USA – Local DMA P18+ past 12mos users of 5 Different AIRPORTS!

Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Local DMA past 12 months users of CHICAGO O'HARE, CHICAGO MIDWAY, REAGAN NATIONAL, DULLES INTERNATIONAL, and BWI as of April 2024!

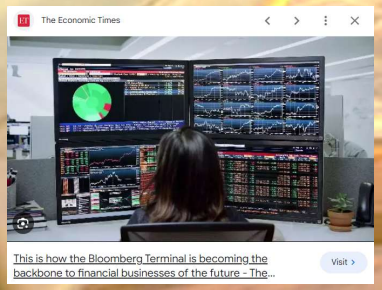
O'HARE INTERNATIONAL AIRPORT

MIDWAY INTERNATIONAL AIRPORT

DULLES INTERNATIONAL

REAGAN NATIONAL

BWI BALTIMORE/WASHINGTON INTERNATIONAL



Airports used as point of departure past 12 months: Chicago Midway International
Airports used as point of departure past 12 months: Chicago O'Hare International
Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)
Airports used as point of departure past 12 months: Dulles International
Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

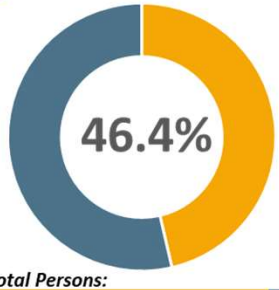
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

O'HARE INTERNATIONAL AIRPORT

46.4% or 3,505,425 of CHICAGO DMA Adults 18 or older are past 12mo users of ORD International Airport. Typical Adults 18 or older past 12mo users of ORD International Airport are 45.8 years old (5.5% younger than average) and have a $123,998 (21.% higher than average) annual household income.

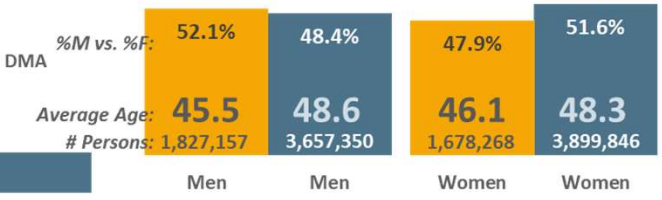
Percent of Market: Adults 18 or older



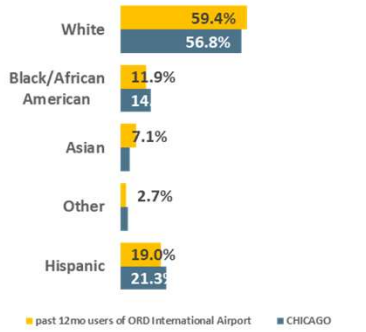
Total Persons:

3,505,425	4,051,771

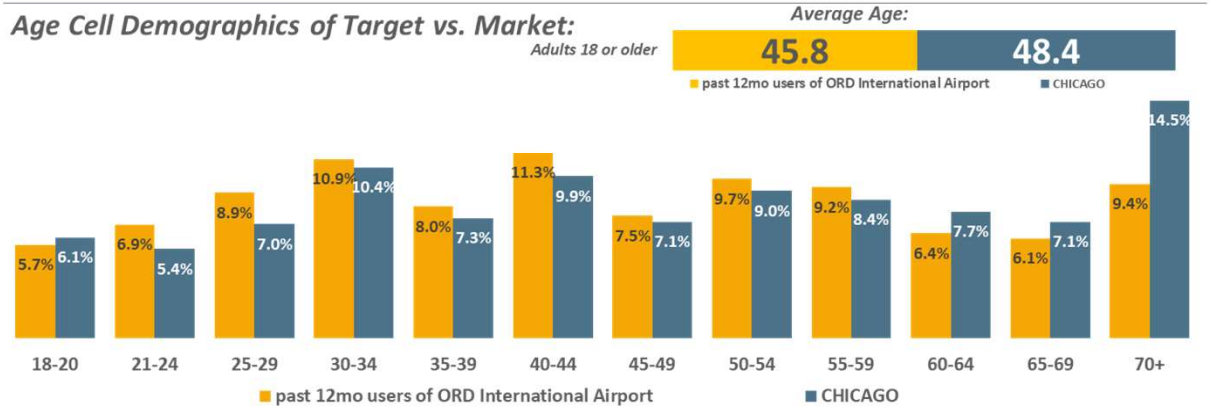
Gender of Target vs. Market: Adults 18 or older



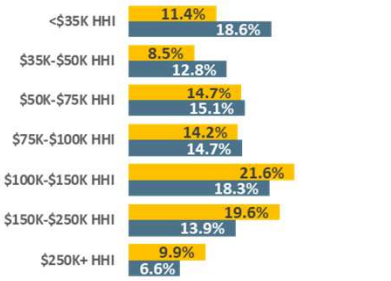
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$123,998	$102,448

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

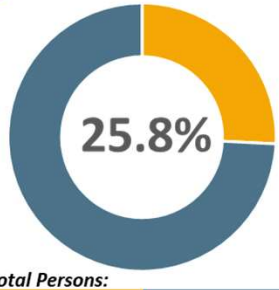
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY INTERNATIONAL AIRPORT

25.8% or 1,949,928 of CHICAGO DMA Adults 18 or older are past 12mo users of MDW International Airport. Typical Adults 18 or older past 12mo users of MDW International Airport are 47.3 years old (2.3% younger than average) and have a $116,156 (13.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



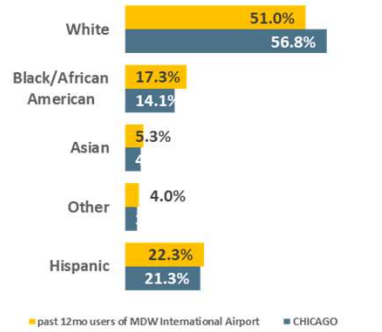
Total Persons:

1,949,928	5,607,268

Gender of Target vs. Market: Adults 18 or older

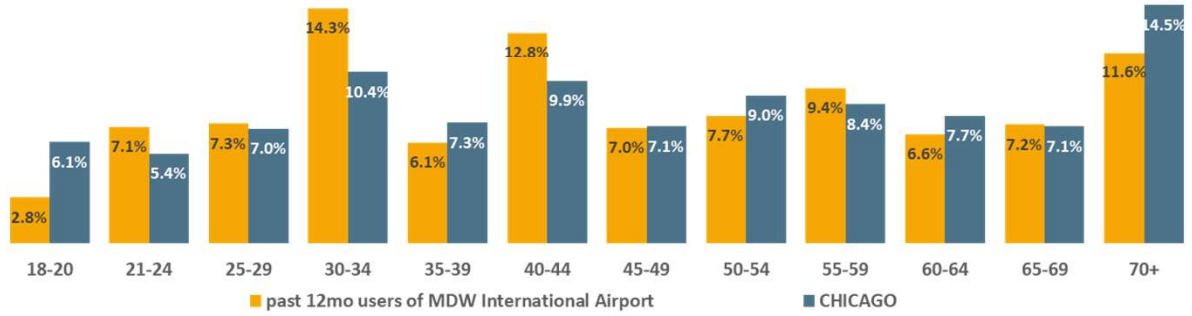
	Men	Men	Women	Women
%M vs. %F:	50.1%	48.4%	49.9%	51.6%
Average Age:	47.1	48.6	47.6	48.3
# Persons:	976,336	3,657,350	973,592	3,899,846

Ethnicity of Target vs. Market:

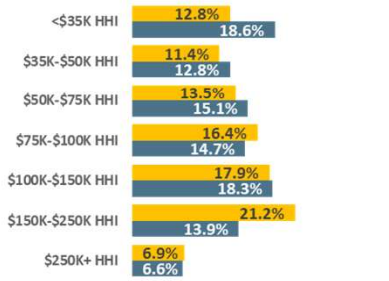


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 47.3	48.4



HHI of Target vs. Market:



Avg HHI:	$116,156	$102,448

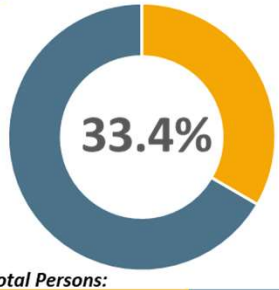
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

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

Airports used as point of departure past 12 months: Chicago Midway International

33.4% or 1,888,436 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of IAD International Airport. Typical Adults 18 or older past 12mo users of IAD International Airport are 45.3 years old (5.4% younger than average) and have a $161,714 (26.% higher than average) annual household income.

Percent of Market: Adults 18 or older

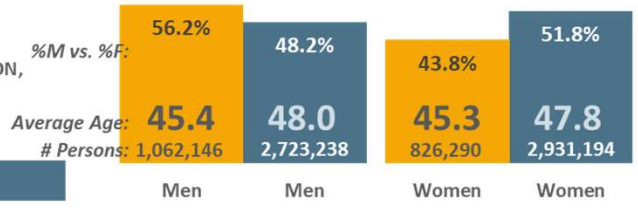


- past 12mo users of IAD International Airport
- Remainder of WASHINGTON, DC DMA

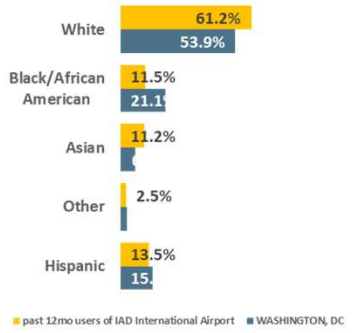
Total Persons:

1,888,436	3,765,996

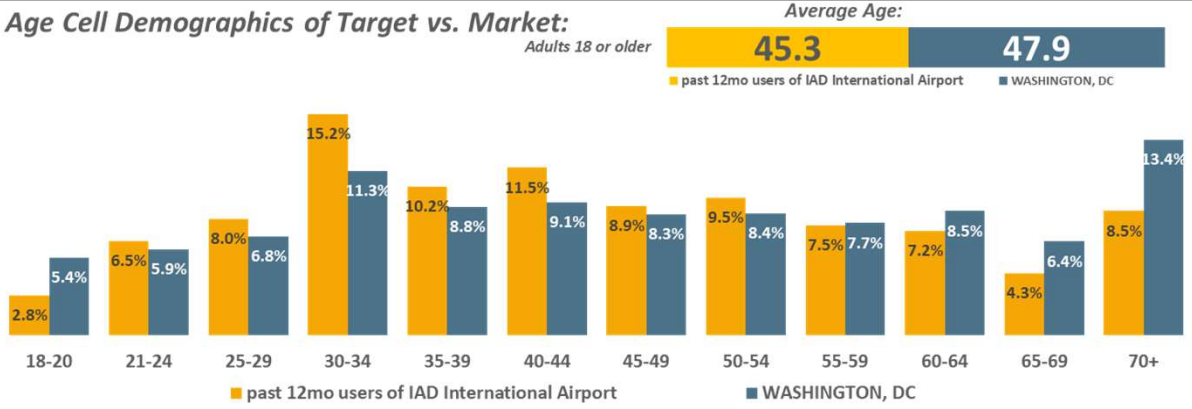
Gender of Target vs. Market: Adults 18 or older



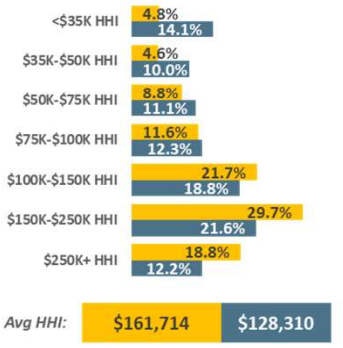
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$161,714	$128,310

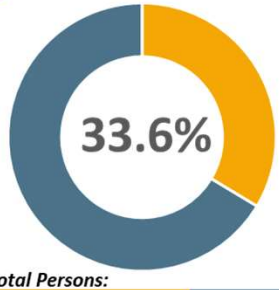
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

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

Airports used as point of departure past 12 months: Dulles International

33.6% or 1,900,617 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of DCA International… Typical Adults 18 or older past 12mo users of DCA International Airport are 44.4 years old (7.3% younger than average) and have a $166,821 (30.% higher than average) annual household income.

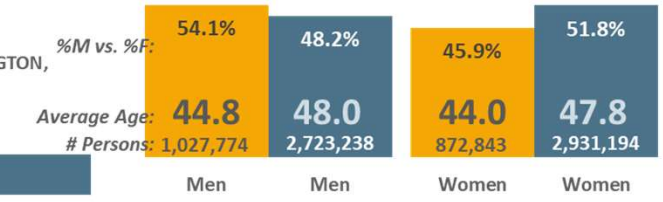
Percent of Market: Adults 18 or older



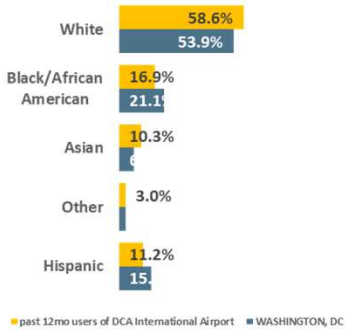
Total Persons:

1,900,617	3,753,815

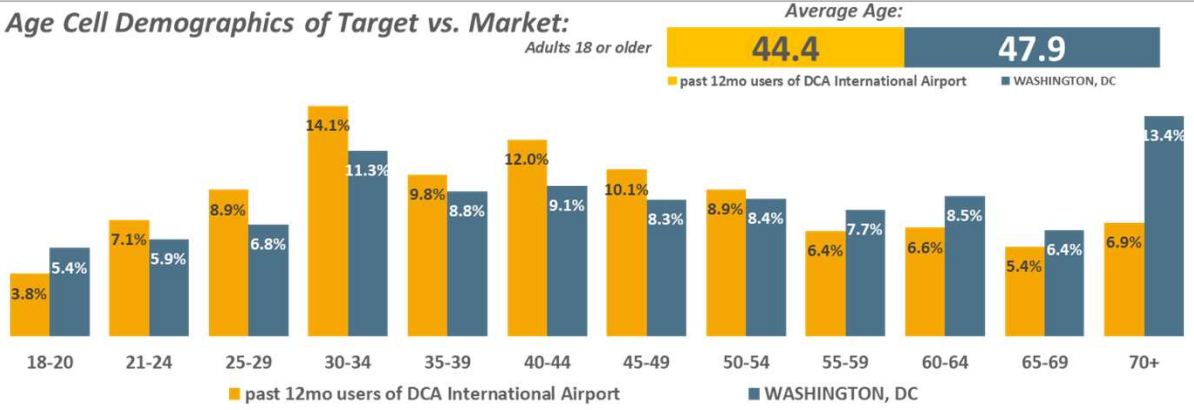
Gender of Target vs. Market: Adults 18 or older



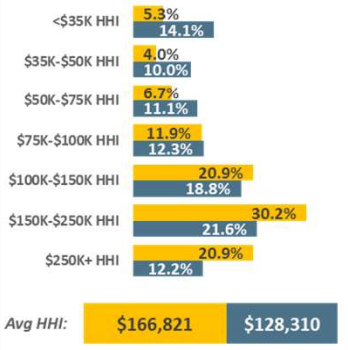
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$166,821	$128,310

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

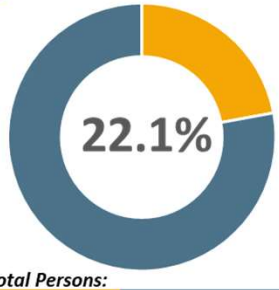
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

BALTIMORE/WASHINGTON INTERNATIONAL

22.1% or 1,250,246 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of BWI International... Typical Adults 18 or older past 12mo users of BWI International Airport are 45.3 years old (5.5% younger than average) and have a $149,212 (16.3% higher than average) annual household income.

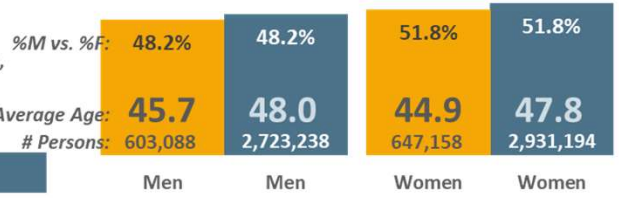
Percent of Market: Adults 18 or older



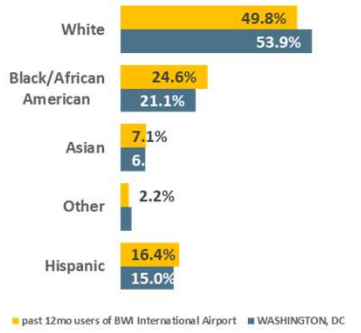
Total Persons:



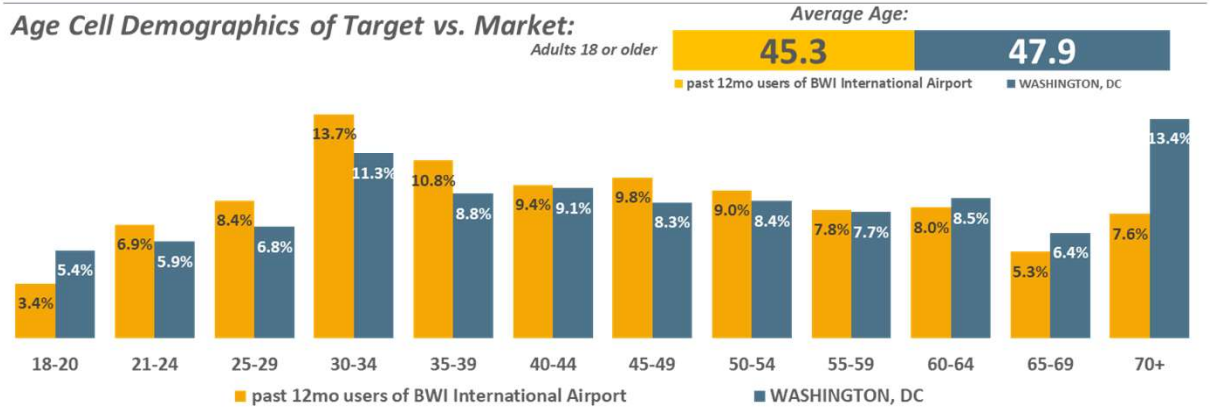
Gender of Target vs. Market: Adults 18 or older



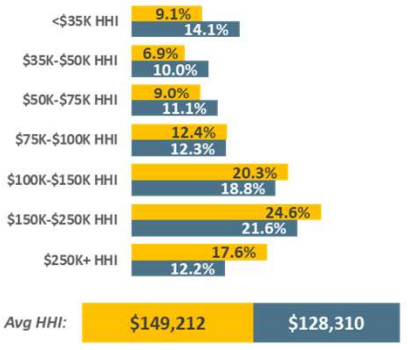
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

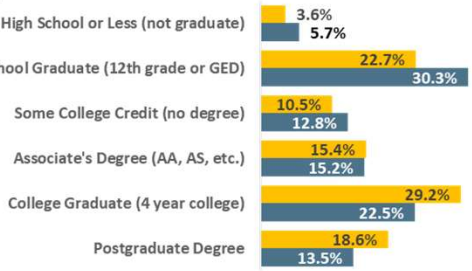
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

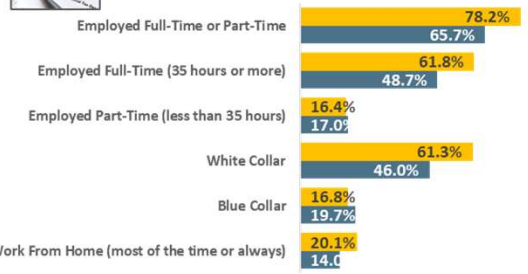
O'HARE INTERNATIONAL AIRPORT

46.4% or 3,505,425 of CHICAGO DMA Adults 18 or older are past 12mo users of ORD International Airport. Adults 18 or older past 12mo users of ORD International Airport are 32.7% more likely to be a college graduate, 26.8% more likely to work full-time, 5.2% more likely to be married, 1.4% more likely to be a parent of 1 or more children under 18.

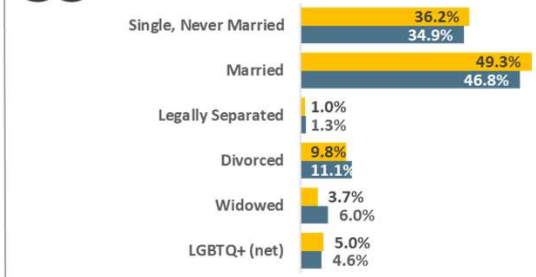
Education Levels: Adults 18 or older



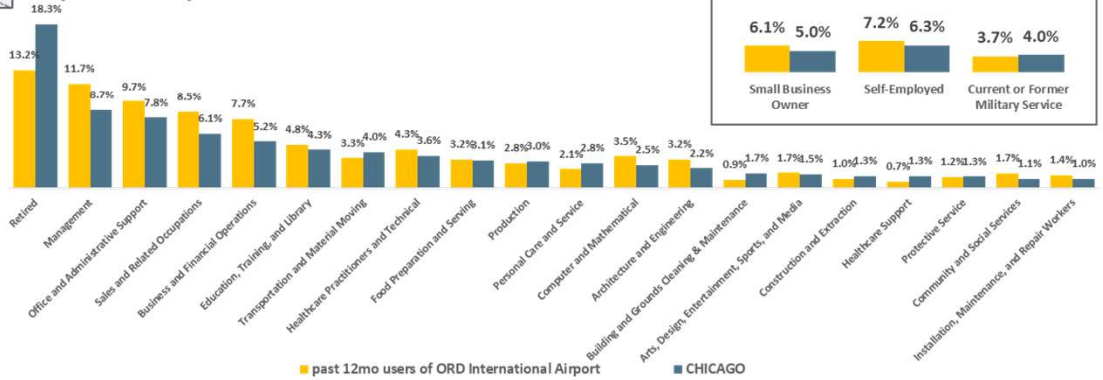
Employment: Adults 18 or older



Marital Status: Adults 18 or older

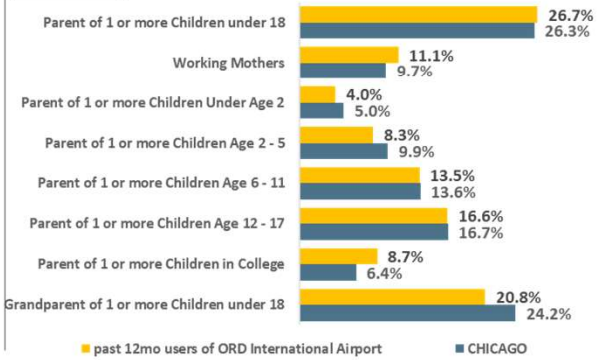


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

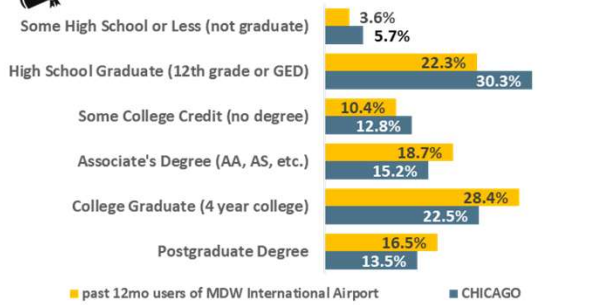
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Chicago O'Hare International

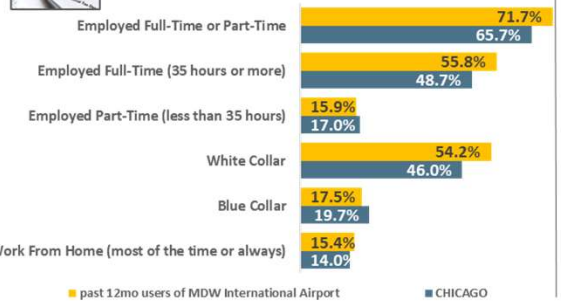
MIDWAY INTERNATIONAL AIRPORT

25.8% or 1,949,928 of CHICAGO DMA Adults 18 or older are past 12mo users of MDW International Airport. Adults 18 or older past 12mo users of MDW International Airport are 24.7% more likely to be a college graduate, 14.6% more likely to work full-time, 11.6% more likely to be married, 10.3% more likely to be a parent of 1 or more children under 18.

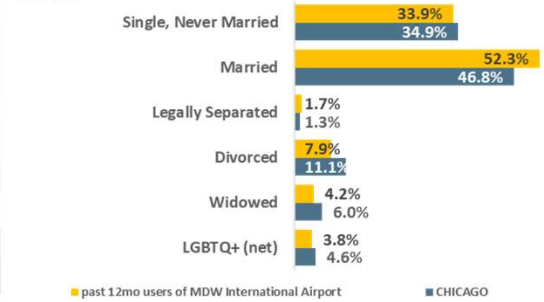
Education Levels: Adults 18 or older



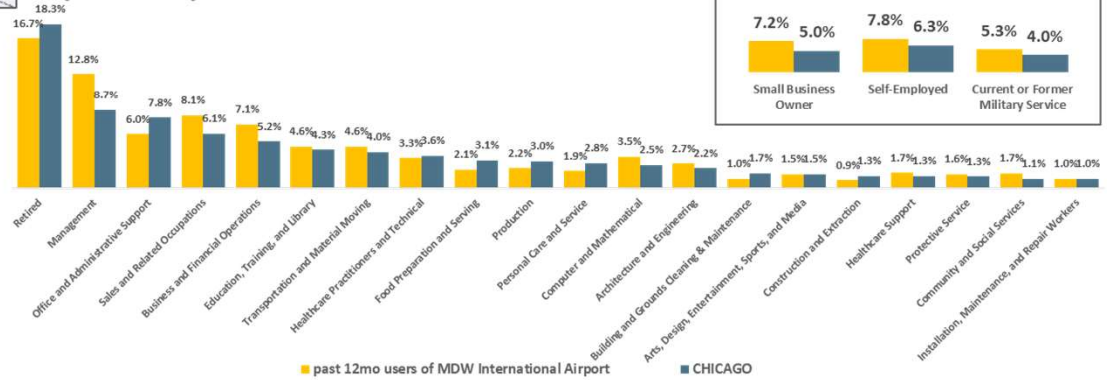
Employment: Adults 18 or older



Marital Status: Adults 18 or older

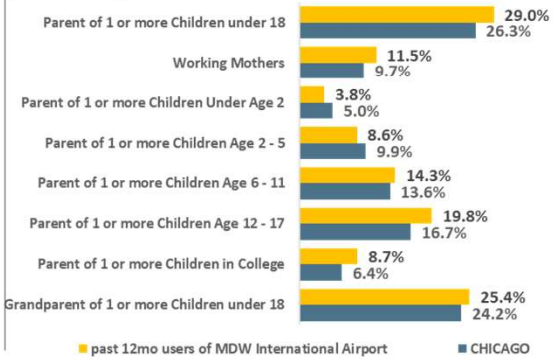


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



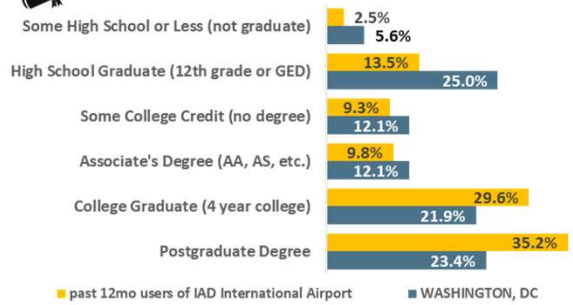
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

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

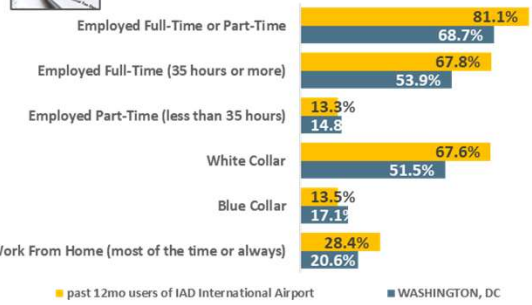
Airports used as point of departure past 12 months: Chicago Midway International

33.4% or 1,888,436 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of IAD International… Adults 18 or older past 12mo users of IAD International Airport are 43.3% more likely to be a college graduate, 25.8% more likely to work full-time, 20.8% more likely to be married, 1.3% more likely to be a parent of 1 or more children under 18.

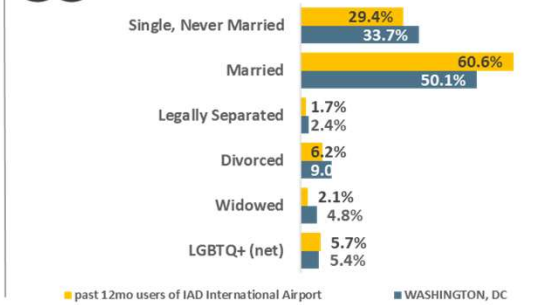
Education Levels: Adults 18 or older



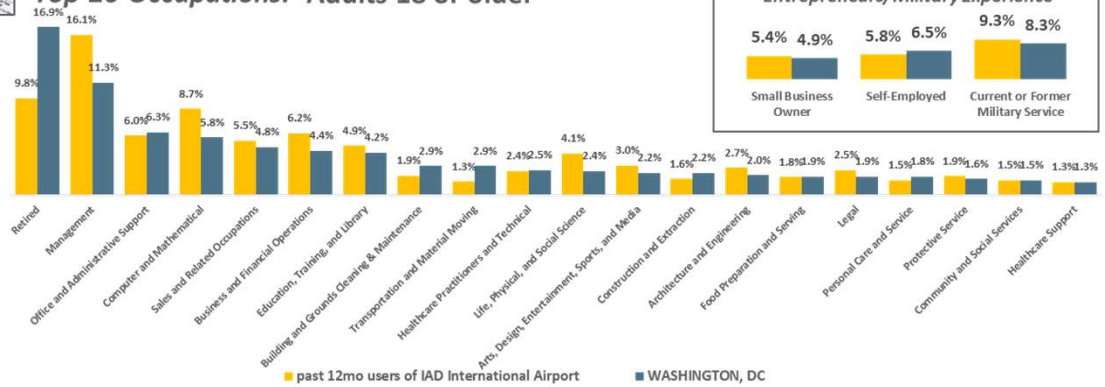
Employment: Adults 18 or older



Marital Status: Adults 18 or older

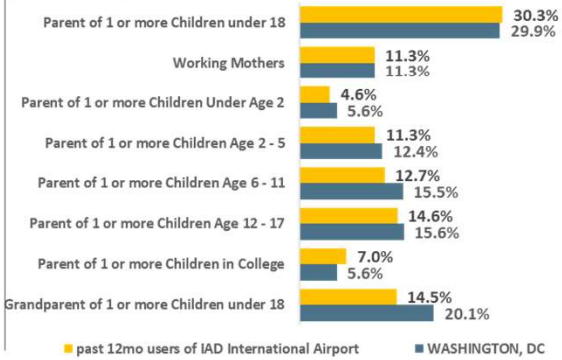


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



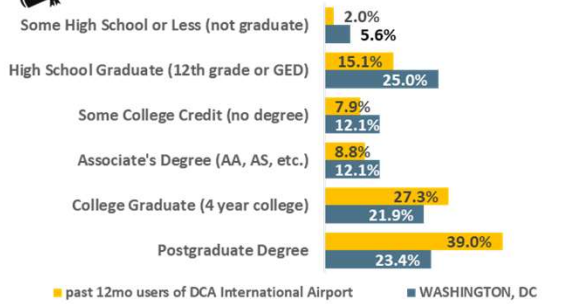
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

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

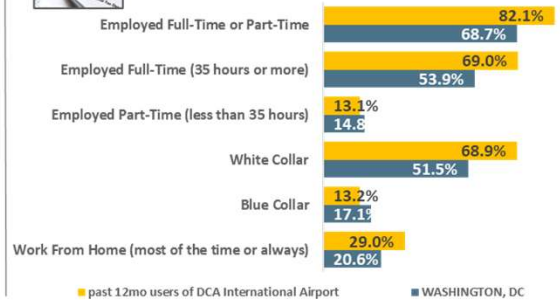
Airports used as point of departure past 12 months: Dulles International

33.6% or 1,900,617 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of DCA International… Adults 18 or older past 12mo users of DCA International Airport are 46.4% more likely to be a college graduate, 28.1% more likely to work full-time, 10.4% more likely to be married, .4% more likely to be a parent of 1 or more children under 18.

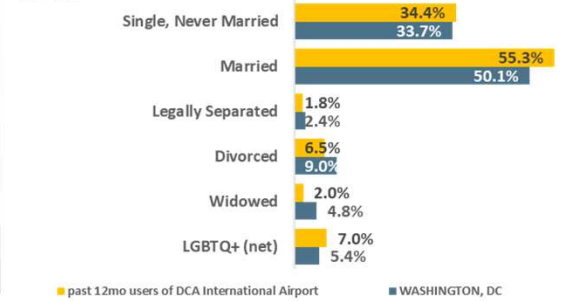
Education Levels: Adults 18 or older



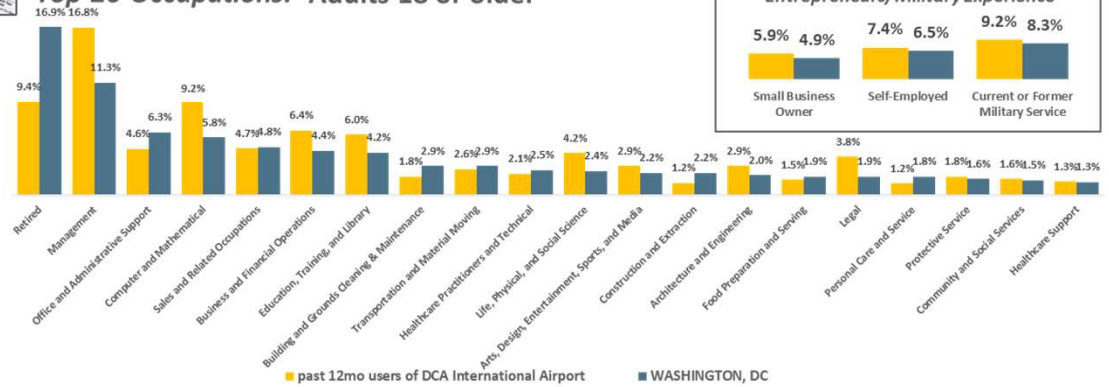
Employment: Adults 18 or older



Marital Status: Adults 18 or older

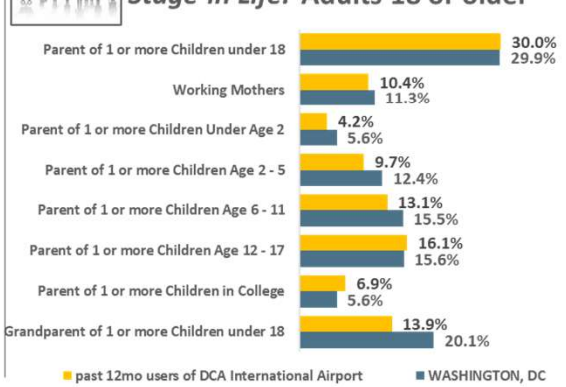


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

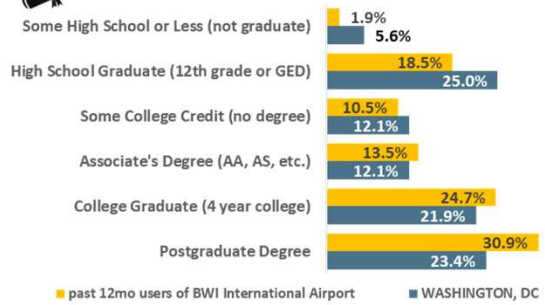
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

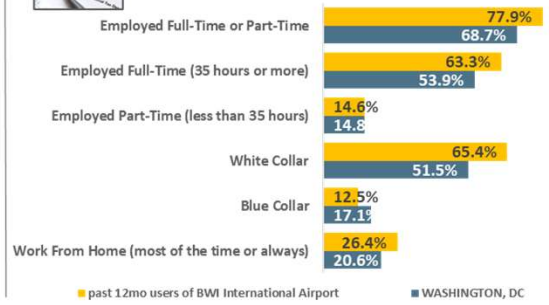
BALTIMORE/WASHINGTON INTERNATIONAL

22.1% or 1,250,246 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of BWI International... Adults 18 or older past 12mo users of BWI International Airport are 23.1% more likely to be a college graduate, 17.4% more likely to work full-time, 8.5% more likely to be married, 8.5% more likely to be a parent of 1 or more children under 18.

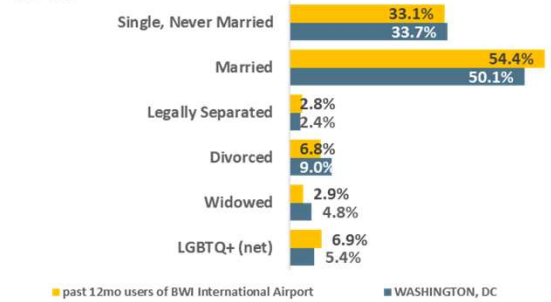
Education Levels: Adults 18 or older



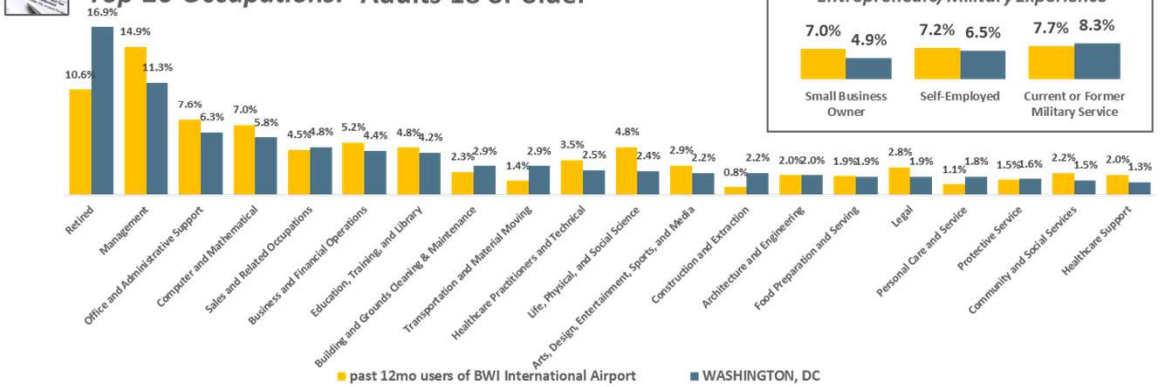
Employment: Adults 18 or older



Marital Status: Adults 18 or older

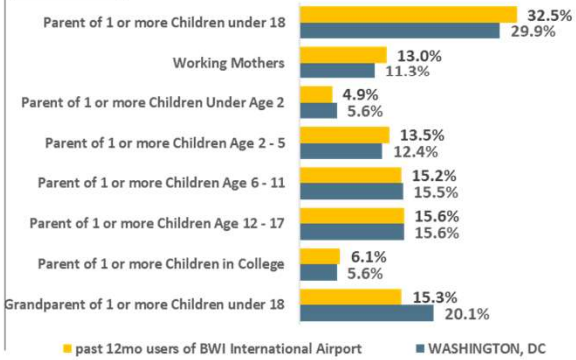


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

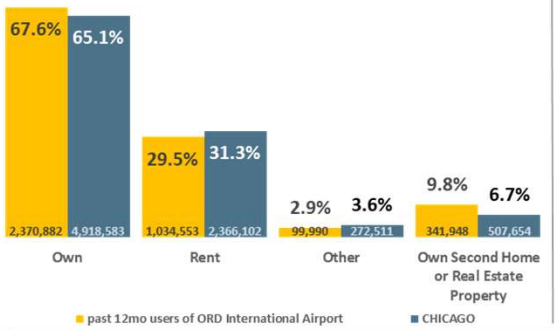
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

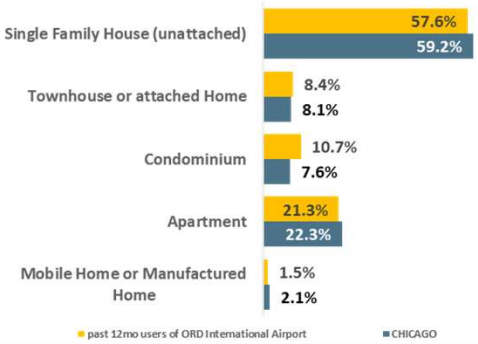
O'HARE INTERNATIONAL AIRPORT

46.4% or 3,505,425 of CHICAGO DMA Adults 18 or older are past 12mo users of ORD International Airport. Adults 18 or older past 12mo users of ORD International Airport are 3.9% more likely to own their home, 9.9% more likely to own a higher valued home, 2.6% less likely to have a single-family home, 4.5% less likely to have a dog.

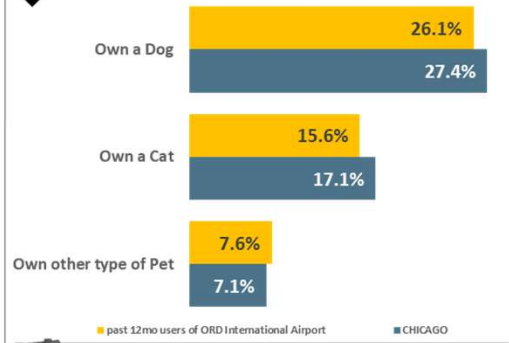
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



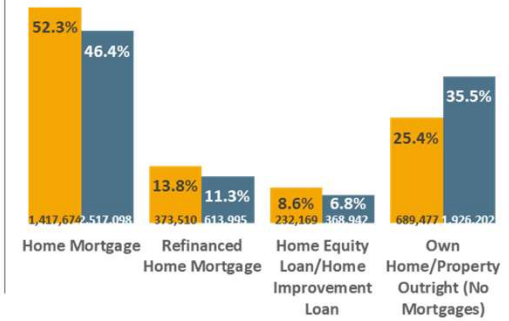
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

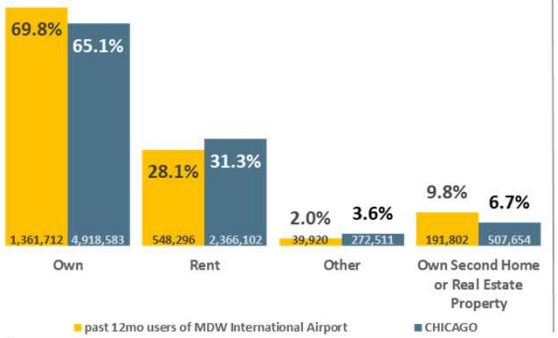
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Chicago O'Hare International

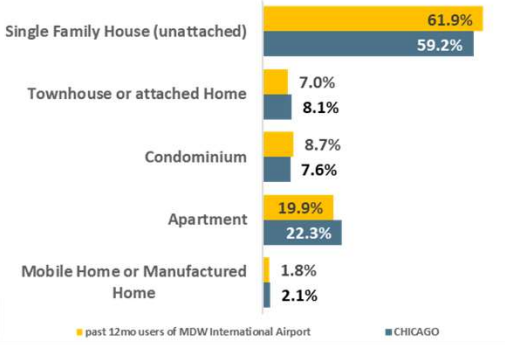
MIDWAY INTERNATIONAL AIRPORT

25.8% or 1,949,928 of CHICAGO DMA Adults 18 or older are past 12mo users of MDW International Airport. Adults 18 or older past 12mo users of MDW International Airport are 7.3% more likely to own their home, 2.2% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 1.3% more likely to have a dog.

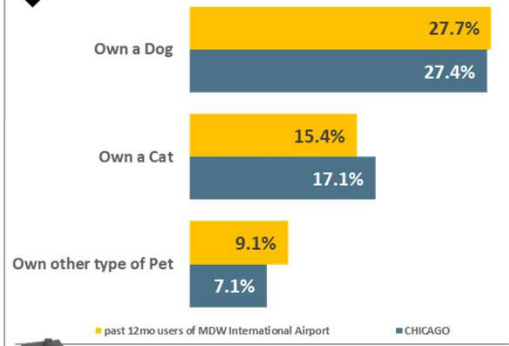
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



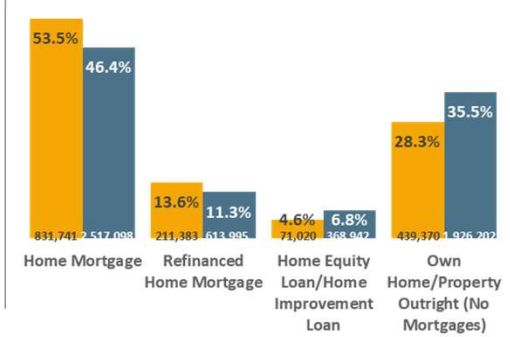
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

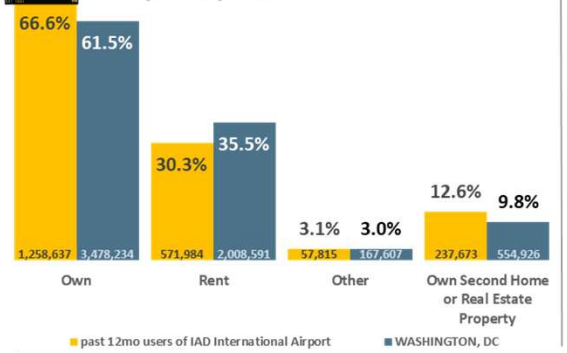
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Chicago Midway International

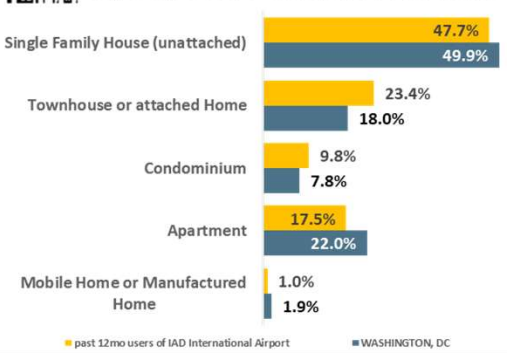
DULLES INTERNATIONAL

33.4% or 1,888,436 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of IAD International Airport. Adults 18 or older past 12mo users of IAD International Airport are 8.3% more likely to own their home, 16.% more likely to own a higher valued home, 4.3% less likely to have a single-family home, 4.3% more likely to have a dog.

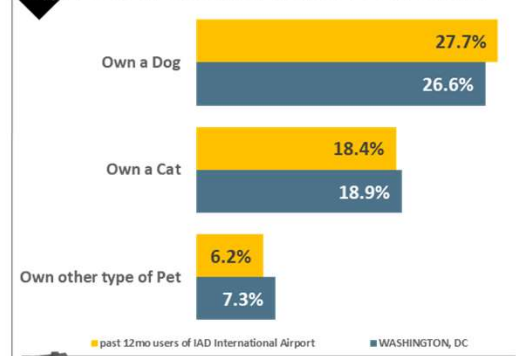
Own/Rent/Other: Adults 18 or older



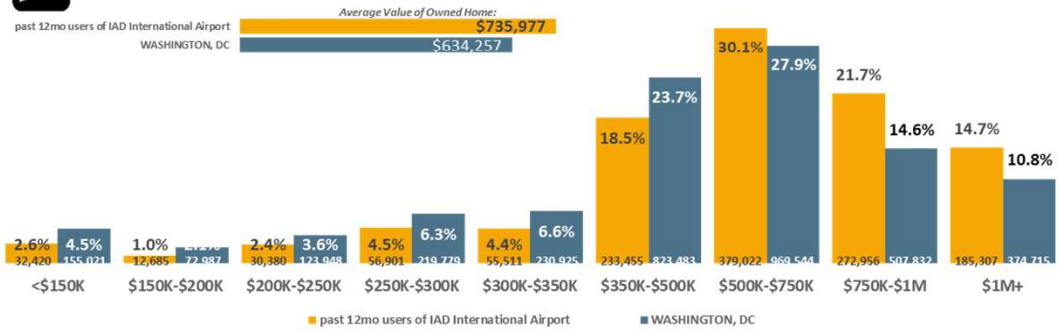
Type of Home: Adults 18 or older



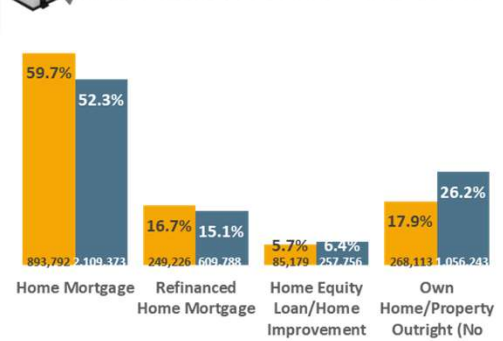
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



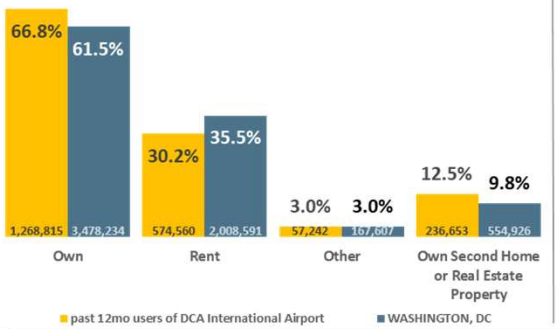
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

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

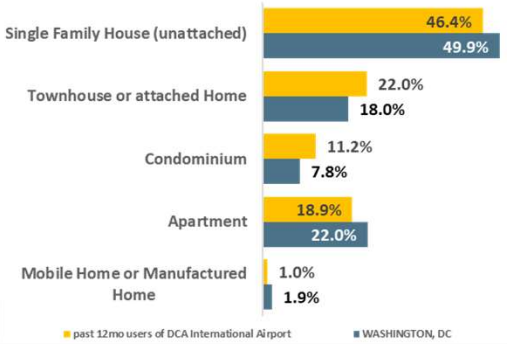
Airports used as point of departure past 12 months: Dulles International

33.6% or 1,900,617 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of DCA International Airport. Adults 18 or older past 12mo users of DCA International Airport are 8.5% more likely to own their home, 18.1% more likely to own a higher valued home, 6.9% less likely to have a single-family home, .1% more likely to have a dog.

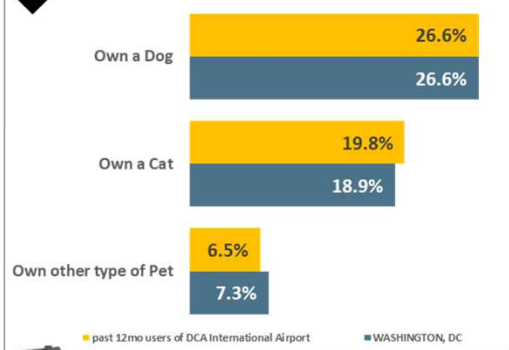
Own/Rent/Other: Adults 18 or older



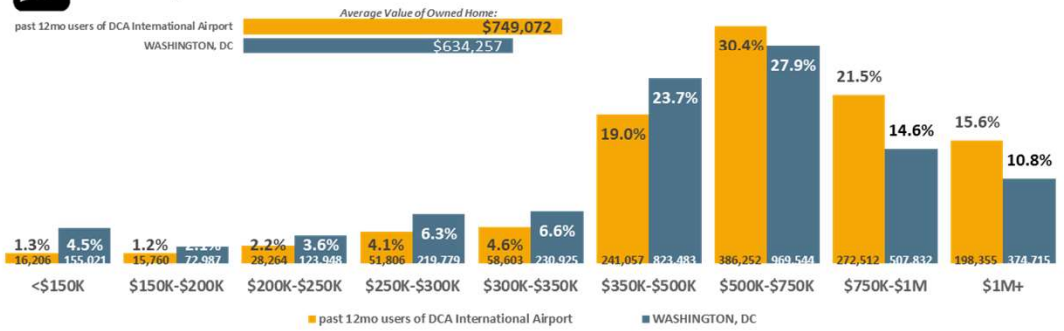
Type of Home: Adults 18 or older



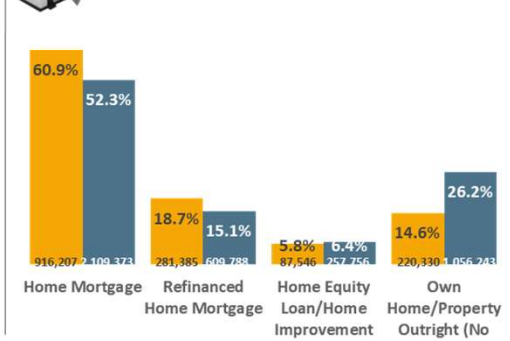
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

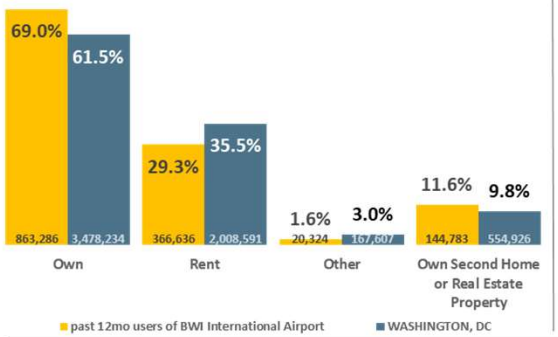
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

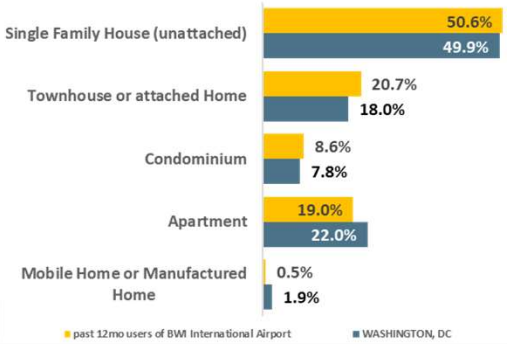
BALTIMORE/WASHINGTON INTERNATIONAL

22.1% or 1,250,246 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of BWI International Airport. Adults 18 or older past 12mo users of BWI International Airport are 12.3% more likely to own their home, 3.4% more likely to own a higher valued home, 1.4% more likely to have a single-family home, 2.6% less likely to have a dog.

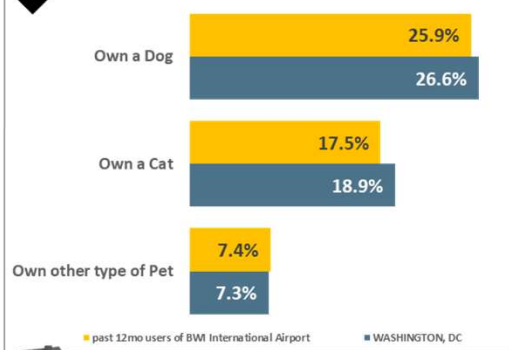
Own/Rent/Other: Adults 18 or older



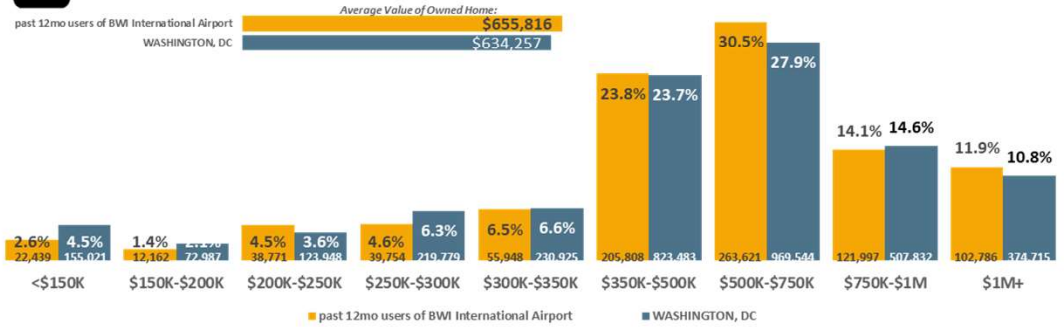
Type of Home: Adults 18 or older



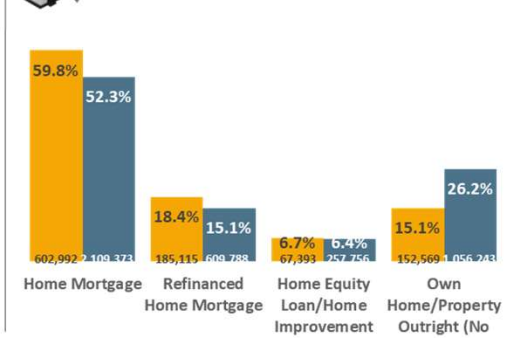
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

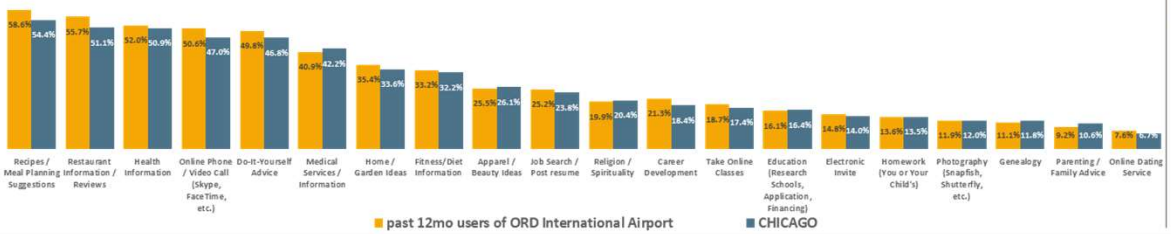
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

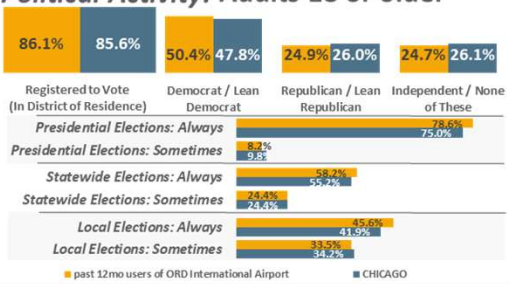
O'HARE INTERNATIONAL AIRPORT

46.4% or 3,505,425 of CHICAGO DMA Adults 18 or older are past 12mo users of ORD International Airport. Adults 18 or older past 12mo users of ORD International Airport are 6.4% more likely to look up D-I-Y advice online, 8.7% more likely to always vote in local elections, 29.% more likely to belong to a gym, 68.7% more likely to fly domestic past yr.

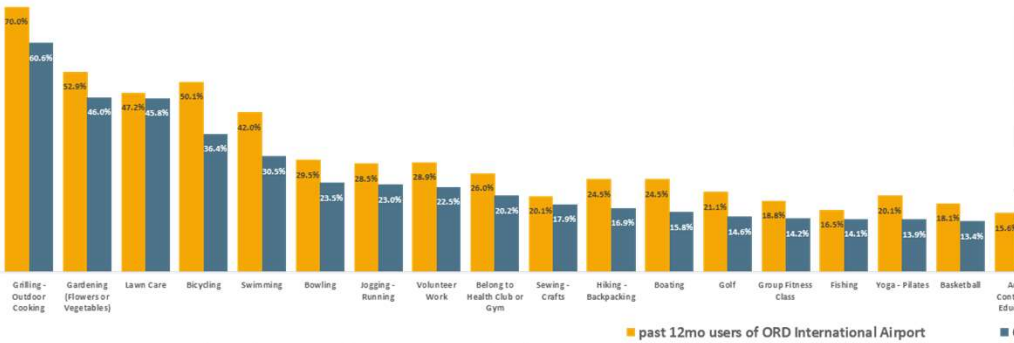
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



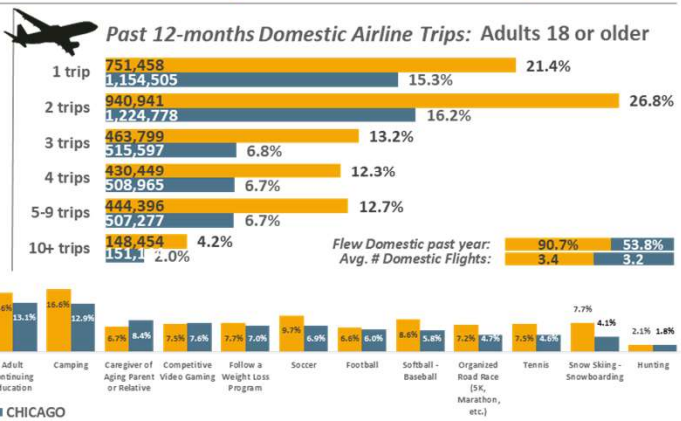
Political Activity: Adults 18 or older



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 1,602

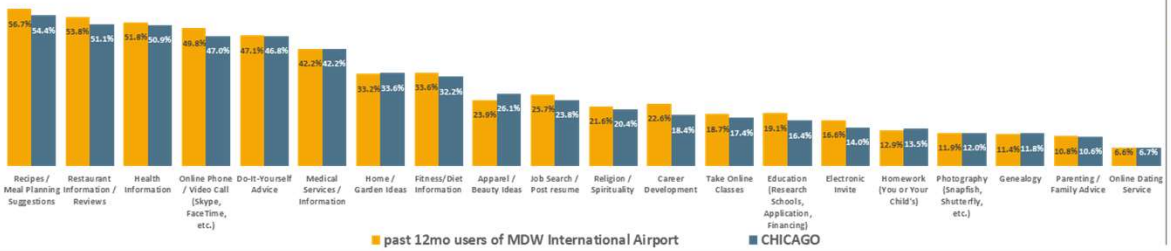
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Chicago O'Hare International

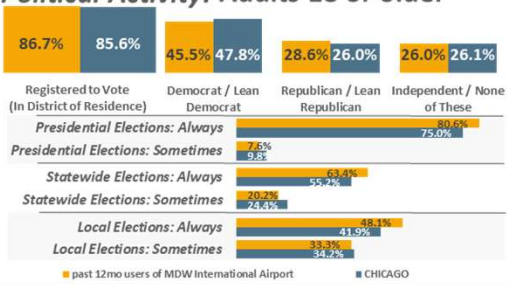
MIDWAY INTERNATIONAL AIRPORT

25.8% or 1,949,928 of CHICAGO DMA Adults 18 or older are past 12mo users of MDW International Airport. Adults 18 or older past 12mo users of MDW International Airport are .6% more likely to look up D-I-Y advice online, 14.6% more likely to always vote in local elections, 26.3% more likely to belong to a gym, 78.1% more likely to fly domestic past yr.

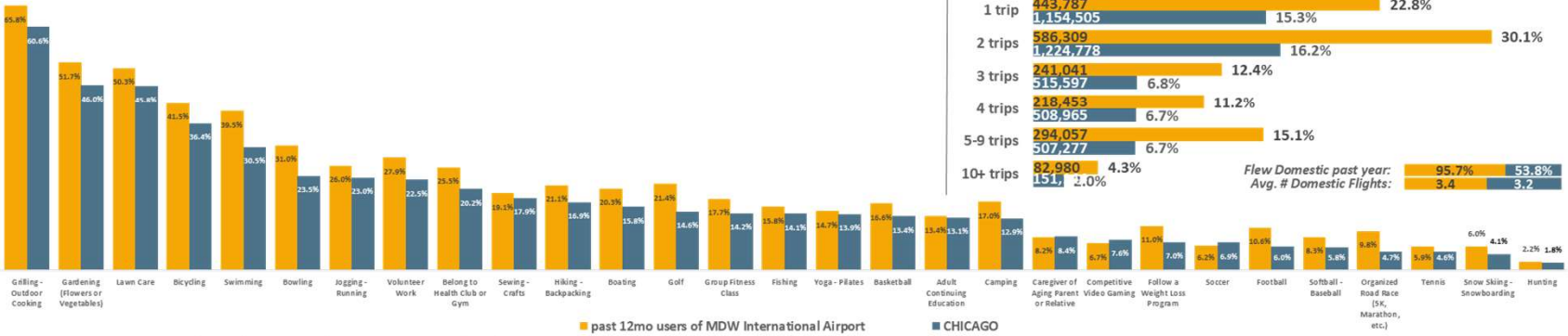
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

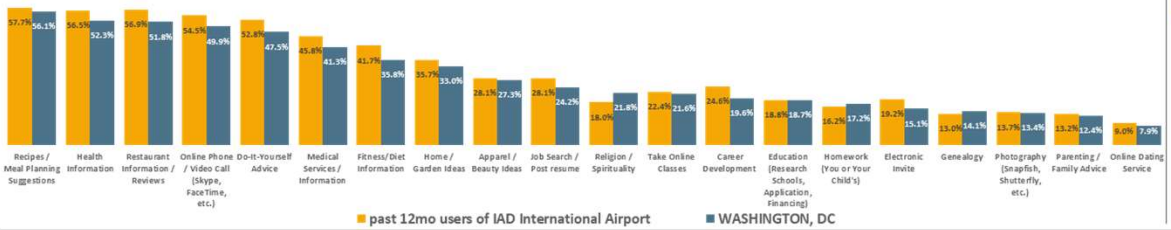
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

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

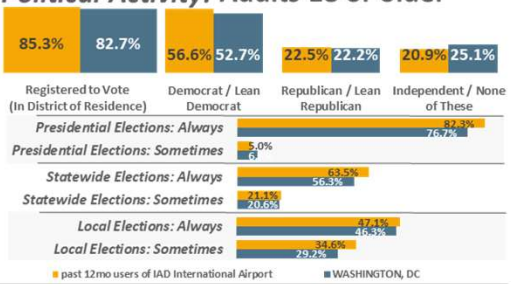
Airports used as point of departure past 12 months: Chicago Midway International

33.4% or 1,888,436 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of IAD International… Adults 18 or older past 12mo users of IAD International Airport are 11.1% more likely to look up D-I-Y advice online, 1.7% more likely to always vote in local elections, 42.7% more likely to belong to a gym, 71.7% more likely to fly domestic past yr.

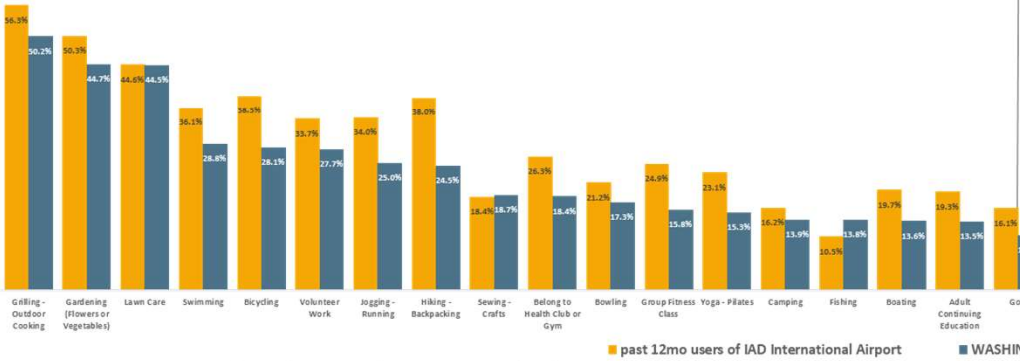
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



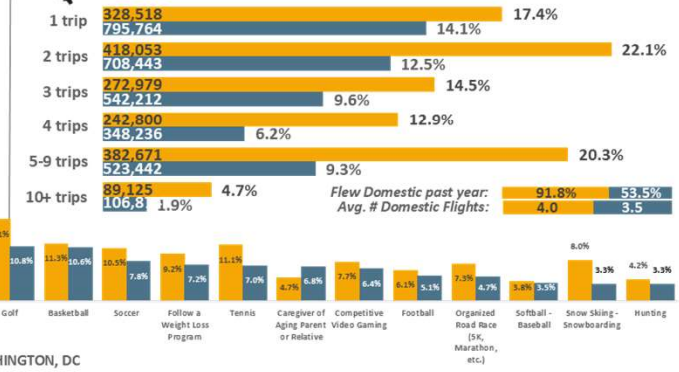
Political Activity: Adults 18 or older



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



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



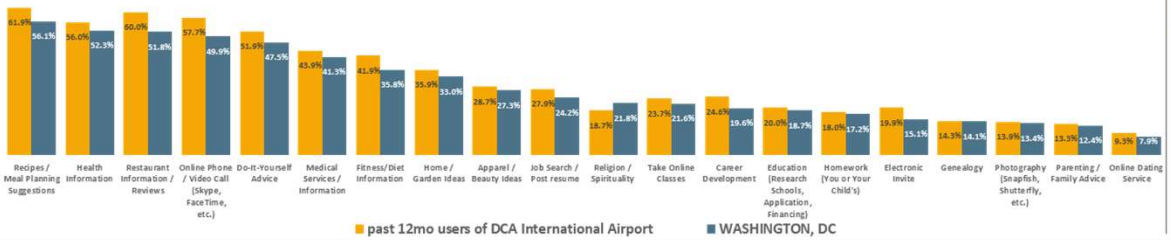
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

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

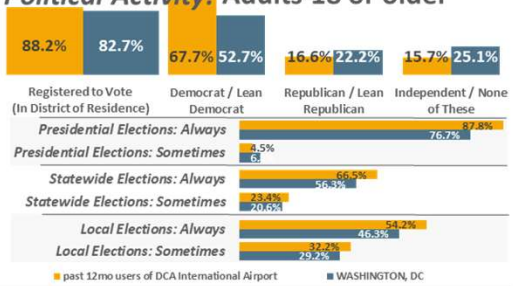
Airports used as point of departure past 12 months: Dulles International

33.6% or 1,900,617 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of DCA International… Adults 18 or older past 12mo users of DCA International Airport are 9.3% more likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, 53.6% more likely to belong to a gym, 81.6% more likely to fly domestic past yr.

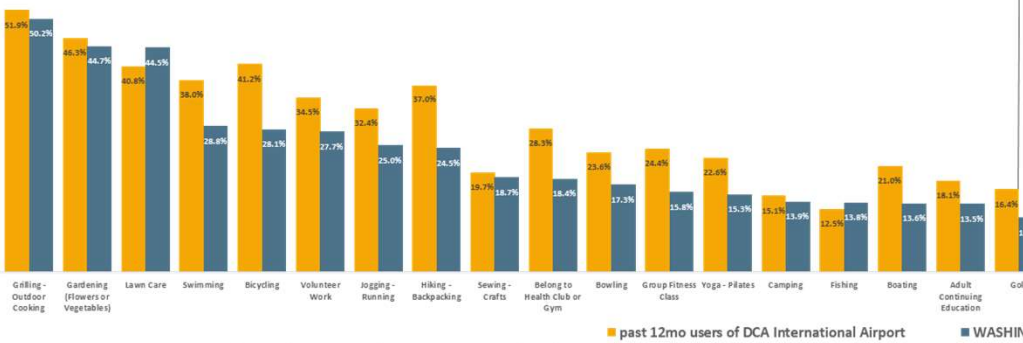
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



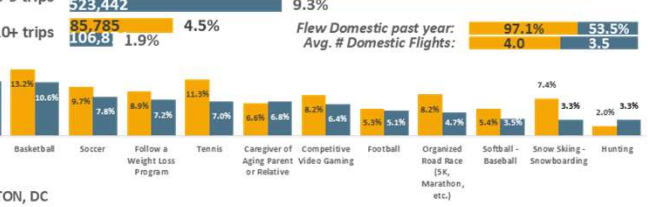
Political Activity: Adults 18 or older



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 1,845

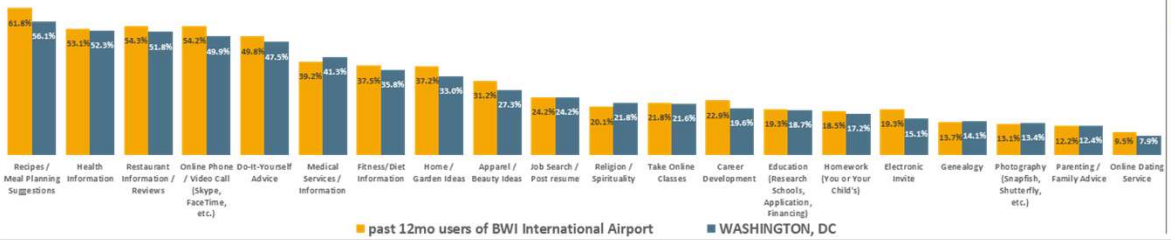
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

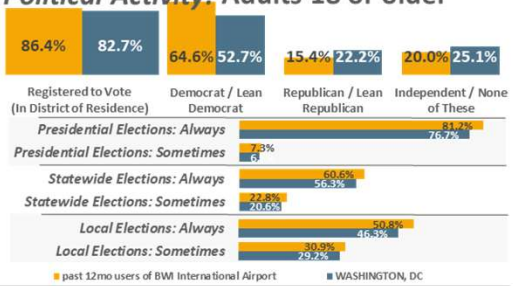
BALTIMORE/WASHINGTON INTERNATIONAL

22.1% or 1,250,246 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of BWI International... Adults 18 or older past 12mo users of BWI International Airport are 4.8% more likely to look up D-I-Y advice online, 9.7% more likely to always vote in local elections, 49.7% more likely to belong to a gym, 77.3% more likely to fly domestic past yr.

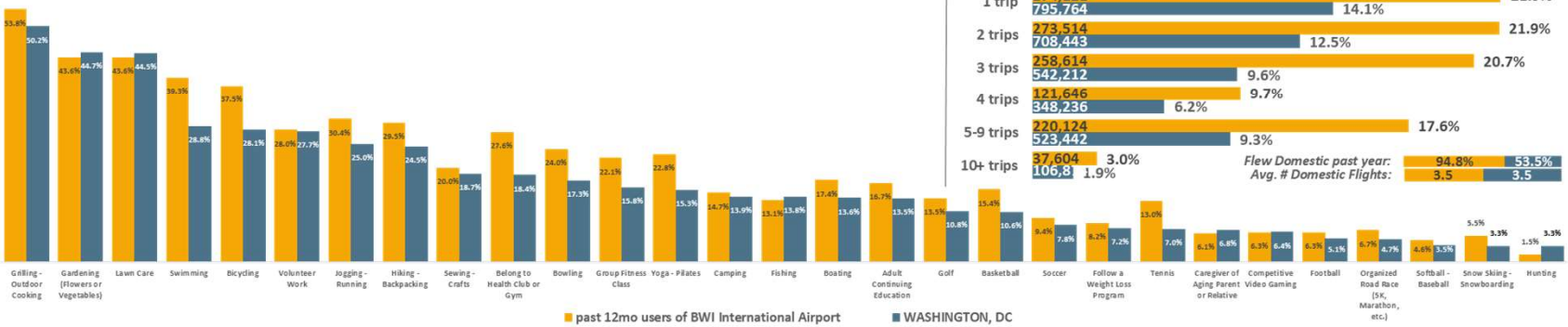
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

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

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

O'HARE INTERNATIONAL AIRPORT

46.4% or 3,505,425 of CHICAGO DMA Adults 18 or older are past 12mo users of ORD International Airport. Adults 18 or older past 12mo users of ORD International Airport are 2.8% more likely to use QSRs past mo., 13.8% more likely to use Sit-Down Restaurants past mo., 21.3% more likely to use Casinos past yr., 32.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.4% 90.9% 3,272,996 6,865,933

Avg. Monthly QSR Meals: 7.2 7.0

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



Total Monthly Sit-Down Restaurant Users: 86.2% 75.7% 3,021,319 5,724,044

Avg. Monthly Sit-Down Restaurant Meals: 4.4 4.1

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.)

past 12mo users of ORD International Airport 872,212 24.9%

CHICAGO 1,511,418 20.0%

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 1,602

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

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY INTERNATIONAL AIRPORT

25.8% or 1,949,928 of CHICAGO DMA Adults 18 or older are past 12mo users of MDW International Airport. Adults 18 or older past 12mo users of MDW International Airport are 5.3% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., 26.9% more likely to use Casinos past yr., 57.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	past 12mo users of MDW International Airport	CHICAGO
1 time	4.4%	6.6%
2 times	7.0%	7.6%
3 times	10.5%	12.2%
4 times	8.0%	10.7%
5 times	8.2%	9.7%
6 - 9 times	32.2%	23.1%
10 times or more	25.4%	21.0%

Total Monthly QSR Users:

past 12mo users of MDW International Airport	CHICAGO
95.6%	90.9%
1,865,030	6,865,933

Avg. Monthly QSR Meals:

past 12mo users of MDW International Airport	CHICAGO
7.8	7.0

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



	past 12mo users of MDW International Airport	CHICAGO
1 time	11.0%	16.1%
2 times	19.1%	14.6%
3 times	12.7%	13.0%
4 times	12.4%	10.4%
5 times	12.0%	7.2%
6 - 9 times	10.5%	8.9%
10 times or more	9.6%	5.4%

Total Monthly Sit-Down Restaurant Users:

past 12mo users of MDW International Airport	CHICAGO
87.3%	75.7%
1,702,936	5,724,044

Avg. Monthly Sit-Down Restaurant Meals:

past 12mo users of MDW International Airport	CHICAGO
4.8	4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	past 12mo users of MDW International Airport	CHICAGO
Mexican	47.2%	38.1%
Chinese	41.2%	36.7%
Pizza	43.1%	34.3%
Coffee House / Coffee Bar	31.6%	25.3%
Italian	26.8%	21.0%
Wings / Burgers / Sports Bar	26.9%	17.4%
Bagel / Donut / Bakery	21.3%	16.3%
Indian / Thai / Other Asian	21.5%	16.0%
Upscale	25.6%	15.6%
Steakhouse	19.0%	12.8%

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

past 12mo users of MDW International Airport	523,126	26.8%
CHICAGO	1,511,418	20.0%

Drank Past 30-days: Adults 18 or older



	past 12mo users of MDW International Airport	CHICAGO
Liquor	1,081,808 55.5%	3,584,522 47.4%
Any Type of Beer	900,633 46.2%	3,207,733 42.4%
Wine	827,170 42.4%	2,674,383 35.4%
Domestic Light Beer	568,943 29.2%	1,798,824 23.8%
Imported Beer	549,720 28.2%	1,745,278 23.1%
Domestic Regular Beer	465,584 23.9%	1,605,748 21.2%
Microbrew / Craft Beer	177,971 9.1%	651,633 8.6%

Past 12 months Casino Activities: Adults 18 or older

	past 12mo users of MDW International Airport	CHICAGO
Slot Machines	499,034 25.6%	1,520,603 20.1%
Table Games (Craps, Poker, etc.)	214,493 11.0%	658,644 8.7%
Bar / Nightclub	216,743 11.1%	508,374 6.7%
Upscale Restaurant	227,905 11.7%	507,245 6.7%
Stage Show / Concert	168,812 8.7%	290,865 3.8%
Sports Betting	95,987 4.9%	266,494 3.5%
Other Gambling	42,424 2.2%	135,9 1.8%
Spa	48,205 2.5%	85, 1.1%

Casinos visited past 12 months: Yes

past 12mo users of MDW International Airport	CHICAGO
32.9%	25.9%
641,900	1,959,836

Used Past 30-days: Adults 18 or older



	past 12mo users of MDW International Airport	CHICAGO
Marijuana / Cannabis	15.4%	16.0%
	300,325	1,209,618
Cigarettes	4.6%	10.8%
	89,624	818,094
Vape	5.6%	4.9%
	108,303	370,127

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

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

Airports used as point of departure past 12 months: Chicago Midway International

33.4% or 1,888,436 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of IAD International Airport. Adults 18 or older past 12mo users of IAD International Airport are 4.4% more likely to use QSRs past mo., 13.3% more likely to use Sit-Down Restaurants past mo., 9.5% more likely to use Casinos past yr., 54.4% 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 1,851

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

Airports used as point of departure past 12 months: Dulles International

33.6% or 1,900,617 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of DCA International Airport. Adults 18 or older past 12mo users of DCA International Airport are 3.8% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 8.2% more likely to use Casinos past yr., 40.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.9% 1,765,599 | 89.5% 5,059,794

Avg. Monthly QSR Meals: 7.1 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 87.7% 1,665,926 | 76.1% 4,303,414

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 4.3

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.)

past 12mo users of DCA International Airport 608,421 32.0%

WASHINGTON, DC 1,438,719 25.4%

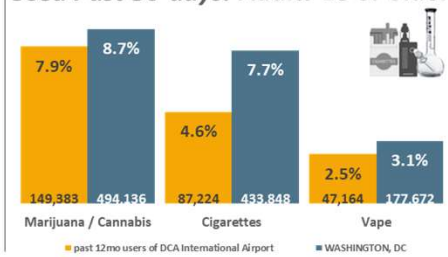
Drank Past 30-days: Adults 18 or older



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 1,845

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

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

BALTIMORE/WASHINGTON INTERNATIONAL

22.1% or 1,250,246 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of BWI International Airport. Adults 18 or older past 12mo users of BWI International Airport are 2.5% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 37.2% more likely to use Casinos past yr., 49.7% 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.)

past 12mo users of BWI International Airport	345,572	27.6%
WASHINGTON, DC	1,438,719	25.4%

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 1,106

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

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

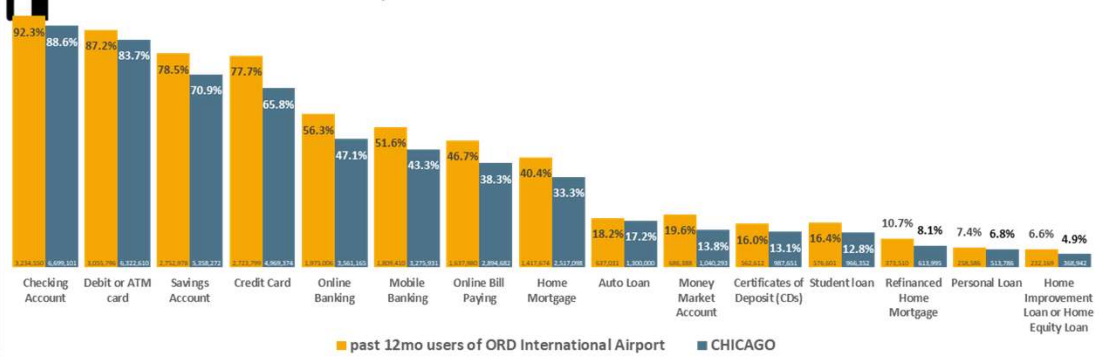
O'HARE INTERNATIONAL AIRPORT

46.4% or 3,505,425 of CHICAGO DMA Adults 18 or older are past 12mo users of ORD International Airport. Adults 18 or older past 12mo users of ORD International Airport are 31.8% more likely to have a 401K, 5.6% more likely to have an Auto Loan, 45.1% more likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



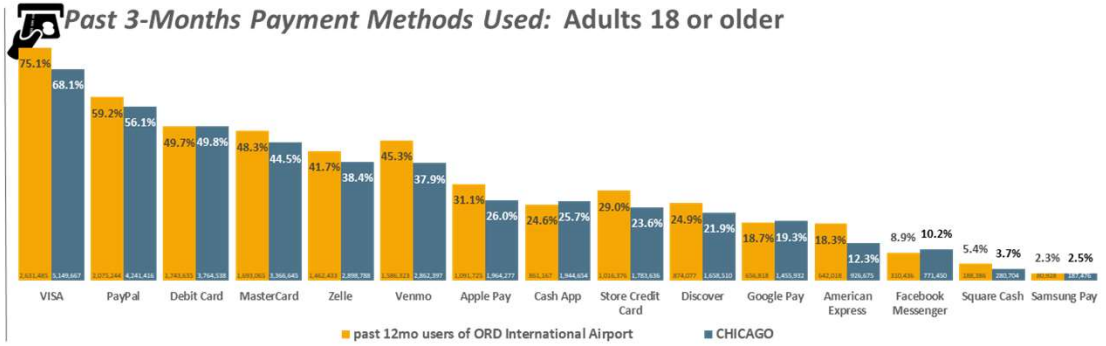
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

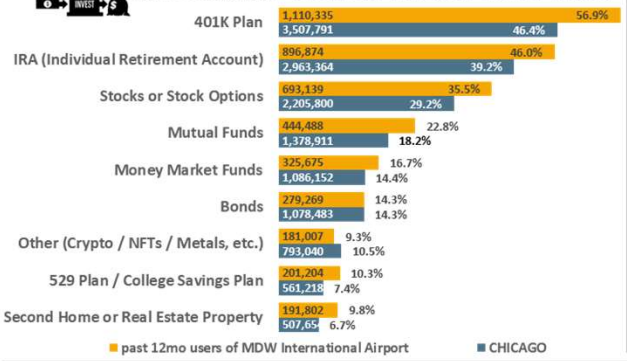
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Chicago O'Hare International

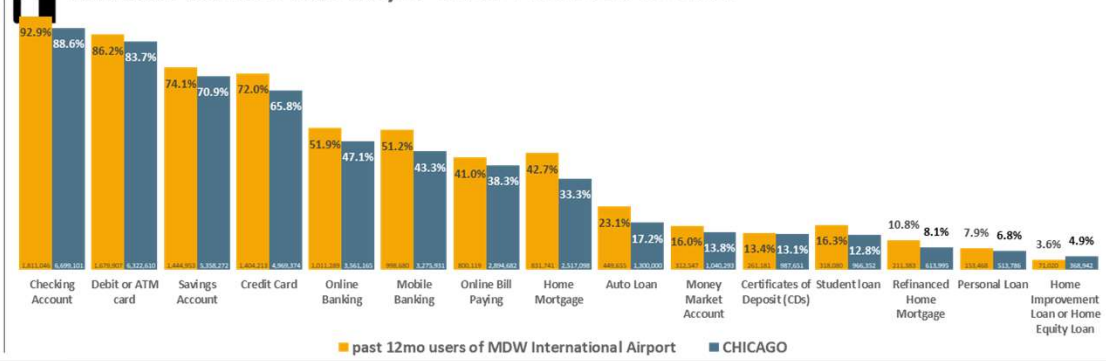
MIDWAY INTERNATIONAL AIRPORT

25.8% or 1,949,928 of CHICAGO DMA Adults 18 or older are past 12mo users of MDW International Airport. Adults 18 or older past 12mo users of MDW International Airport are 22.7% more likely to have a 401K, 34.1% more likely to have an Auto Loan, 33.% more likely to Invest/Trade Stocks Online, 3.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



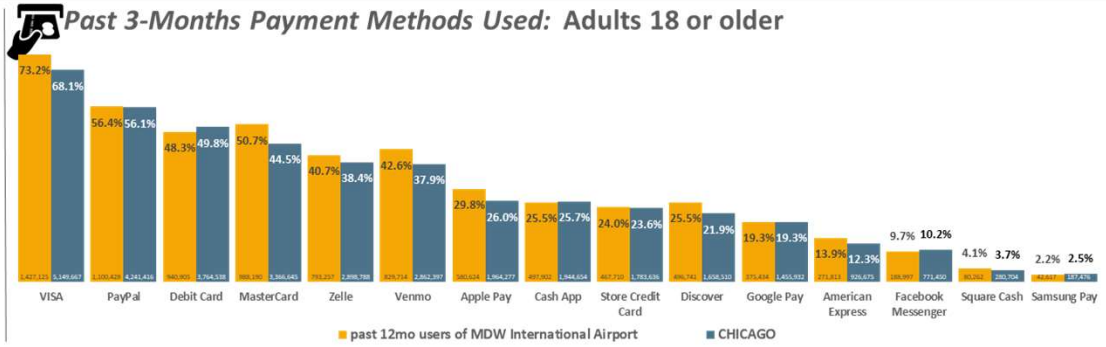
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

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

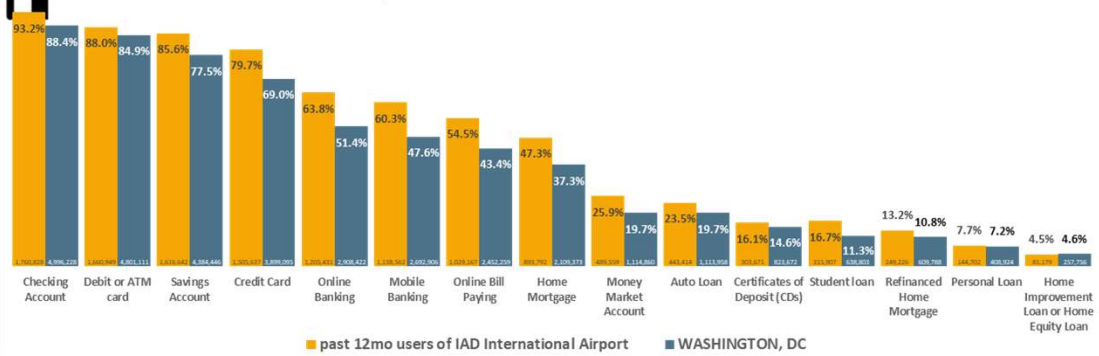
Airports used as point of departure past 12 months: Chicago Midway International

33.4% or 1,888,436 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of IAD International... Adults 18 or older past 12mo users of IAD International Airport are 33.7% more likely to have a 401K, 19.2% more likely to have an Auto Loan, 53.5% more likely to Invest/Trade Stocks Online, 9.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



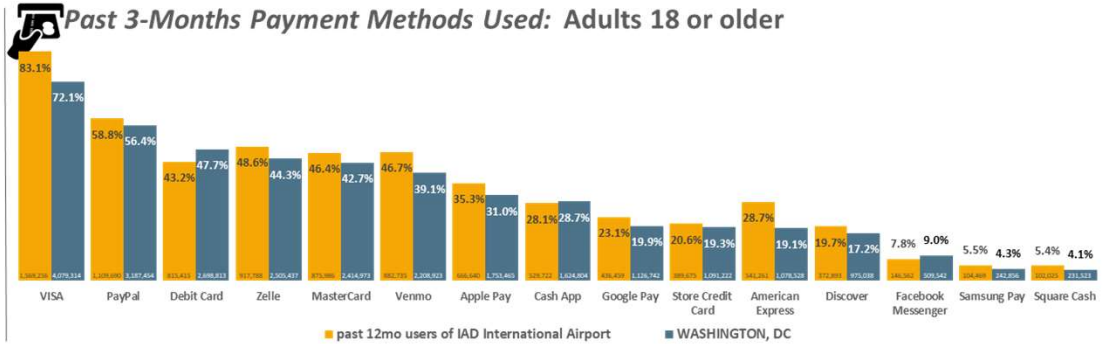
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

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

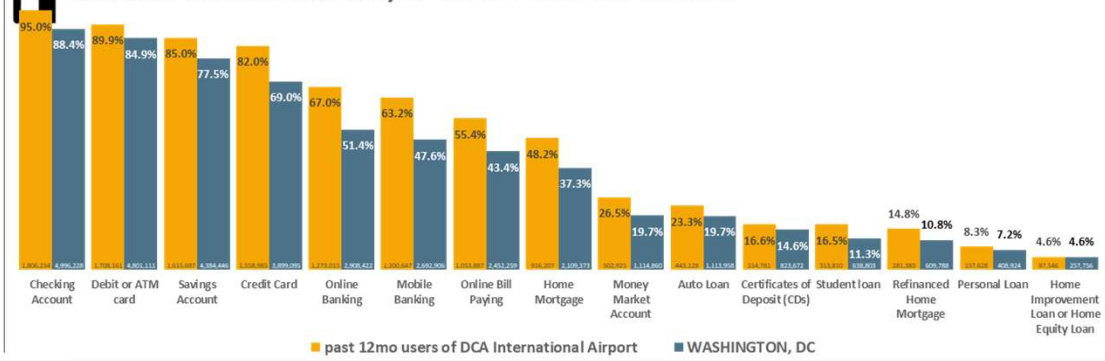
Airports used as point of departure past 12 months: Dulles International

33.6% or 1,900,617 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of DCA International… Adults 18 or older past 12mo users of DCA International Airport are 27.% more likely to have a 401K, 18.3% more likely to have an Auto Loan, 56.5% more likely to Invest/Trade Stocks Online, 9.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



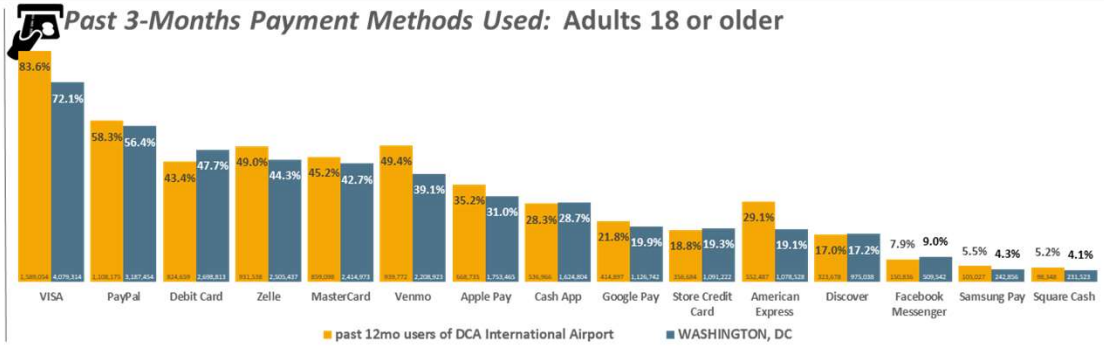
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

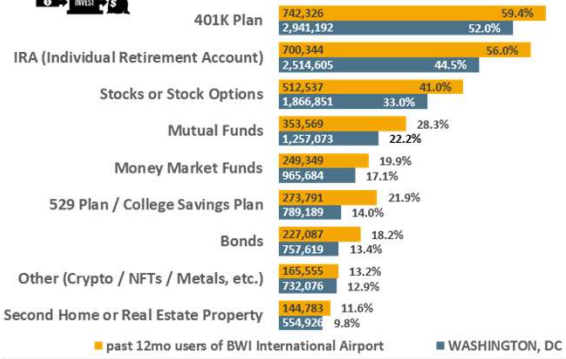
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

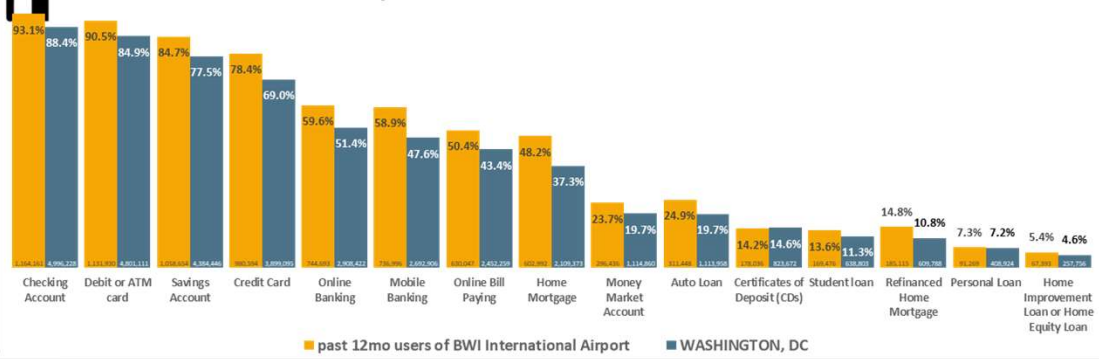
BALTIMORE/WASHINGTON INTERNATIONAL

22.1% or 1,250,246 of WASHINGTON, DC DMA Adults 18 or older are past 12mo users of BWI International... Adults 18 or older past 12mo users of BWI International Airport are 14.1% more likely to have a 401K, 26.4% more likely to have an Auto Loan, 30.5% more likely to Invest/Trade Stocks Online, 2.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



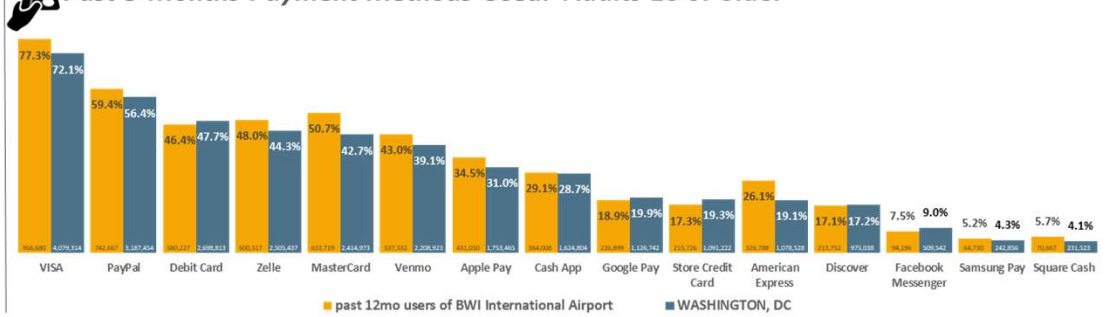
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

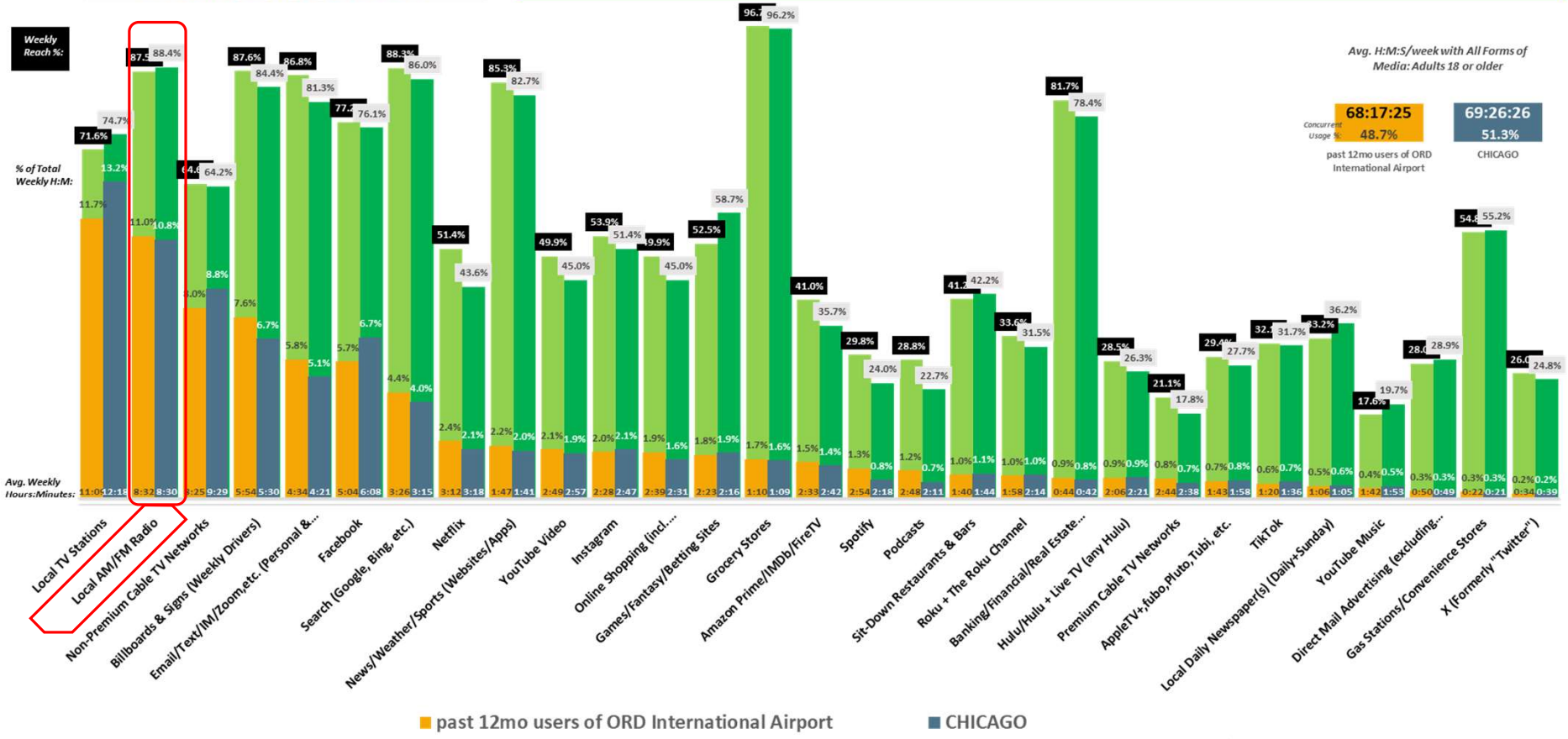
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

O'HARE INTERNATIONAL AIRPORT

Adults 18 or older past 12mo users of ORD International Airport spend an average of 2 days, 20 hours, 17 minutes and 25 seconds each week with All Forms of Media.

87.5% of Adults 18 or older past 12mo users of ORD International Airport spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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

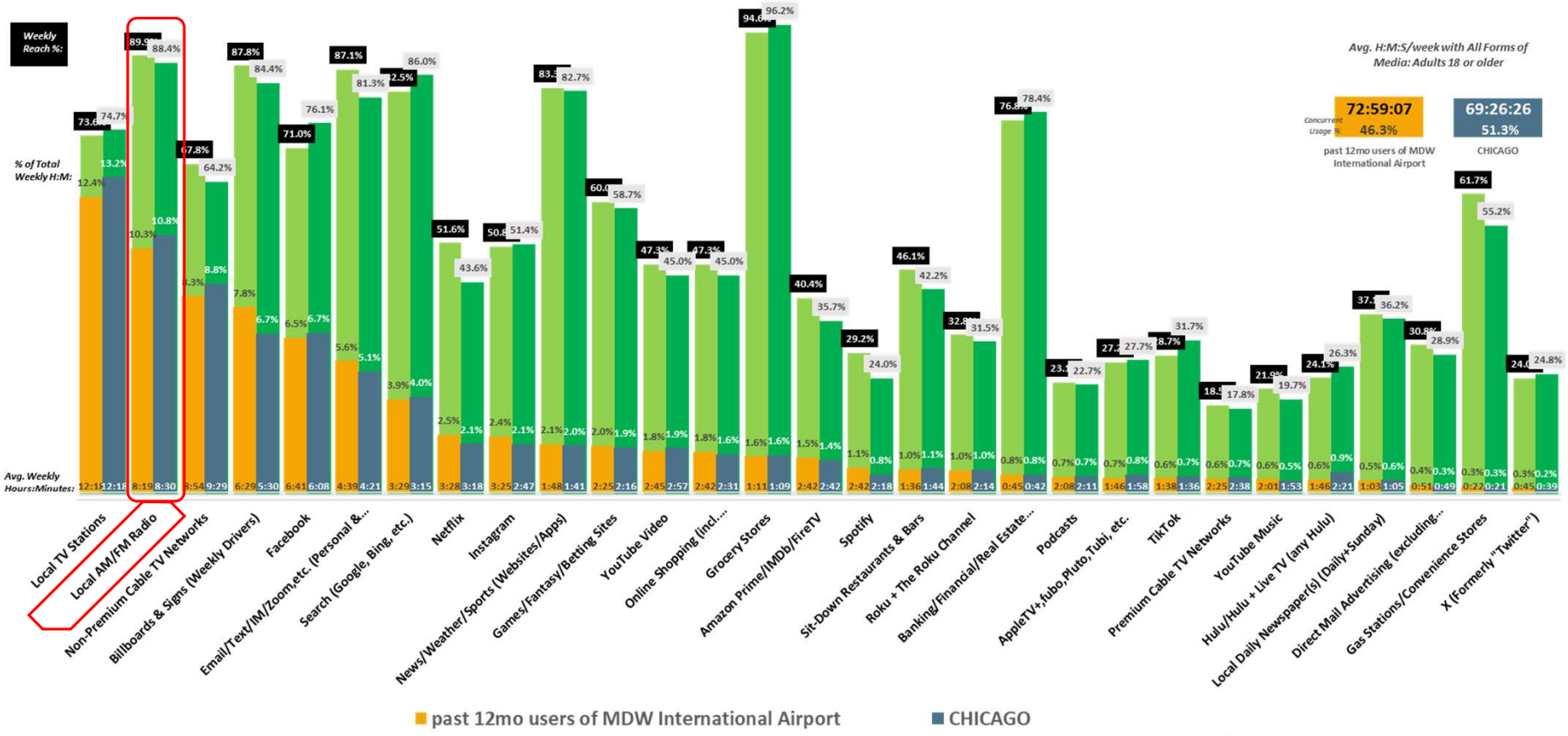
Hubbard BROADCASTING Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY
INTERNATIONAL AIRPORT

Adults 18 or older past 12mo users of MDW International Airport spend an average of 3 days, 0 hours, 59 minutes and 7 seconds each week with All Forms of Media.

89.9% of Adults 18 or older past 12mo users of MDW International Airport spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

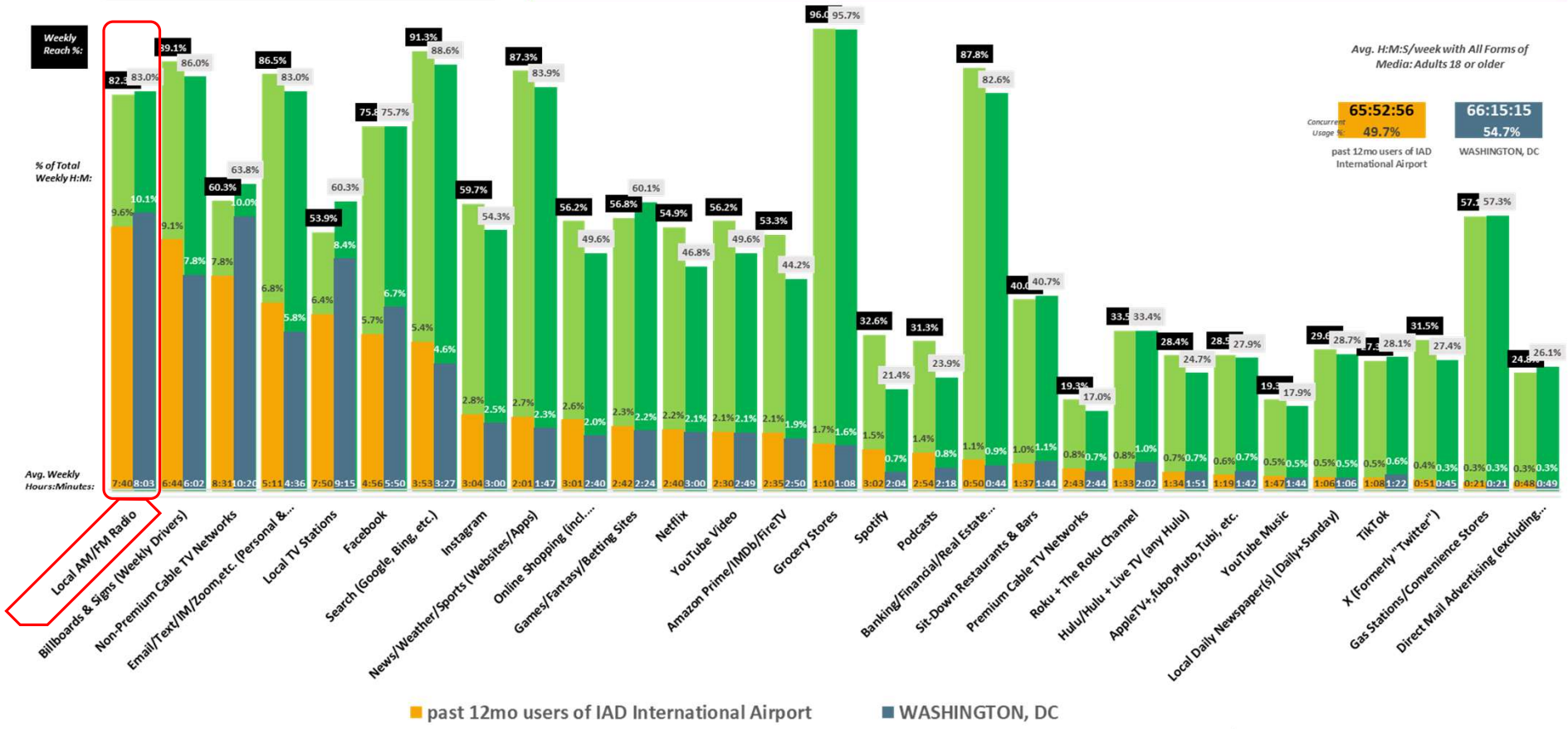
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago Midway International

Adults 18 or older past 12mo users of IAD International Airport spend an average of 2 days, 17 hours, 52 minutes and 56 seconds each week with All Forms of Media.

82.3% of Adults 18 or older past 12mo users of IAD International Airport spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

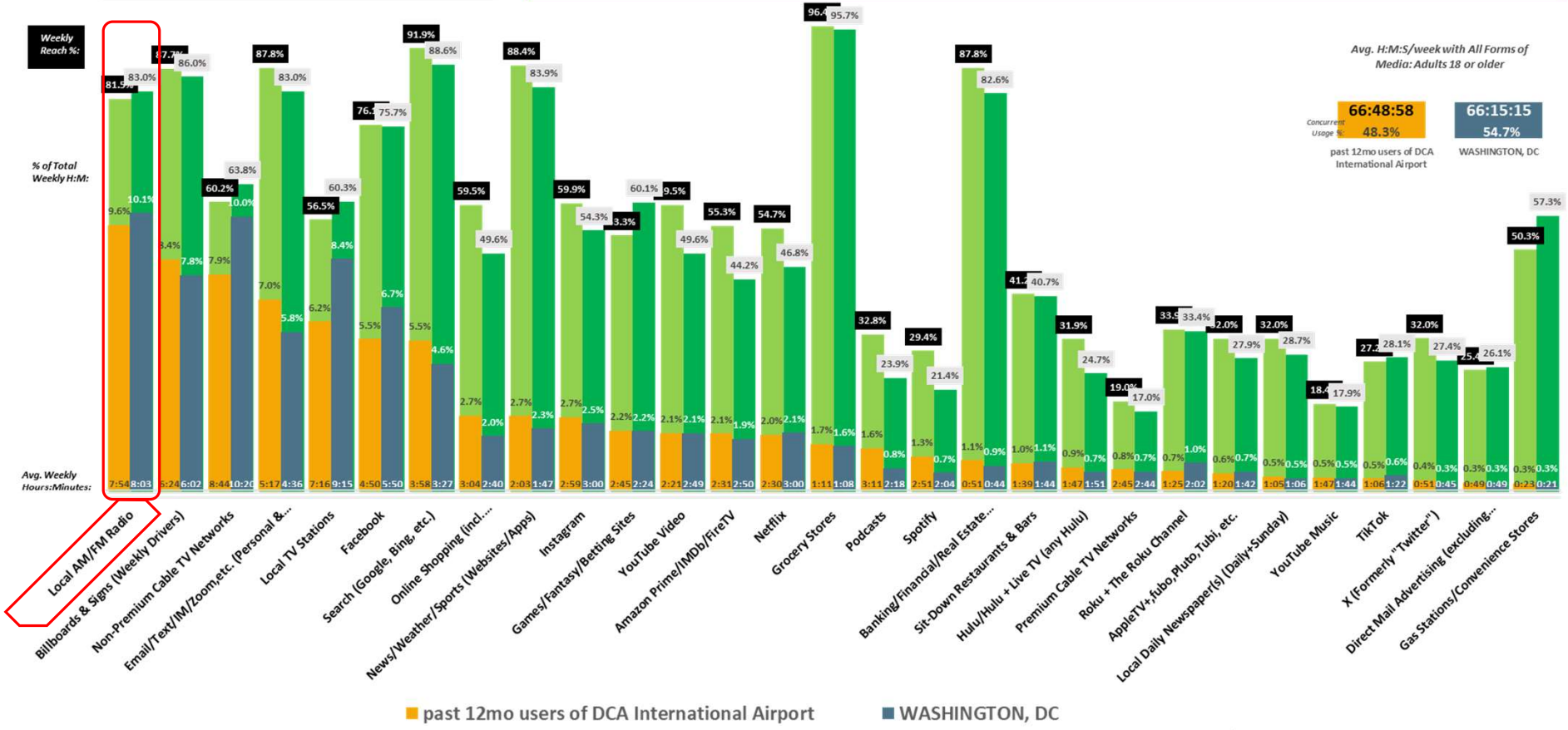
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Airports used as point of departure past 12 months: Dulles International

Adults 18 or older past 12mo users of DCA International Airport spend an average of 2 days, 18 hours, 48 minutes and 58 seconds each week with All Forms of Media.

81.5% of Adults 18 or older past 12mo users of DCA International Airport spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

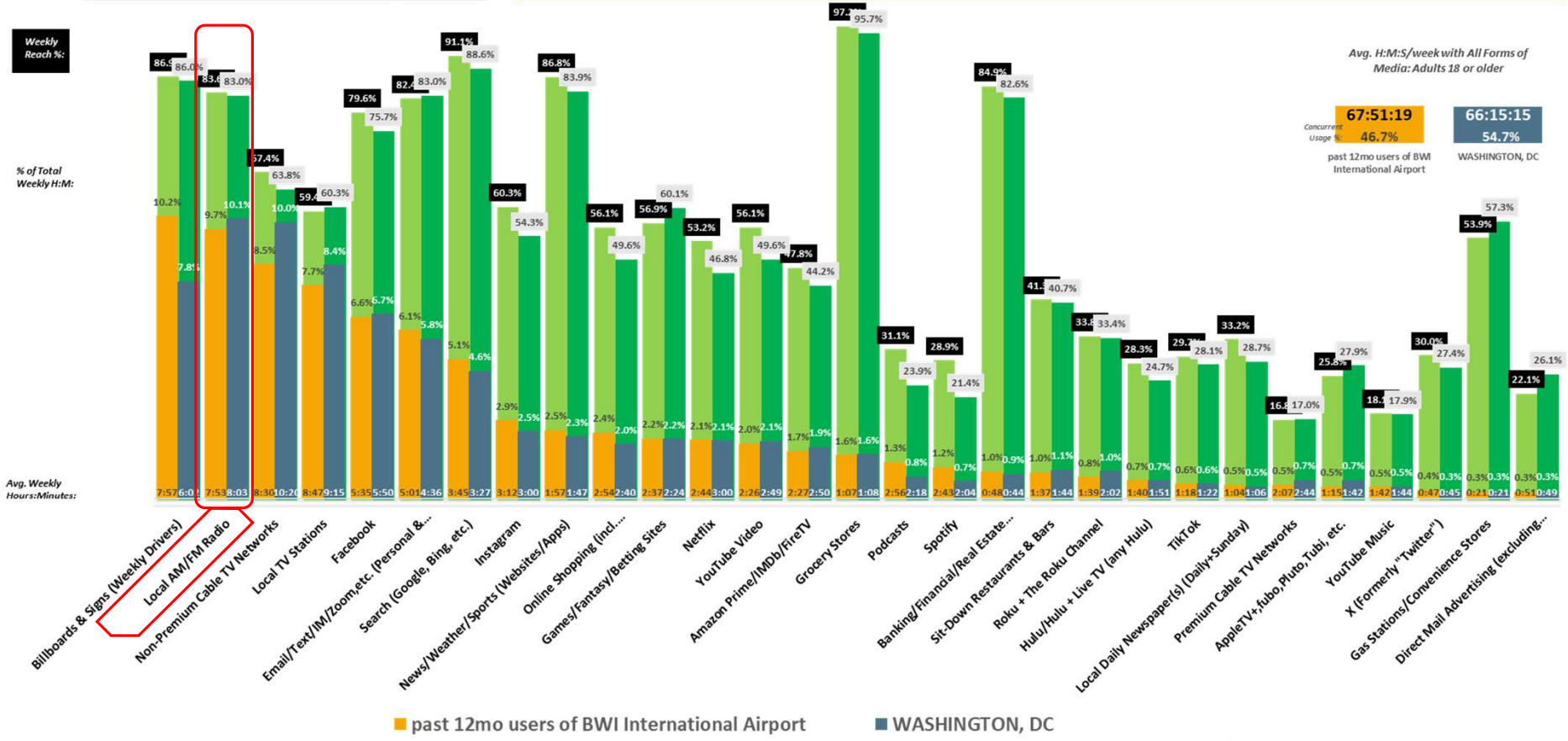
Hubbard BROADCASTING Share of Everything for Anything ©

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

BALTIMORE/WASHINGTON INTERNATIONAL

Adults 18 or older past 12mo users of BWI International Airport spend an average of 2 days, 19 hours, 51 minutes and 19 seconds each week with All Forms of Media.

83.6% of Adults 18 or older past 12mo users of BWI International Airport spend an avg. of 7 hours and 53 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 1,106 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

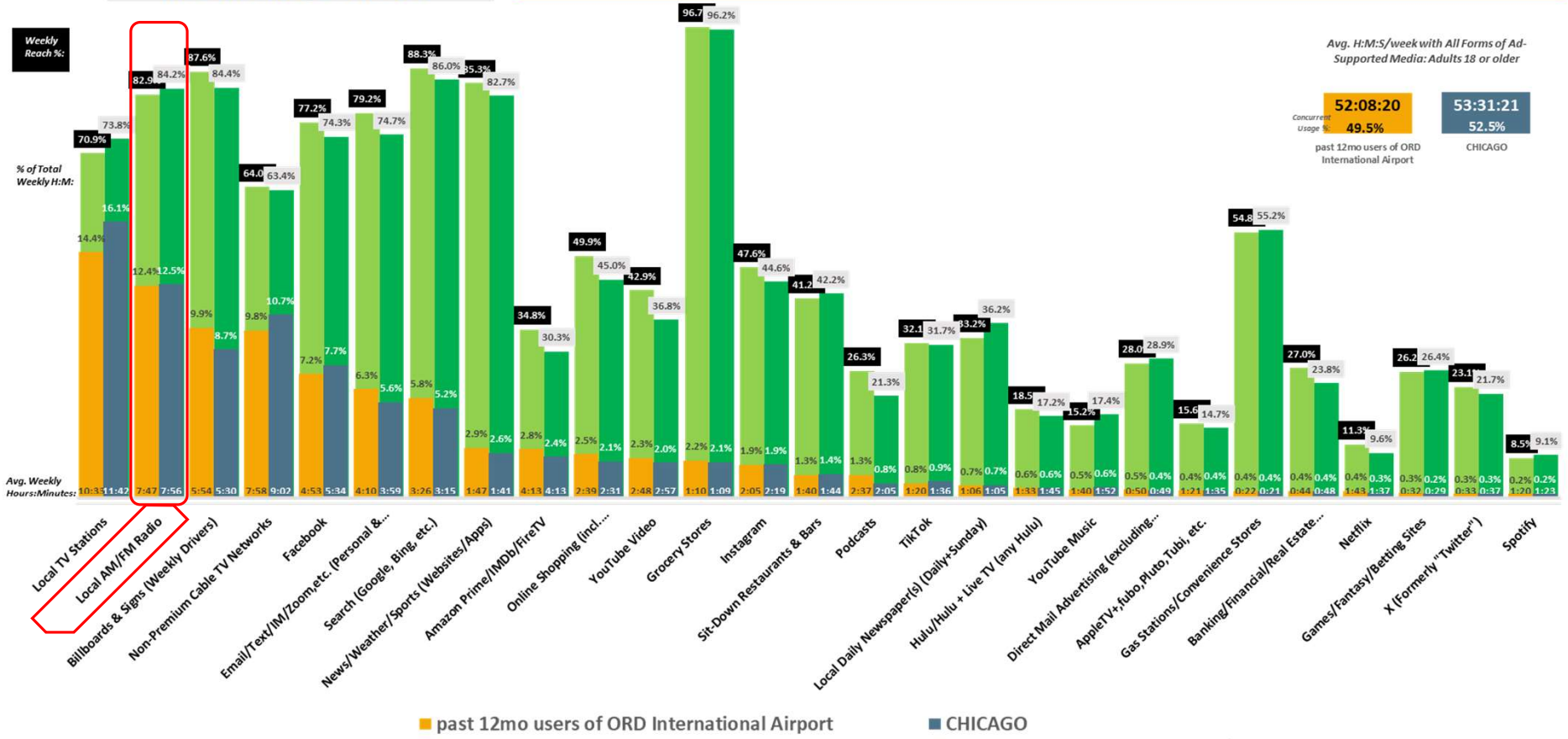
Hubbard BROADCASTING Share of Everything for Anything ©

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

O'HARE INTERNATIONAL AIRPORT

Adults 18 or older past 12mo users of ORD International Airport spend an average of 2 days, 4 hours, 8 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

82.9% of Adults 18 or older past 12mo users of ORD International Airport spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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

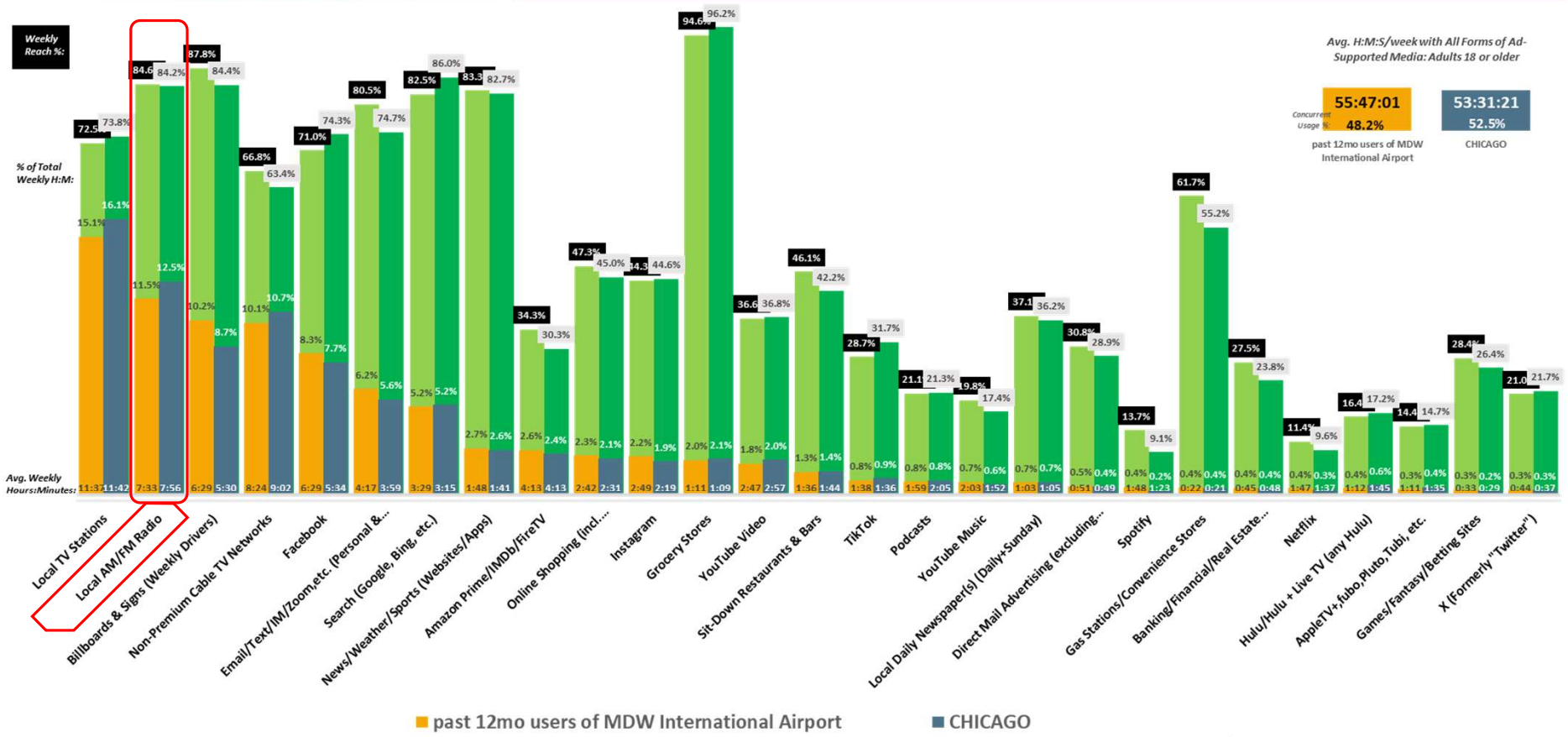
Hubbard BROADCASTING Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY INTERNATIONAL AIRPORT

Adults 18 or older past 12mo users of MDW International Airport spend an average of 2 days, 7 hours, 47 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

84.6% of Adults 18 or older past 12mo users of MDW International Airport spend an avg. of 7 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

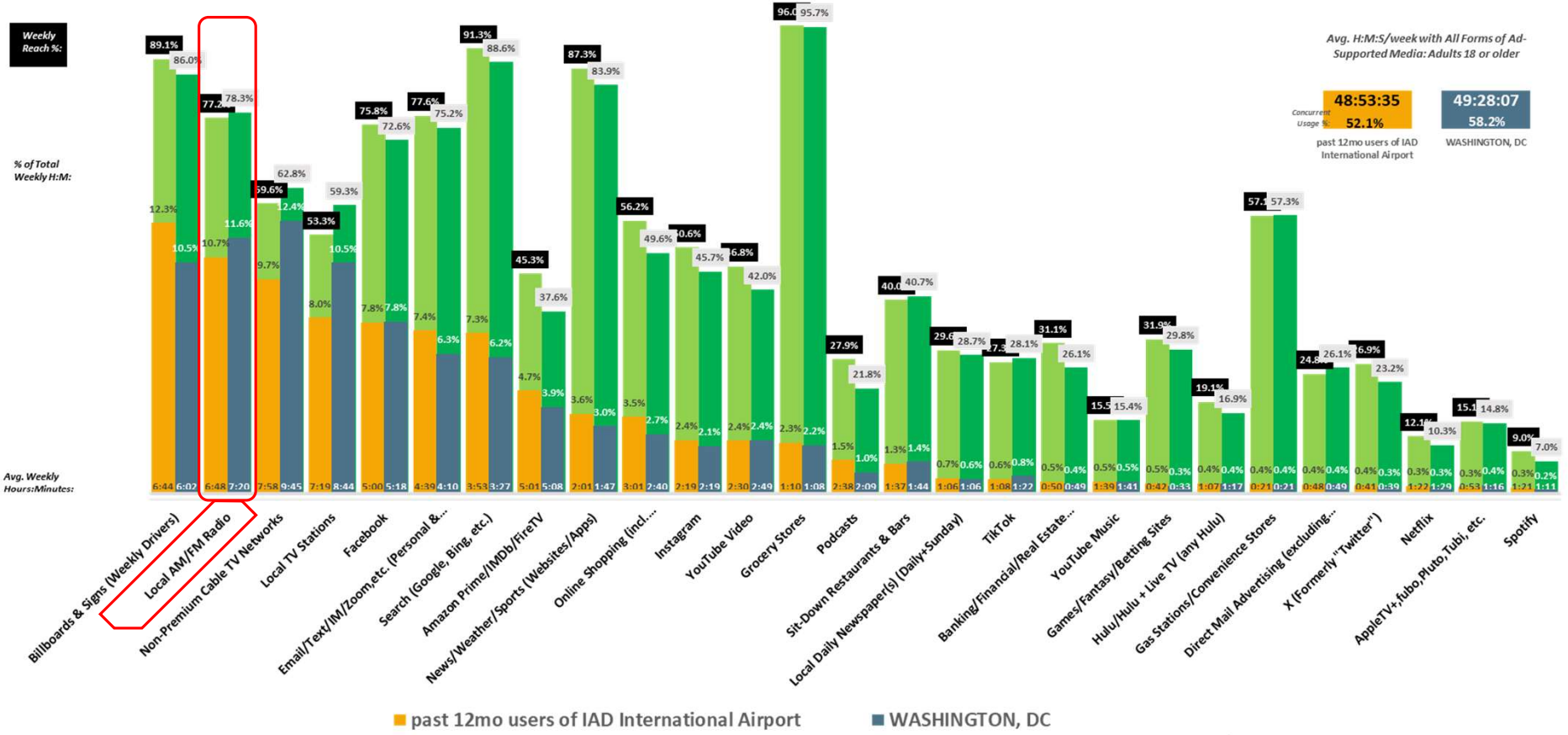
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago Midway International

Adults 18 or older past 12mo users of IAD International Airport spend an average of 2 days, 0 hours, 53 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

77.2% of Adults 18 or older past 12mo users of IAD International Airport spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

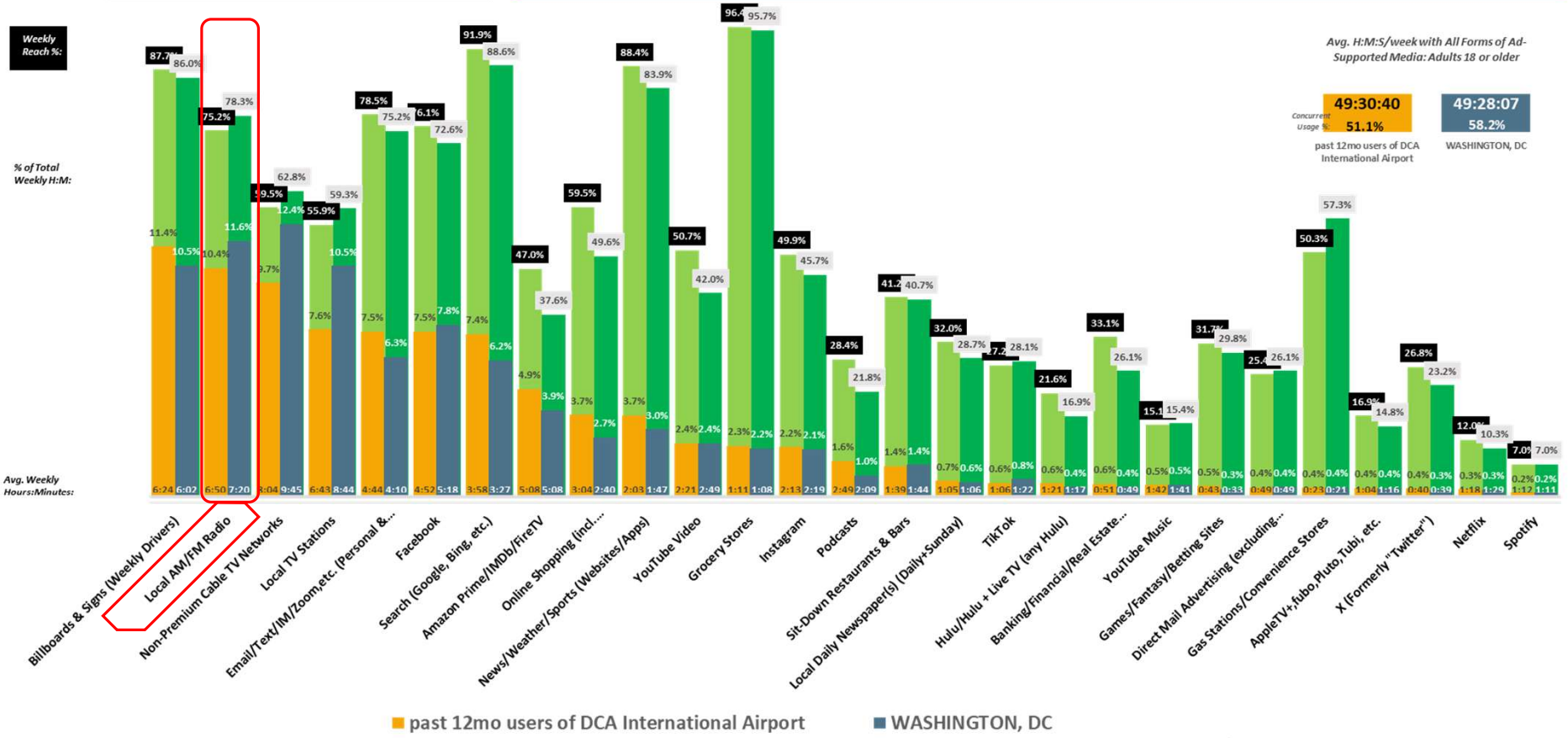
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Airports used as point of departure past 12 months: Dulles International

Adults 18 or older past 12mo users of DCA International Airport spend an average of 2 days, 1 hours, 30 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

75.2% of Adults 18 or older past 12mo users of DCA International Airport spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

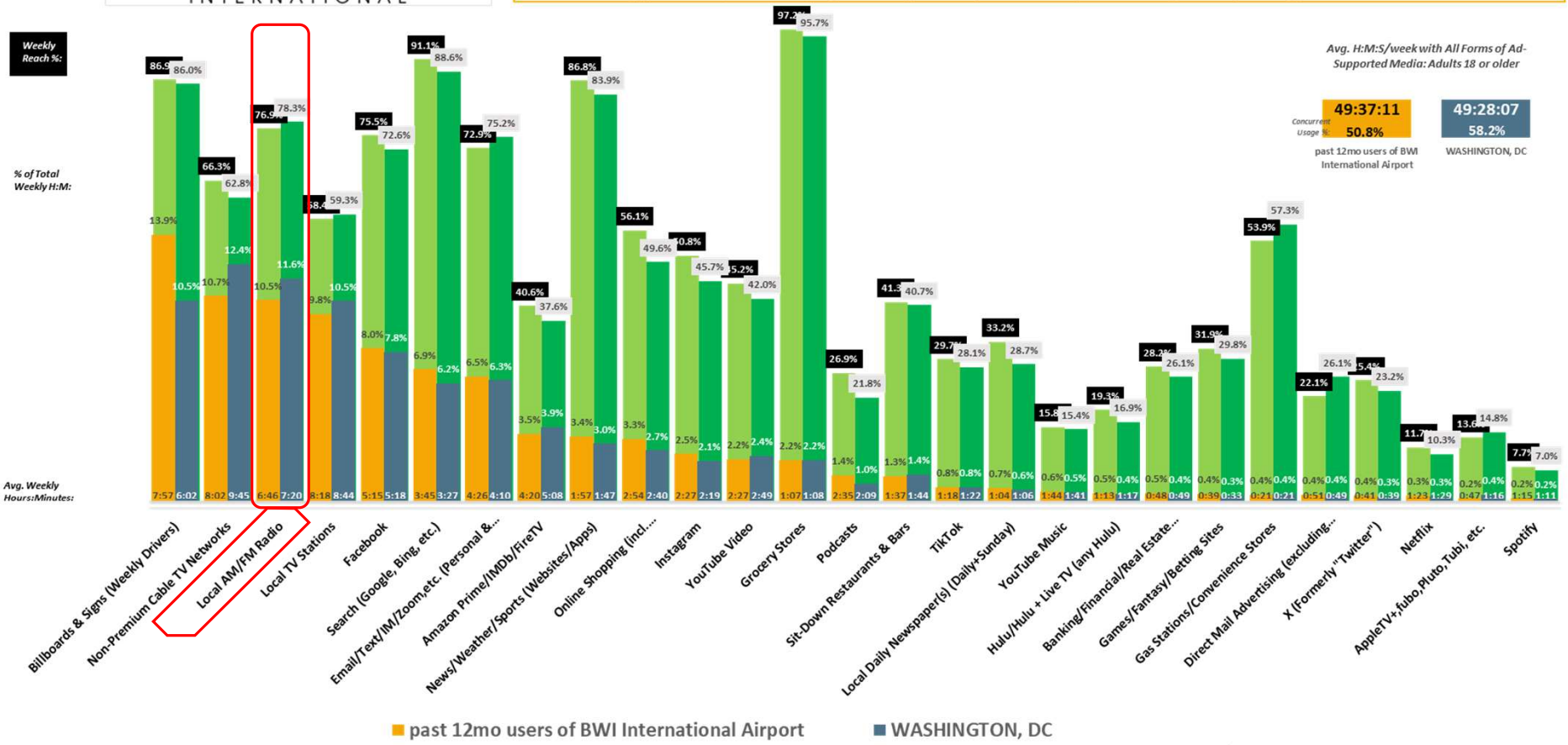
Share of Everything for Anything ©

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

BALTIMORE/WASHINGTON INTERNATIONAL

Adults 18 or older past 12mo users of BWI International Airport spend an average of 2 days, 1 hours, 37 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

76.9% of Adults 18 or older past 12mo users of BWI International Airport spend an avg. of 6 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



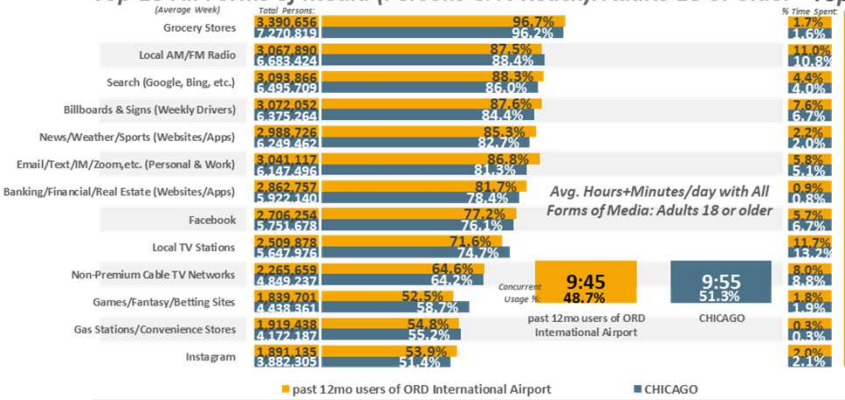
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

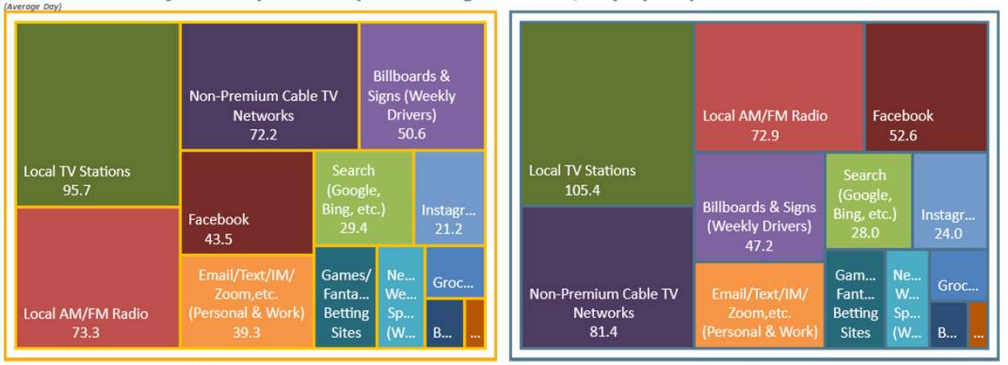
Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

Adults 18 or older past 12mo users of ORD International Airport spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

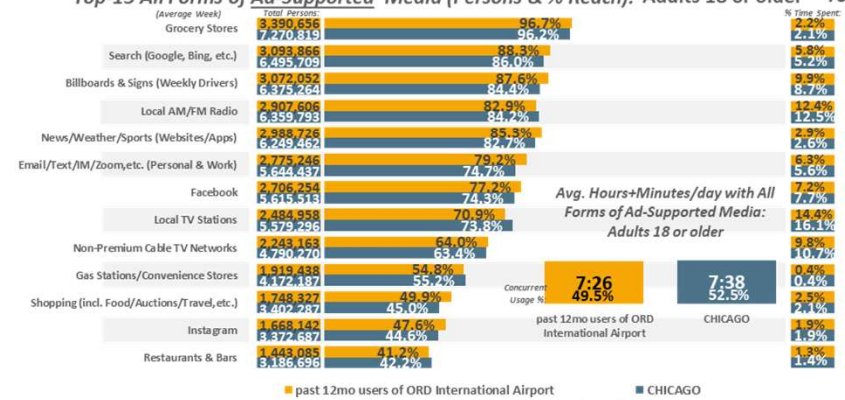
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



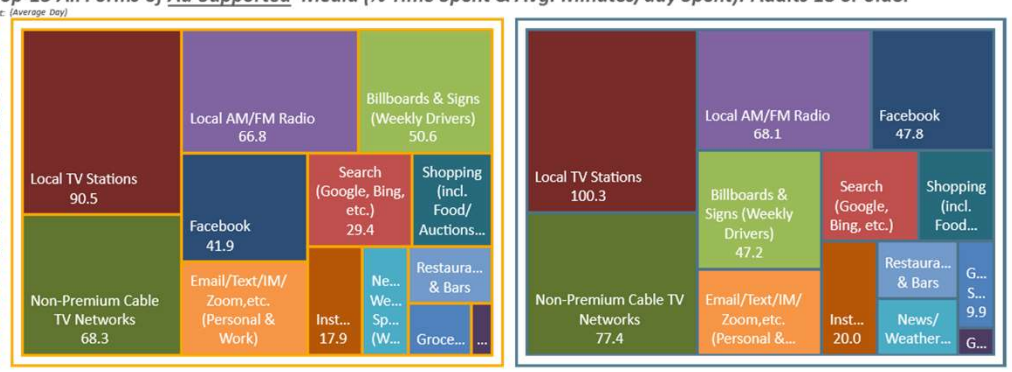
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

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

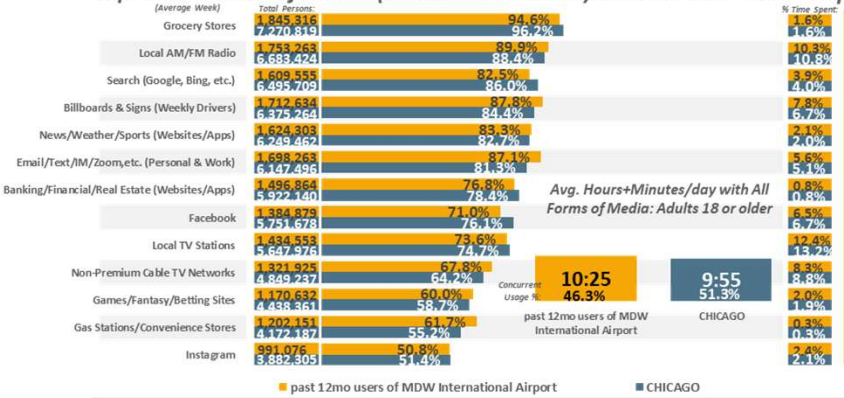
soefa.ai Share of Everything for Anything ®

Airports used as point of departure past 12 months: Chicago O'Hare International

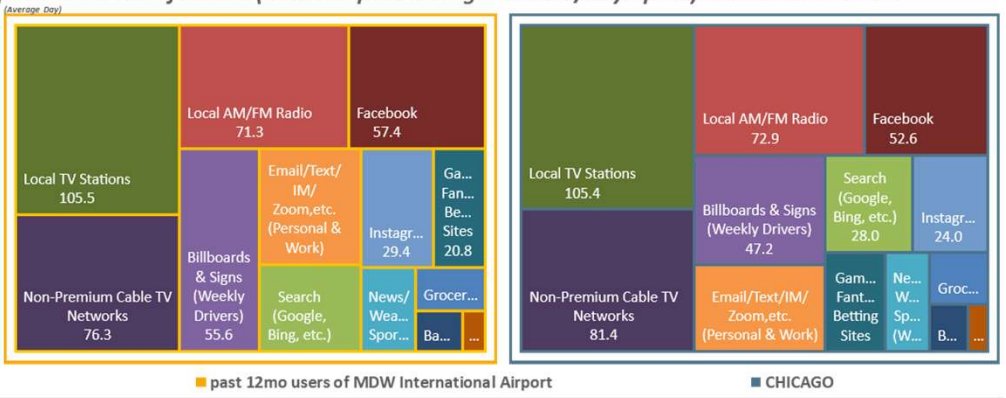
MIDWAY INTERNATIONAL AIRPORT

Adults 18 or older past 12mo users of MDW International Airport spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 84.6% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

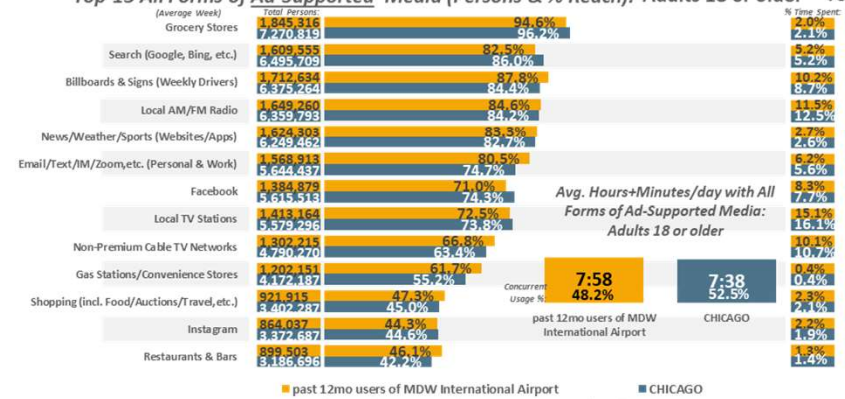
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



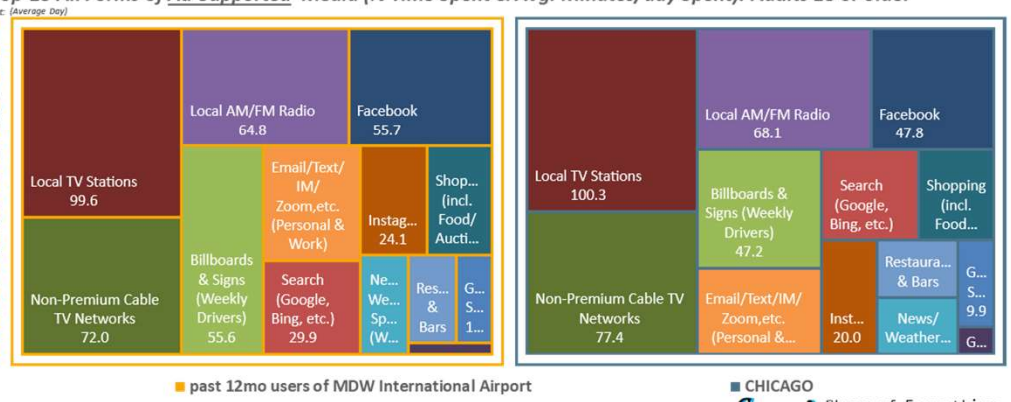
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 916

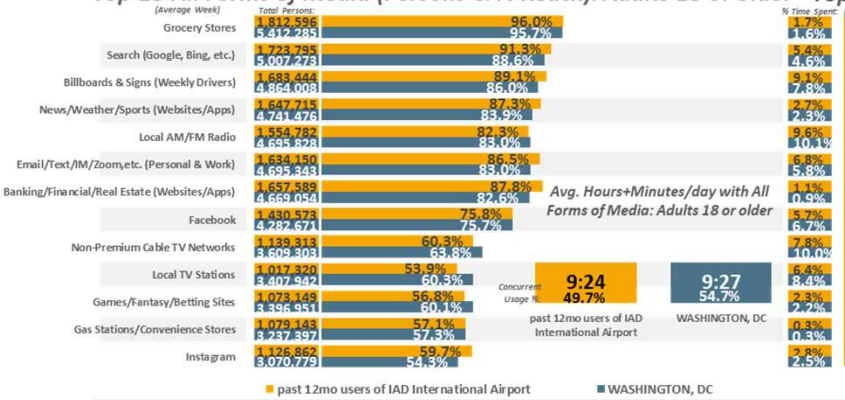
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

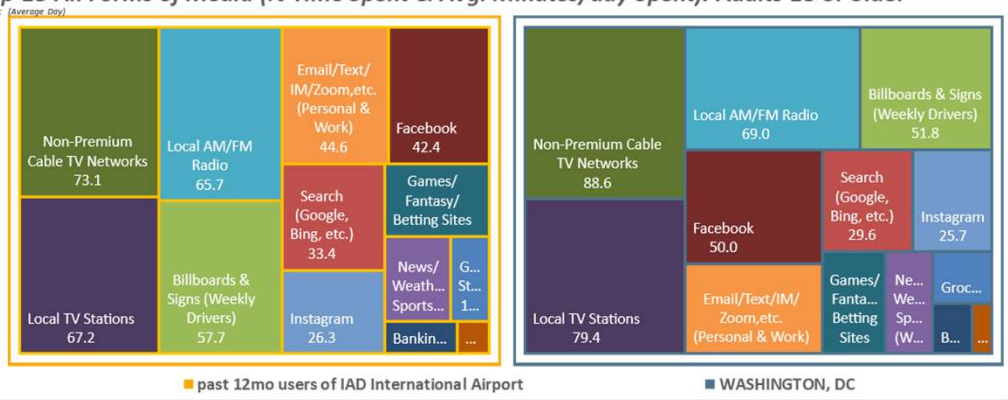
Airports used as point of departure past 12 months: Chicago Midway International

Adults 18 or older past 12mo users of IAD International Airport spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 58.3 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

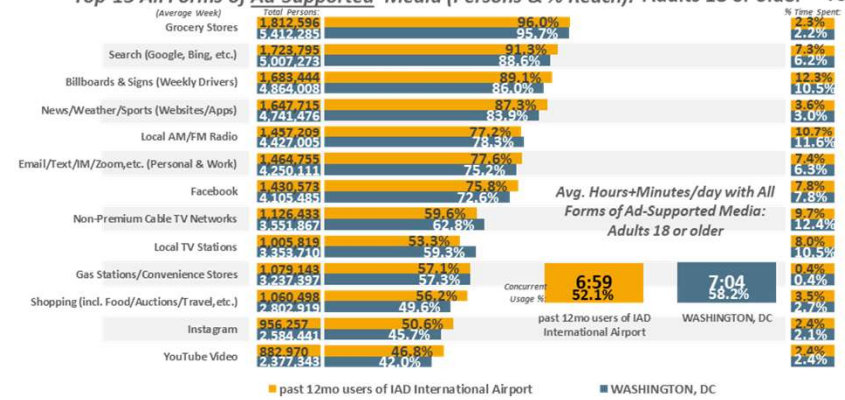
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



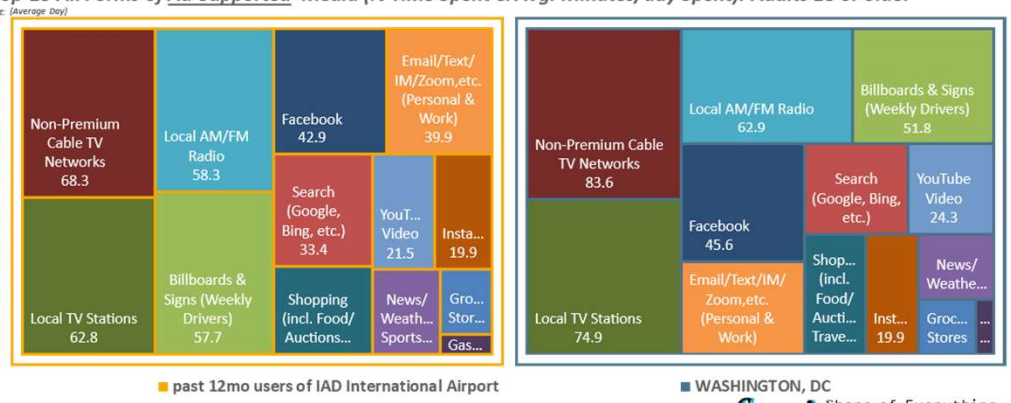
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

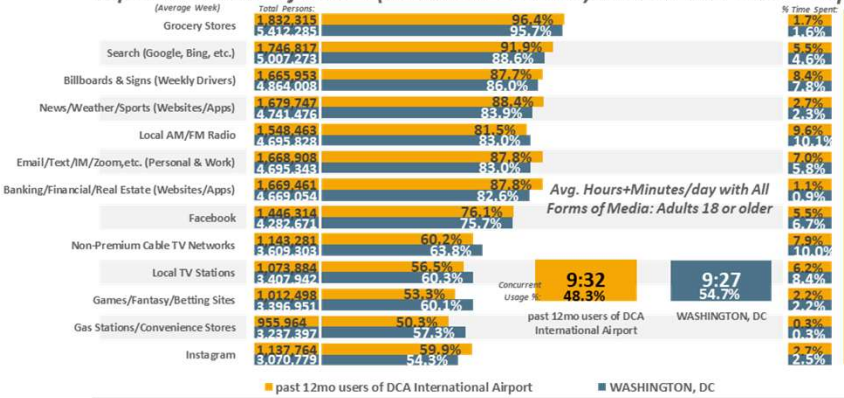
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

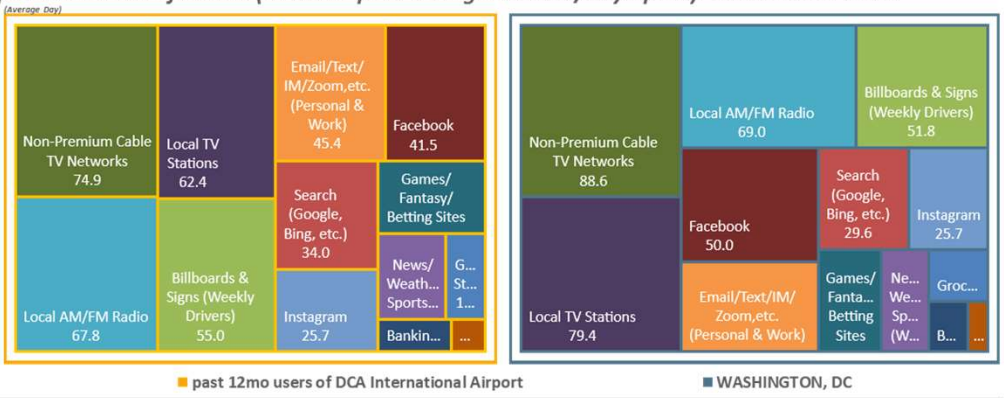
Airports used as point of departure past 12 months: Dulles International

Adults 18 or older past 12mo users of DCA International Airport spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

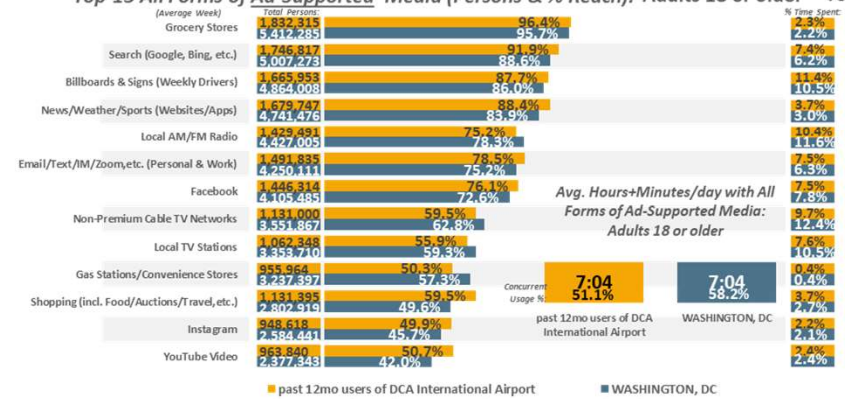
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



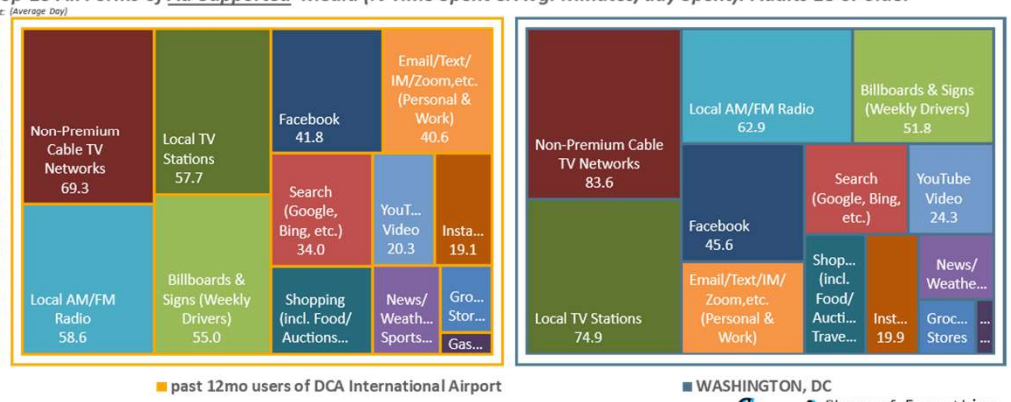
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

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

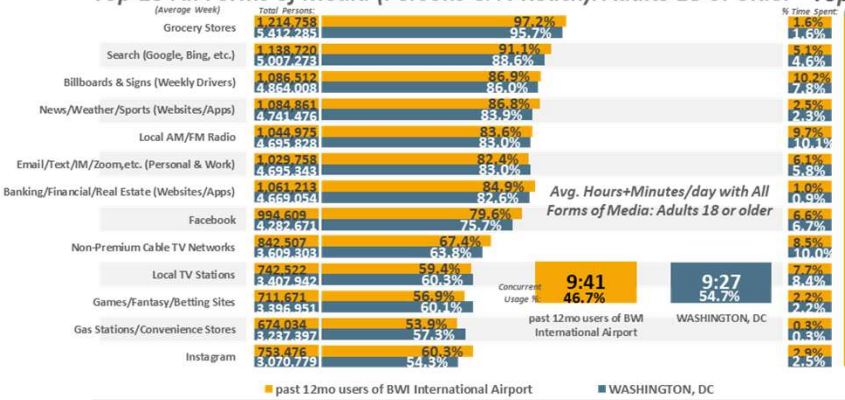
soefa.ai Share of Everything for Anything

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

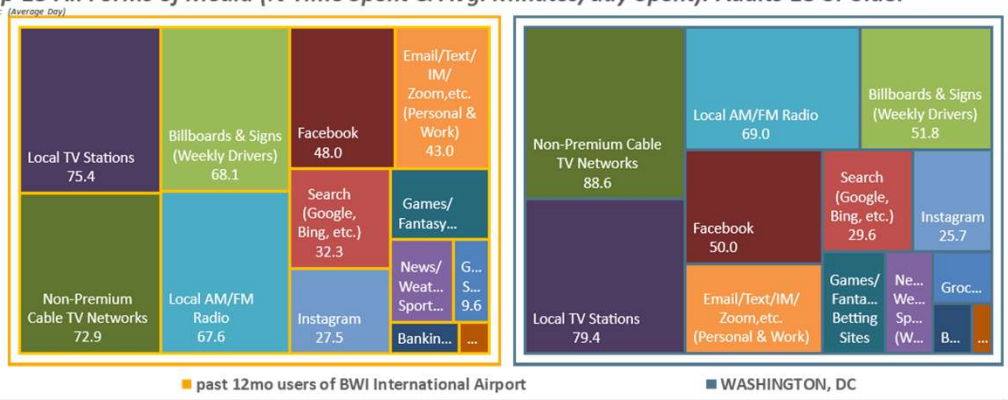
BALTIMORE/WASHINGTON INTERNATIONAL

Adults 18 or older past 12mo users of BWI International Airport spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 58.1 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

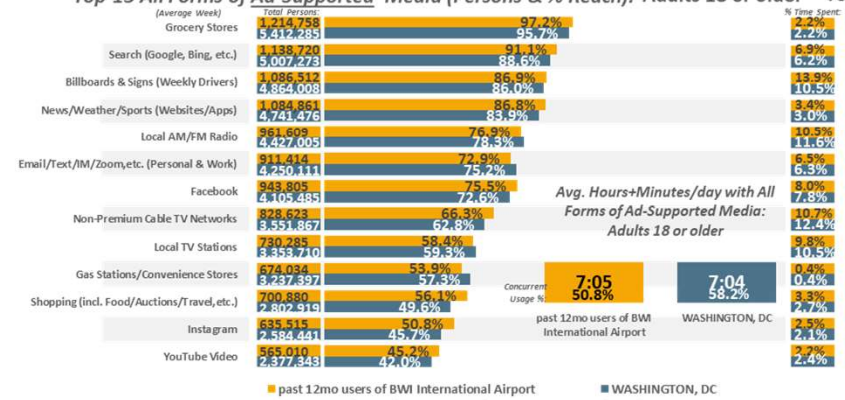
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



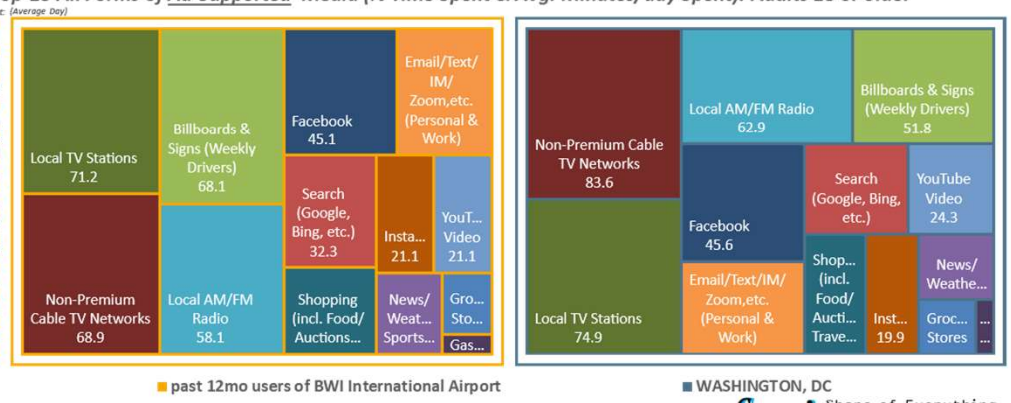
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,106

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

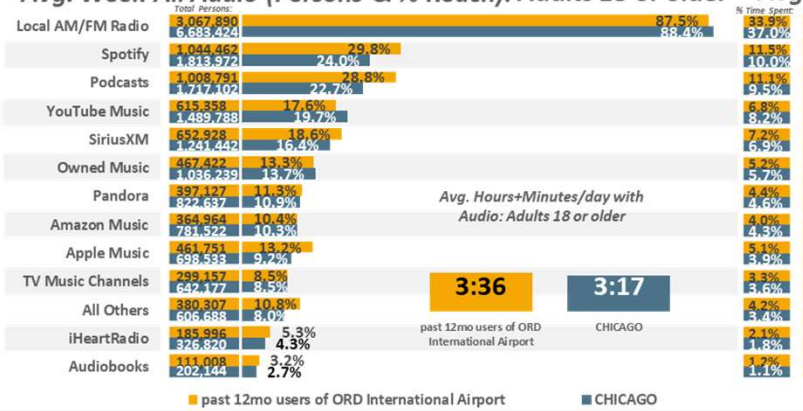
soefa.ai Share of Everything for Anything

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

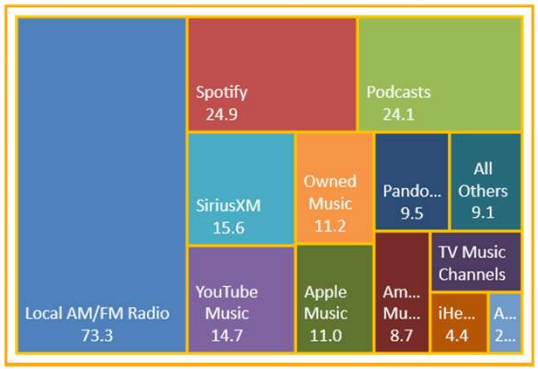
O'HARE INTERNATIONAL AIRPORT

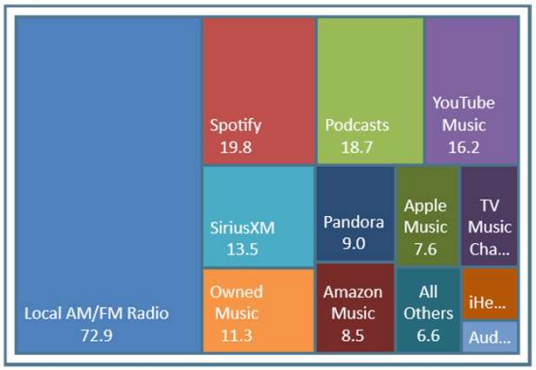
2,907,606 or 82.9% of Adults 18 or older past 12mo users of ORD International Airport listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

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

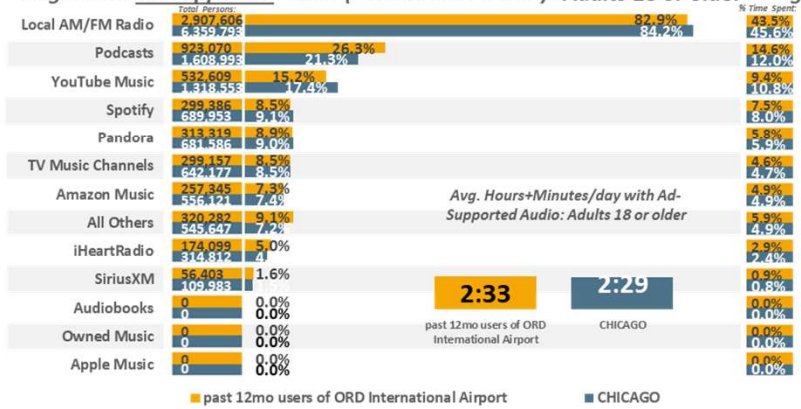


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

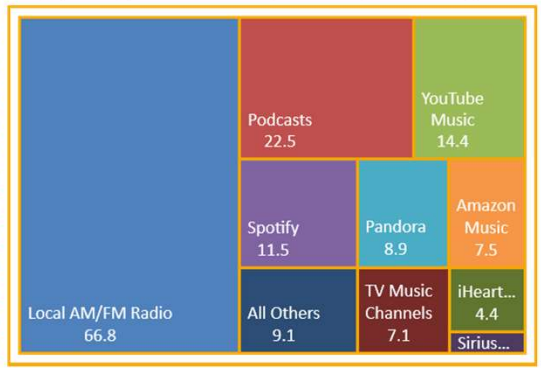


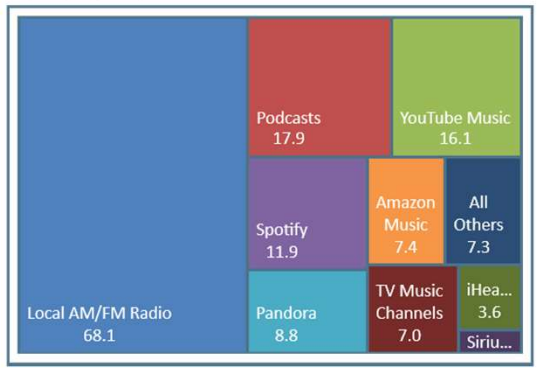


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

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

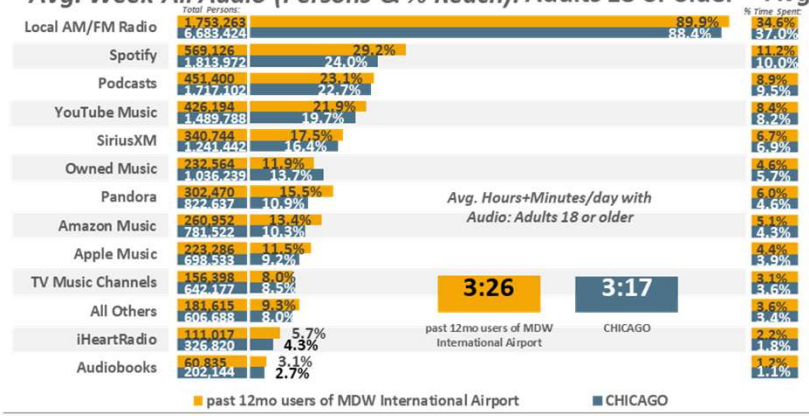
soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY INTERNATIONAL AIRPORT

1,649,260 or 84.6% of Adults 18 or older past 12mo users of MDW International Airport listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

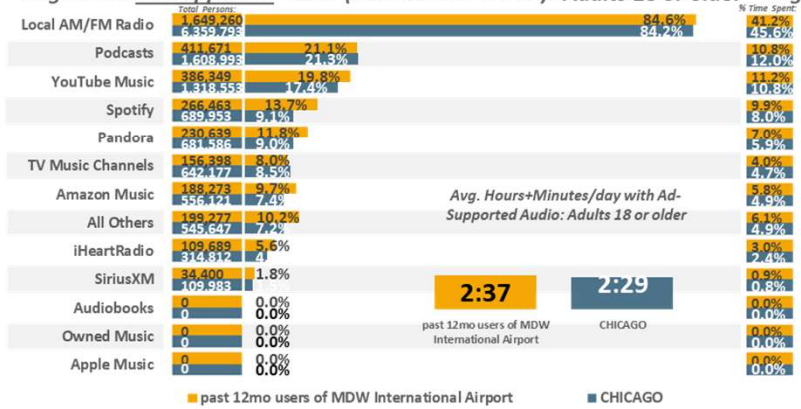
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



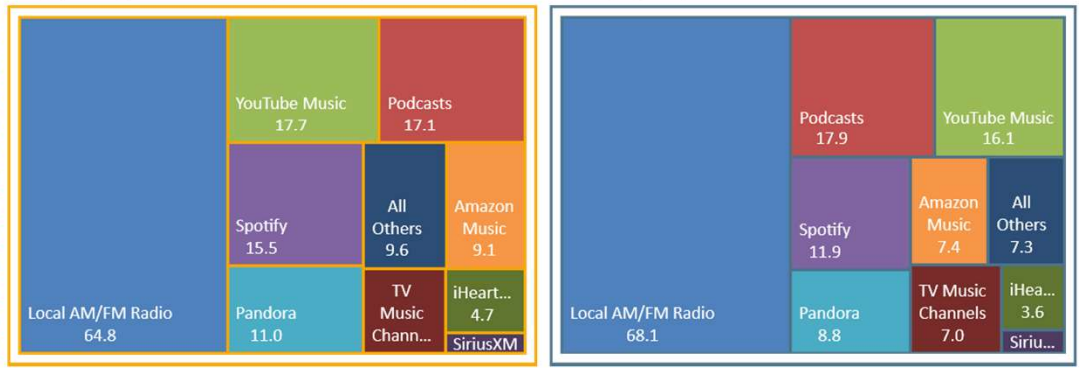
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

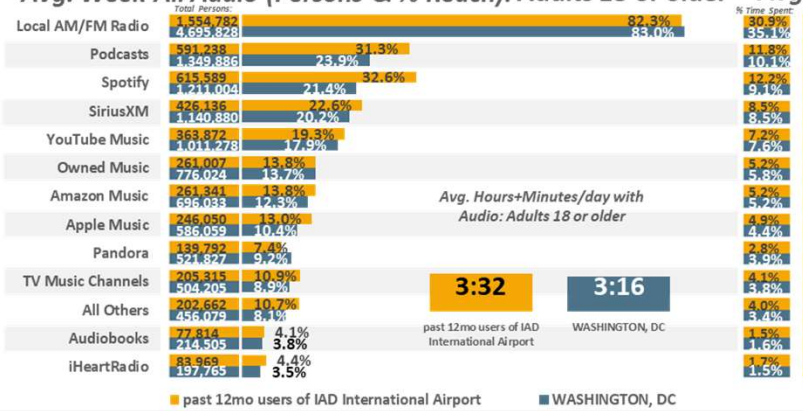
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

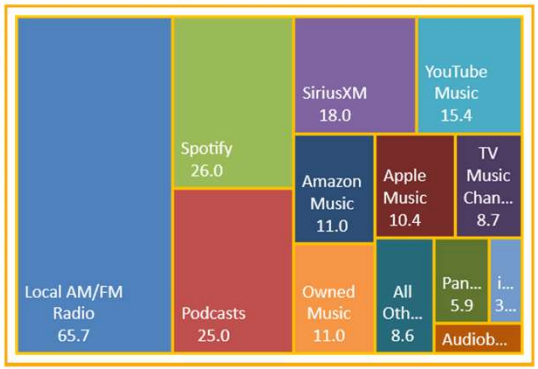
Airports used as point of departure past 12 months: Chicago Midway International

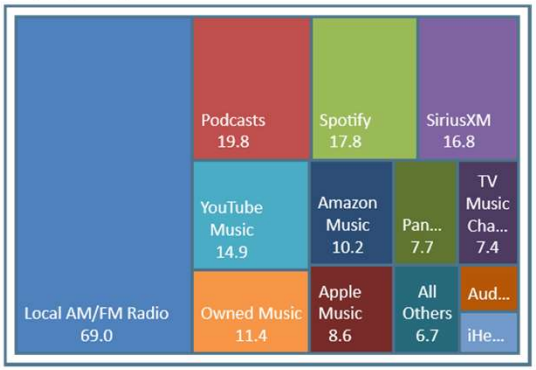
1,457,209 or 77.2% of Adults 18 or older past 12mo users of IAD International Airport listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

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

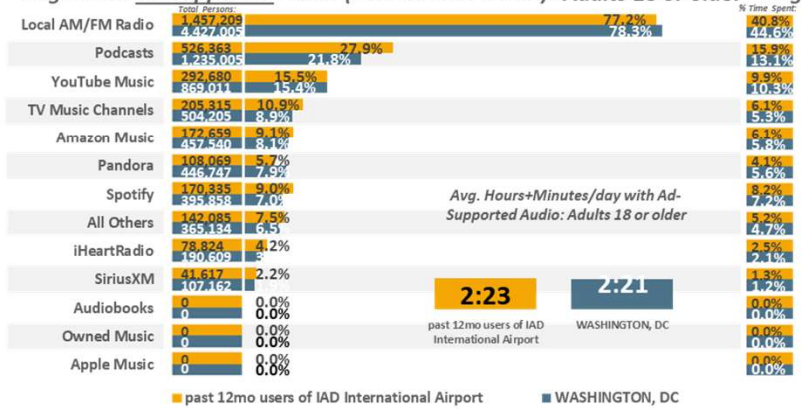


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

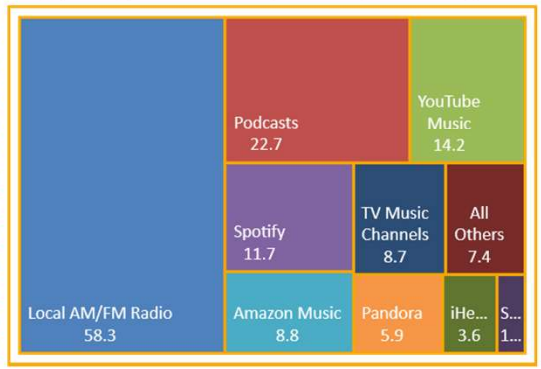


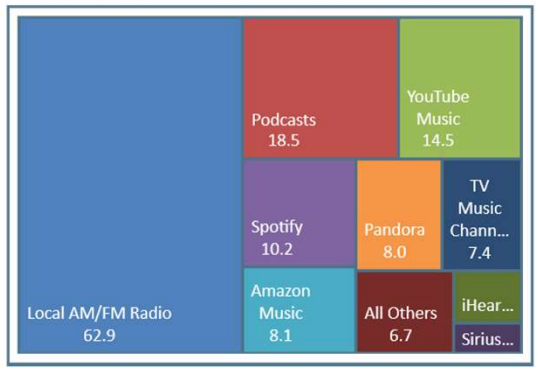


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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 1,851

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

soefa.ai Share of Everything for Anything ©

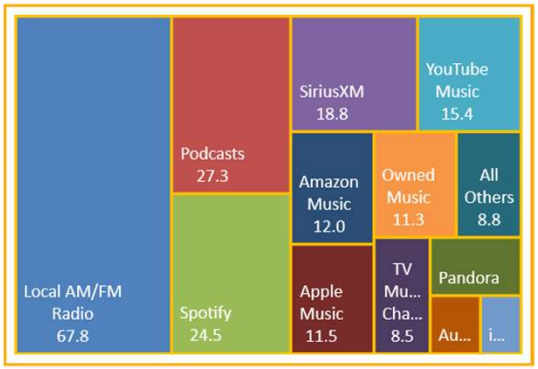
Airports used as point of departure past 12 months: Dulles International

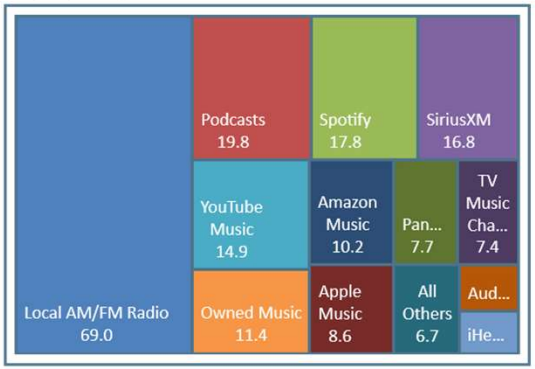
1,429,491 or 75.2% of Adults 18 or older past 12mo users of DCA International Airport listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

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

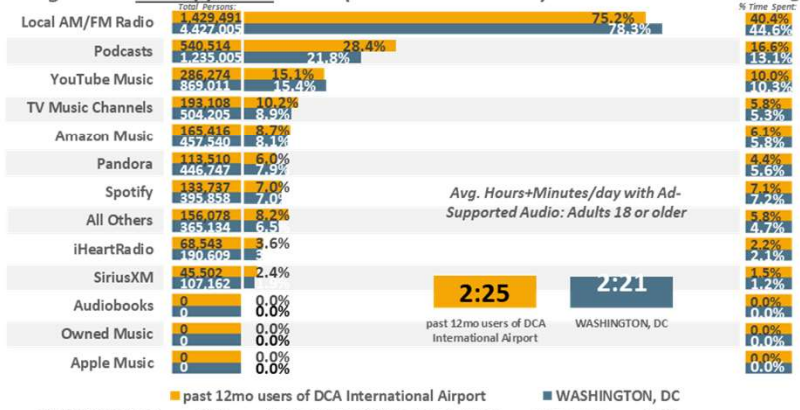


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

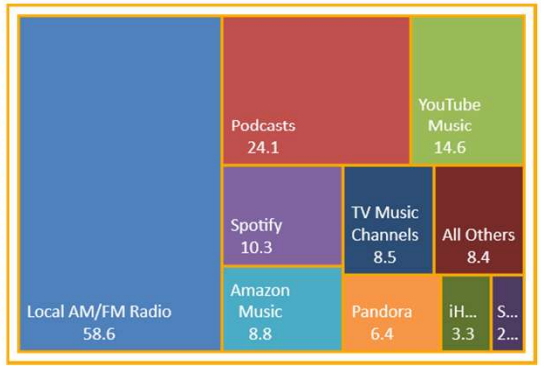


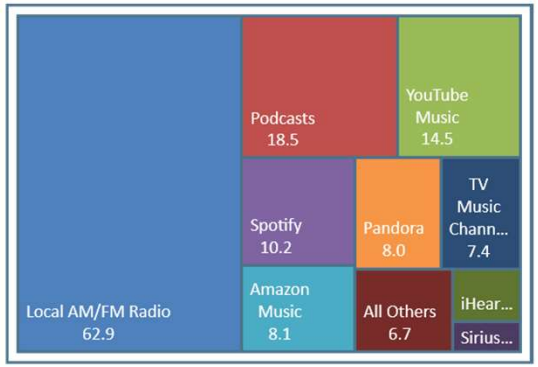


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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 1,845

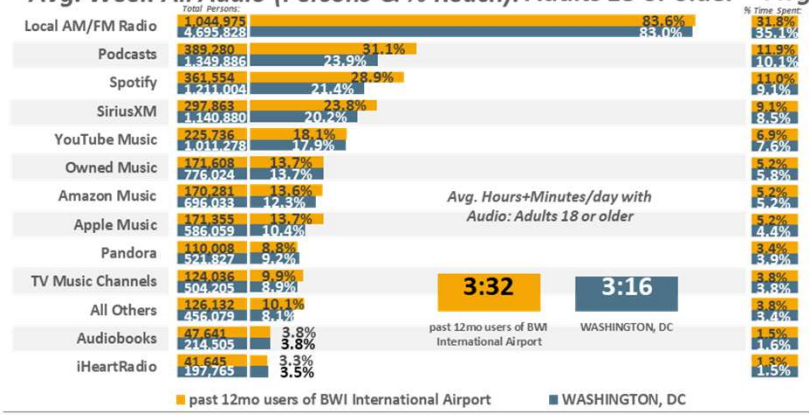
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

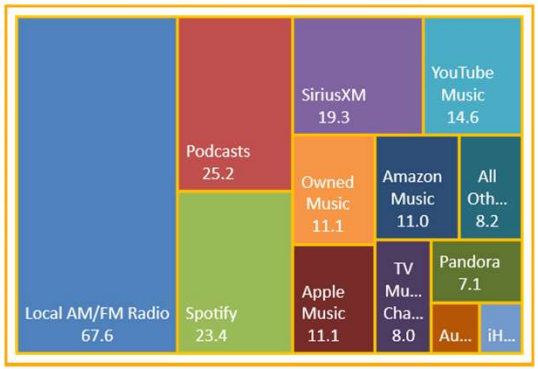
Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

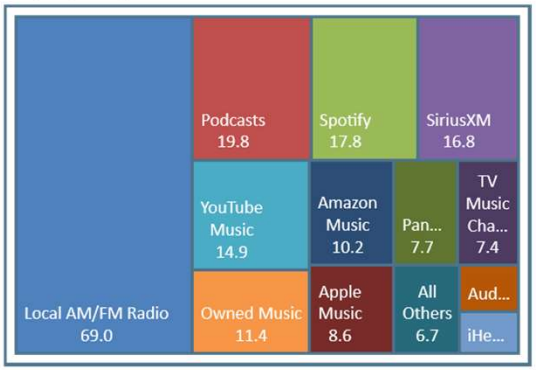
961,609 or 76.9% of Adults 18 or older past 12mo users of BWI International Airport listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

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

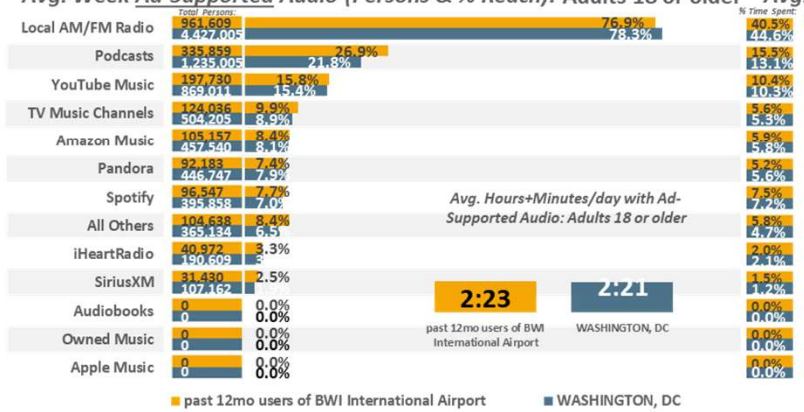


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

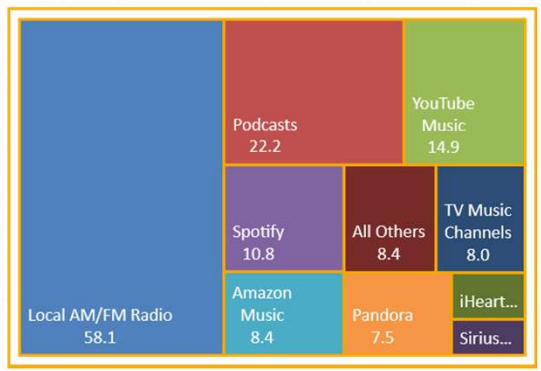


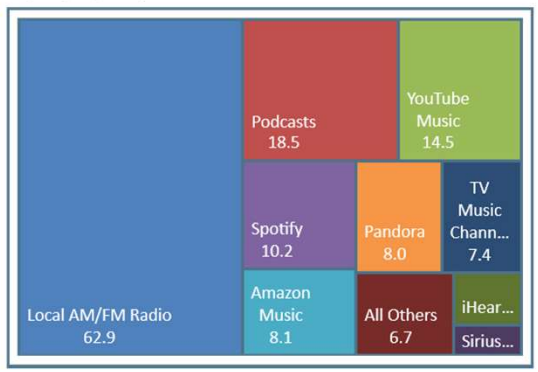


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





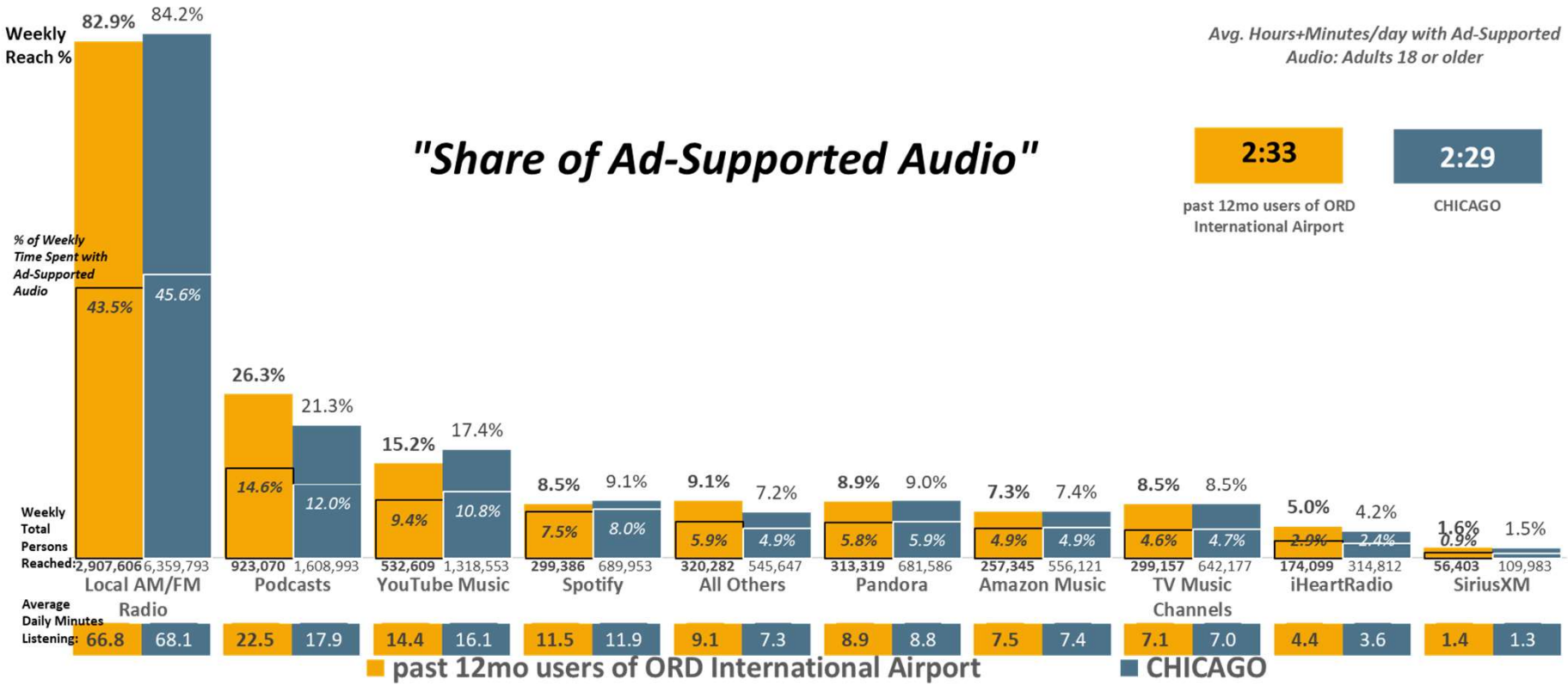
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

2,907,606 or 82.9% of Adults 18 or older past 12mo users of ORD International Airport listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

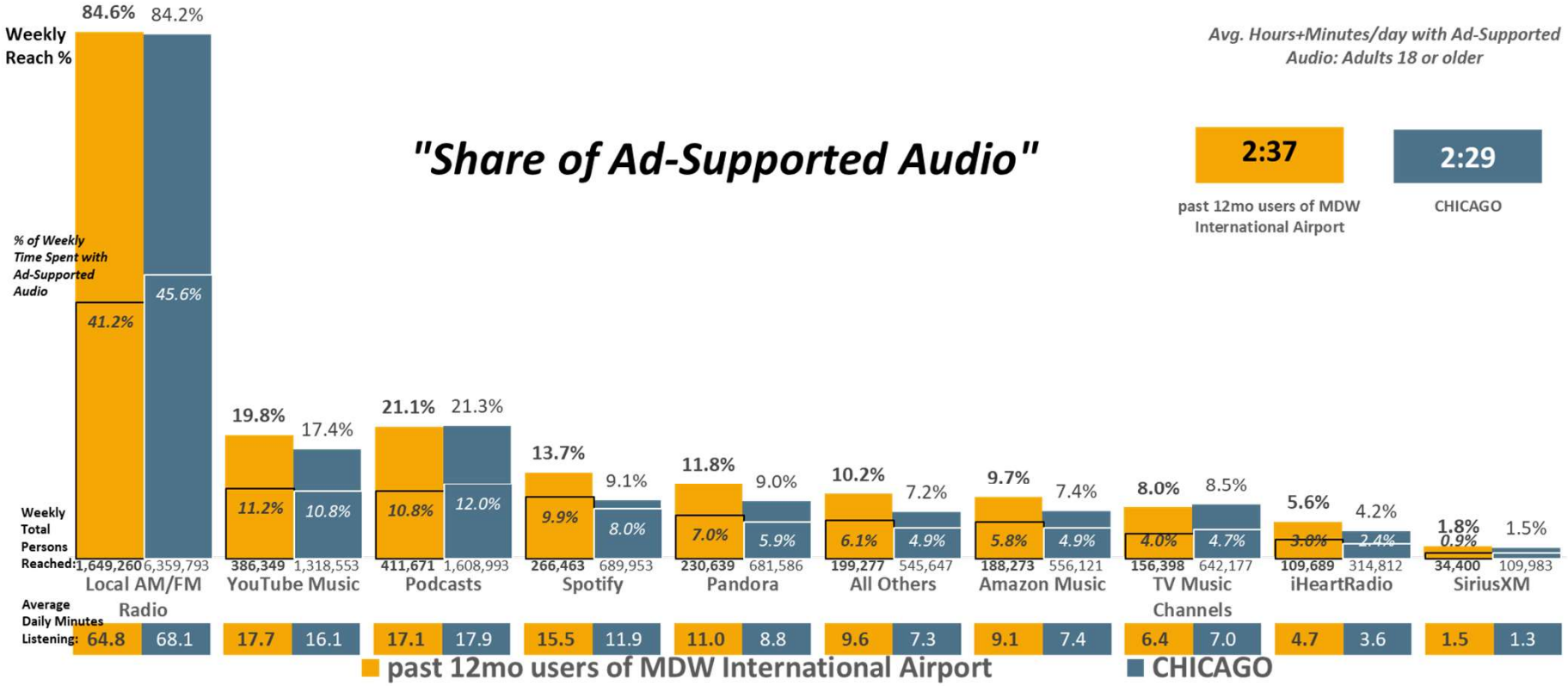
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY INTERNATIONAL AIRPORT

1,649,260 or 84.6% of Adults 18 or older past 12mo users of MDW International Airport listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



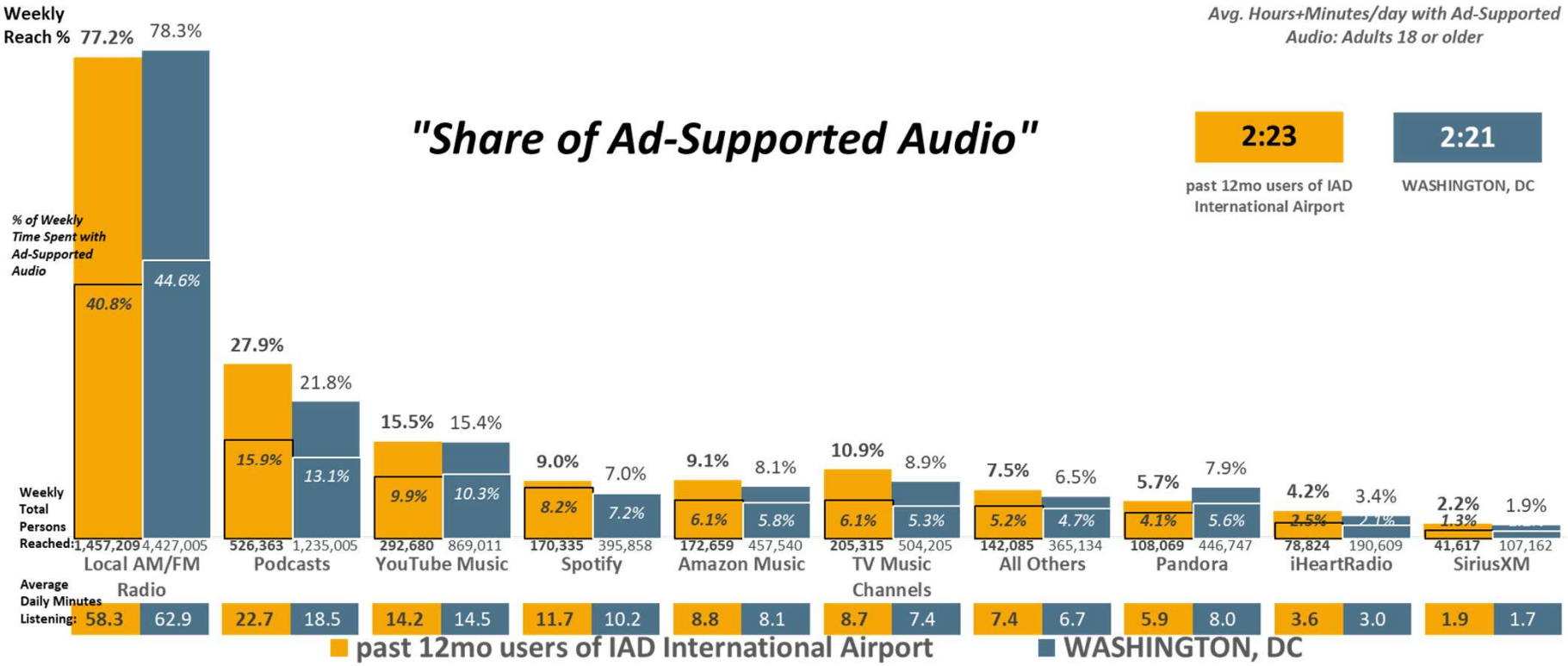
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago Midway International

1,457,209 or 77.2% of Adults 18 or older past 12mo users of IAD International Airport listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



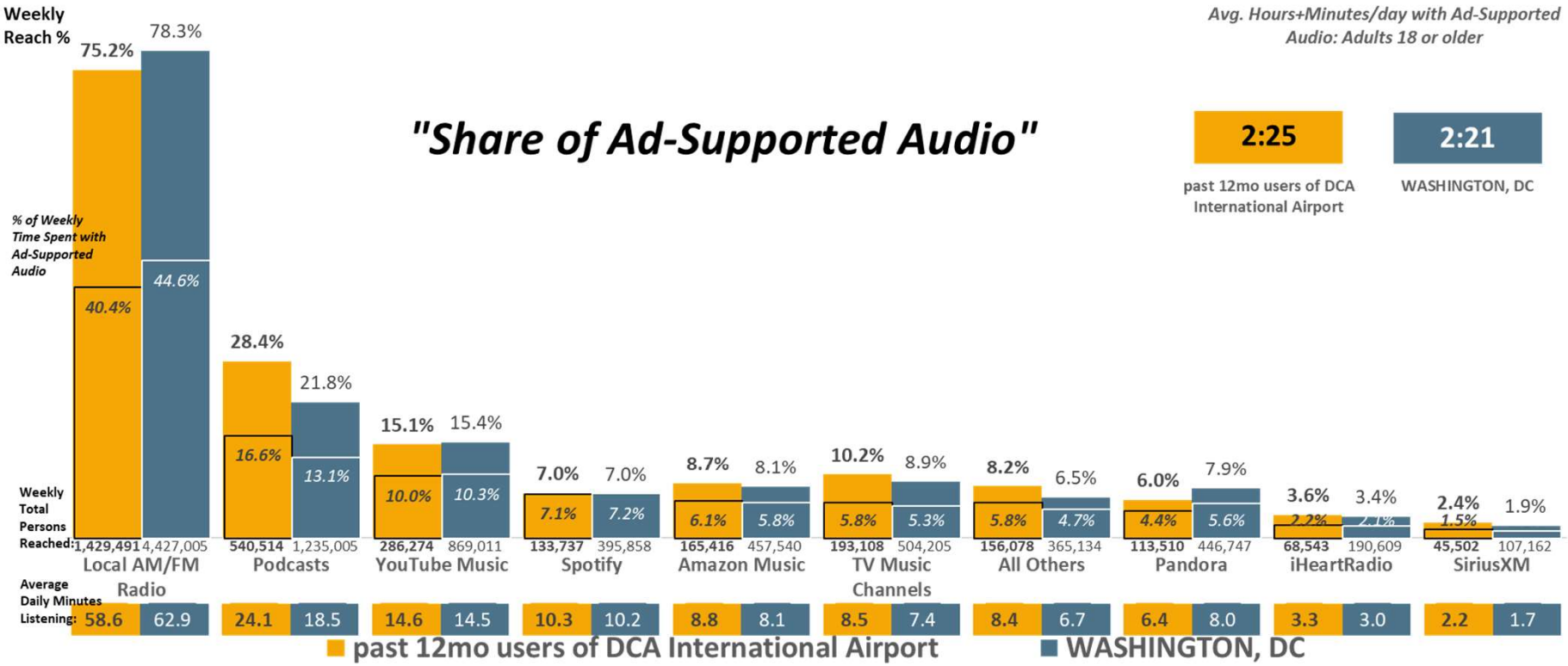
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Dulles International

1,429,491 or 75.2% of Adults 18 or older past 12mo users of DCA International Airport listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



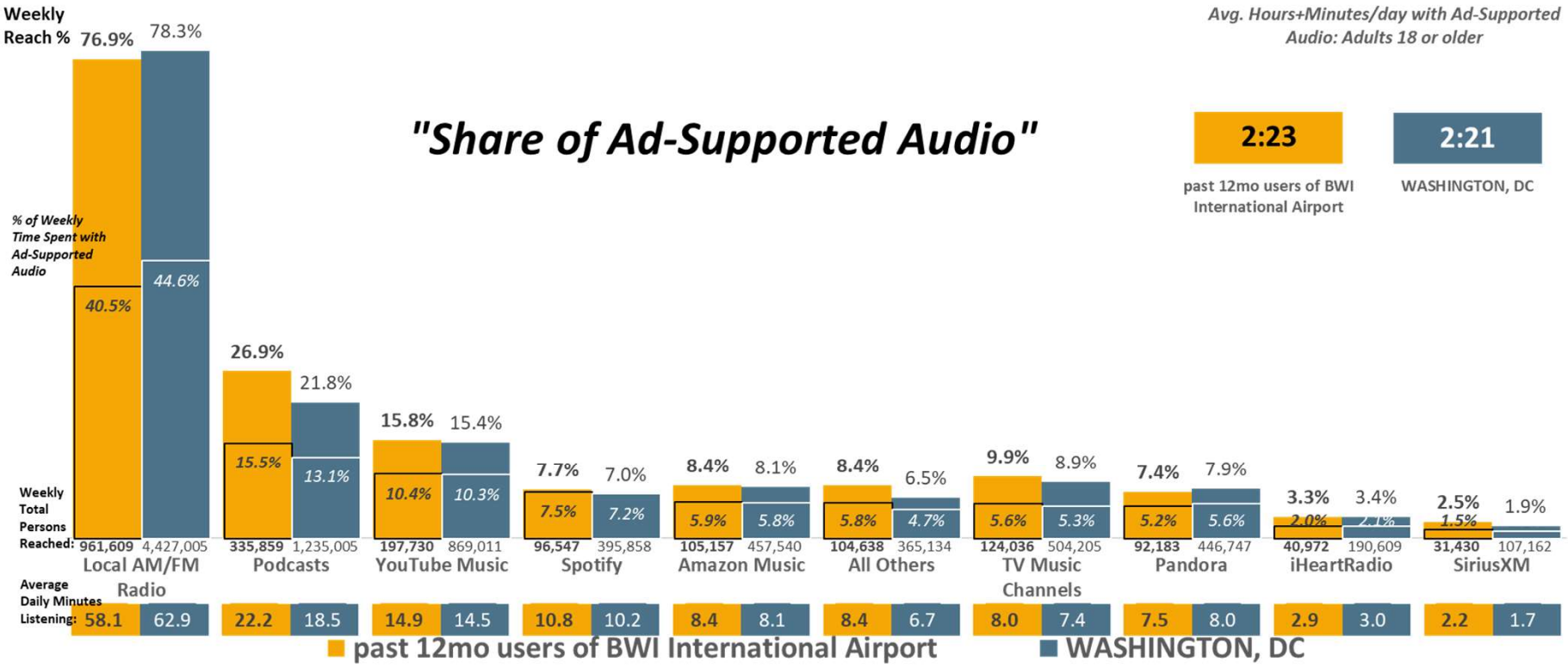
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

961,609 or 76.9% of Adults 18 or older past 12mo users of BWI International Airport listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

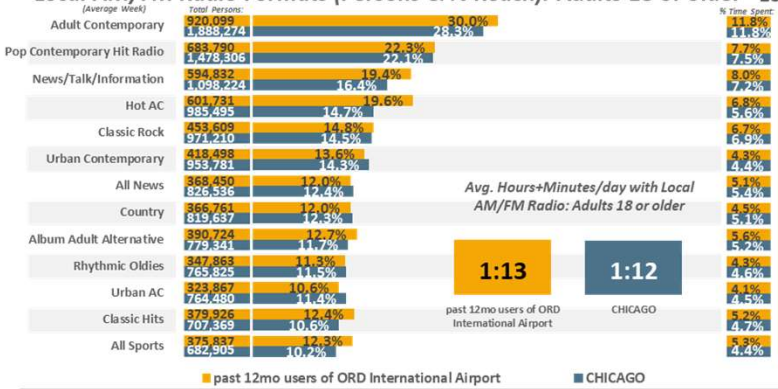
soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

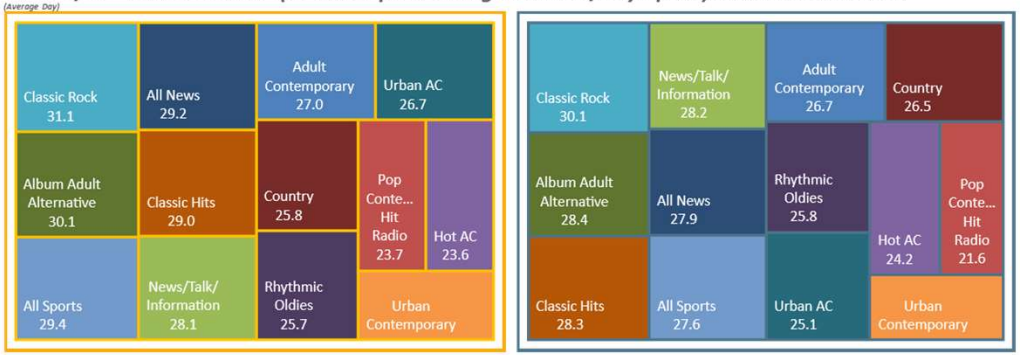
O'HARE INTERNATIONAL AIRPORT

2,907,606 or 82.9% of Adults 18 or older past 12mo users of ORD International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Rock, and Urban Contemporary.

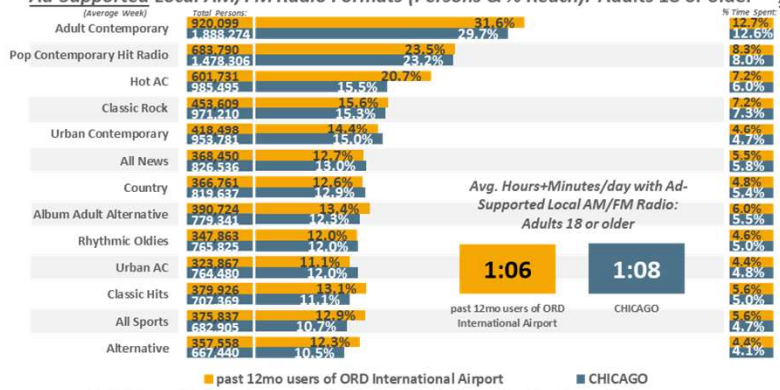
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



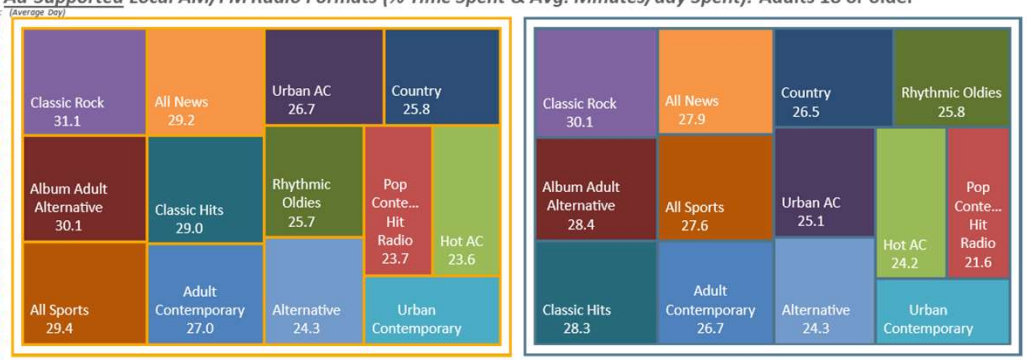
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

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

soefa.ai Share of Everything for Anything

Airports used as point of departure past 12 months: Chicago O'Hare International

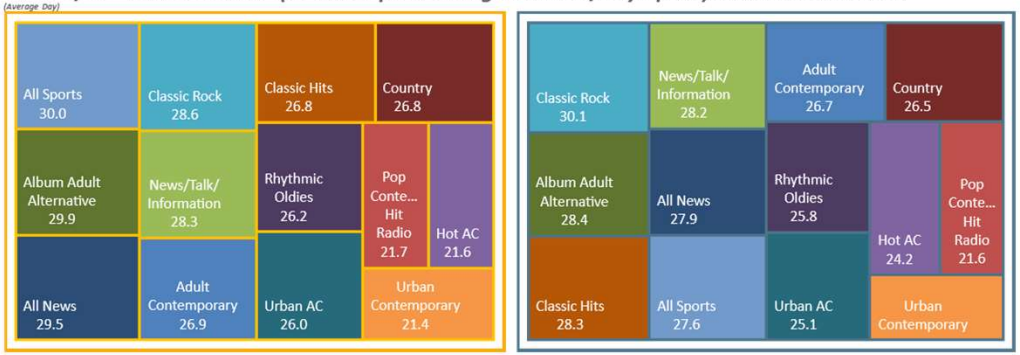
MIDWAY INTERNATIONAL AIRPORT

1,649,260 or 84.6% of Adults 18 or older past 12mo users of MDW International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Country, and Urban AC.

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



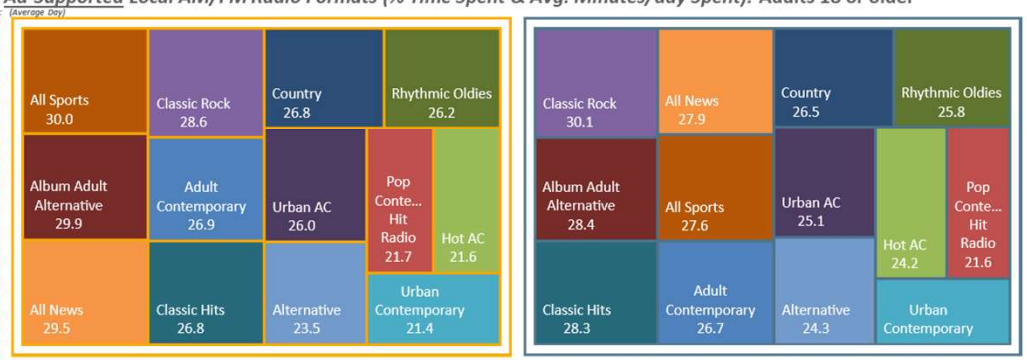
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

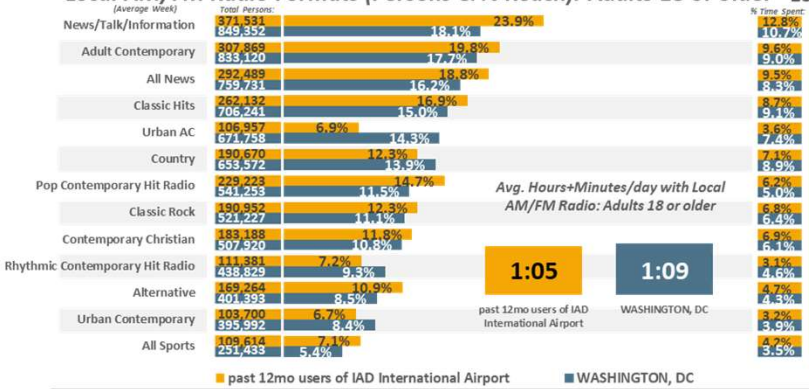
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

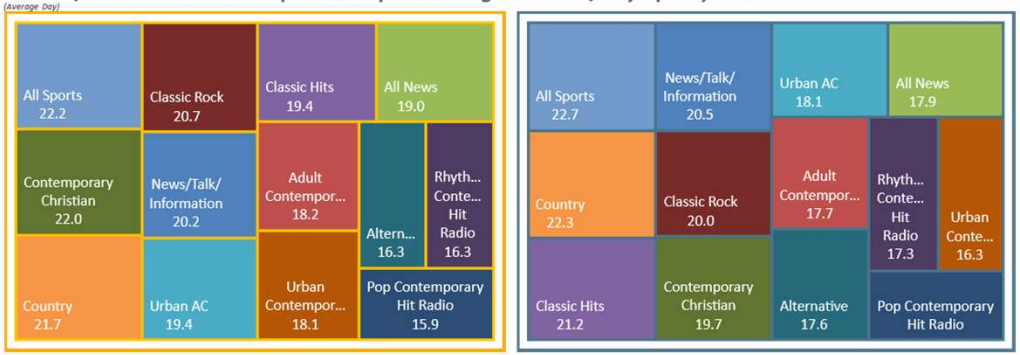
Airports used as point of departure past 12 months: Chicago Midway International

1,457,209 or 77.2% of Adults 18 or older past 12mo users of IAD International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

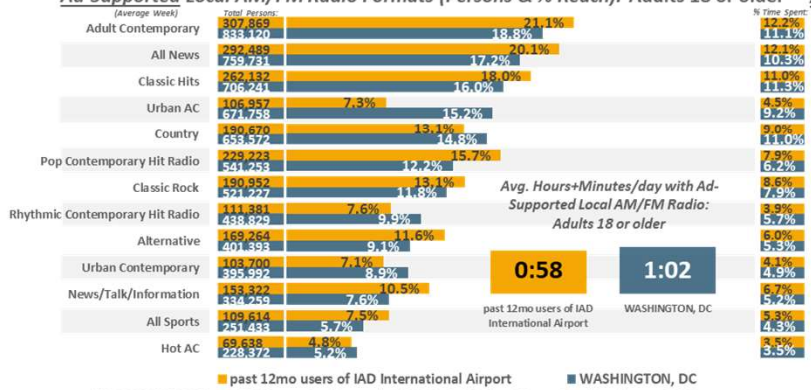
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



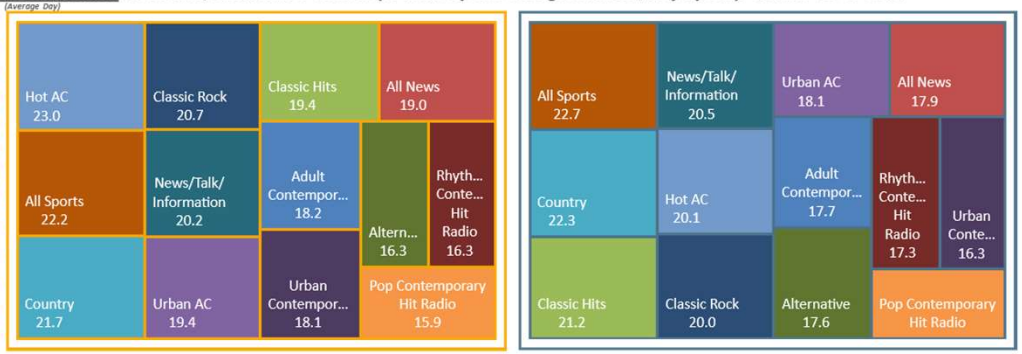
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

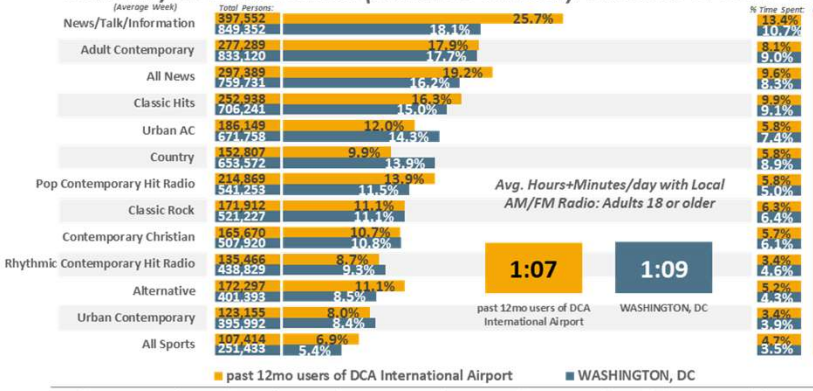
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

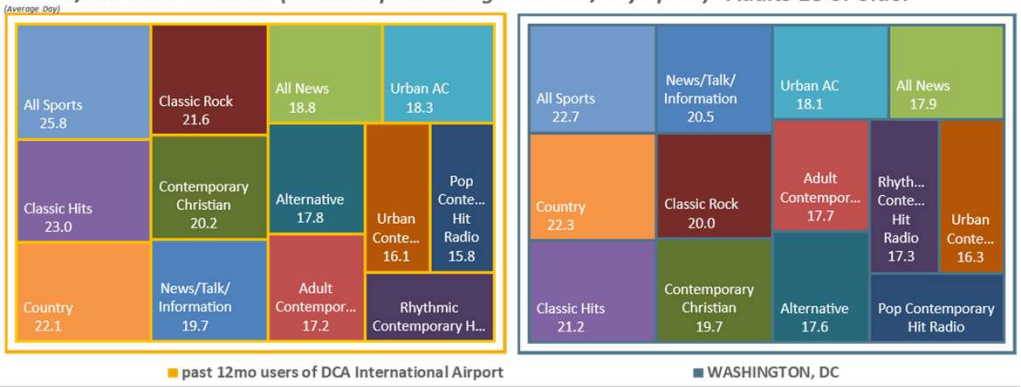
Airports used as point of departure past 12 months: Dulles International

1,429,491 or 75.2% of Adults 18 or older past 12mo users of DCA International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, and Urban AC.

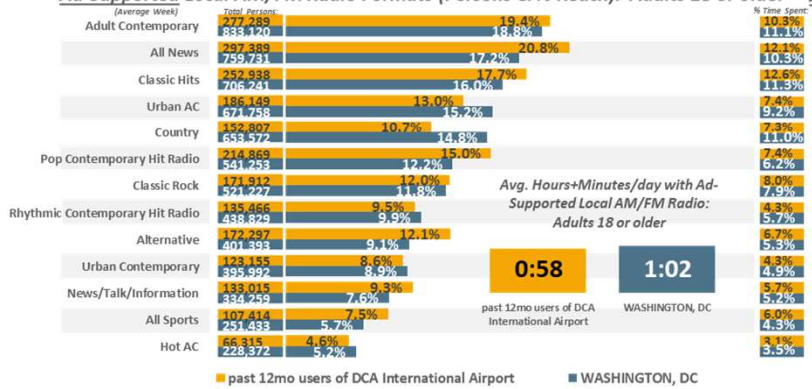
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



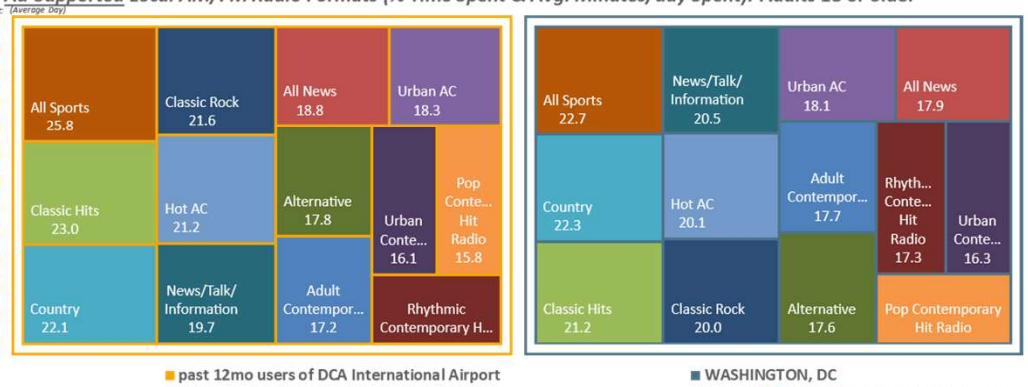
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

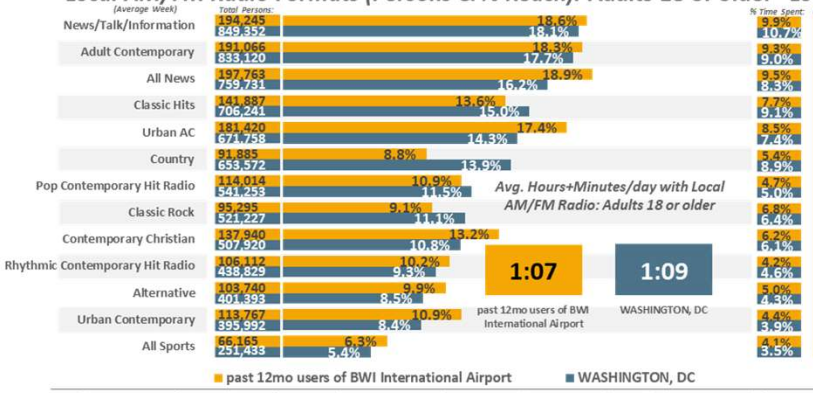
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

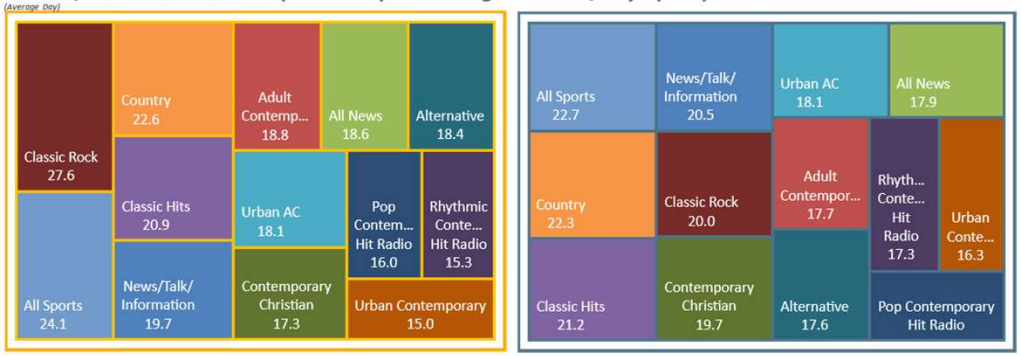
Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

961,609 or 76.9% of Adults 18 or older past 12mo users of BWI International Airport 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.

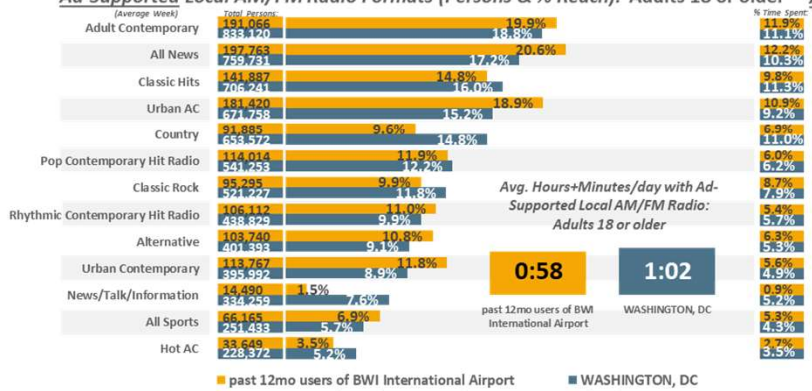
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



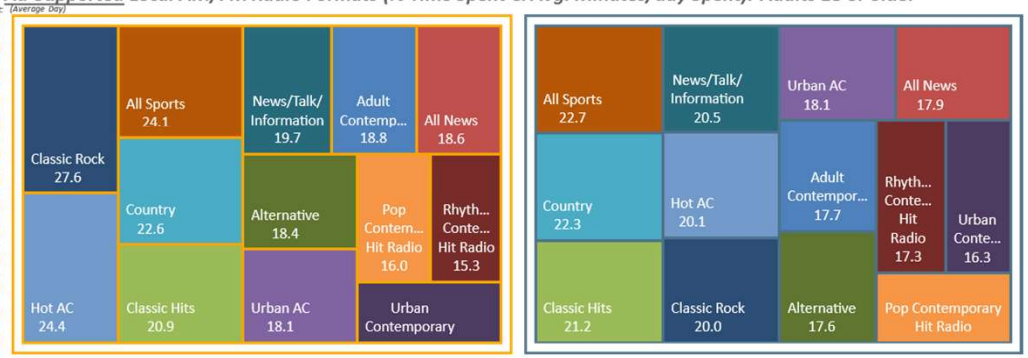
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,106

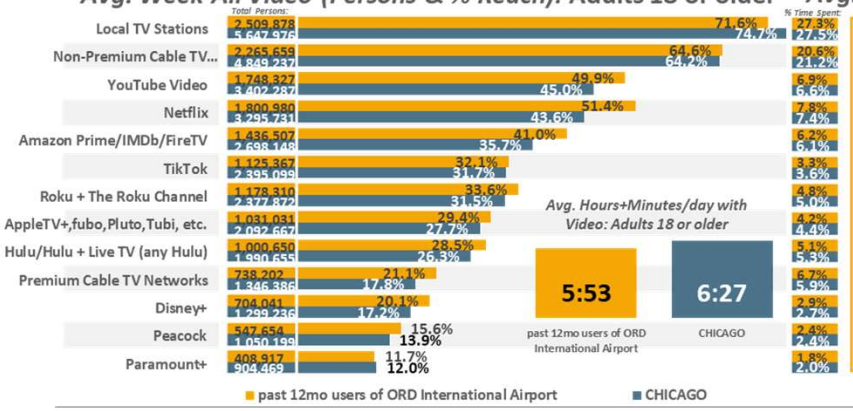
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

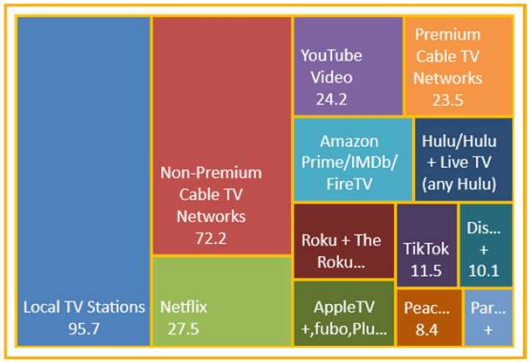
Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

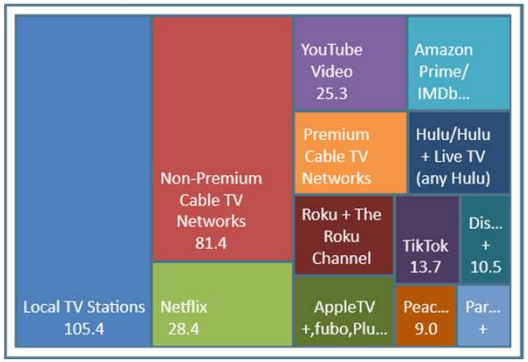
2,484,958 or 70.9% of Adults 18 or older past 12mo users of ORD International Airport watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

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



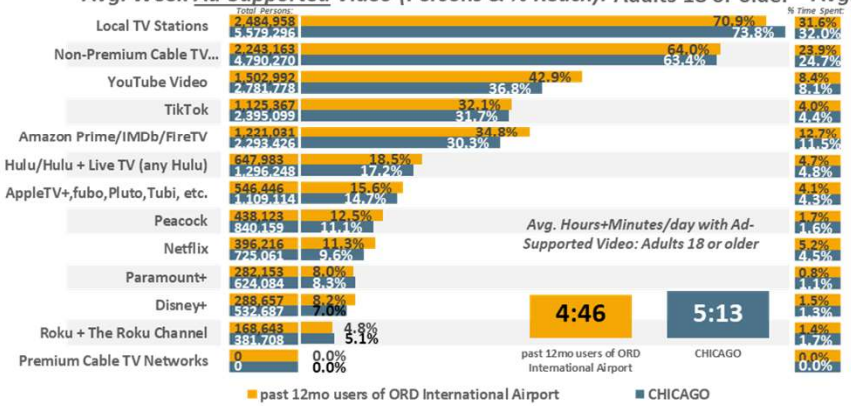
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



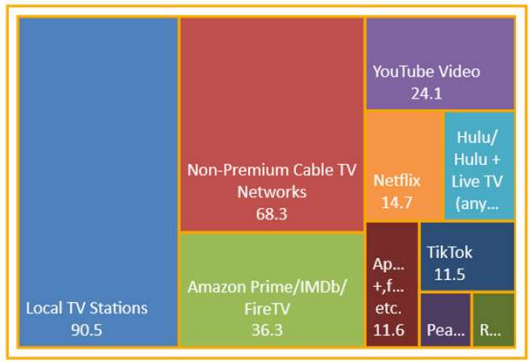


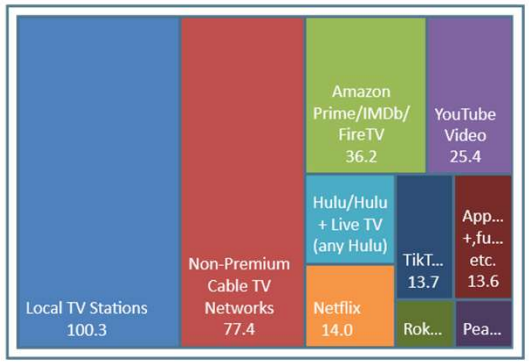
past 12mo users of ORD International Airport ■ CHICAGO

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





past 12mo users of ORD International Airport ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

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

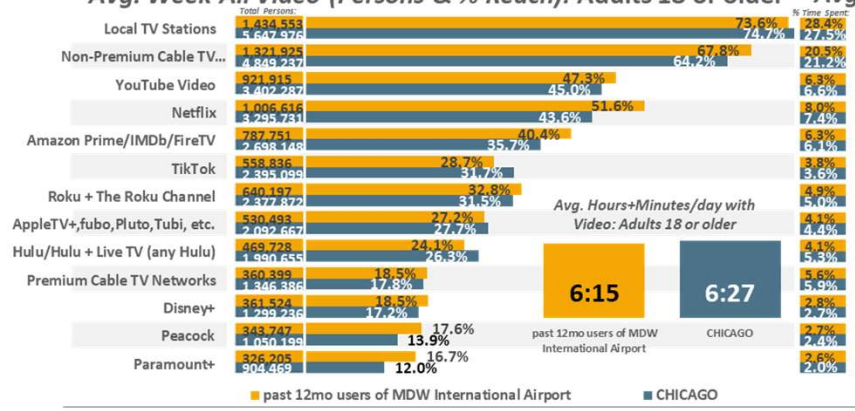
soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

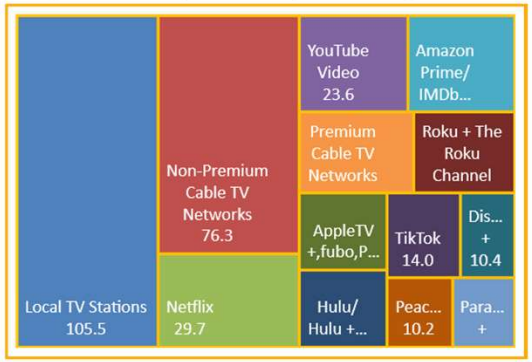
MIDWAY INTERNATIONAL AIRPORT

1,413,164 or 72.5% of Adults 18 or older past 12mo users of MDW International Airport watch Ad-Supported Local TV Stations for an average of 99.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

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

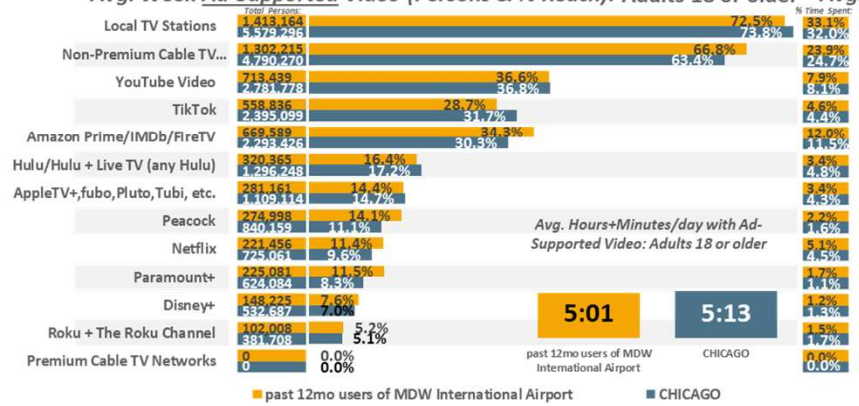


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

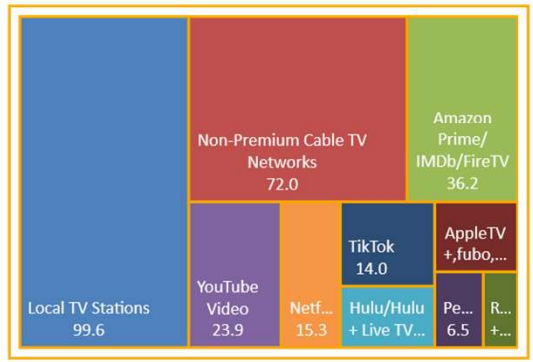


past 12mo users of MDW International Airport ■ CHICAGO

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



past 12mo users of MDW International Airport ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

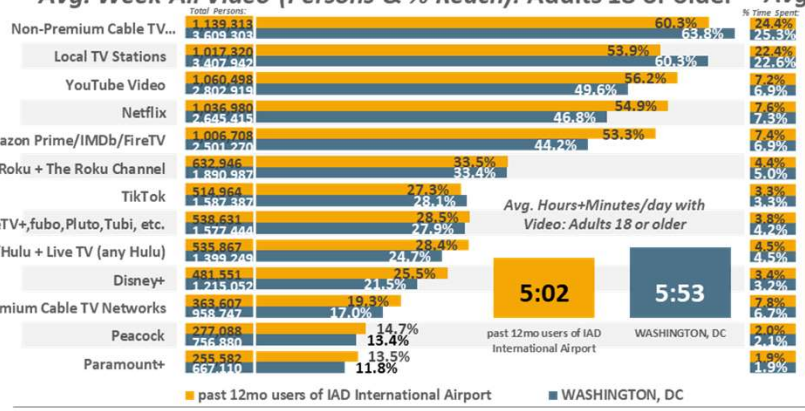
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

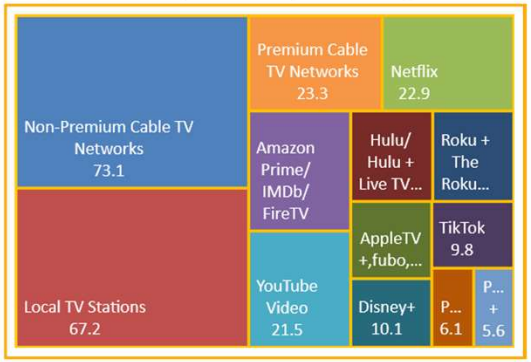
Airports used as point of departure past 12 months: Chicago Midway International

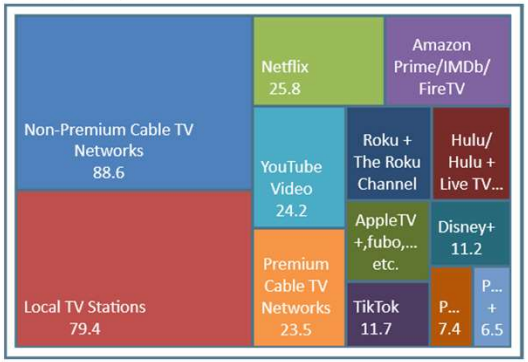
1,005,819 or 53.3% of Adults 18 or older past 12mo users of IAD International Airport watch Ad-Supported Local TV Stations for an average of 62.8 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

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

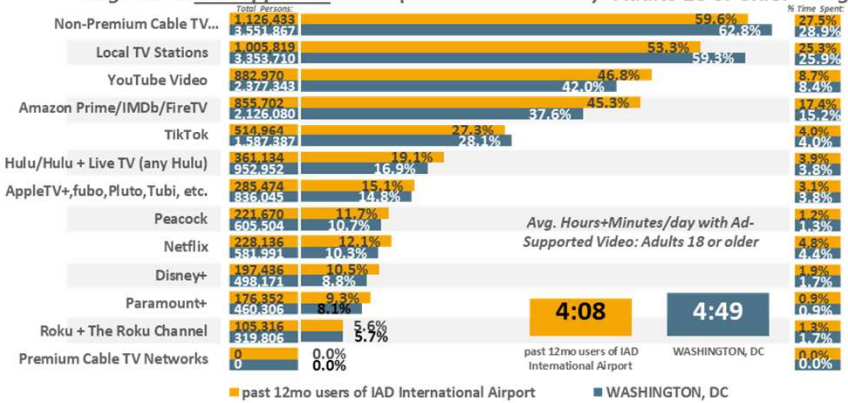


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

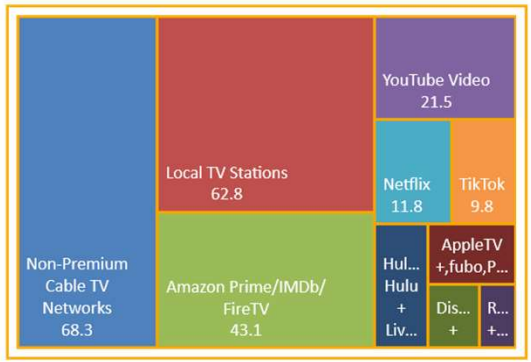


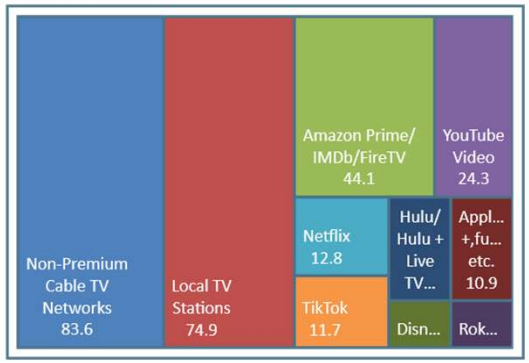


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

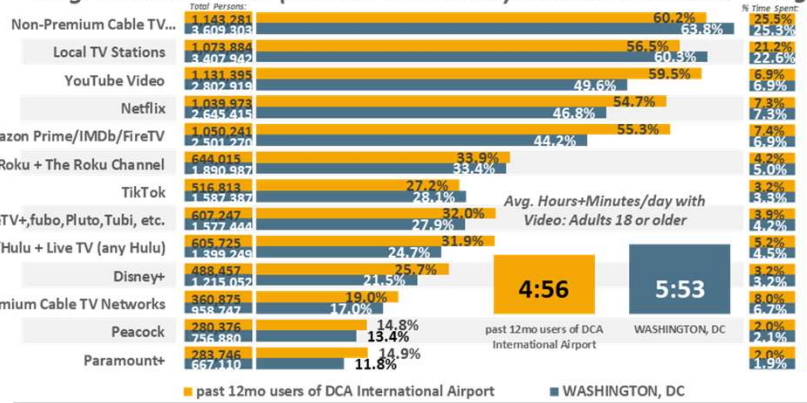
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

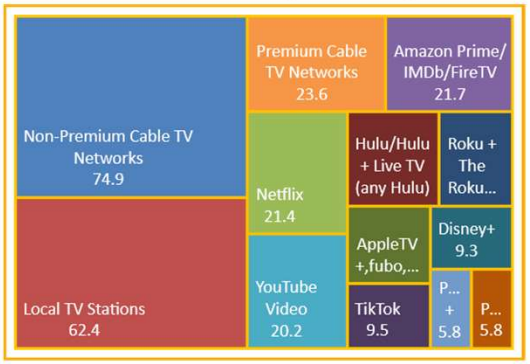
Airports used as point of departure past 12 months: Dulles International

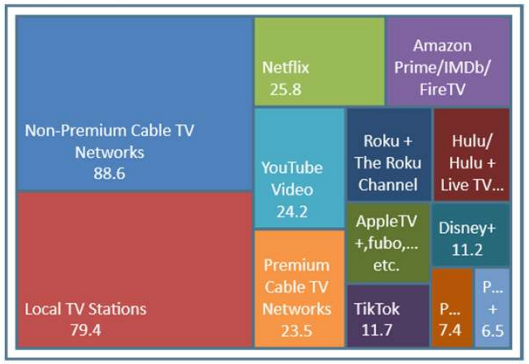
1,062,348 or 55.9% of Adults 18 or older past 12mo users of DCA International Airport watch Ad-Supported Local TV Stations for an average of 57.7 minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.

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



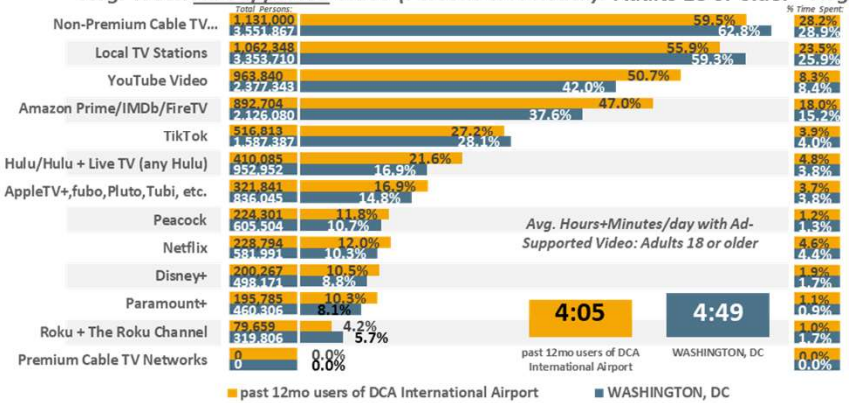
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



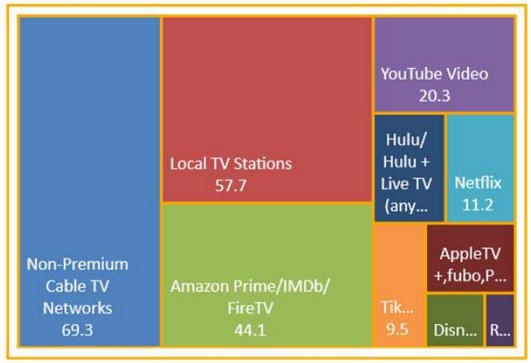


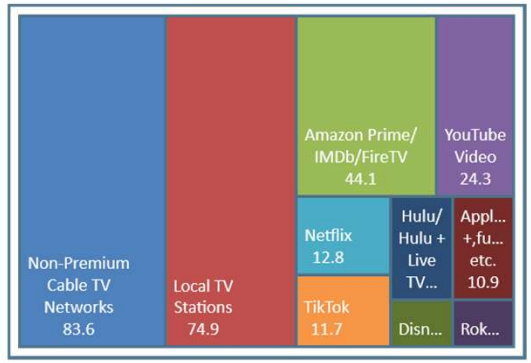
past 12mo users of DCA International Airport ■ WASHINGTON, DC

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





past 12mo users of DCA International Airport ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

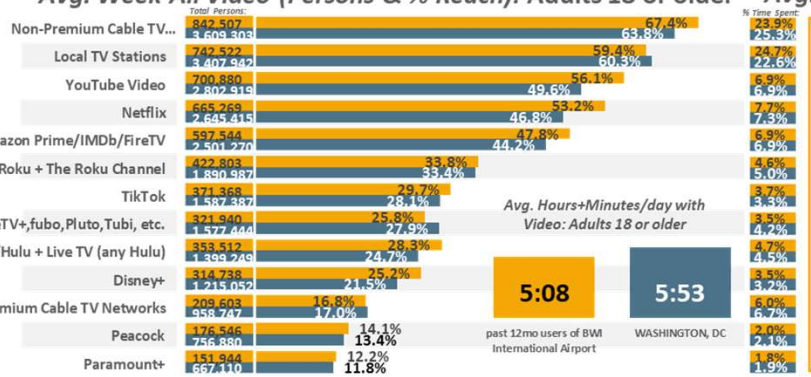
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

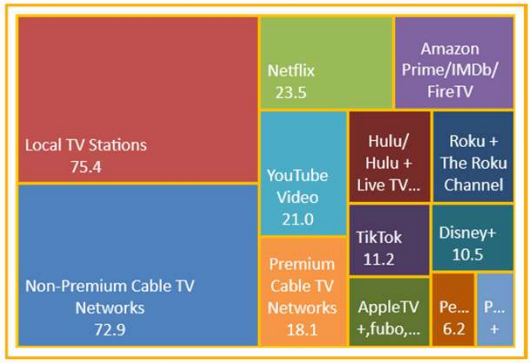
Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

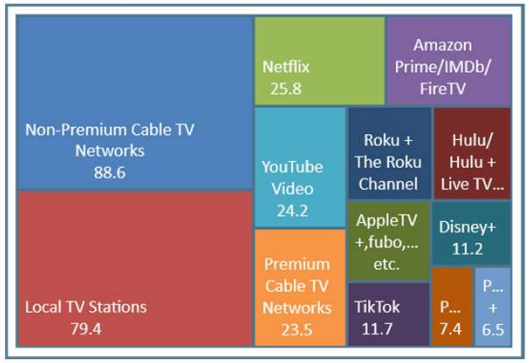
730,285 or 58.4% of Adults 18 or older past 12mo users of BWI International Airport watch Ad-Supported Local TV Stations for an average of 71.2 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

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



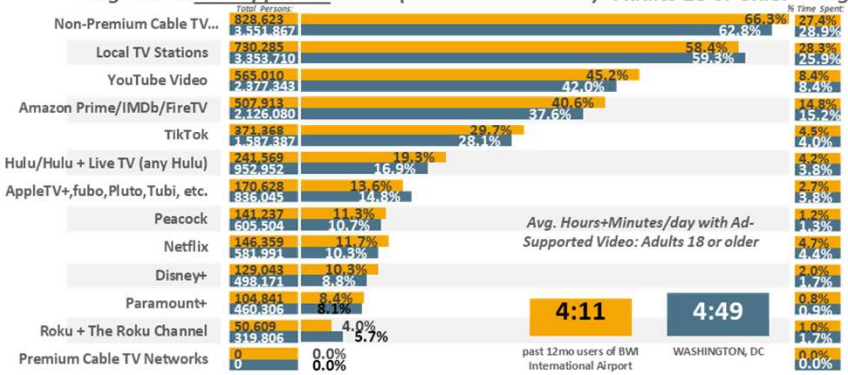
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



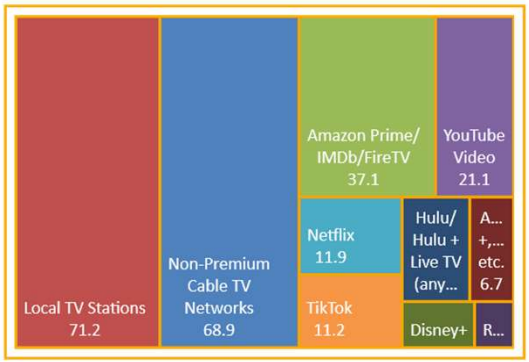


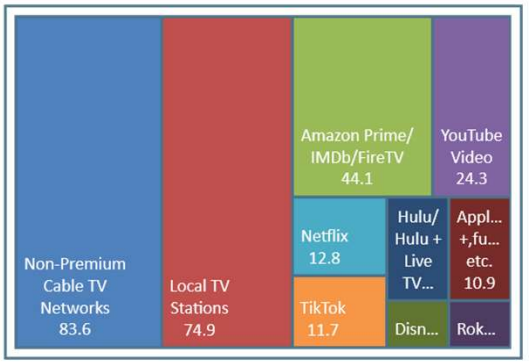
past 12mo users of BWI International Airport ■ WASHINGTON, DC

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





past 12mo users of BWI International Airport ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

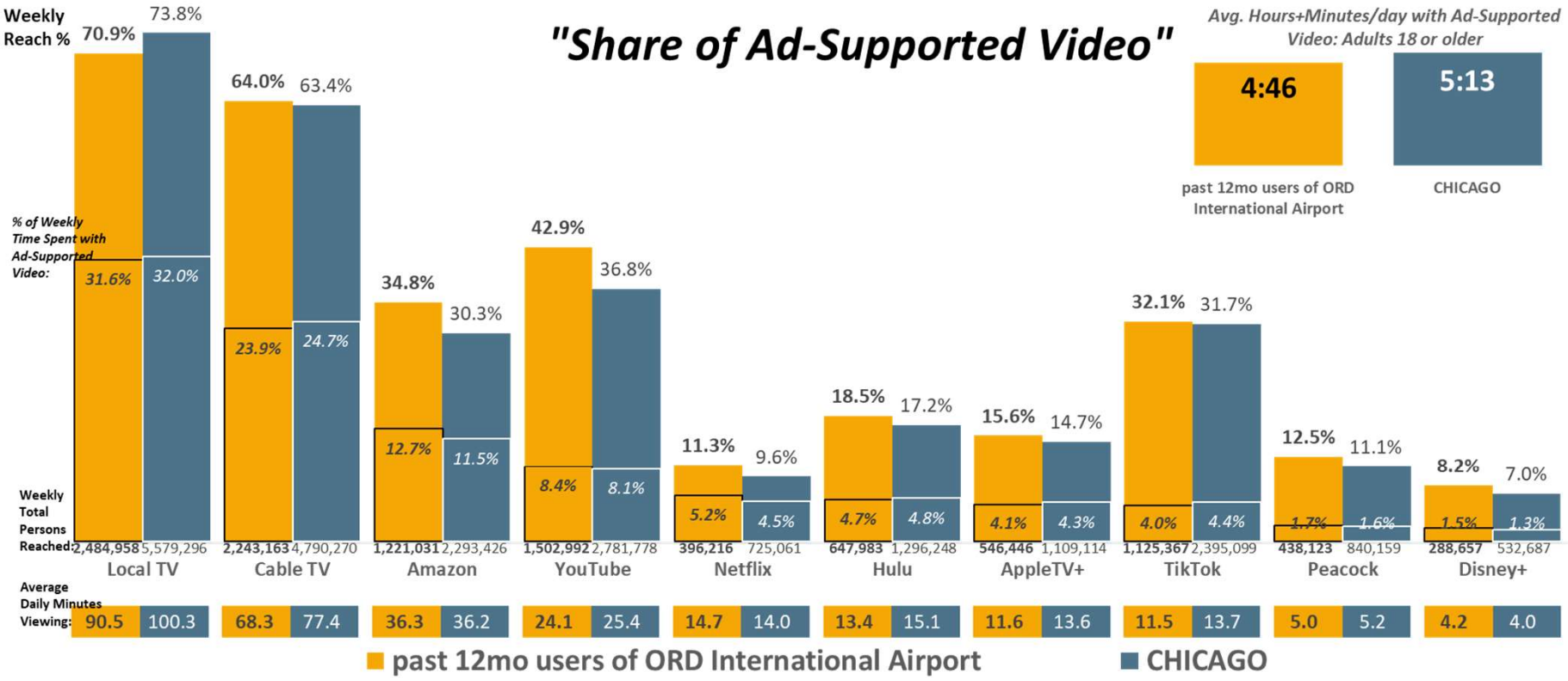
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

O'HARE INTERNATIONAL AIRPORT

2,484,958 or 70.9% of Adults 18 or older past 12mo users of ORD International Airport watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

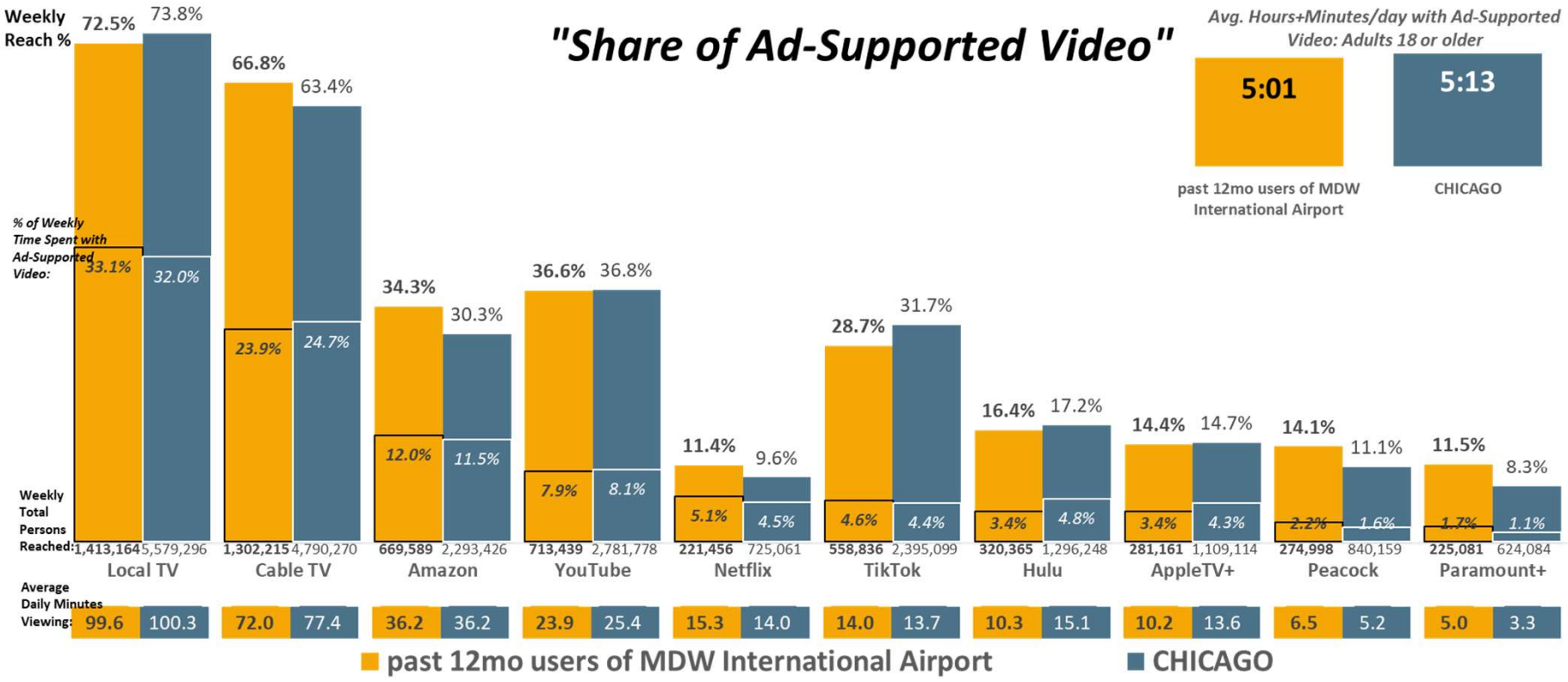
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY INTERNATIONAL AIRPORT

1,413,164 or 72.5% of Adults 18 or older past 12mo users of MDW International Airport watch Ad-Supported Local TV Stations for an average of 99.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.



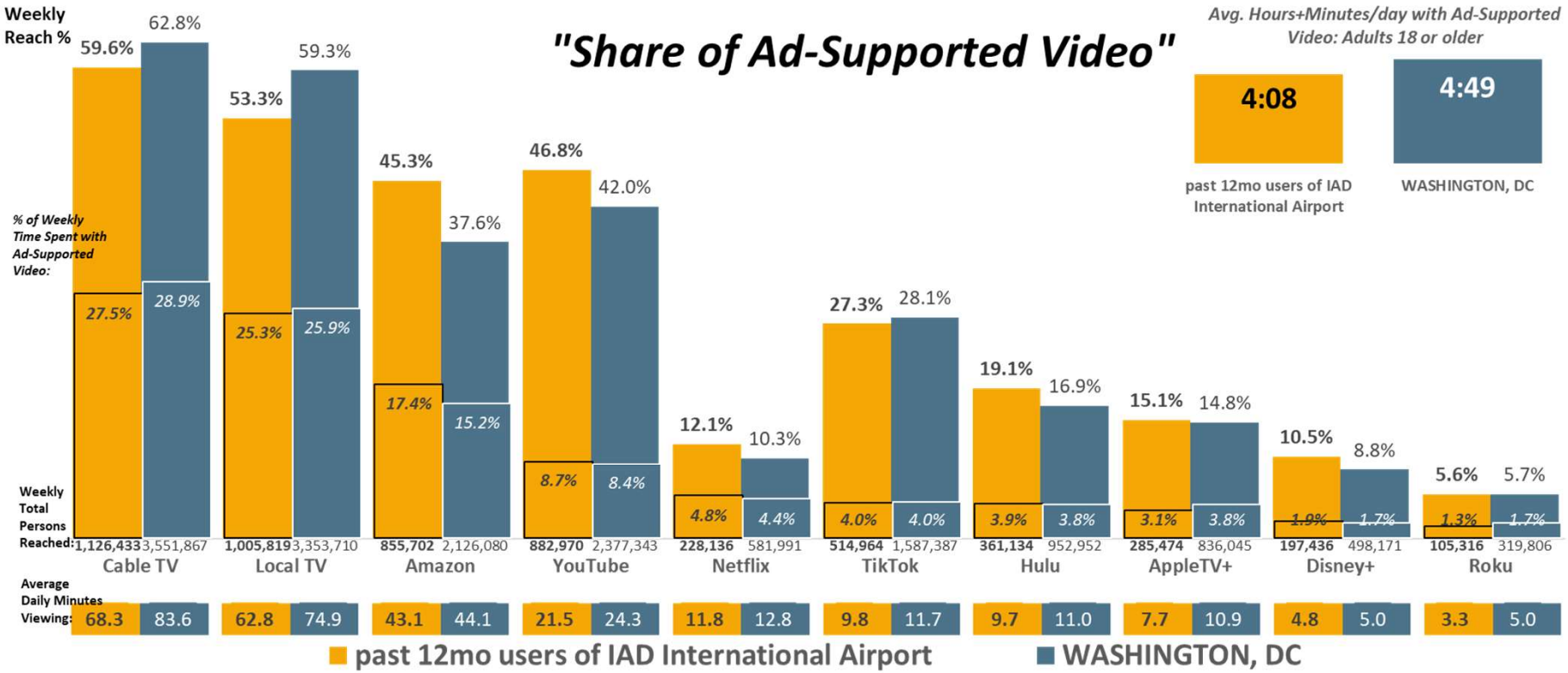
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago Midway International

1,005,819 or 53.3% of Adults 18 or older past 12mo users of IAD International Airport watch Ad-Supported Local TV Stations for an average of 62.8 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.



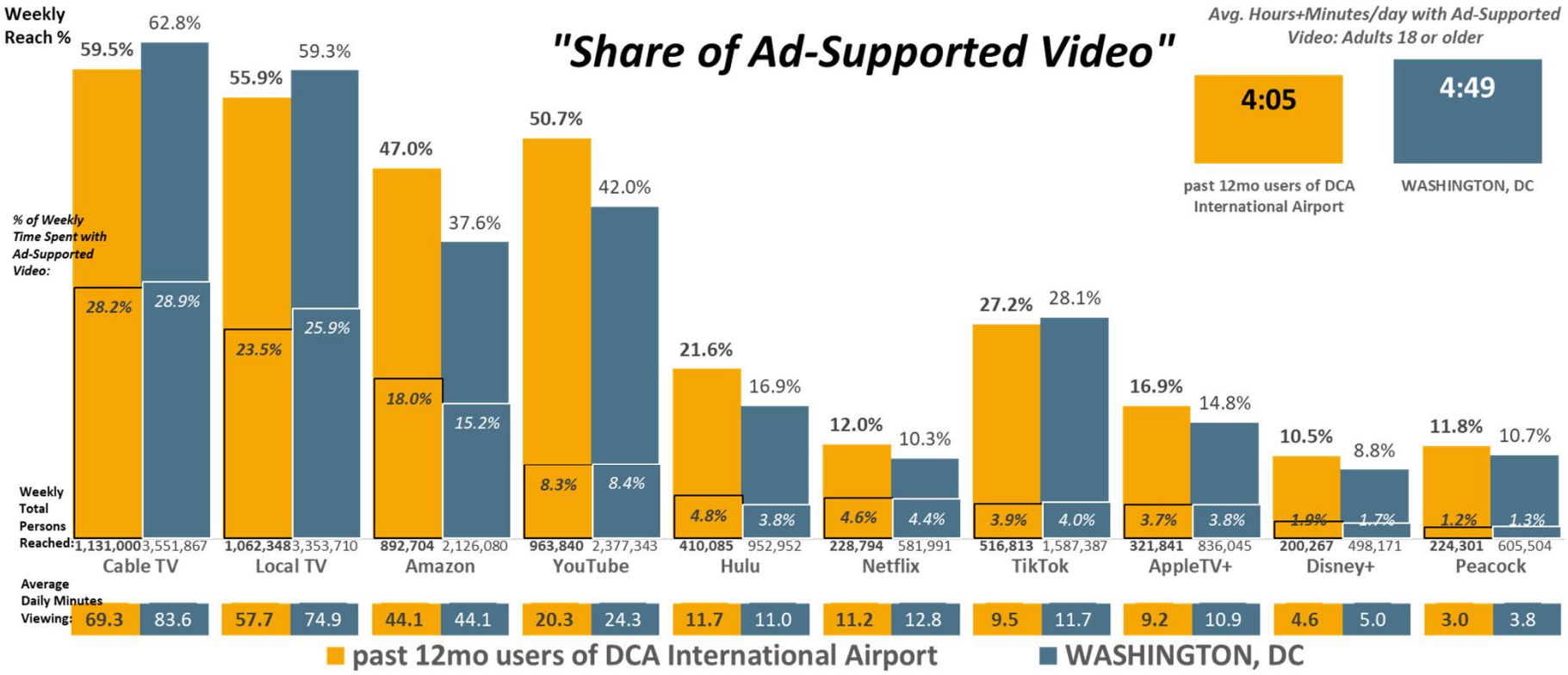
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Dulles International

1,062,348 or 55.9% of Adults 18 or older past 12mo users of DCA International Airport watch Ad-Supported Local TV Stations for an average of 57.7 minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.



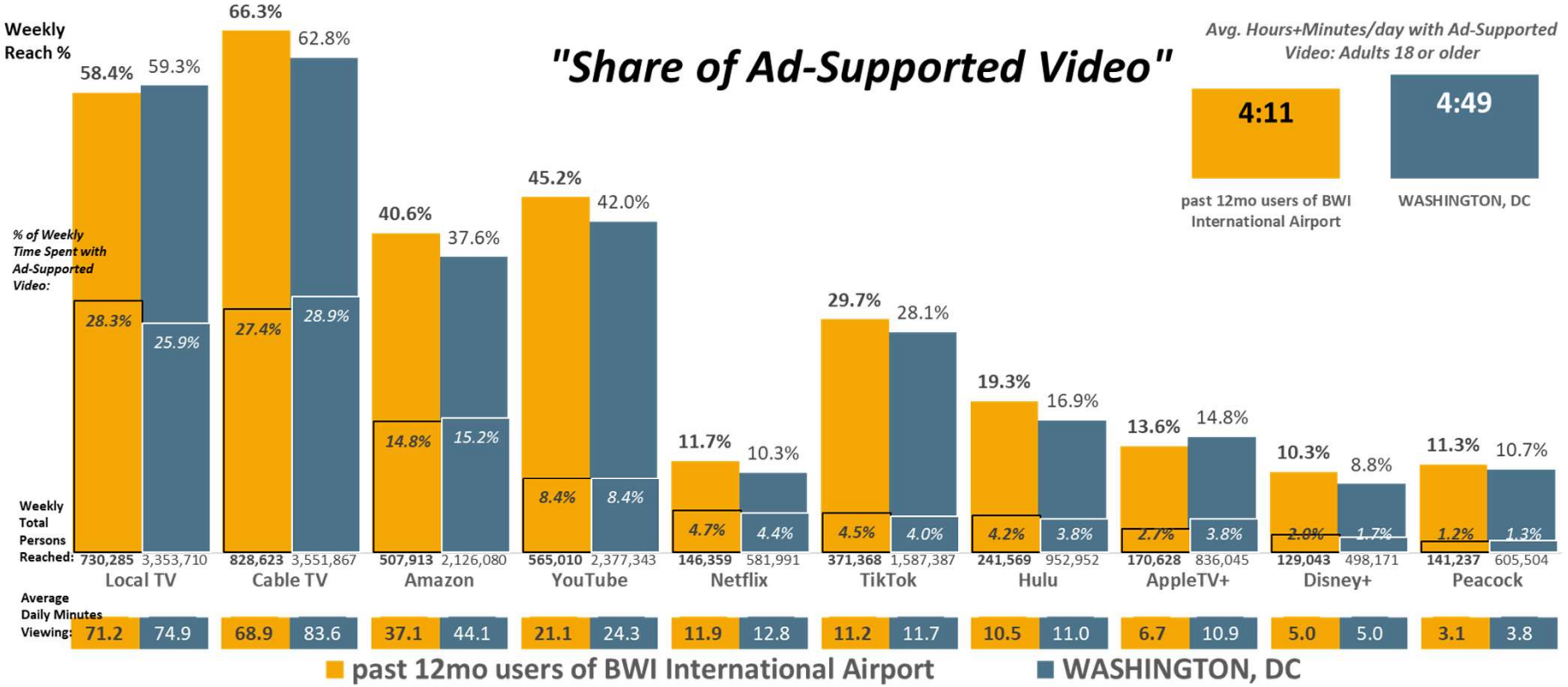
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

730,285 or 58.4% of Adults 18 or older past 12mo users of BWI International Airport watch Ad-Supported Local TV Stations for an average of 71.2 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

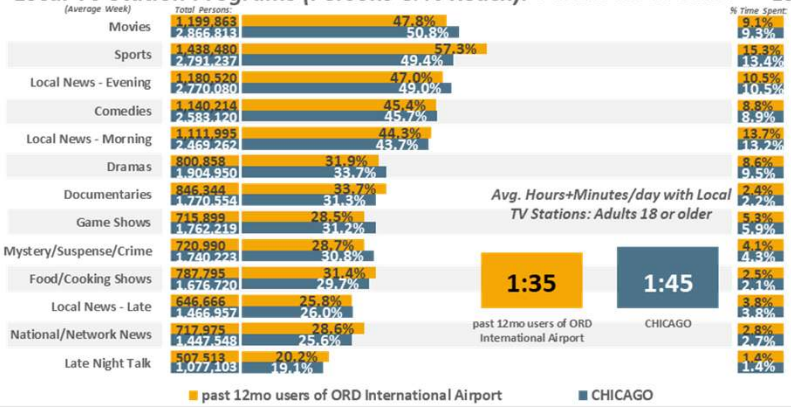
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

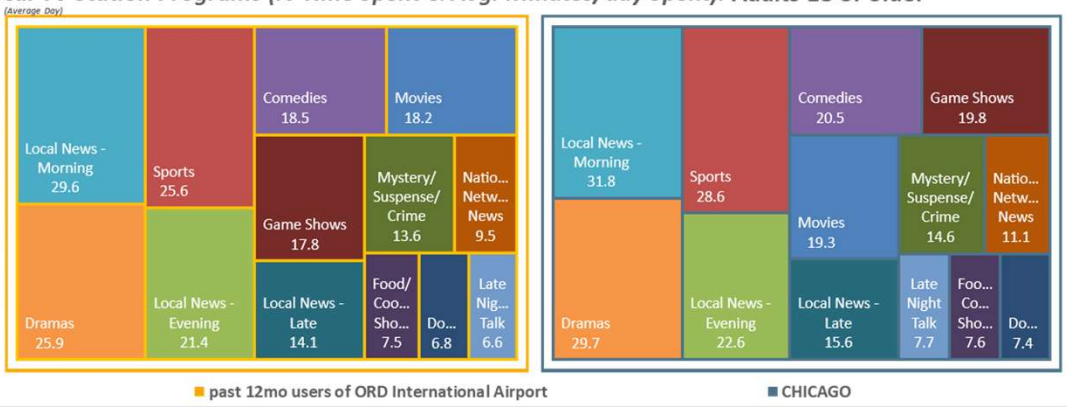
Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

2,484,958 or 70.9% of Adults 18 or older past 12mo users of ORD International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

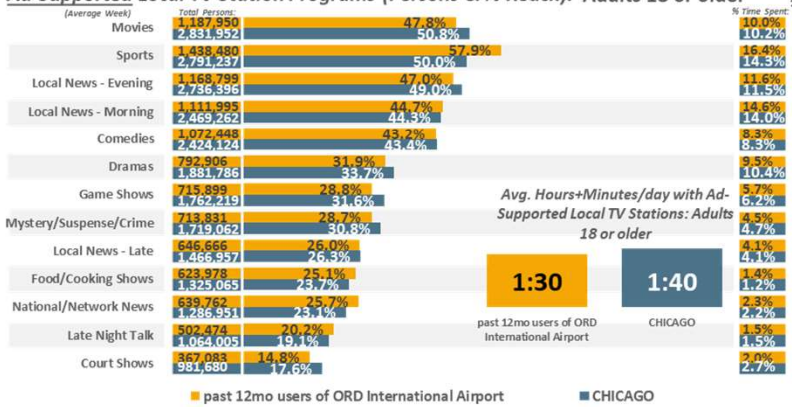
Local TV Station Programs (Persons & % Reach): Adults 18 or older



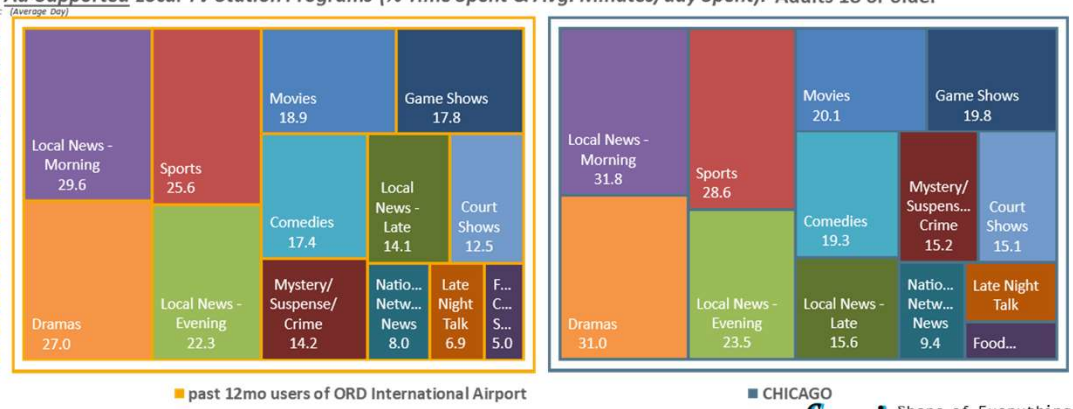
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,602

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

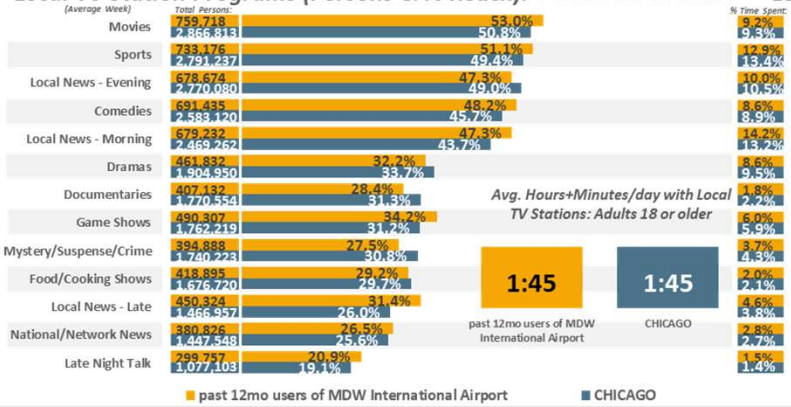
soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

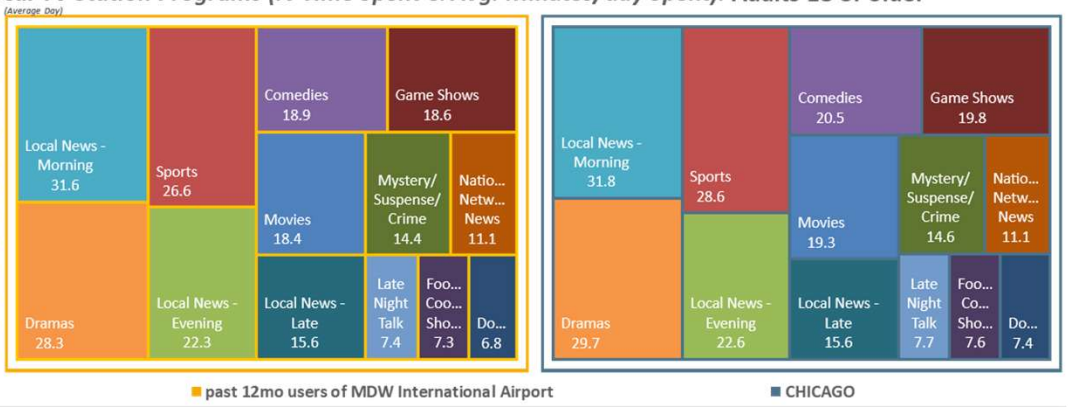
MIDWAY INTERNATIONAL AIRPORT

1,413,164 or 72.5% of Adults 18 or older past 12mo users of MDW International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Morning, Local News - Evening, Comedies, and Game Shows.

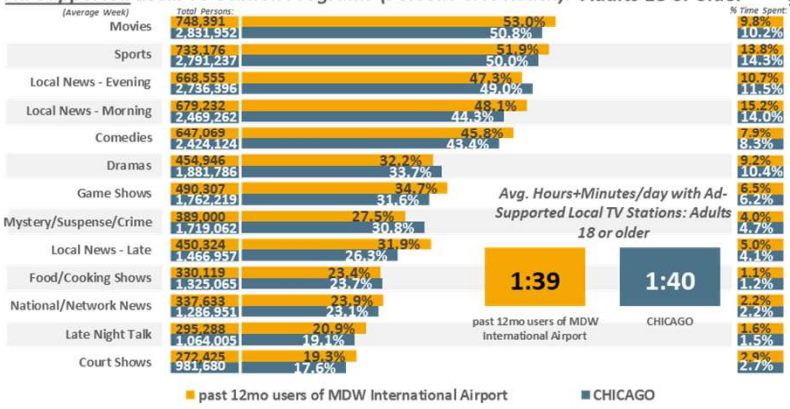
Local TV Station Programs (Persons & % Reach): Adults 18 or older



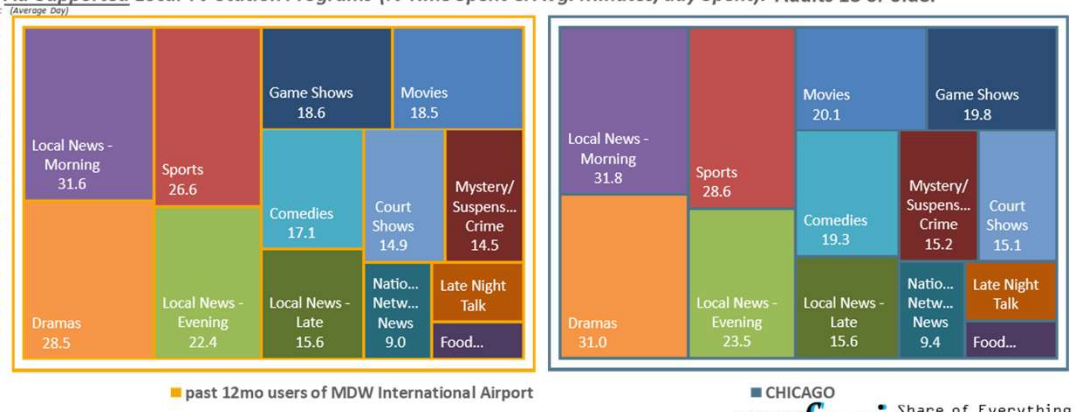
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 916

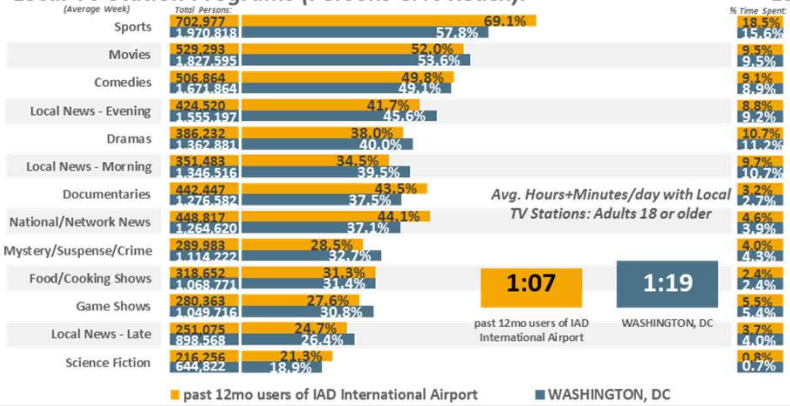
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

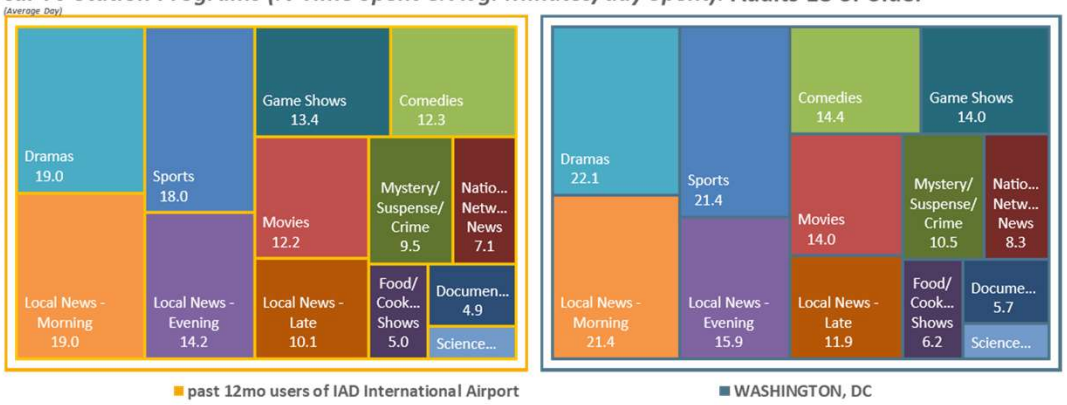
Airports used as point of departure past 12 months: Chicago Midway International

1,005,819 or 53.3% of Adults 18 or older past 12mo users of IAD International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, National/Network News, and Dramas.

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



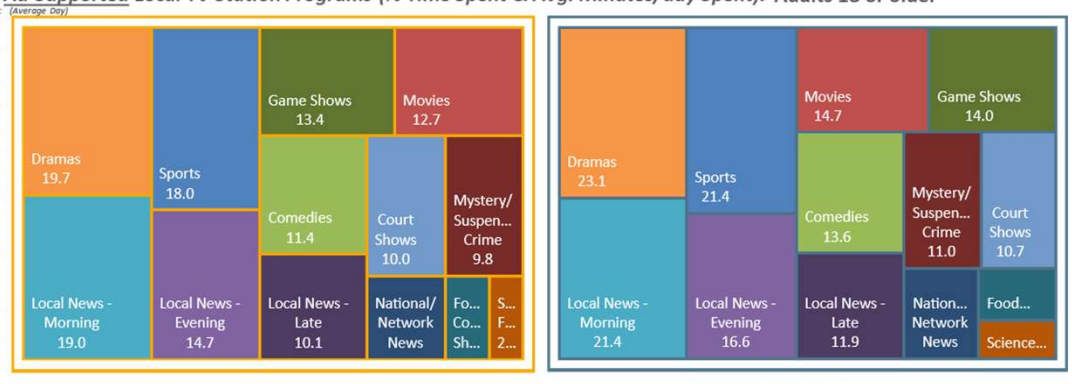
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

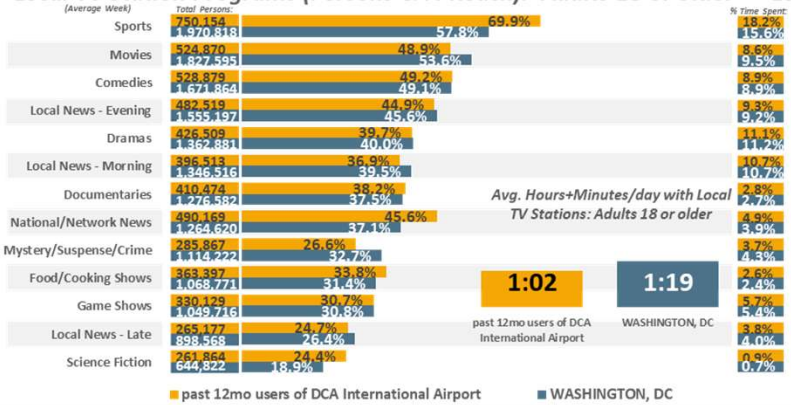
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

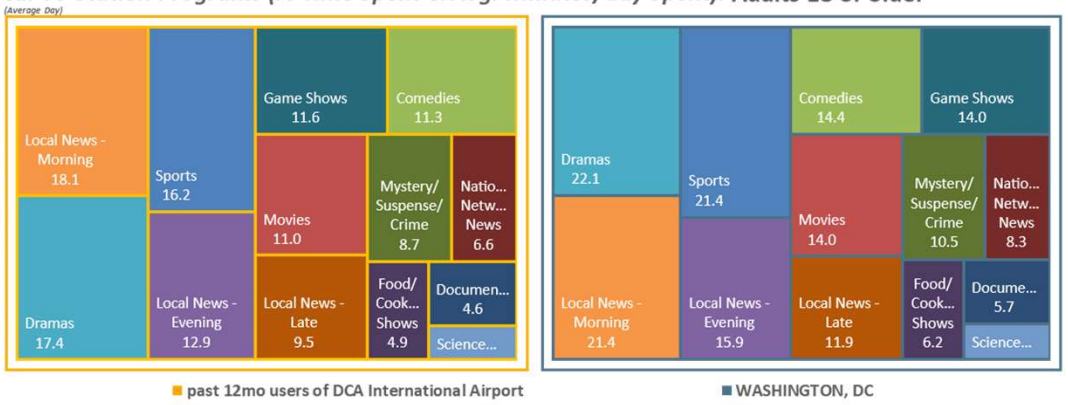
Airports used as point of departure past 12 months: Dulles International

1,062,348 or 55.9% of Adults 18 or older past 12mo users of DCA International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, National/Network News, and Dramas.

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



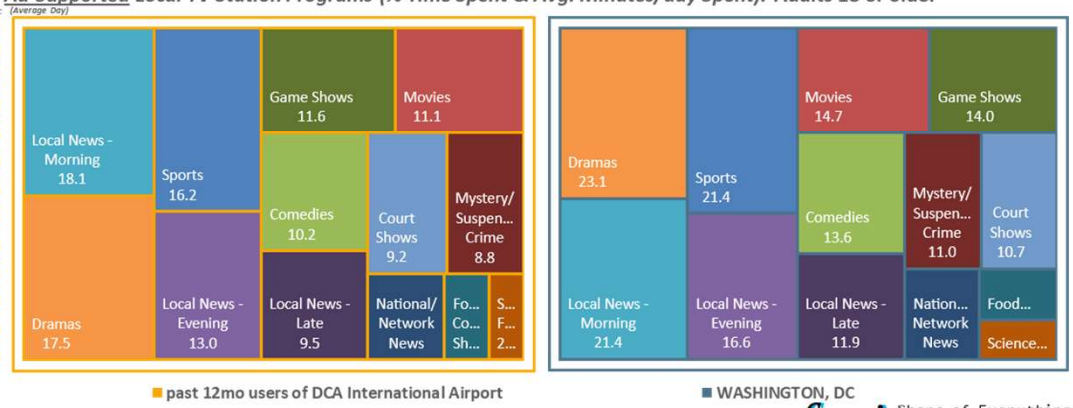
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

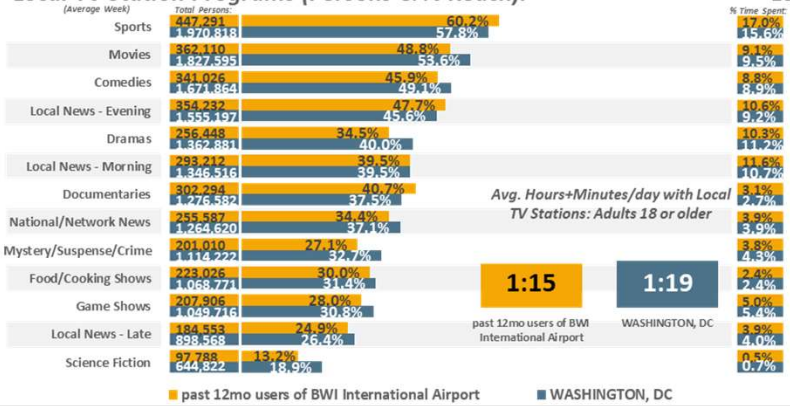
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

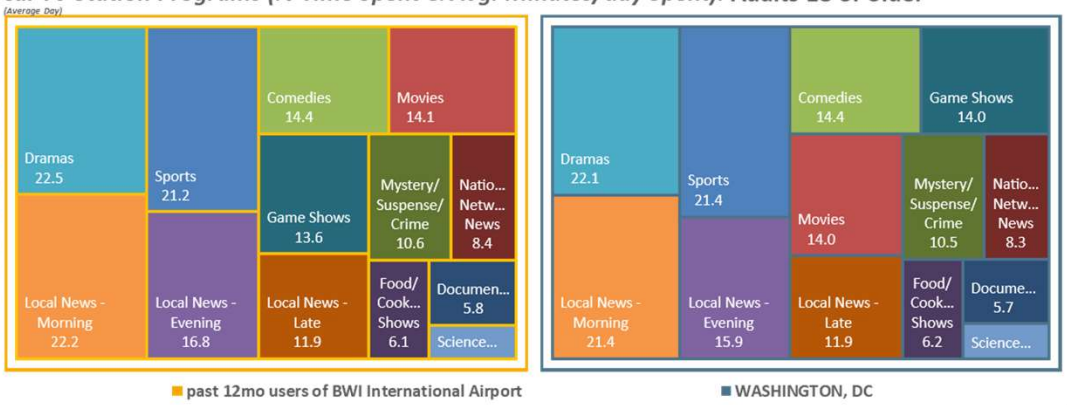
Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

730,285 or 58.4% of Adults 18 or older past 12mo users of BWI International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

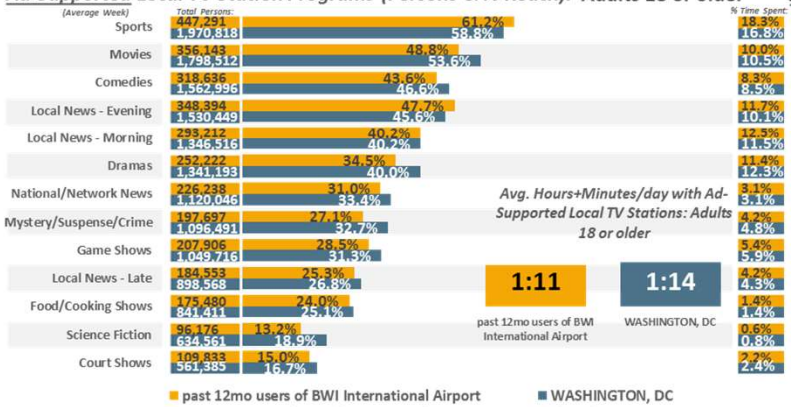
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

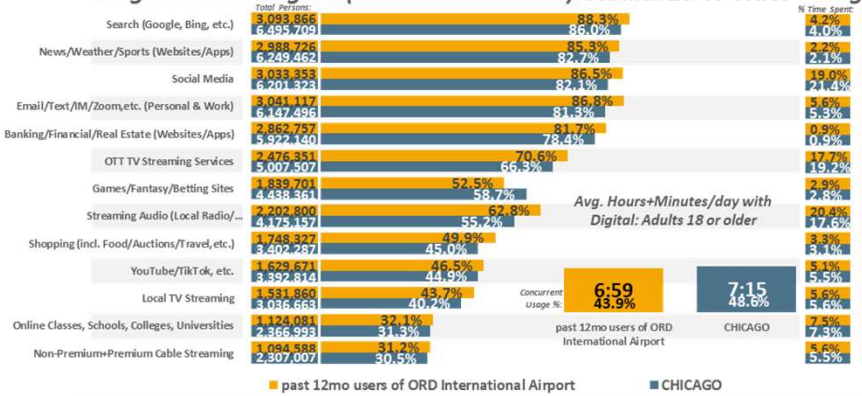
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

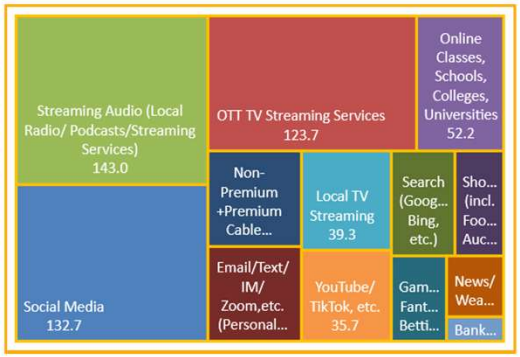
Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

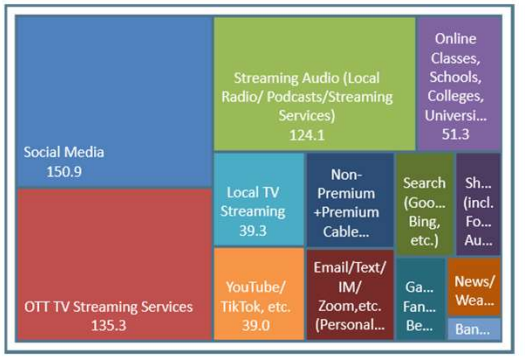
2,789,024 or 79.6% of Adults 18 or older past 12mo users of ORD International Airport use Ad-Supported Social Media for an average of 122. minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

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



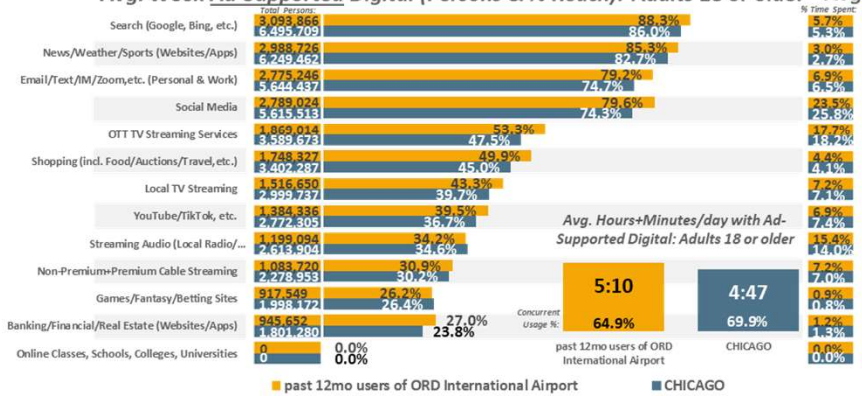
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





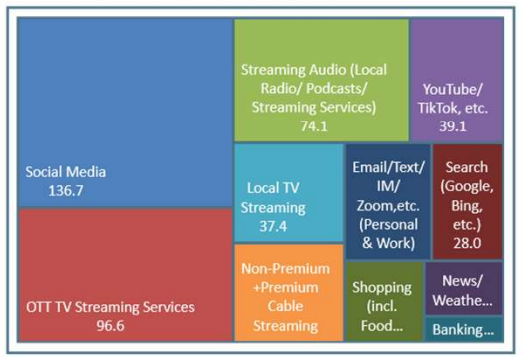
past 12mo users of ORD International Airport ■ CHICAGO

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





past 12mo users of ORD International Airport ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

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

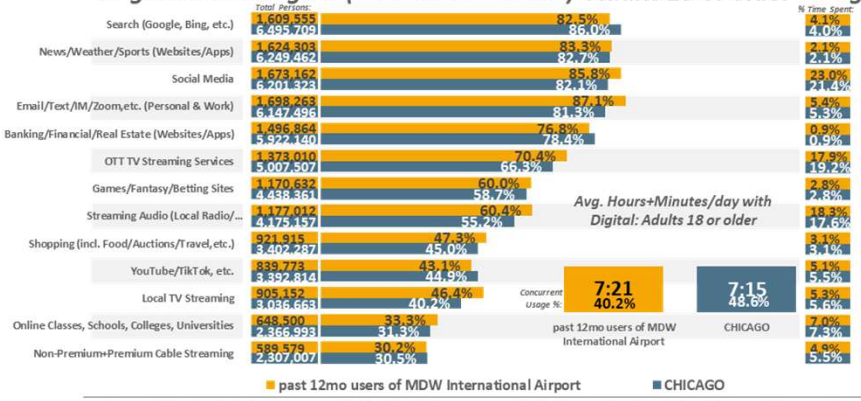
soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

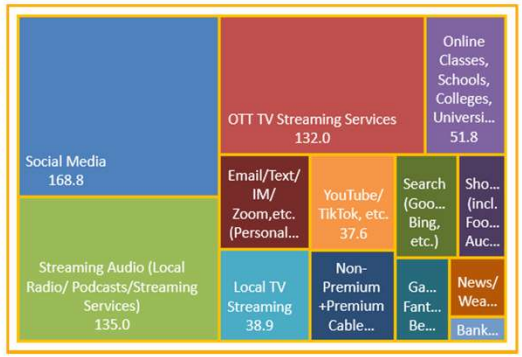
MIDWAY INTERNATIONAL AIRPORT

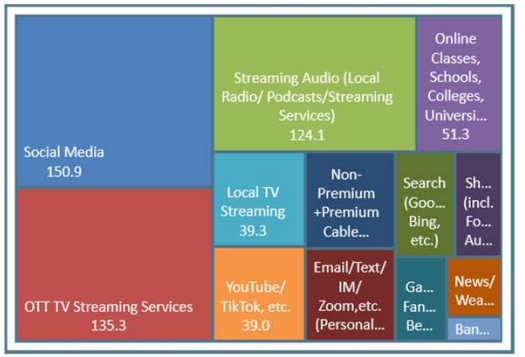
1,520,484 or 78.% of Adults 18 or older past 12mo users of MDW International Airport use Ad-Supported Social Media for an average of 153.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

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

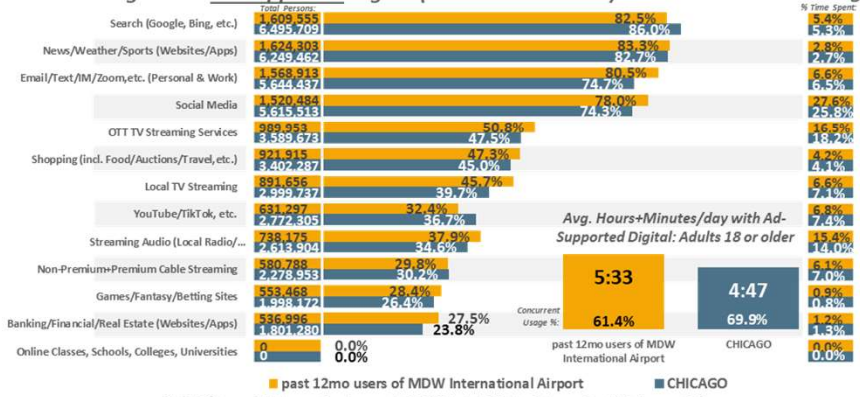


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

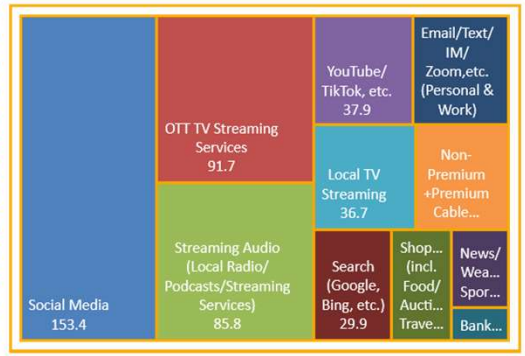


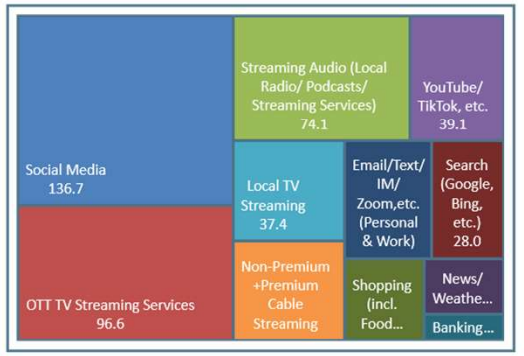


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

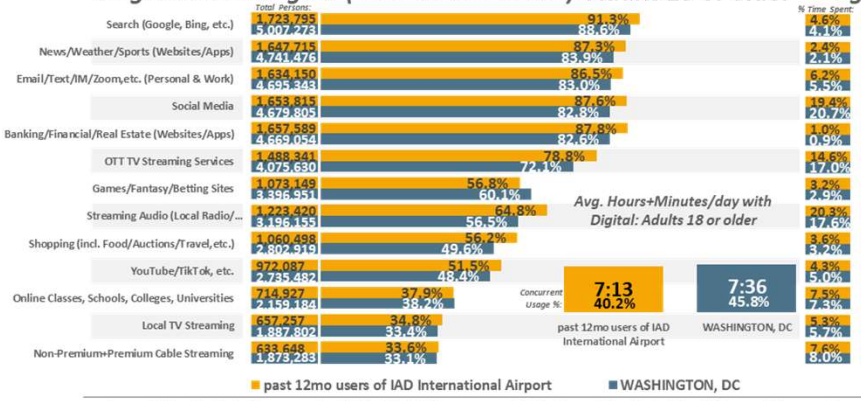
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

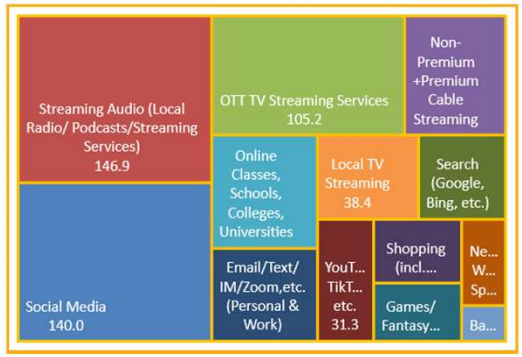
Airports used as point of departure past 12 months: Chicago Midway International

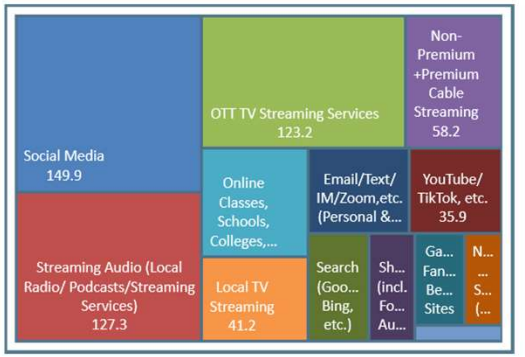
1,462,883 or 77.5% of Adults 18 or older past 12mo users of IAD International Airport use Ad-Supported Social Media for an average of 123.9 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

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



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

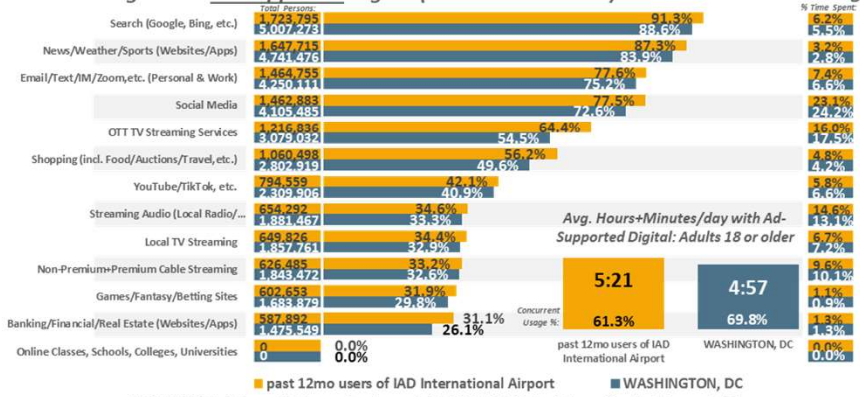




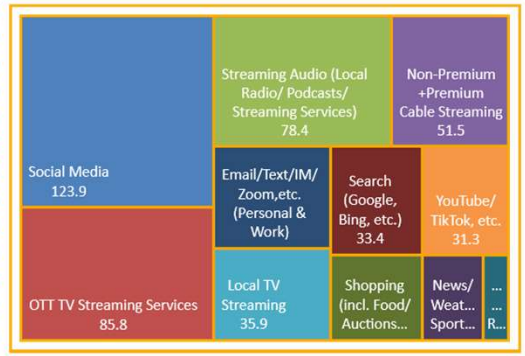
past 12mo users of IAD International Airport ■ WASHINGTON, DC

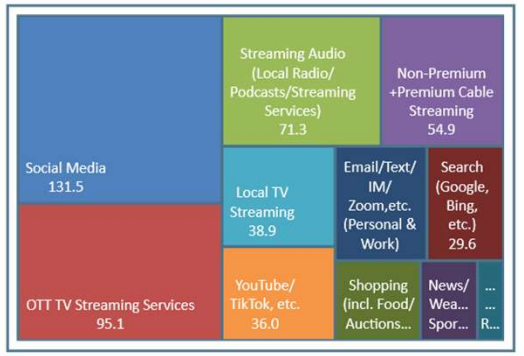
past 12mo users of IAD International Airport ■ WASHINGTON, DC

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





past 12mo users of IAD International Airport ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

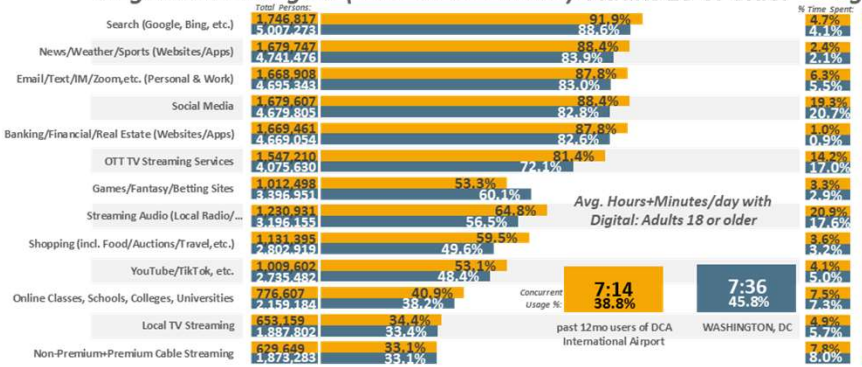
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

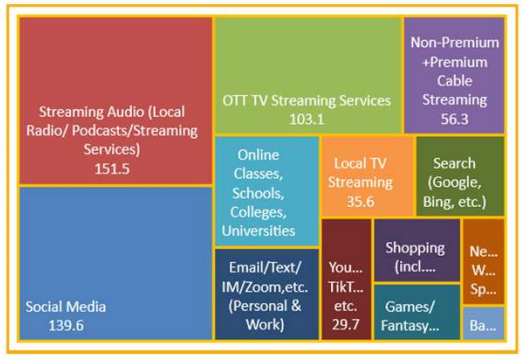
Airports used as point of departure past 12 months: Dulles International

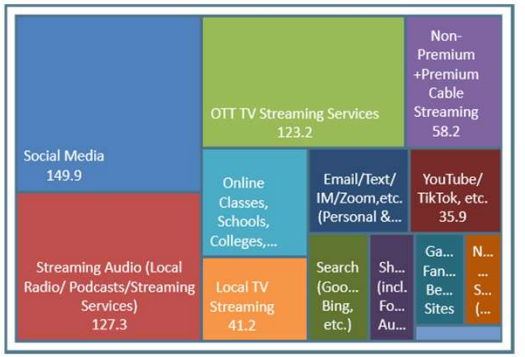
1,459,707 or 76.8% of Adults 18 or older past 12mo users of DCA International Airport use Ad-Supported Social Media for an average of 121.3 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

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



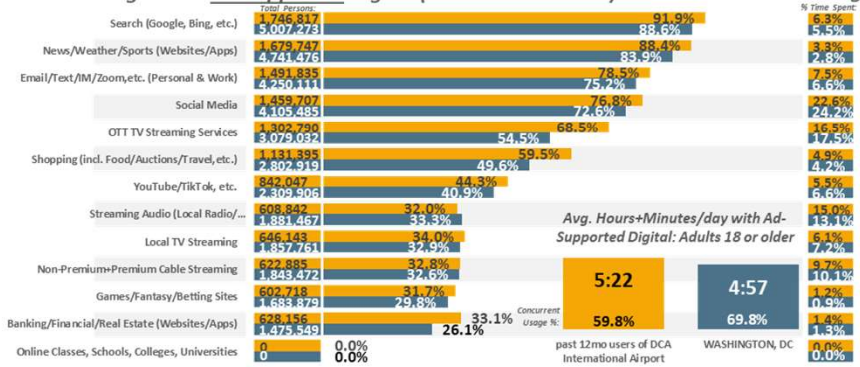
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



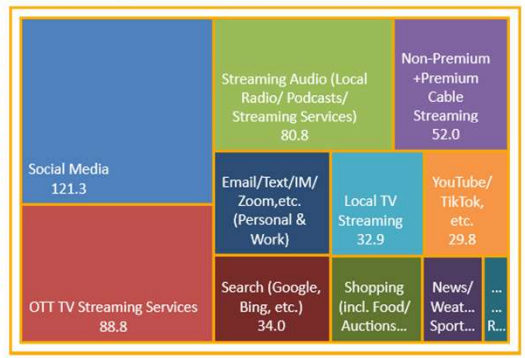


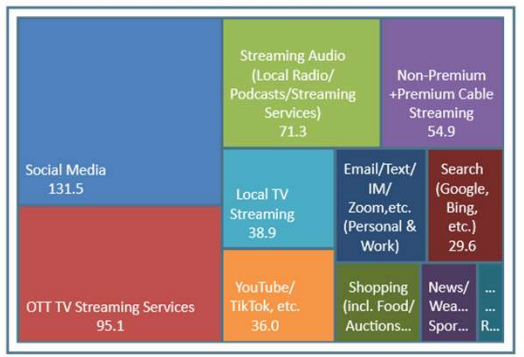
past 12mo users of DCA International Airport ■ WASHINGTON, DC

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





past 12mo users of DCA International Airport ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

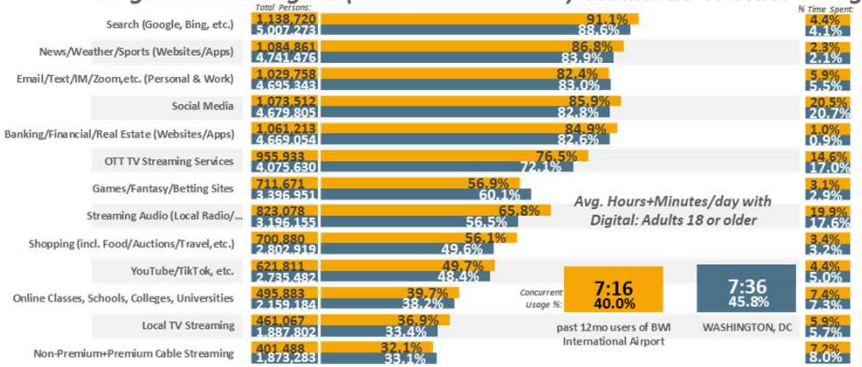
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

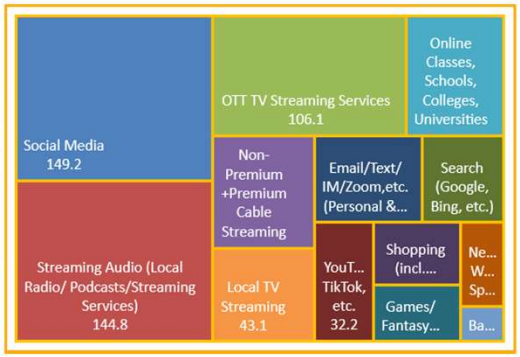
Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

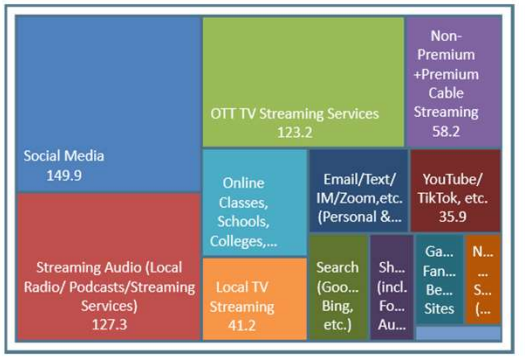
943,805 or 75.5% of Adults 18 or older past 12mo users of BWI International Airport use Ad-Supported Social Media for an average of 131.2 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

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



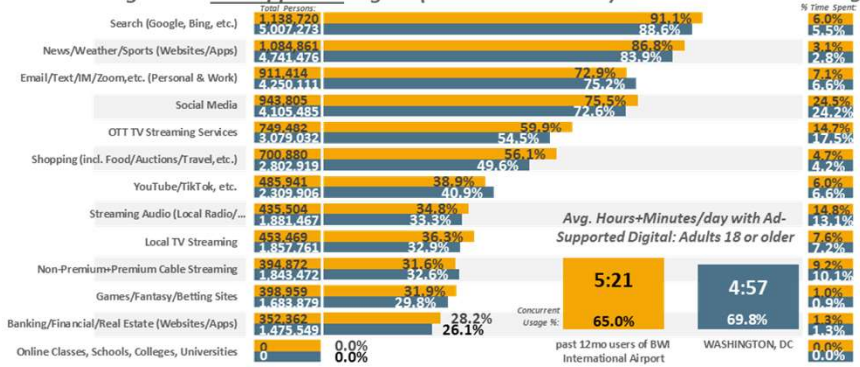
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



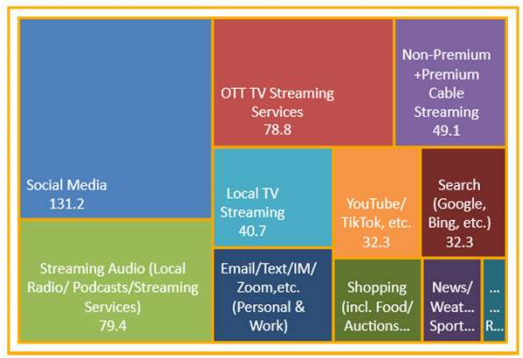


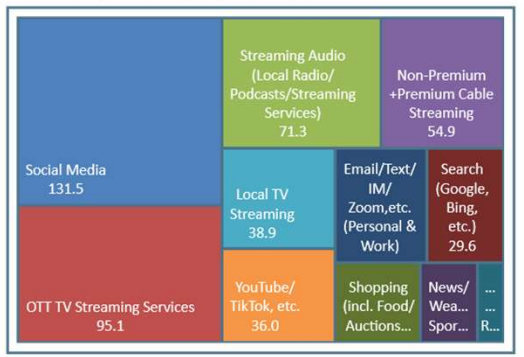
past 12mo users of BWI International Airport ■ WASHINGTON, DC

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





past 12mo users of BWI International Airport ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

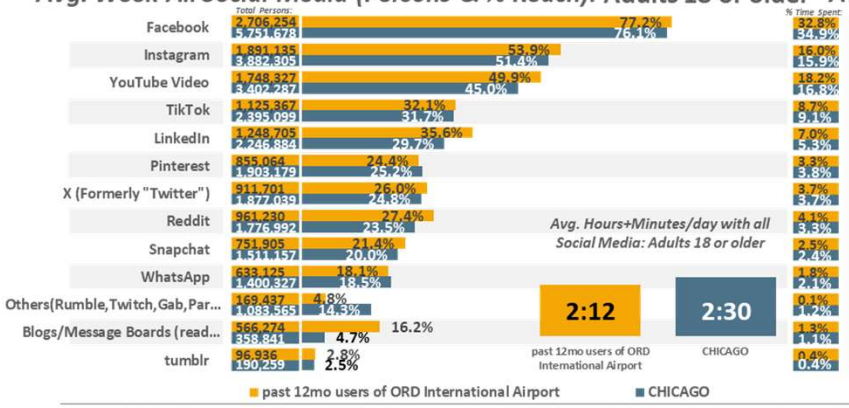
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

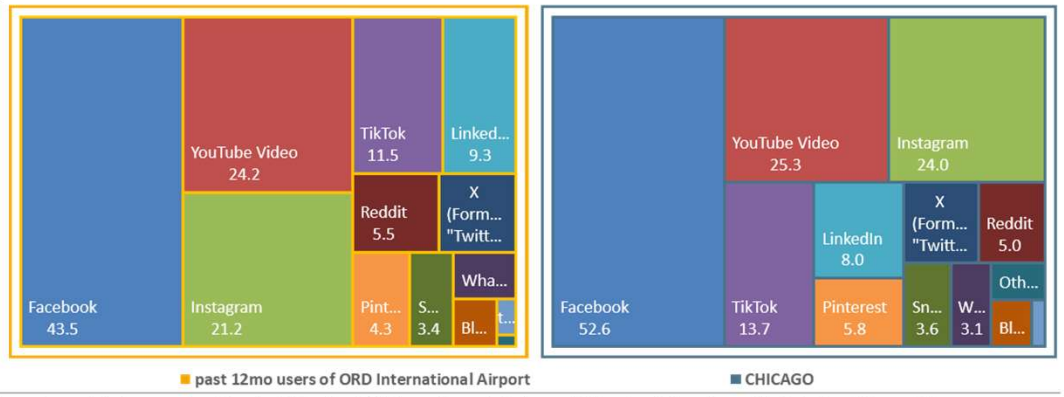
Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

2,706,254 or 77.2% of Adults 18 or older past 12mo users of ORD International Airport use Ad-Supported Facebook for an average of 41.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

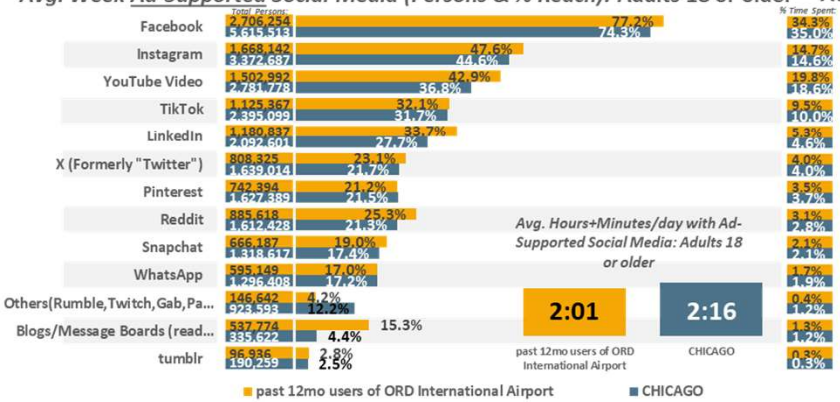
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



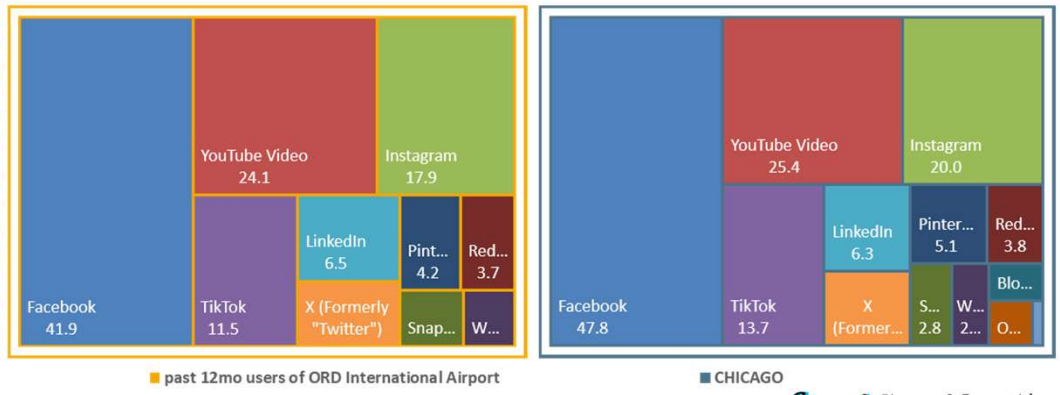
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

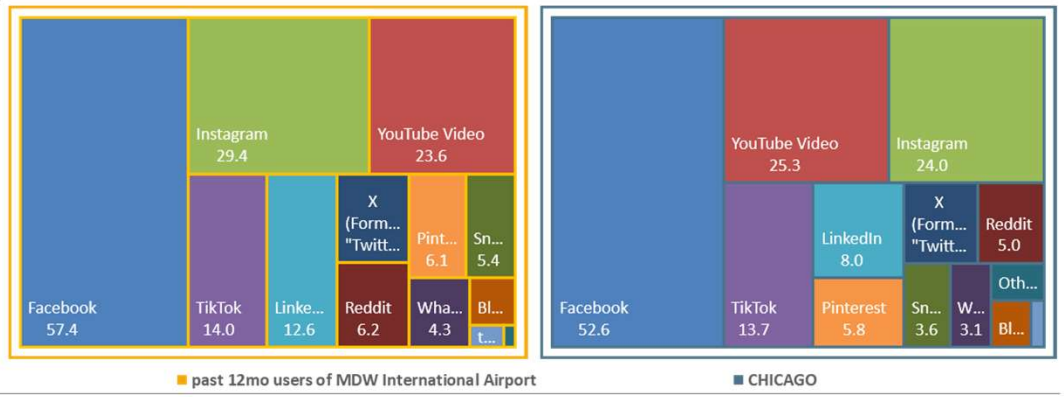
MIDWAY INTERNATIONAL AIRPORT

1,384,879 or 71.% of Adults 18 or older past 12mo users of MDW International Airport use Ad-Supported Facebook for an average of 55.7 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

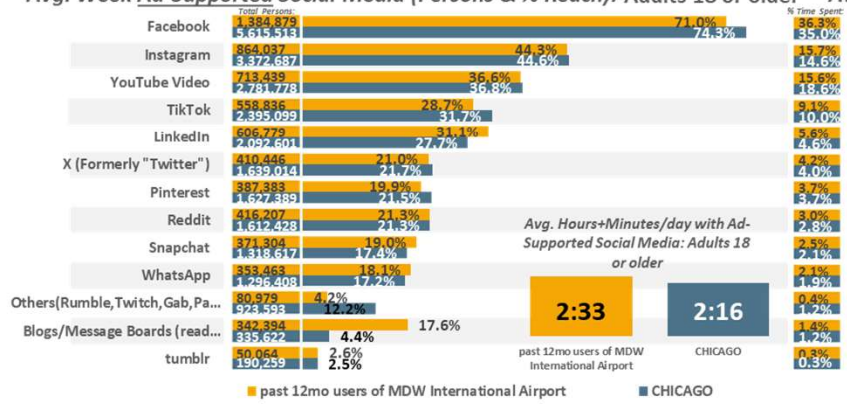
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



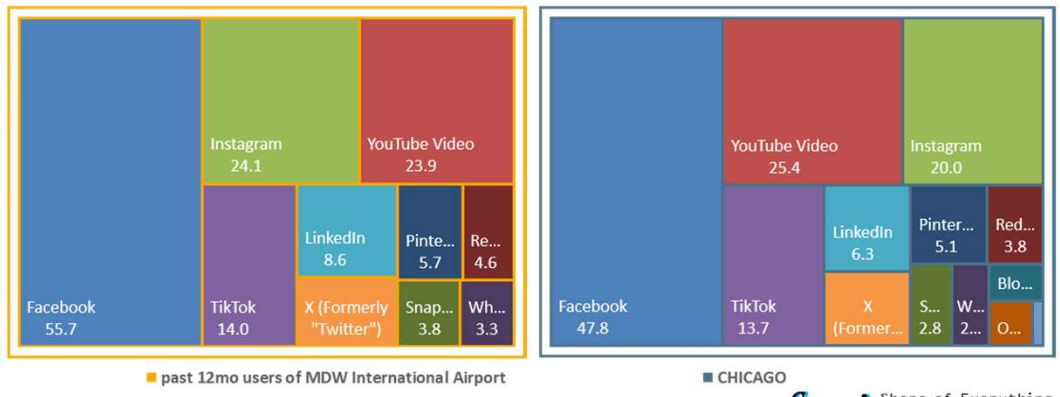
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

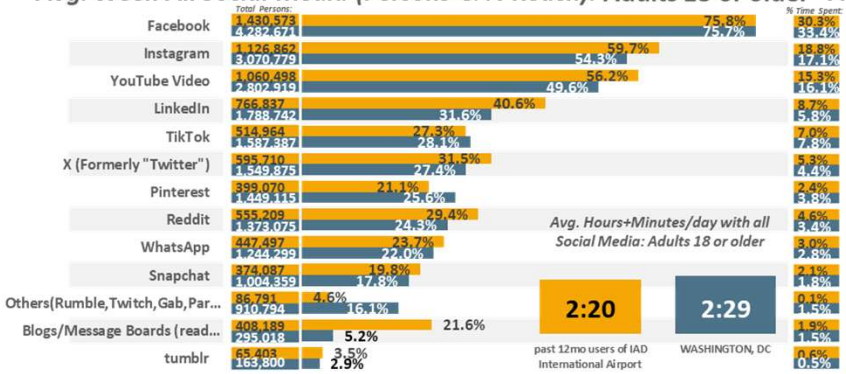
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

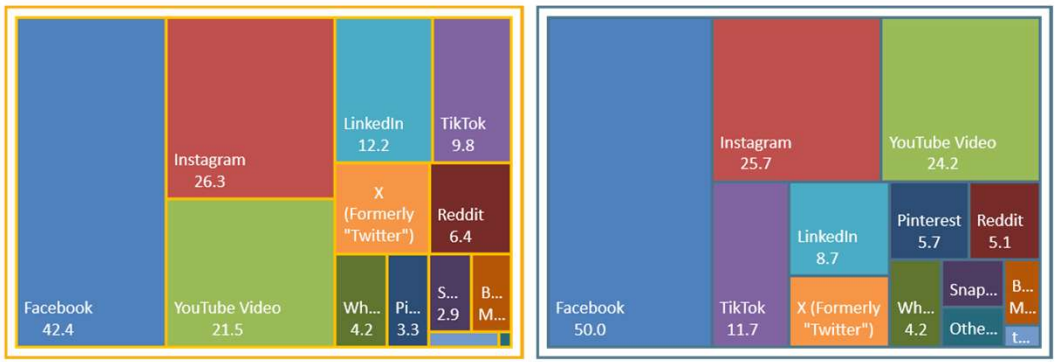
Airports used as point of departure past 12 months: Chicago Midway International

1,430,573 or 75.8% of Adults 18 or older past 12mo users of IAD International Airport use Ad-Supported Facebook for an average of 42.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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

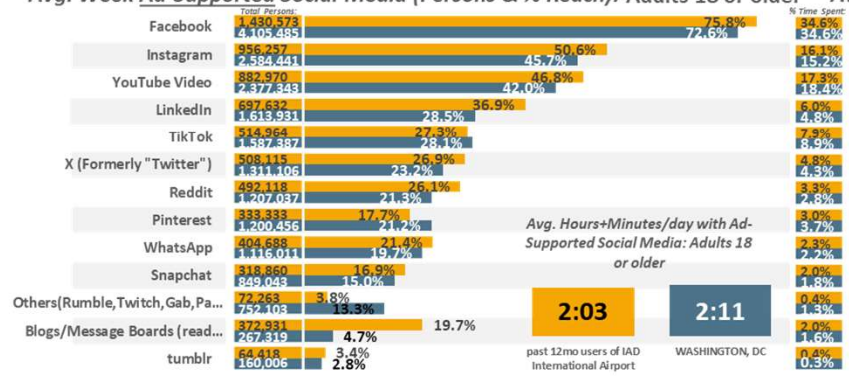


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

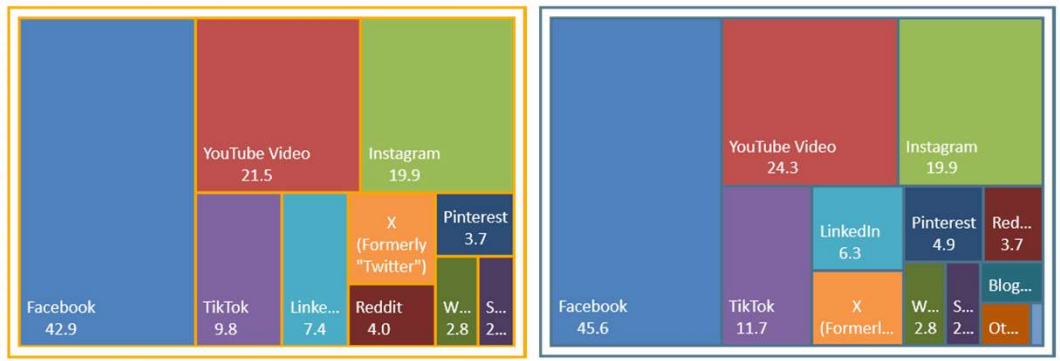


past 12mo users of IAD International Airport ■ WASHINGTON, DC

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



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



past 12mo users of IAD International Airport ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

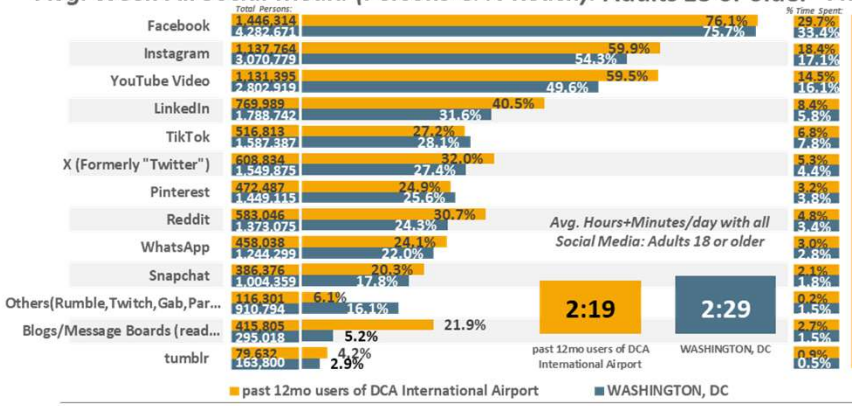
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

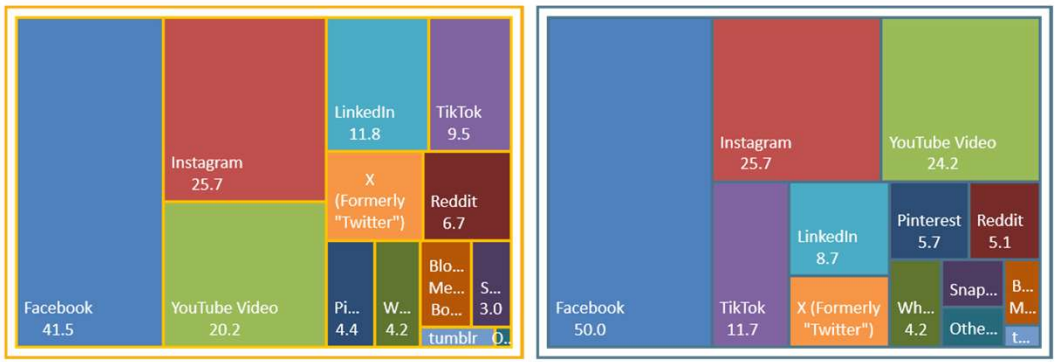
Airports used as point of departure past 12 months: Dulles International

1,446,314 or 76.1% of Adults 18 or older past 12mo users of DCA International Airport use Ad-Supported Facebook for an average of 41.8 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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

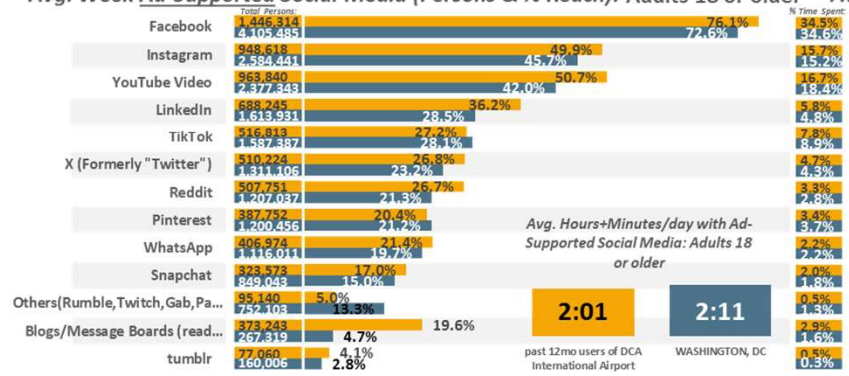


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

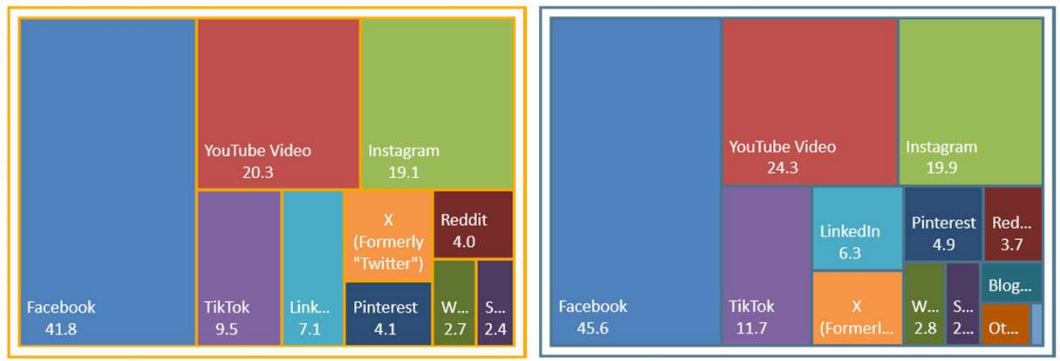


past 12mo users of DCA International Airport ■ WASHINGTON, DC

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



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



past 12mo users of DCA International Airport ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

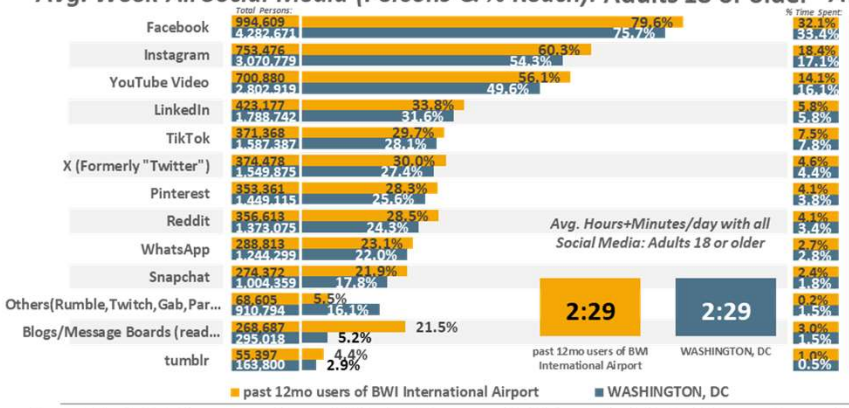
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

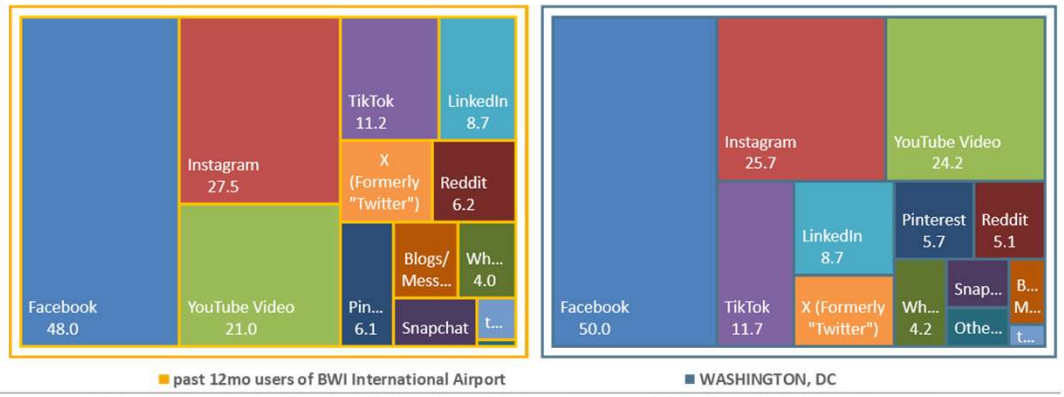
Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

943,805 or 75.5% of Adults 18 or older past 12mo users of BWI International Airport use Ad-Supported Facebook for an average of 45.1 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

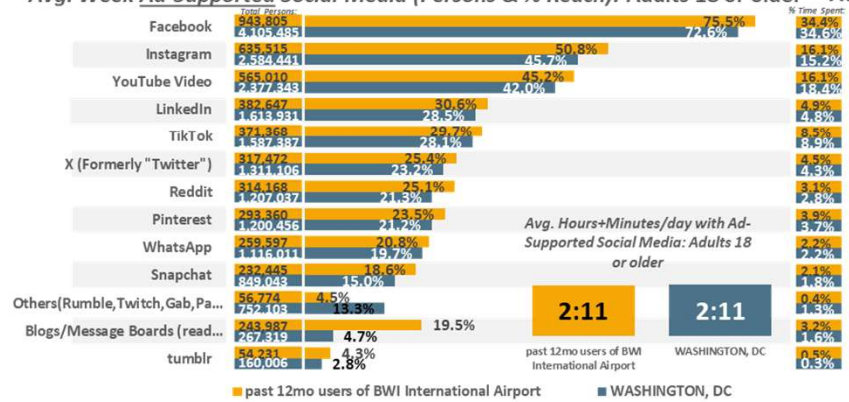
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



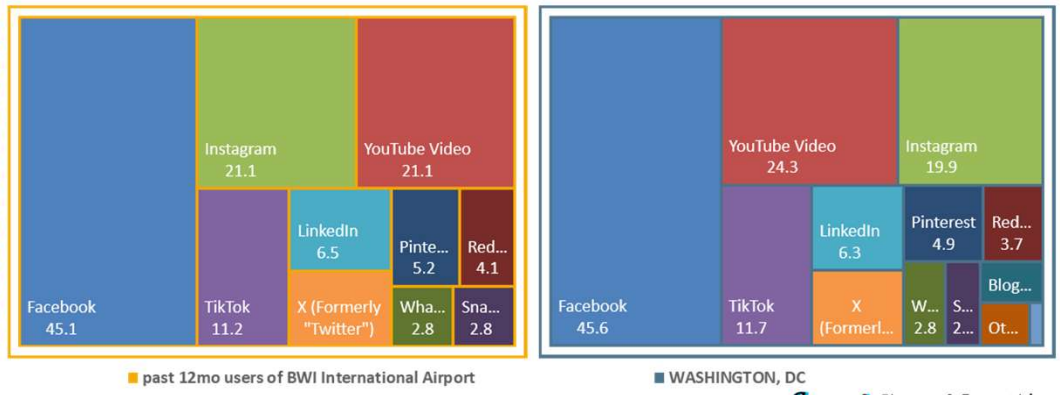
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



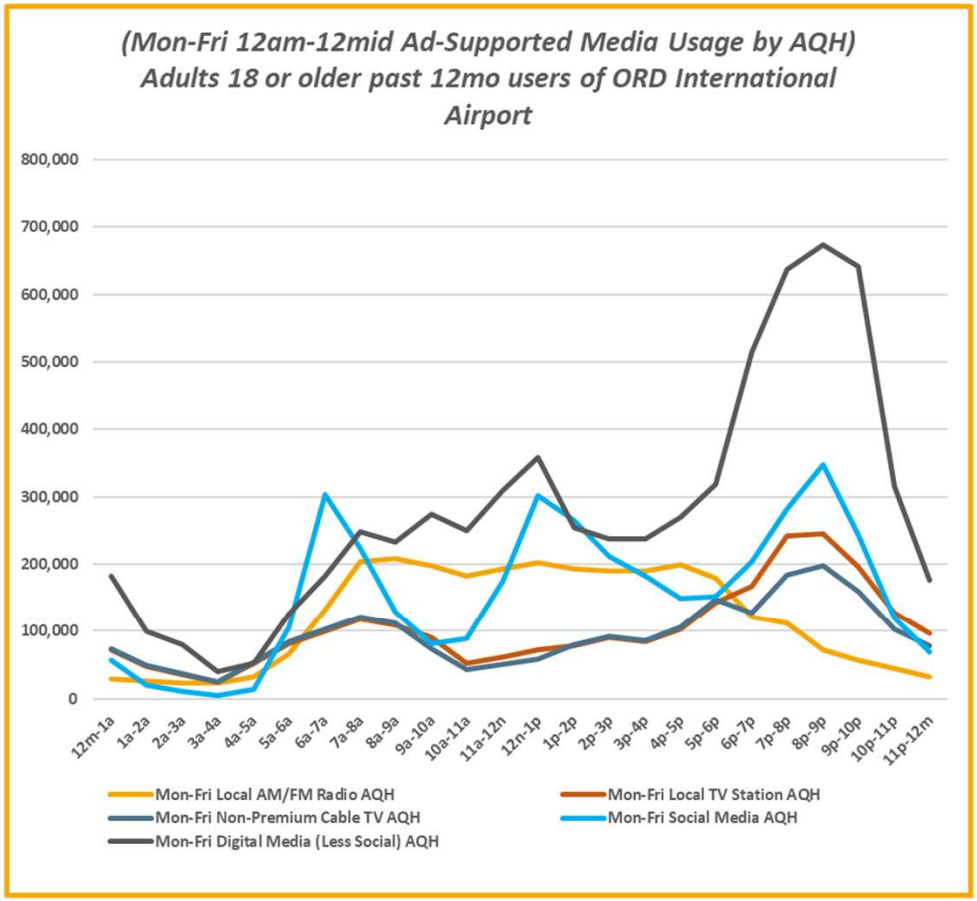
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

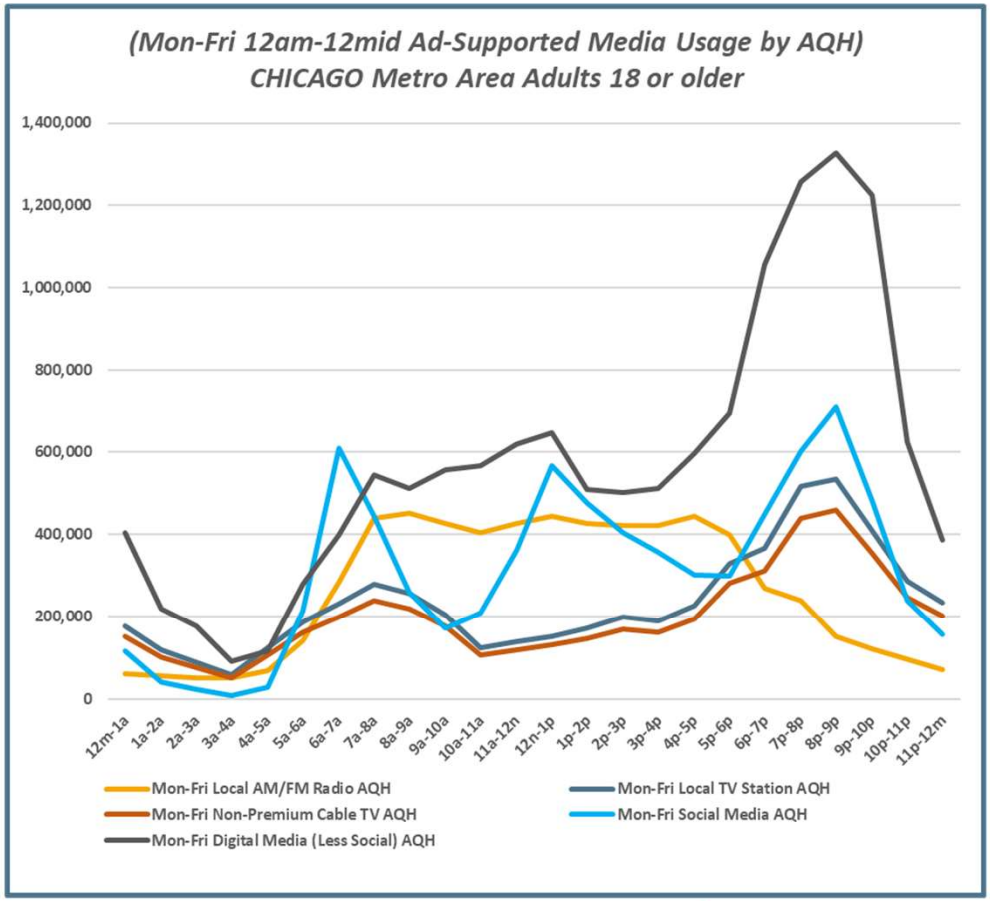
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 283,520; Social Media: 189,627; Local Radio: 183,909; Local TV: 97,366; Non-Prem. Cable: 92,194 reaching Adults 18 or older past 12mo users of ORD International Airport.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

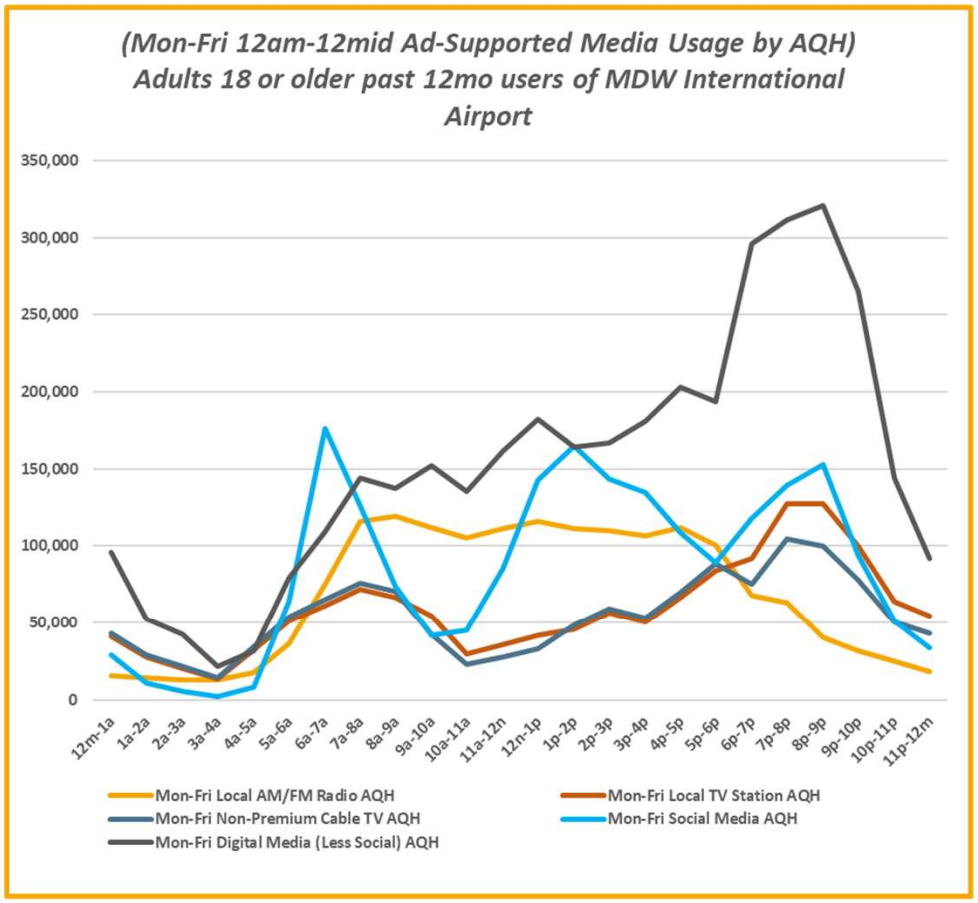
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

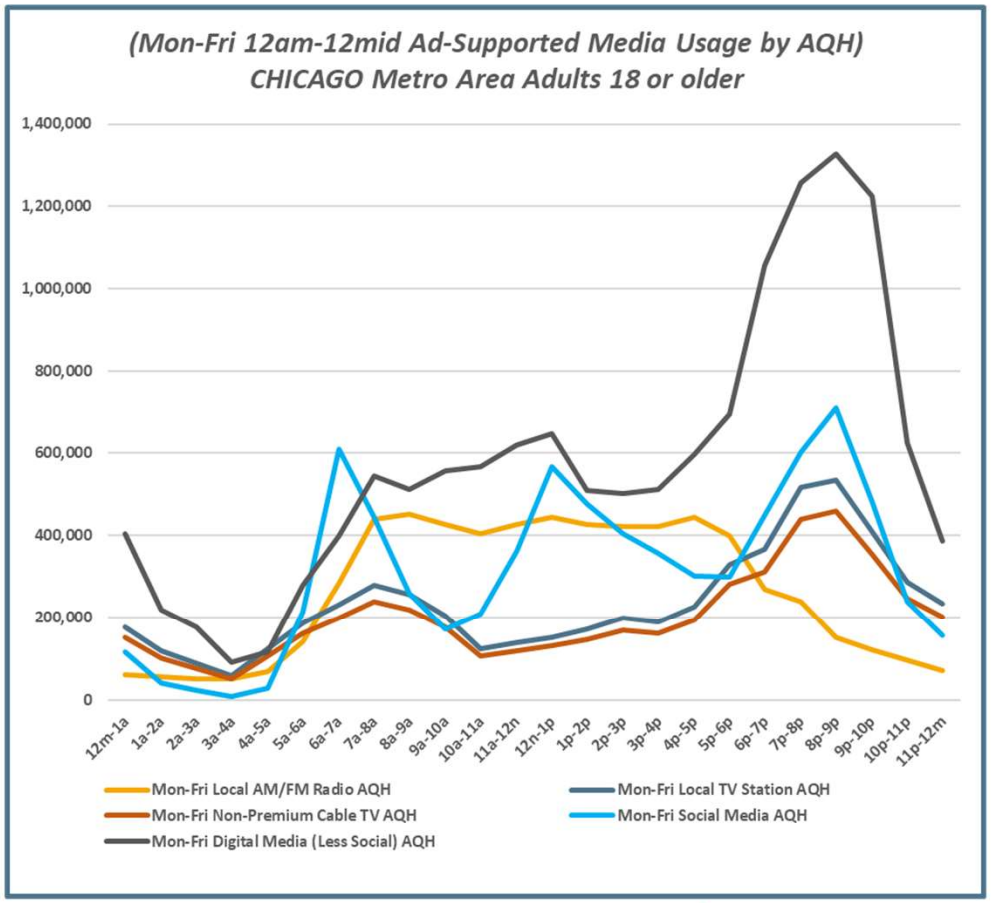
soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY INTERNATIONAL AIRPORT

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 171,371; Social Media: 111,371; Local Radio: 104,793; Local TV: 58,078; Non-Prem. Cable: 56,283 reaching Adults 18 or older past 12mo users of MDW International Airport.





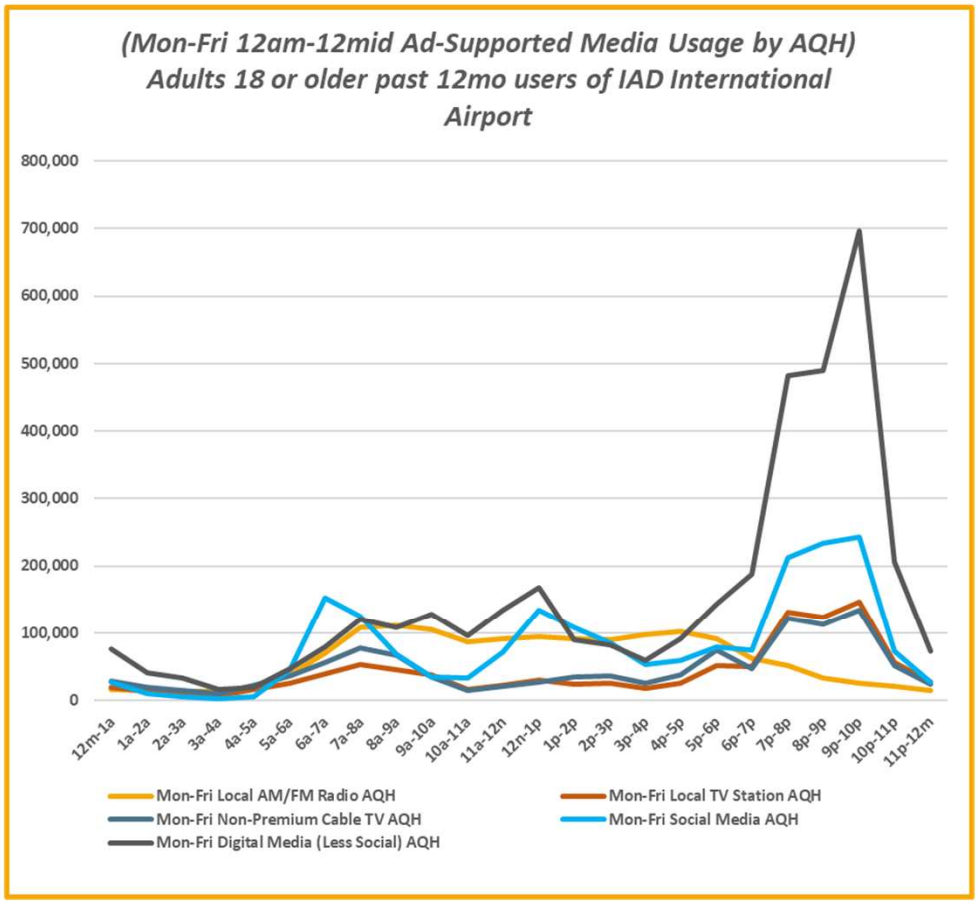
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

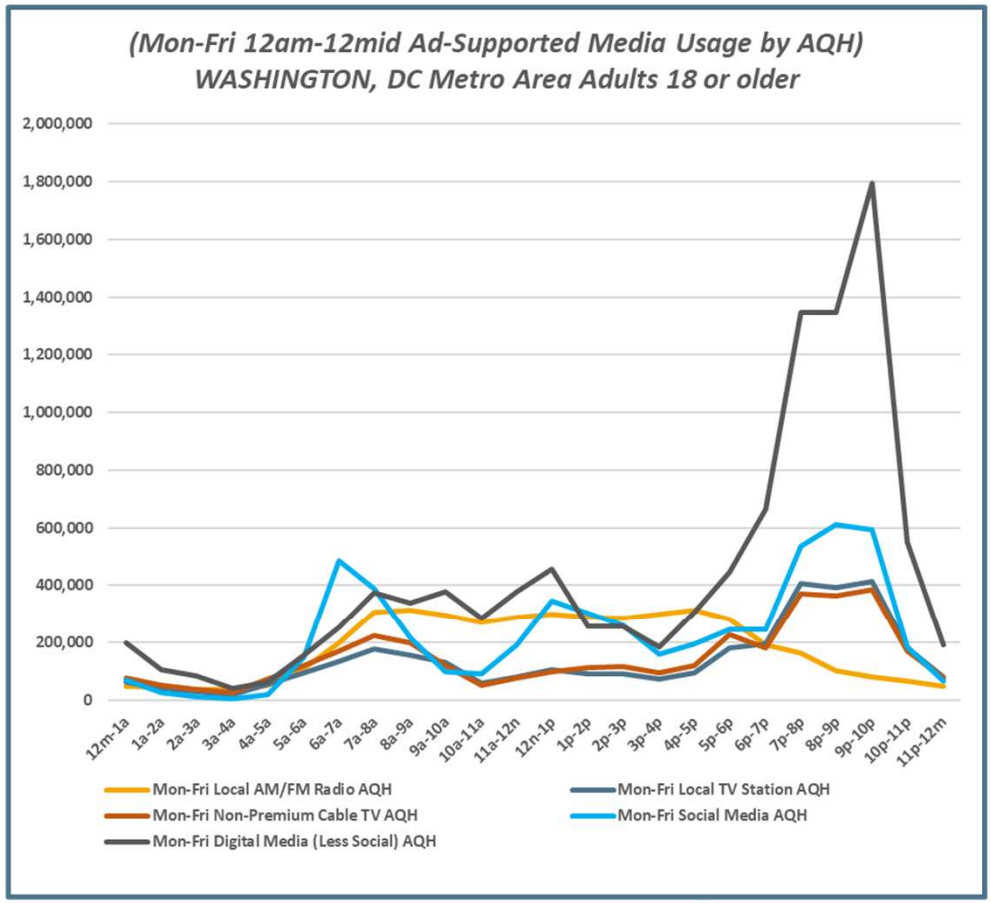
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago Midway International

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 114,174; Local Radio: 92,230; Social Media: 82,762; Non-Prem. Cable: 42,416; Local TV: 33,386 reaching Adults 18 or older past 12mo users of IAD International Airport.





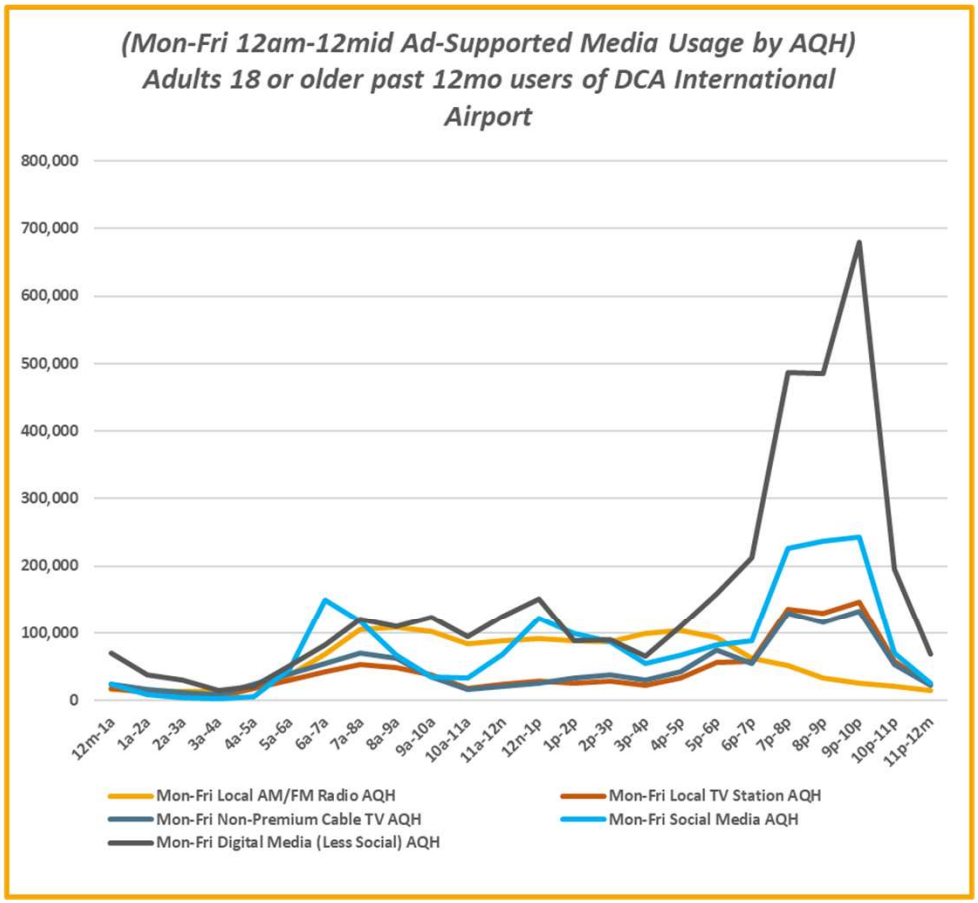
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

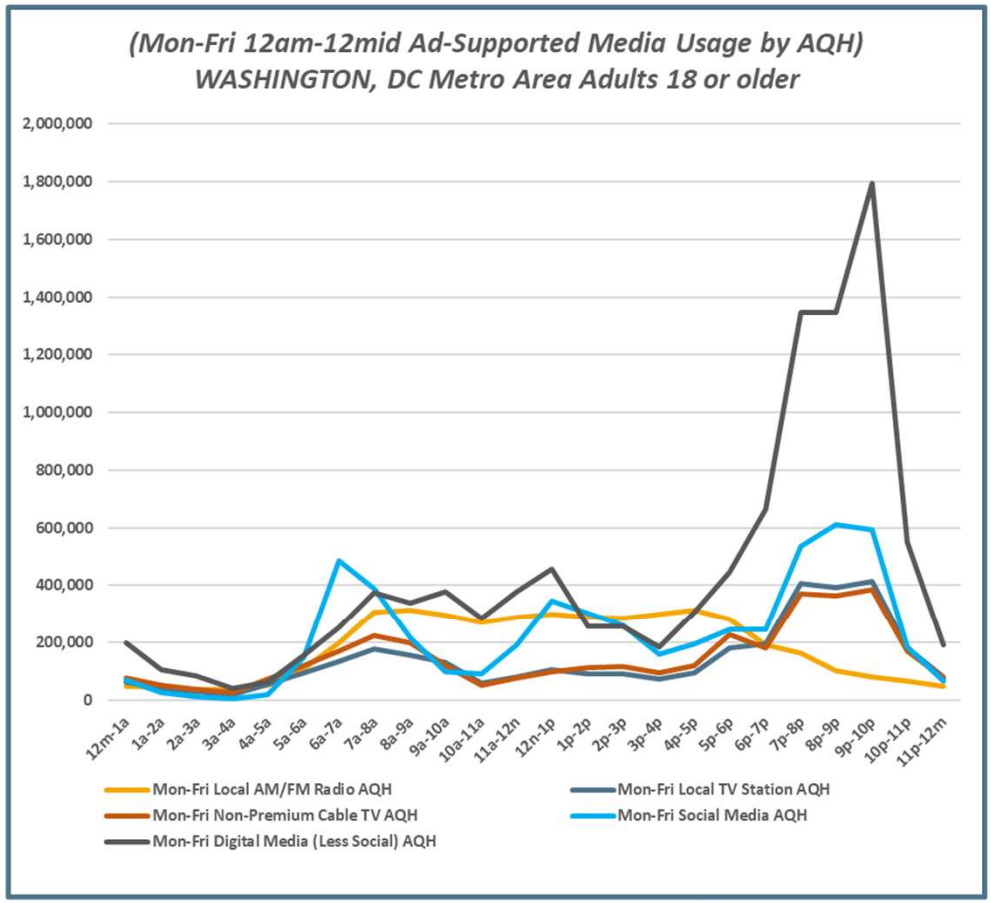
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Dulles International

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 117,645; Local Radio: 90,307; Social Media: 81,919; Non-Prem. Cable: 42,858; Local TV: 36,492 reaching Adults 18 or older past 12mo users of DCA International Airport.





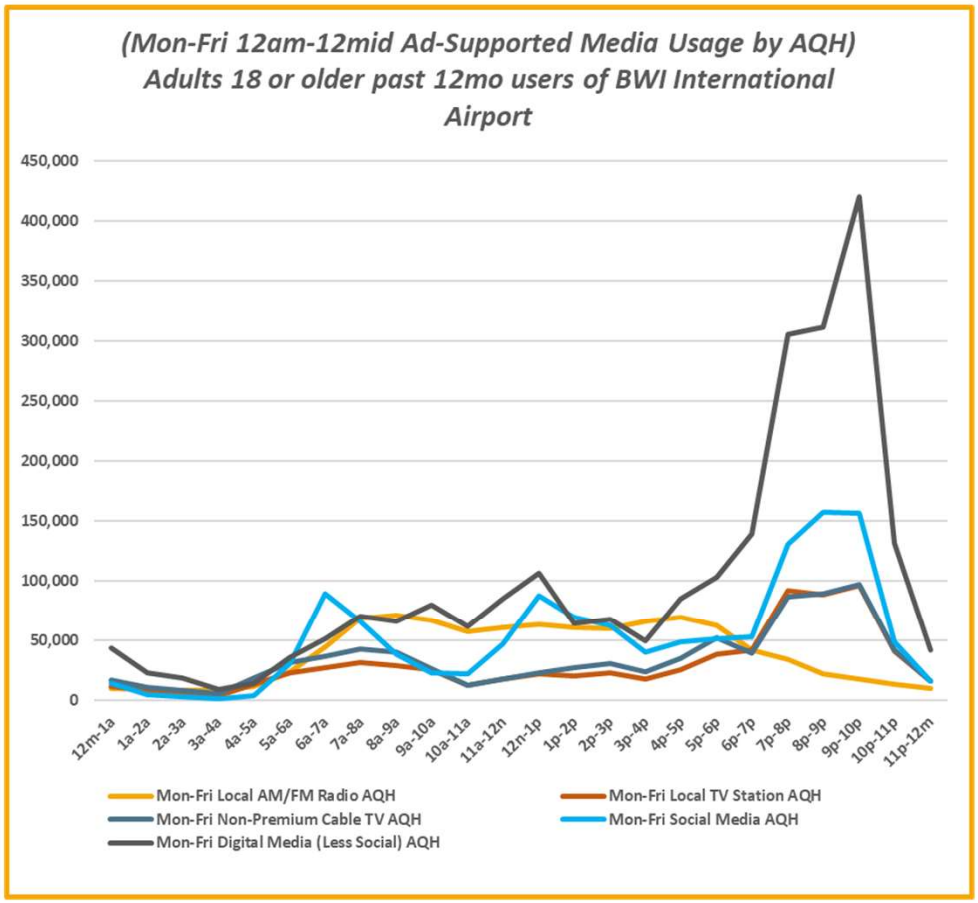
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

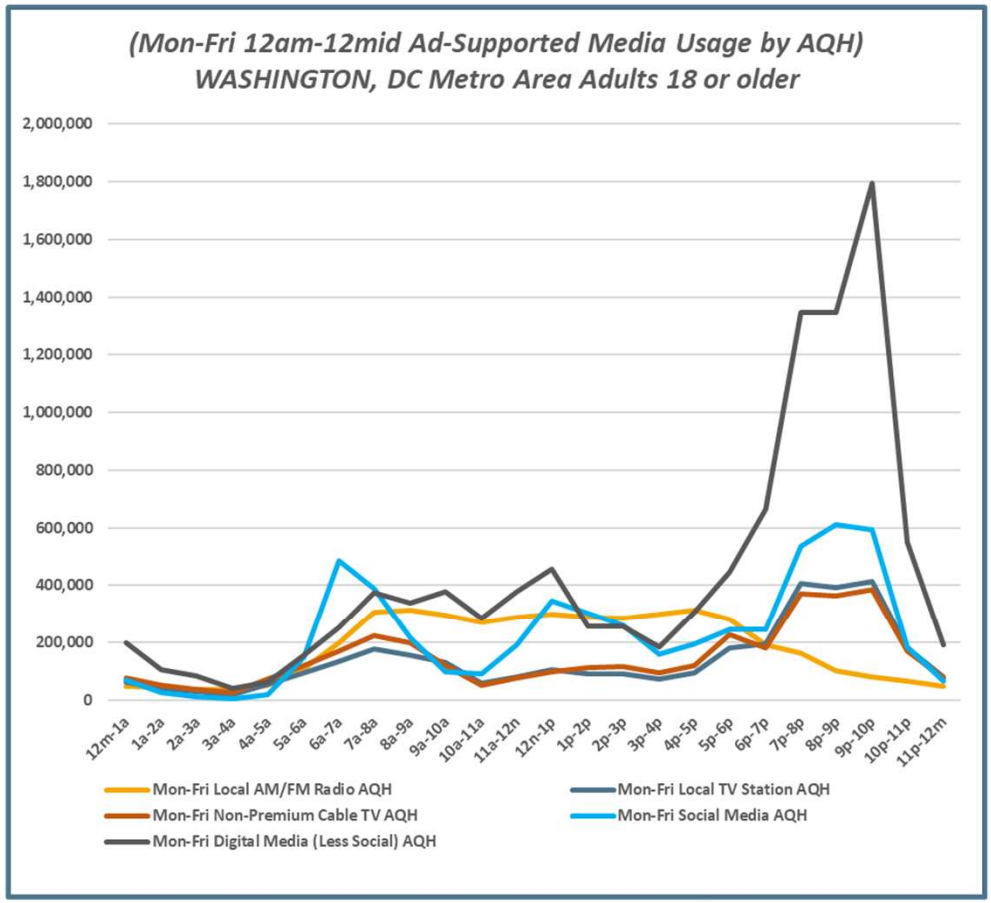
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 79,052; Local Radio: 61,031; Social Media: 53,718; Non-Prem. Cable: 31,287; Local TV: 25,439 reaching Adults 18 or older past 12mo users of BWI International Airport.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

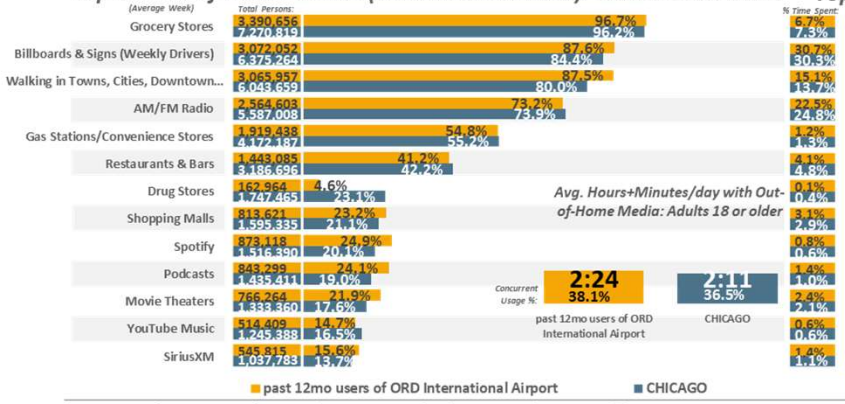
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

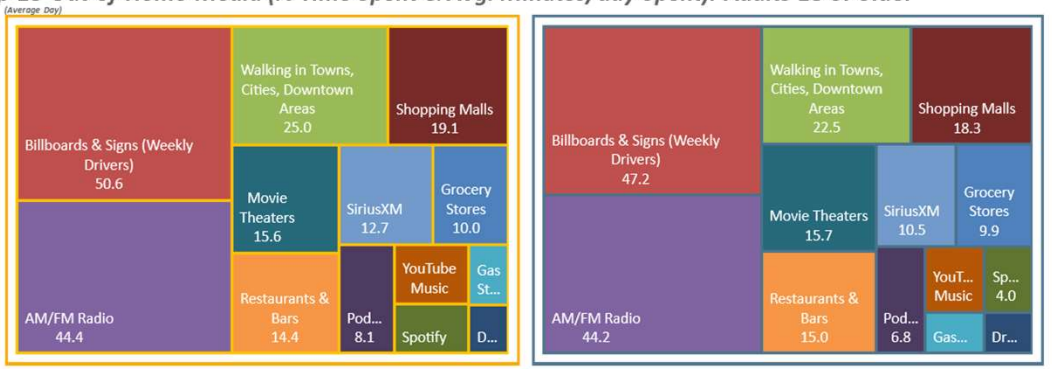
Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

3,072,052 or 87.6% of Adults 18 or older past 12mo users of ORD International Airport spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 40.5 minutes/day.

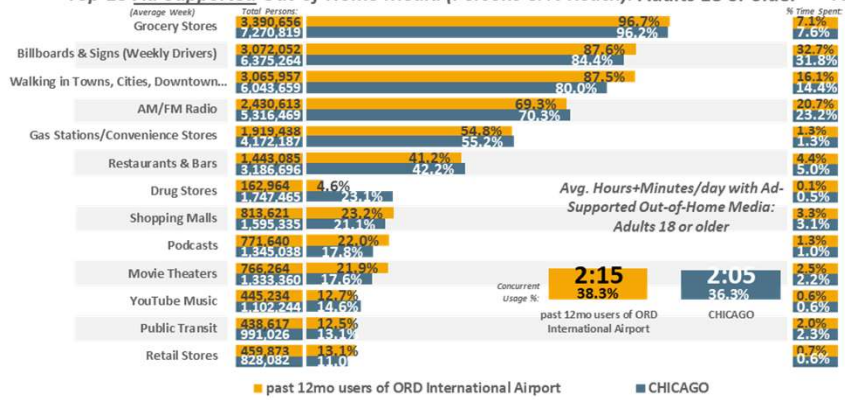
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



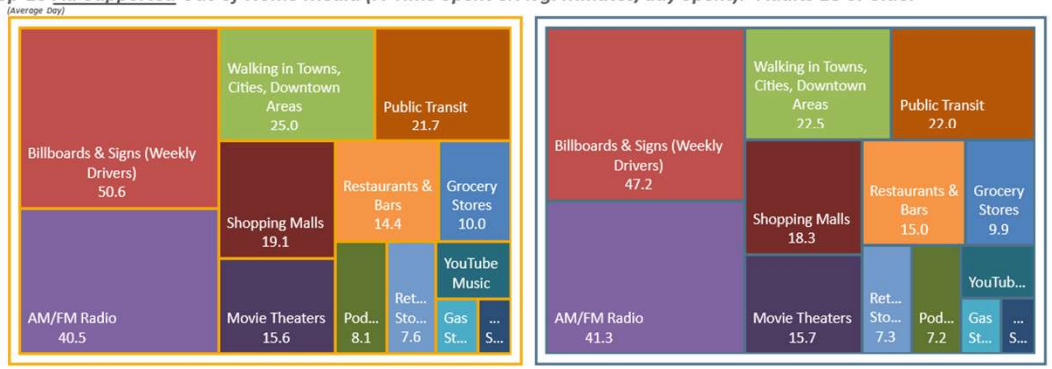
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,602

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Chicago O'Hare International

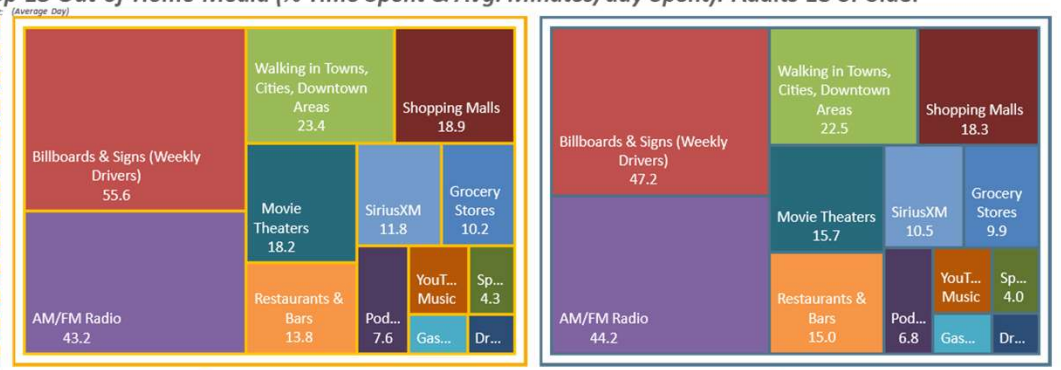
MIDWAY INTERNATIONAL AIRPORT

1,712,634 or 87.8% of Adults 18 or older past 12mo users of MDW International Airport spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minutes/day.

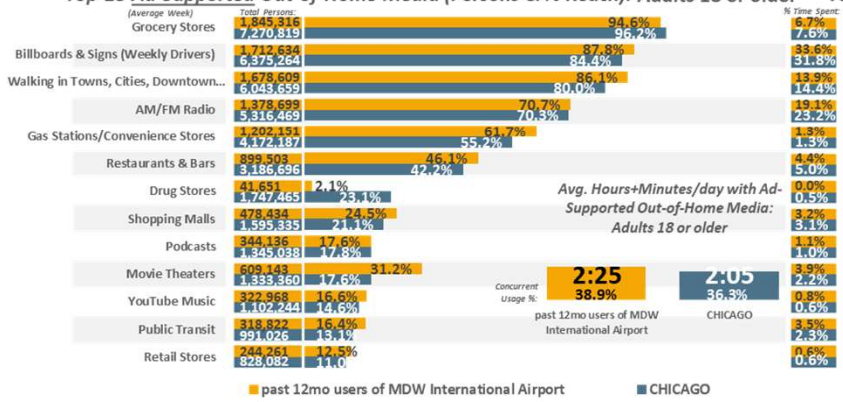
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



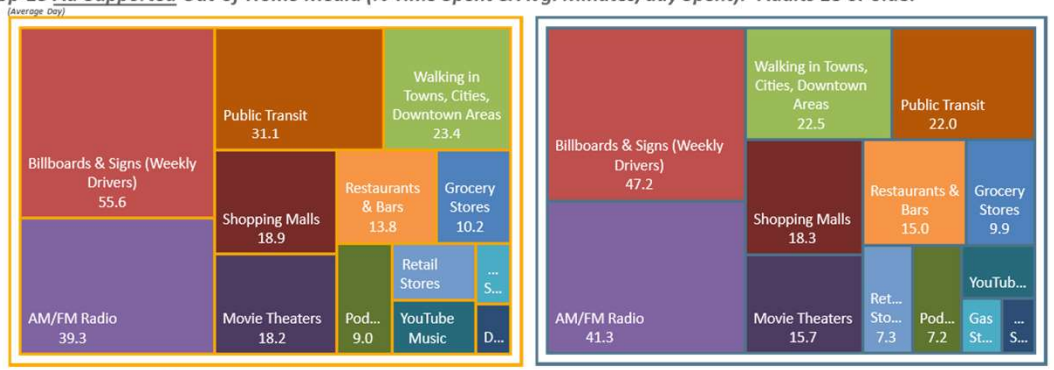
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 916

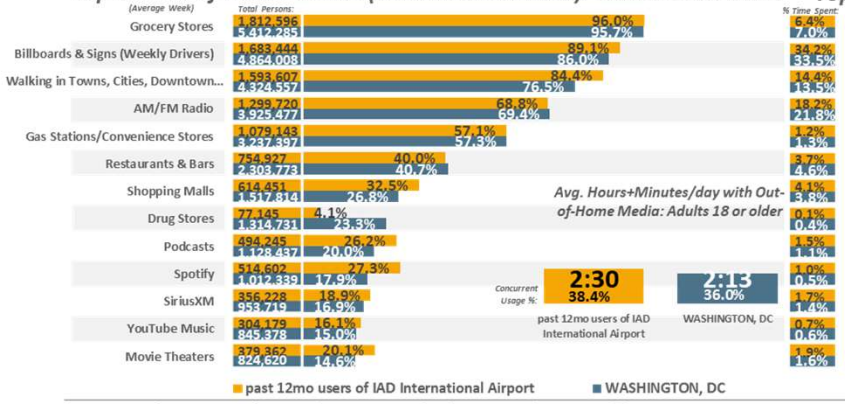
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

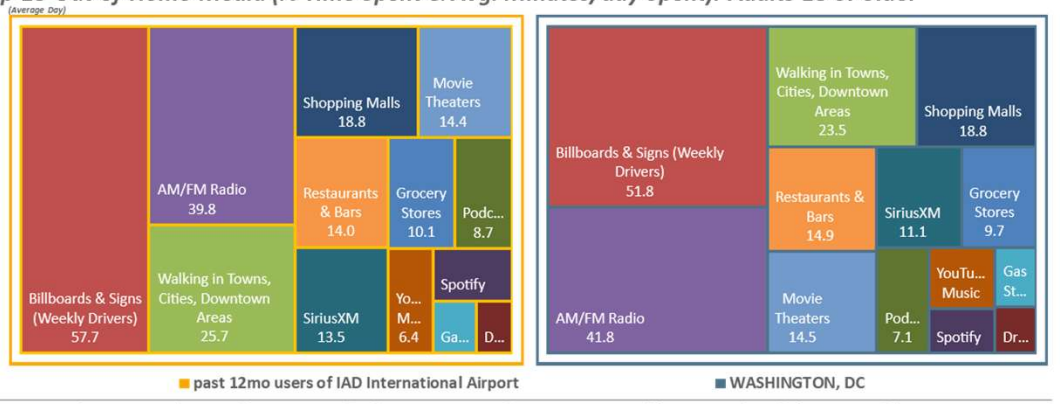
Airports used as point of departure past 12 months: Chicago Midway International

1,683,444 or 89.1% of Adults 18 or older past 12mo users of IAD International Airport spend an average of 57.7 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 35.3 minutes/day.

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



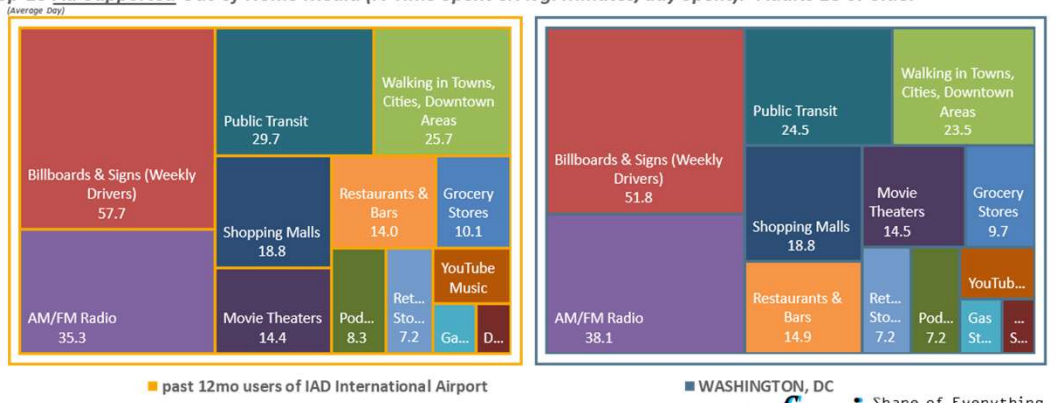
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

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

soefa.ai Share of Everything for Anything ©

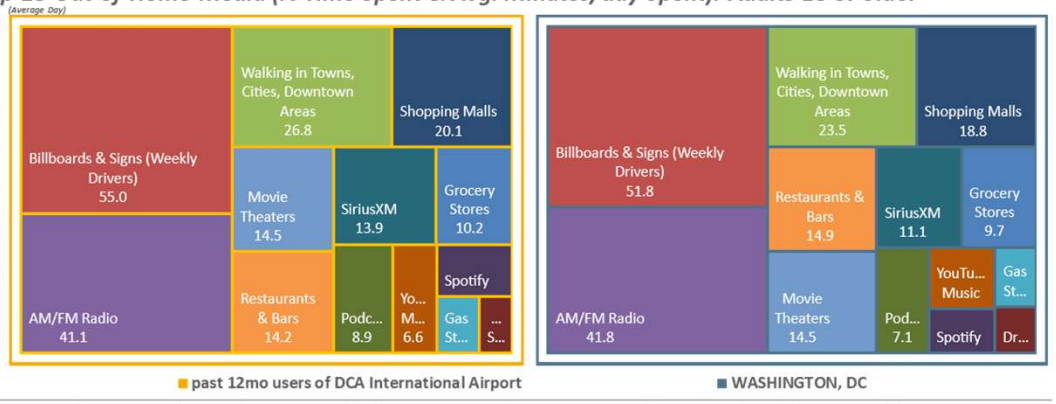
Airports used as point of departure past 12 months: Dulles International

1,665,953 or 87.7% of Adults 18 or older past 12mo users of DCA International Airport spend an average of 55. minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/day.

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



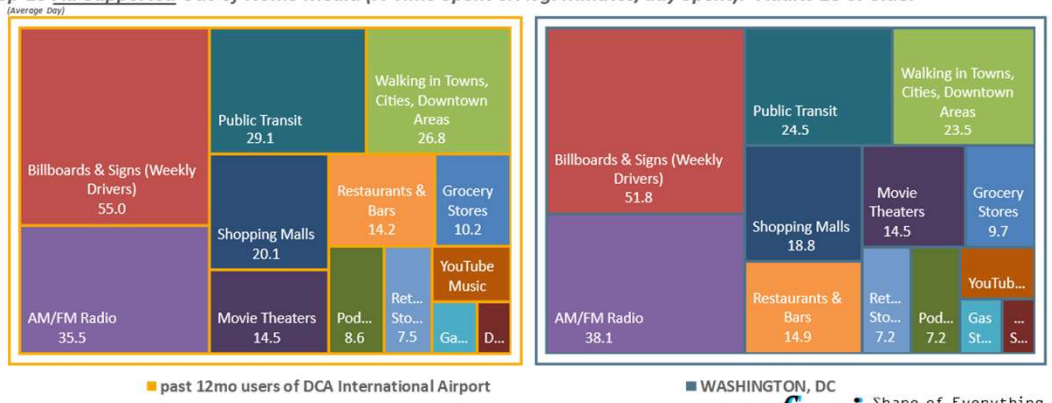
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,845

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

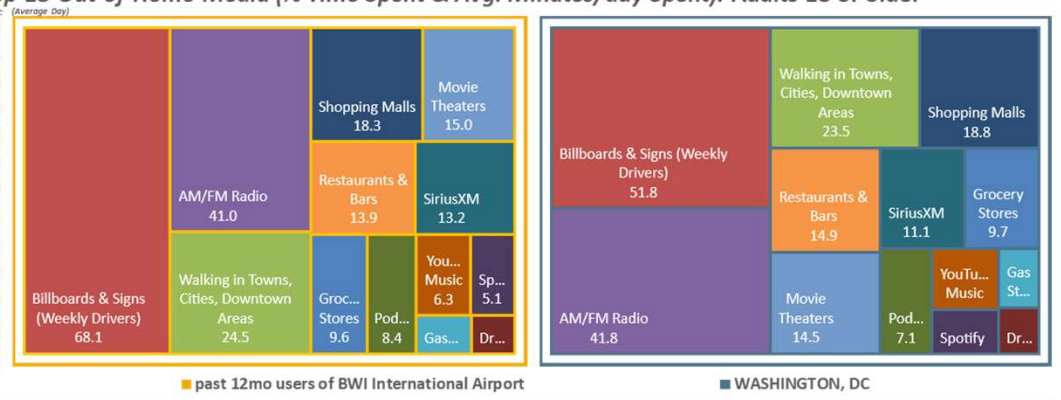
BALTIMORE/WASHINGTON INTERNATIONAL

1,086,512 or 86.9% of Adults 18 or older past 12mo users of BWI International Airport spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

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



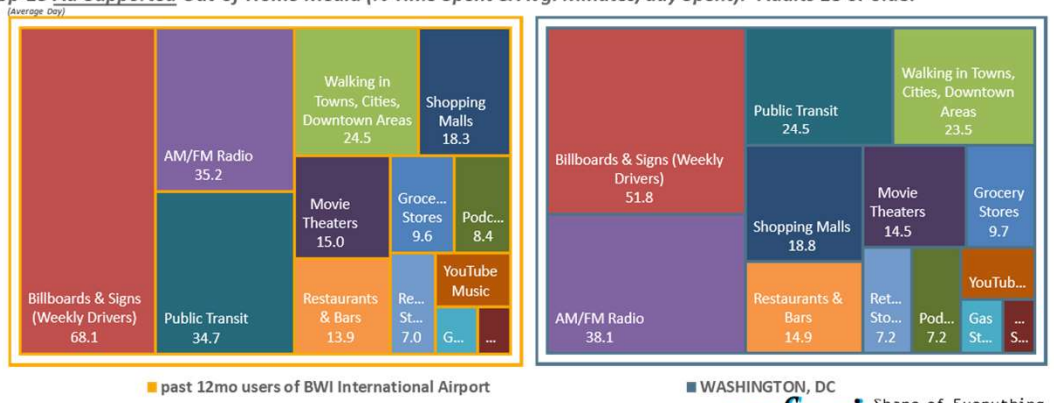
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,106

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

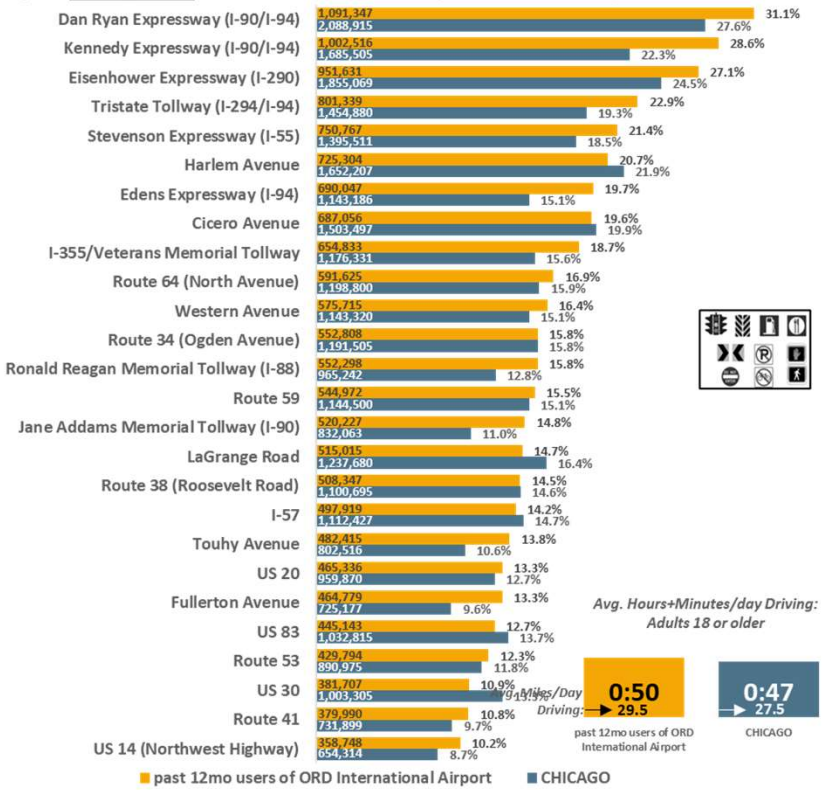
soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

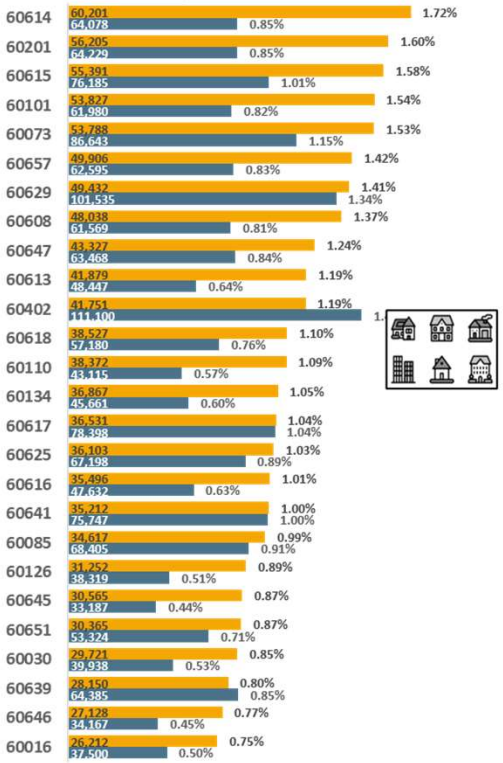
O'HARE INTERNATIONAL AIRPORT

3,072,052 or 87.6% of Adults 18 or older past 12mo users of ORD International Airport spend an average of 50.6 minutes per day driving an average of 29.5 miles each day and are 34.8% more likely to use Jane Addams Memorial Tollway (I-90) than the Metro av

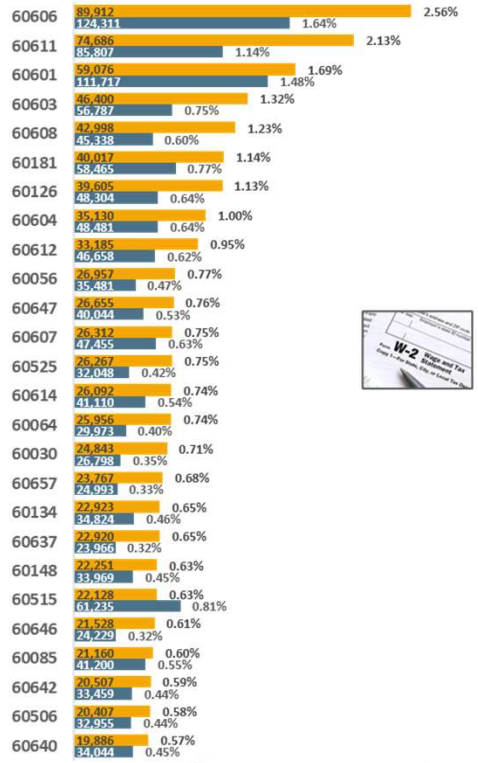
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

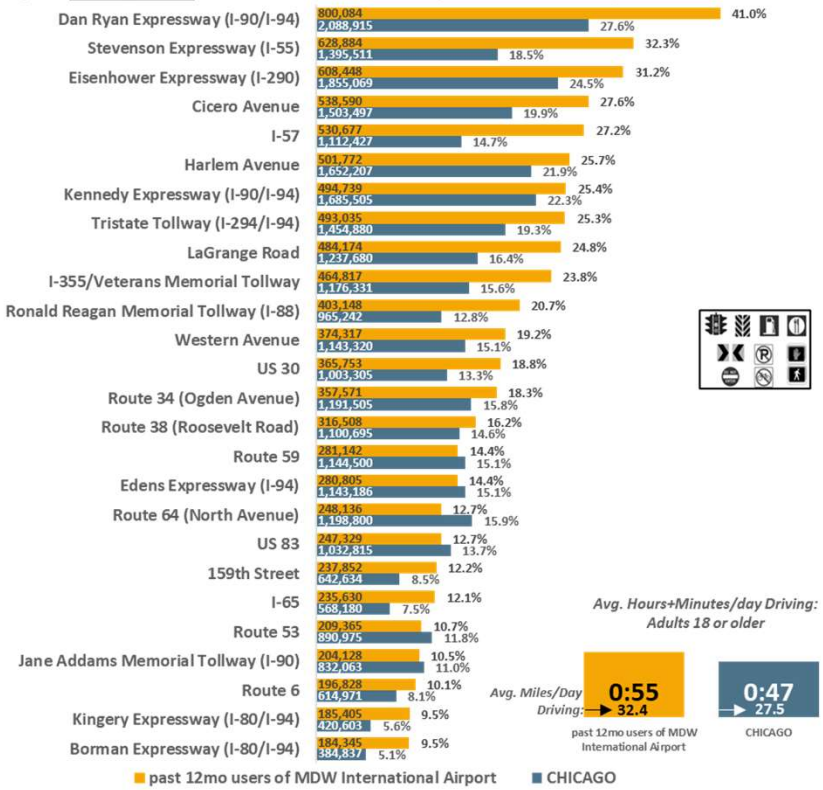
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Chicago O'Hare International

MIDWAY INTERNATIONAL AIRPORT

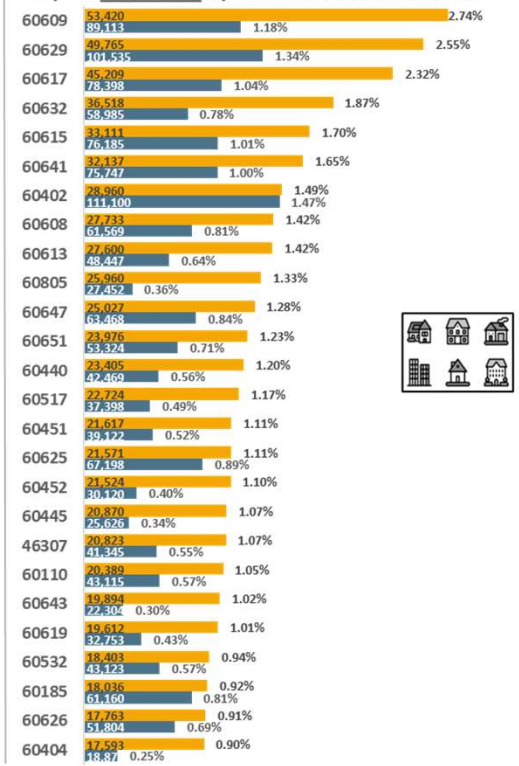
1,712,634 or 87.8% of Adults 18 or older past 12mo users of MDW International Airport spend an average of 55.6 minutes per day driving an average of 32.4 miles each day and are 84.9% more likely to use I-57 than the Metro average.

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

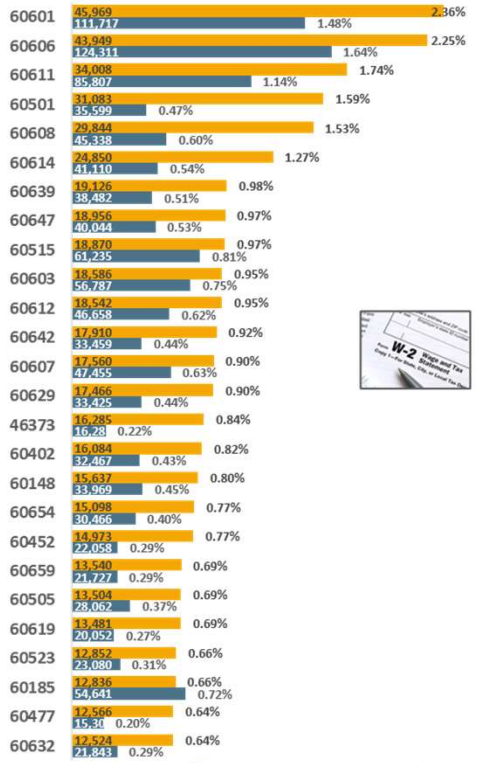


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

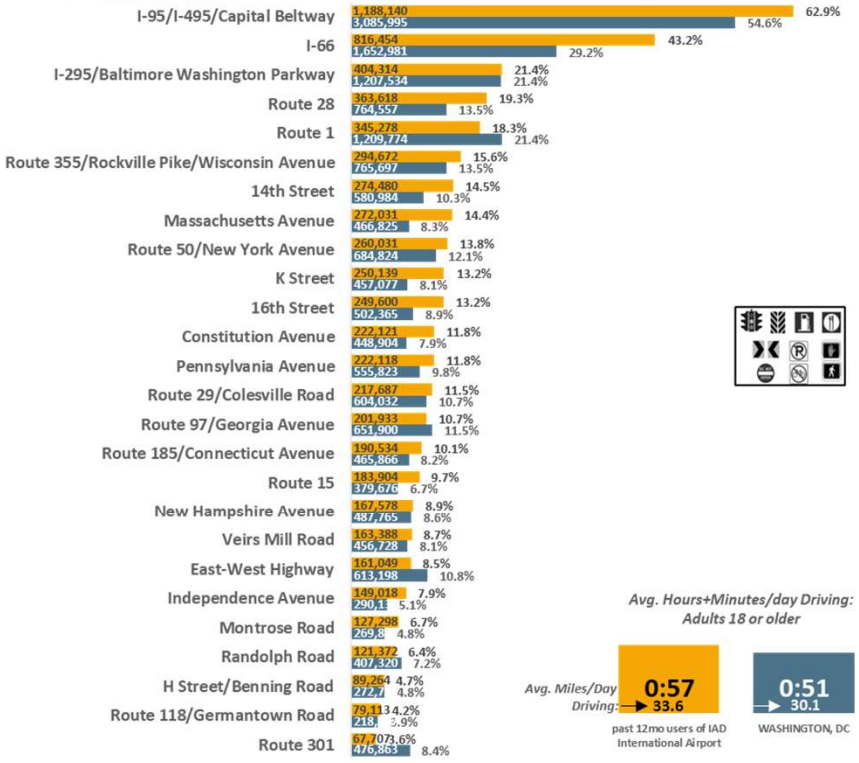
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Chicago Midway International



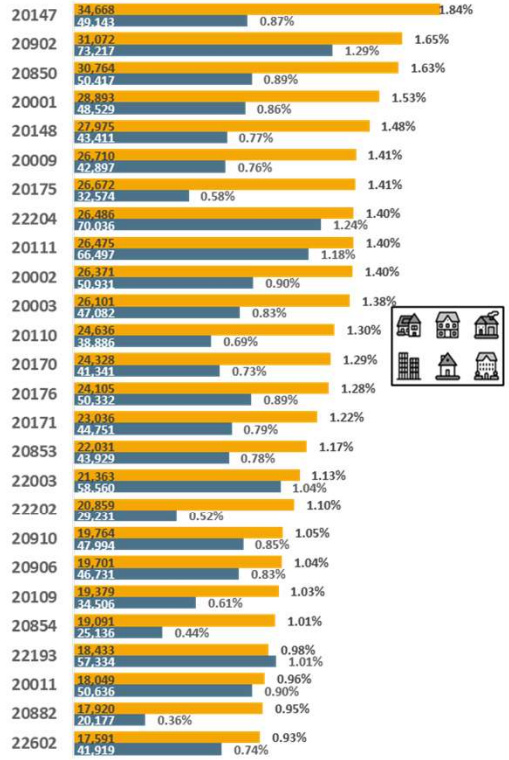
1,683,444 or 89.1% of Adults 18 or older past 12mo users of IAD International Airport spend an average of 57.7 minutes per day driving an average of 33.6 miles each day and are 74.5% more likely to use Massachusetts Avenue than the Metro average.

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

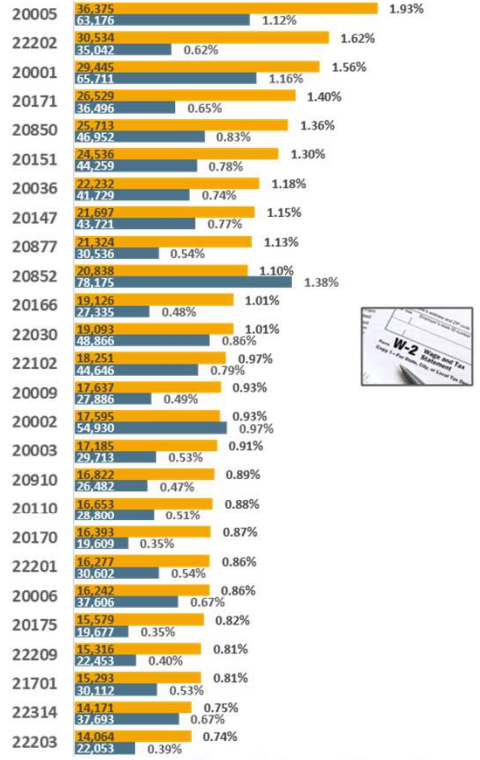


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851

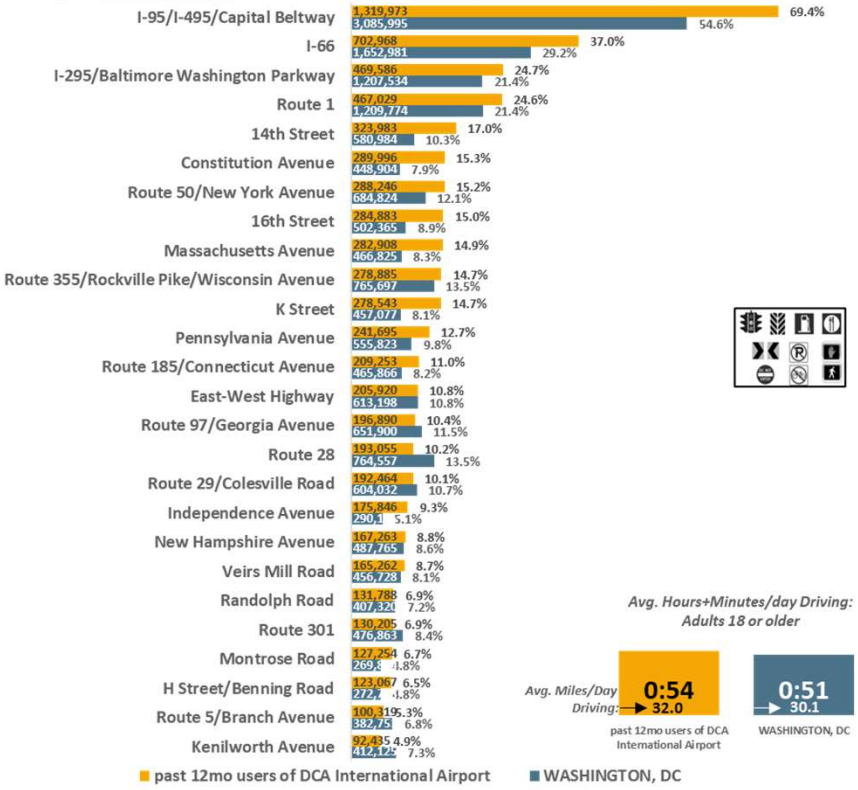
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Airports used as point of departure past 12 months: Dulles International



1,665,953 or 87.7% of Adults 18 or older past 12mo users of DCA International Airport spend an average of 55. minutes per day driving an average of 32. miles each day and are 92.2% more likely to use Constitution Avenue than the Metro average.

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



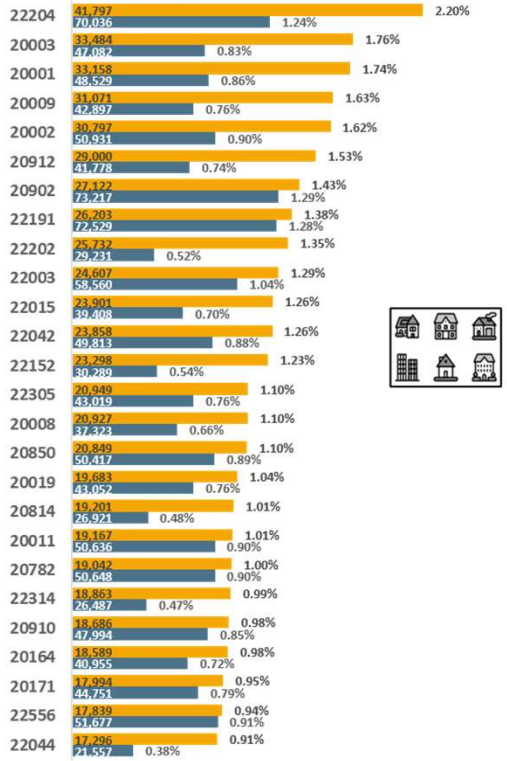
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.0

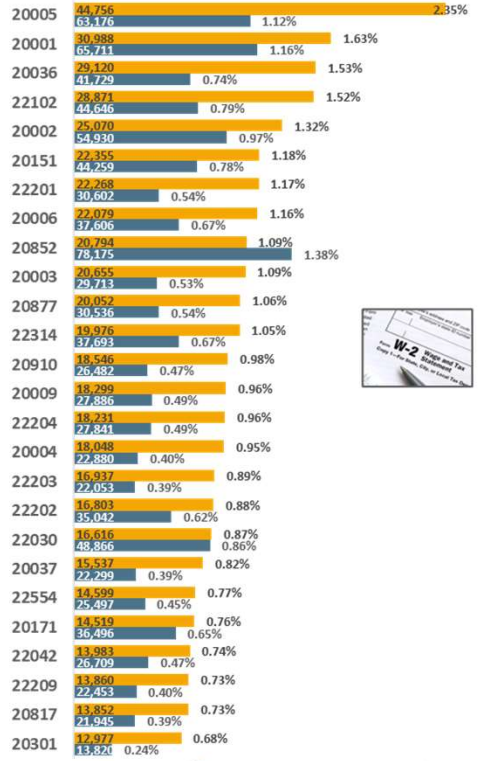
0:54 past 12mo users of DCA International Airport

0:51 (30.1) WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

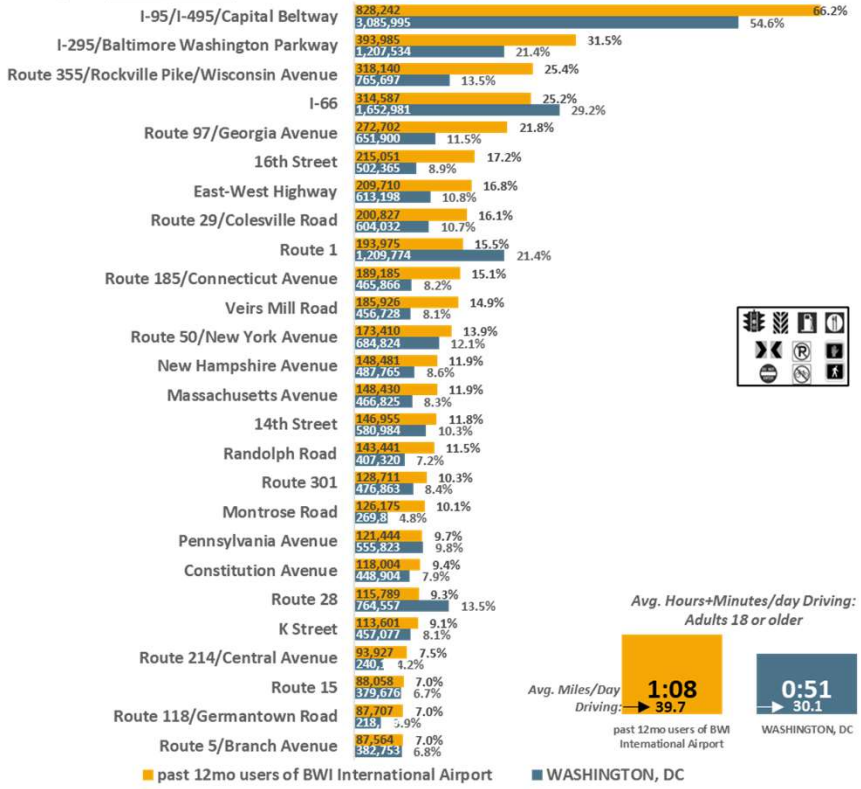
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

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

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

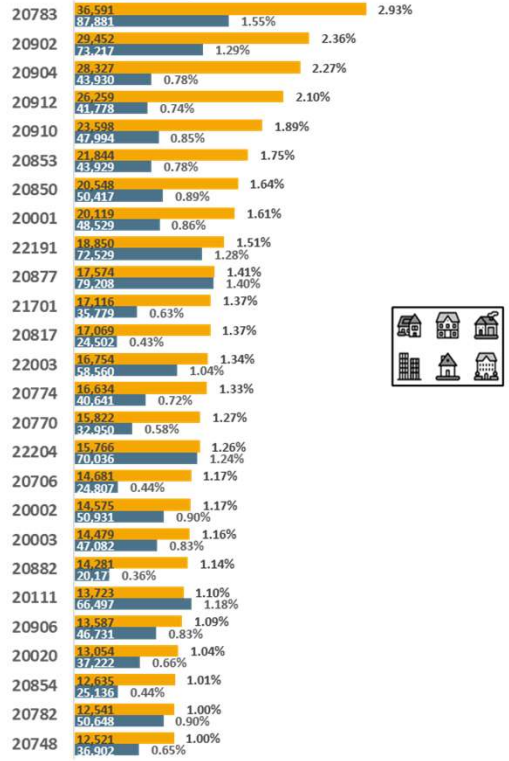
1,086,512 or 86.9% of Adults 18 or older past 12mo users of BWI International Airport spend an average of 68.1 minutes per day driving an average of 39.7 miles each day and are 111.4% more likely to use Montrose Road than the Metro average.

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

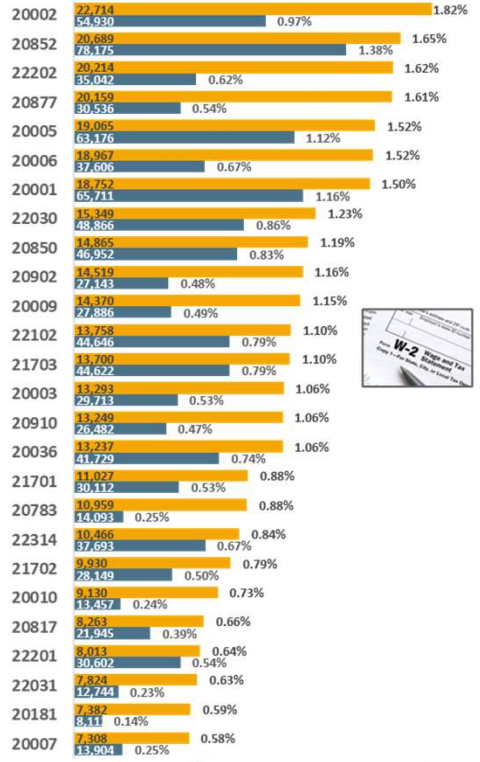


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



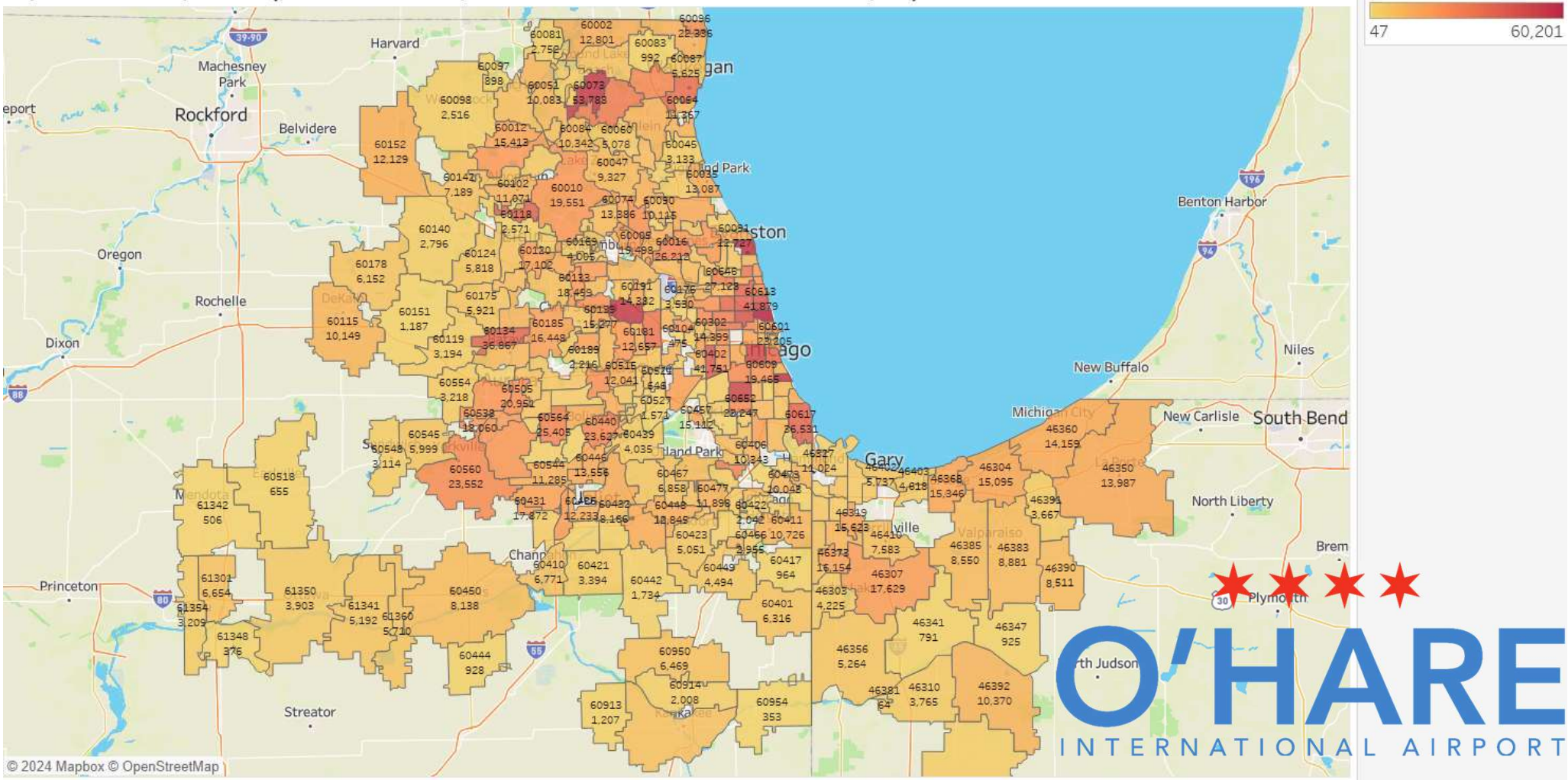
soefa.ai Share of Everything for Anything ©

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

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

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

Top Residential Zip Codes: (Adults 18 or older past 12mo users of ORD International Airport)



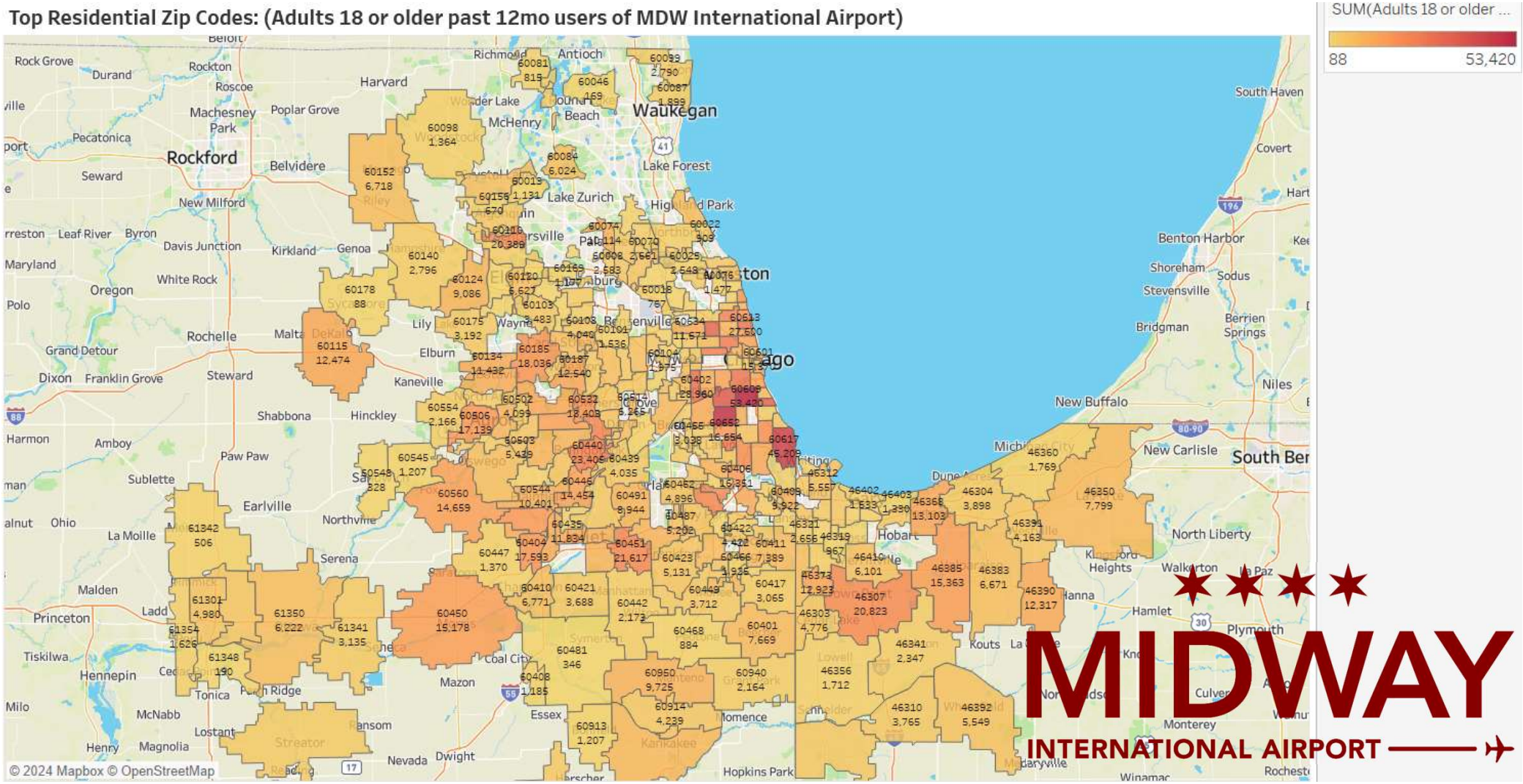
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,602

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

soefa.ai Share of Everything for Anything

Airports used as point of departure past 12 months: Chicago O'Hare International

Top Residential Zip Codes: (Adults 18 or older past 12mo users of MDW International Airport)



MIDWAY
INTERNATIONAL AIRPORT

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

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

soefa.ai Share of Everything for Anything

Airports used as point of departure past 12 months: Chicago Midway International

Top Residential Zip Codes: (Adults 18 or older past 12mo users of IAD International Airport)



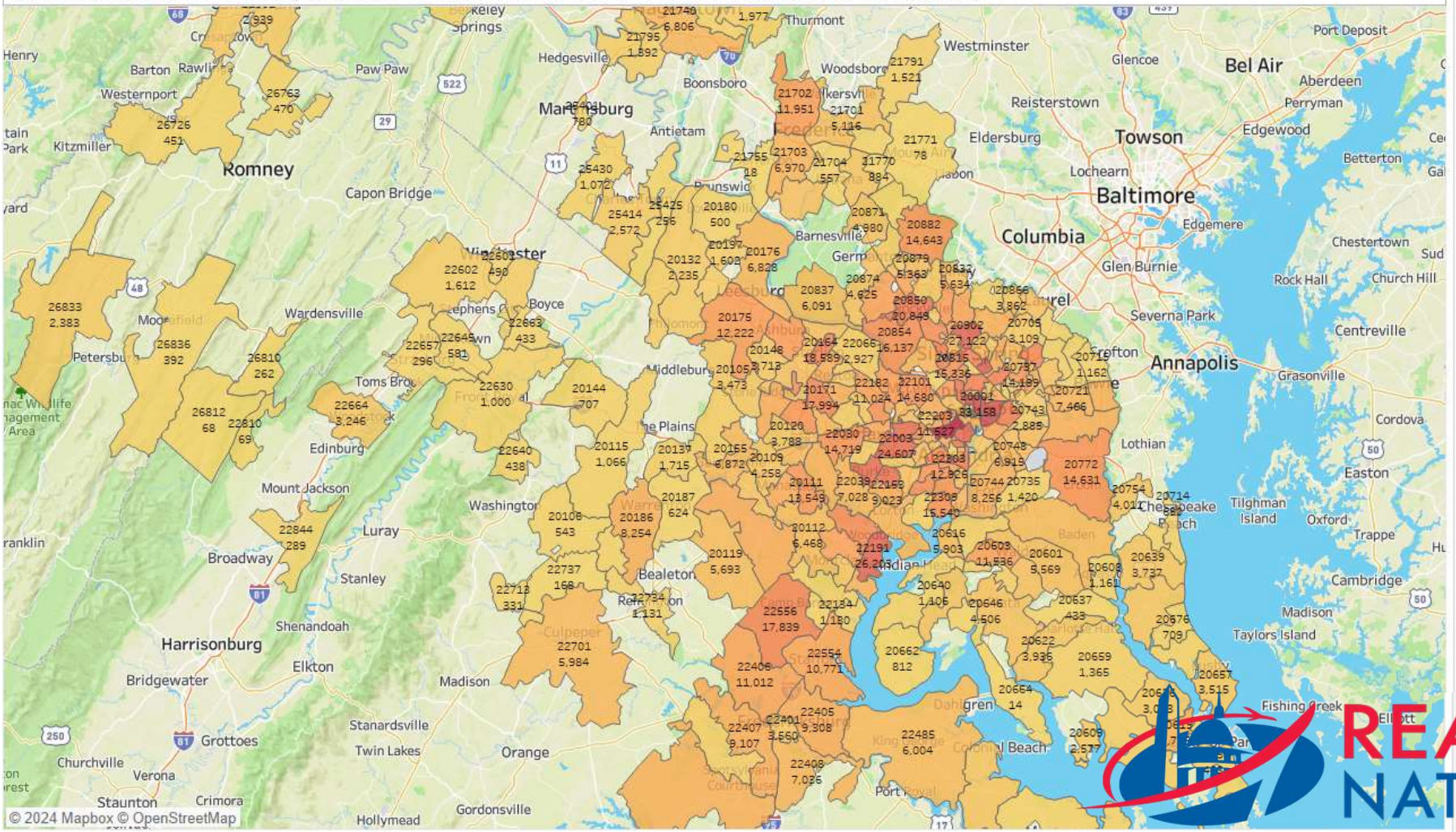
DULLES INTERNATIONAL

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,851
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Airports used as point of departure past 12 months: Dulles International

Top Residential Zip Codes: (Adults 18 or older past 12mo users of DCA International Airport)



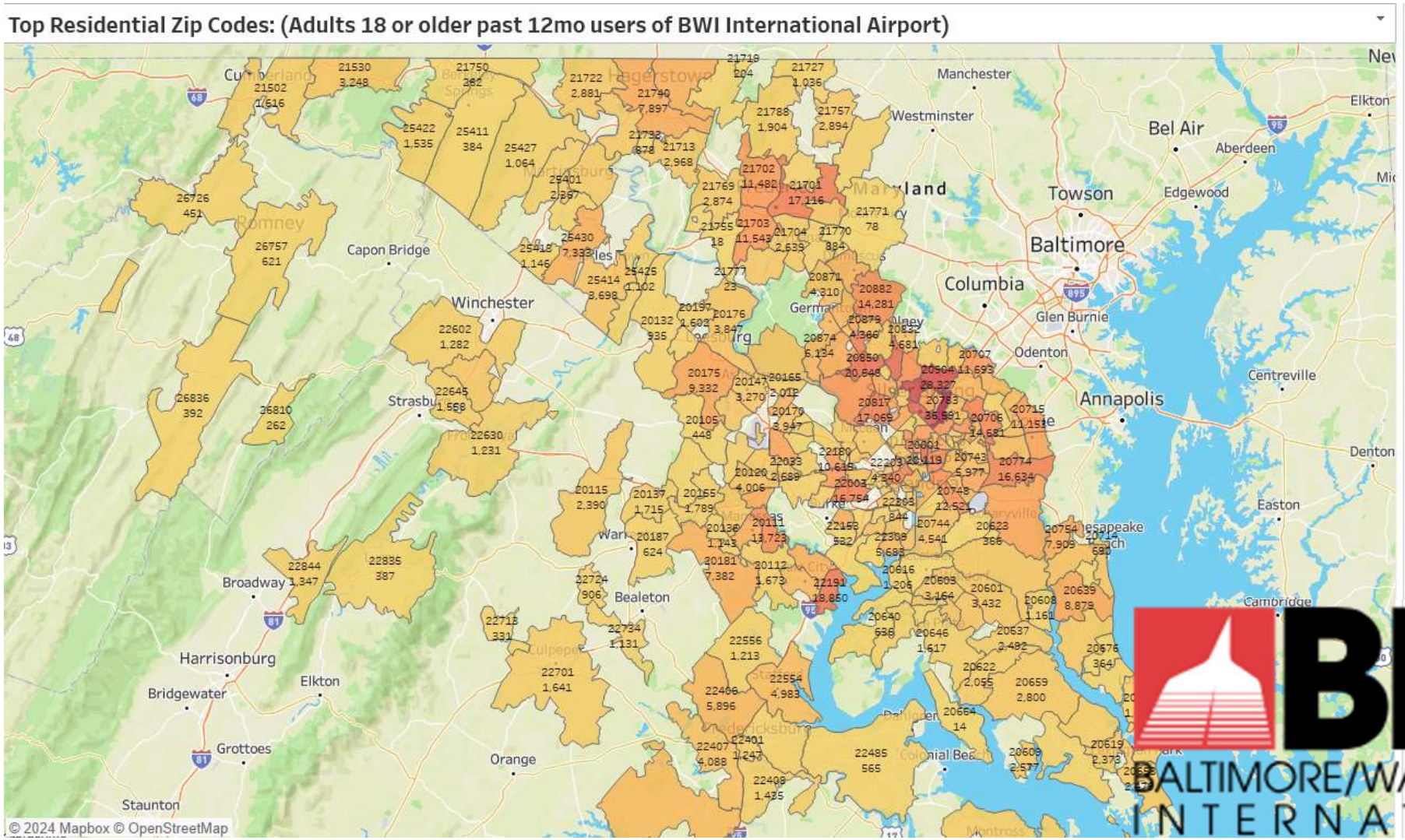
REAGAN NATIONAL

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

soefa.ai Share of Everything for Anything

Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

Top Residential Zip Codes: (Adults 18 or older past 12mo users of BWI International Airport)



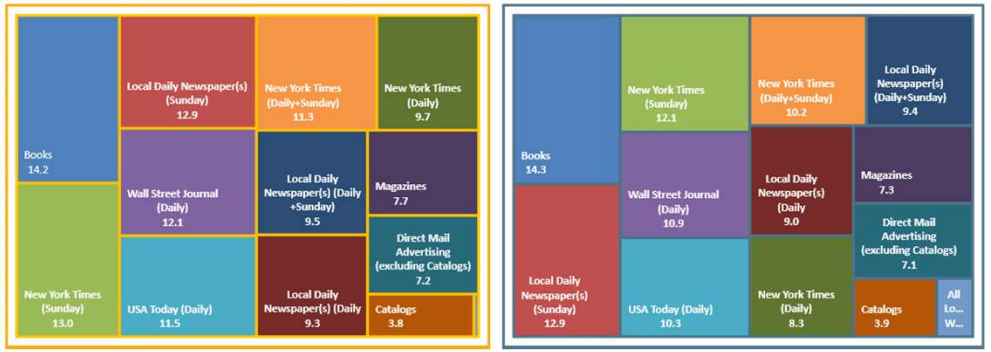
Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)

1,162,517 or 33.2% of Adults 18 or older past 12mo users of ORD International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 33.9% of all time spent daily with All forms of Print Media.

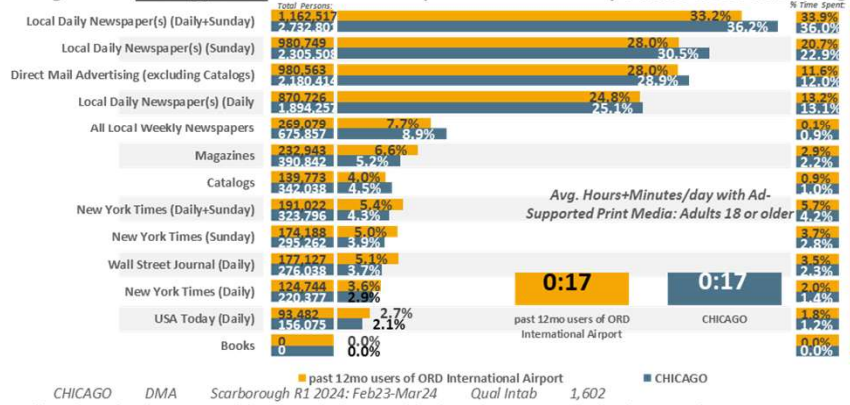
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



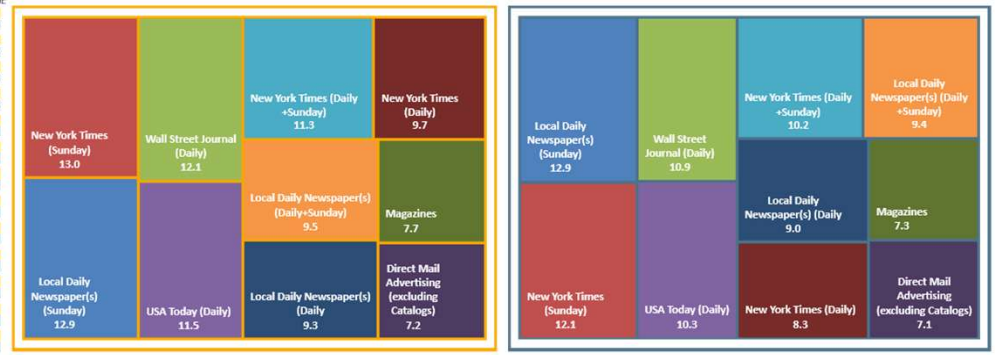
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,602

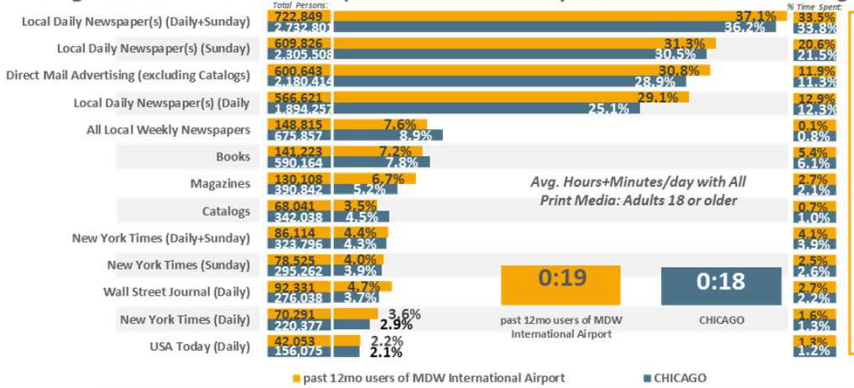
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

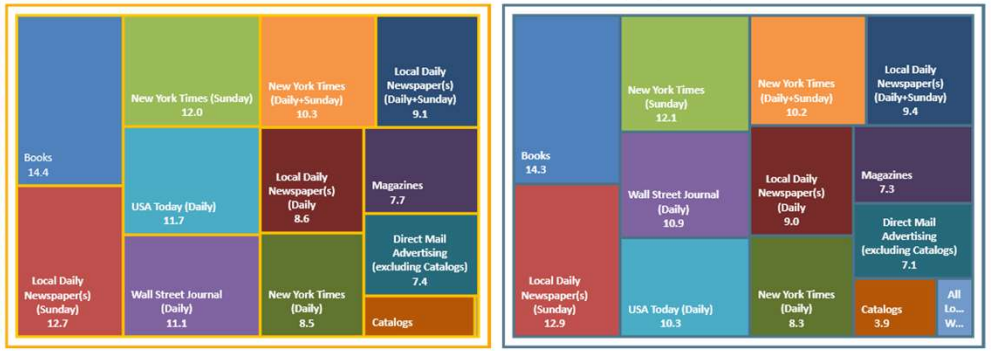
Airports used as point of departure past 12 months: Chicago O'Hare International

722,849 or 37.1% of Adults 18 or older past 12mo users of MDW International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 35.5% of all time spent daily with All forms of Print Media.

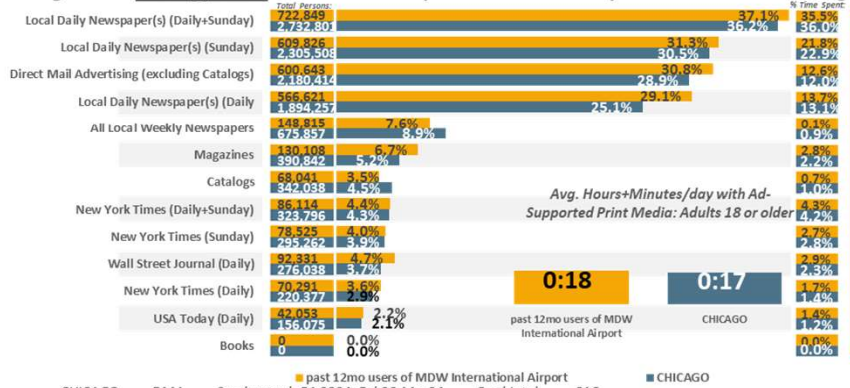
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



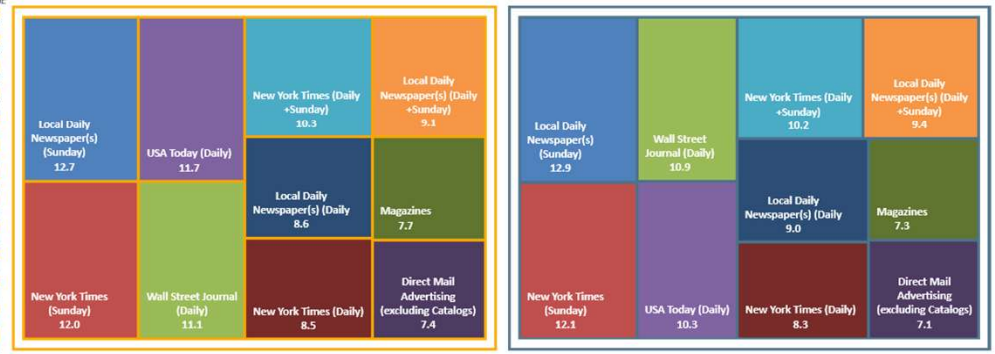
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 916

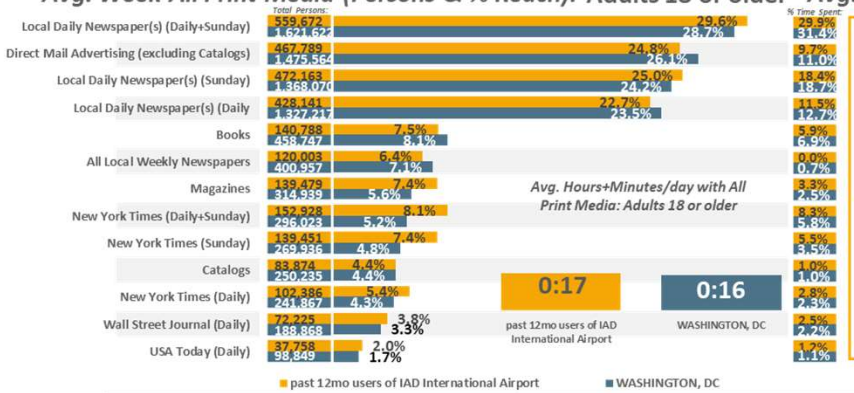
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

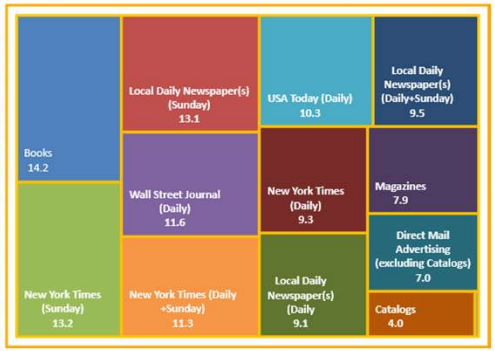
Airports used as point of departure past 12 months: Chicago Midway International

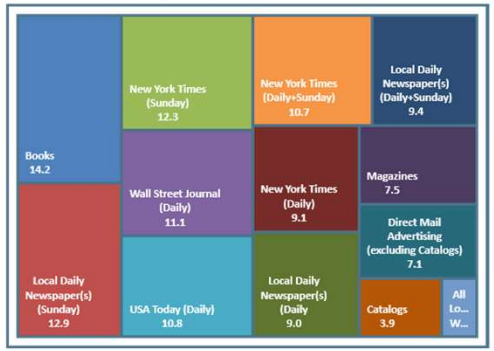
559,672 or 29.6% of Adults 18 or older past 12mo users of IAD International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

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

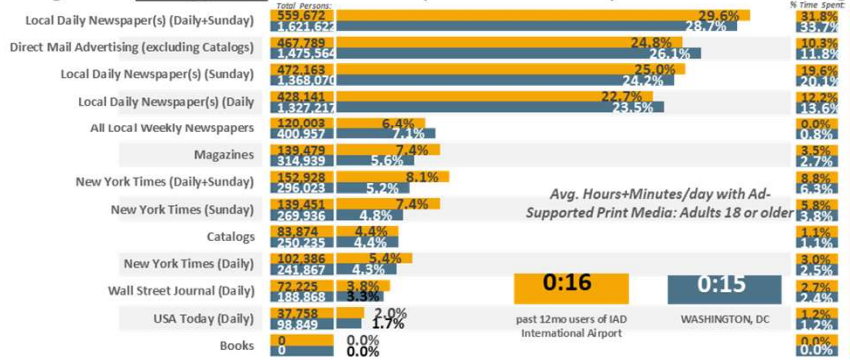


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

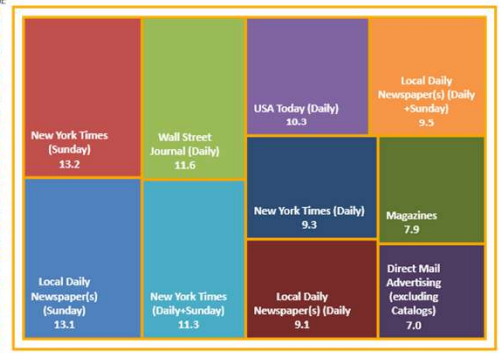


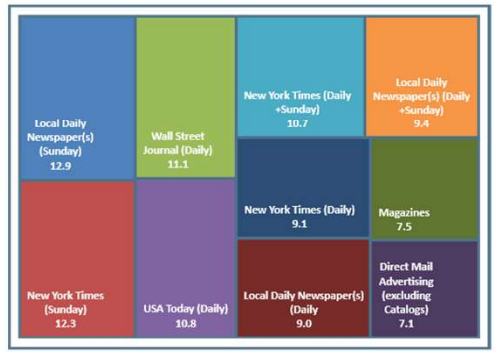


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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 1,851

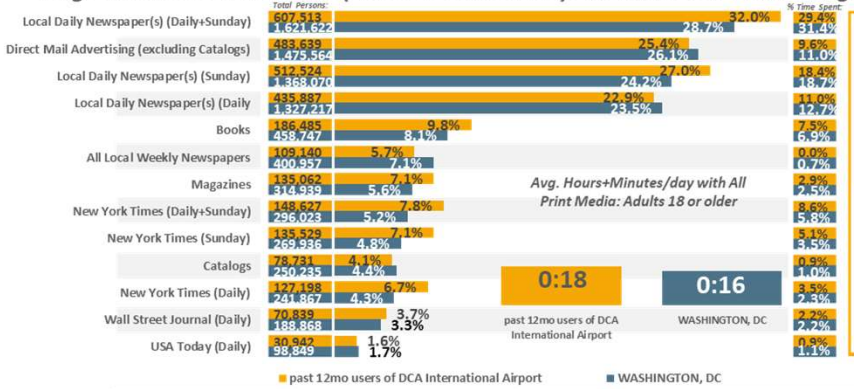
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

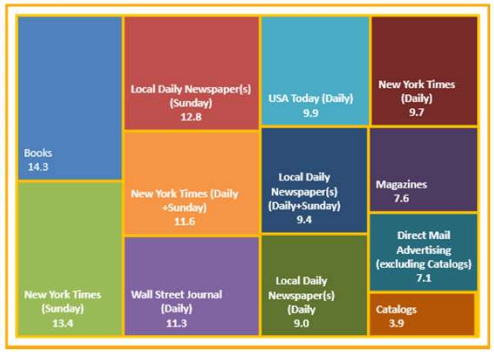
soefa.ai Share of Everything for Anything ©

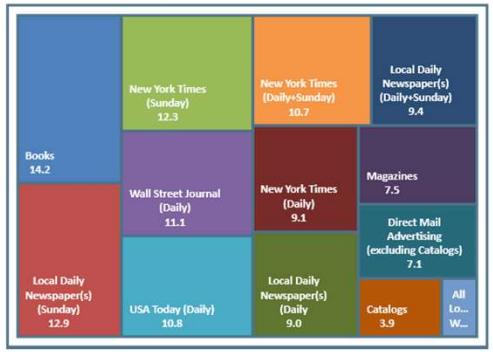
Airports used as point of departure past 12 months: Dulles International

607,513 or 32.% of Adults 18 or older past 12mo users of DCA International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

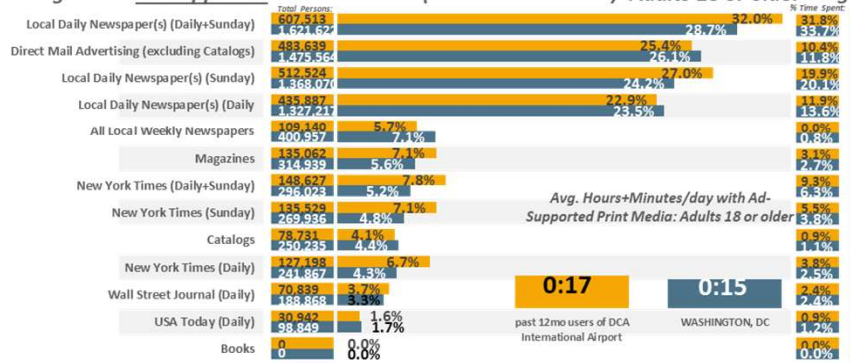
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

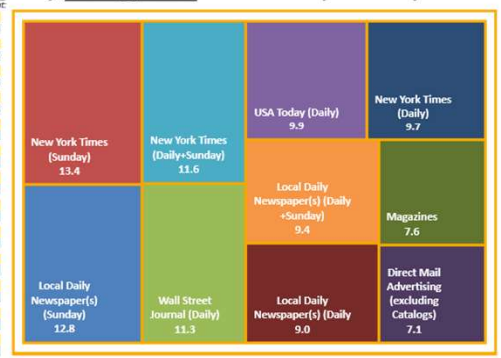


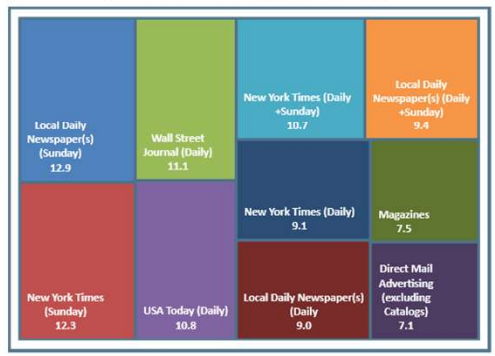




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,845

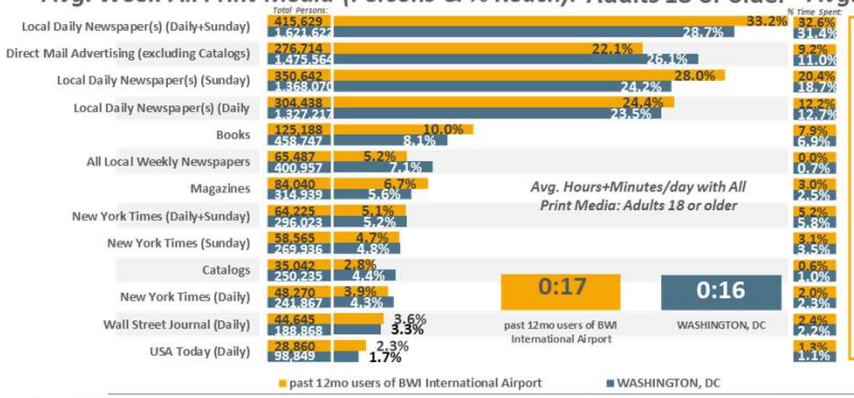
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

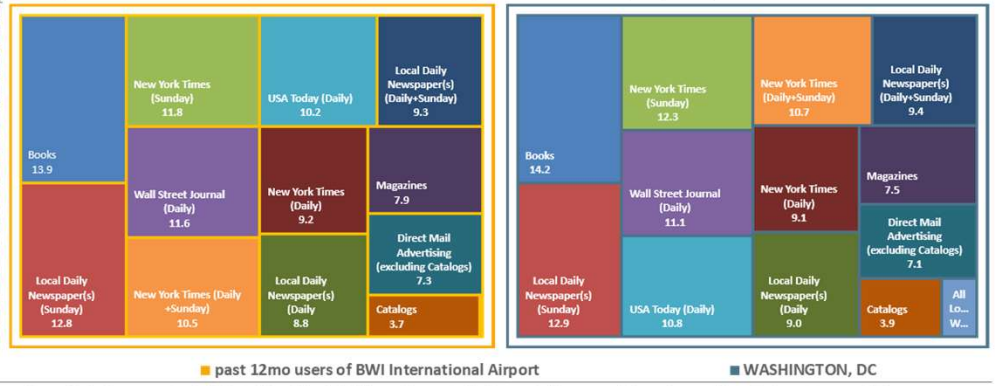
Airports used as point of departure past 12 months: Ronald Reagan National (Washington, D.C.)

415,629 or 33.2% of Adults 18 or older past 12mo users of BWI International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

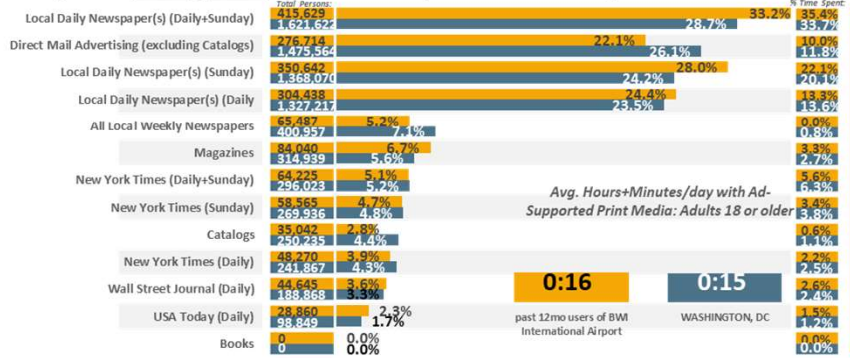
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



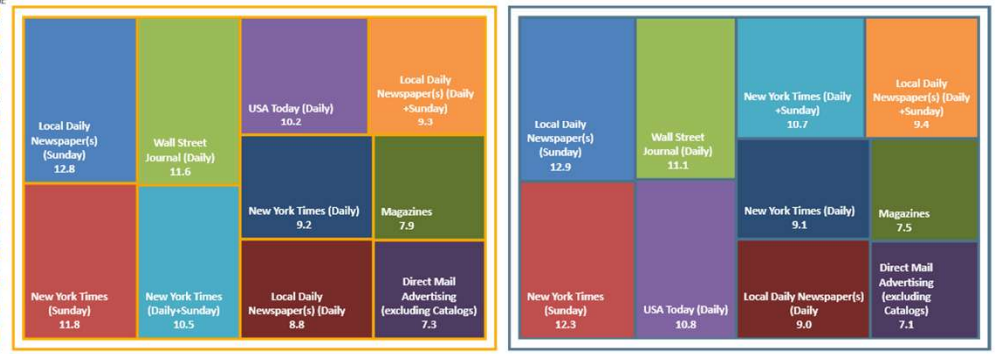
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,106

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

soefa.ai Share of Everything for Anything ©

Airports used as point of departure past 12 months: Baltimore-Washington International (BWI)