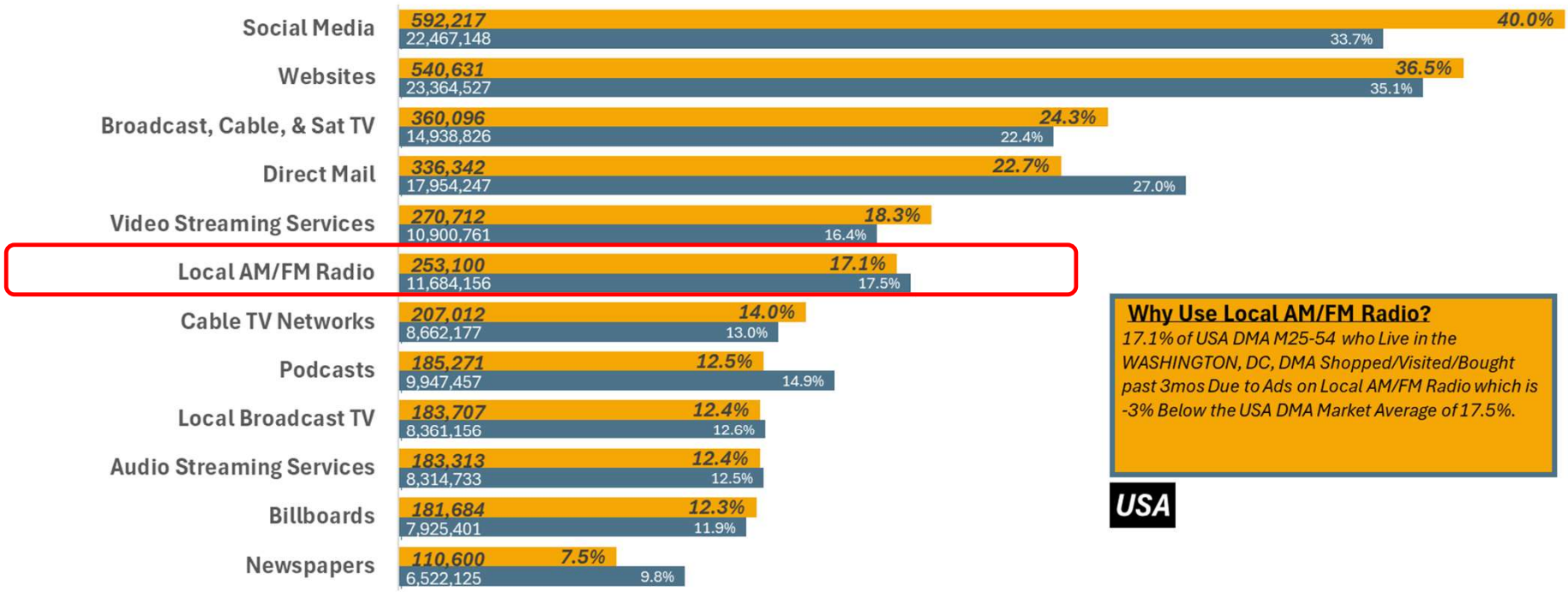
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M25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.1% of USA DMA M25-54 who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 17.5%.

USA

USA DMA ScarboroughR2 2025: Oct24-Aug25 Qual Intab: 4632

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P35-64

"Advertising Actions"

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

	P35-64 who Live in the WASHINGTON, DC, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	1,309,505	45.3%	51,484,392	40.1%
Websites	1,104,772	38.2%	46,215,258	36.0%
Direct Mail	803,069	27.8%	36,027,702	28.1%
Broadcast, Cable, & Sat TV	781,516	27.0%	29,440,821	22.9%
Local AM/FM Radio	534,352	18.5%	21,767,035	17.0%
Video Streaming Services	531,081	18.4%	21,434,331	16.7%
Cable TV Networks	486,570	16.8%	18,463,111	14.4%
Local Broadcast TV	431,551	14.9%	18,843,345	14.7%
Audio Streaming Services	371,060	12.8%	14,577,990	11.4%
Podcasts	344,208	11.9%	15,618,489	12.2%
Billboards	338,430	11.7%	13,480,693	10.5%
Newspapers	273,783	9.5%	12,726,725	9.9%

Why Use Local AM/FM Radio?

18.5% of USA DMA P35-64 who Live in the WASHINGTON, DC, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 17.%.

USA

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

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

USA DMA ScarboroughR2 2025: Oct24-Aug25 Qual Intab: 13438

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