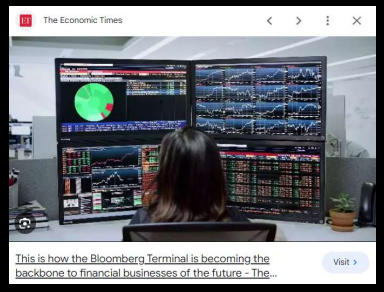
USA – Local DMA P18+ past 12mos Visitors of 5 More ZOOs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Local DMA past 12 months Visitors to Phoenix Zoo, Point Defiance Zoo and Aquarium, Woodland Park Zoo, Saint Louis Zoo, Smithsonian National Zoo Park as of April 2024!



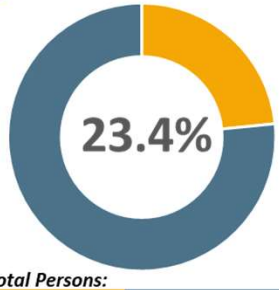
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Events attended/places visited past 12 months: Phoenix Zoo *Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)* *Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)* *Events attended/places visited past 12 months: Saint Louis Zoo* *Events attended/places visited past 12 months: Smithsonian National Zoo Park*

phoenix zoo
ARIZONA CENTER for NATURE CONSERVATION

23.4% or 1,080,386 of PHOENIX DMA Adults 18 or older are past 12mo Visitors to the PHOENIX ZOO. Typical Adults 18 or older past 12mo Visitors to the PHOENIX ZOO are 45.4 years old (7.6% younger than average) and have a $107,655 (15.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- past 12mo Visitors to the PHOENIX ZOO
- Remainder of PHOENIX DMA

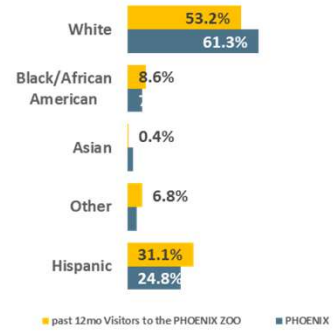
Total Persons:

1,080,386	3,533,931

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	54.1%	49.1%	45.9%	50.9%
Average Age:	44.0	48.6	47.2	49.5
# Persons:	584,086	2,264,144	496,300	2,350,173

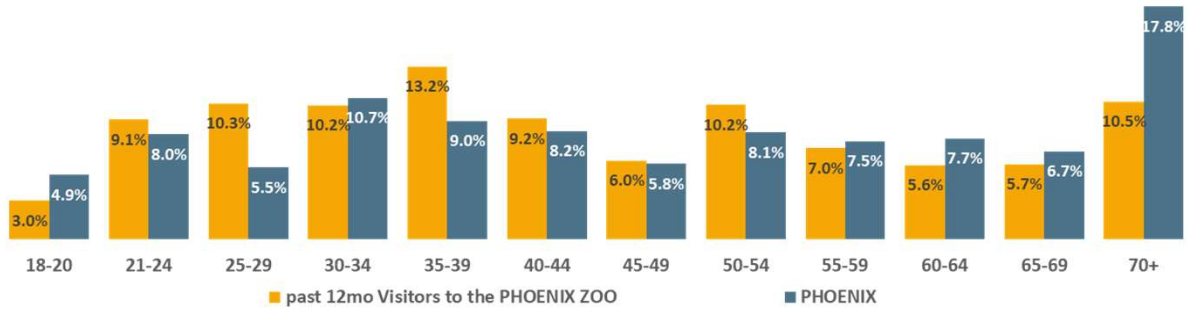
Ethnicity of Target vs. Market:



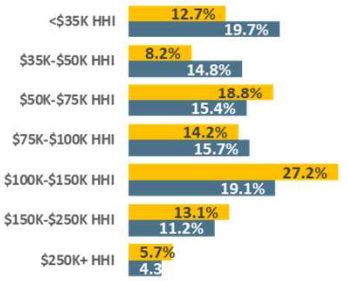
Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 45.4	49.1

past 12mo Visitors to the PHOENIX ZOO | PHOENIX



HHI of Target vs. Market:



Avg HHI:	$107,655	$92,998

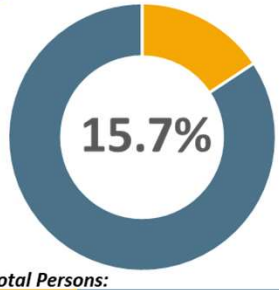
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

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Events attended/places visited past 12 months: Phoenix Zoo

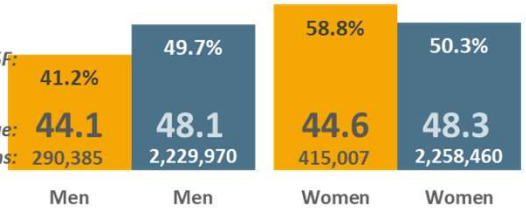
15.7% or 705,392 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the POINT DEFIANCE ZOO. Typical Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO are 44.4 years old (8.% younger than average) and have a $122,440 (3.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

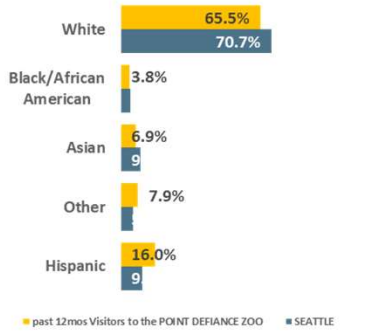


Total Persons:	705,392	3,783,038

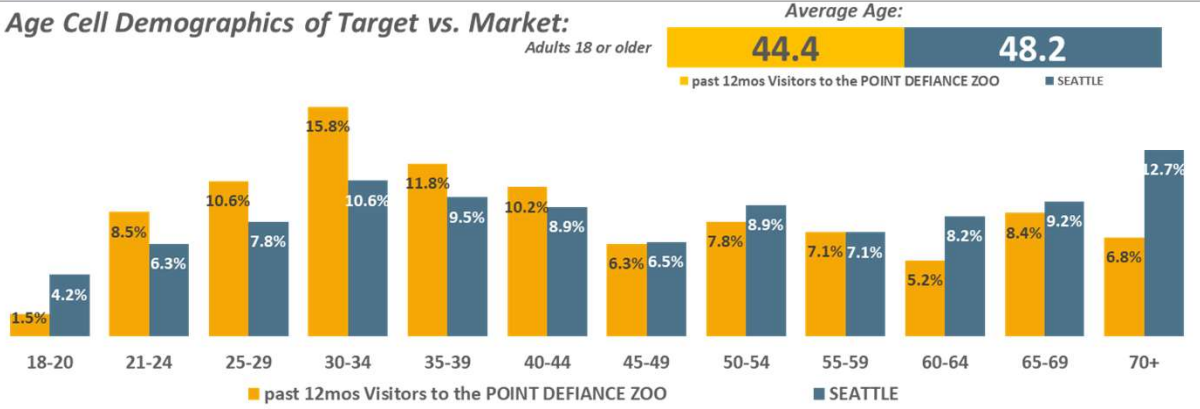
Gender of Target vs. Market: Adults 18 or older



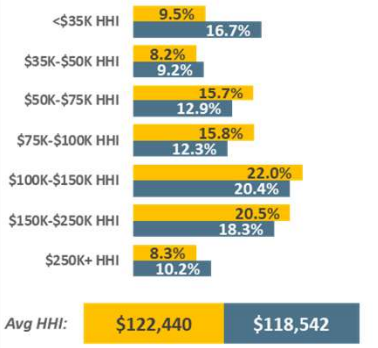
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$122,440	$118,542

SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

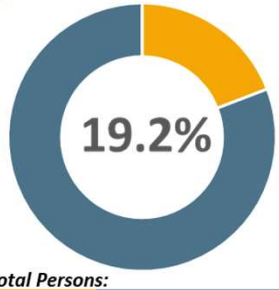
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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

WOODLAND PARK ZOO

19.2% or 859,590 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the WOODLAND PARK ZOO. Typical Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO are 42.2 years old (12.5% younger than average) and have a $138,197 (16.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



past 12mos Visitors to the WOODLAND PARK ZOO

Remainder of SEATTLE DMA

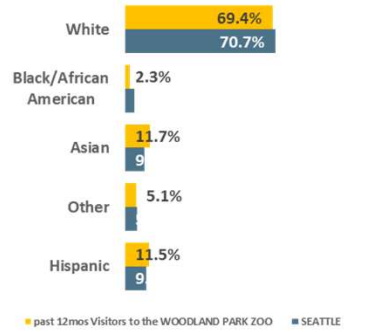
Total Persons:

859,590	3,628,840

Gender of Target vs. Market: Adults 18 or older

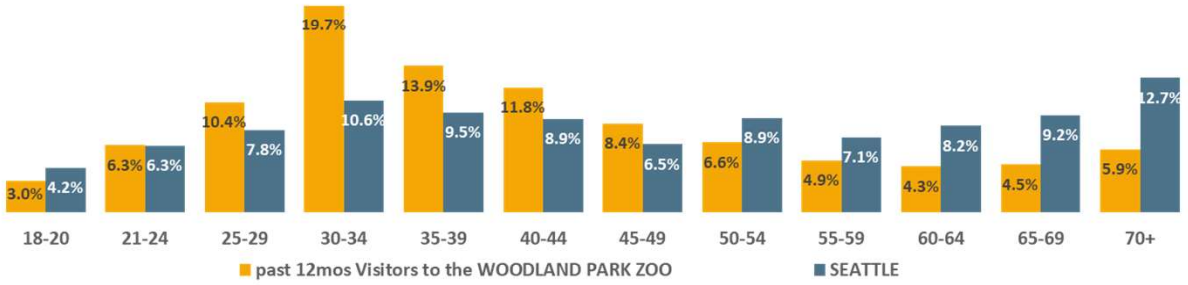
	Men	Men	Women	Women
%M vs. %F:	49.9%	49.7%	50.1%	50.3%
Average Age:	42.2	48.1	42.2	48.3
# Persons:	428,944	2,229,970	430,646	2,258,460

Ethnicity of Target vs. Market:

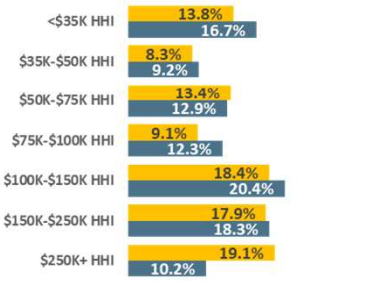


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
past 12mos Visitors to the WOODLAND PARK ZOO	42.2
SEATTLE	48.2



HHI of Target vs. Market:



Avg HHI:	$138,197	$118,542

SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

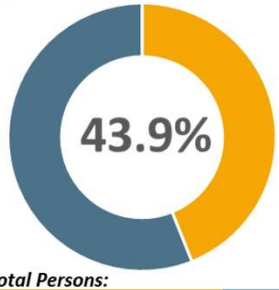
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Saint Louis Zoo
Animals Always®

43.9% or 1,100,565 of ST. LOUIS DMA Adults 18 or older are past 12 months Visitors to the SAINT LOUIS ZOO. Typical Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO are 45.6 years old (8.% younger than average) and have a $98,542 (4.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



past 12 months Visitors to the SAINT LOUIS ZOO

Remainder of ST. LOUIS DMA

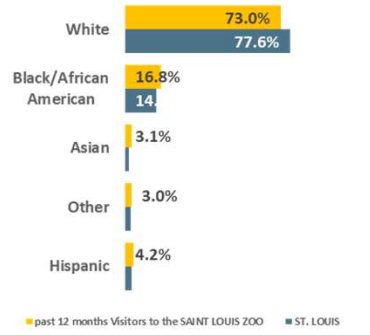
Total Persons:

1,100,565	1,404,500

Gender of Target vs. Market: Adults 18 or older

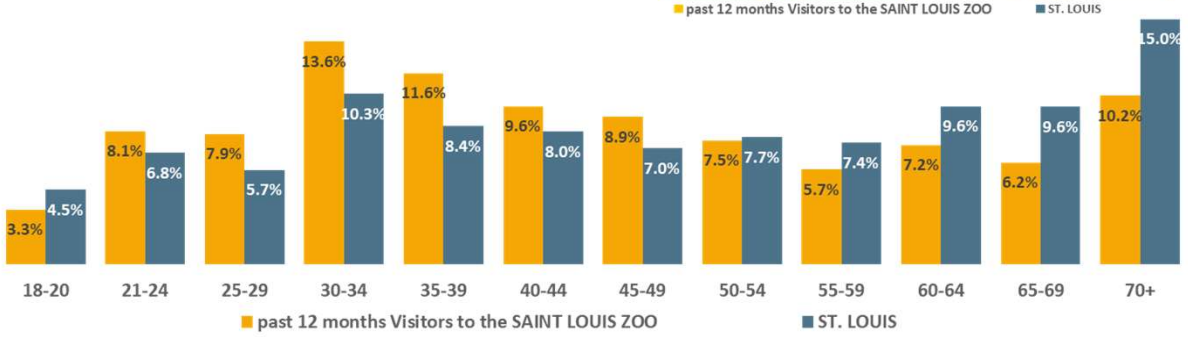
	Men	Men	Women	Women
%M vs. %F:	48.9%	48.3%	51.1%	51.7%
Average Age:	44.8	49.1	46.4	50.0
# Persons:	538,328	1,210,266	562,237	1,294,799

Ethnicity of Target vs. Market:

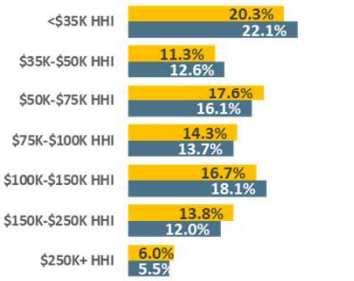


Age Cell Demographics of Target vs. Market:

Average Age:	past 12 months Visitors to the SAINT LOUIS ZOO	ST. LOUIS
Adults 18 or older	45.6	49.6



HHI of Target vs. Market:



Avg HHI:	$98,542	$94,664

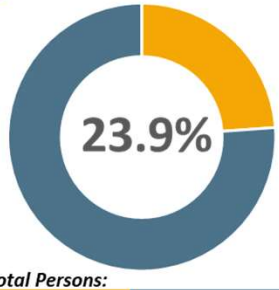
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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Smithsonian
National Zoological Park

23.9% or 1,349,402 of WASHINGTON, DC DMA Adults 18 or older are past 12mo Visitors to the NATIONAL ZOO. Typical Adults 18 or older past 12mo Visitors to the NATIONAL ZOO are 42.3 years old (11.7% younger than average) and have a $138,686 (8.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



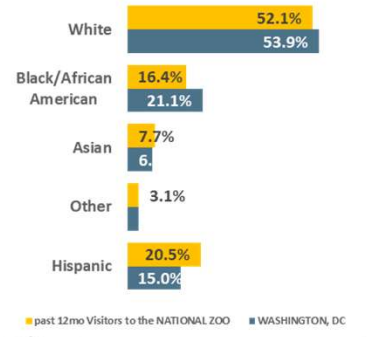
Total Persons:

1,349,402	4,305,030

Gender of Target vs. Market: Adults 18 or older

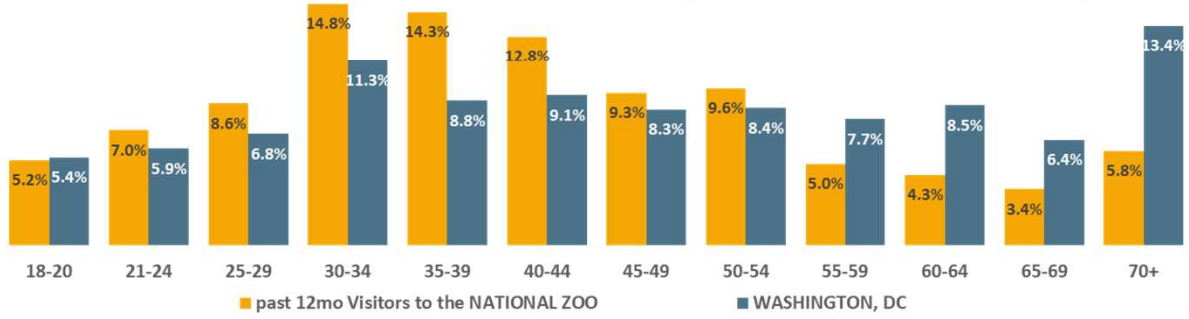
	Men	Men	Women	Women
%M vs. %F:	48.7%	48.2%	51.3%	51.8%
Average Age:	43.3	48.0	41.3	47.8
# Persons:	657,317	2,723,238	692,085	2,931,194

Ethnicity of Target vs. Market:

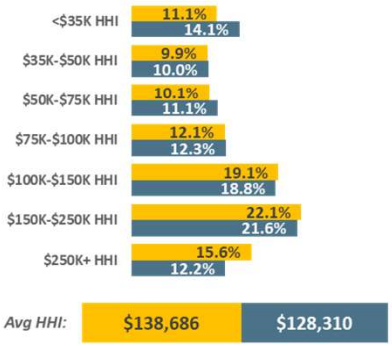


Age Cell Demographics of Target vs. Market:

Average Age:	past 12mo Visitors to the NATIONAL ZOO	WASHINGTON, DC
Adults 18 or older	42.3	47.9



HHI of Target vs. Market:



Avg HHI:	$138,686	$128,310

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

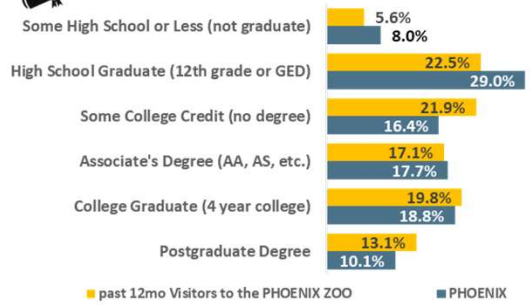
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

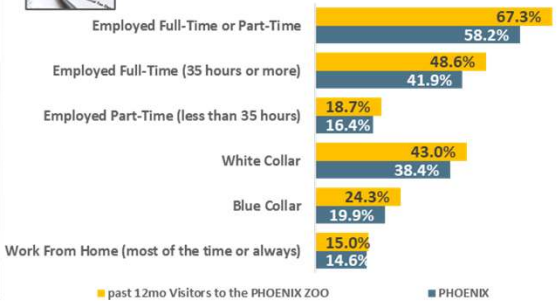
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

23.4% or 1,080,386 of PHOENIX DMA Adults 18 or older are past 12mo Visitors to the PHOENIX ZOO. Adults 18 or older past 12mo Visitors to the PHOENIX ZOO are 14.4% more likely to be a college graduate, 16.1% more likely to work full-time, 10.5% more likely to be married, 26.8% more likely to be a parent of 1 or more children under 18.

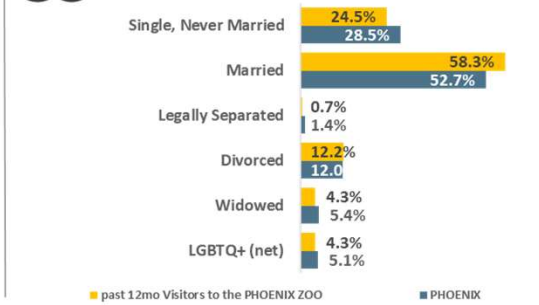
Education Levels: Adults 18 or older



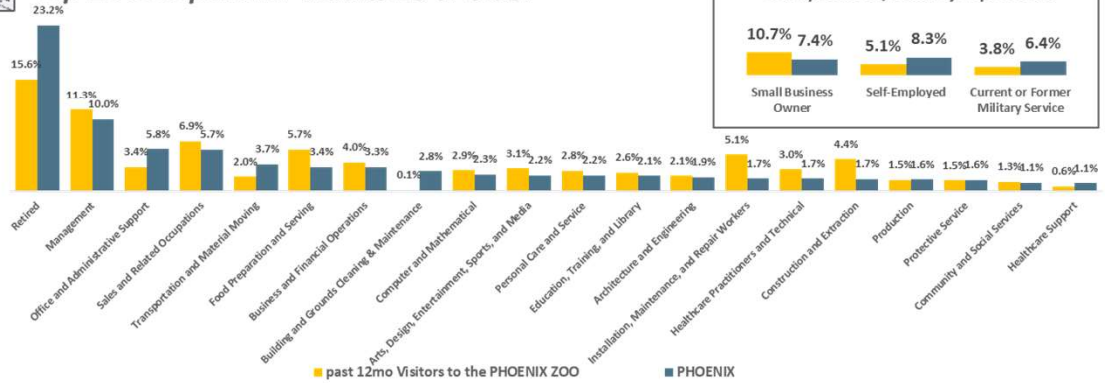
Employment: Adults 18 or older



Marital Status: Adults 18 or older

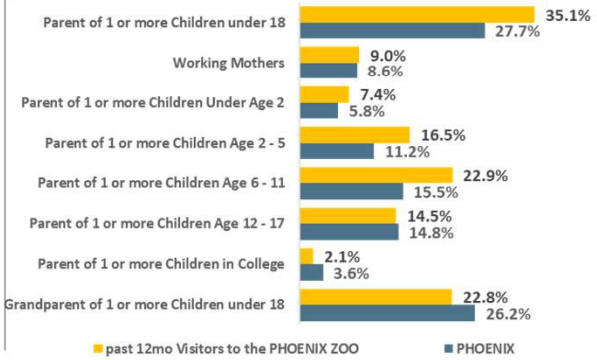


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



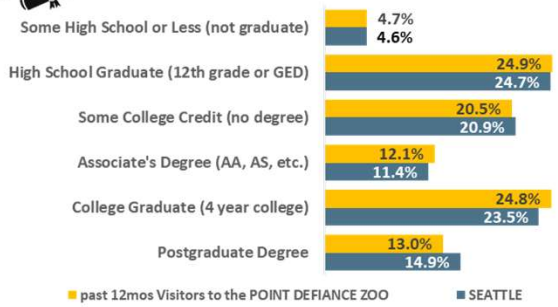
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

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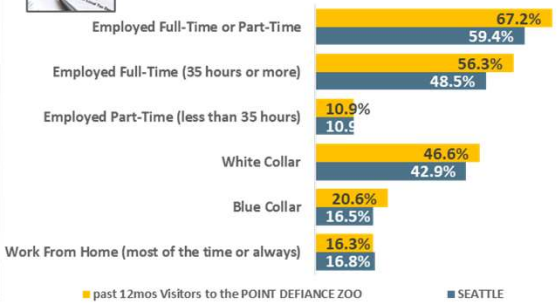
Events attended/places visited past 12 months: Phoenix Zoo

15.7% or 705,392 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the POINT DEFIANCE ZOO. Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO are 1.5% less likely to be a college graduate, 16.2% more likely to work full-time, 1.2% more likely to be married, 44.2% more likely to be a parent of 1 or more children under 18.

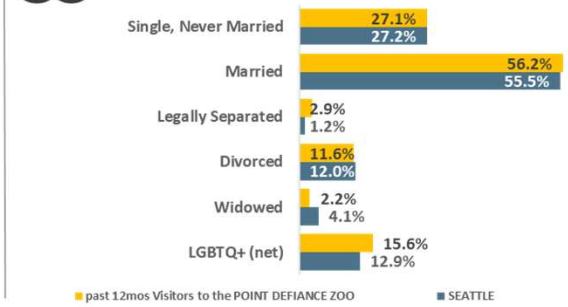
Education Levels: Adults 18 or older



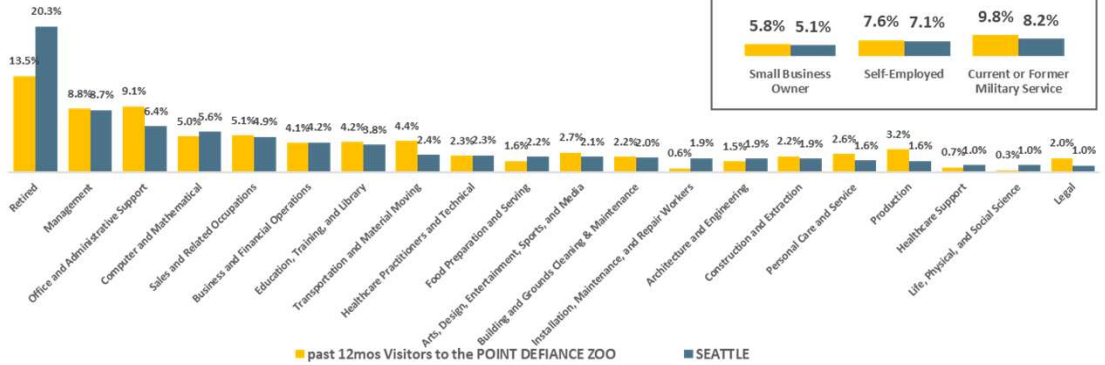
Employment: Adults 18 or older



Marital Status: Adults 18 or older

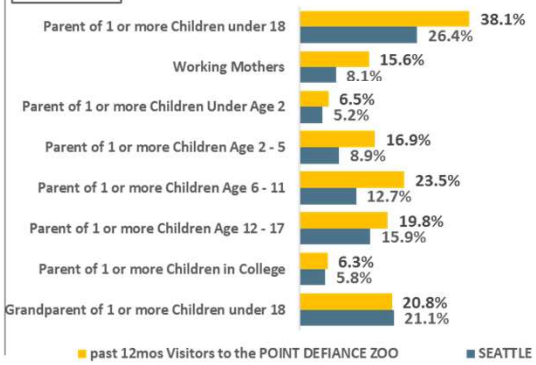


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

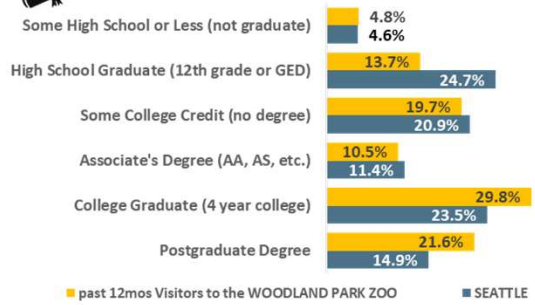
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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

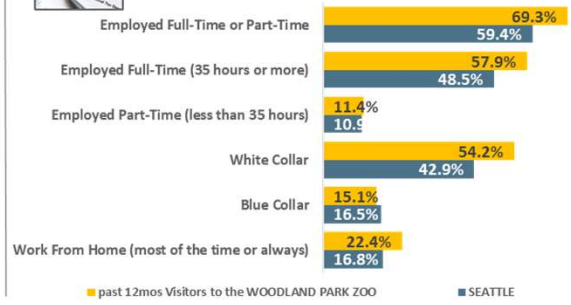
WOODLAND PARK ZOO

19.2% or 859,590 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the WOODLAND PARK ZOO. Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO are 34.1% more likely to be a college graduate, 19.4% more likely to work full-time, 6.2% more likely to be married, 64.1% more likely to be a parent of 1 or more children under 18.

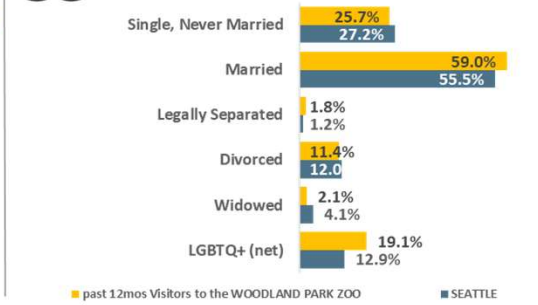
Education Levels: Adults 18 or older



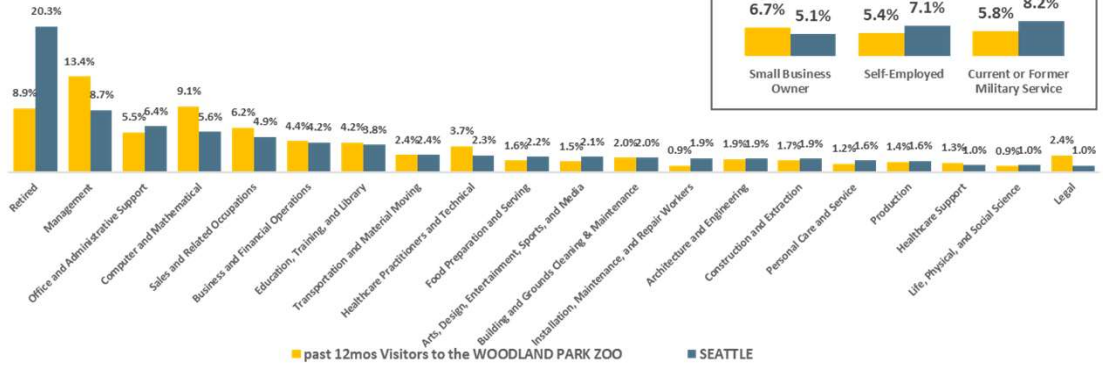
Employment: Adults 18 or older



Marital Status: Adults 18 or older

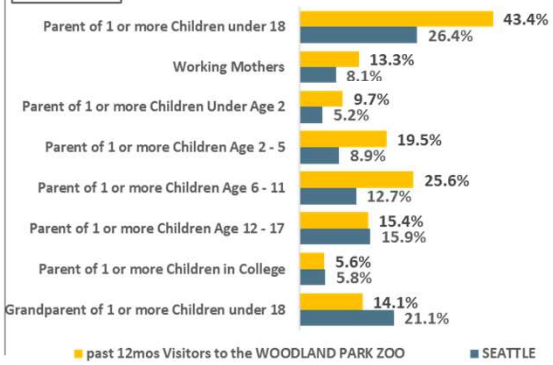


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

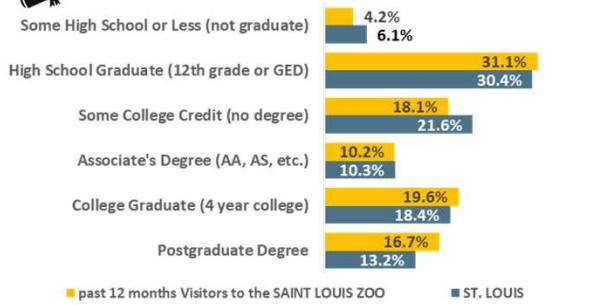
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

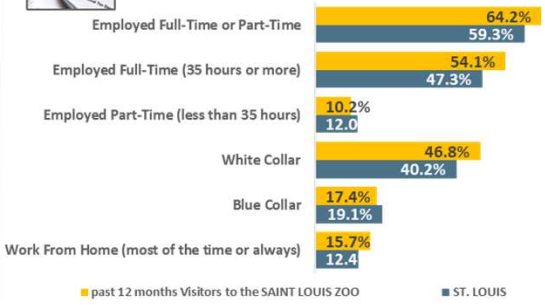
Saint Louis Zoo
Animals Always®

43.9% or 1,100,565 of ST. LOUIS DMA Adults 18 or older are past 12 months Visitors to the SAINT LOUIS ZOO. Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO are 15.% more likely to be a college graduate, 14.2% more likely to work full-time, 5.3% more likely to be married, 48.8% more likely to be a parent of 1 or more children under 18.

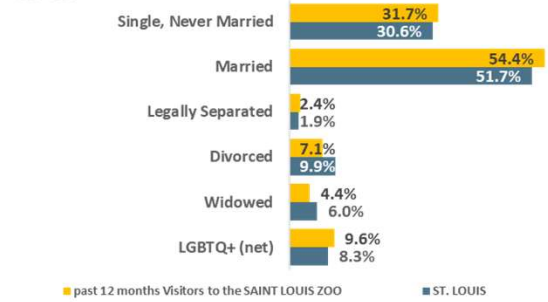
Education Levels: Adults 18 or older



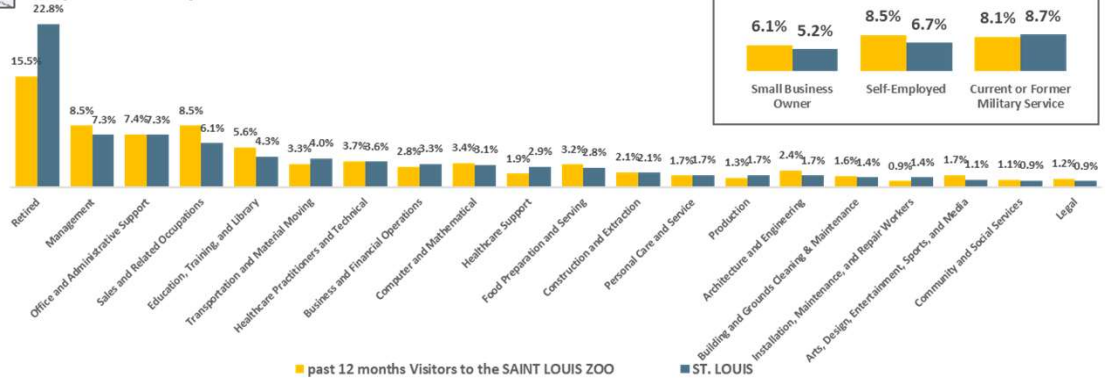
Employment: Adults 18 or older



Marital Status: Adults 18 or older

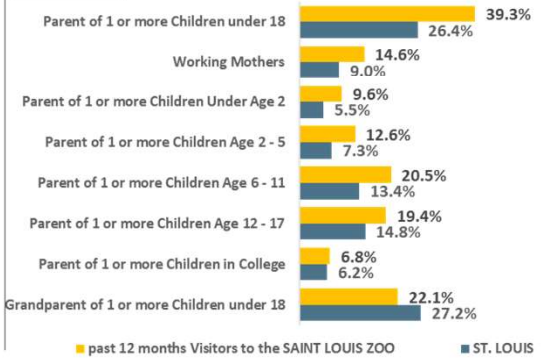


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

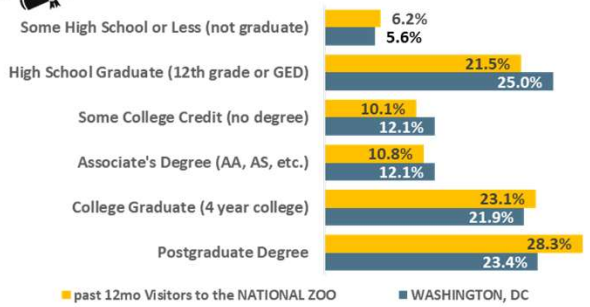
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Events attended/places visited past 12 months: Saint Louis Zoo

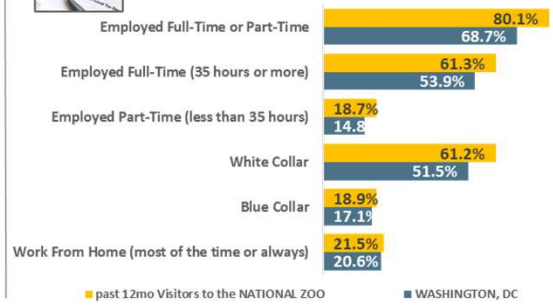
Smithsonian
National Zoological Park

23.9% or 1,349,402 of WASHINGTON, DC DMA Adults 18 or older are past 12mo Visitors to the NATIONAL ZOO. Adults 18 or older past 12mo Visitors to the NATIONAL ZOO are 13.6% more likely to be a college graduate, 13.8% more likely to work full-time, 5.9% more likely to be married, 46.3% more likely to be a parent of 1 or more children under 18.

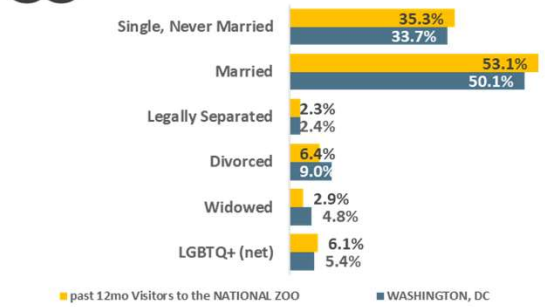
Education Levels: Adults 18 or older



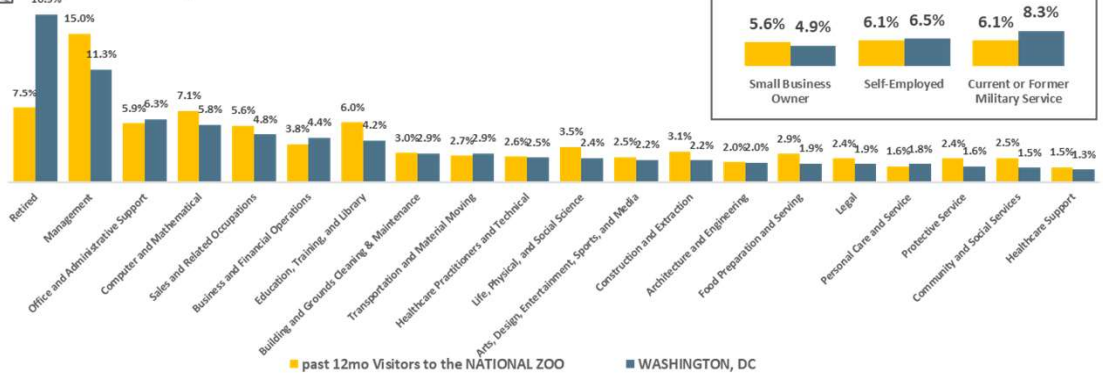
Employment: Adults 18 or older



Marital Status: Adults 18 or older

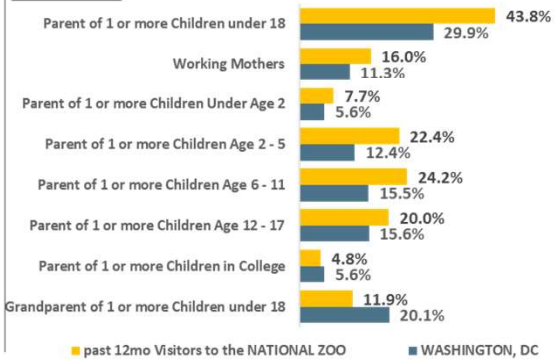


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

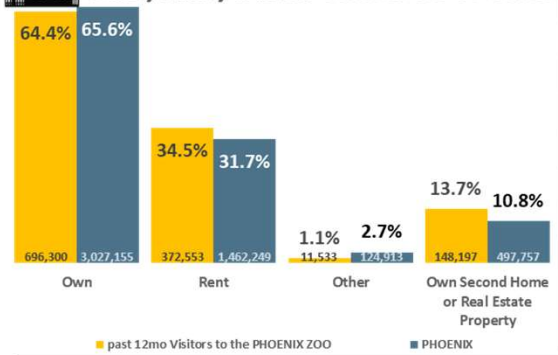
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

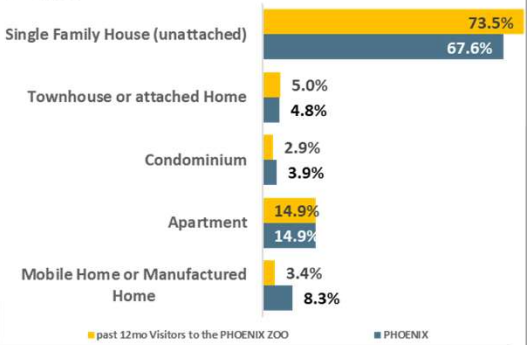
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

23.4% or 1,080,386 of PHOENIX DMA Adults 18 or older are past 12mo Visitors to the PHOENIX ZOO. Adults 18 or older past 12mo Visitors to the PHOENIX ZOO are 1.8% less likely to own their home, 18.9% more likely to own a higher valued home, 8.7% more likely to have a single-family home, 15.9% more likely to have a dog.

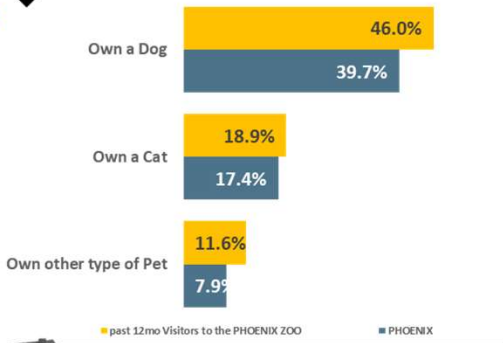
Own/Rent/Other: Adults 18 or older



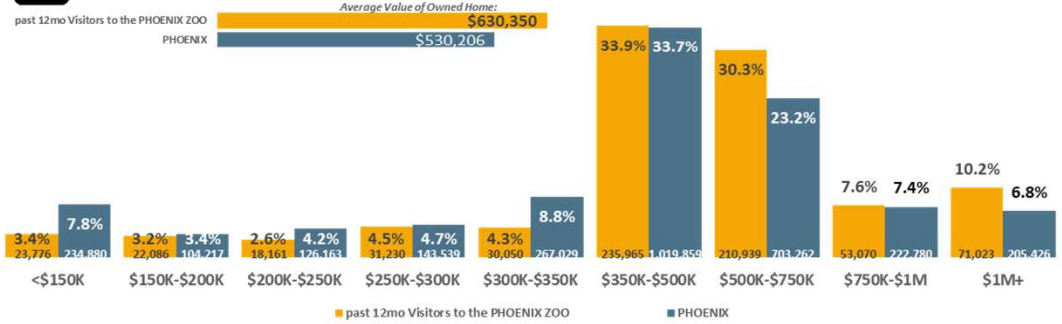
Type of Home: Adults 18 or older



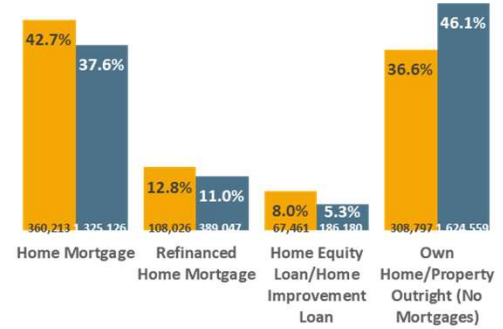
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



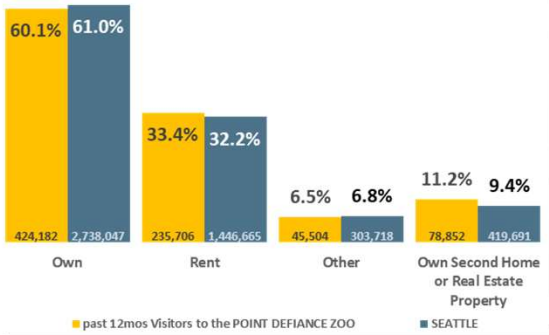
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

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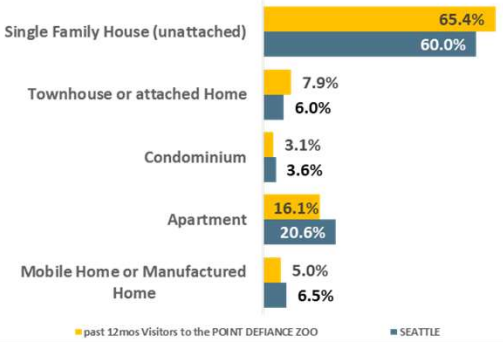
Events attended/places visited past 12 months: Phoenix Zoo

15.7% or 705,392 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the POINT DEFIANCE ZOO. Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO are 1.4% less likely to own their home, 10.4% more likely to own a lower valued home, 9.% more likely to have a single-family home, 12.3% more likely to have a dog.

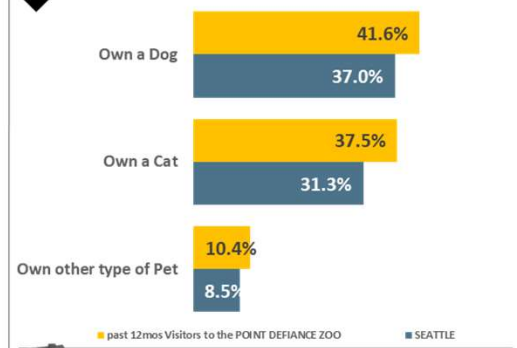
Own/Rent/Other: Adults 18 or older



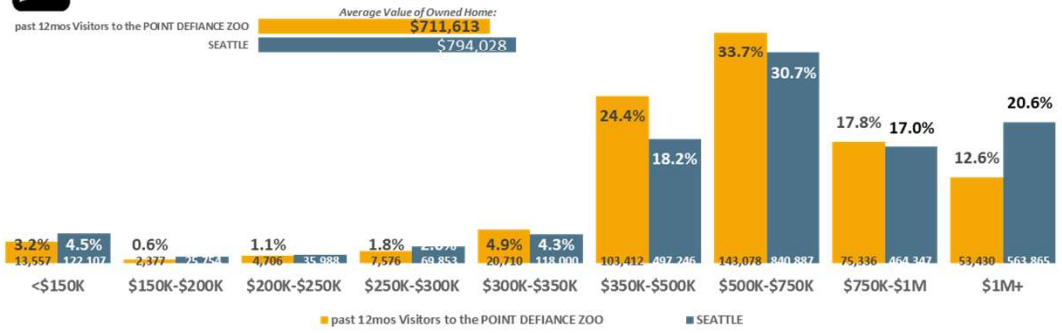
Type of Home: Adults 18 or older



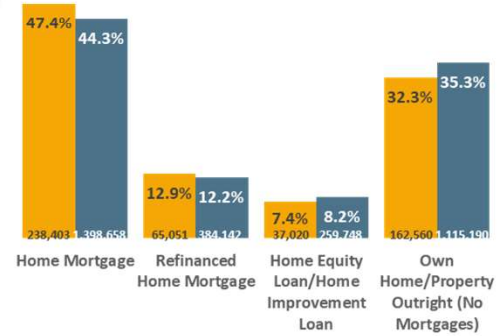
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

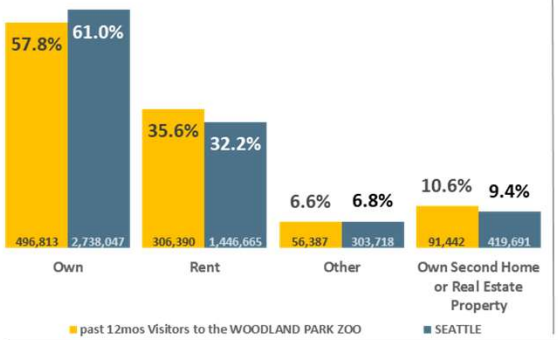
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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

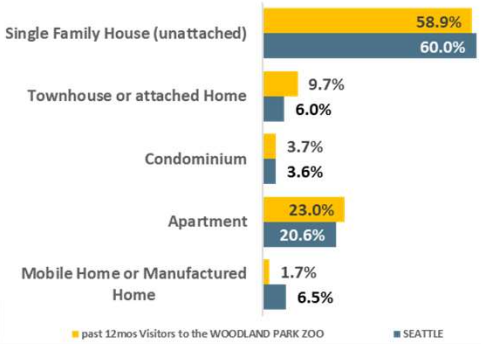
WOODLAND PARK ZOO

19.2% or 859,590 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the WOODLAND PARK ZOO. Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO are 5.3% less likely to own their home, 24.6% more likely to own a higher valued home, 2.7% less likely to have a single-family home, 5.7% more likely to have a dog.

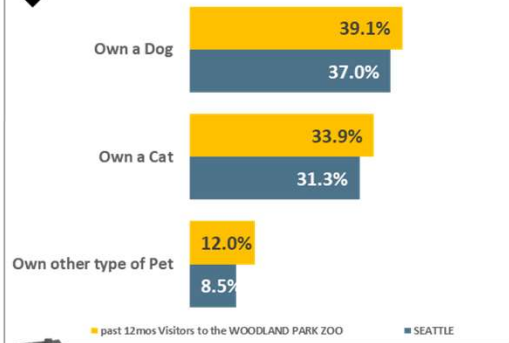
Own/Rent/Other: Adults 18 or older



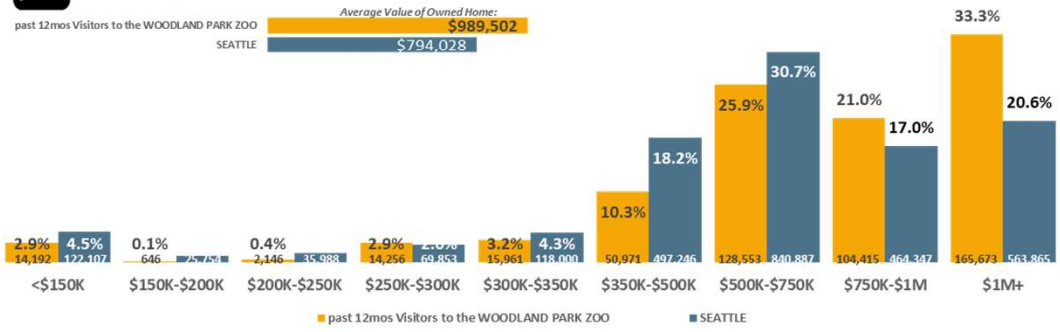
Type of Home: Adults 18 or older



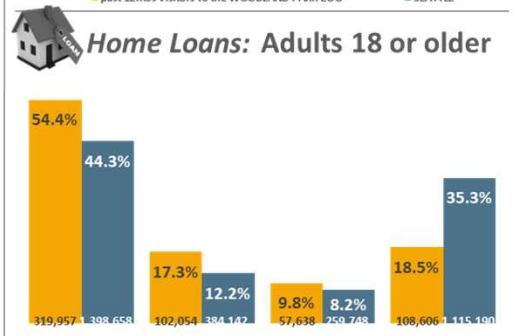
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

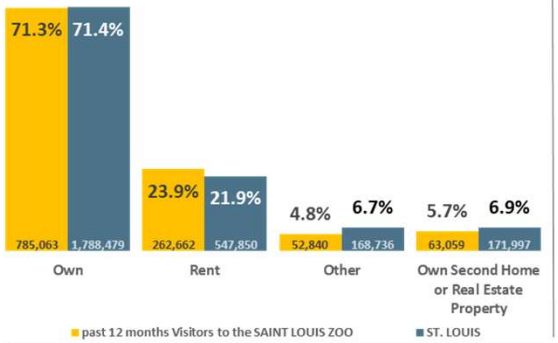
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

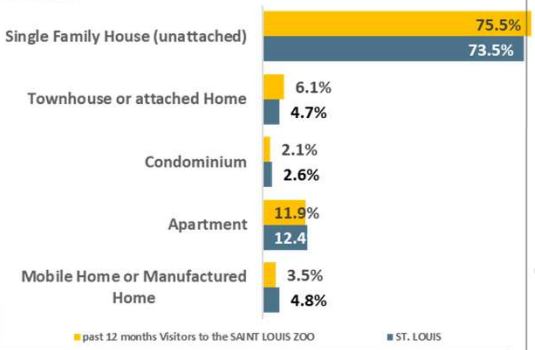
Saint Louis Zoo
Animals Always®

43.9% or 1,100,565 of ST. LOUIS DMA Adults 18 or older are past 12 months Visitors to the SAINT LOUIS ZOO. Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO are .1% less likely to own their home, 9.% more likely to own a higher valued home, 2.8% more likely to have a single-family home, 1.5% more likely to have a dog.

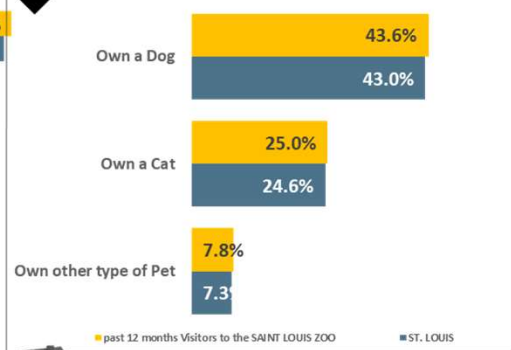
Own/Rent/Other: Adults 18 or older



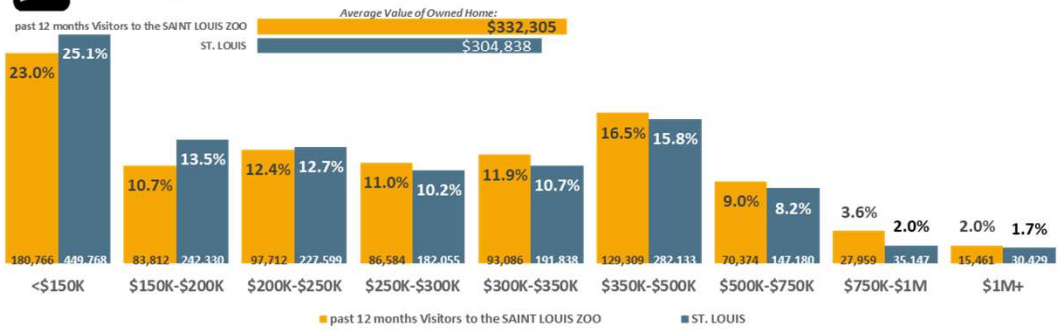
Type of Home: Adults 18 or older



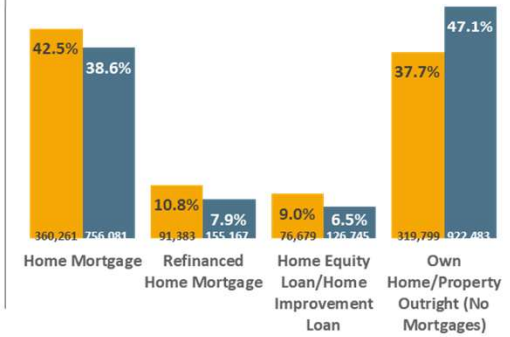
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

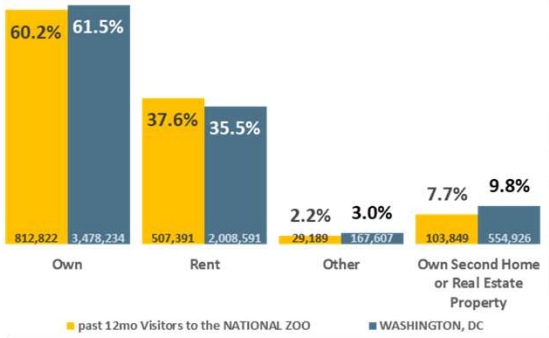
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Events attended/places visited past 12 months: Saint Louis Zoo

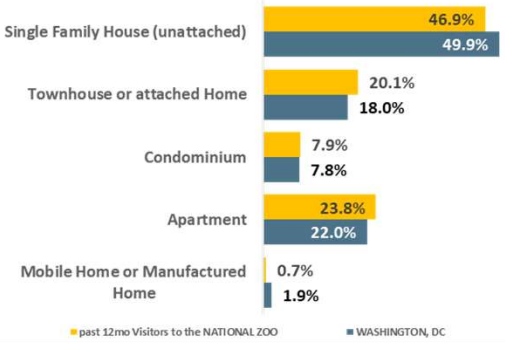
Smithsonian
National Zoological Park

23.9% or 1,349,402 of WASHINGTON, DC DMA Adults 18 or older are past 12mo Visitors to the NATIONAL ZOO. Adults 18 or older past 12mo Visitors to the NATIONAL ZOO are 2.1% less likely to own their home, 10.8% more likely to own a higher valued home, 6.% less likely to have a single-family home, .4% less likely to have a dog.

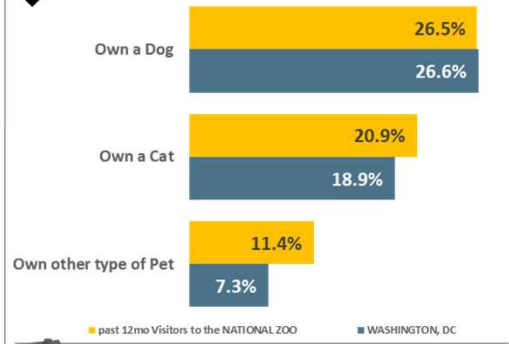
Own/Rent/Other: Adults 18 or older



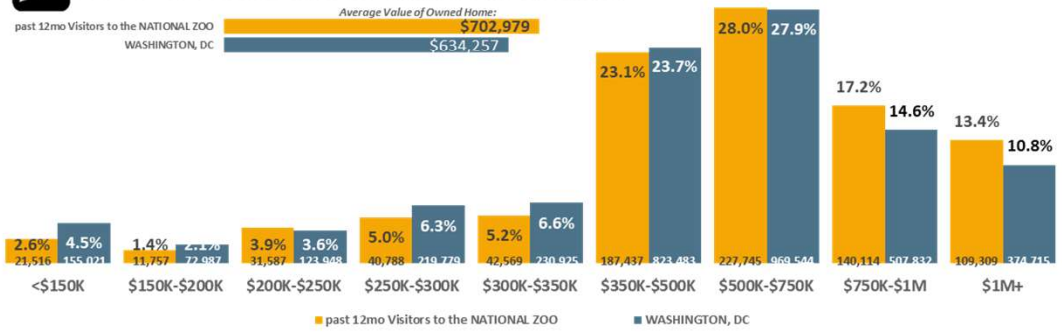
Type of Home: Adults 18 or older



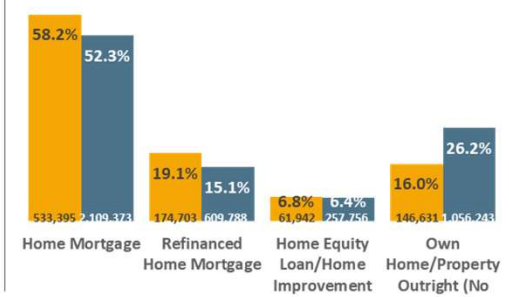
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

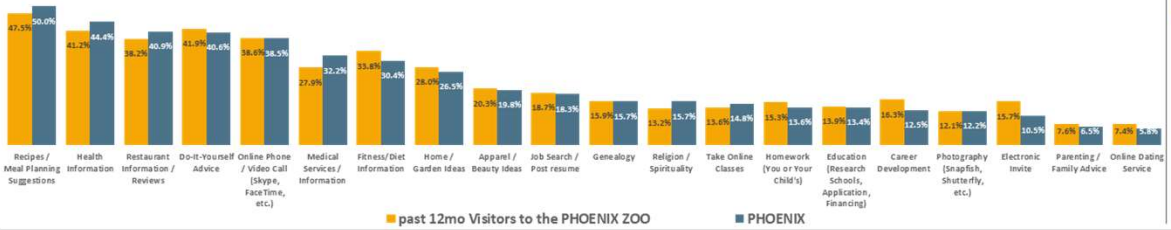
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

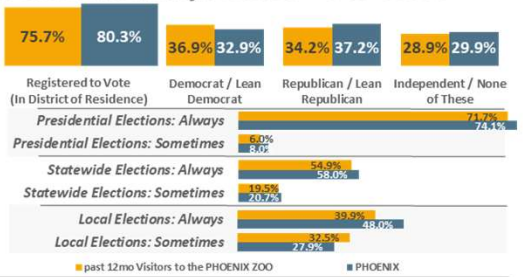
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

23.4% or 1,080,386 of PHOENIX DMA Adults 18 or older are past 12mo Visitors to the PHOENIX ZOO. Adults 18 or older past 12mo Visitors to the PHOENIX ZOO are 3.2% more likely to look up D-I-Y advice online, 16.9% less likely to always vote in local elections, 33.% more likely to belong to a gym, 34.4% more likely to fly domestic past yr.

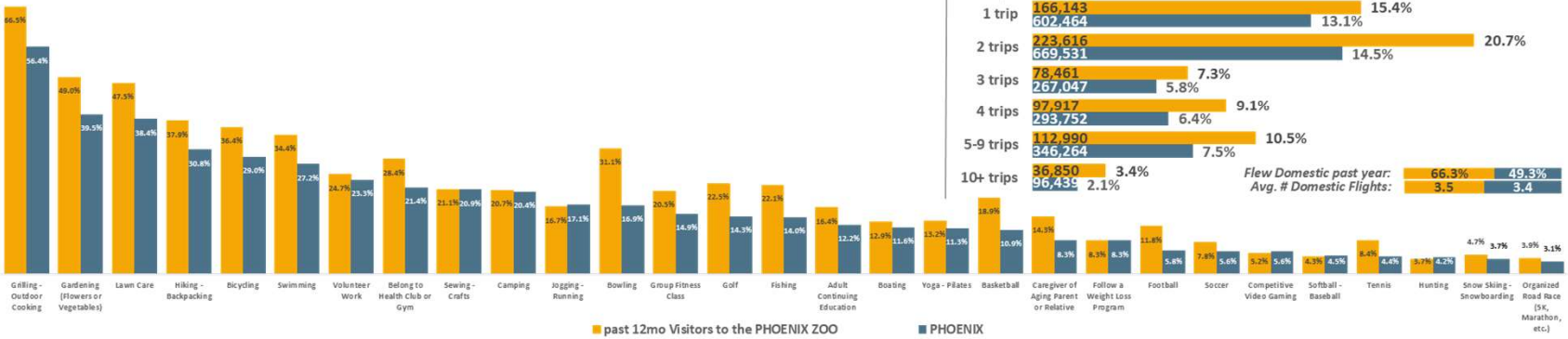
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

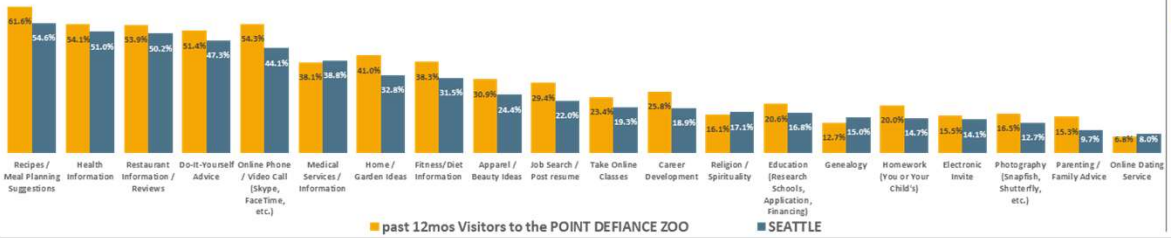
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

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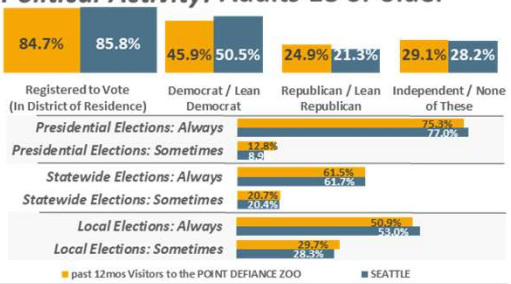
Events attended/places visited past 12 months: Phoenix Zoo

15.7% or 705,392 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the POINT DEFIANCE ZOO. Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO are 8.8% more likely to look up D-I-Y advice online, 3.9% less likely to always vote in local elections, .7% less likely to belong to a gym, 8.2% more likely to fly domestic past yr.

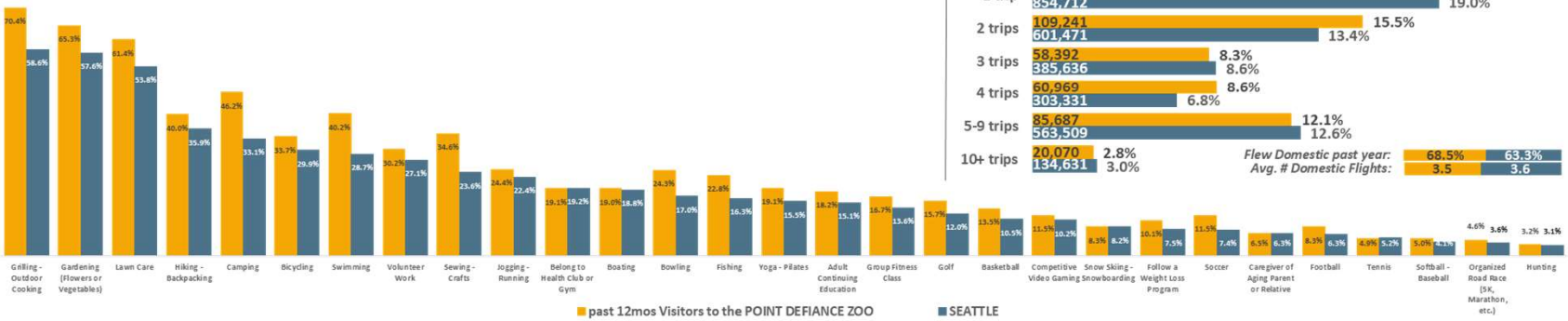
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

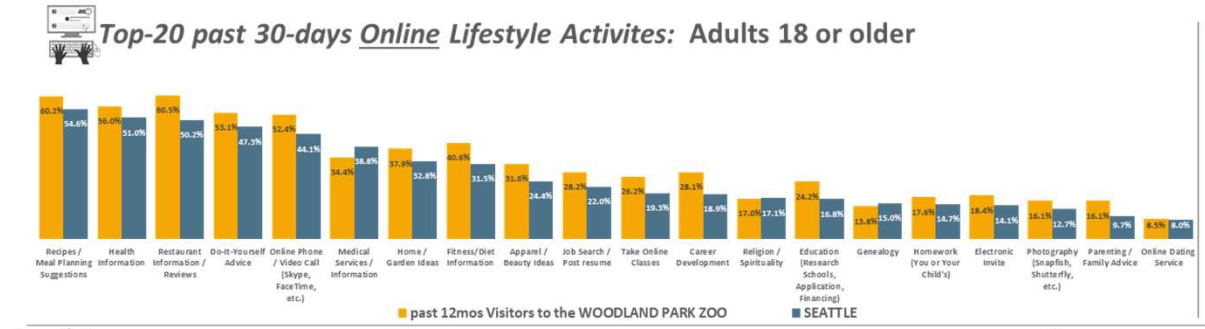
SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

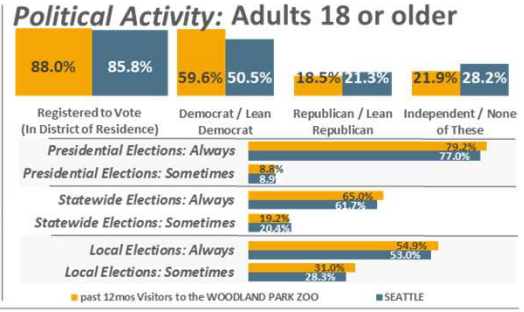
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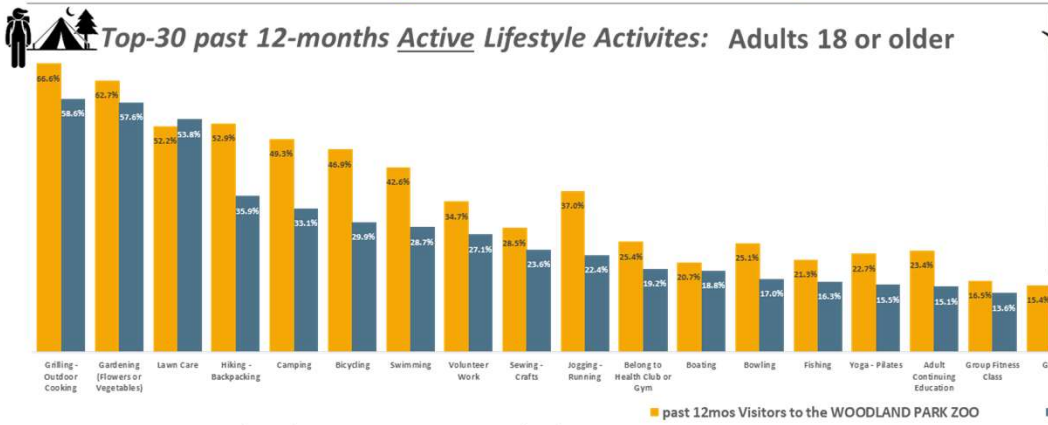
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

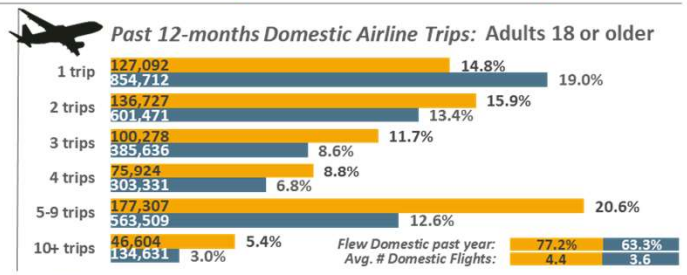
WOODLAND PARK ZOO

19.2% or 859,590 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the WOODLAND PARK ZOO. Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO are 12.3% more likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, 32.2% more likely to belong to a gym, 21.9% more likely to fly domestic past yr.









SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

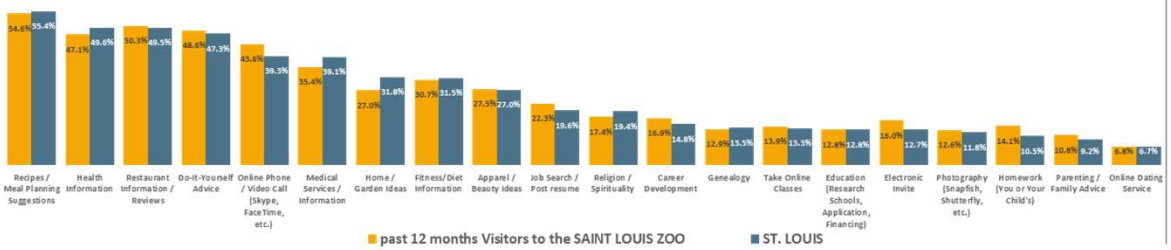
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

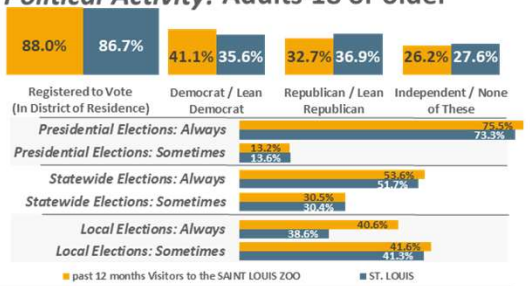
Saint Louis Zoo
Animals Always®

43.9% or 1,100,565 of ST. LOUIS DMA Adults 18 or older are past 12 months Visitors to the SAINT LOUIS ZOO. Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO are 2.7% more likely to look up D-I-Y advice online, 5.2% more likely to always vote in local elections, 18.1% more likely to belong to a gym, 21.% more likely to fly domestic past yr.

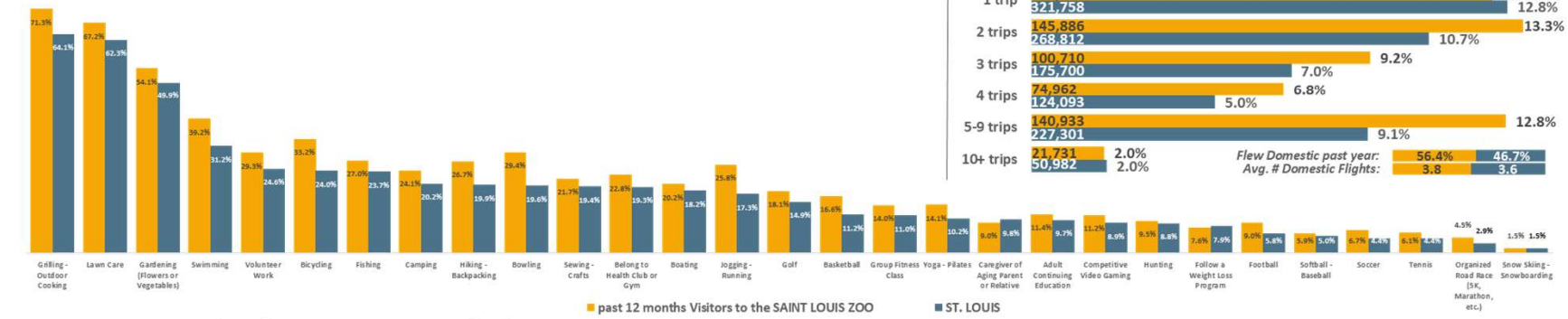
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

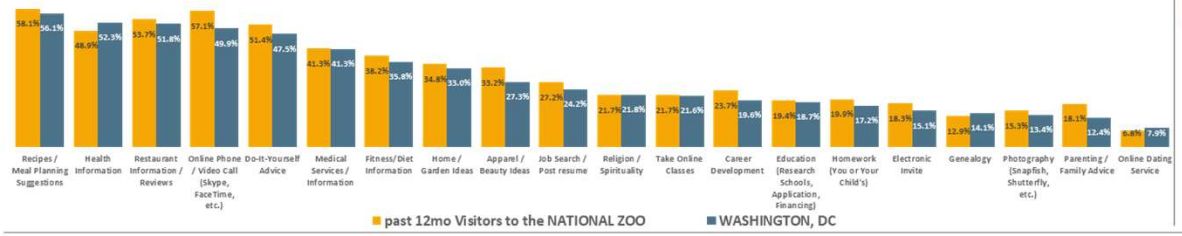
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Events attended/places visited past 12 months: Saint Louis Zoo

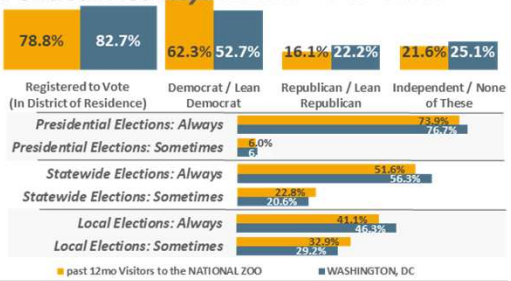
Smithsonian
National Zoological Park

23.9% or 1,349,402 of WASHINGTON, DC DMA Adults 18 or older are past 12mo Visitors to the NATIONAL ZOO. Adults 18 or older past 12mo Visitors to the NATIONAL ZOO are 8.1% more likely to look up D-I-Y advice online, 11.3% less likely to always vote in local elections, 3.4% more likely to belong to a gym, 28.4% more likely to fly domestic past yr.

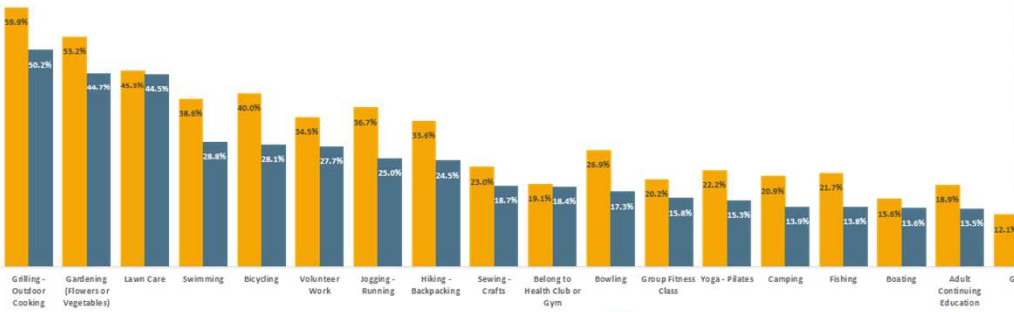
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



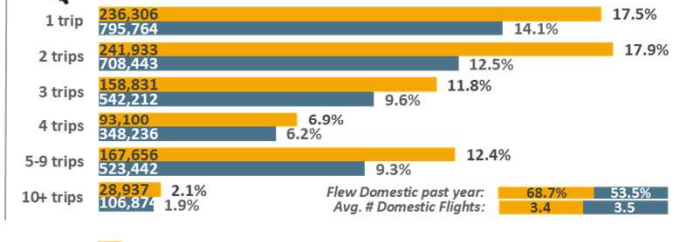
Political Activity: Adults 18 or older



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 1,164

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Events attended/places visited past 12 months: Simithsonian National Zoo Park

phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

23.4% or 1,080,386 of PHOENIX DMA Adults 18 or older are past 12mo Visitors to the PHOENIX ZOO. Adults 18 or older past 12mo Visitors to the PHOENIX ZOO are 3.5% more likely to use QSRs past mo., 16.8% more likely to use Sit-Down Restaurants past mo., 2.6% more likely to use Casinos past yr., 13.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



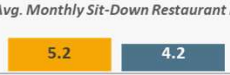
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

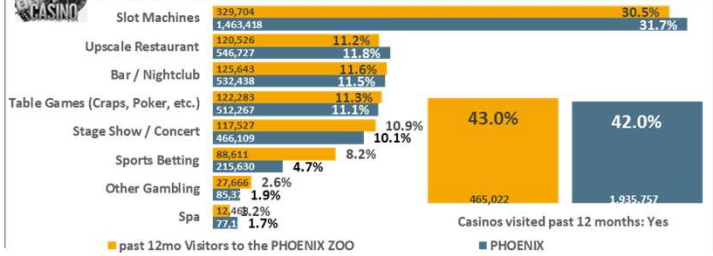


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

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Events attended/places visited past 12 months: Phoenix Zoo

POINT DEFIANCE ZOO & AQUARIUM
Metro Parks Tacoma

15.7% or 705,392 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the POINT DEFIANCE ZOO. Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO are 8.4% more likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 27.4% more likely to use Casinos past yr., 16.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



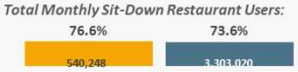
Avg. Monthly QSR Meals:



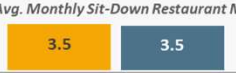
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

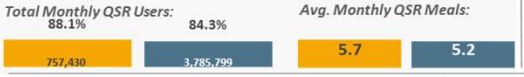
WOODLAND PARK ZOO

19.2% or 859,590 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the WOODLAND PARK ZOO. Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO are 4.5% more likely to use QSRs past mo., 8.4% more likely to use Sit-Down Restaurants past mo., 3.7% more likely to use Casinos past yr., 19.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

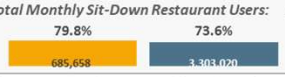


Avg. Monthly QSR Meals:

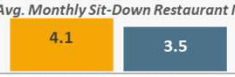
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

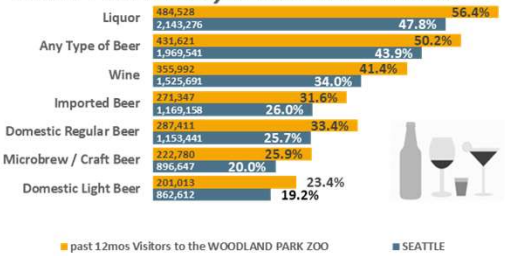
(Sit-Down Restaurants Used Past 30-days)



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

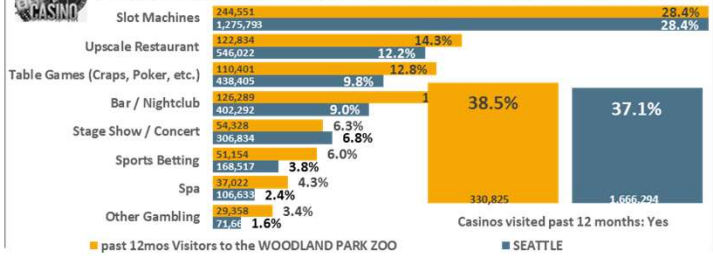


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Saint Louis Zoo
Animals Always®

43.9% or 1,100,565 of ST. LOUIS DMA Adults 18 or older are past 12 months Visitors to the SAINT LOUIS ZOO. Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO are 2.9% more likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 22.6% more likely to use Casinos past yr., 24.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



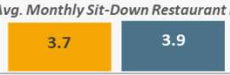
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

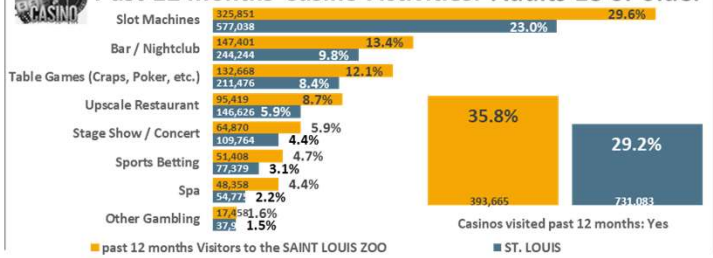


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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Events attended/places visited past 12 months: Saint Louis Zoo

Smithsonian
National Zoological Park

23.9% or 1,349,402 of WASHINGTON, DC DMA Adults 18 or older are past 12mo Visitors to the NATIONAL ZOO. Adults 18 or older past 12mo Visitors to the NATIONAL ZOO are 2.8% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 15.9% more likely to use Casinos past yr., 2.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

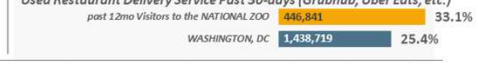
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

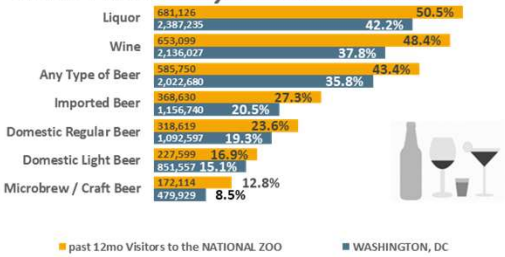
(Sit-Down Restaurants Used Past 30-days)



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

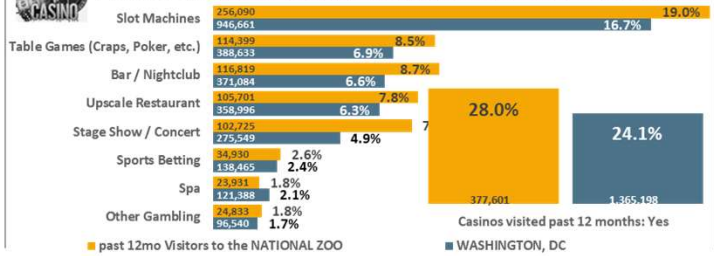


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

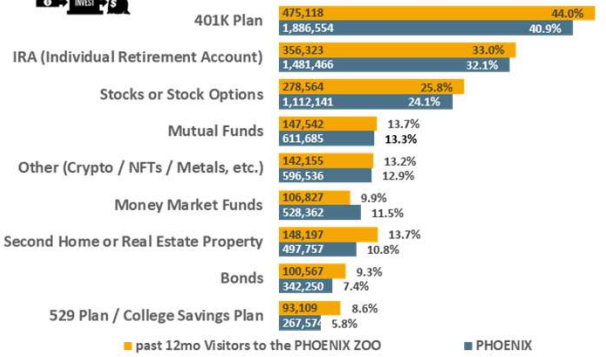
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

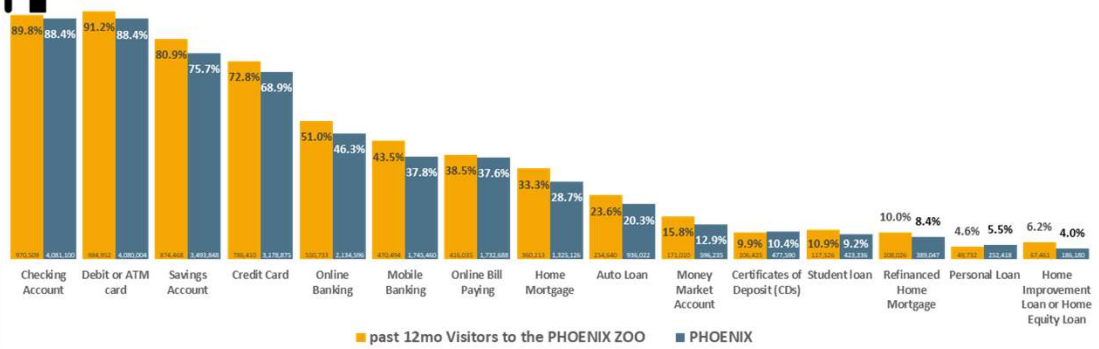
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

23.4% or 1,080,386 of PHOENIX DMA Adults 18 or older are past 12mo Visitors to the PHOENIX ZOO. Adults 18 or older past 12mo Visitors to the PHOENIX ZOO are 7.6% more likely to have a 401K, 16.2% more likely to have an Auto Loan, 24.1% more likely to Invest/Trade Stocks Online, 5.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



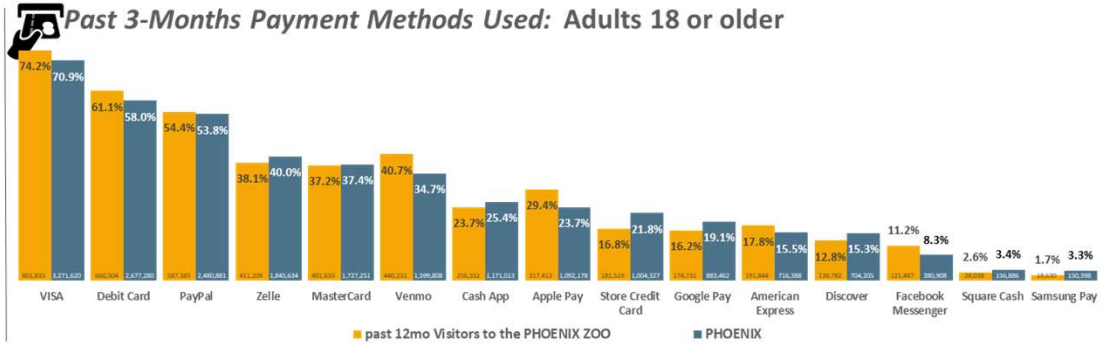
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

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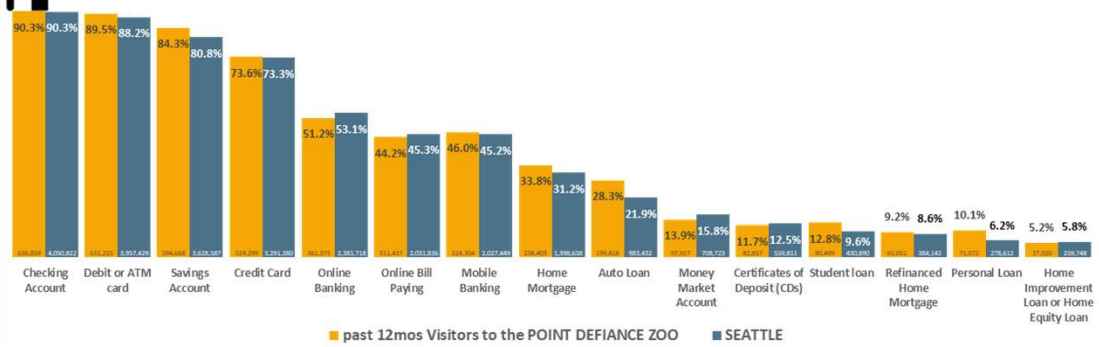
Events attended/places visited past 12 months: Phoenix Zoo

15.7% or 705,392 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the POINT DEFIANCE ZOO. Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO are 10.2% more likely to have a 401K, 29.9% more likely to have an Auto Loan, 14.7% less likely to Invest/Trade Stocks Online, 8.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



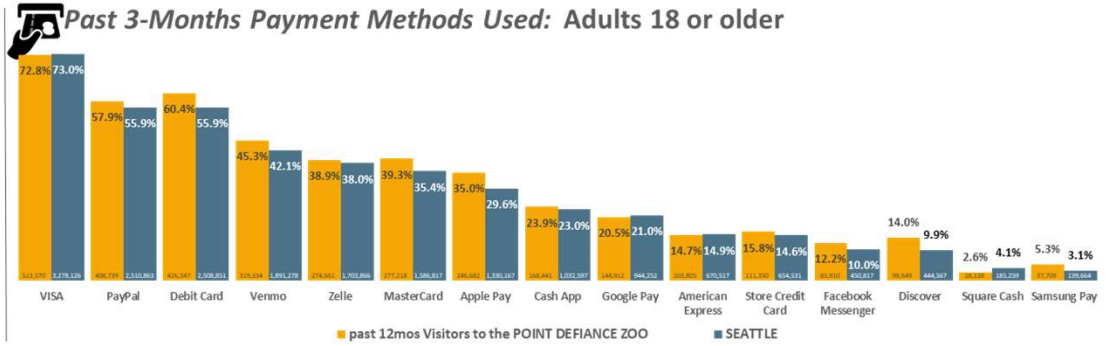
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

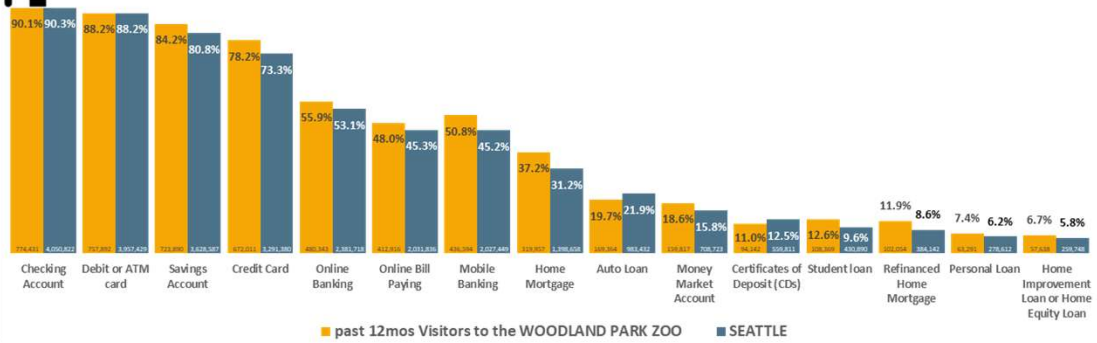
WOODLAND PARK ZOO

19.2% or 859,590 of SEATTLE DMA Adults 18 or older are past 12mos Visitors to the WOODLAND PARK ZOO. Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO are 21.1% more likely to have a 401K, 10.1% less likely to have an Auto Loan, 26.7% more likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



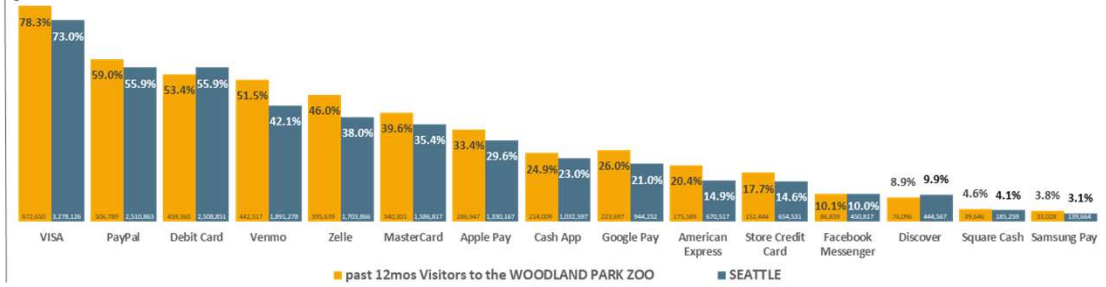
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

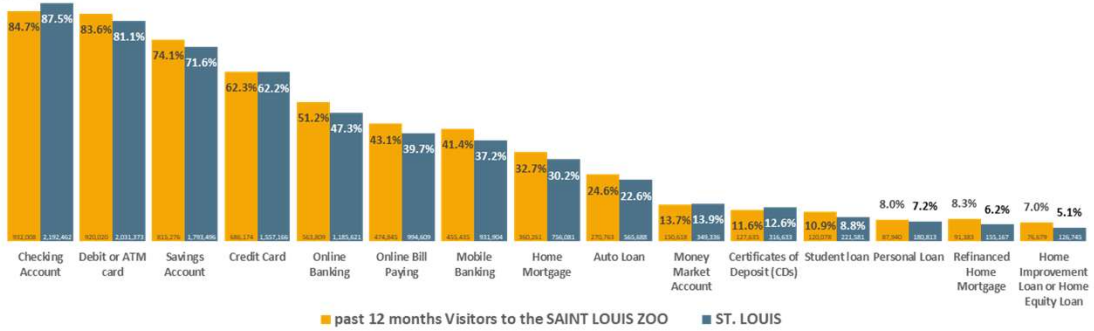
Saint Louis Zoo
Animals Always®

43.9% or 1,100,565 of ST. LOUIS DMA Adults 18 or older are past 12 months Visitors to the SAINT LOUIS ZOO. Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO are 7.9% more likely to have a 401K, 8.9% more likely to have an Auto Loan, 24.6% more likely to Invest/Trade Stocks Online, .3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



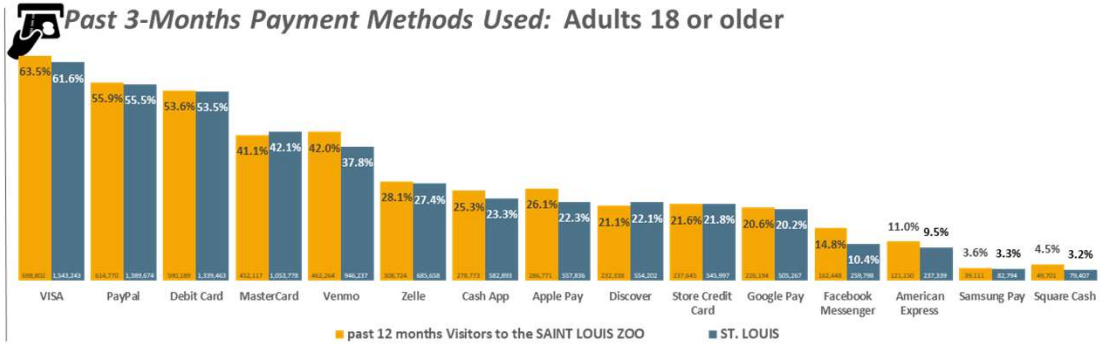
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

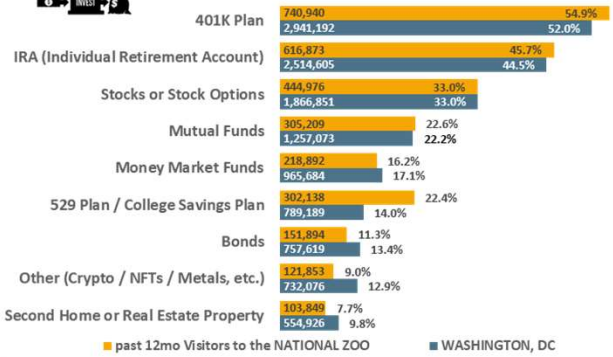
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Events attended/places visited past 12 months: Saint Louis Zoo

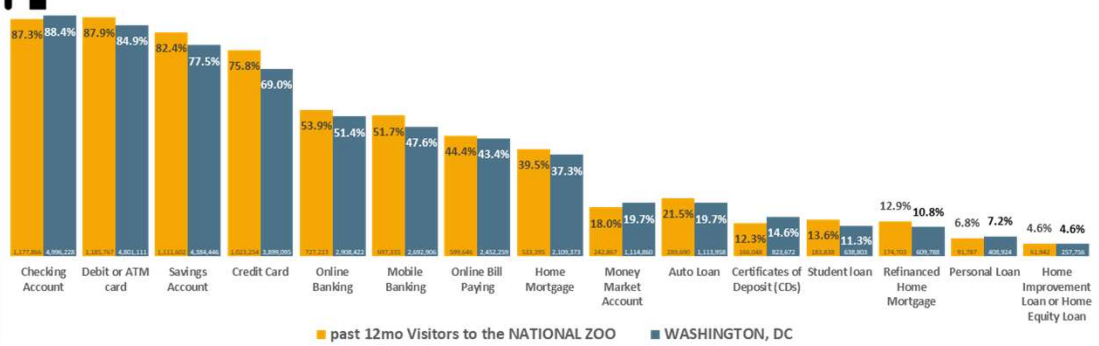
Smithsonian
National Zoological Park

23.9% or 1,349,402 of WASHINGTON, DC DMA Adults 18 or older are past 12mo Visitors to the NATIONAL ZOO. Adults 18 or older past 12mo Visitors to the NATIONAL ZOO are 5.6% more likely to have a 401K, 9.% more likely to have an Auto Loan, 16.5% more likely to Invest/Trade Stocks Online, 2.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



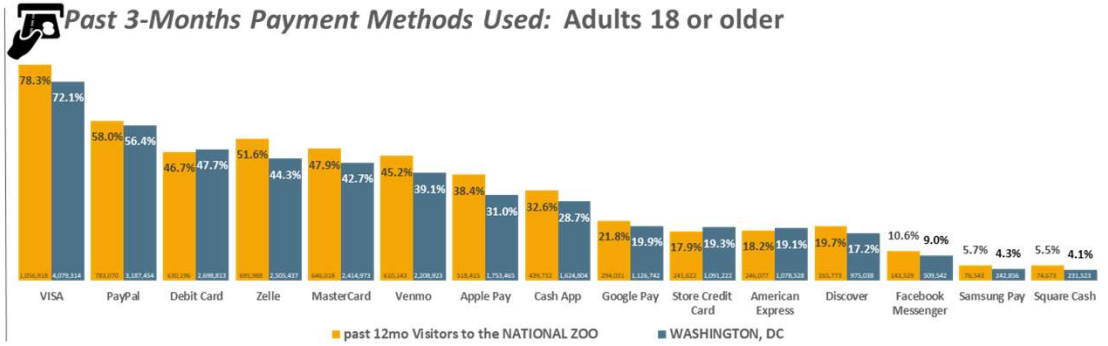
Financial Services Has and/or Uses: Adults 18 or older



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 1,164

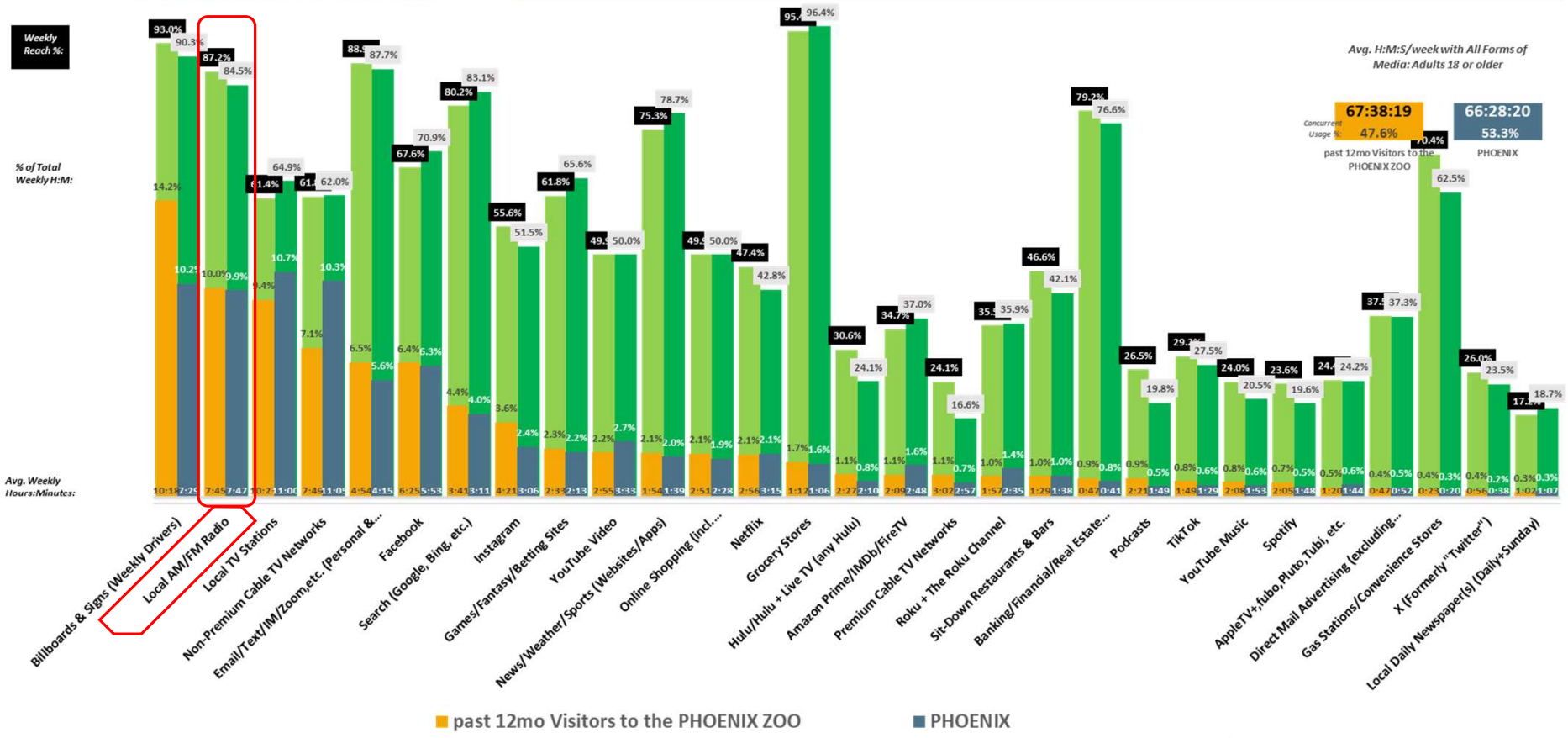
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

phoenix zoo
ARIZONA CENTER for NATURE CONSERVATION

Adults 18 or older past 12mo Visitors to the PHOENIX ZOO spend an average of 2 days, 19 hours, 38 minutes and 19 seconds each week with All Forms of Media.

87.2% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

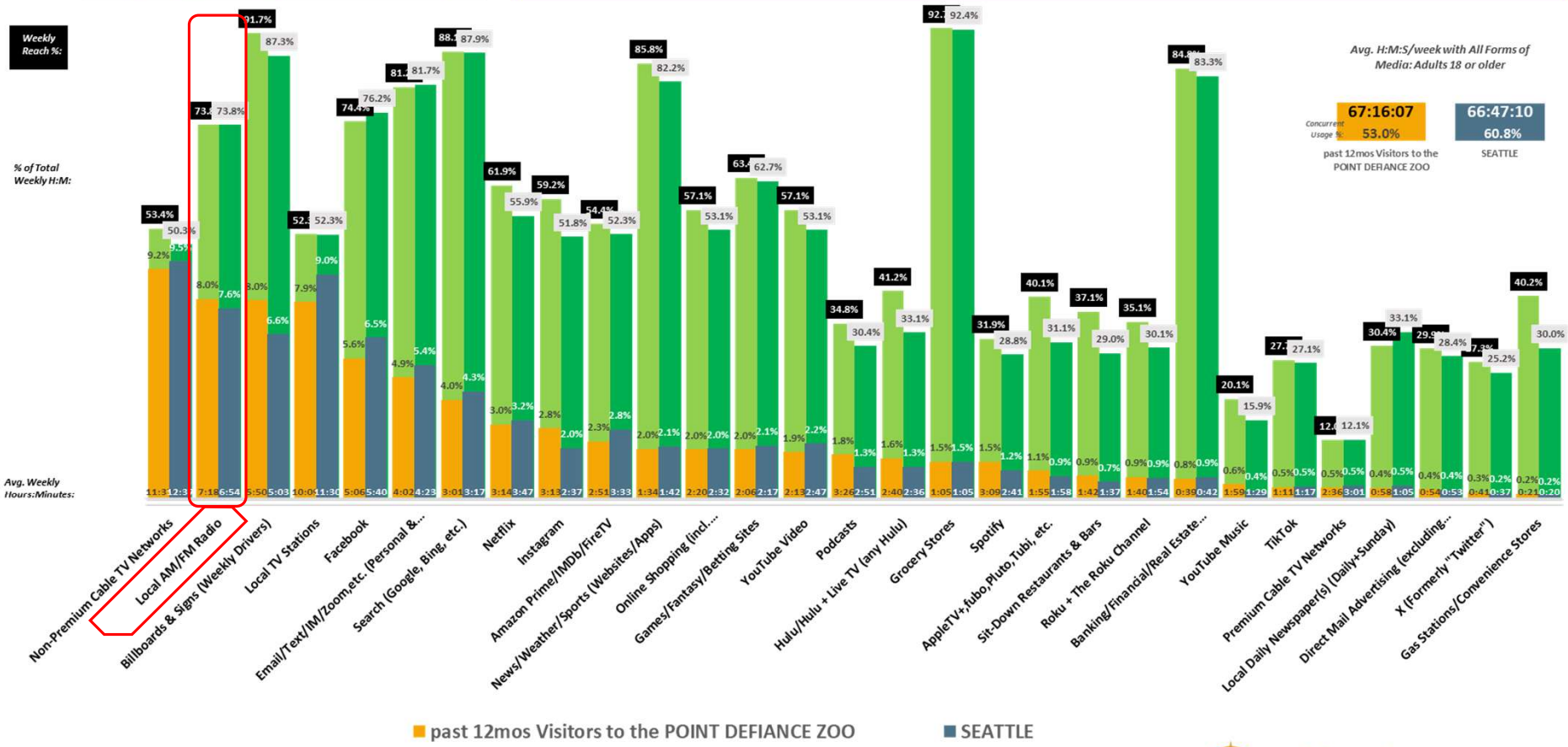
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Hubbard BROADCASTING Share of Everything for Anything ©

Events attended/places visited past 12 months: Phoenix Zoo

Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO spend an average of 2 days, 19 hours, 16 minutes and 7 seconds each week with All Forms of Media.

73.8% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO spend an avg. of 7 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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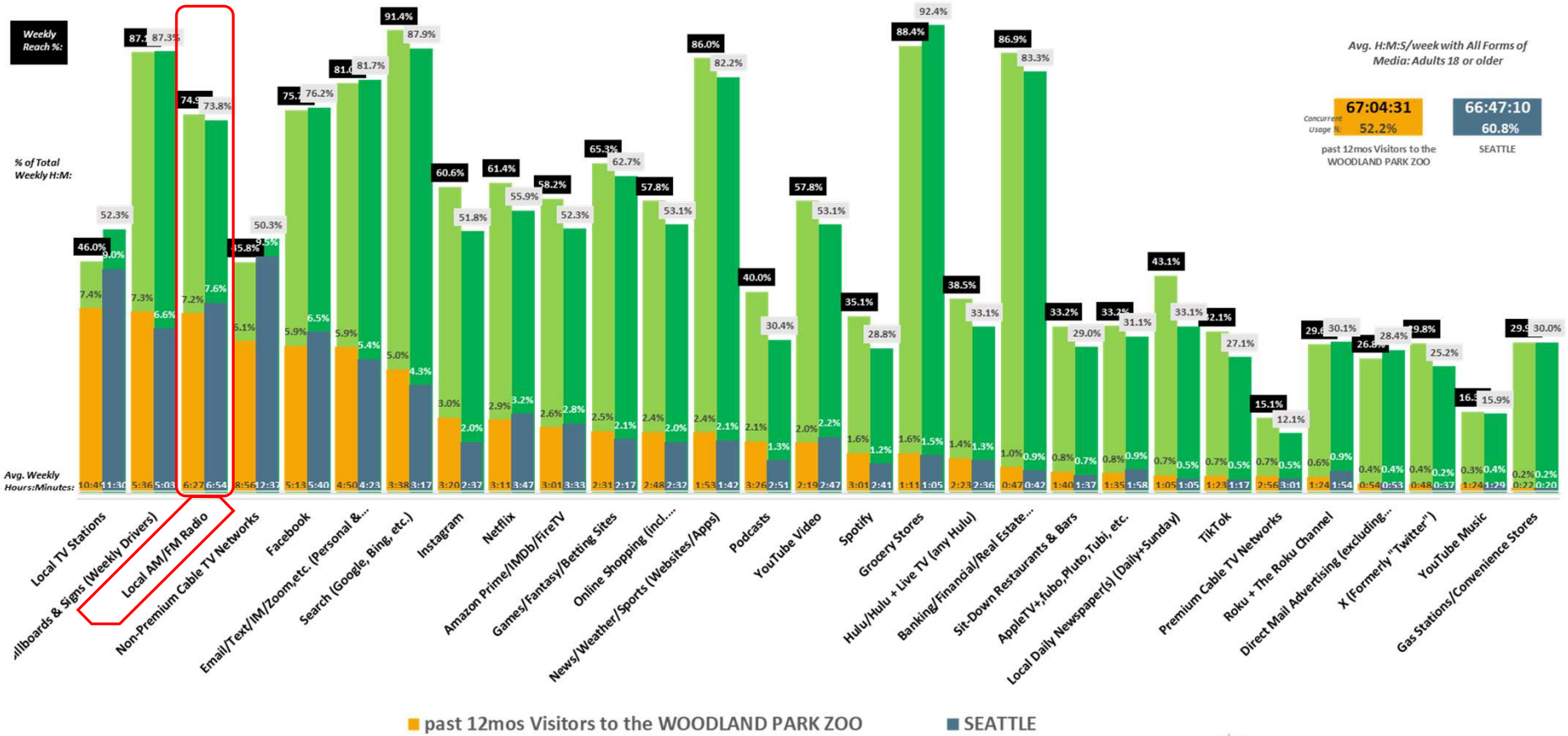
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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

WOODLAND PARK ZOO

Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO spend an average of 2 days, 19 hours, 4 minutes and 31 seconds each week with All Forms of Media.

74.9% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO spend an avg. of 6 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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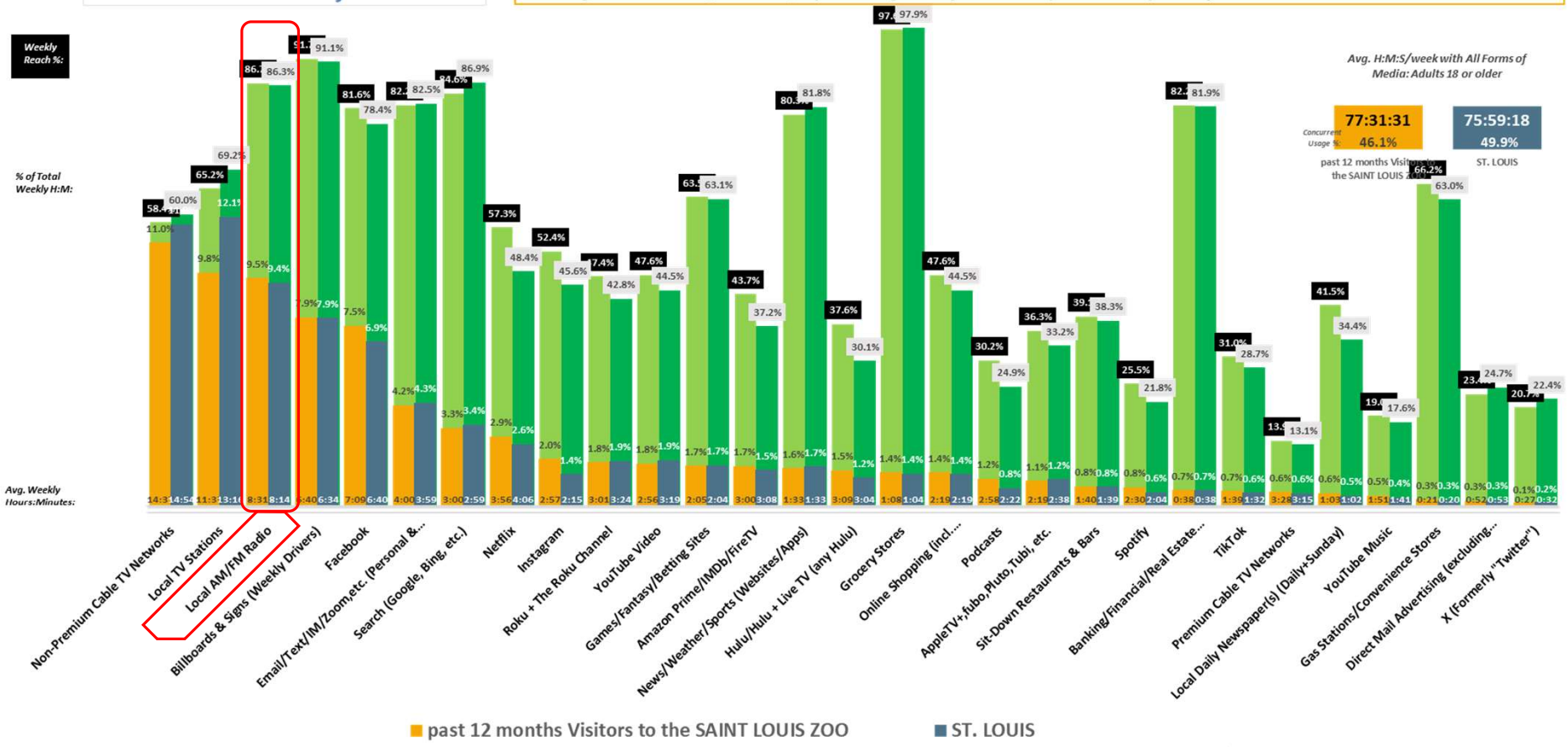
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Saint Louis Zoo
Animals Always®

Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO spend an average of 3 days, 5 hours, 31 minutes and 31 seconds each week with All Forms of Media.

86.7% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO spend an avg. of 8 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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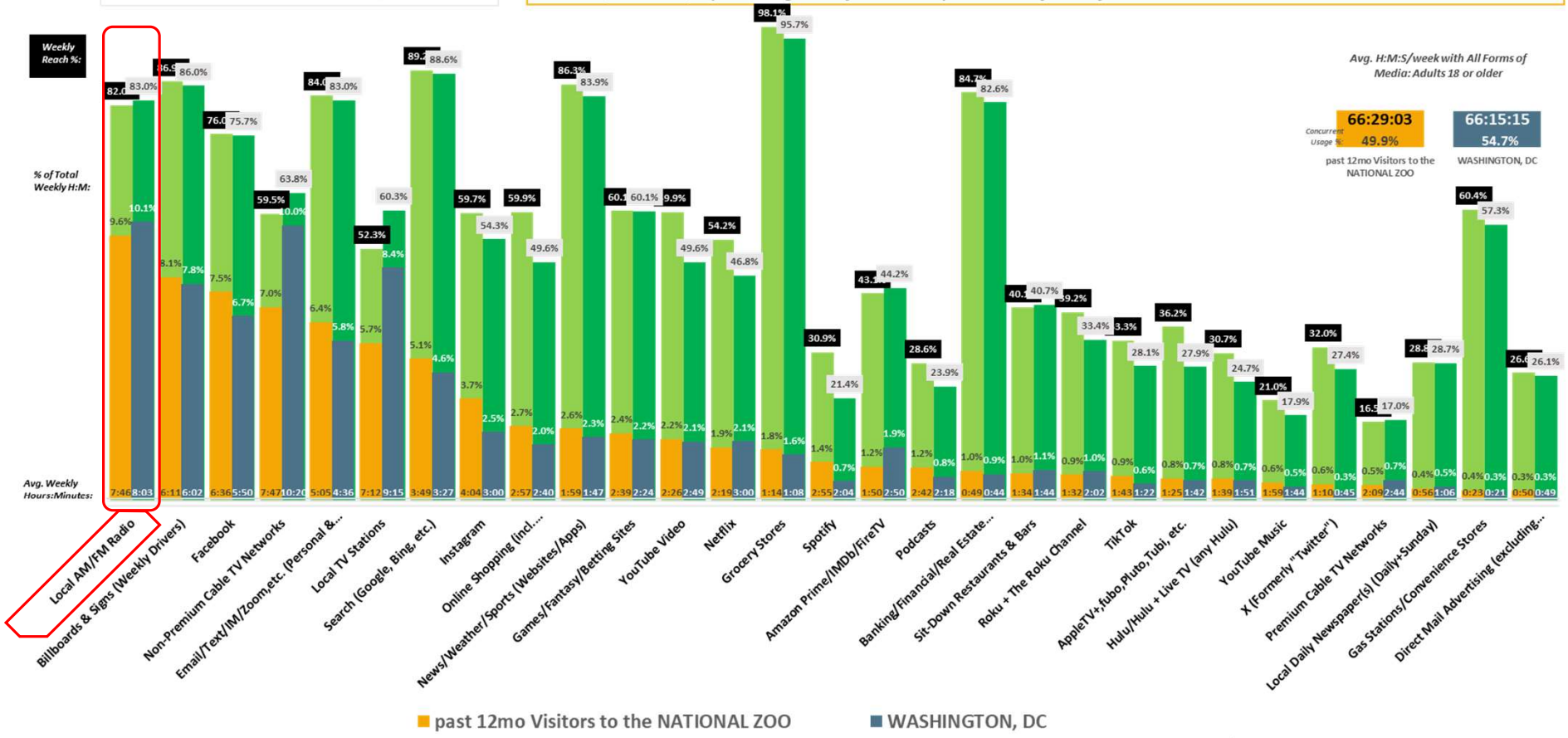
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Events attended/places visited past 12 months: Saint Louis Zoo

Smithsonian
National Zoological Park

Adults 18 or older past 12mo Visitors to the NATIONAL ZOO spend an average of 2 days, 18 hours, 29 minutes and 3 seconds each week with All Forms of Media.

82.% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO spend an avg. of 7 hours and 46 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 1,164 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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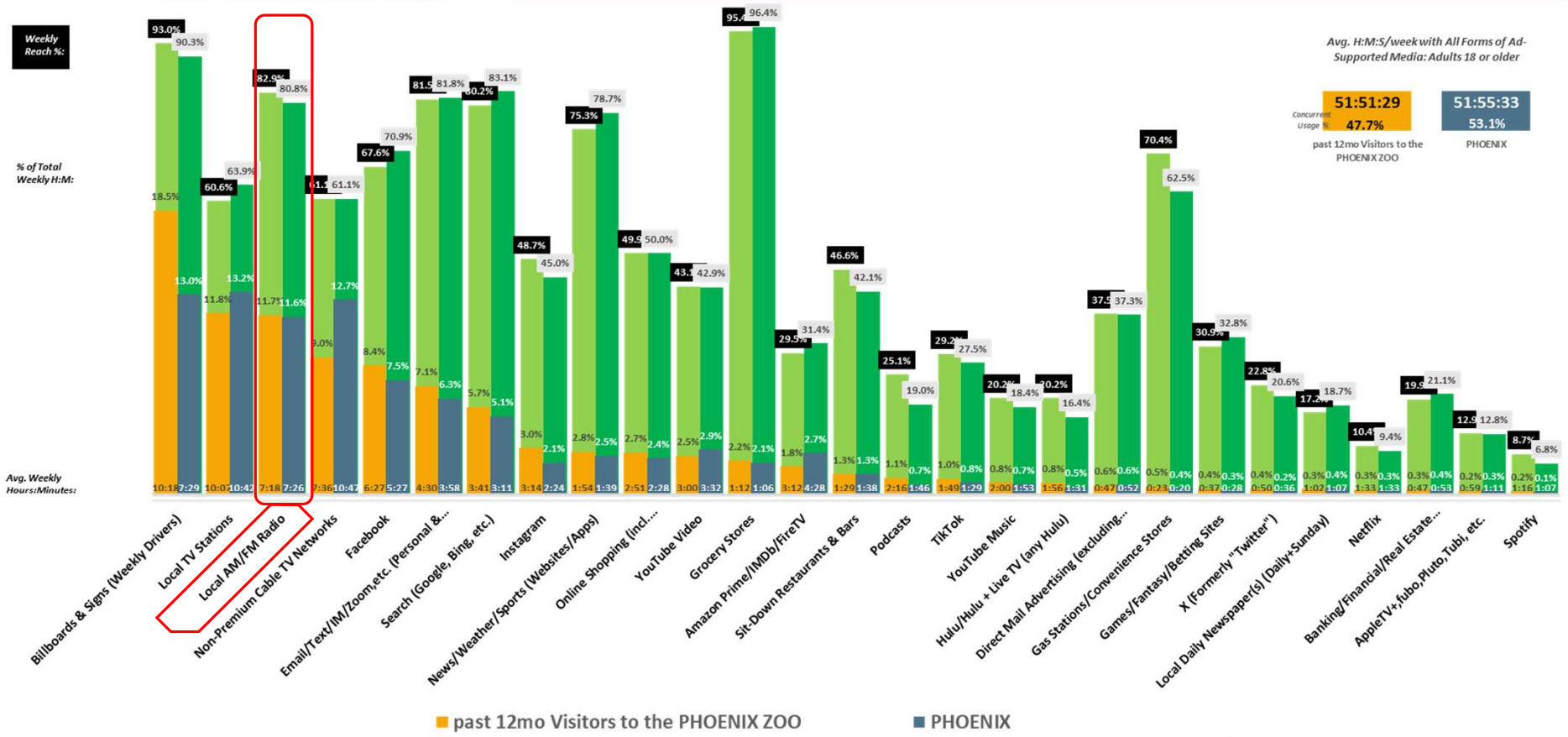
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

Adults 18 or older past 12mo Visitors to the PHOENIX ZOO spend an average of 2 days, 3 hours, 51 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

82.9% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO spend an avg. of 7 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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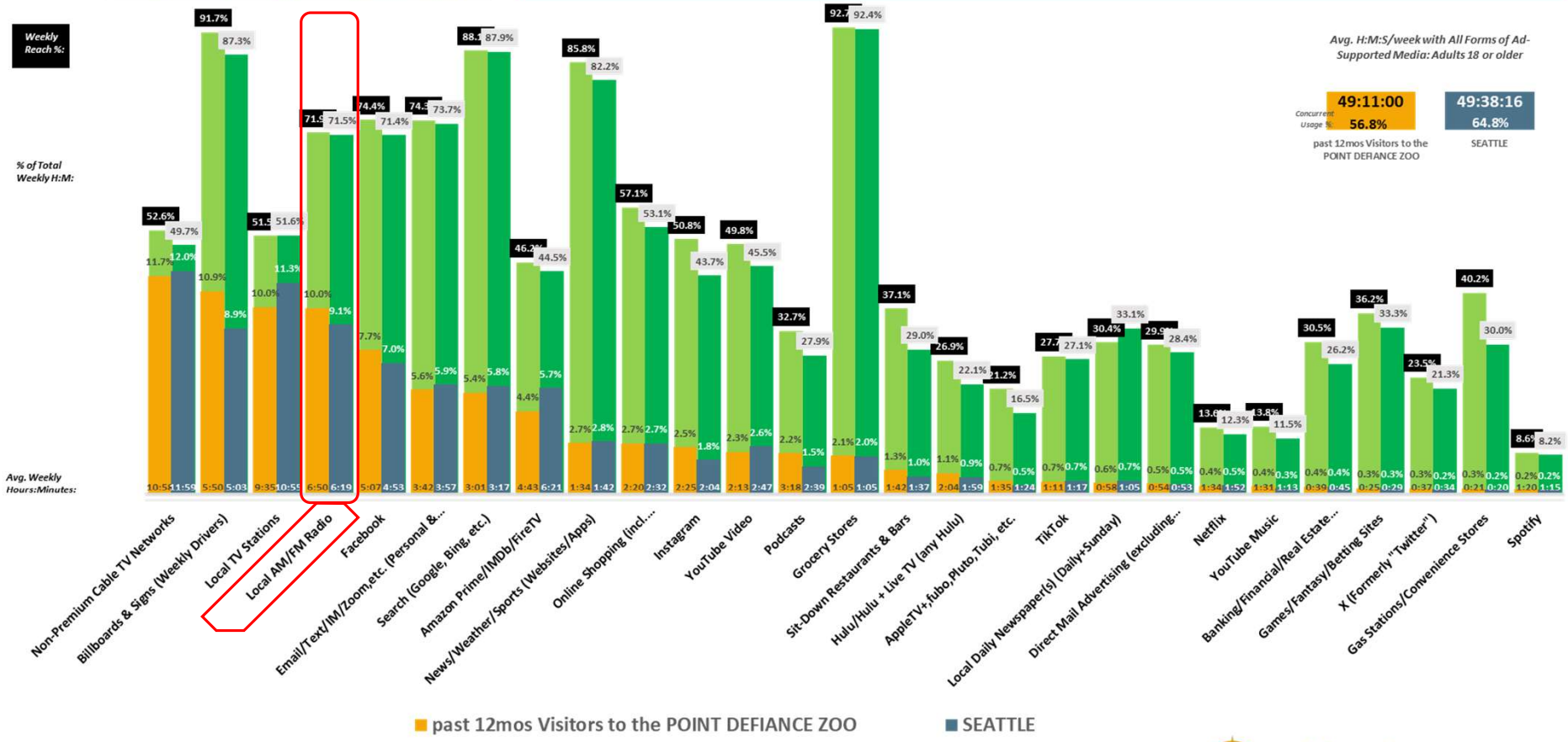
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Events attended/places visited past 12 months: Phoenix Zoo

POINT DEFIANCE ZOO & AQUARIUM
Metro Parks Tacoma

Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO spend an average of 2 days, 1 hours, 11 minutes and 0 seconds each week with All Forms of Ad-Supported Media.

71.9% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.

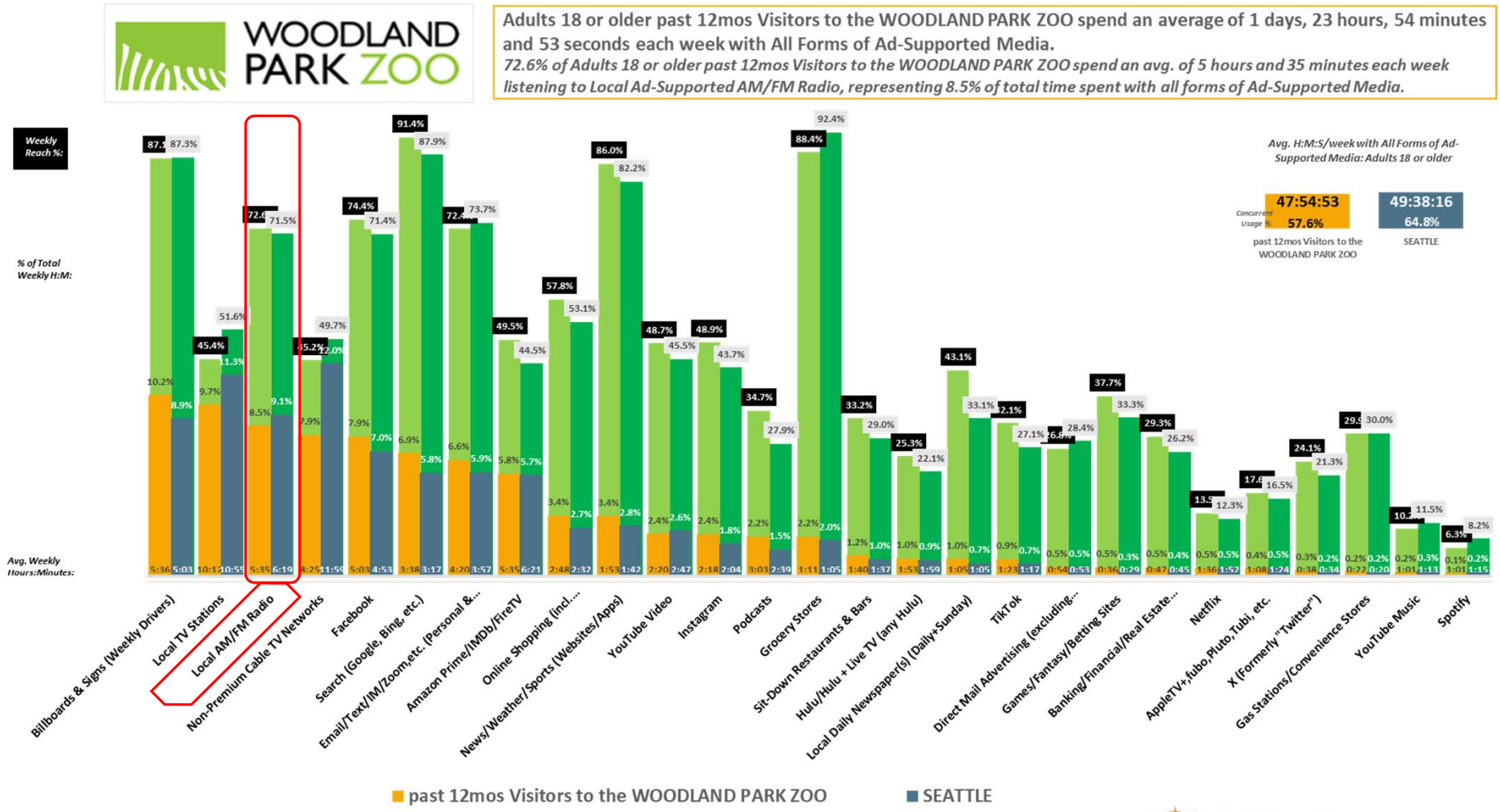


SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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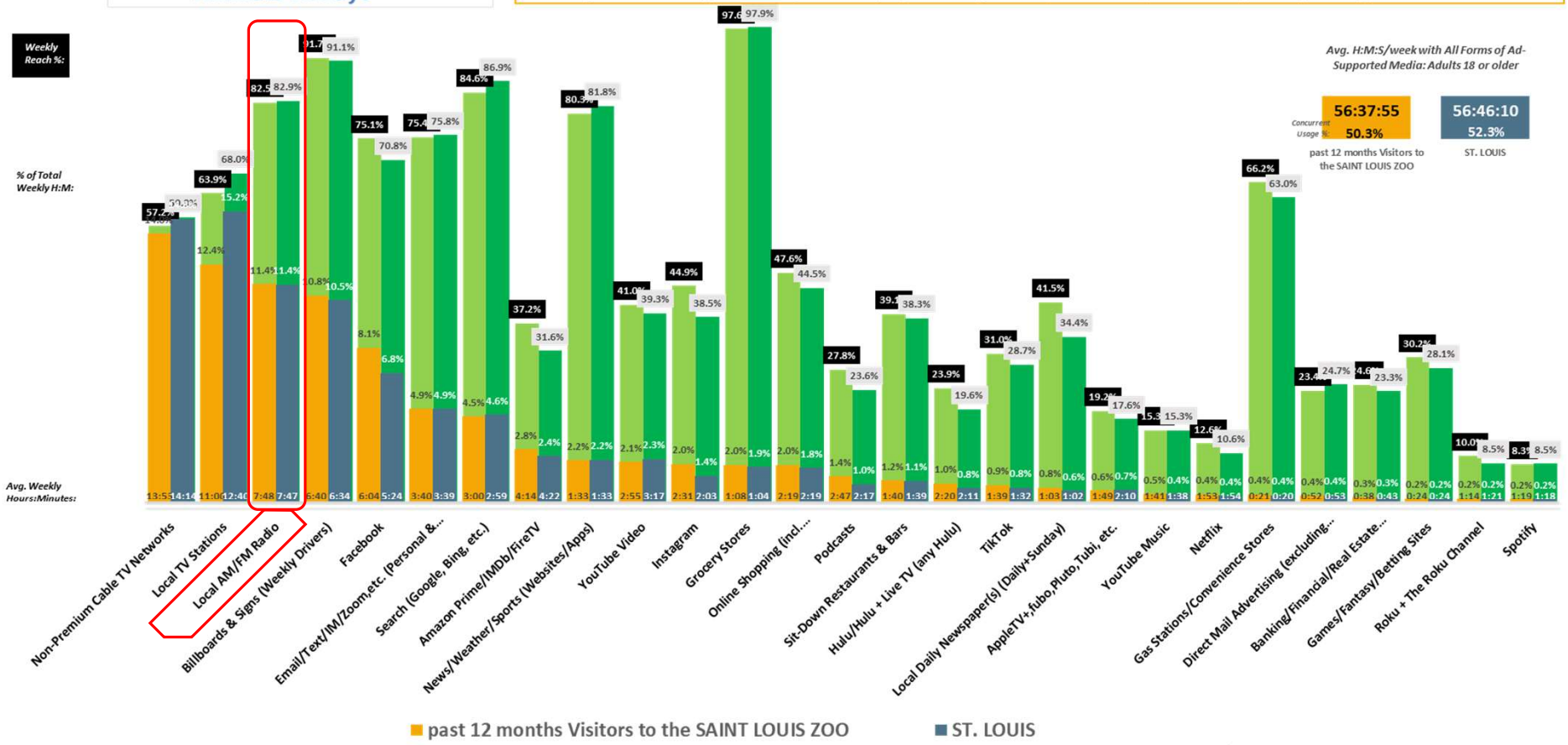
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Saint Louis Zoo
Animals Always®

Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO spend an average of 2 days, 8 hours, 37 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

82.5% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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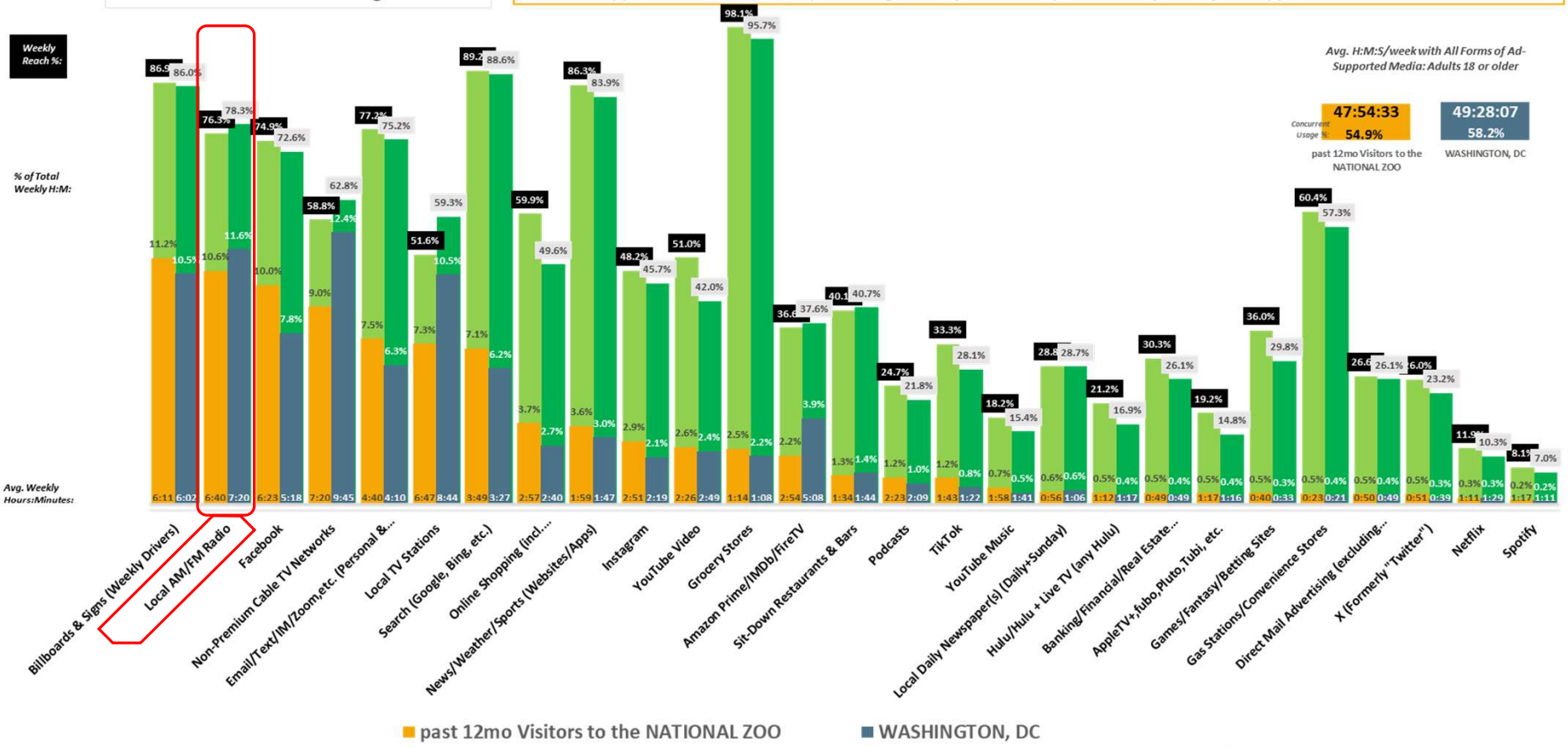
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Events attended/places visited past 12 months: Saint Louis Zoo

Smithsonian
National Zoological Park

Adults 18 or older past 12mo Visitors to the NATIONAL ZOO spend an average of 1 days, 23 hours, 54 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

76.3% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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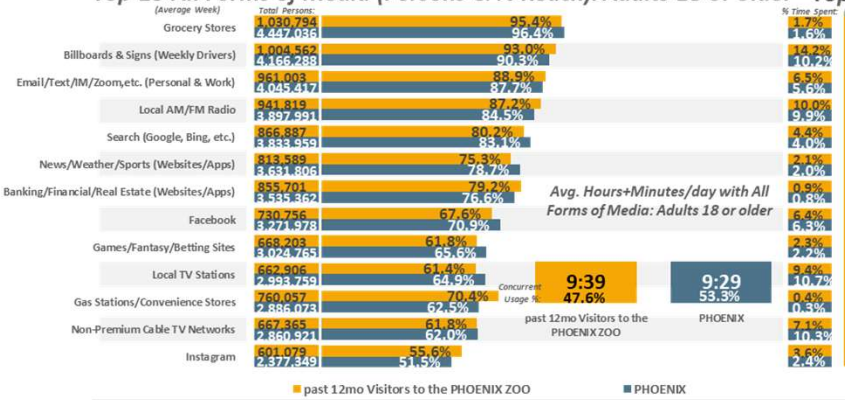
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

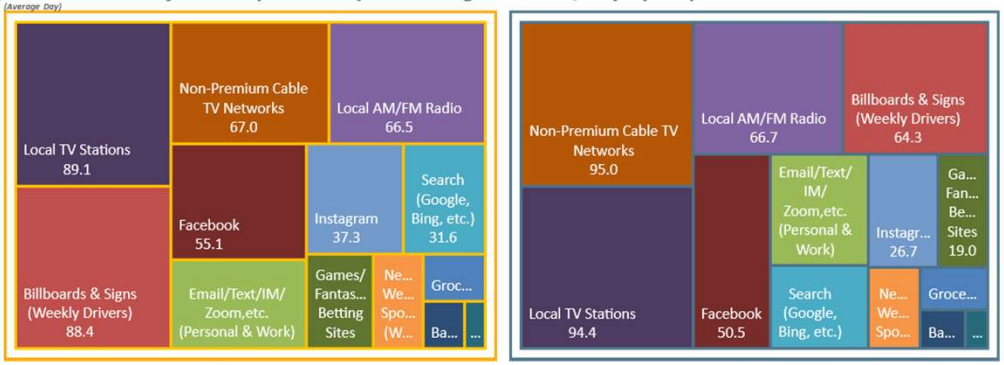
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

Adults 18 or older past 12mo Visitors to the PHOENIX ZOO spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 62.7 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

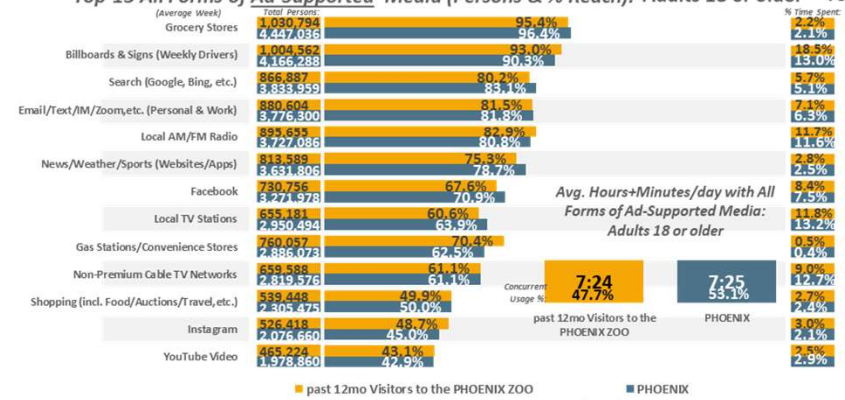
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



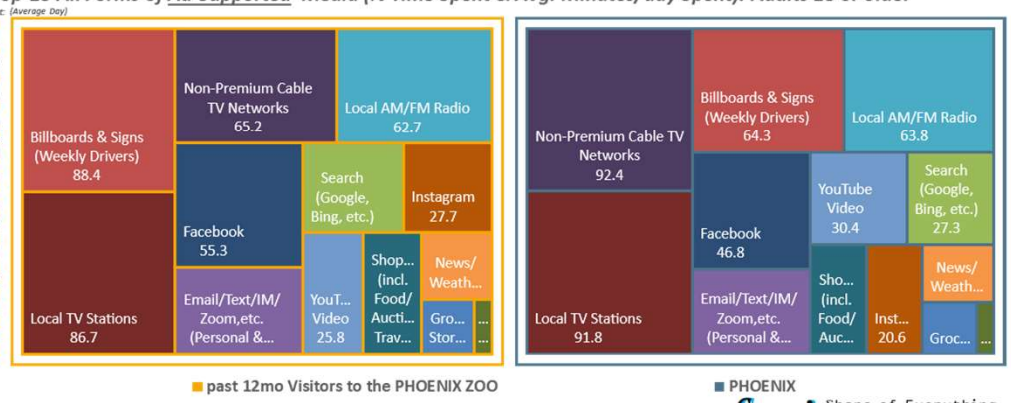
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

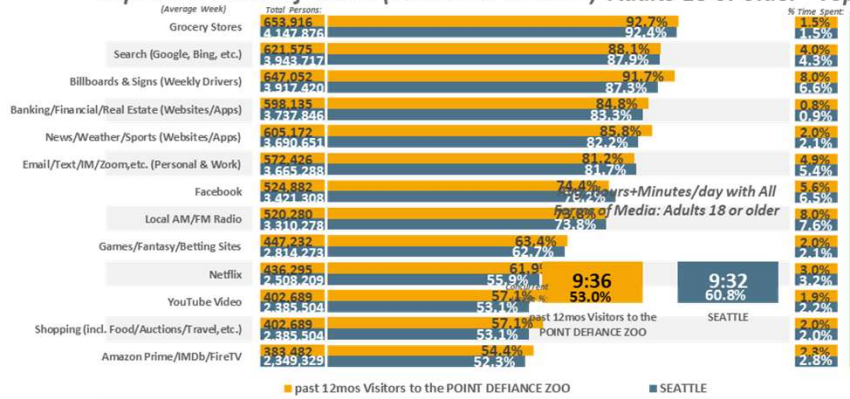
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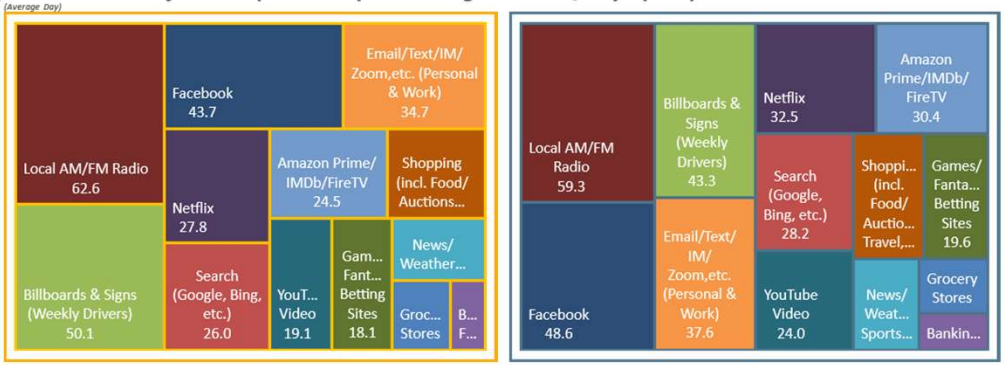
Events attended/places visited past 12 months: Phoenix Zoo

Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 71.9% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

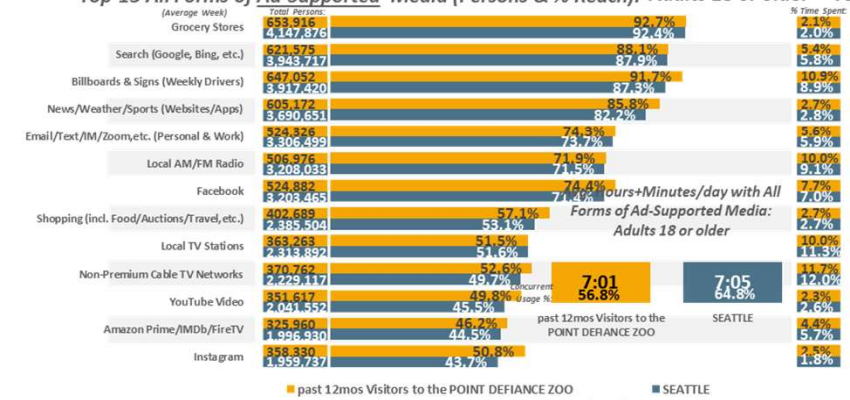
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



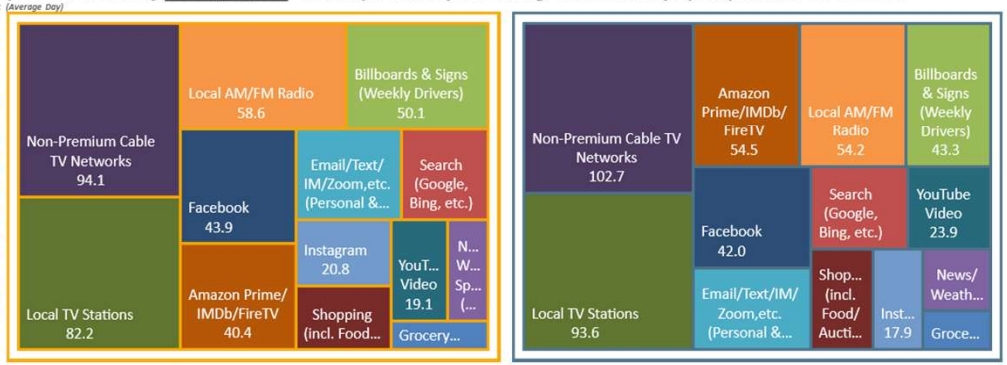
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

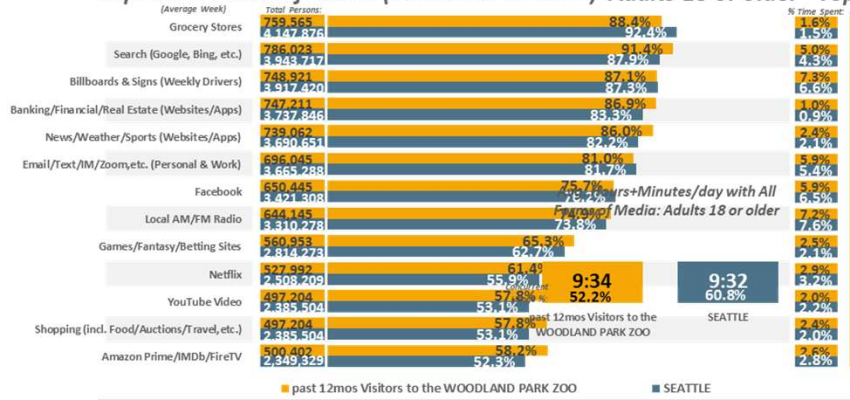
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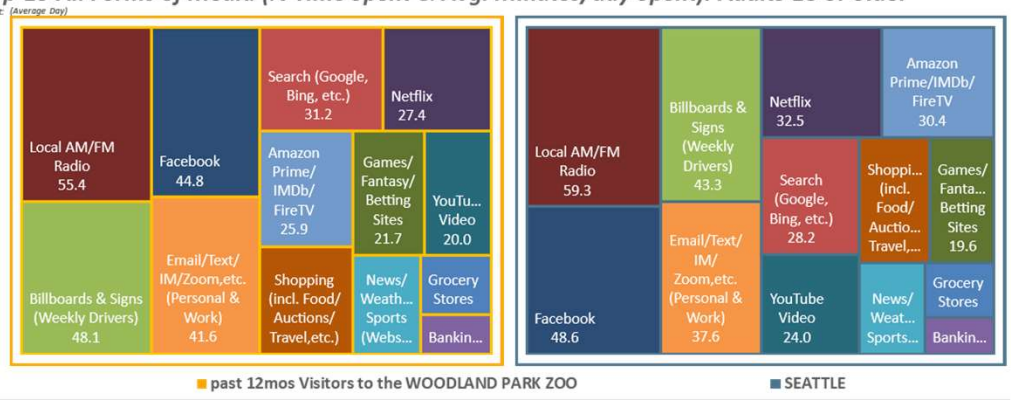
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 48. minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

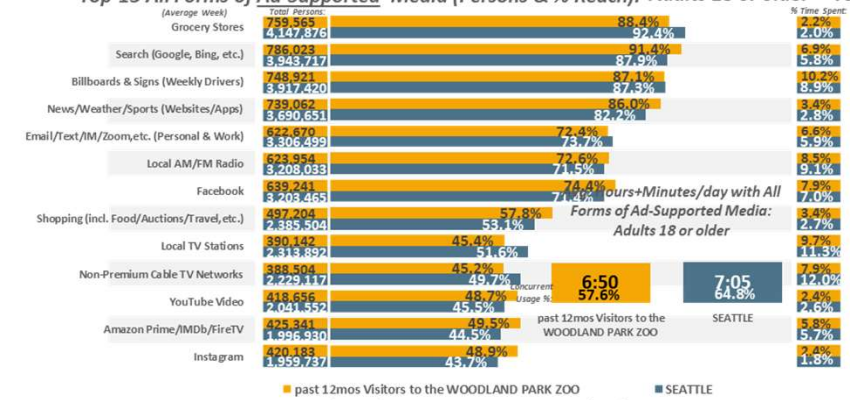
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



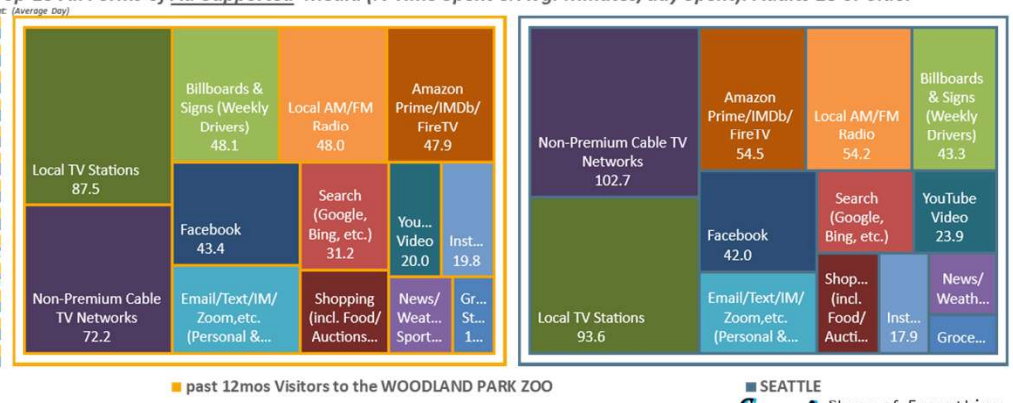
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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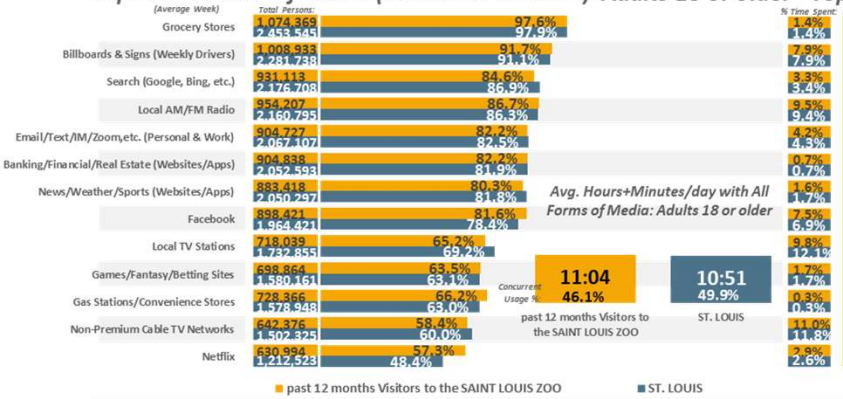
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

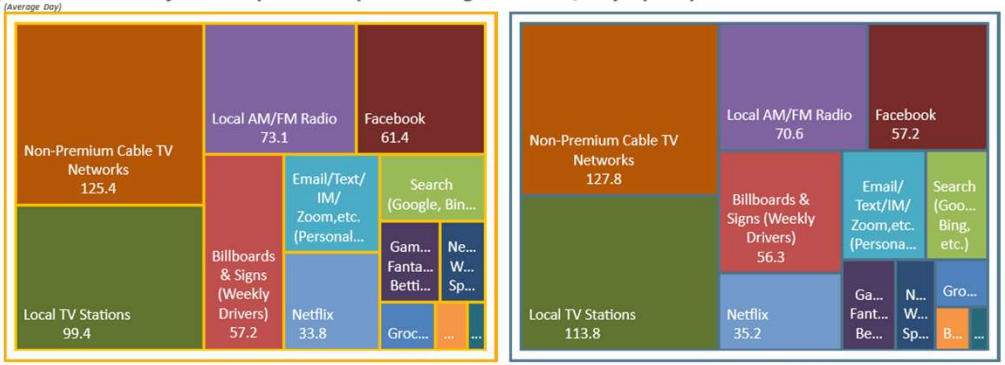
Saint Louis Zoo
Animals Always®

Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 67. minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

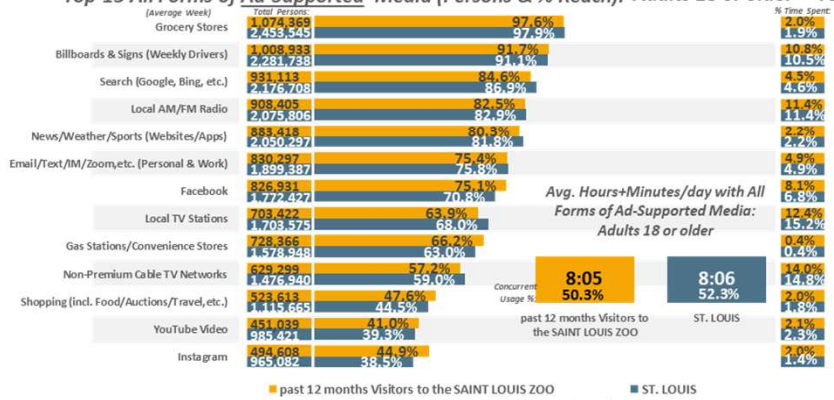
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



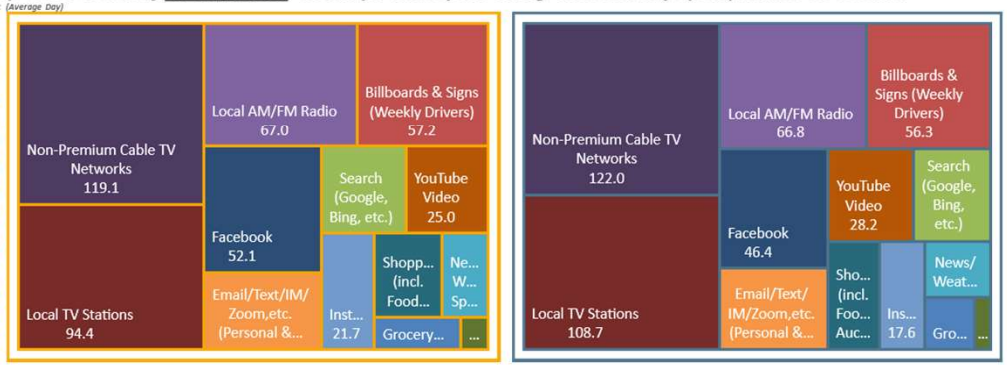
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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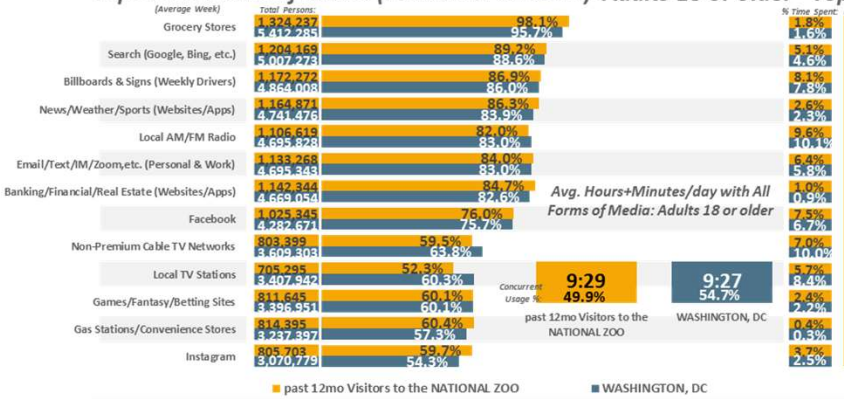
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Events attended/places visited past 12 months: Saint Louis Zoo

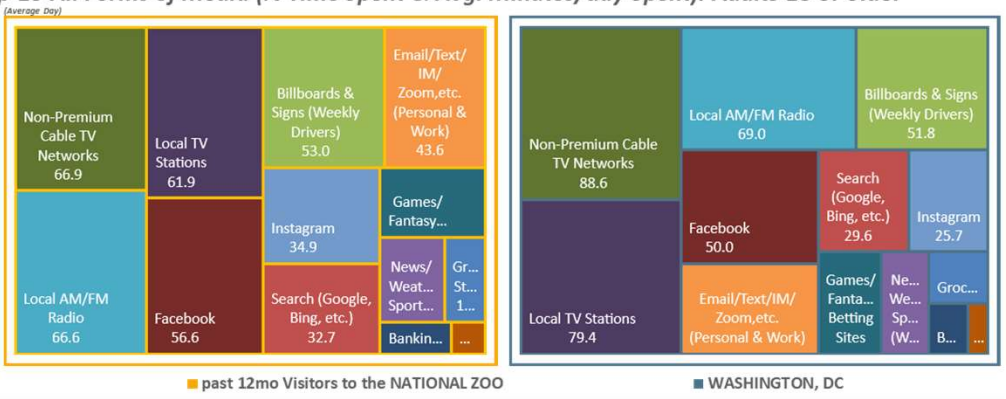
Smithsonian
National Zoological Park

Adults 18 or older past 12mo Visitors to the NATIONAL ZOO spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 57.3 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

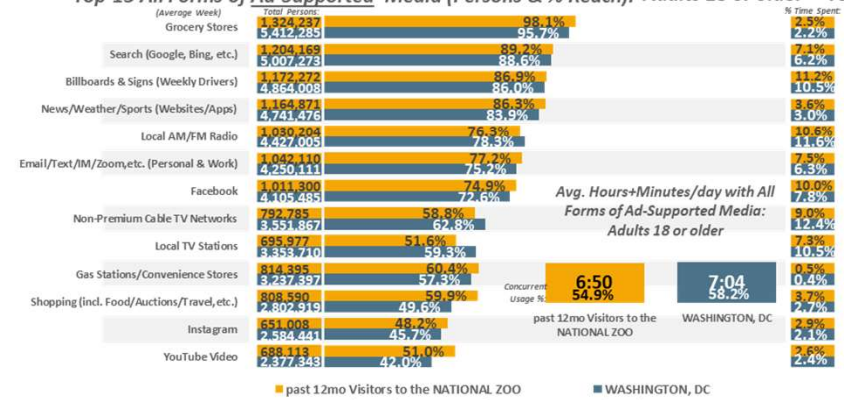
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



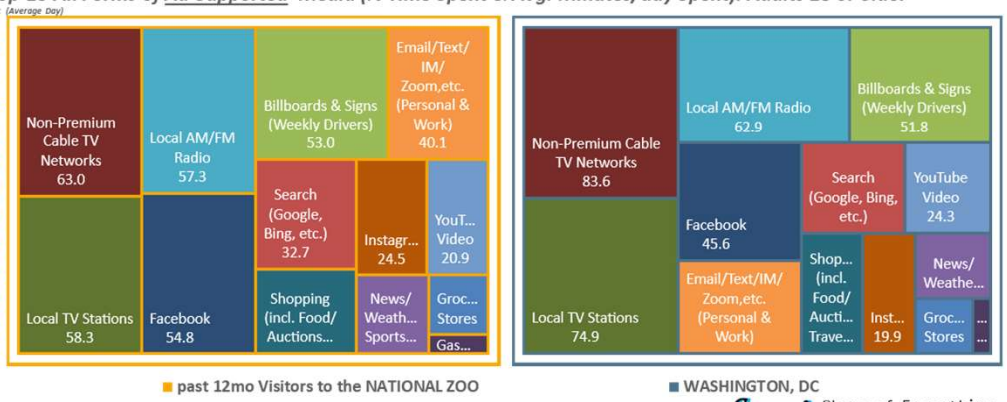
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,164

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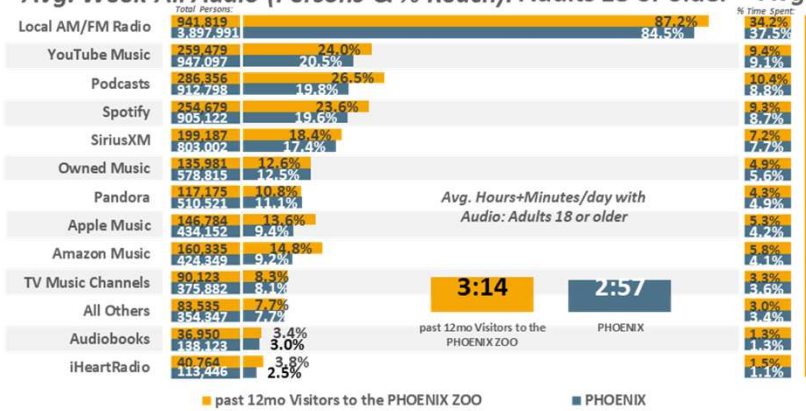
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

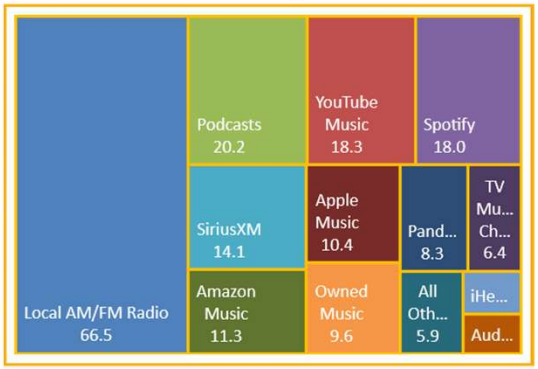
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

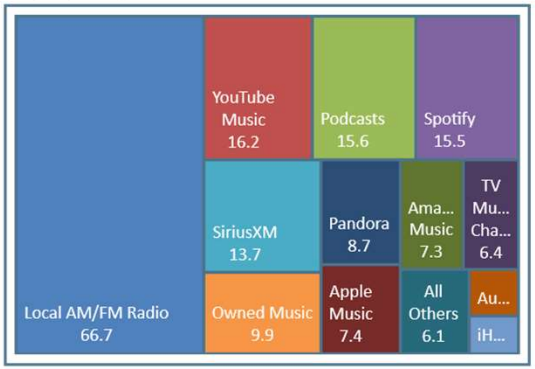
895,655 or 82.9% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

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

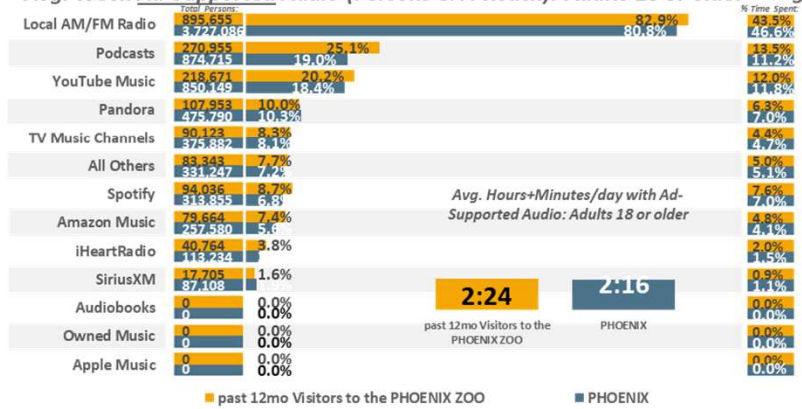


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

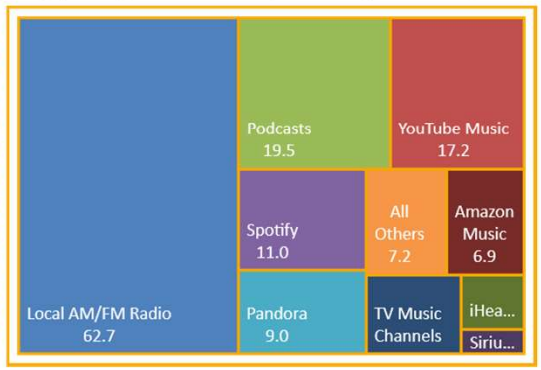


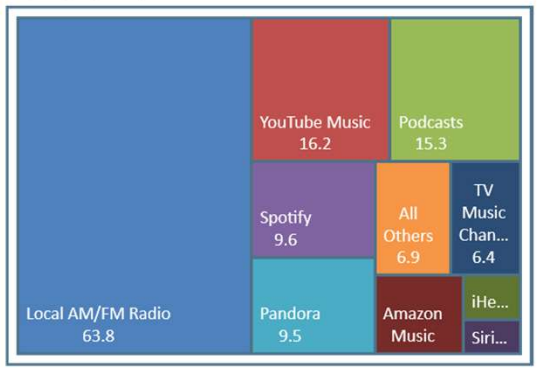


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

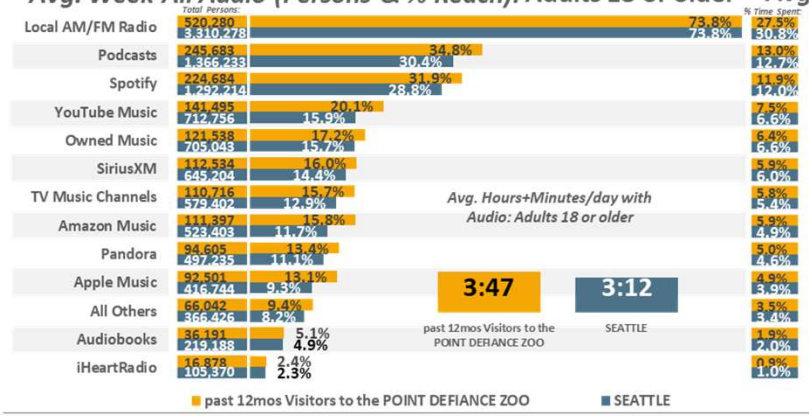
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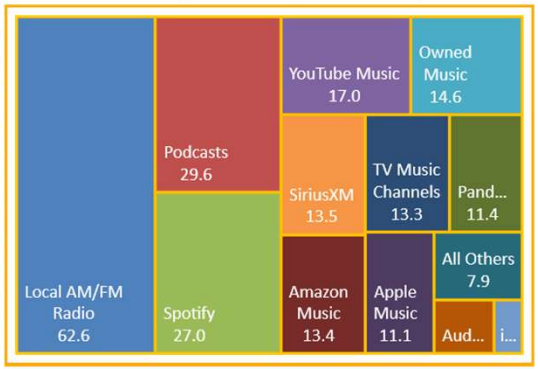
Events attended/places visited past 12 months: Phoenix Zoo

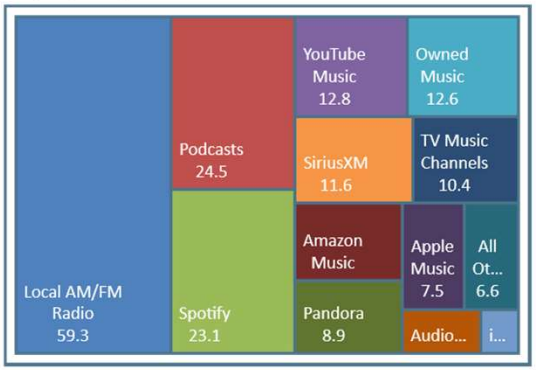
506,976 or 71.9% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

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

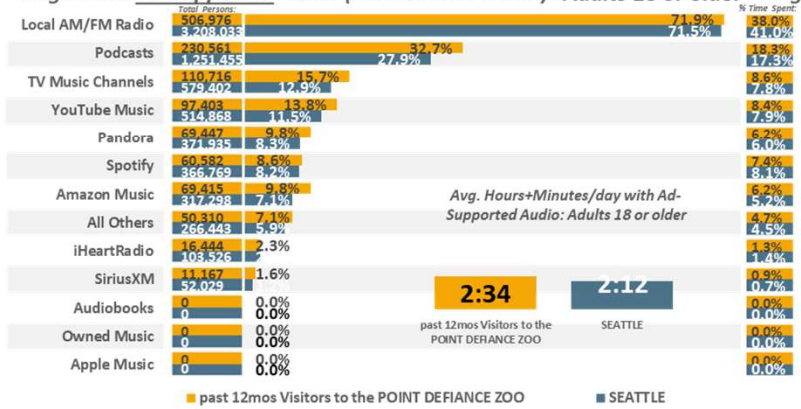


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

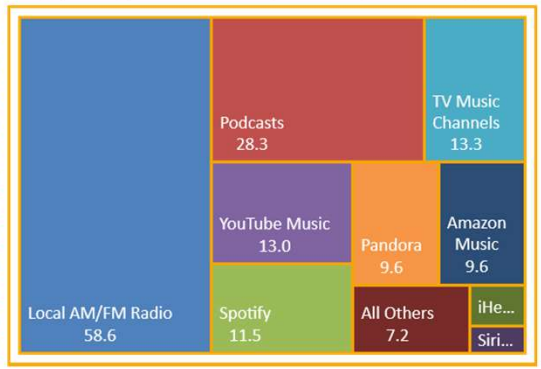


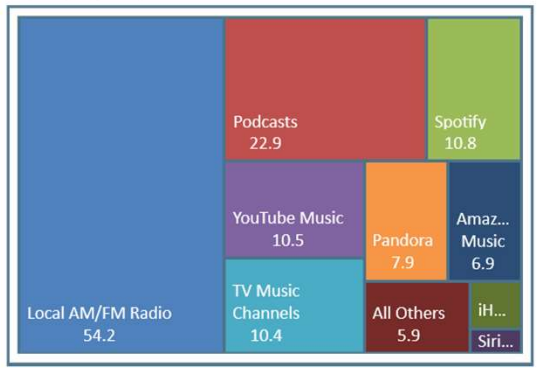


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

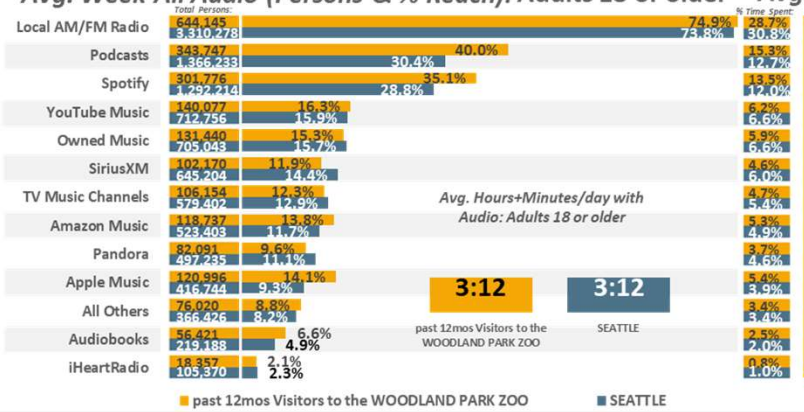
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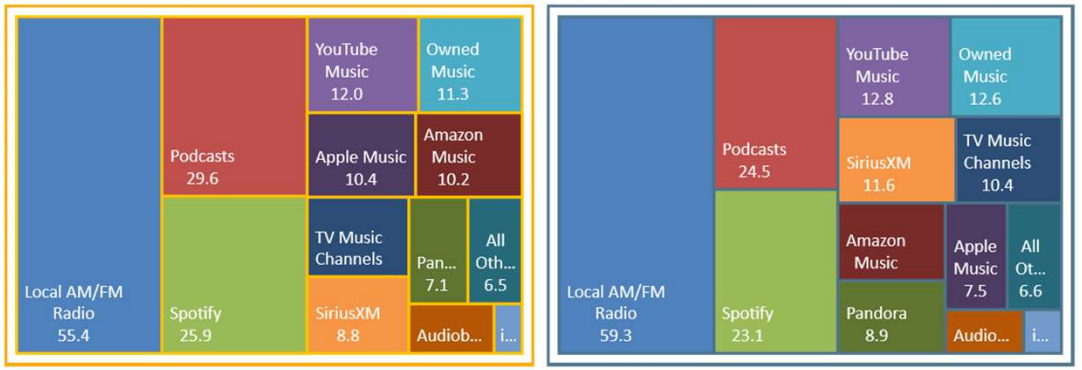
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

623,954 or 72.6% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO listen to Ad-Supported Local AM/FM Radio for an average of 48. minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

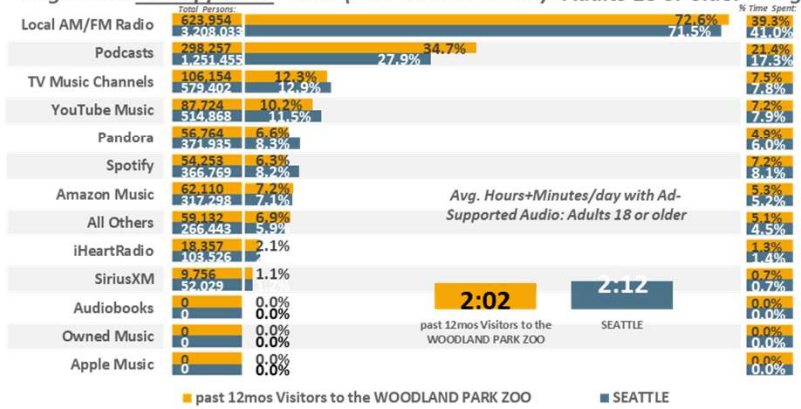
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



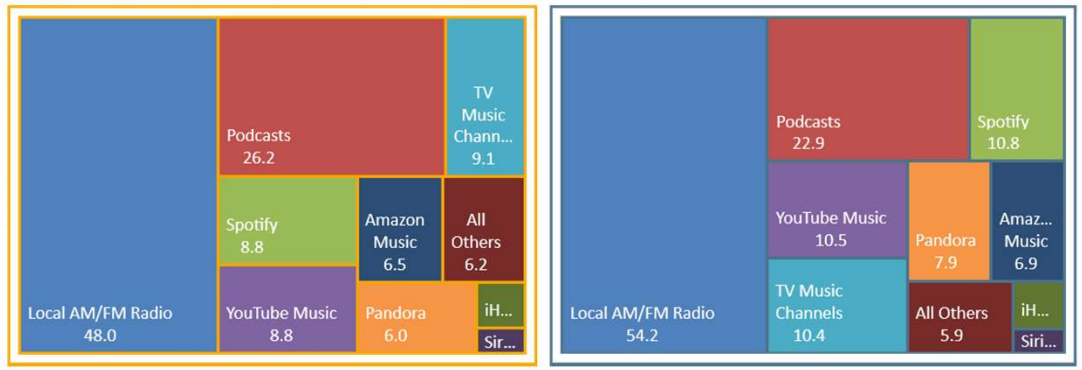
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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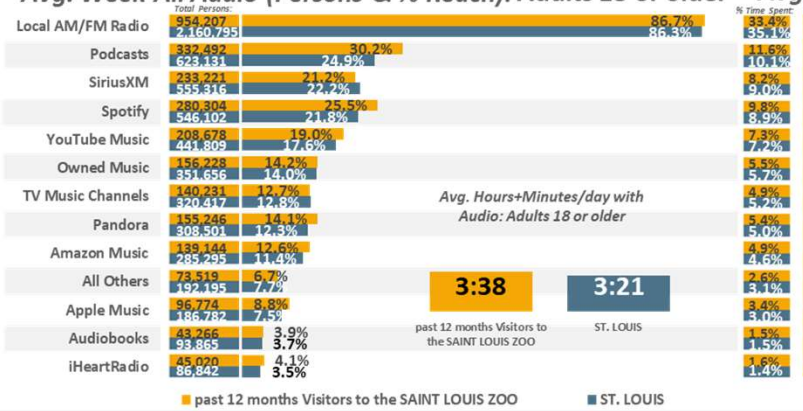
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

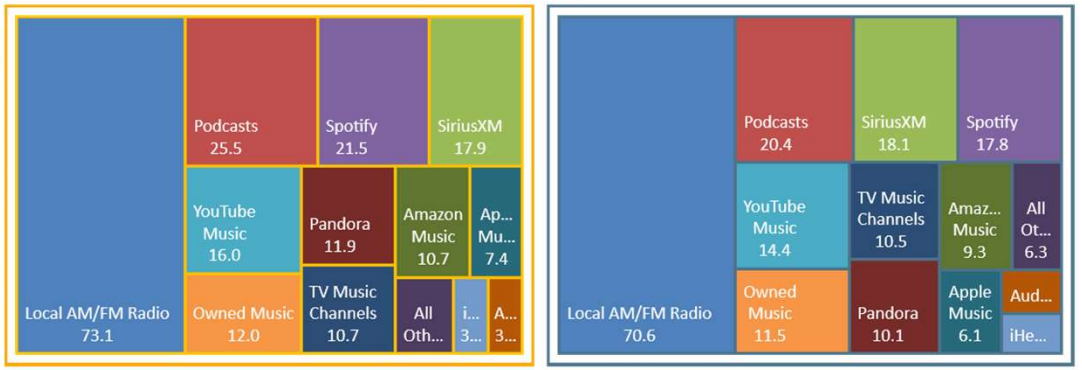
Saint Louis Zoo
Animals Always®

908,405 or 82.5% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

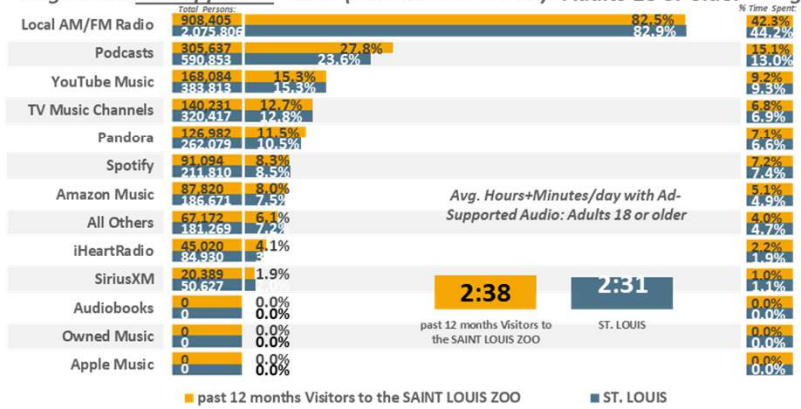
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



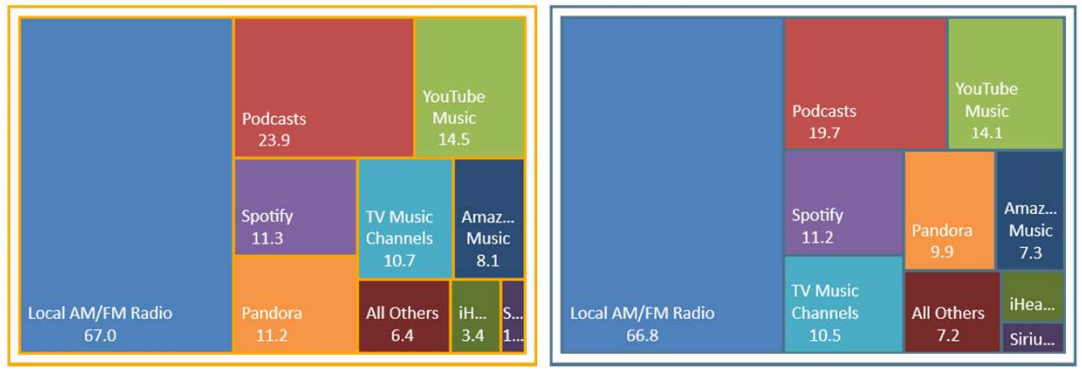
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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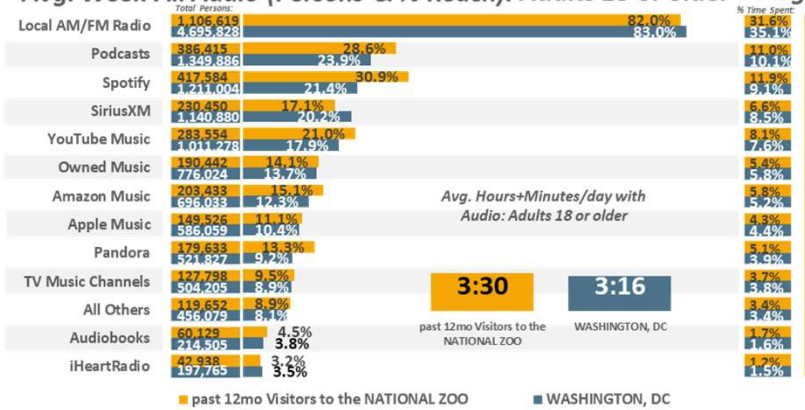
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Events attended/places visited past 12 months: Saint Louis Zoo

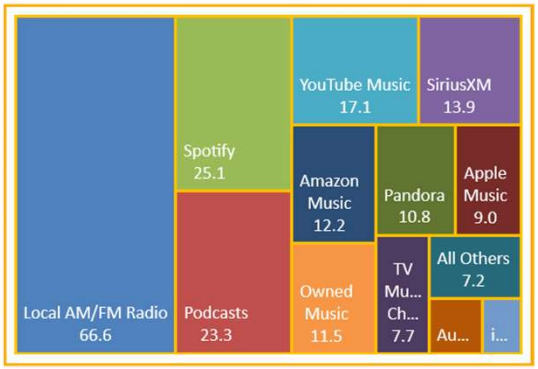
Smithsonian
National Zoological Park

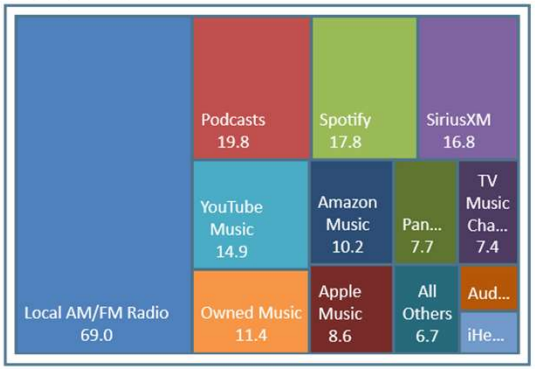
1,030,204 or 76.3% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

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

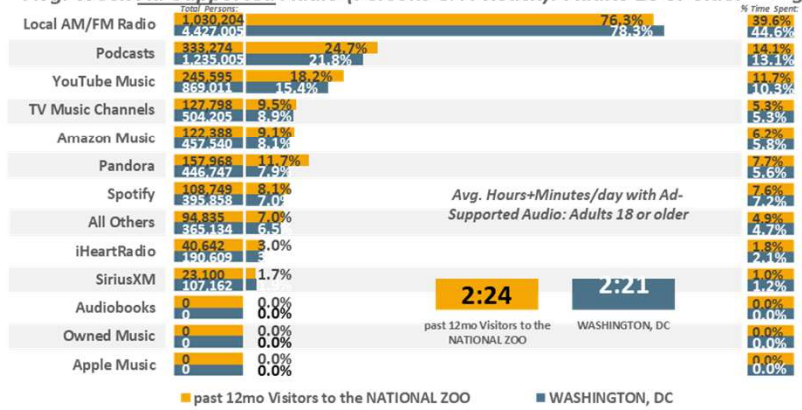


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

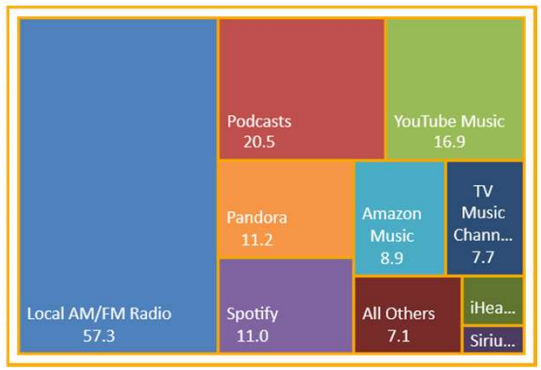


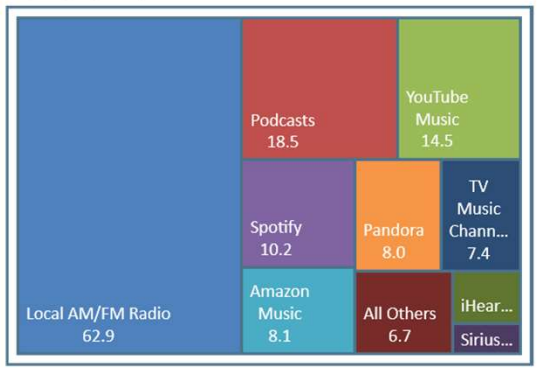


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

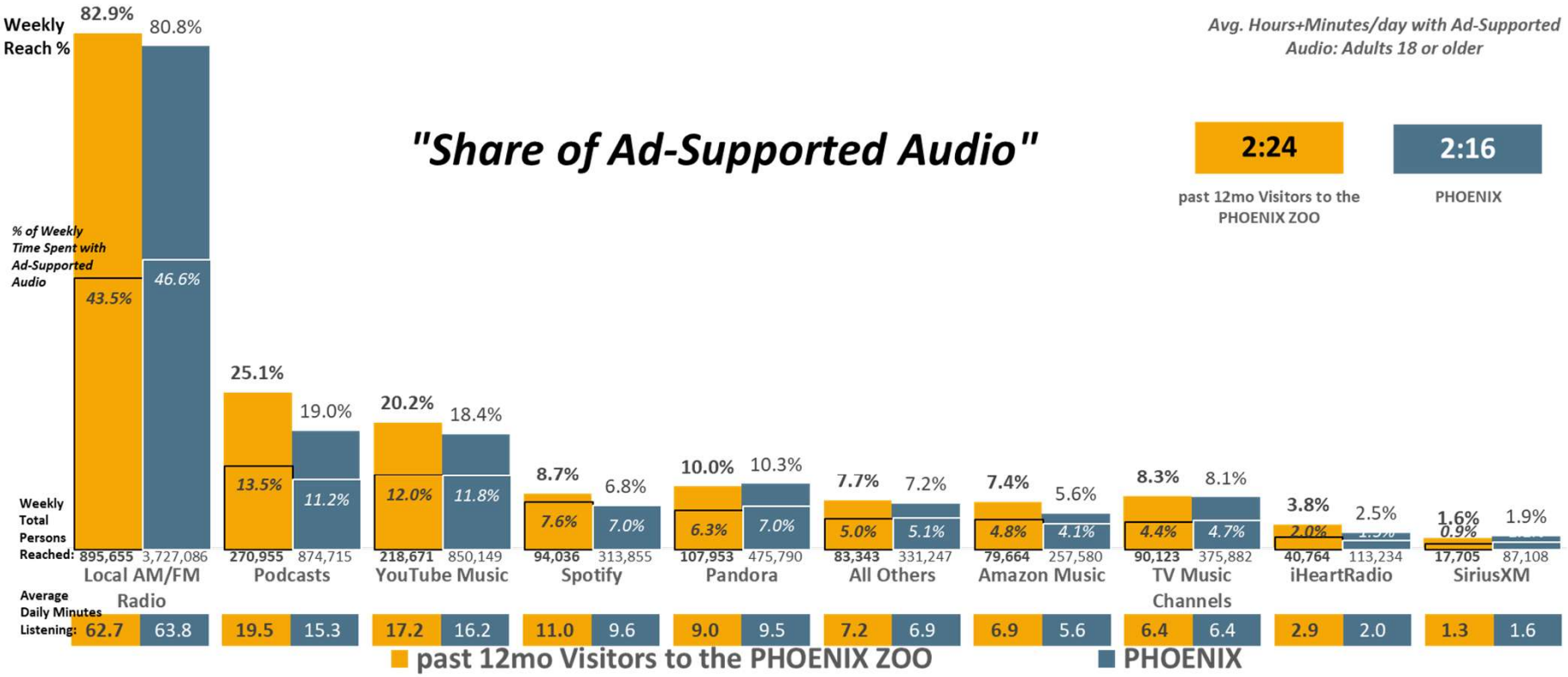
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

895,655 or 82.9% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



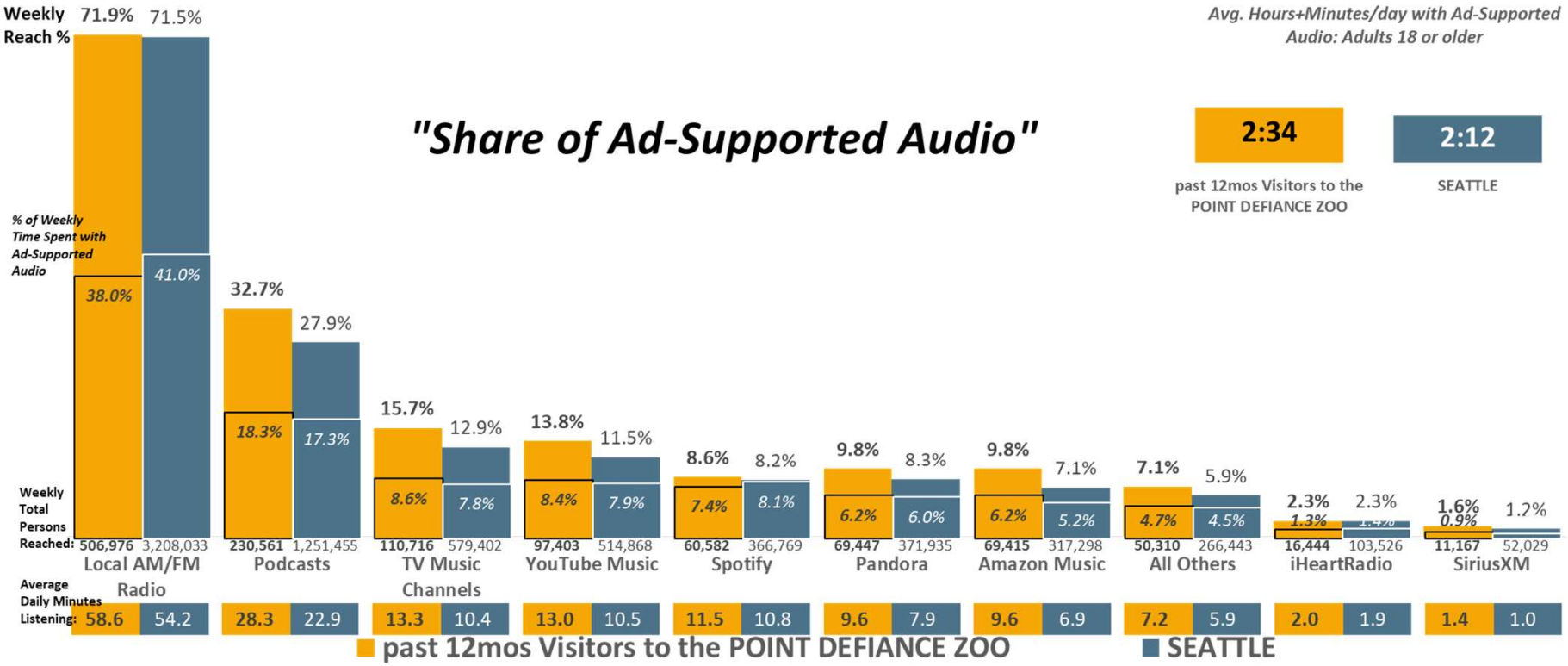
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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Events attended/places visited past 12 months: Phoenix Zoo

506,976 or 71.9% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



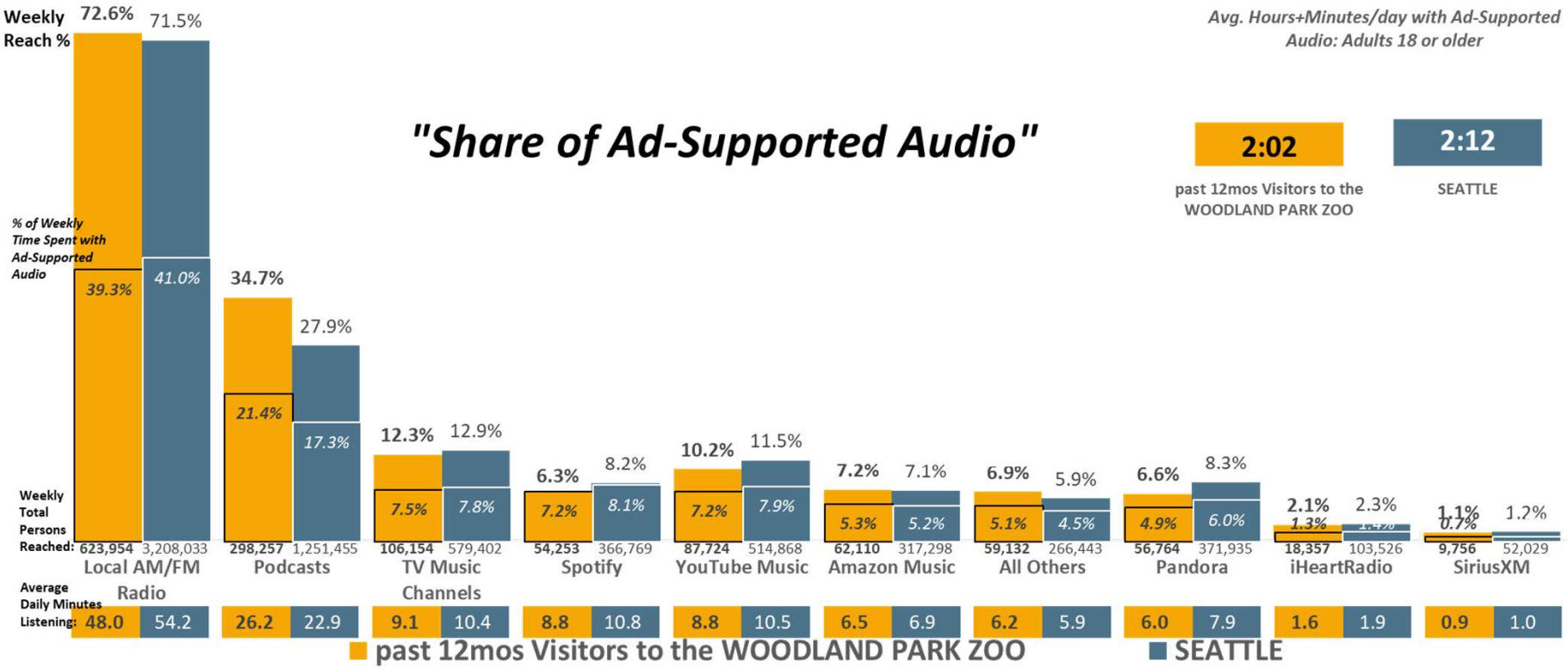
SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

623,954 or 72.6% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO listen to Ad-Supported Local AM/FM Radio for an average of 48. minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

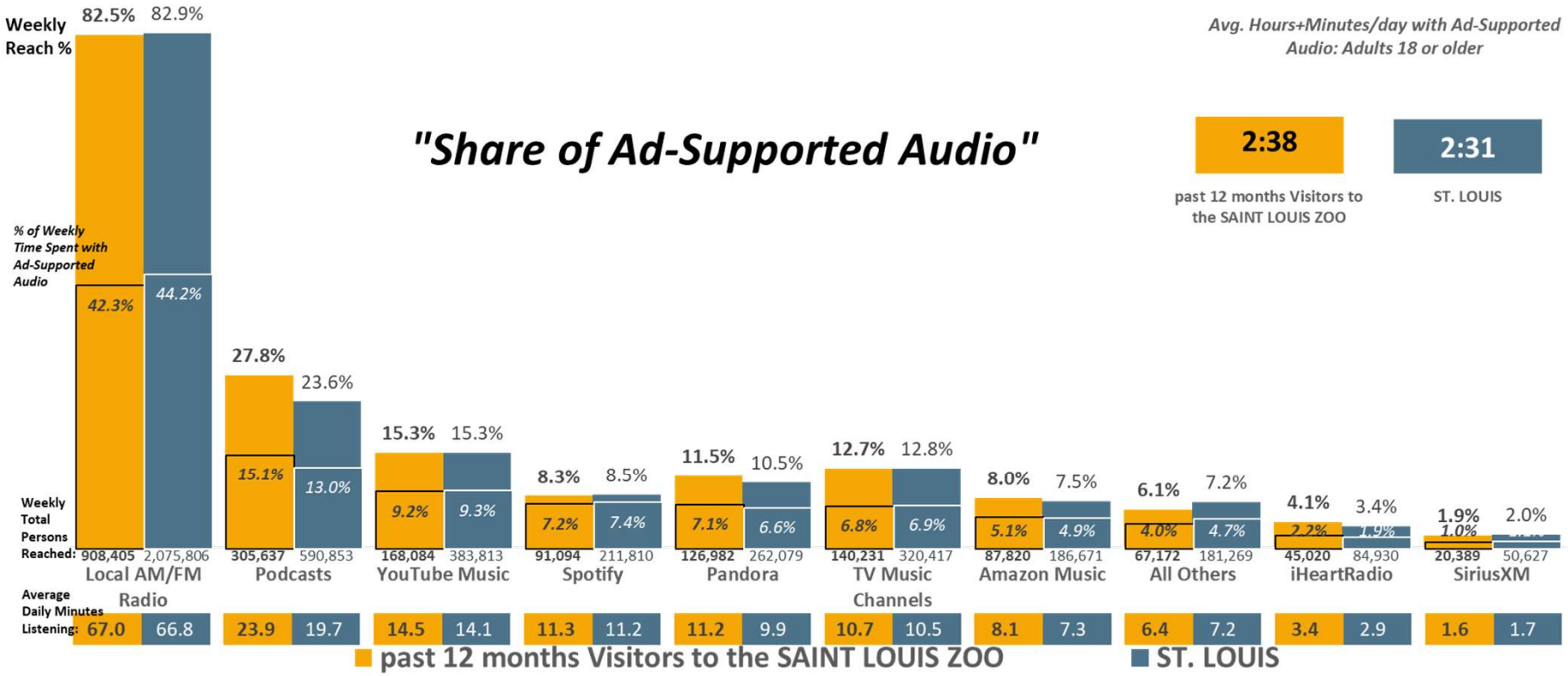
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Saint Louis Zoo
Animals Always®

908,405 or 82.5% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

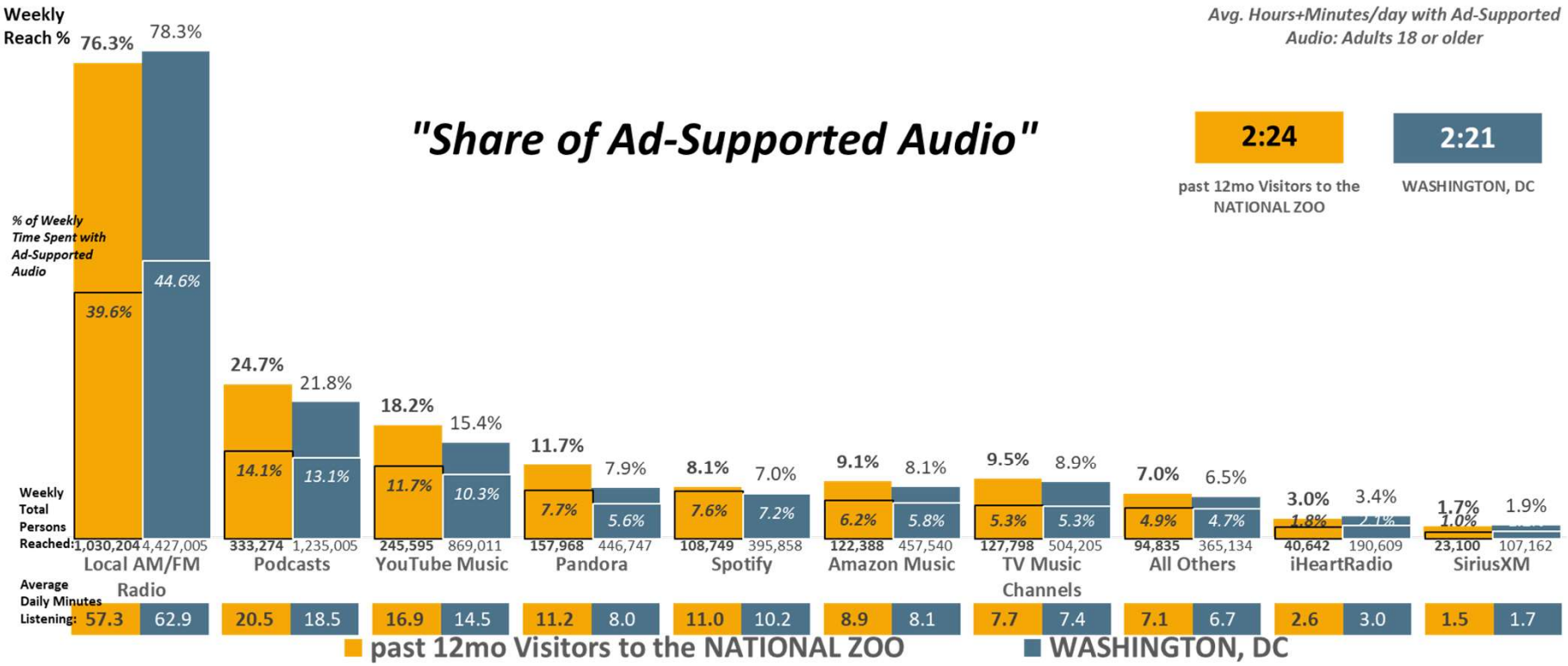
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Events attended/places visited past 12 months: Saint Louis Zoo

Smithsonian
National Zoological Park

1,030,204 or 76.3% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Spotify	Amazon Music	TV Music Channels	All Others	iHeartRadio	SiriusXM
Weekly Reach %	76.3% / 78.3%	24.7% / 21.8%	18.2% / 15.4%	11.7% / 7.9%	8.1% / 7.0%	9.1% / 8.1%	9.5% / 8.9%	7.0% / 6.5%	3.0% / 3.4%	1.7% / 1.9%
% of Weekly Time Spent with Ad-Supported Audio	39.6% / 44.6%	14.1% / 13.1%	11.7% / 10.3%	7.7% / 5.6%	7.6% / 7.2%	6.2% / 5.8%	5.3% / 5.3%	4.9% / 4.7%	1.8% / 1.7%	1.0% / 1.1%
Weekly Total Persons Reached:	1,030,204 / 4,427,005	333,274 / 1,235,005	245,595 / 869,011	157,968 / 446,747	108,749 / 395,858	122,388 / 457,540	127,798 / 504,205	94,835 / 365,134	40,642 / 190,609	23,100 / 107,162
Average Daily Minutes Listening:	57.3 / 62.9	20.5 / 18.5	16.9 / 14.5	11.2 / 8.0	11.0 / 10.2	8.9 / 8.1	7.7 / 7.4	7.1 / 6.7	2.6 / 3.0	1.5 / 1.7

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

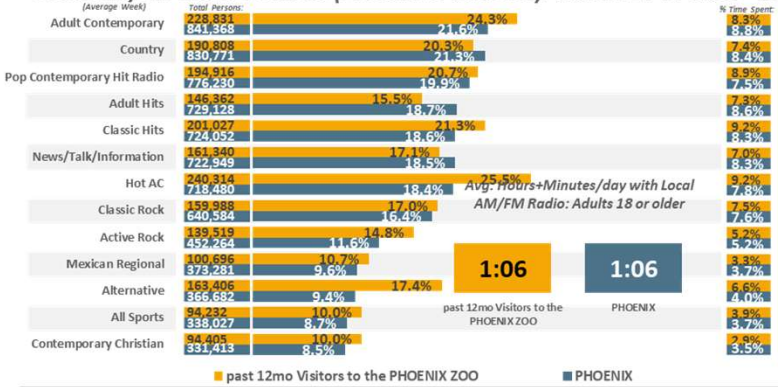
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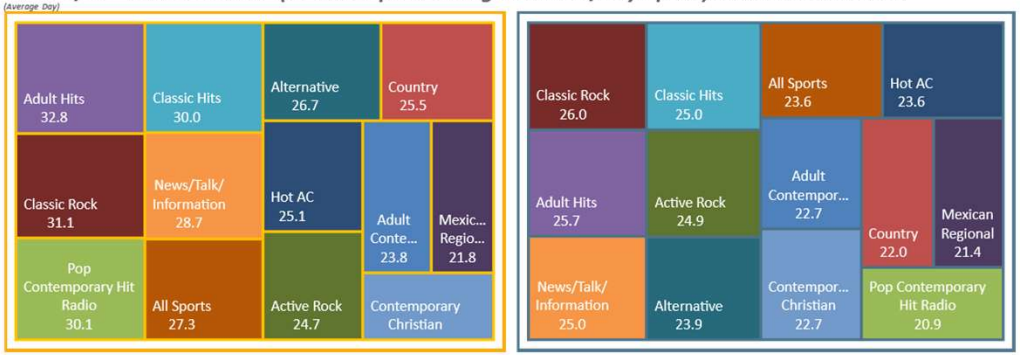
Events attended/places visited past 12 months: Simithsonian National Zoo Park

895,655 or 82.9% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, and Country.

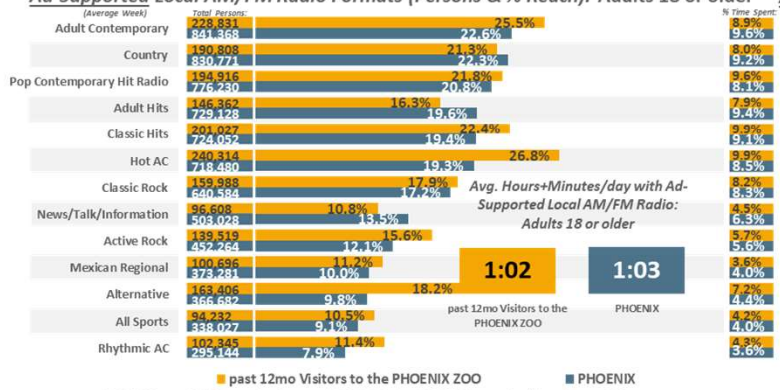
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



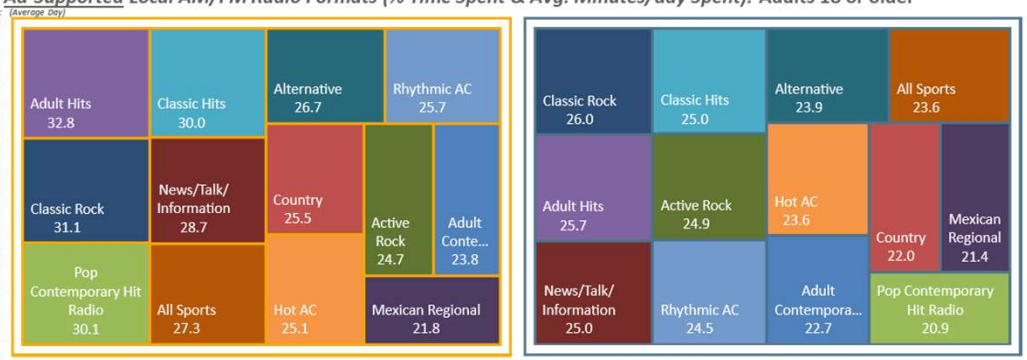
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

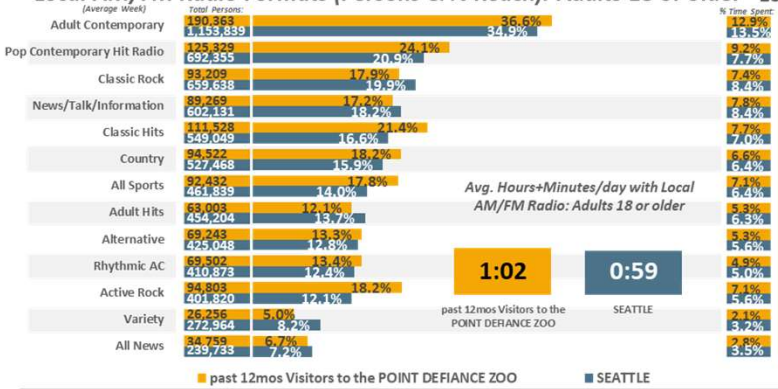
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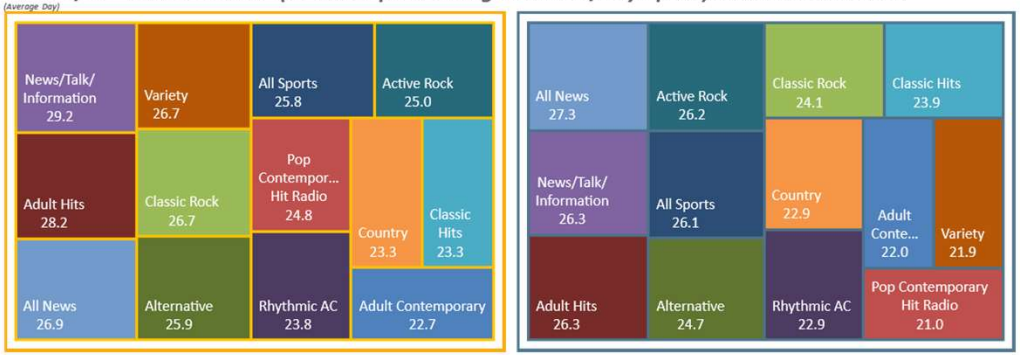
Events attended/places visited past 12 months: Phoenix Zoo

506,976 or 71.9% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Active Rock, and Country.

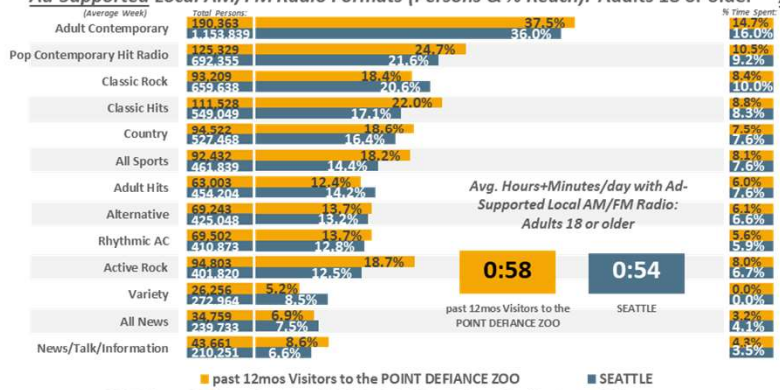
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



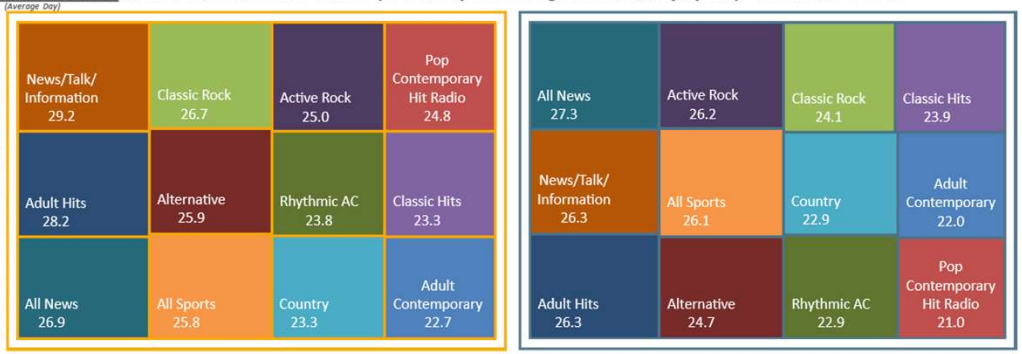
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

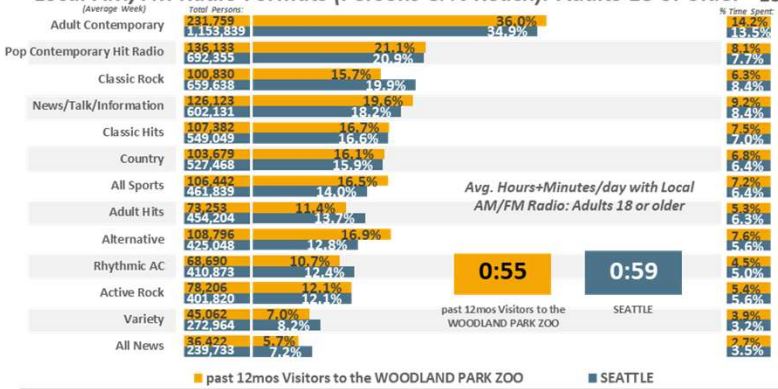
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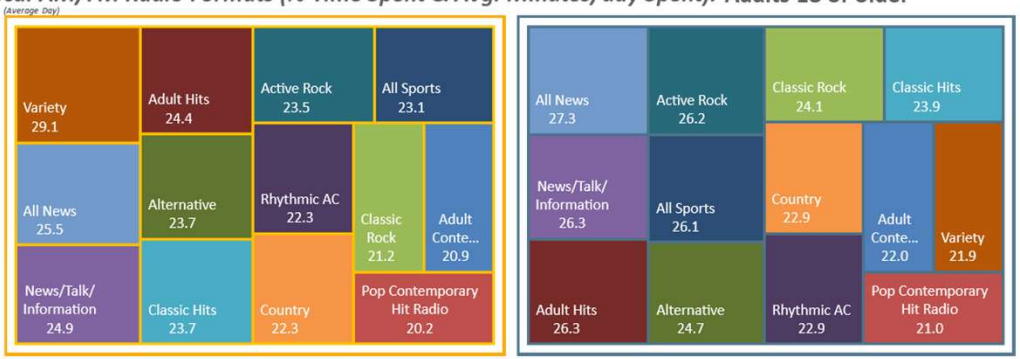
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

623,954 or 72.6% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Hits, and All Sports.

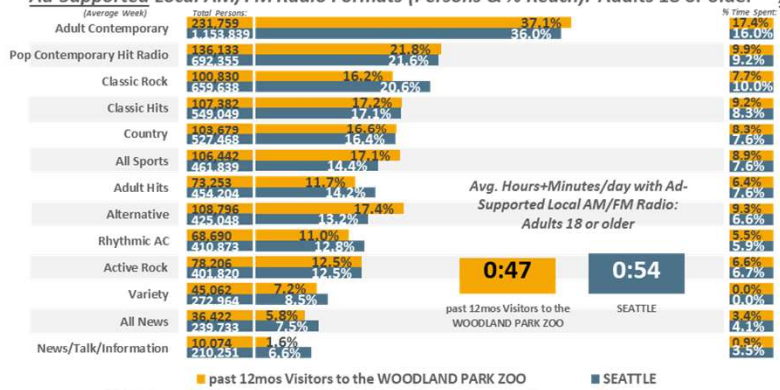
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



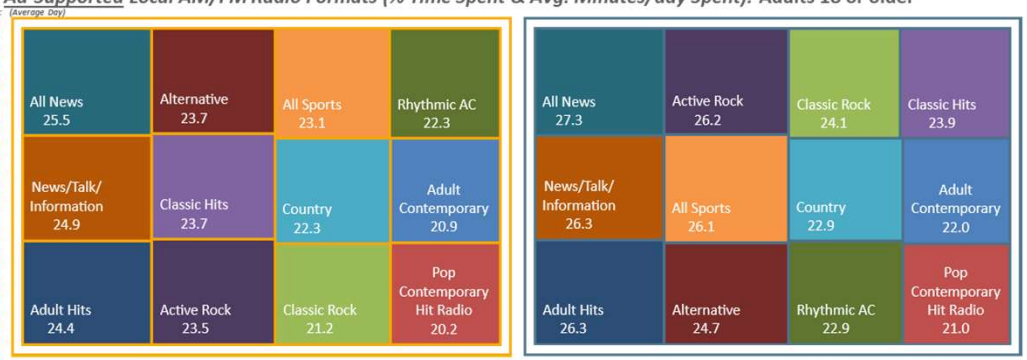
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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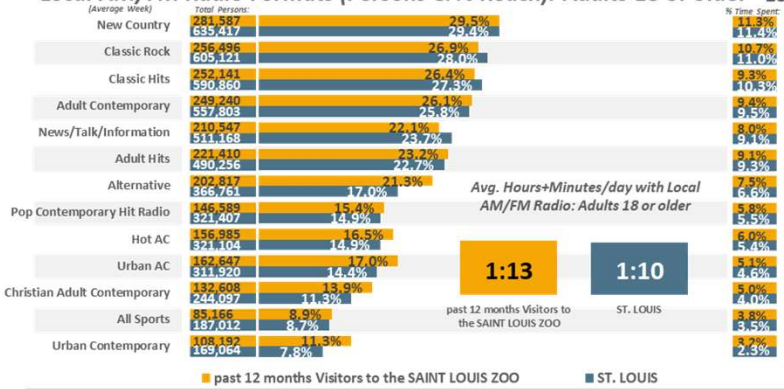
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

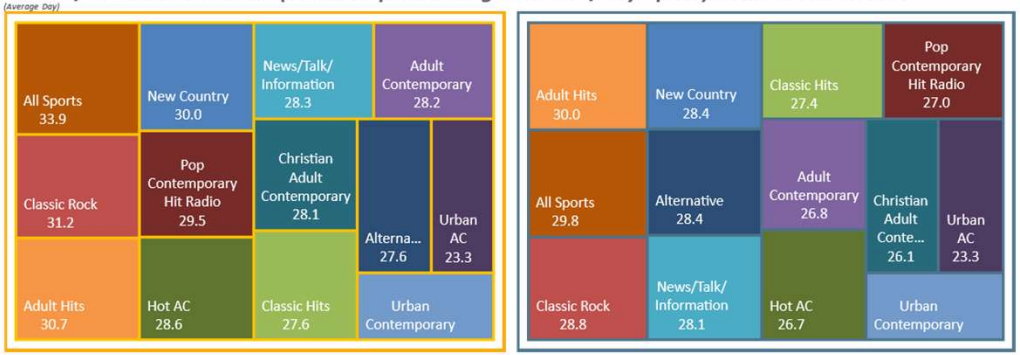
Saint Louis Zoo
Animals Always®

908,405 or 82.5% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Rock, Classic Hits, Adult Contemporary, and Adult Hits.

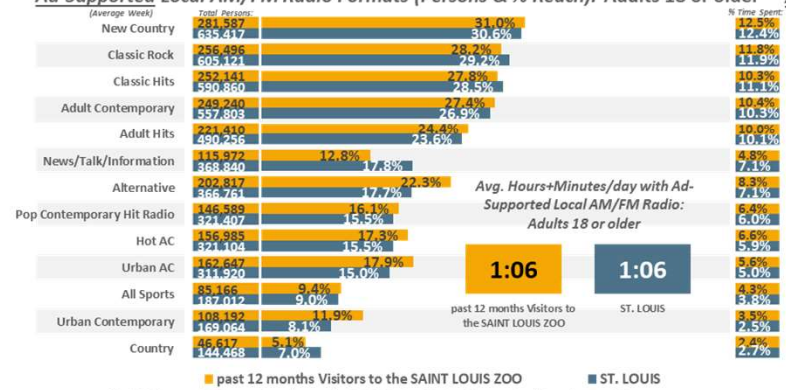
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



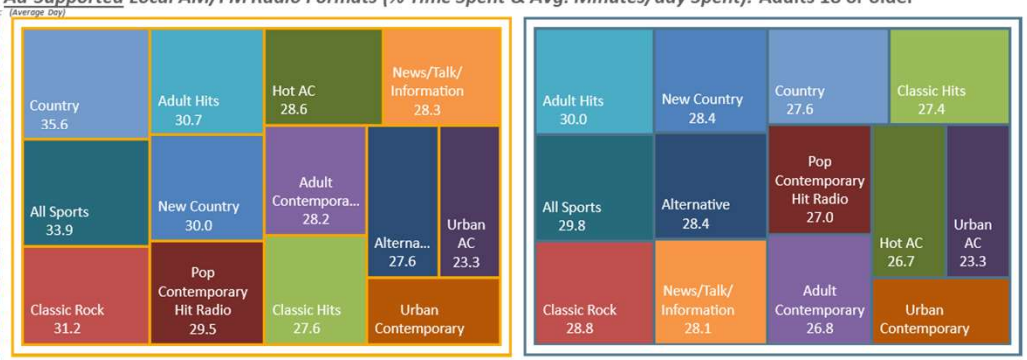
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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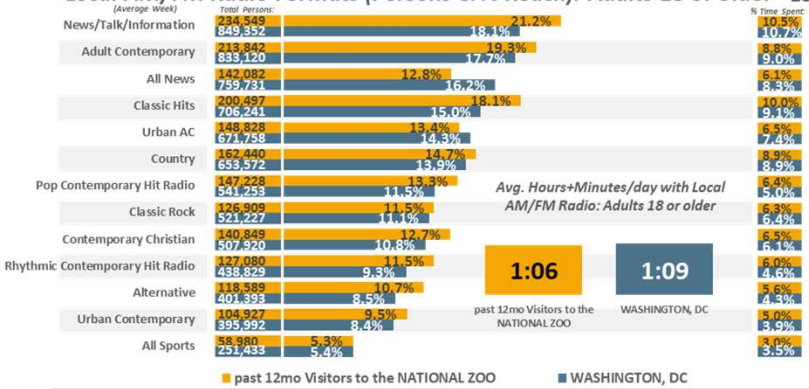
soefa.ai Share of Everything for Anything

Events attended/places visited past 12 months: Saint Louis Zoo

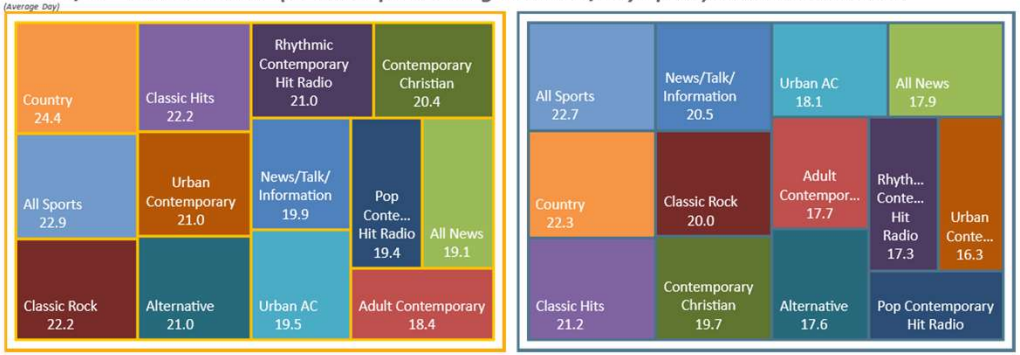
Smithsonian
National Zoological Park

1,030,204 or 76.3% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Urban AC, and Pop Contemporary Hit Radio.

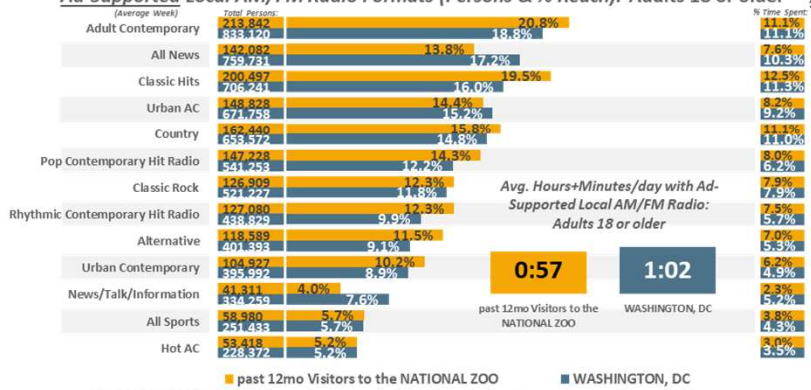
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



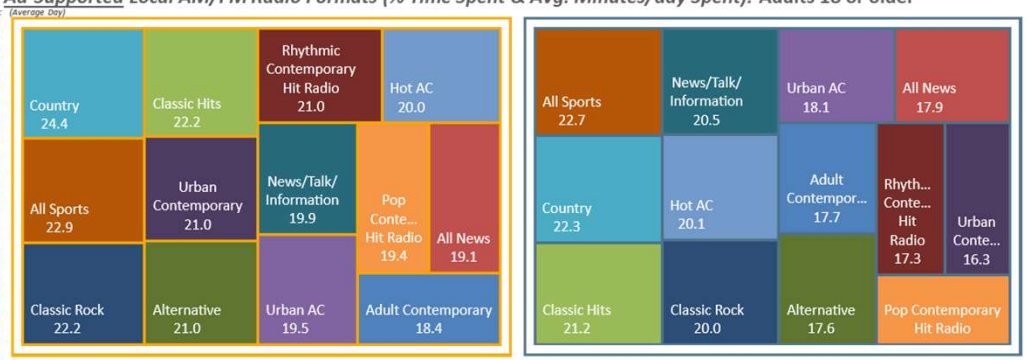
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,164

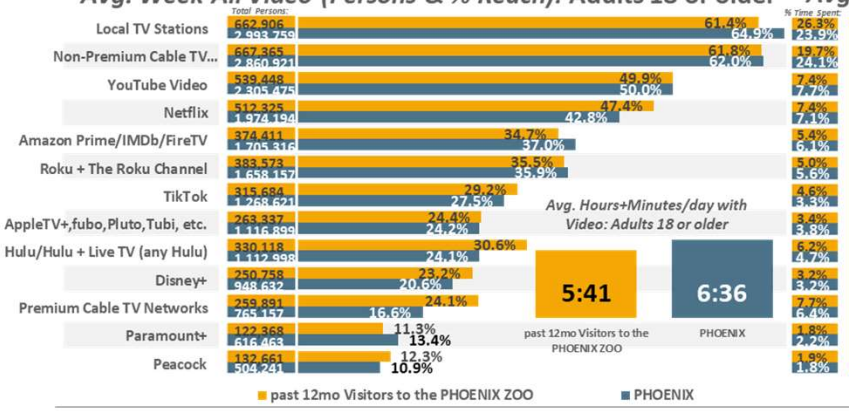
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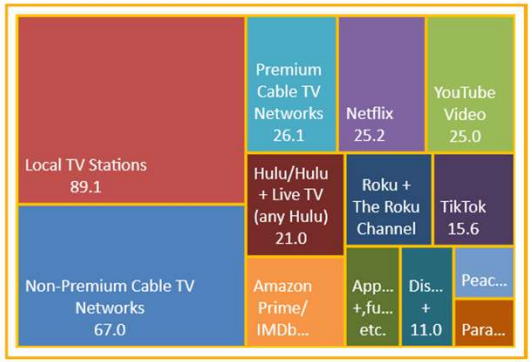
Events attended/places visited past 12 months: Simithsonian National Zoo Park

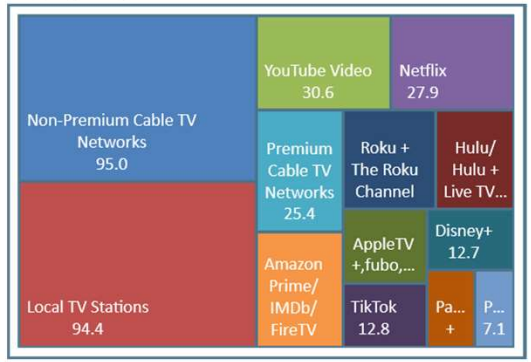
655,181 or 60.6% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO watch Ad-Supported Local TV Stations for an average of 86.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

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

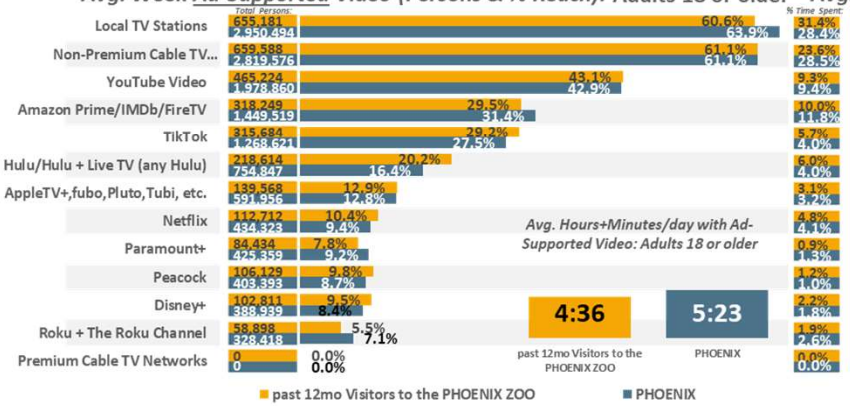


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

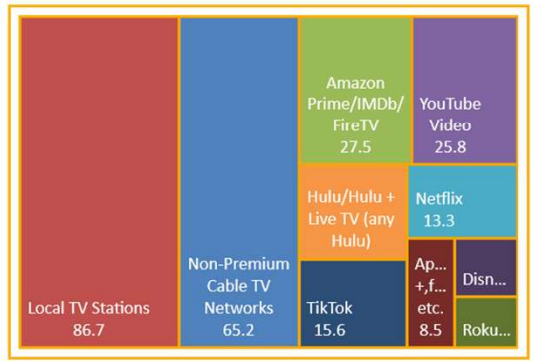


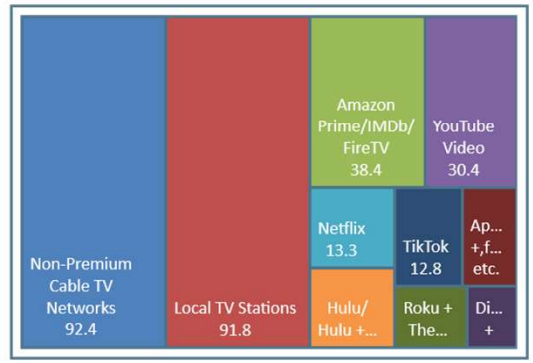


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

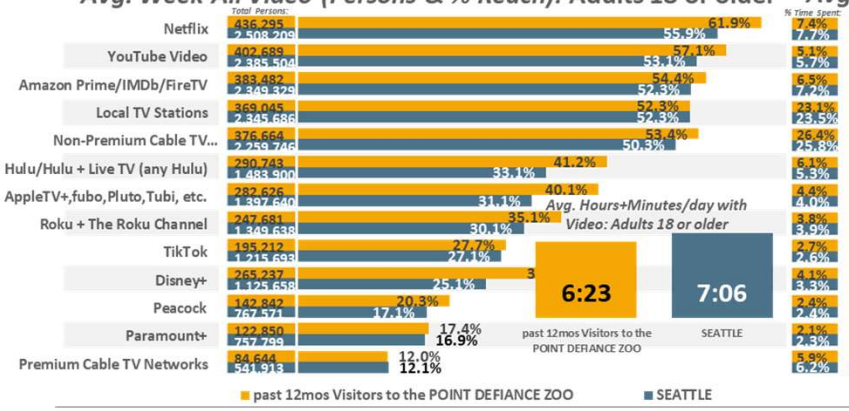
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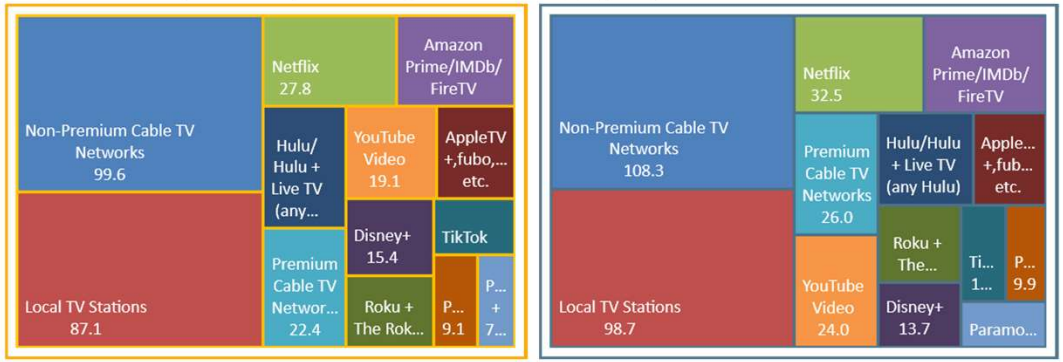
Events attended/places visited past 12 months: Phoenix Zoo

363,263 or 51.5% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

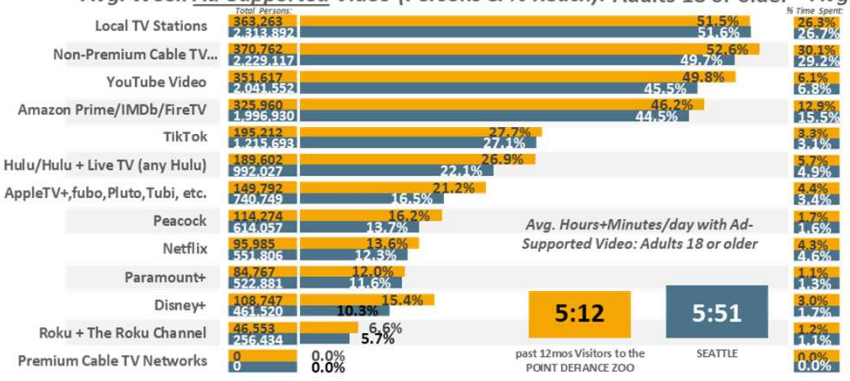
Avg. Week All Video (Persons & % Reach): Adults 18 or older



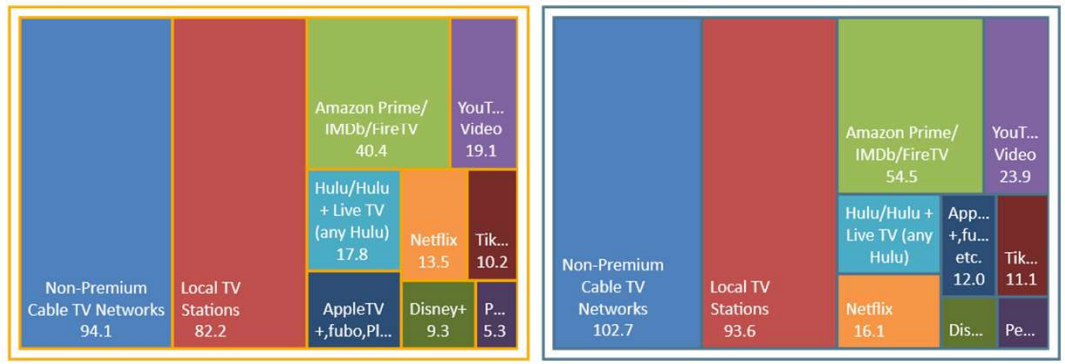
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

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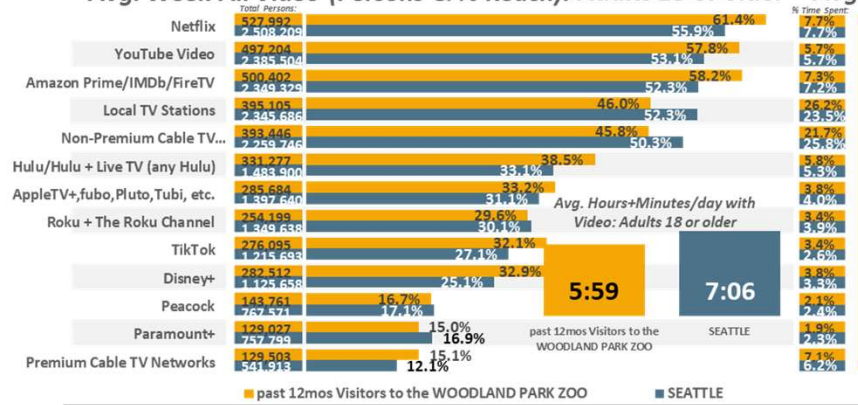
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

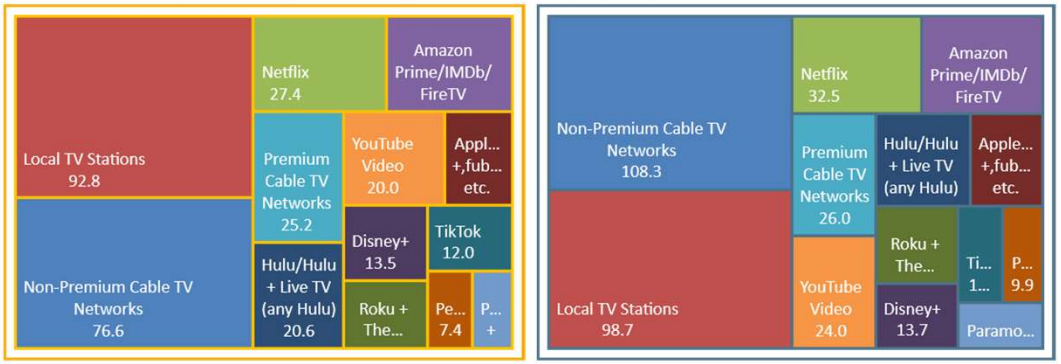
WOODLAND PARK ZOO

390,142 or 45.4% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

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

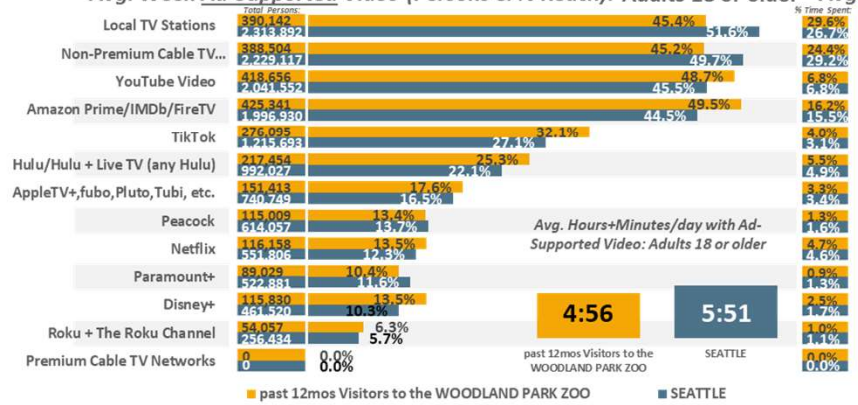


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

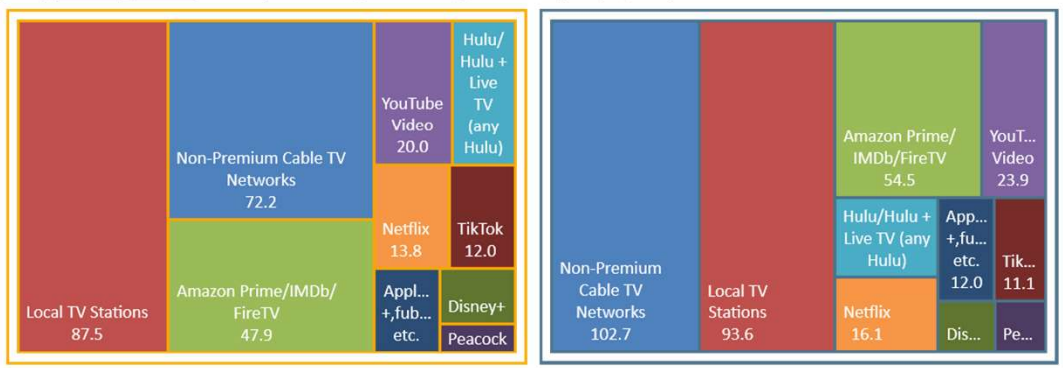


past 12mos Visitors to the WOODLAND PARK ZOO ■ SEATTLE

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 12mos Visitors to the WOODLAND PARK ZOO ■ SEATTLE

SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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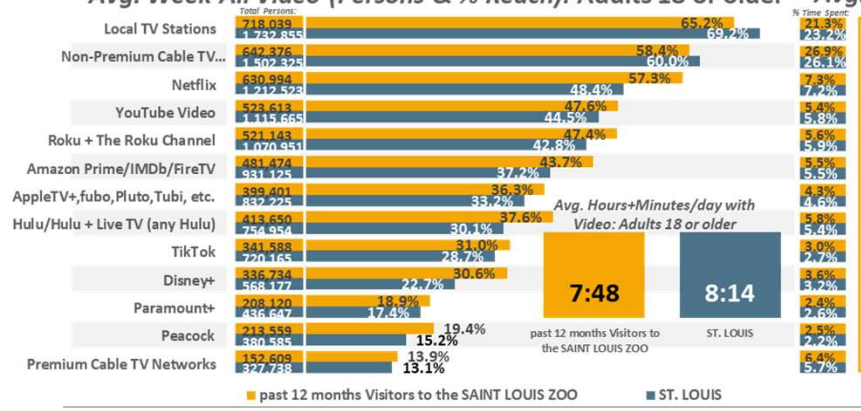
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

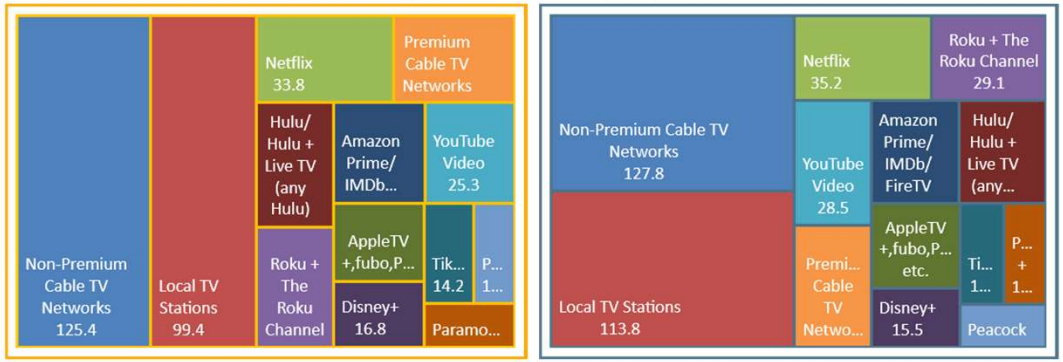
Saint Louis Zoo
Animals Always®

703,422 or 63.9% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO watch Ad-Supported Local TV Stations for an average of 94.4 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.

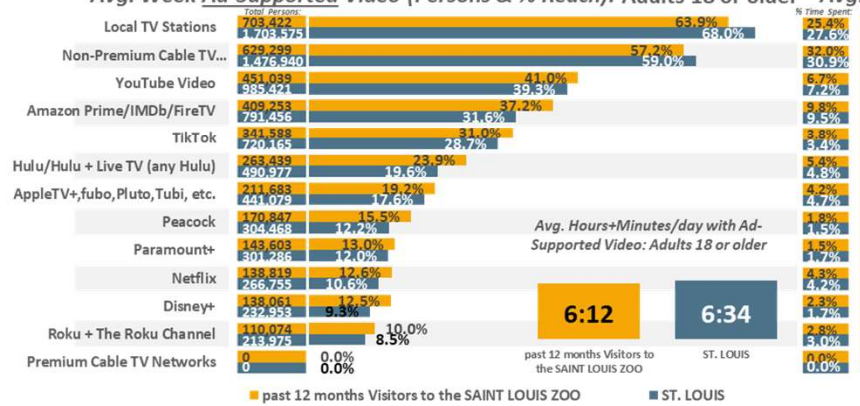
Avg. Week All Video (Persons & % Reach): Adults 18 or older



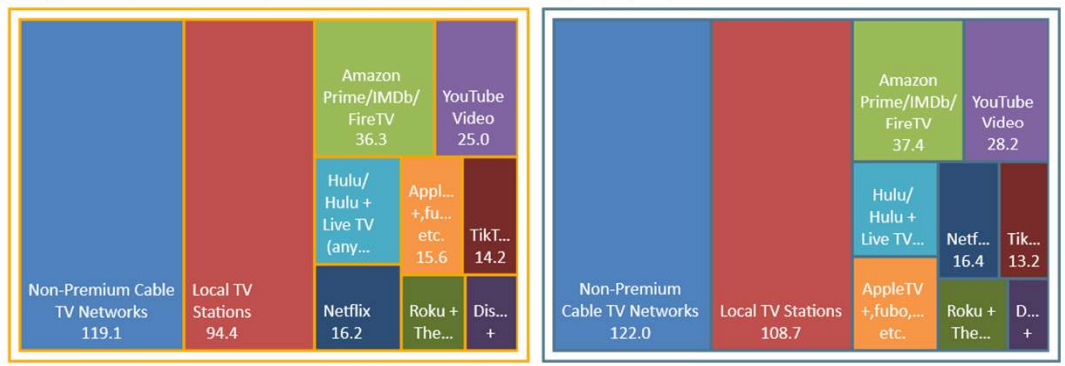
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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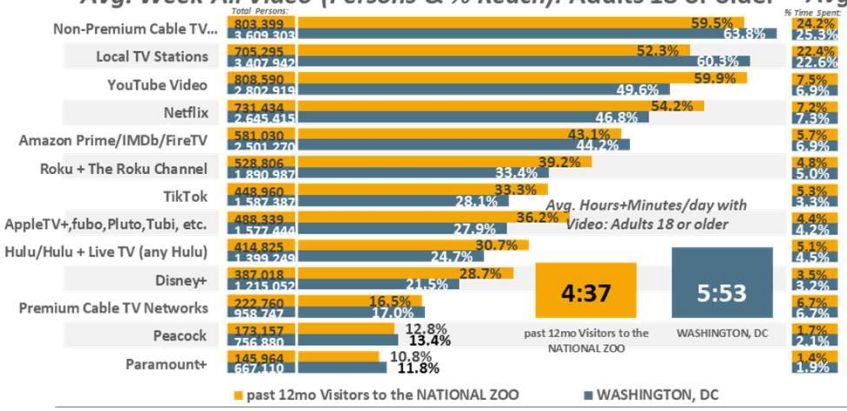
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Events attended/places visited past 12 months: Saint Louis Zoo

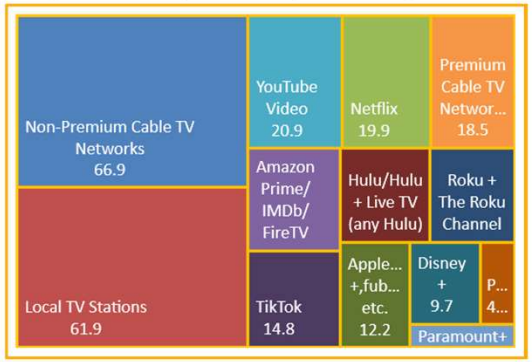
Smithsonian
National Zoological Park

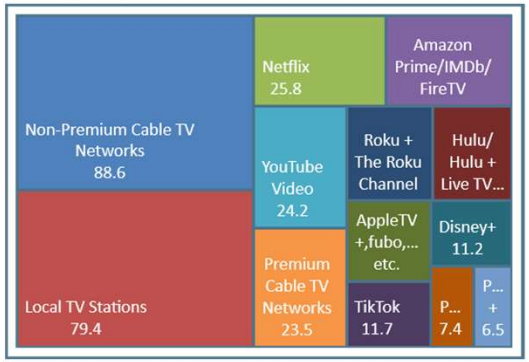
695,977 or 51.6% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO watch Ad-Supported Local TV Stations for an average of 58.3 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

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

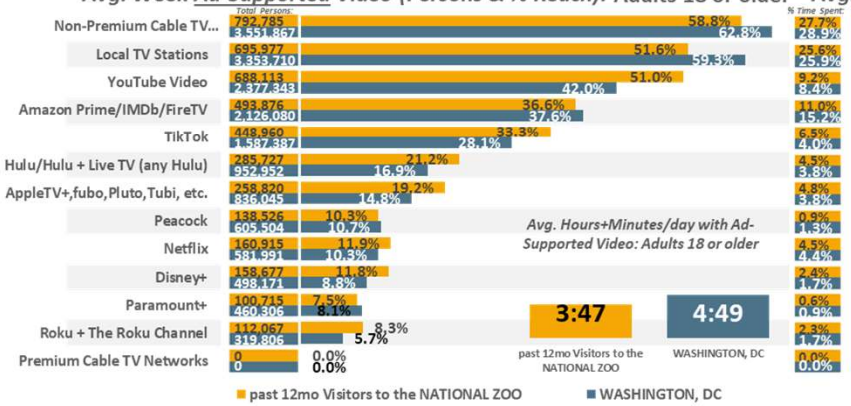


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

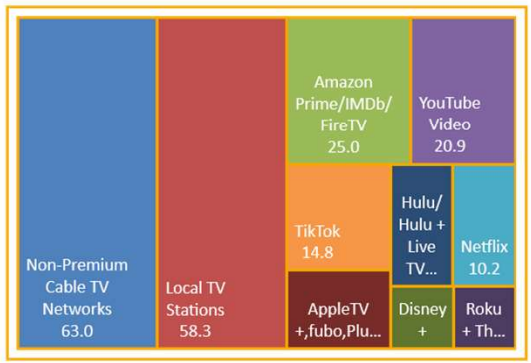


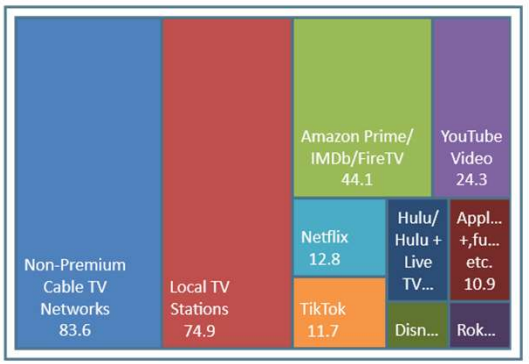


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





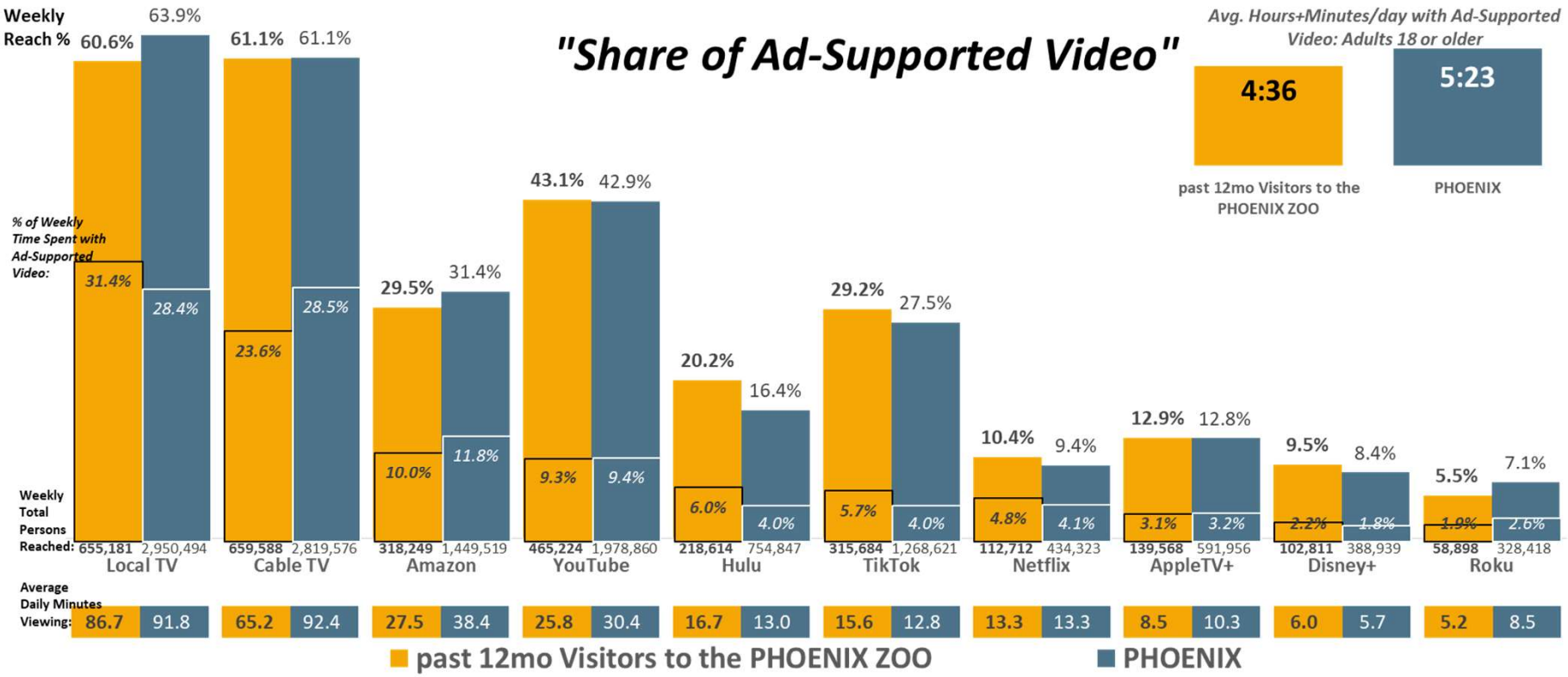
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

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Events attended/places visited past 12 months: Simithsonian National Zoo Park

655,181 or 60.6% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO watch Ad-Supported Local TV Stations for an average of 86.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



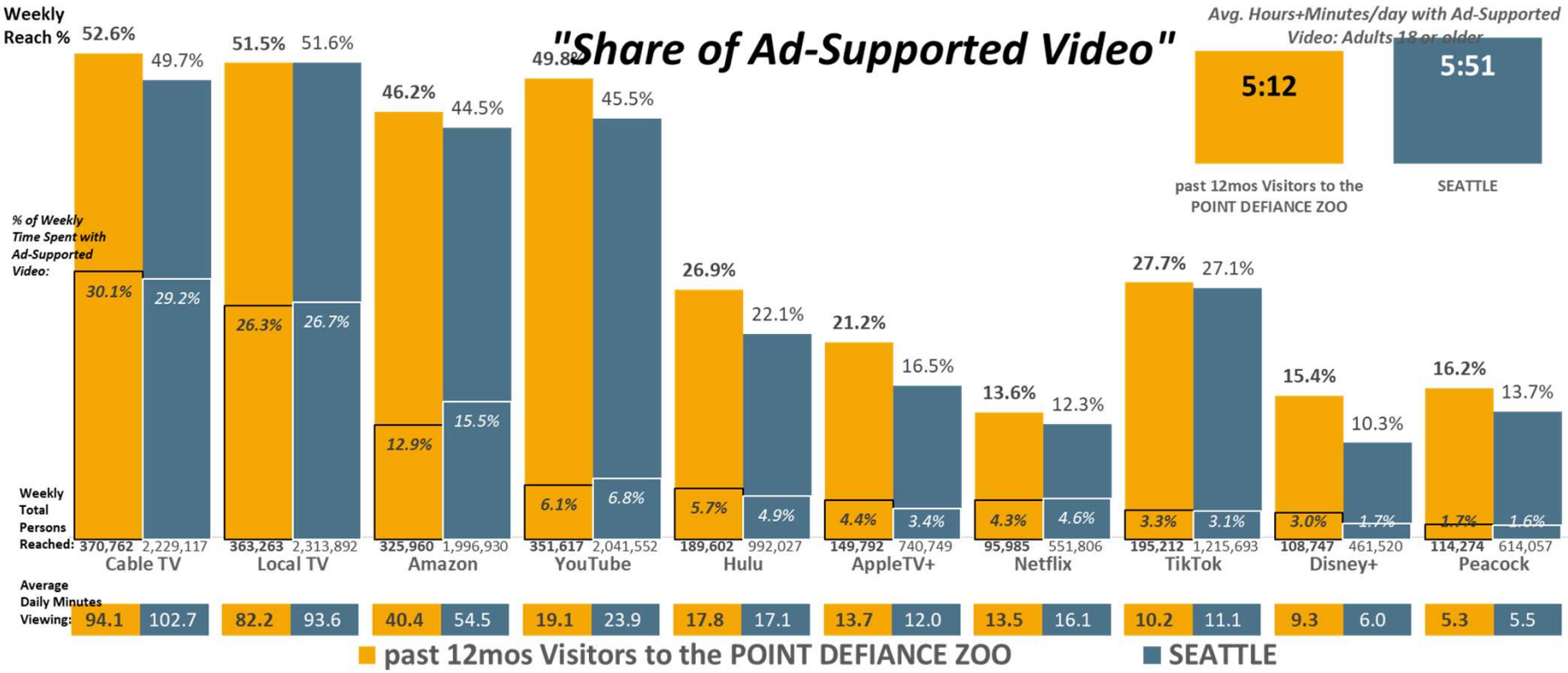
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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Events attended/places visited past 12 months: Phoenix Zoo

363,263 or 51.5% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



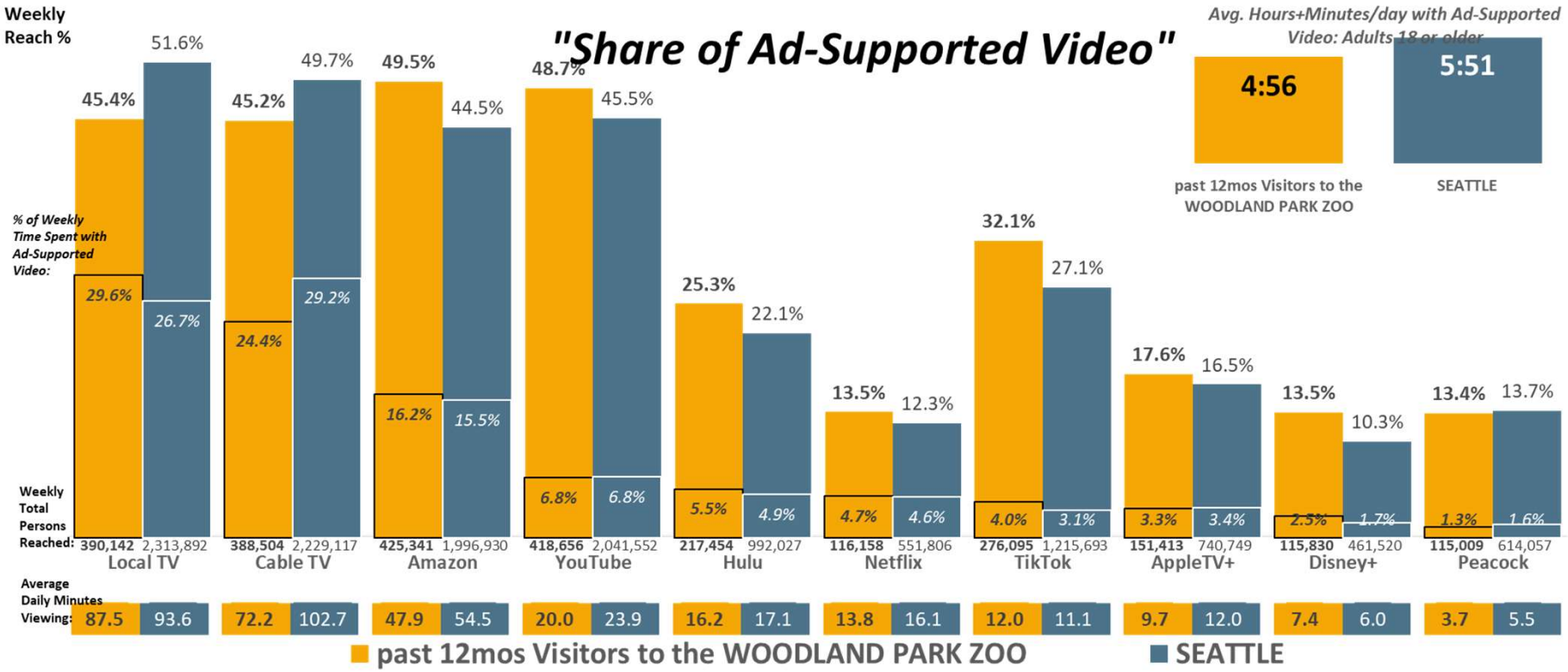
SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

390,142 or 45.4% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

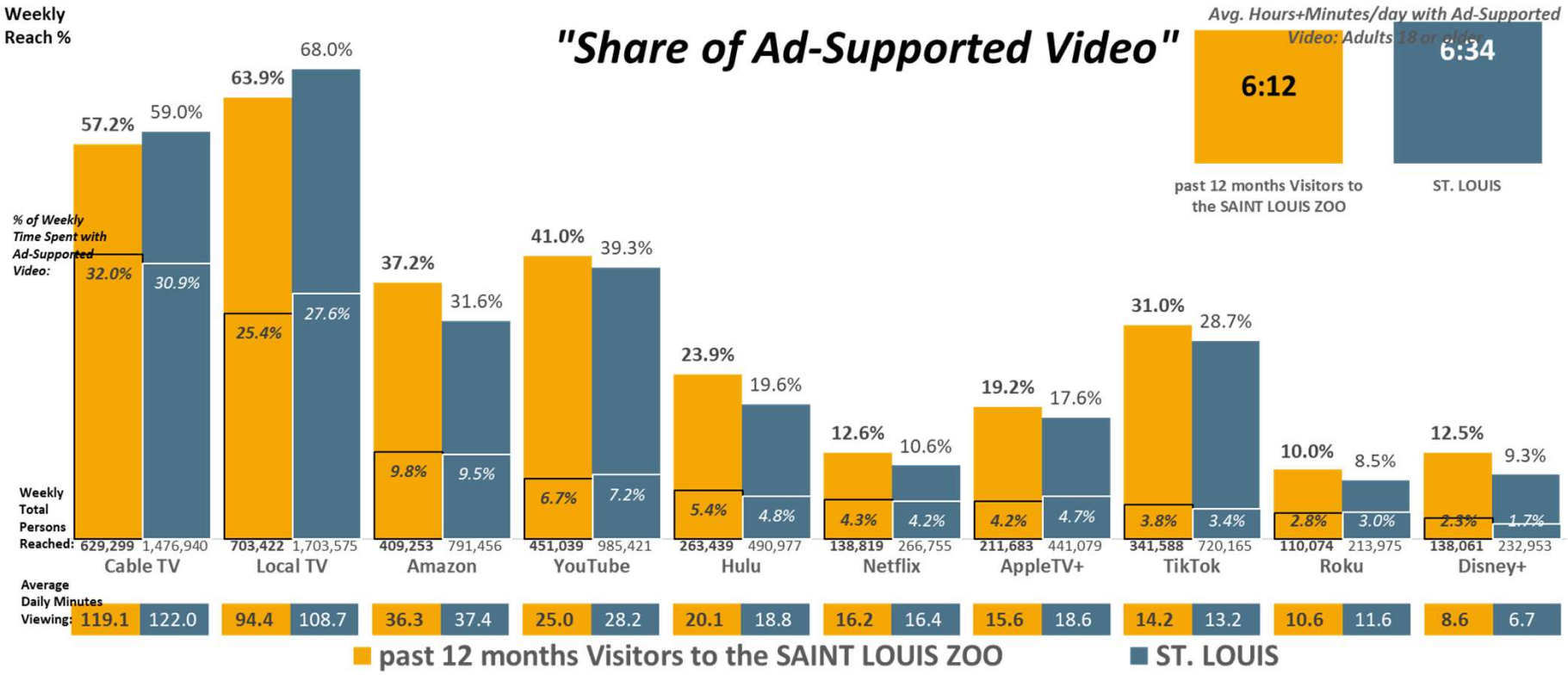
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Saint Louis Zoo
Animals Always®

703,422 or 63.9% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO watch Ad-Supported Local TV Stations for an average of 94.4 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

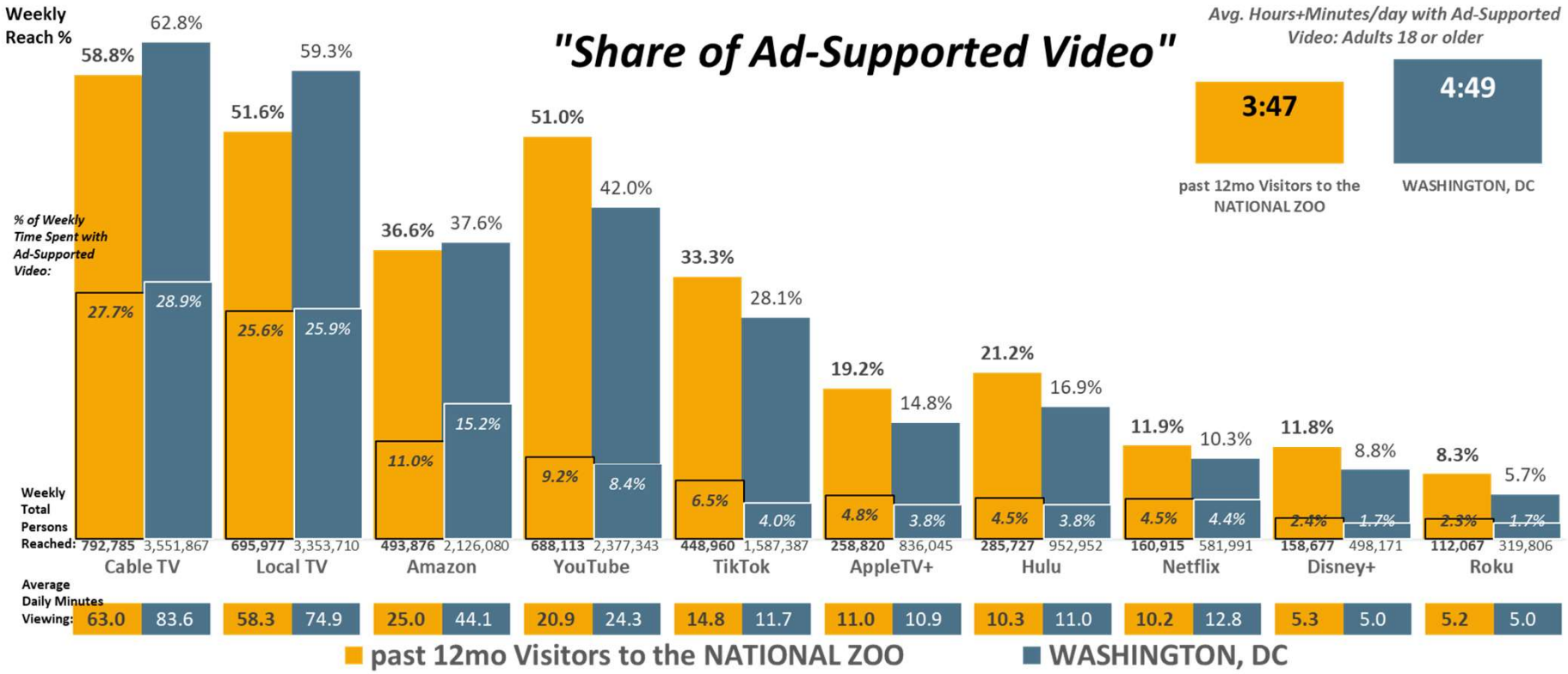
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Events attended/places visited past 12 months: Saint Louis Zoo

Smithsonian
National Zoological Park

695,977 or 51.6% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO watch Ad-Supported Local TV Stations for an average of 58.3 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

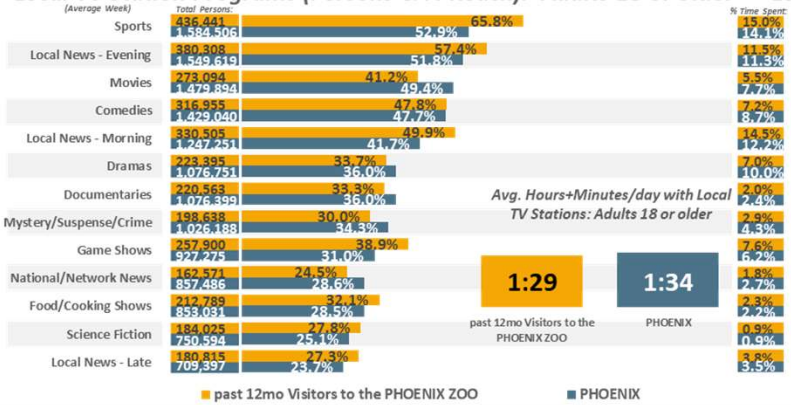
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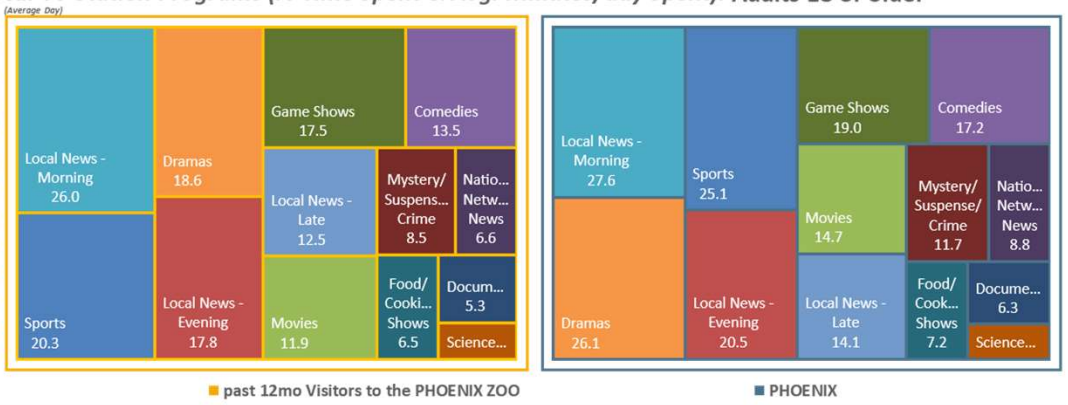
Events attended/places visited past 12 months: Simithsonian National Zoo Park

655,181 or 60.6% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

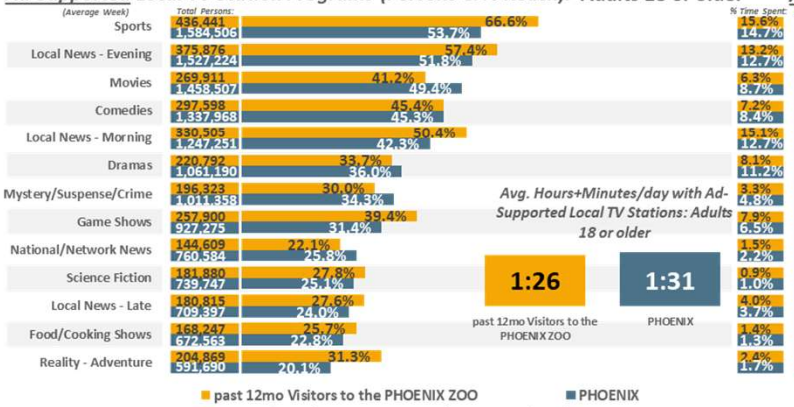
Local TV Station Programs (Persons & % Reach): Adults 18 or older



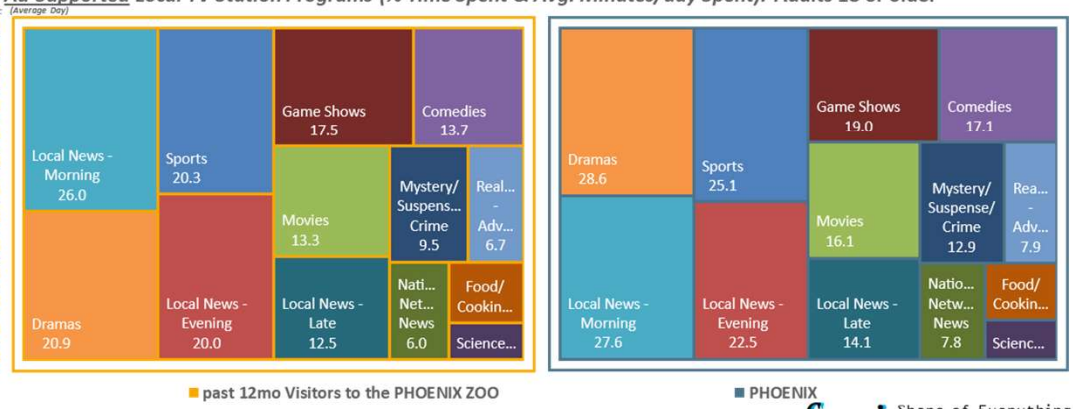
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

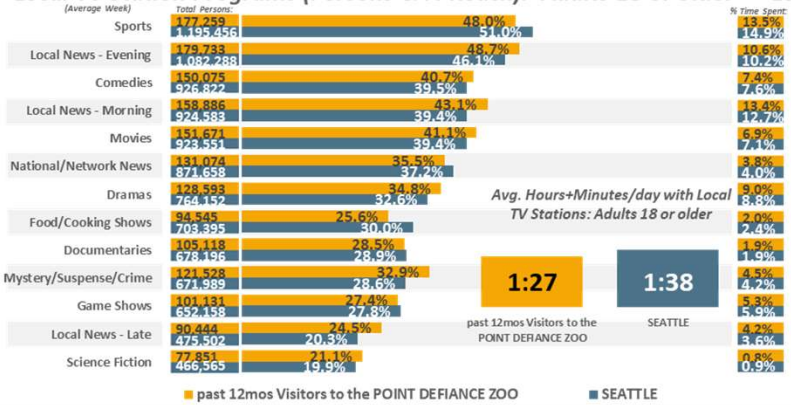
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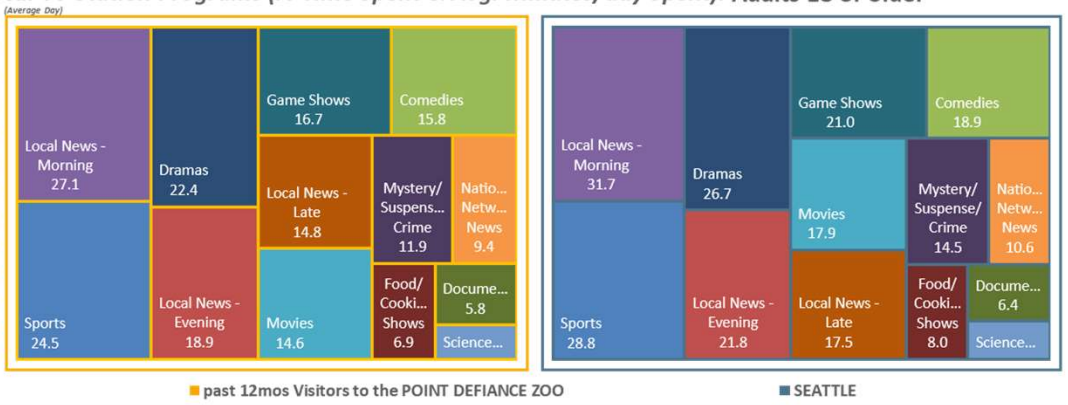
Events attended/places visited past 12 months: Phoenix Zoo

363,263 or 51.5% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

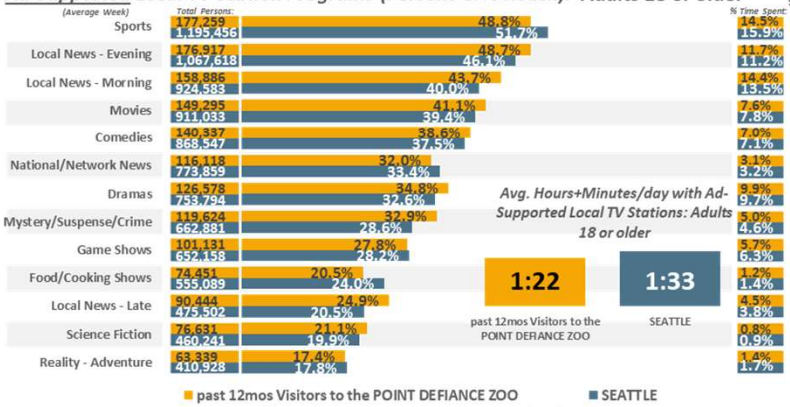
Local TV Station Programs (Persons & % Reach): Adults 18 or older



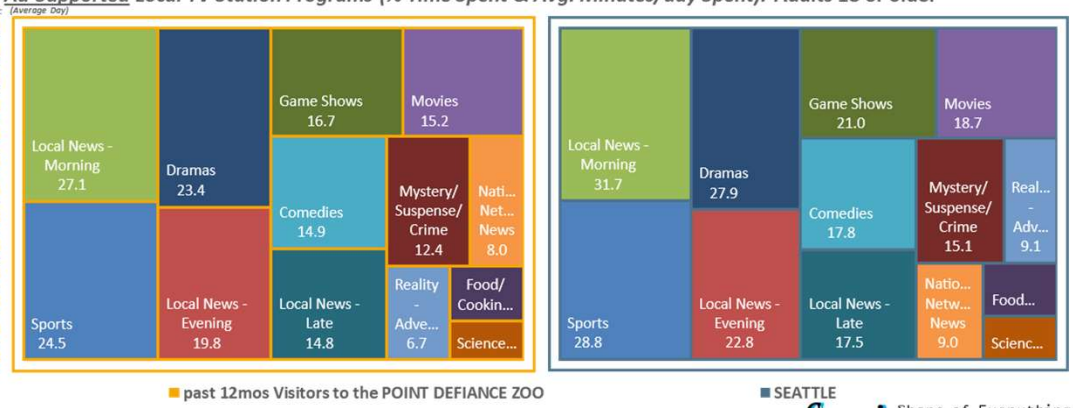
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

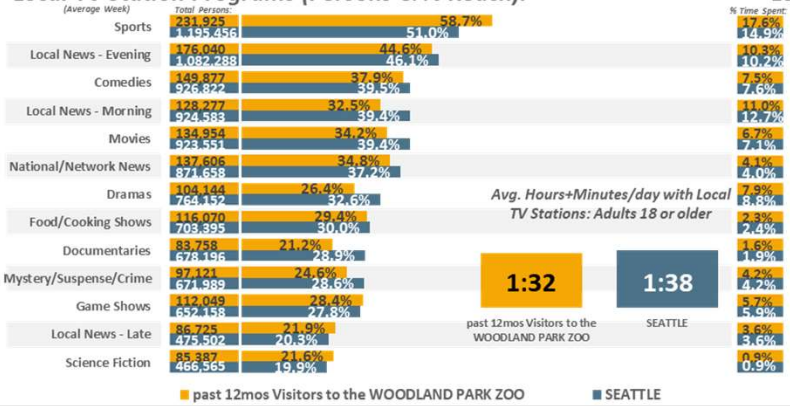
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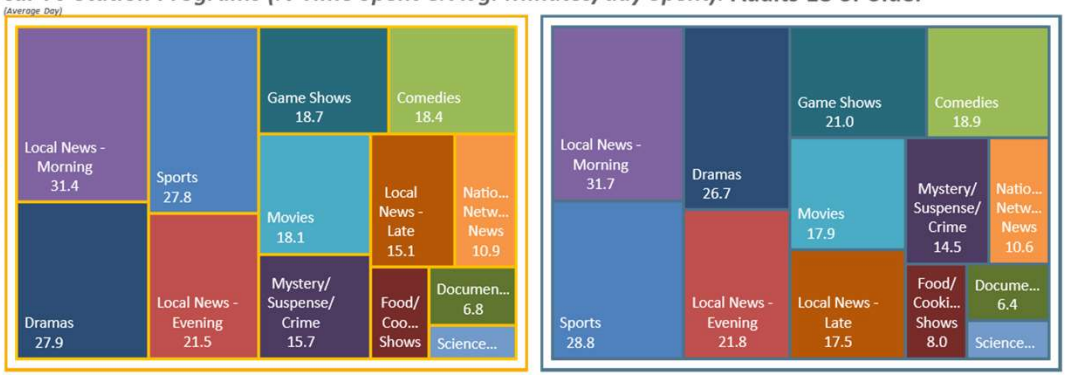
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

390,142 or 45.4% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and National/Network News.

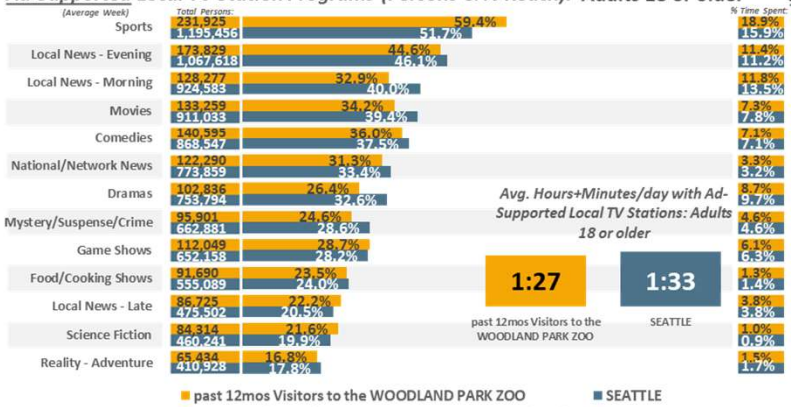
Local TV Station Programs (Persons & % Reach): Adults 18 or older



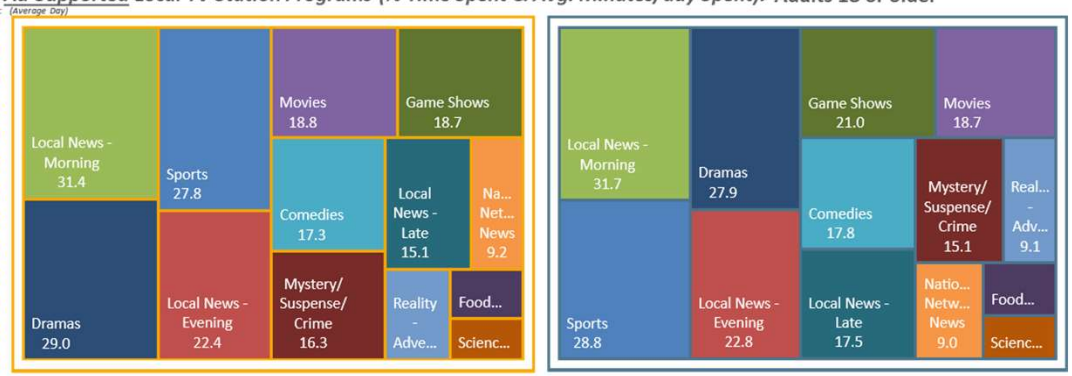
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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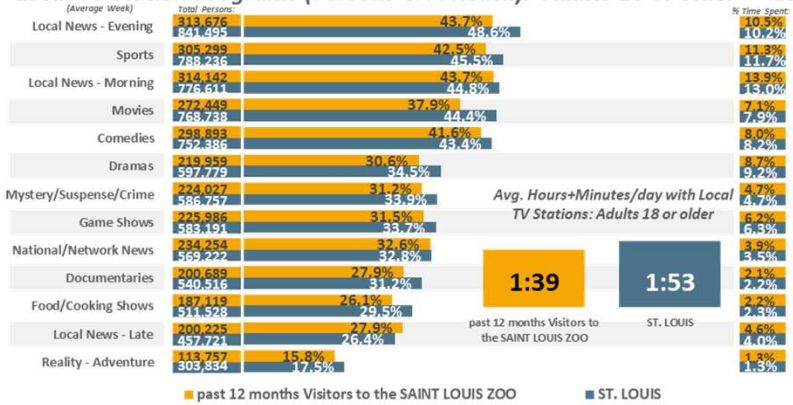
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

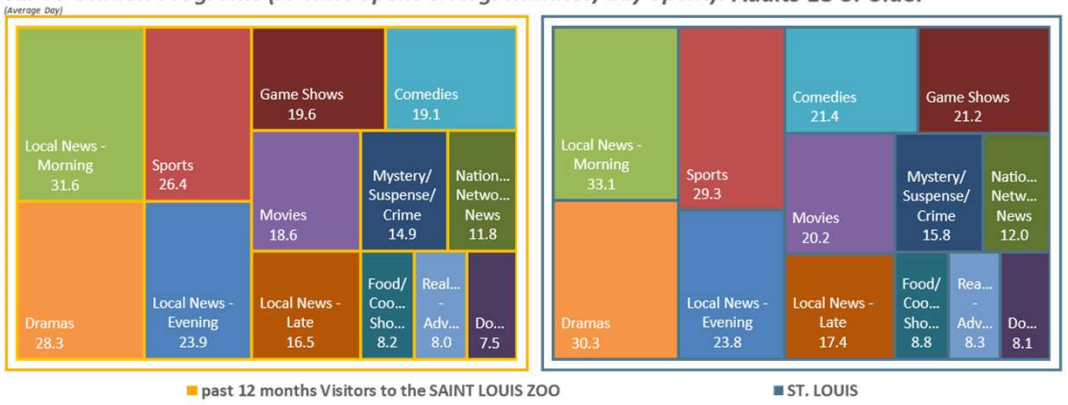
Saint Louis Zoo
Animals Always®

703,422 or 63.9% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Comedies, Movies, and Game Shows.

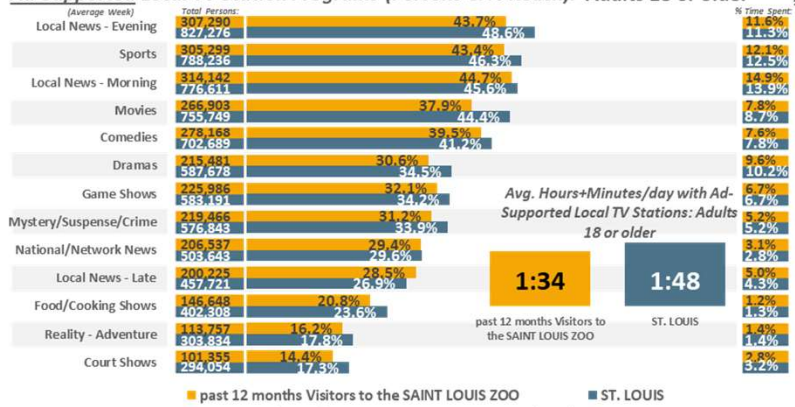
Local TV Station Programs (Persons & % Reach): Adults 18 or older



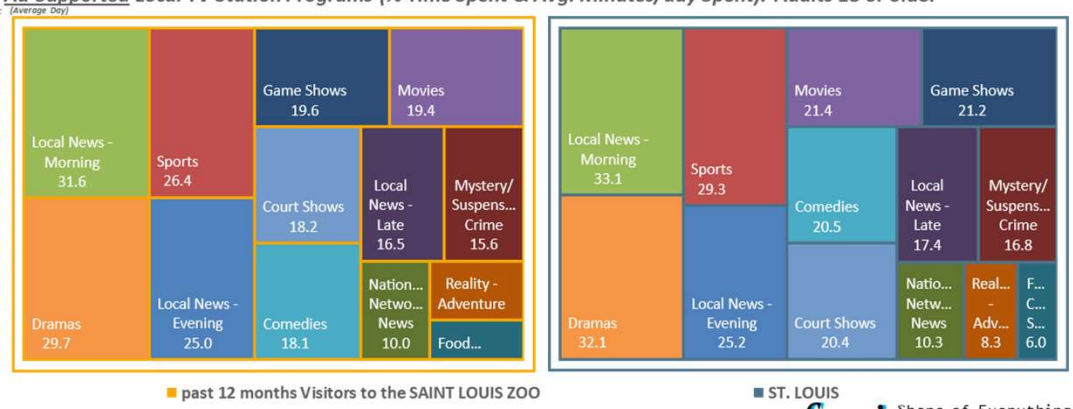
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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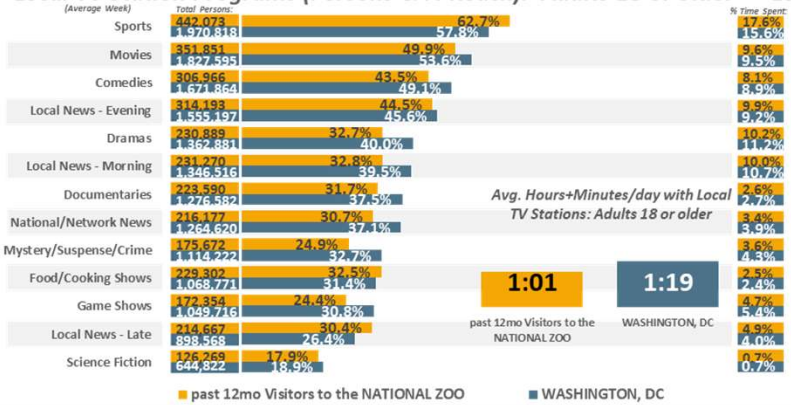
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Events attended/places visited past 12 months: Saint Louis Zoo

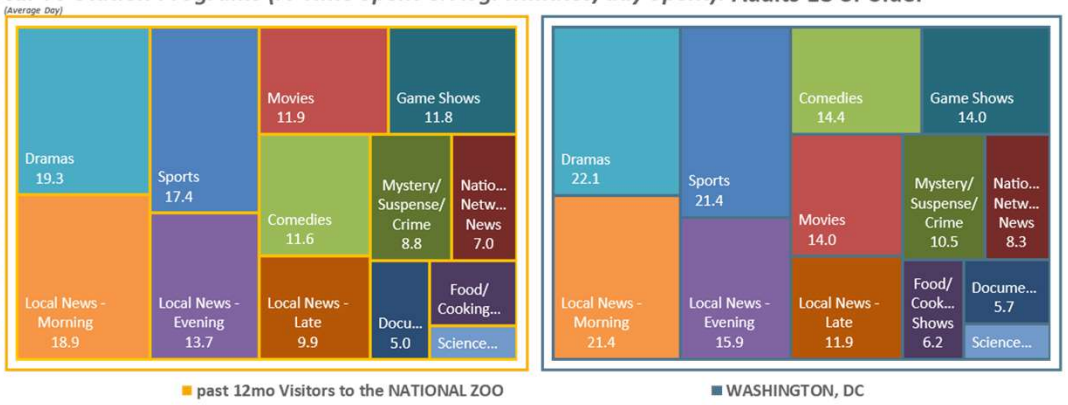
Smithsonian
National Zoological Park

695,977 or 51.6% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

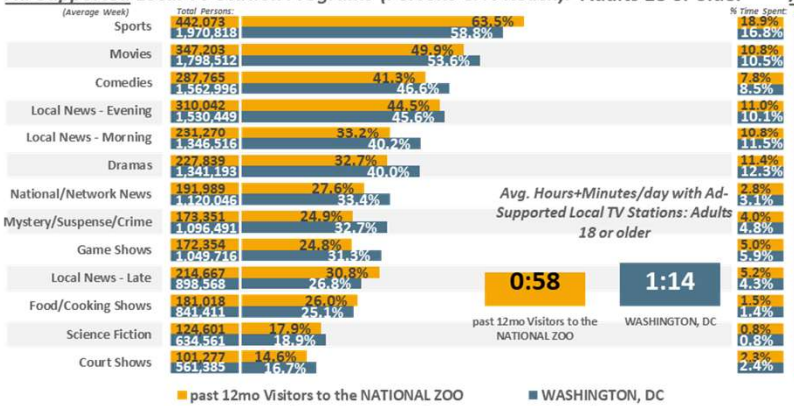
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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 1,164

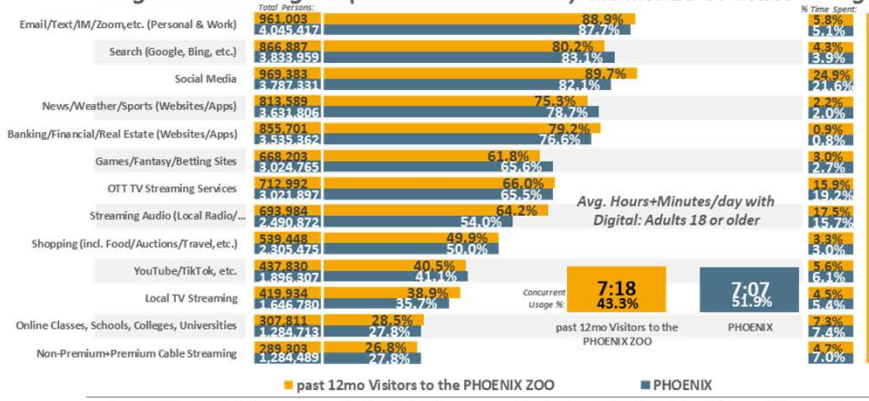
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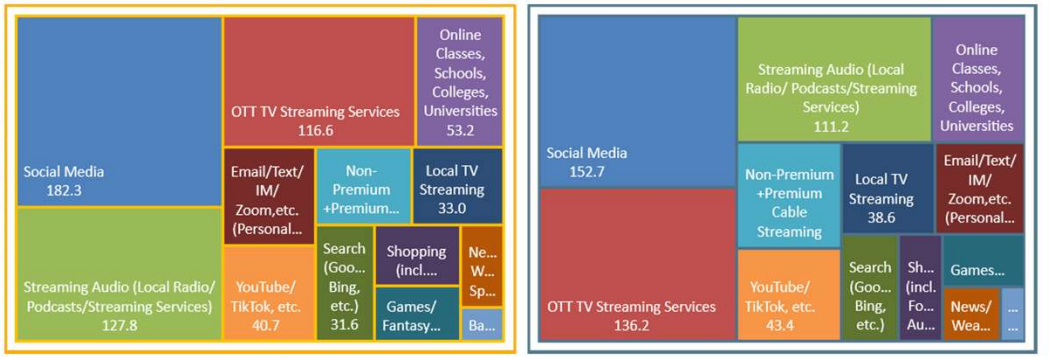
Events attended/places visited past 12 months: Simithsonian National Zoo Park

884,939 or 81.9% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO use Ad-Supported Social Media for an average of 166.4 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

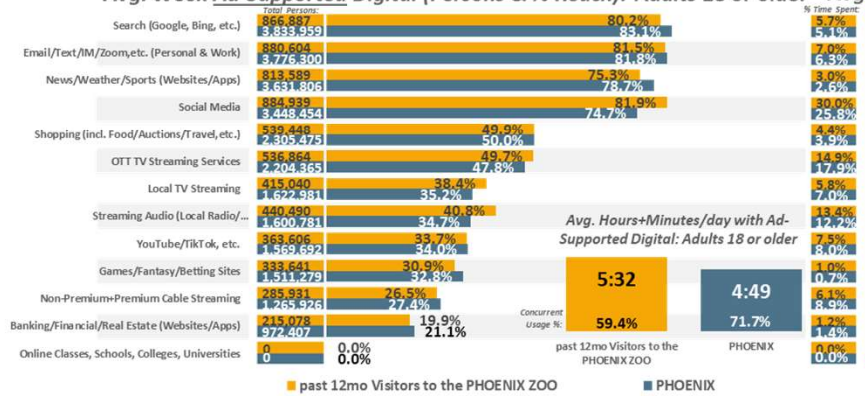
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



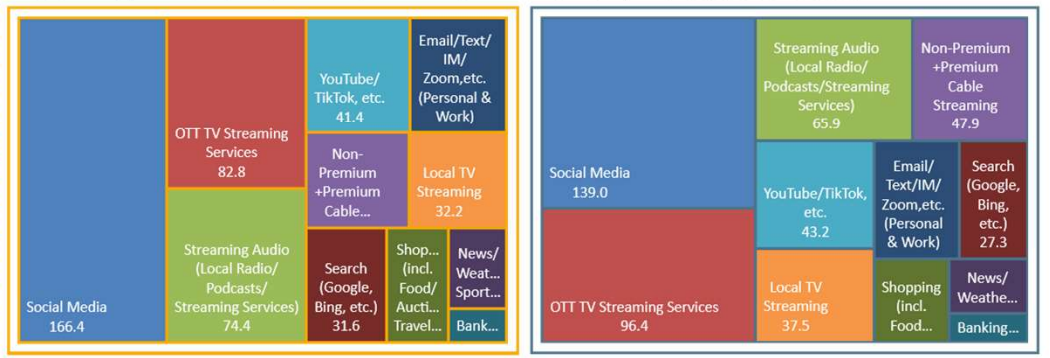
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

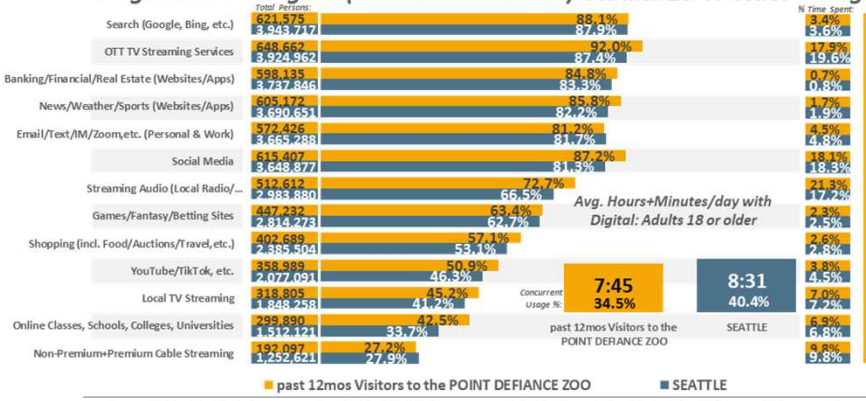
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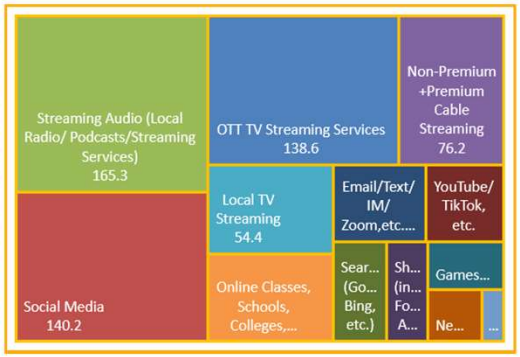
Events attended/places visited past 12 months: Phoenix Zoo

550,348 or 78.% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO use Ad-Supported Social Media for an average of 125.3 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

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

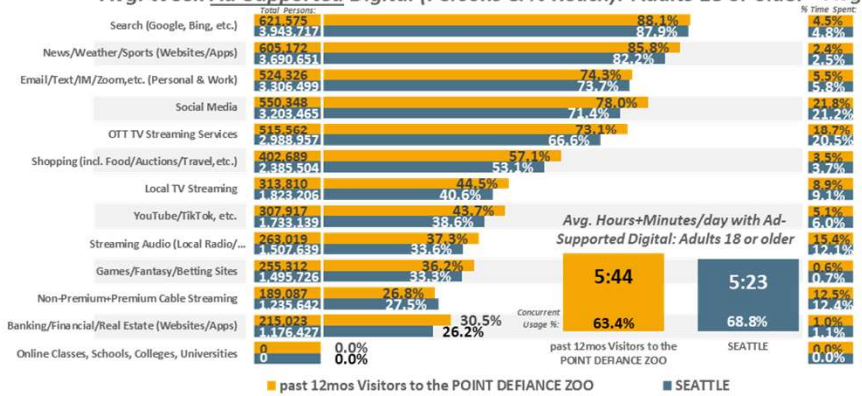


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

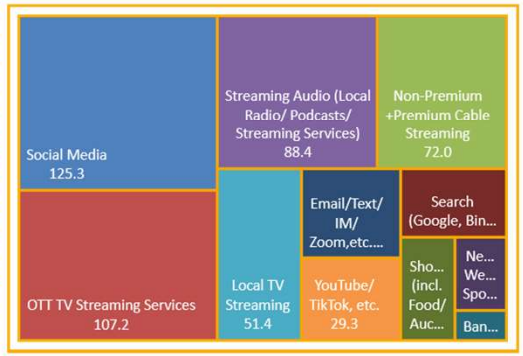


past 12mos Visitors to the POINT DEFIANCE ZOO ■ SEATTLE

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 12mos Visitors to the POINT DEFIANCE ZOO ■ SEATTLE

SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

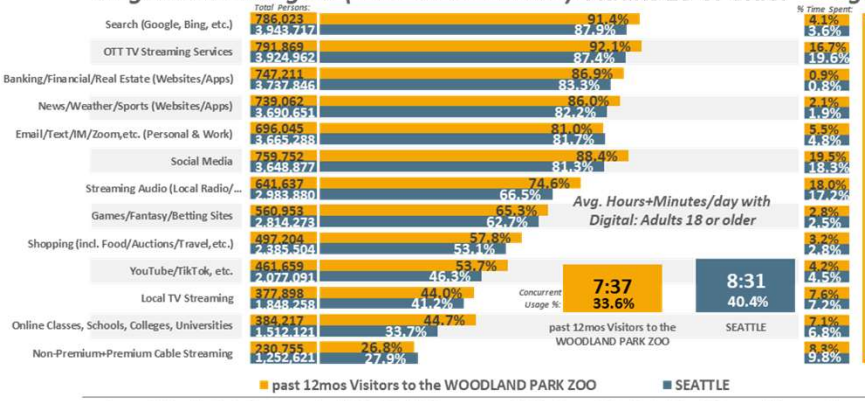
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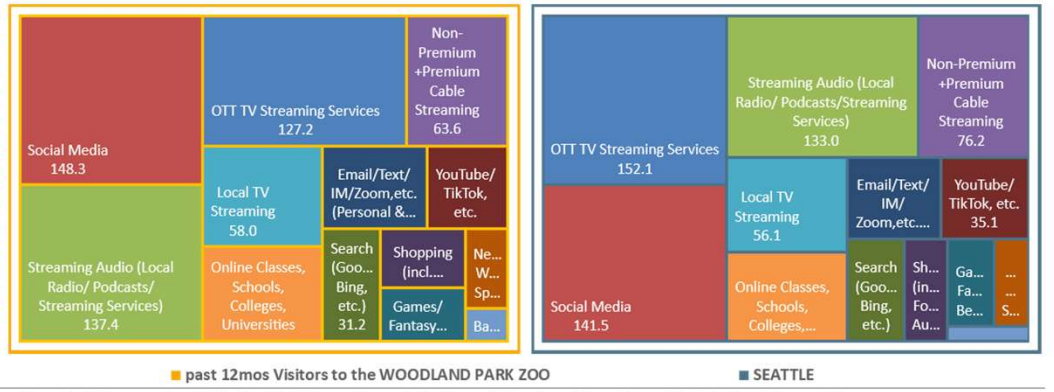
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

639,241 or 74.4% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO use Ad-Supported Social Media for an average of 124.8 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

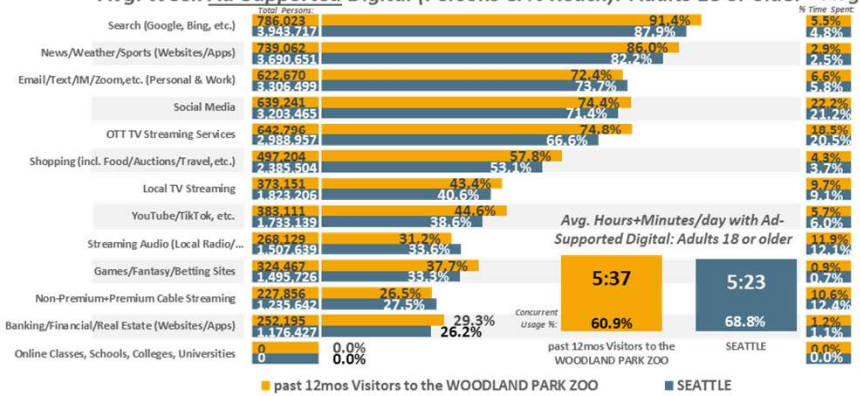
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



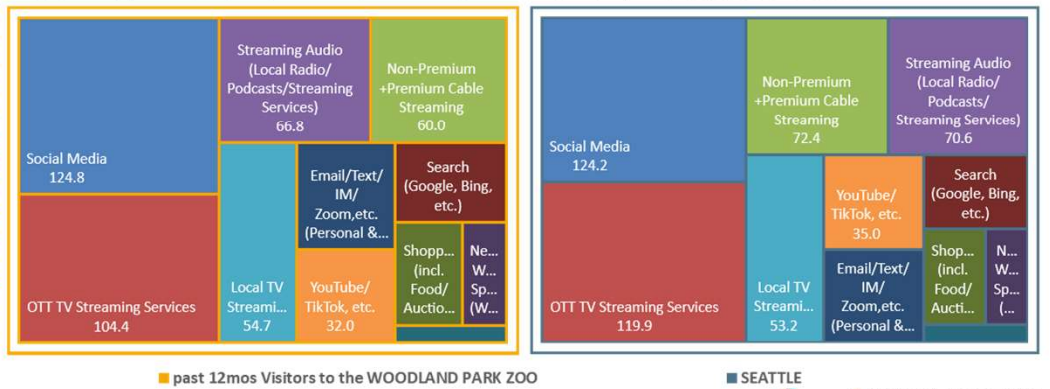
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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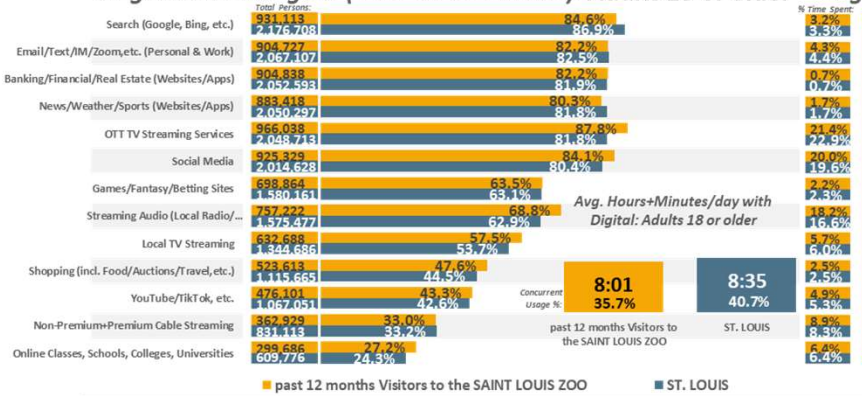
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

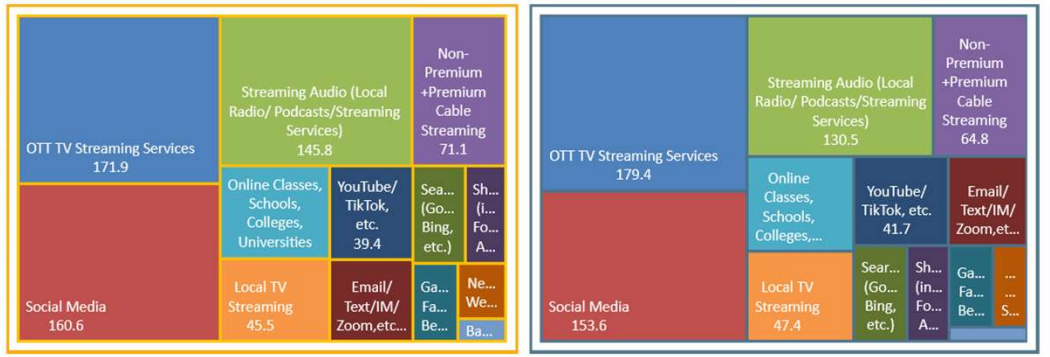
Saint Louis Zoo
Animals Always®

826,931 or 75.1% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO use Ad-Supported Social Media for an average of 143.5 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

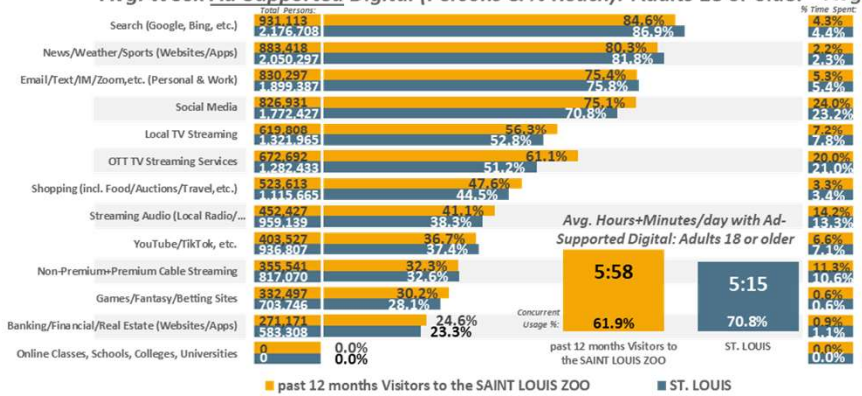
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



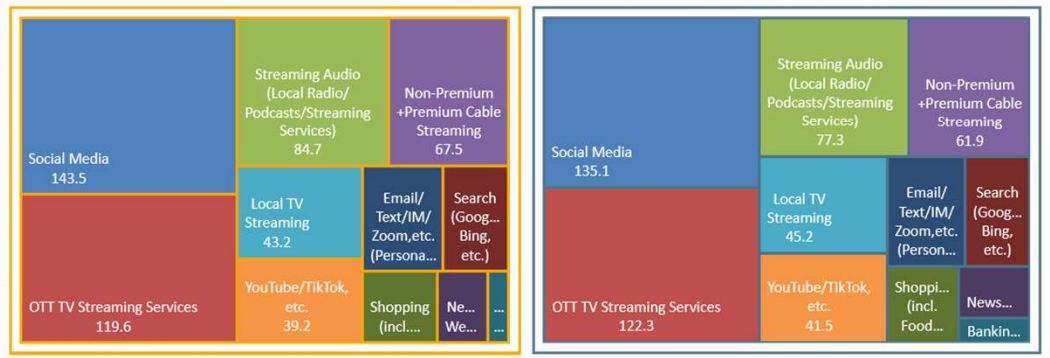
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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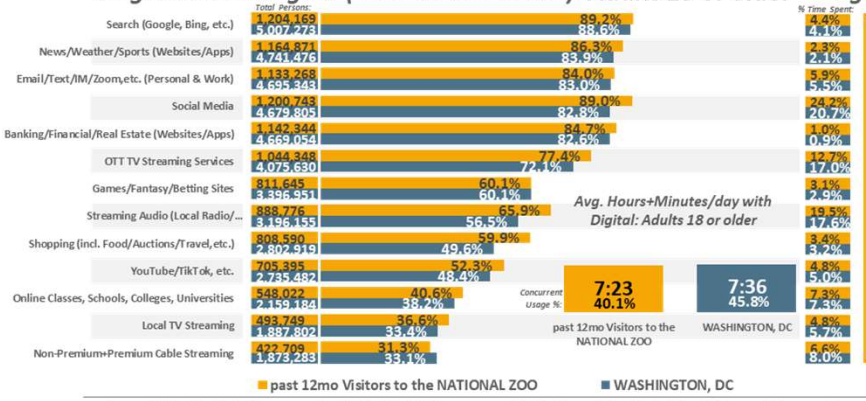
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Events attended/places visited past 12 months: Saint Louis Zoo

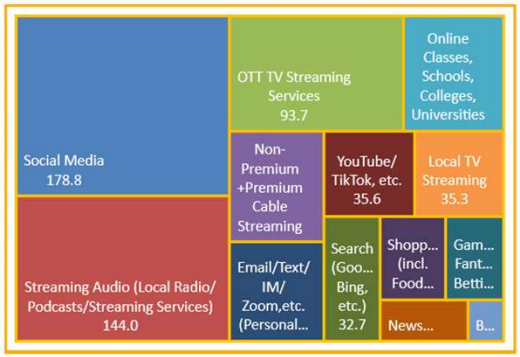
Smithsonian
National Zoological Park

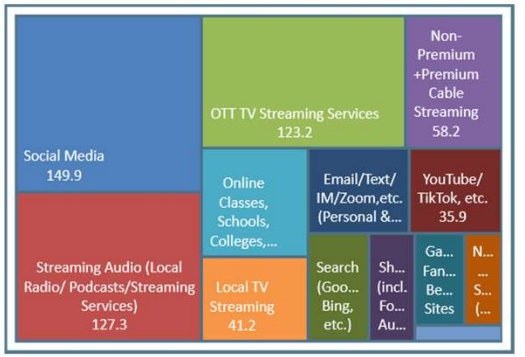
1,011,300 or 74.9% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO use Ad-Supported Social Media for an average of 150.6 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

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

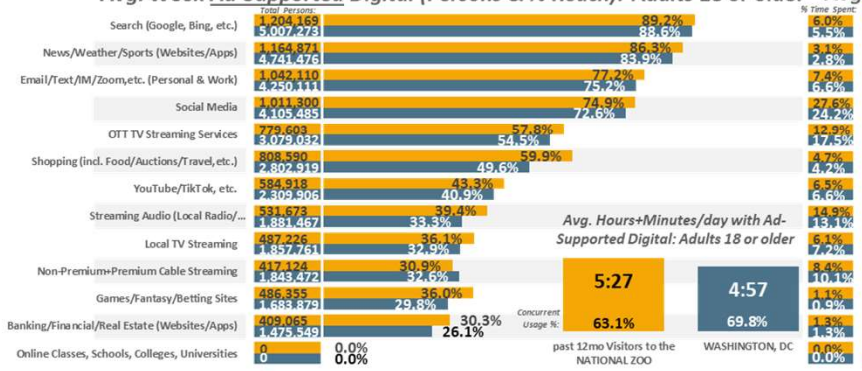


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

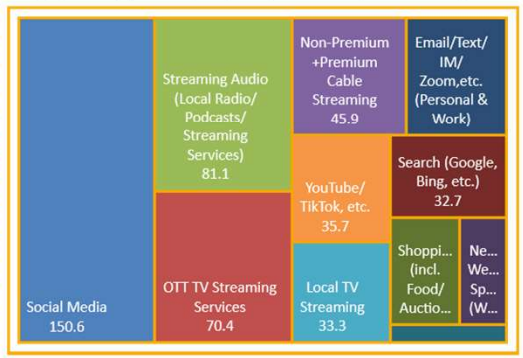


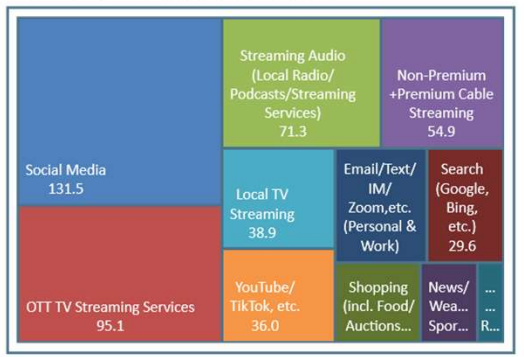


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

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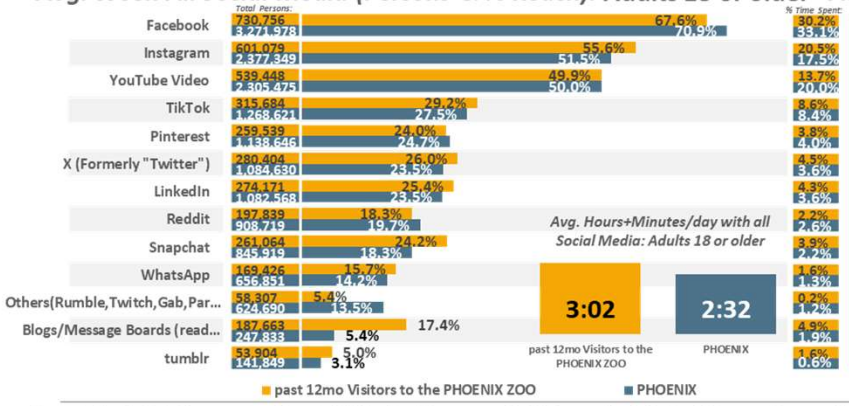
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

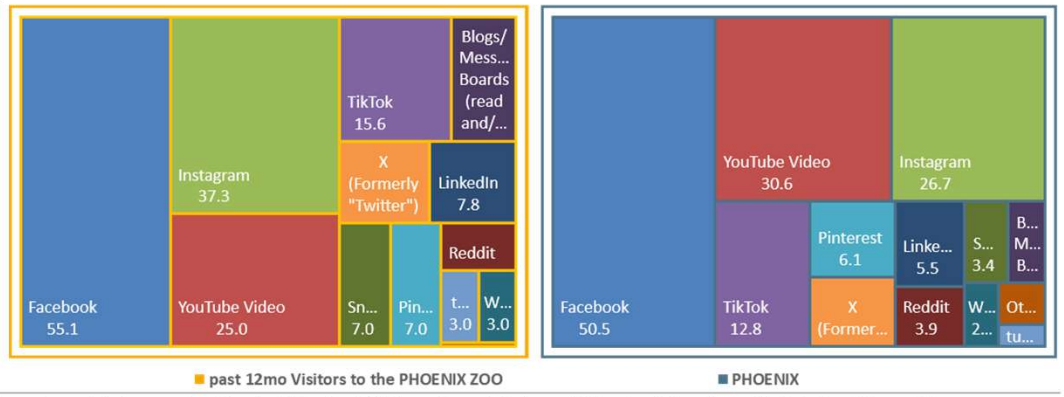
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

730,756 or 67.6% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO use Ad-Supported Facebook for an average of 55.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

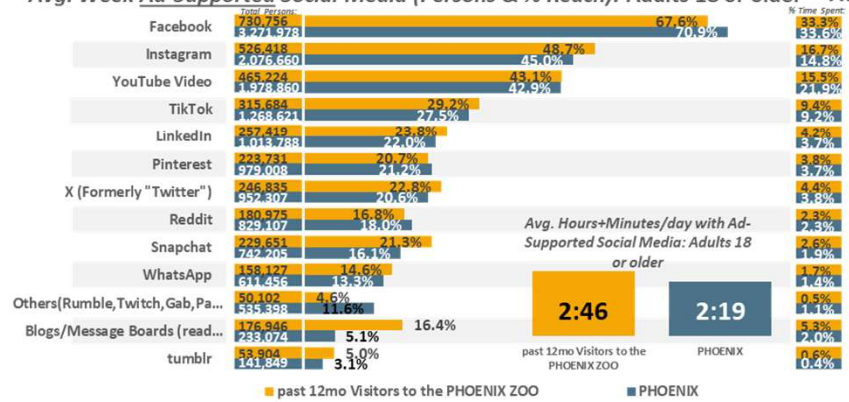
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



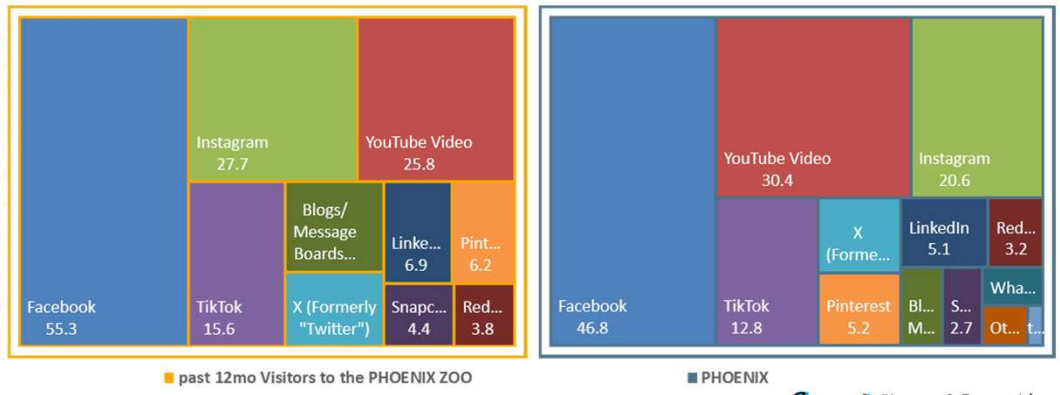
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

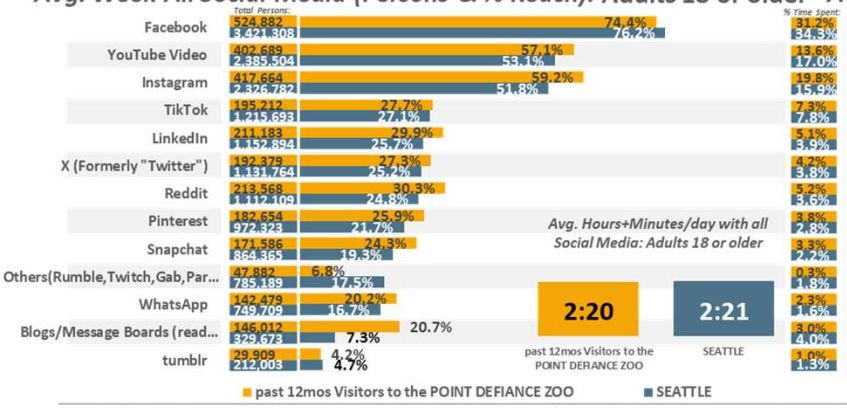
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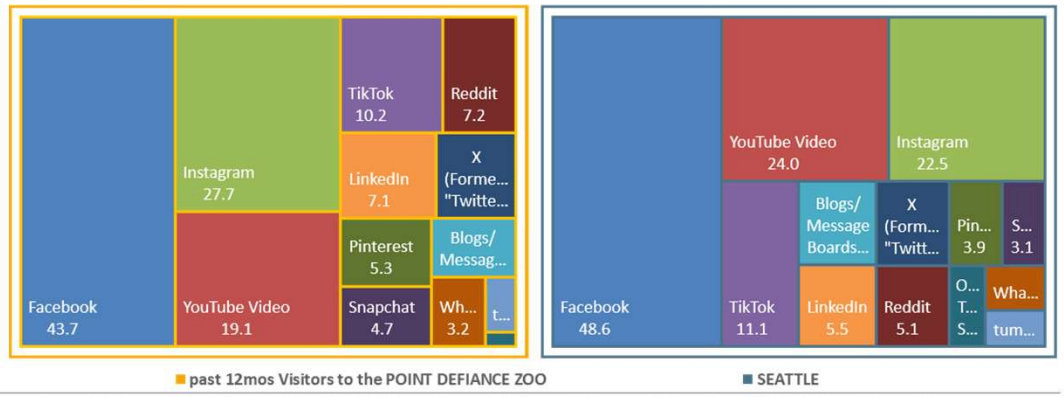
Events attended/places visited past 12 months: Phoenix Zoo

524,882 or 74.4% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO use Ad-Supported Facebook for an average of 43.9 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

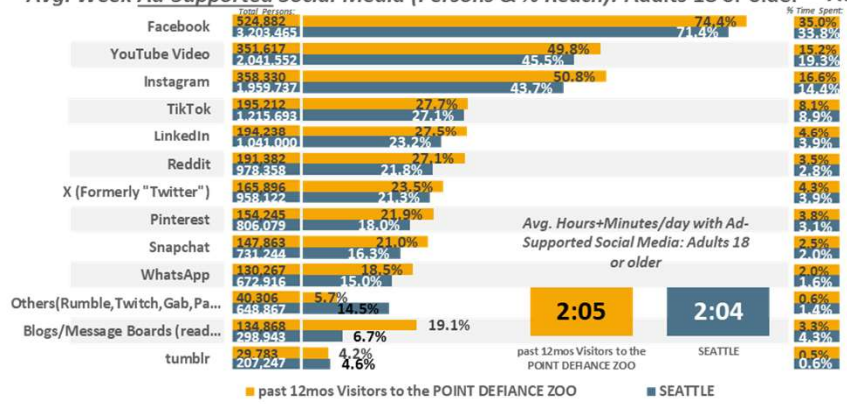
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



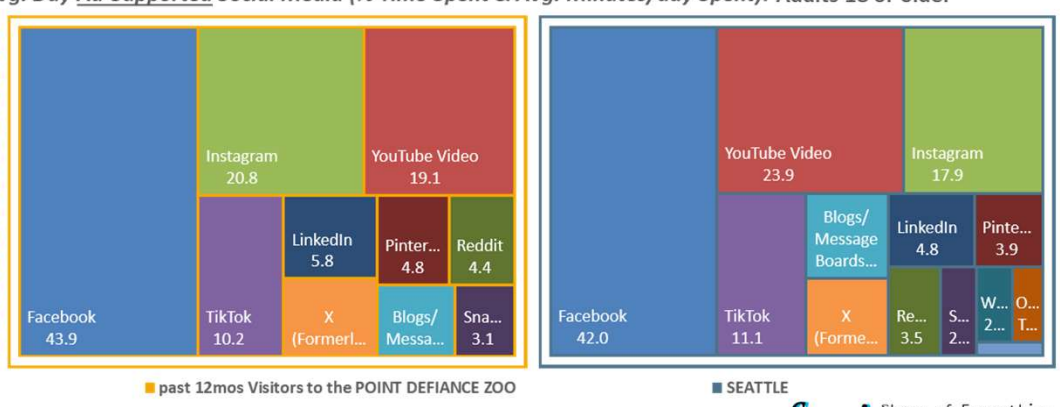
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

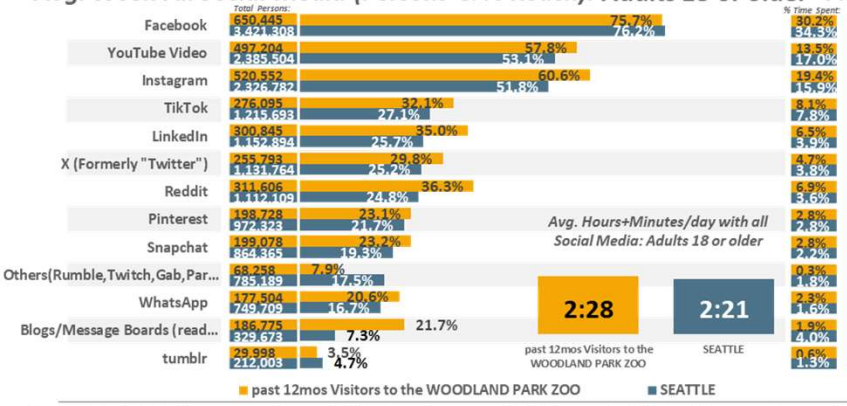
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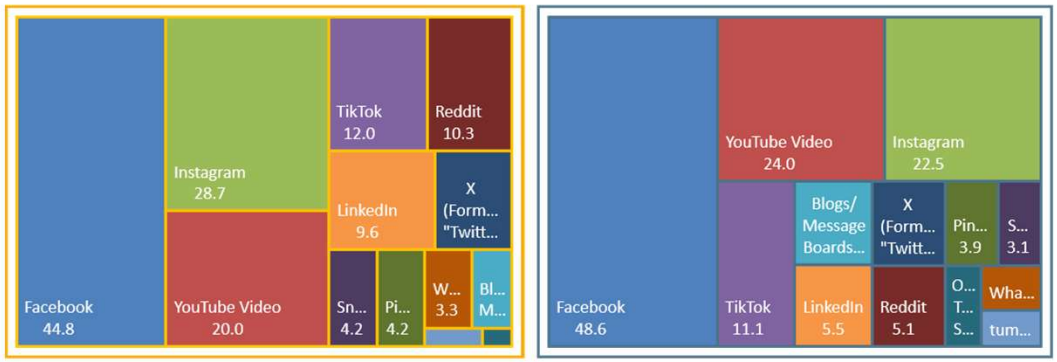
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

639,241 or 74.4% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO use Ad-Supported Facebook for an average of 43.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

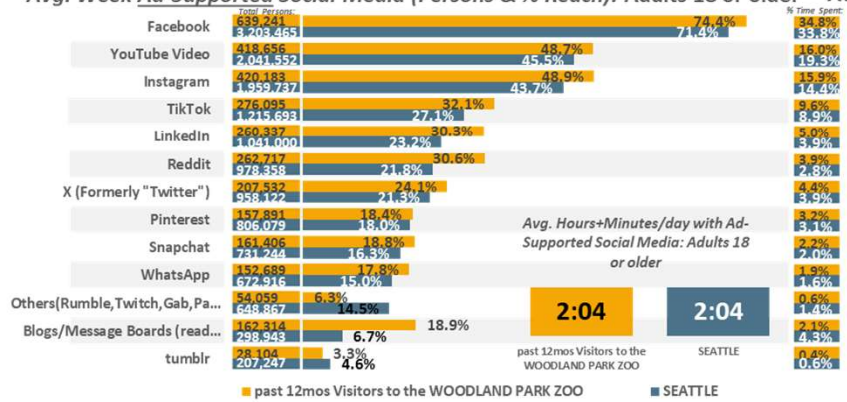
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



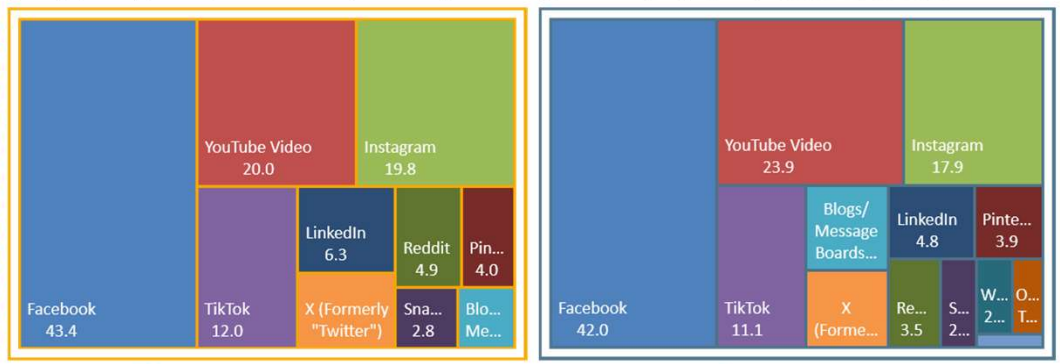
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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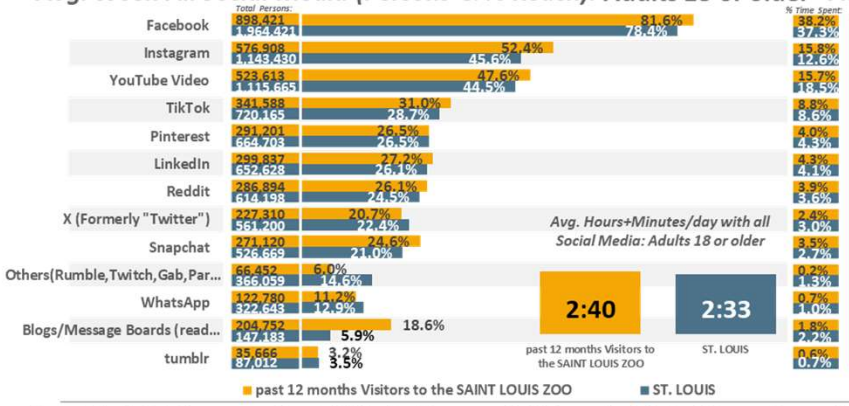
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

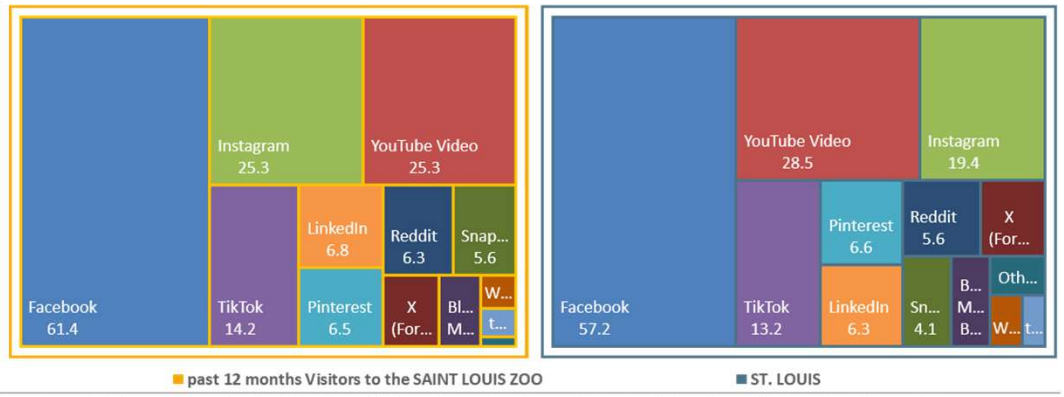
Saint Louis Zoo
Animals Always®

826,931 or 75.1% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO use Ad-Supported Facebook for an average of 52.1 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

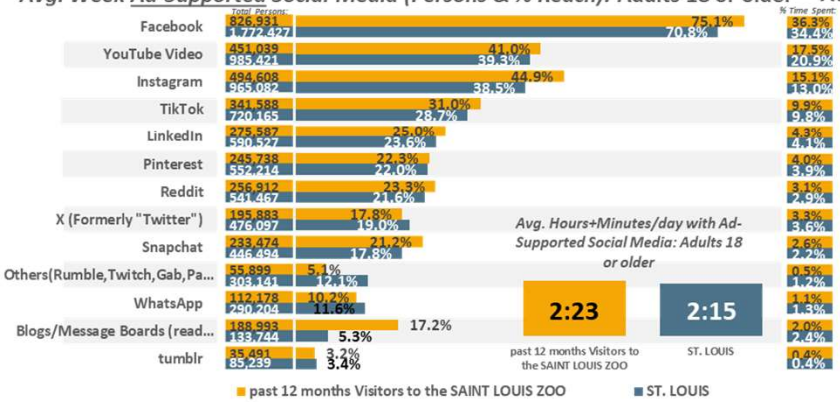
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



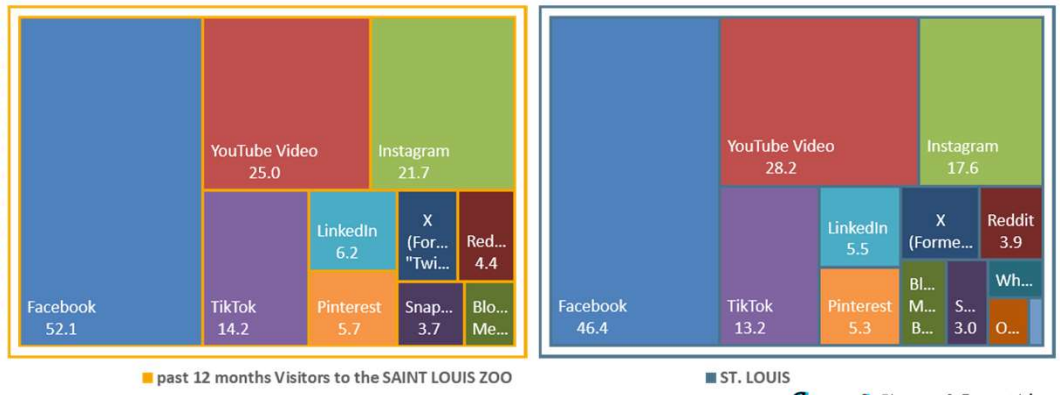
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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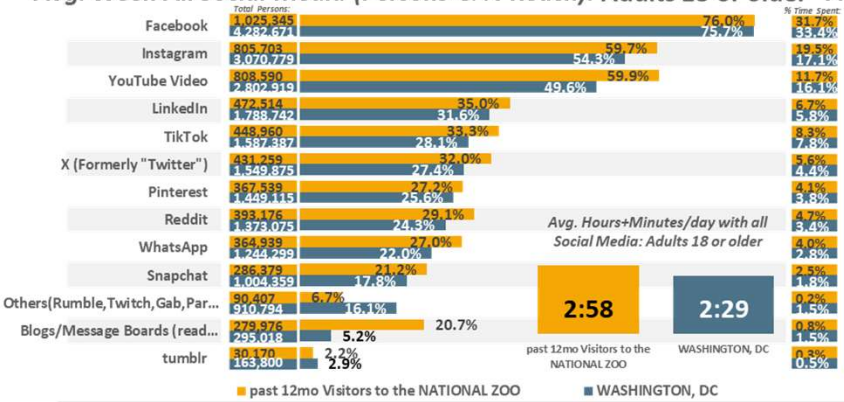
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Events attended/places visited past 12 months: Saint Louis Zoo

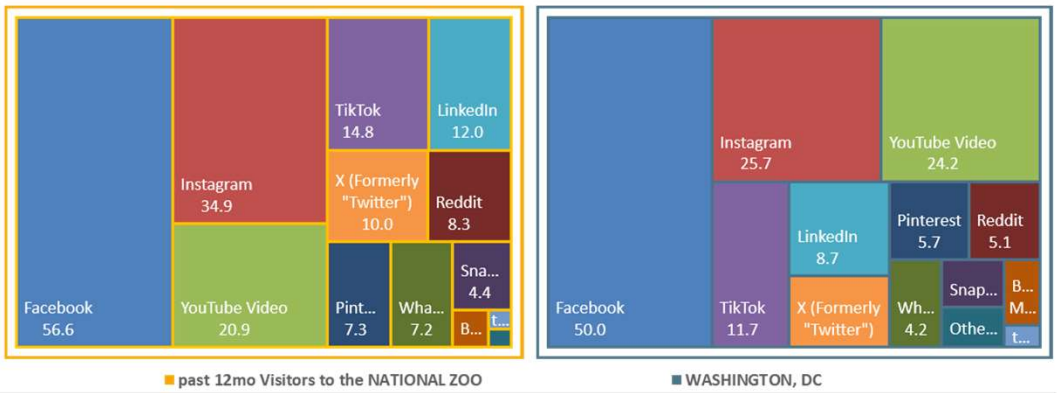
Smithsonian
National Zoological Park

1,011,300 or 74.9% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO use Ad-Supported Facebook for an average of 54.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

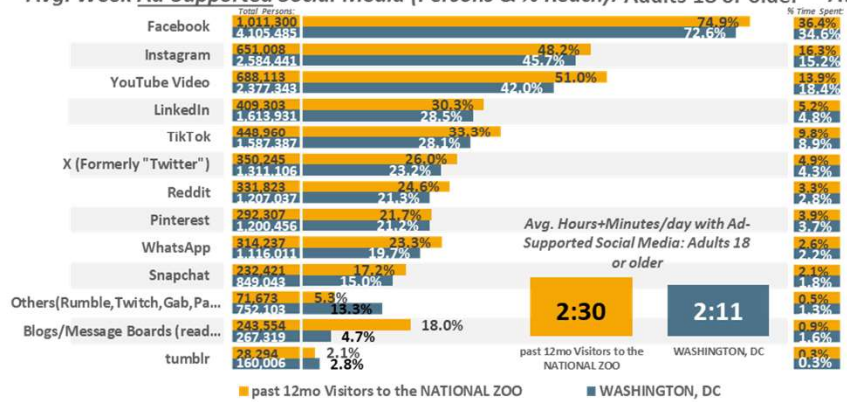
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



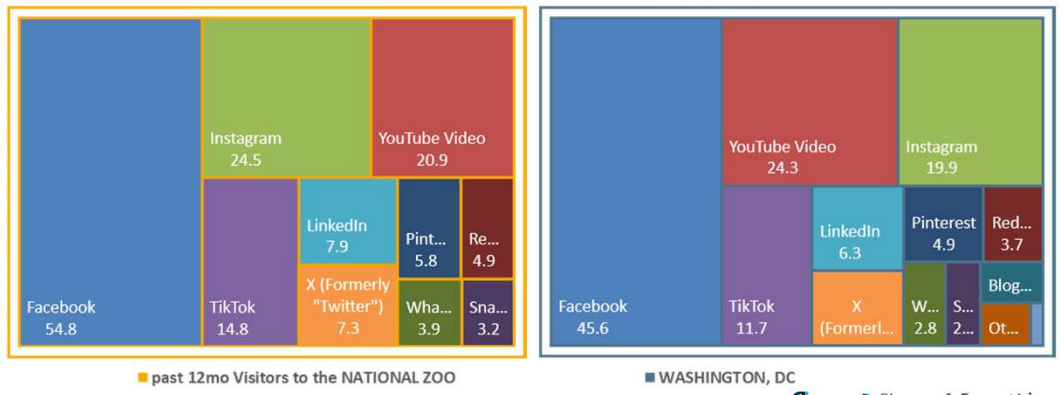
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

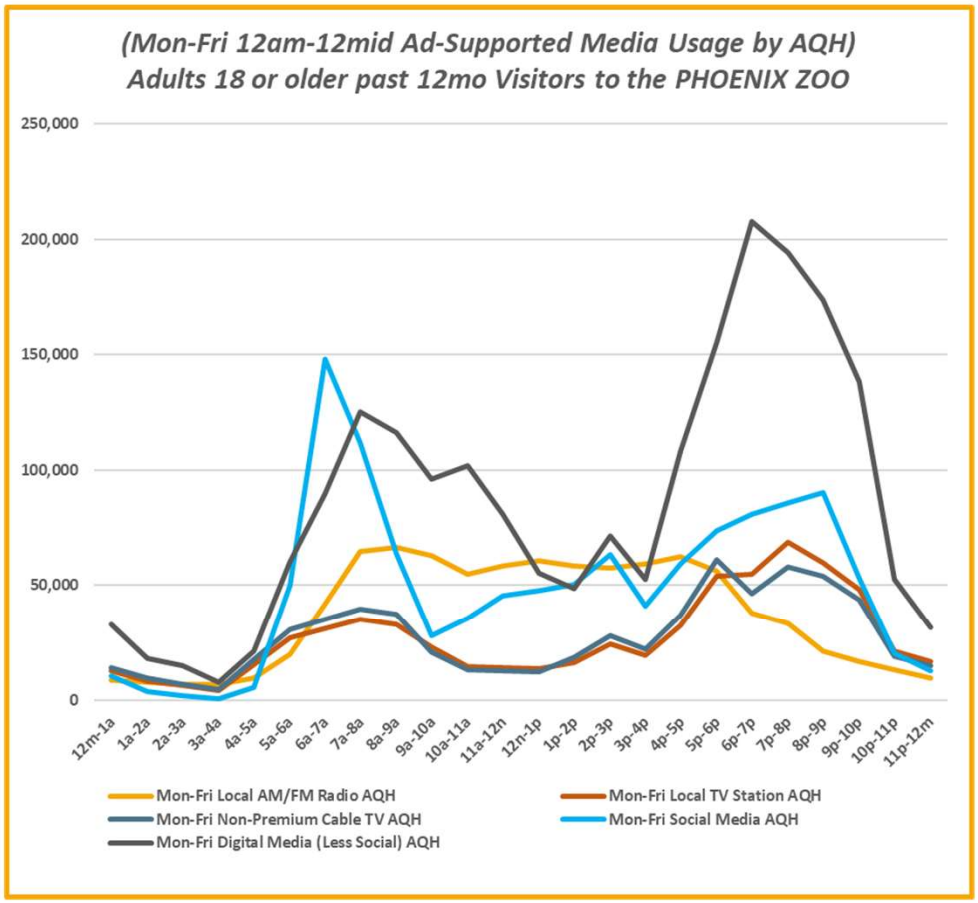
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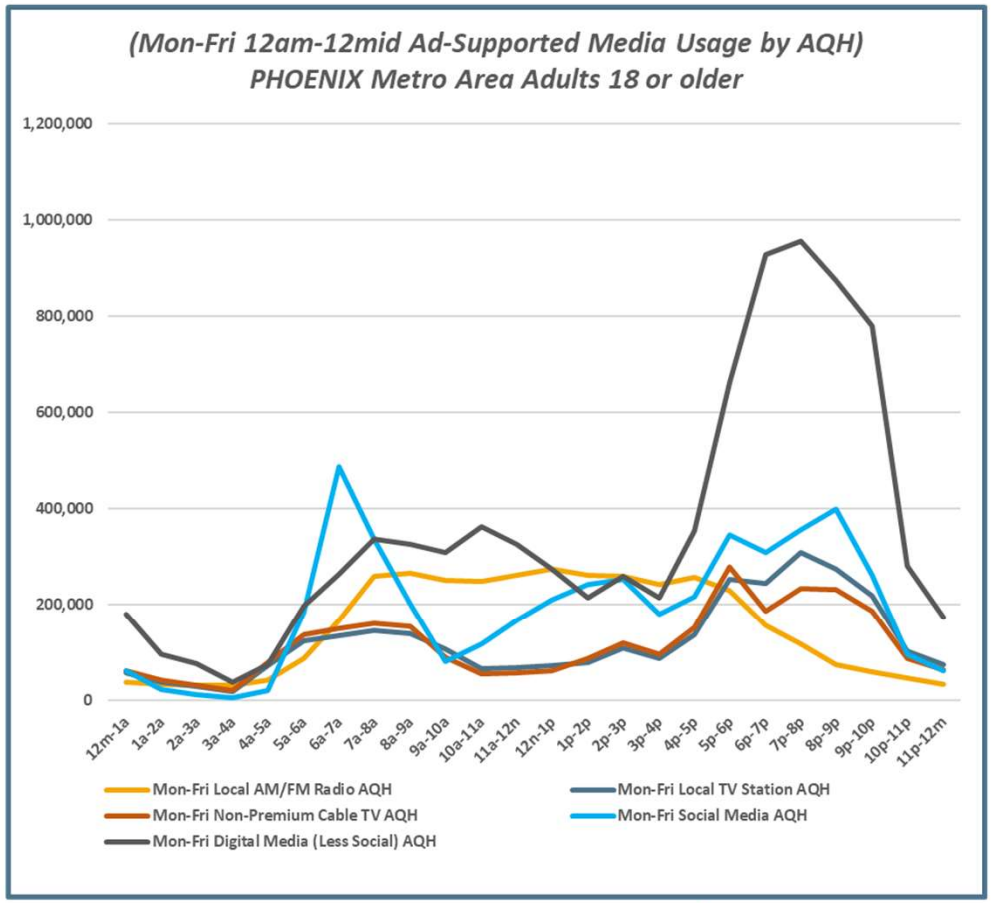
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 100,727; Social Media: 65,439; Local Radio: 57,077; Non-Prem. Cable: 29,645; Local TV: 28,168 reaching Adults 18 or older past 12mo Visitors to the PHOENIX ZOO.





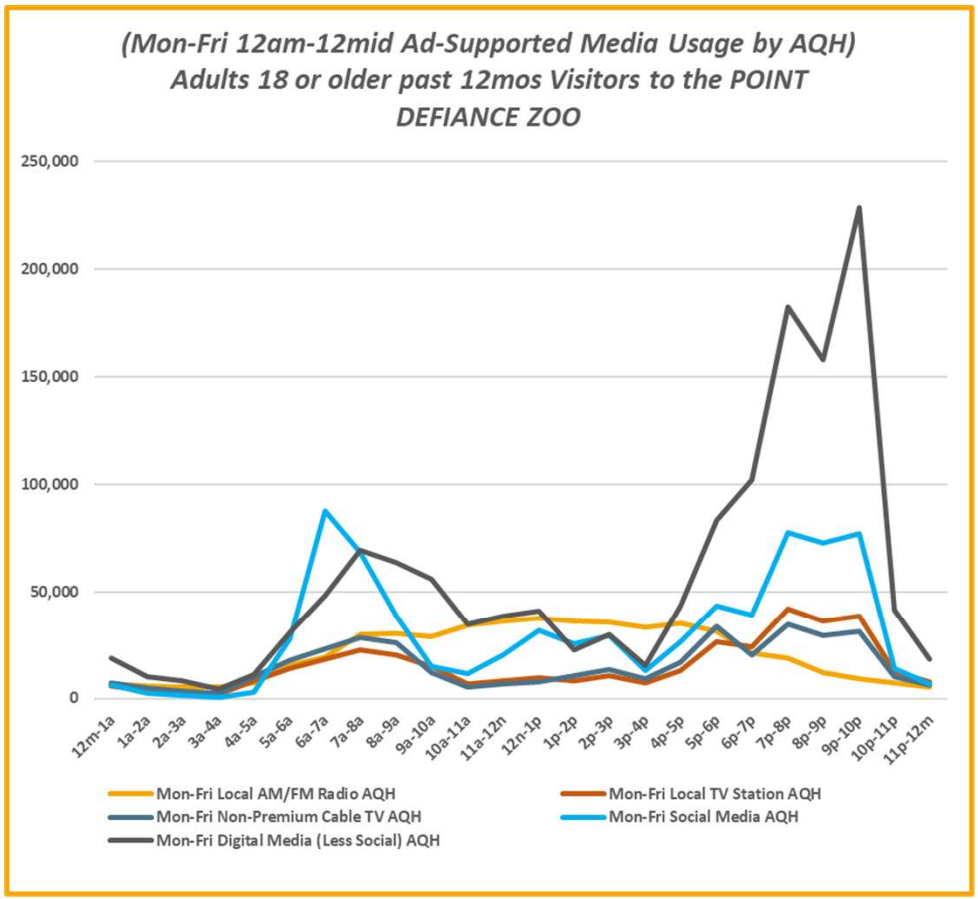
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

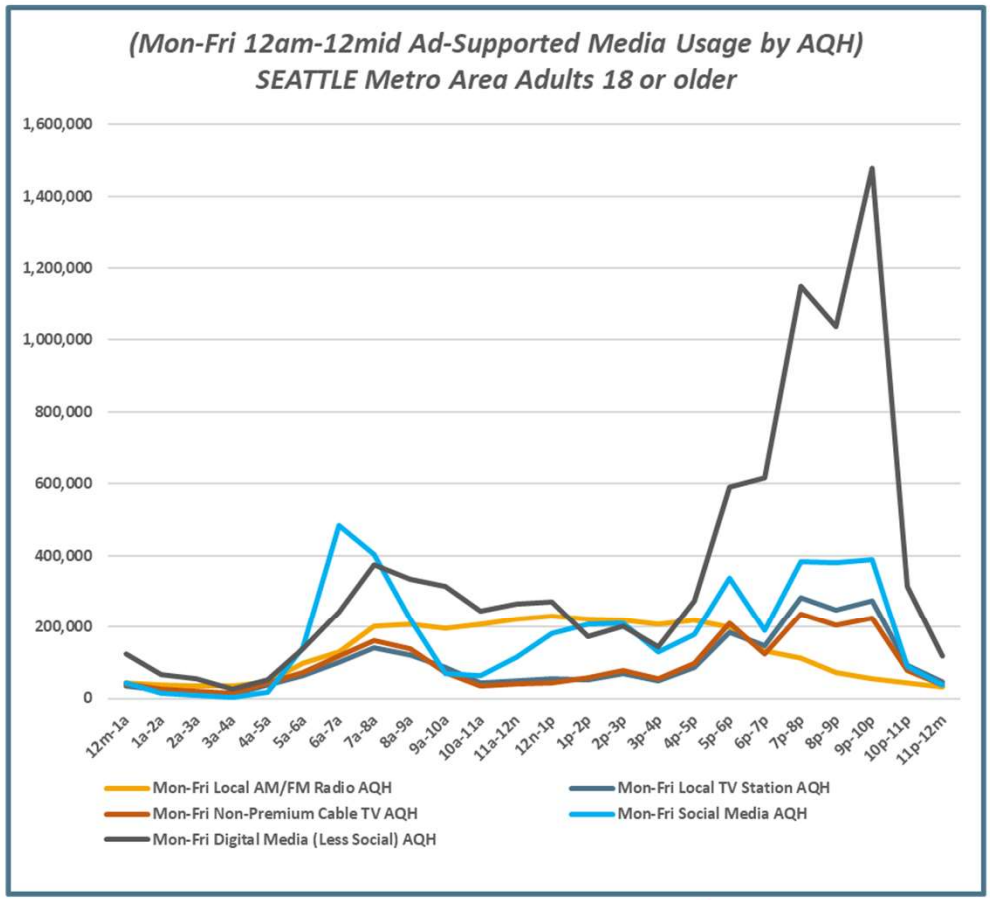
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Events attended/places visited past 12 months: Phoenix Zoo

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,753; Social Media: 34,479; Local Radio: 31,427; Non-Prem. Cable: 16,402; Local TV: 14,654 reaching Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO.





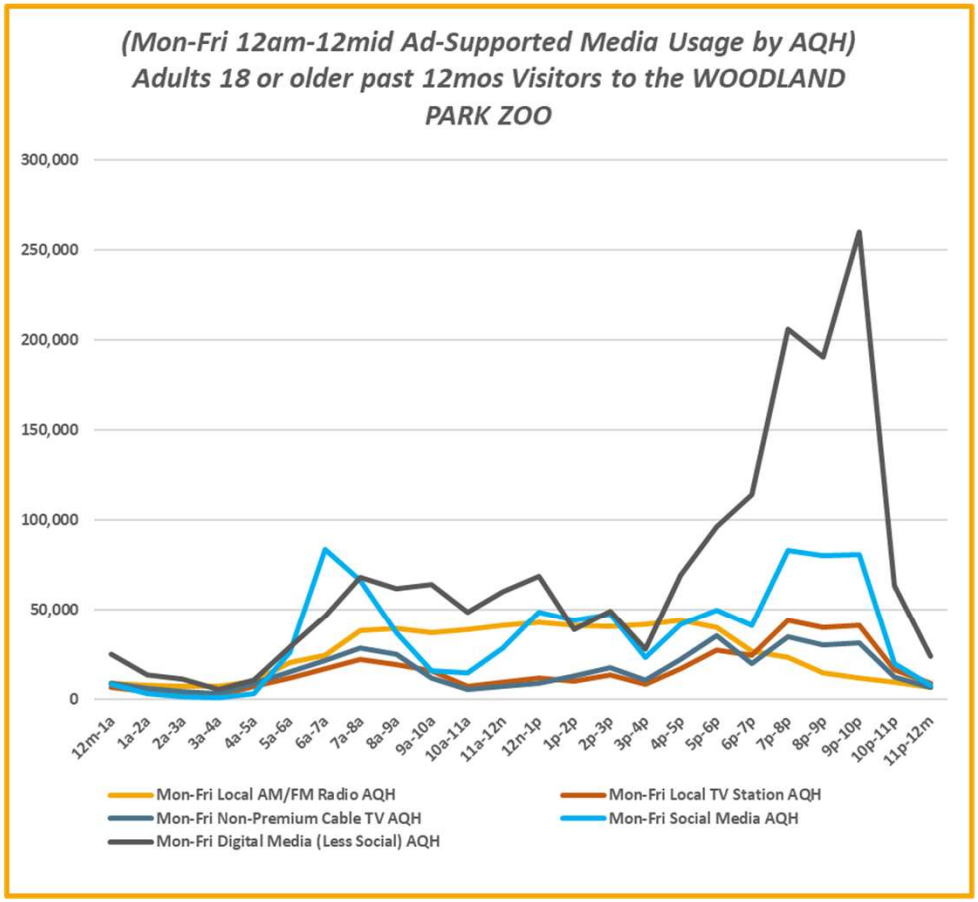
SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

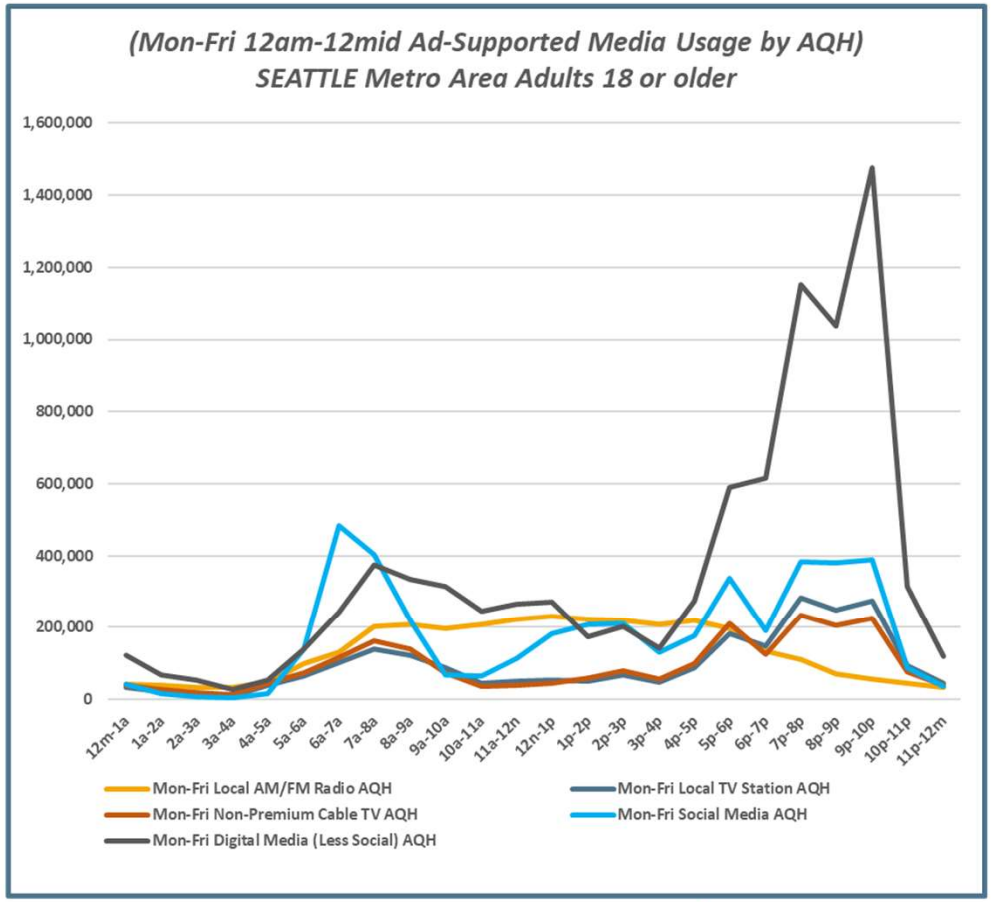
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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,642; Social Media: 41,711; Local Radio: 38,186; Non-Prem. Cable: 17,428; Local TV: 15,654 reaching Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO.





SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

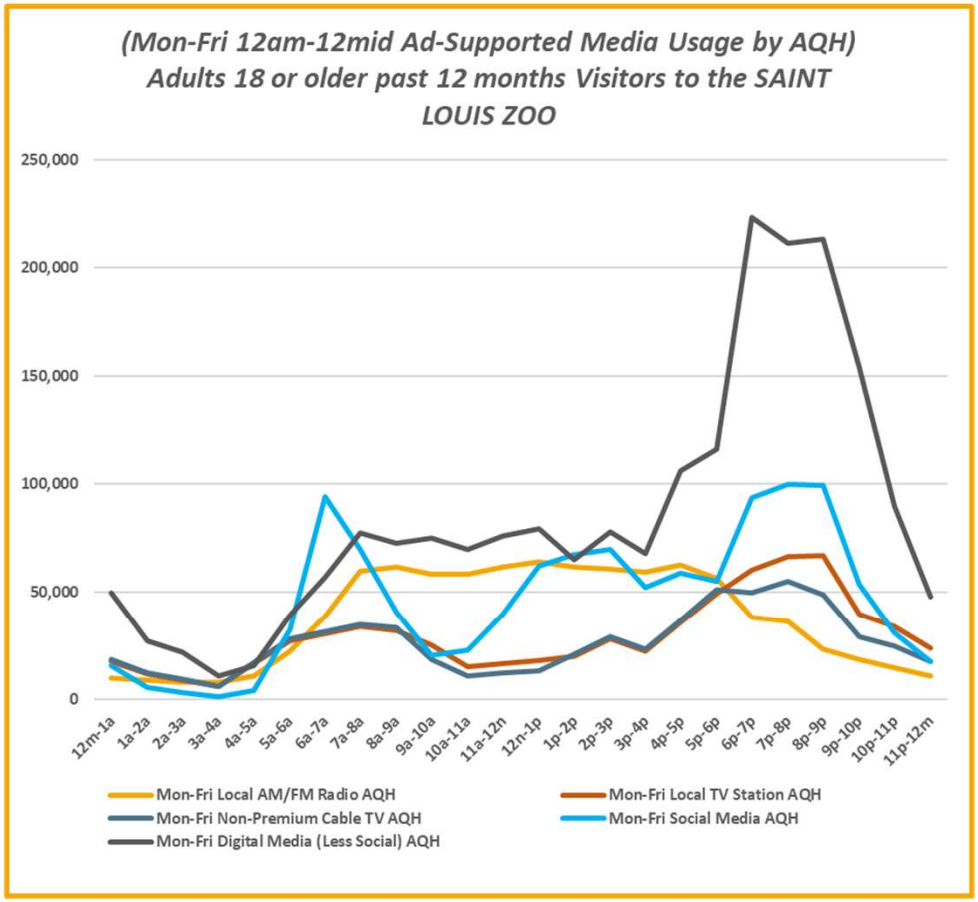
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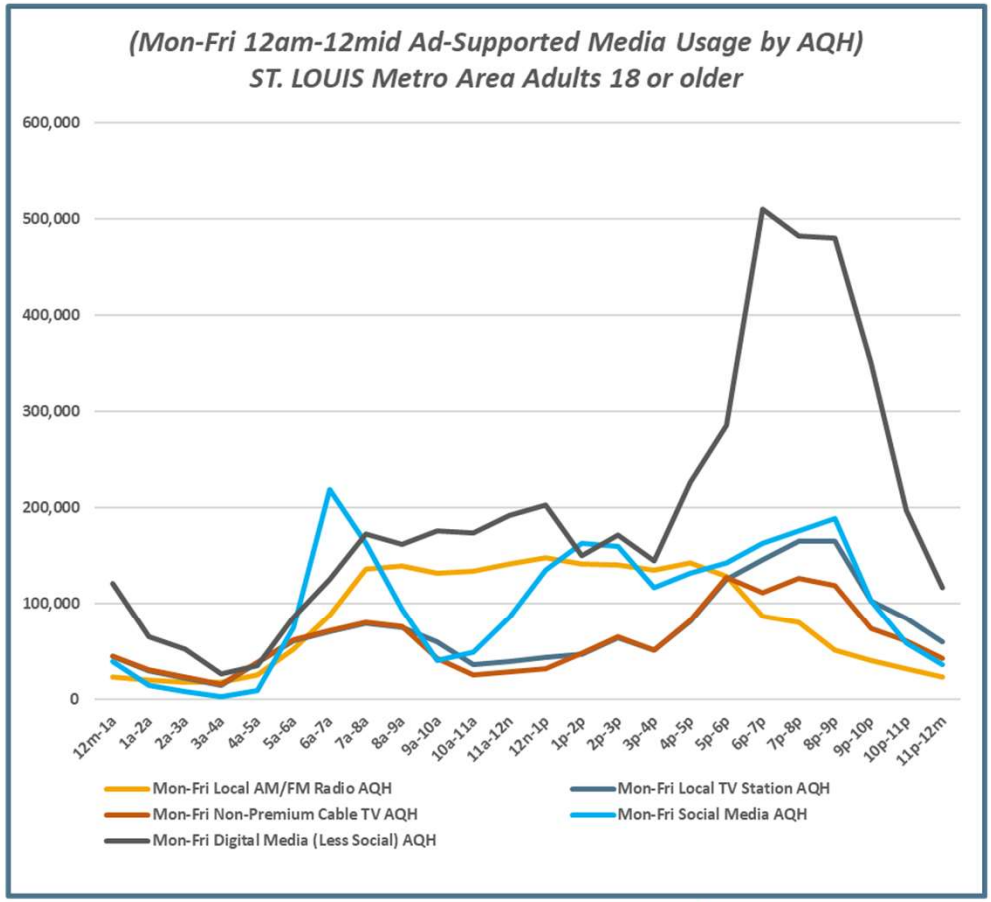
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Saint Louis Zoo
Animals Always®

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 89,424; Social Media: 57,315; Local Radio: 56,858; Local TV: 29,647; Non-Prem. Cable: 27,973 reaching Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO.





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

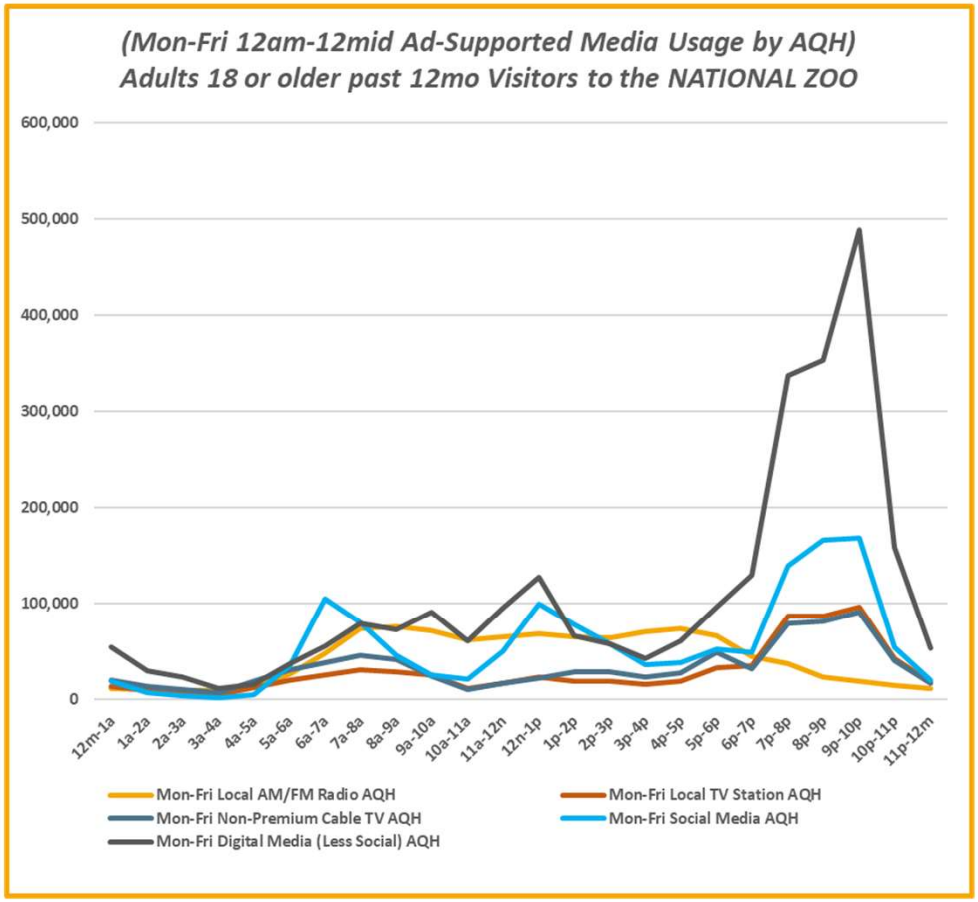
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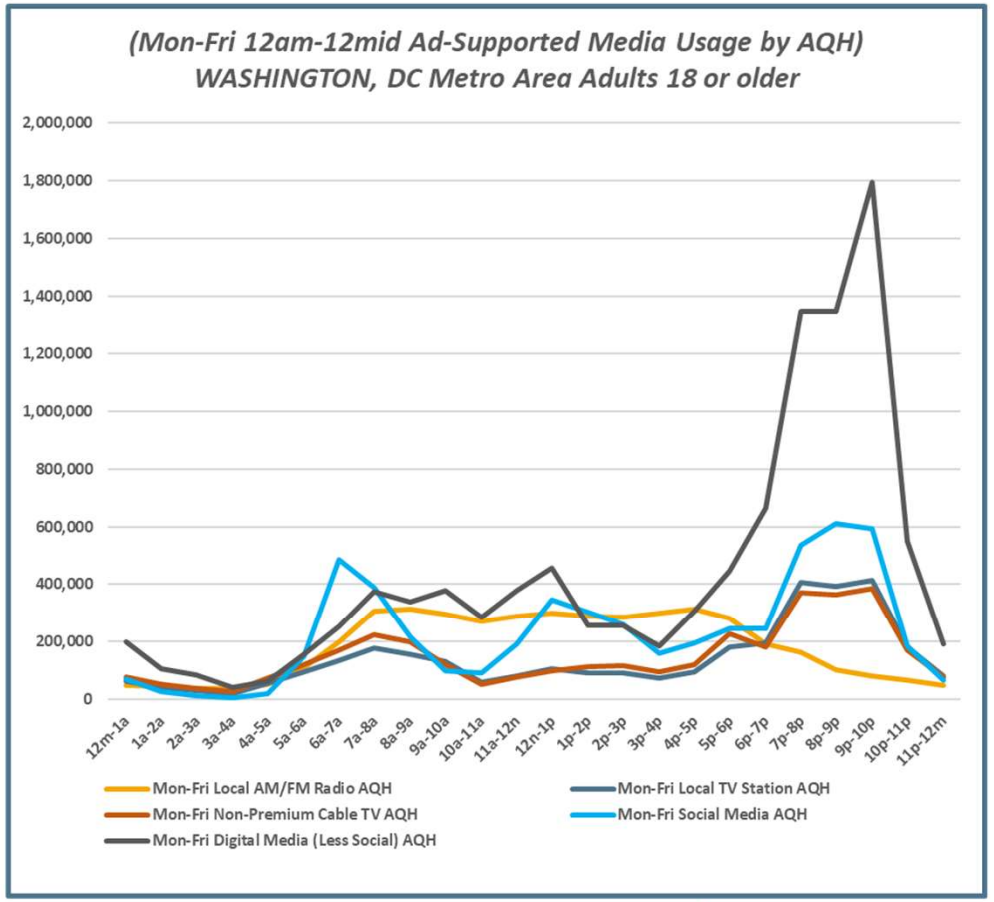
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Saint Louis Zoo

Smithsonian
National Zoological Park

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 79,656; Local Radio: 65,216; Social Media: 56,699; Non-Prem. Cable: 29,742; Local TV: 23,129 reaching Adults 18 or older past 12mo Visitors to the NATIONAL ZOO.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

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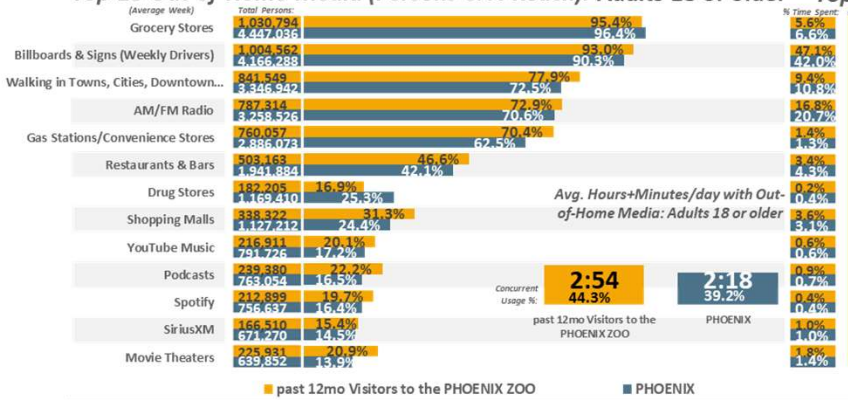
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

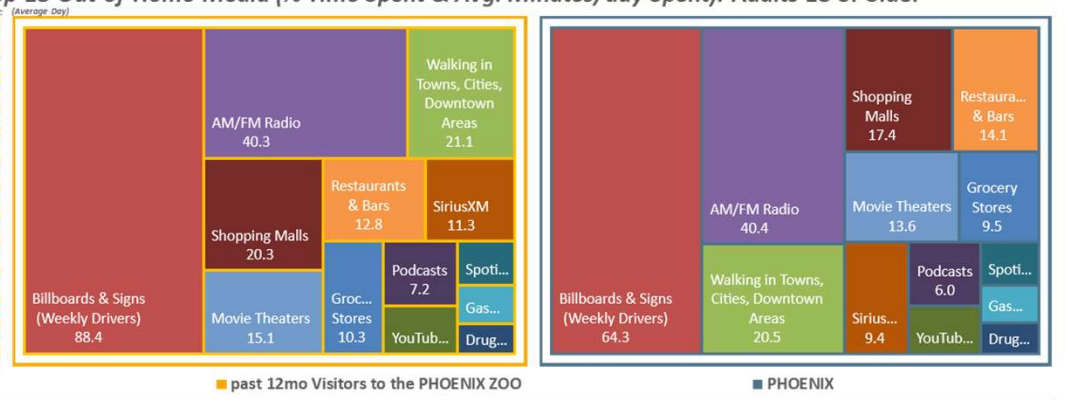
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

1,004,562 or 93.% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO spend an average of 88.4 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 38. minutes/day.

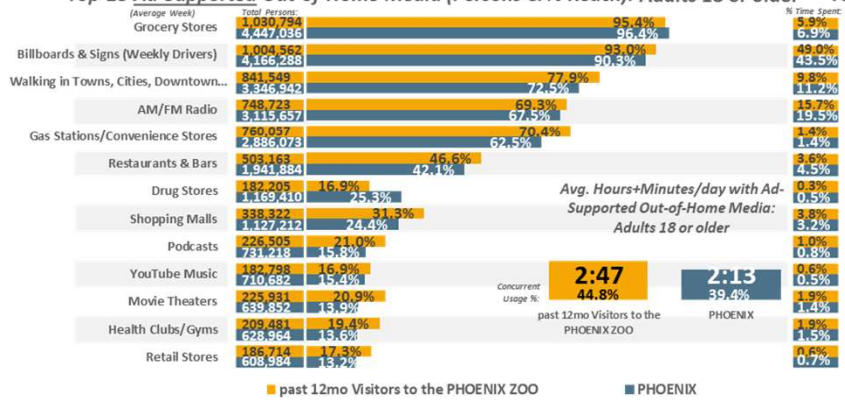
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



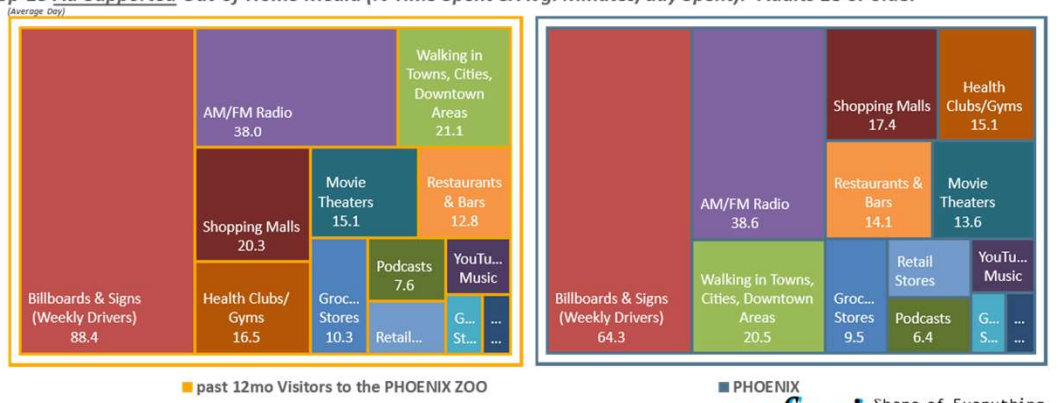
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

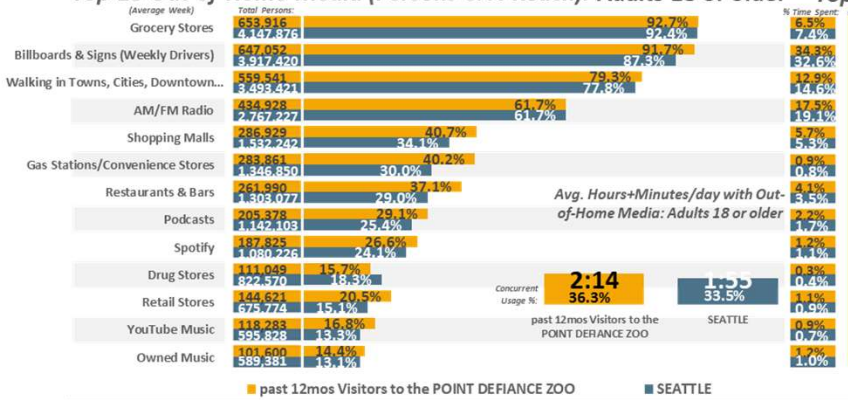
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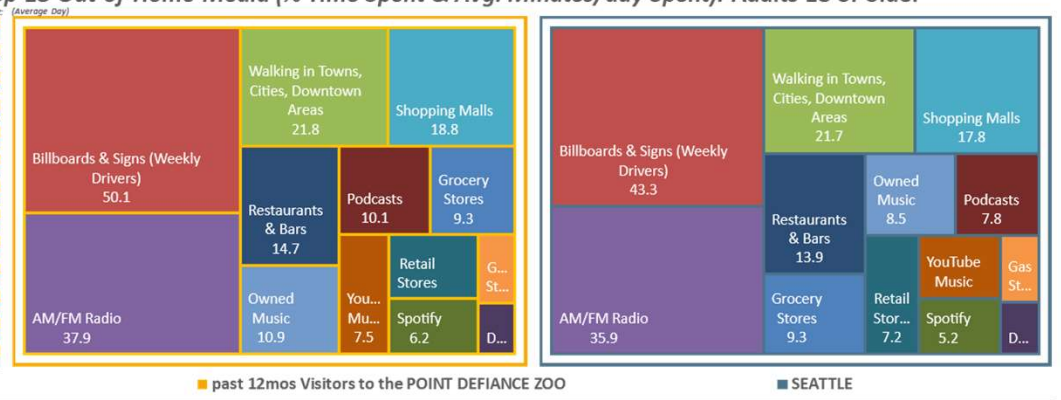
Events attended/places visited past 12 months: Phoenix Zoo

647,052 or 91.7% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO spend an average of 50.1 minutes per day driving, seeing Billboards and Signs. 60.1% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/day.

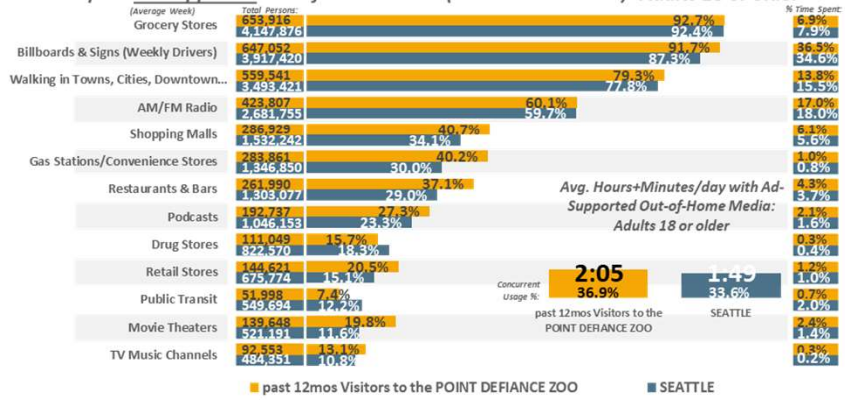
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



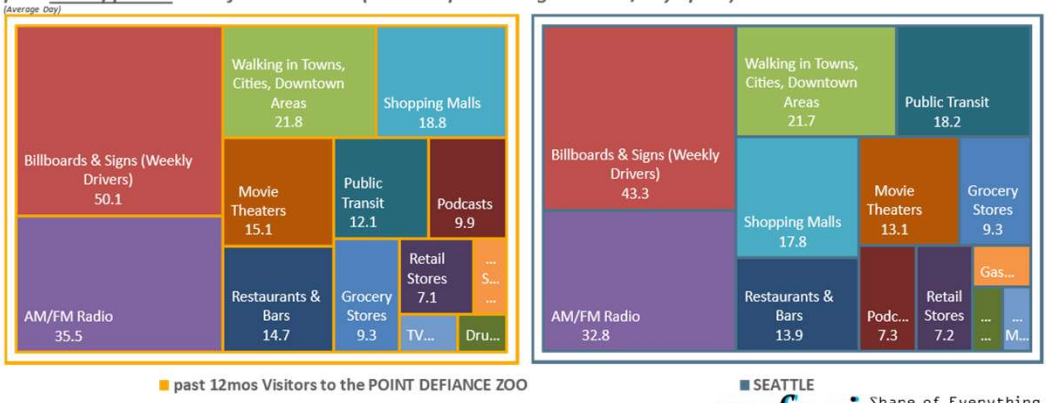
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

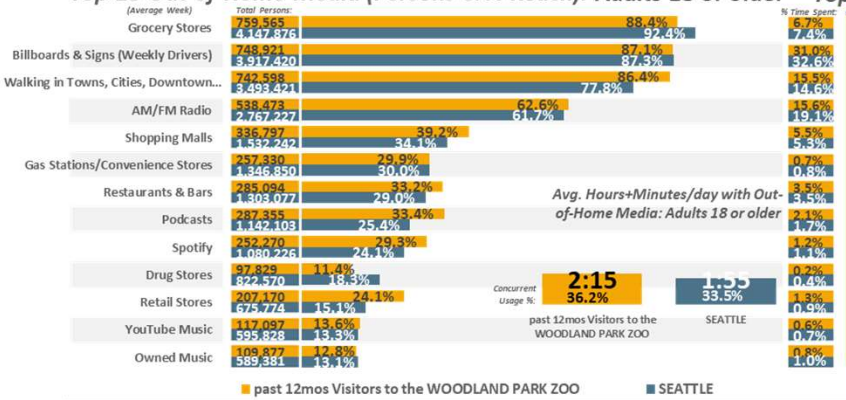
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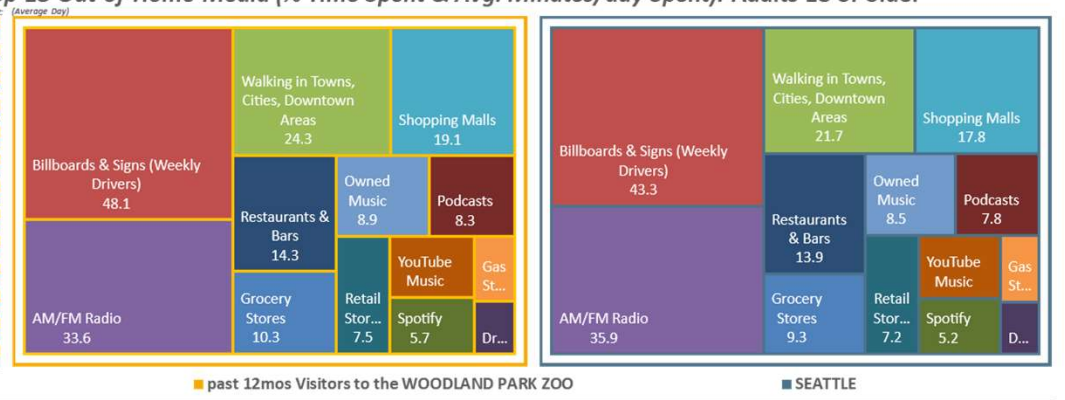
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

748,921 or 87.1% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO spend an average of 48.1 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 29.1 minutes/day.

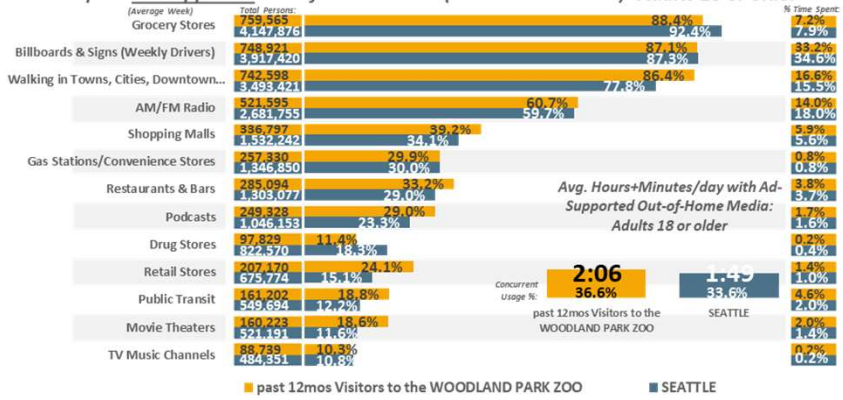
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



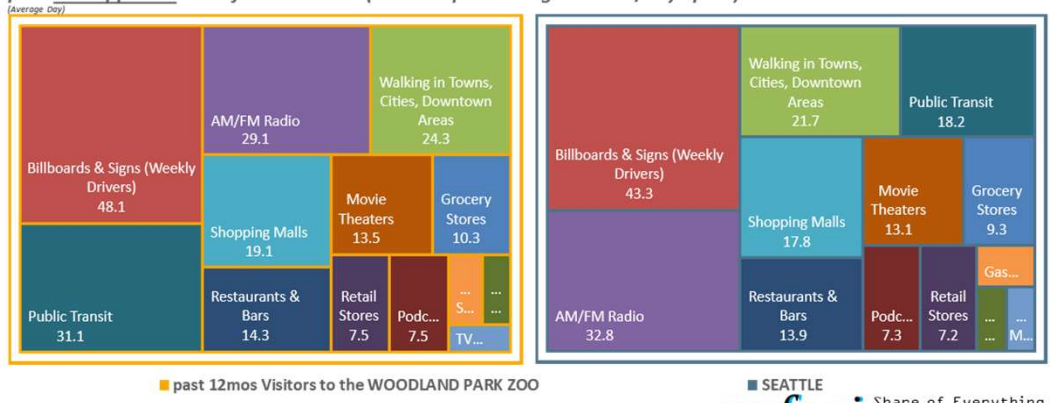
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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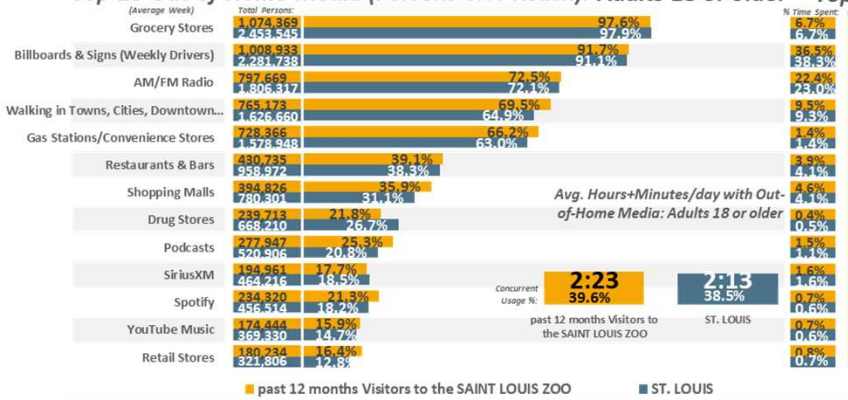
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

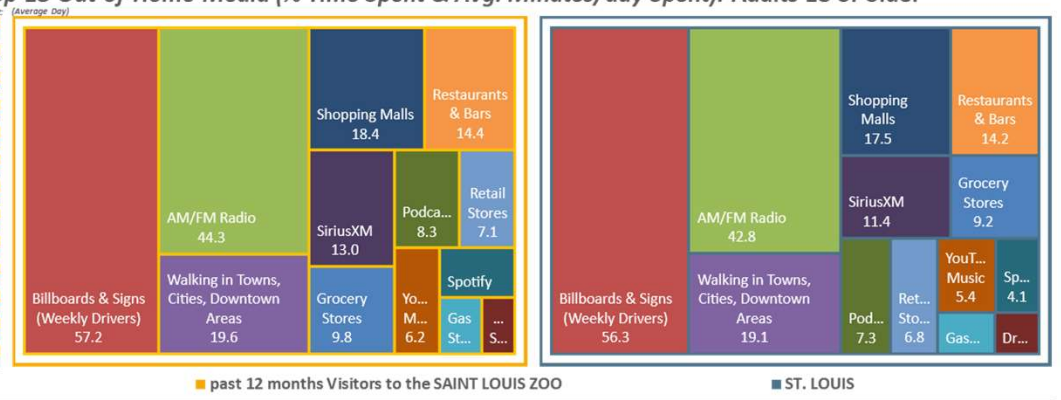
Saint Louis Zoo
Animals Always®

1,008,933 or 91.7% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/day.

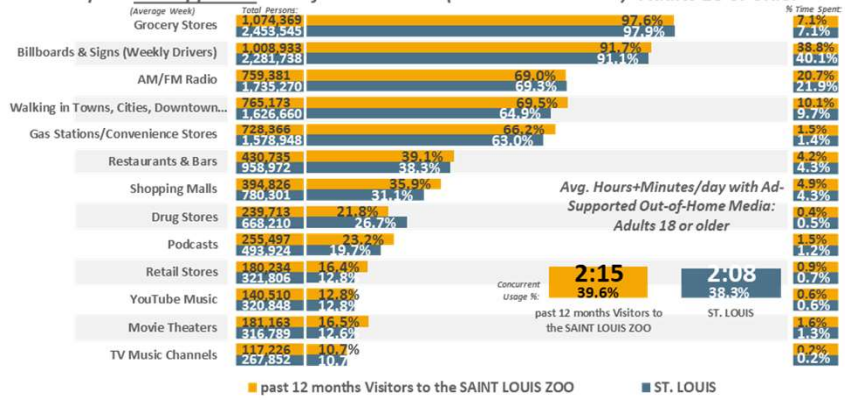
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



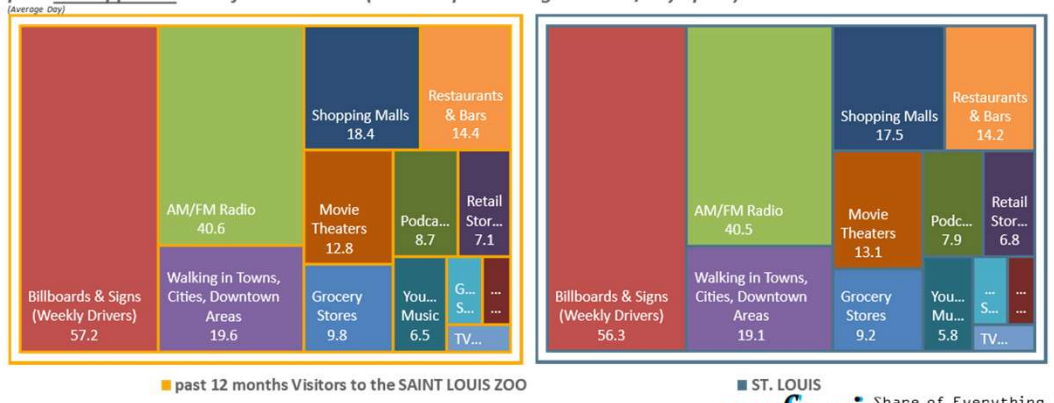
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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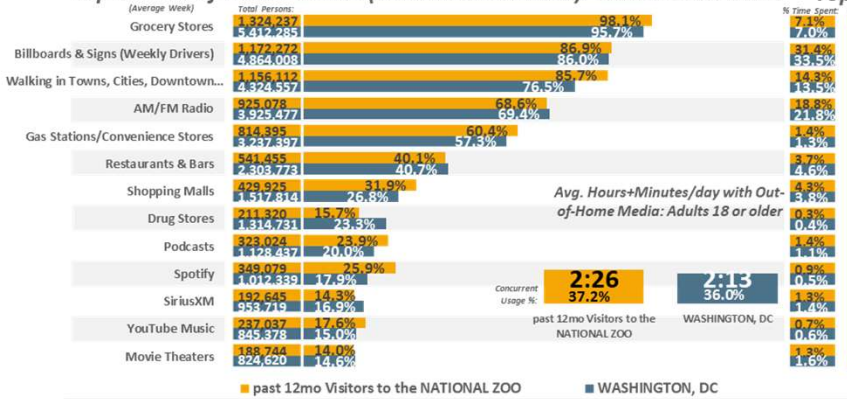
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Events attended/places visited past 12 months: Saint Louis Zoo

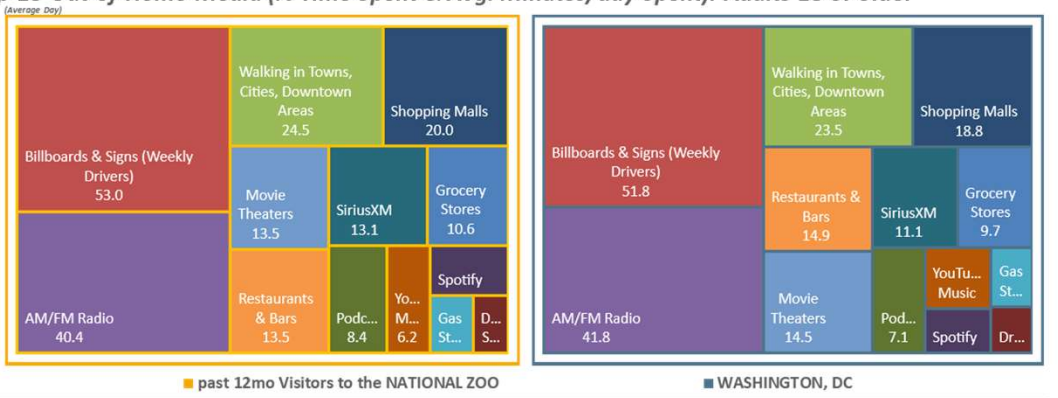
Smithsonian
National Zoological Park

1,172,272 or 86.9% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO spend an average of 53. minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day.

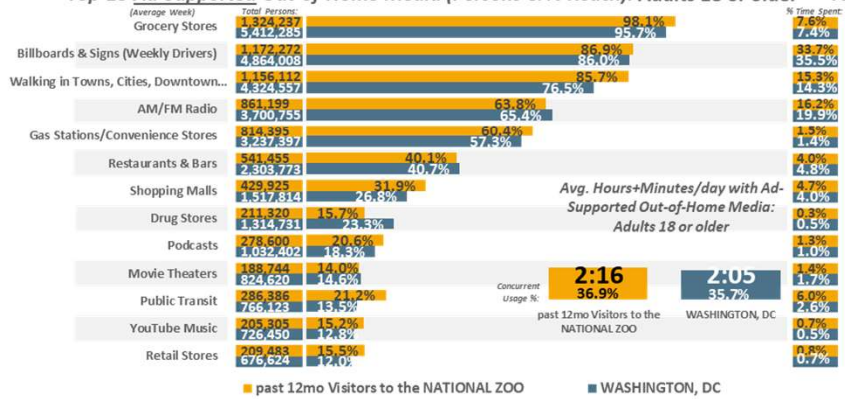
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



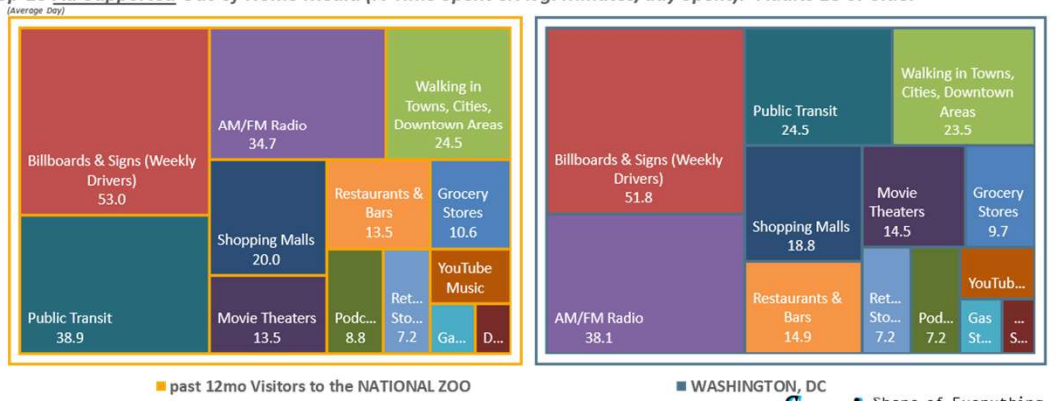
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

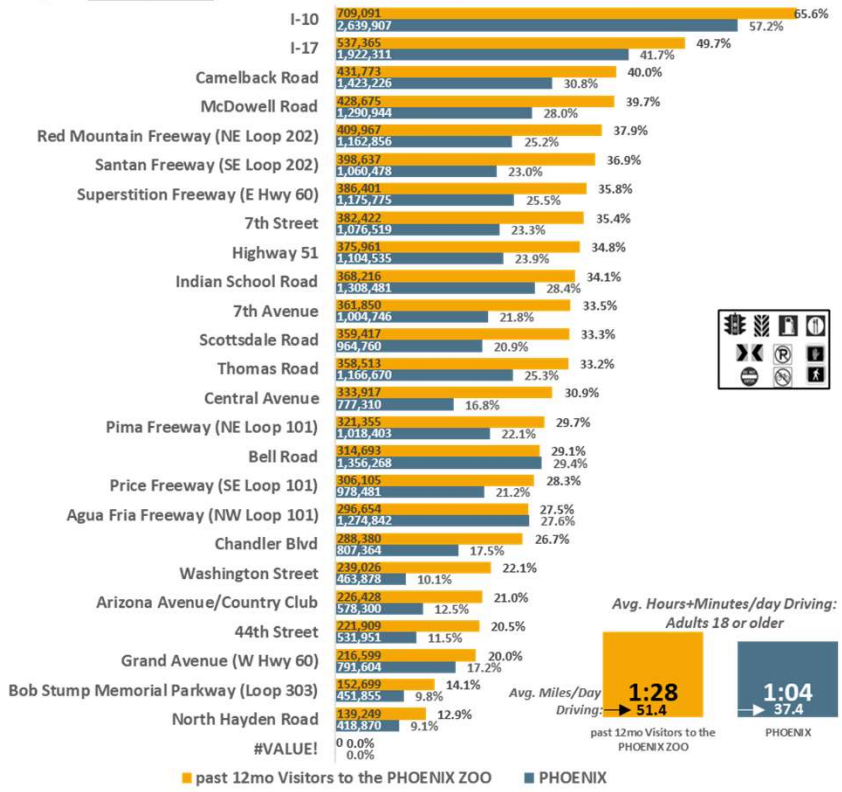
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Events attended/places visited past 12 months: Simithsonian National Zoo Park

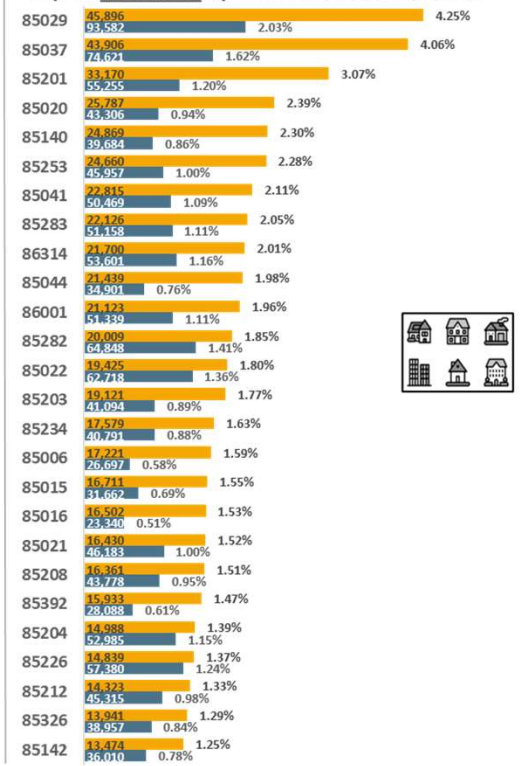
1,004,562 or 93.% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO spend an average of 88.4 minutes per day driving an average of 51.4 miles each day and are 83.5% more likely to use Central Avenue than the Metro average.

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

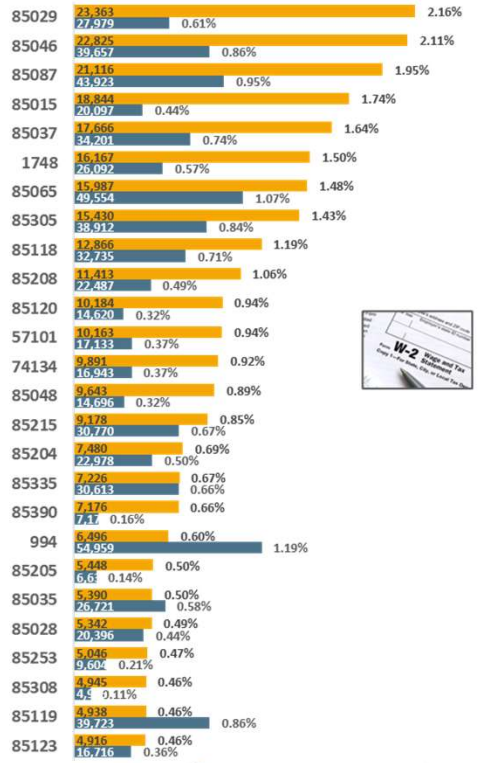


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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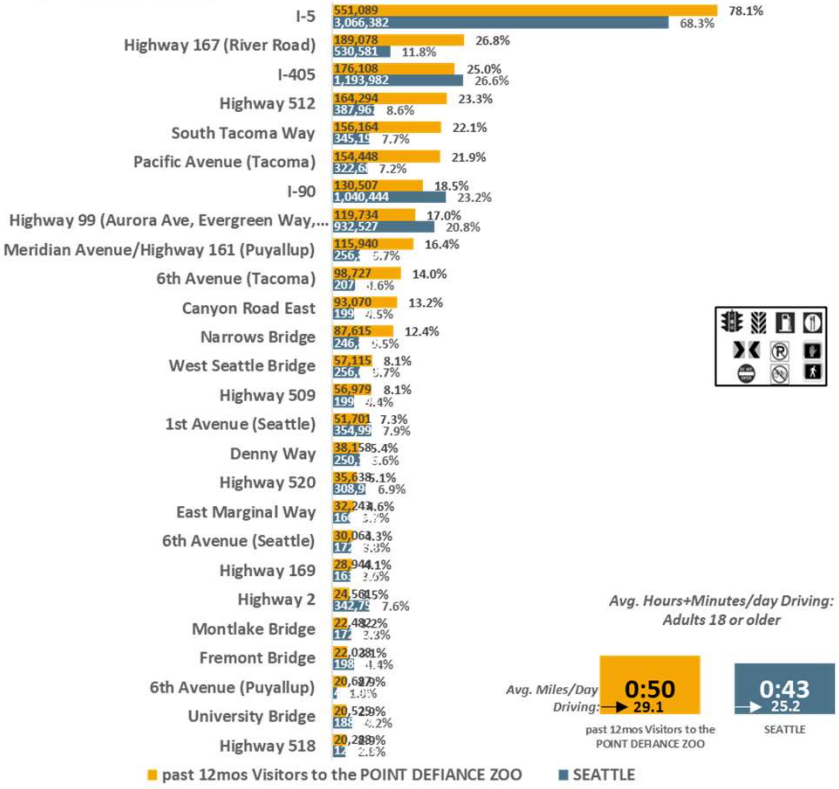
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

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Events attended/places visited past 12 months: Phoenix Zoo

647,052 or 91.7% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO spend an average of 50.1 minutes per day driving an average of 29.1 miles each day and are 204.6% more likely to use Pacific Avenue (Tacoma) than the Metro average.

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



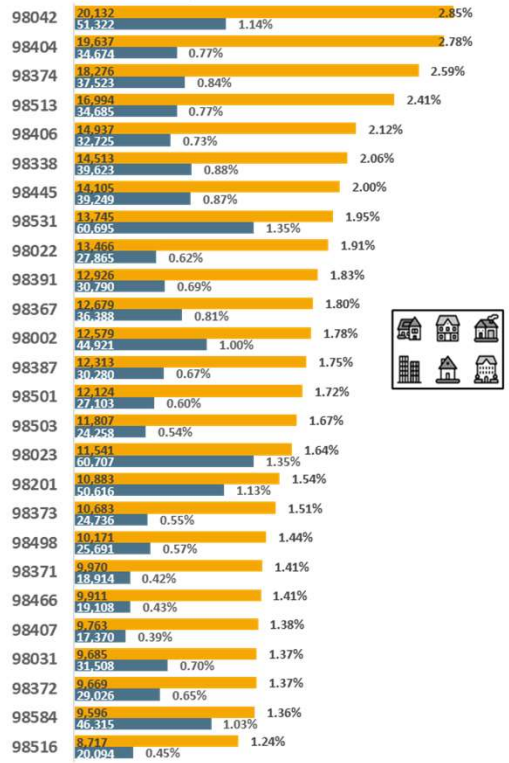
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 29.1

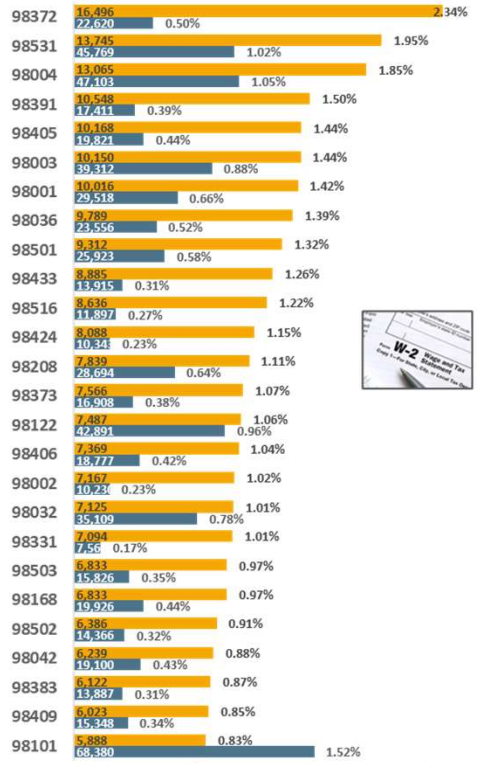
0:50 past 12mos Visitors to the POINT DEFIANCE ZOO

0:43 → 25.2 SEATTLE

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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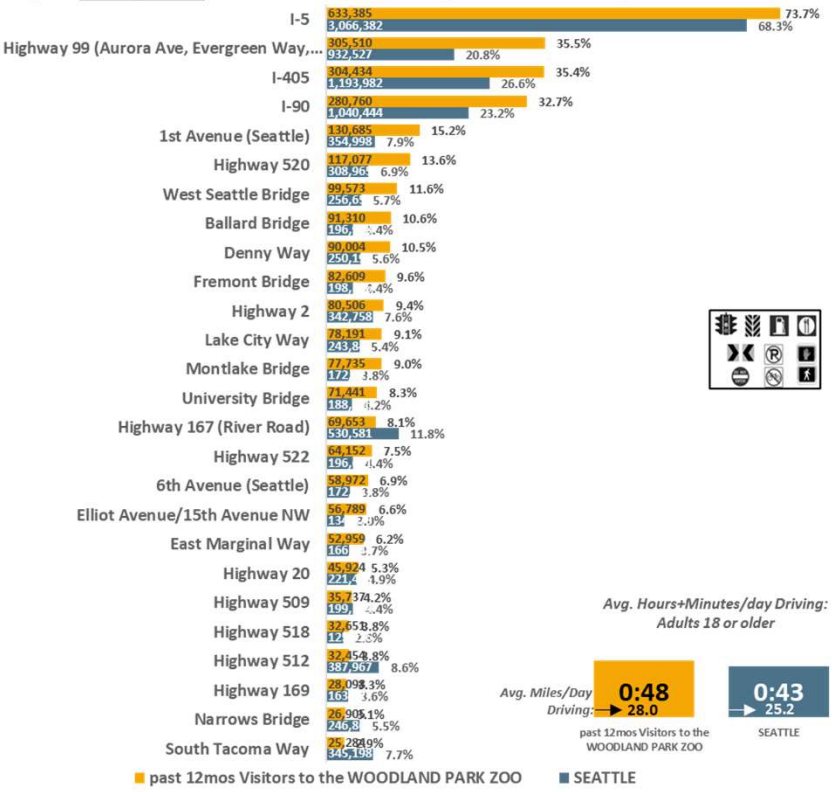
SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

748,921 or 87.1% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO spend an average of 48.1 minutes per day driving an average of 28. miles each day and are 142.% more likely to use Ballard Bridge than the Metro average.

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



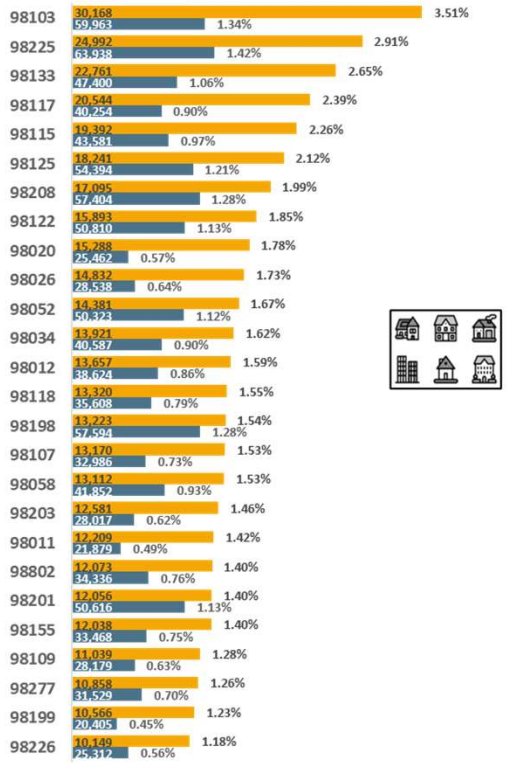
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 28.0

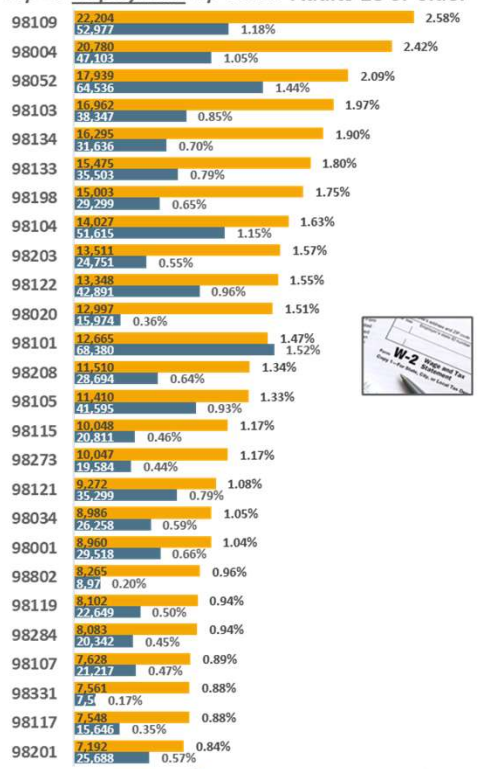
0:48 past 12mos Visitors to the WOODLAND PARK ZOO

0:43 → 25.2 SEATTLE

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

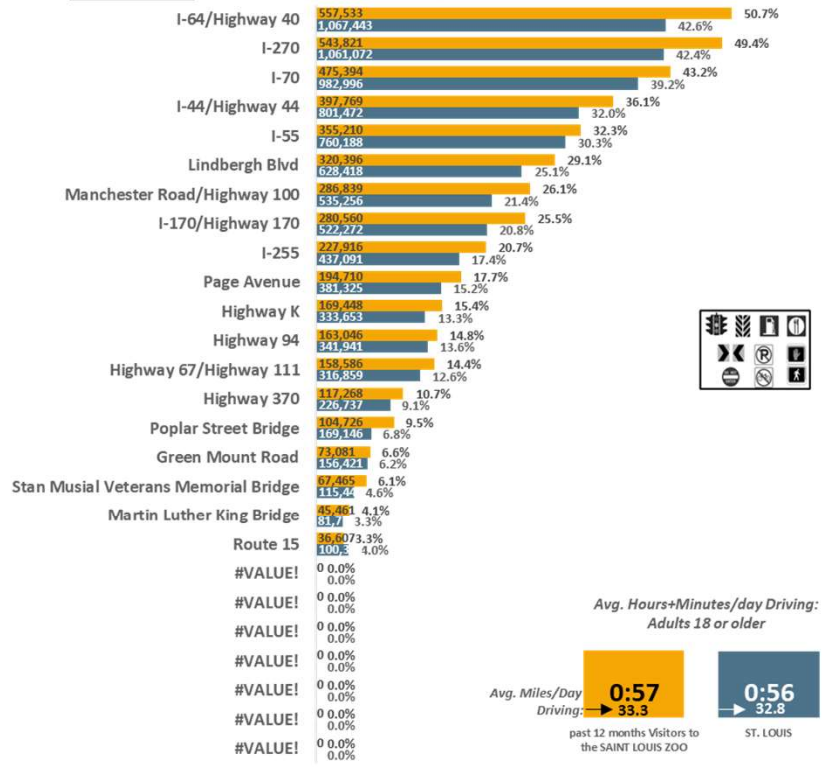
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Saint Louis Zoo
Animals Always®

1,008,933 or 91.7% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO spend an average of 57.2 minutes per day driving an average of 33.3 miles each day and are 40.9% more likely to use Poplar Street Bridge than the Metro average.

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

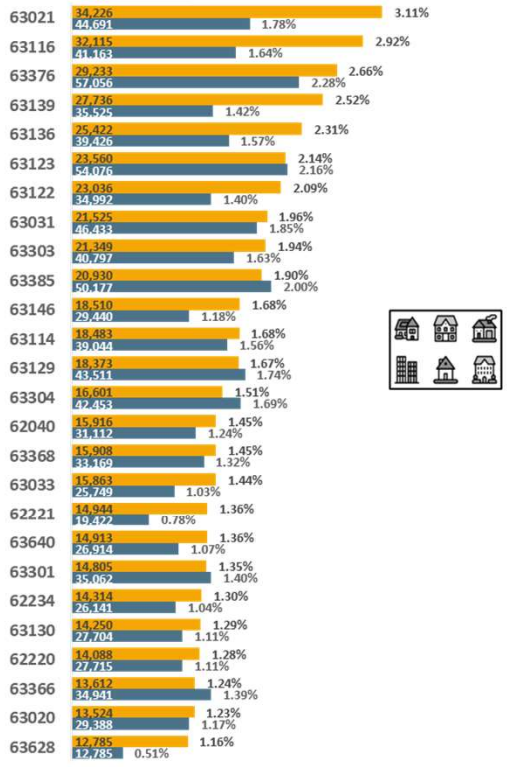


Avg. Hours+Minutes/day Driving: Adults 18 or older

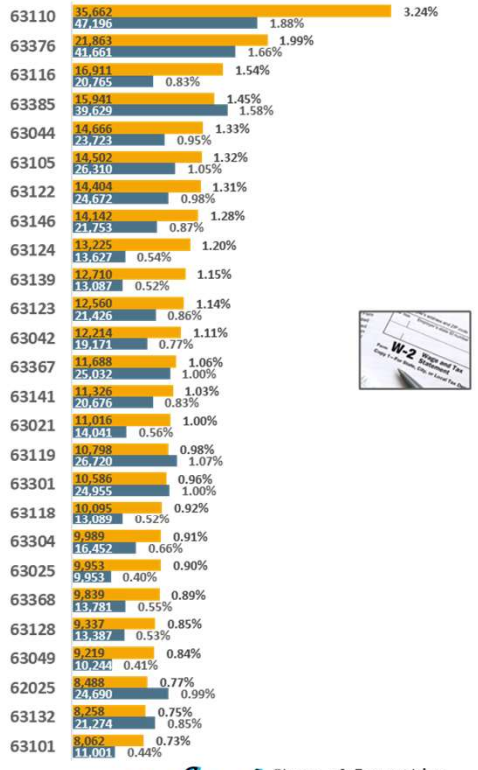
Avg. Miles/Day Driving: 0:57 → 33.3 past 12 months Visitors to the SAINT LOUIS ZOO

0:56 → 32.8 ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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Events attended/places visited past 12 months: Saint Louis Zoo

Smithsonian
National Zoological Park

1,172,272 or 86.9% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO spend an average of 53. minutes per day driving an average of 30.9 miles each day and are 64.% more likely to use K Street than the Metro average.

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

	past 12mo Visitors to the NATIONAL ZOO		WASHINGTON, DC	
I-95/I-495/Capital Beltway	896,247	66.4%	3,085,995	54.6%
I-66	459,655	34.1%	1,652,981	29.2%
I-295/Baltimore Washington Parkway	390,476	28.9%	1,207,534	21.4%
Route 1	360,070	26.7%	1,209,774	21.4%
Route 355/Rockville Pike/Wisconsin Avenue	231,137	17.1%	765,697	13.5%
East-West Highway	229,032	17.0%	613,198	10.8%
Route 97/Georgia Avenue	217,921	16.1%	651,900	11.5%
14th Street	211,840	15.7%	580,984	10.3%
Route 50/New York Avenue	201,532	14.9%	684,824	12.1%
Route 28	190,396	14.1%	764,557	13.5%
16th Street	184,242	13.7%	502,365	8.9%
Route 185/Connecticut Avenue	180,361	13.4%	465,866	8.2%
K Street	178,878	13.3%	457,077	8.1%
New Hampshire Avenue	178,217	13.2%	487,765	8.6%
Route 29/Colesville Road	173,370	12.8%	604,032	10.7%
Massachusetts Avenue	172,598	12.8%	466,825	8.3%
Constitution Avenue	161,034	11.9%	448,904	7.9%
Pennsylvania Avenue	153,265	11.4%	555,823	9.8%
Kenilworth Avenue	145,688	10.8%	412,125	7.3%
Veirs Mill Road	132,569	9.8%	456,728	8.1%
Randolph Road	113,805	8.4%	407,320	7.2%
Independence Avenue	107,028	7.9%	290,1[illegible]	5.1%
Montrose Road	84,325	6.2%	269,8[illegible]	4.8%
H Street/Benning Road	80,936	6.0%	272,7[illegible]	4.8%
Route 301	78,976	5.9%	476,863	8.4%
Route 5/Branch Avenue	75,745	5.6%	382,753	6.8%

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

Avg. Miles/Day Driving:

past 12mo Visitors to the NATIONAL ZOO	WASHINGTON, DC
0:53 → 30.9	0:51 → 30.1

Top-26 Residential Zip Codes: Adults 18 or older

20902	38,552	2.86%	73,217	1.29%
20712	30,620	2.27%	33,586	0.59%
20111	26,971	2.00%	66,497	1.18%
22003	26,668	1.98%	58,560	1.04%
20782	24,902	1.85%	50,648	0.90%
20008	24,703	1.83%	37,323	0.66%
20019	22,217	1.65%	43,052	0.76%
20783	21,876	1.62%	87,881	1.55%
20746	20,591	1.53%	34,155	0.60%
22031	20,155	1.49%	29,913	0.53%
20001	18,513	1.37%	48,529	0.86%
22193	18,456	1.37%	57,334	1.01%
20171	18,320	1.36%	44,751	0.79%
20011	17,075	1.27%	50,636	0.90%
20912	16,636	1.23%	41,778	0.74%
22204	16,145	1.20%	70,036	1.24%
20853	15,822	1.17%	43,929	0.78%
20032	15,762	1.17%	40,400	0.71%
22201	15,723	1.17%	22,804	0.40%
22191	15,549	1.15%	72,529	1.28%
20910	15,396	1.14%	47,994	0.85%
20002	15,041	1.11%	50,931	0.90%
20009	14,652	1.09%	42,897	0.76%
20817	14,523	1.08%	24,502	0.43%
20003	13,536	1.00%	47,082	0.83%
20874	13,110	0.97%	37,698	0.67%

Top-26 Employment Zip Codes: Adults 18 or older

20002	29,597	2.19%	54,930	0.97%
20782	25,173	1.87%	31,193	0.55%
20001	24,311	1.80%	65,711	1.16%
20005	22,376	1.66%	63,176	1.12%
22202	19,467	1.44%	35,042	0.62%
20036	18,555	1.38%	41,729	0.74%
20006	16,671	1.24%	37,606	0.67%
20003	16,245	1.20%	29,713	0.53%
22030	15,738	1.17%	48,866	0.86%
20171	14,675	1.09%	36,496	0.65%
20032	14,186	1.05%	24,441	0.43%
20111	13,779	1.02%	17,418	0.31%
20004	13,381	0.99%	22,880	0.40%
20037	13,247	0.98%	22,299	0.39%
22191	12,913	0.96%	28,371	0.50%
22003	12,864	0.95%	31,522	0.56%
20852	12,698	0.94%	78,175	1.38%
20110	12,186	0.90%	28,800	0.51%
22201	10,640	0.79%	30,602	0.54%
22554	10,496	0.78%	25,497	0.45%
22204	10,449	0.77%	27,841	0.49%
20910	10,224	0.76%	26,482	0.47%
20009	9,929	0.74%	27,886	0.49%
21701	9,864	0.73%	30,112	0.53%
22102	9,811	0.73%	44,646	0.79%
20301	9,750	0.72%	13,820	0.24%

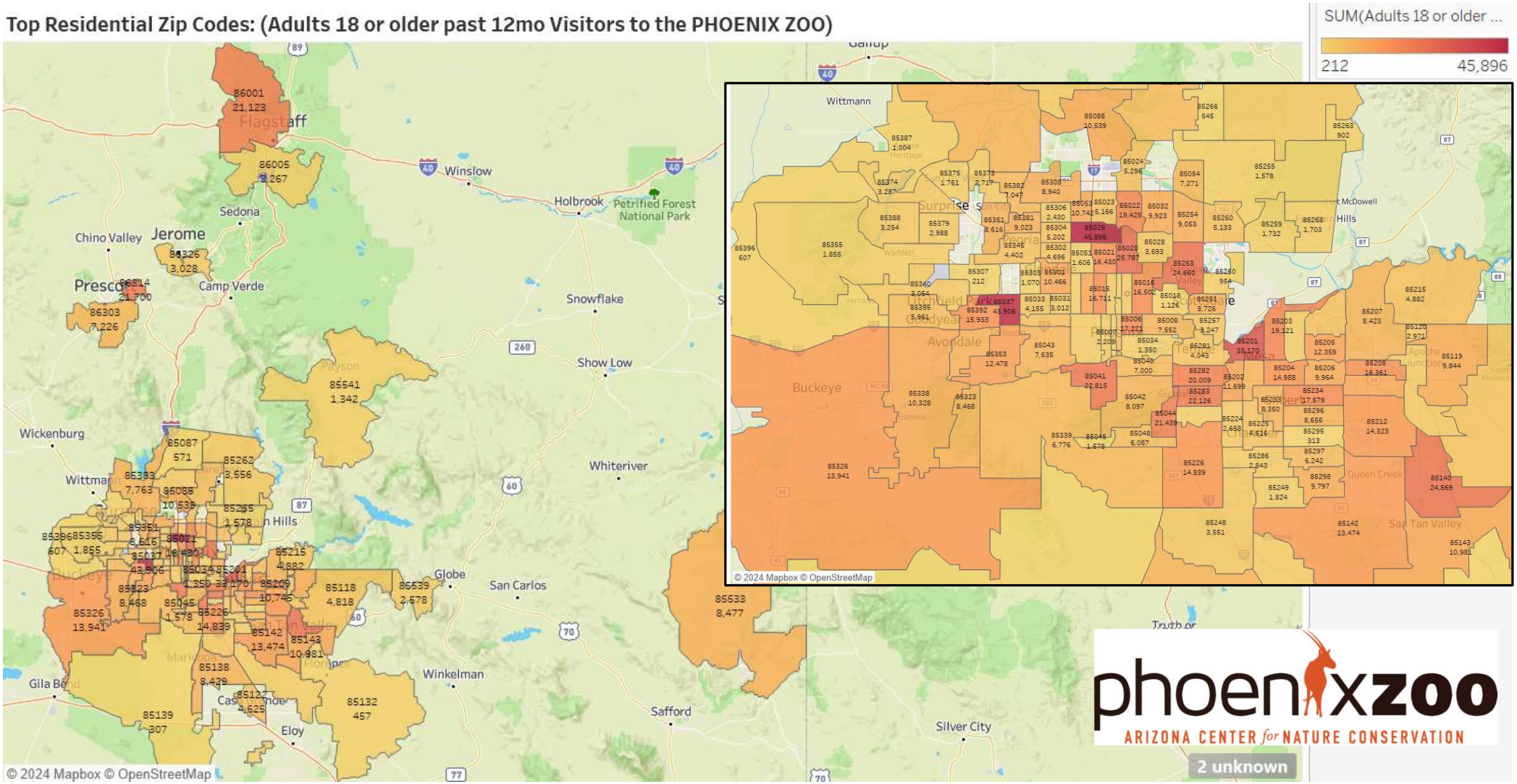
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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

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Events attended/places visited past 12 months: Simithsonian National Zoo Park

Top Residential Zip Codes: (Adults 18 or older past 12mo Visitors to the PHOENIX ZOO)



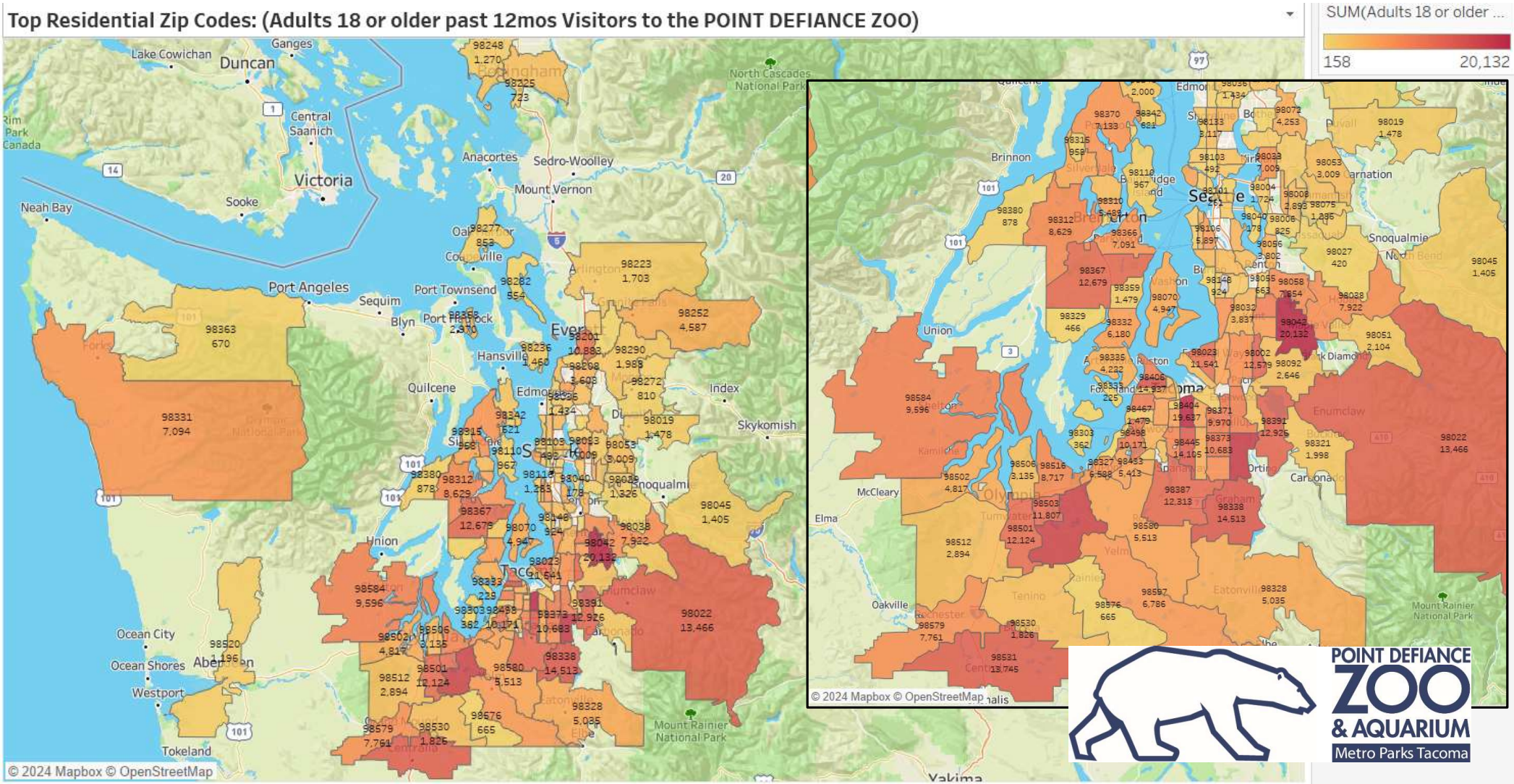
phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461
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Events attended/places visited past 12 months: Phoenix Zoo

Top Residential Zip Codes: (Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO)

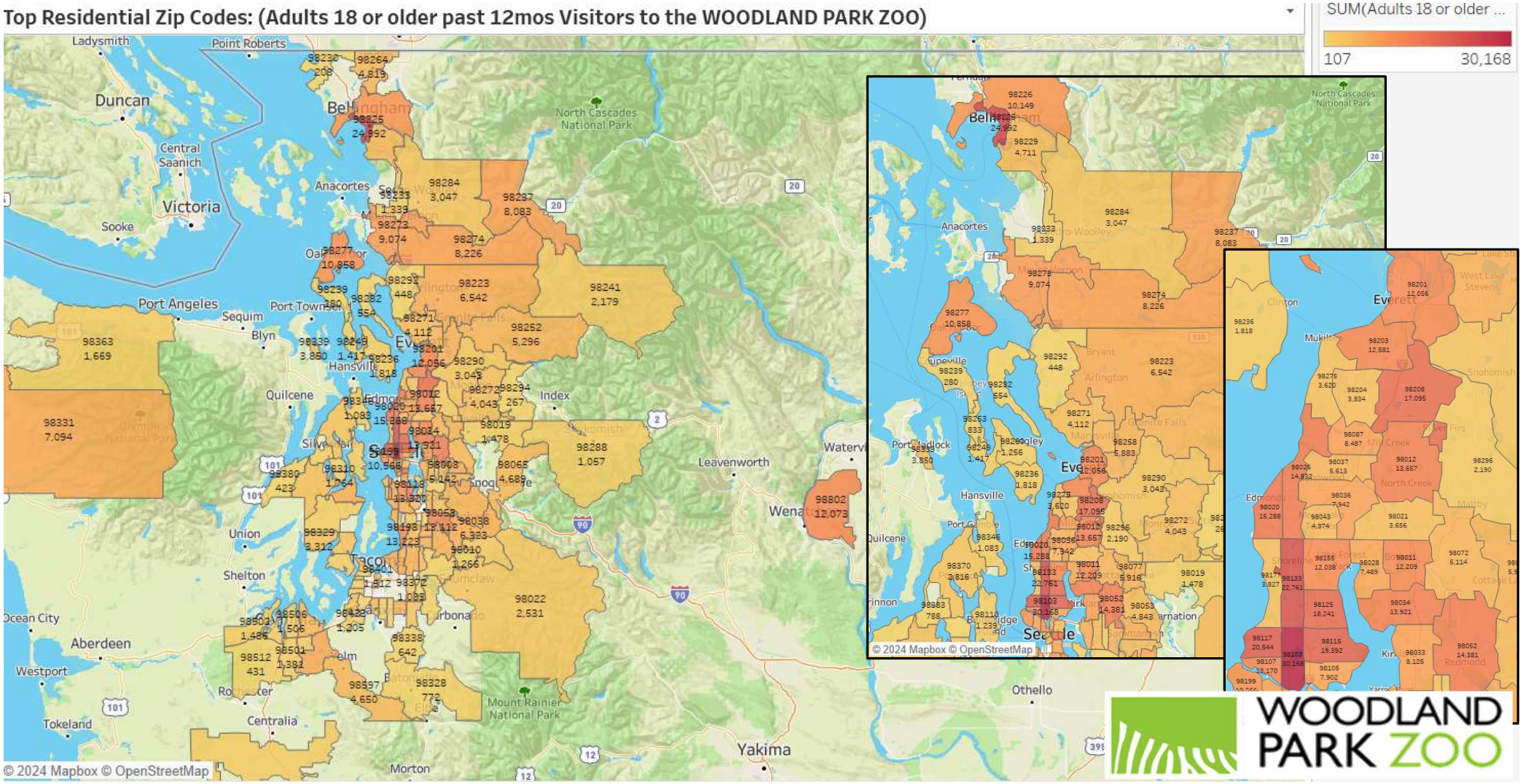


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Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

Top Residential Zip Codes: (Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO)

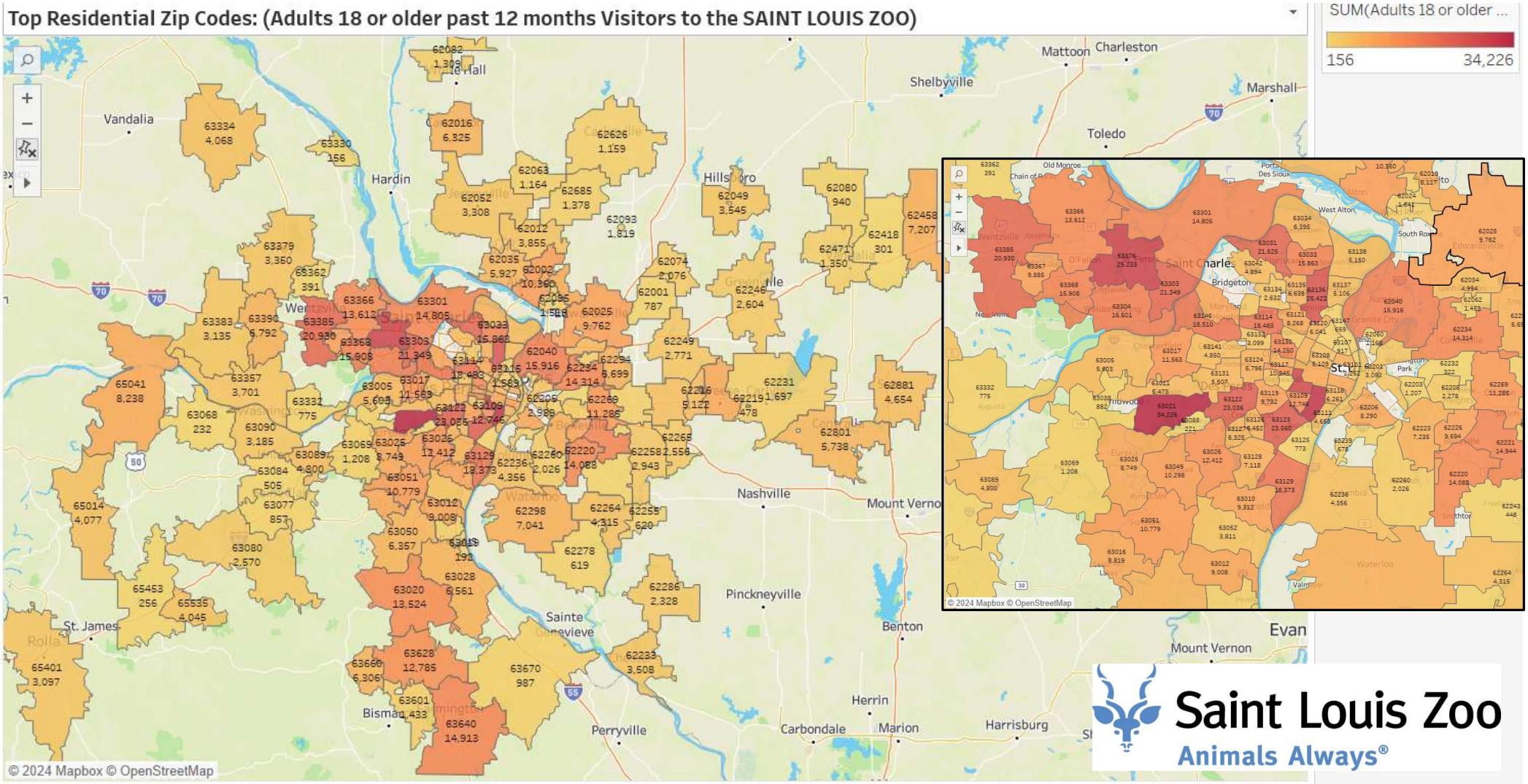


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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

Top Residential Zip Codes: (Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO)



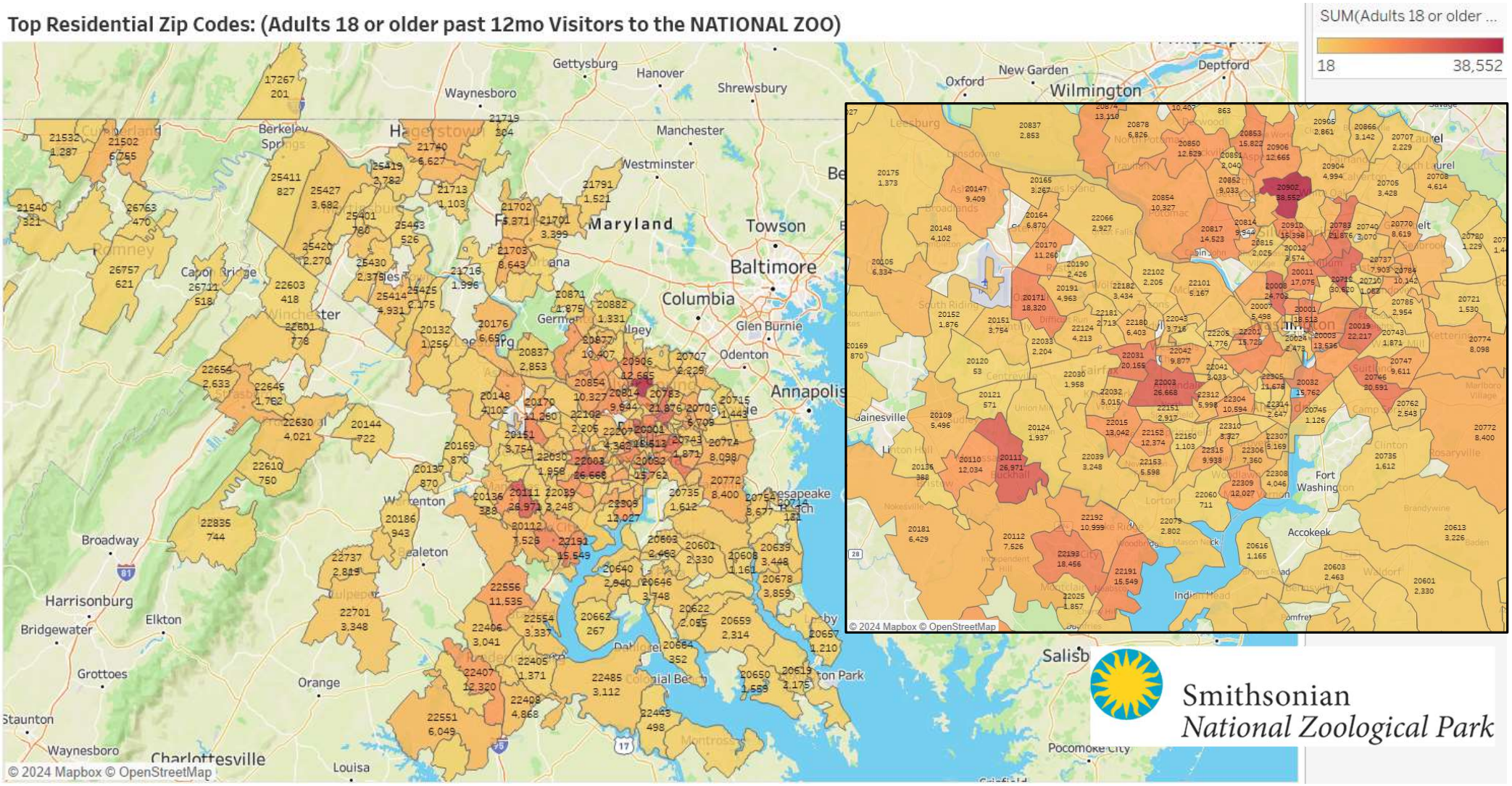
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Saint Louis Zoo
Animals Always®

Events attended/places visited past 12 months: Saint Louis Zoo

Top Residential Zip Codes: (Adults 18 or older past 12mo Visitors to the NATIONAL ZOO)

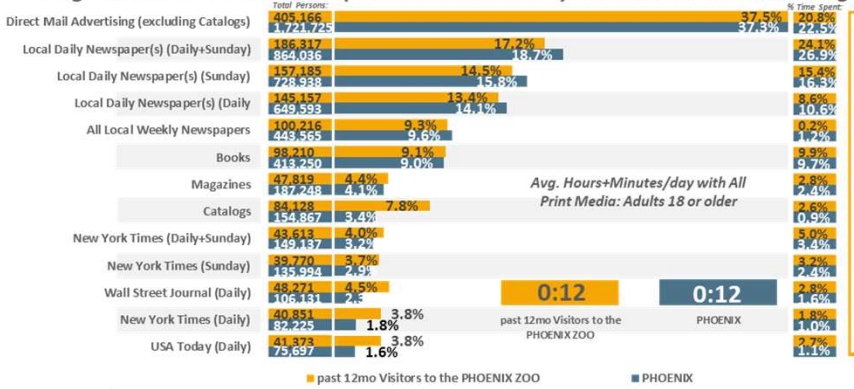


Smithsonian
National Zoological Park

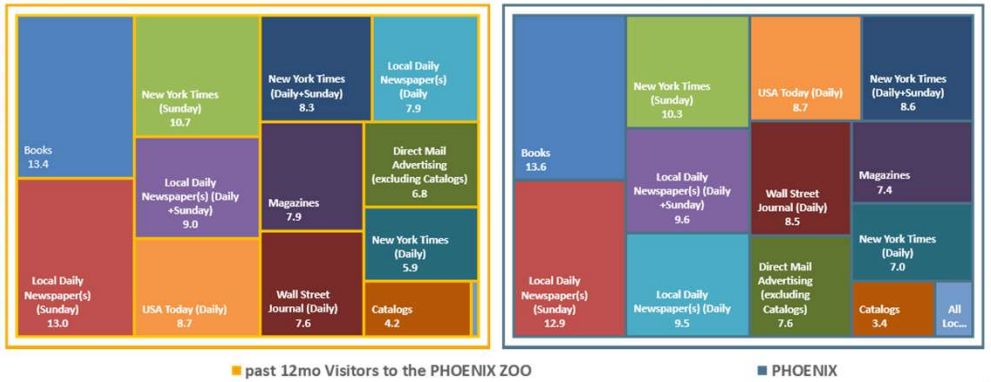
Events attended/places visited past 12 months: Simithsonian National Zoo Park

186,317 or 17.2% of Adults 18 or older past 12mo Visitors to the PHOENIX ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

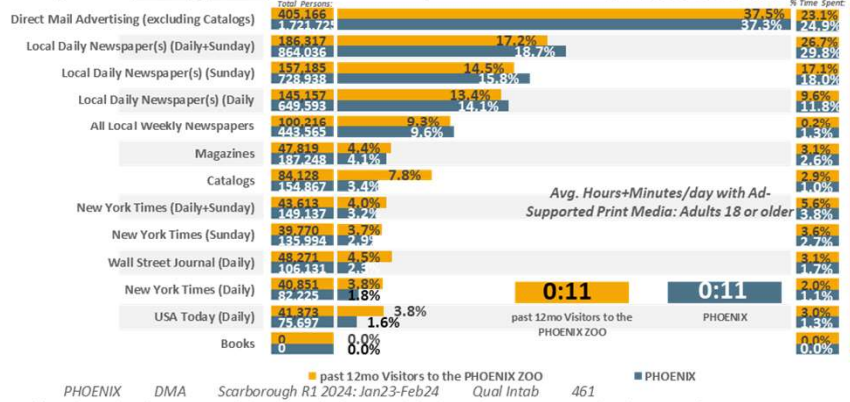
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



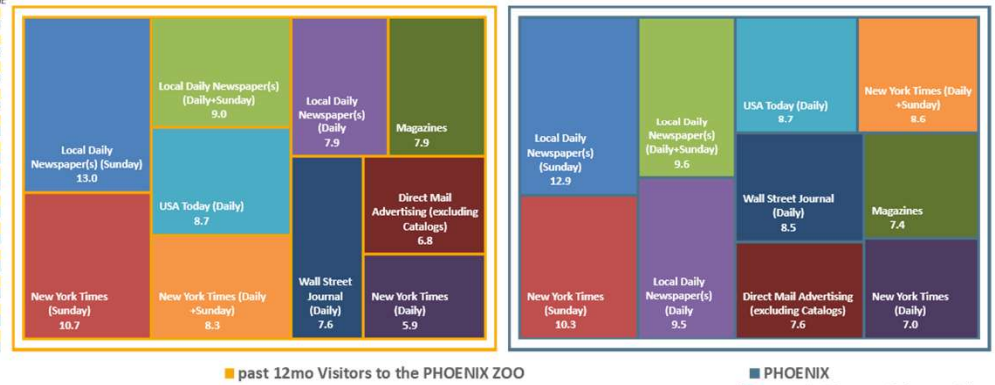
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 461

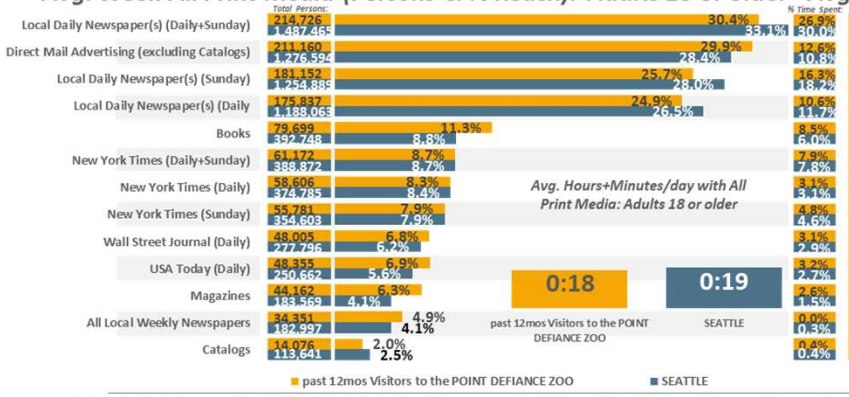
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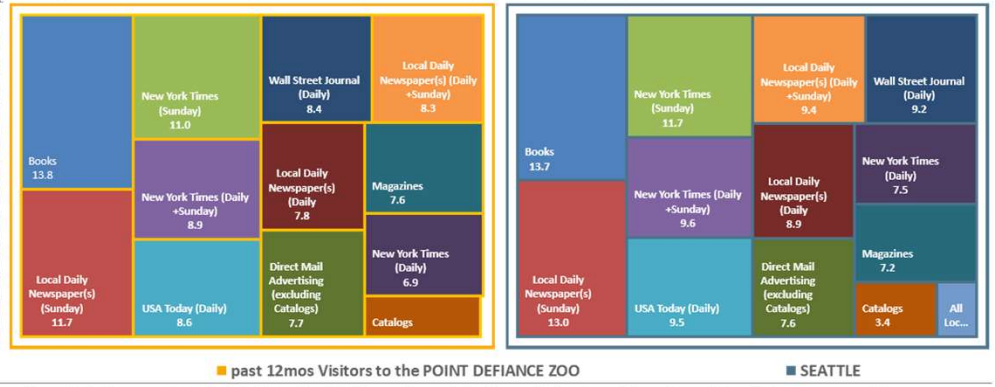
Events attended/places visited past 12 months: Phoenix Zoo

214,726 or 30.4% of Adults 18 or older past 12mos Visitors to the POINT DEFIANCE ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

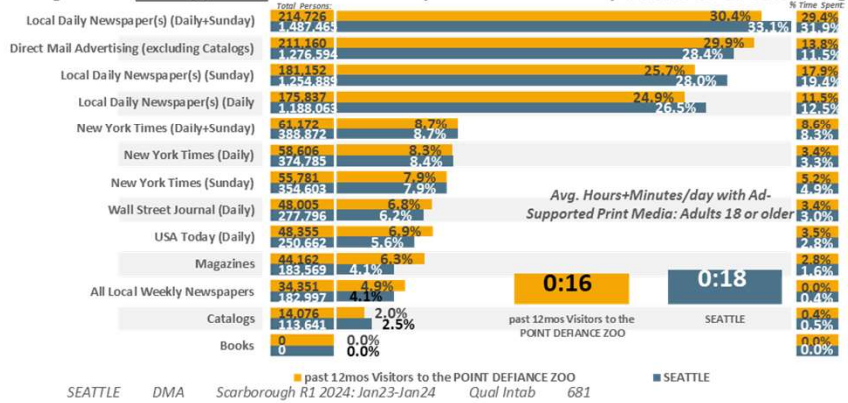
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



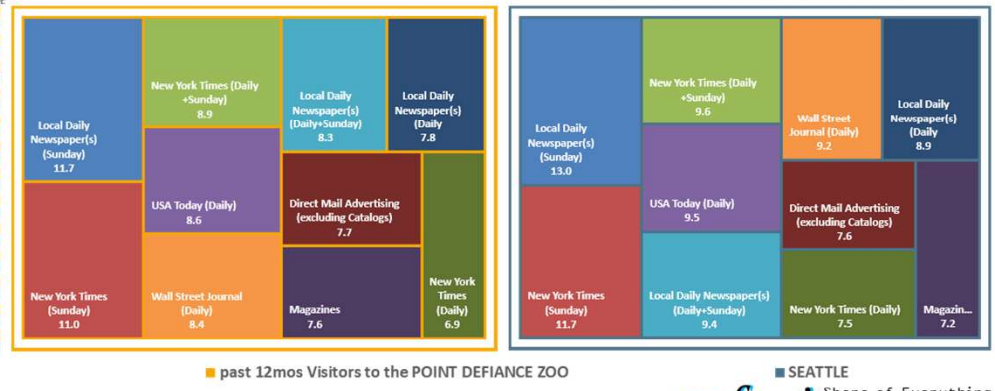
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 681

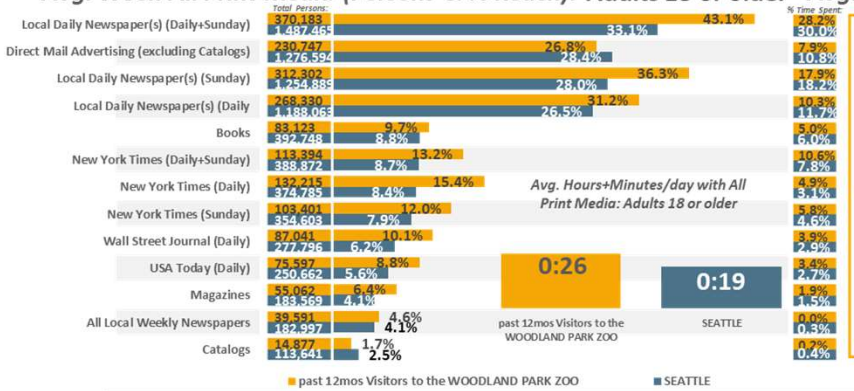
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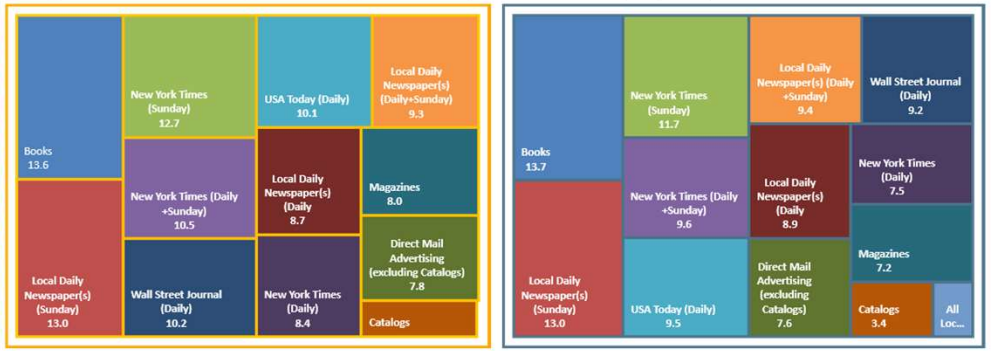
Events attended/places visited past 12 months: Point Defiance Zoo & Aquarium (Tacoma)

370,183 or 43.1% of Adults 18 or older past 12mos Visitors to the WOODLAND PARK ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

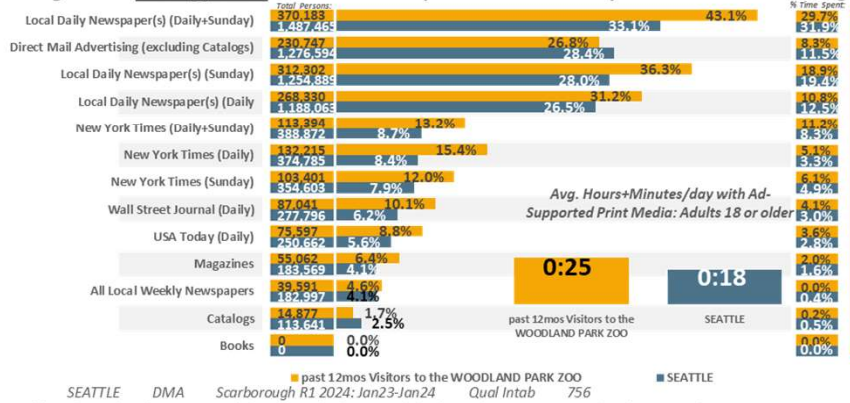
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



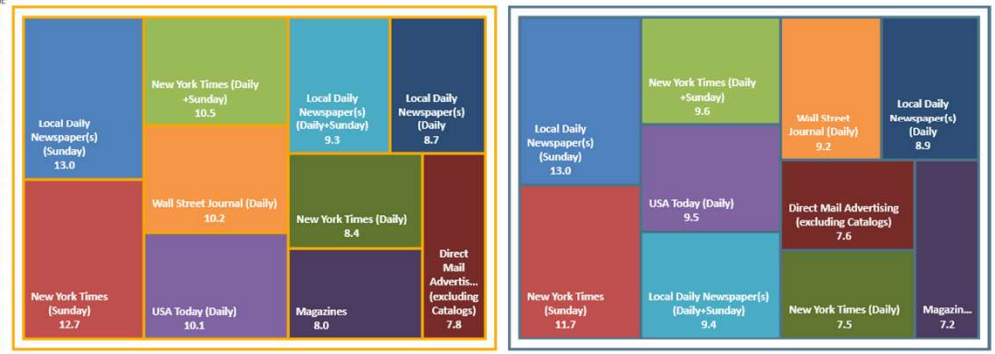
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 756

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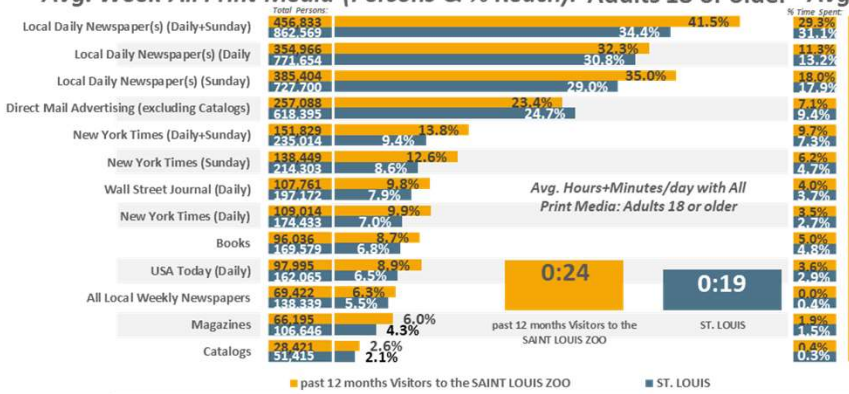
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Events attended/places visited past 12 months: Woodland Park Zoo (Seattle)

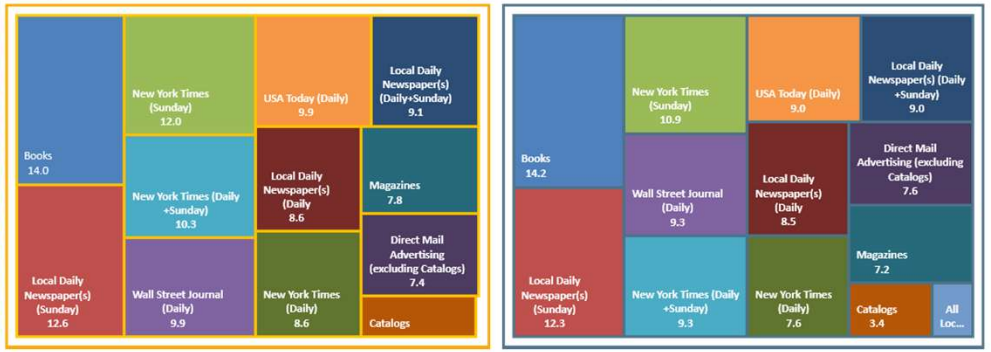
Saint Louis Zoo
Animals Always®

456,833 or 41.5% of Adults 18 or older past 12 months Visitors to the SAINT LOUIS ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

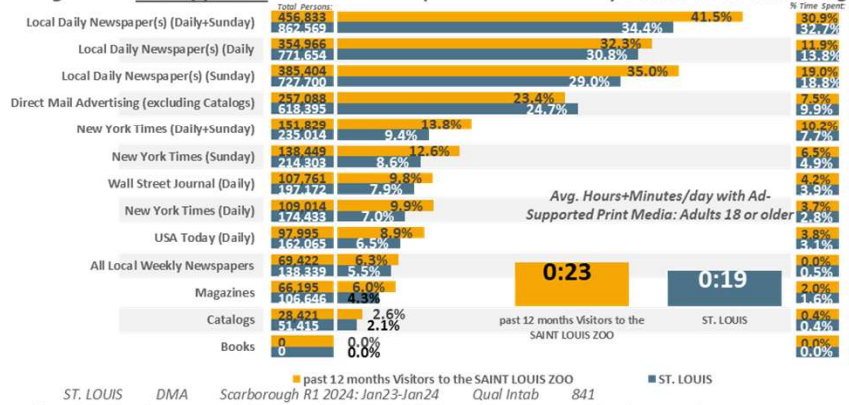
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



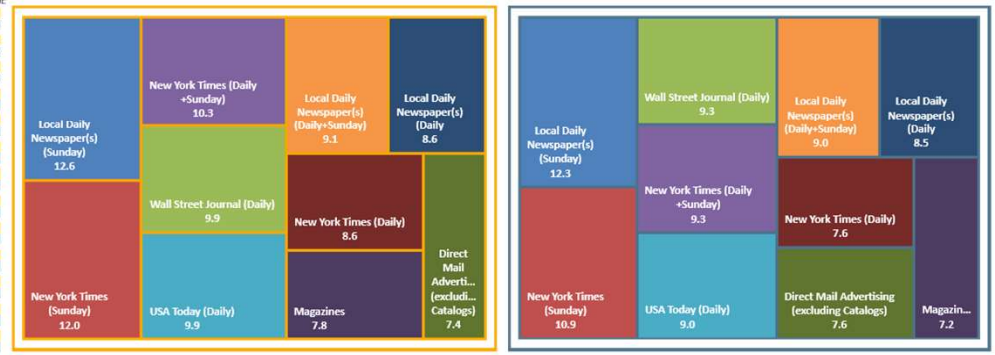
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 841

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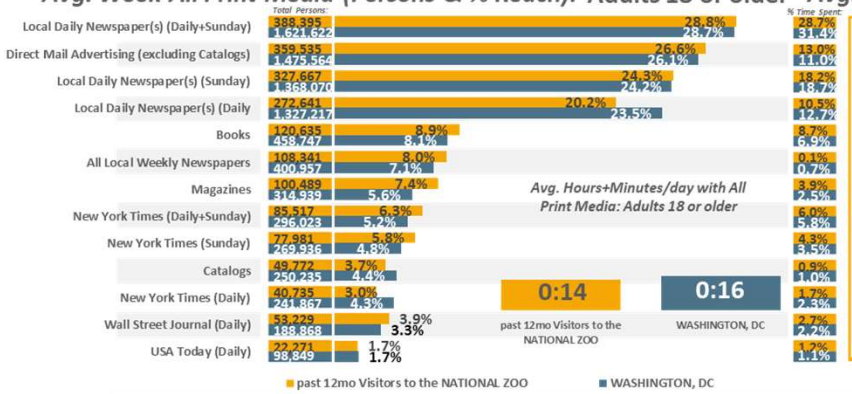
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Events attended/places visited past 12 months: Saint Louis Zoo

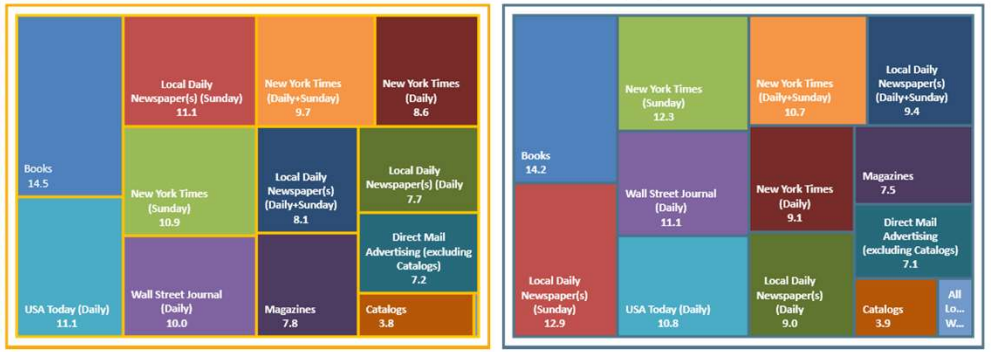
Smithsonian
National Zoological Park

388,395 or 28.8% of Adults 18 or older past 12mo Visitors to the NATIONAL ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

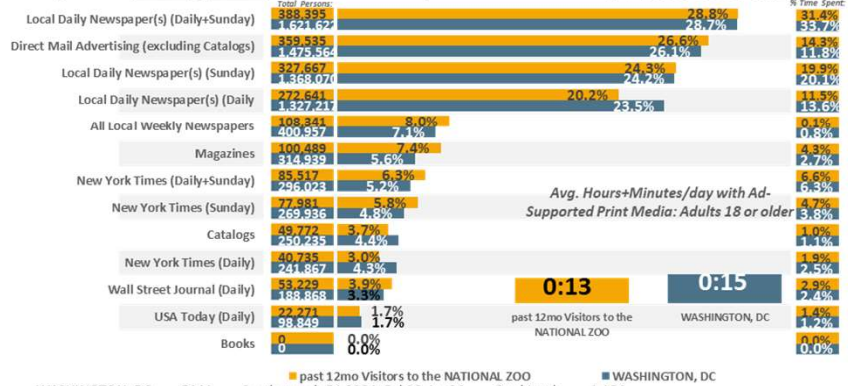
Avg. Week All Print Media (Persons & % Reach): **Adults 18 or older**



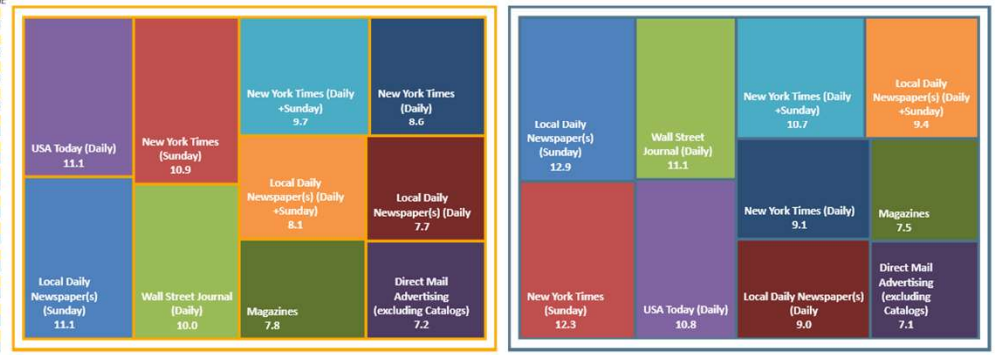
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,164

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Events attended/places visited past 12 months: Simithsonian National Zoo Park