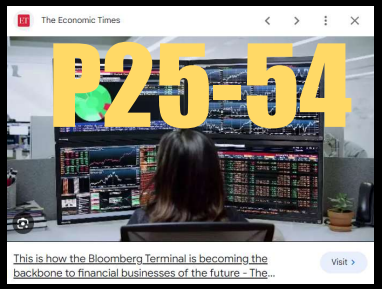
USA –P25-54 past 3 months SIMON MALL SHOPPERS in 5 DMAs!

Complete Demographic & Media Use Profiles



SIMON® MALLS

Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54 Past 3 months SIMON MALL Shoppers in CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, PHOENIX, and WEST PALM BEACH as of April 2024!





CHICAGO



WASHINGTON, DC



SEATTLE



PHOENIX



WEST PALM BEACH

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

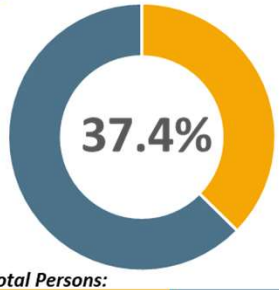
HUBBARD BROADCASTING INC. HB

Malls shopped/visited past 3 months: Any Simon Mall



37.4% or 1,428,653 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 39.9 years old (.6% younger than average) and have a $112,483 (.5% higher than average) annual household income.

Percent of Market: Adults 25 - 54



- who shopped at any SIMON MALL in the past 3 months
- Remainder of CHICAGO DMA

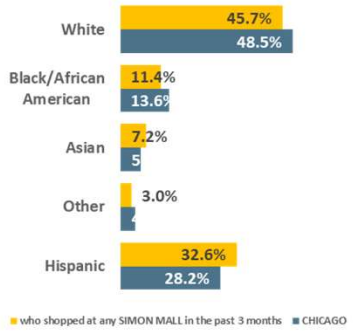
Total Persons:

1,428,653	2,396,111

Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	49.2%	49.6%	50.8%	50.4%
Average Age:	40.0	40.2	39.8	40.0
# Persons:	703,400	1,898,604	725,253	1,926,160

Ethnicity of Target vs. Market:

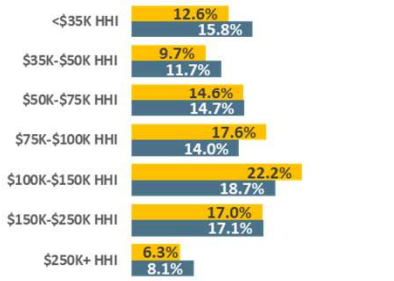


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	39.9	40.1



HHI of Target vs. Market:



Avg HHI:	$112,483	$111,880

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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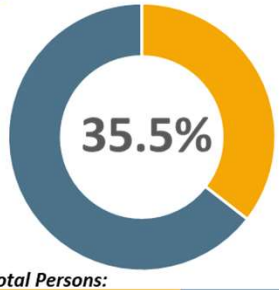
Malls shopped/visited past 3 months: Any Simon Mall



35.5% or 1,057,717 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3... Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 40.1 years old (.4% older than average) and have a $138,162 (2.6% lower than average) annual household income.

Percent of Market: Adults 25 - 54



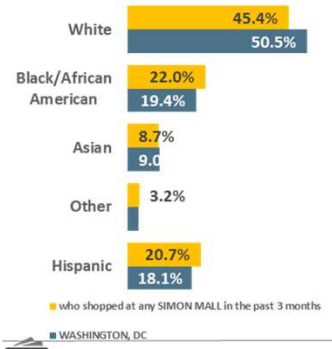
- who shopped at any SIMON MALL in the past 3 months
- Remainder of WASHINGTON, DC DMA

	who shopped at any SIMON MALL in the past 3 months	Remainder of WASHINGTON, DC DMA
Total Persons:	1,057,717	1,919,692

Gender of Target vs. Market: Adults 25 - 54

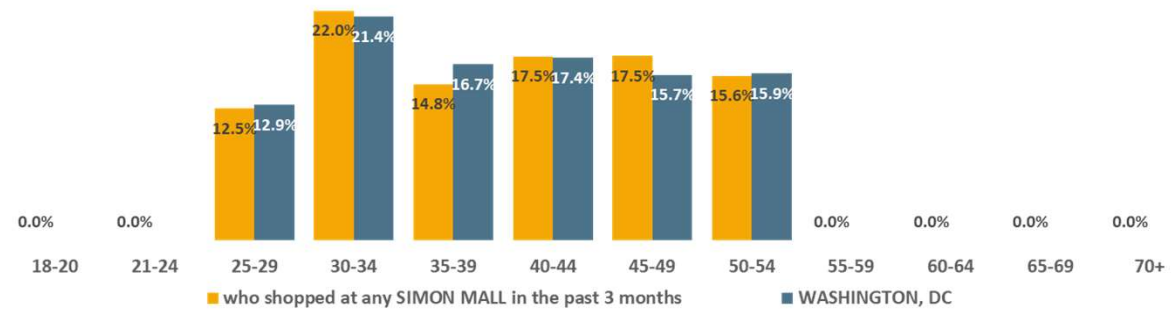
	Men	Men	Women	Women
%M vs. %F:	42.4%	49.2%	57.6%	50.8%
Average Age:	39.8	40.1	40.3	39.9
# Persons:	448,170	1,463,937	609,547	1,513,472

Ethnicity of Target vs. Market:

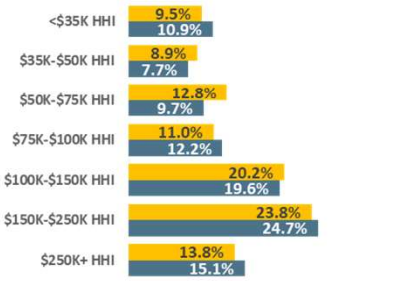


Age Cell Demographics of Target vs. Market:

Adults 25 - 54	Average Age: who shopped at any SIMON MALL in the past 3 months	Average Age: WASHINGTON, DC
	40.1	40.0



HHI of Target vs. Market:



Avg HHI:	$138,162	$141,784

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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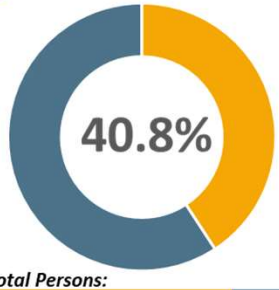
Malls shopped/visited past 3 months: Any Simon Mall



40.8% or 955,267 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 39.7 years old (.1% older than average) and have a $141,825 (4.5% higher than average) annual household income.

Percent of Market: Adults 25 - 54

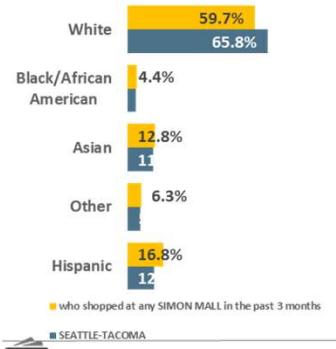


Total Persons:	955,267	1,387,176

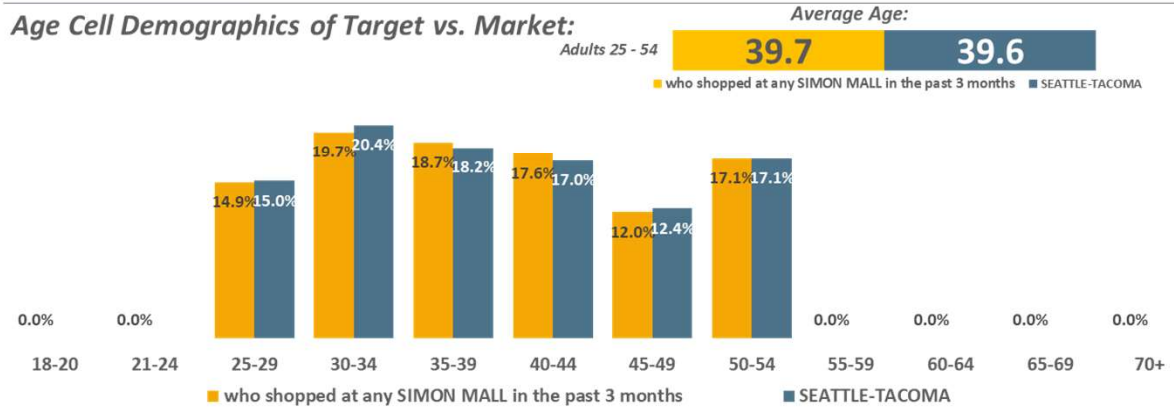
Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	50.7%	51.2%	49.3%	48.8%
Average Age:	40.3	39.5	39.1	39.7
# Persons:	484,763	1,198,650	470,504	1,143,793

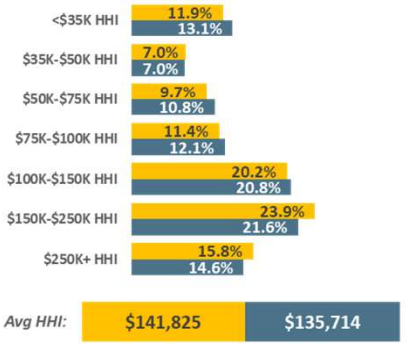
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$141,825	$135,714

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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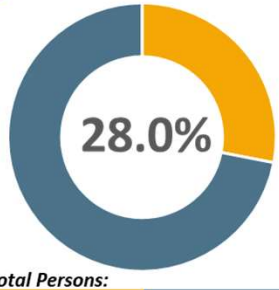
Malls shopped/visited past 3 months: Any Simon Mall



28.% or 613,331 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 38.7 years old (3.% younger than average) and have a $94,417 (9.3% lower than average) annual household income.

Percent of Market: Adults 25 - 54

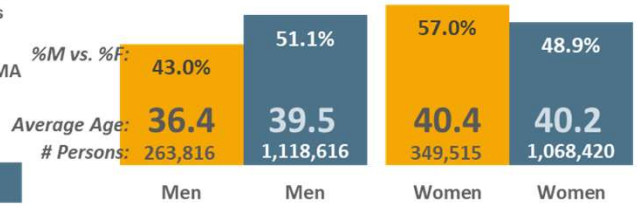


- who shopped at any SIMON MALL in the past 3 months
- Remainder of PHOENIX DMA

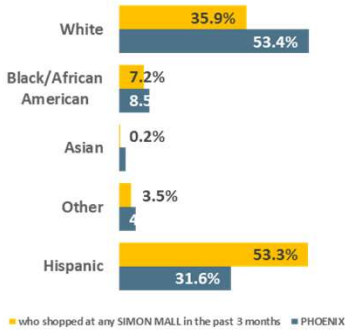
Total Persons:

613,331	1,573,705

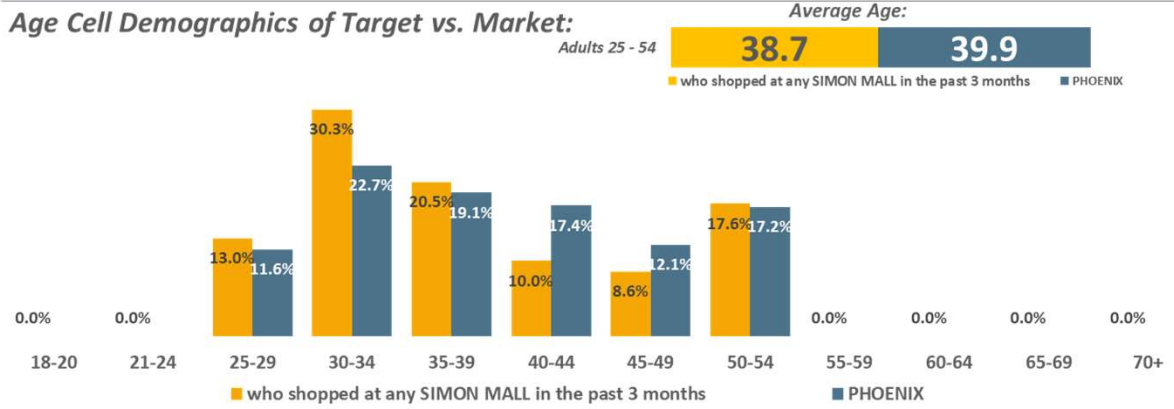
Gender of Target vs. Market: Adults 25 - 54



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$94,417	$104,151

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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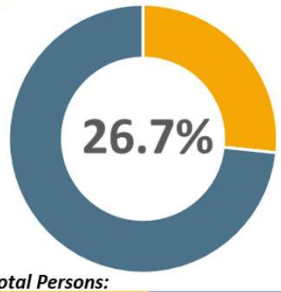
Malls shopped/visited past 3 months: Any Simon Mall



26.7% or 199,860 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 41.1 years old (1.1% older than average) and have a $131,913 (23.% higher than average) annual household income.

Percent of Market: Adults 25 - 54



- who shopped at any SIMON MALL in the past 3 months
- Remainder of WEST PALM BEACH Metro

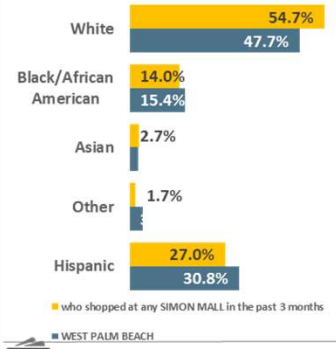
Total Persons:

199,860	549,755

Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	47.6%	49.6%	52.4%	50.4%
Average Age:	41.6	40.4	40.7	40.9
# Persons:	95,037	371,976	104,823	377,639

Ethnicity of Target vs. Market:

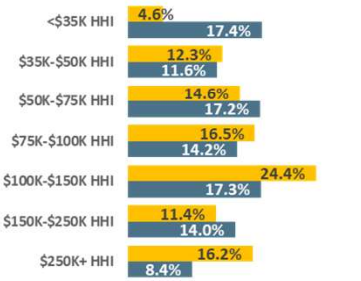


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 54	
	41.1	40.6



HHI of Target vs. Market:



Avg HHI:	$131,913	$107,205

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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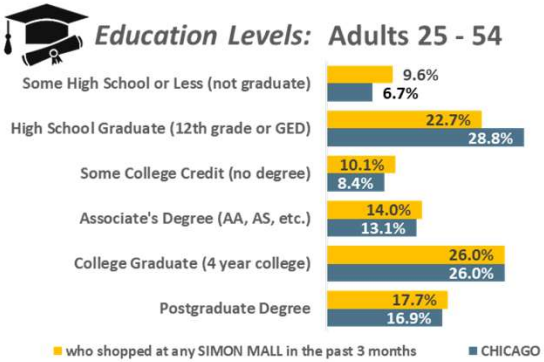
Malls shopped/visited past 3 months: Any Simon Mall

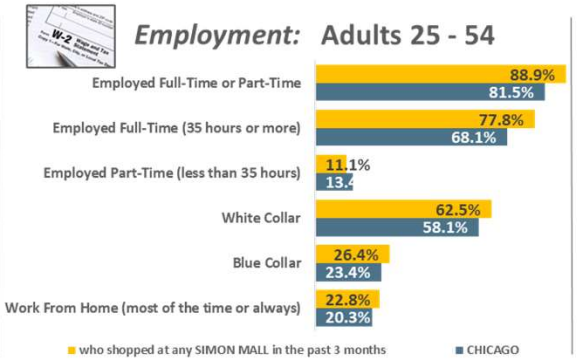


37.4% or 1,428,653 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 1.8% more likely to be a college graduate, 14.3% more likely to work full-time, 5.5% more likely to be married, 15.2% more likely to be a parent of 1 or more children under 18.

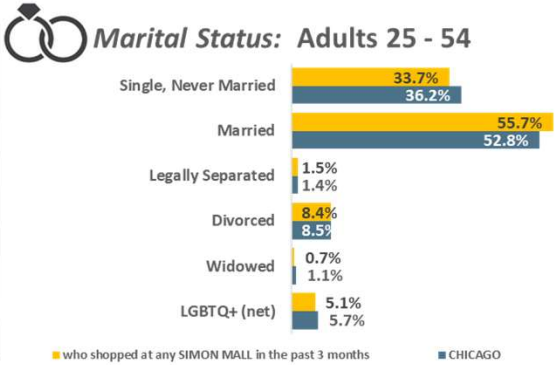
Education Levels: Adults 25 - 54



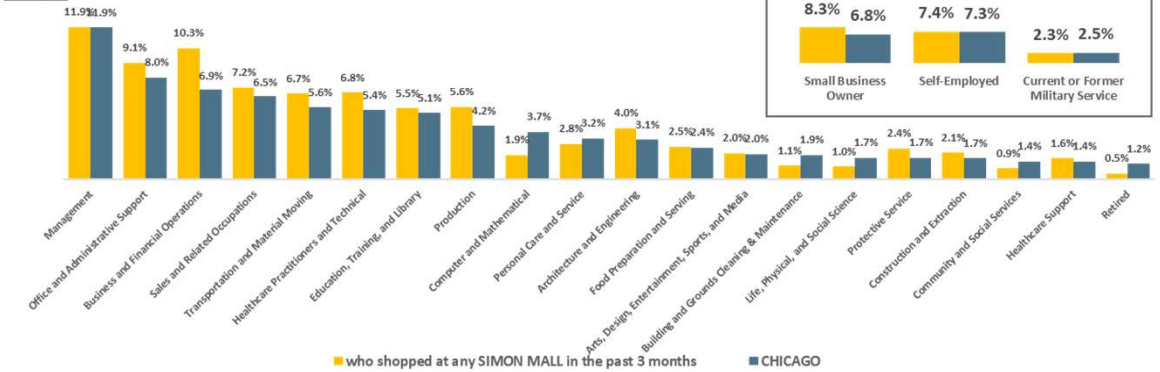
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

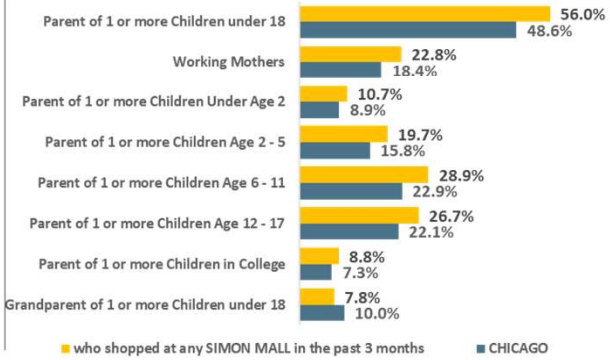


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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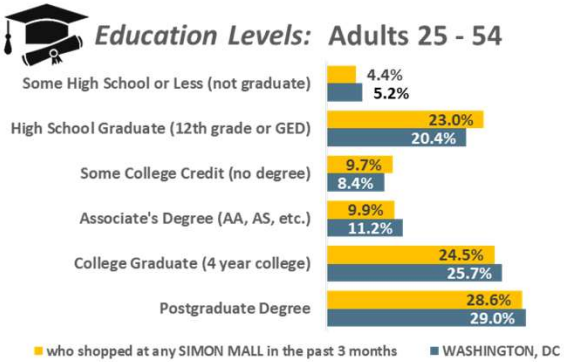
Malls shopped/visited past 3 months: Any Simon Mall

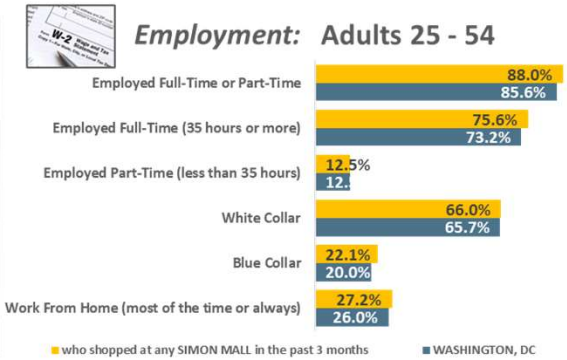


35.5% or 1,057,717 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3... Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 3.% less likely to be a college graduate, 3.3% more likely to work full-time, 5.1% more likely to be married, 1.8% more likely to be a parent of 1 or more children under 18.

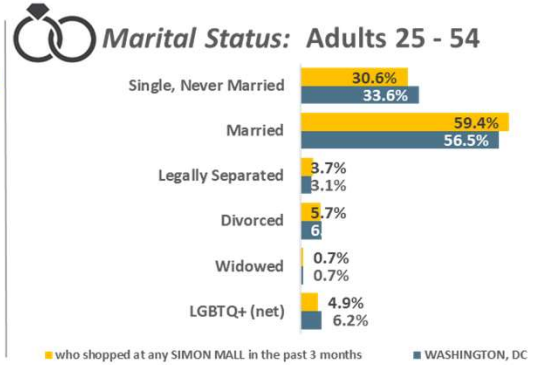
Education Levels: Adults 25 - 54



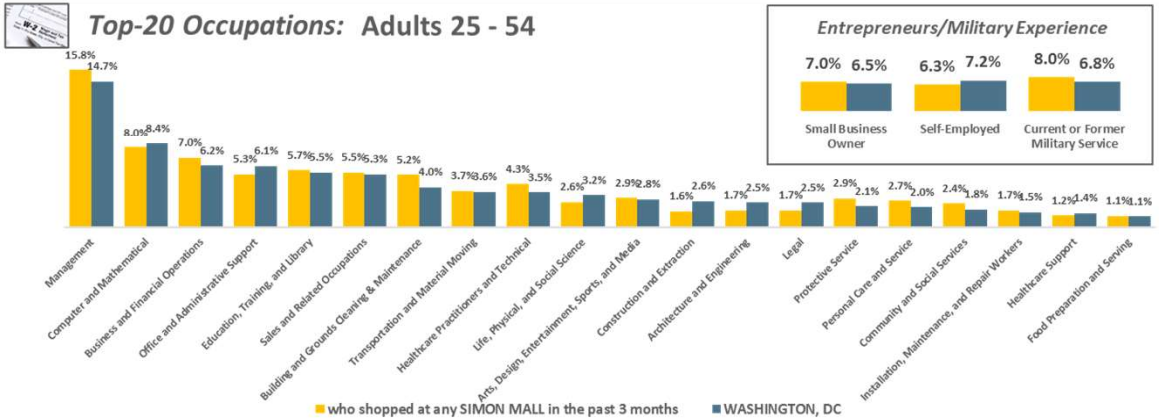
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

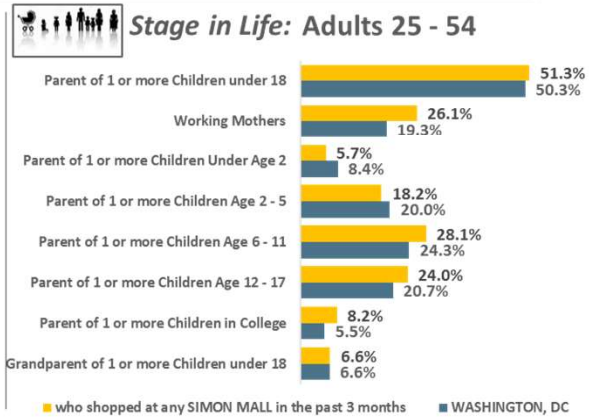


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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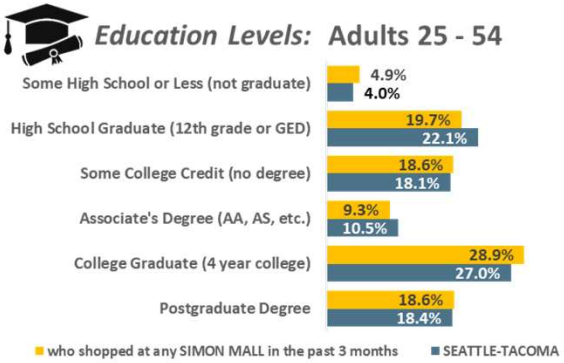
Malls shopped/visited past 3 months: Any Simon Mall

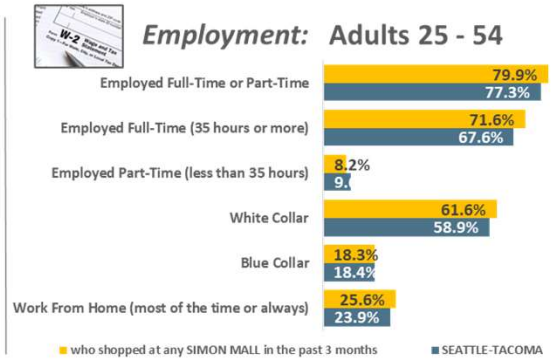


40.8% or 955,267 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 4.7% more likely to be a college graduate, 5.9% more likely to work full-time, 2.9% more likely to be married, 9.2% more likely to be a parent of 1 or more children under 18.

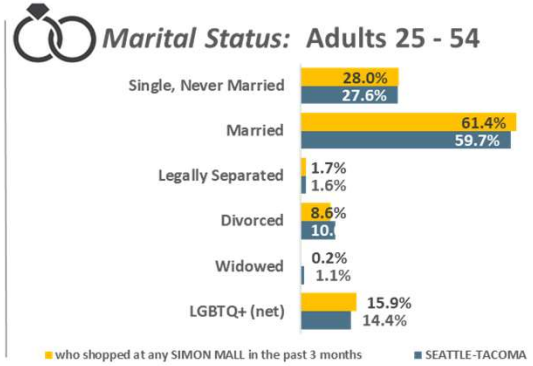
Education Levels: Adults 25 - 54



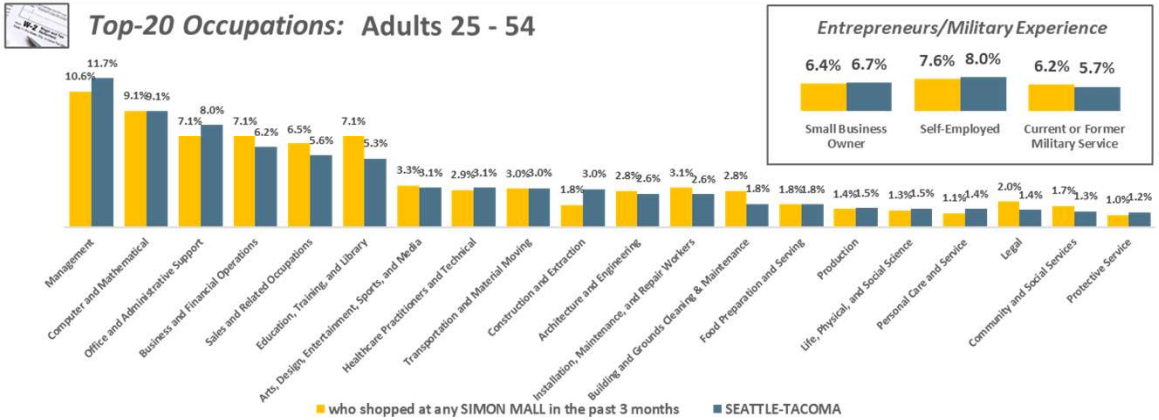
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

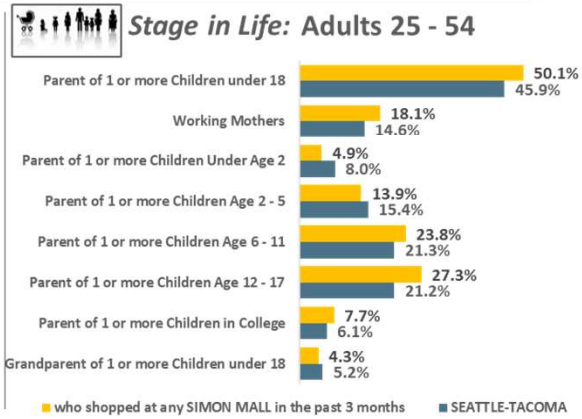


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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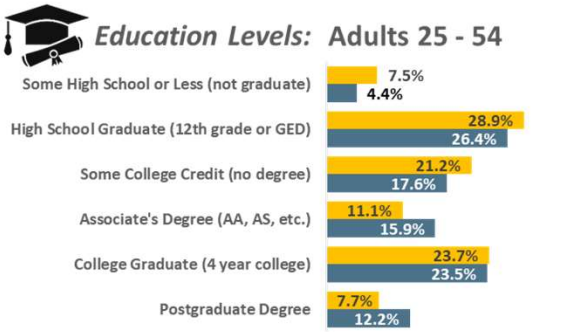
Malls shopped/visited past 3 months: Any Simon Mall

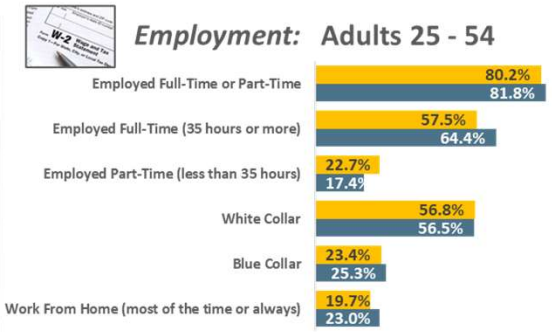


28.% or 613,331 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 12.% less likely to be a college graduate, 10.7% less likely to work full-time, .4% less likely to be married, .2% more likely to be a parent of 1 or more children under 18.

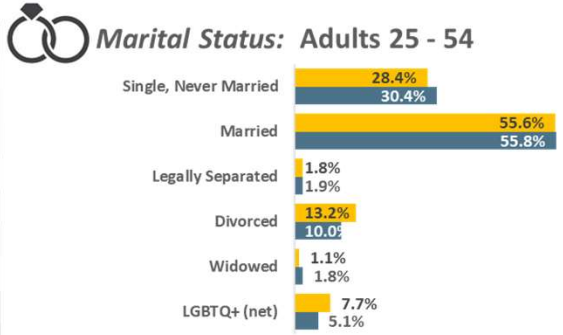
Education Levels: Adults 25 - 54



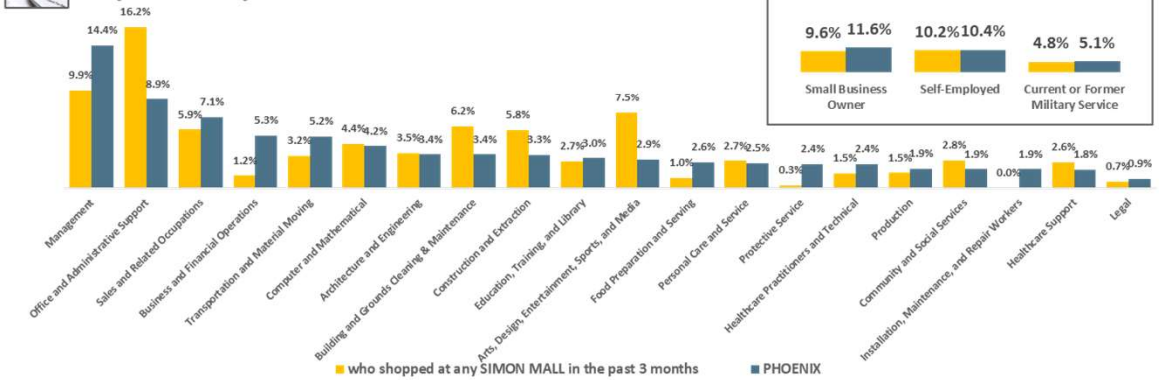
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

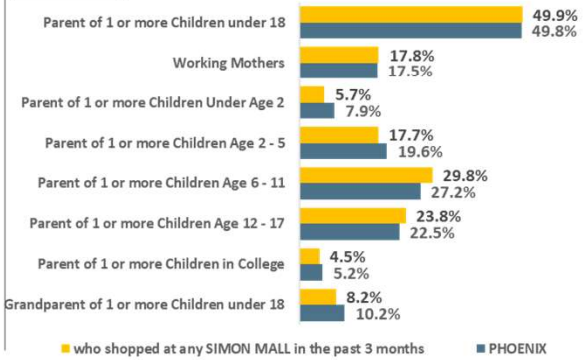


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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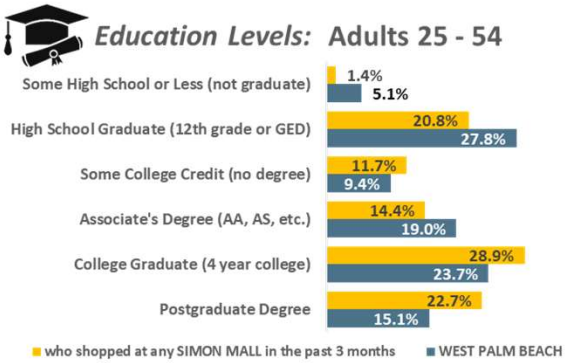
Malls shopped/visited past 3 months: Any Simon Mall

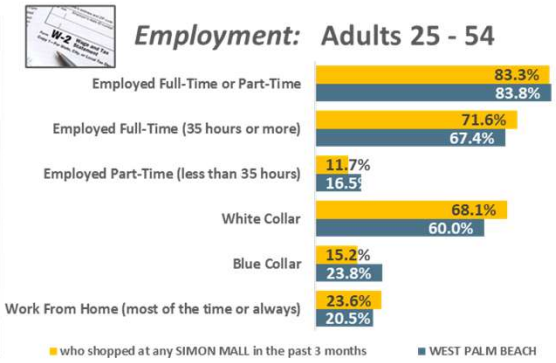


26.7% or 199,860 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3… Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 33.3% more likely to be a college graduate, 6.3% more likely to work full-time, 24.4% more likely to be married, .6% more likely to be a parent of 1 or more children under 18.

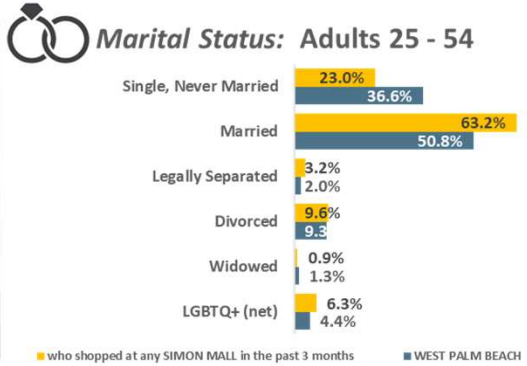
Education Levels: Adults 25 - 54



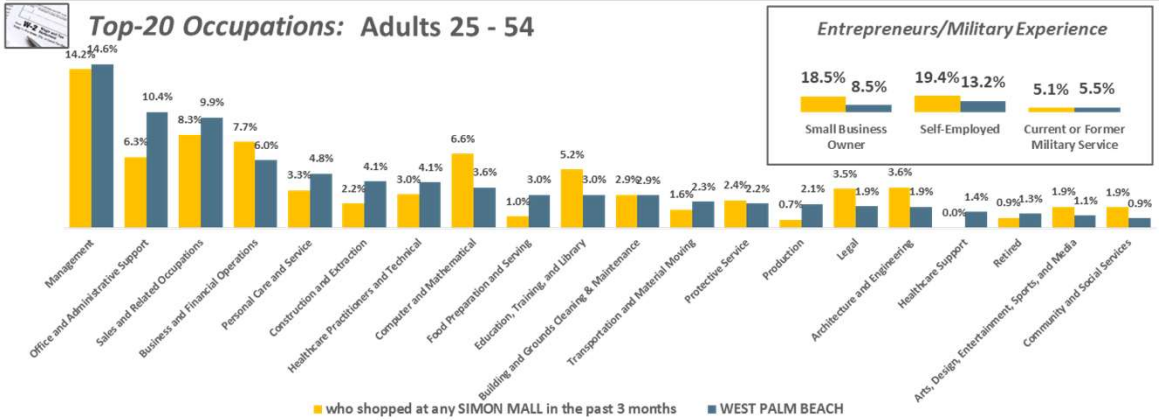
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

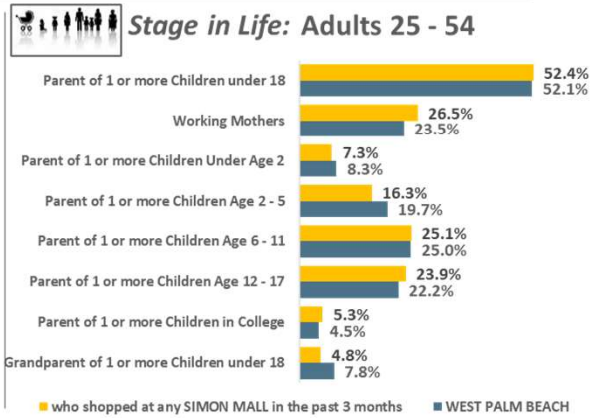


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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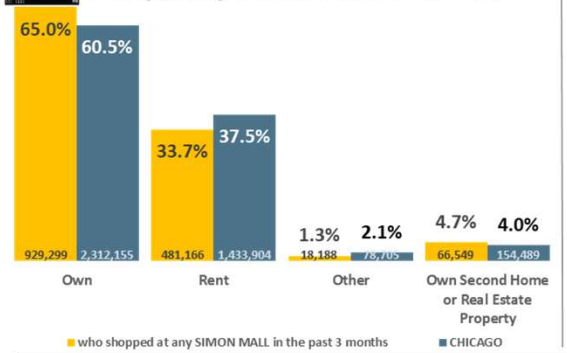
Malls shopped/visited past 3 months: Any Simon Mall

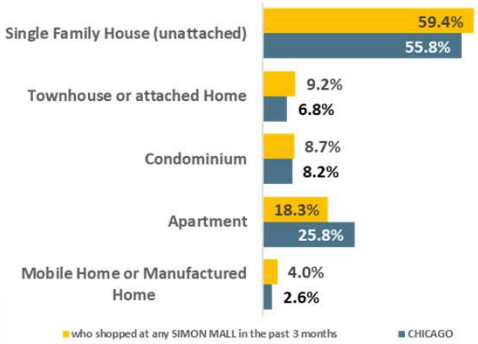


37.4% or 1,428,653 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 7.6% more likely to own their home, 2.1% more likely to own a lower valued home, 6.4% more likely to have a single-family home, 6.1% less likely to have a dog.

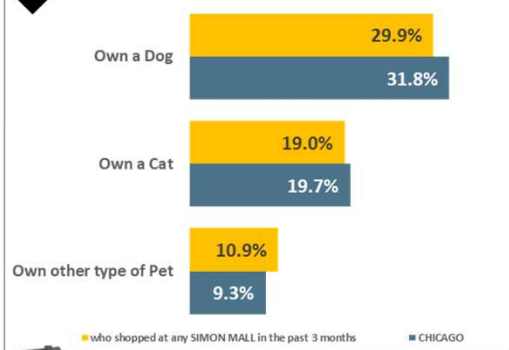
Own/Rent/Other: Adults 25 - 54



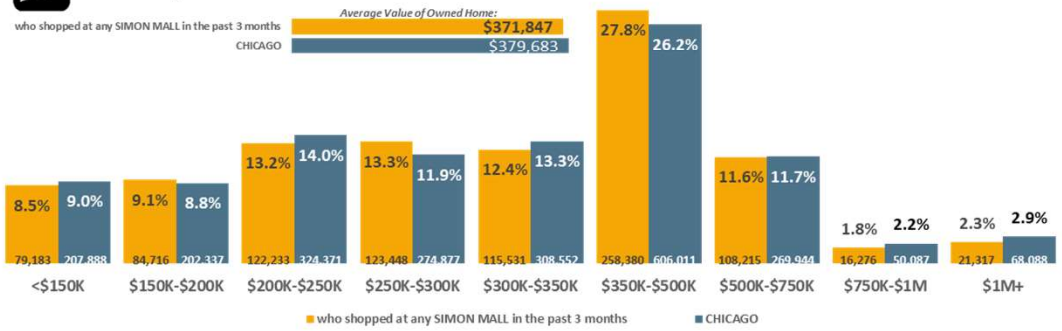
Type of Home: Adults 25 - 54



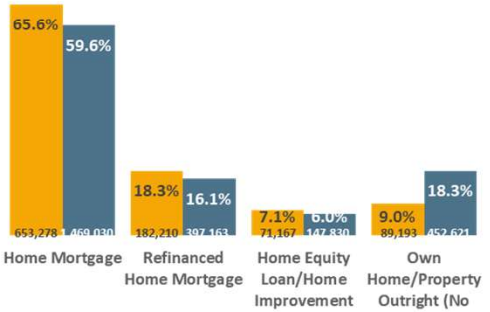
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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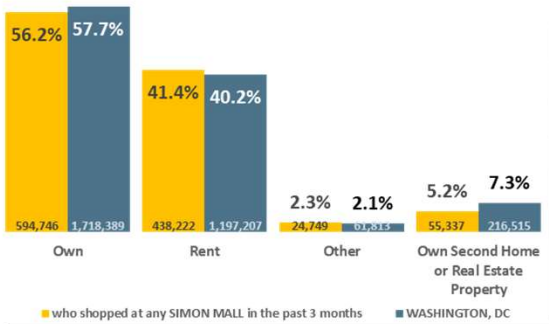
Malls shopped/visited past 3 months: Any Simon Mall

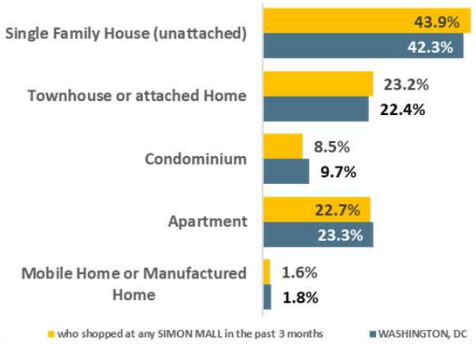


35.5% or 1,057,717 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 2.6% less likely to own their home, 5.% more likely to own a lower valued home, 3.6% more likely to have a single-family home, 12.8% more likely to have a dog.

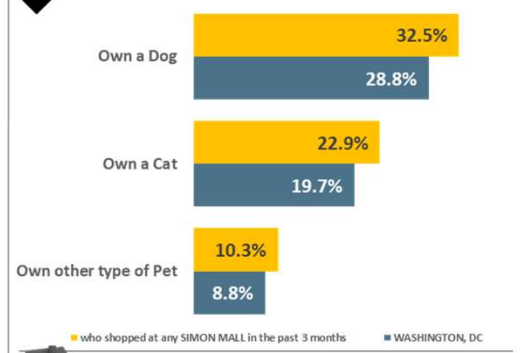
Own/Rent/Other: Adults 25 - 54



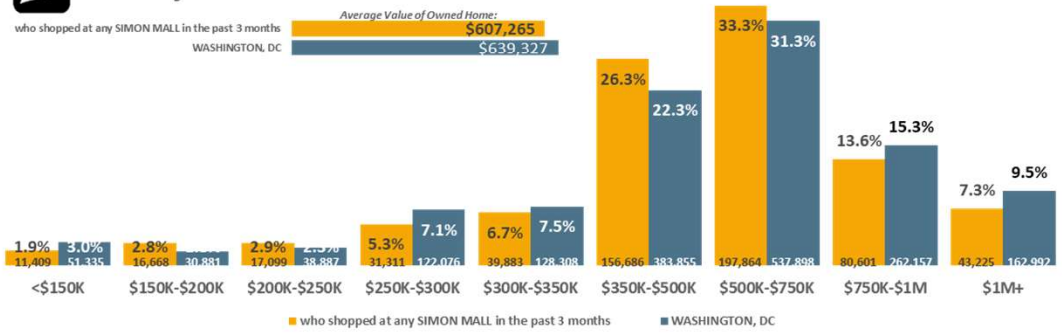
Type of Home: Adults 25 - 54



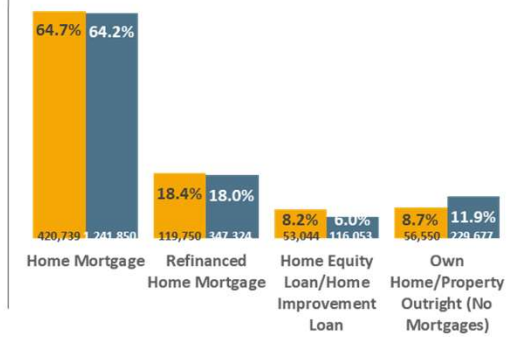
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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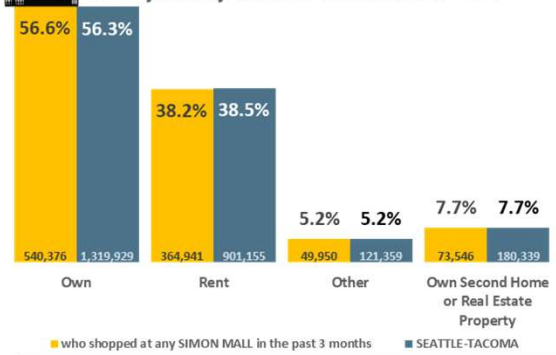
Malls shopped/visited past 3 months: Any Simon Mall

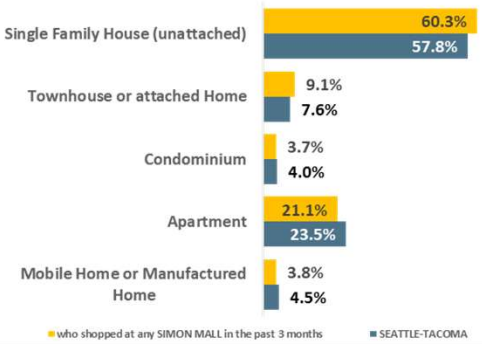


40.8% or 955,267 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are .4% more likely to own their home, .4% more likely to own a lower valued home, 4.4% more likely to have a single-family home, 8.3% more likely to have a dog.

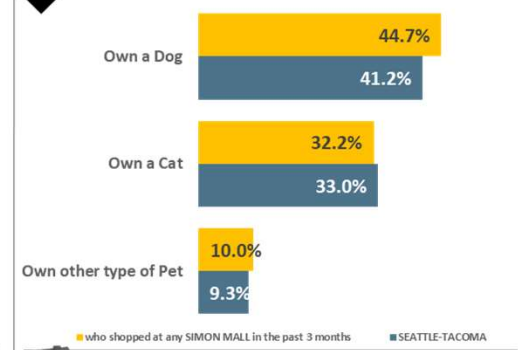
Own/Rent/Other: Adults 25 - 54



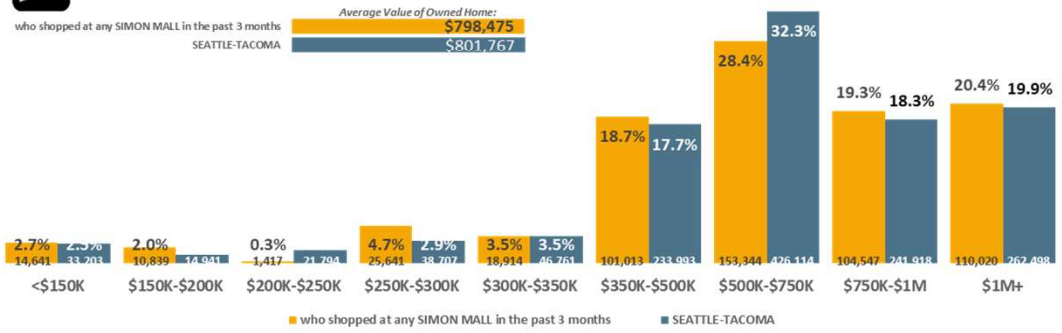
Type of Home: Adults 25 - 54



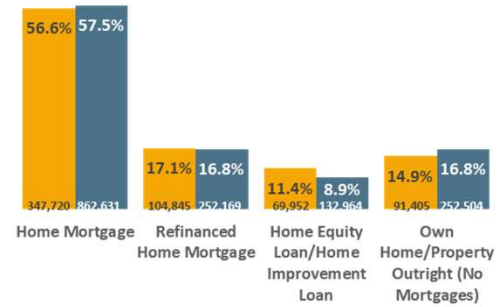
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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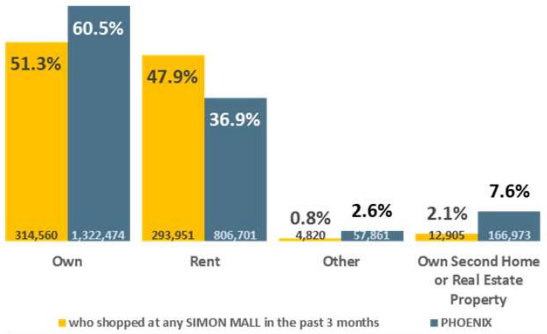
Malls shopped/visited past 3 months: Any Simon Mall

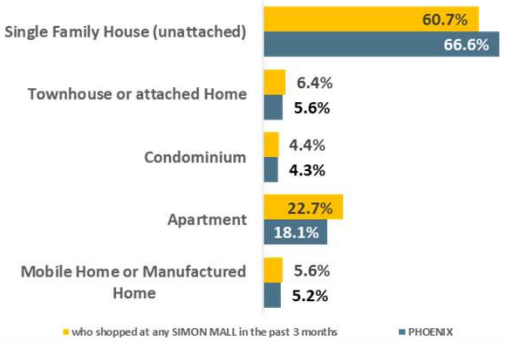


28.% or 613,331 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 15.2% less likely to own their home, 19.5% more likely to own a lower valued home, 8.8% less likely to have a single-family home, 19.1% less likely to have a dog.

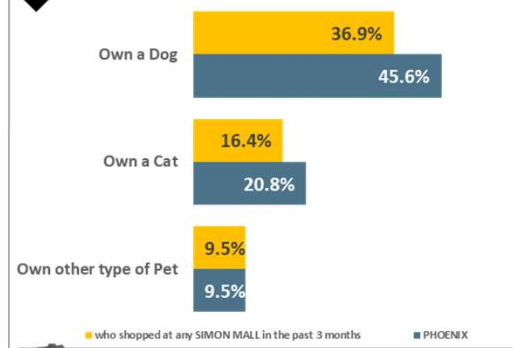
Own/Rent/Other: Adults 25 - 54



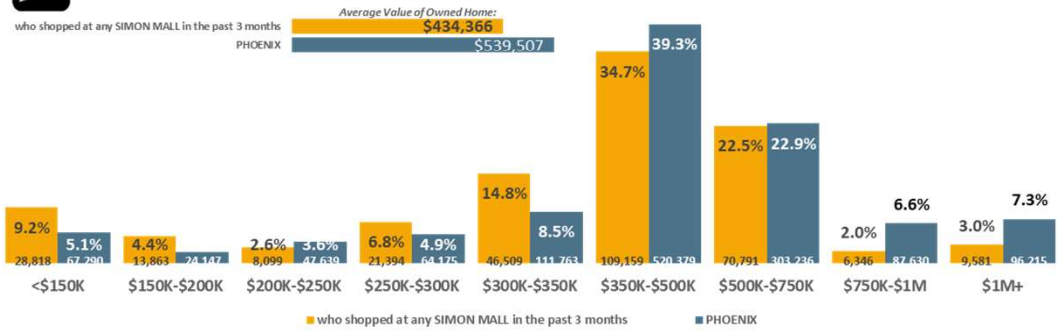
Type of Home: Adults 25 - 54



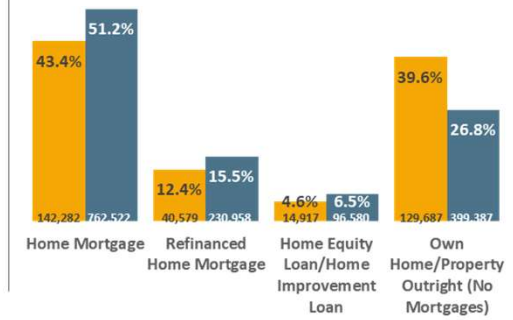
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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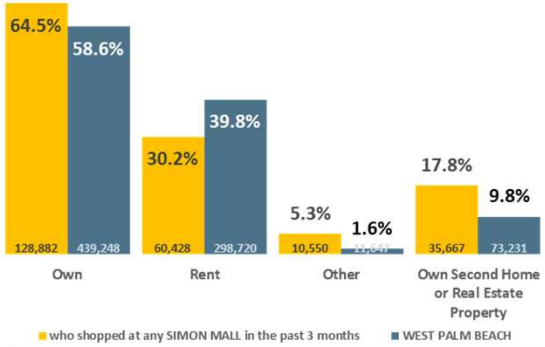
Malls shopped/visited past 3 months: Any Simon Mall

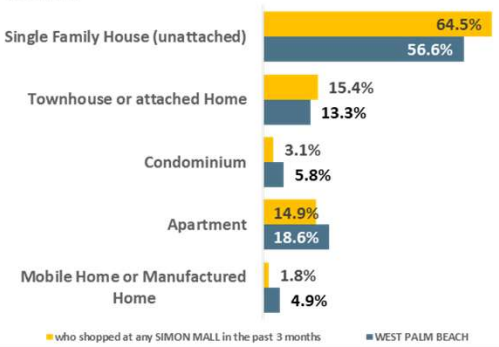


26.7% or 199,860 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 10.1% more likely to own their home, 27.3% more likely to own a higher valued home, 13.9% more likely to have a single-family home, 8.9% more likely to have a dog.

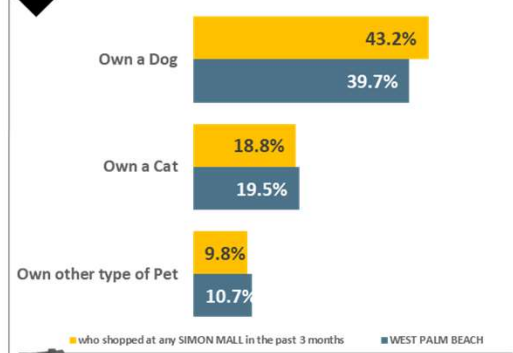
Own/Rent/Other: Adults 25 - 54



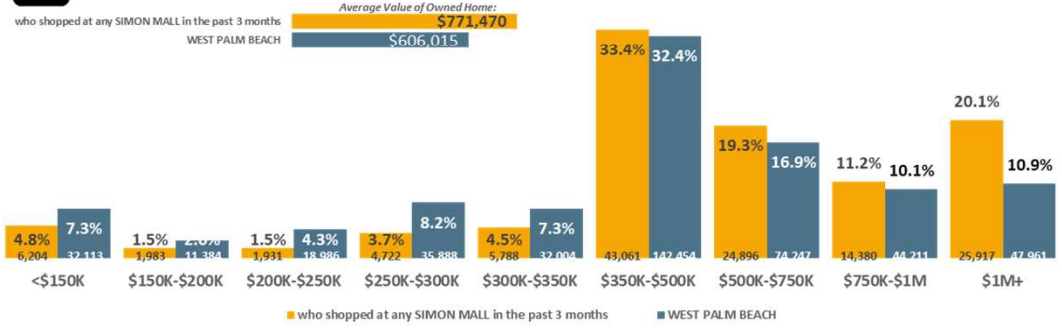
Type of Home: Adults 25 - 54



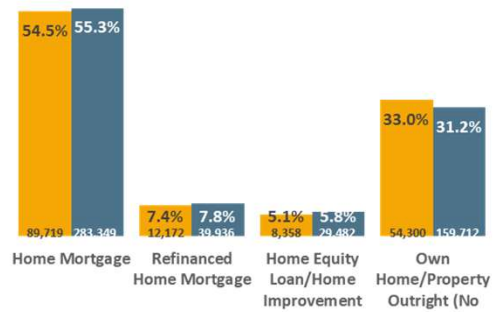
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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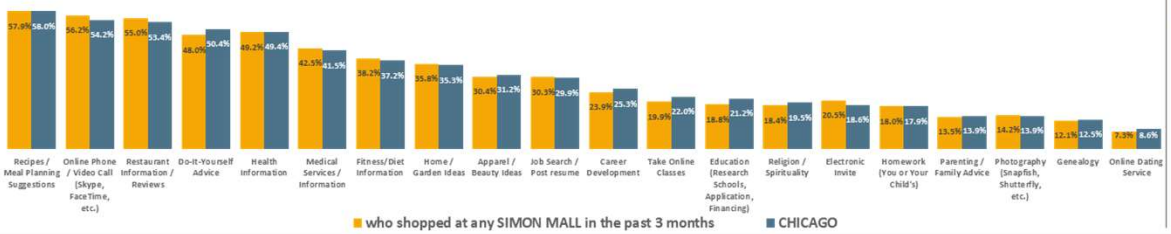
Malls shopped/visited past 3 months: Any Simon Mall

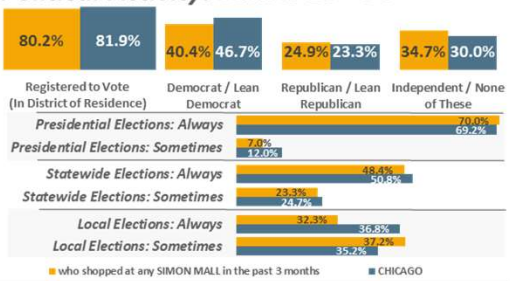


37.4% or 1,428,653 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 4.8% less likely to look up D-I-Y advice online, 12.2% less likely to always vote in local elections, 29.2% more likely to belong to a gym, 15.% more likely to fly domestic past yr.

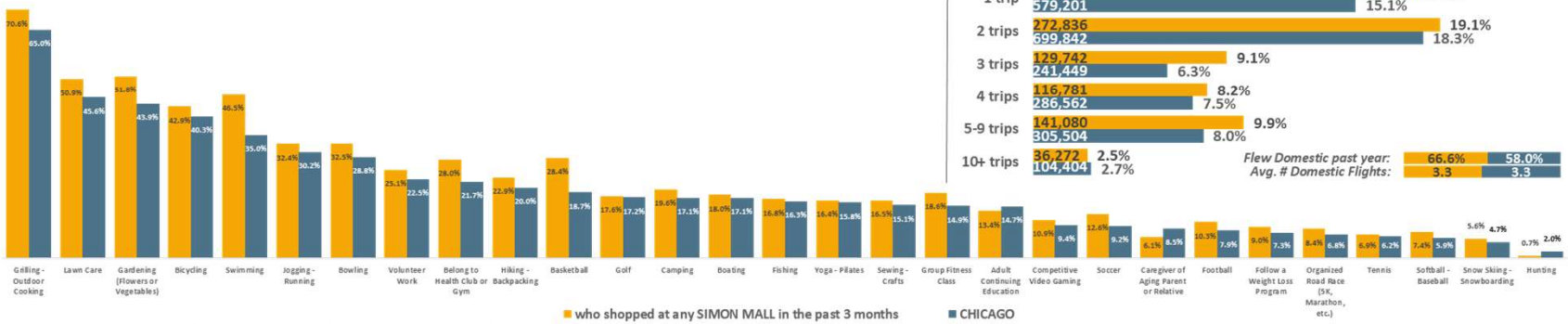
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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Malls shopped/visited past 3 months: Any Simon Mall

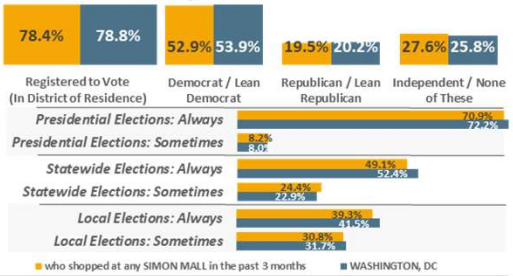


35.5% or 1,057,717 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3... Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 2.8% more likely to look up D-I-Y advice online, 5.2% less likely to always vote in local elections, 9.4% more likely to belong to a gym, 3.8% more likely to fly domestic past yr.

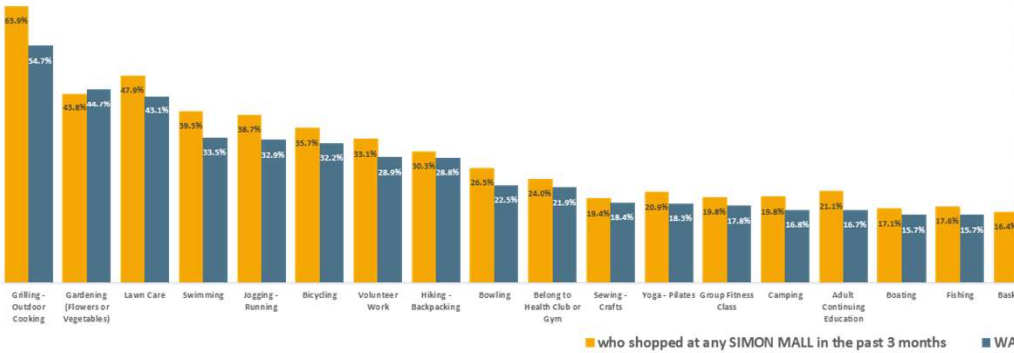
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



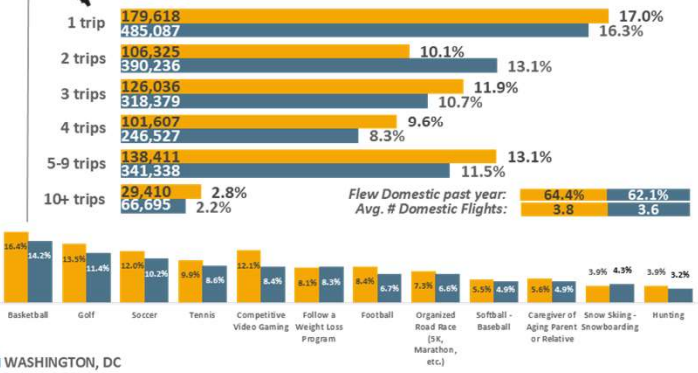
Political Activity: Adults 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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Malls shopped/visited past 3 months: Any Simon Mall

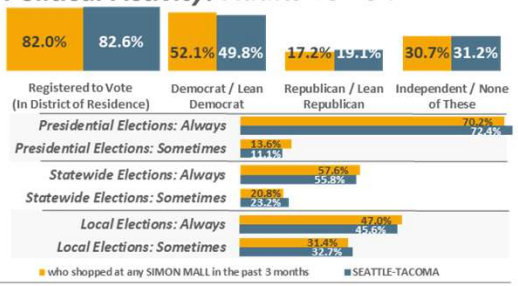


40.8% or 955,267 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3... Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are .1% more likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 12.3% more likely to belong to a gym, 3.2% more likely to fly domestic past yr.

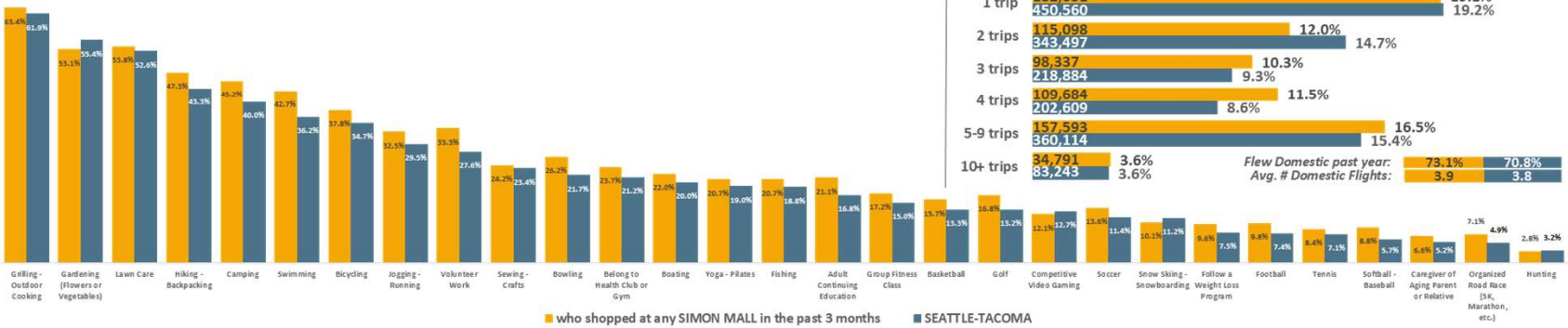
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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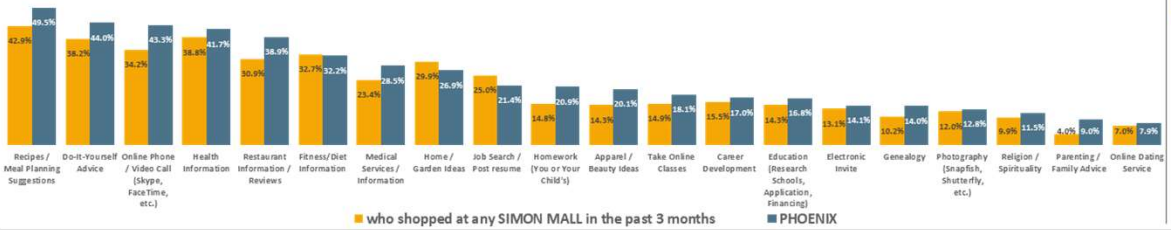
Malls shopped/visited past 3 months: Any Simon Mall

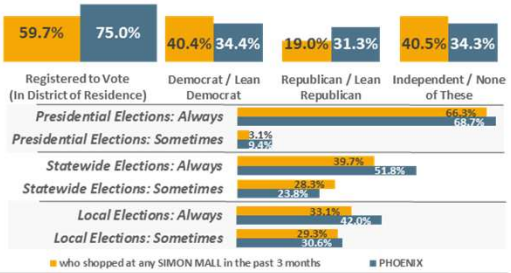


28.% or 613,331 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 13.2% less likely to look up D-I-Y advice online, 21.% less likely to always vote in local elections, 4.5% more likely to belong to a gym, 7.1% less likely to fly domestic past yr.

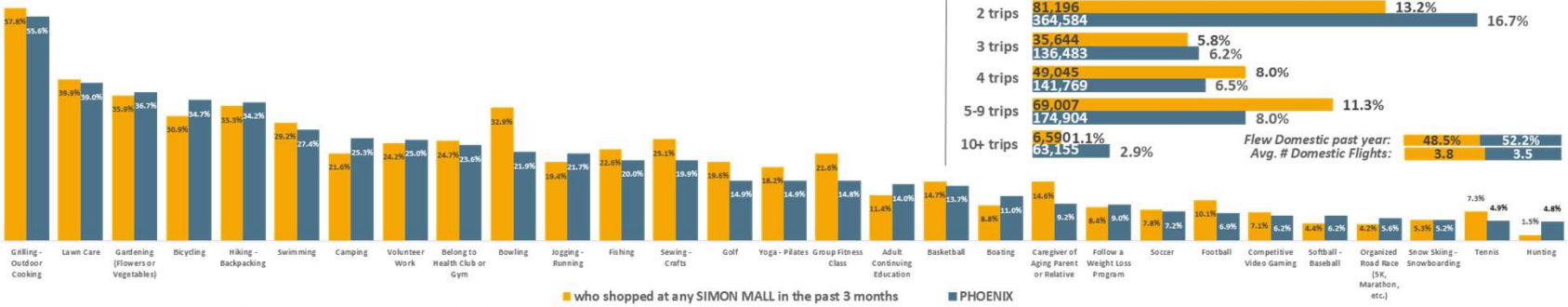
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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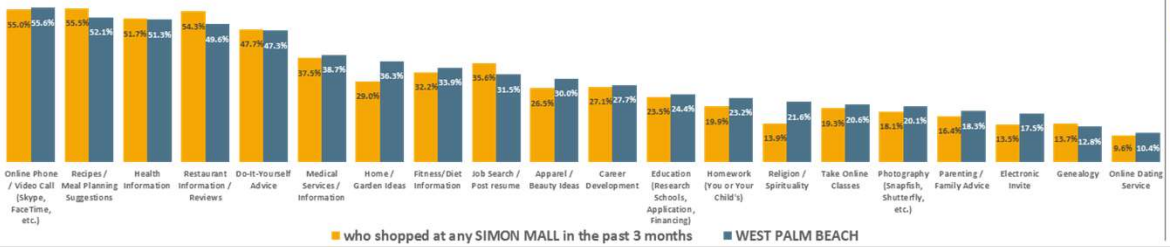
Malls shopped/visited past 3 months: Any Simon Mall

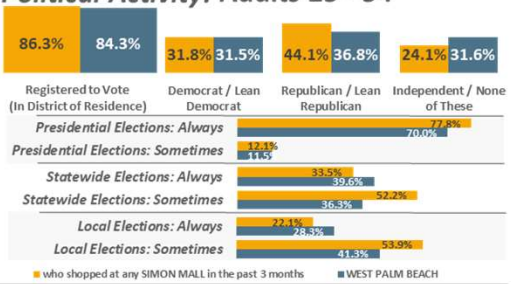


26.7% or 199,860 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3... Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are .9% more likely to look up D-I-Y advice online, 21.7% less likely to always vote in local elections, 58.8% more likely to belong to a gym, 23.1% more likely to fly domestic past yr.

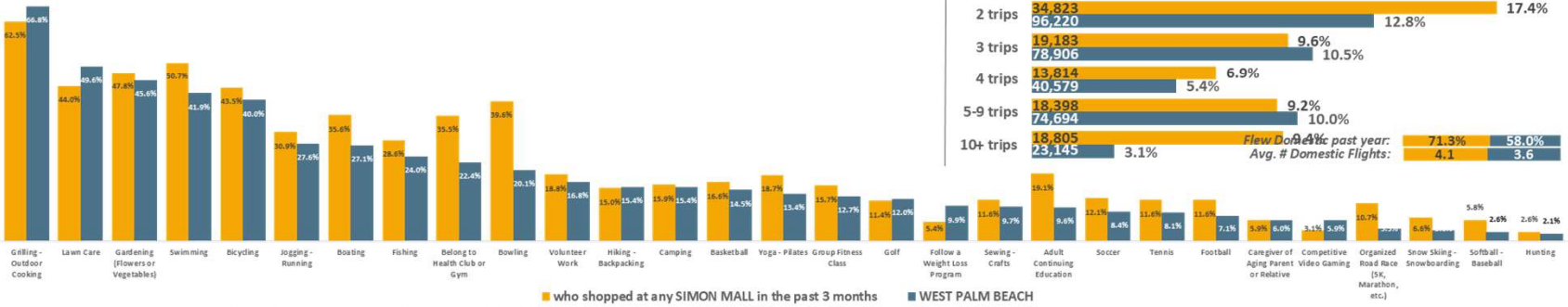
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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Malls shopped/visited past 3 months: Any Simon Mall



37.4% or 1,428,653 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 1.4% more likely to use QSRs past mo., 8.5% more likely to use Sit-Down Restaurants past mo., 4.3% more likely to use Casinos past yr., 67.7% 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.)

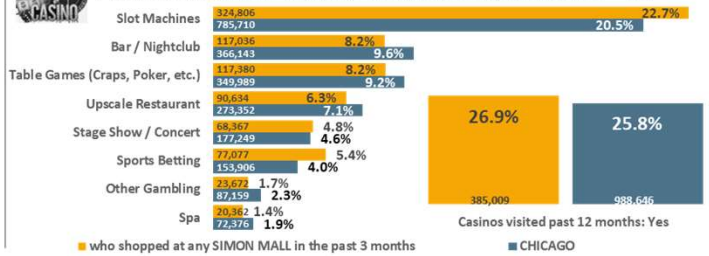


Drank Past 30-days: Adults 25 - 54



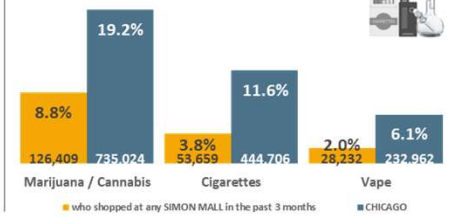
Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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Malls shopped/visited past 3 months: Any Simon Mall



35.5% or 1,057,717 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 7.7% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 44.1% more likely to use Casinos past yr., 49.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



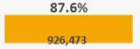
Avg. Monthly QSR Meals:

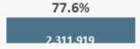


Past 30-days Sit-Down Restaurant Users: Adults 25 - 54

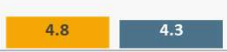


Total Monthly Sit-Down Restaurant Users:





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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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Malls shopped/visited past 3 months: Any Simon Mall



40.8% or 955,267 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 2.9% more likely to use QSRs past mo., 8.% more likely to use Sit-Down Restaurants past mo., 20.2% more likely to use Casinos past yr., 34.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



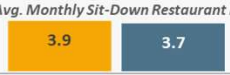
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

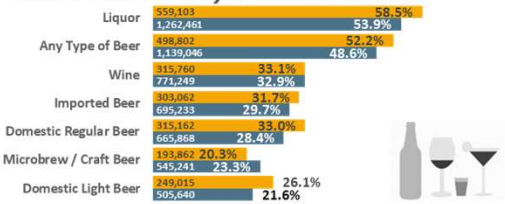
(Sit-Down Restaurants Used Past 30-days)



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

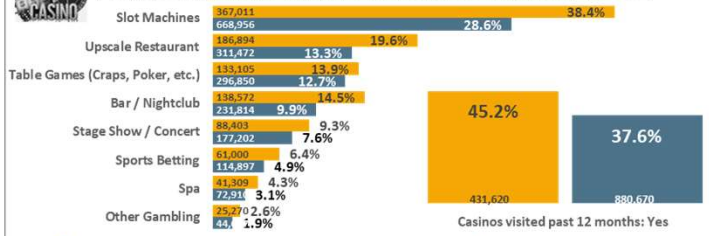


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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Malls shopped/visited past 3 months: Any Simon Mall



28.% or 613,331 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 2.1% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 16.1% more likely to use Casinos past yr., 62.8% 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.)

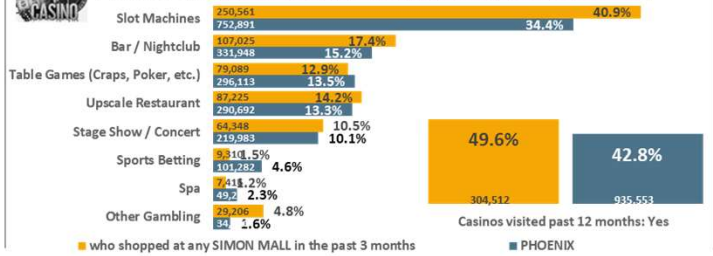


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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Malls shopped/visited past 3 months: Any Simon Mall



26.7% or 199,860 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 1.5% less likely to use QSRs past mo., 11.9% more likely to use Sit-Down Restaurants past mo., 14.5% more likely to use Casinos past yr., 88.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 89.1% 178,134 | 90.5% 678,369

Avg. Monthly QSR Meals: 7.8 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 91.8% 183,402 | 82.0% 614,860

Avg. Monthly Sit-Down Restaurant Meals: 6.0 | 4.5

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

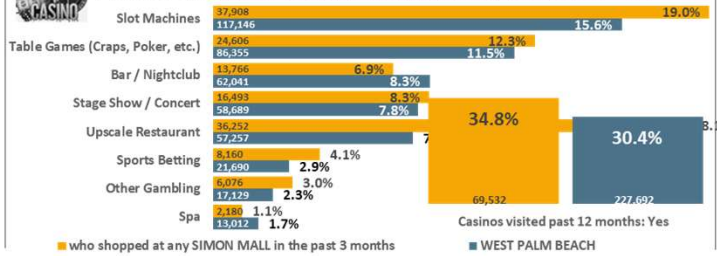
who shopped at any SIMON MALL in the past 3 months	66,555	33.3%
WEST PALM BEACH	188,154	25.1%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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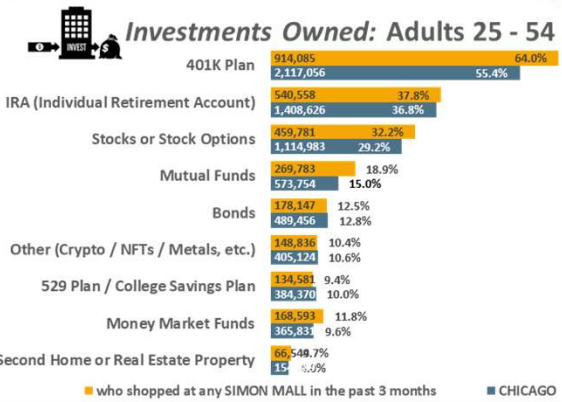
Malls shopped/visited past 3 months: Any Simon Mall

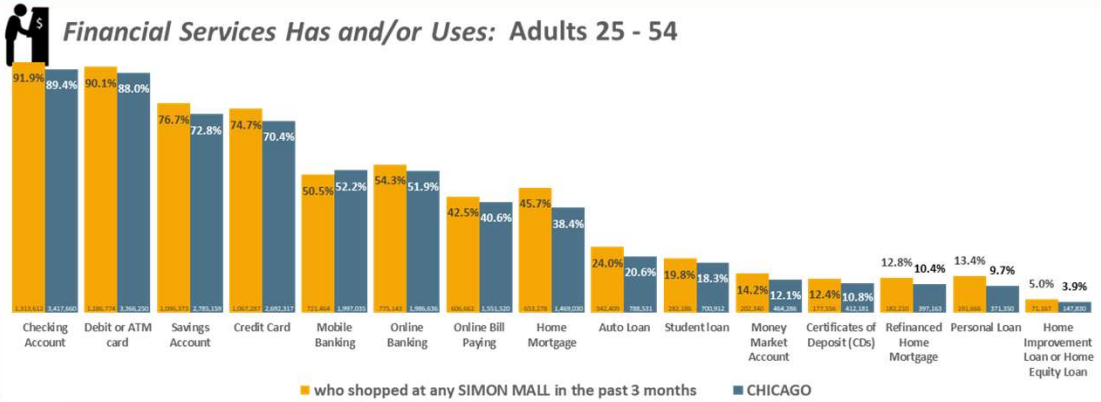


37.4% or 1,428,653 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 15.6% more likely to have a 401K, 16.3% more likely to have an Auto Loan, 5.8% less likely to Invest/Trade Stocks Online, 11.3% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

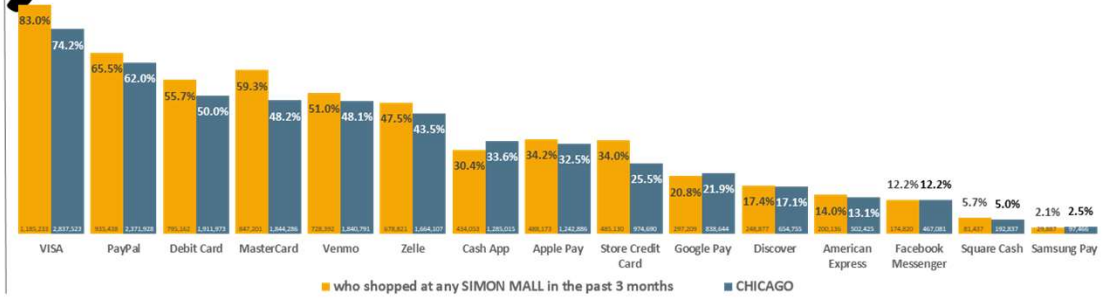


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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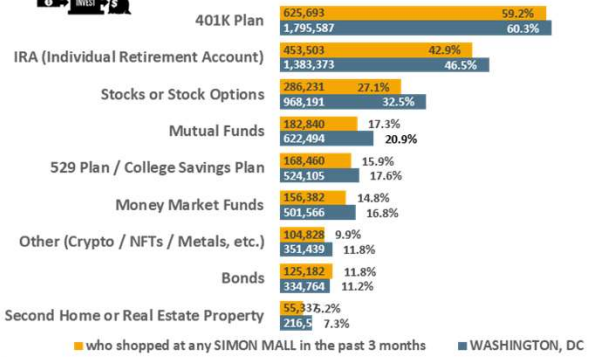
Malls shopped/visited past 3 months: Any Simon Mall

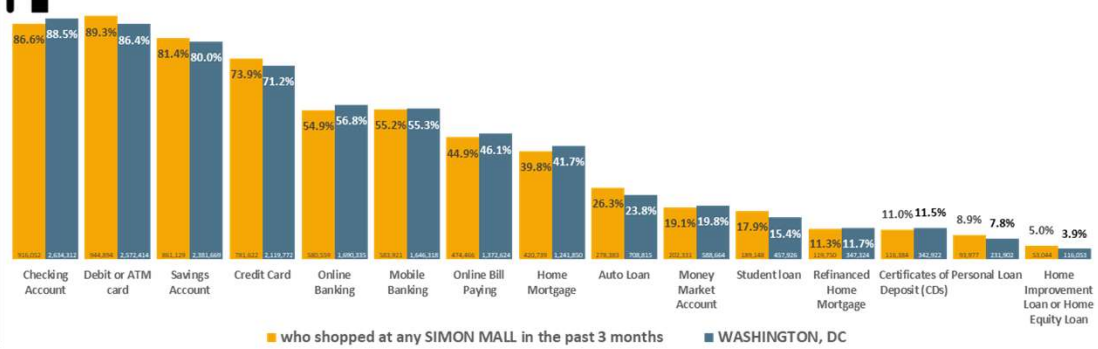


35.5% or 1,057,717 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3... Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 1.9% less likely to have a 401K, 10.6% more likely to have an Auto Loan, 8.3% less likely to Invest/Trade Stocks Online, 15.5% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

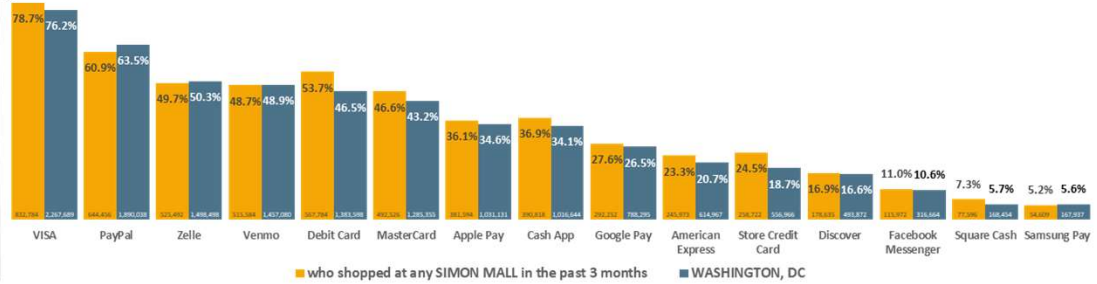


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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Malls shopped/visited past 3 months: Any Simon Mall

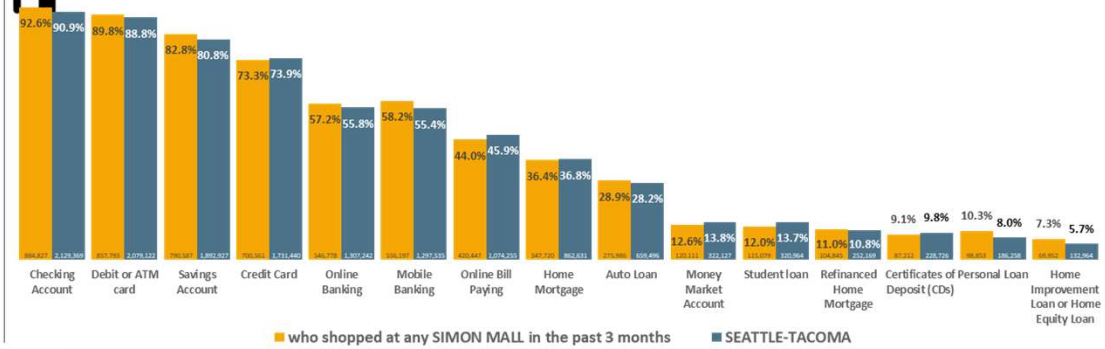


40.8% or 955,267 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3... Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 4.3% more likely to have a 401K, 2.6% more likely to have an Auto Loan, 4.5% less likely to Invest/Trade Stocks Online, 7.5% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

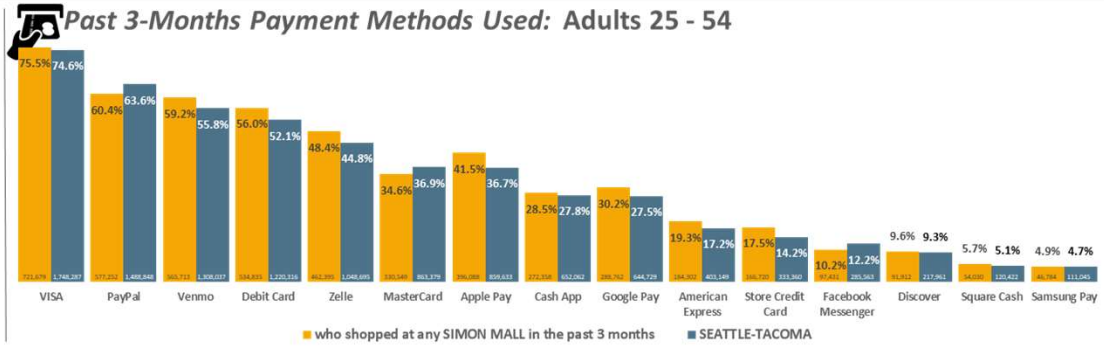


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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Malls shopped/visited past 3 months: Any Simon Mall

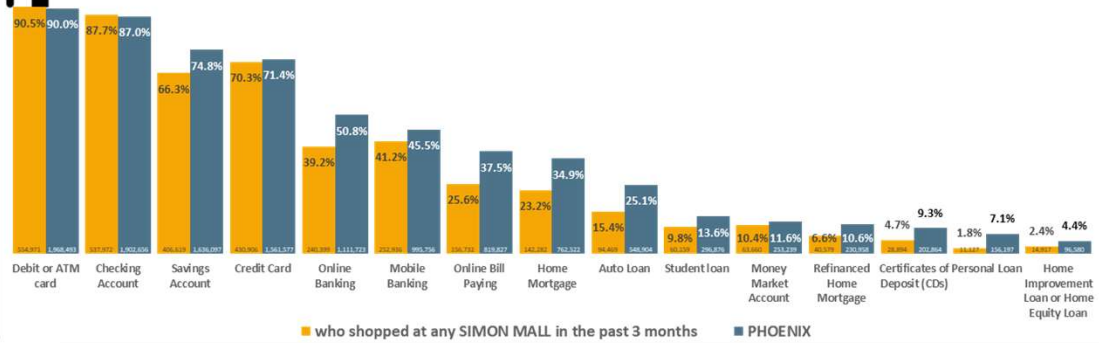


28.% or 613,331 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3 months. Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 6.8% less likely to have a 401K, 38.6% less likely to have an Auto Loan, 36.6% less likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

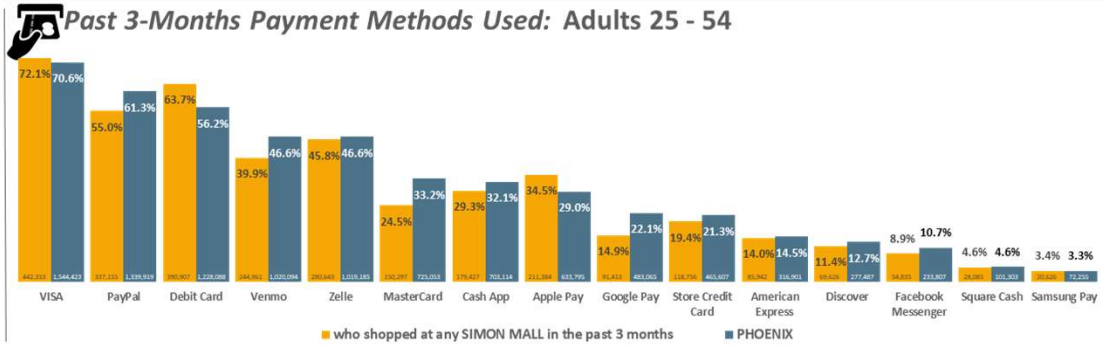


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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Malls shopped/visited past 3 months: Any Simon Mall

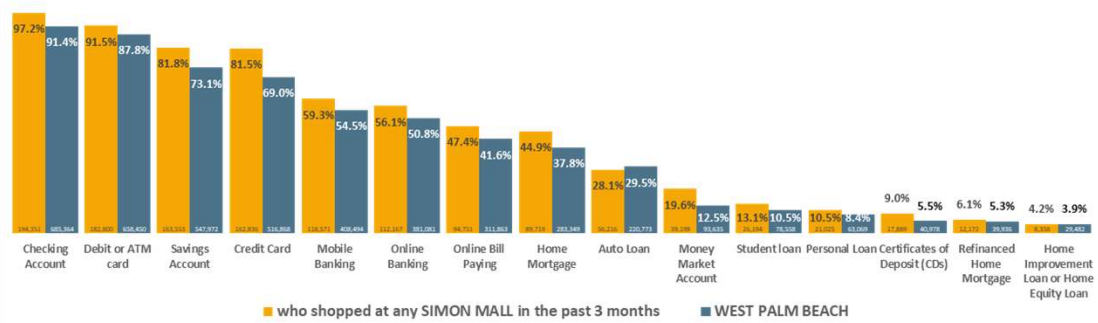


26.7% or 199,860 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 3... Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months are 22.% more likely to have a 401K, 4.5% less likely to have an Auto Loan, 34.5% more likely to Invest/Trade Stocks Online, 15.3% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



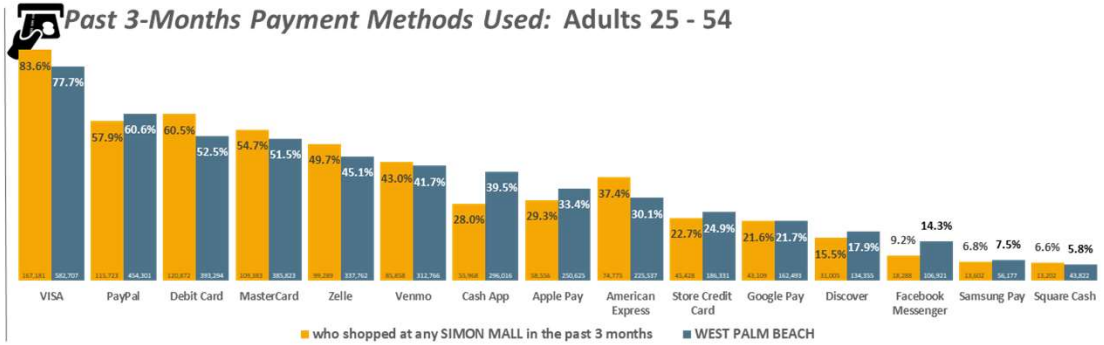
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



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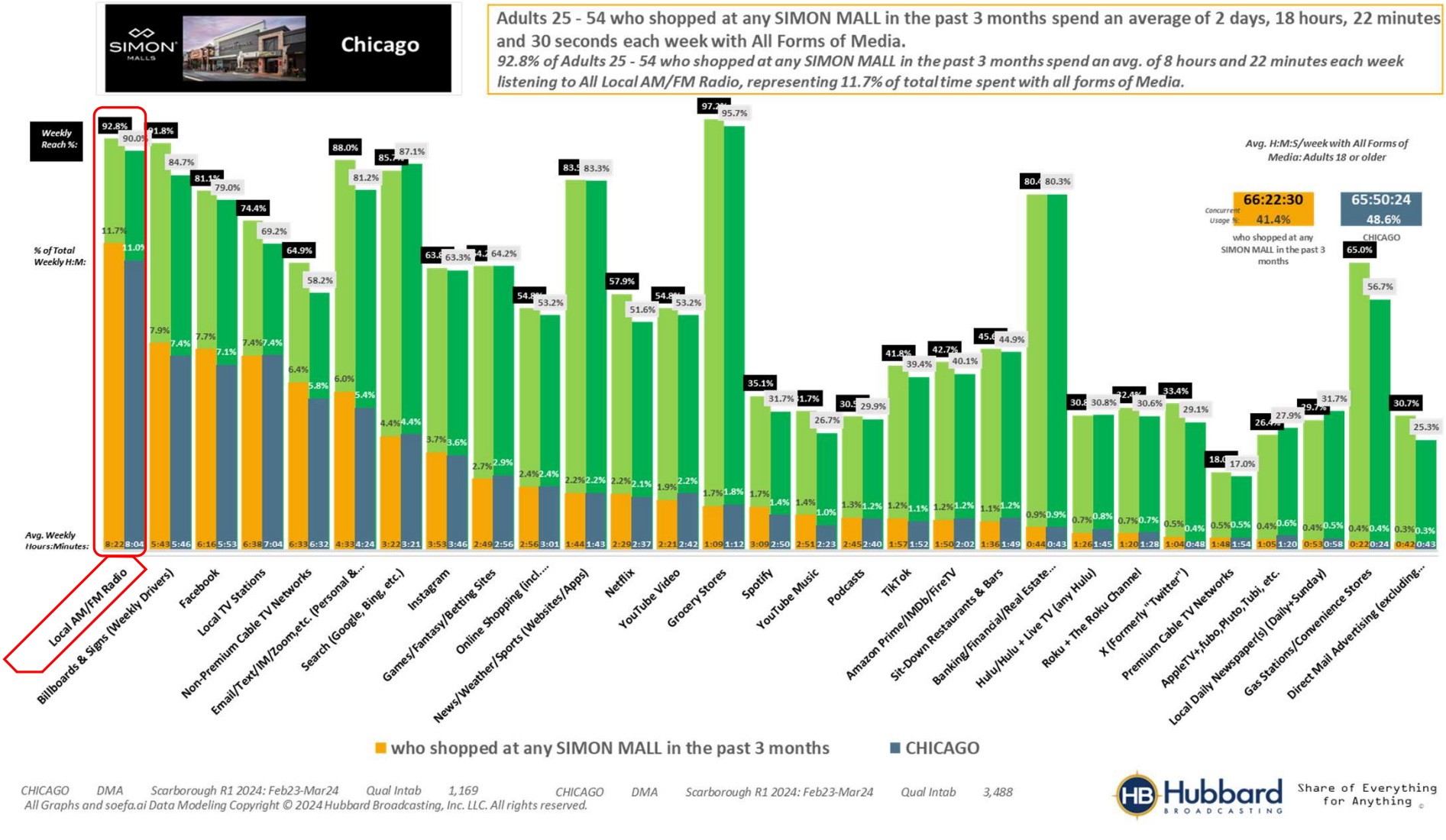
Malls shopped/visited past 3 months: Any Simon Mall



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488
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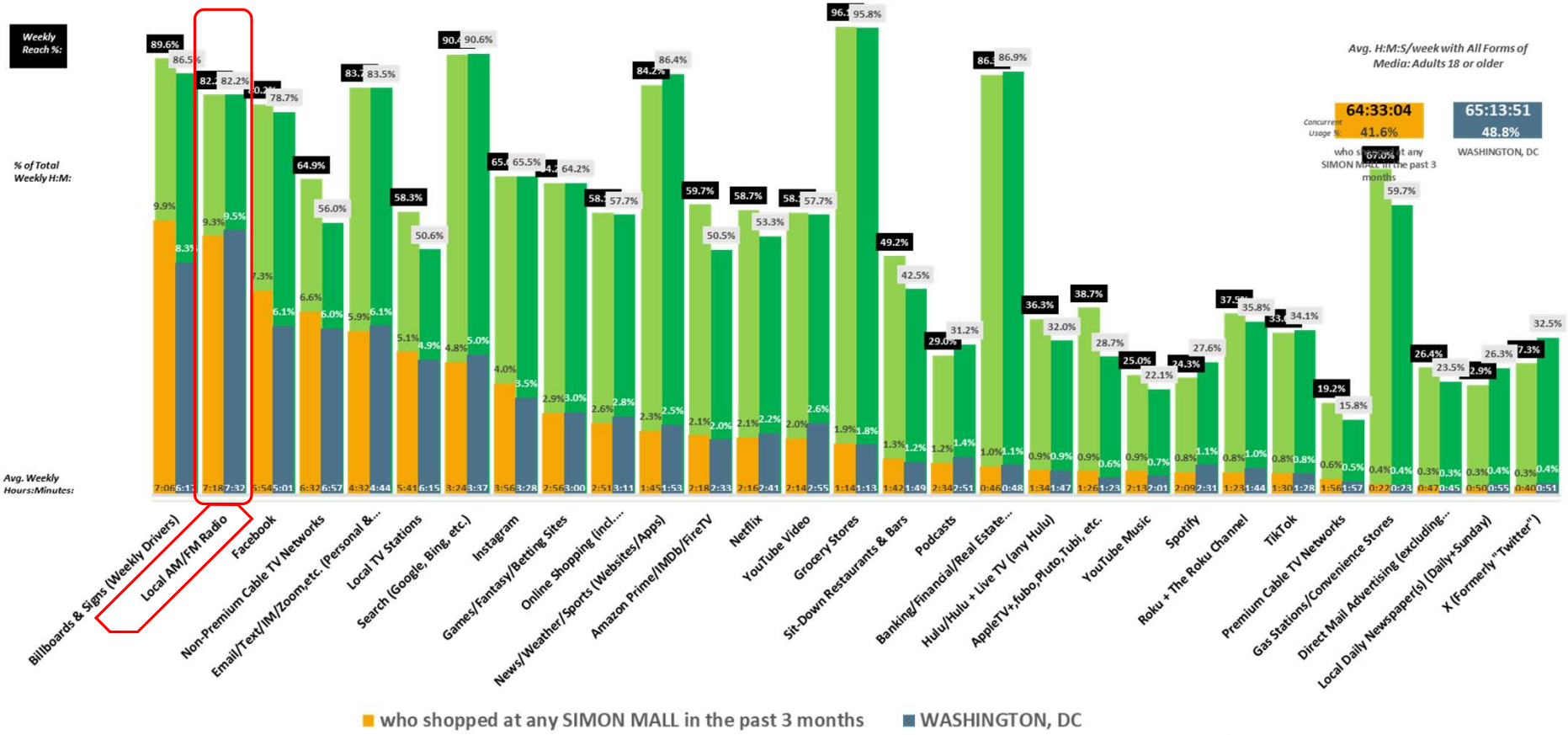
Malls shopped/visited past 3 months: Any Simon Mall



Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 2 days, 16 hours, 33 minutes and 4 seconds each week with All Forms of Media.

82.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an avg. of 7 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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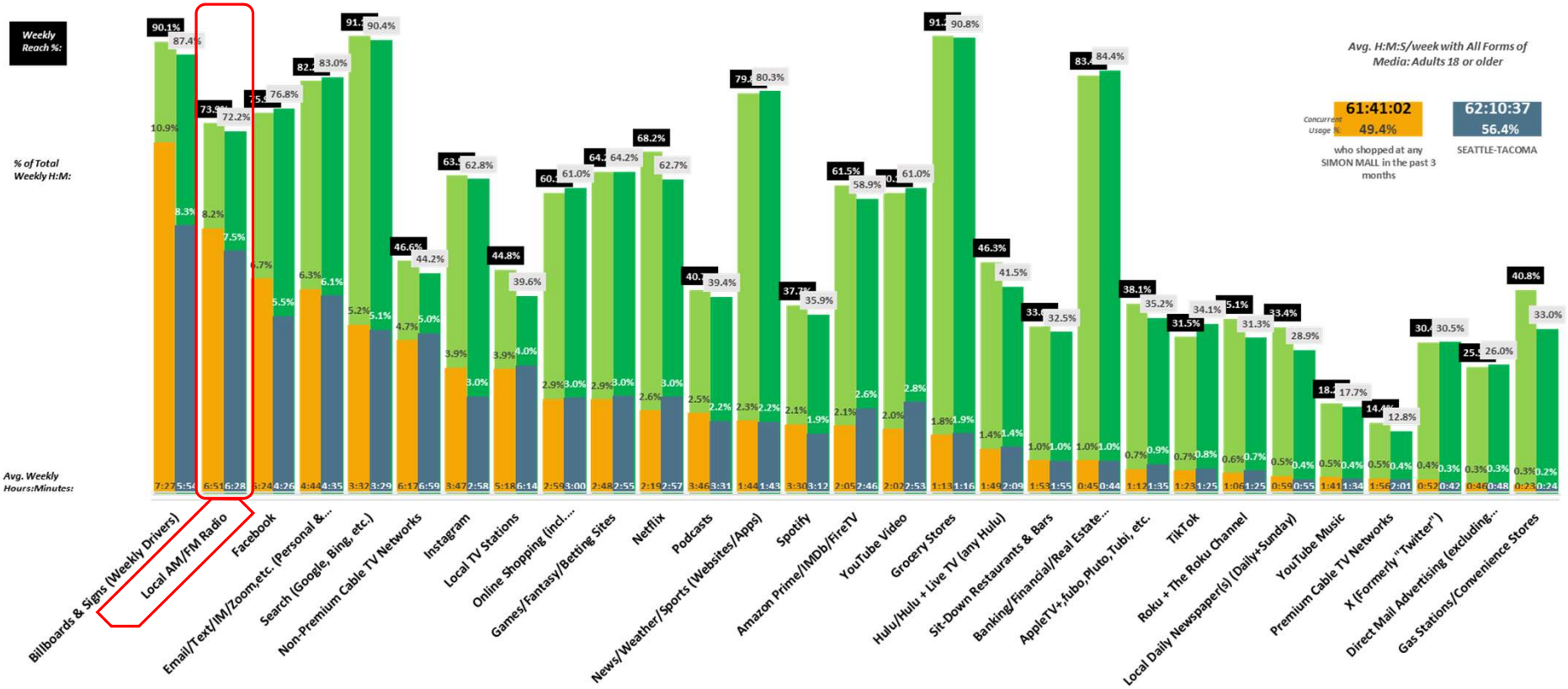
Malls shopped/visited past 3 months: Any Simon Mall



Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 2 days, 13 hours, 41 minutes and 2 seconds each week with All Forms of Media.

73.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an avg. of 6 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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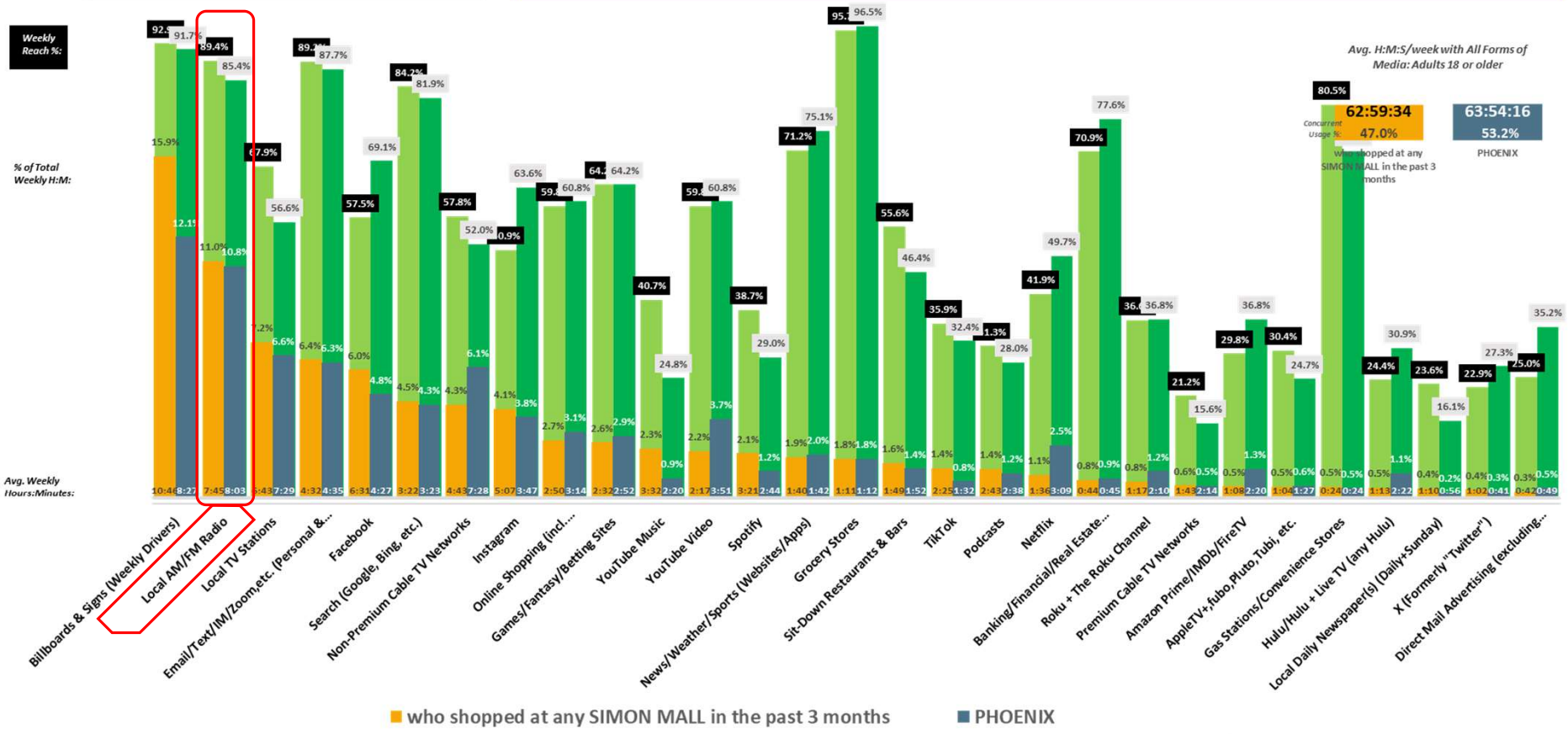
Malls shopped/visited past 3 months: Any Simon Mall



Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 2 days, 14 hours, 59 minutes and 34 seconds each week with All Forms of Media.

89.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265
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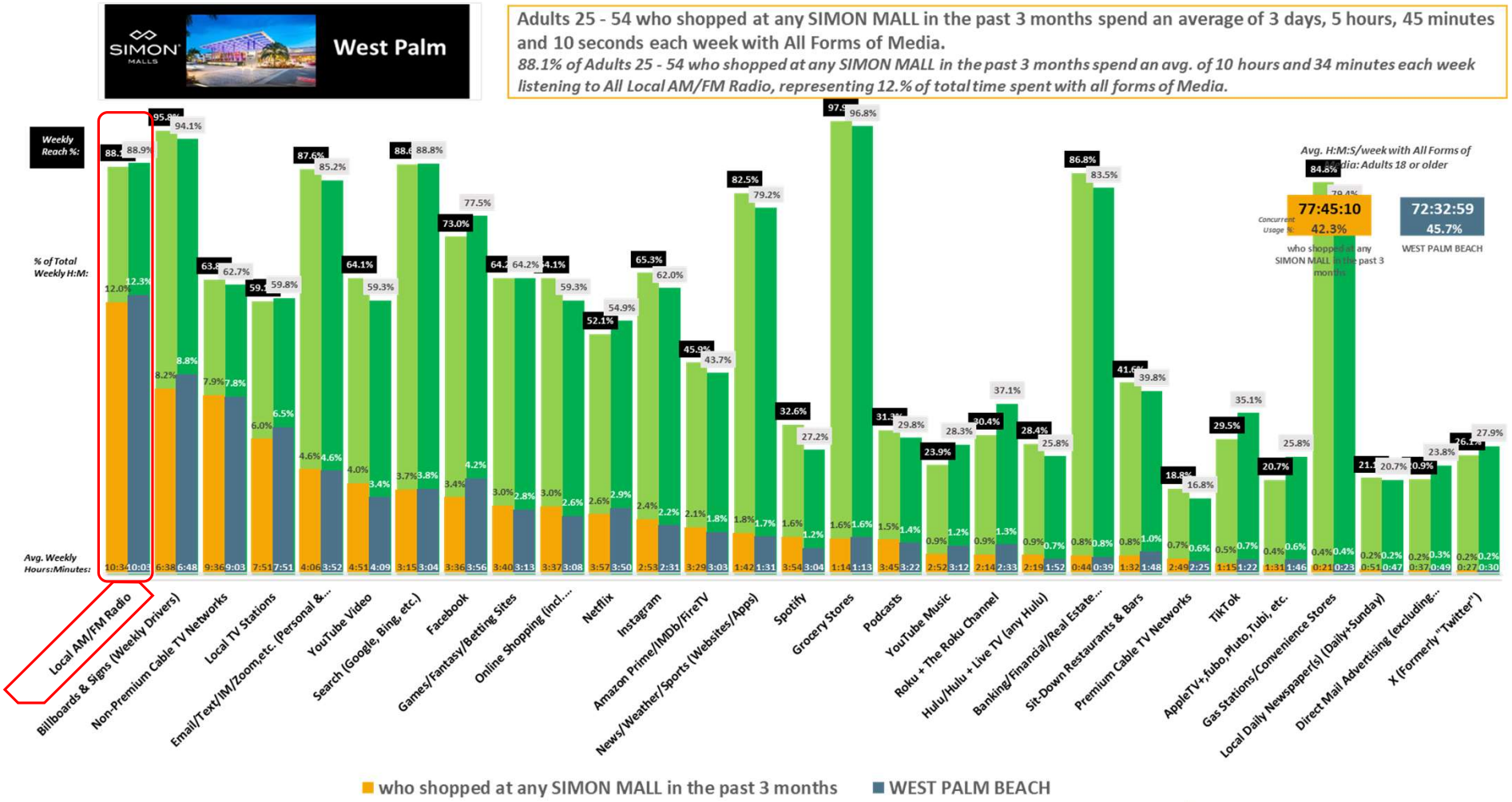
Malls shopped/visited past 3 months: Any Simon Mall



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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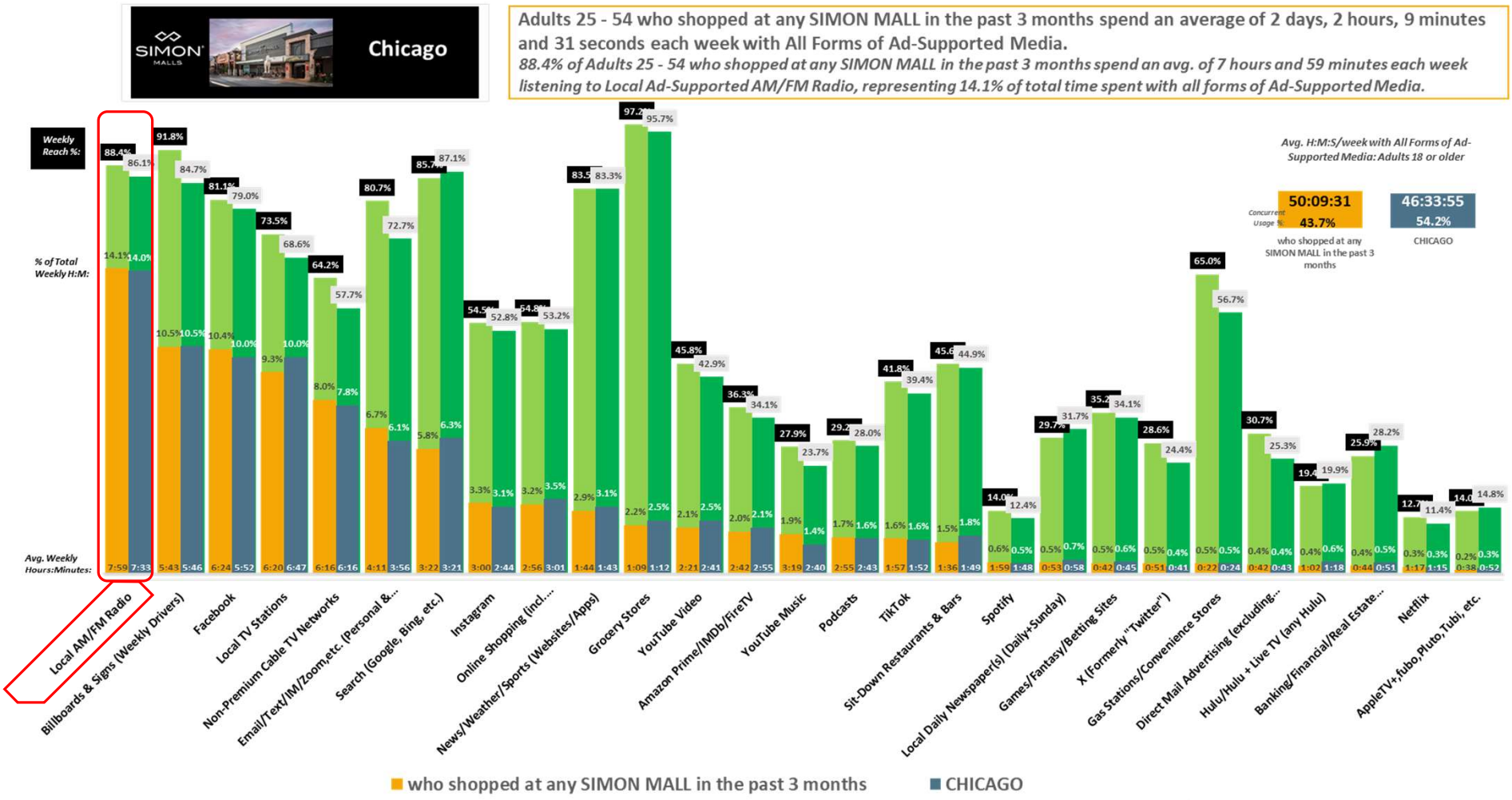
Malls shopped/visited past 3 months: Any Simon Mall



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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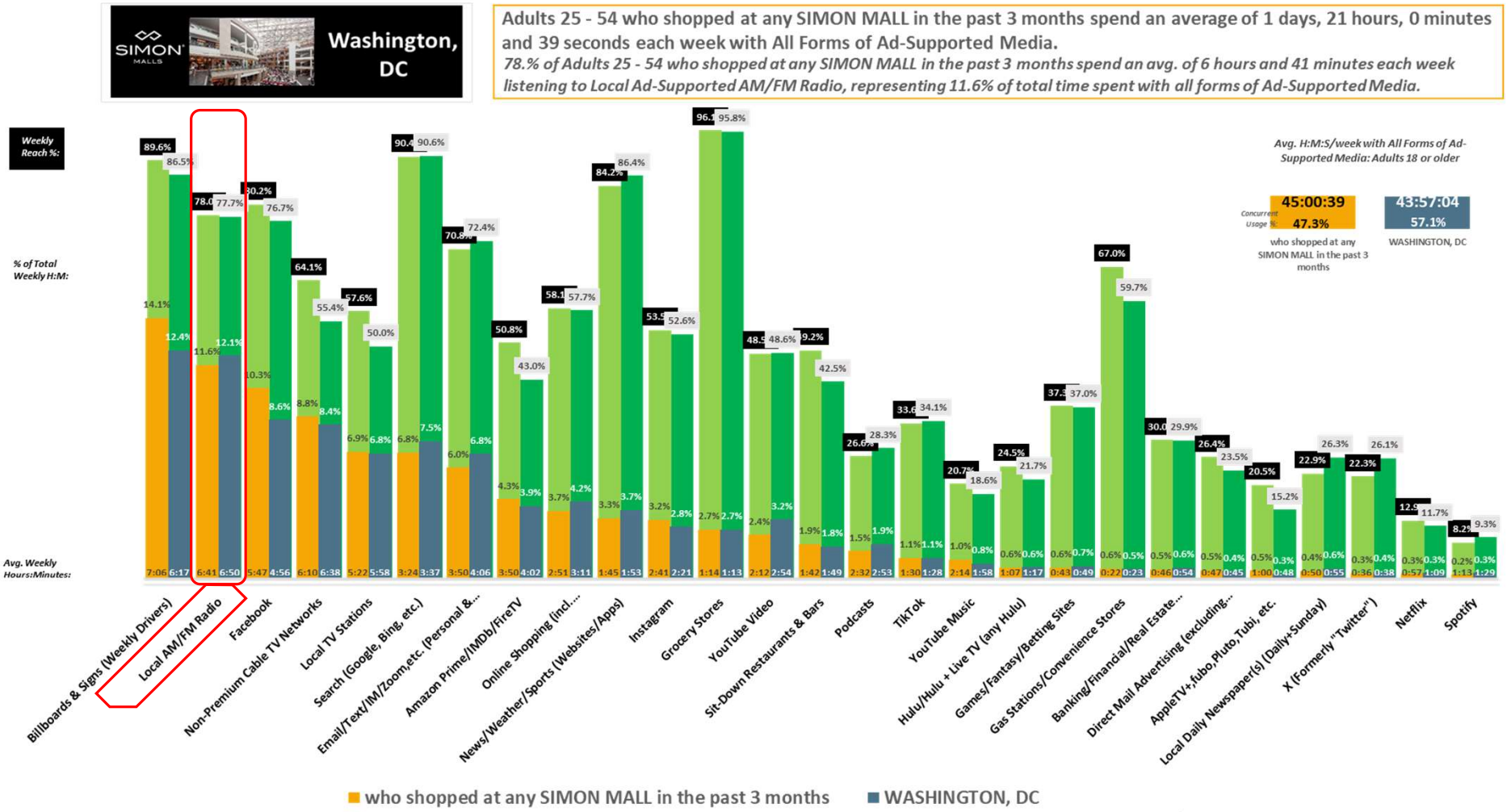
Malls shopped/visited past 3 months: Any Simon Mall



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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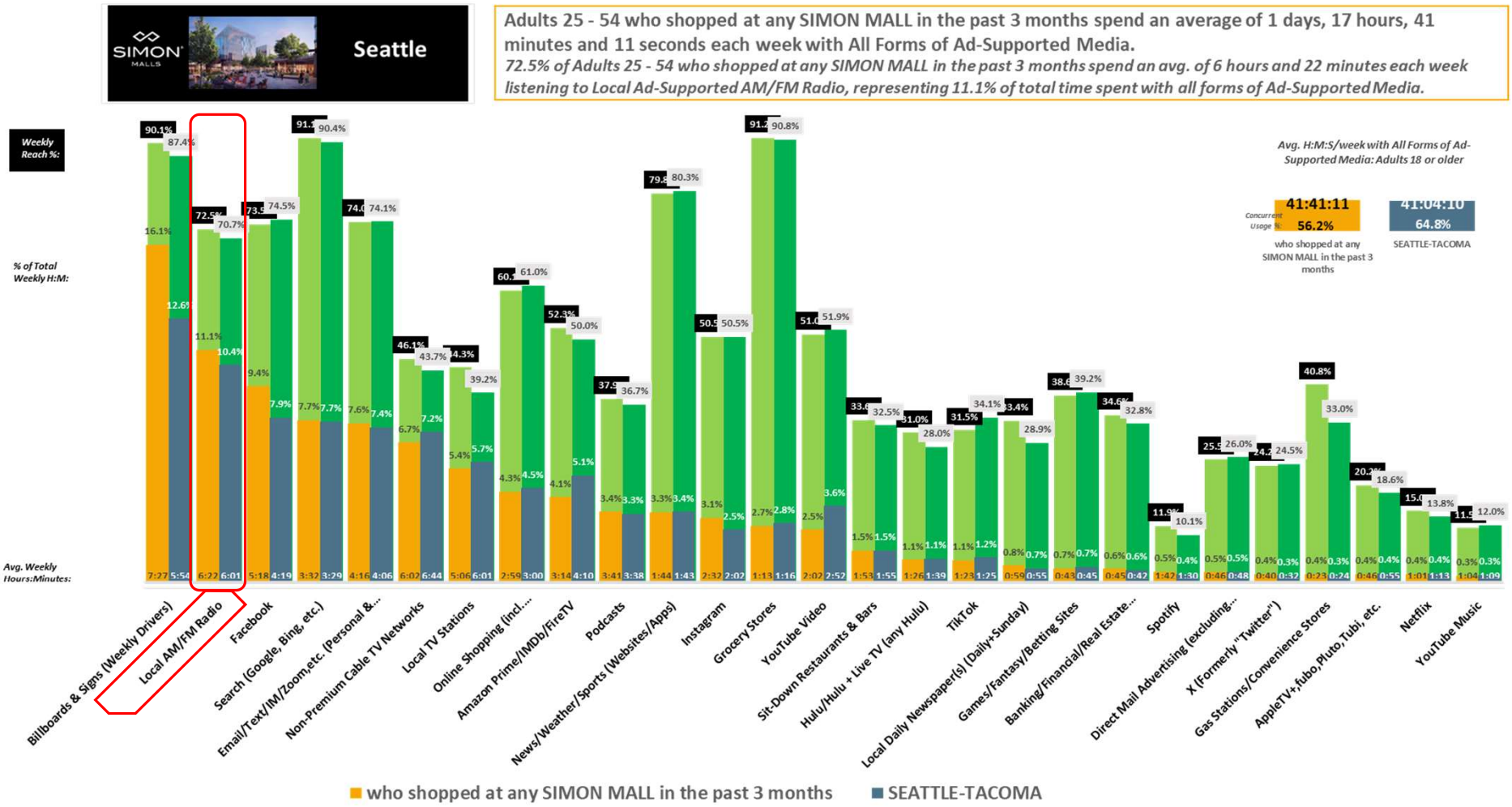
Malls shopped/visited past 3 months: Any Simon Mall



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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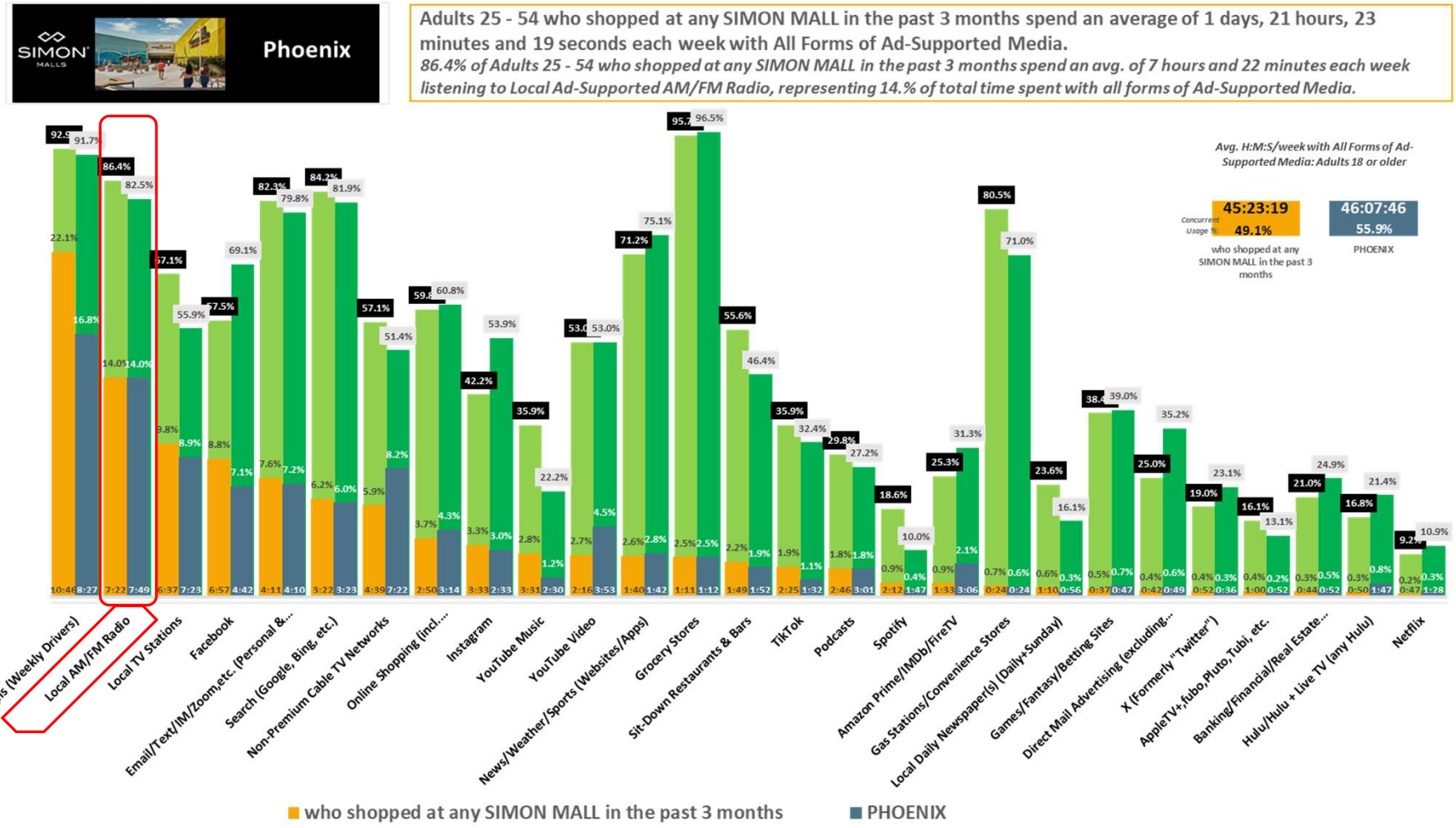
Malls shopped/visited past 3 months: Any Simon Mall



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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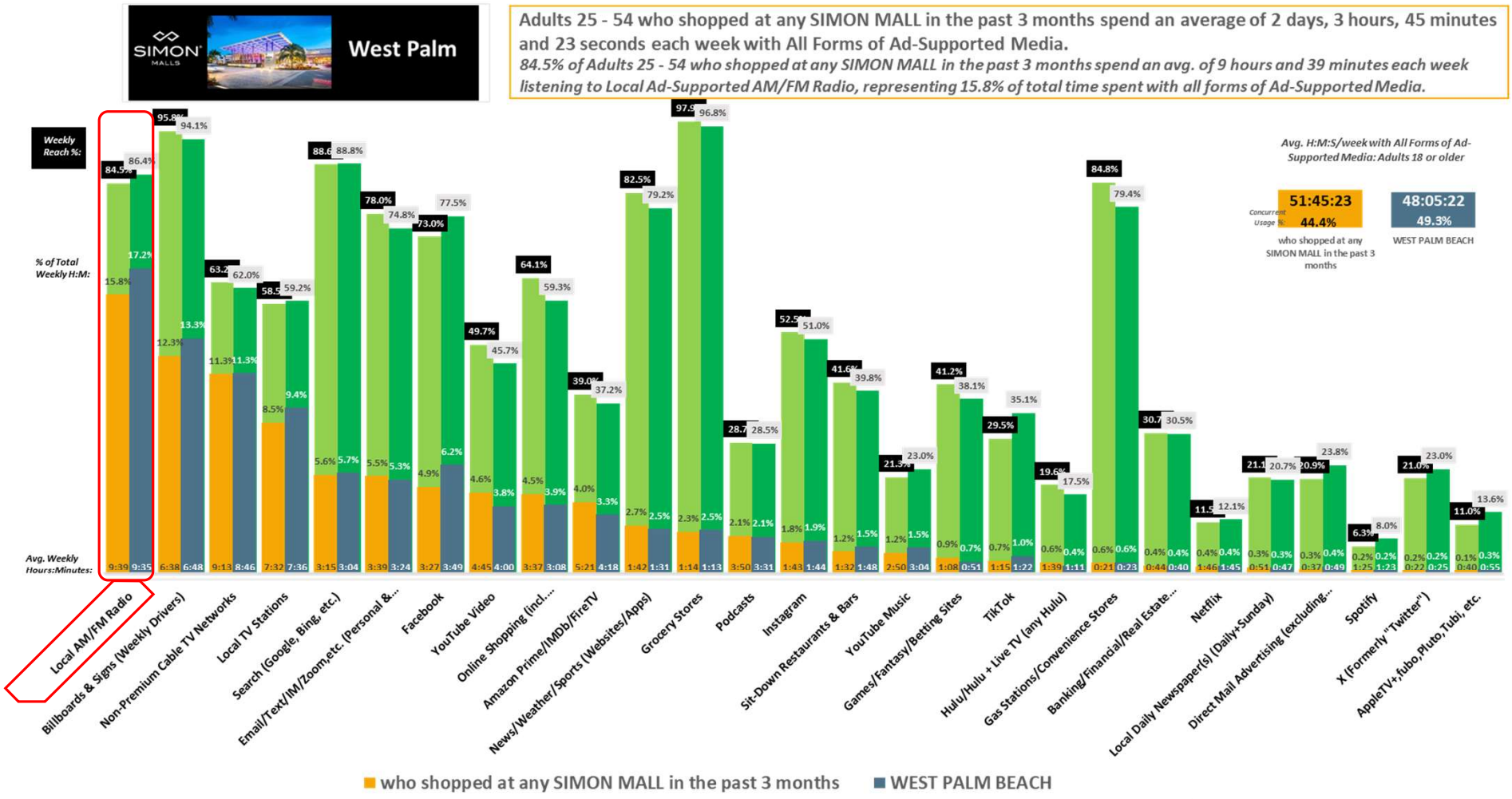
Malls shopped/visited past 3 months: Any Simon Mall



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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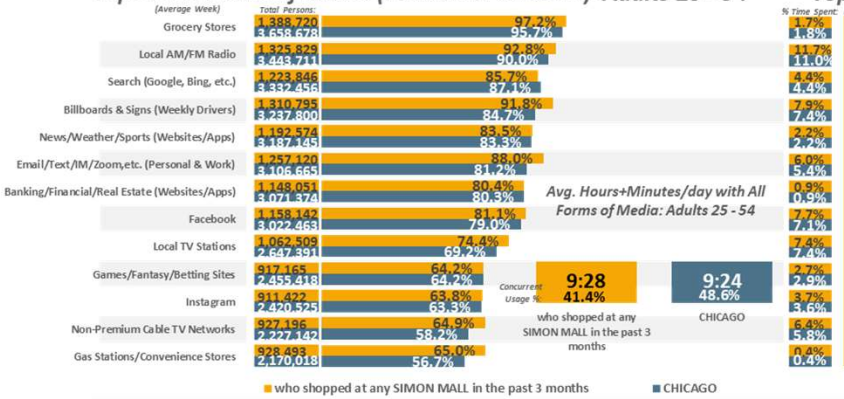
Malls shopped/visited past 3 months: Any Simon Mall

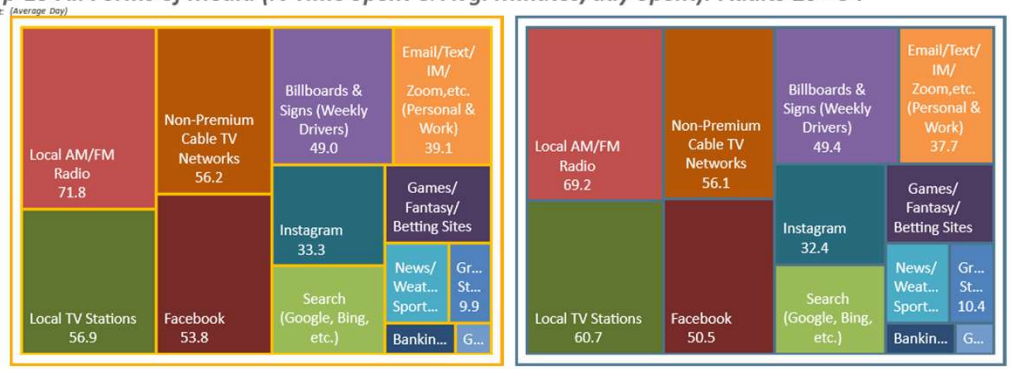


Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 88.4% listen to Local AM/FM Radio for an avg. of 68.5 minutes/day. *(Local Radio delivers 14.1% of Time with Ad-Supported Media.)*

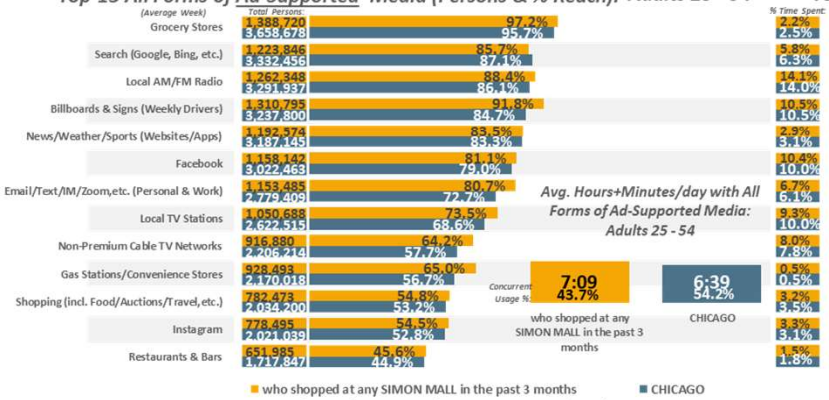
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



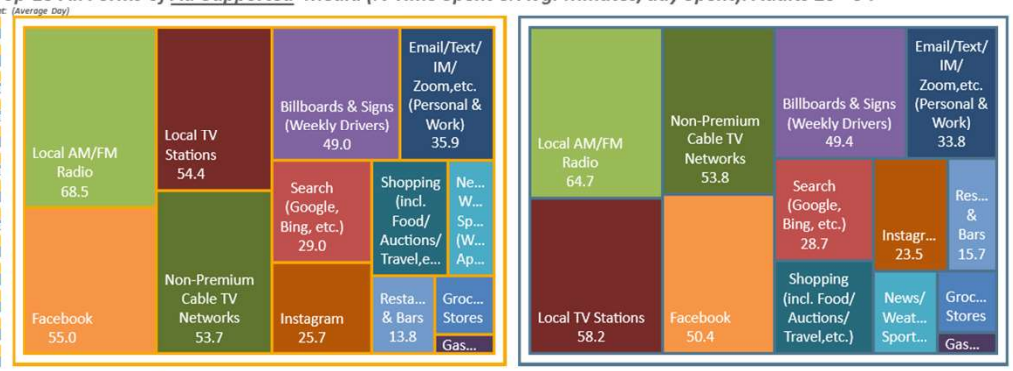
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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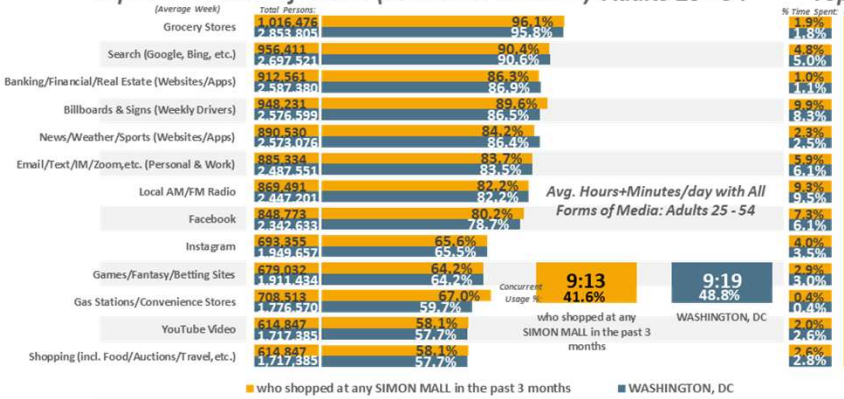
Malls shopped/visited past 3 months: Any Simon Mall

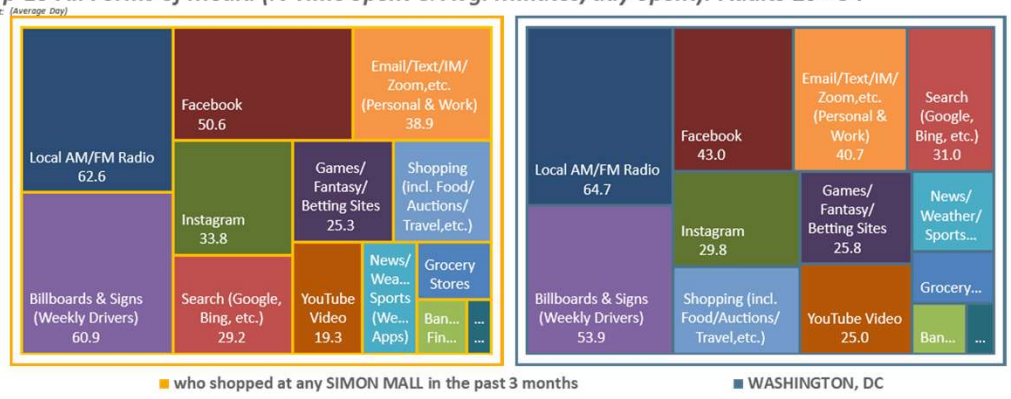


Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 6 hours and 25 minutes each day with All Forms of Ad-Supported Media. 78.% listen to Local AM/FM Radio for an avg. of 57.3 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

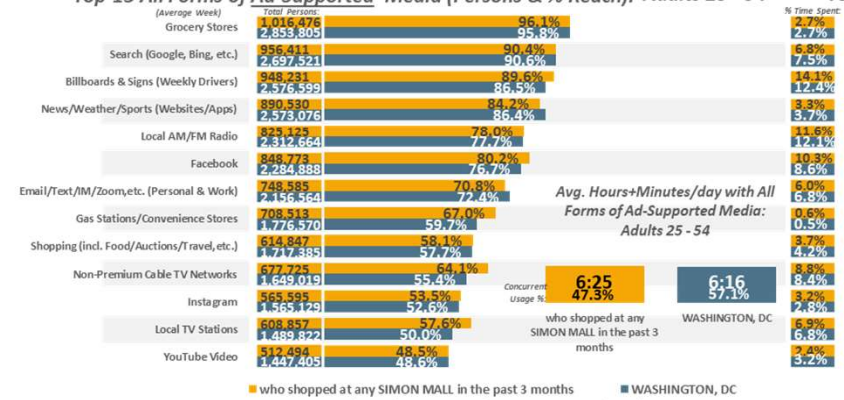
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



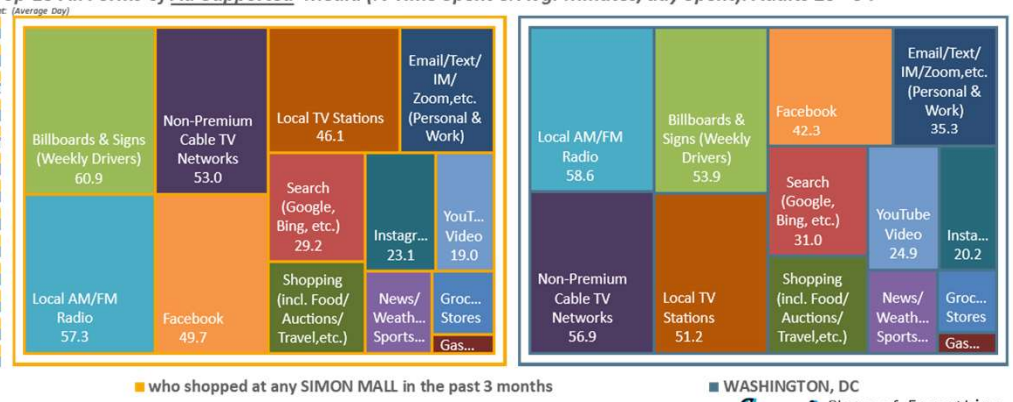
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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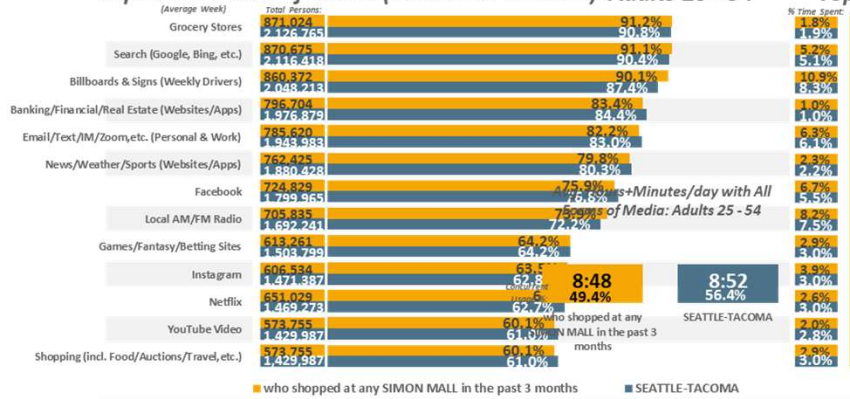
Malls shopped/visited past 3 months: Any Simon Mall

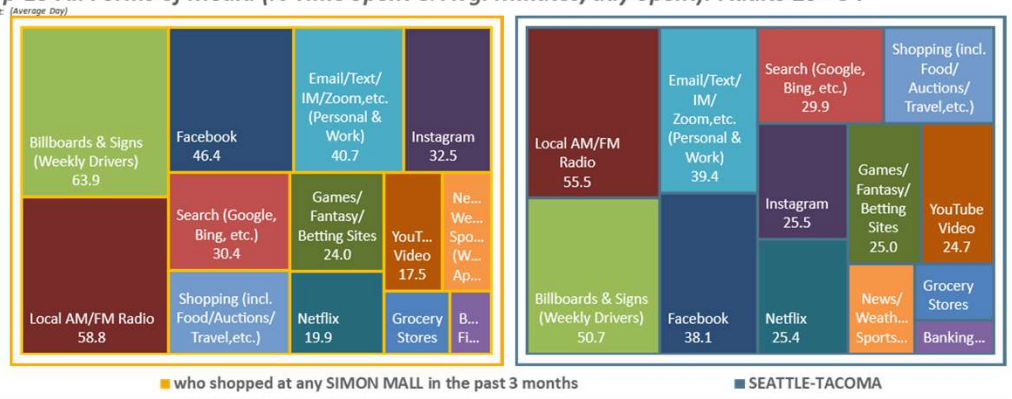


Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 5 hours and 57 minutes each day with All Forms of Ad-Supported Media. 72.5% listen to Local AM/FM Radio for an avg. of 54.7 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

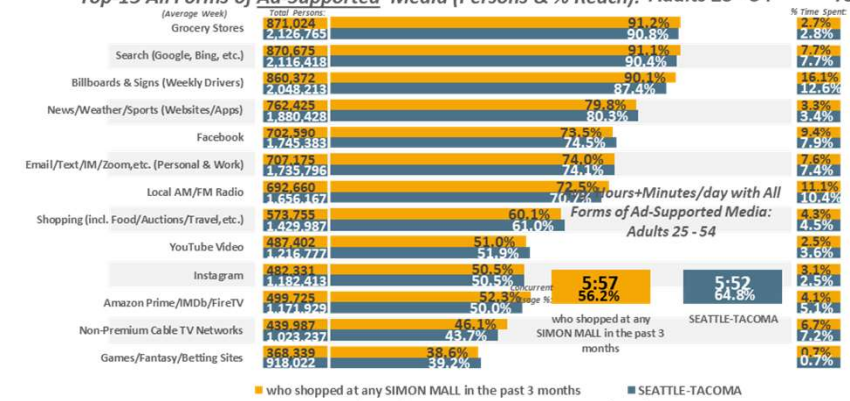
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



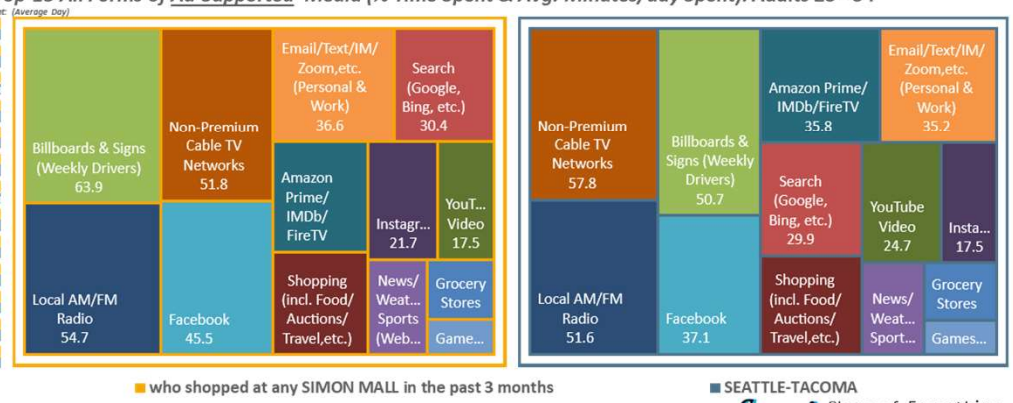
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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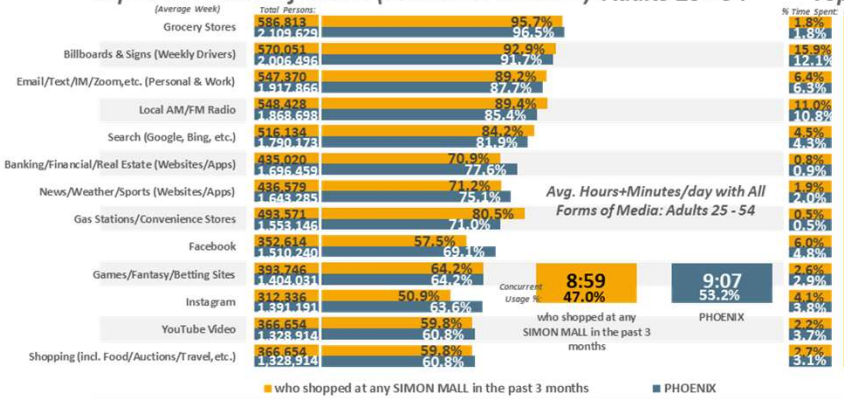
Malls shopped/visited past 3 months: Any Simon Mall

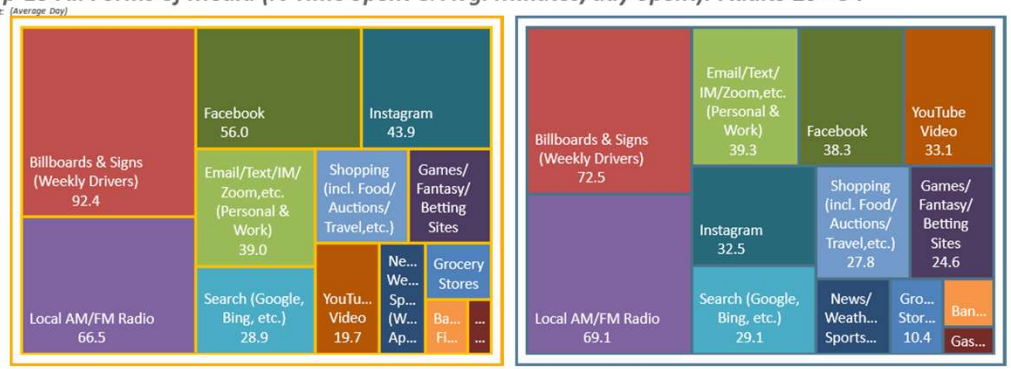


Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 6 hours and 29 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 63.2 minutes/day. *(Local Radio delivers 14.% of Time with Ad-Supported Media.)*

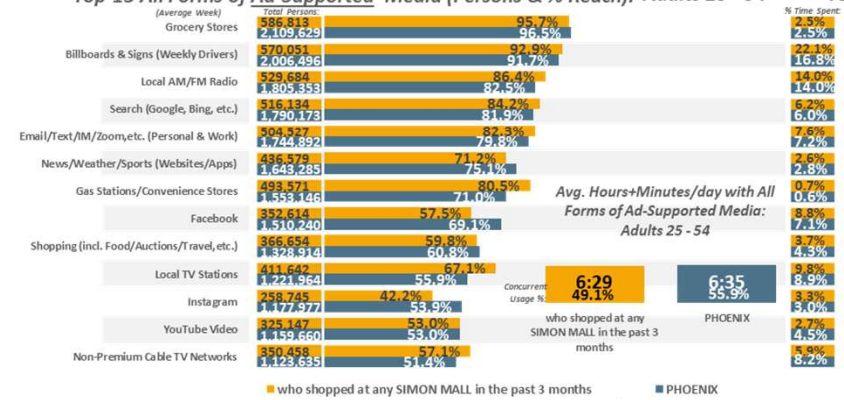
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



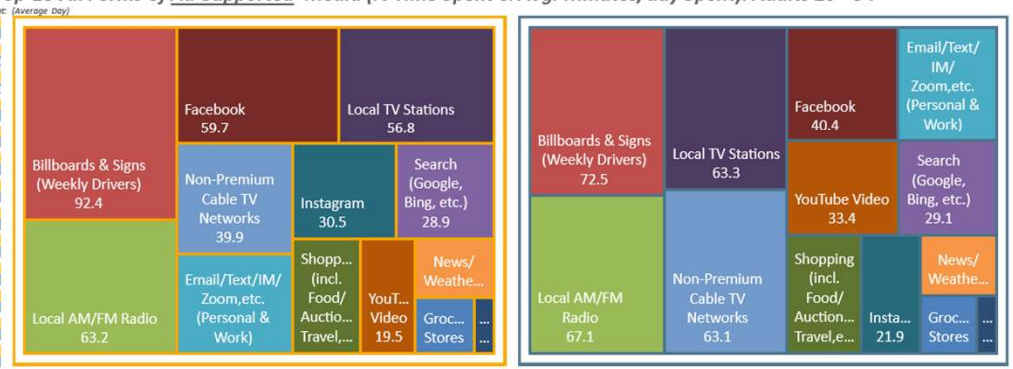
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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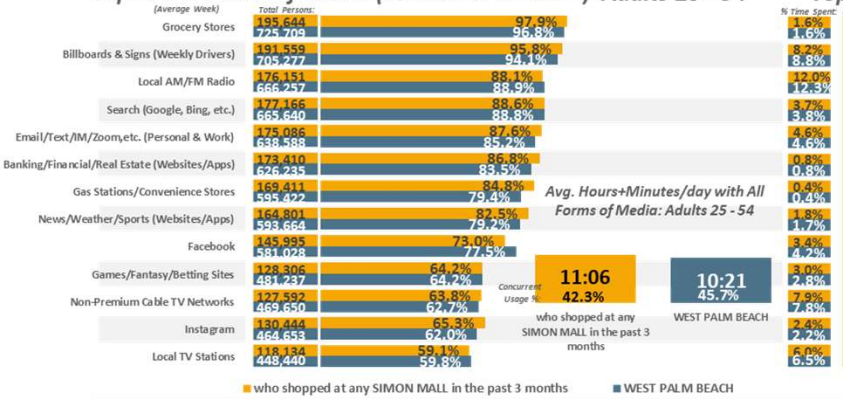
Malls shopped/visited past 3 months: Any Simon Mall

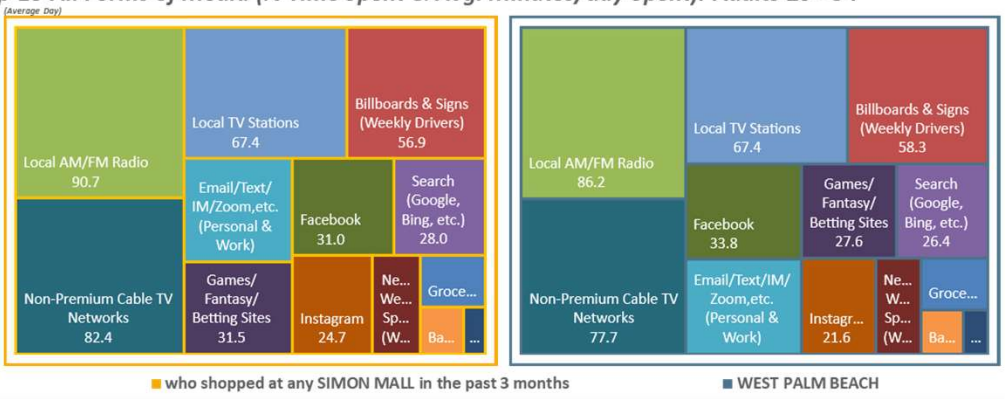


Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 84.5% listen to Local AM/FM Radio for an avg. of 82.8 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

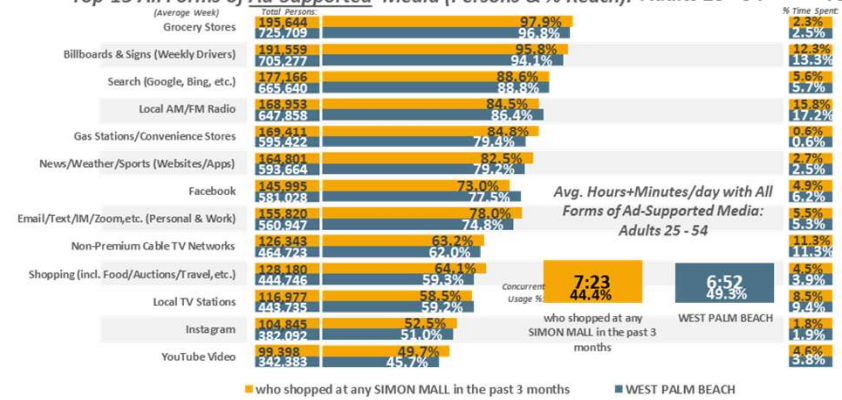
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



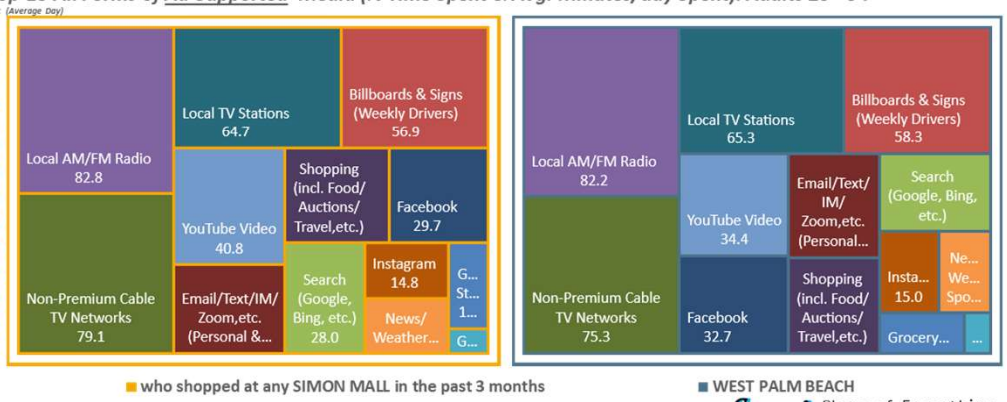
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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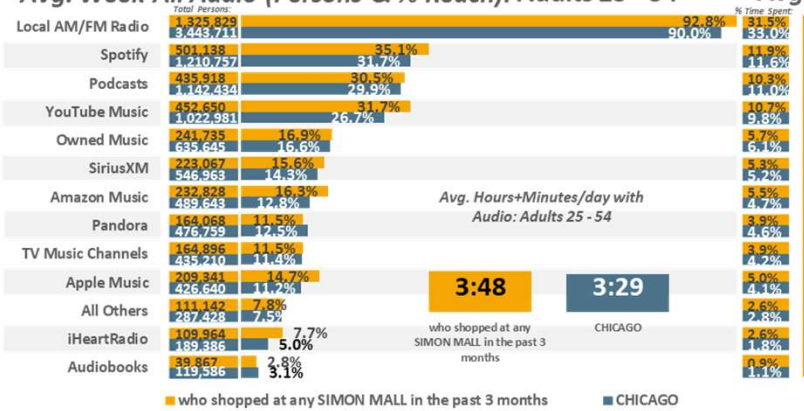
Malls shopped/visited past 3 months: Any Simon Mall

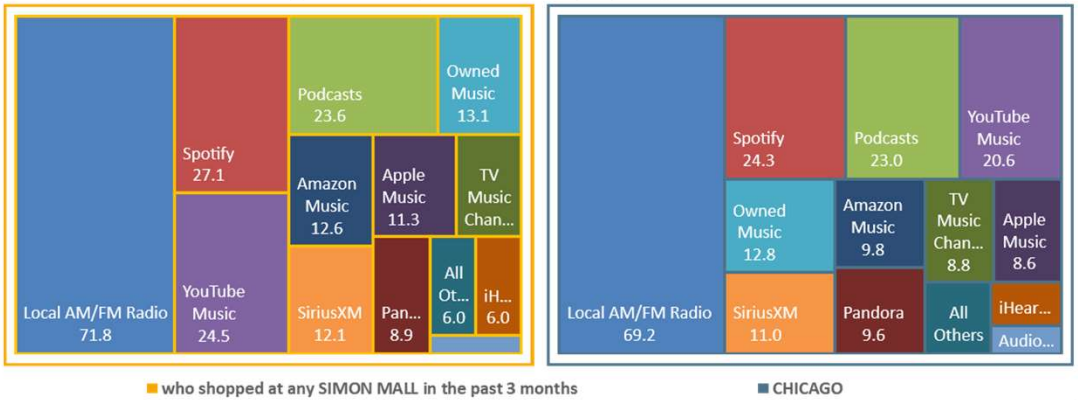


1,262,348 or 88.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

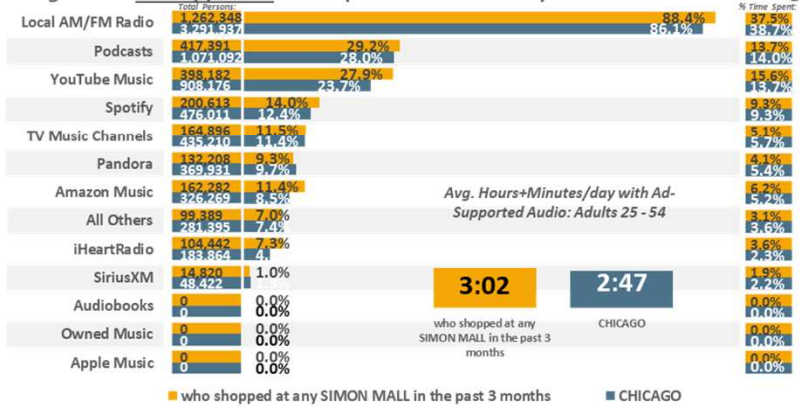
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



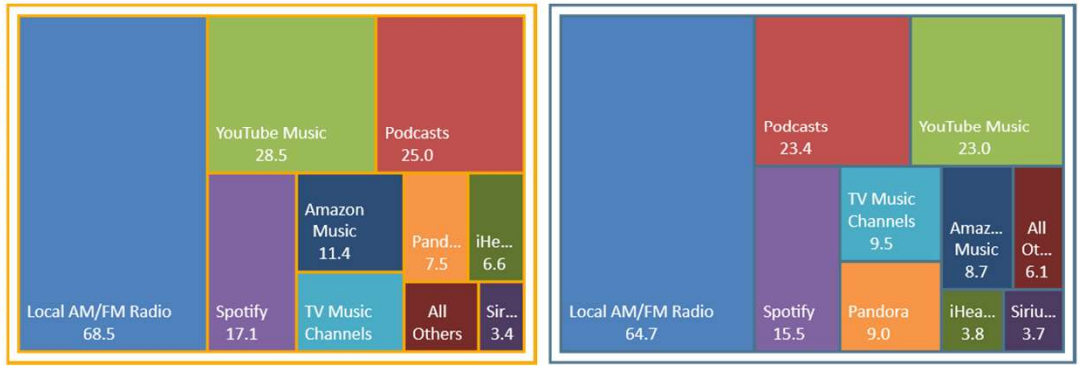
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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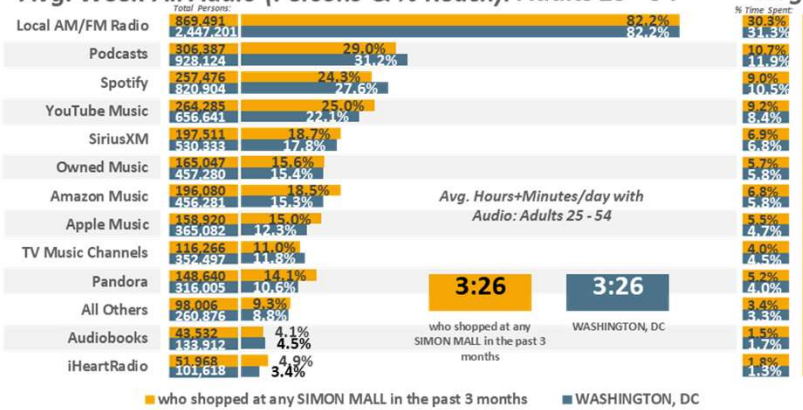
Malls shopped/visited past 3 months: Any Simon Mall

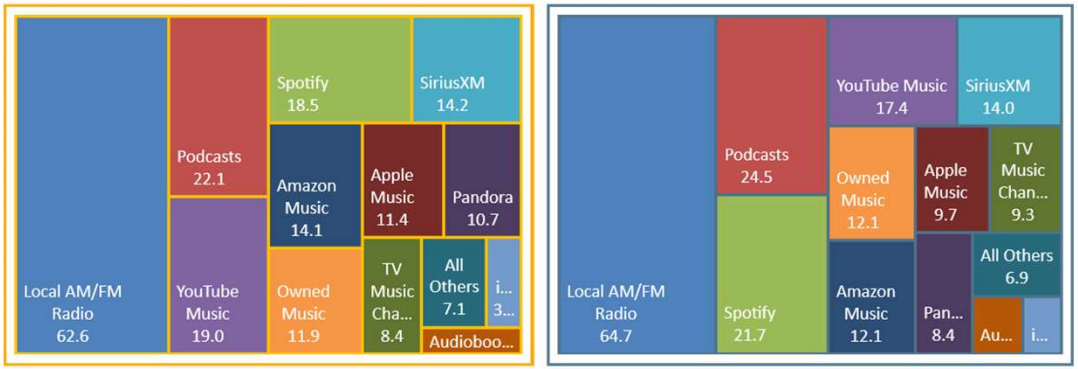


825,125 or 78.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

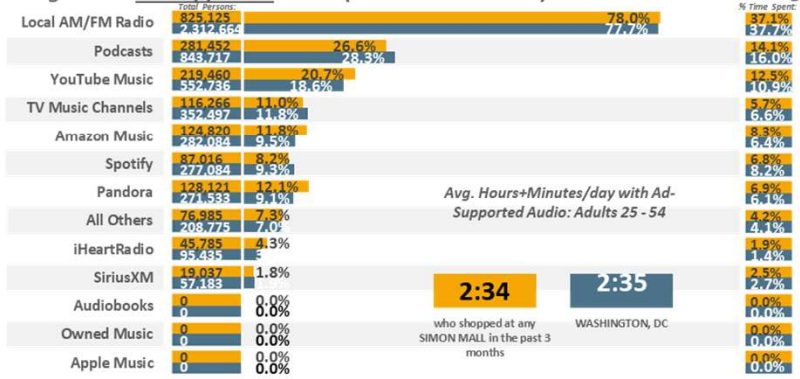
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



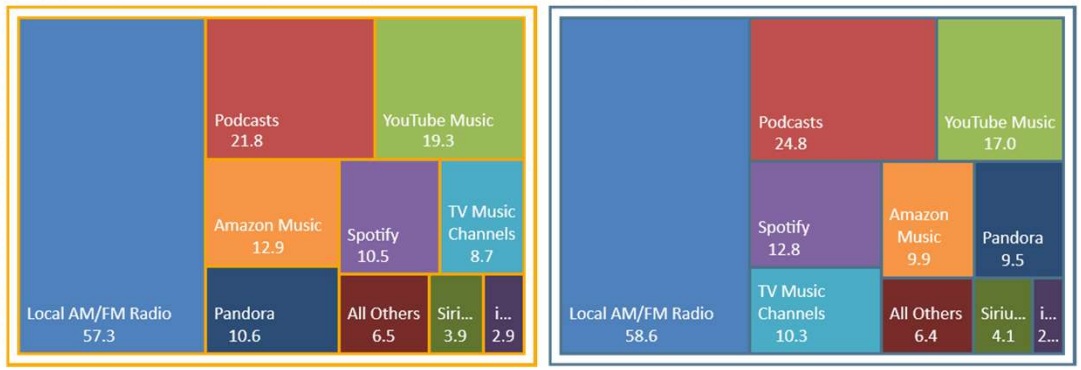
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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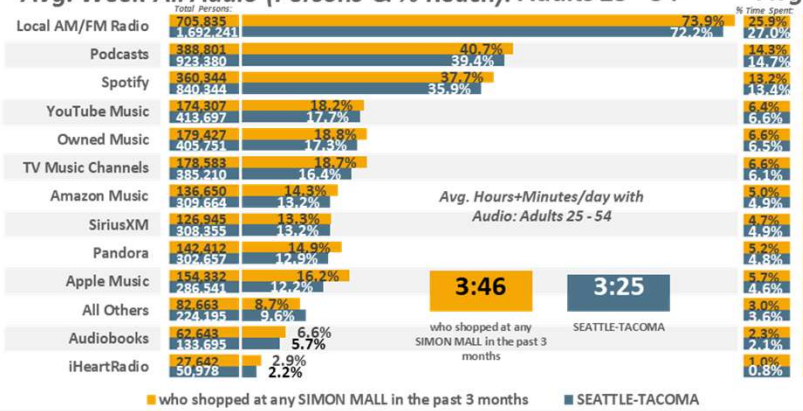
Malls shopped/visited past 3 months: Any Simon Mall

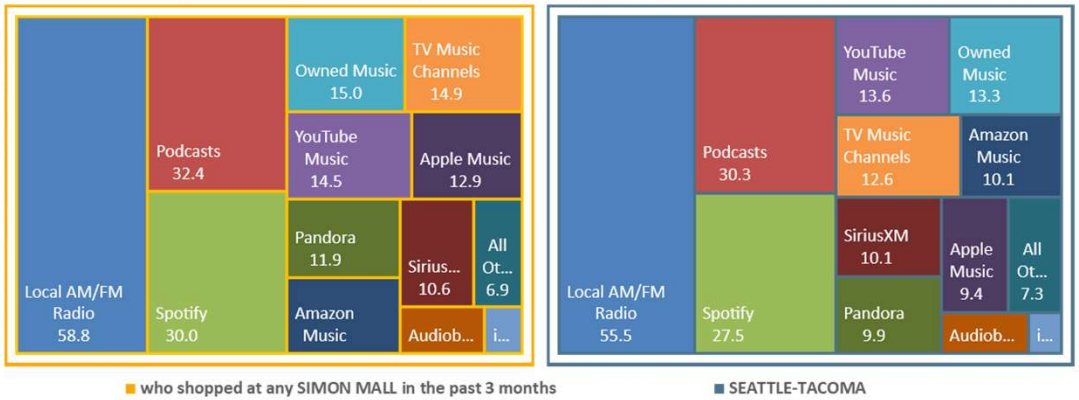


692,660 or 72.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.

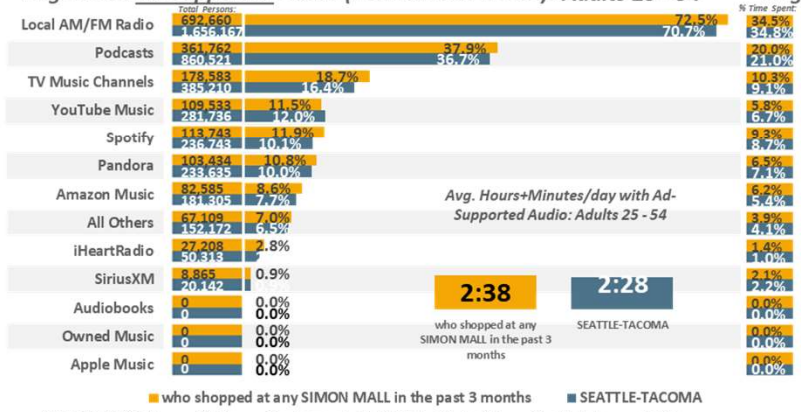
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



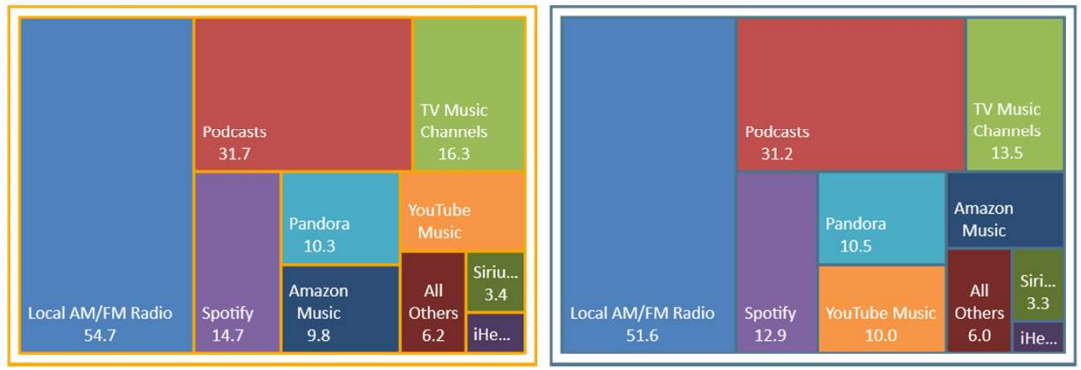
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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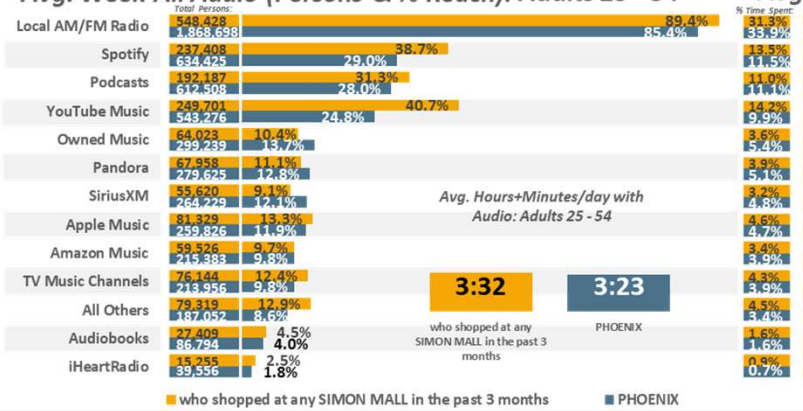
Malls shopped/visited past 3 months: Any Simon Mall

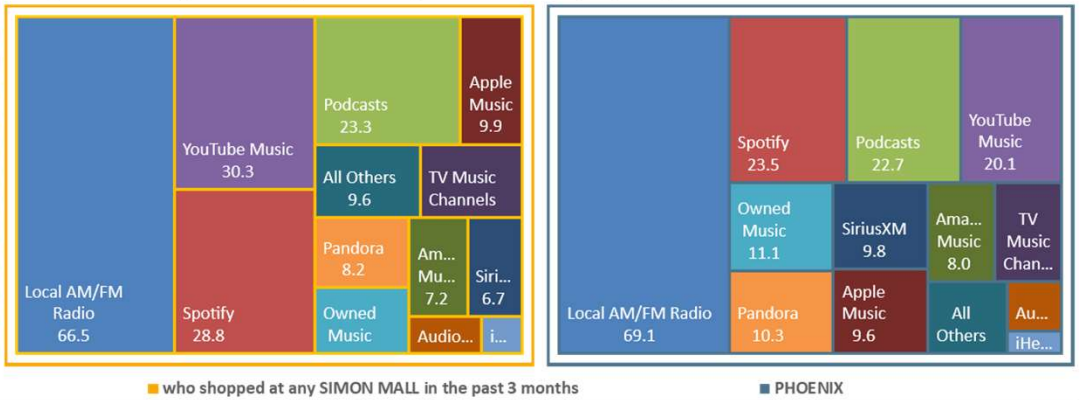


529,684 or 86.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

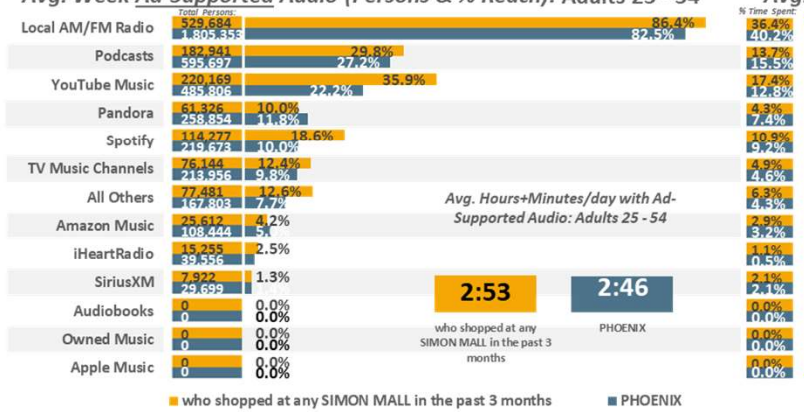
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



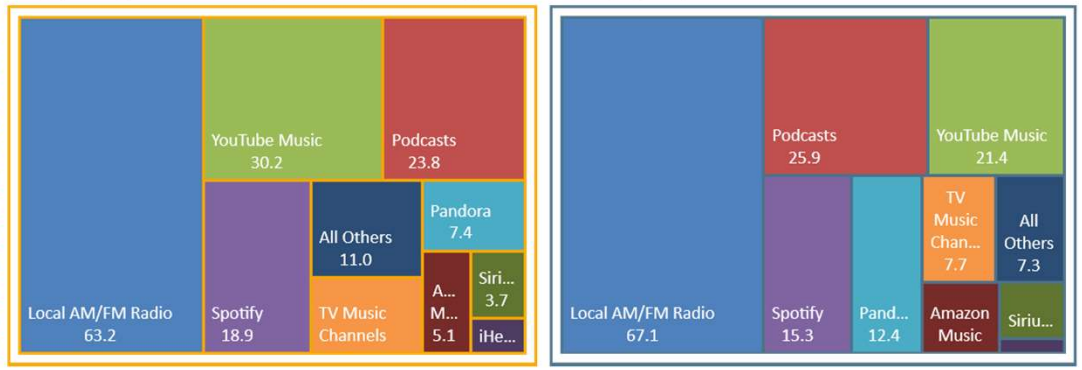
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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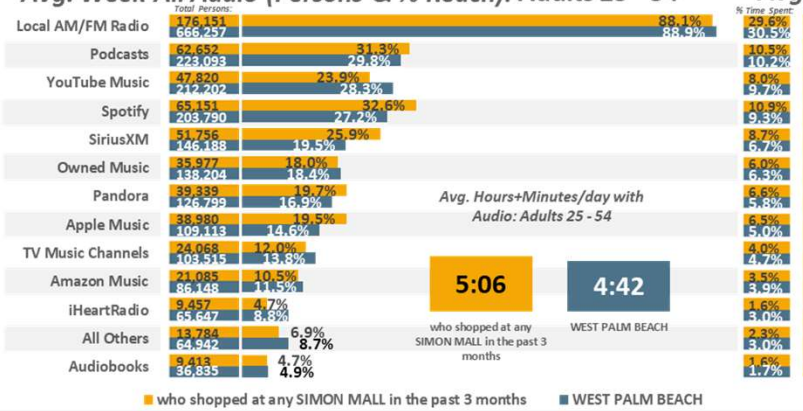
Malls shopped/visited past 3 months: Any Simon Mall

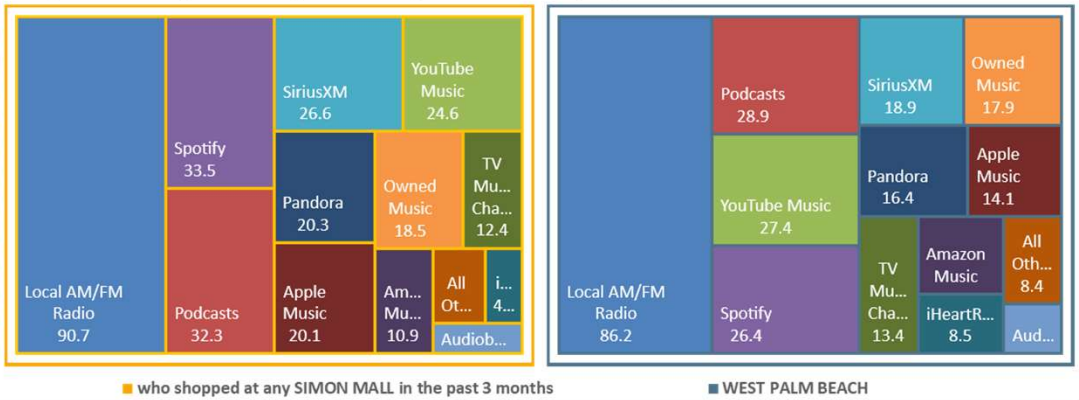


168,953 or 84.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 82.8 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

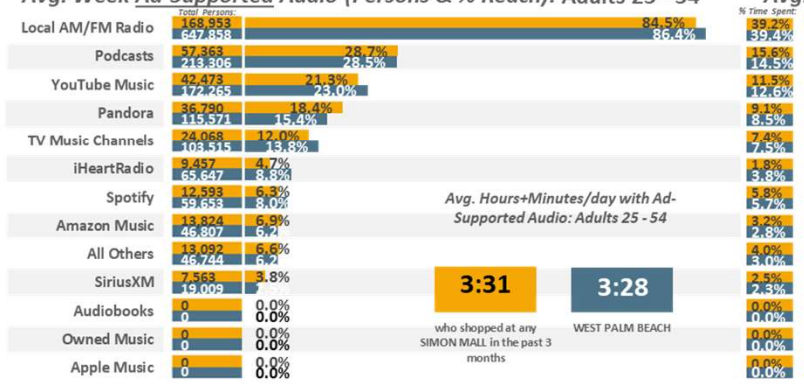
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



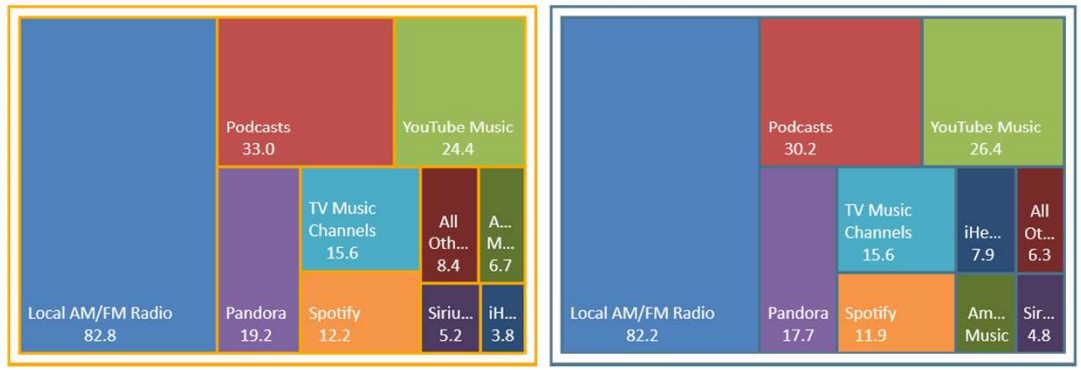
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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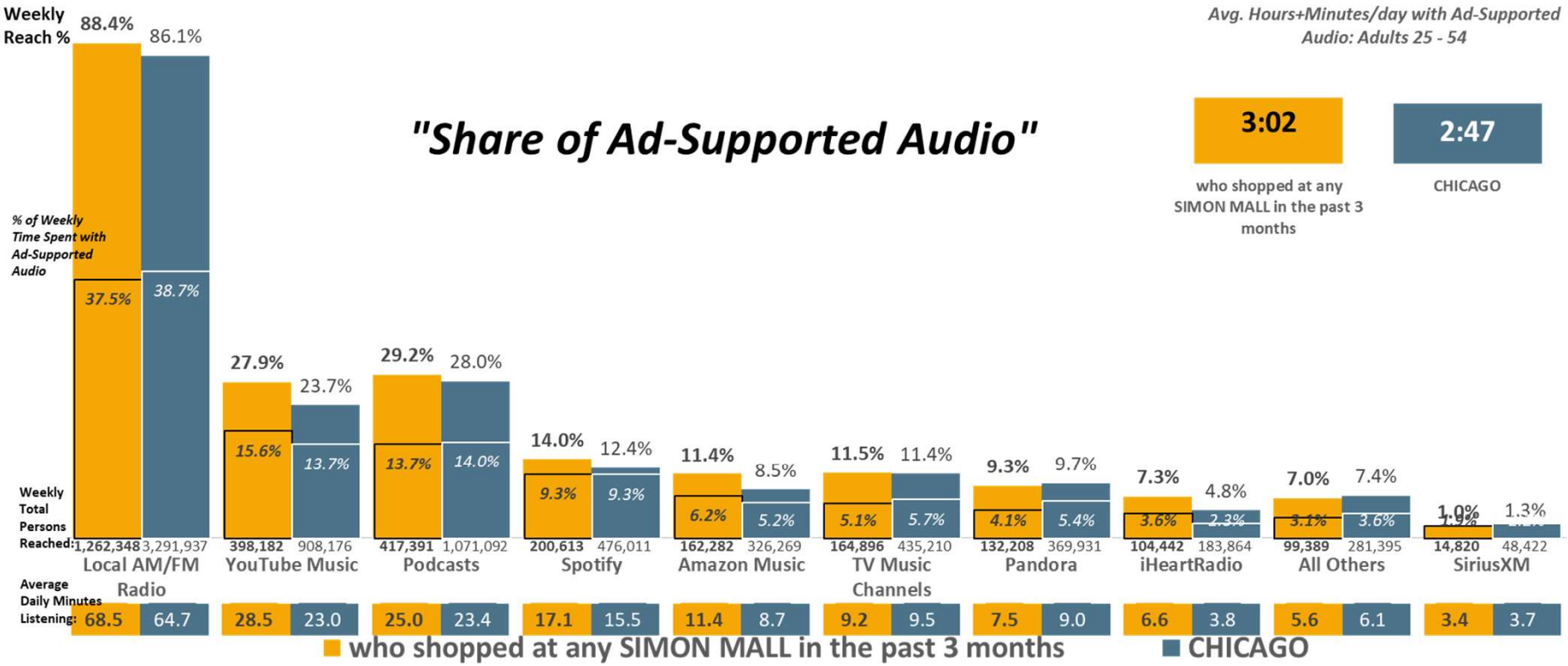
Malls shopped/visited past 3 months: Any Simon Mall



1,262,348 or 88.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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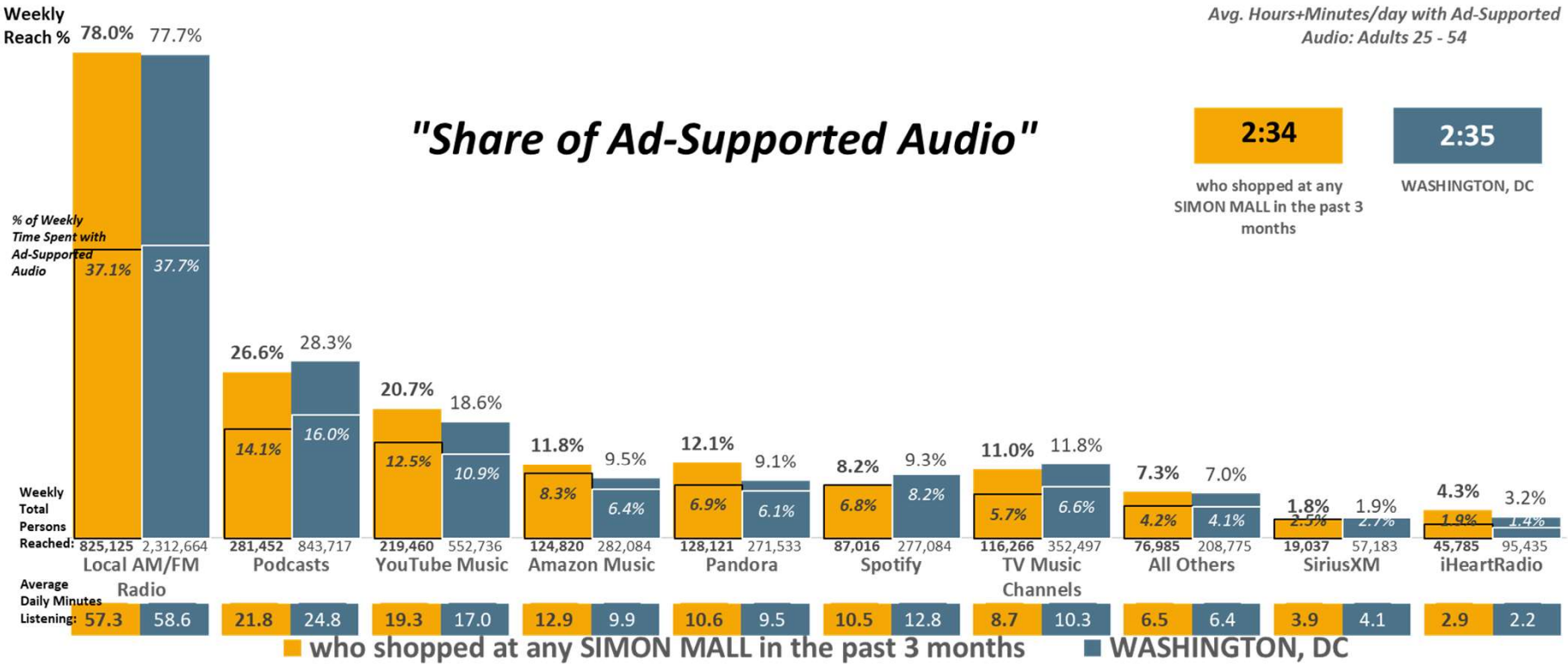
Malls shopped/visited past 3 months: Any Simon Mall



825,125 or 78.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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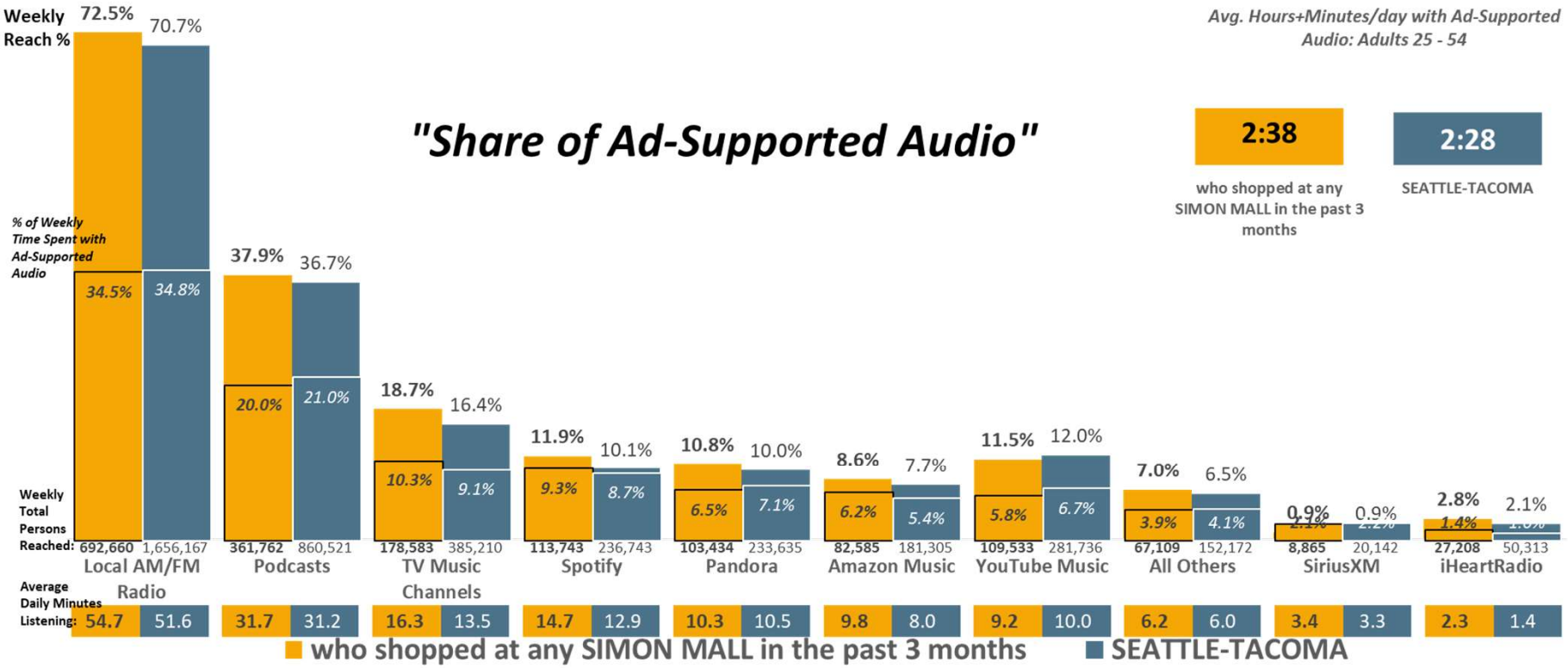
Malls shopped/visited past 3 months: Any Simon Mall



692,660 or 72.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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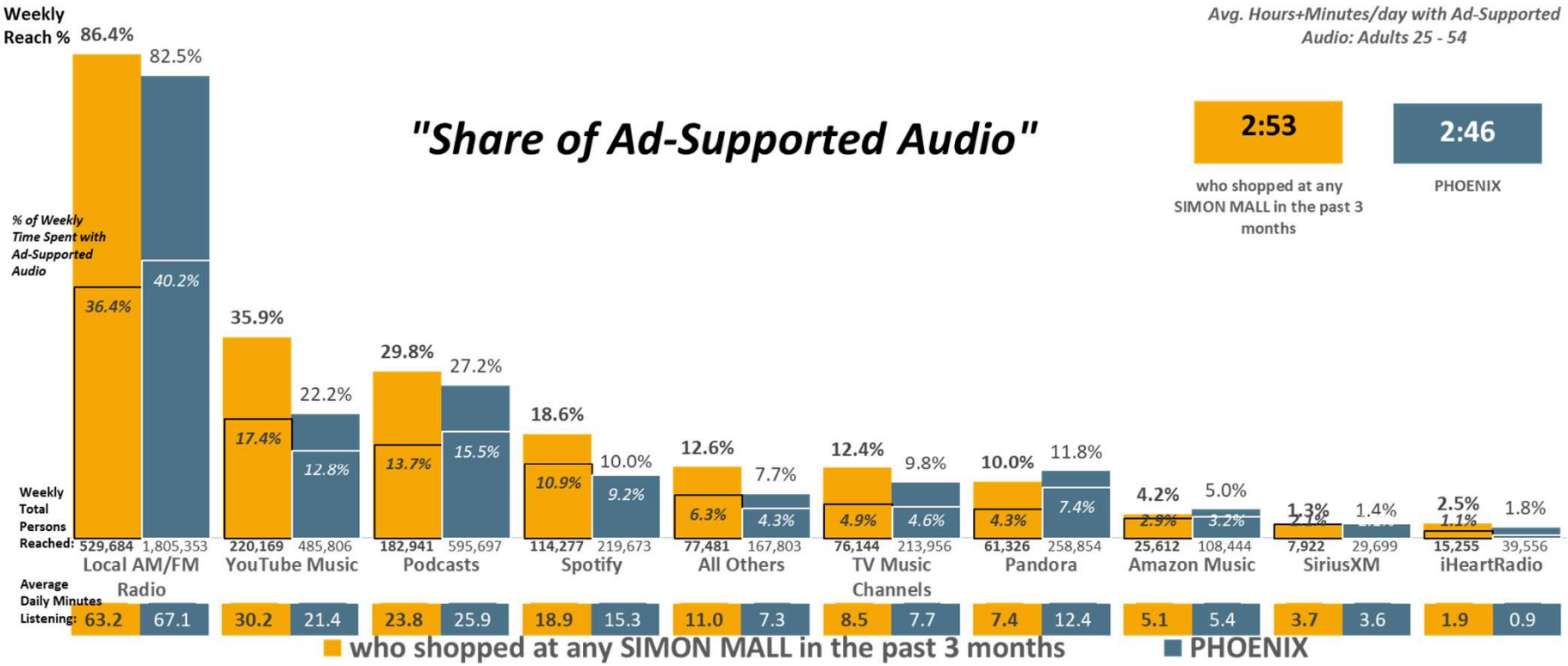
Malls shopped/visited past 3 months: Any Simon Mall



529,684 or 86.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	YouTube Music	Podcasts	Spotify	All Others	TV Music Channels	Pandora	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	86.4%	35.9%	29.8%	18.6%	12.6%	12.4%	10.0%	4.2%	1.3%	2.5%
	82.5%	22.2%	27.2%	10.0%	7.7%	9.8%	11.8%	5.0%	1.4%	1.8%
% of Weekly Time Spent with Ad-Supported Audio	36.4%	17.4%	13.7%	10.9%	6.3%	4.9%	4.3%	2.9%	2.1%	1.1%
	40.2%	12.8%	15.5%	9.2%	4.3%	4.6%	7.4%	3.2%		
Weekly Total Persons Reached:	529,684	220,169	182,941	114,277	77,481	76,144	61,326	25,612	7,922	15,255
	1,805,353	485,806	595,697	219,673	167,803	213,956	258,854	108,444	29,699	39,556
Average Daily Minutes Listening:	63.2	30.2	23.8	18.9	11.0	8.5	7.4	5.1	3.7	1.9
	67.1	21.4	25.9	15.3	7.3	7.7	12.4	5.4	3.6	0.9

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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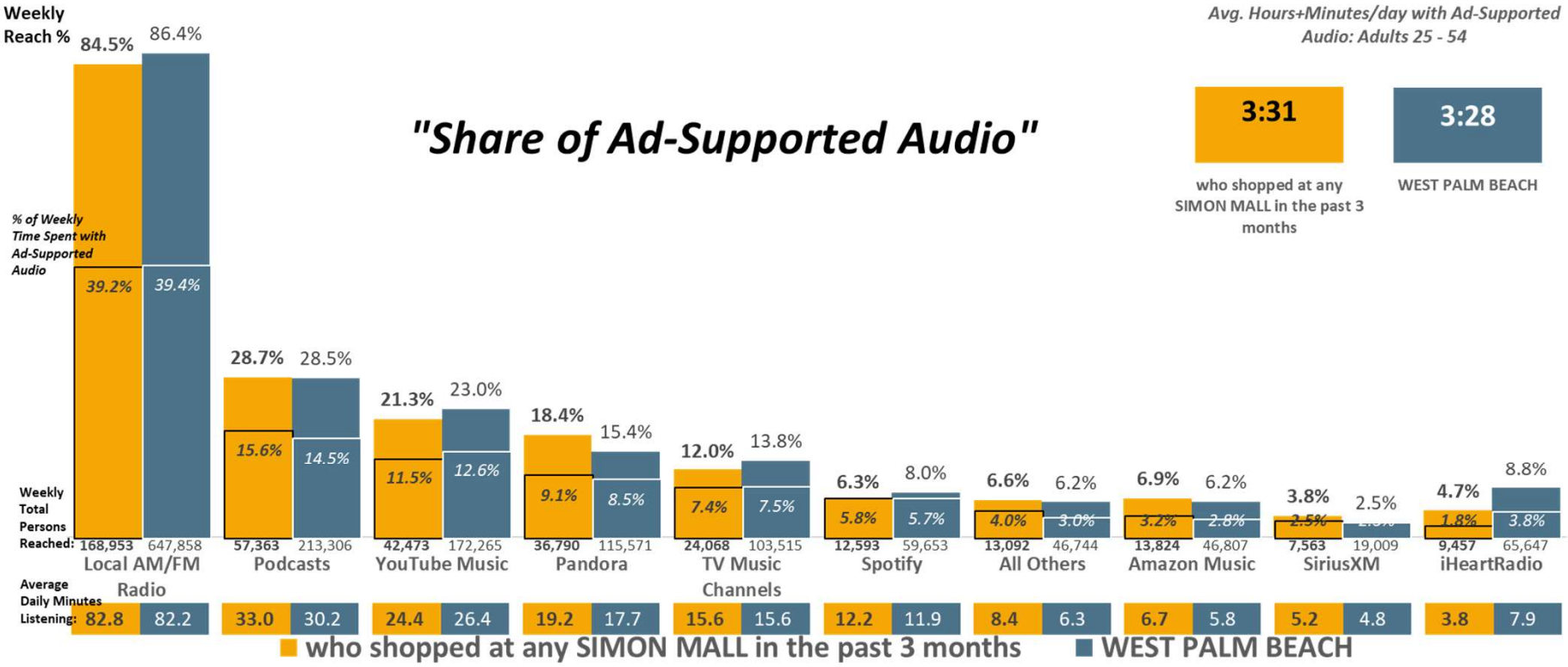
Malls shopped/visited past 3 months: Any Simon Mall



168,953 or 84.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 82.8 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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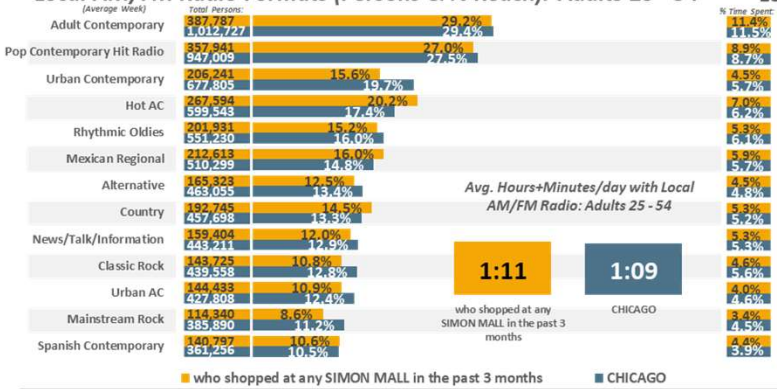
Malls shopped/visited past 3 months: Any Simon Mall

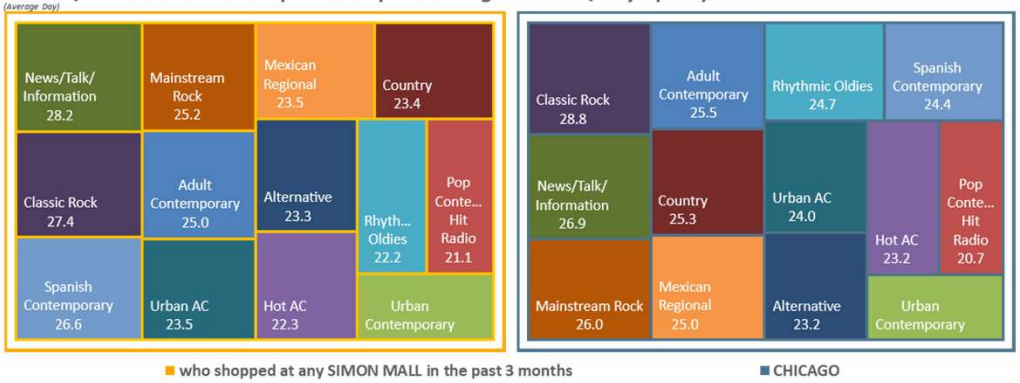


1,262,348 or 88.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Mexican Regional, and Urban Contemporary.

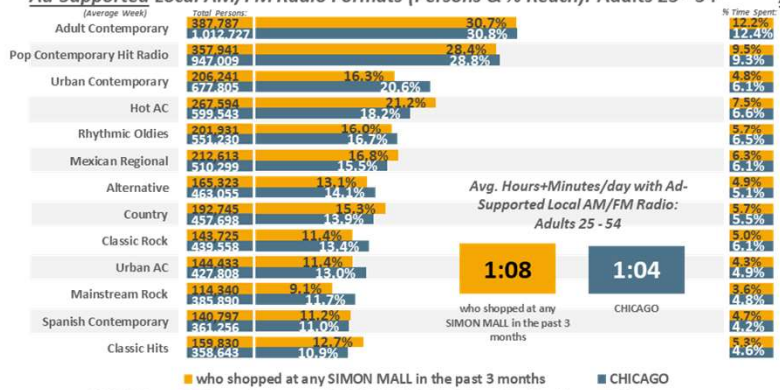
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



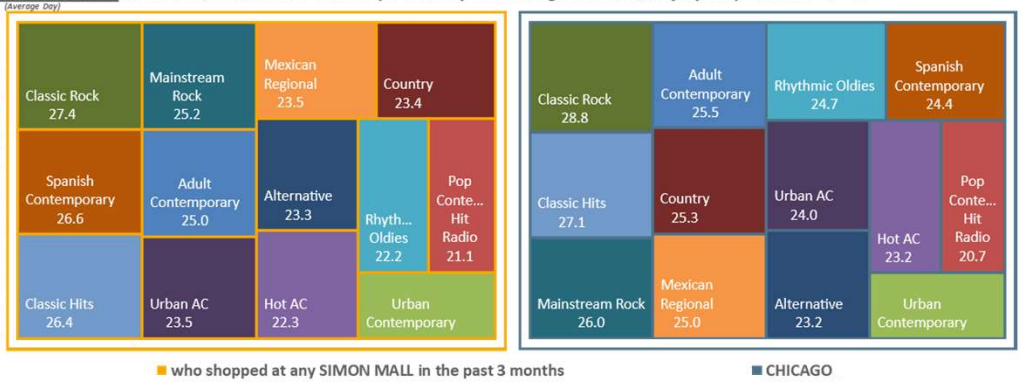
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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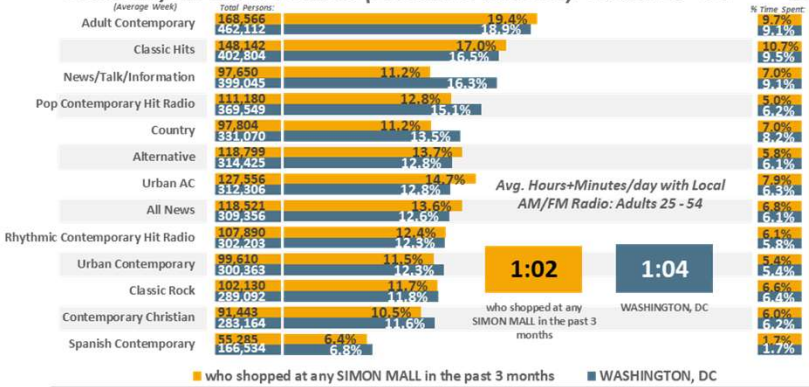
Malls shopped/visited past 3 months: Any Simon Mall

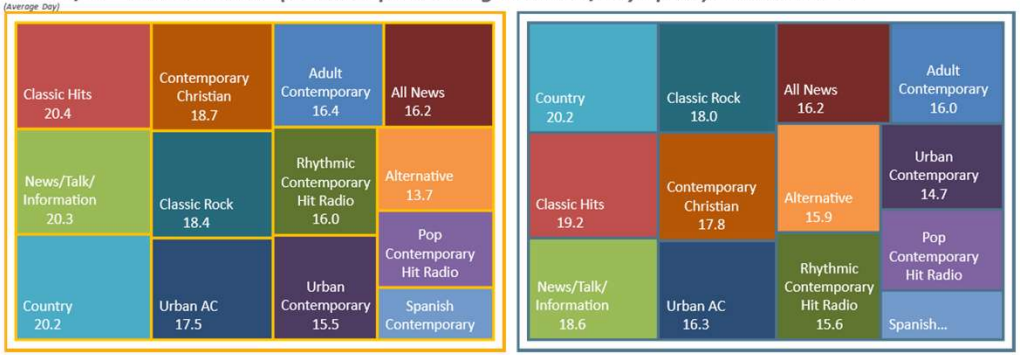


825,125 or 78.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Alternative, and All News.

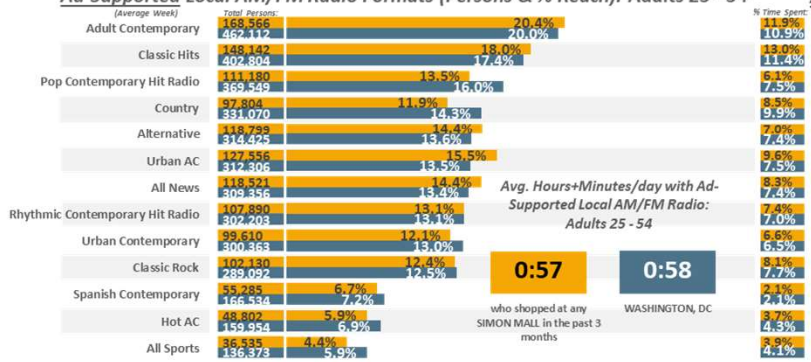
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



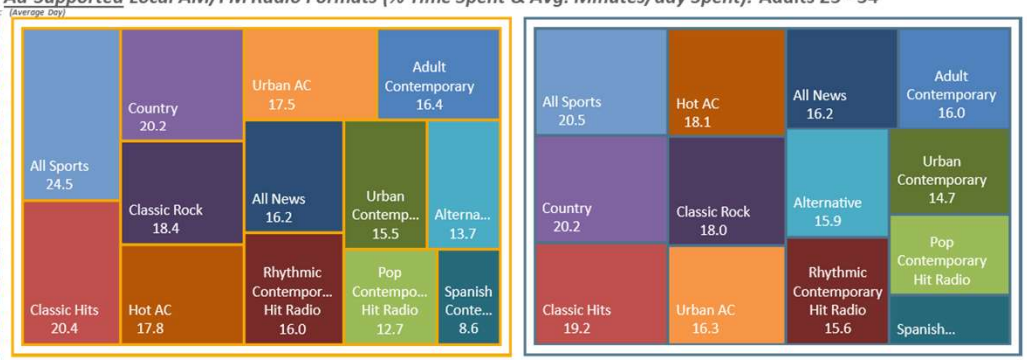
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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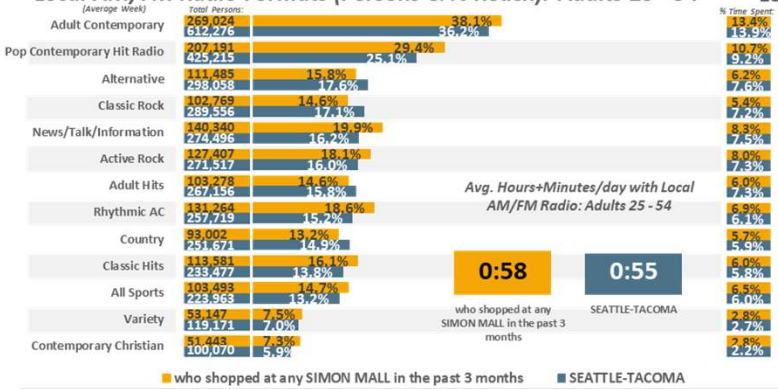
Malls shopped/visited past 3 months: Any Simon Mall

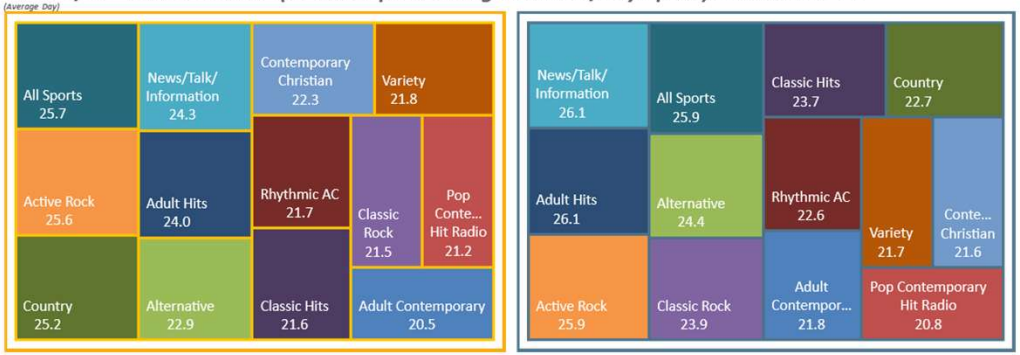


692,660 or 72.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Rhythmic AC, Active Rock, and Classic Hits.

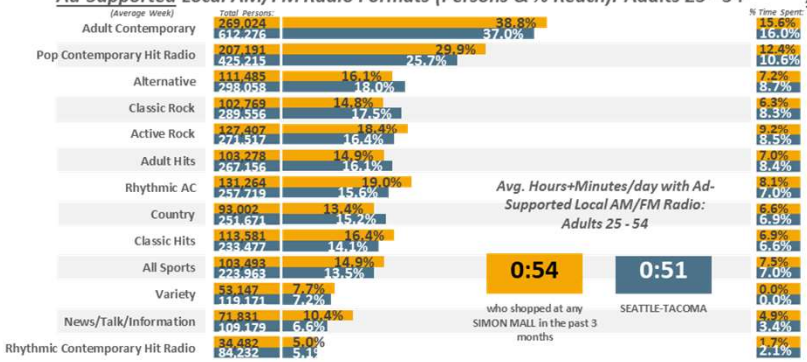
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



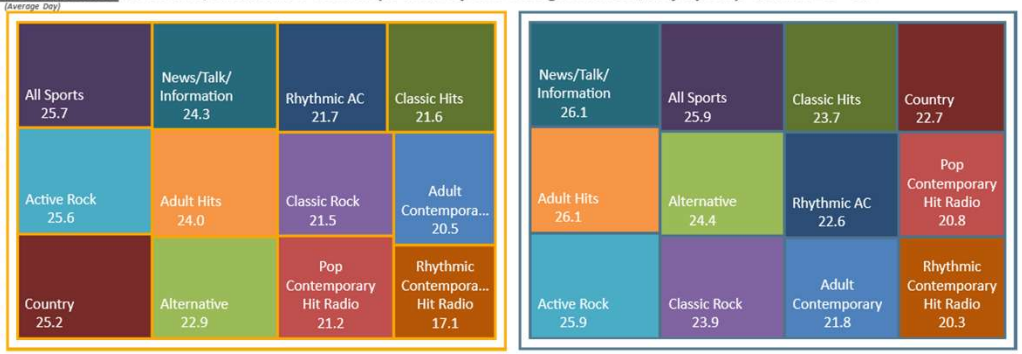
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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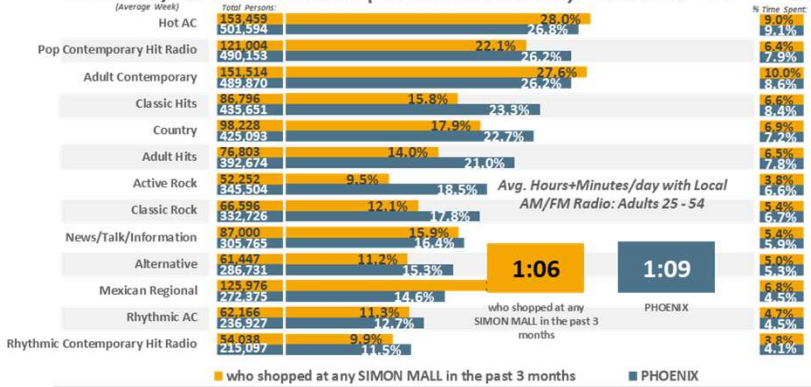
Malls shopped/visited past 3 months: Any Simon Mall

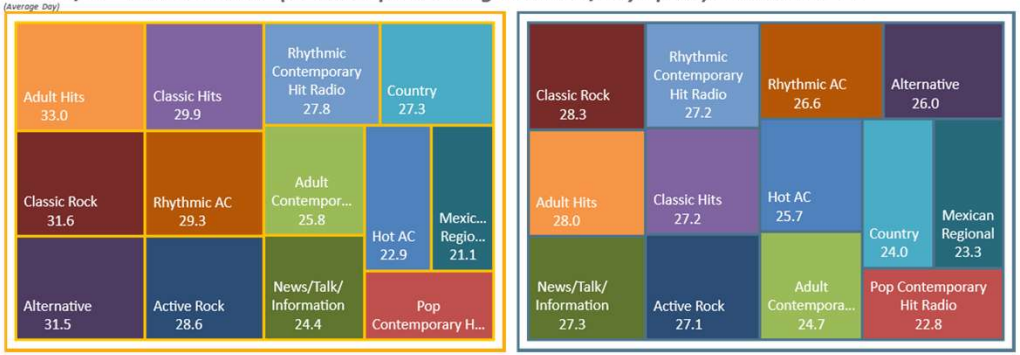


529,684 or 86.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Spanish Adult Hits, Mexican Regional, and Pop Contemporary Hit Radio.

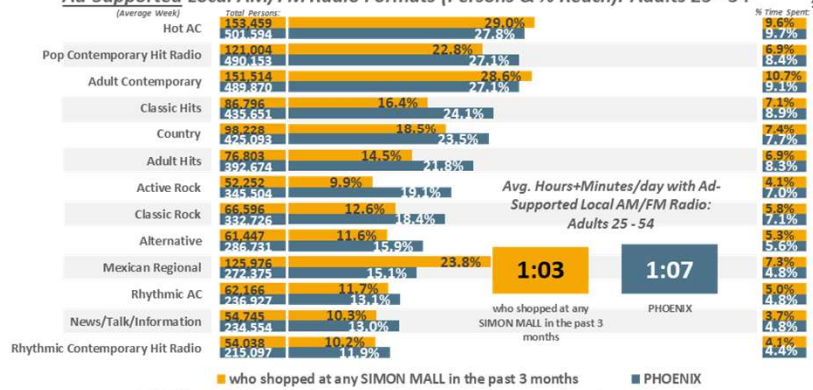
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



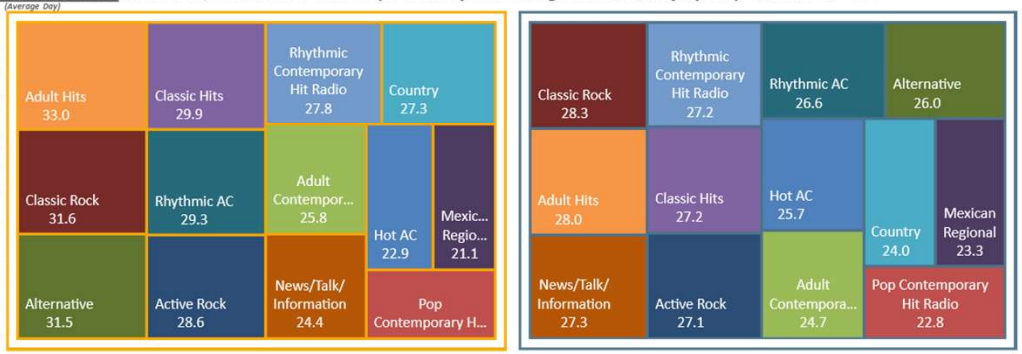
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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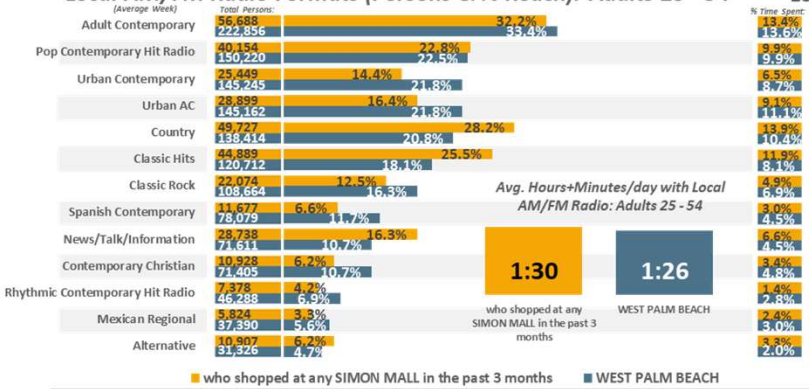
Malls shopped/visited past 3 months: Any Simon Mall

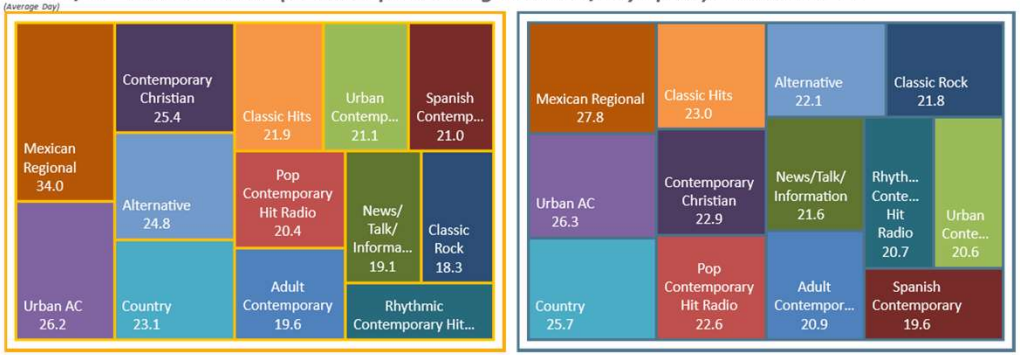


168,953 or 84.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Urban AC.

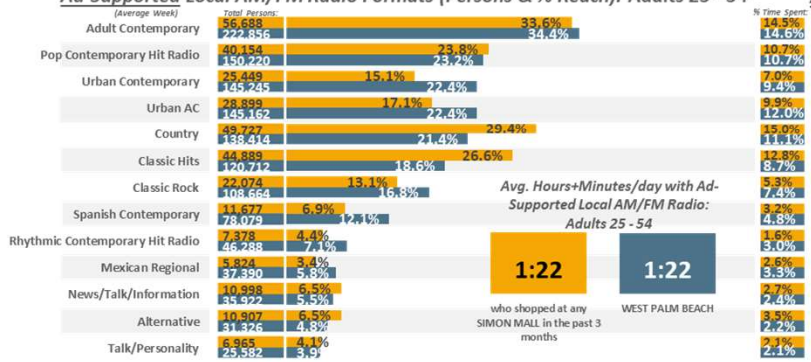
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



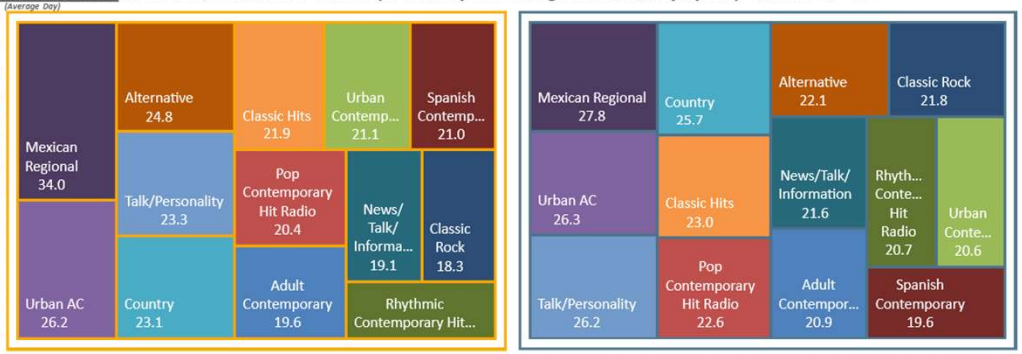
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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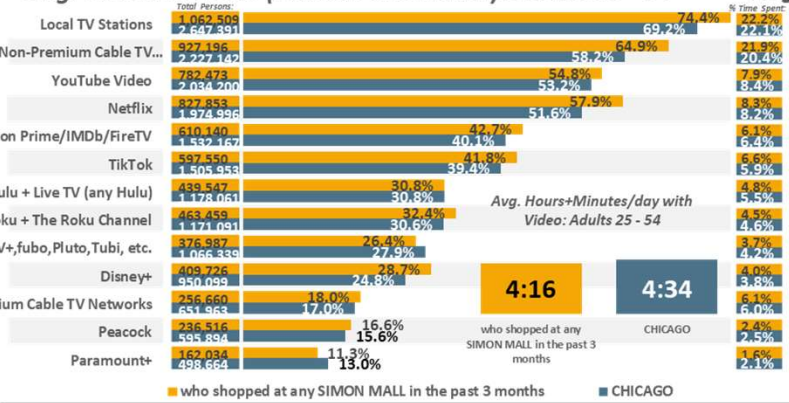
Malls shopped/visited past 3 months: Any Simon Mall

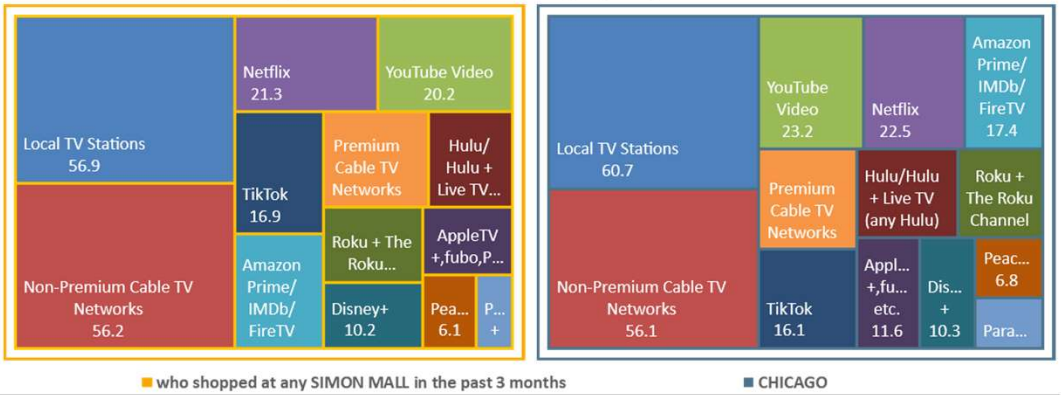


1,050,688 or 73.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 54.4 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

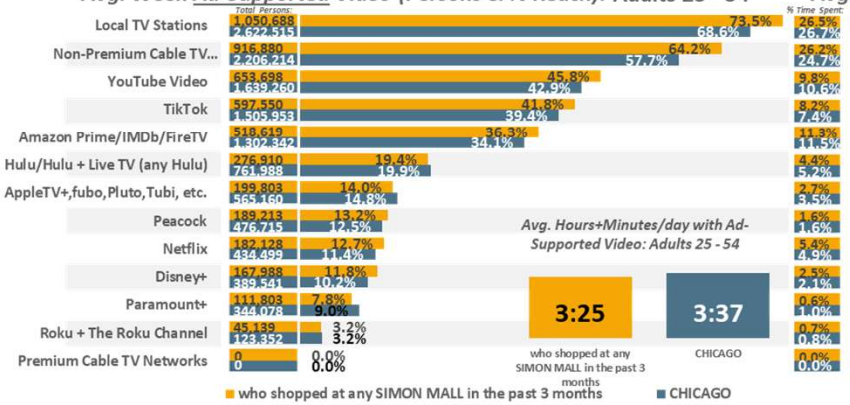
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



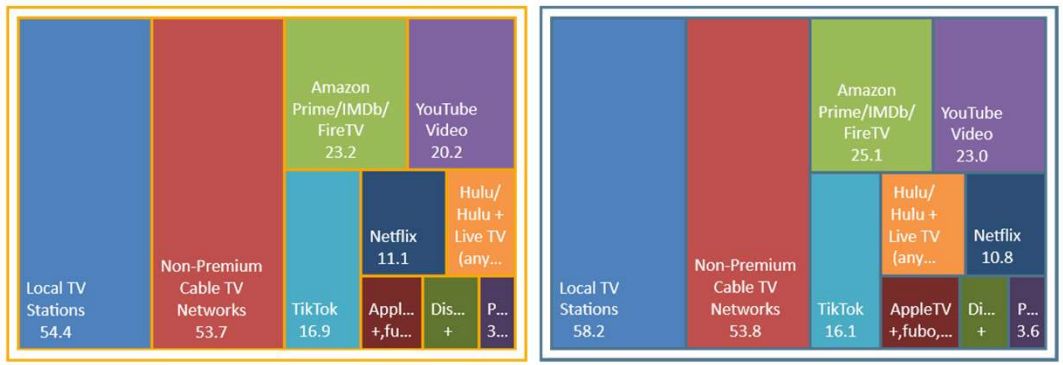
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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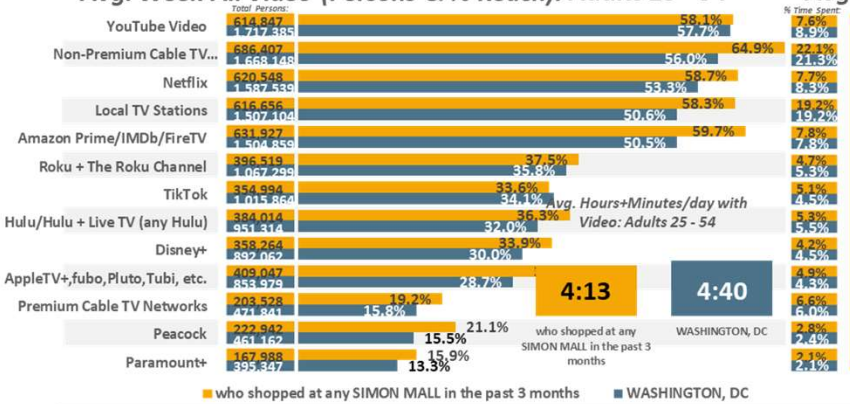
Malls shopped/visited past 3 months: Any Simon Mall

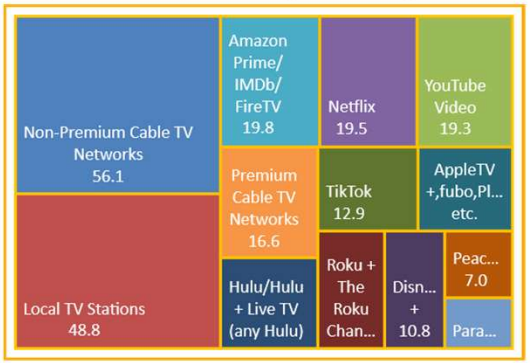


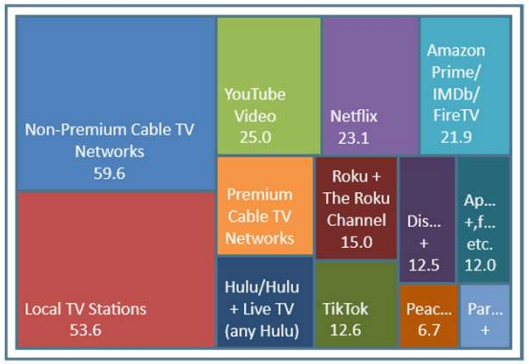
608,857 or 57.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 46.1 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.

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

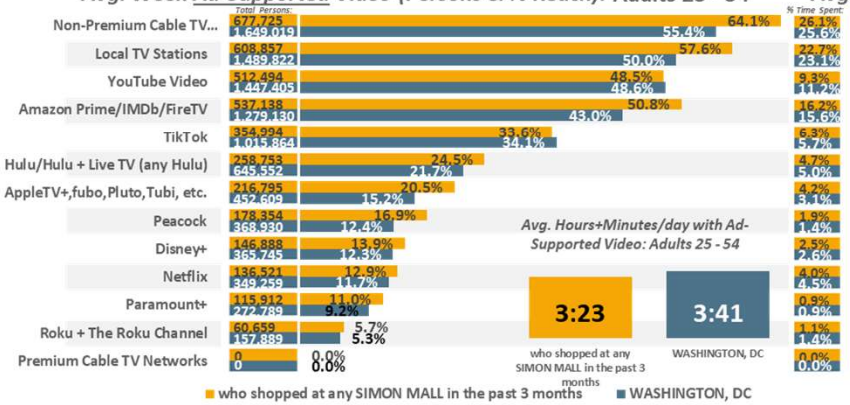


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

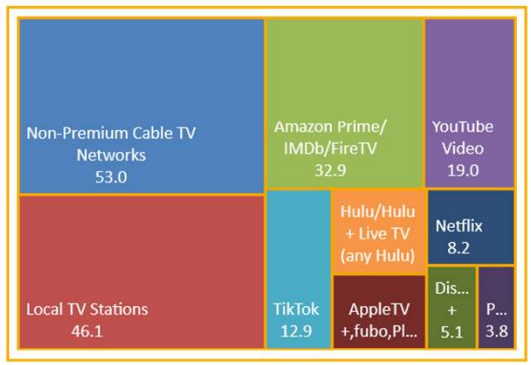


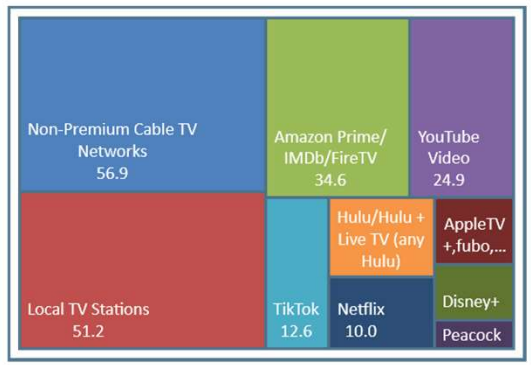


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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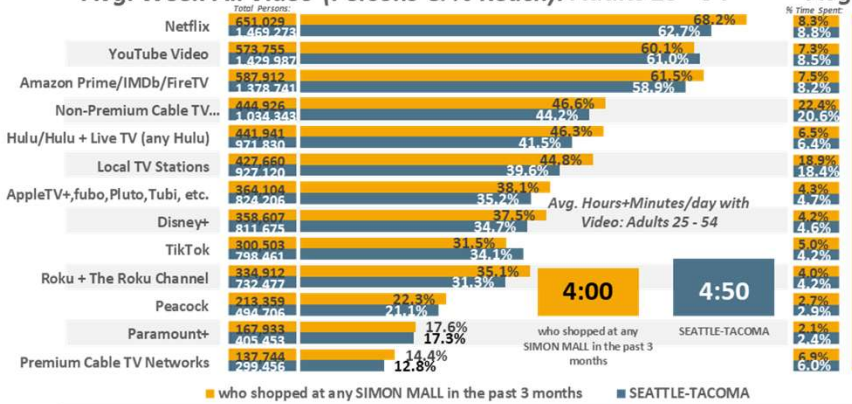
Malls shopped/visited past 3 months: Any Simon Mall

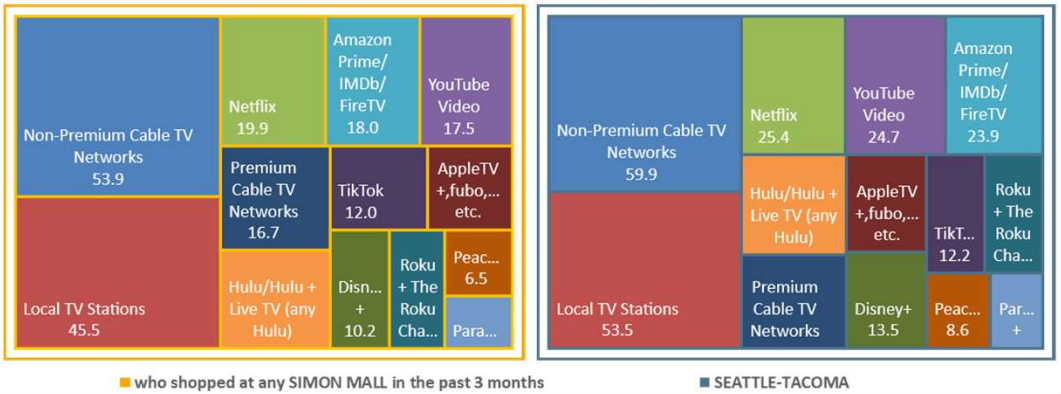


422,912 or 44.3% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 43.7 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.

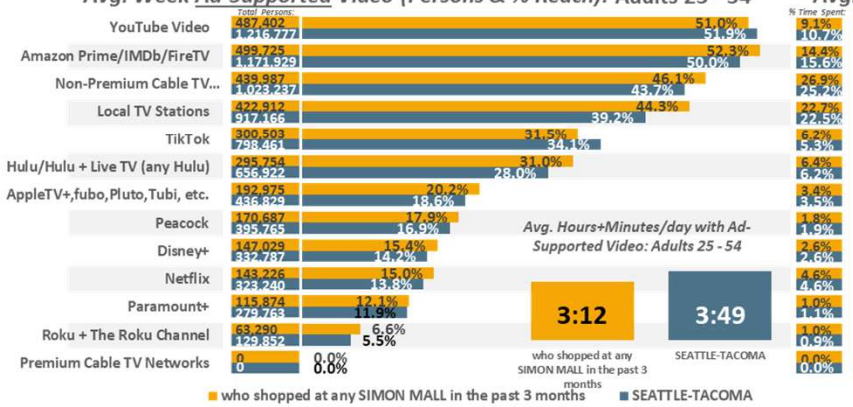
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



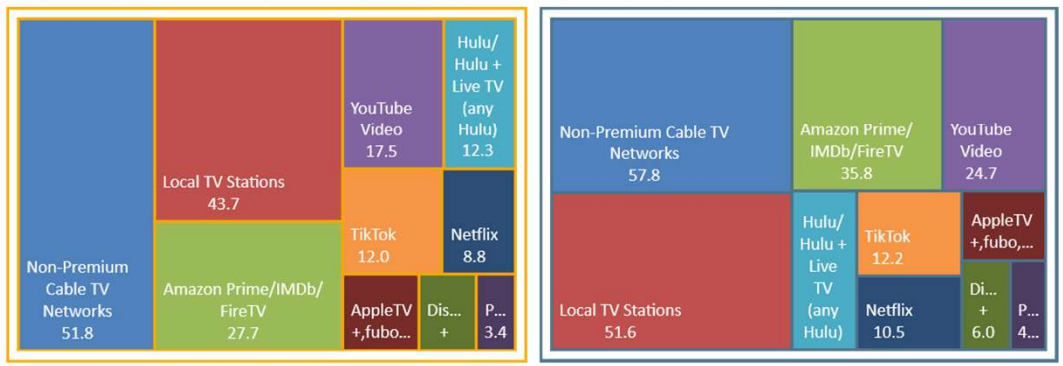
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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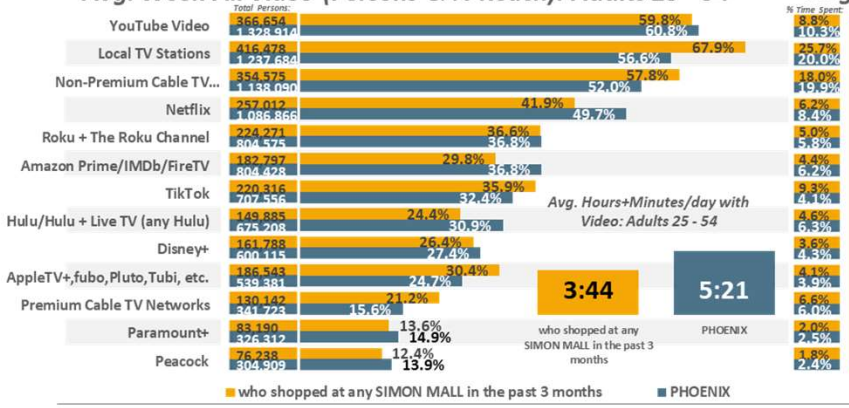
Malls shopped/visited past 3 months: Any Simon Mall

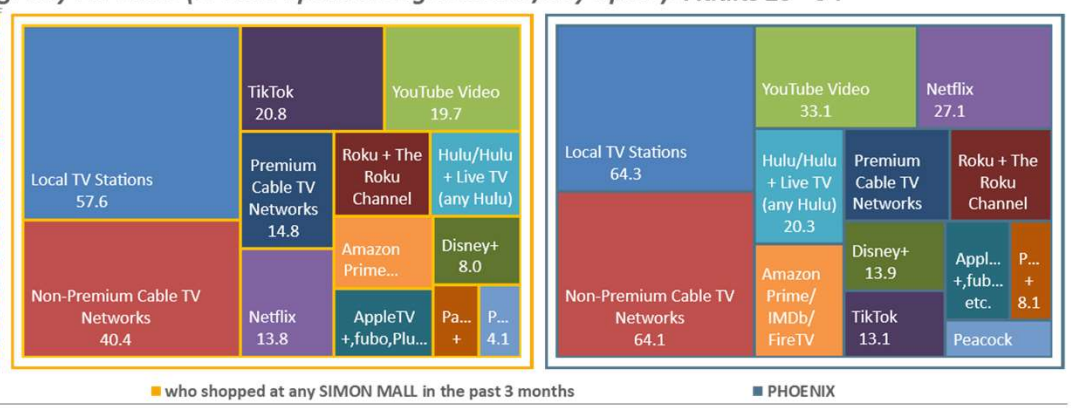


411,642 or 67.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 56.8 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

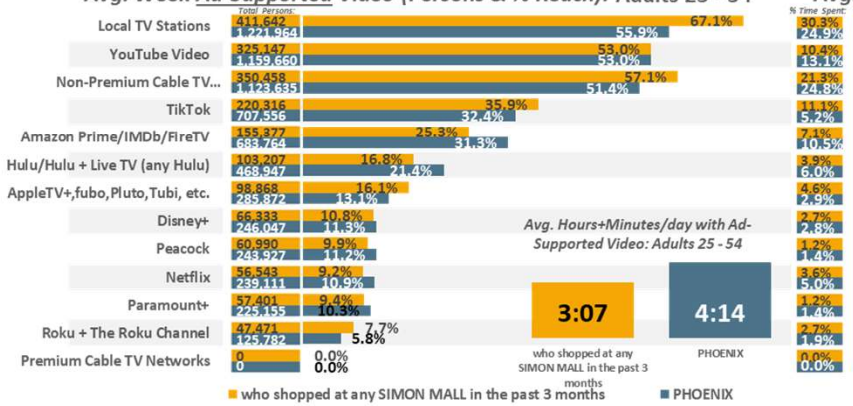
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



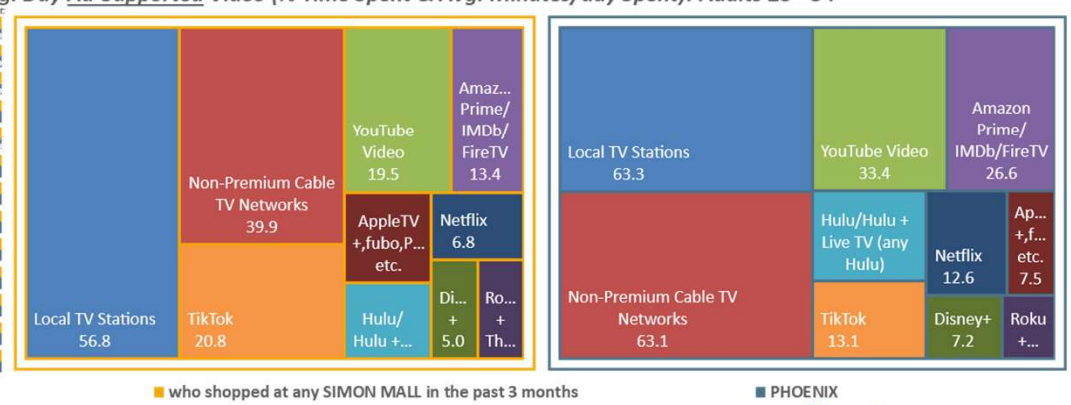
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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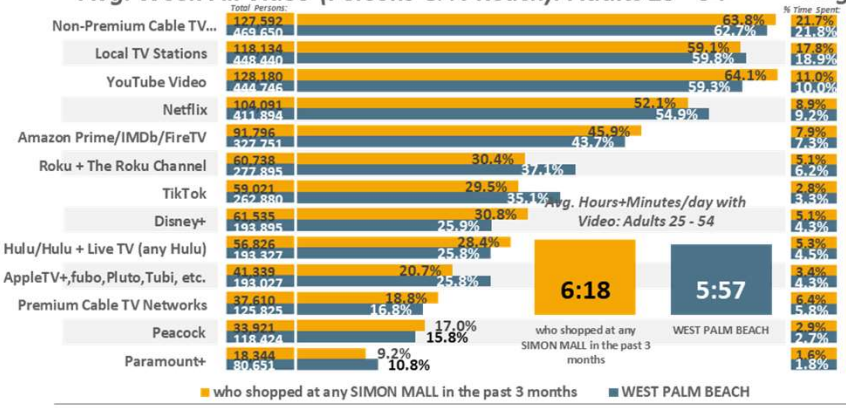
Malls shopped/visited past 3 months: Any Simon Mall

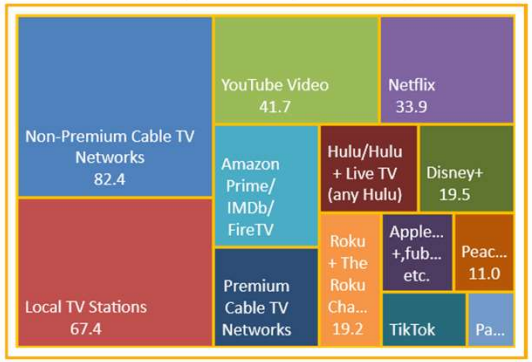


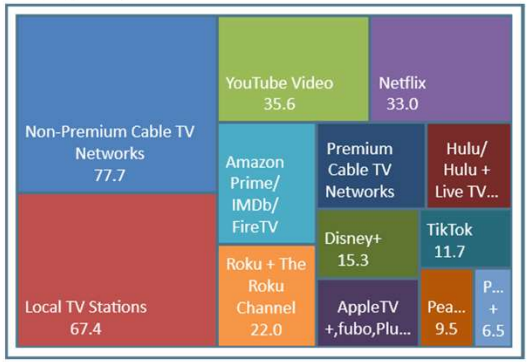
116,977 or 58.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 64.7 minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.

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

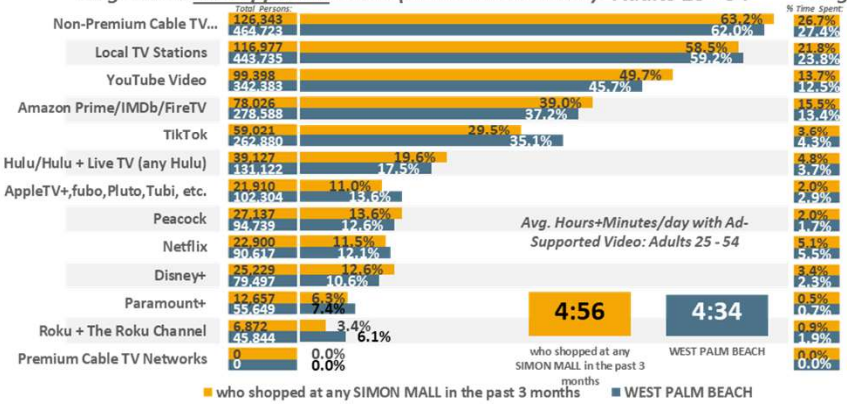


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

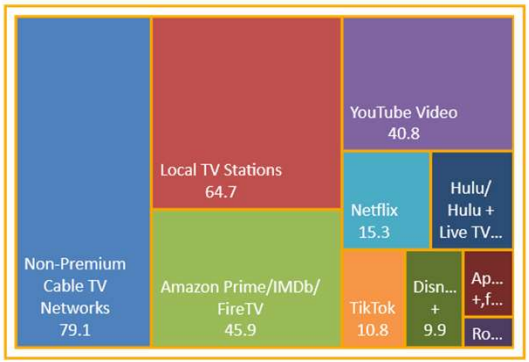


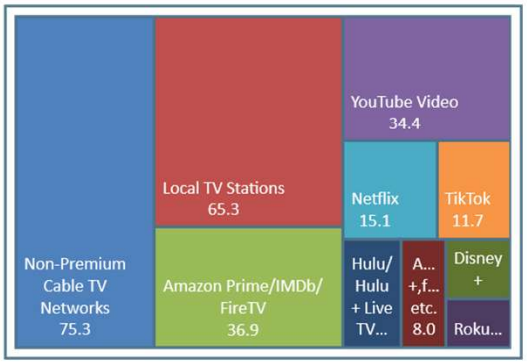


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



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





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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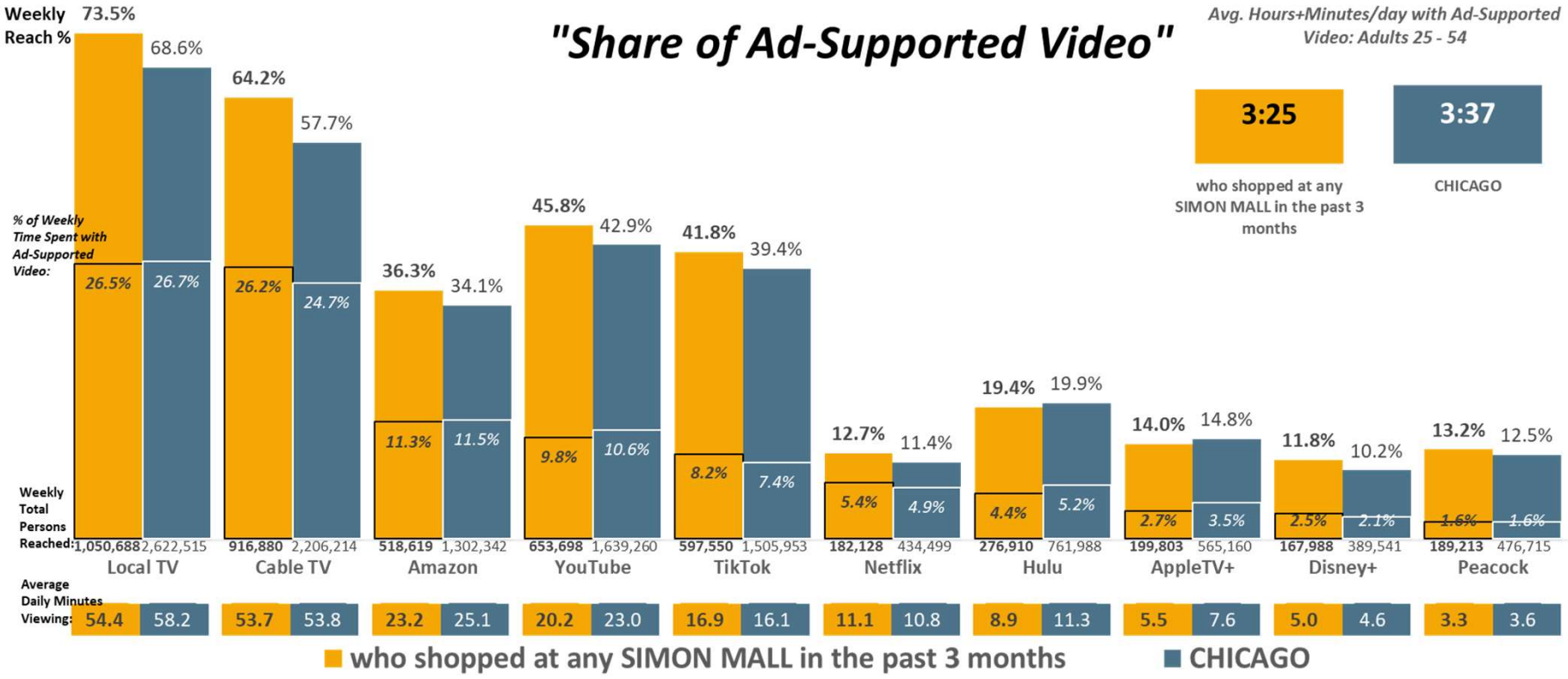
Malls shopped/visited past 3 months: Any Simon Mall



1,050,688 or 73.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 54.4 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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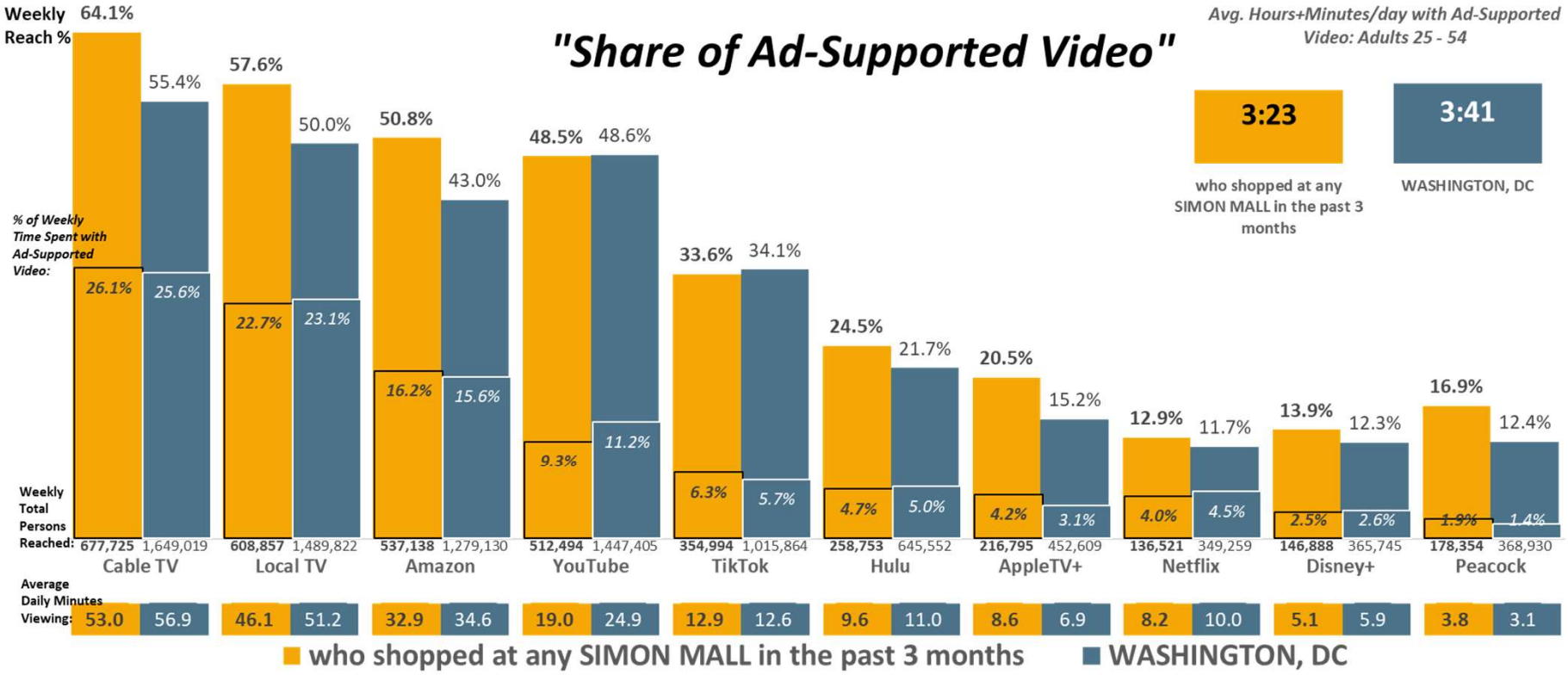
Malls shopped/visited past 3 months: Any Simon Mall



608,857 or 57.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 46.1 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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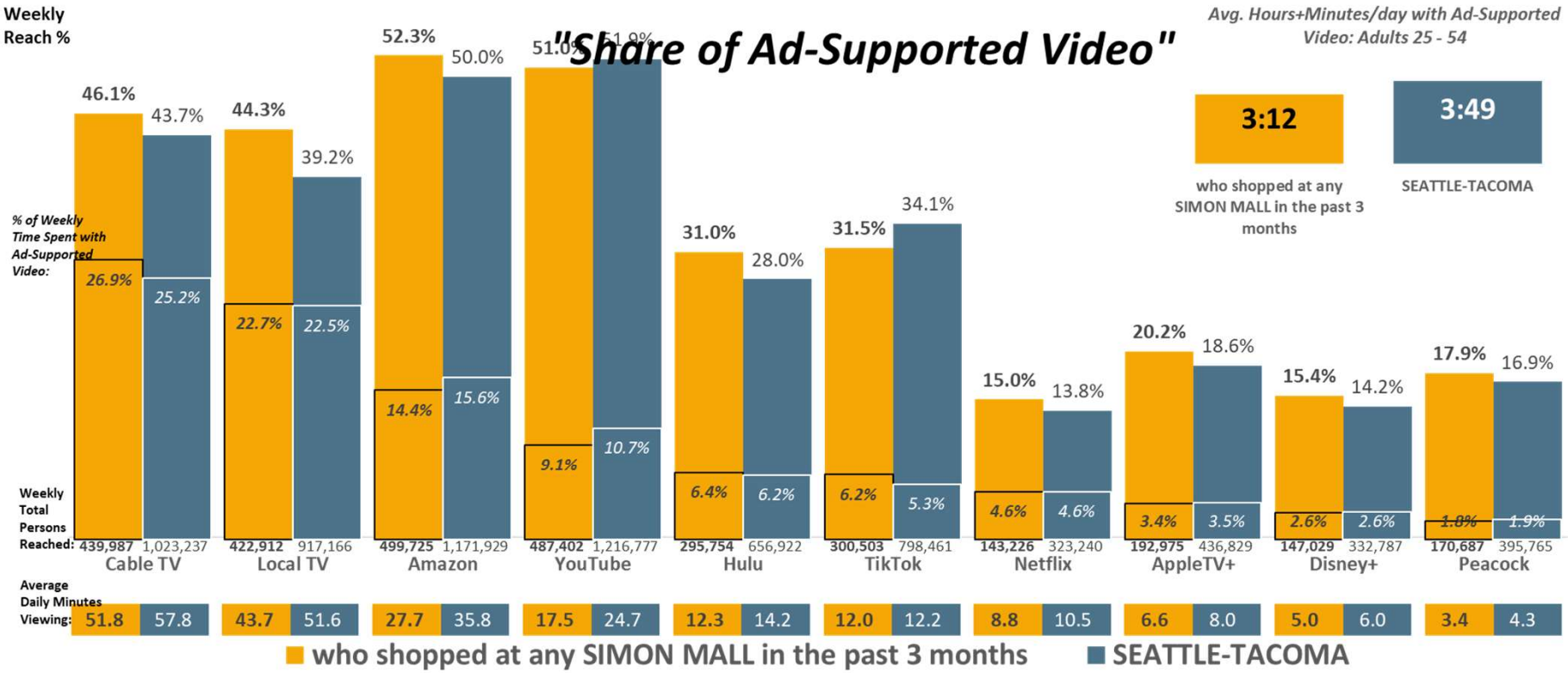
Malls shopped/visited past 3 months: Any Simon Mall



422,912 or 44.3% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 43.7 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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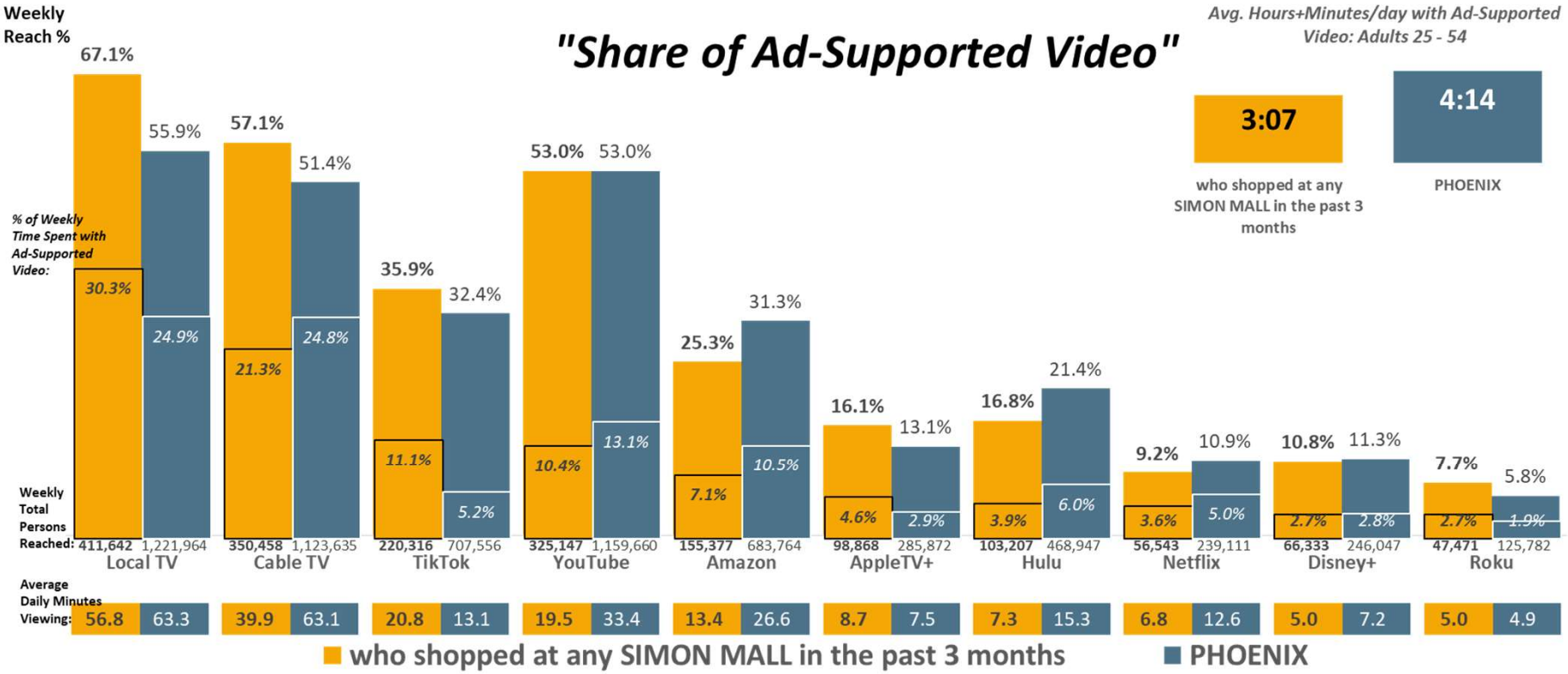
Malls shopped/visited past 3 months: Any Simon Mall



411,642 or 67.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 56.8 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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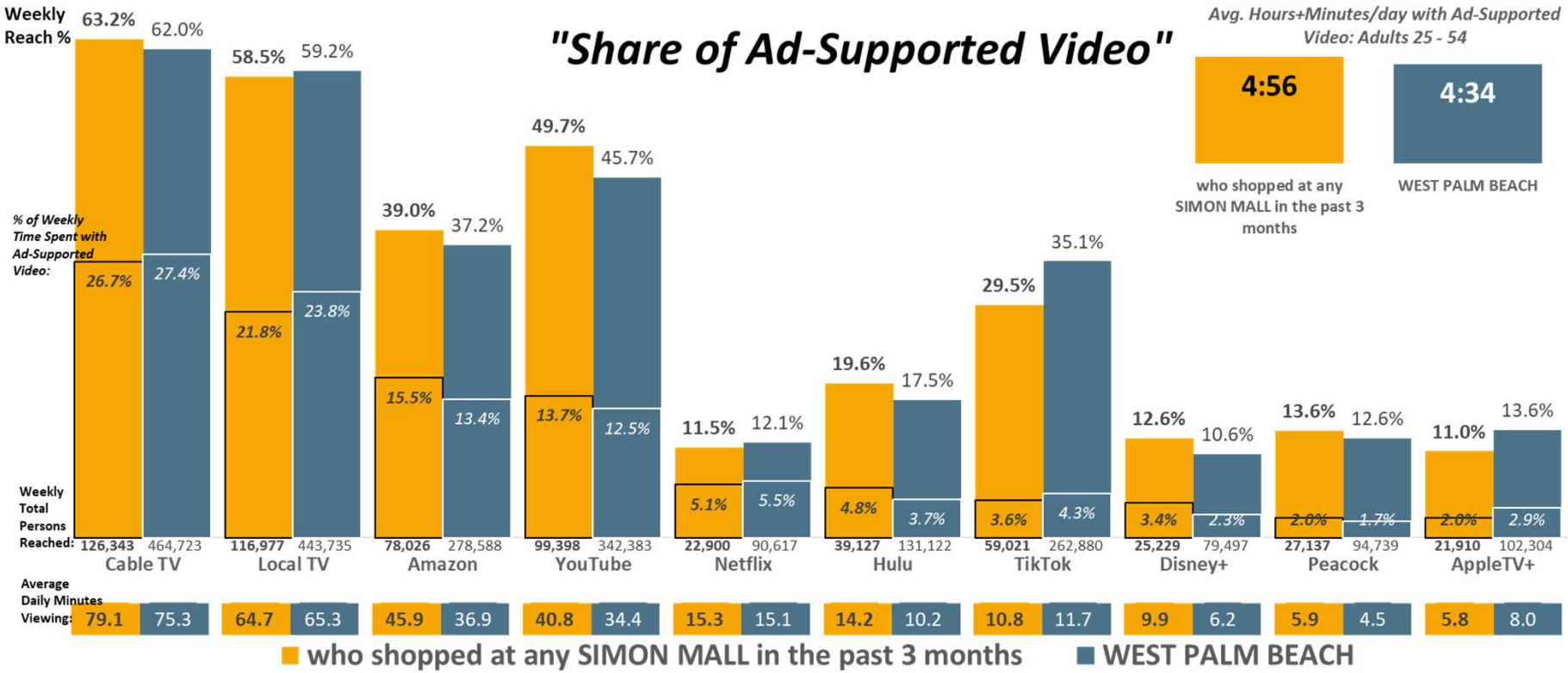
Malls shopped/visited past 3 months: Any Simon Mall



116,977 or 58.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations for an average of 64.7 minutes every day representing 21.8% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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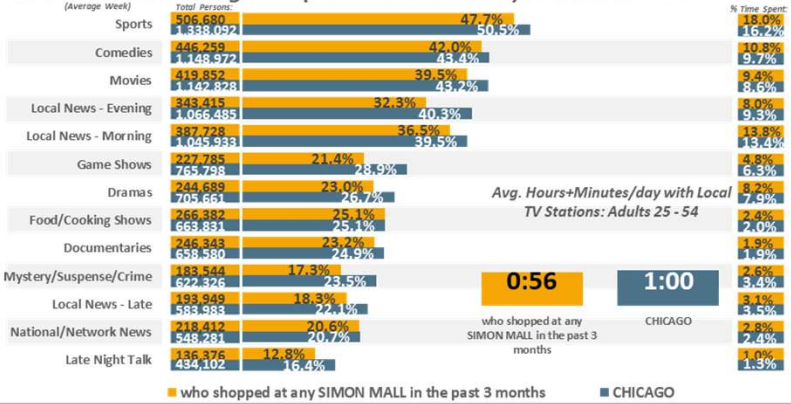
Malls shopped/visited past 3 months: Any Simon Mall

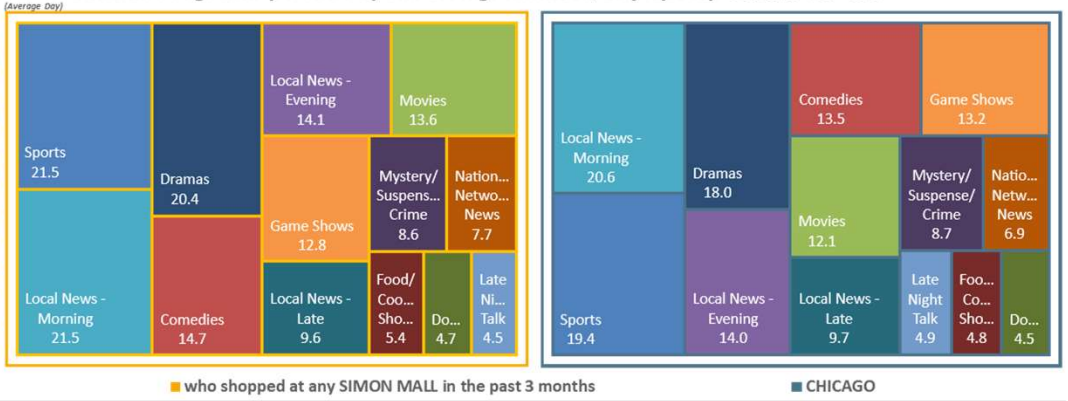


1,050,688 or 73.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Morning, Local News - Evening, and Dramas.

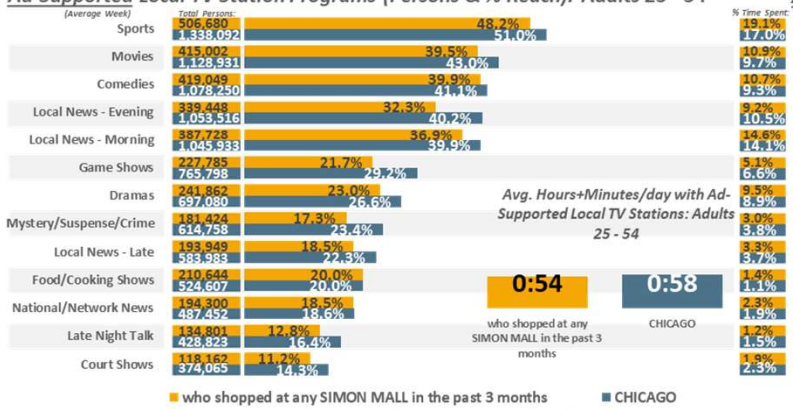
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



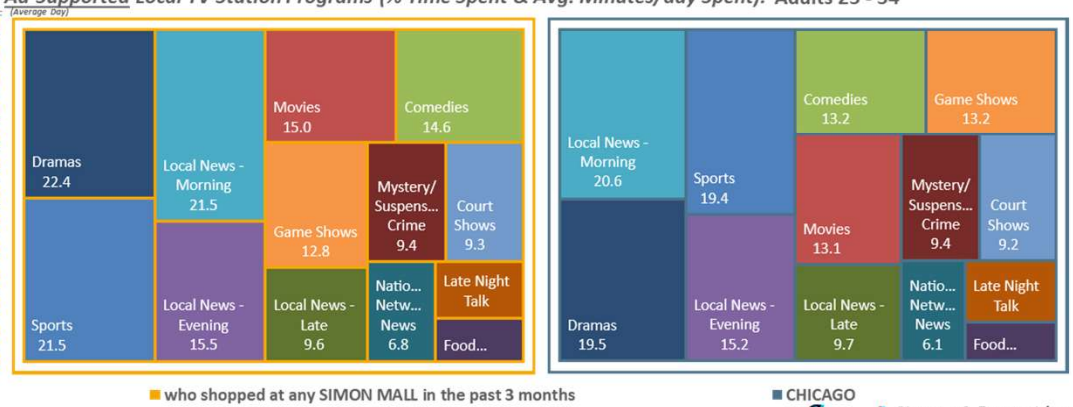
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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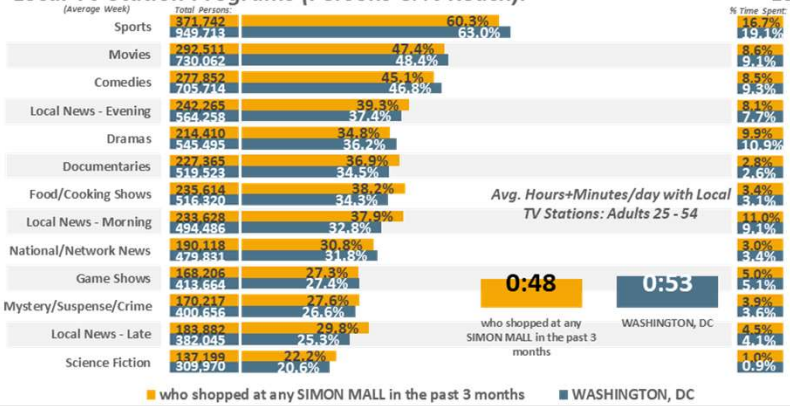
Malls shopped/visited past 3 months: Any Simon Mall

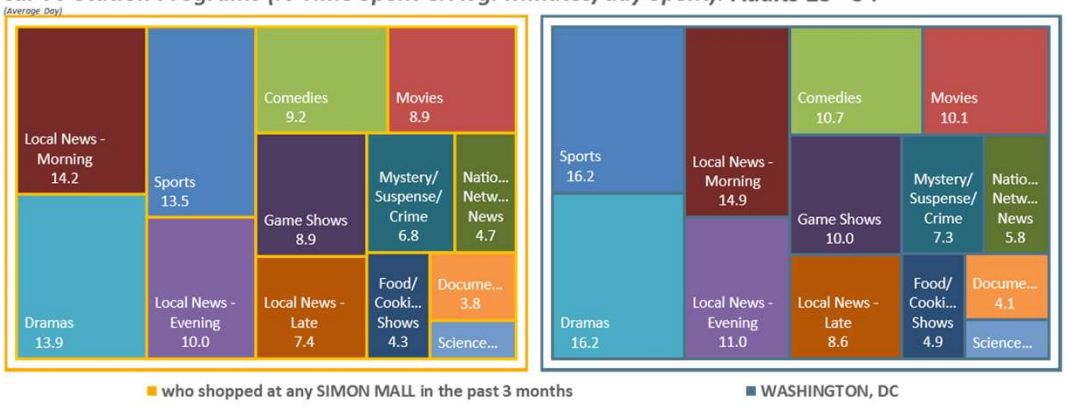


608,857 or 57.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

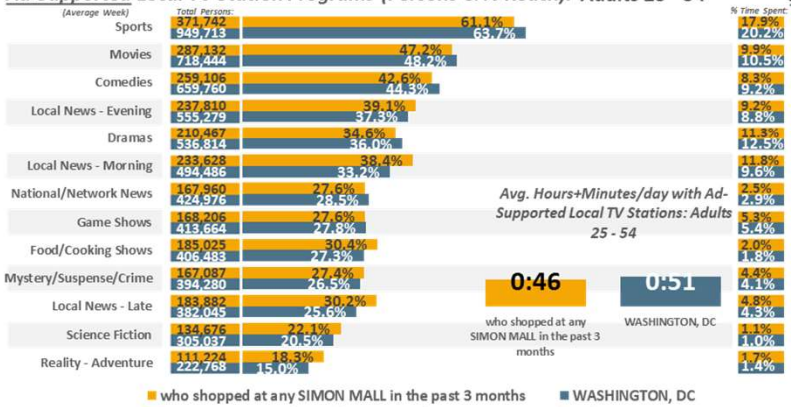
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



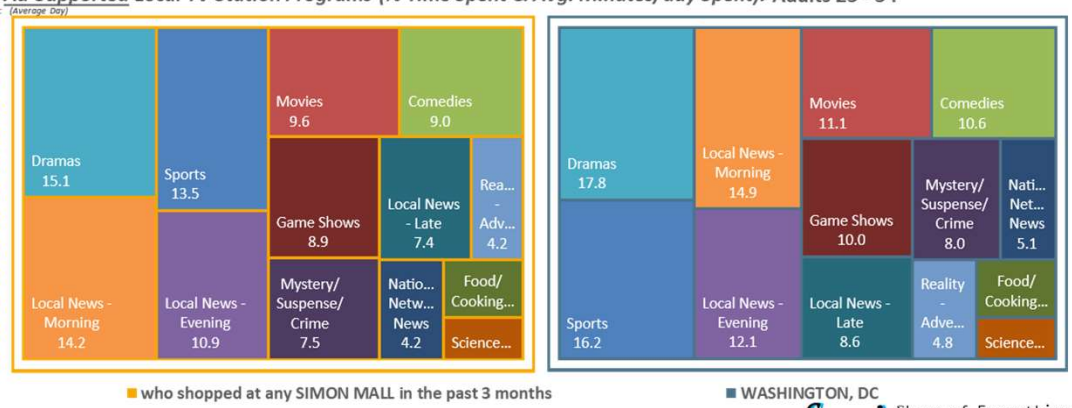
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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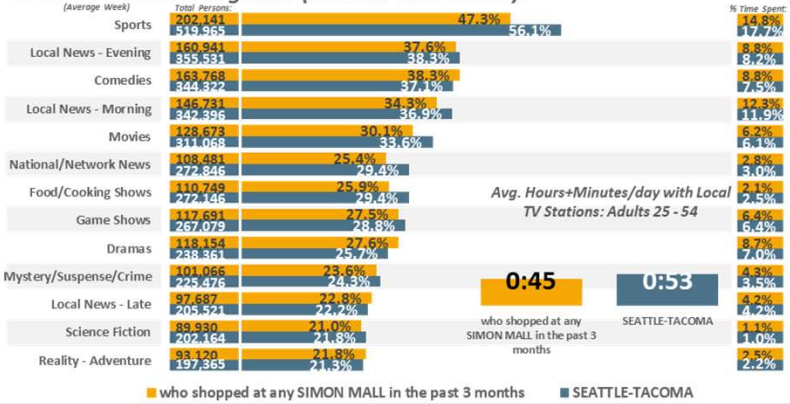
Malls shopped/visited past 3 months: Any Simon Mall

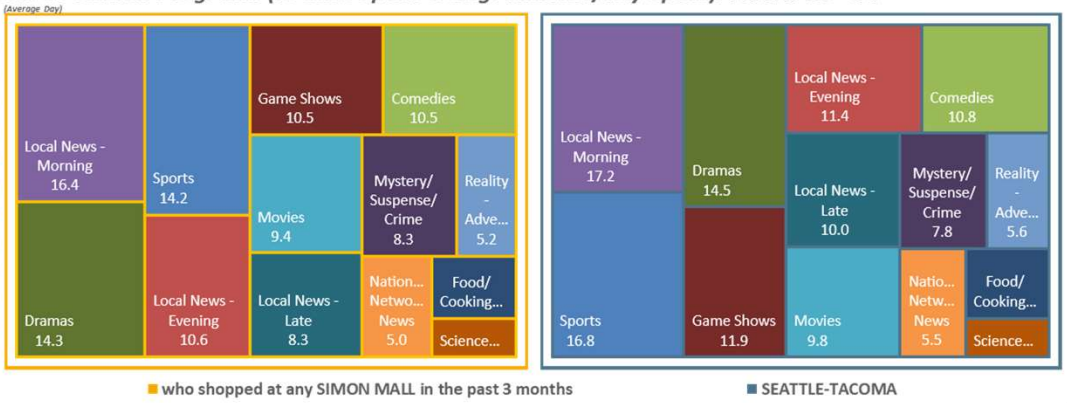


422,912 or 44.3% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

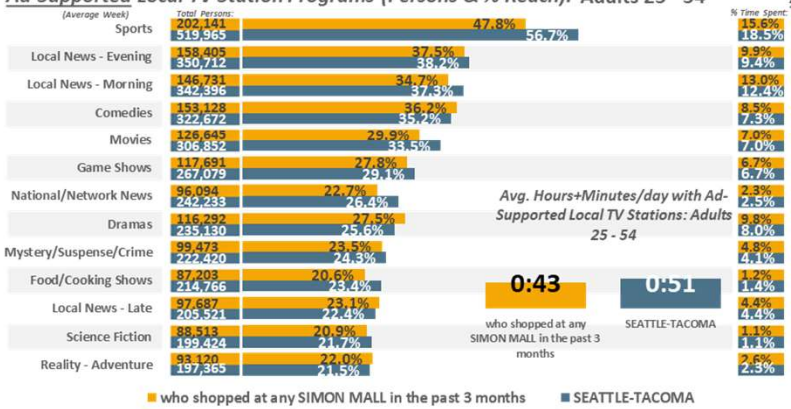
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



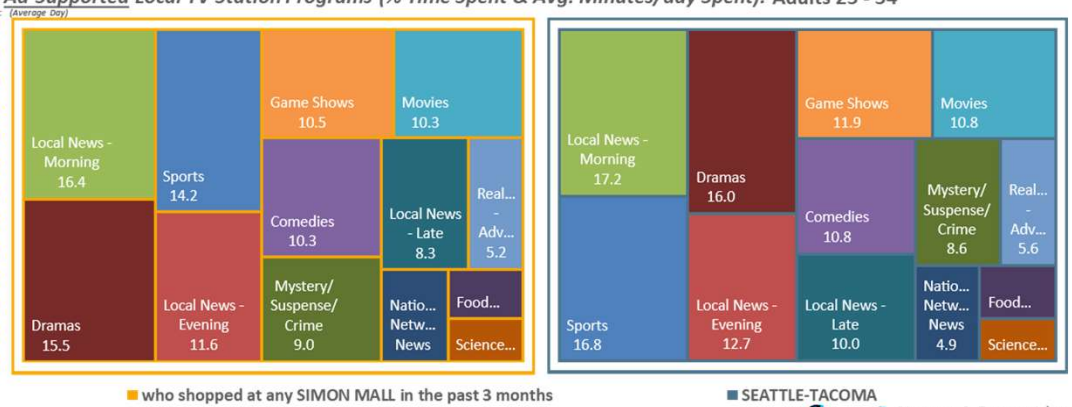
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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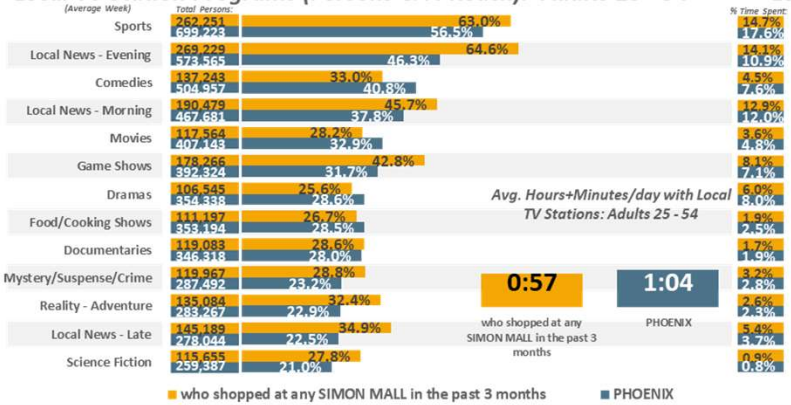
Malls shopped/visited past 3 months: Any Simon Mall

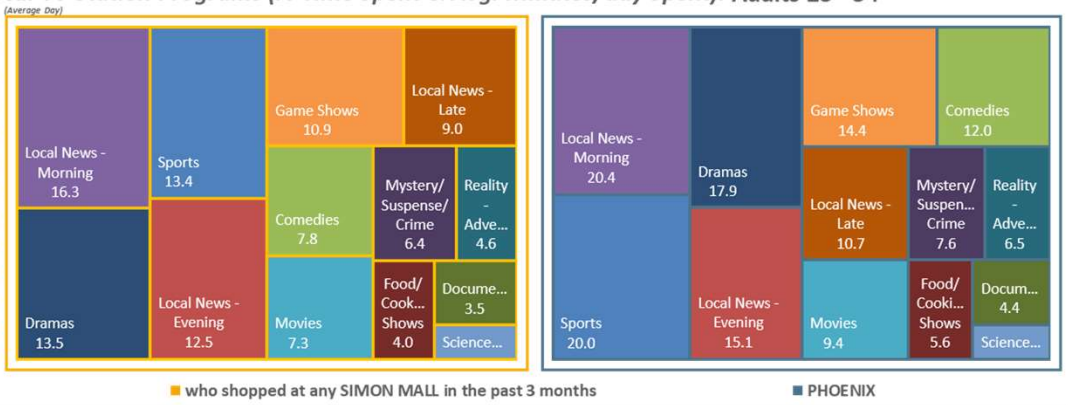


411,642 or 67.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Local News - Late, and Reality - Adventure.

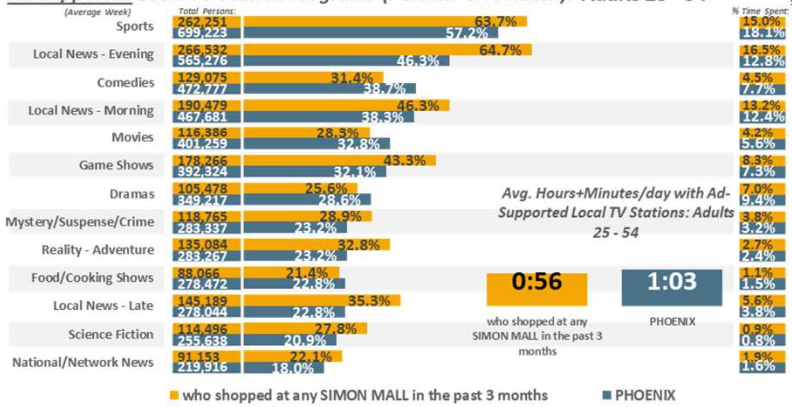
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



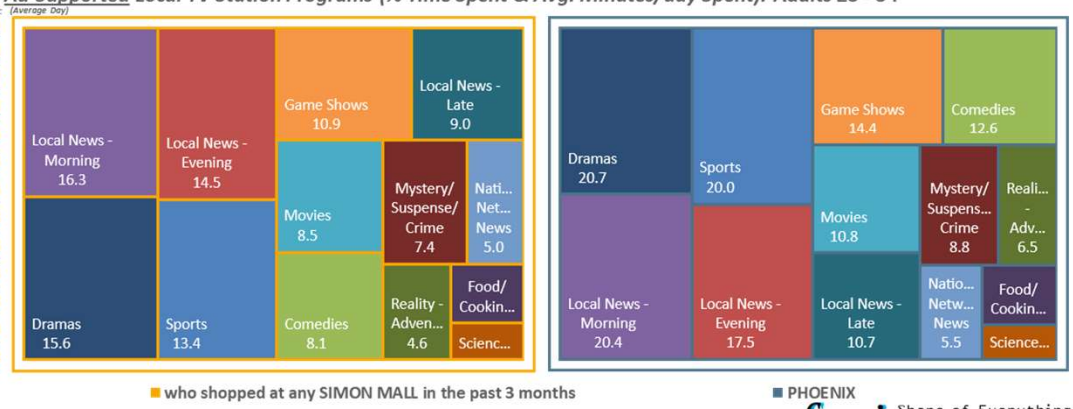
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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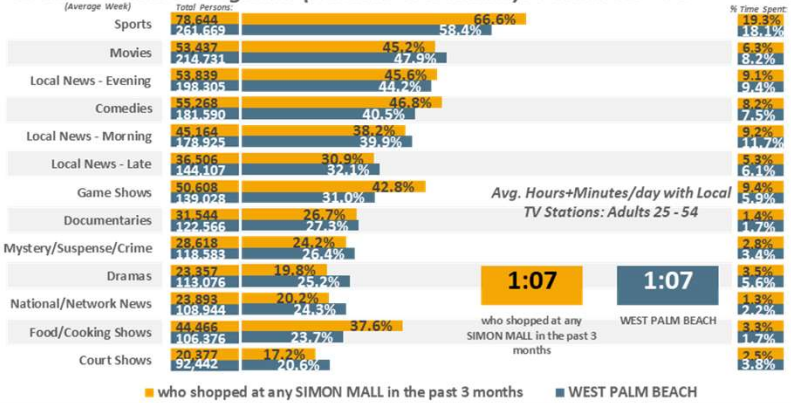
Malls shopped/visited past 3 months: Any Simon Mall

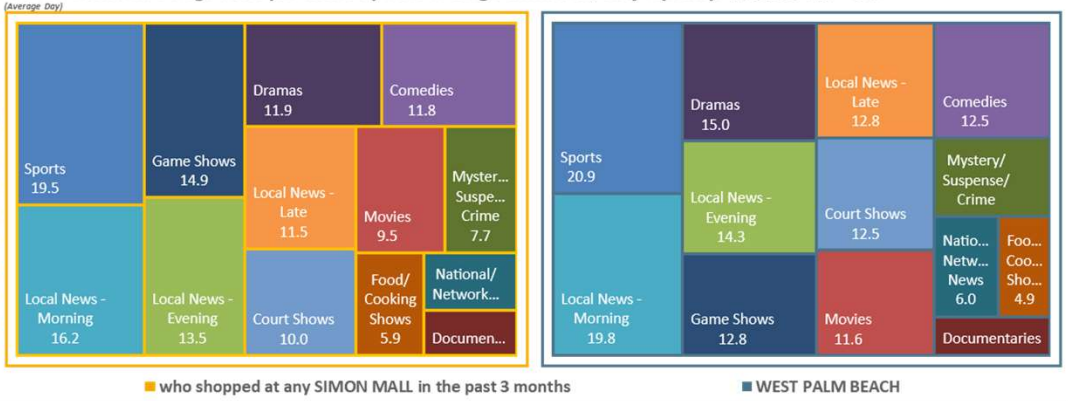


116,977 or 58.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Game Shows, and Local News - Morning.

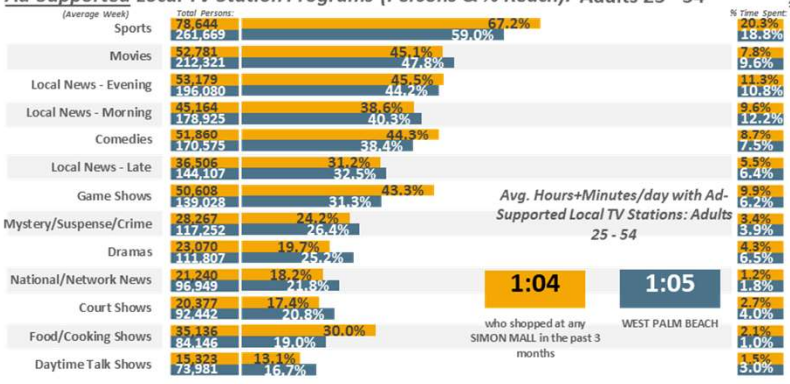
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



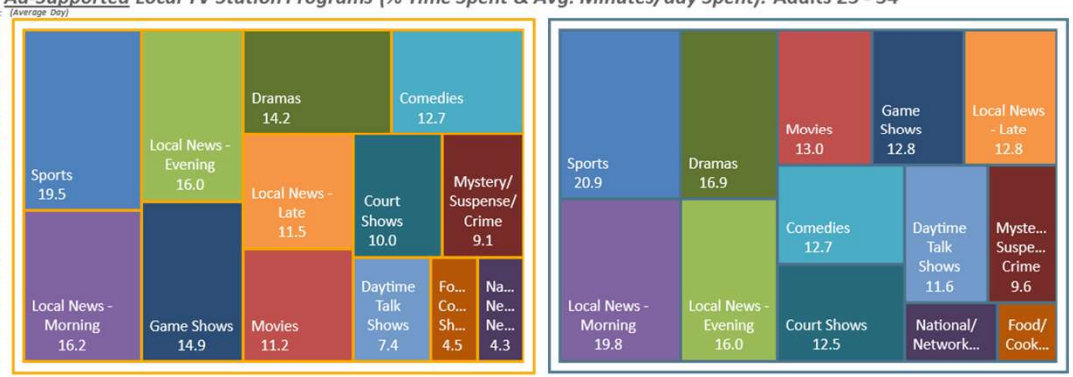
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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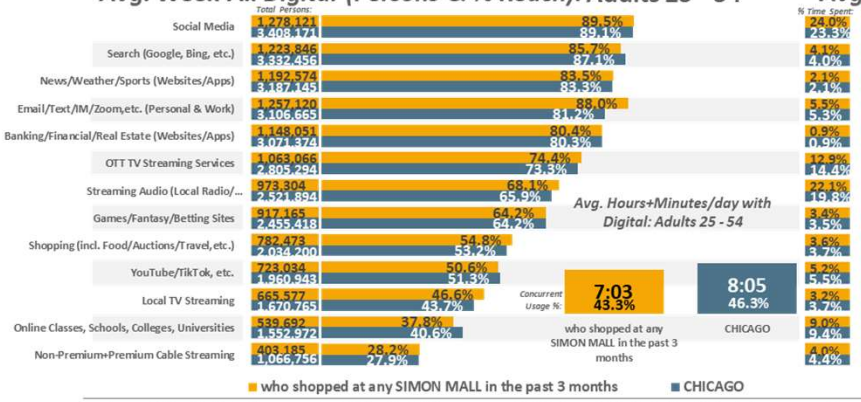
Malls shopped/visited past 3 months: Any Simon Mall

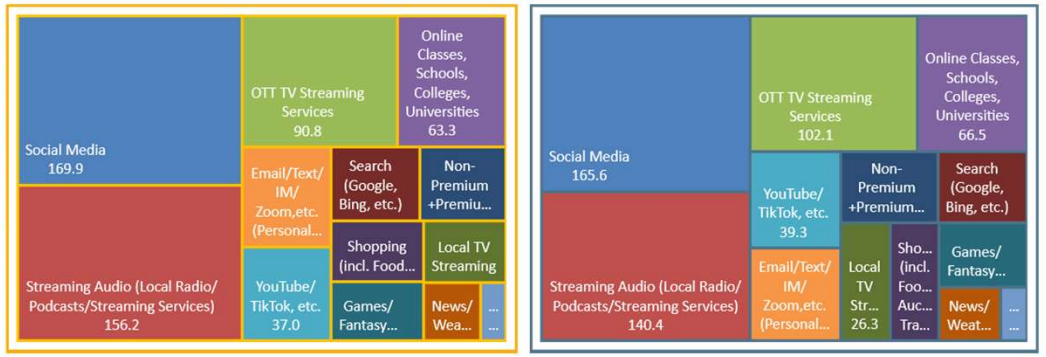


1,177,049 or 82.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Social Media for an average of 156.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

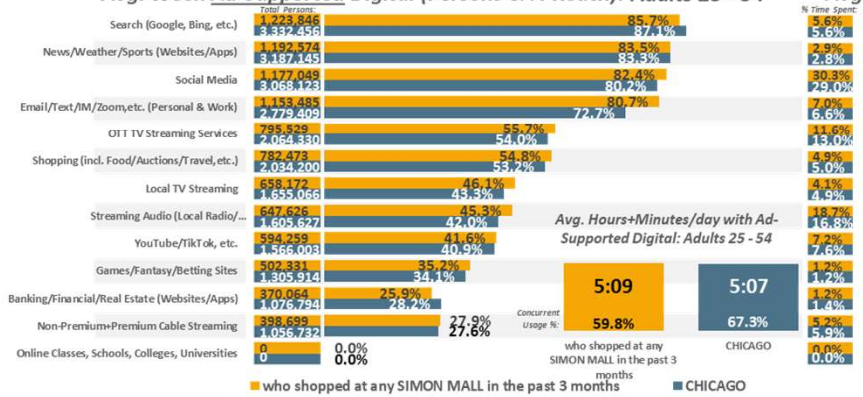
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



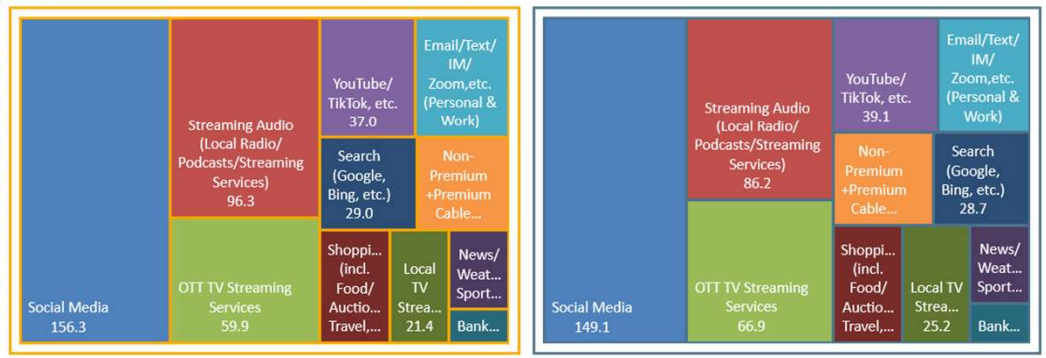
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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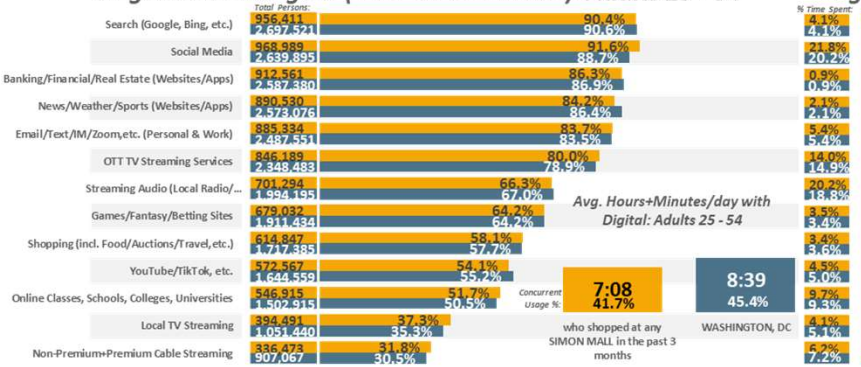
Malls shopped/visited past 3 months: Any Simon Mall

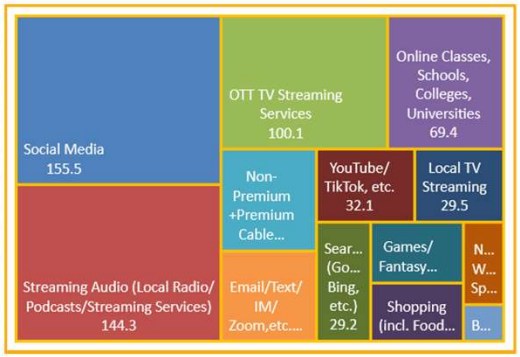


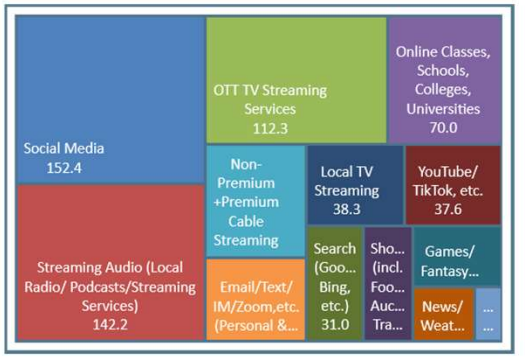
852,226 or 80.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Social Media for an average of 143. minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

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

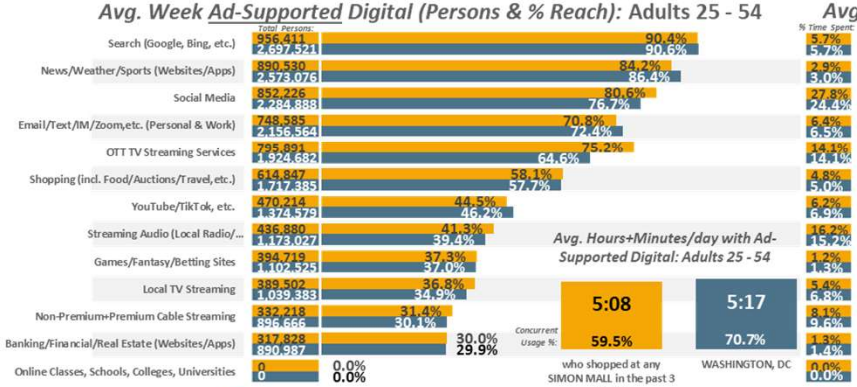


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

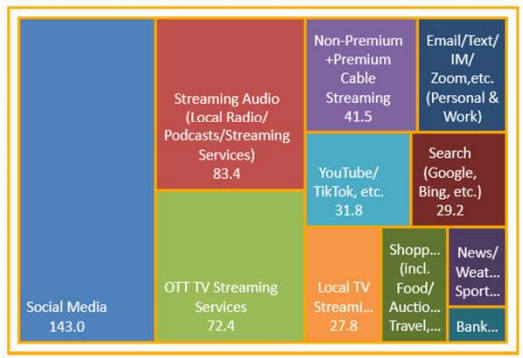


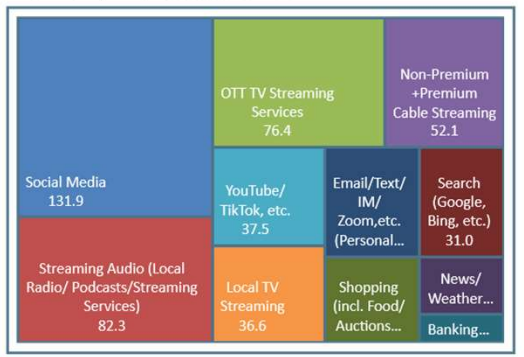


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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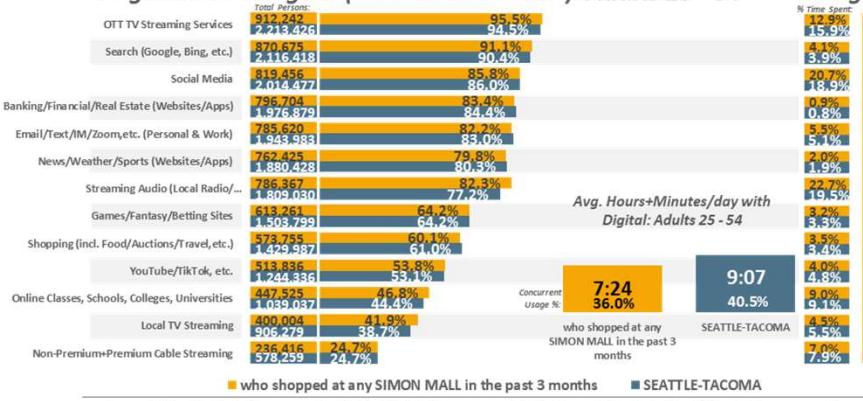
Malls shopped/visited past 3 months: Any Simon Mall

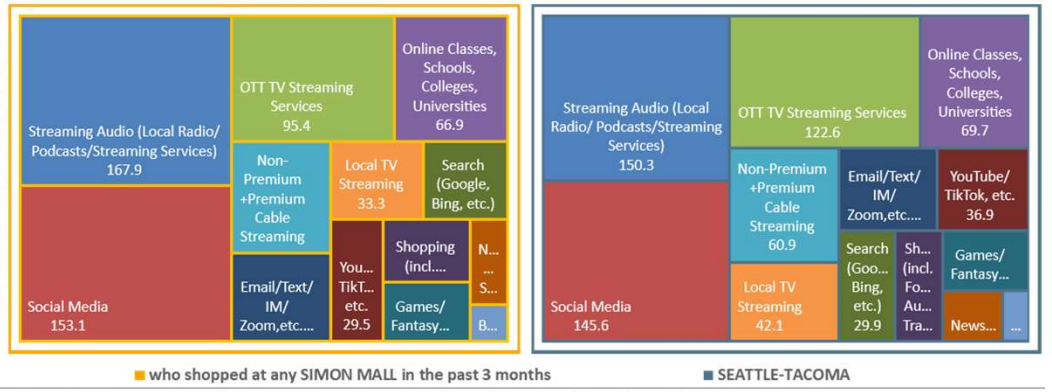


702,590 or 73.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Social Media for an average of 140.9 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

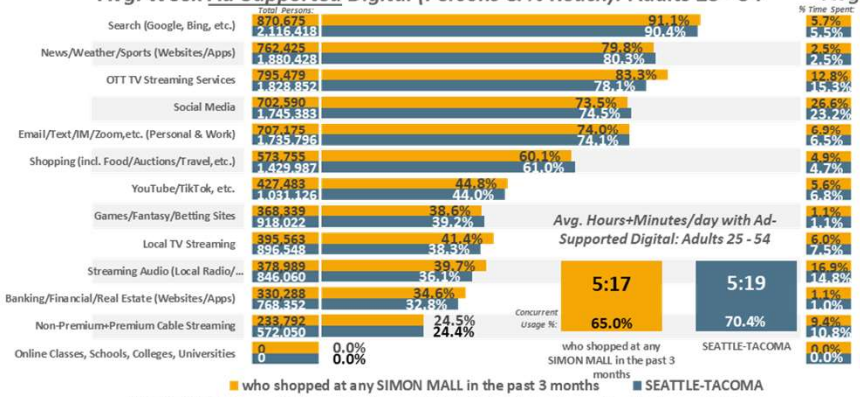
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



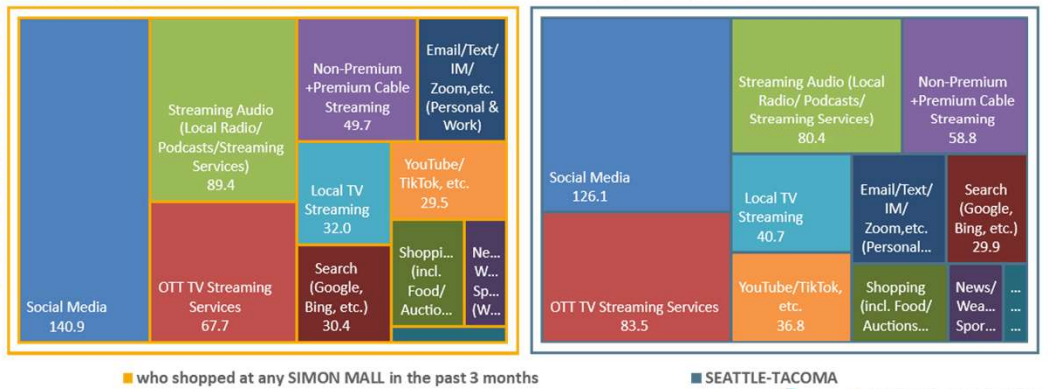
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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Malls shopped/visited past 3 months: Any Simon Mall

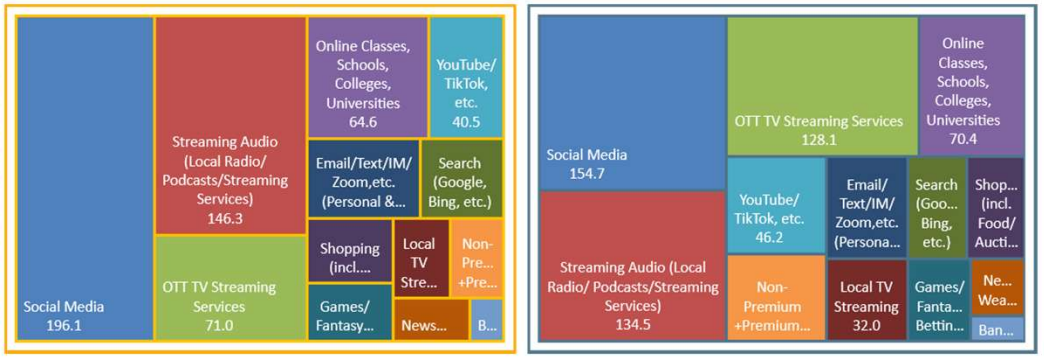


505,950 or 82.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Social Media for an average of 180.4 minutes every day representing 34.5% of all time spent daily with Ad-Supported Digital Media.

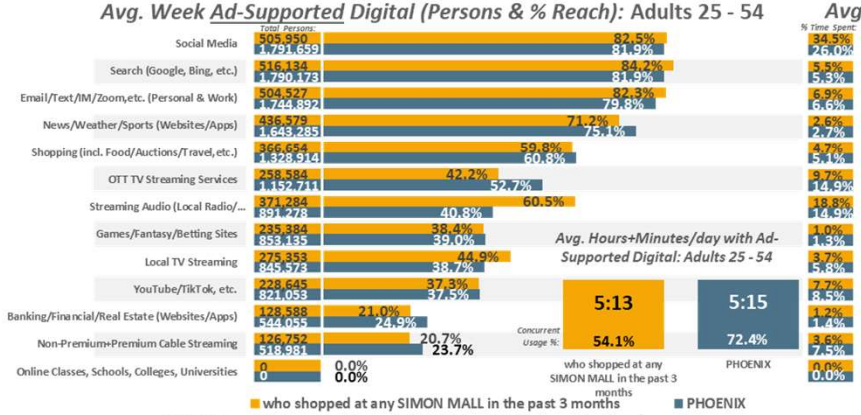
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



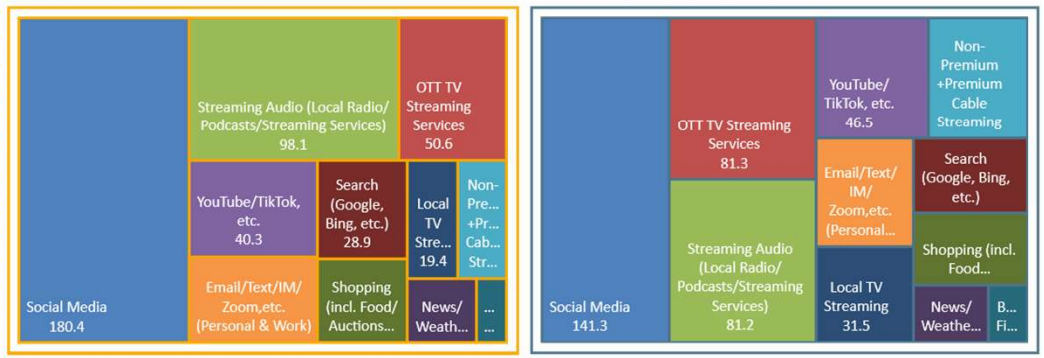
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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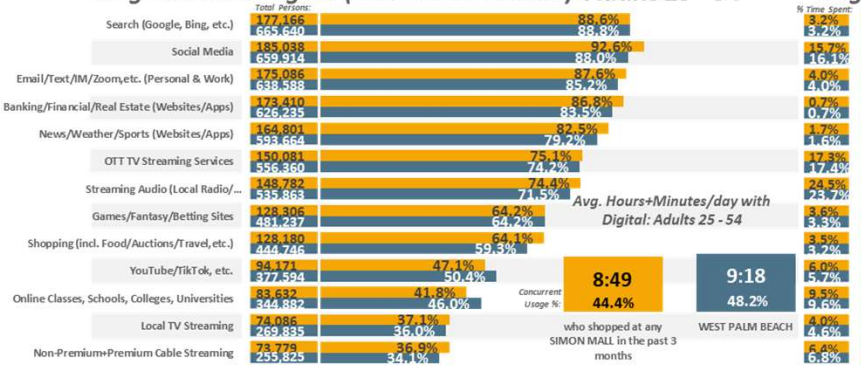
Malls shopped/visited past 3 months: Any Simon Mall

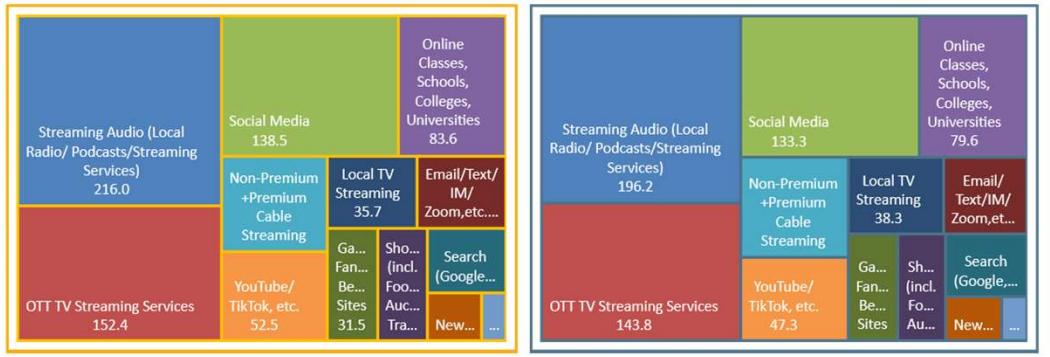


160,351 or 80.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Social Media for an average of 127.4 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

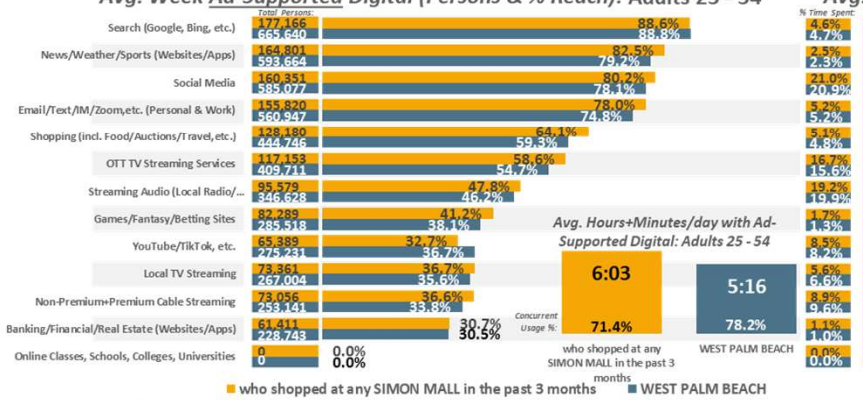
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



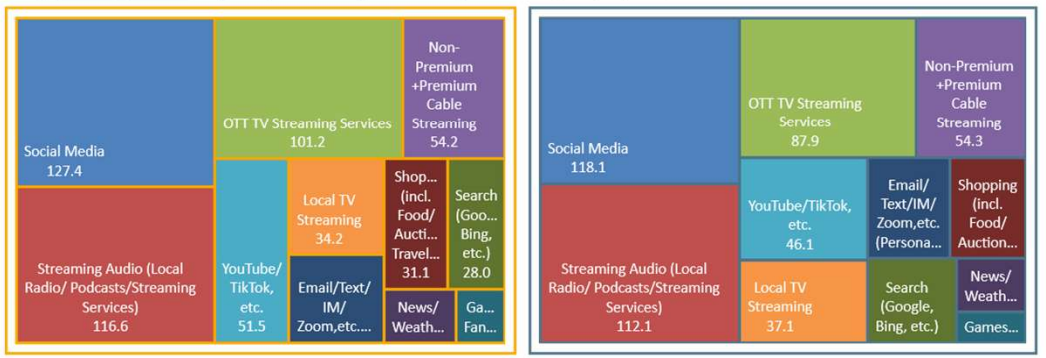
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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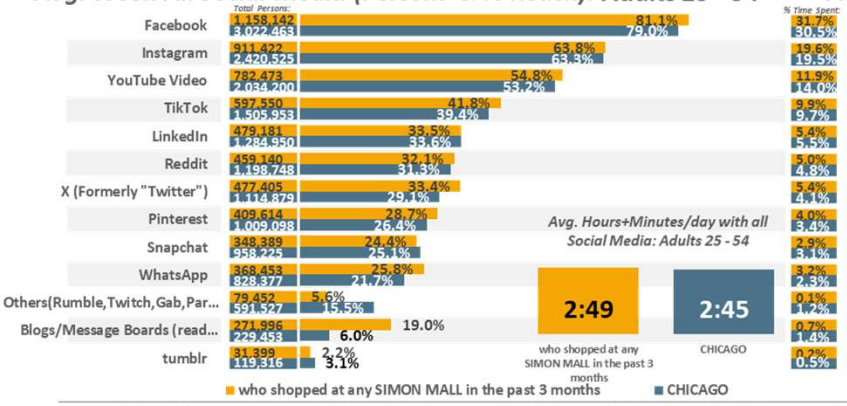
Malls shopped/visited past 3 months: Any Simon Mall

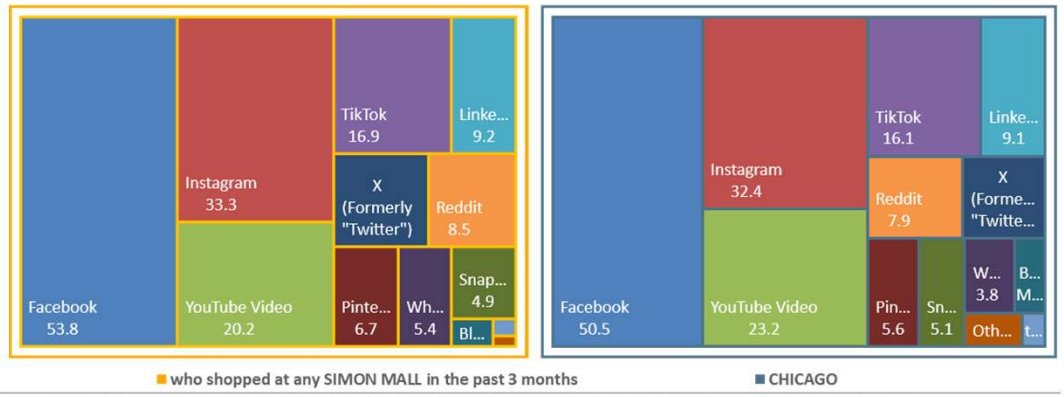


1,158,142 or 81.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Facebook for an average of 55. minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

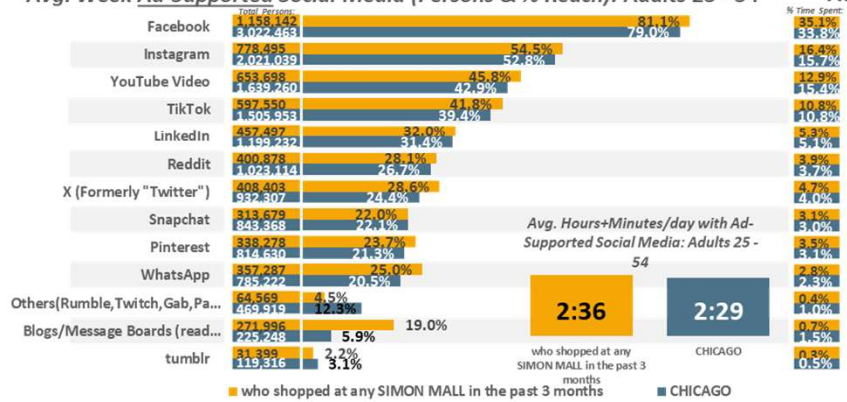
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



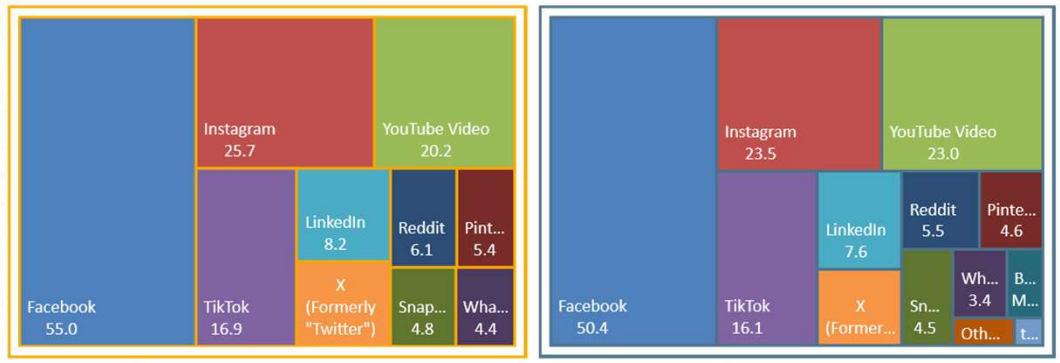
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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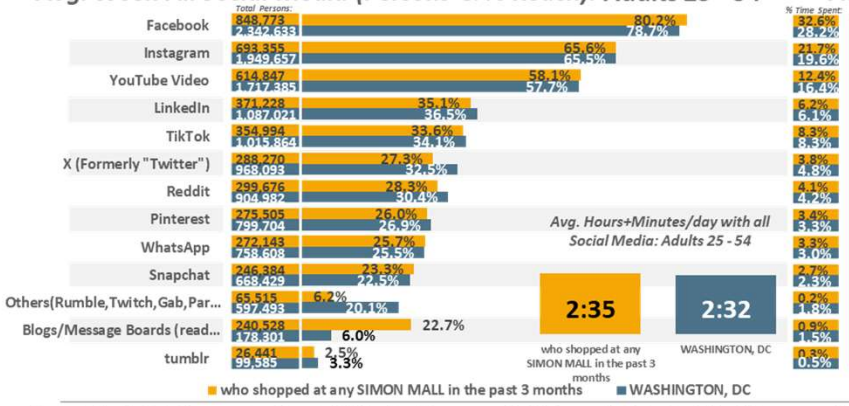
Malls shopped/visited past 3 months: Any Simon Mall

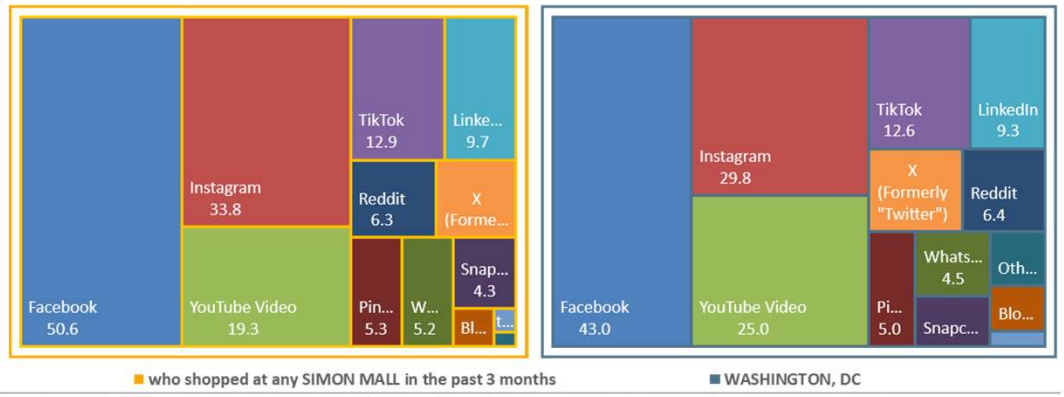


848,773 or 80.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Facebook for an average of 49.7 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

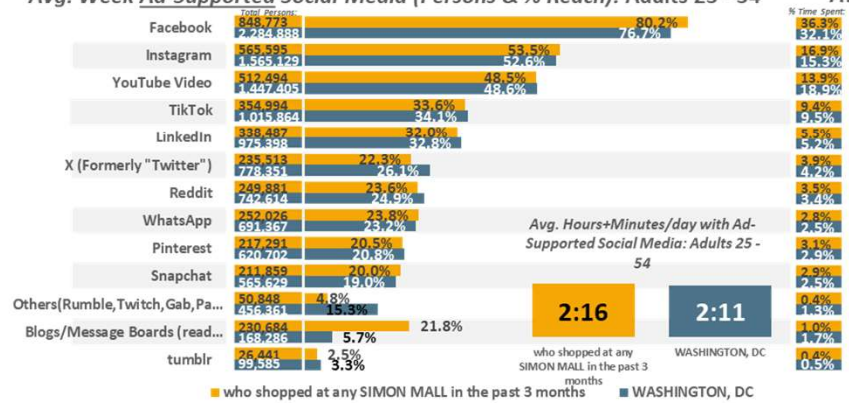
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



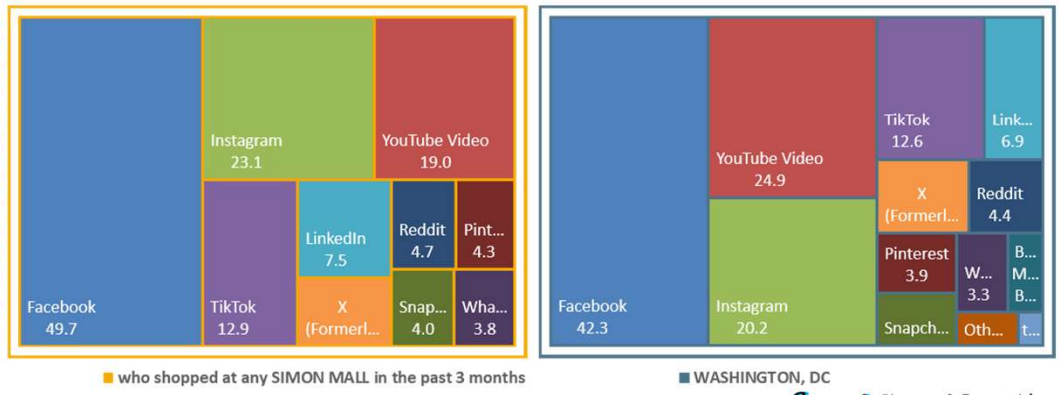
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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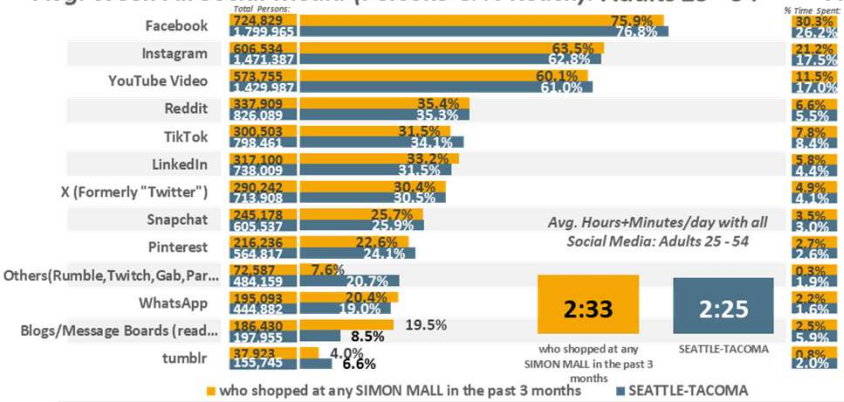
Malls shopped/visited past 3 months: Any Simon Mall

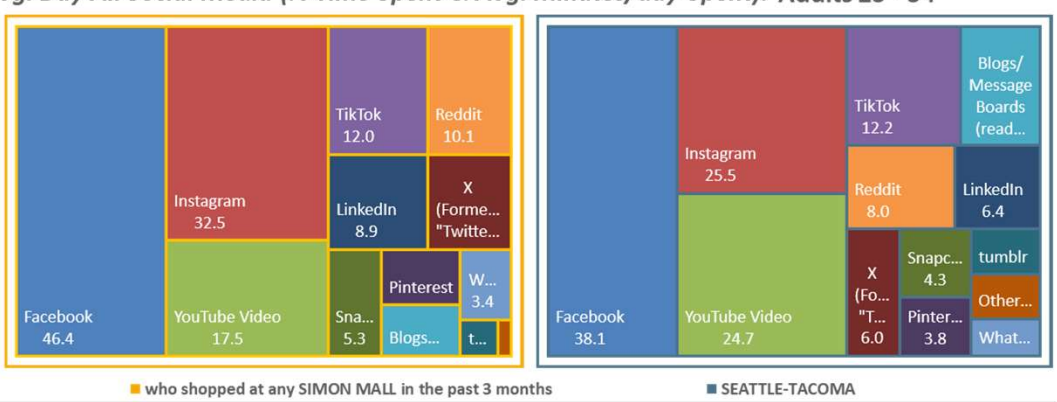


702,590 or 73.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Facebook for an average of 45.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

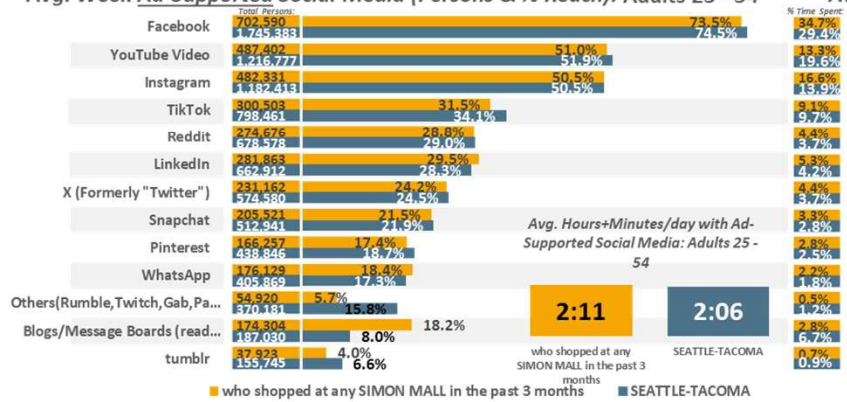
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



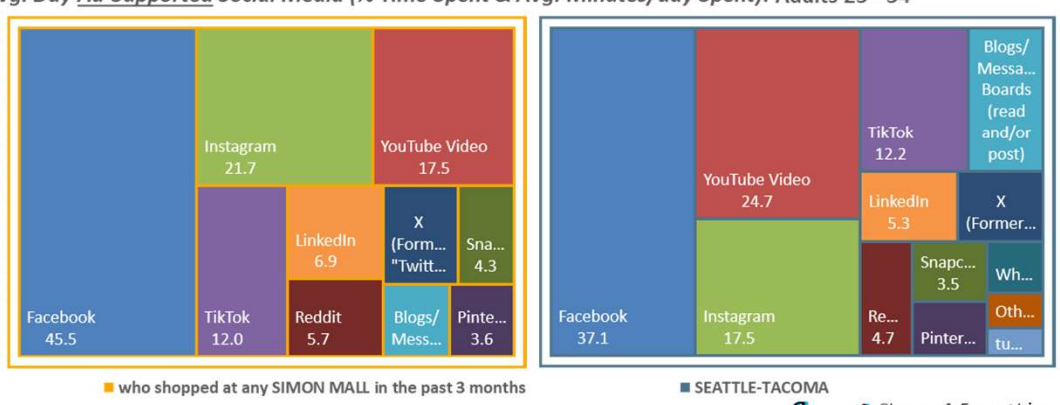
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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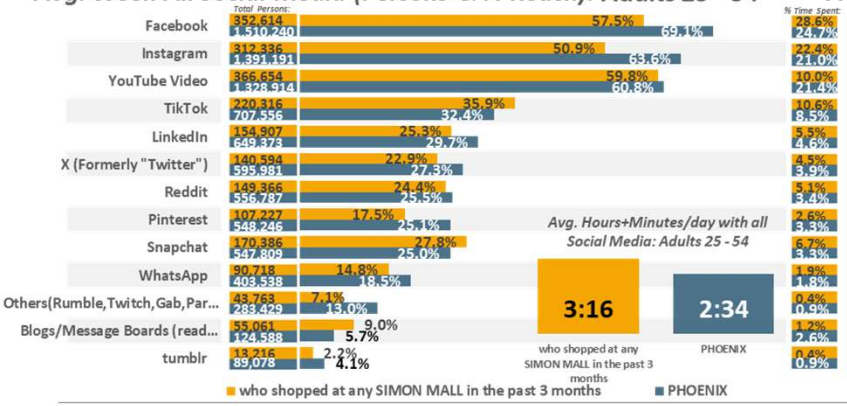
Malls shopped/visited past 3 months: Any Simon Mall

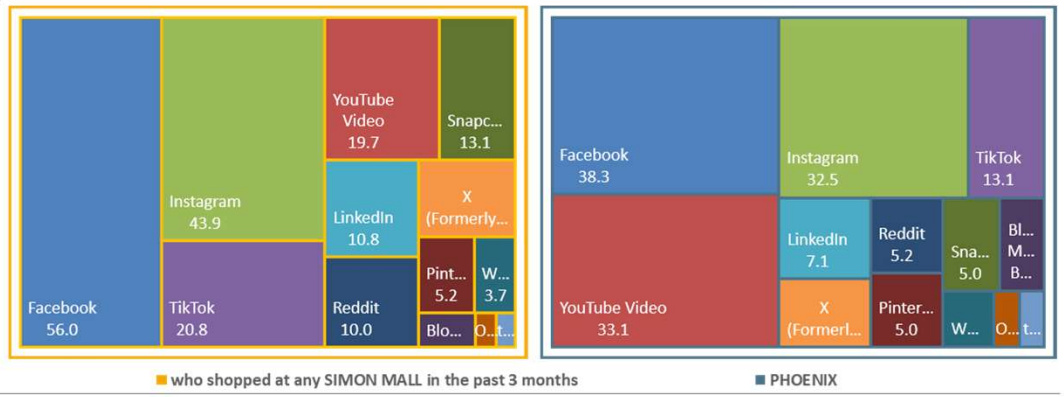


352,614 or 57.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported Facebook for an average of 59.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

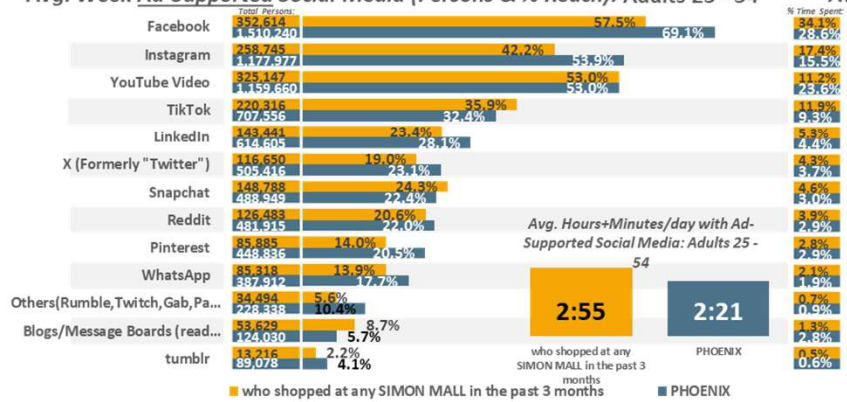
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



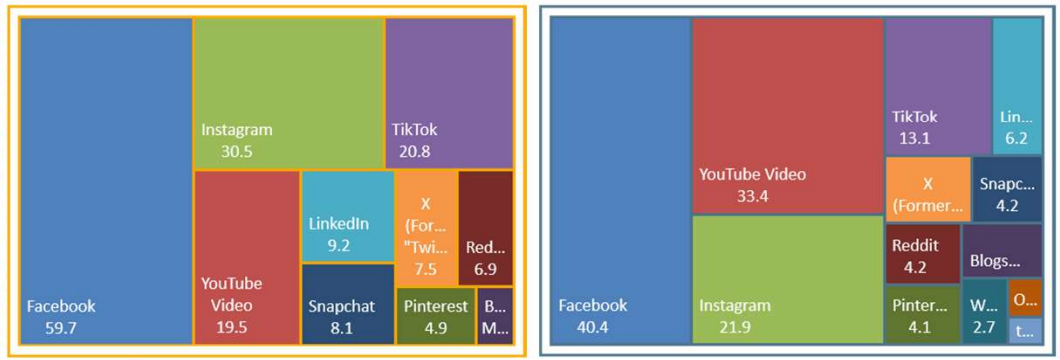
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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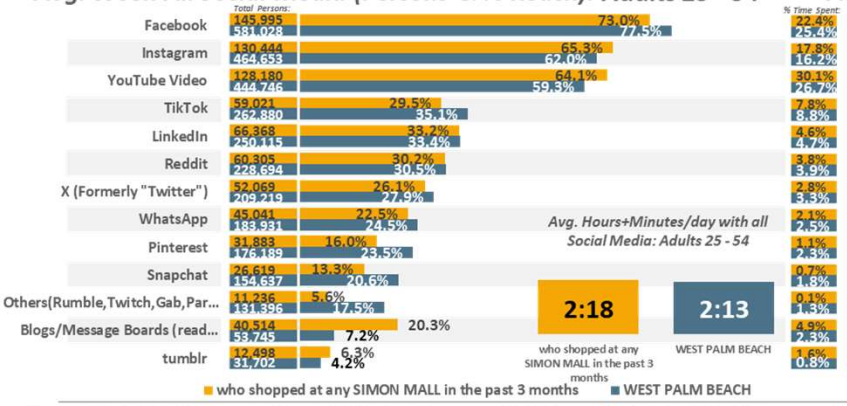
Malls shopped/visited past 3 months: Any Simon Mall

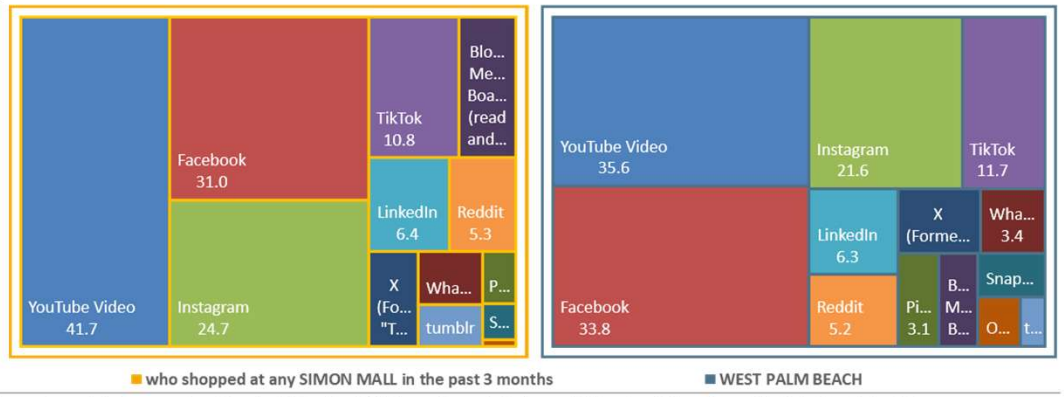


99,398 or 49.7% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months use Ad-Supported YouTube Video for an average of 40.8 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

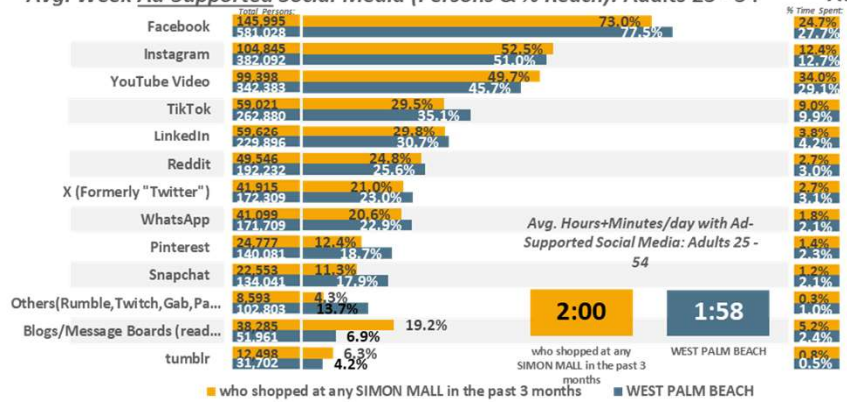
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



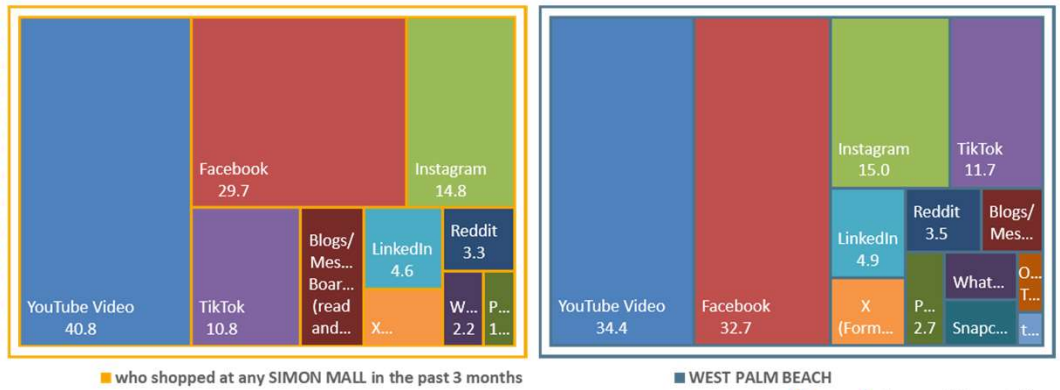
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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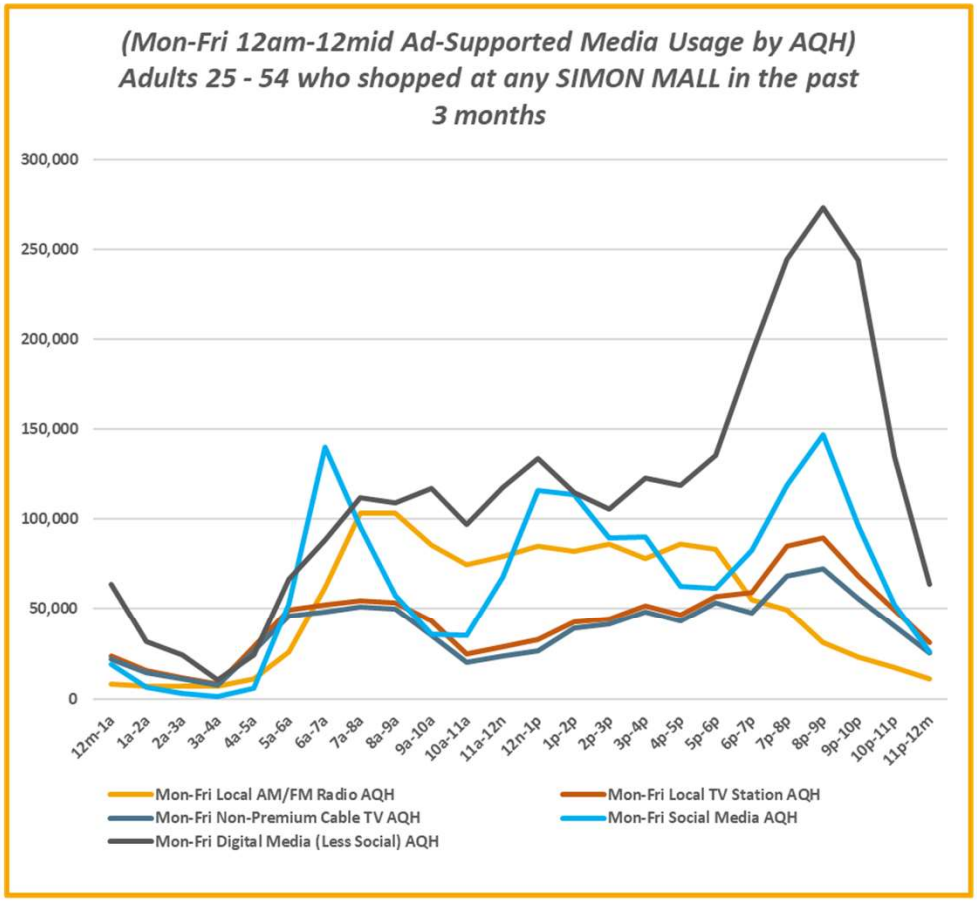
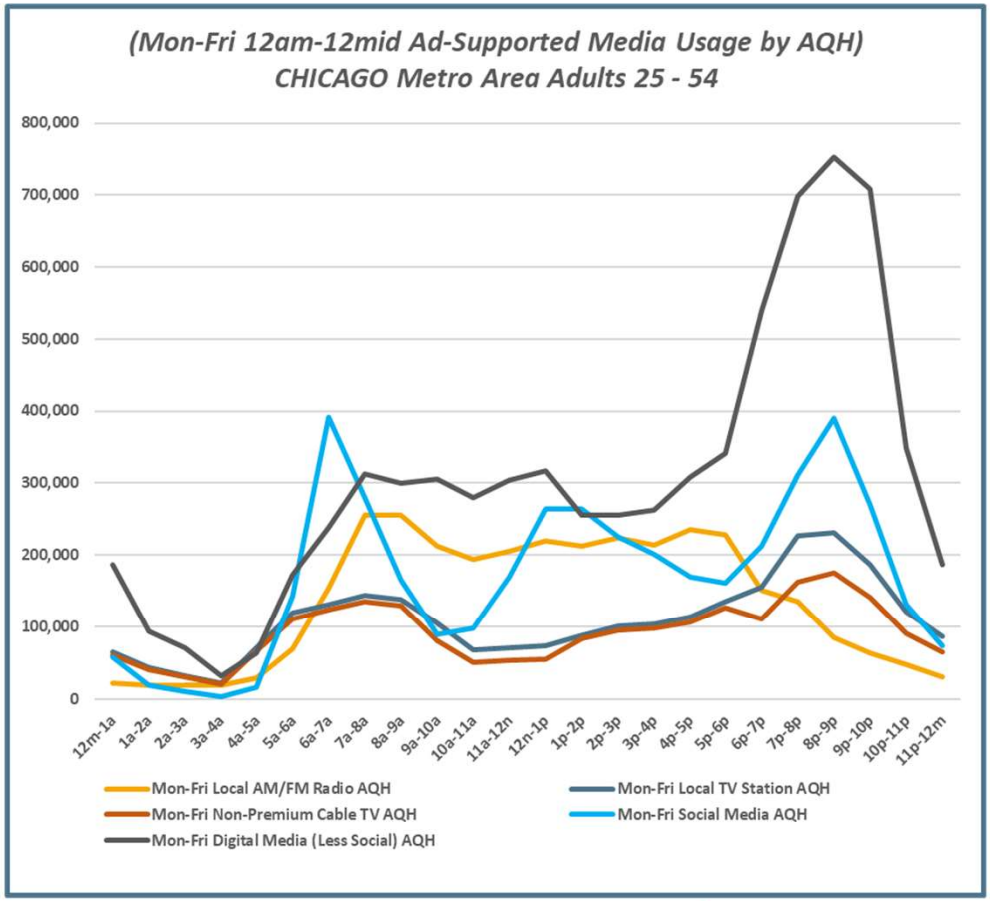
Malls shopped/visited past 3 months: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 120,382; Local Radio: 81,903; Social Media: 80,641; Local TV: 45,457; Non-Prem. Cable: 40,578 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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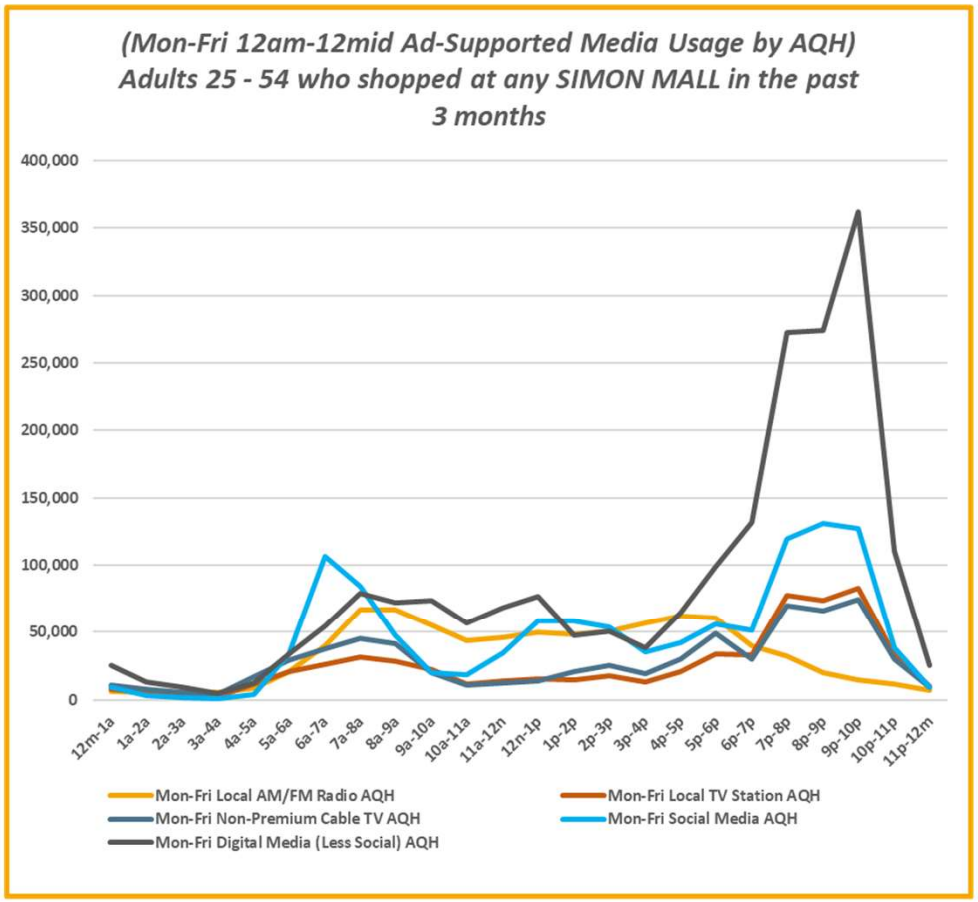
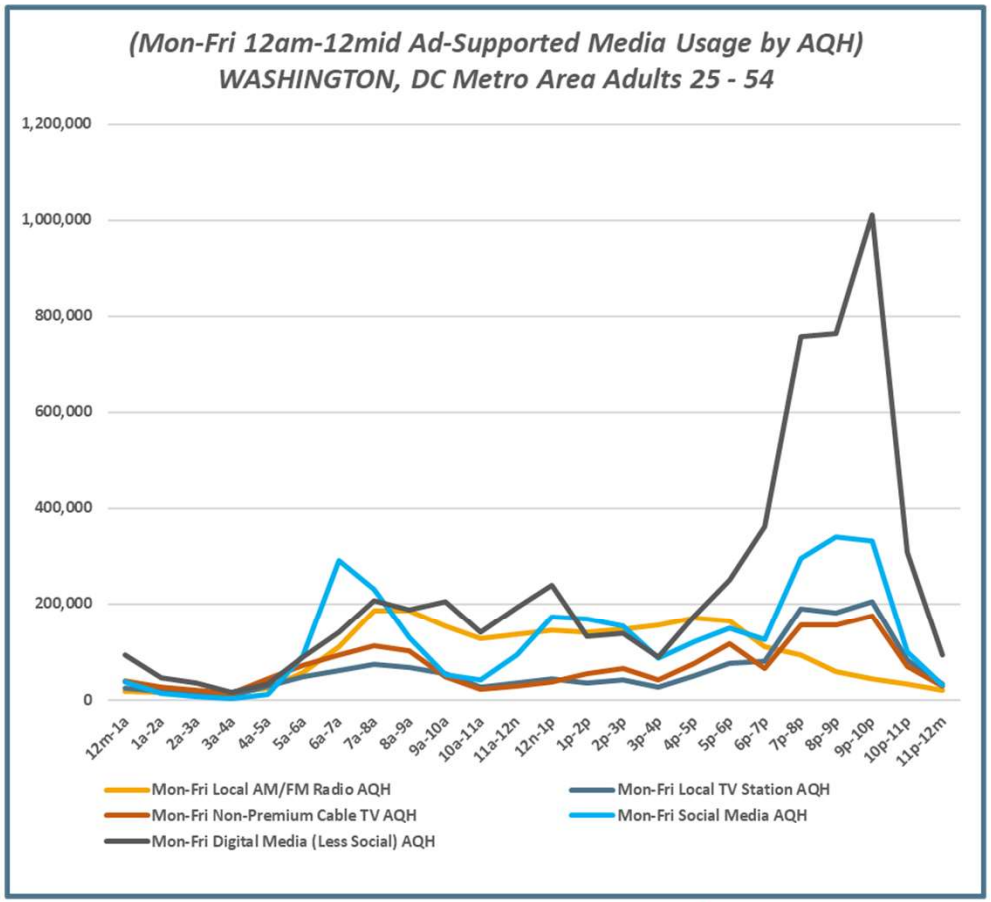
Malls shopped/visited past 3 months: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 70,070; Local Radio: 52,918; Social Media: 51,178; Non-Prem. Cable: 27,267; Local TV: 21,641 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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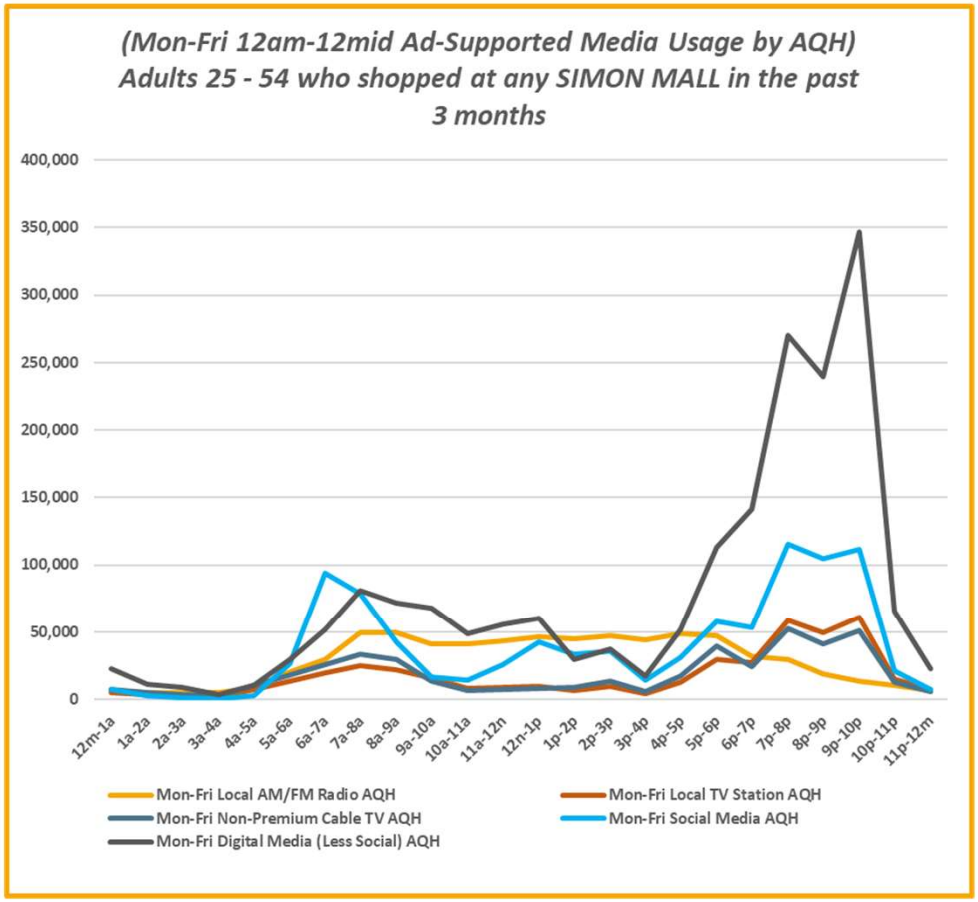
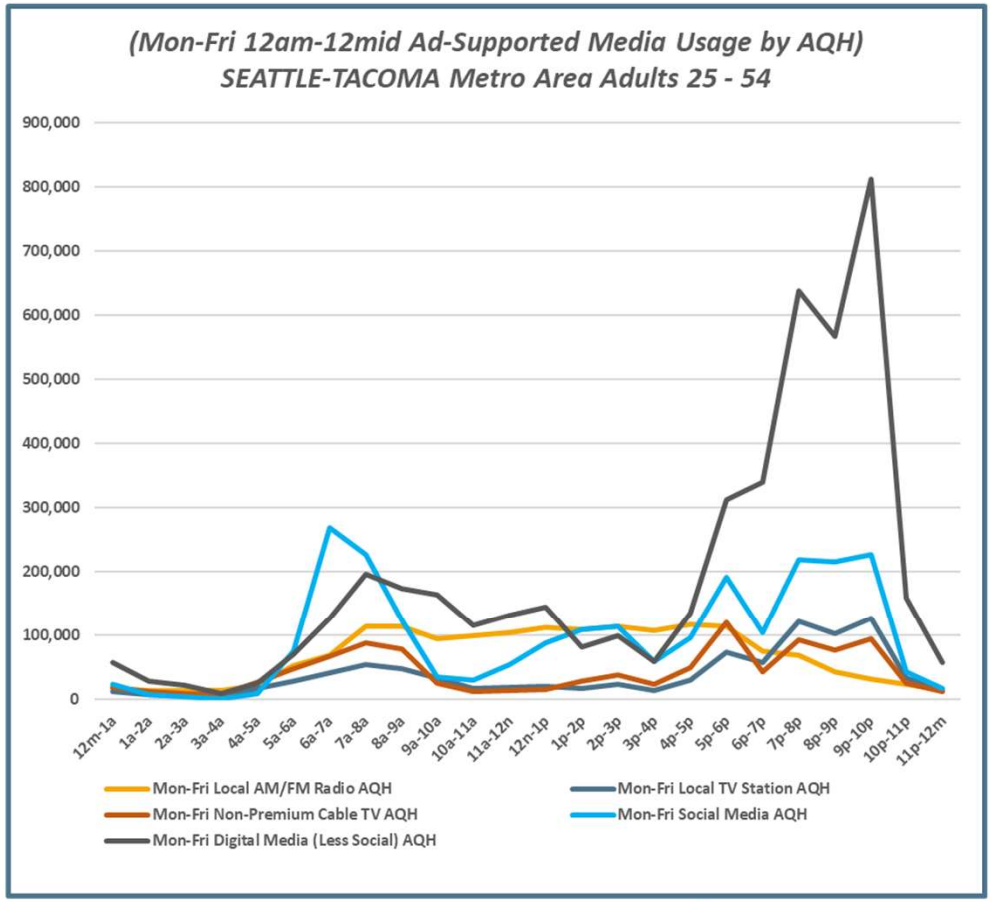
Malls shopped/visited past 3 months: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 63,515; Local Radio: 43,385; Social Media: 41,557; Non-Prem. Cable: 17,806; Local TV: 15,229 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months.





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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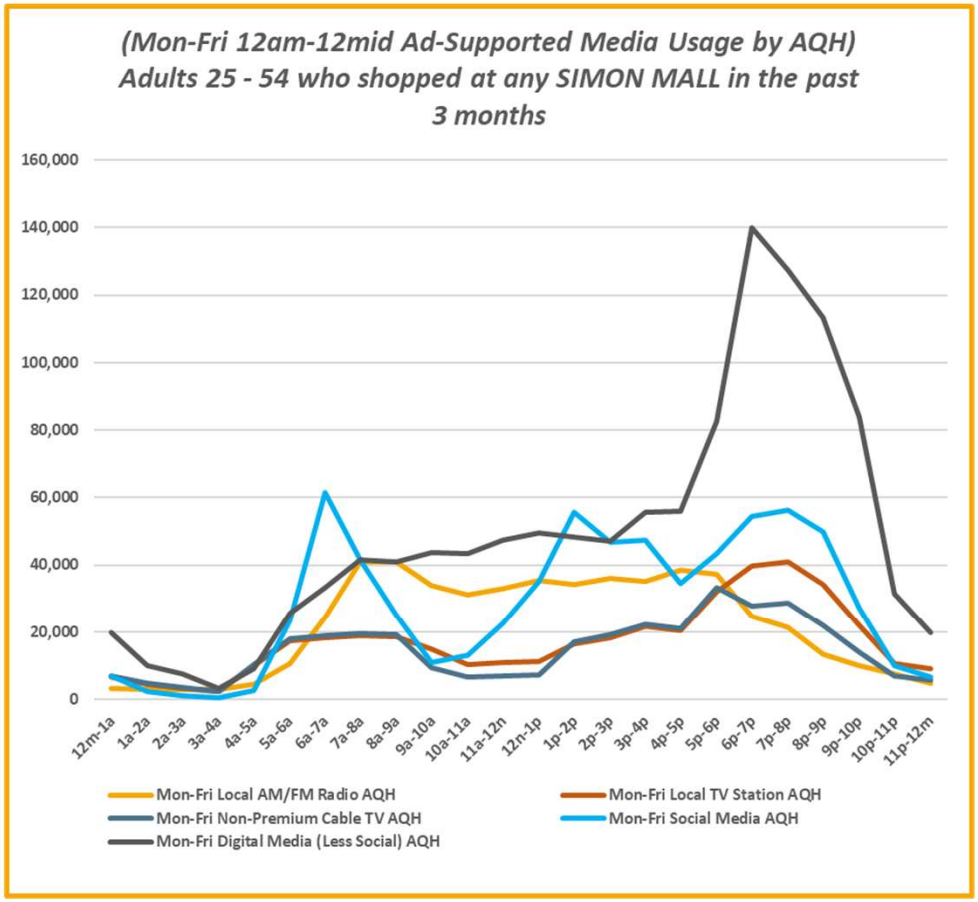
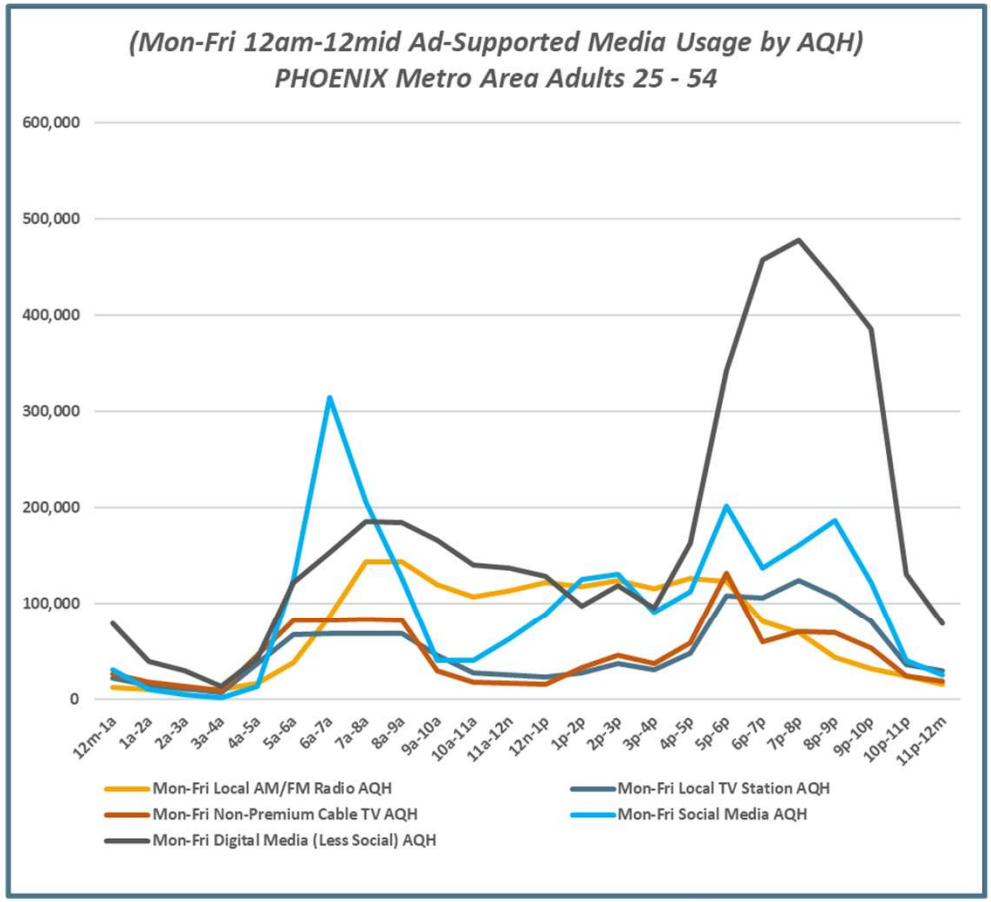
Malls shopped/visited past 3 months: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 56,074; Social Media: 37,796; Local Radio: 34,327; Local TV: 19,316; Non-Prem. Cable: 17,539 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months.





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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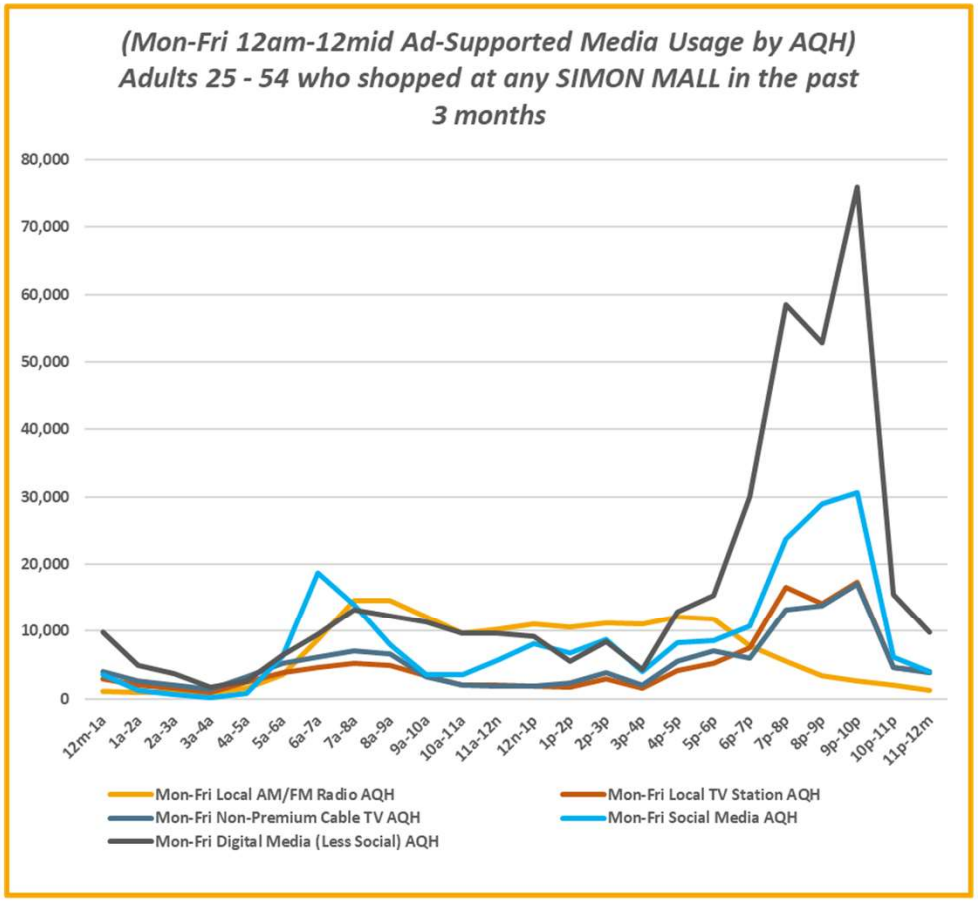
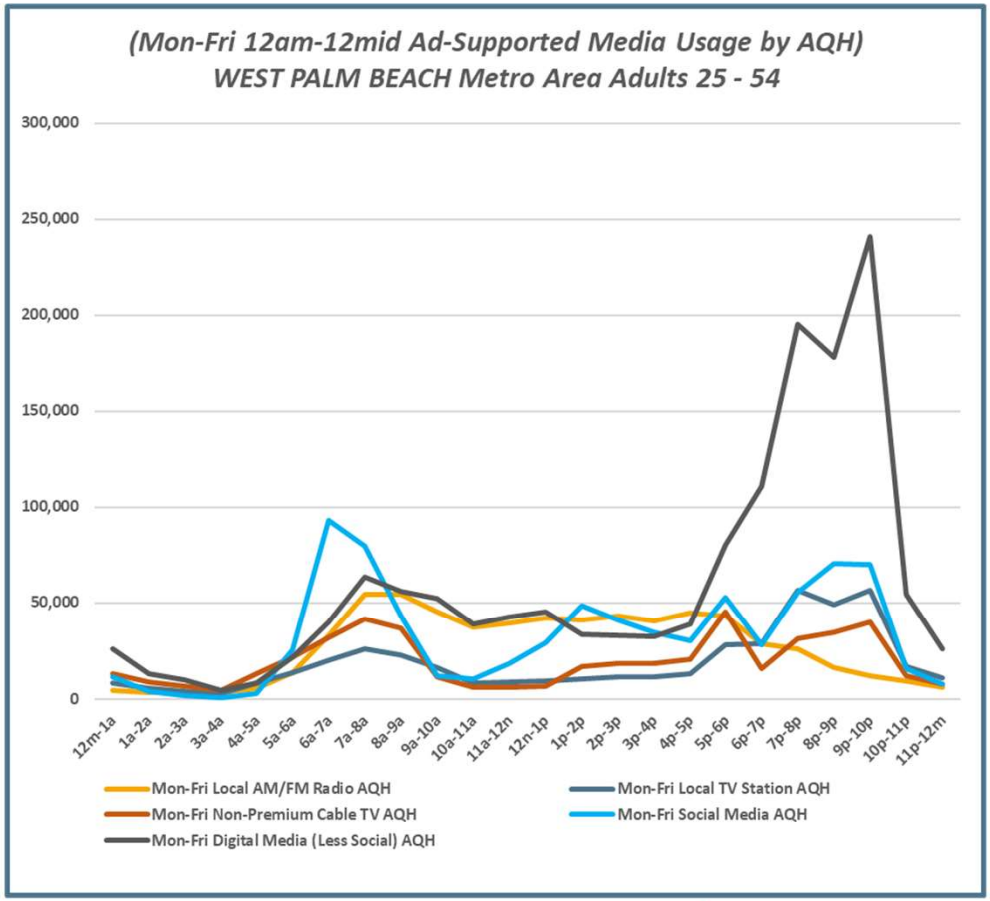
Malls shopped/visited past 3 months: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,635; Local Radio: 11,179; Social Media: 8,348; Non-Prem. Cable: 4,277; Local TV: 3,598 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months.





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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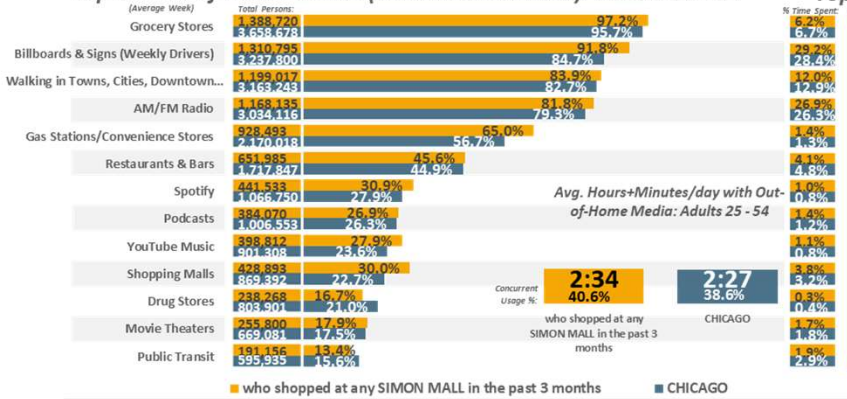
Malls shopped/visited past 3 months: Any Simon Mall

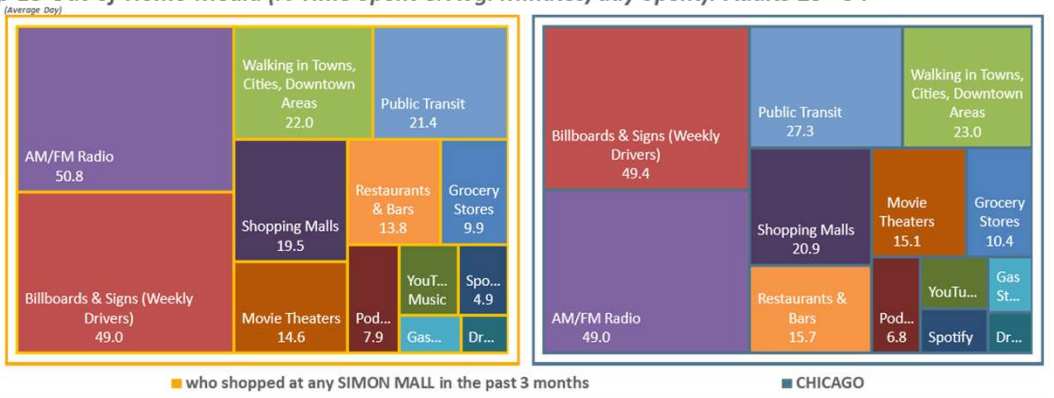


1,310,795 or 91.8% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 49. minutes per day driving, seeing Billboards and Signs. 77.8% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minutes/day.

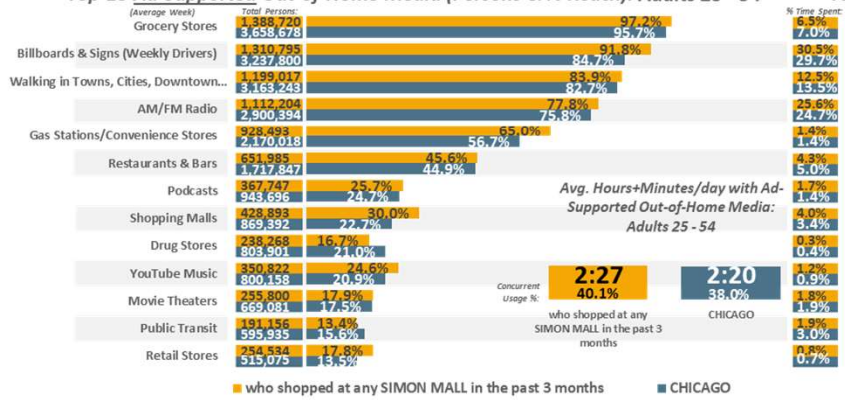
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



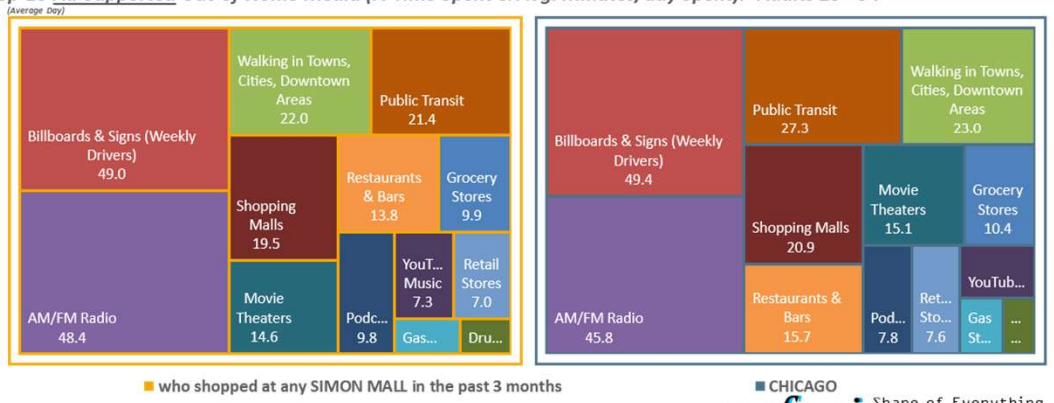
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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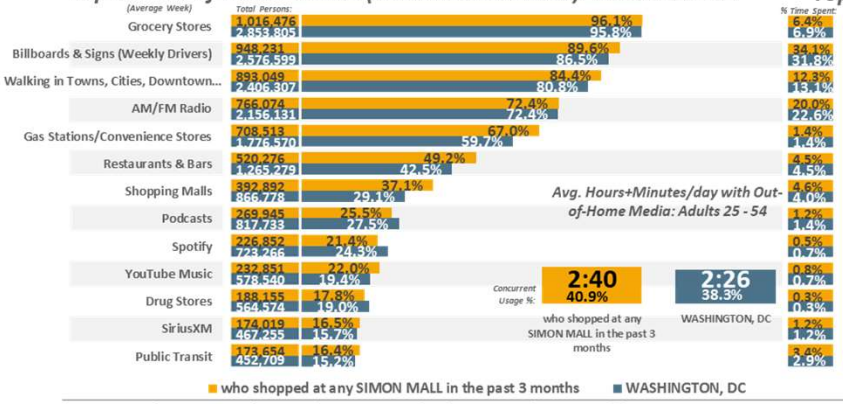
Malls shopped/visited past 3 months: Any Simon Mall

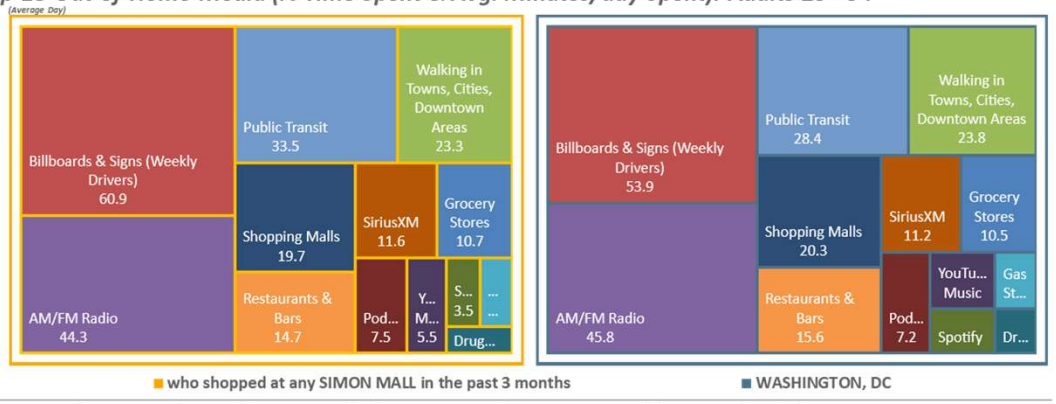


948,231 or 89.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 60.9 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 40.5 minutes/day.

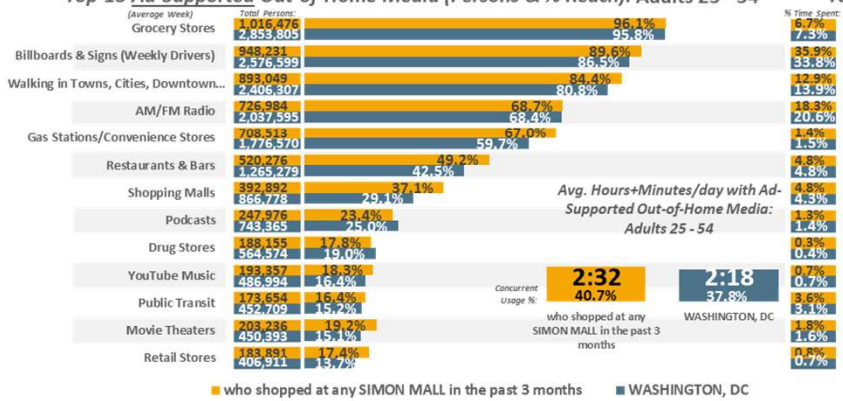
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



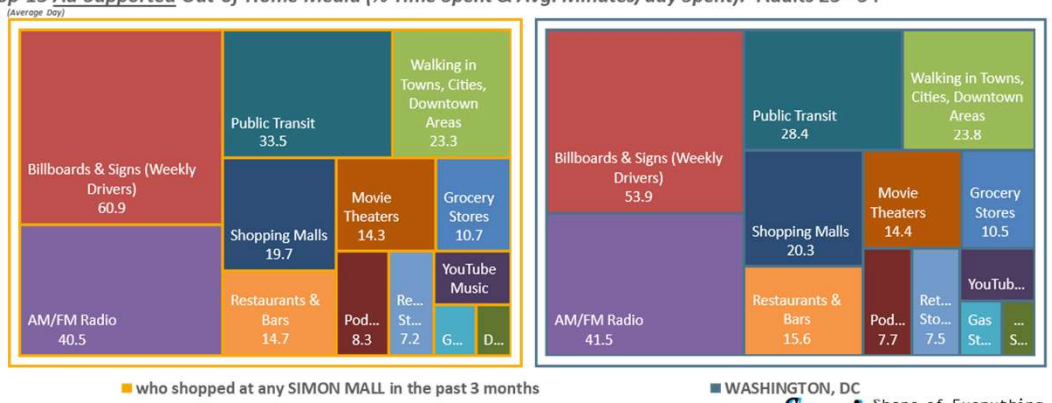
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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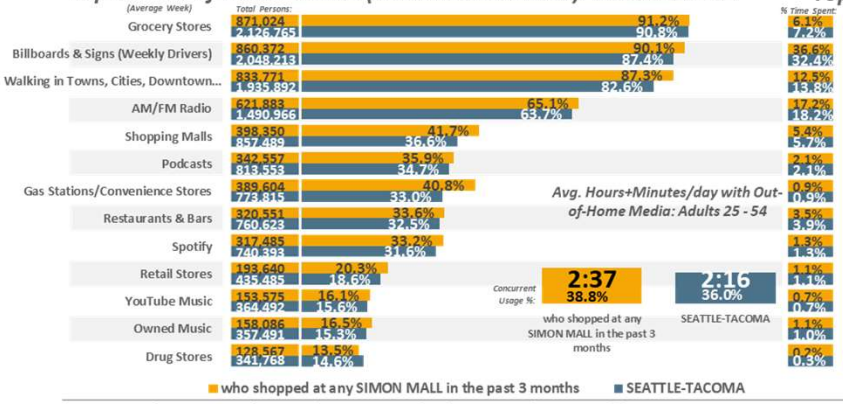
Malls shopped/visited past 3 months: Any Simon Mall

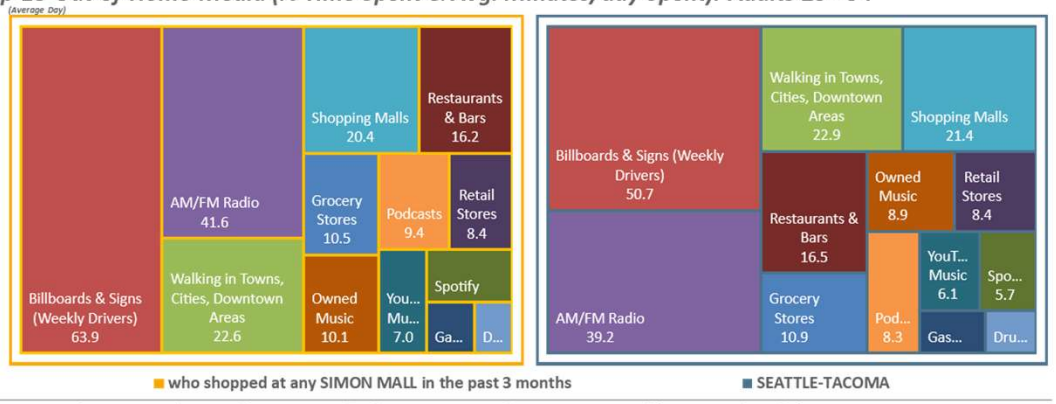


860,372 or 90.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 63.9 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

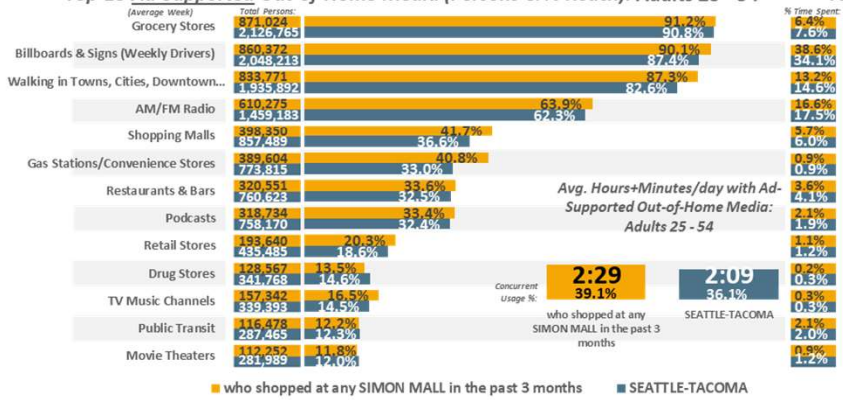
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



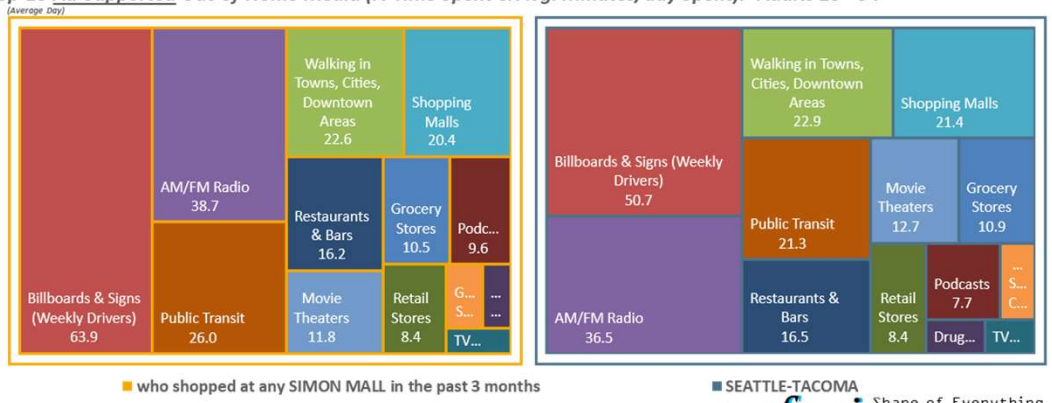
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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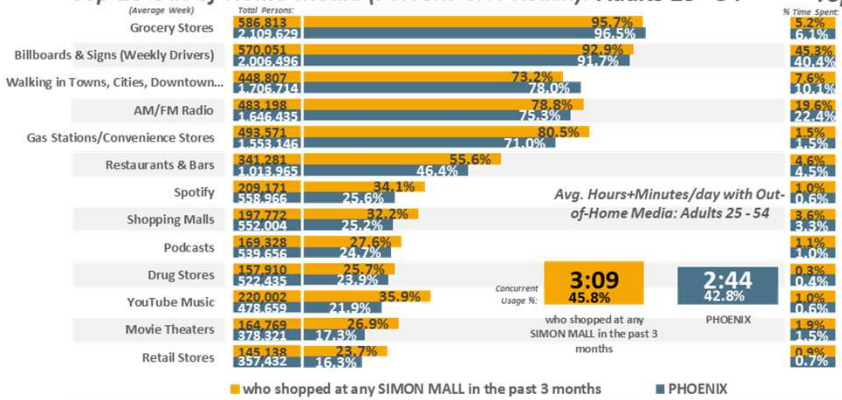
Malls shopped/visited past 3 months: Any Simon Mall

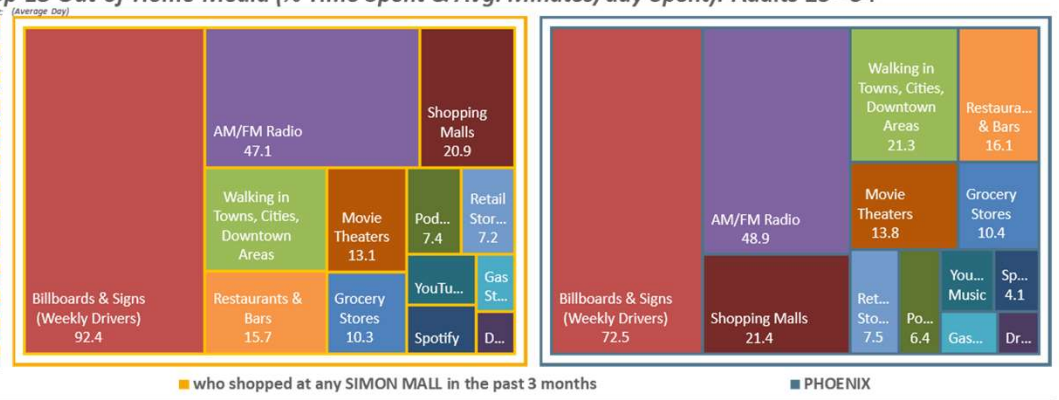


570,051 or 92.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 92.4 minutes per day driving, seeing Billboards and Signs. 76.1% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

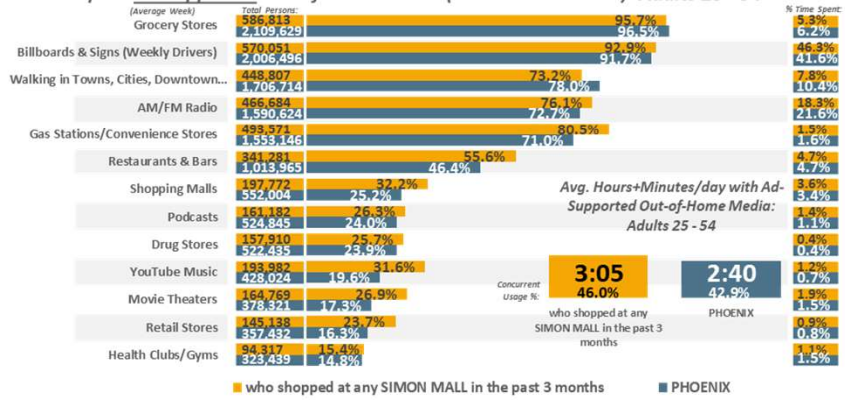
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



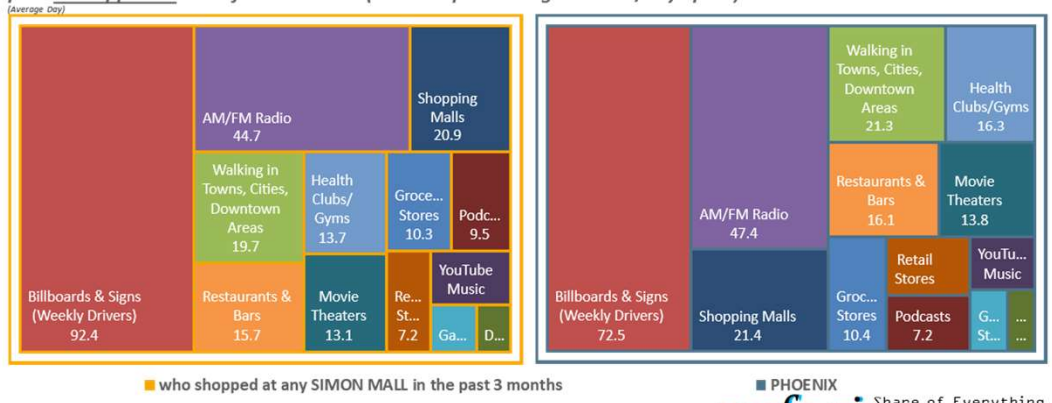
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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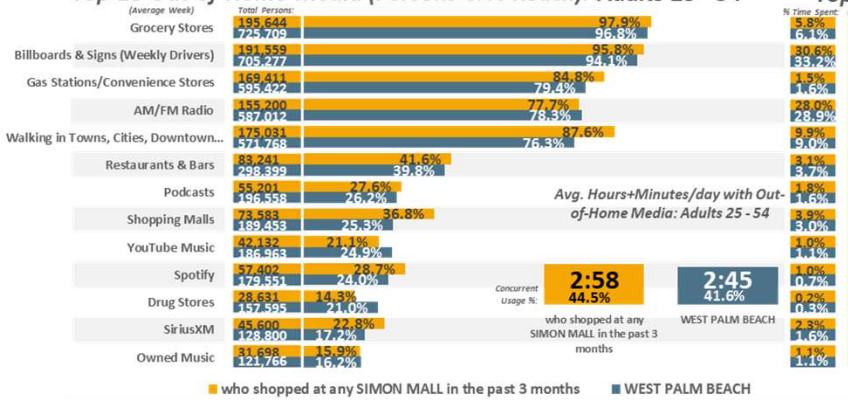
Malls shopped/visited past 3 months: Any Simon Mall

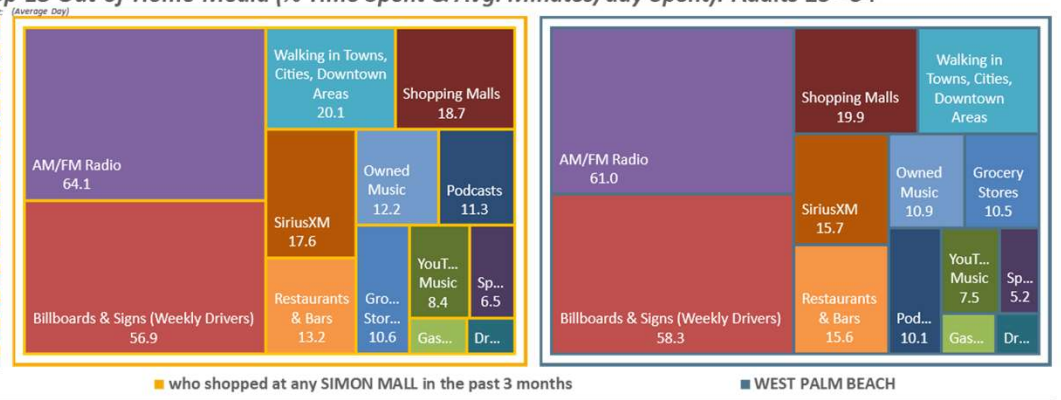


191,559 or 95.8% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 74.5% Listen to Local Radio Stations Out-of-Home for an average of 58.6 minutes/day.

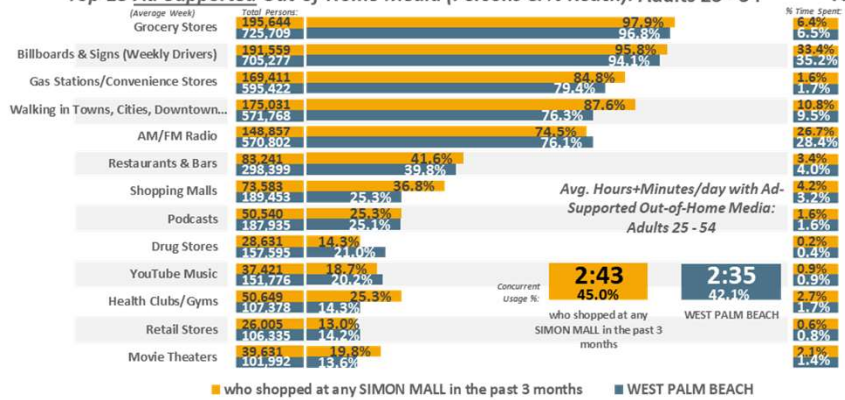
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



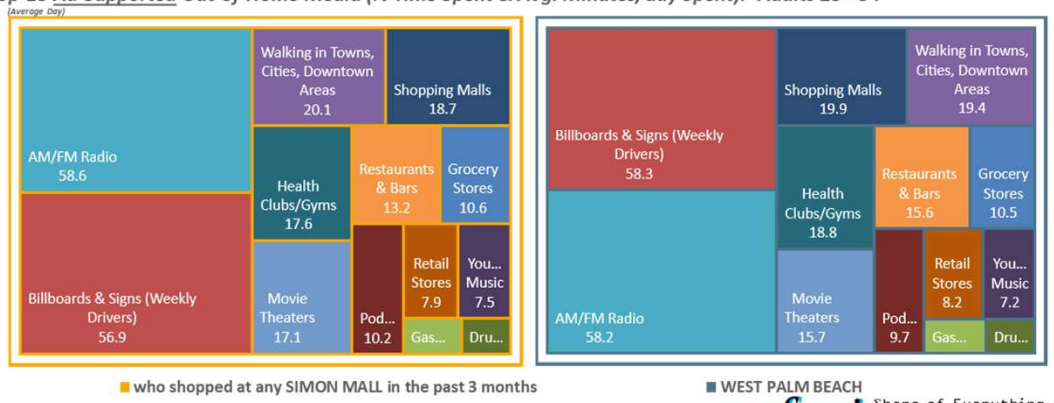
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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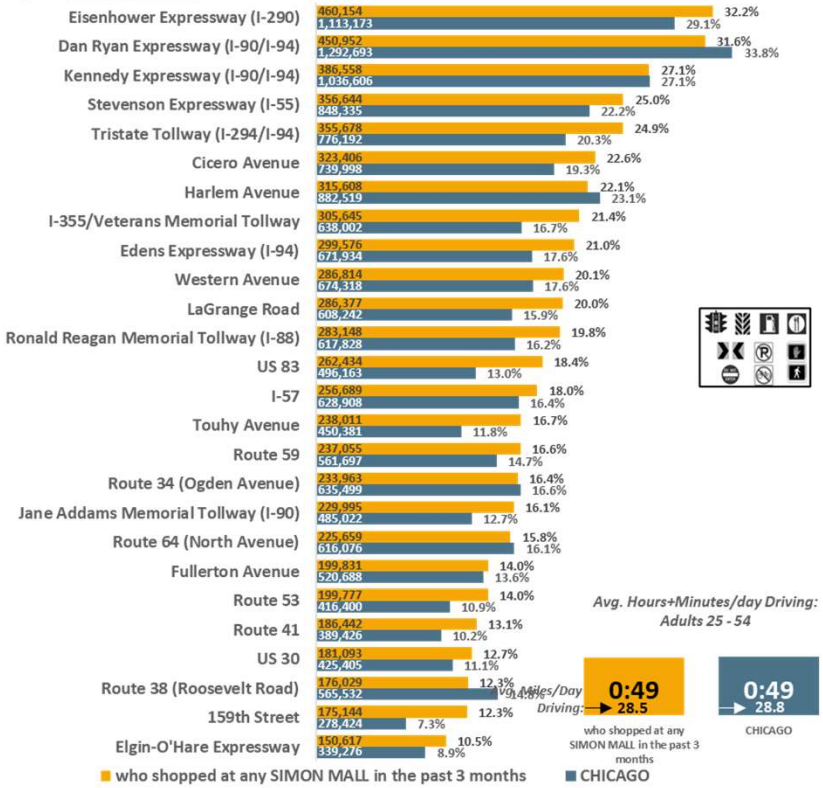
Malls shopped/visited past 3 months: Any Simon Mall



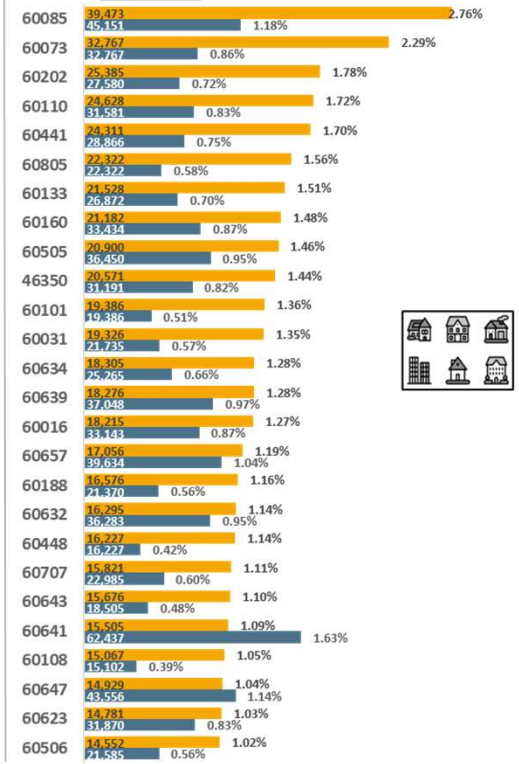
1,310,795 or 91.8% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 41.6% more likely to use US 83 than the Metro average.

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

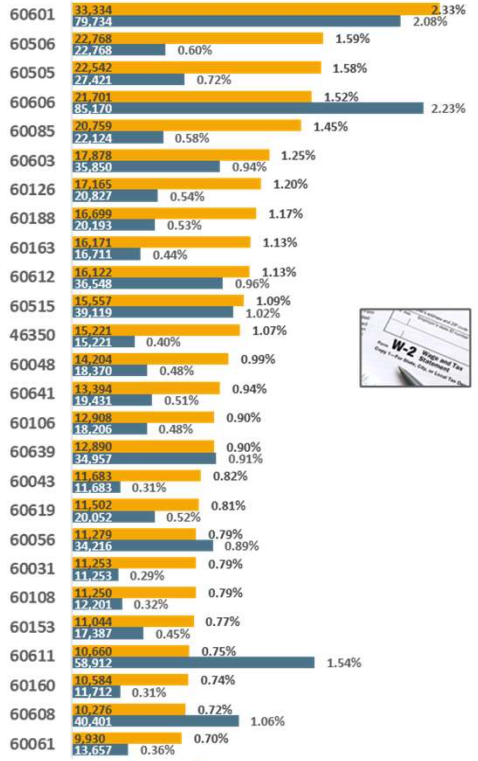


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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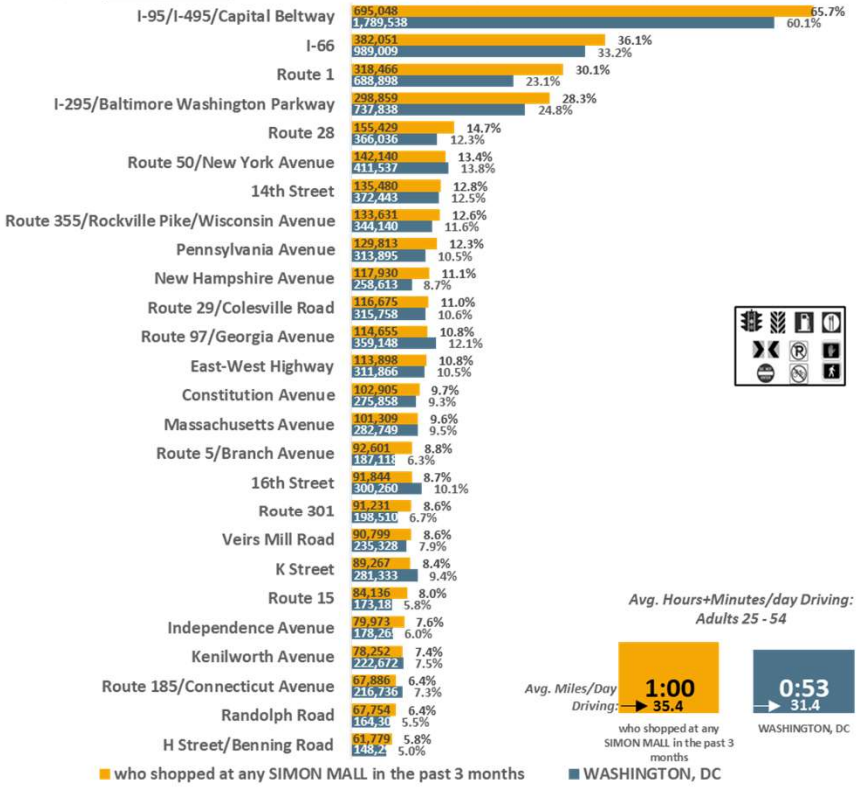
Malls shopped/visited past 3 months: Any Simon Mall



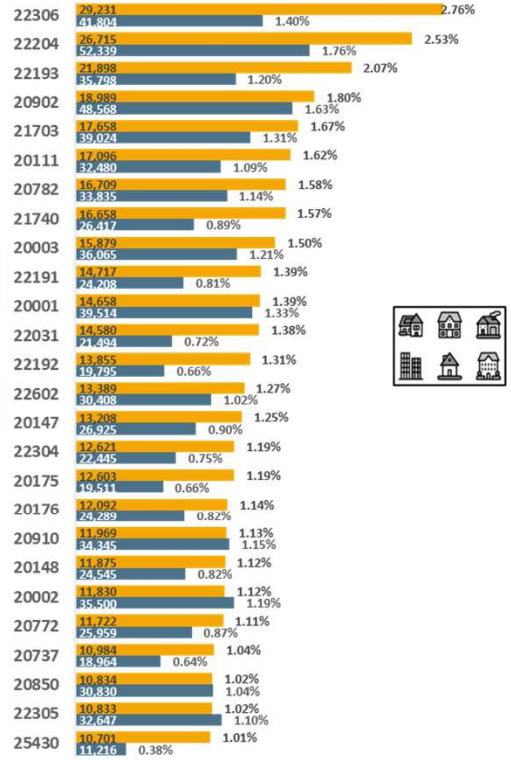
948,231 or 89.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 60.9 minutes per day driving an average of 35.4 miles each day and are 39.3% more likely to use Route 5/Branch Avenue than the Metro average.

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

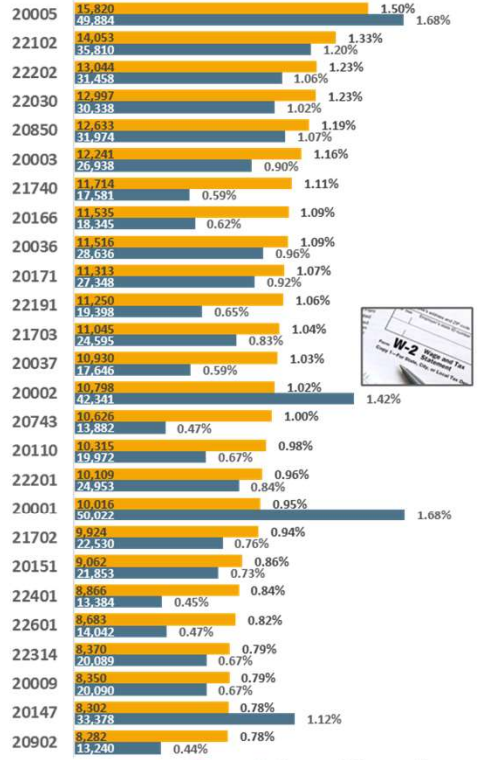


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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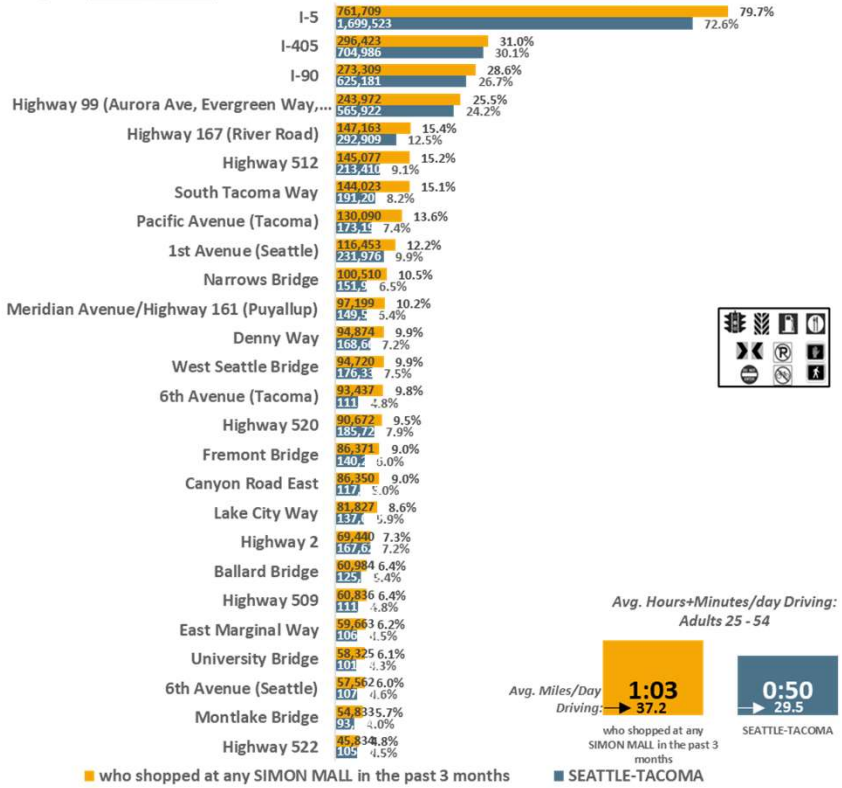
Malls shopped/visited past 3 months: Any Simon Mall



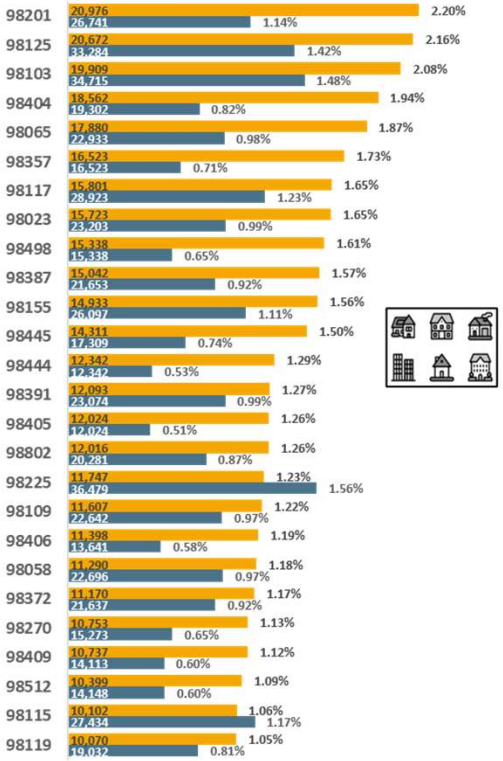
860,372 or 90.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 63.9 minutes per day driving an average of 37.2 miles each day and are 105.4% more likely to use 6th Avenue (Tacoma) than the Metro average.

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

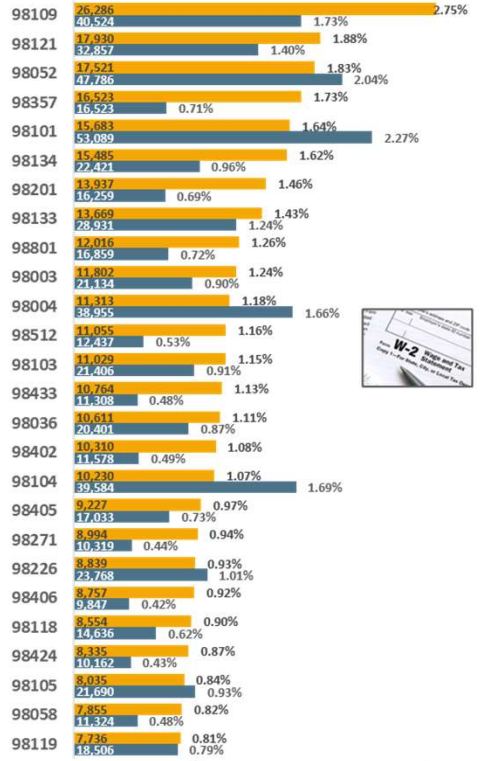


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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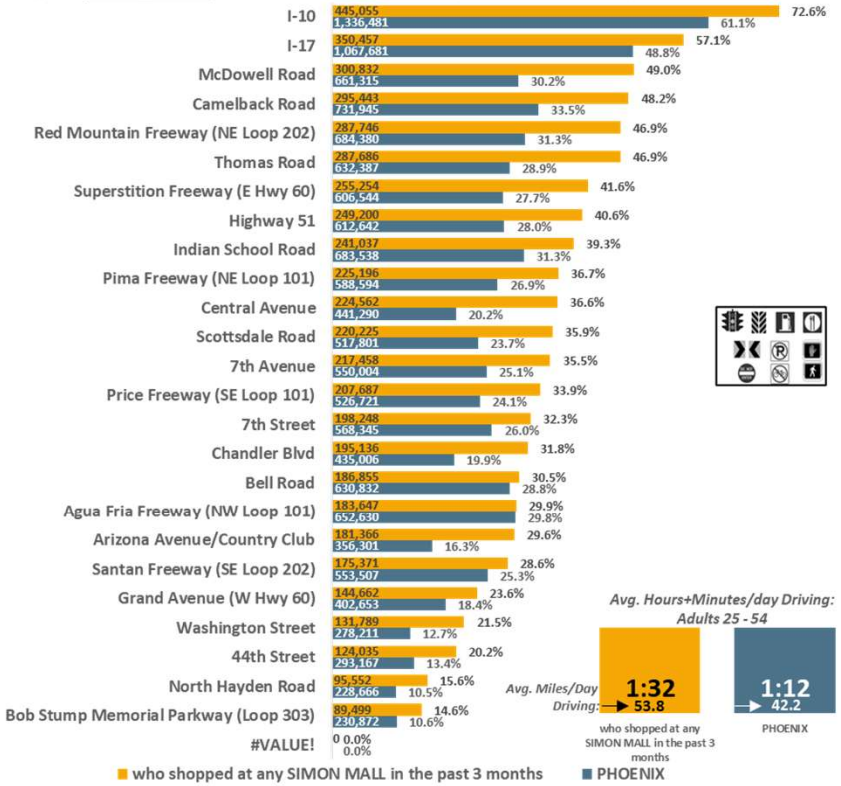
Malls shopped/visited past 3 months: Any Simon Mall



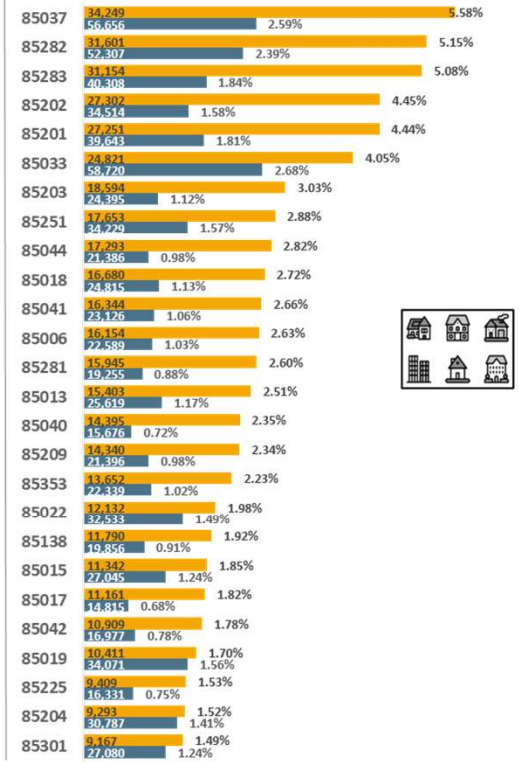
570,051 or 92.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 92.4 minutes per day driving an average of 53.8 miles each day and are 81.5% more likely to use Arizona Avenue/Country Club than the Metro average.

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

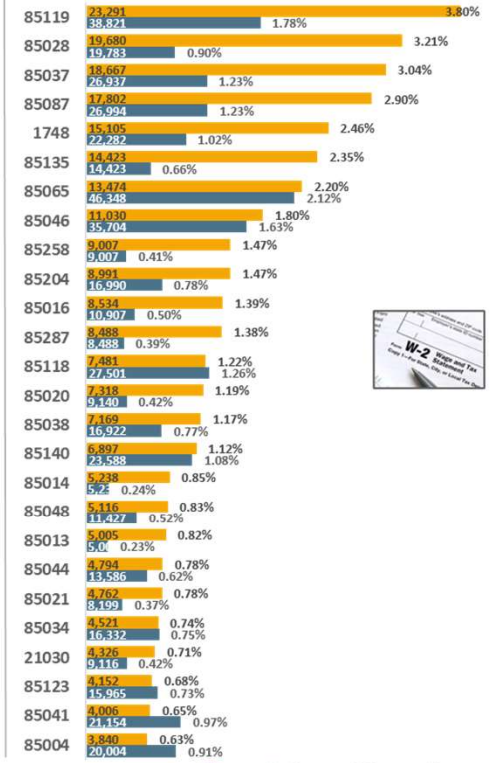


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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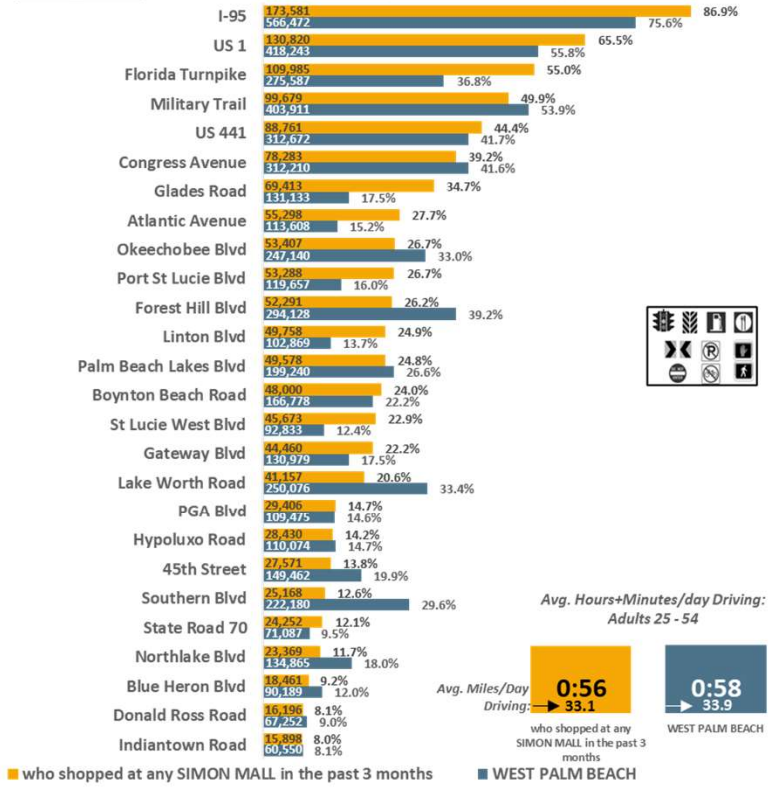
Malls shopped/visited past 3 months: Any Simon Mall



191,559 or 95.8% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 98.5% more likely to use Glades Road than the Metro average.

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



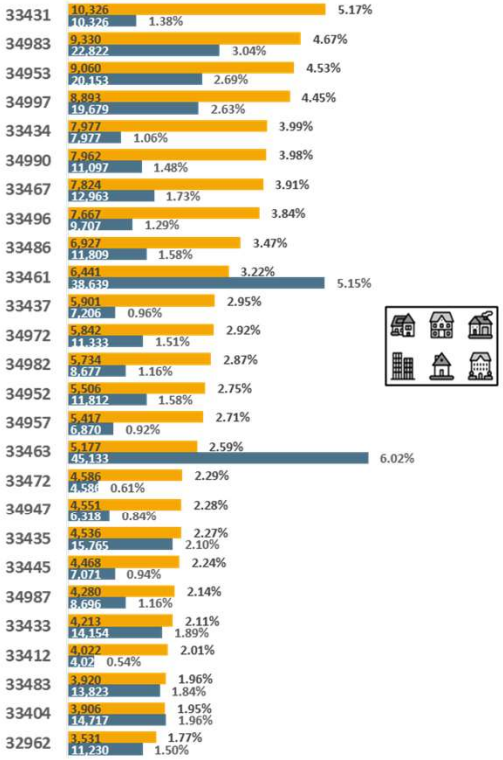
Avg. Hours+Minutes/day Driving: Adults 25 - 54

Avg. Miles/Day Driving: 33.1

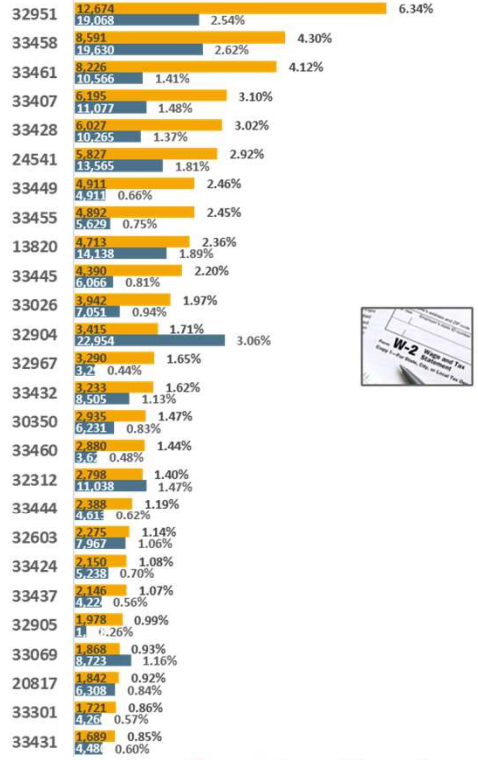
0:56 who shopped at any SIMON MALL in the past 3 months

0:58 (33.9) WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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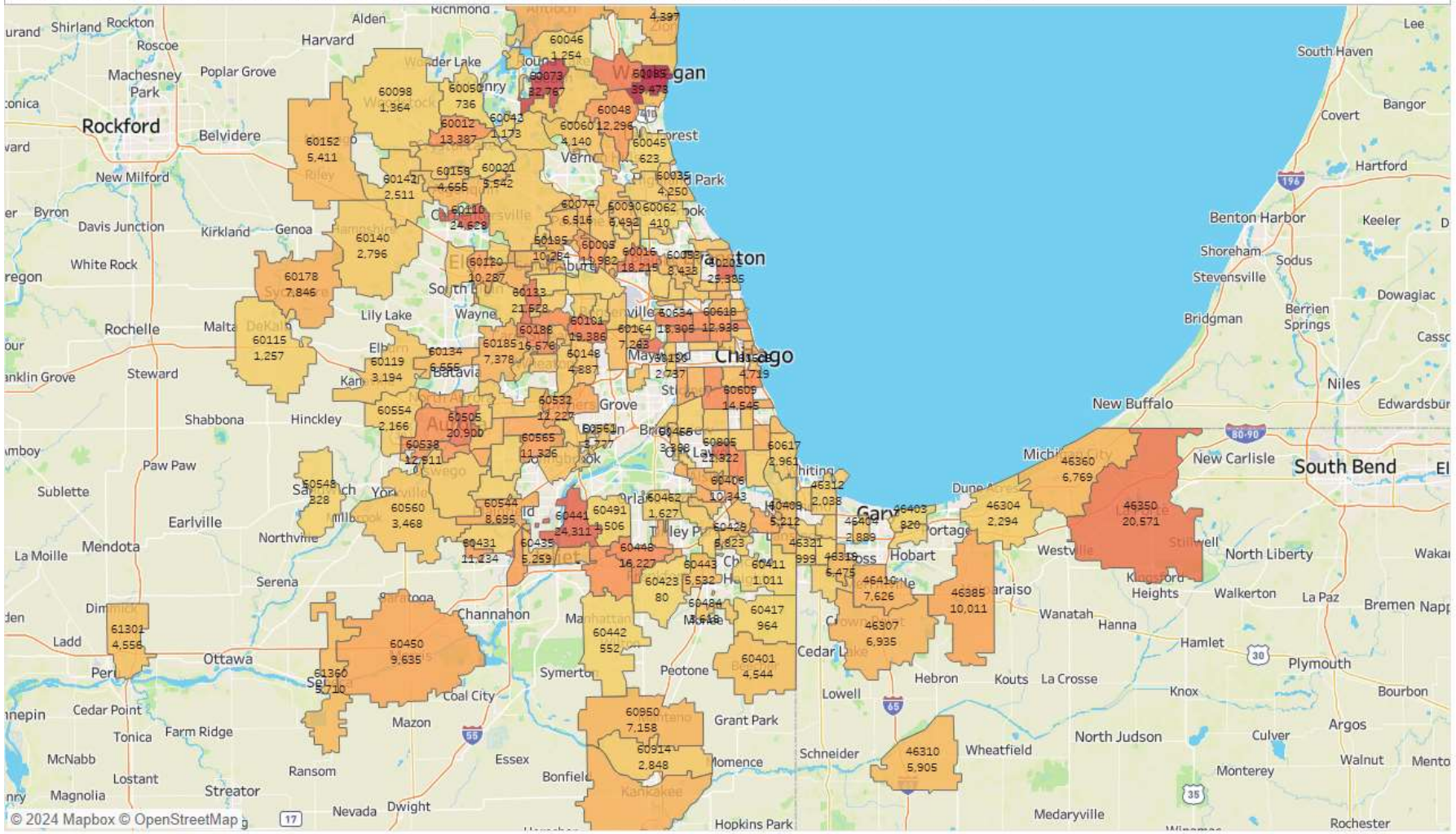
Malls shopped/visited past 3 months: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months)



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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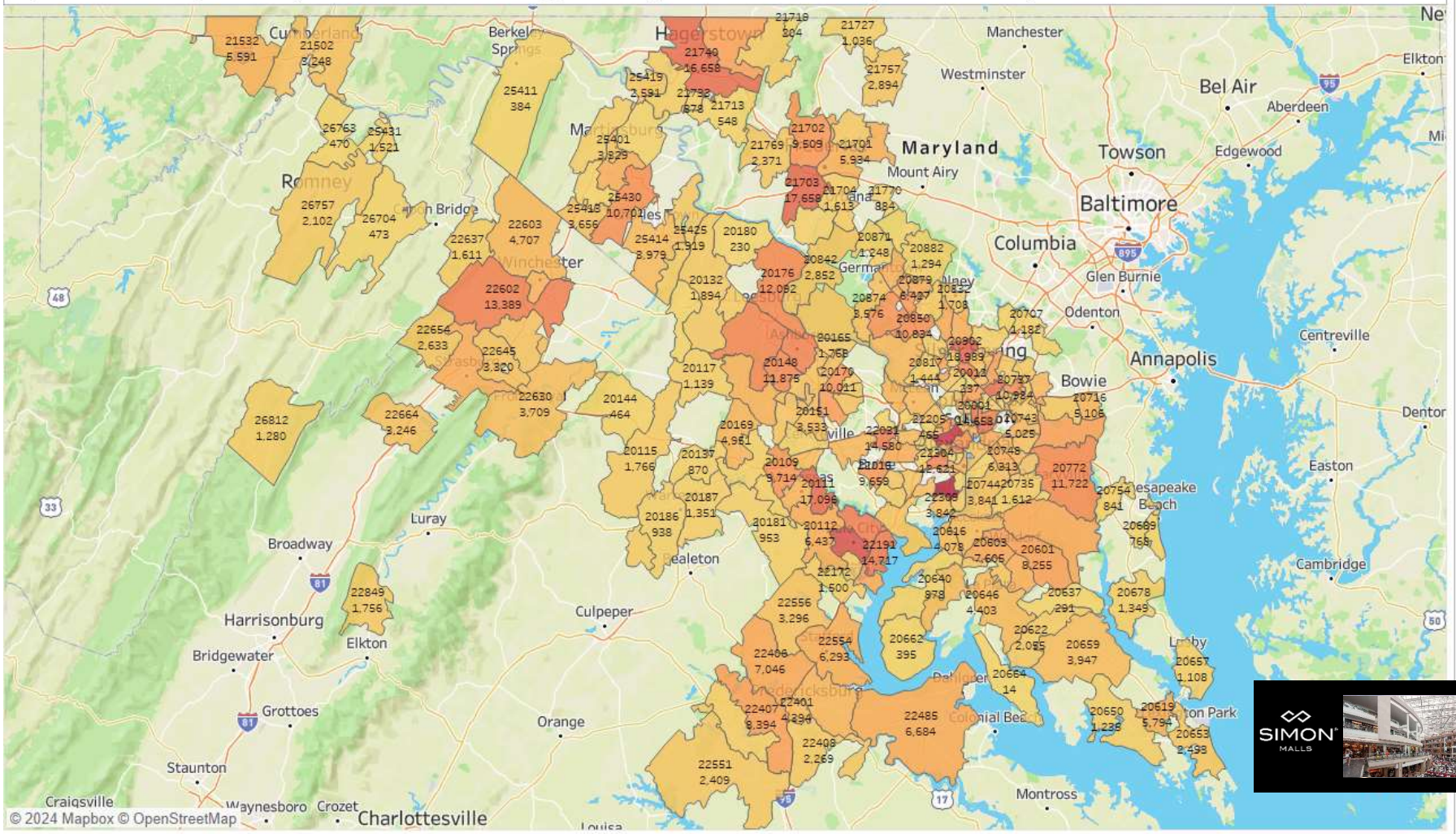
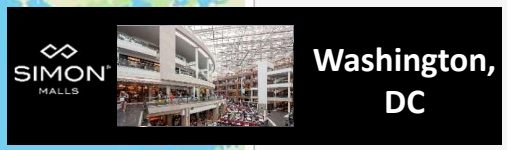
Malls shopped/visited past 3 months: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months)





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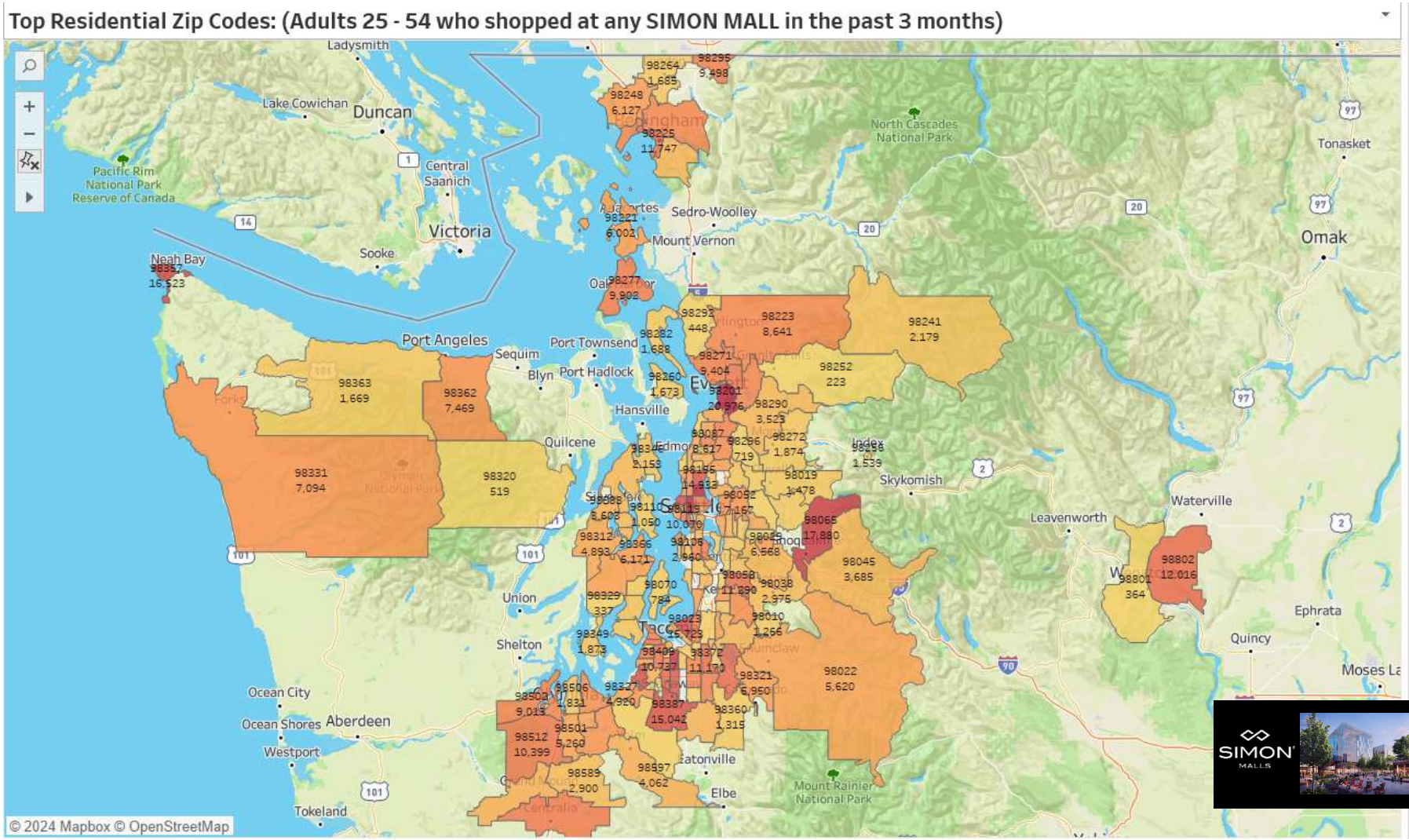
Malls shopped/visited past 3 months: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months)



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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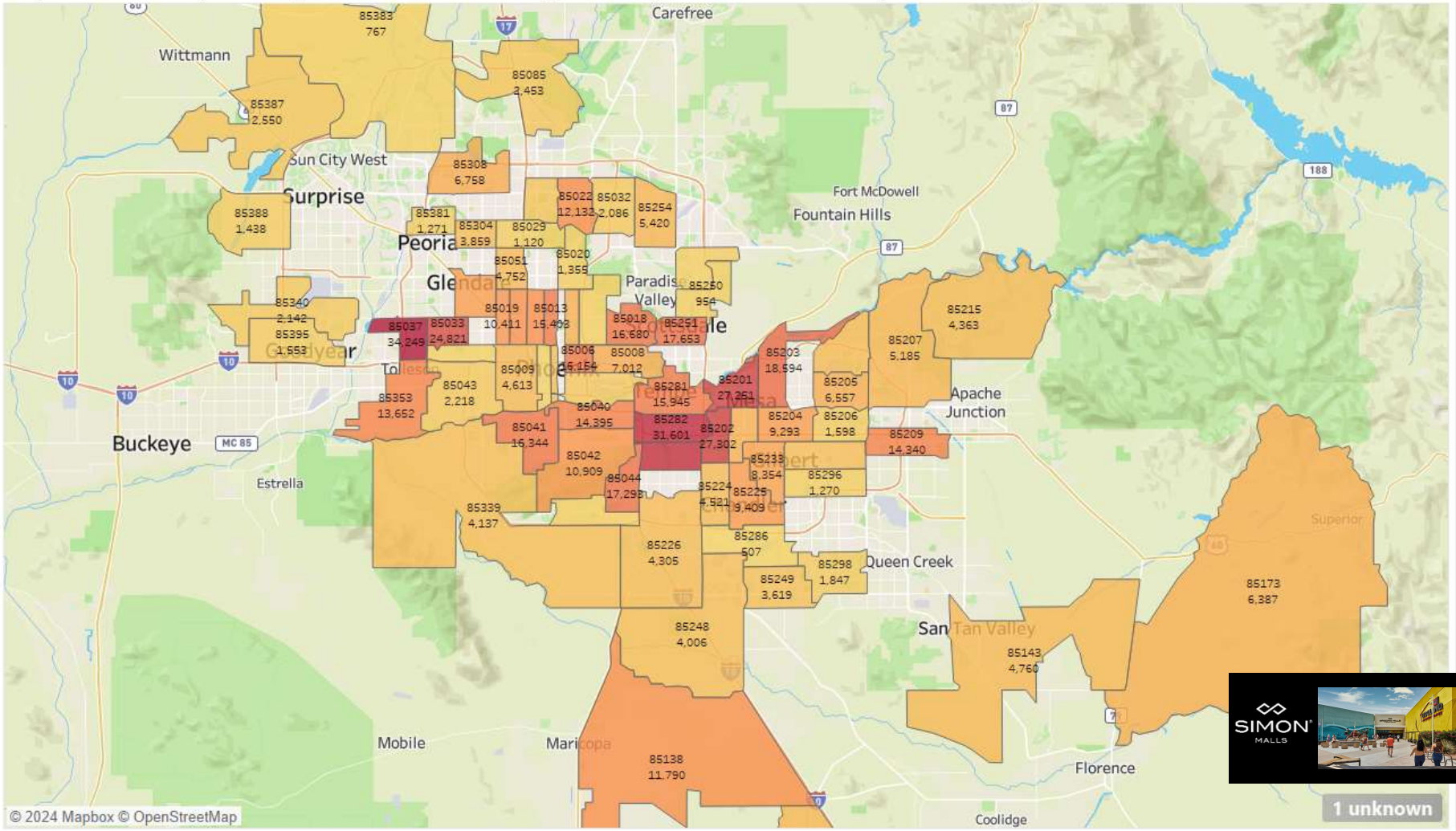
Malls shopped/visited past 3 months: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months)



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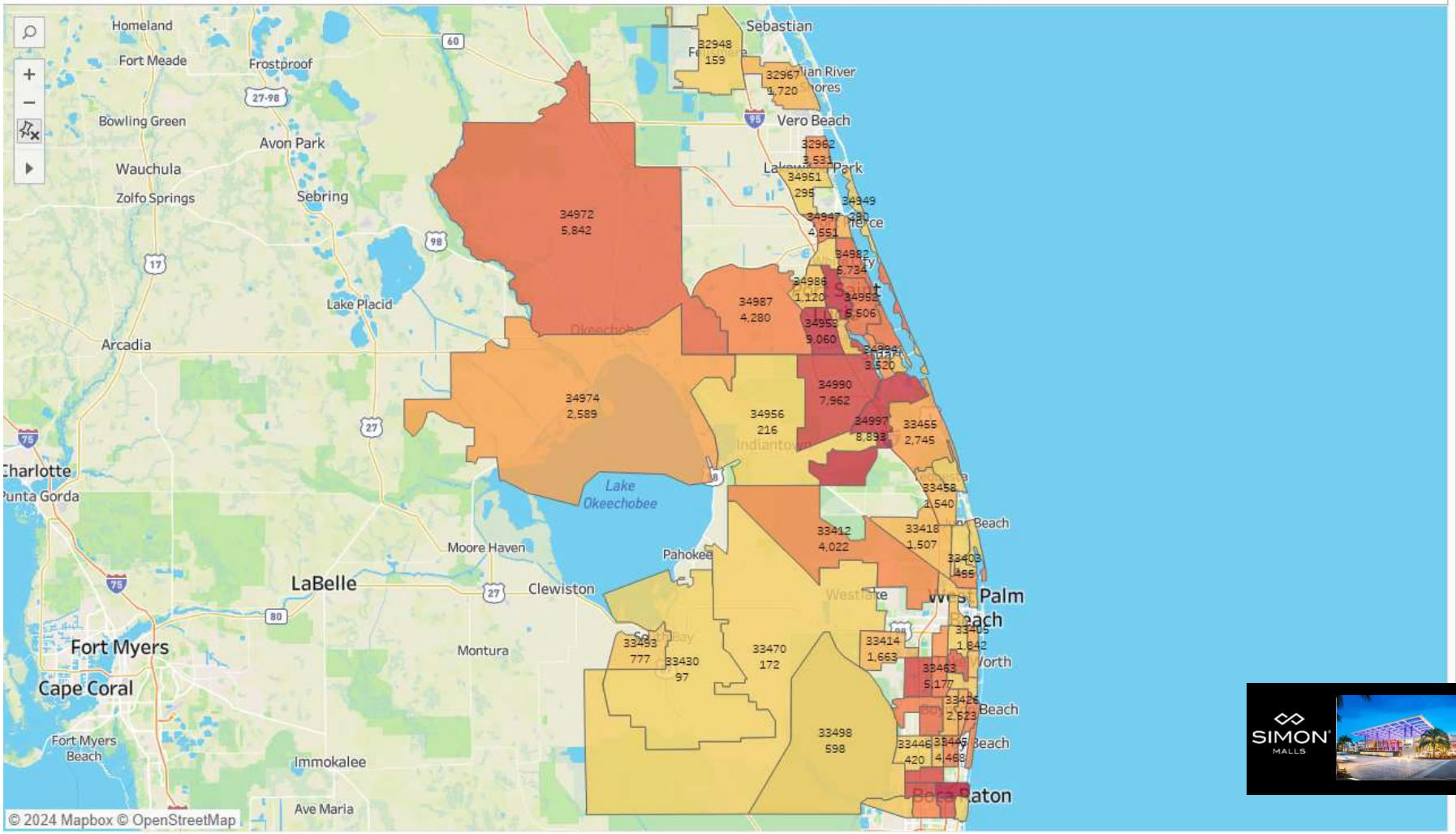
Malls shopped/visited past 3 months: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months)



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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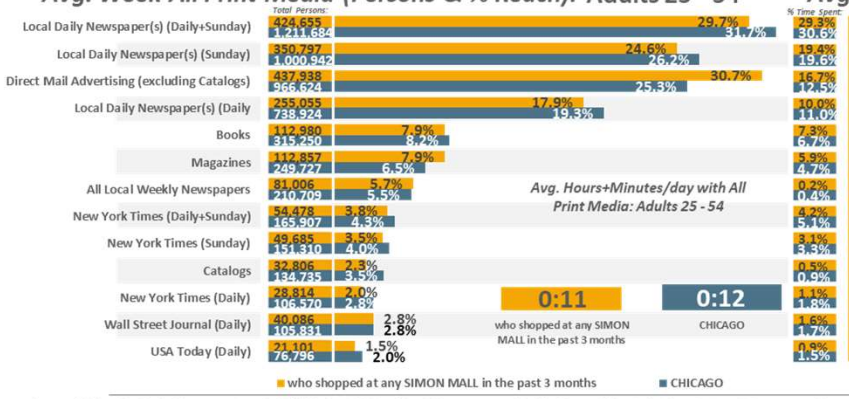
Malls shopped/visited past 3 months: Any Simon Mall

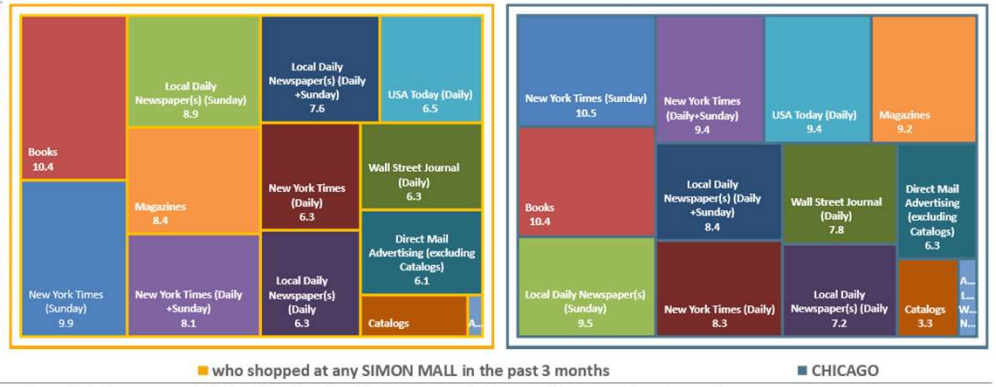


424,655 or 29.7% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

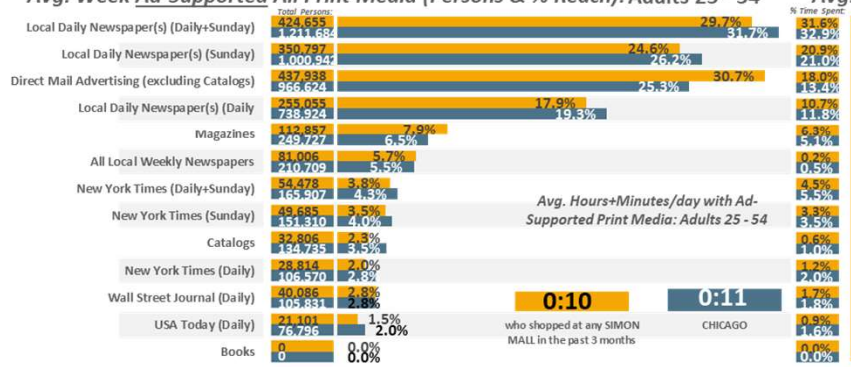
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,169

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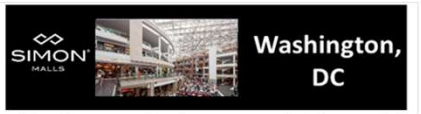
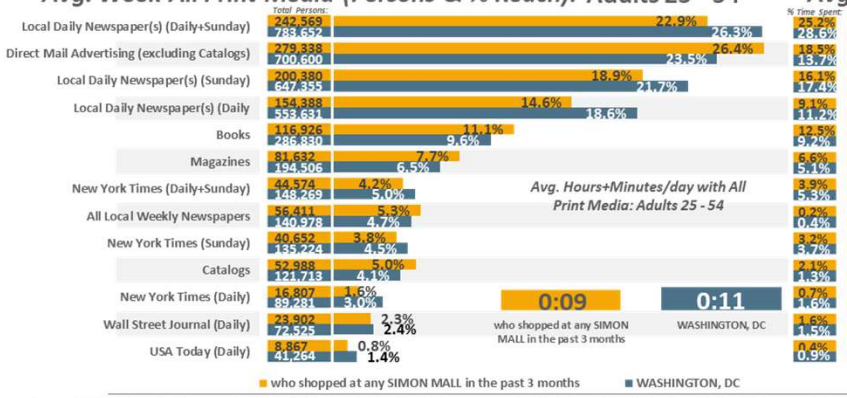
Malls shopped/visited past 3 months: Any Simon Mall

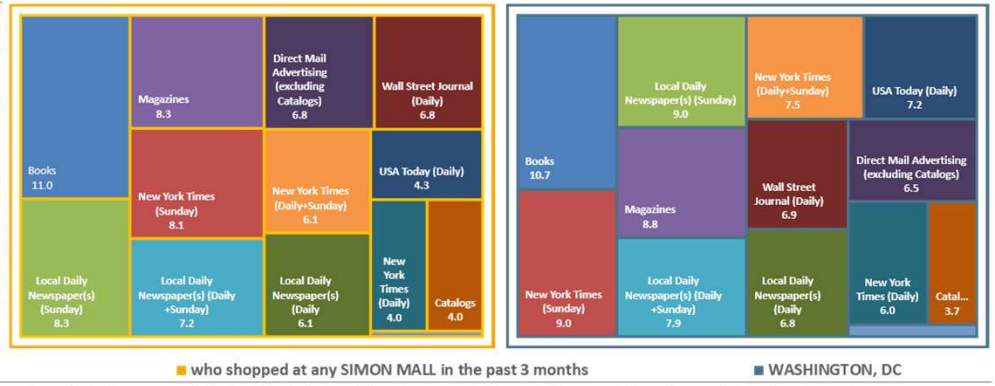


242,569 or 22.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 28.8% of all time spent daily with All forms of Print Media.

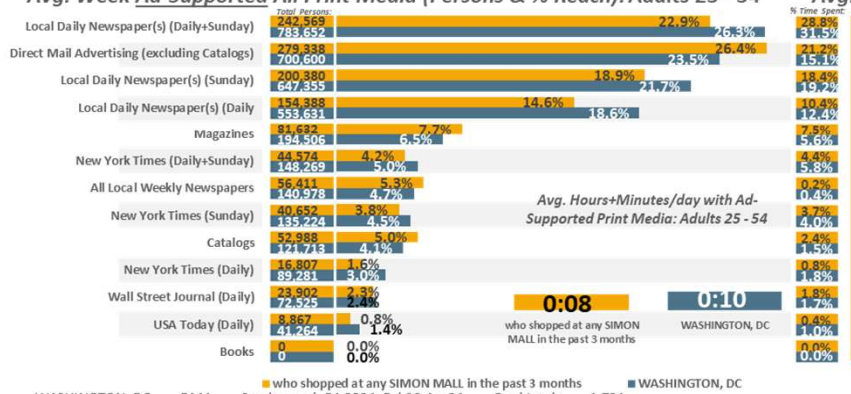
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



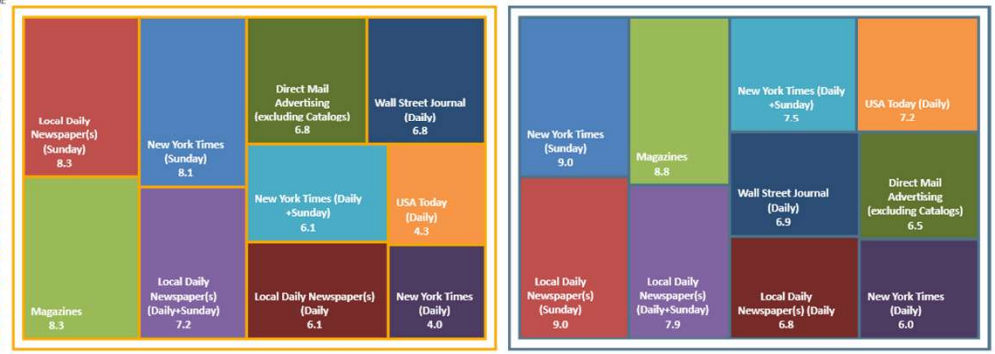
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,731

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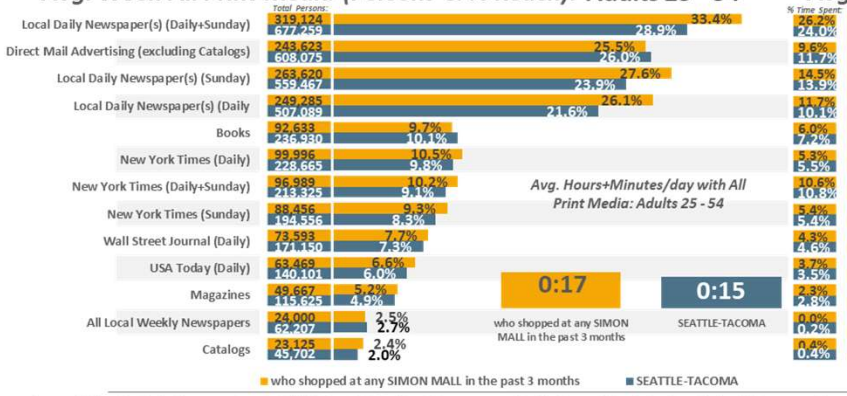
Malls shopped/visited past 3 months: Any Simon Mall

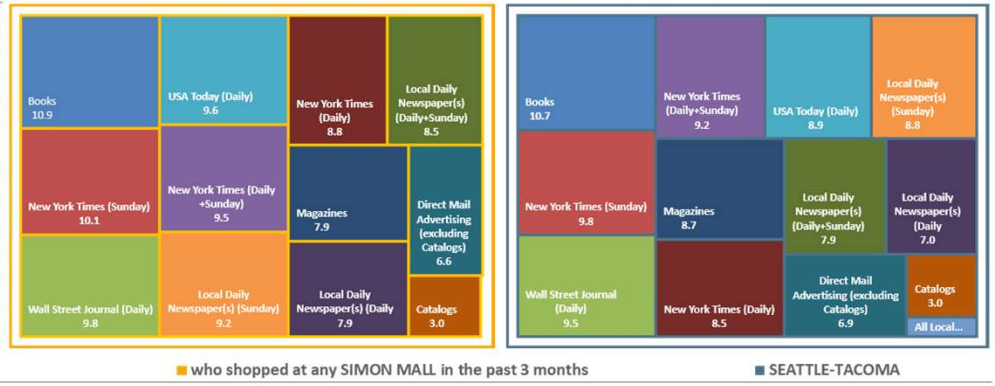


319,124 or 33.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

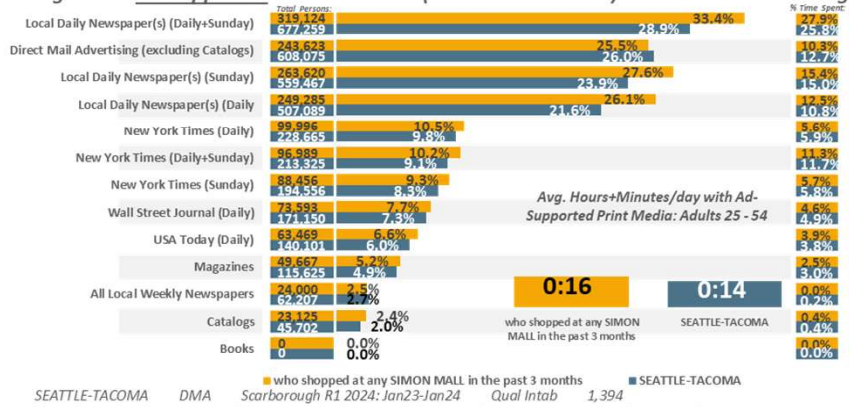
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



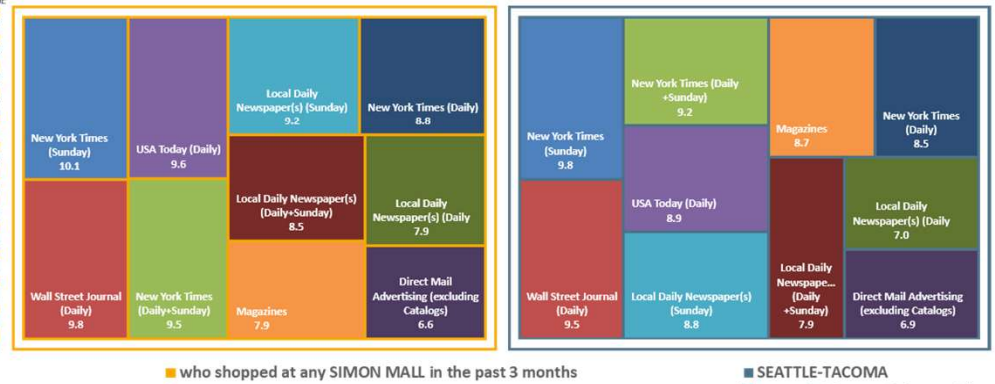
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,394

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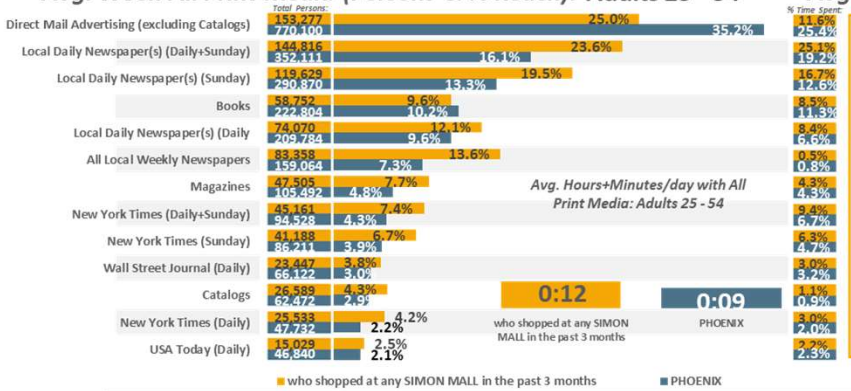
Malls shopped/visited past 3 months: Any Simon Mall

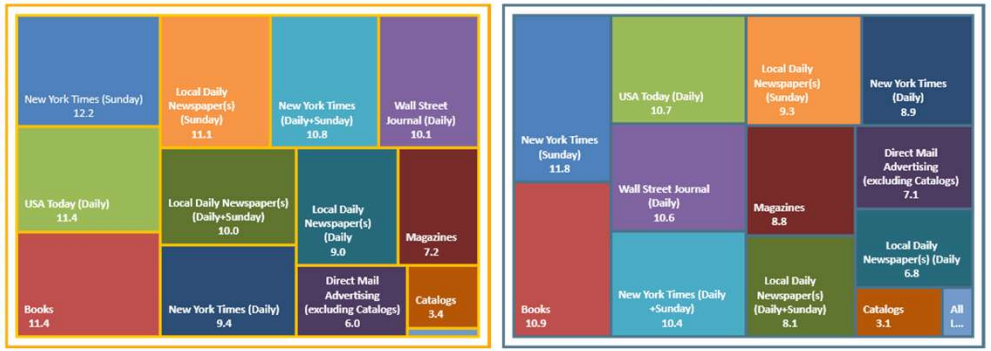


144,816 or 23.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

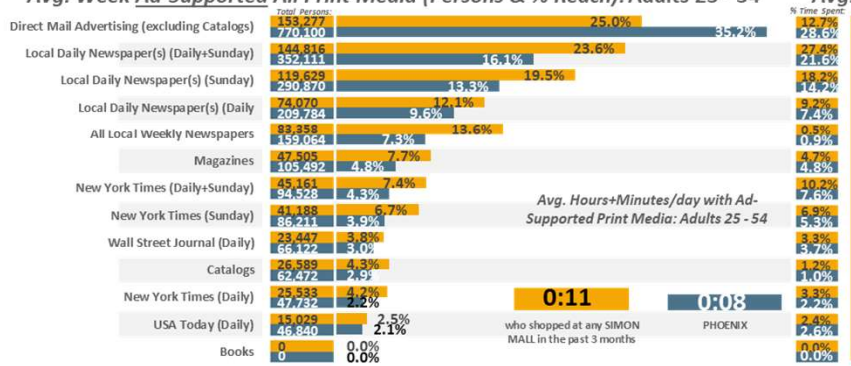
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 385

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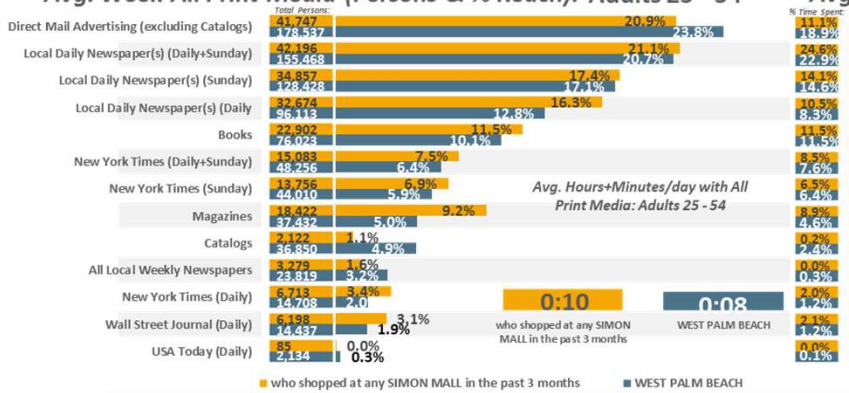
Malls shopped/visited past 3 months: Any Simon Mall

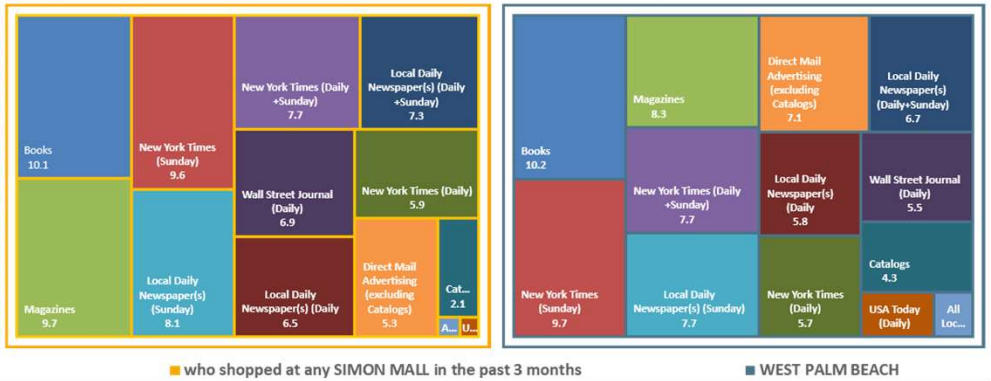


42,196 or 21.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

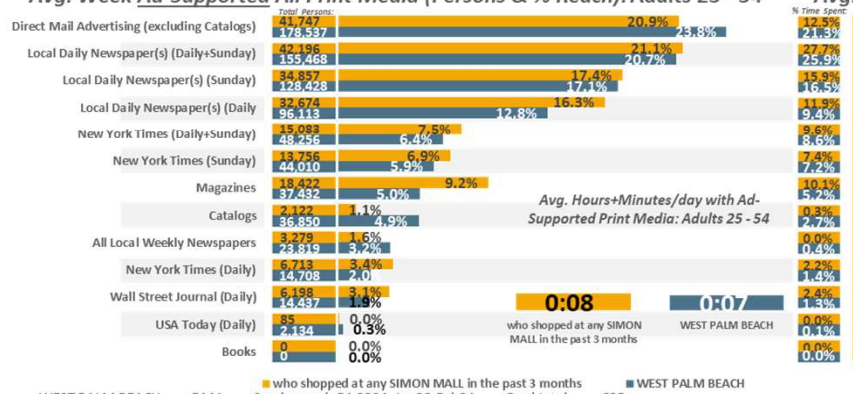
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



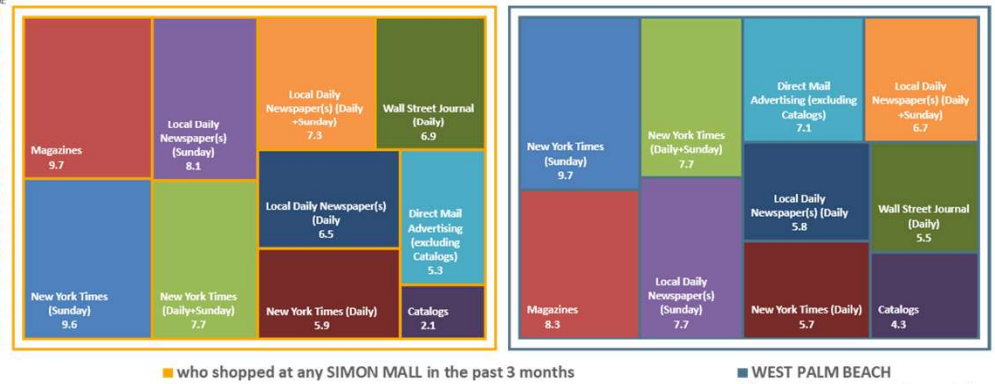
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 695

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Malls shopped/visited past 3 months: Any Simon Mall