USA + 4 Local DMAs – P25-54 FULL-TIME WORKERS who WORK FROM HOME (Most of the Time or ALWAYS)!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54s who WORK FULL-TIME and WORK FROM HOME MOST OF THE TIME or ALWAYS in the USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMAs as of April 2024!

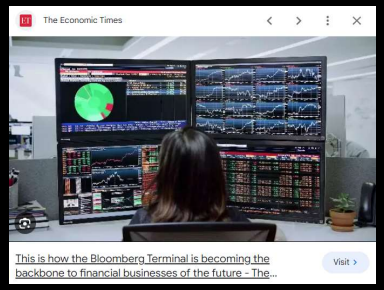




FULL-TIME WORKERS who WORK FROM HOME (Most of the Time or ALWAYS) in the USA

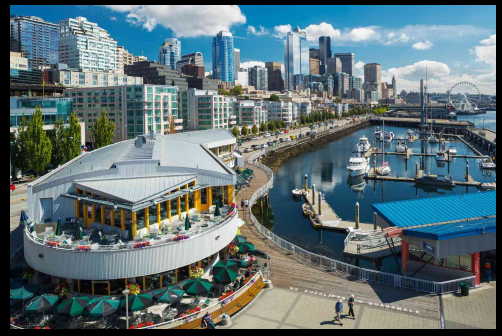


CHICAGO





WASHINGTON, DC



SEATTLE-TACOMA



PHOENIX

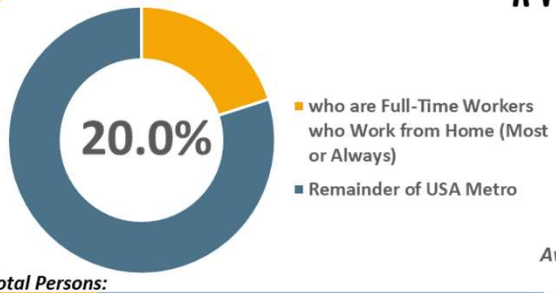
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



20.% or 26,020,956 of USA Adults 25 - 54 are Full-Time Workers who Work from Home (Most or Always). Typical Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 39.8 years old (.7% younger than average) and have a $137,730 (38.2% higher than average) annual household income.

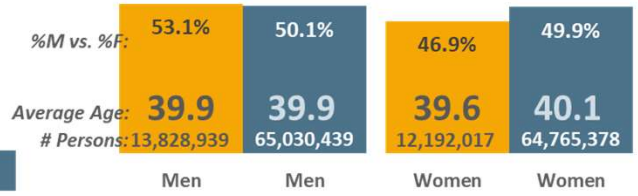
Percent of Market: Adults 25 - 54



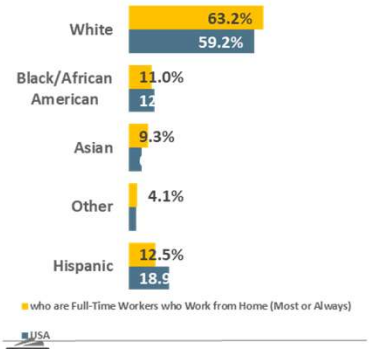
Total Persons:

who are Full-Time Workers who Work from Home (Most or Always)	Remainder of USA Metro
26,020,956	103,774,861

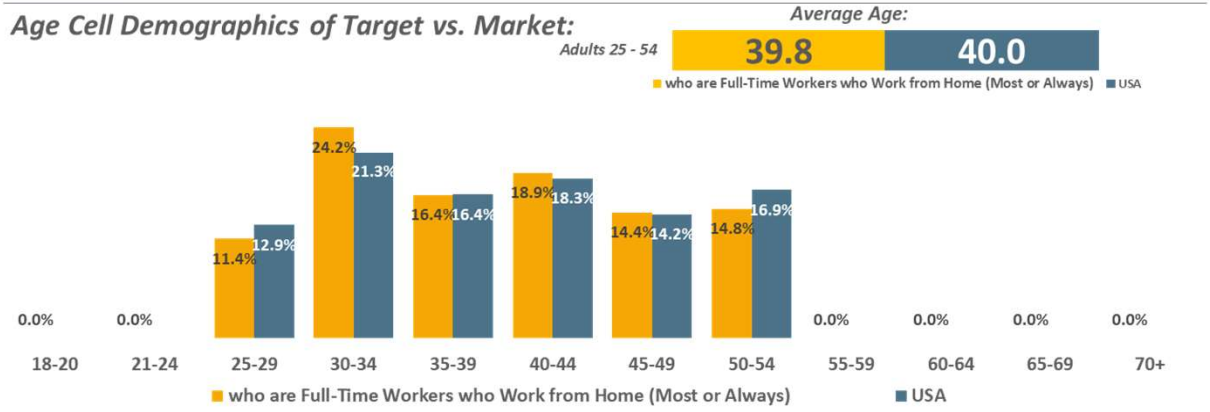
Gender of Target vs. Market: Adults 25 - 54



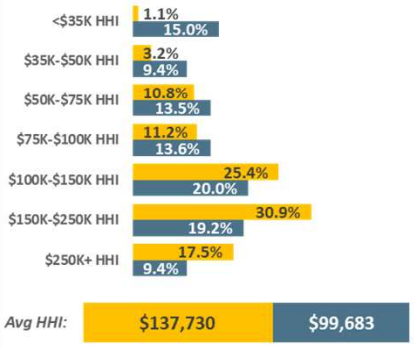
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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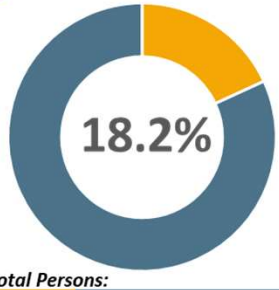
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



18.2% or 694,278 of CHI DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Typical Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 39.5 years old (1.7% younger than average) and have a $160,389 (43.4% higher than average) annual household income.

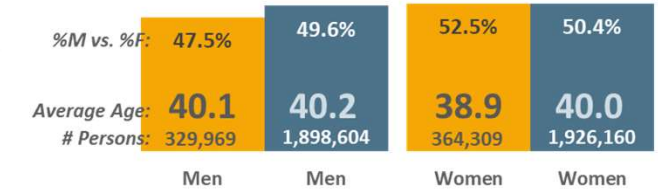
Percent of Market: Adults 25 - 54



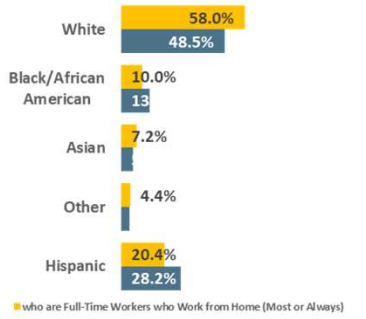
Total Persons:

694,278	3,130,486

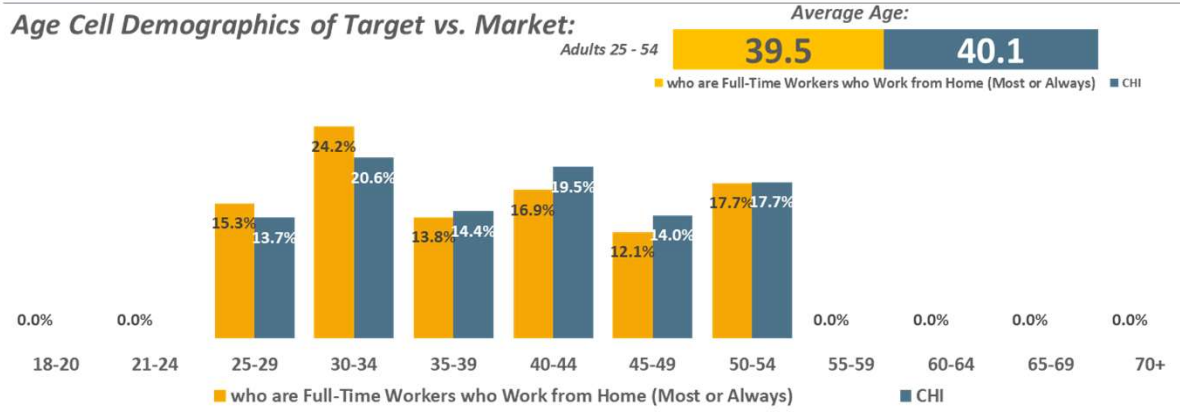
Gender of Target vs. Market: Adults 25 - 54



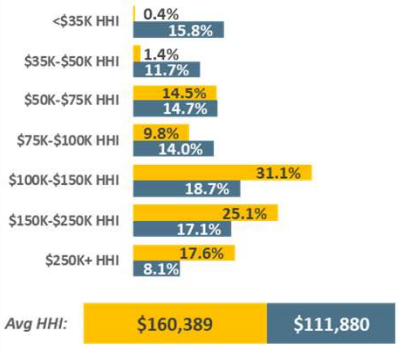
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$160,389	$111,880

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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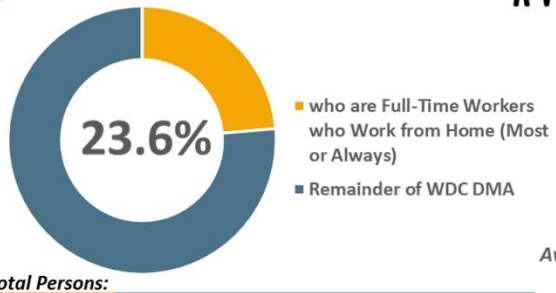
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

23.6% or 703,598 of WDC DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Typical Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 39.5 years old (1.2% younger than average) and have a $180,860 (27.6% higher than average) annual household income.

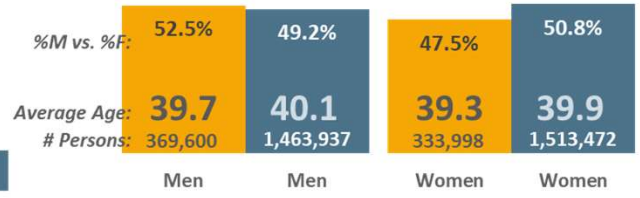
Percent of Market: Adults 25 - 54



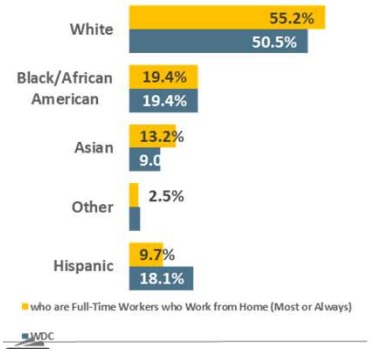
Total Persons:

703,598	2,273,811

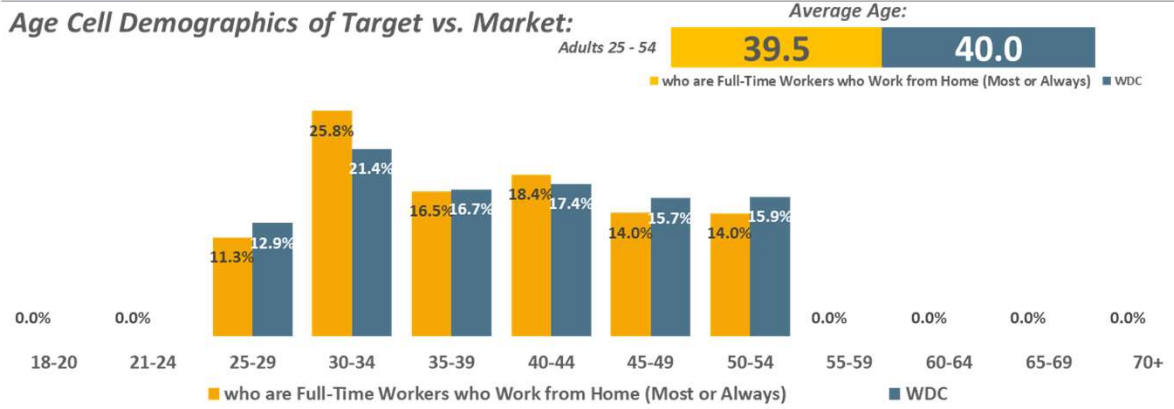
Gender of Target vs. Market: Adults 25 - 54



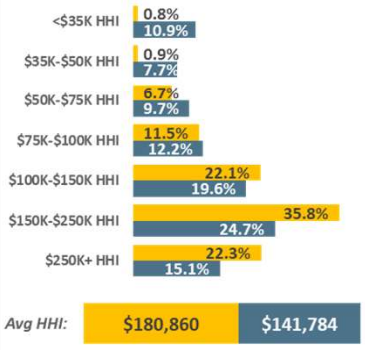
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$180,860	$141,784

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

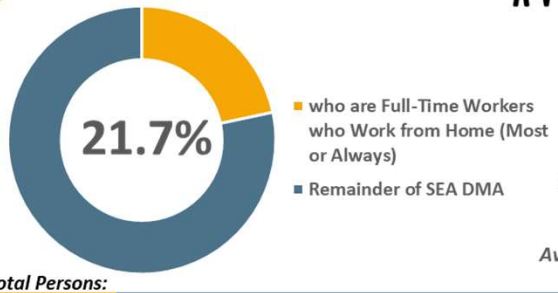
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



21.7% or 507,777 of SEA DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Typical Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 40. years old (1.% older than average) and have a $190,460 (40.3% higher than average) annual household income.

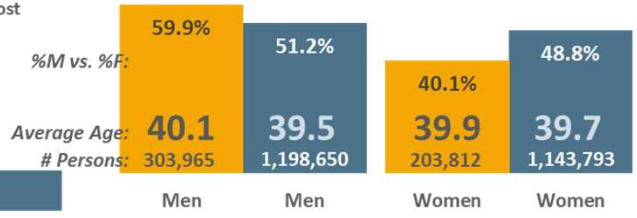
Percent of Market: Adults 25 - 54



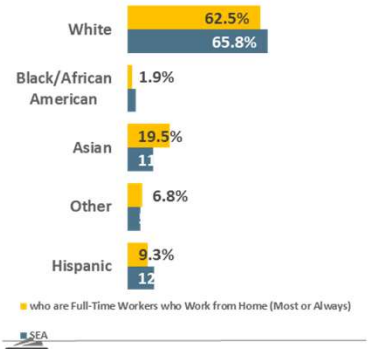
Total Persons:

507,777	1,834,666

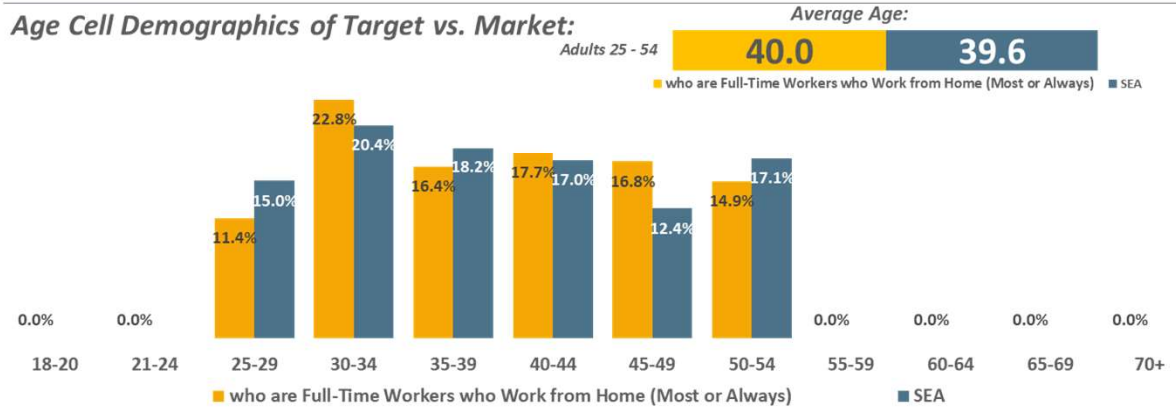
Gender of Target vs. Market: Adults 25 - 54



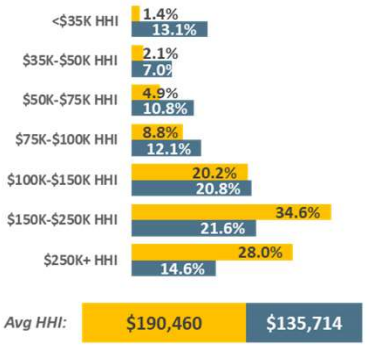
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

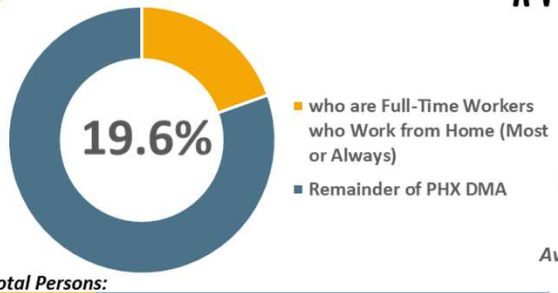
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



19.6% or 427,584 of PHX DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Typical Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 39.4 years old (1.3% younger than average) and have a $140,124 (34.5% higher than average) annual household income.

Percent of Market: Adults 25 - 54



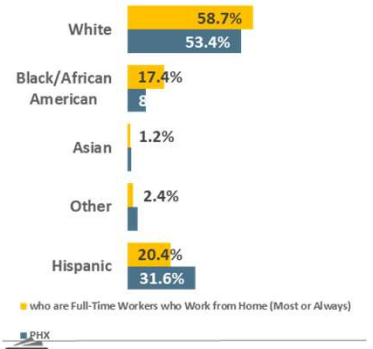
Total Persons:

427,584	1,759,452

Gender of Target vs. Market: Adults 25 - 54

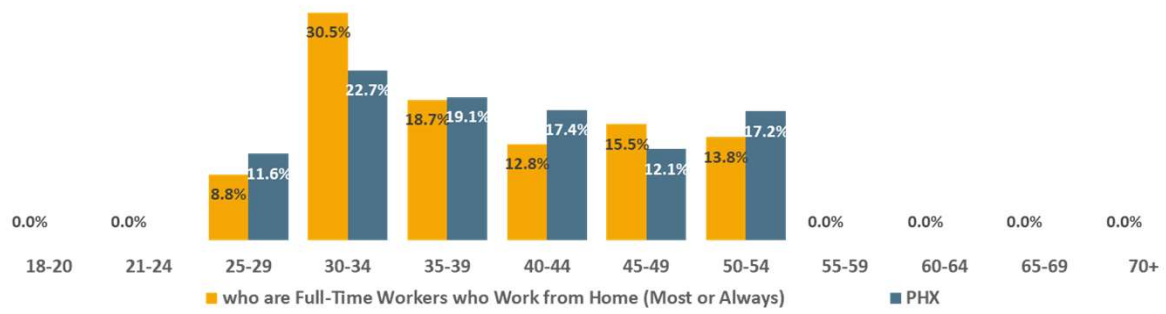
	Men	Men	Women	Women
%M vs. %F:	48.6%	51.1%	51.4%	48.9%
Average Age:	40.4	39.5	38.4	40.2
# Persons:	207,998	1,118,616	219,586	1,068,420

Ethnicity of Target vs. Market:

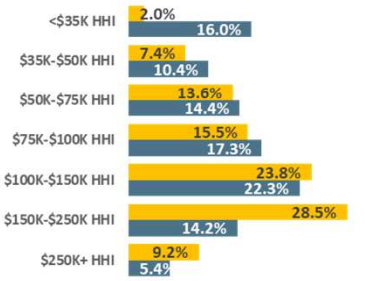


Age Cell Demographics of Target vs. Market:

Average Age:	*Adults 25 - 54*	39.4	39.9



HHI of Target vs. Market:



Avg HHI:	$140,124	$104,151

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

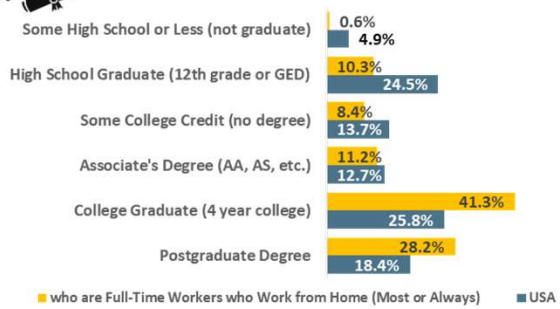
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

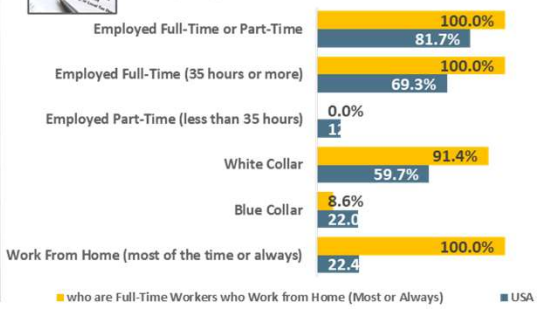


20.% or 26,020,956 of USA Adults 25 - 54 are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 57.% more likely to be a college graduate, 44.3% more likely to work full-time, 12.% more likely to be married, 8.2% less likely to be a parent of 1 or more children under 18

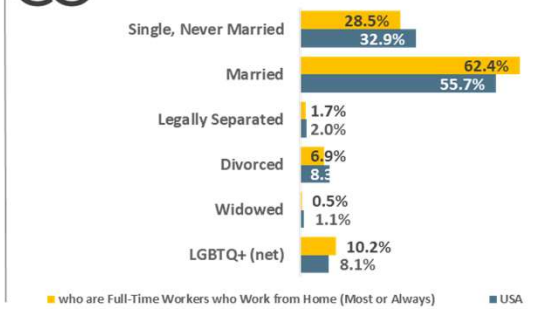
Education Levels: Adults 25 - 54



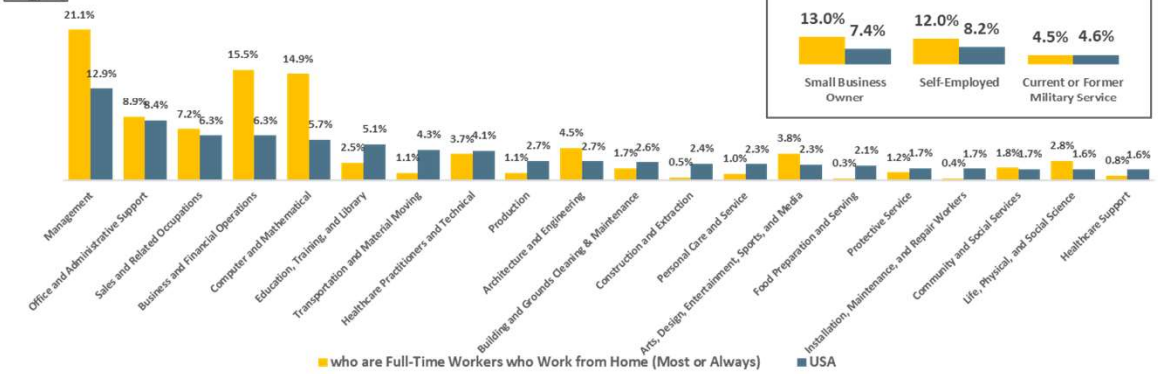
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

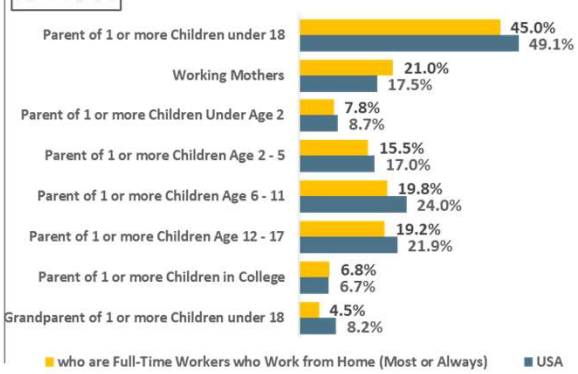


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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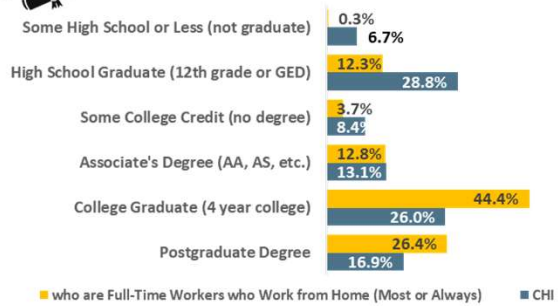
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

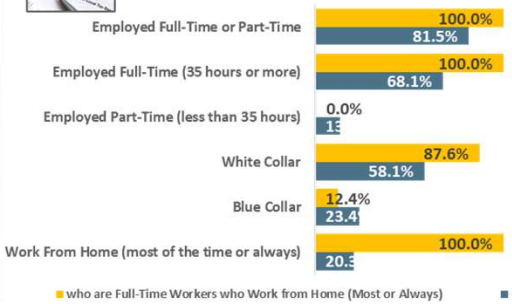


18.2% or 694,278 of CHI DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 65.% more likely to be a college graduate, 46.9% more likely to work full-time, 12.2% more likely to be married, .9% less likely to be a parent of 1 or more children under 18

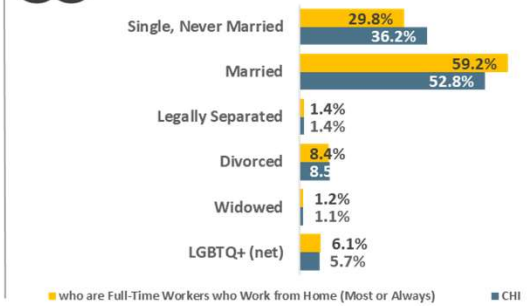
Education Levels: Adults 25 - 54



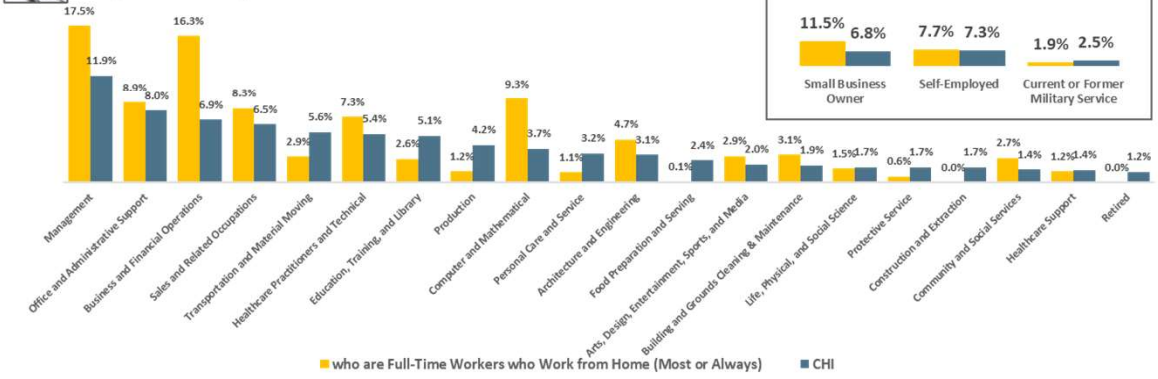
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

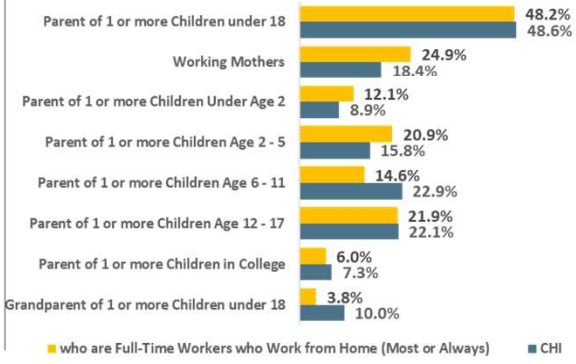


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

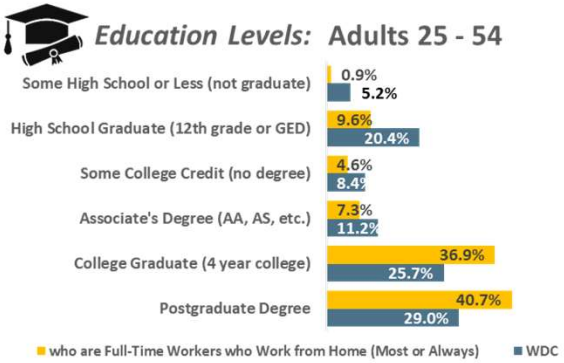
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

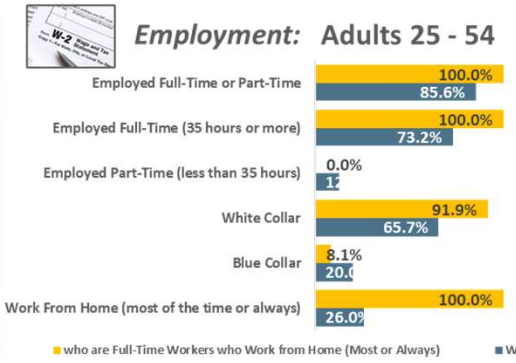


23.6% or 703,598 of WDC DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 41.7% more likely to be a college graduate, 36.7% more likely to work full-time, 1.5% more likely to be married, 18.3% less likely to be a parent of 1 or more children under

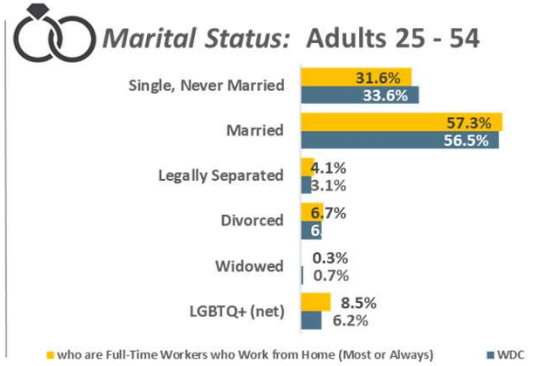
Education Levels: Adults 25 - 54



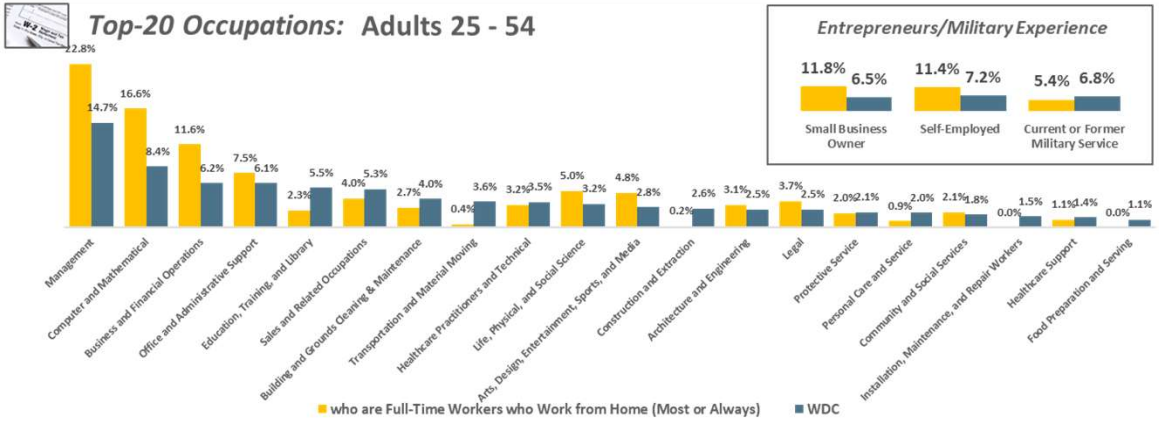
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

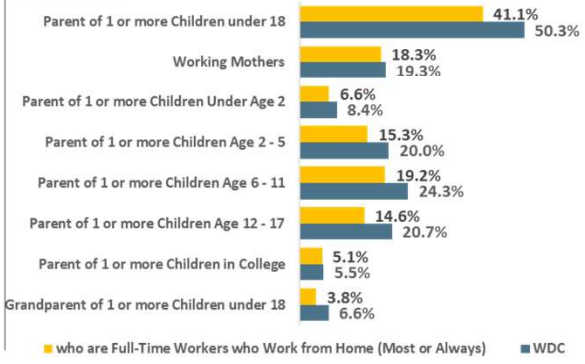


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

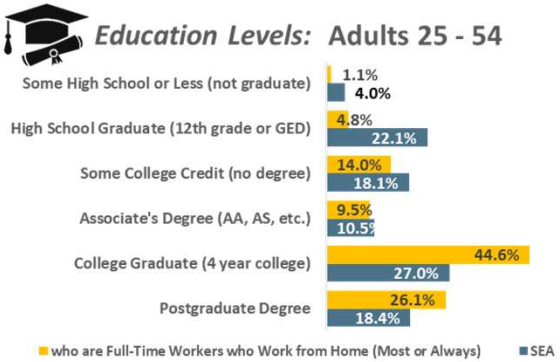
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

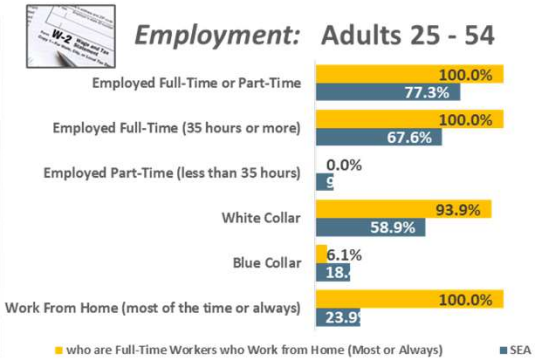


21.7% or 507,777 of SEA DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 55.7% more likely to be a college graduate, 47.9% more likely to work full-time, 11.8% more likely to be married, 16.7% less likely to be a parent of 1 or more children under

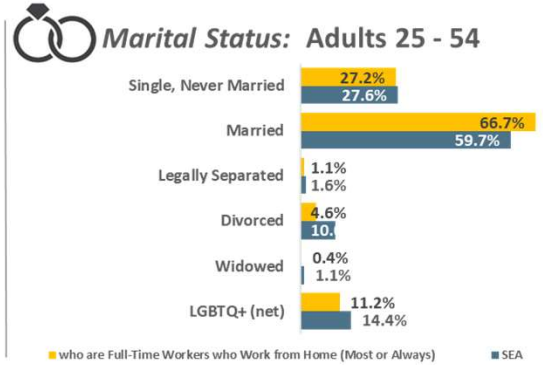
Education Levels: Adults 25 - 54



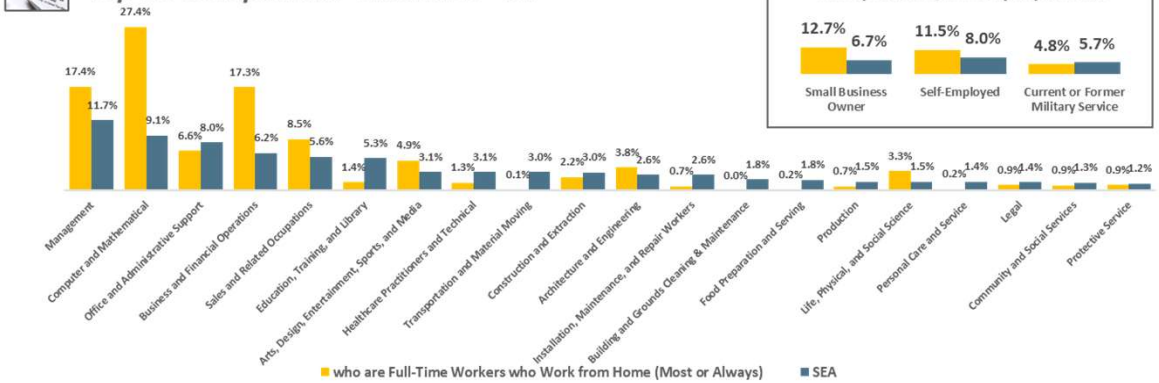
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

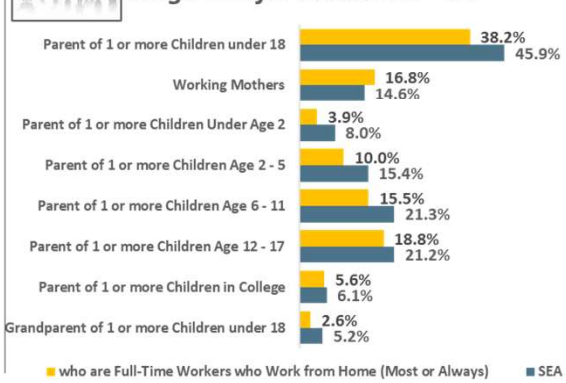


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

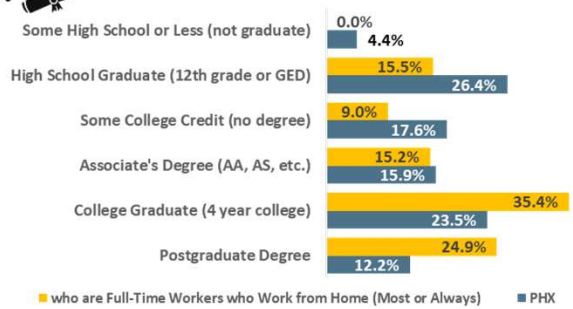
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

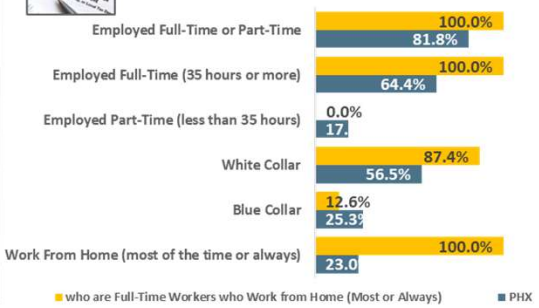


19.6% or 427,584 of PHX DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 69.% more likely to be a college graduate, 55.4% more likely to work full-time, 20.5% more likely to be married, 11.9% less likely to be a parent of 1 or more children under

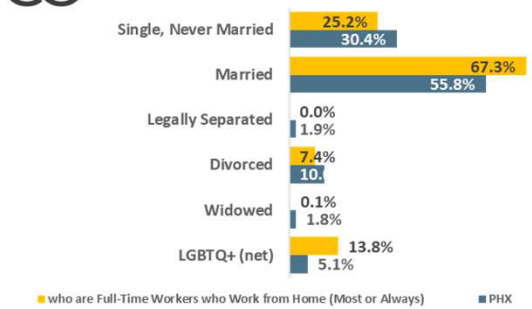
Education Levels: Adults 25 - 54



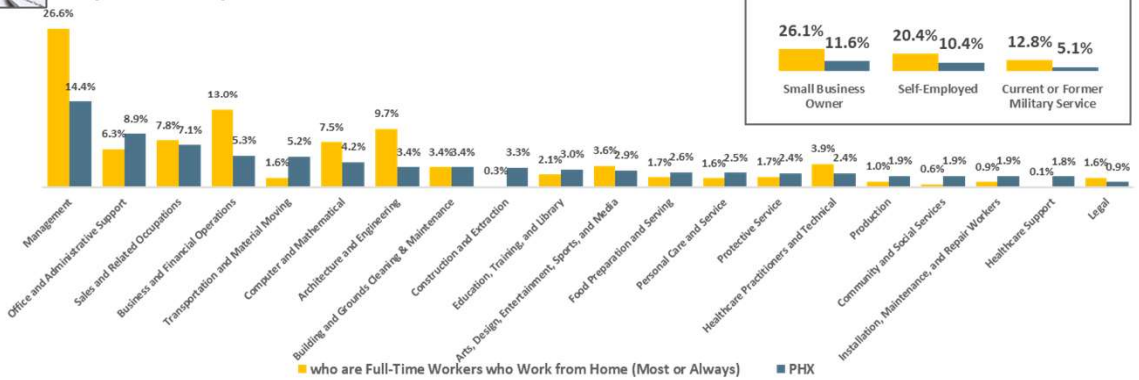
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

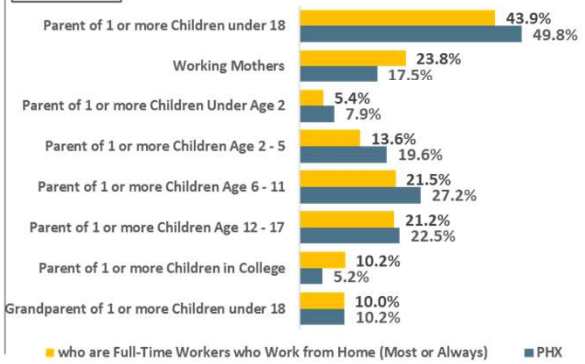


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

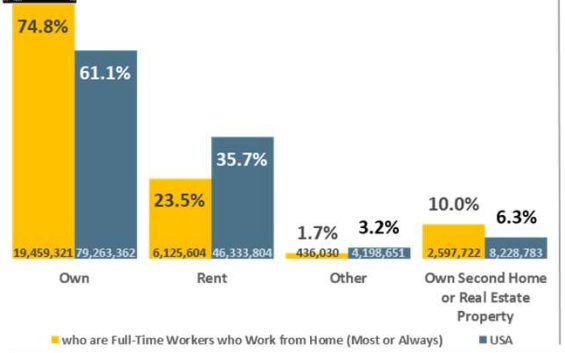
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

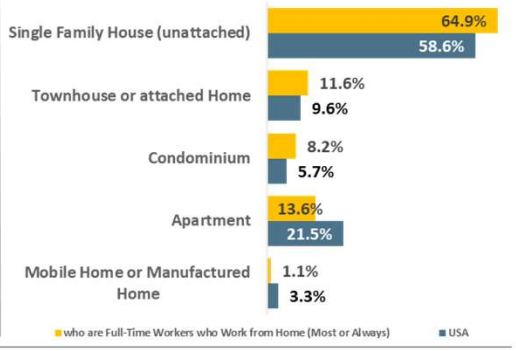


20.% or 26,020,956 of USA Adults 25 - 54 are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 22.5% more likely to own their home, 39.1% more likely to own a higher valued home, 10.8% more likely to have a single-family home, 16.7% more likely to have a dog.

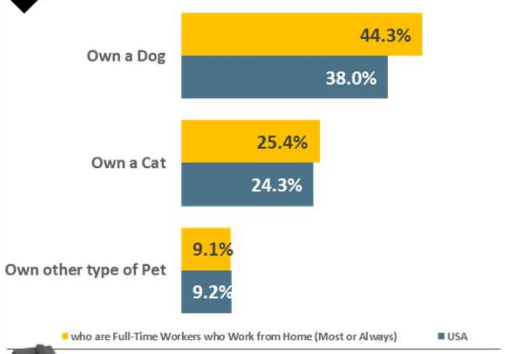
Own/Rent/Other: Adults 25 - 54



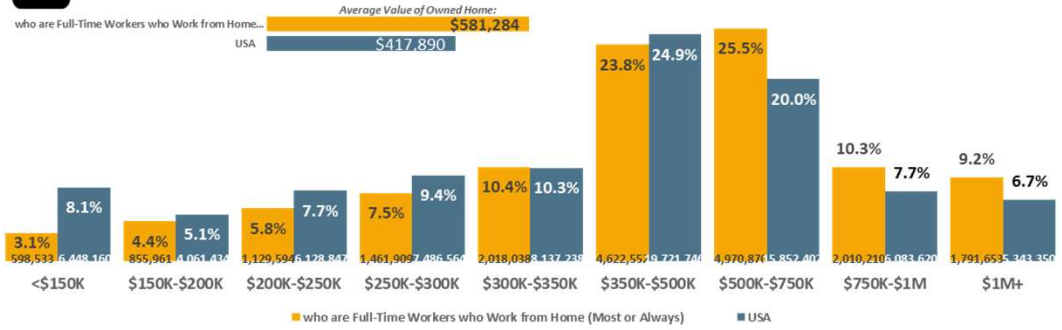
Type of Home: Adults 25 - 54



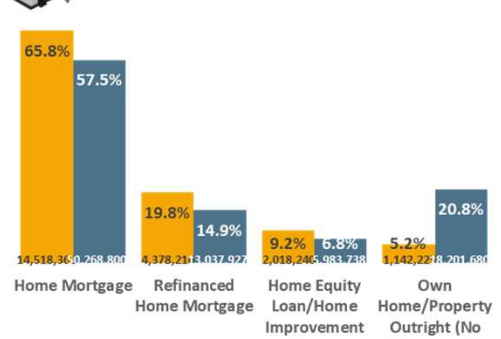
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *3,115*

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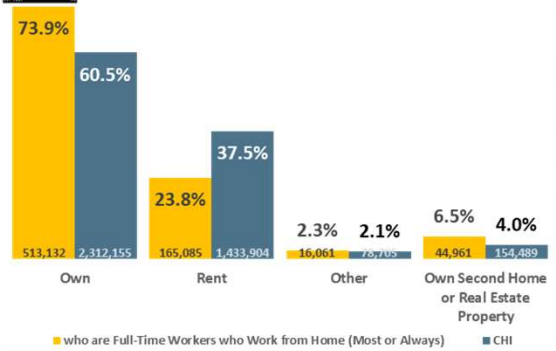
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

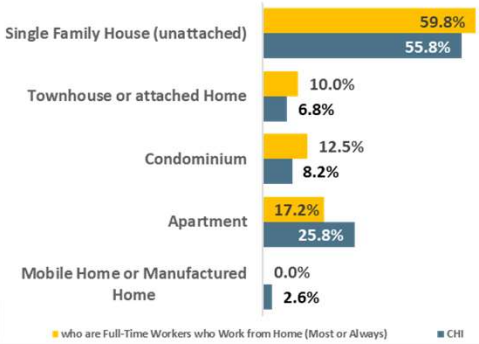


18.2% or 694,278 of CHI DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 22.3% more likely to own their home, 12.6% more likely to own a higher valued home, 7.2% more likely to have a single-family home, 19.6% more likely to have a dog.

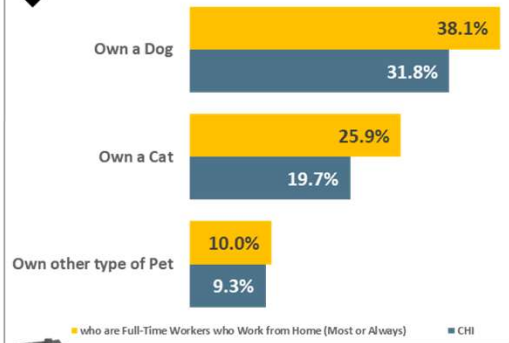
Own/Rent/Other: Adults 25 - 54



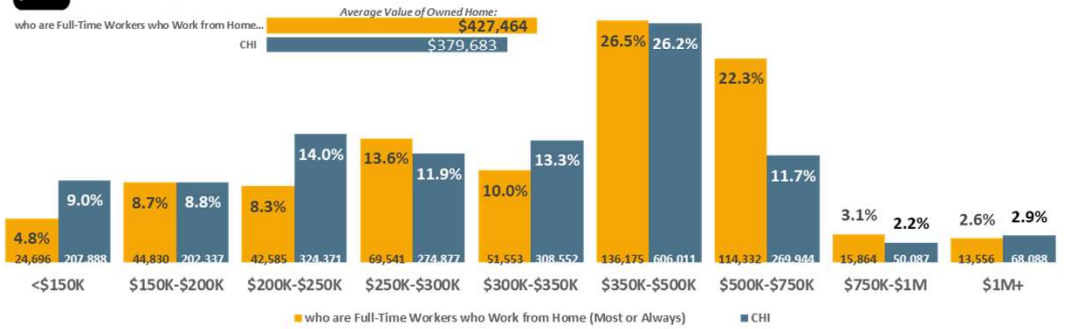
Type of Home: Adults 25 - 54



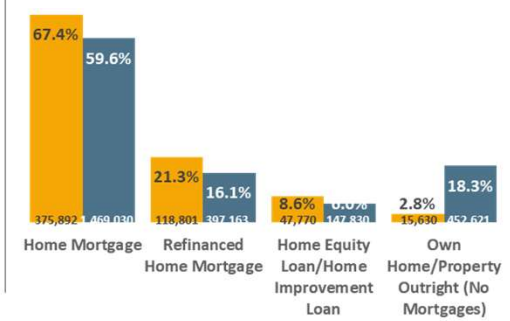
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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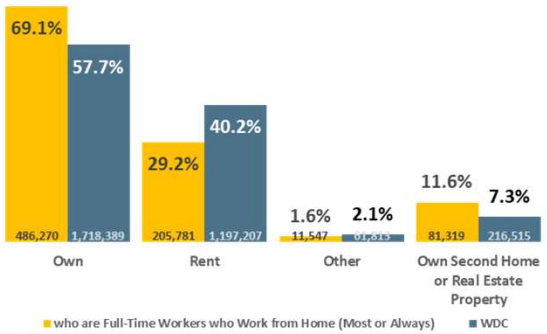
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



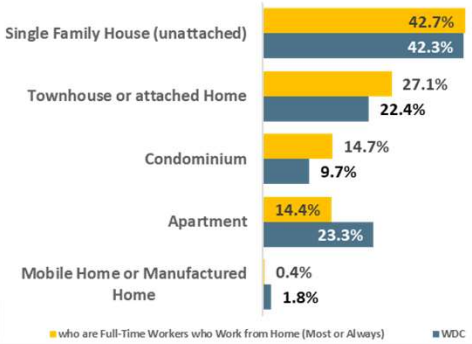
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

23.6% or 703,598 of WDC DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 19.7% more likely to own their home, 9.9% more likely to own a higher valued home, .8% more likely to have a single-family home, 8.9% more likely to have a dog.

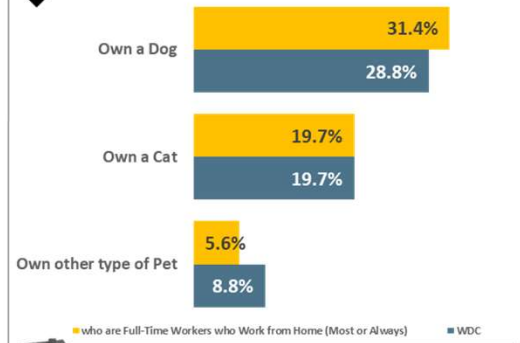
Own/Rent/Other: Adults 25 - 54



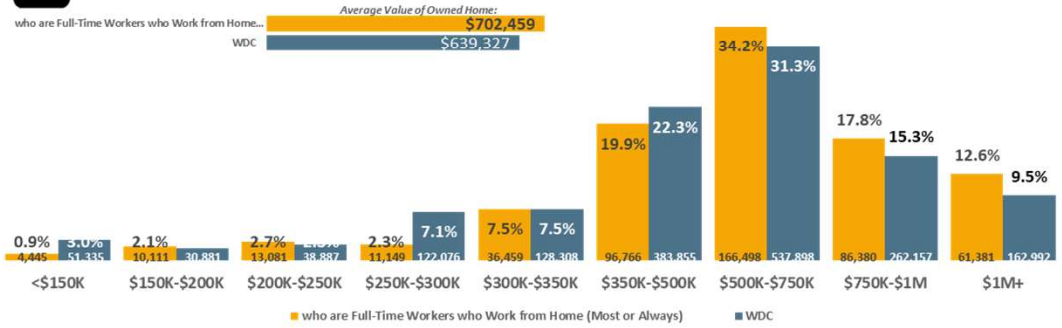
Type of Home: Adults 25 - 54



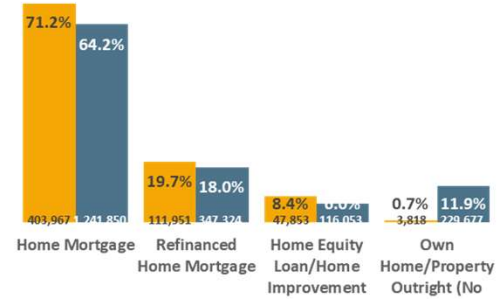
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

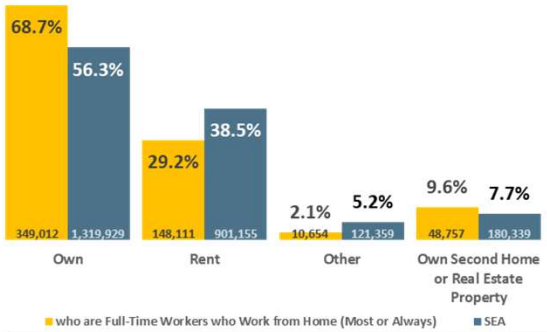
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

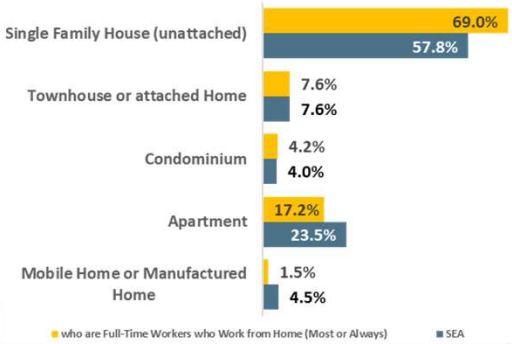


21.7% or 507,777 of SEA DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 22.% more likely to own their home, 17.6% more likely to own a higher valued home, 19.5% more likely to have a single-family home, 11.% more likely to have a dog.

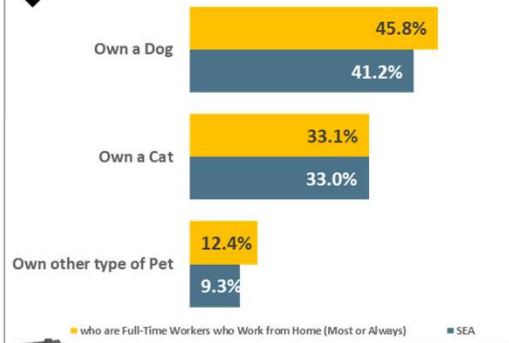
Own/Rent/Other: Adults 25 - 54



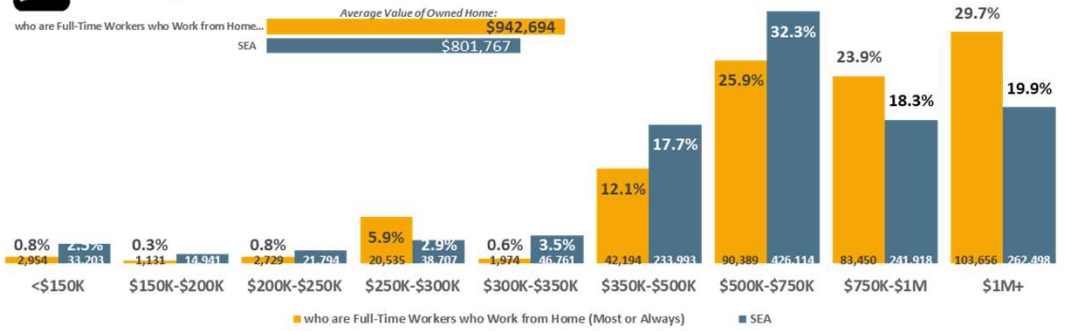
Type of Home: Adults 25 - 54



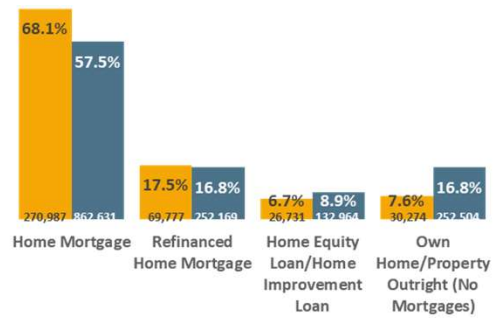
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

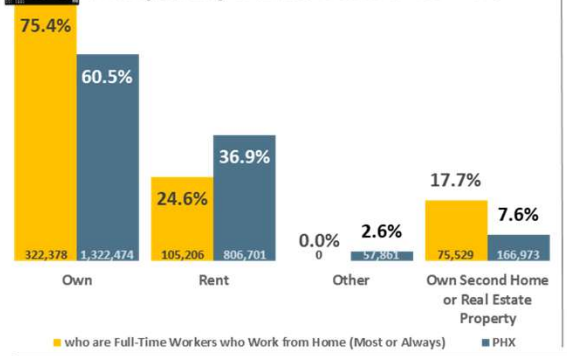
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

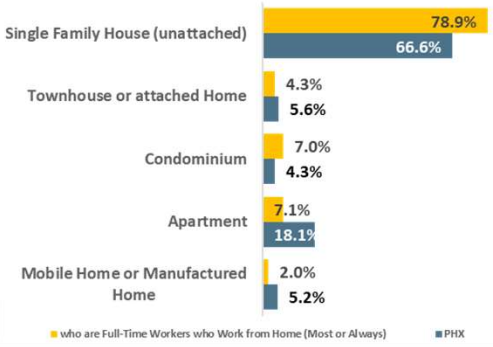


19.6% or 427,584 of PHX DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 24.7% more likely to own their home, 2.6% more likely to own a higher valued home, 18.5% more likely to have a single-family home, 34.8% more likely to have a dog.

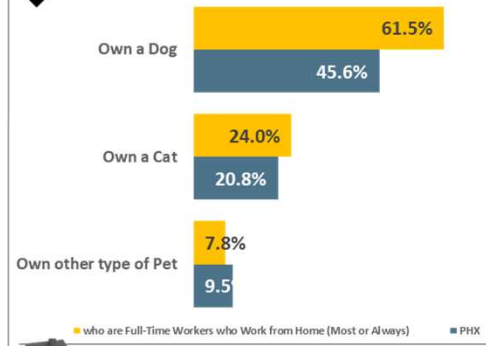
Own/Rent/Other: Adults 25 - 54



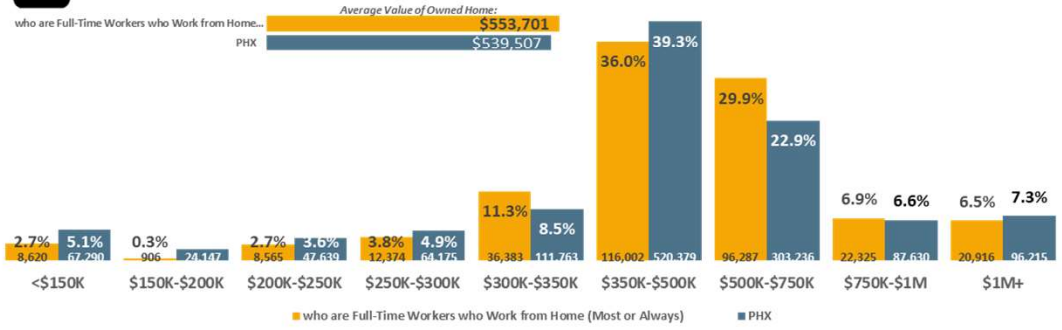
Type of Home: Adults 25 - 54



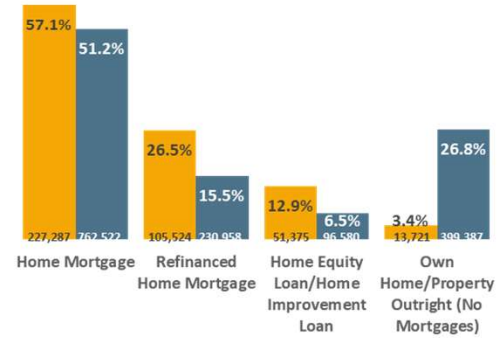
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

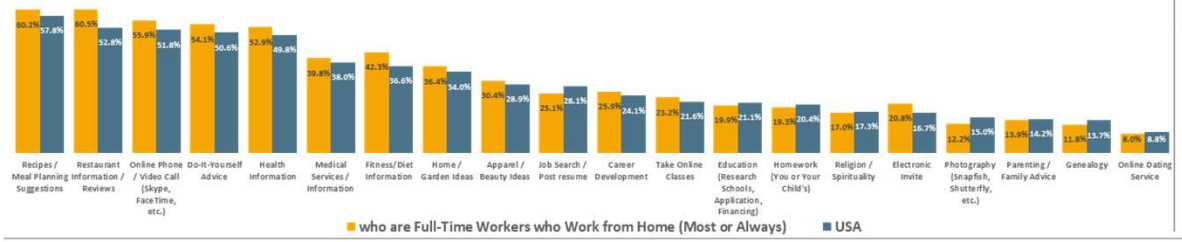
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

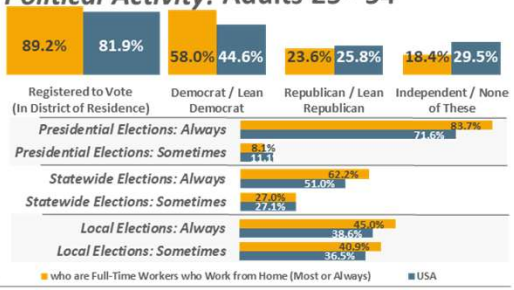


20.% or 26,020,956 of USA Adults 25 - 54 are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 6.8% more likely to look up D-I-Y advice online, 16.6% more likely to always vote in local elections, 37.2% more likely to belong to a gym, 27.6% more likely to fly domestic

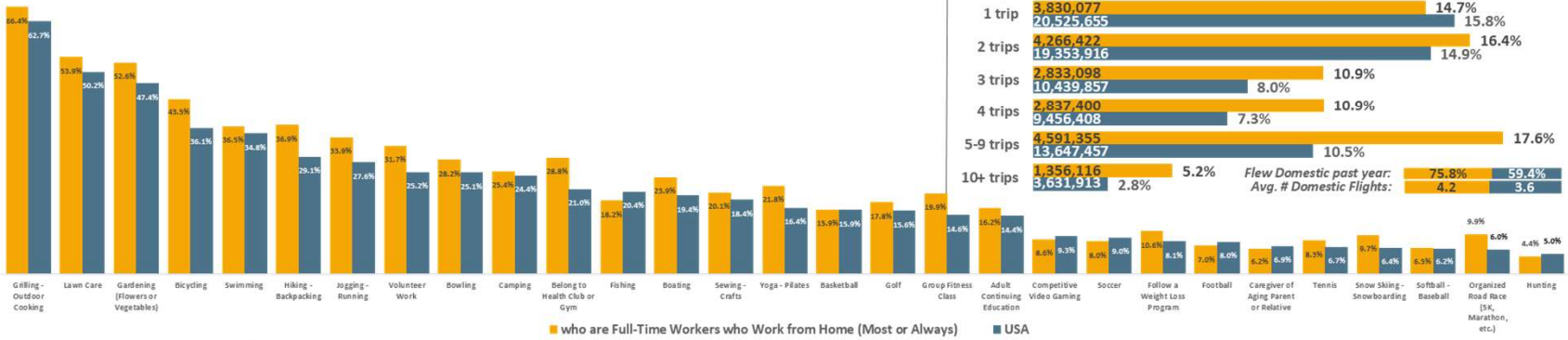
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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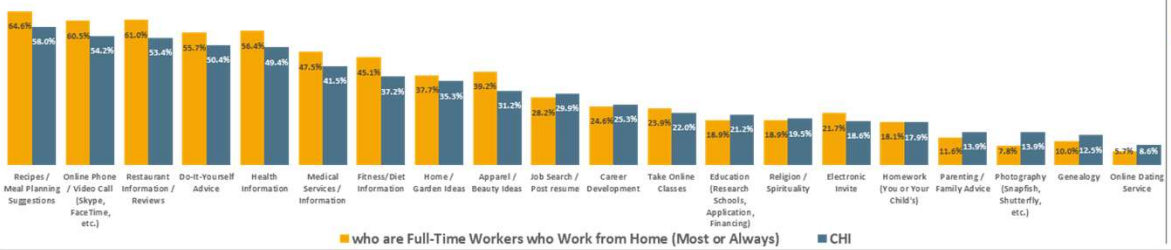
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

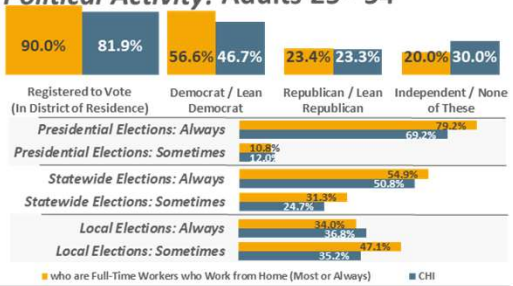


18.2% or 694,278 of CHI DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 10.4% more likely to look up D-I-Y advice online, 7.7% less likely to always vote in local elections, 53.7% more likely to belong to a gym, 28.8% more likely to fly domestic

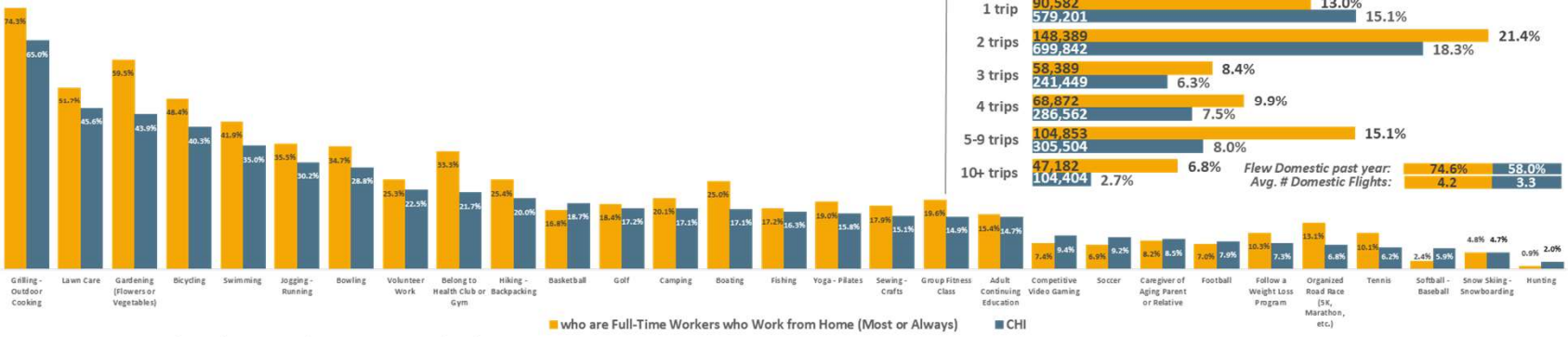
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

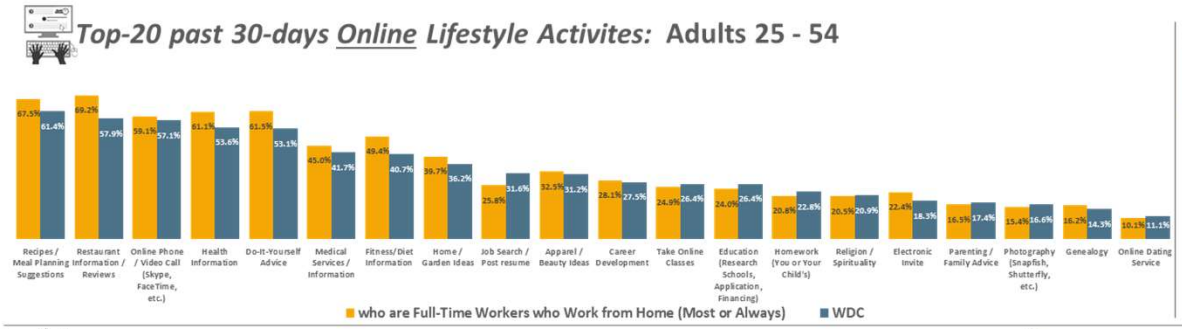
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

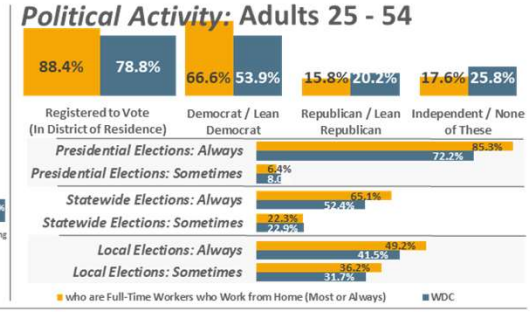
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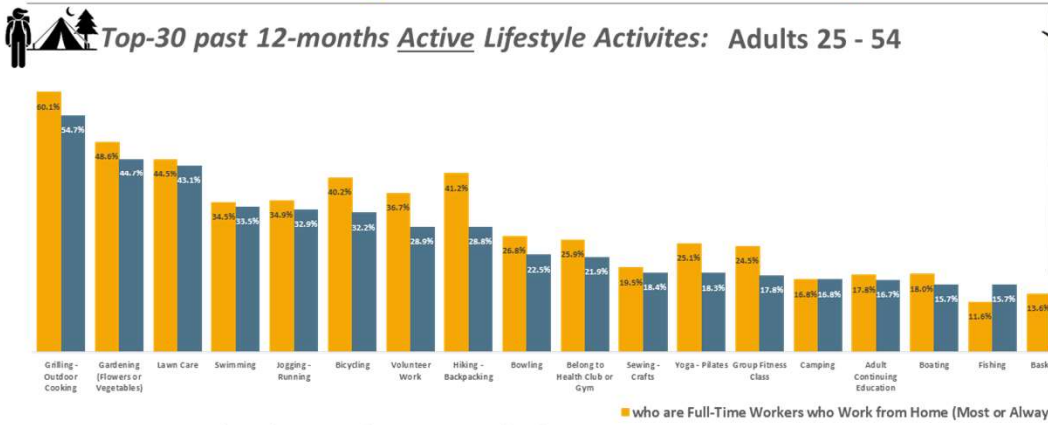
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

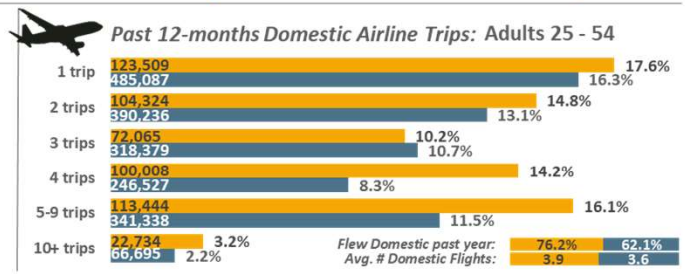


23.6% or 703,598 of WDC DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or… Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 15.7% more likely to look up D-I-Y advice online, 18.6% more likely to always vote in local elections, 18.3% more likely to belong to a gym, 22.7% more likely to fly domestic









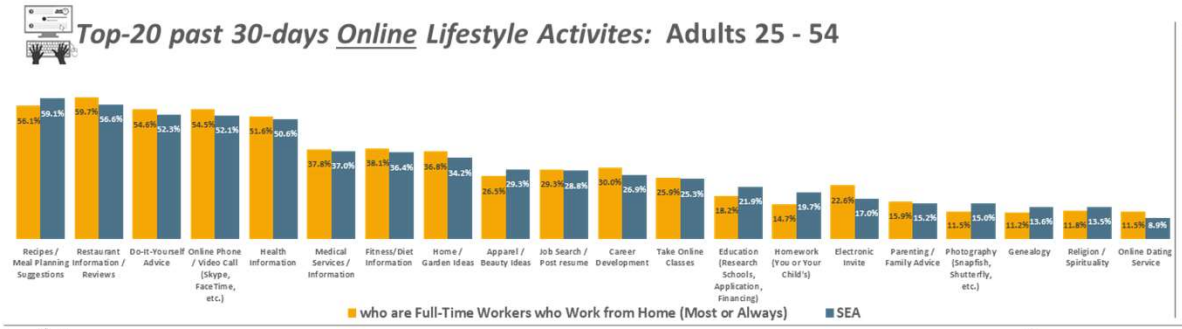
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

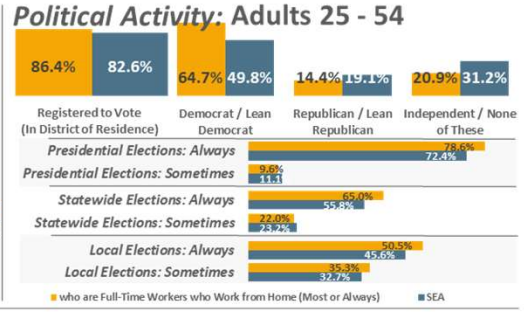
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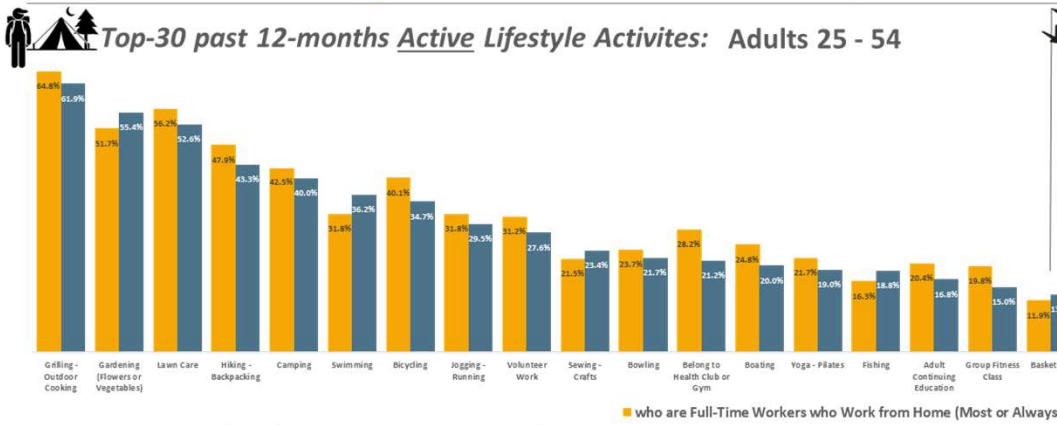
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

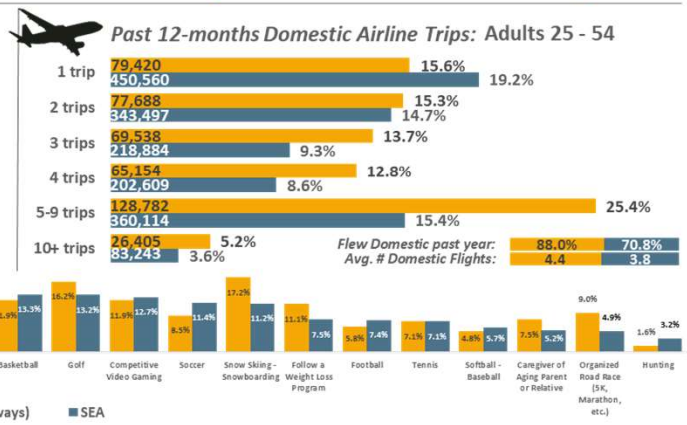


21.7% or 507,777 of SEA DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or… Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 4.3% more likely to look up D-I-Y advice online, 10.7% more likely to always vote in local elections, 33.4% more likely to belong to a gym, 24.3% more likely to fly domestic









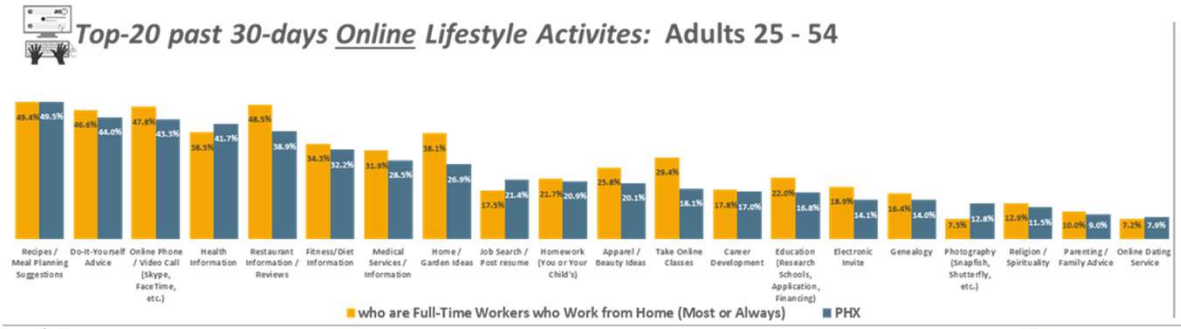
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

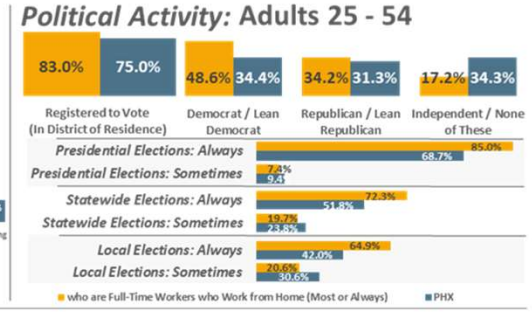
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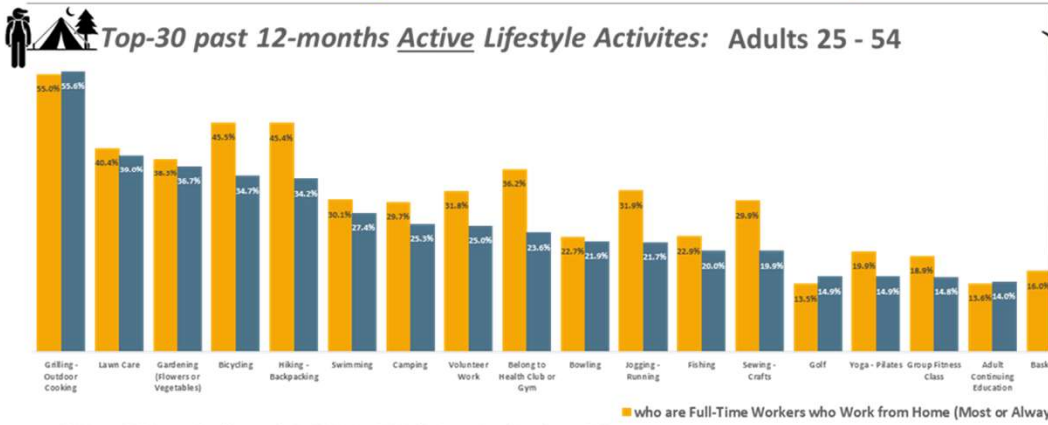
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

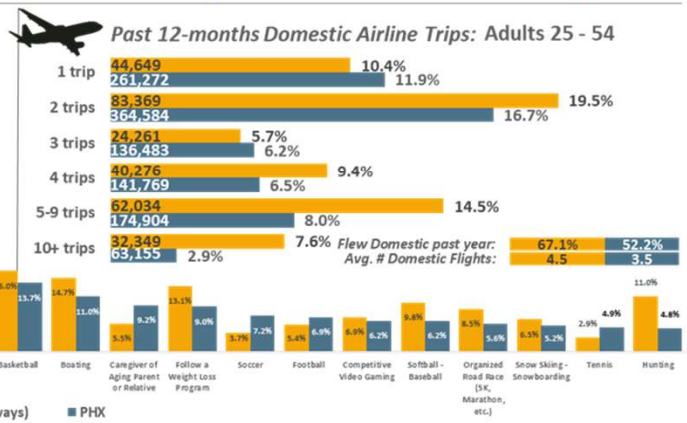


19.6% or 427,584 of PHX DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or... Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 5.8% more likely to look up D-I-Y advice online, 54.6% more likely to always vote in local elections, 53.5% more likely to belong to a gym, 28.5% more likely to fly domestic









PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



20.% or 26,020,956 of USA Adults 25 - 54 are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 3.2% more likely to use QSRs past mo., 10.3% more likely to use Sit-Down Restaurants past mo., 1.4% less likely to use Casinos past yr., 57.7% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

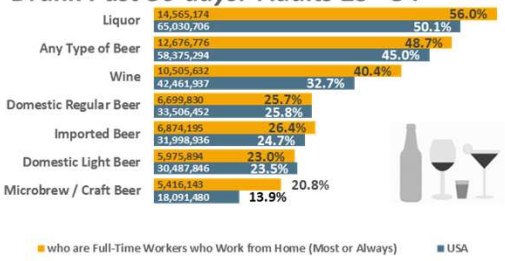
(Sit-Down Restaurants Used Past 30-days)



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

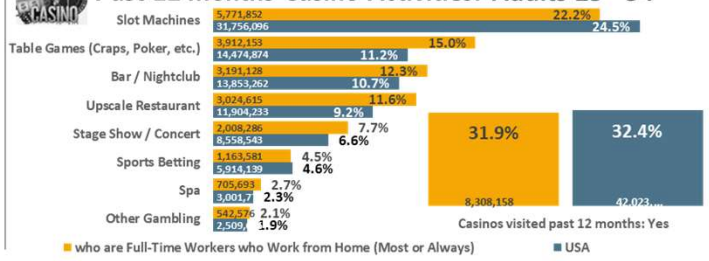


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



18.2% or 694,278 of CHI DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 1.6% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 7.9% more likely to use Casinos past yr., 81.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 95.7% 664,193 | 94.2% 3,602,618

Avg. Monthly QSR Meals: 7.4 | 7.3

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 83.6% 580,170 | 78.6% 3,005,446

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 4.2

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who are Full-Time Workers who Work from Home... 250,709 36.1%

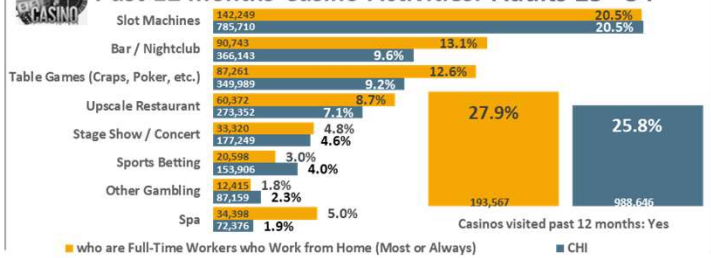
CHI 968,553 25.3%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

23.6% or 703,598 of WDC DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 4.4% more likely to use QSRs past mo., 5.9% more likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 48.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



	who are Full-Time Workers who Work from Home (Most or Always)	WDC
1 time	4.7%	6.2%
2 times	9.9%	11.3%
3 times	13.3%	10.4%
4 times	12.2%	10.2%
5 times	10.3%	9.4%
6 - 9 times	23.2%	23.1%
10 times or more	22.2%	21.2%

Total Monthly QSR Users:

who are Full-Time Workers who Work from Home (Most or Always)	WDC
95.7%	91.7%
673,421	2,730,537

Avg. Monthly QSR Meals:

who are Full-Time Workers who Work from Home (Most or Always)	WDC
7.0	7.0

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



	who are Full-Time Workers who Work from Home (Most or Always)	WDC
1 time	12.6%	12.6%
2 times	17.4%	16.3%
3 times	15.1%	15.2%
4 times	9.1%	9.2%
5 times	8.2%	8.1%
6 - 9 times	12.6%	10.4%
10 times or more	7.3%	5.9%

Total Monthly Sit-Down Restaurant Users:

who are Full-Time Workers who Work from Home (Most or Always)	WDC
82.3%	77.6%
578,809	2,311,919

Avg. Monthly Sit-Down Restaurant Meals:

who are Full-Time Workers who Work from Home (Most or Always)	WDC
4.5	4.3

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



	who are Full-Time Workers who Work from Home (Most or Always)	WDC
Chinese	40.7%	38.6%
Pizza	43.2%	36.6%
Mexican	34.0%	33.0%
Indian / Thai / Other Asian	38.6%	30.9%
Coffee House / Coffee Bar	36.7%	28.7%
Upscale	27.4%	20.8%
Italian	25.4%	20.4%
Bagel / Donut / Bakery	27.1%	20.0%
Wings / Burgers / Sports Bar	14.6%	13.6%
Steakhouse	14.4%	12.8%

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

who are Full-Time Workers who Work from Home...	293,239	41.7%
WDC	931,353	31.3%

Drank Past 30-days: Adults 25 - 54



	who are Full-Time Workers who Work from Home (Most or Always)		WDC	
Liquor	394,133	56.0%	1,372,261	46.1%
Wine	325,092	46.2%	1,200,956	40.3%
Any Type of Beer	305,017	43.4%	1,151,840	38.7%
Domestic Regular Beer	186,968	26.6%	660,818	22.2%
Imported Beer	173,886	24.7%	652,428	21.9%
Domestic Light Beer	96,568	13.7%	441,337	14.8%
Microbrew / Craft Beer	128,231	18.2%	317,880	10.7%

Past 12 months Casino Activities: Adults 25 - 54

	who are Full-Time Workers who Work from Home (Most or Always)		WDC	
Slot Machines	118,531	16.8%	459,500	15.4%
Bar / Nightclub	85,625	12.2%	251,081	8.4%
Table Games (Craps, Poker, etc.)	85,820	12.2%	221,908	7.5%
Upscale Restaurant	63,221	9.0%	215,313	7.2%
Stage Show / Concert	44,013	6.3%	152,983	5.1%
Sports Betting	27,886	4.0%	99,292	3.3%
Spa	20,353	2.9%	86,574	2.9%
Other Gambling	21,723	3.1%	48,267	1.6%

Casinos visited past 12 months: Yes

who are Full-Time Workers who Work from Home (Most or Always)	WDC
26.9%	24.4%
188,987	726,712

Used Past 30-days: Adults 25 - 54



	who are Full-Time Workers who Work from Home (Most or Always)	WDC
Marijuana / Cannabis	6.4%	10.2%
	45,238	302,705
Cigarettes	3.4%	6.6%
	23,777	195,321
Vape	1.9%	3.1%
	13,473	91,834

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



21.7% or 507,777 of SEA DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 3.1% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 25.4% less likely to use Casinos past yr., 72.8% less likely to smoke cigarette

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

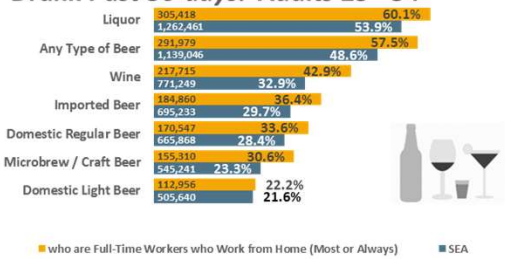
(Sit-Down Restaurants Used Past 30-days)



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

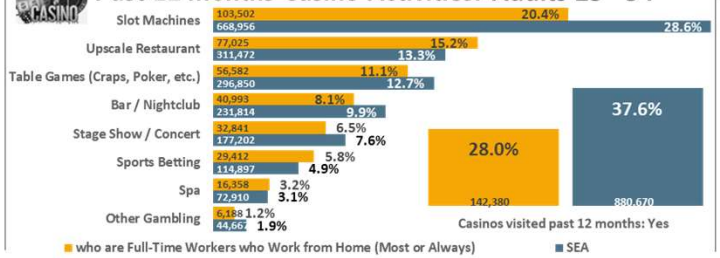


Drank Past 30-days: Adults 25 - 54



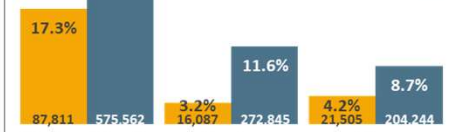
Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



19.6% or 427,584 of PHX DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 2.3% more likely to use QSRs past mo., 10.3% more likely to use Sit-Down Restaurants past mo., 8.2% more likely to use Casinos past yr., 20.6% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 - 54



	who are Full-Time Workers who Work from Home (Most or Always)	PHX
1 time	1.1%	4.2%
2 times	10.1%	8.1%
3 times	9.5%	8.4%
4 times	5.9%	7.4%
5 times	31.7%	14.3%
6 - 9 times	23.7%	27.5%
10 times or more	13.9%	23.8%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
95.9%	93.7%	6.5	7.6
409,842	2,048,308		

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



	who are Full-Time Workers who Work from Home (Most or Always)	PHX
1 time	21.9%	15.4%
2 times	11.7%	12.6%
3 times	25.5%	16.9%
4 times	7.0%	10.8%
5 times	10.1%	5.9%
6 - 9 times	7.9%	10.5%
10 times or more	3.0%	7.0%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
87.2%	79.1%	3.5	4.4
372,727	1,728,947		

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who are Full-Time Workers who Work from Home...	85,103	19.9%
PHX	413,920	18.9%

Drank Past 30-days: Adults 25 - 54

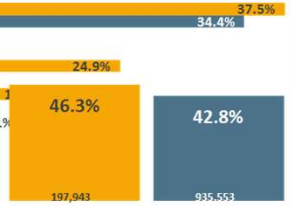


	who are Full-Time Workers who Work from Home (Most or Always)		PHX	
Liquor	217,076	50.8%	942,765	43.1%
Any Type of Beer	146,481	34.3%	779,998	35.7%
Wine	144,255	33.7%	475,648	21.7%
Imported Beer	75,063	17.6%	469,385	21.5%
Domestic Regular Beer	70,968	16.6%	384,334	17.6%
Domestic Light Beer	62,079	14.5%	371,995	17.0%
Microbrew / Craft Beer	79,427	18.6%	170,933	7.8%

Past 12 months Casino Activities: Adults 25 - 54



	who are Full-Time Workers who Work from Home (Most or Always)		PHX	
Slot Machines	160,407	37.5%	752,891	34.4%
Bar / Nightclub	64,258	15.0%	331,948	15.2%
Table Games (Craps, Poker, etc.)	106,568	24.9%	296,113	13.5%
Upscale Restaurant	84,042	1	290,692	13.3%
Stage Show / Concert	55,981	13.1%	219,983	10.1%
Sports Betting	11,632	2.7%	101,282	4.6%
Spa	4,924	1.2%	49,28	2.3%
Other Gambling	6,569	1.5%	34,7	1.6%



Used Past 30-days: Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

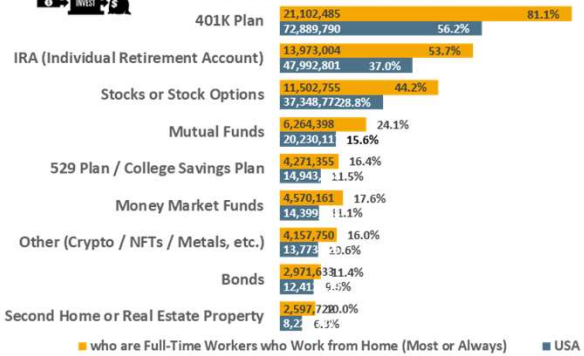
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

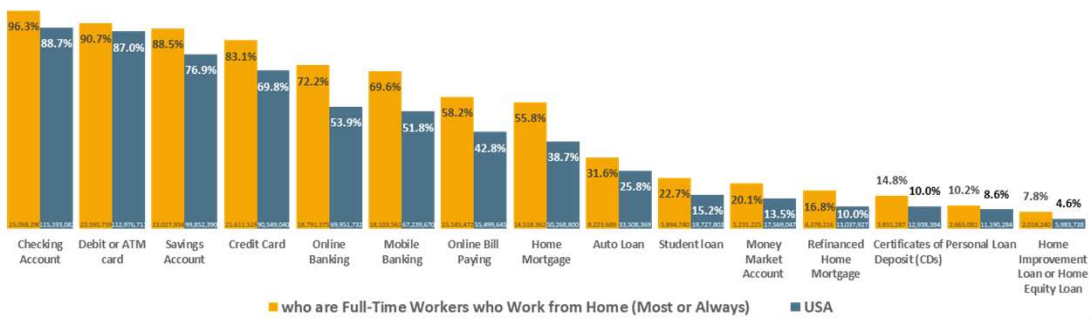


20.% or 26,020,956 of USA Adults 25 - 54 are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 44.4% more likely to have a 401K, 22.4% more likely to have an Auto Loan, 71.5% more likely to Invest/Trade Stocks Online, 13.% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



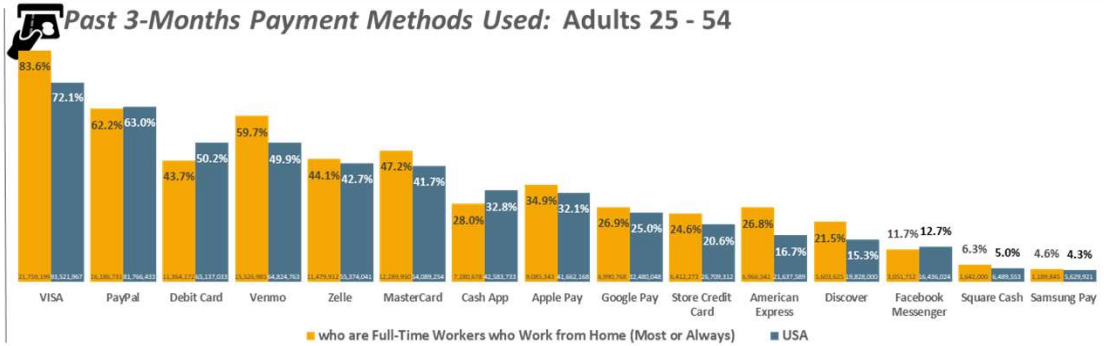
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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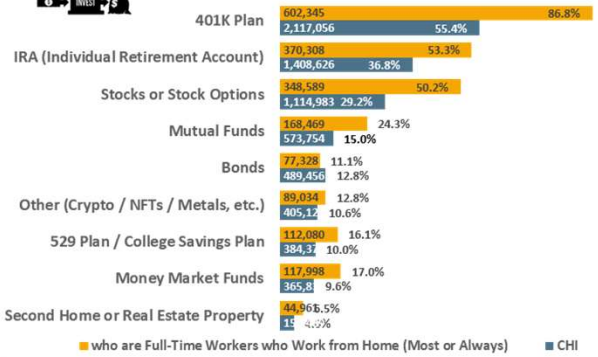
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

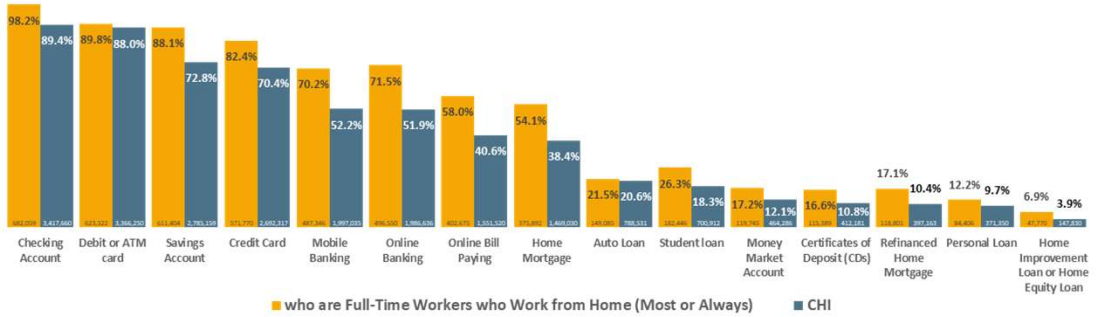


18.2% or 694,278 of CHI DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or Always). Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 56.7% more likely to have a 401K, 4.2% more likely to have an Auto Loan, 79.1% more likely to Invest/Trade Stocks Online, 6.2% less likely to pay with their Debit Card.

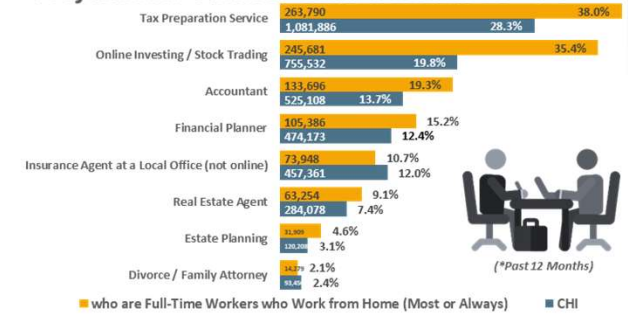
Investments Owned: Adults 25 - 54



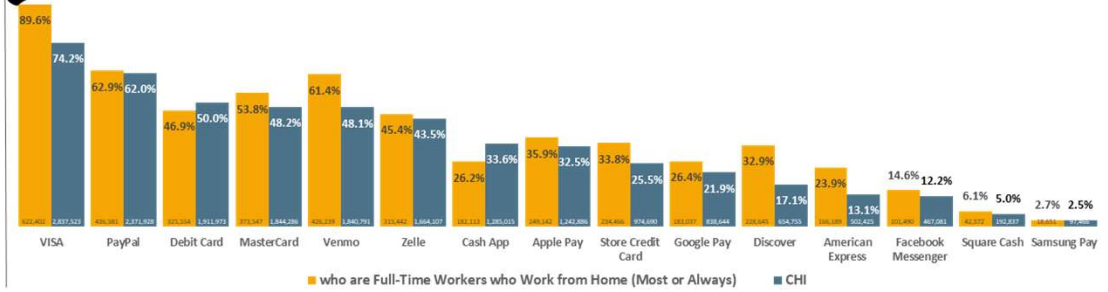
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



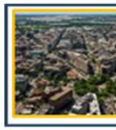
Past 3-Months Payment Methods Used: Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



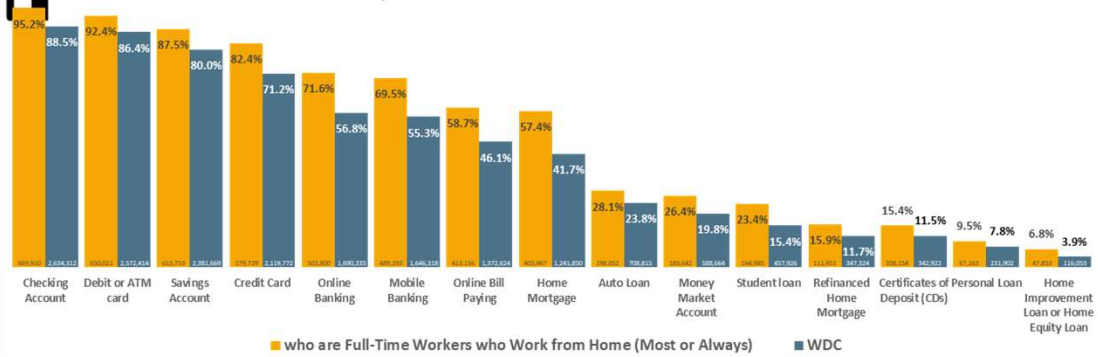
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

23.6% or 703,598 of WDC DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or... Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 32.3% more likely to have a 401K, 18.2% more likely to have an Auto Loan, 34.7% more likely to Invest/Trade Stocks Online, 10.3% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



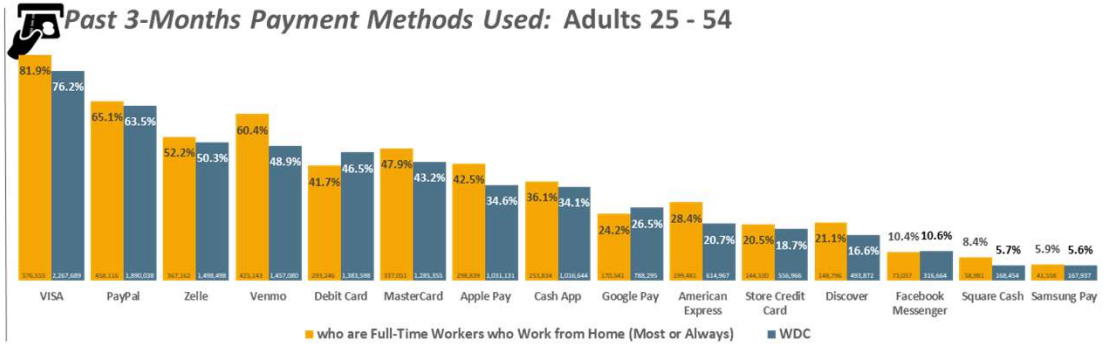
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

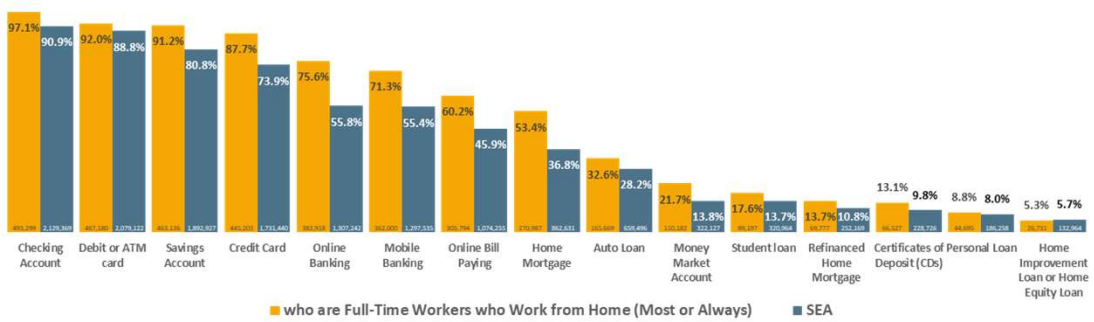


21.7% or 507,777 of SEA DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or… Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 47.5% more likely to have a 401K, 15.9% more likely to have an Auto Loan, 83.4% more likely to Invest/Trade Stocks Online, 21.9% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



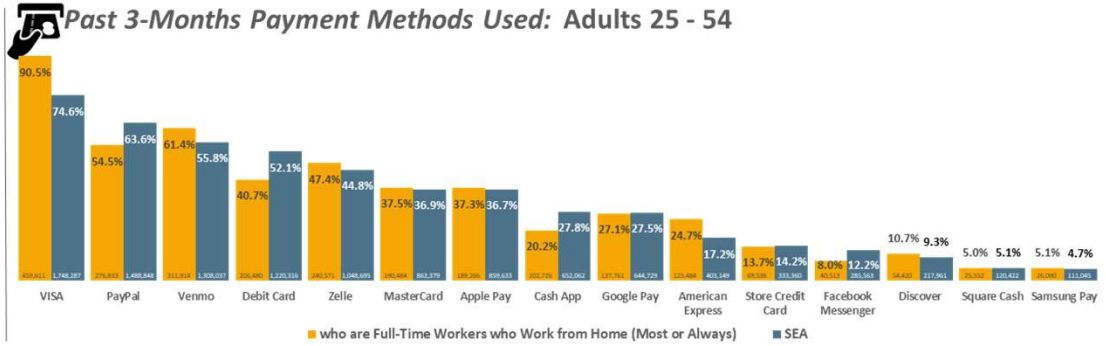
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

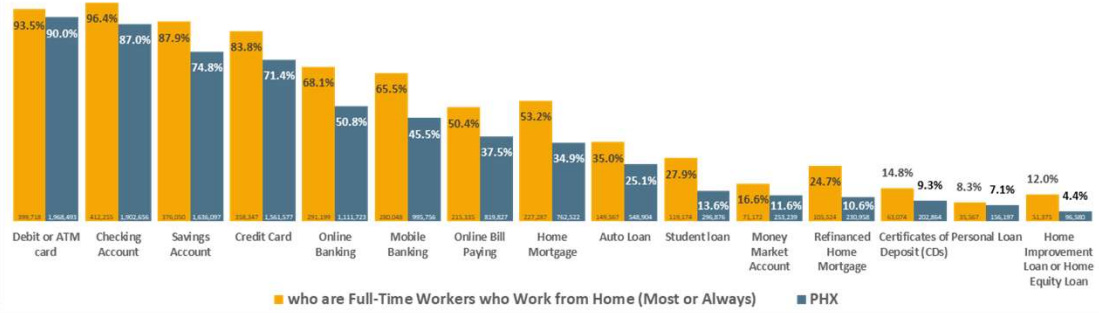


19.6% or 427,584 of PHX DMA Adults 25 - 54 are are Full-Time Workers who Work from Home (Most or... Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) are 45.% more likely to have a 401K, 39.4% more likely to have an Auto Loan, 92.3% more likely to Invest/Trade Stocks Online, 19.4% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



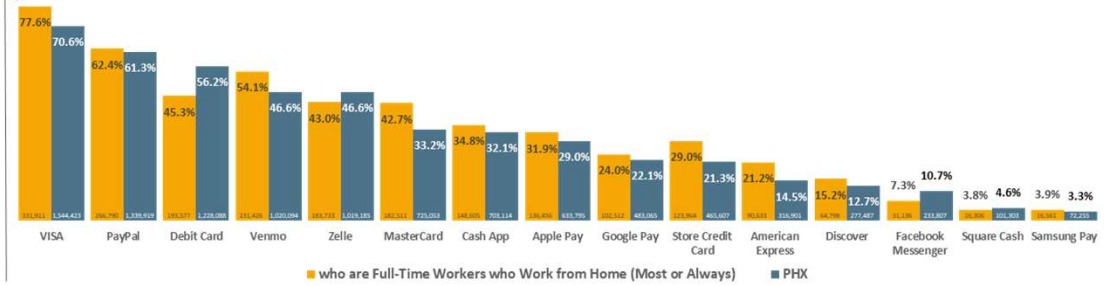
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

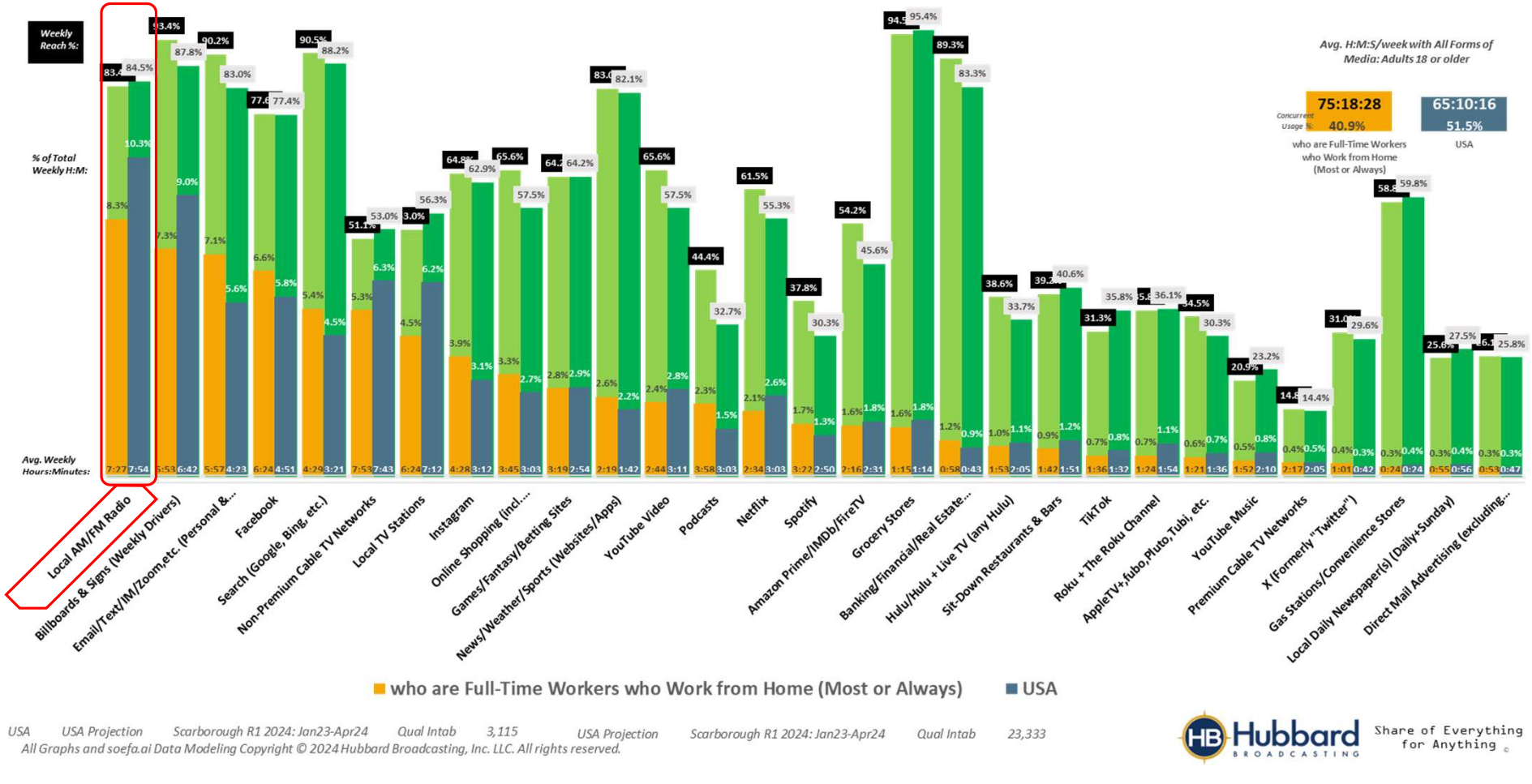
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 3 days, 3 hours, 18 minutes and 28 seconds each week with All Forms of Media.

83.4% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.

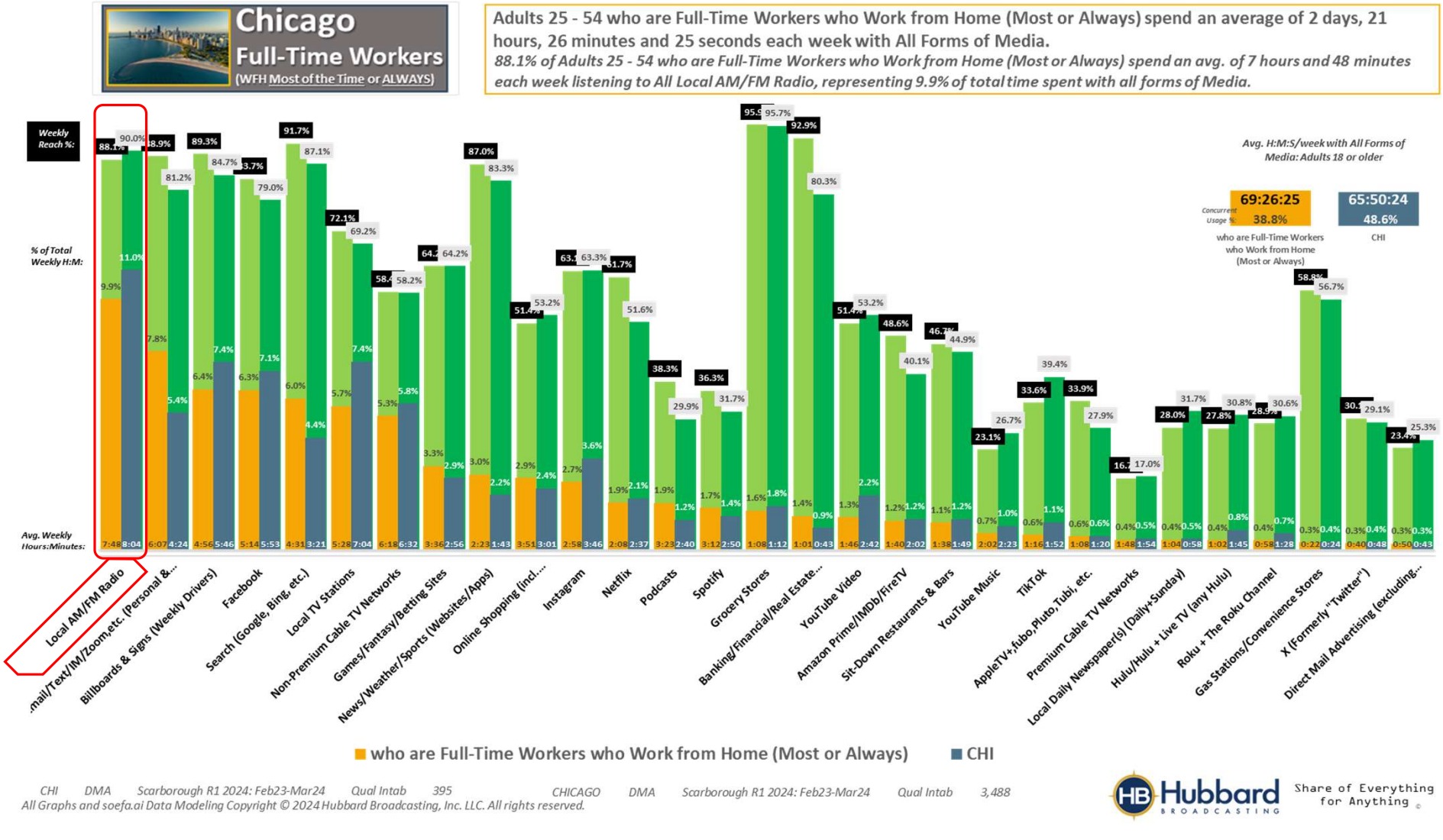


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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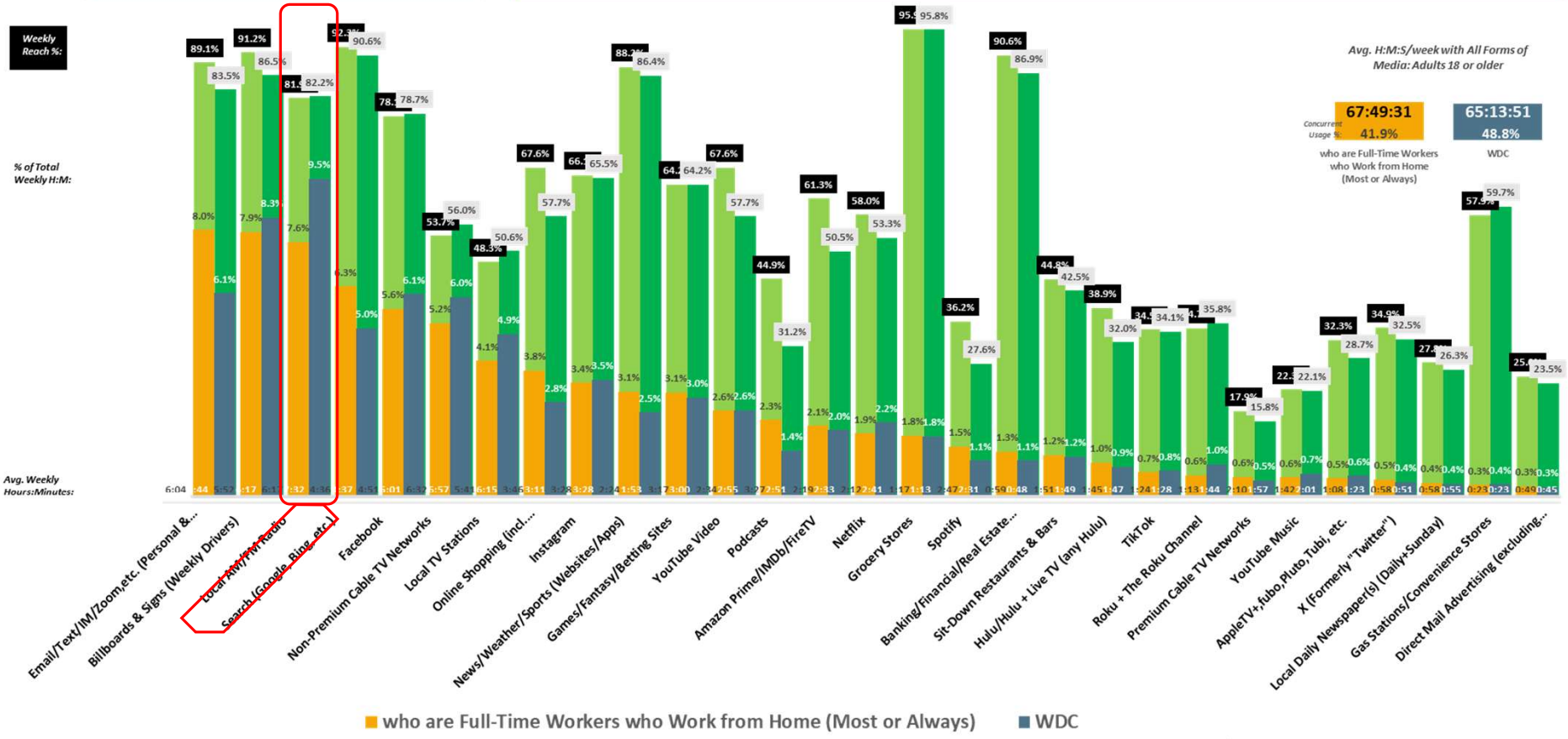
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 2 days, 19 hours, 49 minutes and 31 seconds each week with All Forms of Media.

81.9% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an avg. of 6 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.

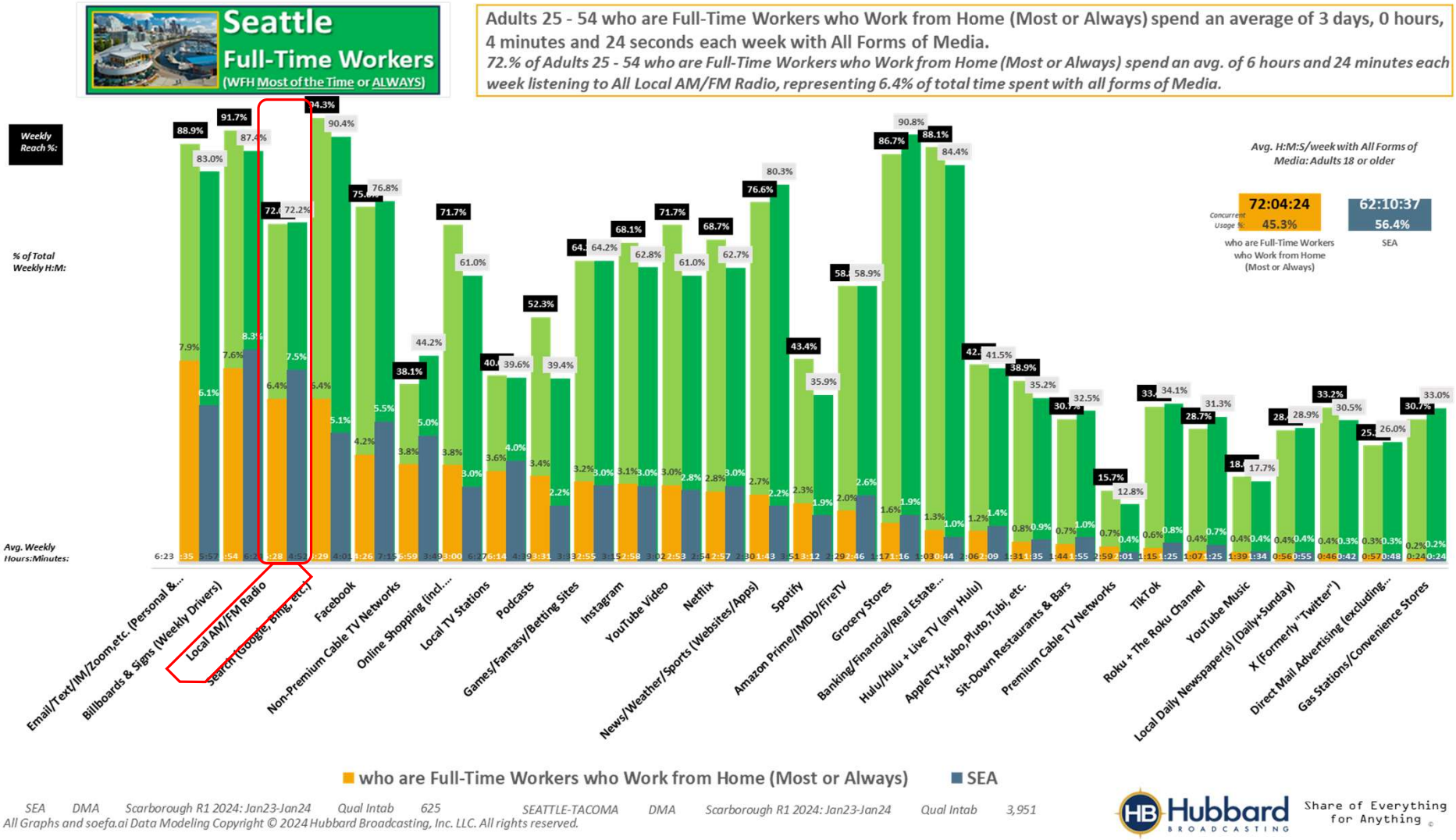


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

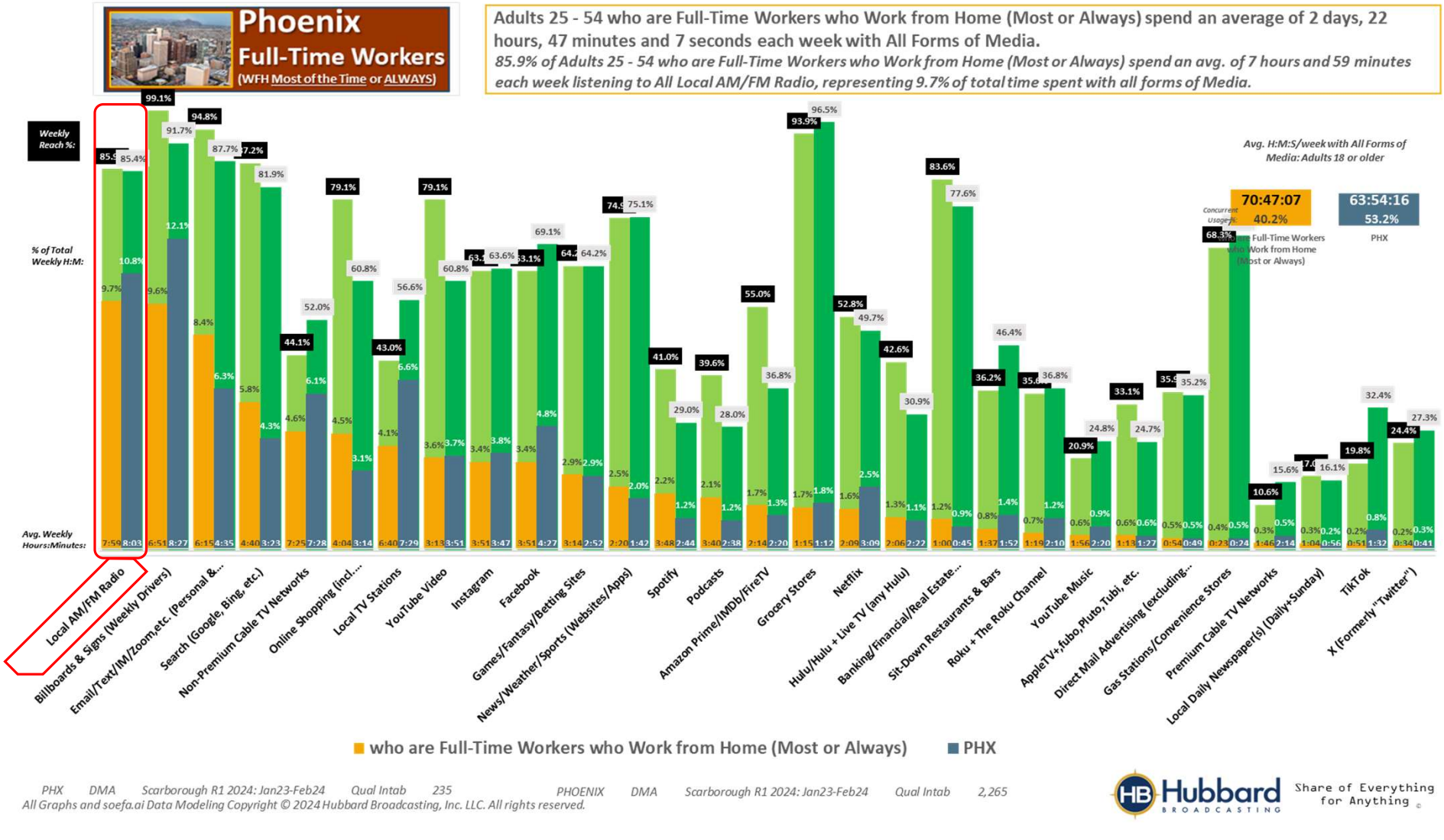


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

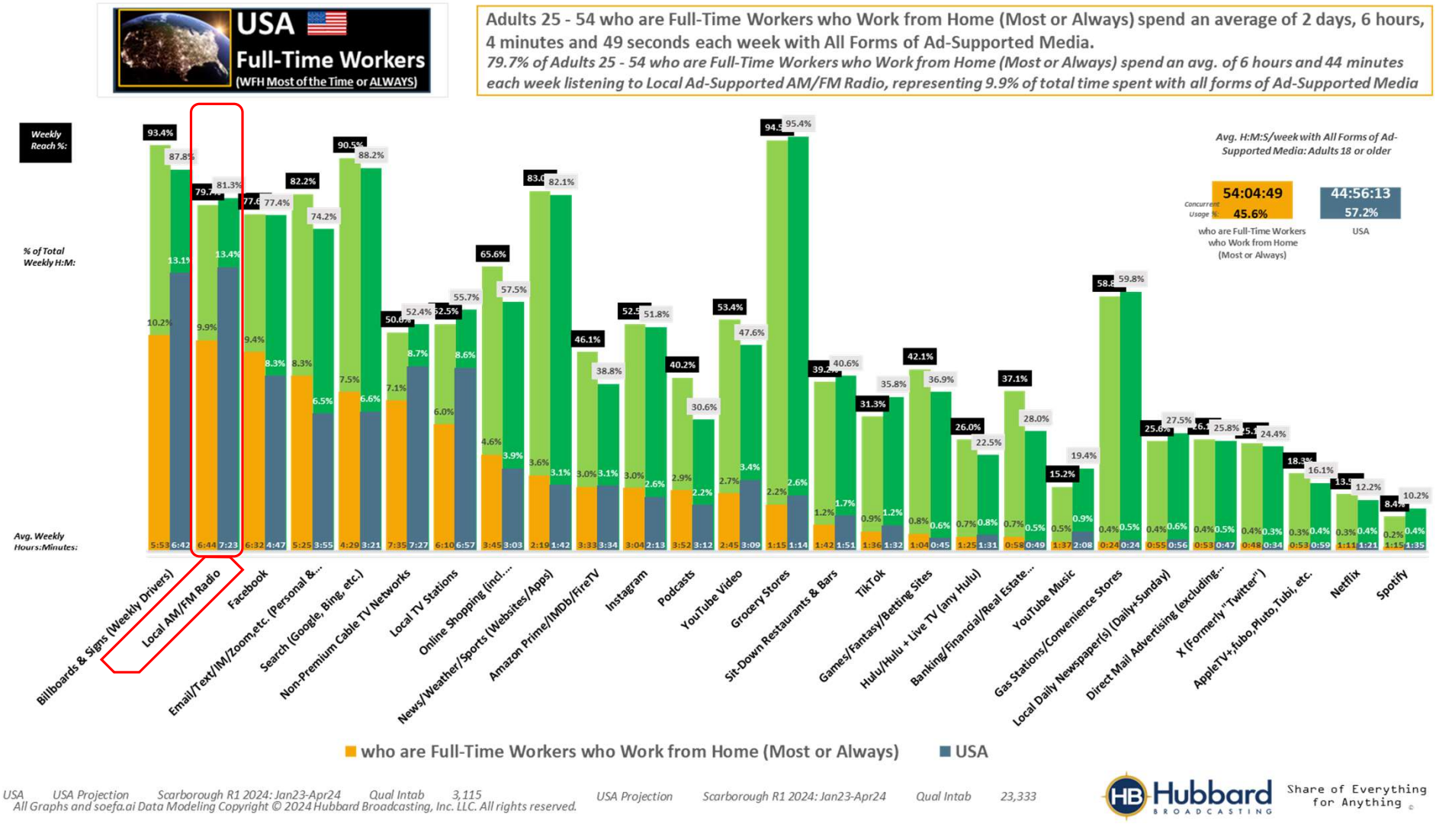


PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

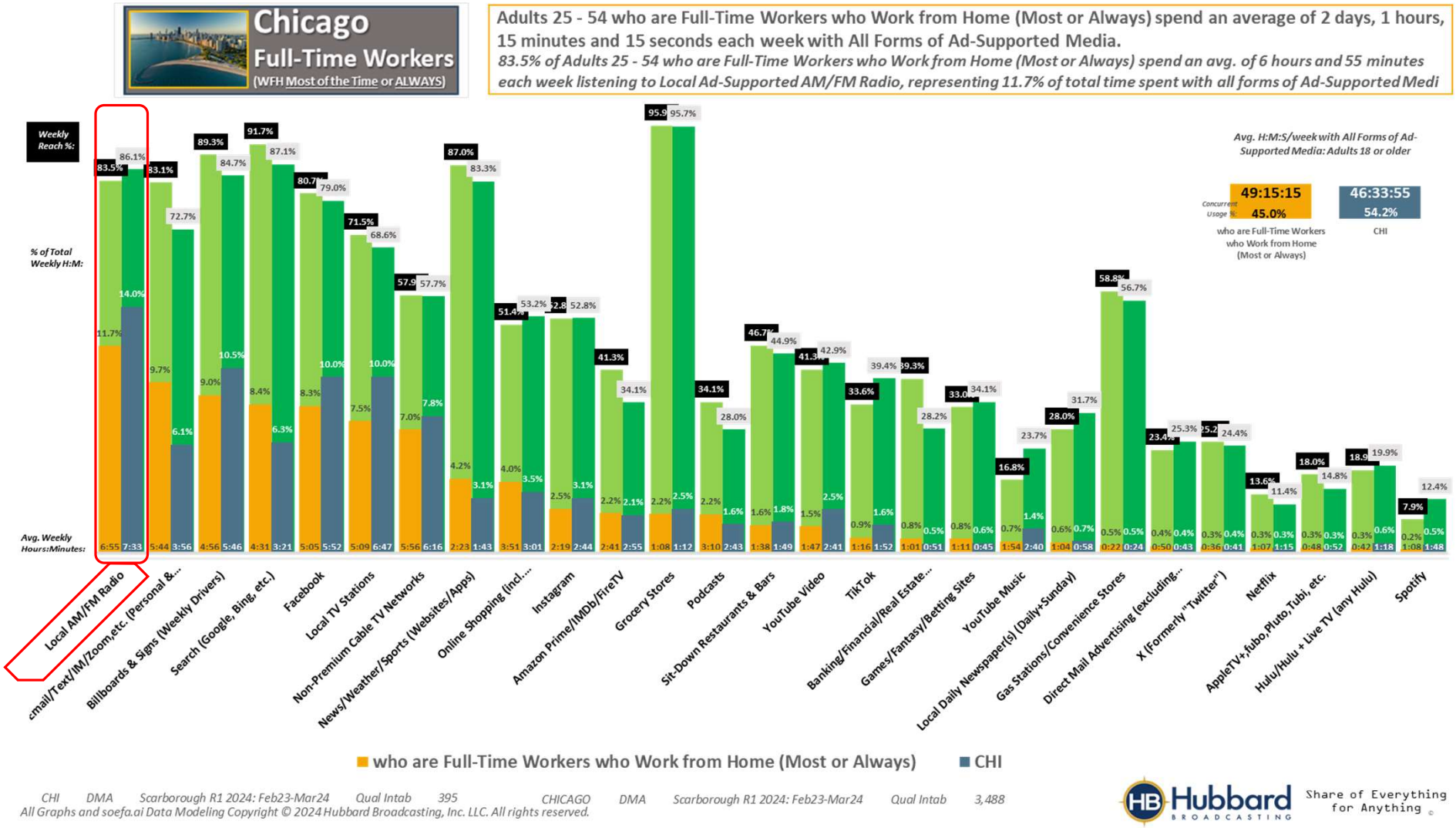


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

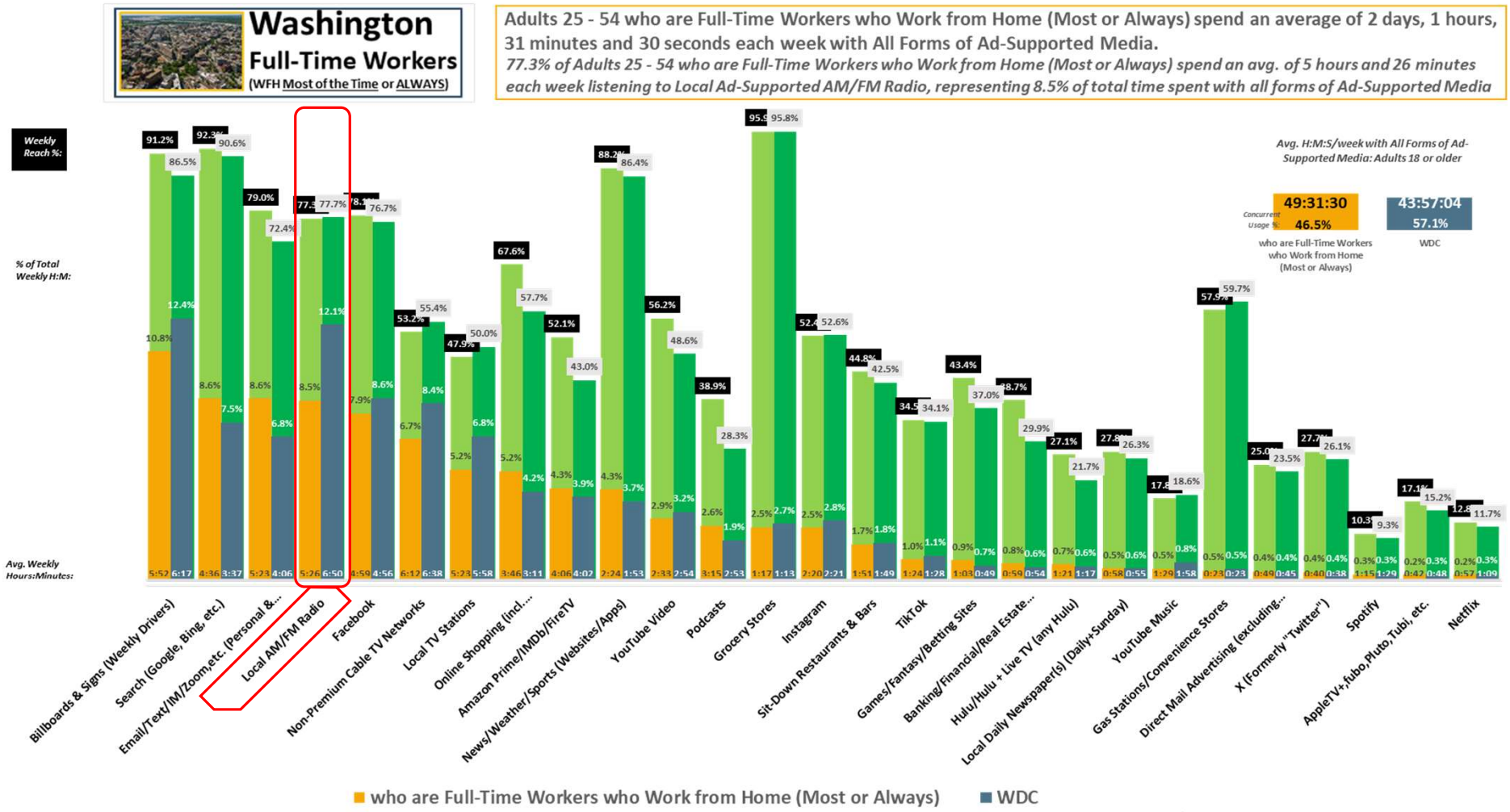


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

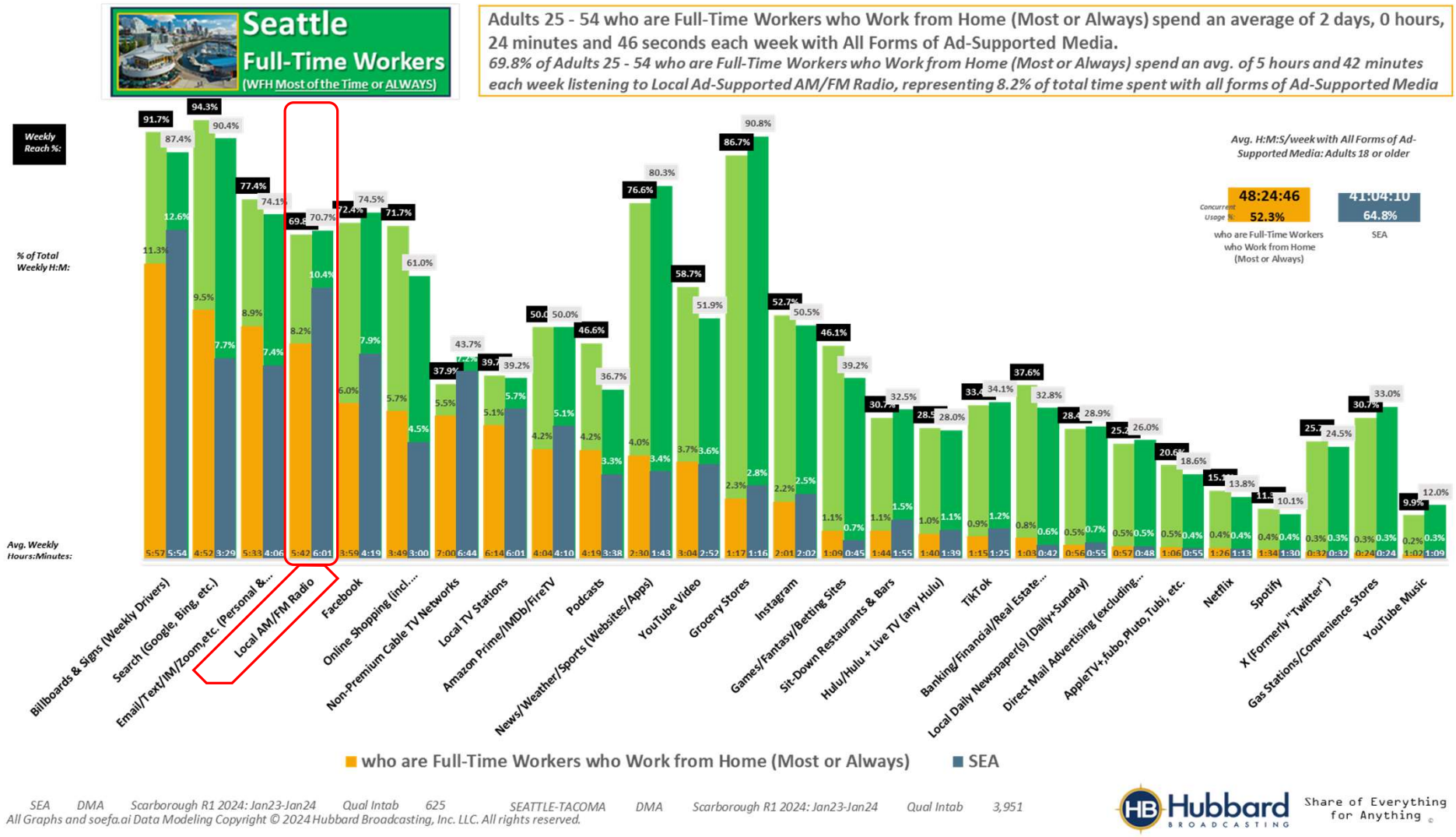


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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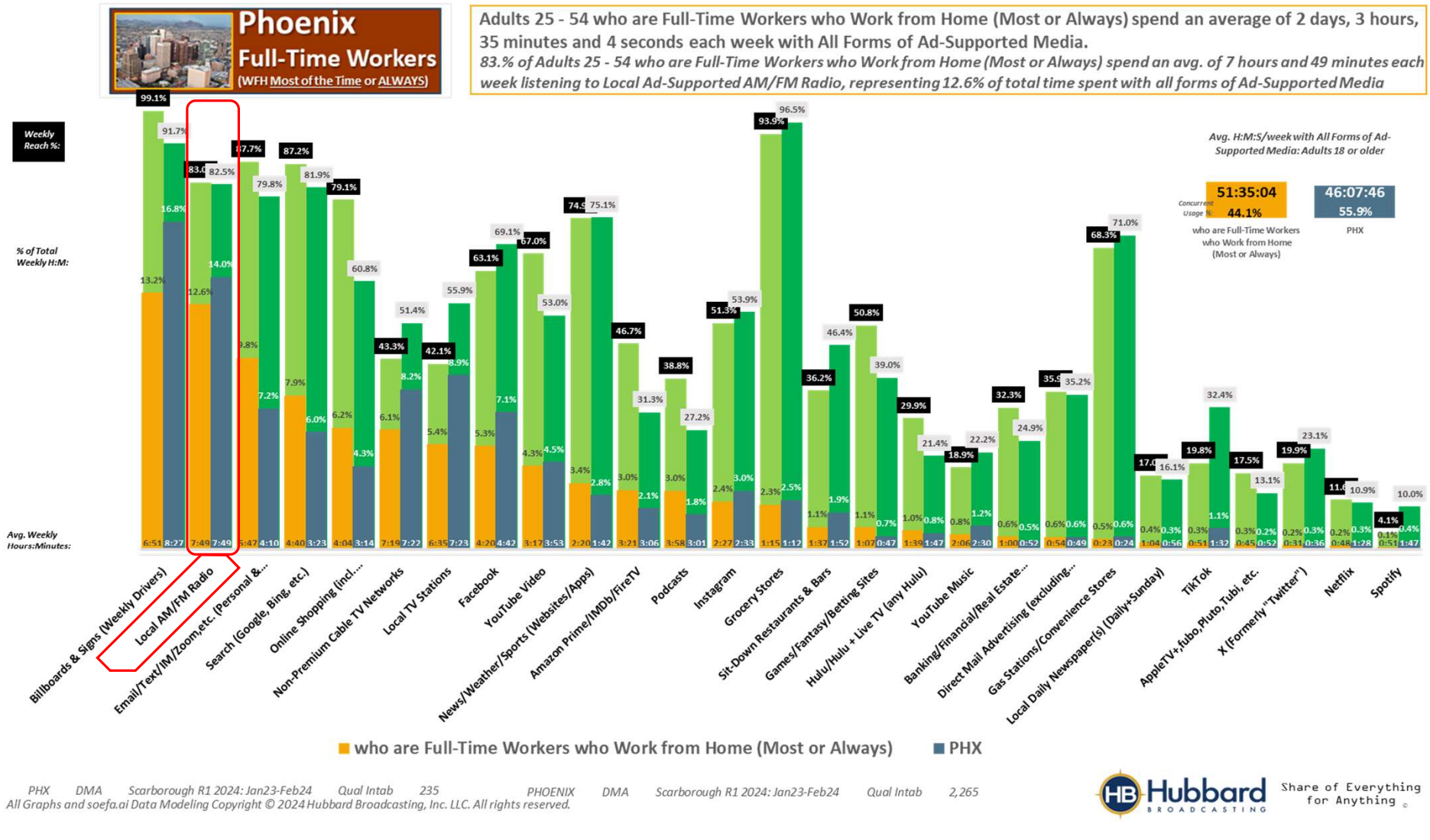


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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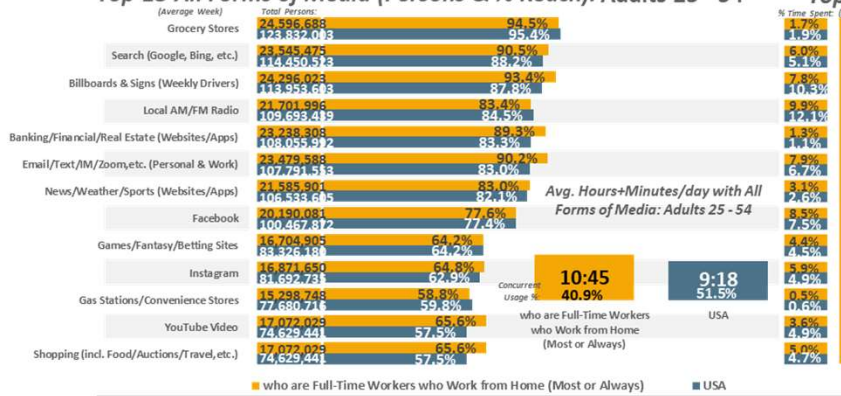
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

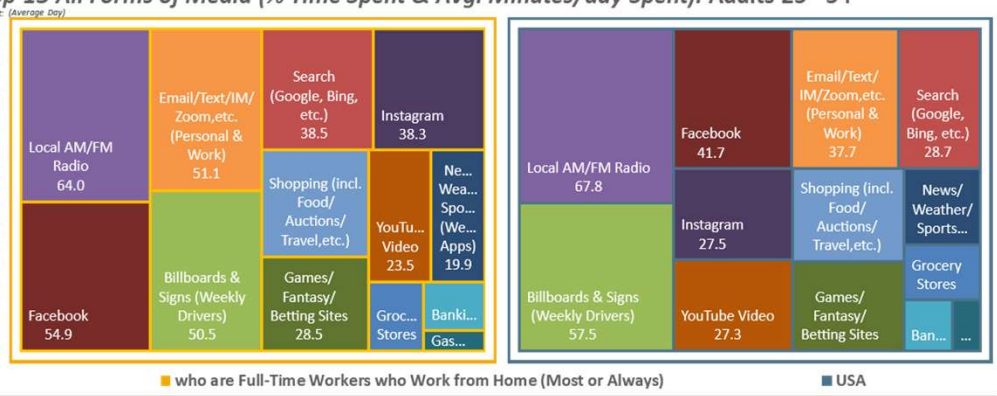


Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

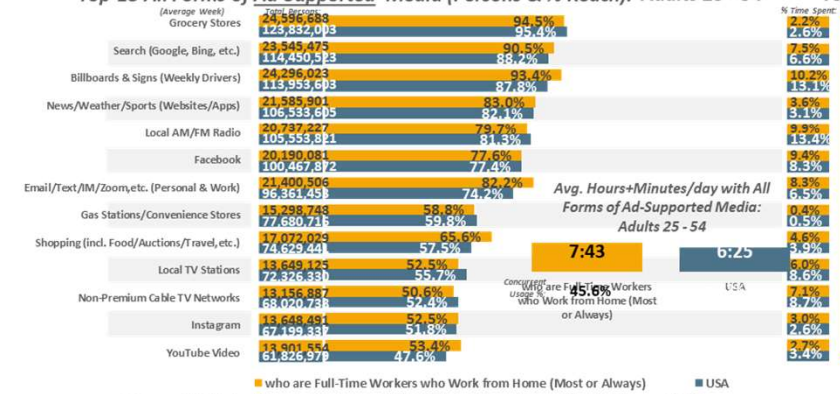
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



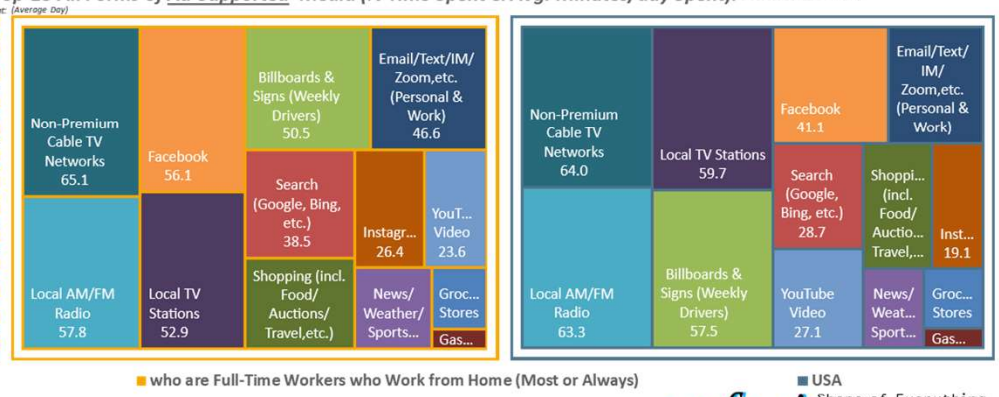
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

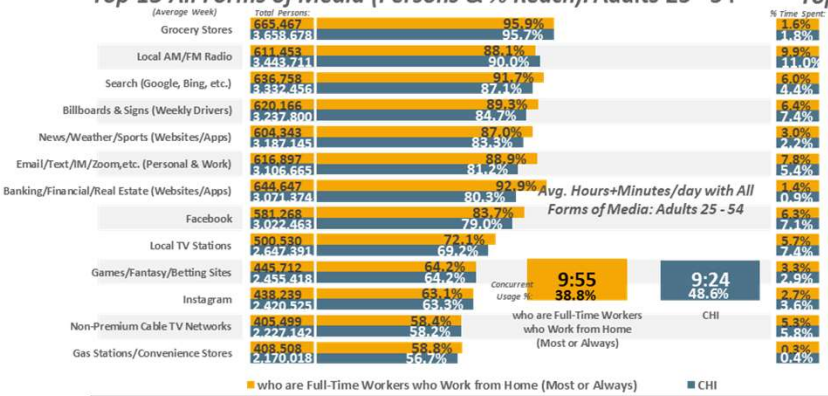
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

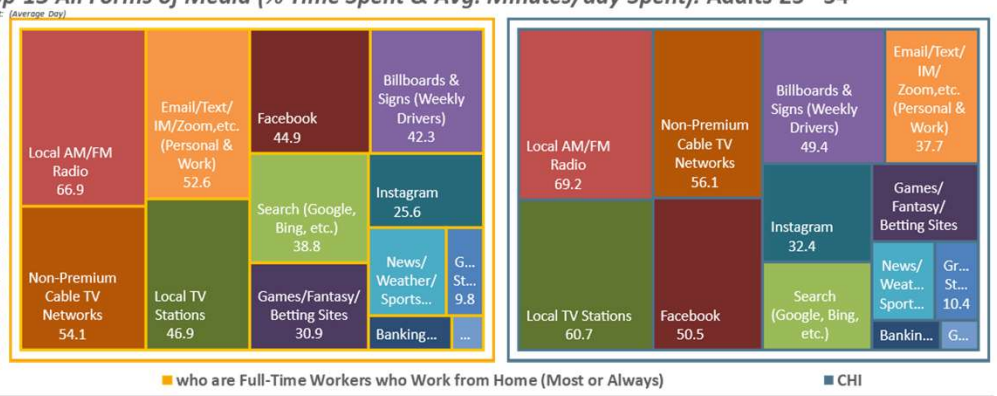


Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 59.4 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

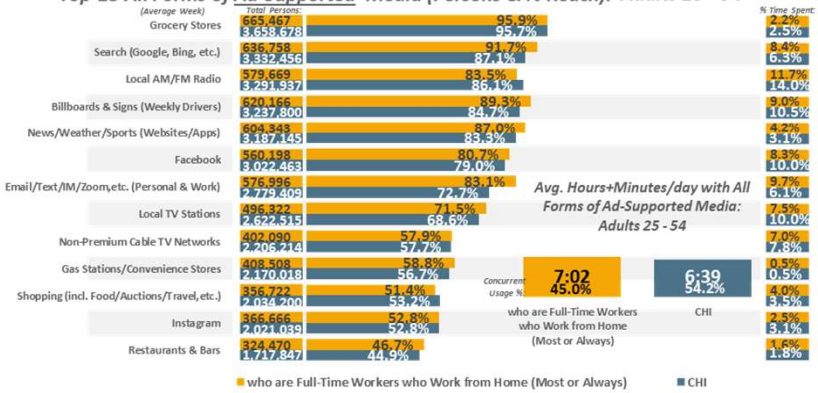
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



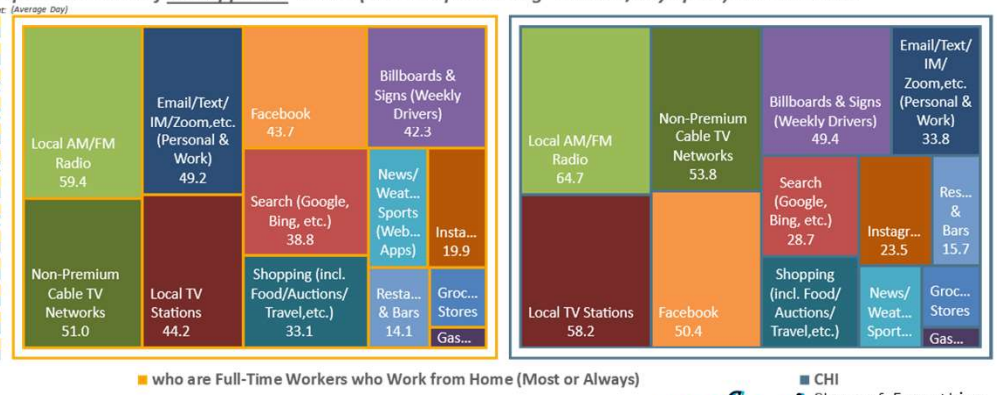
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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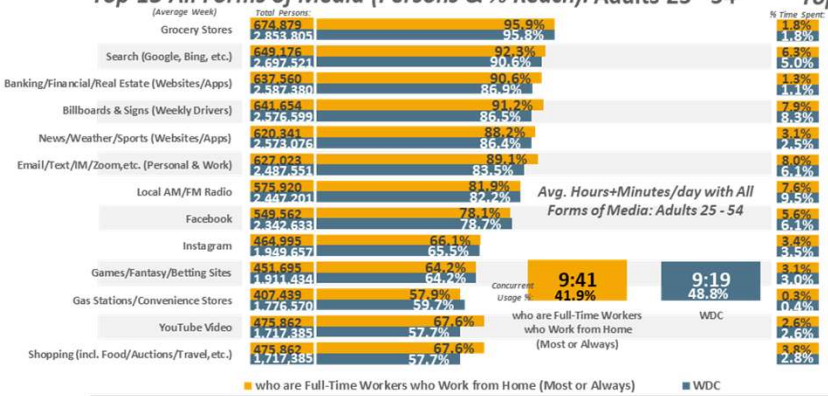
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



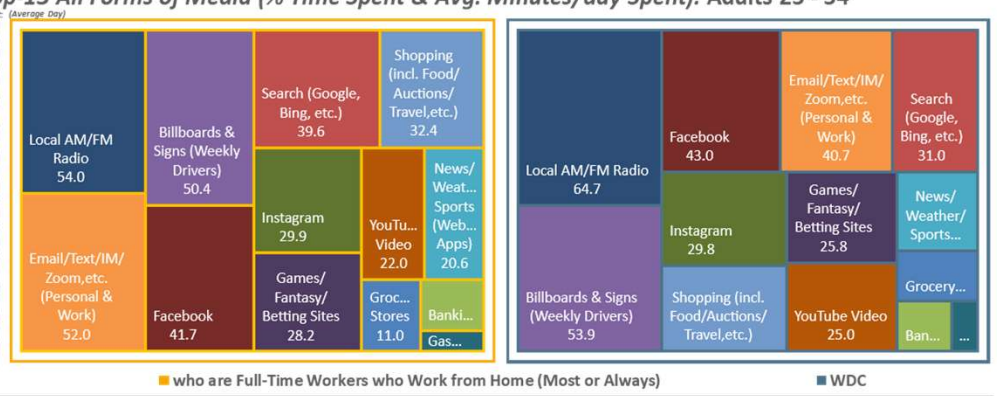
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 46.7 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

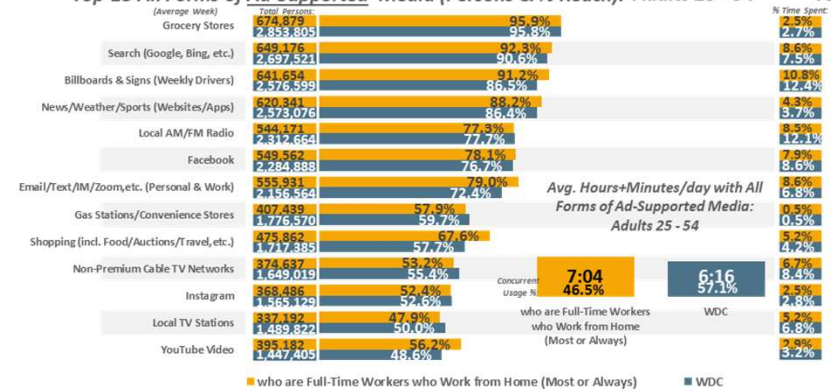
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



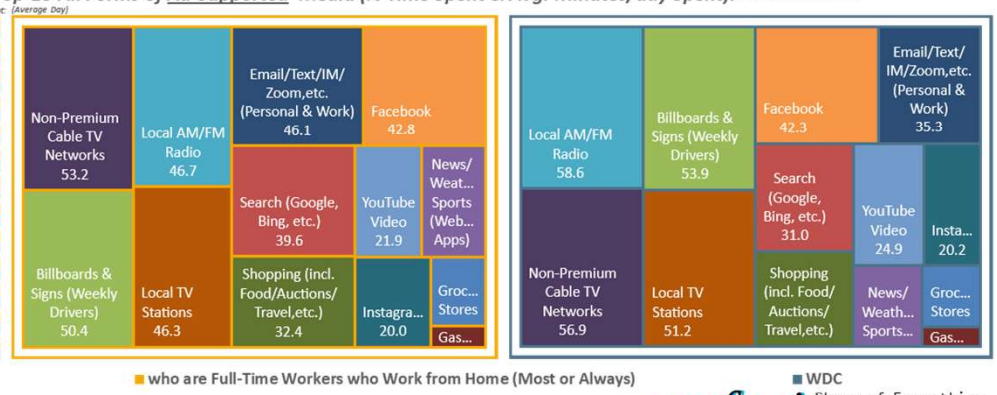
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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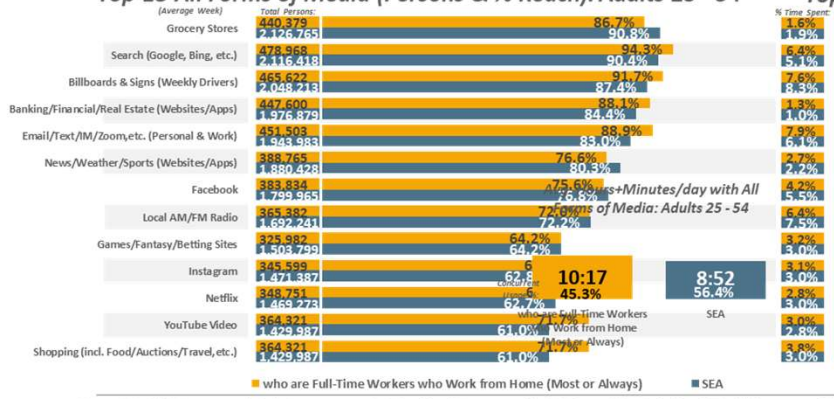
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

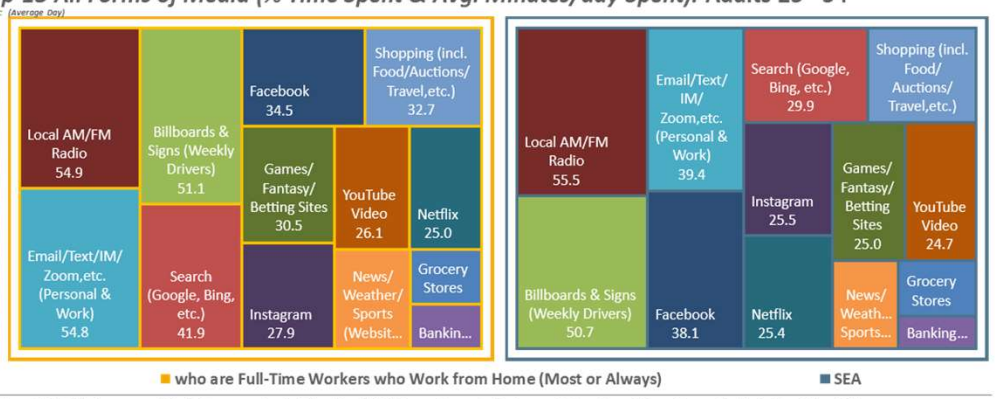


Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 69.8% listen to Local AM/FM Radio for an avg. of 48.9 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

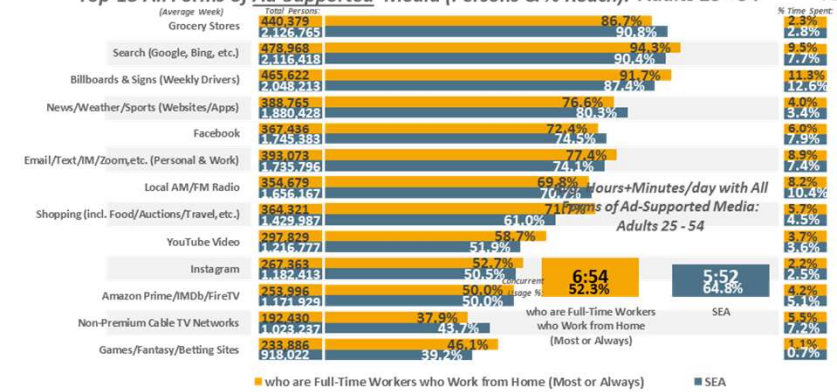
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



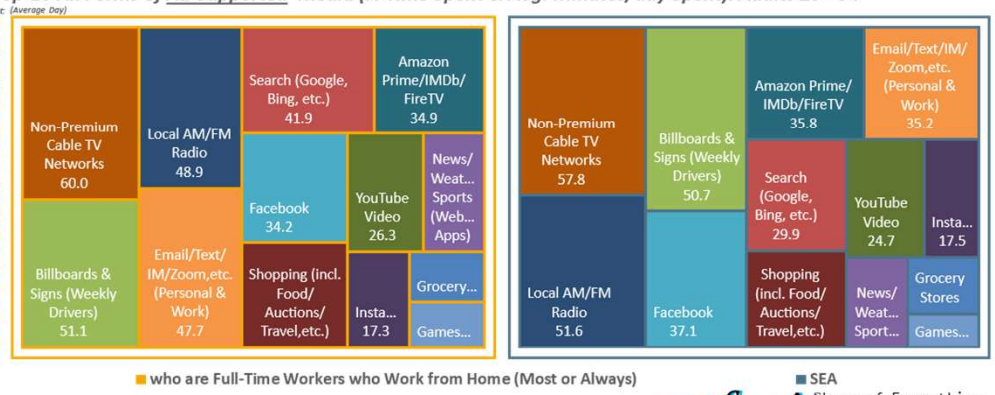
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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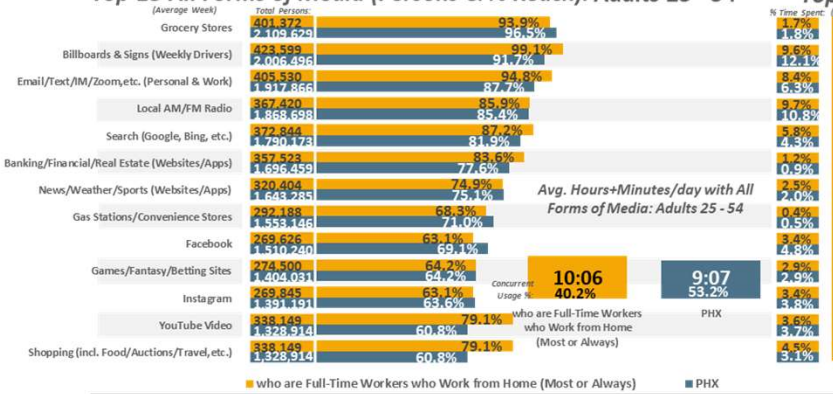
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

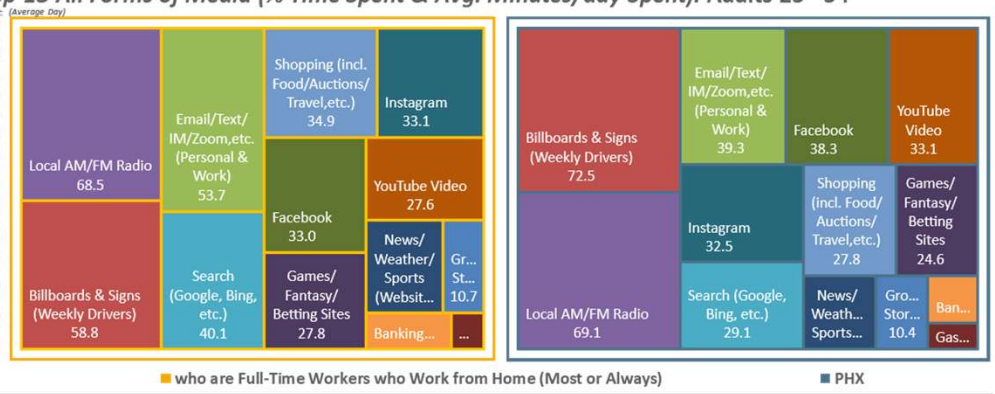


Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 67.1 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

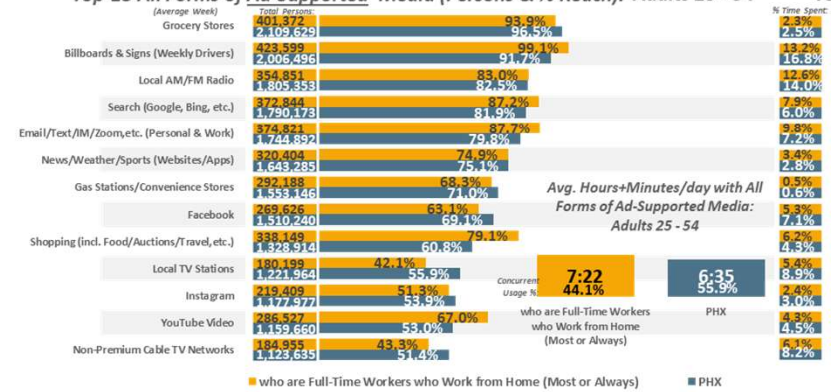
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



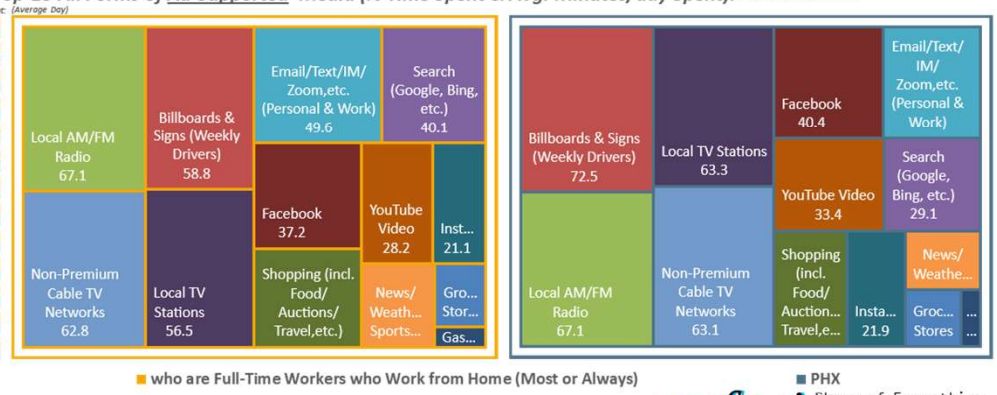
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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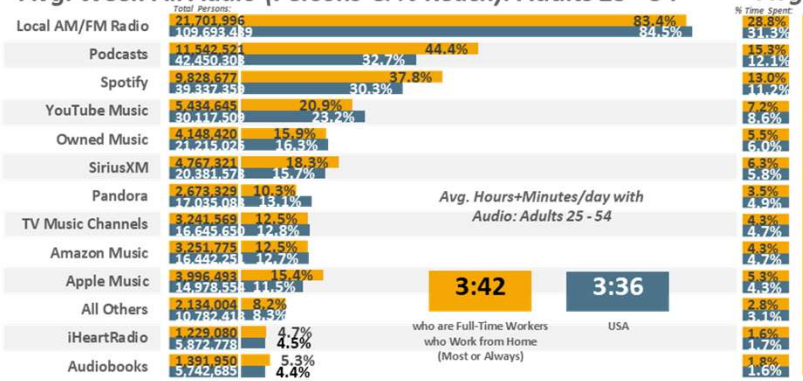
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

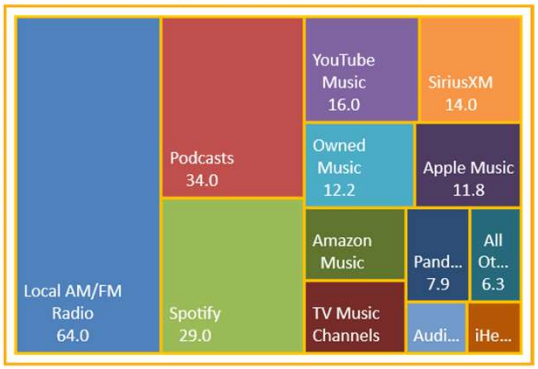


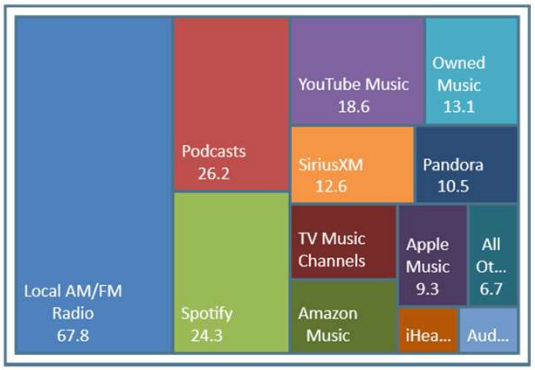
20,737,227 or 79.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 54

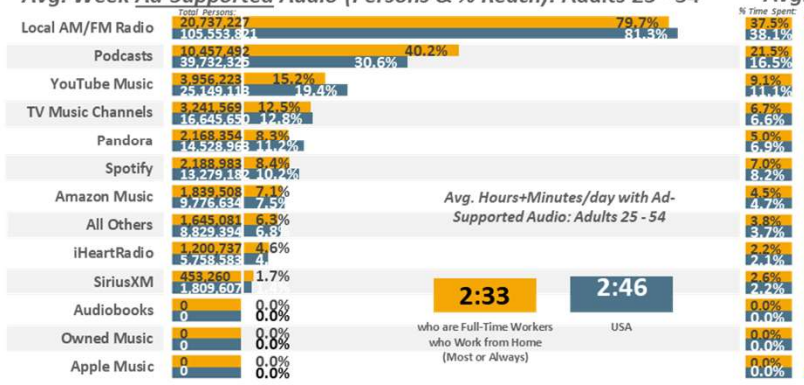


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

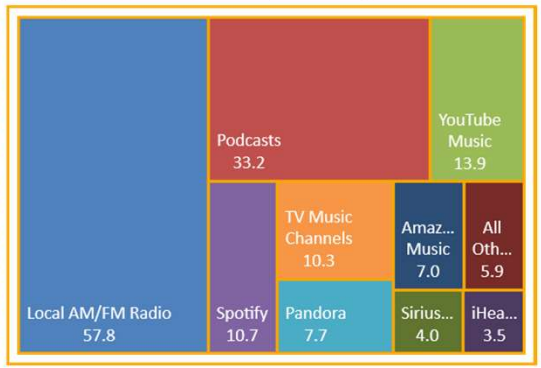


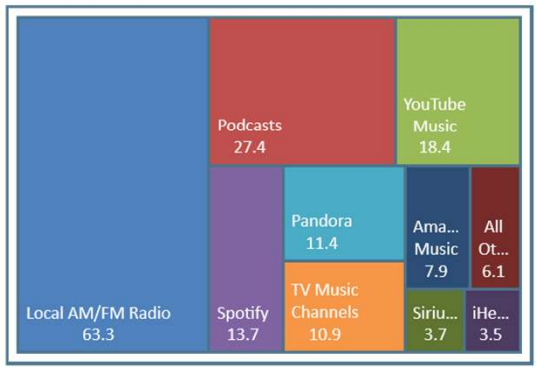


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

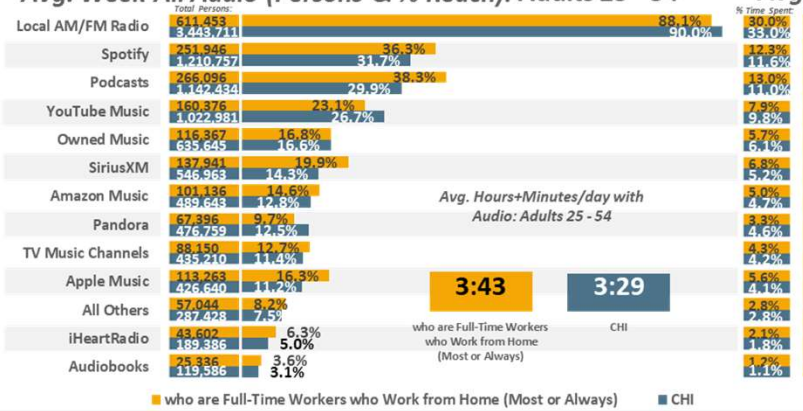
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

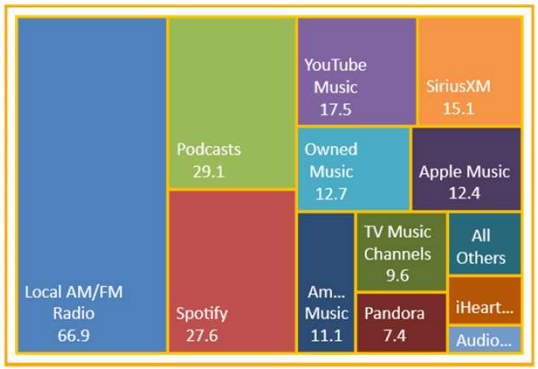


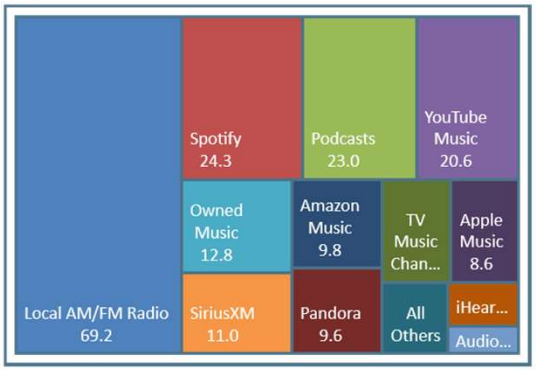
579,669 or 83.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 54

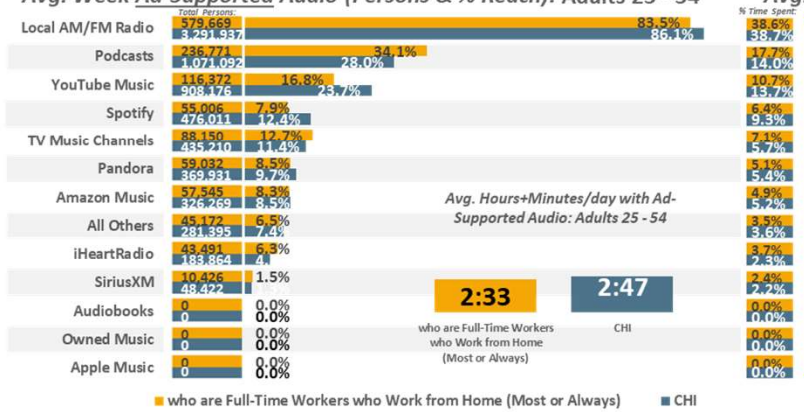


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

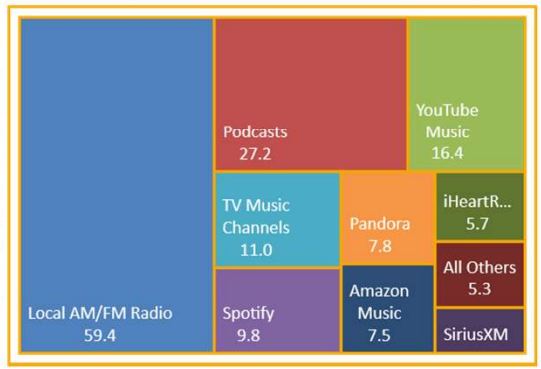


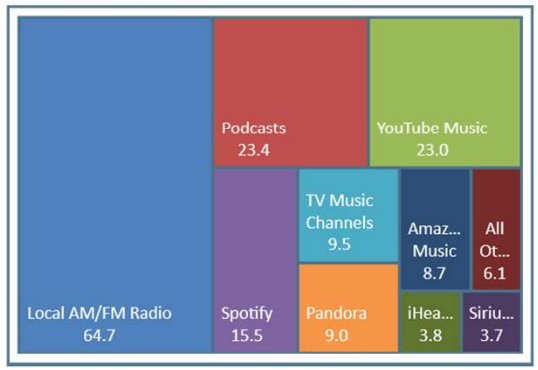


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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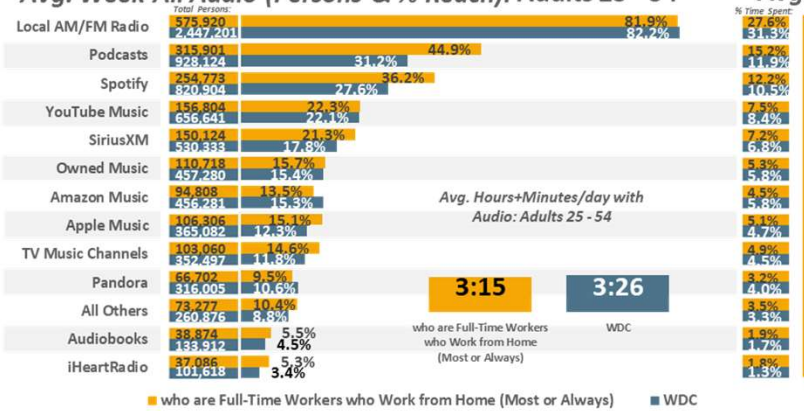
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



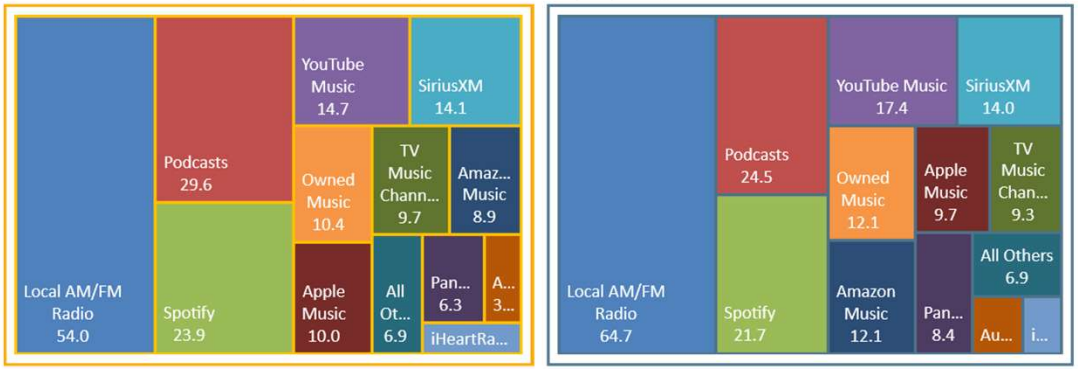
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

544,171 or 77.3% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 46.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.

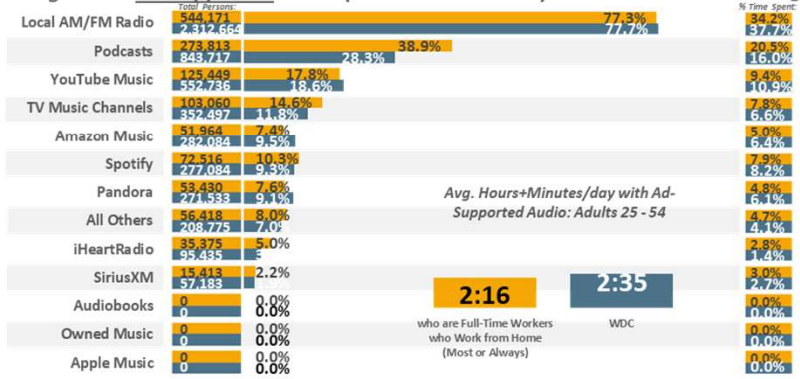
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



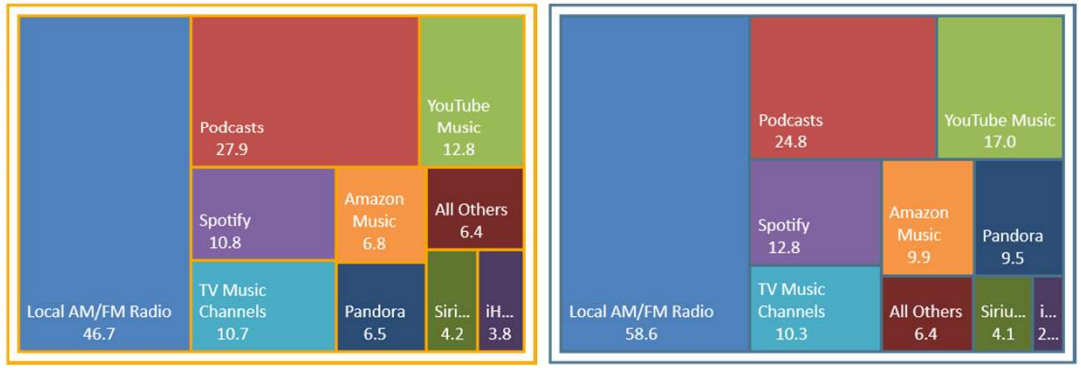
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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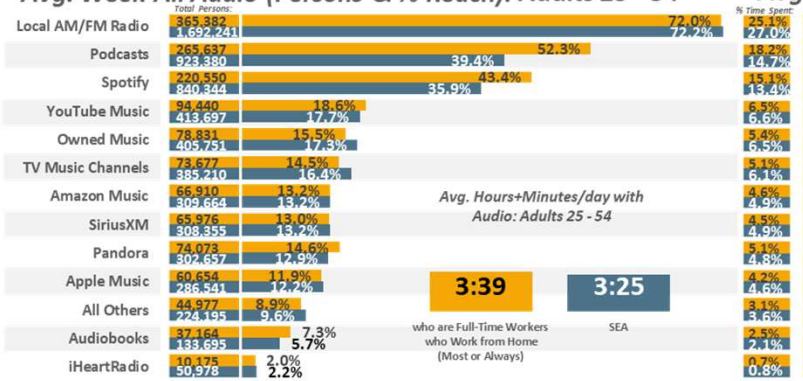
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

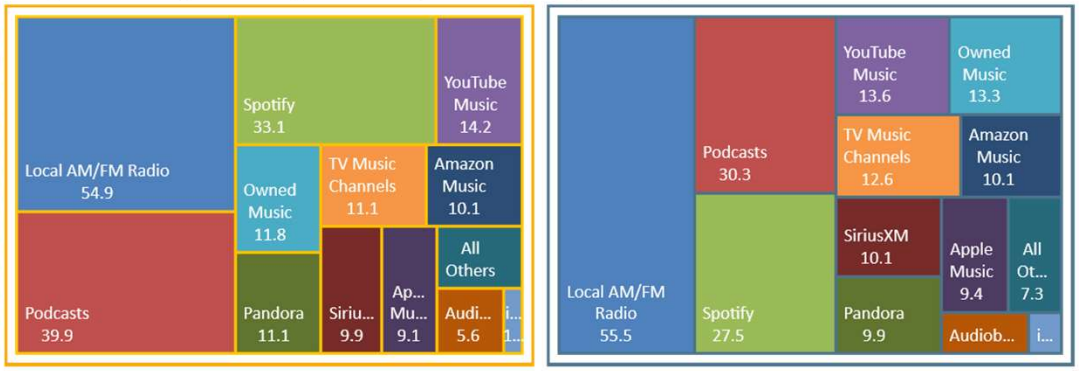


354,679 or 69.8% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 48.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

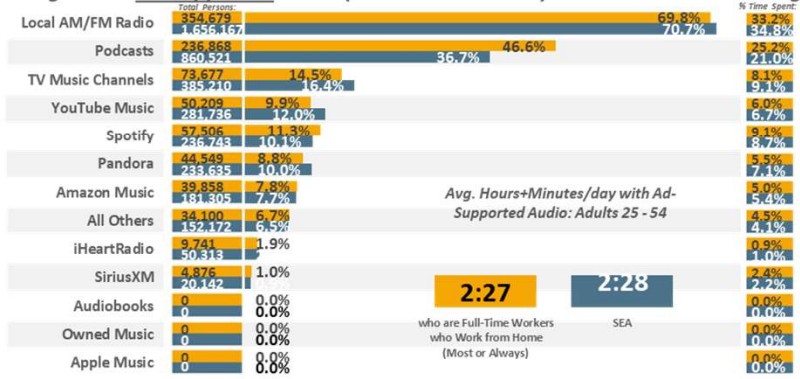
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



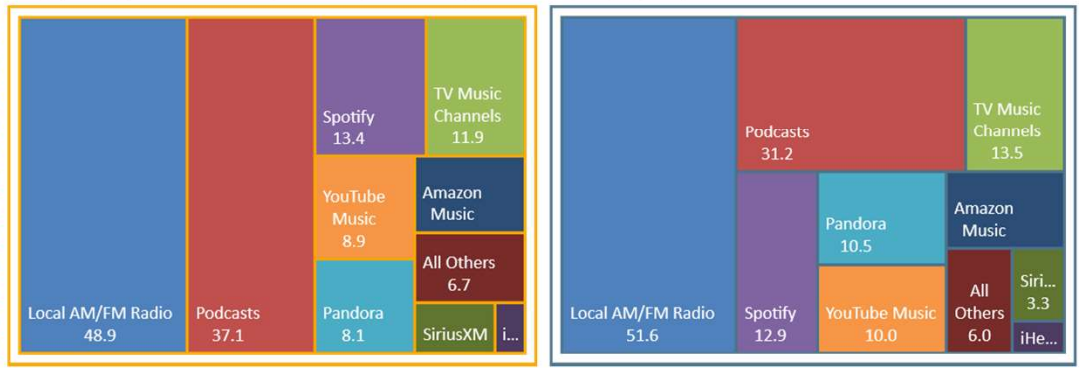
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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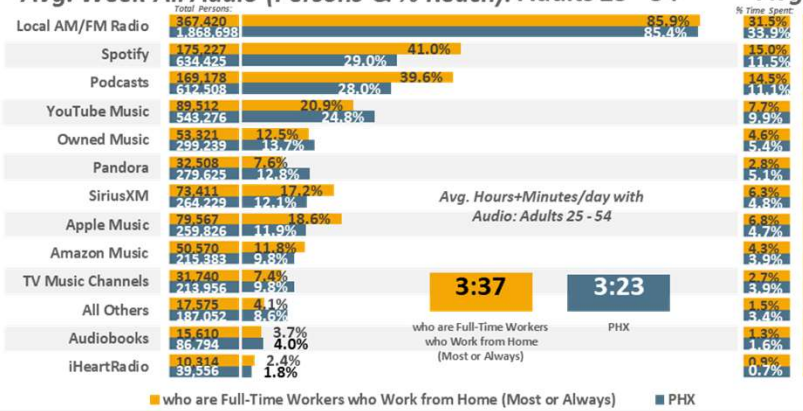
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

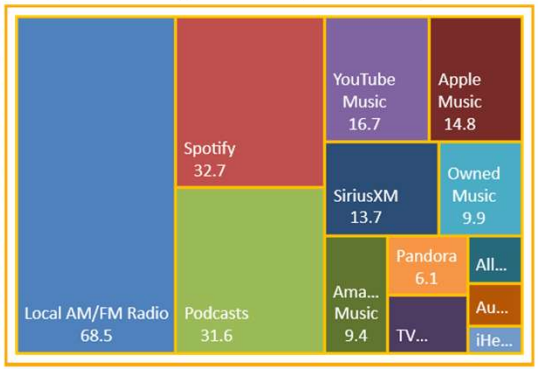


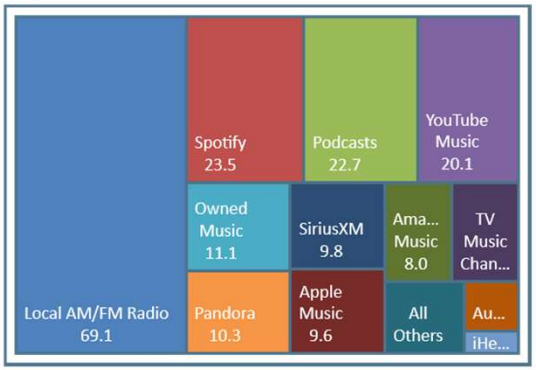
354,851 or 83.% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 54

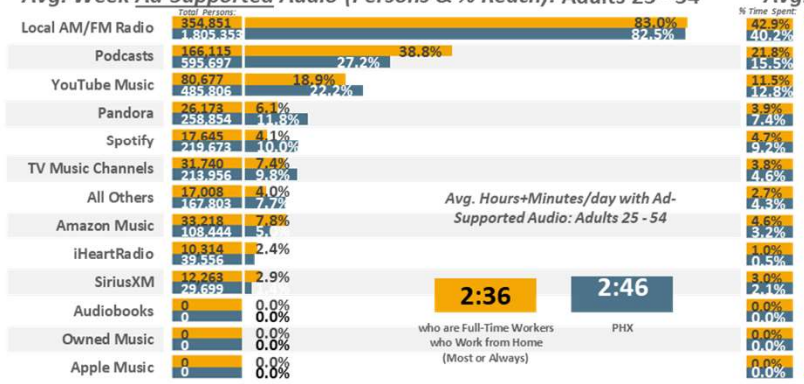


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

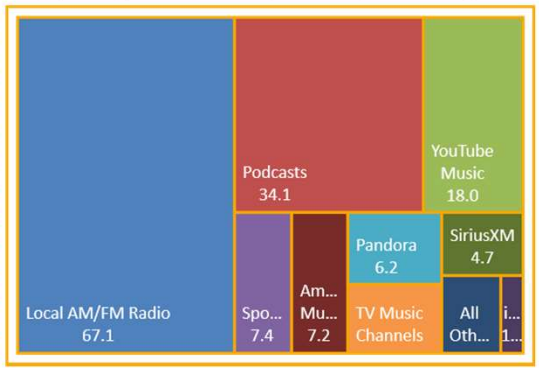


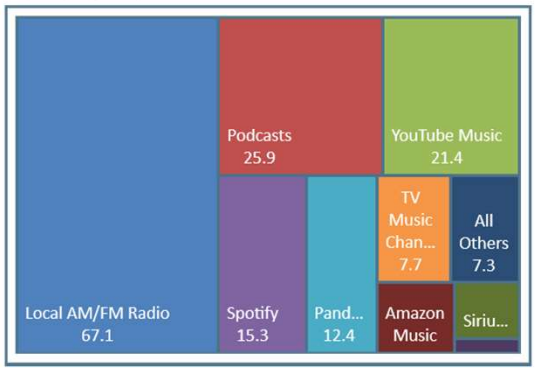


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

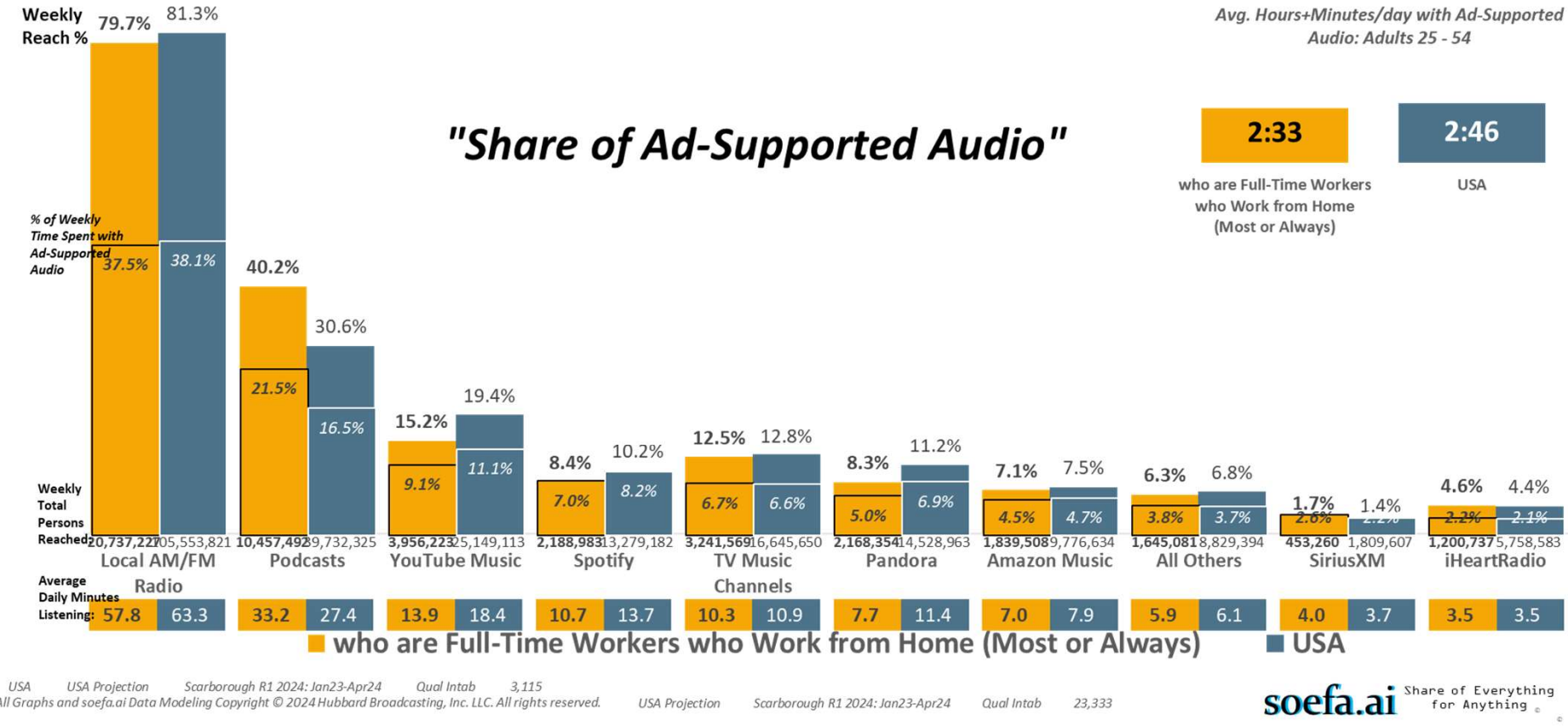
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



20,737,227 or 79.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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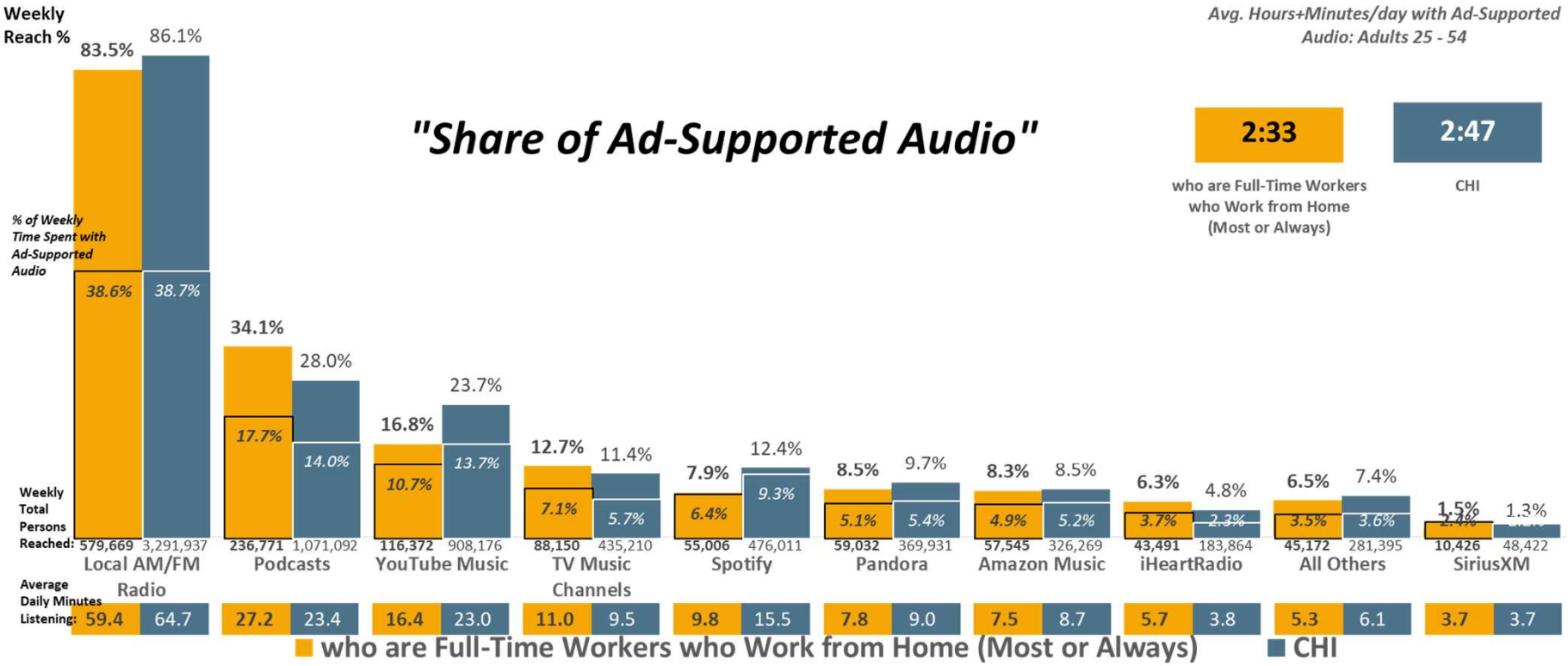
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



579,669 or 83.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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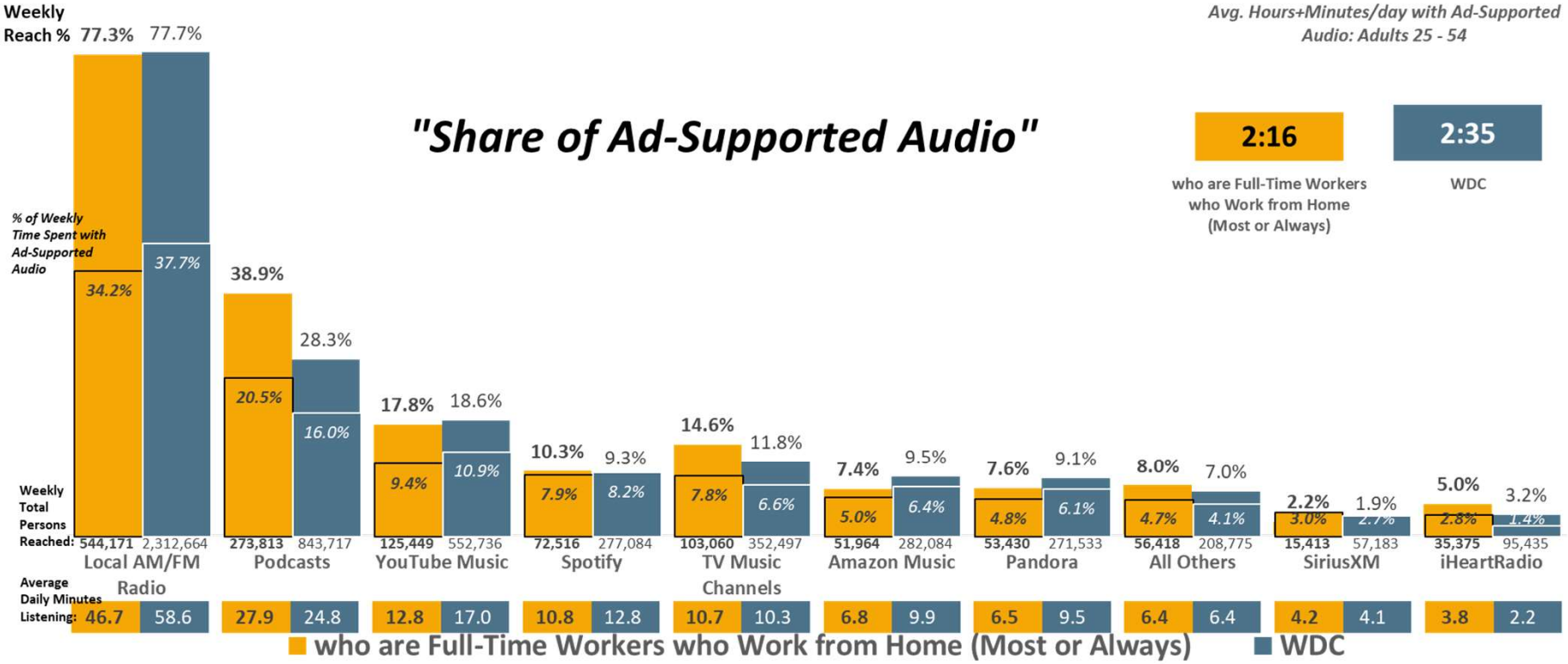
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

544,171 or 77.3% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 46.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

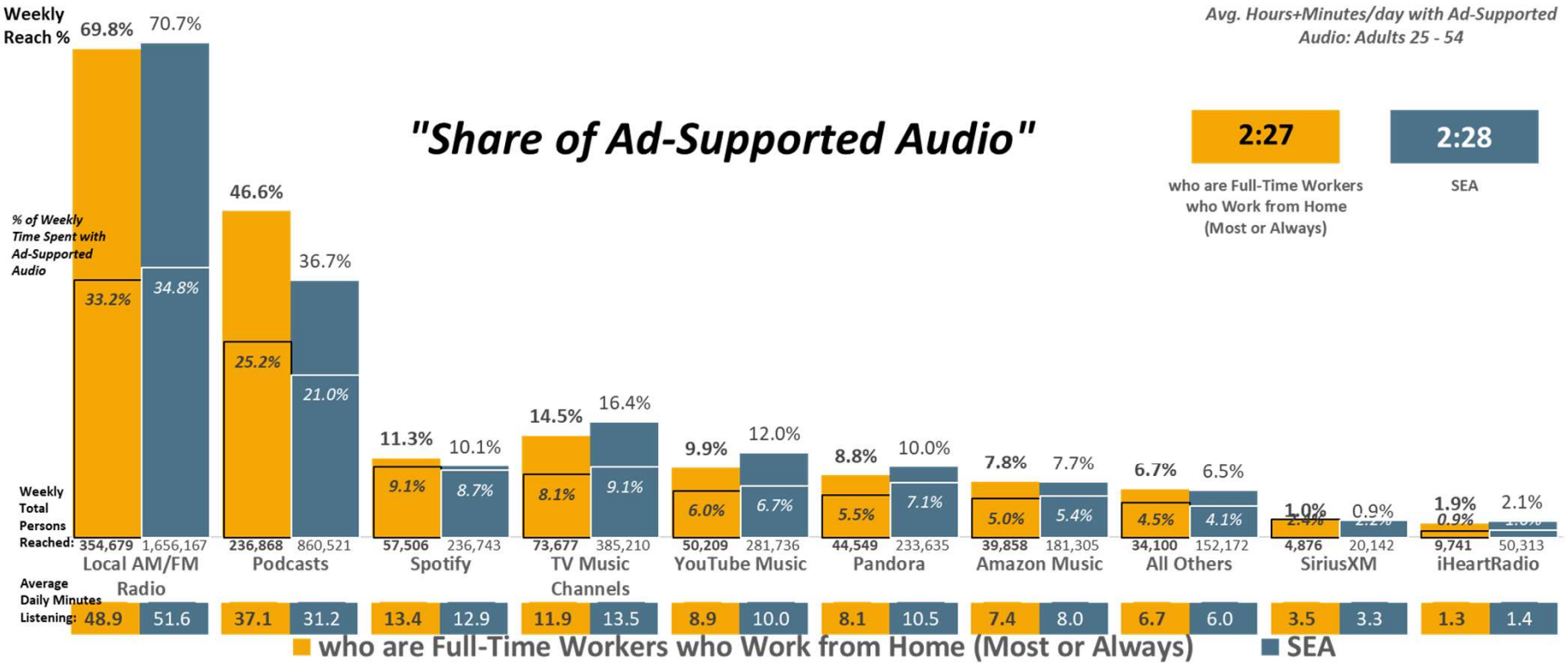
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



354,679 or 69.8% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 48.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

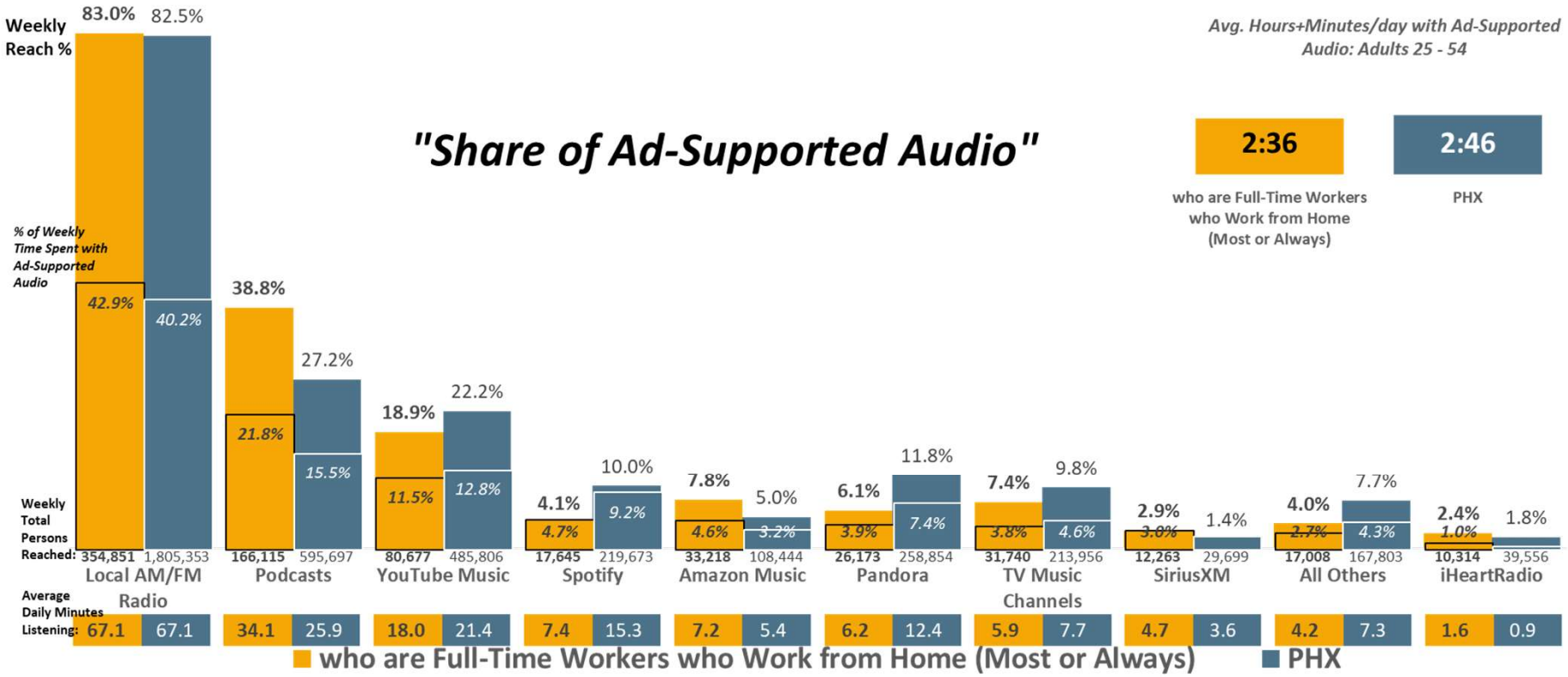
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



354,851 or 83.% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Amazon Music	Pandora	TV Music Channels	SiriusXM	All Others	iHeartRadio
Weekly Reach %	83.0%	38.8%	18.9%	4.1%	7.8%	6.1%	7.4%	2.9%	4.0%	2.4%
% of Weekly Time Spent with Ad-Supported Audio	42.9%	21.8%	11.5%	4.7%	4.6%	3.9%	3.8%	3.0%	2.7%	1.0%
Weekly Total Persons Reached:	354,851	166,115	80,677	17,645	33,218	26,173	31,740	12,263	17,008	10,314
Average Daily Minutes Listening:	67.1	34.1	18.0	7.4	7.2	6.2	5.9	4.7	4.2	1.6

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Amazon Music	Pandora	TV Music Channels	SiriusXM	All Others	iHeartRadio
Weekly Reach %	82.5%	27.2%	22.2%	10.0%	5.0%	11.8%	9.8%	1.4%	7.7%	1.8%
% of Weekly Time Spent with Ad-Supported Audio	40.2%	15.5%	12.8%	9.2%	3.2%	7.4%	4.6%		4.3%	
Weekly Total Persons Reached:	1,805,353	595,697	485,806	219,673	108,444	258,854	213,956	29,699	167,803	39,556
Average Daily Minutes Listening:	67.1	25.9	21.4	15.3	5.4	12.4	7.7	3.6	7.3	0.9

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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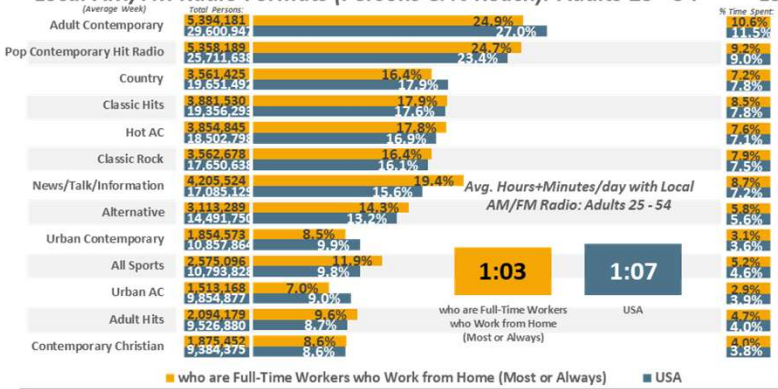
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

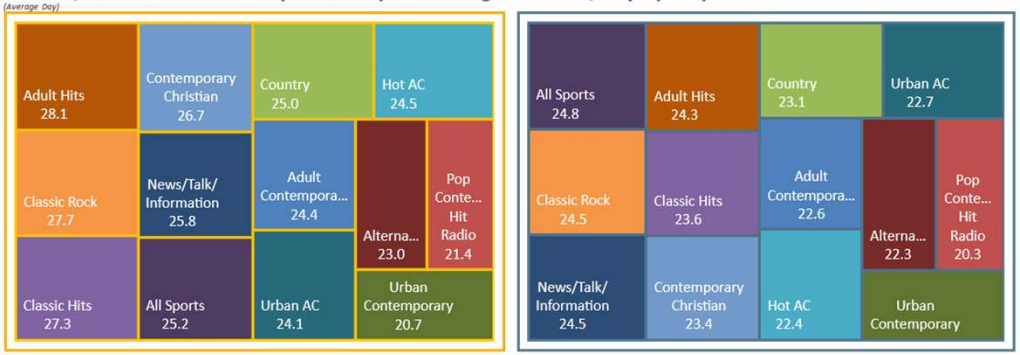


20,737,227 or 79.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Classic Rock.

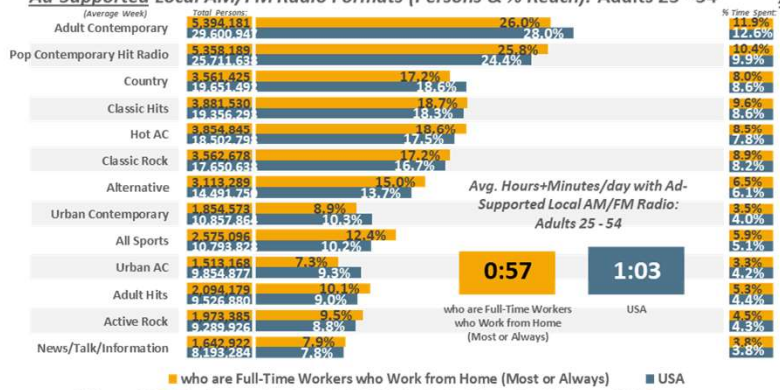
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



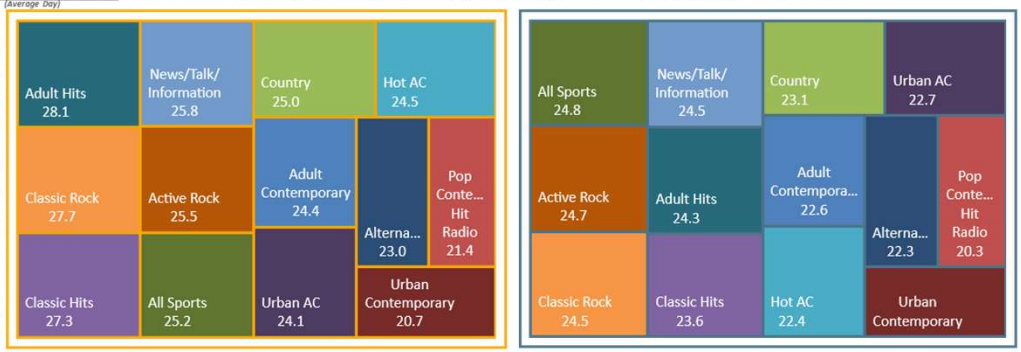
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

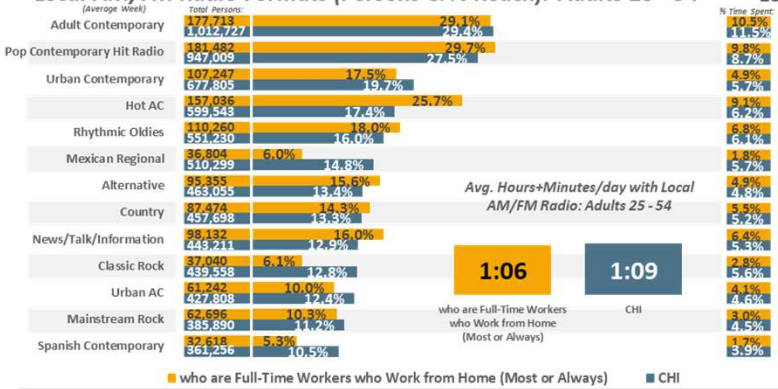
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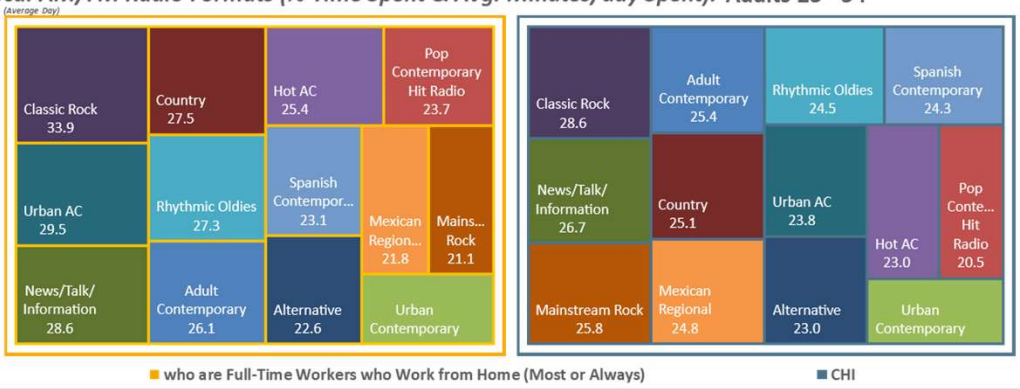


579,669 or 83.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Rhythmic Oldies, and Urban Contemporar

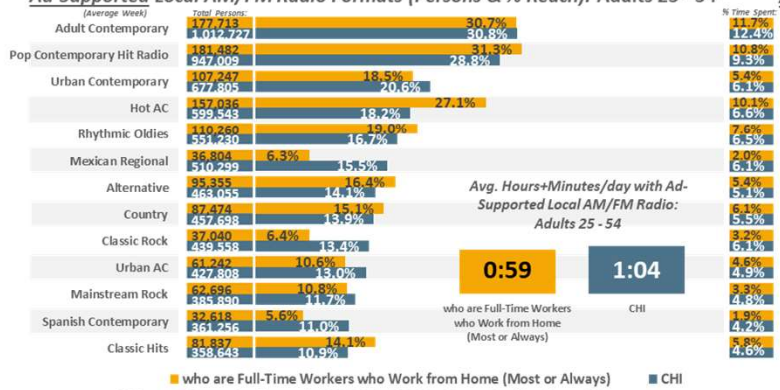
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



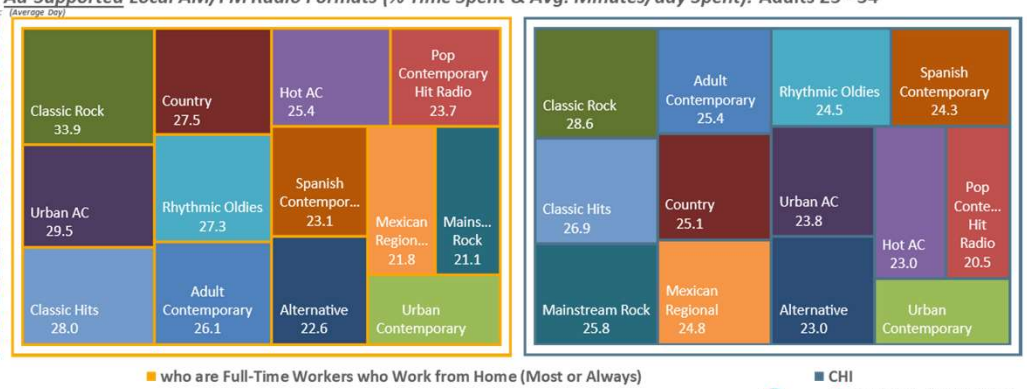
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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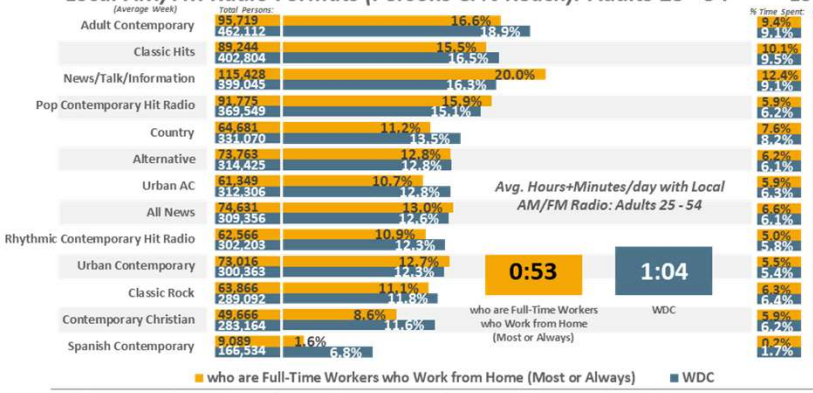
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



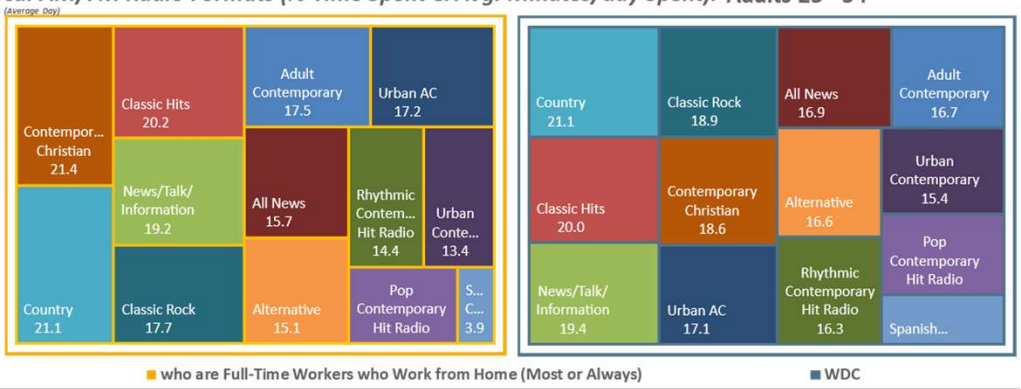
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

544,171 or 77.3% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, All News, and Alternative.

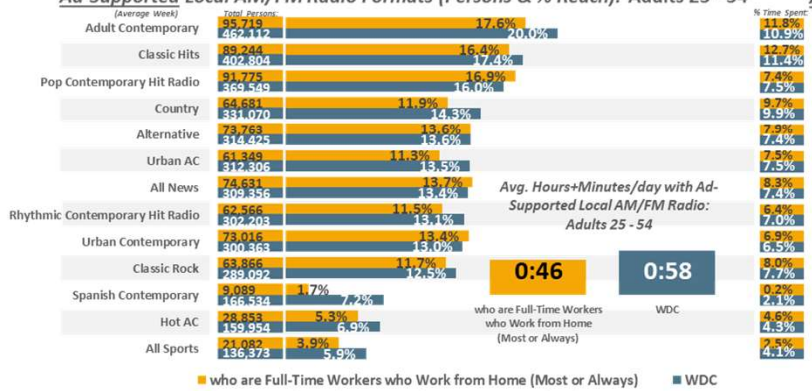
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



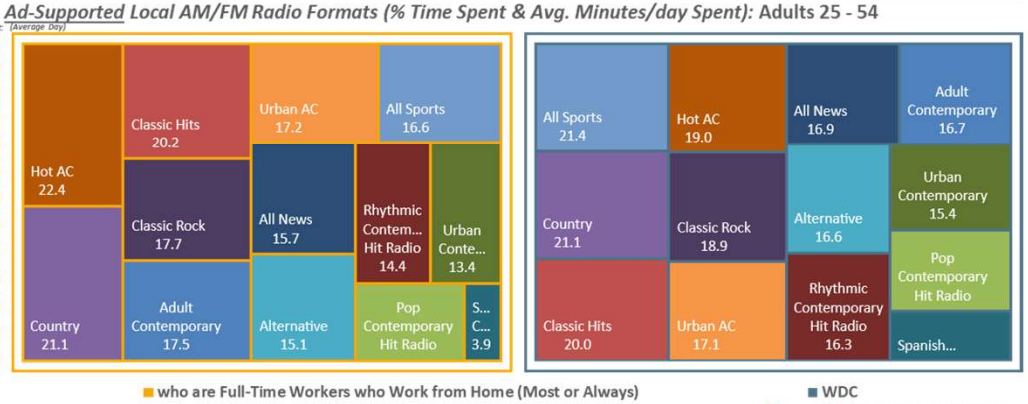
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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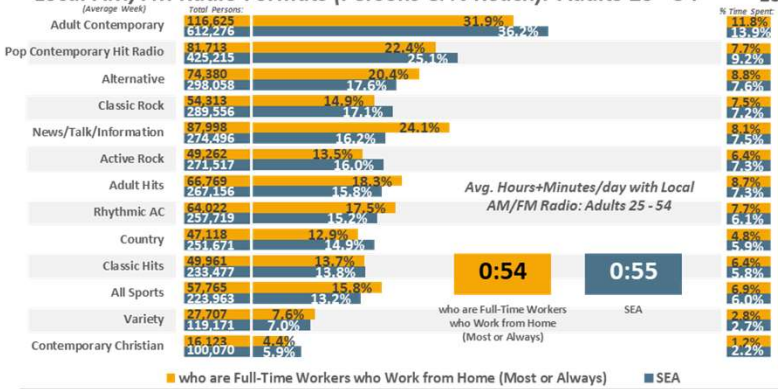
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

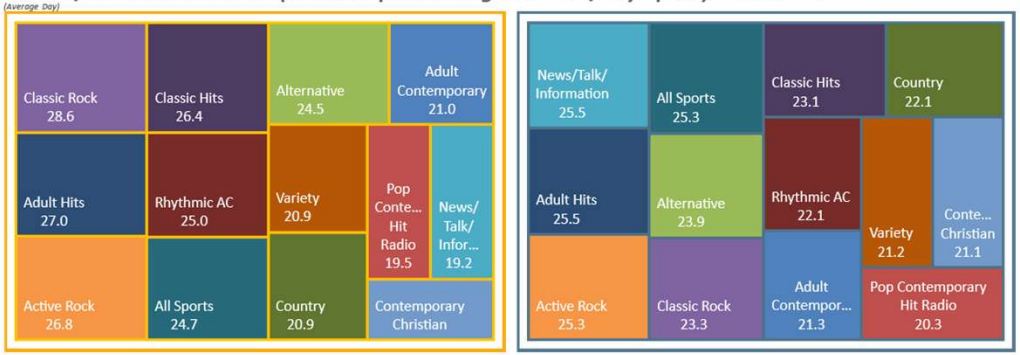


354,679 or 69.8% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Adult Hits, and Rhythmic AC.

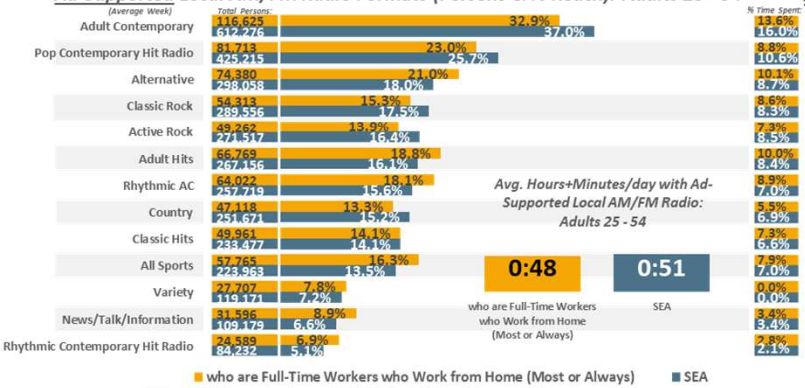
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



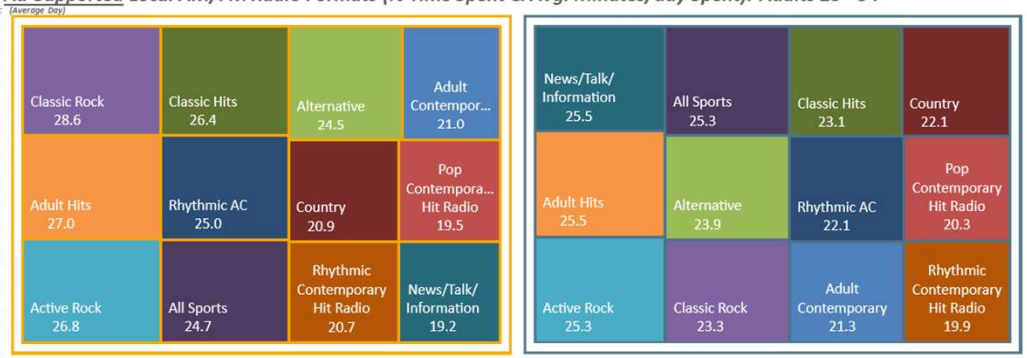
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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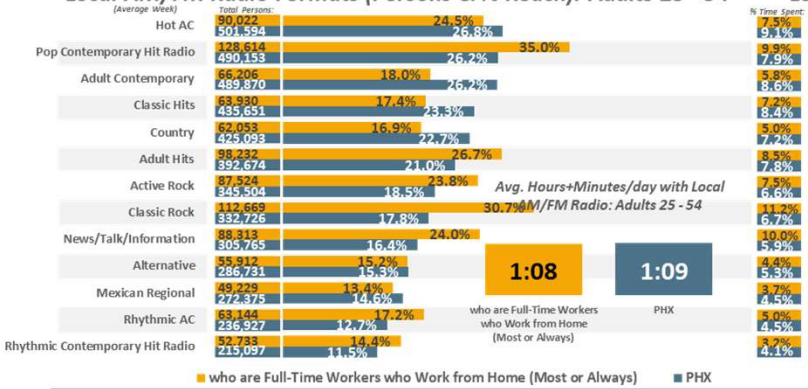
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

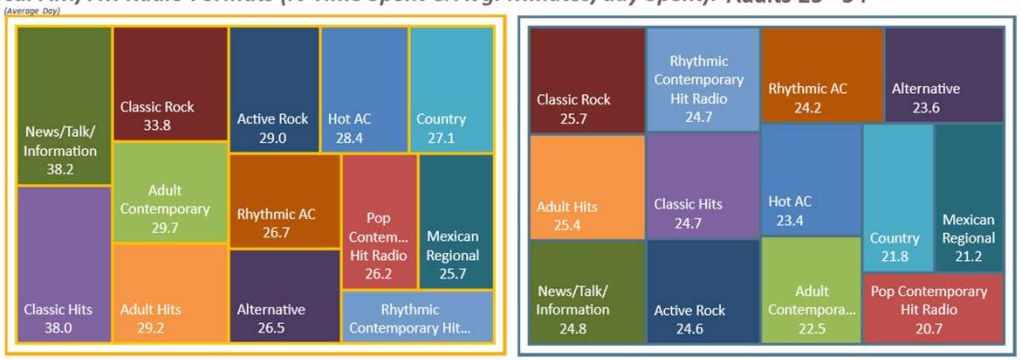


354,851 or 83.% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, Adult Hits, Hot AC, and Active Rock.

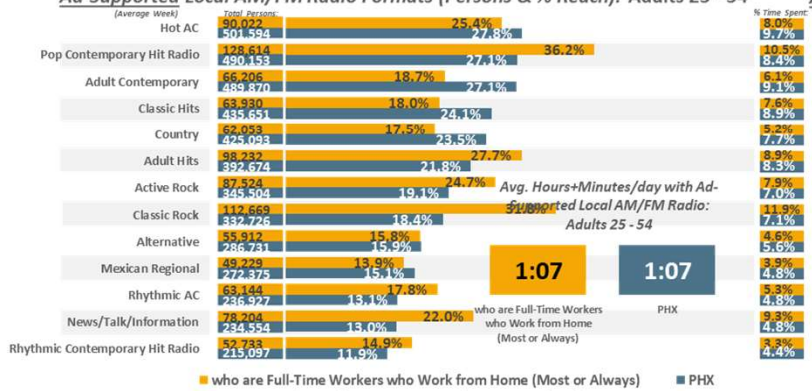
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



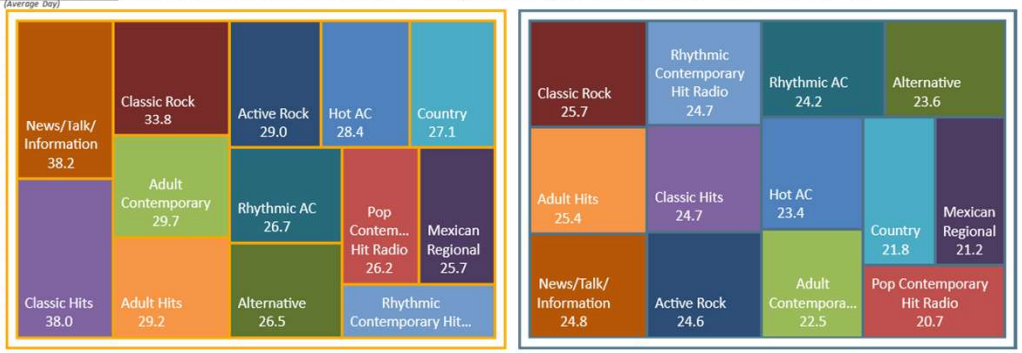
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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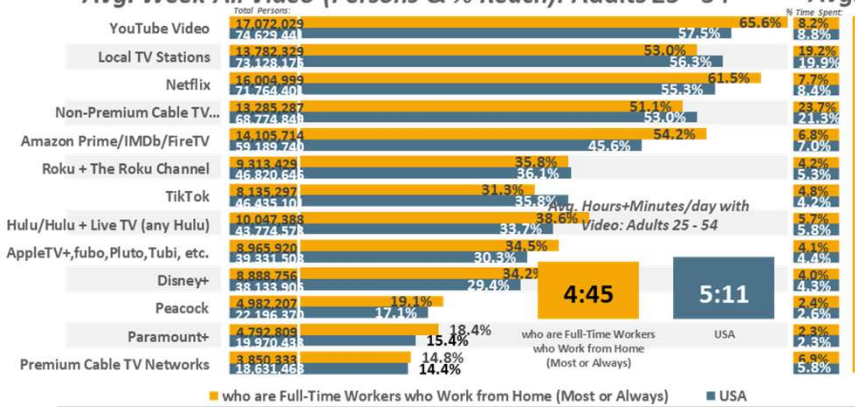
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

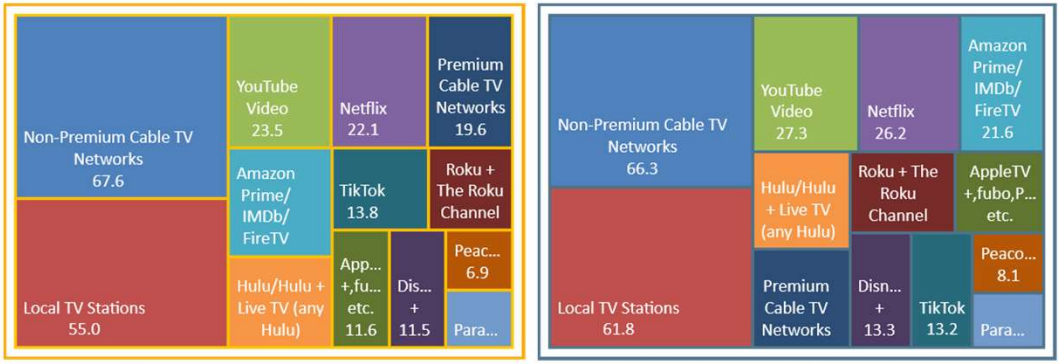


13,649,125 or 52.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 52.9 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

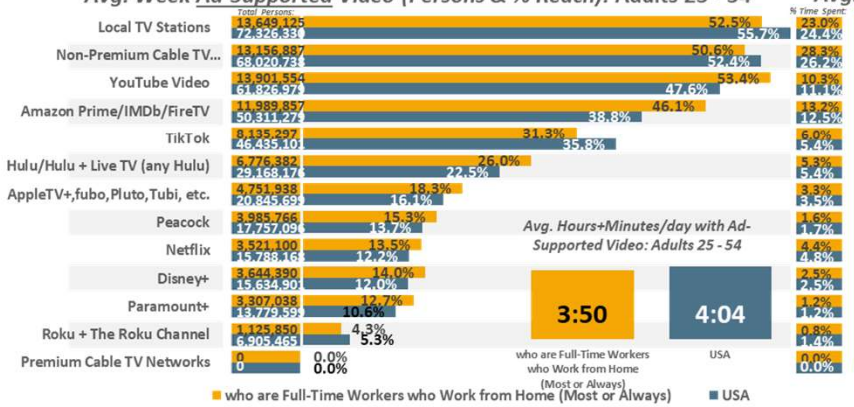


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

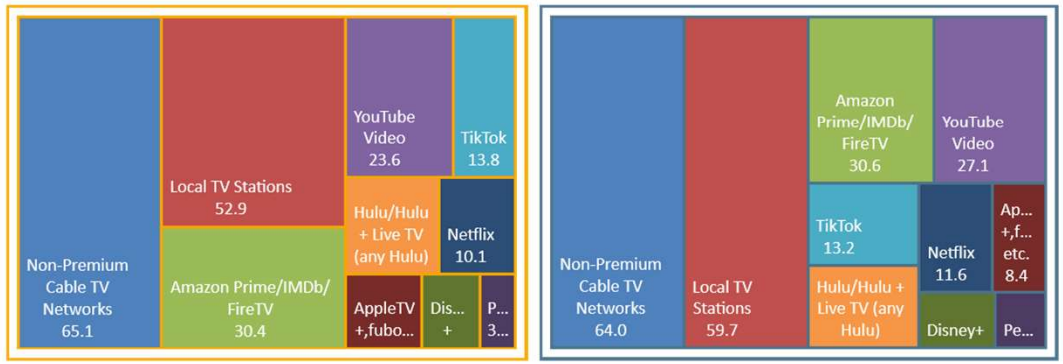


who are Full-Time Workers who Work from Home (Most or Always) ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



who are Full-Time Workers who Work from Home (Most or Always) ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

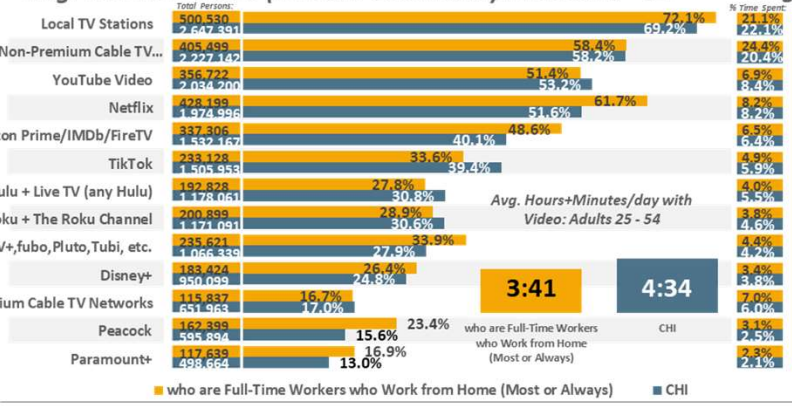
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

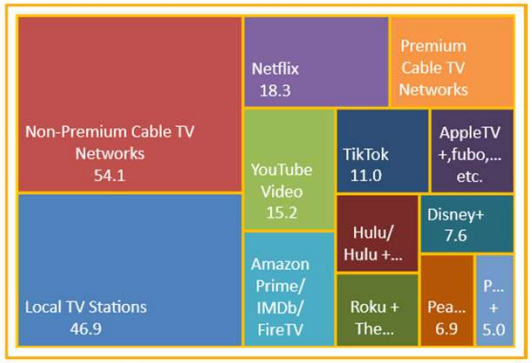


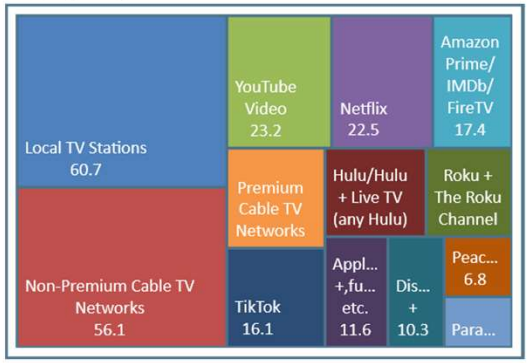
496,322 or 71.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 44.2 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

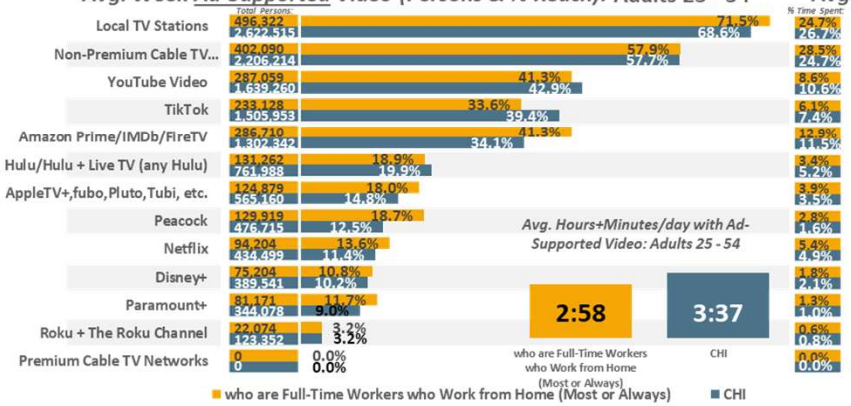


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

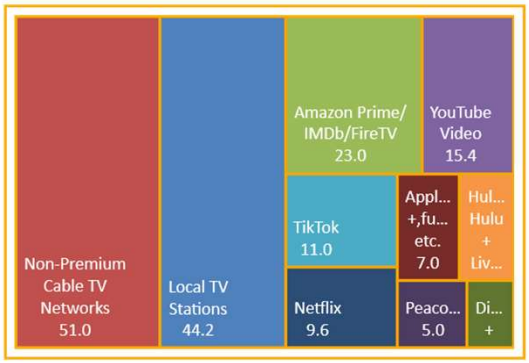


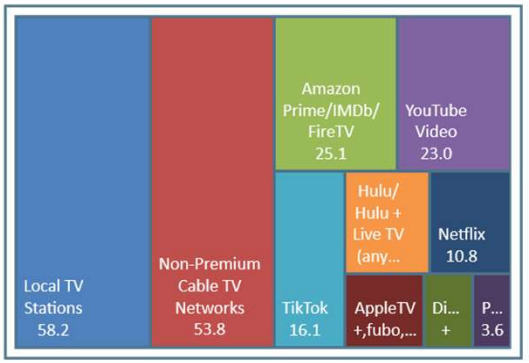


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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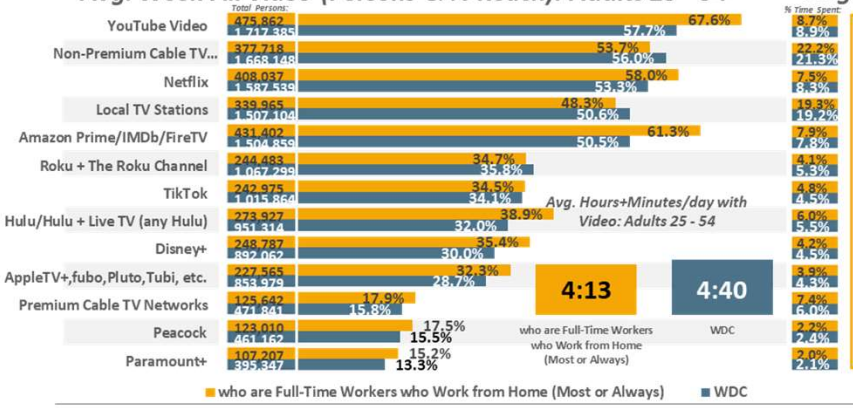
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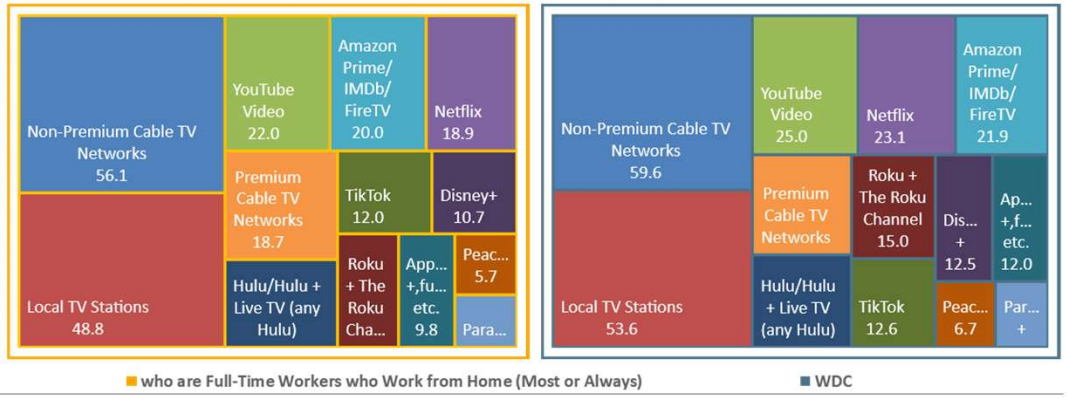
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

337,192 or 47.9% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 46.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.

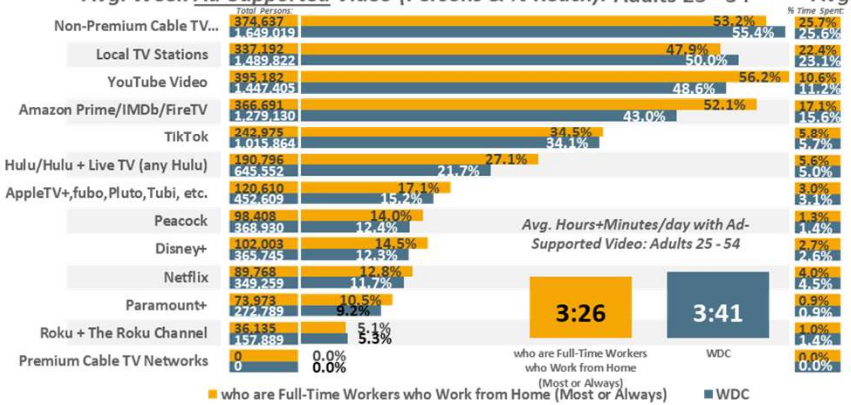
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



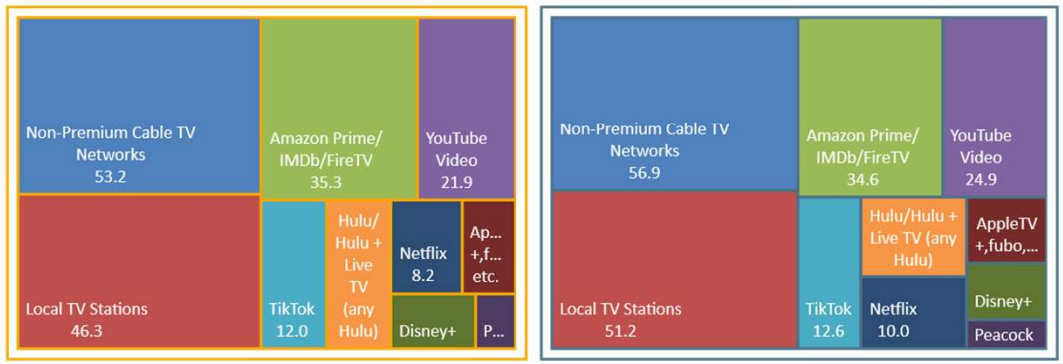
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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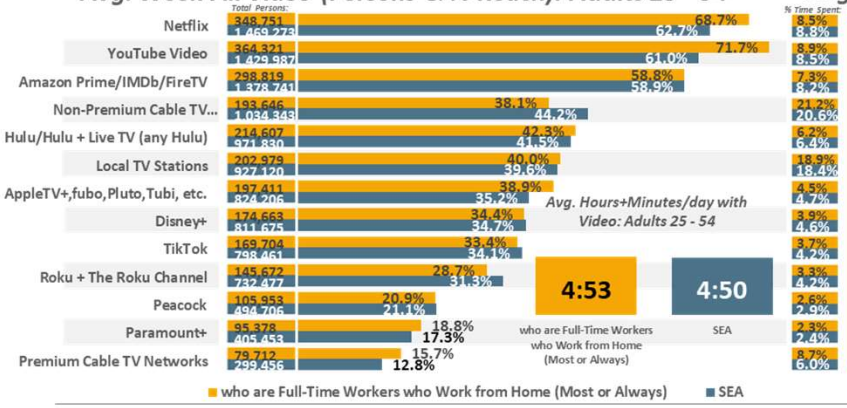
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

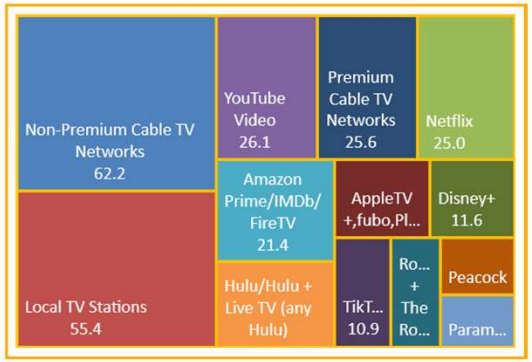


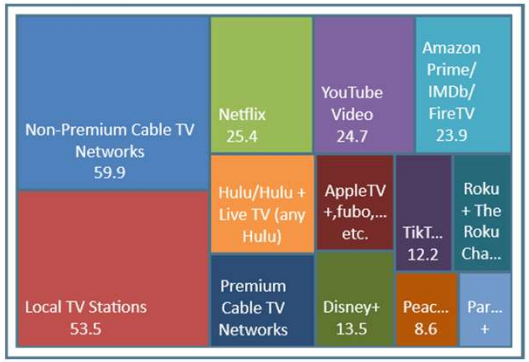
201,704 or 39.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 53.5 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

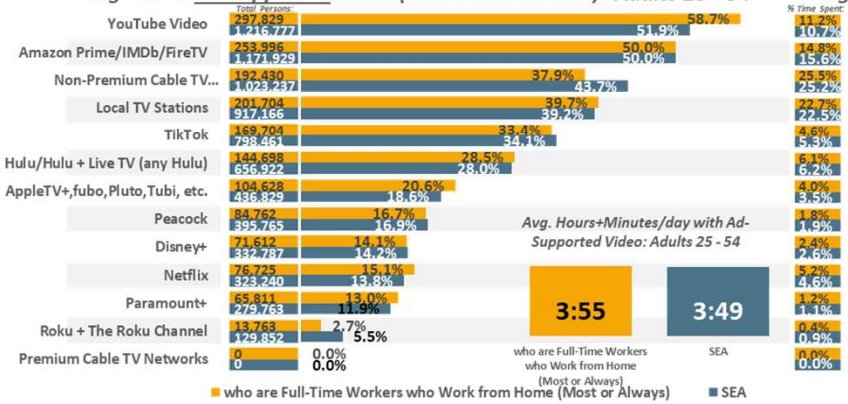


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

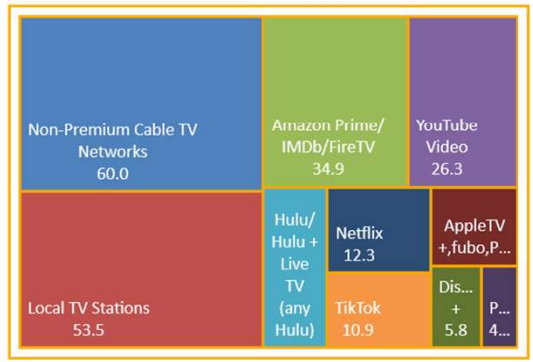


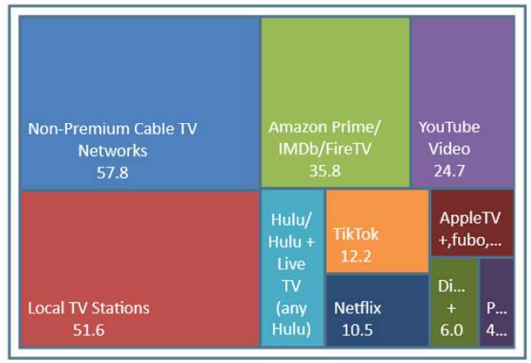


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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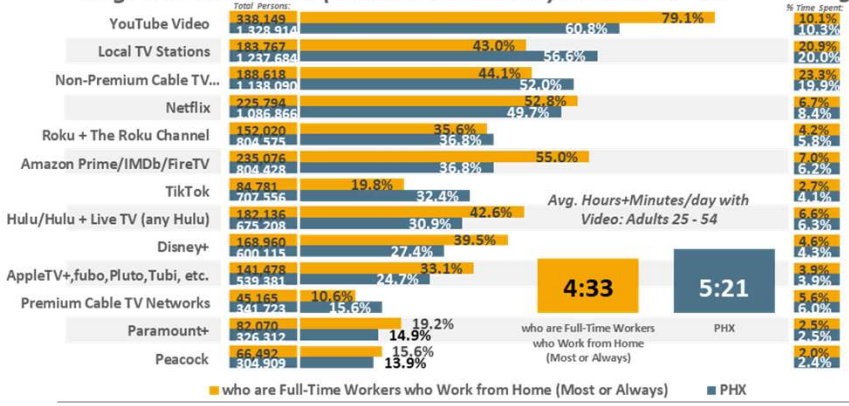
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

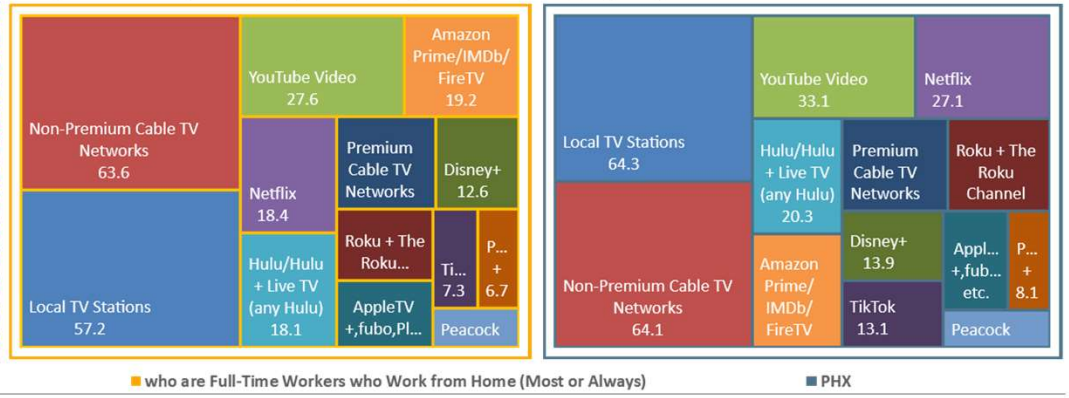


180,199 or 42.1% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 56.5 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

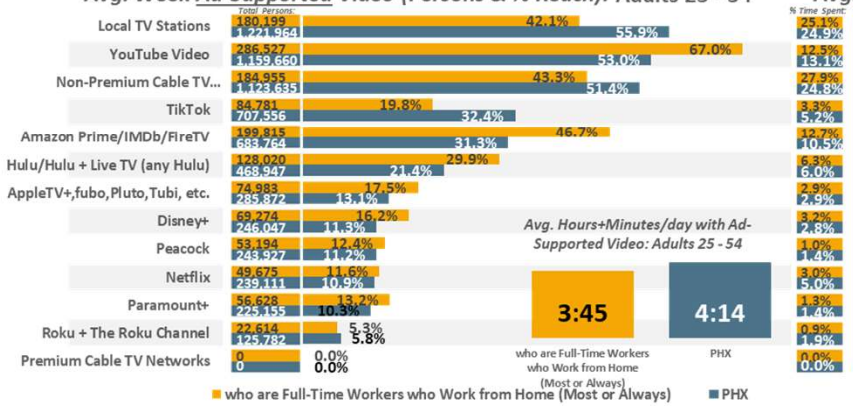
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



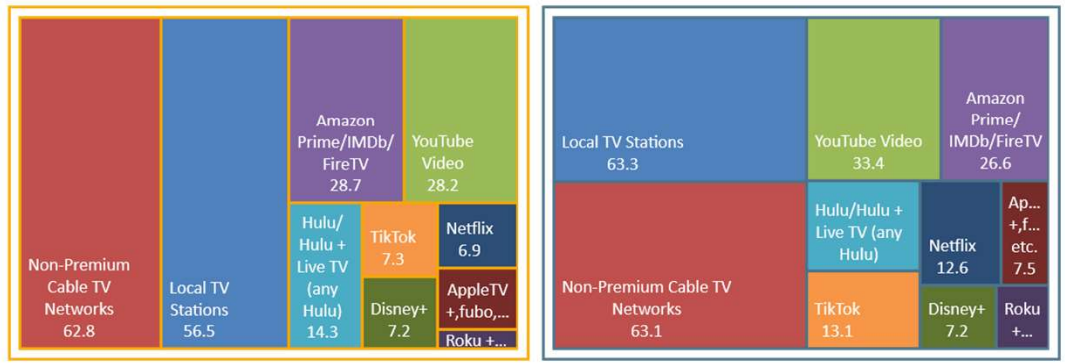
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

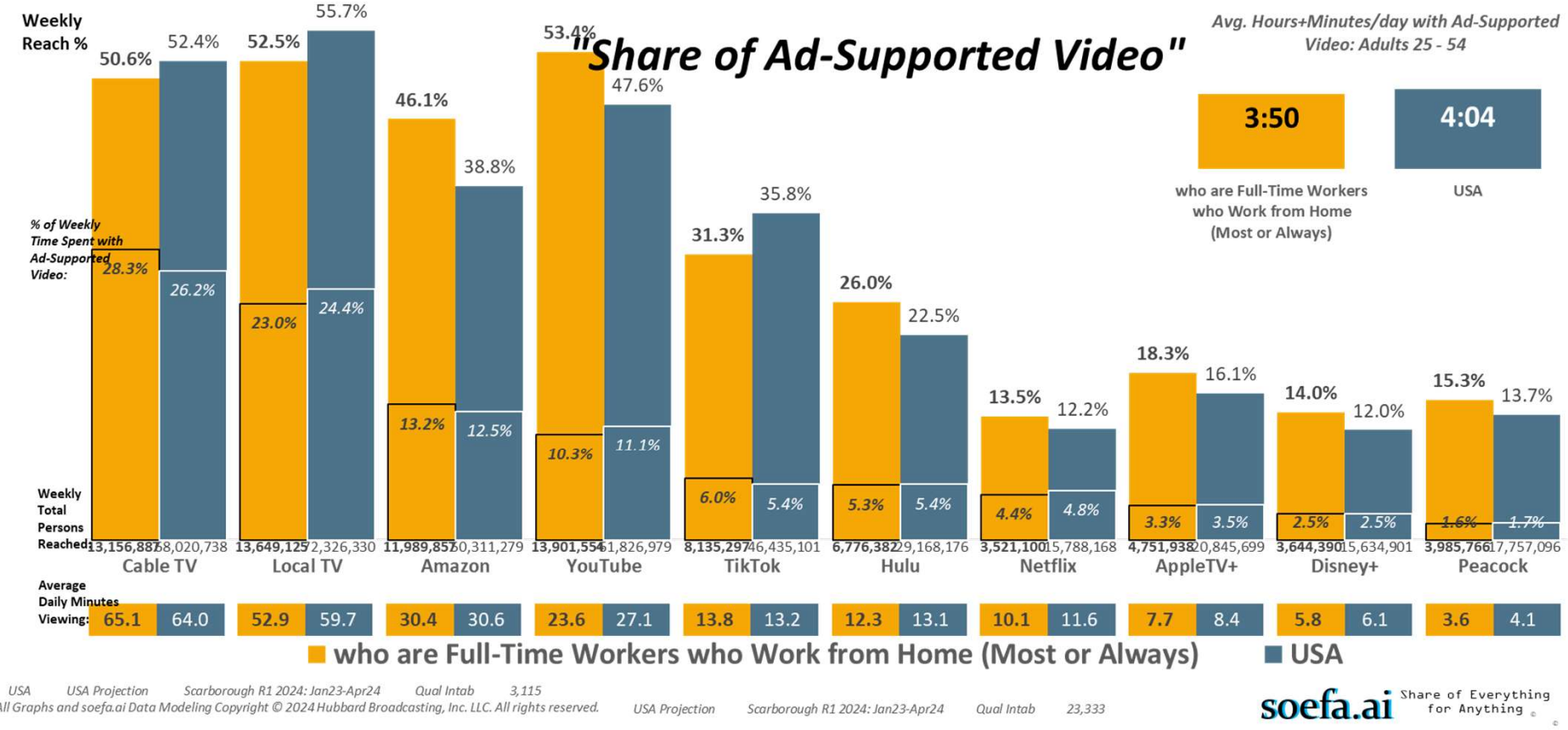
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



13,649,125 or 52.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 52.9 minutes every day representing 23.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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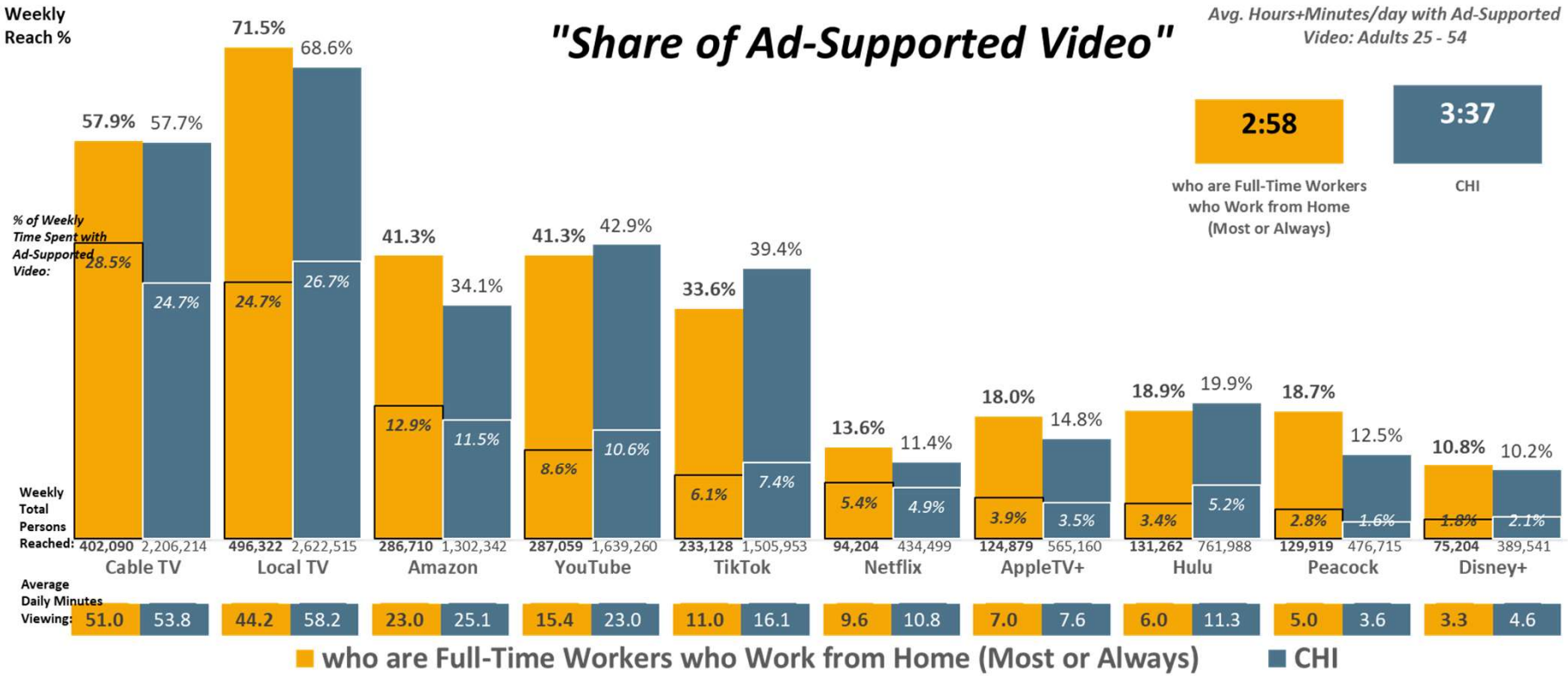
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



496,322 or 71.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 44.2 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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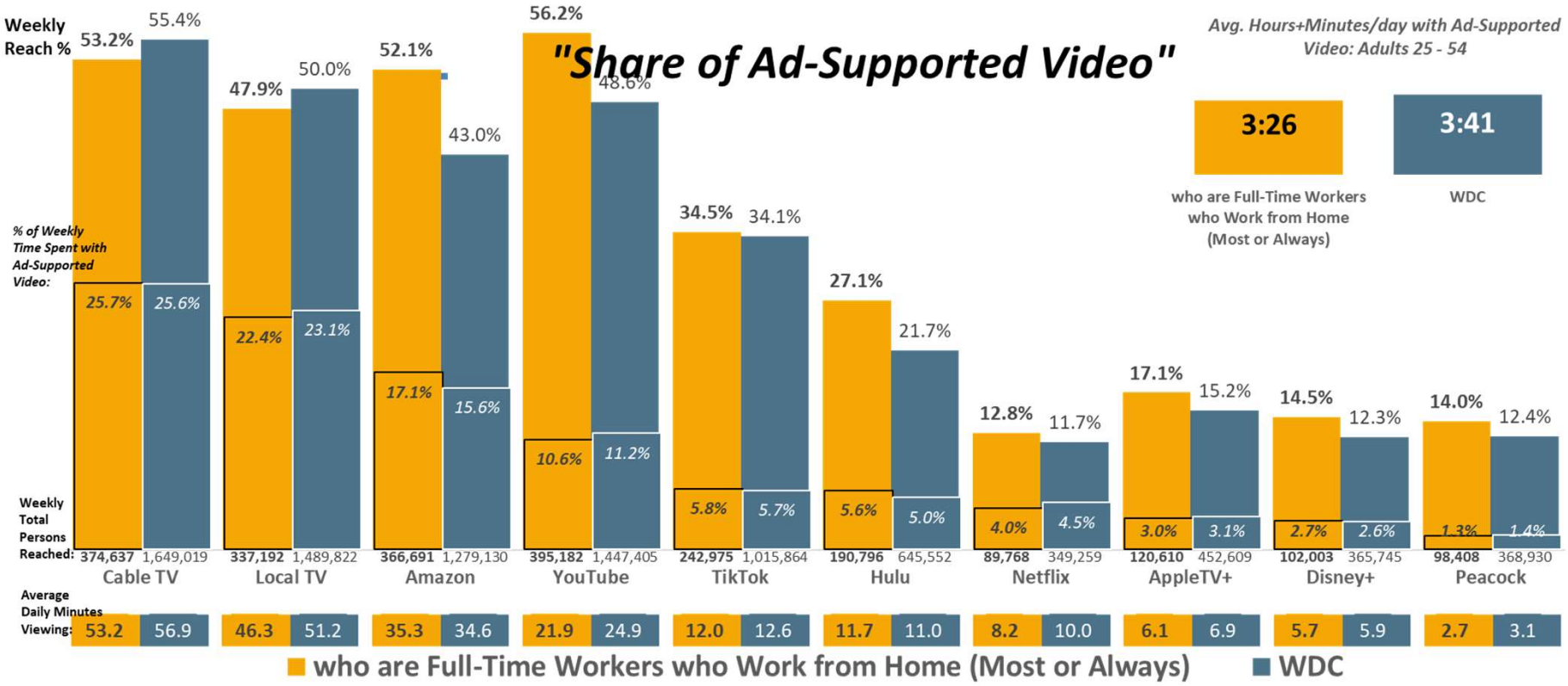
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

337,192 or 47.9% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 46.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

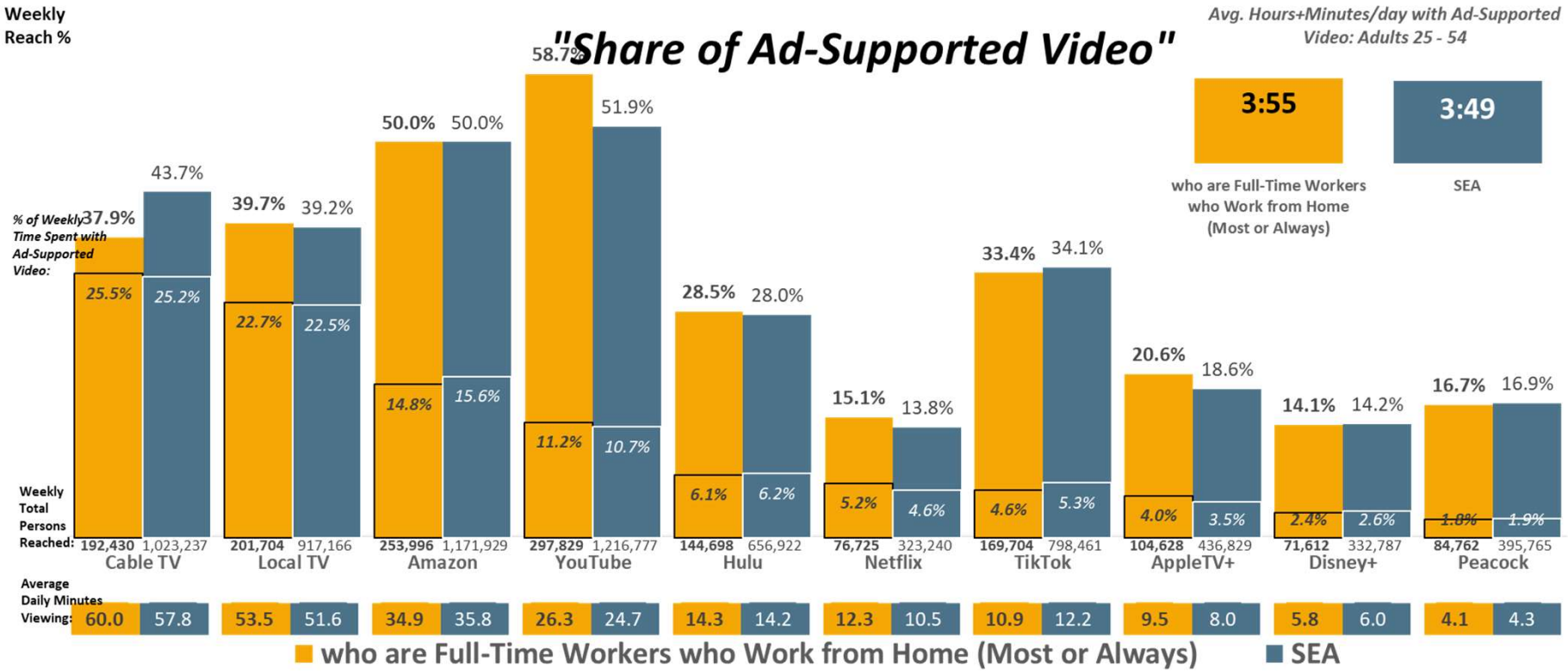
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



201,704 or 39.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 53.5 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

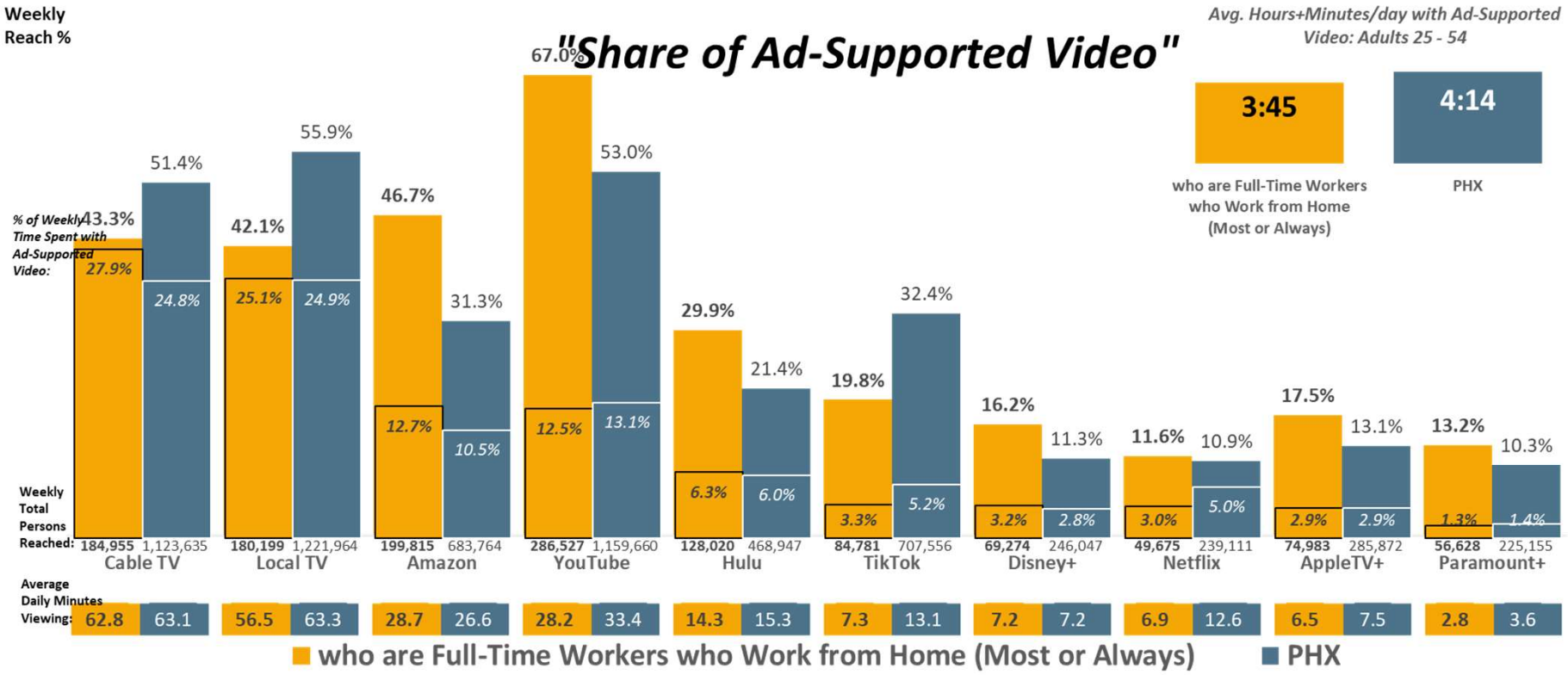
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



180,199 or 42.1% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations for an average of 56.5 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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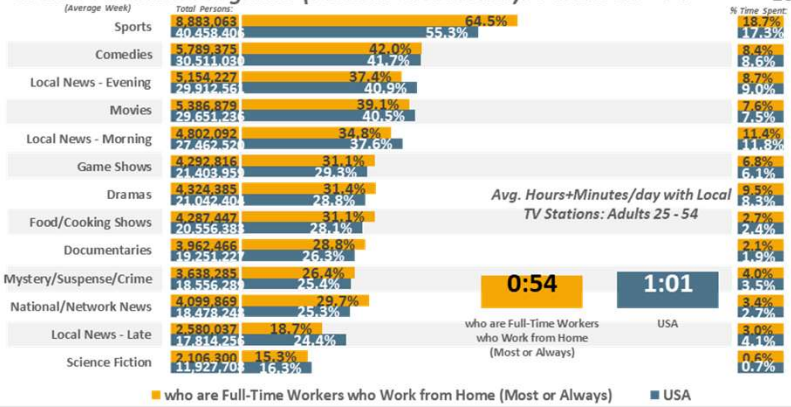
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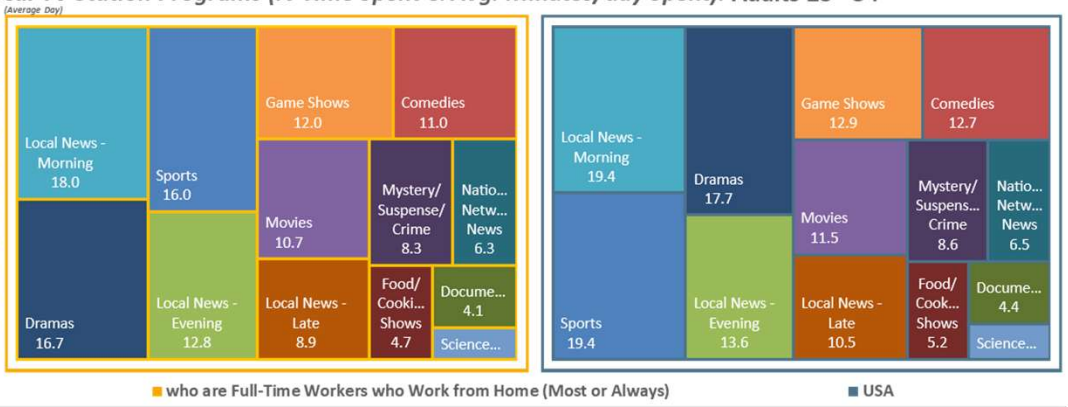


13,649,125 or 52.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Game Shows.

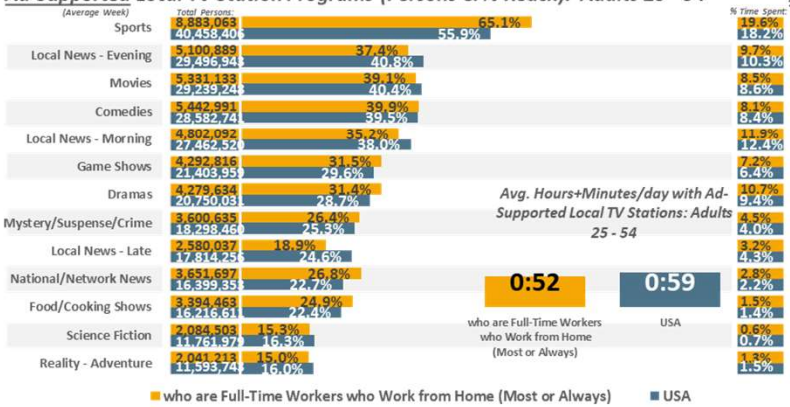
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



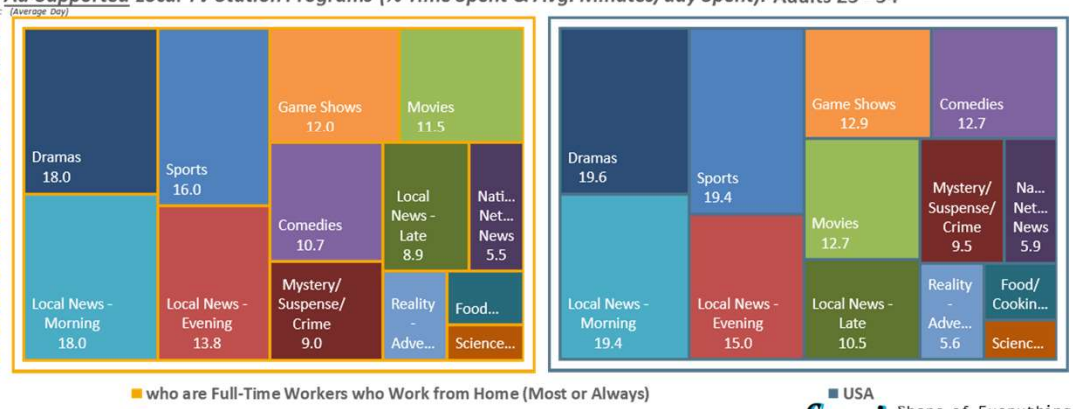
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

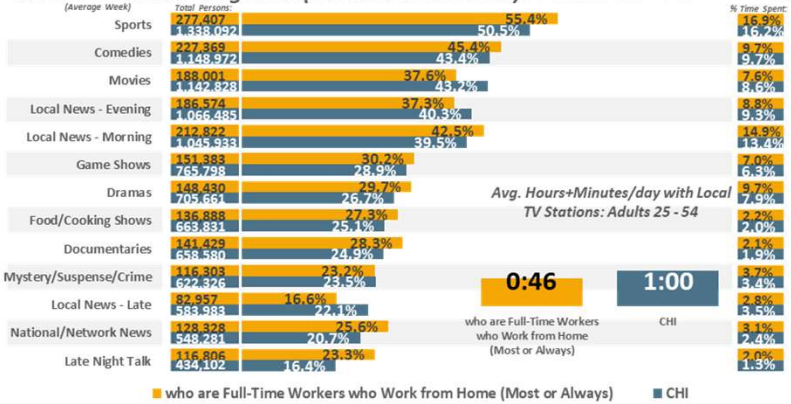
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

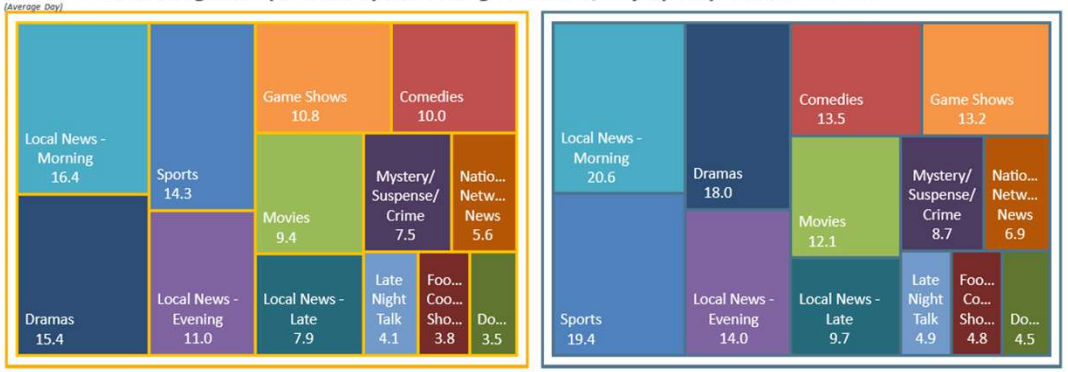


496,322 or 71.5% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Movies, Local News - Evening, and Game Shows.

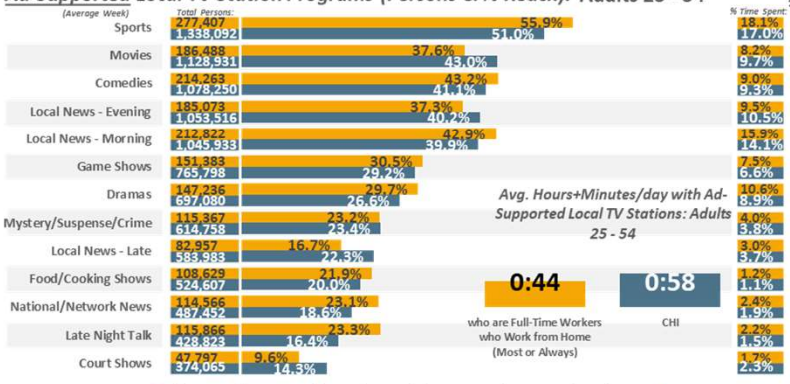
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



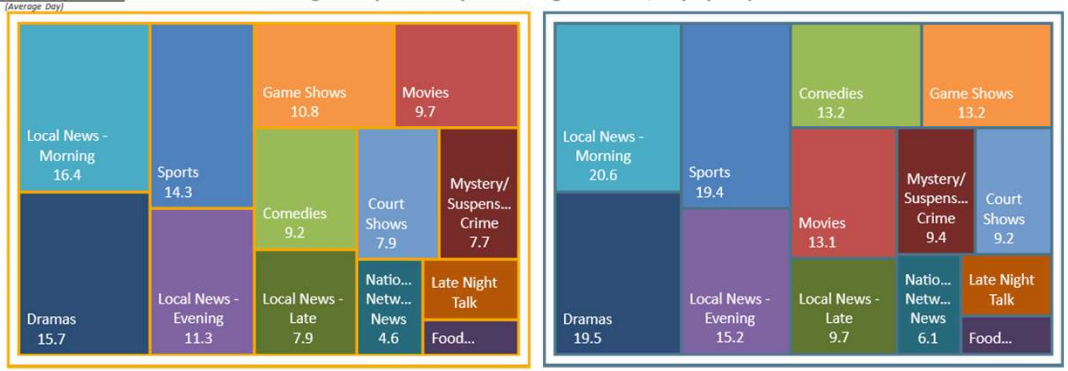
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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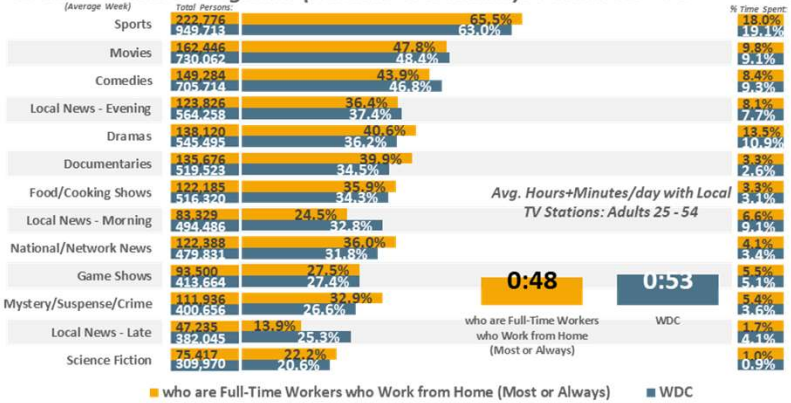
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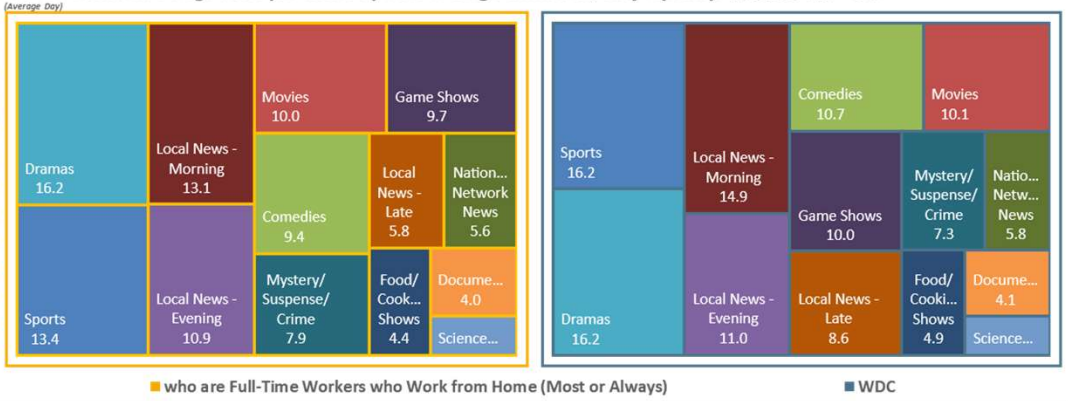
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

337,192 or 47.9% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Dramas, Local News - Evening, and Mystery/Suspense/Crime.

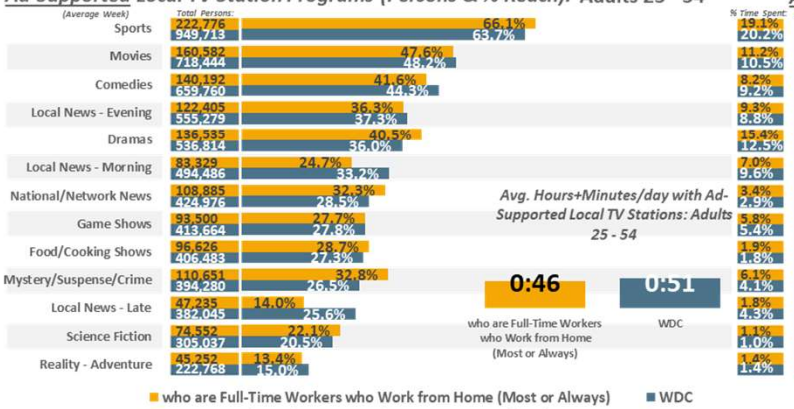
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



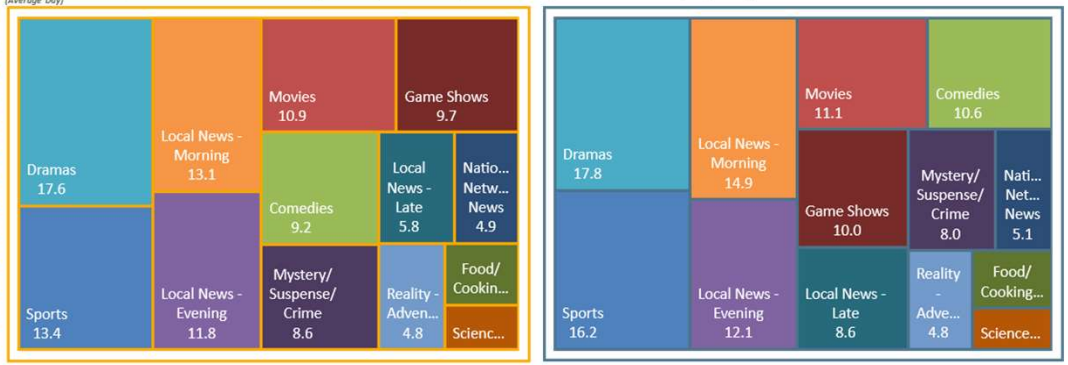
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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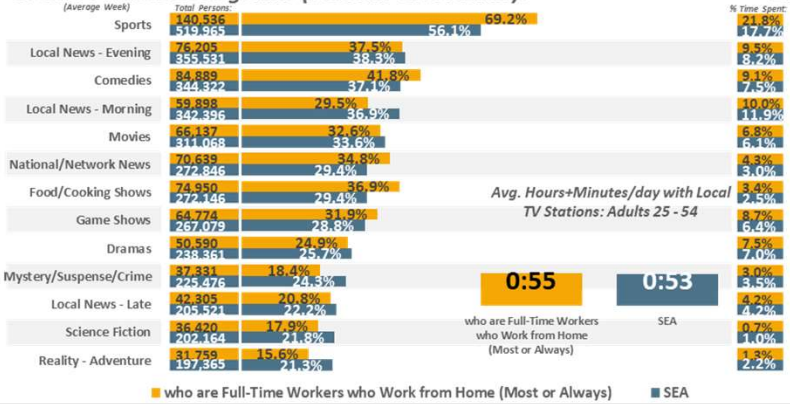
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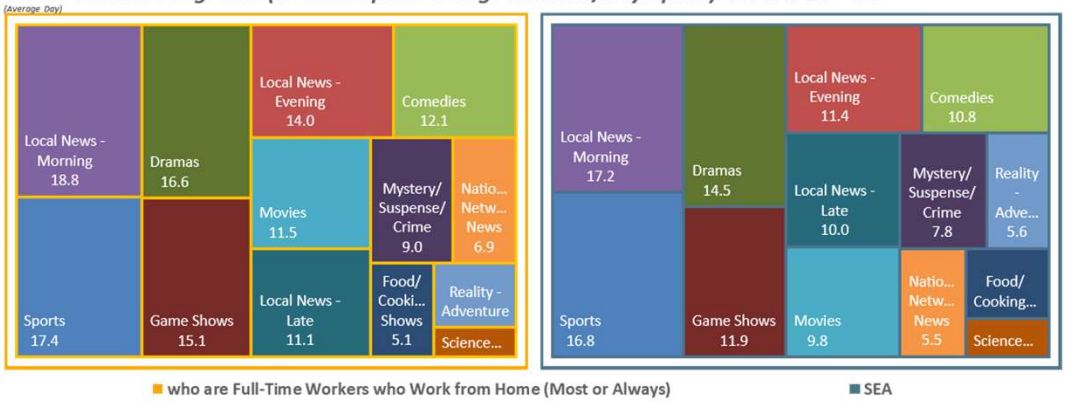


201,704 or 39.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Game Shows, and National/Network News.

Local TV Station Programs (Persons & % Reach): Adults 25 - 54



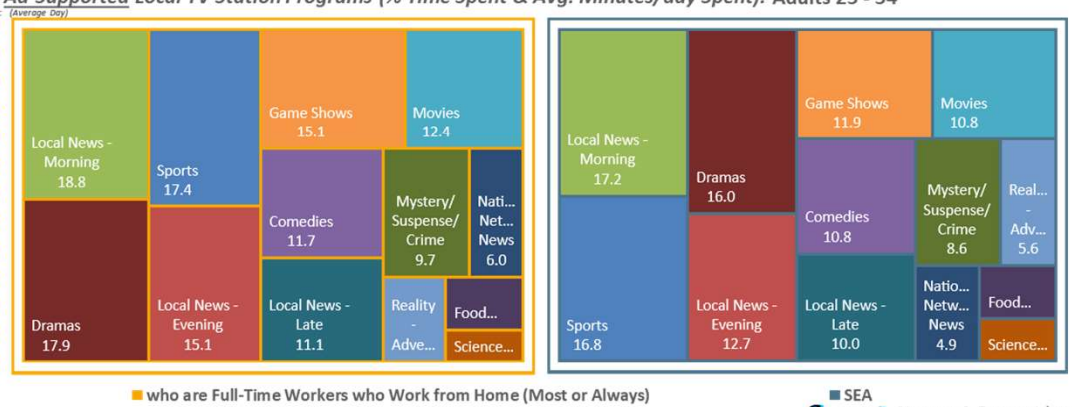
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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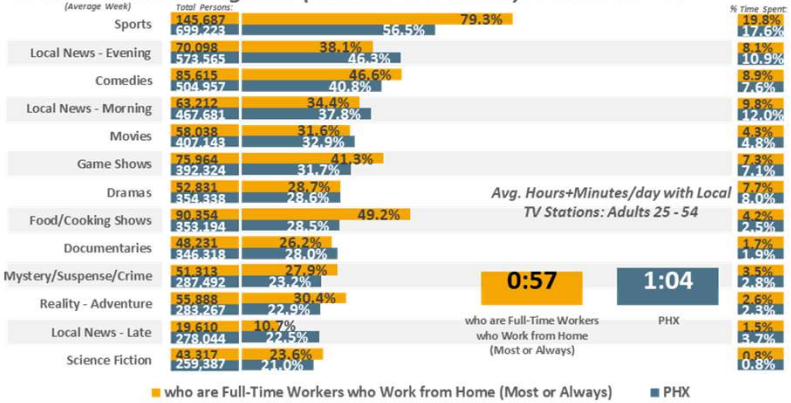
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

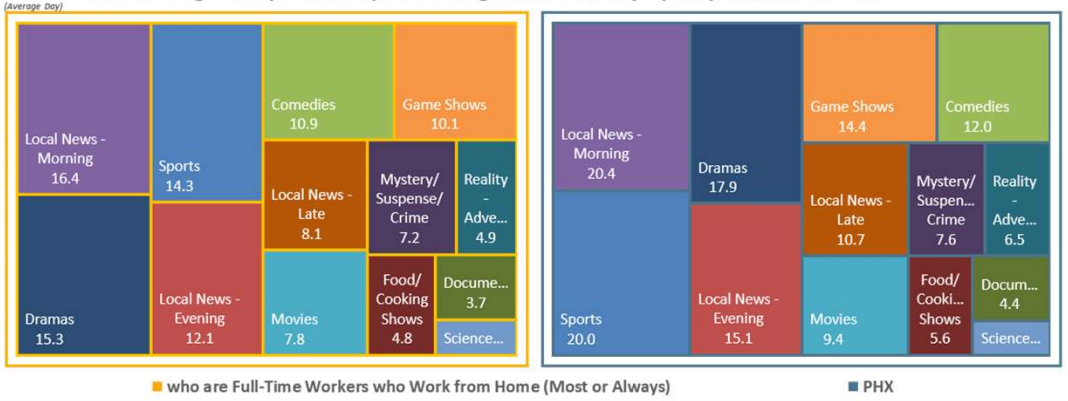


180,199 or 42.1% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Food/Cooking Shows, Local News - Evening, and Local News - Morning.

Local TV Station Programs (Persons & % Reach): Adults 25 - 54



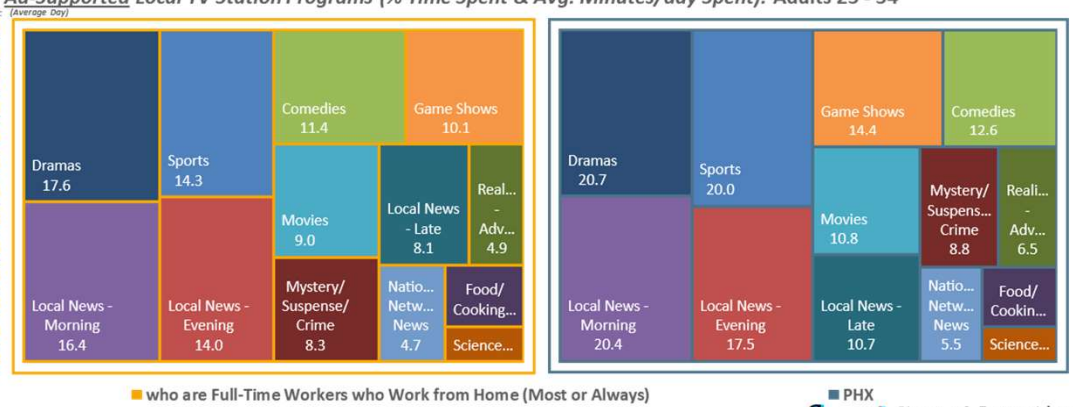
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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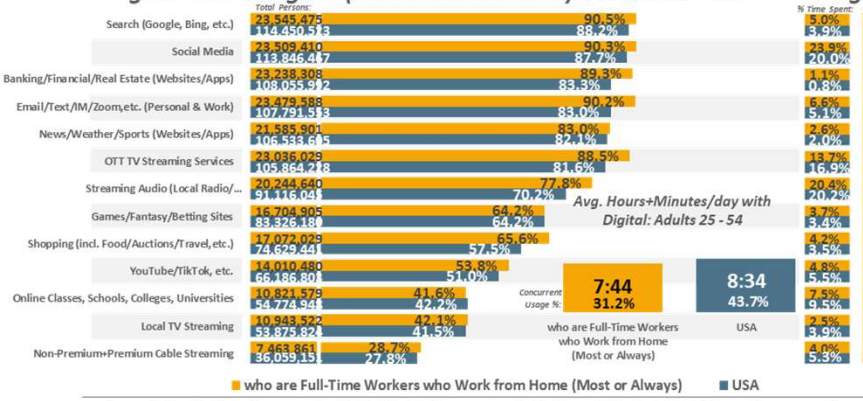
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

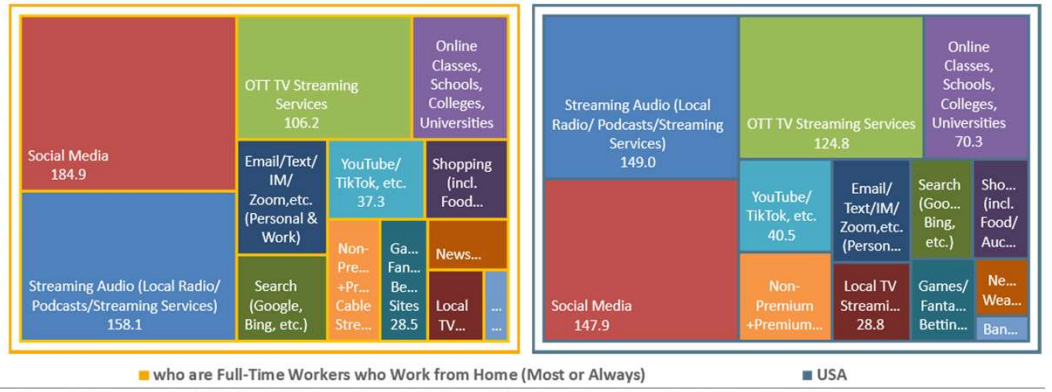


20,504,777 or 78.8% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

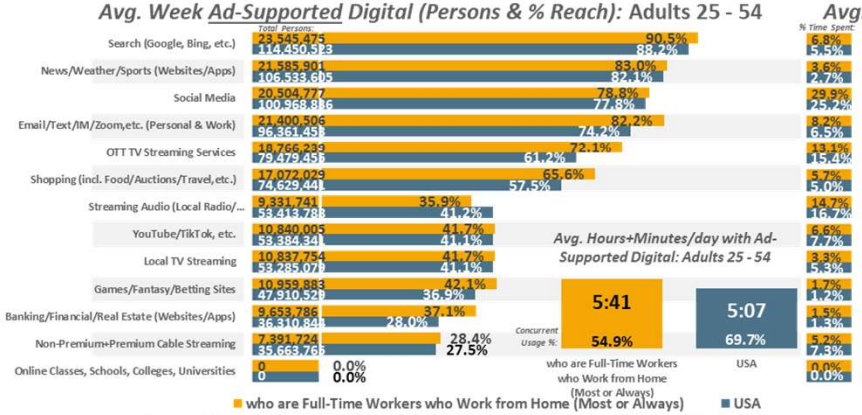
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



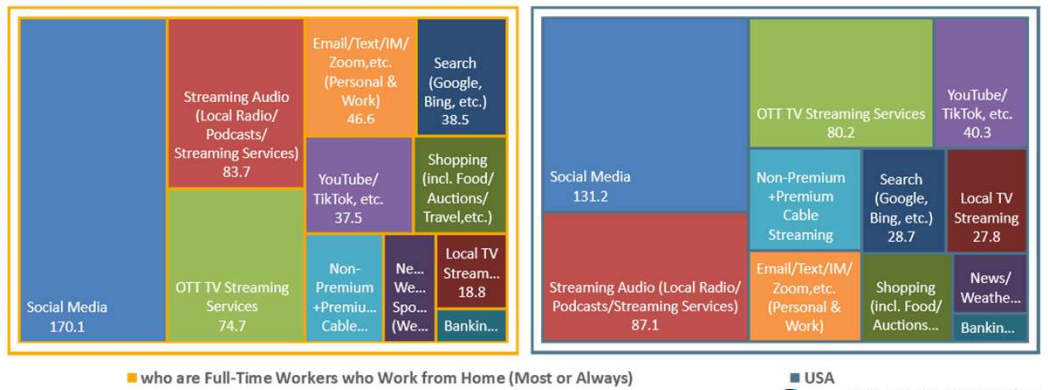
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

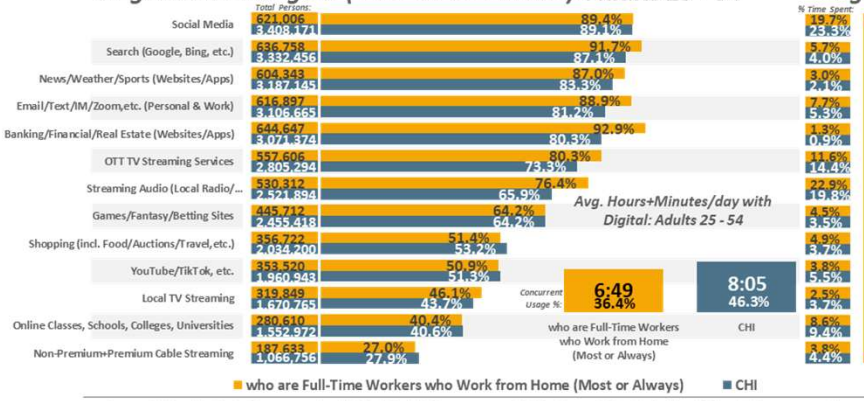
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

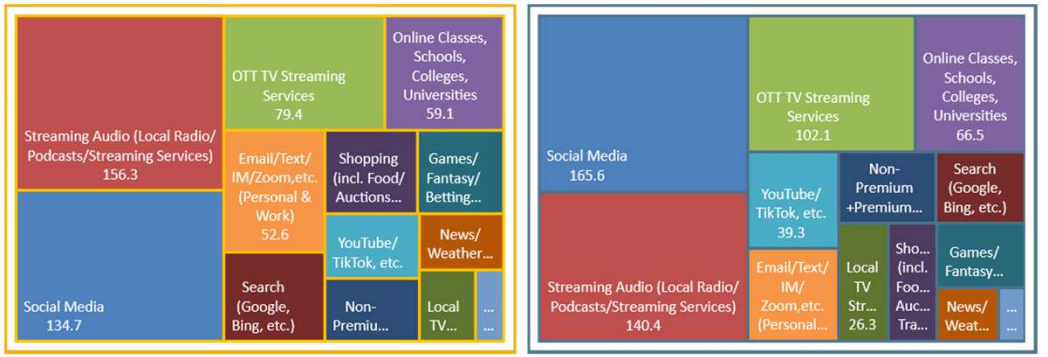


560,198 or 80.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Social Media for an average of 123.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

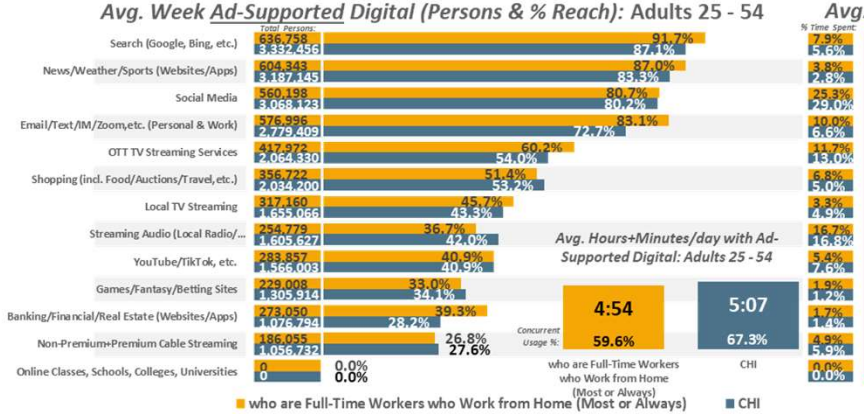
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



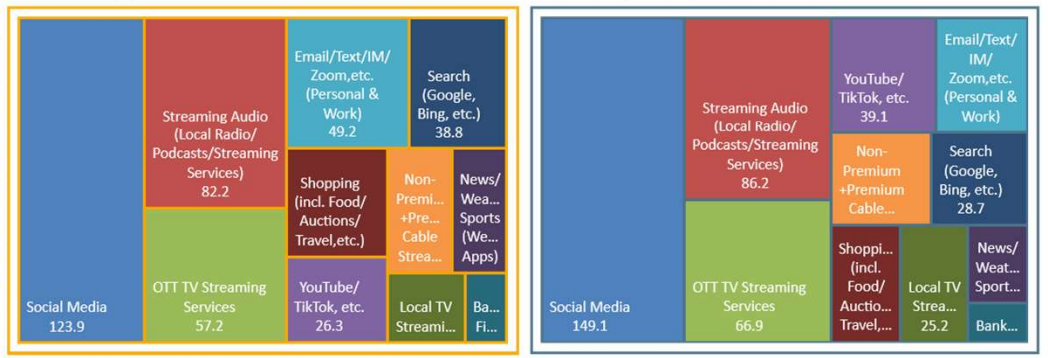
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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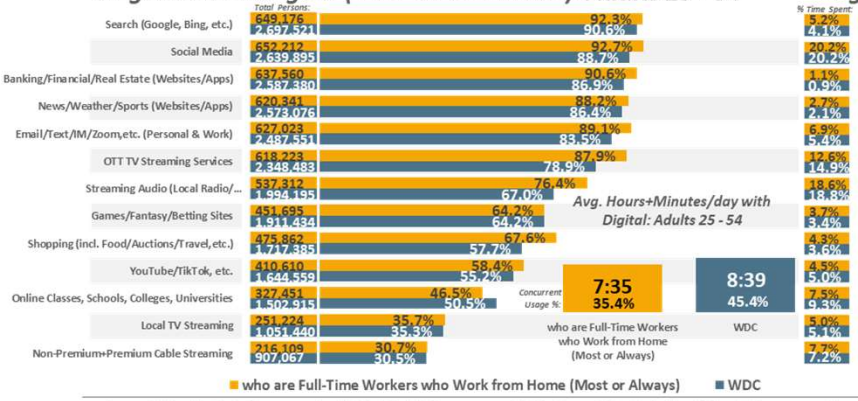
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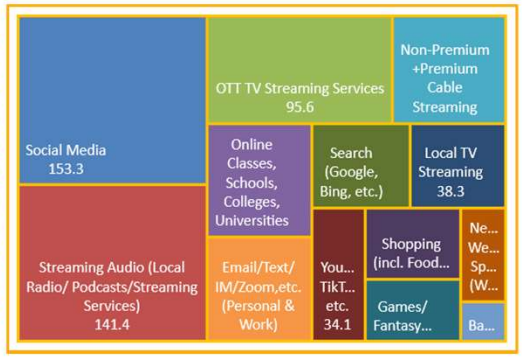
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

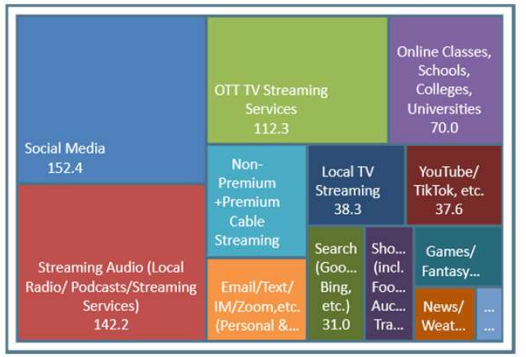
557,247 or 79.2% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Social Media for an average of 141. minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

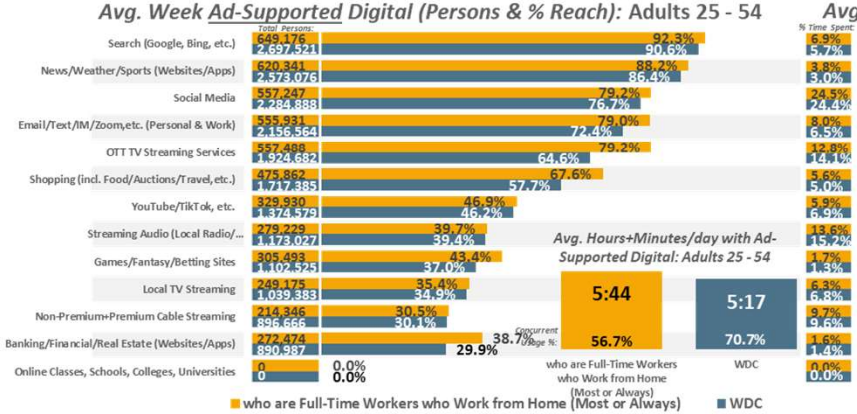


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

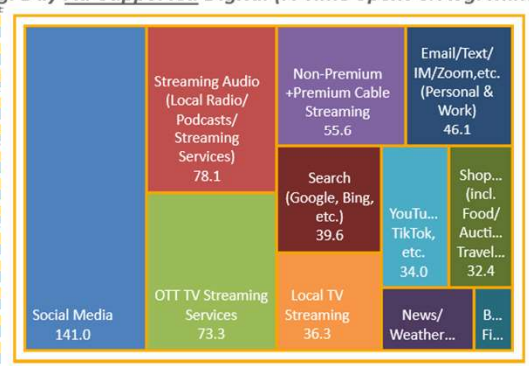


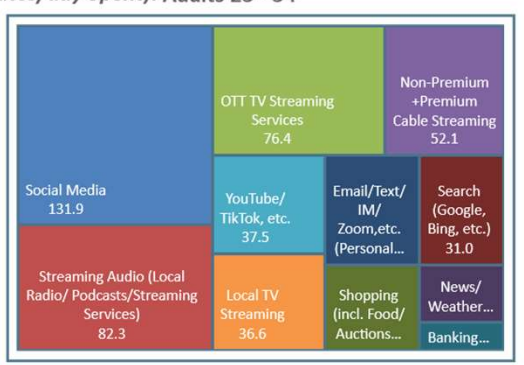


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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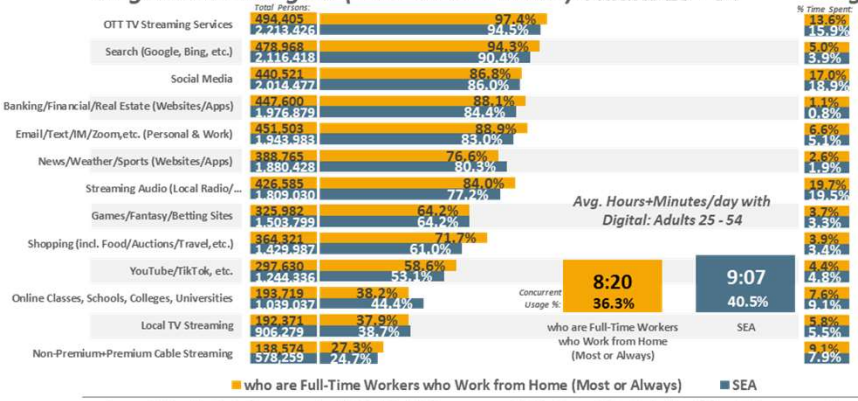
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

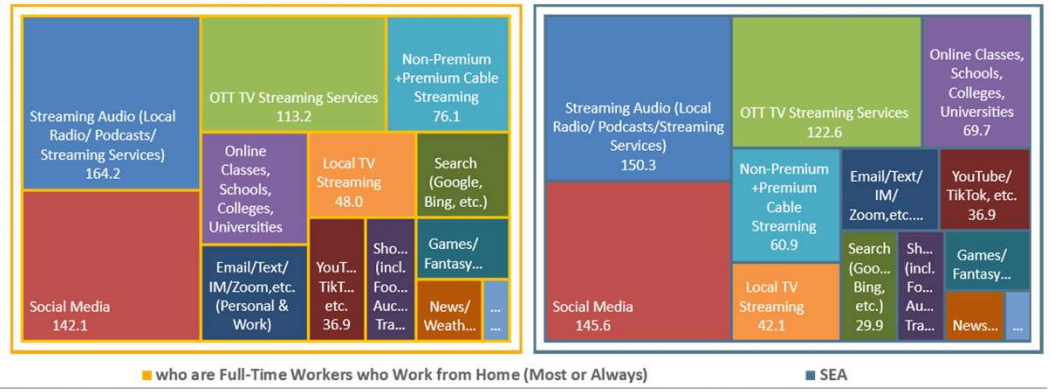


367,436 or 72.4% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Social Media for an average of 130.7 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

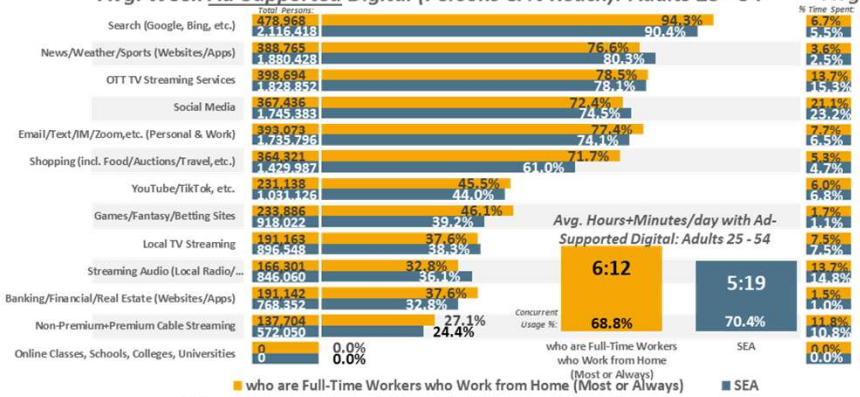
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



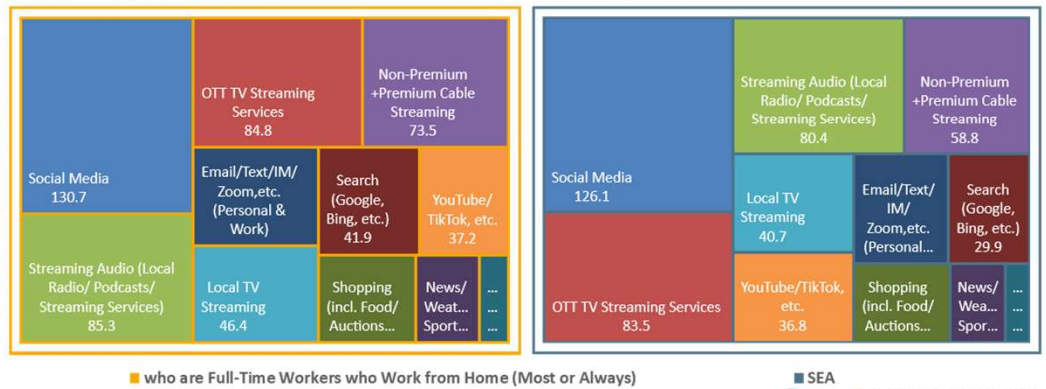
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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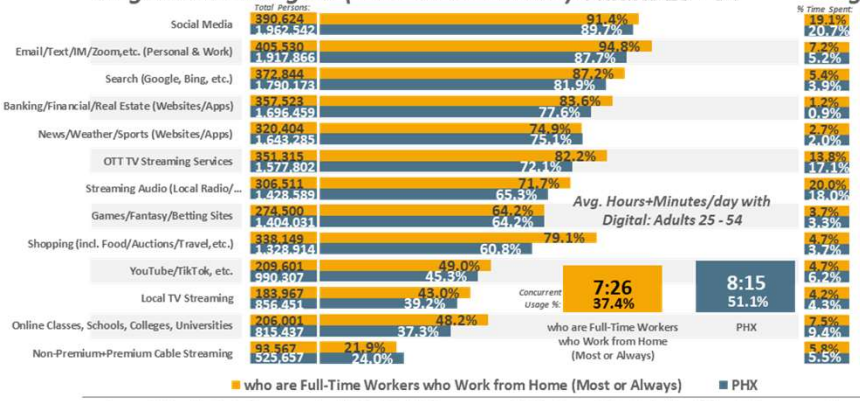
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

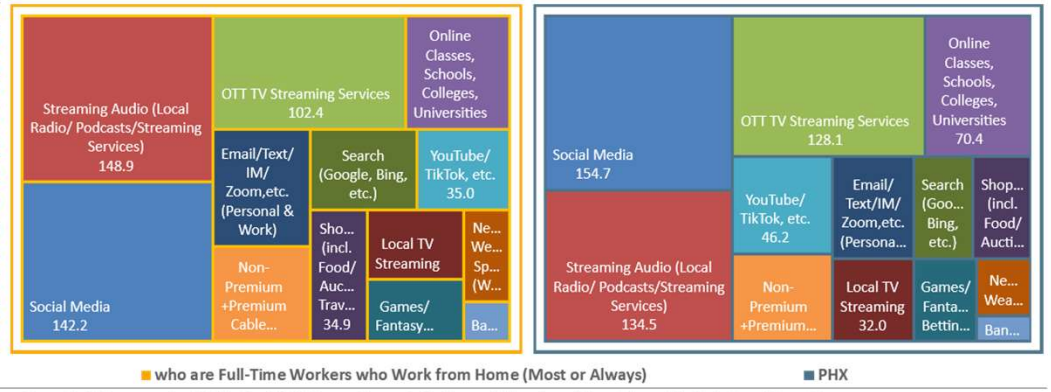


342,441 or 80.1% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Social Media for an average of 130.9 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

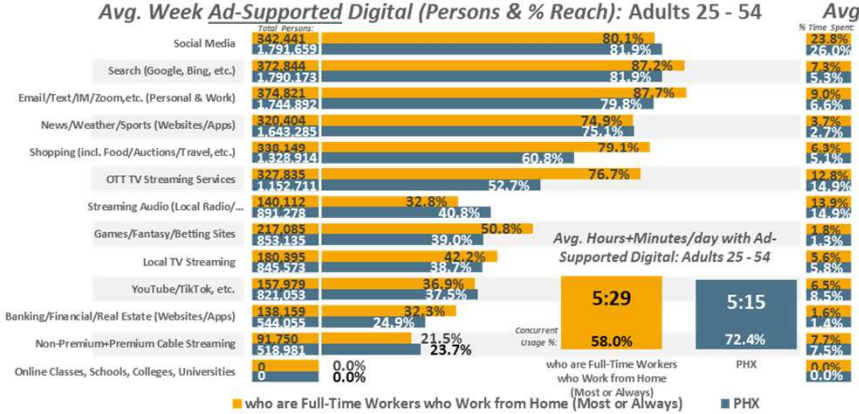
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



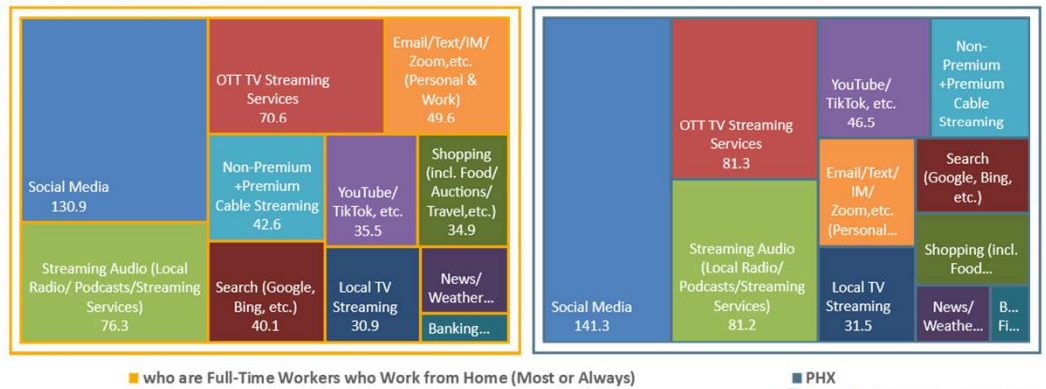
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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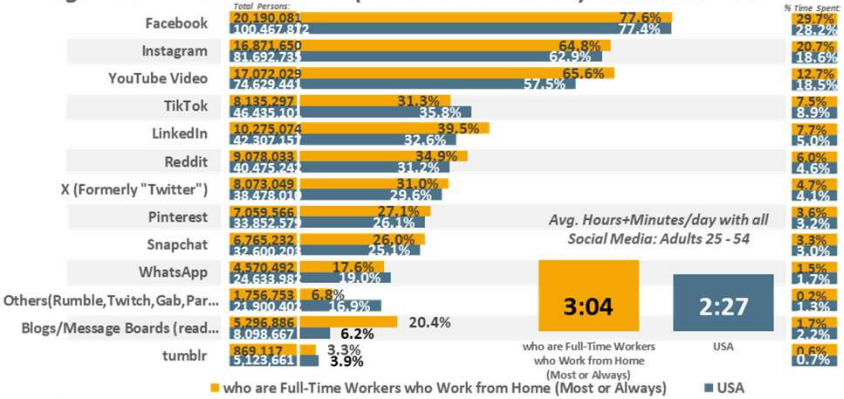
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

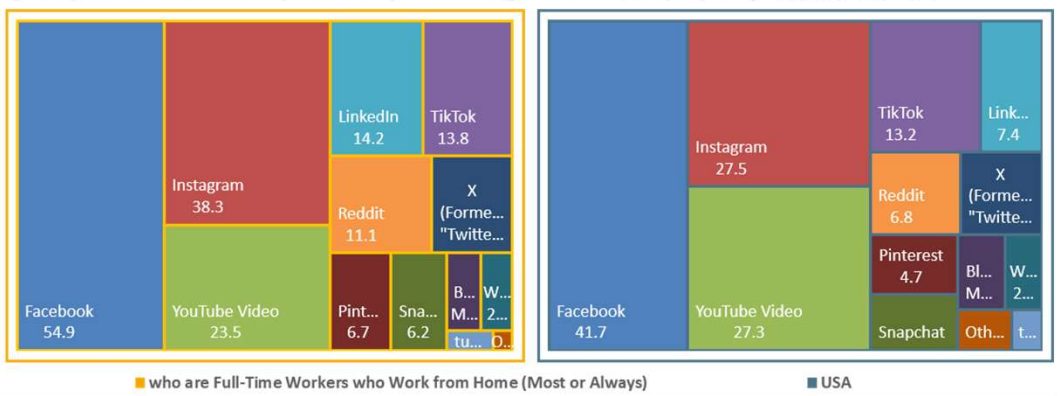


20,190,081 or 77.6% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Facebook for an average of 56.1 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54

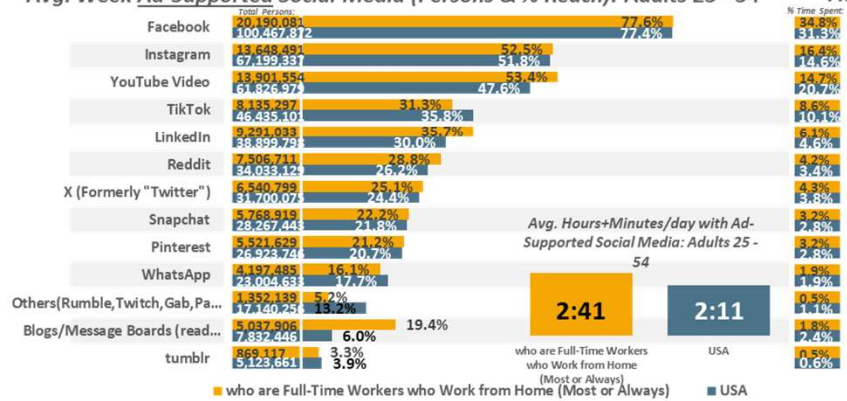


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

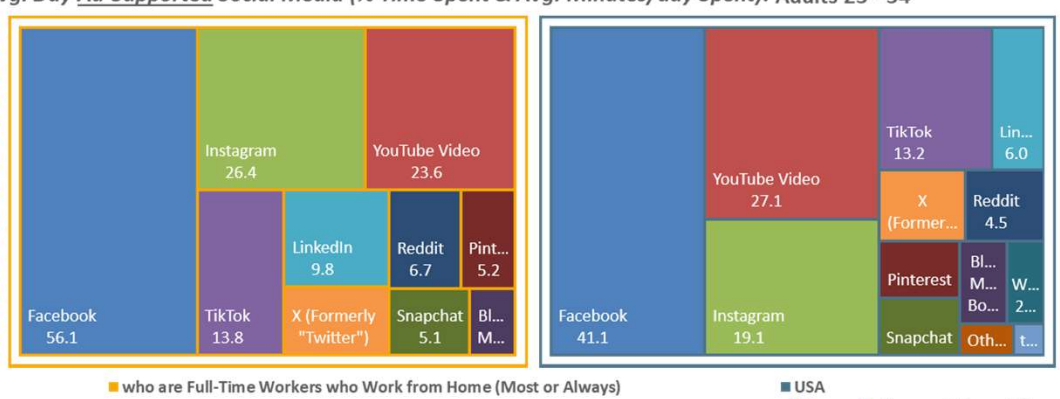


who are Full-Time Workers who Work from Home (Most or Always) ■ USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



who are Full-Time Workers who Work from Home (Most or Always) ■ USA

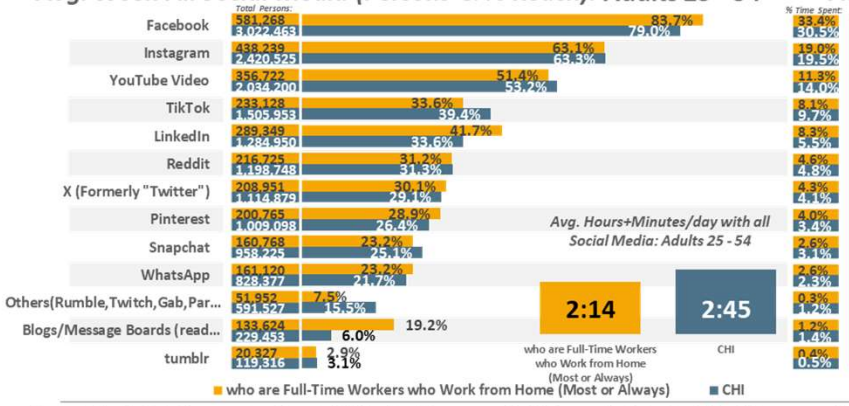
USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115
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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

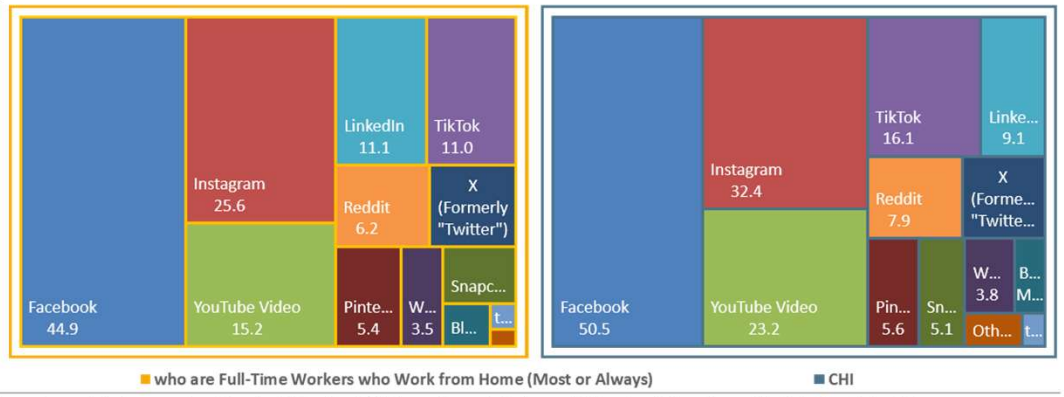


560,198 or 80.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Facebook for an average of 43.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

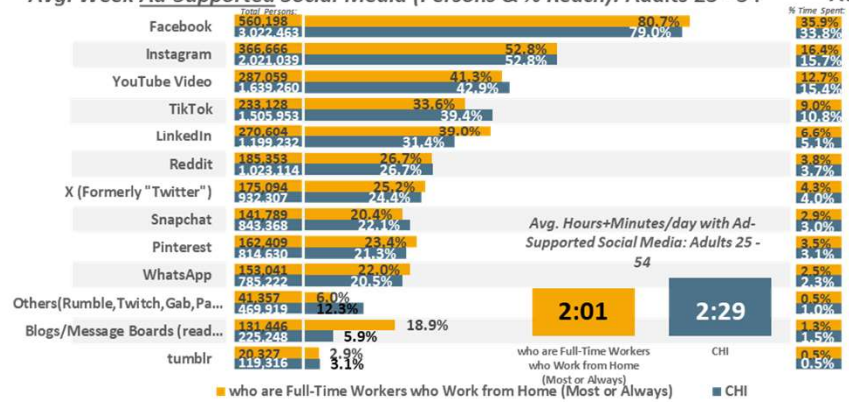
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



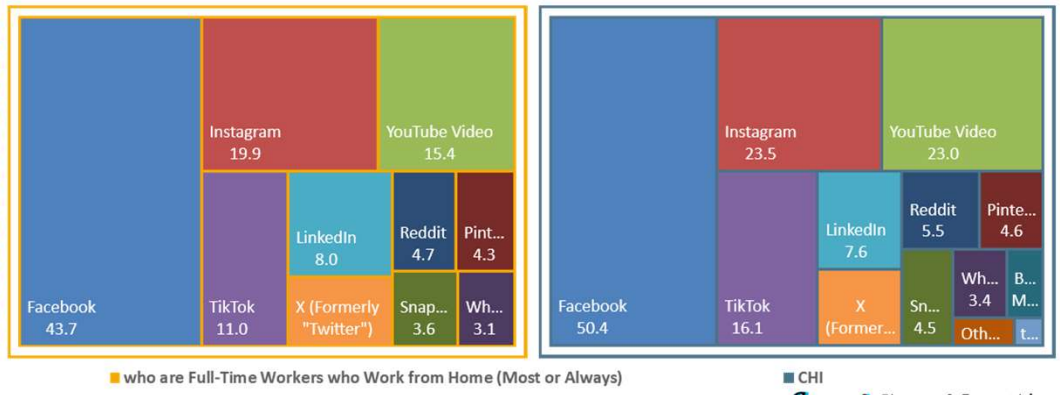
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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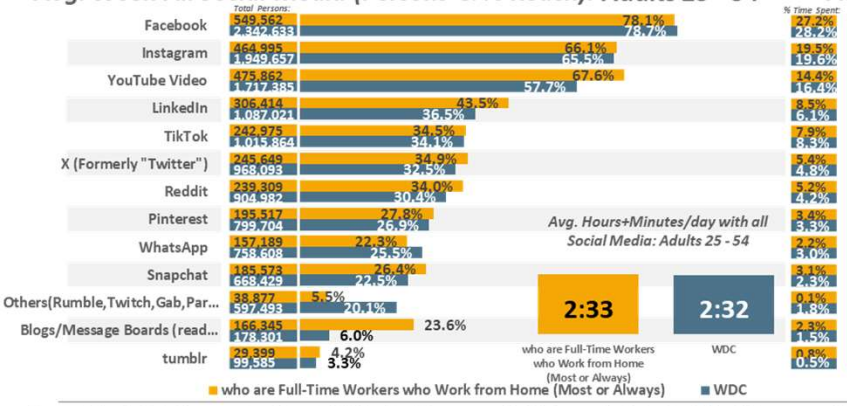
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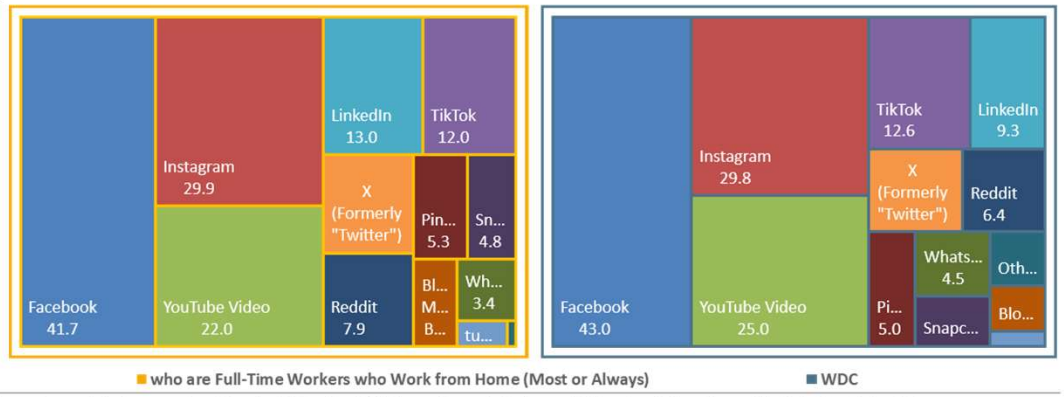
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

549,562 or 78.1% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Facebook for an average of 42.8 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

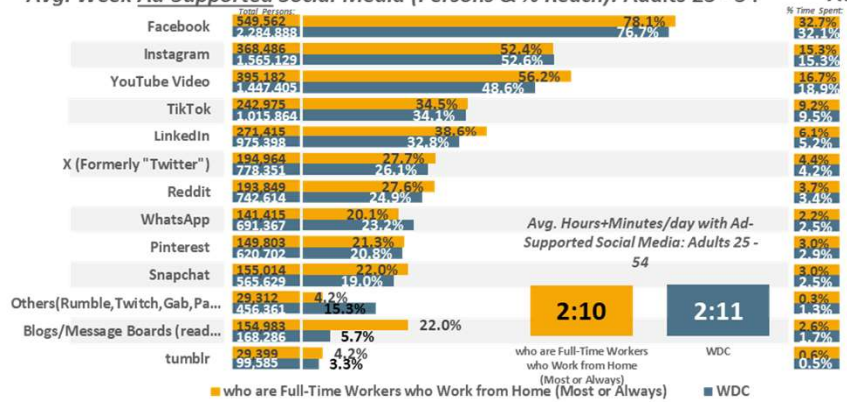
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



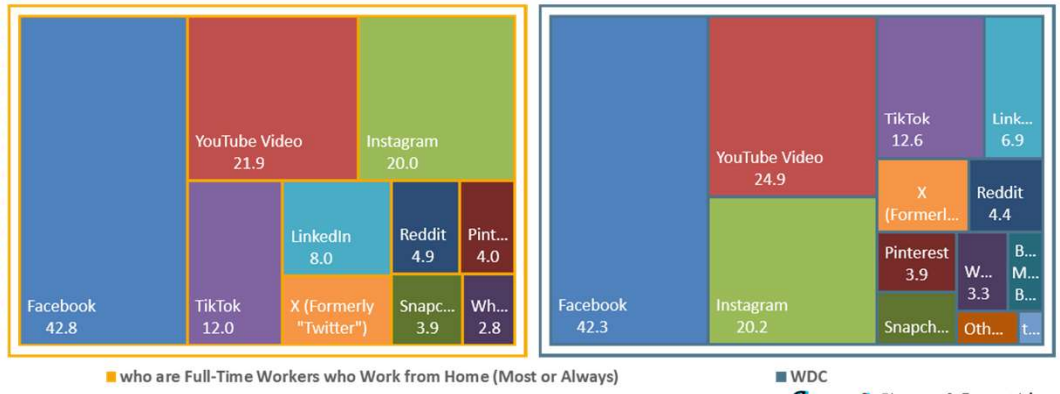
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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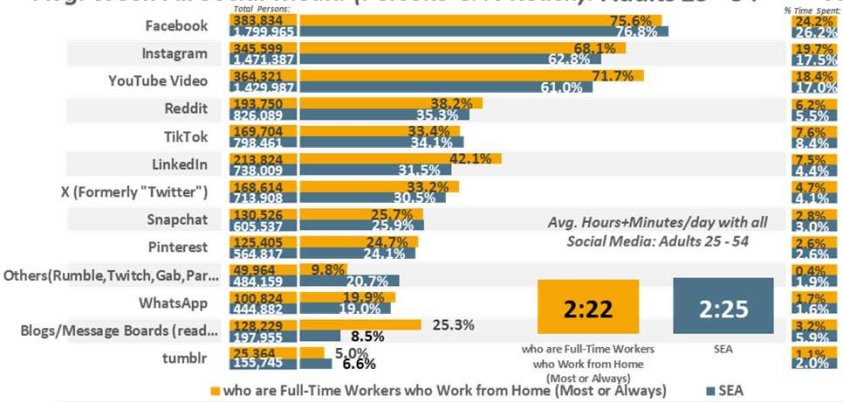
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

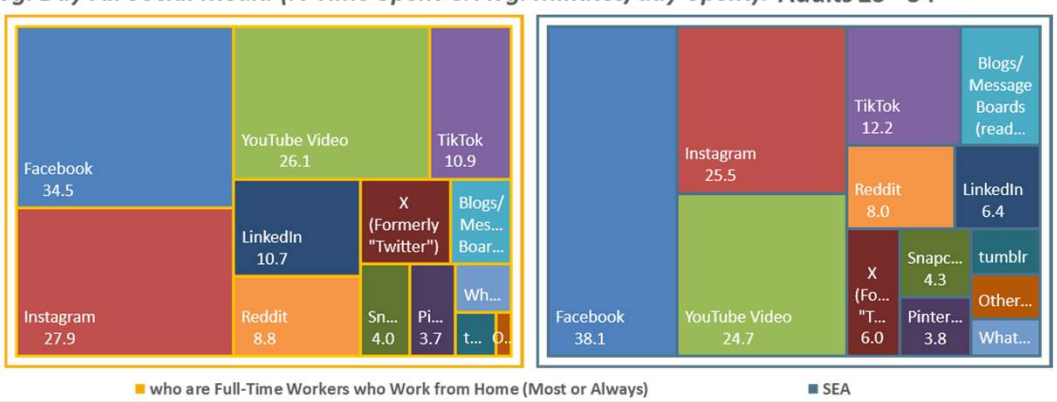


367,436 or 72.4% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Facebook for an average of 34.2 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

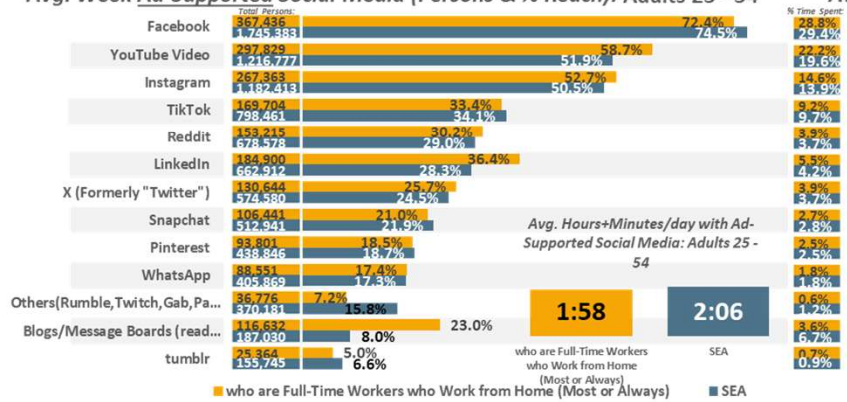
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



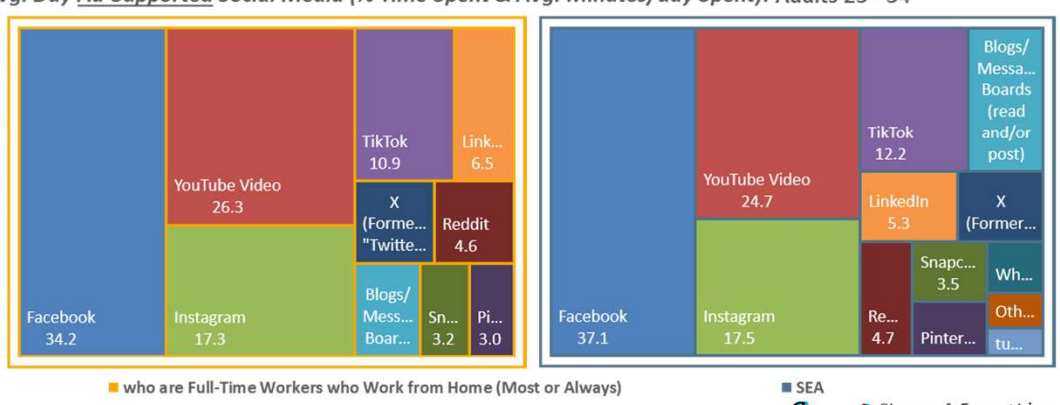
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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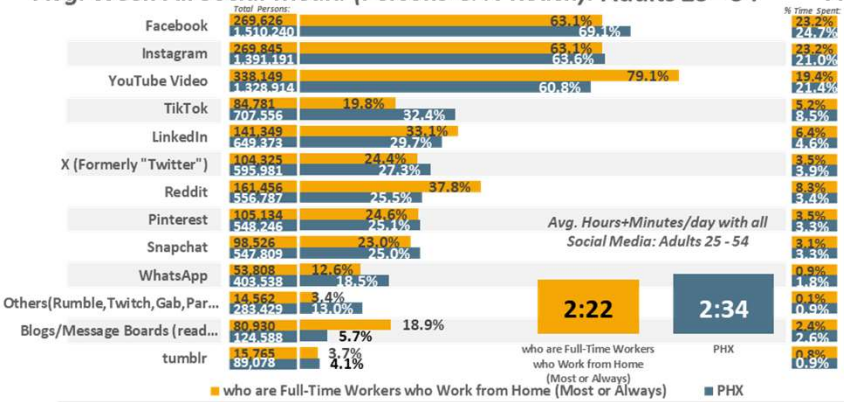
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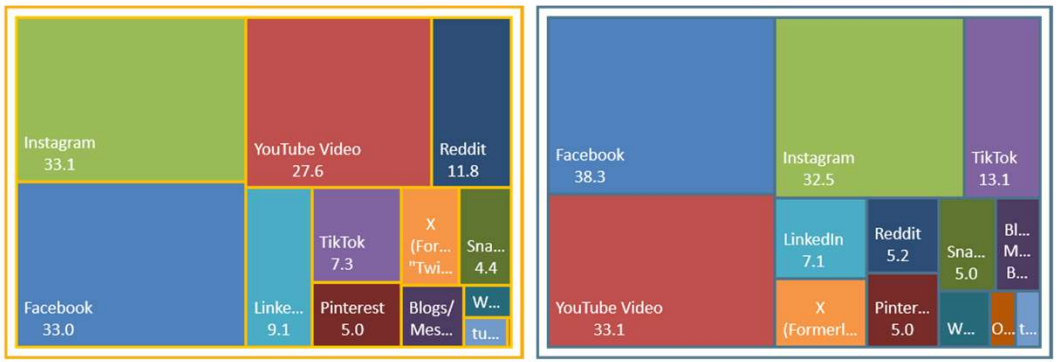
Phoenix
Full-Time Workers
(WFH Most of the Time or ALWAYS)

269,626 or 63.1% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) use Ad-Supported Facebook for an average of 37.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

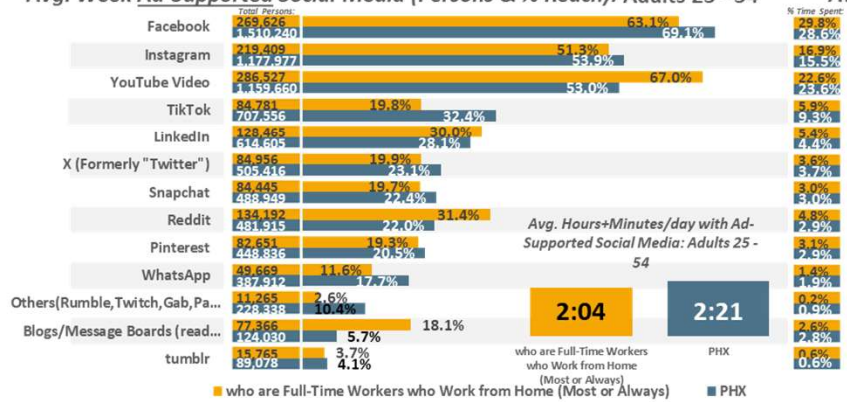
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



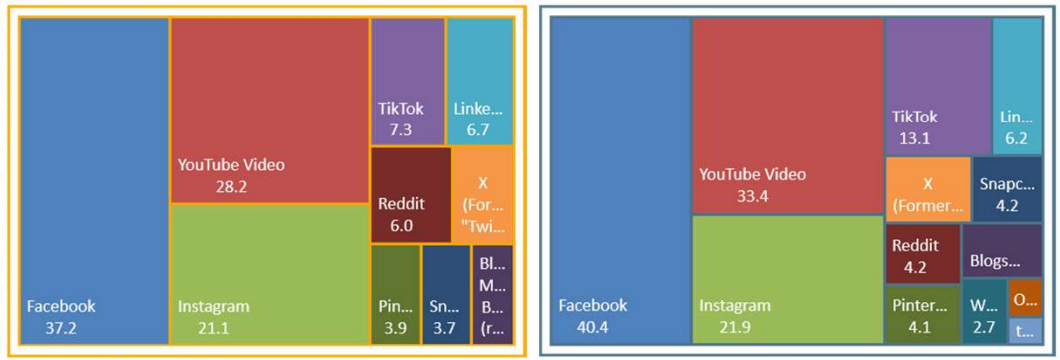
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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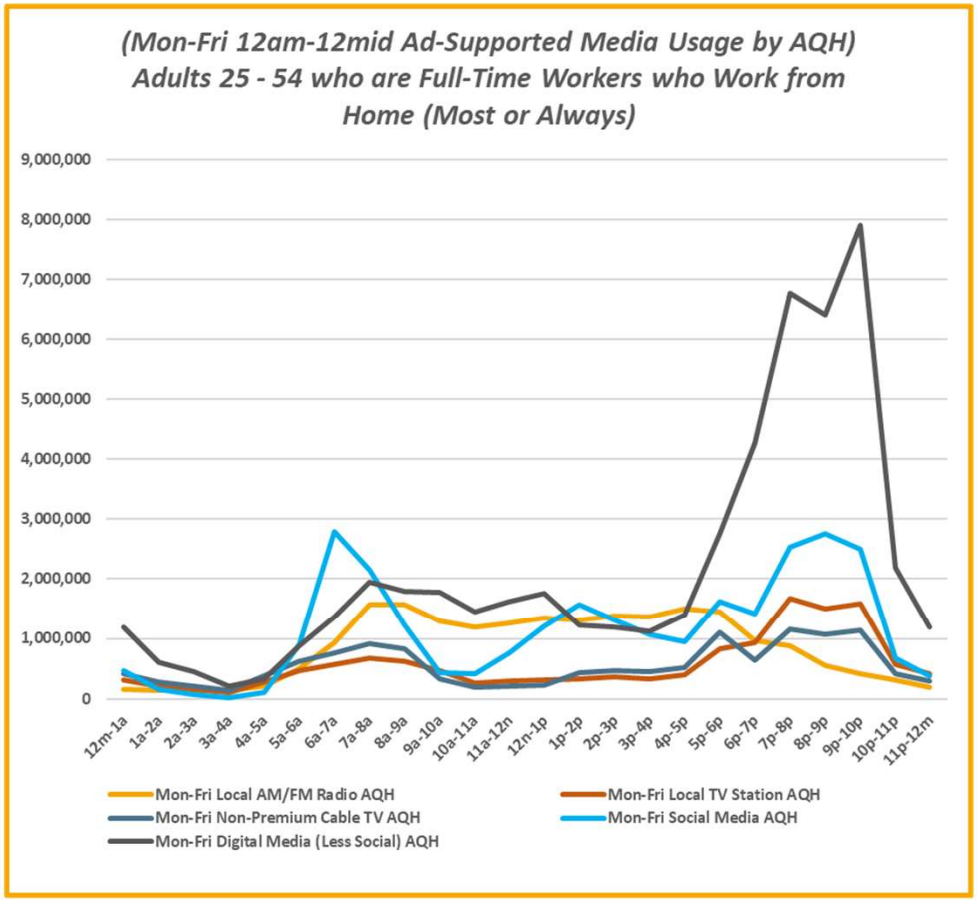
PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

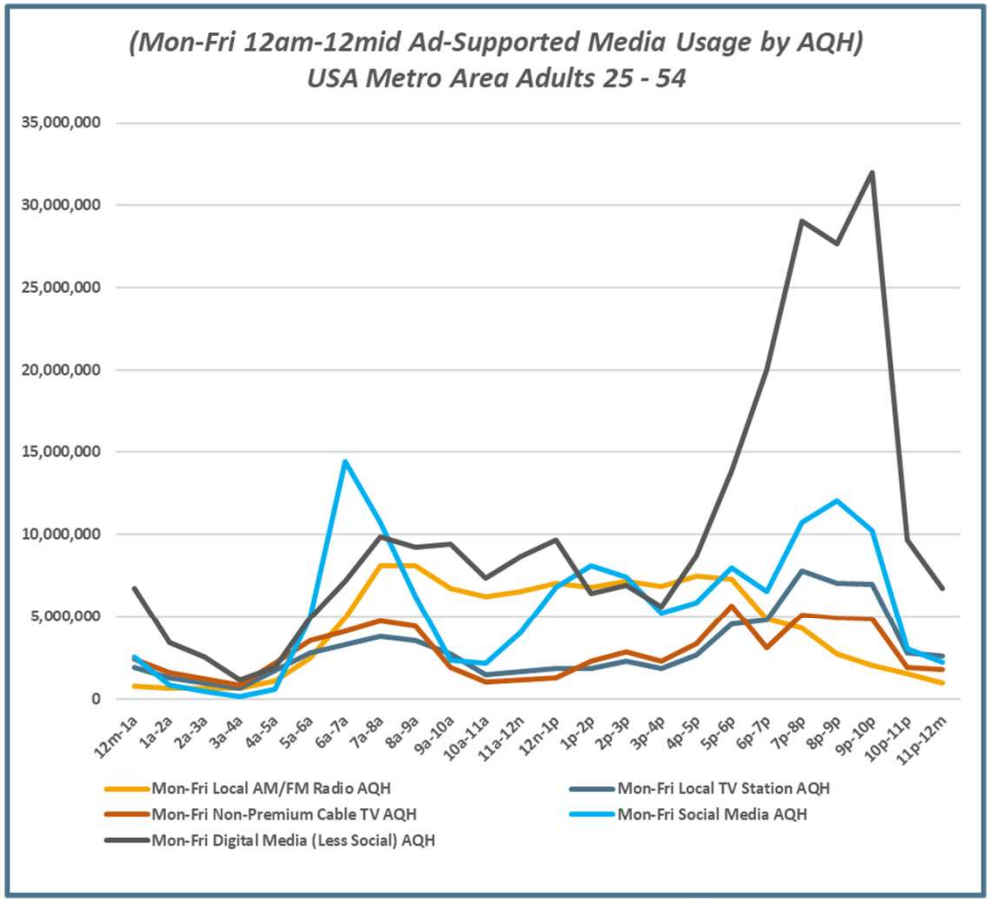
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,818,052; Local Radio: 1,316,037; Social Media: 1,300,226; Non-Prem. Cable: 542,676; Local TV: 489,963 reaching Adults 25 - 54 who are Full-Time Workers who Work from Ho





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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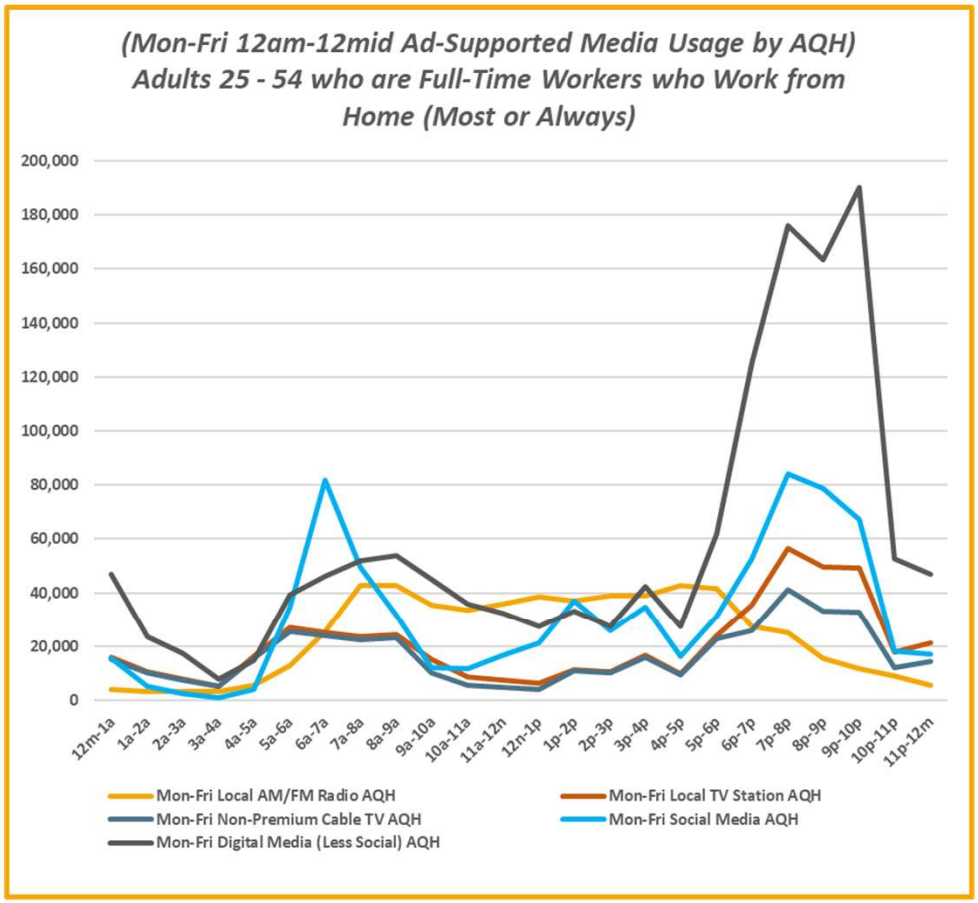
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

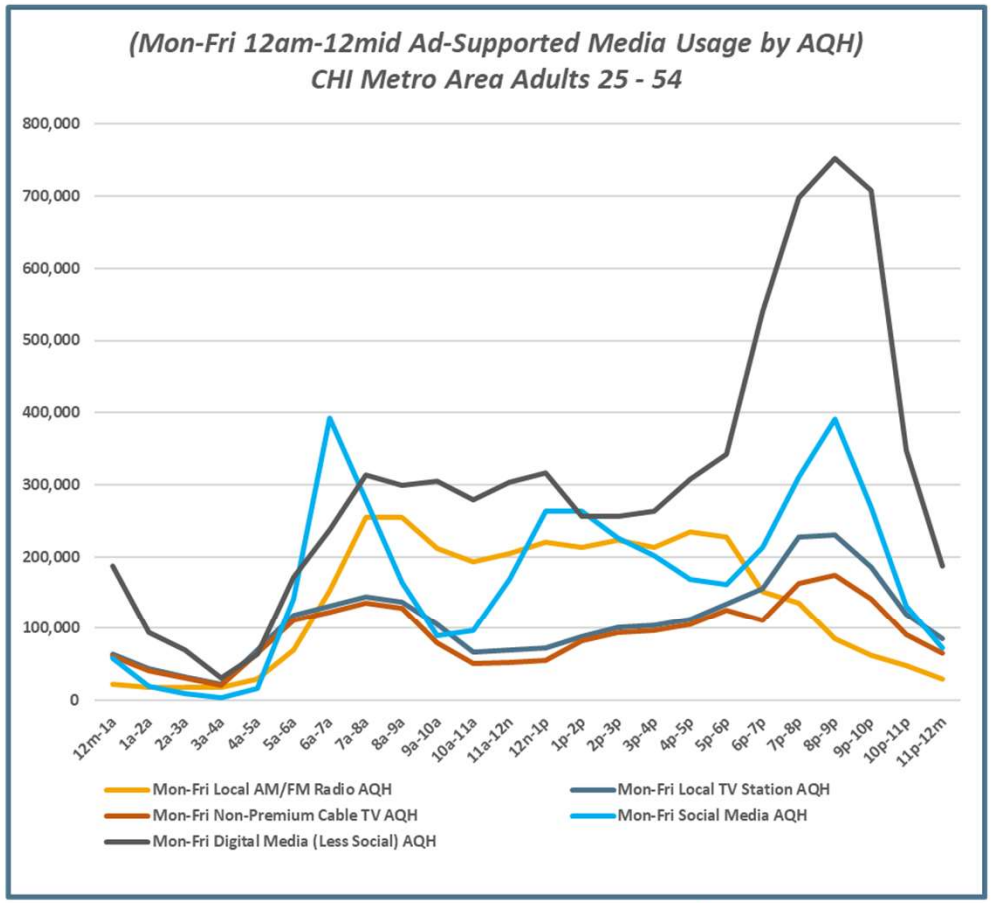
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,893; Local Radio: 36,969; Social Media: 32,497; Local TV: 16,823; Non-Prem. Cable: 14,594 reaching Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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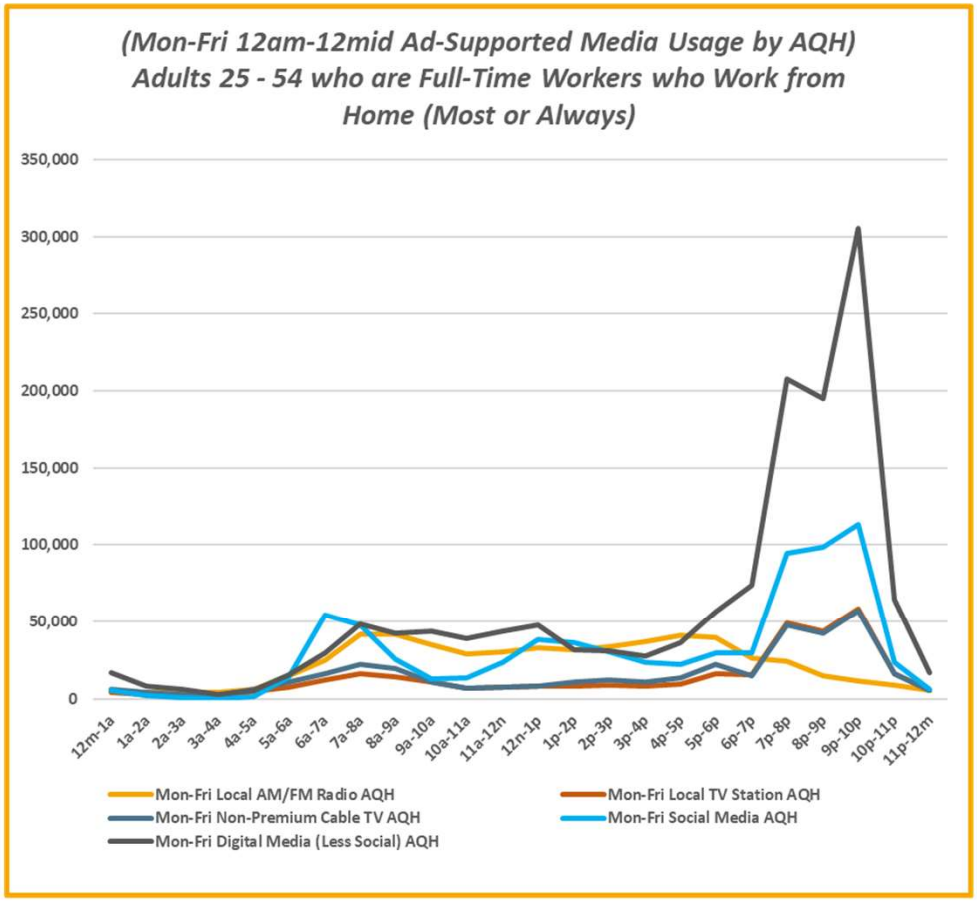
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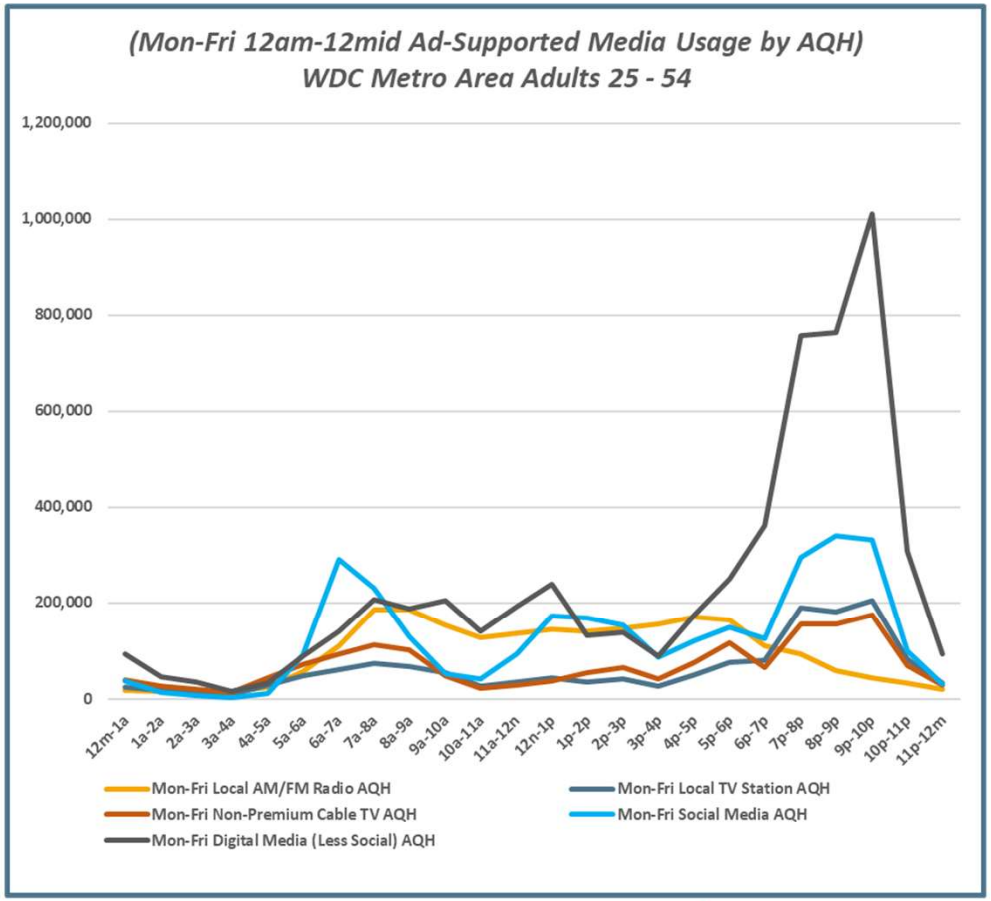
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,339; Local Radio: 34,111; Social Media: 29,682; Non-Prem. Cable: 13,439; Local TV: 10,880 reaching Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

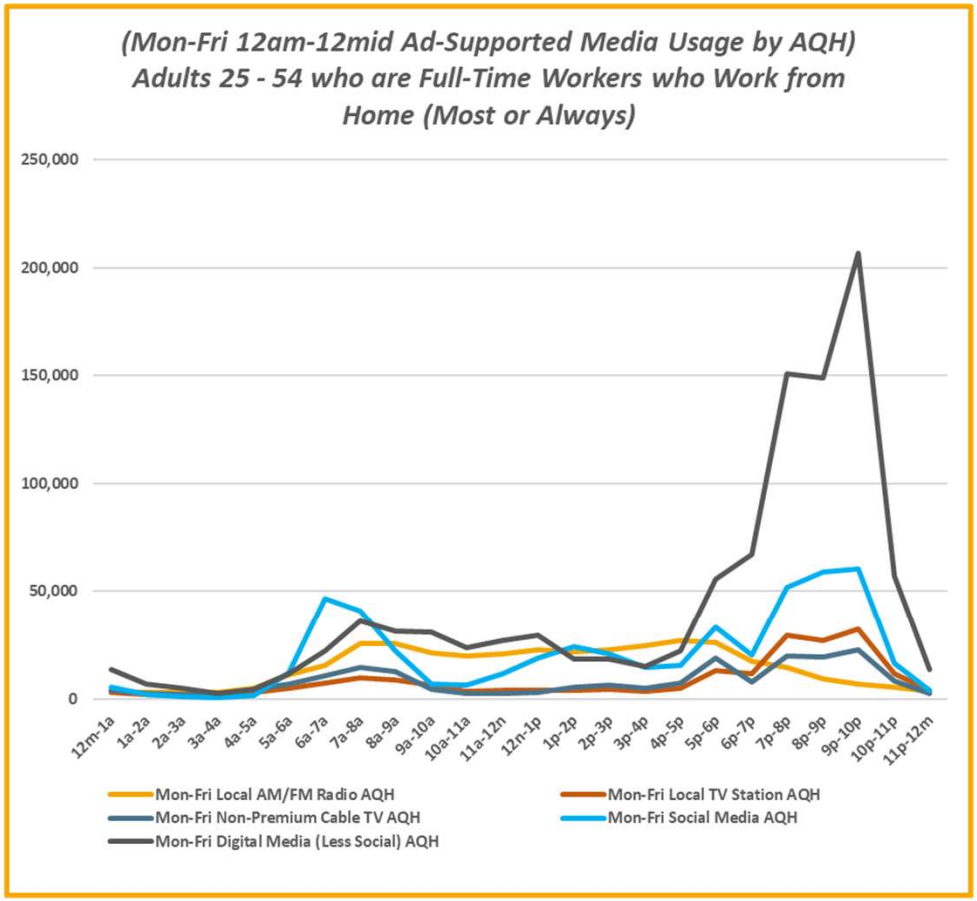
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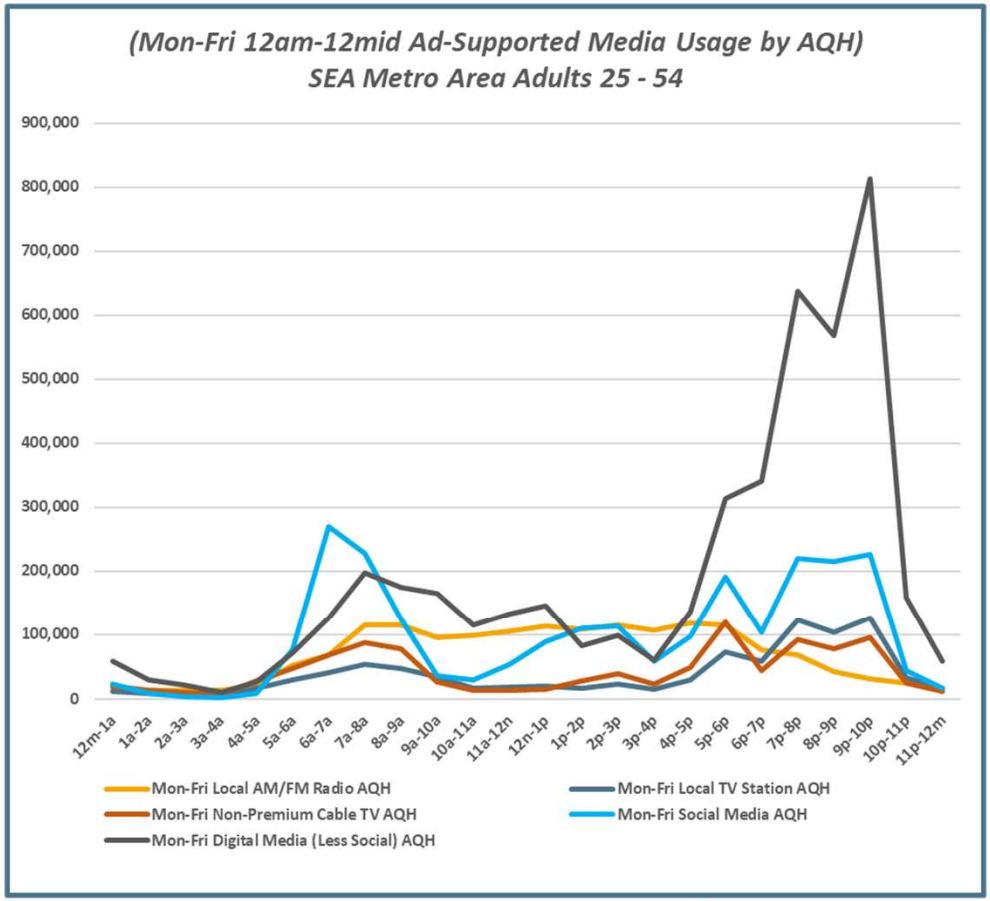
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,431; Local Radio: 22,205; Social Media: 21,518; Non-Prem. Cable: 7,646; Local TV: 6,430 reaching Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or A





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

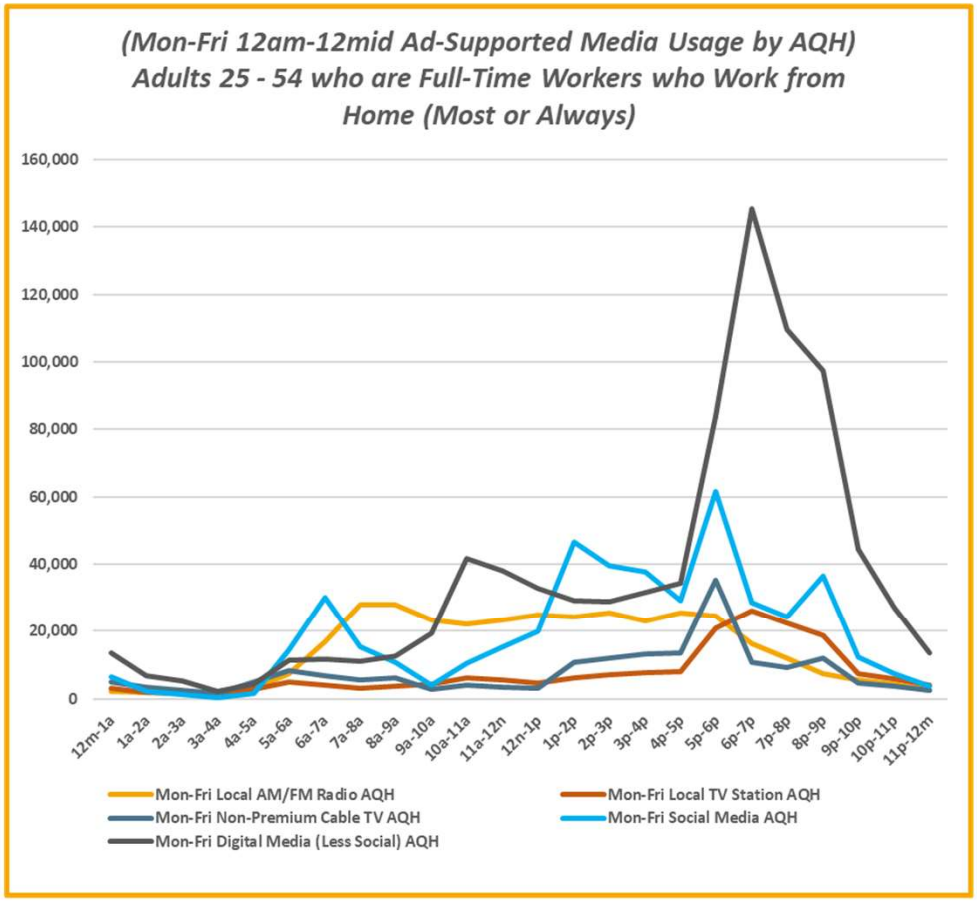
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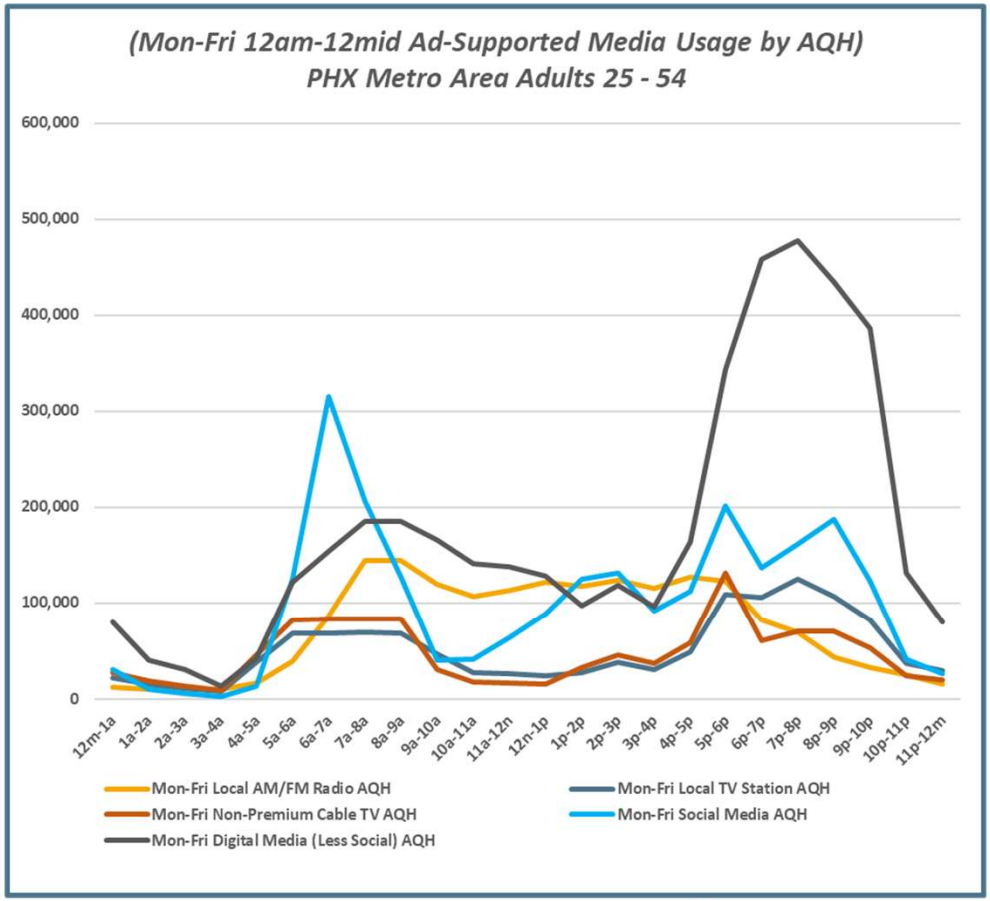
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,005; Social Media: 26,802; Local Radio: 23,463; Non-Prem. Cable: 9,776; Local TV: 8,246 reaching Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or A





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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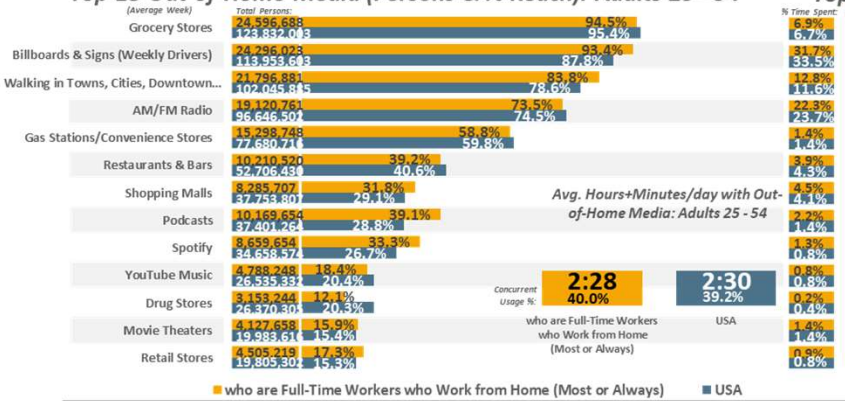
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

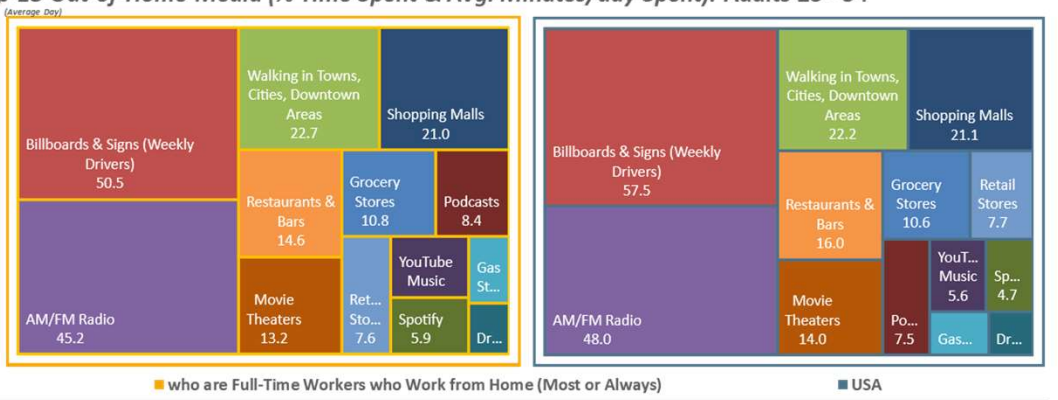


24,296,023 or 93.4% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 50.5 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minu

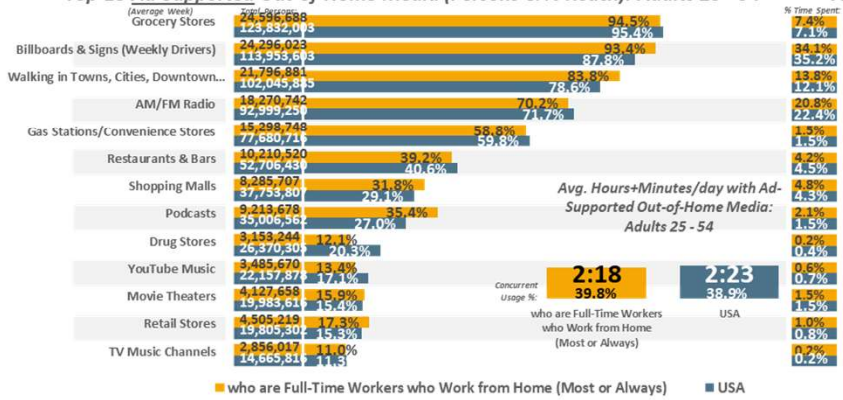
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



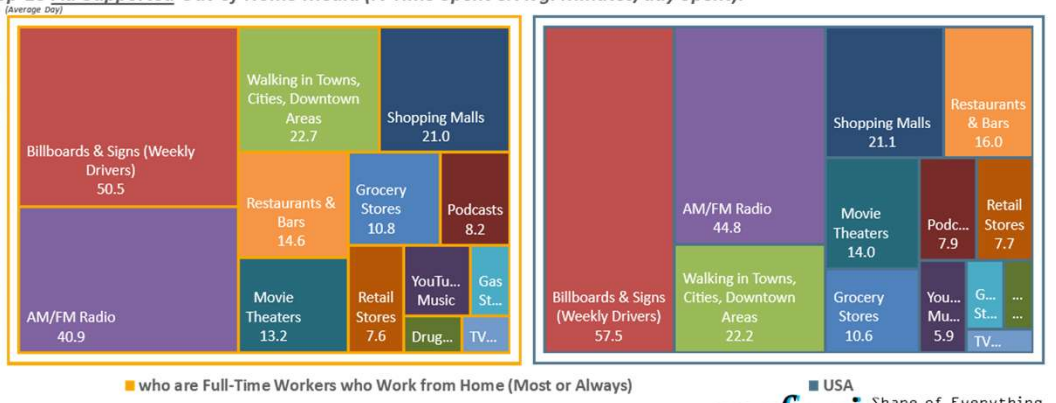
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

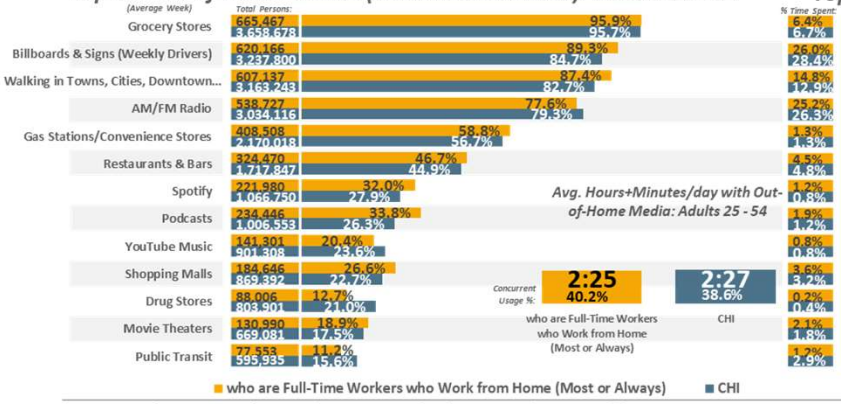
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

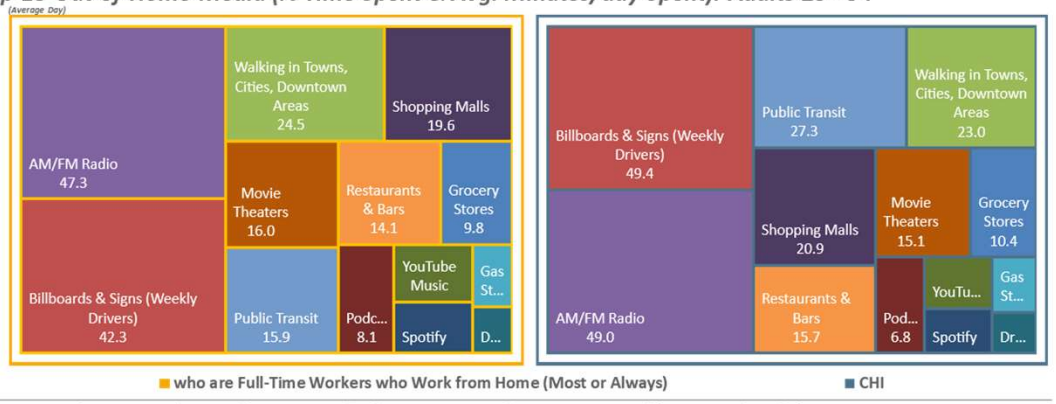


620,166 or 89.3% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 42.3 minutes per day driving, seeing Billboards and Signs. 73.6% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/

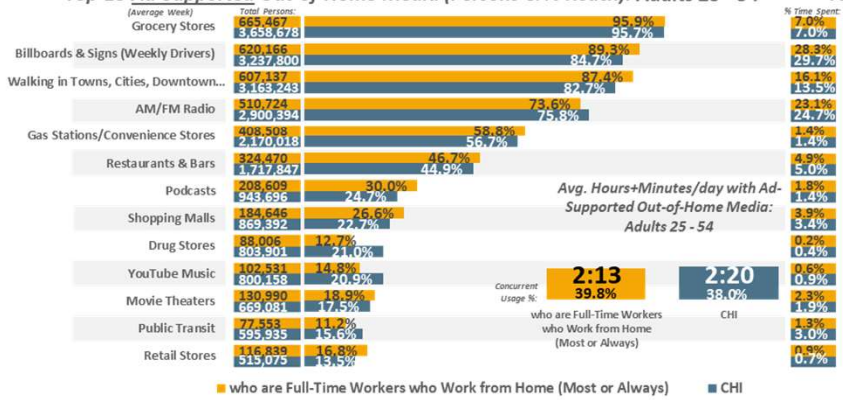
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



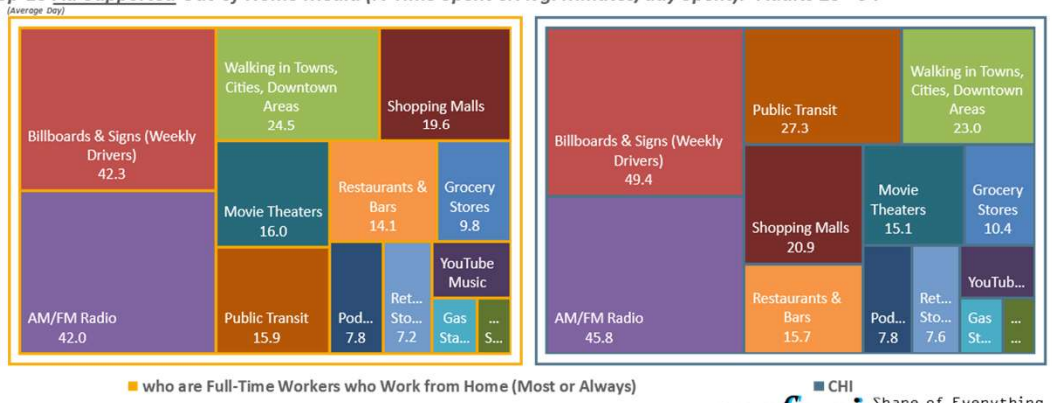
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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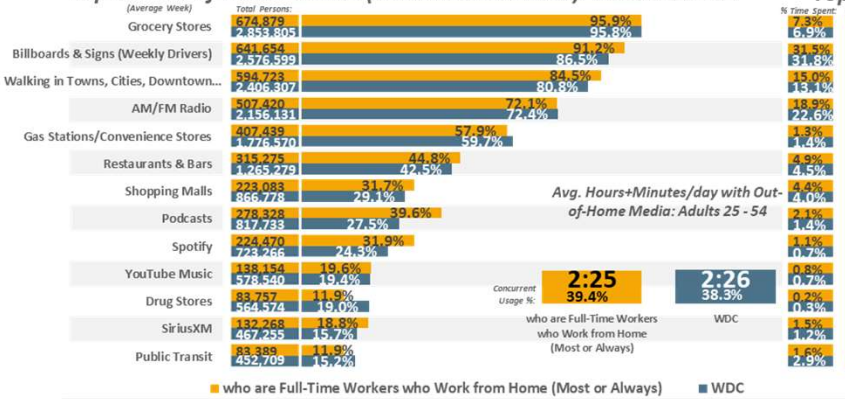
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



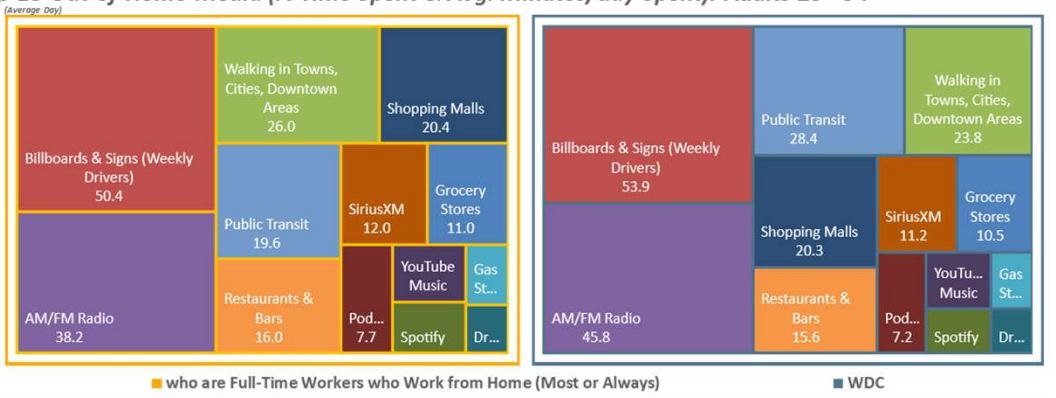
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

641,654 or 91.2% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 50.4 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 33. minutes/

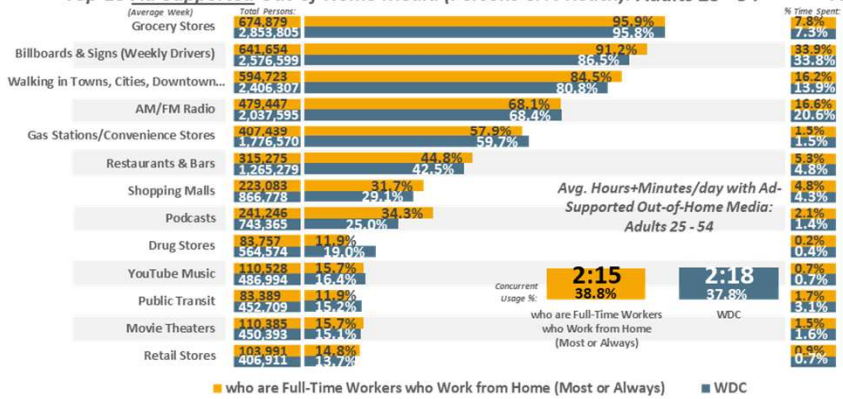
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



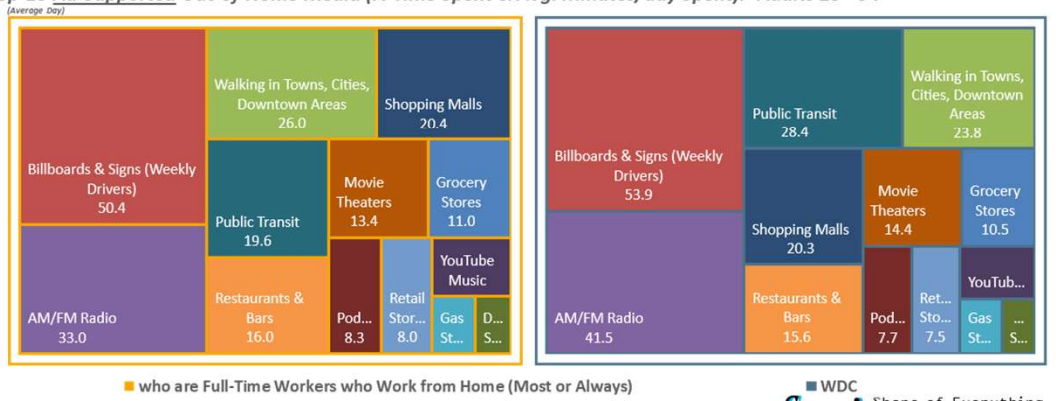
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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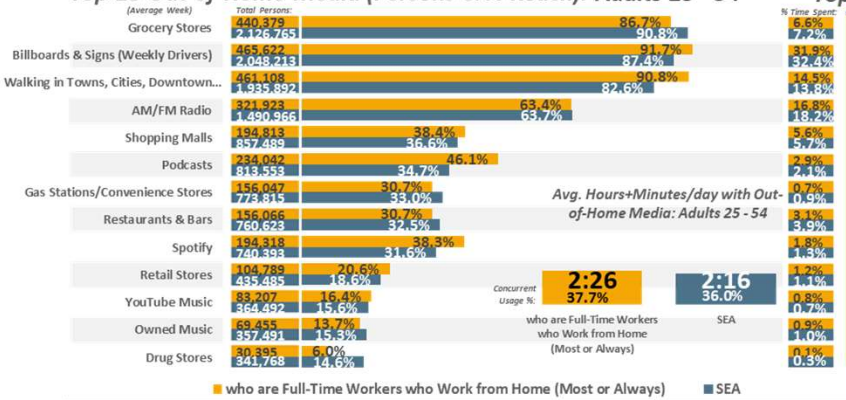
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

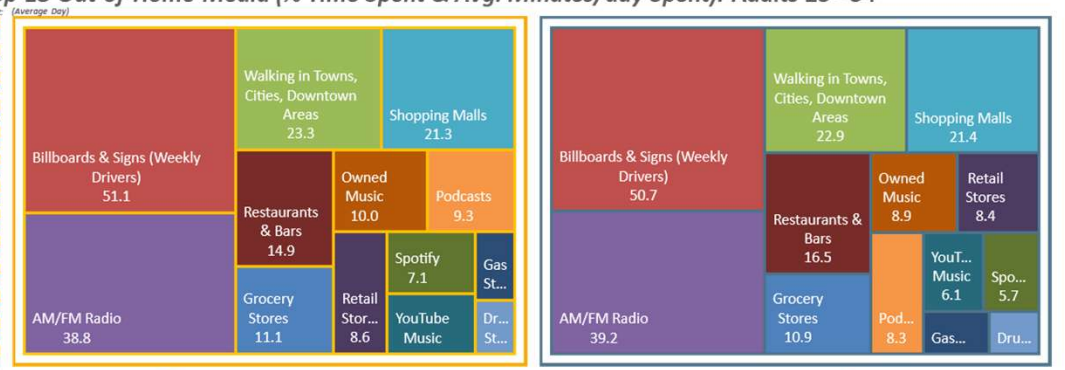


465,622 or 91.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 51.1 minutes per day driving, seeing Billboards and Signs. 61.5% Listen to Local Radio Stations Out-of-Home for an average of 34.6 minutes

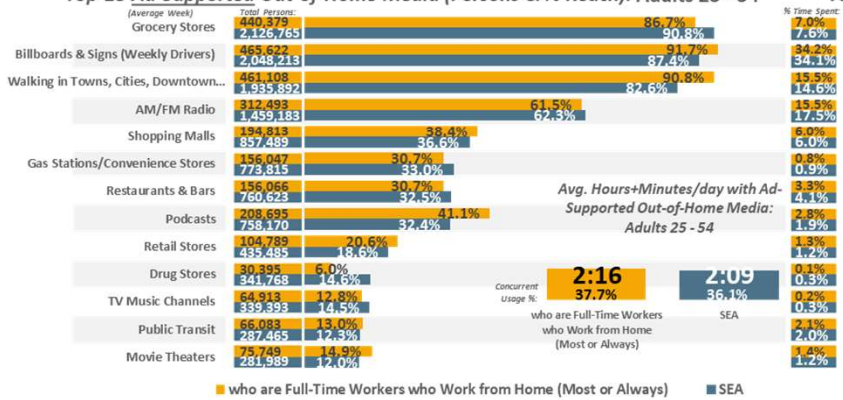
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



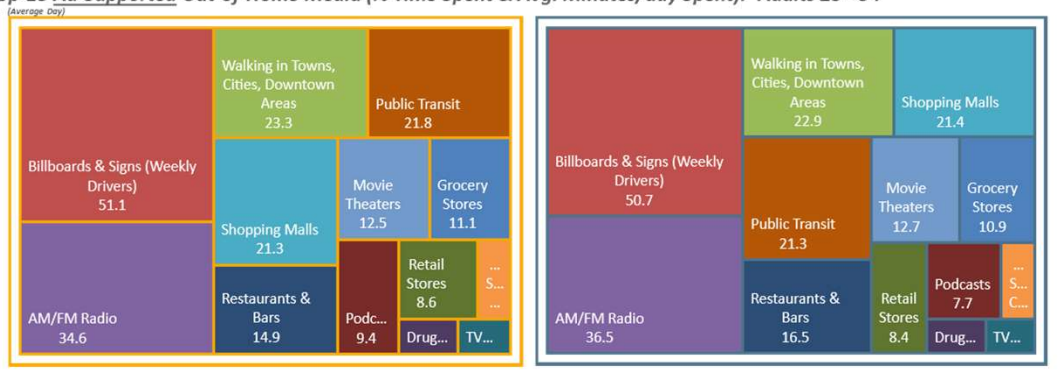
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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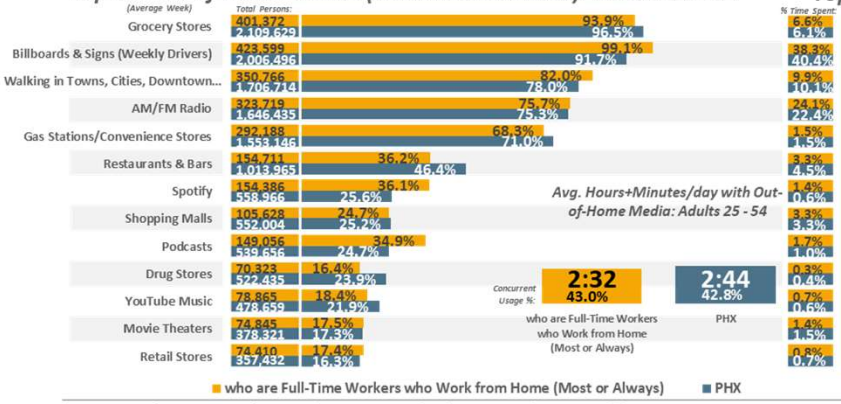
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

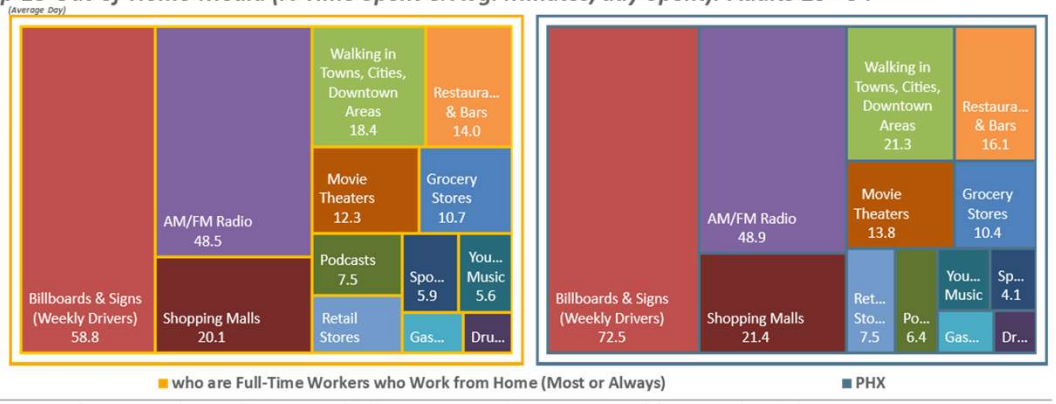


423,599 or 99.1% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 47.5 minutes

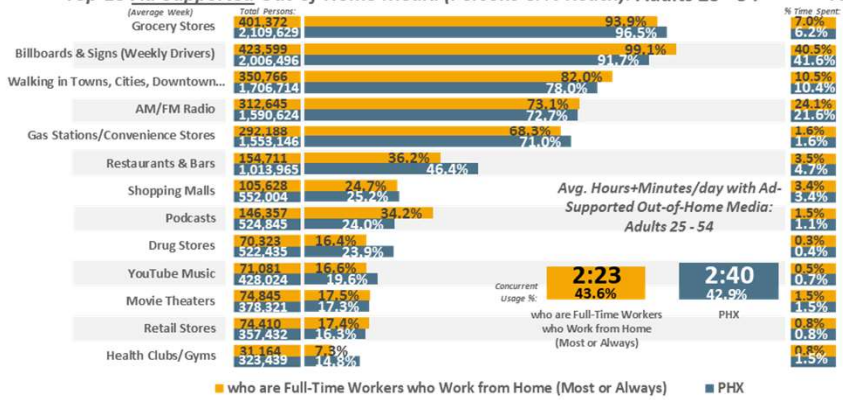
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



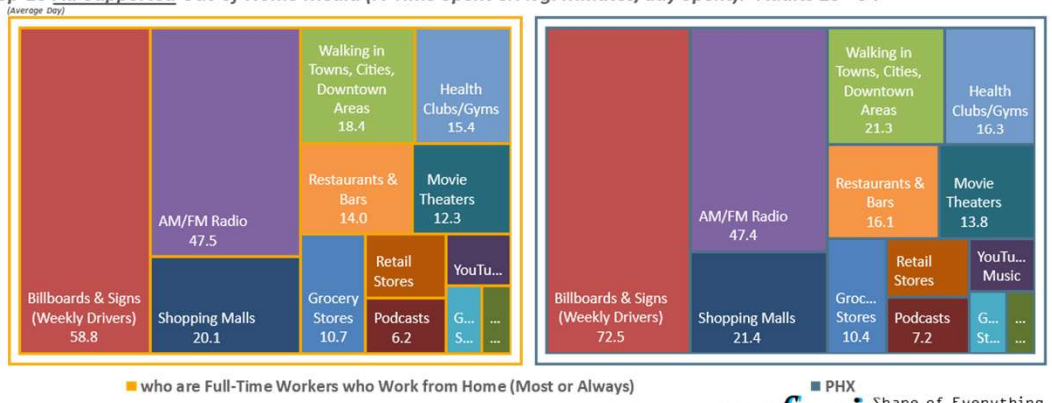
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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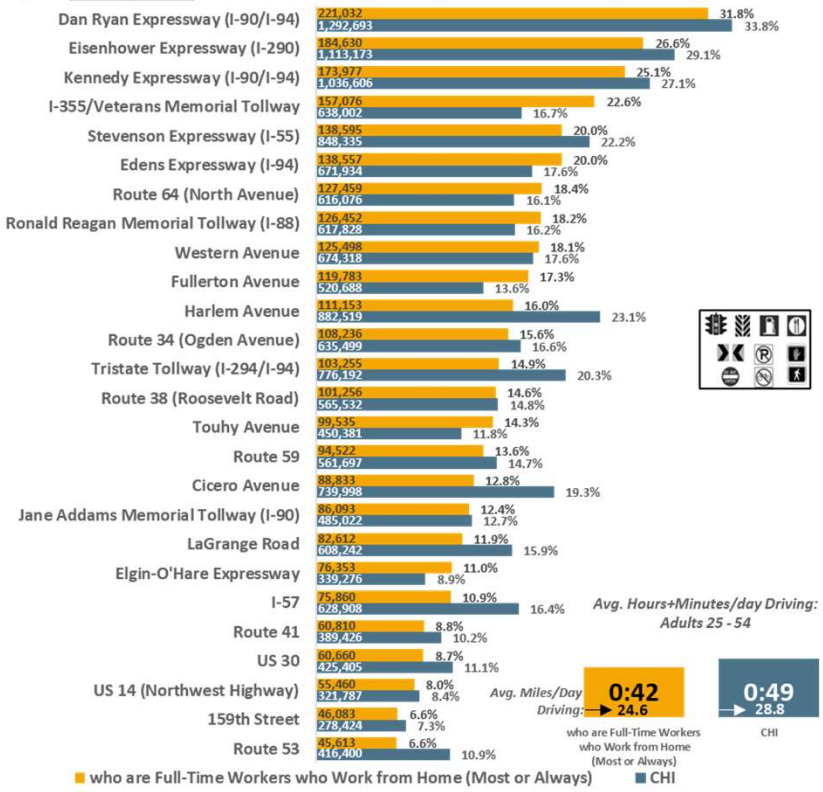
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

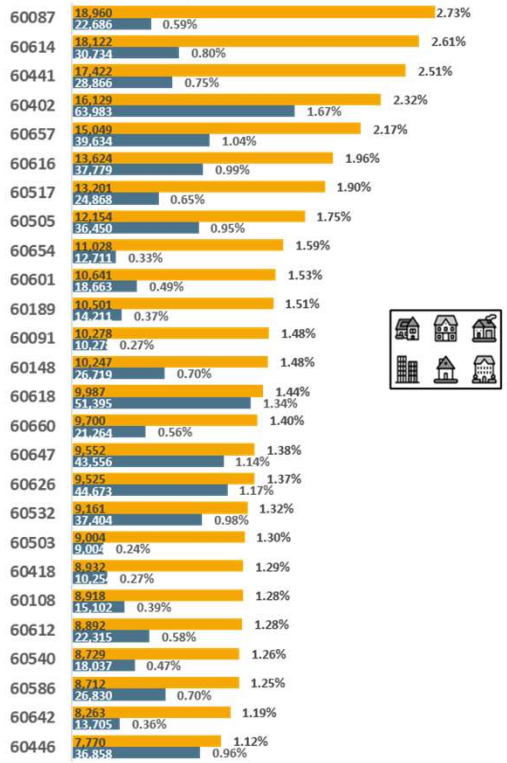


620,166 or 89.3% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 42.3 minutes per day driving an average of 24.6 miles each day and are 35.6% more likely to use I-355/Veterans Memorial Tollway than the M

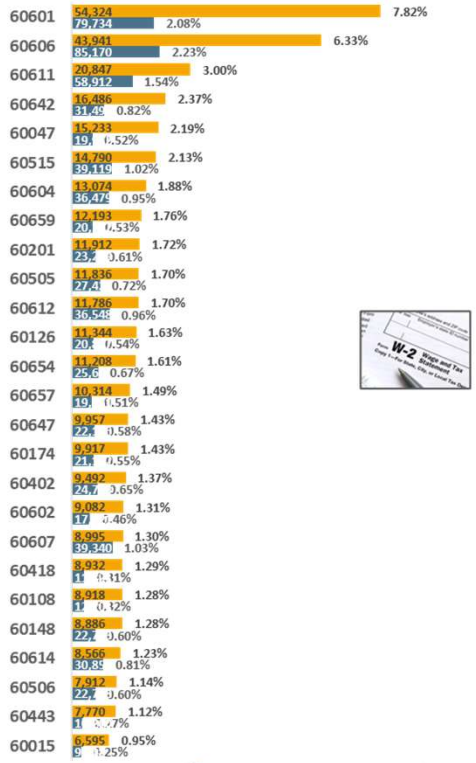
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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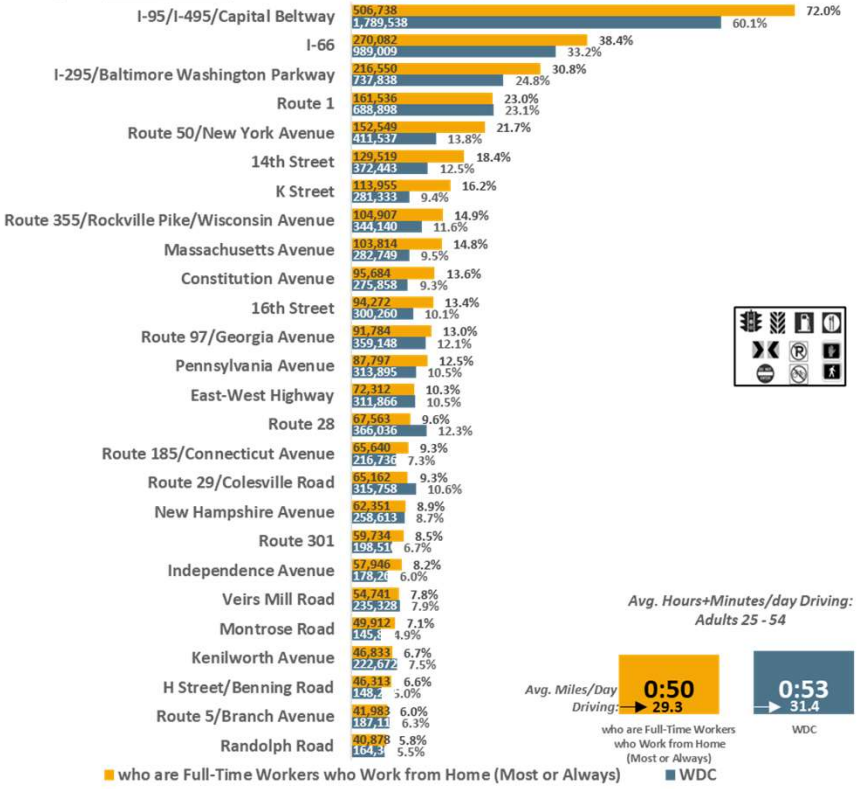
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



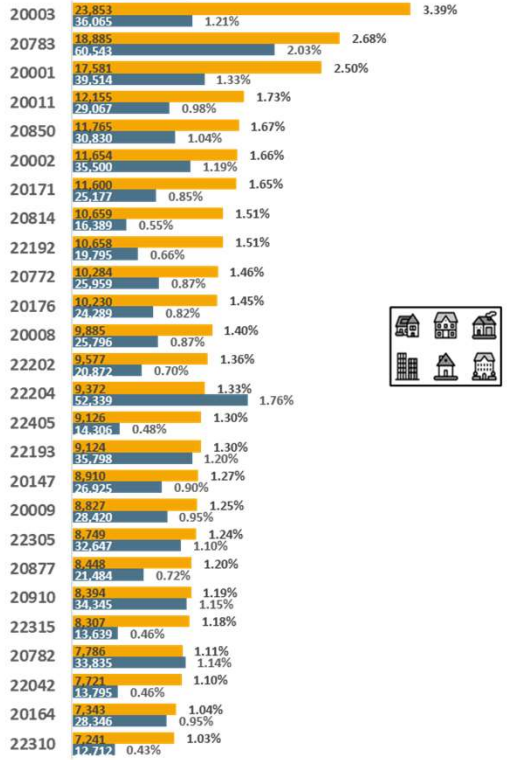
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

641,654 or 91.2% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 50.4 minutes per day driving an average of 29.3 miles each day and are 71.4% more likely to use K Street than the Metro average.

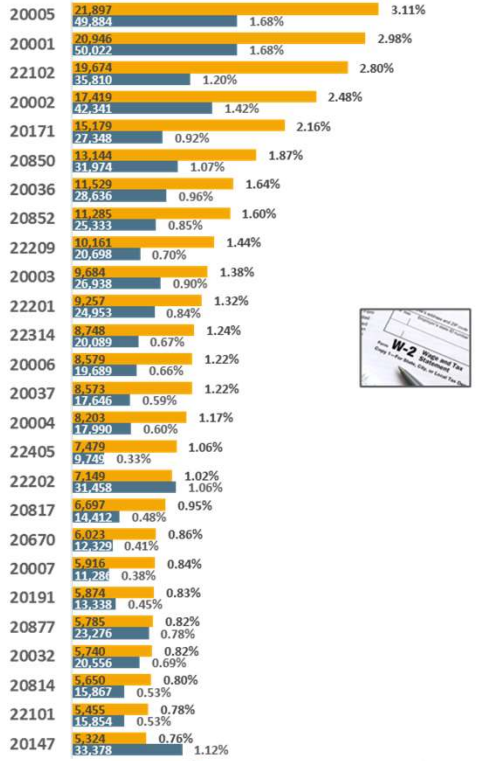
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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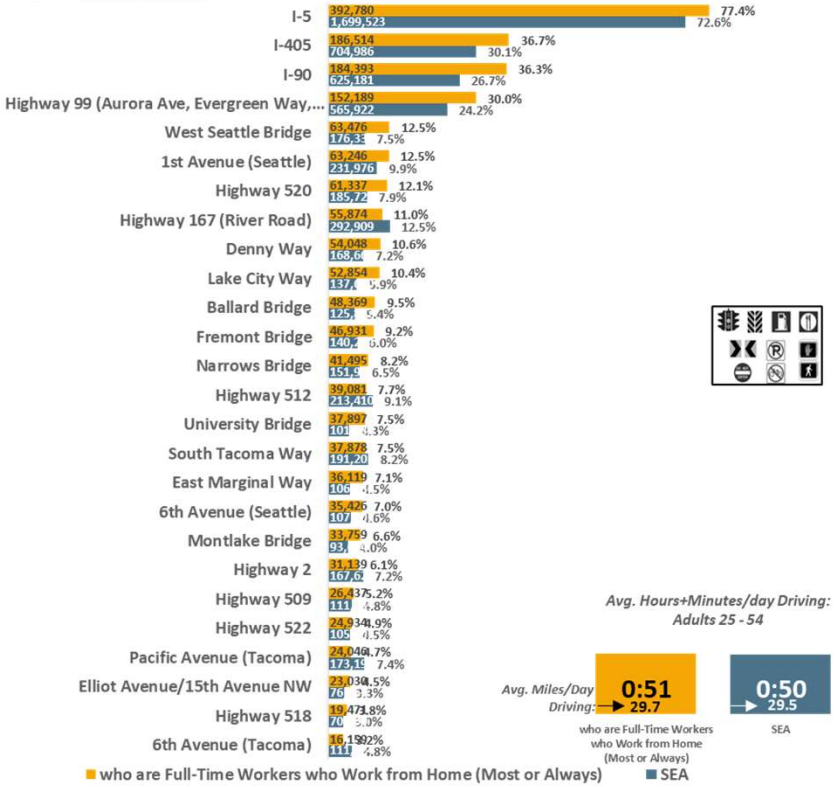
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



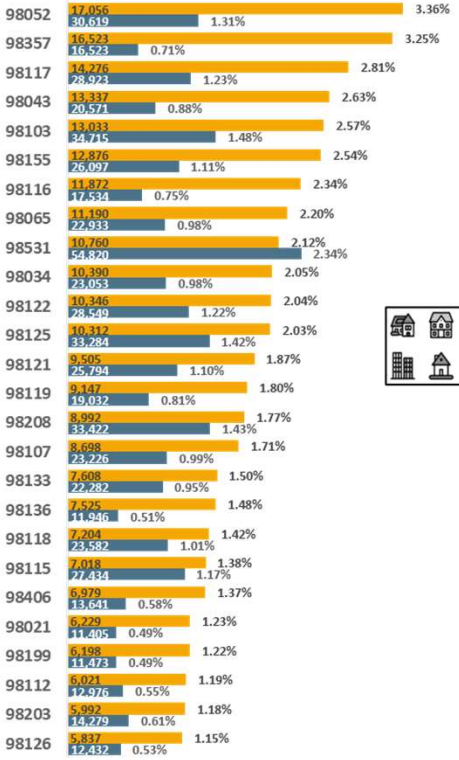
465,622 or 91.7% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 51.1 minutes per day driving an average of 29.7 miles each day and are 77.3% more likely to use Ballard Bridge than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54

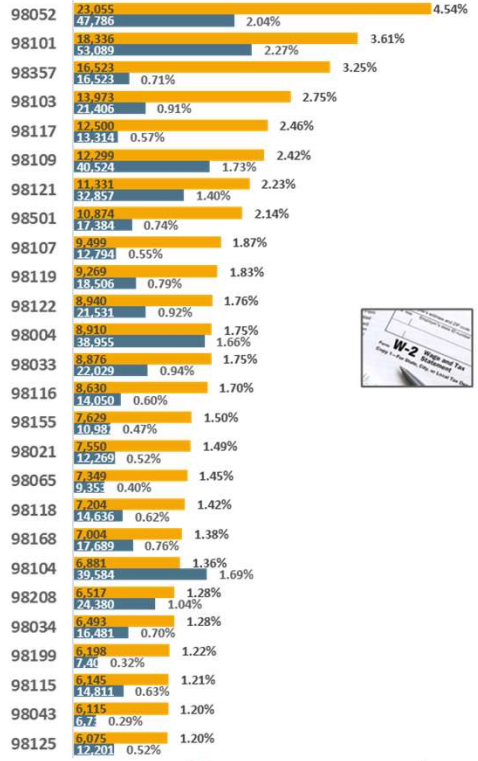


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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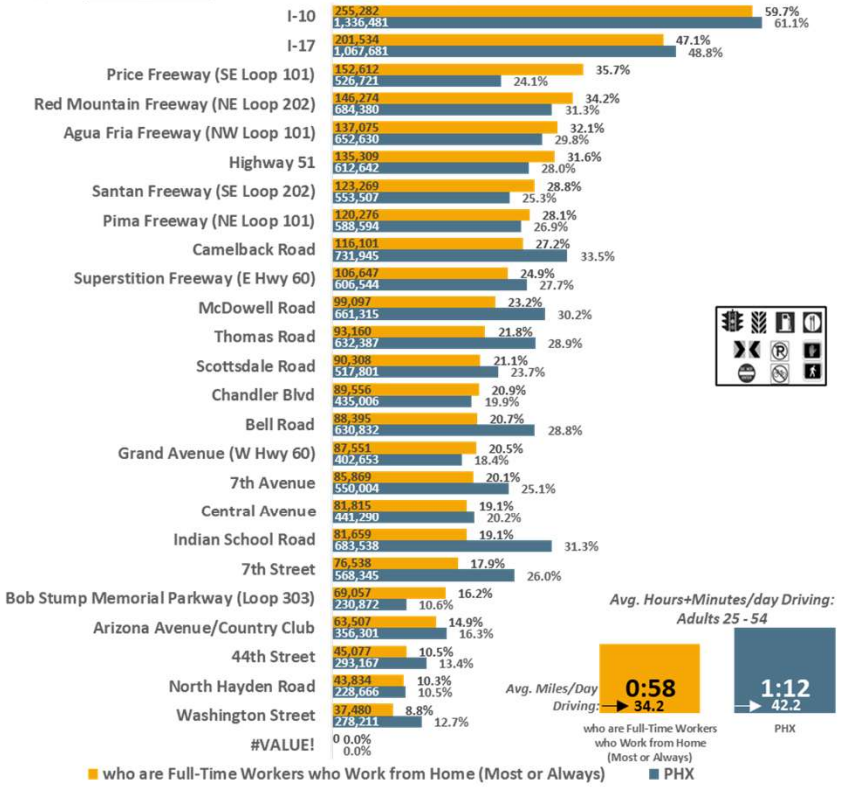
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

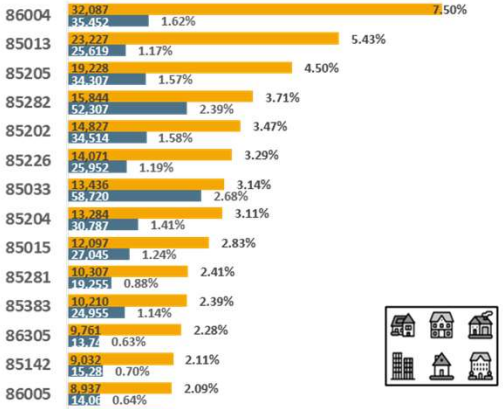


423,599 or 99.1% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) spend an average of 58.8 minutes per day driving an average of 34.2 miles each day and are 48.2% more likely to use Price Freeway (SE Loop 101) than the Metro

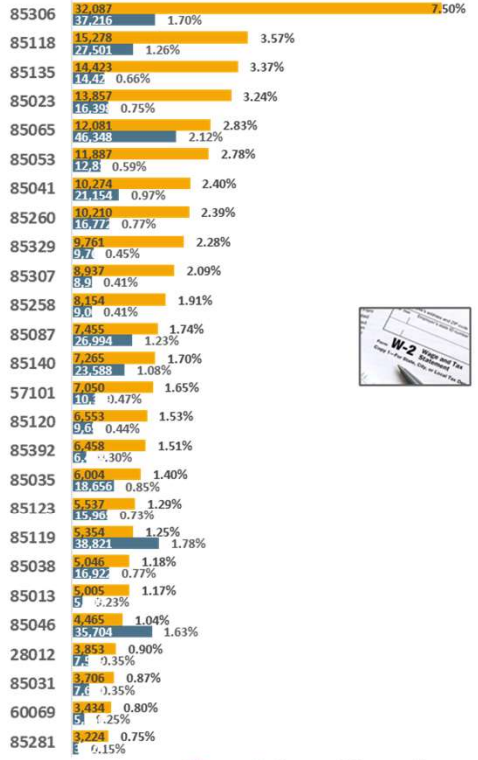
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



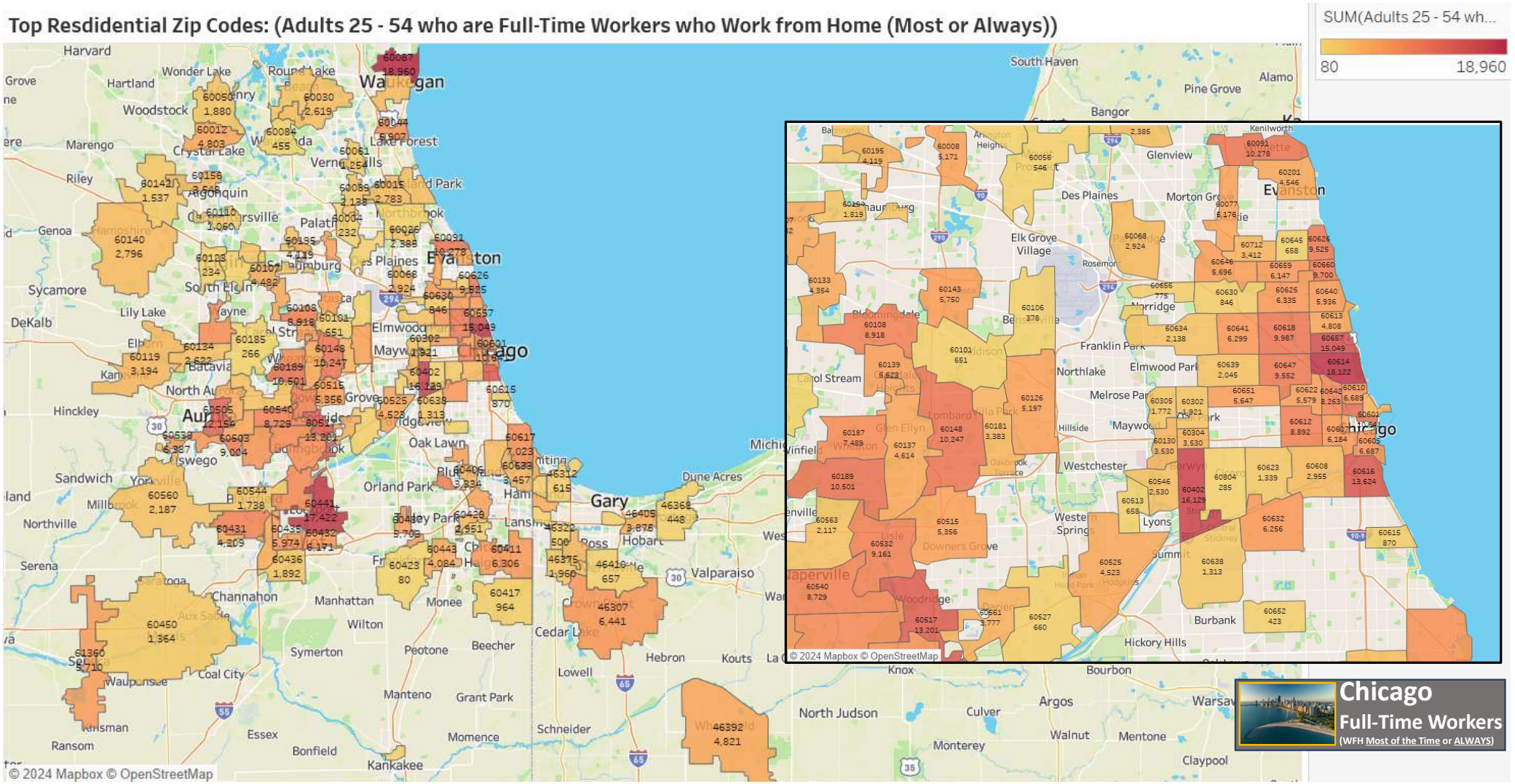
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

Top Resdidential Zip Codes: (Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always))

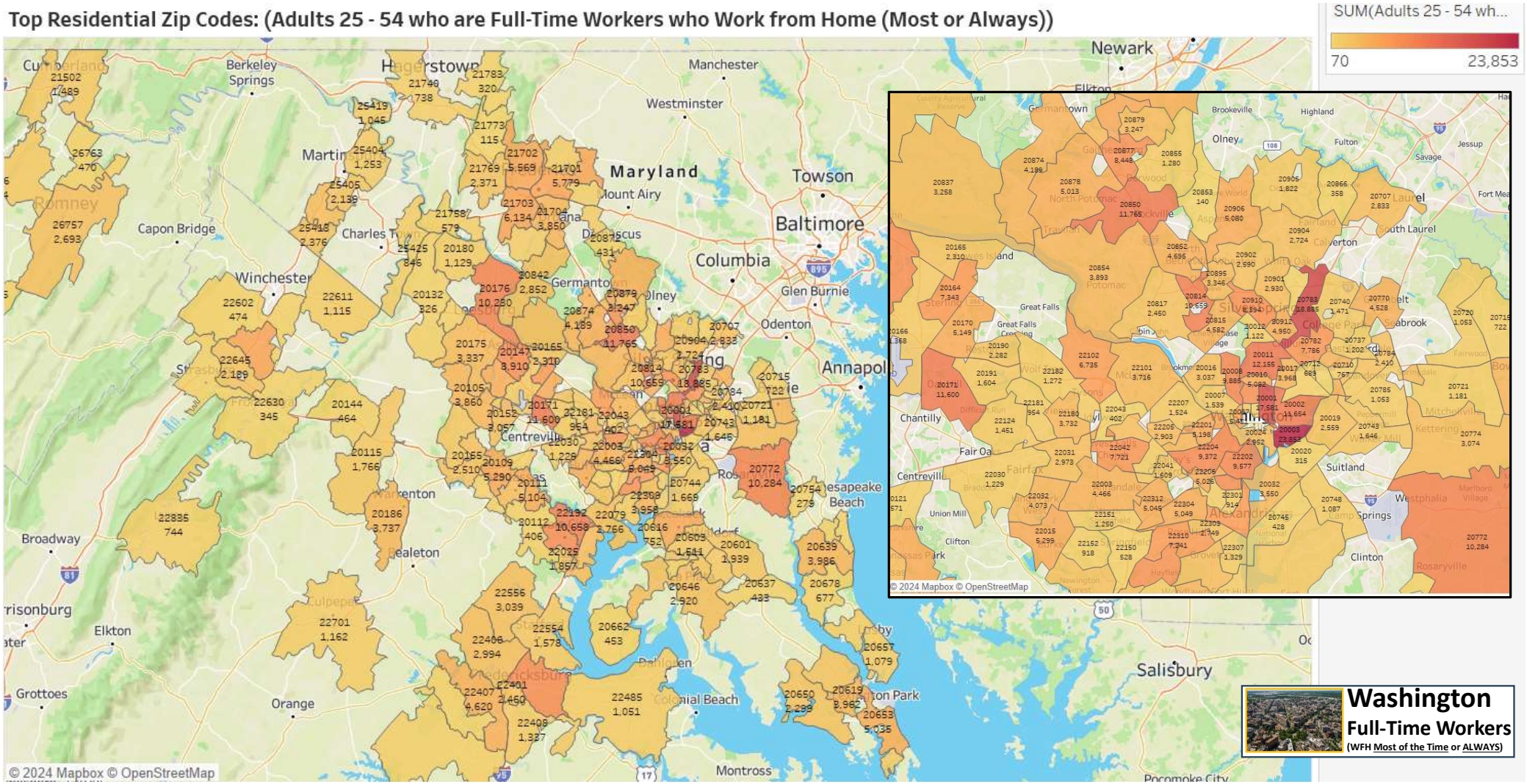


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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

Top Residential Zip Codes: (Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always))

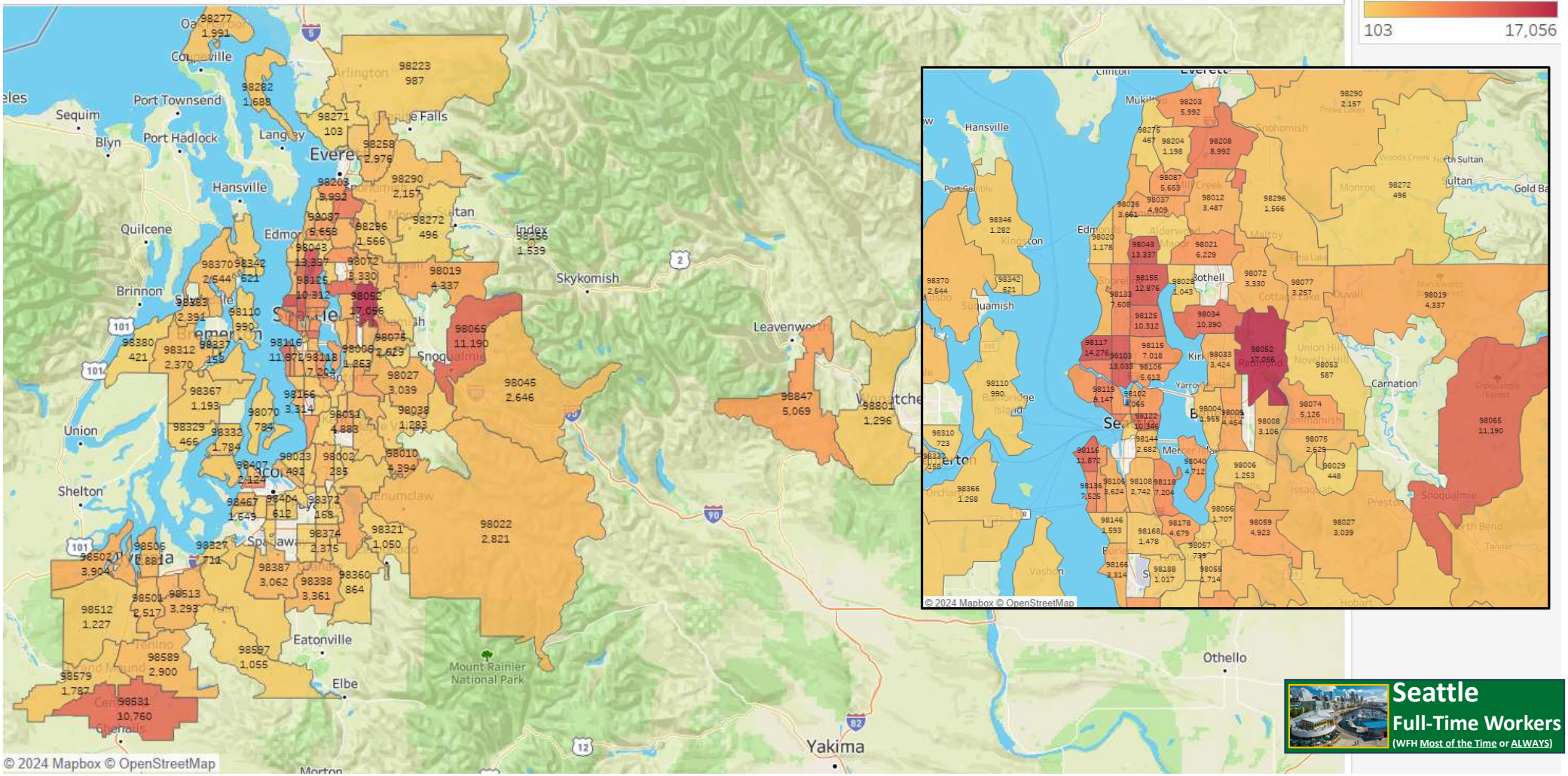


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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

Top Residential Zip Codes: (Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always))

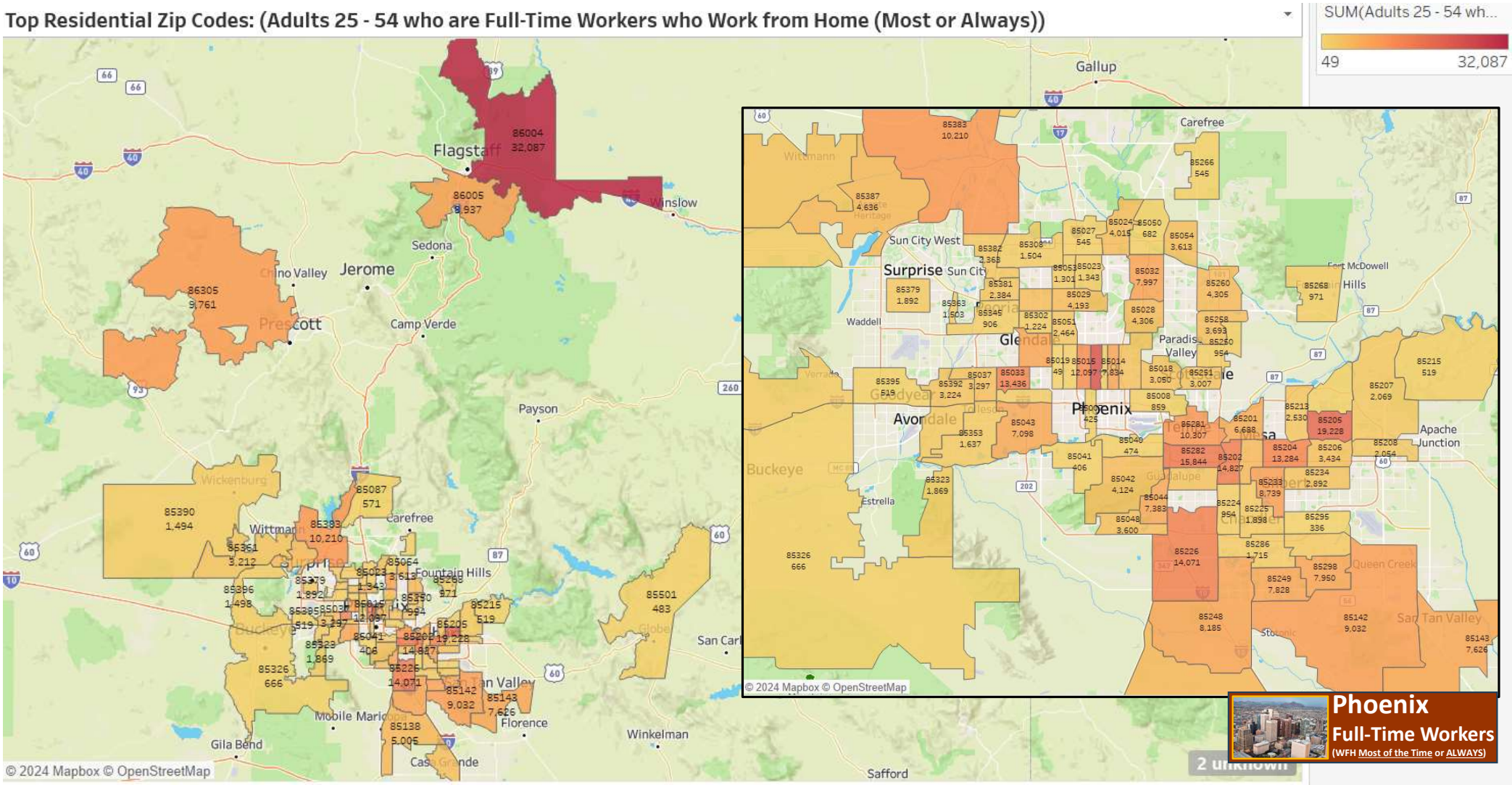


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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

Top Residential Zip Codes: (Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always))



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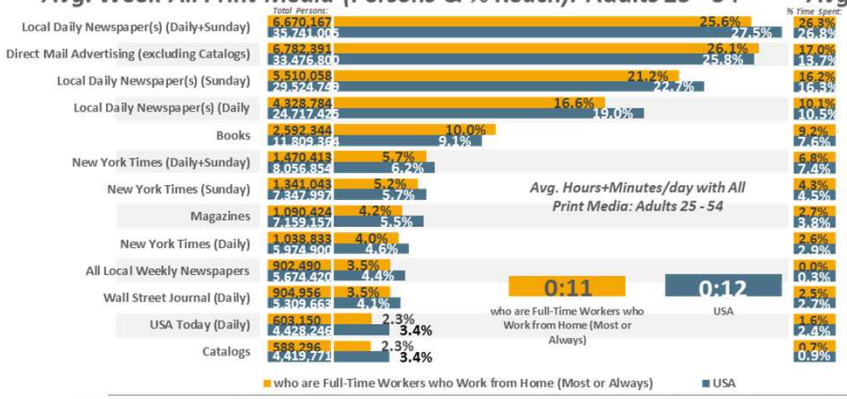
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

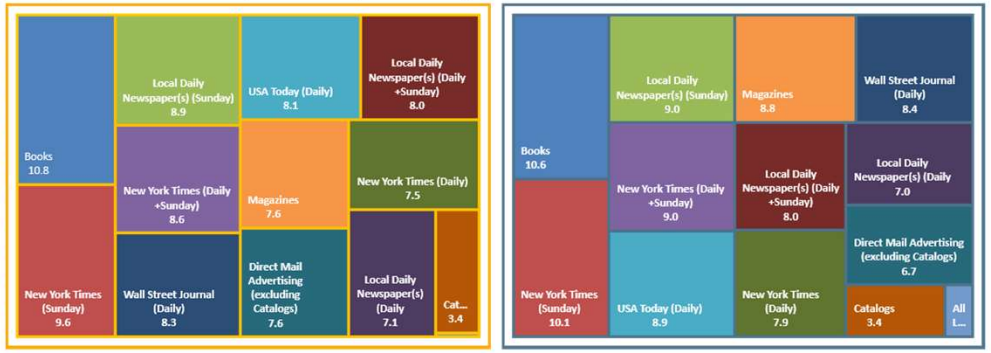


6,670,167 or 25.6% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 29.% of all time spent daily with All forms of Print Media

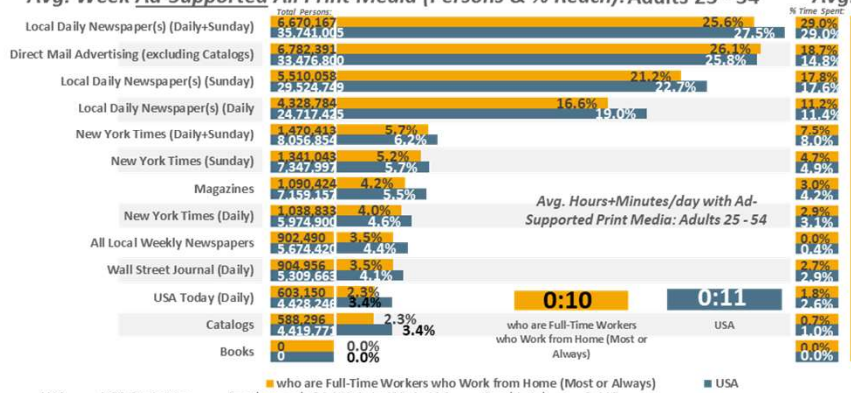
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



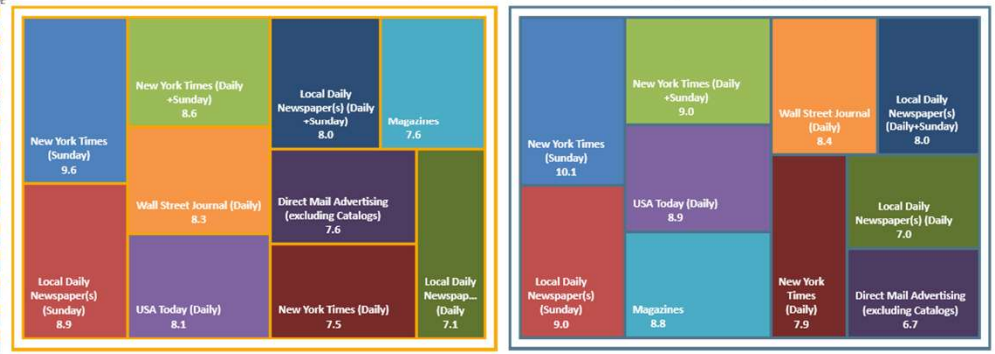
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 3,115

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

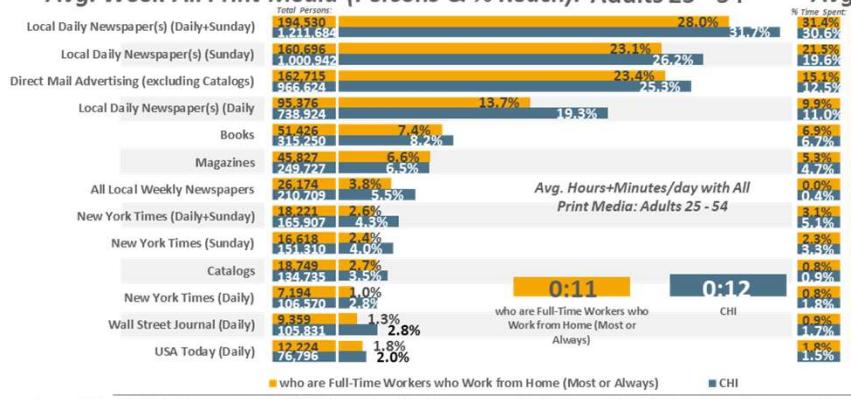
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

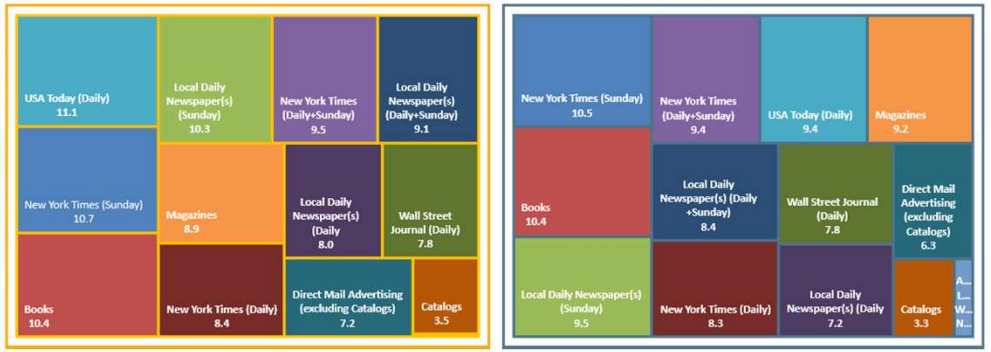


194,530 or 28.% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 33.7% of all time spent daily with All forms of Print Media.

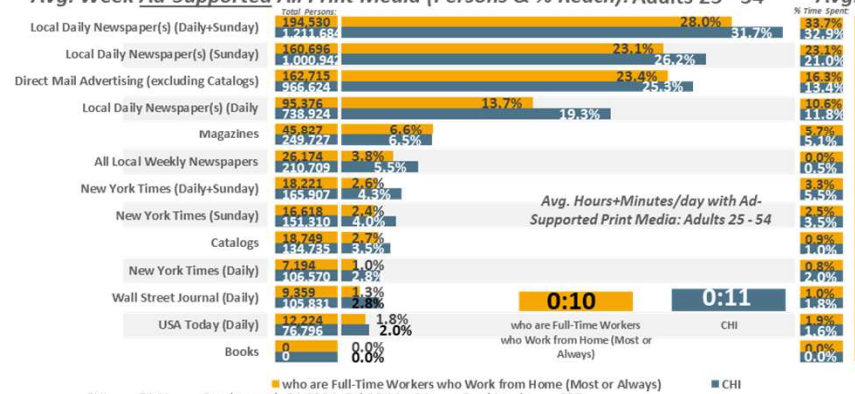
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



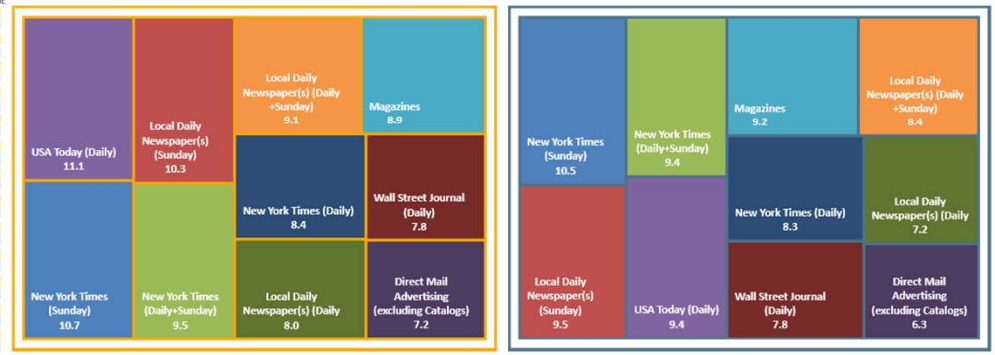
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 395

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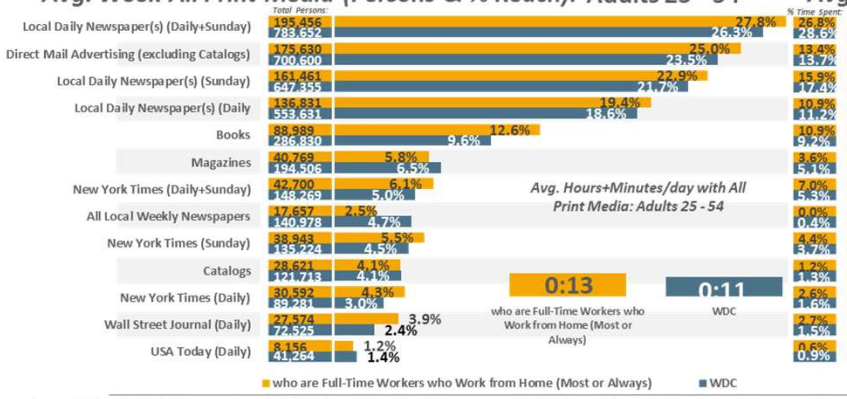
[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]



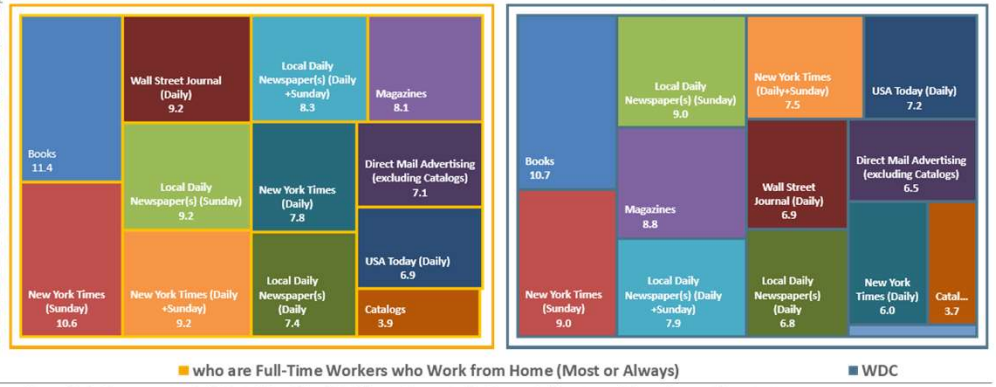
Washington
Full-Time Workers
(WFH Most of the Time or ALWAYS)

195,456 or 27.8% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 30.1% of all time spent daily with All forms of Print Media

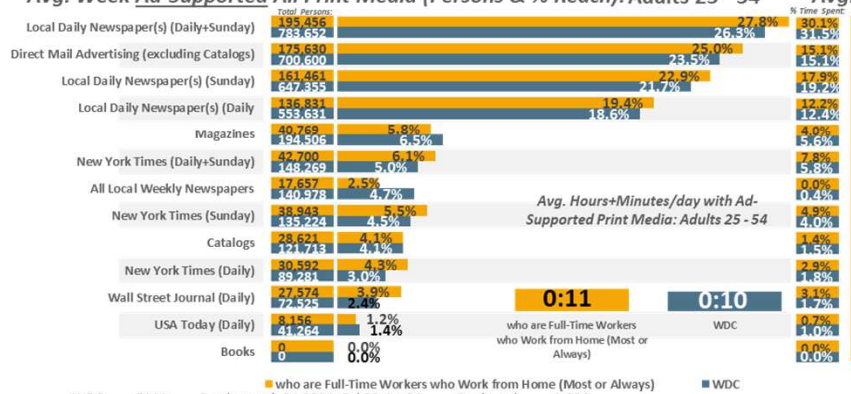
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



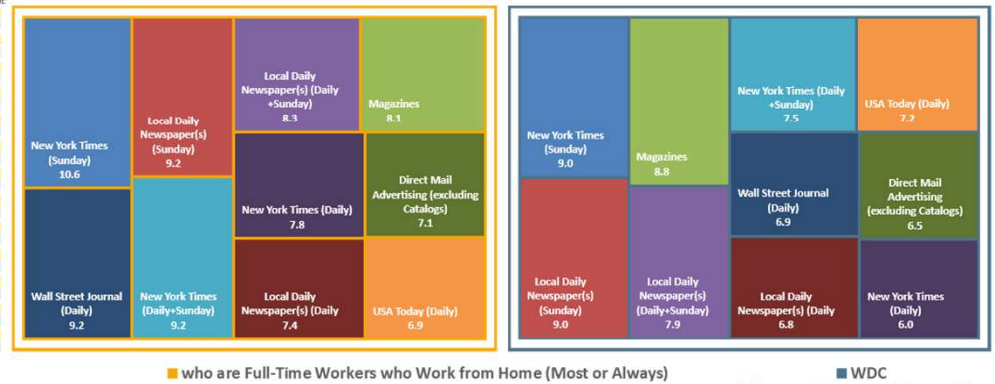
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,004

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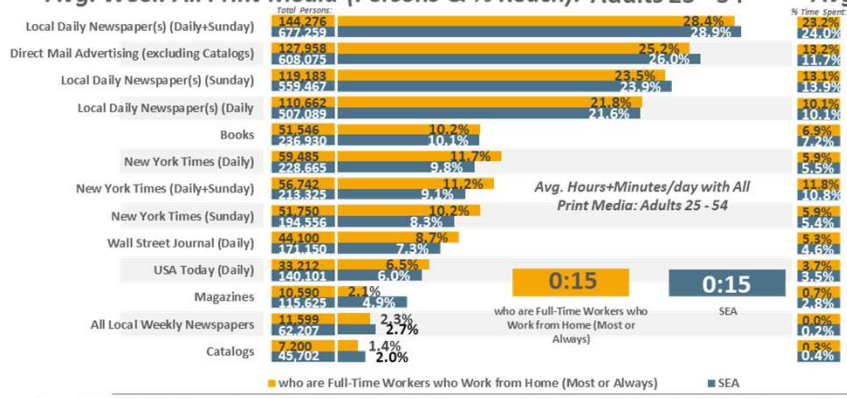
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

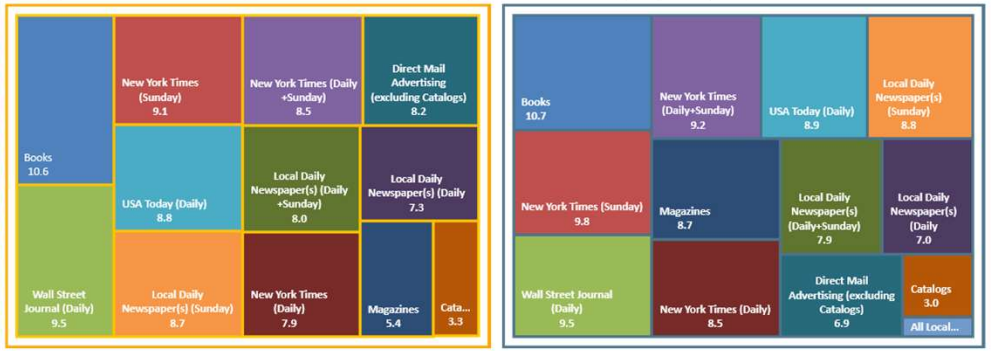


144,276 or 28.4% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 24.9% of all time spent daily with All forms of Print Media.

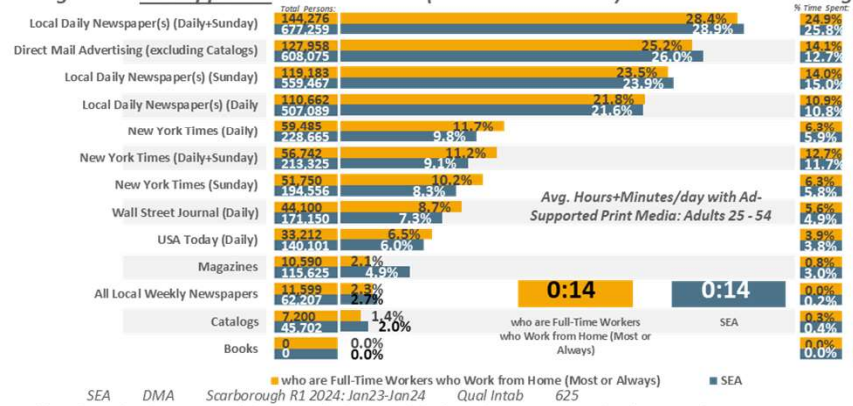
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



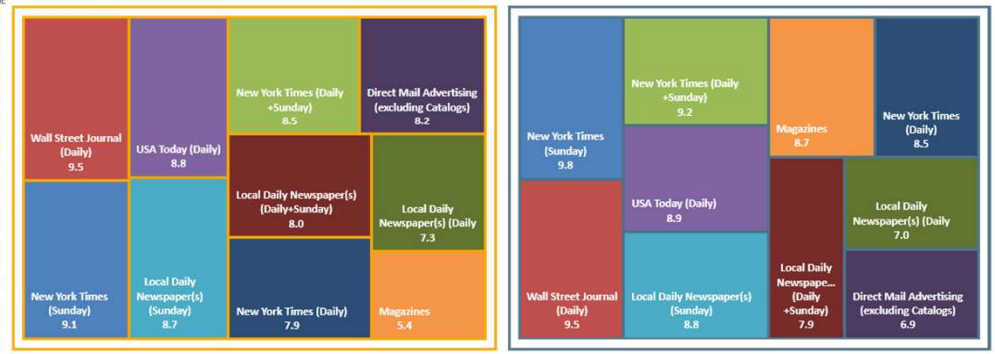
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 625

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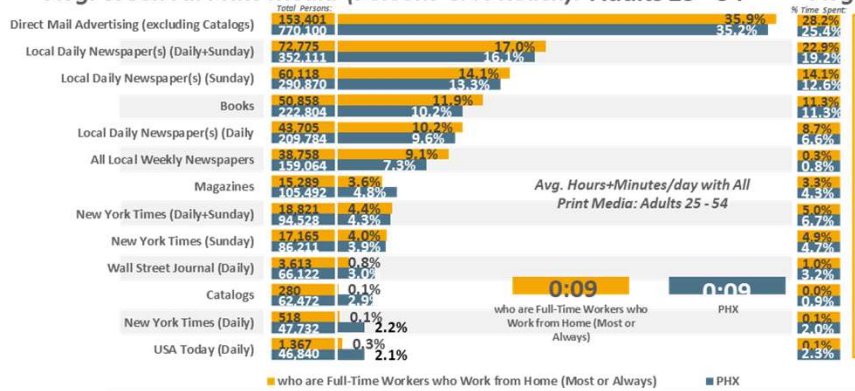
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[(Employment status: Employed full-time (35 hours or more) AND Lifestyle characteristics: Work at home (most of the time or always))]

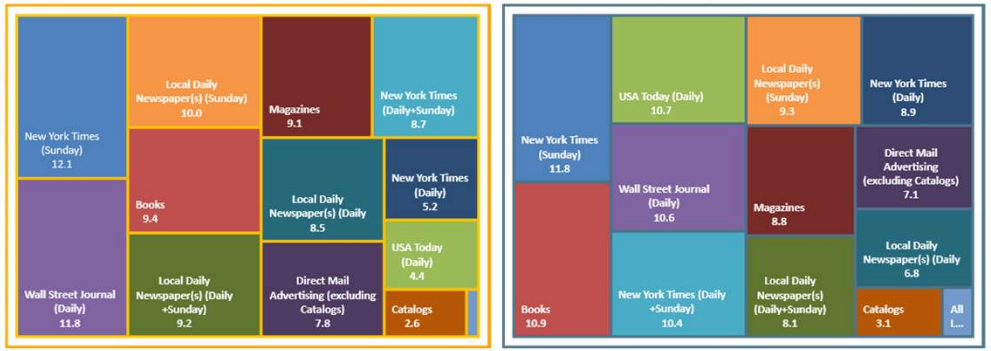


153,401 or 35.9% of Adults 25 - 54 who are Full-Time Workers who Work from Home (Most or Always) read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 31.8% of all time spent daily with All forms of Print

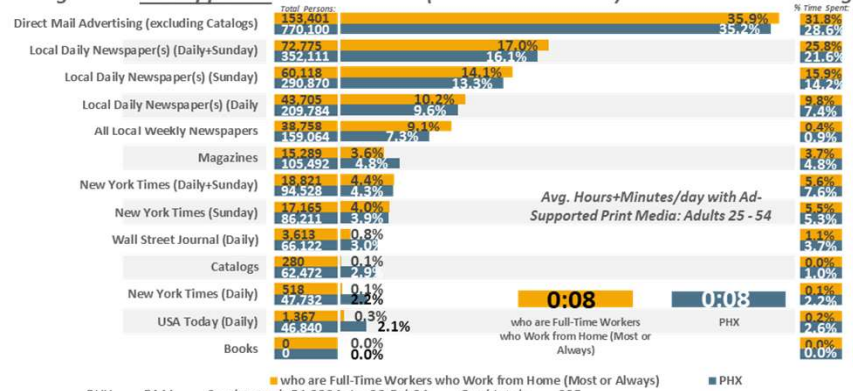
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 235

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