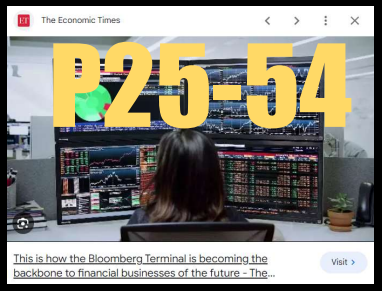
USA –P25-54 past 30 days SIMON MALL SHOPPERS in 5 DMAs!

Complete Demographic & Media Use Profiles



SIMON®
MALLS

Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54 Past 30 Days 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!

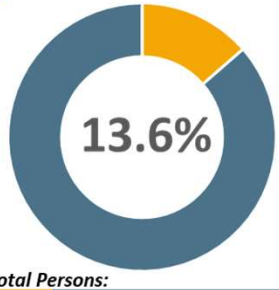
HUBBARD BROADCASTING INC. HB

Malls shopped/visited past 30 days: Any Simon Mall



13.6% or 519,878 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 38. years old (5.4% younger than average) and have a $111,758 (.1% lower than average) annual household income.

Percent of Market: Adults 25 - 54



- who shopped at any SIMON MALL in the past 30 days
- Remainder of CHICAGO DMA

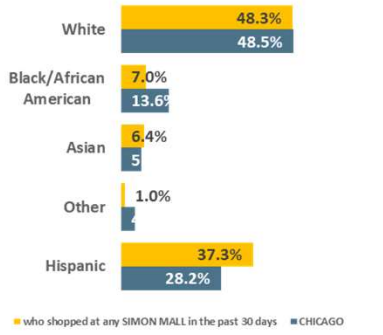
Total Persons:

519,878 | 3,304,886

Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	46.7%	49.6%	53.3%	50.4%
Average Age:	36.8	40.2	39.1	40.0
# Persons:	242,798	1,898,604	277,080	1,926,160

Ethnicity of Target vs. Market:

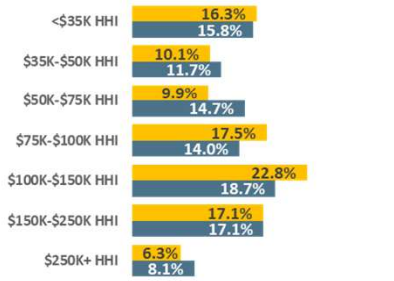


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	38.0	40.1



HHI of Target vs. Market:



Avg HHI:	$111,758	$111,880

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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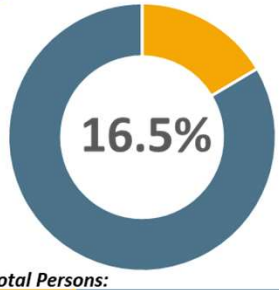
Malls shopped/visited past 30 days: Any Simon Mall



16.5% or 490,163 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 40.3 years old (.8% older than average) and have a $145,542 (2.7% higher than average) annual household income.

Percent of Market: Adults 25 - 54

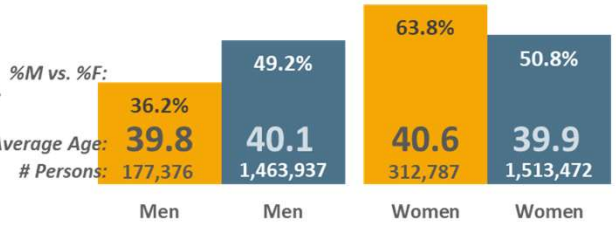


- who shopped at any SIMON MALL in the past 30 days
- Remainder of WASHINGTON, DC DMA

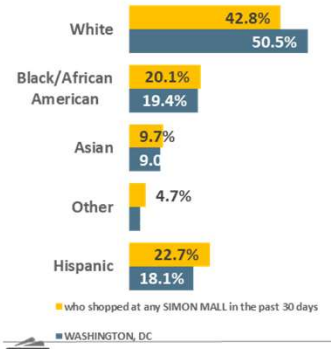
Total Persons:

490,163	2,487,246

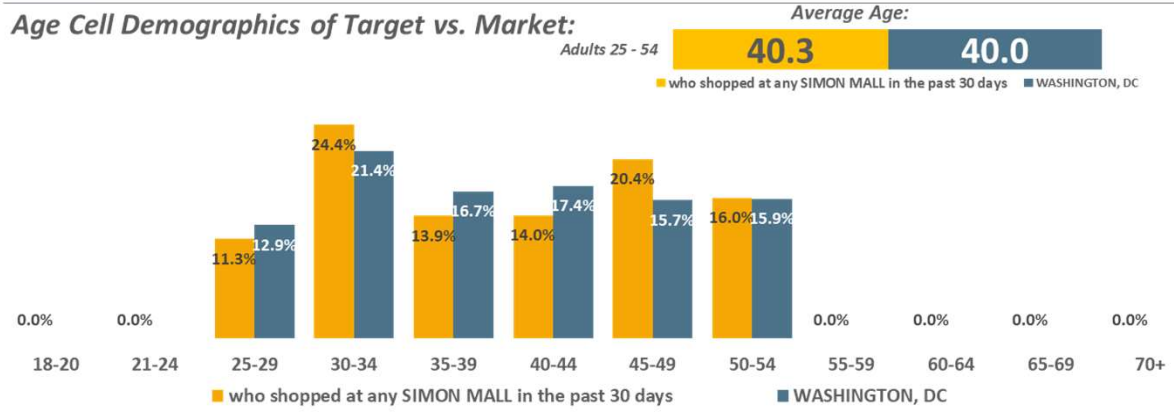
Gender of Target vs. Market: Adults 25 - 54



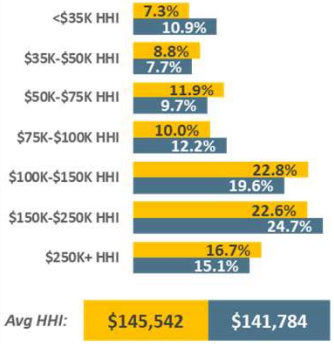
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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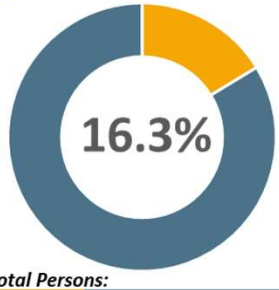
Malls shopped/visited past 30 days: Any Simon Mall



16.3% or 381,718 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 40.3 years old (1.7% older than average) and have a $132,252 (2.6% lower than average) annual household income.

Percent of Market: Adults 25 - 54



- who shopped at any SIMON MALL in the past 30 days
- Remainder of SEATTLE-TACOMA DMA

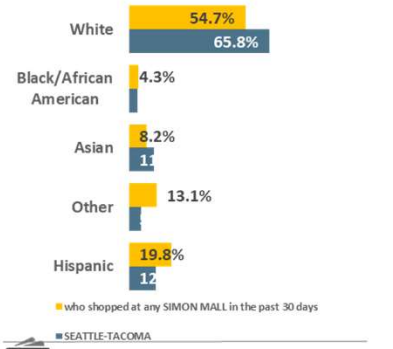
Total Persons:

381,718	1,960,725

Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	55.7%	51.2%	44.3%	48.8%
Average Age:	40.4	39.5	40.2	39.7
# Persons:	212,646	1,198,650	169,072	1,143,793

Ethnicity of Target vs. Market:

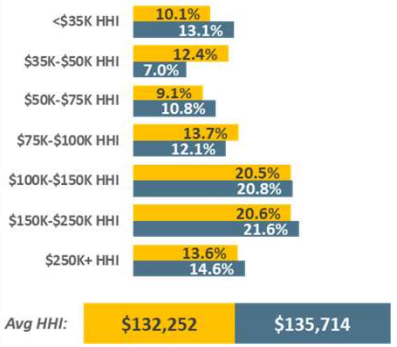


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	40.3	39.6



HHI of Target vs. Market:



Avg HHI:	$132,252	$135,714

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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Malls shopped/visited past 30 days: Any Simon Mall



8.4% or 184,109 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 40.3 years old (1.2% older than average) and have a $80,616 (22.6% lower than average) annual household income.

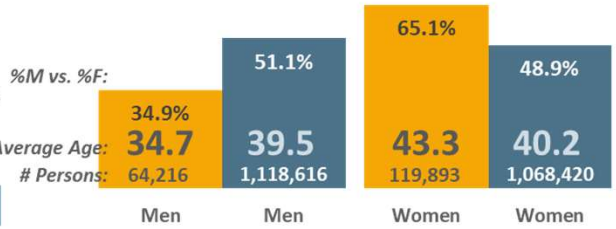
Percent of Market: Adults 25 - 54



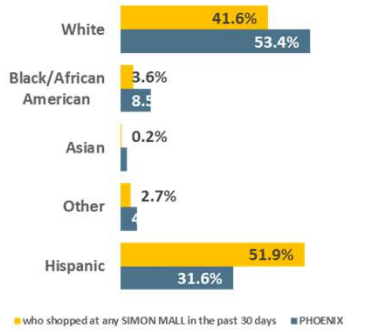
Total Persons:

184,109 | 2,002,927

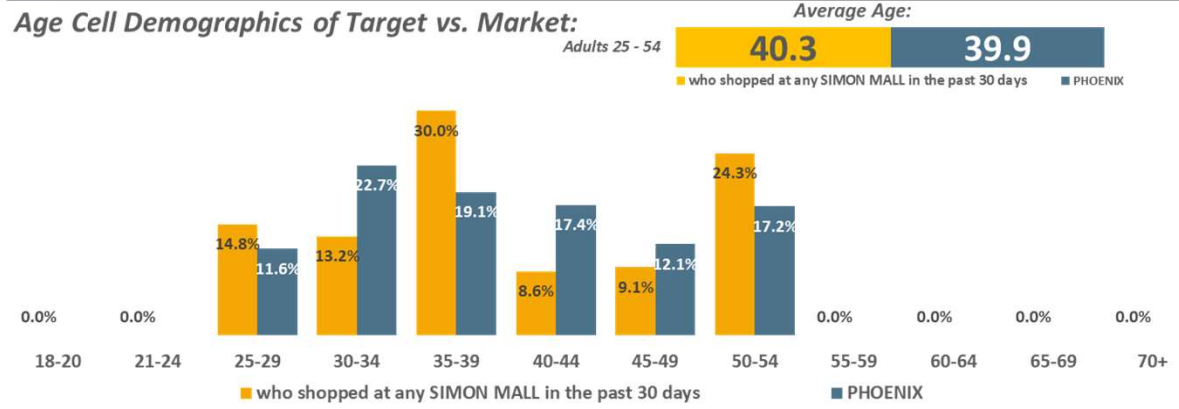
Gender of Target vs. Market: Adults 25 - 54



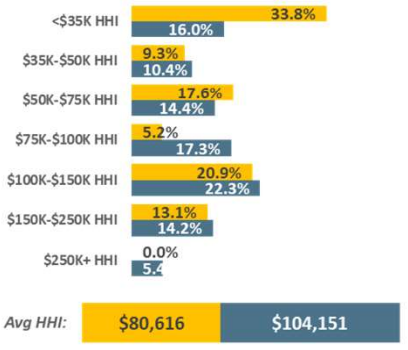
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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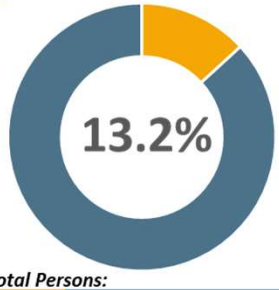
Malls shopped/visited past 30 days: Any Simon Mall



13.2% or 98,949 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Typical Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 39.6 years old (2.6% younger than average) and have a $129,062 (20.4% higher than average) annual household income.

Percent of Market: Adults 25 - 54



- who shopped at any SIMON MALL in the past 30 days
- Remainder of WEST PALM BEACH Metro

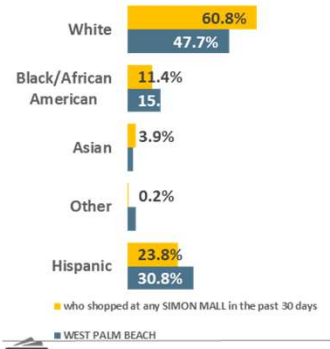
Total Persons:

who shopped at any SIMON MALL in the past 30 days	Remainder of WEST PALM BEACH Metro
98,949	650,666

Gender of Target vs. Market: Adults 25 - 54

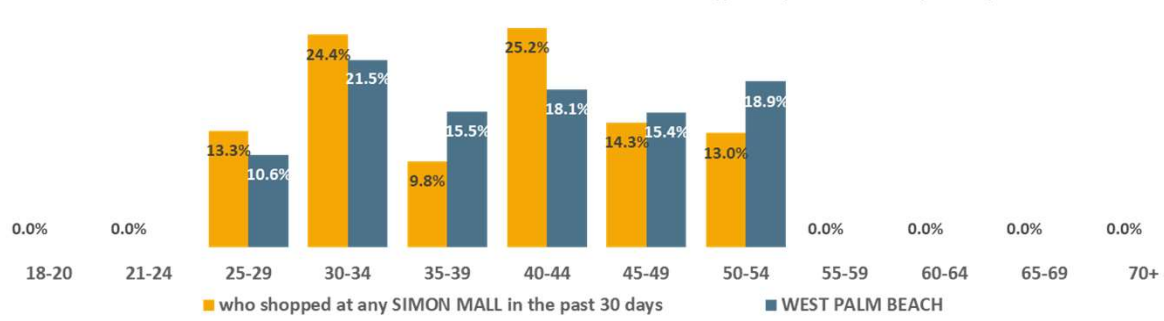
	Men	Men	Women	Women
%M vs. %F:	52.2%	49.6%	47.8%	50.4%
Average Age:	40.2	40.4	38.9	40.9
# Persons:	51,638	371,976	47,311	377,639

Ethnicity of Target vs. Market:

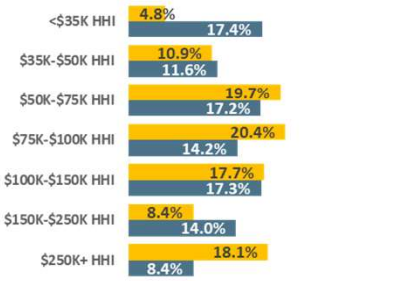


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	39.6	40.6



HHI of Target vs. Market:



Avg HHI:	$129,062	$107,205

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319

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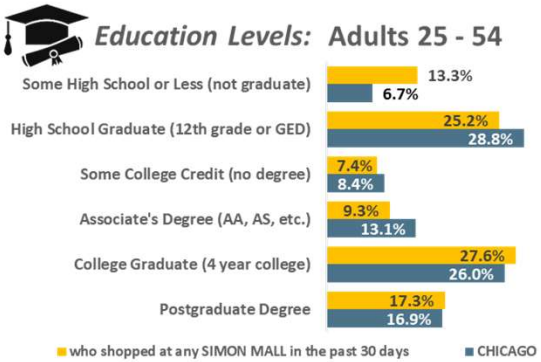
Malls shopped/visited past 30 days: Any Simon Mall

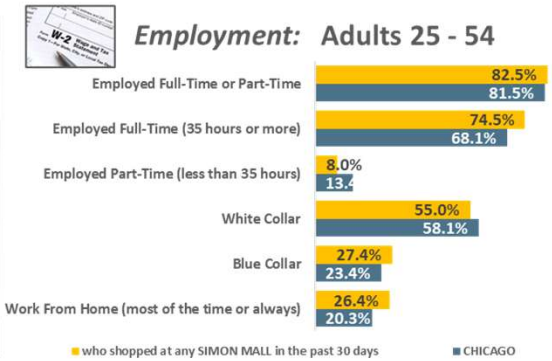


13.6% or 519,878 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 4.5% more likely to be a college graduate, 9.4% more likely to work full-time, 13.3% more likely to be married, 13.8% more likely to be a parent of 1 or more children under 18.

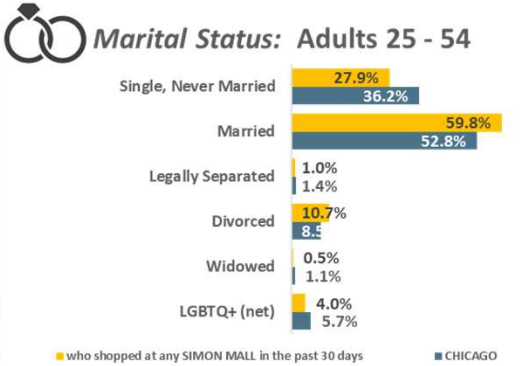
Education Levels: Adults 25 - 54



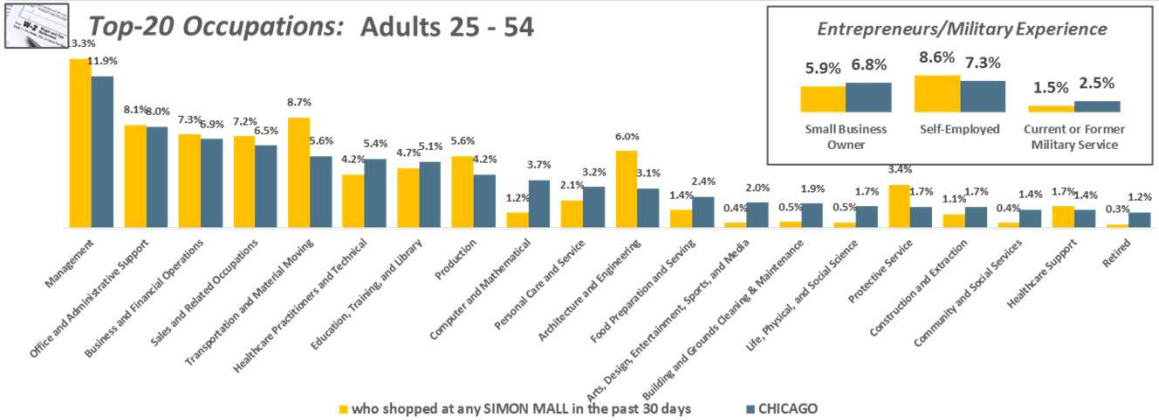
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

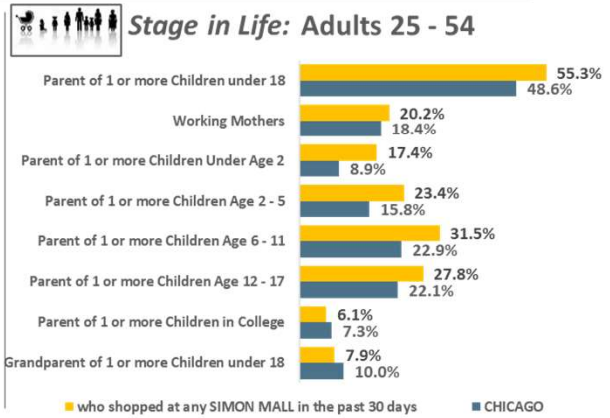


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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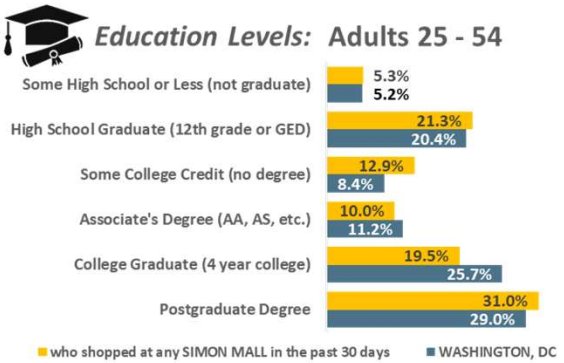
Malls shopped/visited past 30 days: Any Simon Mall

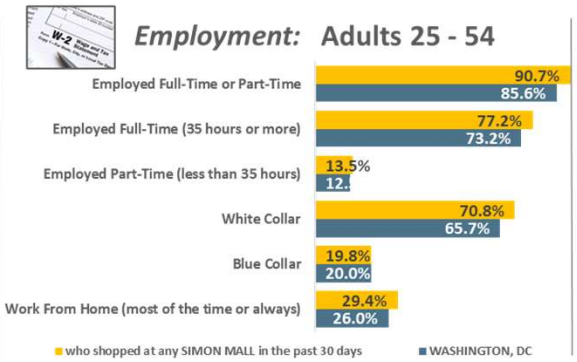


16.5% or 490,163 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 7.7% less likely to be a college graduate, 5.5% more likely to work full-time, 6.3% more likely to be married, 1.4% more likely to be a parent of 1 or more children under 18.

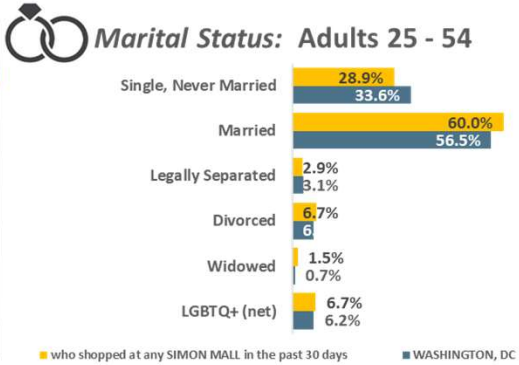
Education Levels: Adults 25 - 54



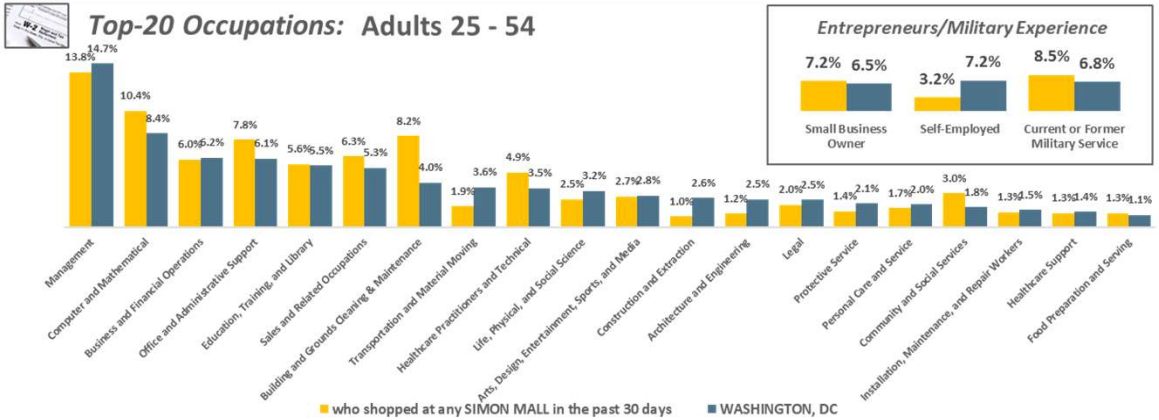
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

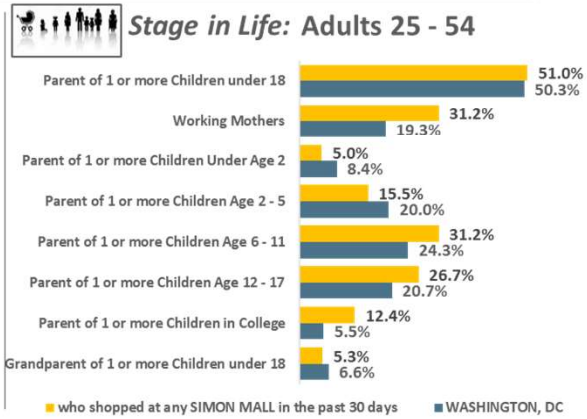


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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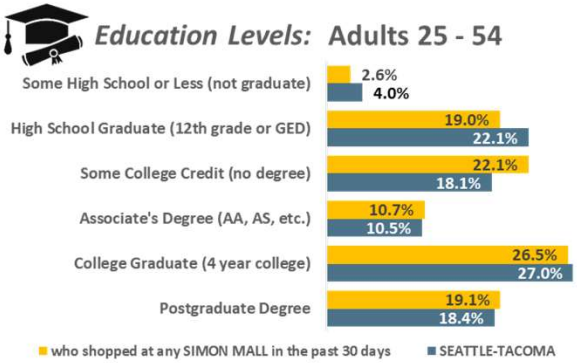
Malls shopped/visited past 30 days: Any Simon Mall

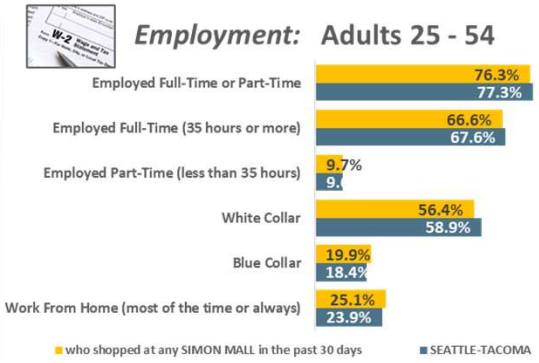


16.3% or 381,718 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are .3% more likely to be a college graduate, 1.6% less likely to work full-time, 2.9% less likely to be married, 13.9% more likely to be a parent of 1 or more children under 18.

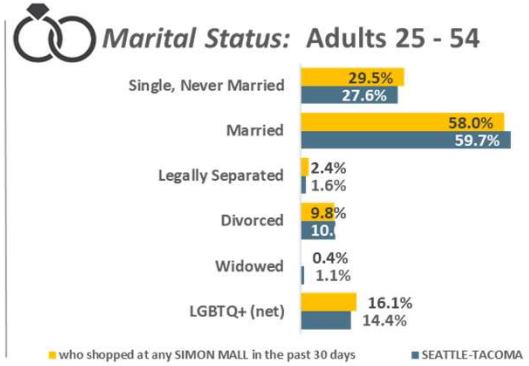
Education Levels: Adults 25 - 54



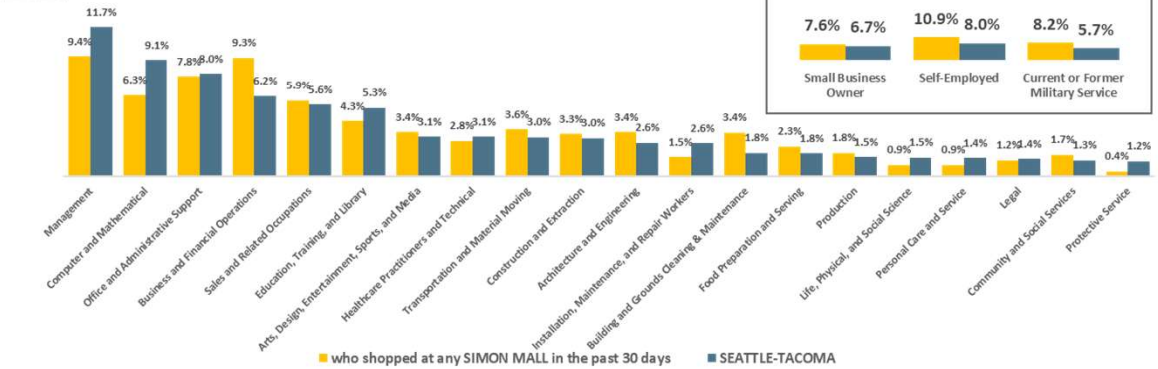
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

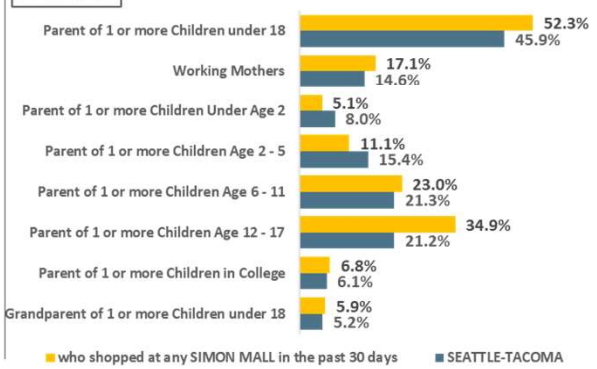


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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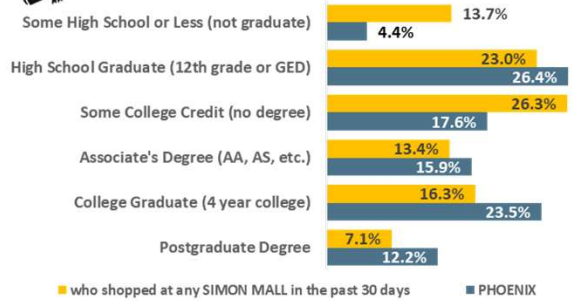
Malls shopped/visited past 30 days: Any Simon Mall

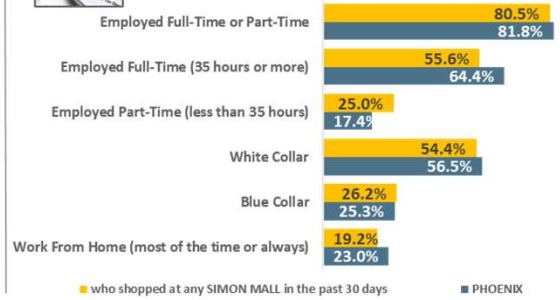


8.4% or 184,109 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 34.2% less likely to be a college graduate, 13.6% less likely to work full-time, 8.3% less likely to be married, 3.6% less likely to be a parent of 1 or more children under 18.

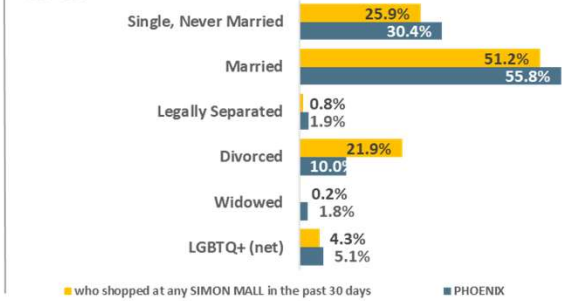
Education Levels: Adults 25 - 54



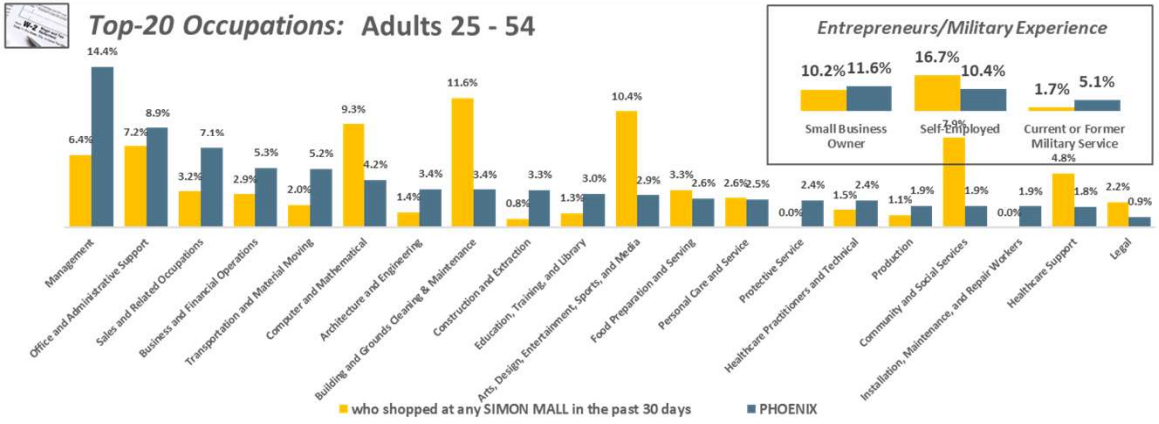
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

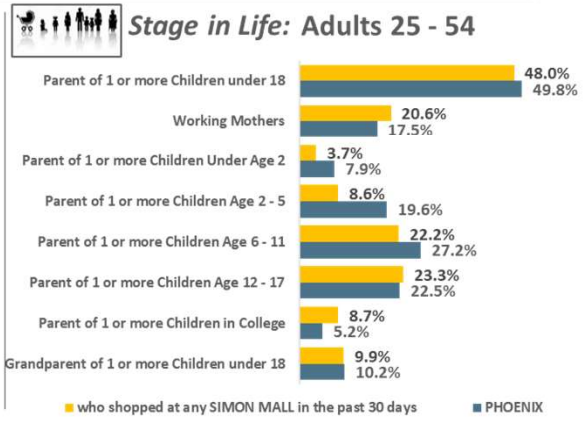


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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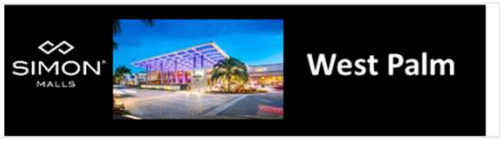
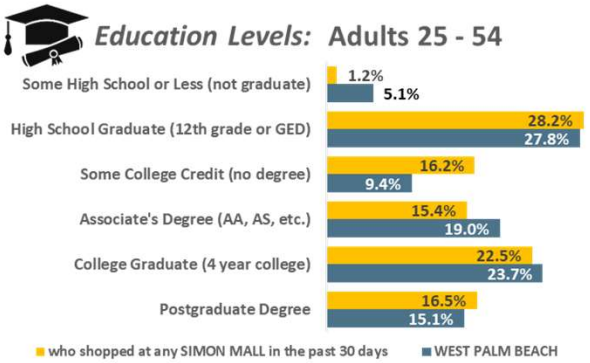
Malls shopped/visited past 30 days: Any Simon Mall

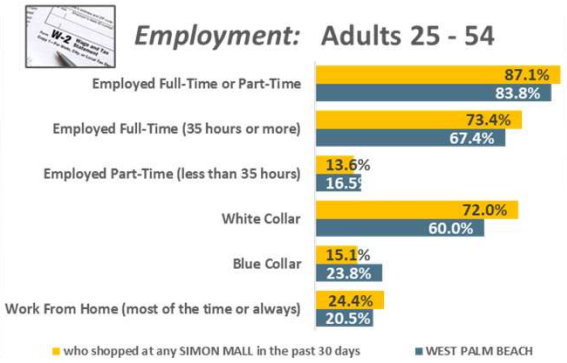


13.2% or 98,949 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are .8% more likely to be a college graduate, 9.% more likely to work full-time, 21.6% more likely to be married, 6.1% less likely to be a parent of 1 or more children under 18.

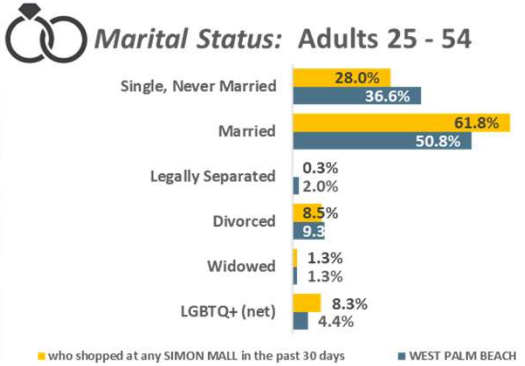
Education Levels: Adults 25 - 54



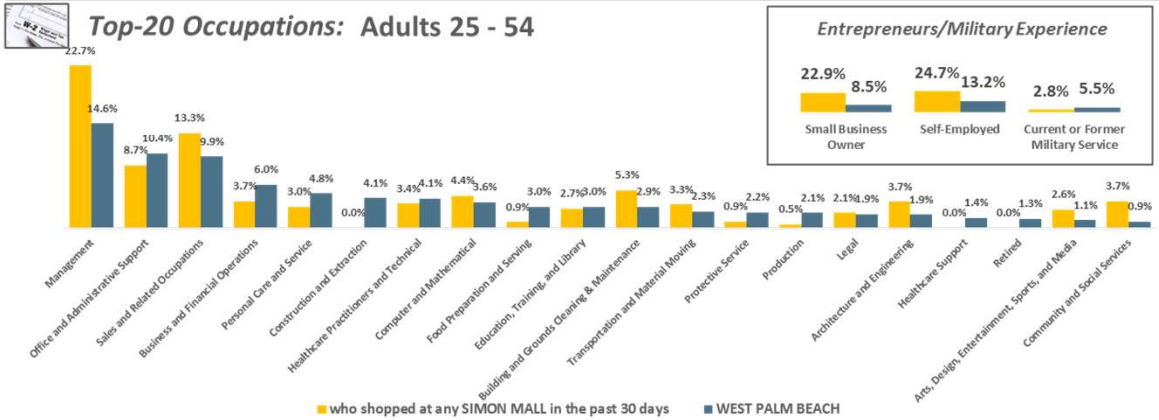
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

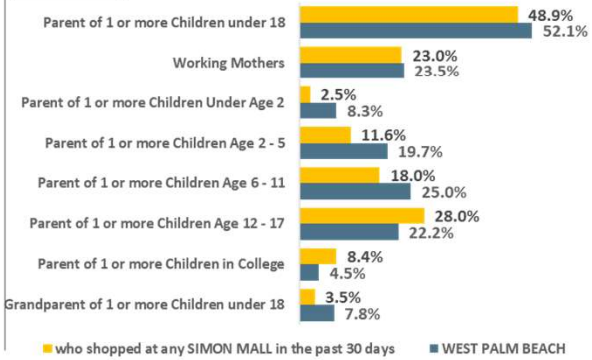


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319

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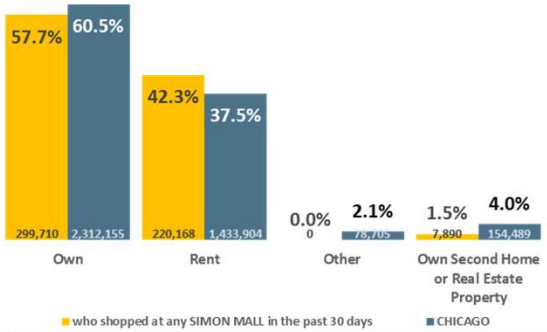
Malls shopped/visited past 30 days: Any Simon Mall

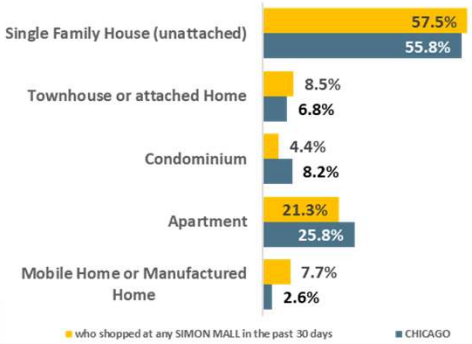


13.6% or 519,878 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 4.6% less likely to own their home, 5.7% more likely to own a lower valued home, 3.1% more likely to have a single-family home, 13.5% less likely to have a dog.

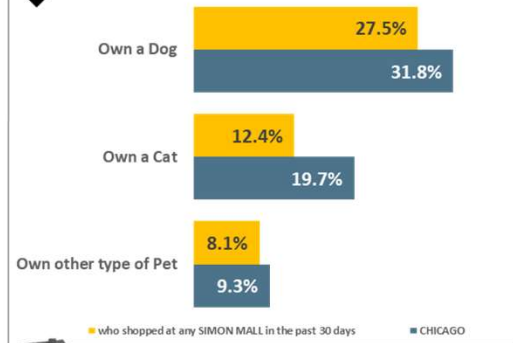
Own/Rent/Other: Adults 25 - 54



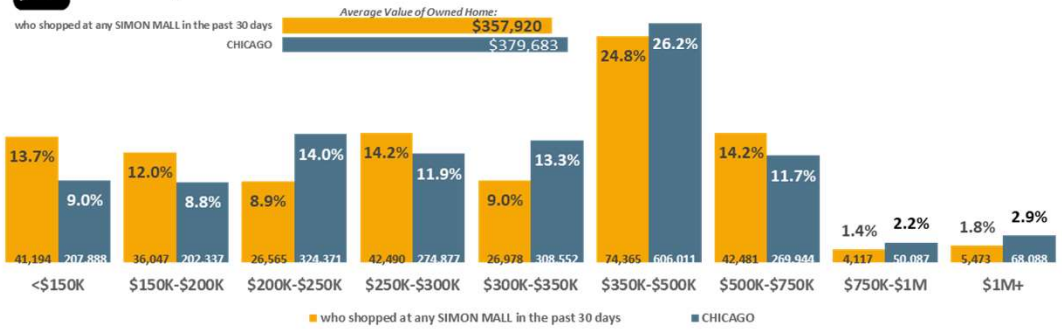
Type of Home: Adults 25 - 54



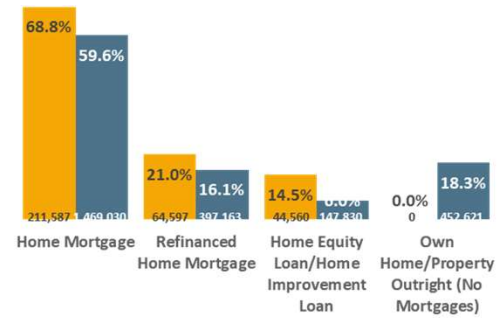
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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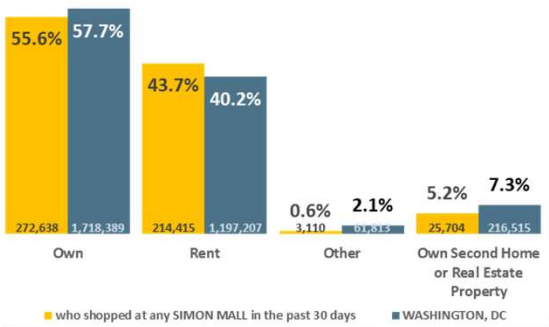
Malls shopped/visited past 30 days: Any Simon Mall

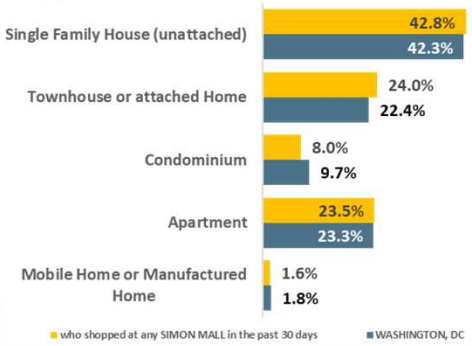


16.5% or 490,163 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 3.6% less likely to own their home, 2.% more likely to own a lower valued home, 1.1% more likely to have a single-family home, 20.4% more likely to have a dog.

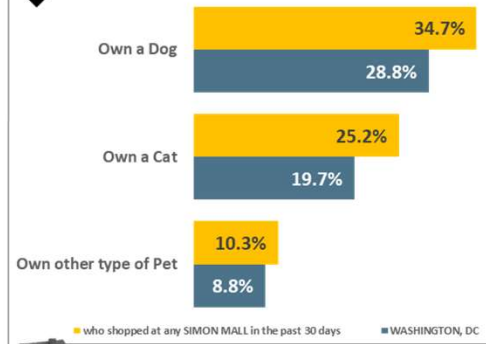
Own/Rent/Other: Adults 25 - 54



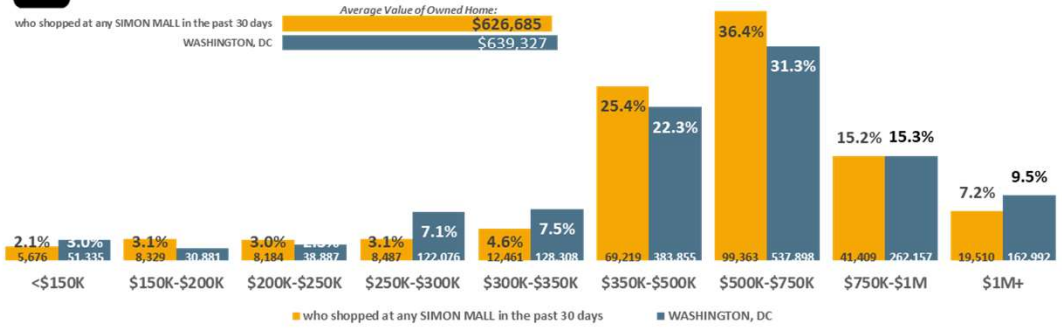
Type of Home: Adults 25 - 54



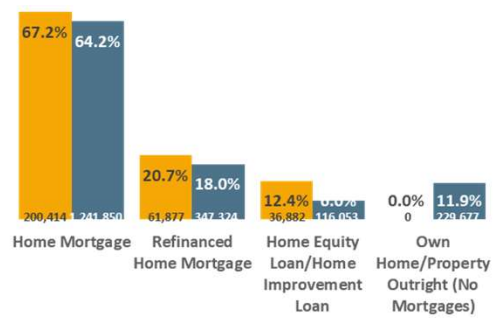
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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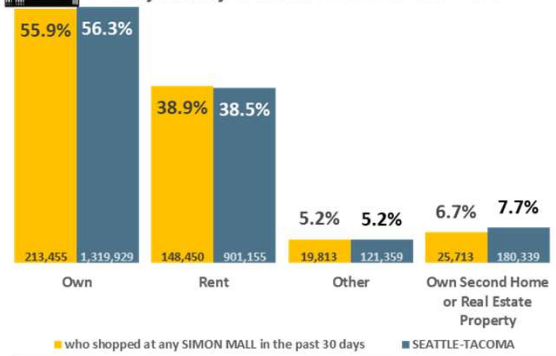
Malls shopped/visited past 30 days: Any Simon Mall

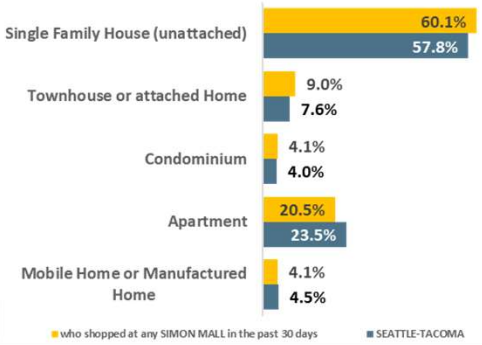


16.3% or 381,718 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are .8% less likely to own their home, 1.5% more likely to own a lower valued home, 4.% more likely to have a single-family home, 25.% more likely to have a dog.

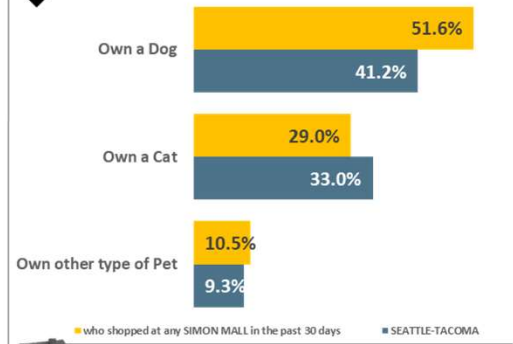
Own/Rent/Other: Adults 25 - 54



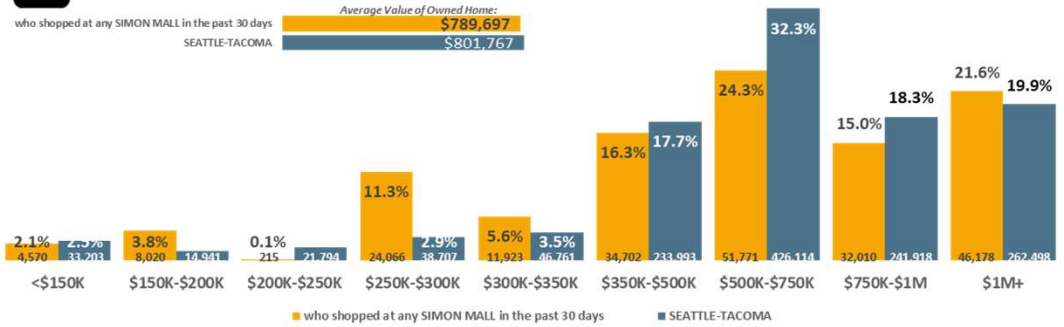
Type of Home: Adults 25 - 54



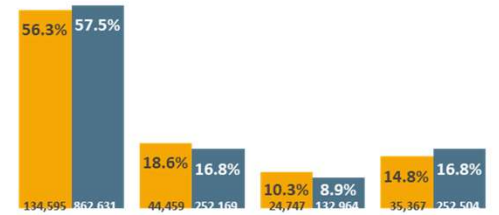
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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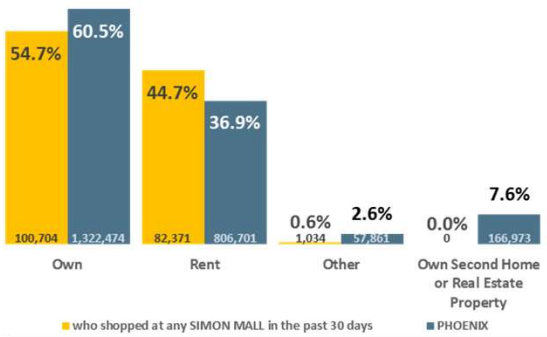
Malls shopped/visited past 30 days: Any Simon Mall

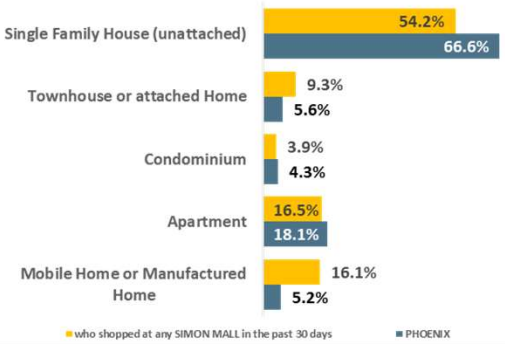


8.4% or 184,109 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 9.5% less likely to own their home, 37.4% more likely to own a lower valued home, 18.6% less likely to have a single-family home, 4.1% more likely to have a dog.

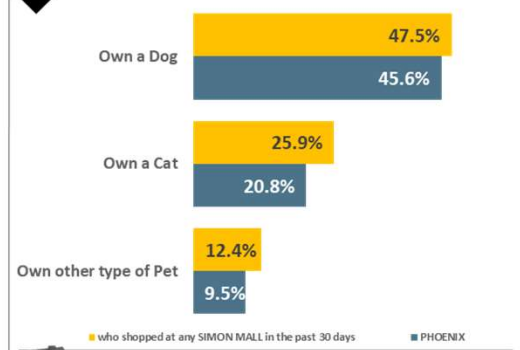
Own/Rent/Other: Adults 25 - 54



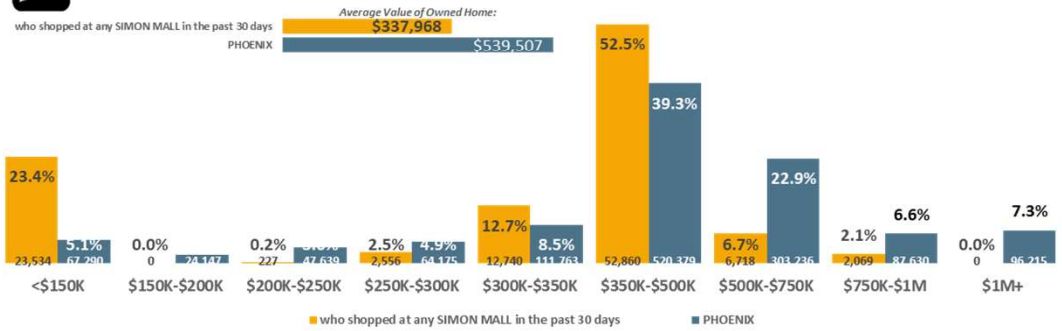
Type of Home: Adults 25 - 54



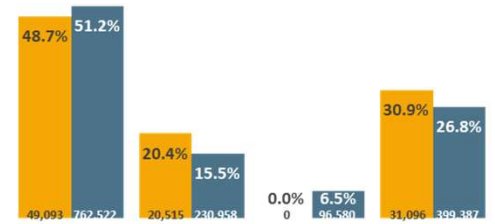
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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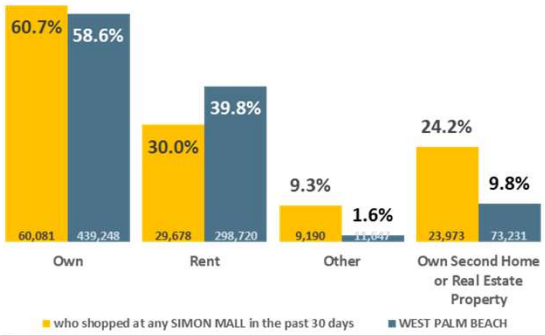
Malls shopped/visited past 30 days: Any Simon Mall

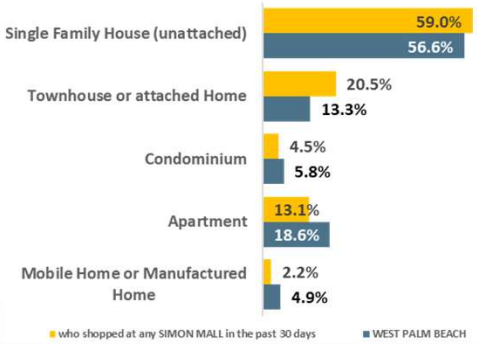


13.2% or 98,949 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 3.6% more likely to own their home, 15.5% more likely to own a higher valued home, 4.2% more likely to have a single-family home, 21.3% more likely to have a dog.

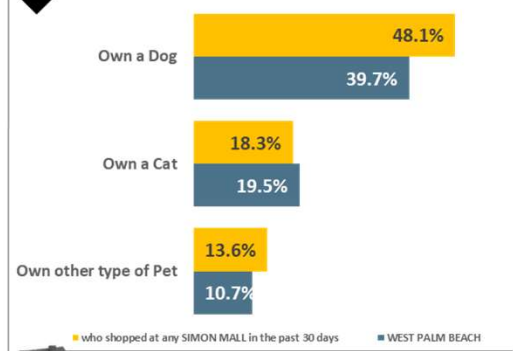
Own/Rent/Other: Adults 25 - 54



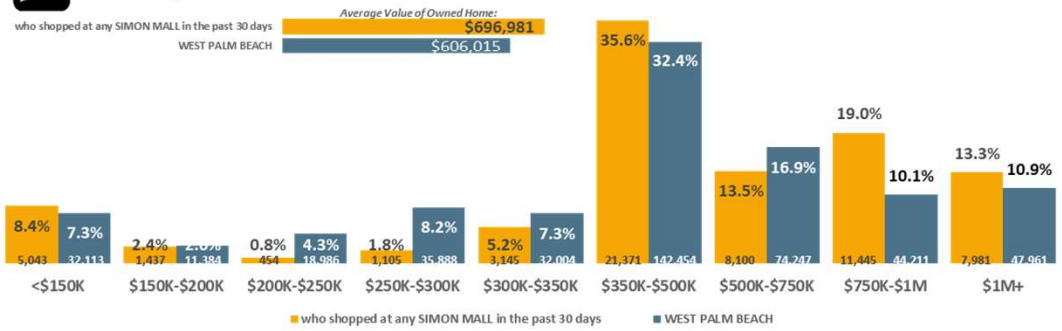
Type of Home: Adults 25 - 54



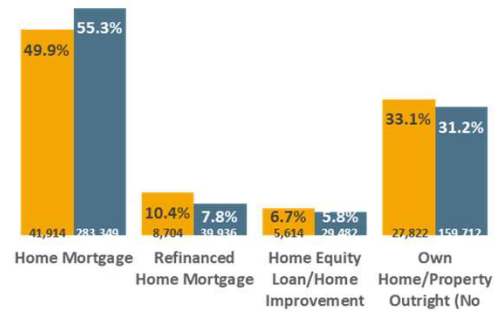
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319

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Malls shopped/visited past 30 days: Any Simon Mall

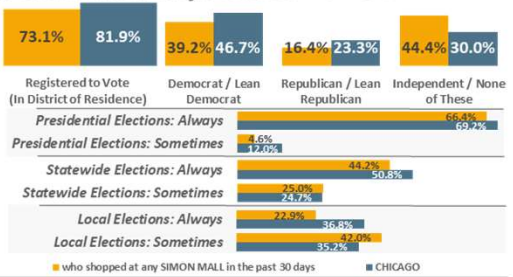


13.6% or 519,878 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 7.5% less likely to look up D-I-Y advice online, 38.% less likely to always vote in local elections, 3.2% more likely to belong to a gym, 7.4% more likely to fly domestic past yr.

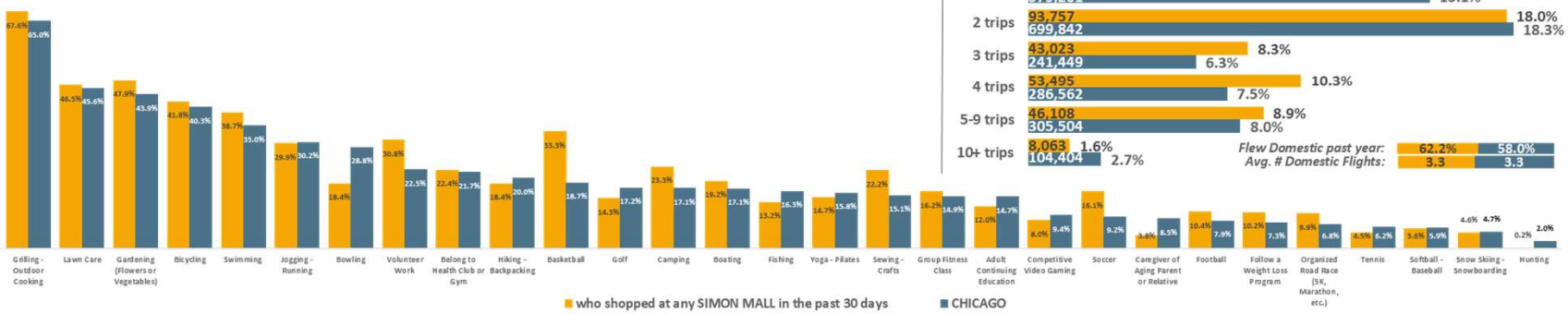
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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 460

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Malls shopped/visited past 30 days: Any Simon Mall

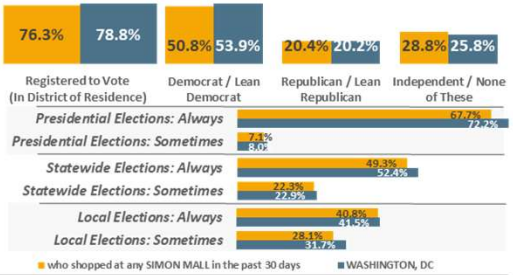


16.5% or 490,163 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30... Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are .2% less likely to look up D-I-Y advice online, 1.7% less likely to always vote in local elections, 5.9% less likely to belong to a gym, 13.2% more likely to fly domestic past yr.

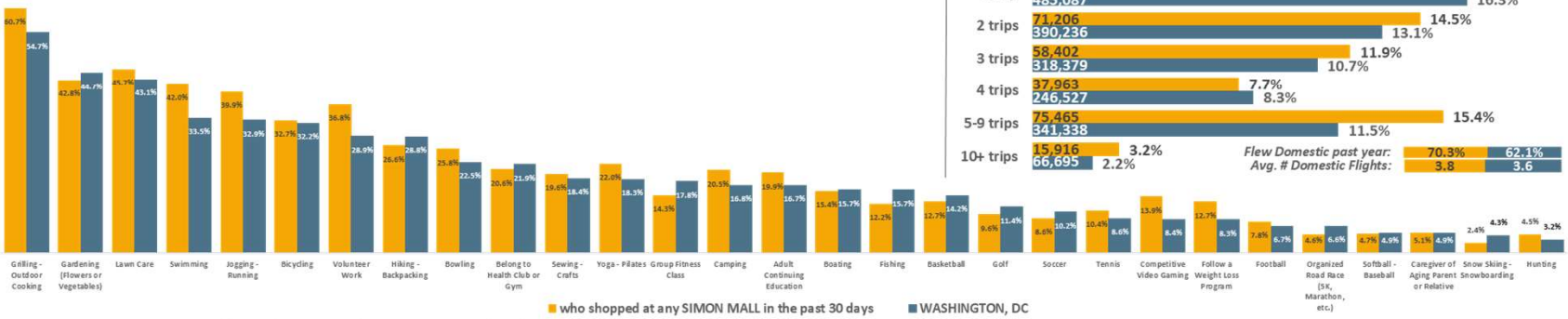
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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Malls shopped/visited past 30 days: Any Simon Mall

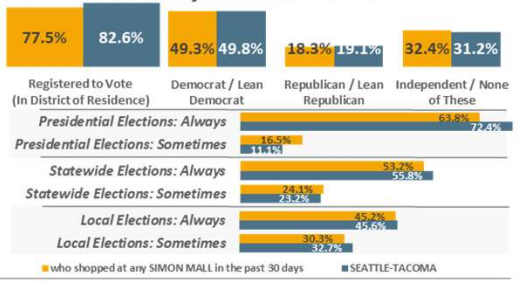


16.3% or 381,718 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30... Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 6.9% more likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 11.7% more likely to belong to a gym, 9.5% more likely to fly domestic past yr.

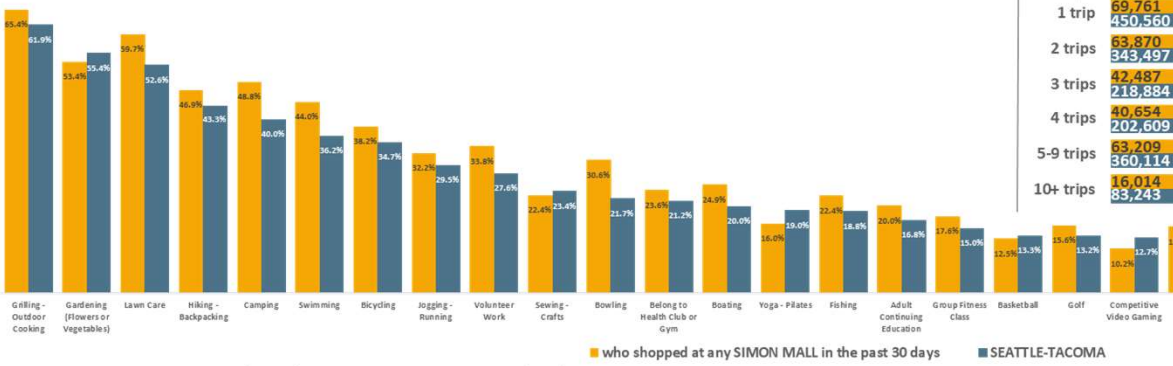
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



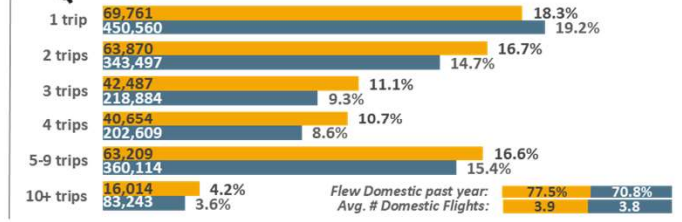
Political Activity: Adults 25 - 54



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 569

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Malls shopped/visited past 30 days: Any Simon Mall

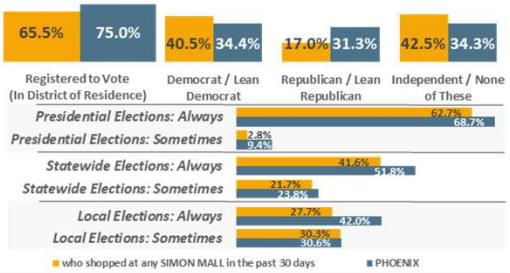


8.4% or 184,109 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 10.3% more likely to look up D-I-Y advice online, 34.1% less likely to always vote in local elections, .6% less likely to belong to a gym, 14.1% less likely to fly domestic past yr.

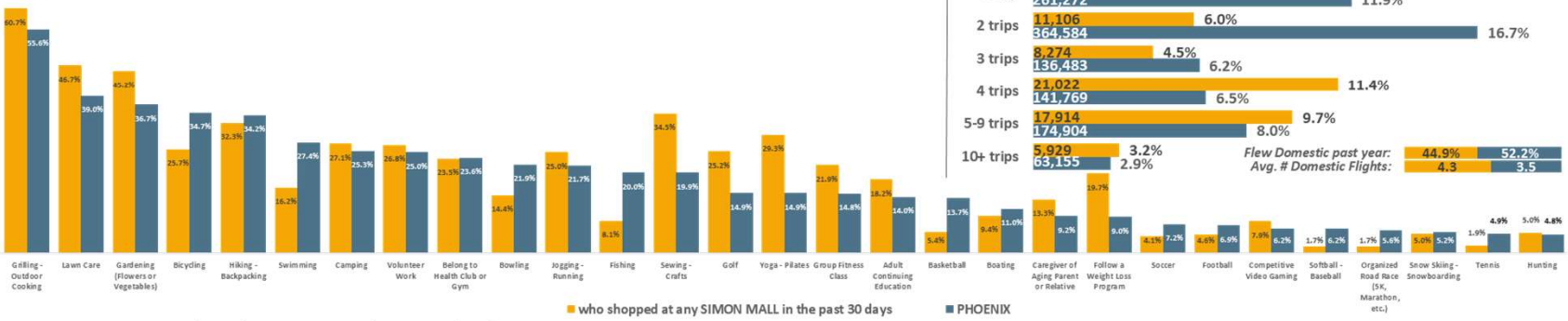
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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 146

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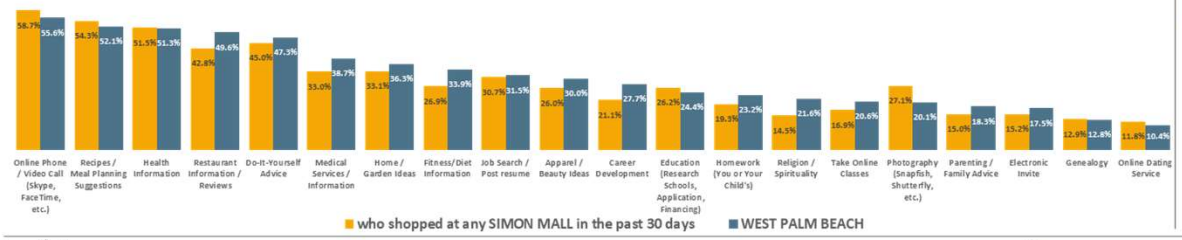
Malls shopped/visited past 30 days: Any Simon Mall

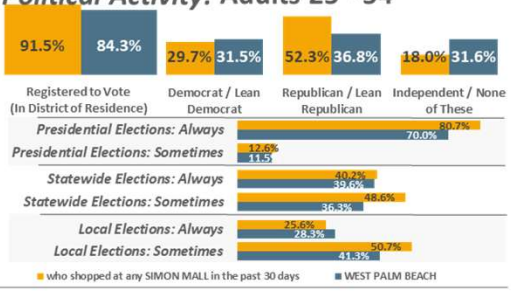


13.2% or 98,949 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30... Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 4.9% less likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 52.4% more likely to belong to a gym, 9.9% more likely to fly domestic past yr.

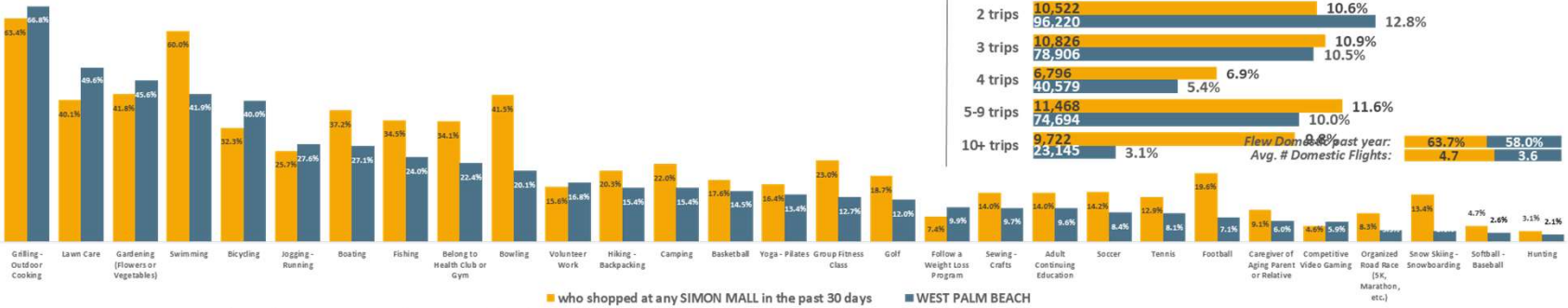
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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 319

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Malls shopped/visited past 30 days: Any Simon Mall



13.6% or 519,878 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 2.6% more likely to use QSRs past mo., 4.4% more likely to use Sit-Down Restaurants past mo., 29.9% less likely to use Casinos past yr., 65.2% 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.)

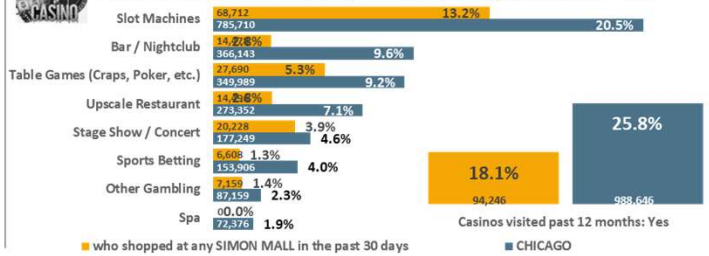


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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Malls shopped/visited past 30 days: Any Simon Mall



16.5% or 490,163 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 7.6% more likely to use QSRs past mo., 17.1% more likely to use Sit-Down Restaurants past mo., 42.5% more likely to use Casinos past yr., 58.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



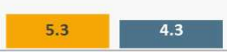
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



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.)

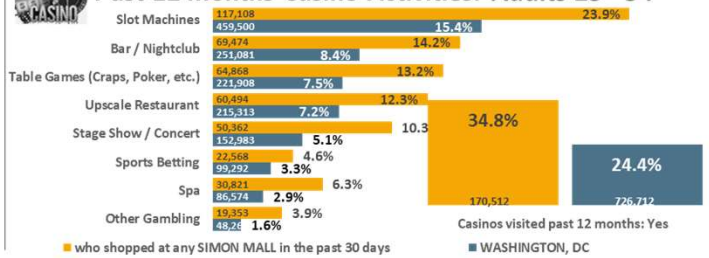


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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Malls shopped/visited past 30 days: Any Simon Mall



16.3% or 381,718 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are .8% more likely to use QSRs past mo., 1.7% more likely to use Sit-Down Restaurants past mo., 31.6% more likely to use Casinos past yr., 31.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 86.9% 331,610 | 86.1% 2,017,841

Avg. Monthly QSR Meals: 6.4 | 5.7

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



Total Monthly Sit-Down Restaurant Users: 75.6% 288,628 | 74.4% 1,742,043

Avg. Monthly Sit-Down Restaurant Meals: 3.6 | 3.7

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

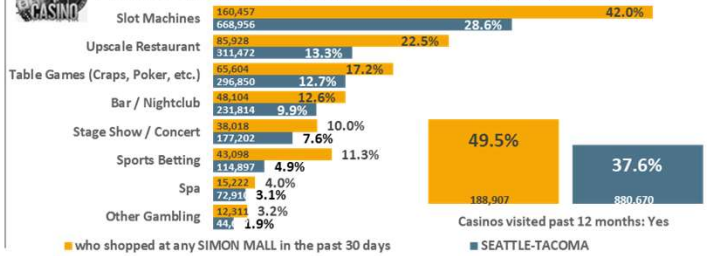
who shopped at any SIMON MALL in the past 30 days	67,052	17.6%
SEATTLE-TACOMA	493,052	21.0%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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Malls shopped/visited past 30 days: Any Simon Mall



8.4% or 184,109 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 4.8% more likely to use QSRs past mo., 18.3% more likely to use Sit-Down Restaurants past mo., 36.1% more likely to use Casinos past yr., 64.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:

98.2% 180,708

93.7% 2,048,308

Avg. Monthly QSR Meals:

10.0

7.8

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



Total Monthly Sit-Down Restaurant Users:

93.5% 172,187

79.1% 1,728,947

Avg. Monthly Sit-Down Restaurant Meals:

5.5

4.4

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 30 days 62,884 34.2%

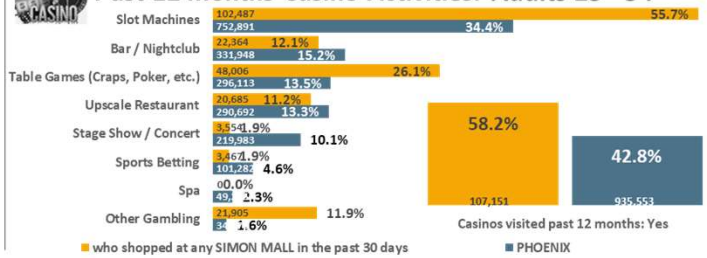
PHOENIX 413,920 18.9%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





58.2% 107,151

42.8% 935,553

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 25 - 54



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Malls shopped/visited past 30 days: Any Simon Mall



13.2% or 98,949 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 3.9% less likely to use QSRs past mo., 16.8% more likely to use Sit-Down Restaurants past mo., 45.1% more likely to use Casinos past yr., 88.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 87.0% 86,039 | 90.5% 678,369

Avg. Monthly QSR Meals: 9.9 | 7.6

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



Total Monthly Sit-Down Restaurant Users: 95.8% 94,769 | 82.0% 614,860

Avg. Monthly Sit-Down Restaurant Meals: 6.9 | 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 30 days 41,000 41.4%

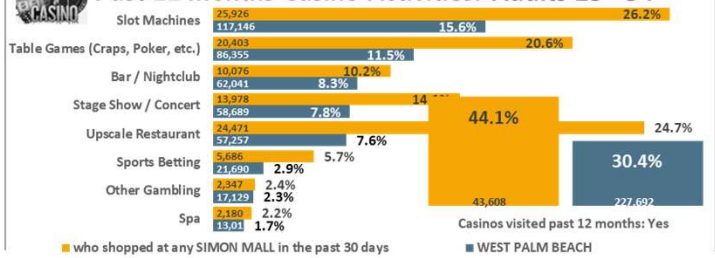
WEST PALM BEACH 188,154 25.1%

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 319

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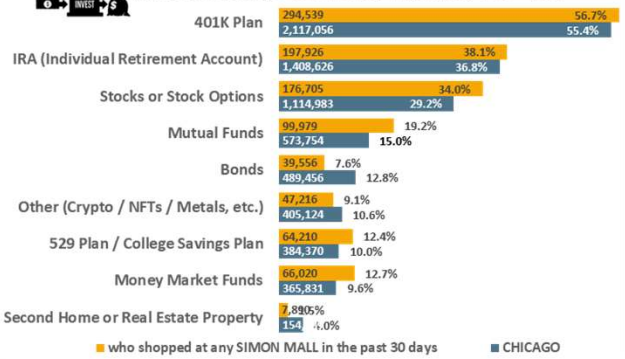
Malls shopped/visited past 30 days: Any Simon Mall

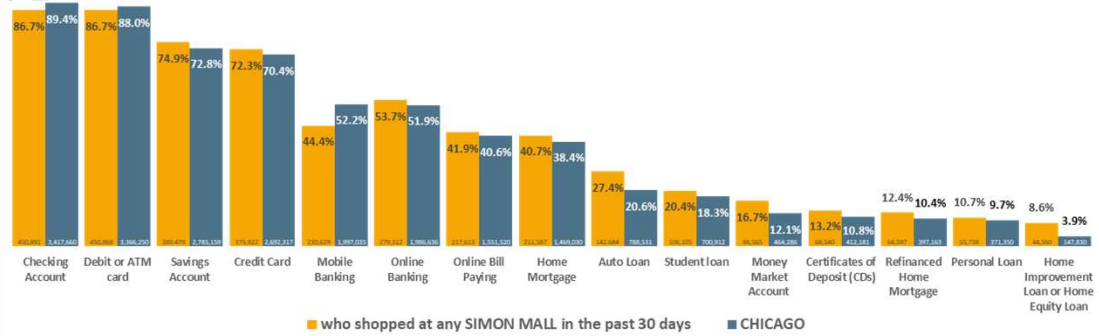


13.6% or 519,878 of CHICAGO DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 2.4% more likely to have a 401K, 33.1% more likely to have an Auto Loan, 23.5% less likely to Invest/Trade Stocks Online, 10.7% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



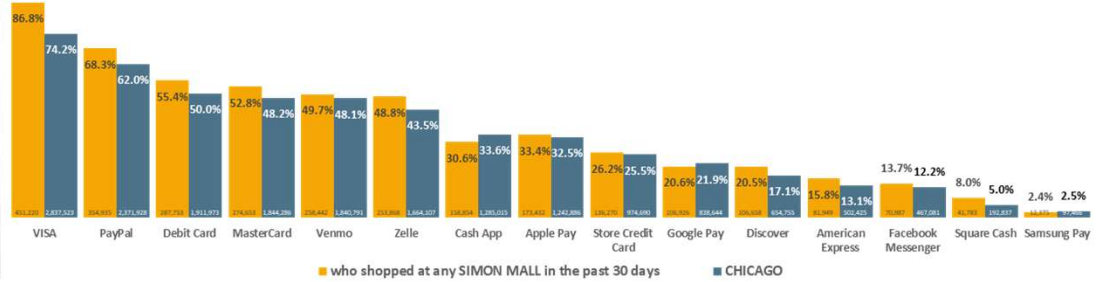
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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Malls shopped/visited past 30 days: Any Simon Mall

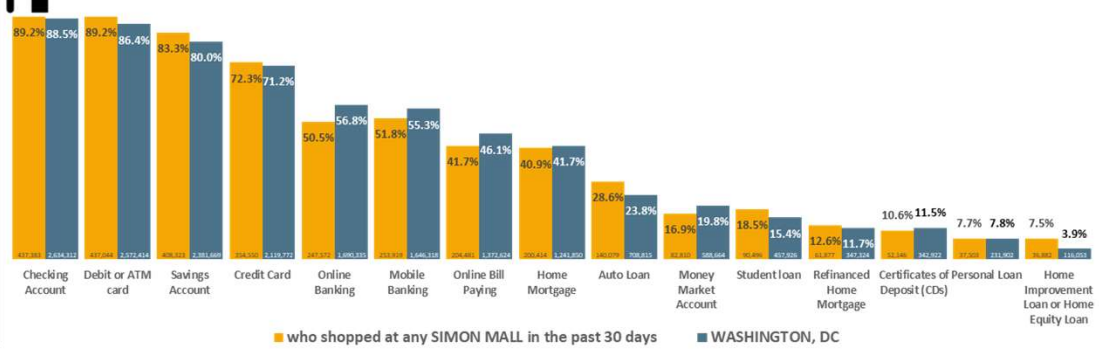


16.5% or 490,163 of WASHINGTON, DC DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30... Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 4.6% more likely to have a 401K, 20.% more likely to have an Auto Loan, 33.8% less likely to Invest/Trade Stocks Online, 19.4% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

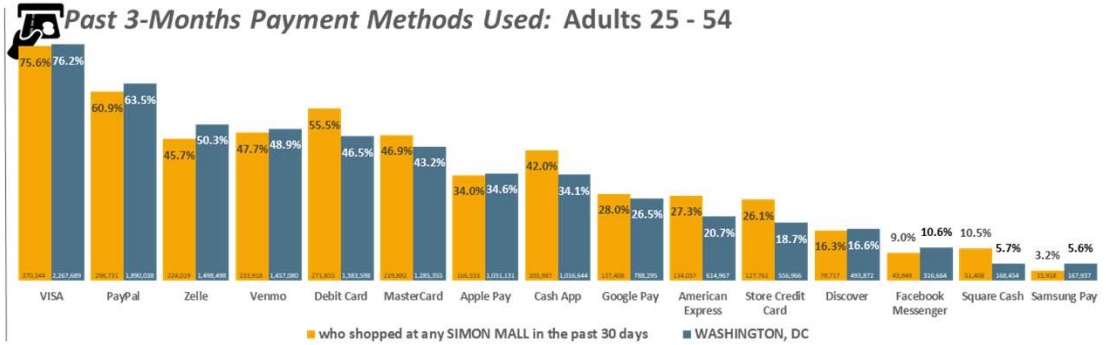


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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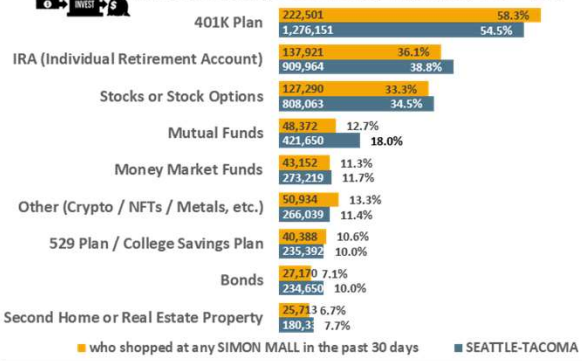
Malls shopped/visited past 30 days: Any Simon Mall

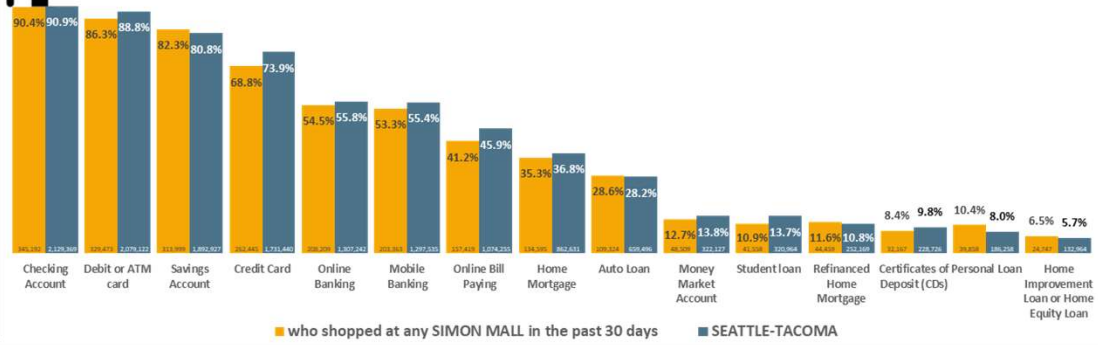


16.3% or 381,718 of SEATTLE-TACOMA DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30... Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 7.7% more likely to have a 401K, 1.7% more likely to have an Auto Loan, 3.1% less likely to Invest/Trade Stocks Online, 12.6% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



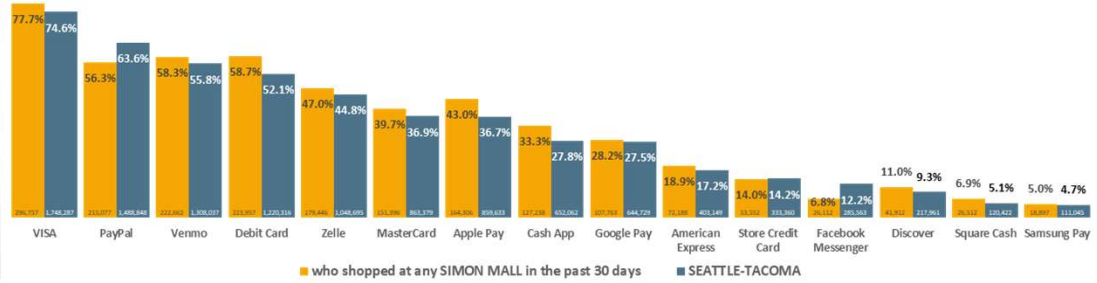
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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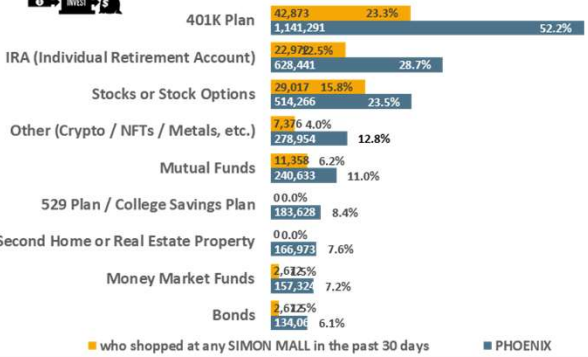
Malls shopped/visited past 30 days: Any Simon Mall

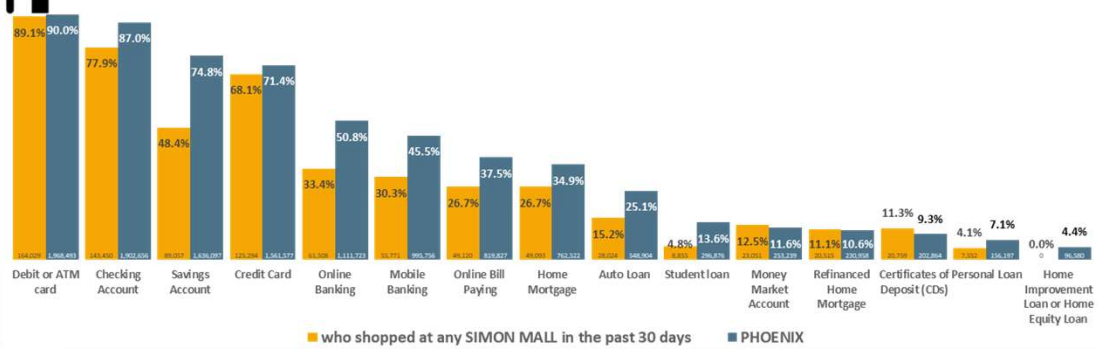


8.4% or 184,109 of PHOENIX DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30 days. Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 55.4% less likely to have a 401K, 39.4% less likely to have an Auto Loan, 72.6% less likely to Invest/Trade Stocks Online, 14.7% more likely to pay with their Debit Card.

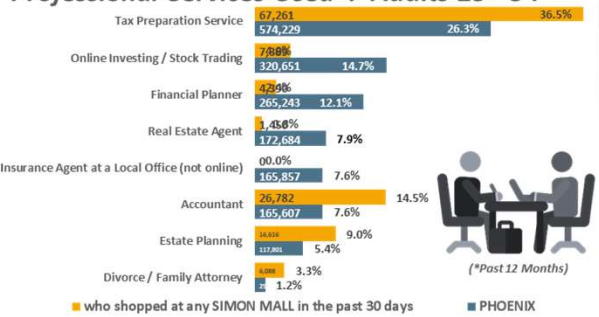
Investments Owned: Adults 25 - 54



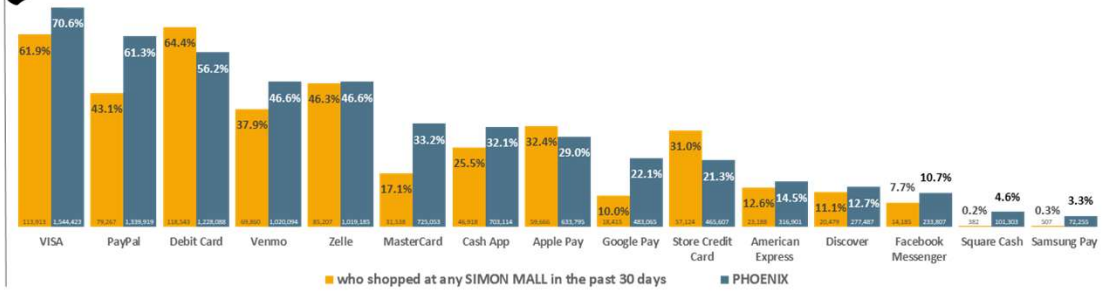
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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Malls shopped/visited past 30 days: Any Simon Mall

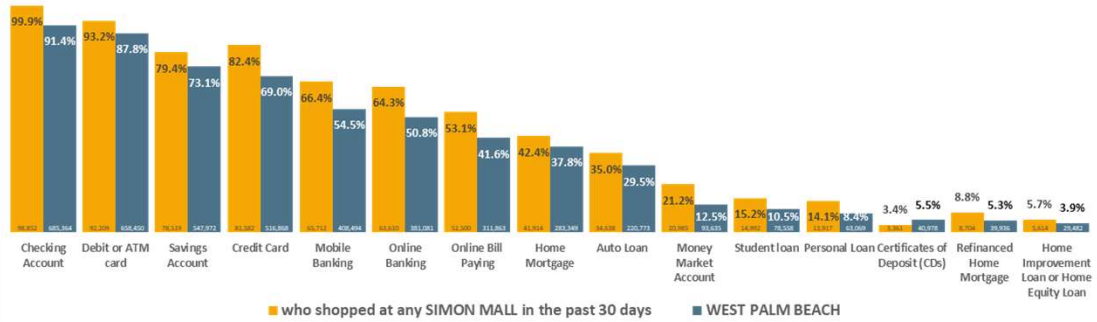


13.2% or 98,949 of WEST PALM BEACH DMA Adults 25 - 54 are shopped at any SIMON MALL in the past 30... Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days are 37.5% more likely to have a 401K, 18.9% more likely to have an Auto Loan, 33.6% more likely to Invest/Trade Stocks Online, 11.% more likely to pay with their Debit Card.

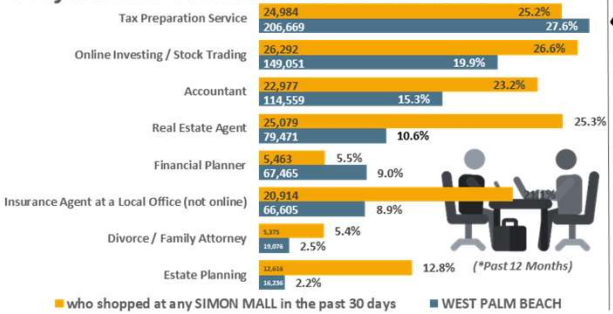
Investments Owned: Adults 25 - 54



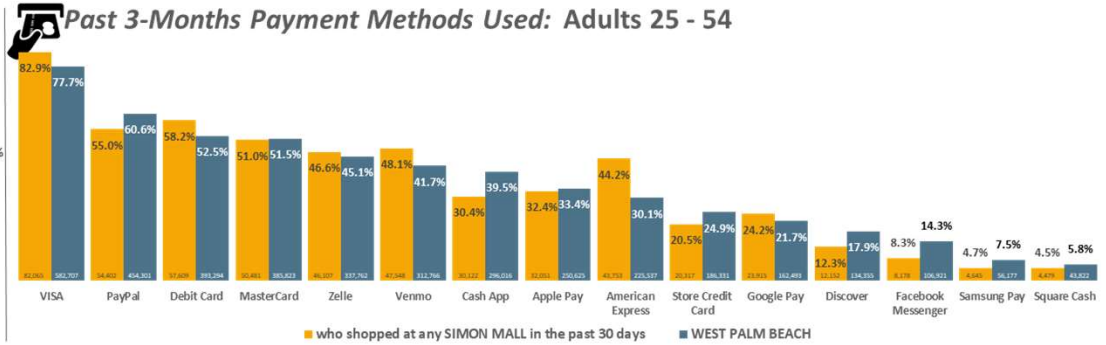
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



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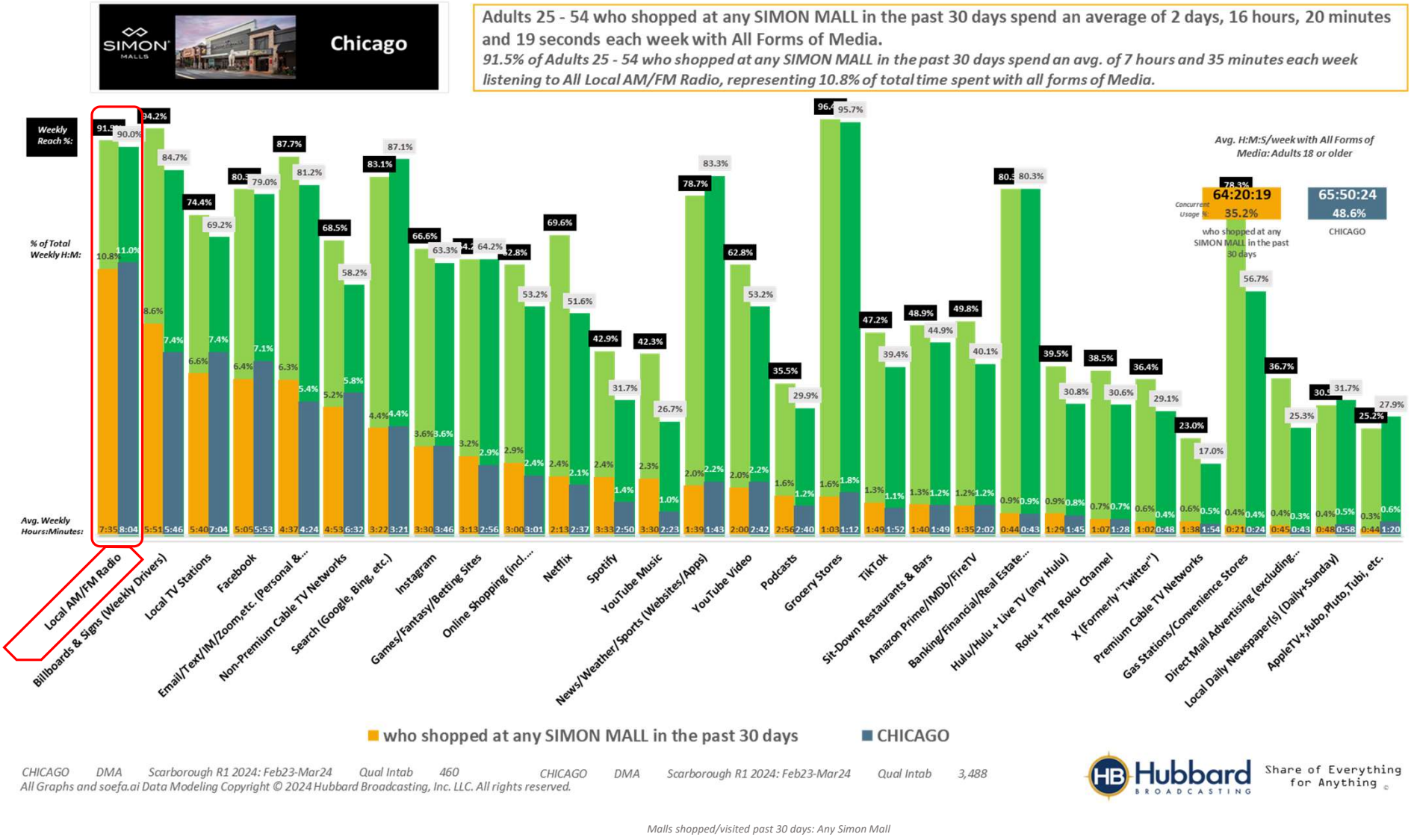
Malls shopped/visited past 30 days: Any Simon Mall



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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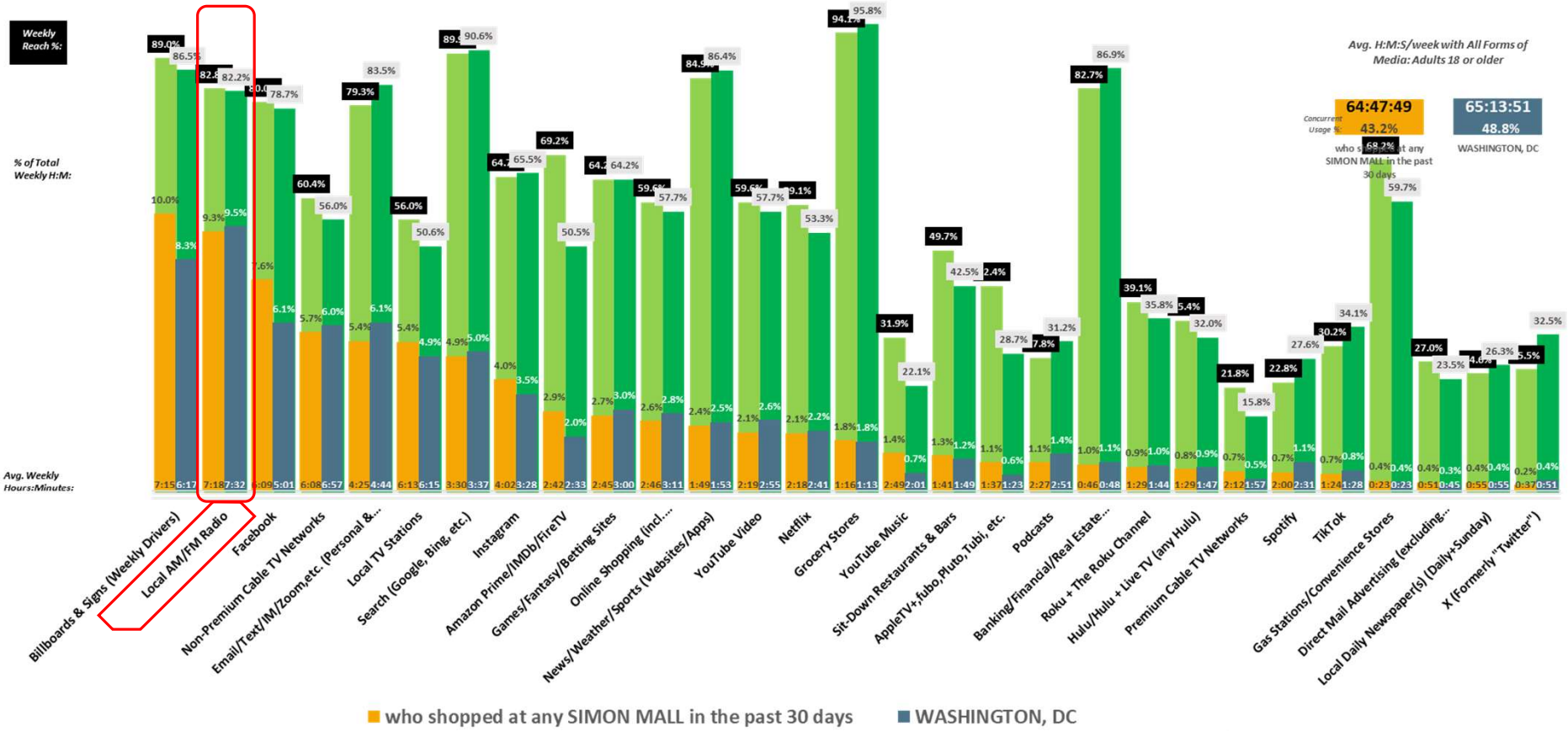
Malls shopped/visited past 30 days: Any Simon Mall



Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 2 days, 16 hours, 47 minutes and 49 seconds each week with All Forms of Media.

82.8% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days 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 782 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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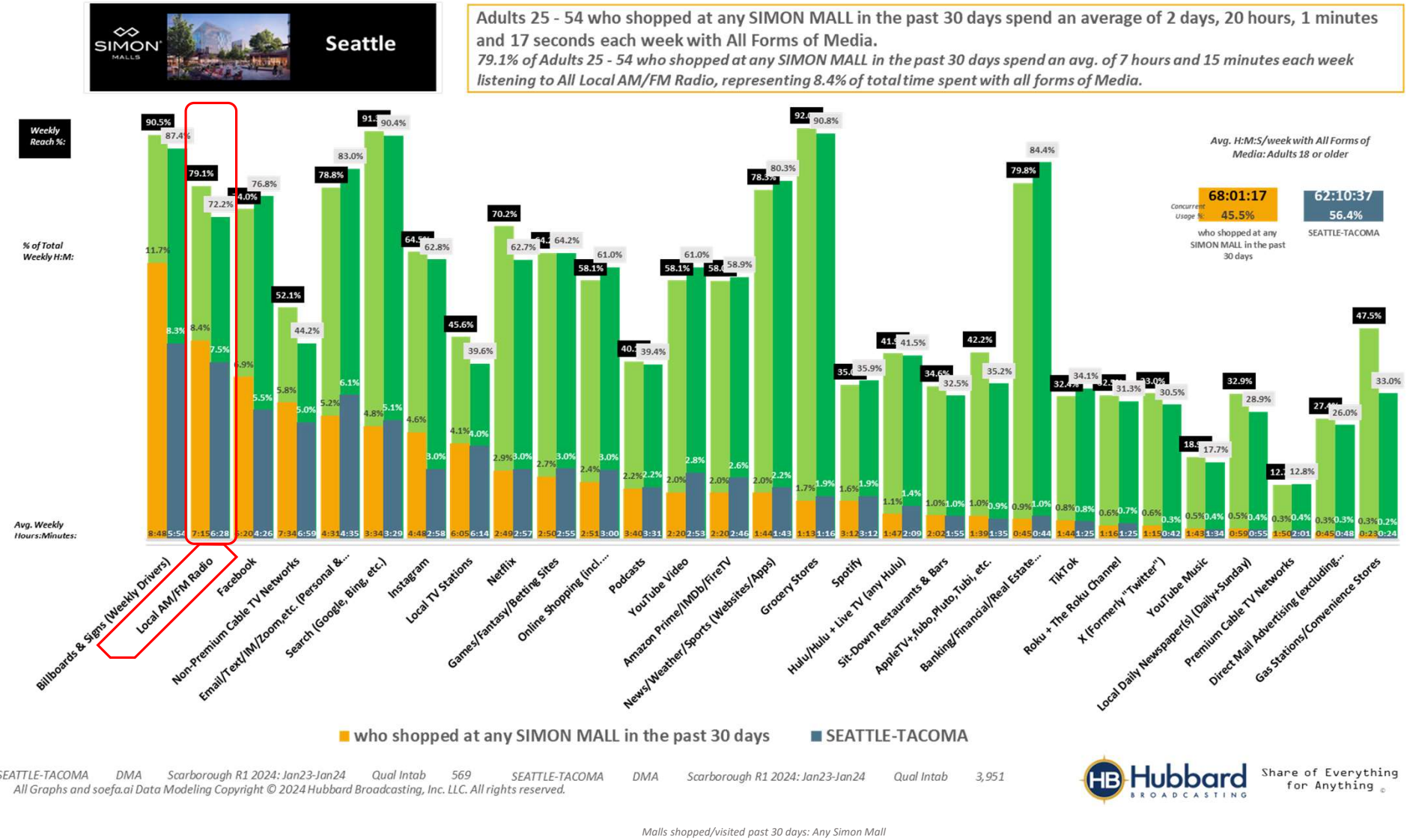
Malls shopped/visited past 30 days: Any Simon Mall



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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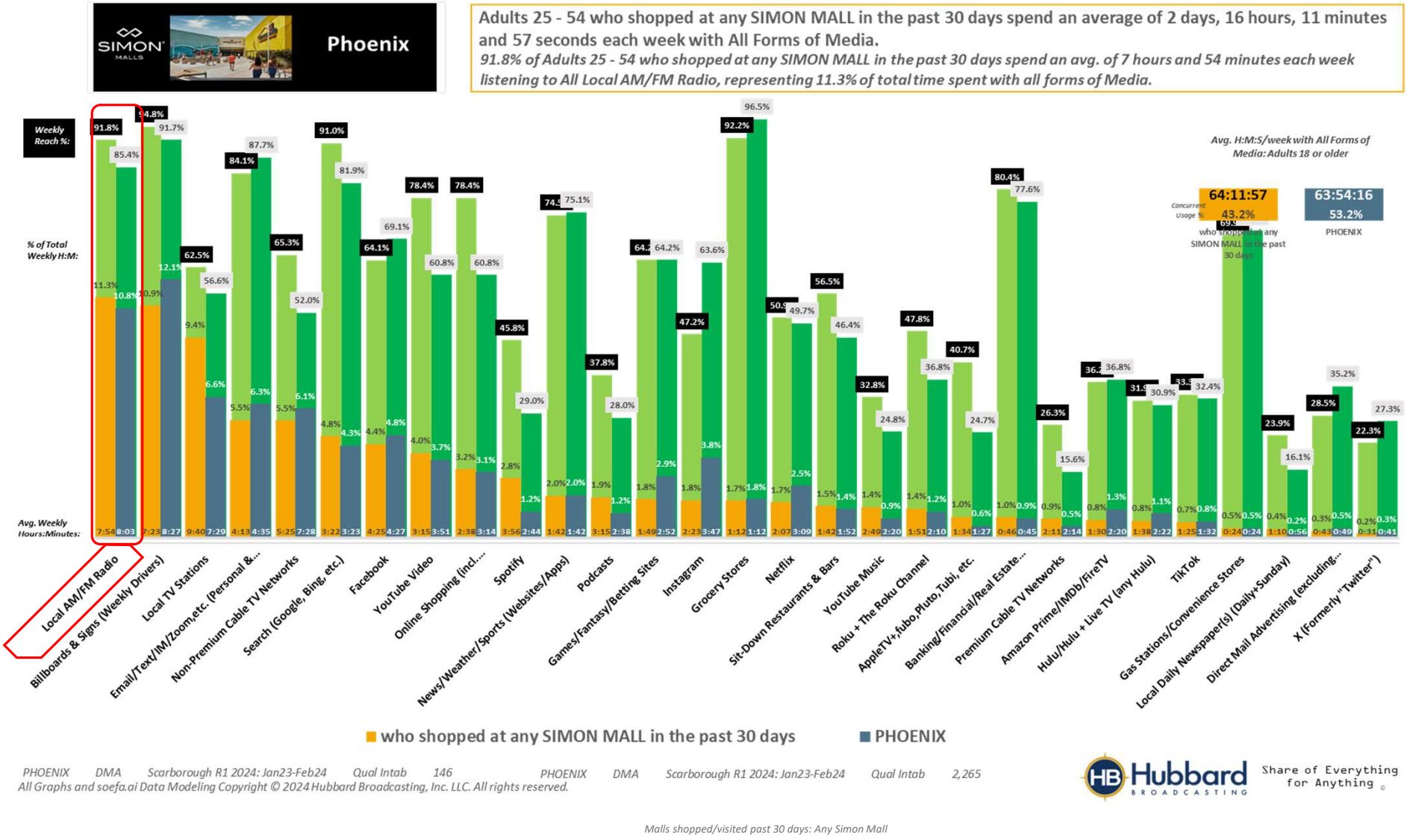
Malls shopped/visited past 30 days: Any Simon Mall



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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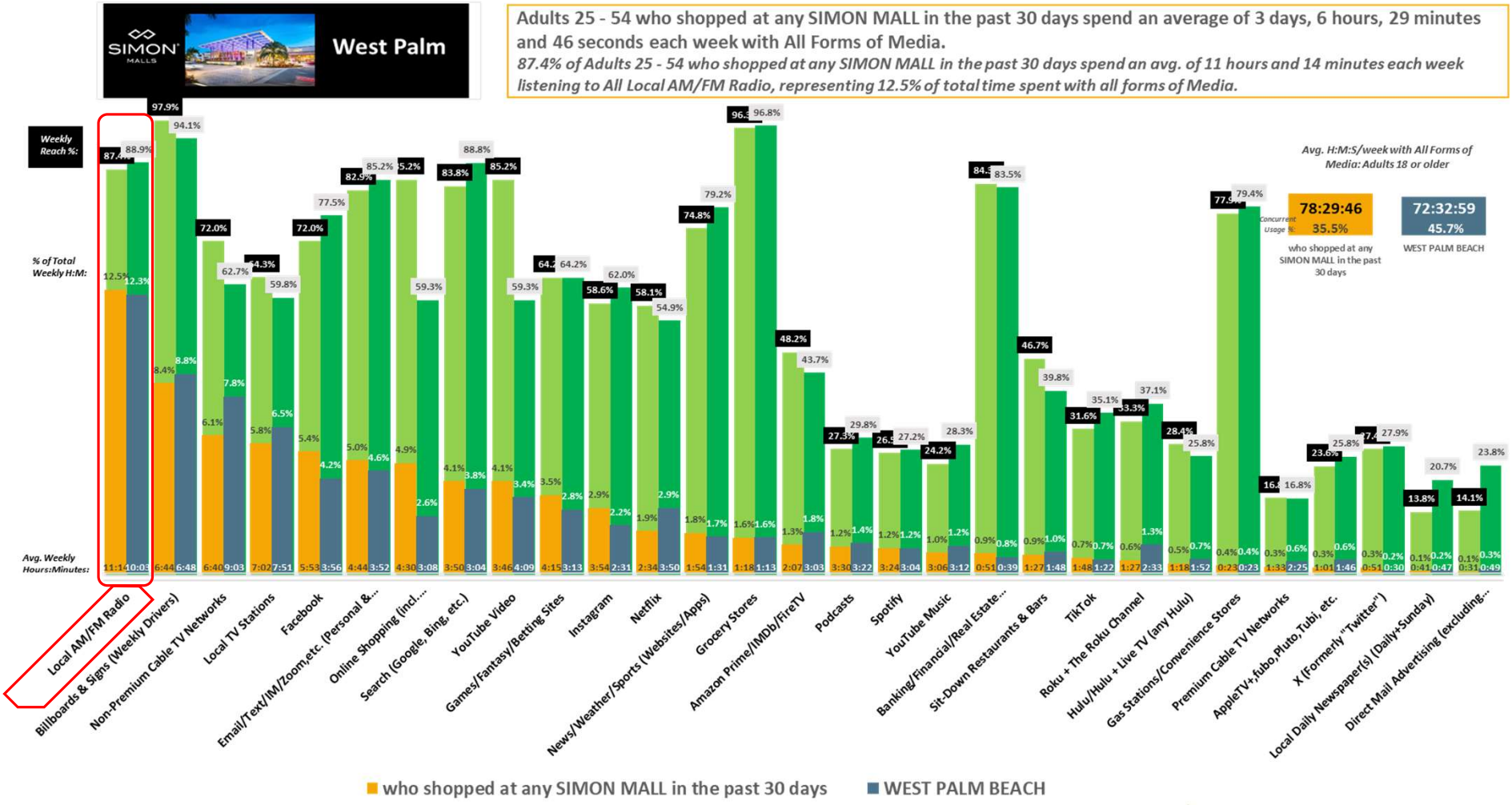
Malls shopped/visited past 30 days: Any Simon Mall



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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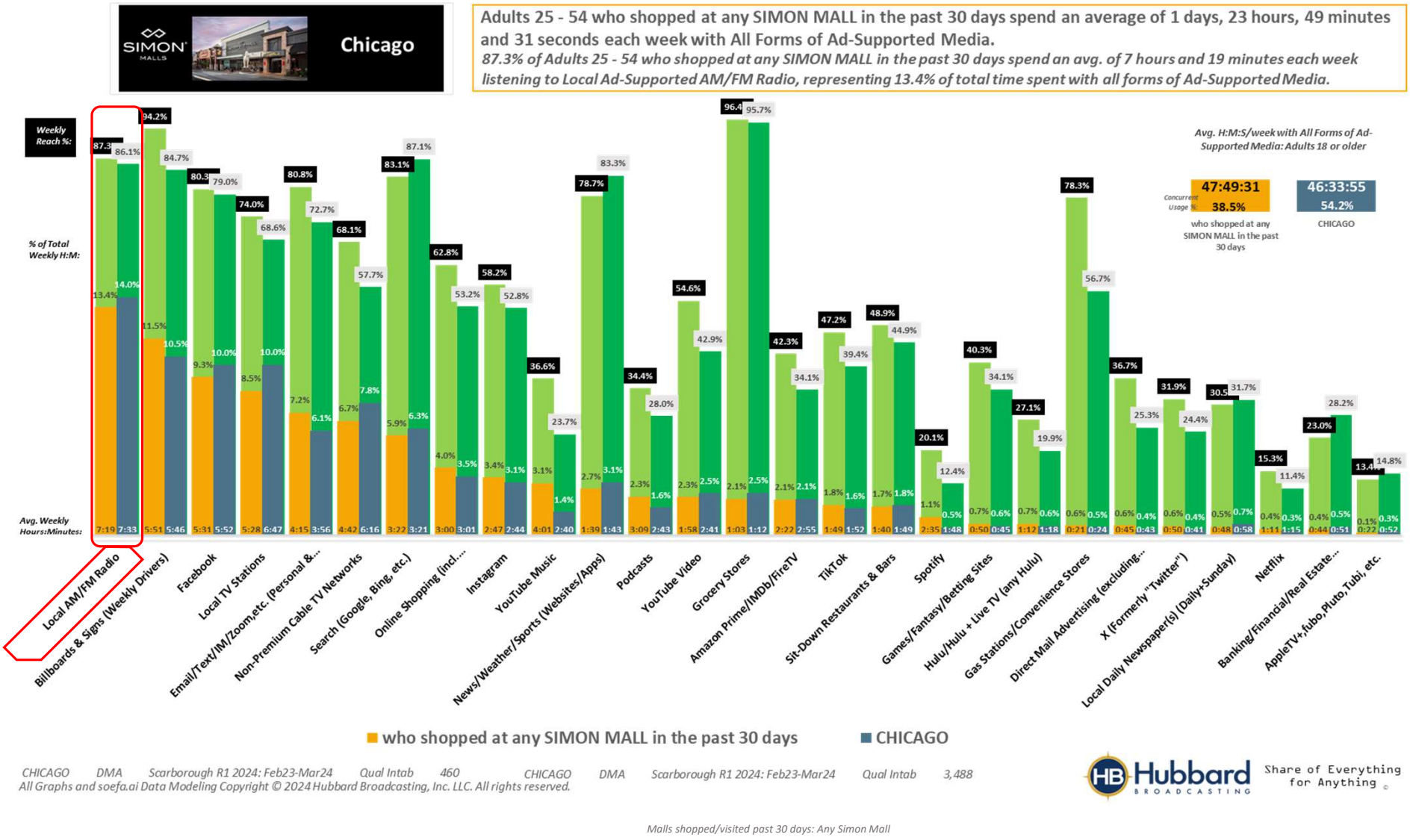
Malls shopped/visited past 30 days: Any Simon Mall



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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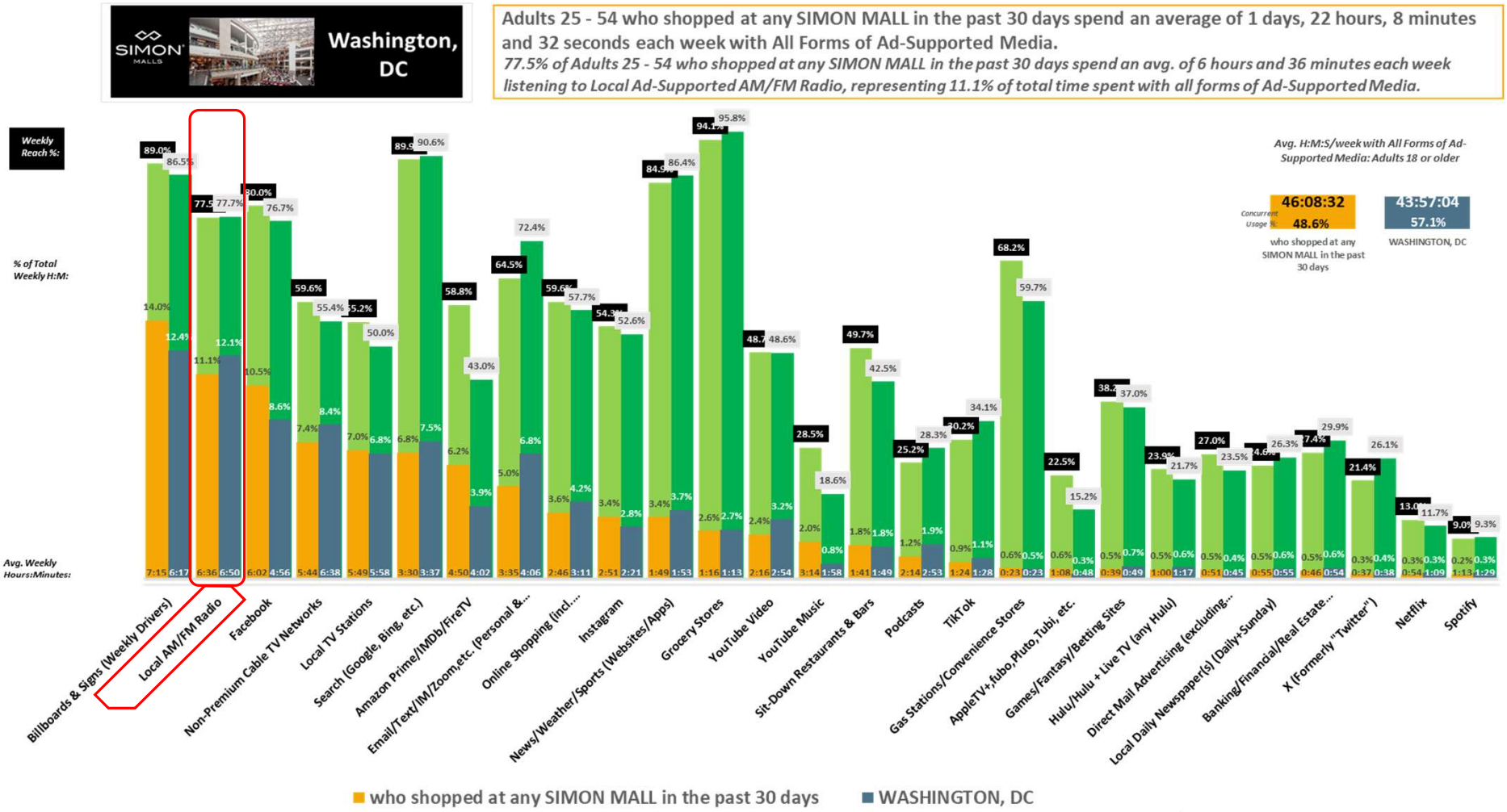
Malls shopped/visited past 30 days: Any Simon Mall



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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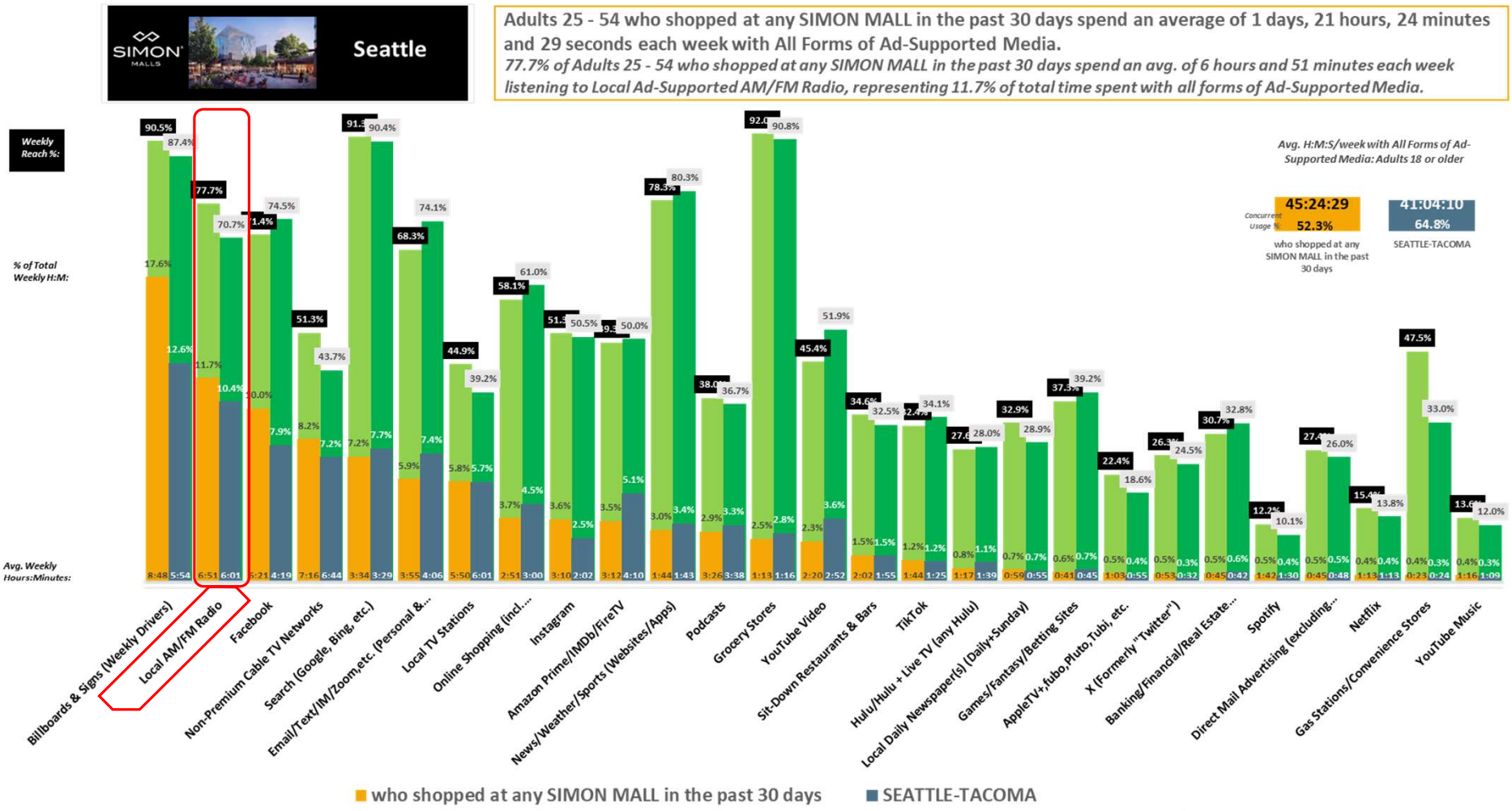
Malls shopped/visited past 30 days: Any Simon Mall



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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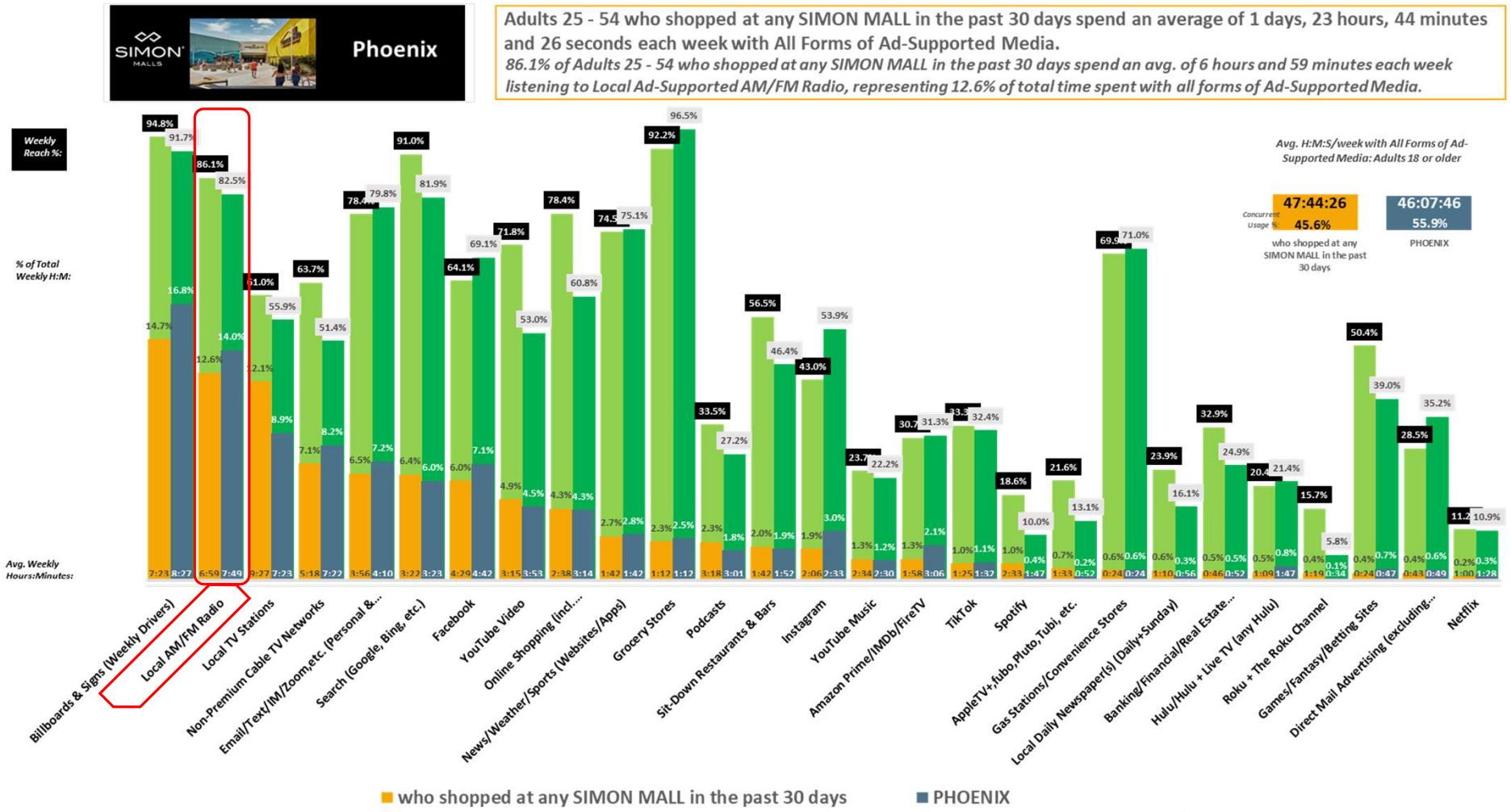
Malls shopped/visited past 30 days: Any Simon Mall



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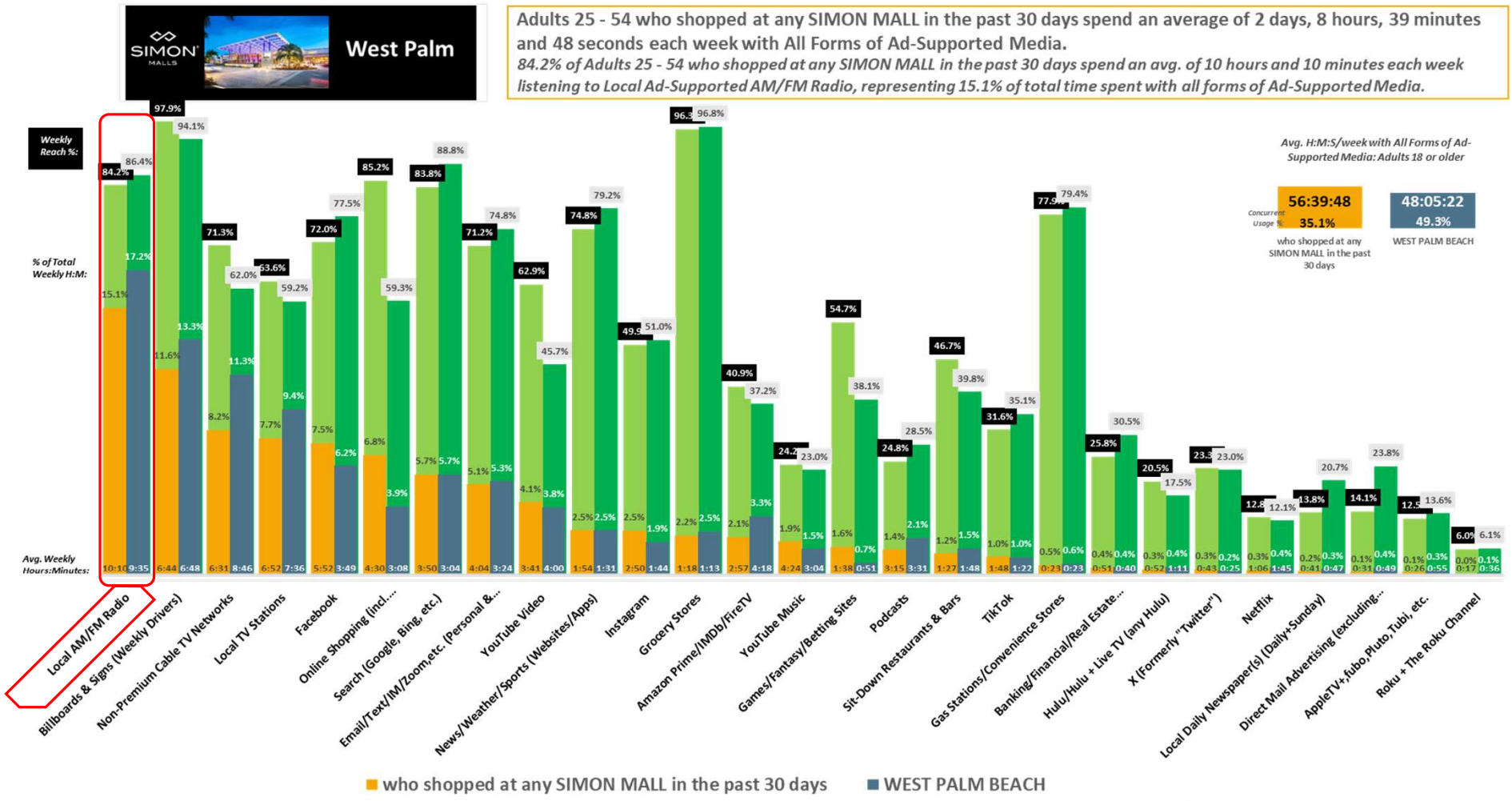
Malls shopped/visited past 30 days: Any Simon Mall



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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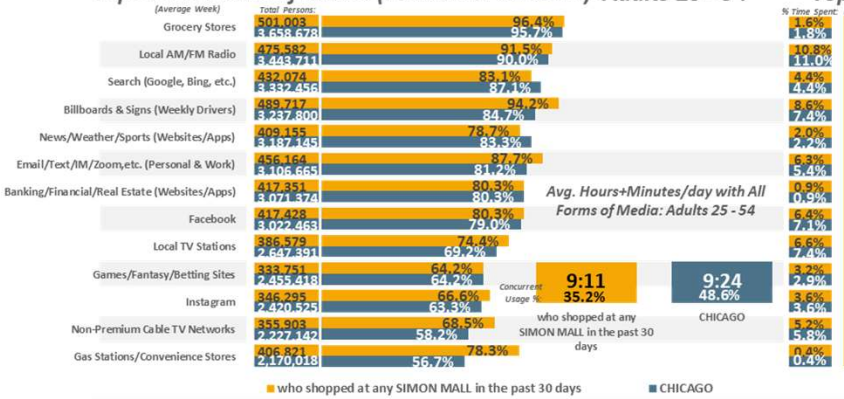
Malls shopped/visited past 30 days: Any Simon Mall

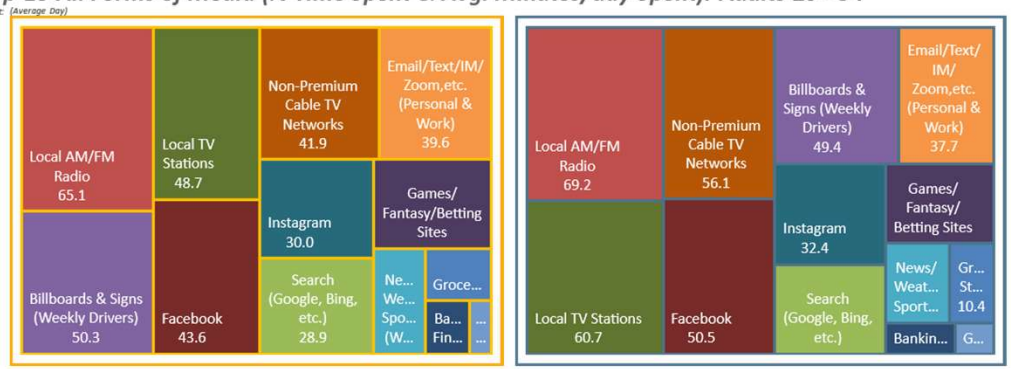


Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 87.3% listen to Local AM/FM Radio for an avg. of 62.7 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

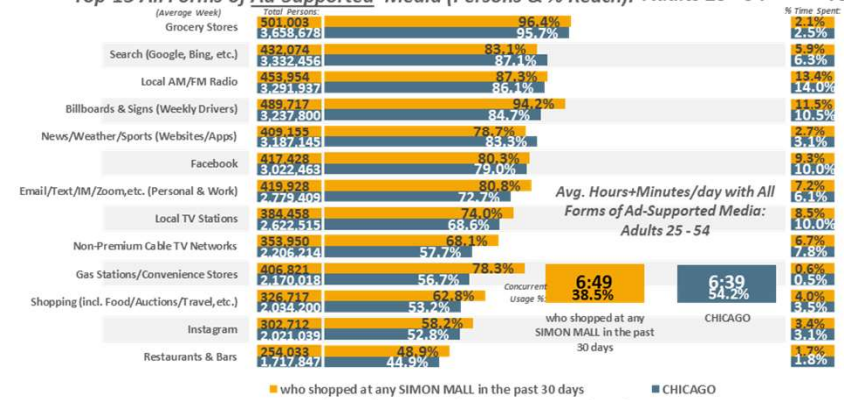
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



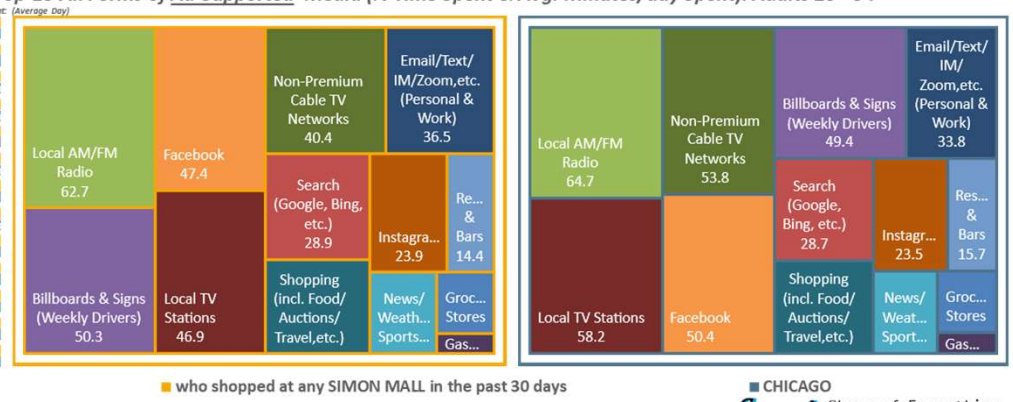
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 460

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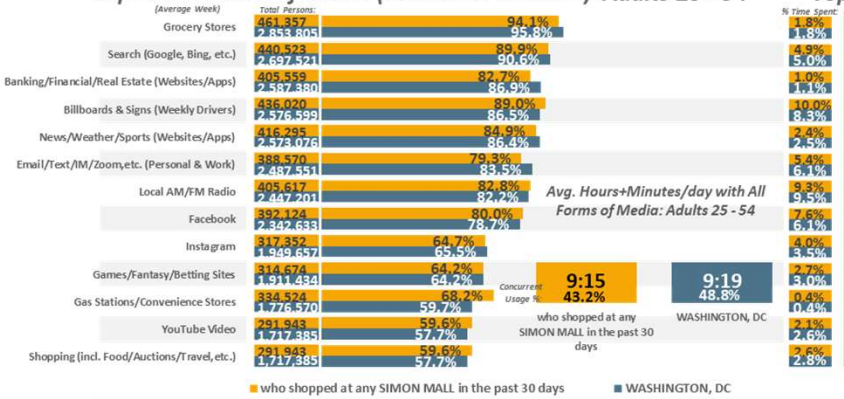
Malls shopped/visited past 30 days: Any Simon Mall

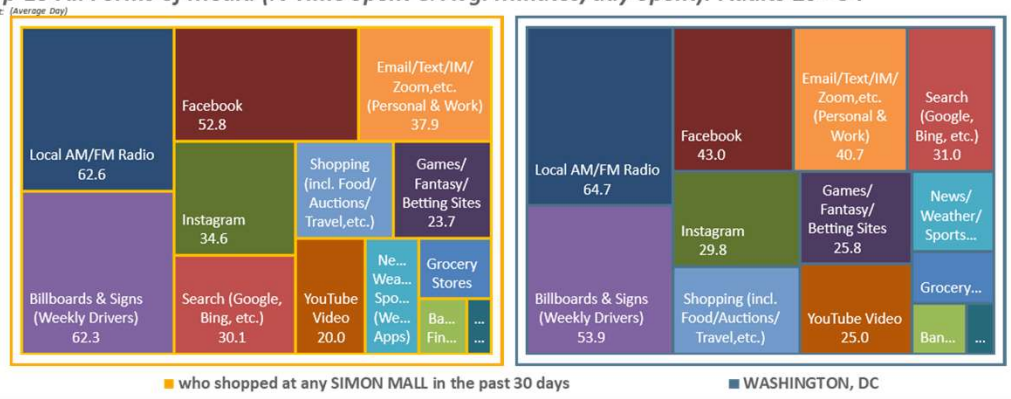


Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 6 hours and 35 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

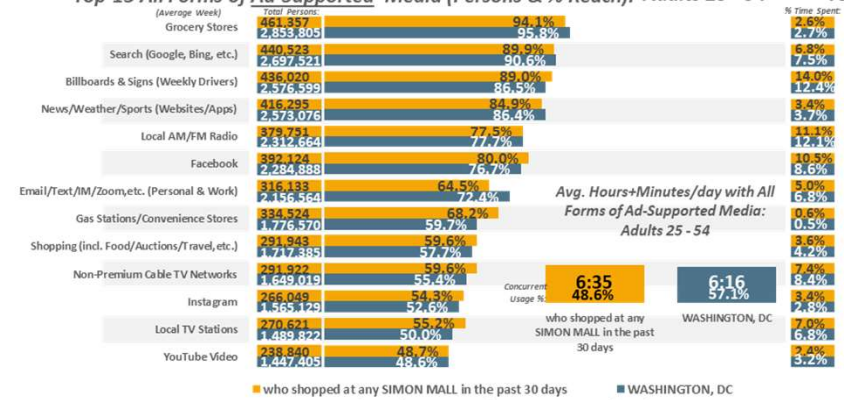
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



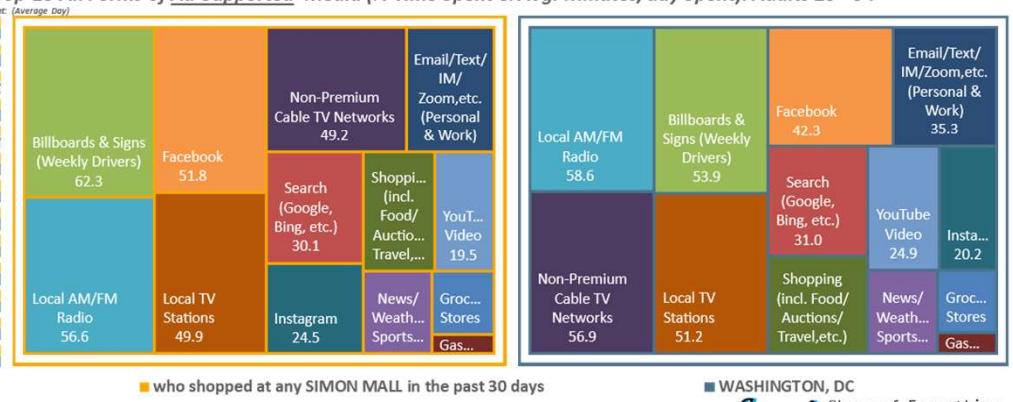
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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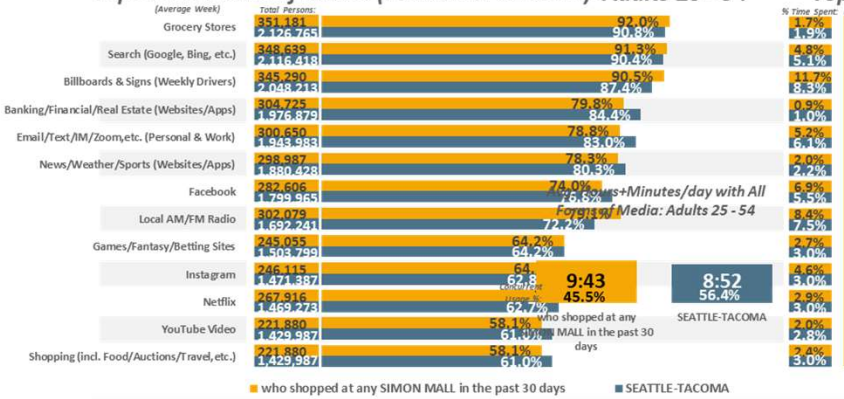
Malls shopped/visited past 30 days: Any Simon Mall

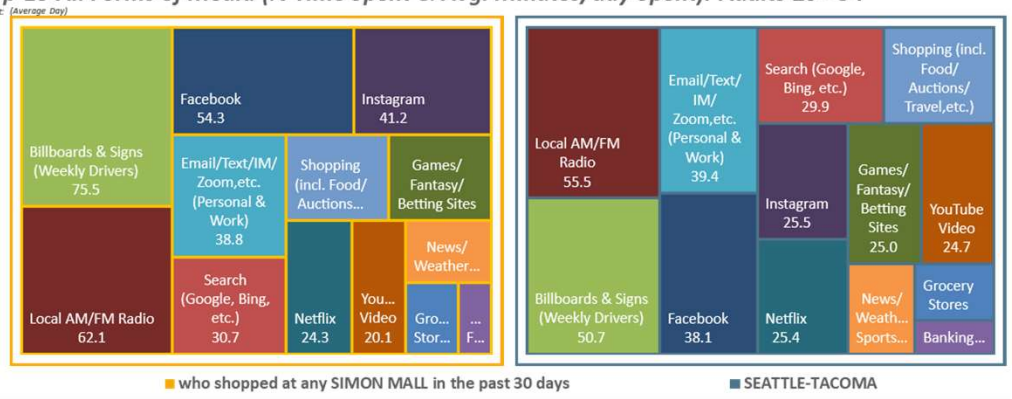


Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 6 hours and 29 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 58.8 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

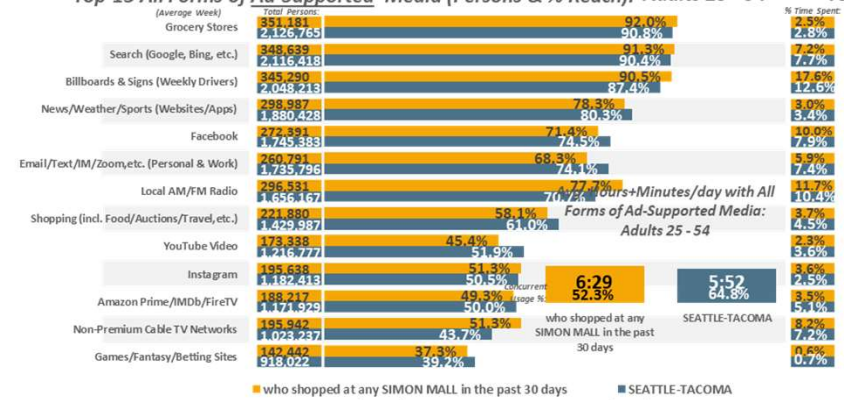
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



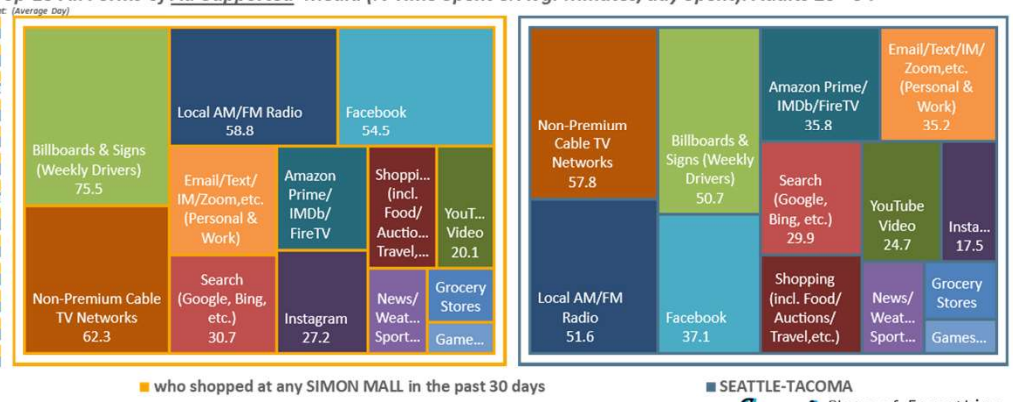
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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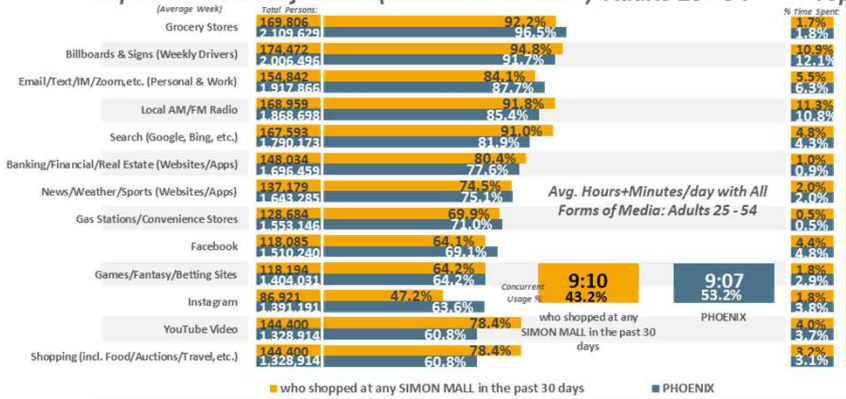
Malls shopped/visited past 30 days: Any Simon Mall

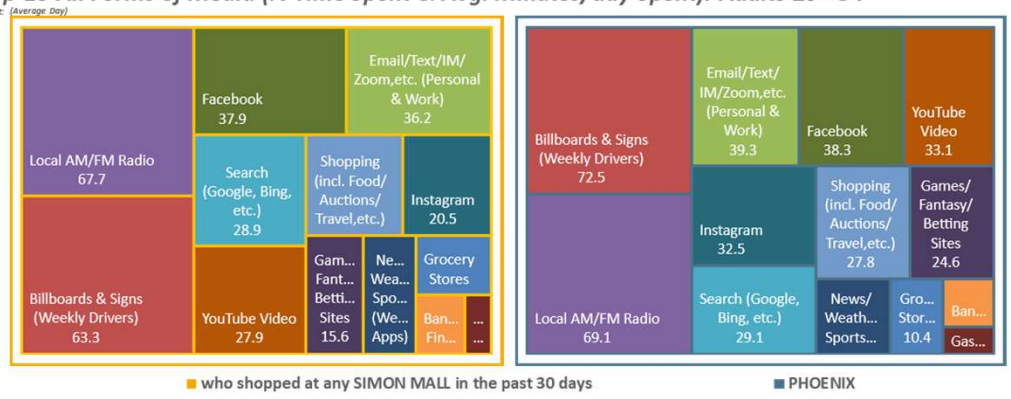


Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 59.9 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

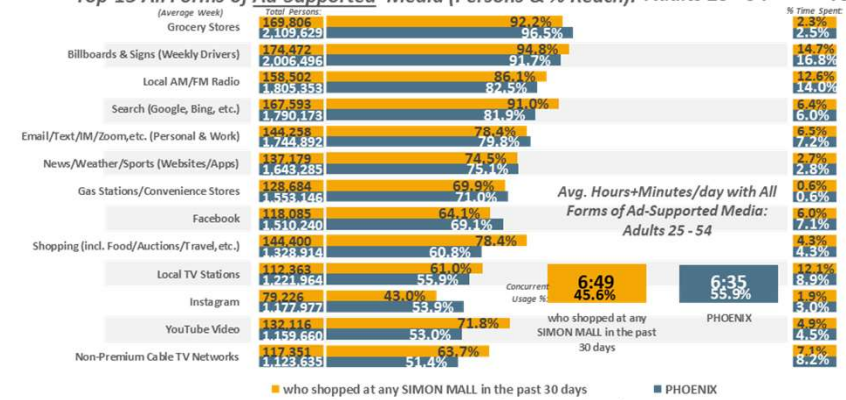
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



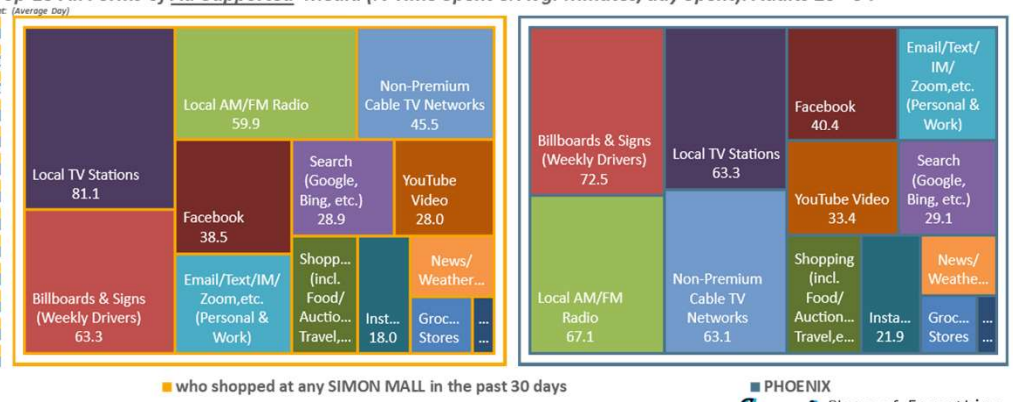
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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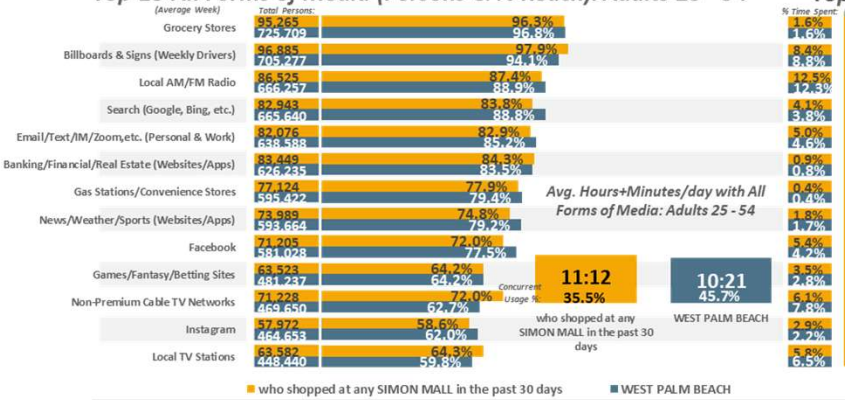
Malls shopped/visited past 30 days: Any Simon Mall

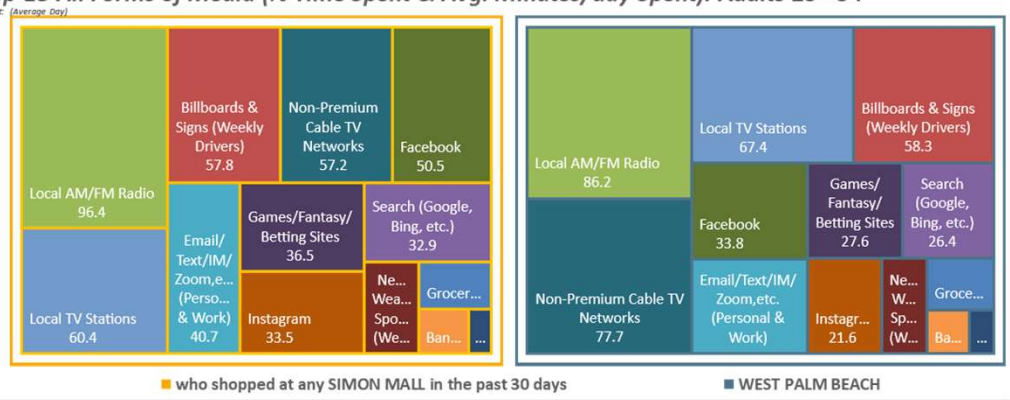


Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 87.2 minutes/day. *(Local Radio delivers 15.1% of Time with Ad-Supported Media.)*

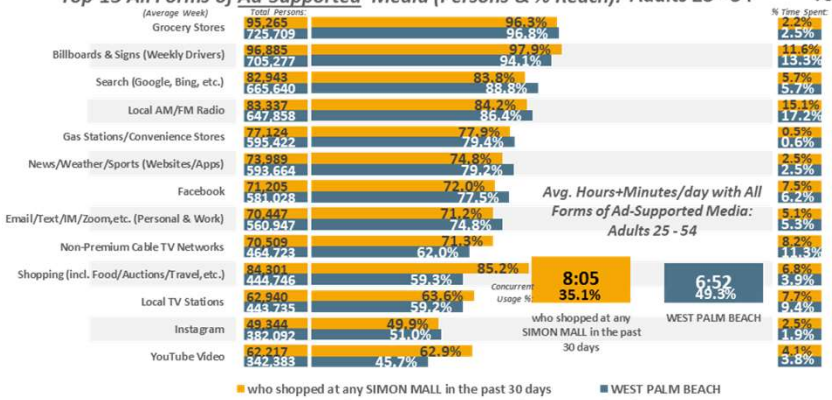
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



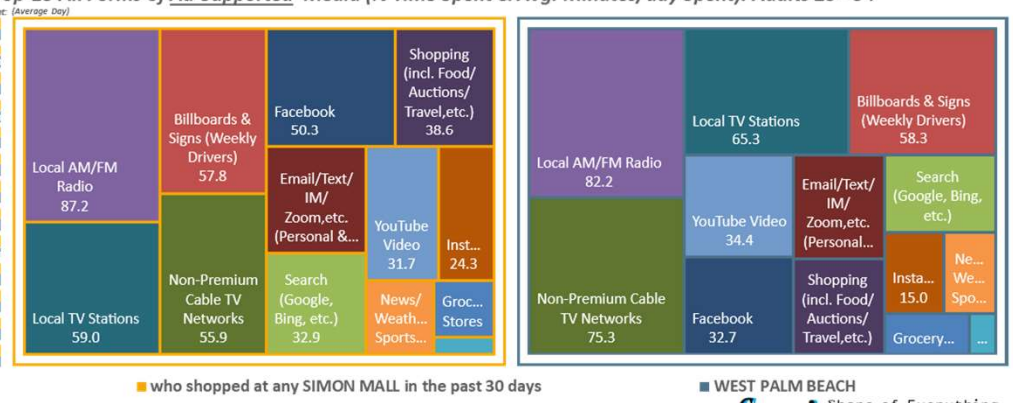
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319

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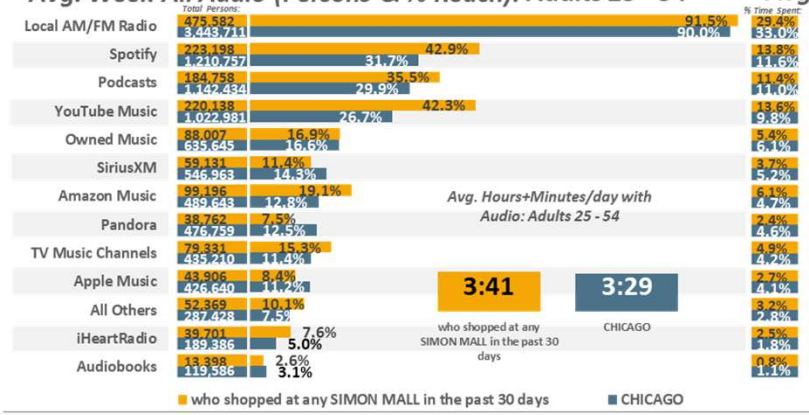
Malls shopped/visited past 30 days: Any Simon Mall

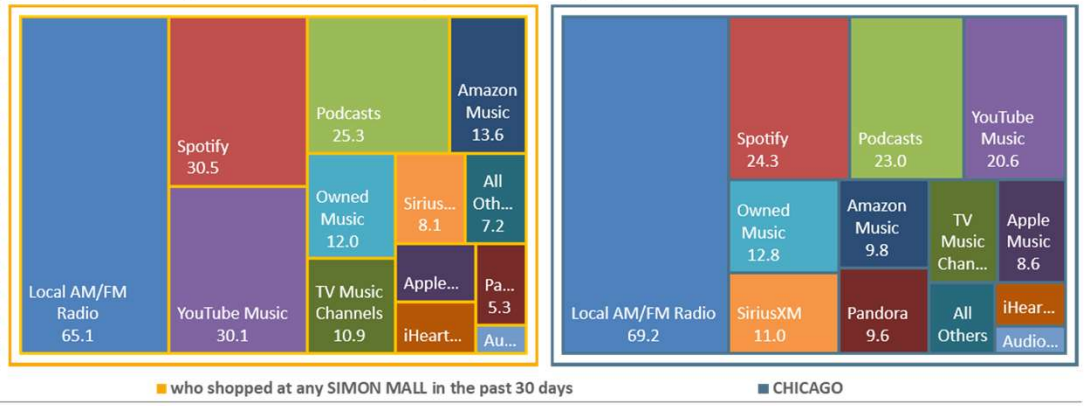


453,954 or 87.3% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Audio.

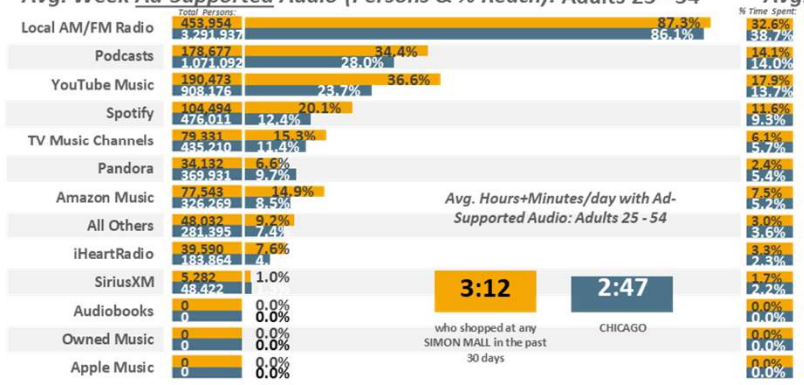
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



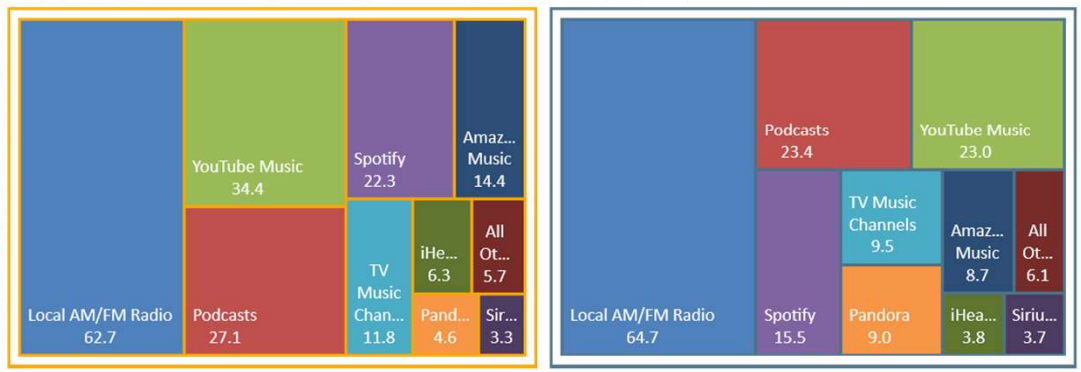
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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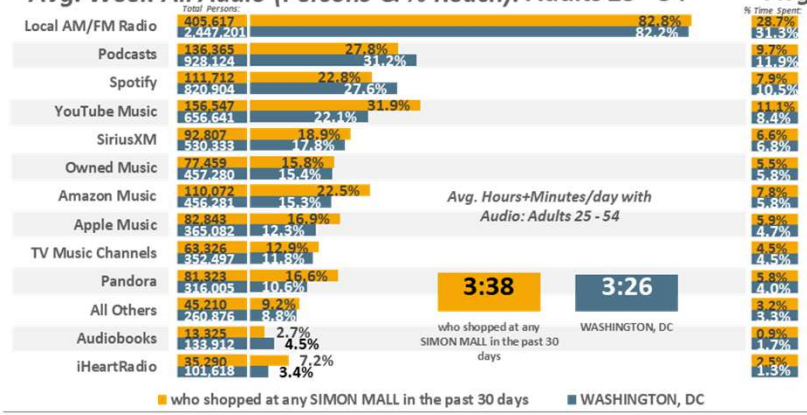
Malls shopped/visited past 30 days: Any Simon Mall

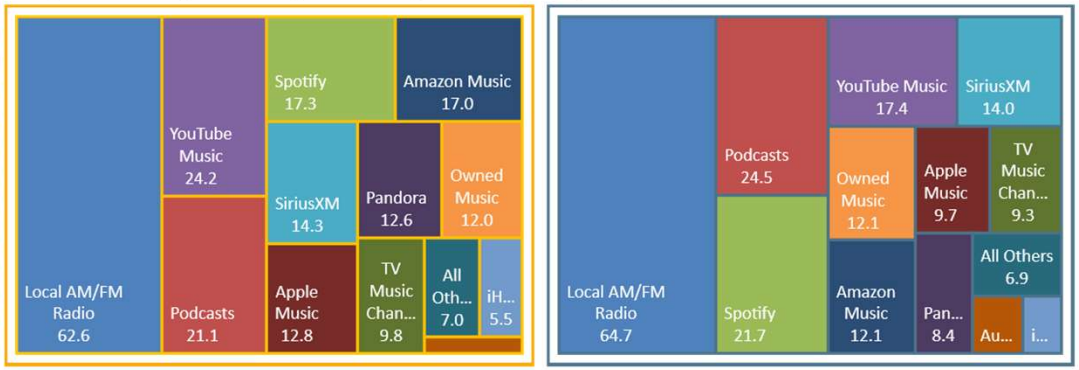


379,751 or 77.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

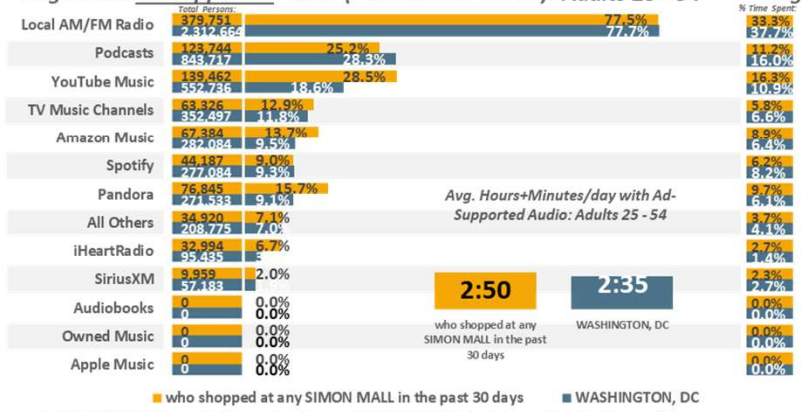
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



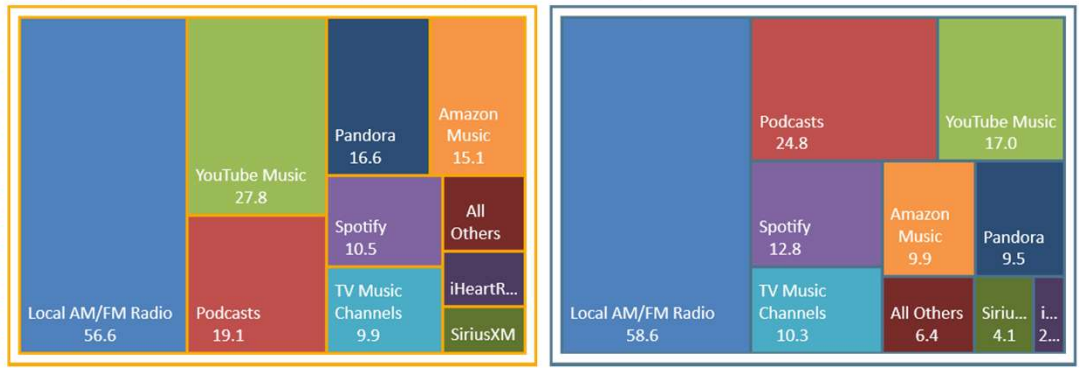
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 782

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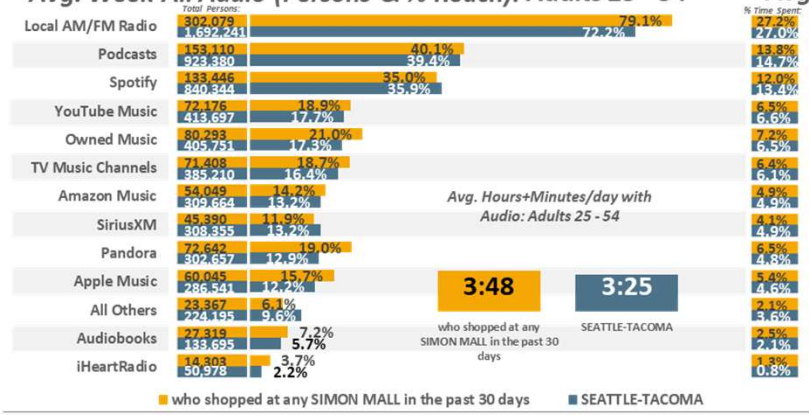
Malls shopped/visited past 30 days: Any Simon Mall

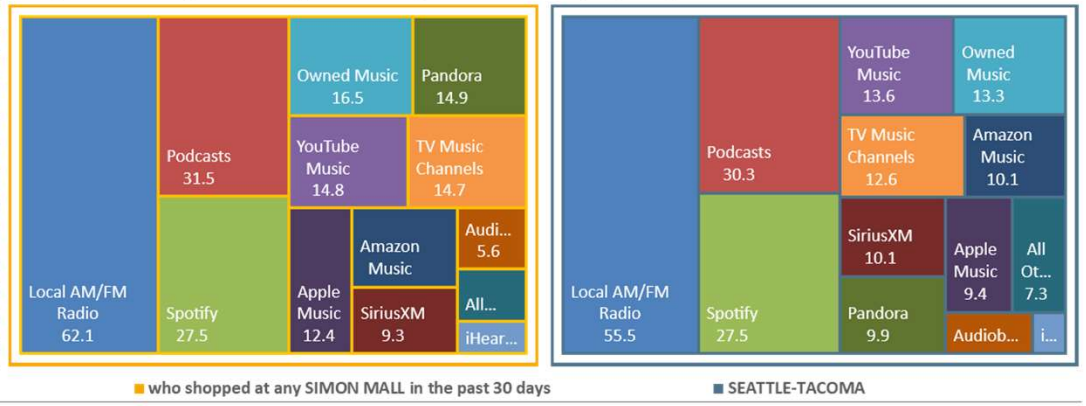


296,531 or 77.7% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

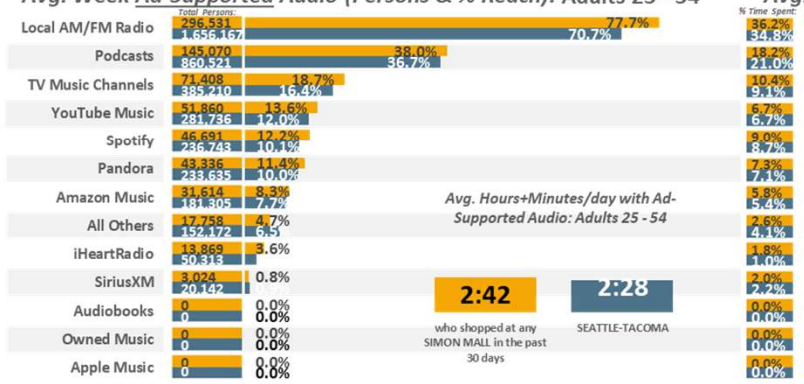
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



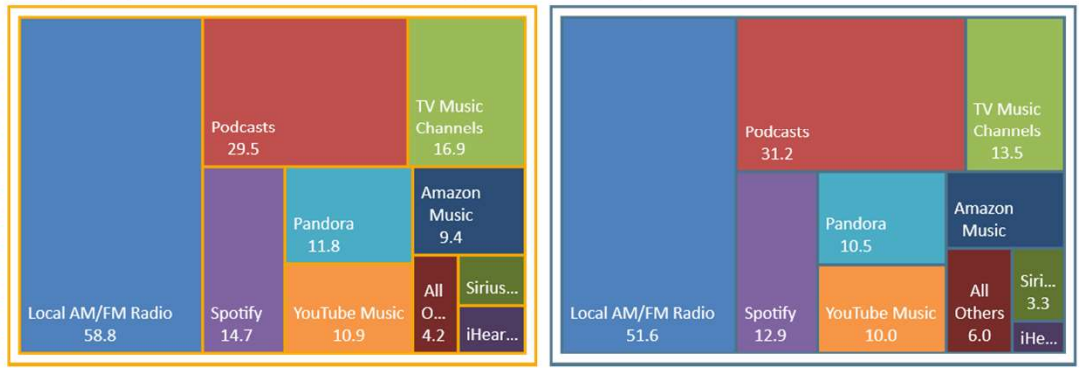
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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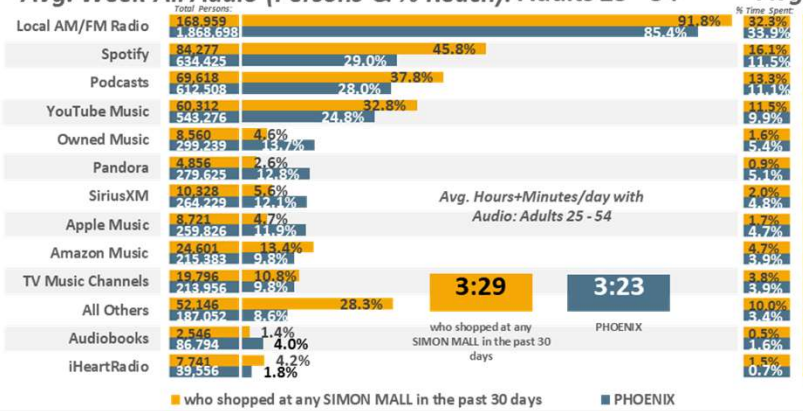
Malls shopped/visited past 30 days: Any Simon Mall

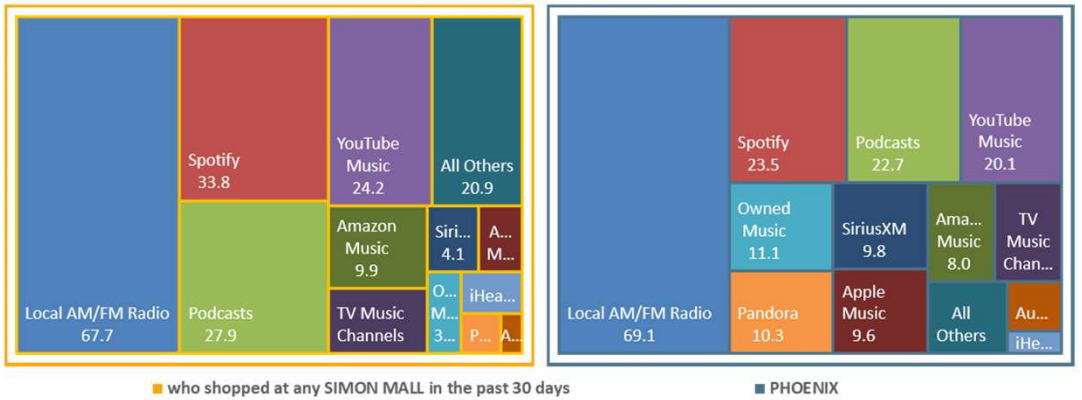


158,502 or 86.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

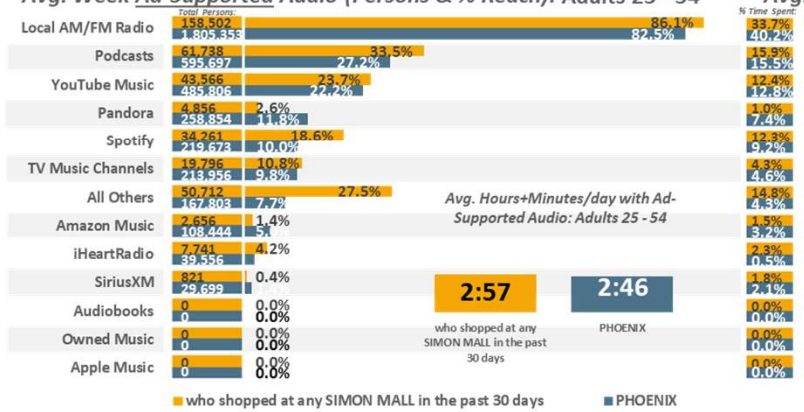
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



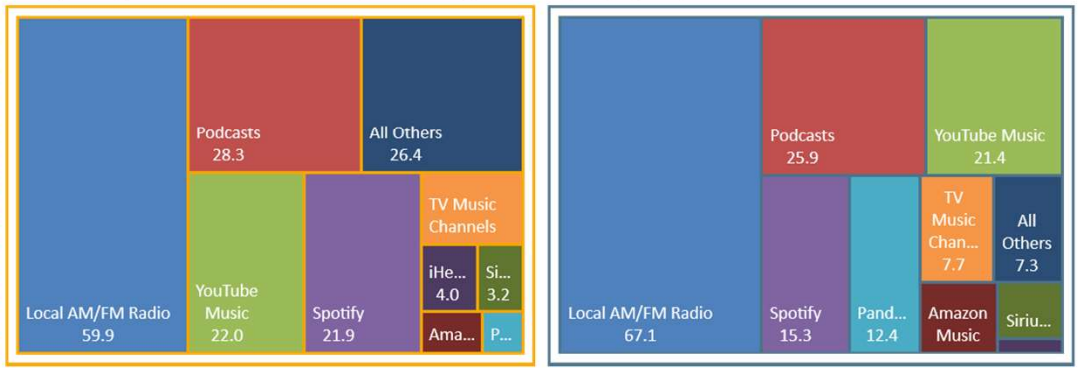
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 146

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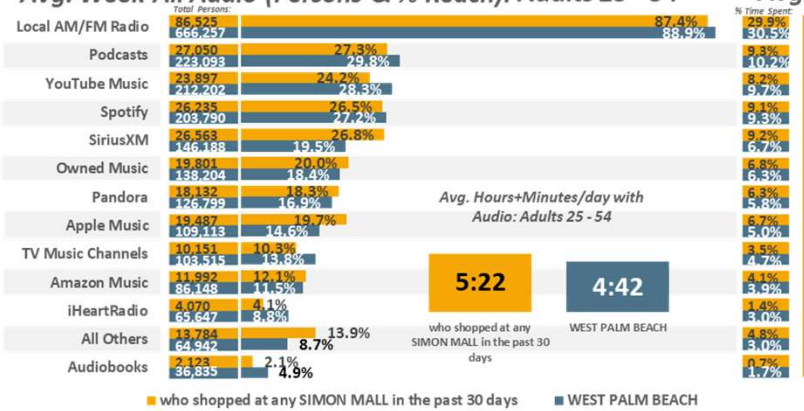
Malls shopped/visited past 30 days: Any Simon Mall

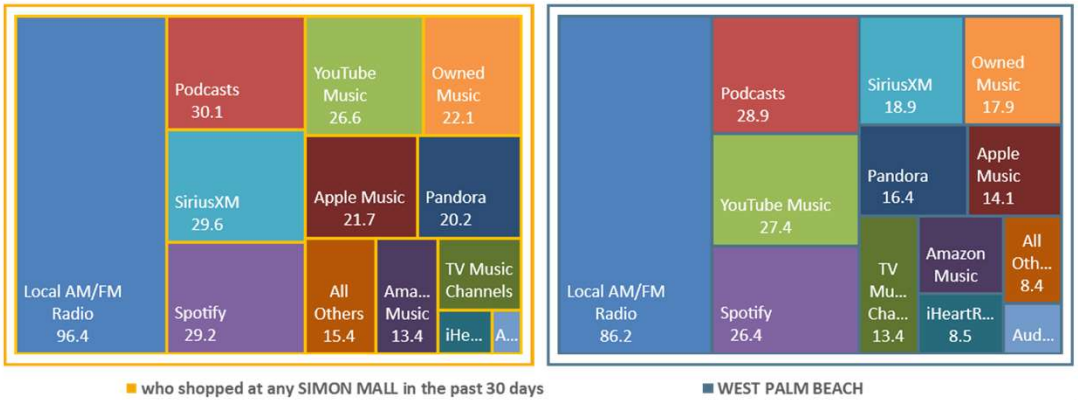


83,337 or 84.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 87.2 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

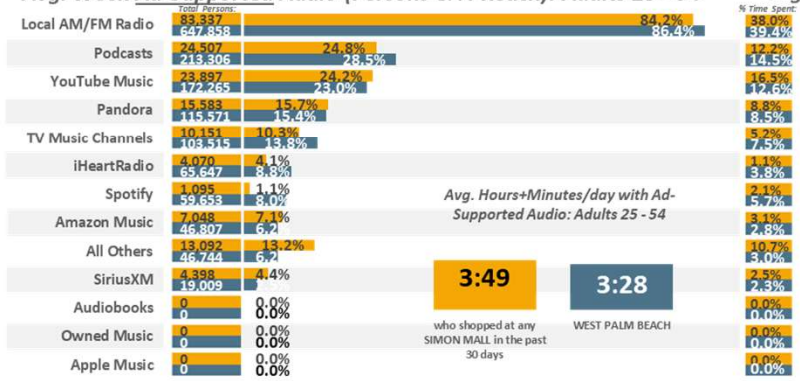
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



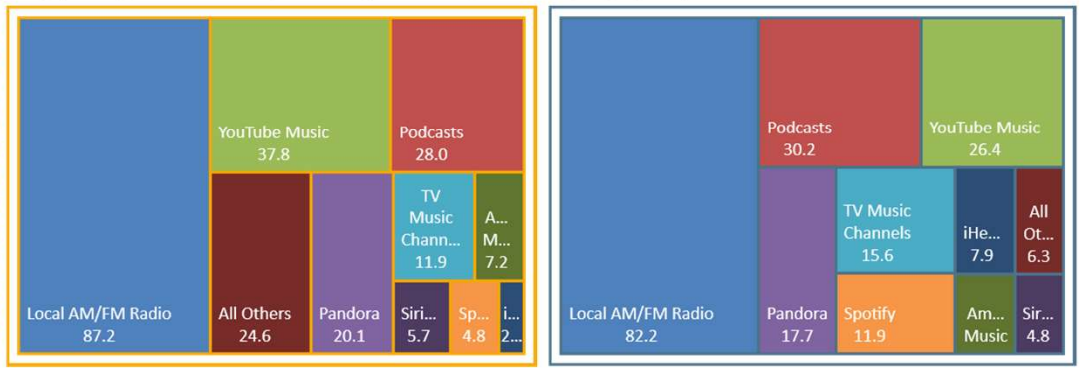
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 319

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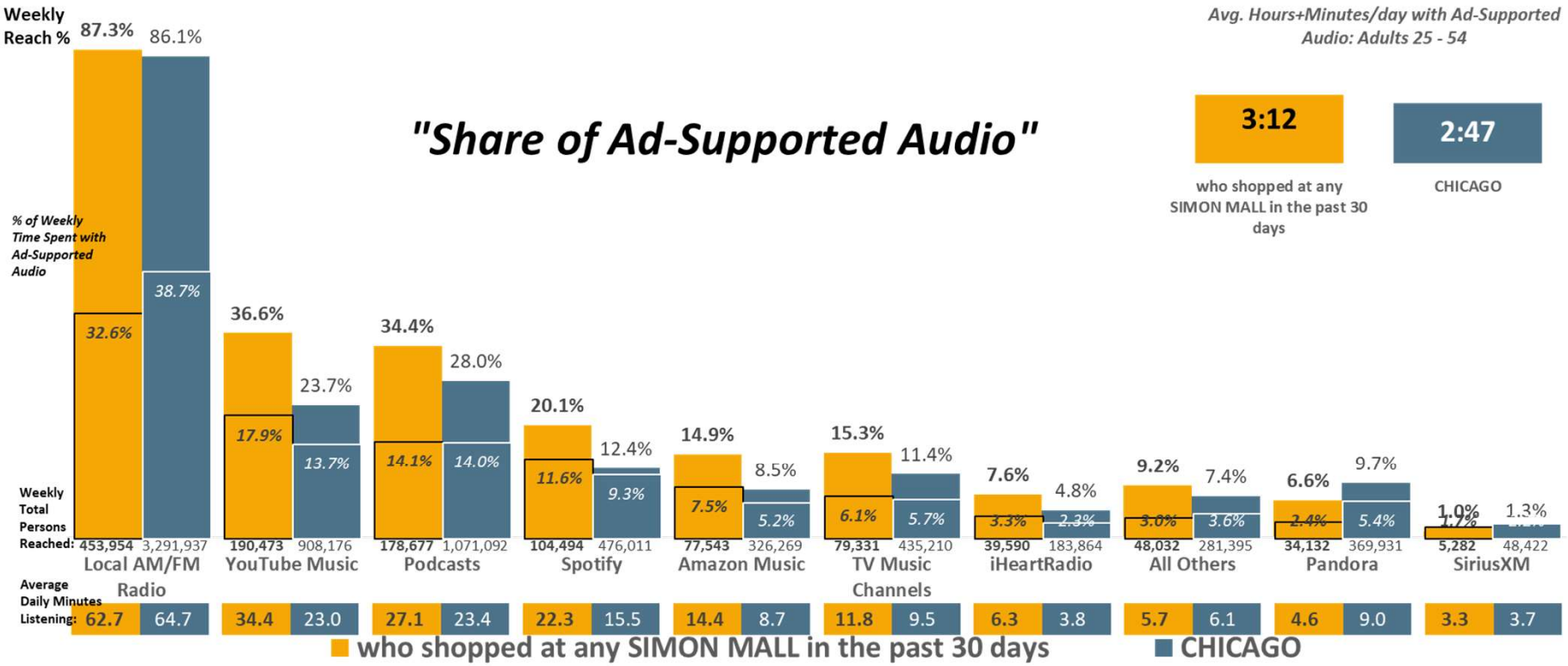
Malls shopped/visited past 30 days: Any Simon Mall



453,954 or 87.3% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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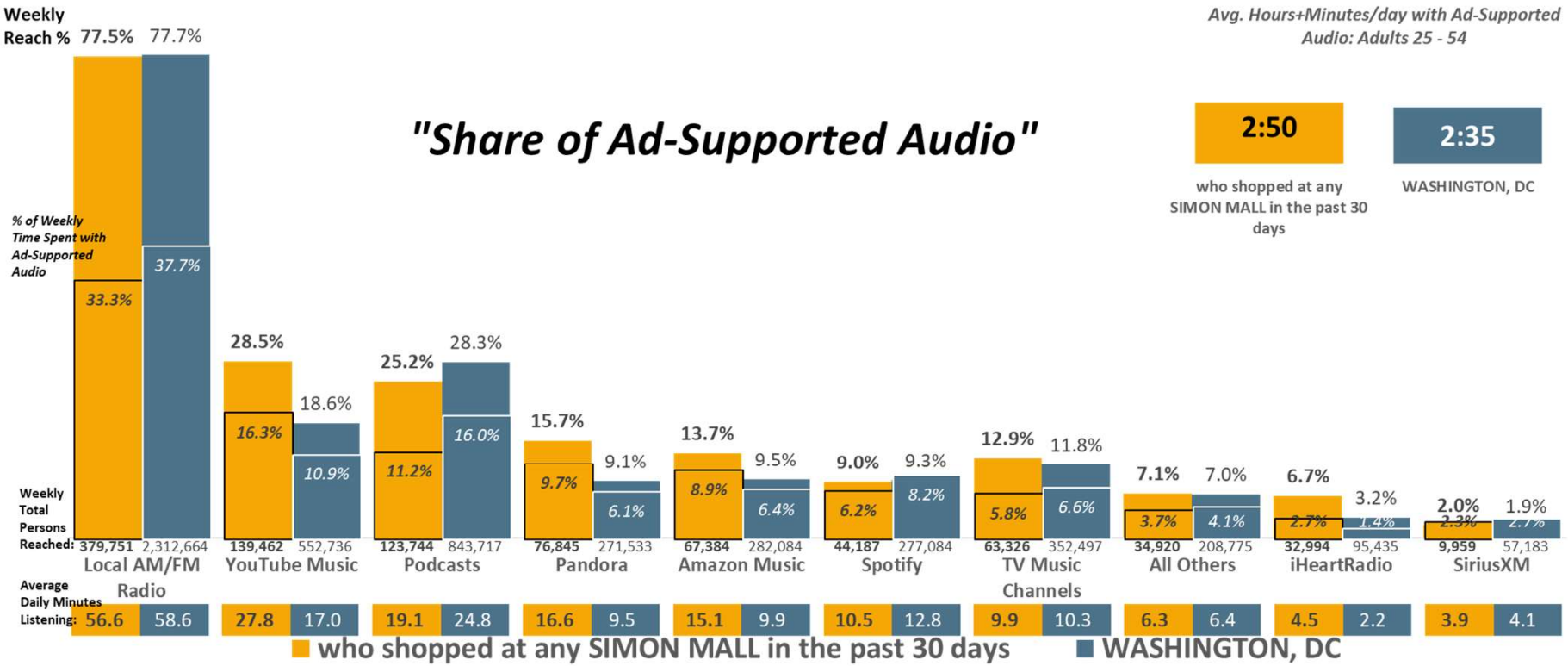
Malls shopped/visited past 30 days: Any Simon Mall



379,751 or 77.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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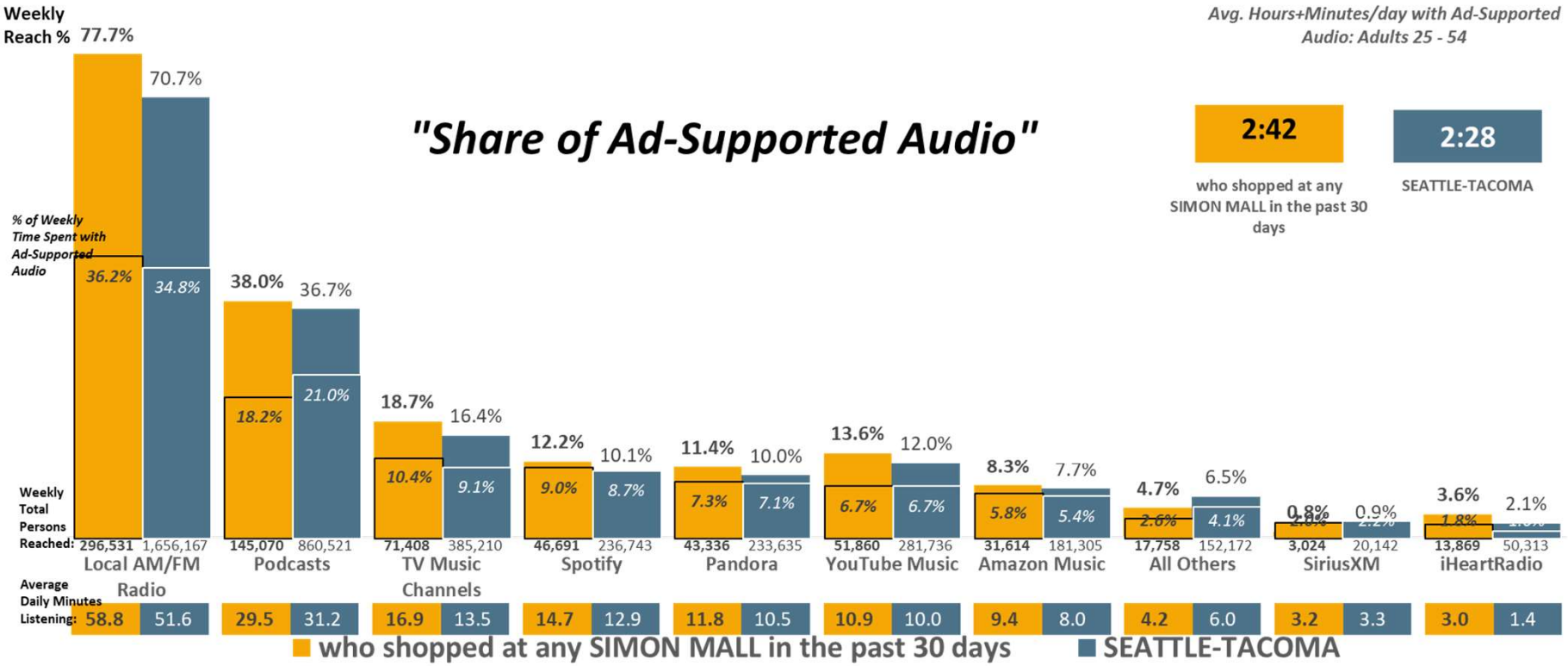
Malls shopped/visited past 30 days: Any Simon Mall



296,531 or 77.7% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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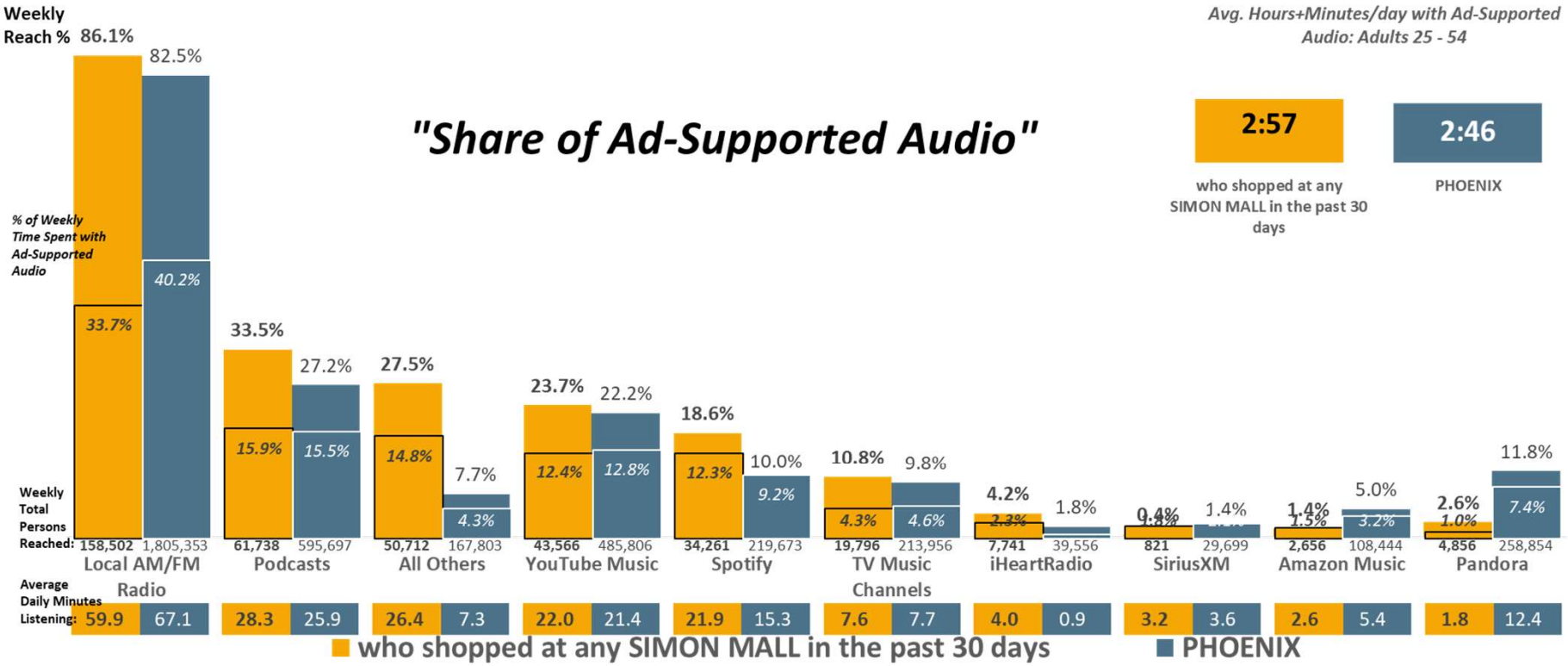
Malls shopped/visited past 30 days: Any Simon Mall



158,502 or 86.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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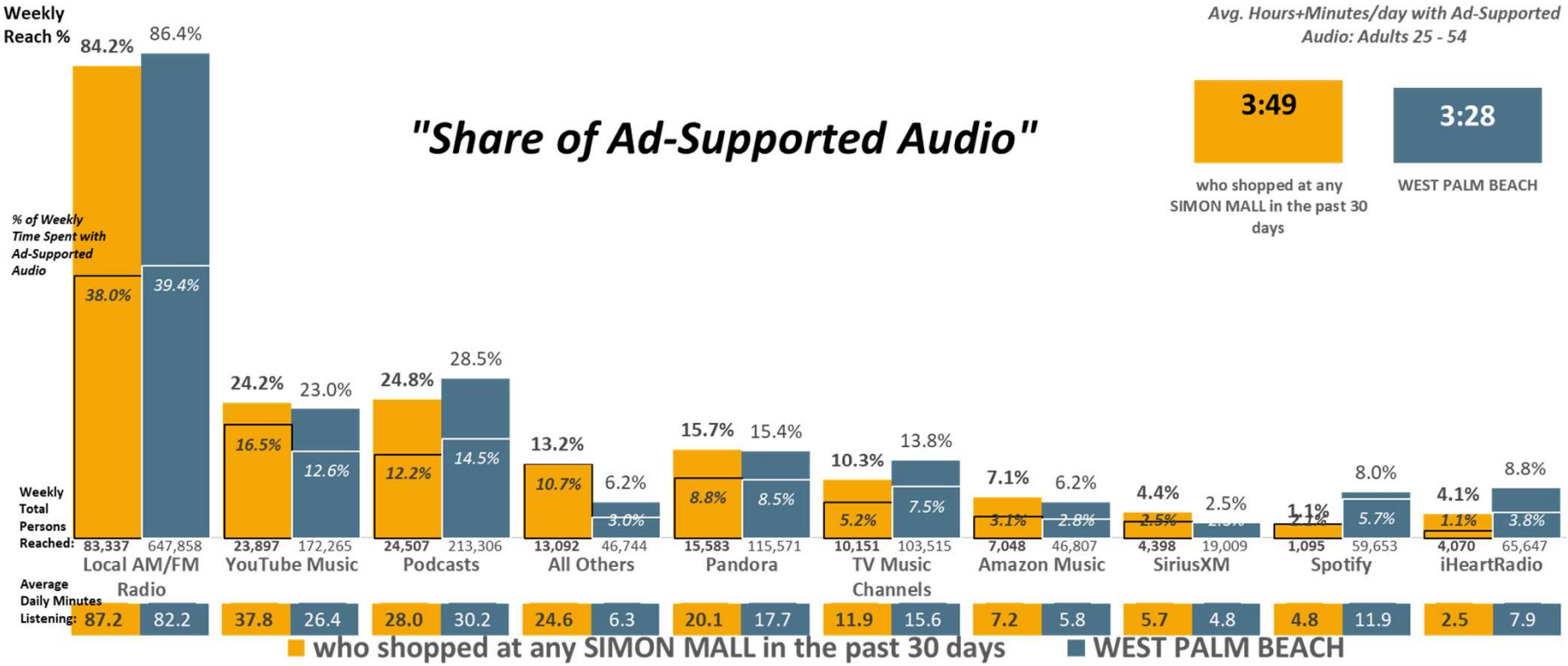
Malls shopped/visited past 30 days: Any Simon Mall



83,337 or 84.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 87.2 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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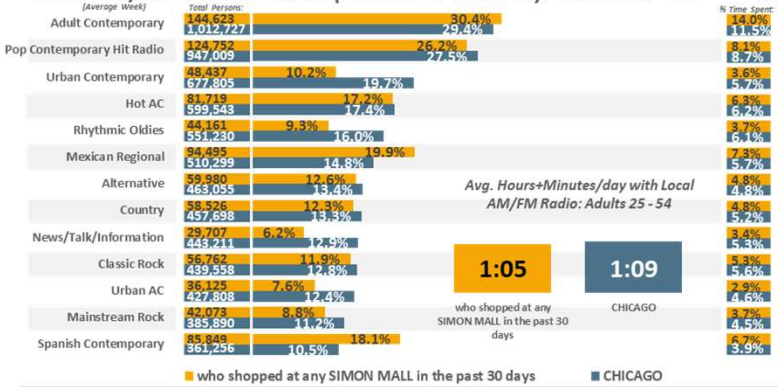
Malls shopped/visited past 30 days: Any Simon Mall

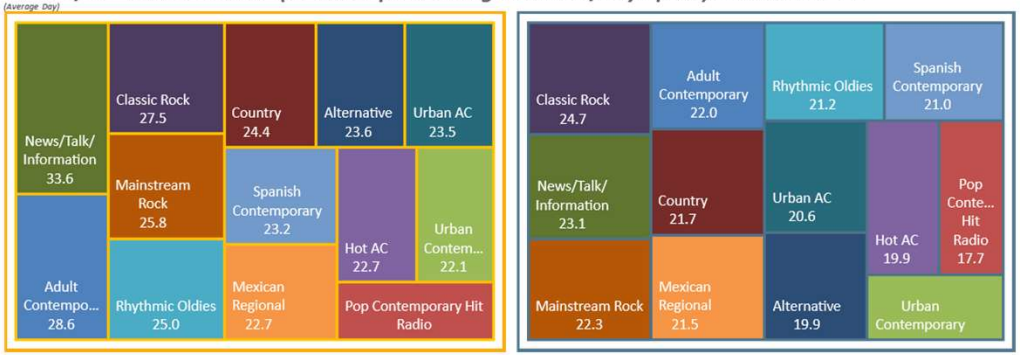


453,954 or 87.3% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Mexican Regional, Spanish Contemporary, and Hot AC.

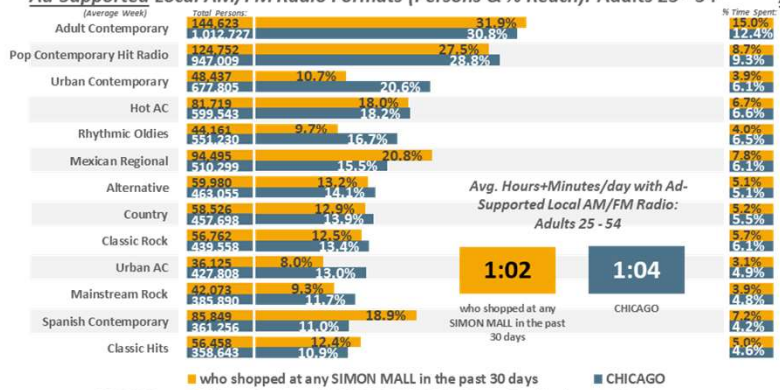
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



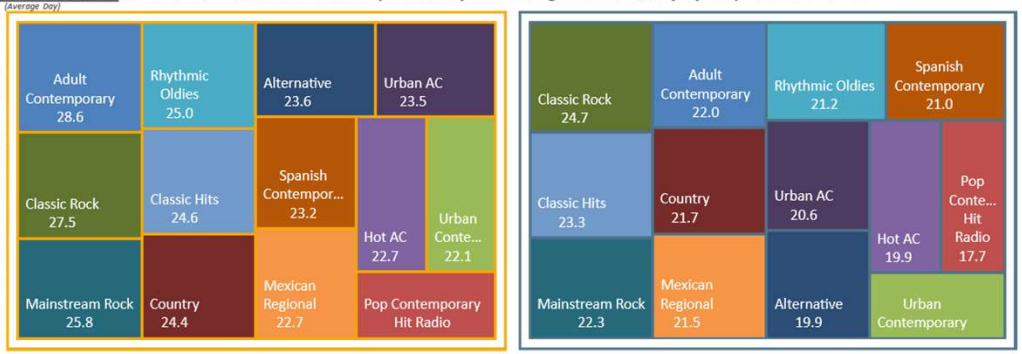
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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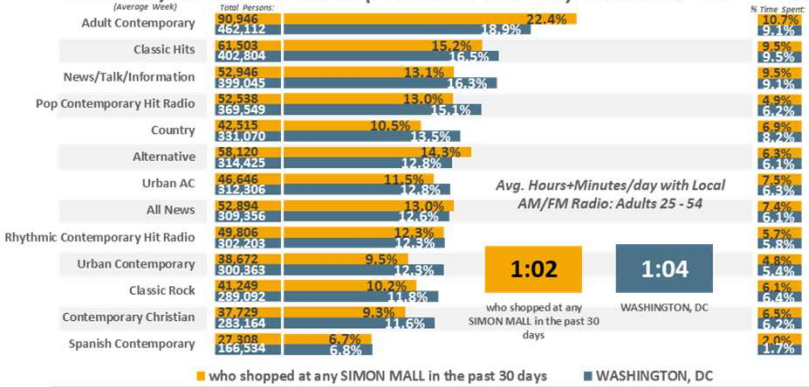
Malls shopped/visited past 30 days: Any Simon Mall

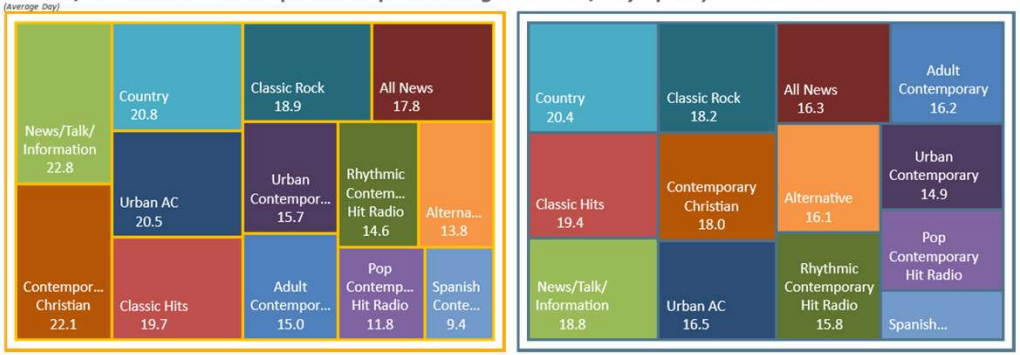


379,751 or 77.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Alternative, All News, and Pop Contemporary Hit Radio.

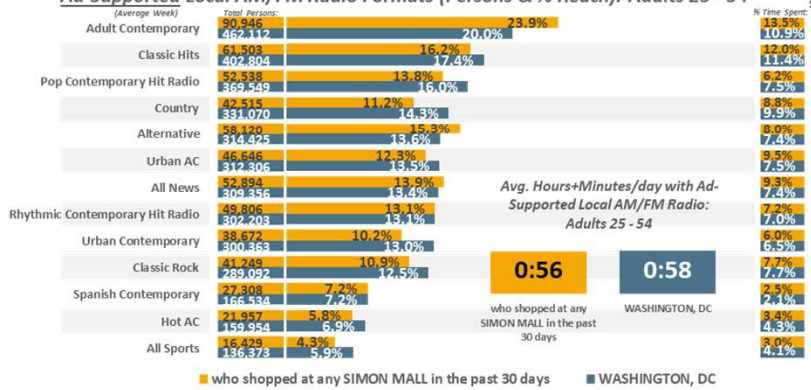
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



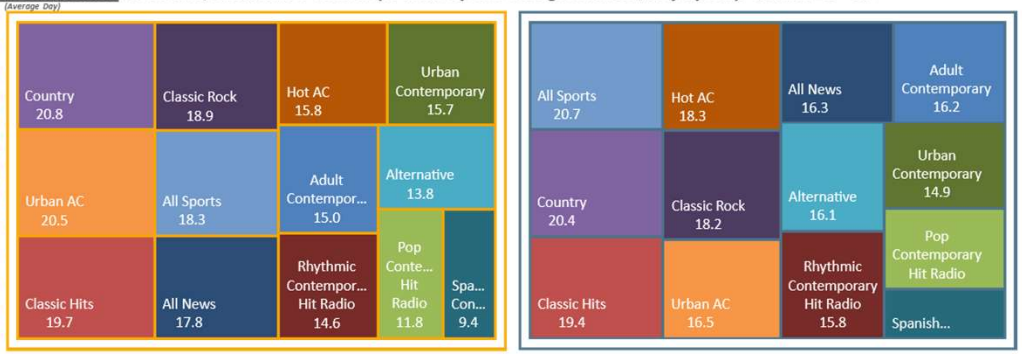
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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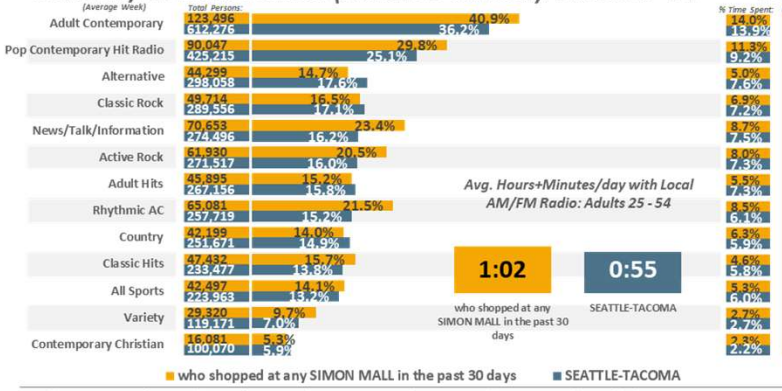
Malls shopped/visited past 30 days: Any Simon Mall

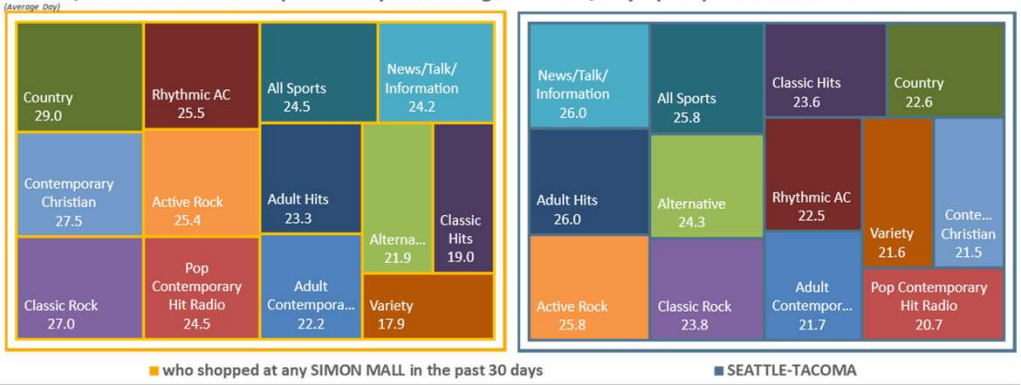


296,531 or 77.7% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Rhythmic AC, Active Rock, and Classic Rock.

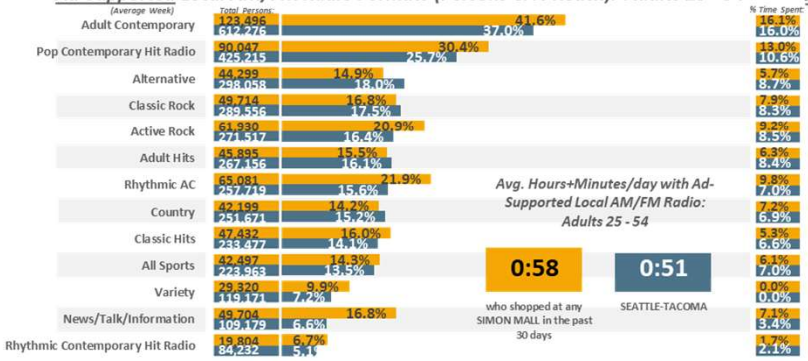
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



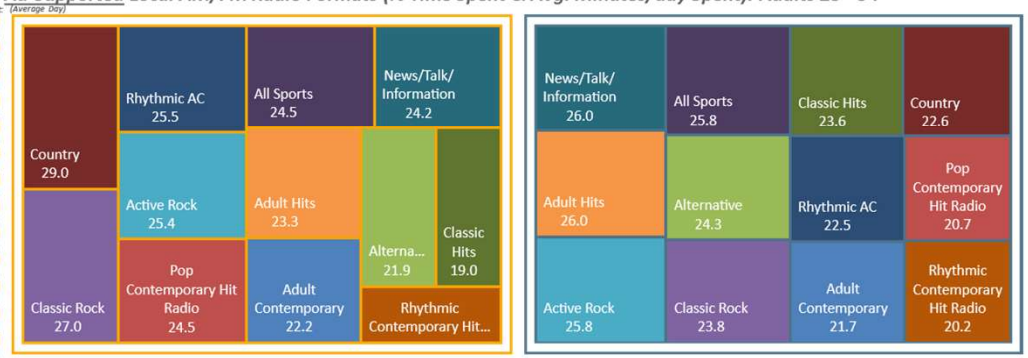
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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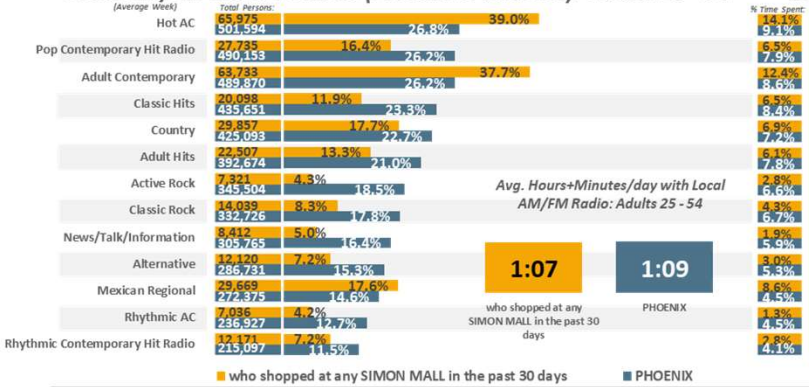
Malls shopped/visited past 30 days: Any Simon Mall

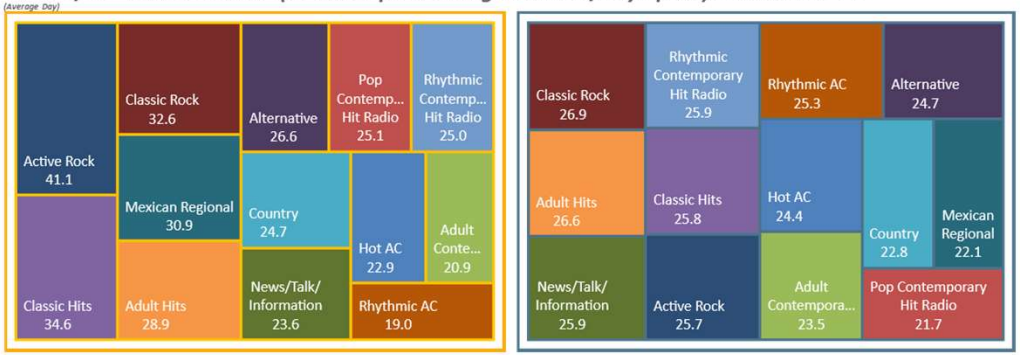


158,502 or 86.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Spanish Adult Hits, Country, and Mexican Regional.

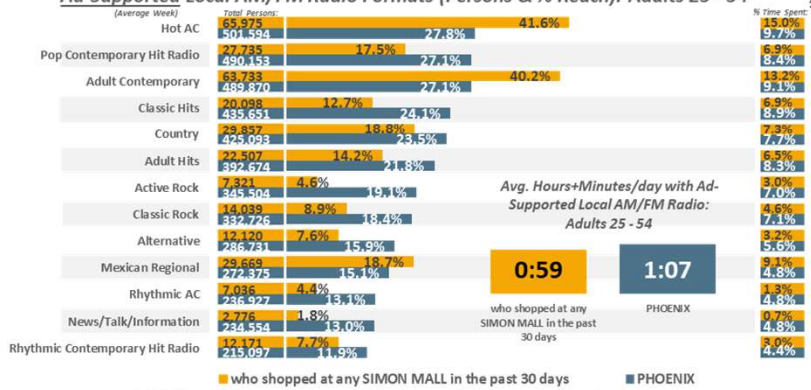
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



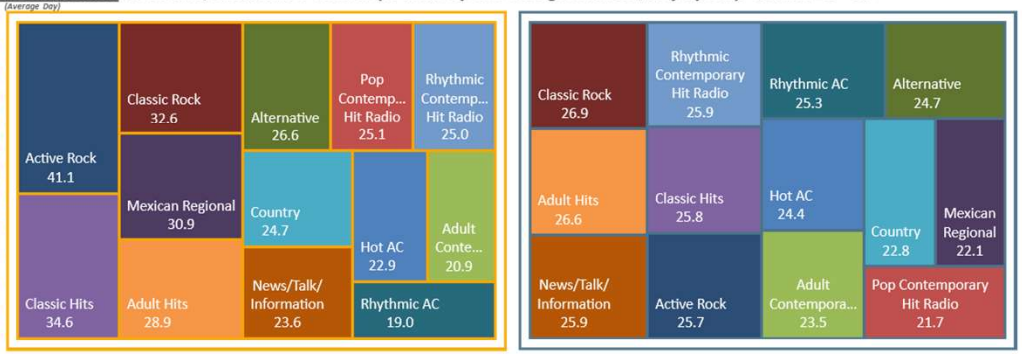
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 146

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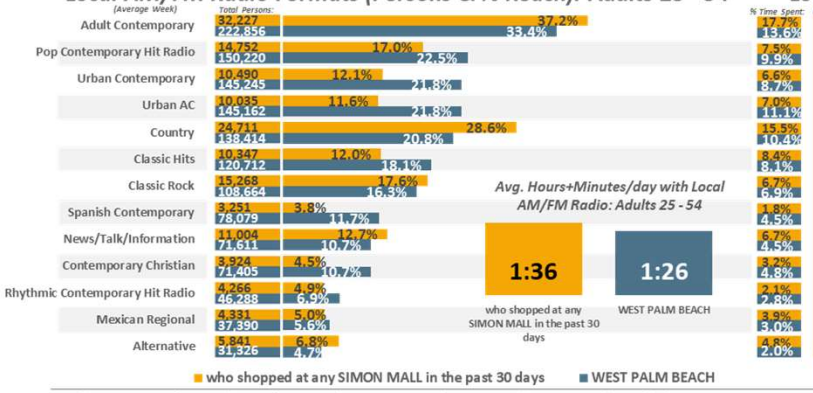
Malls shopped/visited past 30 days: Any Simon Mall

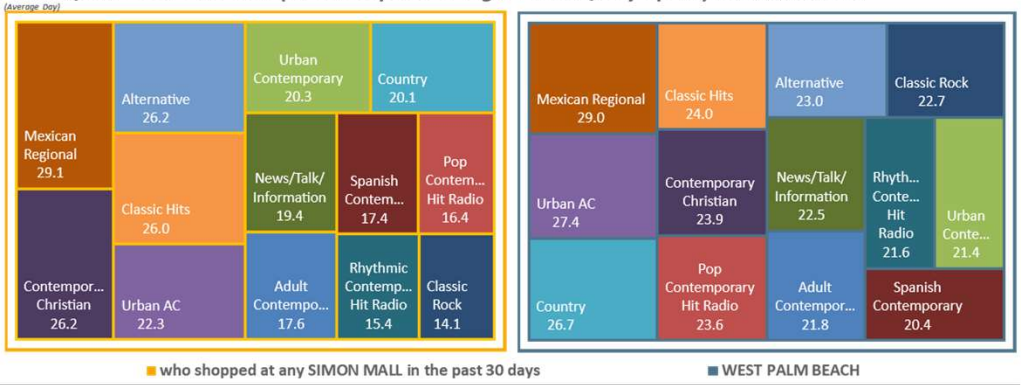


83,337 or 84.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Pop Contemporary Hit Radio, and Urban Contemporary.

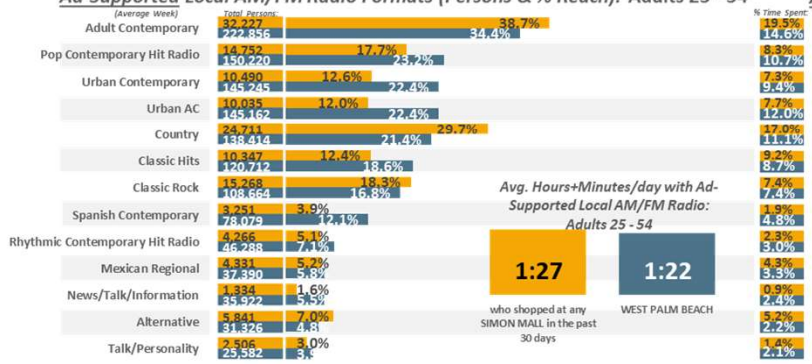
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



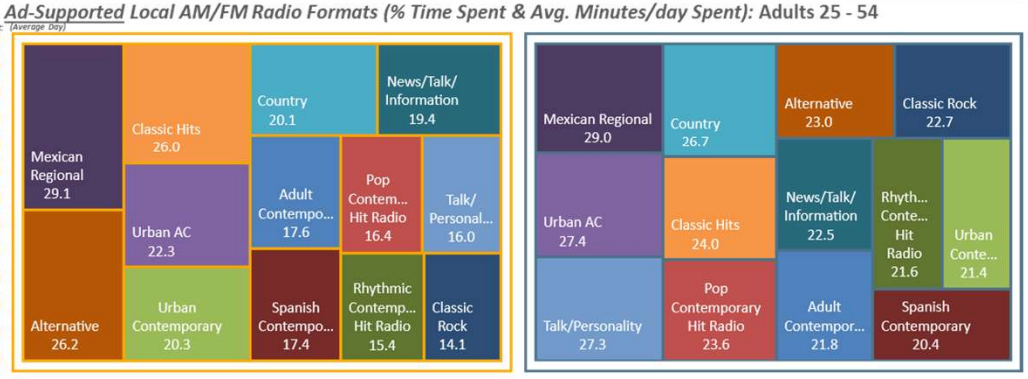
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319

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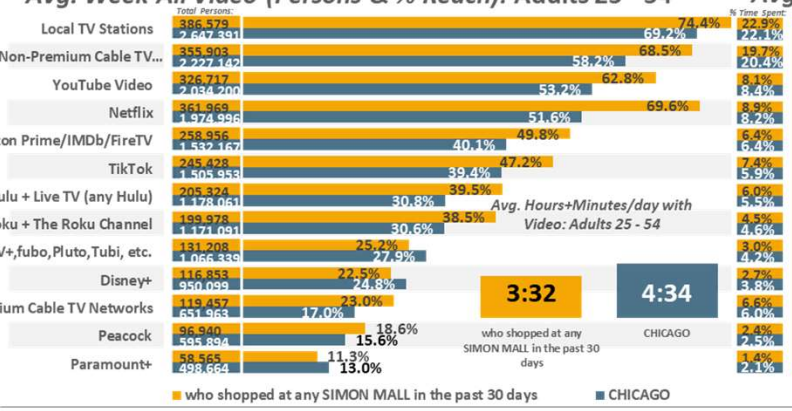
Malls shopped/visited past 30 days: Any Simon Mall

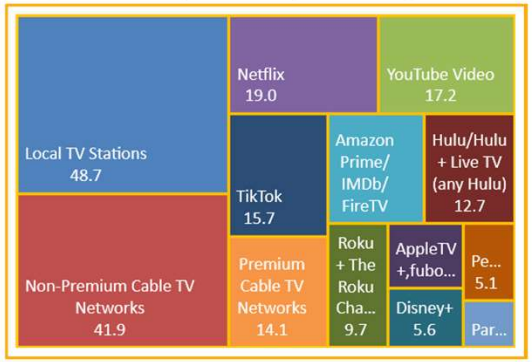


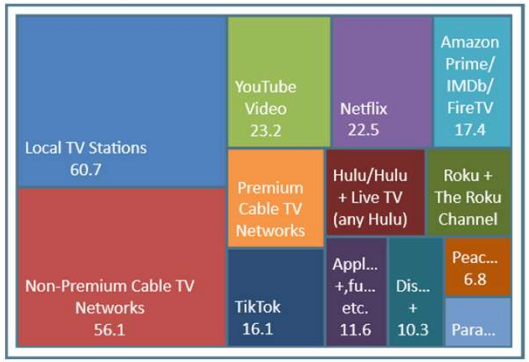
384,458 or 74.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 46.9 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

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

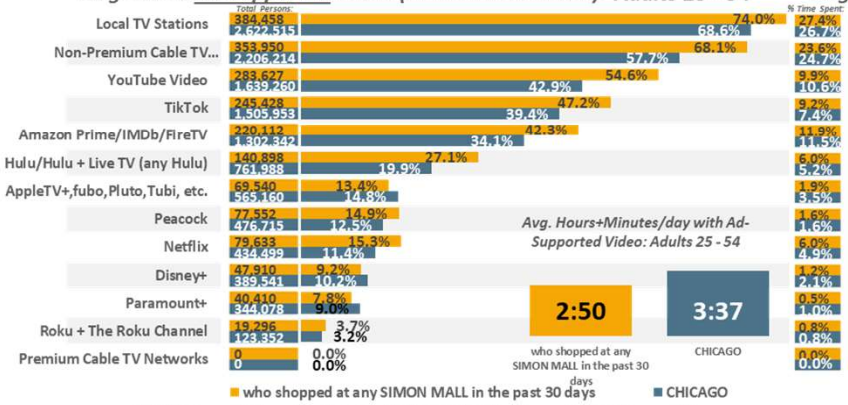


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

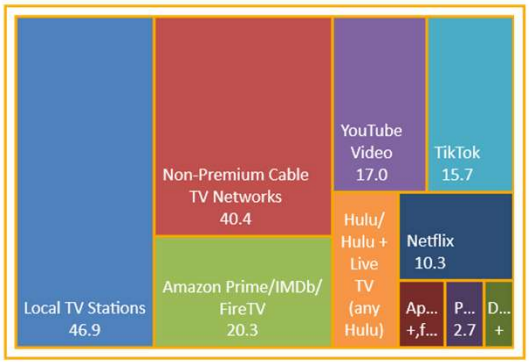


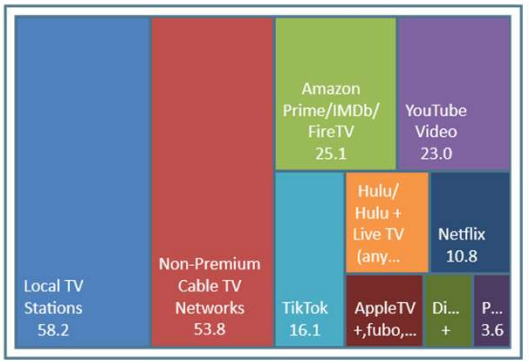


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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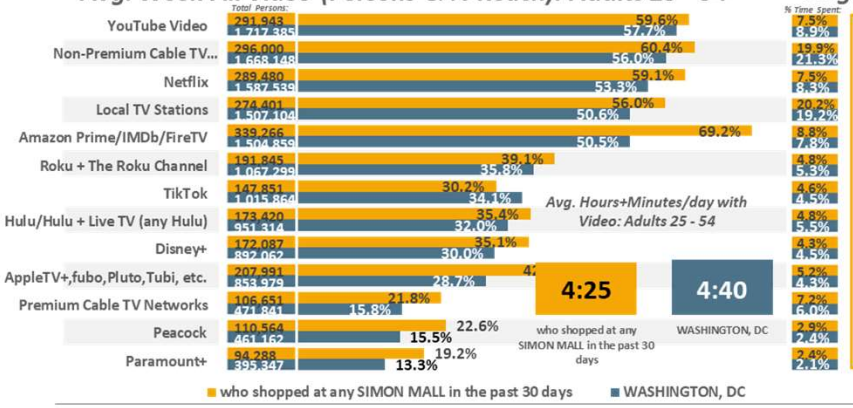
Malls shopped/visited past 30 days: Any Simon Mall

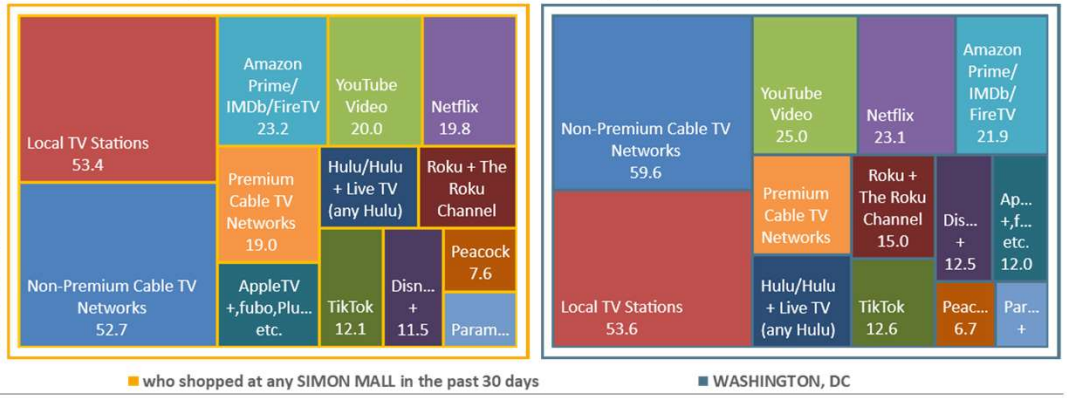


270,621 or 55.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 49.9 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

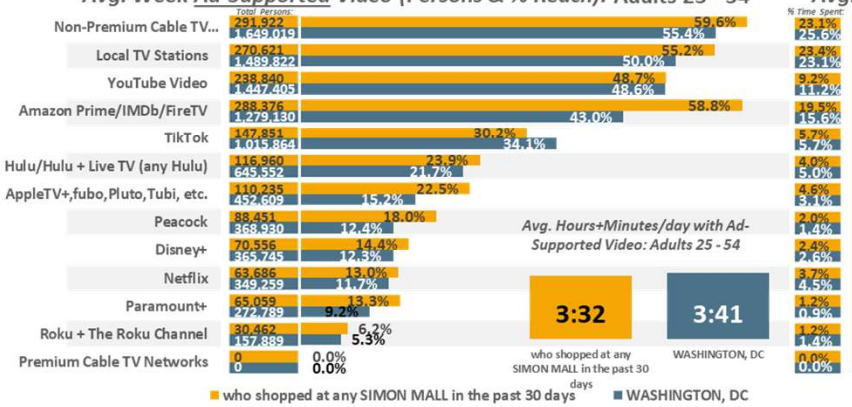
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



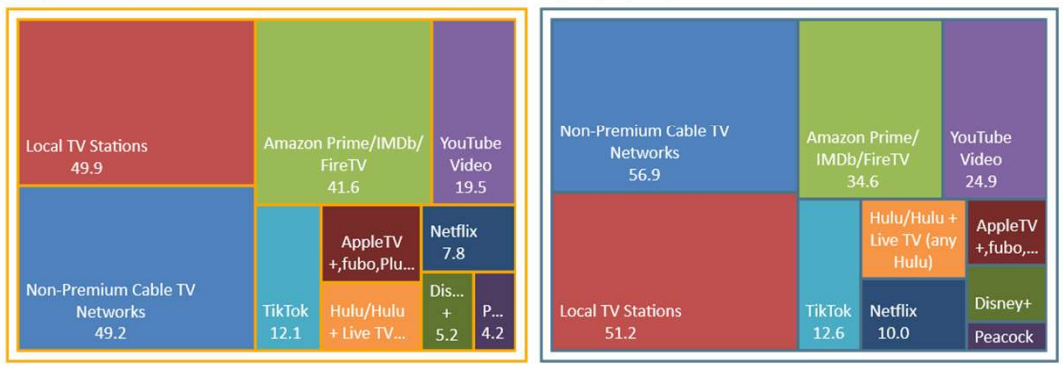
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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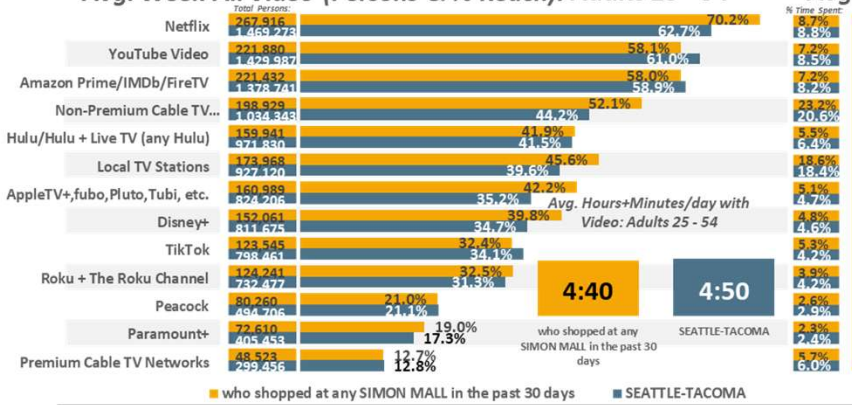
Malls shopped/visited past 30 days: Any Simon Mall

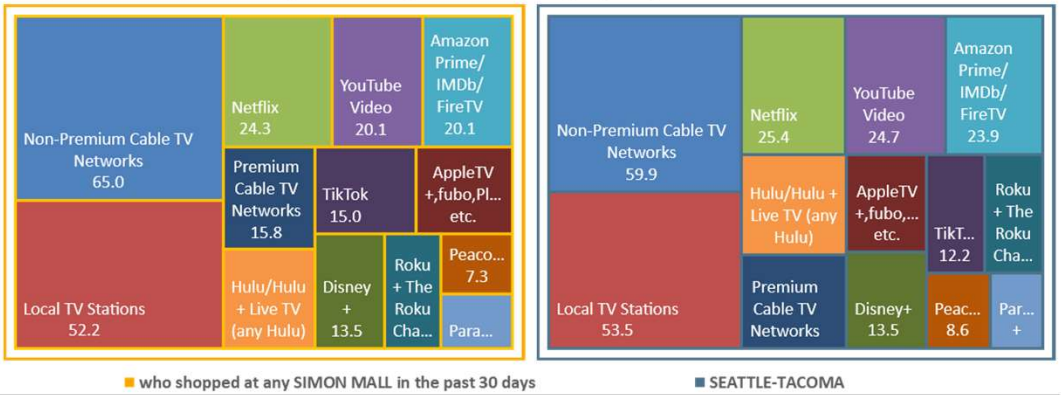


171,356 or 44.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 50.1 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.

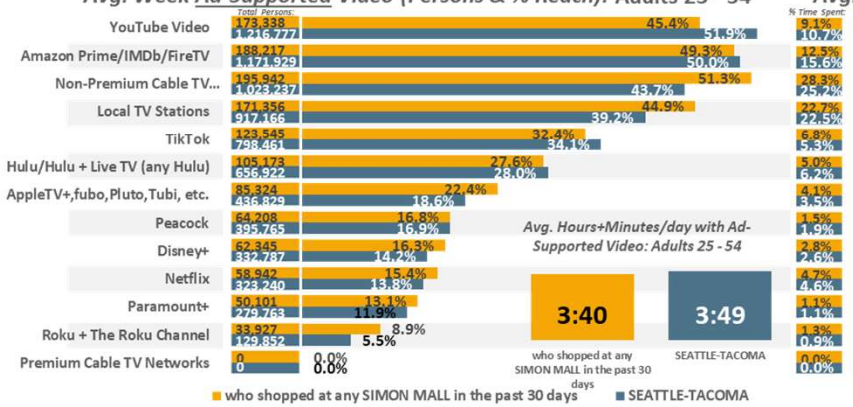
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



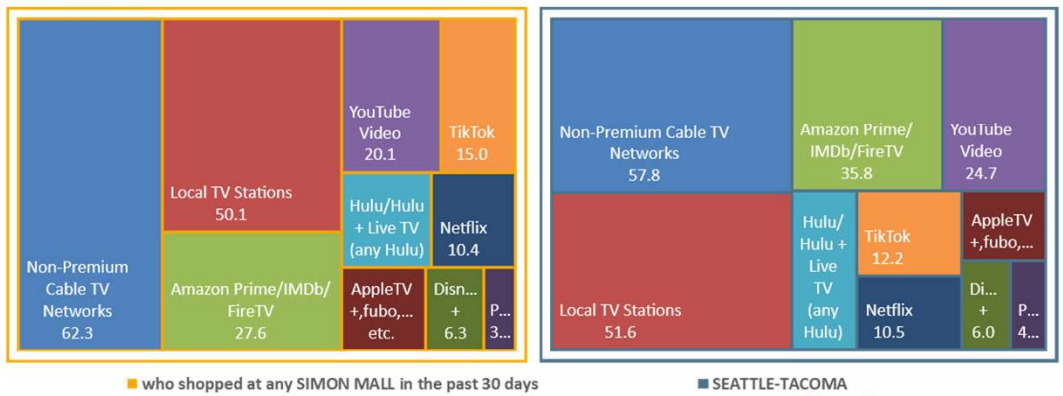
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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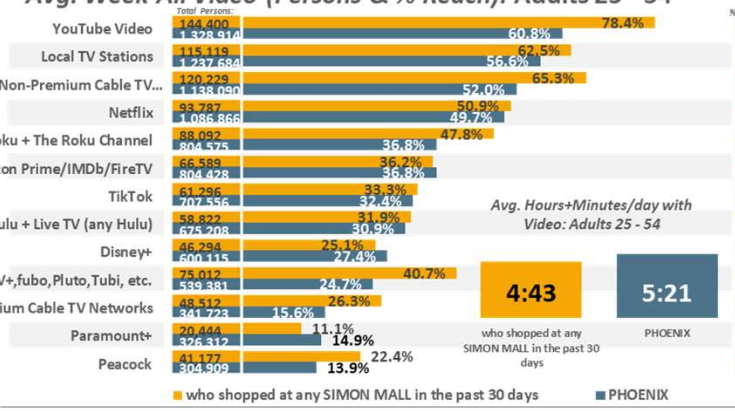
Malls shopped/visited past 30 days: Any Simon Mall

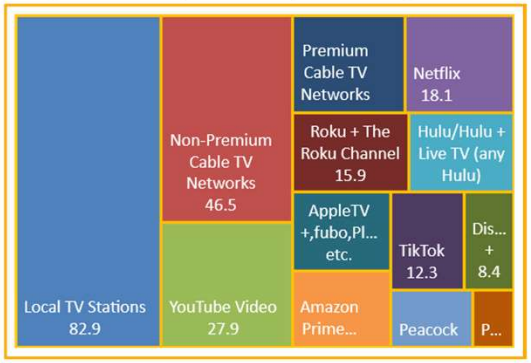


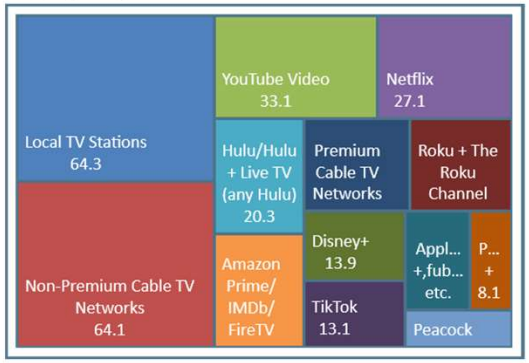
112,363 or 61.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 81.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

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

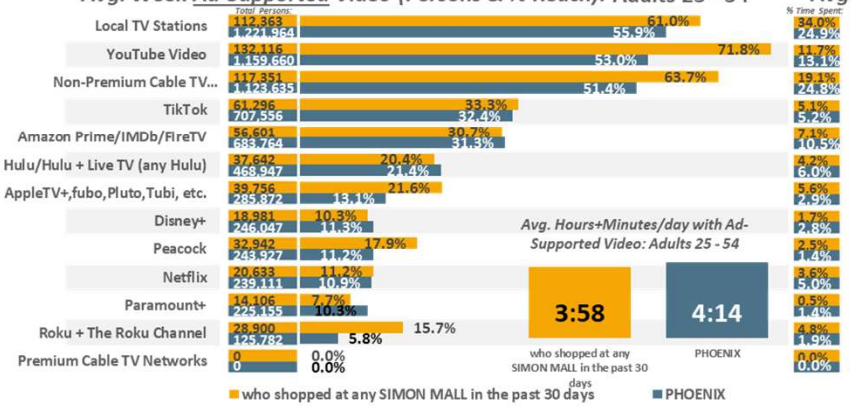


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

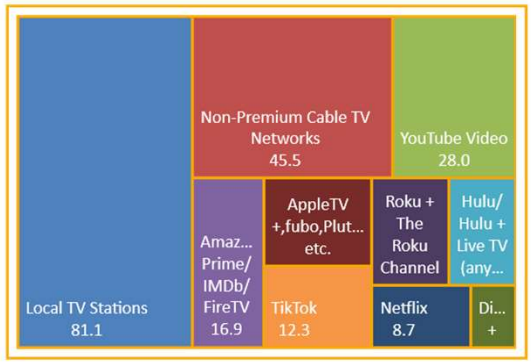


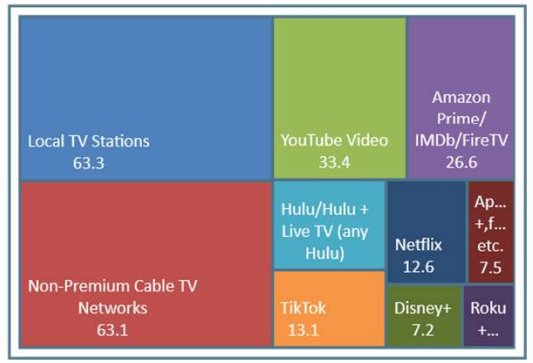


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



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





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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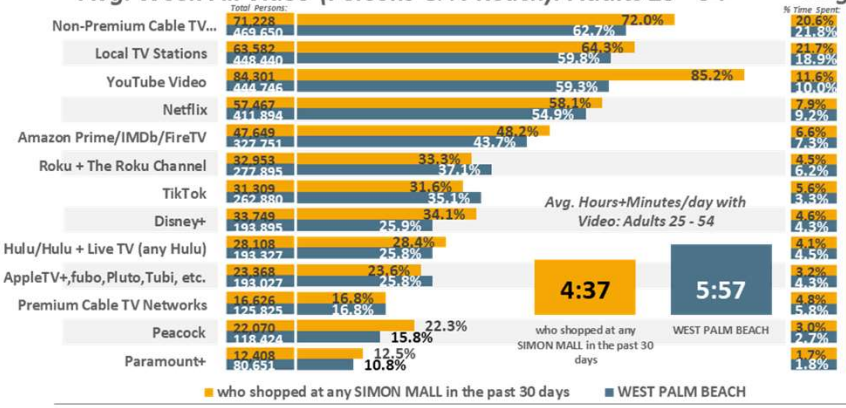
Malls shopped/visited past 30 days: Any Simon Mall

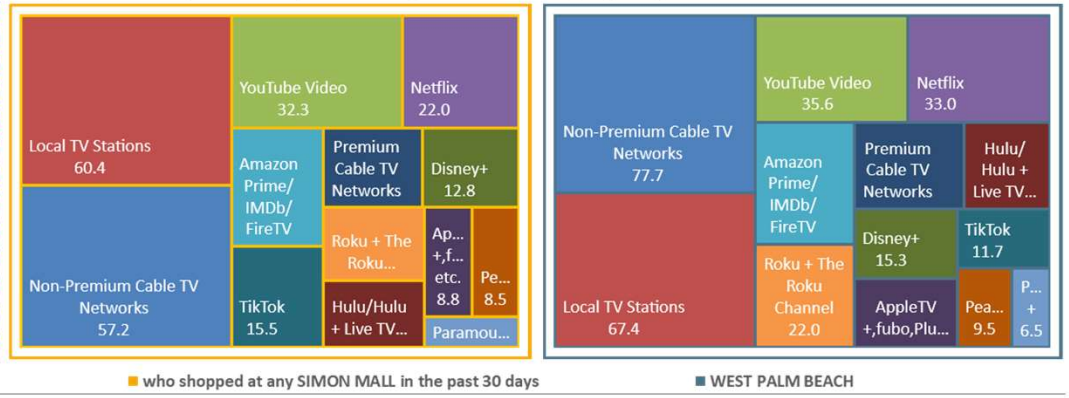


62,940 or 63.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 59. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

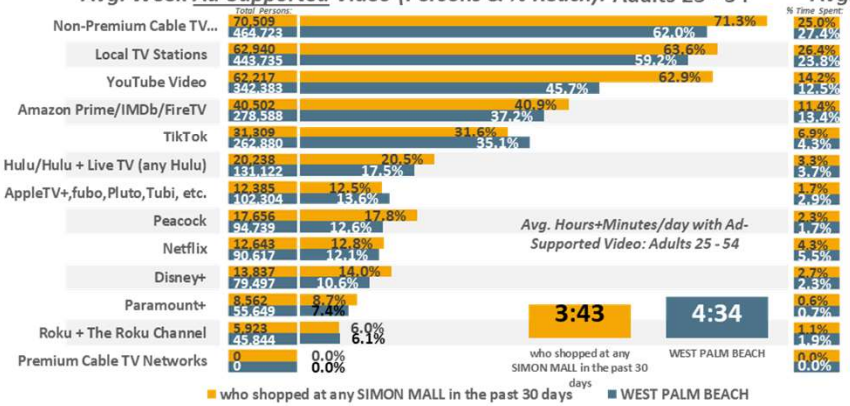
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



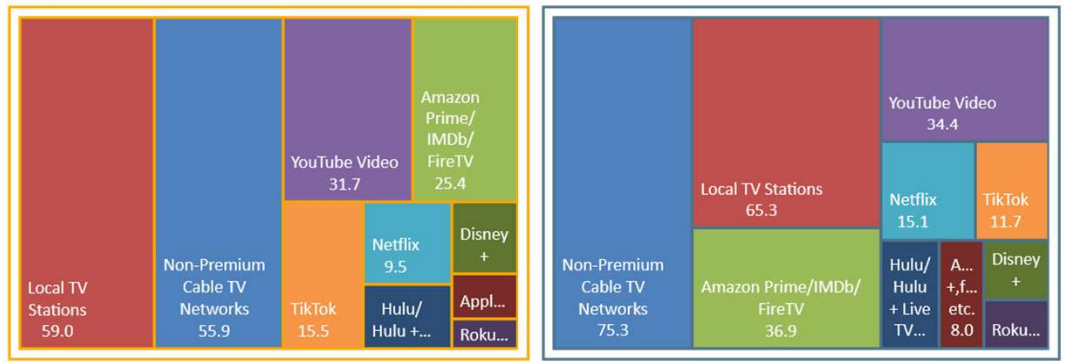
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319

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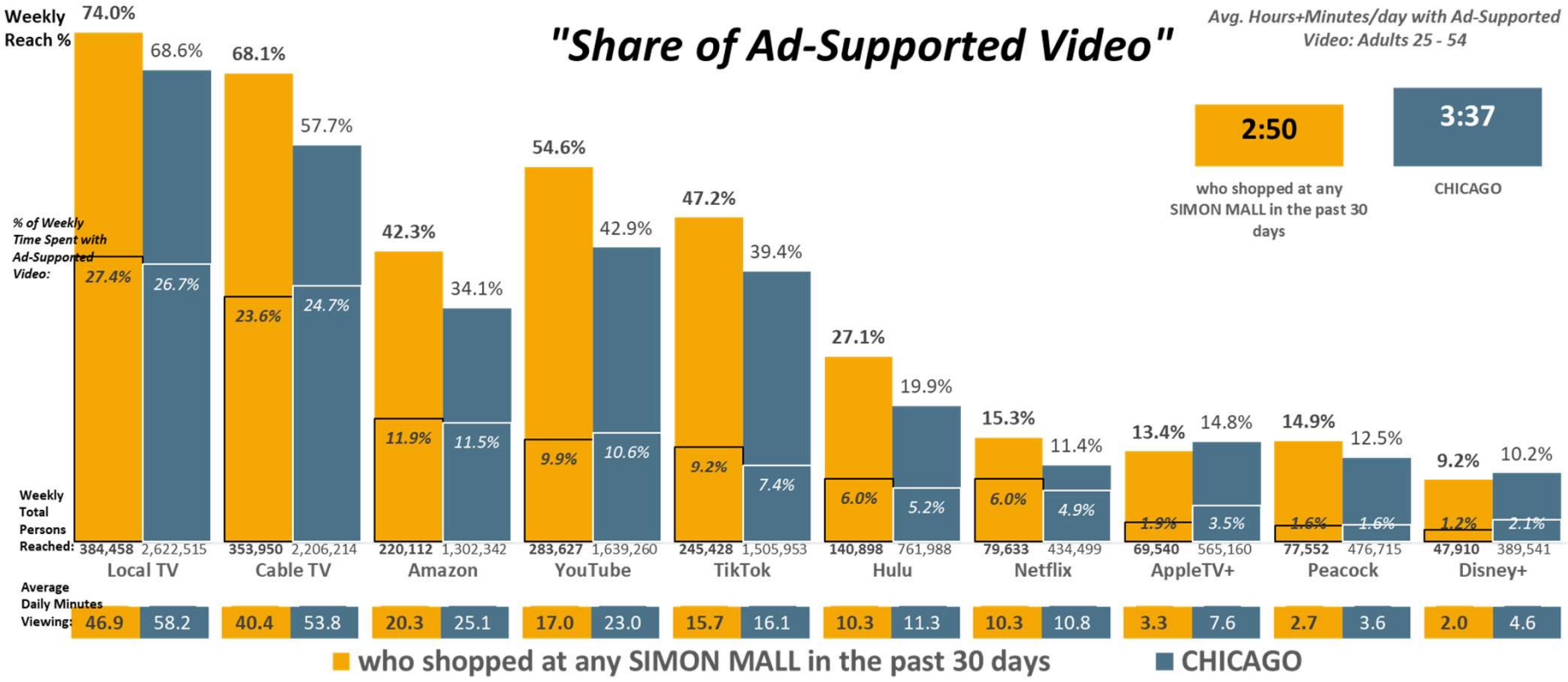
Malls shopped/visited past 30 days: Any Simon Mall



384,458 or 74.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 46.9 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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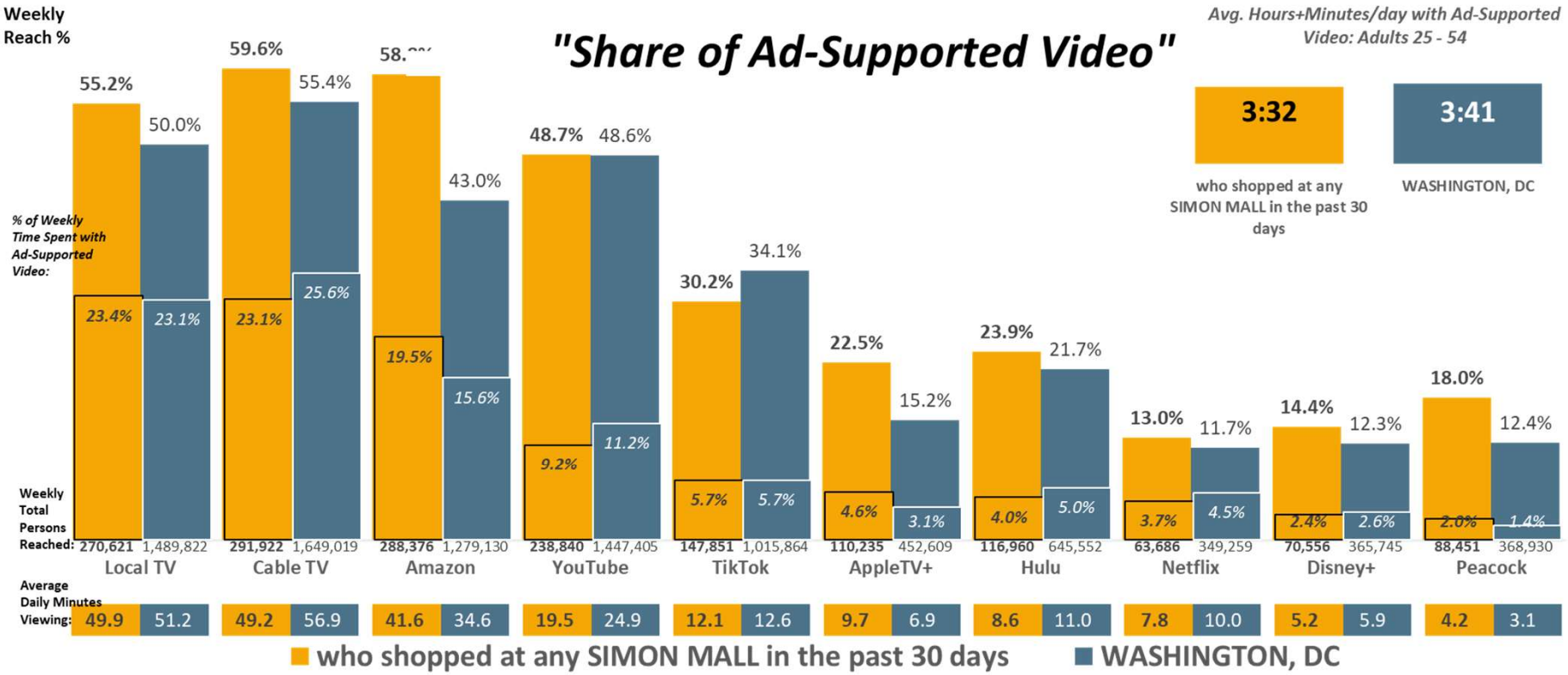
Malls shopped/visited past 30 days: Any Simon Mall



270,621 or 55.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 49.9 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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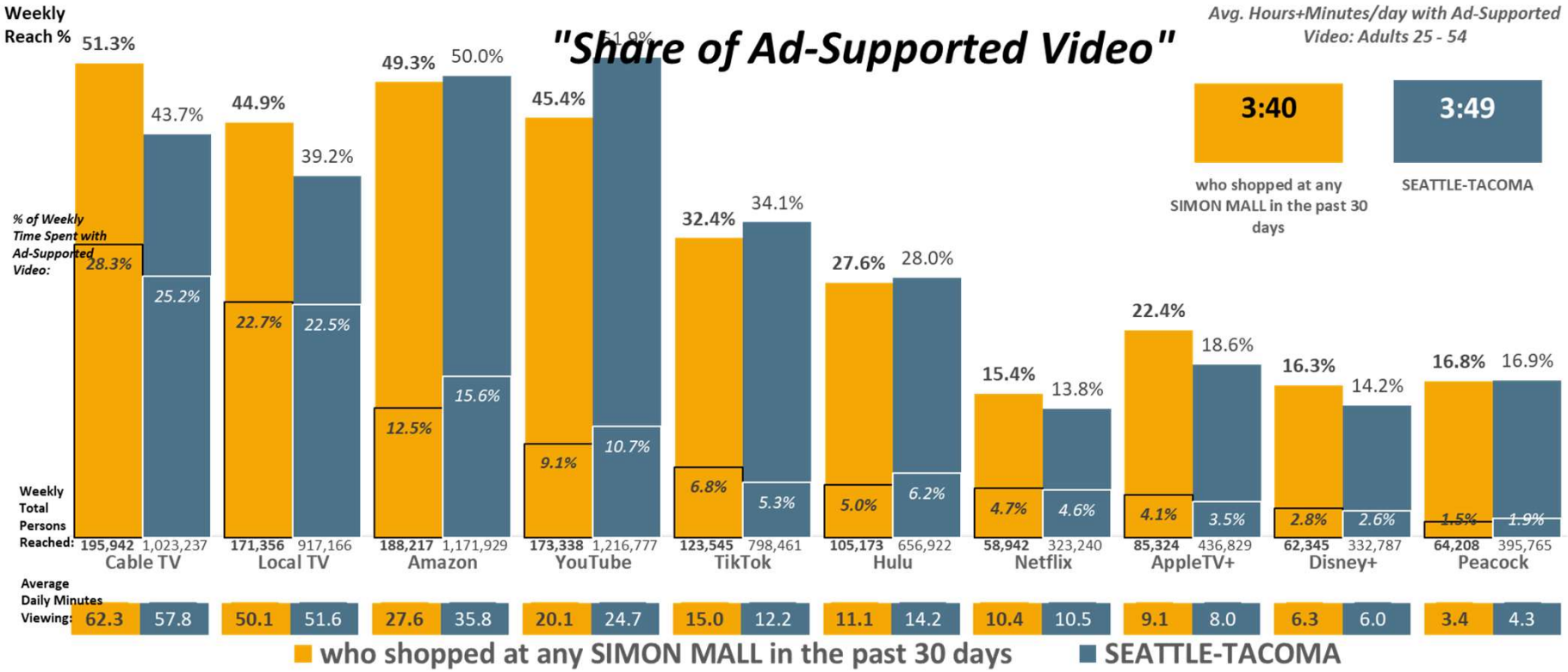
Malls shopped/visited past 30 days: Any Simon Mall



171,356 or 44.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 50.1 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 569 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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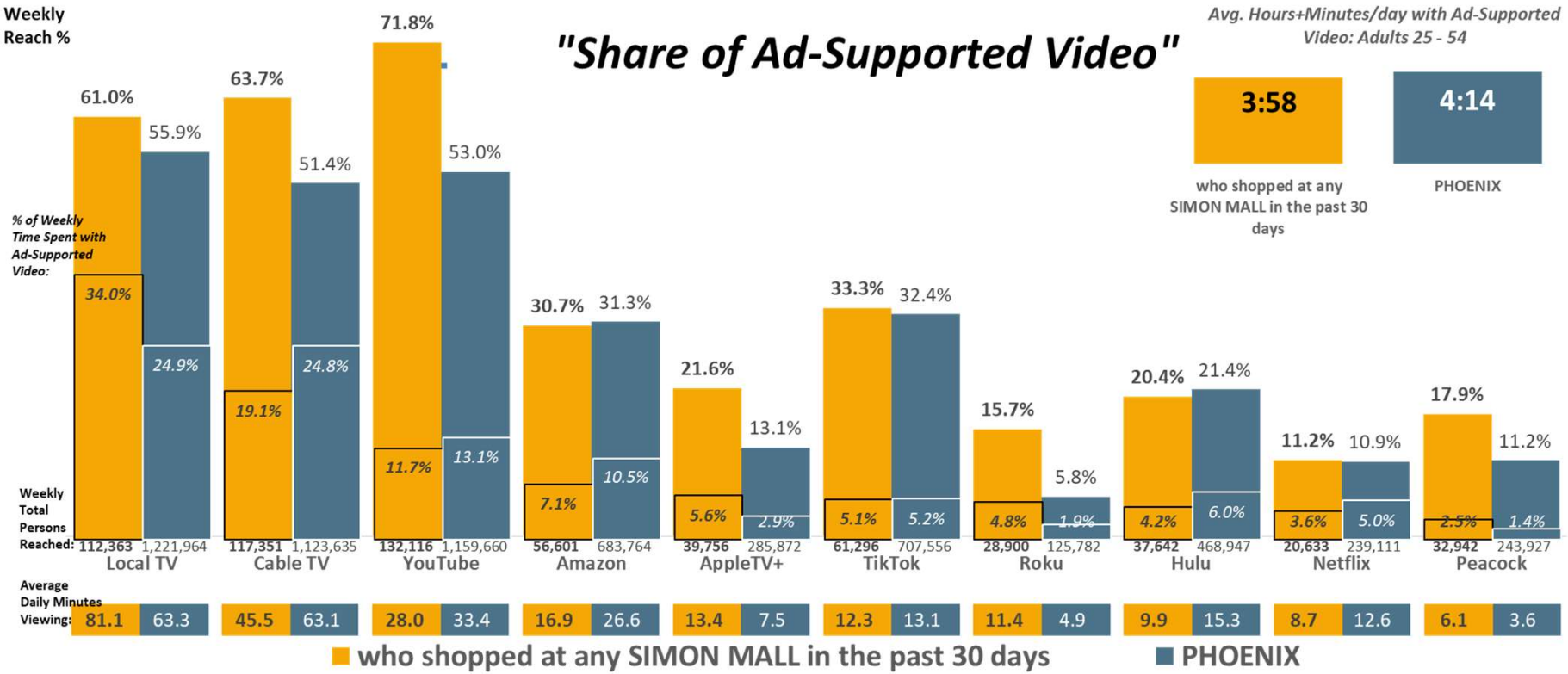
Malls shopped/visited past 30 days: Any Simon Mall



112,363 or 61.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 81.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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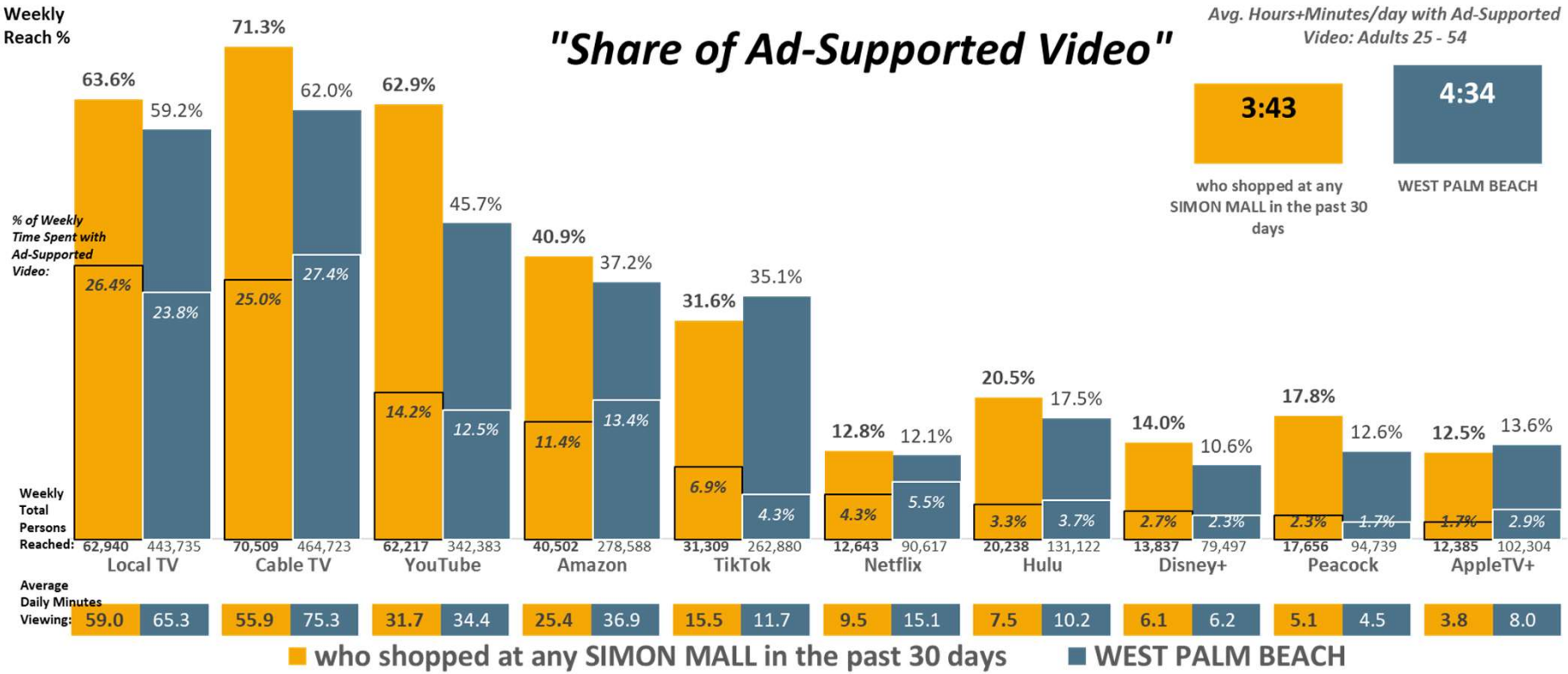
Malls shopped/visited past 30 days: Any Simon Mall



62,940 or 63.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations for an average of 59. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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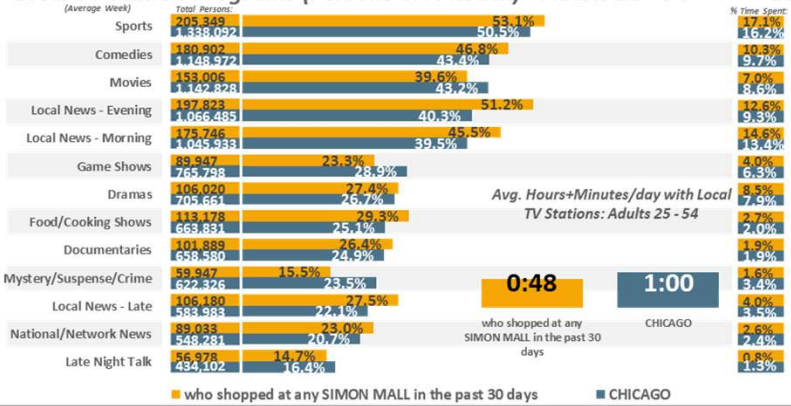
Malls shopped/visited past 30 days: Any Simon Mall

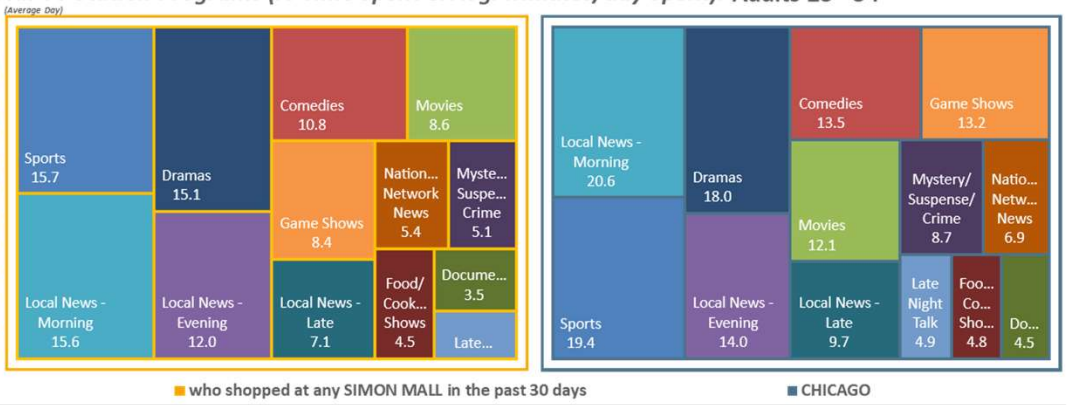


384,458 or 74.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Local News - Late.

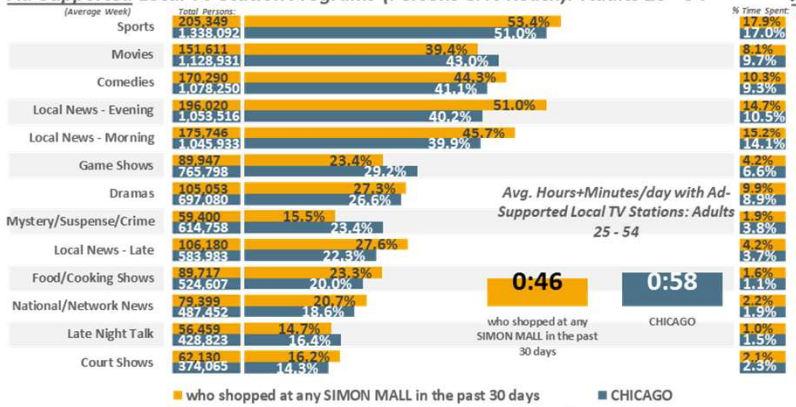
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



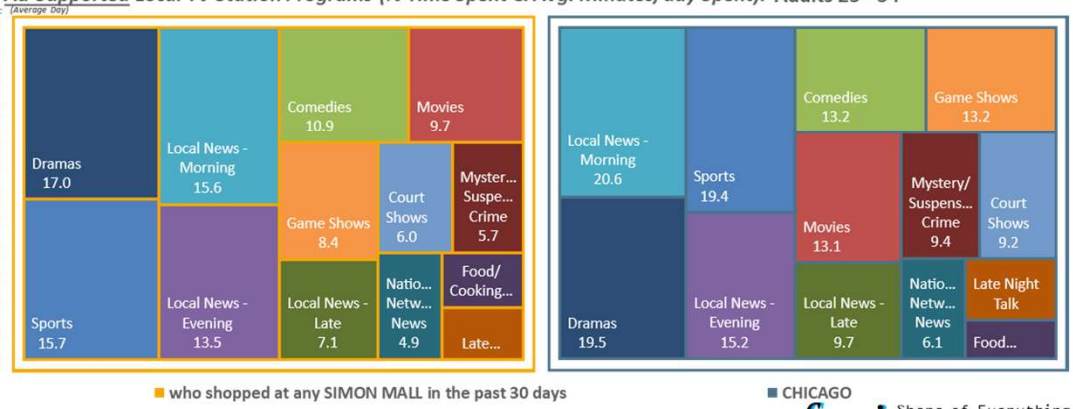
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 460

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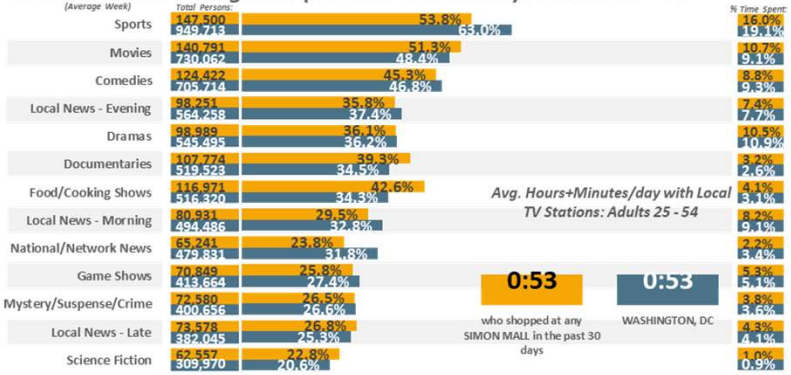
Malls shopped/visited past 30 days: Any Simon Mall

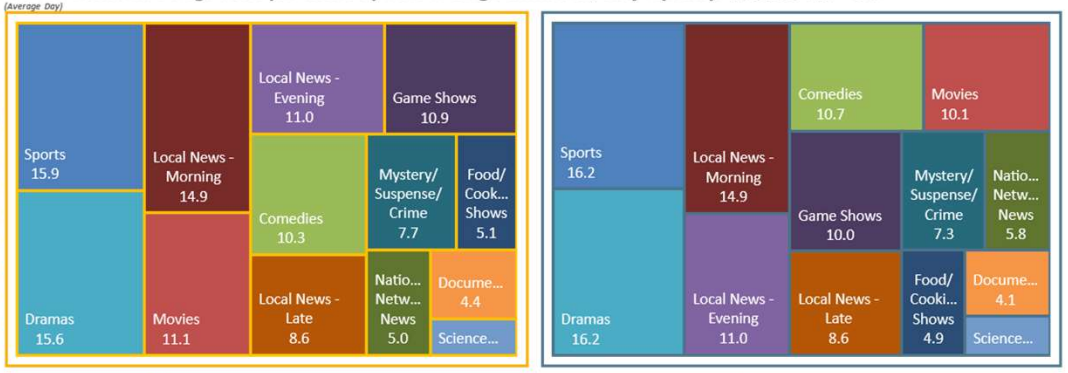


270,621 or 55.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Dramas, Local News - Evening, and Food/Cooking Shows.

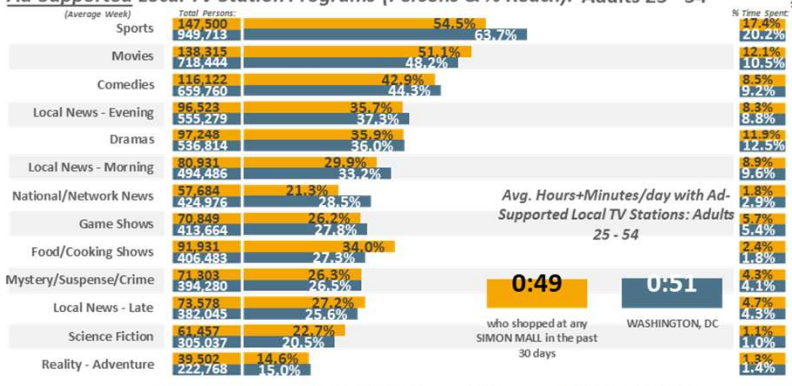
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



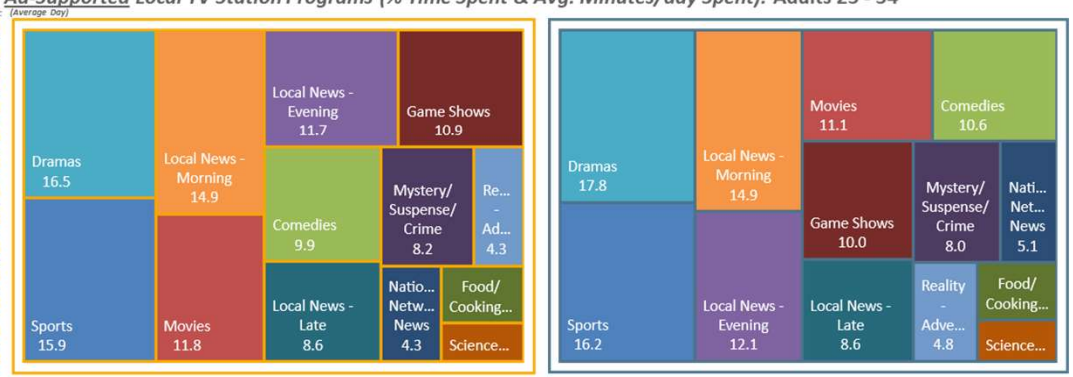
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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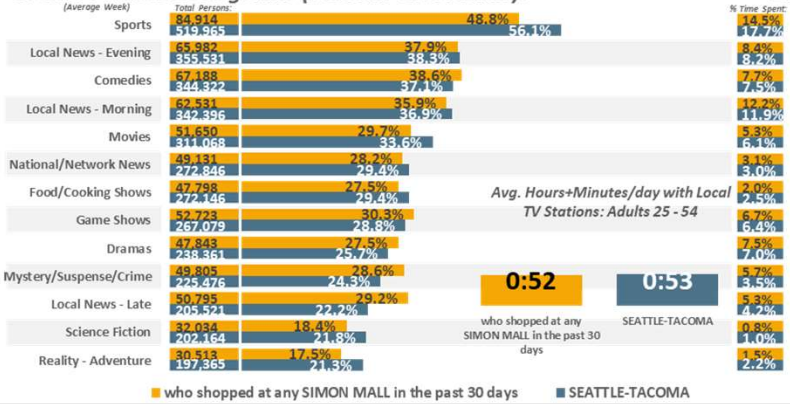
Malls shopped/visited past 30 days: Any Simon Mall

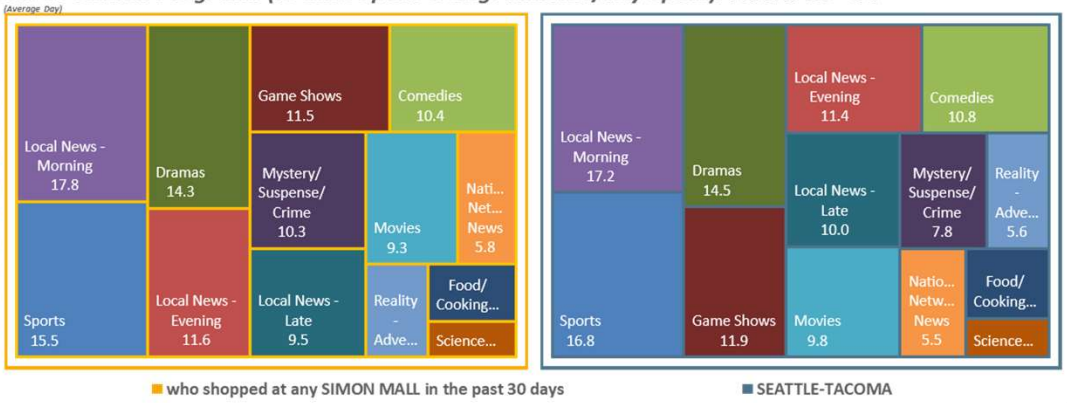


171,356 or 44.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Local News - Late.

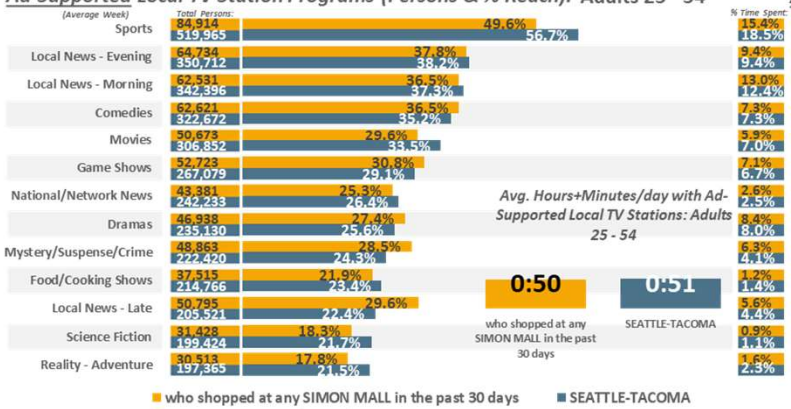
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



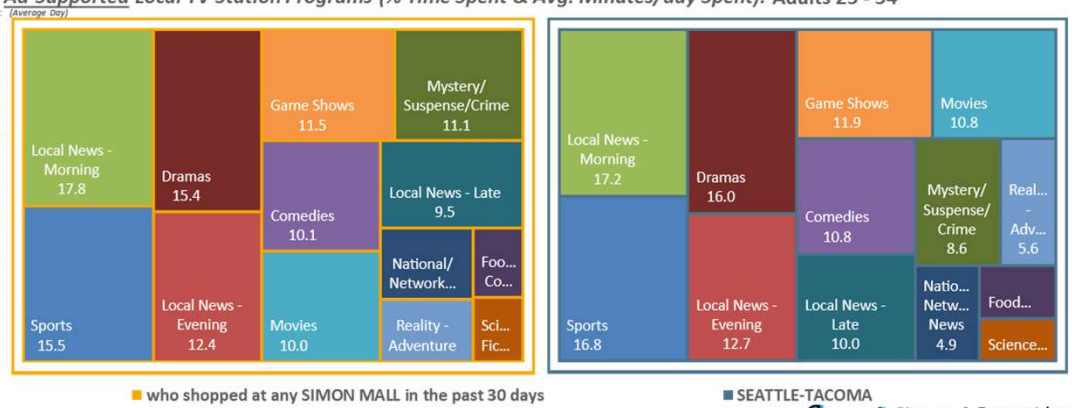
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 569

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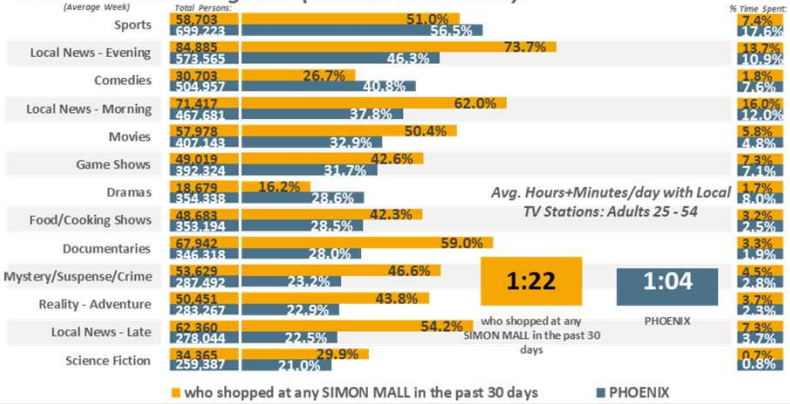
Malls shopped/visited past 30 days: Any Simon Mall

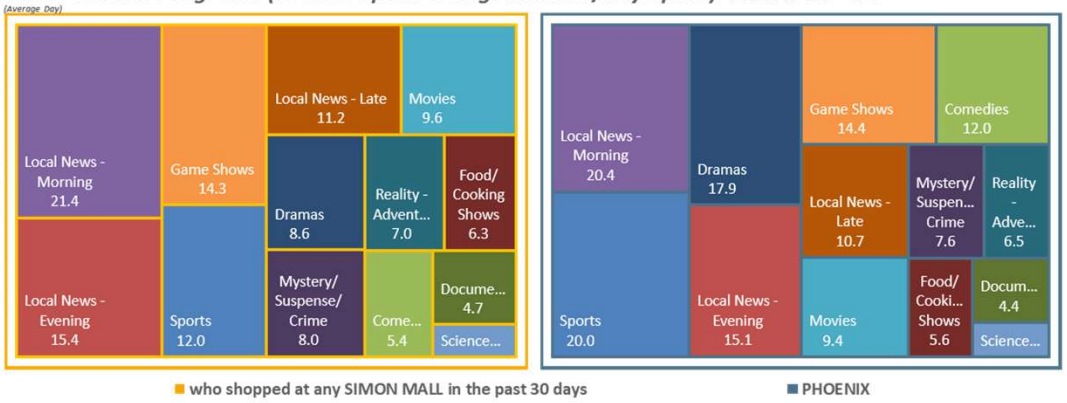


112,363 or 61.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Local News - Late, Sports, Movies, and Mystery/Suspense/Crime.

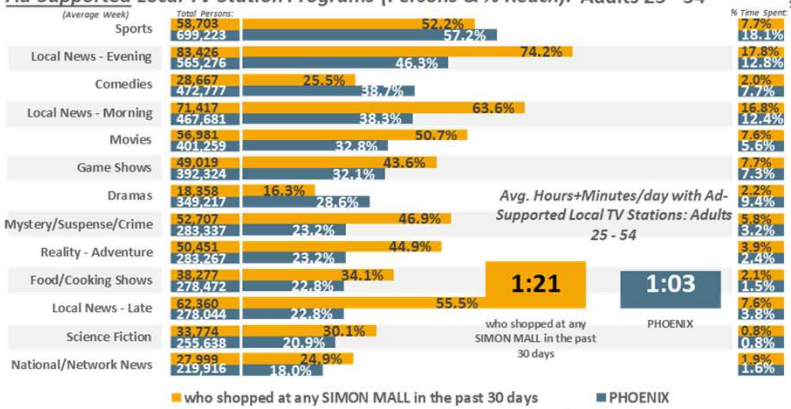
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



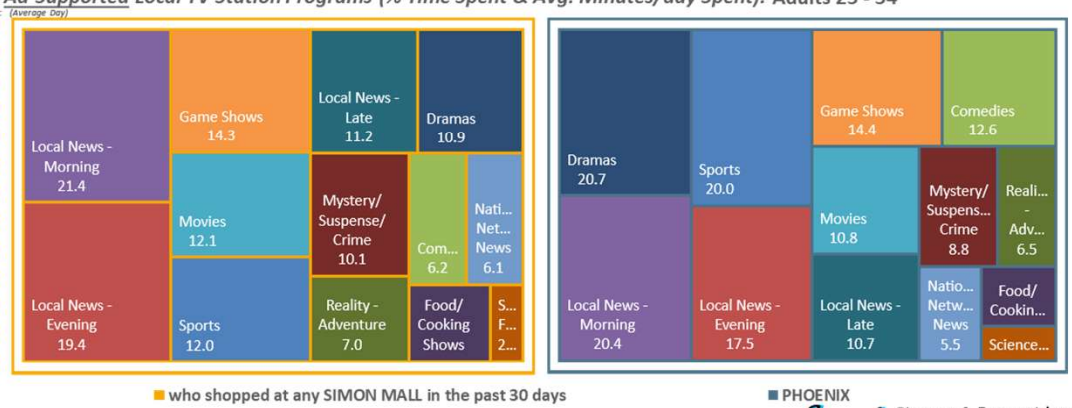
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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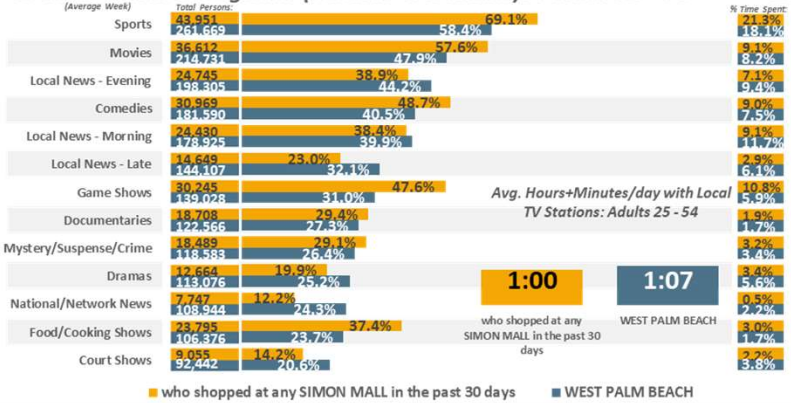
Malls shopped/visited past 30 days: Any Simon Mall

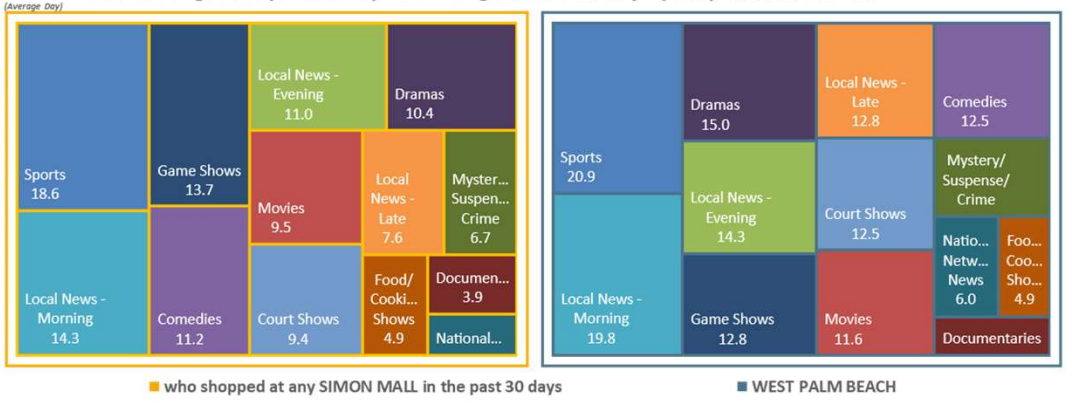


62,940 or 63.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Game Shows, Comedies, Local News - Morning, and Local News - Evening.

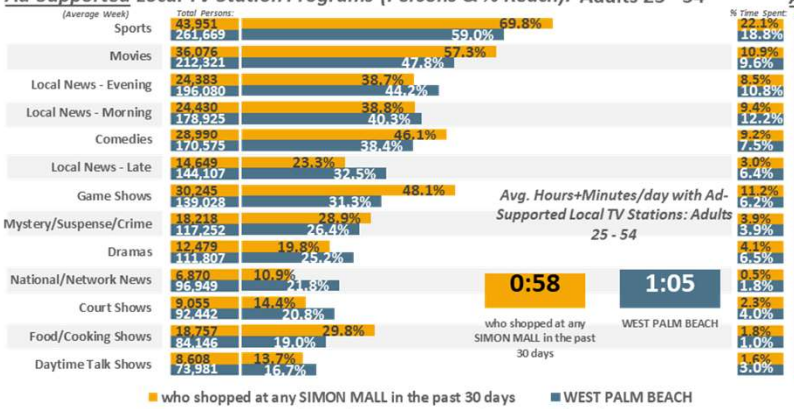
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



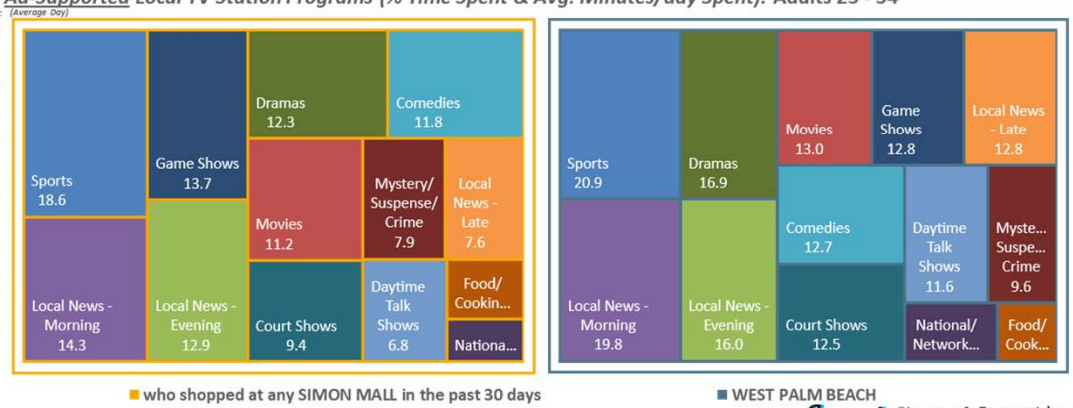
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 319

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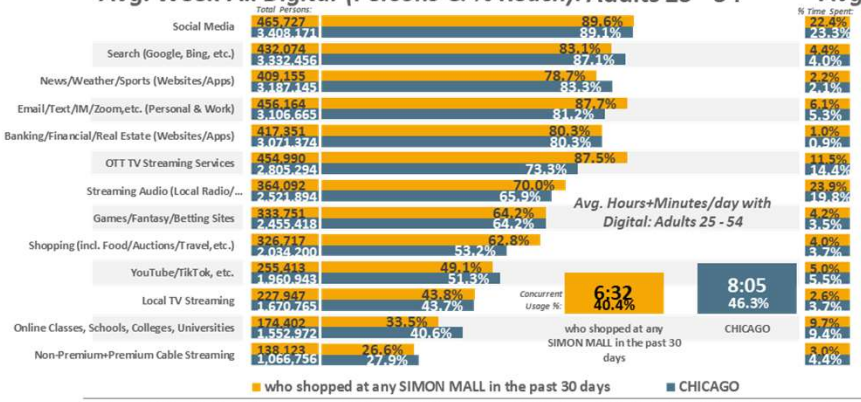
Malls shopped/visited past 30 days: Any Simon Mall

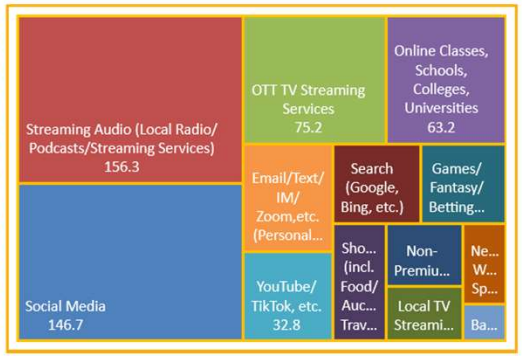


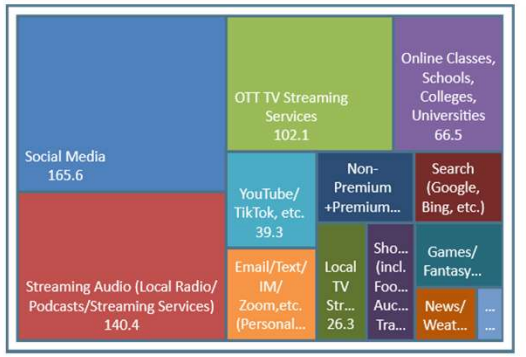
438,936 or 84.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 134.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

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

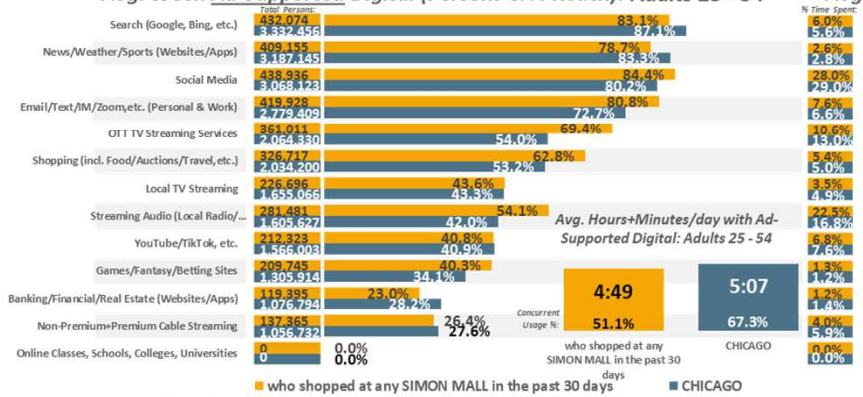


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

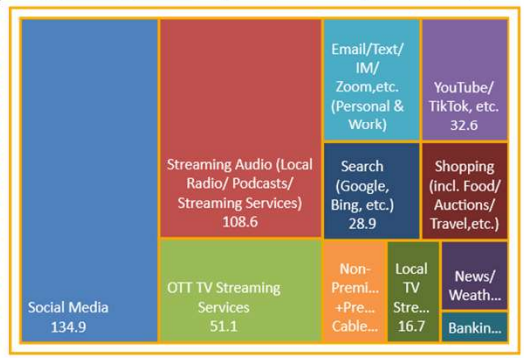


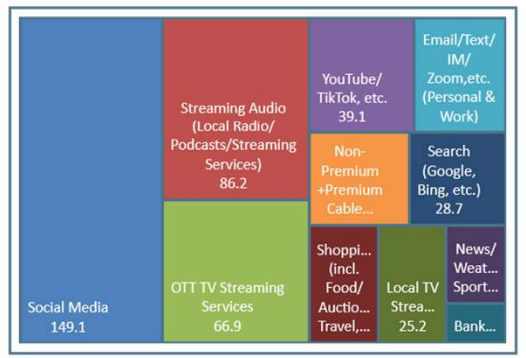


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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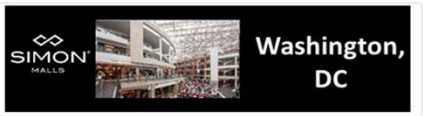
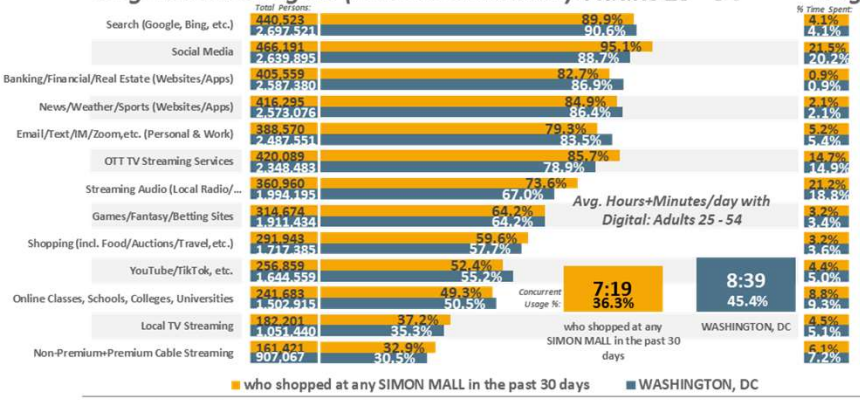
Malls shopped/visited past 30 days: Any Simon Mall

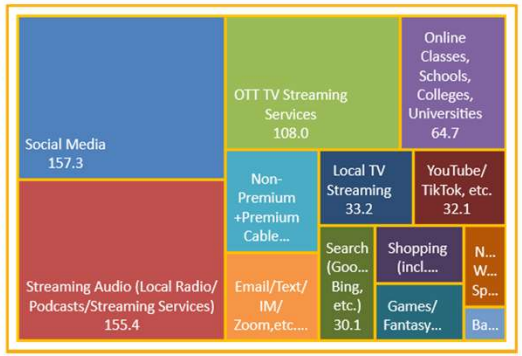


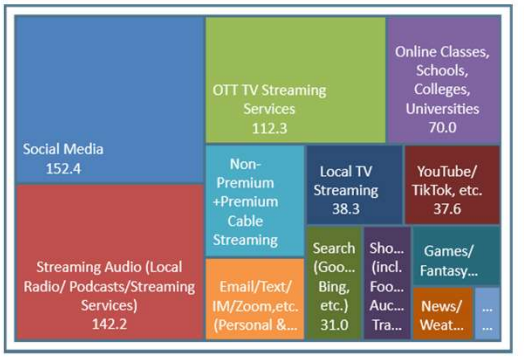
421,377 or 86.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 144.8 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

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

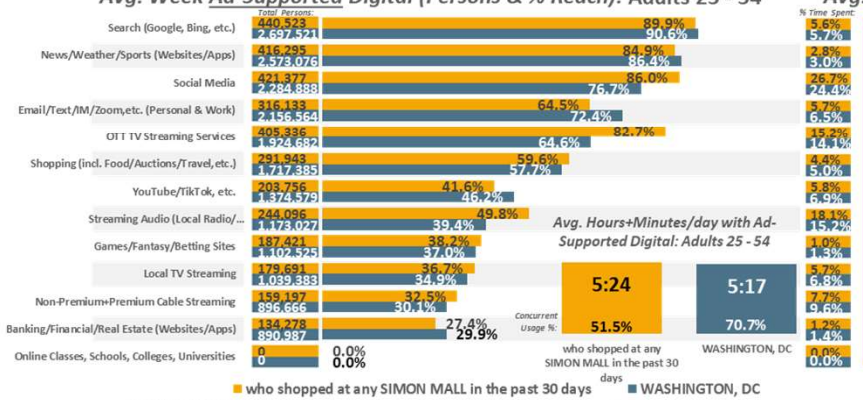


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

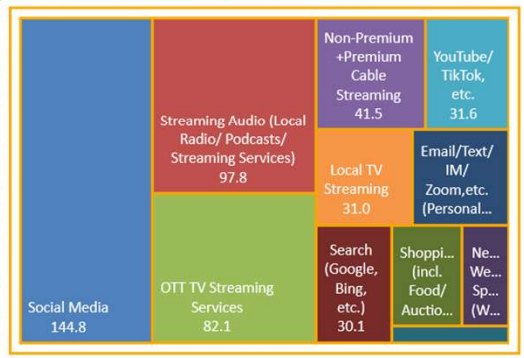


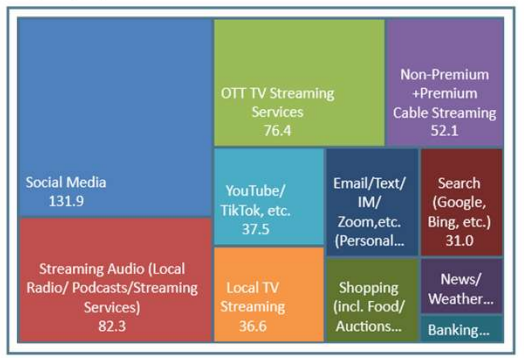


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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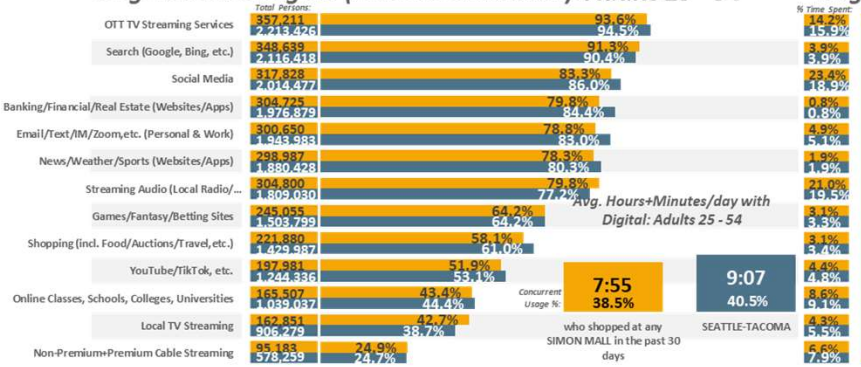
Malls shopped/visited past 30 days: Any Simon Mall

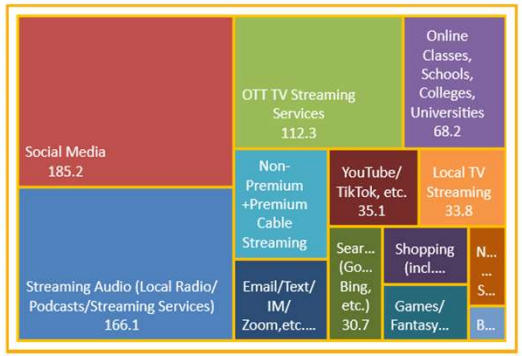


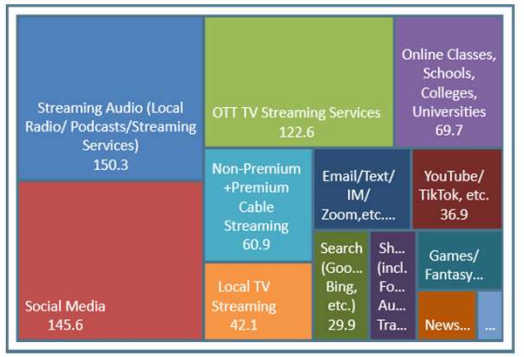
272,391 or 71.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 170.4 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

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

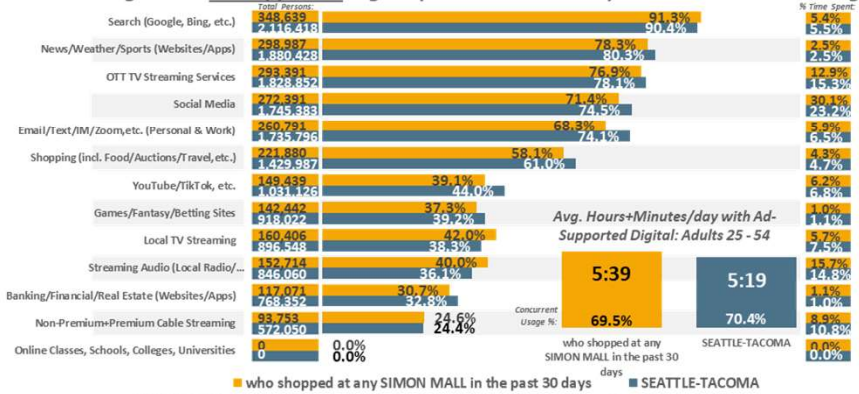


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

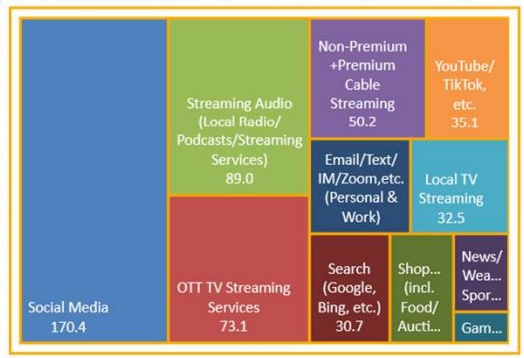


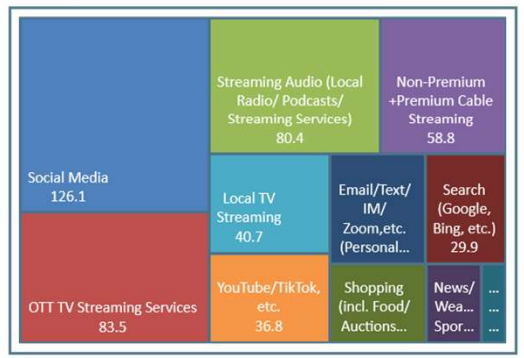


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



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





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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Malls shopped/visited past 30 days: Any Simon Mall

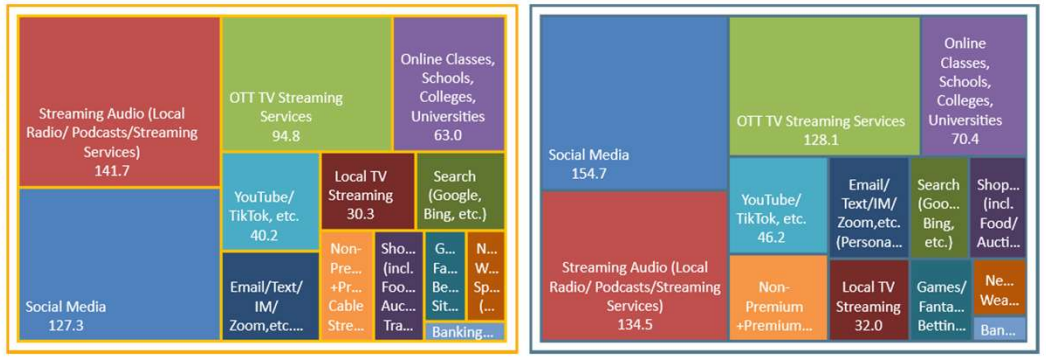


166,502 or 90.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 117.1 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

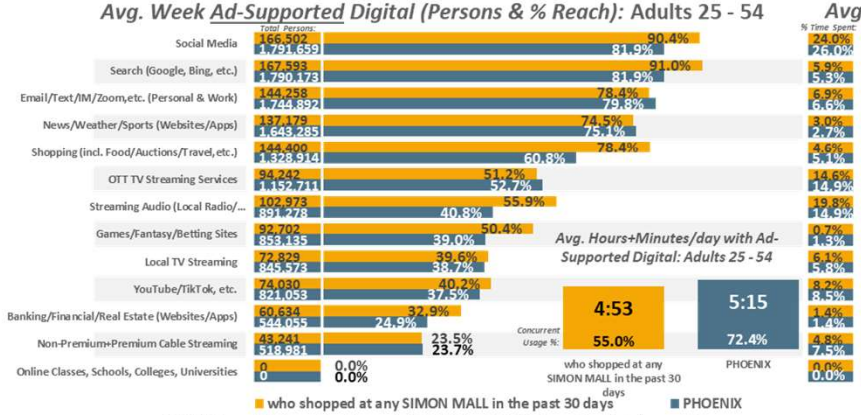
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



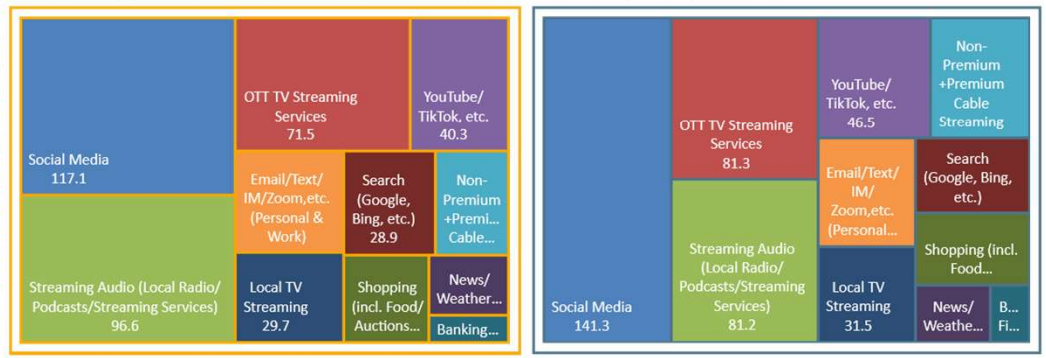
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 146

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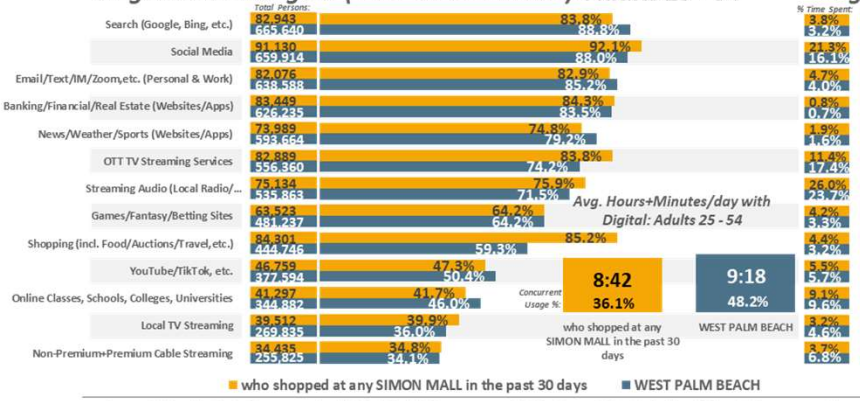
Malls shopped/visited past 30 days: Any Simon Mall

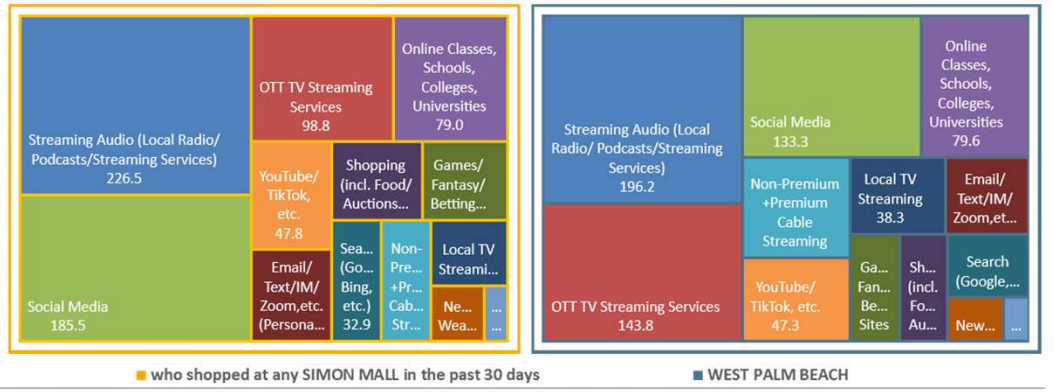


83,631 or 84.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Social Media for an average of 170.7 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

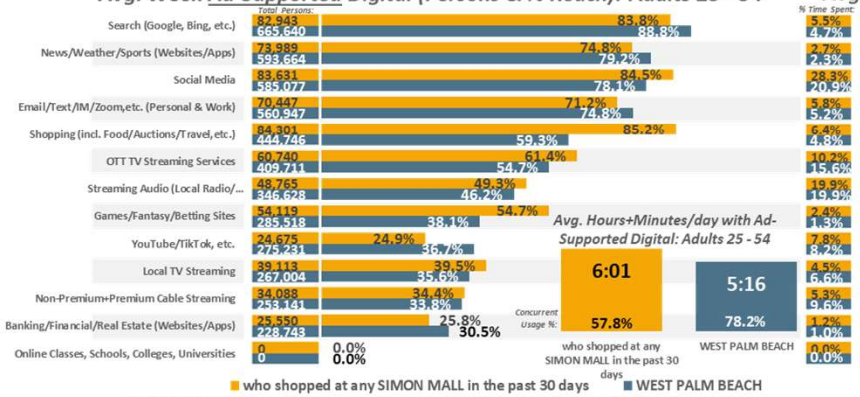
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319

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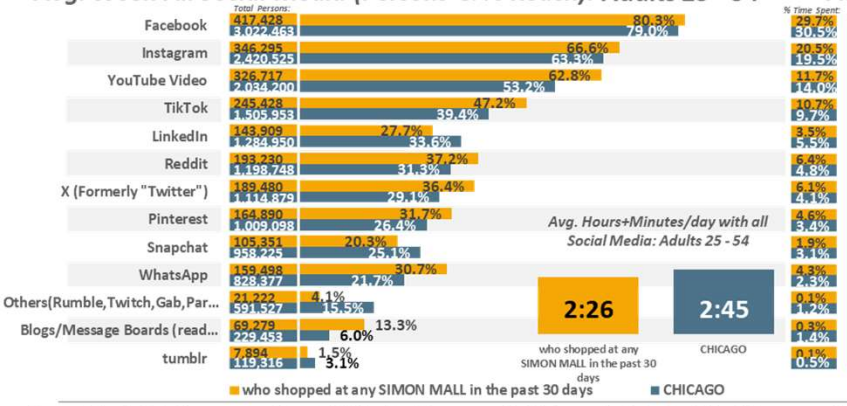
Malls shopped/visited past 30 days: Any Simon Mall

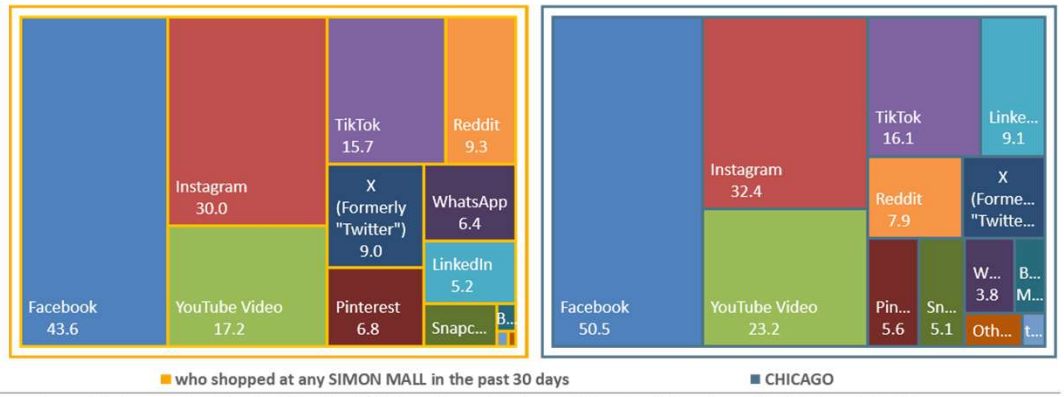


417,428 or 80.3% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 47.4 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

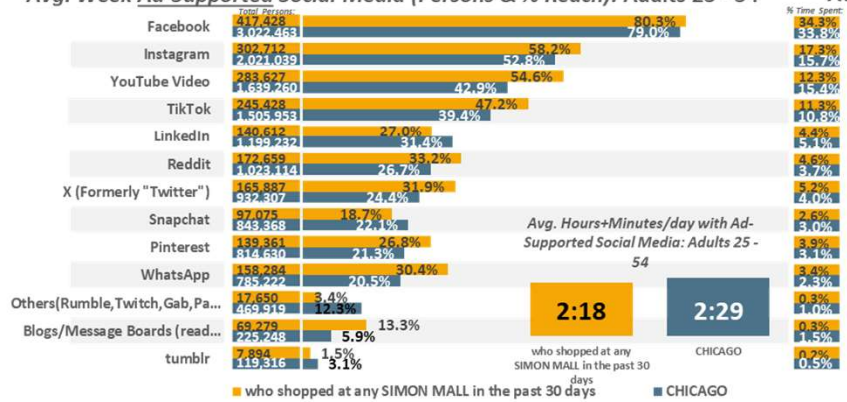
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



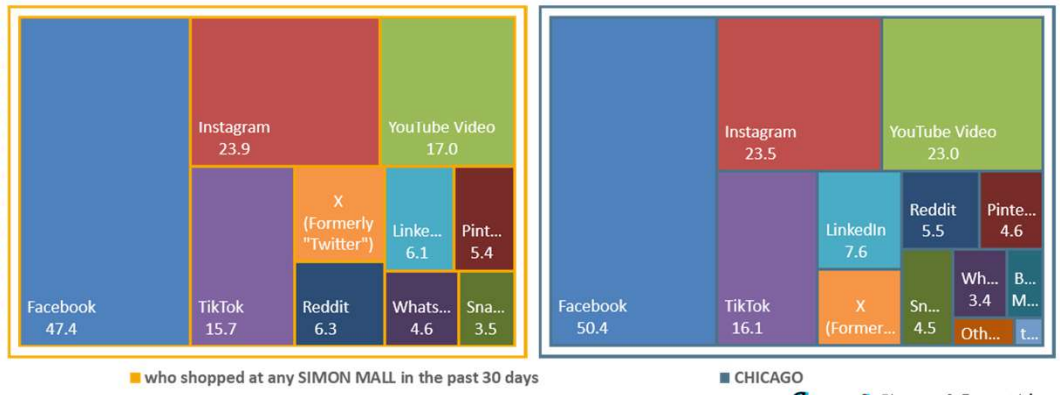
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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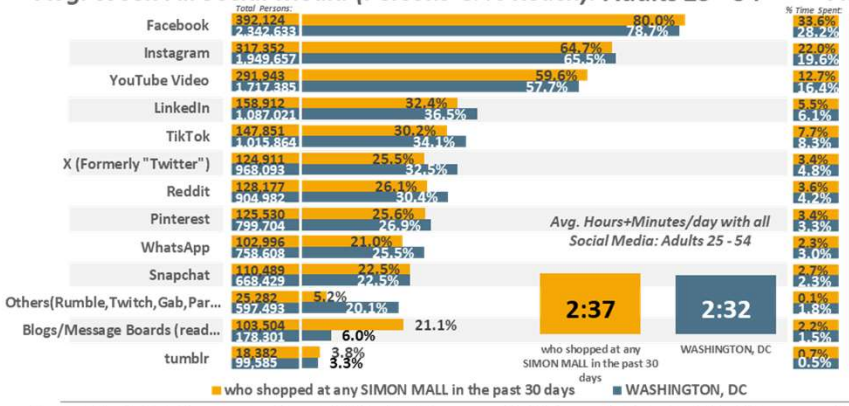
Malls shopped/visited past 30 days: Any Simon Mall

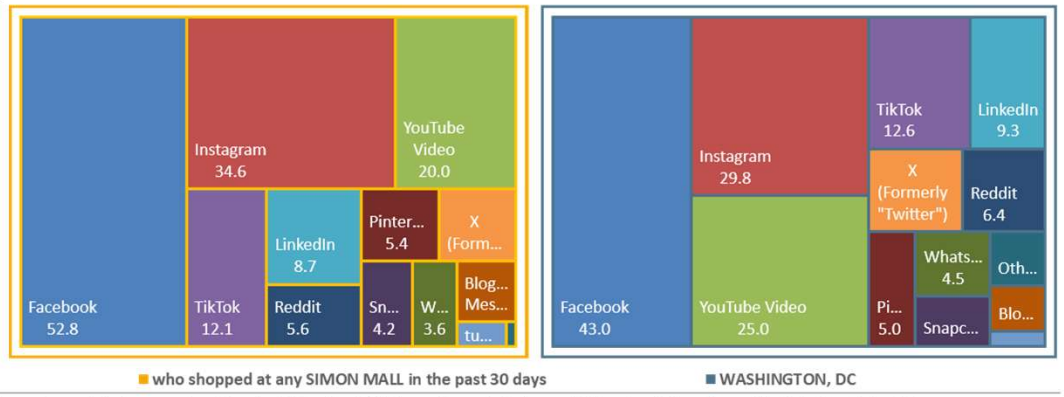


392,124 or 80.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 51.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

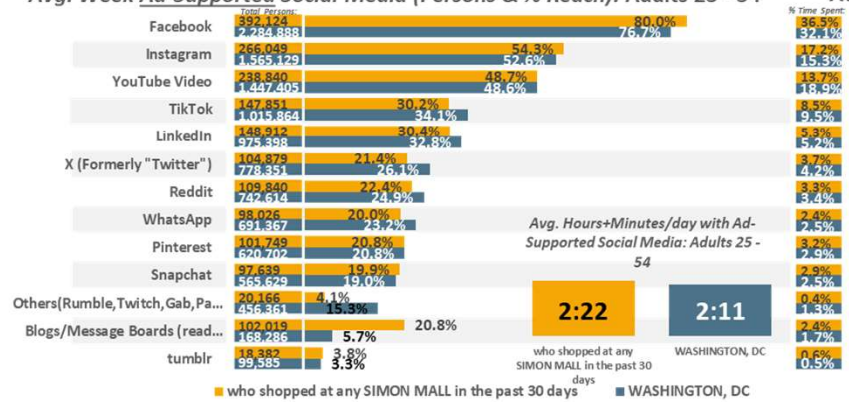
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



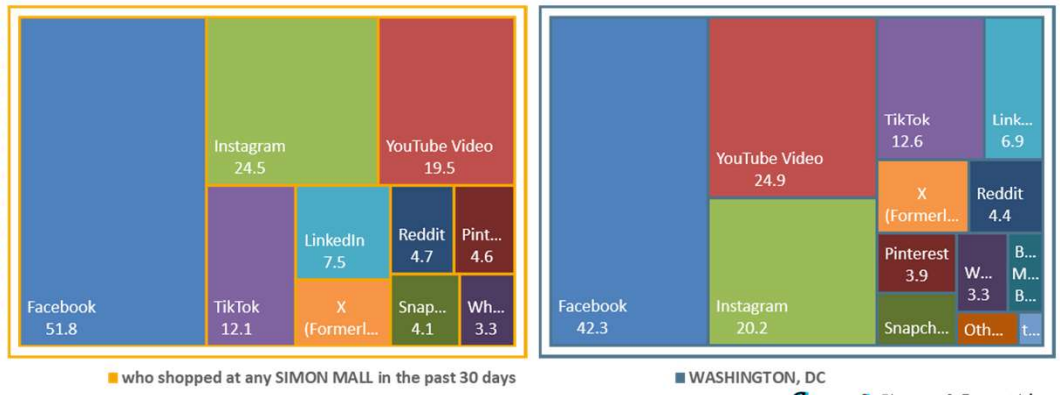
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 782

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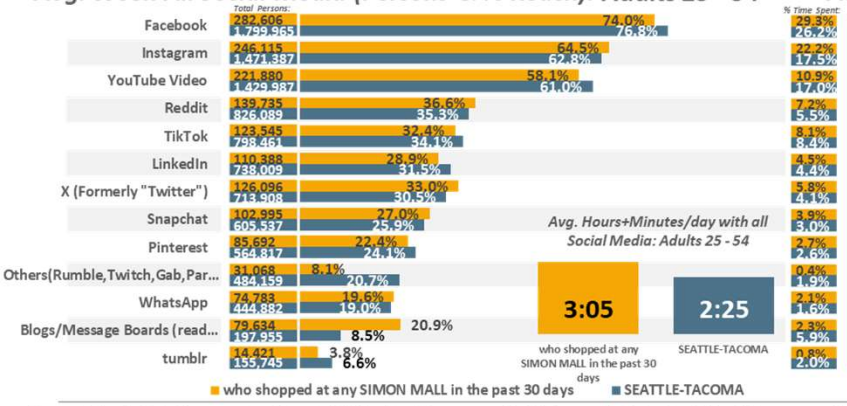
Malls shopped/visited past 30 days: Any Simon Mall

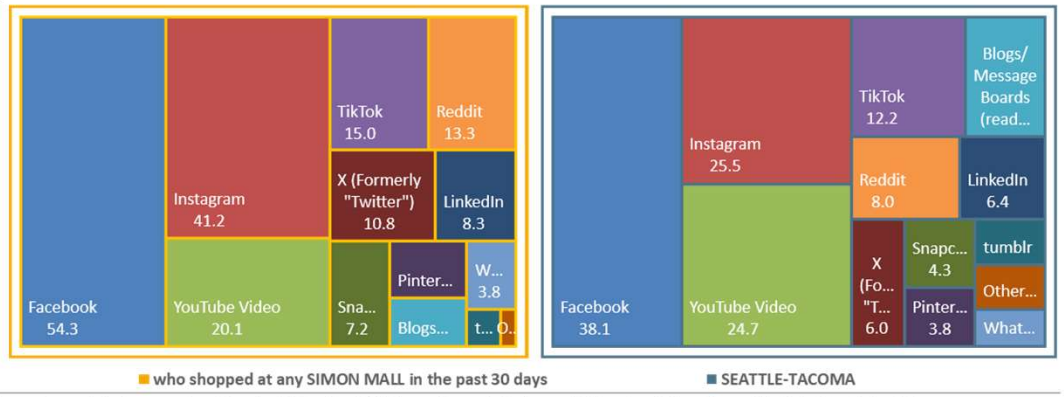


272,391 or 71.4% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 54.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

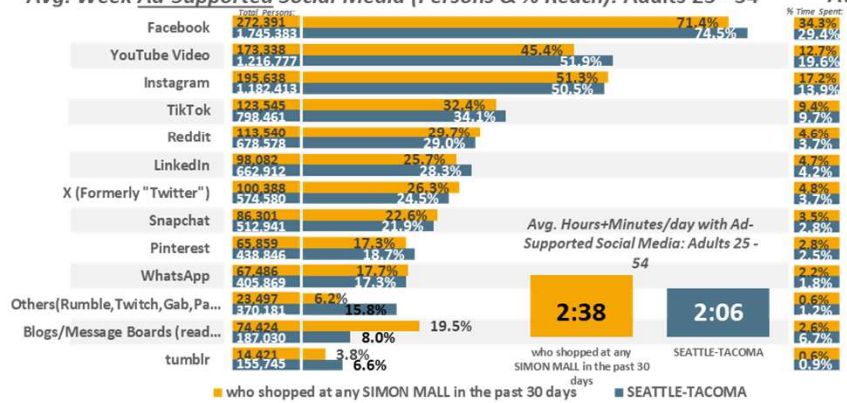
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



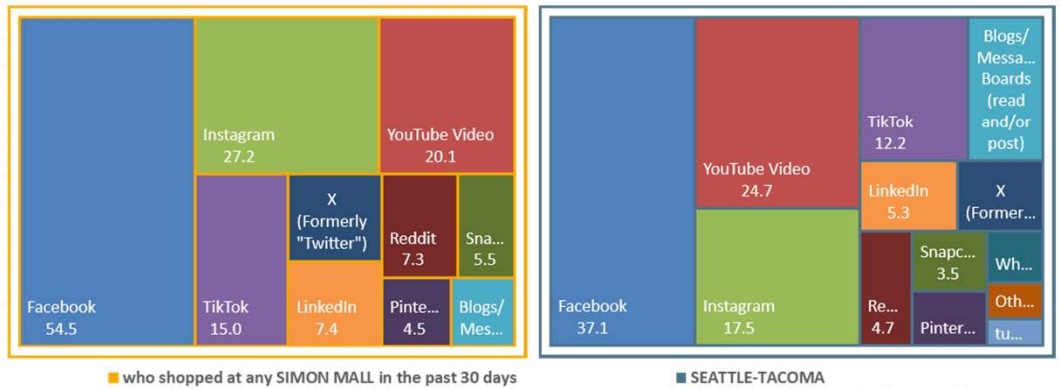
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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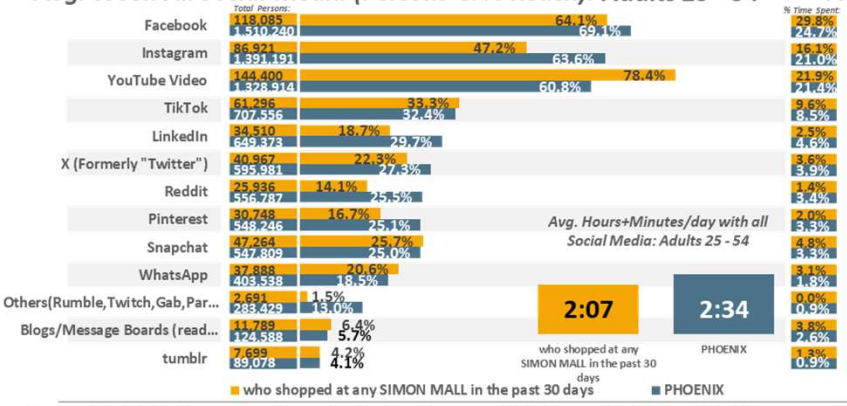
Malls shopped/visited past 30 days: Any Simon Mall

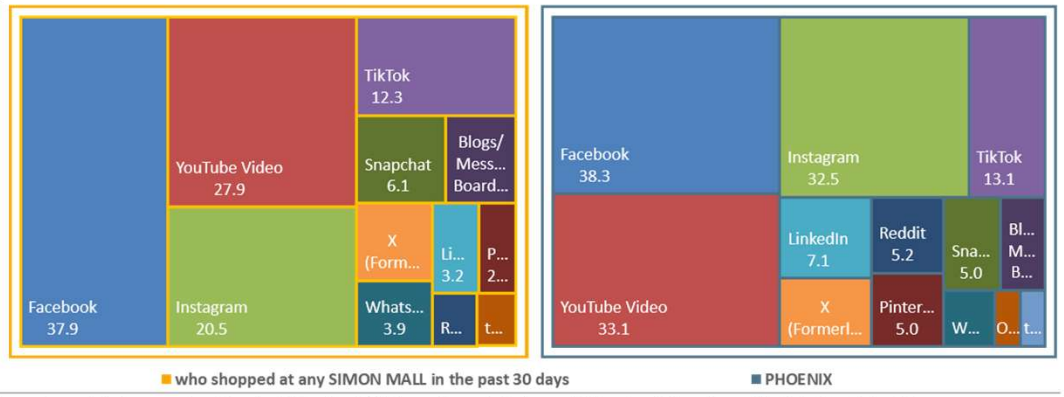


118,085 or 64.1% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 38.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

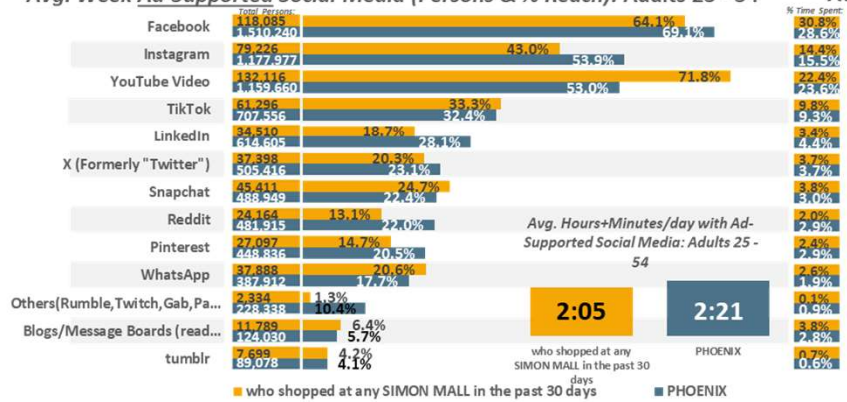
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



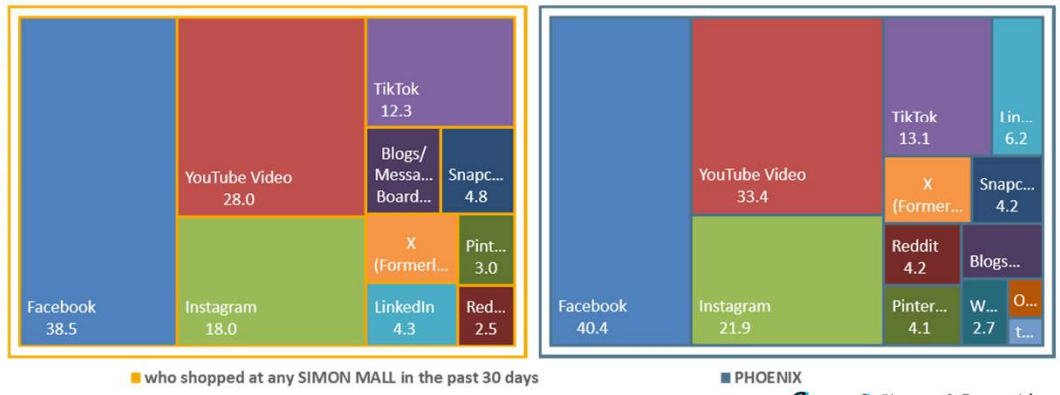
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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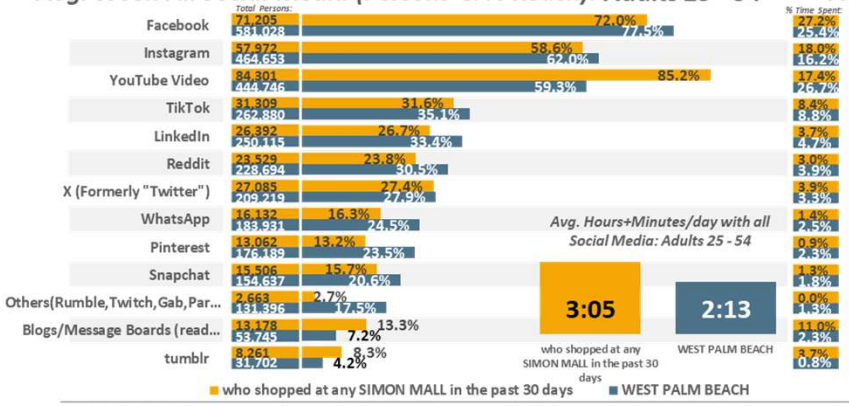
Malls shopped/visited past 30 days: Any Simon Mall

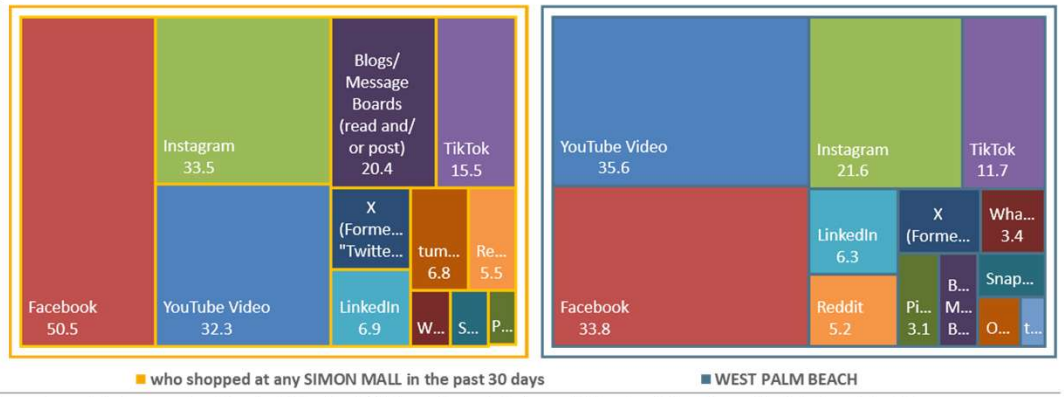


71,205 or 72.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days use Ad-Supported Facebook for an average of 50.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

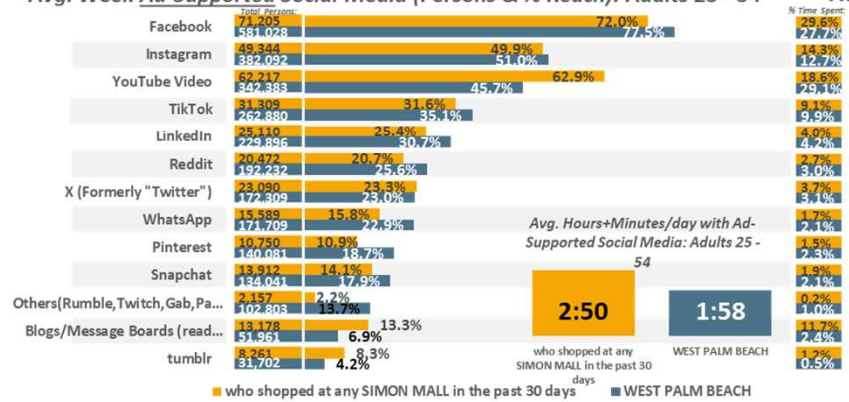
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



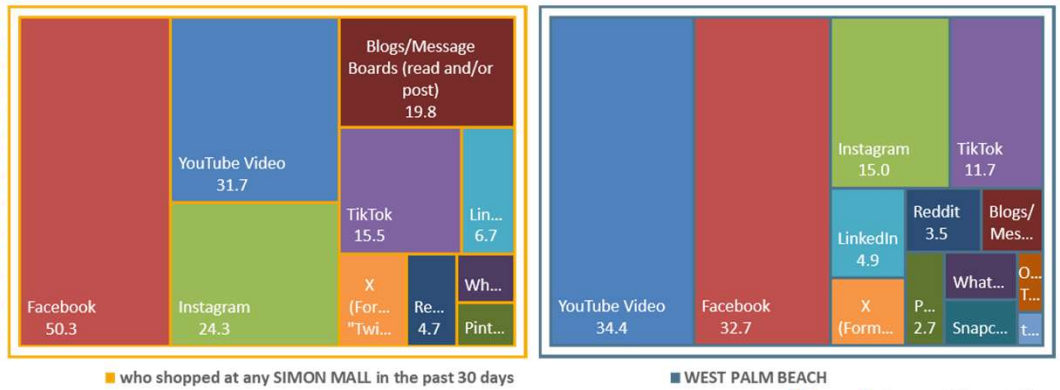
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 319

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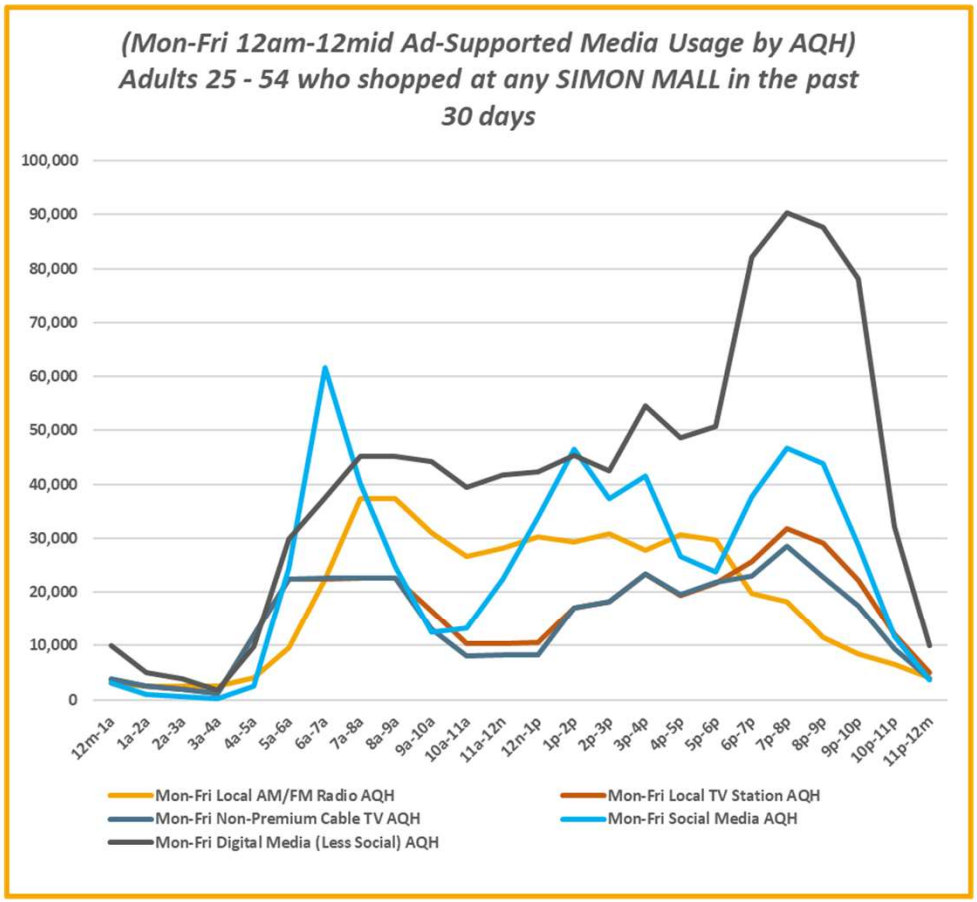
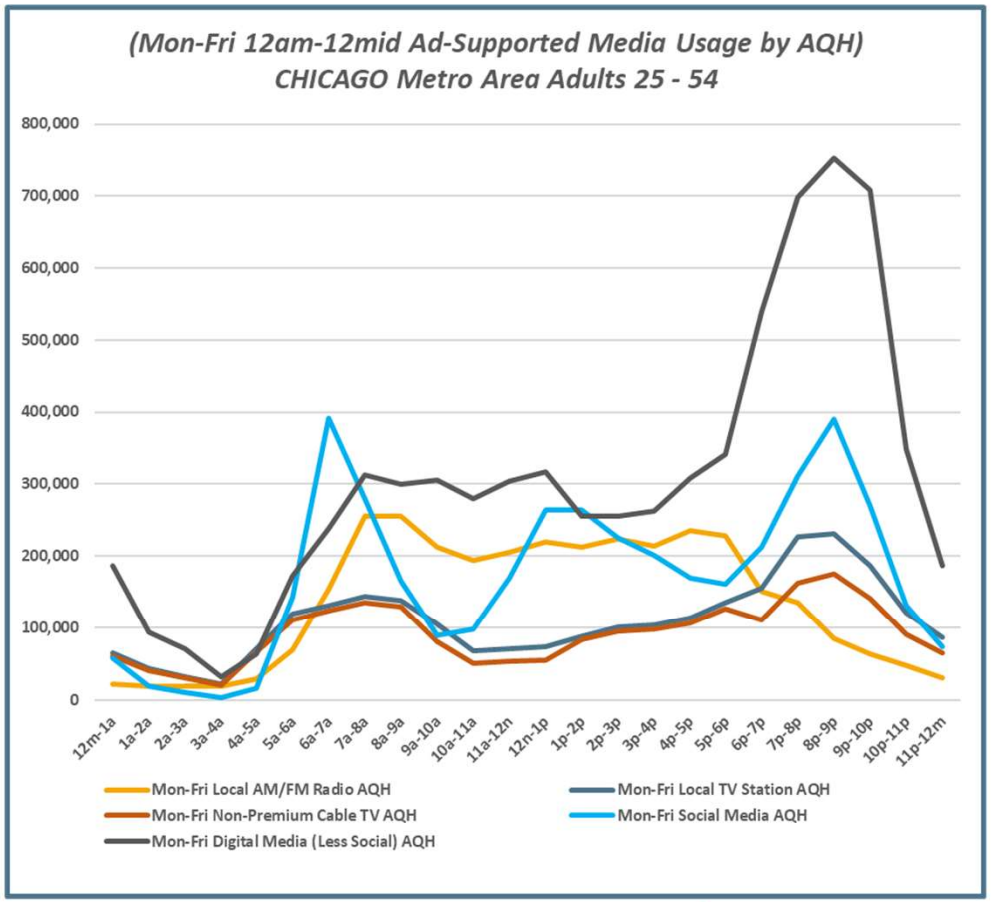
Malls shopped/visited past 30 days: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,654; Social Media: 32,449; Local Radio: 29,337; Local TV: 18,510; Non-Prem. Cable: 17,543 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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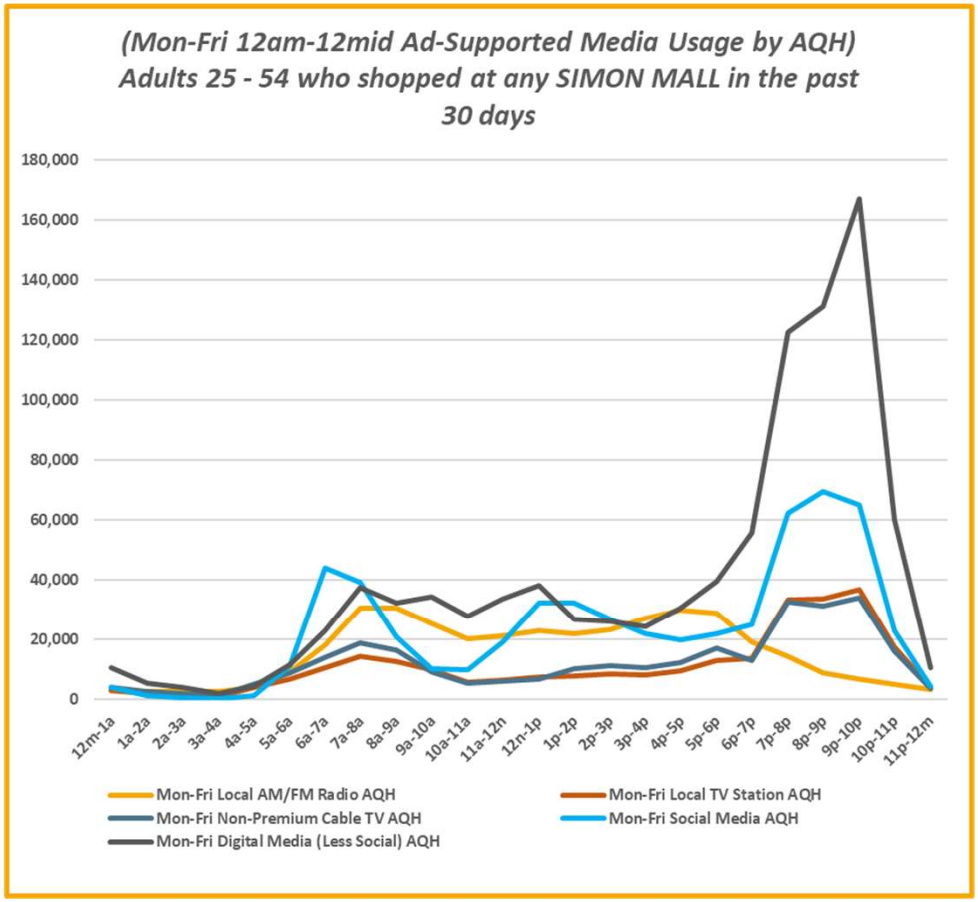
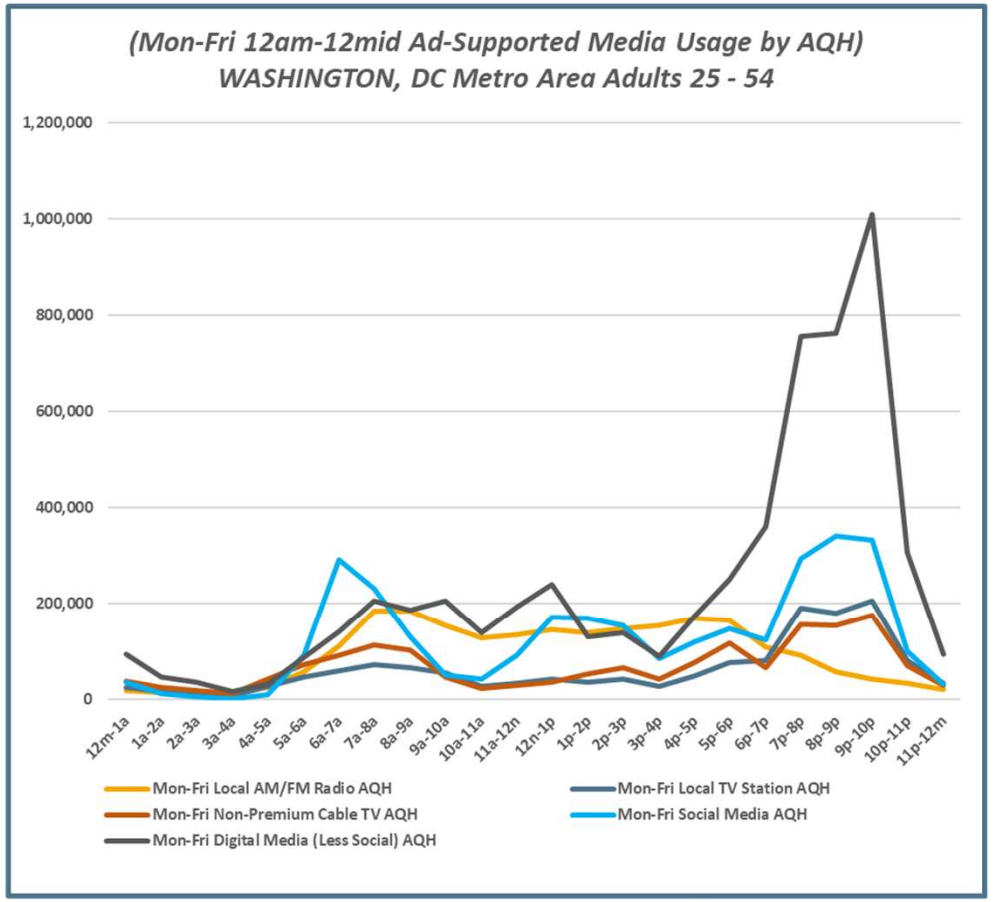
Malls shopped/visited past 30 days: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,995; Social Media: 24,819; Local Radio: 24,502; Non-Prem. Cable: 11,587; Local TV: 9,773 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days.





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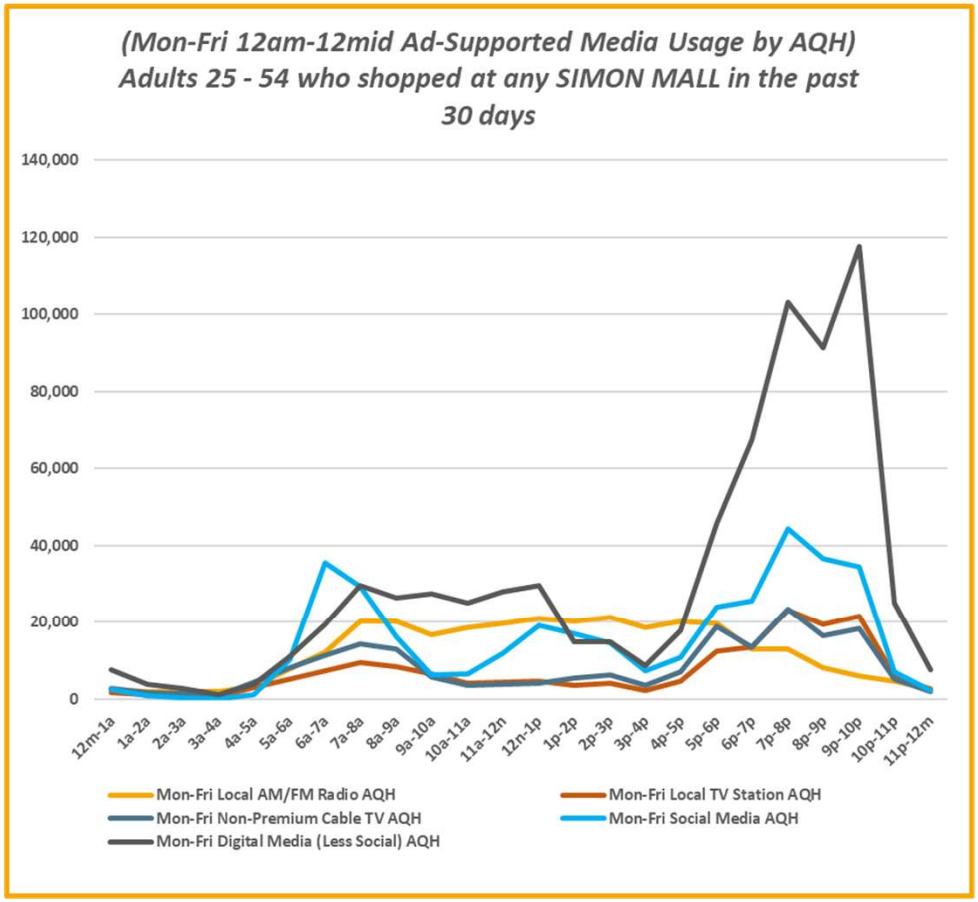
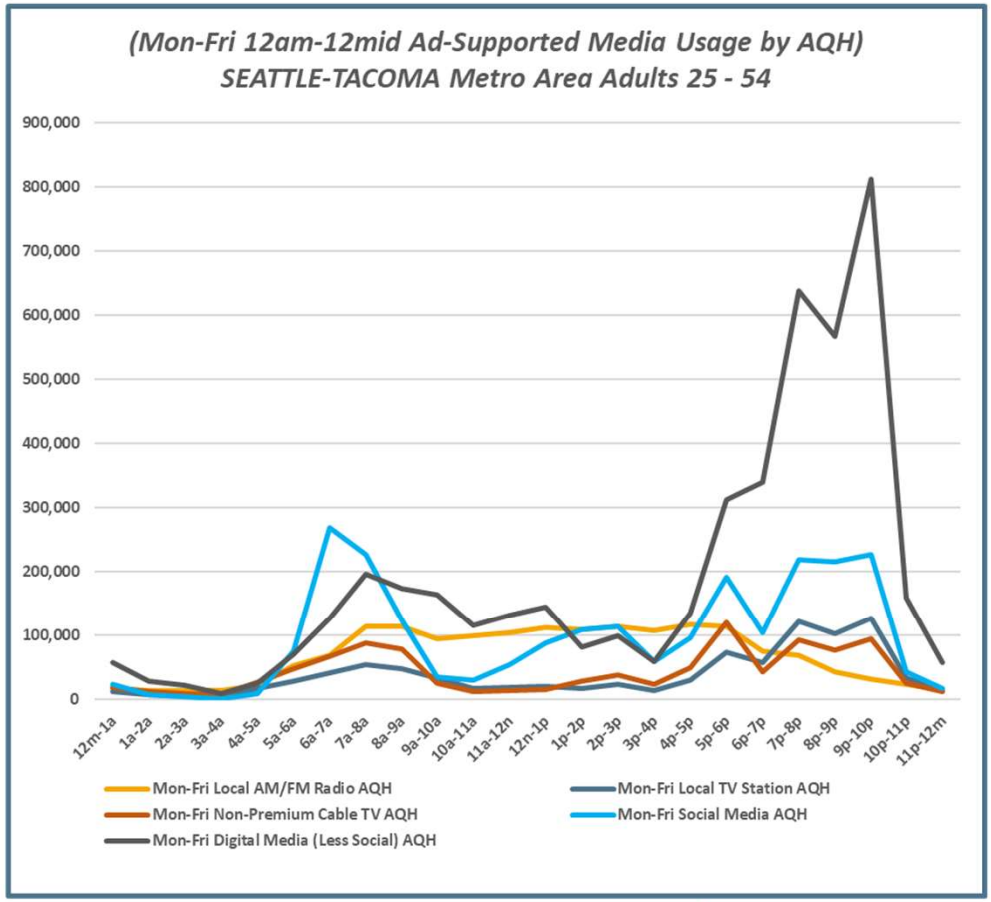
Malls shopped/visited past 30 days: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,358; Local Radio: 18,597; Social Media: 17,286; Non-Prem. Cable: 8,508; Local TV: 6,607 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days.





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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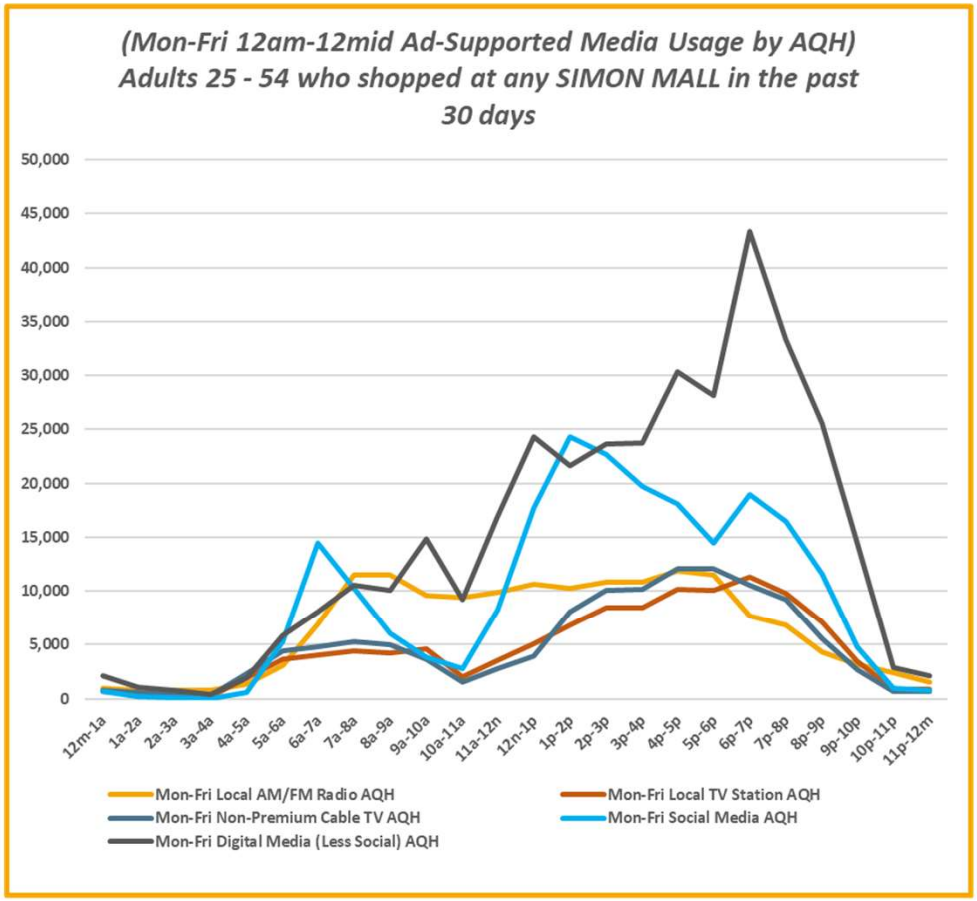
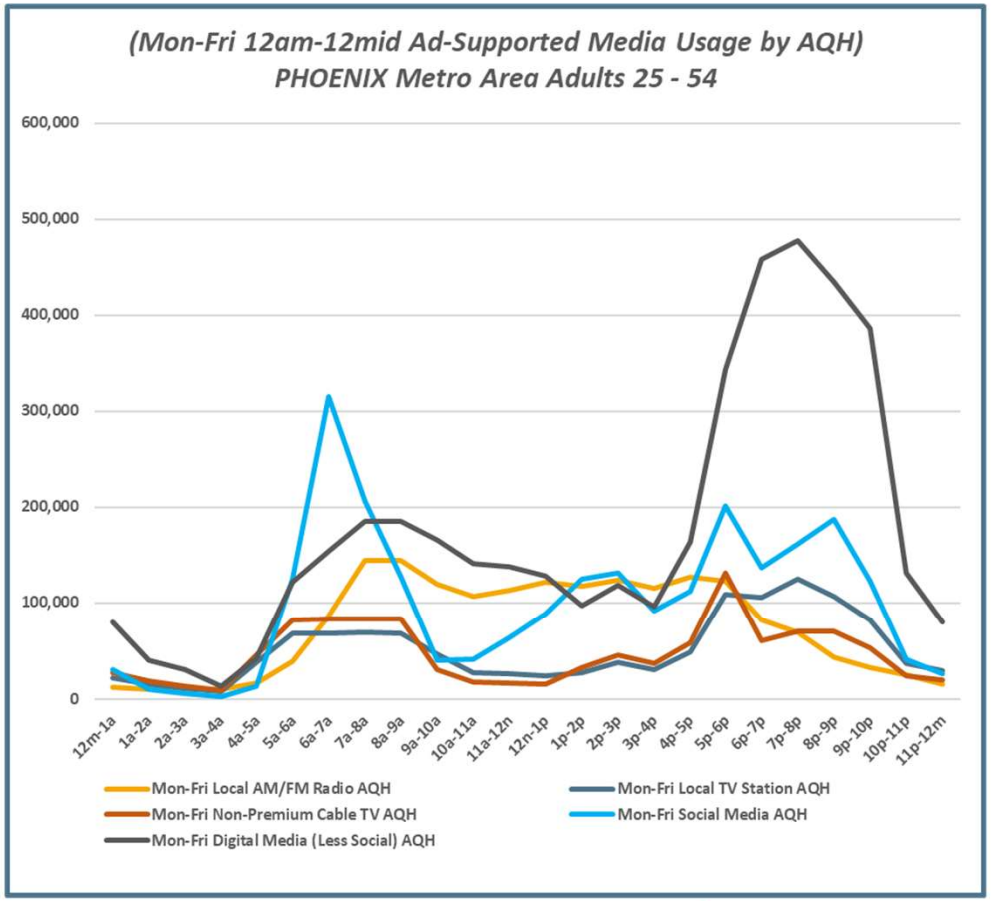
Malls shopped/visited past 30 days: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,349; Social Media: 13,968; Local Radio: 10,183; Non-Prem. Cable: 6,915; Local TV: 6,381 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days.





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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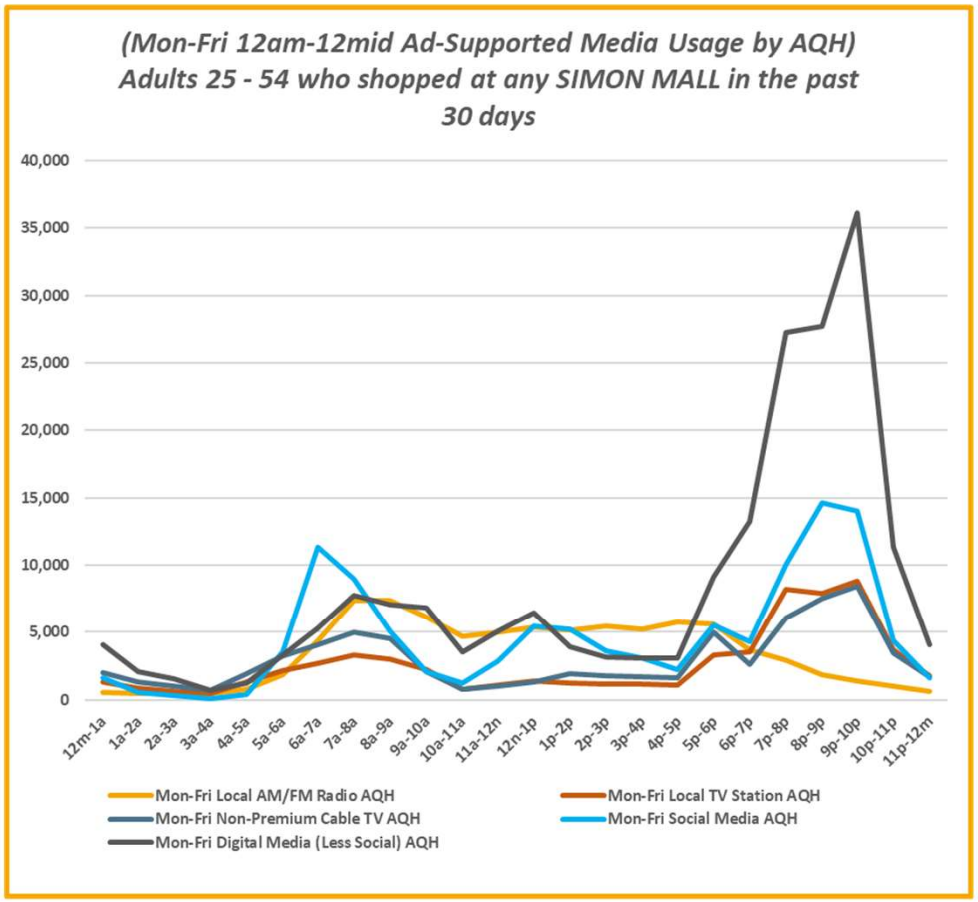
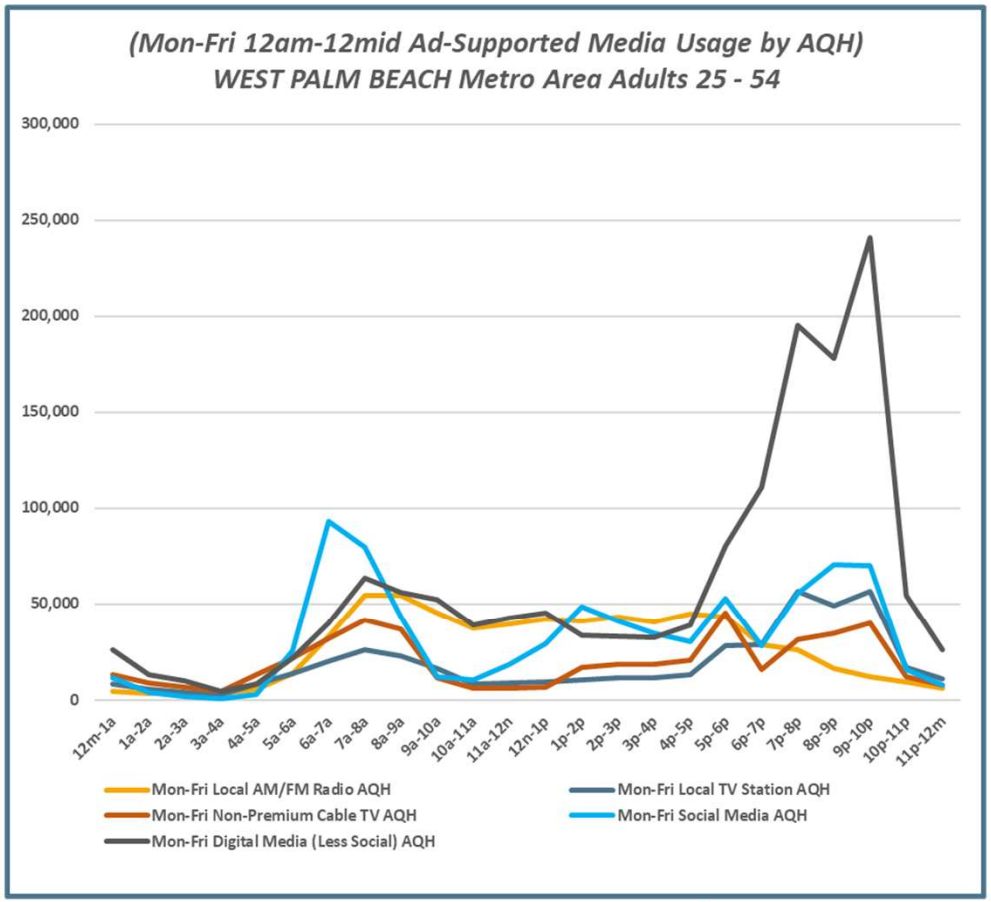
Malls shopped/visited past 30 days: Any Simon Mall



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,965; Local Radio: 5,464; Social Media: 4,687; Non-Prem. Cable: 2,564; Local TV: 1,996 reaching Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days.





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 319

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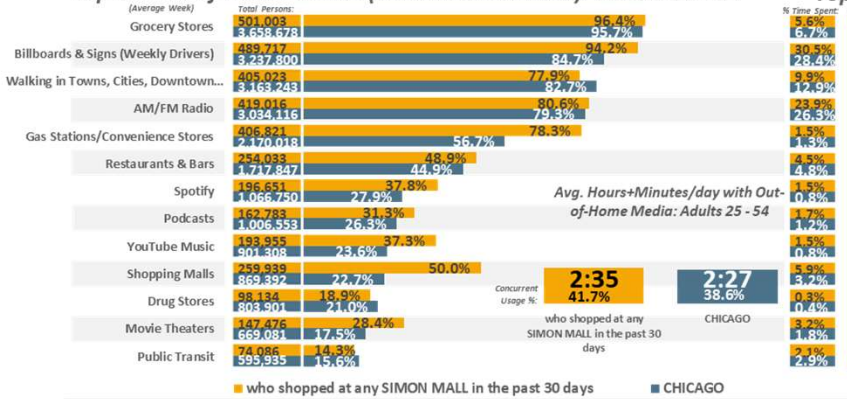
Malls shopped/visited past 30 days: Any Simon Mall

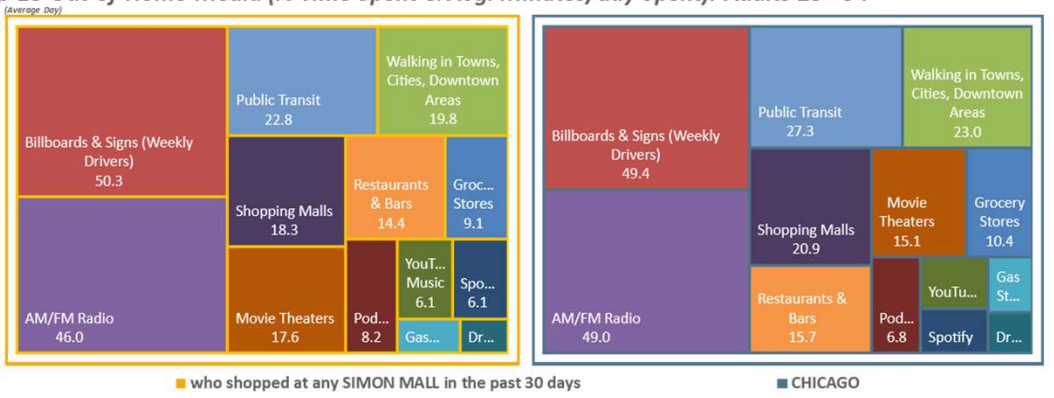


489,717 or 94.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 50.3 minutes per day driving, seeing Billboards and Signs. 76.9% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

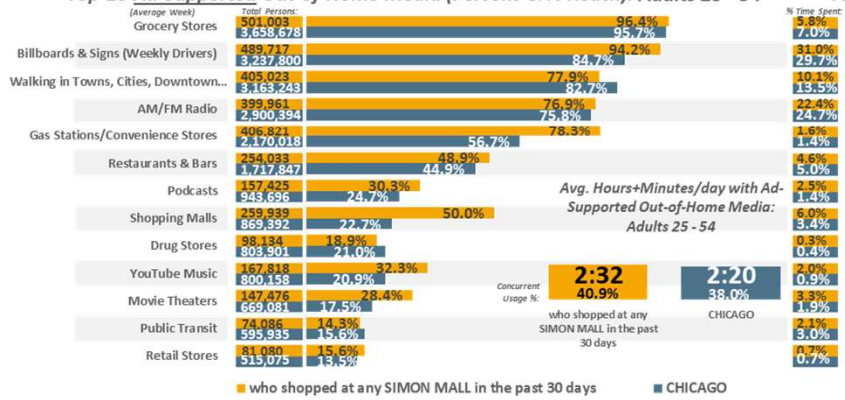
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



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 460

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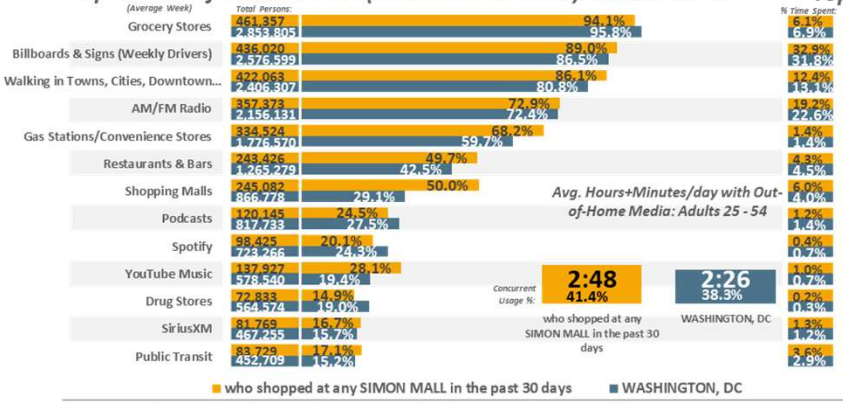
Malls shopped/visited past 30 days: Any Simon Mall

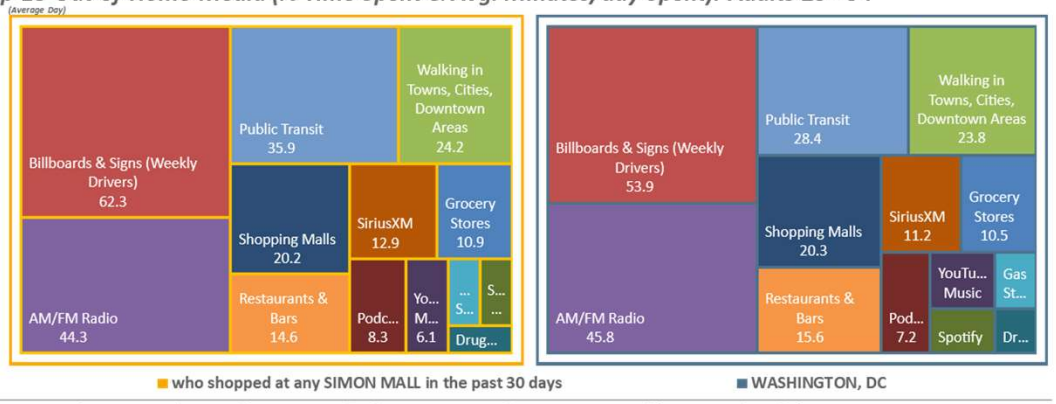


436,020 or 89.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 62.3 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day.

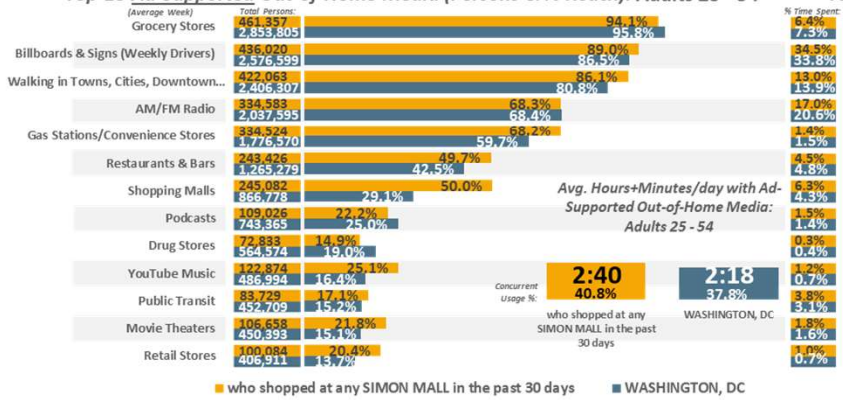
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



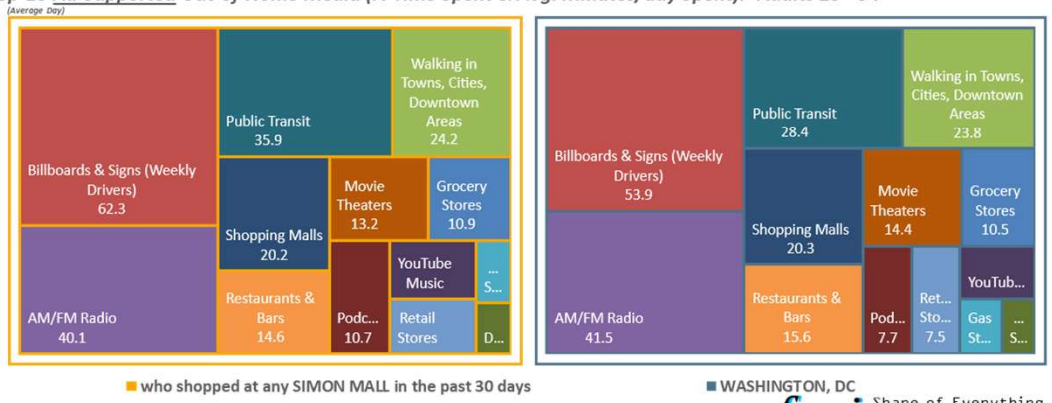
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 782

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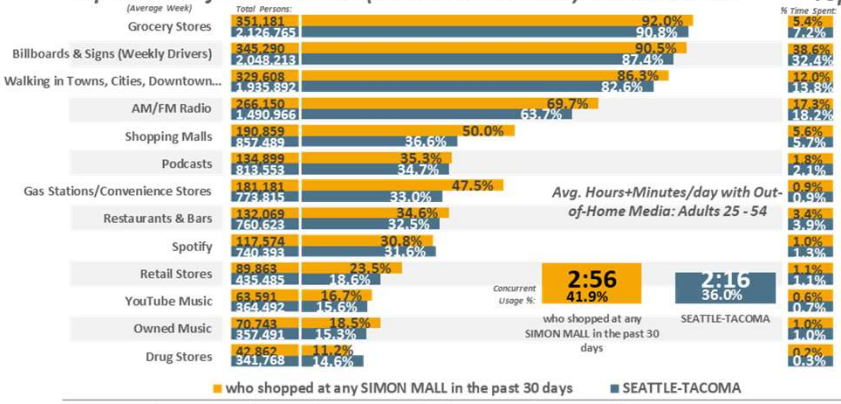
Malls shopped/visited past 30 days: Any Simon Mall

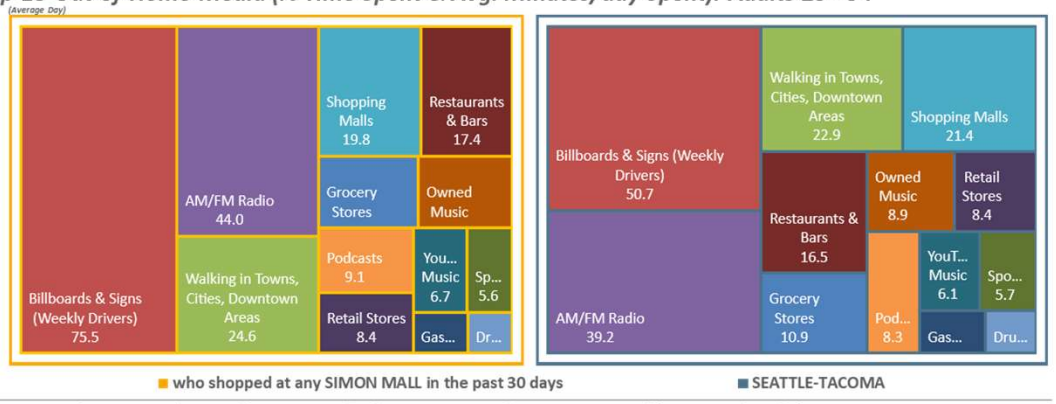


345,290 or 90.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 75.5 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

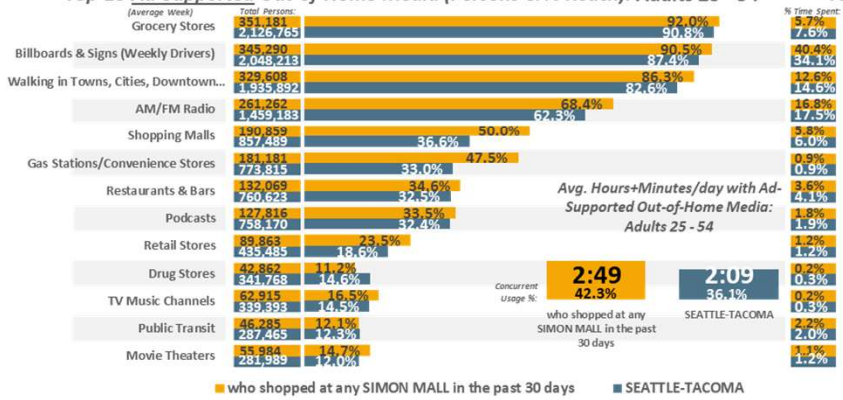
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



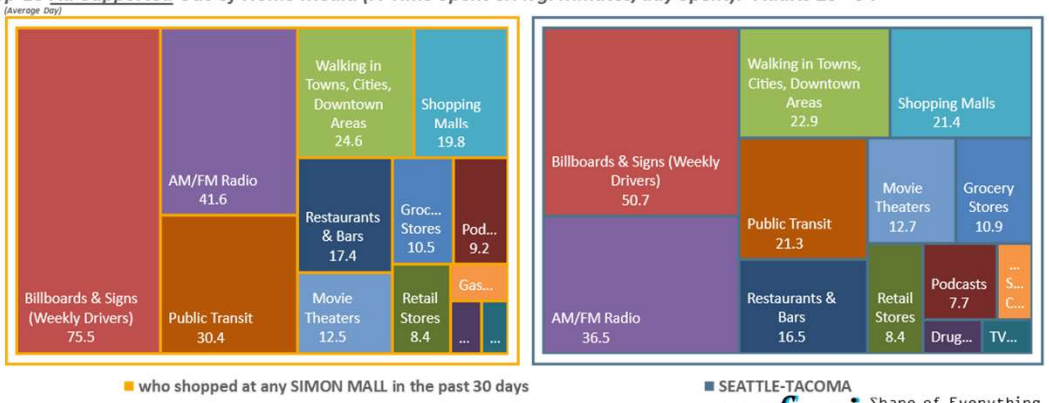
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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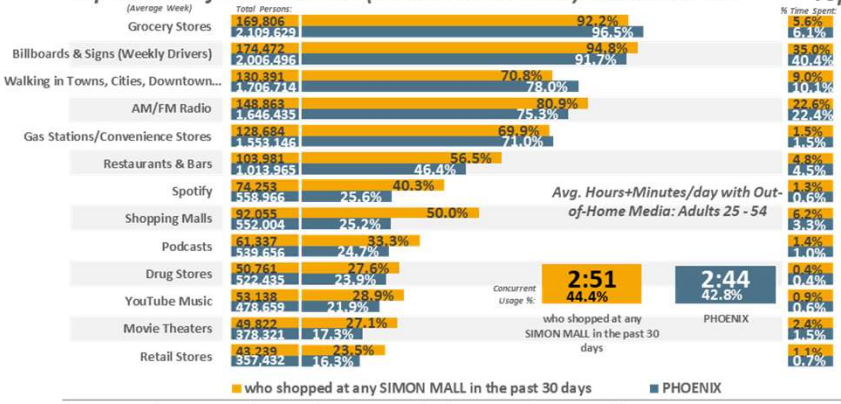
Malls shopped/visited past 30 days: Any Simon Mall

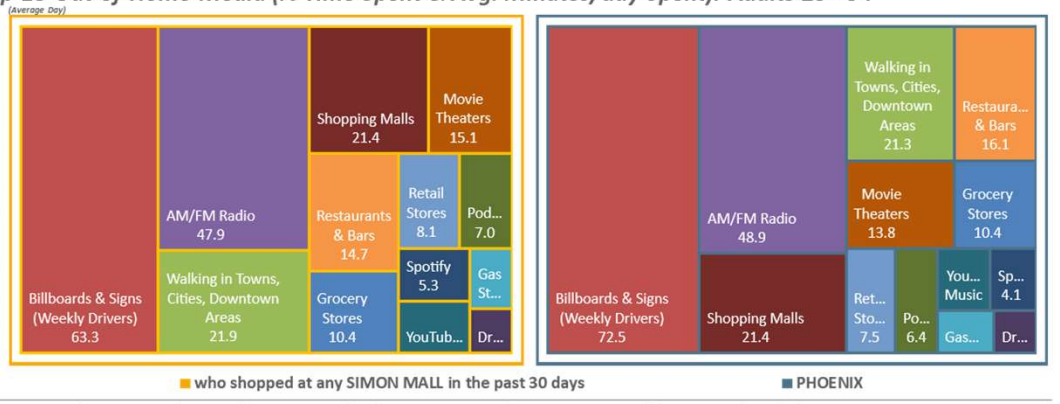


174,472 or 94.8% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 63.3 minutes per day driving, seeing Billboards and Signs. 75.9% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/day.

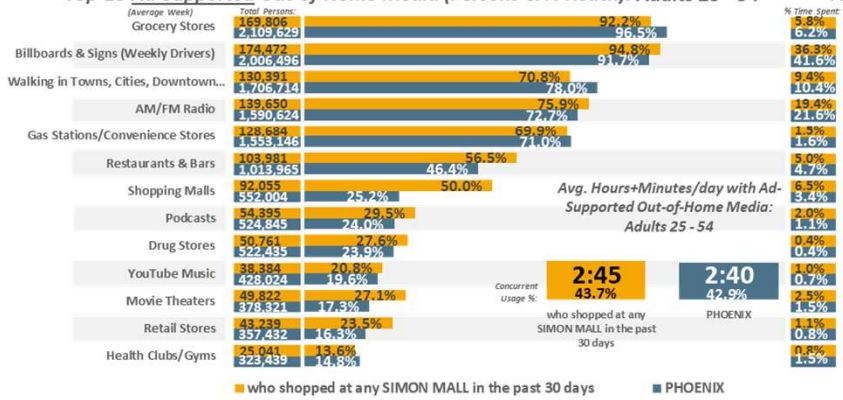
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



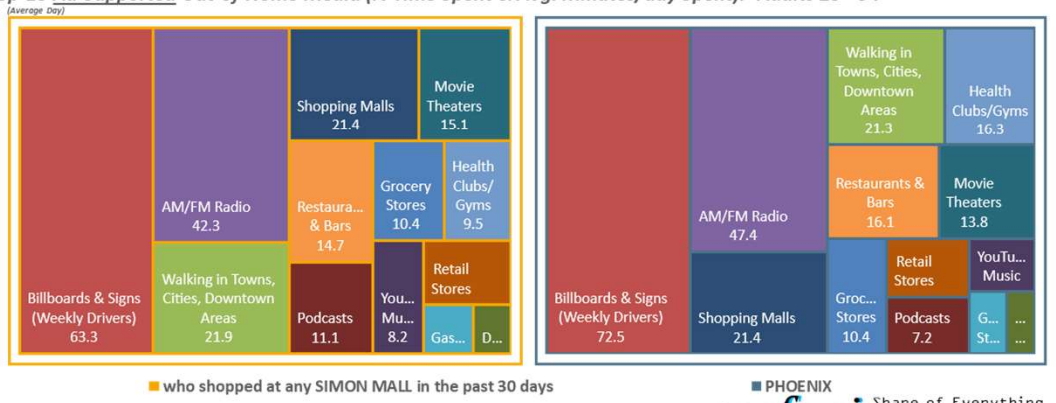
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 146

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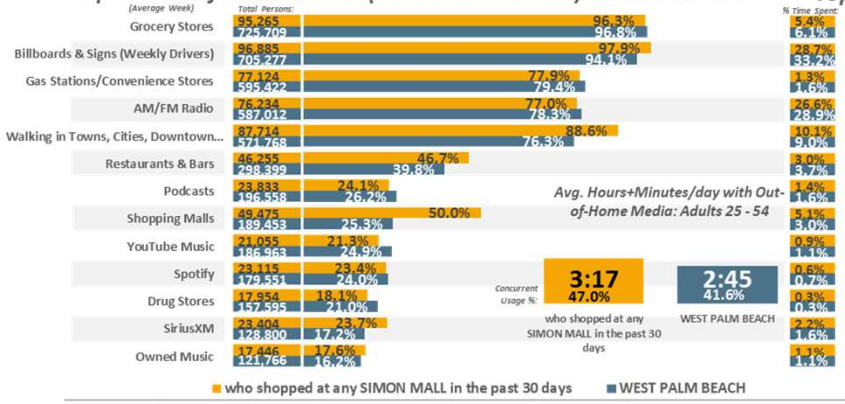
Malls shopped/visited past 30 days: Any Simon Mall

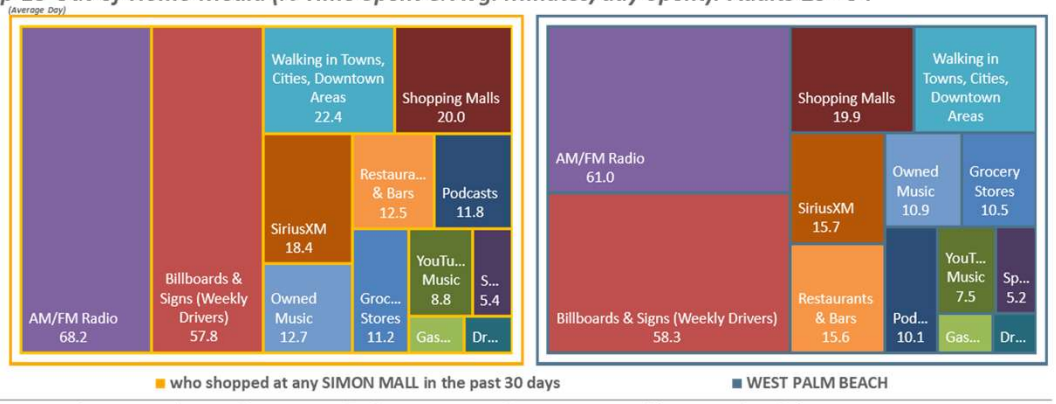


96,885 or 97.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 61.6 minutes/day.

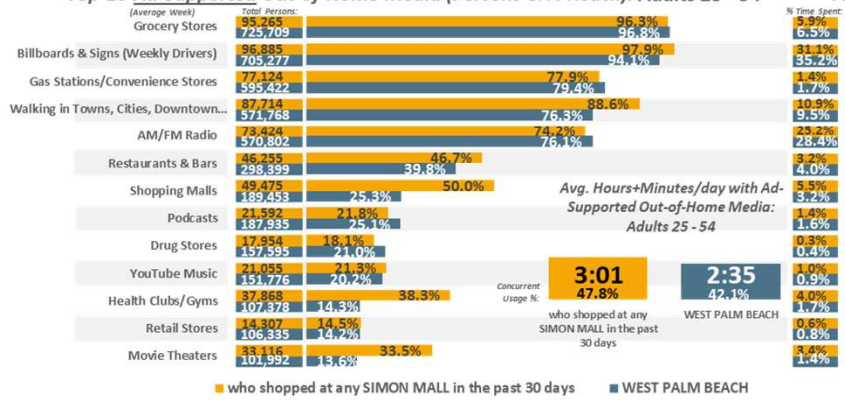
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



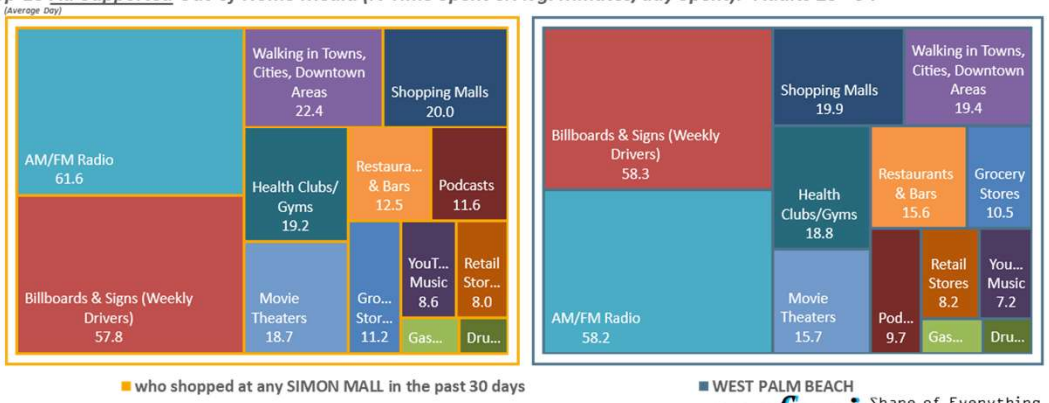
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 319

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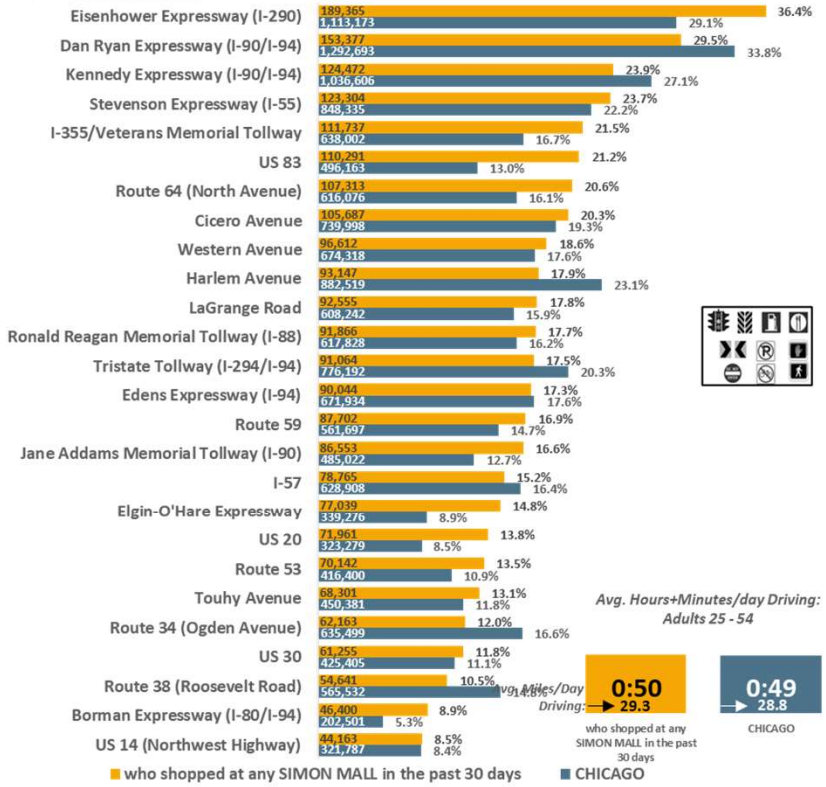
Malls shopped/visited past 30 days: Any Simon Mall



489,717 or 94.2% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 50.3 minutes per day driving an average of 29.3 miles each day and are 67.1% more likely to use Elgin-O'Hare Expressway than the Metro average.

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



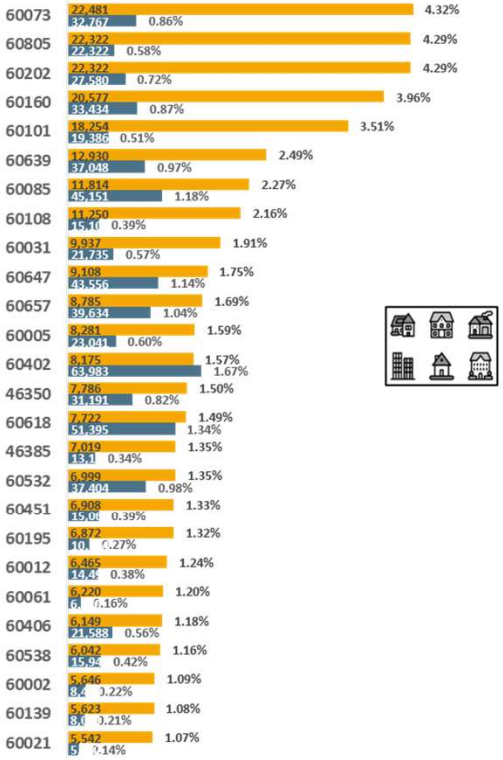
Avg. Hours+Minutes/day Driving: Adults 25 - 54

Avg. Miles/Day Driving:

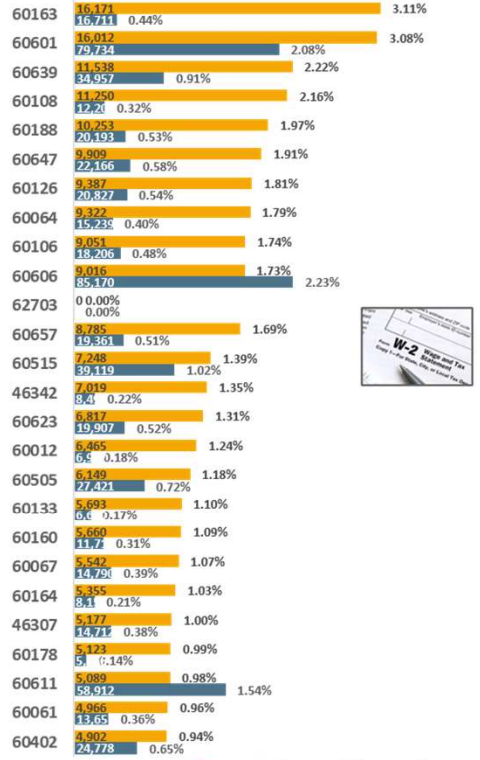
0:50 → 29.3 who shopped at any SIMON MALL in the past 30 days

0:49 → 28.8 CHICAGO

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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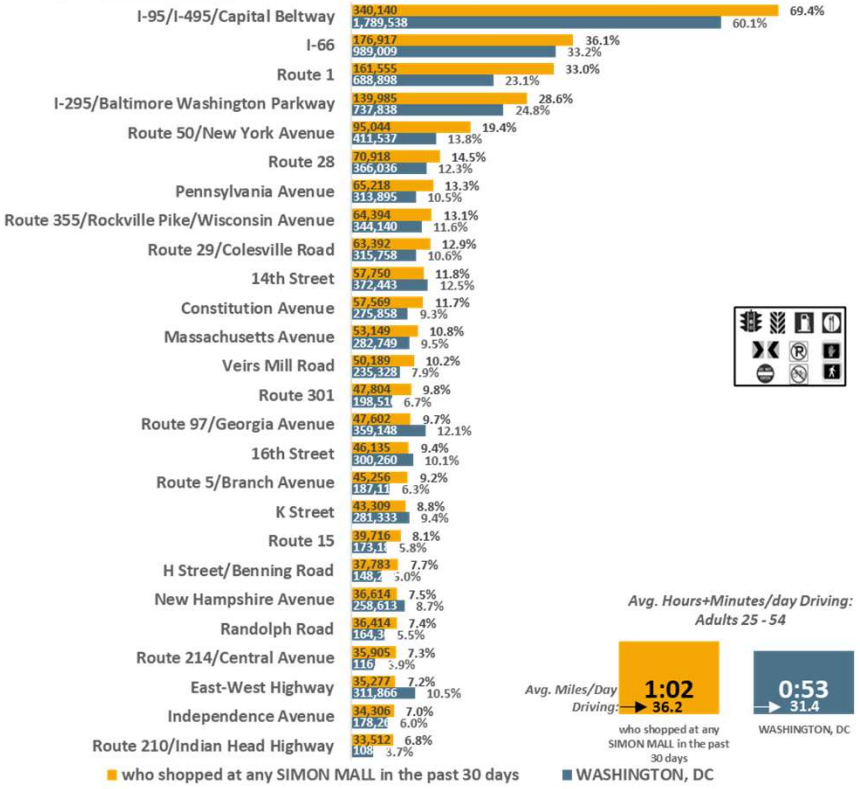
Malls shopped/visited past 30 days: Any Simon Mall



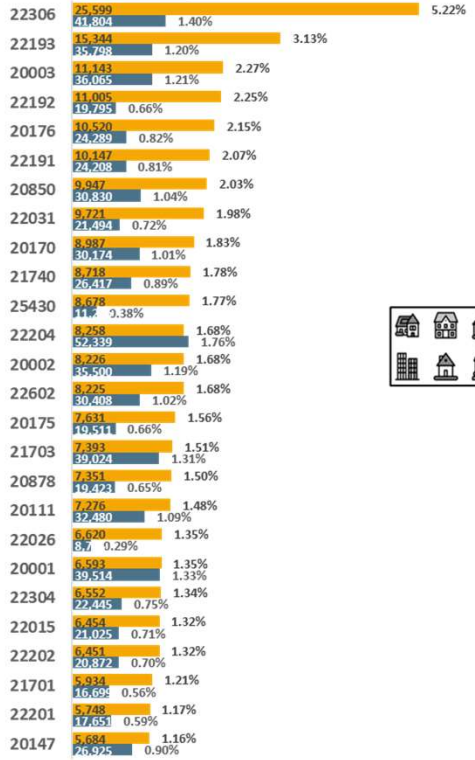
436,020 or 89.% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 62.3 minutes per day driving an average of 36.2 miles each day and are 46.9% more likely to use Route 5/Branch Avenue than the Metro average.

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

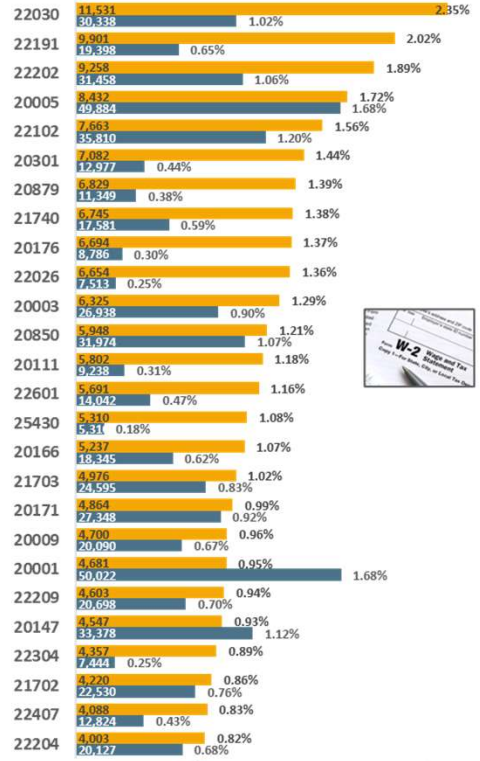


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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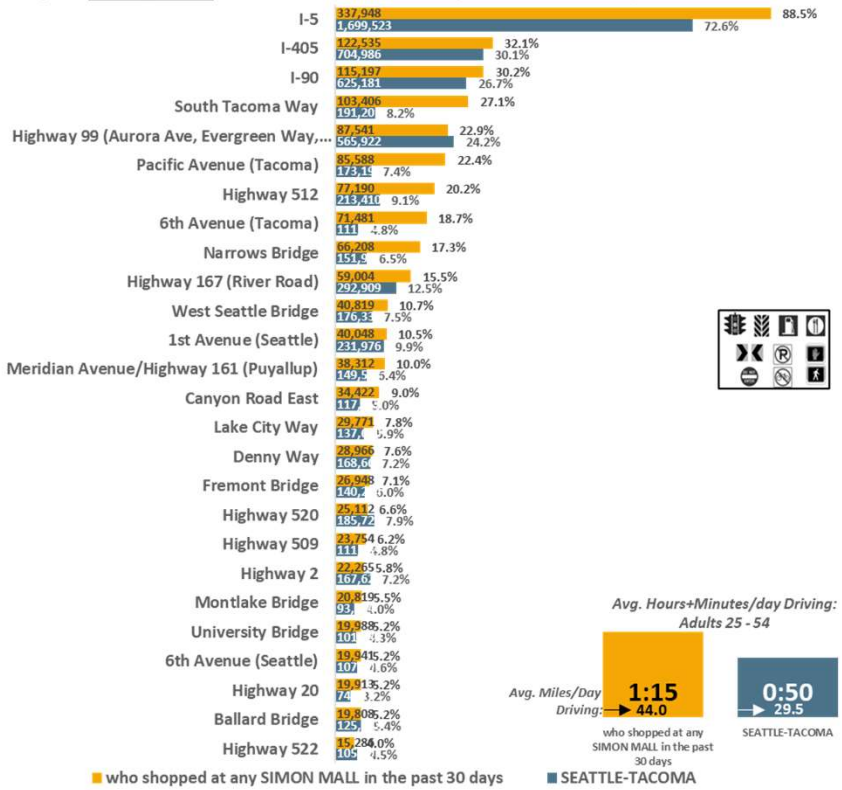
Malls shopped/visited past 30 days: Any Simon Mall



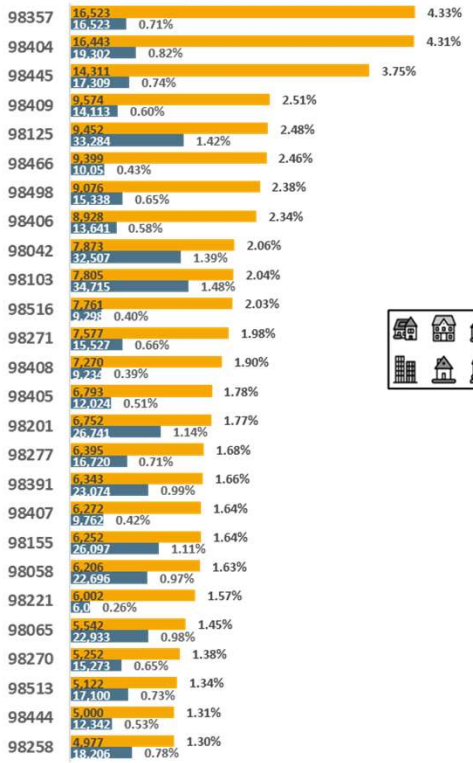
345,290 or 90.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 75.5 minutes per day driving an average of 44. miles each day and are 293.3% more likely to use 6th Avenue (Tacoma) than the Metro average.

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

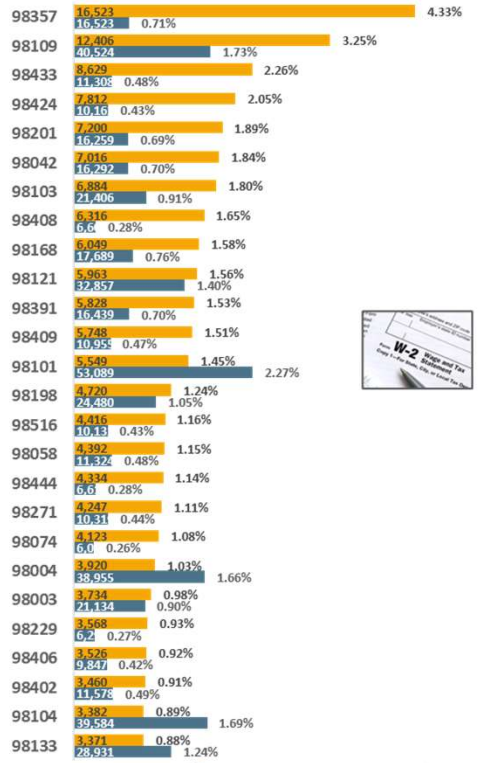


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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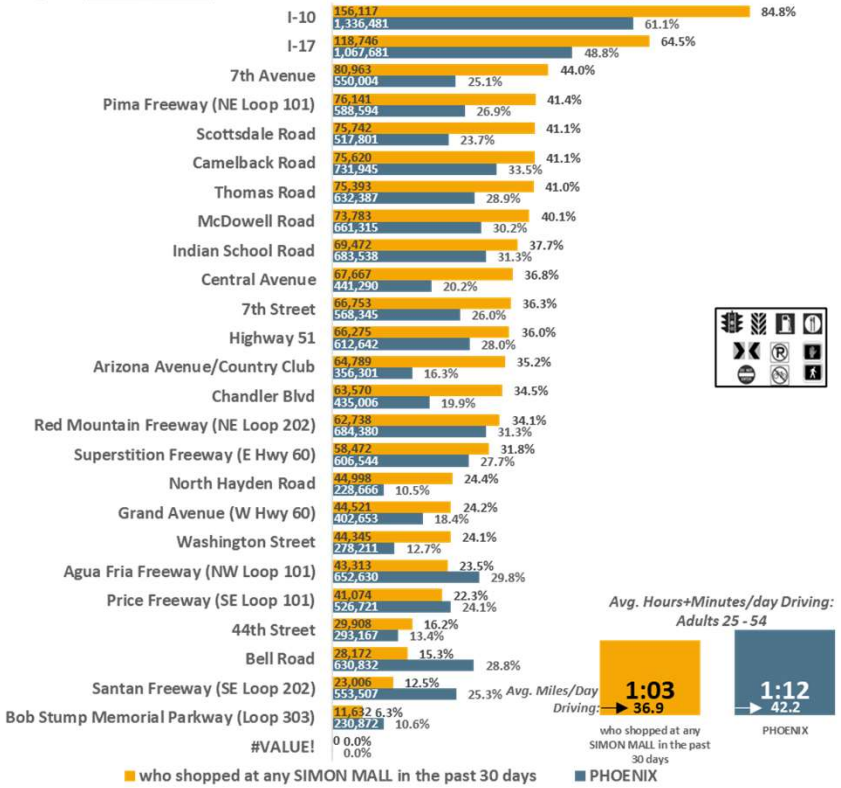
Malls shopped/visited past 30 days: Any Simon Mall



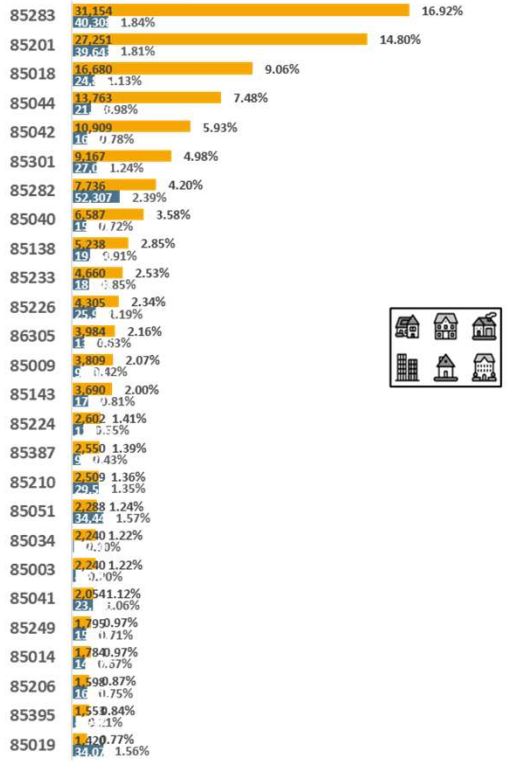
174,472 or 94.8% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 63.3 minutes per day driving an average of 36.9 miles each day and are 133.8% more likely to use North Hayden Road than the Metro average.

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

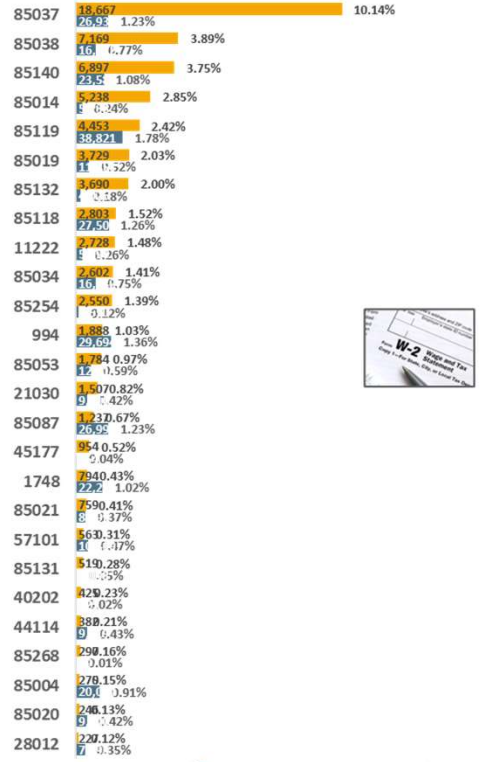


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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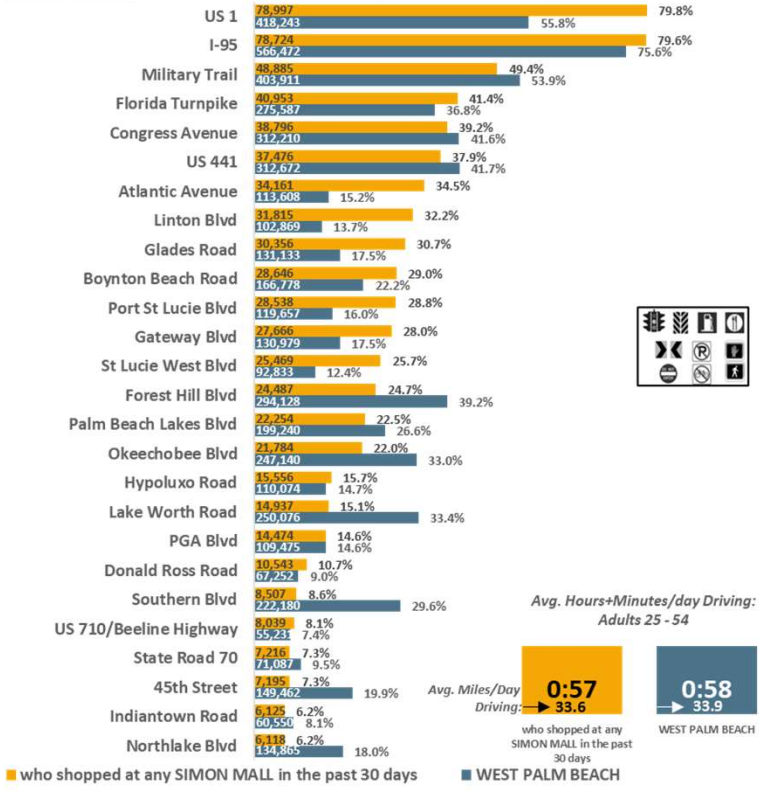
Malls shopped/visited past 30 days: Any Simon Mall



96,885 or 97.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days spend an average of 57.8 minutes per day driving an average of 33.6 miles each day and are 134.3% more likely to use Linton Blvd than the Metro average.

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



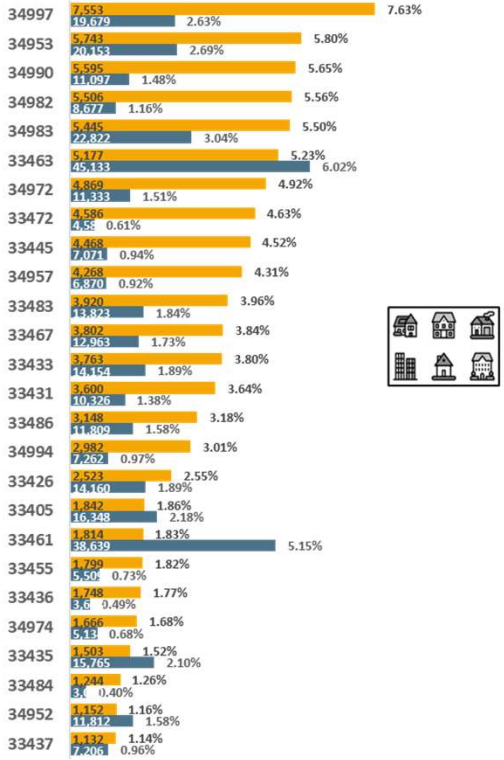
Avg. Hours+Minutes/day Driving: Adults 25 - 54

Avg. Miles/Day Driving: → 33.6

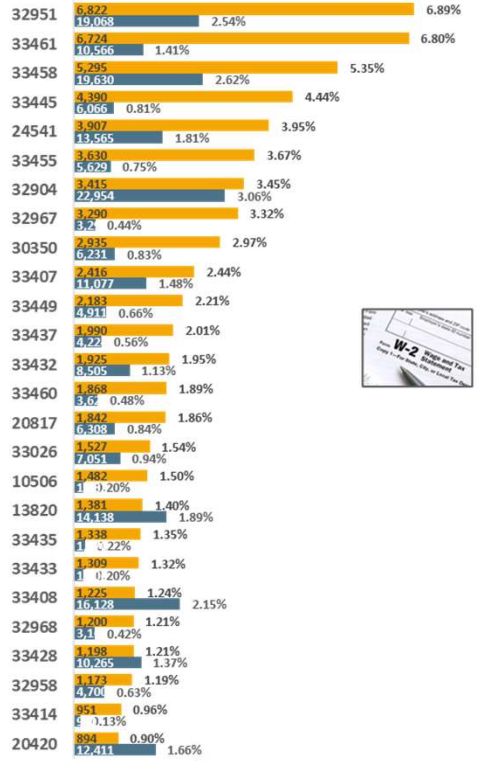
0:57 who shopped at any SIMON MALL in the past 30 days

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 319

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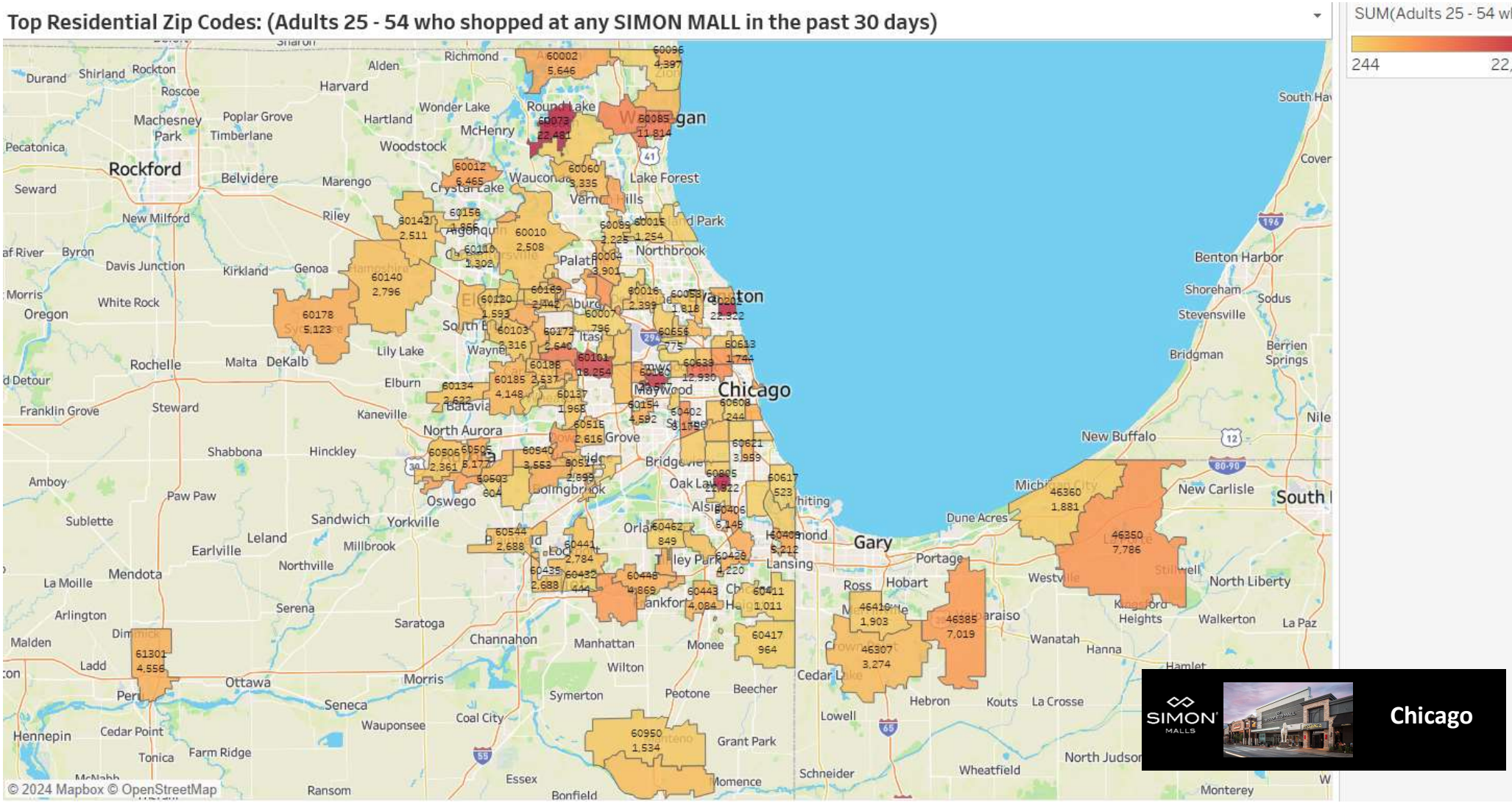
Malls shopped/visited past 30 days: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days)



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460
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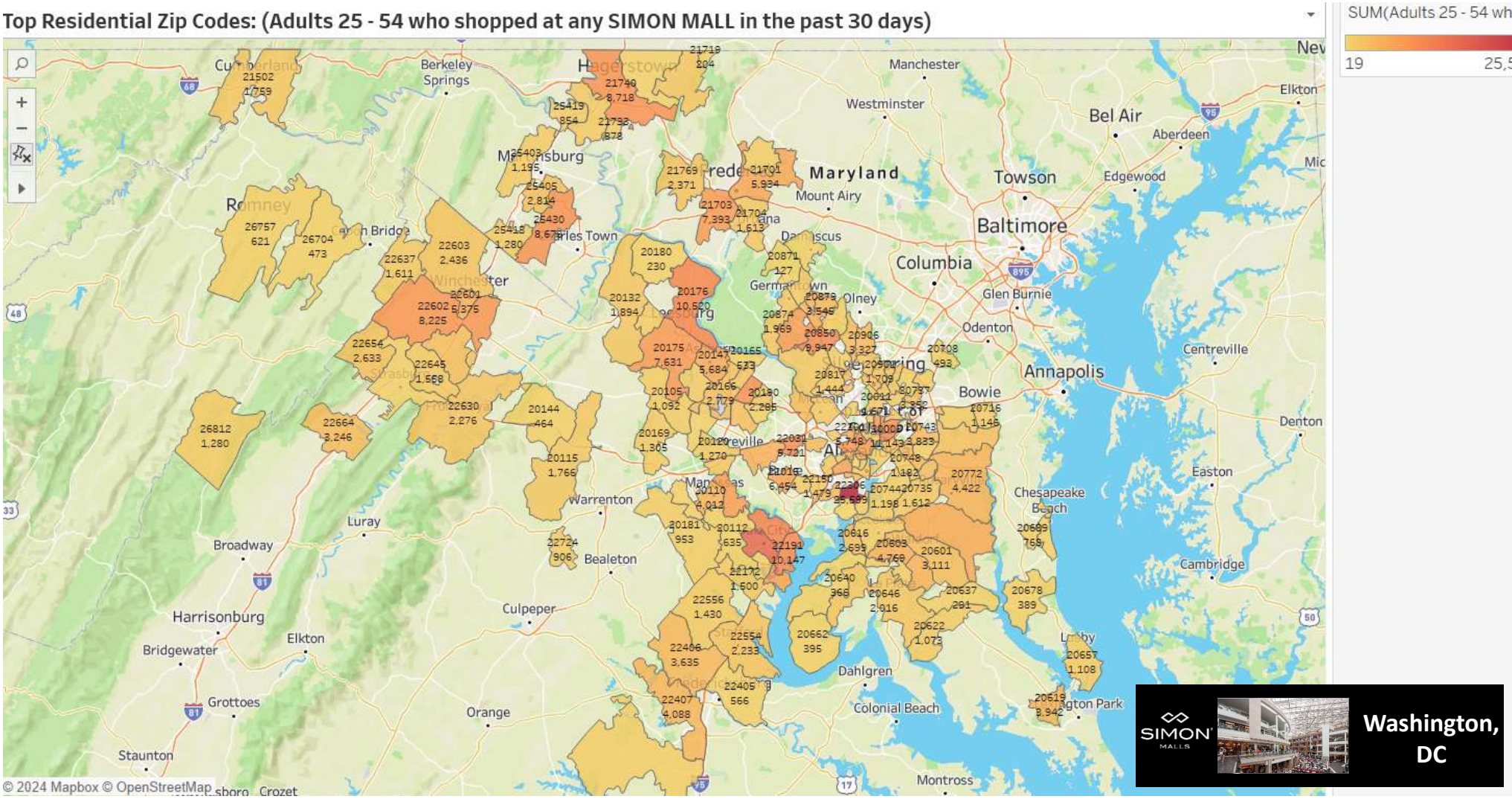
Malls shopped/visited past 30 days: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days)



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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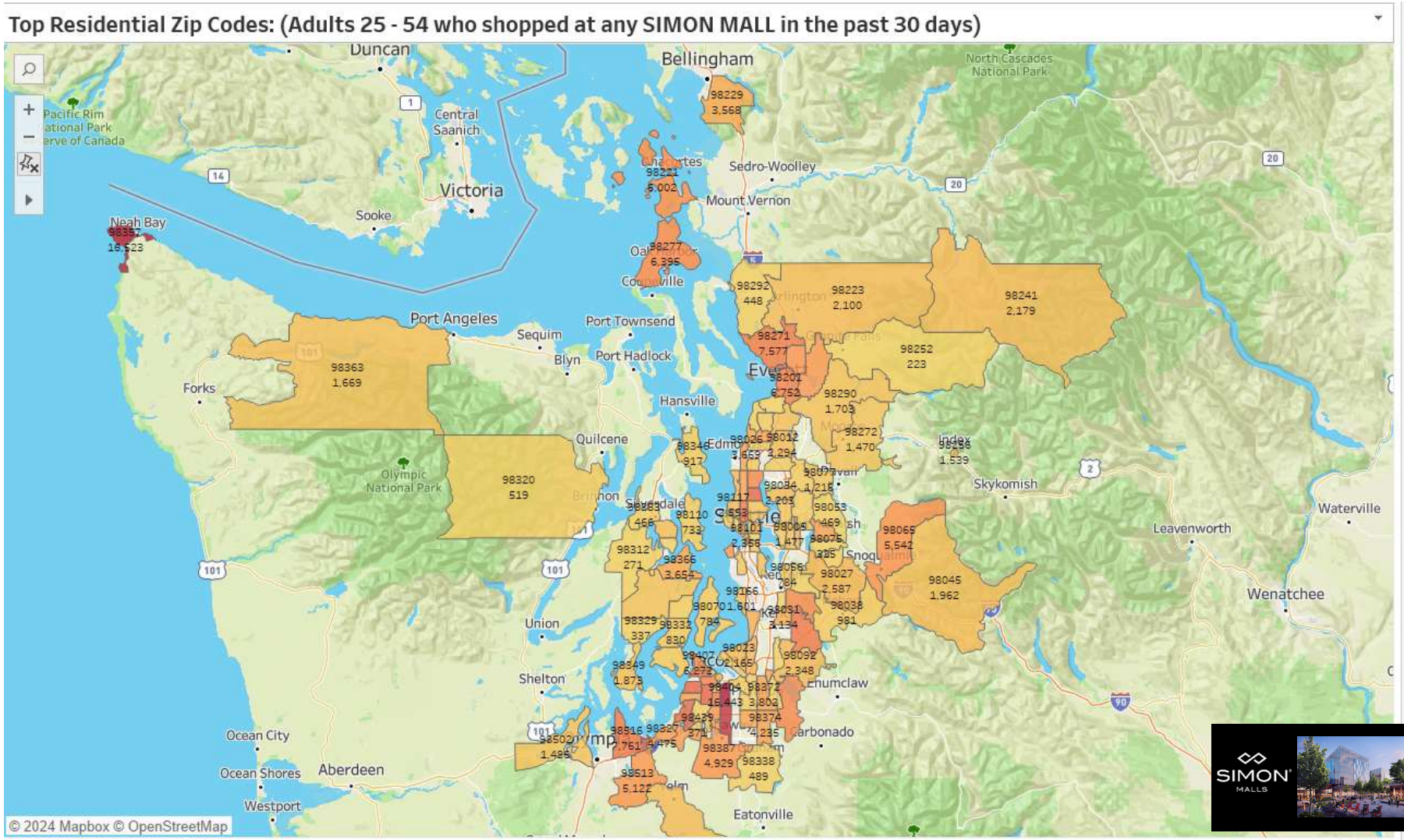
Malls shopped/visited past 30 days: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days)



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569
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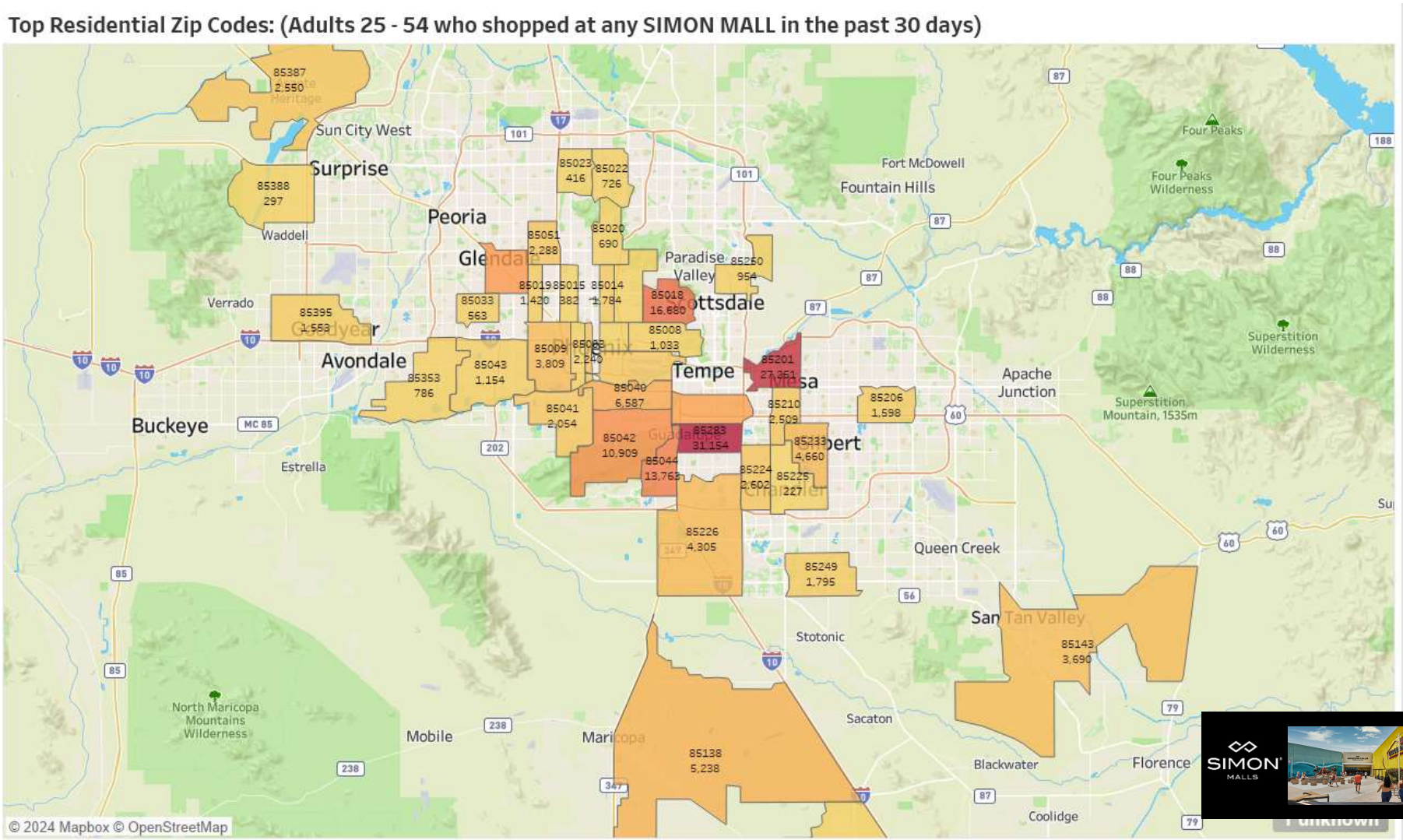
Malls shopped/visited past 30 days: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days)



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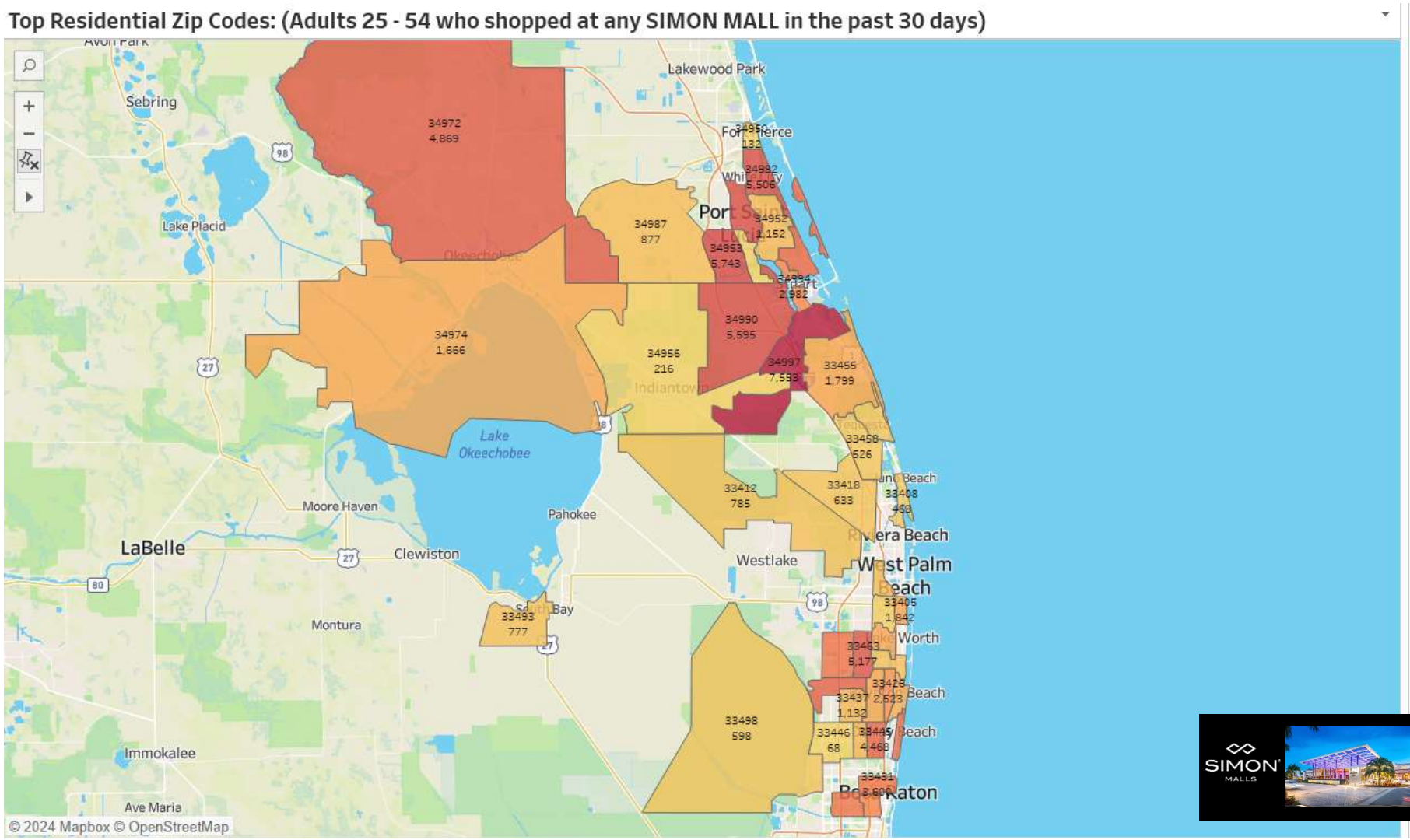
Malls shopped/visited past 30 days: Any Simon Mall

Top Residential Zip Codes: (Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days)

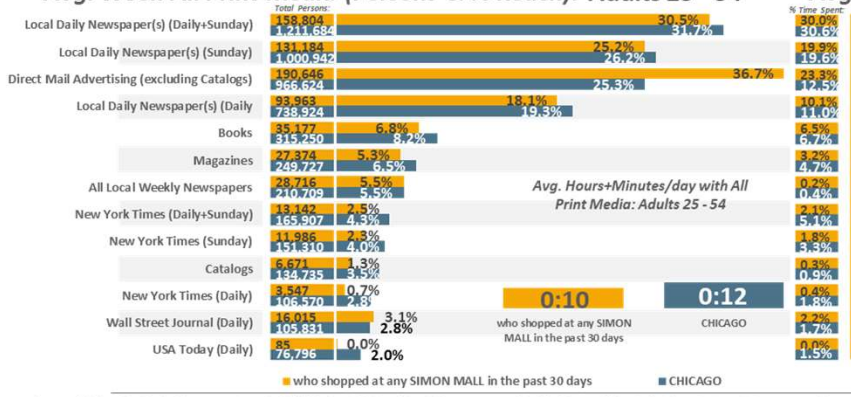


Malls shopped/visited past 30 days: Any Simon Mall

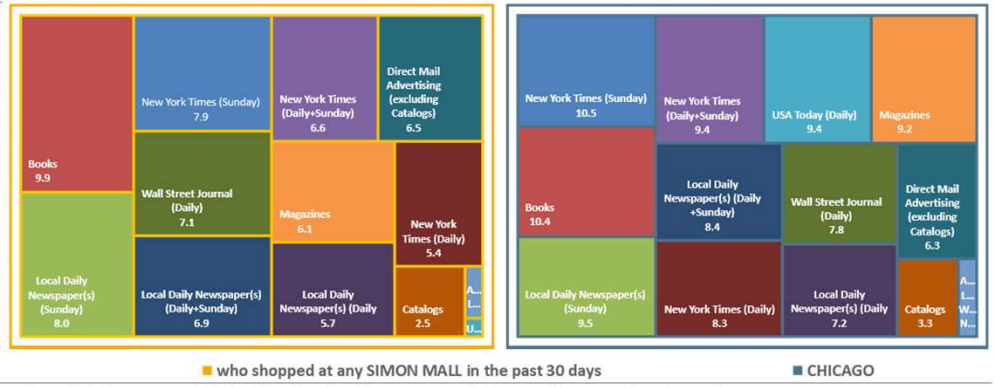


158,804 or 30.5% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

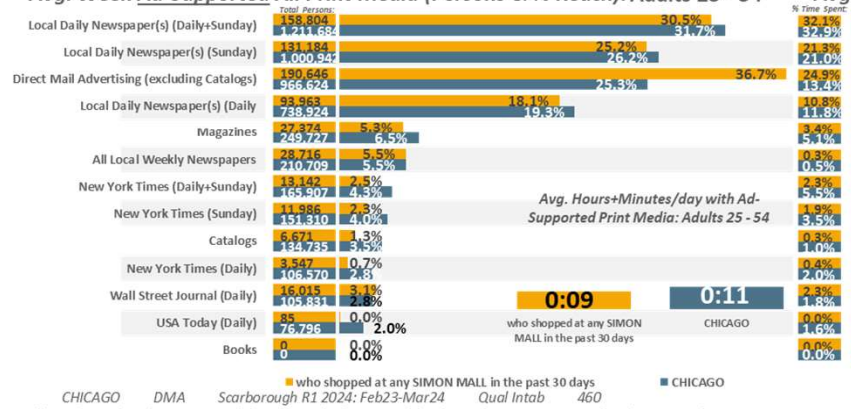
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



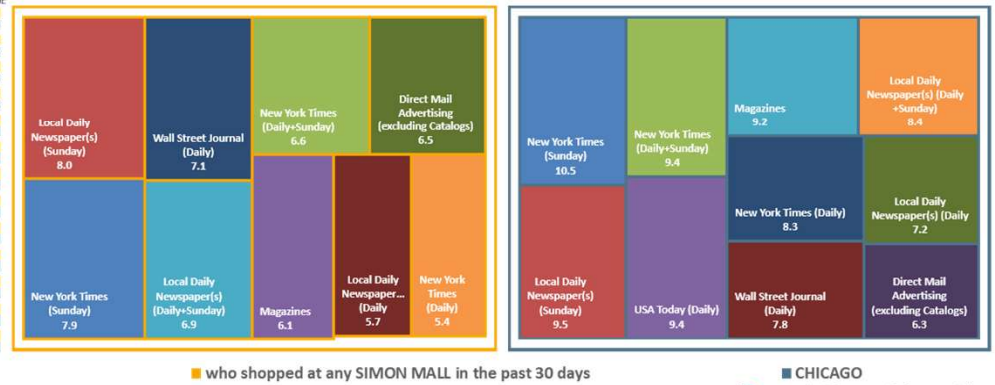
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 460

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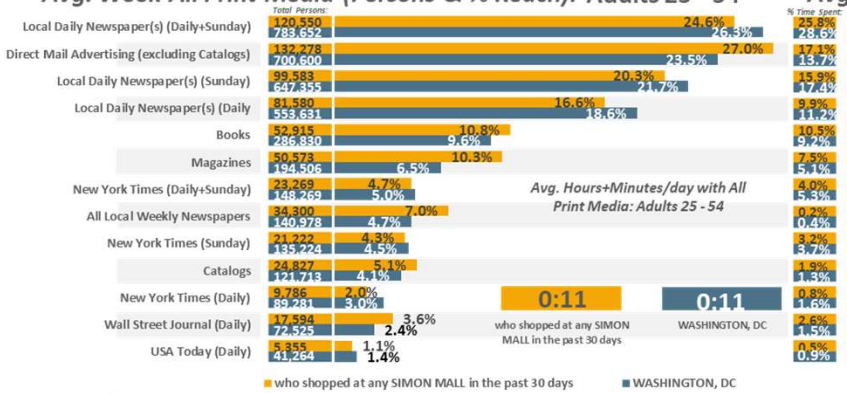
Malls shopped/visited past 30 days: Any Simon Mall

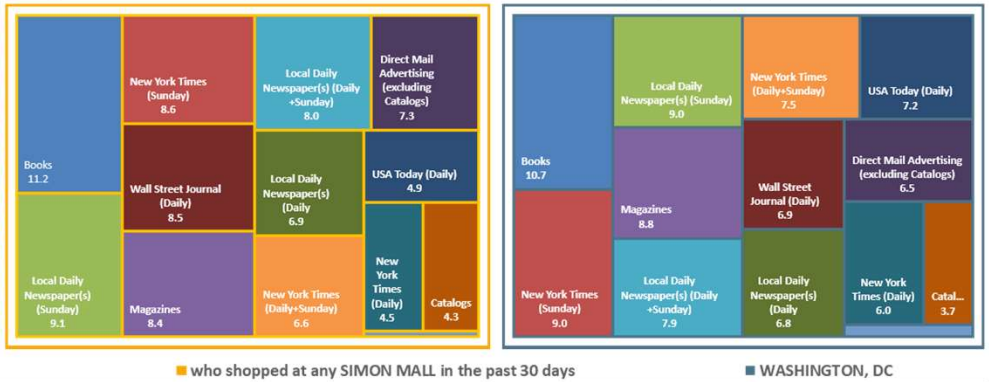


120,550 or 24.6% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

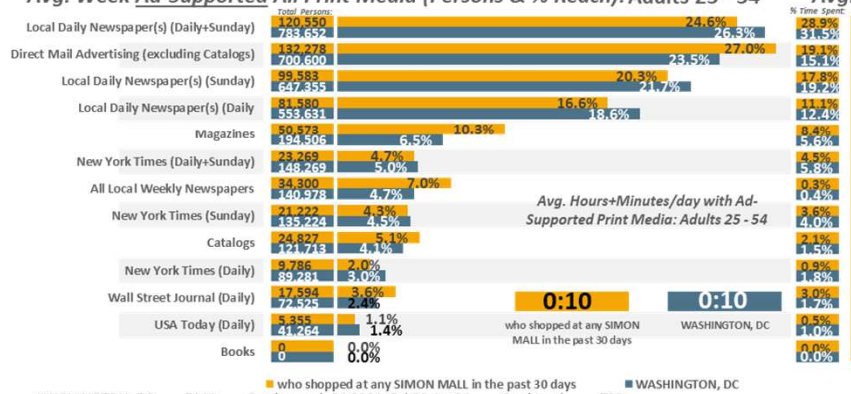
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



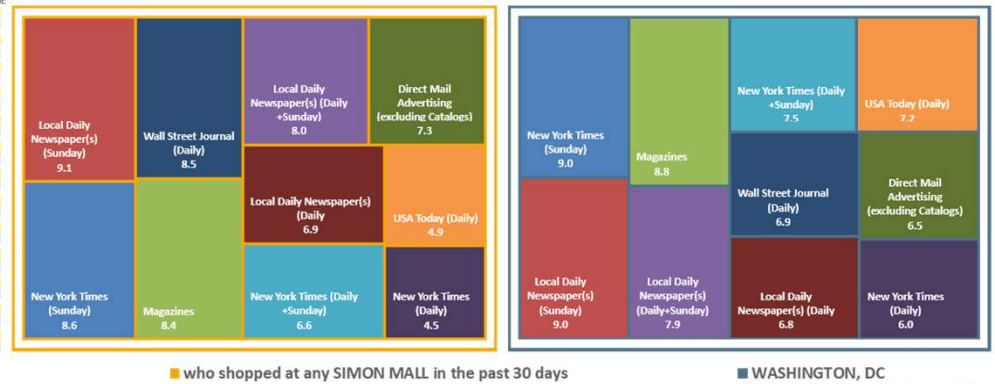
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 782

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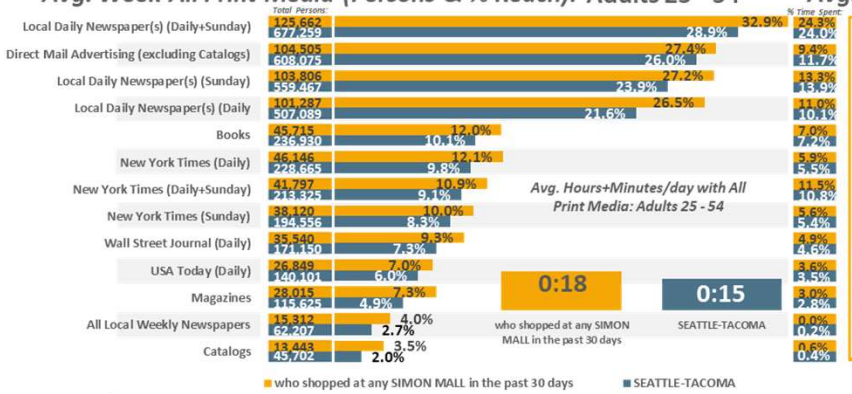
Malls shopped/visited past 30 days: Any Simon Mall

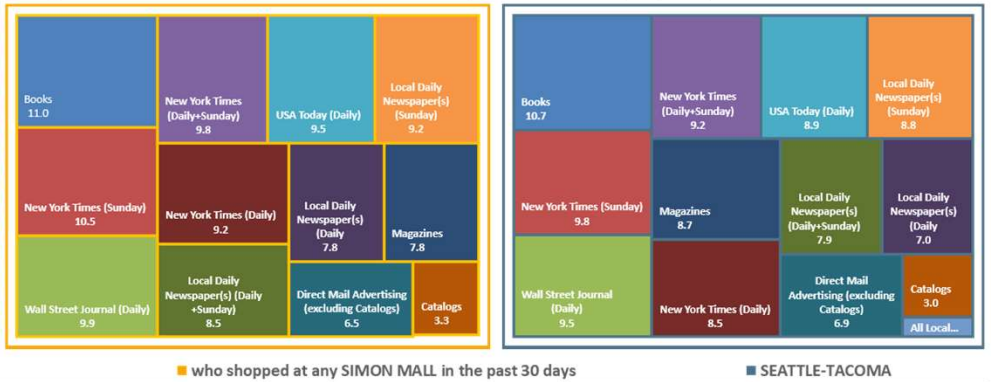


125,662 or 32.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

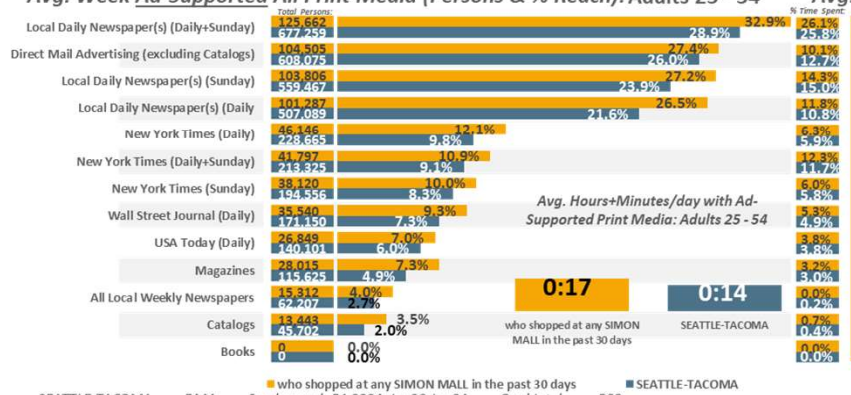
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



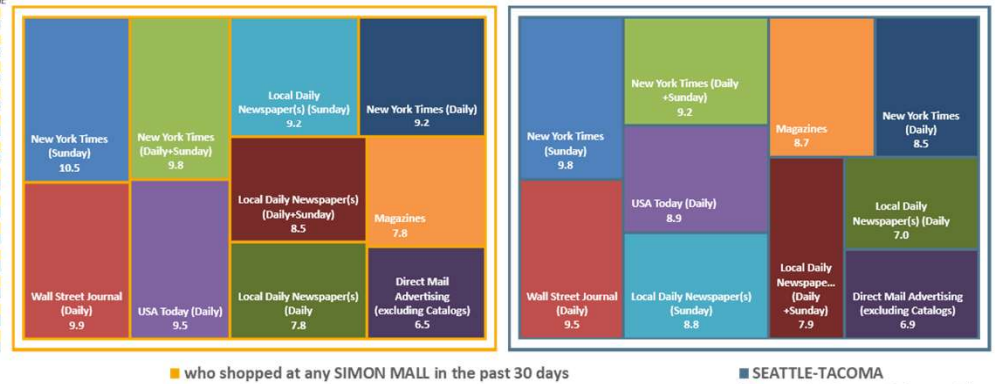
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 569

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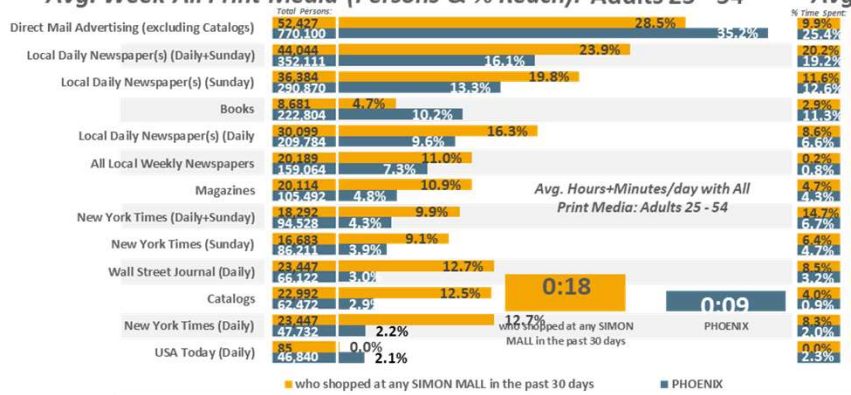
Malls shopped/visited past 30 days: Any Simon Mall

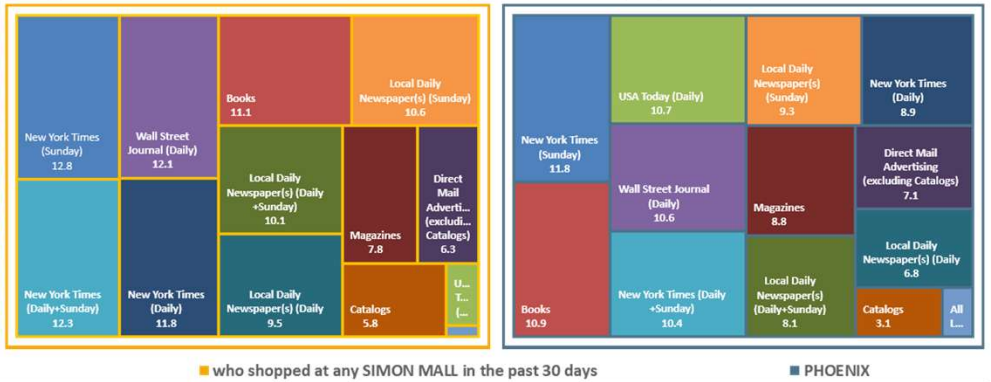


44,044 or 23.9% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 20.8% of all time spent daily with All forms of Print Media.

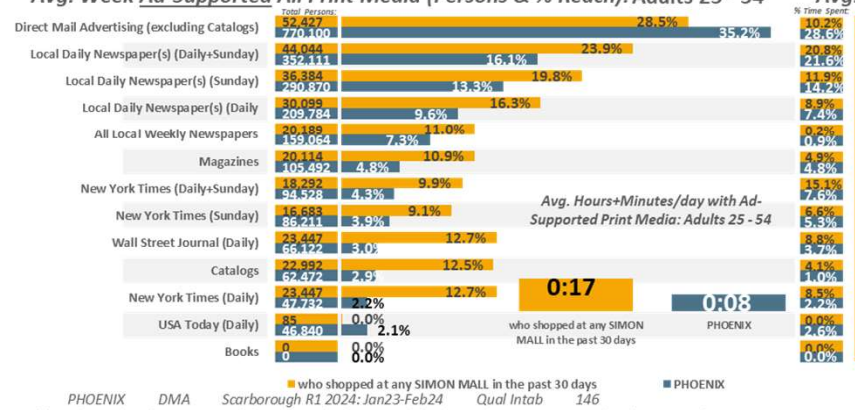
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



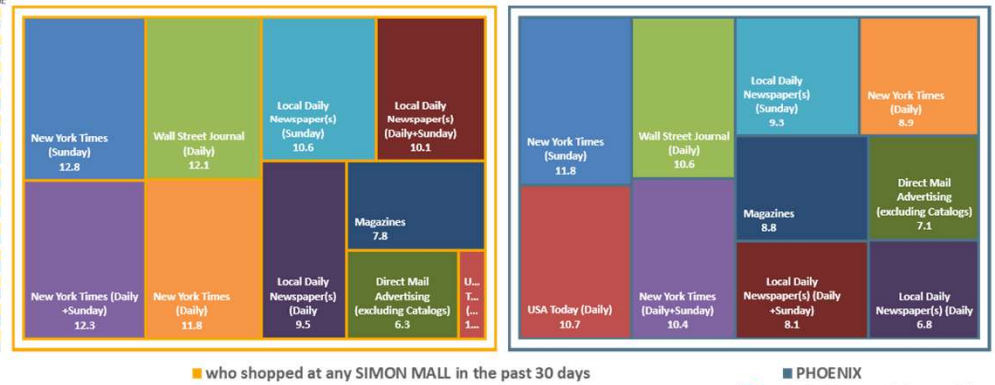
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 146

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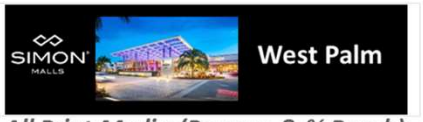
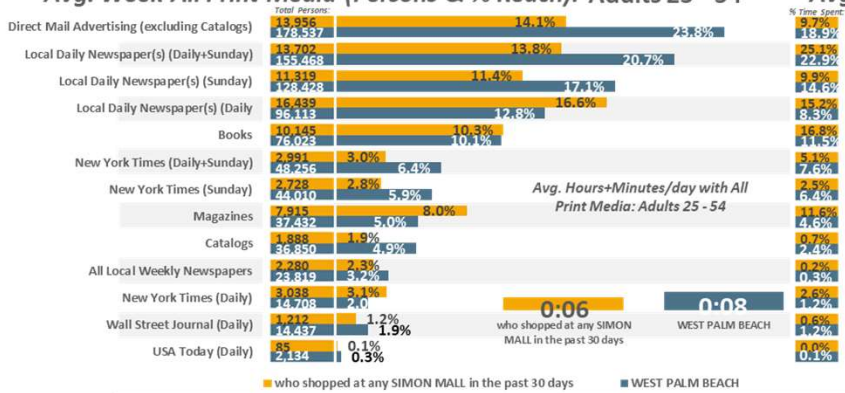
Malls shopped/visited past 30 days: Any Simon Mall

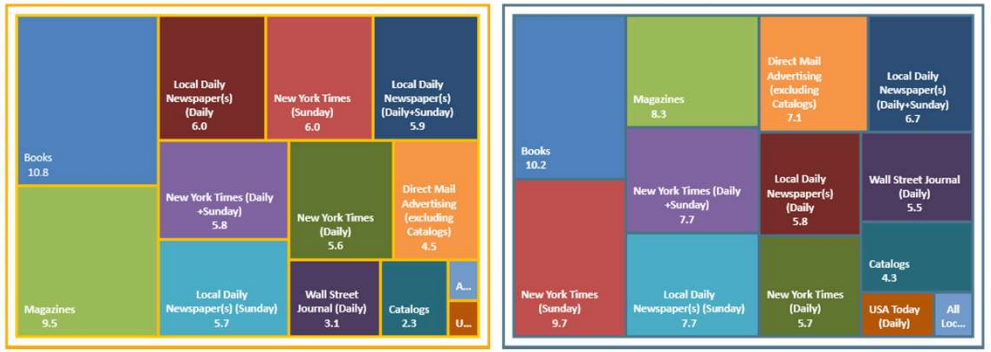


13,702 or 13.8% of Adults 25 - 54 who shopped at any SIMON MALL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.9 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

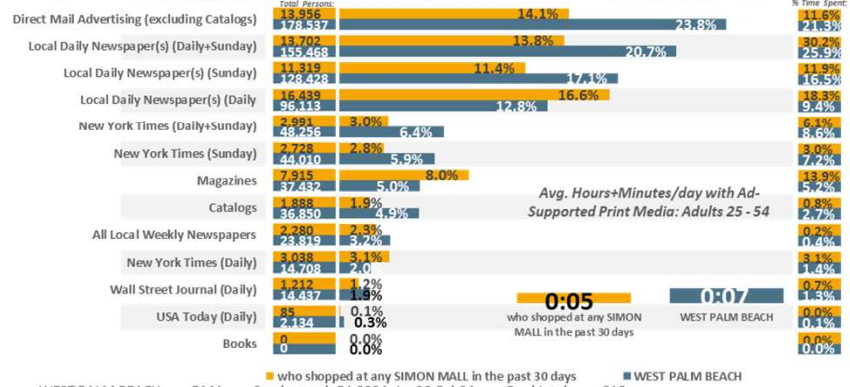
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



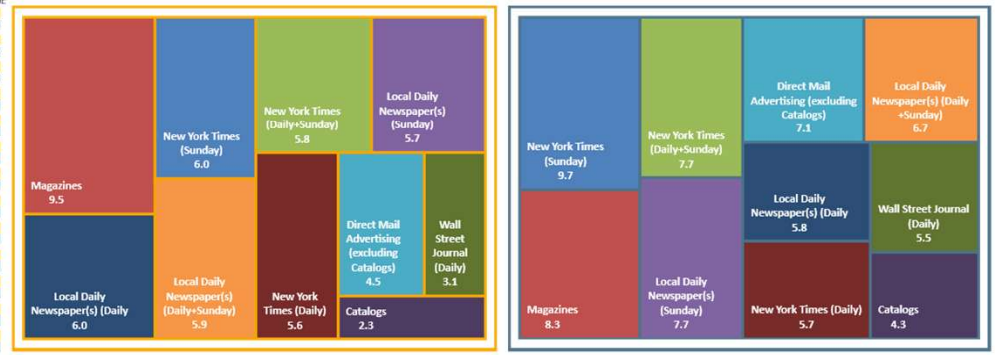
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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Malls shopped/visited past 30 days: Any Simon Mall