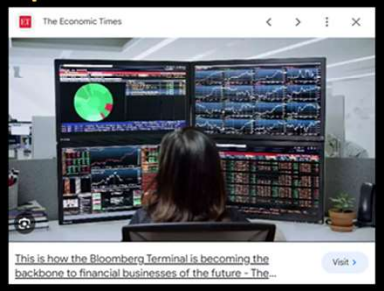
USA –P18+ INTEGRATED NEWSPAPER AUDIENCES (INAs) in 5 DMAs!

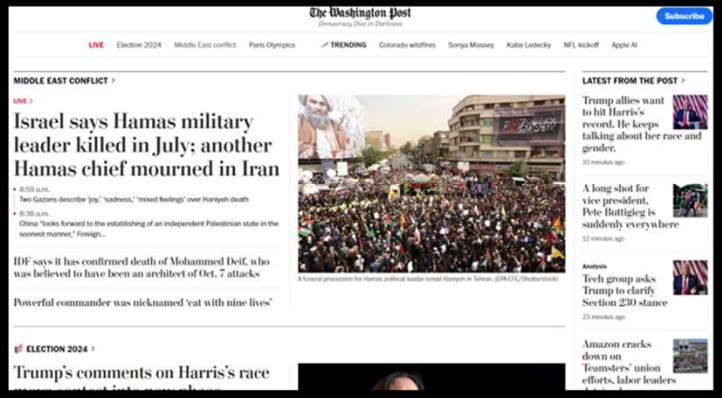
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ INTEGRATED NEWSPAPER AUDIENCES (INAs) in Chicago, Washington, DC, Seattle-Tacoma, Phoenix, and Minneapolis-St. Paul as of April 2024!







Chicago Tribune

The Washington Post

The Seattle Times

ARIZONA REPUBLIC
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StarTribune

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

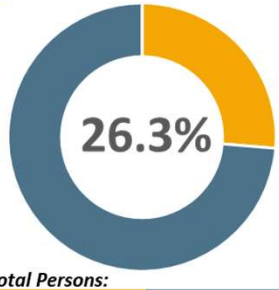
Integrated Newspaper Audience: Chicago Tribune INA *Integrated Newspaper Audience: Washington Post INA* *Integrated Newspaper Audience: Seattle Times INA* *Integrated Newspaper Audience: Arizona Republic INA* *Integrated Newspaper Audience: Star Tribune INA*

HUBBARD BROADCASTING INC. HB

Chicago Tribune

26.3% or 1,989,385 of CHICAGO DMA Adults 18 or older read the CHICAGO TRIBUNE in Print and/or Online. Typical Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online are 51.3 years old (5.8% older than average) and have a $115,327 (12.6% higher than average) annual household income.

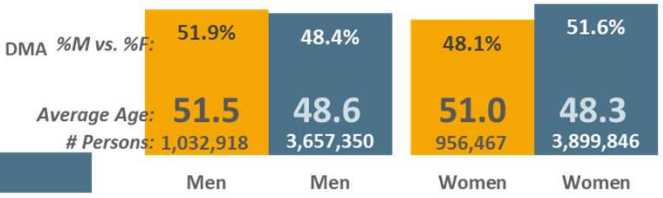
Percent of Market: Adults 18 or older



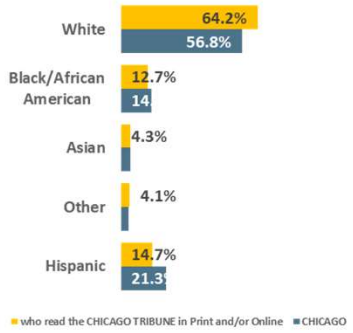
Total Persons:

1,989,385	5,567,811

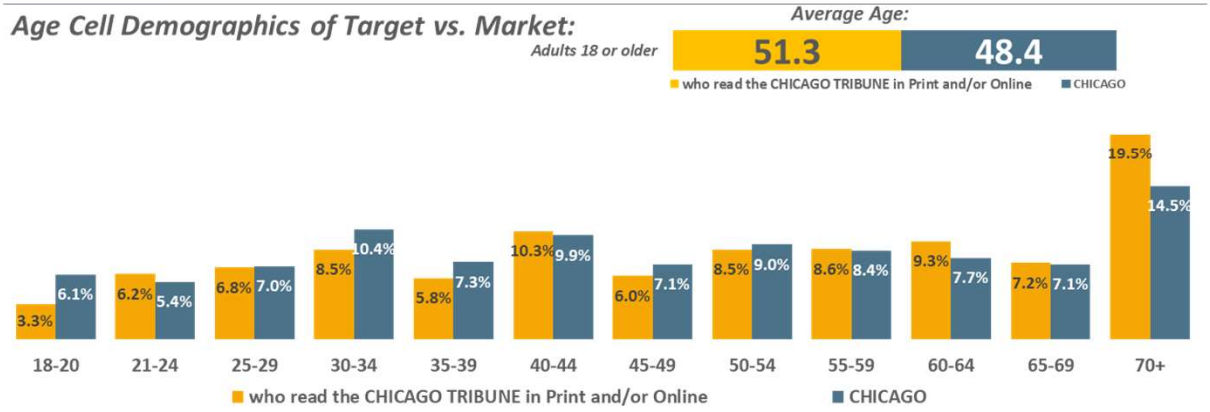
Gender of Target vs. Market: Adults 18 or older



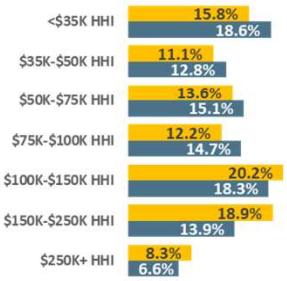
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$115,327	$102,448

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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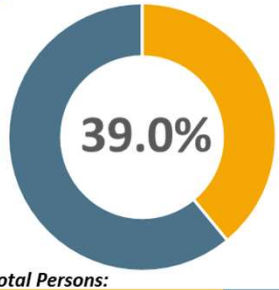
The Washington Post

39.% or 2,206,496 of WASHINGTON, DC DMA Adults 18 or older read THE WASHINGTON POST in Print and/or..
Typical Adults 18 or older who read THE WASHINGTON POST in Print and/or Online are 48.4 years old (1.% older than average) and have a $152,515 (18.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



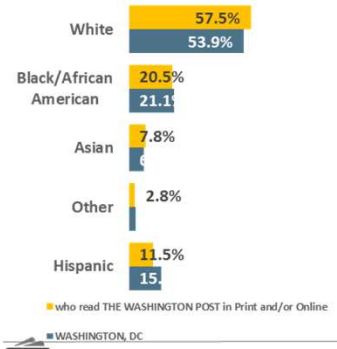
Total Persons:

2,206,496	3,447,936

Gender of Target vs. Market: Adults 18 or older

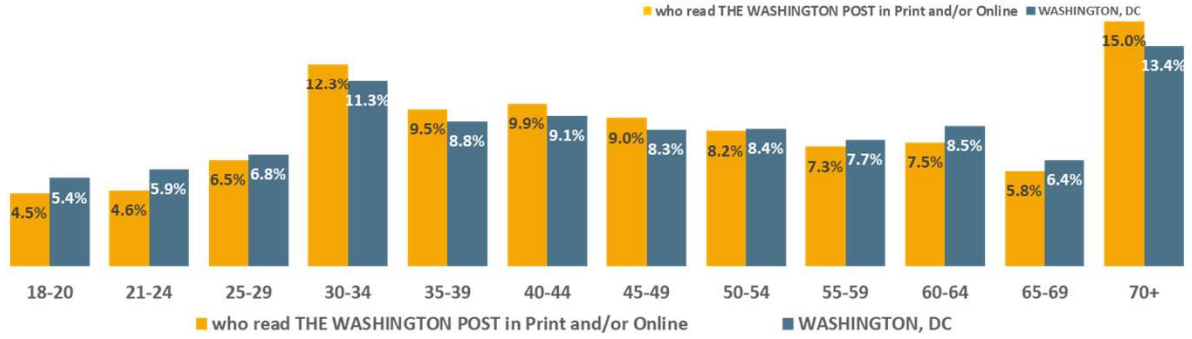
	Men	Men	Women	Women
%M vs. %F:	50.5%	48.2%	49.5%	51.8%
Average Age:	48.0	48.0	48.8	47.8
# Persons:	1,114,956	2,723,238	1,091,540	2,931,194

Ethnicity of Target vs. Market:

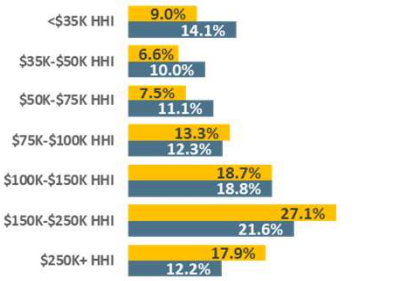


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	48.4	47.9



HHI of Target vs. Market:



Avg HHI:	$152,515	$128,310

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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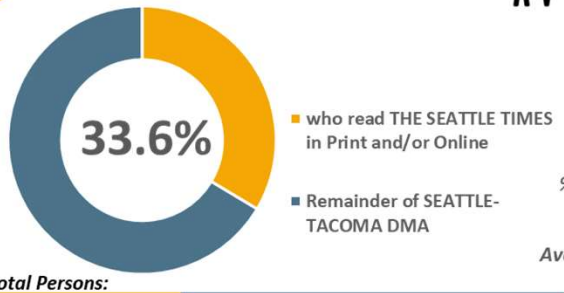
The Seattle Times

33.6% or 1,507,207 of SEATTLE-TACOMA DMA Adults 18 or older read THE SEATTLE TIMES in Print and/or Online. Typical Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online are 49.6 years old (2.9% older than average) and have a $134,593 (13.5% higher than average) annual household income.

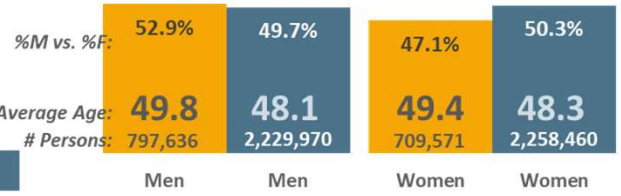
Percent of Market: Adults 18 or older



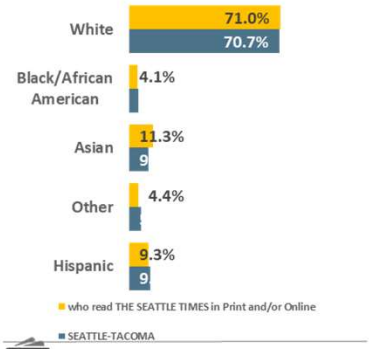
Total Persons:

1,507,207	2,981,223

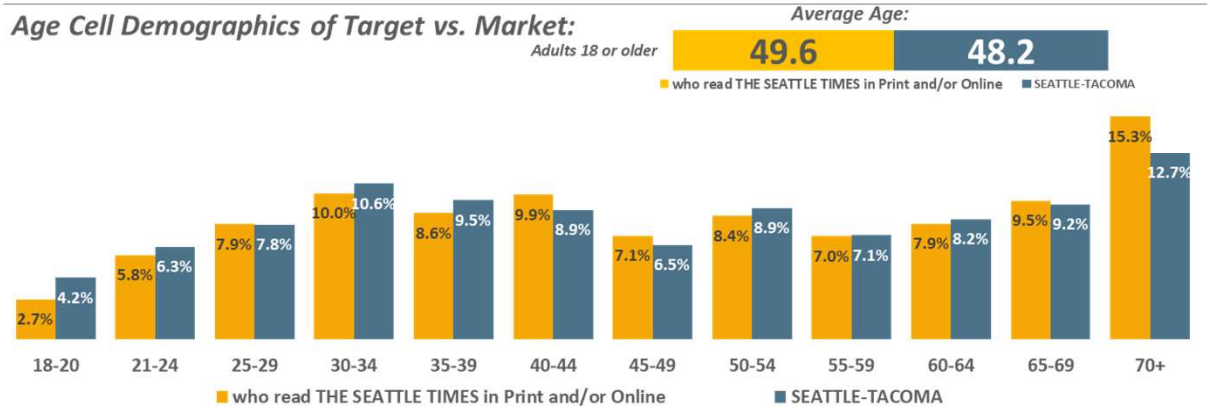
Gender of Target vs. Market: Adults 18 or older



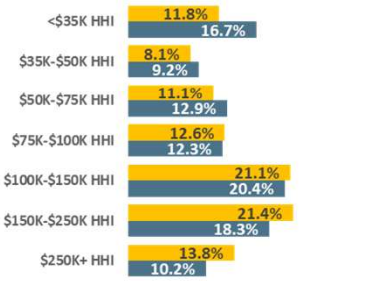
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$134,593	$118,542

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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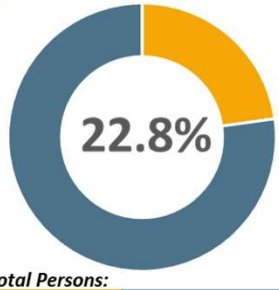
ARIZONA REPUBLIC
azcentral.com

22.8% or 1,052,400 of PHOENIX DMA Adults 18 or older read the ARIZONA REPUBLIC in Print and/or Online. Typical Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online are 51.5 years old (5.% older than average) and have a $104,169 (12.% higher than average) annual household income.

Percent of Market: Adults 18 or older



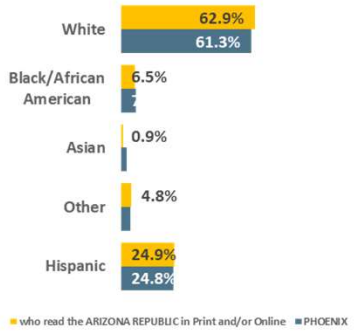
- who read the ARIZONA REPUBLIC in Print and/or Online
- Remainder of PHOENIX DMA

Total Persons:	1,052,400	3,561,917

Gender of Target vs. Market: Adults 18 or older

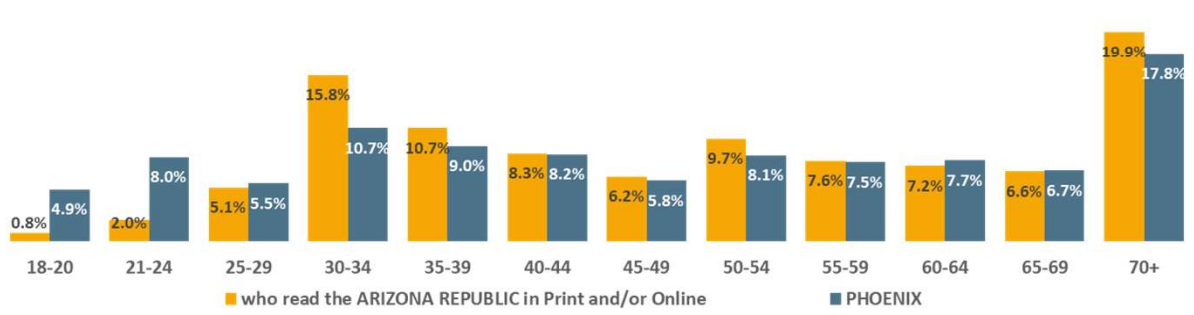
	Men	Men	Women	Women
%M vs. %F:	50.5%	49.1%	49.5%	50.9%
Average Age:	52.0	48.6	51.1	49.5
# Persons:	531,090	2,264,144	521,310	2,350,173

Ethnicity of Target vs. Market:



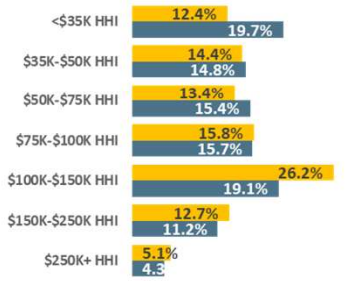
Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 51.5	49.1



	18-20	21-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70+
who read the ARIZONA REPUBLIC in Print and/or Online	0.8%	2.0%	5.1%	15.8%	10.7%	8.3%	6.2%	9.7%	7.6%	7.2%	6.6%	19.9%
PHOENIX	4.9%	8.0%	5.5%	10.7%	9.0%	8.2%	5.8%	8.1%	7.5%	7.7%	6.7%	17.8%

HHI of Target vs. Market:



Avg HHI:	$104,169	$92,998

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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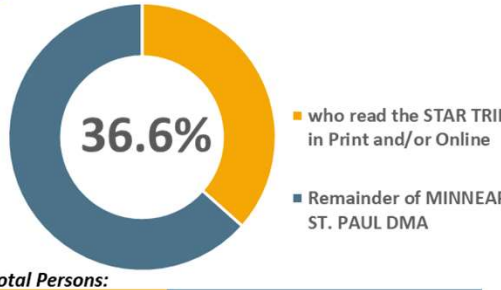
StarTribune

36.6% or 1,406,328 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older read the STAR TRIBUNE in Print and/or... Typical Adults 18 or older who read the STAR TRIBUNE in Print and/or Online are 52.1 years old (6.8% older than average) and have a $111,197 (4.4% higher than average) annual household income.

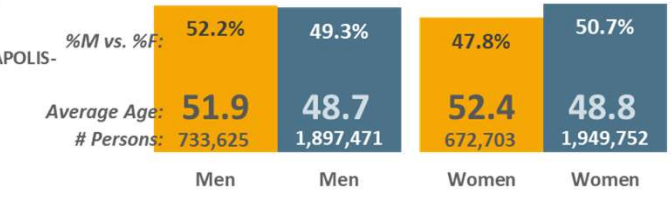
Percent of Market: Adults 18 or older



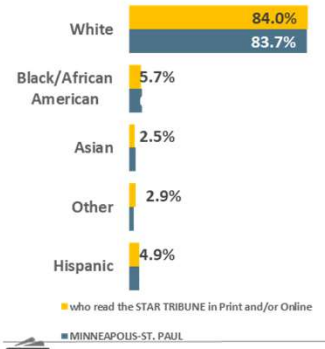
Total Persons:

1,406,328	2,440,895

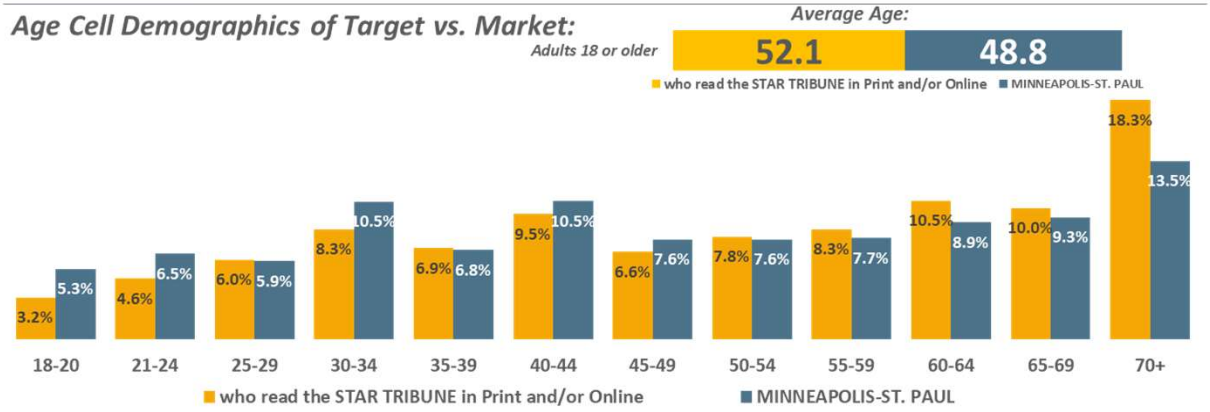
Gender of Target vs. Market: Adults 18 or older



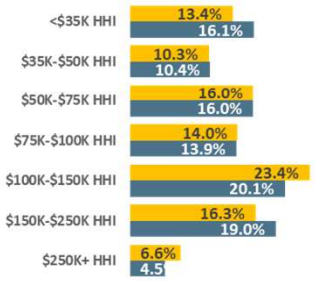
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$111,197	$106,532

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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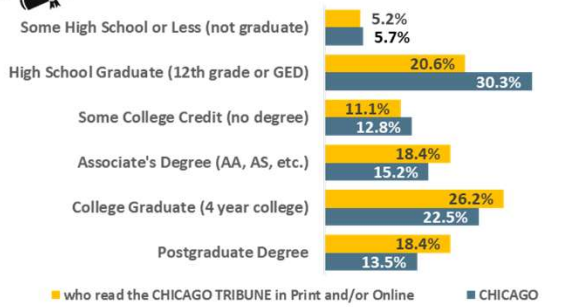
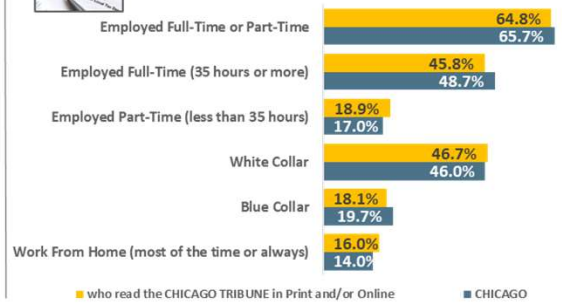
Chicago Tribune

26.3% or 1,989,385 of CHICAGO DMA Adults 18 or older read the CHICAGO TRIBUNE in Print and/or Online. Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online are 23.9% more likely to be a college graduate, 5.9% less likely to work full-time, 7.7% more likely to be married, 13.1% less likely to be a parent of 1 or more children under 18.

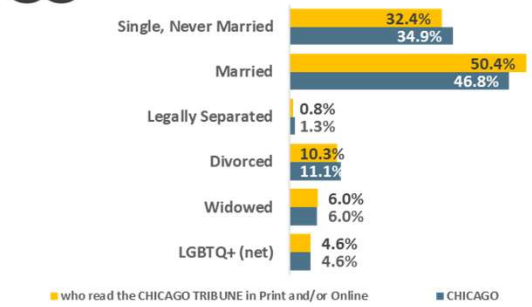
Education Levels: Adults 18 or older



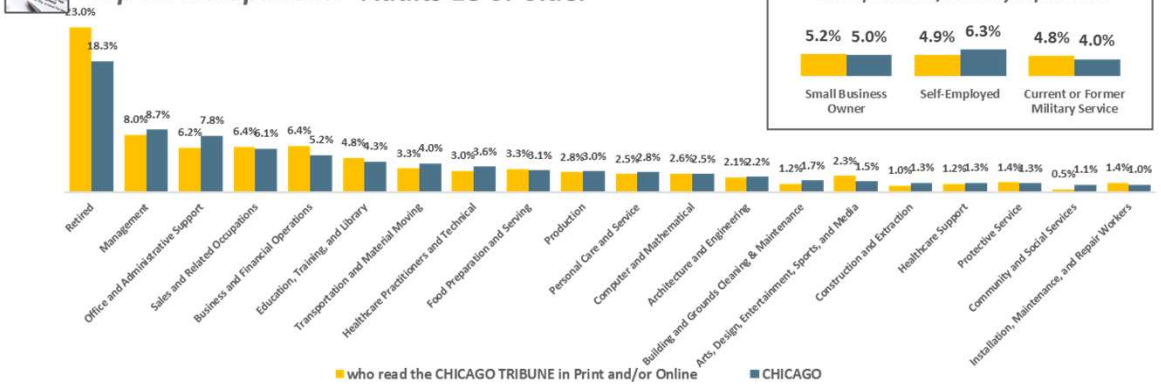
Employment: Adults 18 or older



Marital Status: Adults 18 or older

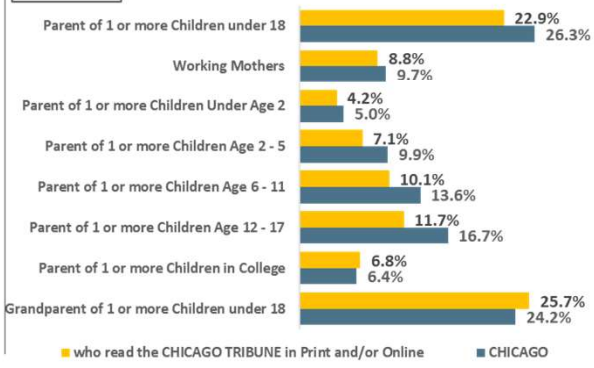


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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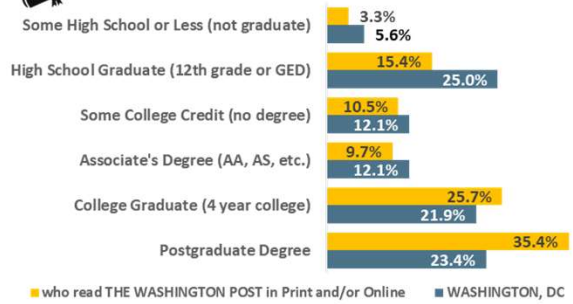
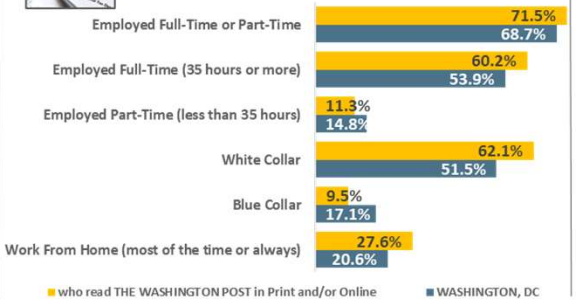
The Washington Post

39.% or 2,206,496 of WASHINGTON, DC DMA Adults 18 or older read THE WASHINGTON POST in Print and/or... Adults 18 or older who read THE WASHINGTON POST in Print and/or Online are 34.9% more likely to be a college graduate, 11.7% more likely to work full-time, 4.8% more likely to be married, 2.4% less likely to be a parent of 1 or more children under 18.

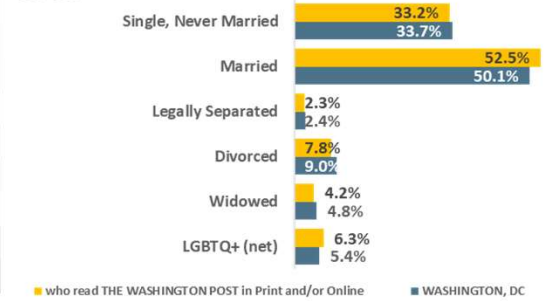
Education Levels: Adults 18 or older



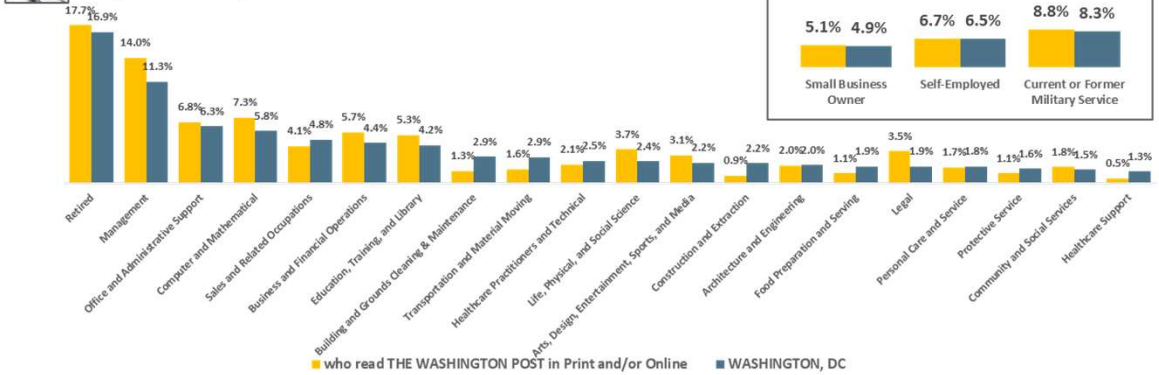
Employment: Adults 18 or older



Marital Status: Adults 18 or older

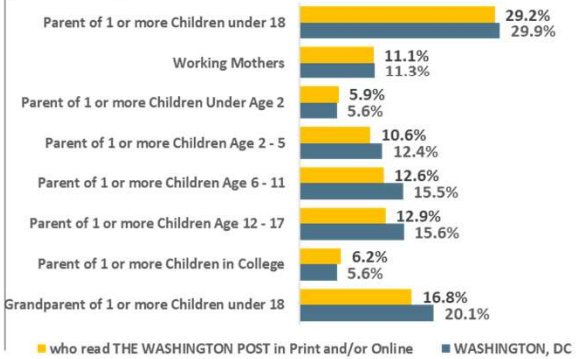


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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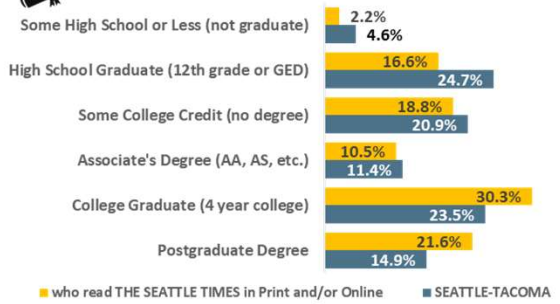
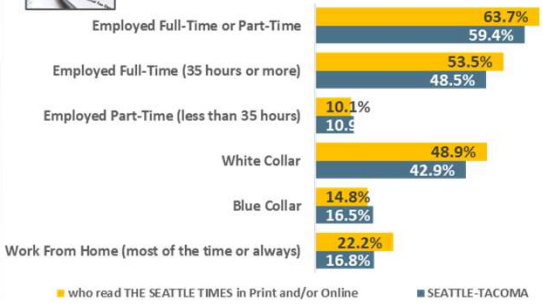
The Seattle Times

33.6% or 1,507,207 of SEATTLE-TACOMA DMA Adults 18 or older read THE SEATTLE TIMES in Print and/or Online. Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online are 35.5% more likely to be a college graduate, 10.4% more likely to work full-time, 7.5% more likely to be married, 4.7% less likely to be a parent of 1 or more children under 18.

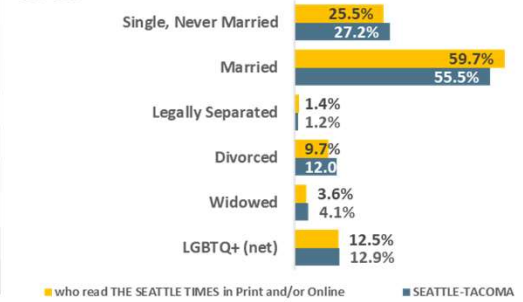
Education Levels: Adults 18 or older



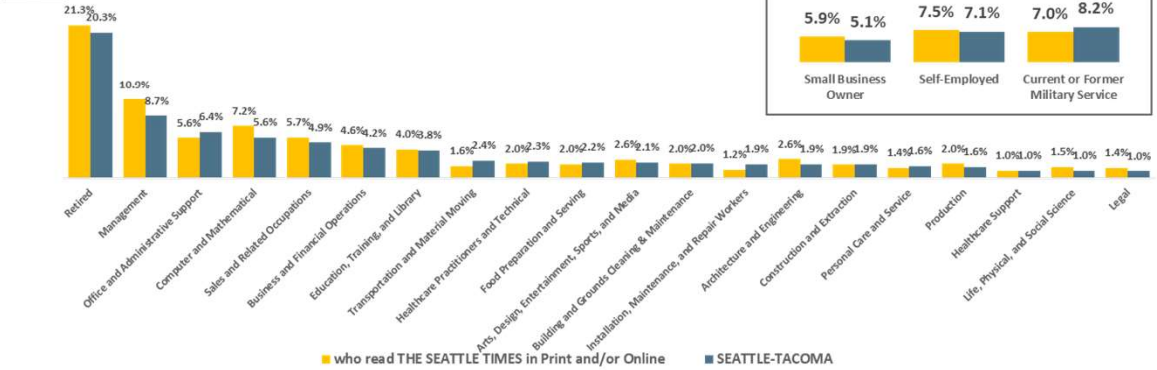
Employment: Adults 18 or older



Marital Status: Adults 18 or older

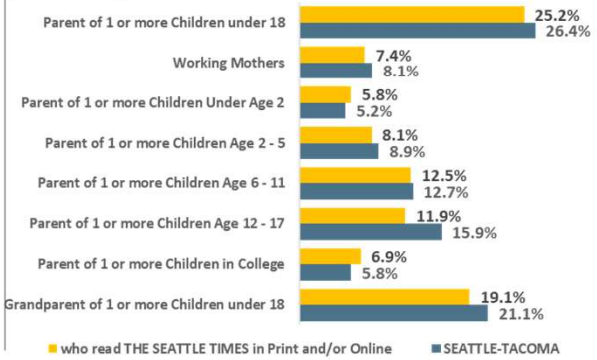


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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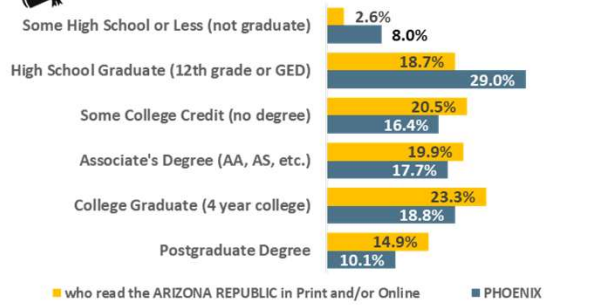
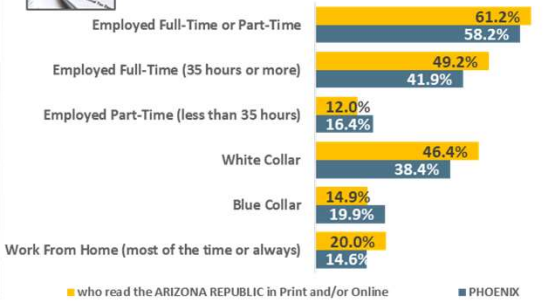
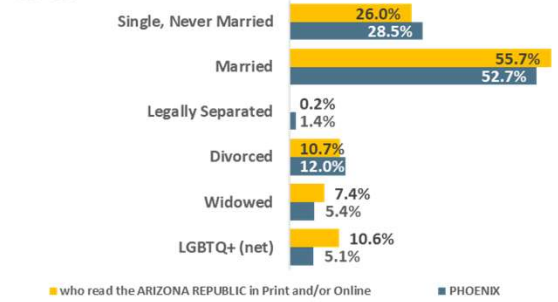
Education Levels: Adults 18 or older



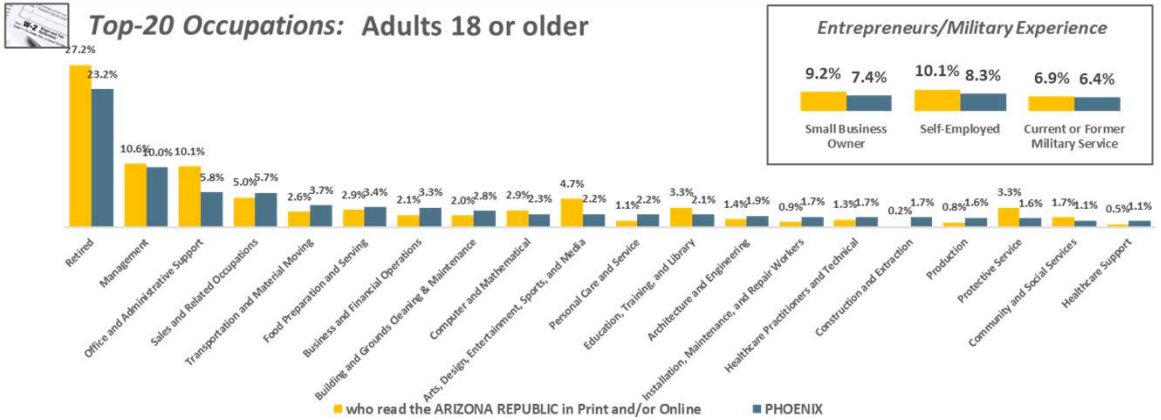
Employment: Adults 18 or older



Marital Status: Adults 18 or older

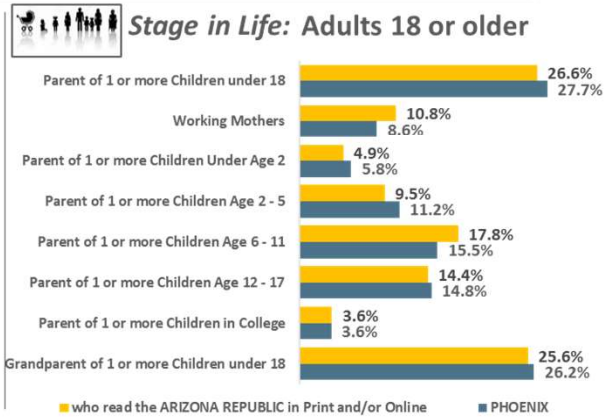


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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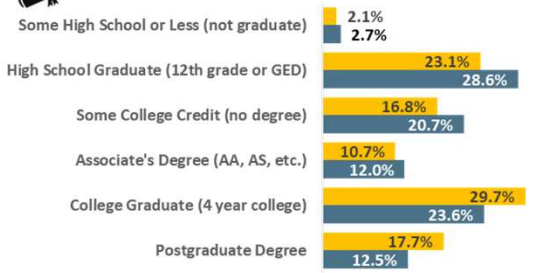
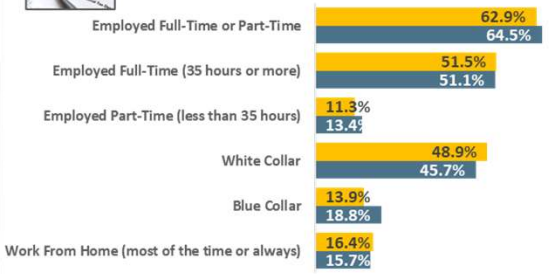
StarTribune

36.6% or 1,406,328 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older read the STAR TRIBUNE in Print and/or... Adults 18 or older who read the STAR TRIBUNE in Print and/or Online are 31.5% more likely to be a college graduate, .9% more likely to work full-time, 4.6% more likely to be married, 1.% less likely to be a parent of 1 or more children under 18.

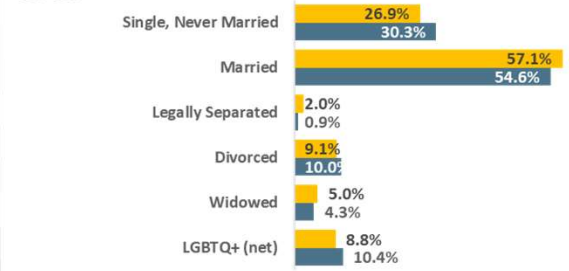
Education Levels: Adults 18 or older



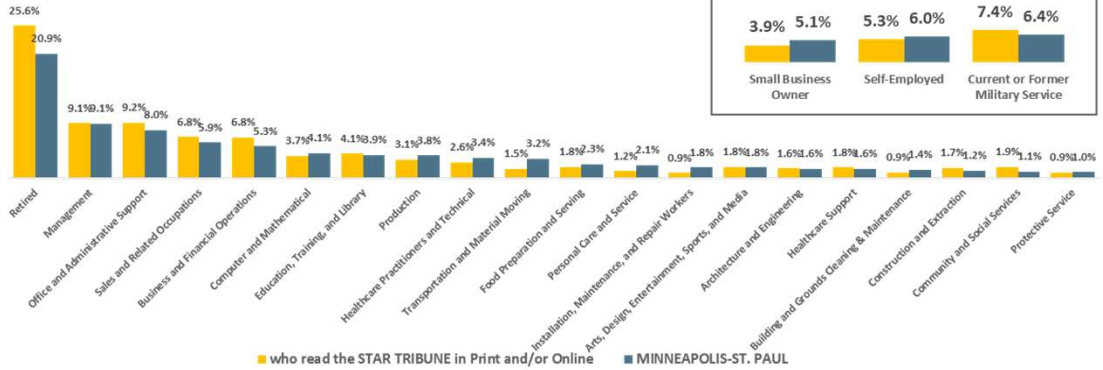
Employment: Adults 18 or older



Marital Status: Adults 18 or older

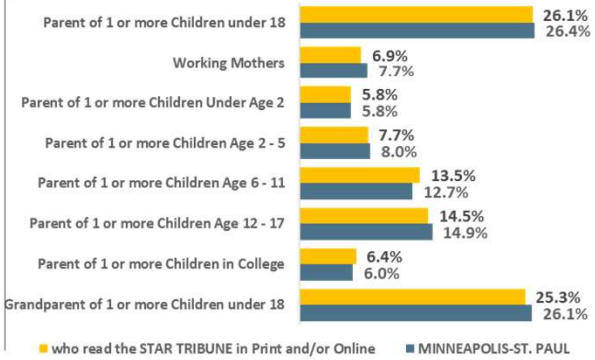


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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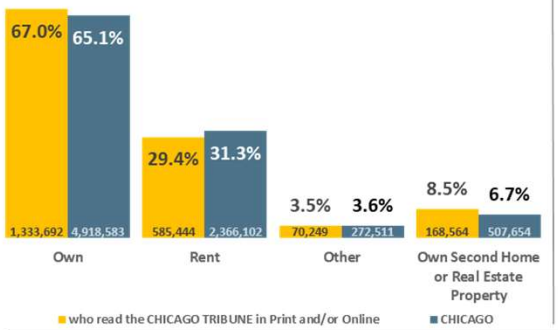
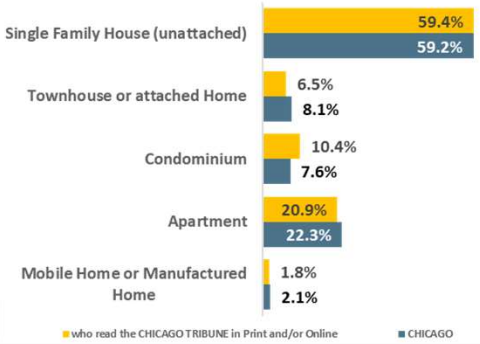
Chicago Tribune

26.3% or 1,989,385 of CHICAGO DMA Adults 18 or older read the CHICAGO TRIBUNE in Print and/or Online. Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online are 3.% more likely to own their home, 14.8% more likely to own a higher valued home, .4% more likely to have a single-family home, .8% less likely to have a dog.

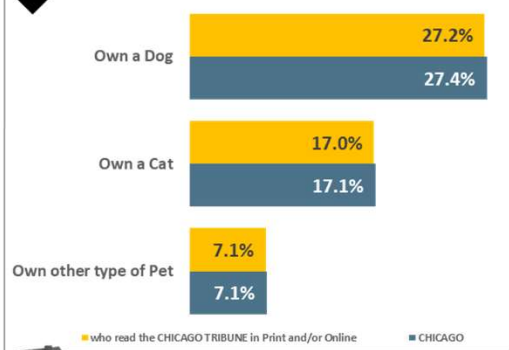
Own/Rent/Other: Adults 18 or older



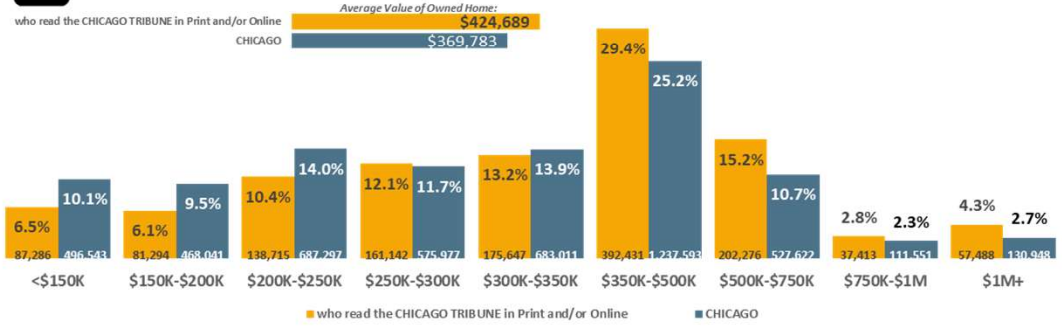
Type of Home: Adults 18 or older



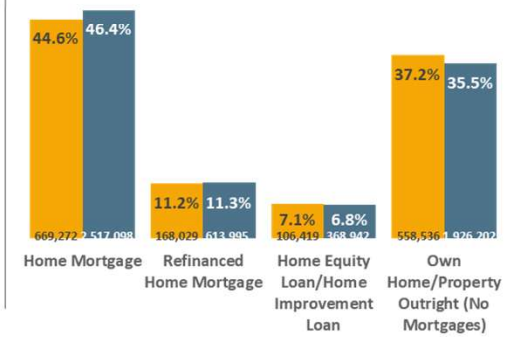
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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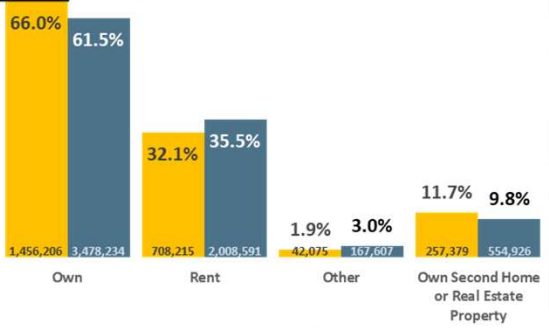
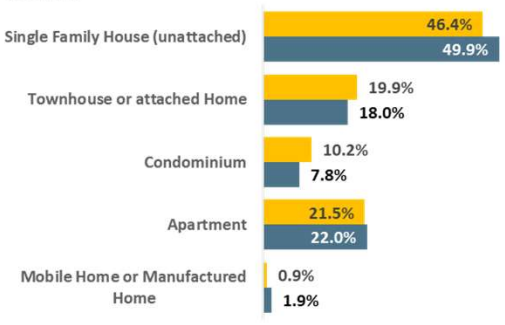
The Washington Post

39.% or 2,206,496 of WASHINGTON, DC DMA Adults 18 or older read THE WASHINGTON POST in Print and/or... Adults 18 or older who read THE WASHINGTON POST in Print and/or Online are 7.3% more likely to own their home, 15.1% more likely to own a higher valued home, 6.9% less likely to have a single-family home, 4.4% less likely to have a dog.

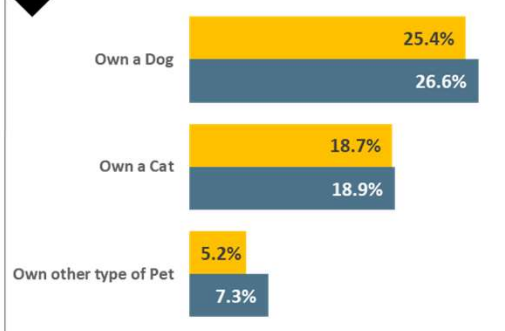
Own/Rent/Other: Adults 18 or older



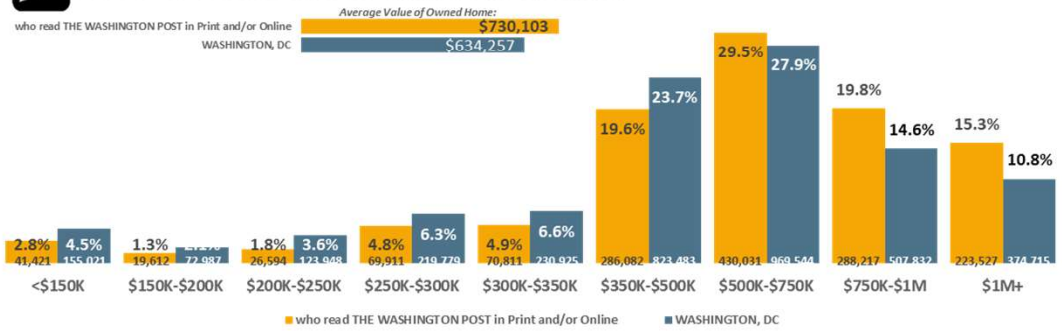
Type of Home: Adults 18 or older



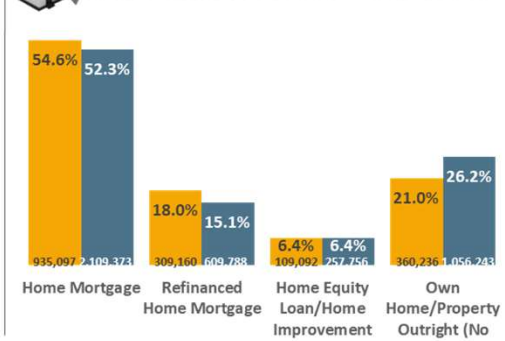
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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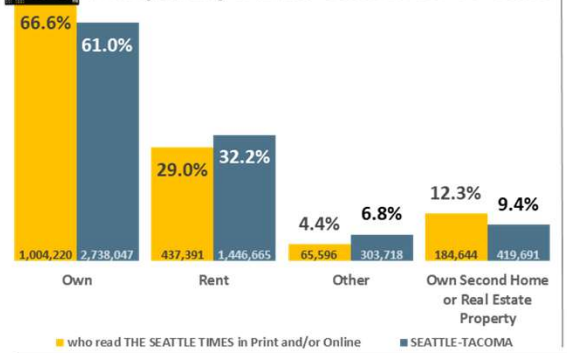
Integrated Newspaper Audience: Washington Post INA

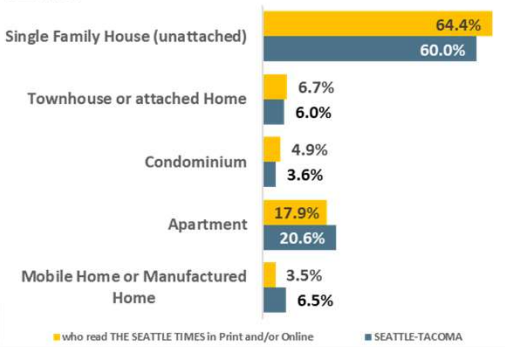
The Seattle Times

33.6% or 1,507,207 of SEATTLE-TACOMA DMA Adults 18 or older read THE SEATTLE TIMES in Print and/or Online. Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online are 9.2% more likely to own their home, 15.9% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 5.4% more likely to have a dog.

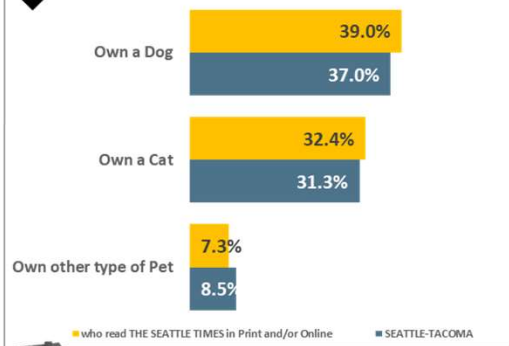
Own/Rent/Other: Adults 18 or older



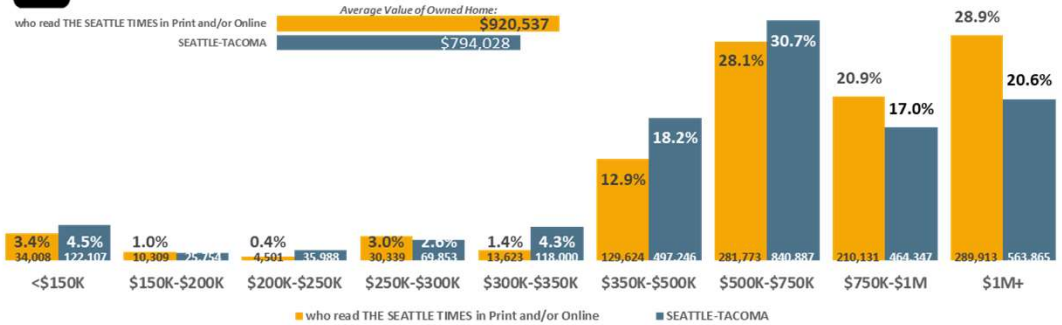
Type of Home: Adults 18 or older



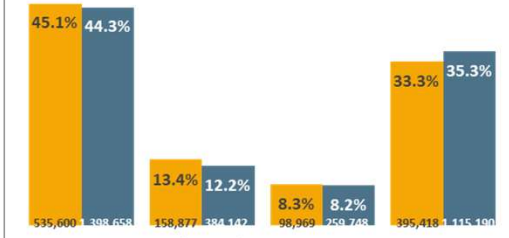
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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ARIZONA REPUBLIC
azcentral.com
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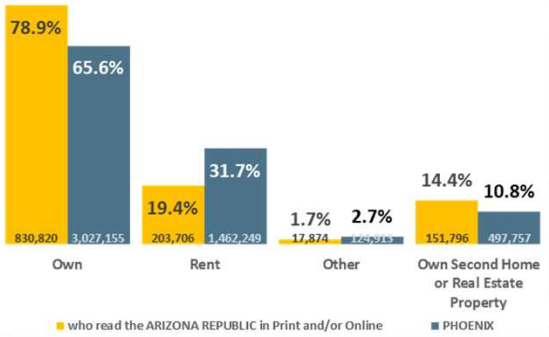
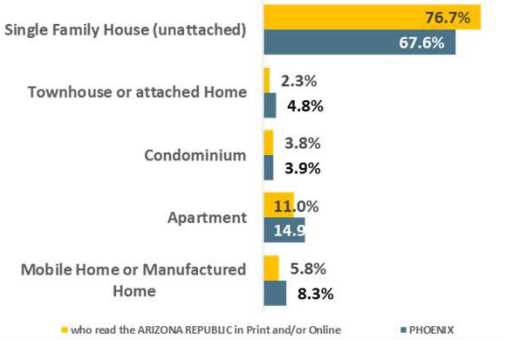
22.8% or 1,052,400 of PHOENIX DMA Adults 18 or older read the ARIZONA REPUBLIC in Print and/or Online. Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online are 20.3% more likely to own their home, 3.% more likely to own a higher valued home, 13.5% more likely to have a single-family home, 18.7% more likely to have a dog.

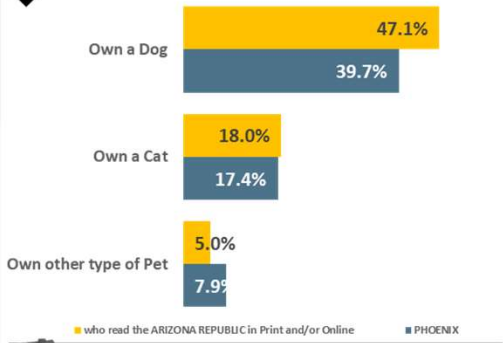
Own/Rent/Other: Adults 18 or older



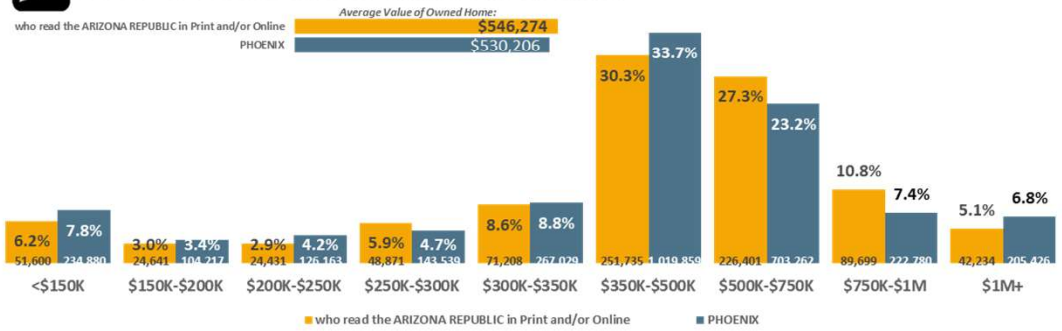
Type of Home: Adults 18 or older



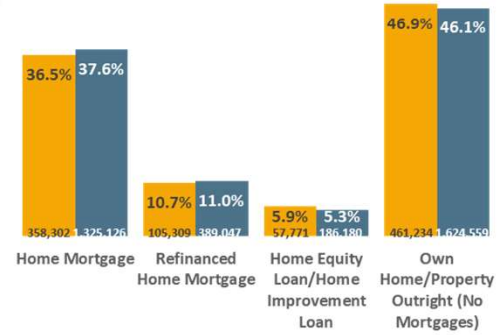
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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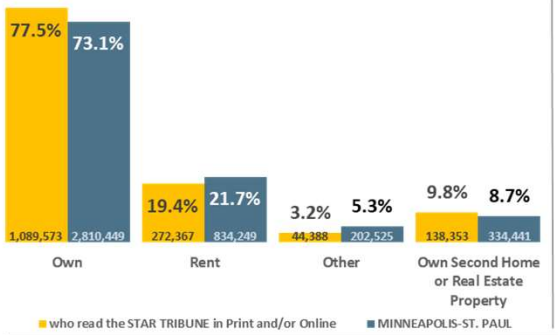
Integrated Newspaper Audience: Arizona Republic INA

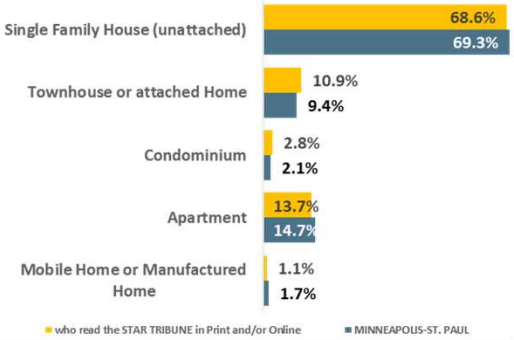
StarTribune

36.6% or 1,406,328 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older read the STAR TRIBUNE in Print and/or... Adults 18 or older who read the STAR TRIBUNE in Print and/or Online are 6.1% more likely to own their home, 6.4% more likely to own a higher valued home, 1.% less likely to have a single-family home, 2.9% more likely to have a dog.

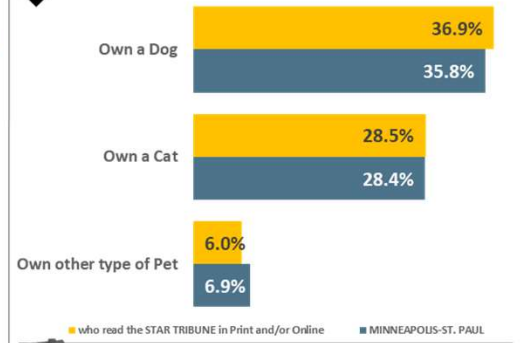
Own/Rent/Other: Adults 18 or older



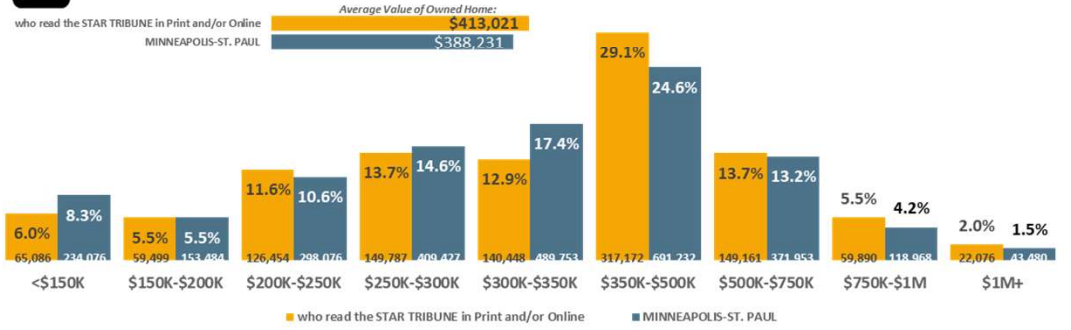
Type of Home: Adults 18 or older



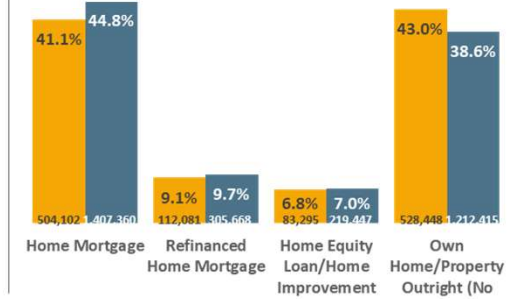
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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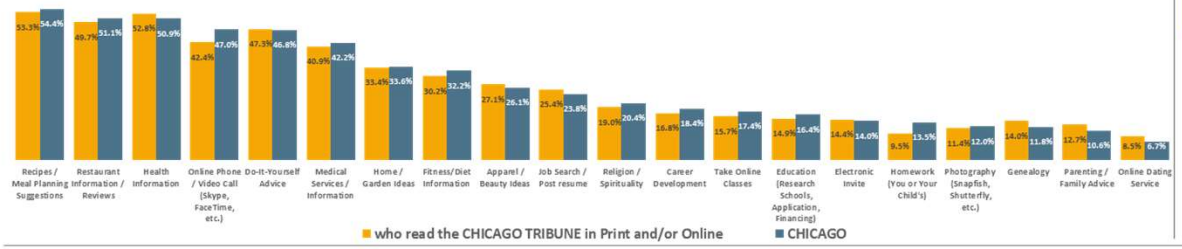
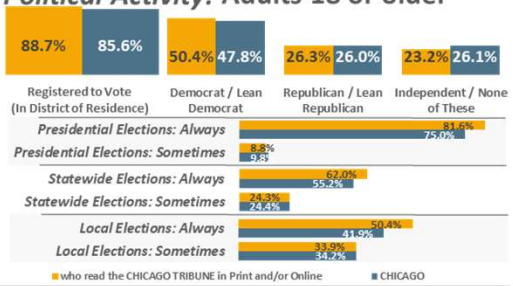
Chicago Tribune

26.3% or 1,989,385 of CHICAGO DMA Adults 18 or older read the CHICAGO TRIBUNE in Print and/or Online. Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online are .9% more likely to look up D-I-Y advice online, 20.1% more likely to always vote in local elections, 21.% more likely to belong to a gym, 13.2% more likely to fly domestic past yr.

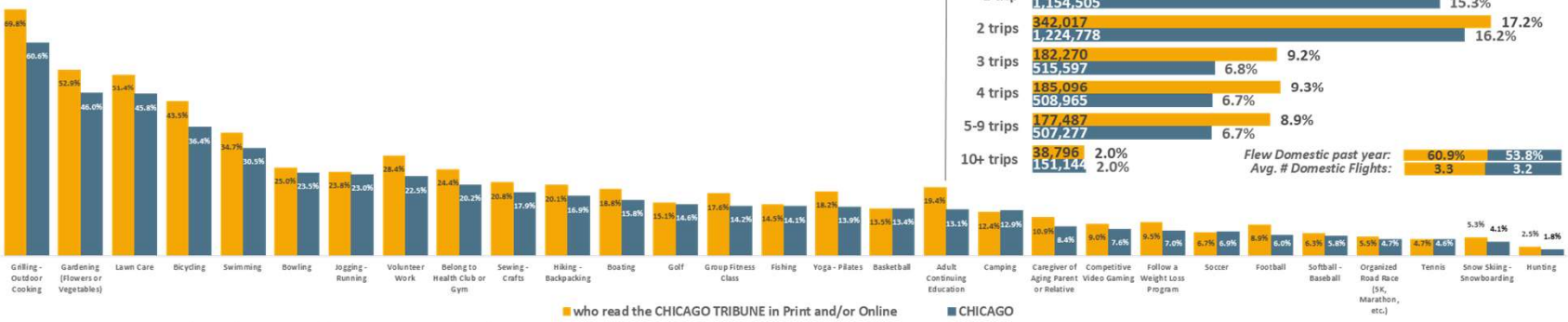
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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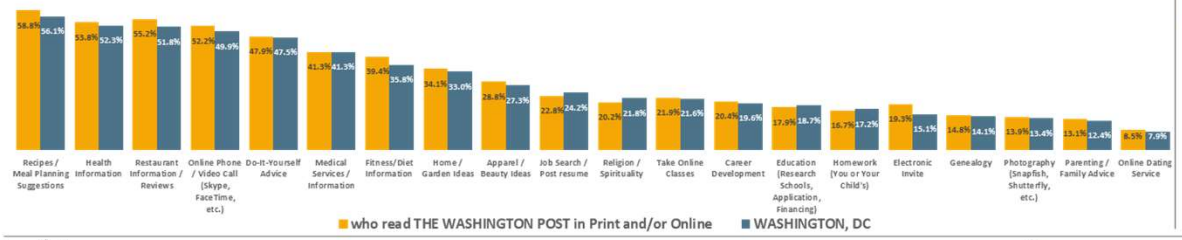
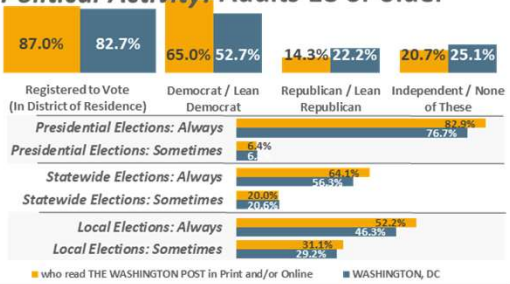
The Washington Post

39.% or 2,206,496 of WASHINGTON, DC DMA Adults 18 or older read THE WASHINGTON POST in Print and/or… Adults 18 or older who read THE WASHINGTON POST in Print and/or Online are .7% more likely to look up D-I-Y advice online, 12.6% more likely to always vote in local elections, 18.7% more likely to belong to a gym, 21.5% more likely to fly domestic past yr

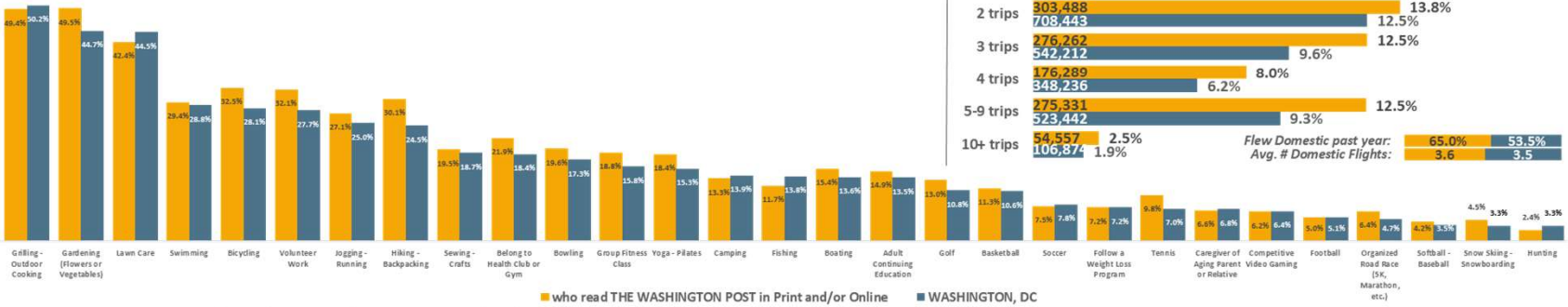
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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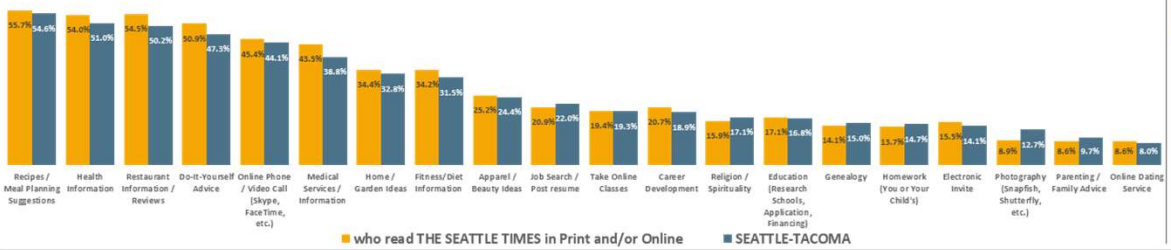
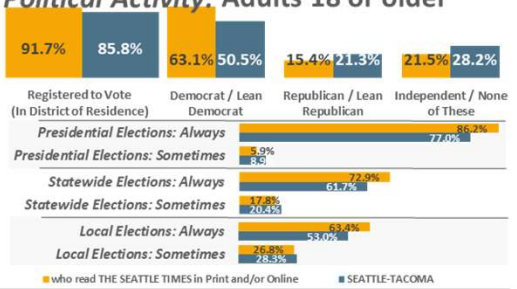
The Seattle Times

33.6% or 1,507,207 of SEATTLE-TACOMA DMA Adults 18 or older read THE SEATTLE TIMES in Print and/or… Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online are 7.7% more likely to look up D-I-Y advice online, 19.7% more likely to always vote in local elections, 30.4% more likely to belong to a gym, 13.2% more likely to fly domestic past yr.

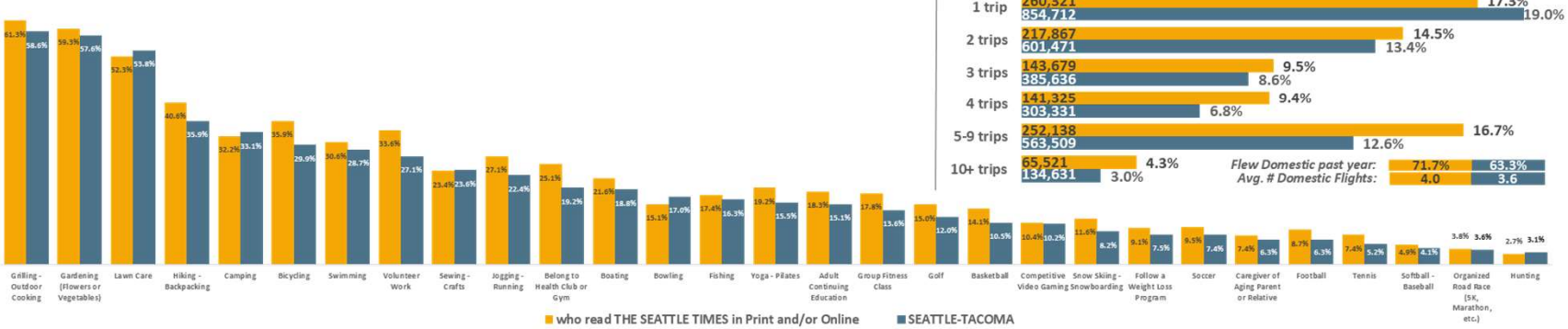
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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ARIZONA REPUBLIC
azcentral.com
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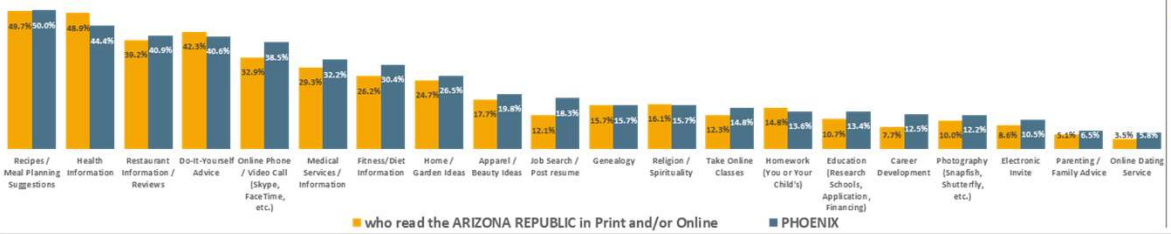
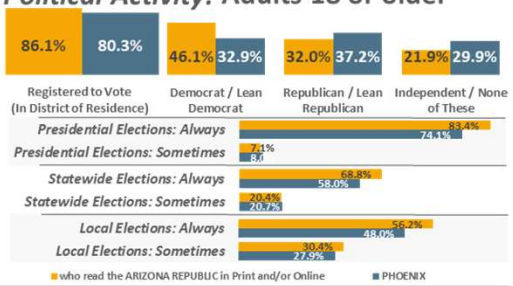
22.8% or 1,052,400 of PHOENIX DMA Adults 18 or older read the ARIZONA REPUBLIC in Print and/or Online. Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online are 4.1% more likely to look up D-I-Y advice online, 17.1% more likely to always vote in local elections, 3.9% less likely to belong to a gym, 12.8% more likely to fly domestic past y

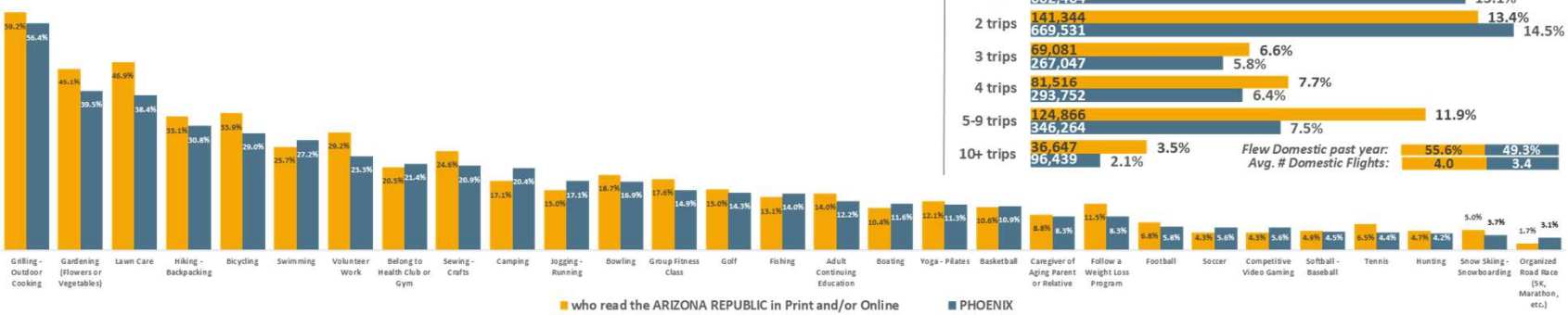
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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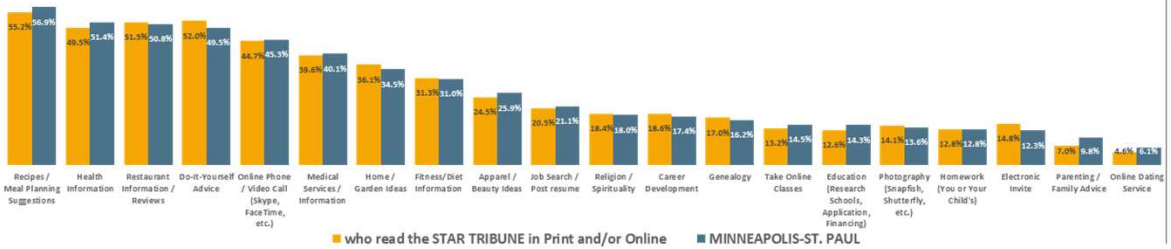
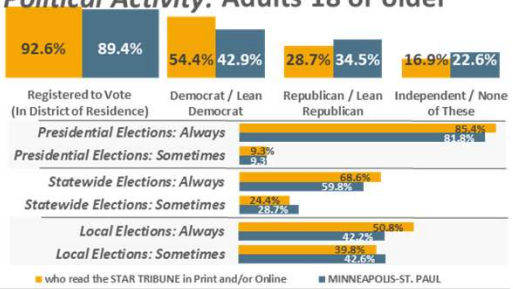
StarTribune

36.6% or 1,406,328 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older read the STAR TRIBUNE in Print and/or... Adults 18 or older who read the STAR TRIBUNE in Print and/or Online are 5.1% more likely to look up D-I-Y advice online, 20.5% more likely to always vote in local elections, 20.6% more likely to belong to a gym, 11.1% more likely to fly domestic past yr.

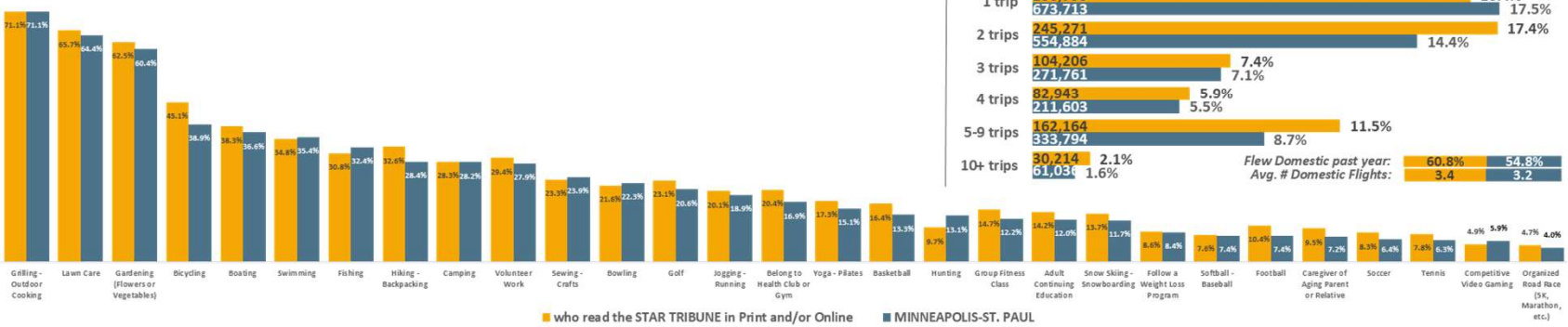
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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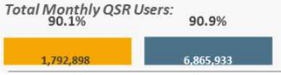
Chicago Tribune

26.3% or 1,989,385 of CHICAGO DMA Adults 18 or older read the CHICAGO TRIBUNE in Print and/or Online. Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online are .8% less likely to use QSRs past mo., 4.6% more likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., 7.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



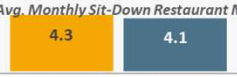
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

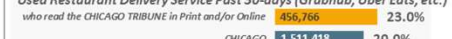


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

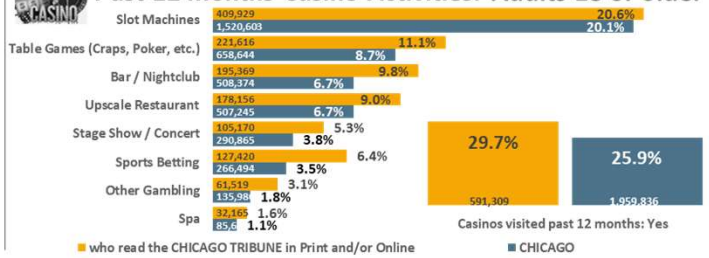


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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The Washington Post

39.% or 2,206,496 of WASHINGTON, DC DMA Adults 18 or older read THE WASHINGTON POST in Print and/or… Adults 18 or older who read THE WASHINGTON POST in Print and/or Online are 1.6% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 1.8% more likely to use Casinos past yr., 32.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



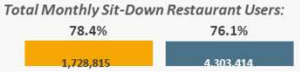
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

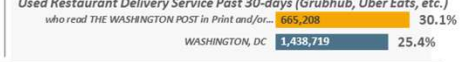


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

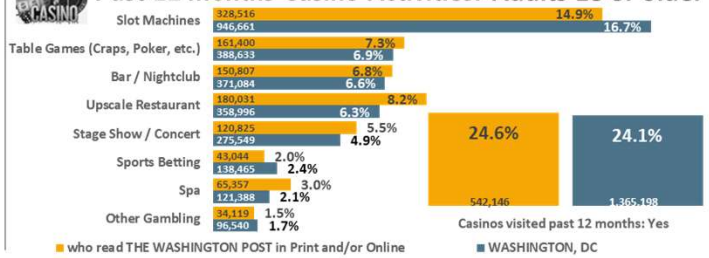


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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The Seattle Times

33.6% or 1,507,207 of SEATTLE-TACOMA DMA Adults 18 or older read THE SEATTLE TIMES in Print and/or Online. Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online are .7% more likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 10.% less likely to use Casinos past yr., 12.% less 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

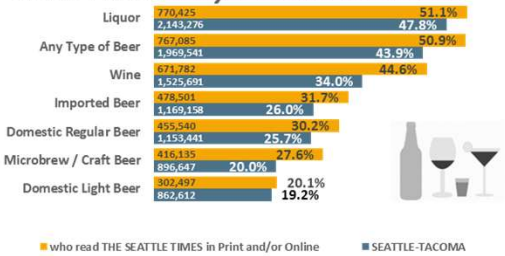
(Sit-Down Restaurants Used Past 30-days)



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

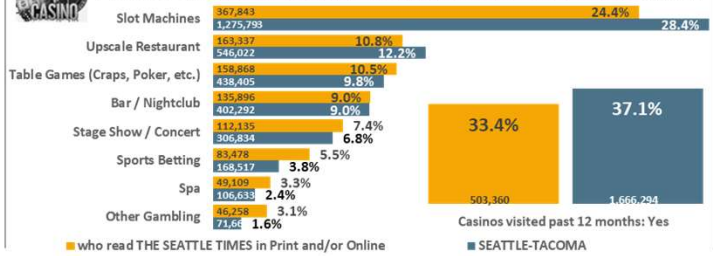


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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ARIZONA REPUBLIC
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22.8% or 1,052,400 of PHOENIX DMA Adults 18 or older read the ARIZONA REPUBLIC in Print and/or Online. Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online are .2% more likely to use QSRs past mo., 8.9% more likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr., 12.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



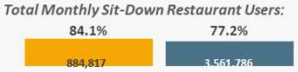
Avg. Monthly QSR Meals:



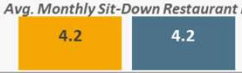
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

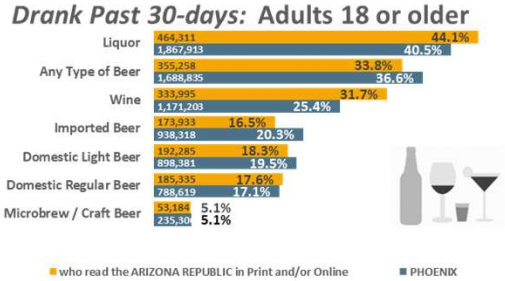
(Sit-Down Restaurants Used Past 30-days)



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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Integrated Newspaper Audience: Arizona Republic INA

StarTribune

36.6% or 1,406,328 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older read the STAR TRIBUNE in Print and/or… Adults 18 or older who read the STAR TRIBUNE in Print and/or Online are 3.8% more likely to use QSRs past mo., 10.8% more likely to use Sit-Down Restaurants past mo., 10.8% more likely to use Casinos past yr., 3.5% 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

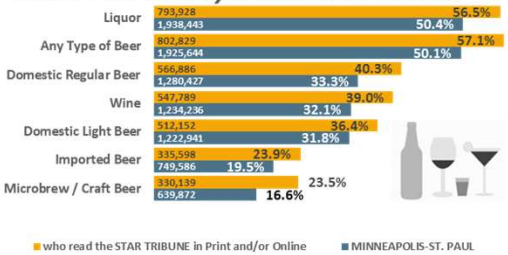
(Sit-Down Restaurants Used Past 30-days)



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

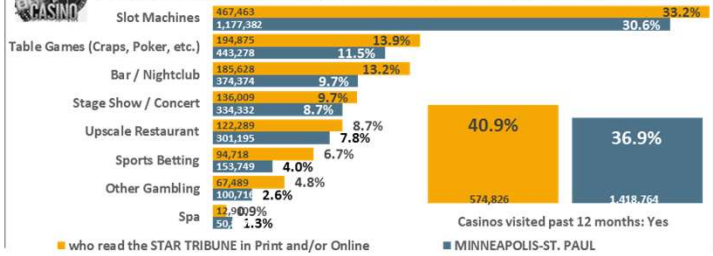


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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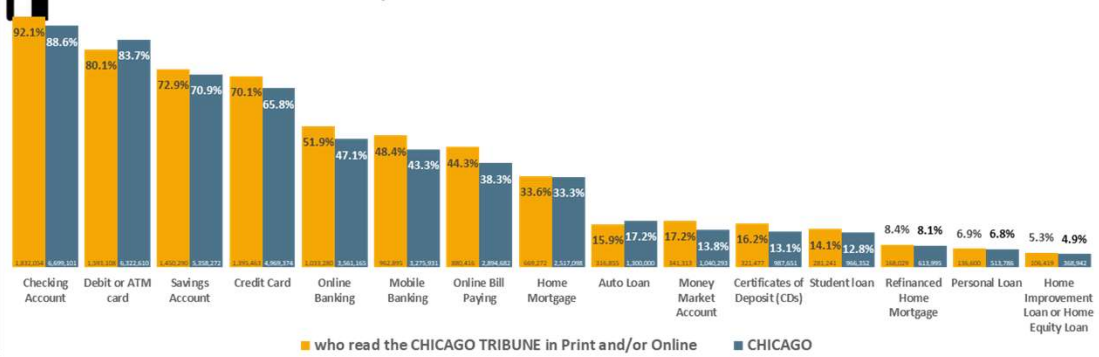
Chicago Tribune

26.3% or 1,989,385 of CHICAGO DMA Adults 18 or older read the CHICAGO TRIBUNE in Print and/or Online. Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online are 9.1% more likely to have a 401K, 7.4% less likely to have an Auto Loan, 38.7% more likely to Invest/Trade Stocks Online, 1.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

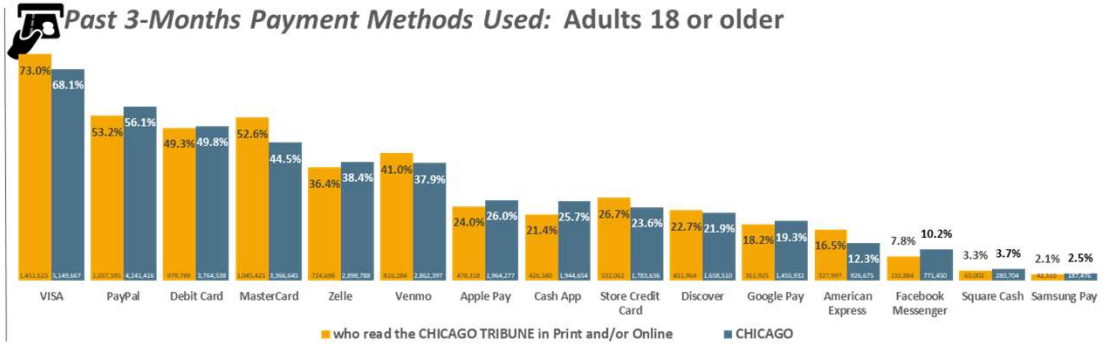


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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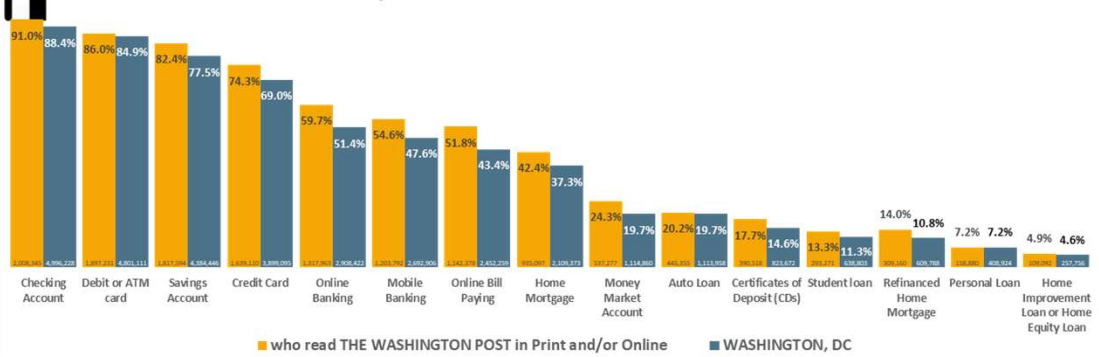
The Washington Post

39.% or 2,206,496 of WASHINGTON, DC DMA Adults 18 or older read THE WASHINGTON POST in Print and/or... Adults 18 or older who read THE WASHINGTON POST in Print and/or Online are 14.7% more likely to have a 401K, 2.5% more likely to have an Auto Loan, 22.6% more likely to Invest/Trade Stocks Online, 7.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

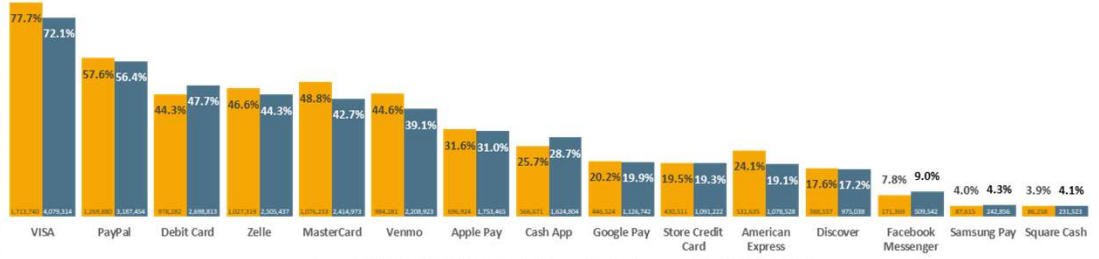


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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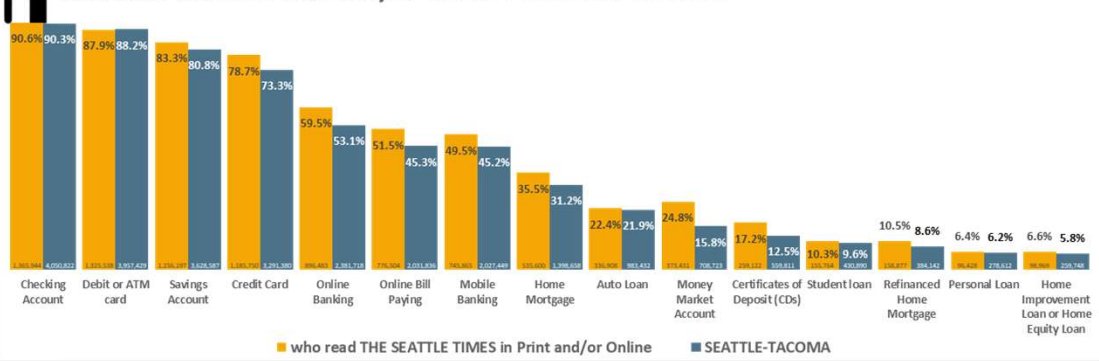
The Seattle Times

33.6% or 1,507,207 of SEATTLE-TACOMA DMA Adults 18 or older read THE SEATTLE TIMES in Print and/or... Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online are 18.7% more likely to have a 401K, 2.% more likely to have an Auto Loan, 30.% more likely to Invest/Trade Stocks Online, 8.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



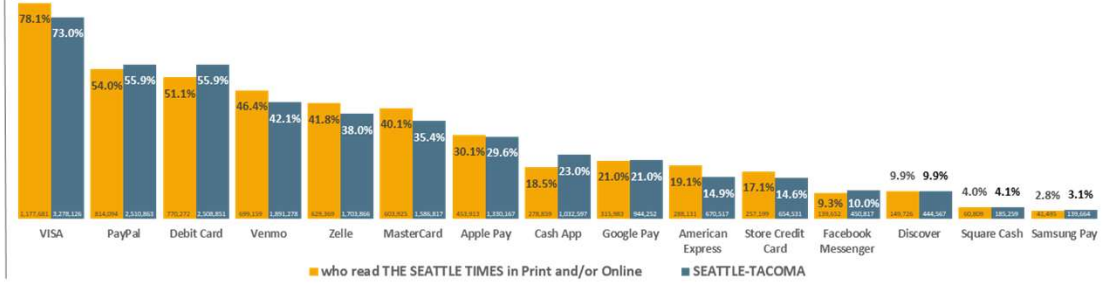
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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ARIZONA REPUBLIC
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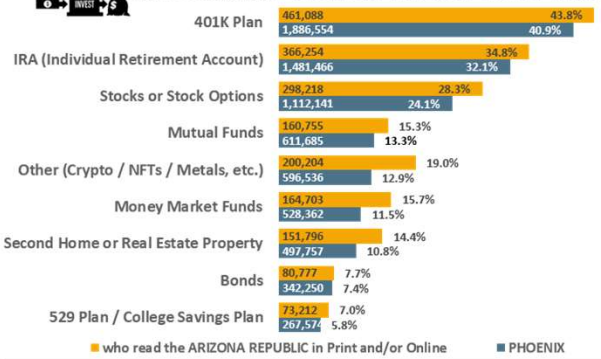
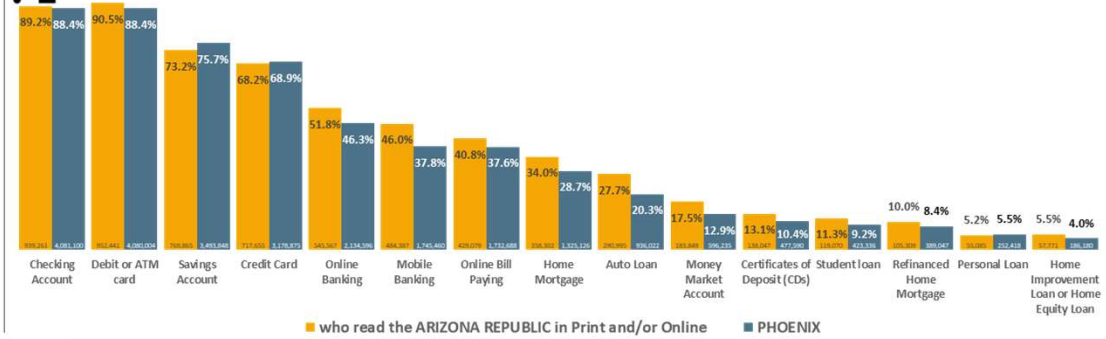
22.8% or 1,052,400 of PHOENIX DMA Adults 18 or older read the ARIZONA REPUBLIC in Print and/or Online. Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online are 7.2% more likely to have a 401K, 36.3% more likely to have an Auto Loan, 5.8% less likely to Invest/Trade Stocks Online, 1.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



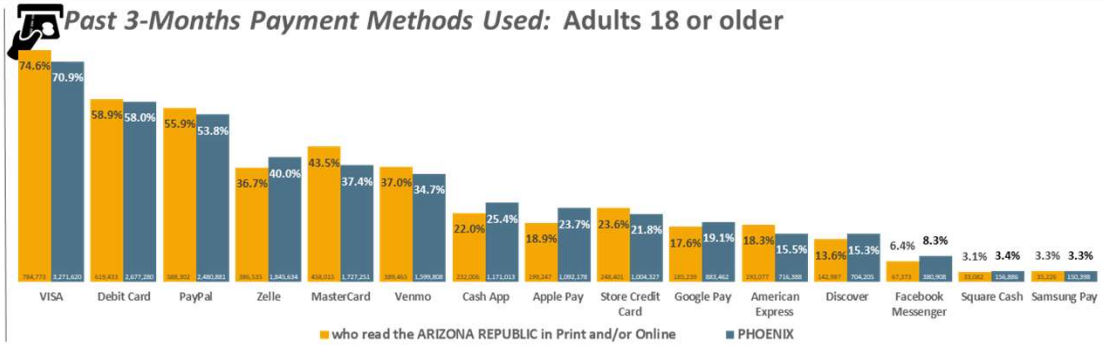
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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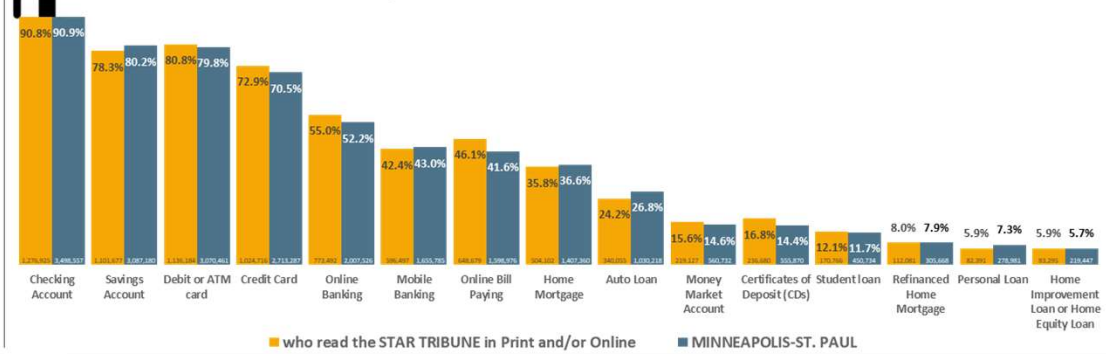
StarTribune

36.6% or 1,406,328 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older read the STAR TRIBUNE in Print and/or... Adults 18 or older who read the STAR TRIBUNE in Print and/or Online are 5.2% more likely to have a 401K, 9.7% less likely to have an Auto Loan, 5.1% more likely to Invest/Trade Stocks Online, 7.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



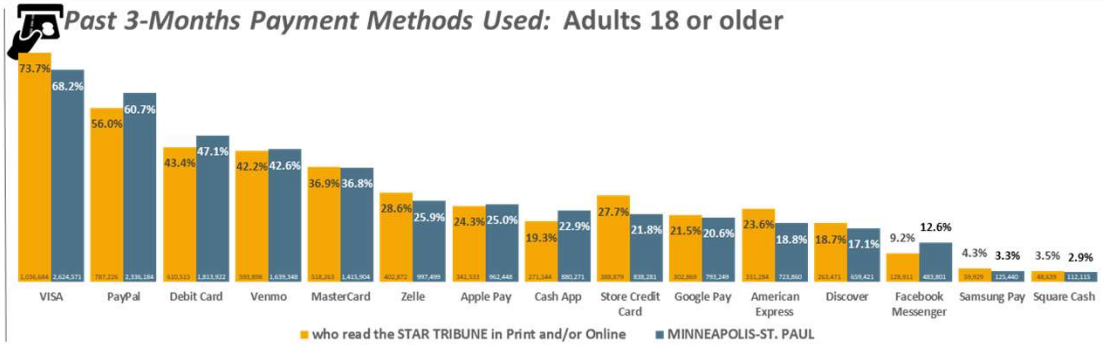
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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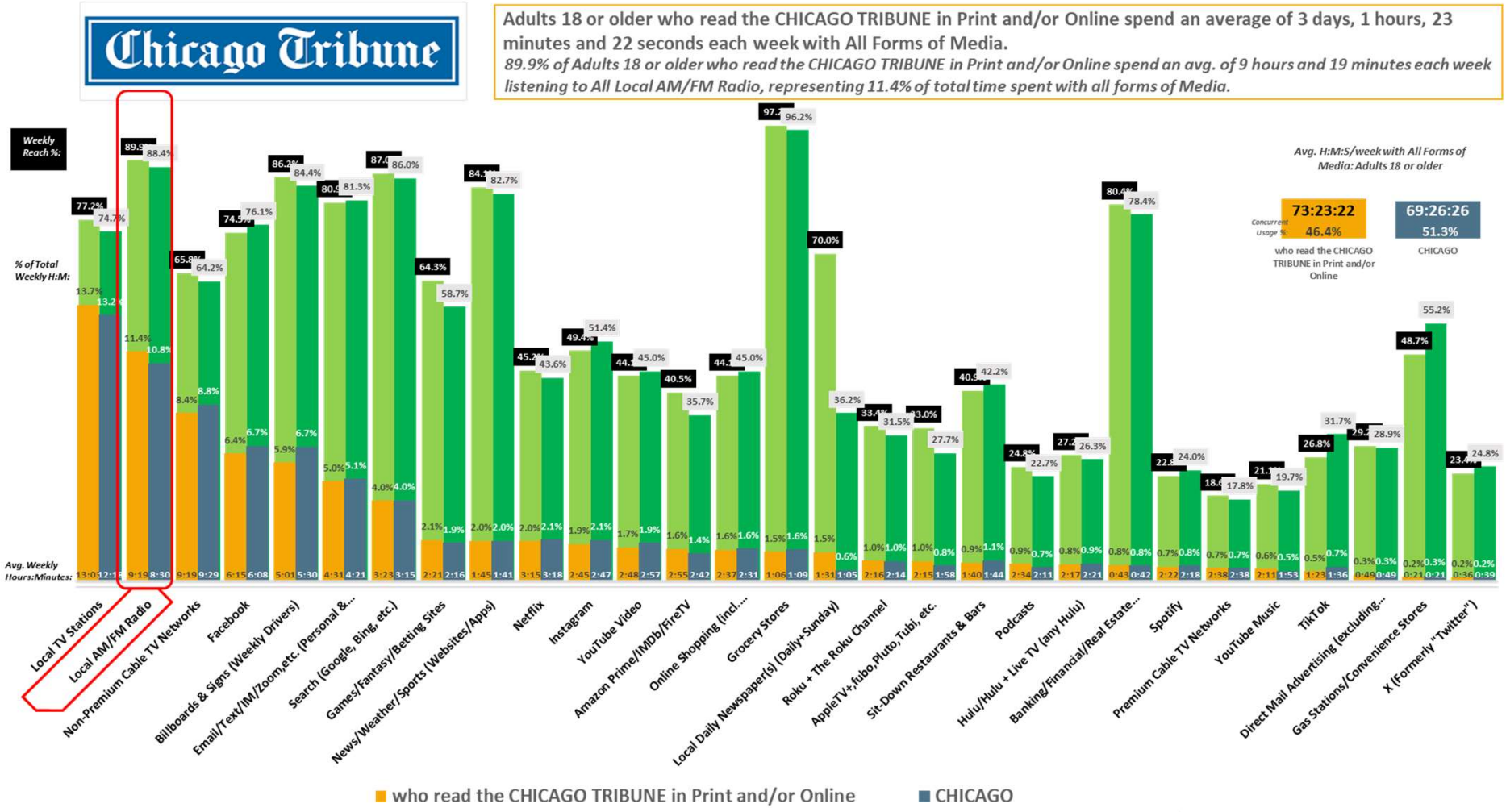

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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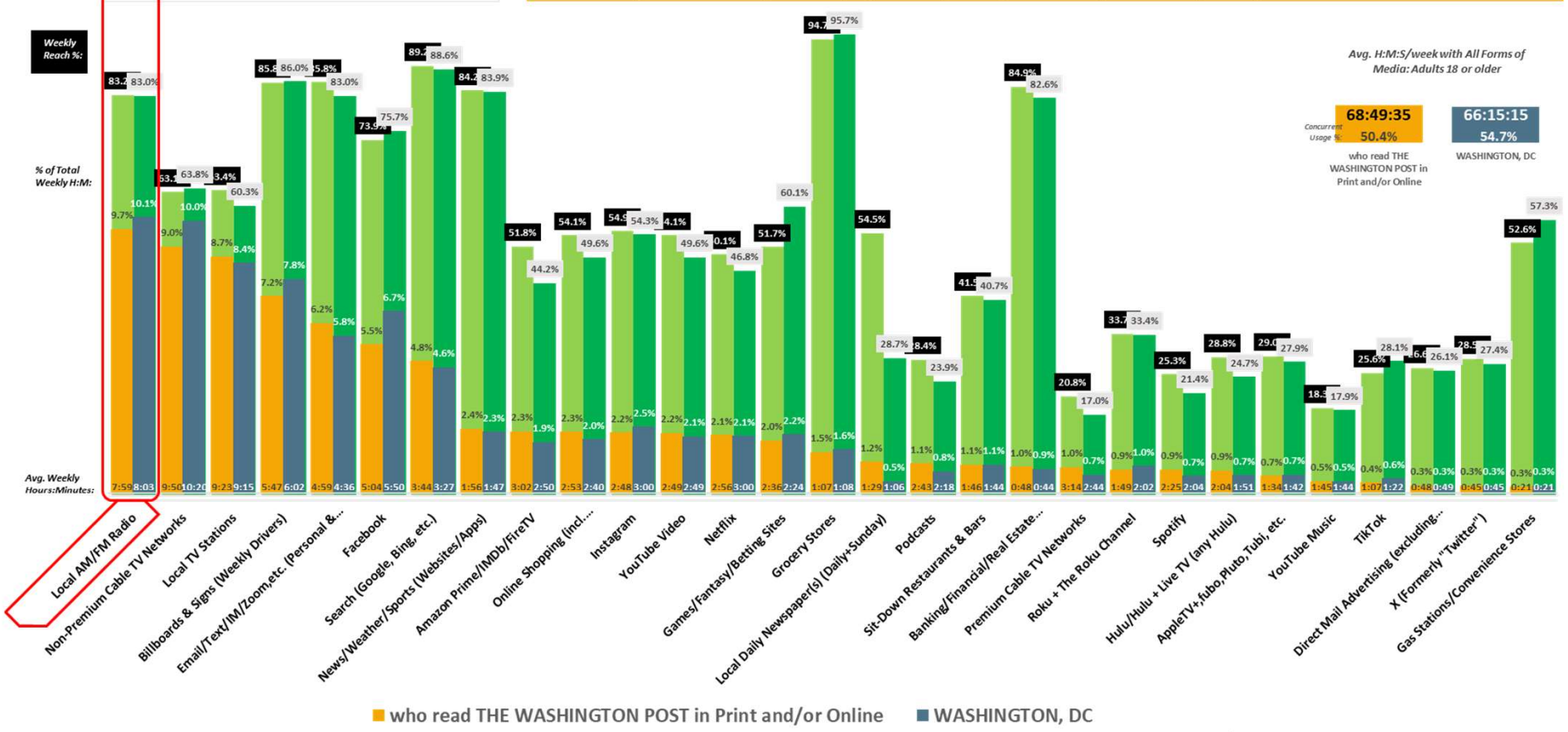
Integrated Newspaper Audience: Chicago Tribune INA

The Washington Post

Adults 18 or older who read THE WASHINGTON POST in Print and/or Online spend an average of 2 days, 20 hours, 49 minutes and 35 seconds each week with All Forms of Media.

83.2% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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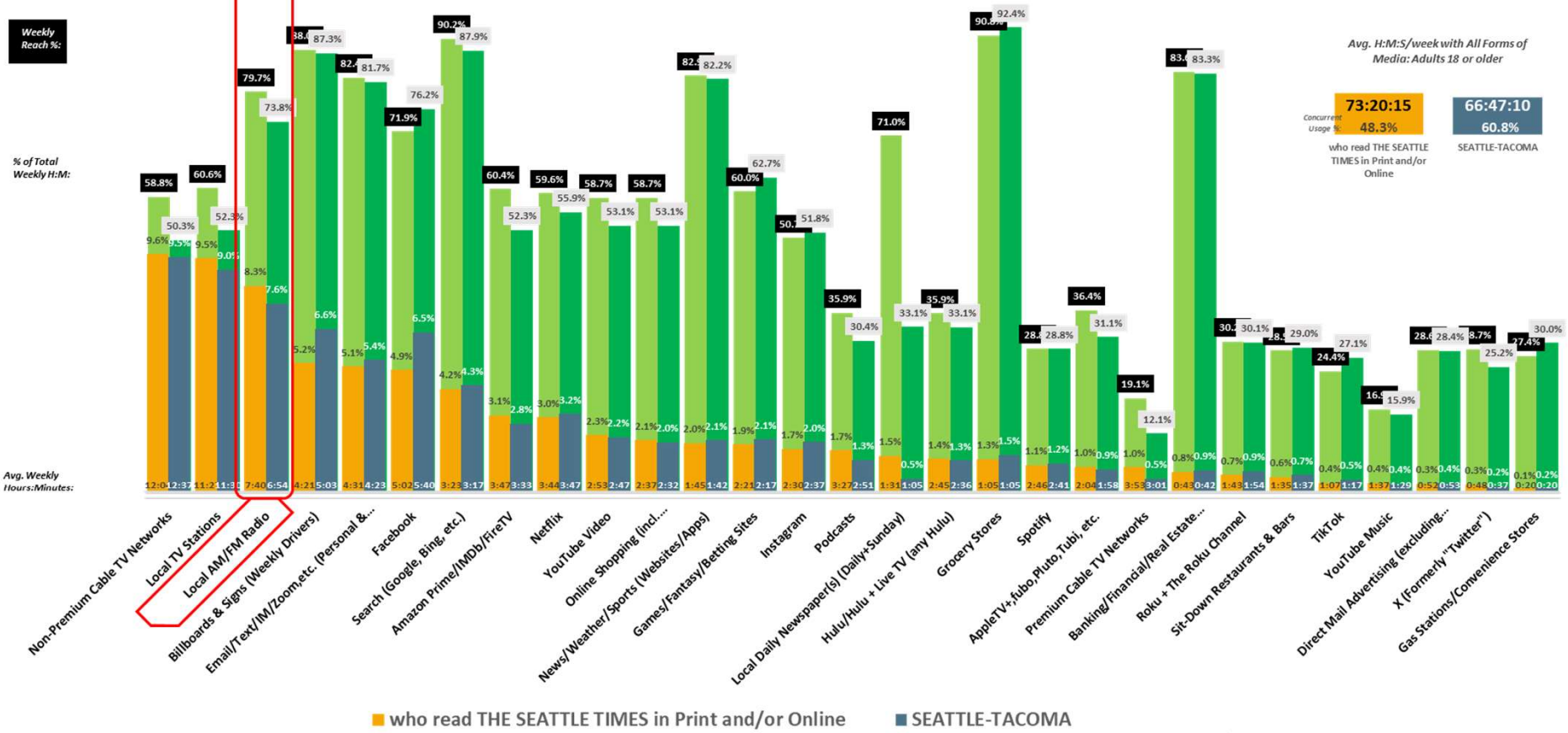
Integrated Newspaper Audience: Washington Post INA

The Seattle Times

Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online spend an average of 3 days, 1 hours, 20 minutes and 15 seconds each week with All Forms of Media.

79.7% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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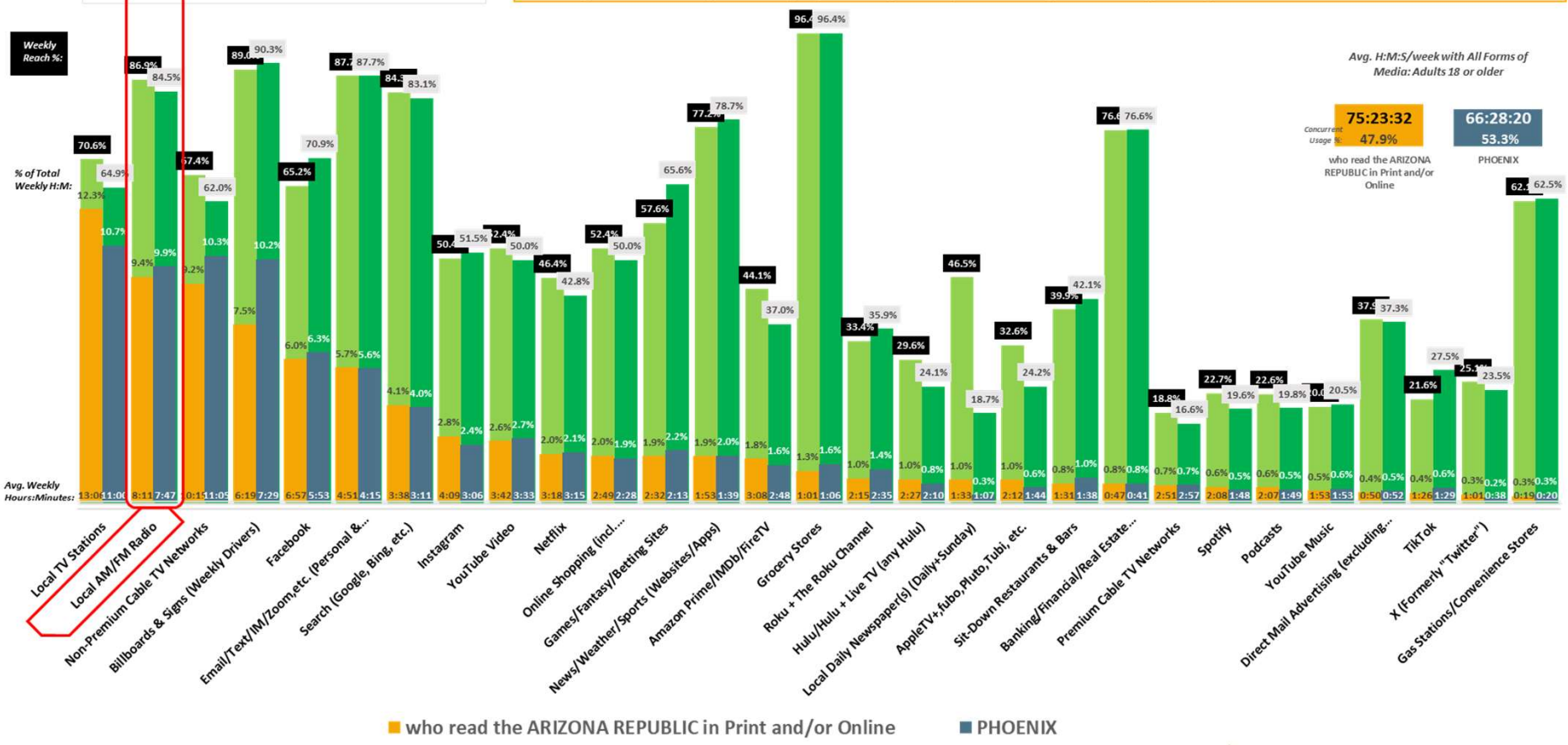
Integrated Newspaper Audience: Seattle Times INA

Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online spend an average of 3 days, 3 hours, 23 minutes and 32 seconds each week with All Forms of Media.

86.9% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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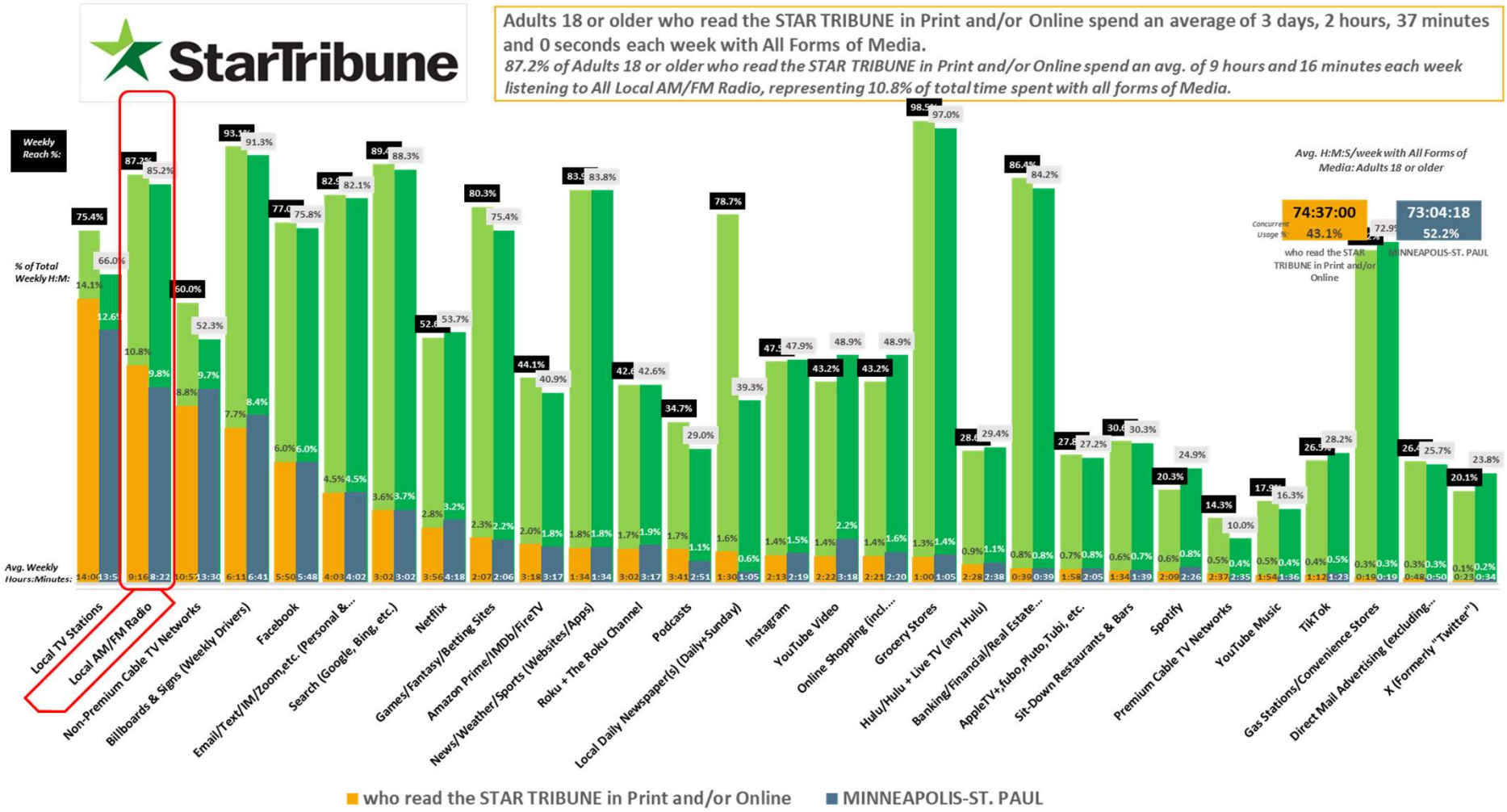
Integrated Newspaper Audience: Arizona Republic INA



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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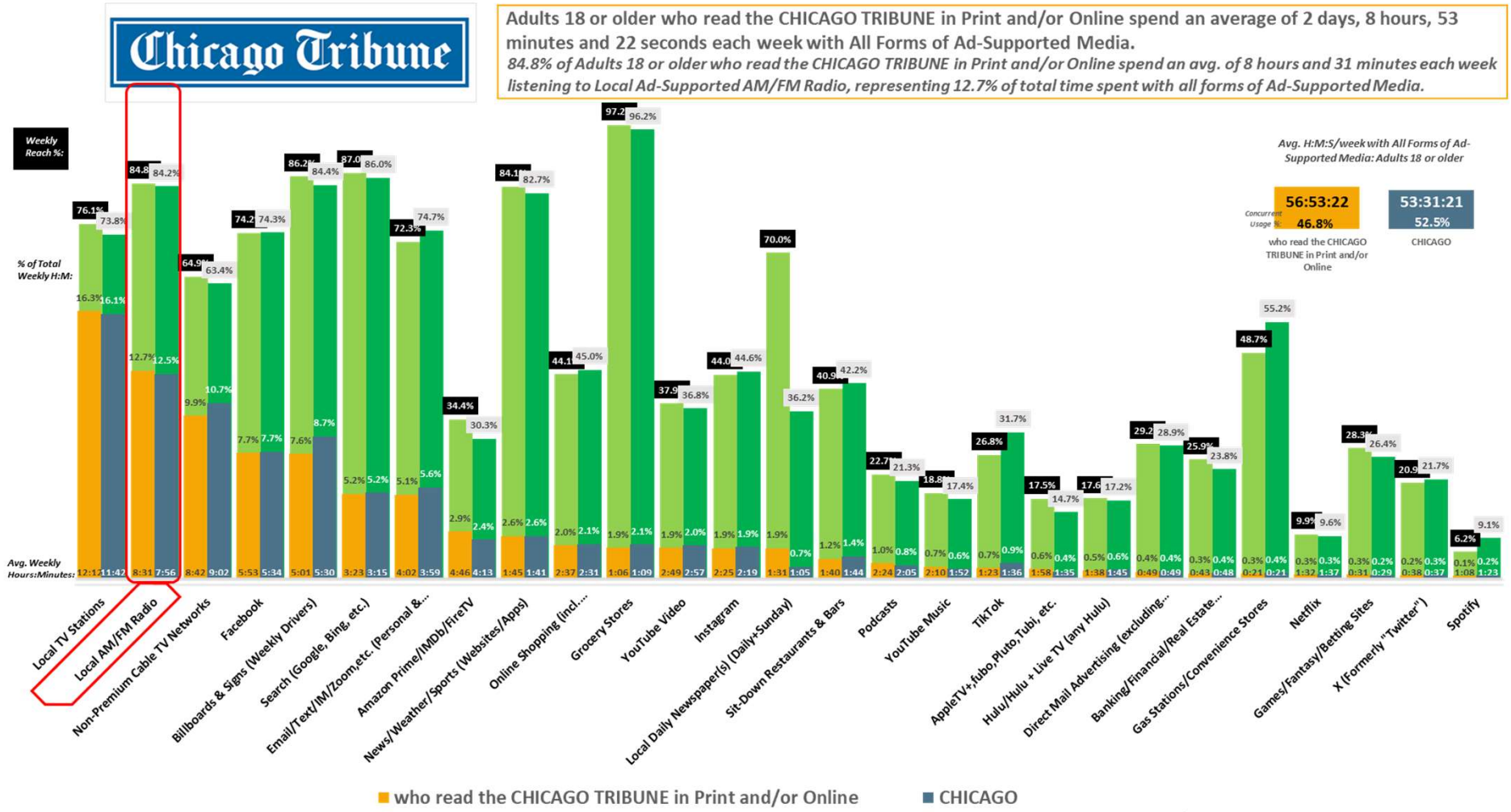
Integrated Newspaper Audience: Star Tribune INA



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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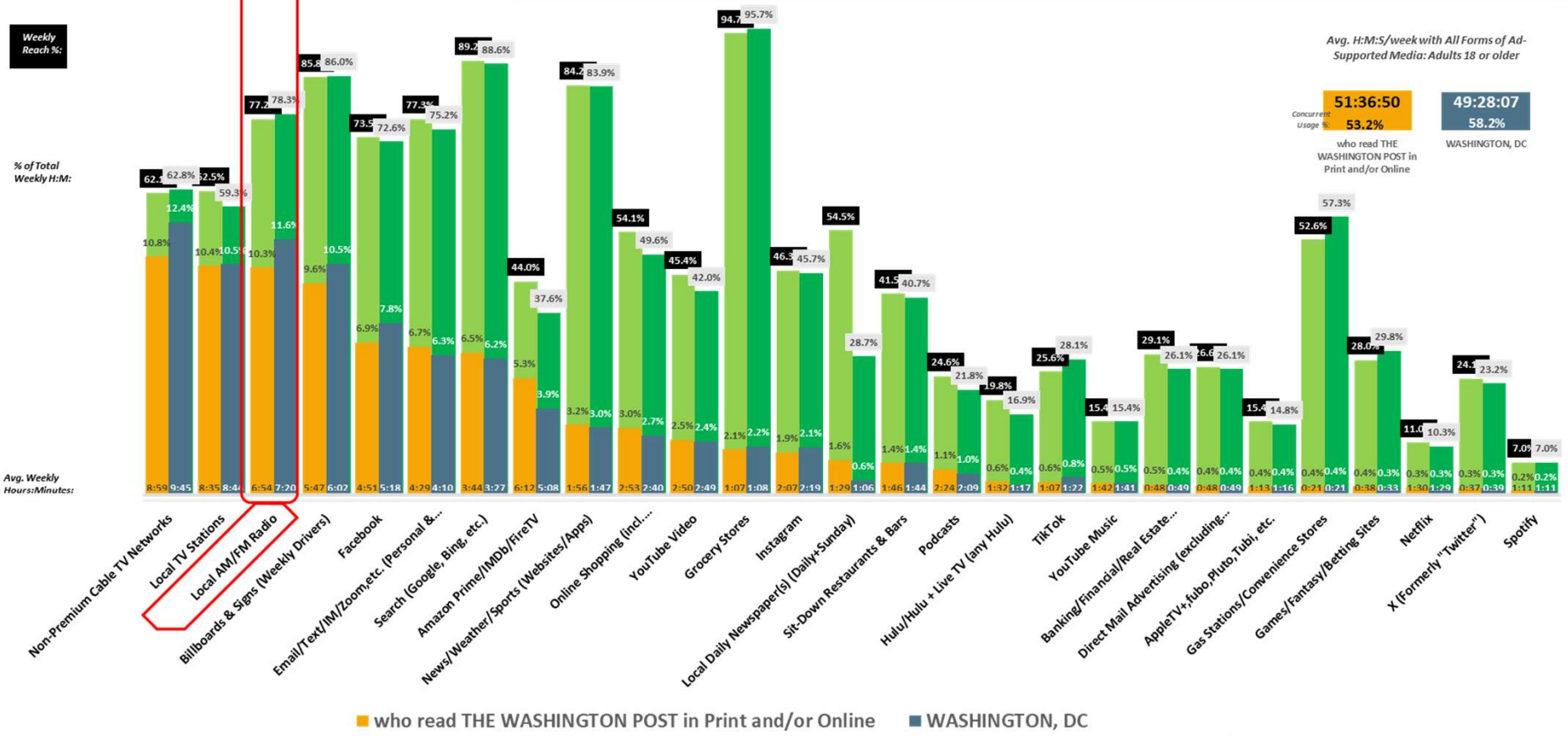
Integrated Newspaper Audience: Chicago Tribune INA

The Washington Post

Adults 18 or older who read THE WASHINGTON POST in Print and/or Online spend an average of 2 days, 3 hours, 36 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

77.2% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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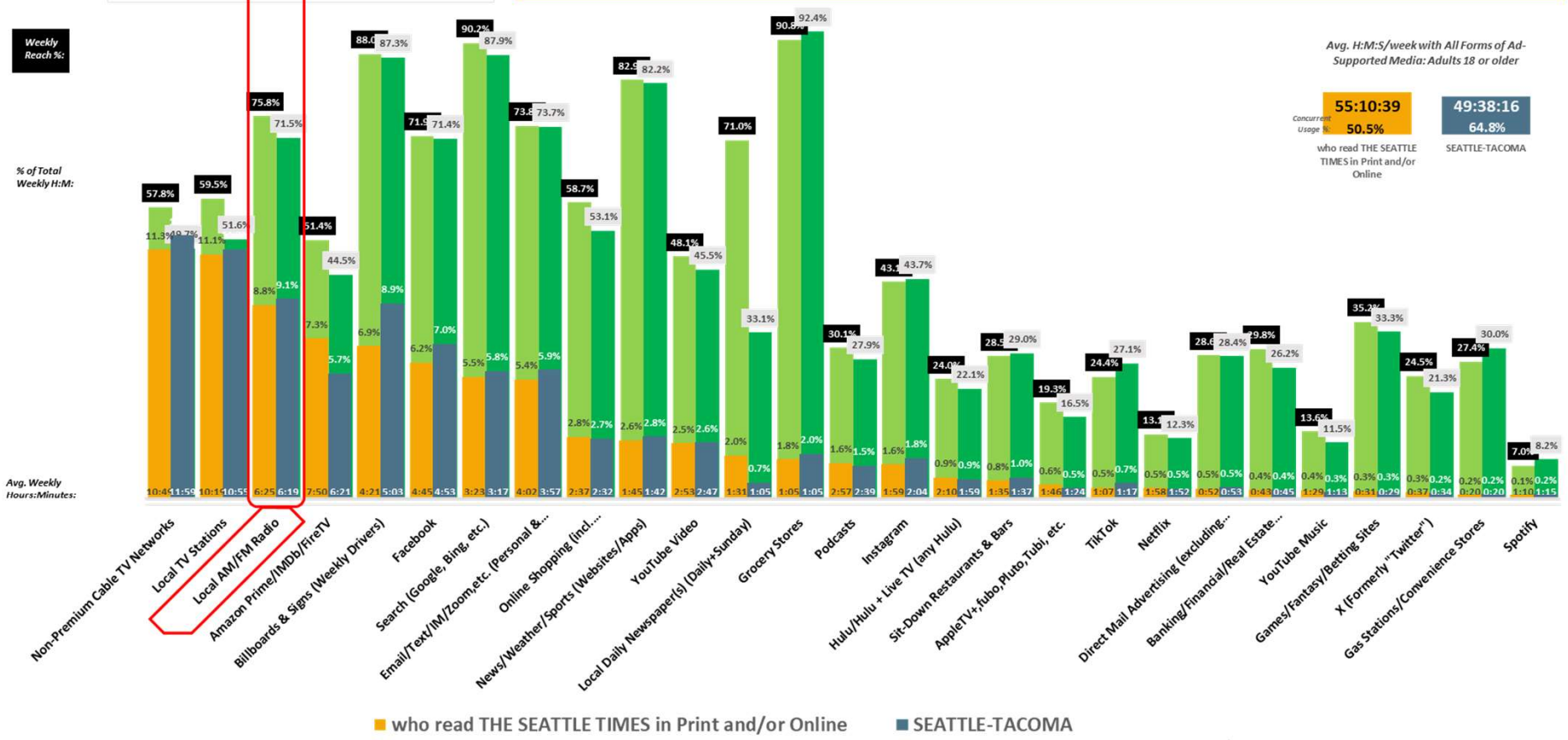
Integrated Newspaper Audience: Washington Post INA

The Seattle Times

Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online spend an average of 2 days, 7 hours, 10 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

75.8% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online spend an avg. of 6 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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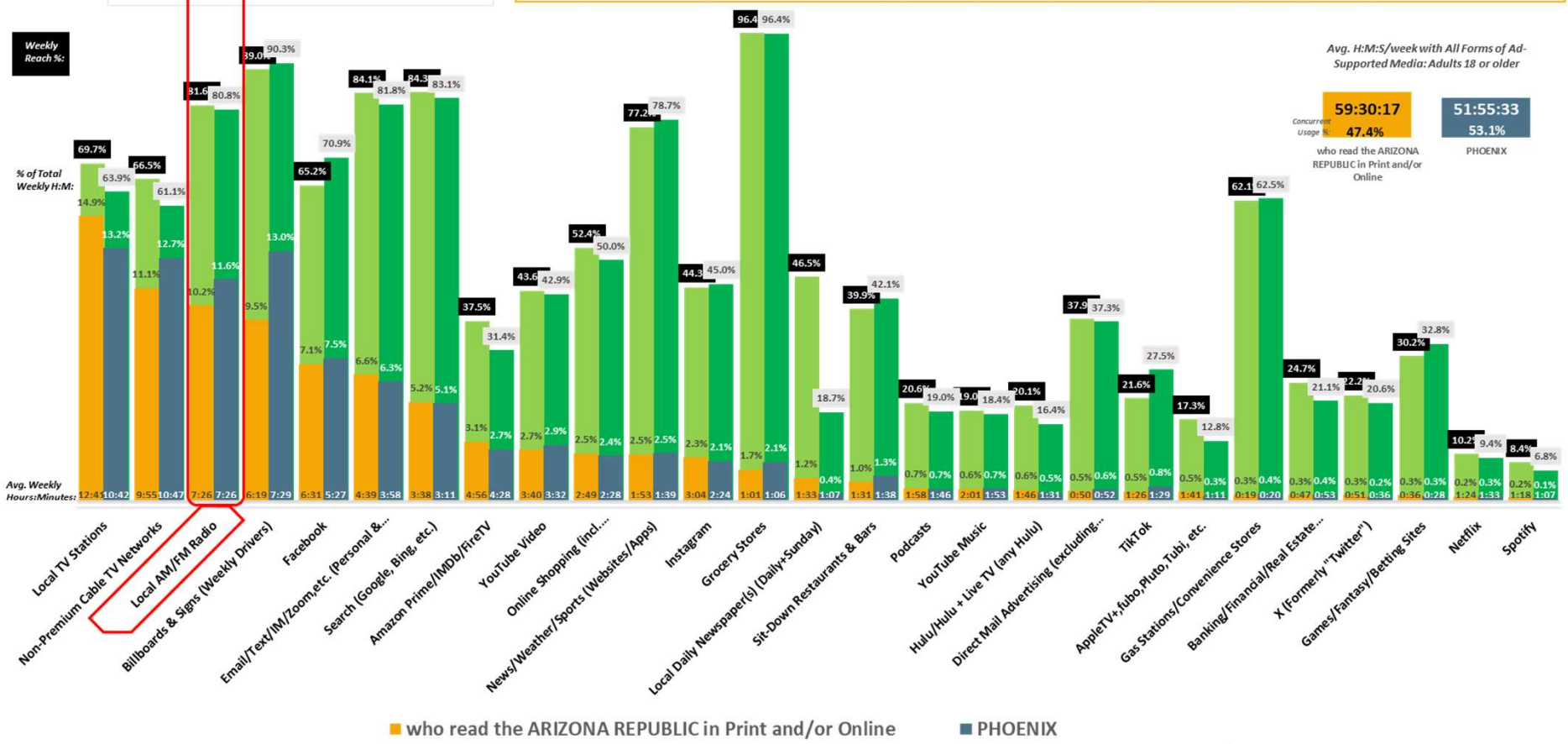
Integrated Newspaper Audience: Seattle Times INA

ARIZONA REPUBLIC
azcentral.com

Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online spend an average of 2 days, 11 hours, 30 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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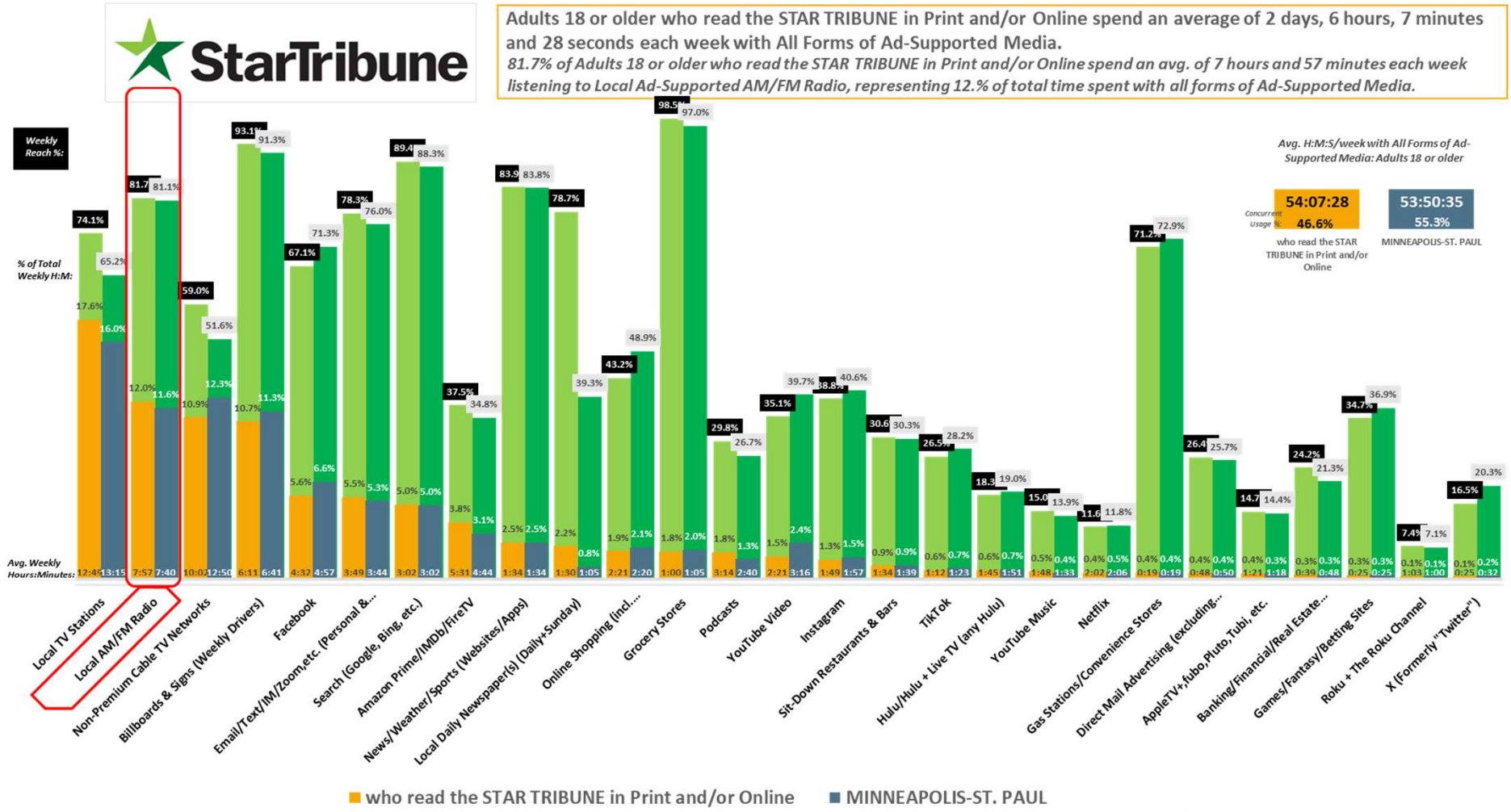
Integrated Newspaper Audience: Arizona Republic INA



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873
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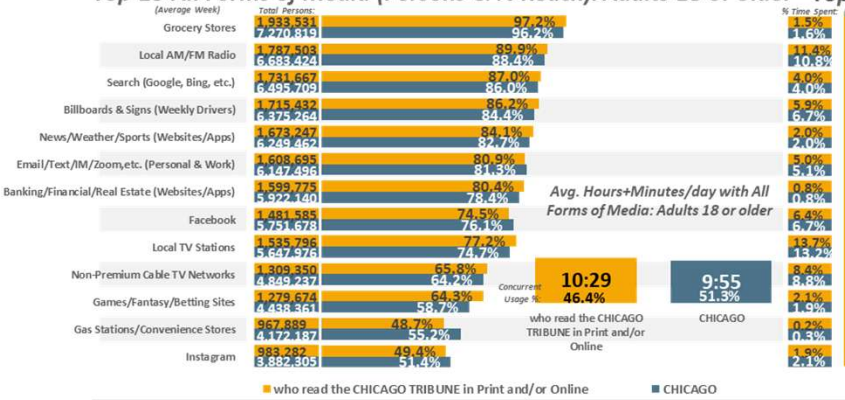
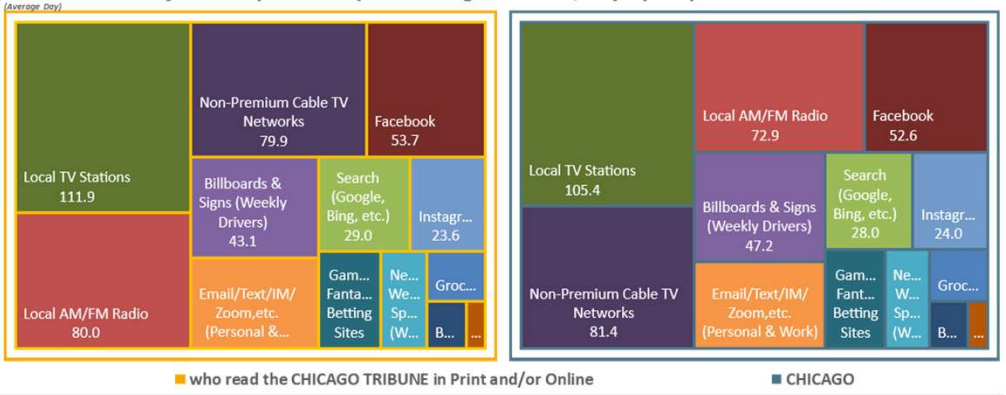
Integrated Newspaper Audience: Star Tribune INA

Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 73. minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

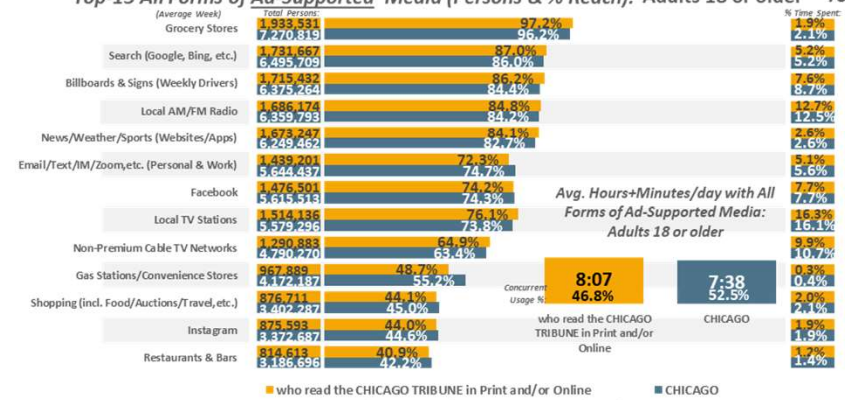
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



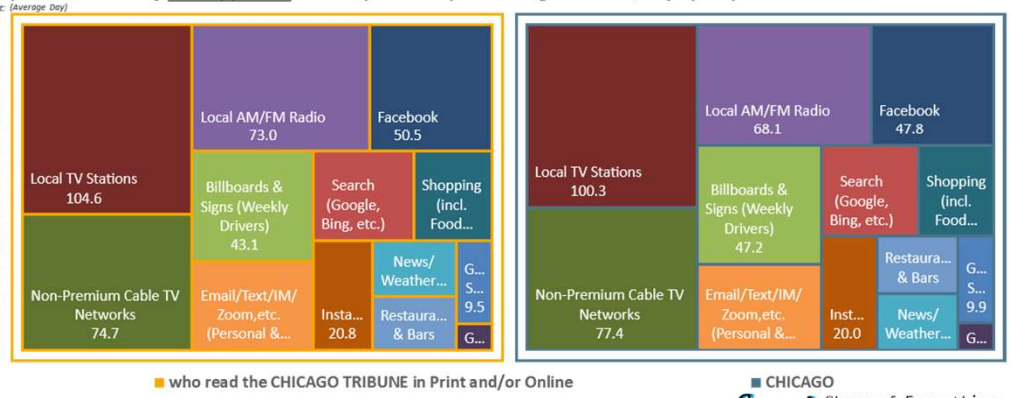
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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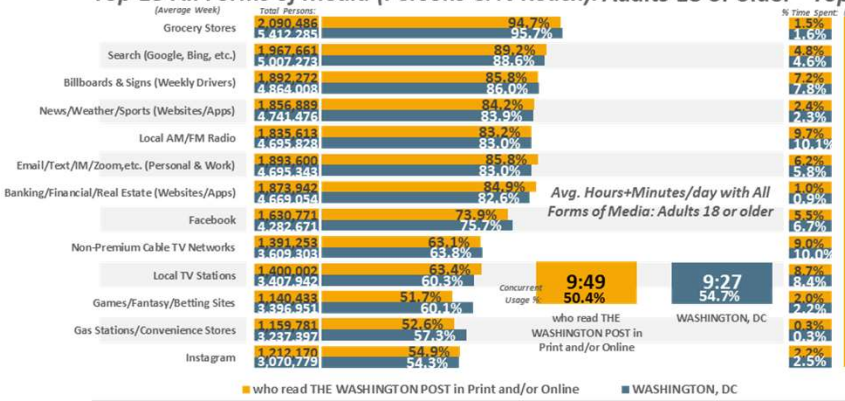
Integrated Newspaper Audience: Chicago Tribune INA

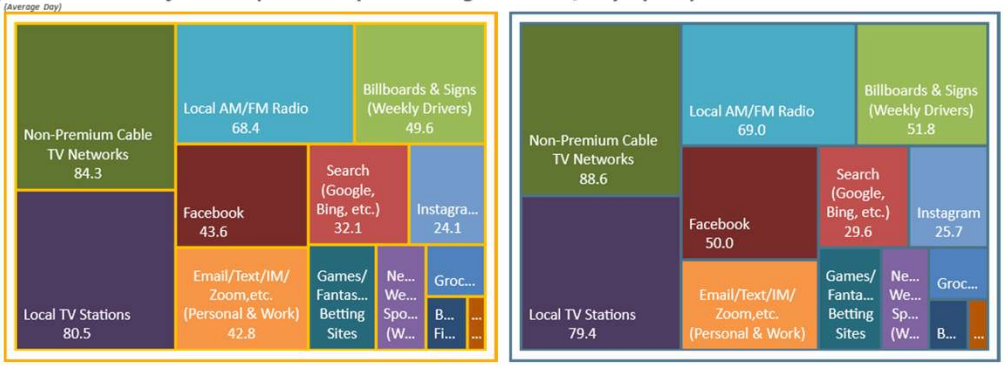
The Washington Post

Adults 18 or older who read THE WASHINGTON POST in Print and/or Online spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

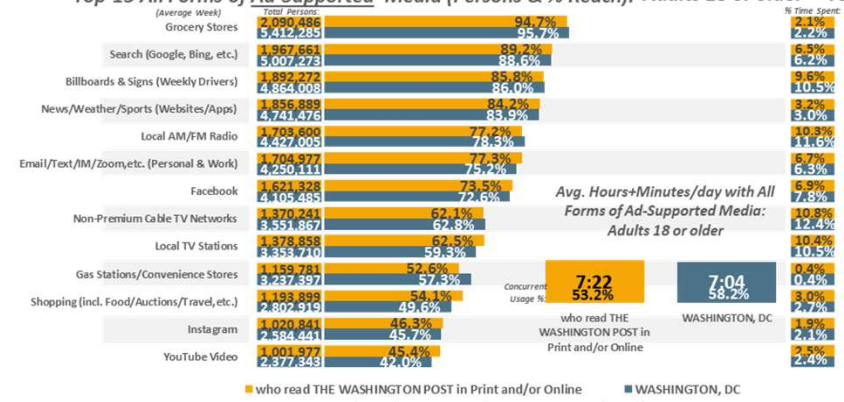
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



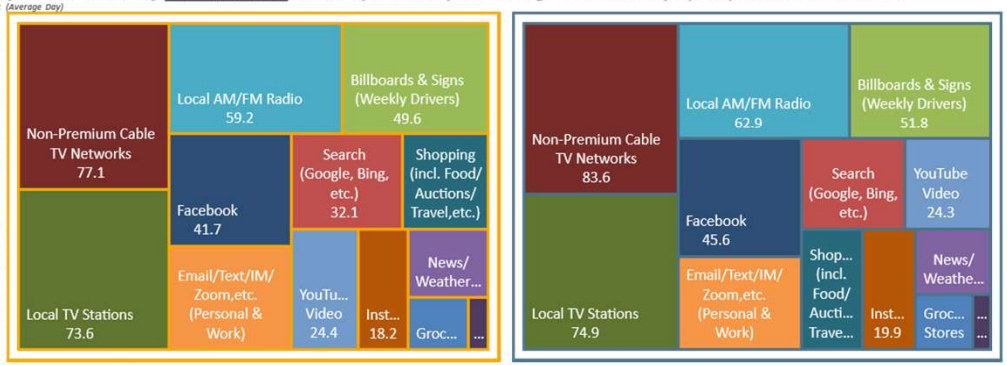
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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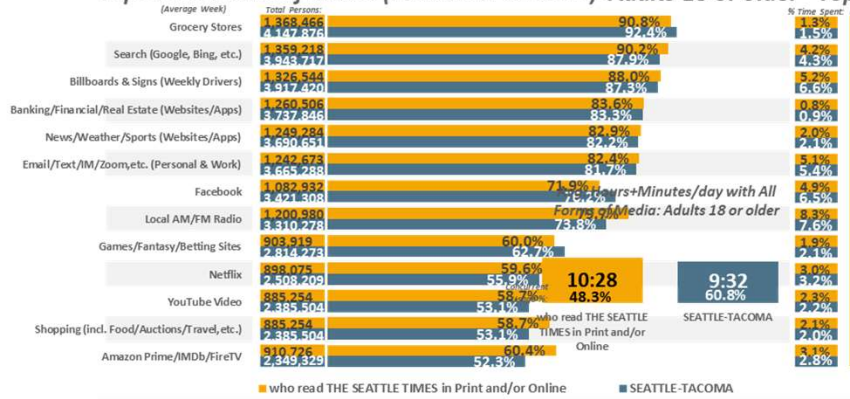
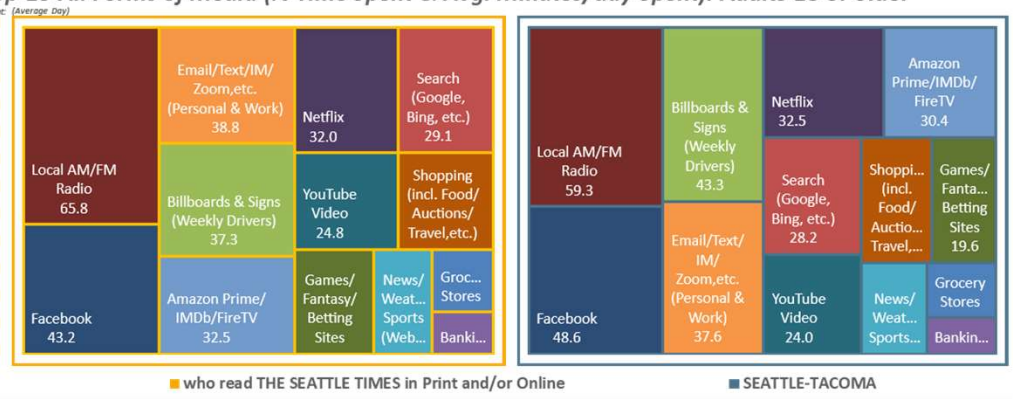
The Seattle Times

Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 75.8% listen to Local AM/FM Radio for an avg. of 55.1 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

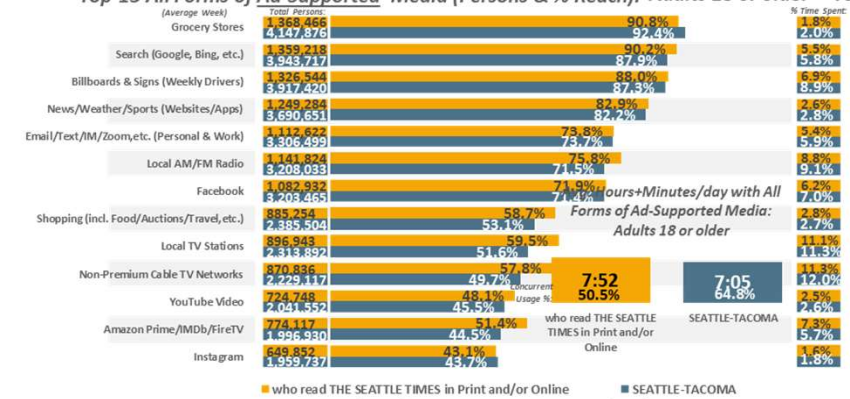
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



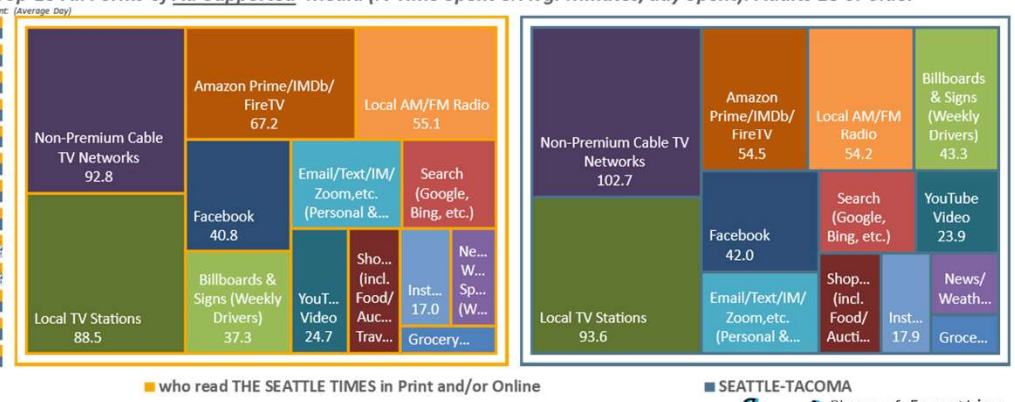
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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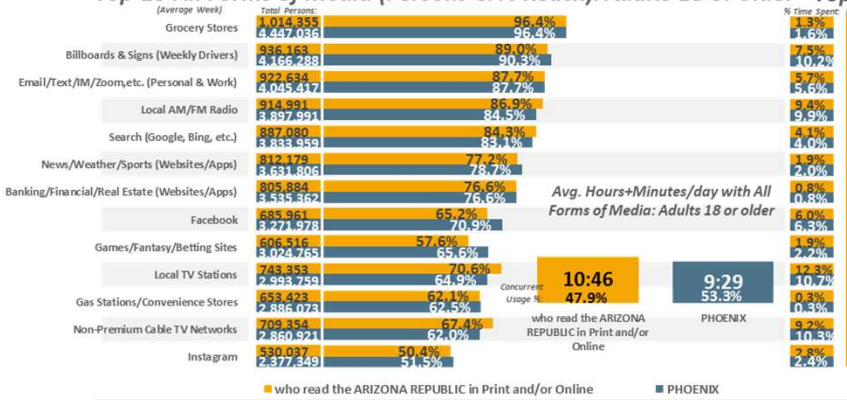
Integrated Newspaper Audience: Seattle Times INA

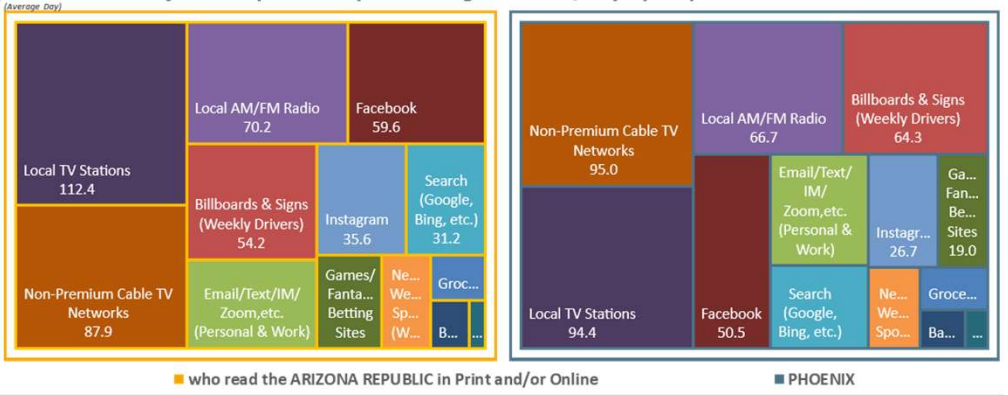
ARIZONA REPUBLIC
azcentral.com
PART OF THE USA TODAY NETWORK

Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

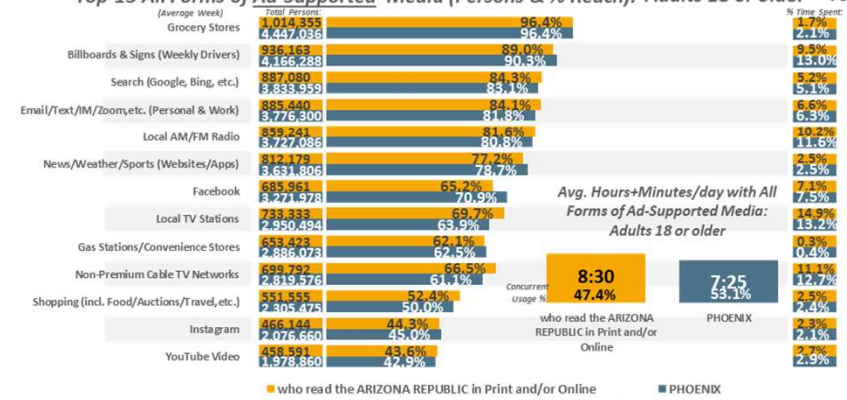
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



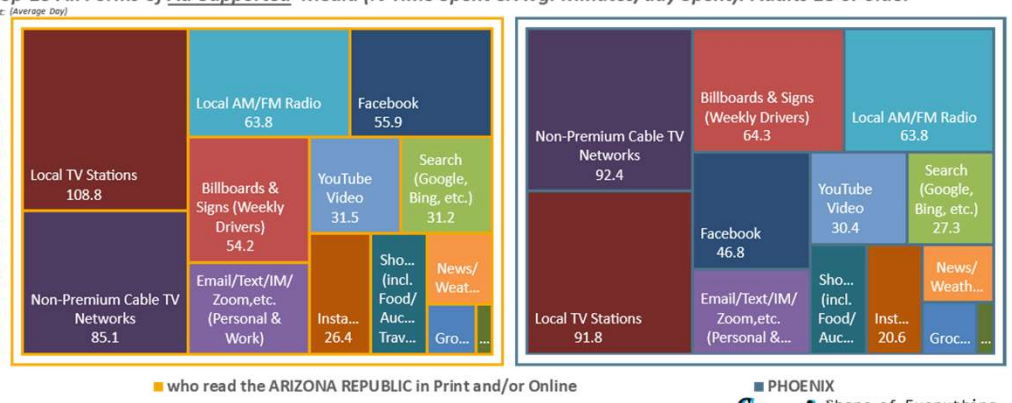
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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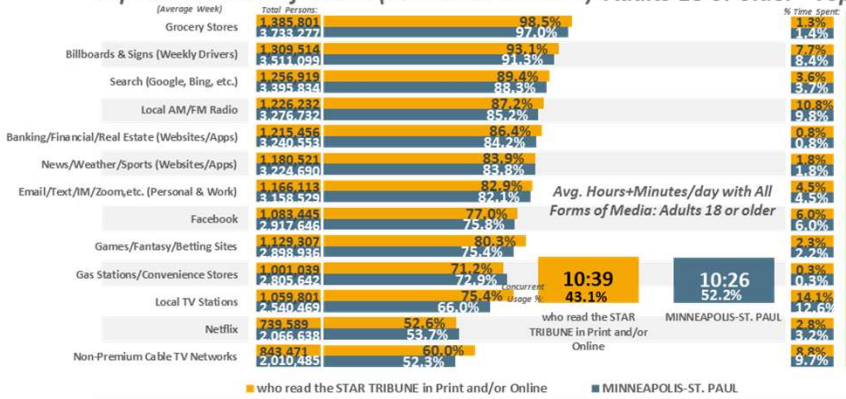
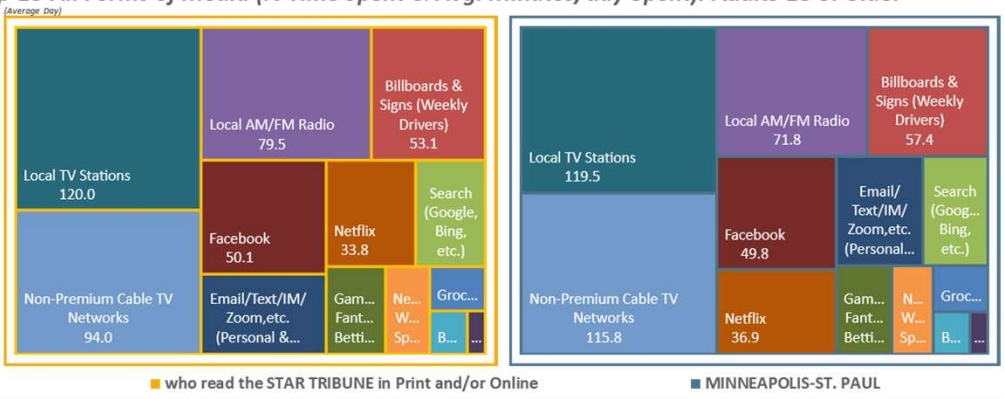
Integrated Newspaper Audience: Arizona Republic INA

Adults 18 or older who read the STAR TRIBUNE in Print and/or Online spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 68.2 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

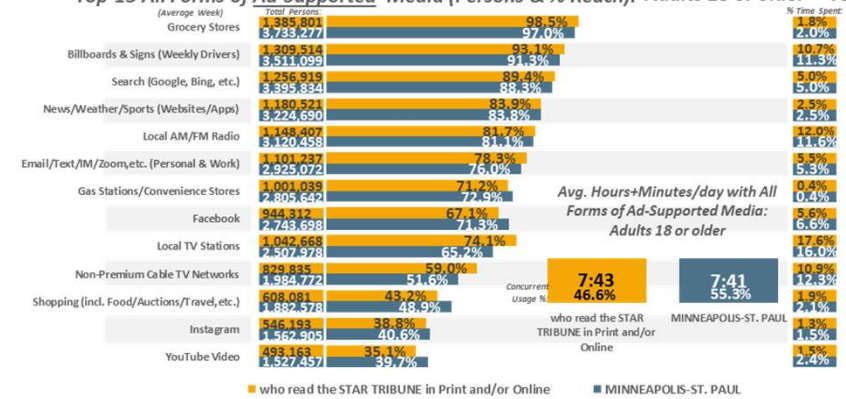
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



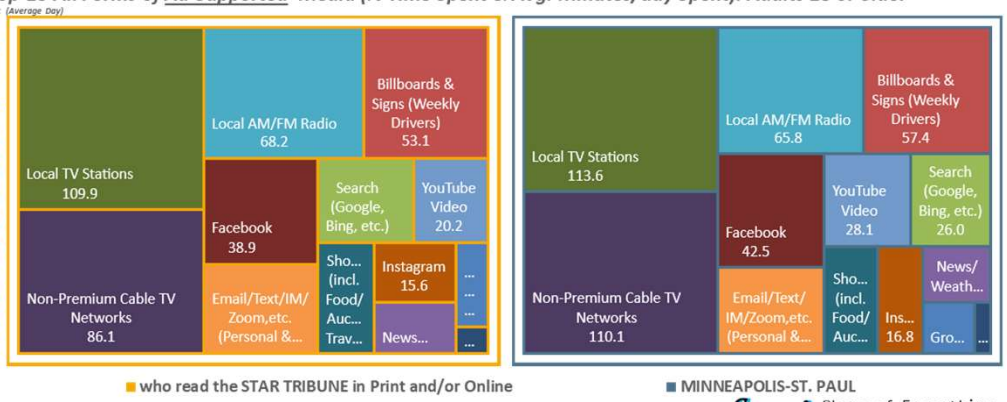
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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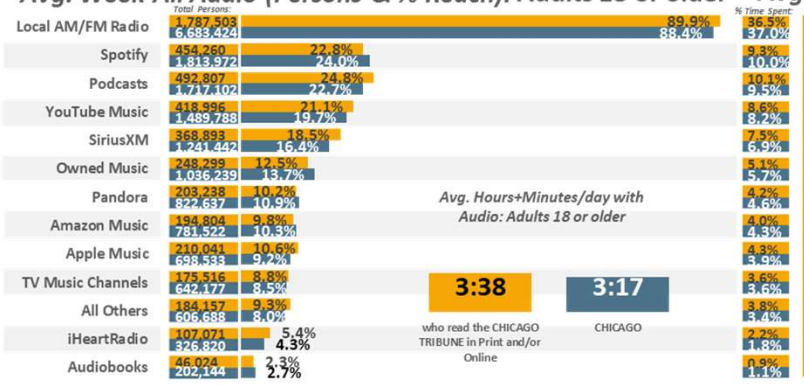
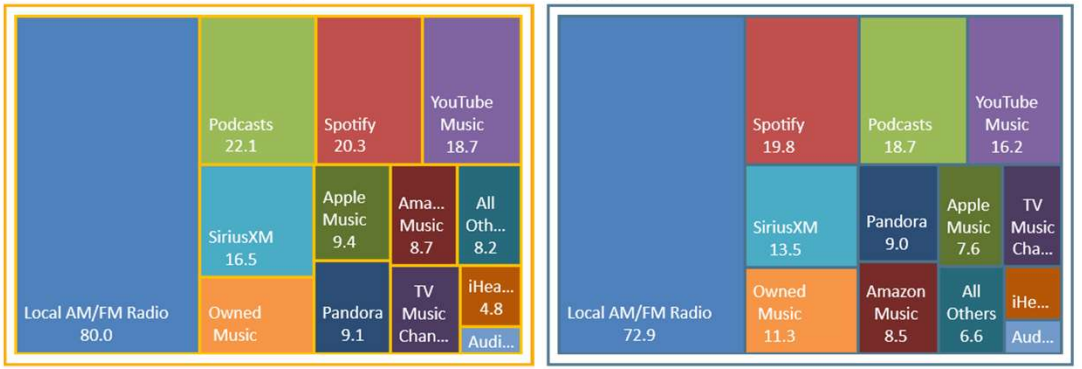
Integrated Newspaper Audience: Star Tribune INA

1,686,174 or 84.8% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

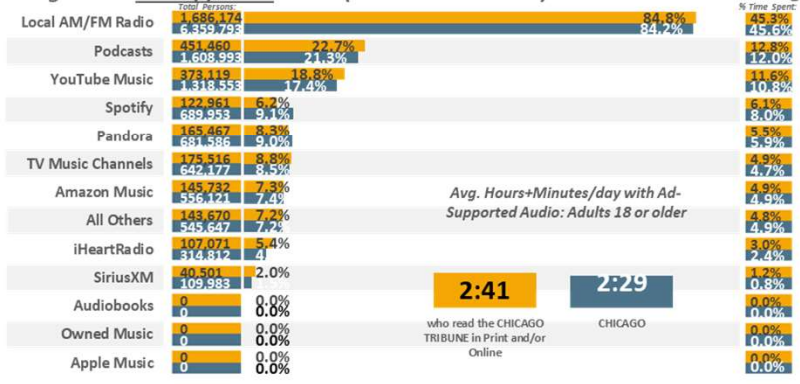
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



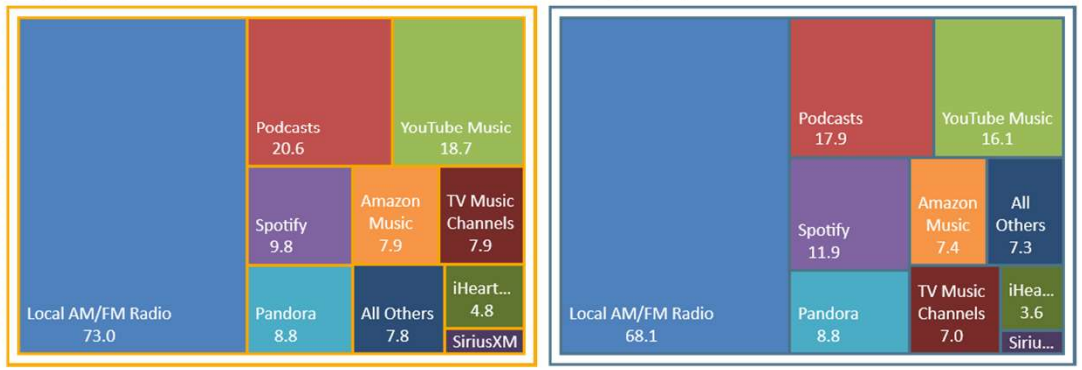
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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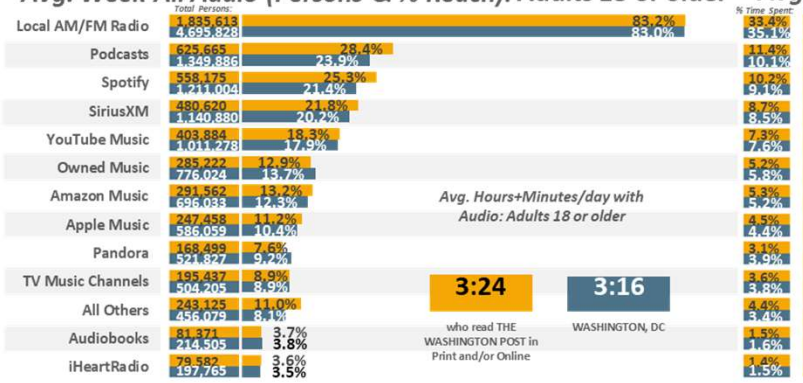
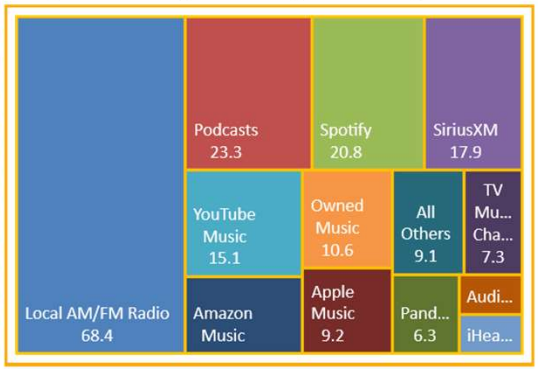
The Washington Post

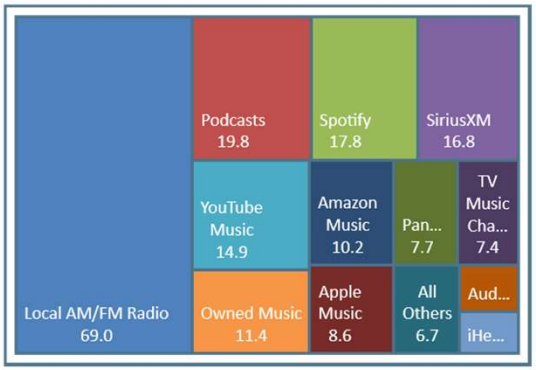
1,703,600 or 77.2% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

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

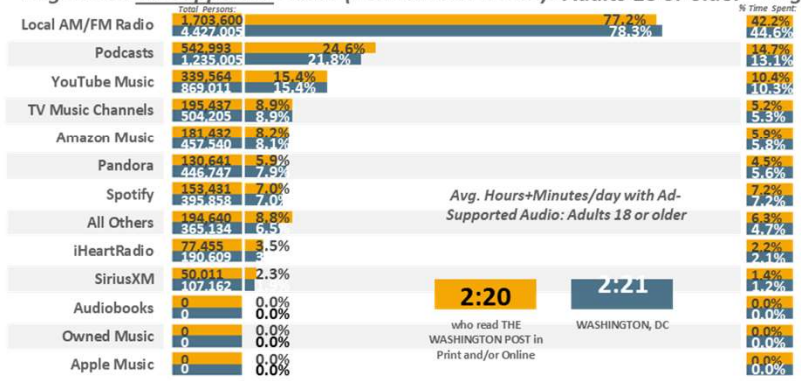


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

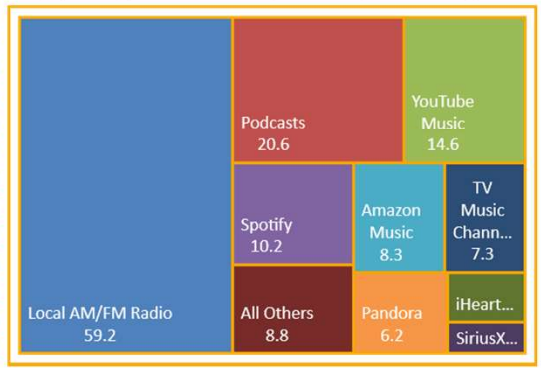


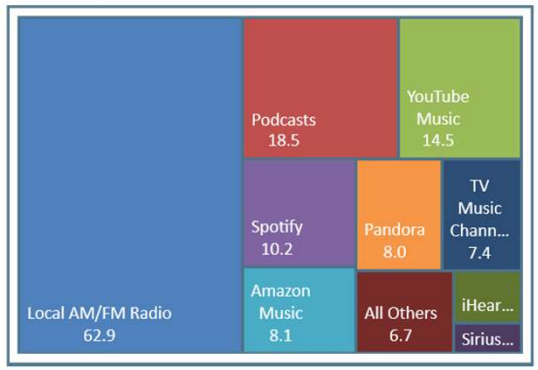


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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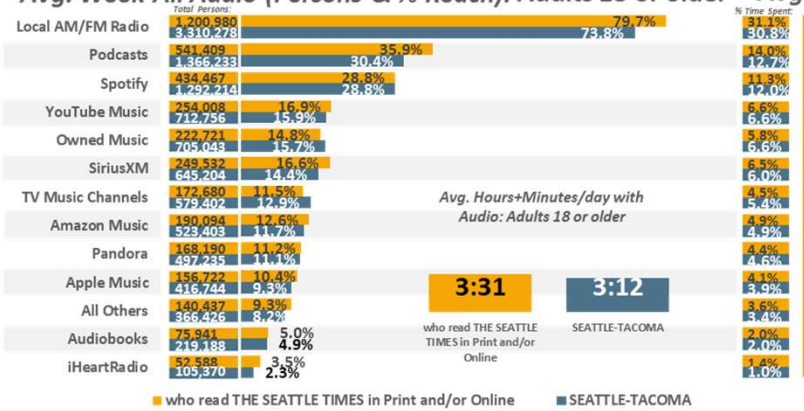
Integrated Newspaper Audience: Washington Post INA

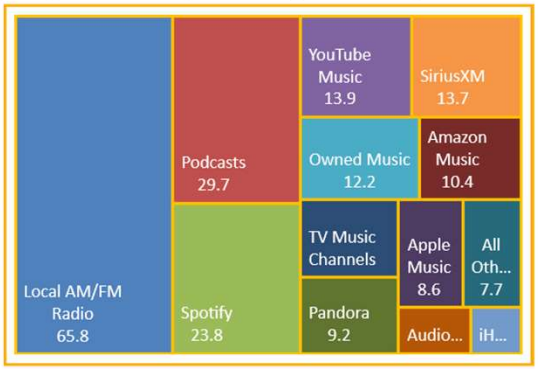
The Seattle Times

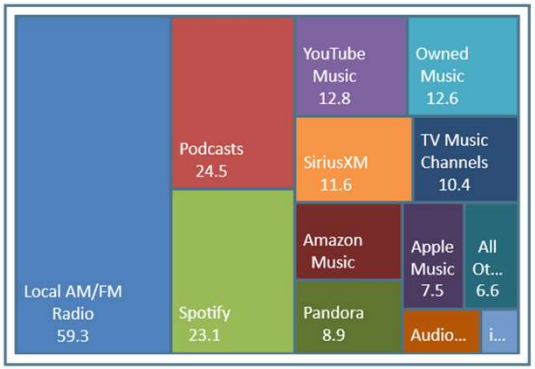
1,141,824 or 75.8% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 55.1 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

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

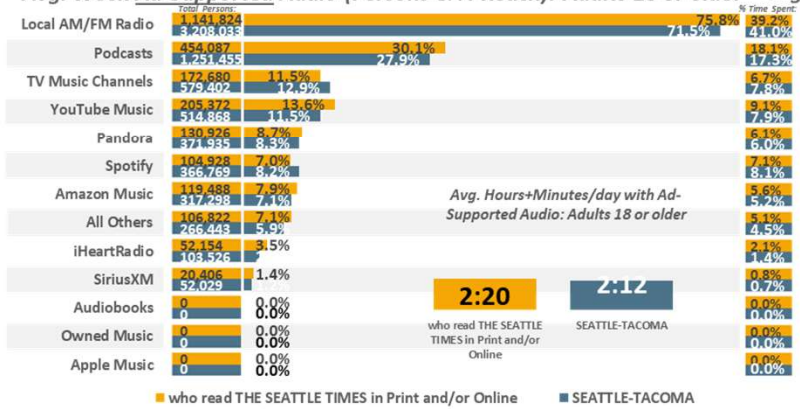


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

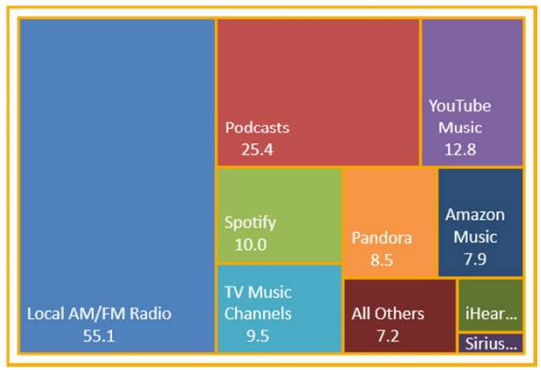


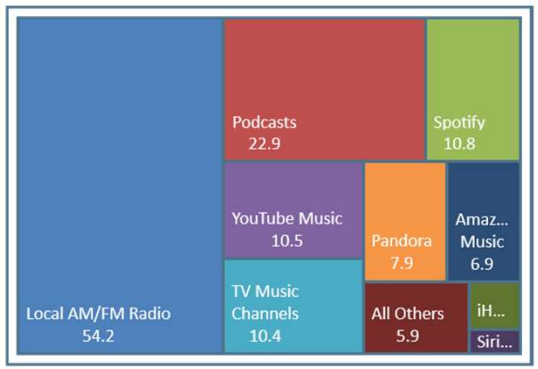


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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ARIZONA REPUBLIC
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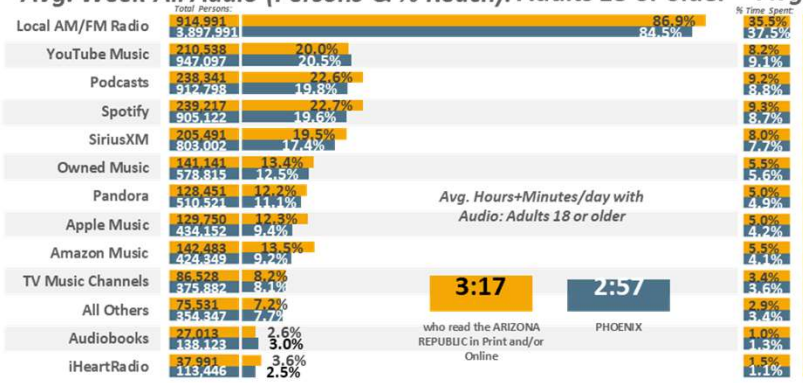
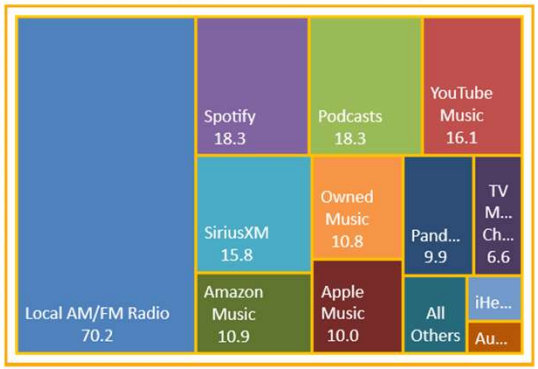
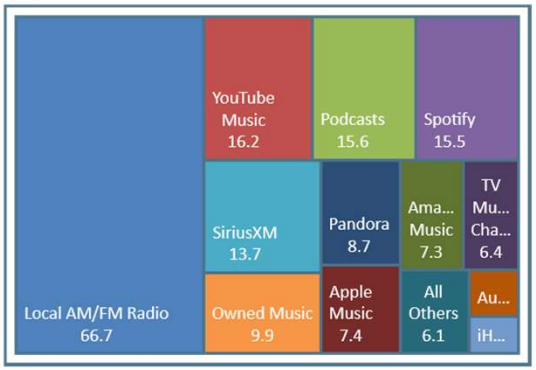
859,241 or 81.6% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

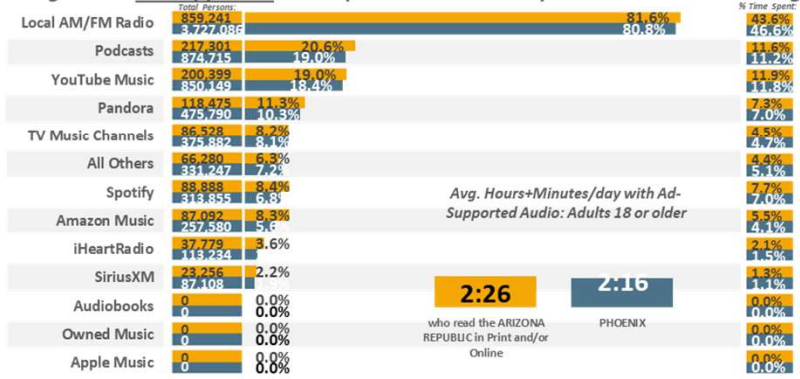
Avg. Week All Audio (Persons & % Reach): Adults 18 or older

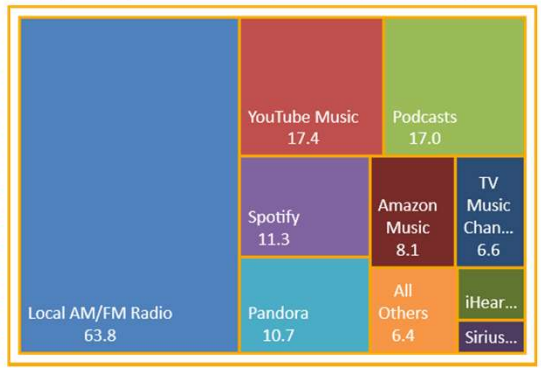


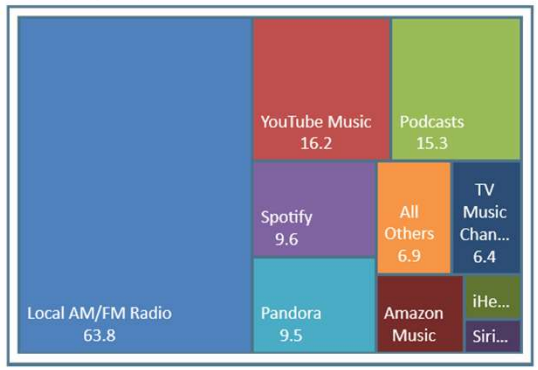




Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older







PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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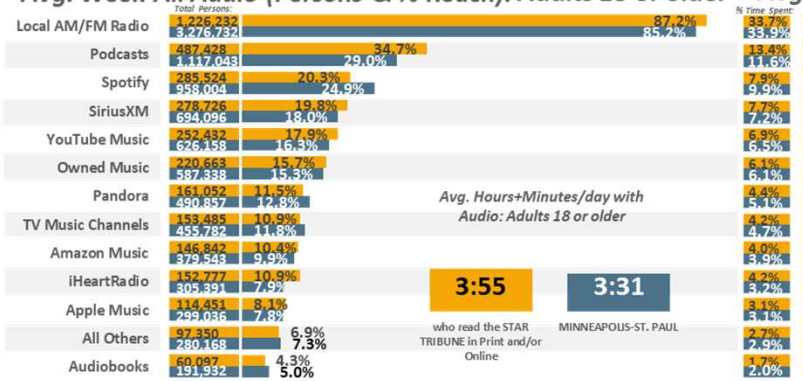
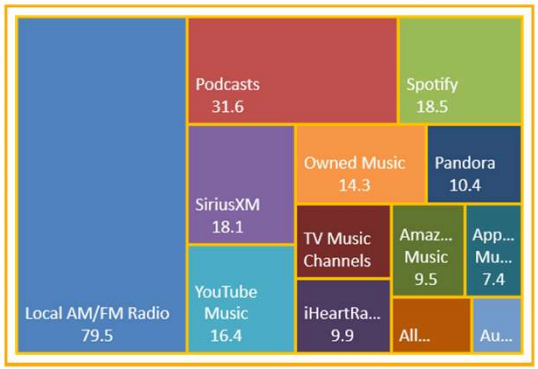
Integrated Newspaper Audience: Arizona Republic INA

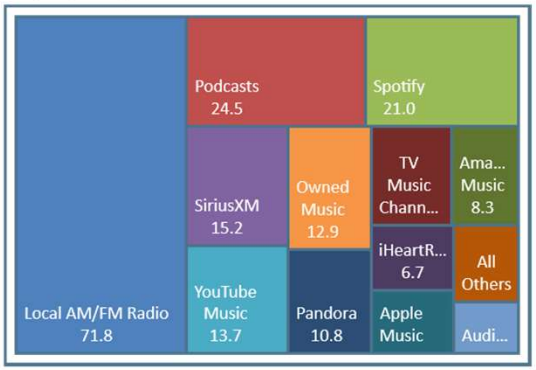
1,148,407 or 81.7% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

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

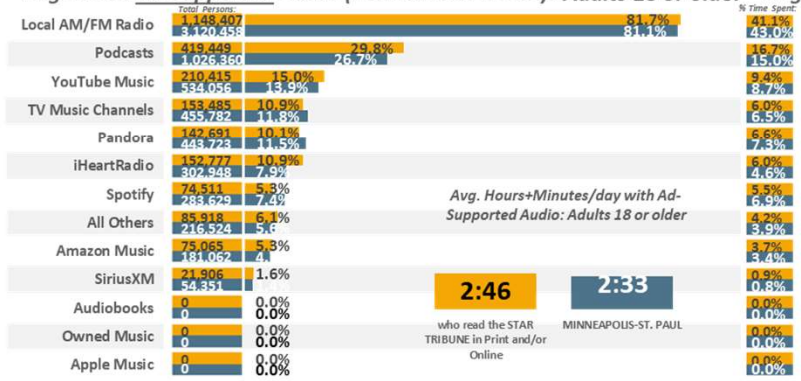


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

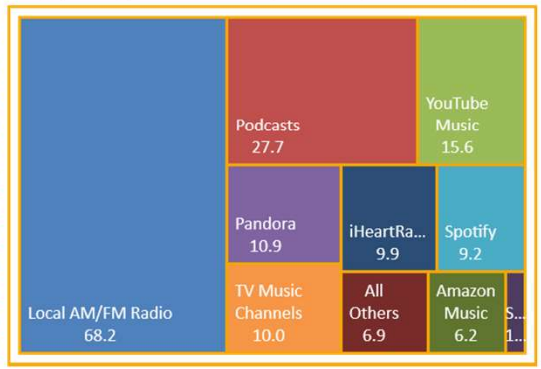


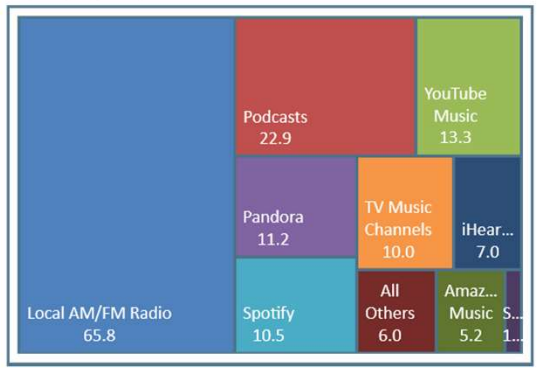


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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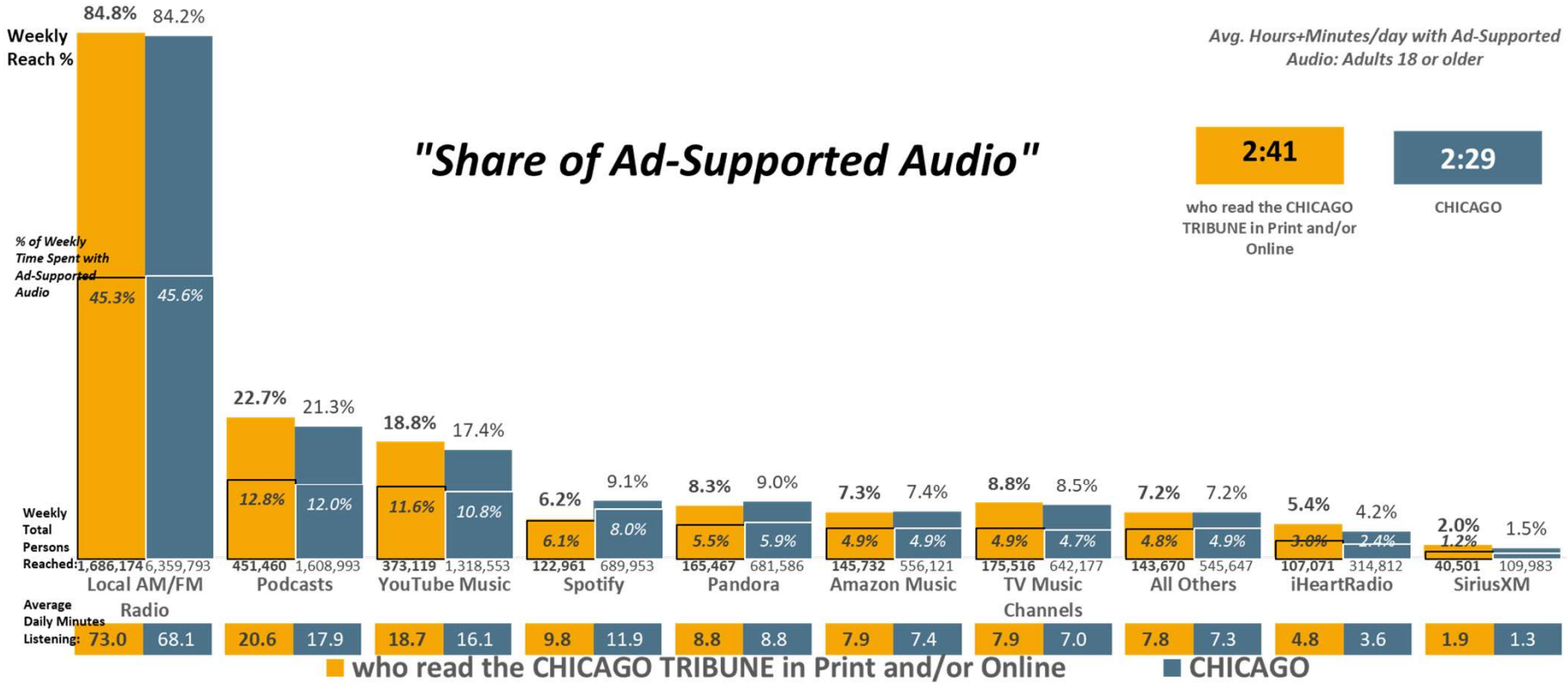
1,686,174 or 84.8% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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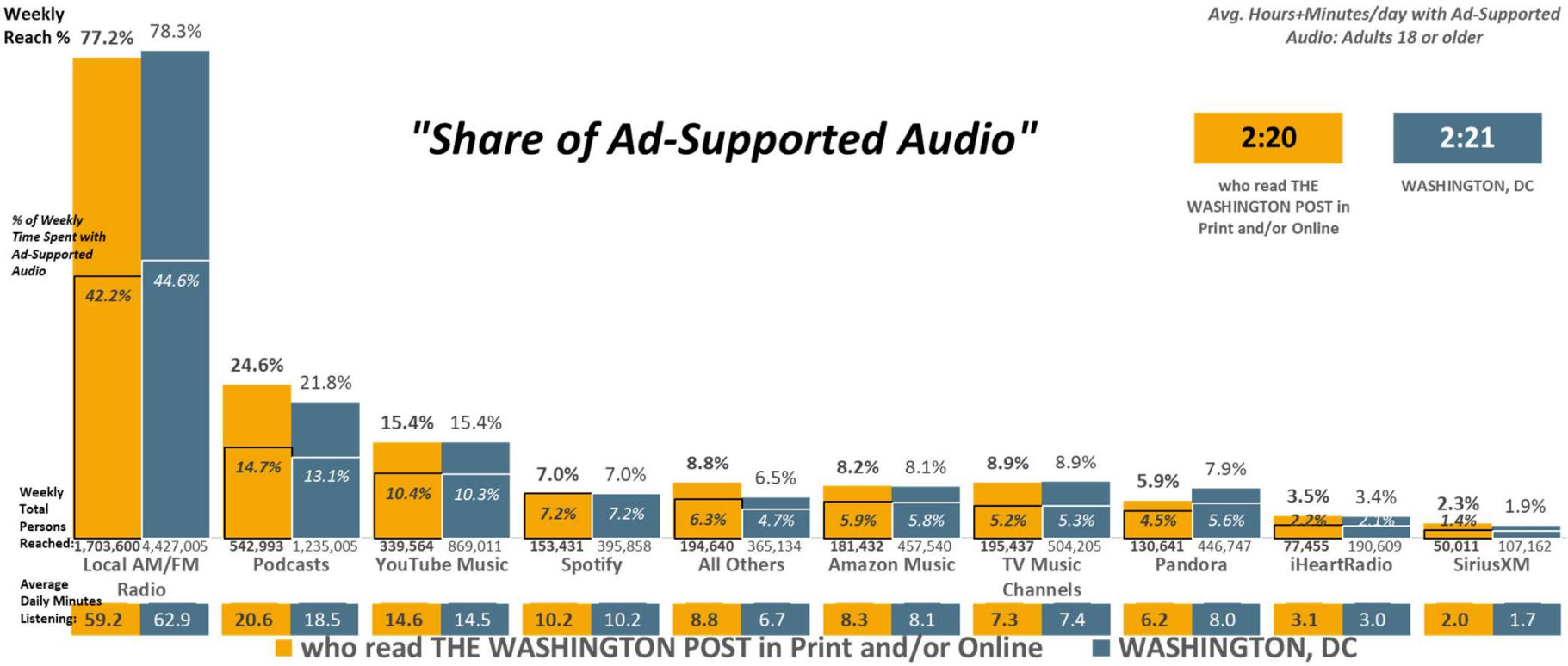
Integrated Newspaper Audience: Chicago Tribune INA

The Washington Post

1,703,600 or 77.2% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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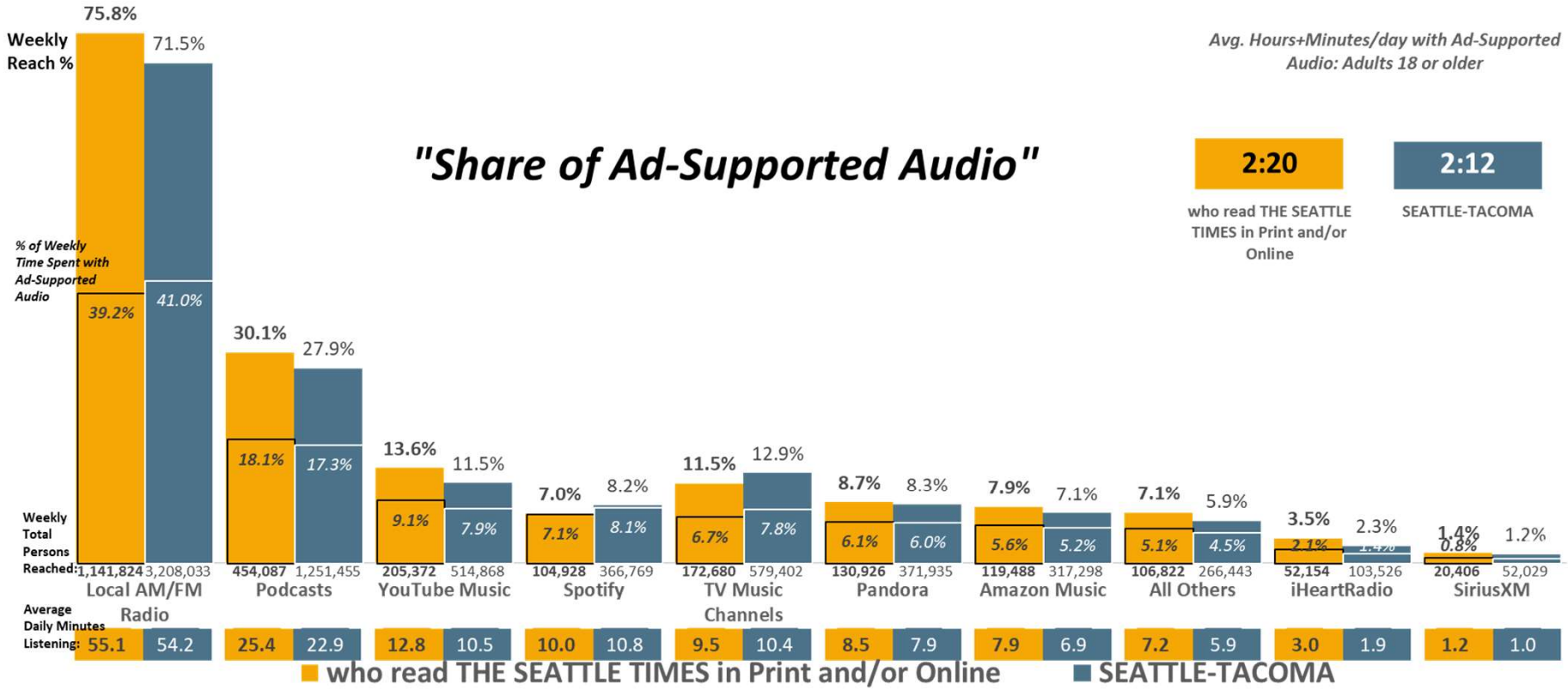
Integrated Newspaper Audience: Washington Post INA

The Seattle Times

1,141,824 or 75.8% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 55.1 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Integrated Newspaper Audience: Seattle Times INA

ARIZONA REPUBLIC
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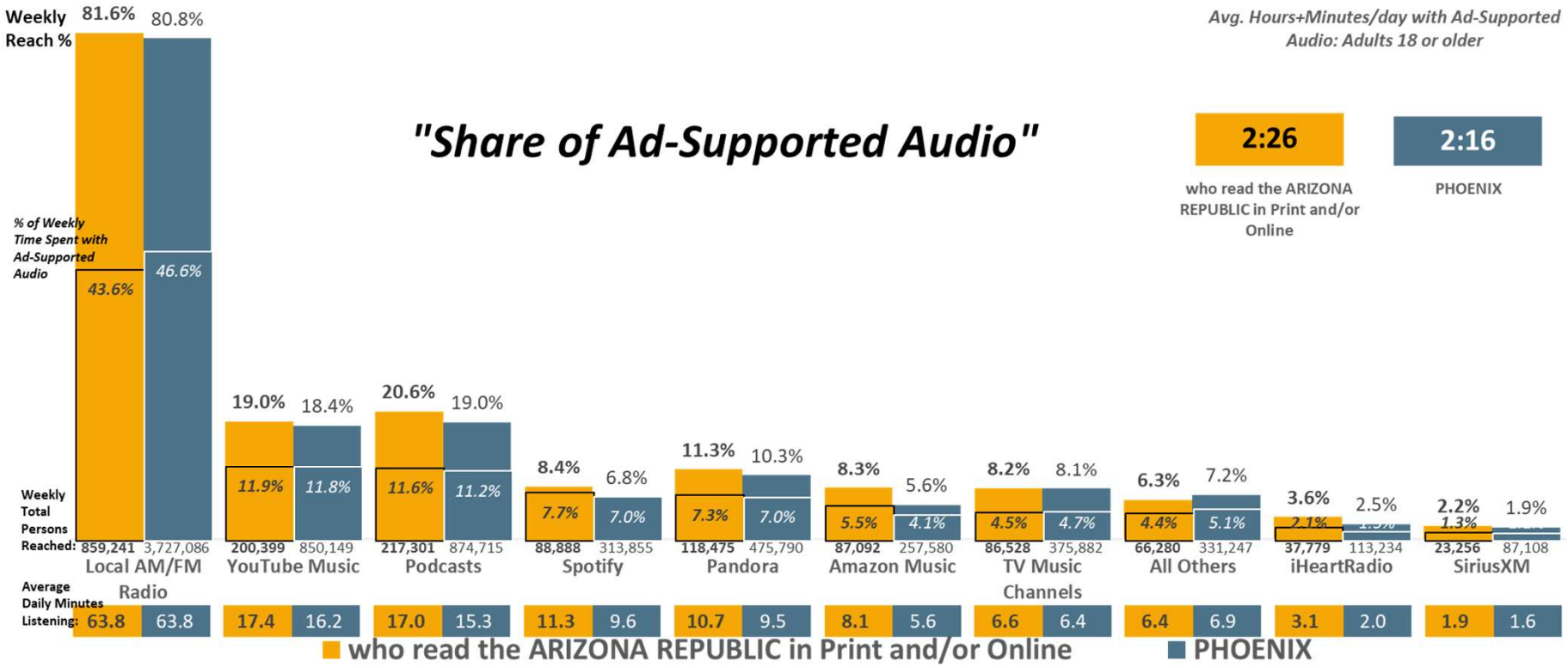
859,241 or 81.6% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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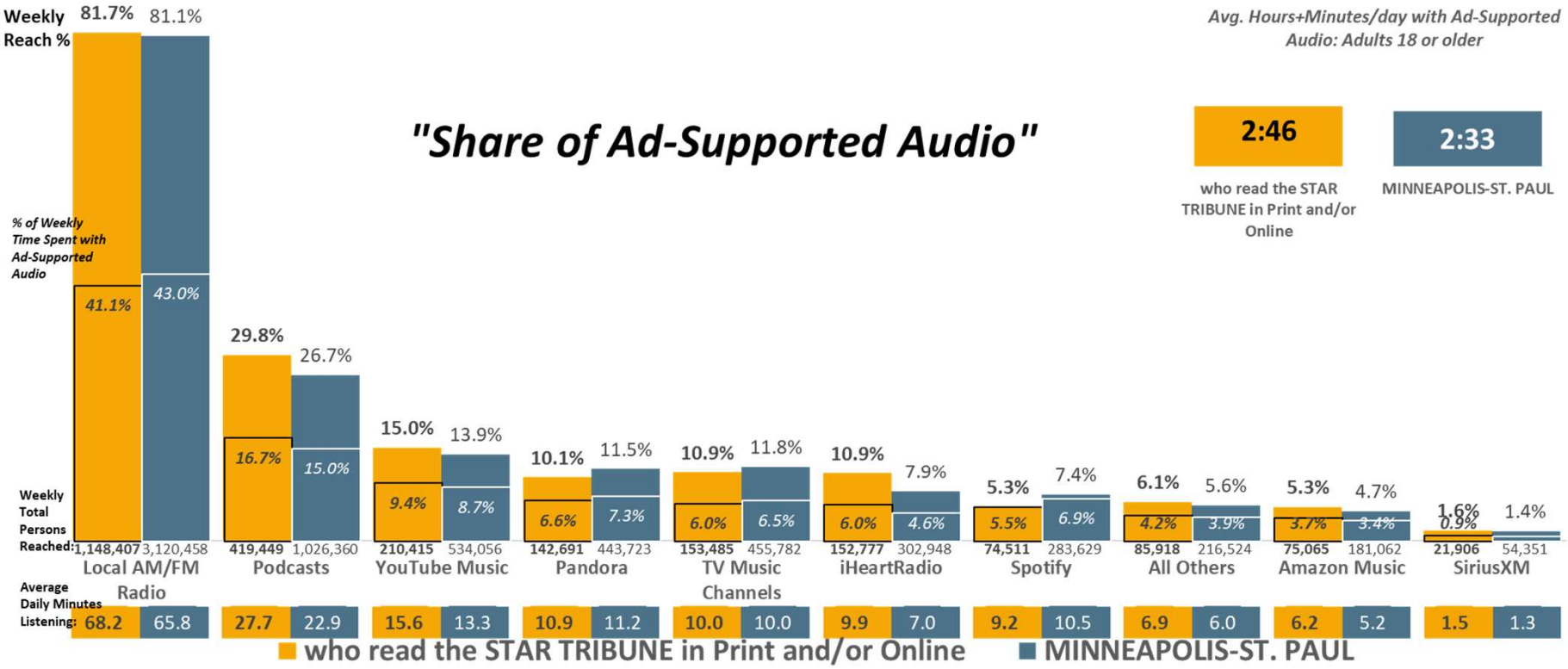
Integrated Newspaper Audience: Arizona Republic INA

1,148,407 or 81.7% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873
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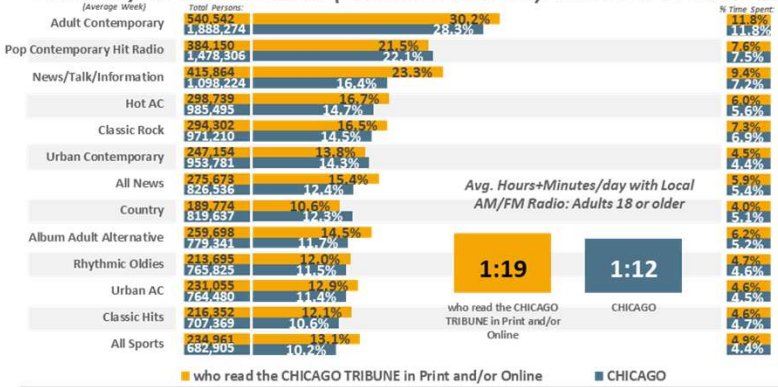
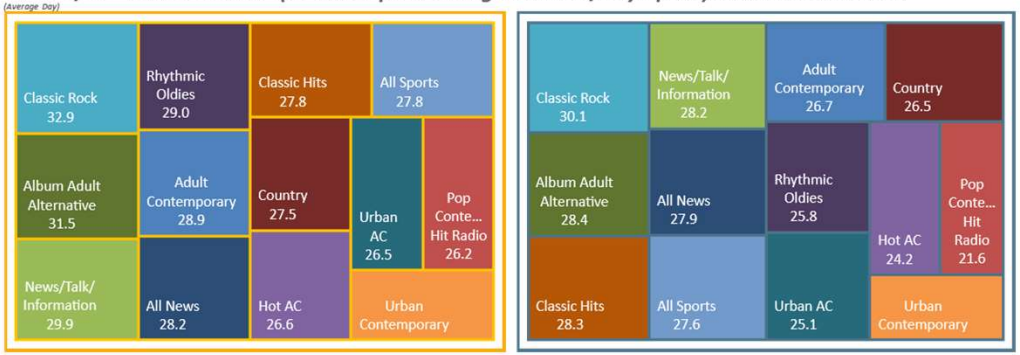
Integrated Newspaper Audience: Star Tribune INA

1,686,174 or 84.8% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Rock, and All News.

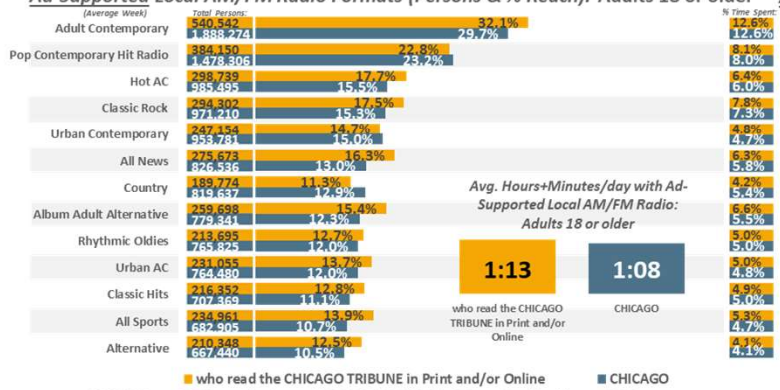
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



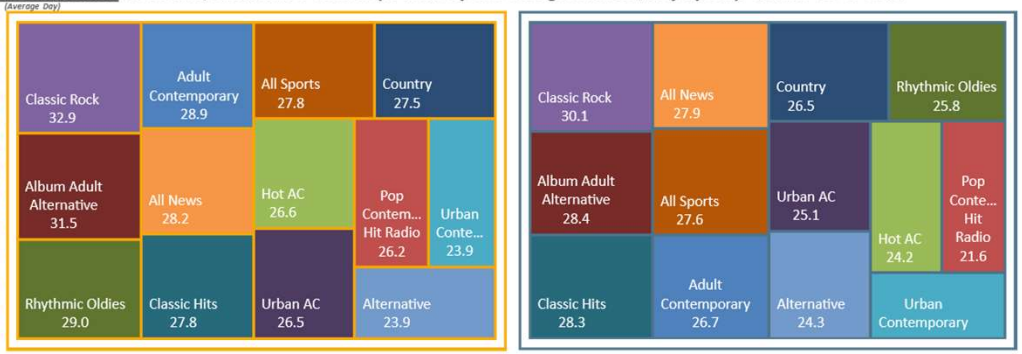
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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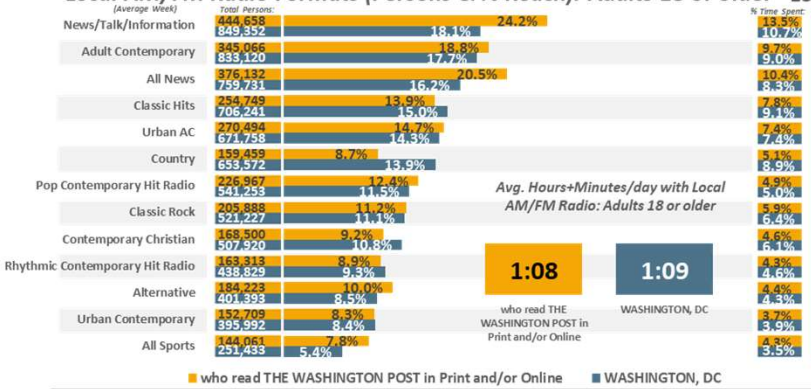
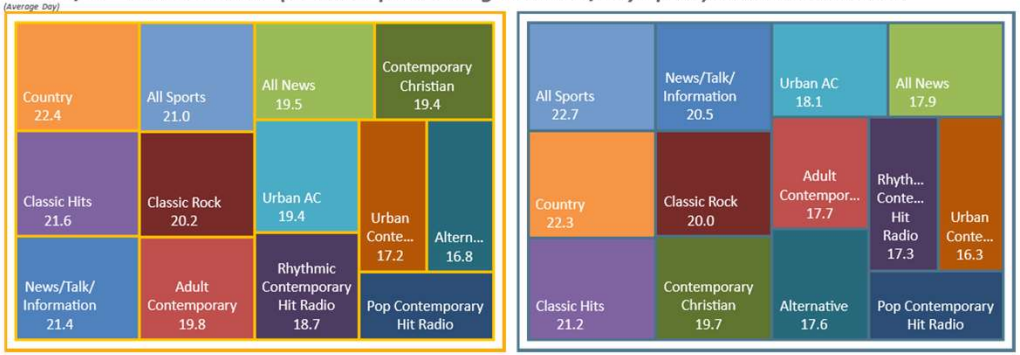
The Washington Post

1,703,600 or 77.2% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Urban AC, Classic Hits, and Pop Contemporary Hit Radio.

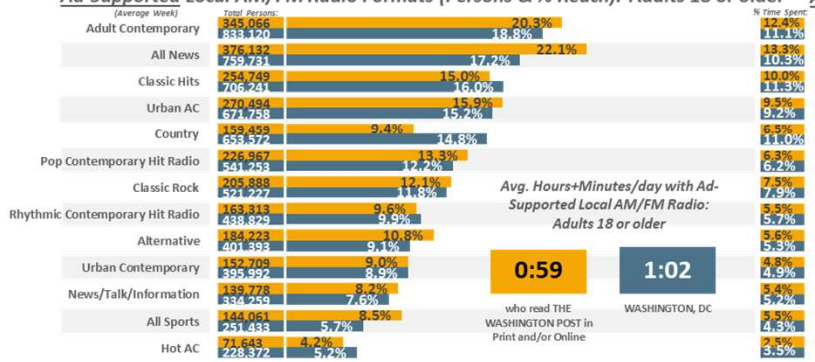
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



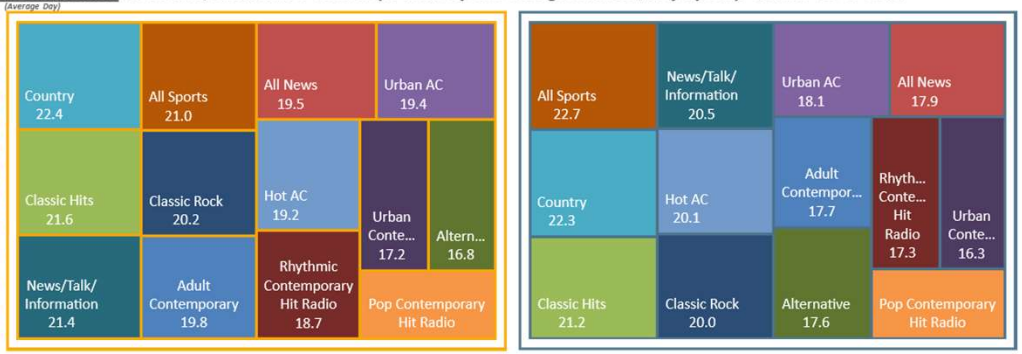
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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The Seattle Times

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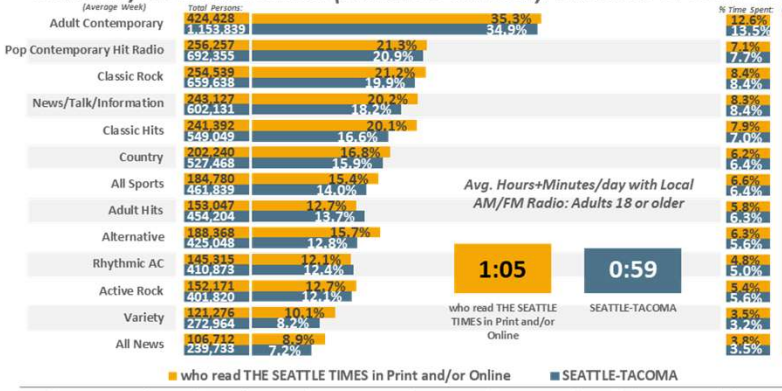
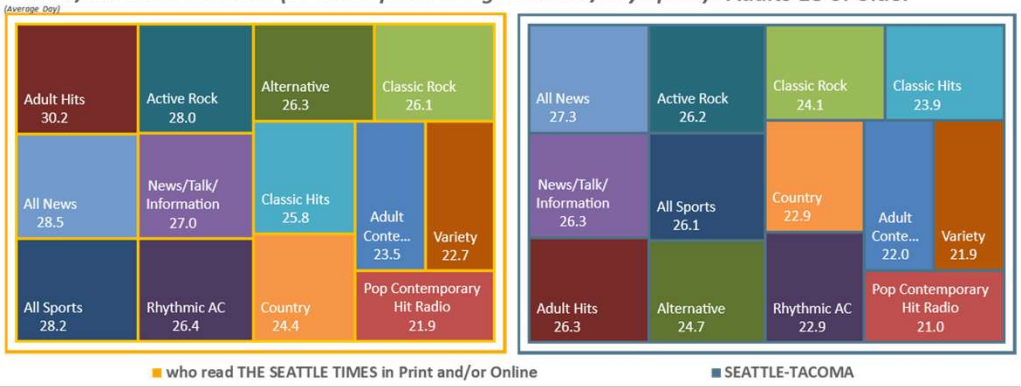
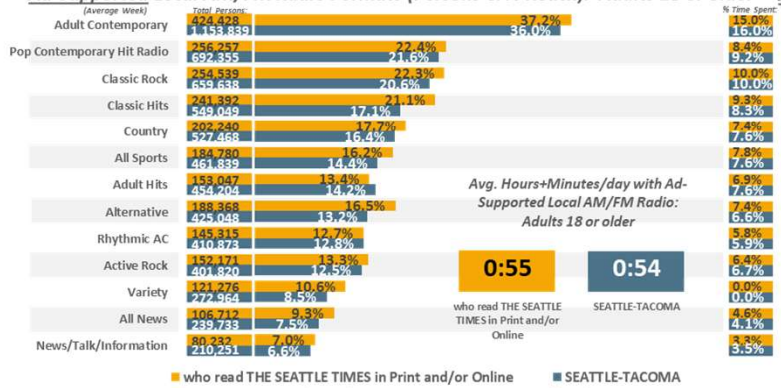
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



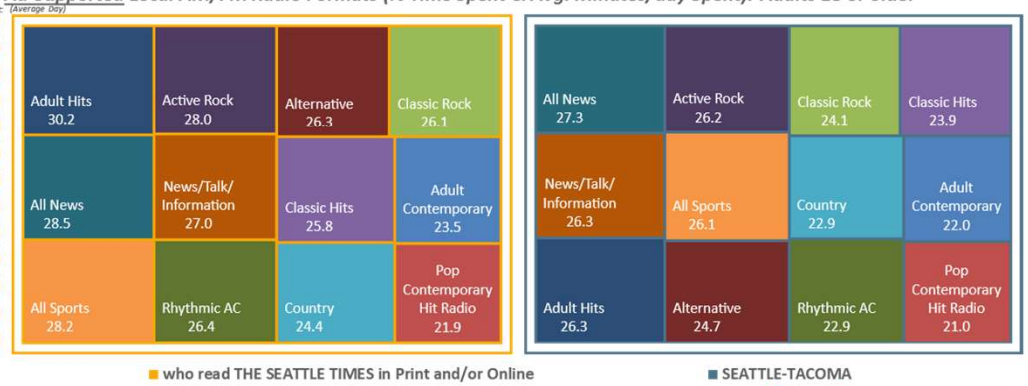
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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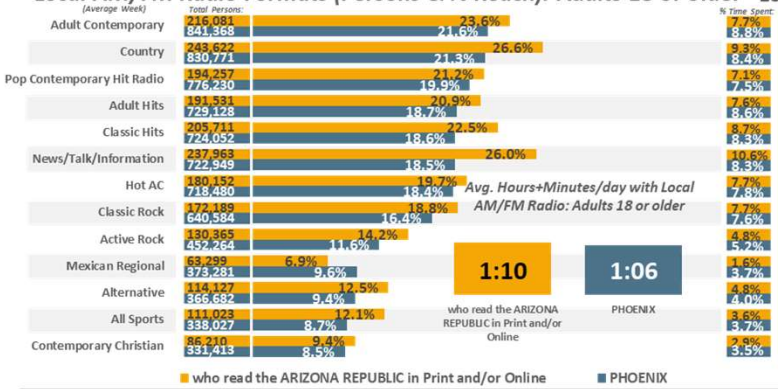
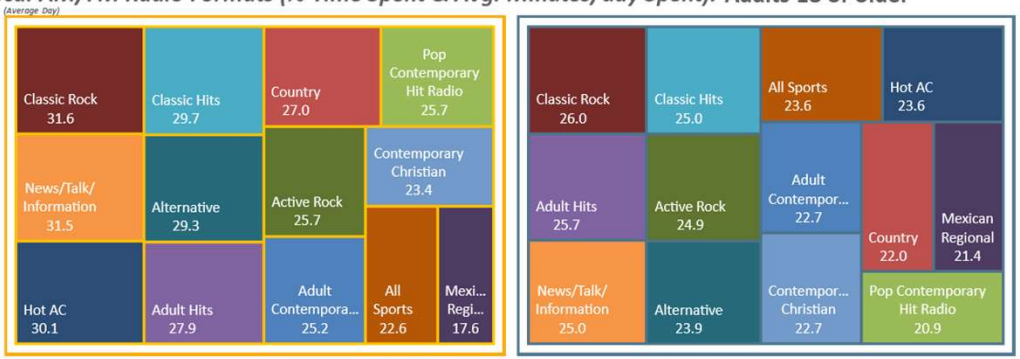
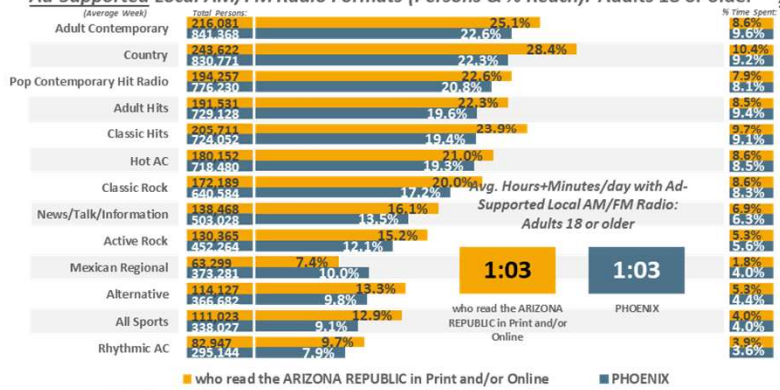
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



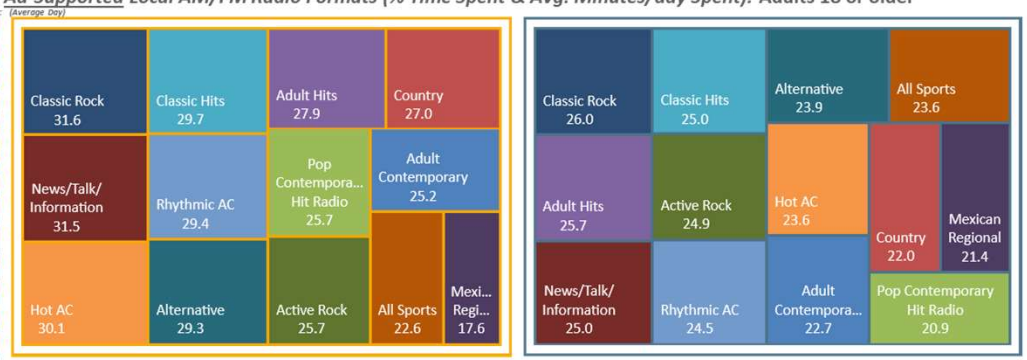
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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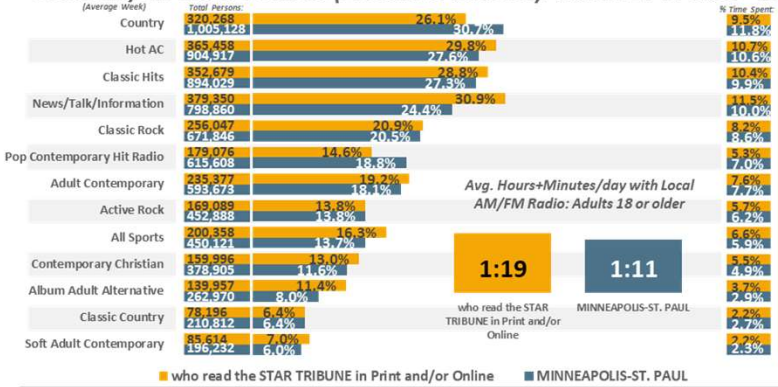
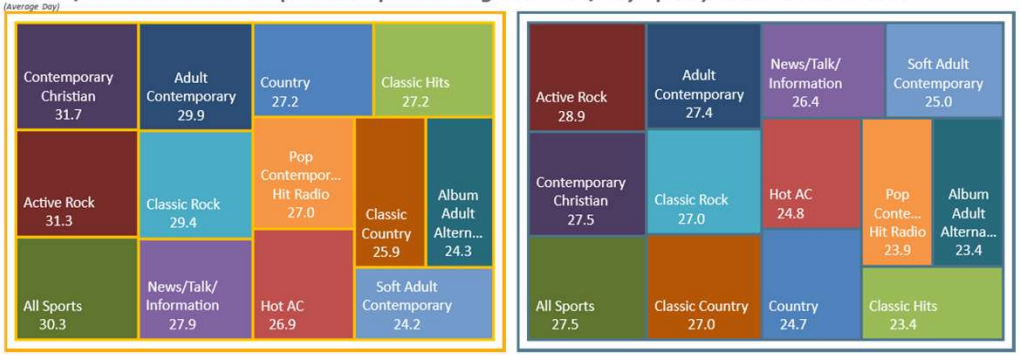
Integrated Newspaper Audience: Arizona Republic INA

1,148,407 or 81.7% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Country, Classic Rock, and Adult Contemporary.

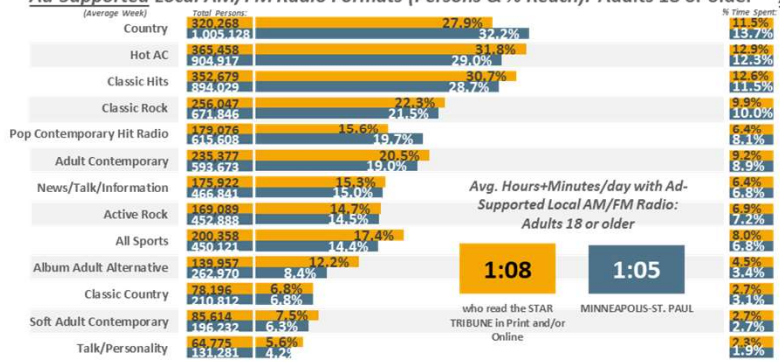
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



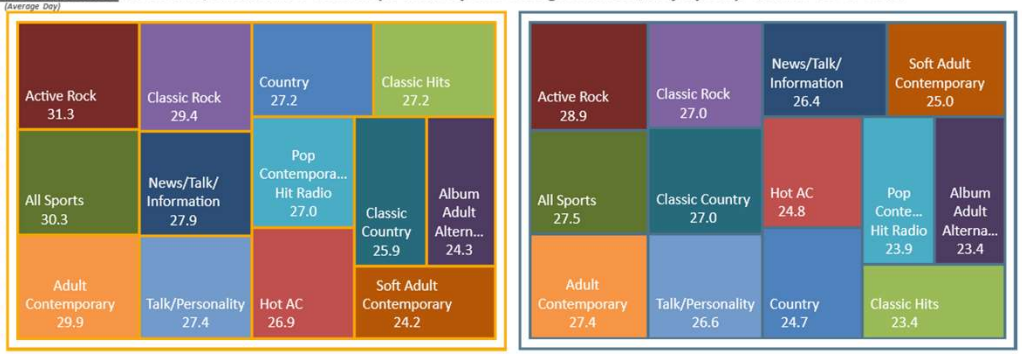
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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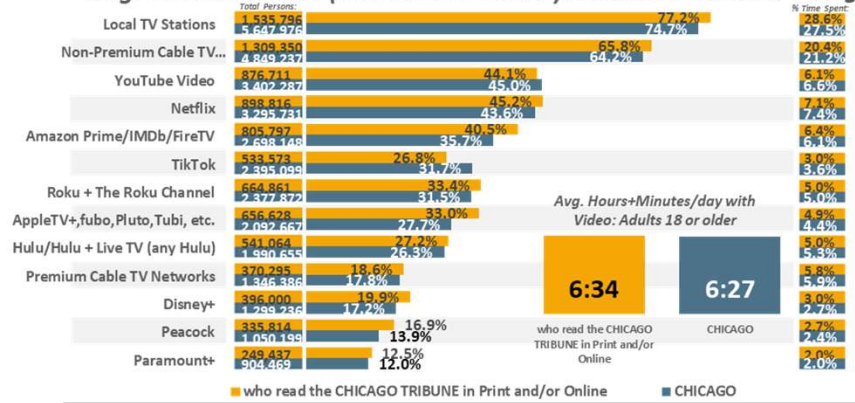
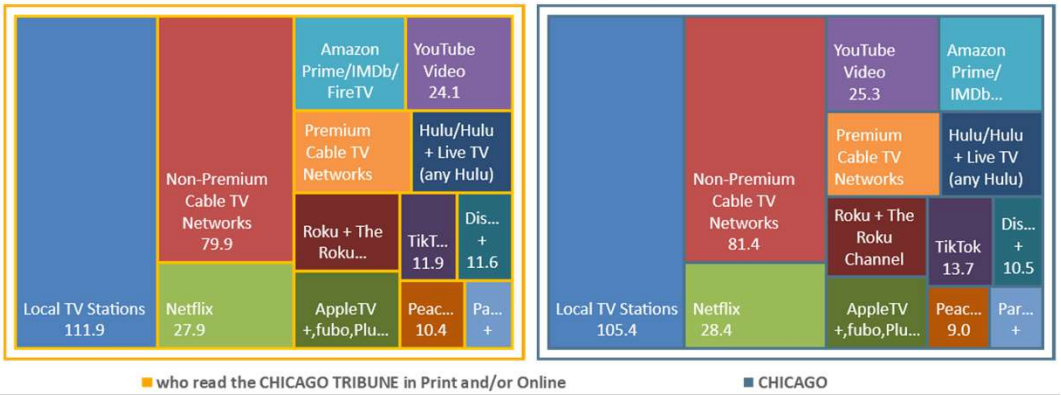
Integrated Newspaper Audience: Star Tribune INA

1,514,136 or 76.1% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online watch Ad-Supported Local TV Stations for an average of 104.6 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

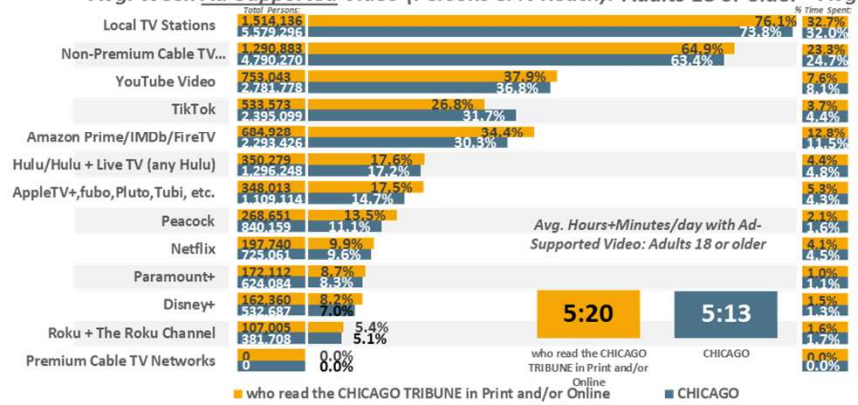
Avg. Week All Video (Persons & % Reach): Adults 18 or older



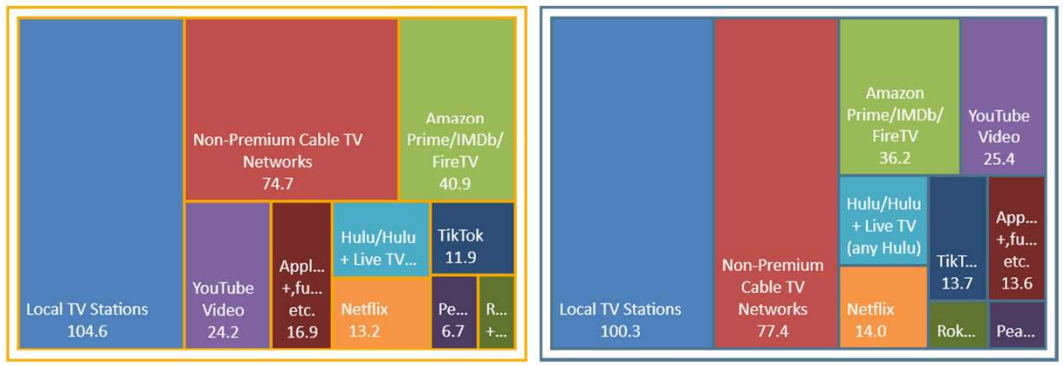
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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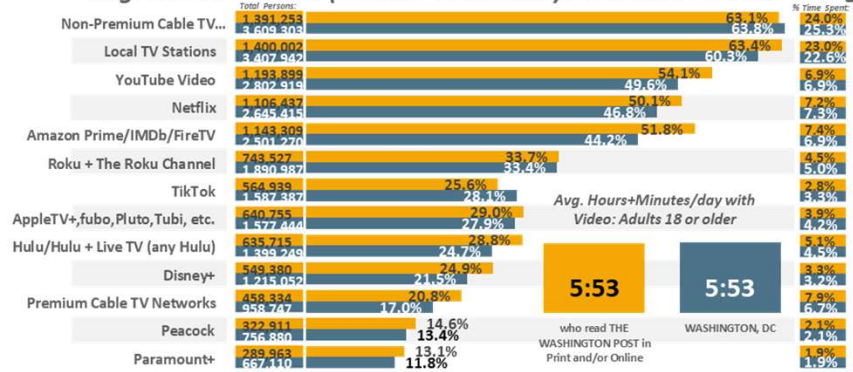
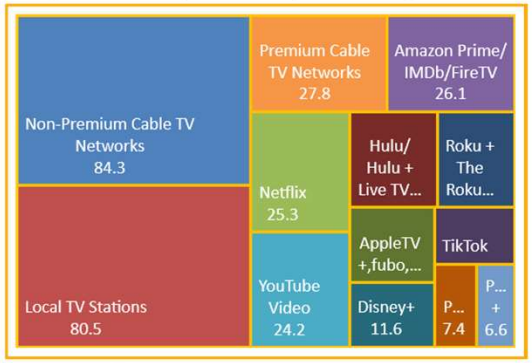
The Washington Post

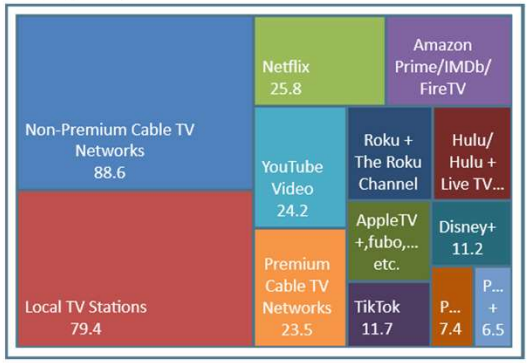
1,378,858 or 62.5% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

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

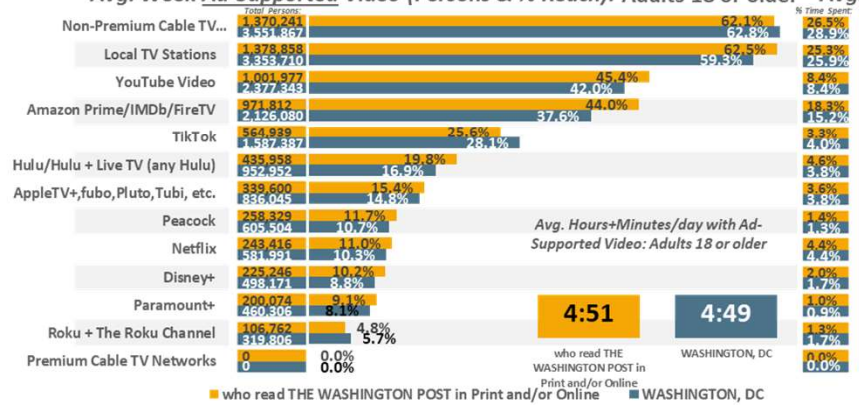


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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



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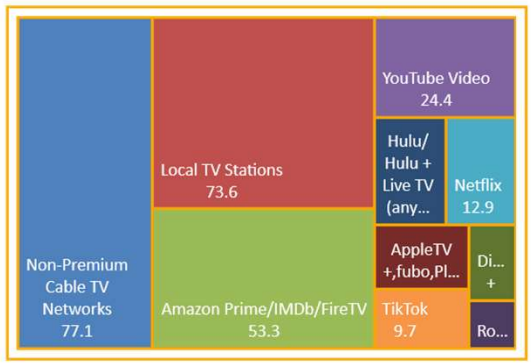

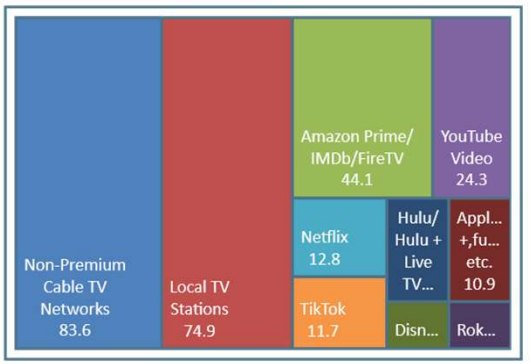

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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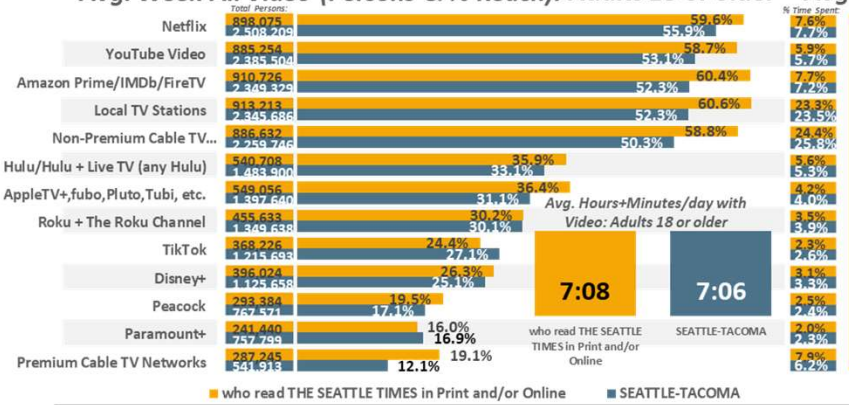
Integrated Newspaper Audience: Washington Post INA

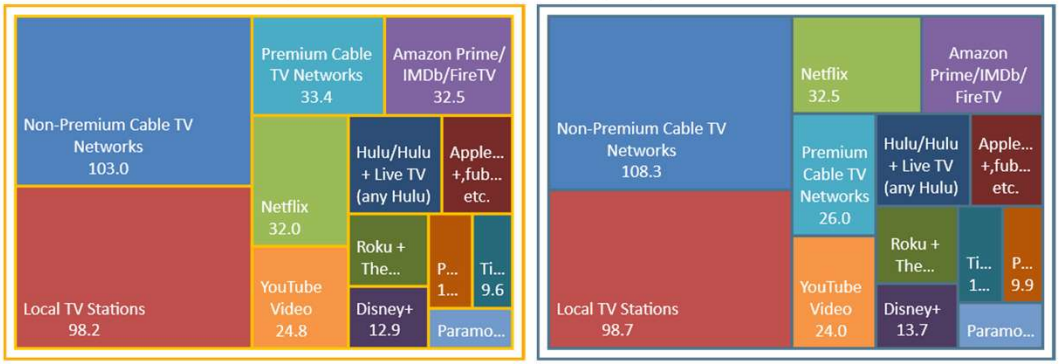
The Seattle Times

896,943 or 59.5% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online watch Ad-Supported Local TV Stations for an average of 88.5 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

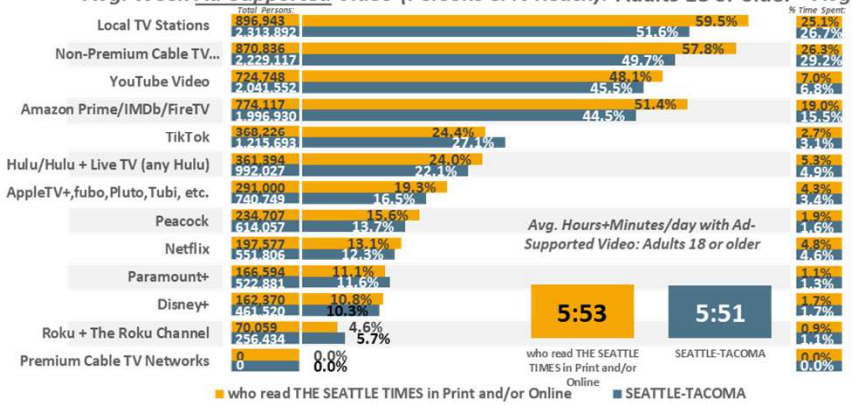
Avg. Week All Video (Persons & % Reach): Adults 18 or older



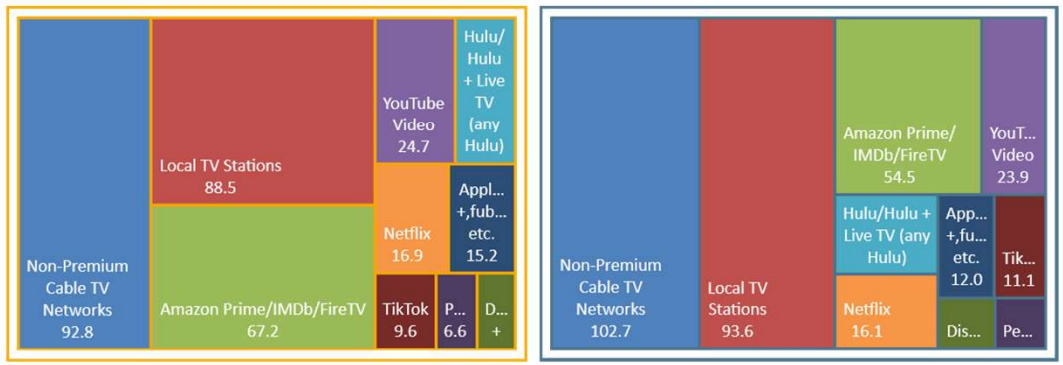
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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ARIZONA REPUBLIC
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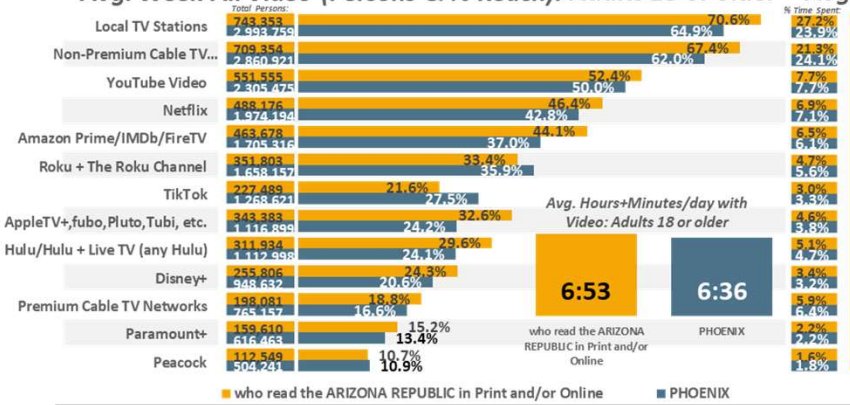
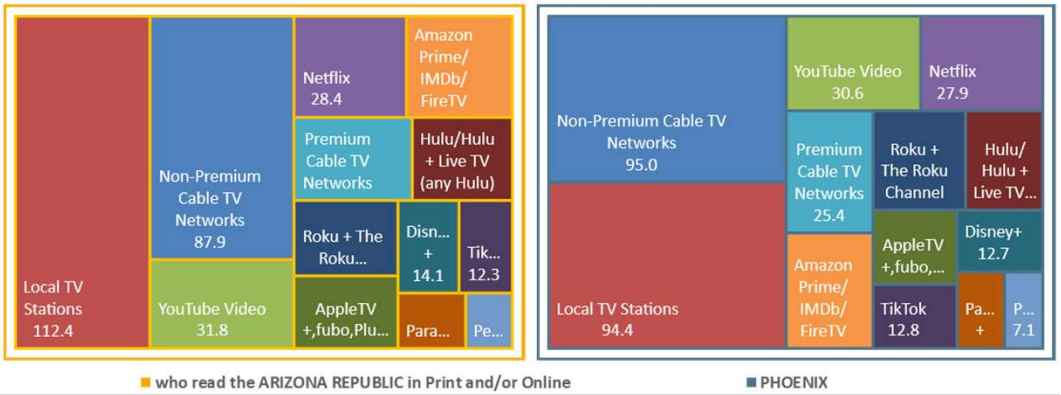
733,333 or 69.7% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online watch Ad-Supported Local TV Stations for an average of 108.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

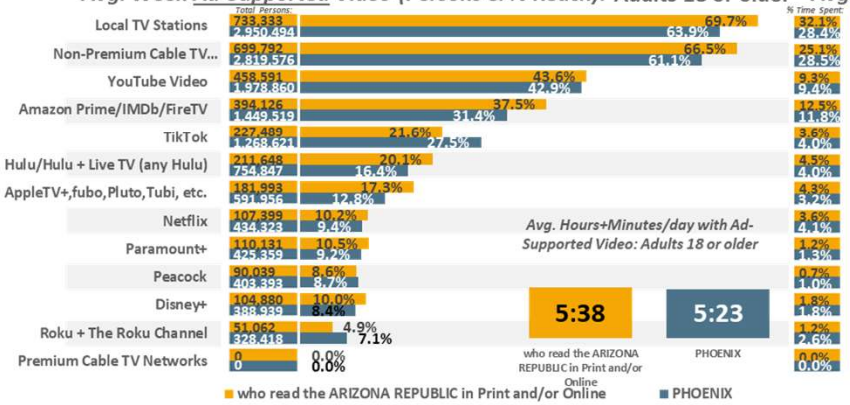
Avg. Week All Video (Persons & % Reach): Adults 18 or older



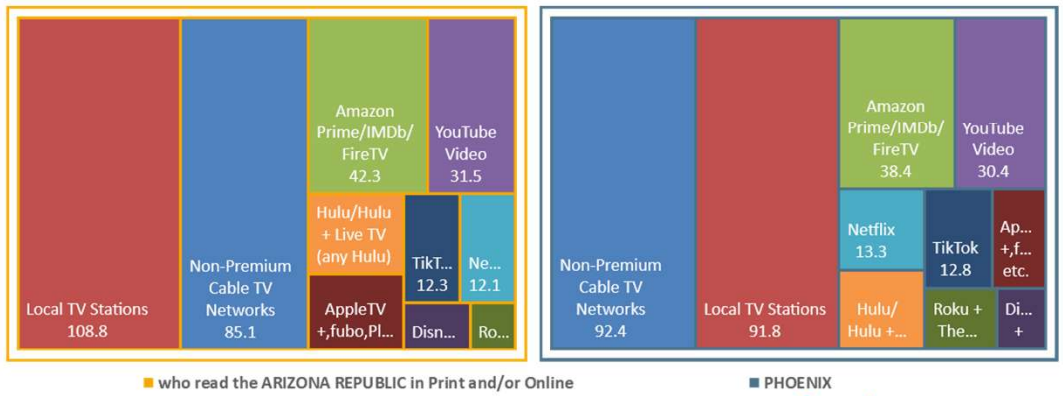
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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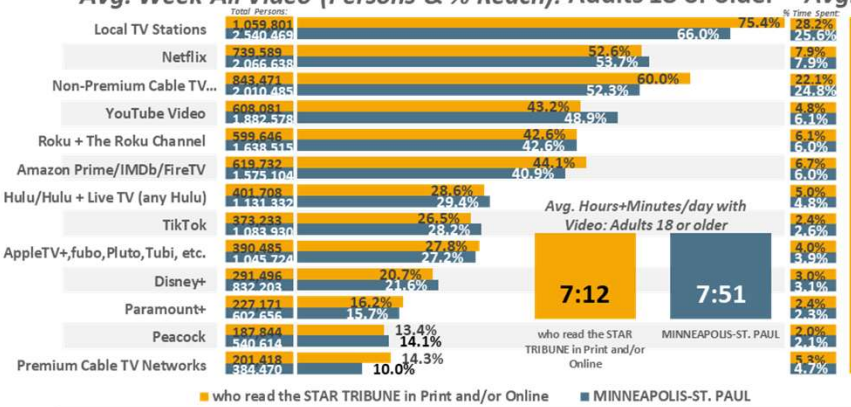
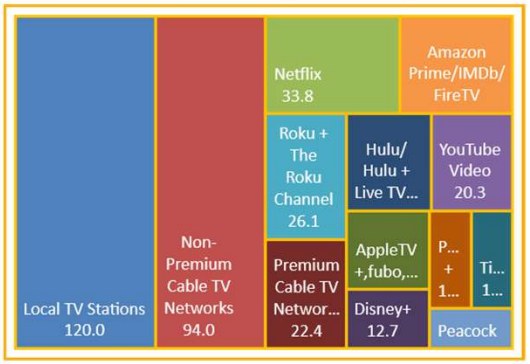
Integrated Newspaper Audience: Arizona Republic INA

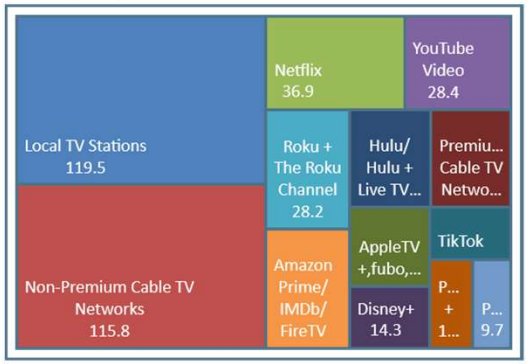
1,042,668 or 74.1% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online watch Ad-Supported Local TV Stations for an average of 109.9 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

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



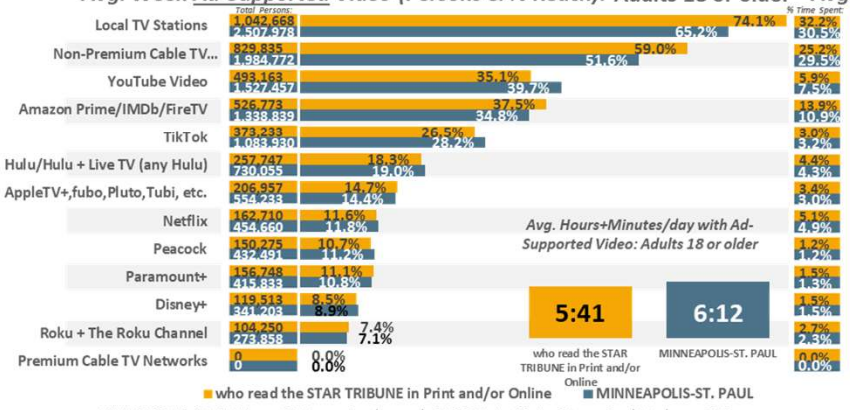
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



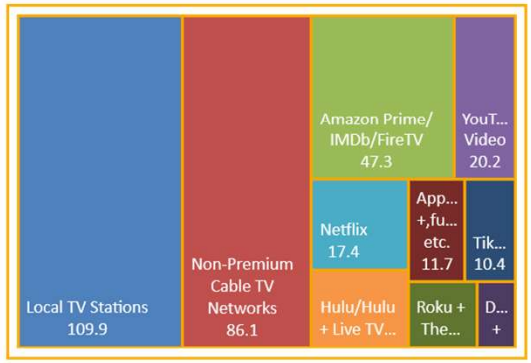


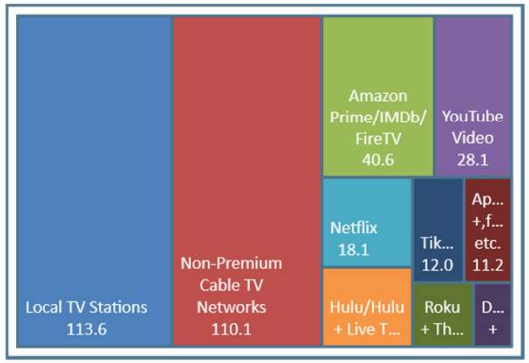
who read the STAR TRIBUNE in Print and/or Online ■ MINNEAPOLIS-ST. PAUL

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





who read the STAR TRIBUNE in Print and/or Online ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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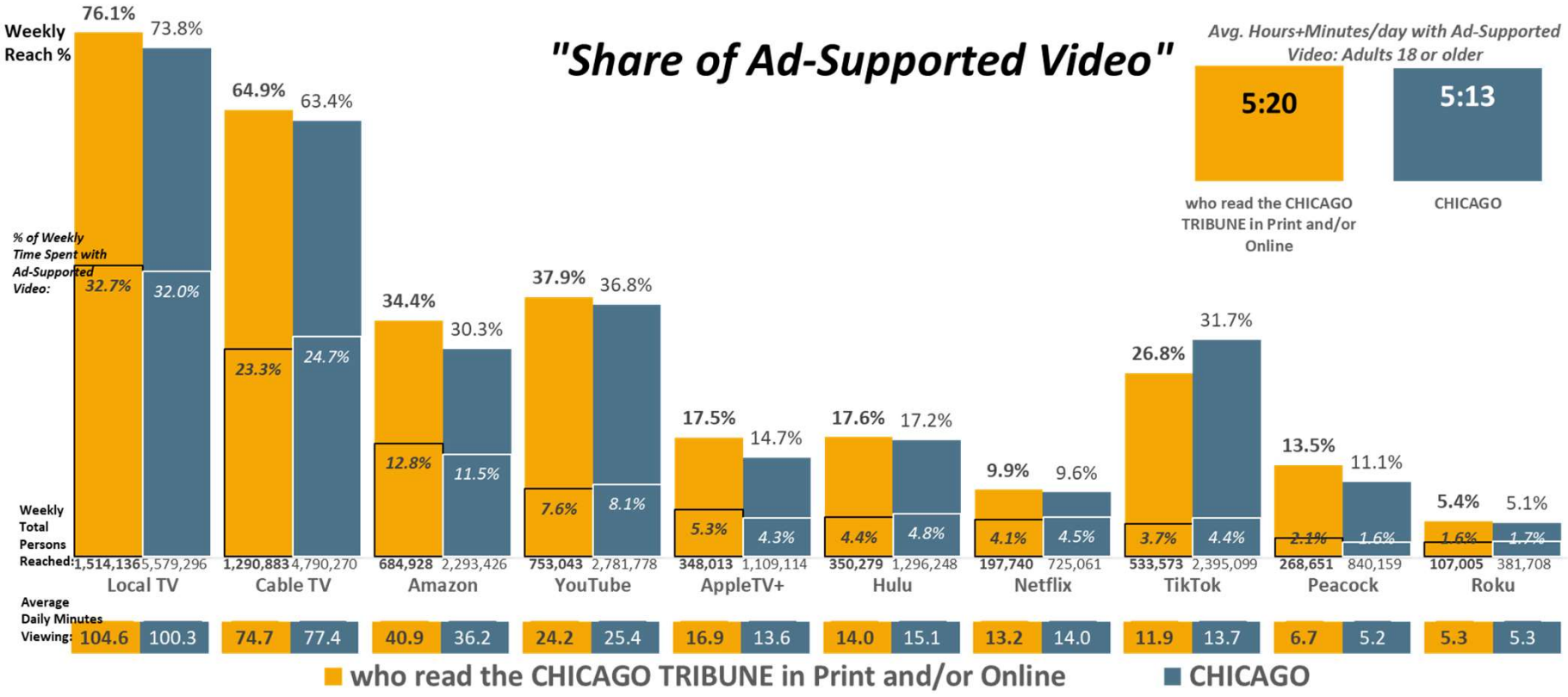
Integrated Newspaper Audience: Star Tribune INA

Chicago Tribune

1,514,136 or 76.1% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online watch Ad-Supported Local TV Stations for an average of 104.6 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Integrated Newspaper Audience: Chicago Tribune INA

The Washington Post

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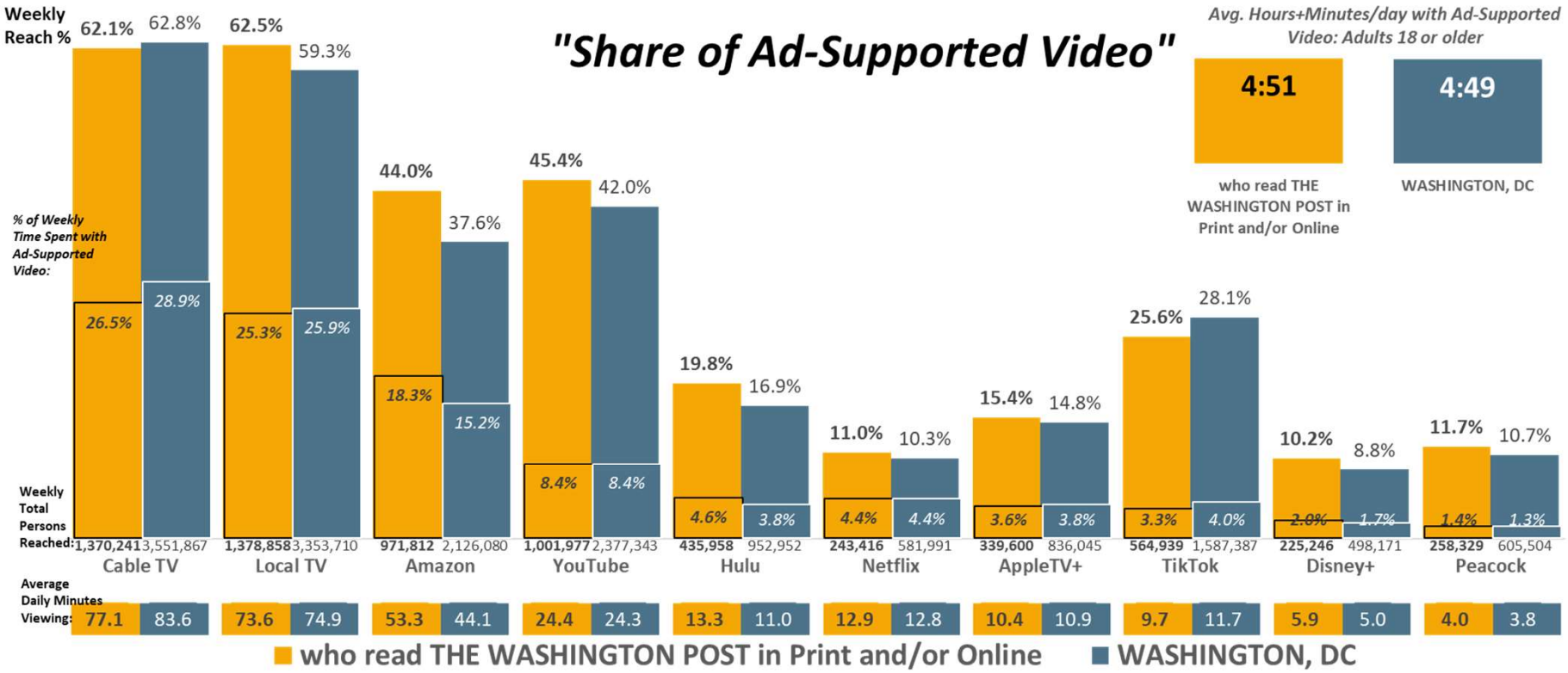

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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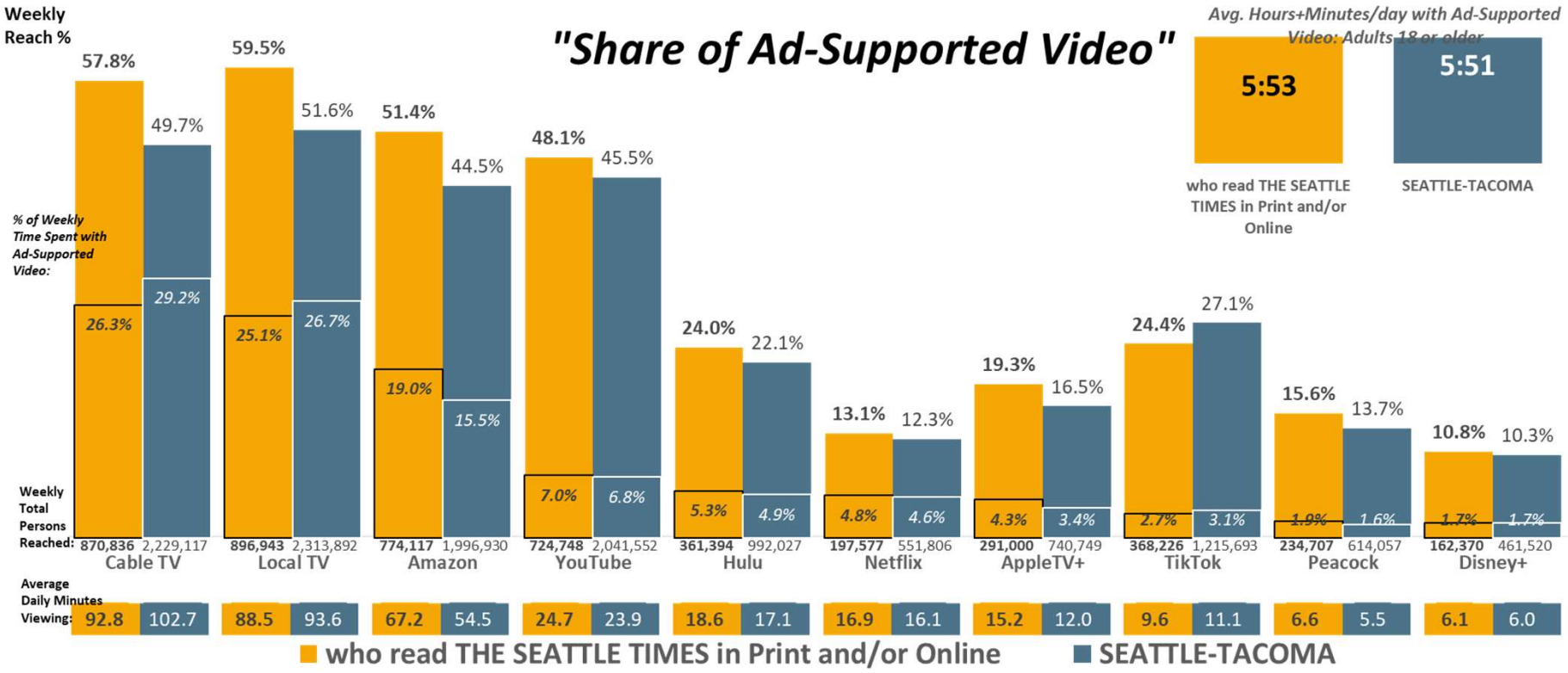
Integrated Newspaper Audience: Washington Post INA

The Seattle Times

896,943 or 59.5% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online watch Ad-Supported Local TV Stations for an average of 88.5 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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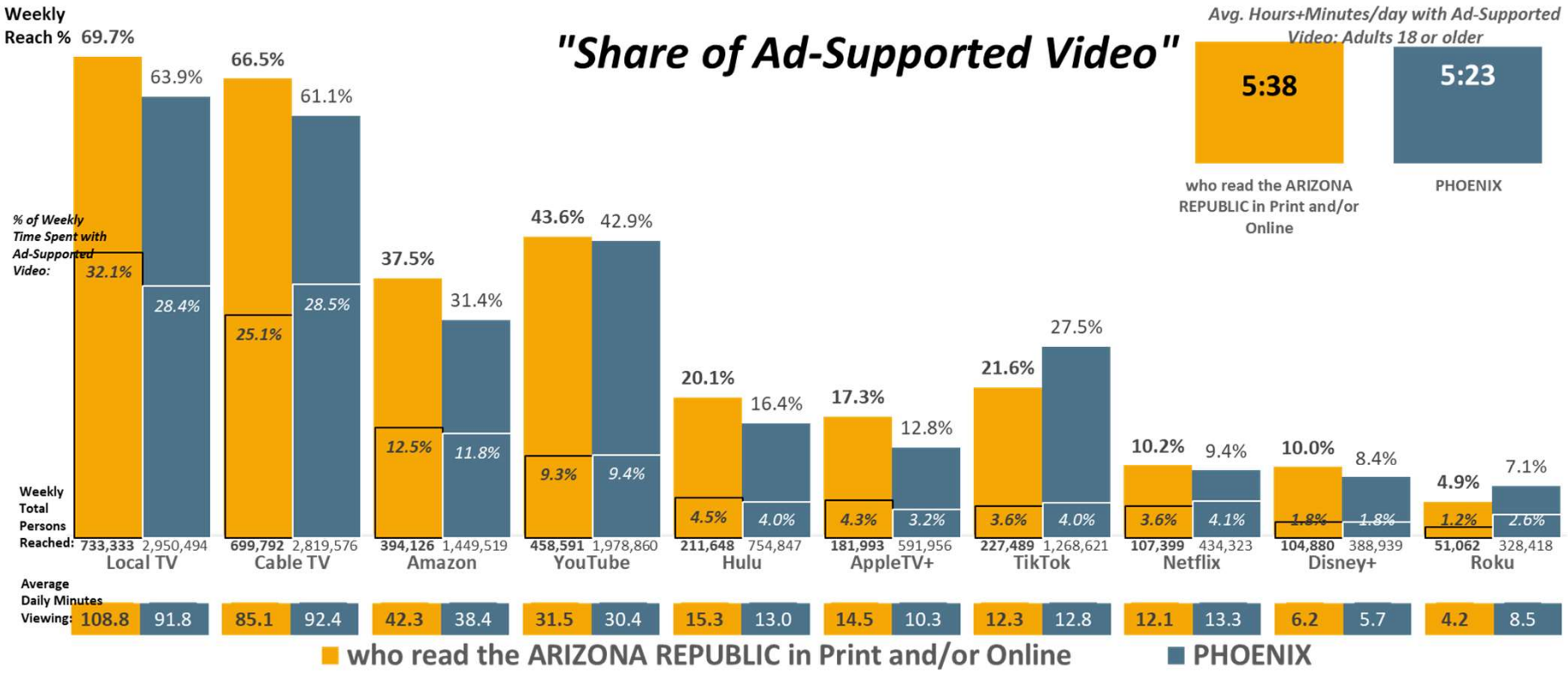
Integrated Newspaper Audience: Seattle Times INA

ARIZONA REPUBLIC
azcentral.com

733,333 or 69.7% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online watch Ad-Supported Local TV Stations for an average of 108.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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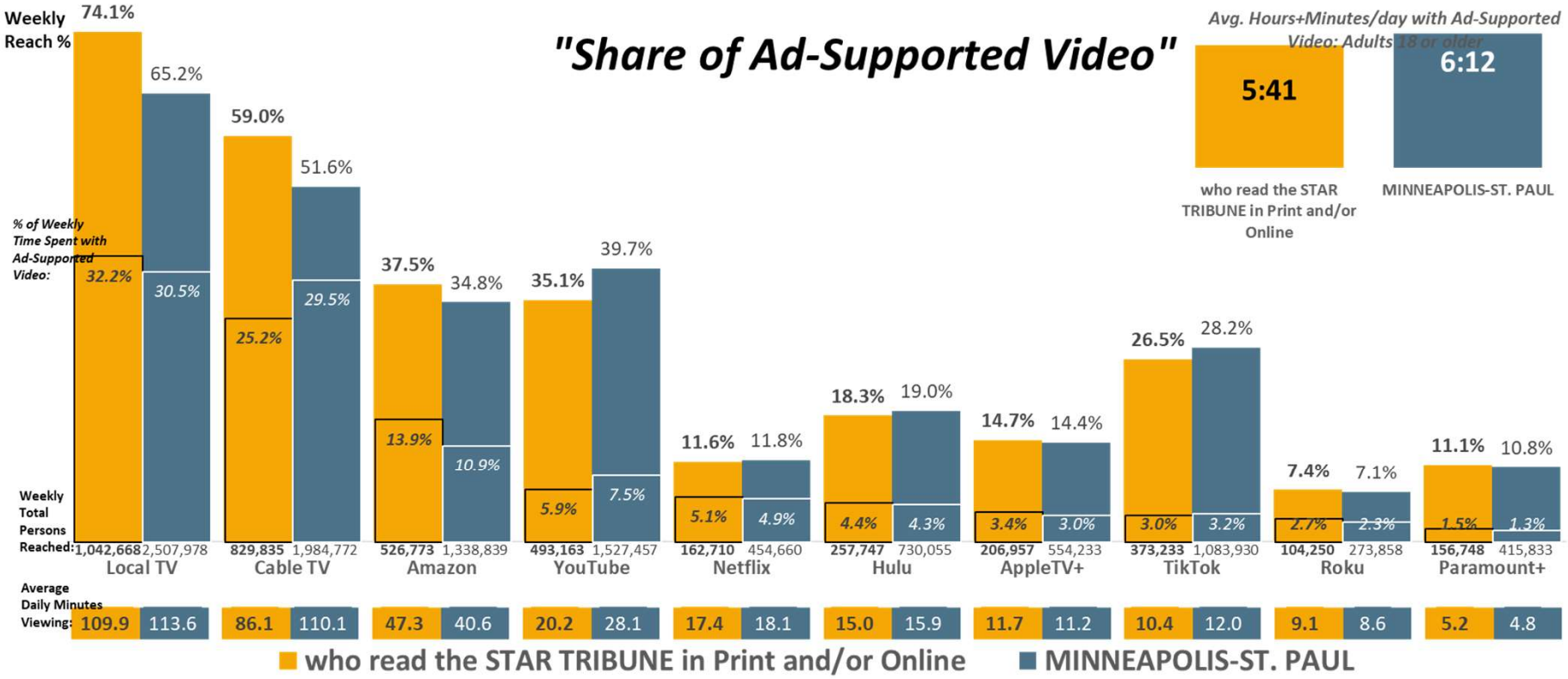
Integrated Newspaper Audience: Arizona Republic INA

1,042,668 or 74.1% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online watch Ad-Supported Local TV Stations for an average of 109.9 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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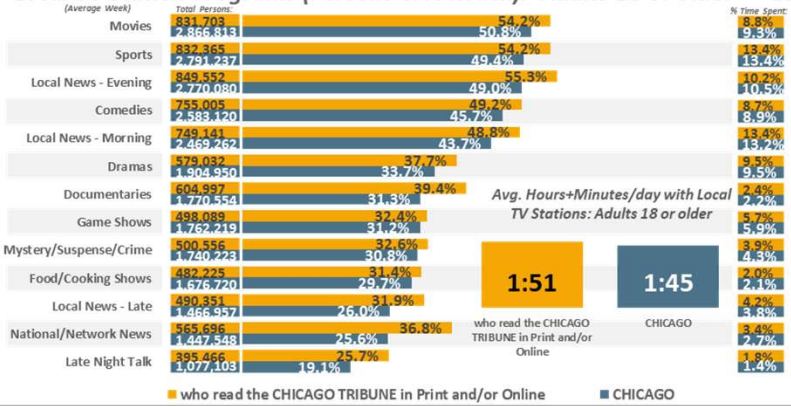
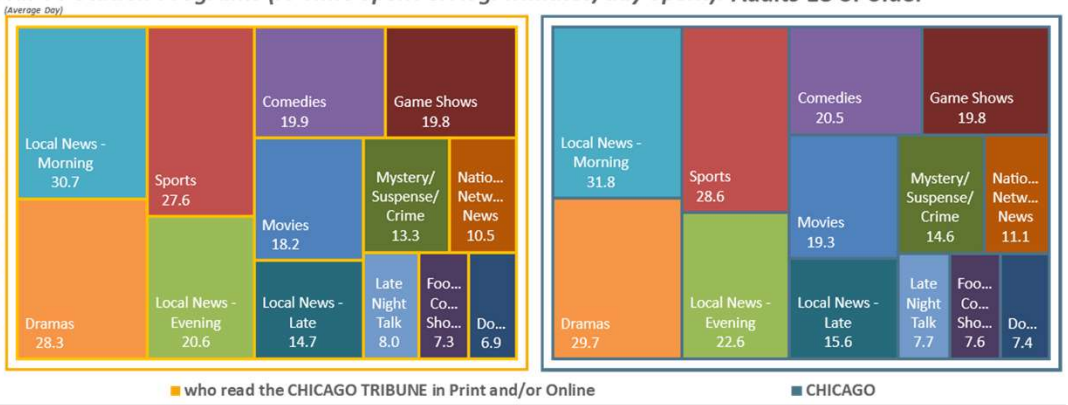
Integrated Newspaper Audience: Star Tribune INA

1,514,136 or 76.1% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

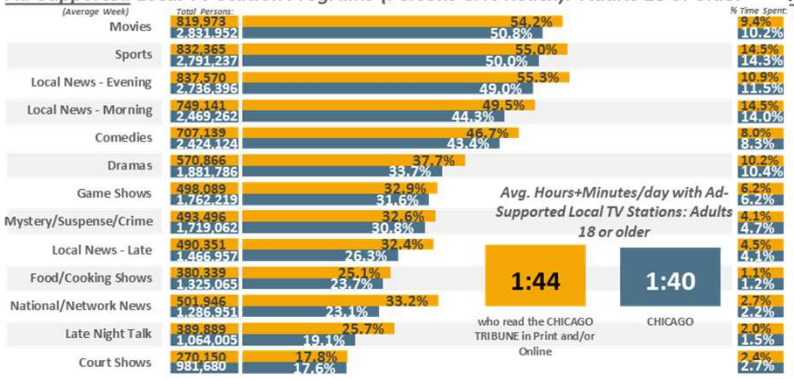
Local TV Station Programs (Persons & % Reach): Adults 18 or older



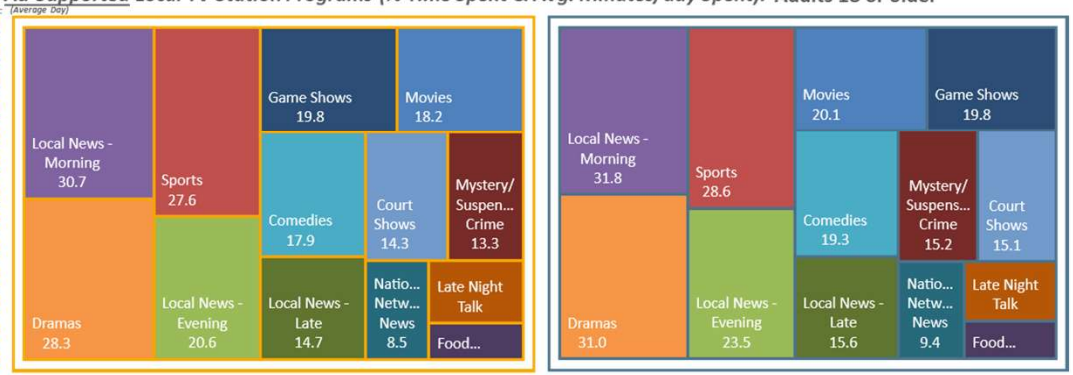
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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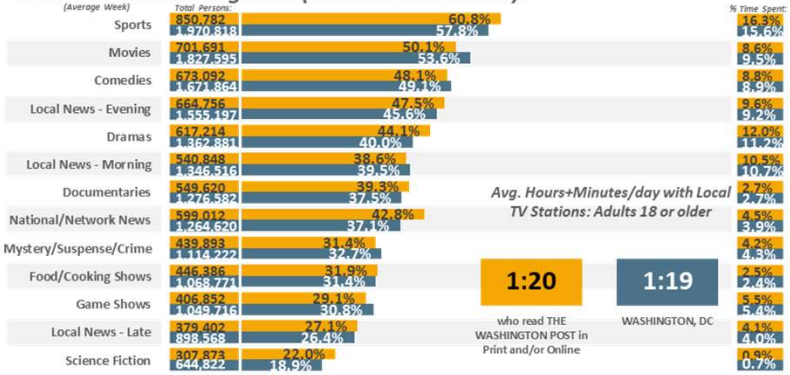
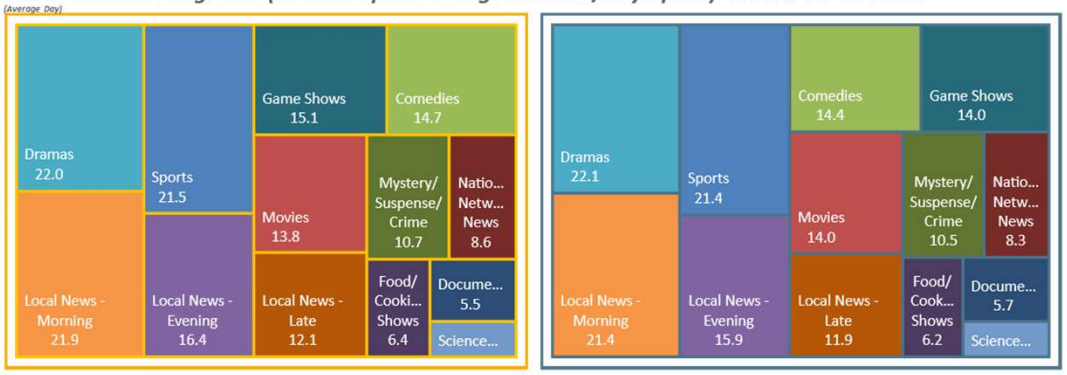
The Washington Post

1,378,858 or 62.5% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Dramas, and Local News - Morning.

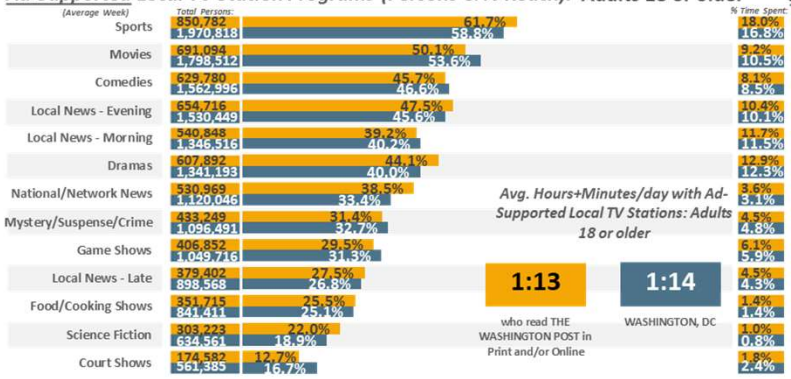
Local TV Station Programs (Persons & % Reach): Adults 18 or older



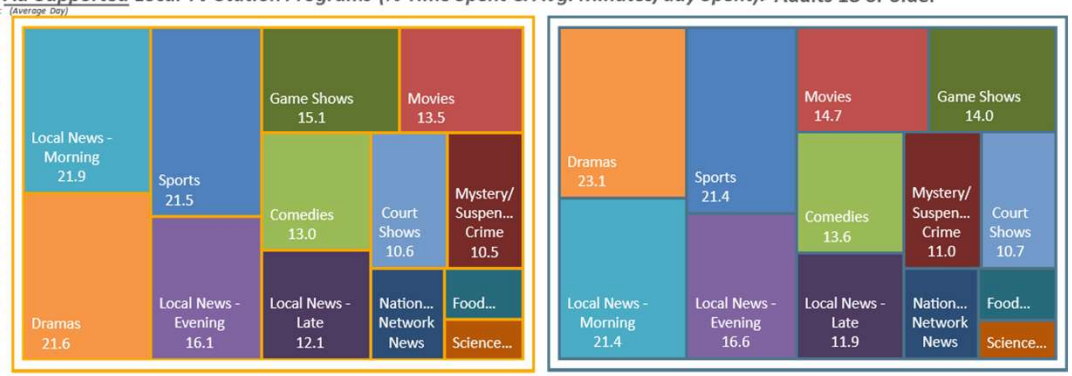
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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The Seattle Times

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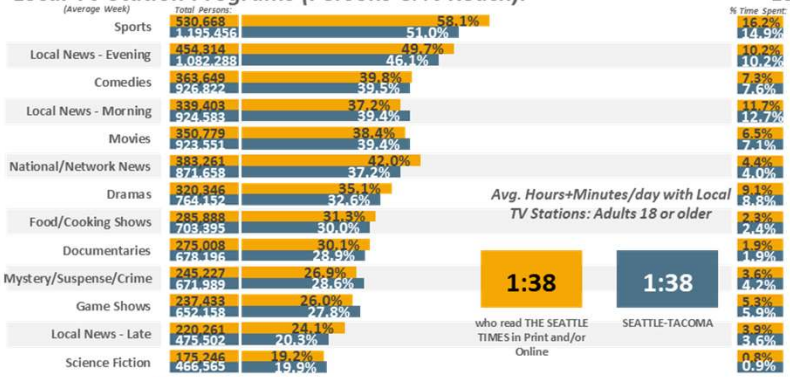
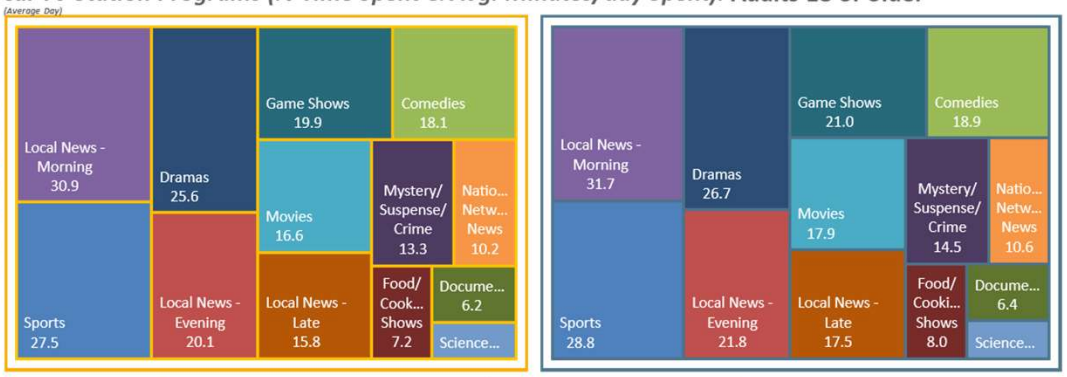
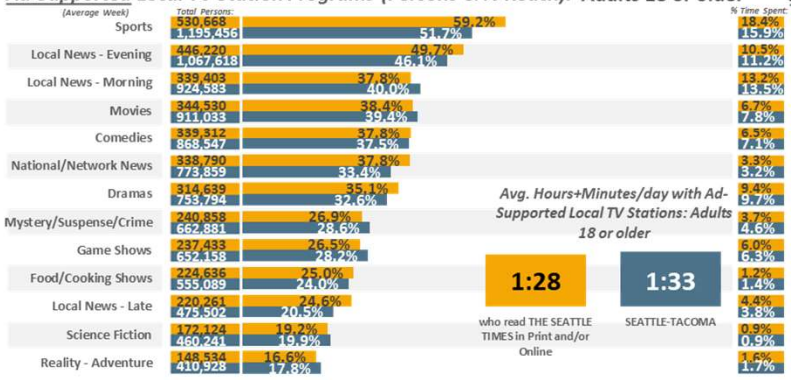
Local TV Station Programs (Persons & % Reach): Adults 18 or older



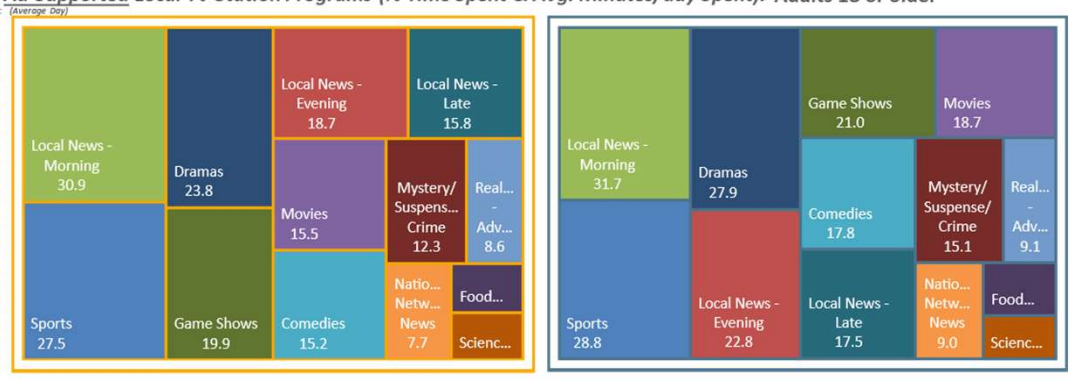
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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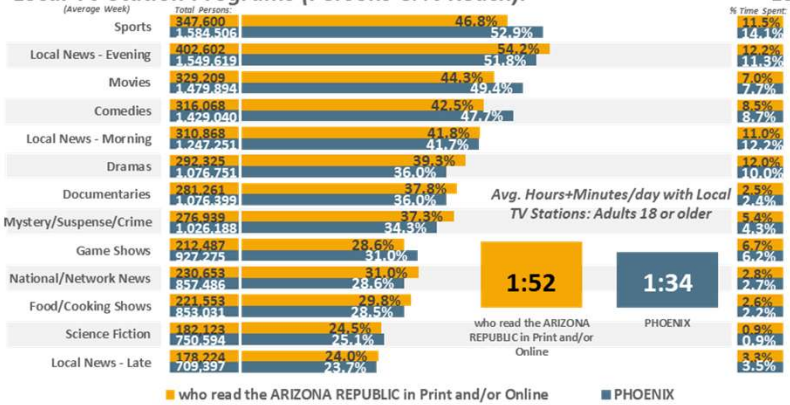
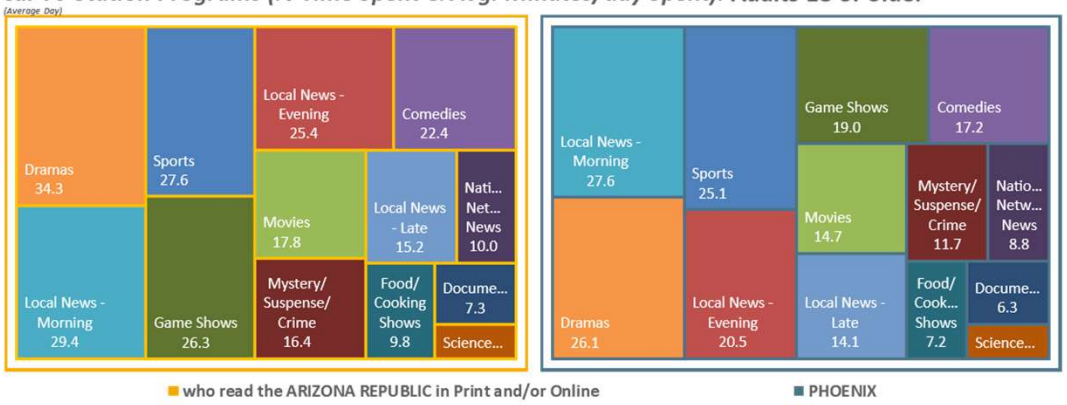
ARIZONA REPUBLIC
azcentral.com

733,333 or 69.7% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

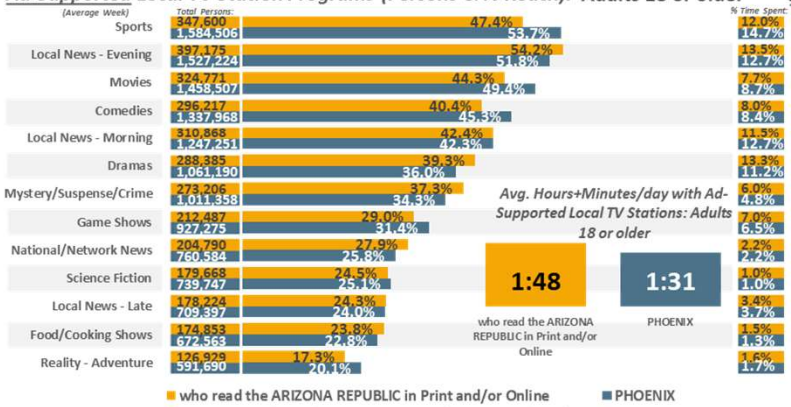
Local TV Station Programs (Persons & % Reach): Adults 18 or older



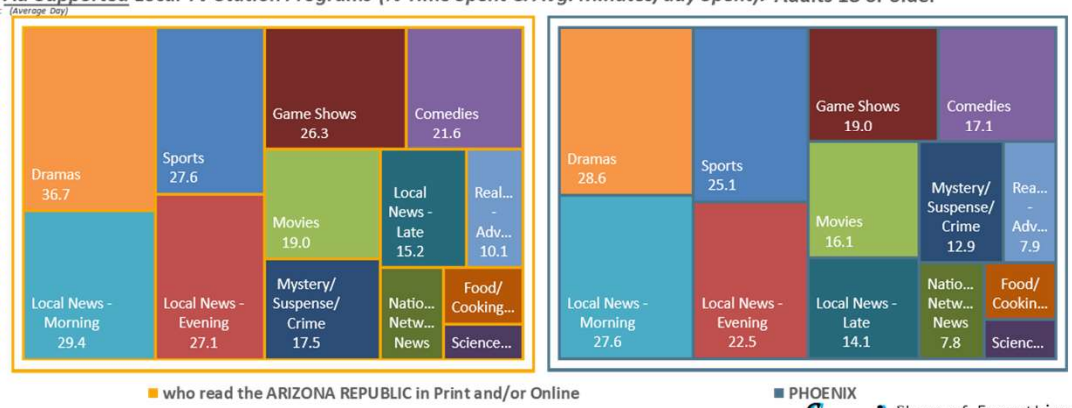
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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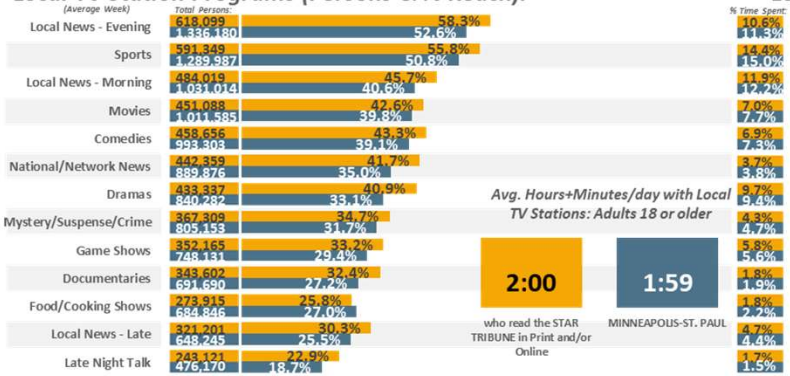
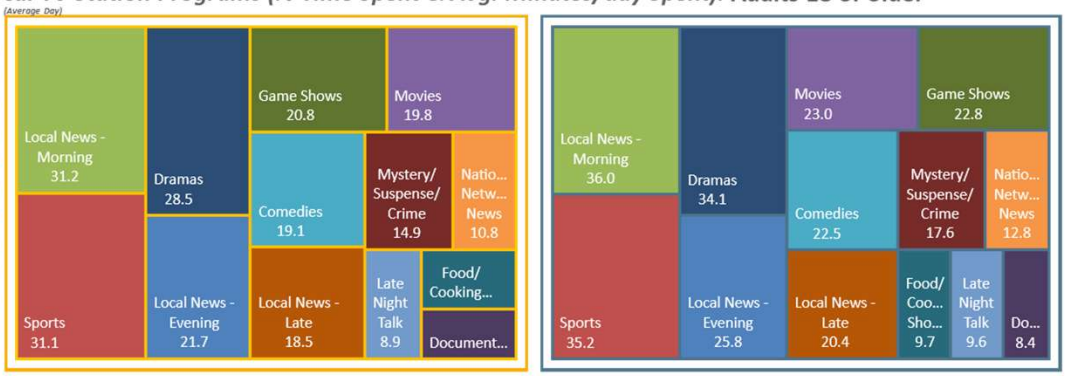
Integrated Newspaper Audience: Arizona Republic INA

1,042,668 or 74.1% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Dramas.

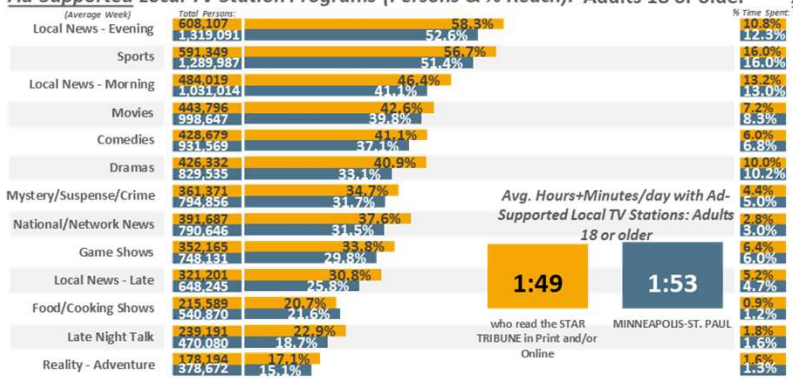
Local TV Station Programs (Persons & % Reach): Adults 18 or older



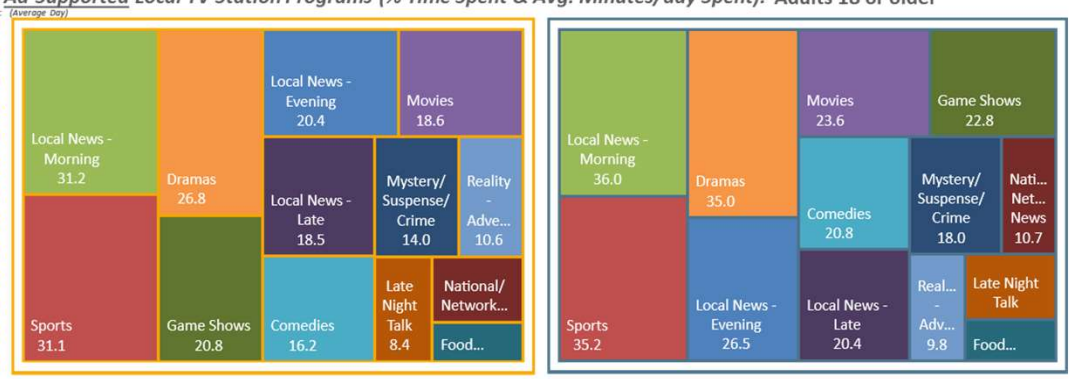
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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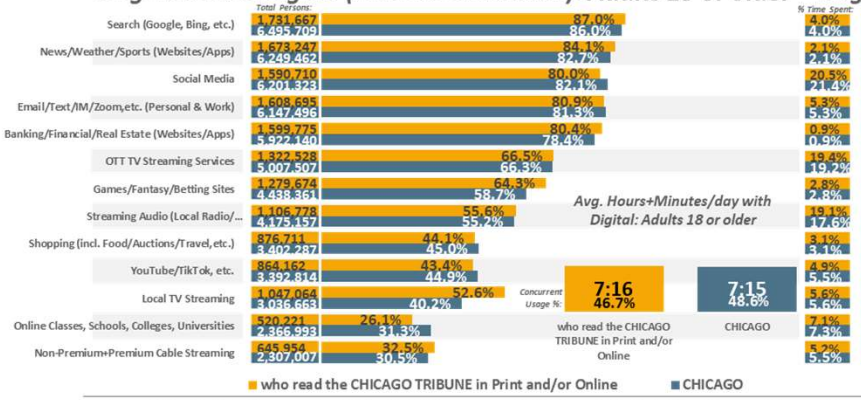
Integrated Newspaper Audience: Star Tribune INA

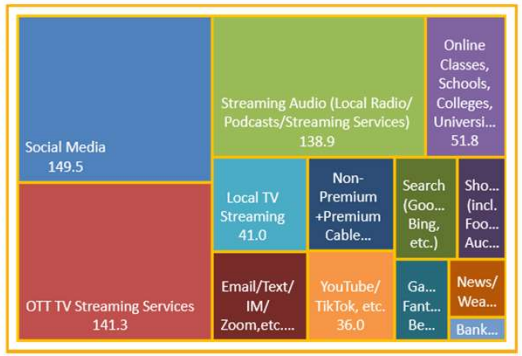
Chicago Tribune

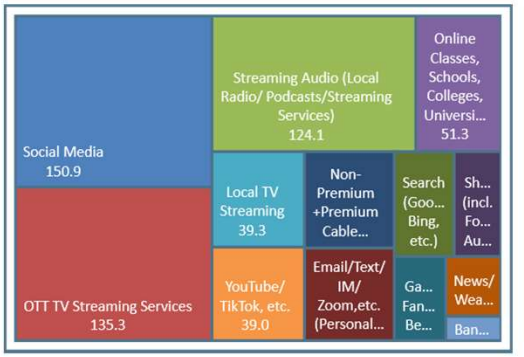
1,476,501 or 74.2% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online use Ad-Supported Social Media for an average of 138.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

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

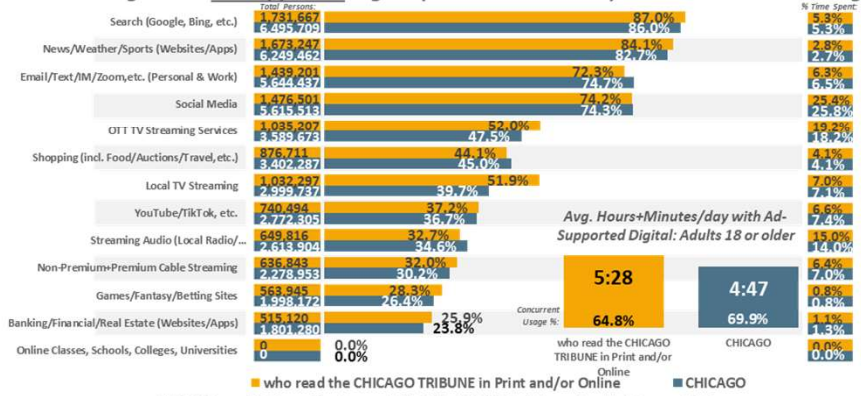


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

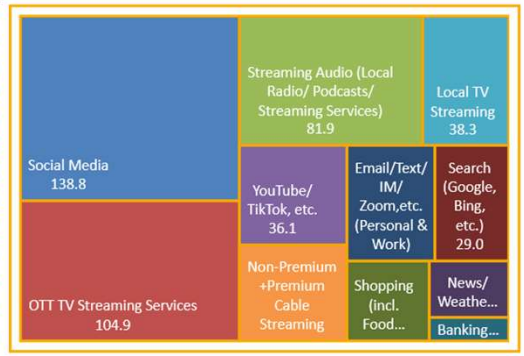


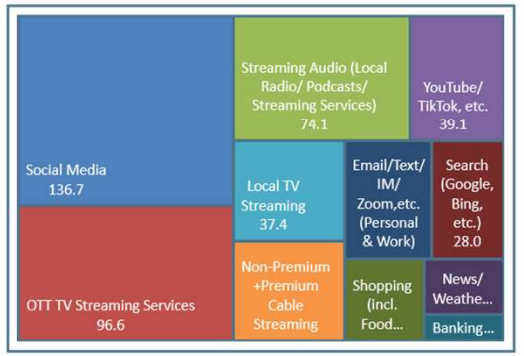


Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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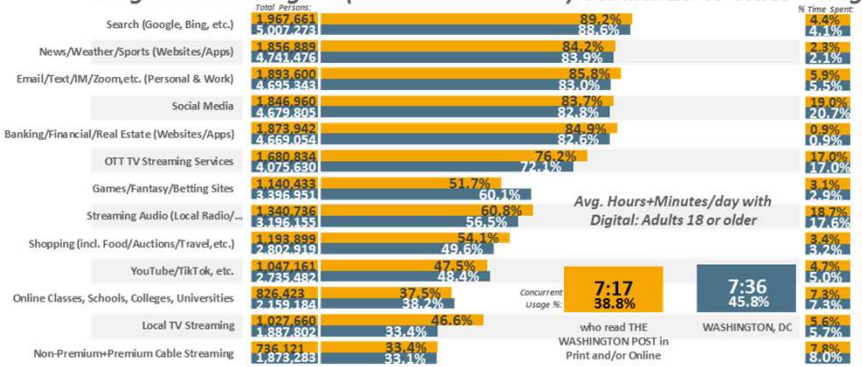
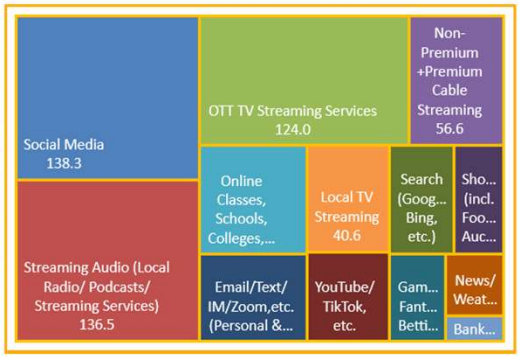
The Washington Post

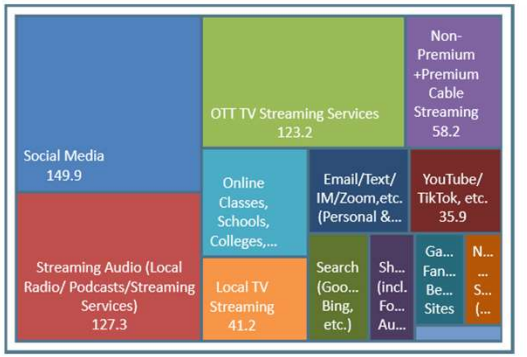
1,621,328 or 73.5% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online use Ad-Supported Social Media for an average of 121.4 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

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



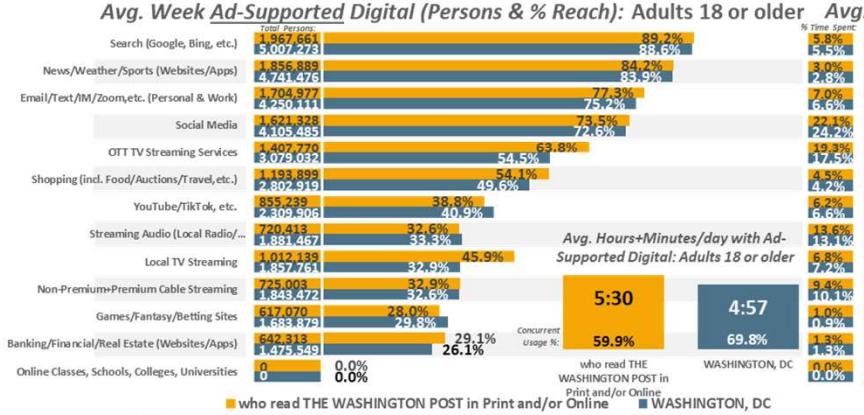
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



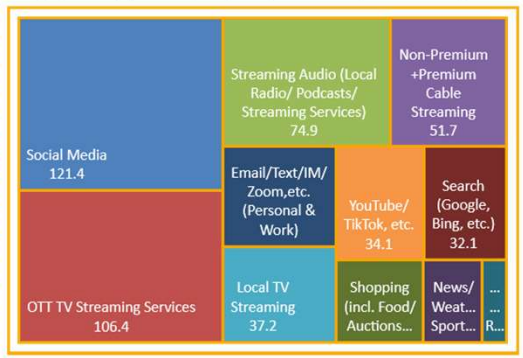


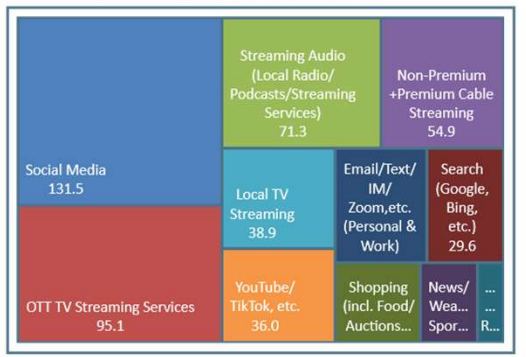
■ who read THE WASHINGTON POST in Print and/or Online ■ WASHINGTON, DC

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





■ who read THE WASHINGTON POST in Print and/or Online ■ WASHINGTON, DC

■ who read THE WASHINGTON POST in Print and/or Online ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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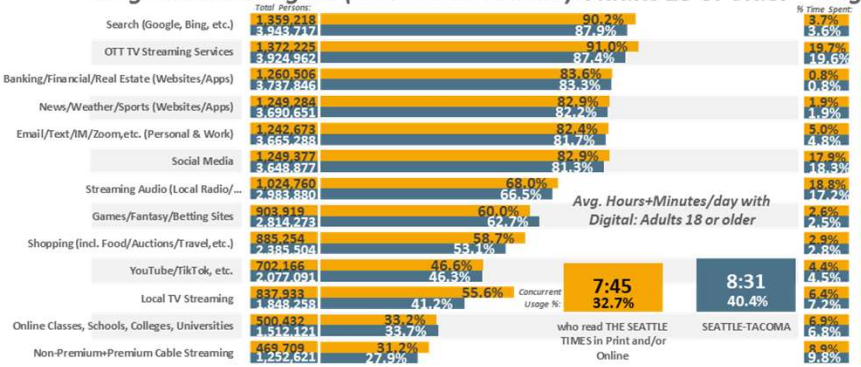
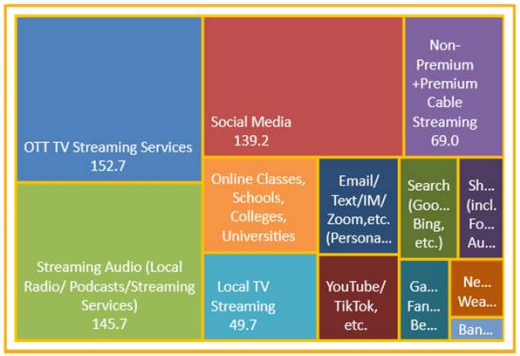
The Seattle Times

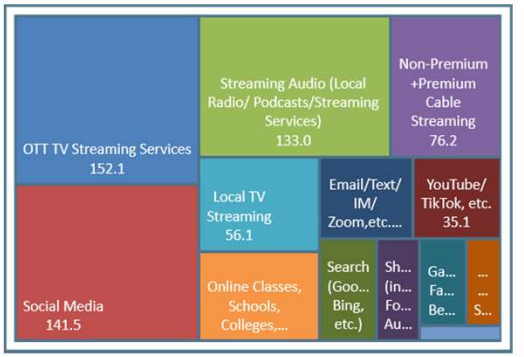
1,106,572 or 73.4% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online use Ad-Supported Social Media for an average of 123.3 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

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



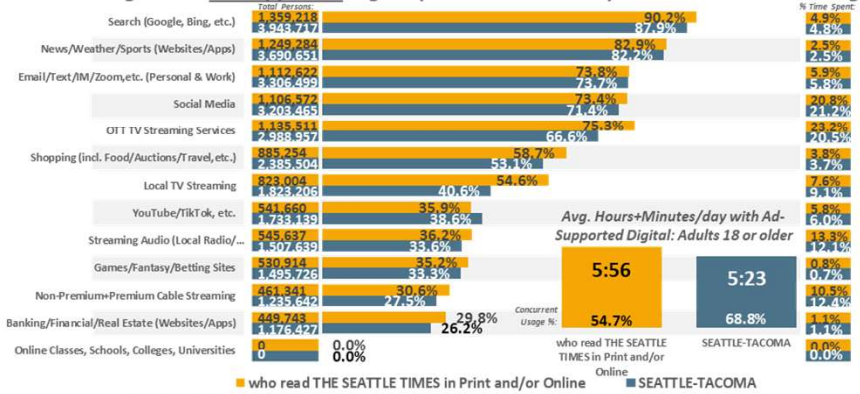
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



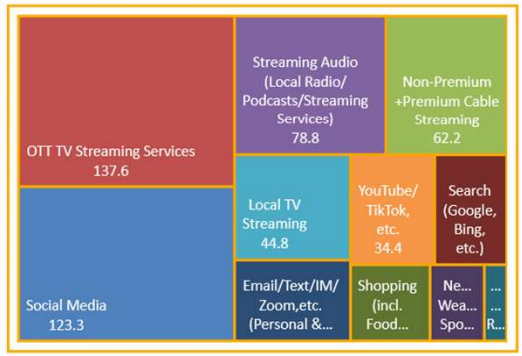


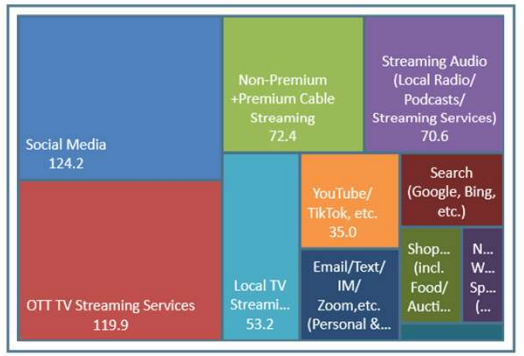
■ who read THE SEATTLE TIMES in Print and/or Online ■ SEATTLE-TACOMA

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





■ who read THE SEATTLE TIMES in Print and/or Online ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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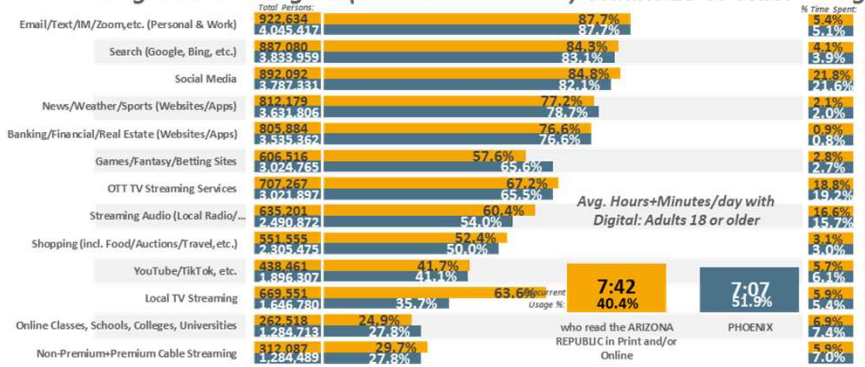
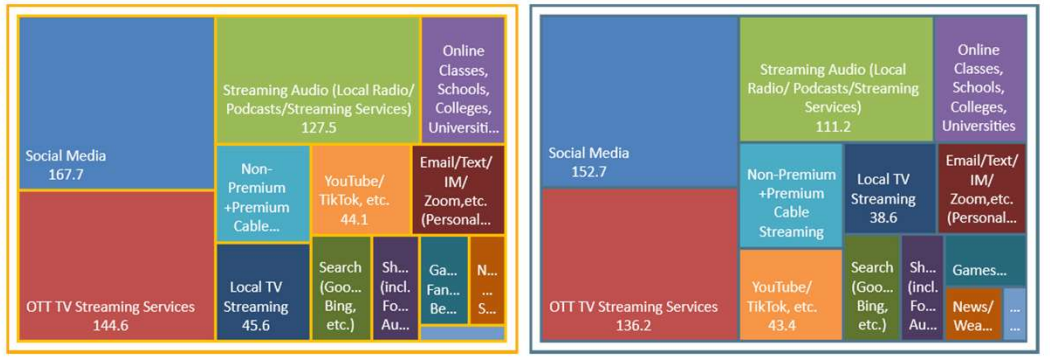
ARIZONA REPUBLIC
azcentral.com

817,791 or 77.7% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online use Ad-Supported Social Media for an average of 153.7 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

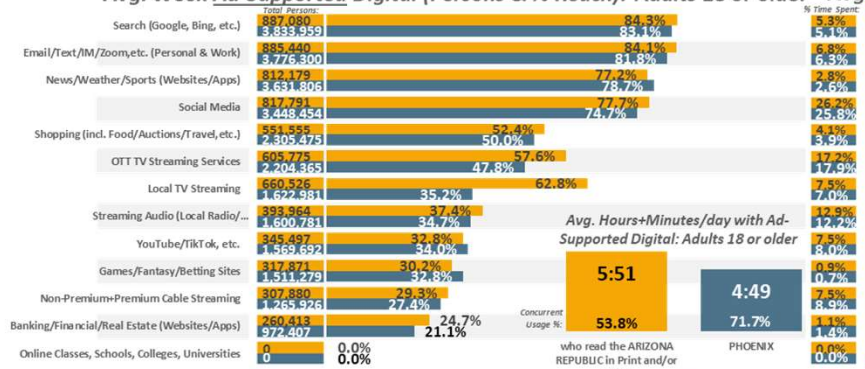
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



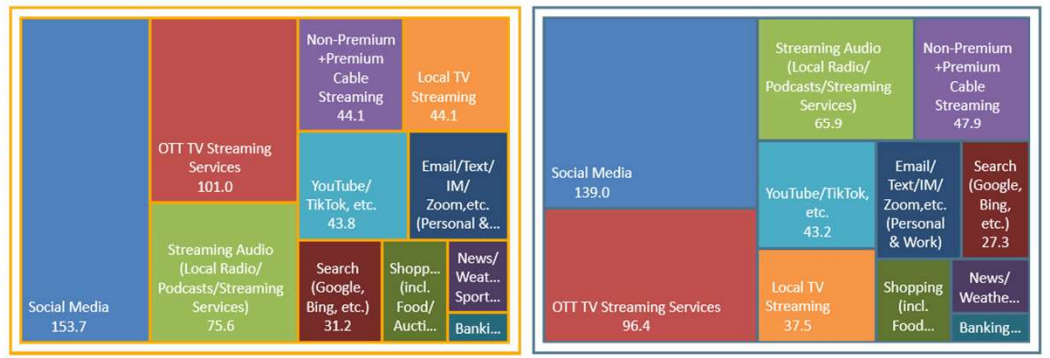
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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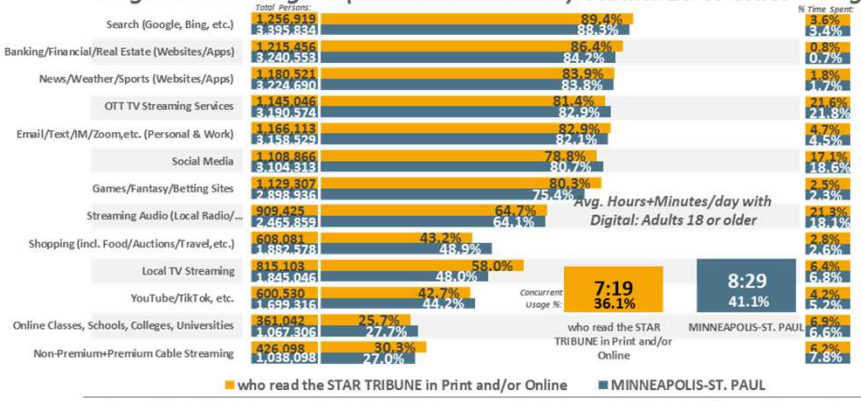
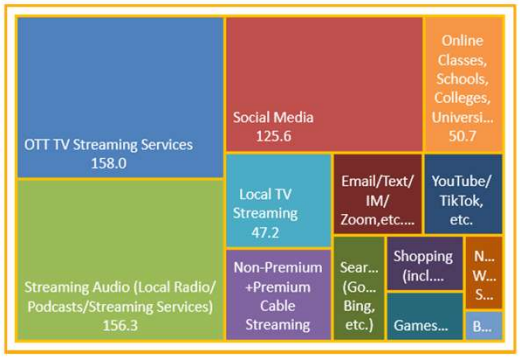
Integrated Newspaper Audience: Arizona Republic INA

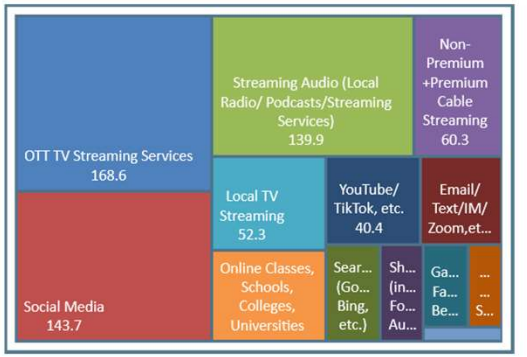
944,312 or 67.1% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online use Ad-Supported Social Media for an average of 107. minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

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

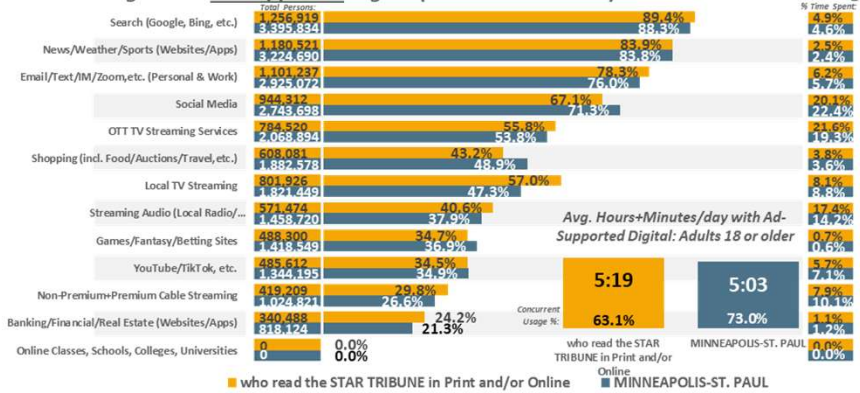


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

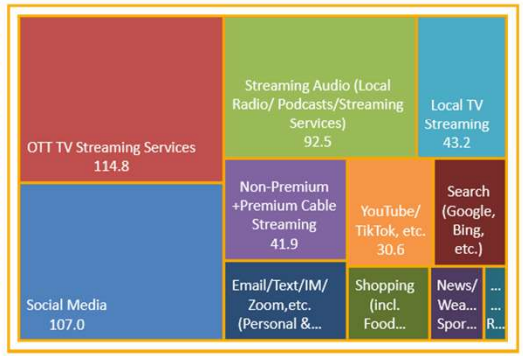


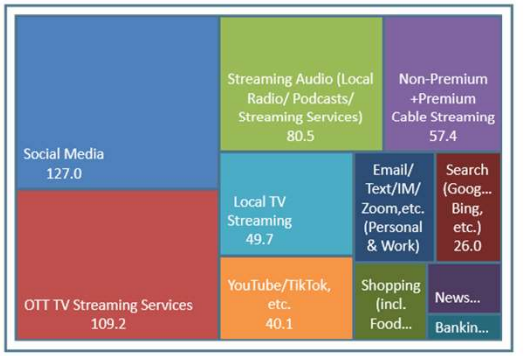


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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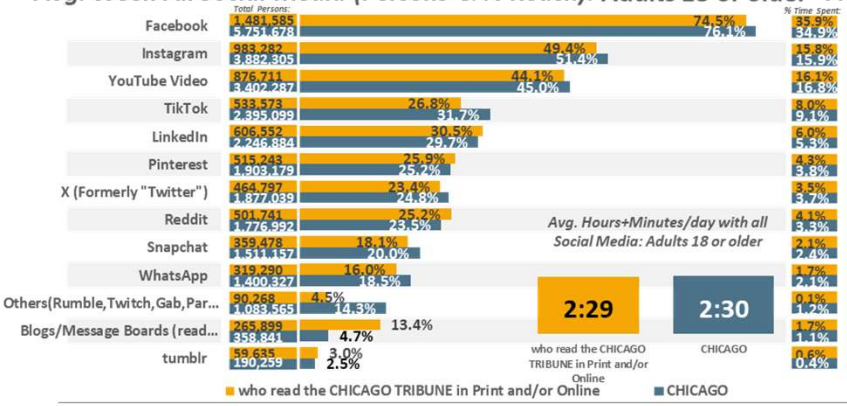
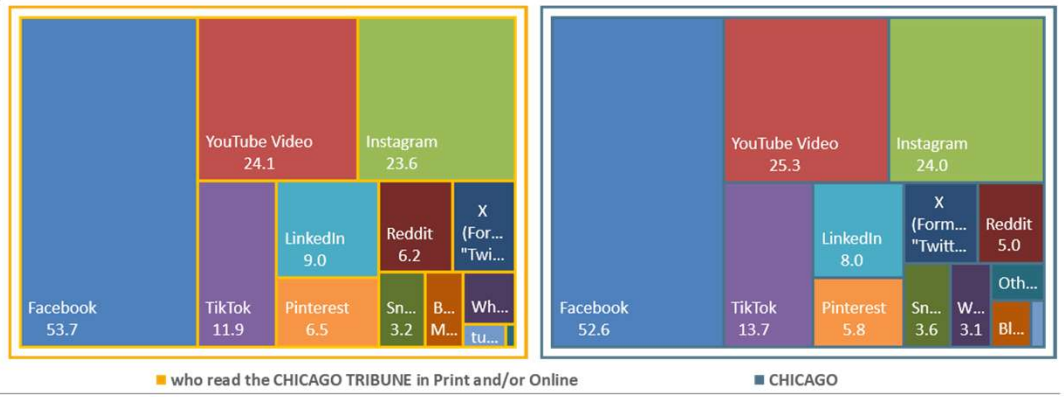
Integrated Newspaper Audience: Star Tribune INA

1,476,501 or 74.2% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online use Ad-Supported Facebook for an average of 50.5 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

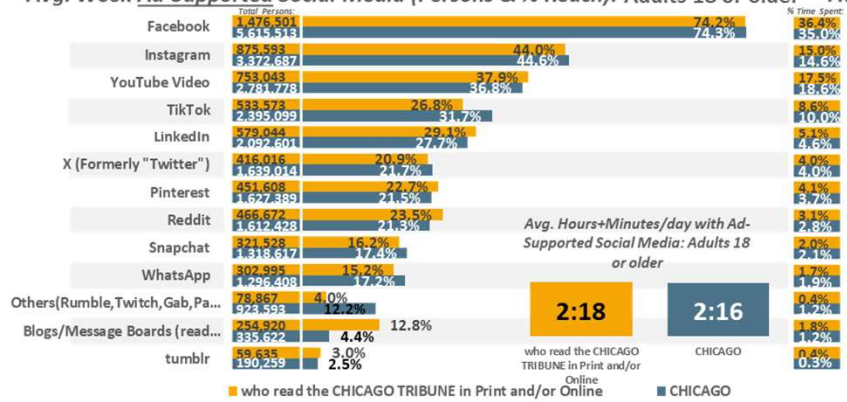
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



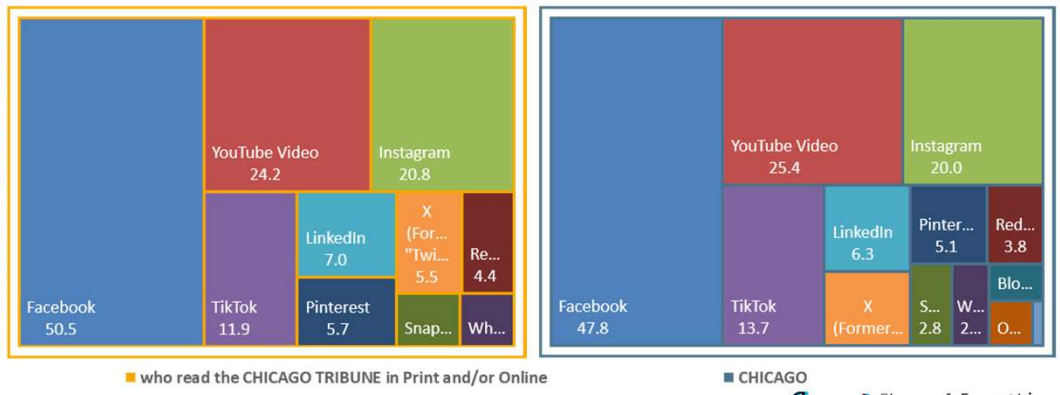
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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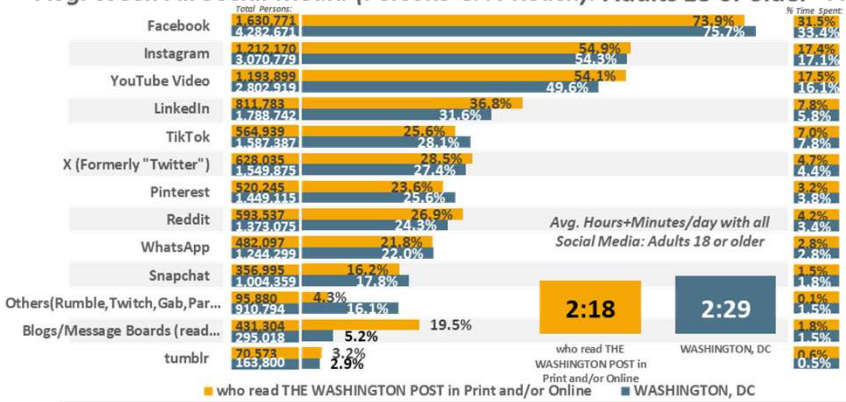
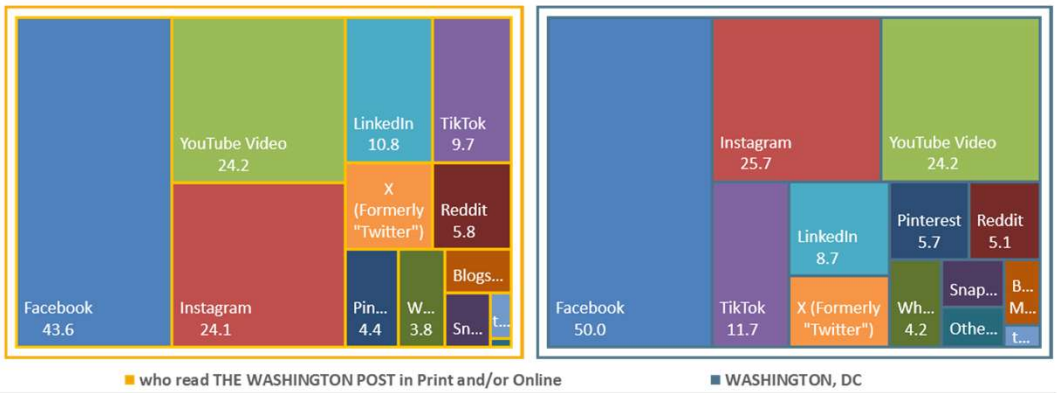
The Washington Post

1,621,328 or 73.5% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online use Ad-Supported Facebook for an average of 41.7 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

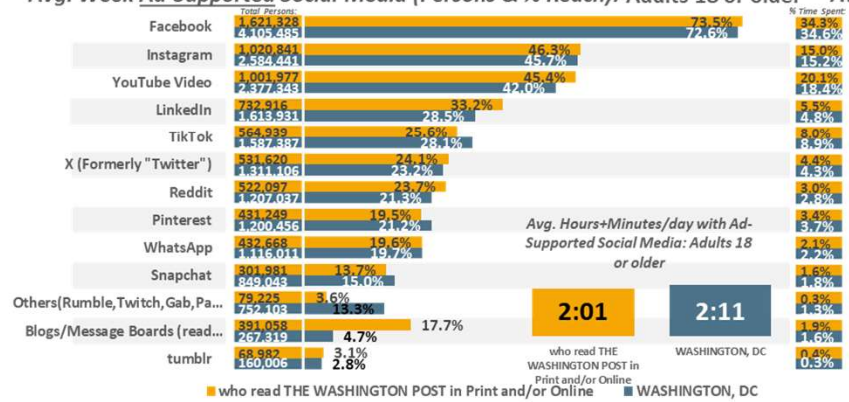
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



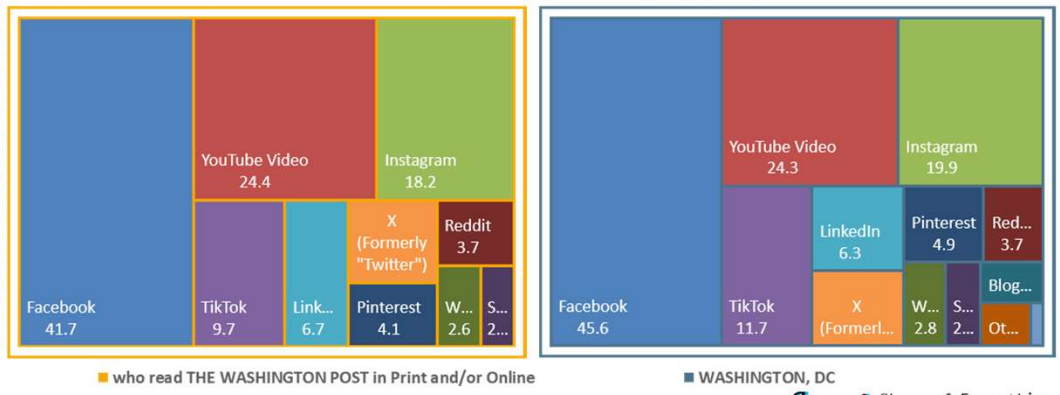
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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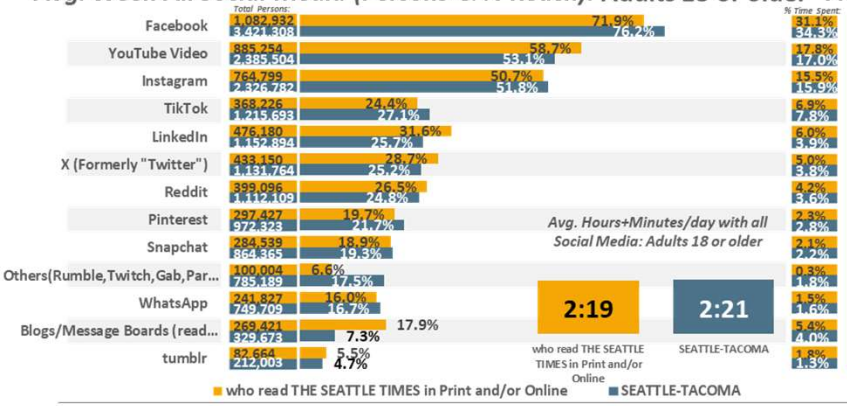
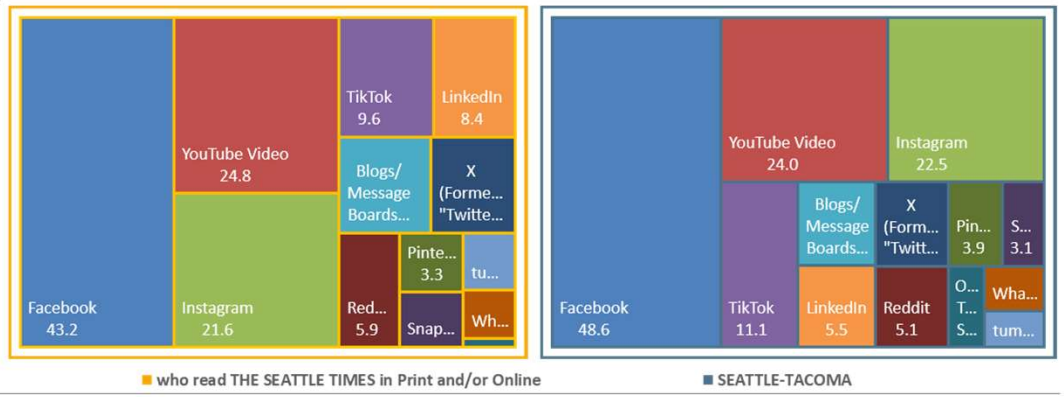
The Seattle Times

1,082,932 or 71.9% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online use Ad-Supported Facebook for an average of 40.8 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

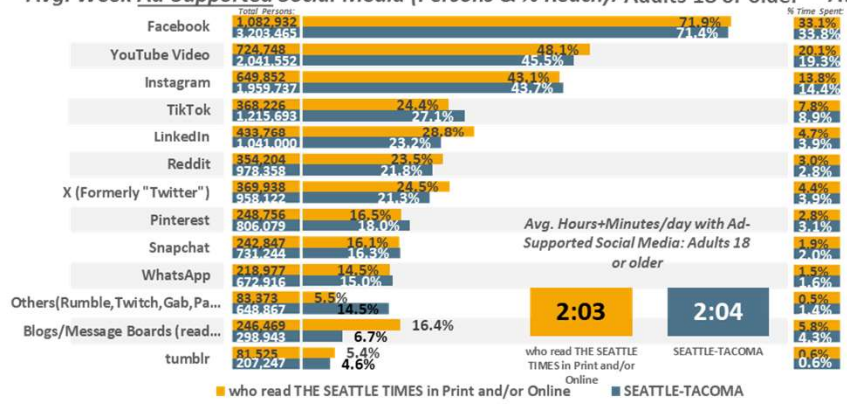
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



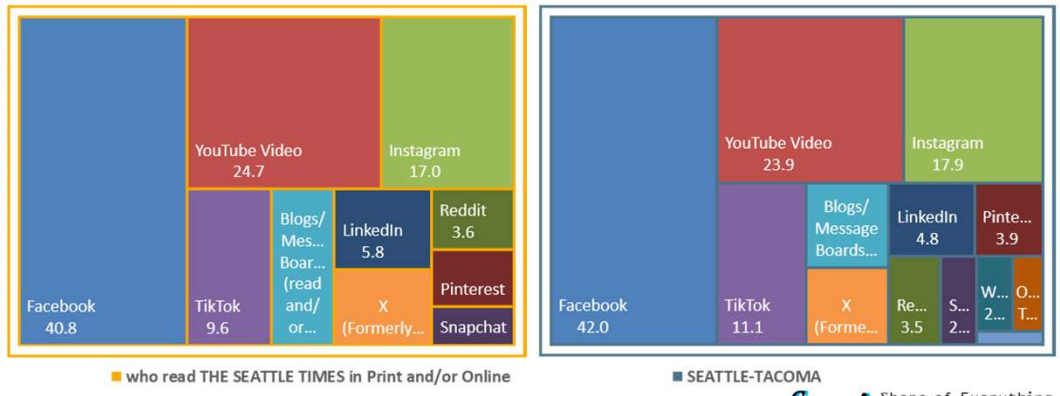
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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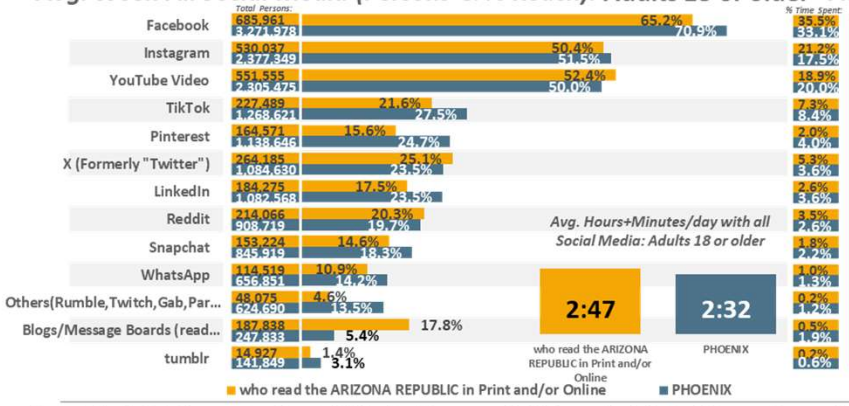
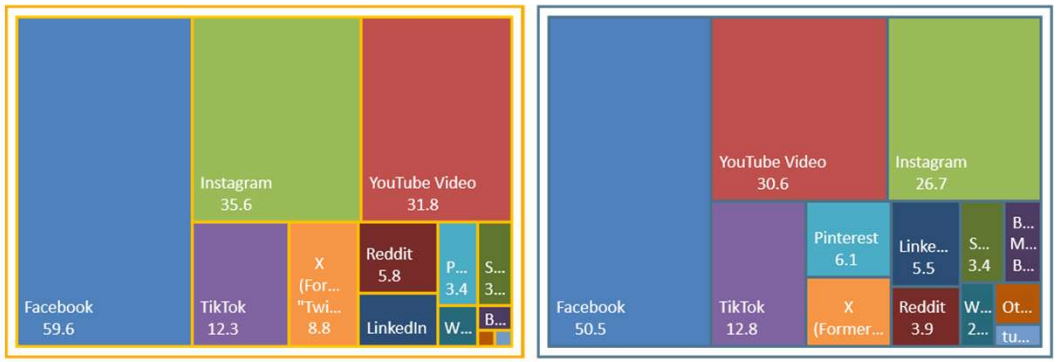
ARIZONA REPUBLIC
azcentral.com

685,961 or 65.2% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online use Ad-Supported Facebook for an average of 55.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

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

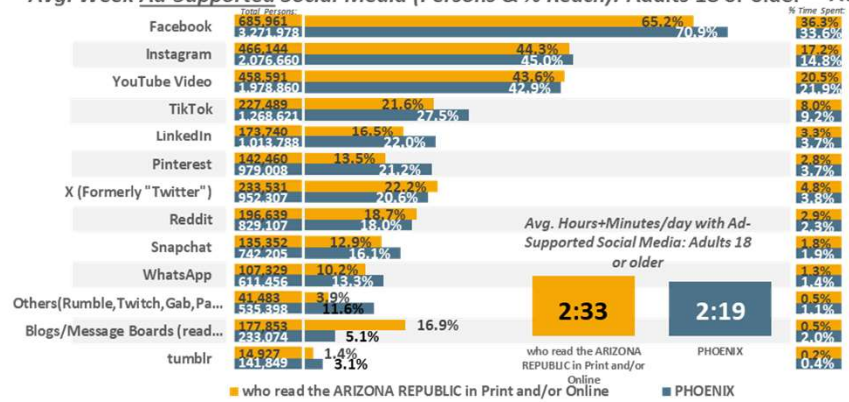


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

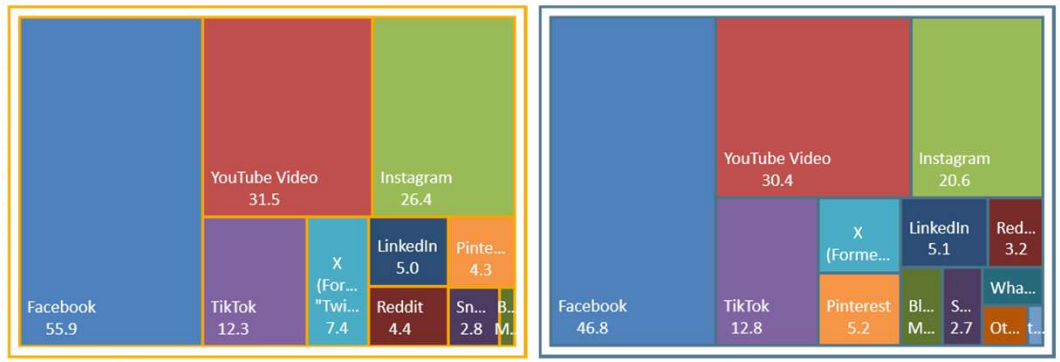


■ who read the ARIZONA REPUBLIC in Print and/or Online ■ PHOENIX

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 read the ARIZONA REPUBLIC in Print and/or Online ■ PHOENIX

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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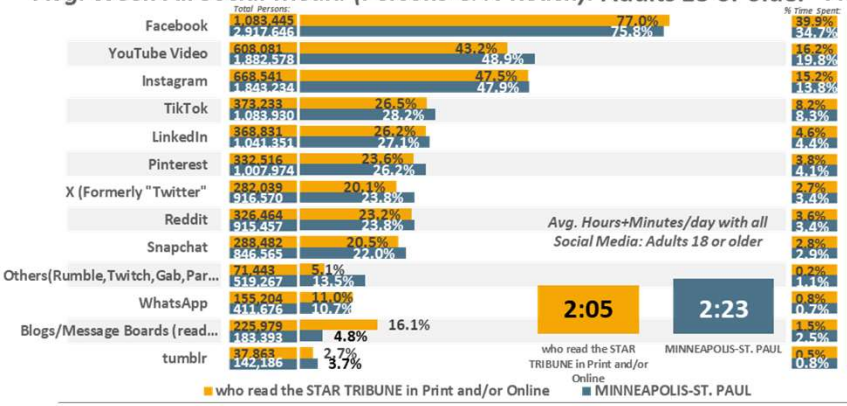
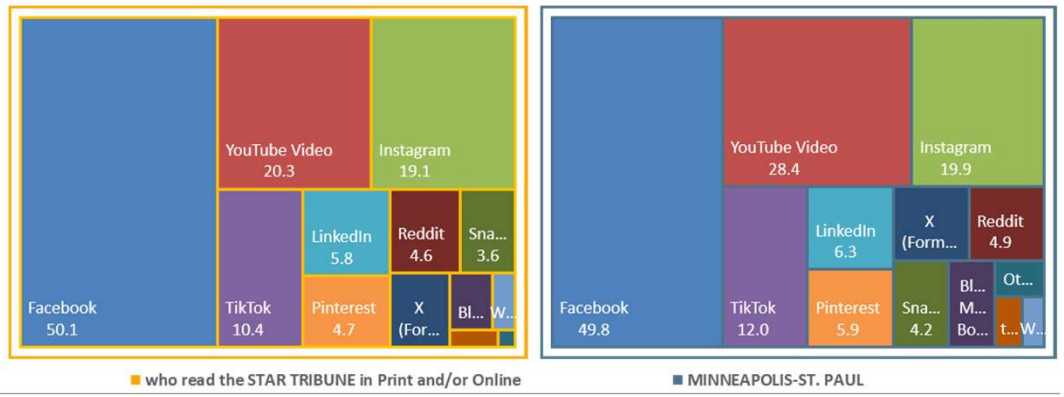
Integrated Newspaper Audience: Arizona Republic INA

944,312 or 67.1% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online use Ad-Supported Facebook for an average of 38.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

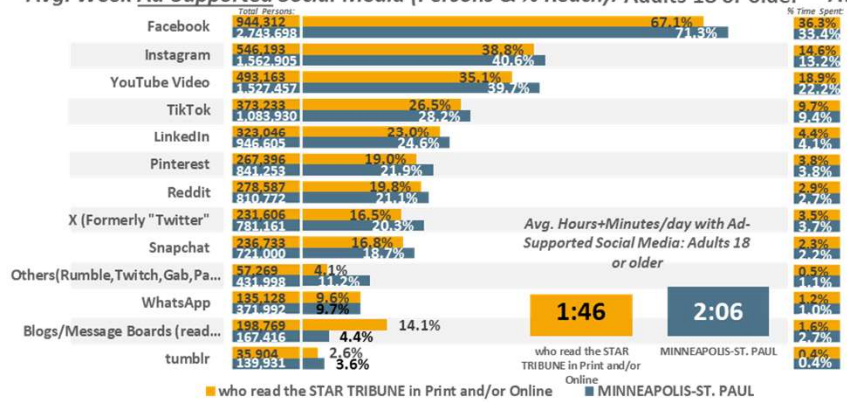
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



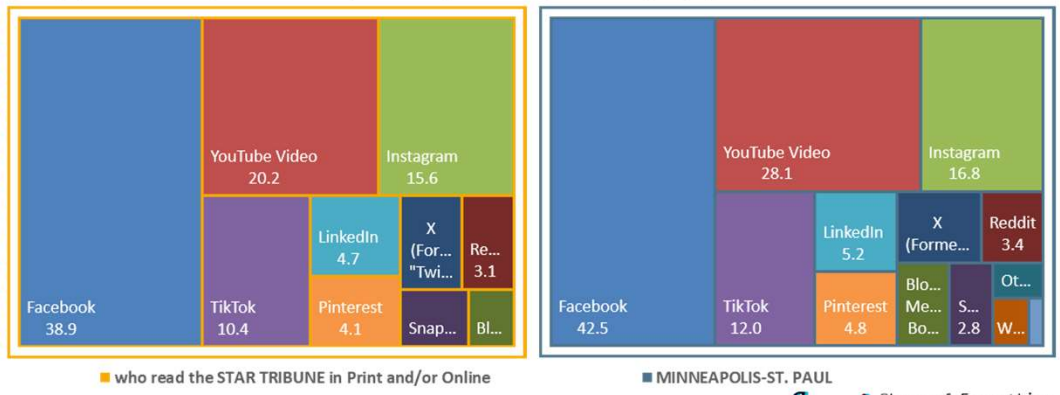
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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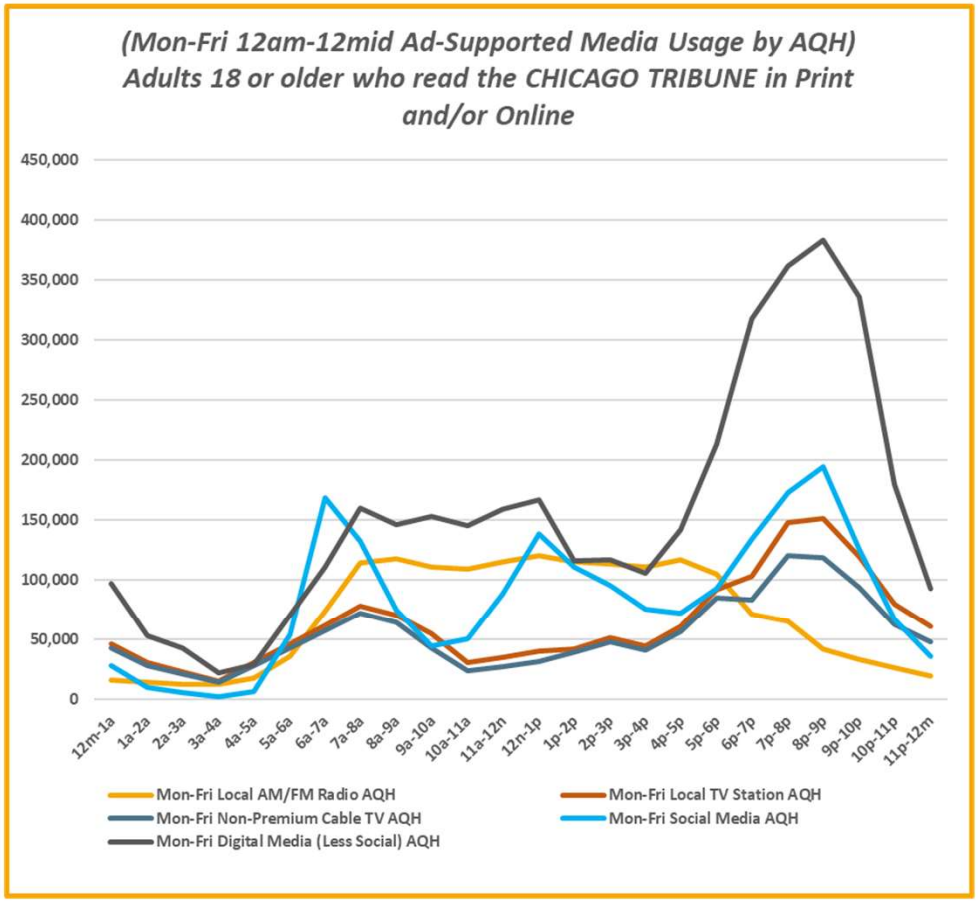
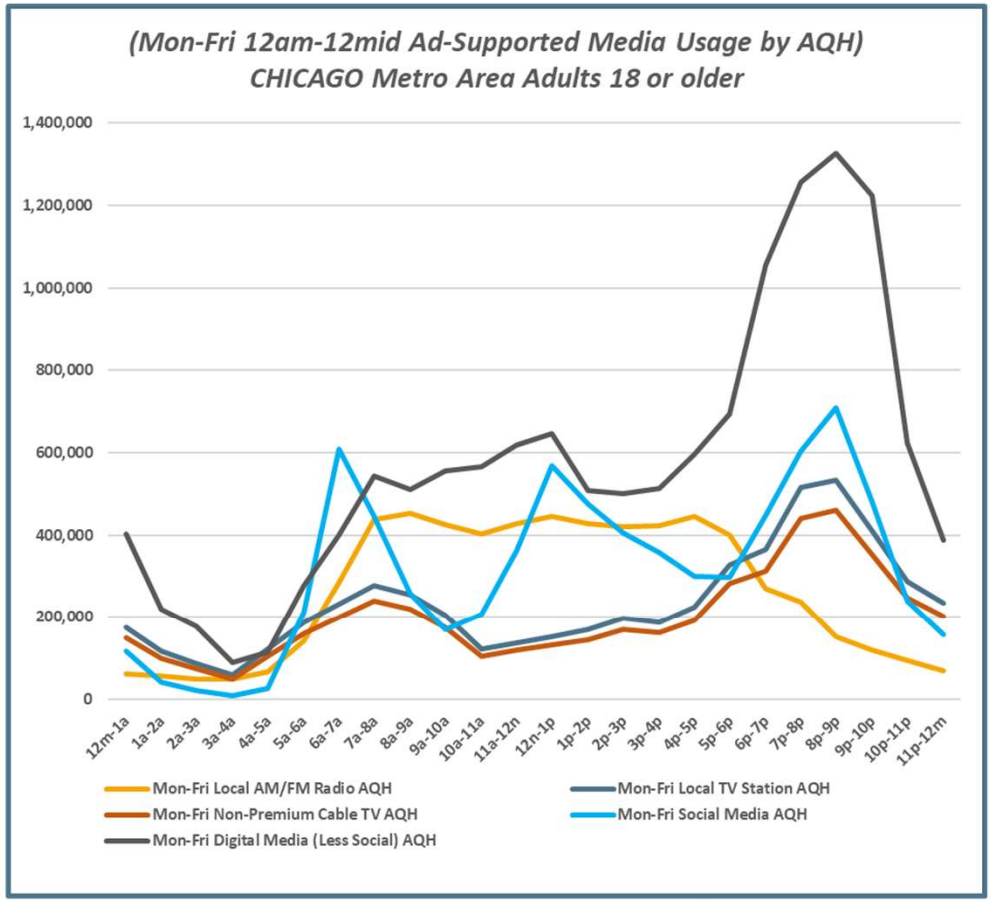
Integrated Newspaper Audience: Star Tribune INA

Chicago Tribune

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 157,903; Local Radio: 107,161; Social Media: 98,282; Local TV: 58,700; Non-Prem. Cable: 51,645 reaching Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or On





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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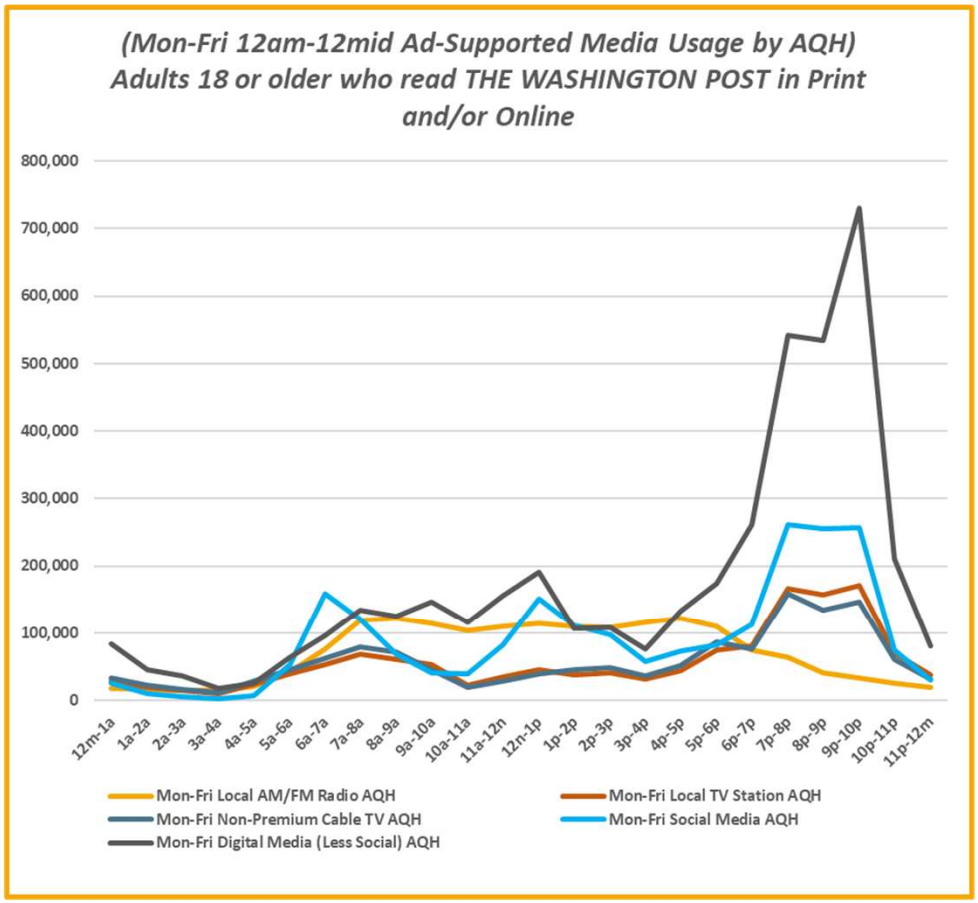
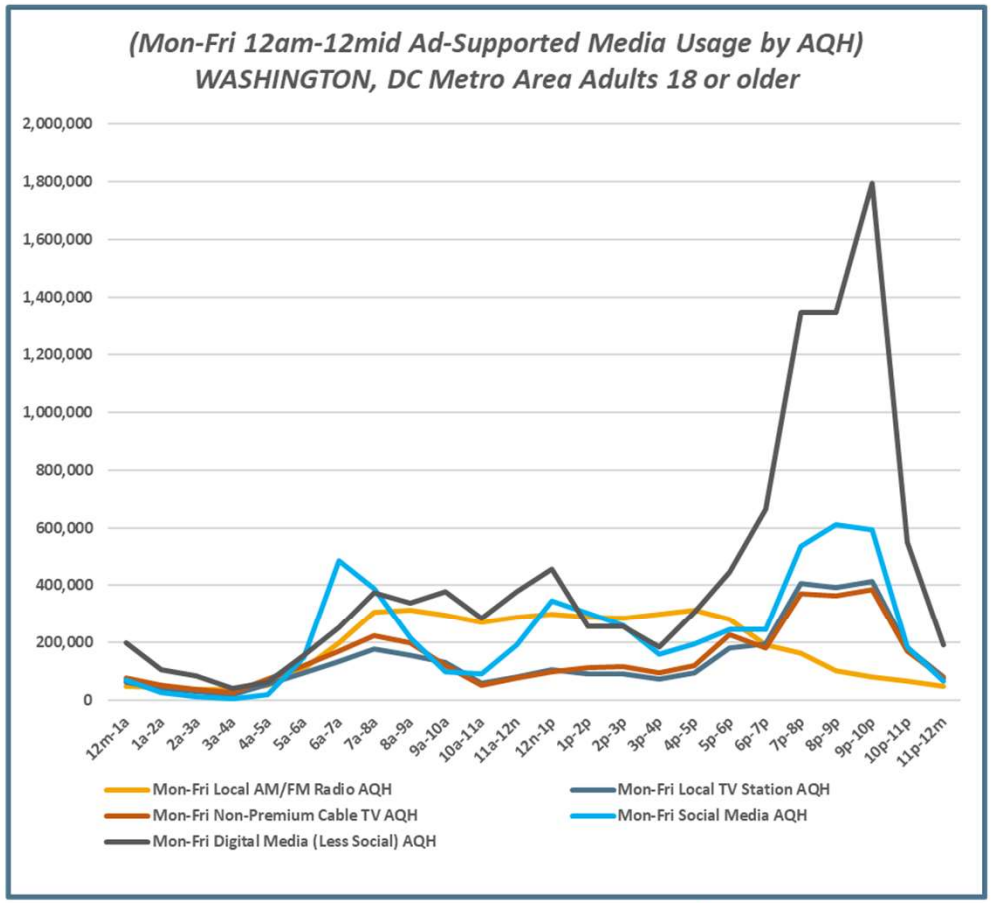
Integrated Newspaper Audience: Chicago Tribune INA

The Washington Post

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 140,324; Local Radio: 107,400; Social Media: 91,846; Non-Prem. Cable: 52,708; Local TV: 49,558 reaching Adults 18 or older who read THE WASHINGTON POST in Print and/or On





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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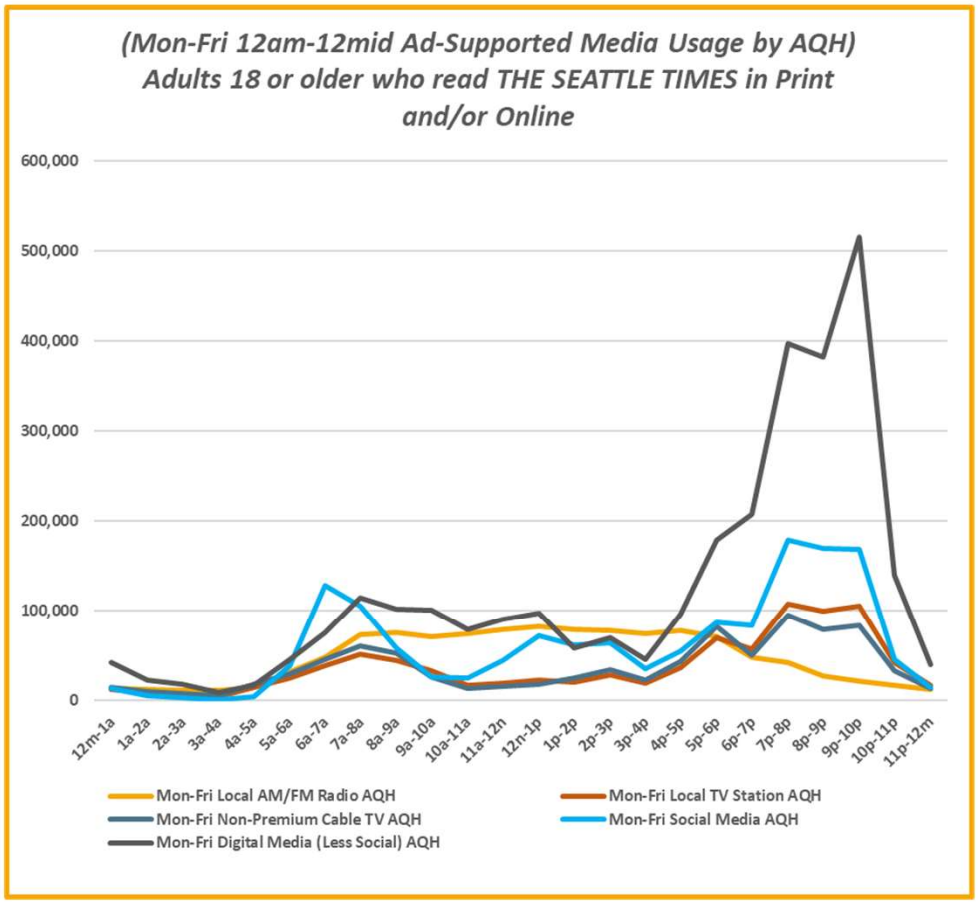
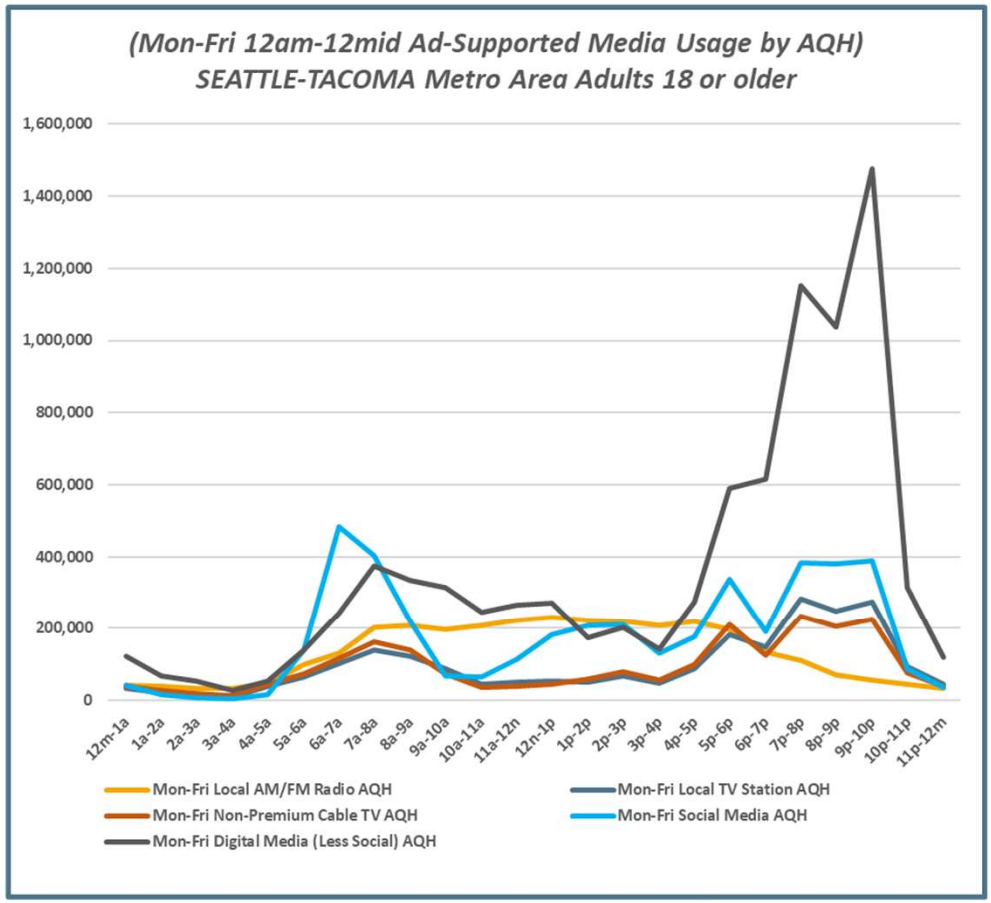
Integrated Newspaper Audience: Washington Post INA

The Seattle Times

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 101,002; Local Radio: 71,428; Social Media: 64,747; Non-Prem. Cable: 37,302; Local TV: 35,020 reaching Adults 18 or older who read THE SEATTLE TIMES in Print and/or Onlin





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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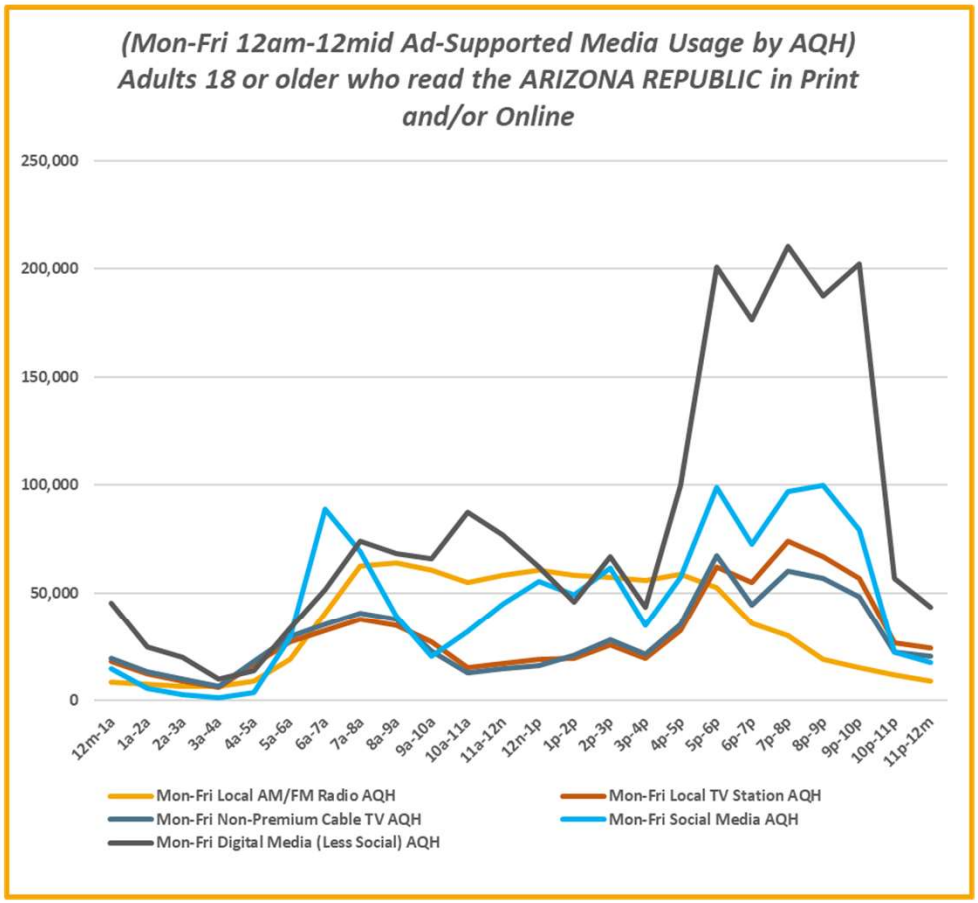
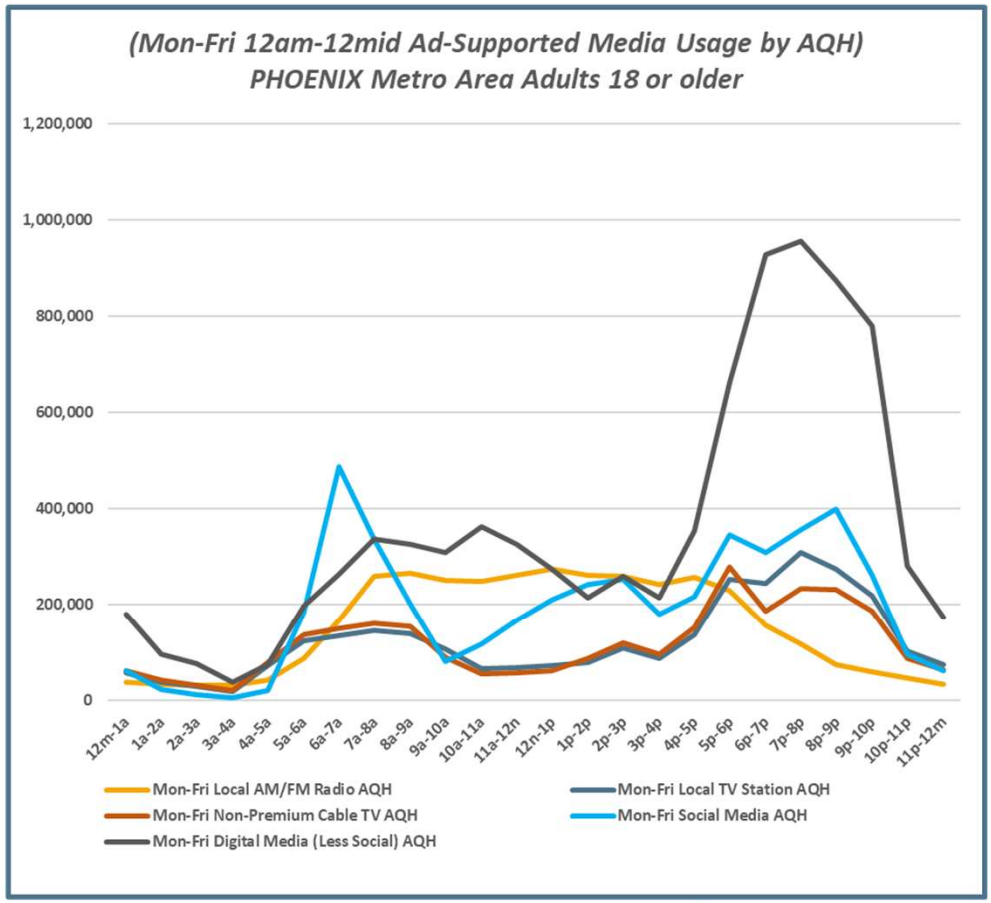
Integrated Newspaper Audience: Seattle Times INA

ARIZONA REPUBLIC
azcentral.com
PART OF THE USA TODAY NETWORK

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 86,093; Social Media: 55,676; Local Radio: 55,248; Local TV: 30,524; Non-Prem. Cable: 30,495 reaching Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Onl





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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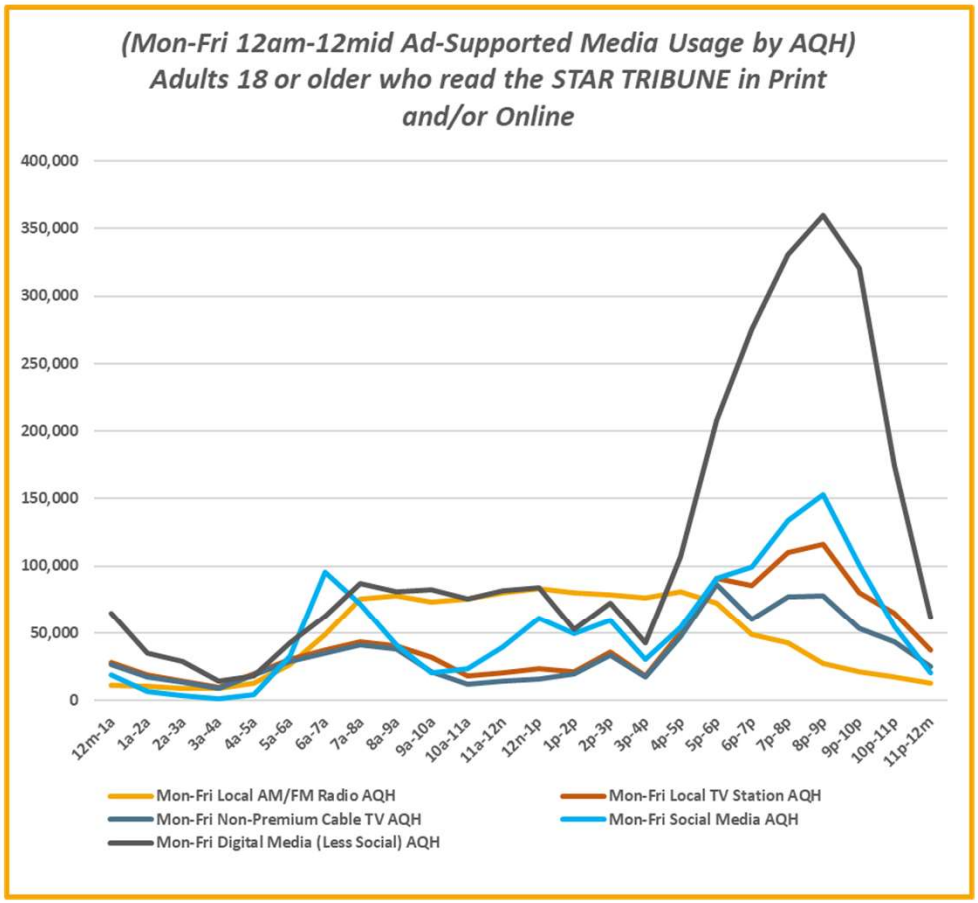
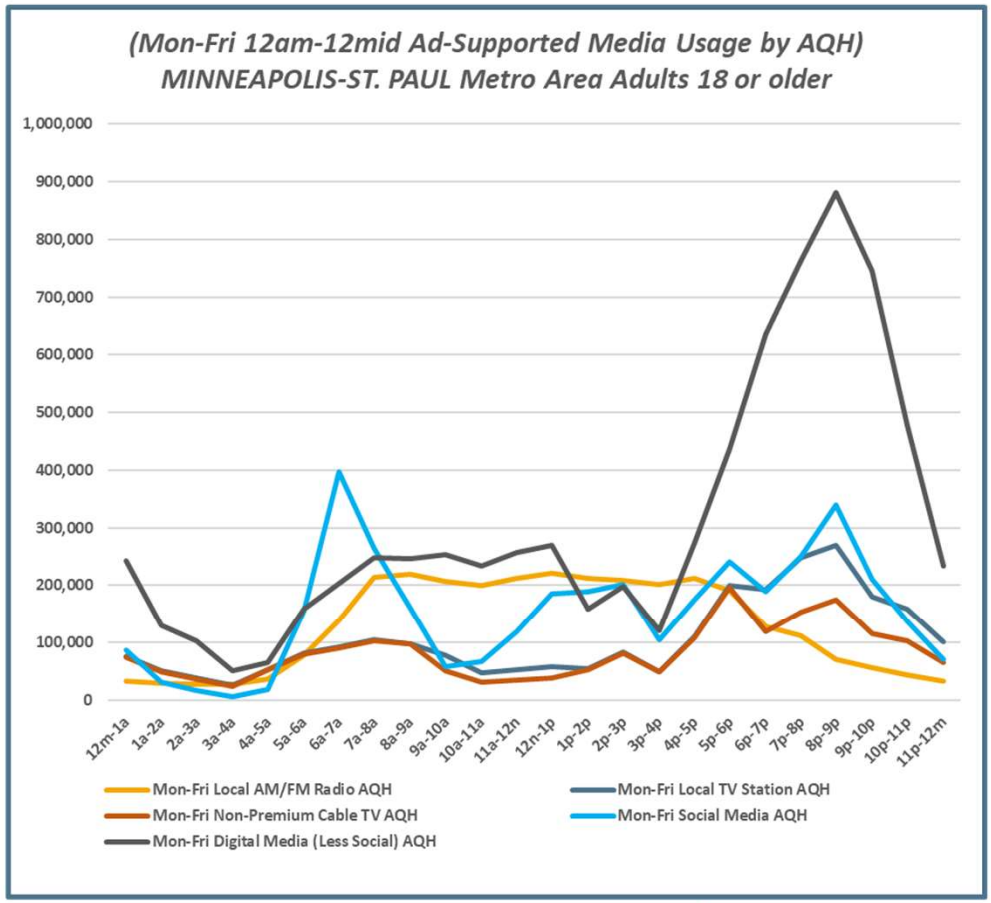
Integrated Newspaper Audience: Arizona Republic INA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 100,908; Local Radio: 73,041; Social Media: 56,574; Local TV: 39,635; Non-Prem. Cable: 33,887 reaching Adults 18 or older who read the STAR TRIBUNE in Print and/or Online





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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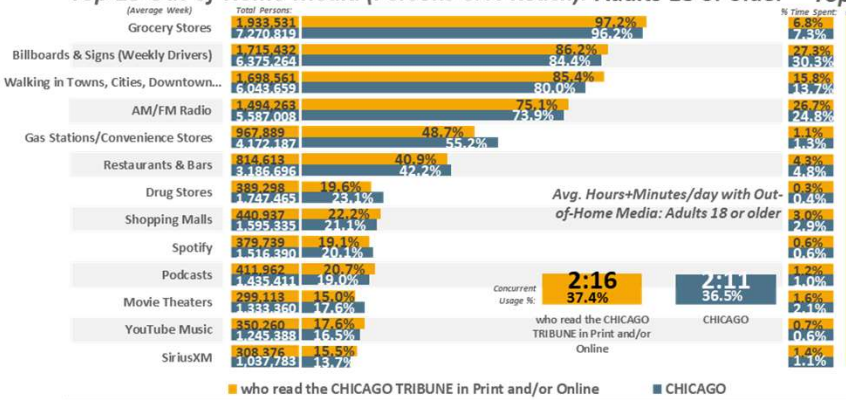
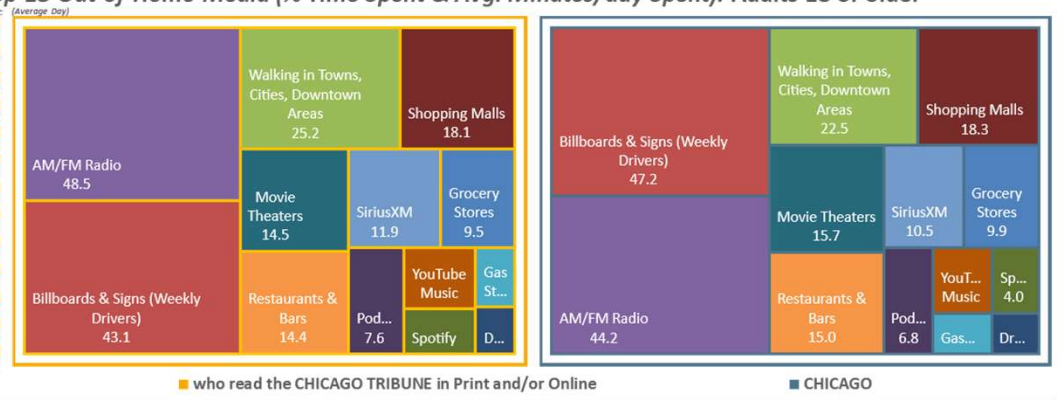
Integrated Newspaper Audience: Star Tribune INA

1,715,432 or 86.2% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online spend an average of 43.1 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minutes/day

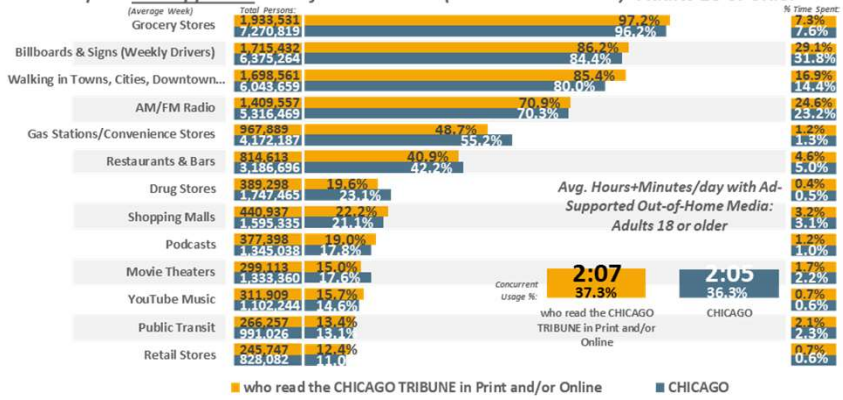
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



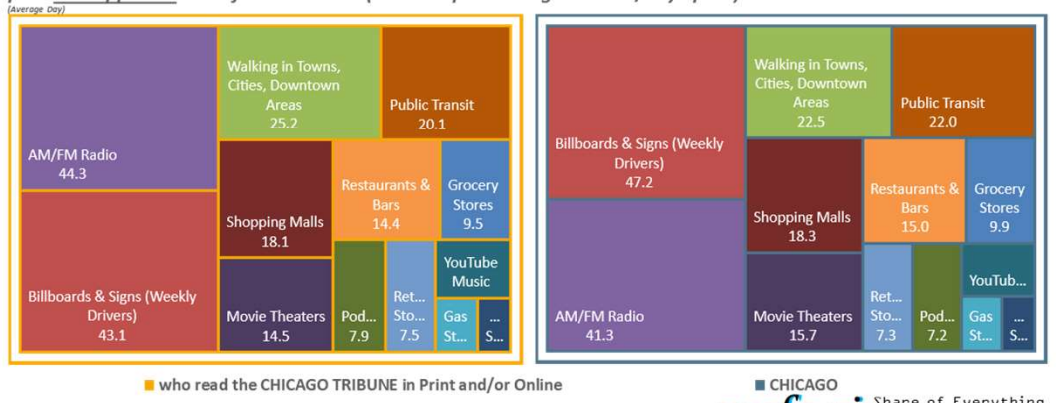
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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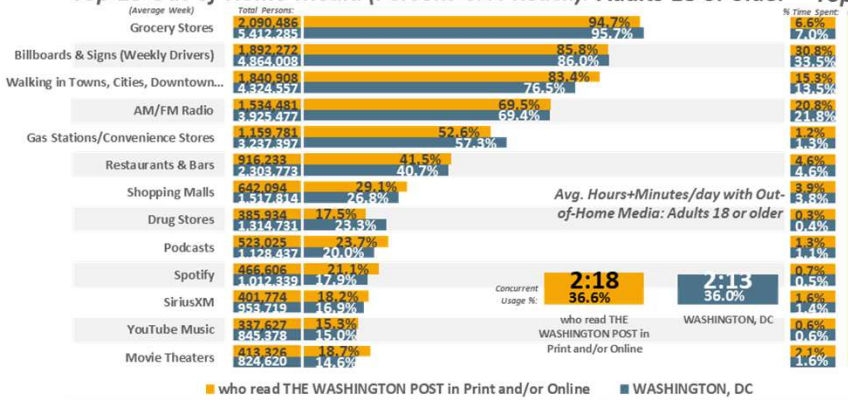
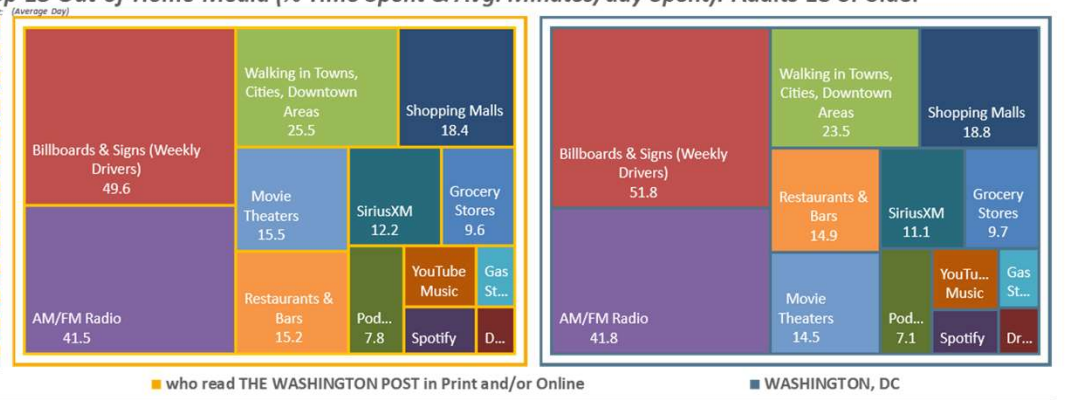
The Washington Post

1,892,272 or 85.8% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes/day

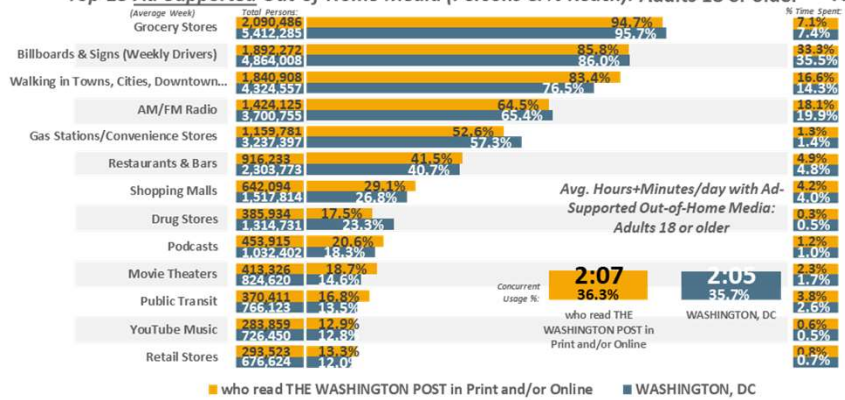
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



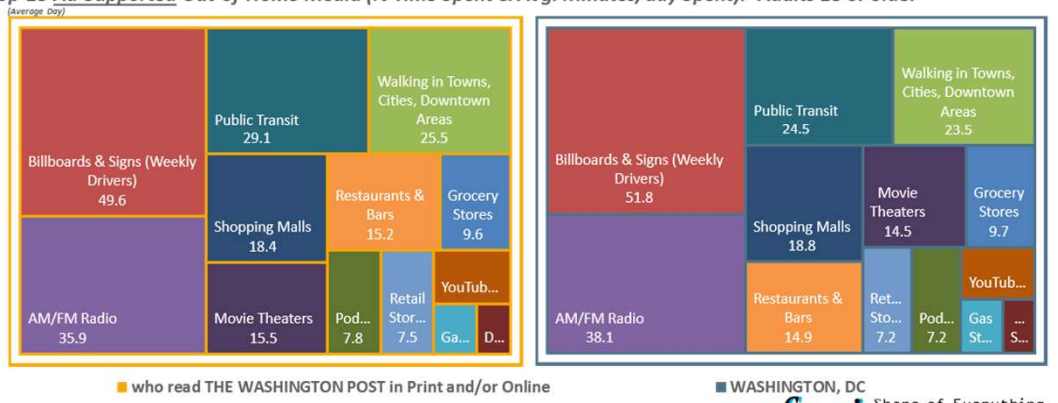
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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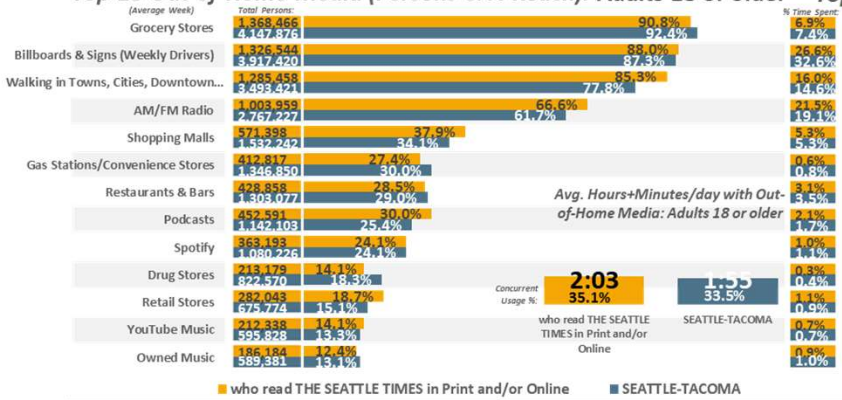
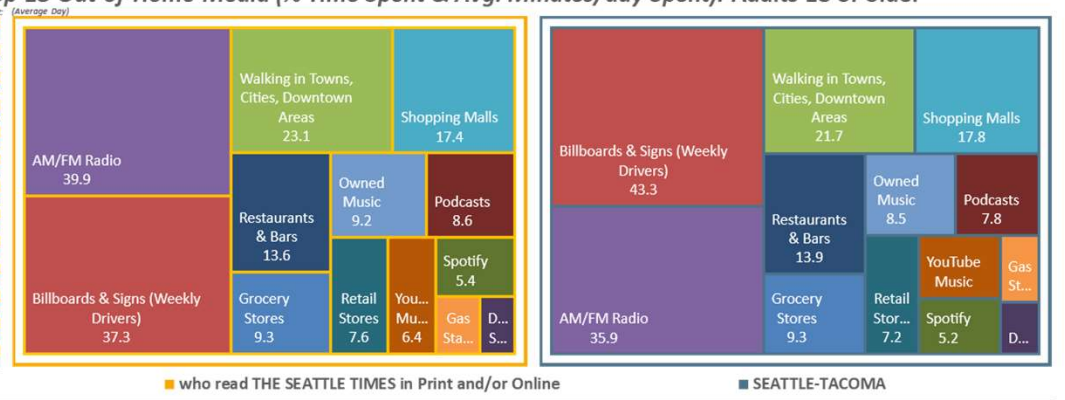
The Seattle Times

1,326,544 or 88.% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online spend an average of 37.3 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 33.4 minutes/day.

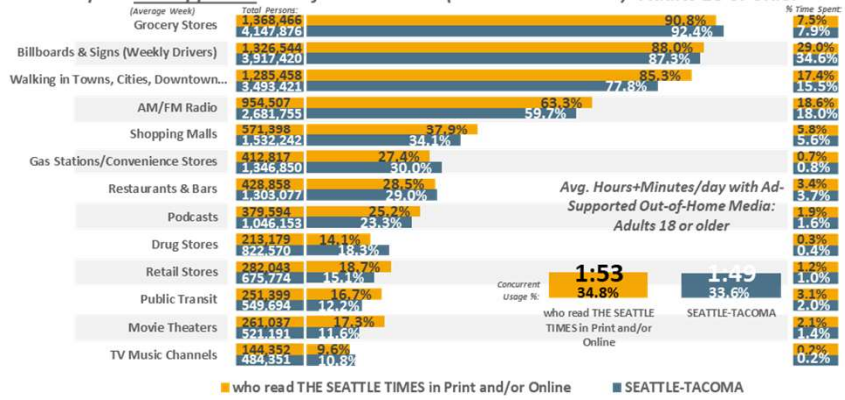
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



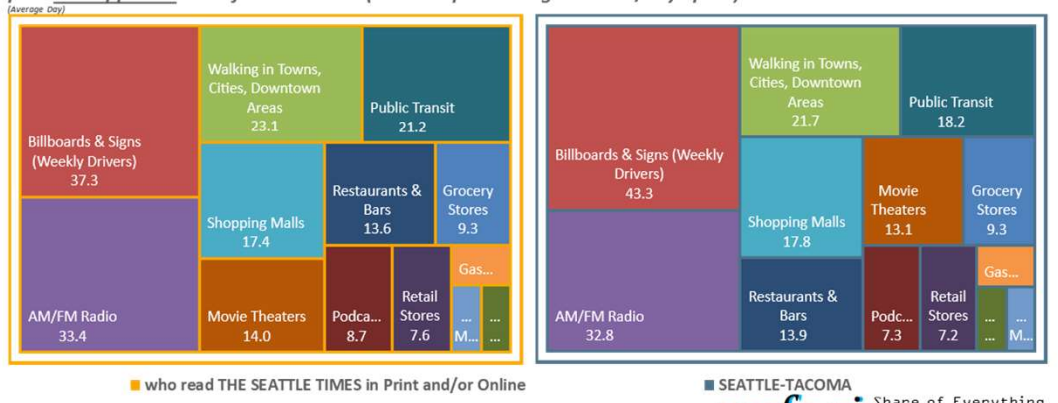
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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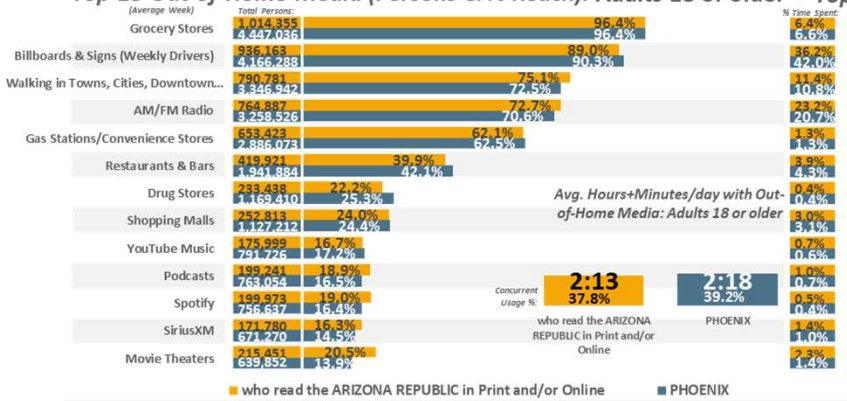
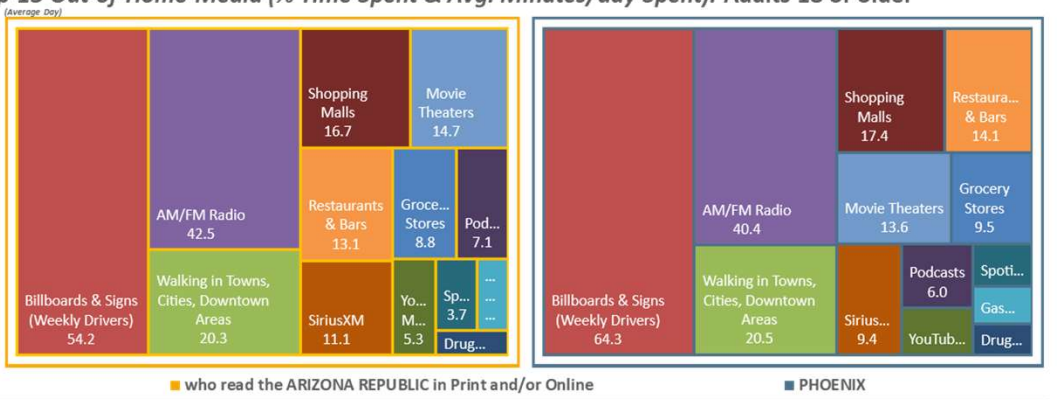
Integrated Newspaper Audience: Seattle Times INA

936,163 or 89.% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online spend an average of 54.2 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day.

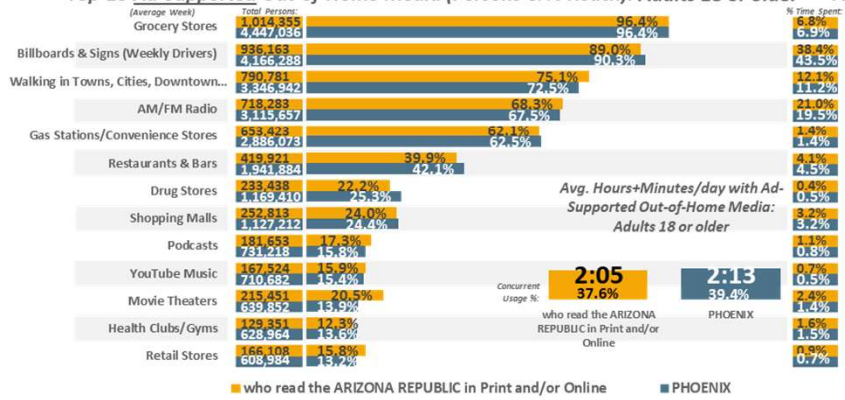
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



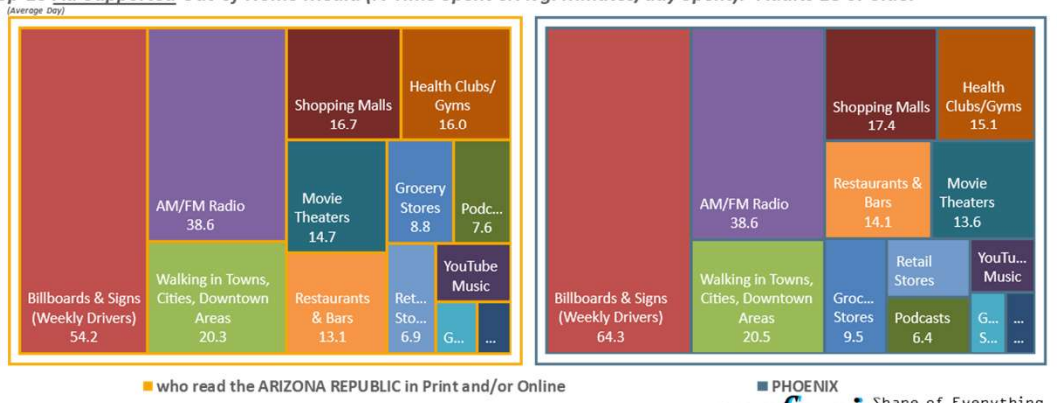
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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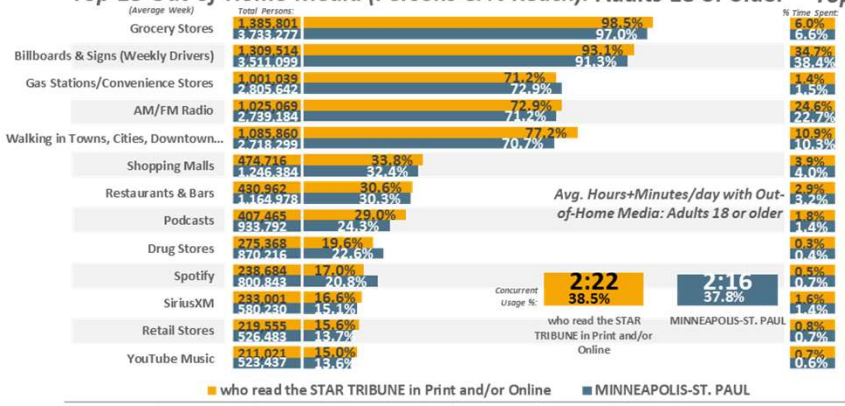
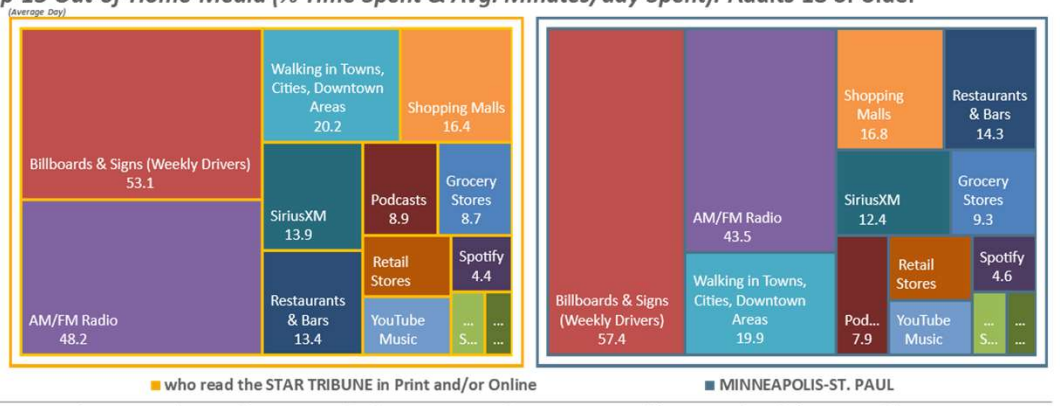
Integrated Newspaper Audience: Arizona Republic INA

1,309,514 or 93.1% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day.

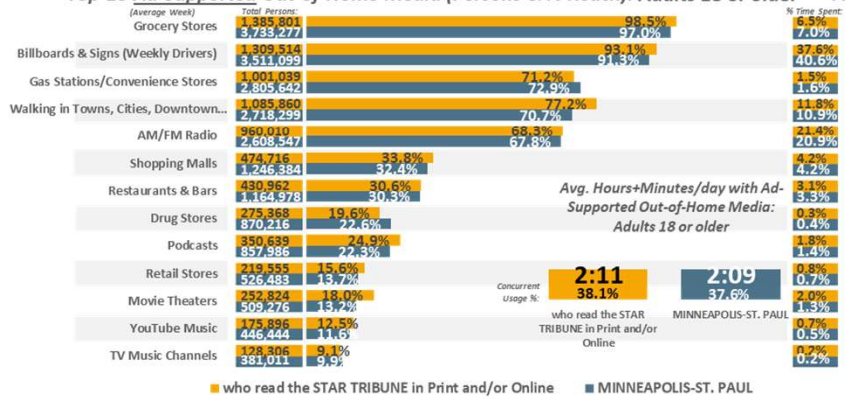
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



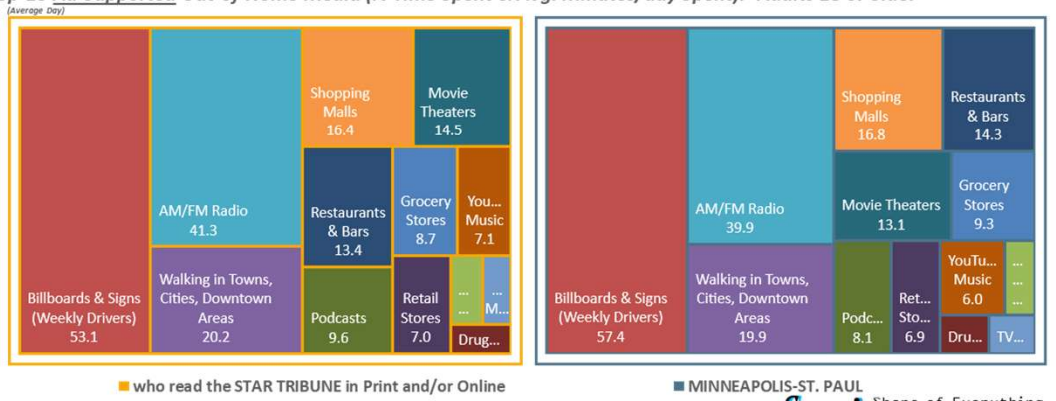
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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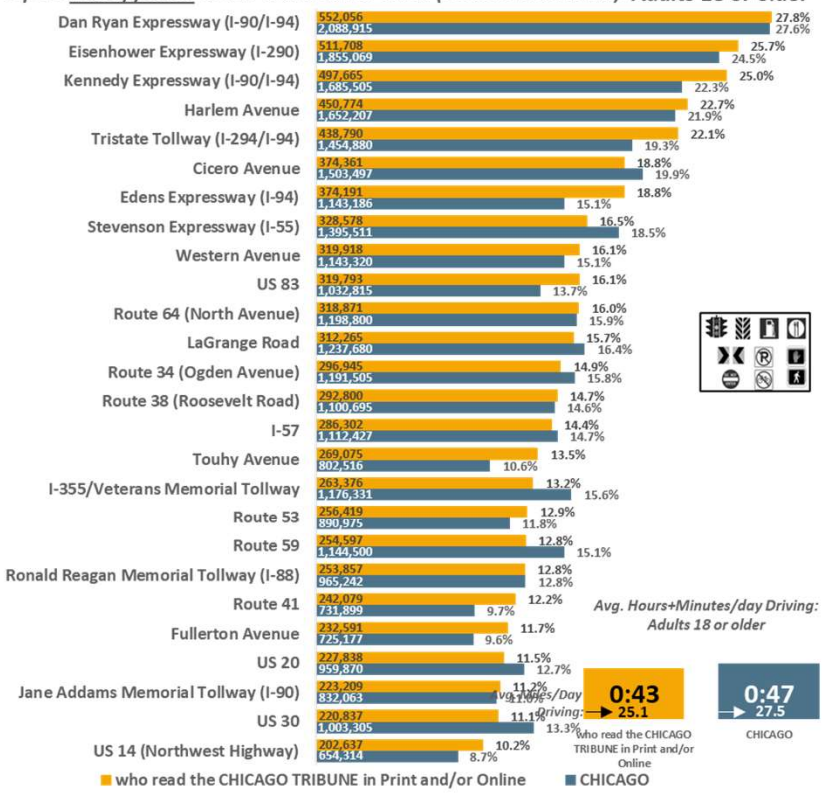
Integrated Newspaper Audience: Star Tribune INA

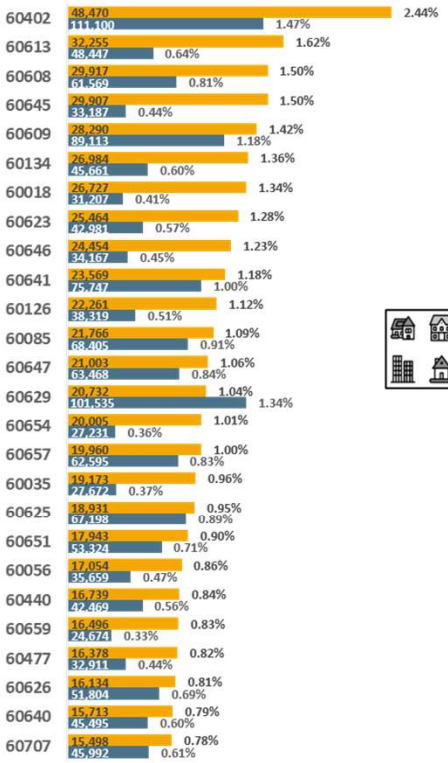
Chicago Tribune

1,715,432 or 86.2% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online spend an average of 43.1 minutes per day driving an average of 25.1 miles each day and are 27.4% more likely to use Touhy Avenue than the Metro average.

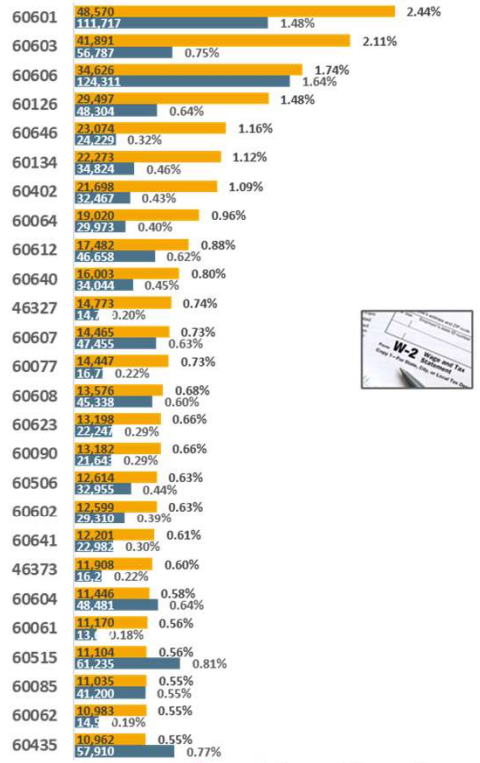
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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Integrated Newspaper Audience: Chicago Tribune INA

The Washington Post

1,892,272 or 85.8% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online spend an average of 49.6 minutes per day driving an average of 28.9 miles each day and are 46.6% more likely to use Constitution Avenue than the Metro average.

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

	who read THE WASHINGTON POST in Print and/or Online		WASHINGTON, DC	
I-95/I-495/Capital Beltway	1,362,319	61.7%	3,085,995	54.6%
I-66	730,099	33.1%	1,652,981	29.2%
I-295/Baltimore Washington Parkway	499,690	22.6%	1,207,534	21.4%
Route 1	447,154	20.3%	1,209,774	21.4%
Route 355/Rockville Pike/Wisconsin Avenue	433,449	19.6%	765,697	13.5%
Route 97/Georgia Avenue	316,520	14.3%	651,900	11.5%
Route 28	314,860	14.3%	764,557	13.5%
14th Street	312,391	14.2%	580,984	10.3%
Route 50/New York Avenue	302,116	13.7%	684,324	12.1%
Route 29/Colesville Road	269,137	12.2%	604,032	10.7%
Massachusetts Avenue	263,299	11.9%	466,825	8.3%
Route 185/Connecticut Avenue	259,834	11.8%	465,866	8.2%
16th Street	259,333	11.8%	502,365	8.9%
Constitution Avenue	256,858	11.6%	448,904	7.9%
Pennsylvania Avenue	256,113	11.6%	555,823	9.8%
East-West Highway	241,533	10.9%	613,198	10.8%
K Street	237,114	10.7%	457,077	8.1%
Veirs Mill Road	233,773	10.6%	456,728	8.1%
New Hampshire Avenue	202,146	9.2%	487,765	8.6%
Randolph Road	192,552	8.7%	407,320	7.2%
Independence Avenue	175,694	8.0%	290,1[illegible]	5.1%
Route 118/Germantown Road	141,268	6.4%	218,[illegible]	[illegible]%
Montrose Road	139,512	6.3%	269,[illegible]	4.8%
Route 5/Branch Avenue	138,152	6.3%	382,753	6.8%
H Street/Benning Road	135,799	6.2%	272,7[illegible]	4.8%
Kenilworth Avenue	135,309	6.1%	412,125	7.3%

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

Avg. Miles/Day Driving: → 28.9

0:49 who read THE WASHINGTON POST in Print and/or Online

0:51 → 30.1 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older

20877	55,590	2.52%	79,208	1.40%
20783	37,525	1.70%	87,881	1.55%
22204	36,948	1.67%	70,036	1.24%
20001	36,360	1.65%	48,529	0.86%
20008	32,692	1.48%	37,323	0.66%
22305	32,642	1.48%	43,019	0.76%
20003	30,903	1.40%	47,082	0.83%
20002	30,350	1.38%	50,931	0.90%
20009	29,926	1.36%	42,897	0.76%
20874	27,193	1.23%	37,698	0.67%
20910	26,632	1.21%	47,994	0.85%
20850	26,169	1.19%	50,417	0.89%
22003	25,923	1.17%	58,560	1.04%
20770	25,306	1.15%	32,950	0.58%
22015	25,037	1.13%	39,408	0.70%
20912	24,964	1.13%	41,778	0.74%
22042	24,606	1.12%	49,813	0.88%
20032	23,815	1.08%	40,400	0.71%
20906	22,598	1.02%	46,731	0.83%
20020	22,411	1.02%	37,222	0.66%
20902	22,339	1.01%	73,217	1.29%
20011	21,229	0.96%	50,636	0.90%
20853	21,137	0.96%	43,929	0.78%
20148	21,136	0.96%	43,411	0.77%
20147	20,700	0.94%	49,143	0.87%
20904	20,470	0.93%	43,930	0.78%

Top-26 Employment Zip Codes: Adults 18 or older

20852	60,057	2.72%	78,175	1.38%
20002	37,778	1.71%	54,930	0.97%
20005	36,569	1.66%	63,176	1.12%
20001	35,964	1.63%	65,711	1.16%
20036	30,364	1.38%	41,729	0.74%
22030	27,994	1.27%	48,866	0.86%
22102	25,474	1.15%	44,646	0.79%
20171	25,025	1.13%	36,496	0.65%
20850	24,416	1.11%	46,952	0.83%
20877	22,889	1.04%	30,536	0.54%
22201	21,373	0.97%	30,602	0.54%
22204	20,644	0.94%	27,841	0.49%
20003	20,136	0.91%	29,713	0.53%
20004	18,305	0.83%	22,880	0.40%
20910	17,988	0.82%	26,482	0.47%
20009	17,410	0.79%	27,886	0.49%
22209	16,408	0.74%	22,453	0.40%
20855	16,151	0.73%	16,624	0.29%
22314	15,882	0.72%	37,693	0.67%
20037	14,402	0.65%	22,299	0.39%
22150	13,706	0.62%	18,369	0.32%
20006	13,148	0.60%	37,606	0.67%
22003	13,053	0.59%	31,522	0.56%
22202	12,552	0.57%	35,042	0.62%
21701	12,458	0.56%	30,112	0.53%
20151	12,451	0.56%	44,259	0.78%

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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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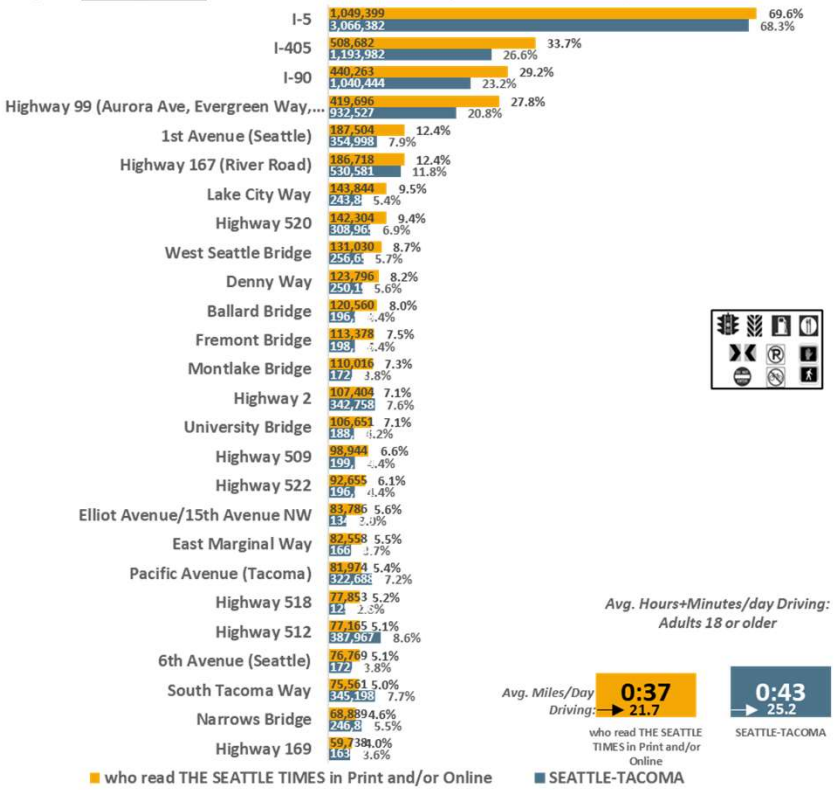
Integrated Newspaper Audience: Washington Post INA

The Seattle Times

1,326,544 or 88.% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online spend an average of 37.3 minutes per day driving an average of 21.7 miles each day and are 89.7% more likely to use Montlake Bridge than the Metro average.

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

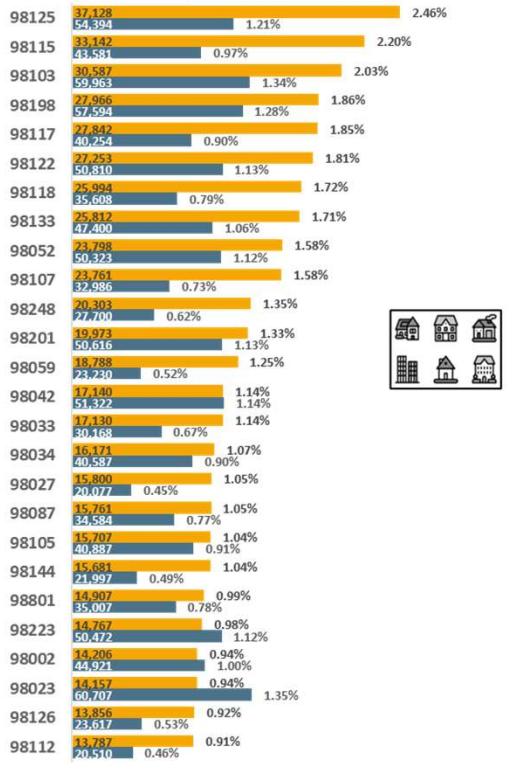


Avg. Hours+Minutes/day Driving: Adults 18 or older

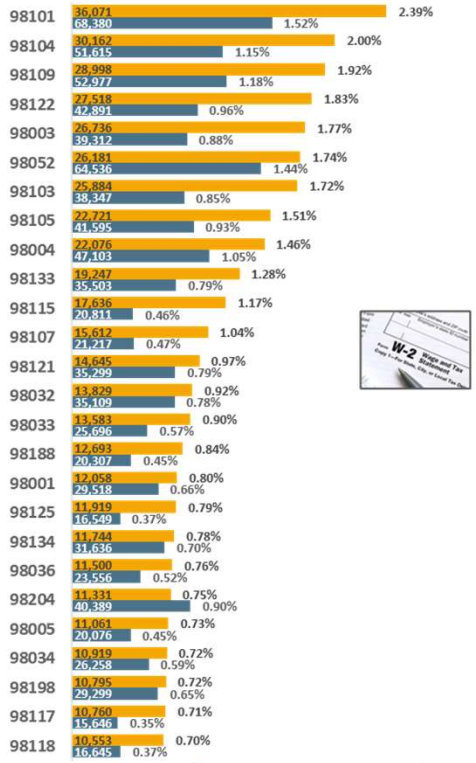
Avg. Miles/Day Driving: 0:37 → 21.7 who read THE SEATTLE TIMES in Print and/or Online

0:43 → 25.2 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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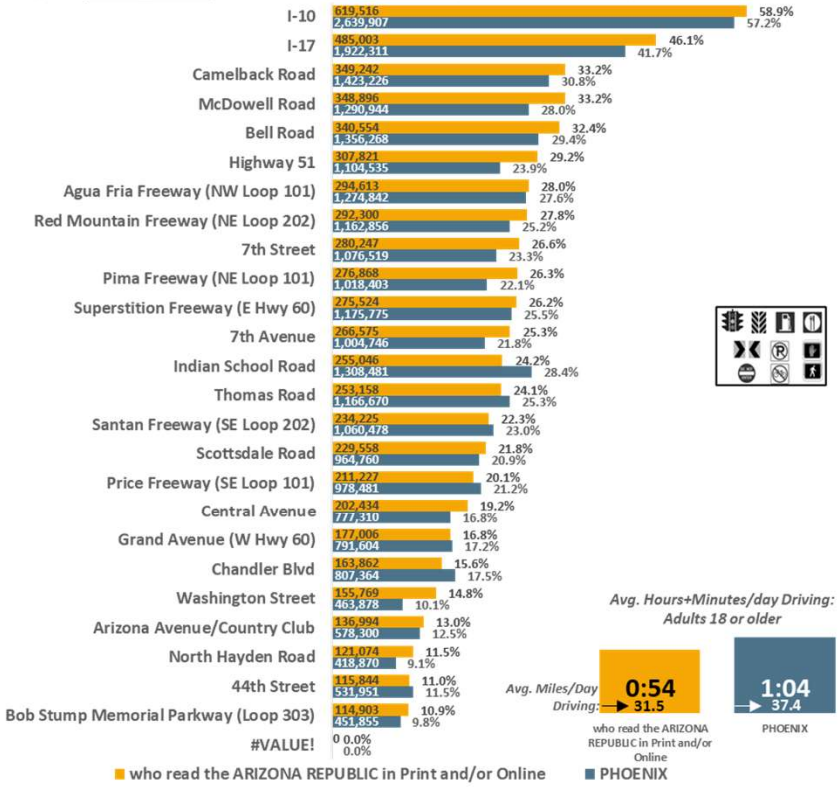
Integrated Newspaper Audience: Seattle Times INA

ARIZONA REPUBLIC
azcentral.com

936,163 or 89.% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online spend an average of 54.2 minutes per day driving an average of 31.5 miles each day and are 22.2% more likely to use Highway 51 than the Metro average.

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



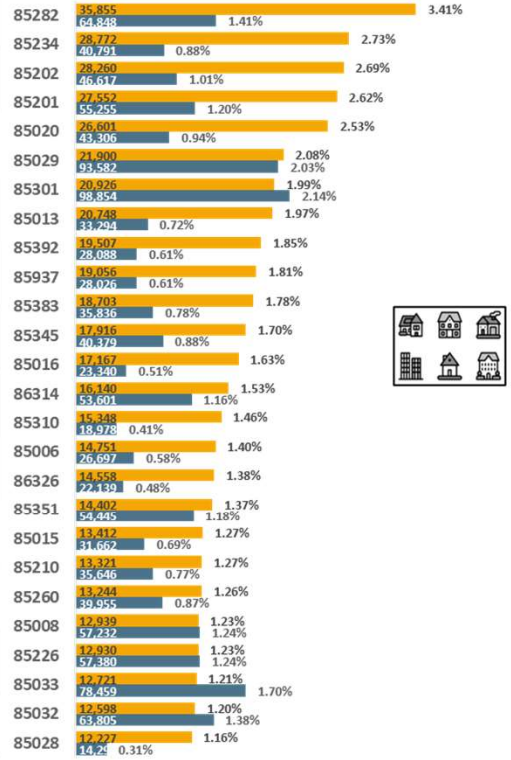
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 31.5

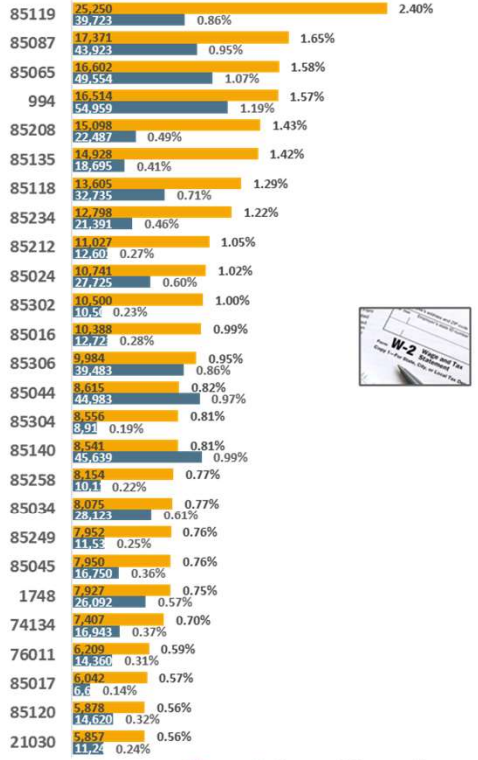
0:54 who read the ARIZONA REPUBLIC in Print and/or Online

1:04 → 37.4 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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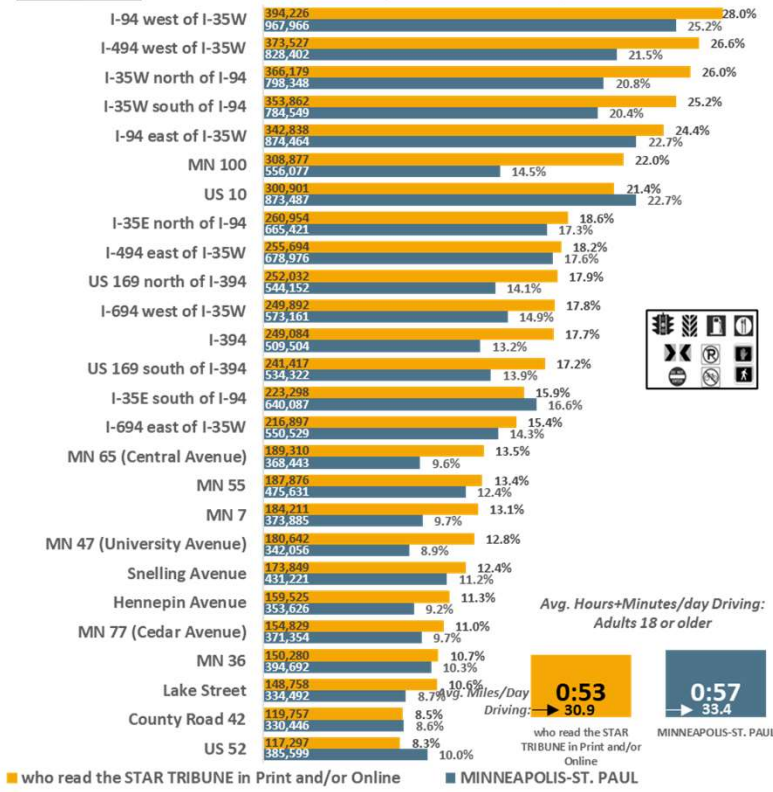
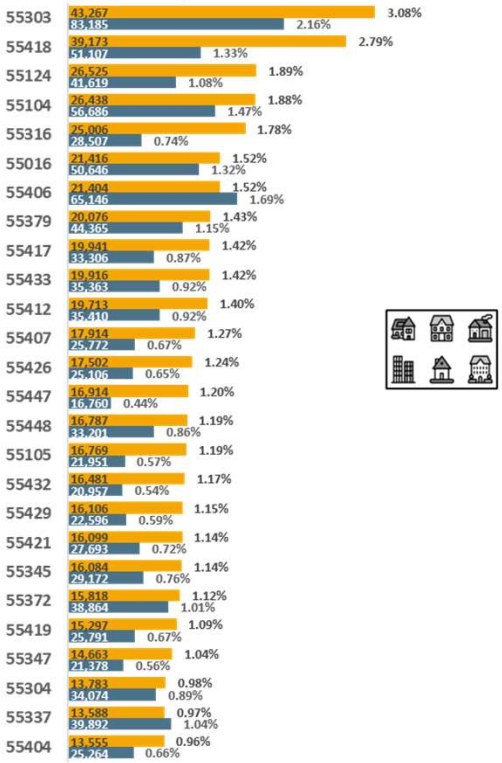
Integrated Newspaper Audience: Arizona Republic INA

1,309,514 or 93.1% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online spend an average of 53.1 minutes per day driving an average of 30.9 miles each day and are 52.% more likely to use MN 100 than the Metro average.

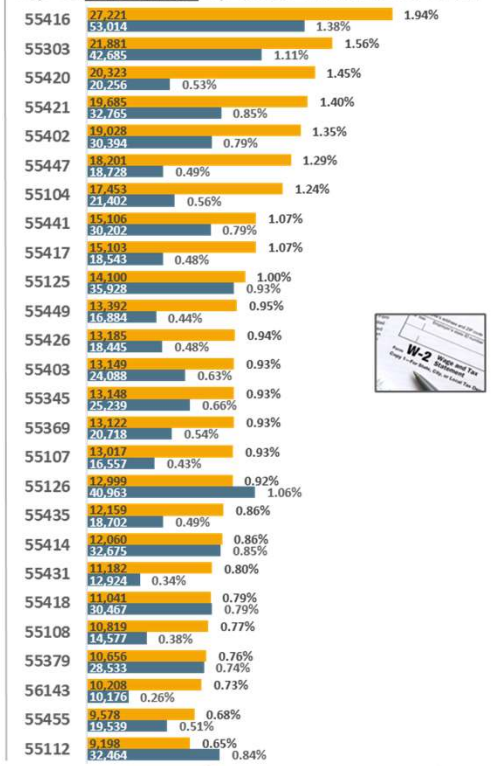
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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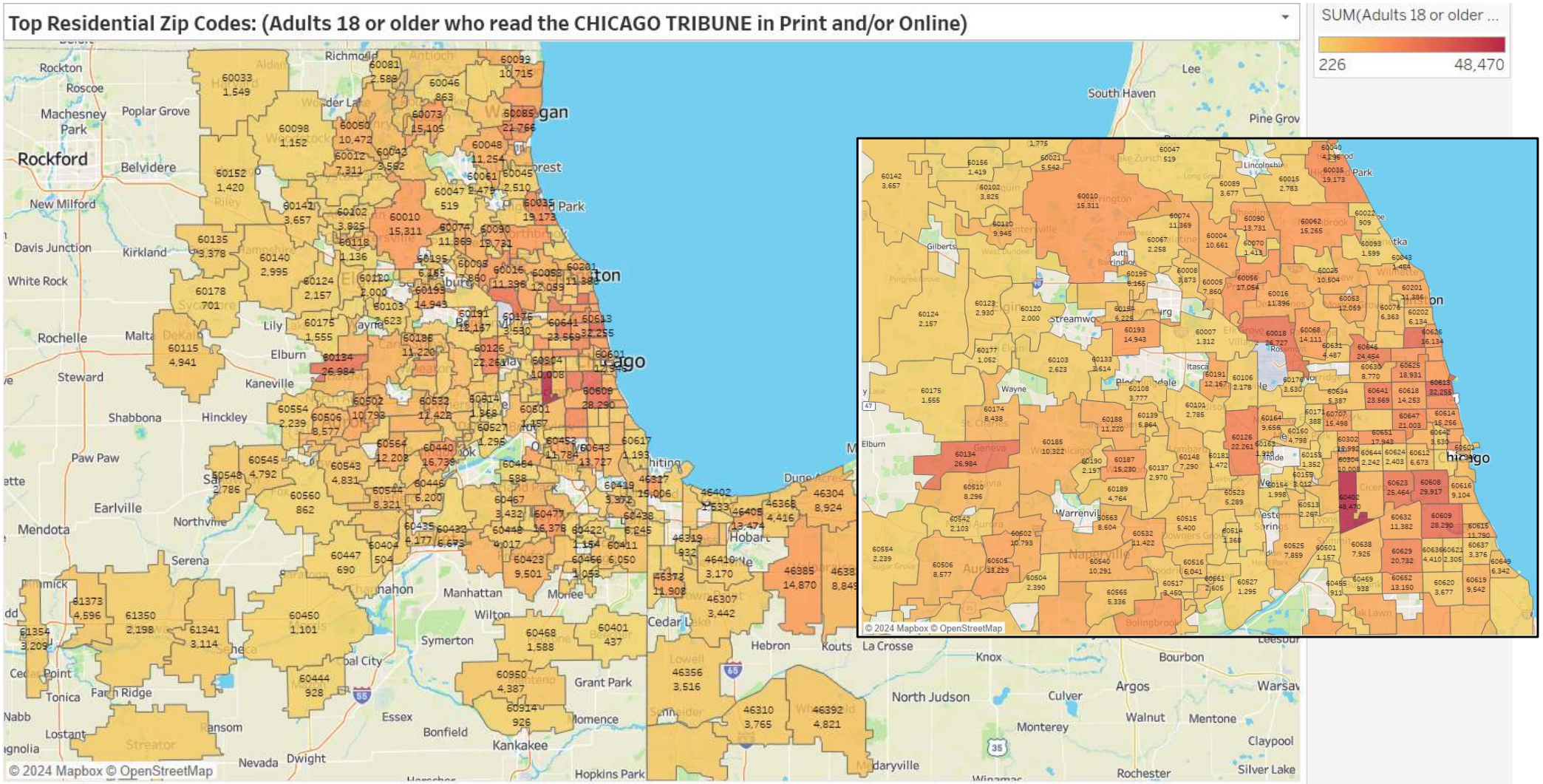
Integrated Newspaper Audience: Star Tribune INA

Top Residential Zip Codes: (Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online)



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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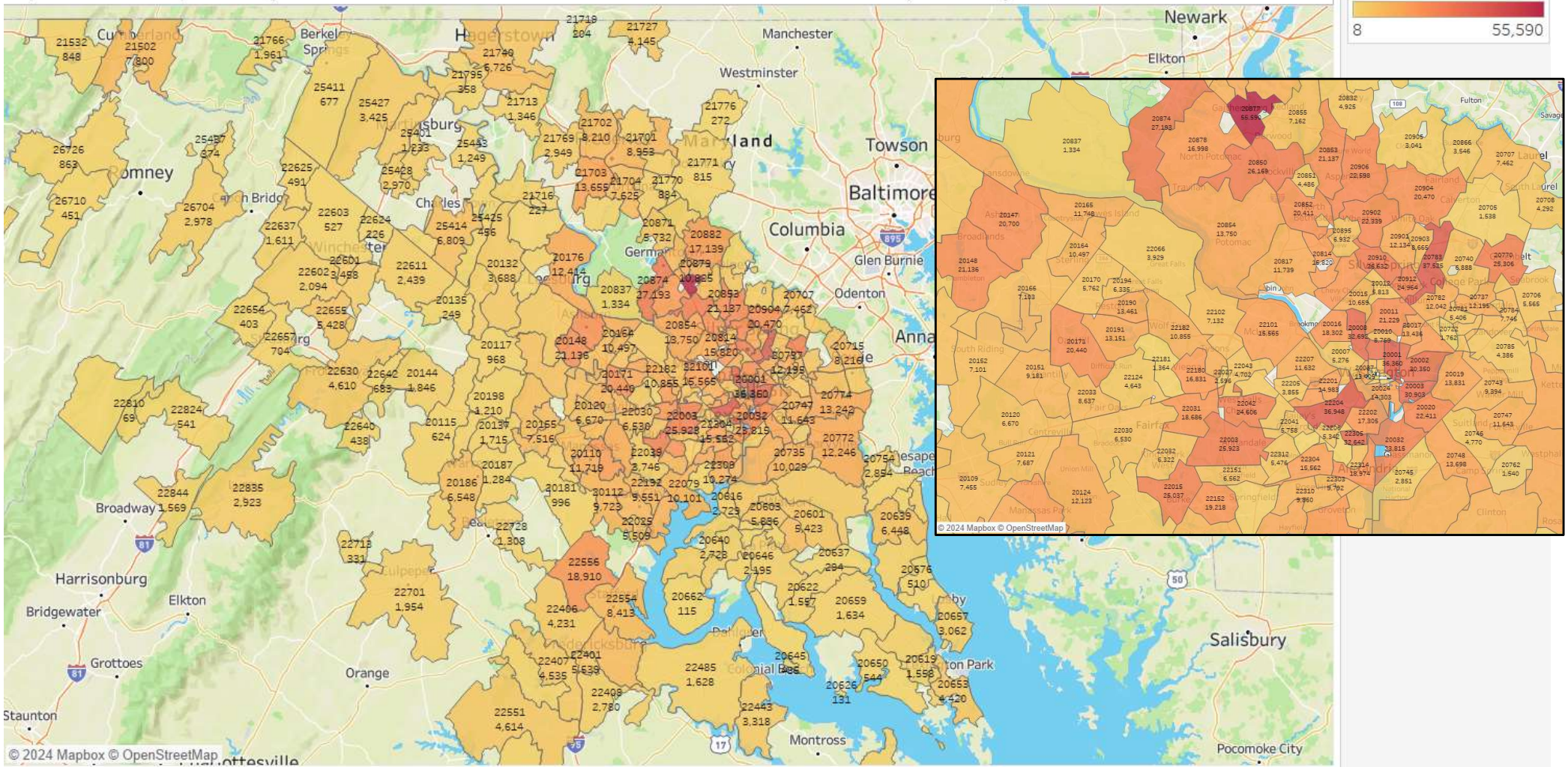
Integrated Newspaper Audience: Chicago Tribune INA

Top Residential Zip Codes: (Adults 18 or older who read THE WASHINGTON POST in Print and/or Online)



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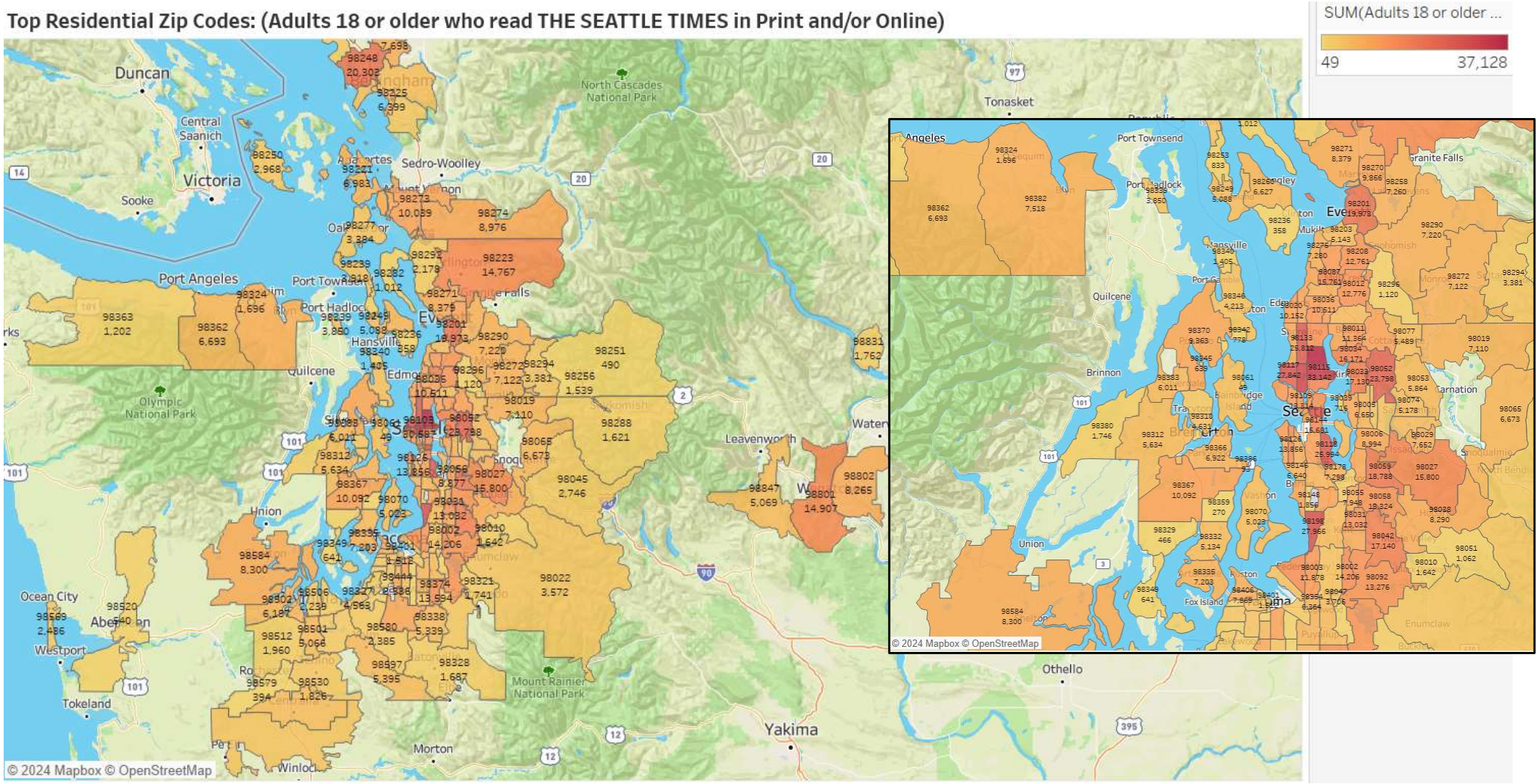
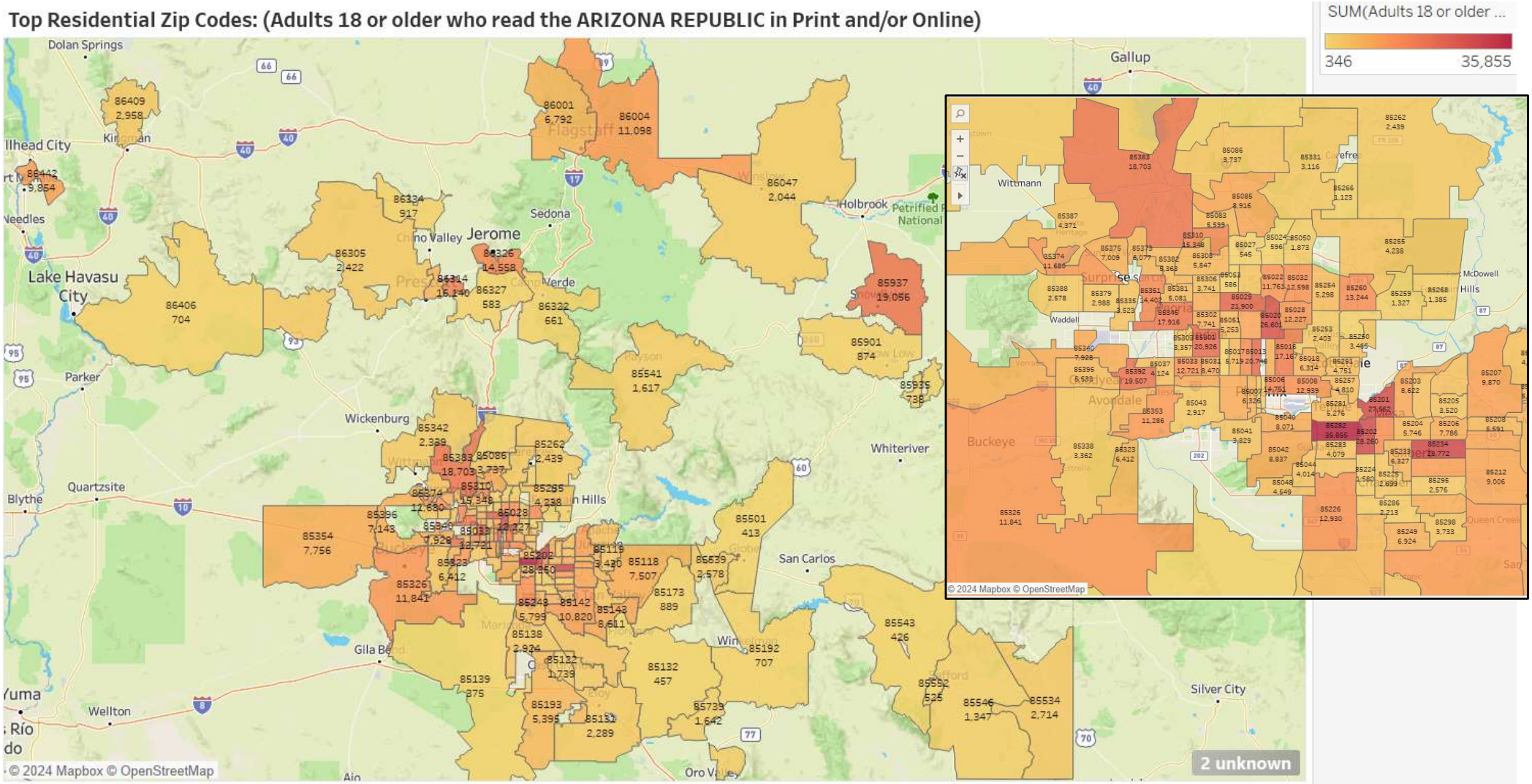
Integrated Newspaper Audience: Washington Post INA

Top Residential Zip Codes: (Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online)



Integrated Newspaper Audience: Seattle Times INA

Top Residential Zip Codes: (Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online)



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577
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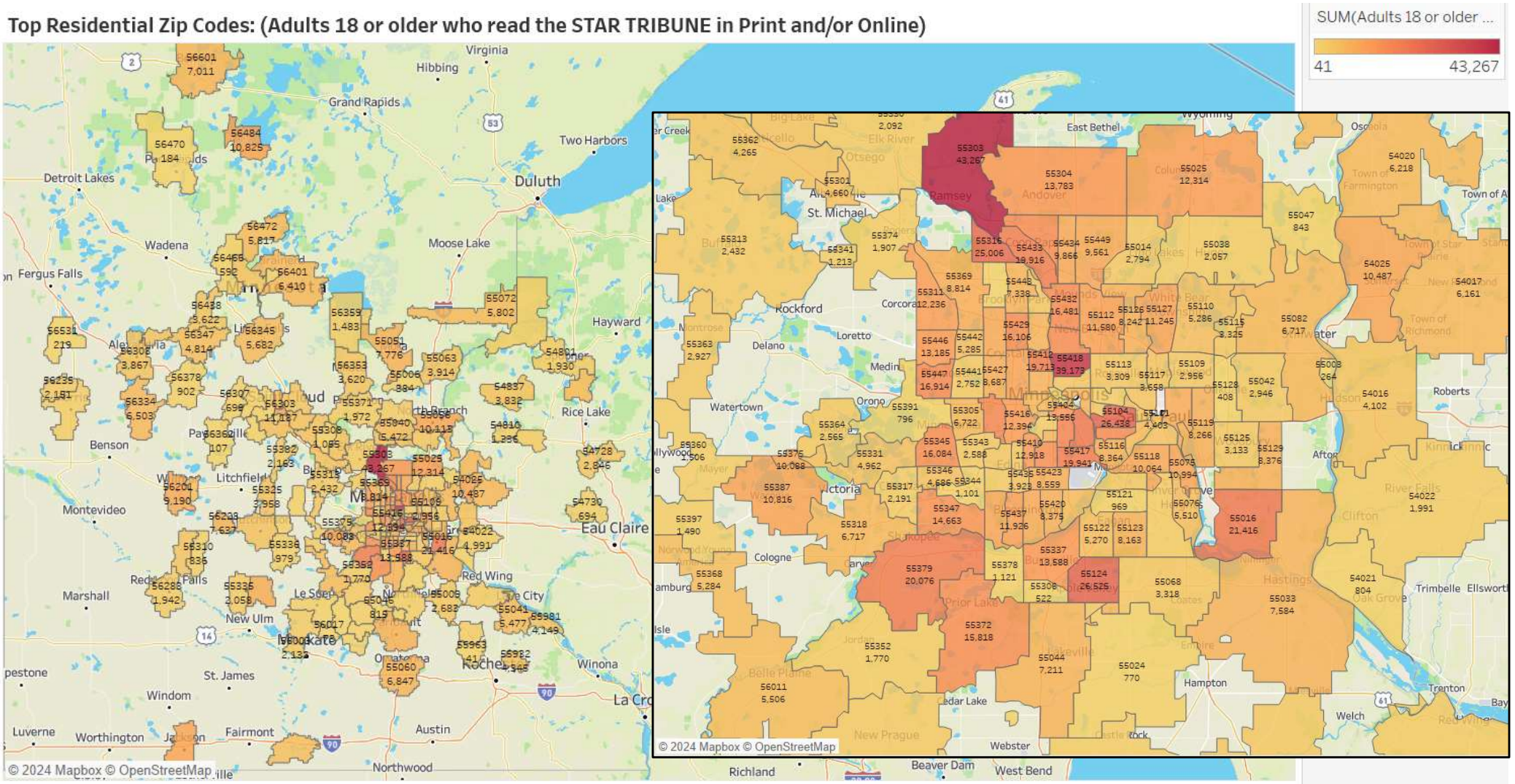
Integrated Newspaper Audience: Arizona Republic INA

Top Residential Zip Codes: (Adults 18 or older who read the STAR TRIBUNE in Print and/or Online)



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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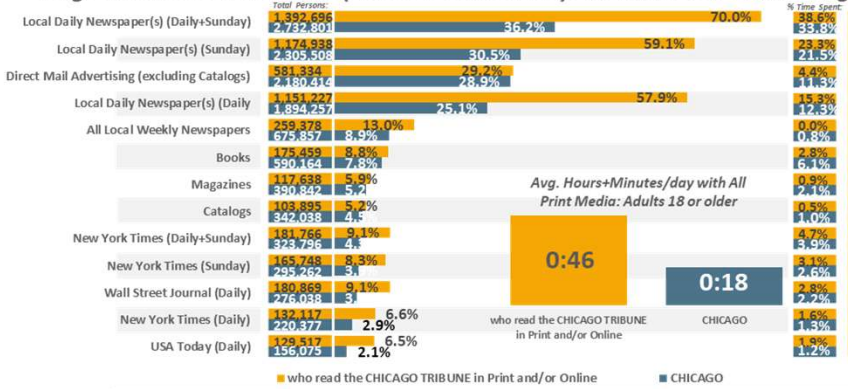
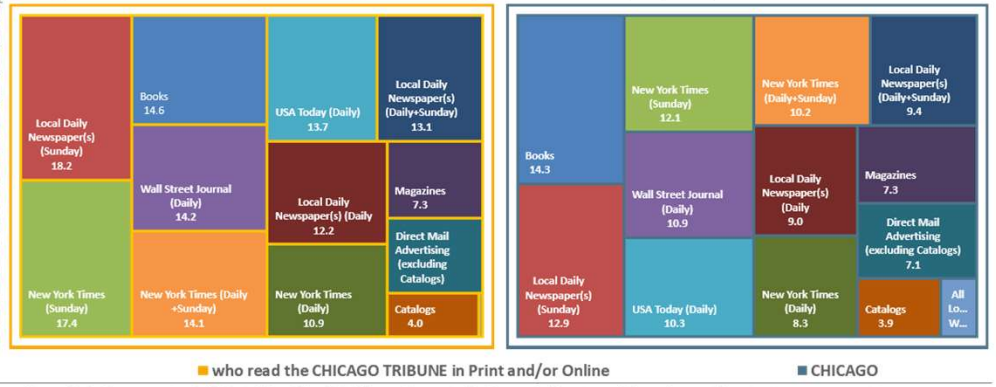
Integrated Newspaper Audience: Star Tribune INA

1,392,696 or 70.% of Adults 18 or older who read the CHICAGO TRIBUNE in Print and/or Online read the CHICAGO TRIBUNE for an average of 43.5 minutes every day representing 79.4% of all time spent daily with All forms of Print Media.

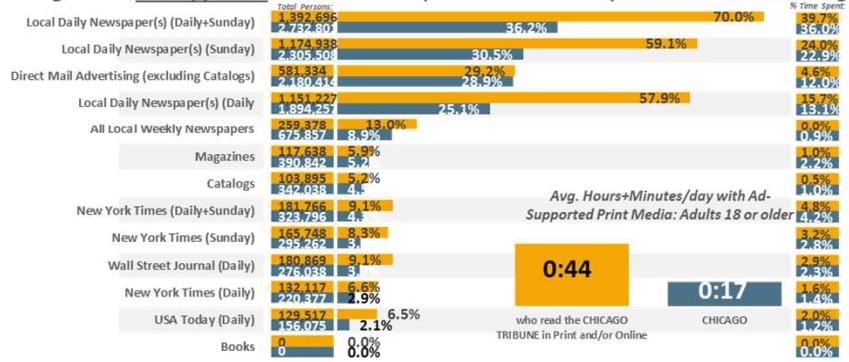
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



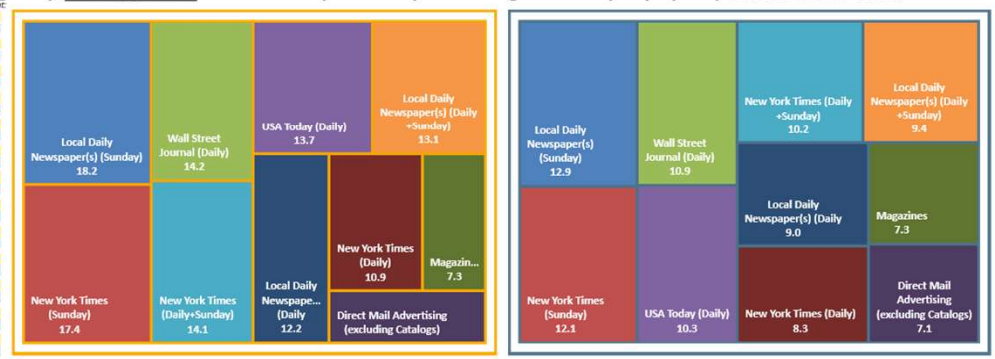
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,011

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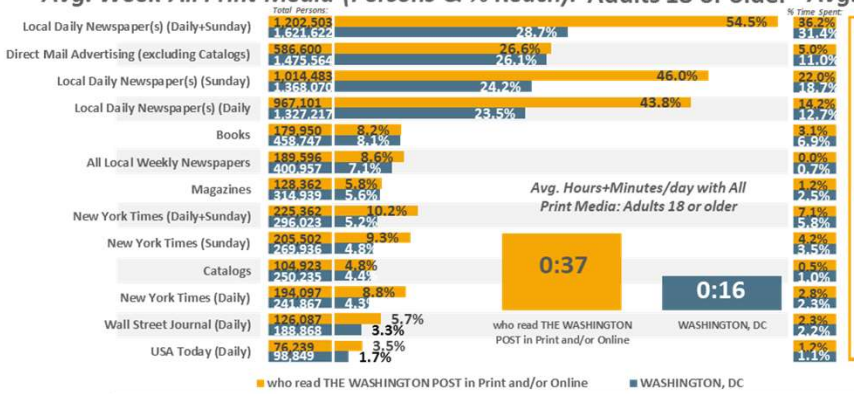
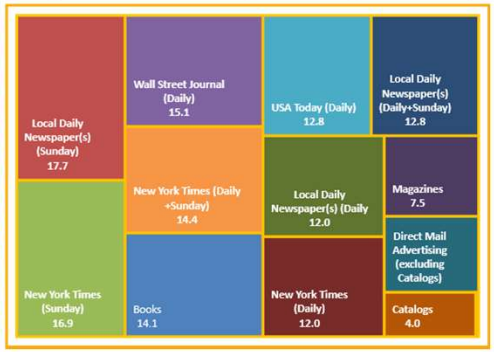
The Washington Post

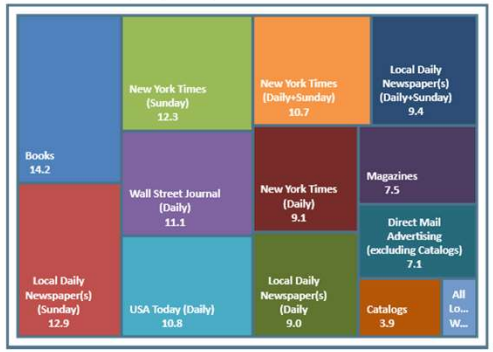
1,202,503 or 54.5% of Adults 18 or older who read THE WASHINGTON POST in Print and/or Online read THE WASHINGTON POST for an average of 42.5 minutes every day representing 74.8% of all time spent daily with All forms of Print Media.

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

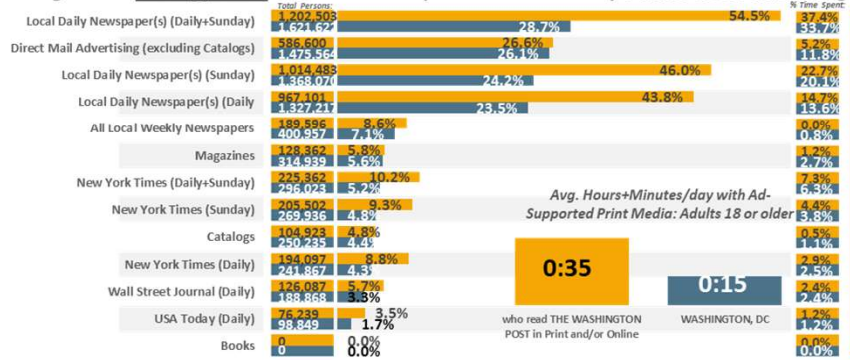


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

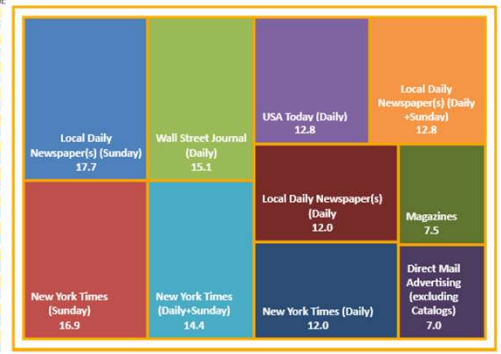


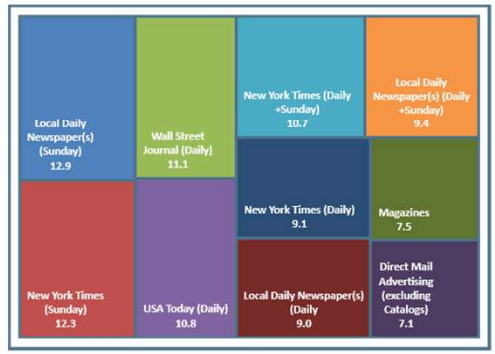


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,203

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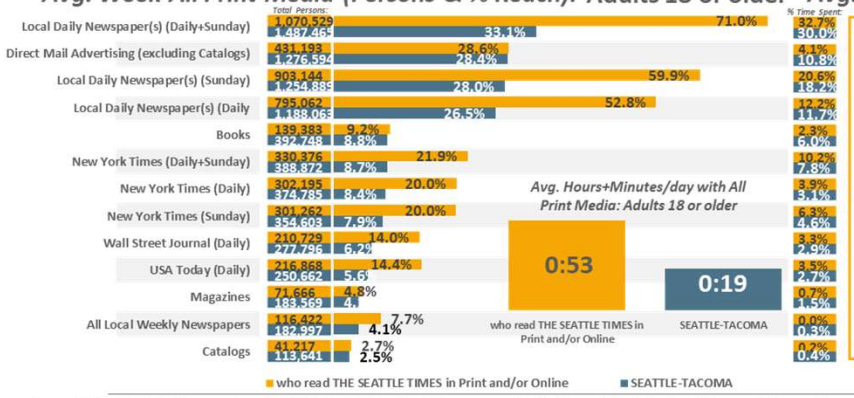
Integrated Newspaper Audience: Washington Post INA

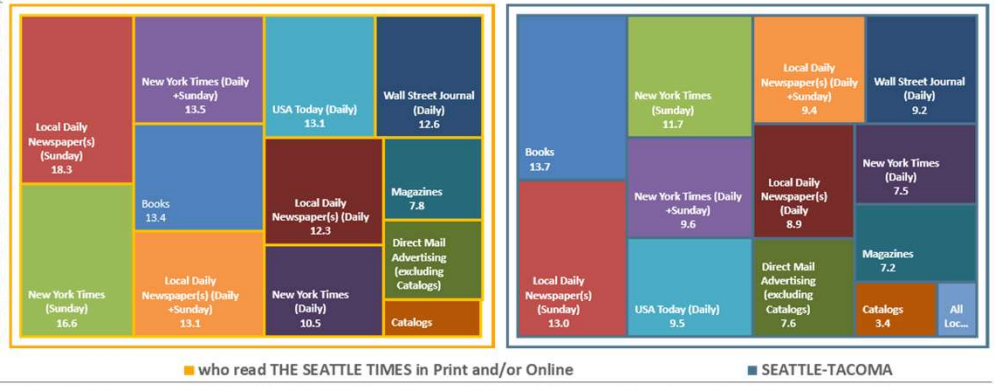
The Seattle Times

1,070,529 or 71.% of Adults 18 or older who read THE SEATTLE TIMES in Print and/or Online read THE SEATTLE TIMES for an average of 43.6 minutes every day representing 67.1% of all time spent daily with All forms of Print Media.

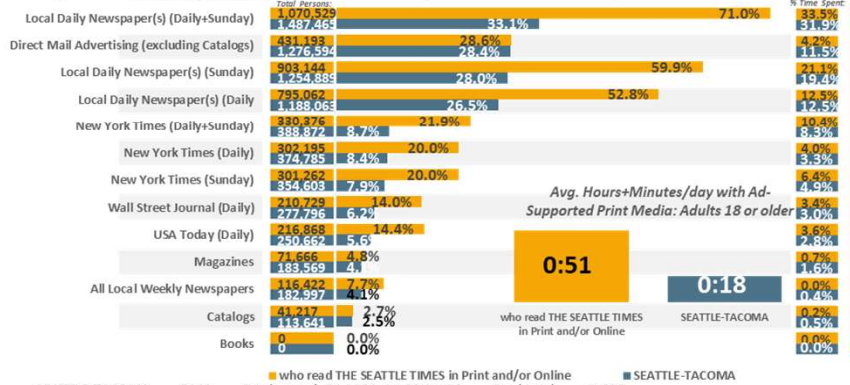
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



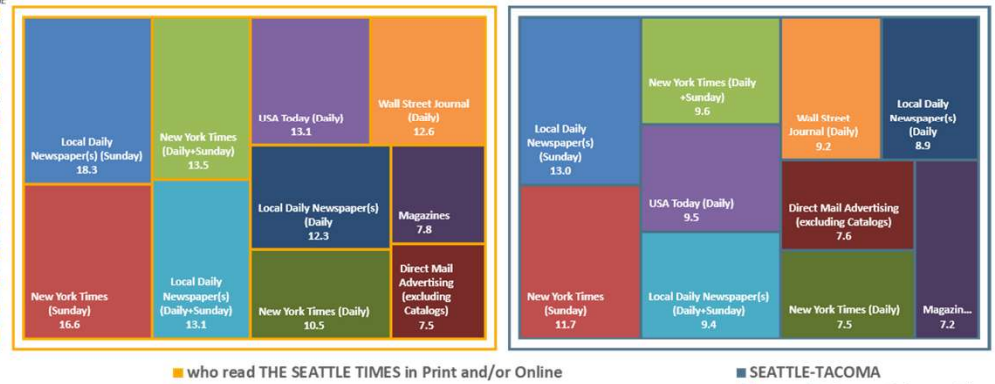
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,646

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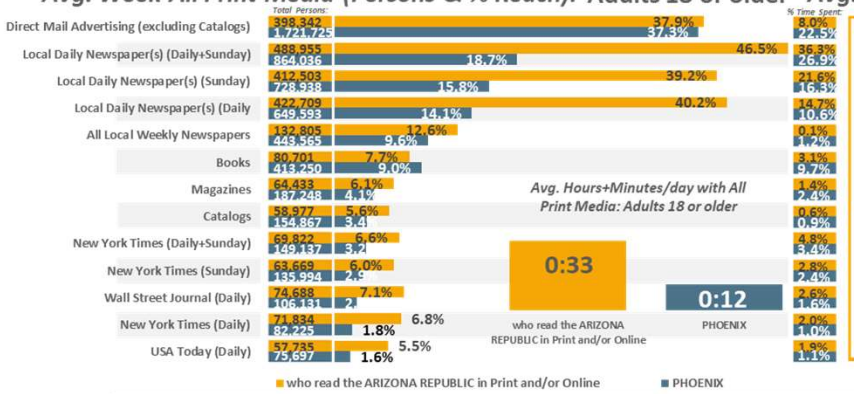
ARIZONA REPUBLIC
azcentral.com

488,955 or 46.5% of Adults 18 or older who read the ARIZONA REPUBLIC in Print and/or Online read the ARIZONA REPUBLIC for an average of 44.4 minutes every day representing 75.% of all time spent daily with All forms of Print Media.

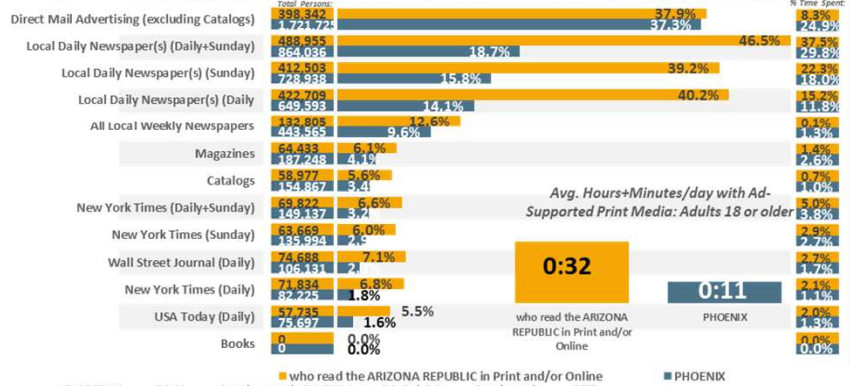
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



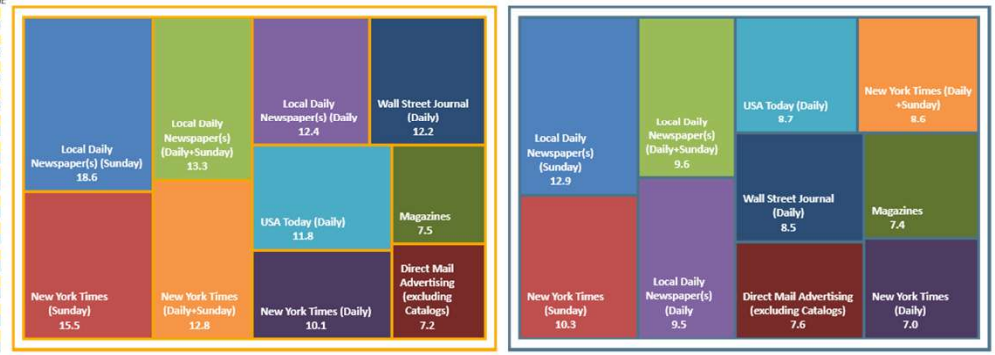
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 577

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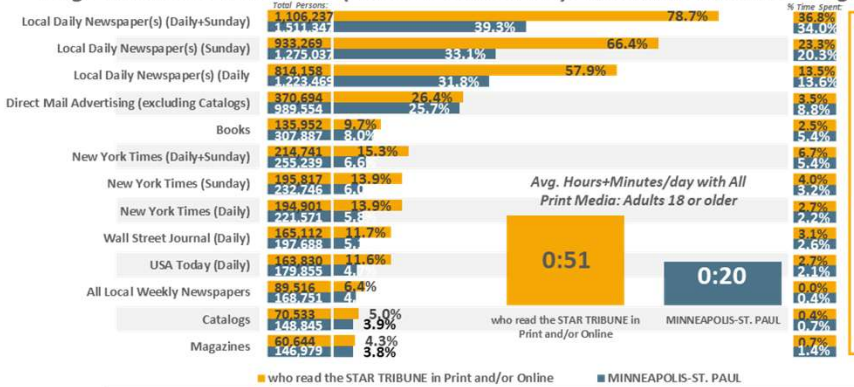
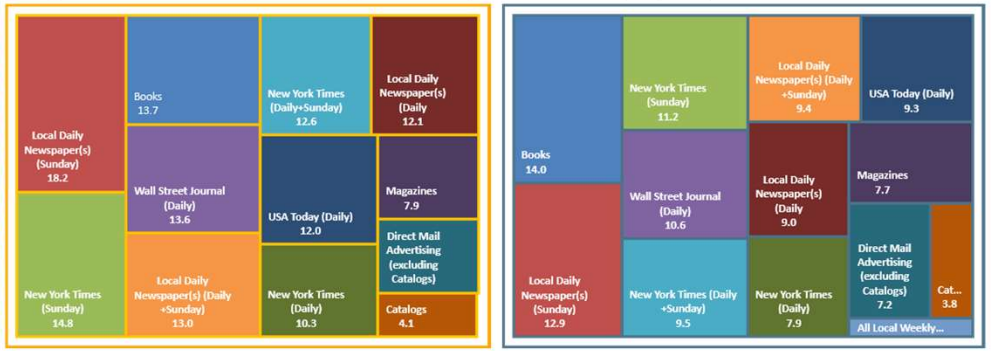
Integrated Newspaper Audience: Arizona Republic INA

1,106,237 or 78.7% of Adults 18 or older who read the STAR TRIBUNE in Print and/or Online read the STAR TRIBUNE for an average of 43.3 minutes every day representing 75.5% of all time spent daily with All forms of Print Media.

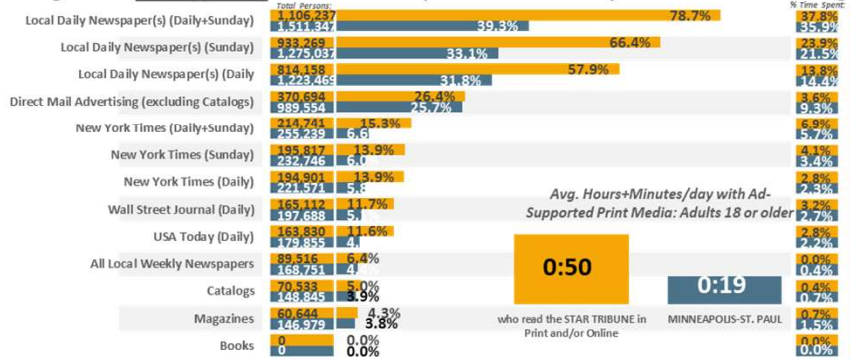
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



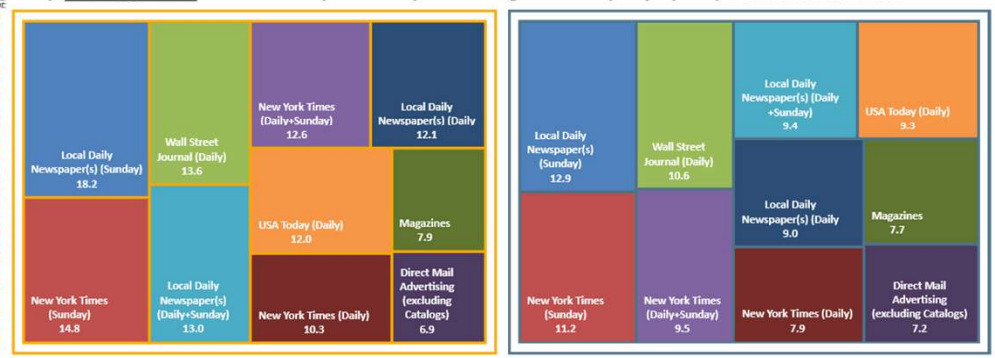
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 786

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Integrated Newspaper Audience: Star Tribune INA