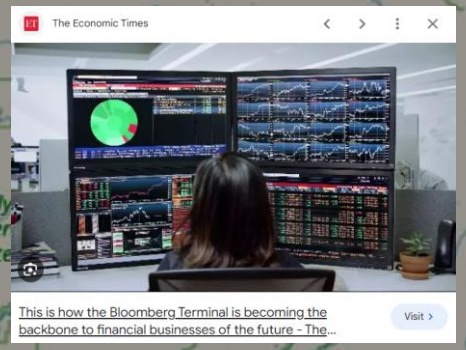
Seattle-Tacoma Metro – P21+ past 12 months CASINO GAMBLERS w/in a 45-mi radius of ANGEL OF THE WINDS CASINO RESORT!

Complete Demographic & Media Use Profiles

[(Age summaries: Adults 21 or older AND (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting))]

Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040





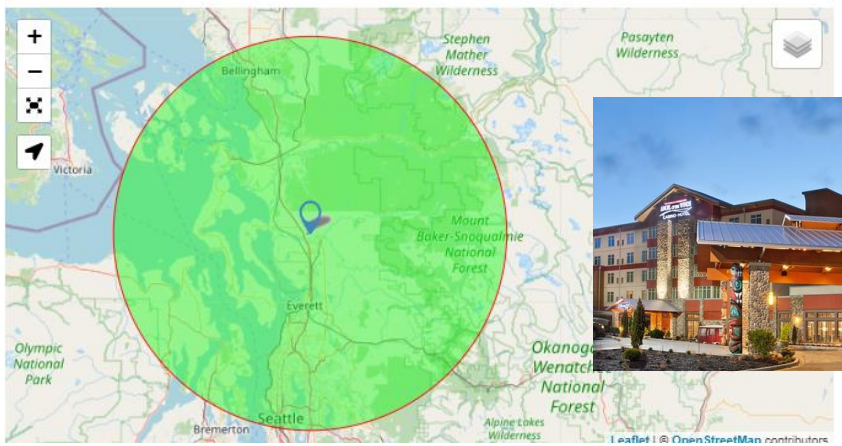
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Leaflet | © OpenStreetMap contributor

ANGEL OF THE WINDS CASINO RESORT

Nielsen Scarborough *Research shows…*
There are **350,824** Age 21+ Adults *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. ***138,023*** *or* ***39.3%*** *Visited* ***ANGEL OF THE WINDS*** *CASINO RESORT.*

ZIP Code Radius Search Map



WHO 1 - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	350824	347

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 21+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Custom Selection			
Add a Custom WHAT			
(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 m...	350,824	100.0%	459
Activities/travel			
Casino activities done or attended past 12 months			
Slot machines	317,073	90.4%	459
Table games (craps, poker, etc.)	134,723	38.4%	459
Sports betting	48,588	13.8%	459
Casinos visited past 12 months (by name)			
Tulalip Casino	203,830	58.1%	386
Angel of the Winds Casino	138,023	39.3%	396
Quil Ceda Creek Casino	115,965	33.1%	414
Other casino	92,561	26.4%	374
Snoqualmie Casino	92,415	26.3%	390
Emerald Queen Casino	53,656	15.3%	401
Muckleshoot Casino	39,840	11.4%	374
Clearwater Casino	39,497	11.3%	392
Lucky Eagle Casino	9,905	2.8%	345

HUBBARD RADIO

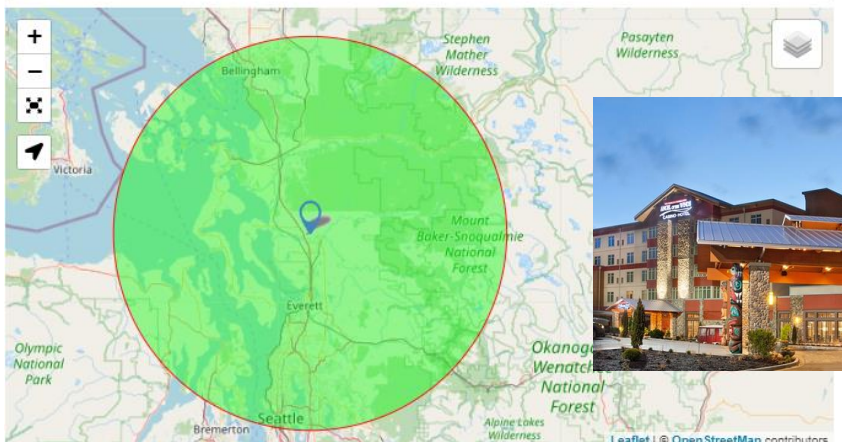
Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

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

ANGEL OF THE WINDS CASINO RESORT

Nielsen Scarborough *Research shows…*
There are **171,089** Age 21+ Women *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. ***84,439*** *or* ***48.8%*** *Visited* ***ANGEL OF THE WINDS*** *CASINO RESORT.*

ZIP Code Radius Search Map



WHO 1 - Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Women 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	171089	163

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
WOMEN 21+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Custom Selection			
Add a Custom WHAT			
(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 m...	171,089	100.0%	445
Activities/travel			
Casino activities done or attended past 12 months			
Slot machines	168,081	98.2%	445
Table games (craps, poker, etc.)	47,806	27.9%	445
Sports betting	6,871	4.0%	445
Casinos visited past 12 months (by name)			
Tulalip Casino	113,880	66.6%	390
Angel of the Winds Casino	83,439	48.8%	410
Quil Ceda Creek Casino	69,954	40.9%	398
Snoqualmie Casino	43,312	25.3%	347
Other casino	36,982	21.6%	388
Emerald Queen Casino	19,497	11.4%	363
Muckleshoot Casino	19,474	11.4%	366
Clearwater Casino	15,927	9.3%	372
Lucky Eagle Casino	2,201	1.3%	195

HUBBARD RADIO

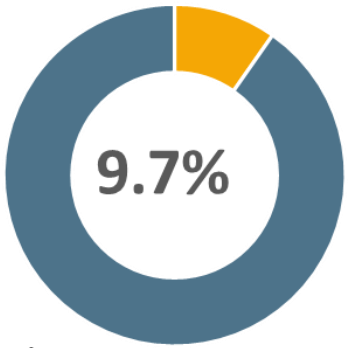
Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

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

ANGEL OF THE WINDS CASINO RESORT

9.7% or 350,824 of SEATTLE-TACOMA Metro Adults 21 or older are Casino Gamblers w/in 45mi ANGEL OF THE WINDS. Typical Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS are 49. years old (.1% younger than average) and have a $119,125 (6.4% lower than average) annual household income.

Percent of Market: Adults 21 or older



- Casino Gamblers w/in 45mi ANGEL OF THE WINDS
- Remainder of SEATTLE-TACOMA Metro

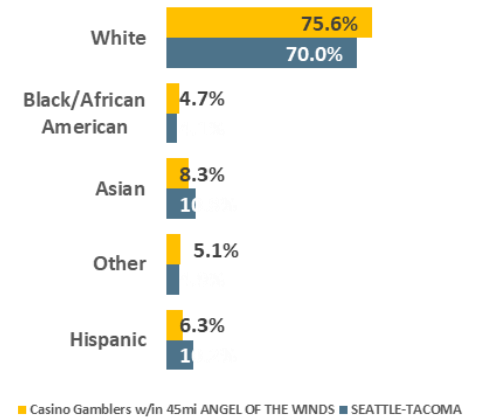
Total Persons:



Gender of Target vs. Market: Adults 21 or older

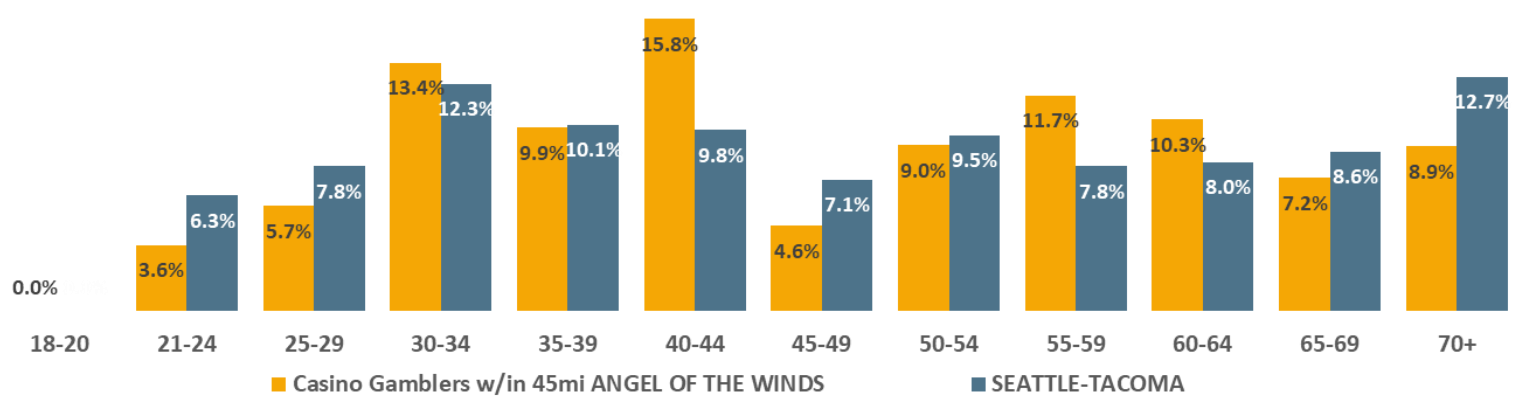
	Men	Men	Women	Women
%M vs. %F:	51.2%	49.4%	48.8%	50.6%
Average Age:	48.0	49.0	50.2	49.1
# Persons:	179,735	1,783,677	171,089	1,826,922

Ethnicity of Target vs. Market:

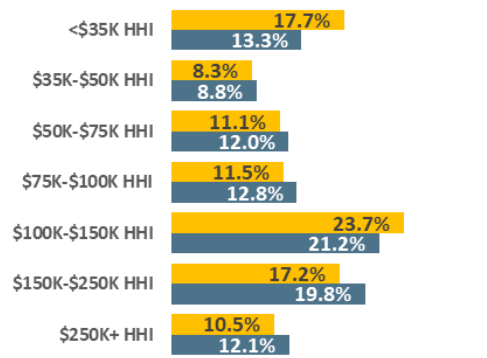


Age Cell Demographics of Target vs. Market:

Average Age:	Casino Gamblers w/in 45mi ANGEL OF THE WINDS	SEATTLE-TACOMA
Adults 21 or older	49.0	49.0



HHI of Target vs. Market:



Avg HHI:	$119,125	$127,311

SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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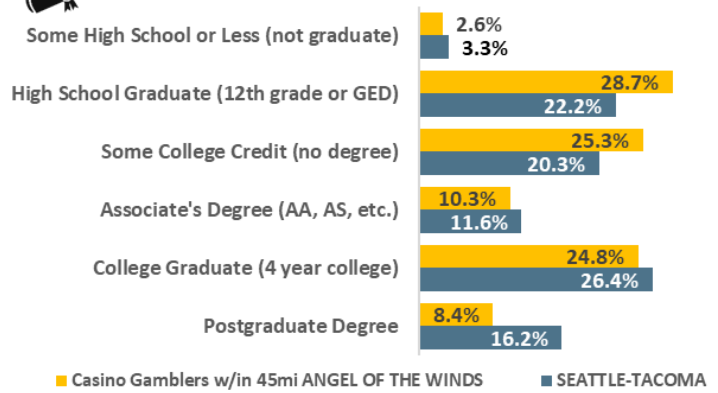
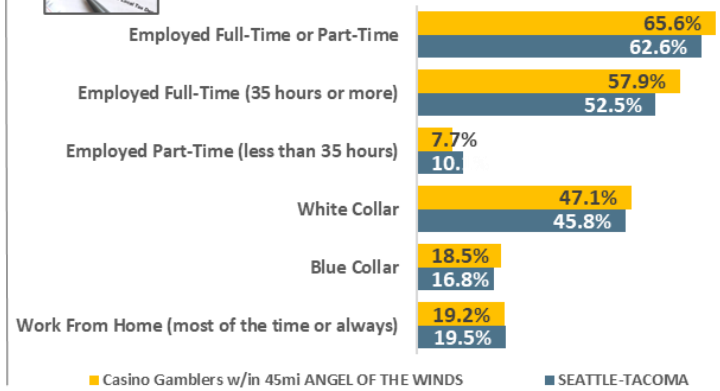
ANGEL OF THE WINDS CASINO RESORT

9.7% or 350,824 of SEATTLE-TACOMA Metro Adults 21 or older are Casino Gamblers w/in 45mi ANGEL OF THE WINDS. Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS are 22.1% less likely to be a college graduate, 10.3% more likely to work full-time, 17.1% less likely to be married, 22.2% more likely to be a parent of 1 or more children under 18.

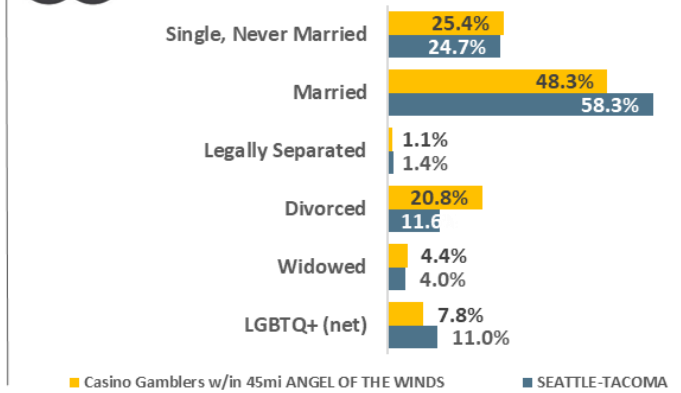
Education Levels: Adults 21 or older



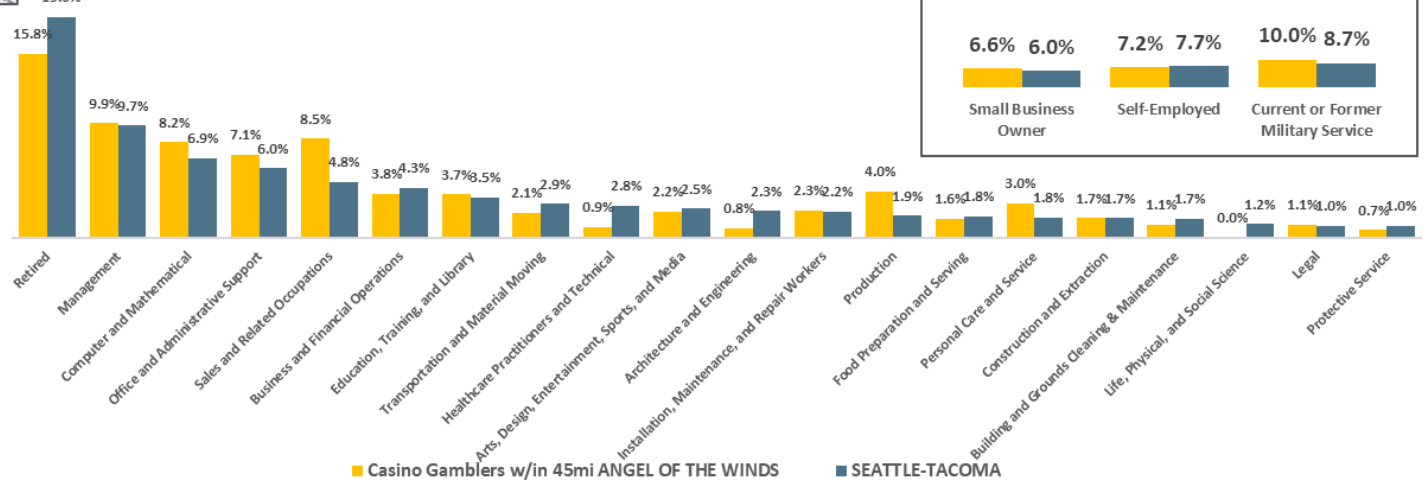
Employment: Adults 21 or older



Marital Status: Adults 21 or older

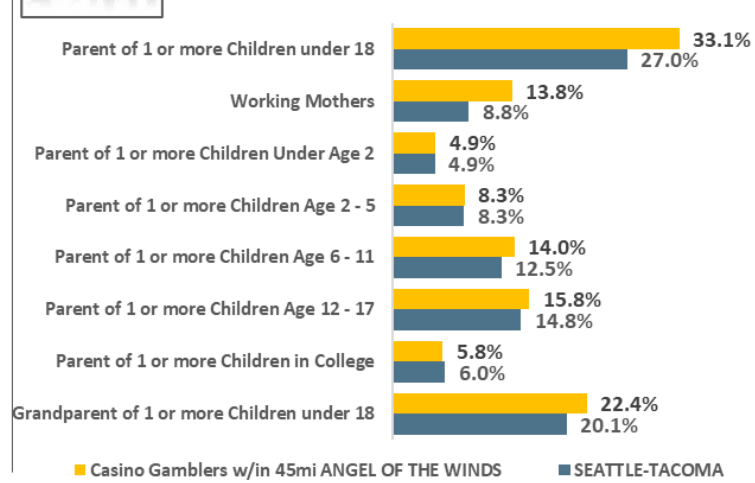


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

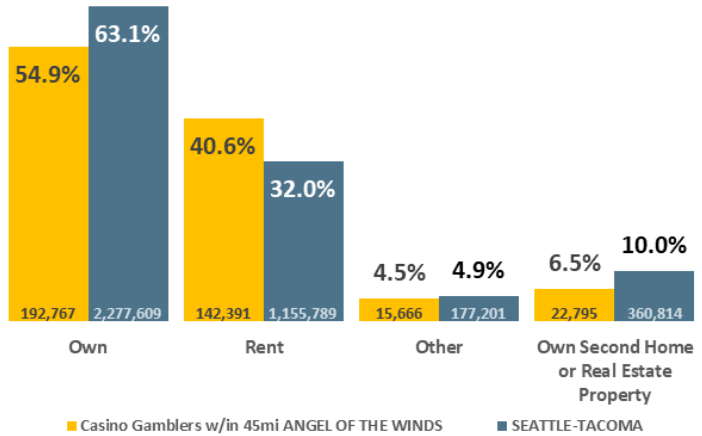
AM 880 K·I·X·I

2060 Digital

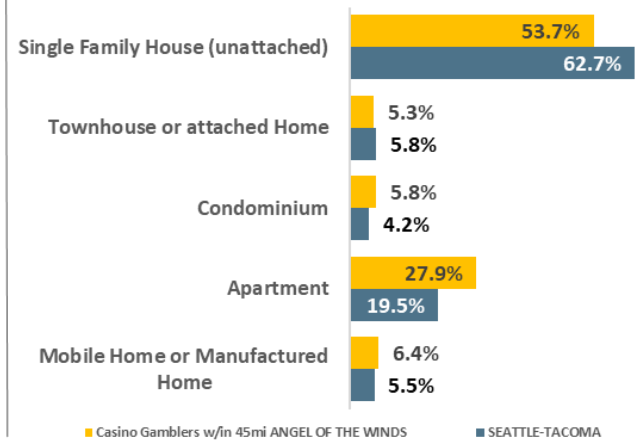
ANGEL OF THE WINDS CASINO RESORT

9.7% or 350,824 of SEATTLE-TACOMA Metro Adults 21 or older are Casino Gamblers w/in 45mi ANGEL OF THE WINDS. Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS are 12.9% less likely to own their home, 1.8% more likely to own a lower valued home, 14.4% less likely to have a single-family home, 7.7% more likely to have a dog.

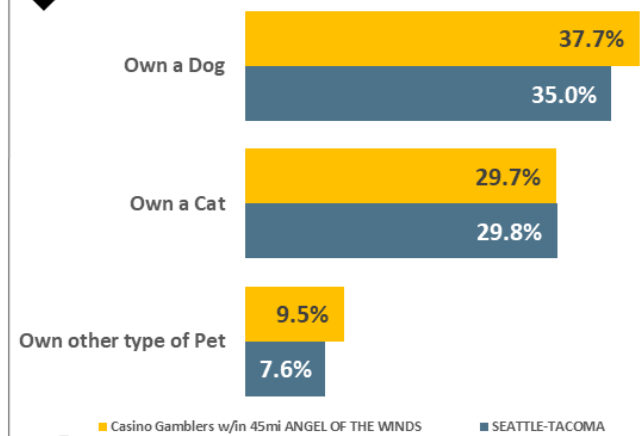
Own/Rent/Other: Adults 21 or older



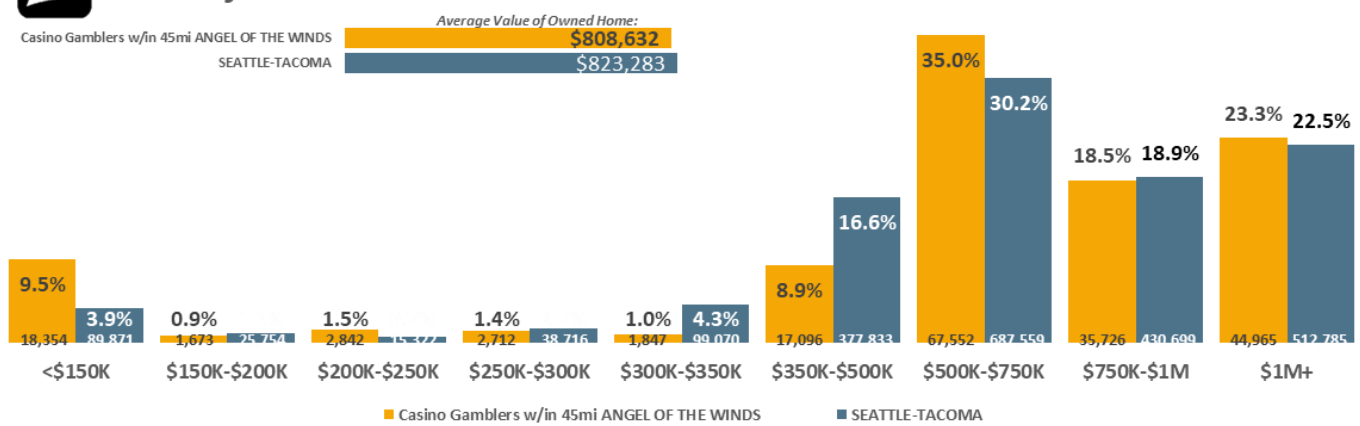
Type of Home: Adults 21 or older



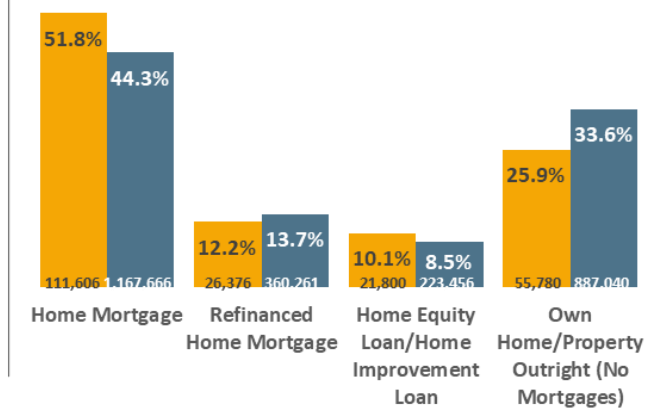
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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HUBBARD RADIO
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION
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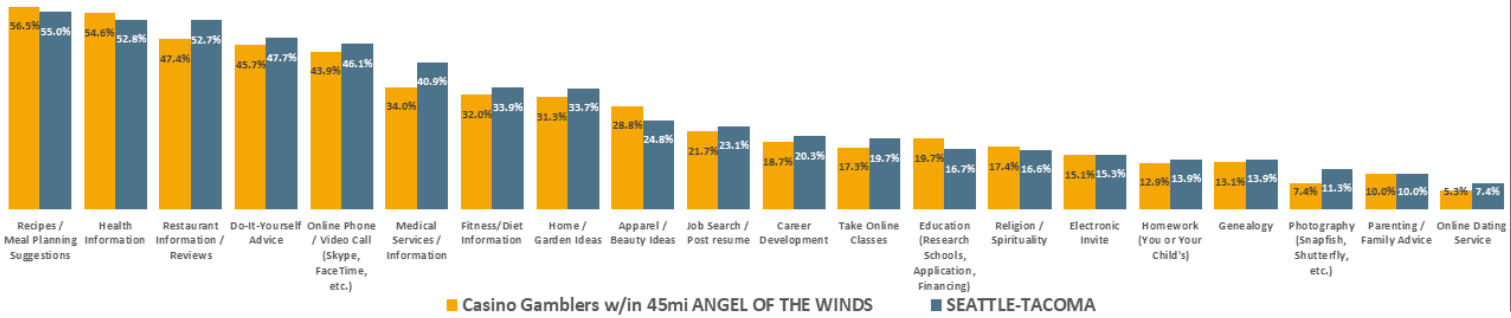
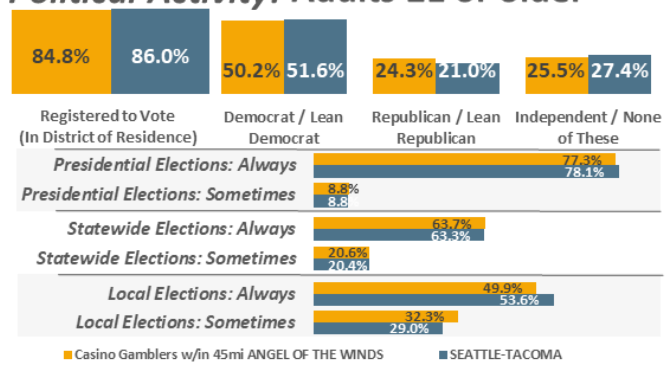
ANGEL OF THE WINDS CASINO RESORT

9.7% or 350,824 of SEATTLE-TACOMA Metro Adults 21 or older are Casino Gamblers w/in 45mi ANGEL OF THE WINDS. Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS are 4.2% less likely to look up D-I-Y advice online, 7.% less likely to always vote in local elections, 9.2% more likely to belong to a gym, 3.6% more likely to fly domestic past yr.

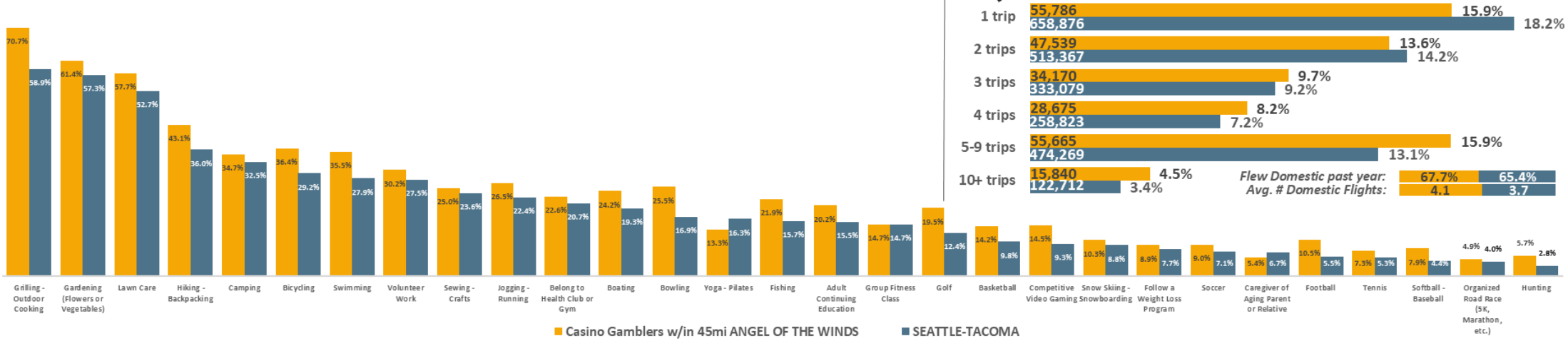
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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HUBBARD RADIO

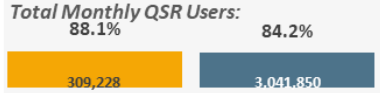
ANGEL OF THE WINDS CASINO RESORT

9.7% or 350,824 of SEATTLE-TACOMA Metro Adults 21 or older are Casino Gamblers w/in 45mi ANGEL OF THE WINDS. Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS are 4.6% more likely to use QSRs past mo., 3.% more likely to use Sit-Down Restaurants past mo., 186.8% more likely to use Casinos past yr., 128.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

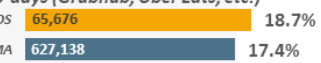


Top-10 Cuisines: Adults 21 or older

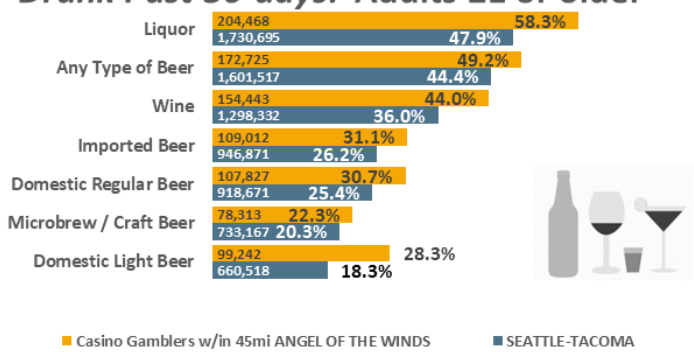
(Sit-Down Restaurants Used Past 30-days)



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

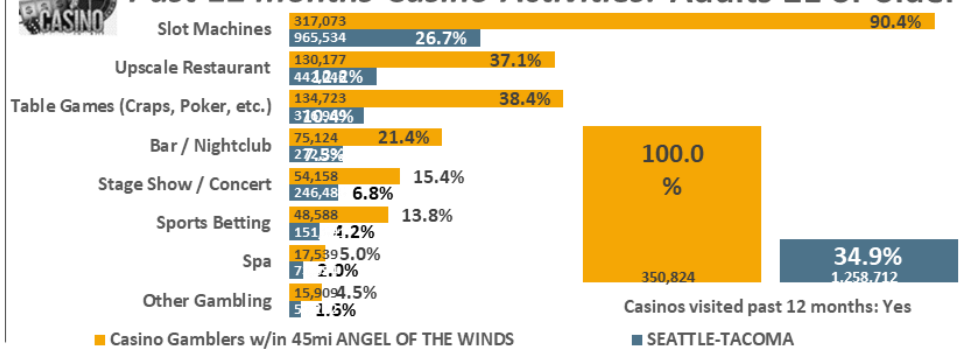


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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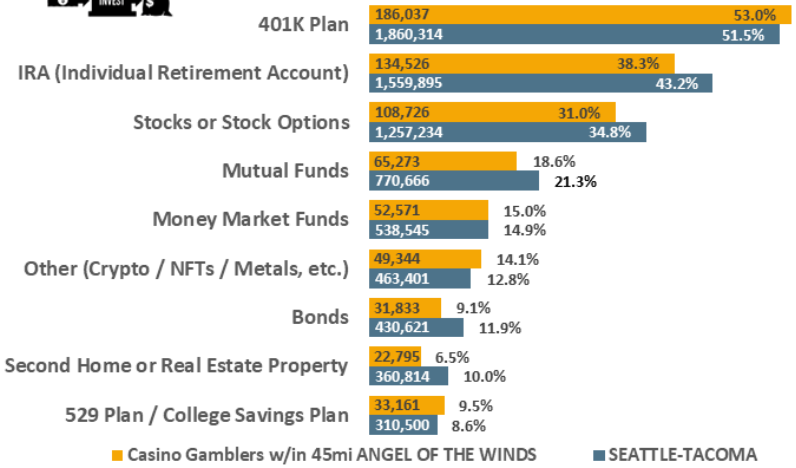
Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

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

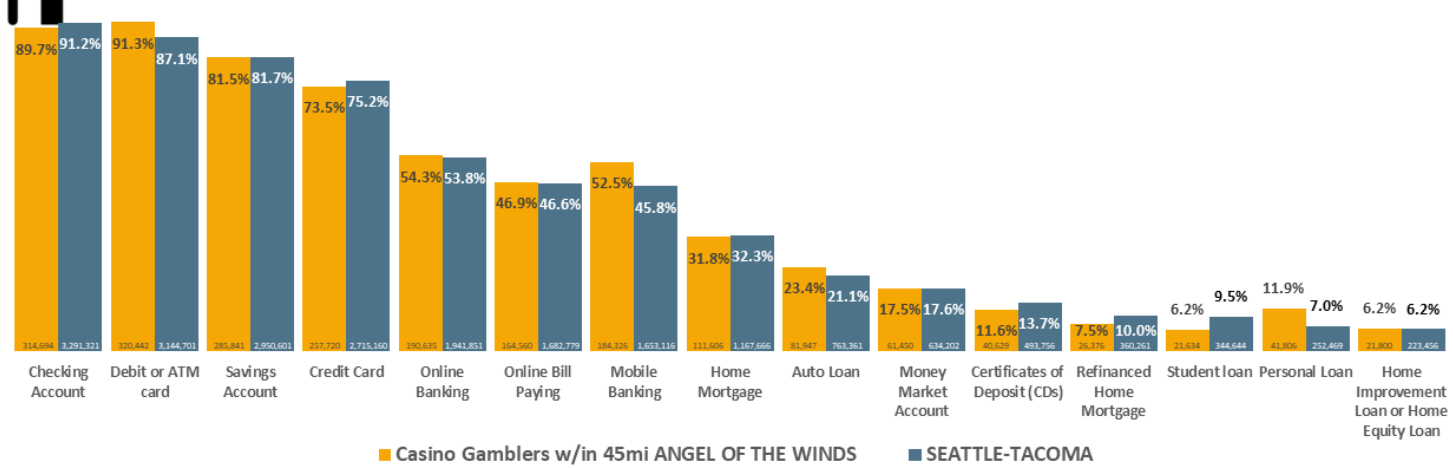
ANGEL OF THE WINDS CASINO RESORT

9.7% or 350,824 of SEATTLE-TACOMA Metro Adults 21 or older are Casino Gamblers w/in 45mi ANGEL OF THE WINDS. Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS are 2.9% more likely to have a 401K, 10.5% more likely to have an Auto Loan, 7.8% less likely to Invest/Trade Stocks Online, 12.% more likely to pay with their Debit Card.

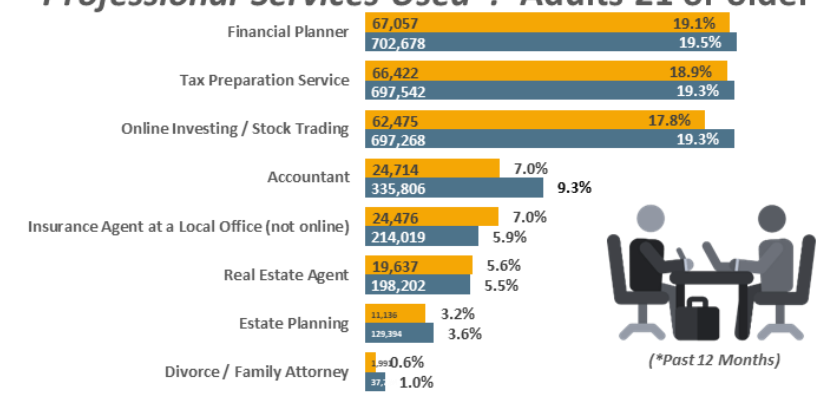
Investments Owned: Adults 21 or older



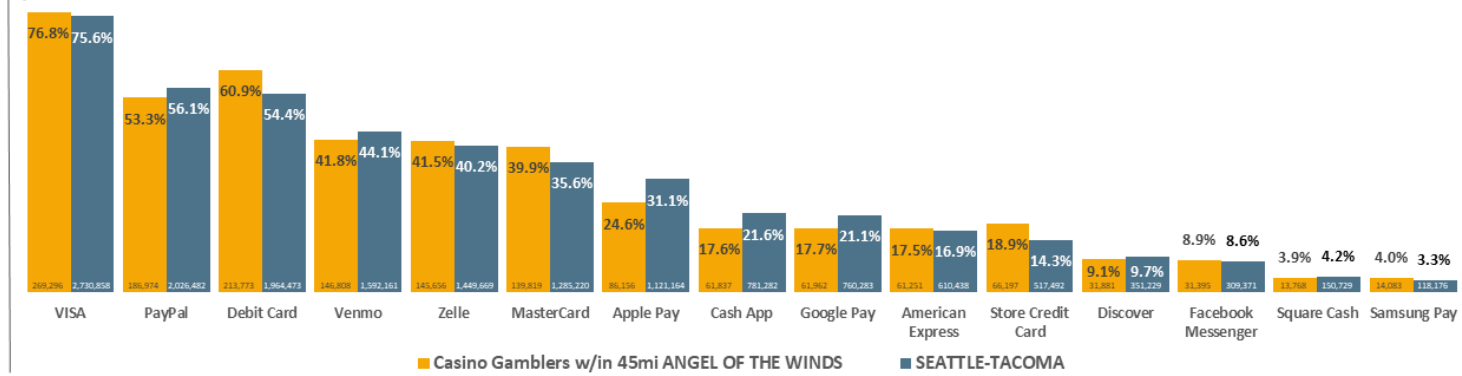
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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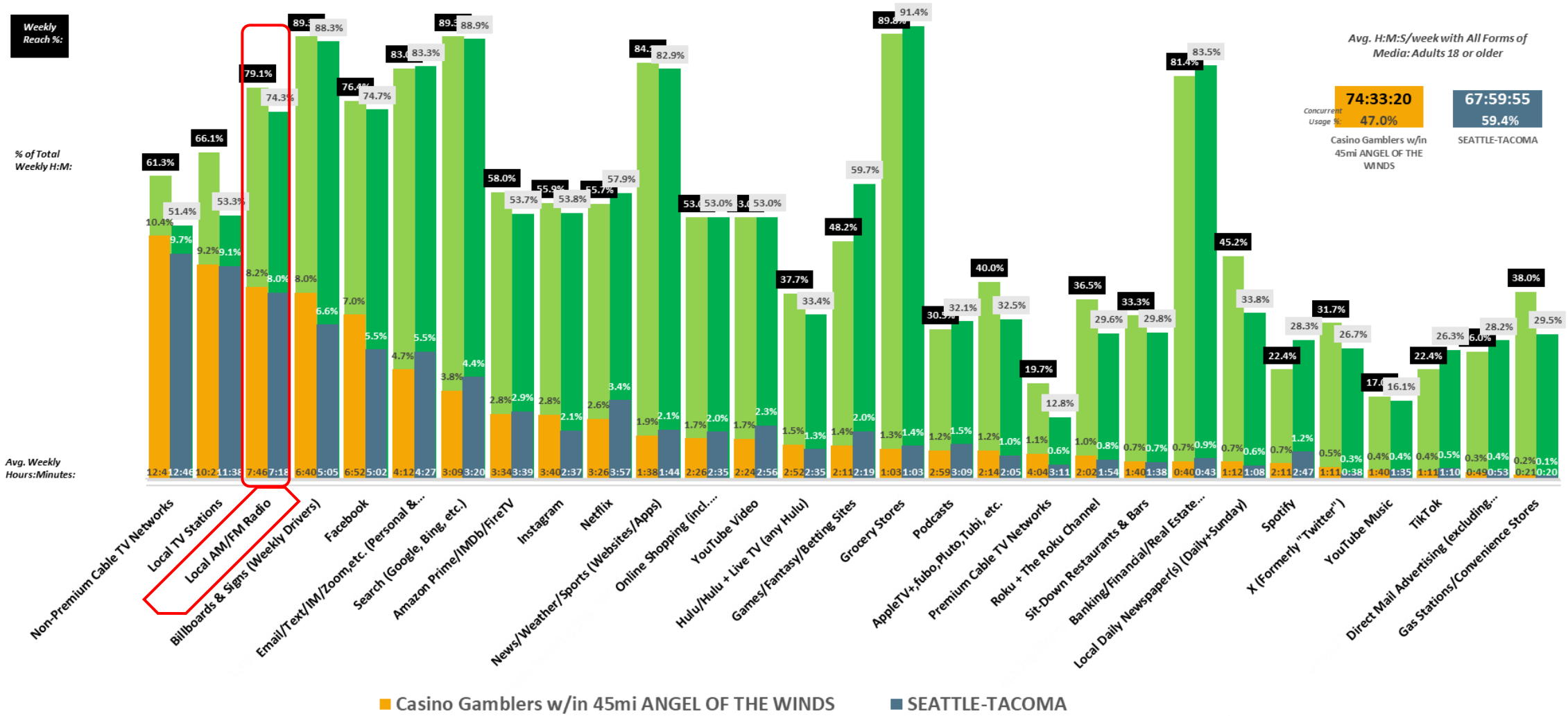
HUBBARD RADIO
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION
warm 106.9
98.9 THE BULL
AM 880 K·I·X·I
2060 Digital

ANGEL OF THE WINDS CASINO RESORT

Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS spend an average of 3 days, 2 hours, 33 minutes and 20 seconds each week with All Forms of Media.

79.1% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS spend an avg. of 7 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,703

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HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

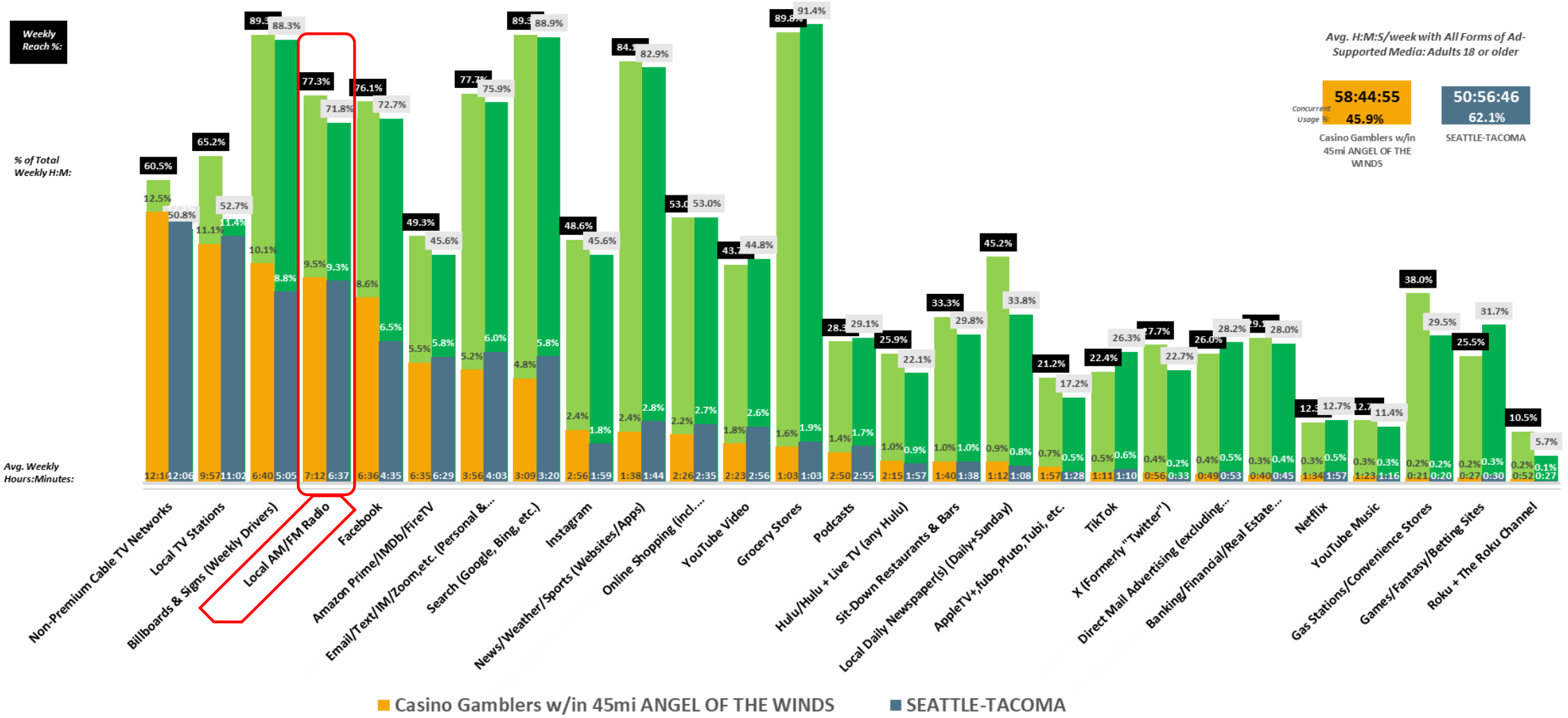
AM 880 K·I·X·I

2060 Digital

ANGEL OF THE WINDS CASINO RESORT

Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS spend an average of 2 days, 10 hours, 44 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

77.3% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,703

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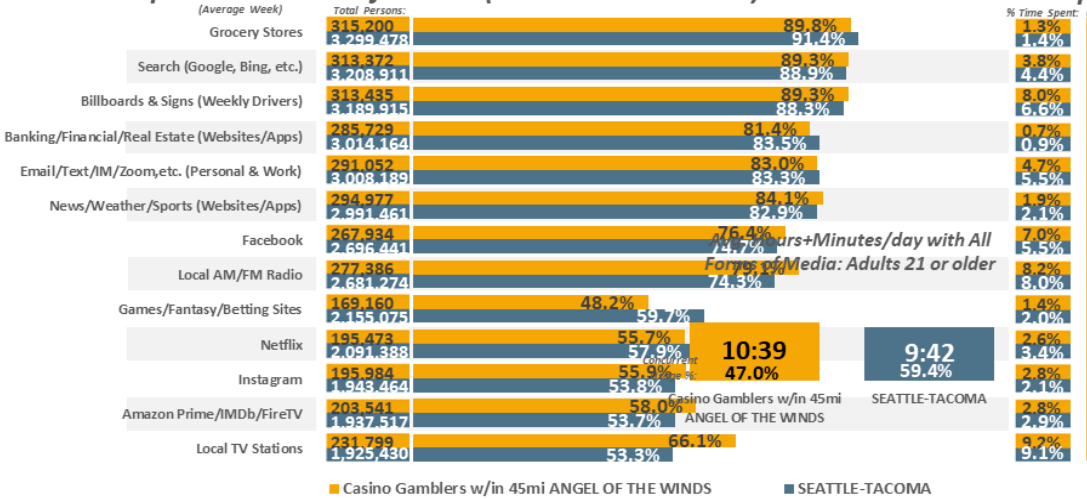
HUBBARD RADIO

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

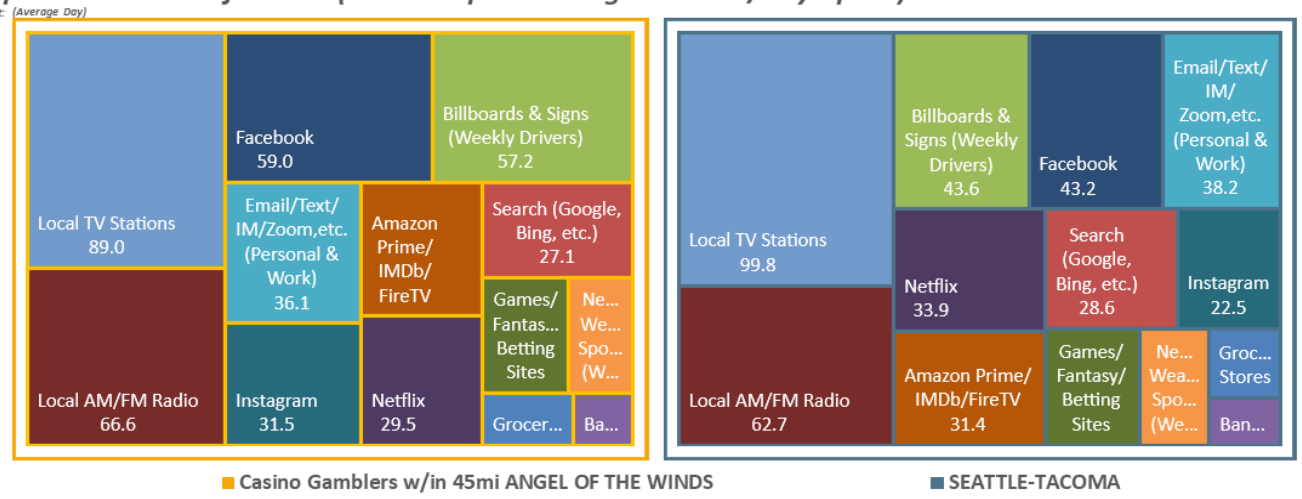
ANGEL OF THE WINDS CASINO RESORT

Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

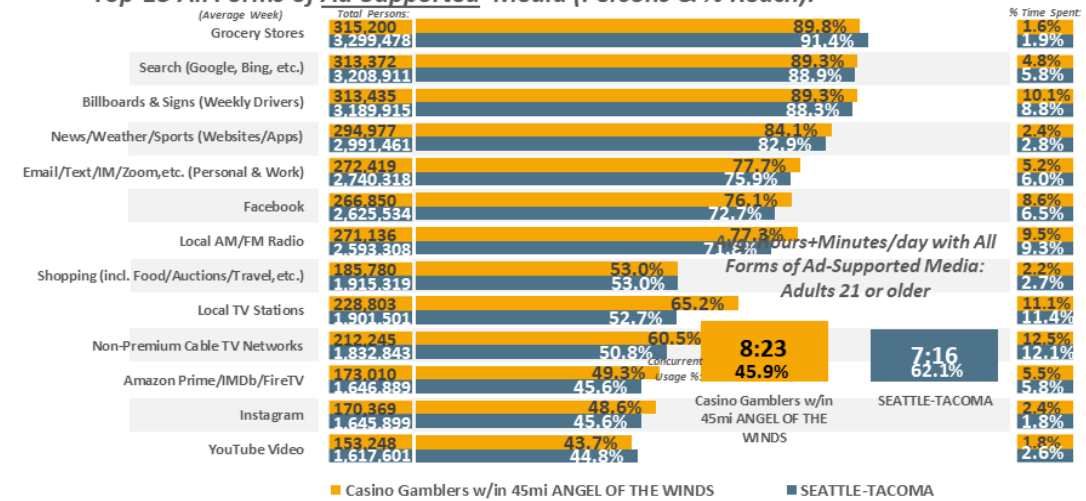
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



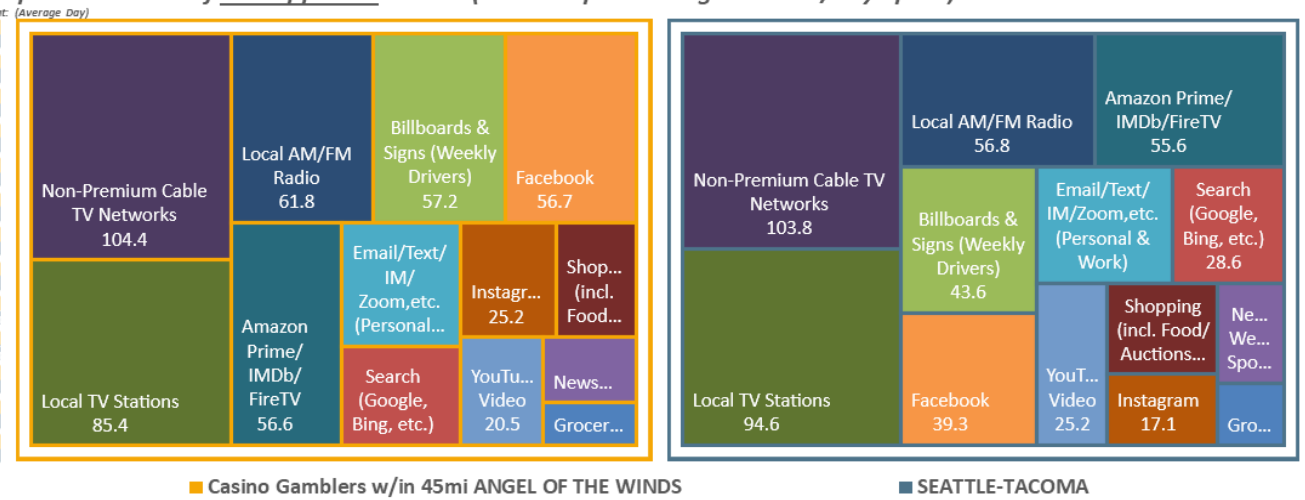
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

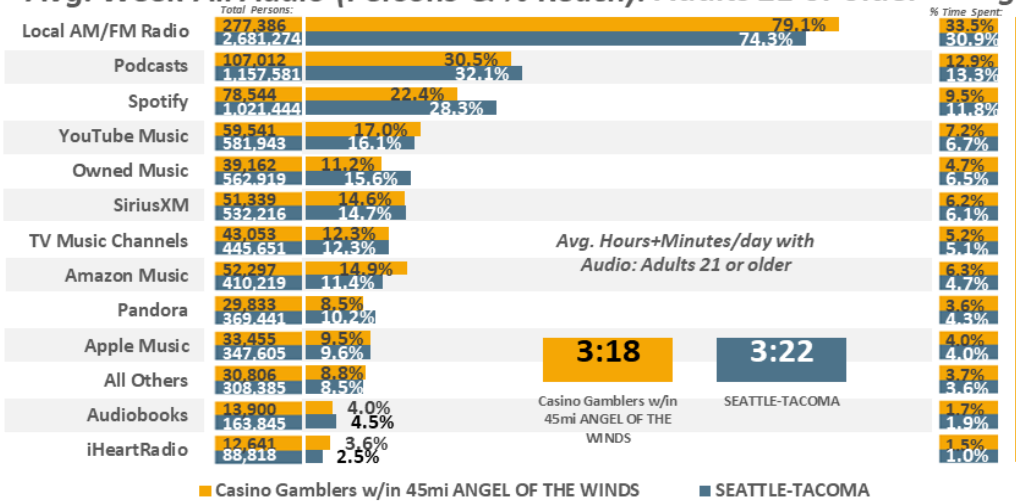
AM 880 K·I·X·I

2060 Digital

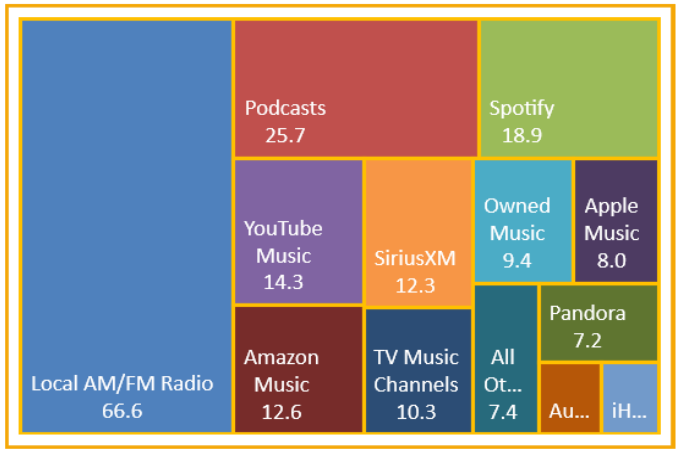
ANGEL OF THE WINDS CASINO RESORT

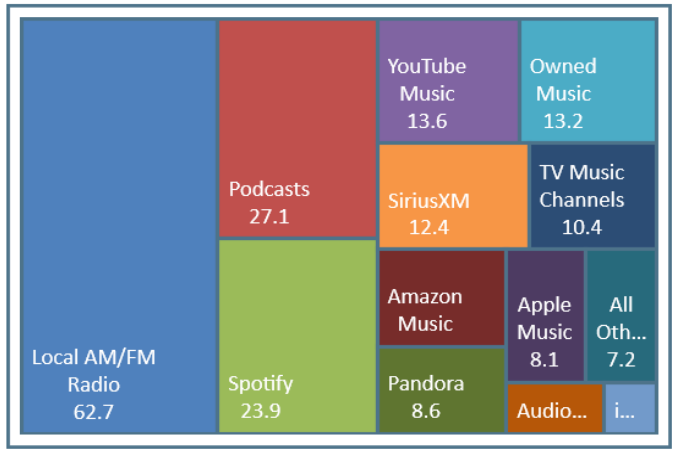
271,136 or 77.3% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

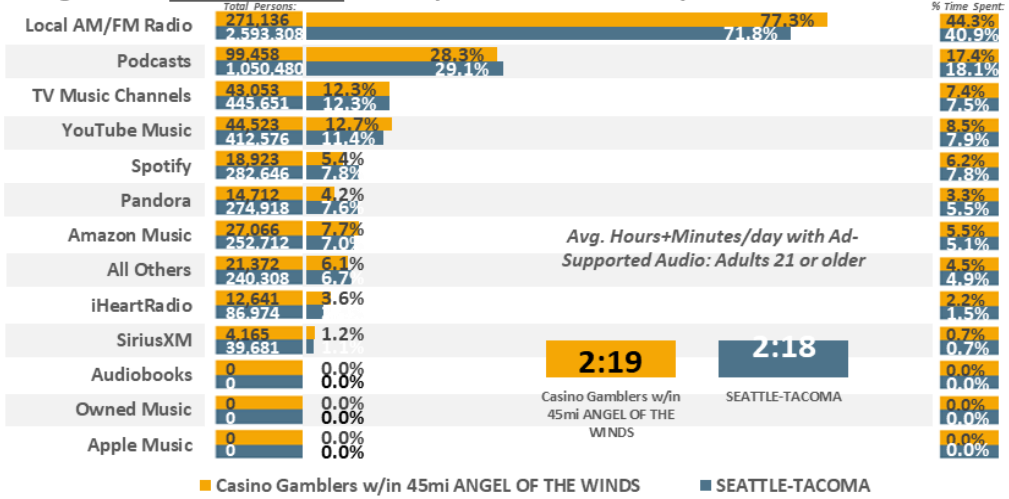


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

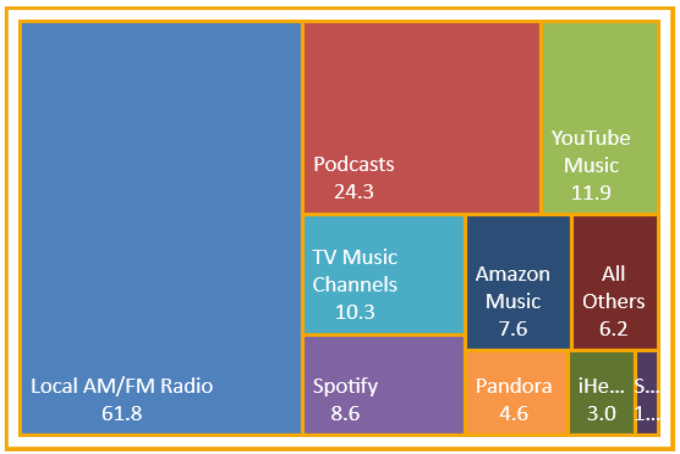


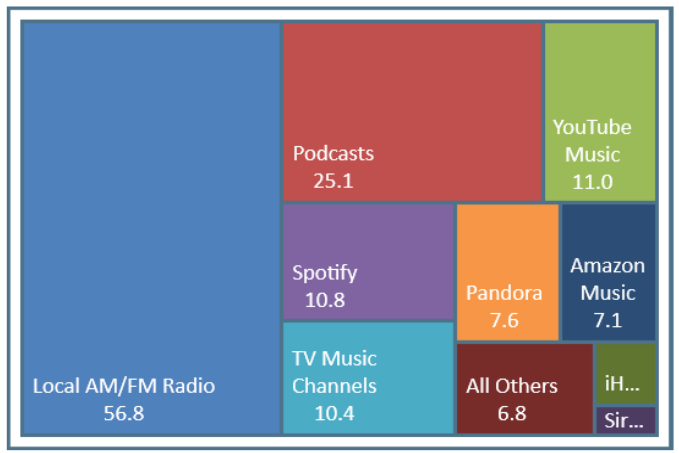


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

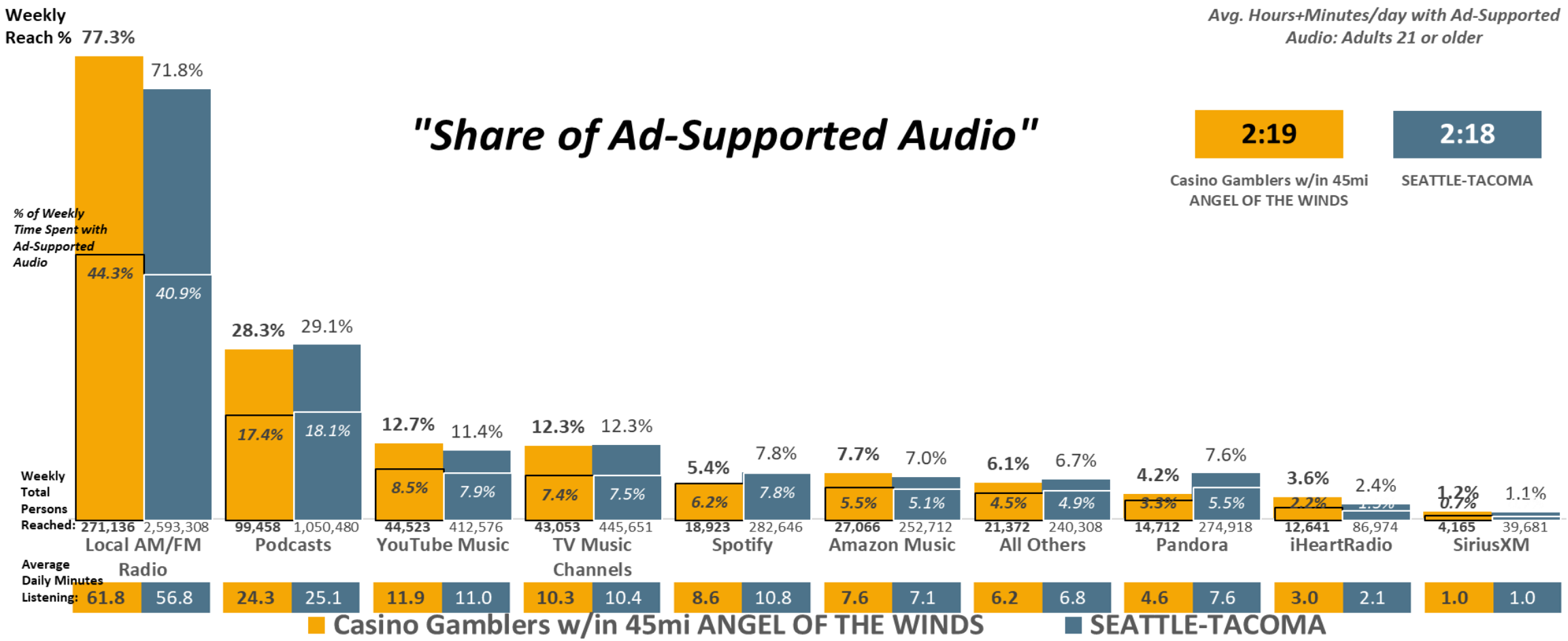
98.9 THE BULL

AM 880 K·I·X·I

2060 Digital

ANGEL OF THE WINDS CASINO RESORT

271,136 or 77.3% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,703

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HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

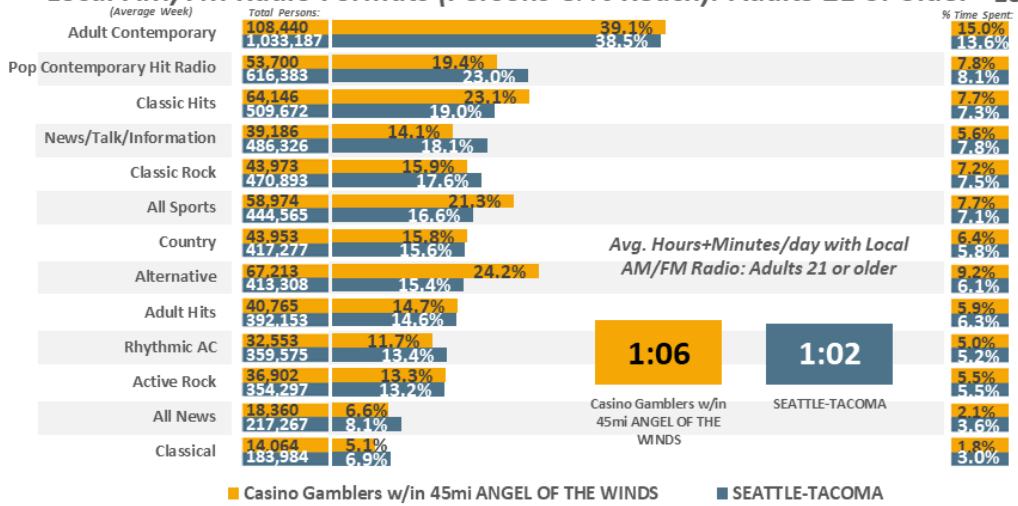
AM 880 K·I·X·I

2060 Digital

ANGEL OF THE WINDS CASINO RESORT

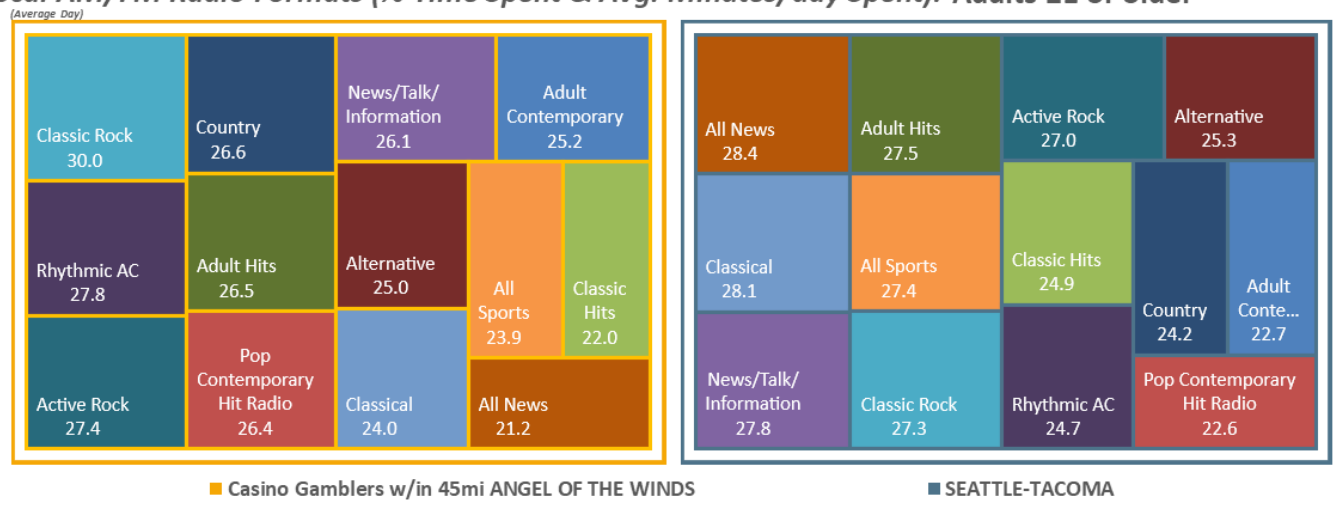
271,136 or 77.3% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Classic Hits, All Sports, and Pop Contemporary Hit Radio.

Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older

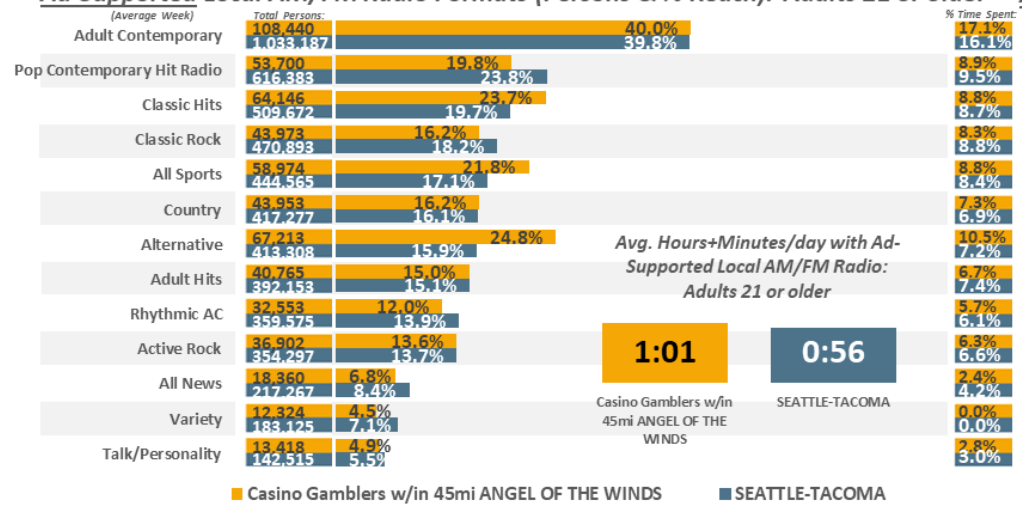


Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 21 or older

Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

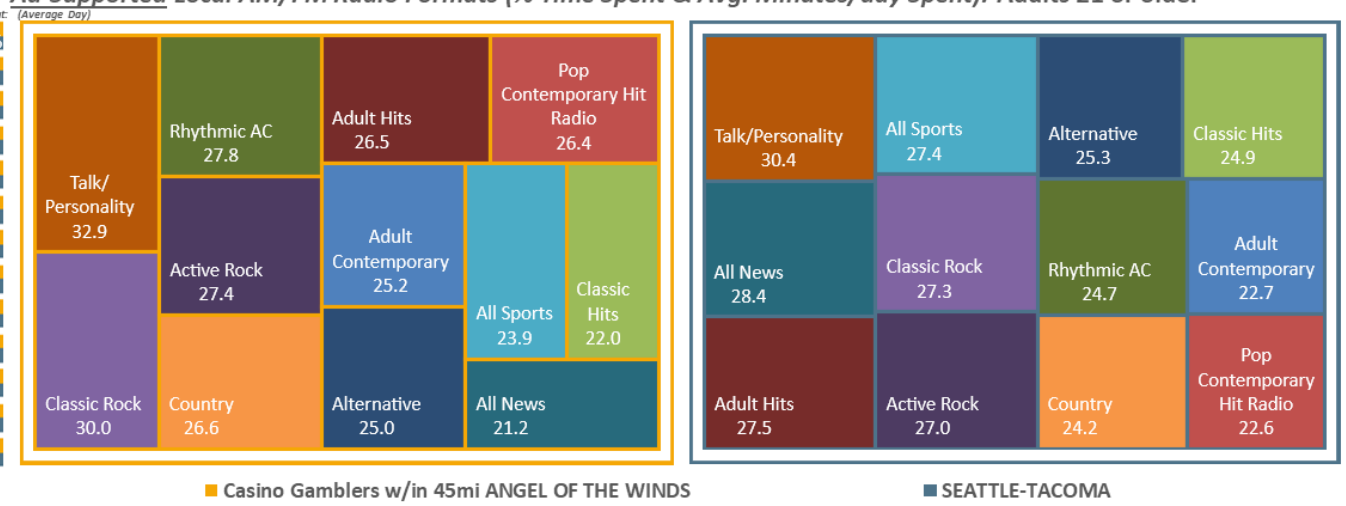


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 21 or older

Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

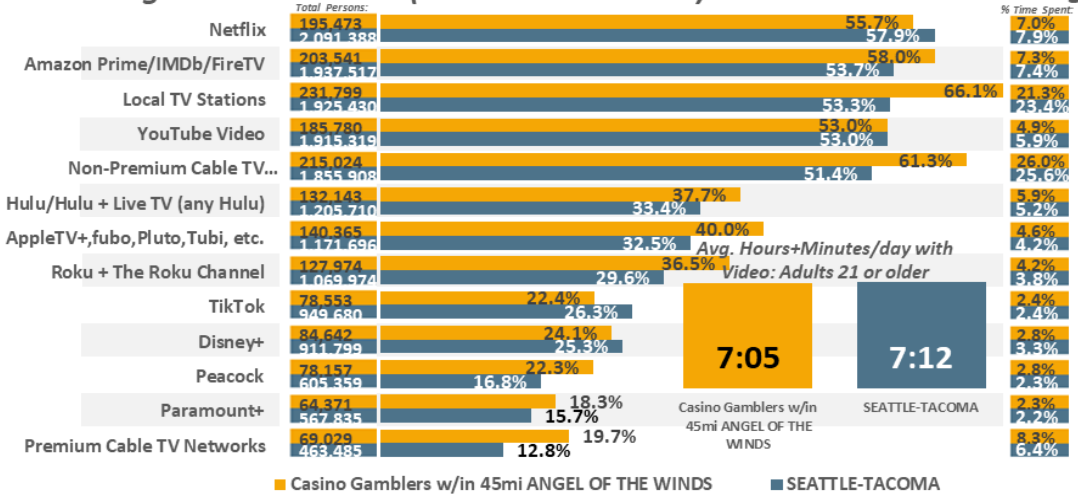
AM 880 K·I·X·I

2060 Digital

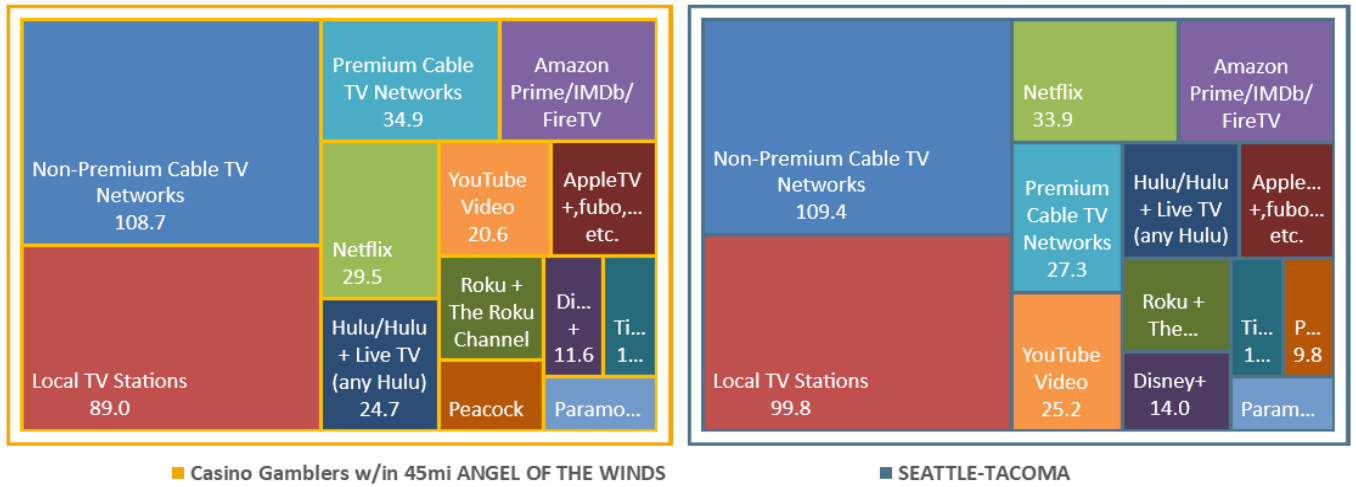
ANGEL OF THE WINDS CASINO RESORT

228,803 or 65.2% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 24.3% of all time spent daily with Ad-Supported Video.

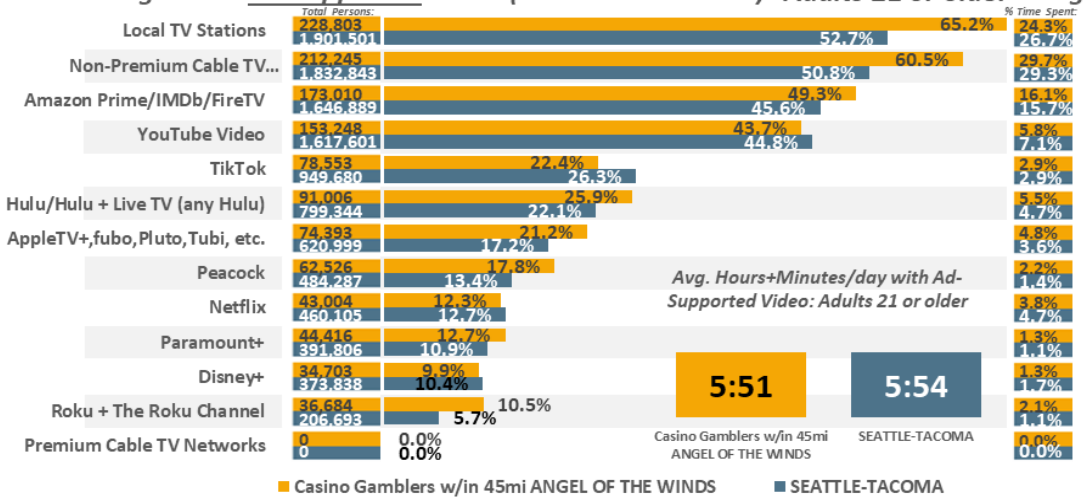
Avg. Week All Video (Persons & % Reach): Adults 21 or older



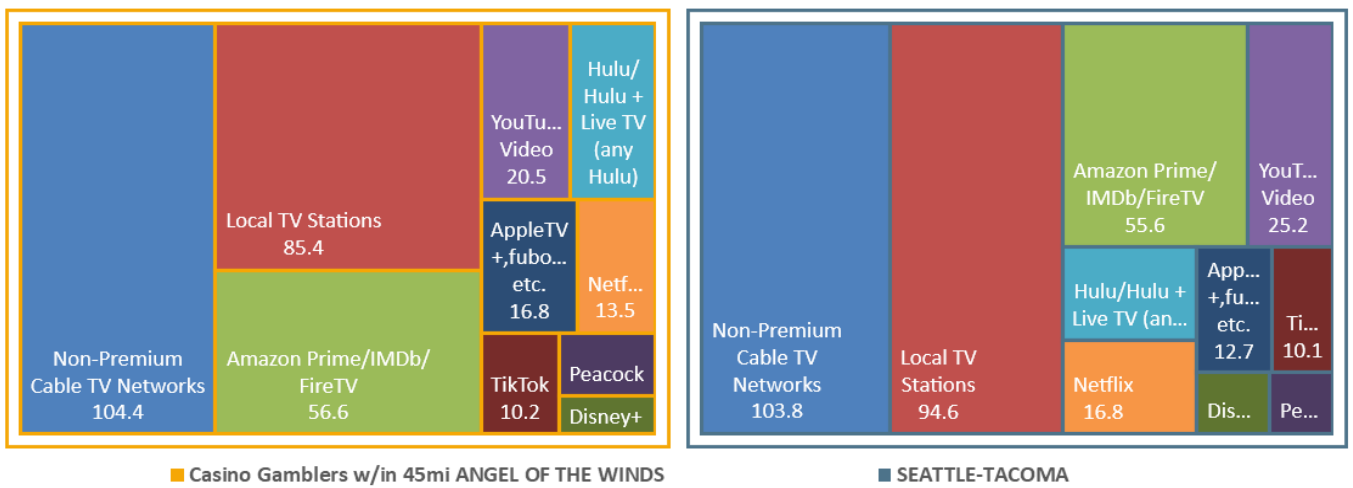
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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[(Age summaries: Adults 21 or older AND (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)) Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

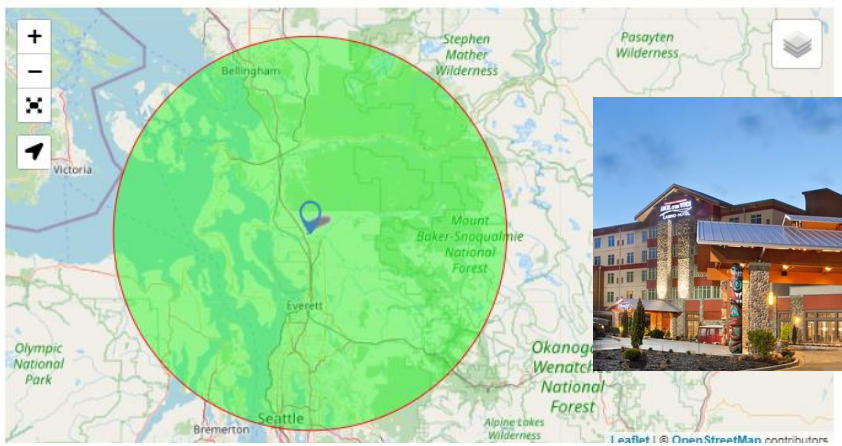
ANGEL OF THE WINDS CASINO RESORT

SEATTLE-TACOMA (User Defined Survey Area)
JUL24 / JUN24 / MAY24
SCARBOROUGH R1 2024: JAN23-JAN24
Station Rankings Based on: User Selected

Qualitative Criteria Used: (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)

There are **330,300** Age 21+ Adults *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. *To the right are the* ***Top Radio Stations*** *they listen to every week…*

ZIP Code Radius Search Map



Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	Avg Daily: 329,800 Avg Weekly: 330,300	347

Adults 21+
M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	*Qual Average Rating**	Qual Daily Cume Persons	Qual Daily Cume Rating	Qual Weekly Cume Persons	Qual Weekly Cume Rating
1	KISW-FM	Audacy	Active Rock	1,200	0.4	14,000	4.2	39,900	12.1
2	KZOK-FM	iHeartMedia Inc	Classic Rock	1,100	0.3	12,500	3.8	39,000	11.8
3t	***KRWM-FM***	***Hubbard Radio LLC***	***Adult Contemporary***	***700***	***0.2***	***14,200***	***4.3***	***51,300***	***15.5***
3t	***KQMV-FM***	***Hubbard Radio LLC***	***Pop Contemporary Hit Radio***	***500***	***0.2***	***8,400***	***2.5***	***27,100***	***8.2***
3t	KBKS-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	500	0.2	11,100	3.4	37,400	11.3
3t	KIRO-AM	Bonneville International Corp.	All Sports	600	0.2	10,800	3.3	34,900	10.6
3t	KJEB-FM	iHeartMedia Inc	Classic Hits	700	0.2	11,300	3.4	38,800	11.7
3t	KKWF-FM	Audacy	Country	800	0.2	10,800	3.3	27,200	8.2
3t	KNDD-FM	Audacy	Alternative	600	0.2	14,700	4.5	51,100	15.5
3t	KSWD-FM	Audacy	Adult Contemporary	600	0.2	8,200	2.5	31,800	9.6
3t	KTTH-AM	Bonneville International Corp.	Talk/Personality	500	0.2	4,200	1.3	8,900	2.7
12t	***KPNW-FM***	***Hubbard Radio LLC***	***Country***	***200***	***0.1***	***3,500***	***1.1***	***10,800***	***3.3***
12t	KHTP-FM	Audacy	Rhythmic AC	300	0.1	7,700	2.3	26,000	7.9
12t	KIRO-FM	Bonneville International Corp.	News Talk Information	400	0.1	6,300	1.9	16,500	5.0
12t	KJAQ-FM	iHeartMedia Inc	Adult Hits	400	0.1	10,200	3.1	39,500	12.0
12t	KJR-FM	iHeartMedia Inc	All Sports	400	0.1	6,600	2.0	14,200	4.3
12t	KNWN-AM	Lotus Communications Corp	All News	400	0.1	5,400	1.6	14,400	4.4
12t	KPLZ-FM	Lotus Communications Corp	Country	400	0.1	6,800	2.1	19,900	6.0
12t	KVI-AM	Lotus Communications Corp	Talk/Personality	200	0.1	1,400	0.4	4,100	1.2
20t	***KIXI-AM***	***Hubbard Radio LLC***	***Adult Standards/MOR***	***0***	***0.0***	***500***	***0.2***	***1,300***	***0.4***
20t	KJR-AM	iHeartMedia Inc	All Sports	0	0.0	1,100	0.3	6,200	1.9

HUBBARD RADIO

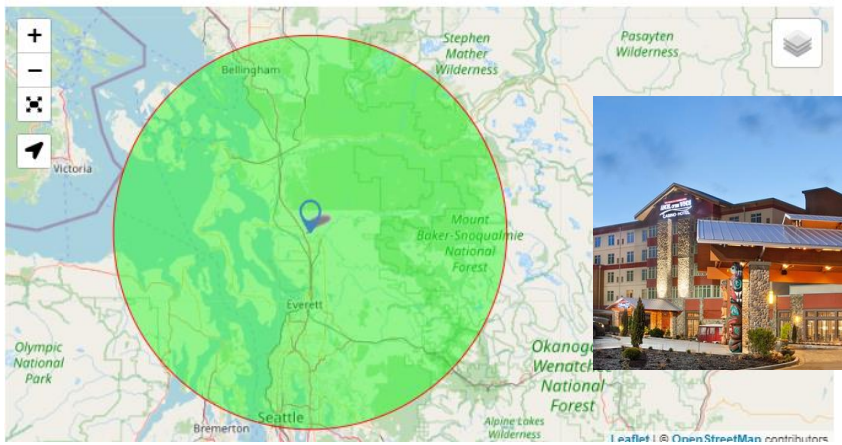
Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

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

ANGEL OF THE WINDS CASINO RESORT

There are **176,800** Age 21+ Women *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. *To the right are the* ***Top Radio Stations*** *they listen to every week…*

ZIP Code Radius Search Map



Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Women 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	Avg Daily: 174,500 Avg Weekly: 176,800	163

SEATTLE-TACOMA (User Defined Survey Area)
JUL24 / JUN24 / MAY24
SCARBOROUGH R1 2024: JAN23-JAN24
Station Rankings Based on: User Selected

Qualitative Criteria Used: (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)

Women 21+
M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	*Qual Average Rating**	Qual Daily Cume Persons	Qual Daily Cume Rating	Qual Weekly Cume Persons	Qual Weekly Cume Rating
1	KISW-FM	Audacy	Active Rock	700	0.4	6,800	3.9	20,500	11.6
2	***KRWM-FM***	***Hubbard Radio LLC***	***Adult Contemporary***	***600***	***0.3***	***12,500***	***7.2***	***43,400***	***24.5***
3t	***KQMV-FM***	***Hubbard Radio LLC***	***Pop Contemporary Hit Radio***	***300***	***0.2***	***4,800***	***2.8***	***13,300***	***7.5***
3t	KBKS-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	300	0.2	7,700	4.4	25,100	14.2
3t	KJEB-FM	iHeartMedia Inc	Classic Hits	400	0.2	7,400	4.2	26,000	14.7
3t	KKWF-FM	Audacy	Country	400	0.2	5,600	3.2	13,600	7.7
3t	KNDD-FM	Audacy	Alternative	300	0.2	8,000	4.6	25,900	14.6
8t	***KPNW-FM***	***Hubbard Radio LLC***	***Country***	***100***	***0.1***	***1,600***	***0.9***	***4,700***	***2.7***
8t	KHTP-FM	Audacy	Rhythmic AC	100	0.1	2,700	1.5	9,100	5.1
8t	KIRO-AM	Bonneville International Corp.	All Sports	100	0.1	2,700	1.5	12,200	6.9
8t	KIRO-FM	Bonneville International Corp.	News Talk Information	200	0.1	3,400	1.9	9,700	5.5
8t	KJAQ-FM	iHeartMedia Inc	Adult Hits	200	0.1	4,700	2.7	17,500	9.9
8t	KJR-FM	iHeartMedia Inc	All Sports	100	0.1	1,600	0.9	5,600	3.2
8t	KNWN-AM	Lotus Communications Corp	All News	200	0.1	2,800	1.6	8,700	4.9
8t	KPLZ-FM	Lotus Communications Corp	Country	200	0.1	4,000	2.3	11,900	6.7
8t	KSWD-FM	Audacy	Adult Contemporary	200	0.1	2,700	1.5	11,000	6.2
8t	KZOK-FM	iHeartMedia Inc	Classic Rock	200	0.1	6,000	3.4	22,300	12.6
18t	***KIXI-AM***	***Hubbard Radio LLC***	***Adult Standards/MOR***	***0***	***0.0***	***0***	***0.0***	***0***	***0.0***
18t	KJR-AM	iHeartMedia Inc	All Sports	0	0.0	200	0.1	1,200	0.7
18t	KPTR-AM	iHeartMedia Inc	News Talk Information	0	0.0	0	0.0	0	0.0
18t	KTTH-AM	Bonneville International Corp.	Talk/Personality	0	0.0	900	0.5	2,400	1.4

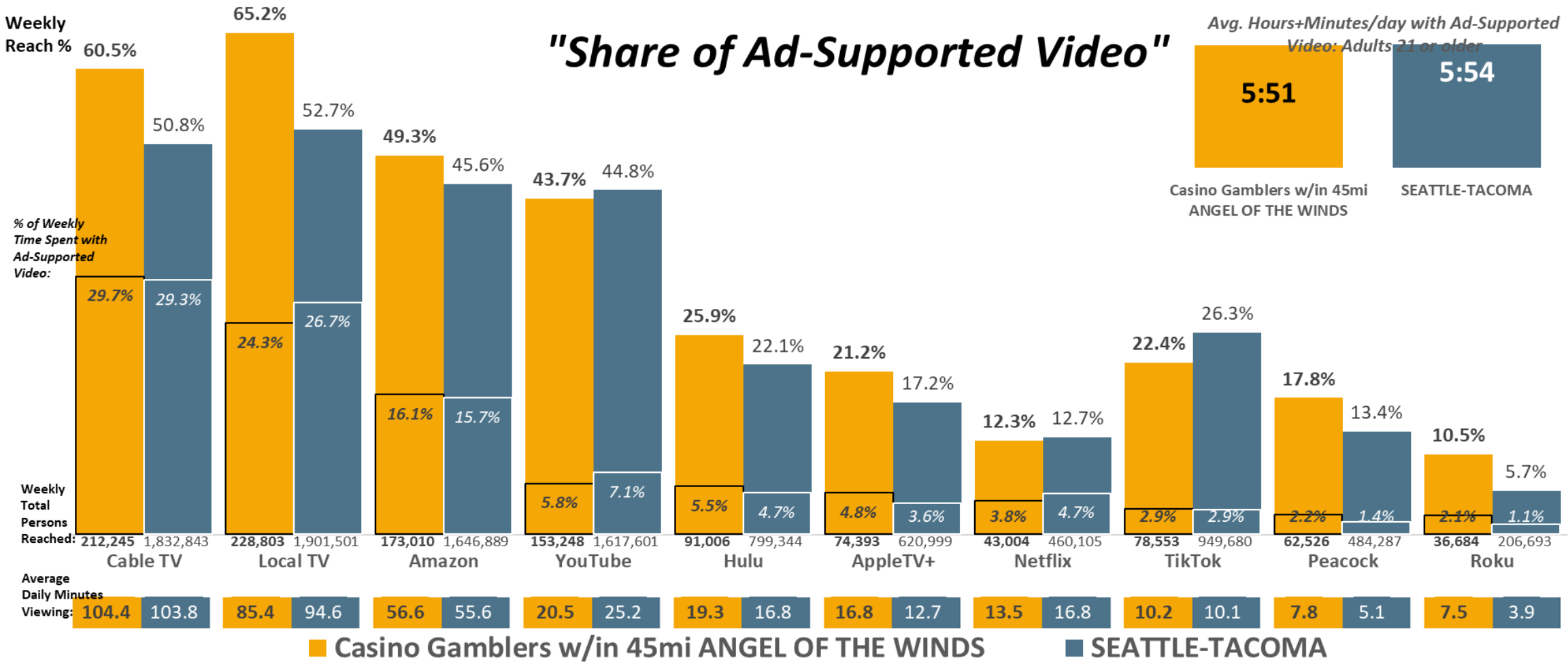
HUBBARD RADIO

Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

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

ANGEL OF THE WINDS CASINO RESORT

228,803 or 65.2% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 24.3% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,703
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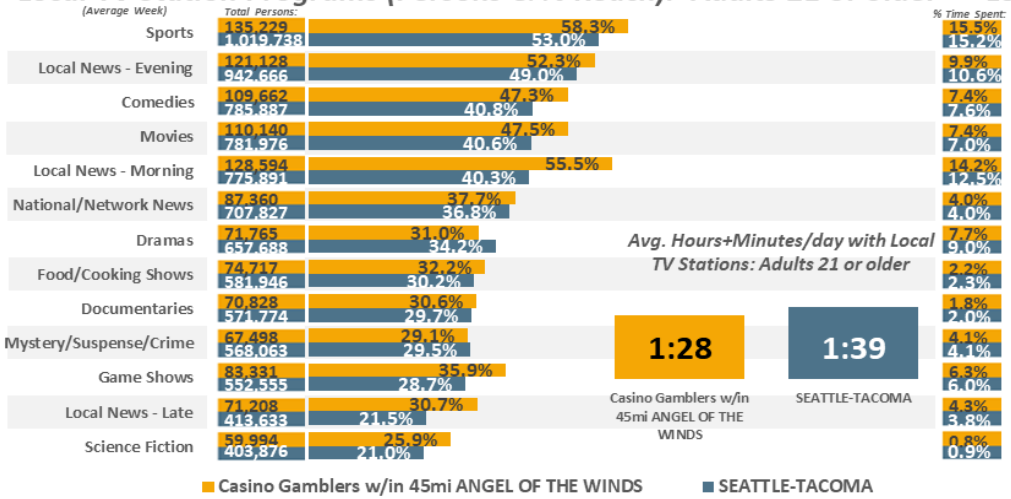
HUBBARD RADIO

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

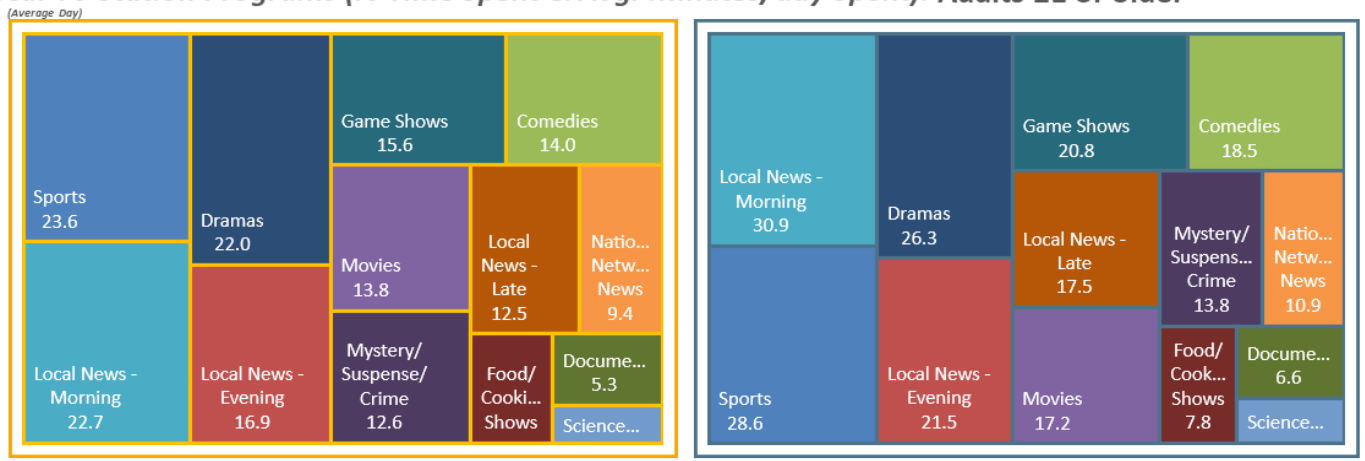
ANGEL OF THE WINDS CASINO RESORT

228,803 or 65.2% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Comedies, and Game Shows.

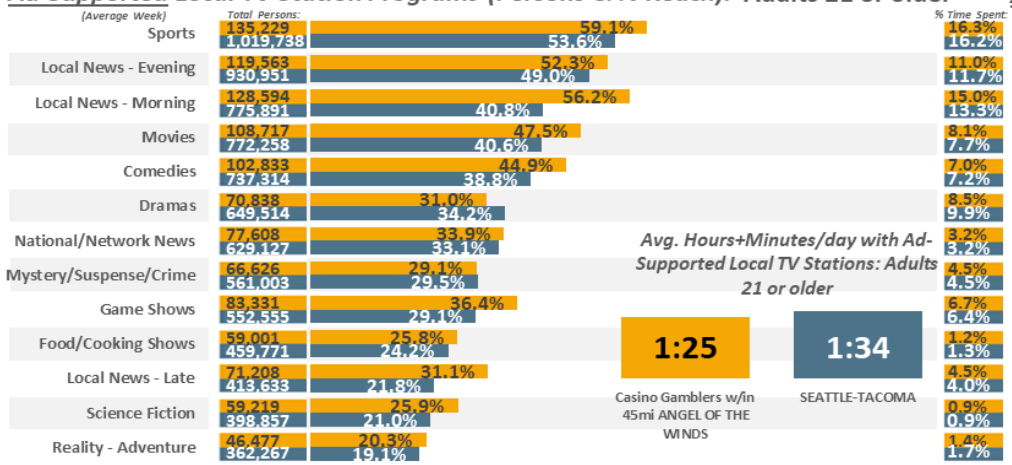
Local TV Station Programs (Persons & % Reach): Adults 21 or older



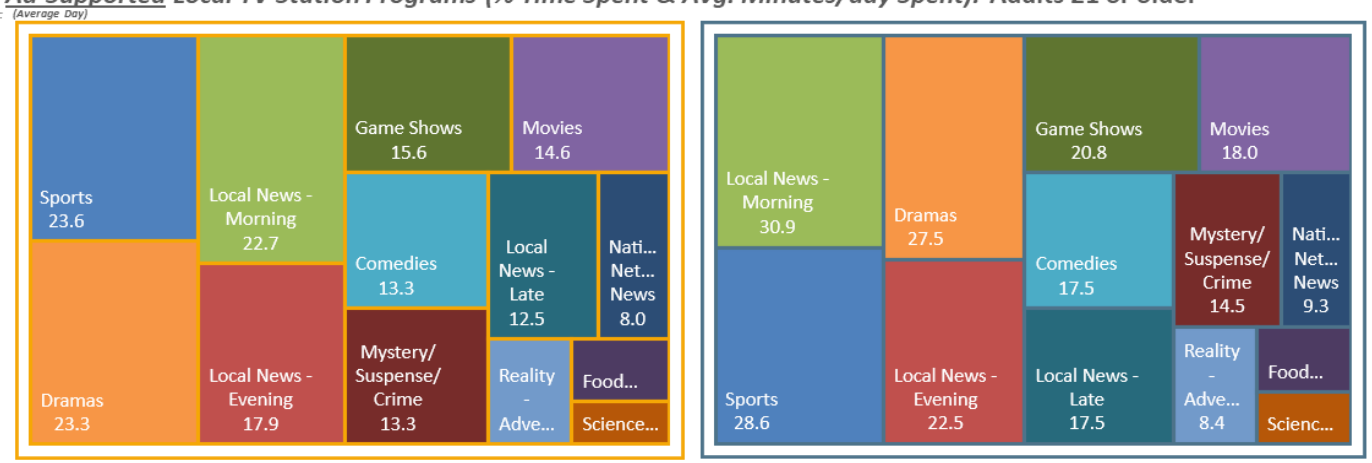
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

AM 880 K·I·X·I

2060 Digital

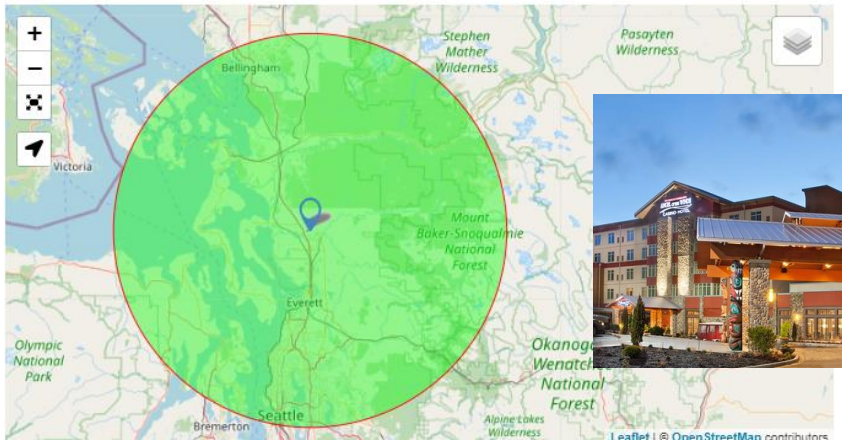
ANGEL OF THE WINDS CASINO RESORT

There are **330,300** Age 21+ Adults *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. *To the right are the* ***Top Video Media*** *they Watch every week…*

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 21+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Video streaming services used past 7 days: Netflix	195,473	55.7%	97
Video streaming services used past 7 days: Amazon Prime Video	167,551	47.8%	108
Broadcast TV networks/stations watched past 7 days: ABC (KOMO, channel 4)	162,674	46.4%	140
Broadcast TV networks/stations watched past 7 days: CBS (KIRO, channel 7)	155,559	44.3%	145
Video streaming services used past 7 days: YouTube (free)	153,248	43.7%	93
Broadcast TV networks/stations watched past 7 days: FOX (KCPQ, channel 13)	151,621	43.2%	158
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	132,143	37.7%	118
Broadcast TV networks/stations watched past 7 days: NBC (KING, channel 5)	122,148	34.8%	123
Cable networks/stations watched past 7 days: ESPN	86,798	24.7%	143
Video streaming services used past 7 days: Max	85,414	24.3%	100
Video streaming services used past 7 days: Disney+	84,642	24.1%	105
Video streaming services used past 7 days: Peacock	78,157	22.3%	143
Cable networks/stations watched past 7 days: CNN	74,085	21.1%	167
Cable networks/stations watched past 7 days: Food Network	71,601	20.4%	179
Cable networks/stations watched past 7 days: Discovery Channel	70,677	20.1%	188
Cable networks/stations watched past 7 days: History	65,356	18.6%	212
Video streaming services used past 7 days: Paramount+	64,371	18.3%	127
Cable networks/stations watched past 7 days: FX	54,715	15.6%	205
Cable networks/stations watched past 7 days: TBS	52,786	15.0%	205
Cable networks/stations watched past 7 days: TNT	52,049	14.8%	203
Video streaming services used past 7 days: Apple TV+	51,950	14.8%	100
Cable networks/stations watched past 7 days: A&E	51,769	14.8%	193
Cable networks/stations watched past 7 days: FOX Sports 1	51,637	14.7%	213
Cable networks/stations watched past 7 days: Comedy Central	49,919	14.2%	245
Cable networks/stations watched past 7 days: HGTV	49,766	14.2%	141
Broadcast TV networks/stations watched past 7 days: PBS (KCTS, channel 9)	48,385	13.8%	92
Cable networks/stations watched past 7 days: FOX News Channel	47,092	13.4%	198
Broadcast TV networks/stations watched past 7 days: MeTV (KFFV,	46,889	13.4%	217

ZIP Code Radius Search Map



Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
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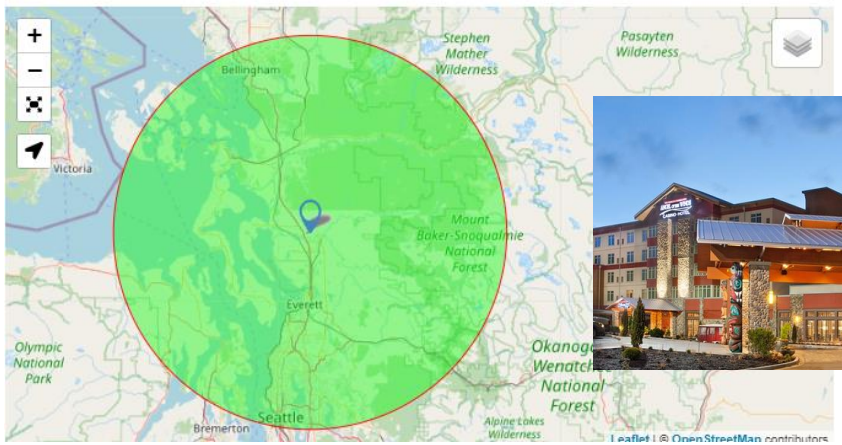
SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
WOMEN 21+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Video streaming services used past 7 days: Netflix	105,083	61.4%	99
Video streaming services used past 7 days: Amazon Prime Video	82,528	48.2%	108
Broadcast TV networks/stations watched past 7 days: ABC (KOMO, channel 4)	77,056	45.0%	132
Broadcast TV networks/stations watched past 7 days: CBS (KIRO, channel 7)	75,293	44.0%	138
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	71,665	41.9%	113
Broadcast TV networks/stations watched past 7 days: FOX (KCPQ, channel 13)	69,904	40.9%	164
Video streaming services used past 7 days: YouTube (free)	64,483	37.7%	91
Broadcast TV networks/stations watched past 7 days: NBC (KING, channel 5)	56,241	32.9%	120
Video streaming services used past 7 days: Peacock	46,359	27.1%	153
Video streaming services used past 7 days: Max	44,191	25.8%	99
Video streaming services used past 7 days: Disney+	42,130	24.6%	112
Cable networks/stations watched past 7 days: Discovery Channel	36,503	21.3%	194
Cable networks/stations watched past 7 days: Food Network	35,628	20.8%	162
Cable networks/stations watched past 7 days: TBS	33,665	19.7%	243
Cable networks/stations watched past 7 days: CNN	32,519	19.0%	158
Video streaming services used past 7 days: Paramount+	32,019	18.7%	133
Cable networks/stations watched past 7 days: ESPN	31,622	18.5%	133
Cable networks/stations watched past 7 days: Hallmark Channel	31,423	18.4%	215
Cable networks/stations watched past 7 days: USA	29,058	17.0%	267
Cable networks/stations watched past 7 days: FOX News Channel	28,873	16.9%	273
Cable networks/stations watched past 7 days: History	27,976	16.4%	230
Broadcast TV networks/stations watched past 7 days: MeTV (KFFV, channel 44)	27,498	16.1%	211
Cable networks/stations watched past 7 days: Lifetime	25,625	15.0%	254
Cable networks/stations watched past 7 days: A&E	24,073	14.1%	178
Broadcast TV networks/stations watched past 7 days: PBS (KCTS, channel 9)	23,663	13.8%	81
Cable networks/stations watched past 7 days: AMC	23,456	13.7%	171
Video streaming services used past 7 days: Apple TV+	22,373	13.1%	90

ZIP Code Radius Search Map



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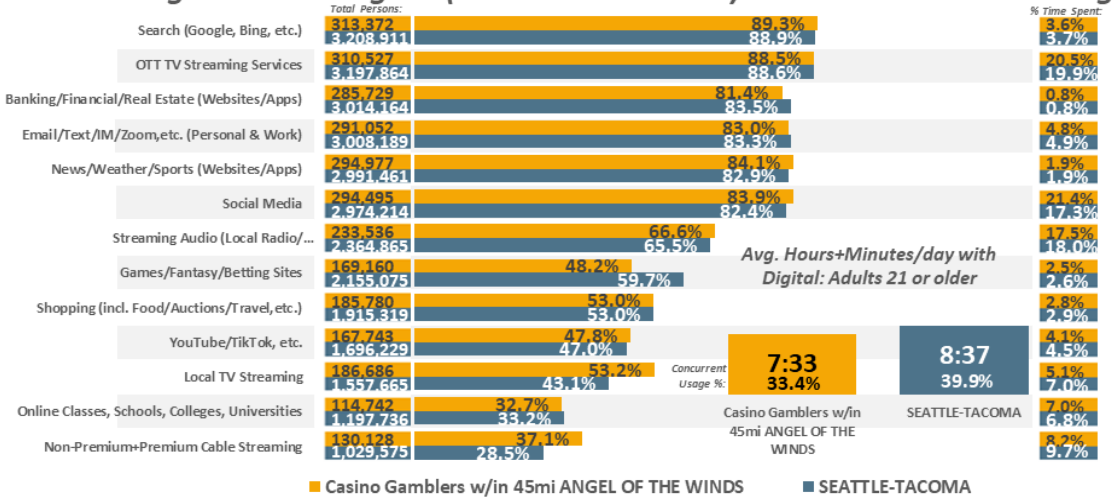
Age/Gender	Qualitative	Population	Intab
Women 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	Avg Daily: 174,500 Avg Weekly: 176,800	163

Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

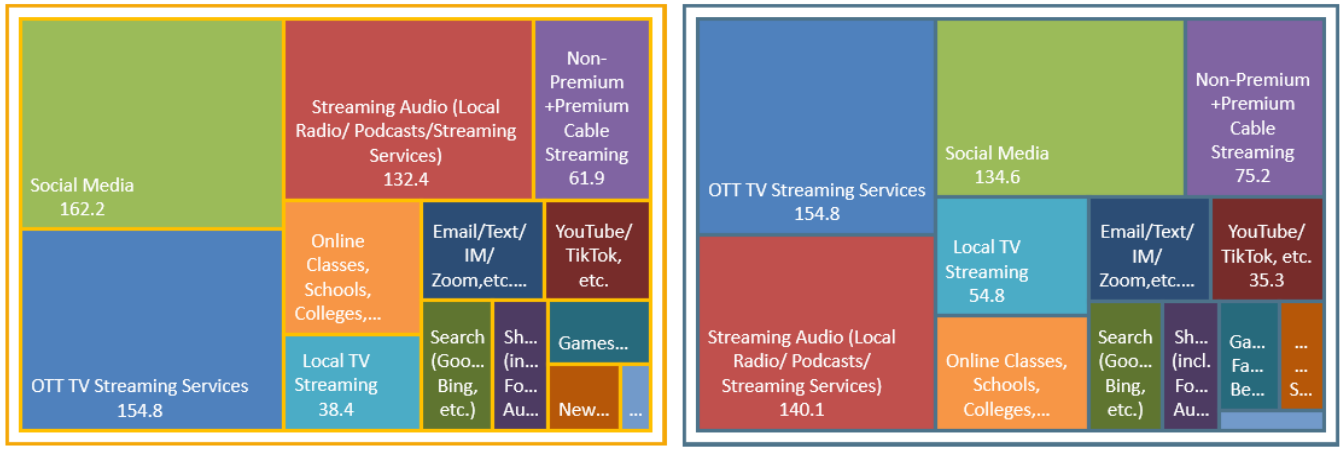
ANGEL OF THE WINDS CASINO RESORT

266,850 or 76.1% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS use Ad-Supported Social Media for an average of 146.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

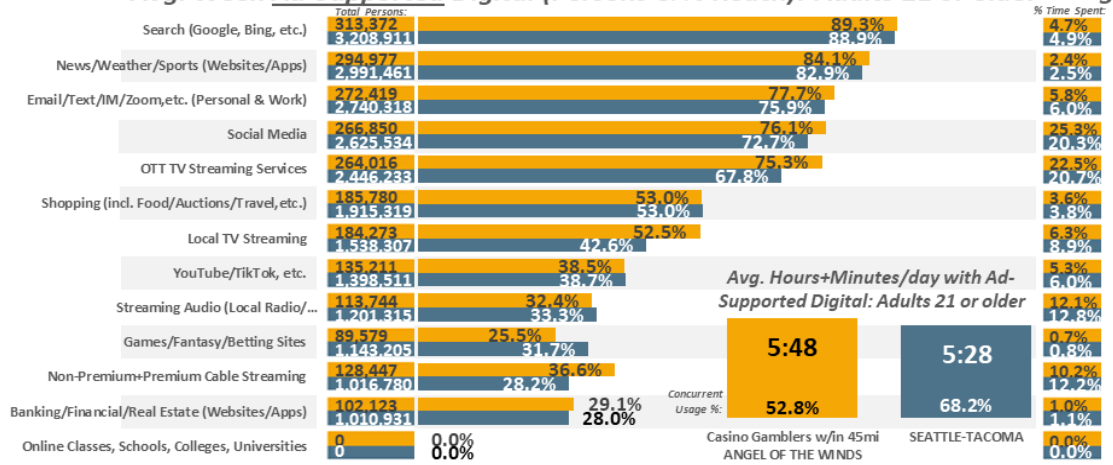
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



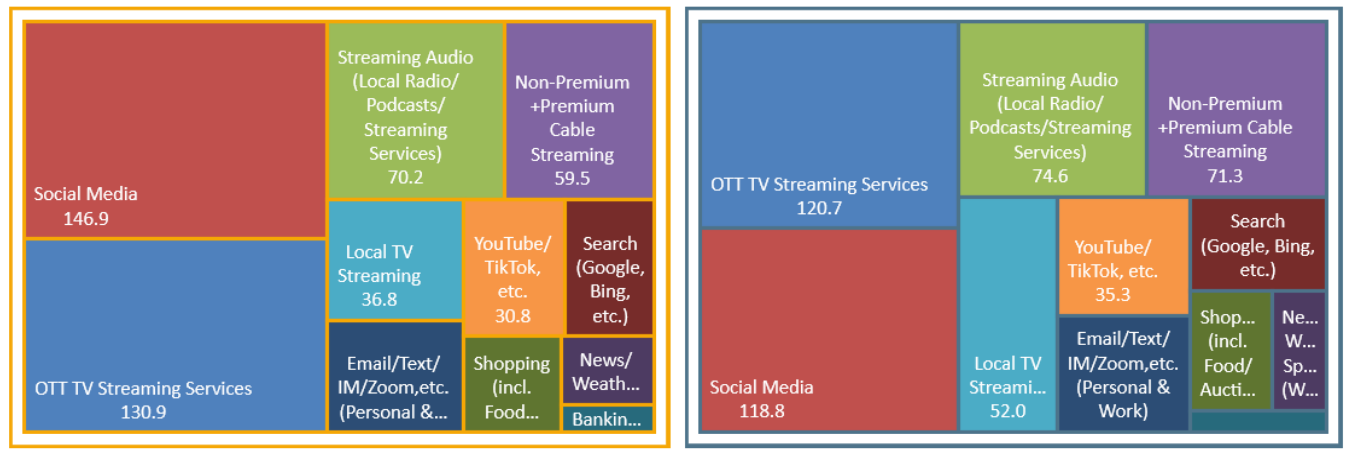
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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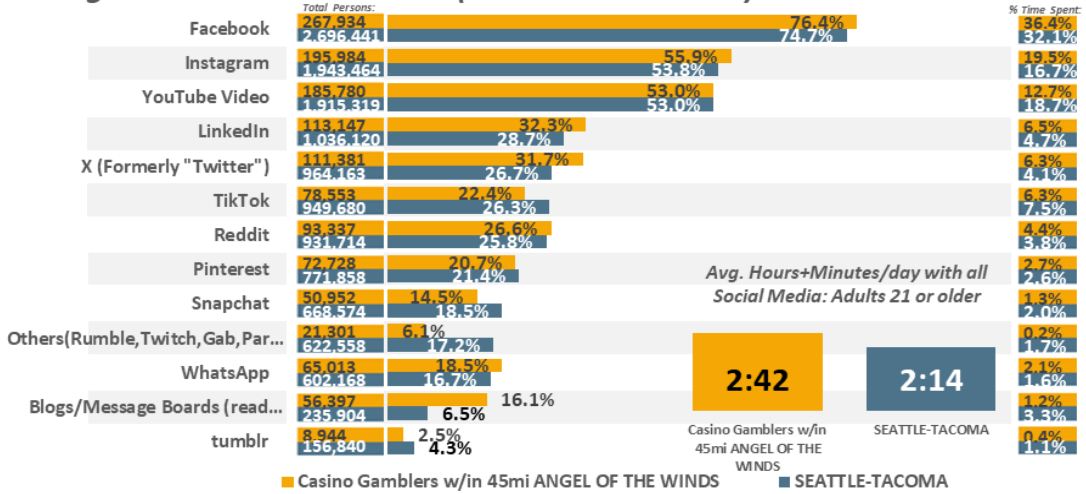
[(Age summaries: Adults 21 or older AND (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)) Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

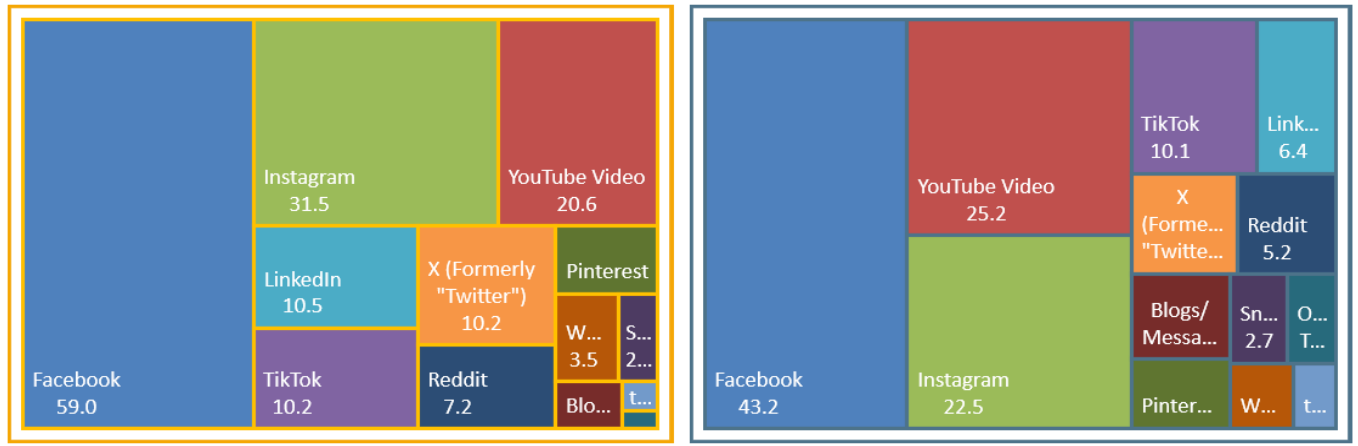
ANGEL OF THE WINDS CASINO RESORT

266,850 or 76.1% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS use Ad-Supported Facebook for an average of 56.7 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

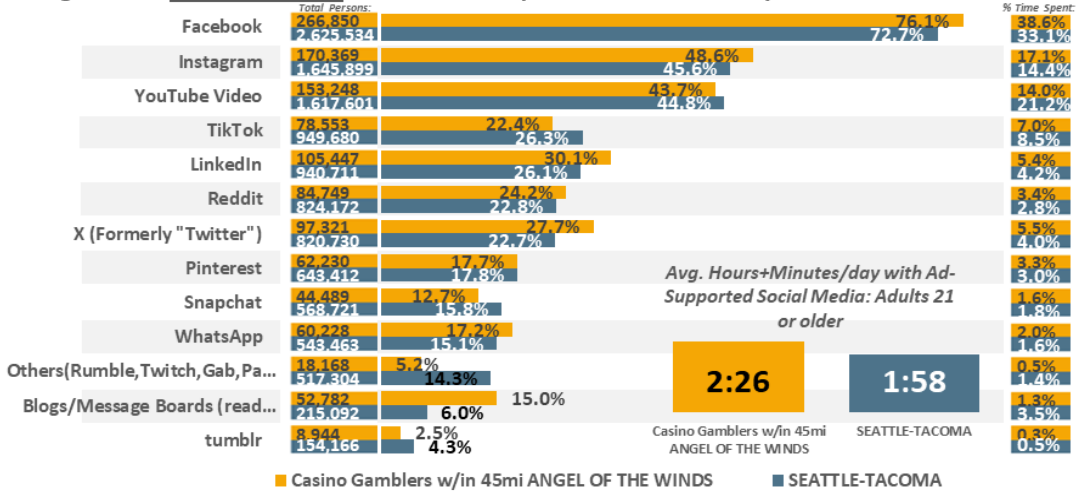
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



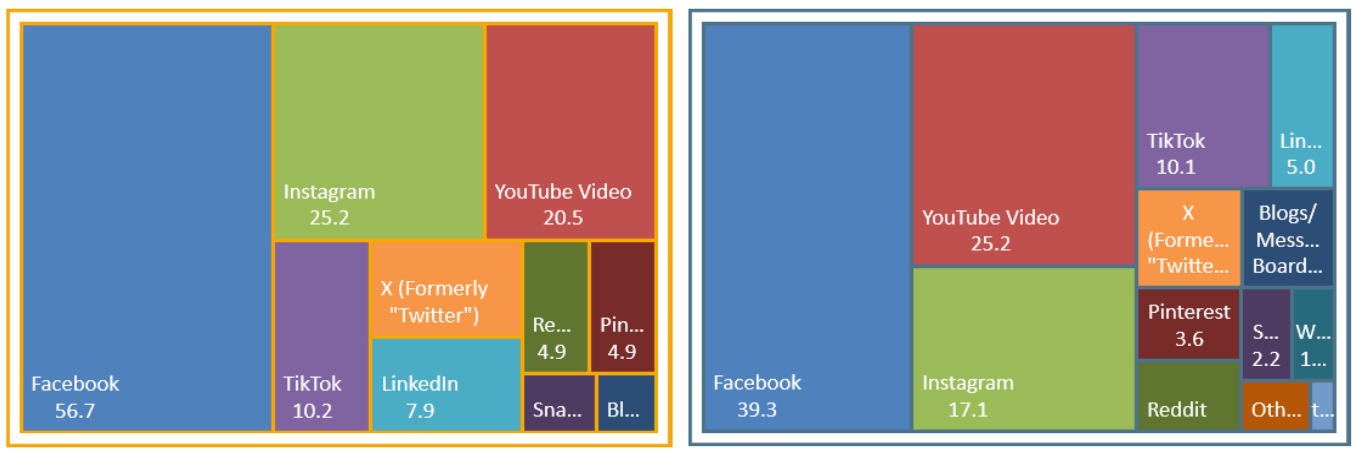
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 21 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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[(Age summaries: Adults 21 or older AND (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting))]
Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

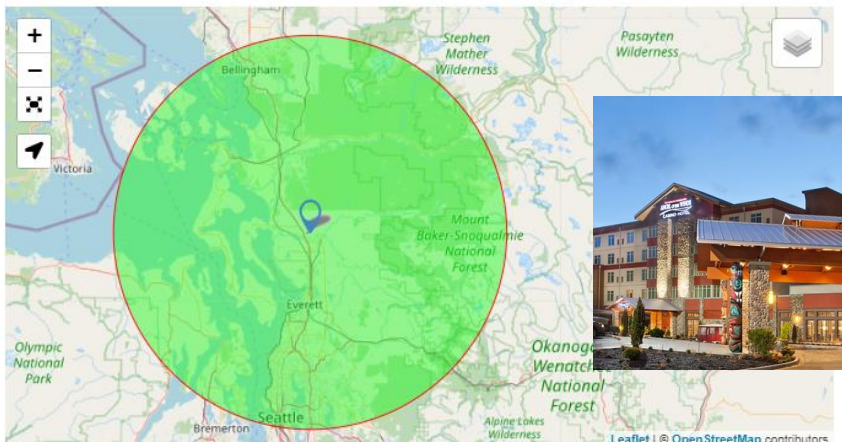
AM 880 K·I·X·I

2060 Digital

ANGEL OF THE WINDS CASINO RESORT

There are **330,300** Age 21+ Adults *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. *To the right are the* ***Top Digital Media*** *they Use every month…*

ZIP Code Radius Search Map



Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	Avg Daily: 329,800 Avg Weekly: 330,300	347

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 21+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	313,372	89.3%	99
Apps or websites used or visited past 30 days:Social media: Facebook	267,934	76.4%	103
Apps or websites used or visited past 30 days:Social media: Instagram	195,984	55.9%	103
Newspaper/TV/Cable websites visited/apps used past 30 days: KOMONews.com/KOMO ABC	144,474	41.2%	121
Newspaper/TV/Cable websites visited/apps used past 30 days: Seattle Times	140,120	39.9%	90
Newspaper/TV/Cable websites visited/apps used past 30 days: KIRO7.com/KIRO CBS	136,467	38.9%	132
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	128,083	36.5%	113
Newspaper/TV/Cable websites visited/apps used past 30 days: KING5.com/KING NBC	119,020	33.9%	103
Newspaper/TV/Cable websites visited/apps used past 30 days: Q13Fox.com/KCPQ FOX	117,250	33.4%	188
Apps or websites used or visited past 30 days:Social media: LinkedIn	113,147	32.3%	94
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	111,381	31.7%	110
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Zillow	97,550	27.8%	95
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	95,272	27.2%	76
Newspaper/TV/Cable websites visited/apps used past 30 days: New York Times	95,272	27.2%	76
Apps or websites used or visited past 30 days:Social media: Reddit	93,337	26.6%	96
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Yahoo!	79,046	22.5%	105
Apps or websites used or visited past 30 days:Social media: TikTok	78,553	22.4%	92
Apps or websites used or visited past 30 days:Social media: Pinterest	72,728	20.7%	100
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Post	70,867	20.2%	87
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Allrecipes	69,560	19.8%	93
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: IMDb	67,946	19.4%	88
Apps or websites used or visited past 30 days: ESPN	66,861	19.1%	143
Newspaper/TV/Cable websites visited/apps used past 30 days: Everett	65,082	18.6%	164

HUBBARD RADIO

Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

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

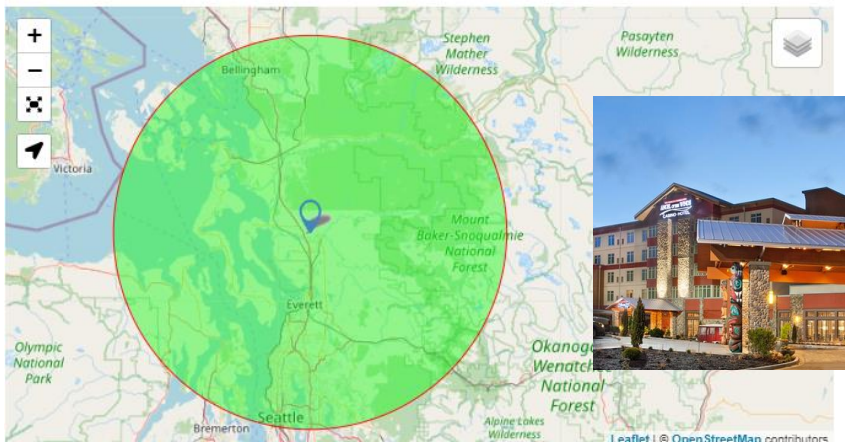
ANGEL OF THE WINDS CASINO RESORT

There are **176,800** Age 21+ Women *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. *To the right are the* ***Top Digital Media*** *they Use every month…*

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
WOMEN 21+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	157,222	91.9%	98
Apps or websites used or visited past 30 days:Social media: Facebook	138,538	81.0%	102
Apps or websites used or visited past 30 days:Social media: Instagram	83,938	49.1%	83
Newspaper/TV/Cable websites visited/apps used past 30 days: KIRO7.com/KIRO CBS	79,876	46.7%	155
Newspaper/TV/Cable websites visited/apps used past 30 days: KOMONews.com/KOMO ABC	79,565	46.5%	132
Newspaper/TV/Cable websites visited/apps used past 30 days: Q13Fox.com/KCPQ FOX	78,948	46.1%	234
Newspaper/TV/Cable websites visited/apps used past 30 days: KING5.com/KING NBC	70,169	41.0%	116
Newspaper/TV/Cable websites visited/apps used past 30 days: Seattle Times	68,266	39.9%	95
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	60,159	35.2%	103
Apps or websites used or visited past 30 days:Social media: Pinterest	58,883	34.4%	106
Apps or websites used or visited past 30 days:Social media: LinkedIn	53,056	31.0%	98
Newspaper/TV/Cable websites visited/apps used past 30 days: Everett Daily Herald/HeraldNet.com	50,239	29.4%	215
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Zillow	46,970	27.5%	93
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Allrecipes	44,970	26.3%	90
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	44,438	26.0%	75
Newspaper/TV/Cable websites visited/apps used past 30 days: New York Times	44,438	26.0%	75
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Yahoo!	43,516	25.4%	135
Apps or websites used or visited past 30 days:Social media: TikTok	39,853	23.3%	84
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Nextdoor	39,205	22.9%	92
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	37,424	21.9%	97
Apps or websites used or visited past 30 days:Social media: Reddit	36,720	21.5%	95
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Post	36,031	21.1%	106

ZIP Code Radius Search Map



Qualitative Demo/Intab/Population:

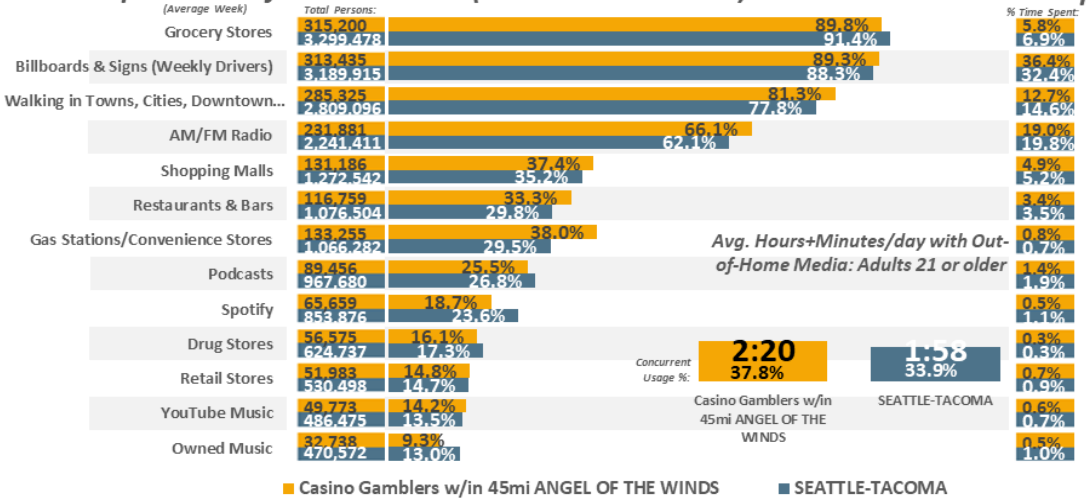
Age/Gender	Qualitative	Population	Intab
Women 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	Avg Daily: 174,500 Avg Weekly: 176,800	163

Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

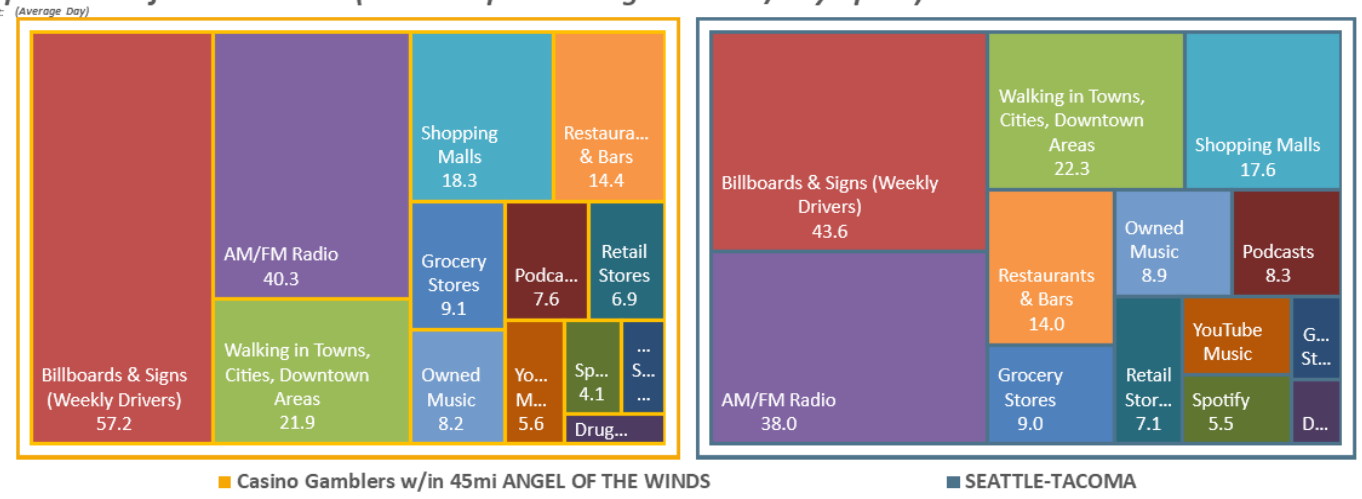
ANGEL OF THE WINDS CASINO RESORT

313,435 or 89.3% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minutes/day.

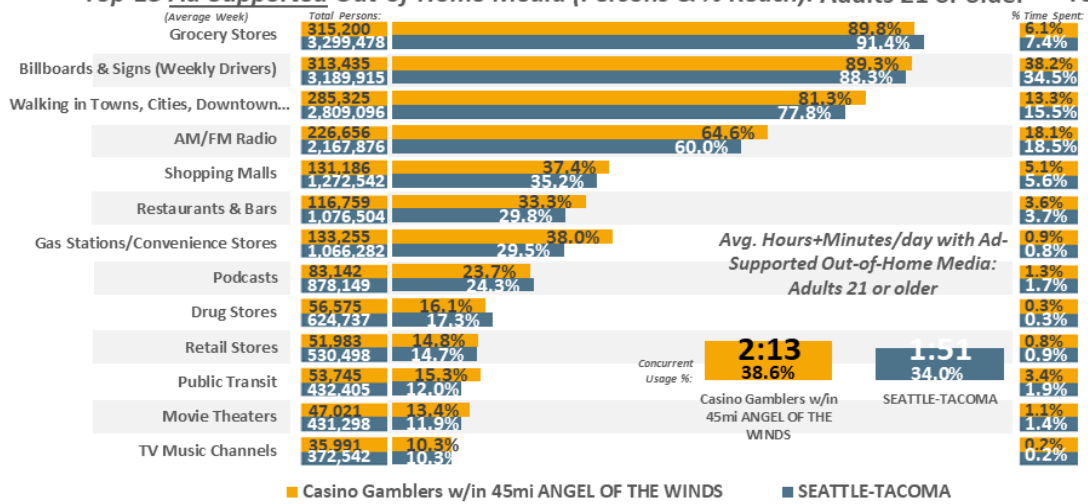
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



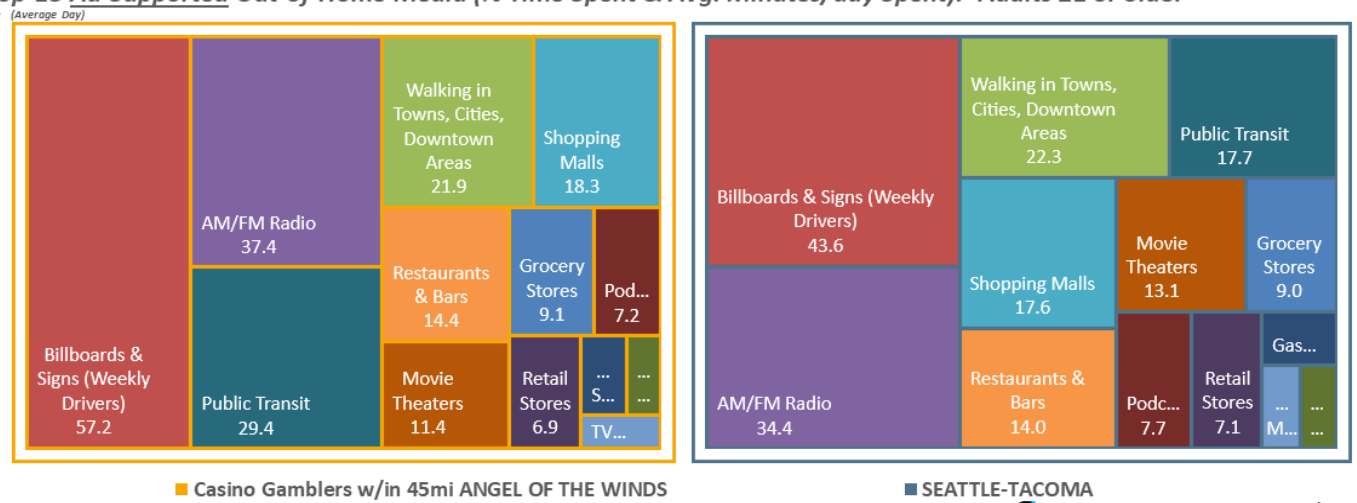
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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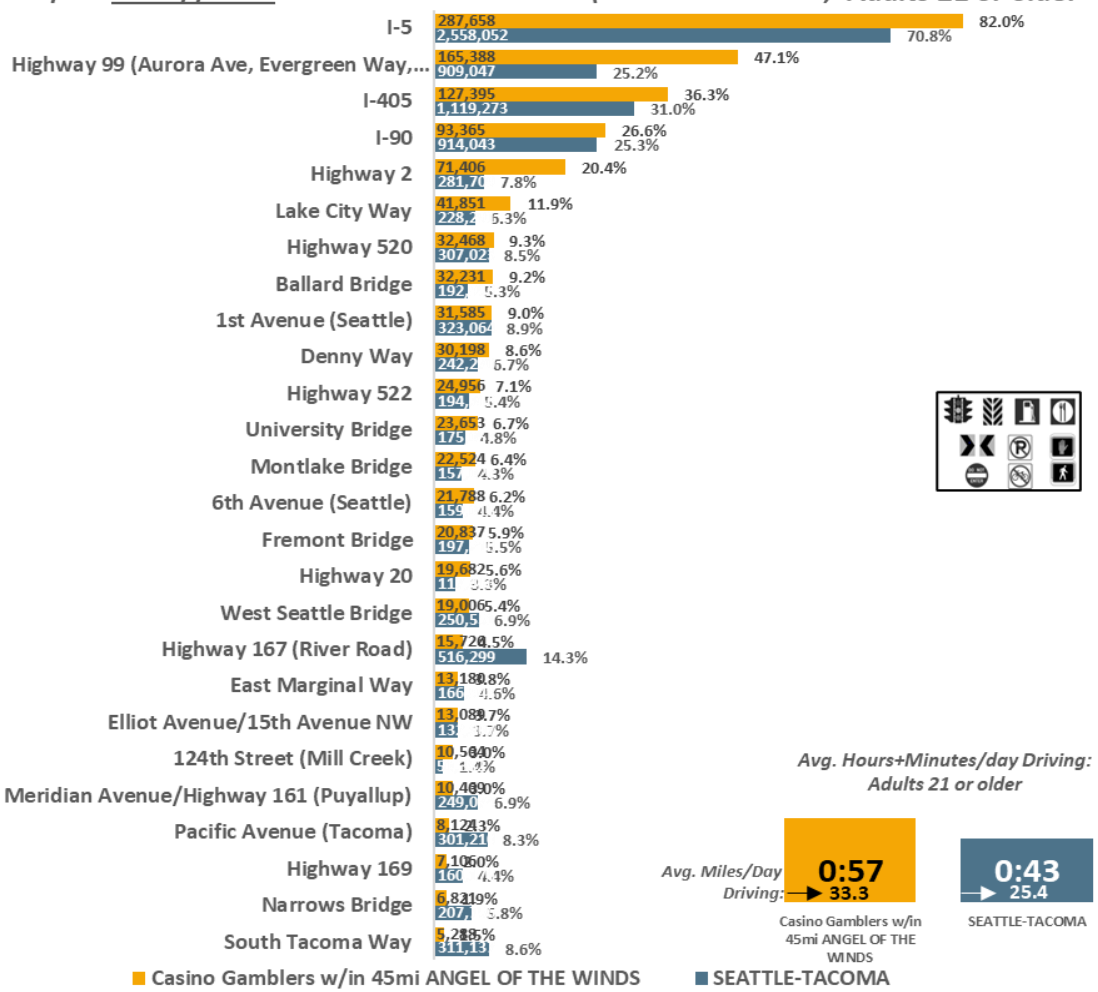
[(Age summaries: Adults 21 or older AND (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)) Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

ANGEL OF THE WINDS CASINO RESORT

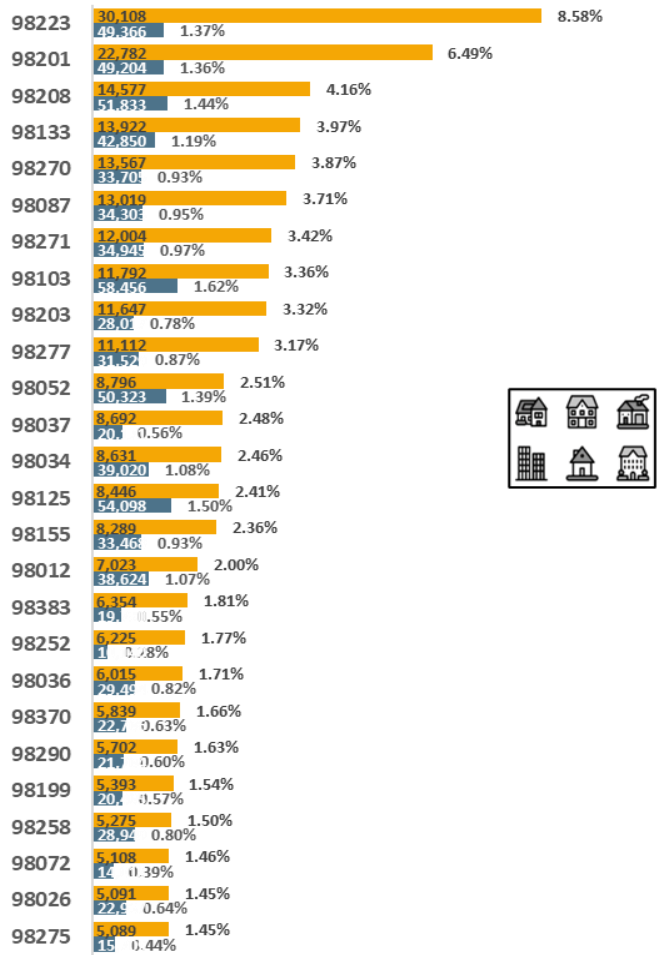
313,435 or 89.3% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS spend an average of 57.2 minutes per day driving an average of 33.3 miles each day and are 160.9% more likely to use Highway 2 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

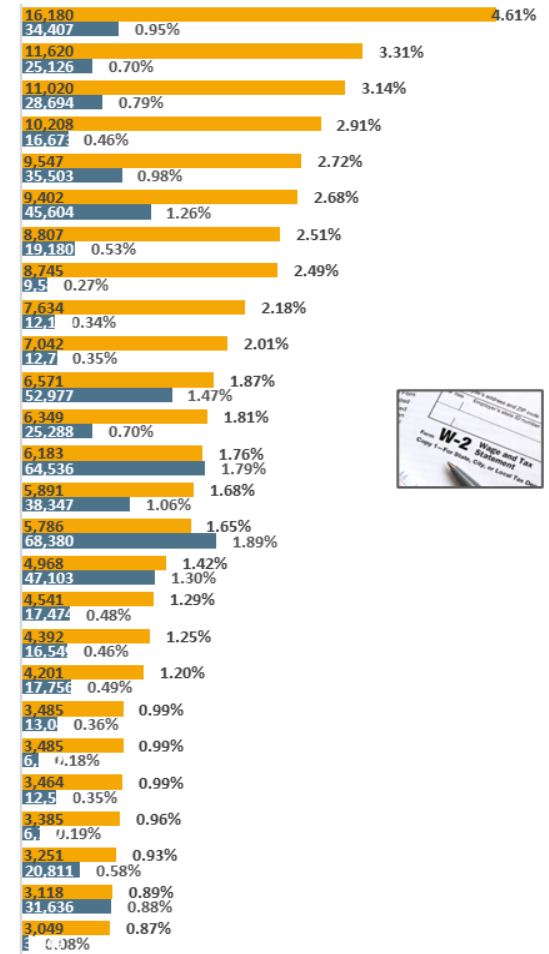


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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[(Age summaries: Adults 21 or older AND (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting))
Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98133; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

Top Residential Zip Codes: (Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS)



SUM(Adults 21 or older ...

134 — 31,108

Zip Code	Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS
98223	30108
98201	22782
98208	14577
98133	13922
98270	13567
98087	13019
98271	12004
98103	11792
98203	11647
98277	11112
98052	8796
98037	8692
98034	8631
98125	8446
98155	8289
98012	7023
98383	6354
98252	6225
98036	6015
98370	5839
98290	5702
98199	5393
98258	5275
98072	5108
98026	5091
98275	5089
98104	5014
98204	4985
98004	4781
98107	4779
98102	4103
98011	3913
98121	3838
98119	3729
98040	3485
98117	3249
98177	3218
98101	3068
98122	2919
98294	2746
98272	2403
98074	2351
98028	2284
98008	2262
98043	2007
98112	1988
98109	1973
98392	1948
98053	1911
98115	1877
98105	1823
98007	1704
98260	1673
98292	1672
98005	1589
98144	1406
98033	1263
98110	1108
98075	978
98296	719
98077	643
98239	616
98020	167
98021	134

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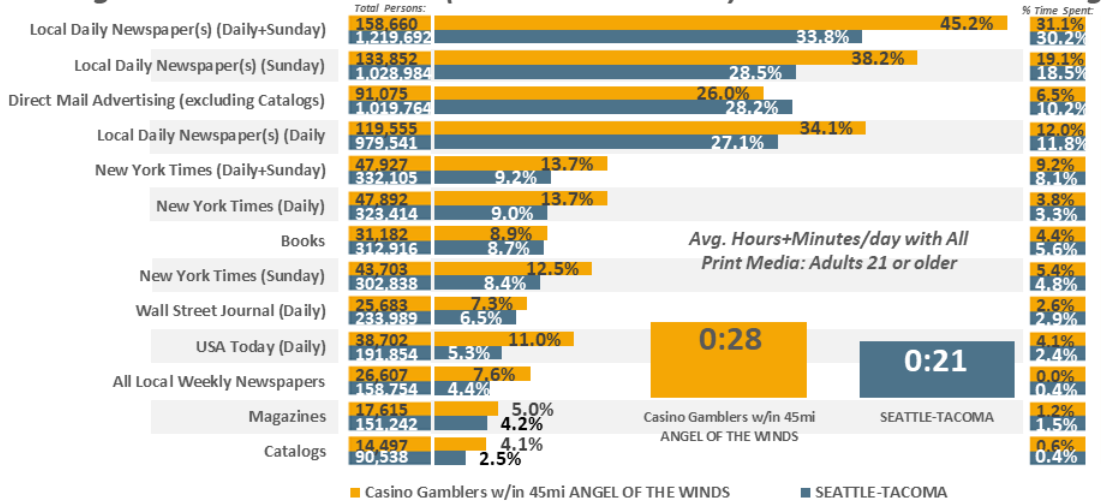
[(Age summaries: Adults 21 or older AND (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting))
Custom Geo = 98292; 98271; 98223; 98270; 98258; 98201; 98260; 98203; 98277; 98290; 98236; 98275; 98208; 98204; 98239; 98252; 98087; 98296; 98012; 98037; 98026; 98272; 98340; 98036; 98021; 98020; 98043; 98294; 98072; 98028; 98011; 98155; 98077; 98177; 98034; 98125; 98251; 98115; 98052; 98033; 98117; 98370; 98392; 98019; 98103; 98105; 98053; 98107; 98199; 98102; 98112; 98119; 98109; 98074; 98005; 98007; 98004; 98122; 98121; 98008; 98101; 98110; 98104; 98075; 98144; 98383; 98040

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

ANGEL OF THE WINDS CASINO RESORT

158,660 or 45.2% of Adults 21 or older Casino Gamblers w/in 45mi ANGEL OF THE WINDS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

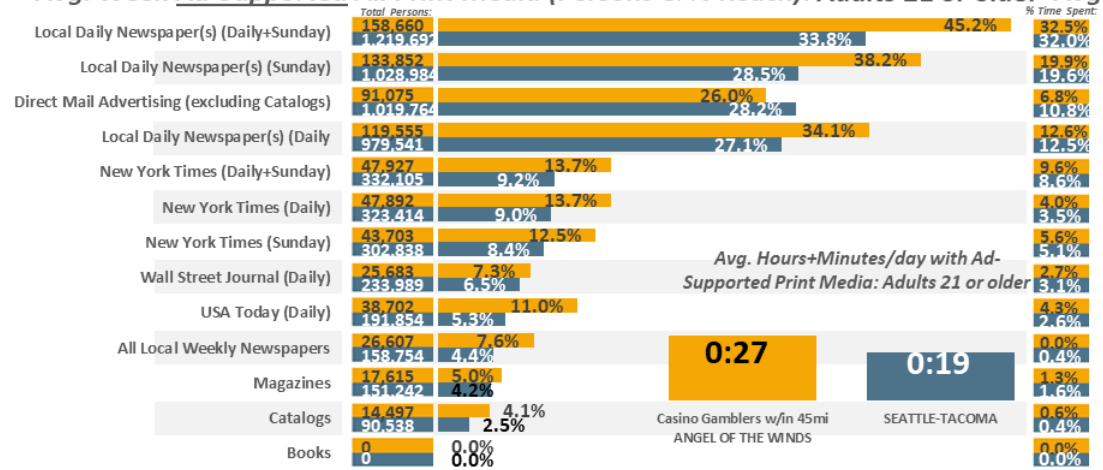
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



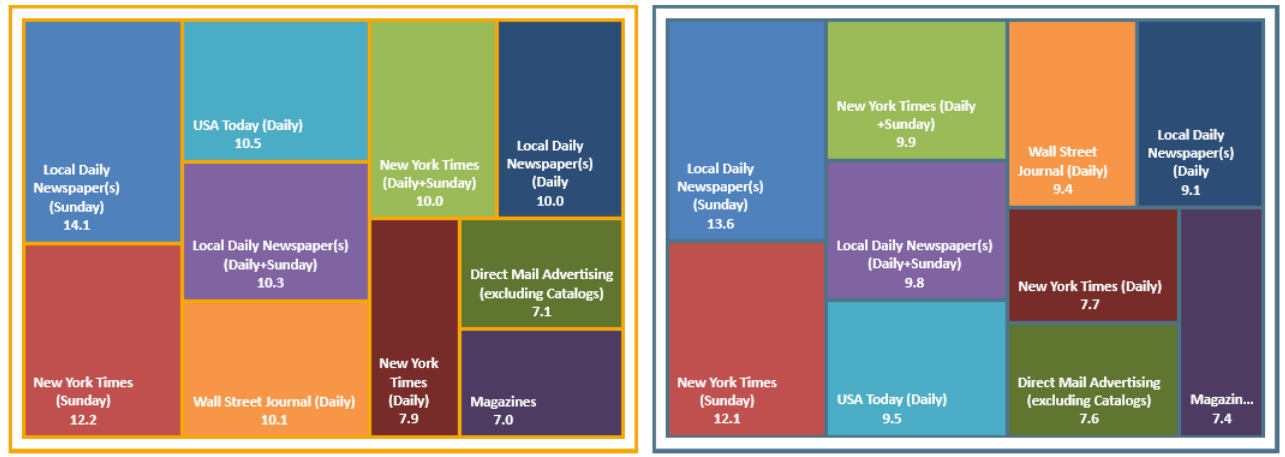
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 347

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[(Age summaries: Adults 21 or older AND (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting))
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HUBBARD RADIO

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

AM 880 K·I·X·I

2060 Digital

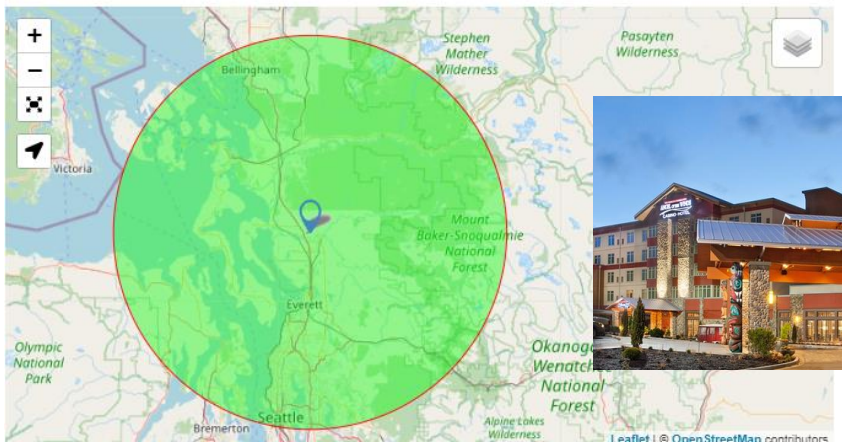
ANGEL OF THE WINDS CASINO RESORT

There are **330,300** Age 21+ Adults *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. *To the right are the* ***Top Print Media*** *they Read…*

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 21+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Newspapers: Seattle Times (Sunday)	97,324	27.7%	115
Newspapers: Seattle Times (Daily)	81,582	23.3%	118
Magazines read past 6 months: AARP The Magazine	61,708	17.6%	153
Newspapers: Weekend Everett Daily Herald (Sunday)	60,605	17.3%	187
Newspapers: Everett Daily Herald (Daily)	53,208	15.2%	178
Newspapers: New York Times (Daily)	47,892	13.7%	125
Magazines read past 6 months: Any in-flight magazine	44,351	12.6%	130
Newspapers: New York Times (Sunday)	43,703	12.5%	134
Newspapers: USA Today (Daily)	38,702	11.0%	203
Non-daily newspapers read past 6 months: The Tribune	38,089	10.9%	237
Magazines read past 6 months: Seattle Magazine	31,483	9.0%	140
Magazines read past 6 months: Journey Western (AAA Magazine)	31,374	8.9%	179
Non-daily newspapers read past 6 months: Puget Sound Business Journal (Seattle)	29,178	8.3%	157
Newspapers: Wall Street Journal (Daily)	25,683	7.3%	103
Newspapers: Other Sunday newspaper print edition (Sunday)	24,322	6.9%	135
Newspapers: Other daily newspaper print edition (Daily)	20,749	5.9%	108
Non-daily newspapers read past 6 months: The Beacon	20,499	5.8%	125
Magazines read past 6 months: Seattle Met Magazine	18,183	5.2%	91
Magazines read past 6 months: Southern Living	17,782	5.1%	186
Magazines read past 6 months: Sunset Magazine	16,899	4.8%	128
Magazines read past 6 months: 425 Magazine	16,822	4.8%	196
Magazines read past 6 months: University of Washington Magazine	14,722	4.2%	91
Non-daily newspapers read past 6 months: Any Reporter newspaper	13,344	3.8%	131
Non-daily newspapers read past 6 months: Other English language weekly newspaper	12,988	3.7%	89
Newspapers: Bellingham Herald (Sunday)	12,098	3.4%	229
Newspapers: Kitsap Sun (Sunday)	12,001	3.4%	138
Newspapers: Olympian (Sunday)	11,972	3.4%	244
Newspapers: Kitsap Sun (Daily)	11,831	3.4%	125
Newspapers: Tacoma News Tribune (Daily)	11,702	3.3%	127
Newspapers: Tacoma News Tribune (Sunday)	11,382	3.2%	143
Magazines read past 6 months: Seattle Business	10,985	3.1%	143

ZIP Code Radius Search Map



Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	Avg Daily: 329,800 Avg Weekly: 330,300	347

HUBBARD RADIO

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

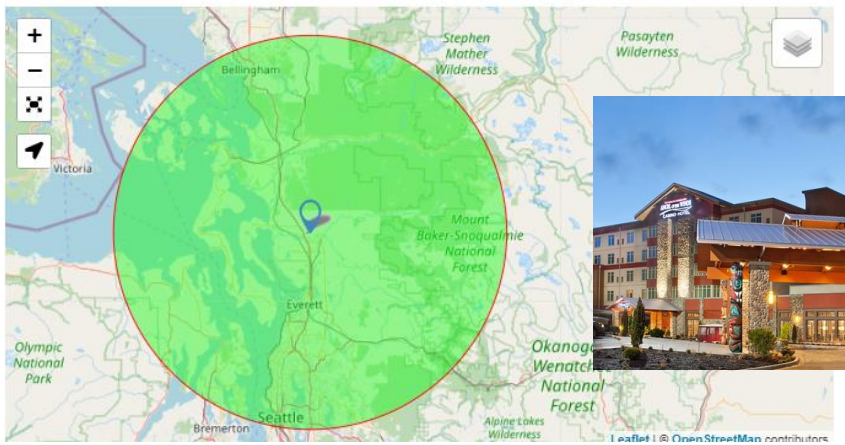
ANGEL OF THE WINDS CASINO RESORT

There are **176,800** Age 21+ Women *within a 45-mile radius of* **ANGEL OF THE WINDS** CASINO RESORT who **Played Slots, Table Games, Bet on Sports** at a **CASINO** in the past 12 months. *To the right are the* ***Top Print Media*** *they Read…*

SEATTLE-TACOMA (User Defined Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
WOMEN 21+

	WHO I am Looking At (Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Newspapers: Seattle Times (Sunday)	46,149	27.0%	112
Newspapers: Weekend Everett Daily Herald (Sunday)	38,728	22.6%	218
Magazines read past 6 months: AARP The Magazine	36,002	21.0%	139
Newspapers: Seattle Times (Daily)	35,969	21.0%	111
Newspapers: Everett Daily Herald (Daily)	34,361	20.1%	193
Magazines read past 6 months: Any in-flight magazine	23,185	13.6%	127
Non-daily newspapers read past 6 months: The Tribune	22,921	13.4%	235
Newspapers: USA Today (Daily)	20,205	11.8%	218
Newspapers: New York Times (Sunday)	20,191	11.8%	128
Newspapers: New York Times (Daily)	19,648	11.5%	121
Magazines read past 6 months: Journey Western (AAA Magazine)	18,820	11.0%	183
Magazines read past 6 months: Seattle Magazine	14,071	8.2%	123
Newspapers: Wall Street Journal (Daily)	13,839	8.1%	147
Magazines read past 6 months: Southern Living	13,432	7.9%	175
Non-daily newspapers read past 6 months: Puget Sound Business Journal (Seattle)	12,990	7.6%	155
Magazines read past 6 months: 425 Magazine	10,551	6.2%	193
Magazines read past 6 months: Seattle Met Magazine	10,157	5.9%	91
Magazines read past 6 months: Sunset Magazine	9,571	5.6%	140
Non-daily newspapers read past 6 months: The Beacon	9,466	5.5%	89
Newspapers: Other daily newspaper print edition (Daily)	9,206	5.4%	112
Newspapers: Other Sunday newspaper print edition (Sunday)	9,116	5.3%	132
Newspapers: Olympian (Sunday)	8,127	4.8%	317
Newspapers: Bellingham Herald (Sunday)	7,714	4.5%	273
Magazines read past 6 months: University of Washington Magazine	7,672	4.5%	82
Newspapers: Tacoma News Tribune (Sunday)	7,276	4.3%	204
Newspapers: Kitsap Sun (Sunday)	6,944	4.1%	177
Newspapers: Kitsap Sun (Daily)	6,927	4.0%	147
Non-daily newspapers read past 6 months: Any Reporter newspaper	6,818	4.0%	133
Non-daily newspapers read past 6 months: Other English language weekly newspaper	6,290	3.7%	101
Newspapers: Tacoma News Tribune (Daily)	5,543	3.2%	133
Magazines read past 6 months: 425 Business Magazine	4,008	2.3%	255

ZIP Code Radius Search Map



Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Women 21+	(Casino activities done or attended past 12 months: Slot machines OR Casino activities done or attended past 12 months: Table games (craps, poker, etc.) OR Casino activities done or attended past 12 months: Sports betting)	Avg Daily: 174,500 Avg Weekly: 176,800	163

HUBBARD RADIO

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