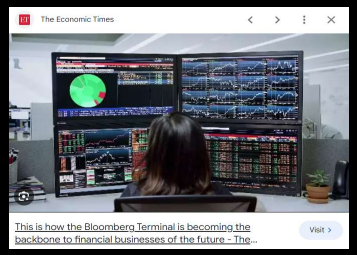
WASHINGTON, DC, Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

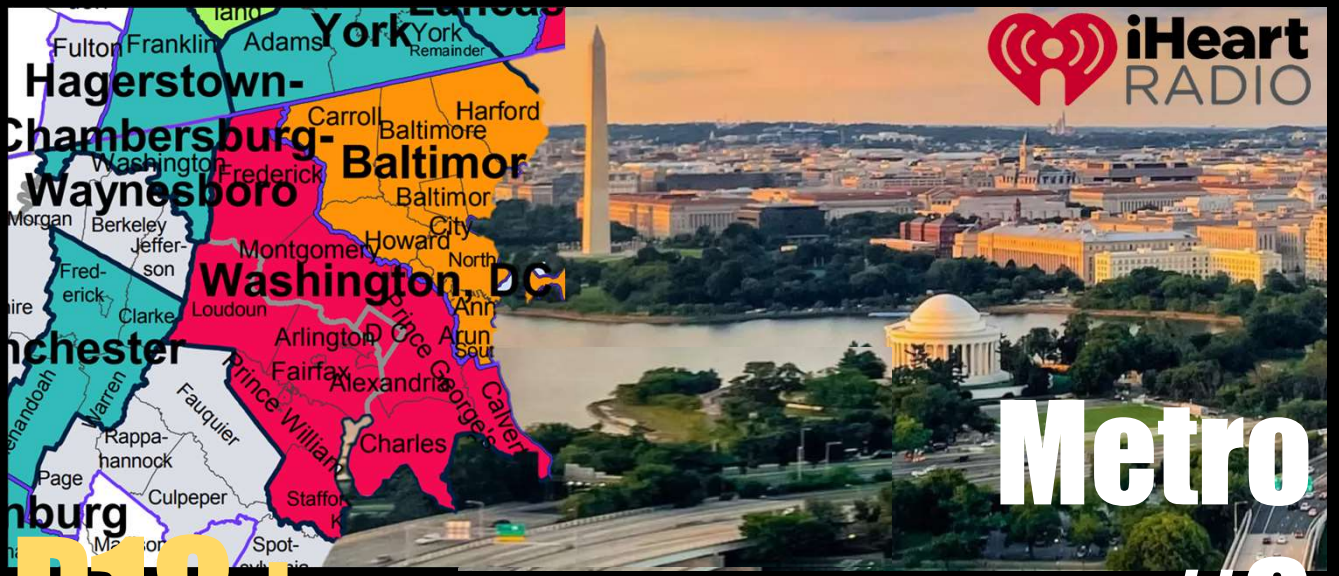
Brand New Data as of September 30, 2024!

Complete Demographic & Media Use Profiles











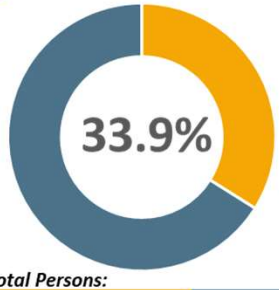


And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

33.9% or 1,595,855 of WASHINGTON, DC Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Typical Adults 18 or older who listened to IHEART RADIO in the past 7 days are 46.4 years old (1.1% younger than average) and have a $145,403 (4.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who listened to IHEART RADIO in the past 7 days
- Remainder of WASHINGTON, DC Metro

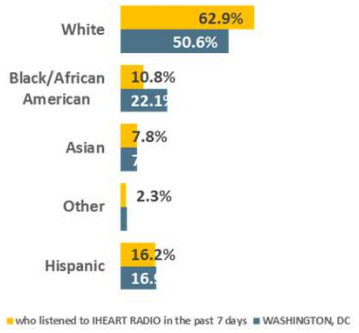
Total Persons:

1,595,855	3,107,337

Gender of Target vs. Market: Adults 18 or older

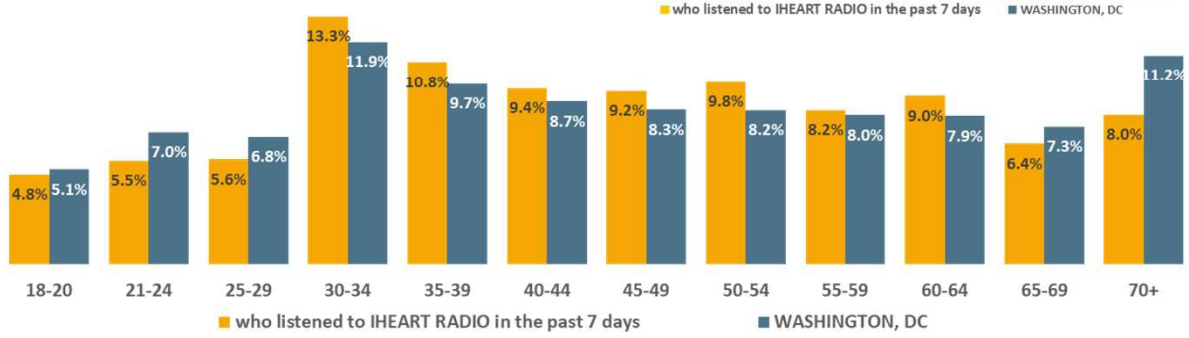
	Men	Men	Women	Women
%M vs. %F:	48.9%	47.9%	51.1%	52.1%
Average Age:	45.7	47.2	47.2	46.7
# Persons:	781,061	2,252,167	814,794	2,451,025

Ethnicity of Target vs. Market:

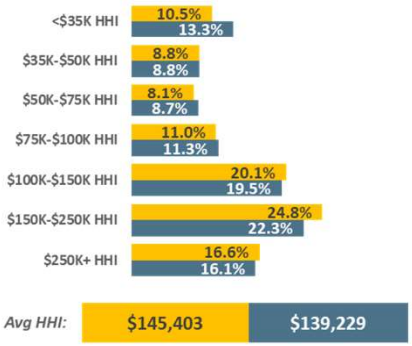


Age Cell Demographics of Target vs. Market:

Average Age:	who listened to IHEART RADIO in the past 7 days	WASHINGTON, DC
Adults 18 or older	46.4	47.0



HHI of Target vs. Market:



Avg HHI:	$145,403	$139,229

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

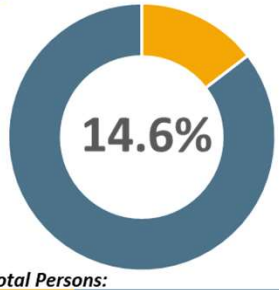
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

97.1 WASH-FM

14.6% or 685,490 of WASHINGTON, DC Metro Adults 18 or older listened to WASH-FM in the past 7 days. Typical Adults 18 or older who listened to WASH-FM in the past 7 days are 48.1 years old (2.4% older than average) and have a $141,713 (1.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who listened to WASH-FM in the past 7 days
- Remainder of WASHINGTON, DC Metro

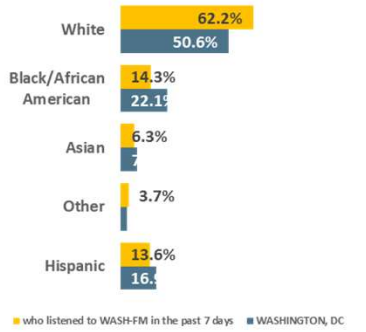
Total Persons:

685,490	4,017,702

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	45.7%	47.9%	54.3%	52.1%
Average Age:	46.3	47.2	49.5	46.7
# Persons:	313,529	2,252,167	371,961	2,451,025

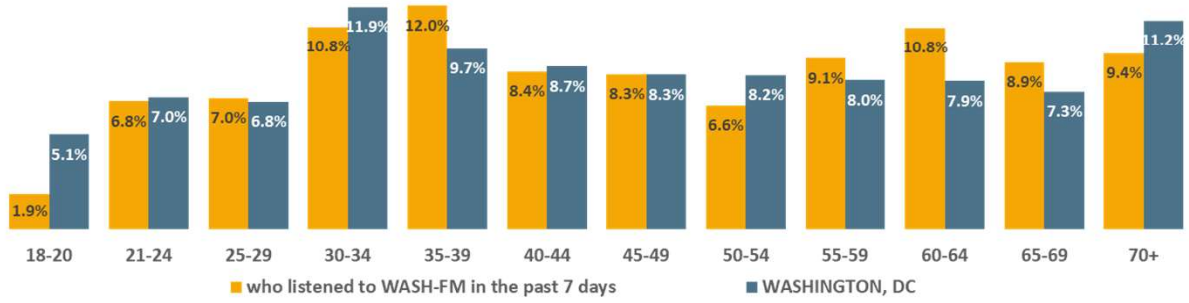
Ethnicity of Target vs. Market:



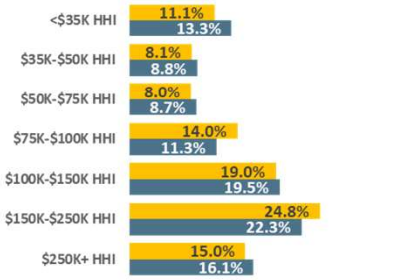
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	who listened to WASH-FM in the past 7 days	WASHINGTON, DC
	48.1	47.0



HHI of Target vs. Market:



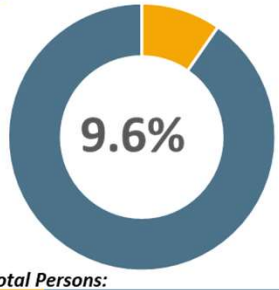
Avg HHI:	$141,713	$139,229

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

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9.6% or 453,283 of WASHINGTON, DC Metro Adults 18 or older listened to WBIG-FM in the past 7 days. Typical Adults 18 or older who listened to WBIG-FM in the past 7 days are 49.7 years old (5.9% older than average) and have a $159,904 (14.8% higher than average) annual household income.

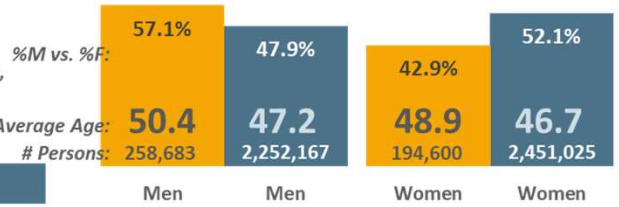
Percent of Market: Adults 18 or older



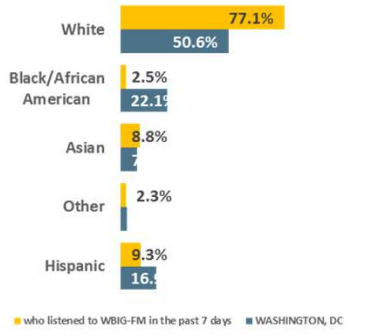
Total Persons:



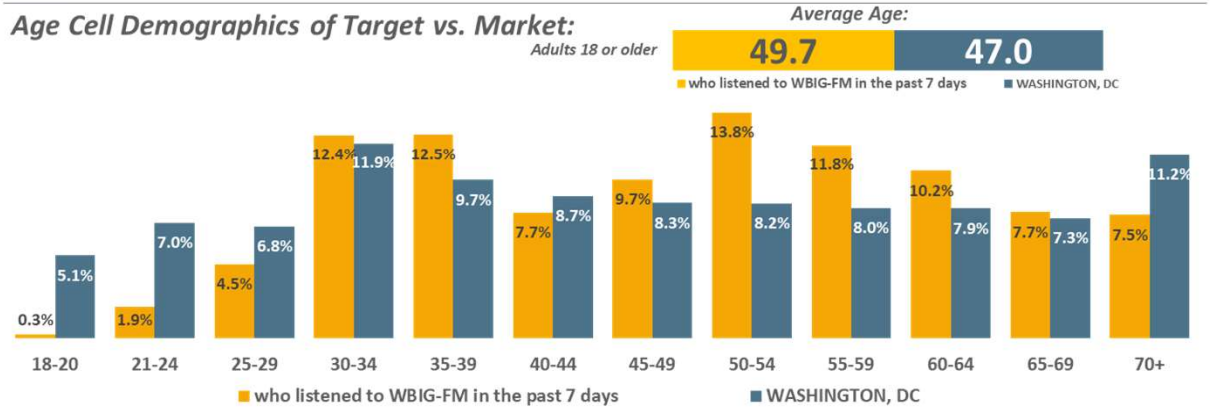
Gender of Target vs. Market: Adults 18 or older



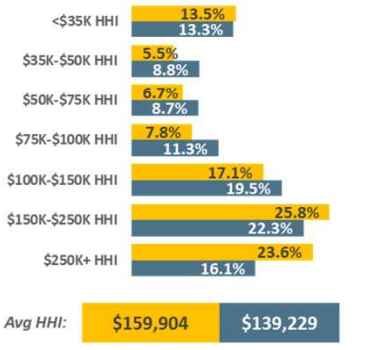
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

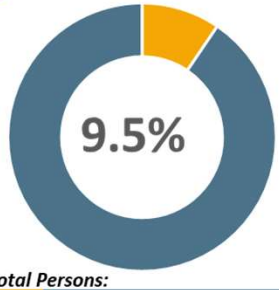


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

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9.5% or 446,273 of WASHINGTON, DC Metro Adults 18 or older listened to WIHT-FM in the past 7 days. Typical Adults 18 or older who listened to WIHT-FM in the past 7 days are 38.9 years old (17.1% younger than average) and have a $144,335 (3.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

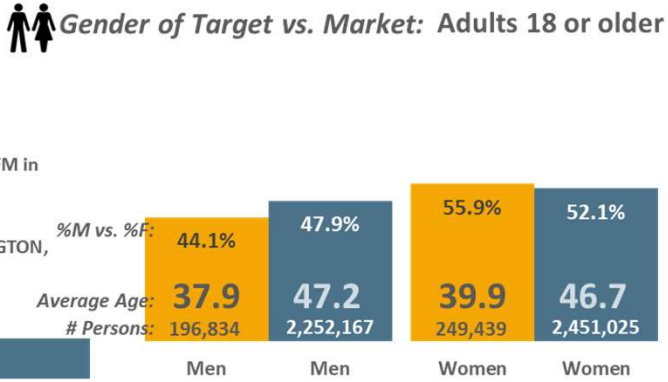


- who listened to WIHT-FM in the past 7 days
- Remainder of WASHINGTON, DC Metro

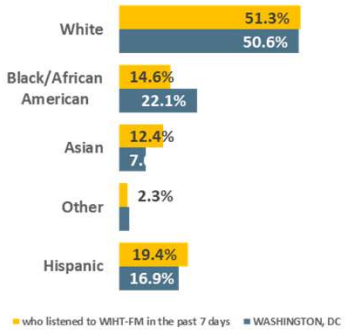
Total Persons:



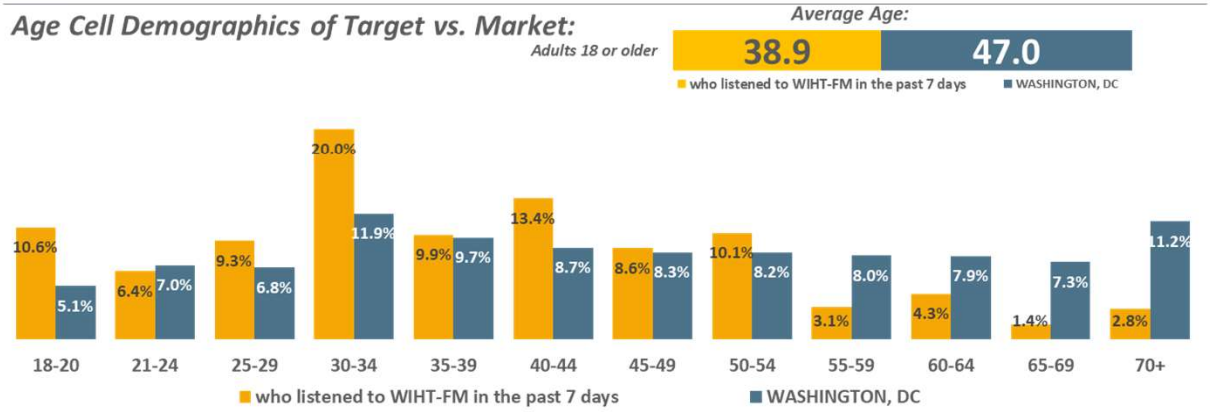
Gender of Target vs. Market: Adults 18 or older



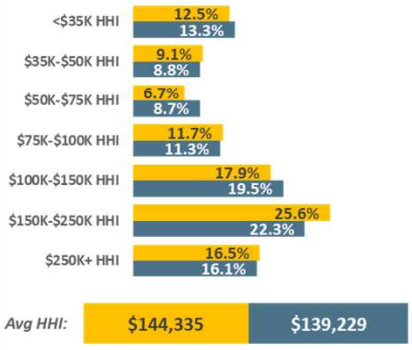
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



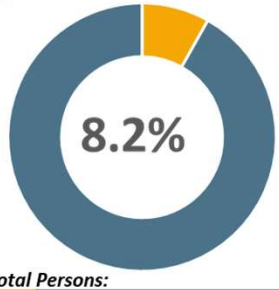
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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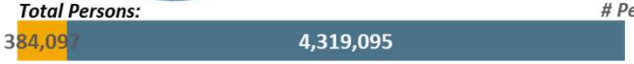
DC 101

8.2% or 384,097 of WASHINGTON, DC Metro Adults 18 or older listened to WWDC-FM in the past 7 days. Typical Adults 18 or older who listened to WWDC-FM in the past 7 days are 41.8 years old (11.% younger than average) and have a $148,334 (6.5% higher than average) annual household income.

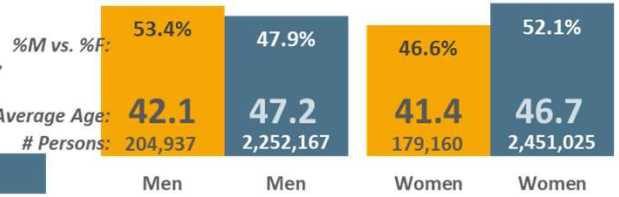
Percent of Market: Adults 18 or older



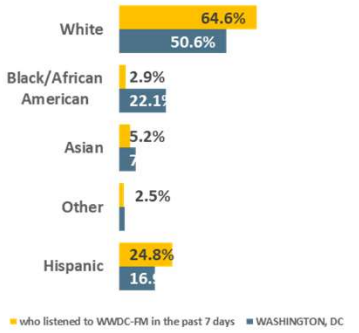
Total Persons:



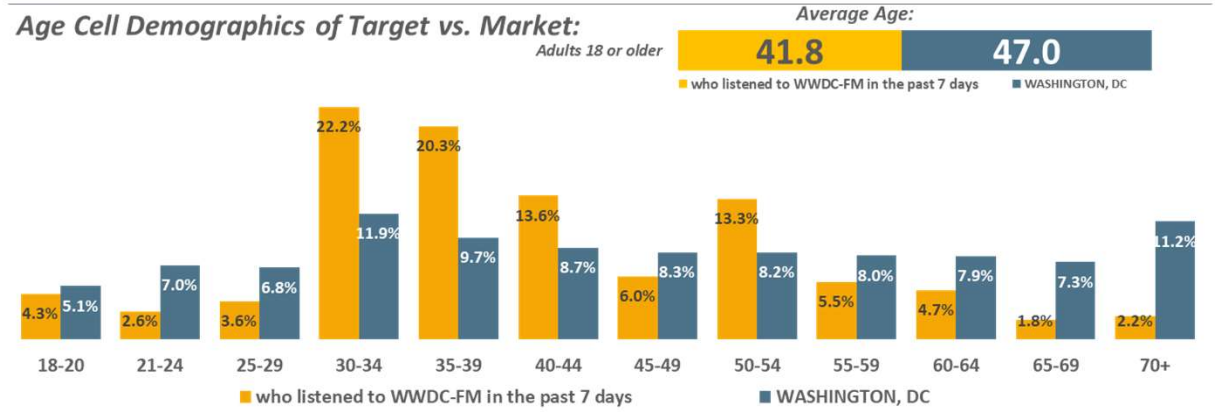
Gender of Target vs. Market: Adults 18 or older



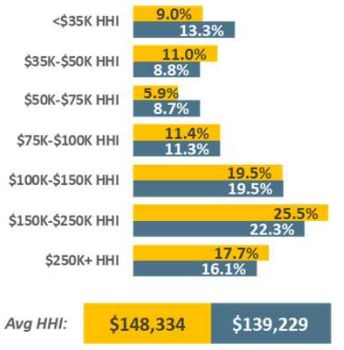
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



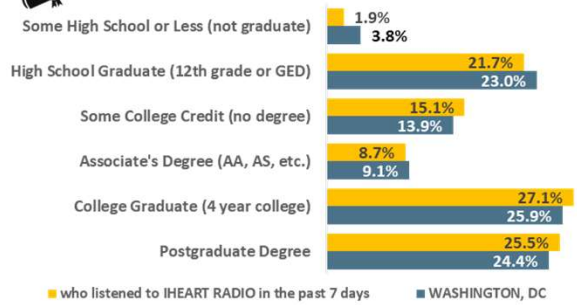
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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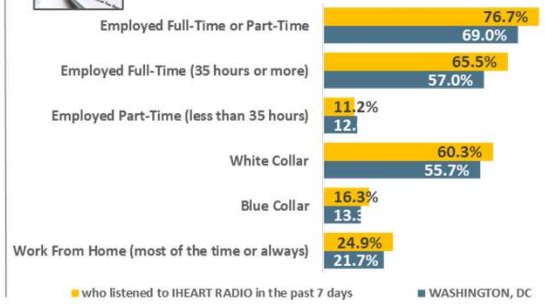
Radio Stations: WWDC-FM

33.9% or 1,595,855 of WASHINGTON, DC Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 4.7% more likely to be a college graduate, 14.8% more likely to work full-time, 7.2% more likely to be married, 12.4% more likely to be a parent of 1 or more children under 18.

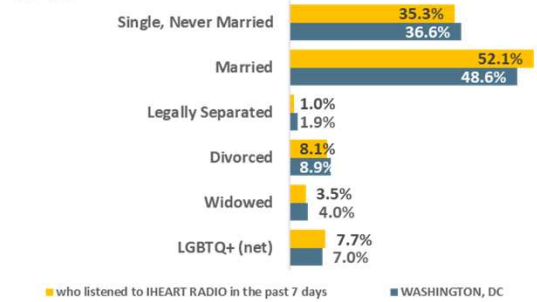
Education Levels: Adults 18 or older



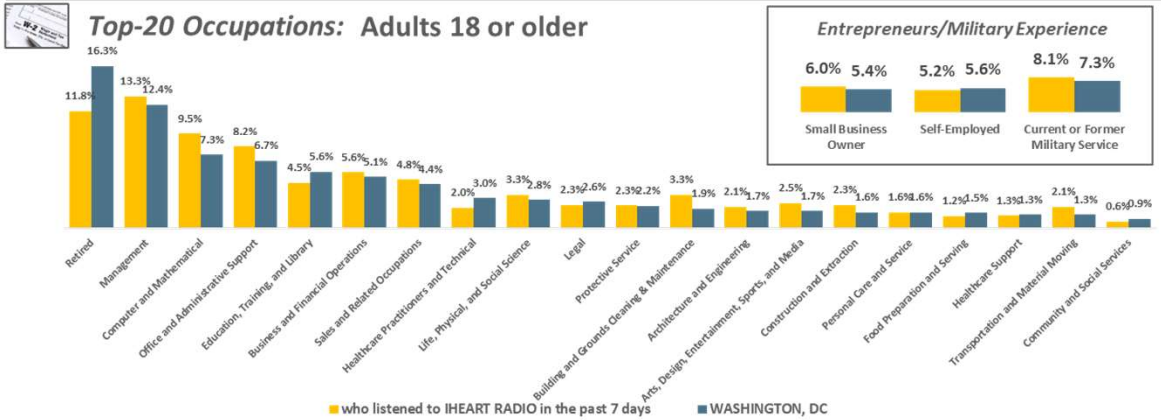
Employment: Adults 18 or older



Marital Status: Adults 18 or older

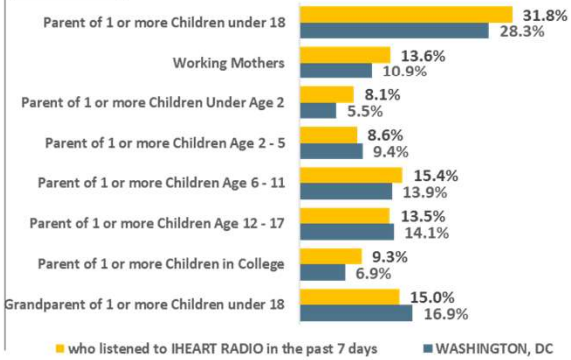


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

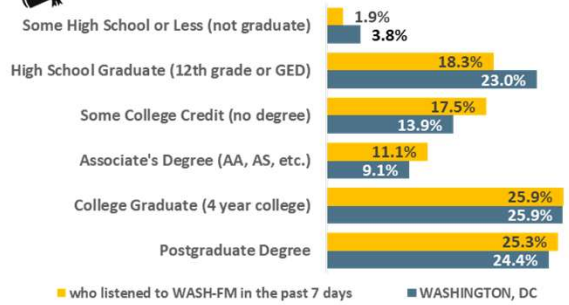
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

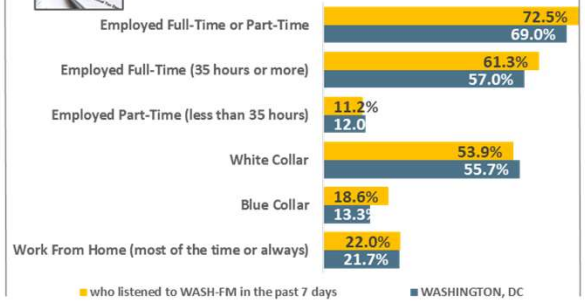
97.1 WASH-FM

14.6% or 685,490 of WASHINGTON, DC Metro Adults 18 or older listened to WASH-FM in the past 7 days. Adults 18 or older who listened to WASH-FM in the past 7 days are 1.9% more likely to be a college graduate, 7.5% more likely to work full-time, 3.2% more likely to be married, 18.1% less likely to be a parent of 1 or more children under 18.

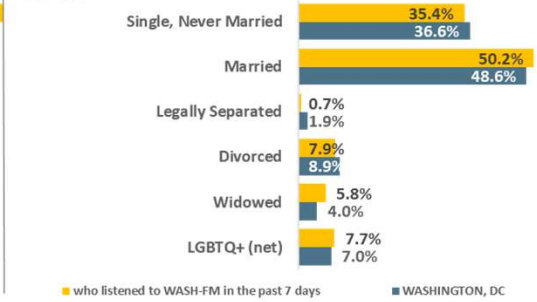
Education Levels: Adults 18 or older



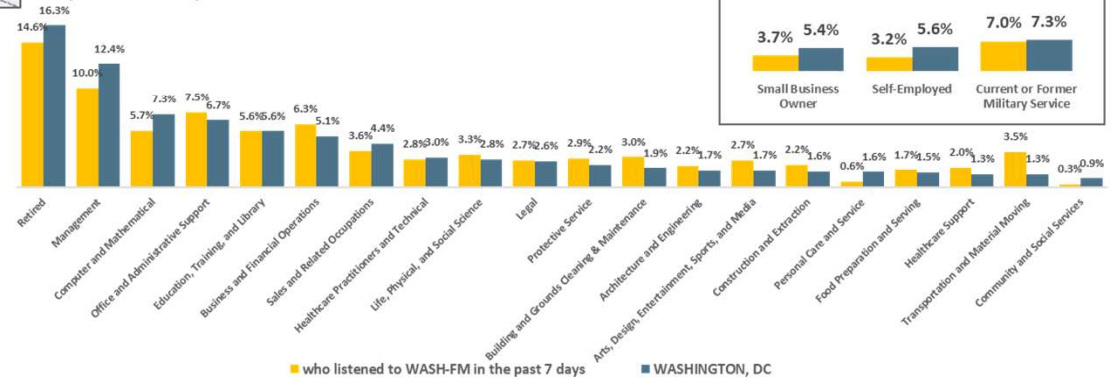
Employment: Adults 18 or older



Marital Status: Adults 18 or older

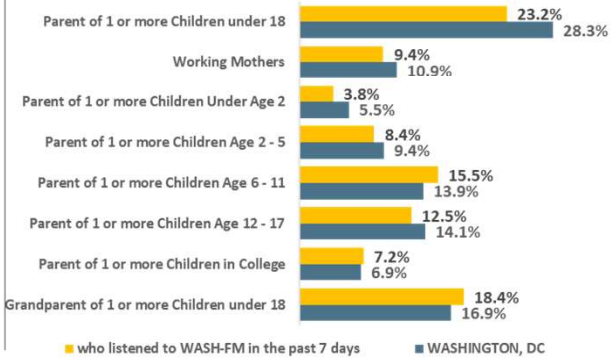


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



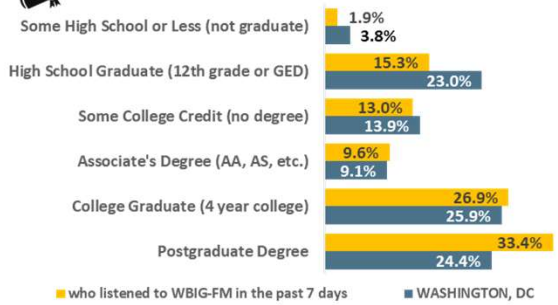
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

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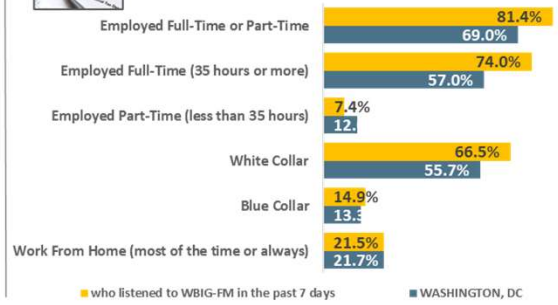
Radio Stations: WASH-FM

9.6% or 453,283 of WASHINGTON, DC Metro Adults 18 or older listened to WBIG-FM in the past 7 days. Adults 18 or older who listened to WBIG-FM in the past 7 days are 20.% more likely to be a college graduate, 29.7% more likely to work full-time, 24.6% more likely to be married, 6.% more likely to be a parent of 1 or more children under 18.

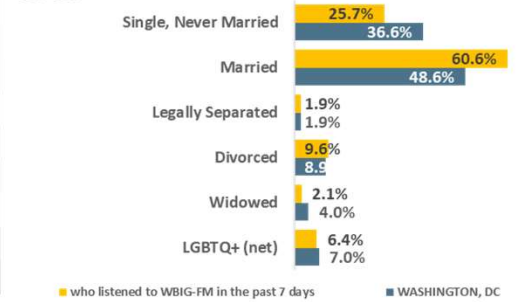
Education Levels: Adults 18 or older



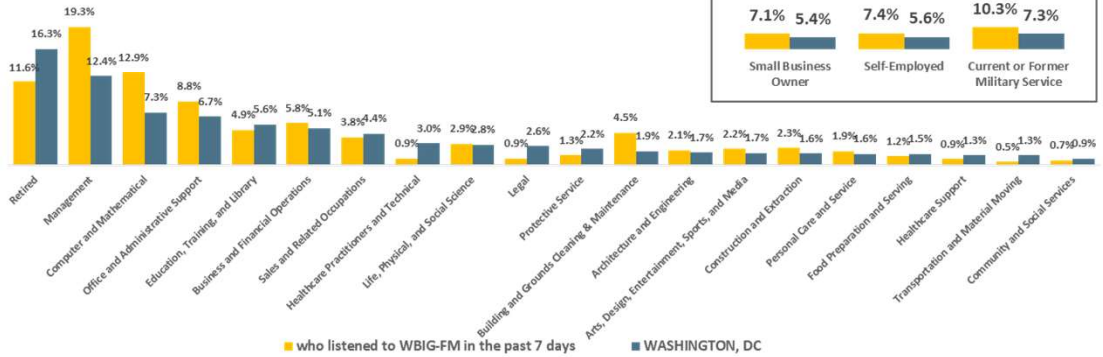
Employment: Adults 18 or older



Marital Status: Adults 18 or older

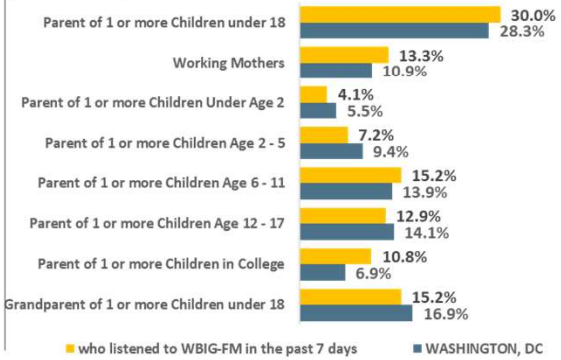


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



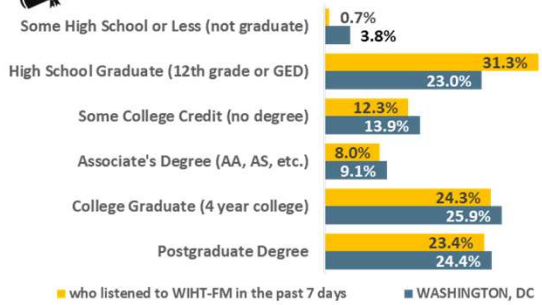
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

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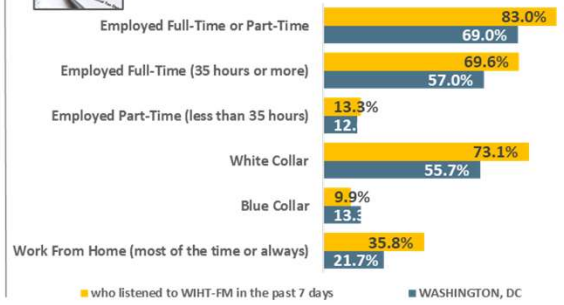
Radio Stations: WBIG-FM

9.5% or 446,273 of WASHINGTON, DC Metro Adults 18 or older listened to WIHT-FM in the past 7 days. Adults 18 or older who listened to WIHT-FM in the past 7 days are 5.1% less likely to be a college graduate, 22.1% more likely to work full-time, 10.1% less likely to be married, 24.2% more likely to be a parent of 1 or more children under 18.

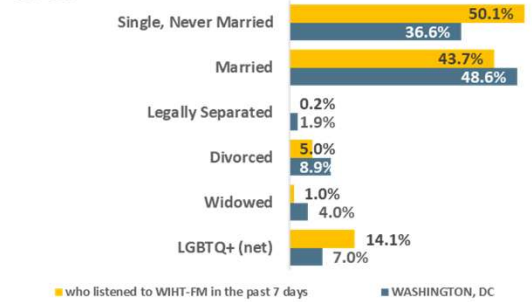
Education Levels: Adults 18 or older



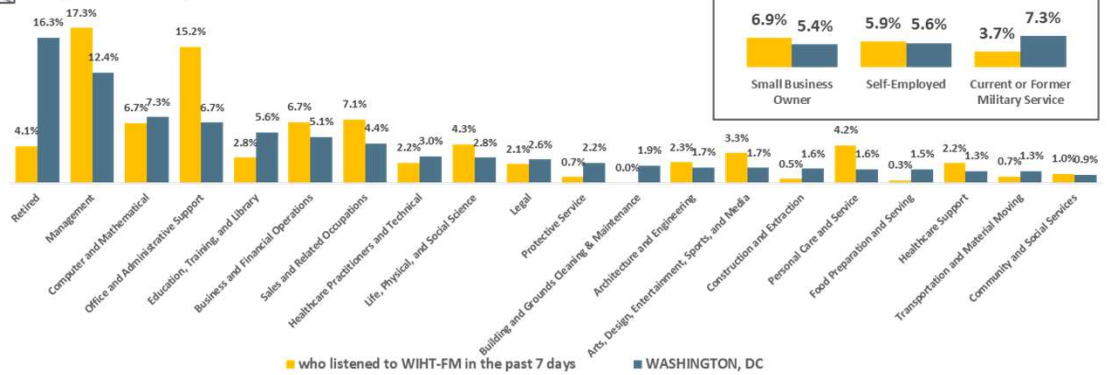
Employment: Adults 18 or older



Marital Status: Adults 18 or older

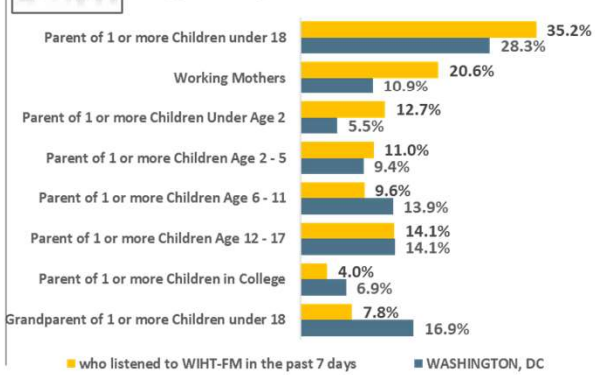


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

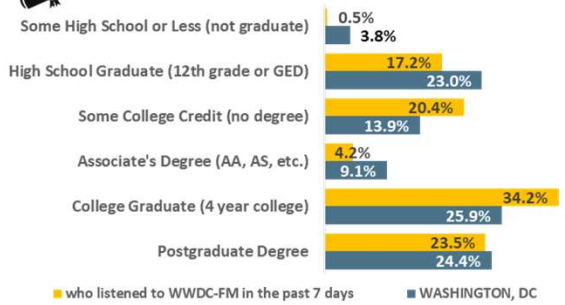
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Radio Stations: WIHT-FM

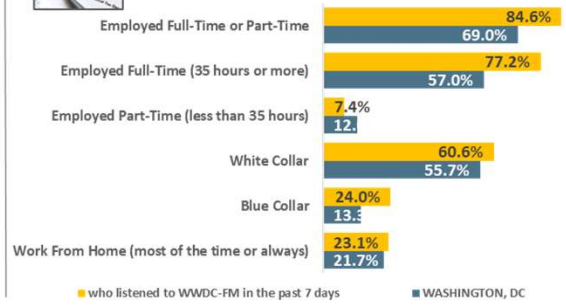
DC 101

8.2% or 384,097 of WASHINGTON, DC Metro Adults 18 or older listened to WWDC-FM in the past 7 days. Adults 18 or older who listened to WWDC-FM in the past 7 days are 15.% more likely to be a college graduate, 35.5% more likely to work full-time, 23.9% more likely to be married, 63.% more likely to be a parent of 1 or more children under 18.

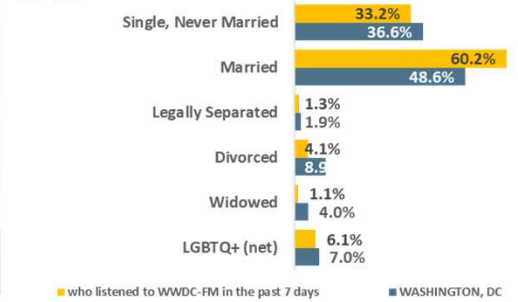
Education Levels: Adults 18 or older



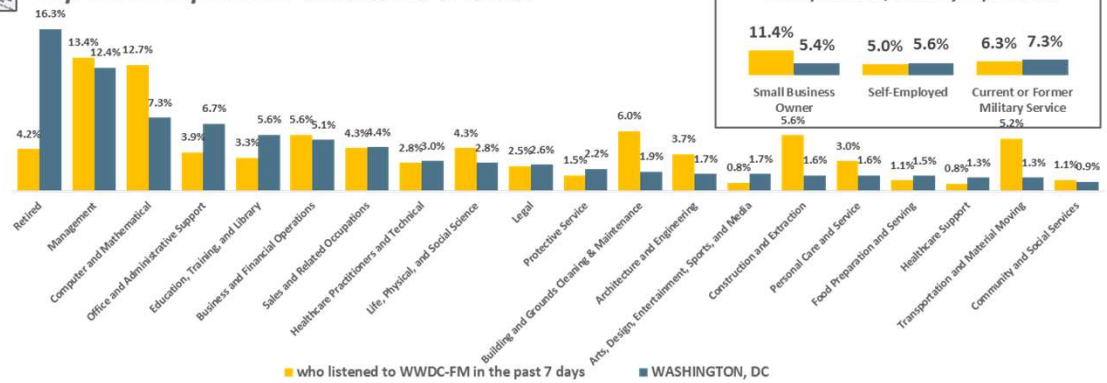
Employment: Adults 18 or older



Marital Status: Adults 18 or older

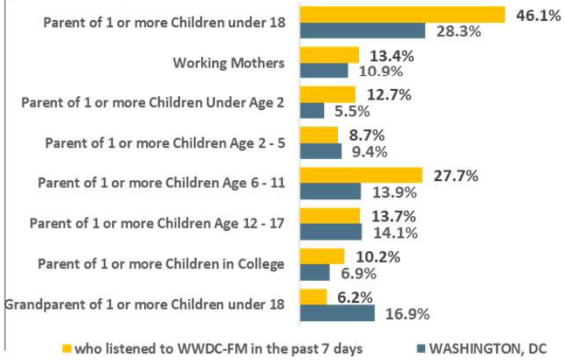


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



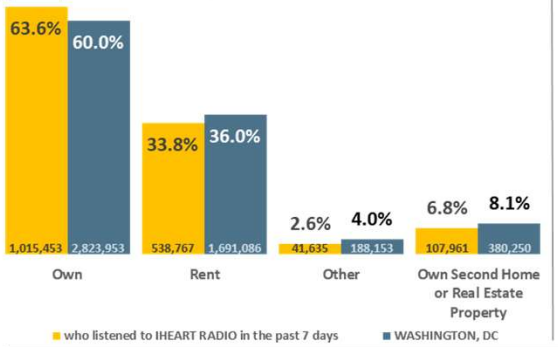
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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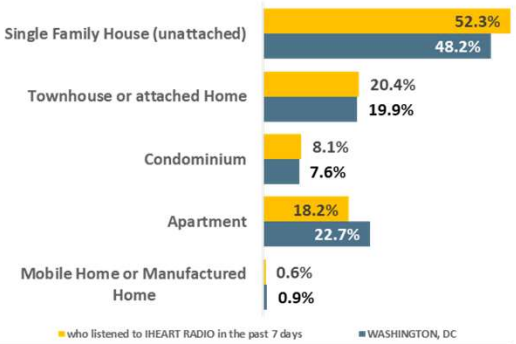
Radio Stations: WWDC-FM

33.9% or 1,595,855 of WASHINGTON, DC Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 6.% more likely to own their home, 3.% more likely to own a higher valued home, 8.5% more likely to have a single-family home, 25.5% more likely to have a dog.

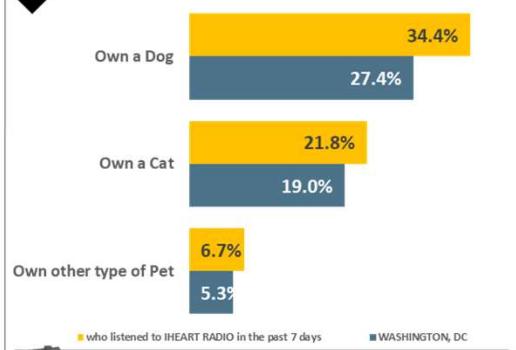
Own/Rent/Other: Adults 18 or older



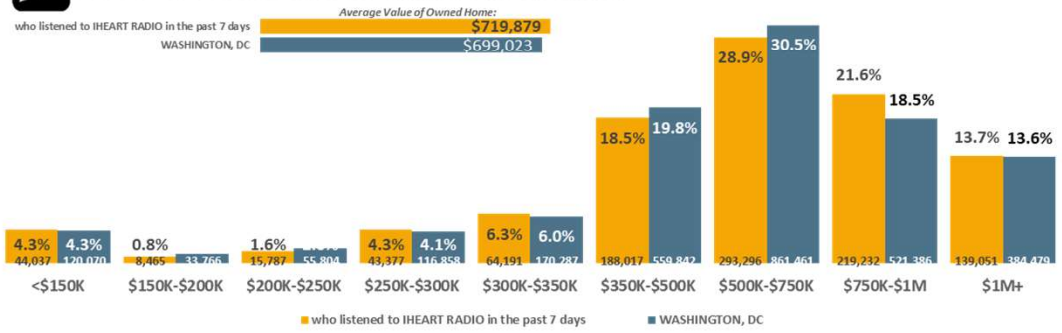
Type of Home: Adults 18 or older



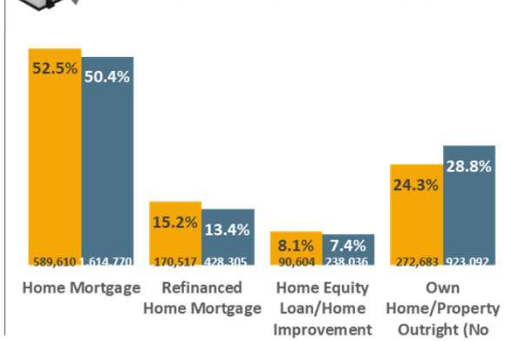
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



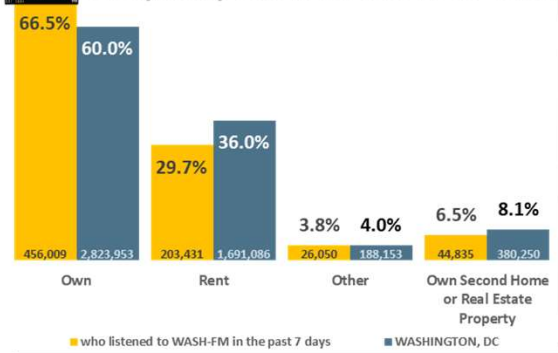
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

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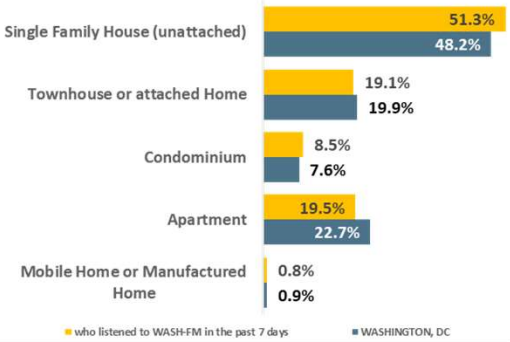
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

14.6% or 685,490 of WASHINGTON, DC Metro Adults 18 or older listened to WASH-FM in the past 7 days. Adults 18 or older who listened to WASH-FM in the past 7 days are 10.8% more likely to own their home, 5.9% more likely to own a lower valued home, 6.4% more likely to have a single-family home, 18.5% more likely to have a dog.

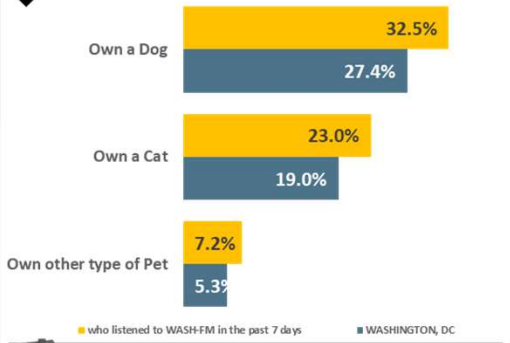
Own/Rent/Other: Adults 18 or older



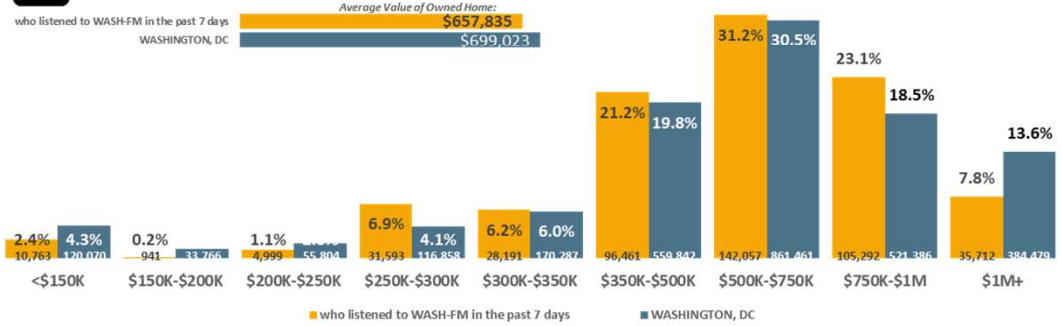
Type of Home: Adults 18 or older



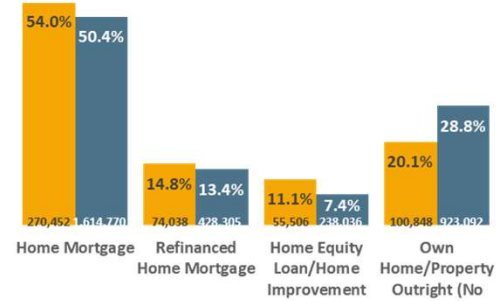
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

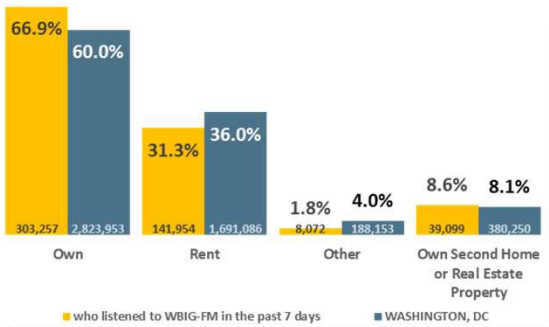


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

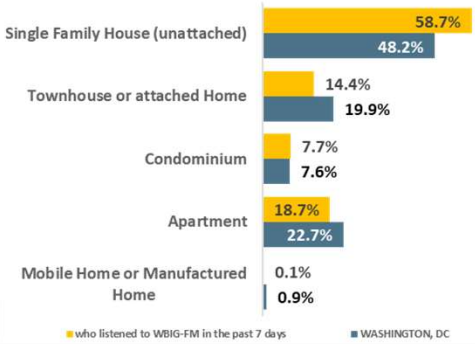
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9.6% or 453,283 of WASHINGTON, DC Metro Adults 18 or older listened to WBIG-FM in the past 7 days. Adults 18 or older who listened to WBIG-FM in the past 7 days are 11.4% more likely to own their home, 19.9% more likely to own a higher valued home, 21.9% more likely to have a single-family home, 37.1% more likely to have a dog.

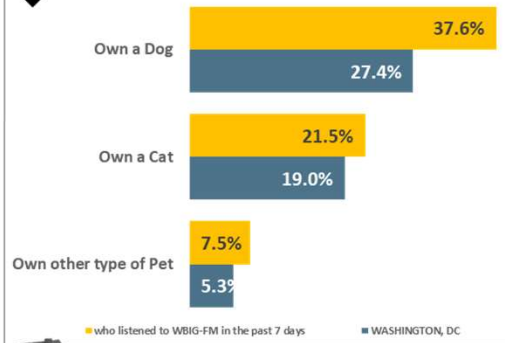
Own/Rent/Other: Adults 18 or older



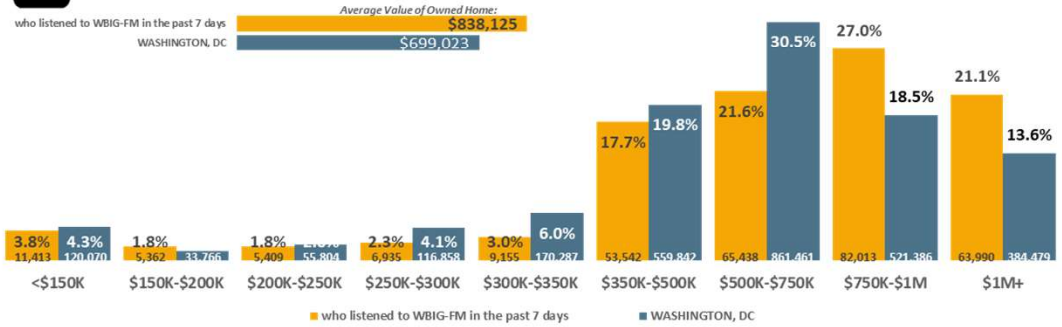
Type of Home: Adults 18 or older



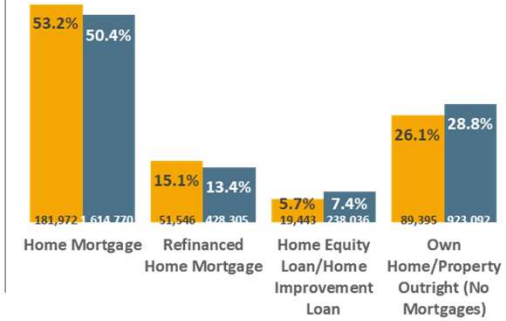
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



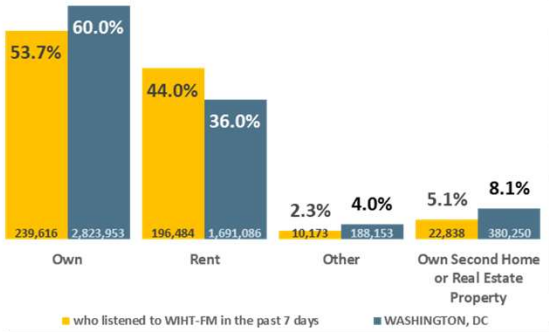
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

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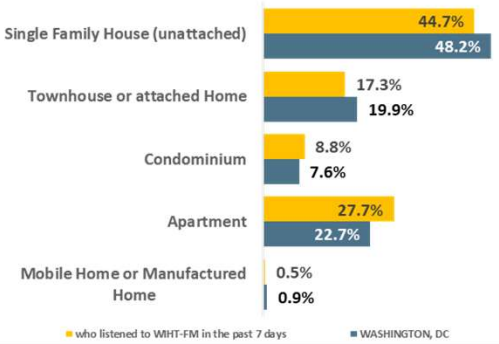
Radio Stations: WBIG-FM

9.5% or 446,273 of WASHINGTON, DC Metro Adults 18 or older listened to WIHT-FM in the past 7 days. Adults 18 or older who listened to WIHT-FM in the past 7 days are 10.6% less likely to own their home, 2.2% more likely to own a higher valued home, 7.3% less likely to have a single-family home, 7.9% more likely to have a dog.

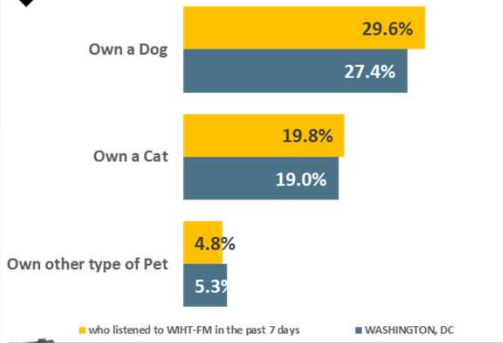
Own/Rent/Other: Adults 18 or older



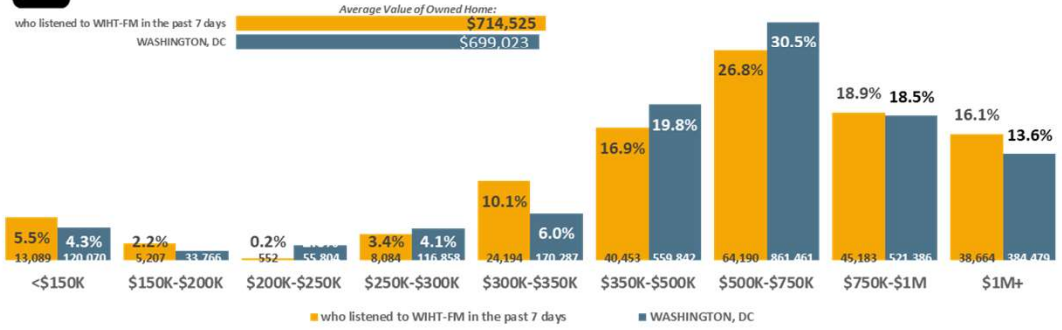
Type of Home: Adults 18 or older



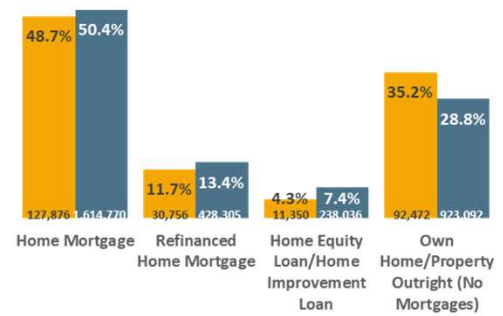
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

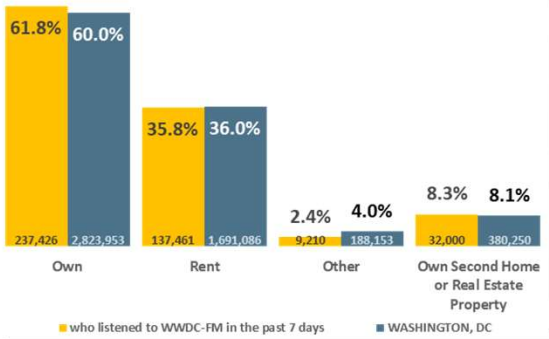
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Radio Stations: WIHT-FM

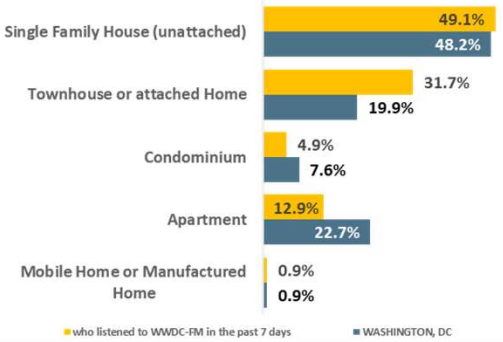
DC 101

8.2% or 384,097 of WASHINGTON, DC Metro Adults 18 or older listened to WWDC-FM in the past 7 days. Adults 18 or older who listened to WWDC-FM in the past 7 days are 2.9% more likely to own their home, 4.% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 59.1% more likely to have a dog.

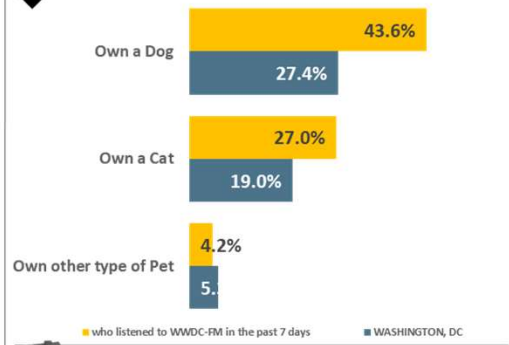
Own/Rent/Other: Adults 18 or older



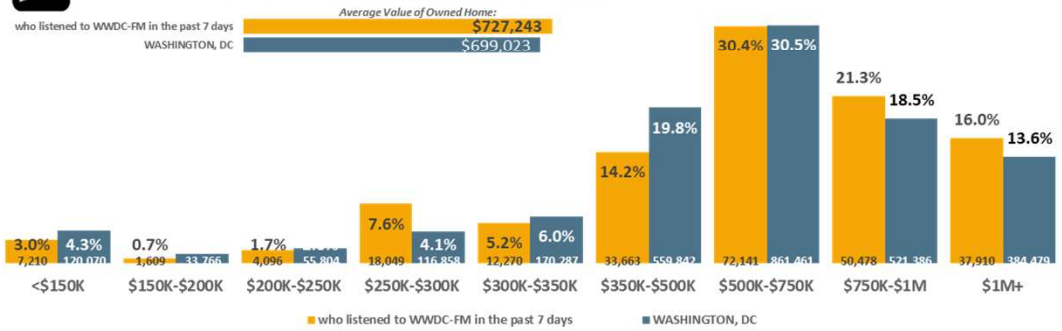
Type of Home: Adults 18 or older



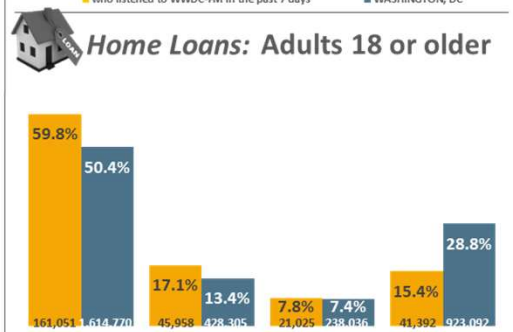
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



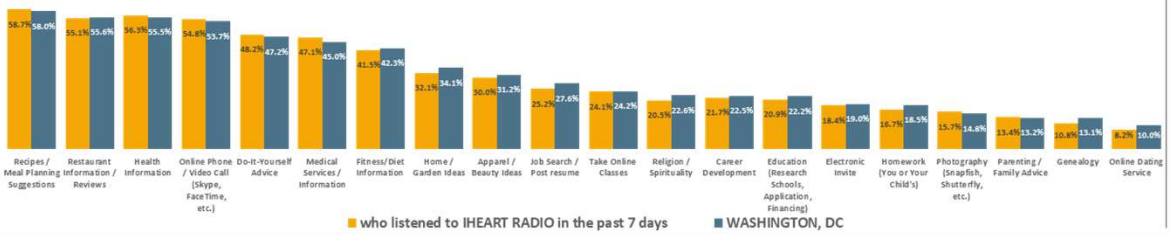
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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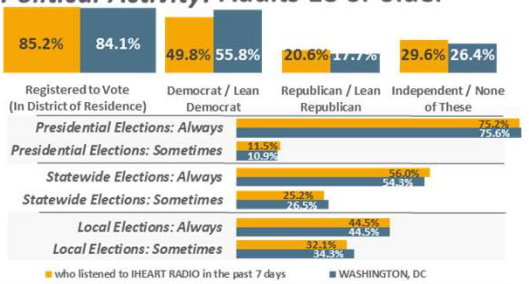
Radio Stations: WWDC-FM

33.9% or 1,595,855 of WASHINGTON, DC Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 2.2% more likely to look up D-I-Y advice online, .1% more likely to always vote in local elections, 2.6% more likely to belong to a gym, .1% less likely to fly domestic past yr.

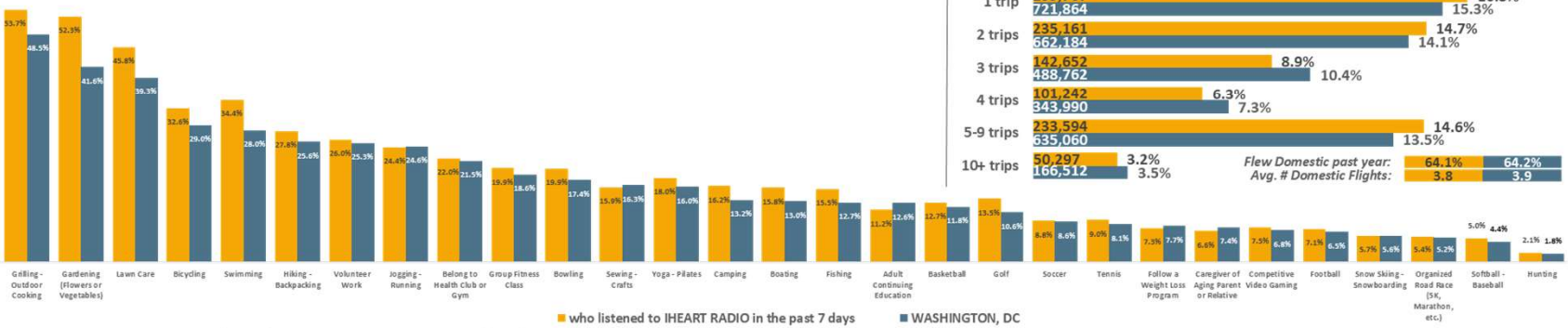
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

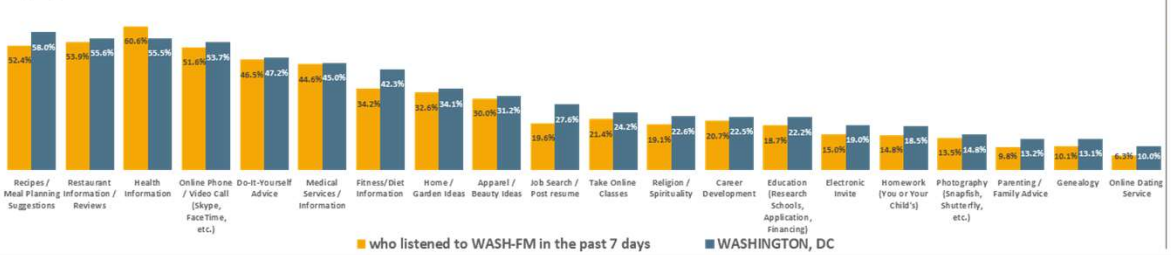
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

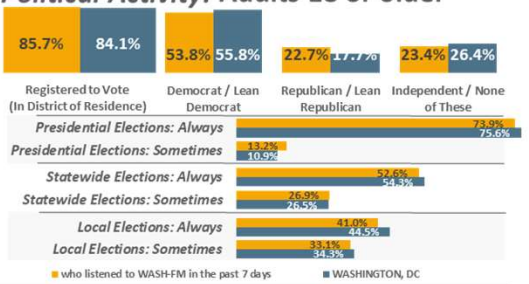
97.1 WASH-FM

14.6% or 685,490 of WASHINGTON, DC Metro Adults 18 or older listened to WASH-FM in the past 7 days. Adults 18 or older who listened to WASH-FM in the past 7 days are 1.5% less likely to look up D-I-Y advice online, 7.8% less likely to always vote in local elections, 19.8% less likely to belong to a gym, 5.2% less likely to fly domestic past yr.

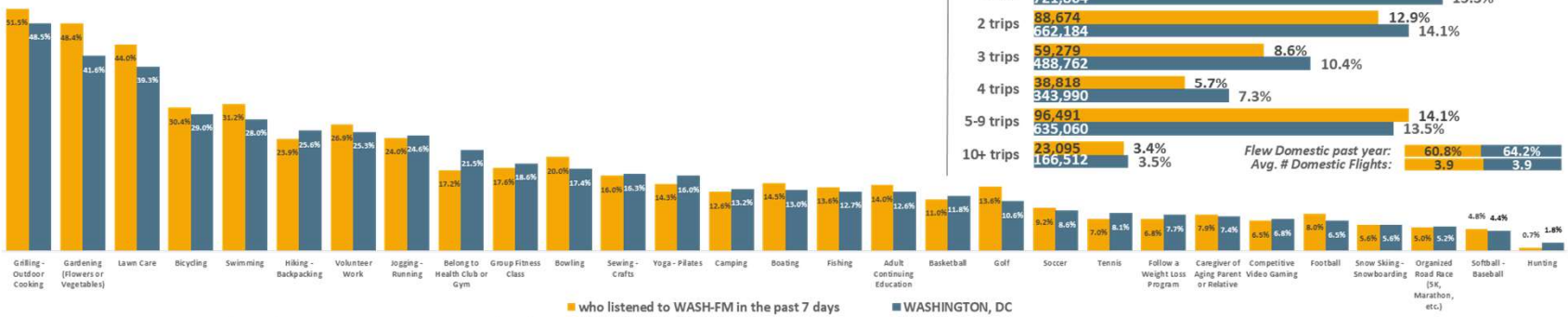
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



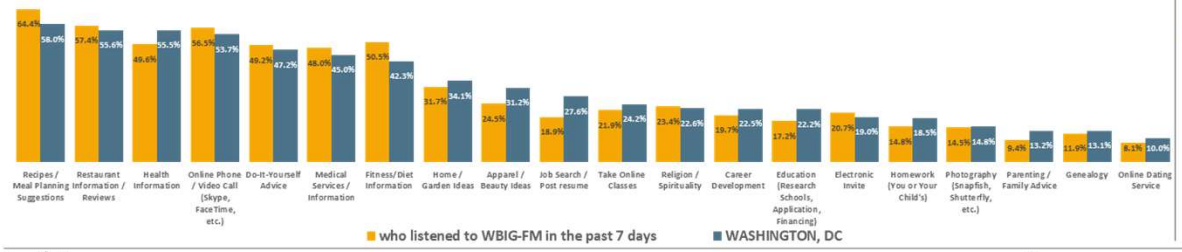
Past 12-months Domestic Airline Trips: Adults 18 or older

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

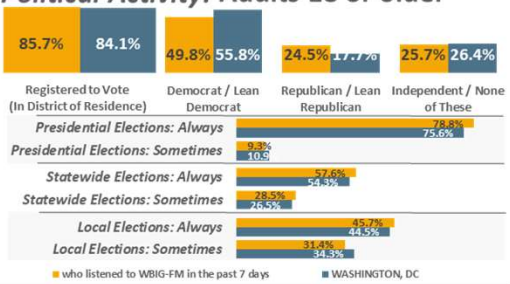
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9.6% or 453,283 of WASHINGTON, DC Metro Adults 18 or older listened to WBIG-FM in the past 7 days. Adults 18 or older who listened to WBIG-FM in the past 7 days are 4.3% more likely to look up D-I-Y advice online, 2.8% more likely to always vote in local elections, 4.3% more likely to belong to a gym, 10.5% more likely to fly domestic past yr.

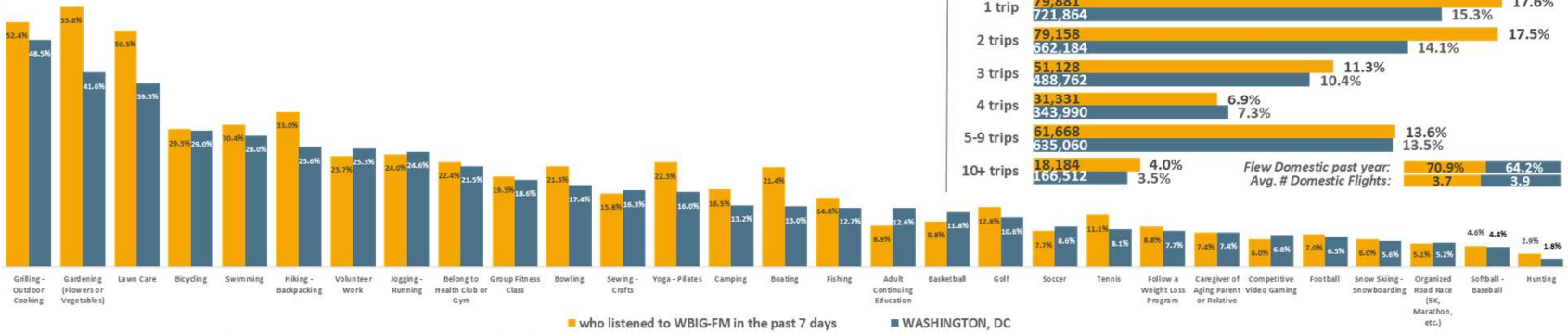
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

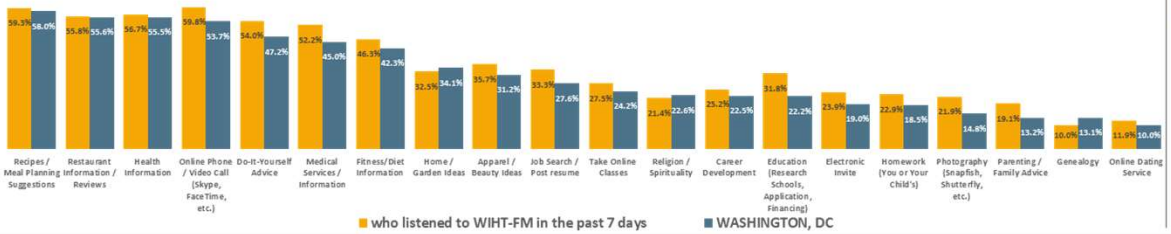
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

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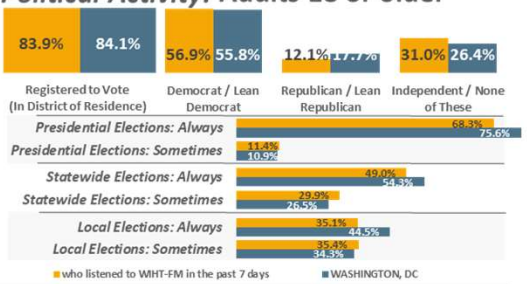
Radio Stations: WBIG-FM

9.5% or 446,273 of WASHINGTON, DC Metro Adults 18 or older listened to WIHT-FM in the past 7 days. Adults 18 or older who listened to WIHT-FM in the past 7 days are 14.5% more likely to look up D-I-Y advice online, 21.1% less likely to always vote in local elections, 3.% more likely to belong to a gym, 2.2% more likely to fly domestic past yr.

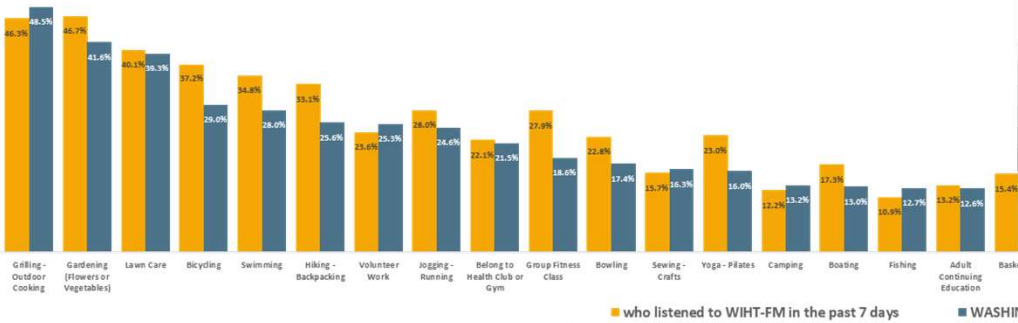
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



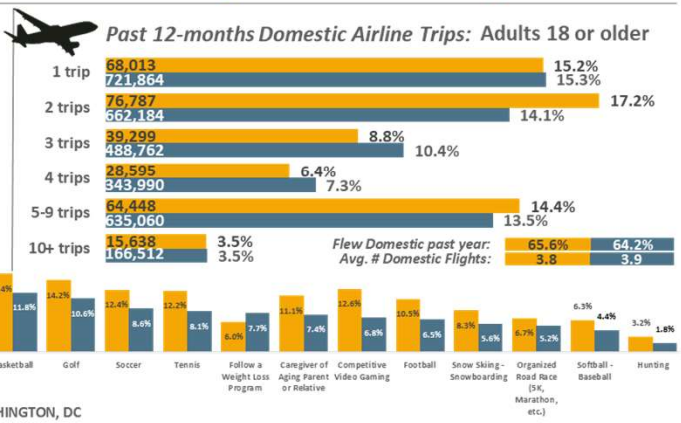
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

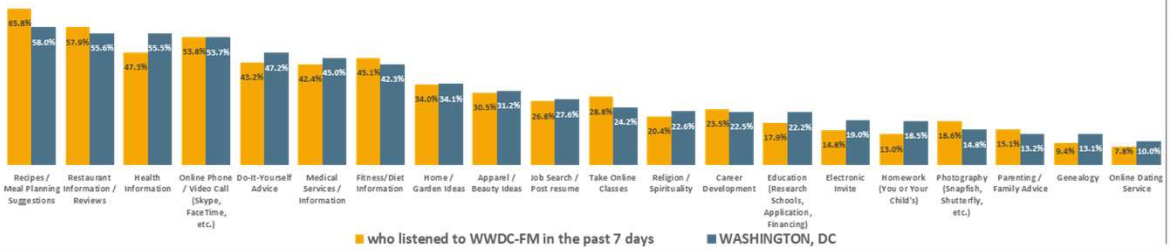
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Radio Stations: WIHT-FM

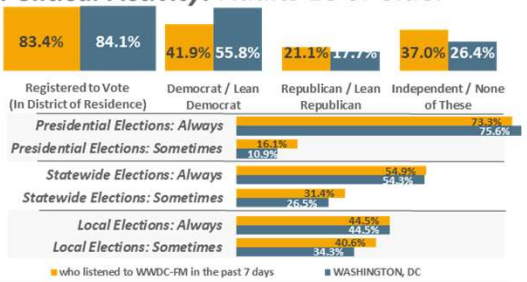
DC 101

8.2% or 384,097 of WASHINGTON, DC Metro Adults 18 or older listened to WWDC-FM in the past 7 days. Adults 18 or older who listened to WWDC-FM in the past 7 days are 8.4% less likely to look up D-I-Y advice online, .1% more likely to always vote in local elections, 25.2% more likely to belong to a gym, 16.1% more likely to fly domestic past yr.

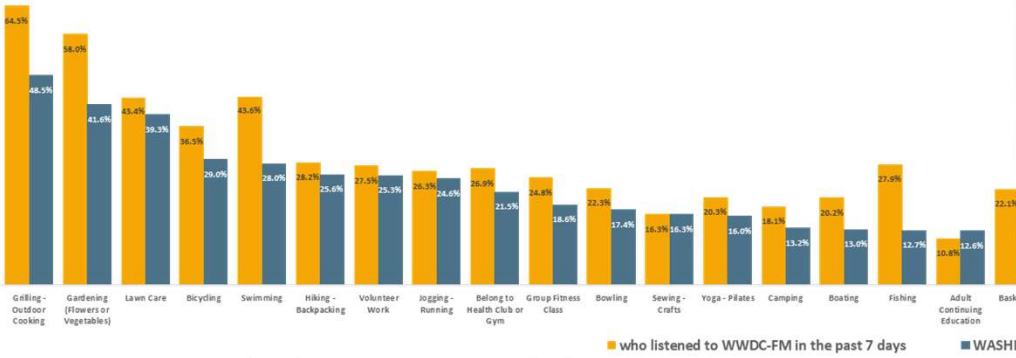
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



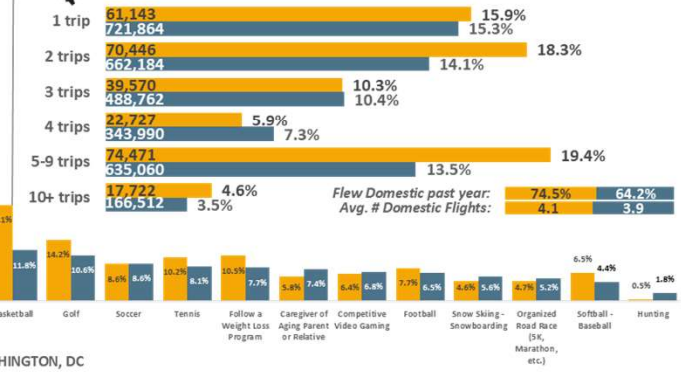
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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Radio Stations: WWDC-FM

33.9% or 1,595,855 of WASHINGTON, DC Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 1.9% more likely to use QSRs past mo., 5.1% more likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., 12.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



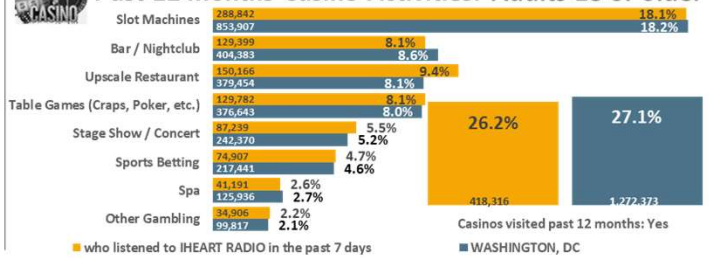
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

97.1 WASH-FM

14.6% or 685,490 of WASHINGTON, DC Metro Adults 18 or older listened to WASH-FM in the past 7 days. Adults 18 or older who listened to WASH-FM in the past 7 days are .3% more likely to use QSRs past mo., 5.3% more likely to use Sit-Down Restaurants past mo., 4.2% less likely to use Casinos past yr., 3.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



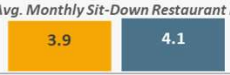
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

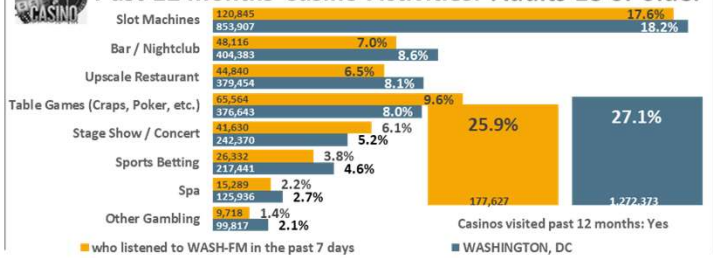


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

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Radio Stations: WASH-FM

9.6% or 453,283 of WASHINGTON, DC Metro Adults 18 or older listened to WBIG-FM in the past 7 days. Adults 18 or older who listened to WBIG-FM in the past 7 days are 2.1% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., .7% more likely to use Casinos past yr., 49.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



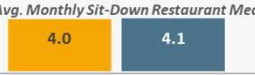
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

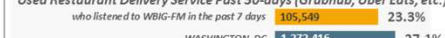


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

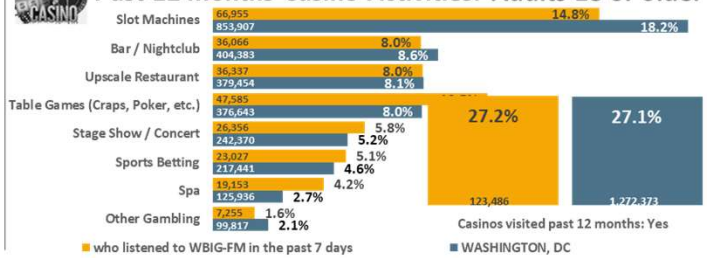


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

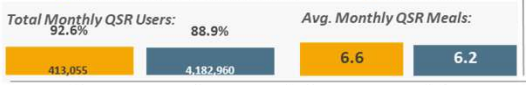
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Radio Stations: WBIG-FM

9.5% or 446,273 of WASHINGTON, DC Metro Adults 18 or older listened to WIHT-FM in the past 7 days. Adults 18 or older who listened to WIHT-FM in the past 7 days are 4.1% more likely to use QSRs past mo., 3.1% more likely to use Sit-Down Restaurants past mo., 12.6% less likely to use Casinos past yr., 7.5% less likely to smoke cigarettes.

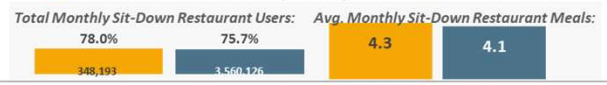
Past 30-days QSR Users: Adults 18 or older





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





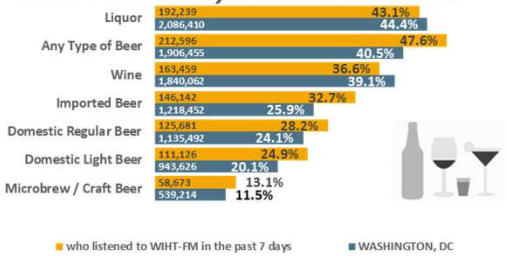
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



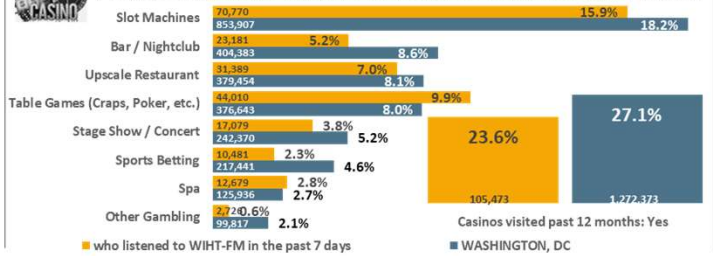


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



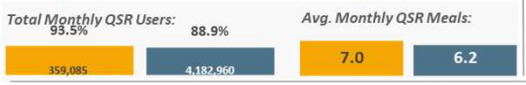
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DC 101

8.2% or 384,097 of WASHINGTON, DC Metro Adults 18 or older listened to WWDC-FM in the past 7 days. Adults 18 or older who listened to WWDC-FM in the past 7 days are 5.1% more likely to use QSRs past mo., 13.8% more likely to use Sit-Down Restaurants past mo., 11.1% more likely to use Casinos past yr., 53.5% less likely to smoke cigarettes.

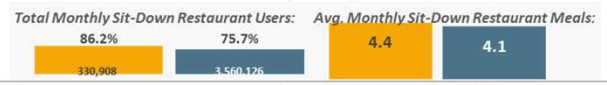
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

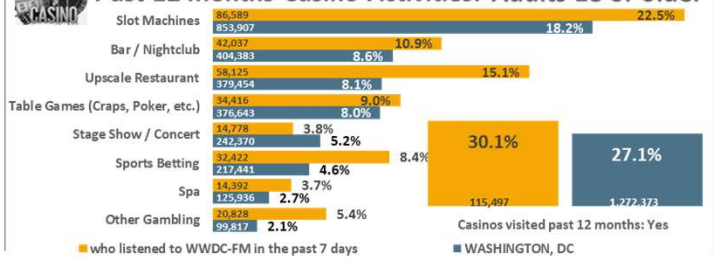
who listened to WWDC-FM in the past 7 days	127,020	33.1%
WASHINGTON, DC	1,272,416	27.1%

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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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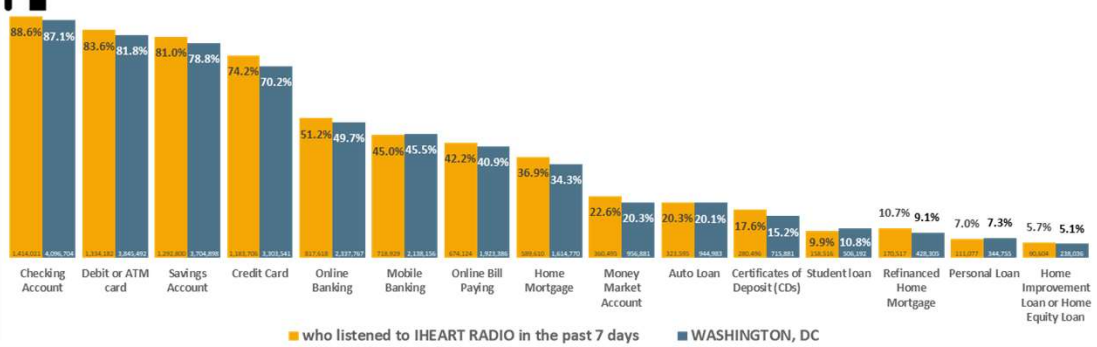
Radio Stations: WWDC-FM

33.9% or 1,595,855 of WASHINGTON, DC Metro Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 14.4% more likely to have a 401K, .9% more likely to have an Auto Loan, 3.6% more likely to Invest/Trade Stocks Online, 2.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



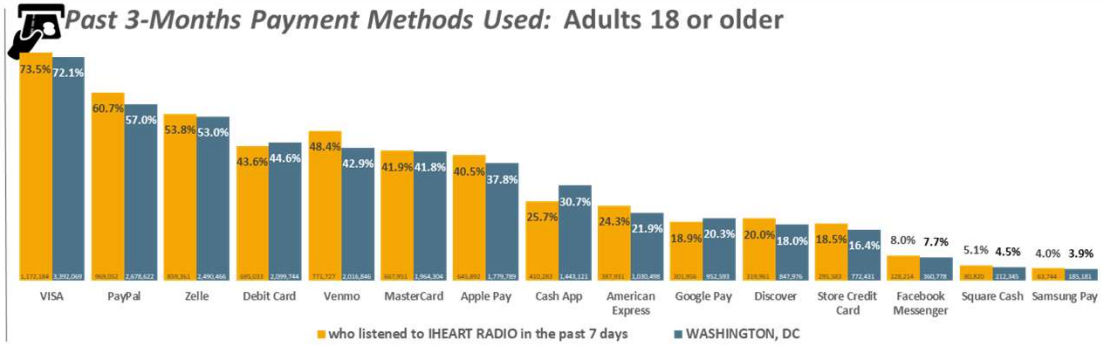
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



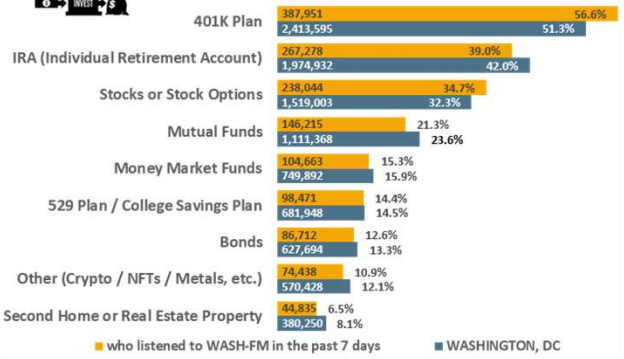
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

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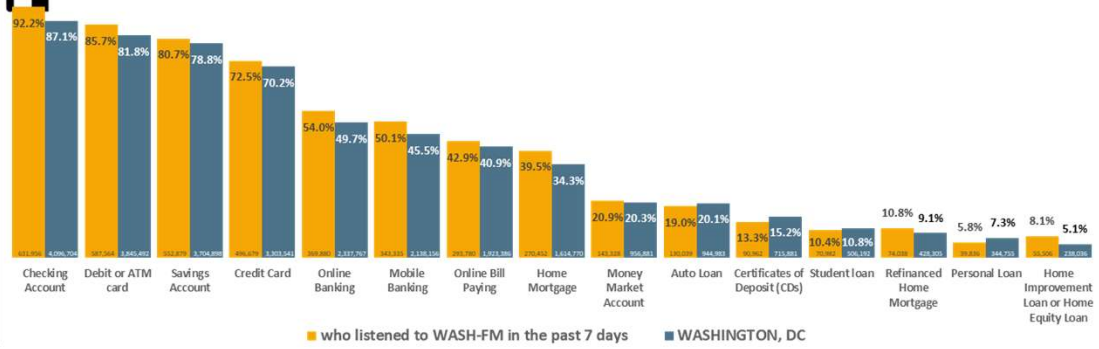
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

14.6% or 685,490 of WASHINGTON, DC Metro Adults 18 or older listened to WASH-FM in the past 7 days. Adults 18 or older who listened to WASH-FM in the past 7 days are 10.3% more likely to have a 401K, 5.6% less likely to have an Auto Loan, 2.1% more likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



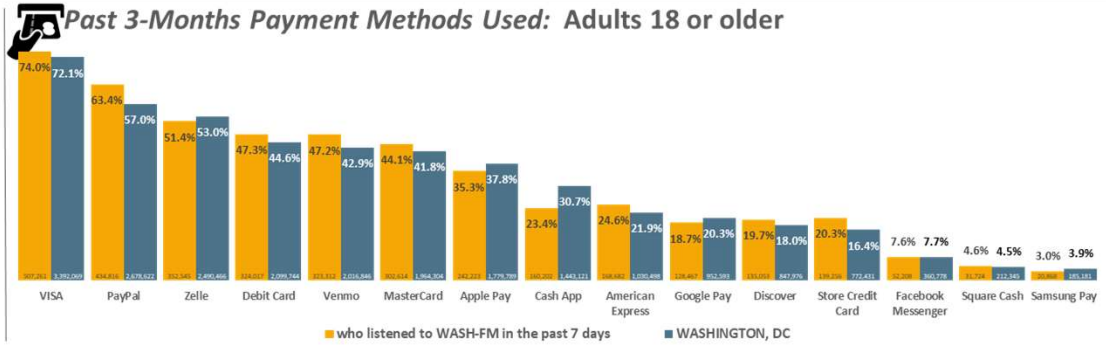
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

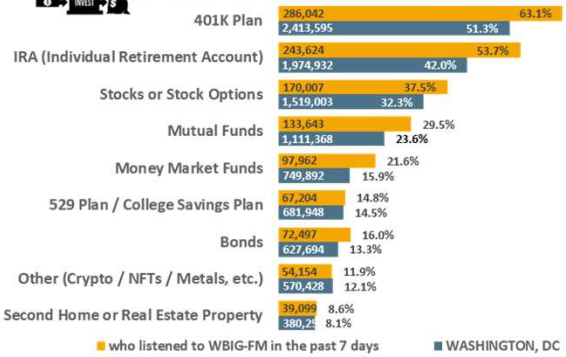


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

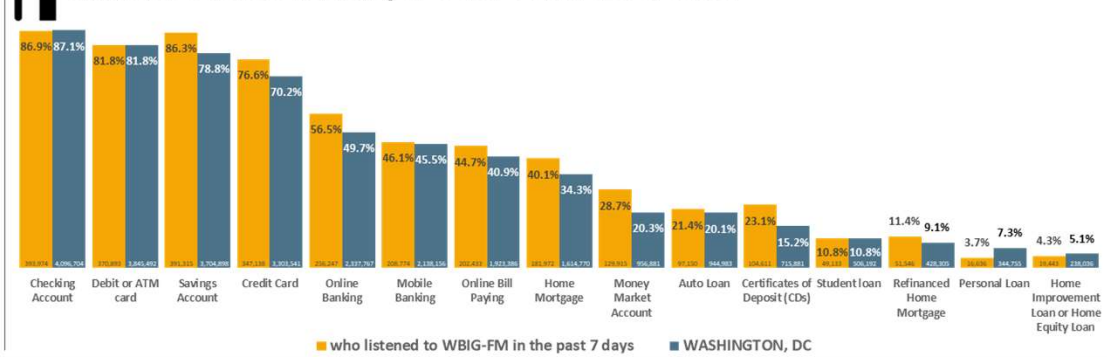
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9.6% or 453,283 of WASHINGTON, DC Metro Adults 18 or older listened to WBIG-FM in the past 7 days. Adults 18 or older who listened to WBIG-FM in the past 7 days are 23.% more likely to have a 401K, 6.7% more likely to have an Auto Loan, 11.4% more likely to Invest/Trade Stocks Online, 12.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



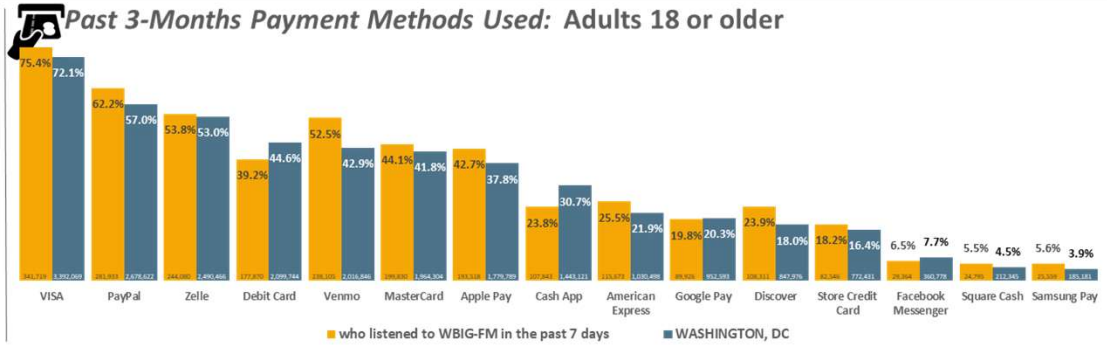
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



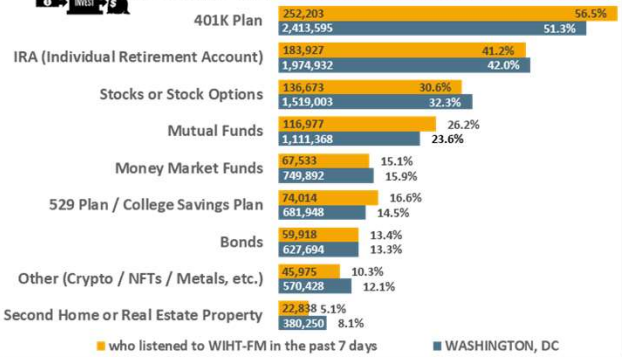
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

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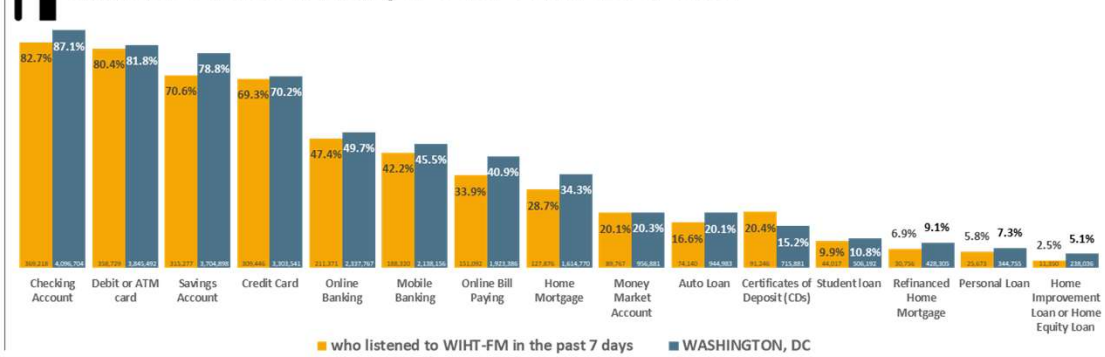
Radio Stations: WBIG-FM

9.5% or 446,273 of WASHINGTON, DC Metro Adults 18 or older listened to WIHT-FM in the past 7 days. Adults 18 or older who listened to WIHT-FM in the past 7 days are 10.1% more likely to have a 401K, 17.3% less likely to have an Auto Loan, .7% more likely to Invest/Trade Stocks Online, 4.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



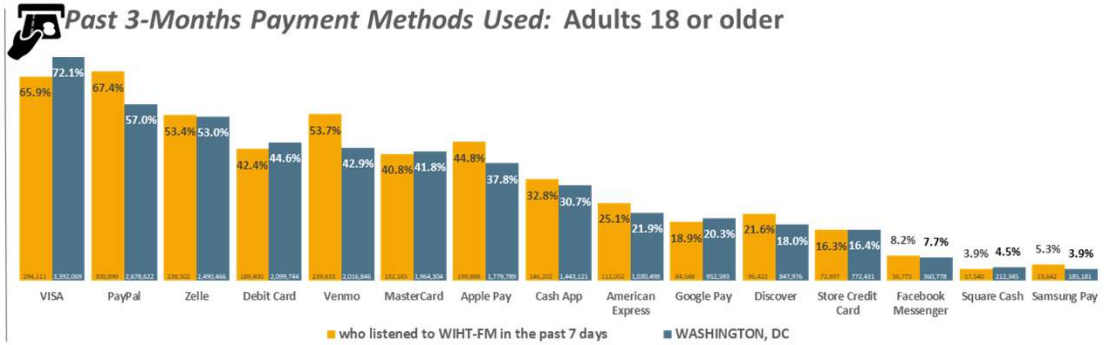
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

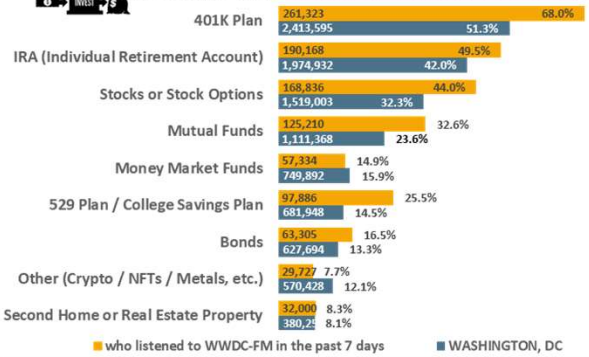


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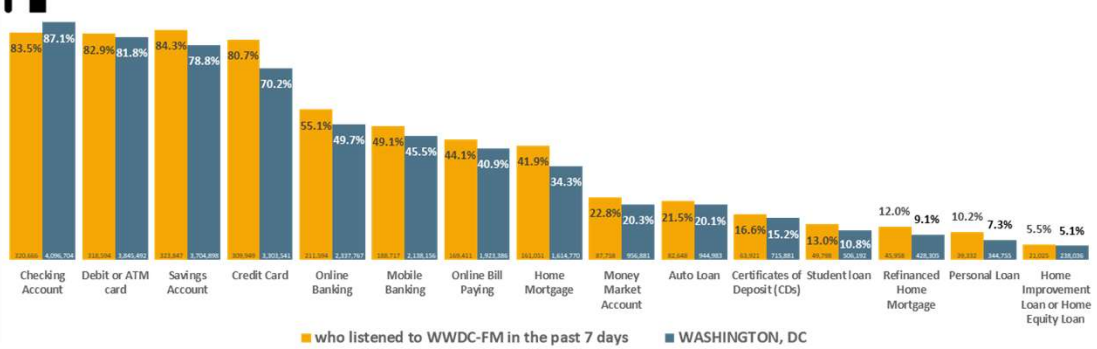
DC 101

8.2% or 384,097 of WASHINGTON, DC Metro Adults 18 or older listened to WWDC-FM in the past 7 days. Adults 18 or older who listened to WWDC-FM in the past 7 days are 32.6% more likely to have a 401K, 7.1% more likely to have an Auto Loan, 50.1% more likely to Invest/Trade Stocks Online, 10.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



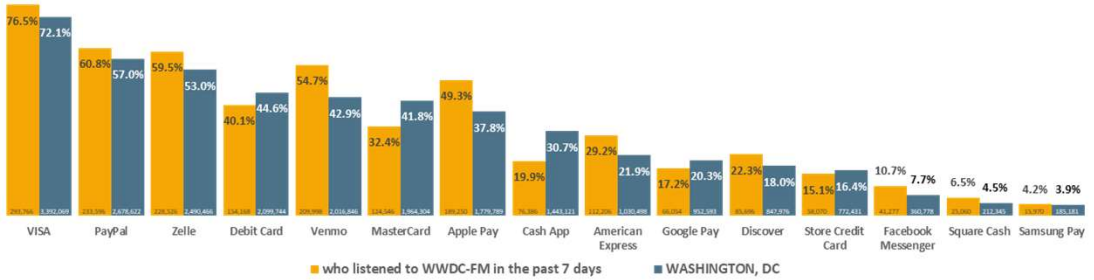
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

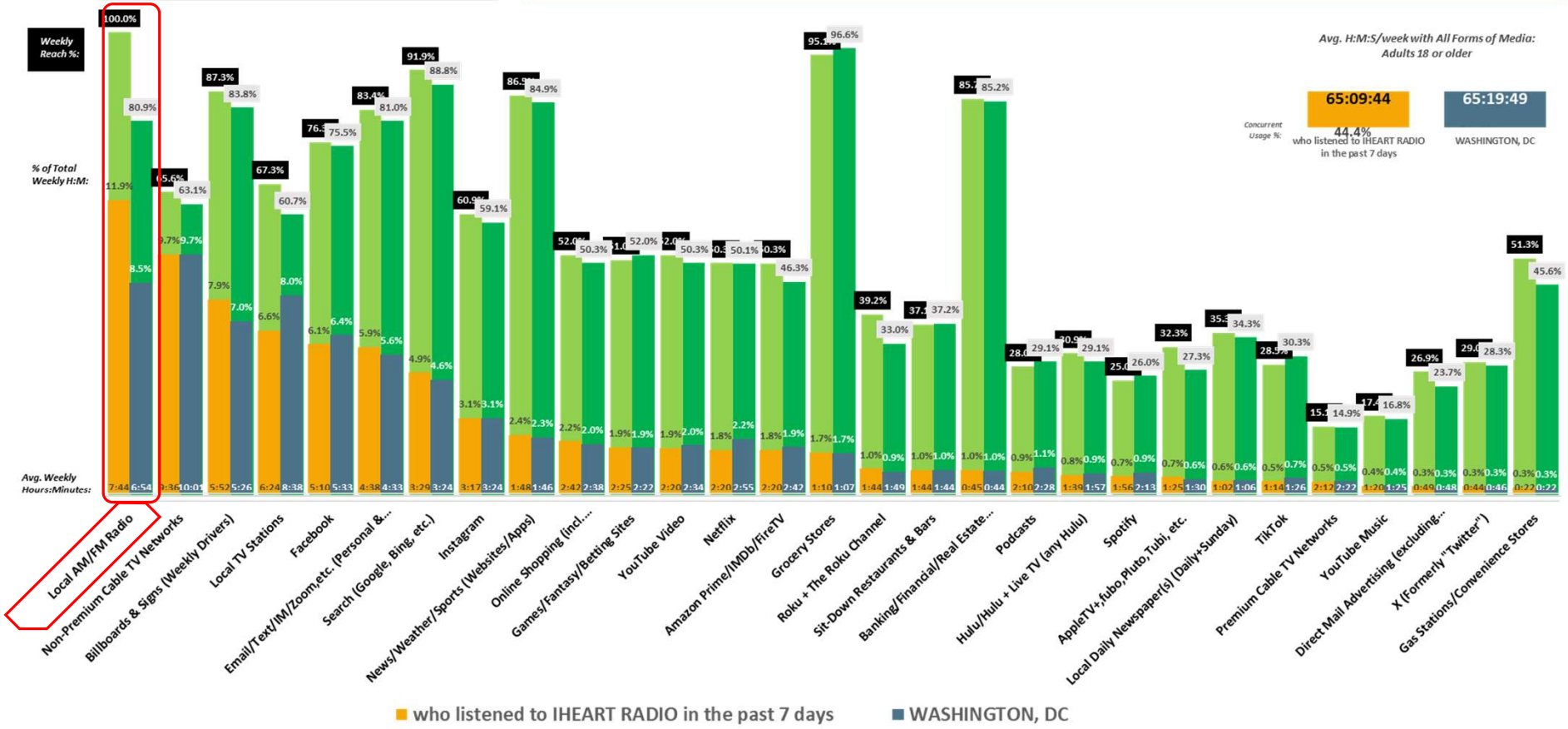


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Radio Stations: WWDC-FM

Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 2 days, 17 hours, 9 minutes and 44 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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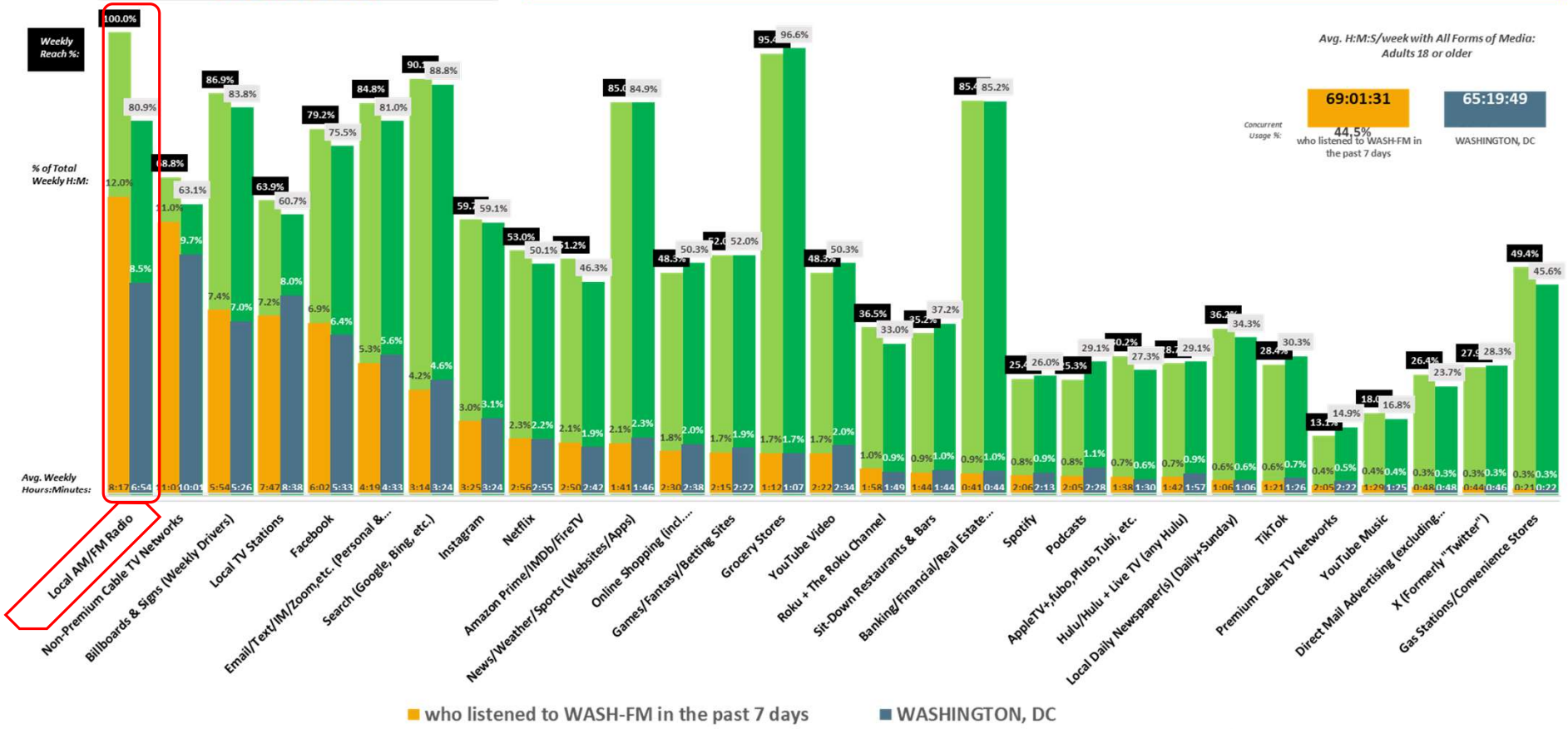
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

97.1 WASH-FM

Adults 18 or older who listened to WASH-FM in the past 7 days spend an average of 2 days, 21 hours, 1 minutes and 31 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WASH-FM in the past 7 days spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 12.% of total time spent with all forms of Media.

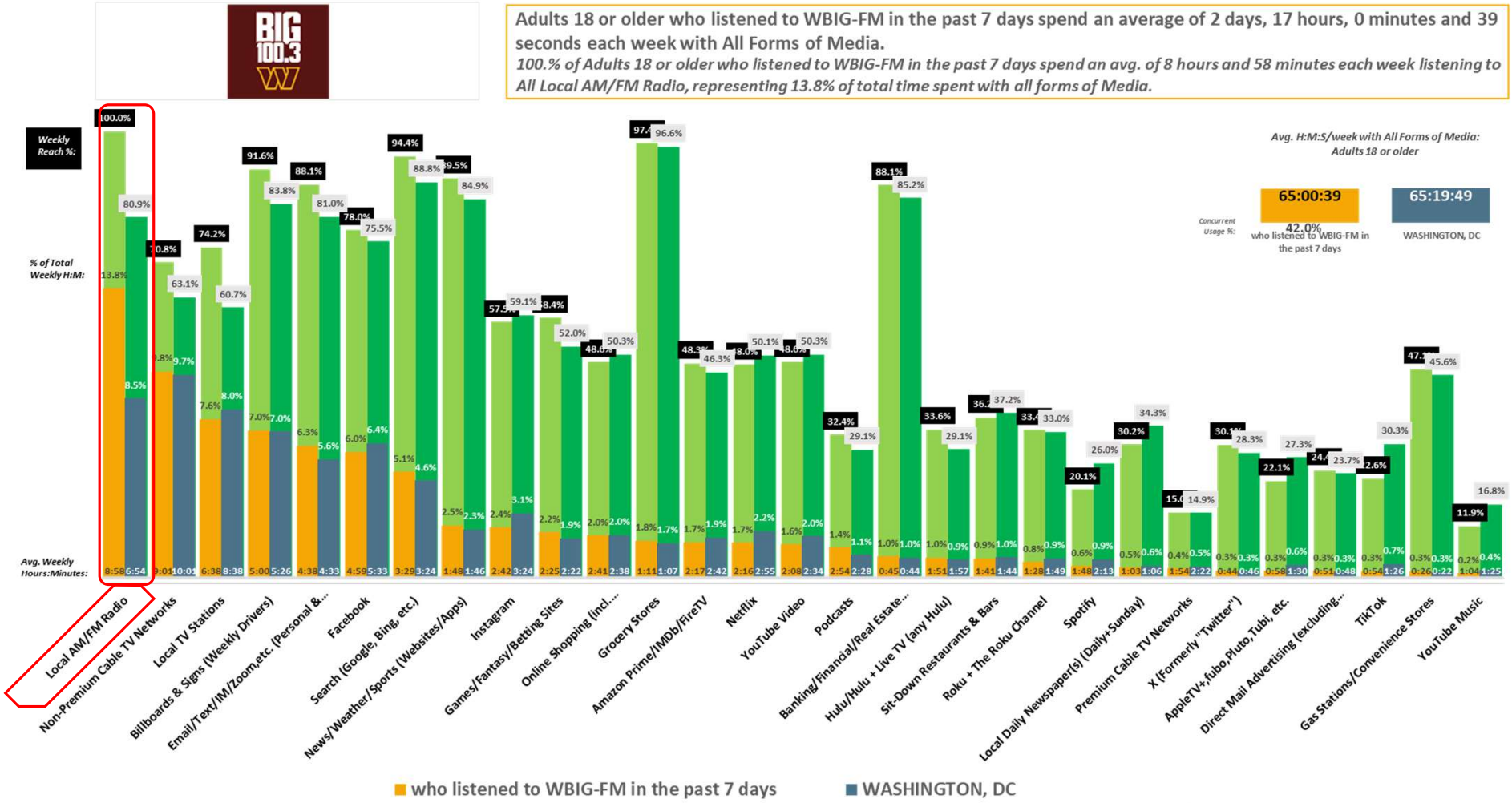


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WASH-FM

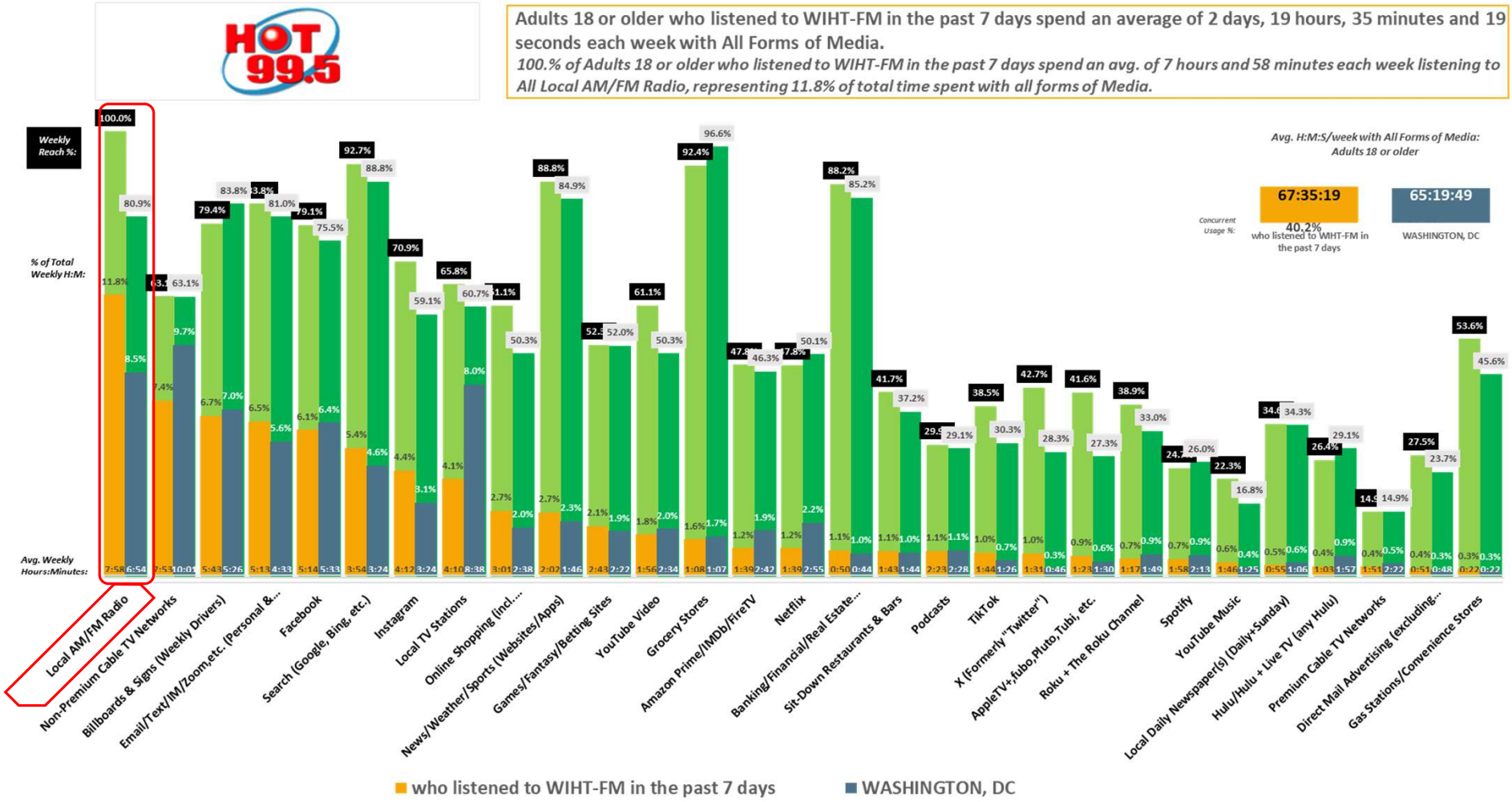


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WBIG-FM



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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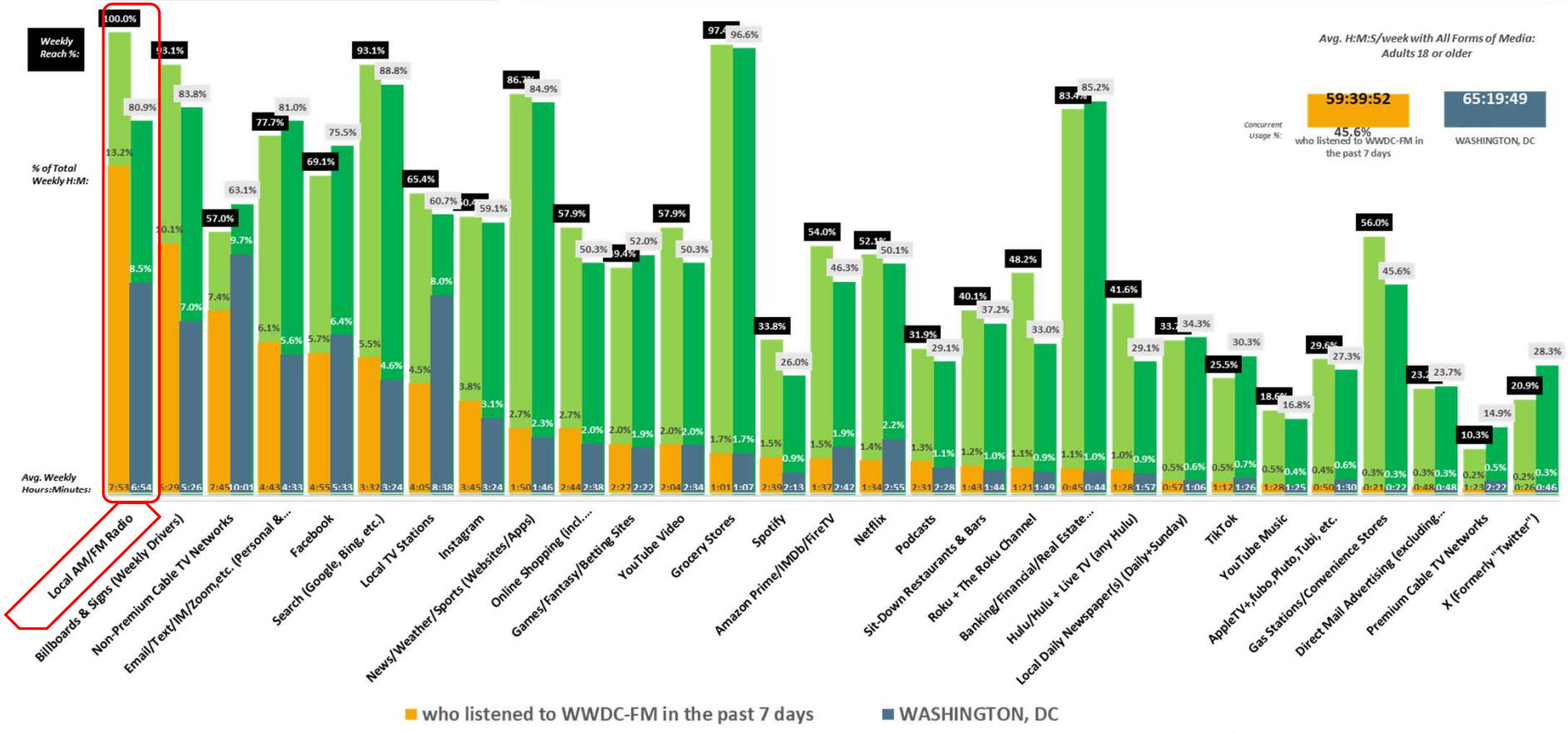
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Radio Stations: WIHT-FM

DC 101

Adults 18 or older who listened to WWDC-FM in the past 7 days spend an average of 2 days, 11 hours, 39 minutes and 52 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WWDC-FM in the past 7 days spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.

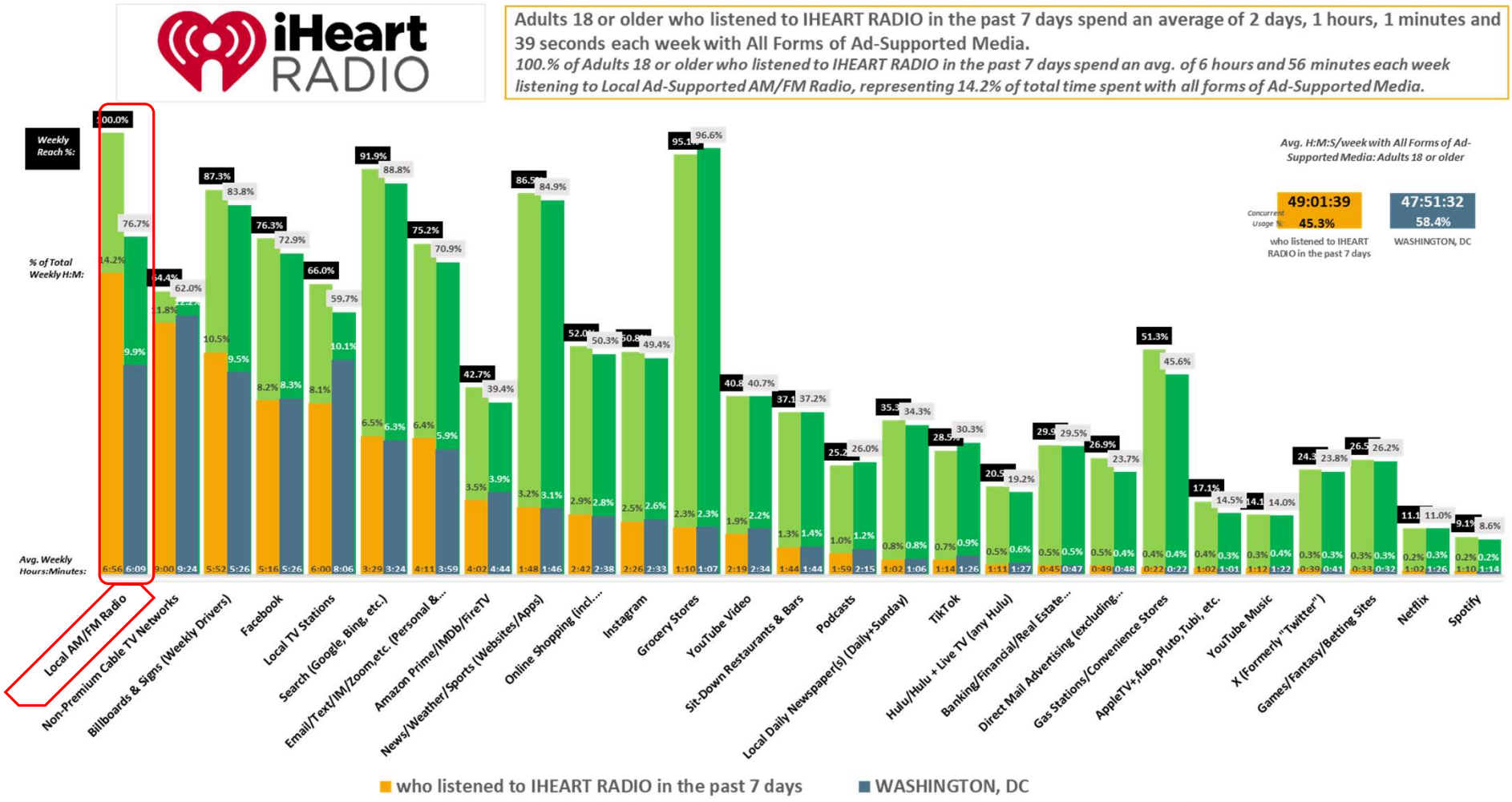


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WWDC-FM

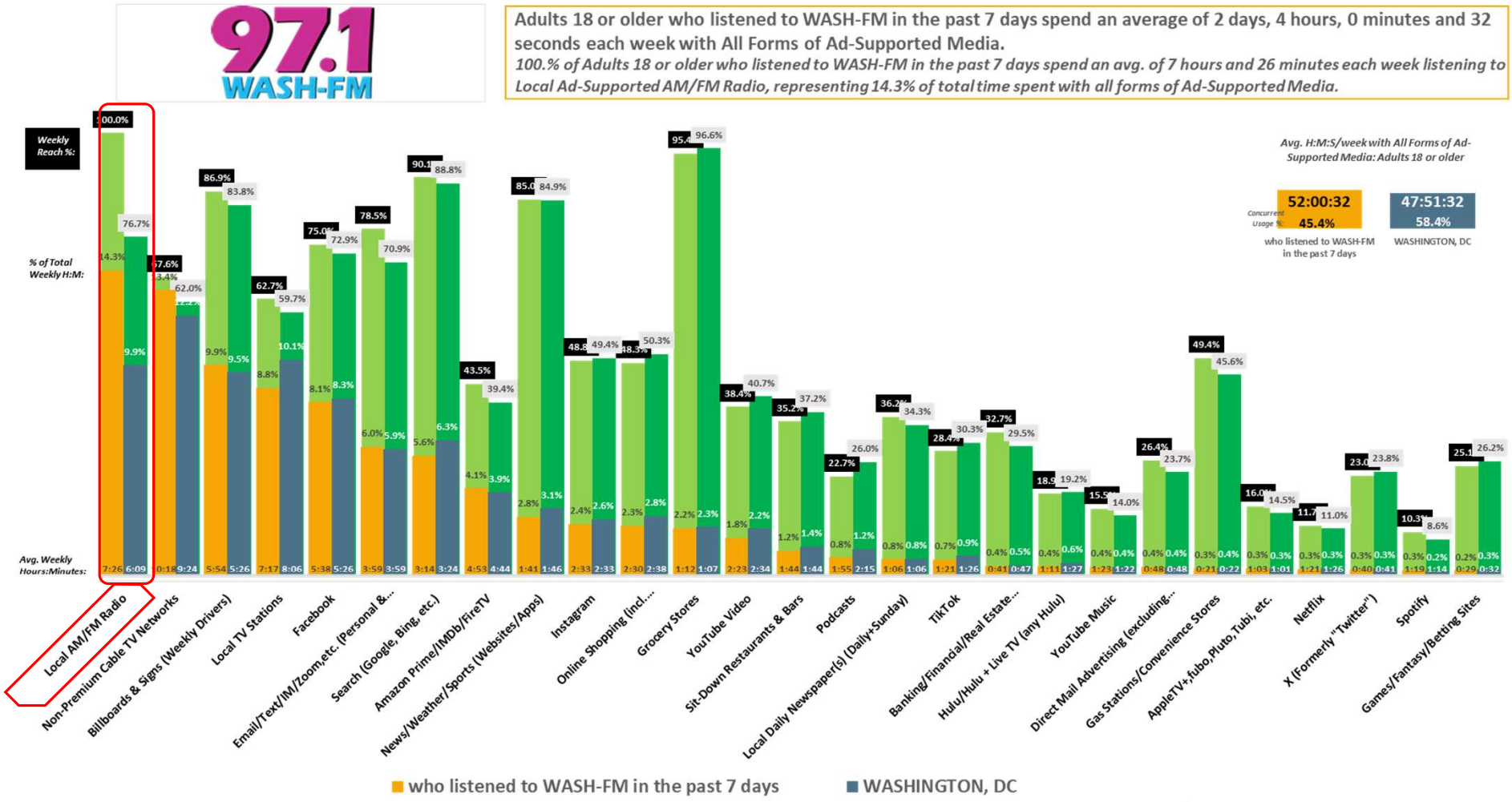


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

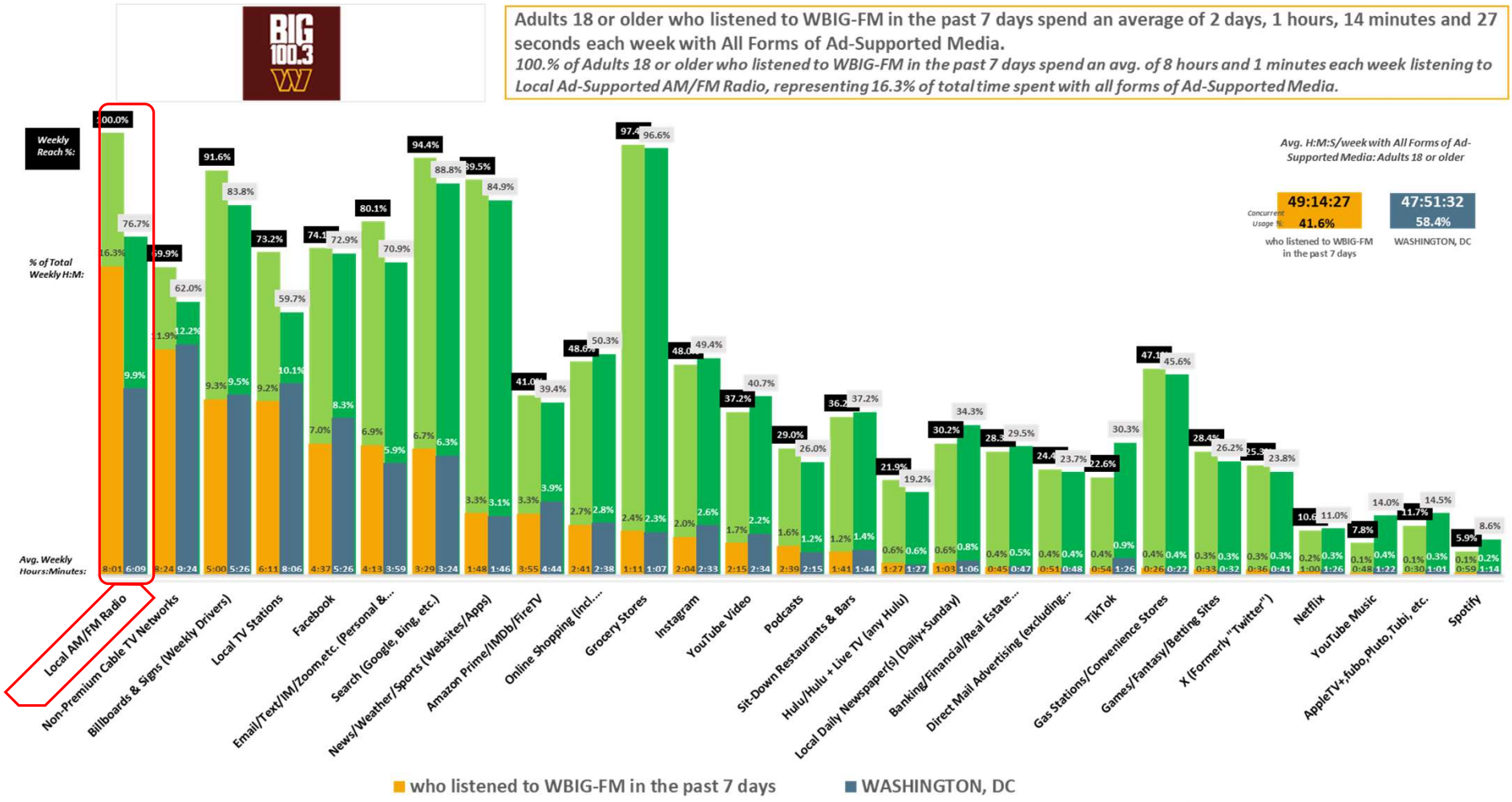


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WASH-FM

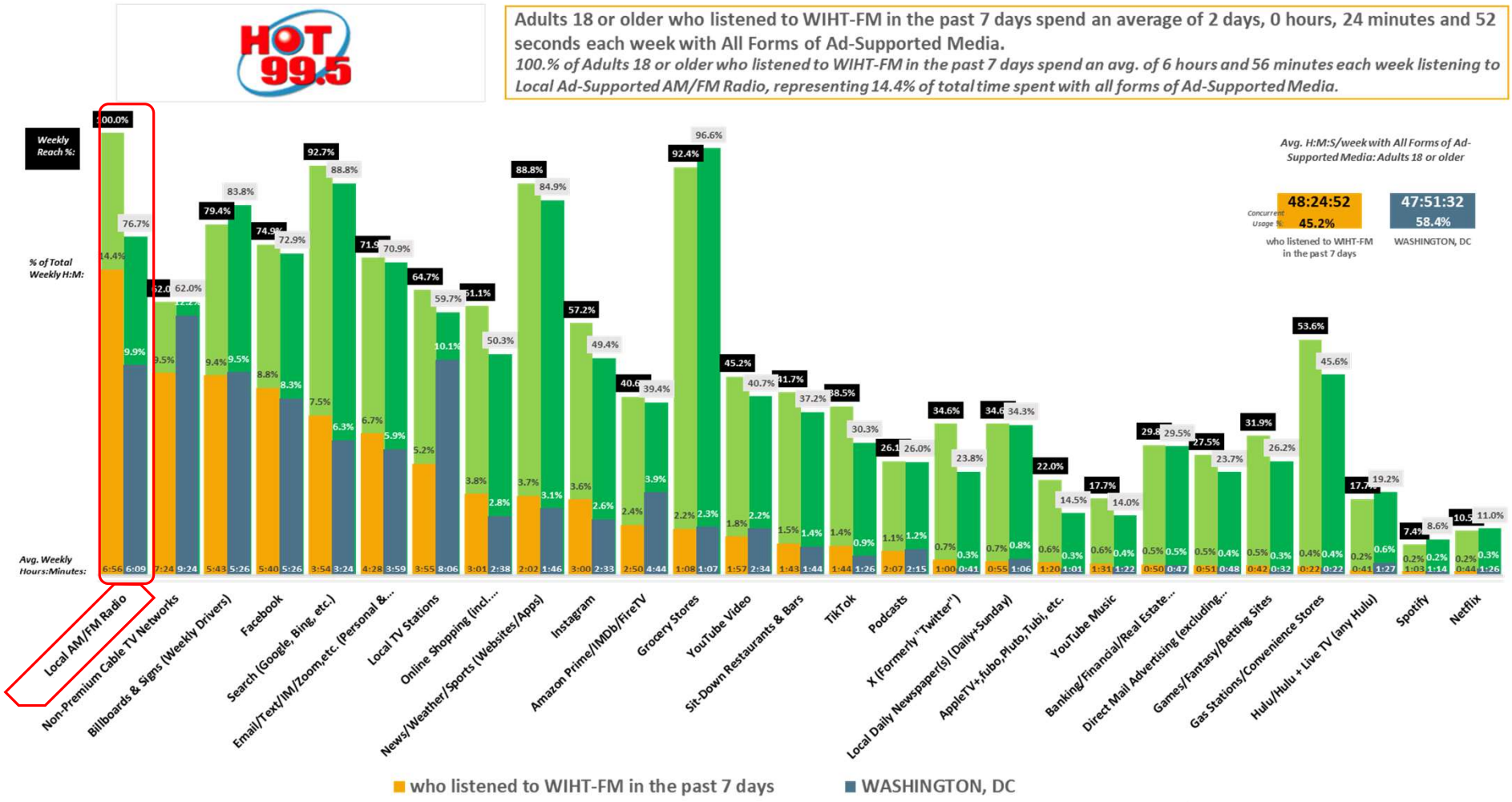


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WBIG-FM



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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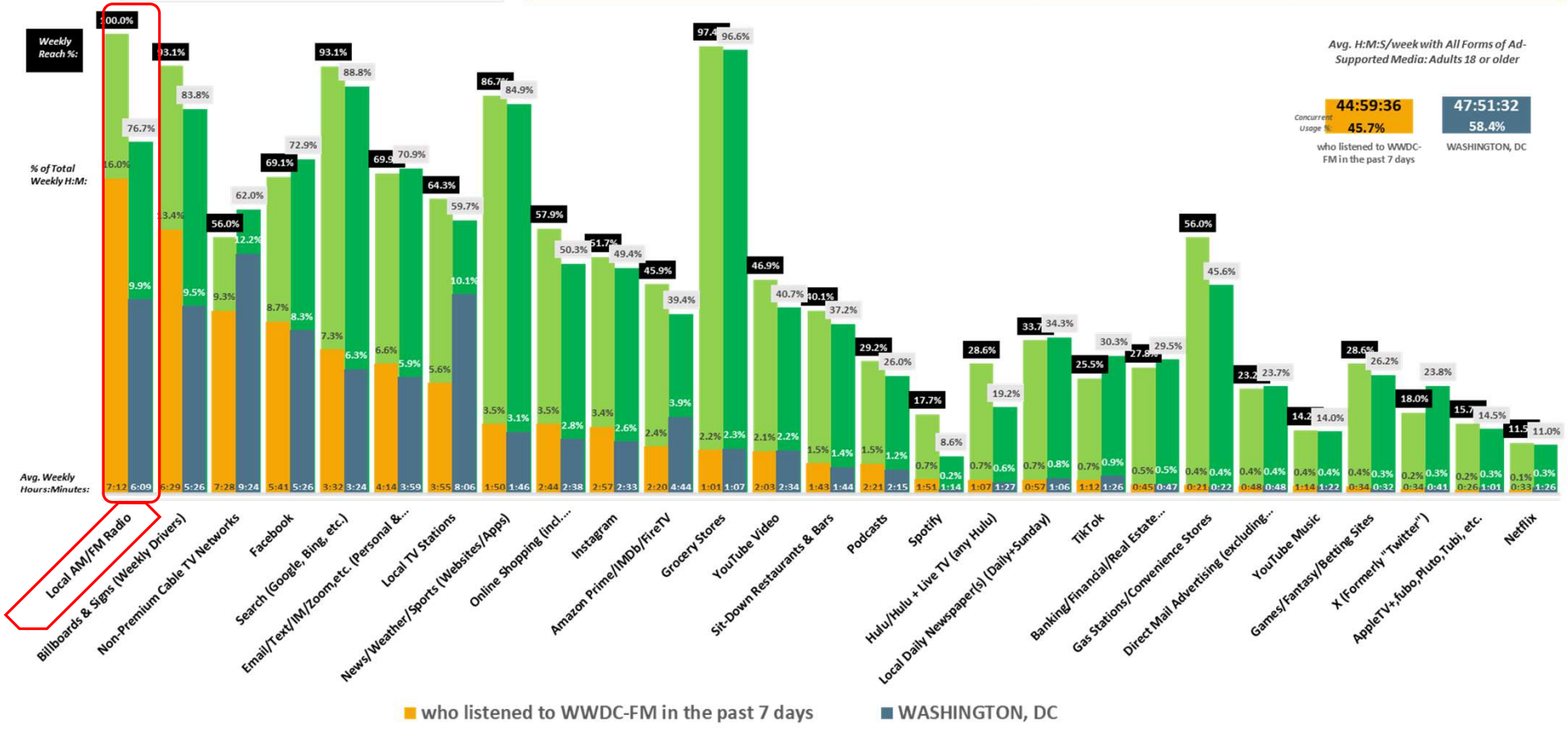
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Radio Stations: WIHT-FM

DC 101

Adults 18 or older who listened to WWDC-FM in the past 7 days spend an average of 1 days, 20 hours, 59 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WWDC-FM in the past 7 days spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

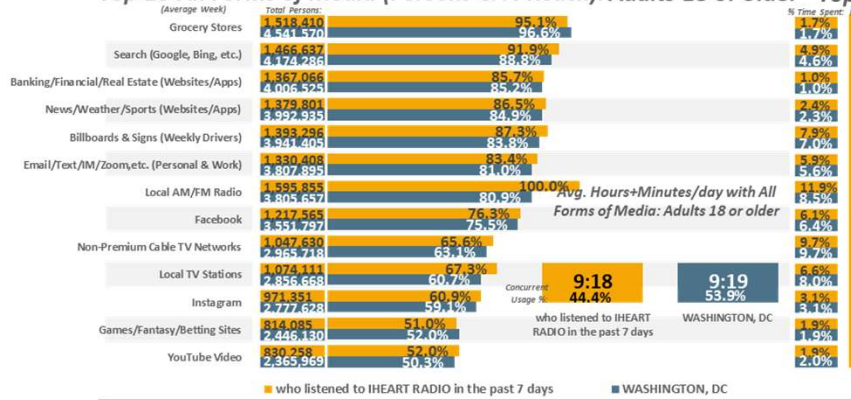
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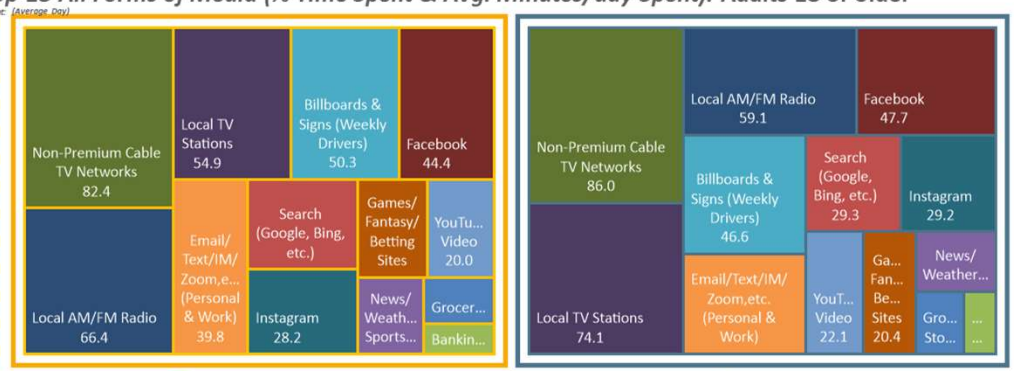
Radio Stations: WWDC-FM

Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 7 hours and 0 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 59.6 minutes/day. *(Local Radio delivers 14.2% of Time with Ad-Supported Media.)*

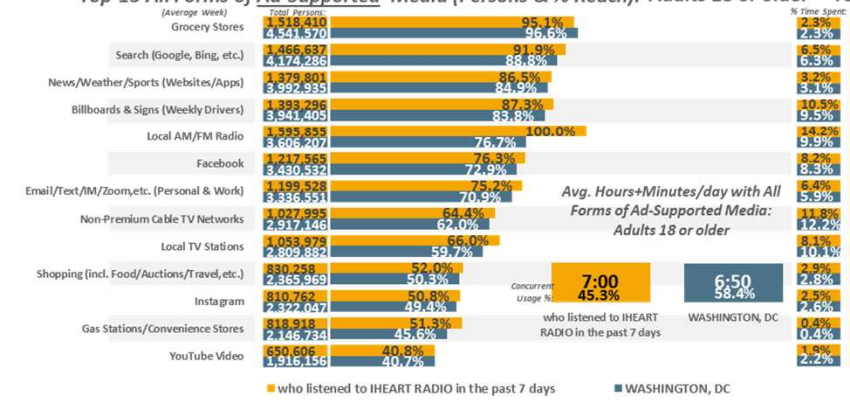
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



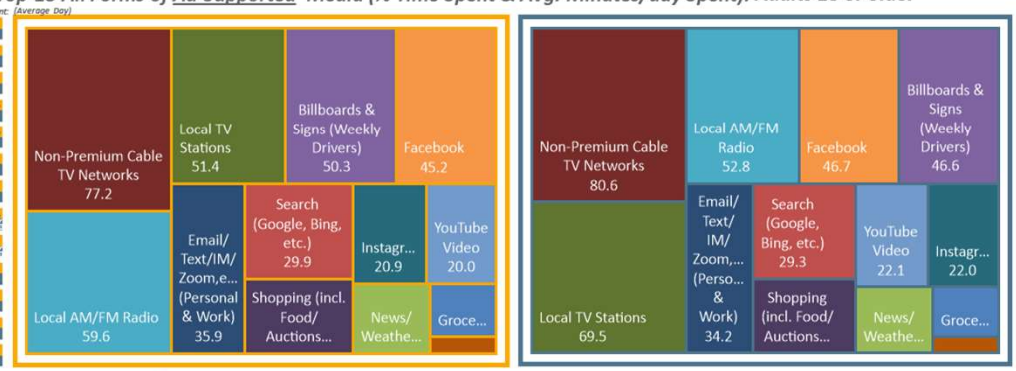
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

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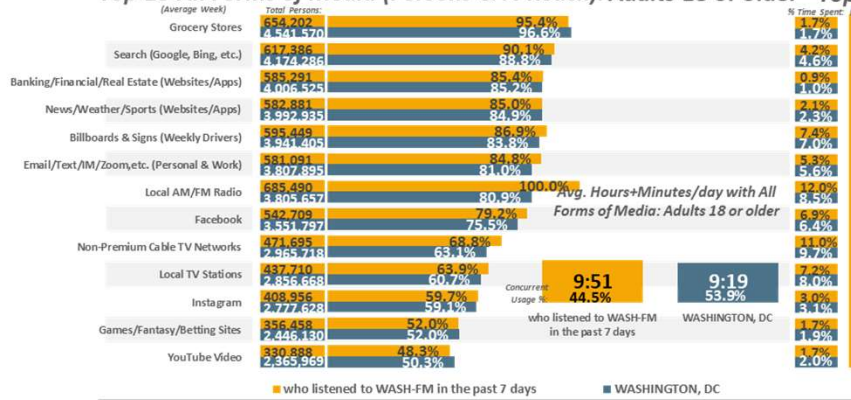
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

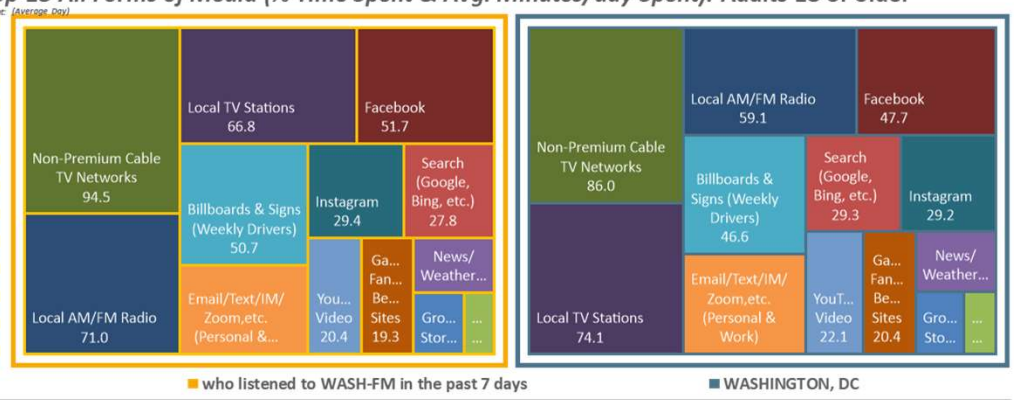
97.1 WASH-FM

Adults 18 or older who listened to WASH-FM in the past 7 days spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

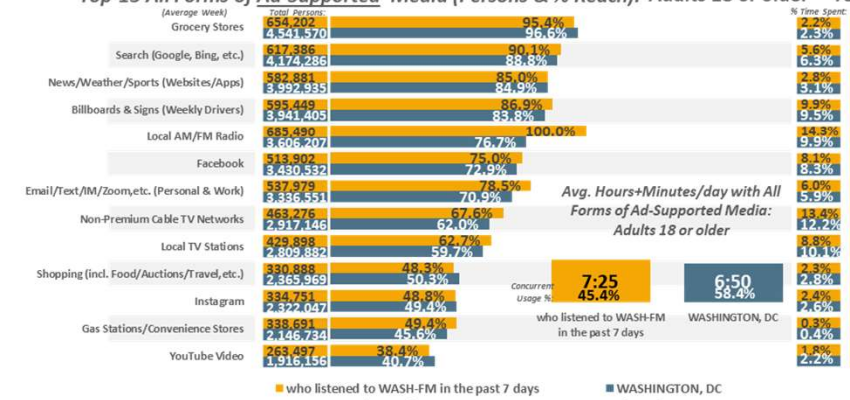
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



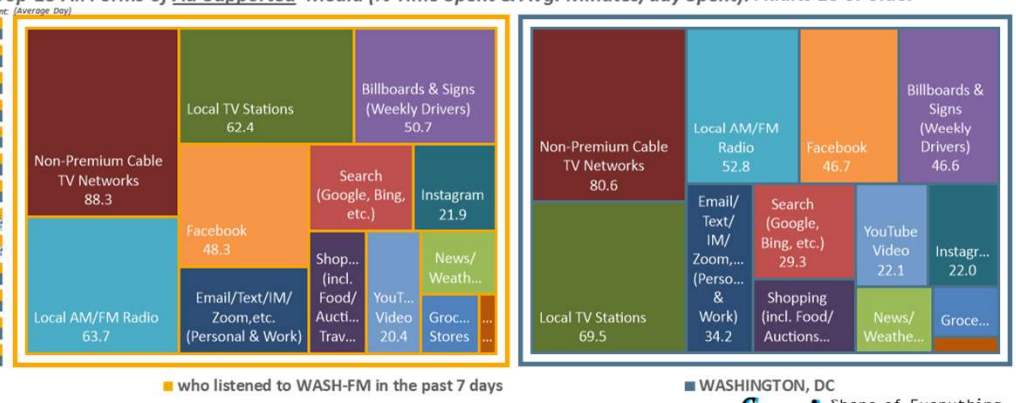
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

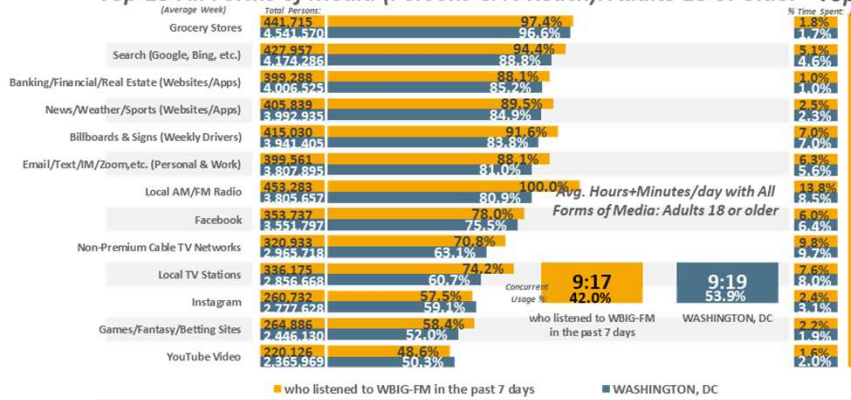
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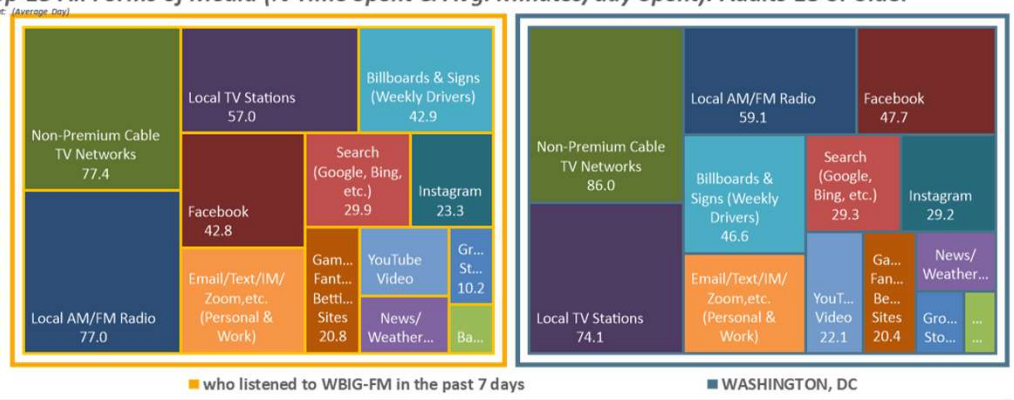
Radio Stations: WASH-FM

Adults 18 or older who listened to WBIG-FM in the past 7 days spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 68.8 minutes/day. *(Local Radio delivers 16.3% of Time with Ad-Supported Media.)*

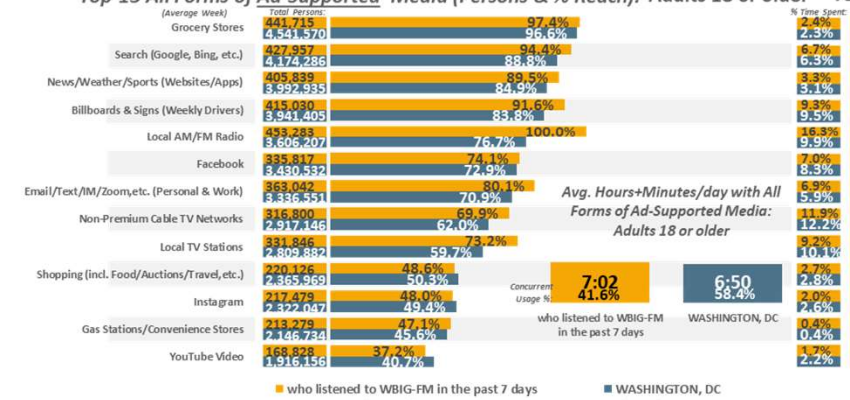
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



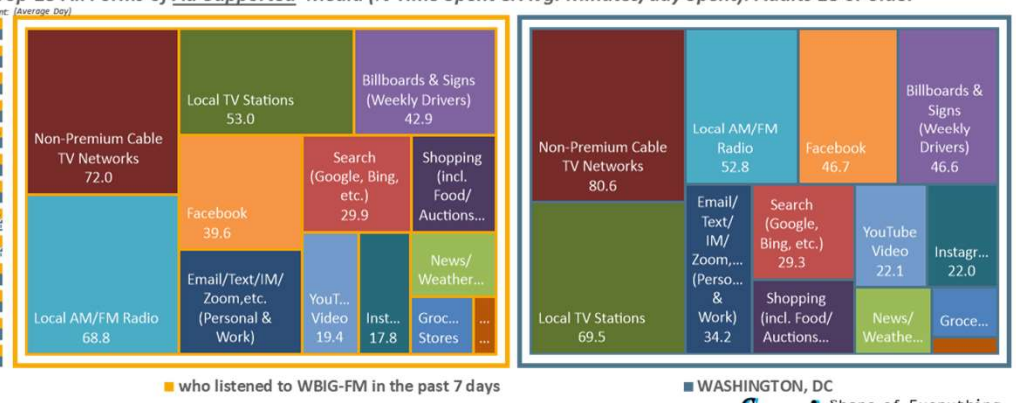
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

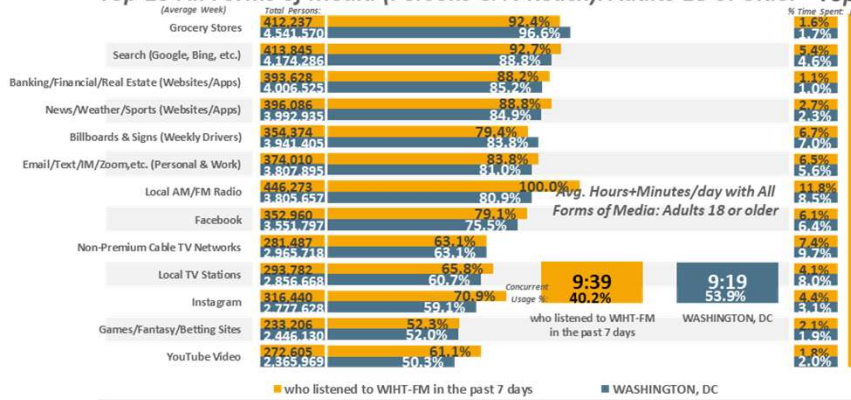
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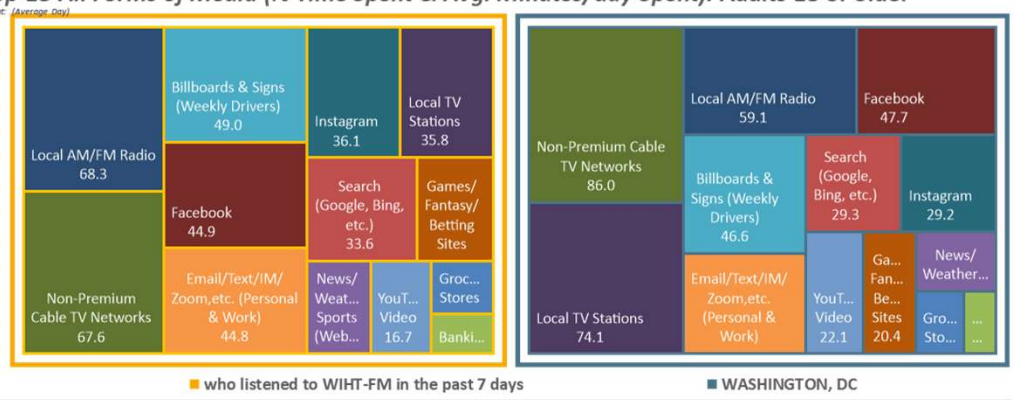
Radio Stations: WBIG-FM

Adults 18 or older who listened to WIHT-FM in the past 7 days spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 59.6 minutes/day. *(Local Radio delivers 14.4% of Time with Ad-Supported Media.)*

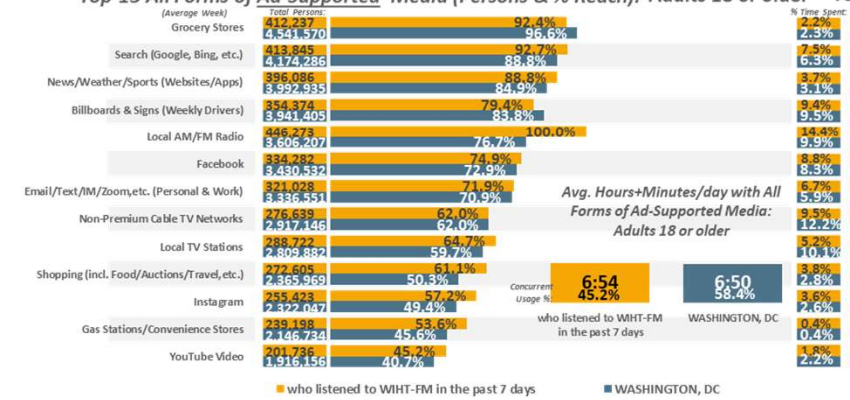
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



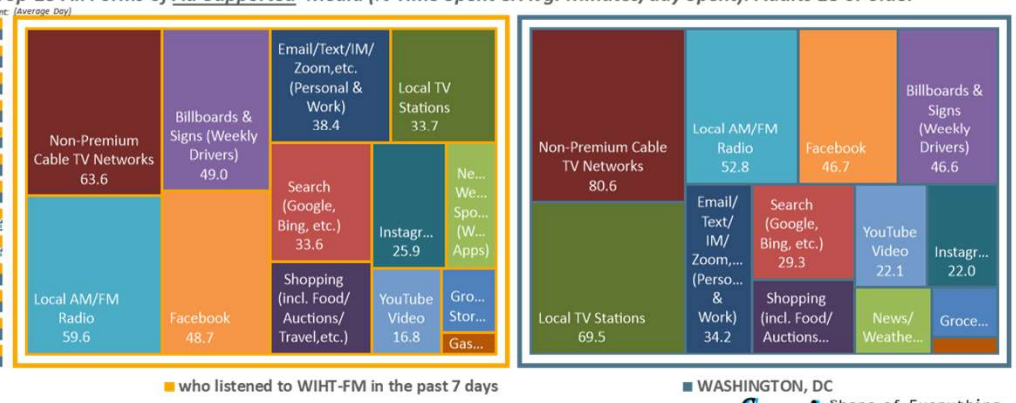
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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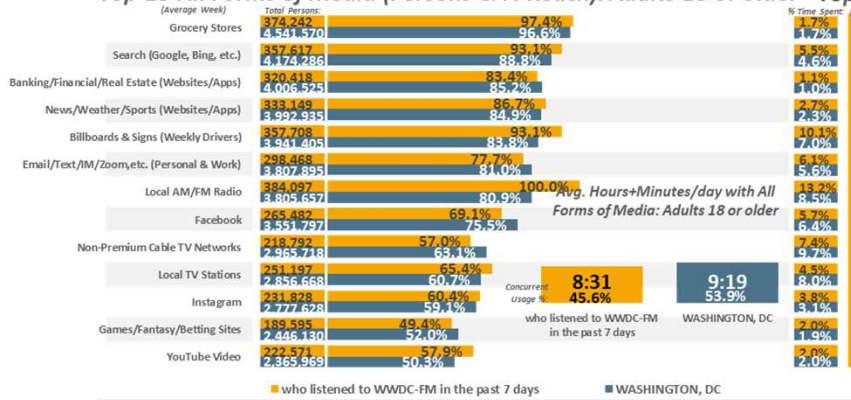
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Radio Stations: WIHT-FM

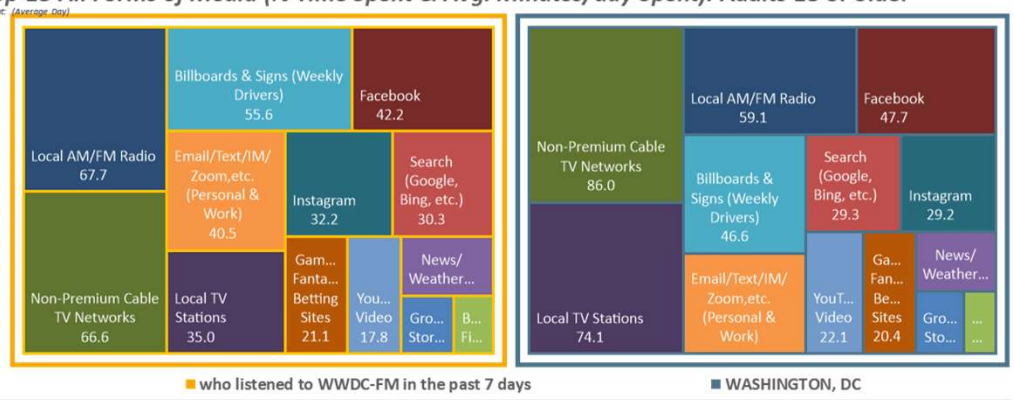
DC 101

Adults 18 or older who listened to WWDC-FM in the past 7 days spend an average of 6 hours and 25 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 61.7 minutes/day. *(Local Radio delivers 16.% of Time with Ad-Supported Media.)*

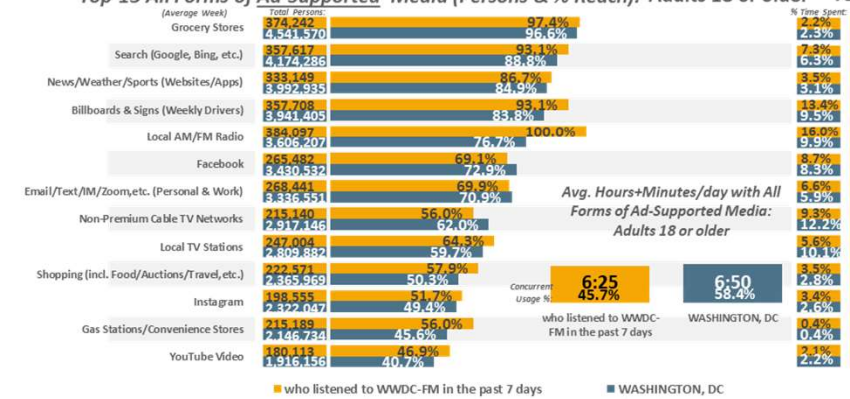
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



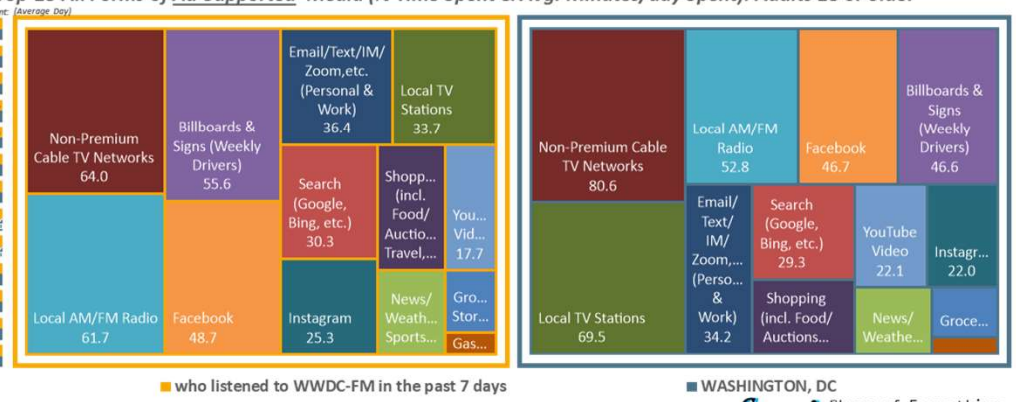
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

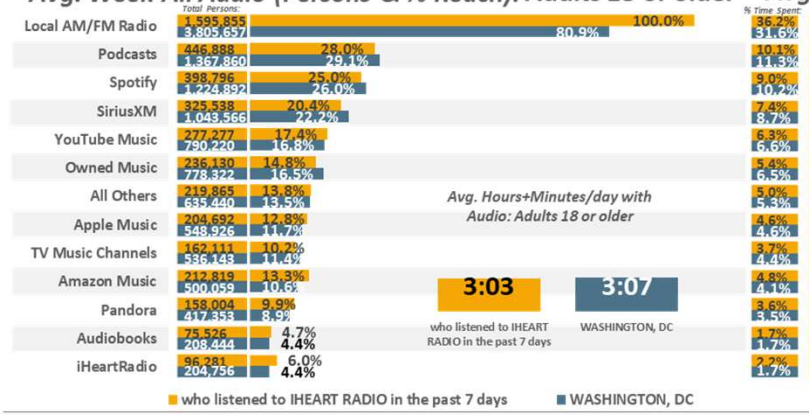
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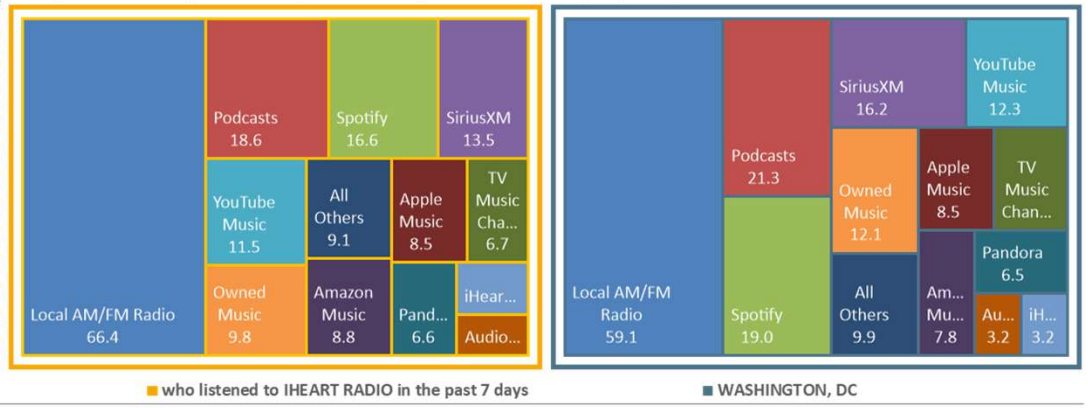
Radio Stations: WWDC-FM

1,595,855 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 46.% of all time spent daily with Ad-Supported Audio.

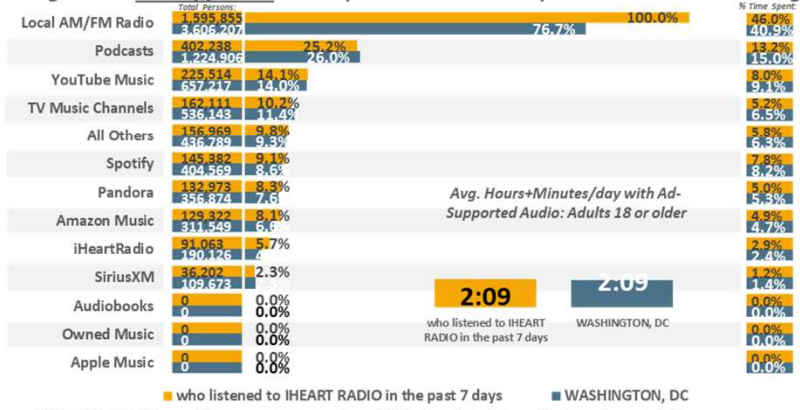
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



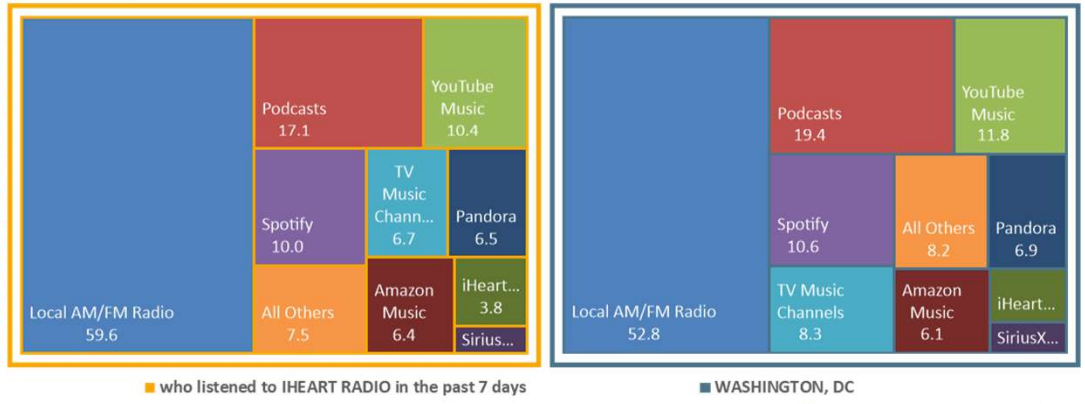
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

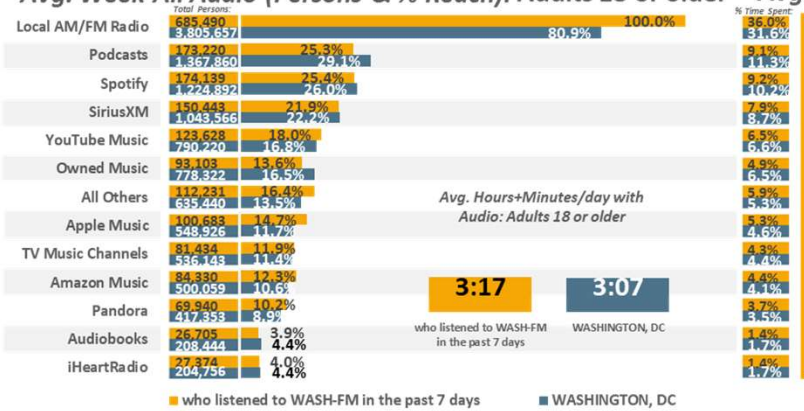
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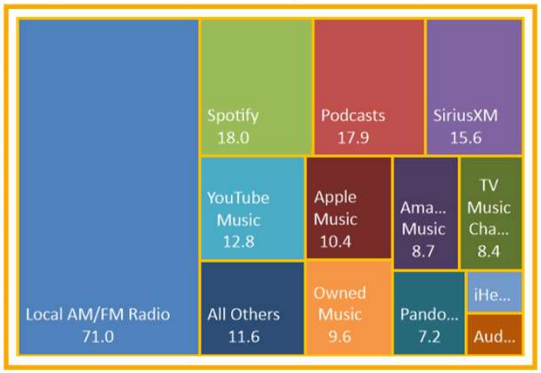
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

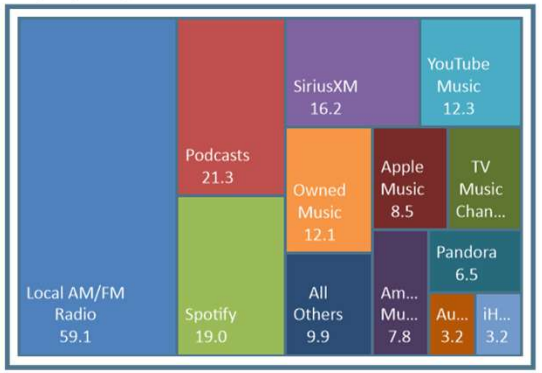
685,490 or 100.% of Adults 18 or older who listened to WASH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.

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

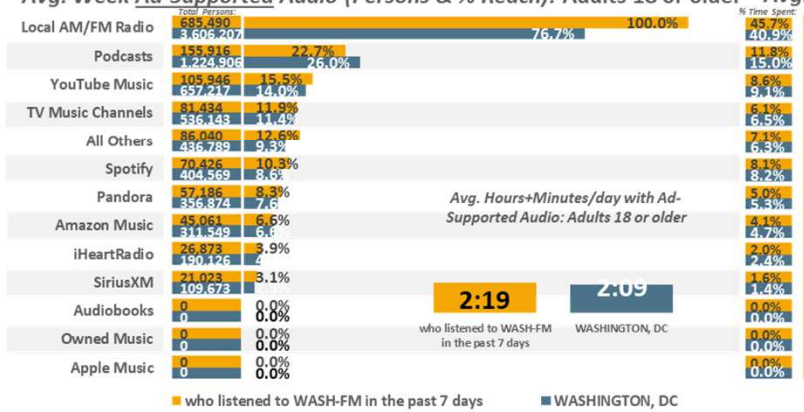


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

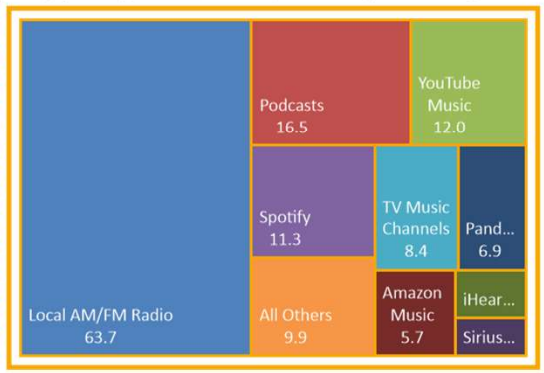


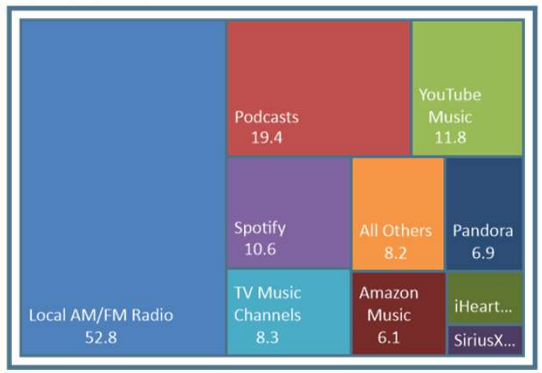


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

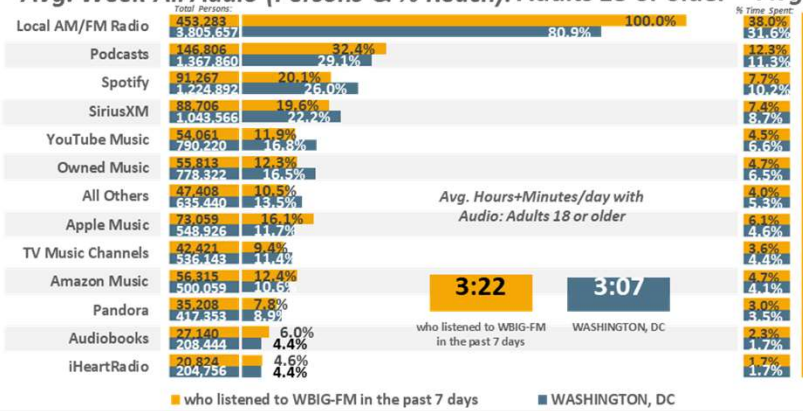
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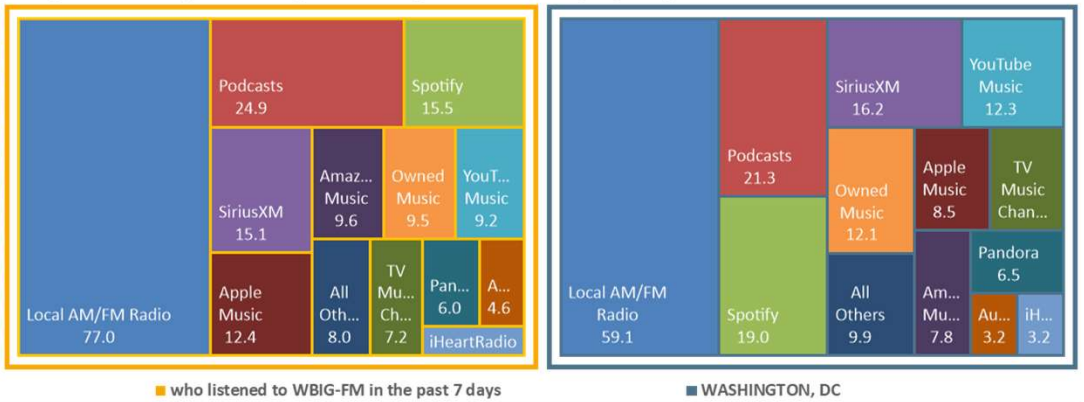
Radio Stations: WASH-FM

453,283 or 100.% of Adults 18 or older who listened to WBIG-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 50.1% of all time spent daily with Ad-Supported Audio.

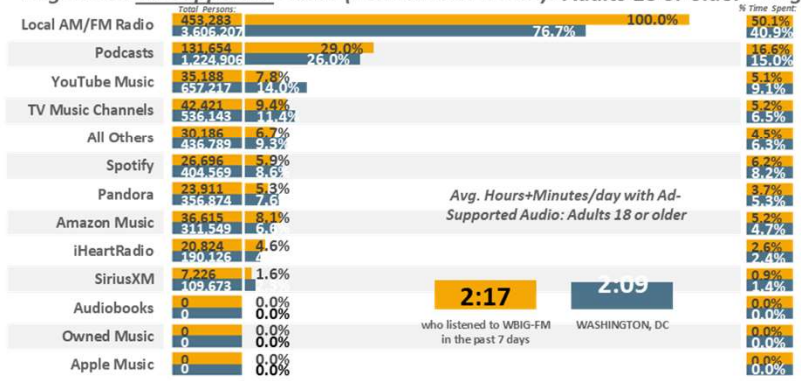
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



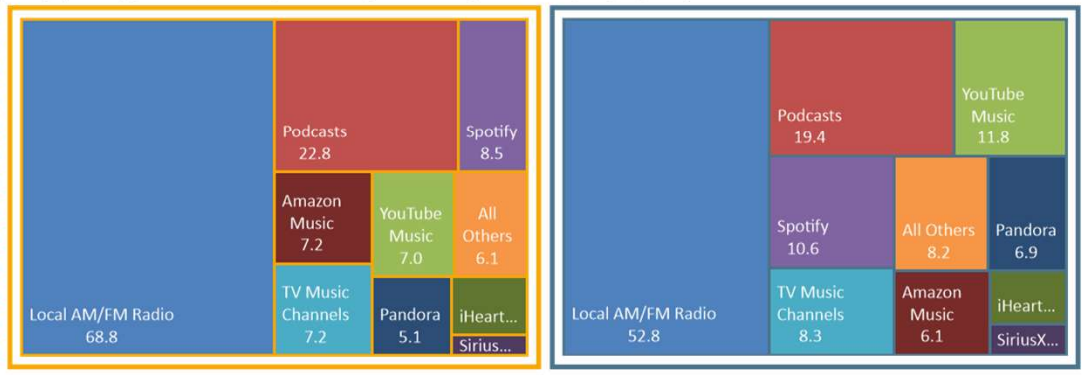
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

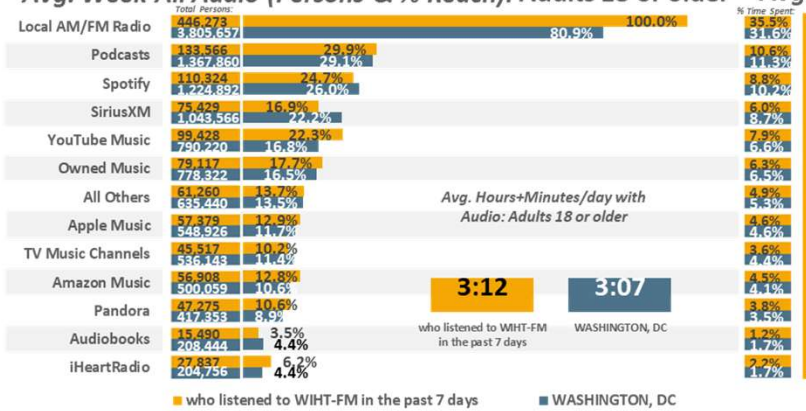
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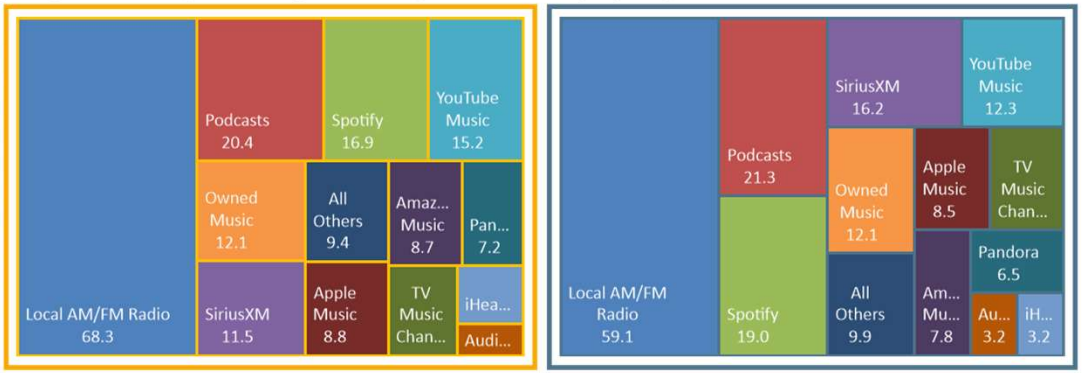
Radio Stations: WBIG-FM

446,273 or 100.% of Adults 18 or older who listened to WIHT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.

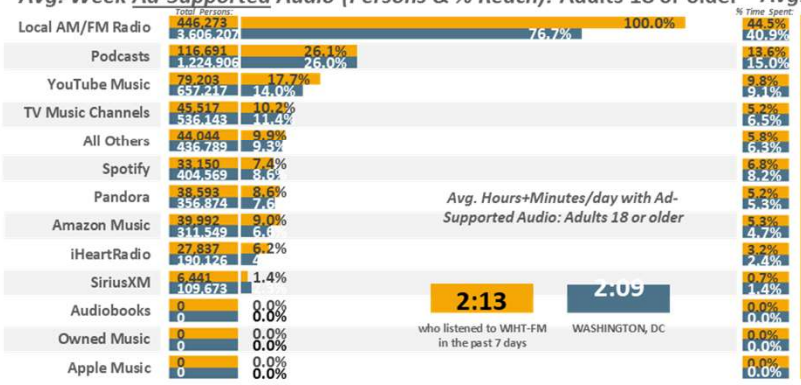
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



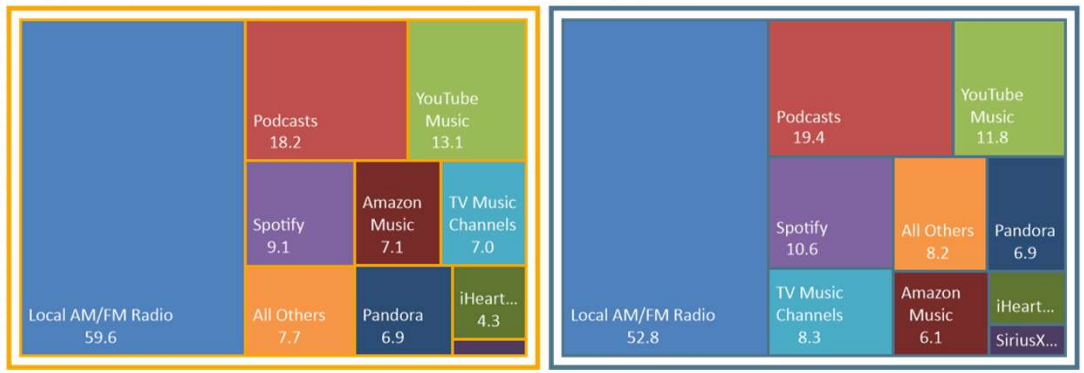
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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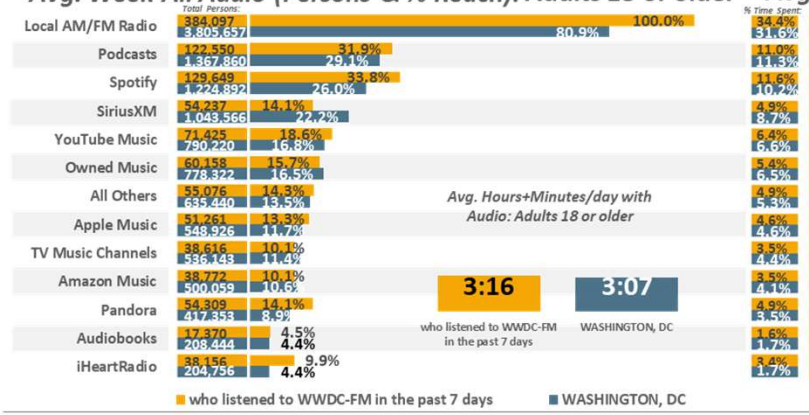
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Radio Stations: WIHT-FM

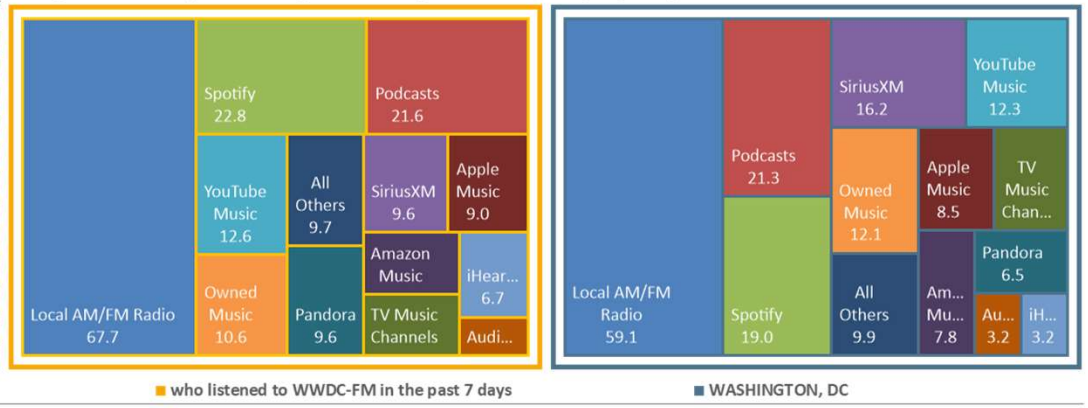
DC 101

384,097 or 100.% of Adults 18 or older who listened to WWDC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

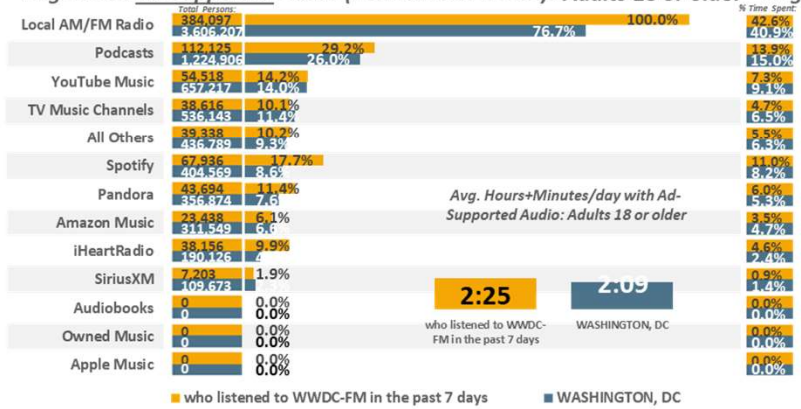
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



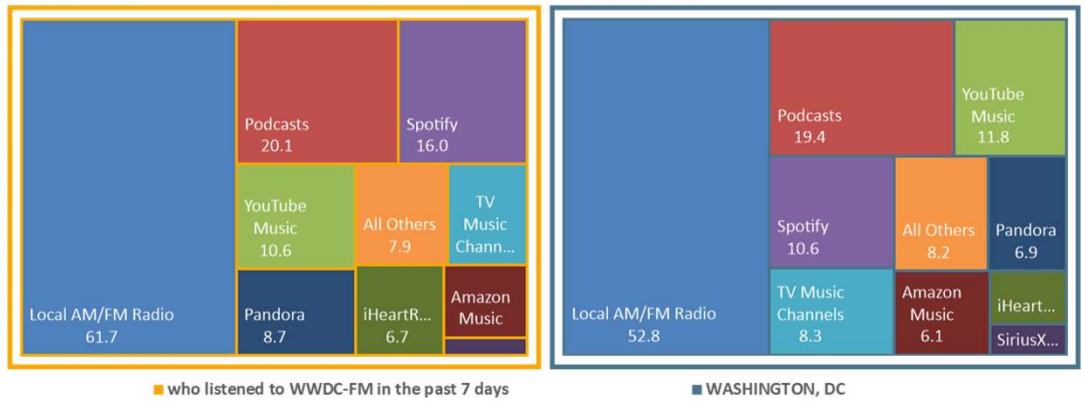
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



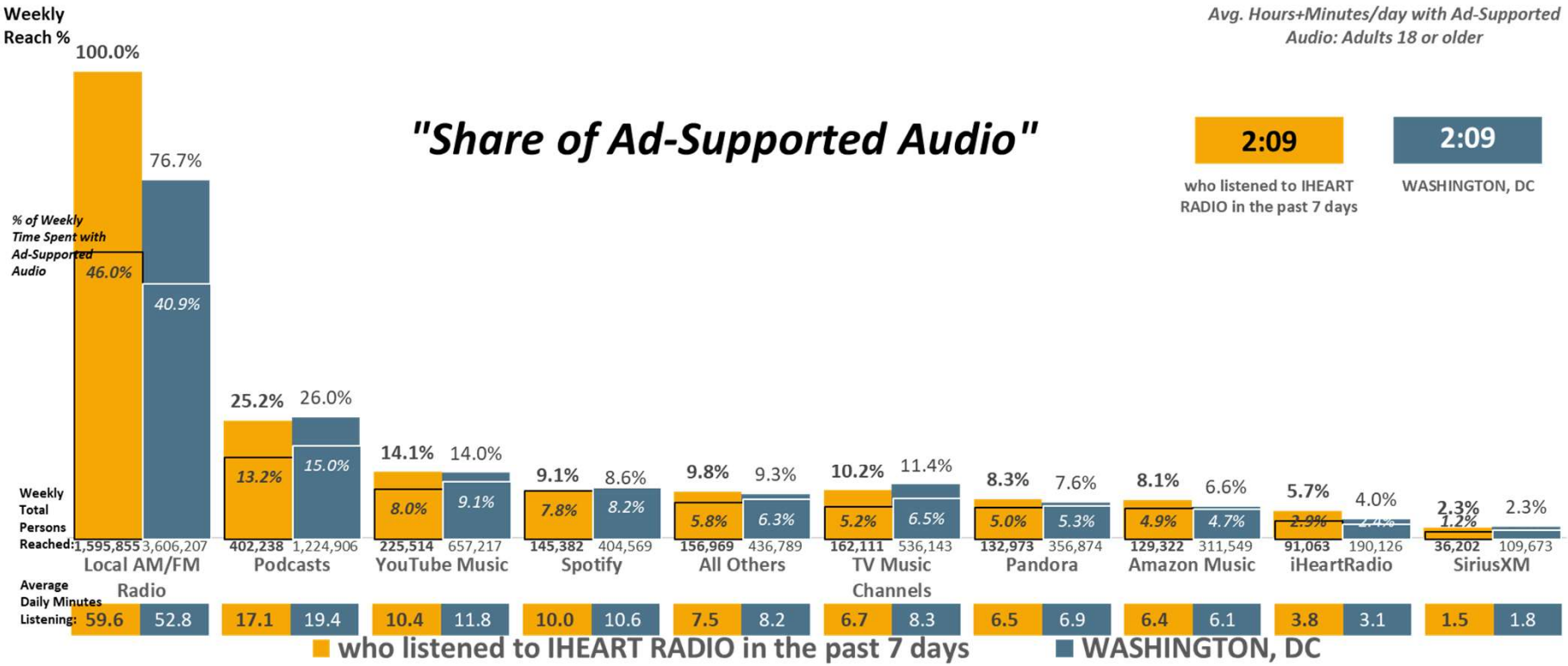
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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Radio Stations: WWDC-FM

1,595,855 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 46.% of all time spent daily with Ad-Supported Audio.



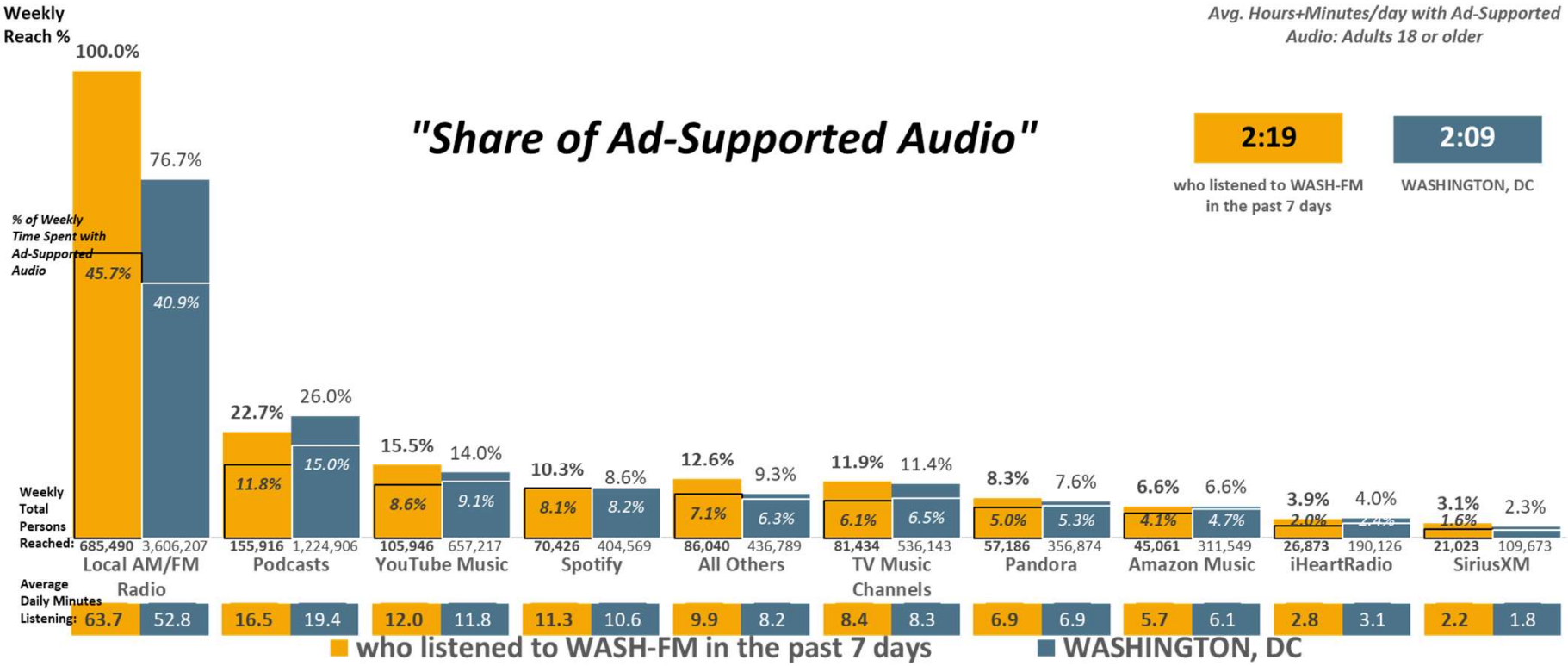
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

685,490 or 100.% of Adults 18 or older who listened to WASH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.



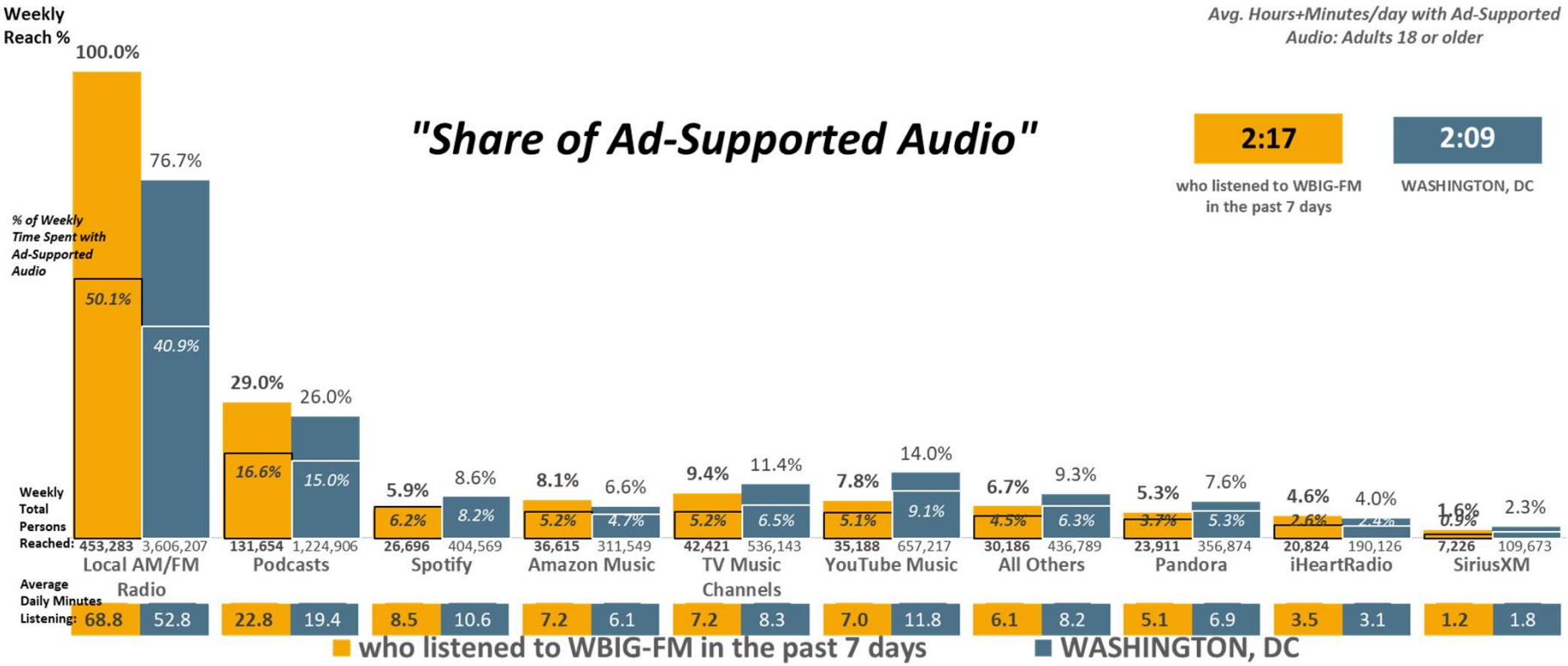
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WASH-FM

453,283 or 100.% of Adults 18 or older who listened to WBIG-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 50.1% of all time spent daily with Ad-Supported Audio.

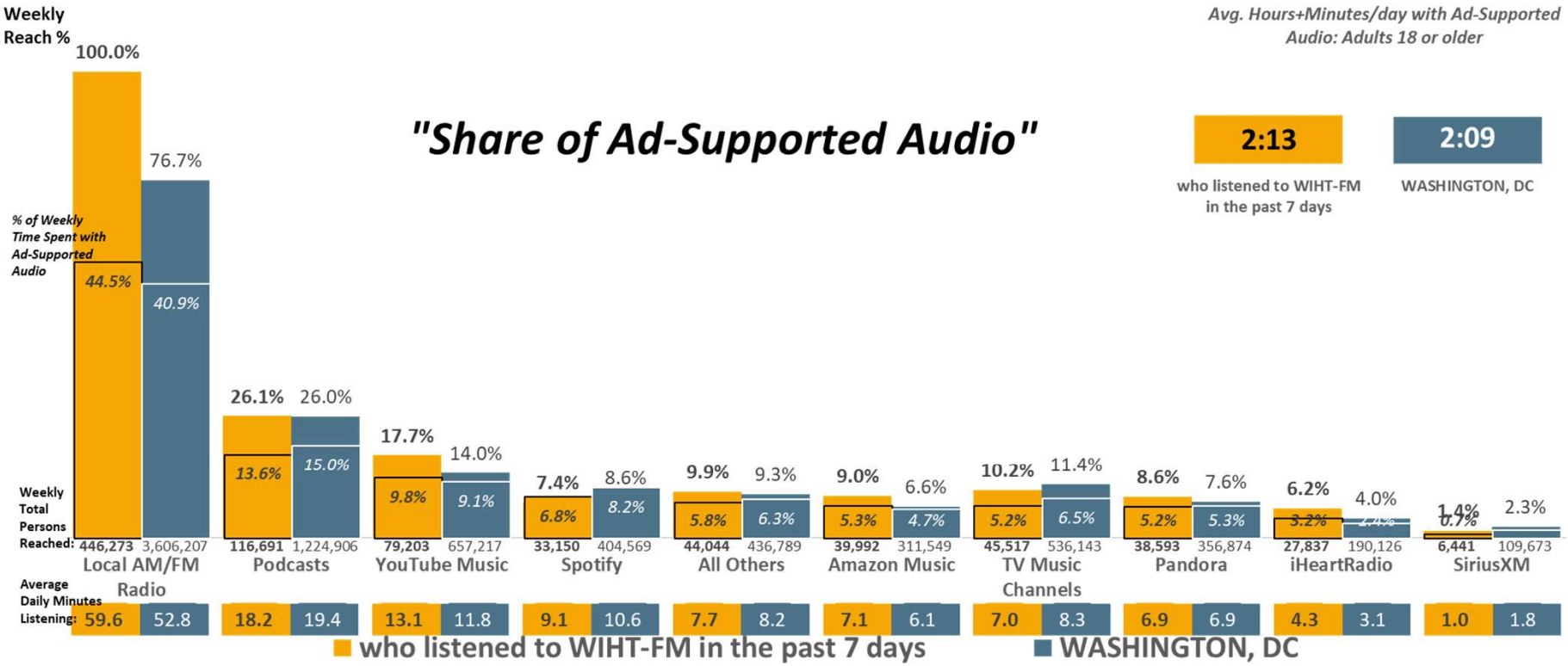


WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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Radio Stations: WBIG-FM

446,273 or 100.% of Adults 18 or older who listened to WIHT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

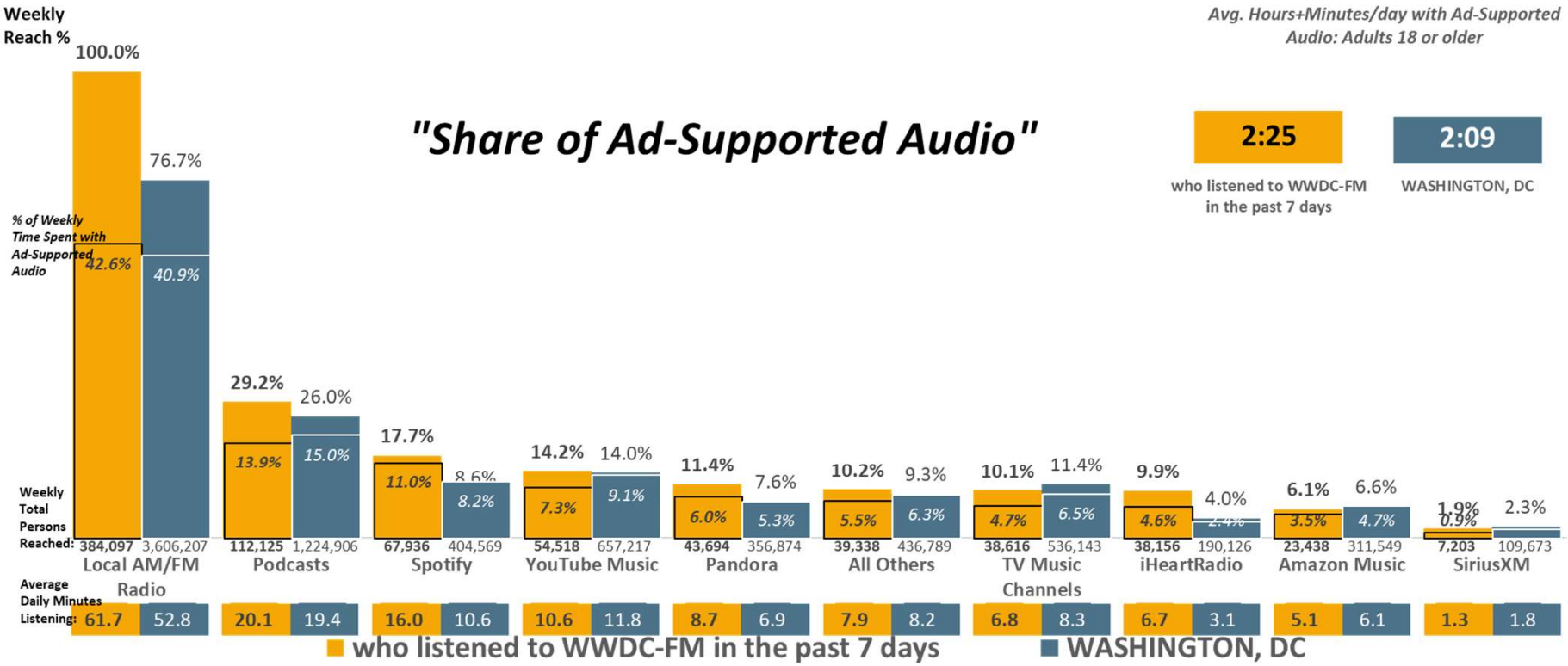
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Radio Stations: WIHT-FM

DC 101

384,097 or 100.% of Adults 18 or older who listened to WWDC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



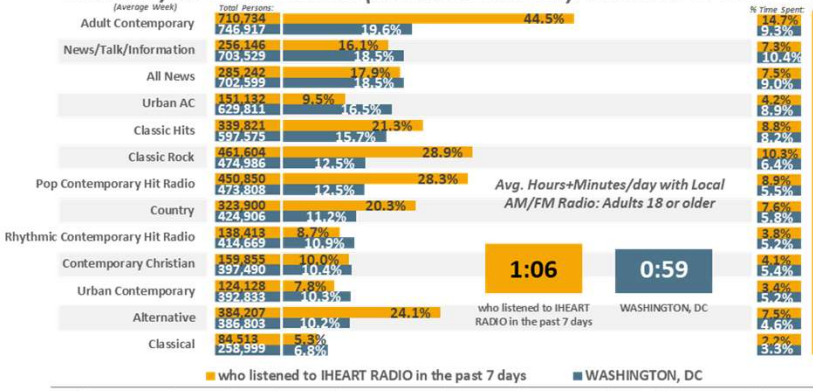
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660
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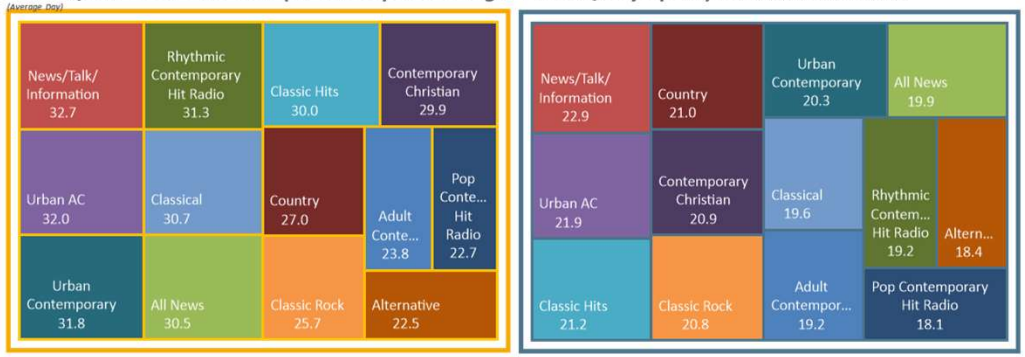
Radio Stations: WWDC-FM

1,595,855 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Alternative, and Classic Hits.

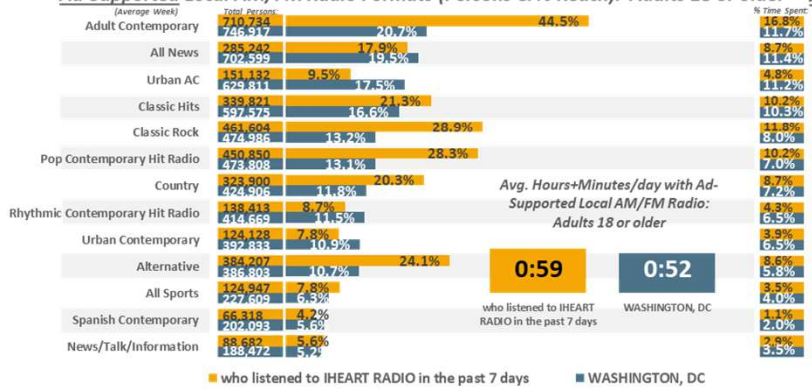
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



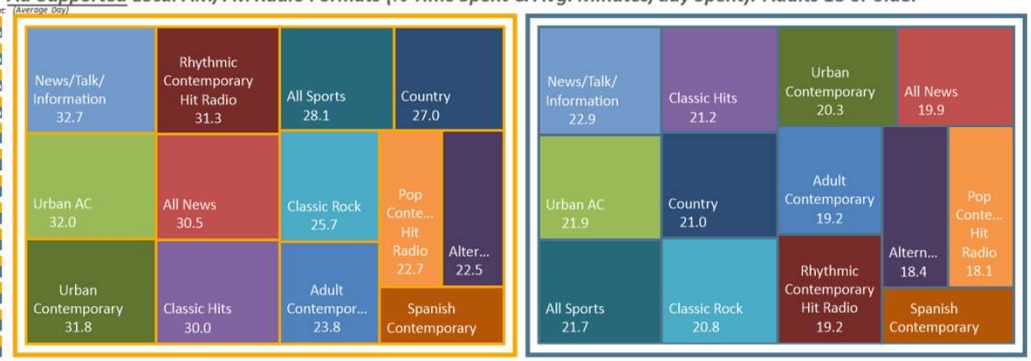
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

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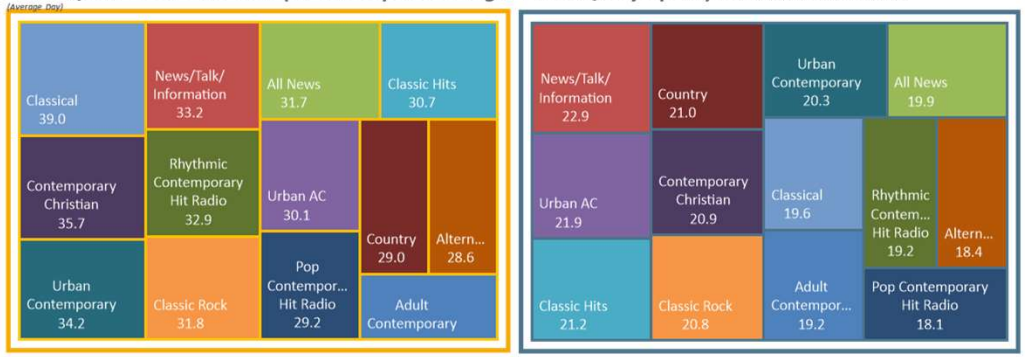
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

685,490 or 100.% of Adults 18 or older who listened to WASH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Pop Contemporary Hit Radio, and Classic Rock.

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



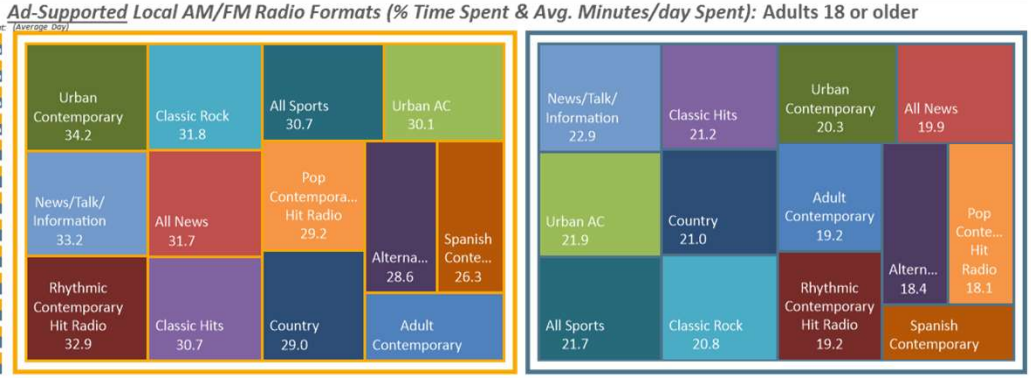
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

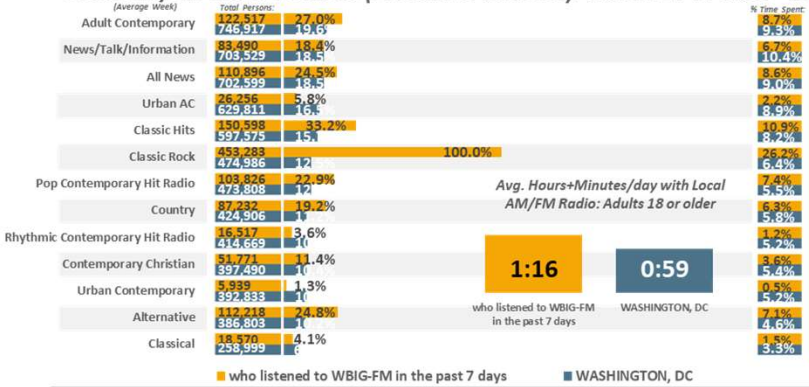
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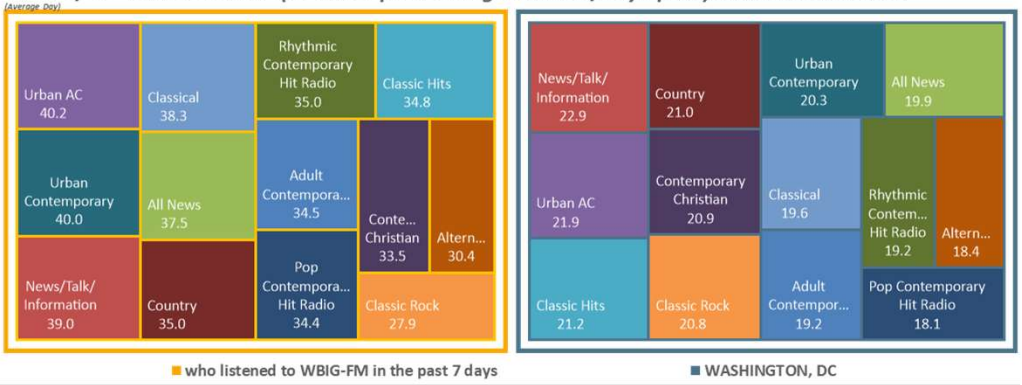
Radio Stations: WASH-FM

453,283 or 100.% of Adults 18 or older who listened to WBIG-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Alternative, and All News.

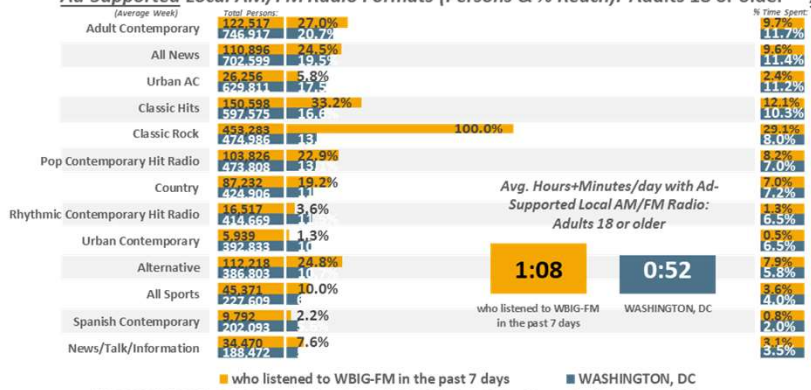
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



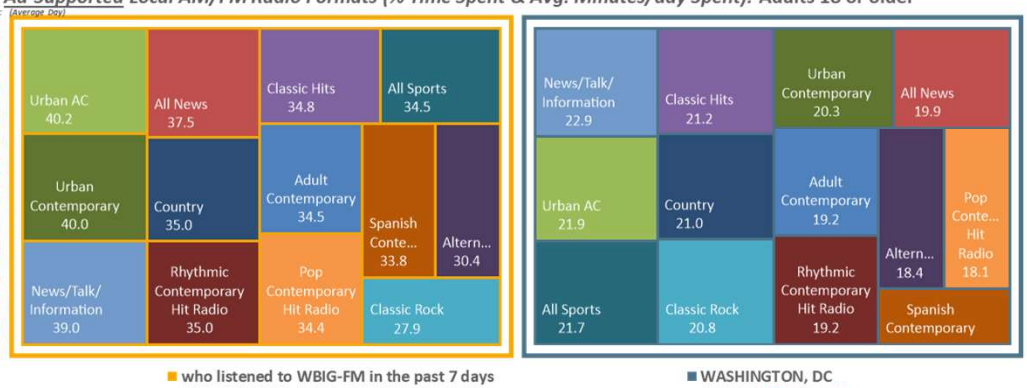
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

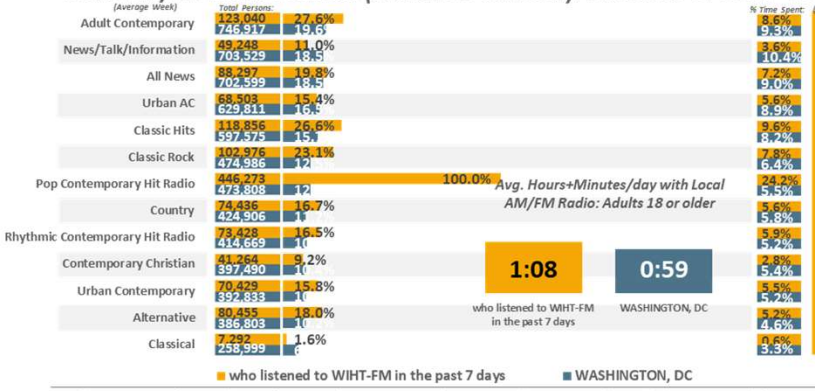
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Radio Stations: WBIG-FM

446,273 or 100.% of Adults 18 or older who listened to WIHT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and All News.

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



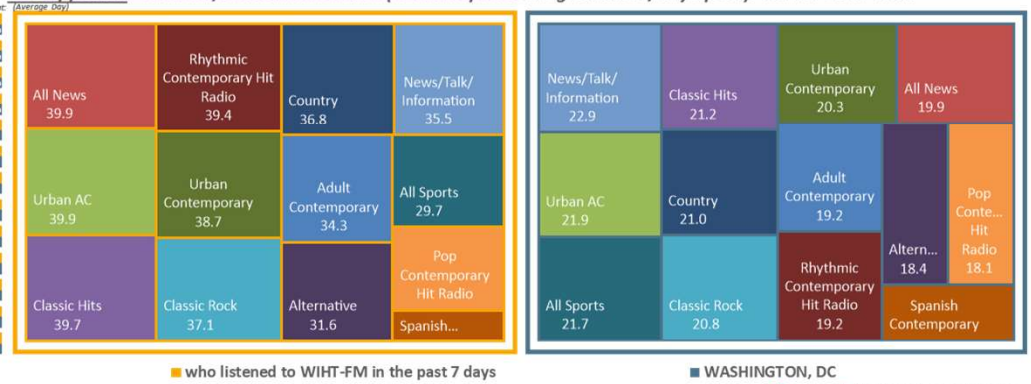
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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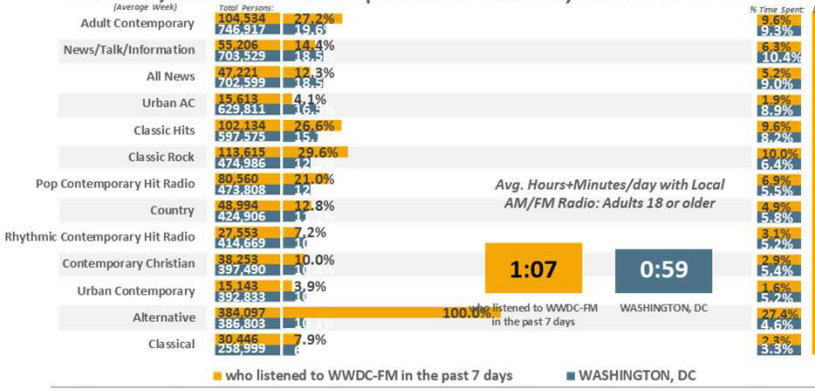
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Radio Stations: WIHT-FM

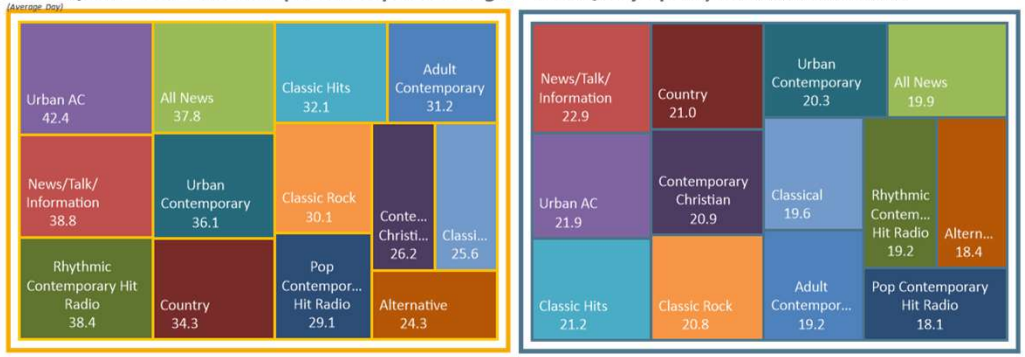
DC 101

384,097 or 100.% of Adults 18 or older who listened to WWDC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Rock, Adult Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

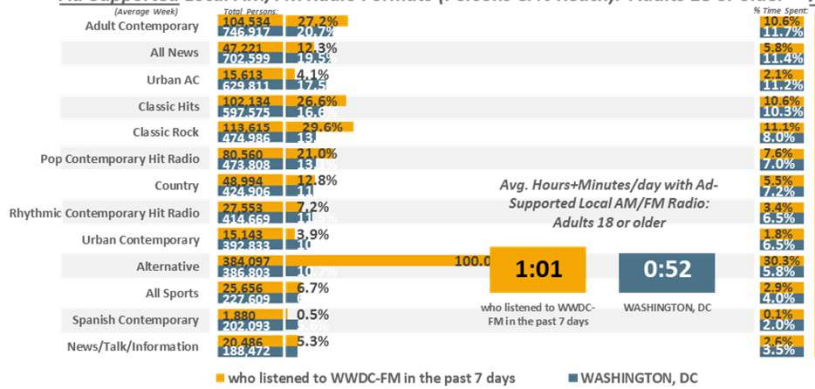
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



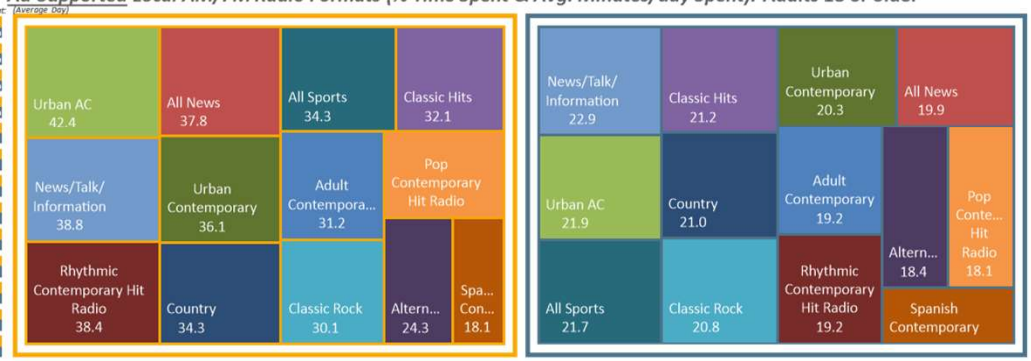
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

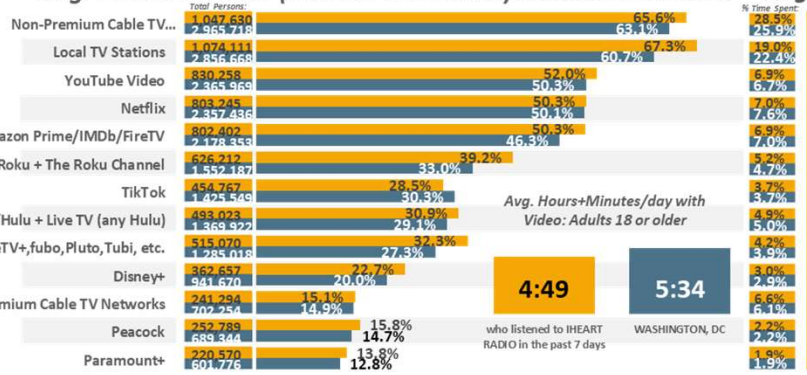
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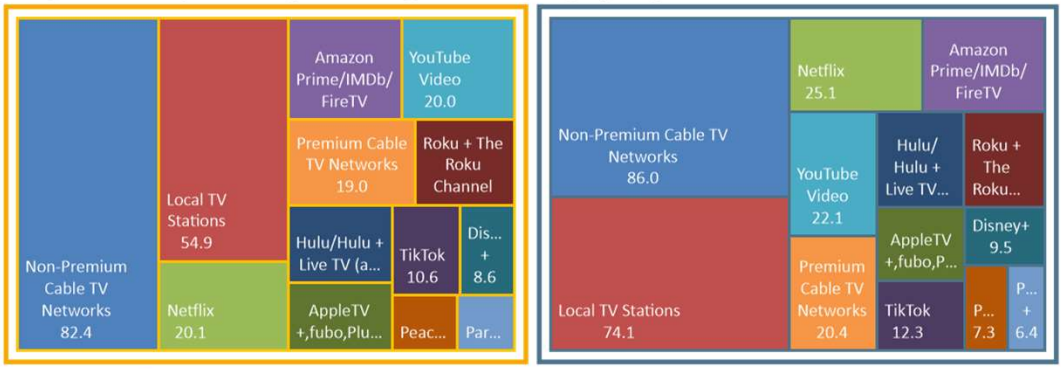
Radio Stations: WWDC-FM

1,053,979 or 66.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 51.4 minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.

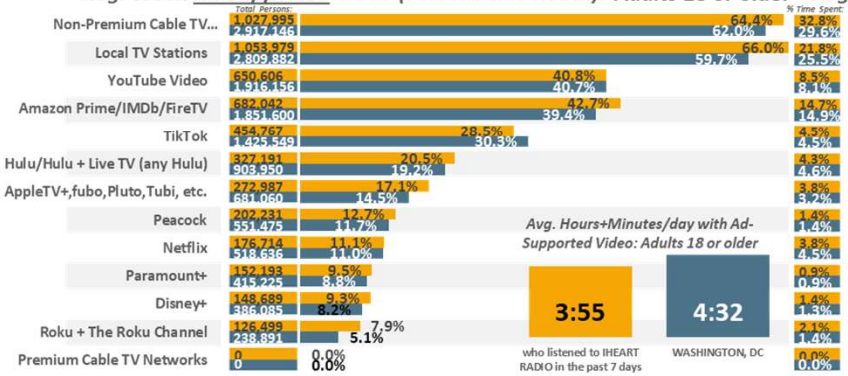
Avg. Week All Video (Persons & % Reach): Adults 18 or older



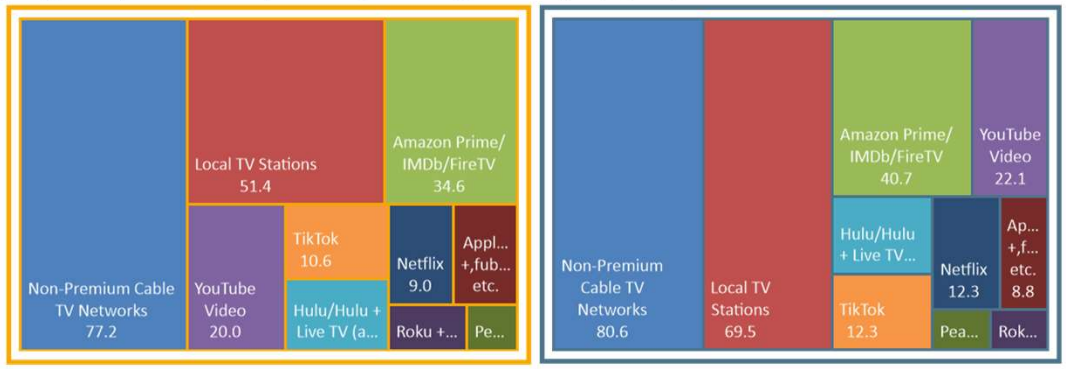
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

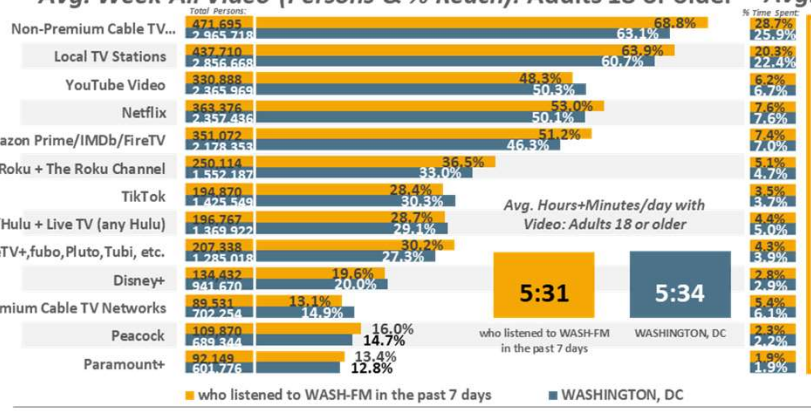
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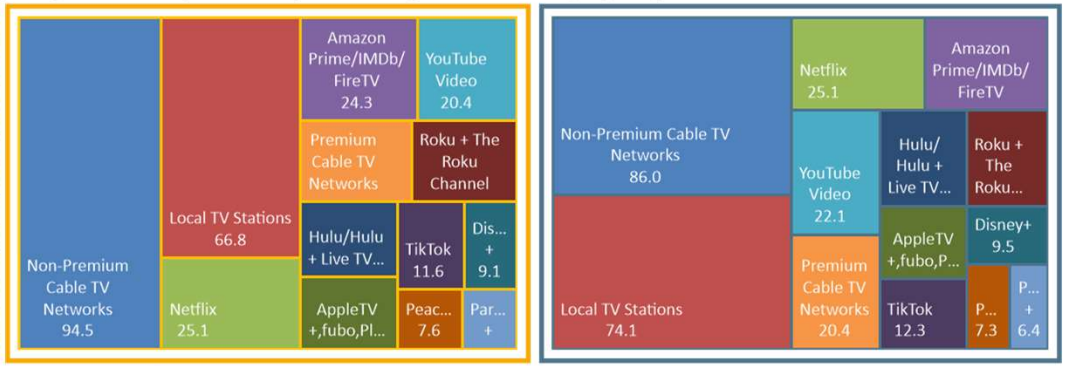
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

429,898 or 62.7% of Adults 18 or older who listened to WASH-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.4 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

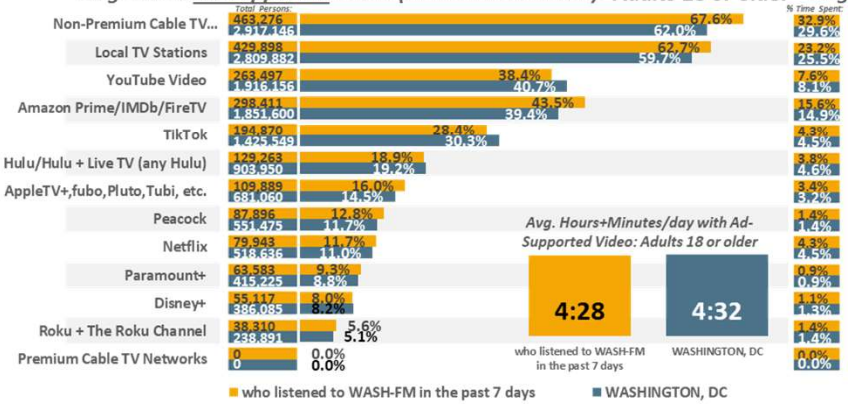
Avg. Week All Video (Persons & % Reach): Adults 18 or older



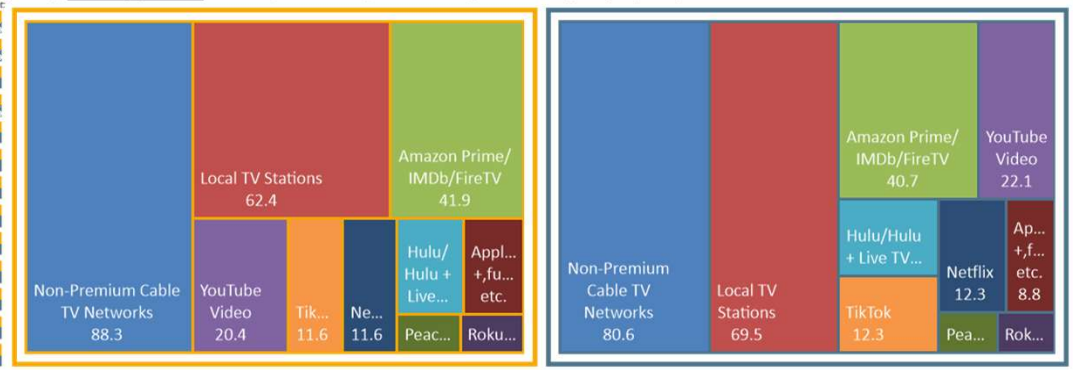
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

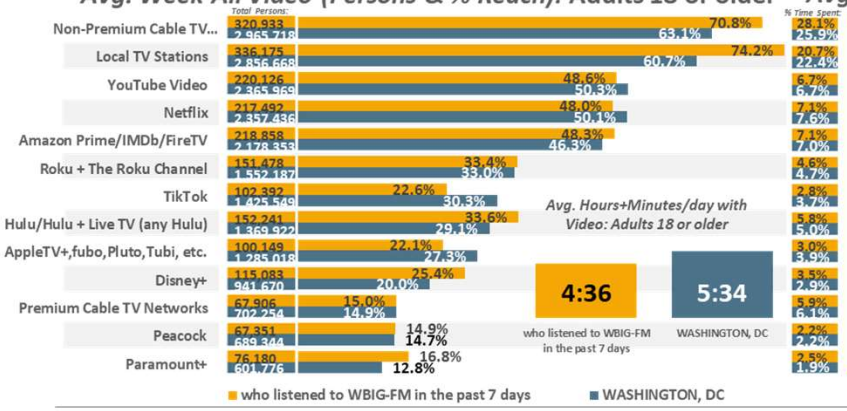
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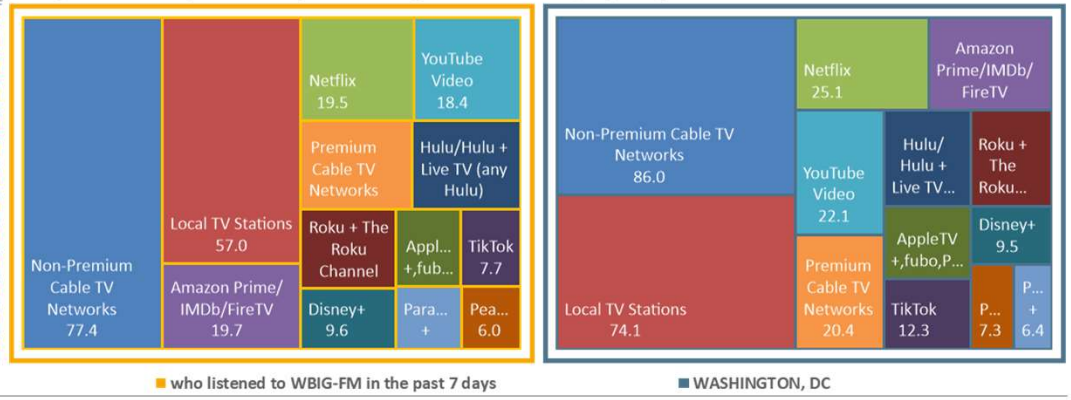
Radio Stations: WASH-FM

331,846 or 73.2% of Adults 18 or older who listened to WBIG-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 53. minutes every day representing 23.6% of all time spent daily with Ad-Supported Video.

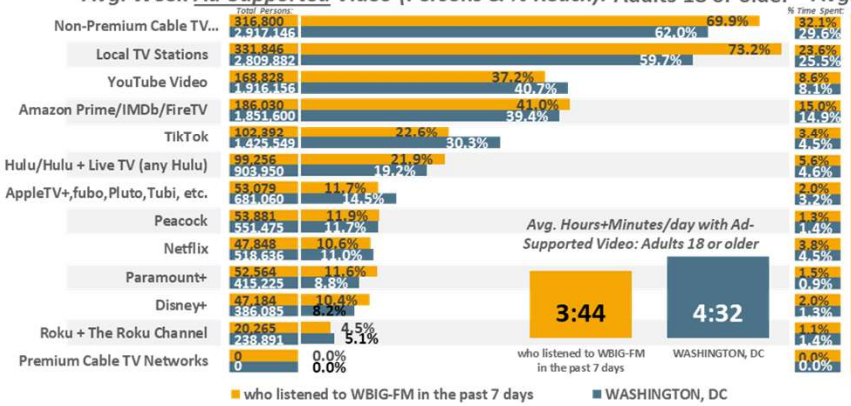
Avg. Week All Video (Persons & % Reach): Adults 18 or older



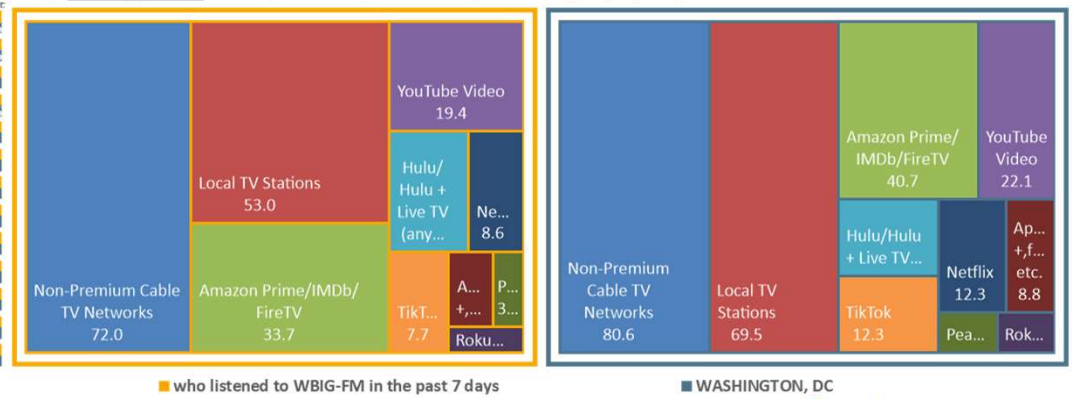
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

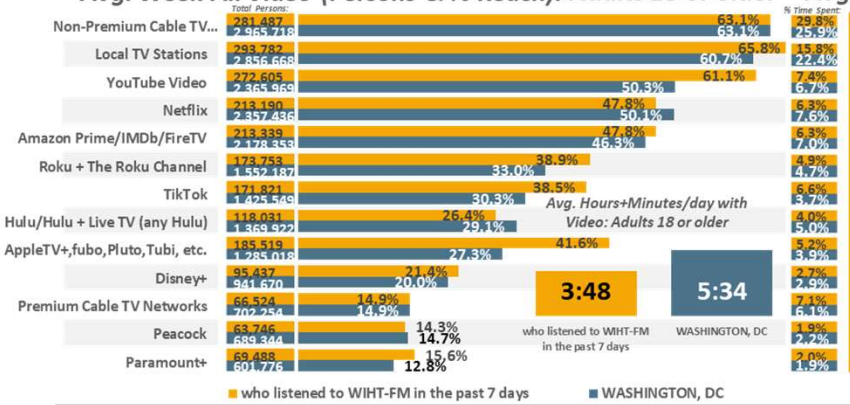
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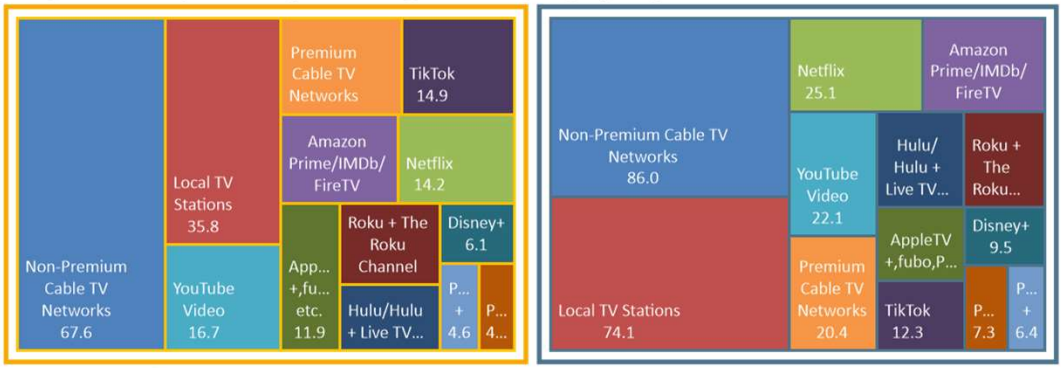
Radio Stations: WBIG-FM

288,722 or 64.7% of Adults 18 or older who listened to WIHT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 33.7 minutes every day representing 18.% of all time spent daily with Ad-Supported Video.

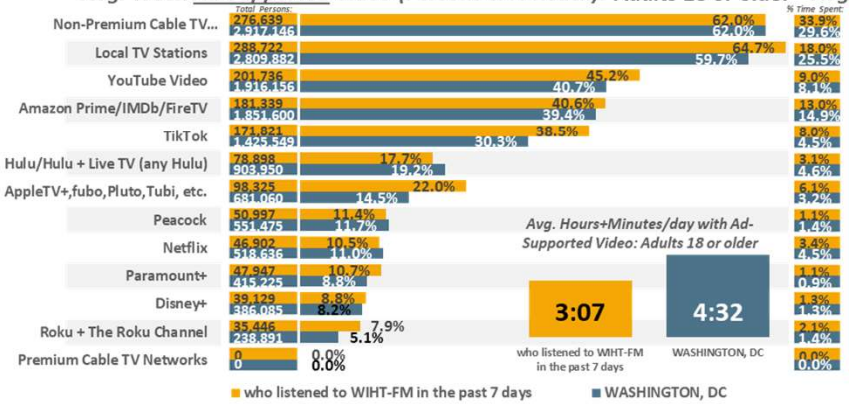
Avg. Week All Video (Persons & % Reach): Adults 18 or older



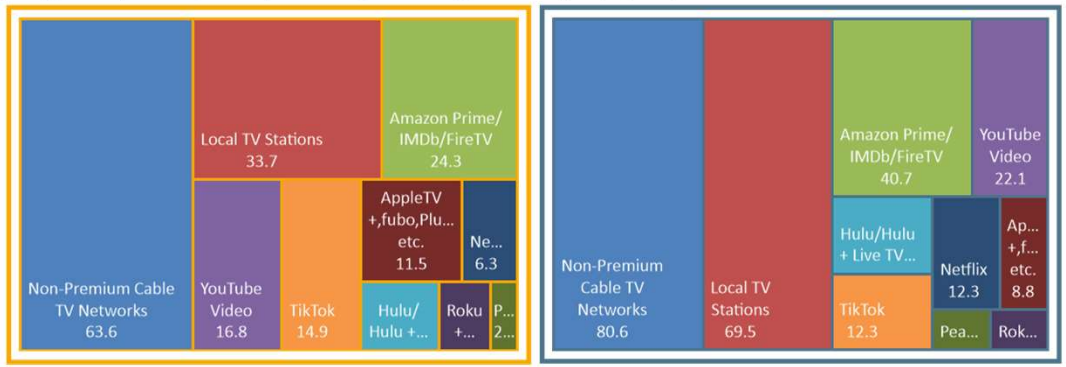
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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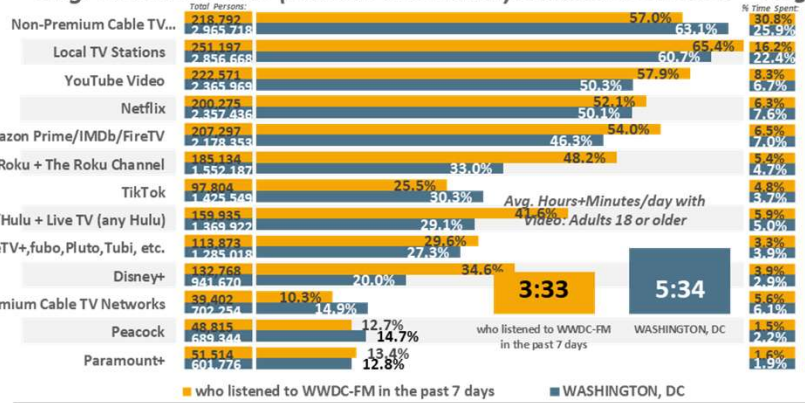
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Radio Stations: WIHT-FM

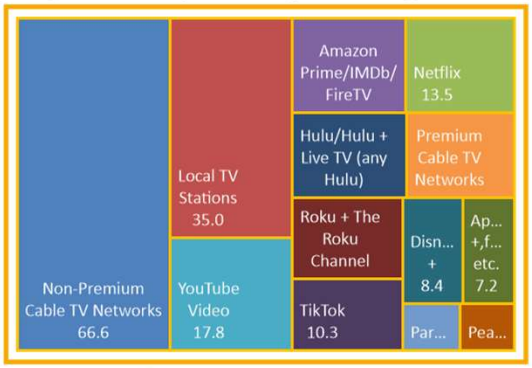
DC 101

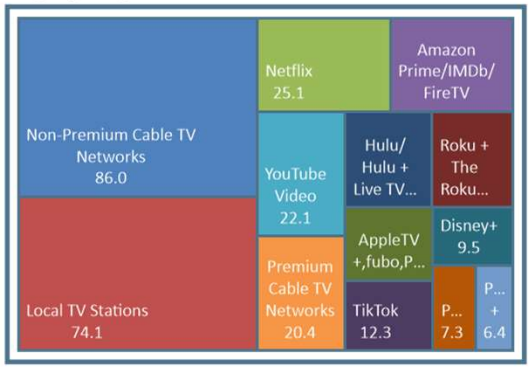
247,004 or 64.3% of Adults 18 or older who listened to WWDC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 33.7 minutes every day representing 19.4% of all time spent daily with Ad-Supported Video.

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

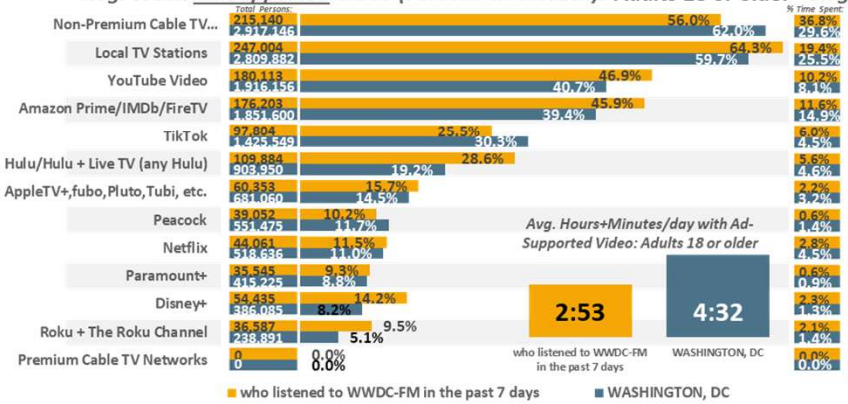


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

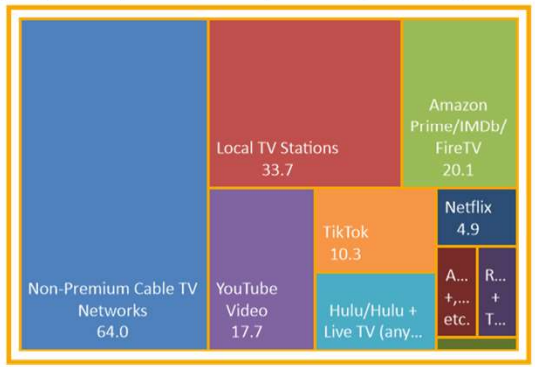


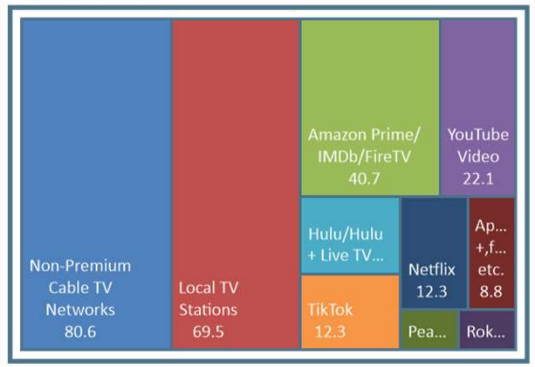


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





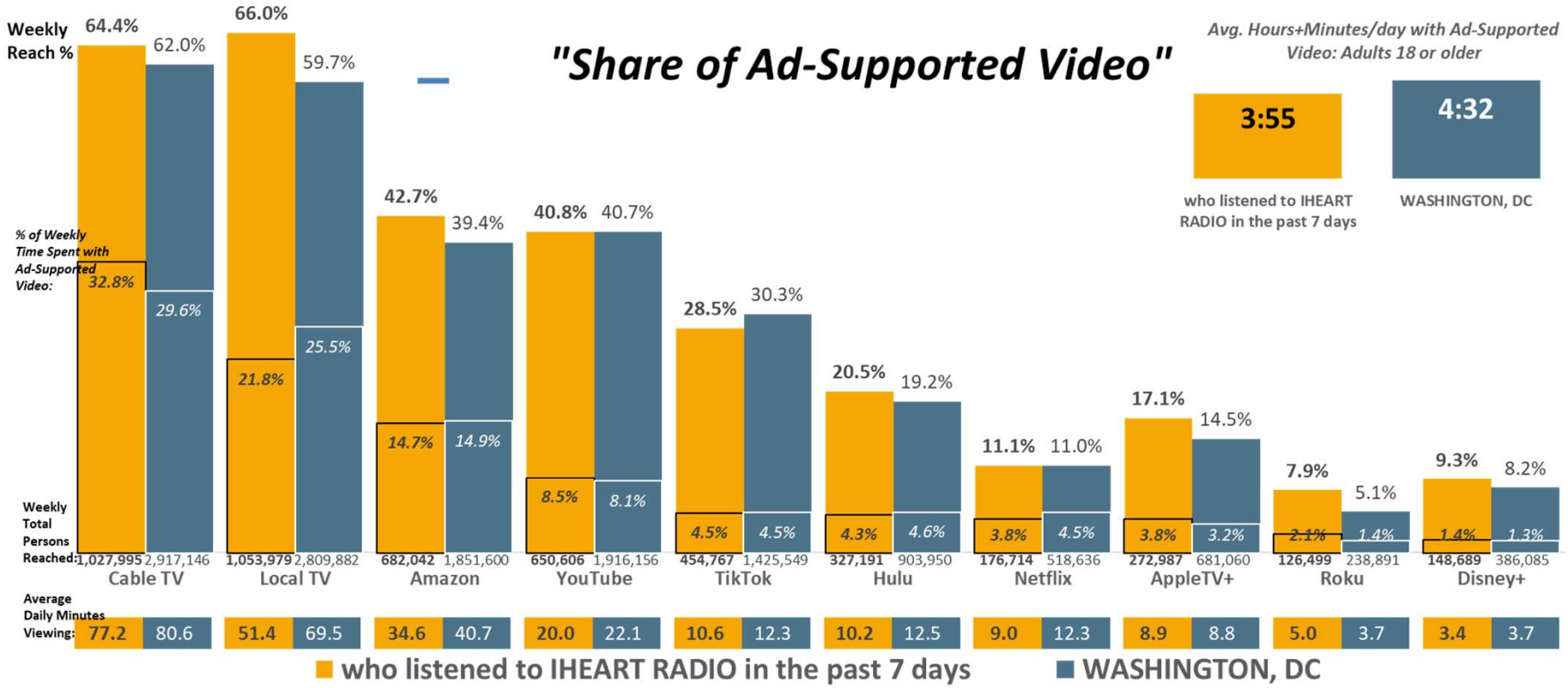
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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Radio Stations: WWDC-FM

1,053,979 or 66.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 51.4 minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.



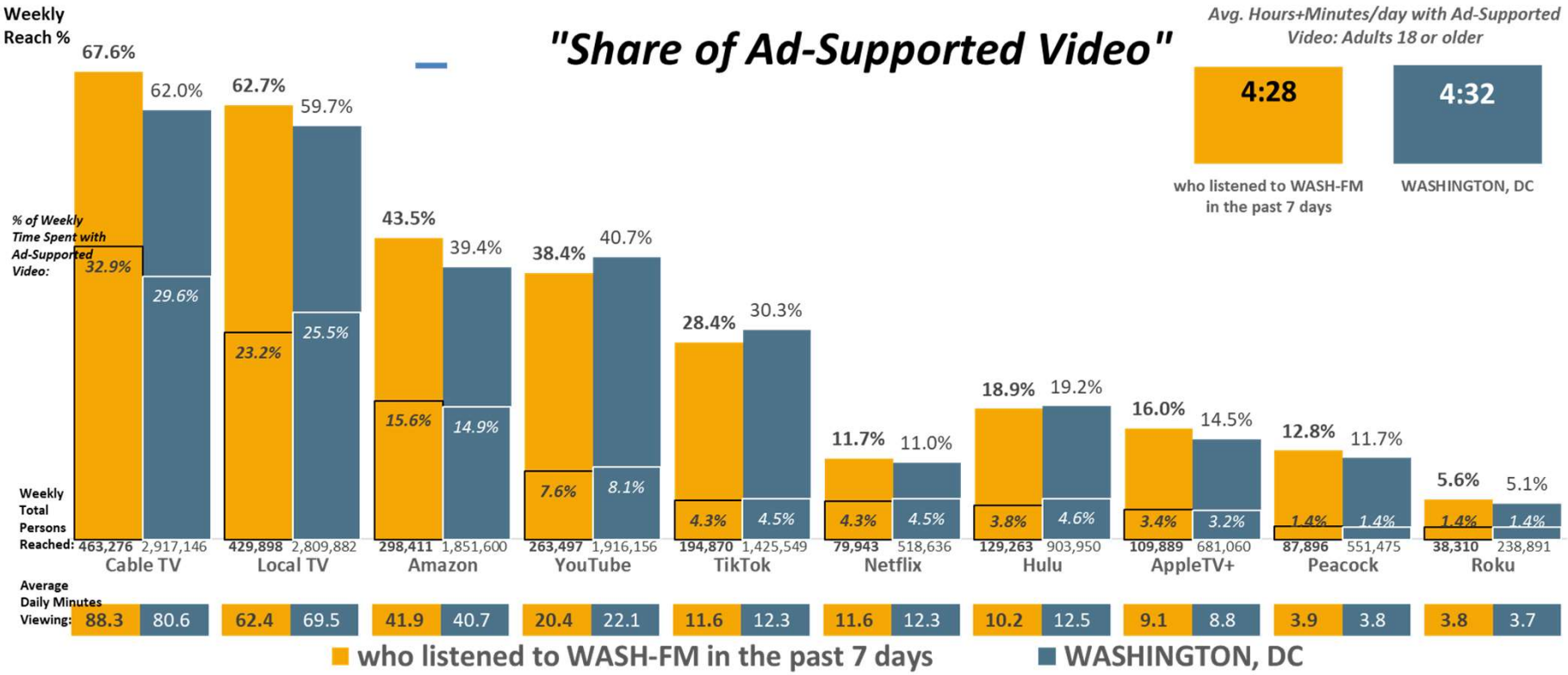
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

429,898 or 62.7% of Adults 18 or older who listened to WASH-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.4 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.



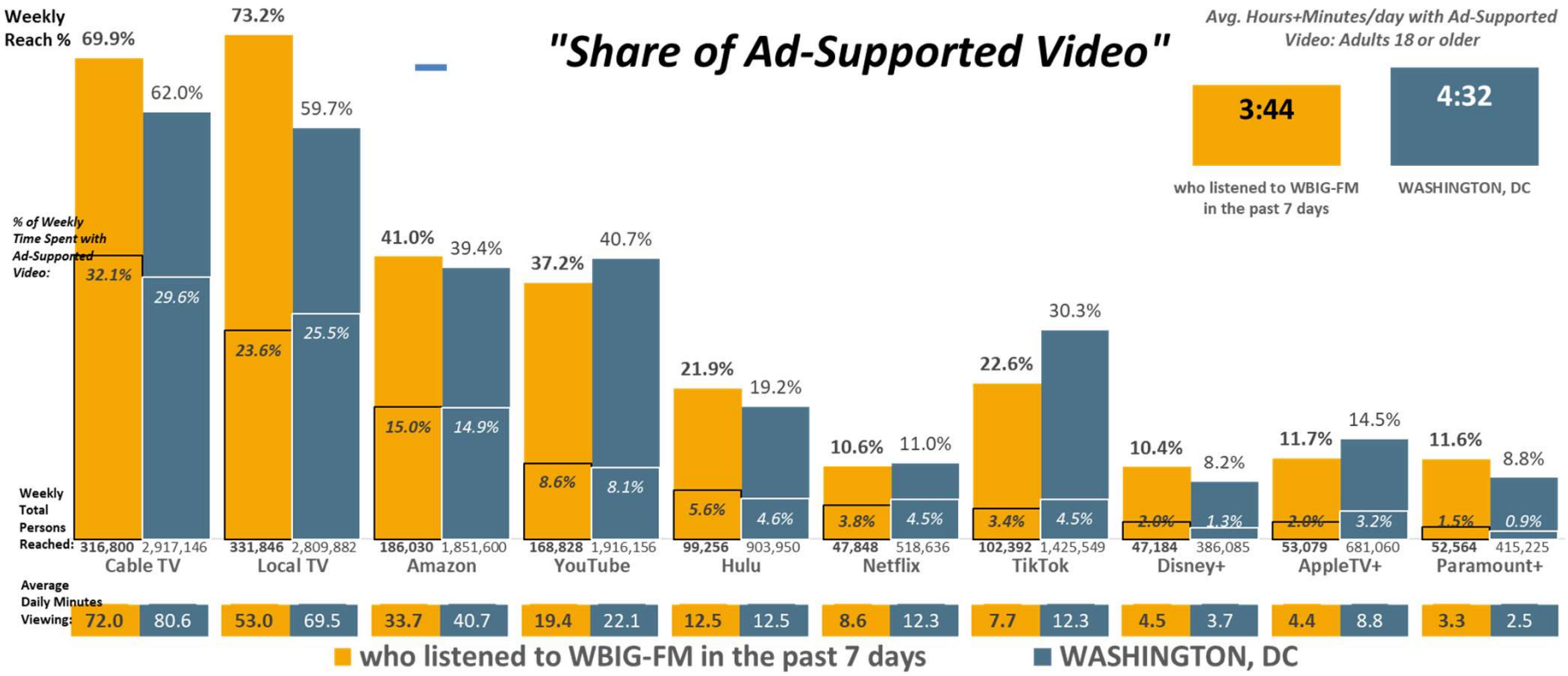
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WASH-FM

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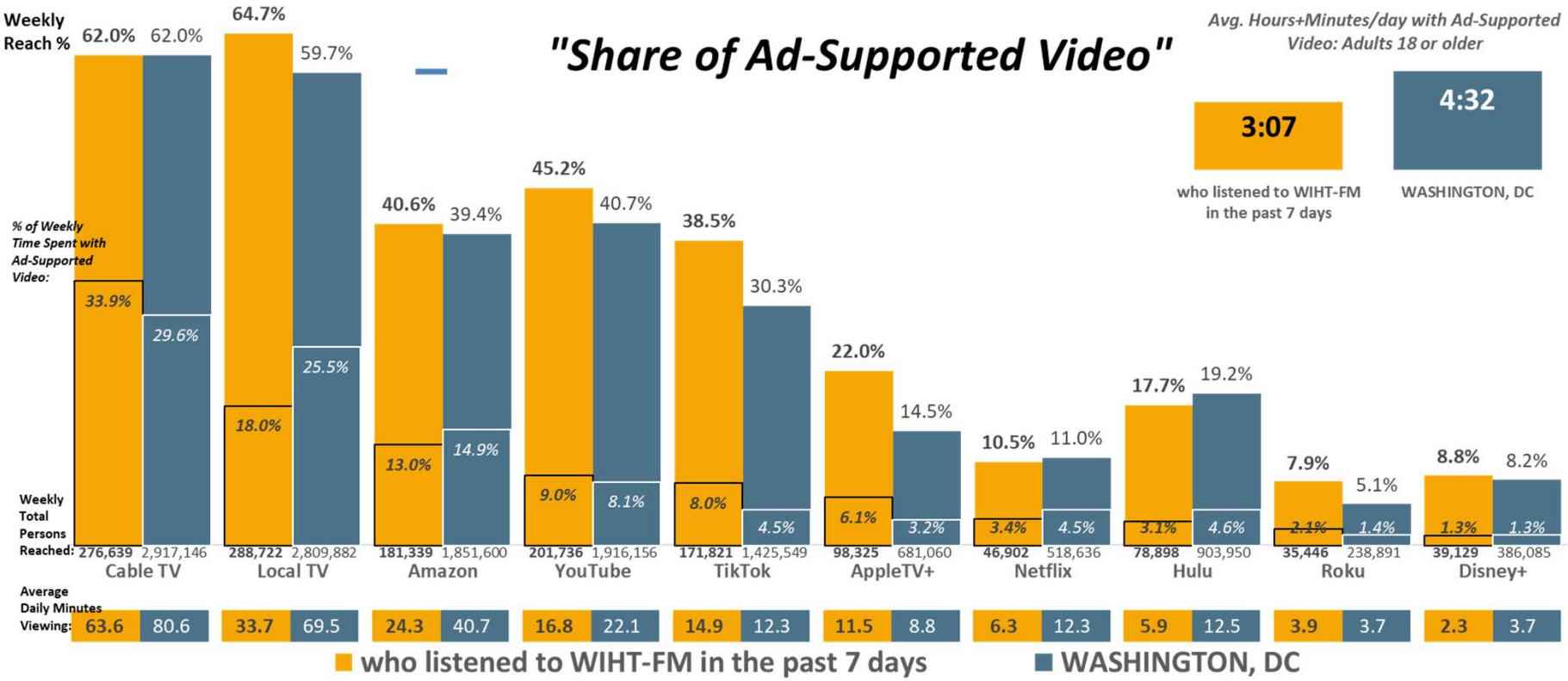
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WBIG-FM

288,722 or 64.7% of Adults 18 or older who listened to WIHT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 33.7 minutes every day representing 18.% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

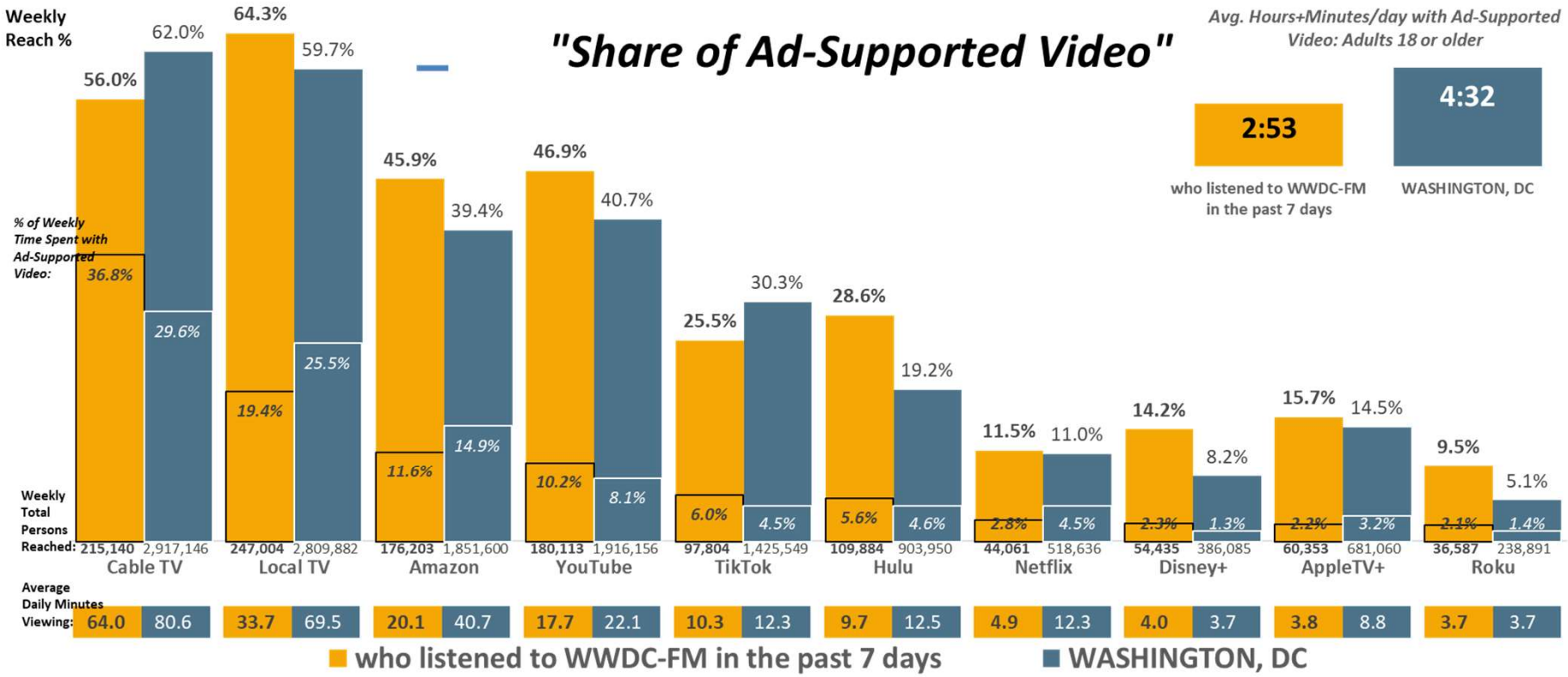
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Radio Stations: WIHT-FM

DC 101

247,004 or 64.3% of Adults 18 or older who listened to WWDC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 33.7 minutes every day representing 19.4% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

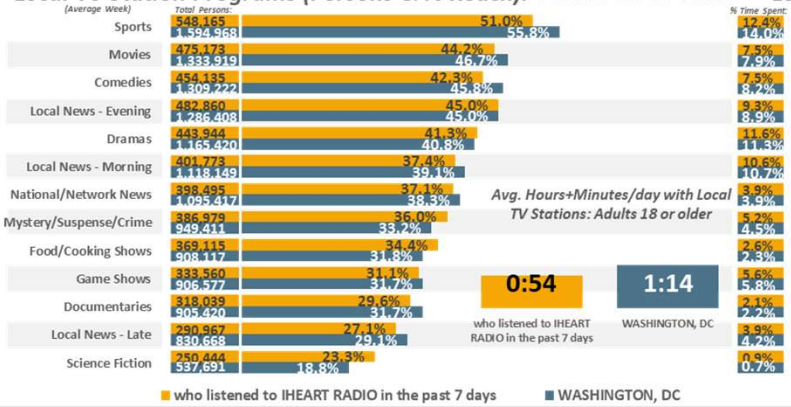
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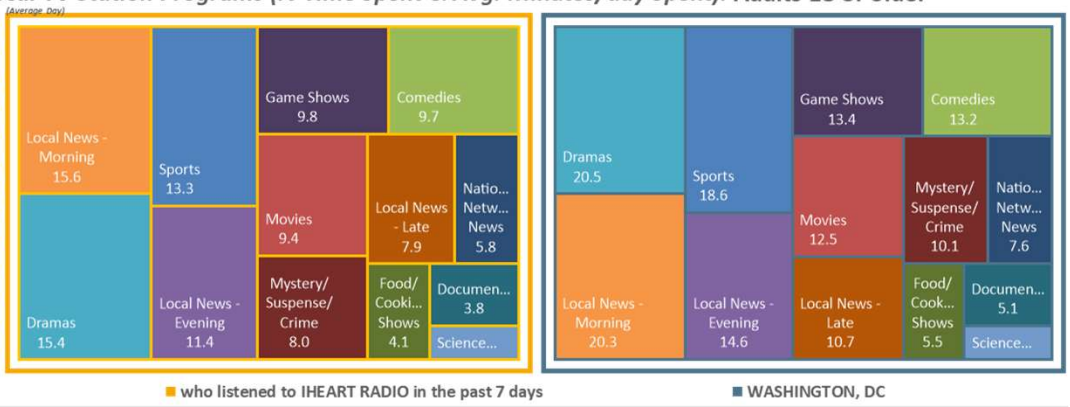
Radio Stations: WWDC-FM

1,053,979 or 66.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Dramas, Comedies, and Local News - Morning.

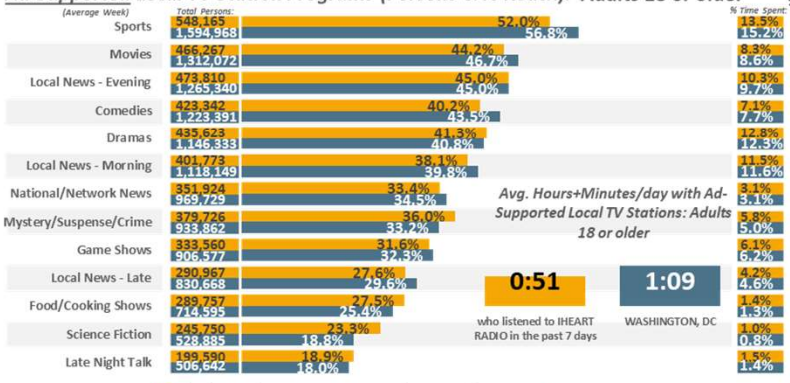
Local TV Station Programs (Persons & % Reach): Adults 18 or older



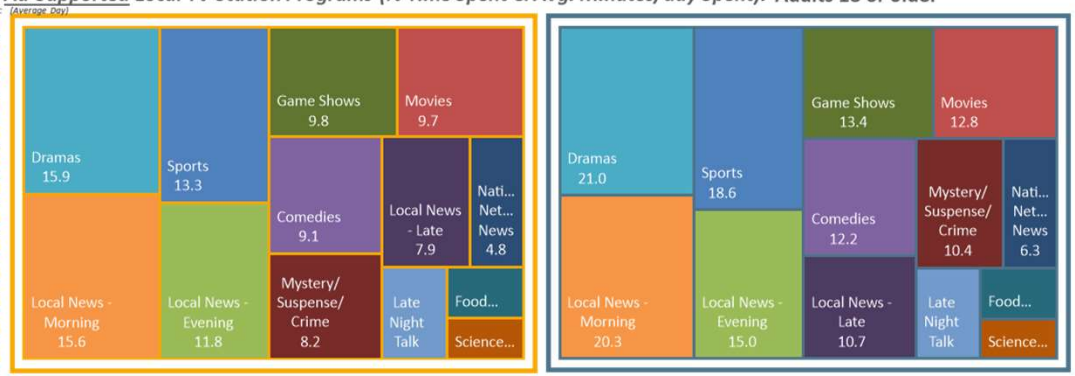
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

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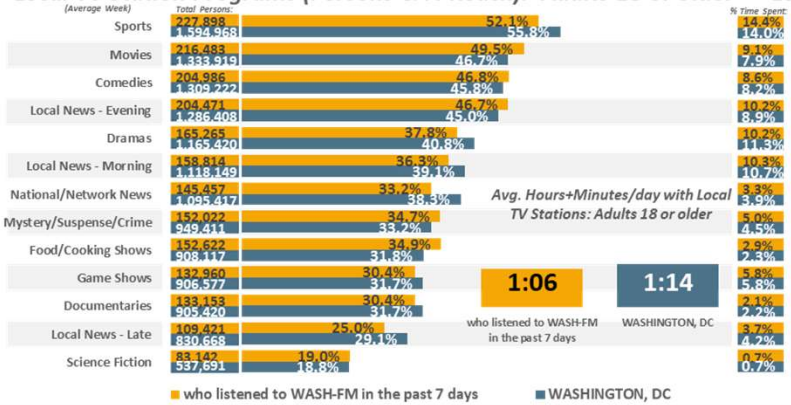
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

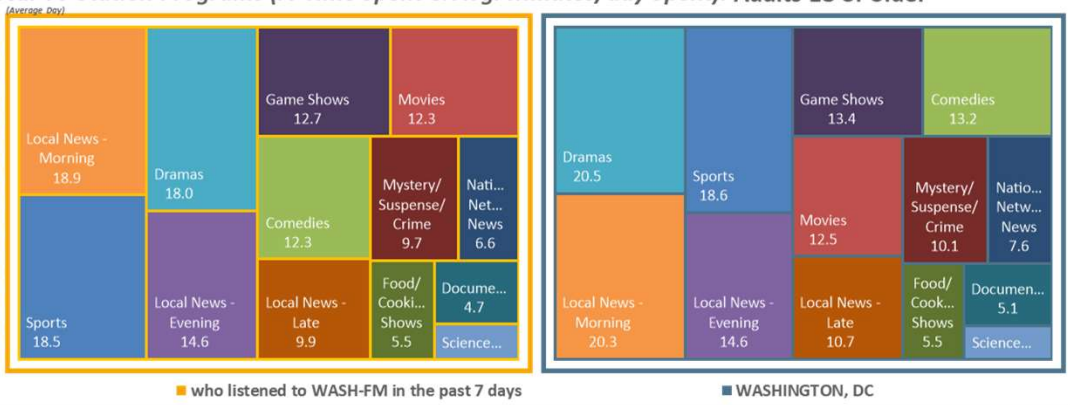
97.1 WASH-FM

429,898 or 62.7% of Adults 18 or older who listened to WASH-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Dramas, and Local News - Morning.

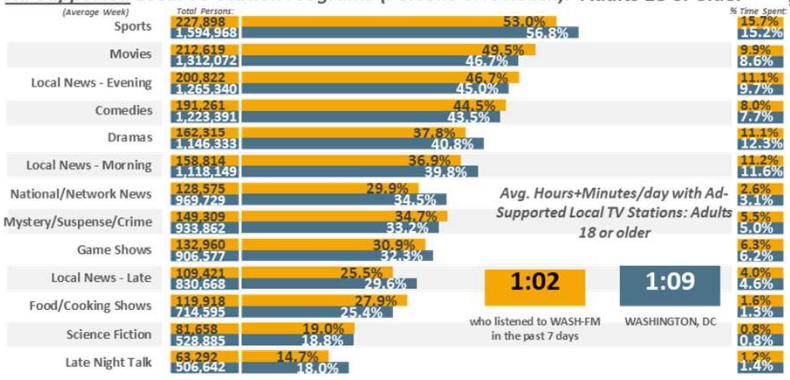
Local TV Station Programs (Persons & % Reach): Adults 18 or older



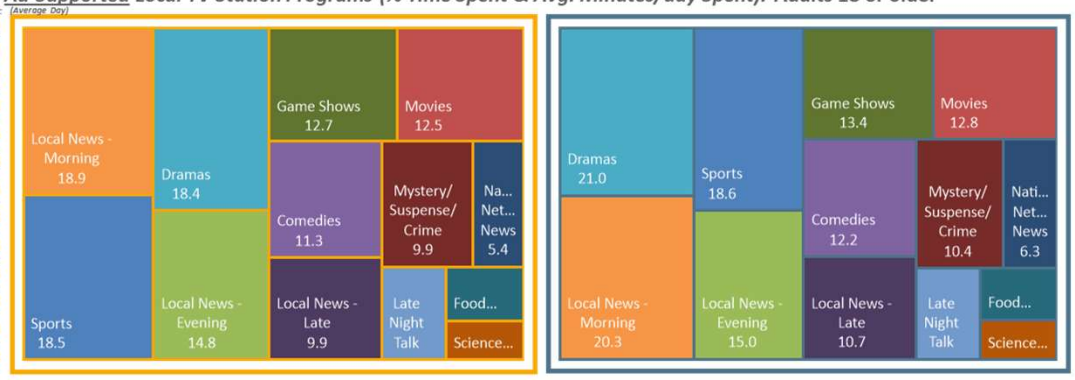
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



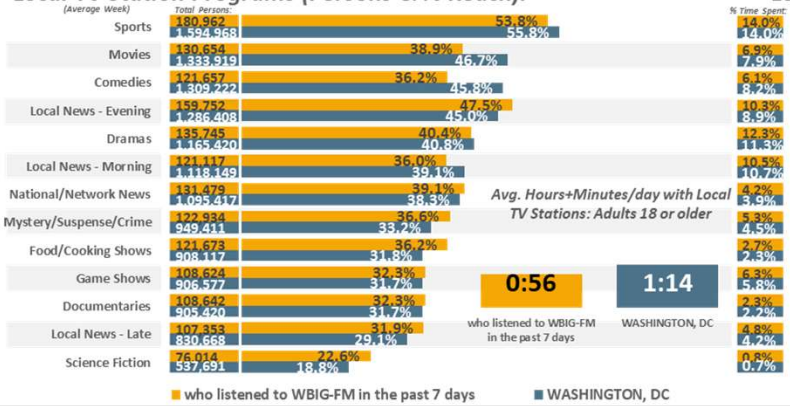
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

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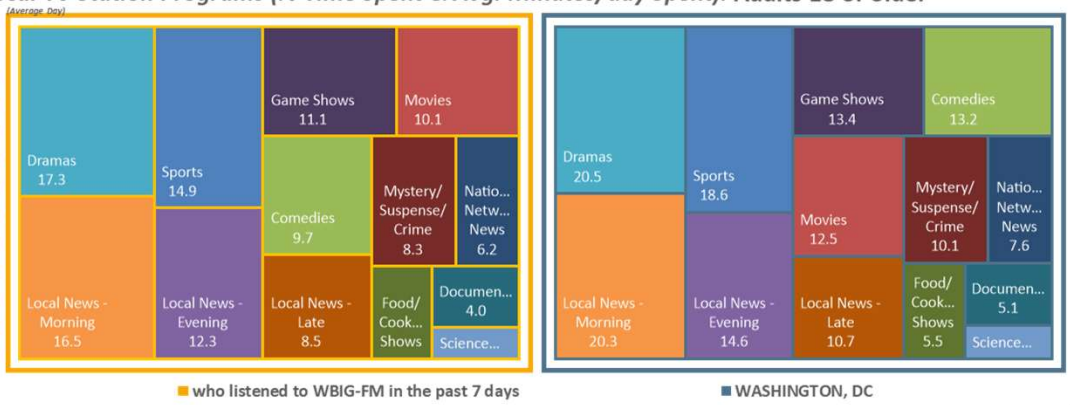
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331,846 or 73.2% of Adults 18 or older who listened to WBIG-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Movies, Mystery/Suspense/Crime, and Local News - Morning.

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



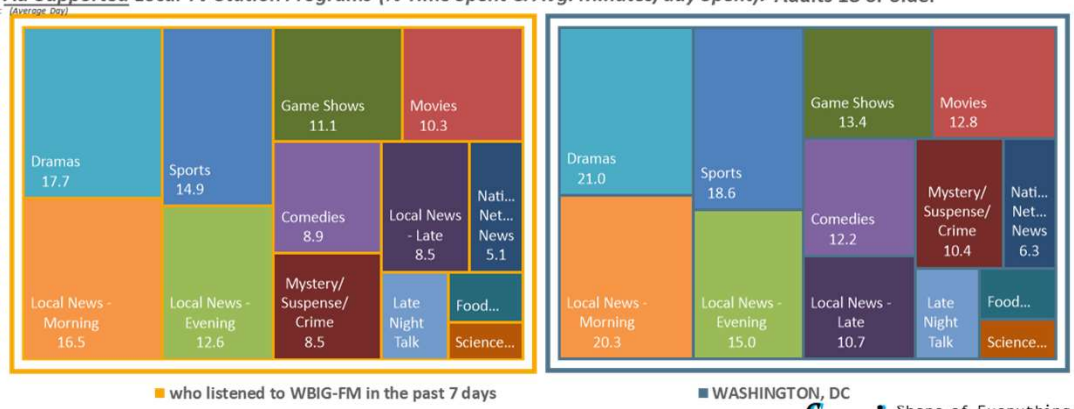
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

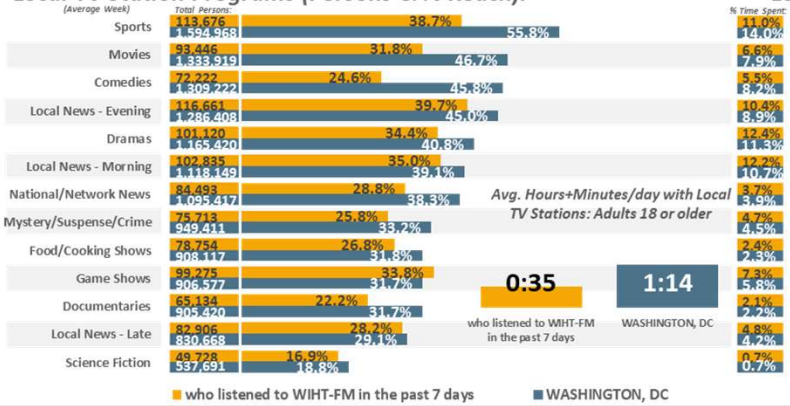
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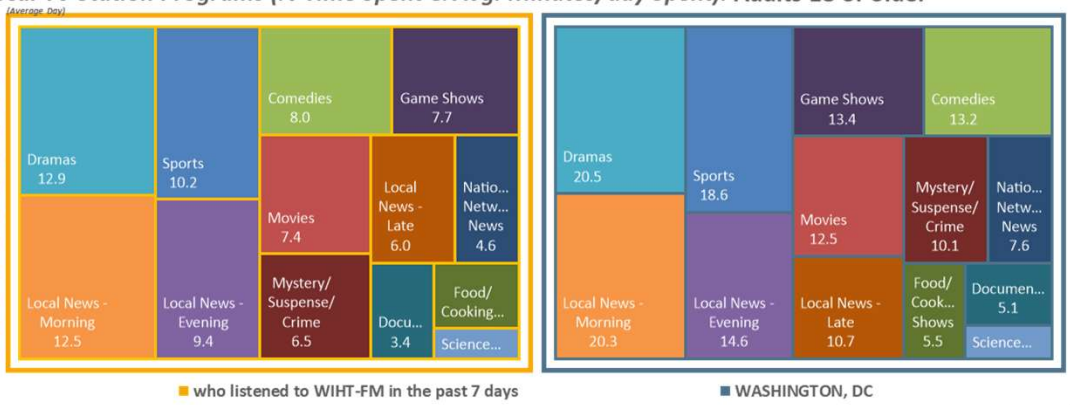
Radio Stations: WBIG-FM

288,722 or 64.7% of Adults 18 or older who listened to WIHT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Dramas, Game Shows, and Movies.

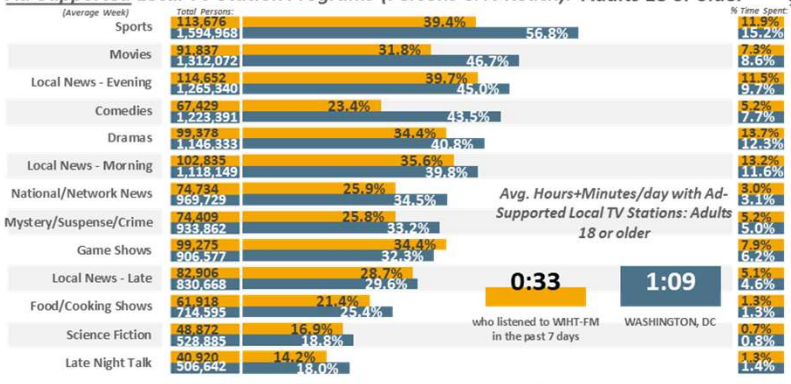
Local TV Station Programs (Persons & % Reach): Adults 18 or older



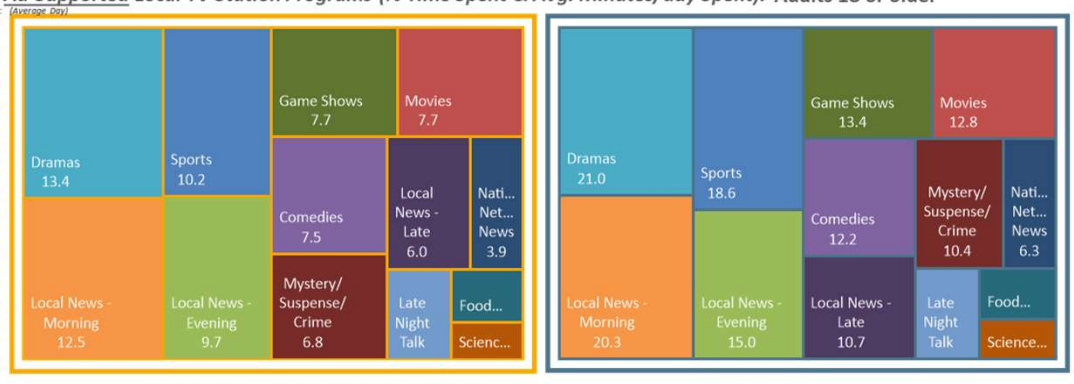
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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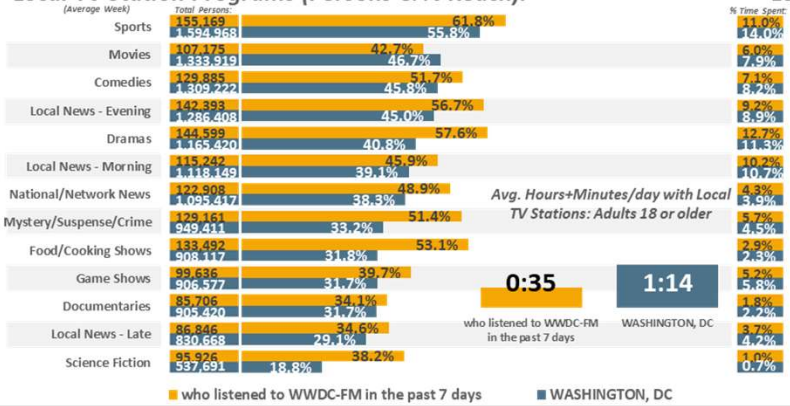
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Radio Stations: WIHT-FM

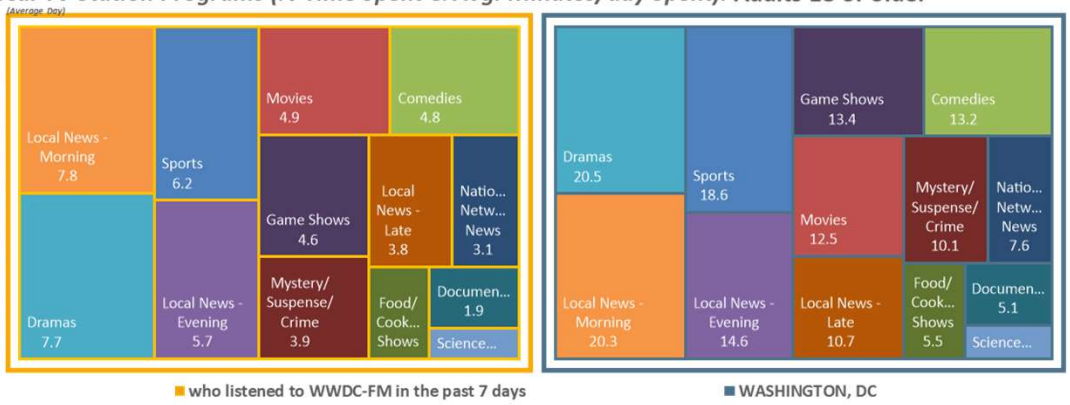
DC 101

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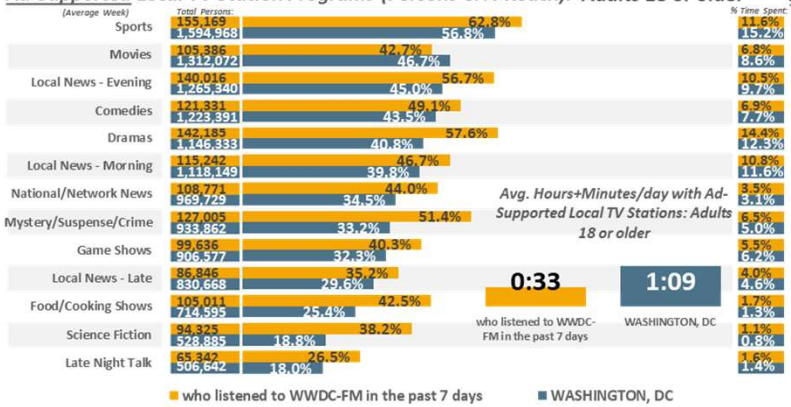
Local TV Station Programs (Persons & % Reach): Adults 18 or older



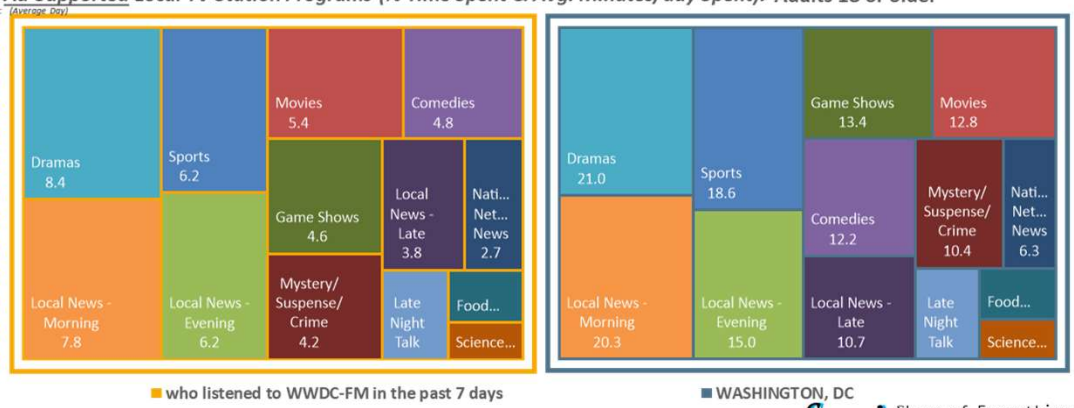
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

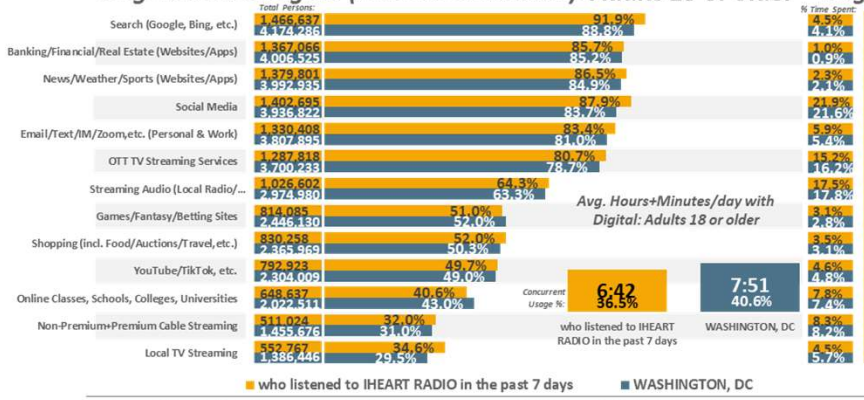
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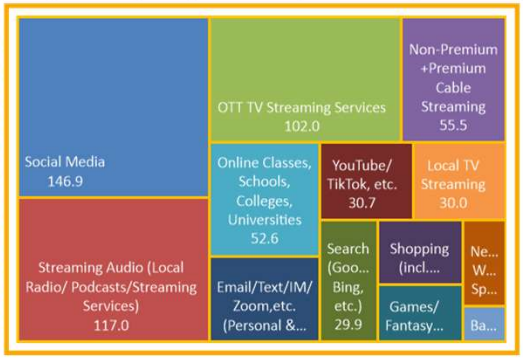
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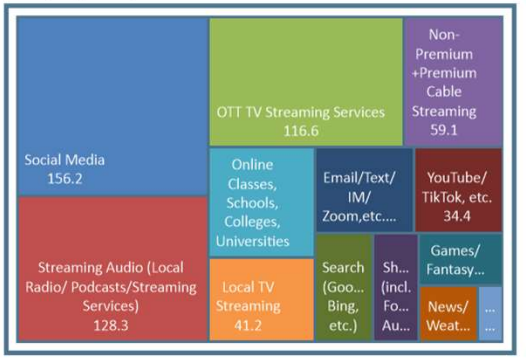
Radio Stations: WWDC-FM

1,220,391 or 76.5% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 127.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

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

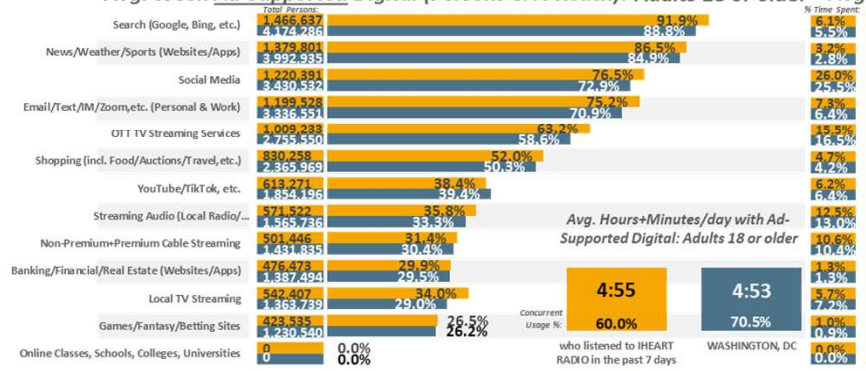


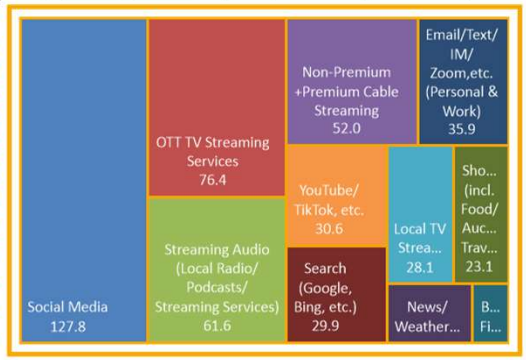


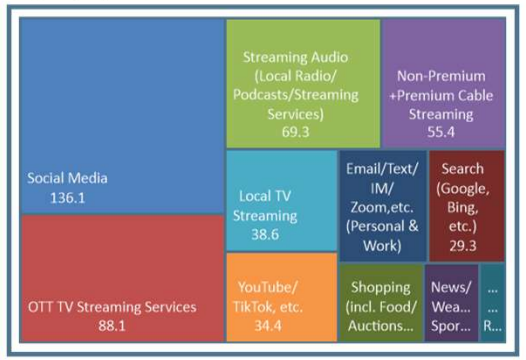


■ who listened to IHEART RADIO in the past 7 days ■ WASHINGTON, DC

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







■ who listened to IHEART RADIO in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

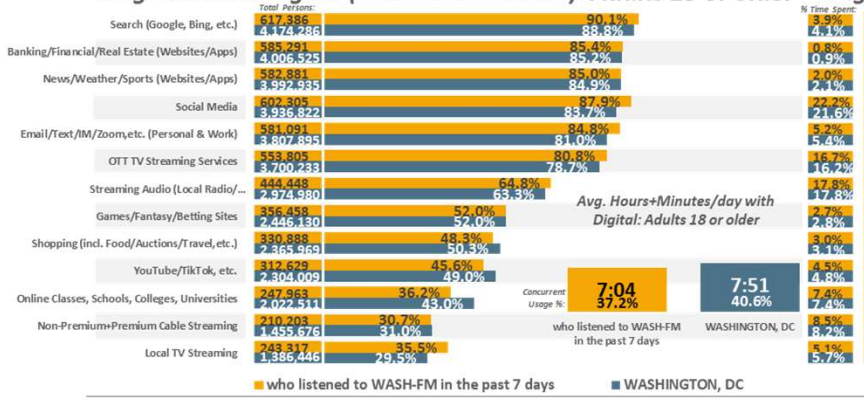
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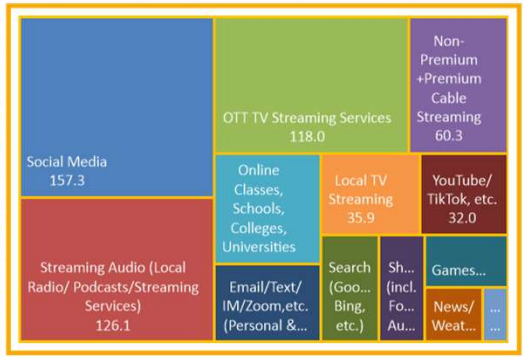
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

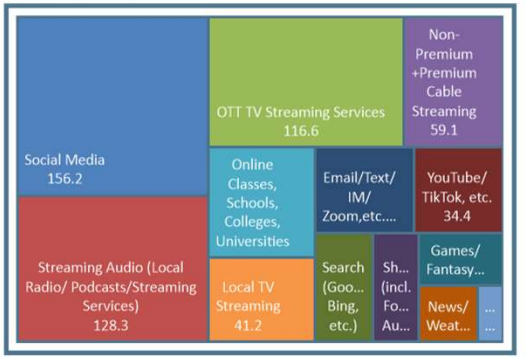
513,902 or 75.% of Adults 18 or older who listened to WASH-FM in the past 7 days use Ad-Supported Social Media for an average of 134.2 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

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

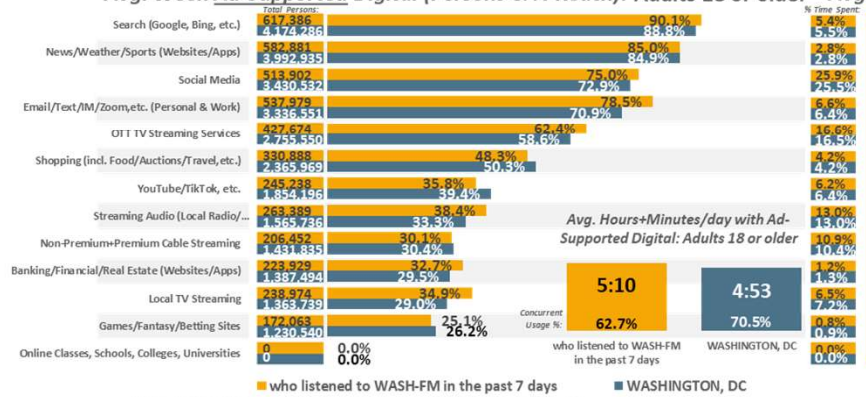


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

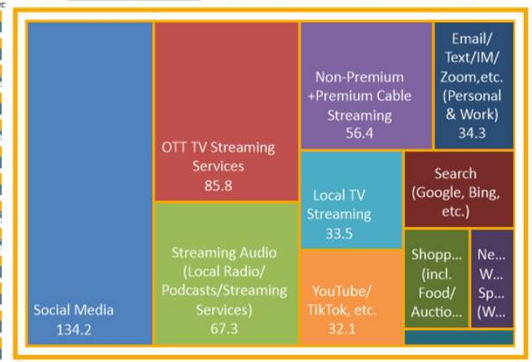


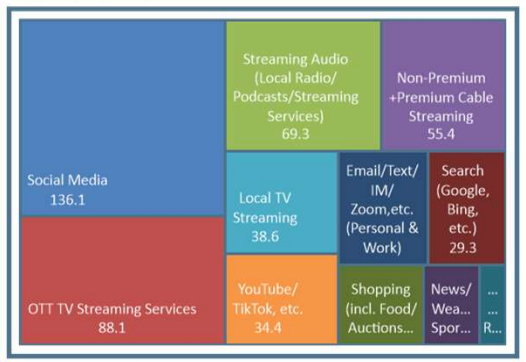


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

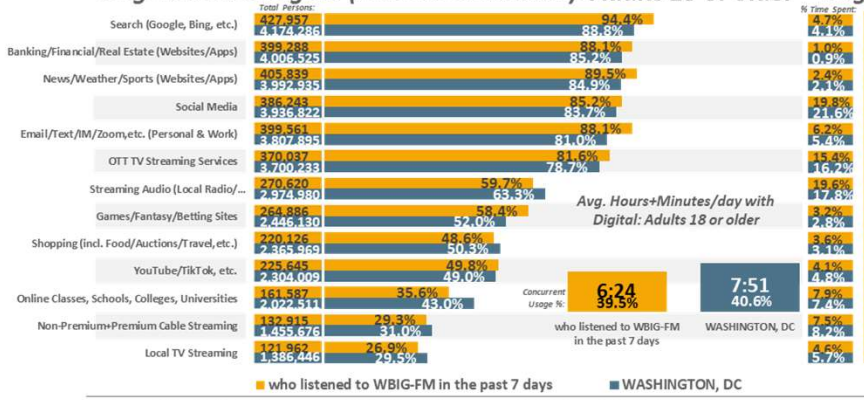
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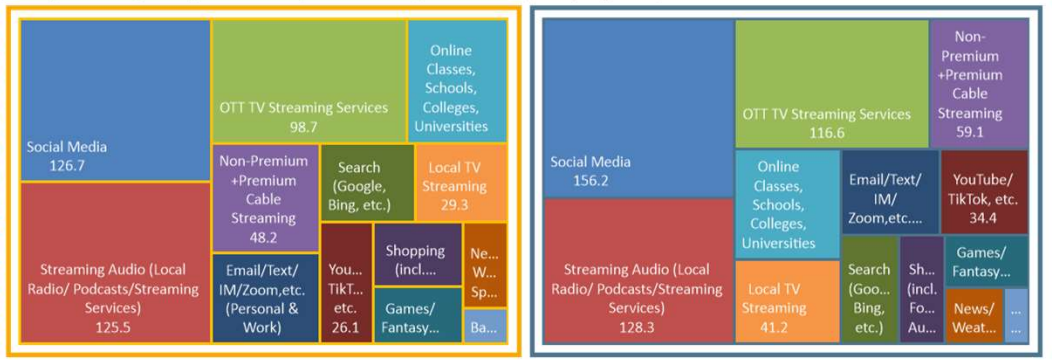
Radio Stations: WASH-FM

335,817 or 74.1% of Adults 18 or older who listened to WBIG-FM in the past 7 days use Ad-Supported Social Media for an average of 110.2 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

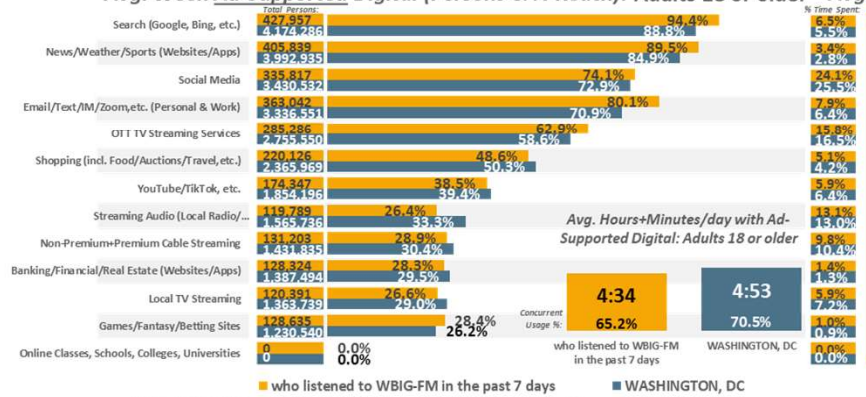
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



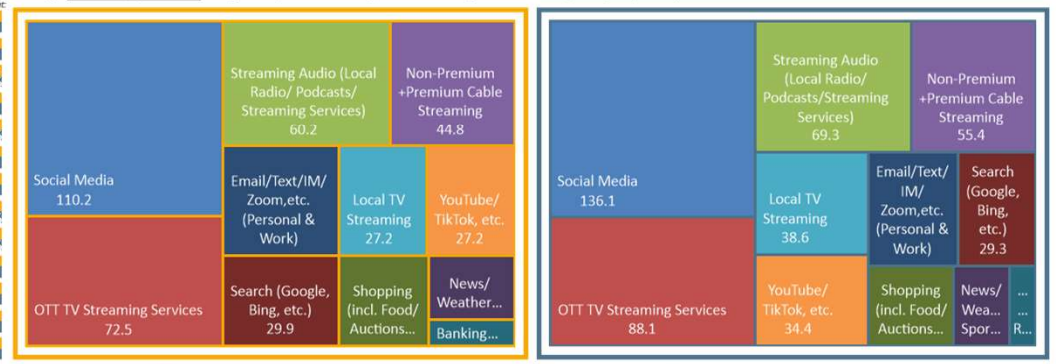
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

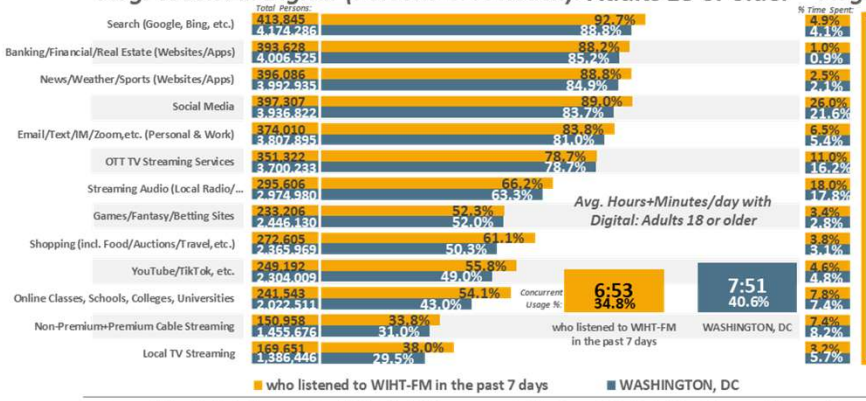
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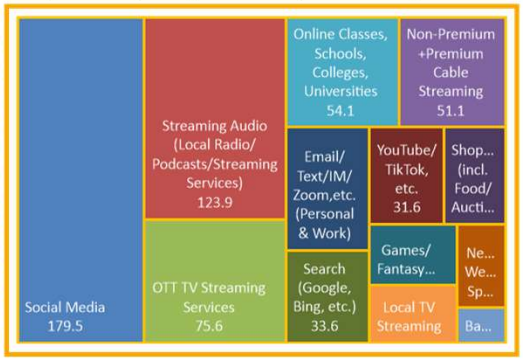
Radio Stations: WBIG-FM

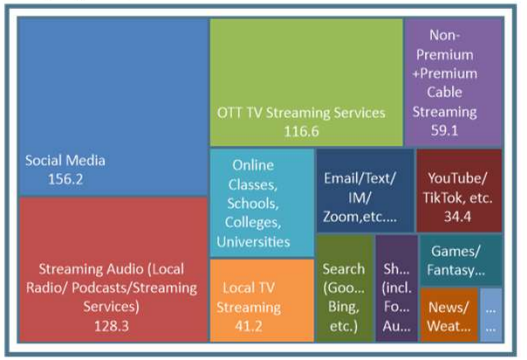
334,282 or 74.9% of Adults 18 or older who listened to WIHT-FM in the past 7 days use Ad-Supported Social Media for an average of 151. minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

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

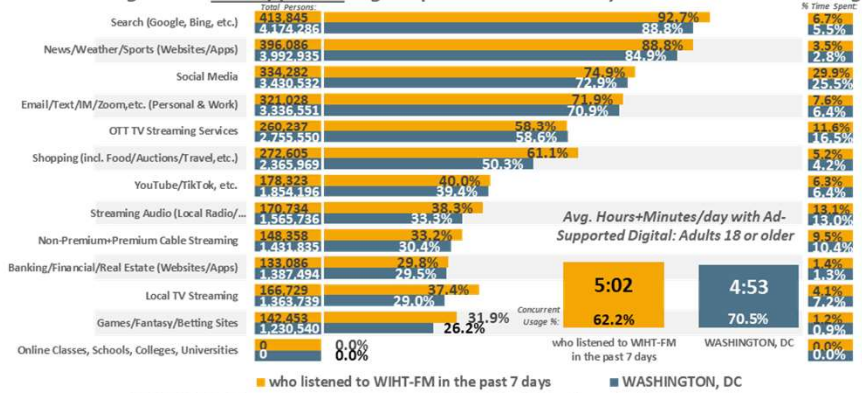


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

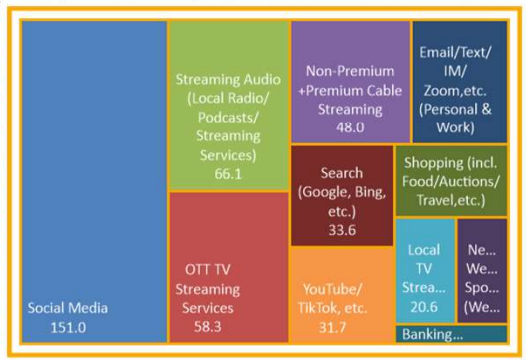


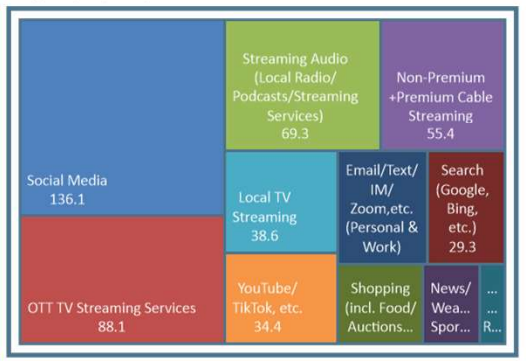


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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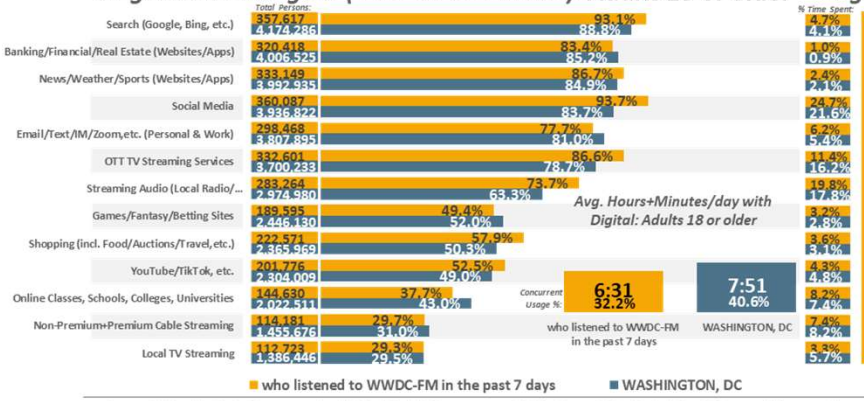
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Radio Stations: WIHT-FM

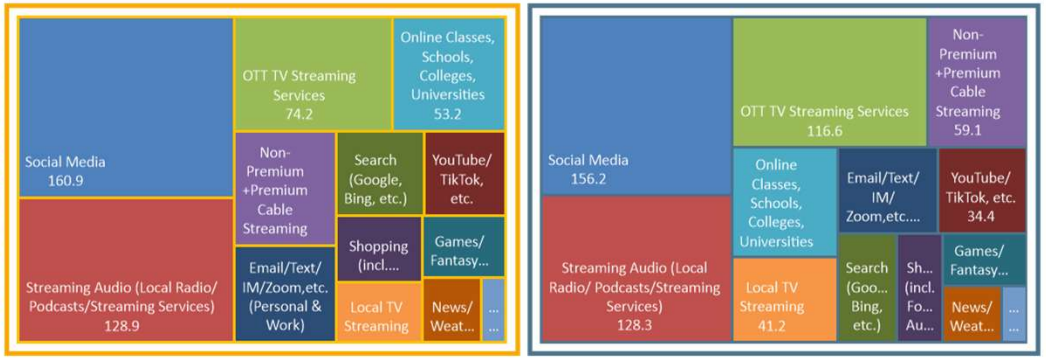
DC 101

321,471 or 83.7% of Adults 18 or older who listened to WWDC-FM in the past 7 days use Ad-Supported Social Media for an average of 143.7 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

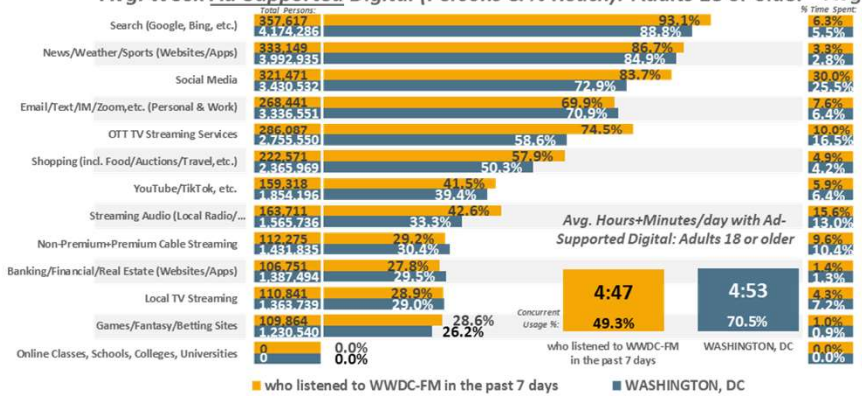
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



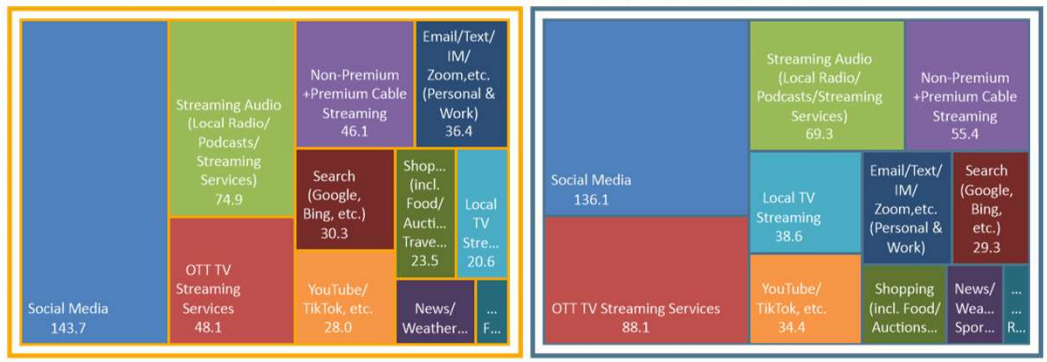
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

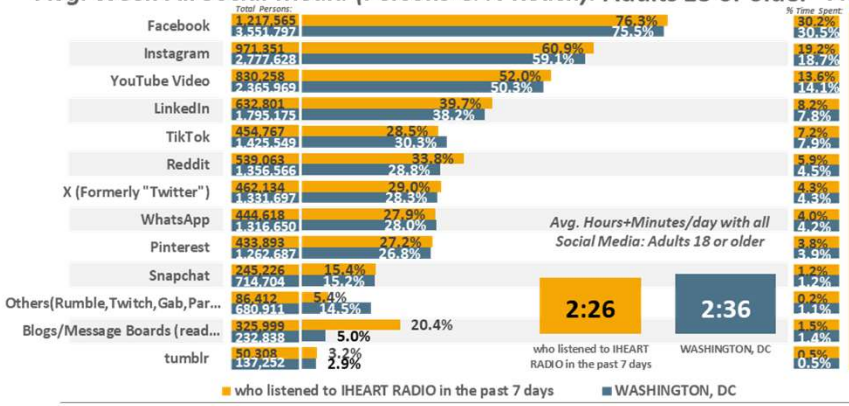
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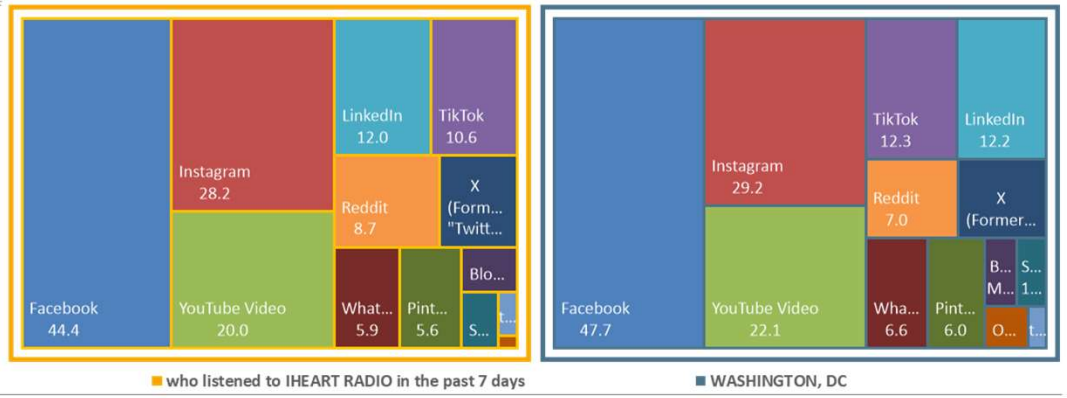
Radio Stations: WWDC-FM

1,217,565 or 76.3% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

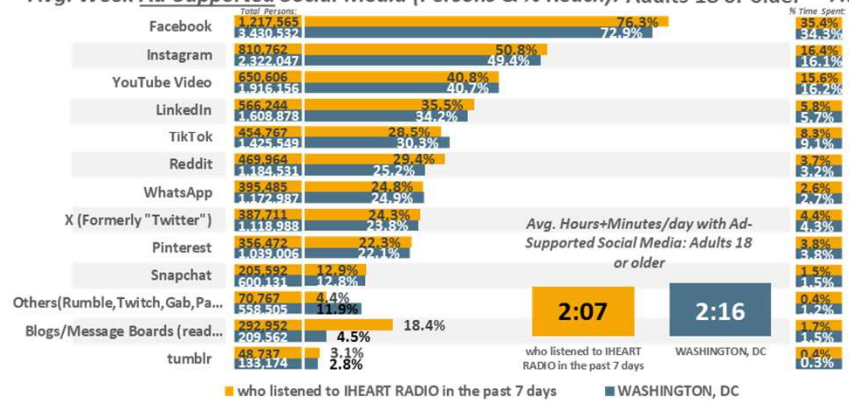
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



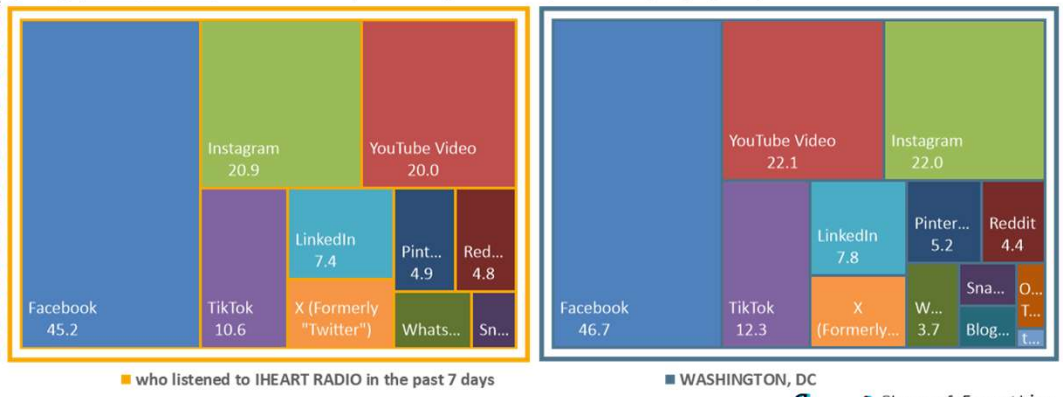
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

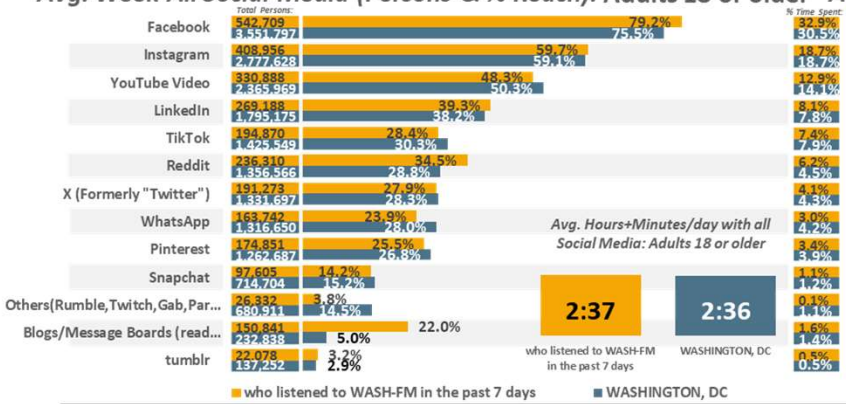
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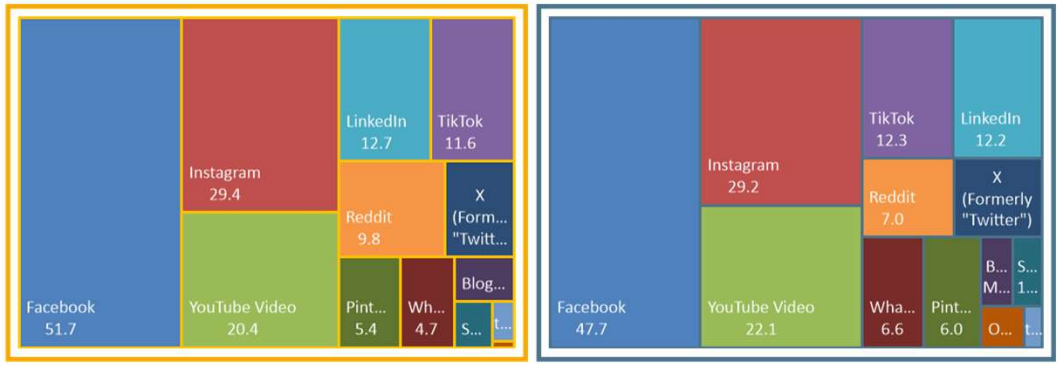
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

513,902 or 75.% of Adults 18 or older who listened to WASH-FM in the past 7 days use Ad-Supported Facebook for an average of 48.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

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

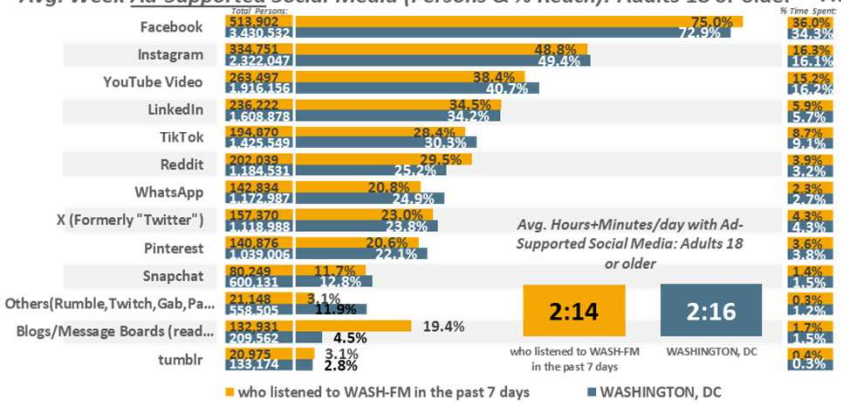


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

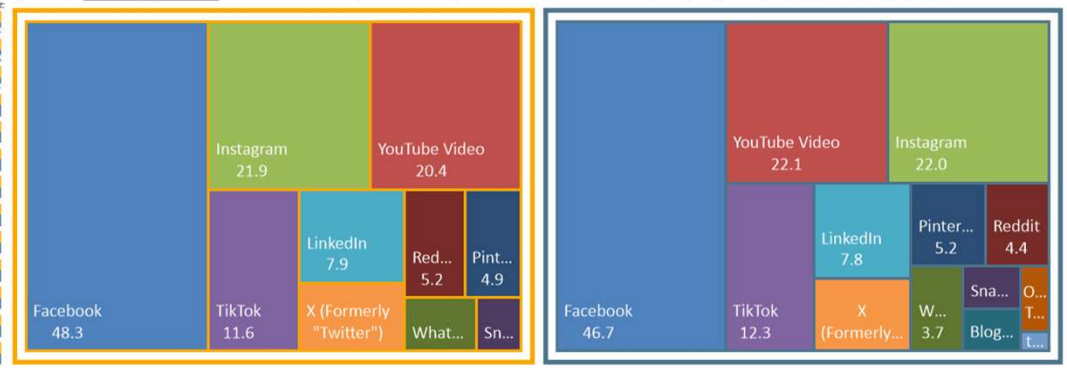


who listened to WASH-FM in the past 7 days ■ WASHINGTON, DC

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



who listened to WASH-FM in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

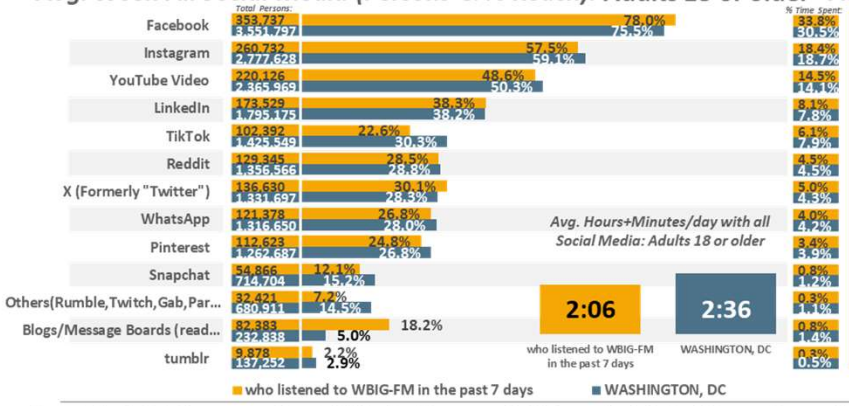
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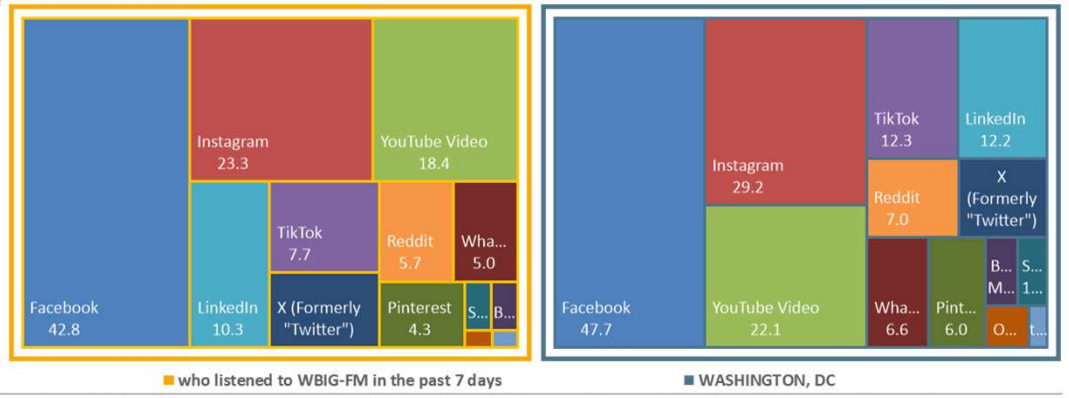
Radio Stations: WASH-FM

335,817 or 74.1% of Adults 18 or older who listened to WBIG-FM in the past 7 days use Ad-Supported Facebook for an average of 39.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

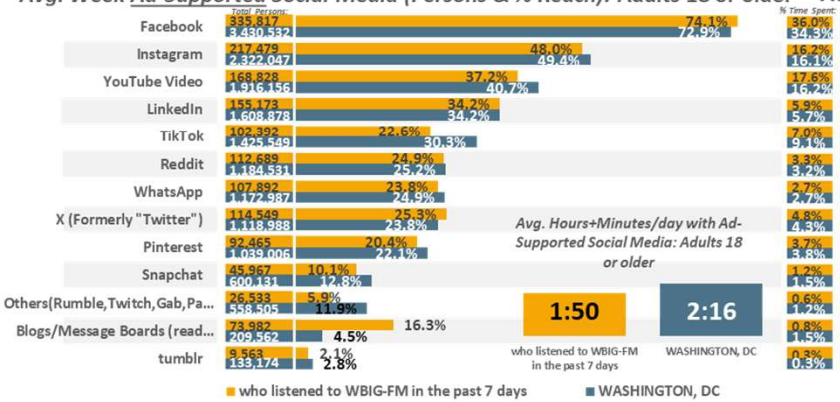
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



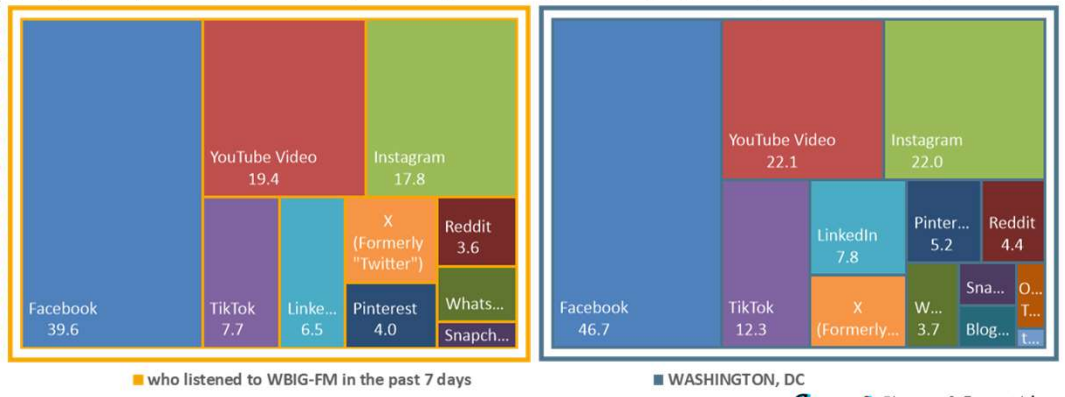
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

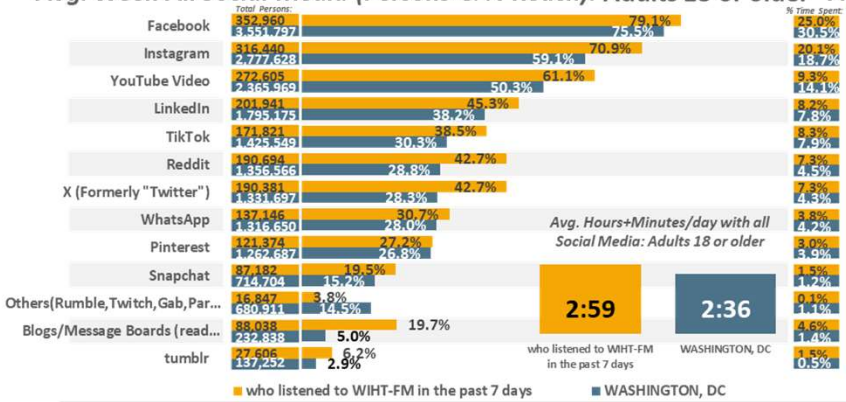
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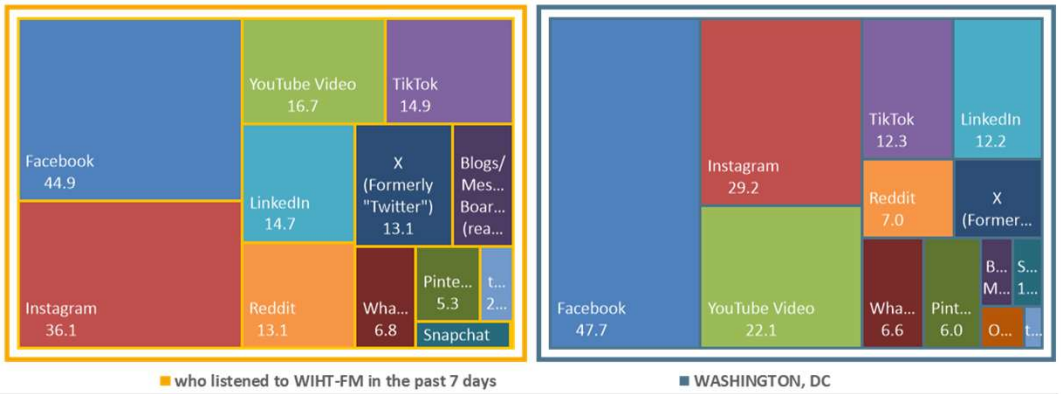
Radio Stations: WBIG-FM

334,282 or 74.9% of Adults 18 or older who listened to WIHT-FM in the past 7 days use Ad-Supported Facebook for an average of 48.7 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.

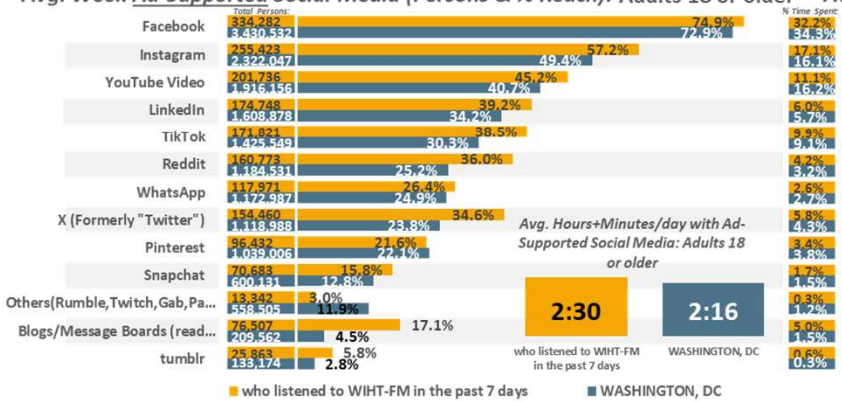
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



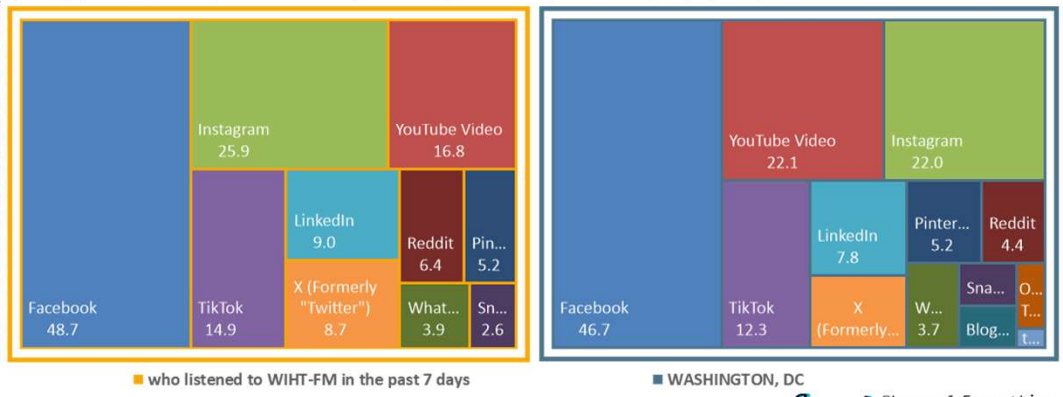
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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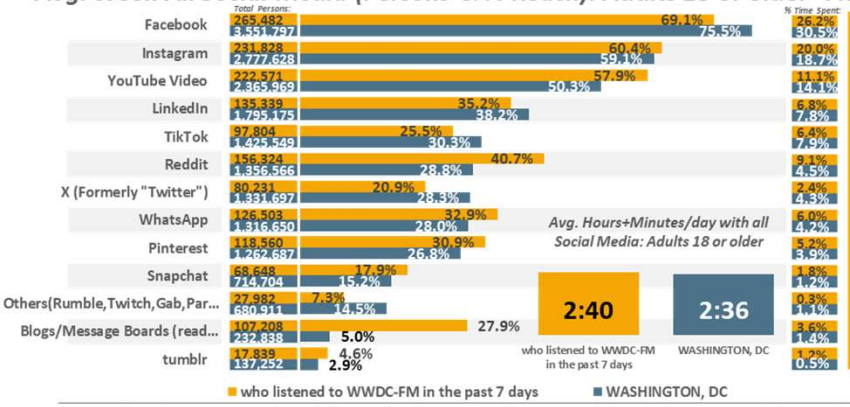
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Radio Stations: WIHT-FM

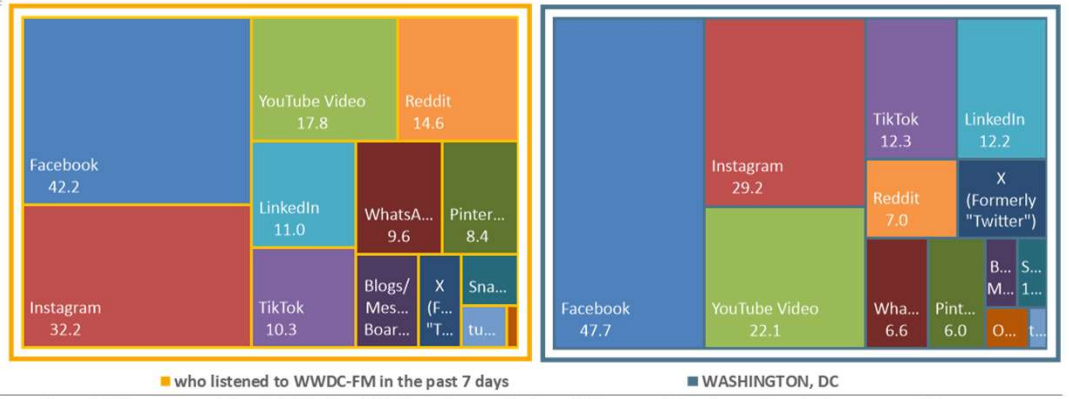
DC 101

265,482 or 69.1% of Adults 18 or older who listened to WWDC-FM in the past 7 days use Ad-Supported Facebook for an average of 48.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

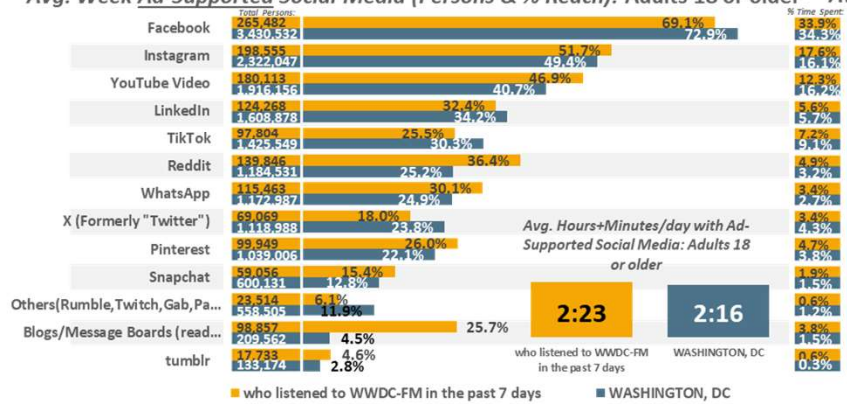
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



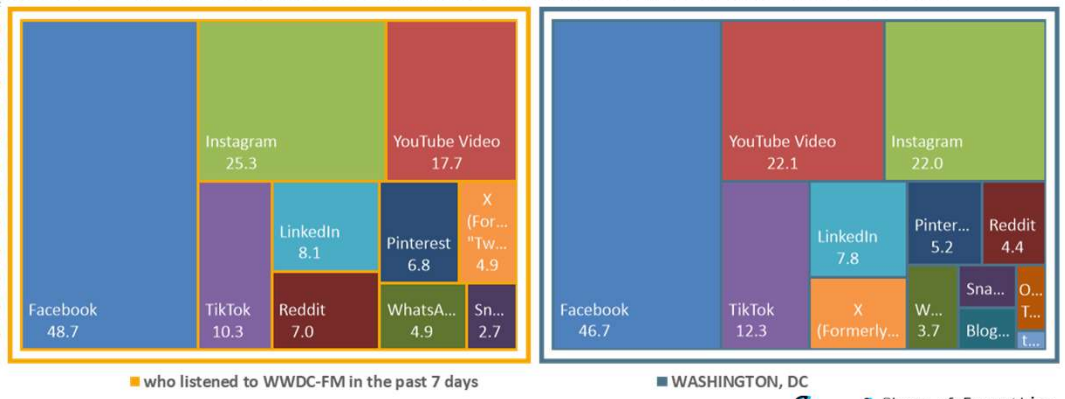
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



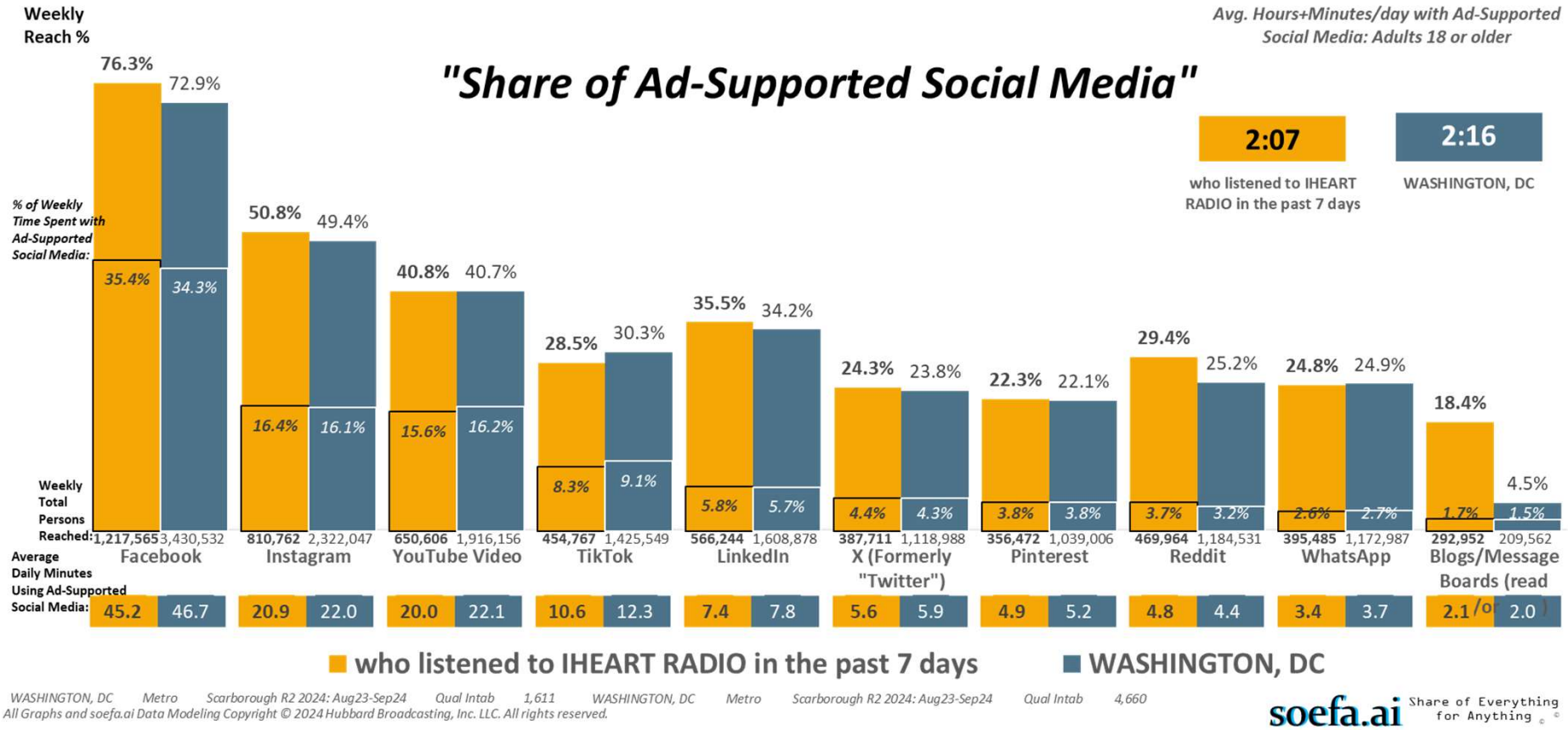
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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Radio Stations: WWDC-FM

1,217,565 or 76.3% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 45.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



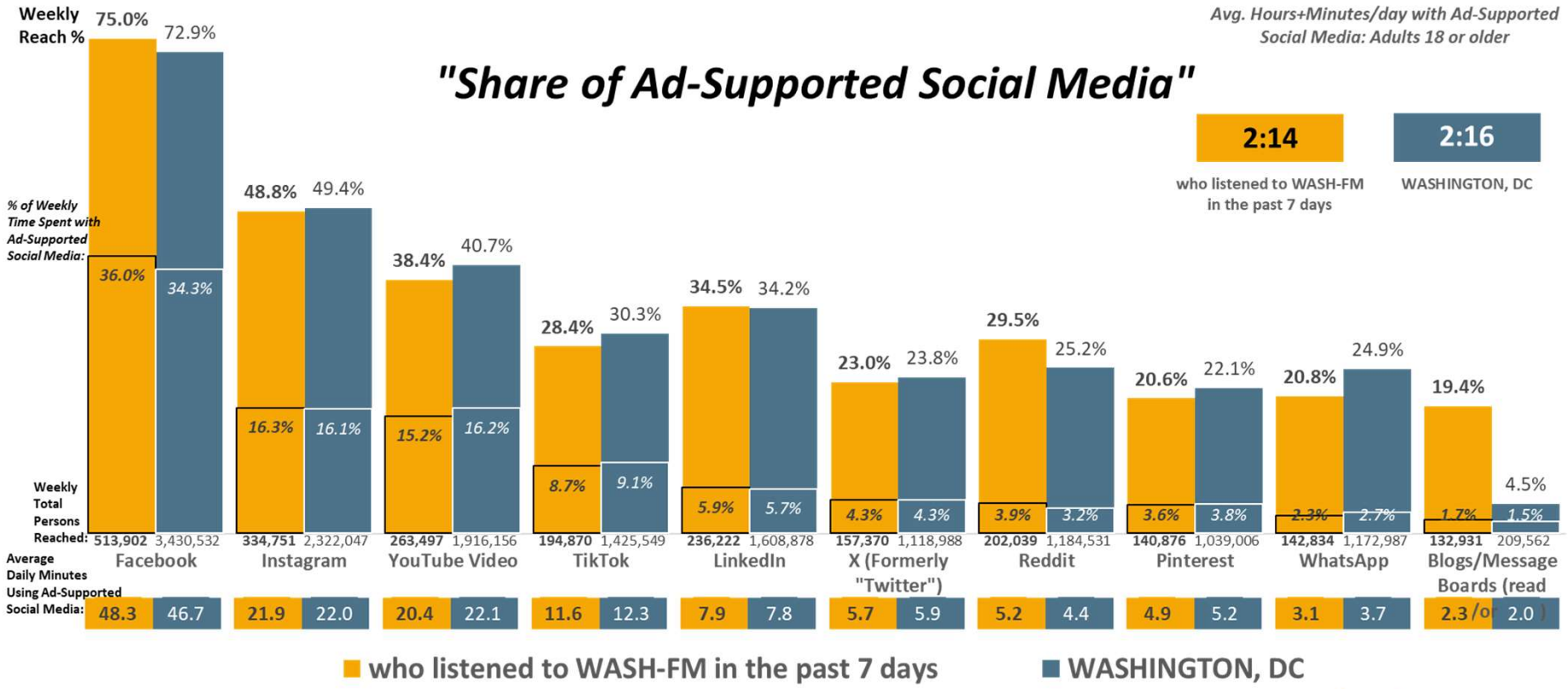
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

513,902 or 75.% of Adults 18 or older who listened to WASH-FM in the past 7 days use Ad-Supported Facebook for an average of 48.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



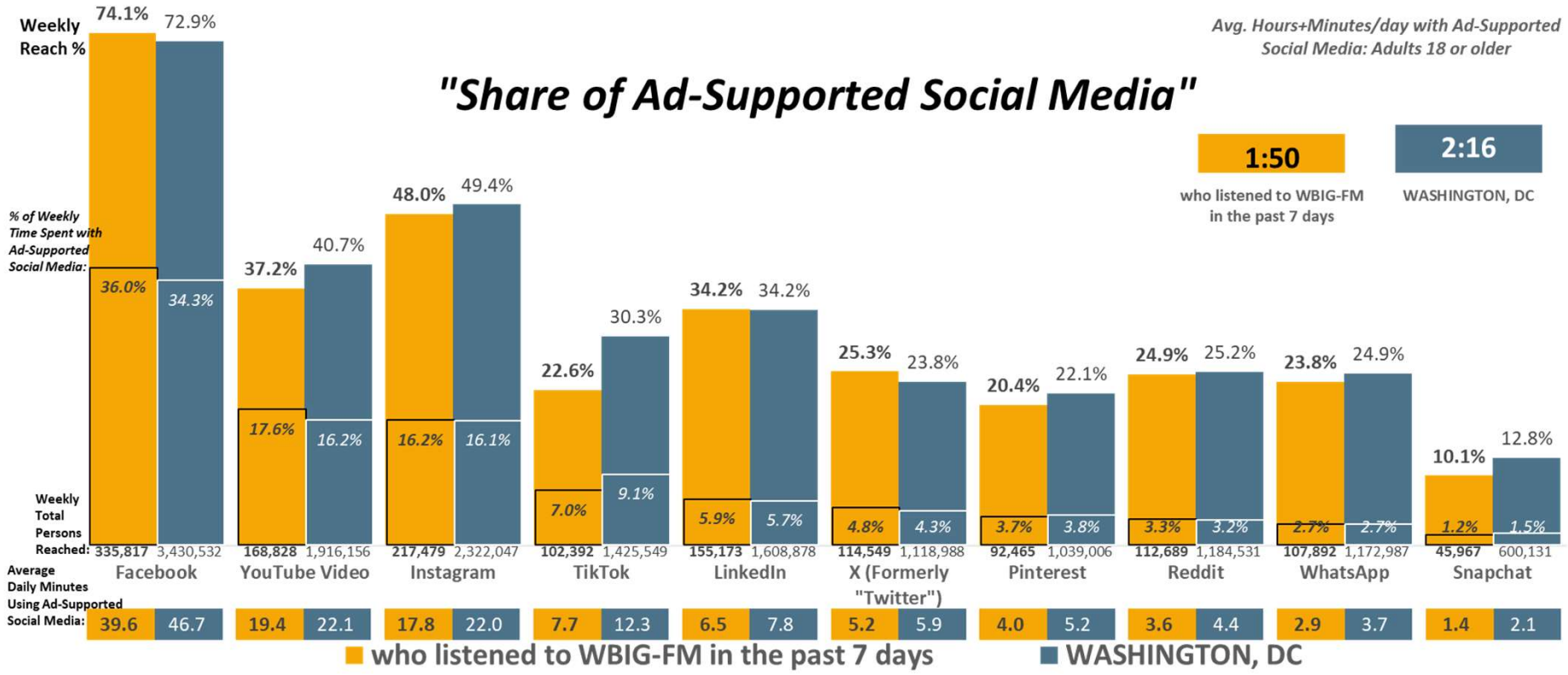
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WASH-FM

335,817 or 74.1% of Adults 18 or older who listened to WBIG-FM in the past 7 days use Ad-Supported Facebook for an average of 39.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



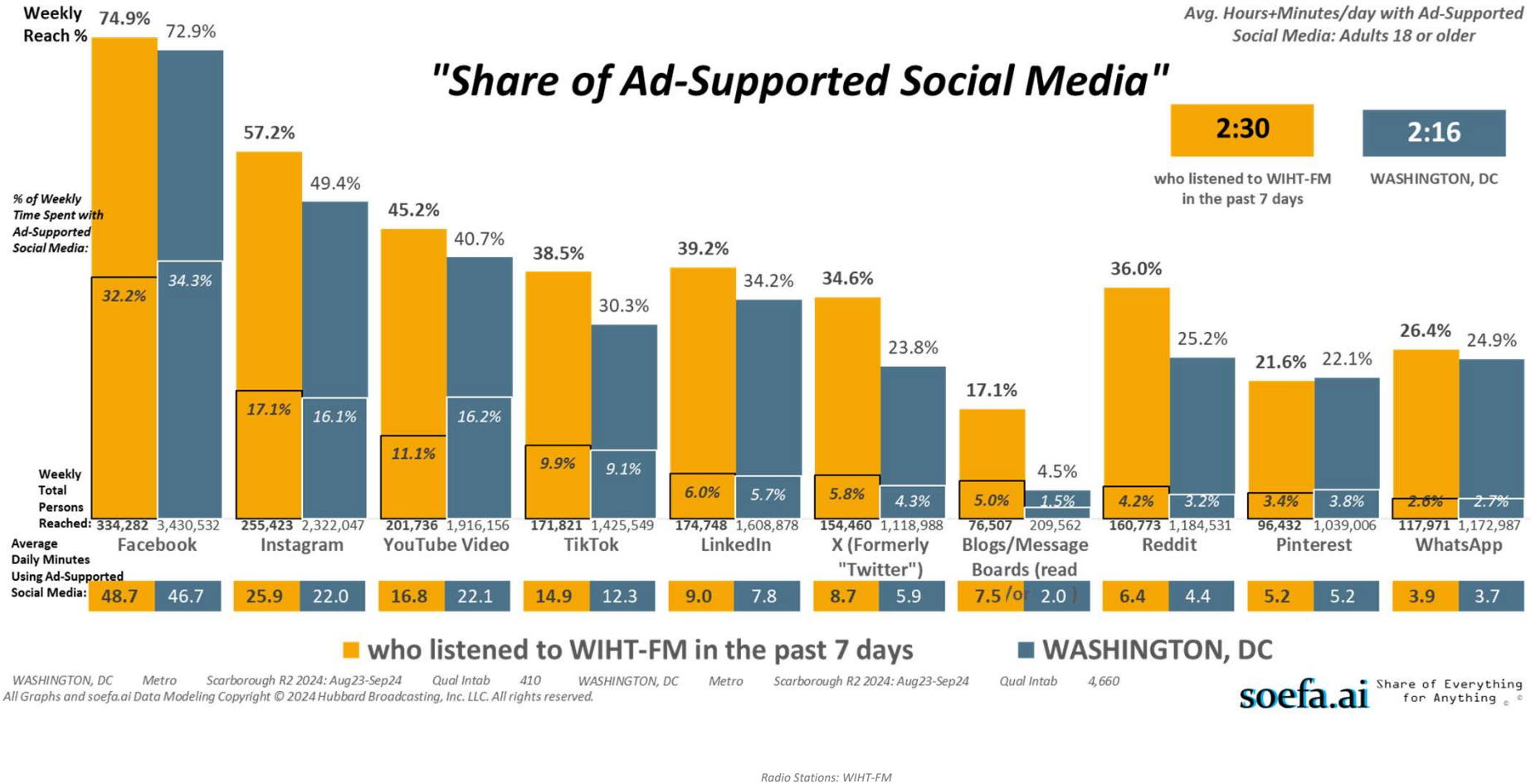
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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Radio Stations: WBIG-FM

334,282 or 74.9% of Adults 18 or older who listened to WIHT-FM in the past 7 days use Ad-Supported Facebook for an average of 48.7 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

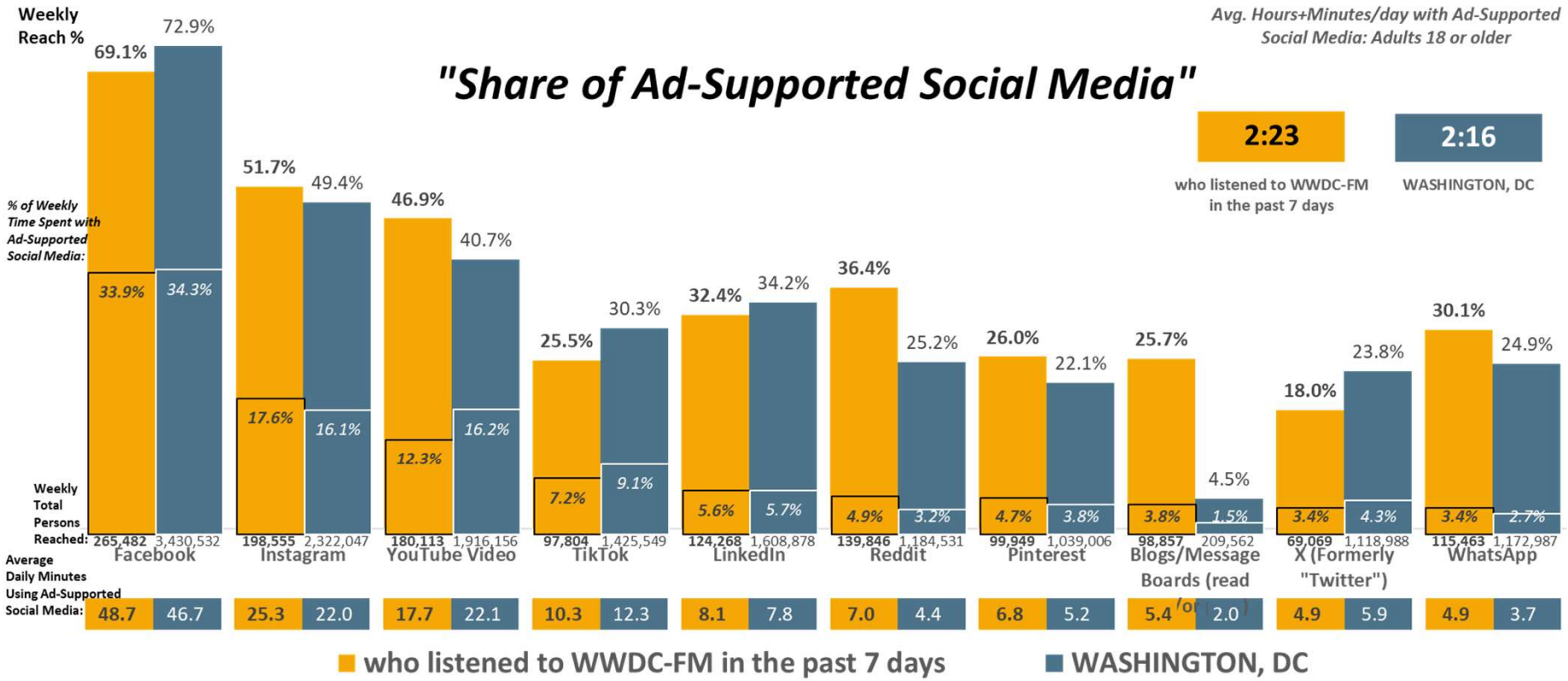
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Radio Stations: WIHT-FM

DC 101

265,482 or 69.1% of Adults 18 or older who listened to WWDC-FM in the past 7 days use Ad-Supported Facebook for an average of 48.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



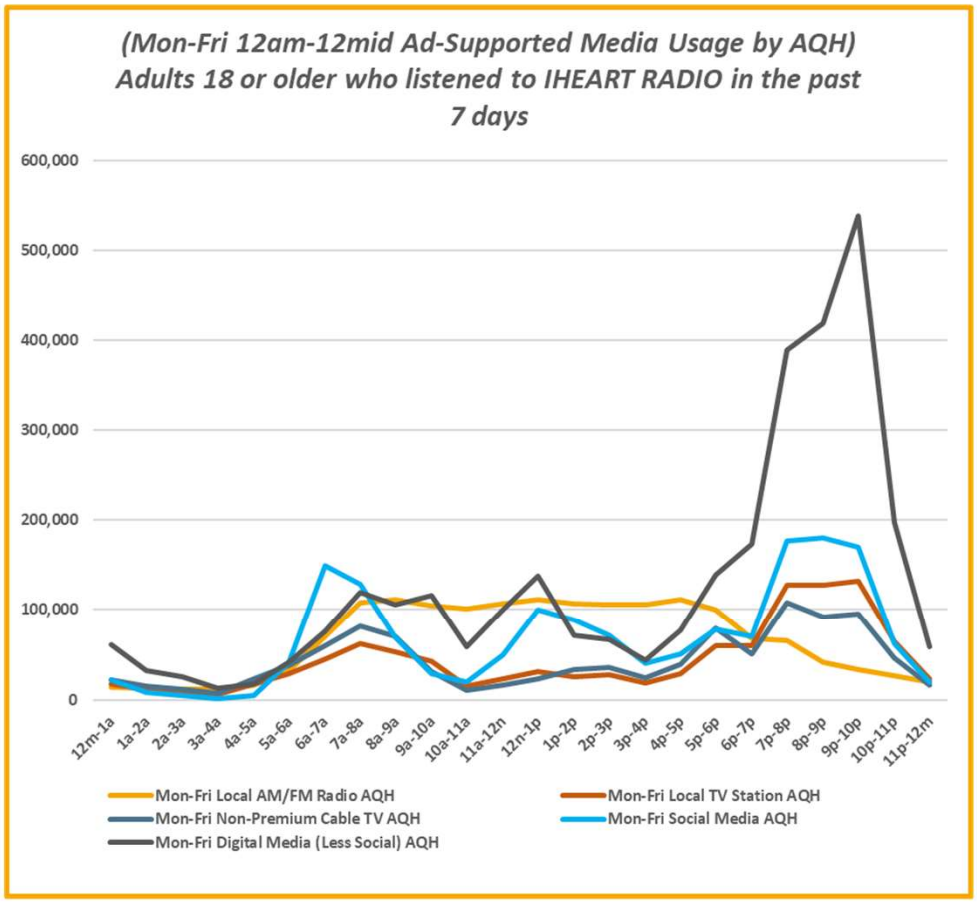
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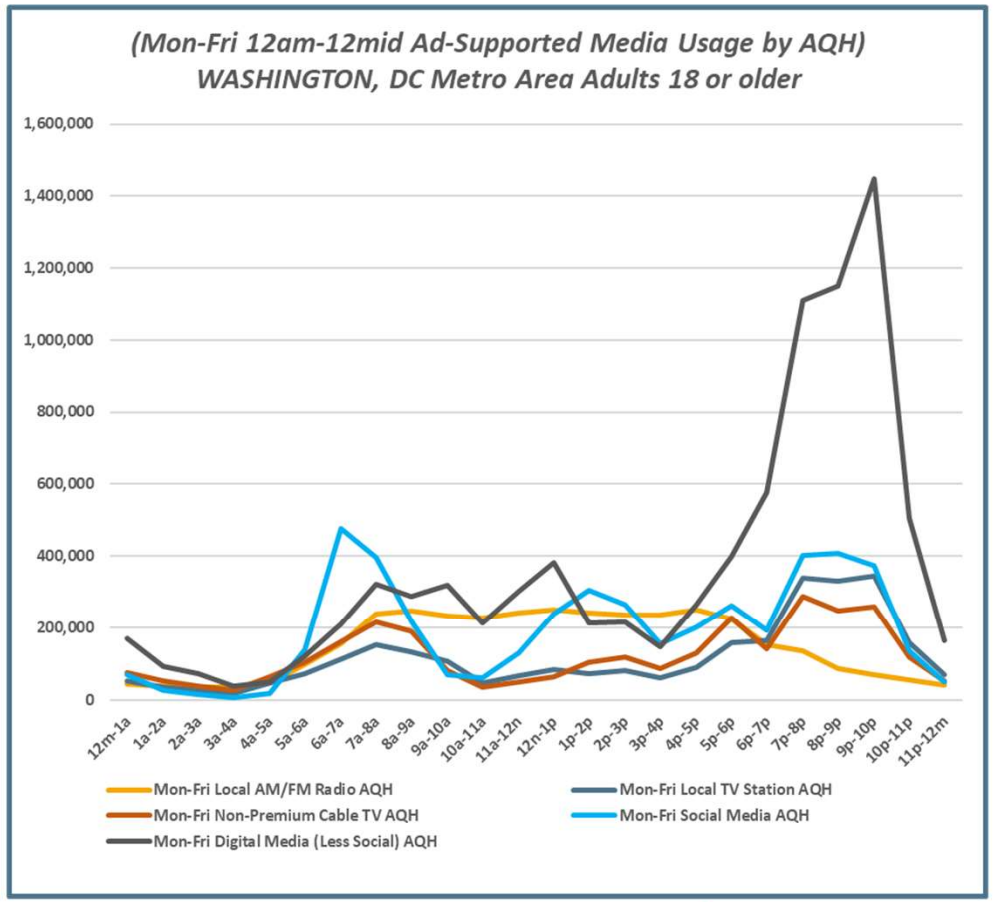
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Radio Stations: WWDC-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 100,904; All Other Digital Media: 98,875; Social Media: 72,578; Non-Prem. Cable: 42,591; Local TV: 37,808 reaching Adults 18 or older who listened to IHEART RADIO in the past 7 days.





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

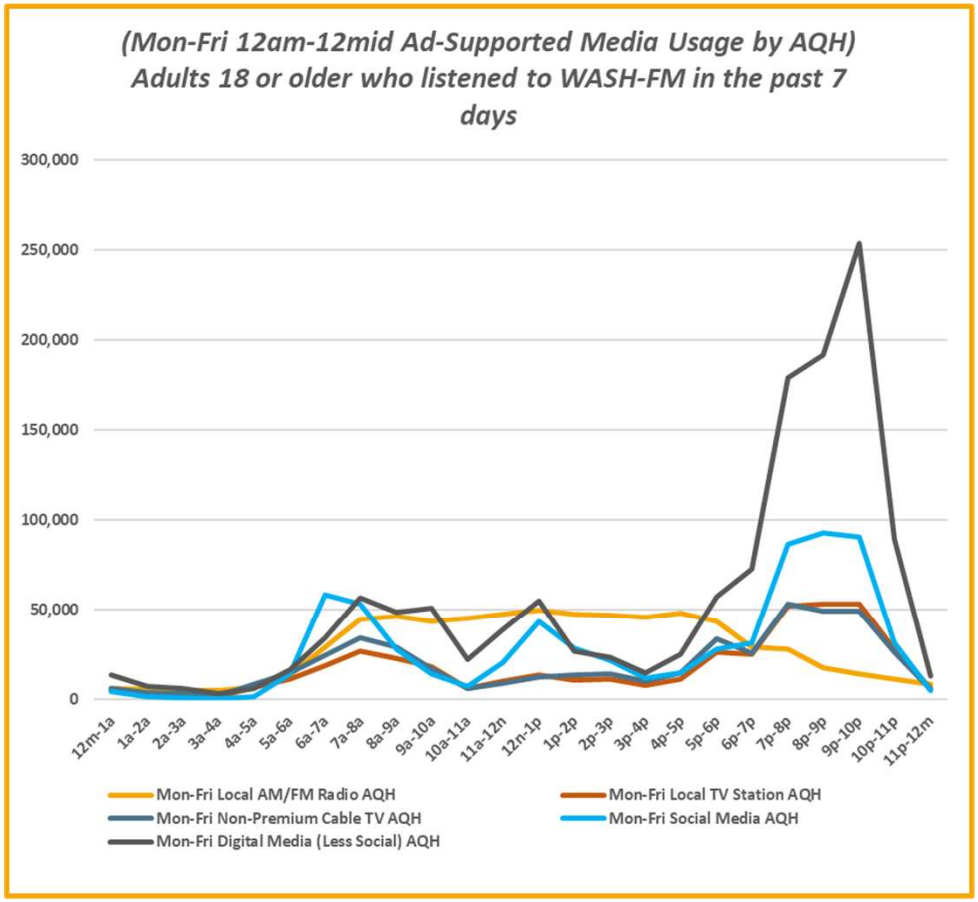
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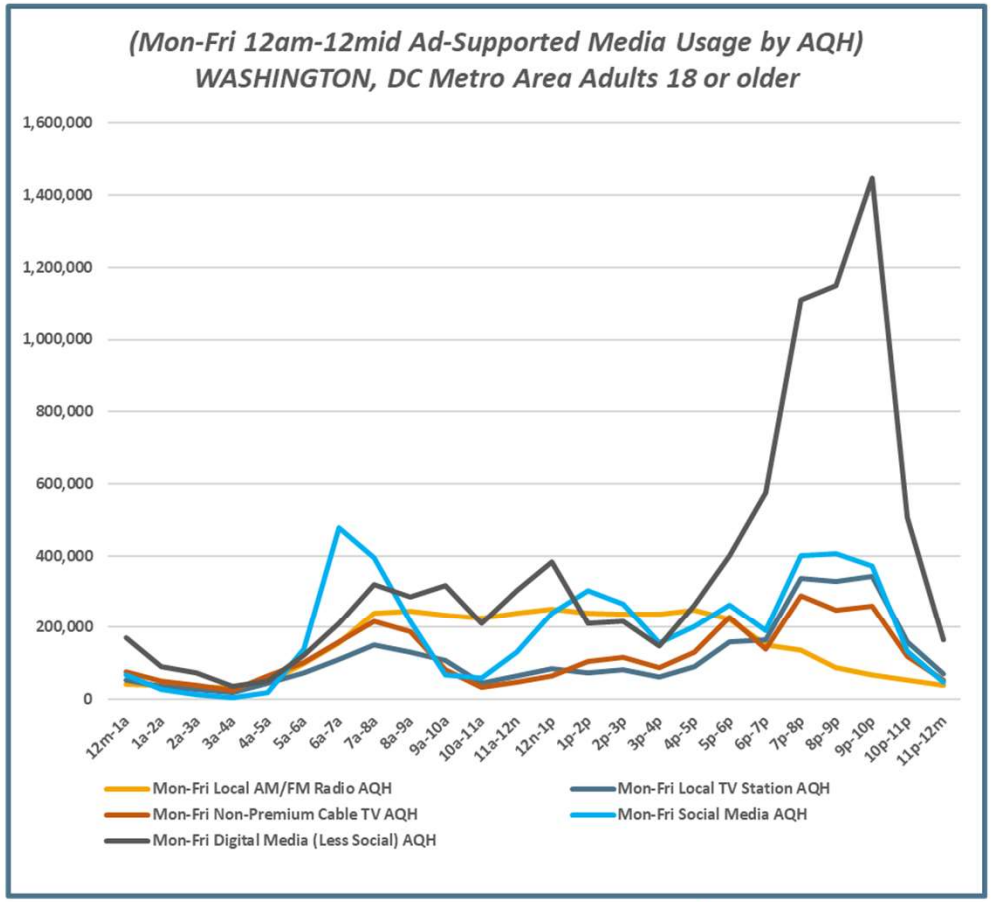
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

97.1 WASH-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 43,537; All Other Digital Media: 40,432; Social Media: 27,662; Non-Prem. Cable: 18,696; Local TV: 15,994 reaching Adults 18 or older who listened to WASH-FM in the past 7 days.





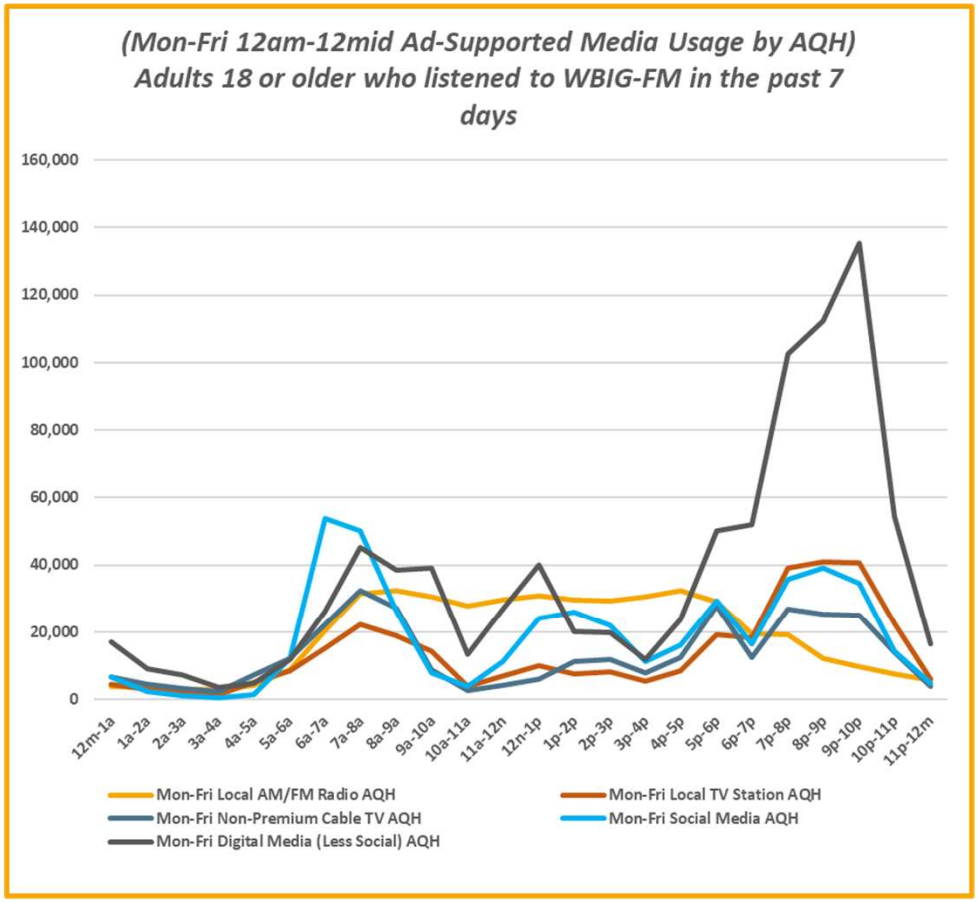
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

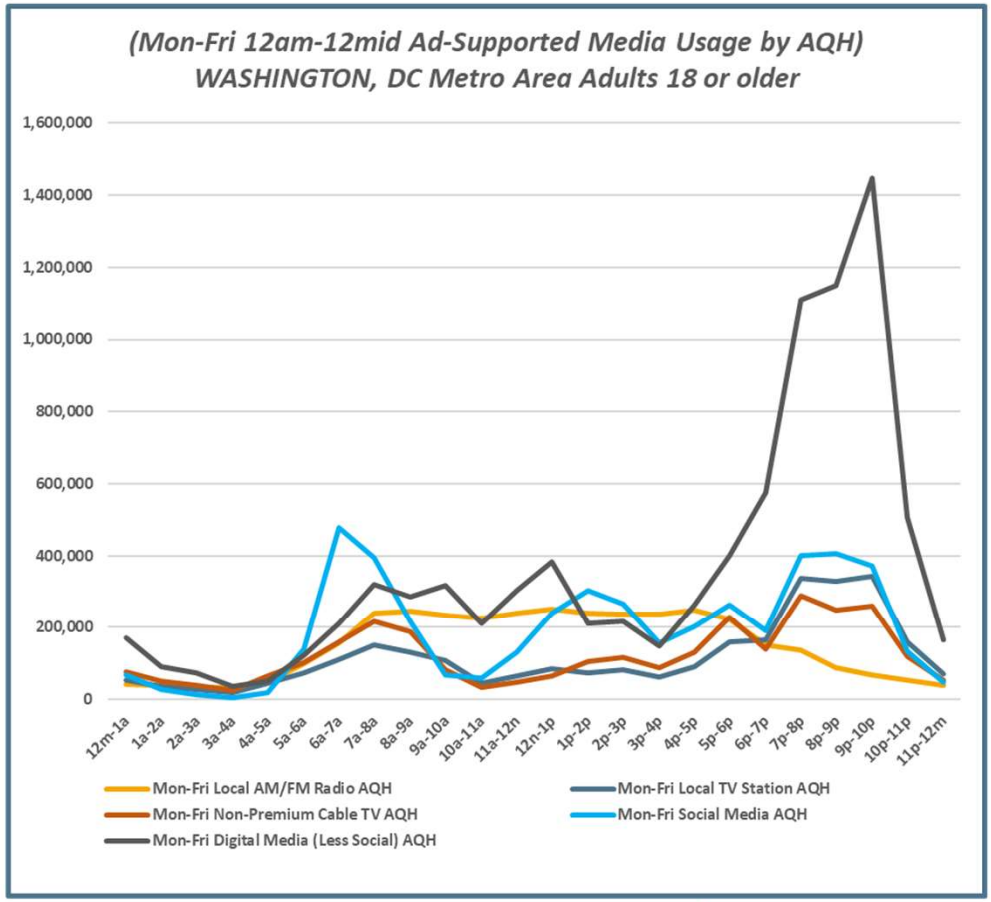
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Radio Stations: WASH-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,269; Local Radio: 28,713; Social Media: 22,932; Non-Prem. Cable: 14,340; Local TV: 12,150 reaching Adults 18 or older who listened to WBIG-FM in the past 7 days.





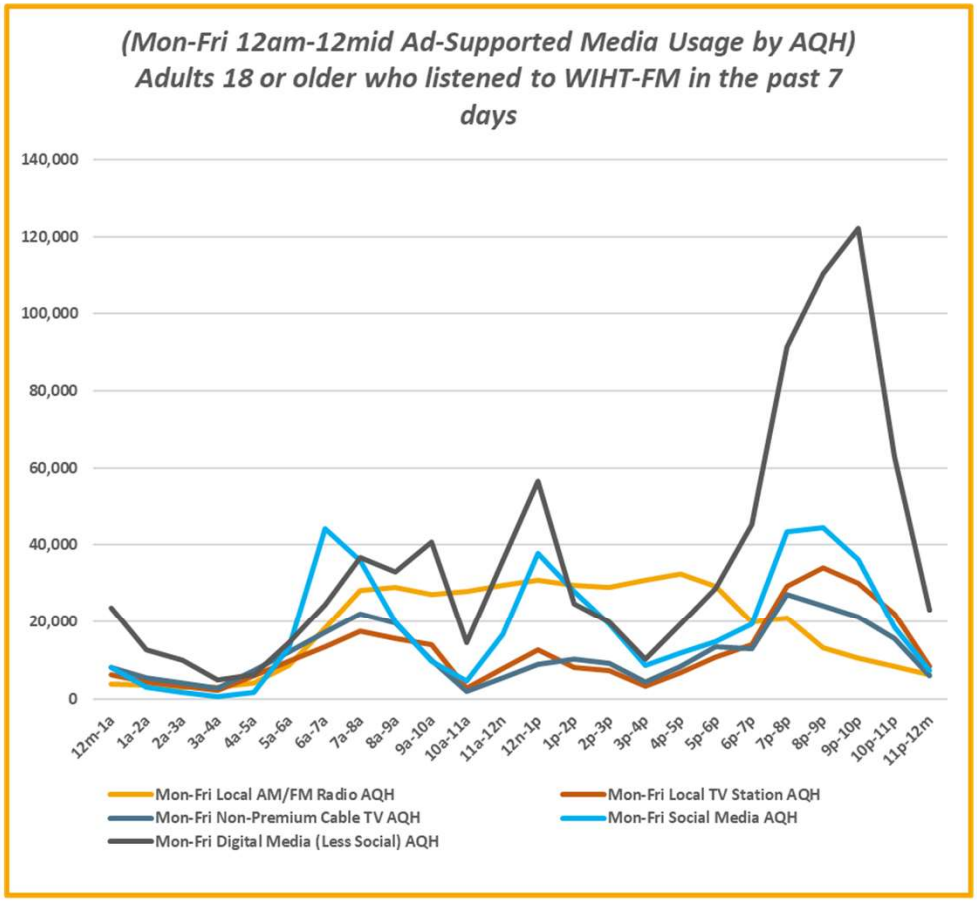
WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

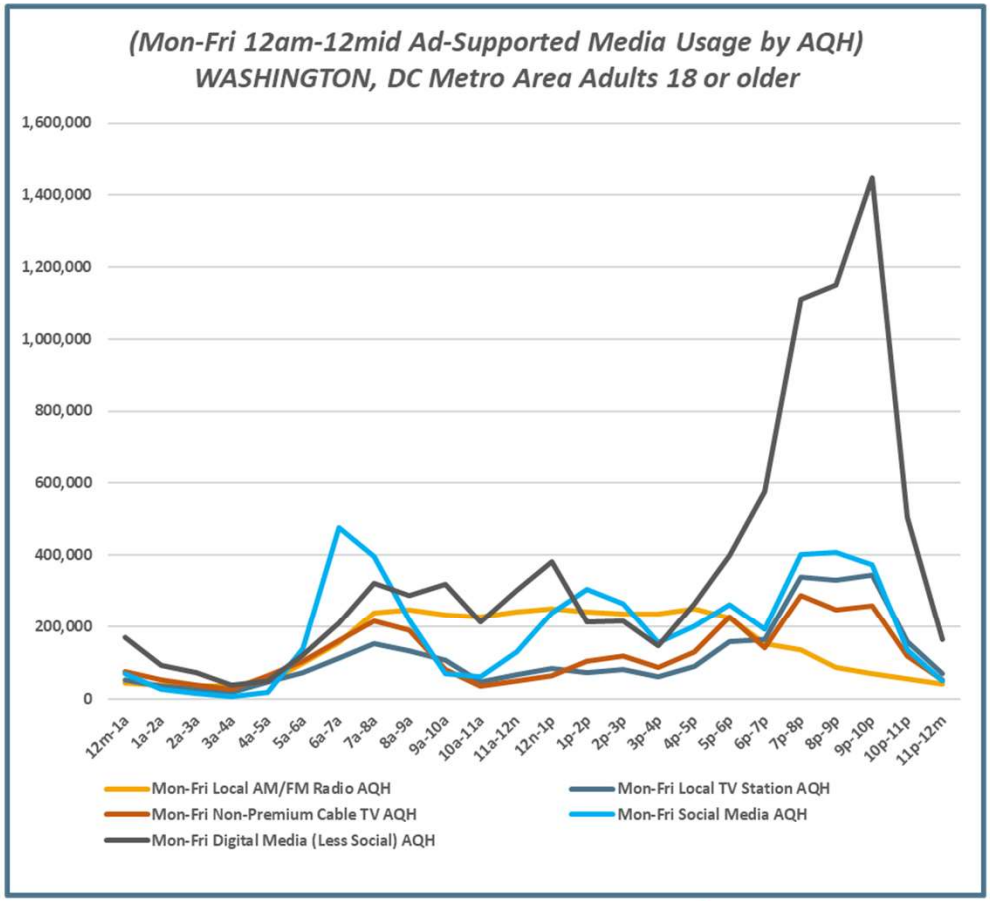
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Radio Stations: WBIG-FM

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,011; Local Radio: 27,785; Social Media: 20,787; Non-Prem. Cable: 11,030; Local TV: 10,286 reaching Adults 18 or older who listened to WIHT-FM in the past 7 days.





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

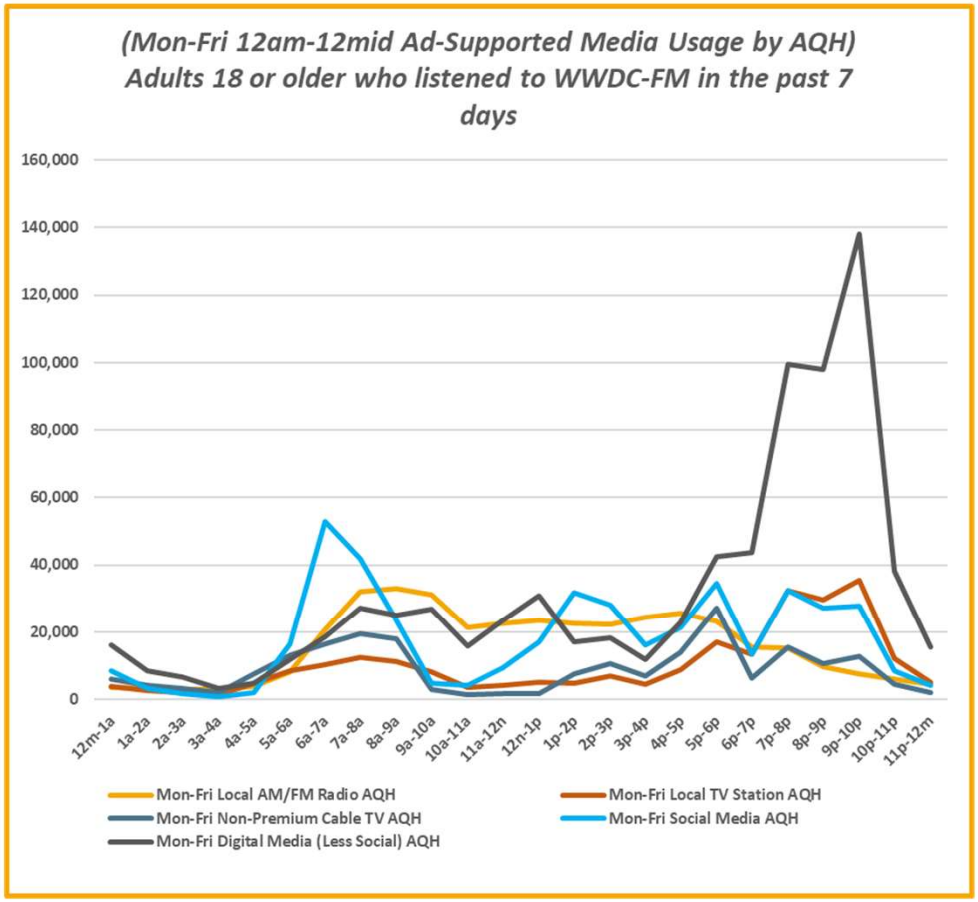
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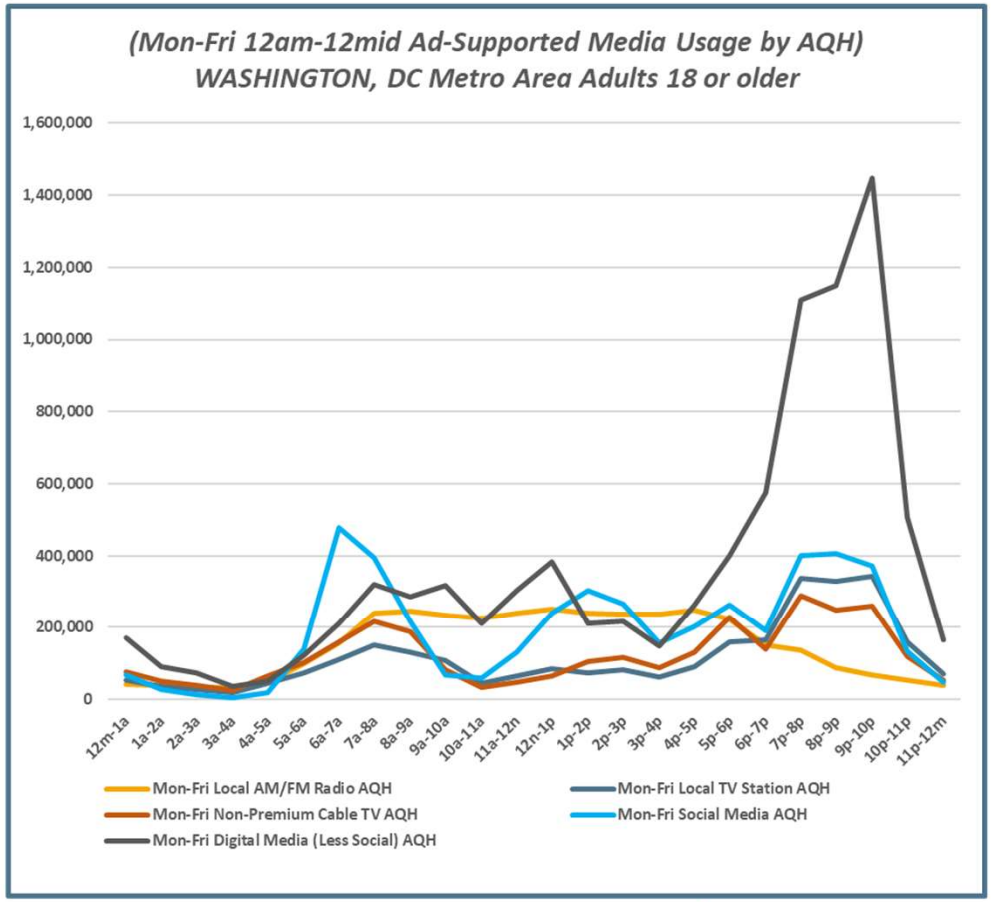
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Radio Stations: WIHT-FM

DC 101

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,885; Local Radio: 24,390; Social Media: 22,952; Non-Prem. Cable: 10,299; Local TV: 8,449 reaching Adults 18 or older who listened to WWDC-FM in the past 7 days.





WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

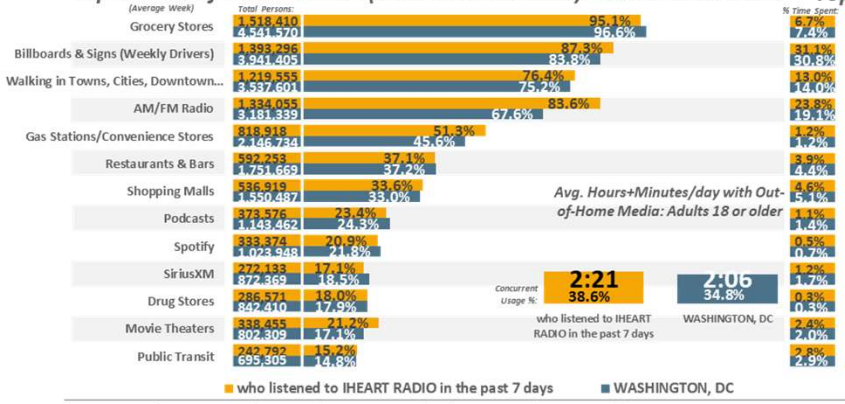
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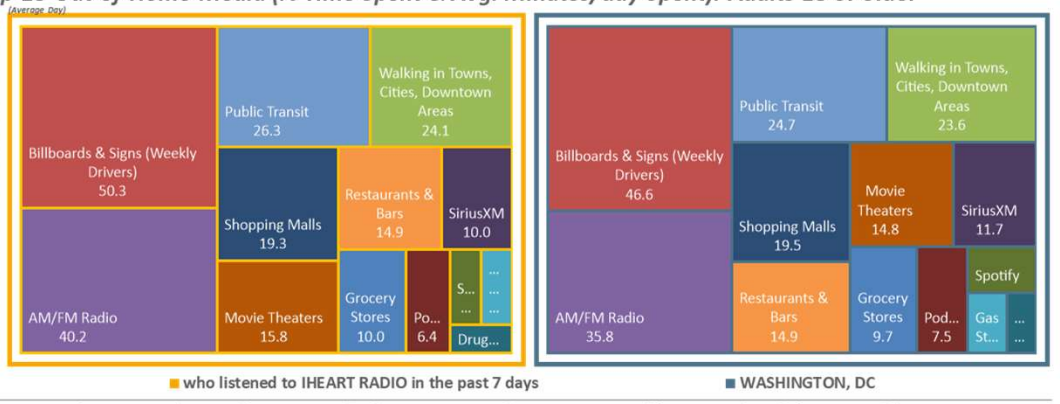
Radio Stations: WWDC-FM

1,393,296 or 87.3% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 50.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minutes/day.

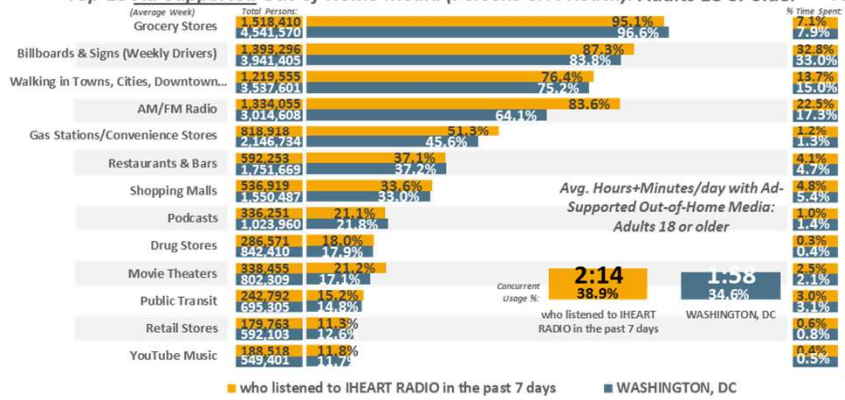
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

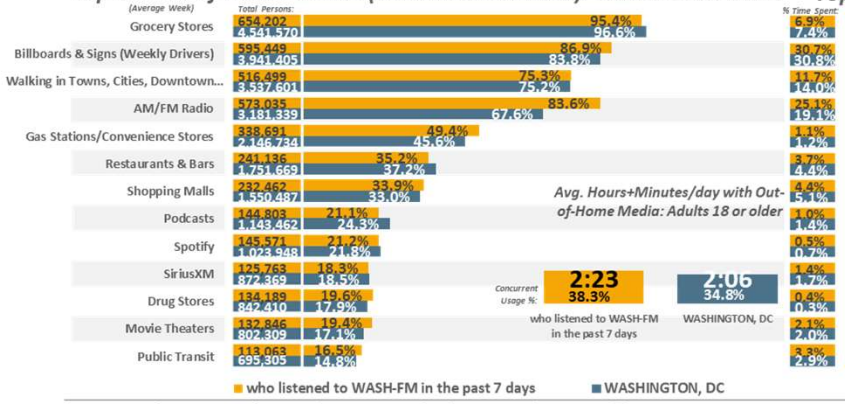
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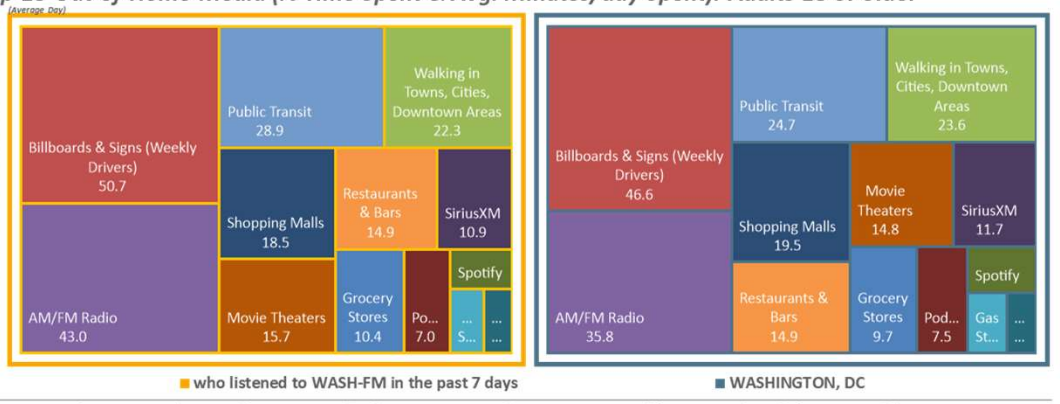
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

595,449 or 86.9% of Adults 18 or older who listened to WASH-FM in the past 7 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day.

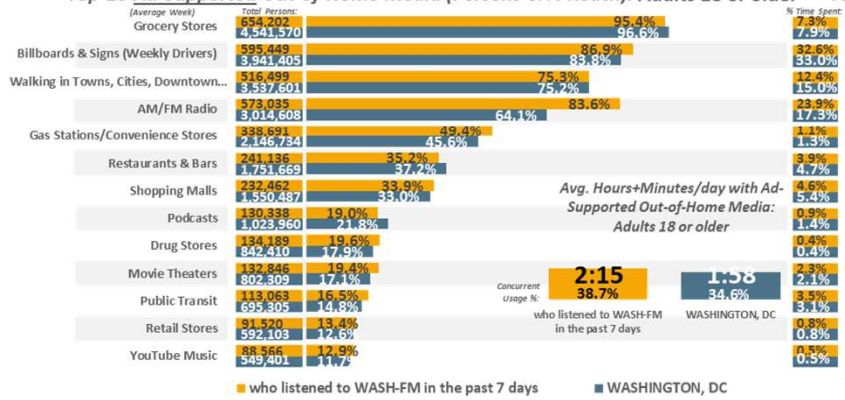
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



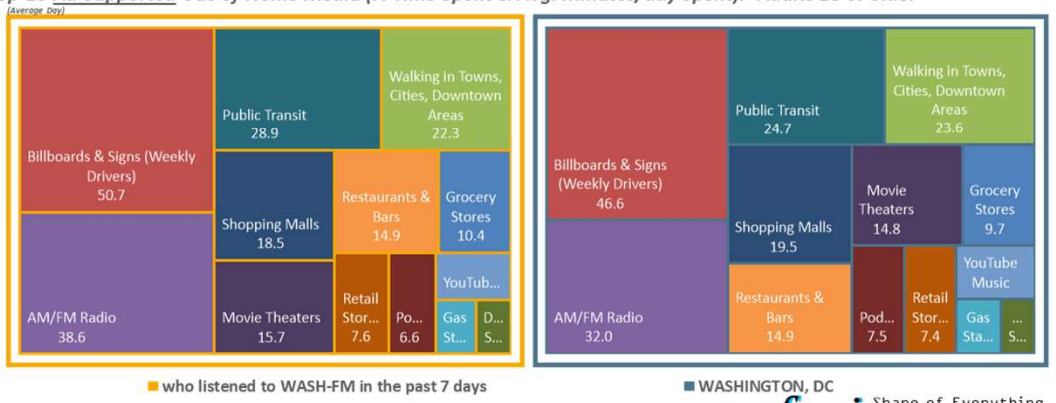
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

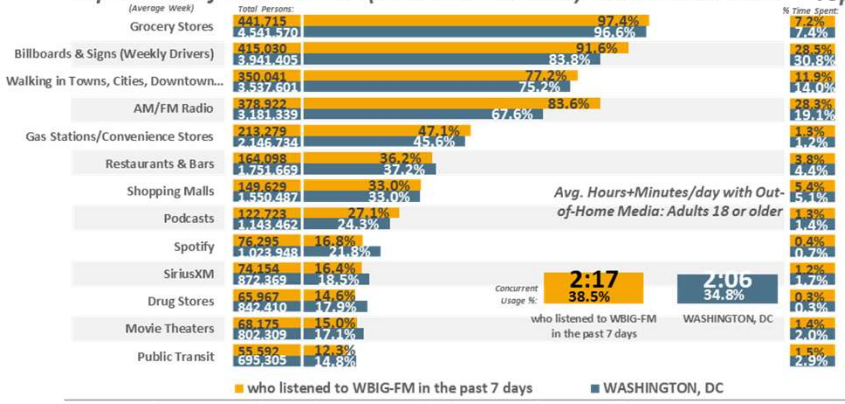
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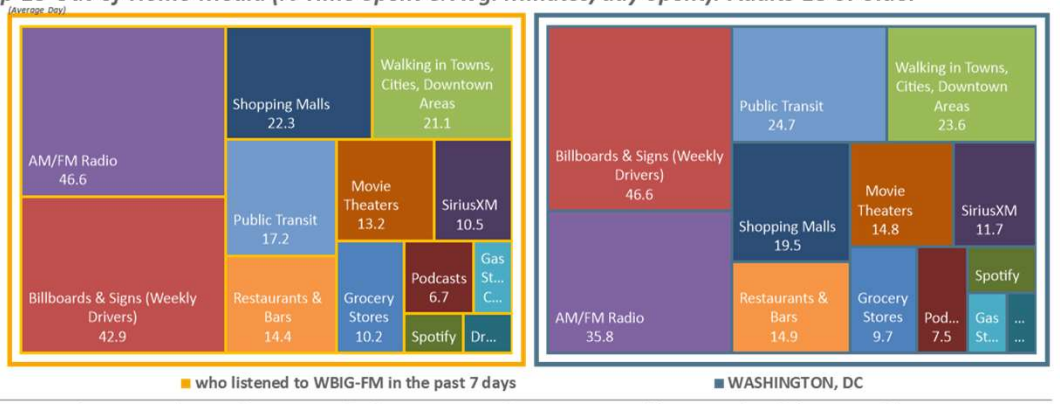
Radio Stations: WASH-FM

415,030 or 91.6% of Adults 18 or older who listened to WBIG-FM in the past 7 days spend an average of 42.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

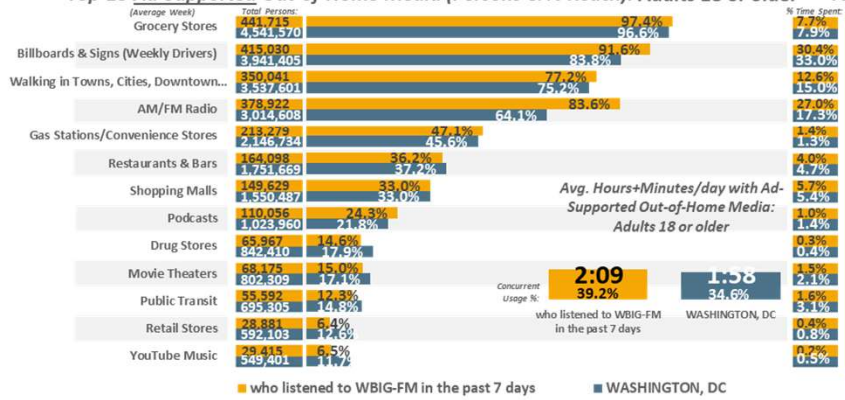
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



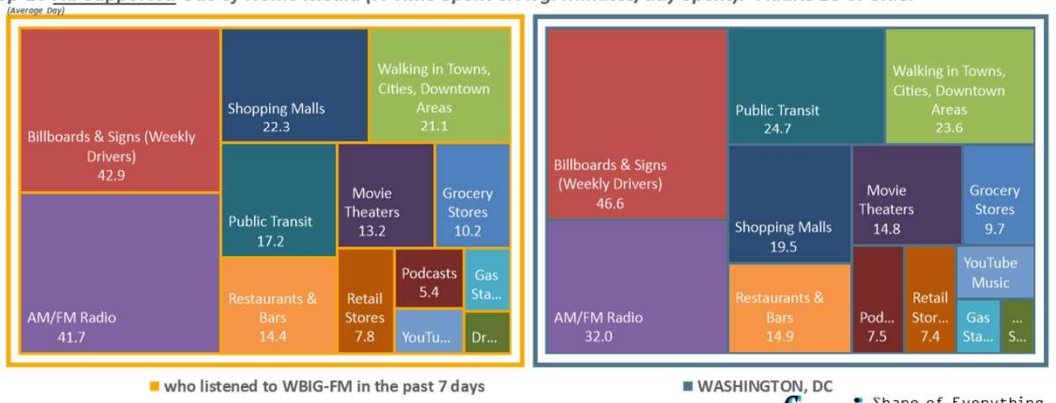
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

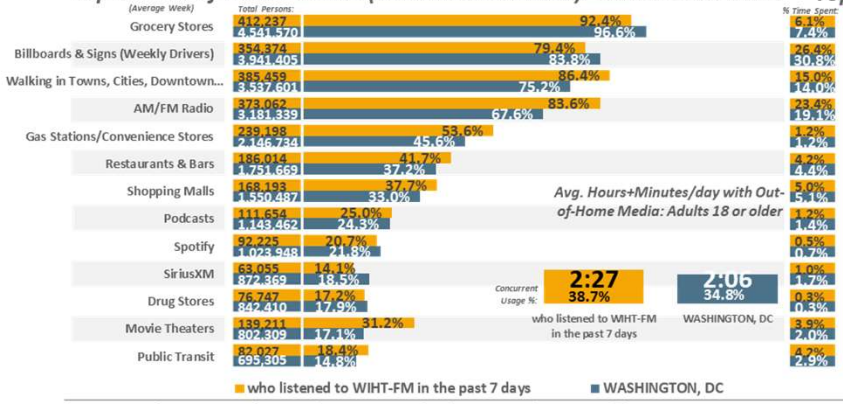
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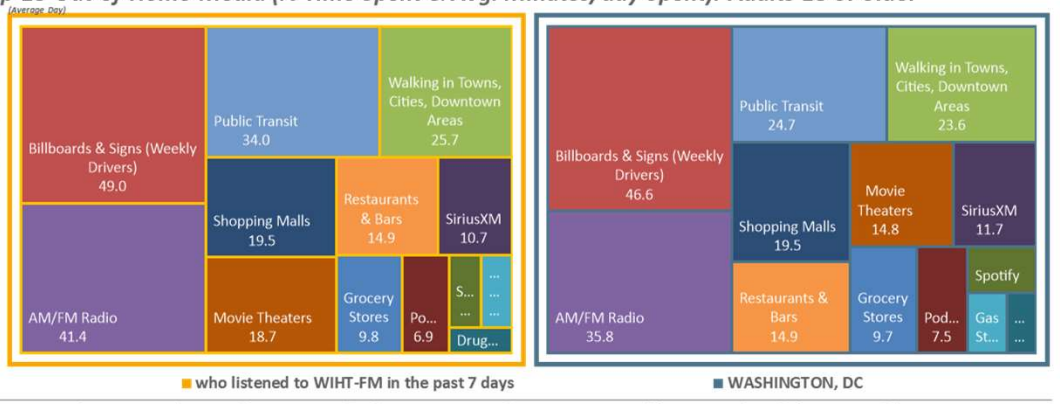
Radio Stations: WBIG-FM

354,374 or 79.4% of Adults 18 or older who listened to WIHT-FM in the past 7 days spend an average of 49. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minutes/day.

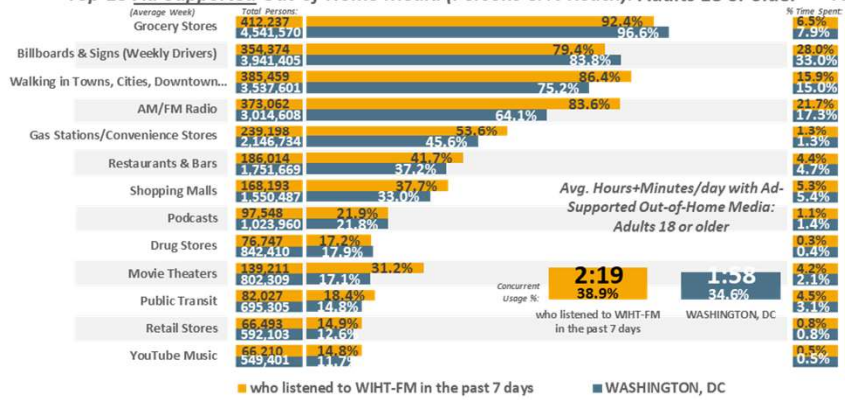
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



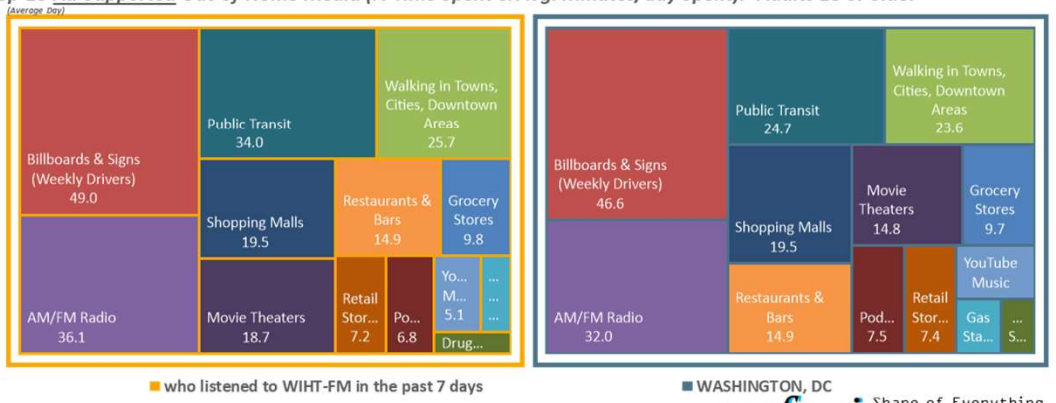
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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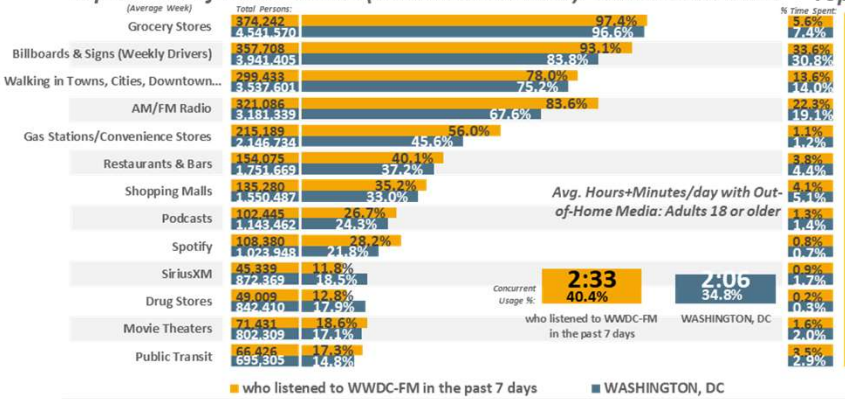
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Radio Stations: WIHT-FM

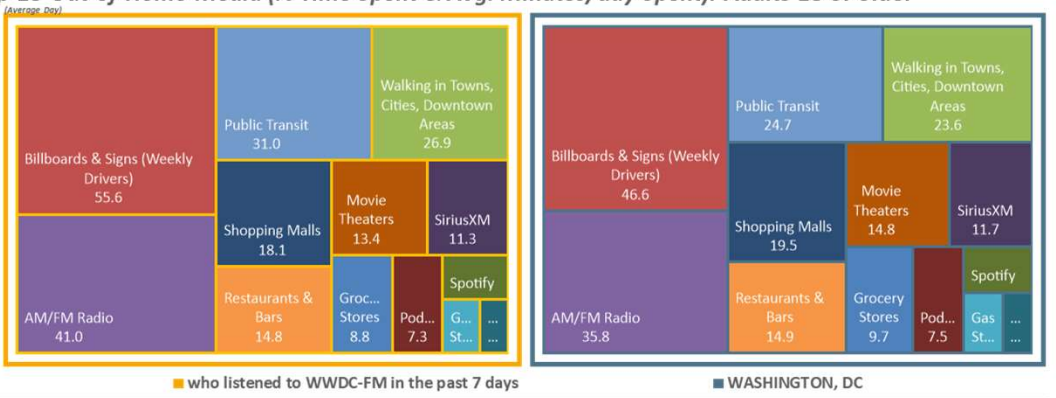
DC 101

357,708 or 93.1% of Adults 18 or older who listened to WWDC-FM in the past 7 days spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minutes/day.

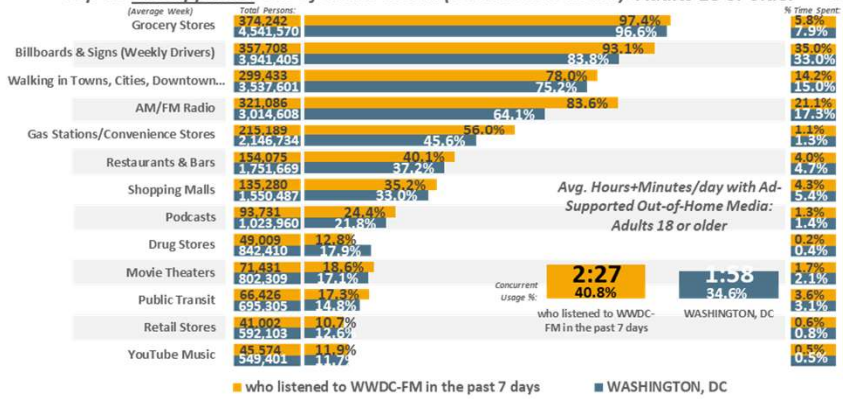
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



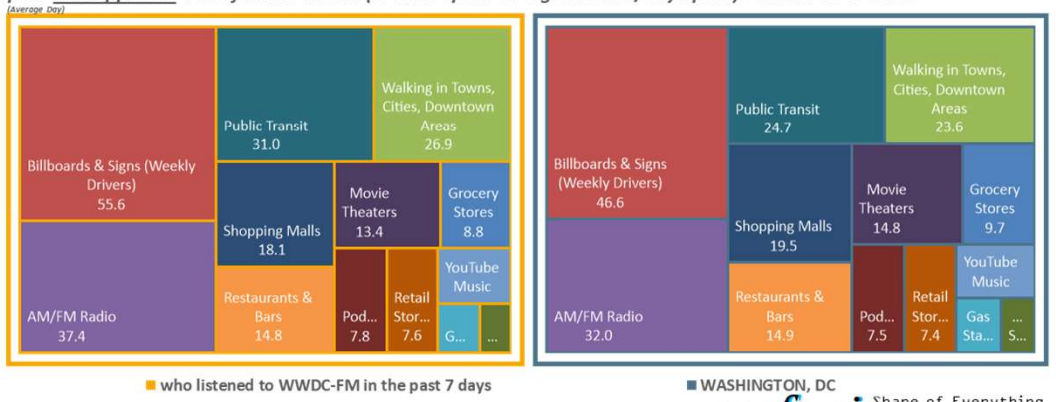
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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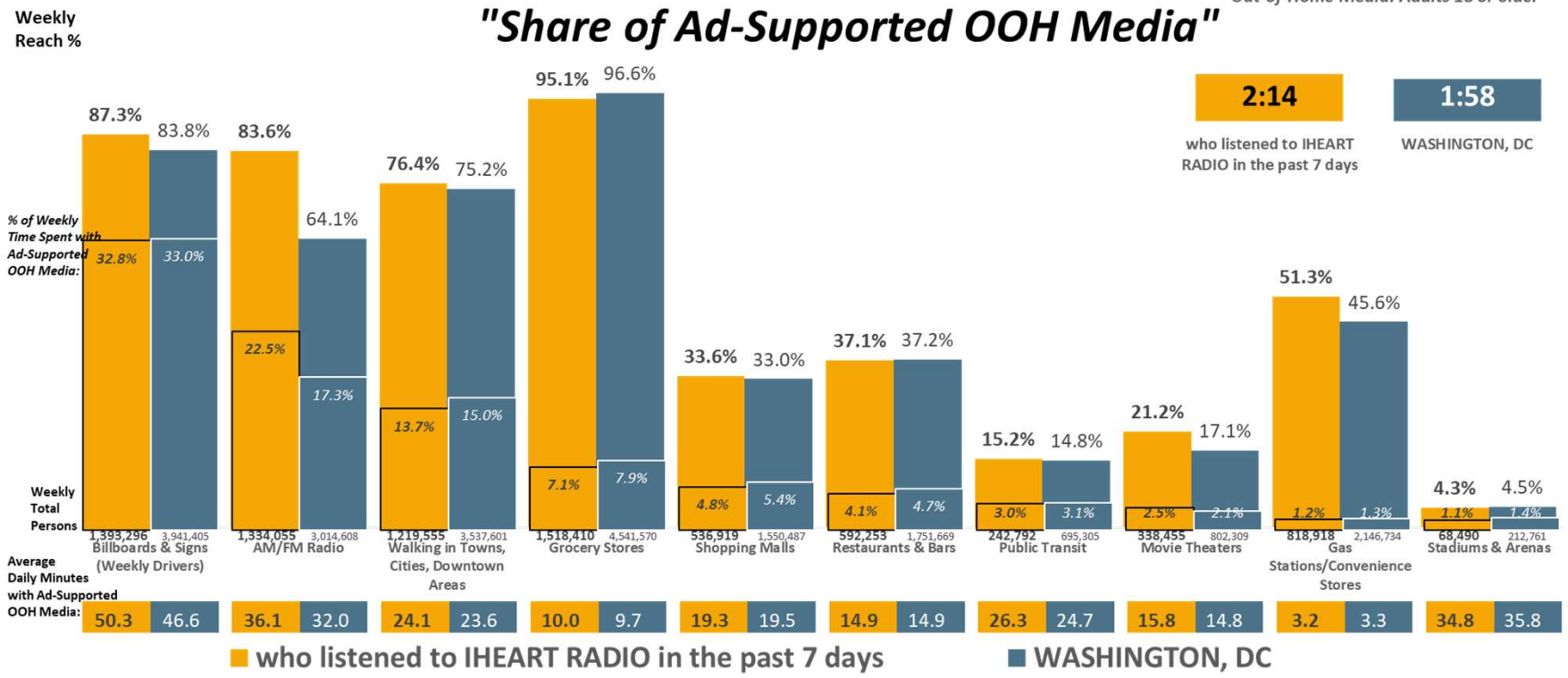
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Radio Stations: WWDC-FM

1,393,296 or 87.3% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 50.3 minutes per day driving, seeing Billboards and Signs representing 32.8% 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"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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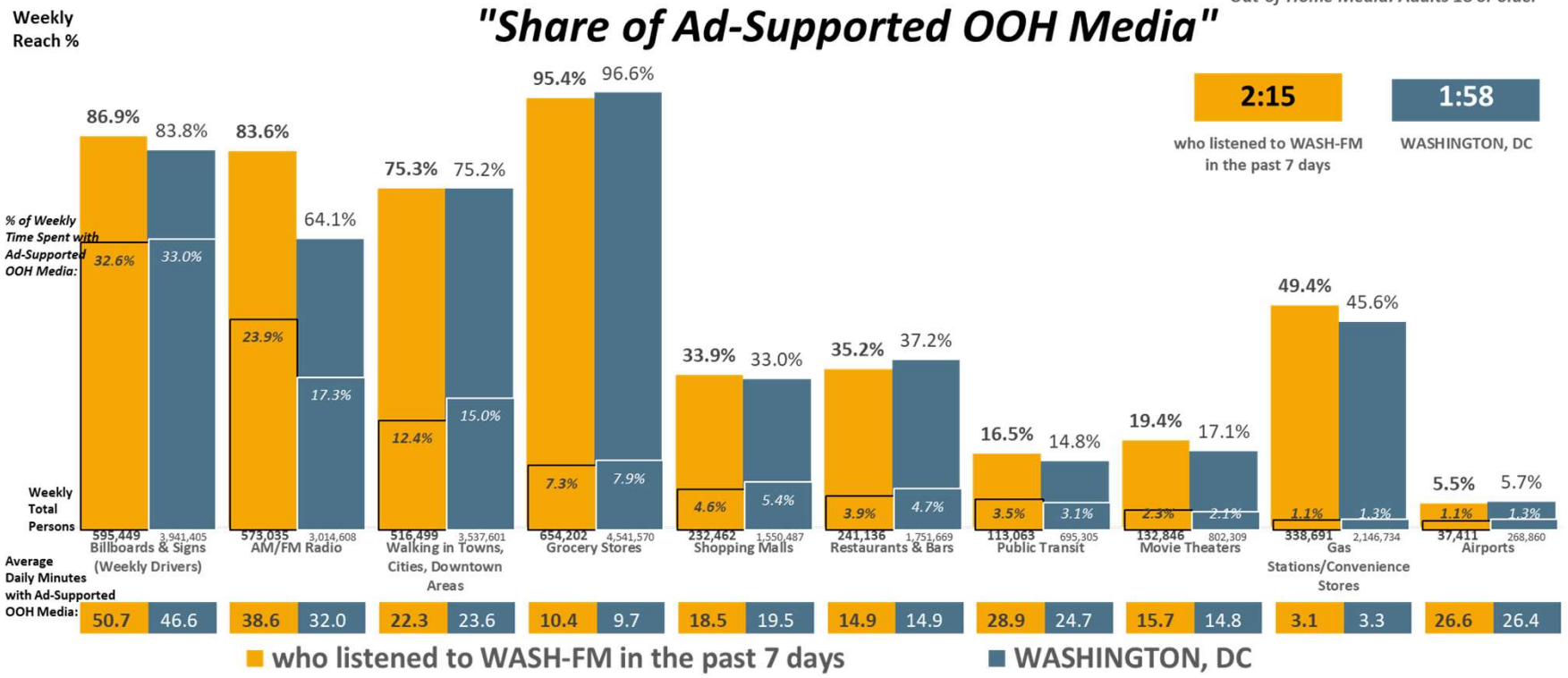
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

595,449 or 86.9% of Adults 18 or older who listened to WASH-FM in the past 7 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Public Transit	Movie Theaters	Gas Stations/Convenience Stores	Airports
Weekly Reach %	86.9% / 83.8%	83.6% / 64.1%	75.3% / 75.2%	95.4% / 96.6%	33.9% / 33.0%	35.2% / 37.2%	16.5% / 14.8%	19.4% / 17.1%	49.4% / 45.6%	5.5% / 5.7%
% of Weekly Time Spent with Ad-Supported OOH Media:	32.6% / 33.0%	23.9% / 17.3%	12.4% / 15.0%	7.3% / 7.9%	4.6% / 5.4%	3.9% / 4.7%	3.5% / 3.1%	2.3% / 2.1%	1.1% / 1.3%	1.1% / 1.3%
Weekly Total Persons	595,449 / 3,941,405	573,035 / 3,014,608	516,499 / 3,537,601	654,202 / 4,541,570	232,462 / 1,550,487	241,136 / 1,751,669	113,063 / 695,305	132,846 / 802,309	338,691 / 2,146,734	37,411 / 268,860
Average Daily Minutes with Ad-Supported OOH Media:	50.7 / 46.6	38.6 / 32.0	22.3 / 23.6	10.4 / 9.7	18.5 / 19.5	14.9 / 14.9	28.9 / 24.7	15.7 / 14.8	3.1 / 3.3	26.6 / 26.4

■ who listened to WASH-FM in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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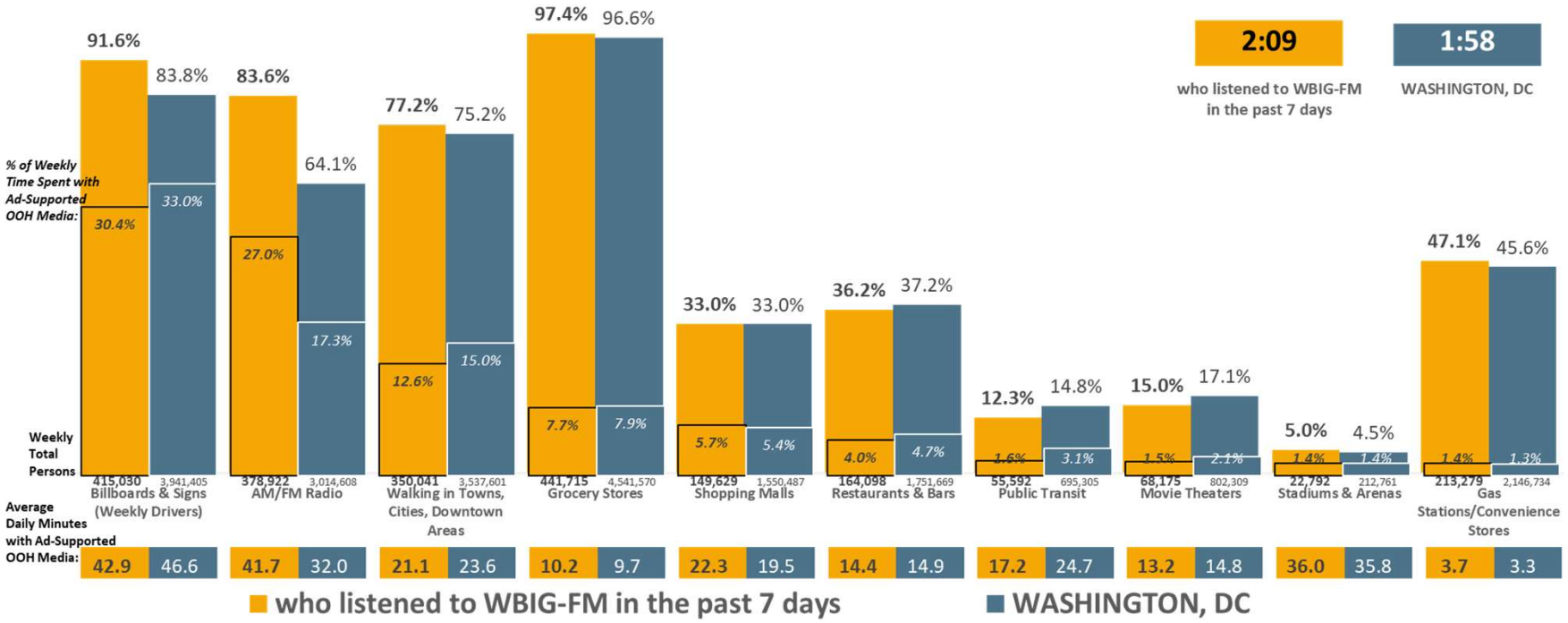
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Radio Stations: WASH-FM

415,030 or 91.6% of Adults 18 or older who listened to WBIG-FM in the past 7 days spend an average of 42.9 minutes per day driving, seeing Billboards and Signs representing 30.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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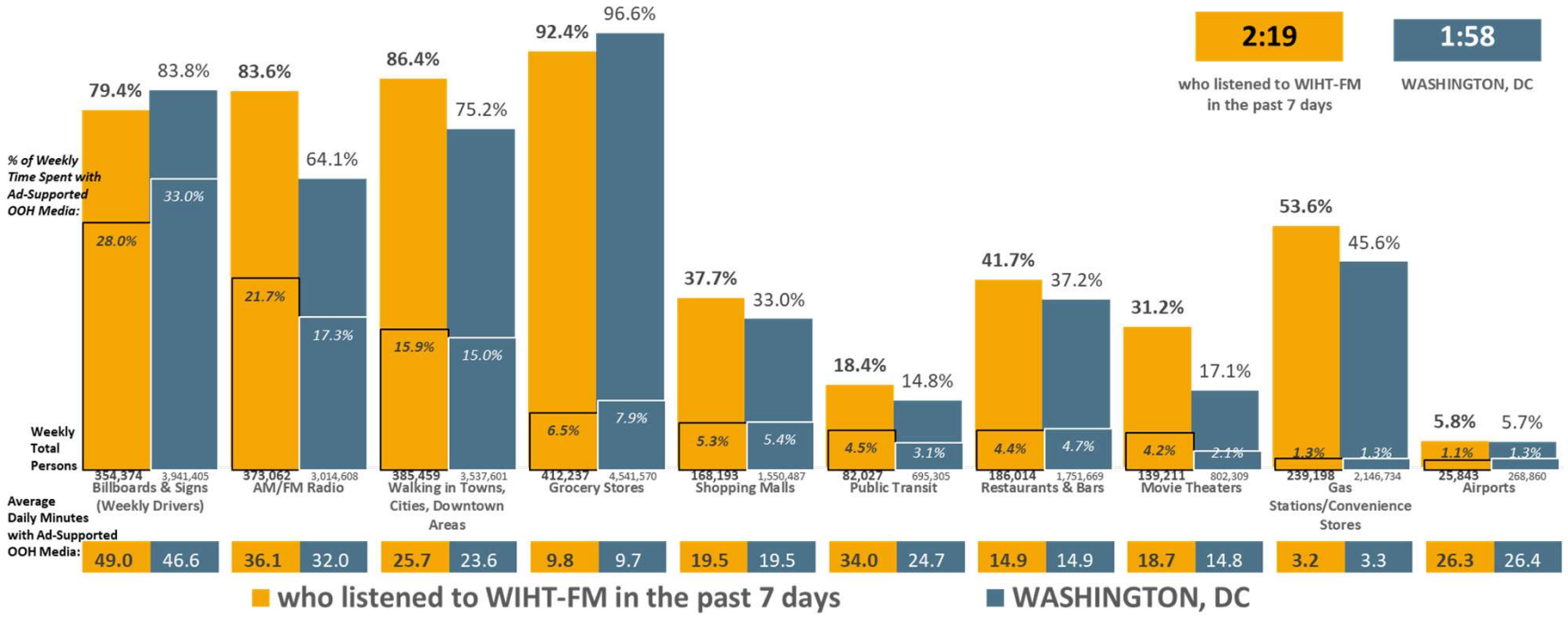
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Radio Stations: WBIG-FM

354,374 or 79.4% of Adults 18 or older who listened to WIHT-FM in the past 7 days spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 28.% 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"



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

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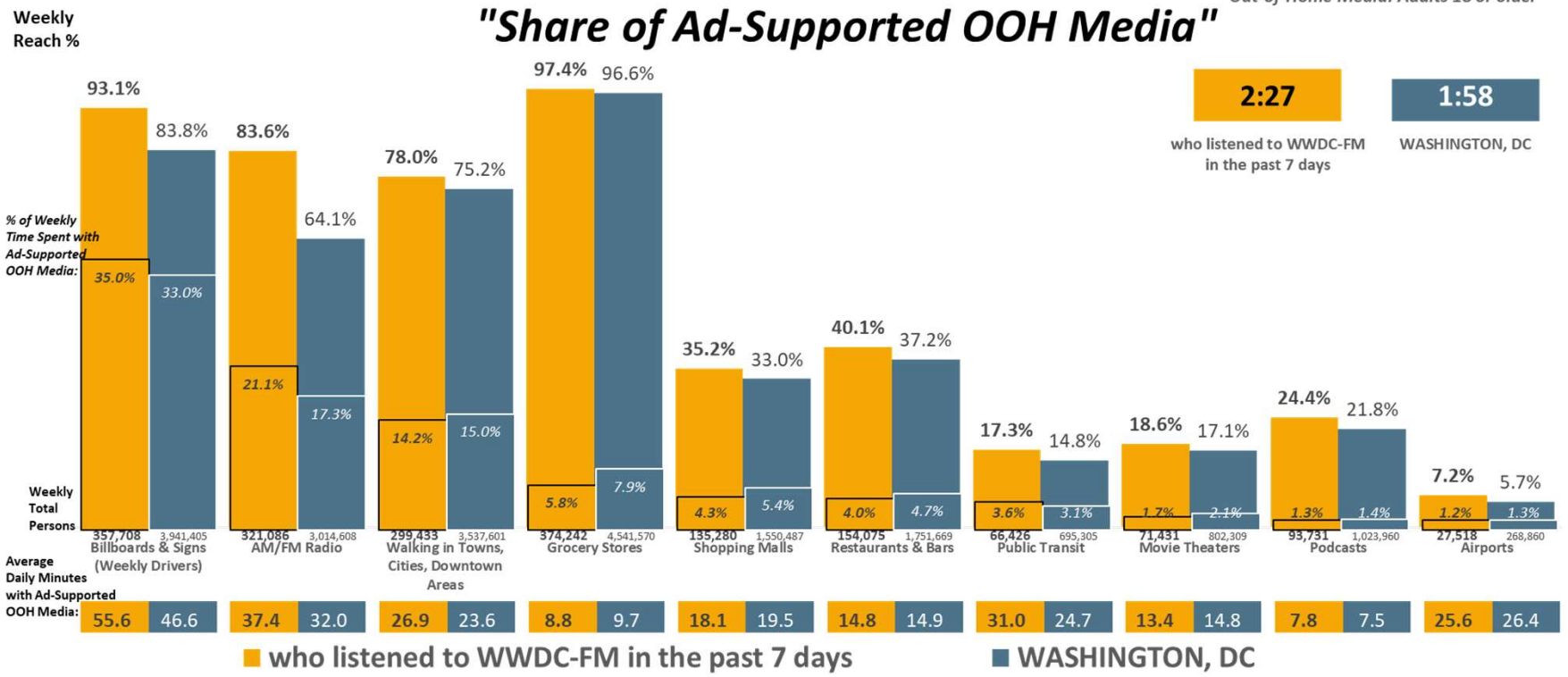
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Radio Stations: WIHT-FM

DC 101

357,708 or 93.1% of Adults 18 or older who listened to WWDC-FM in the past 7 days spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 35.% 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



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Public Transit	Movie Theaters	Podcasts	Airports
% of Weekly Time Spent with Ad-Supported OOH Media: (who listened to WWDC-FM in the past 7 days)	35.0%	21.1%	14.2%	5.8%	4.3%	4.0%	3.6%	1.7%	1.3%	1.2%
% of Weekly Time Spent with Ad-Supported OOH Media: (WASHINGTON, DC)	33.0%	17.3%	15.0%	7.9%	5.4%	4.7%	3.1%	2.1%	1.4%	1.3%
Weekly Reach % (who listened to WWDC-FM in the past 7 days)	93.1%	83.6%	78.0%	97.4%	35.2%	40.1%	17.3%	18.6%	24.4%	7.2%
Weekly Reach % (WASHINGTON, DC)	83.8%	64.1%	75.2%	96.6%	33.0%	37.2%	14.8%	17.1%	21.8%	5.7%
Weekly Total Persons (who listened to WWDC-FM in the past 7 days)	357,708	321,086	299,433	374,242	135,280	154,075	66,426	71,431	93,731	27,518
Weekly Total Persons (WASHINGTON, DC)	3,941,405	3,014,608	3,537,601	4,541,570	1,550,487	1,751,669	695,305	802,309	1,023,960	268,860
Average Daily Minutes with Ad-Supported OOH Media: (who listened to WWDC-FM in the past 7 days)	55.6	37.4	26.9	8.8	18.1	14.8	31.0	13.4	7.8	25.6
Average Daily Minutes with Ad-Supported OOH Media: (WASHINGTON, DC)	46.6	32.0	23.6	9.7	19.5	14.9	24.7	14.8	7.5	26.4

WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341 WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,660

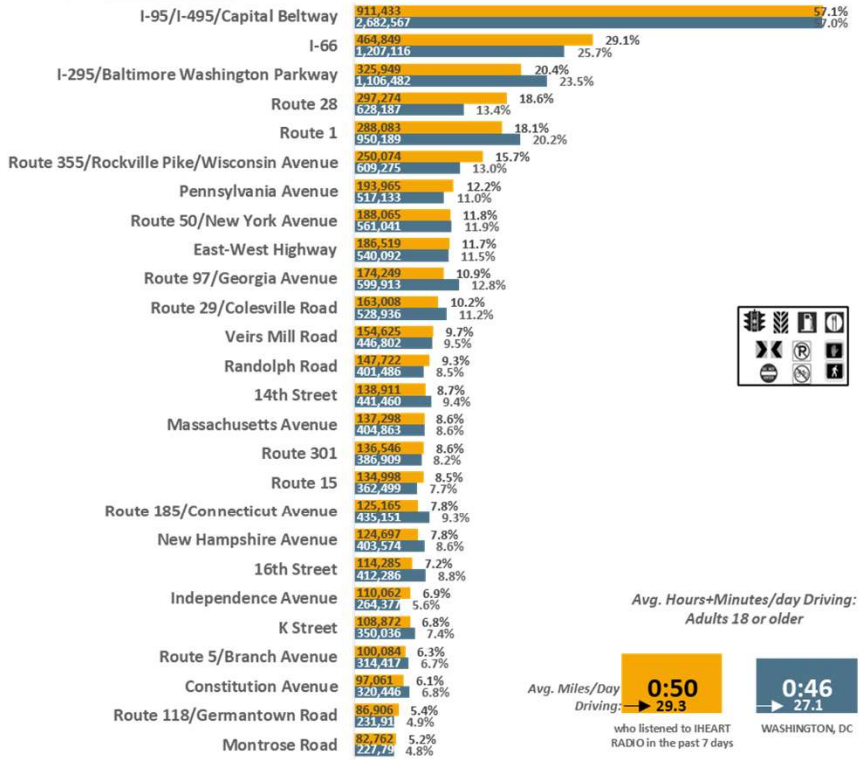
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Radio Stations: WWDC-FM

1,393,296 or 87.3% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 50.3 minutes per day driving an average of 29.3 miles each day and are 39.5% more likely to use Route 28 than the Metro average.

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



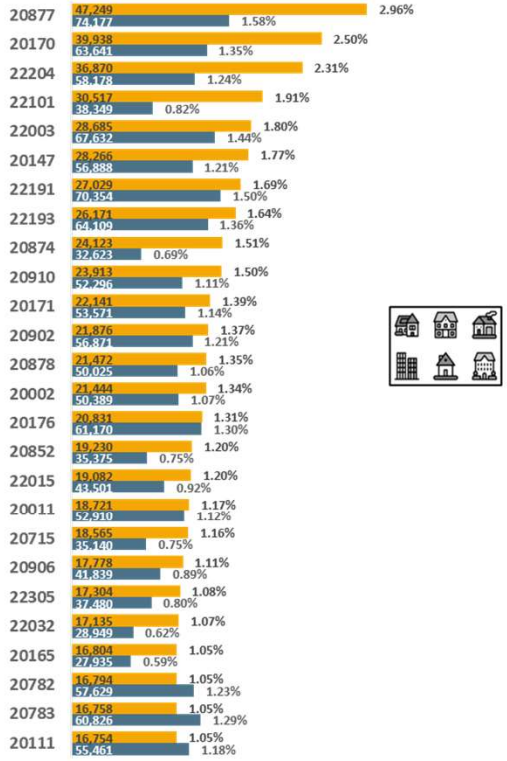
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 29.3

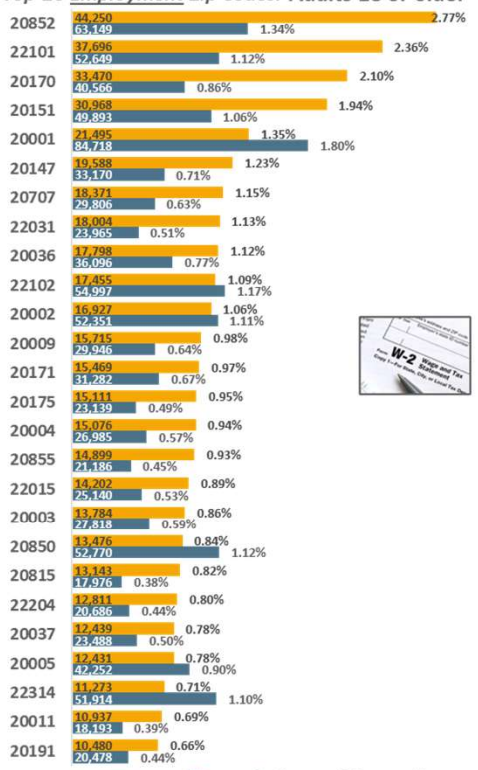
0:50 who listened to IHEART RADIO in the past 7 days

0:46 / 27.1 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

595,449 or 86.9% of Adults 18 or older who listened to WASH-FM in the past 7 days spend an average of 50.7 minutes per day driving an average of 29.5 miles each day and are 46.1% more likely to use Route 28 than the Metro average.

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

	who listened to WASH-FM in the past 7 days		WASHINGTON, DC	
I-95/I-495/Capital Beltway	398,411	58.1%	2,682,567	57.0%
I-66	200,157	29.2%	1,207,116	25.7%
I-295/Baltimore Washington Parkway	138,300	20.2%	1,106,482	23.5%
Route 28	133,781	19.5%	628,187	13.4%
Route 1	118,614	17.3%	950,189	20.2%
Route 355/Rockville Pike/Wisconsin Avenue	95,340	13.9%	609,275	13.0%
Route 50/New York Avenue	86,107	12.6%	561,041	11.9%
Pennsylvania Avenue	83,976	12.3%	517,133	11.0%
Route 29/Colesville Road	81,364	11.9%	528,936	11.2%
Route 97/Georgia Avenue	81,186	11.8%	599,913	12.8%
East-West Highway	74,344	10.8%	540,092	11.5%
14th Street	68,754	10.0%	441,460	9.4%
Massachusetts Avenue	67,428	9.8%	404,863	8.6%
Route 185/Connecticut Avenue	64,408	9.4%	435,151	9.3%
Route 15	60,351	8.8%	362,499	7.7%
Route 301	59,275	8.6%	386,909	8.2%
K Street	49,824	7.3%	350,036	7.4%
New Hampshire Avenue	49,459	7.2%	403,574	8.6%
16th Street	47,558	6.9%	412,286	8.8%
Randolph Road	42,447	6.2%	401,486	8.5%
Veirs Mill Road	39,713	5.8%	446,302	9.5%
Route 214/Central Avenue	38,976	5.7%	195,1	4.2%
Constitution Avenue	38,858	5.7%	320,248	6.8%
Montrose Road	36,942	5.4%	227,7	4.8%
Route 5/Branch Avenue	36,666	5.3%	314,417	6.7%
Independence Avenue	33,753	4.9%	264,37	5.6%

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

Avg. Miles/Day Driving:

who listened to WASH-FM in the past 7 days	WASHINGTON, DC
0:50	0:46
29.5	27.1

Top-26 Residential Zip Codes: Adults 18 or older

20874	20,273	2.96%	32,623	0.69%
20147	17,720	2.59%	56,888	1.21%
20715	17,253	2.52%	35,140	0.75%
22191	16,956	2.47%	70,354	1.50%
20910	15,636	2.28%	52,296	1.11%
20170	13,948	2.03%	63,641	1.35%
22193	13,132	1.92%	64,109	1.36%
20171	11,929	1.74%	53,571	1.14%
22003	11,569	1.69%	67,632	1.44%
20009	11,531	1.68%	39,648	0.84%
20737	10,709	1.56%	49,727	1.06%
20878	10,584	1.54%	50,025	1.06%
20877	10,486	1.53%	74,177	1.58%
20121	10,064	1.47%	16,44	0.35%
22031	9,766	1.42%	22,061	0.47%
20906	9,424	1.37%	41,839	0.89%
20902	9,271	1.35%	56,871	1.21%
20111	8,612	1.26%	55,461	1.18%
20783	8,543	1.25%	60,826	1.29%
20191	8,507	1.24%	20,399	0.43%
20169	8,104	1.18%	41,029	0.87%
22204	8,053	1.17%	58,178	1.24%
20018	7,959	1.16%	24,454	0.52%
20016	7,602	1.11%	34,207	0.73%
22303	7,446	1.09%	23,996	0.51%
20032	7,402	1.08%	36,974	0.79%

Top-26 Employment Zip Codes: Adults 18 or older

22031	17,576	2.56%	23,965	0.51%
20855	14,899	2.17%	21,186	0.45%
20009	13,179	1.92%	29,946	0.64%
20151	13,175	1.92%	49,893	1.06%
20147	12,983	1.89%	33,170	0.71%
20707	12,642	1.84%	29,806	0.63%
22101	11,726	1.71%	52,649	1.12%
20037	11,017	1.61%	23,488	0.50%
20815	10,791	1.57%	17,976	0.38%
20036	10,510	1.53%	36,096	0.77%
20001	8,779	1.28%	84,718	1.80%
20176	7,663	1.12%	24,554	0.52%
20002	7,505	1.09%	52,351	1.11%
20191	7,486	1.09%	20,478	0.44%
22102	6,444	0.94%	54,997	1.17%
22554	0	0.00%	0	0.00%
22192	6,003	0.88%	24,240	0.52%
21702	5,962	0.87%	22,078	0.47%
20175	5,663	0.83%	23,139	0.49%
20171	5,630	0.82%	31,282	0.67%
22314	5,585	0.81%	51,914	1.10%
20689	5,553	0.81%	5,[illegible]	0.12%
20003	5,463	0.80%	27,818	0.59%
20005	5,411	0.79%	42,252	0.90%
22124	4,985	0.73%	5,[illegible]	0.11%
20601	4,966	0.72%	10,2	0.22%

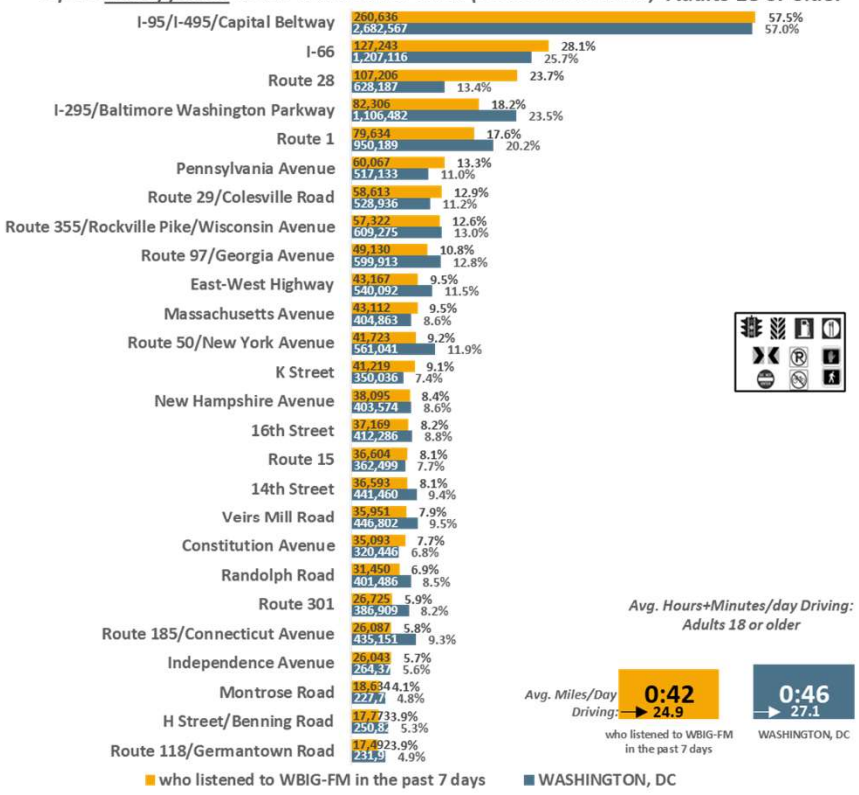
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WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

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415,030 or 91.6% of Adults 18 or older who listened to WBIG-FM in the past 7 days spend an average of 42.9 minutes per day driving an average of 24.9 miles each day and are 77.1% more likely to use Route 28 than the Metro average.

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



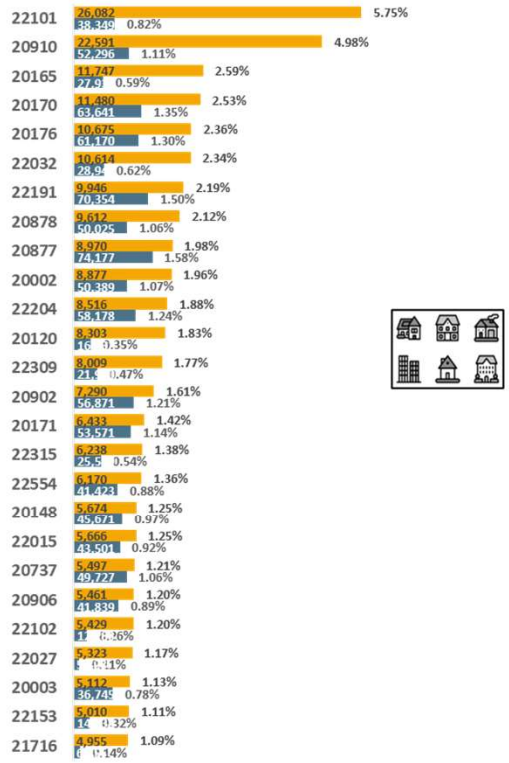
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 24.9

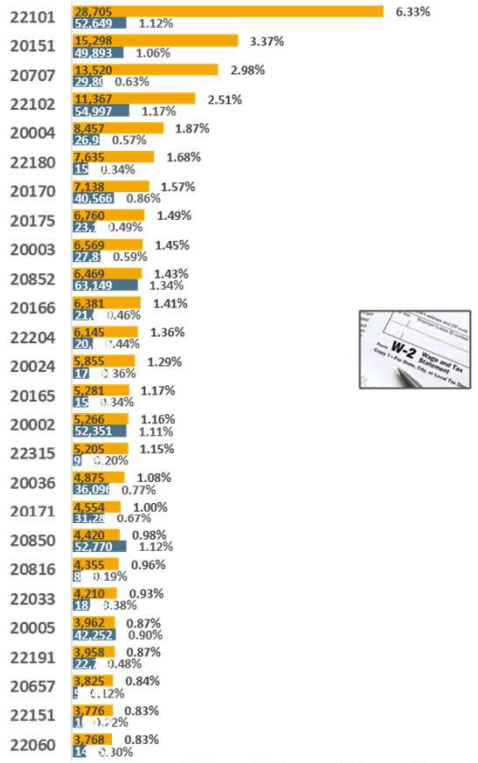
0:42 who listened to WBIG-FM in the past 7 days

0:46 → 27.1 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

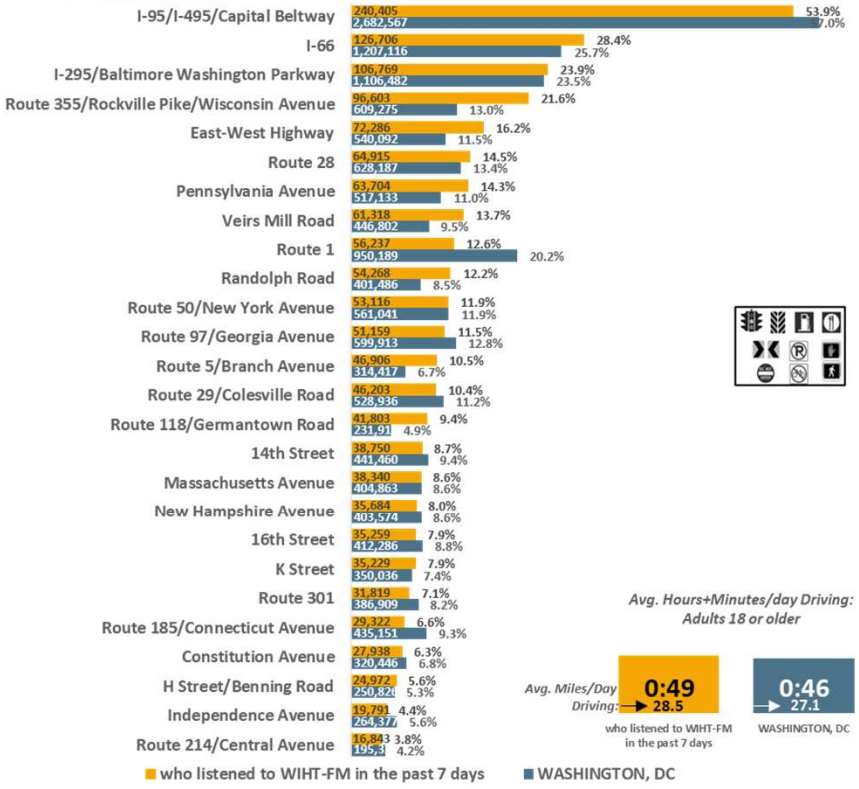


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WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460
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354,374 or 79.4% of Adults 18 or older who listened to WIHT-FM in the past 7 days spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 90.% more likely to use Route 118/Germantown Road than the Metro average.

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



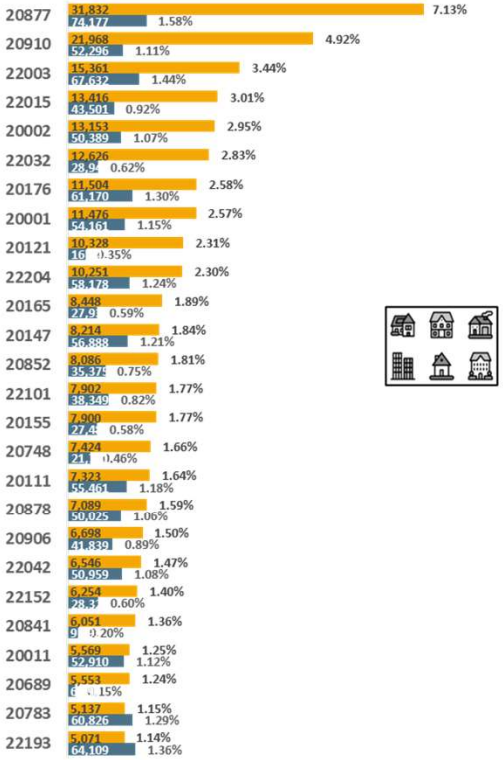
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 28.5

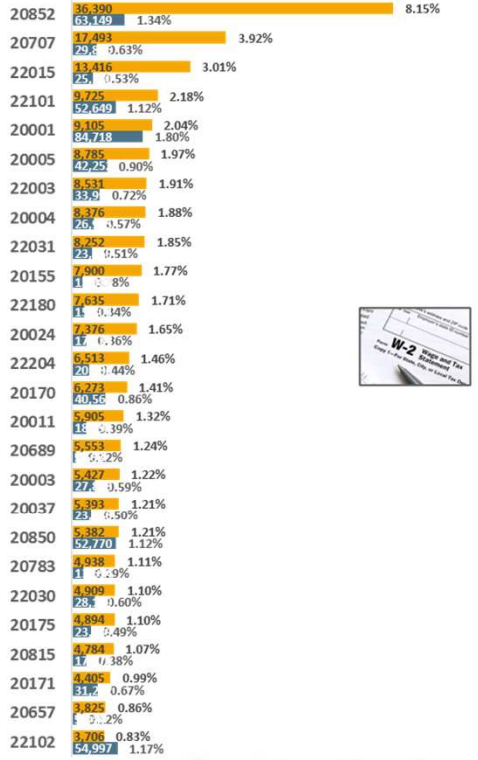
0:49 who listened to WIHT-FM in the past 7 days

0:46 → 27.1 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

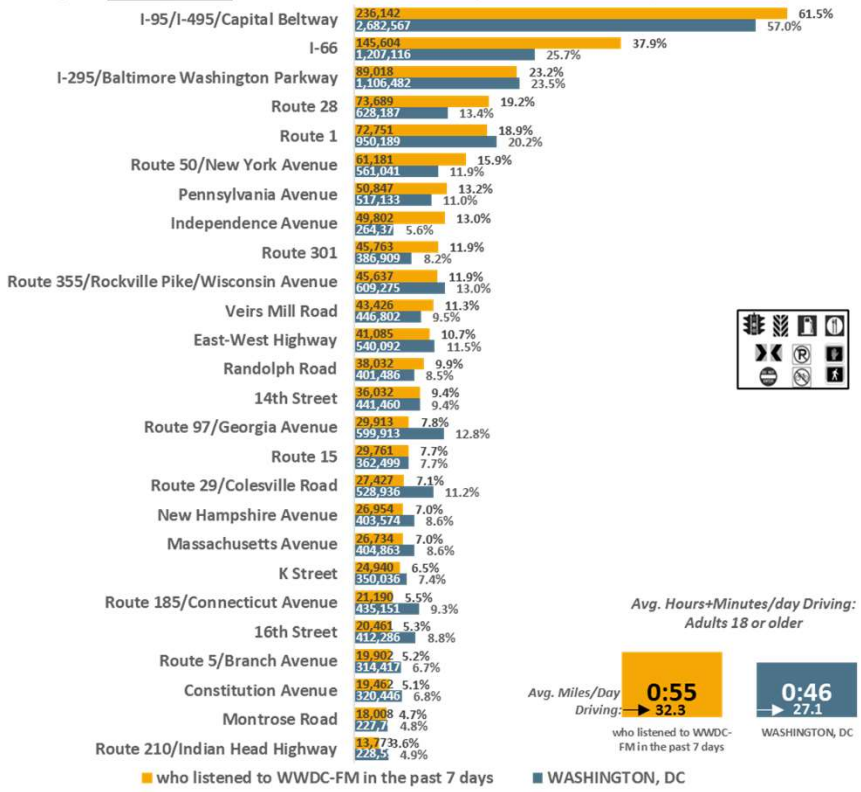
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Radio Stations: WIHT-FM

DC 101

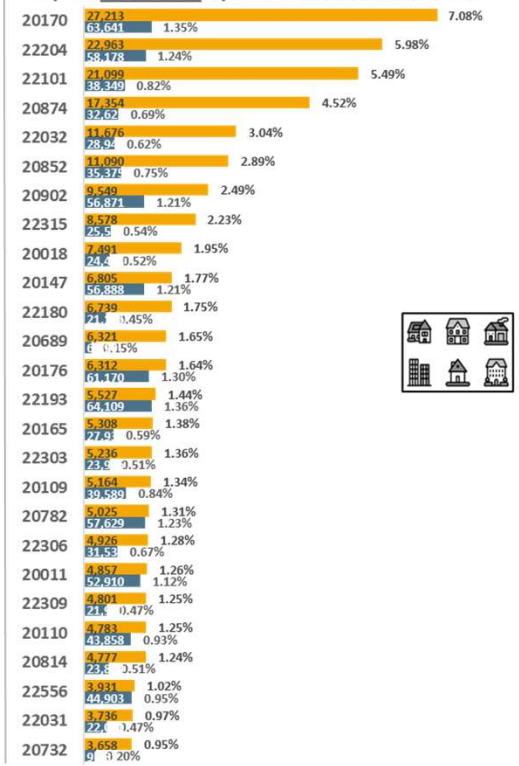
357,708 or 93.1% of Adults 18 or older who listened to WWDC-FM in the past 7 days spend an average of 55.6 minutes per day driving an average of 32.3 miles each day and are 130.7% more likely to use Independence Avenue than the Metro average.

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

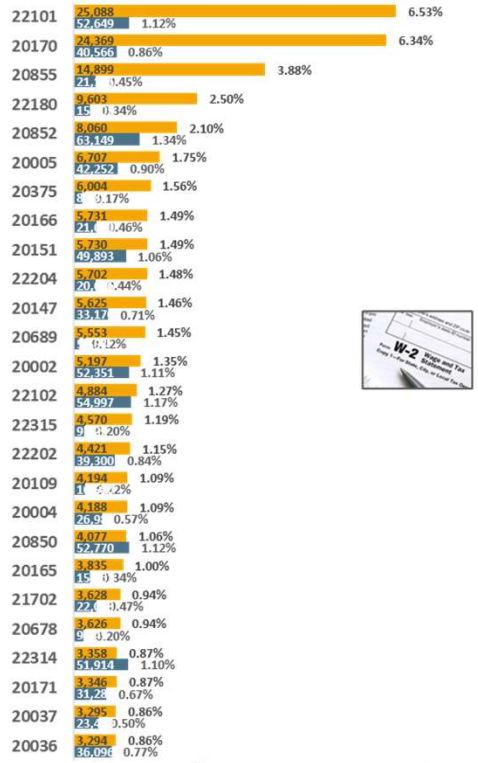


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



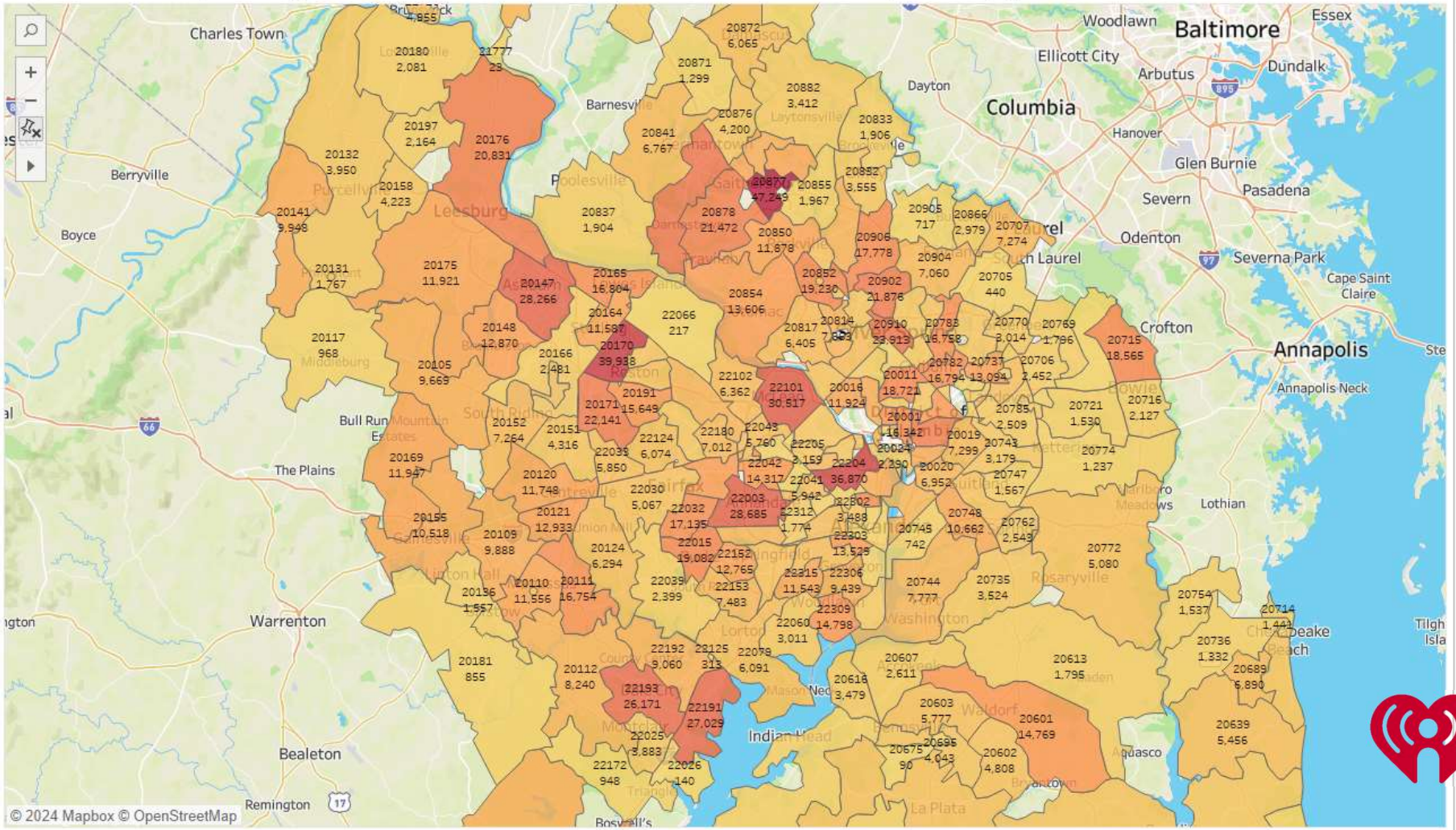
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WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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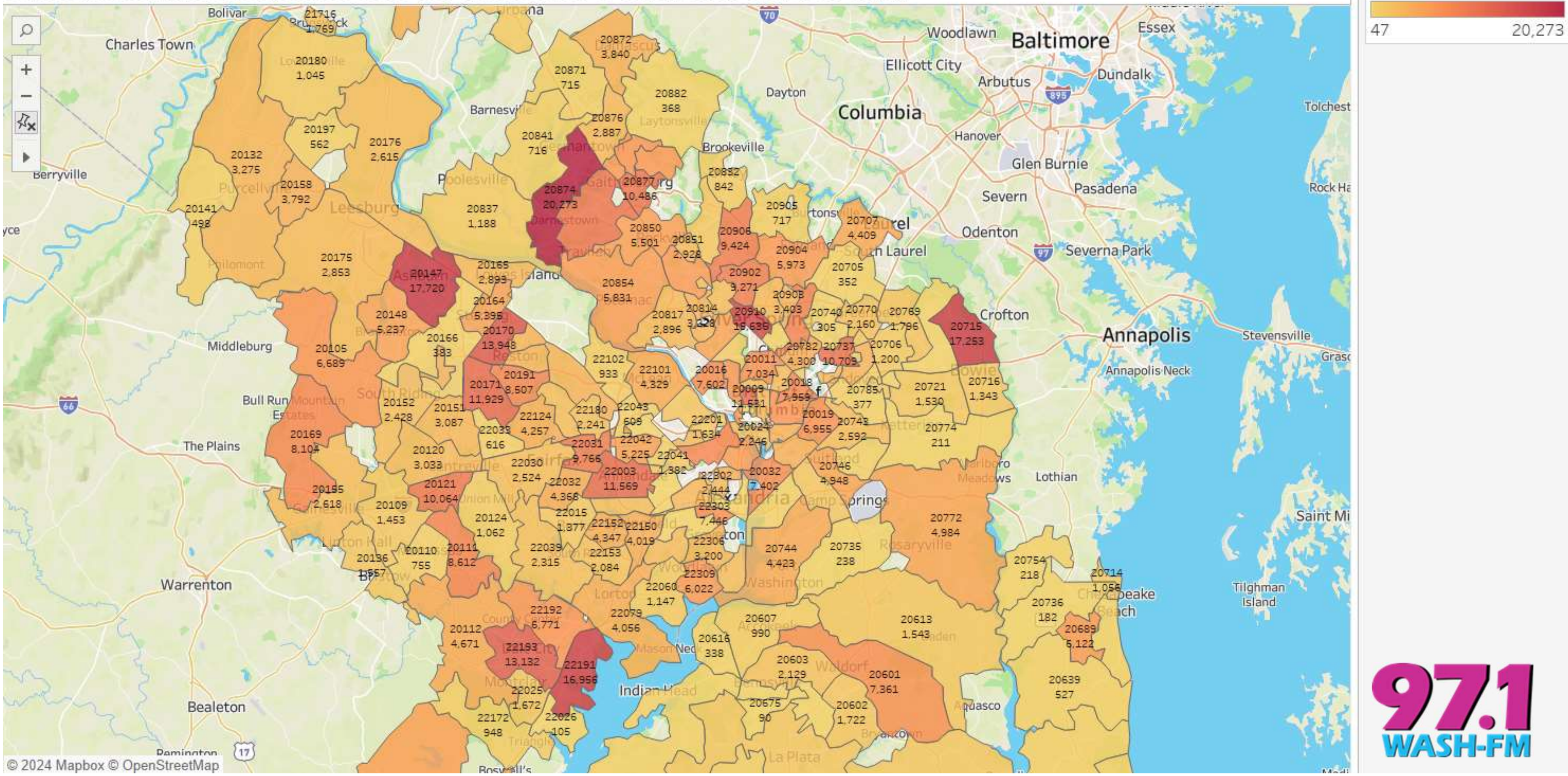
Radio Stations: WWDC-FM

Top Residential Zip Codes: (Adults 18 or older who listened to IHEART RADIO in the past 7 days)



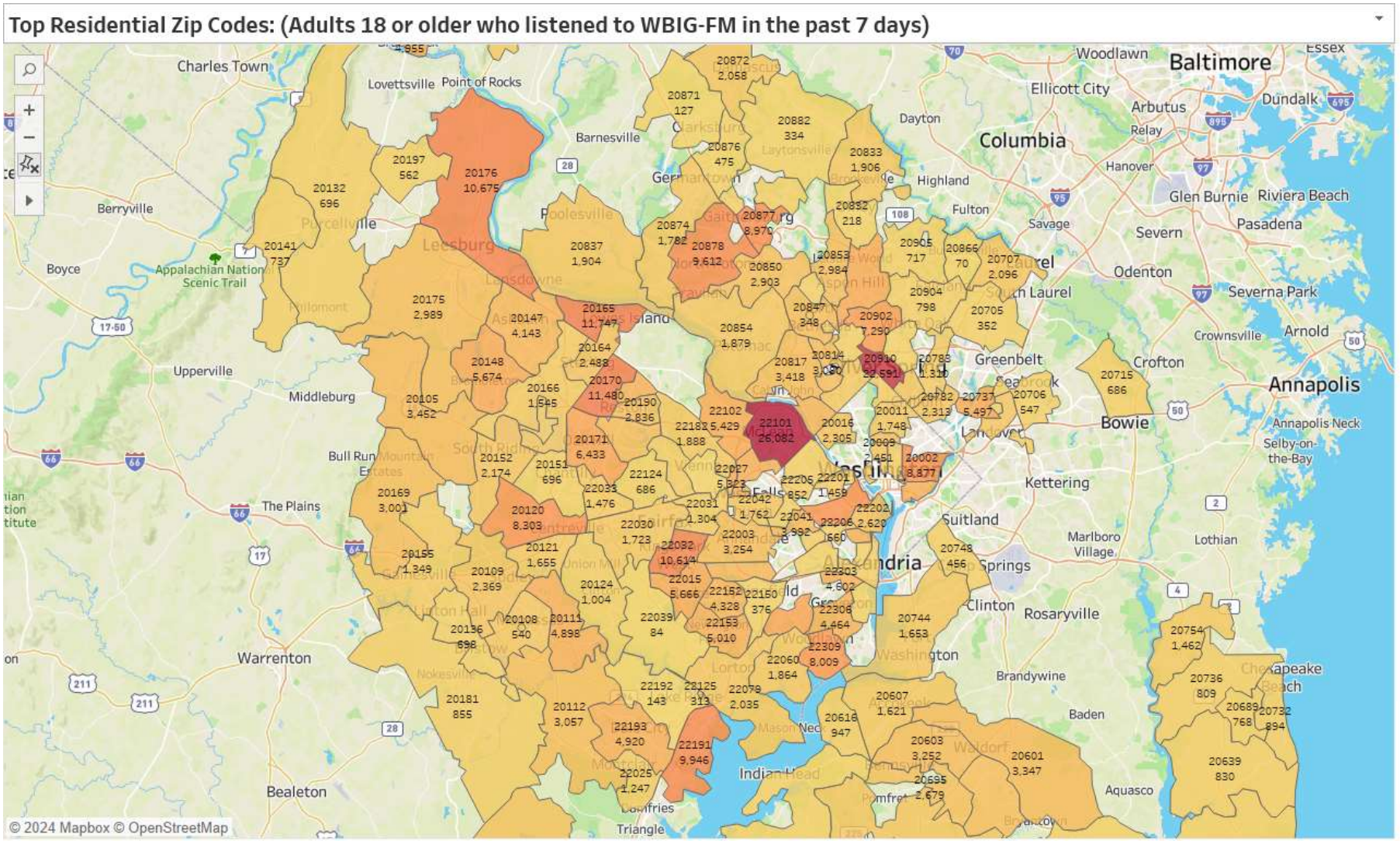
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

Top Residential Zip Codes: (Adults 18 or older who listened to WASH-FM in the past 7 days)



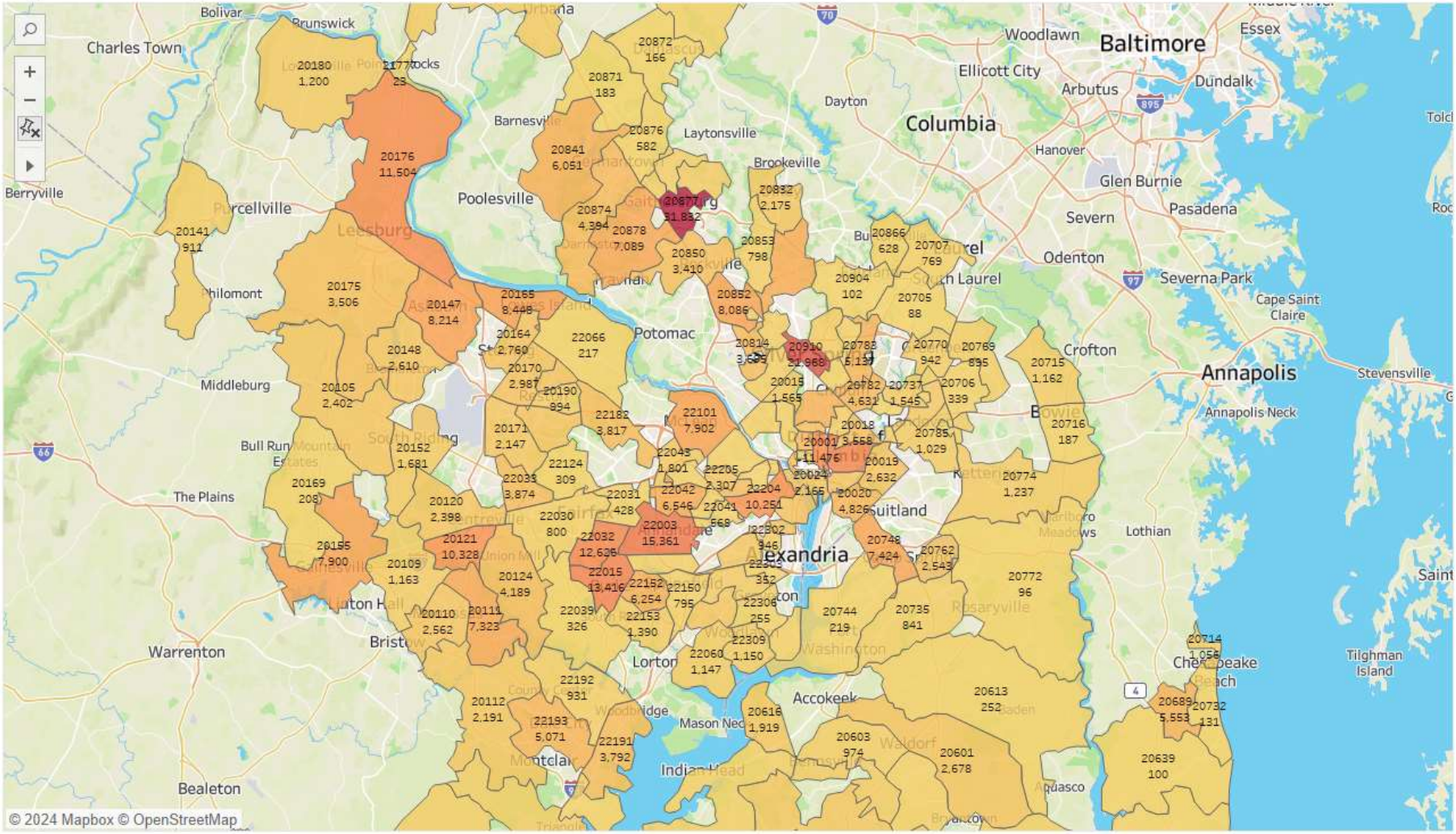
Radio Stations: WASH-FM

Top Residential Zip Codes: (Adults 18 or older who listened to WBIG-FM in the past 7 days)



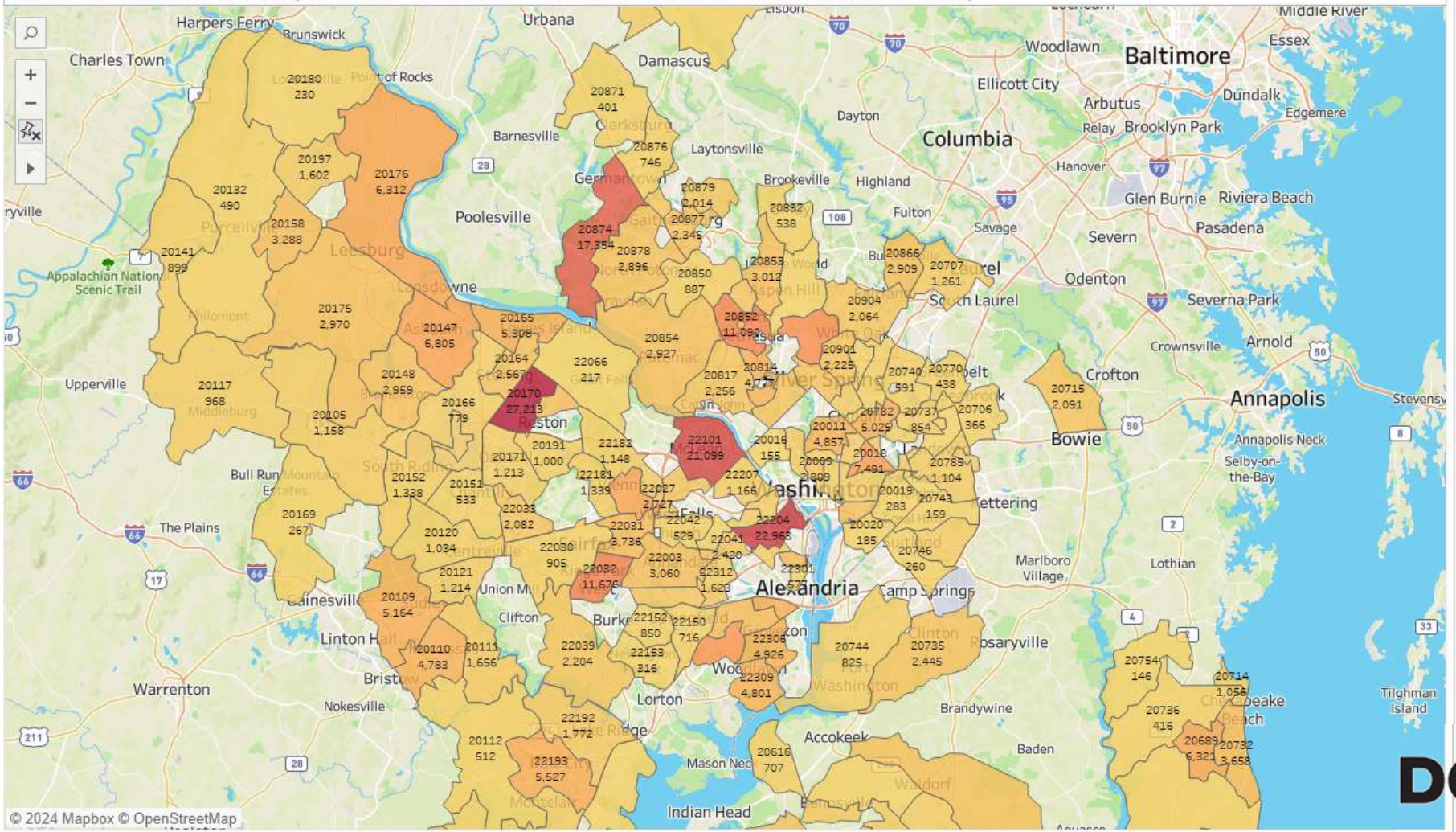
Radio Stations: WBIG-FM

Top Residential Zip Codes: (Adults 18 or older who listened to WIHT-FM in the past 7 days)



Radio Stations: WIHT-FM

Top Residential Zip Codes: (Adults 18 or older who listened to WWDC-FM in the past 7 days)

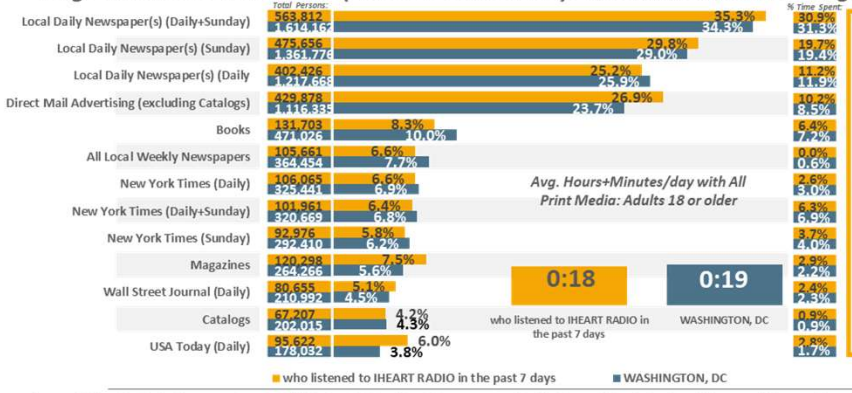


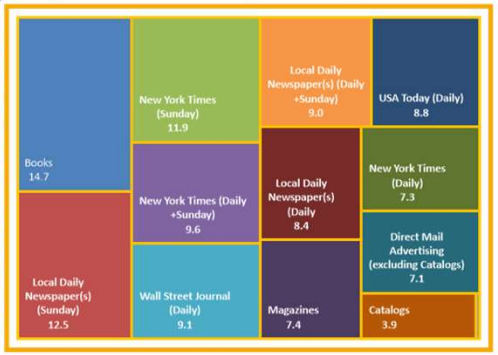
DC 101

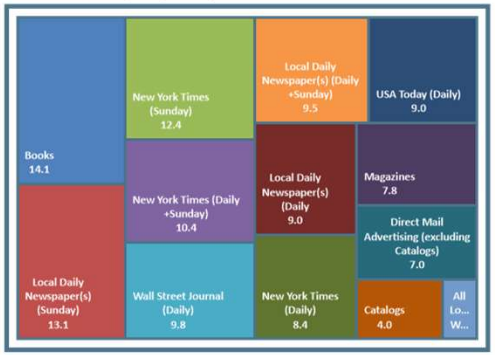
Radio Stations: WWDC-FM

563,812 or 35.3% of Adults 18 or older who listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 33.% of all time spent daily with All forms of Print Media.

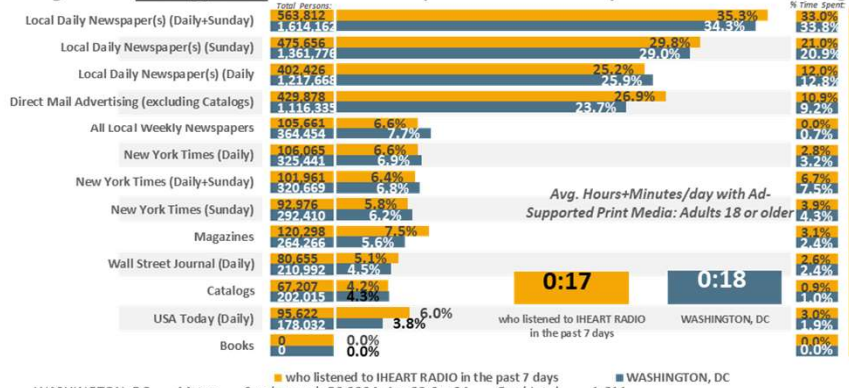
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



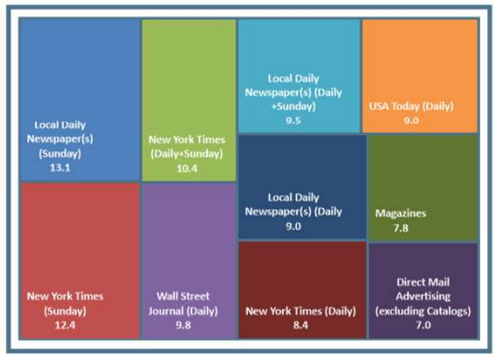




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,611

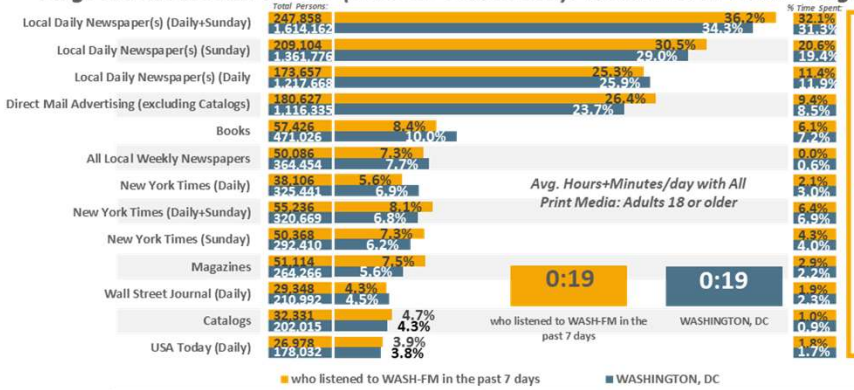
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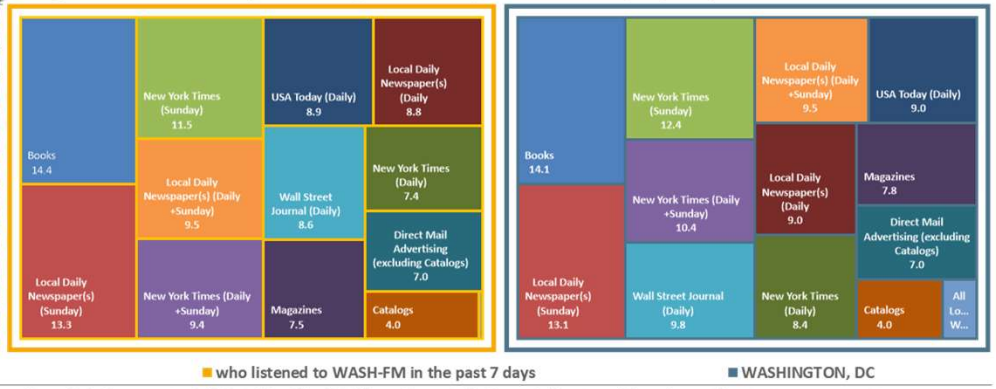
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

247,858 or 36.2% of Adults 18 or older who listened to WASH-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

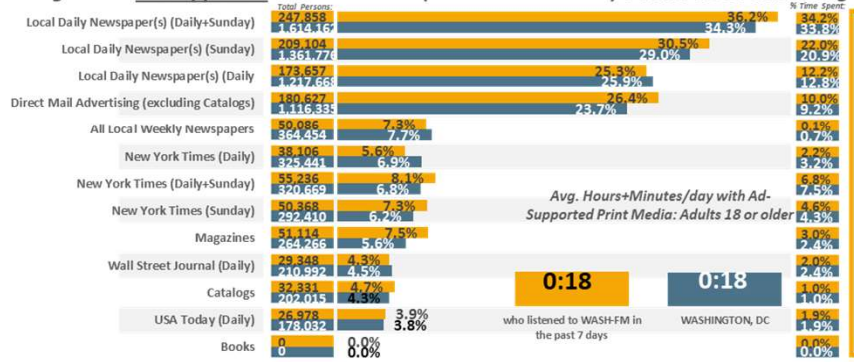
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



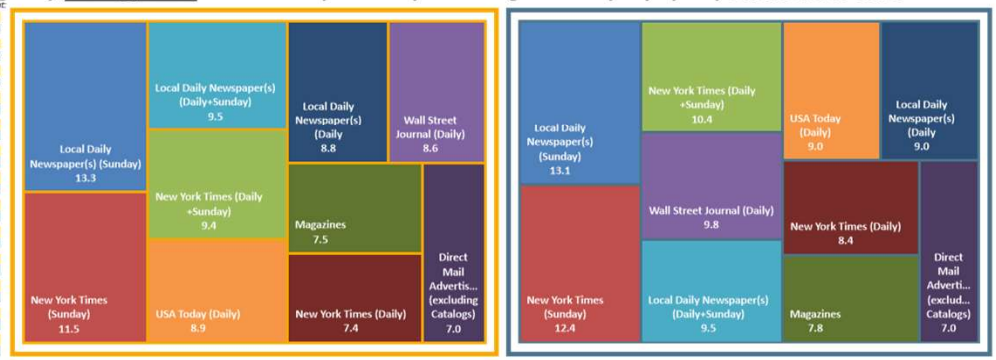
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 715

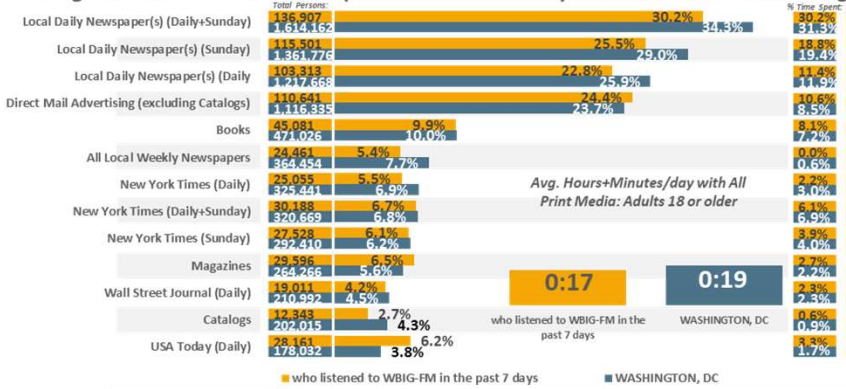
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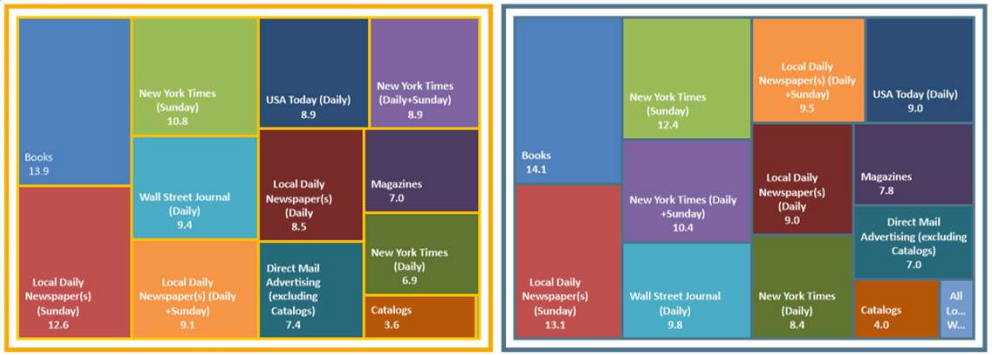
Radio Stations: WASH-FM

136,907 or 30.2% of Adults 18 or older who listened to WBIG-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

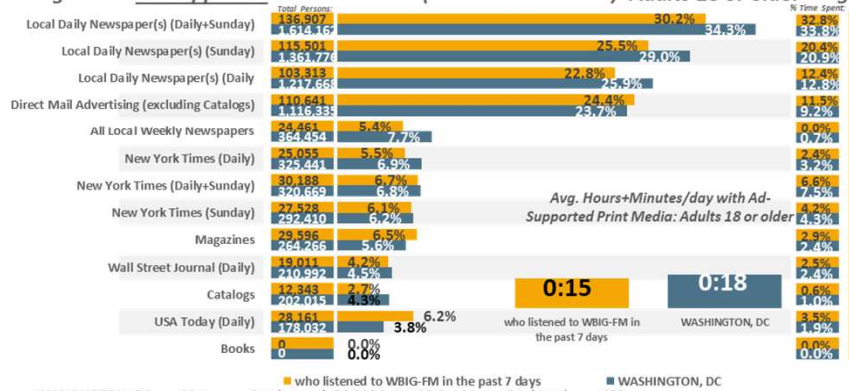
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 460

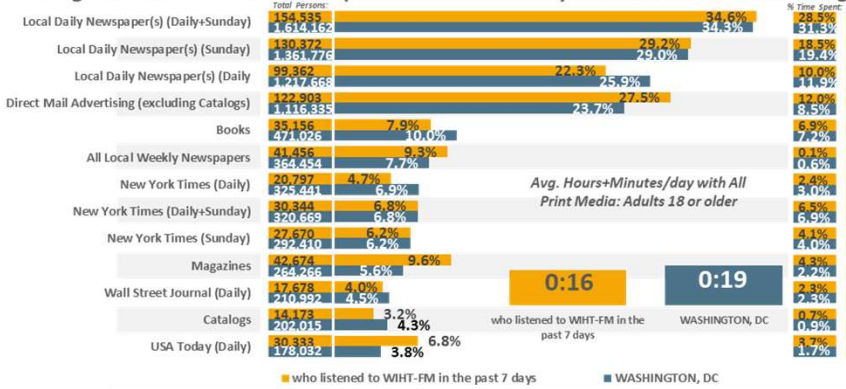
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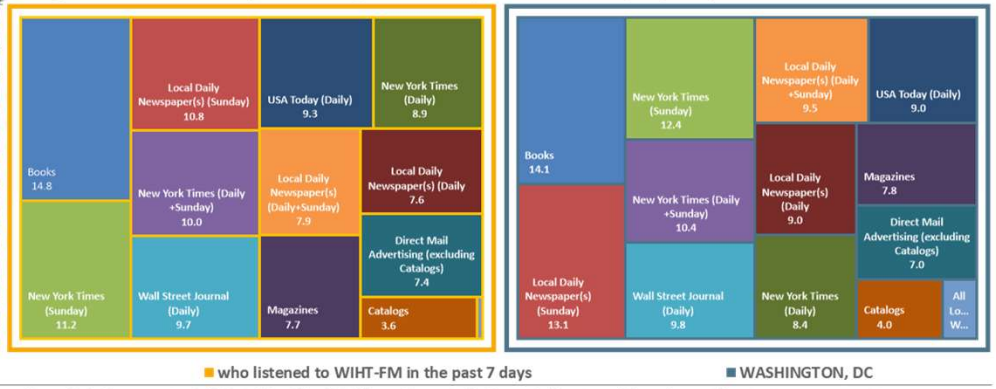
Radio Stations: WBIG-FM

154,535 or 34.6% of Adults 18 or older who listened to WIHT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

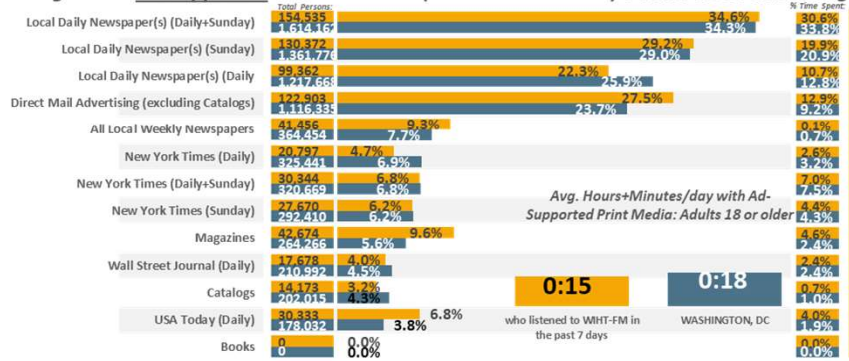
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



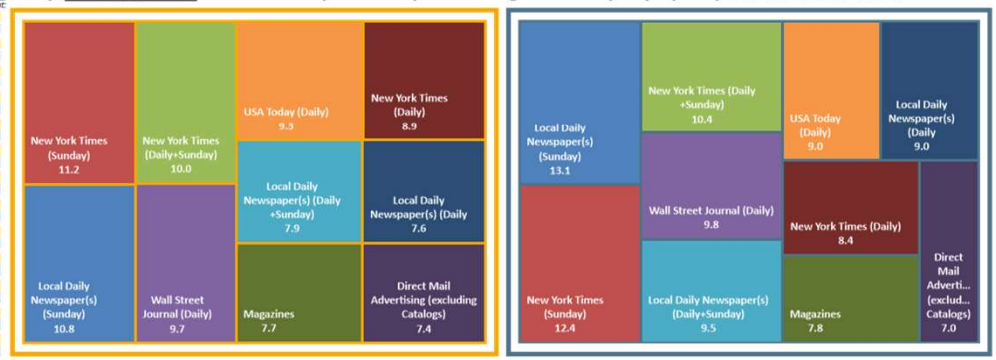
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 410

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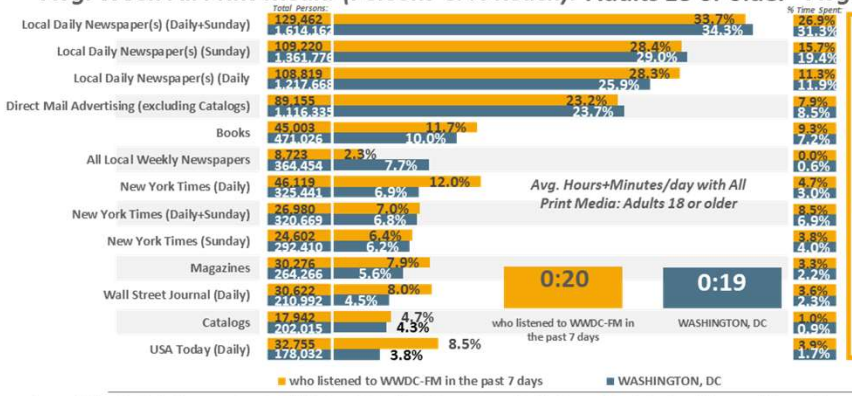
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Radio Stations: WIHT-FM

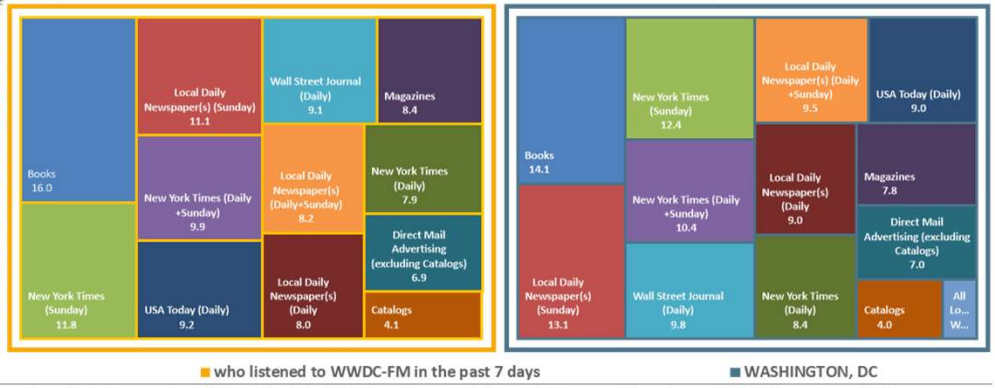
DC 101

129,462 or 33.7% of Adults 18 or older who listened to WWDC-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

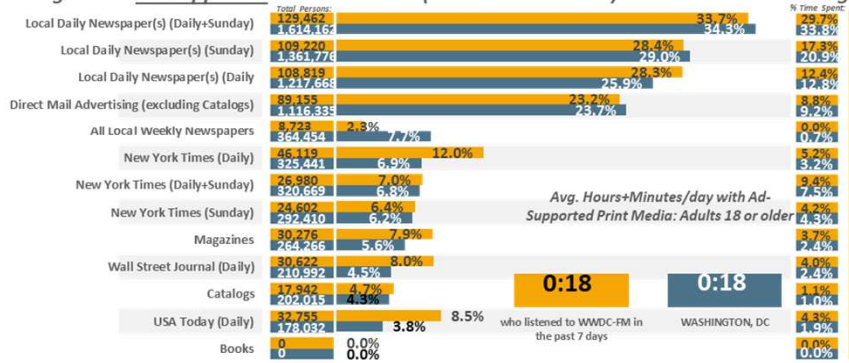
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



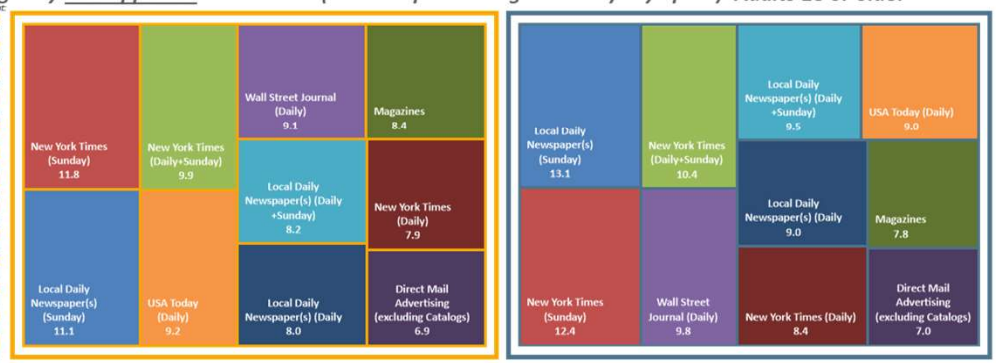
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R2 2024: Aug23-Sep24 Qual Intab 341

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Radio Stations: WWDC-FM