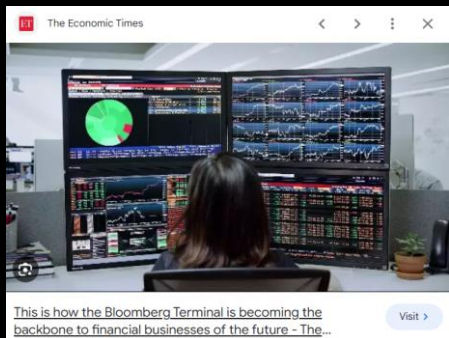


USA – PHOENIX, AZ DMA as of February 2024!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+, P25-64, P35+ Residents of the Phoenix, AZ, DMA vs. Same Demos of USA Avg.



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





PHOENIX, AZ, DMA P18+

1.7% or 4,614,317 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Typical Adults 18 or older who Live in the PHOENIX, AZ, DMA are 49.1 years old (1.1% older than average)
and have a \$92,998 (4.4% higher than average) annual household income.

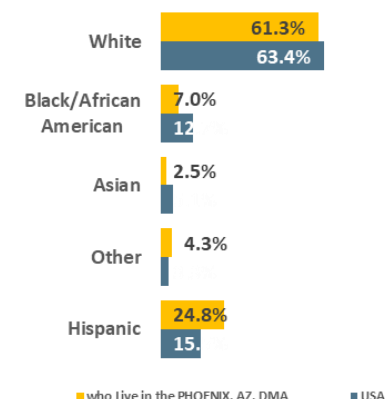
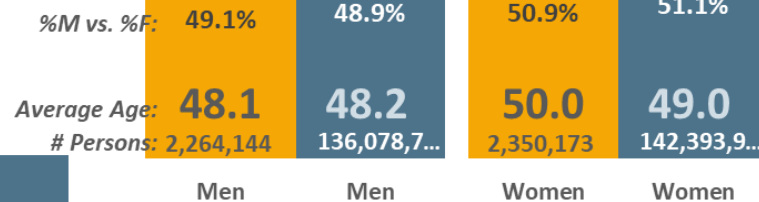
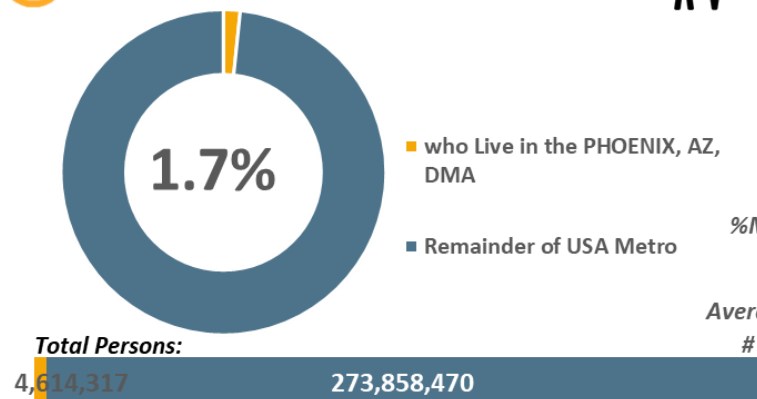


Percent of Market: Adults 18 or older

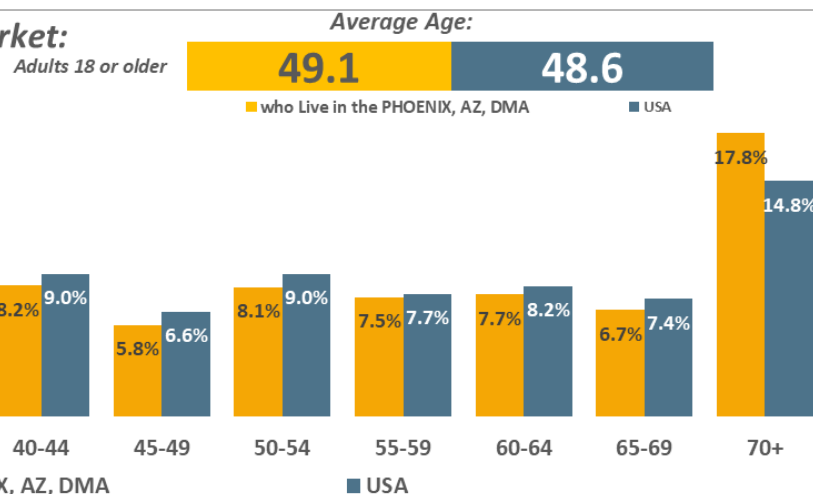


Gender of Target vs. Market: Adults 18 or older

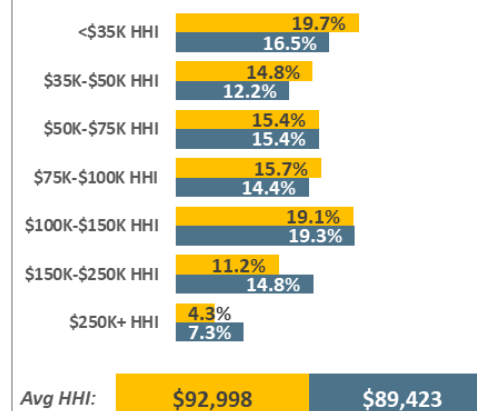
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





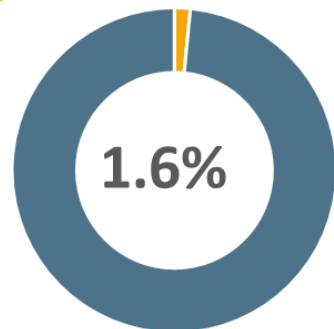
PHOENIX, AZ, DMA

P25-64

1.6% or 2,887,033 of USA Adults 25 - 64 Live in the PHOENIX, AZ, DMA.
Typical Adults 25 - 64 who Live in the PHOENIX, AZ, DMA are 44.8 years old (.1% younger than average) and have a \$102,598 (4.6% higher than average) annual household income.



Percent of Market: Adults 25 - 64



- who Live in the PHOENIX, AZ, DMA
- Remainder of USA Metro

Total Persons:

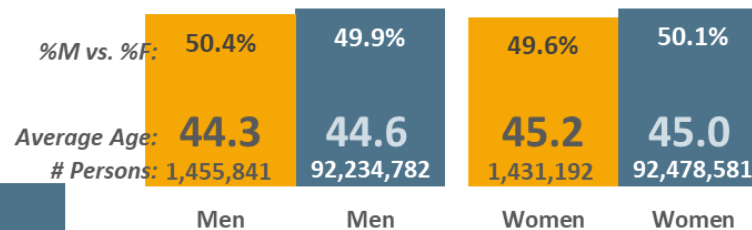


Gender of Target vs. Market: Adults 25 - 64

%M vs. %F:

Average Age:

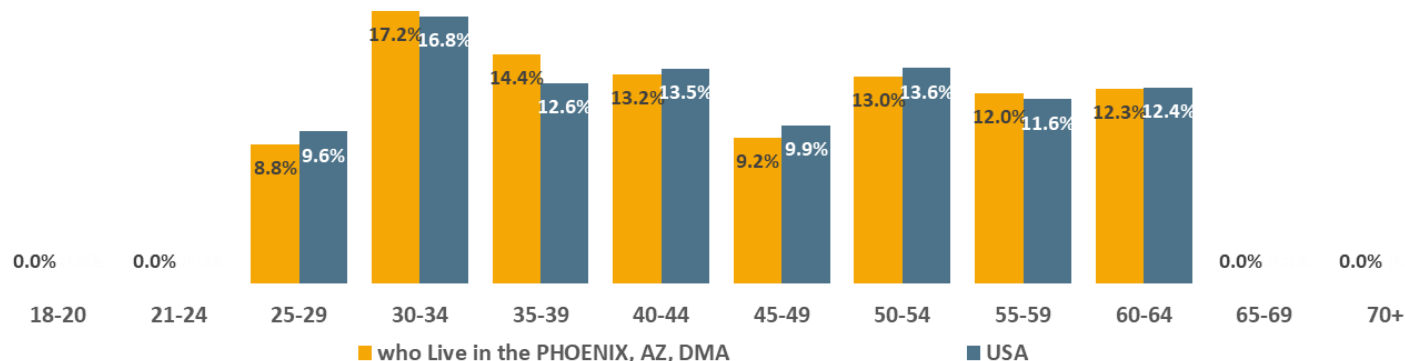
Persons:



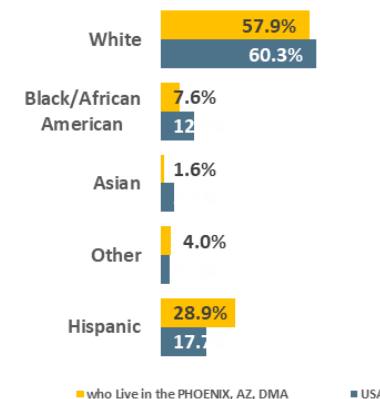
Age Cell Demographics of Target vs. Market:

Adults 25 - 64

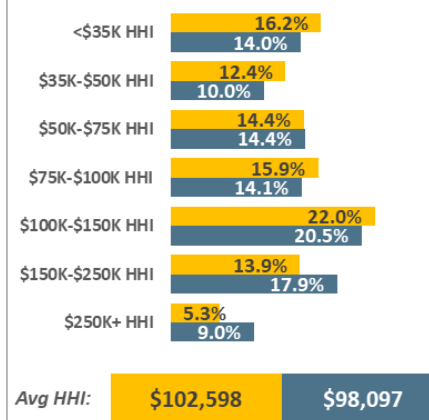
Average Age:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





PHOENIX, AZ, DMA P35+

1.7% or 3,270,111 of USA Adults 35 or older Live in the PHOENIX, AZ, DMA.
Typical Adults 35 or older who Live in the PHOENIX, AZ, DMA are 58.3 years old (1.5% older than average)
and have a \$96,559 (4.8% higher than average) annual household income.

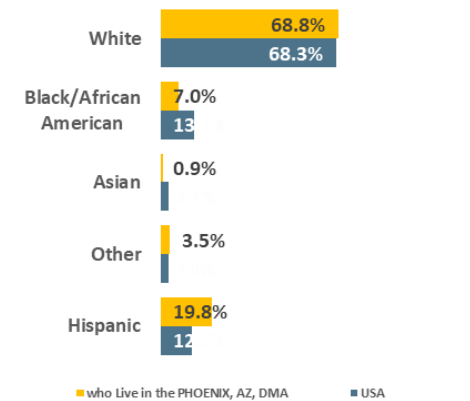
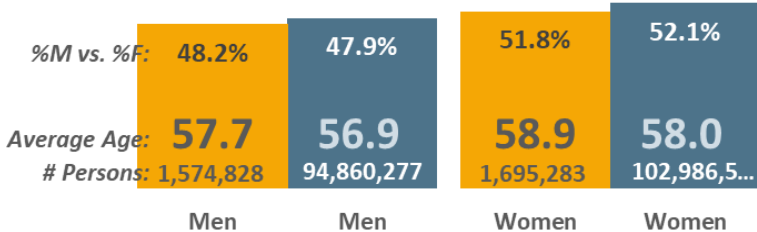
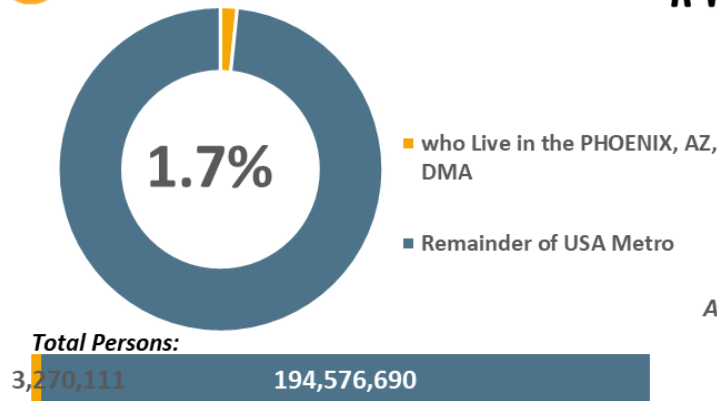


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

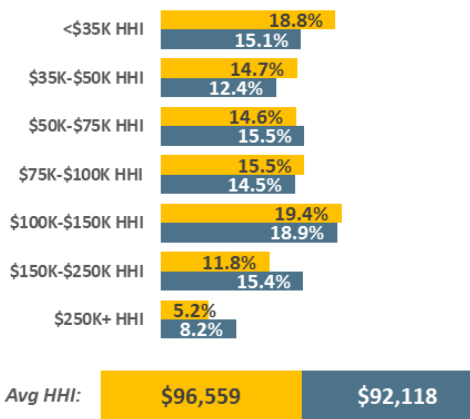
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



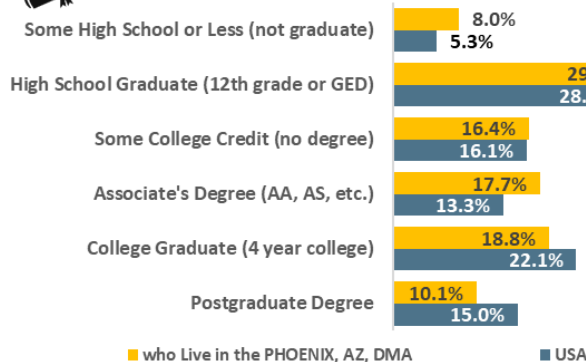


PHOENIX, AZ, DMA P18+

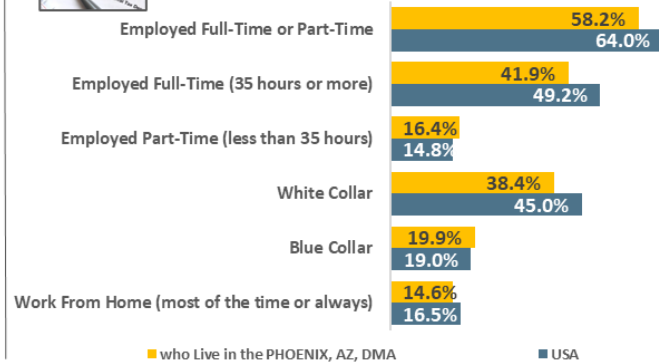
1.7% or 4,614,317 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 22.3% less likely to be a college graduate, 15.% less likely to work full-time, 2.4% more likely to be married, 3.1% more likely to be a parent of 1 or more children under 18.



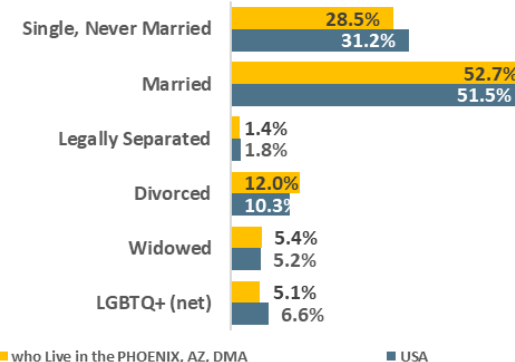
Education Levels: Adults 18 or older



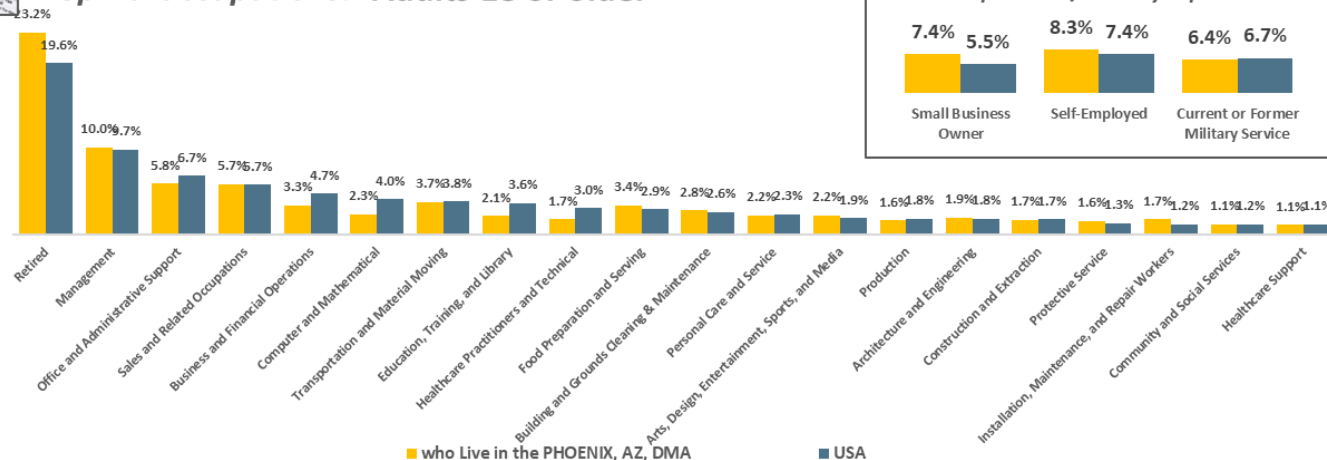
Employment: Adults 18 or older



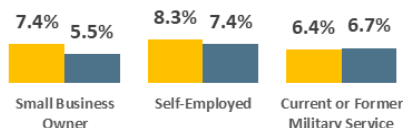
Marital Status: Adults 18 or older



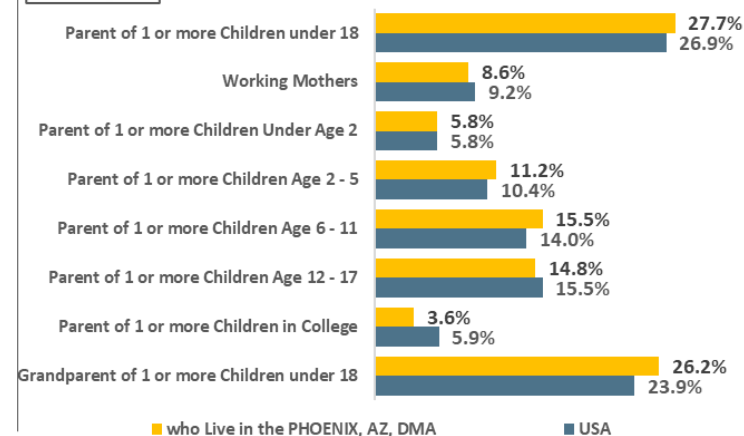
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older



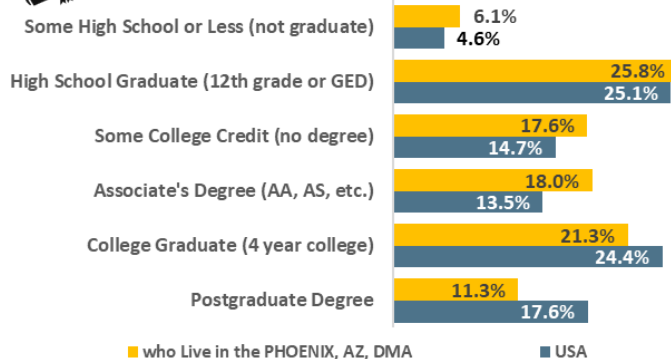


PHOENIX, AZ, DMA P25-64

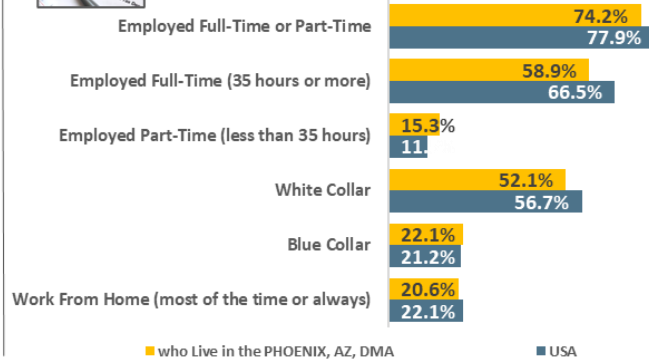
1.6% or 2,887,033 of USA Adults 25 - 64 Live in the PHOENIX, AZ, DMA.
Adults 25 - 64 who Live in the PHOENIX, AZ, DMA are 22.4% less likely to be a college graduate, 11.3% less likely to work full-time, .3% more likely to be married, 1.1% more likely to be a parent of 1 or more children under 18.



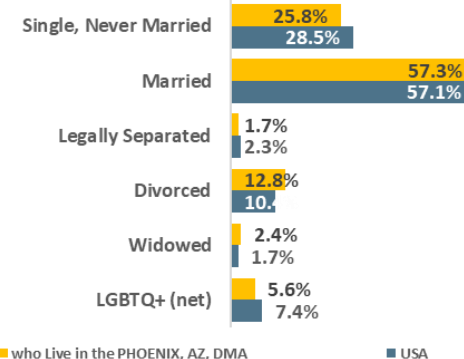
Education Levels: Adults 25 - 64



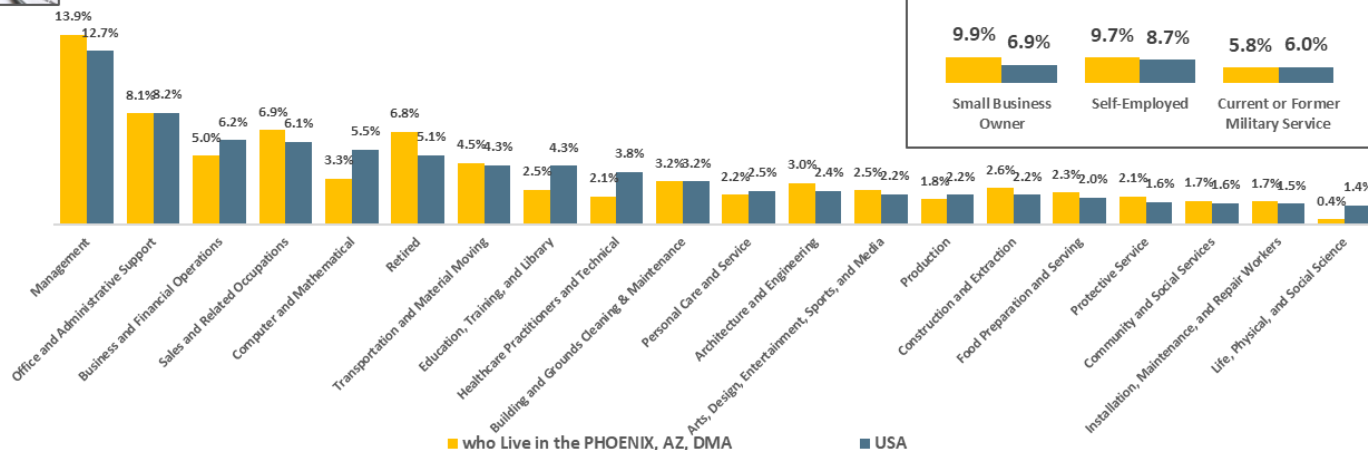
Employment: Adults 25 - 64



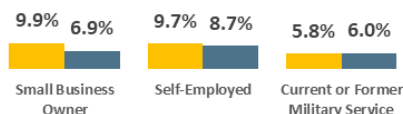
Marital Status: Adults 25 - 64



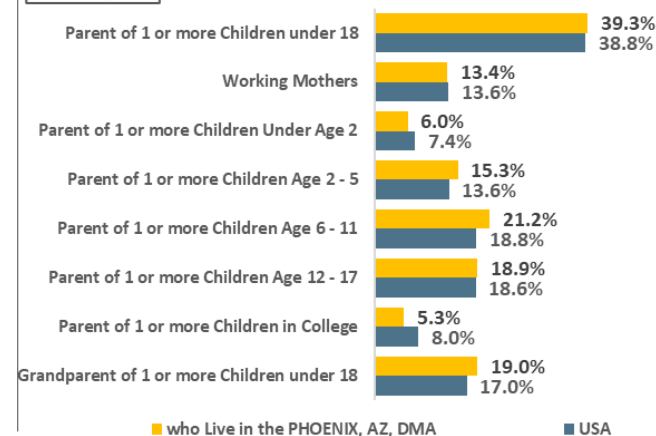
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience



Stage in Life: Adults 25 - 64



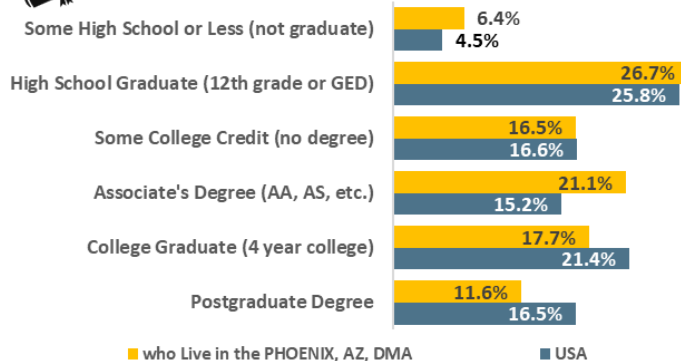


PHOENIX, AZ, DMA P35+

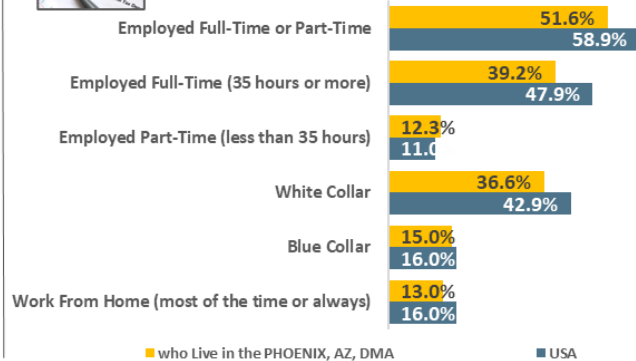
1.7% or 3,270,111 of USA Adults 35 or older Live in the PHOENIX, AZ, DMA.
Adults 35 or older who Live in the PHOENIX, AZ, DMA are 22.5% less likely to be a college graduate, 18.2% less likely to work full-time, .5% more likely to be married, 10.4% more likely to be a grandparent of 1 or more children under 18.



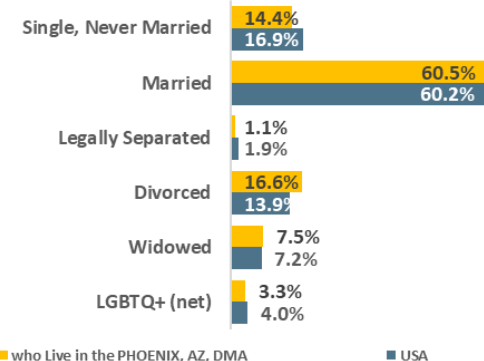
Education Levels: Adults 35 or older



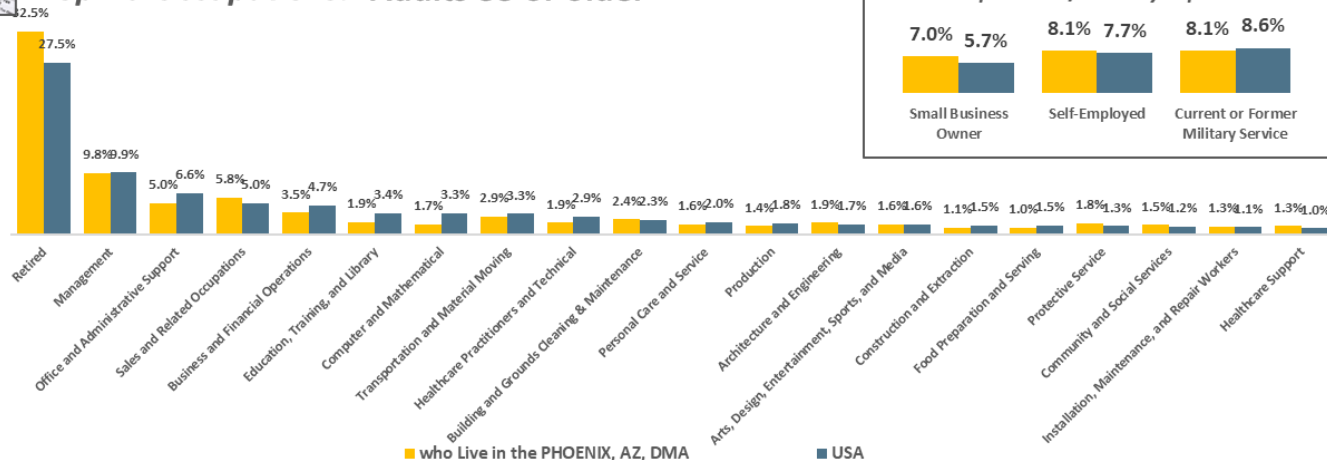
Employment: Adults 35 or older



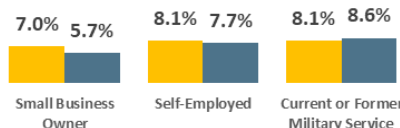
Marital Status: Adults 35 or older



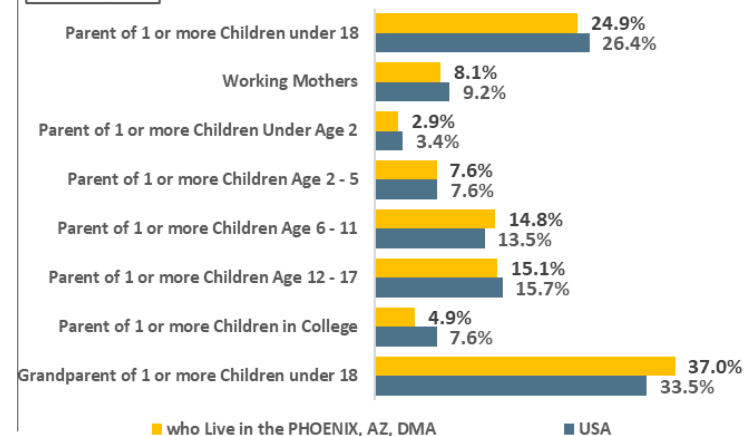
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 35 or older



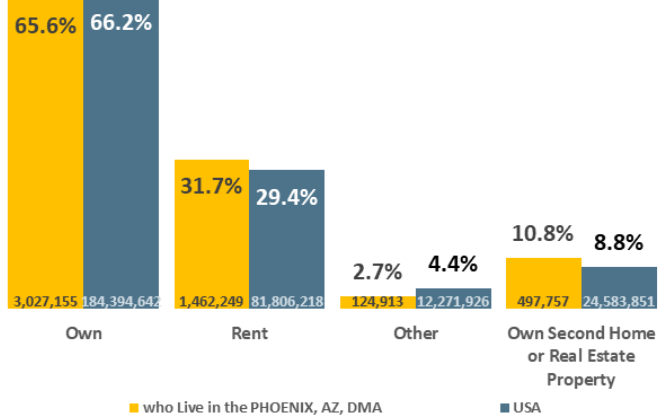


PHOENIX, AZ, DMA P18+

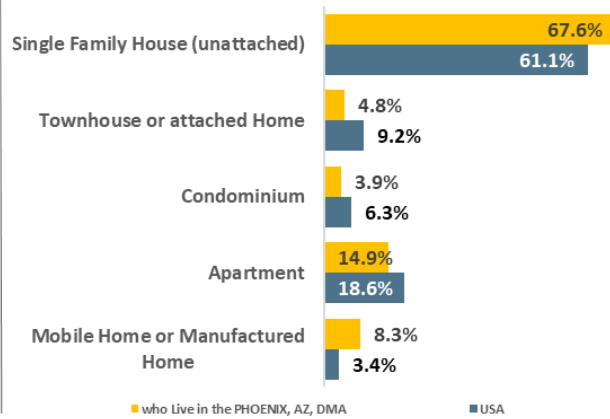
1.7% or 4,614,317 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are .9% less likely to own their home, 28.2% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 19.1% more likely to have a dog.



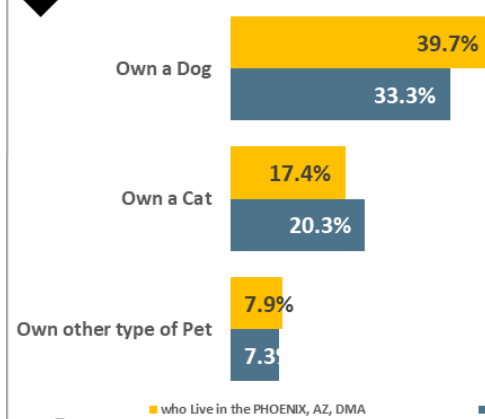
Own/Rent/Other: Adults 18 or older



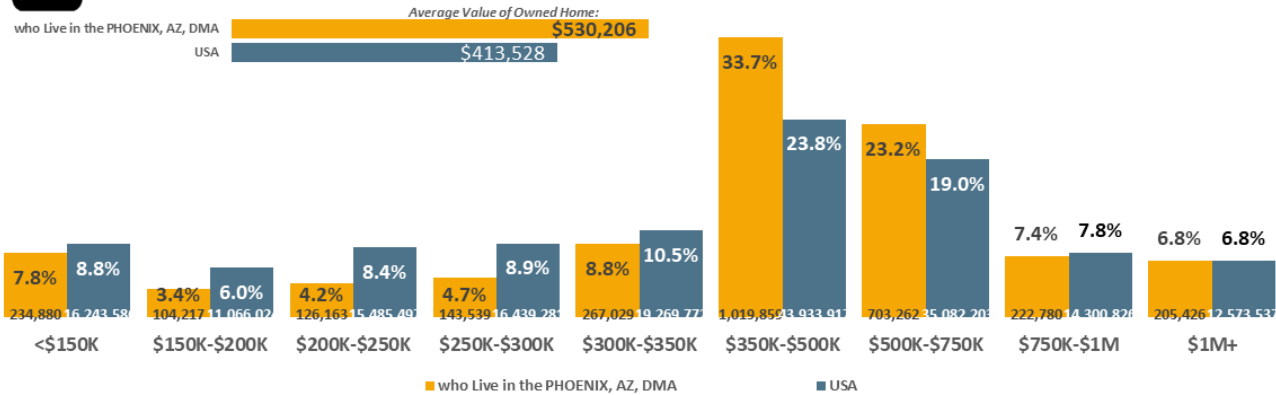
Type of Home: Adults 18 or older



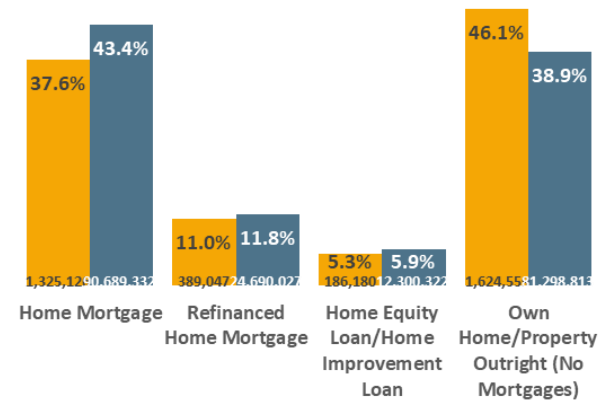
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



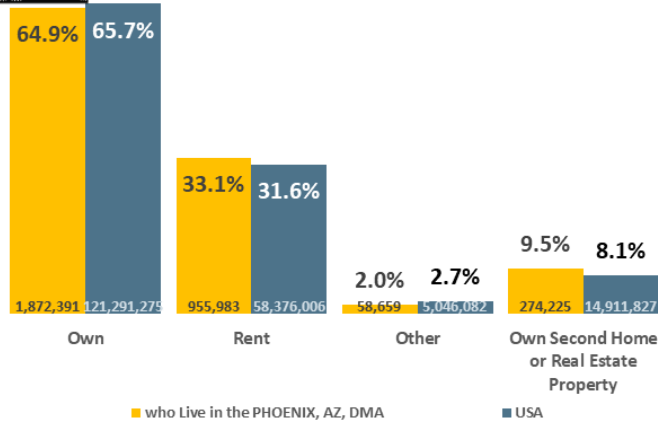


PHOENIX, AZ, DMA P25-64

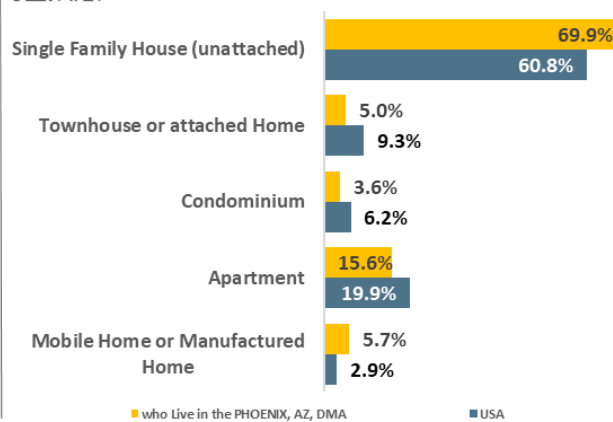
1.6% or 2,887,033 of USA Adults 25 - 64 Live in the PHOENIX, AZ, DMA.
Adults 25 - 64 who Live in the PHOENIX, AZ, DMA are 1.2% less likely to own their home, 28.6% more likely to own a higher valued home, 14.9% more likely to have a single-family home, 22.7% more likely to have a dog.



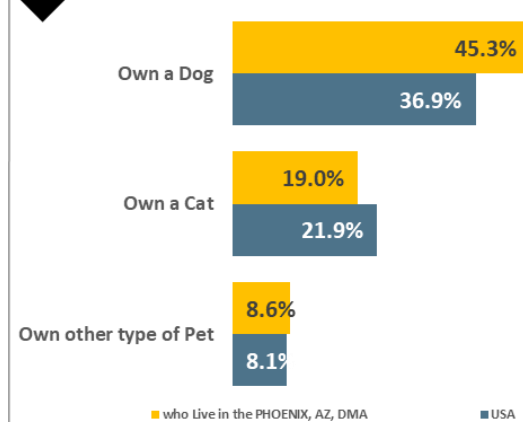
Own/Rent/Other: Adults 25 - 64



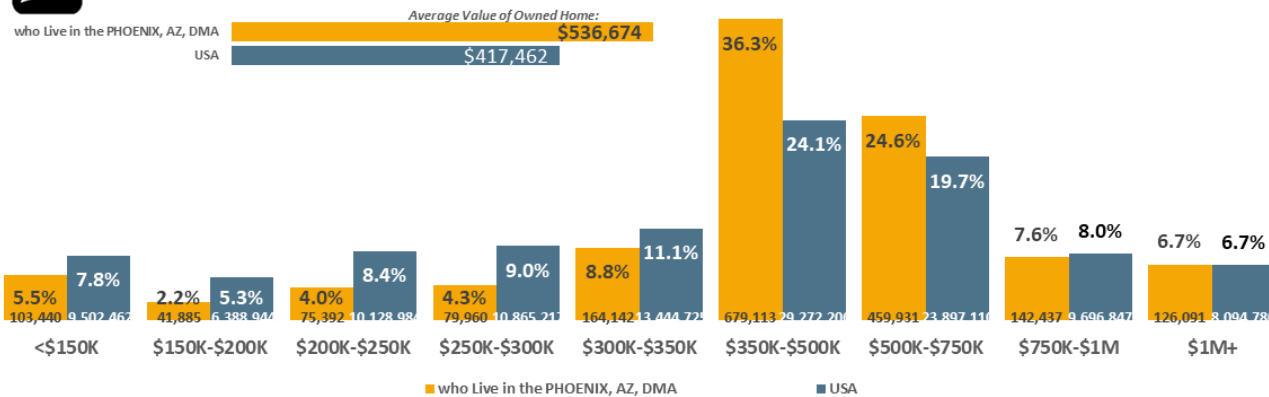
Type of Home: Adults 25 - 64



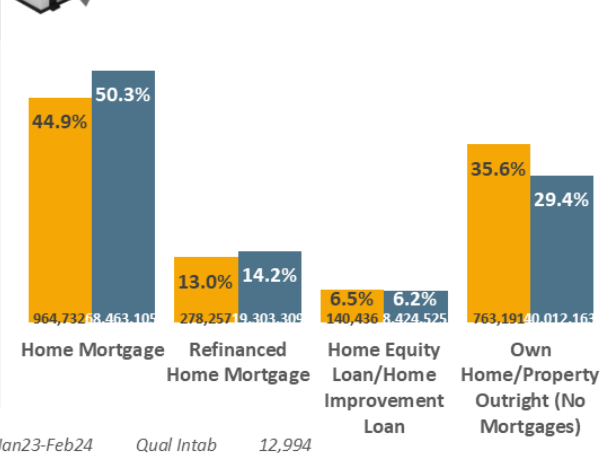
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



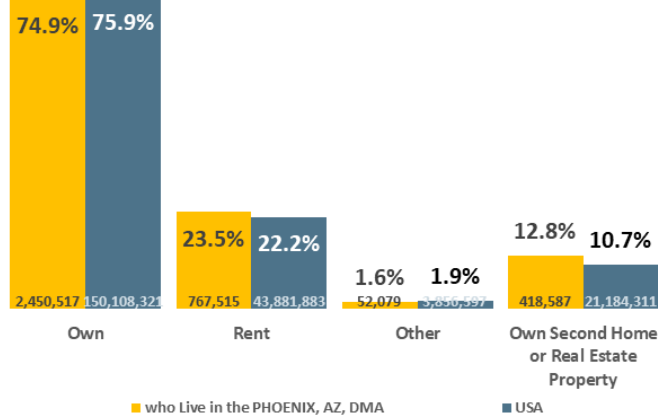


PHOENIX, AZ, DMA P35+

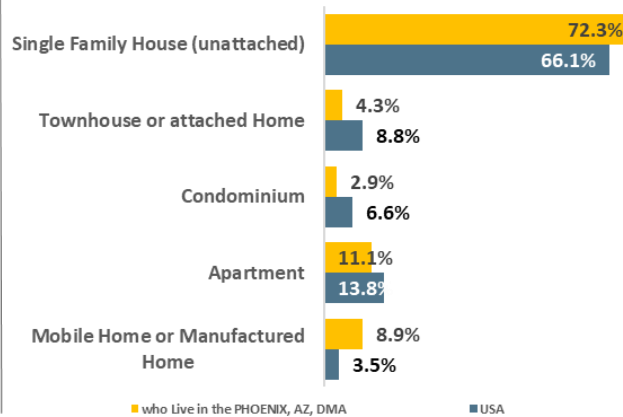
1.7% or 3,270,111 of USA Adults 35 or older Live in the PHOENIX, AZ, DMA.
Adults 35 or older who Live in the PHOENIX, AZ, DMA are 1.2% less likely to own their home, 24.4% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 17.4% more likely to have a dog.



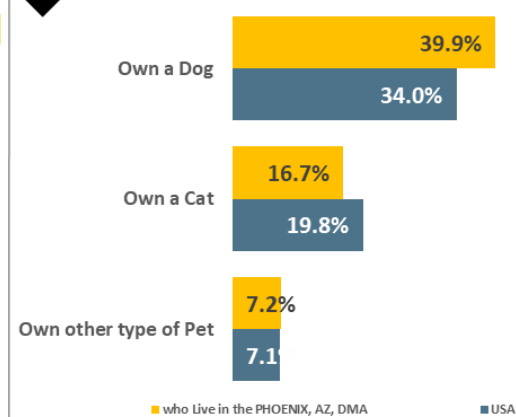
Own/Rent/Other: Adults 35 or older



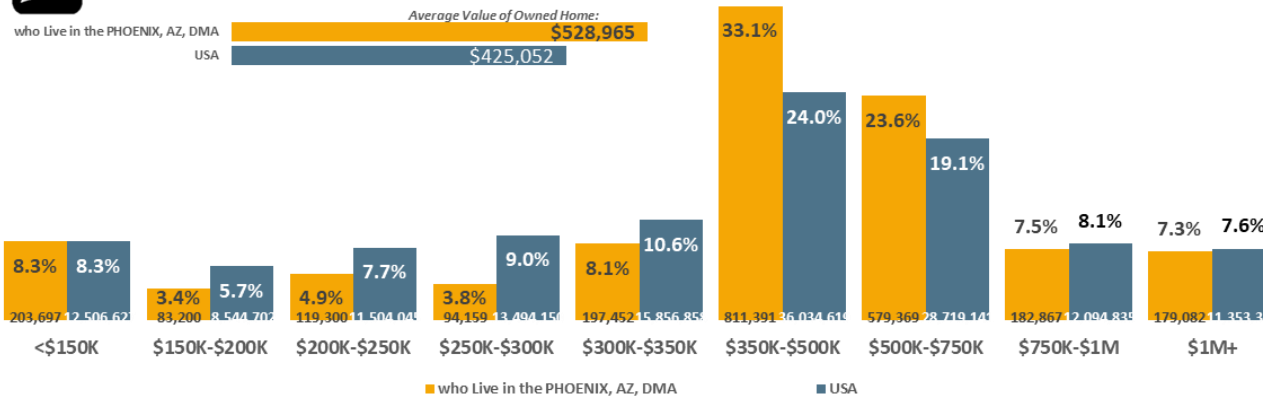
Type of Home: Adults 35 or older



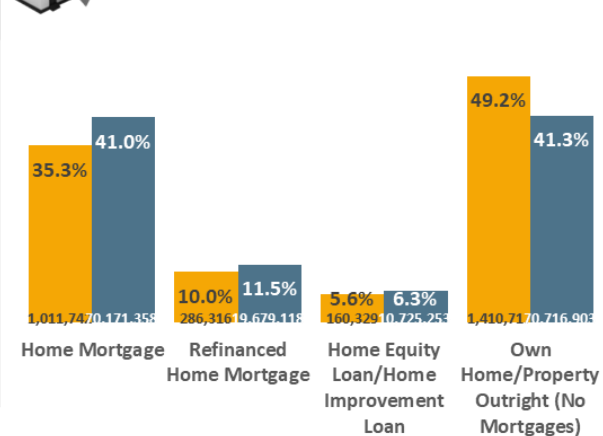
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



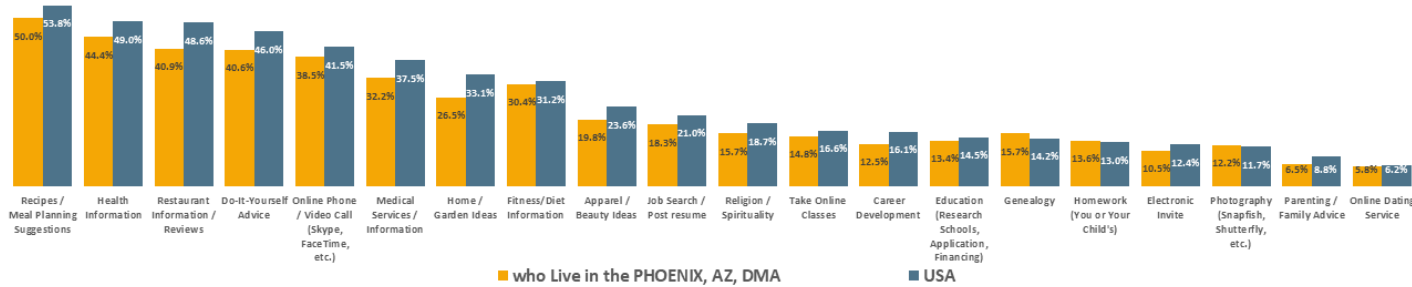


PHOENIX, AZ, DMA P18+

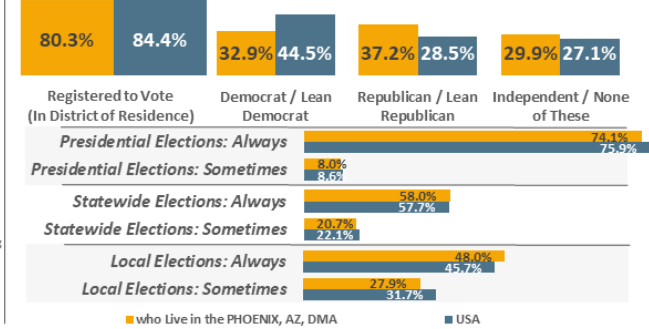
1.7% or 4,614,317 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 11.8% less likely to look up D-I-Y advice online, 5.2% more likely to always vote in local elections, 8.4% more likely to belong to a gym, 11.8% less likely to fly domestic past yr.



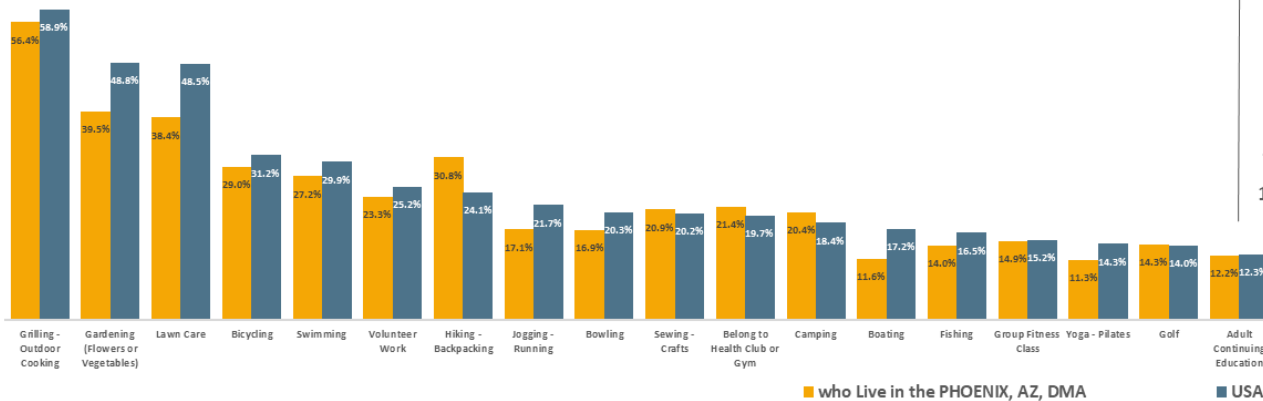
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



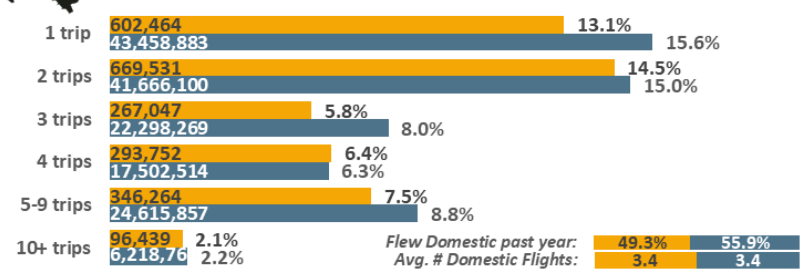
Political Activity: Adults 18 or older



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



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





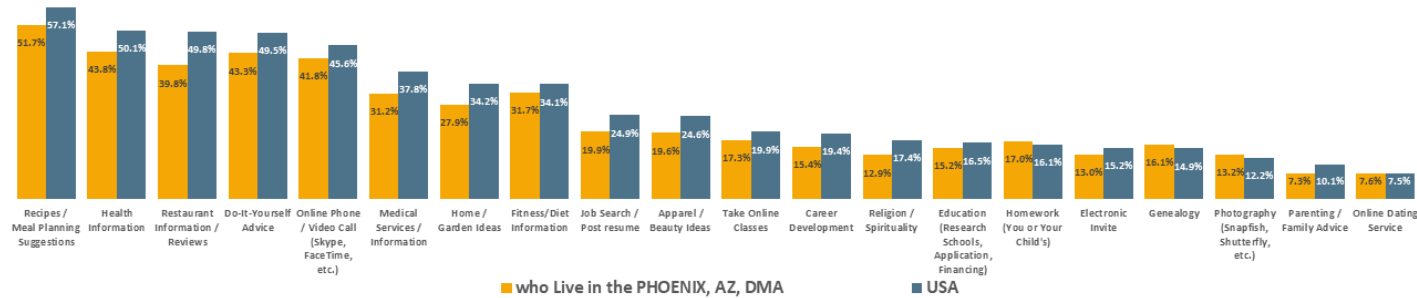
PHOENIX, AZ, DMA P25-64

1.6% or 2,887,033 of USA Adults 25 - 64 Live in the PHOENIX, AZ, DMA.

Adults 25 - 64 who Live in the PHOENIX, AZ, DMA are 12.5% less likely to look up D-I-Y advice online, 5.3% more likely to always vote in local elections, 5.6% more likely to belong to a gym, 13.4% less likely to fly domestic past yr.



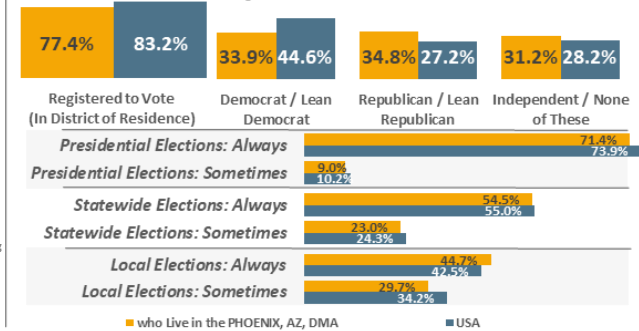
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



who Live in the PHOENIX, AZ, DMA

USA

Political Activity: Adults 25 - 64

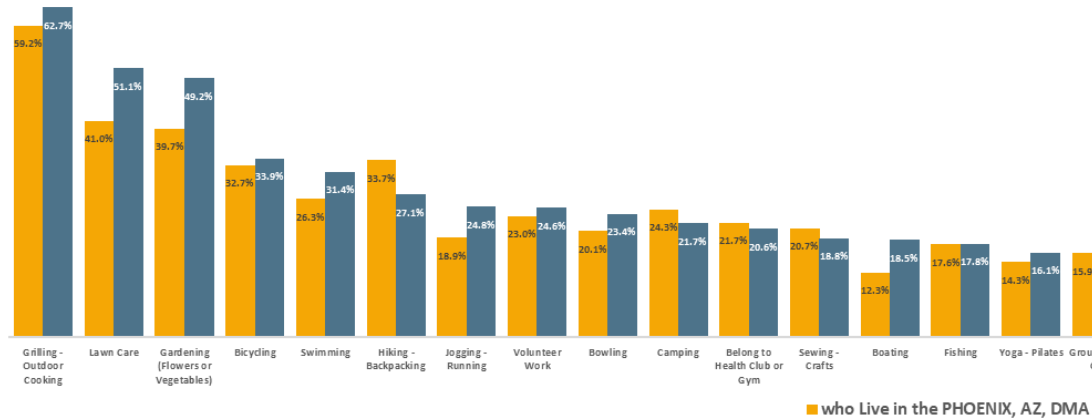


who Live in the PHOENIX, AZ, DMA

USA



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64

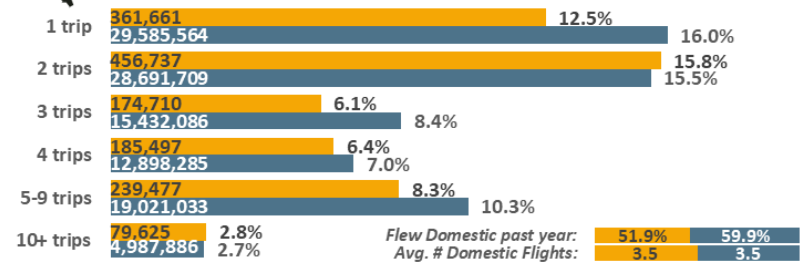


who Live in the PHOENIX, AZ, DMA

USA



Past 12-months Domestic Airline Trips: Adults 25 - 64



Flew Domestic past year:
Avg. # Domestic Flights:

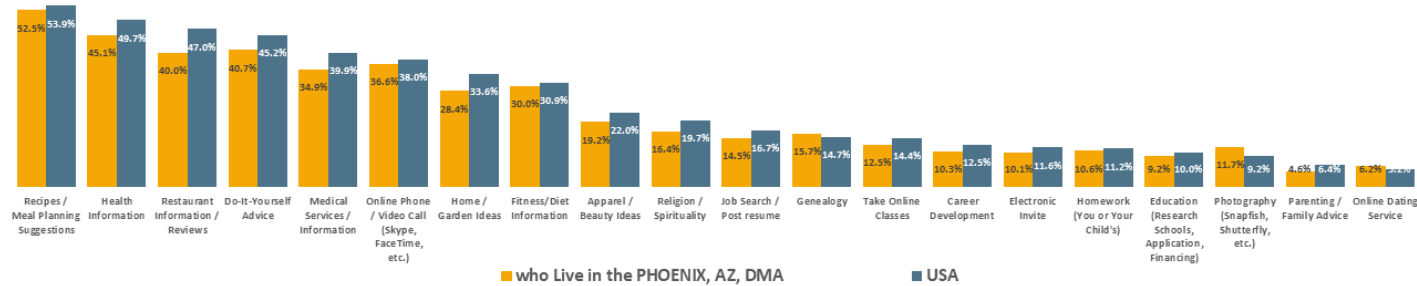


PHOENIX, AZ, DMA P35+

1.7% or 3,270,111 of USA Adults 35 or older Live in the PHOENIX, AZ, DMA.
Adults 35 or older who Live in the PHOENIX, AZ, DMA are 9.9% less likely to look up D-I-Y advice online,
4.% more likely to always vote in local elections, 5.9% more likely to belong to a gym, 5.8% less likely to fly domestic past yr.



Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older

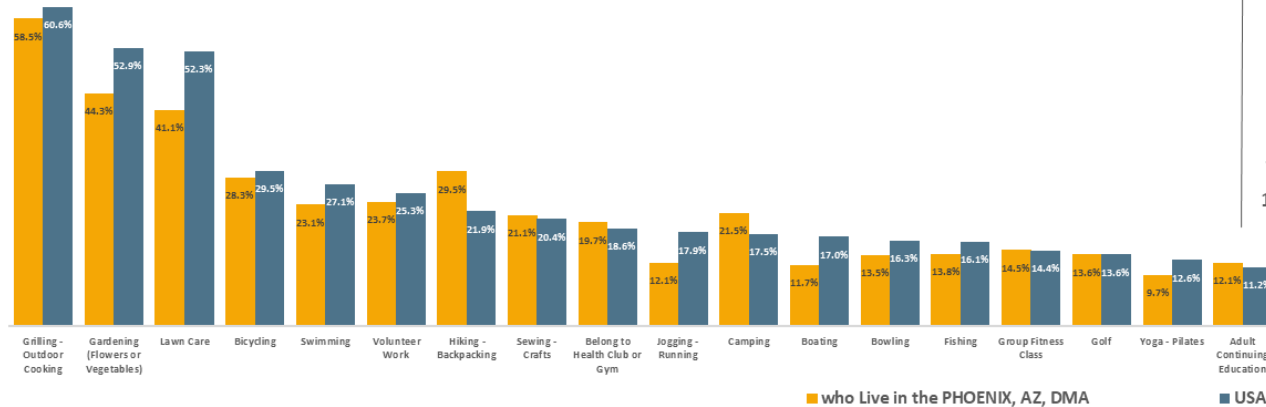


who Live in the PHOENIX, AZ, DMA

USA



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older

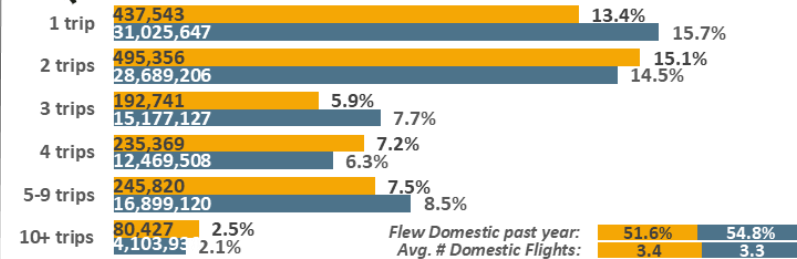


who Live in the PHOENIX, AZ, DMA

USA



Past 12-months Domestic Airline Trips: Adults 35 or older



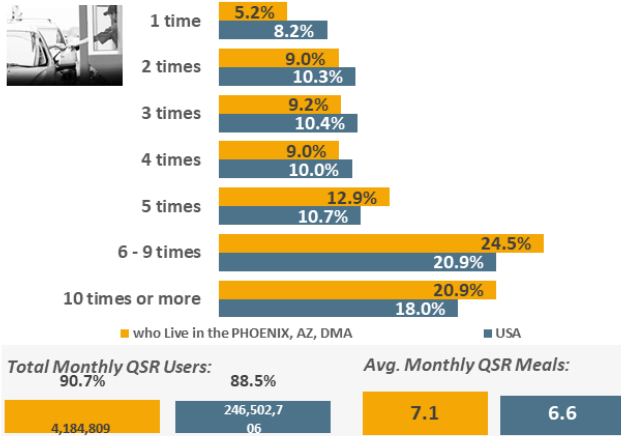


PHOENIX, AZ, DMA P18+

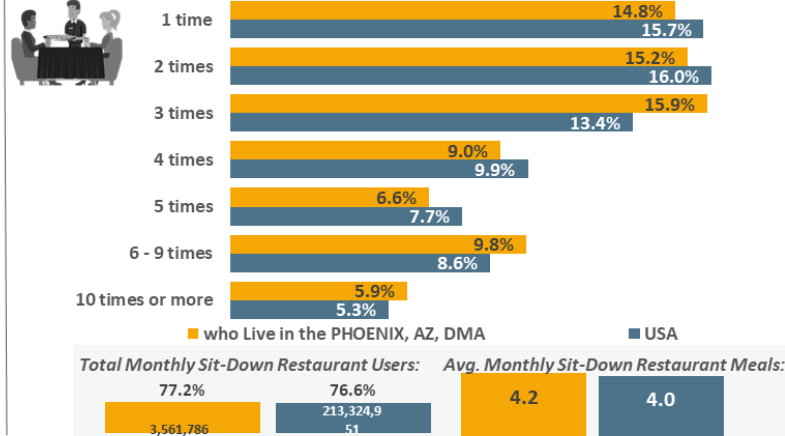
1.7% or 4,614,317 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.

Adults 18 or older who Live in the PHOENIX, AZ, DMA are 2.5% more likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 35.5% more likely to use Casinos past yr., 10.3% less likely to smoke cigarettes.

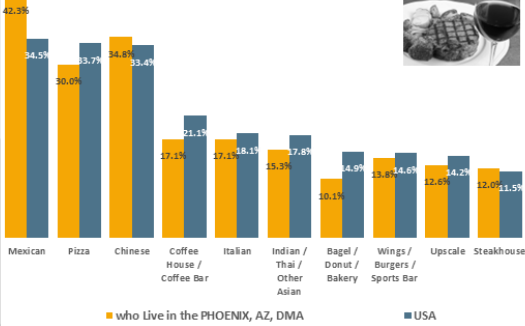
Past 30-days QSR Users: Adults 18 or older



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

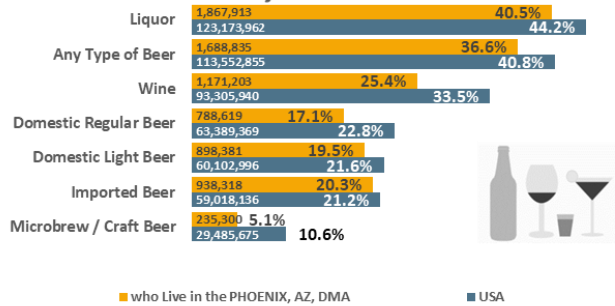


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

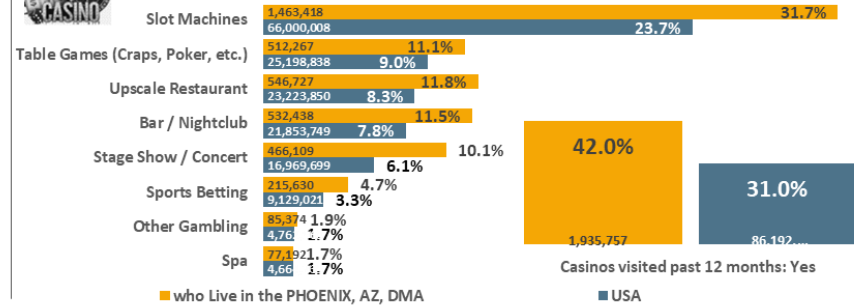


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the PHOENIX, AZ, DMA: 674,399 (14.6%)
USA: 32,334,698 (18.9%)

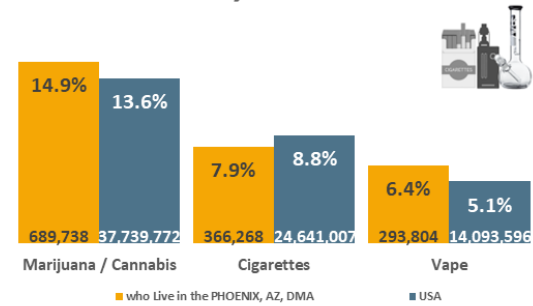
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



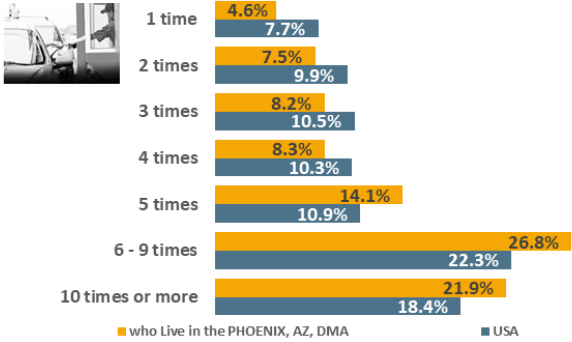


PHOENIX, AZ, DMA P25-64

1.6% or 2,887,033 of USA Adults 25 - 64 Live in the PHOENIX, AZ, DMA.

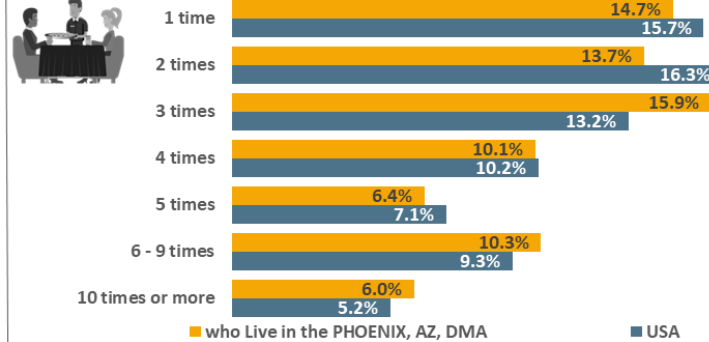
Adults 25 - 64 who Live in the PHOENIX, AZ, DMA are 1.5% more likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 39.9% more likely to use Casinos past yr., 35.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



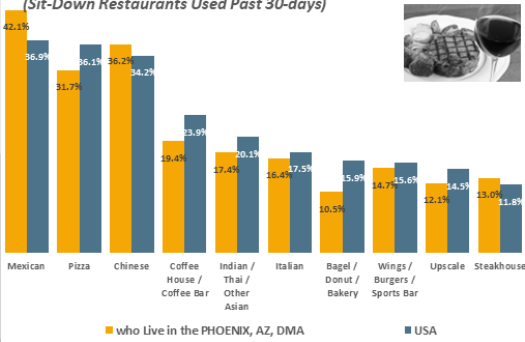
Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
91.4%	90.0%		
2,637,787	166,310,331	7.4	6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



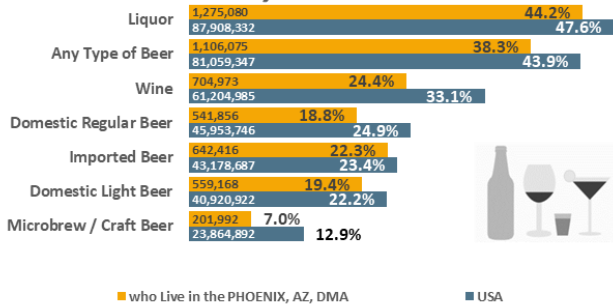
Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
77.1%	77.0%	4.3	4.1
2,224,774	142,226,009		

Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)

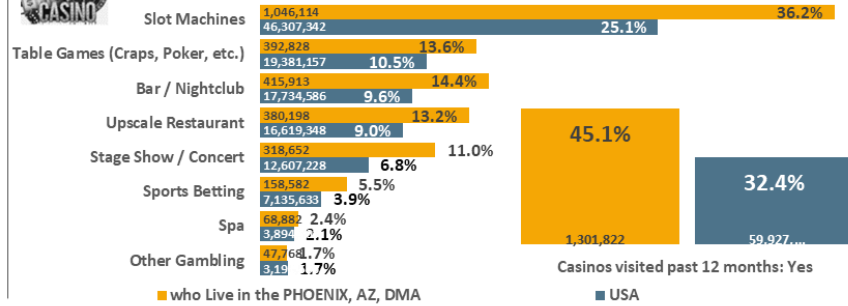


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)		
who Live in the PHOENIX, AZ, DMA	481,936	16.7%
USA	39,801,078	21.5%

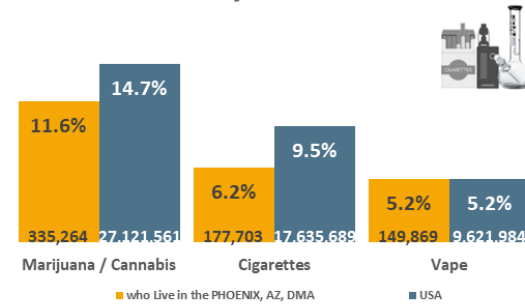
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



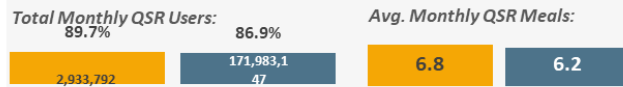
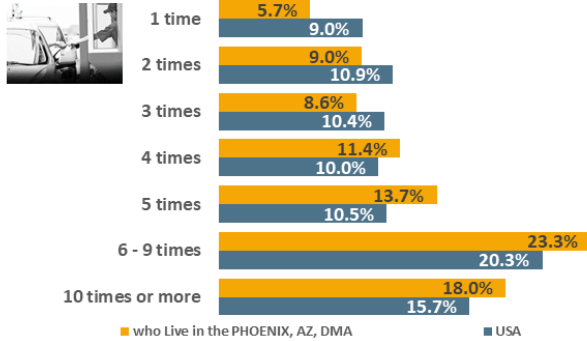


PHOENIX, AZ, DMA P35+

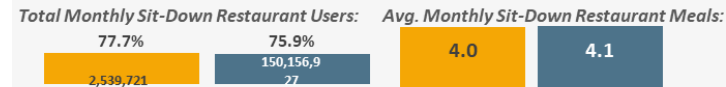
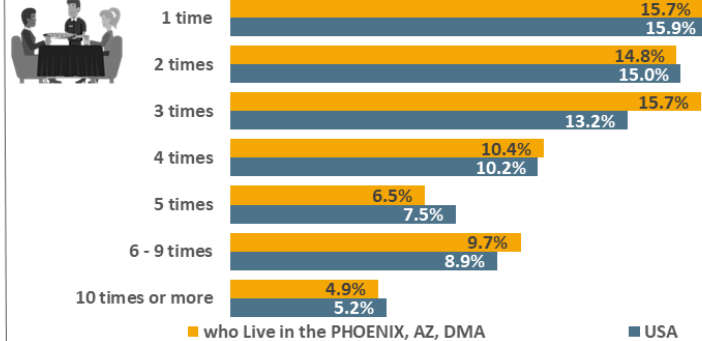
1.7% or 3,270,111 of USA Adults 35 or older Live in the PHOENIX, AZ, DMA.

Adults 35 or older who Live in the PHOENIX, AZ, DMA are 3.2% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 41.5% more likely to use Casinos past yr., 27.6% less likely to smoke cigarettes.

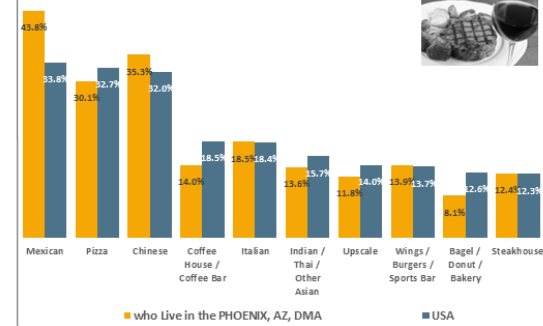
Past 30-days QSR Users: Adults 35 or older



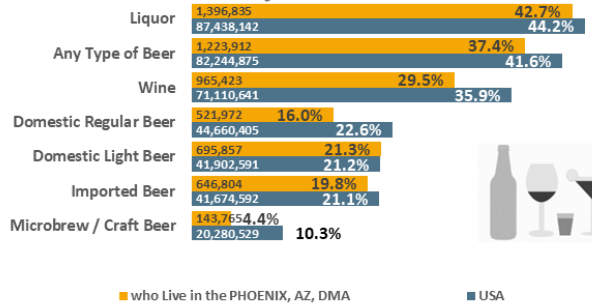
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



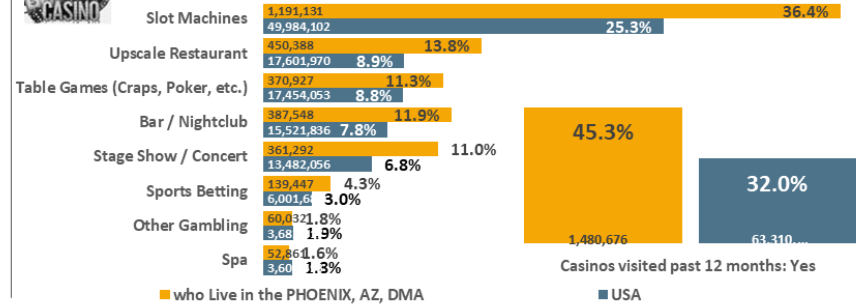
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



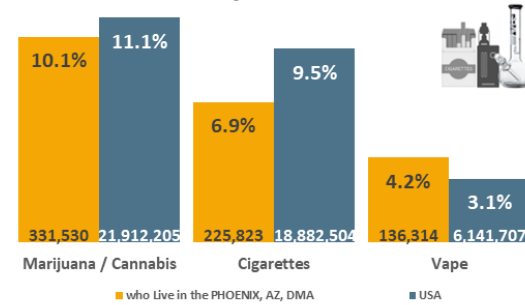
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



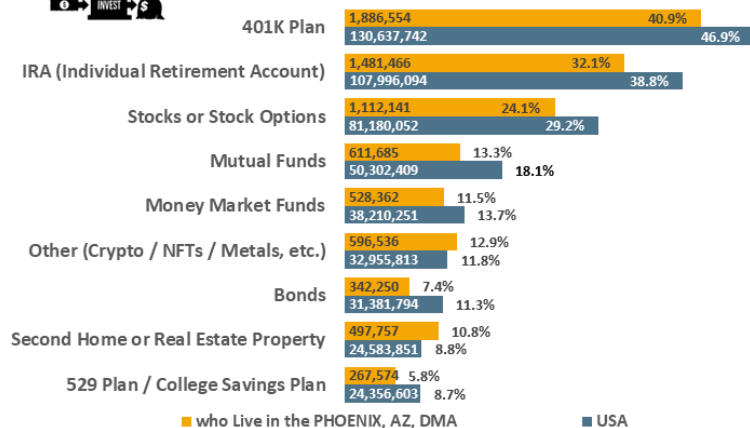


PHOENIX, AZ, DMA P18+

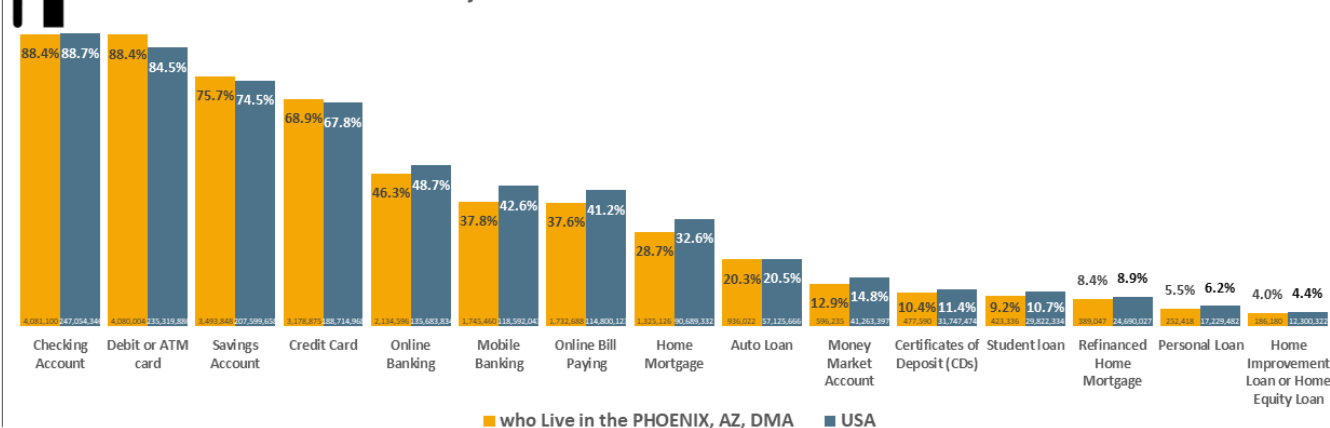
1.7% or 4,614,317 of USA Adults 18 or older Live in the PHOENIX, AZ, DMA.
Adults 18 or older who Live in the PHOENIX, AZ, DMA are 12.8% less likely to have a 401K, 1.1% less likely to have an Auto Loan, 16.8% less likely to Invest/Trade Stocks Online, 13.7% more likely to pay with their Debit Card.



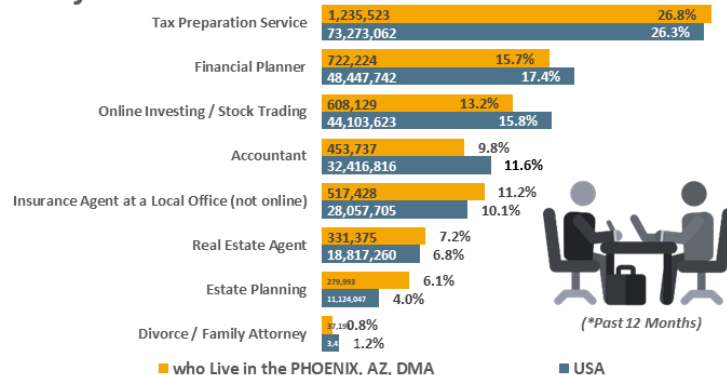
Investments Owned: Adults 18 or older



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



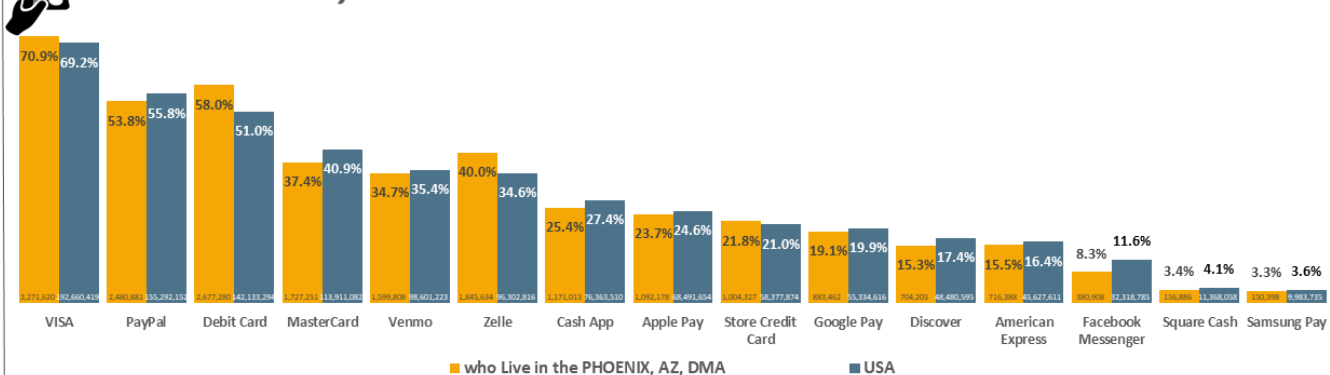
Professional Services Used*: Adults 18 or older



(*Past 12 Months)



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



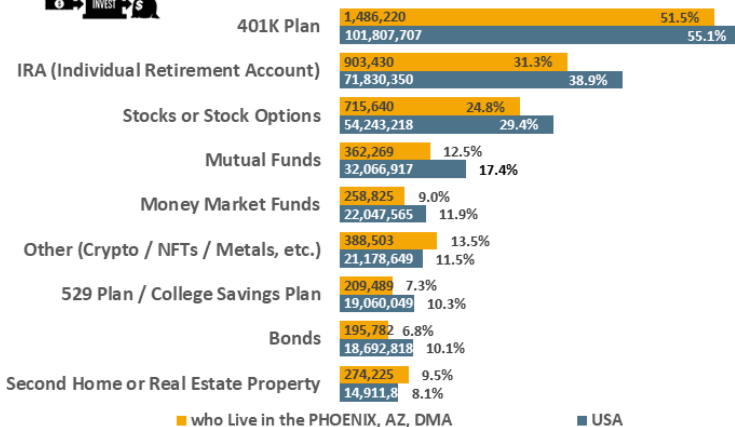


PHOENIX, AZ, DMA P25-64

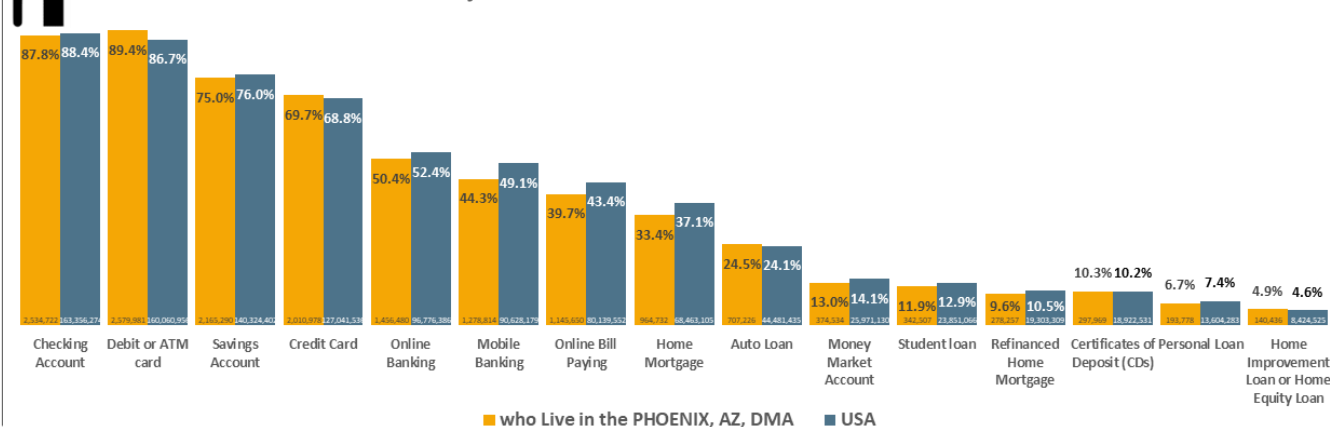
1.6% or 2,887,033 of USA Adults 25 - 64 Live in the PHOENIX, AZ, DMA.
Adults 25 - 64 who Live in the PHOENIX, AZ, DMA are 6.6% less likely to have a 401K, 1.7% more likely to have an Auto Loan, 19.5% less likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Card.



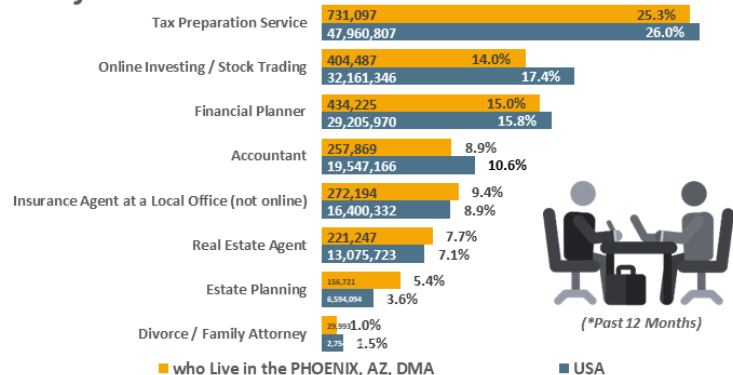
Investments Owned: Adults 25 - 64



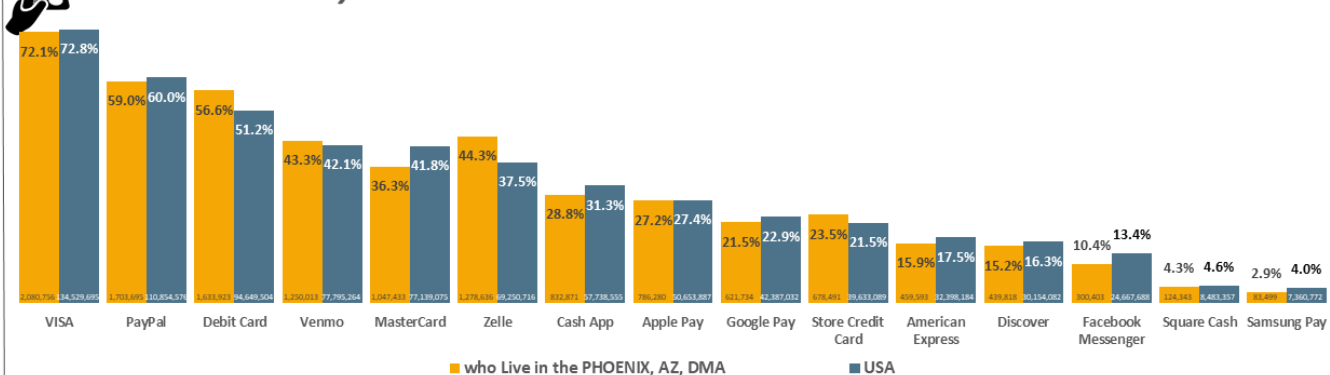
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



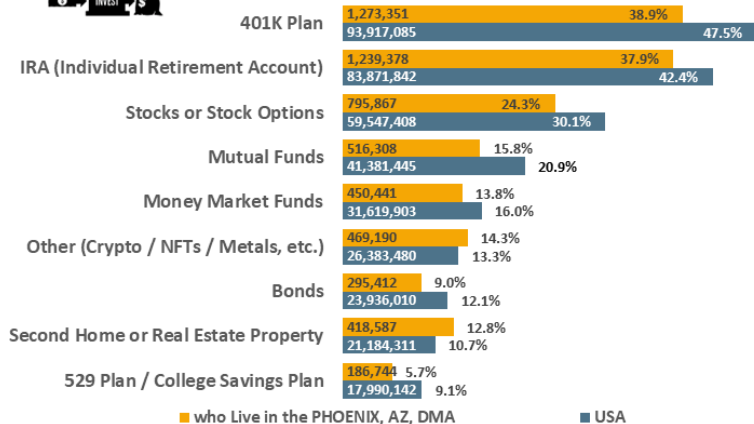


PHOENIX, AZ, DMA P35+

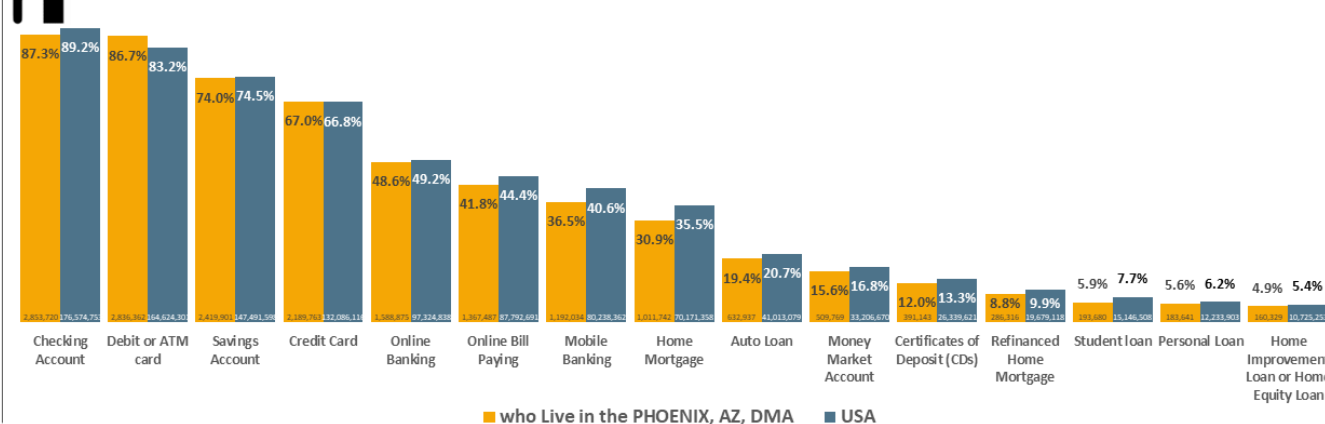
1.7% or 3,270,111 of USA Adults 35 or older Live in the PHOENIX, AZ, DMA.
Adults 35 or older who Live in the PHOENIX, AZ, DMA are 18.% less likely to have a 401K, 6.6% less likely to have an Auto Loan, 24.4% less likely to Invest/Trade Stocks Online, 13.1% more likely to pay with their Debit Card.



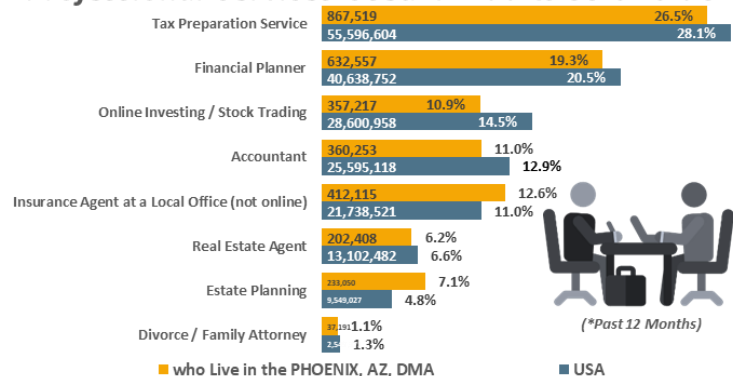
Investments Owned: Adults 35 or older



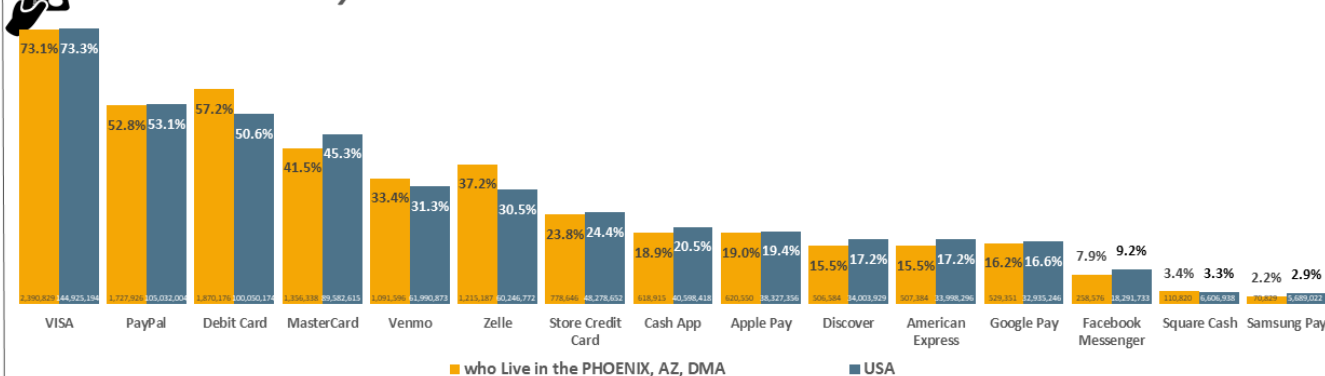
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



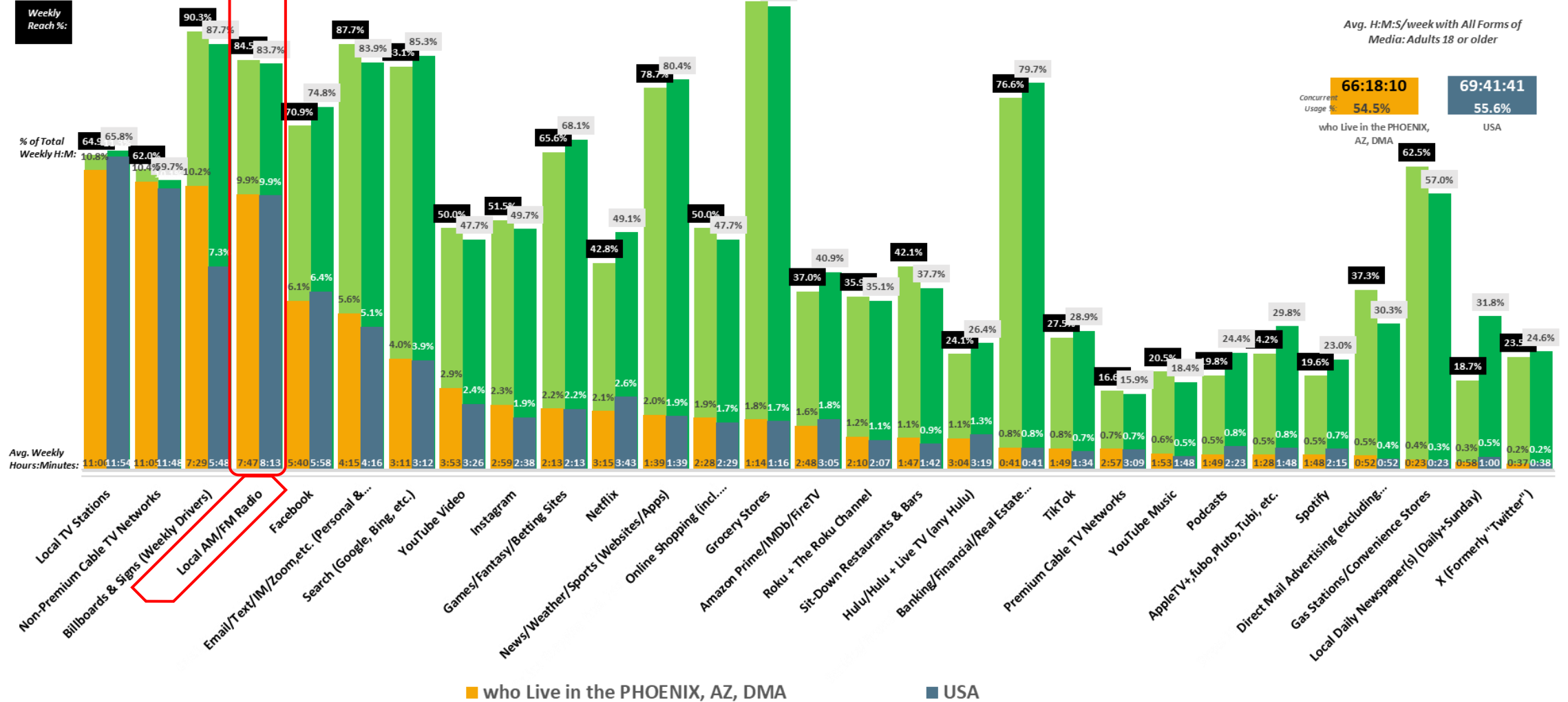
Past 3-Months Payment Methods Used: Adults 35 or older





PHOENIX, AZ, DMA P18+

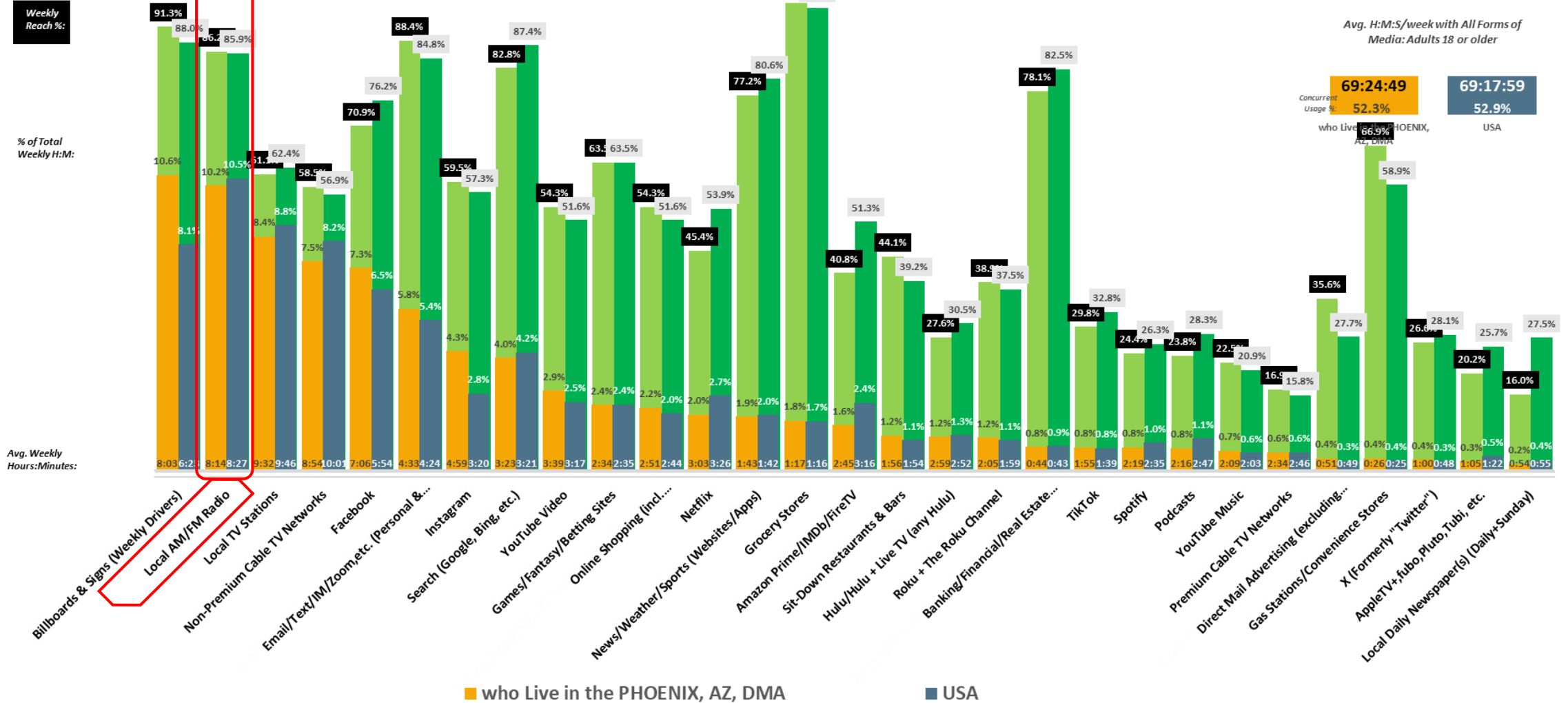
Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 18 hours, 18 minutes and 10 seconds each week with All Forms of Media.
84.5% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.





PHOENIX, AZ, DMA P25-64

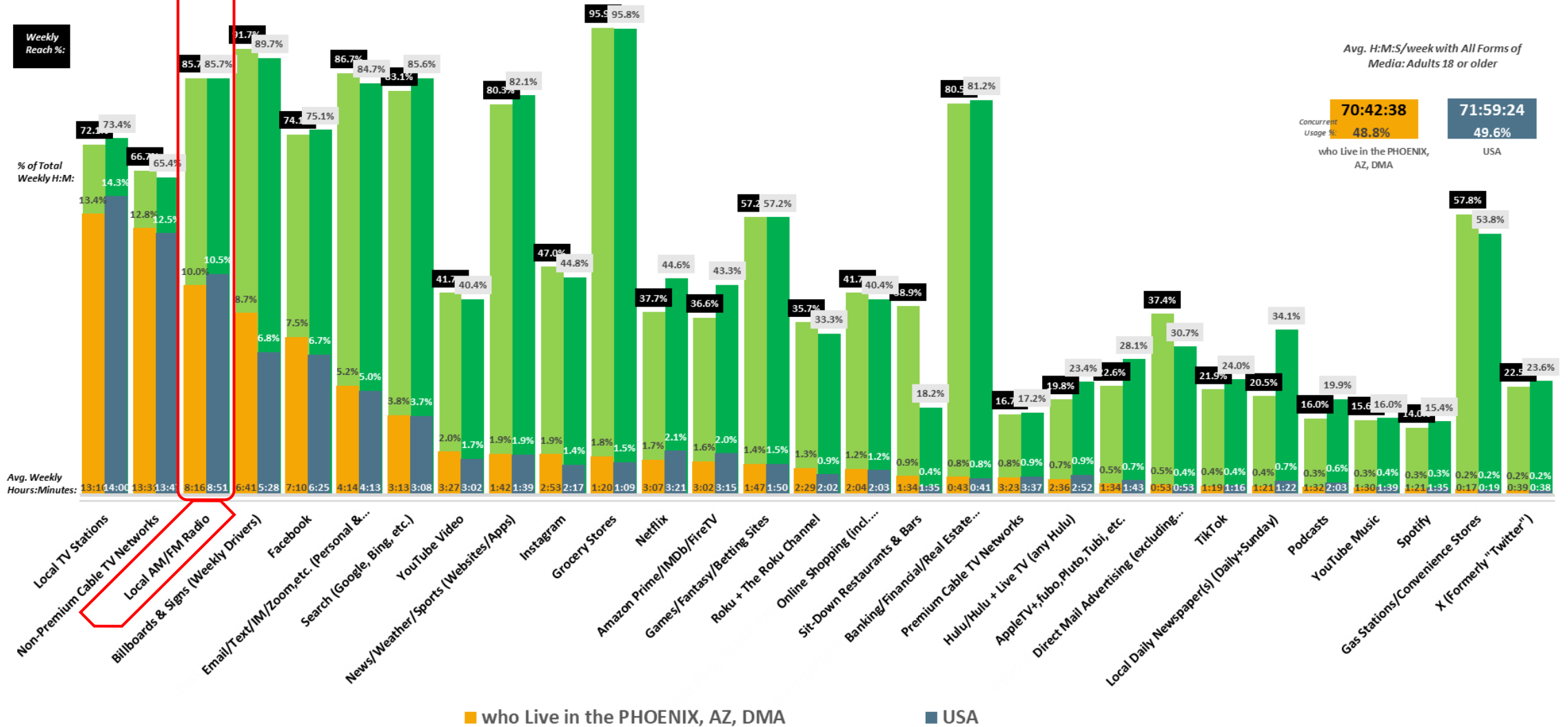
Adults 25 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 21 hours, 24 minutes and 49 seconds each week with All Forms of Media.
86.2% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.





PHOENIX, AZ, DMA P35+

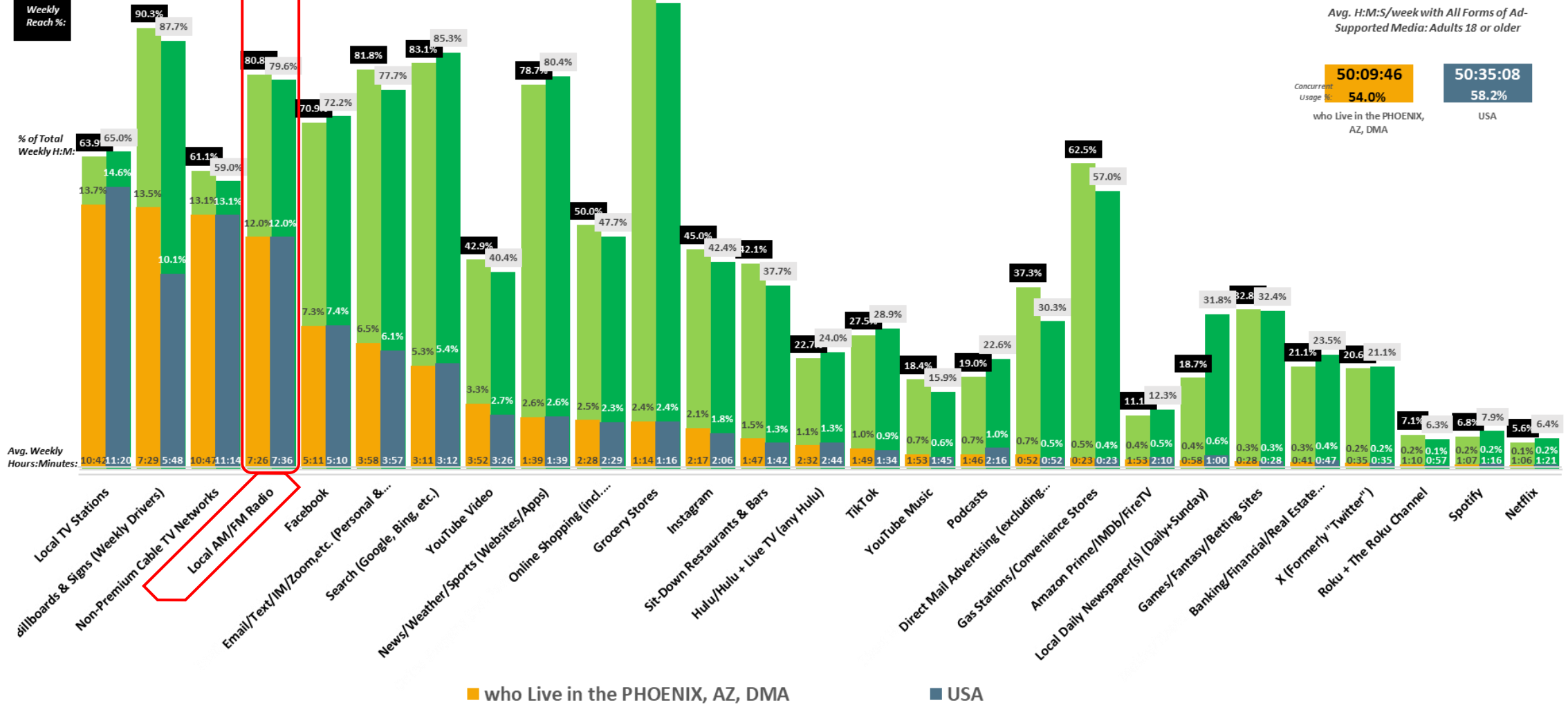
Adults 35 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 22 hours, 42 minutes and 38 seconds each week with All Forms of Media.
85.7% of Adults 35 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.





PHOENIX, AZ, DMA P18+

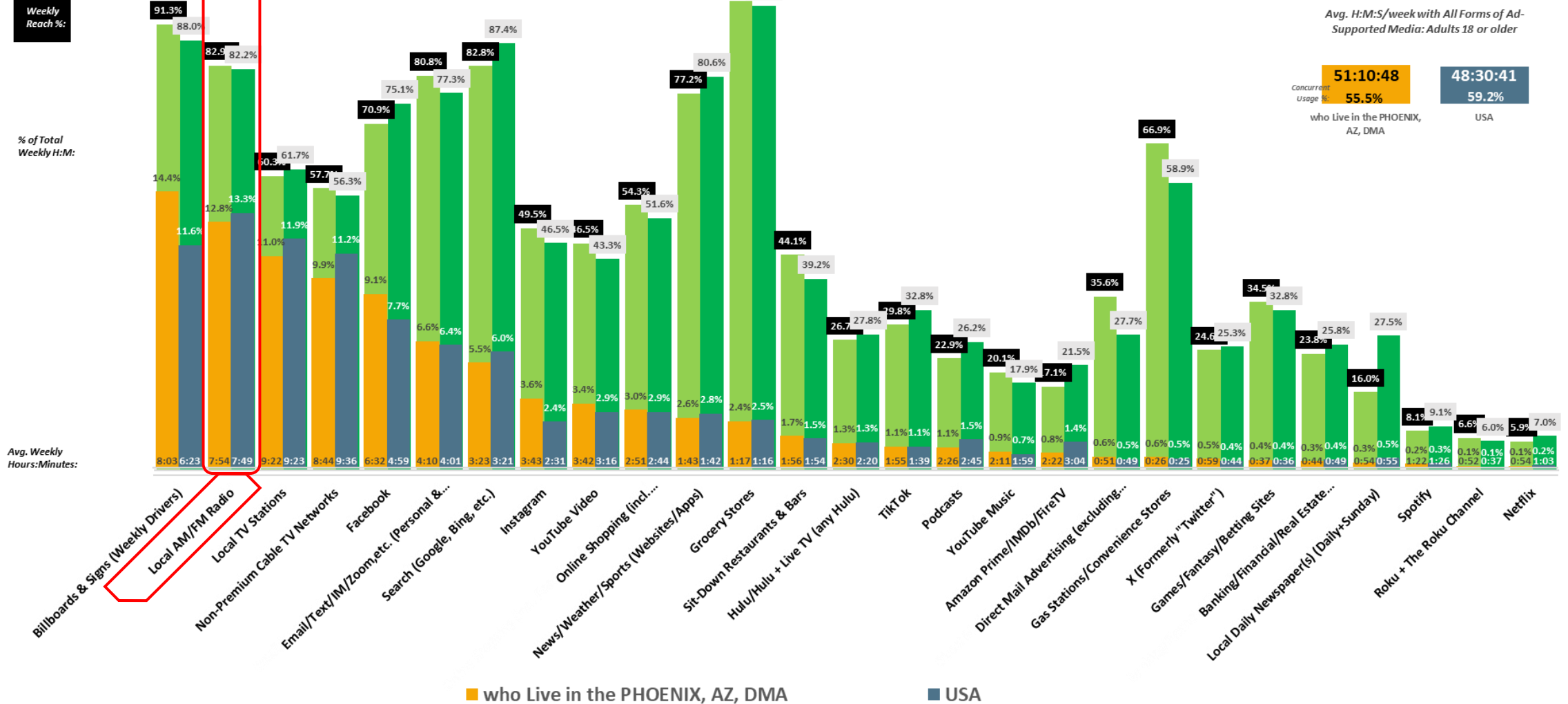
Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 2 hours, 9 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
80.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.0% of total time spent with all forms of Ad-Supported Media.





PHOENIX, AZ, DMA P25-64

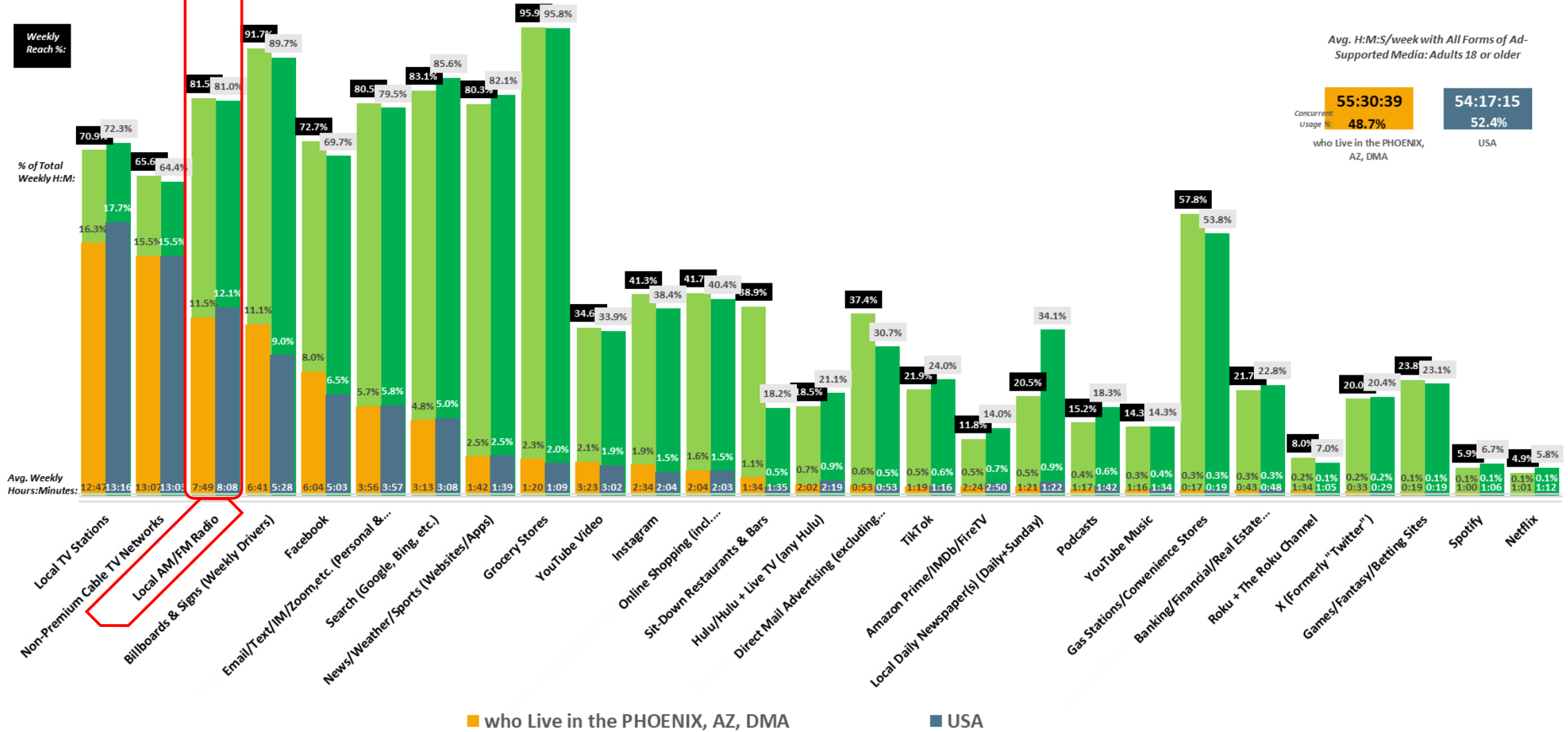
Adults 25 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 3 hours, 10 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
82.9% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.





PHOENIX, AZ, DMA P35+

Adults 35 or older who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 7 hours, 30 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
81.5% of Adults 35 or older who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



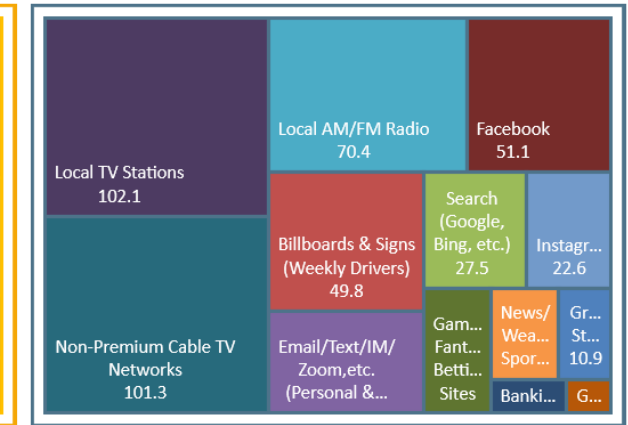
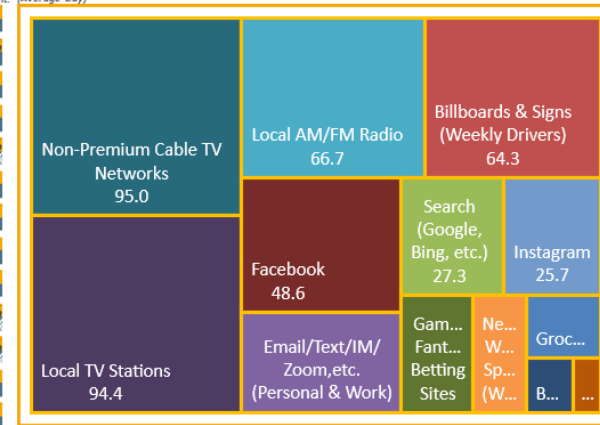
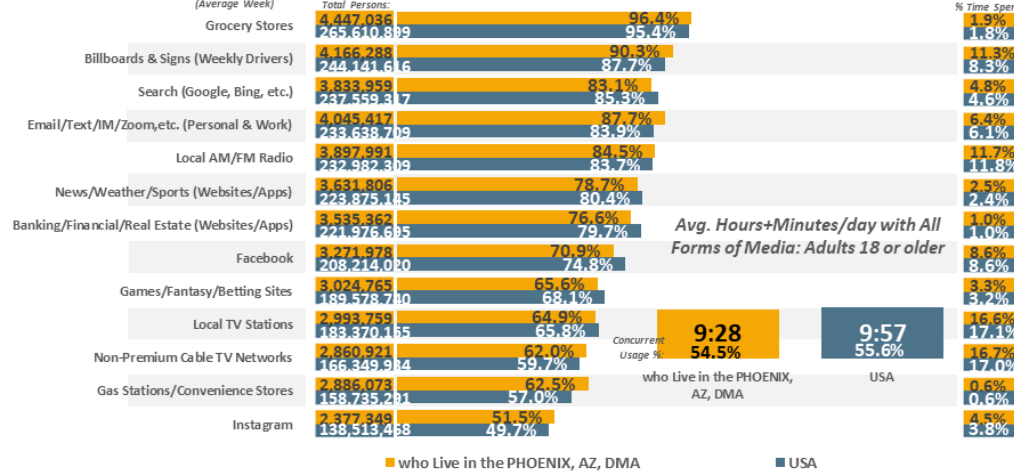


PHOENIX, AZ, DMA P18+

Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day.
(Local Radio delivers 12.% of Time with Ad-Supported Media.)

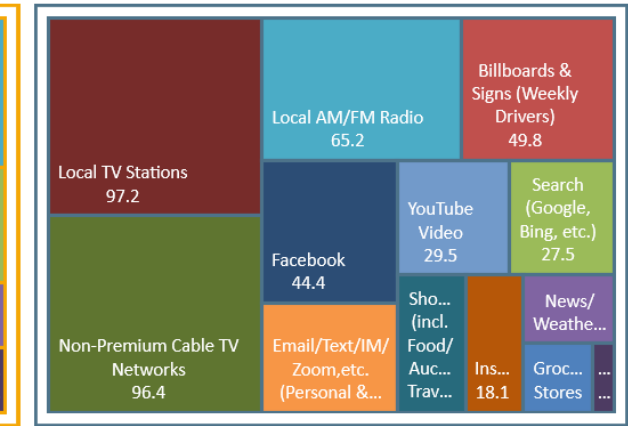
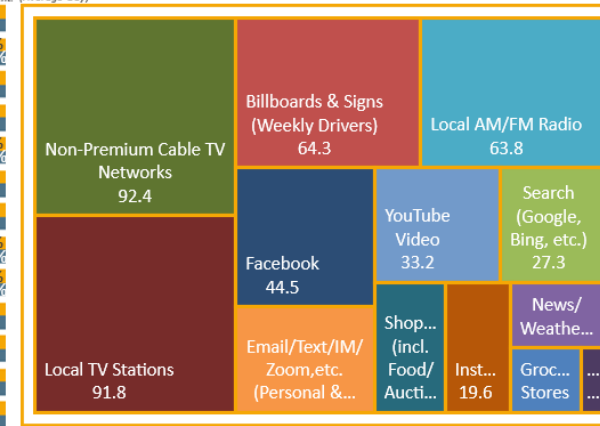
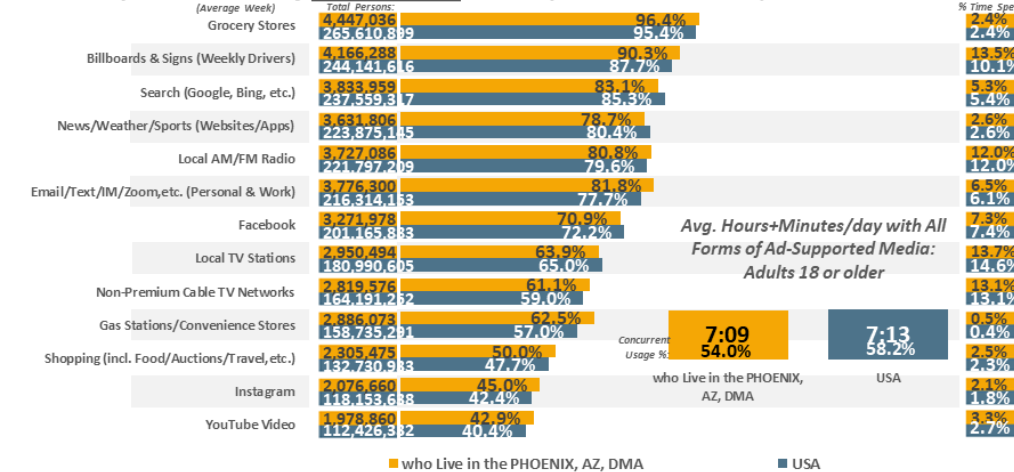
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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USA Jan23-Oct23

USA Projection

Scarborough R1 2024: Jan23-Feb24

Qual Intab

12,994

soefa.ai

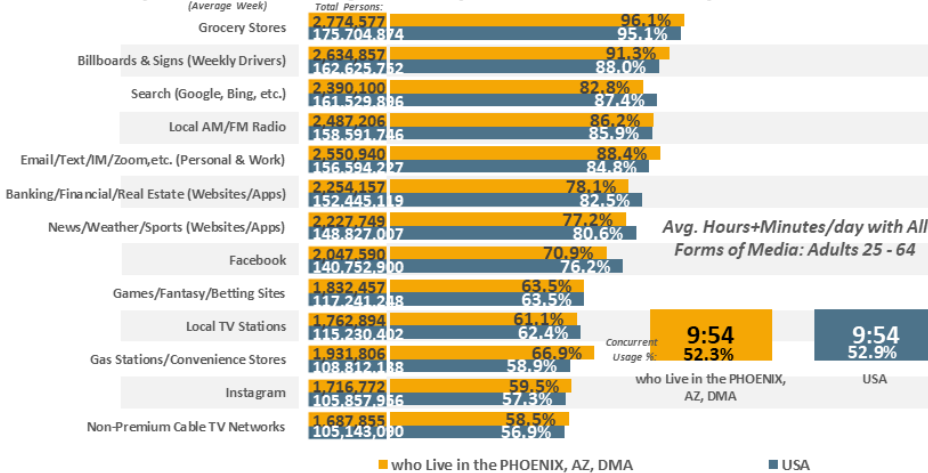
Share of Everything
for Anything



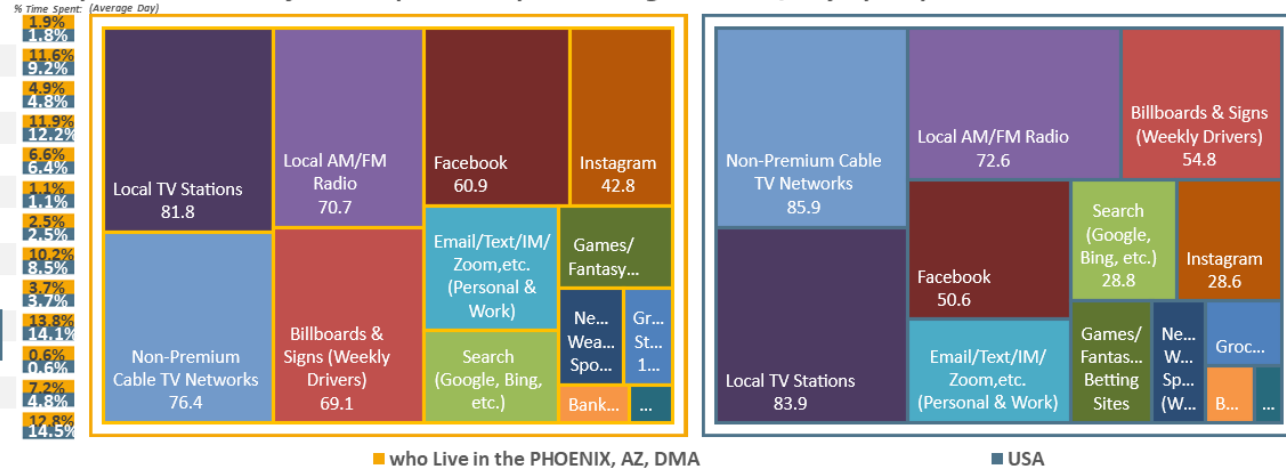
PHOENIX, AZ, DMA P25-64

Adults 25 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 7 hours and 18 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 67.8 minutes/day.
(Local Radio delivers 12.8% of Time with Ad-Supported Media.)

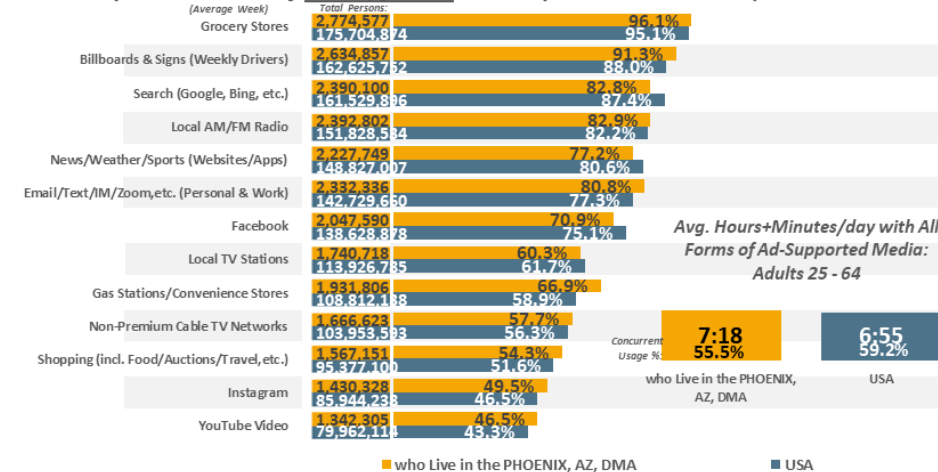
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



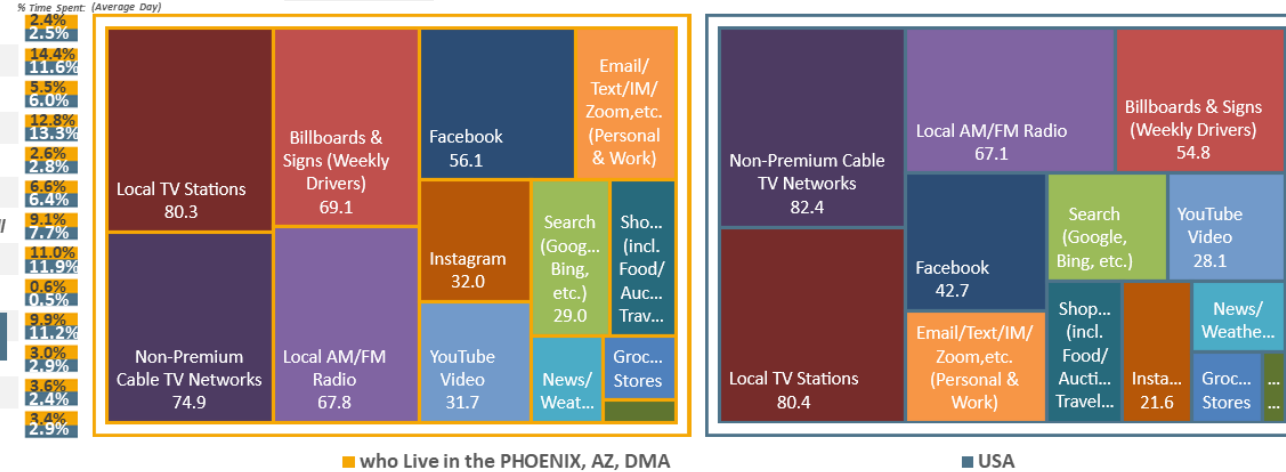
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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USA Jan23-Oct23

USA Projection

Scarborough R1 2024: Jan23-Feb24

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12,994

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Share of Everything
for Anything

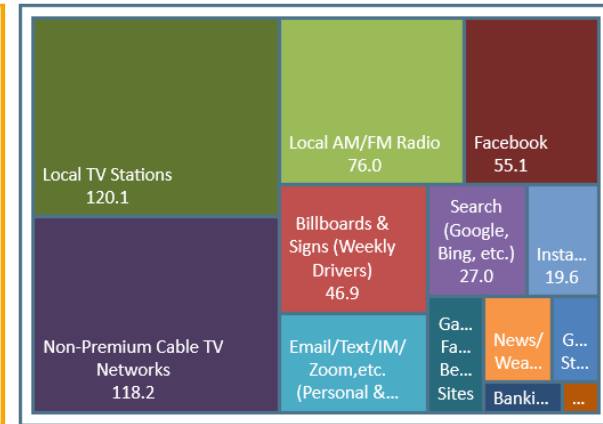
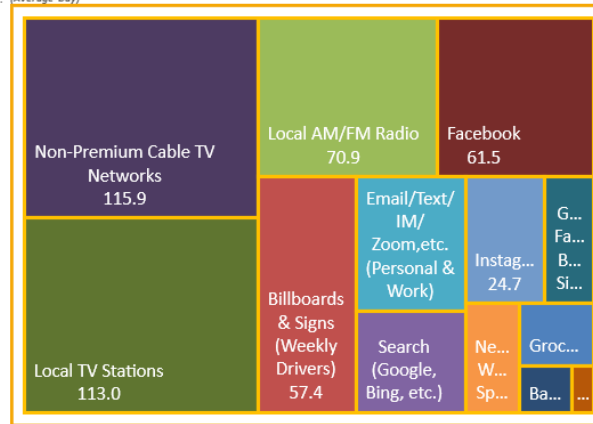
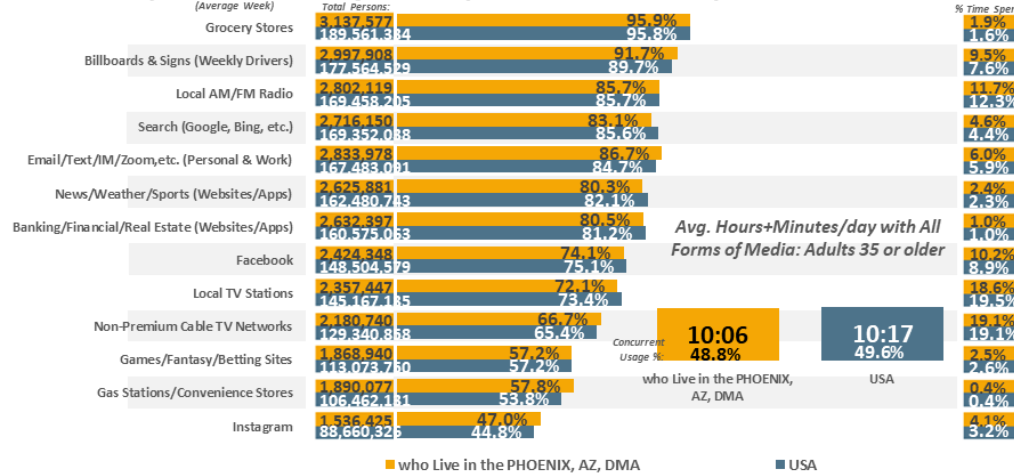


PHOENIX, AZ, DMA P35+

Adults 35 or older who Live in the PHOENIX, AZ, DMA spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 67.1 minutes/day.
(Local Radio delivers 11.5% of Time with Ad-Supported Media.)

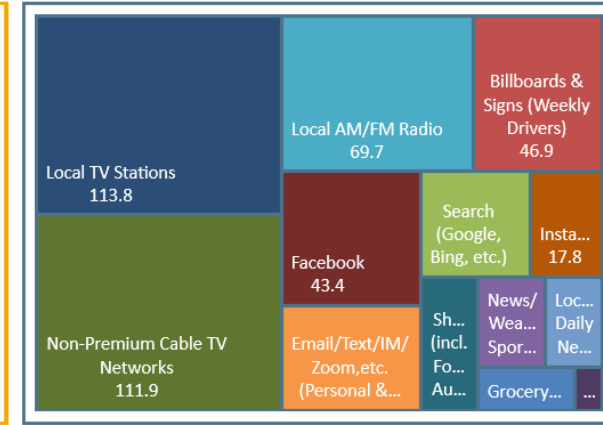
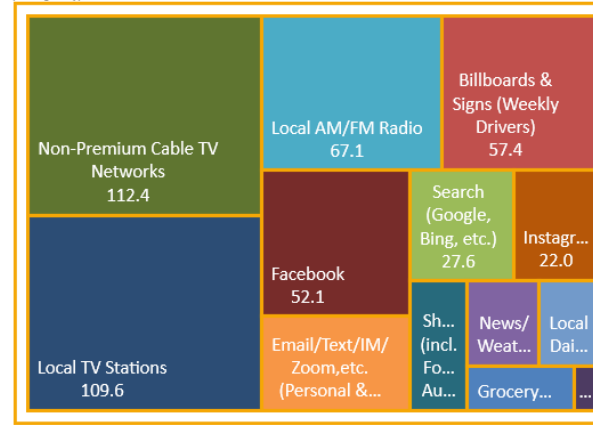
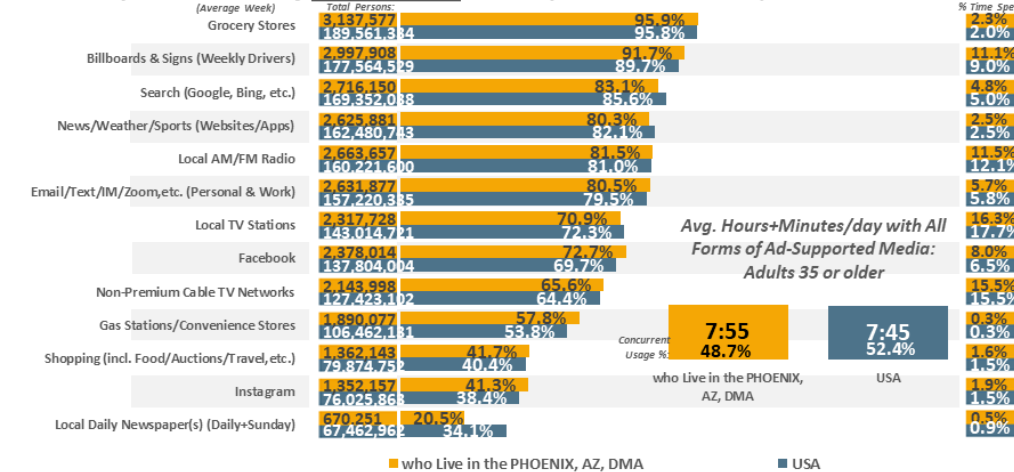
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

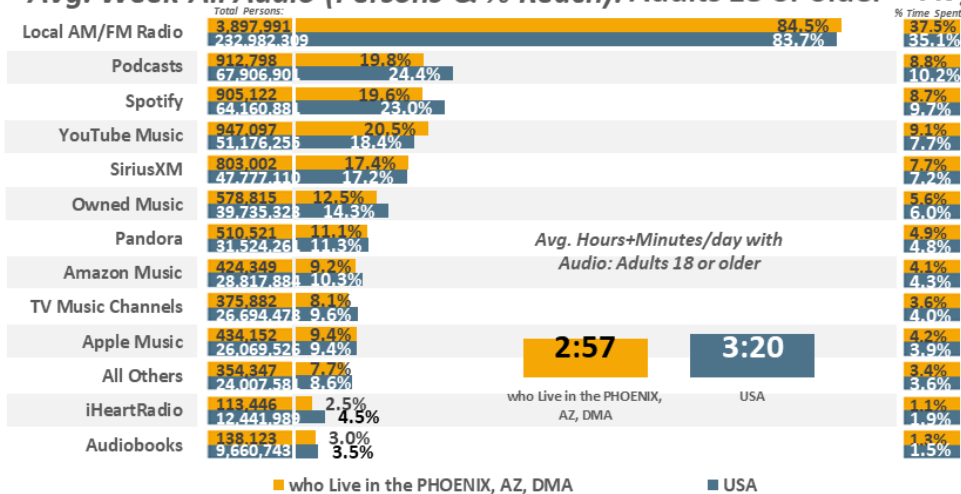




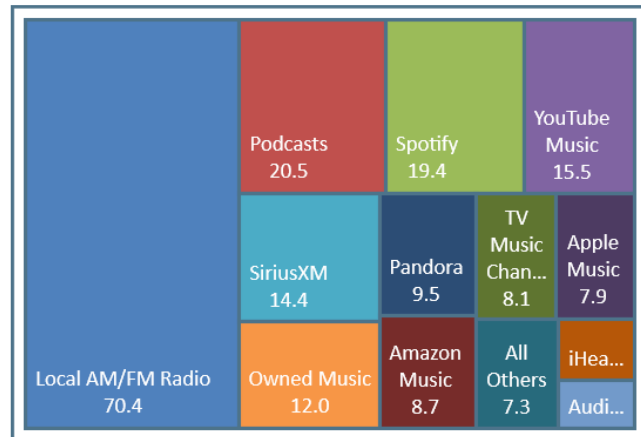
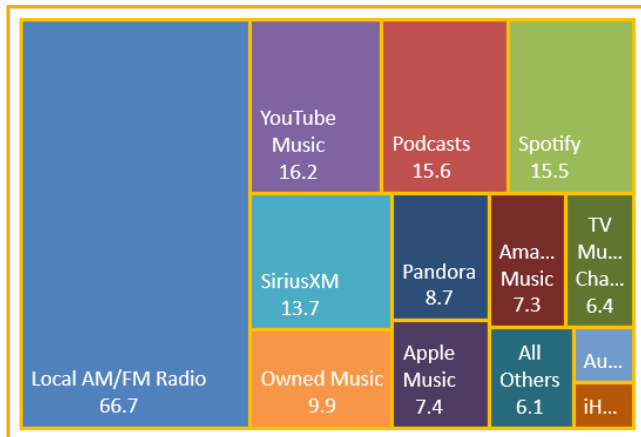
PHOENIX, AZ, DMA P18+

3,727,086 or 80.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.

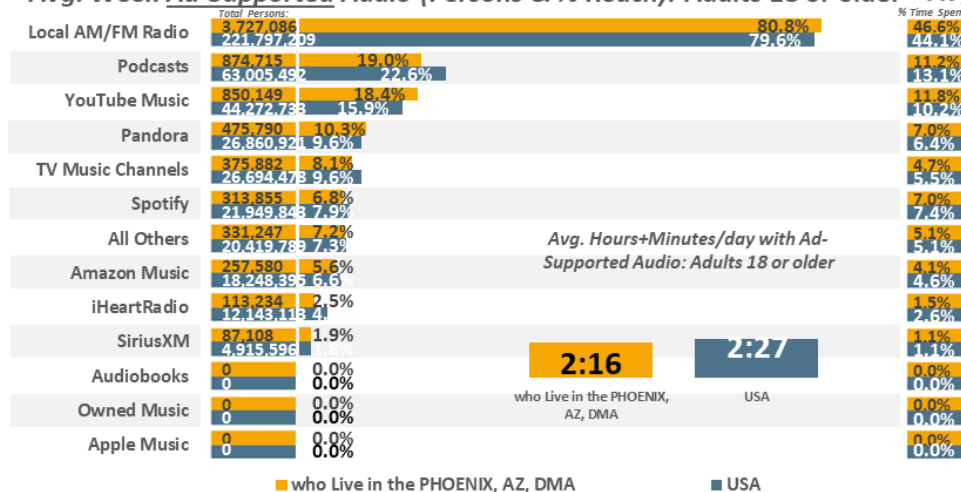
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



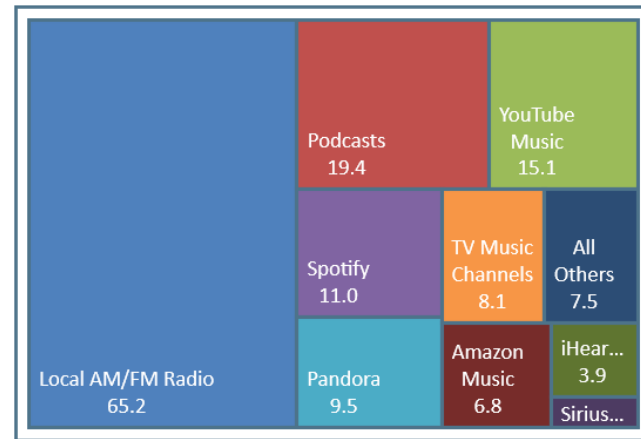
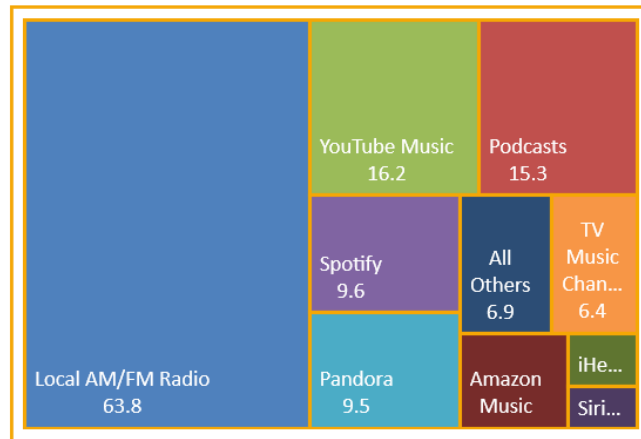
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

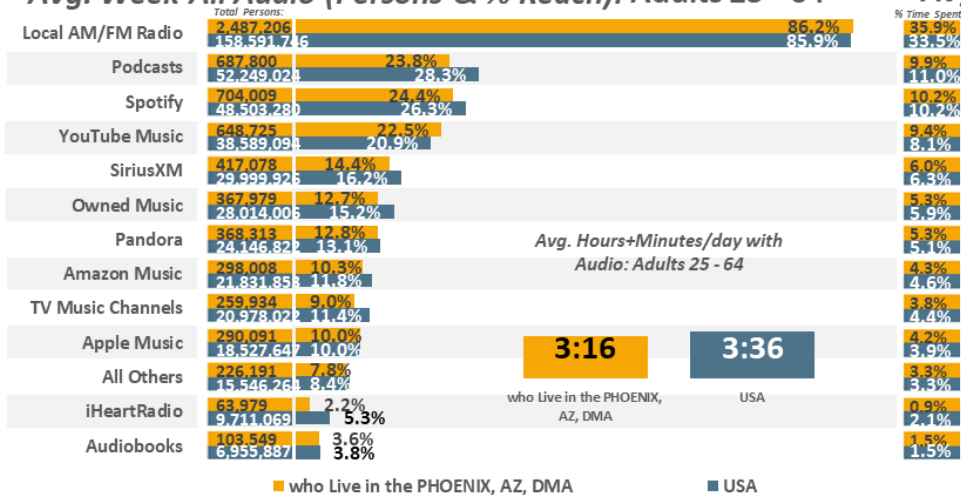




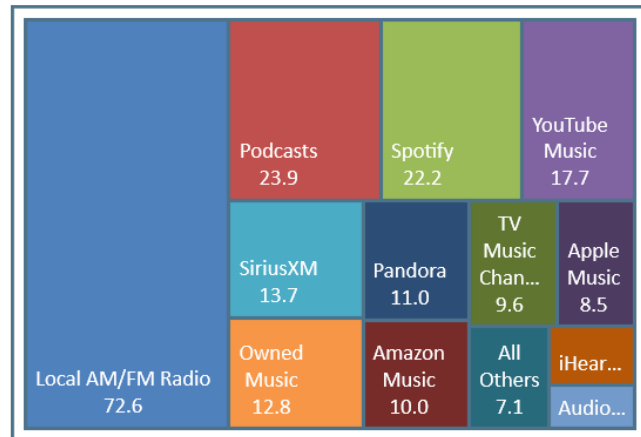
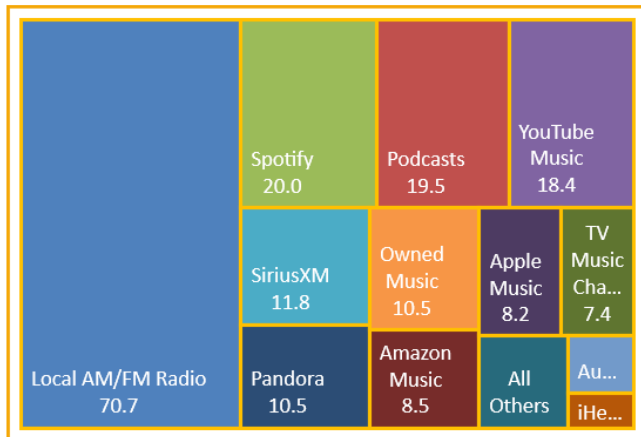
PHOENIX, AZ, DMA P25-64

2,392,802 or 82.9% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

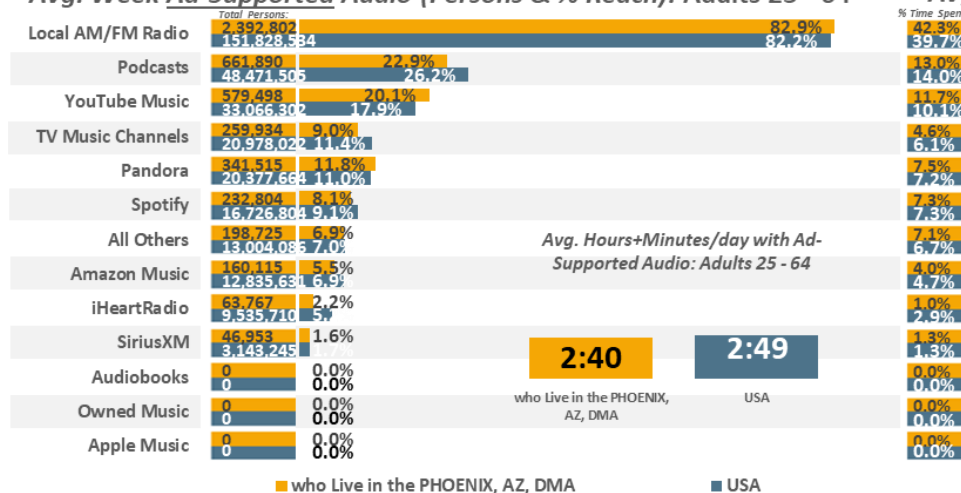
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



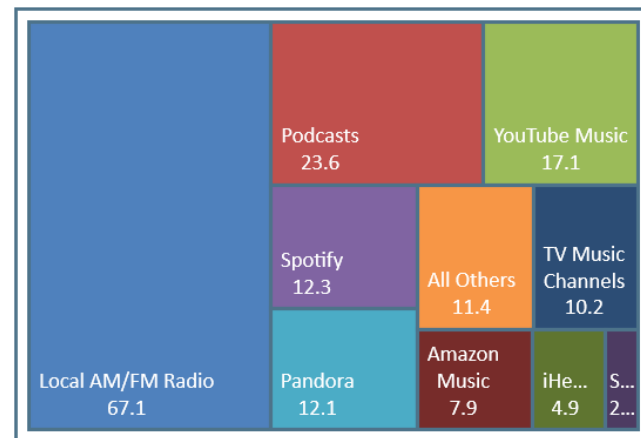
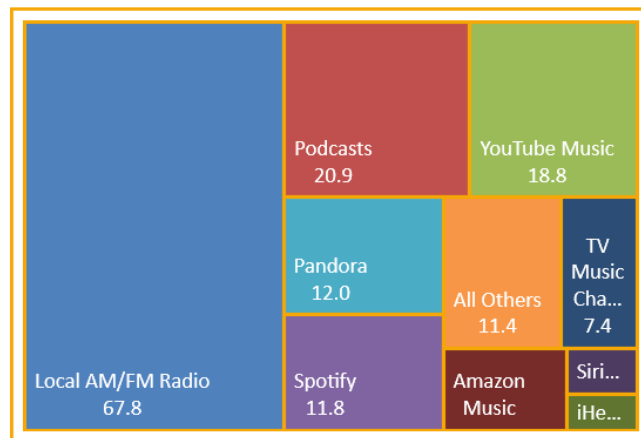
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

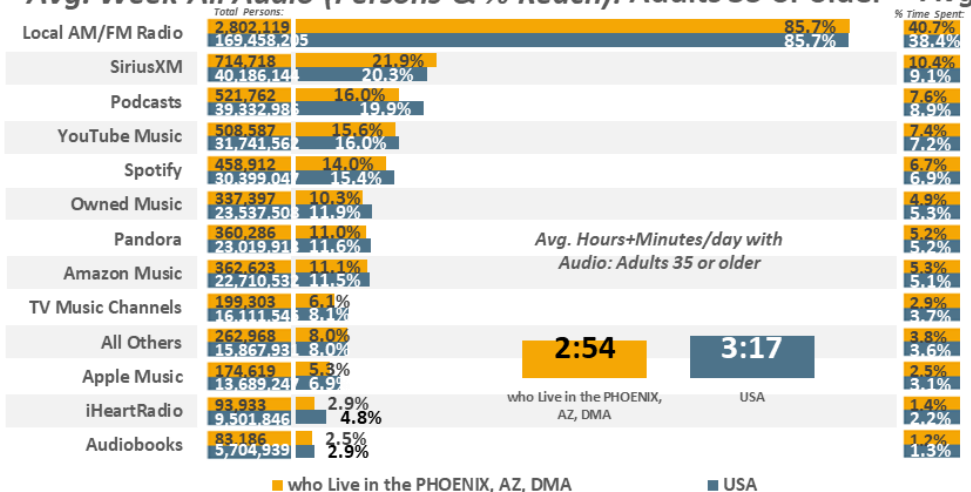




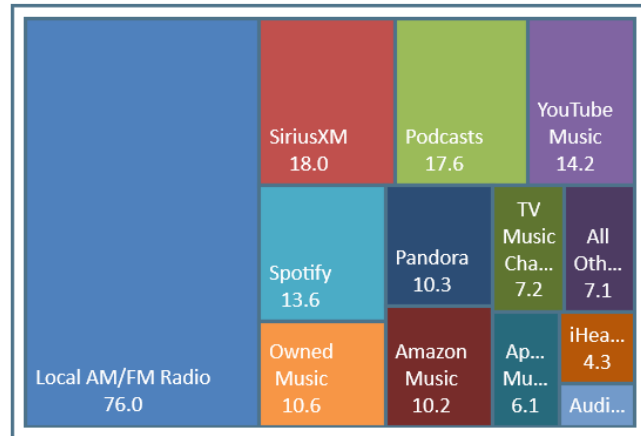
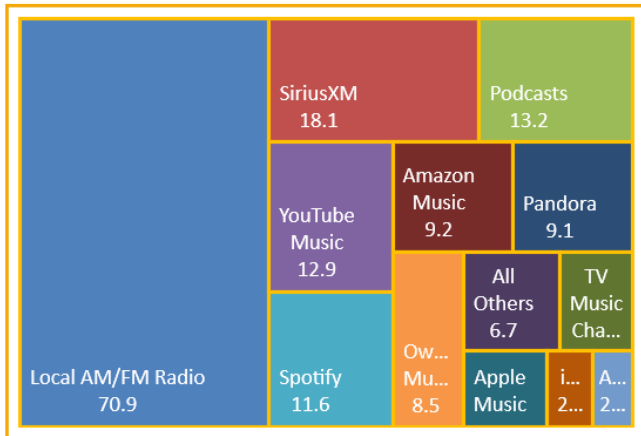
PHOENIX, AZ, DMA P35+

2,663,657 or 81.5% of Adults 35 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.

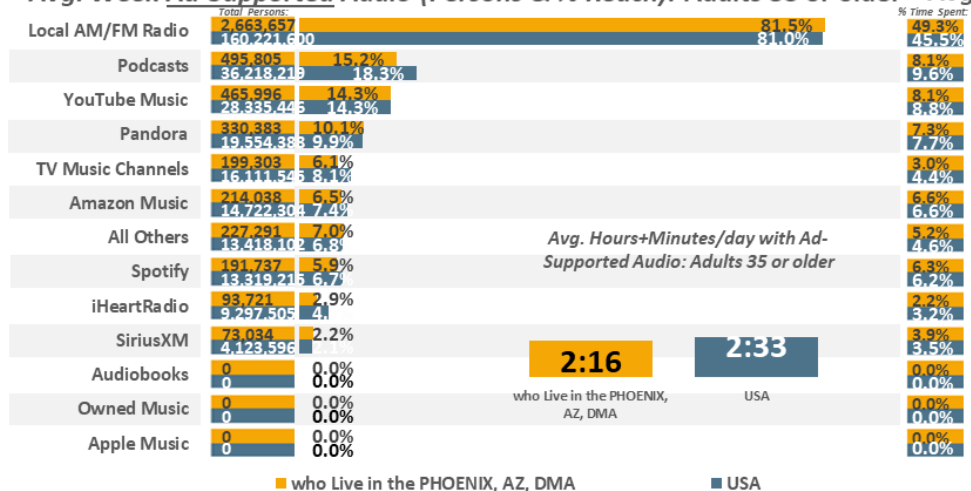
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



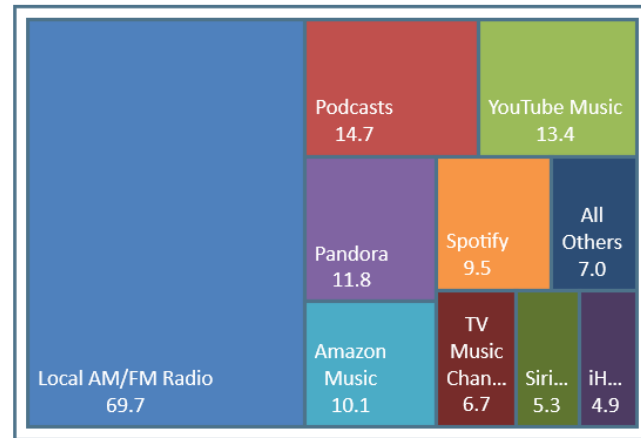
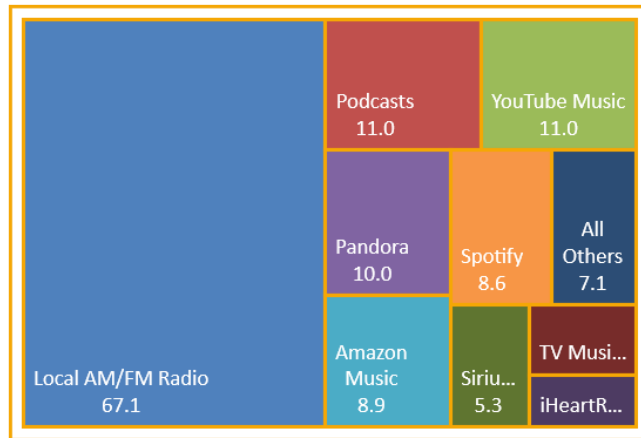
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



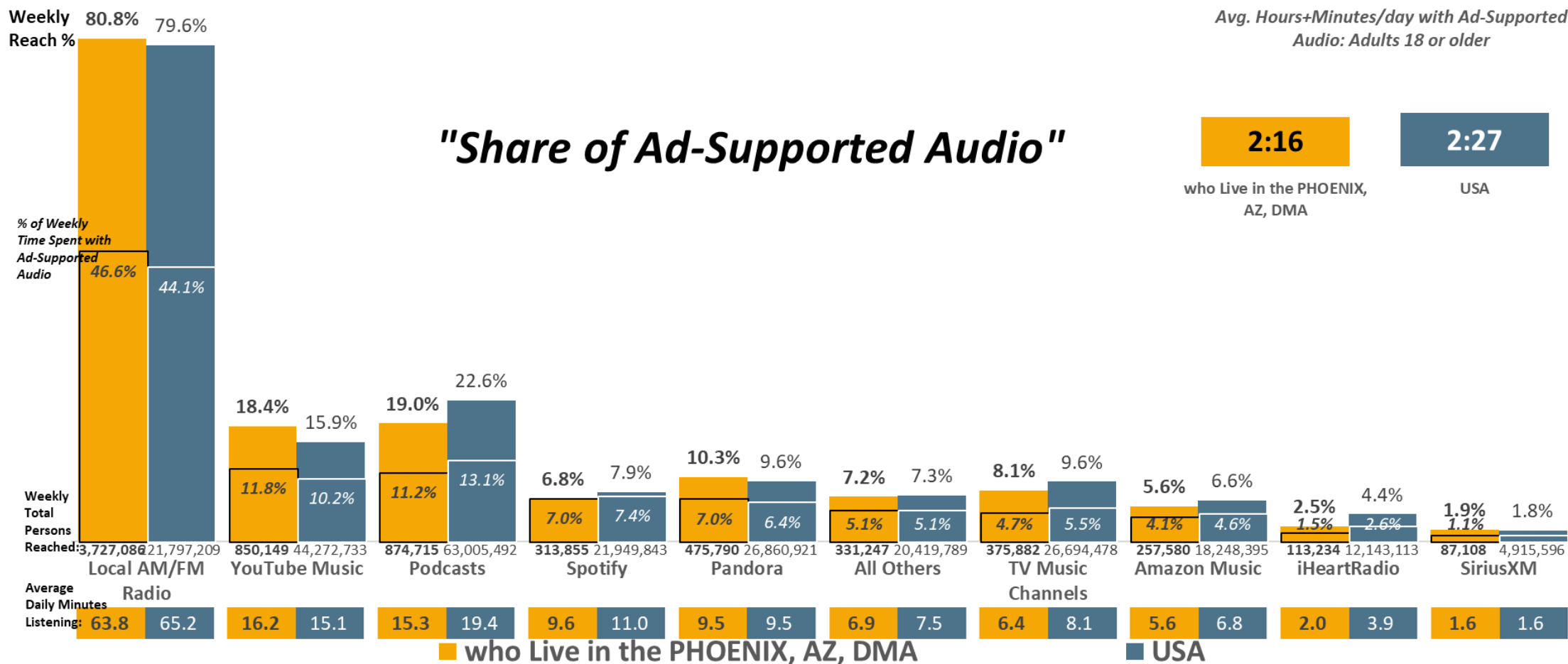
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





PHOENIX, AZ, DMA P18+

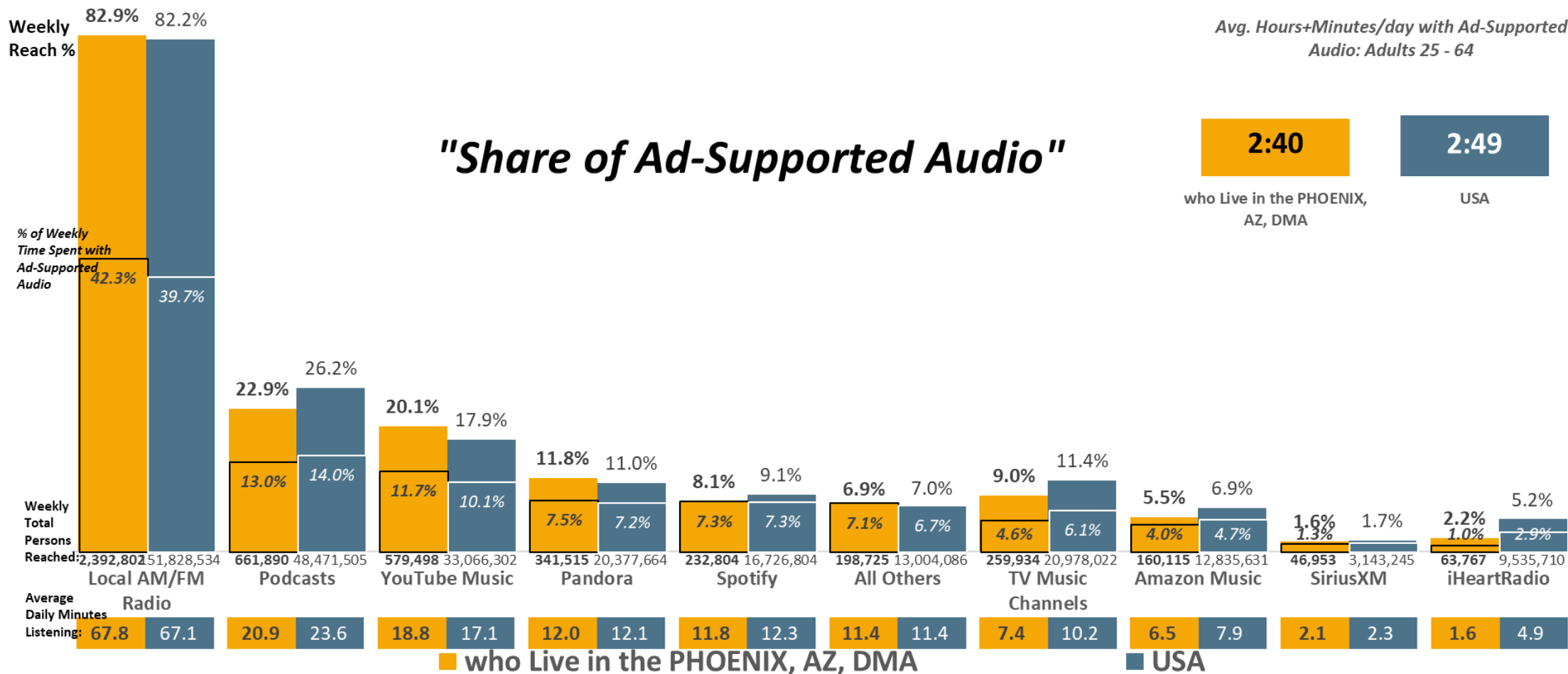
3,727,086 or 80.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.





PHOENIX, AZ, DMA P25-64

2,392,802 or 82.9% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.





PHOENIX, AZ, DMA P35+

2,663,657 or 81.5% of Adults 35 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached

Average Daily Minutes Listening

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

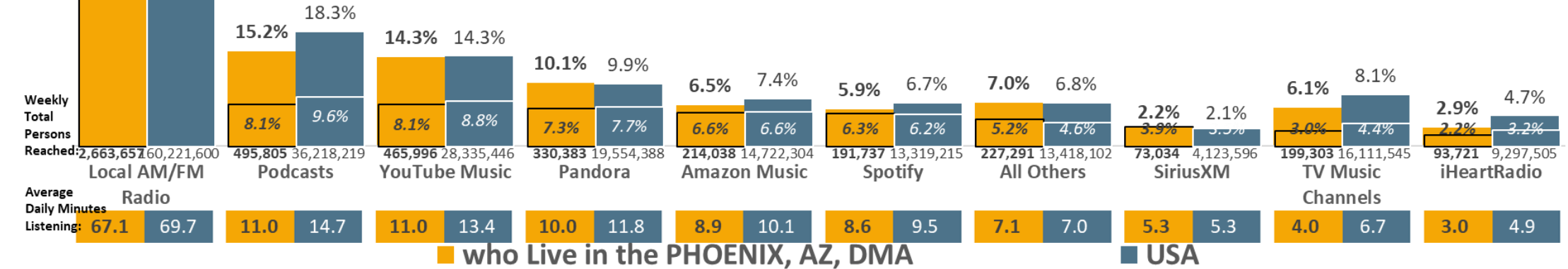
"Share of Ad-Supported Audio"

2:16

who Live in the PHOENIX, AZ, DMA

2:33

USA

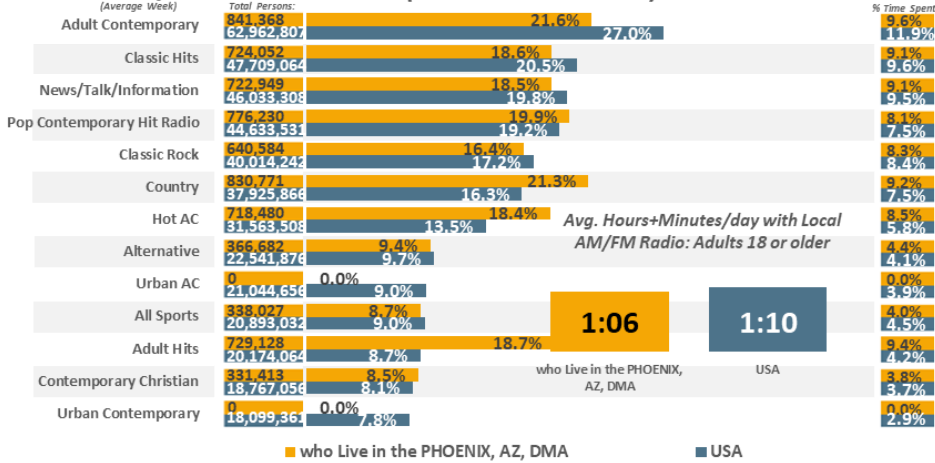




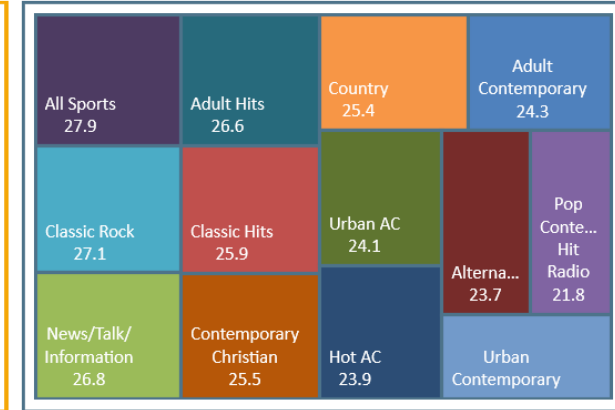
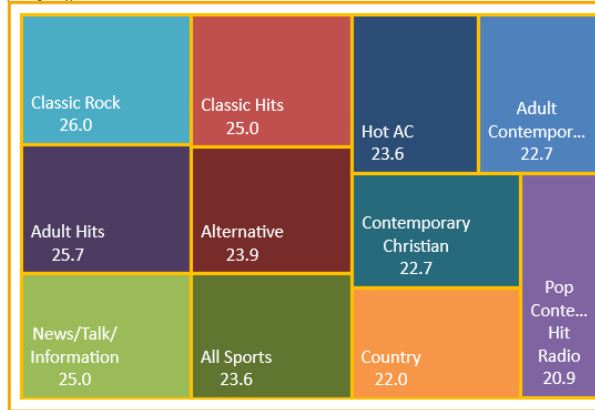
PHOENIX, AZ, DMA P18+

3,727,086 or 80.8% of Adults 18 or older who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Adult Hits, and Classic Hits.

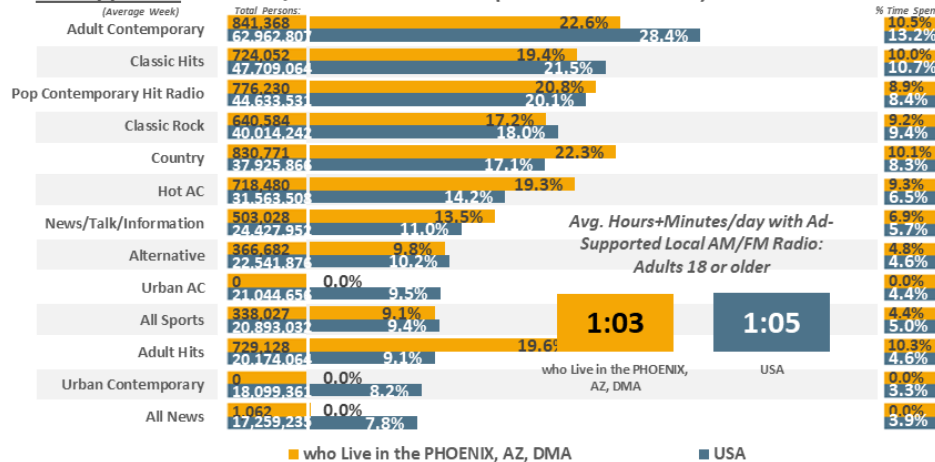
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



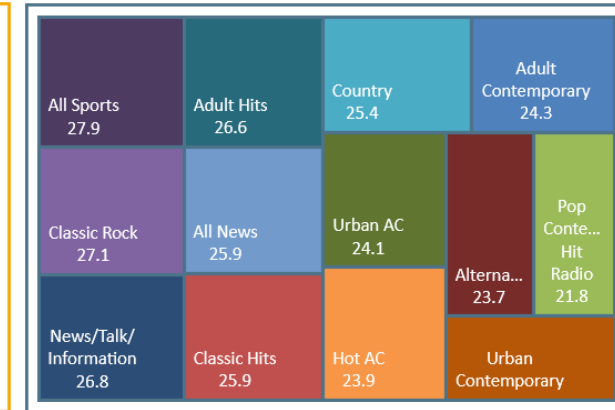
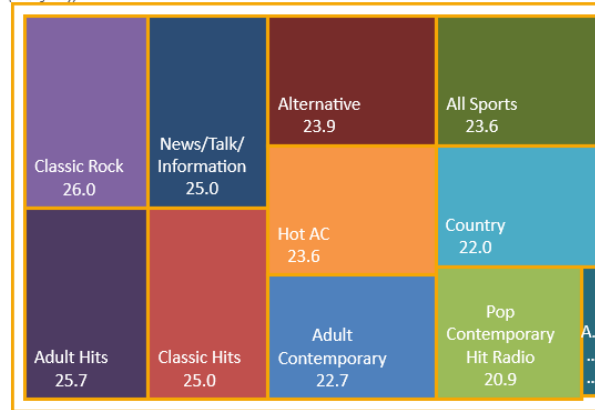
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

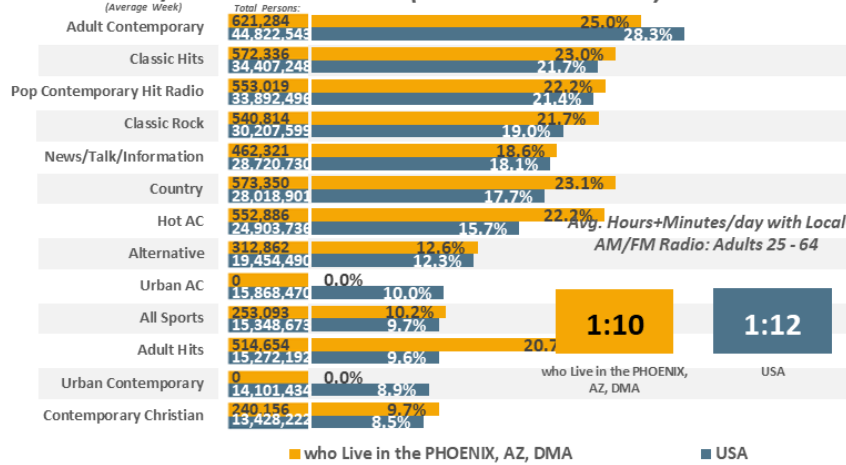




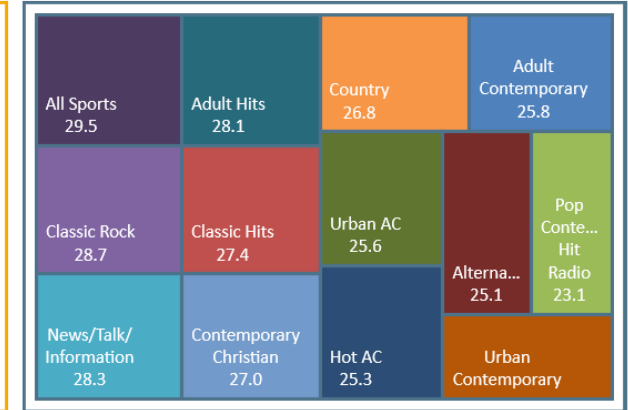
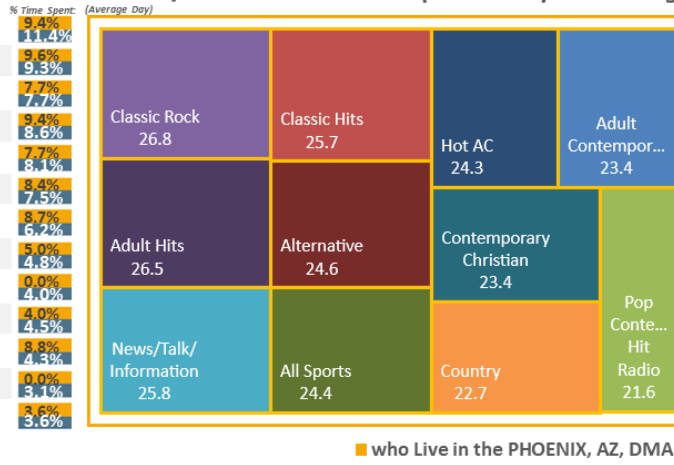
PHOENIX, AZ, DMA P25-64

2,392,802 or 82.9% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Hot AC.

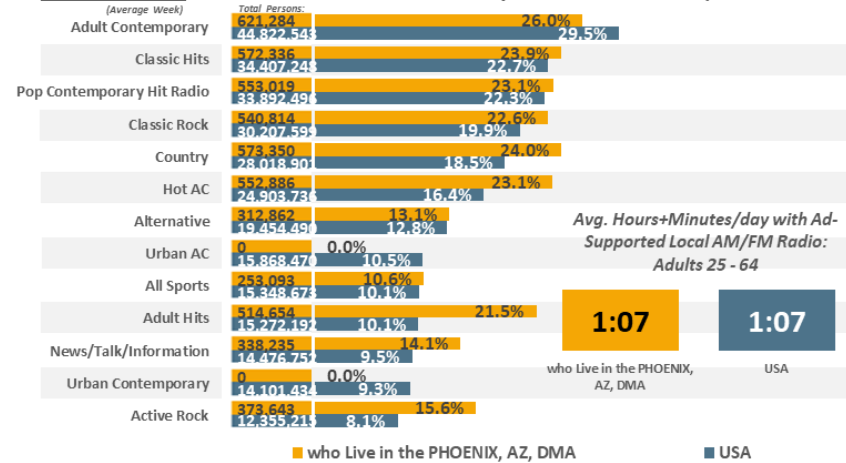
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



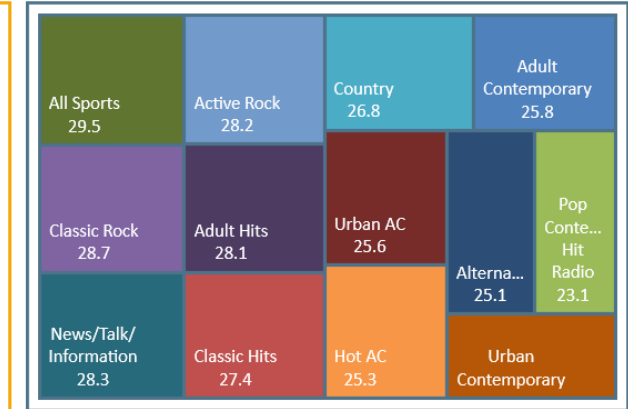
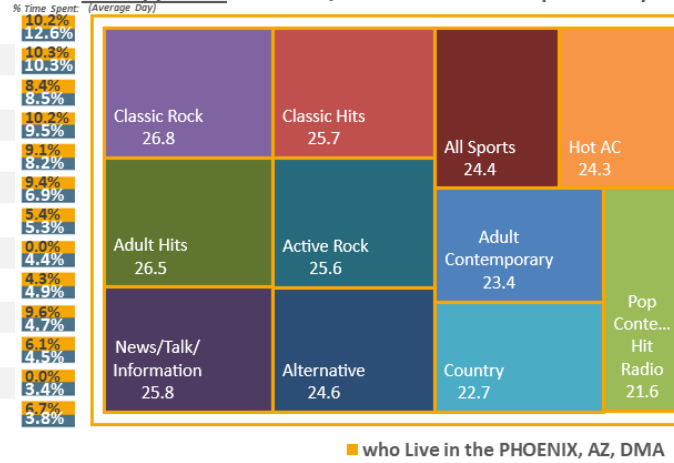
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



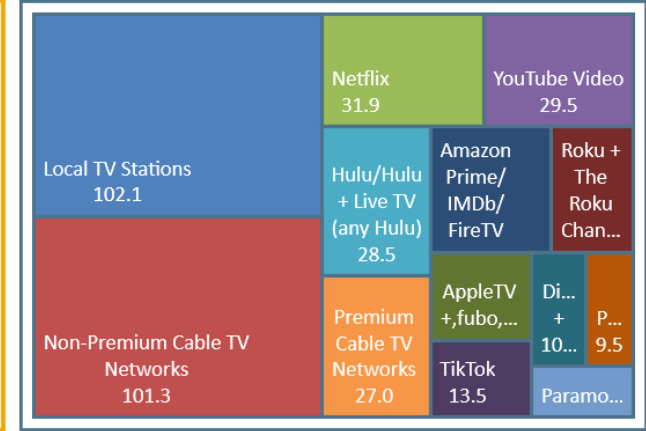
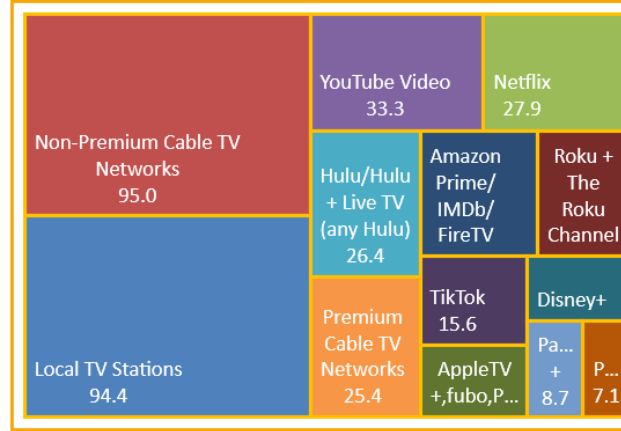
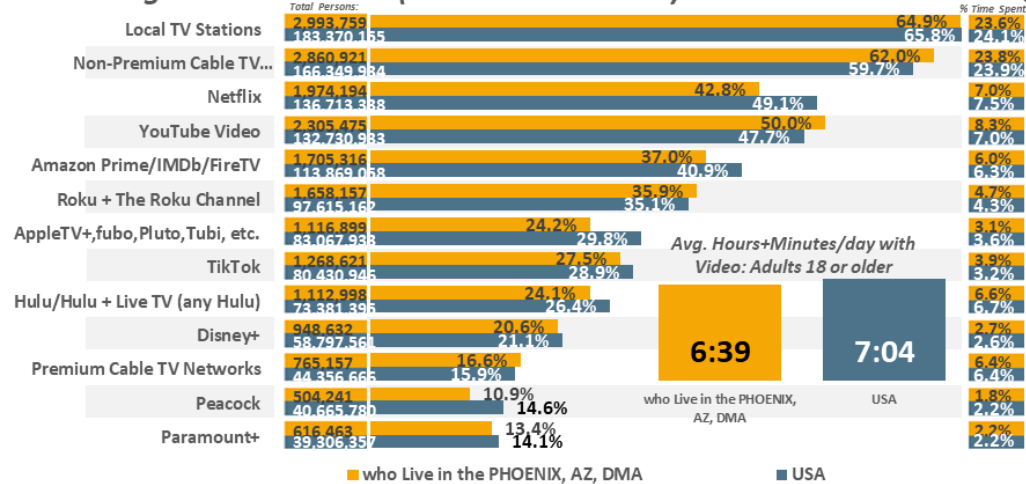


PHOENIX, AZ, DMA P18+

2,950,494 or 63.9% of Adults 18 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 91.8 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

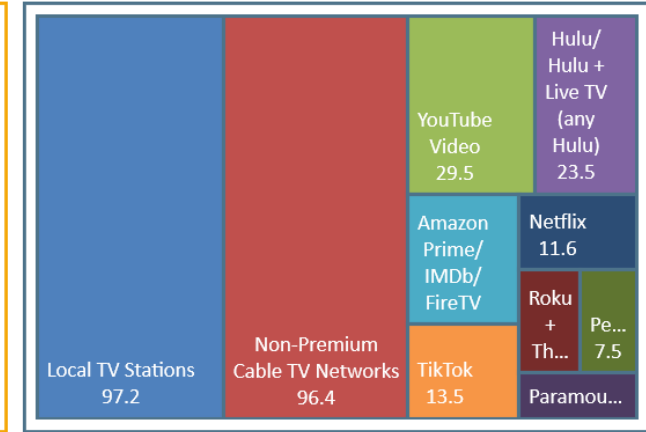
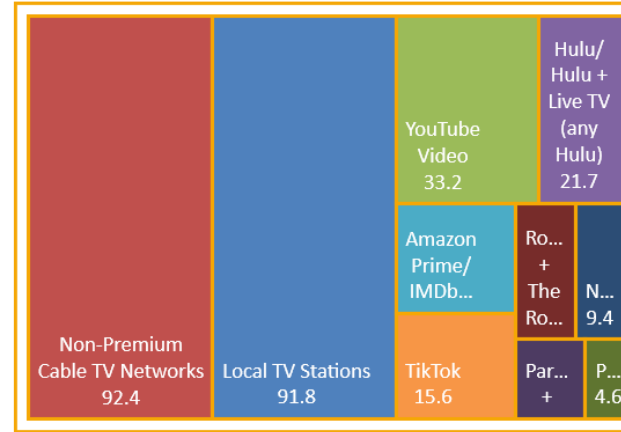
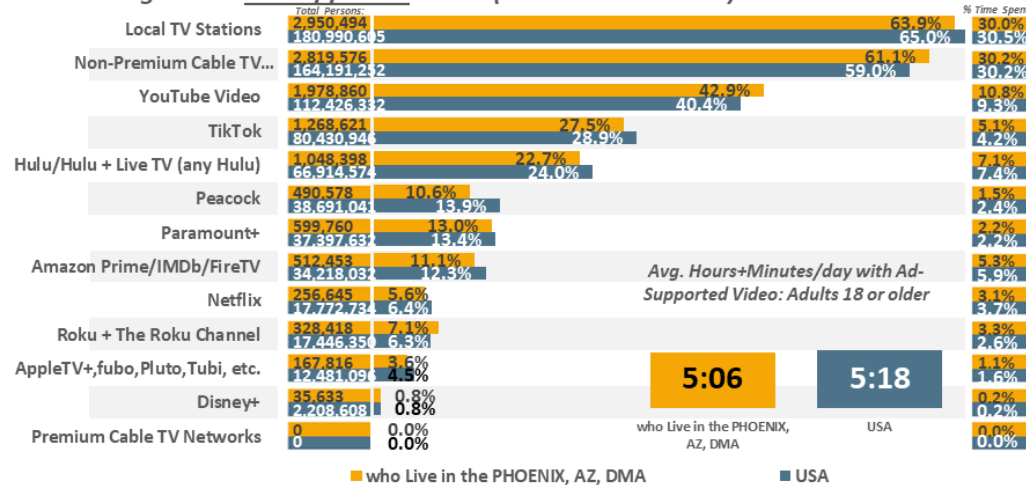
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

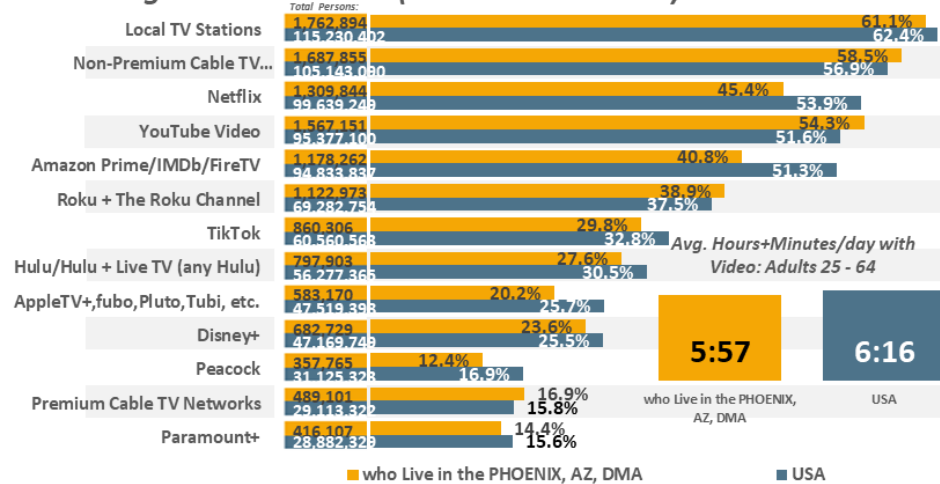




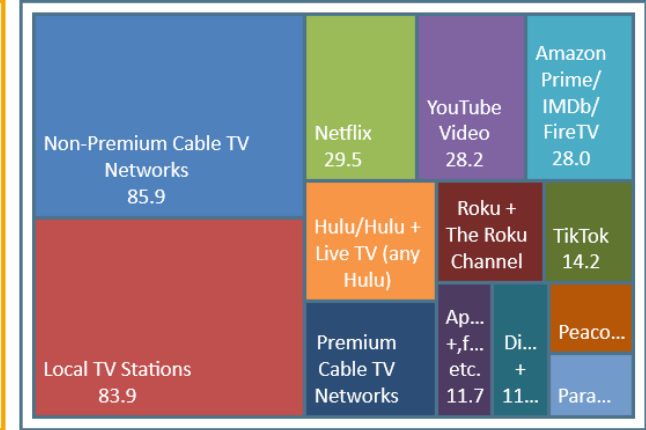
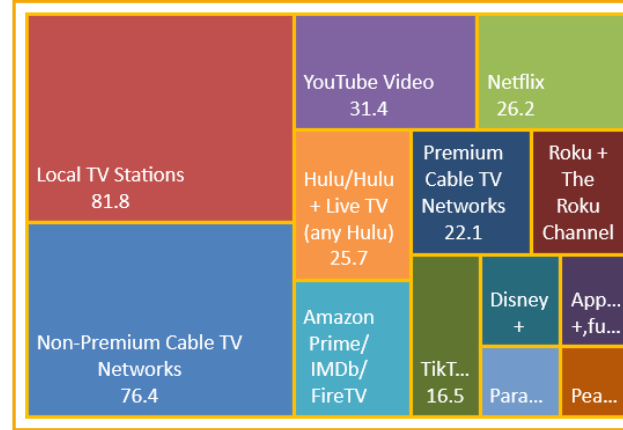
PHOENIX, AZ, DMA P25-64

1,740,718 or 60.3% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 80.3 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

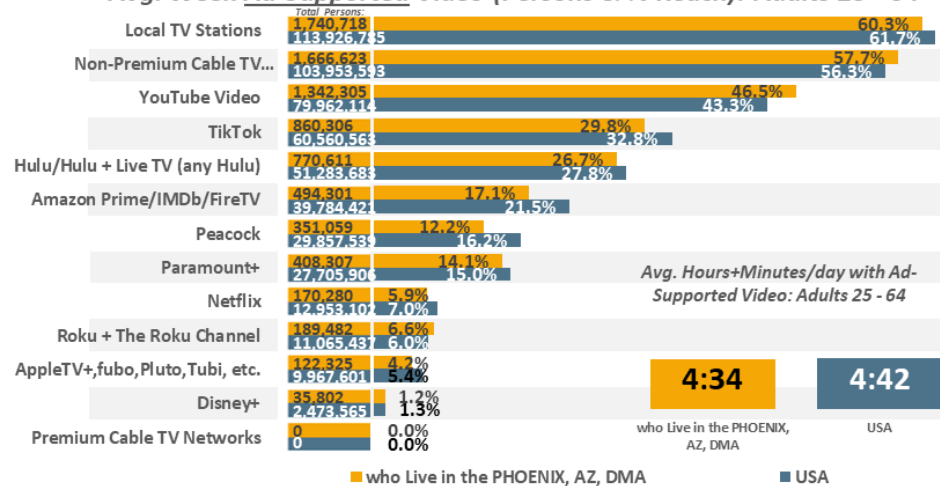
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



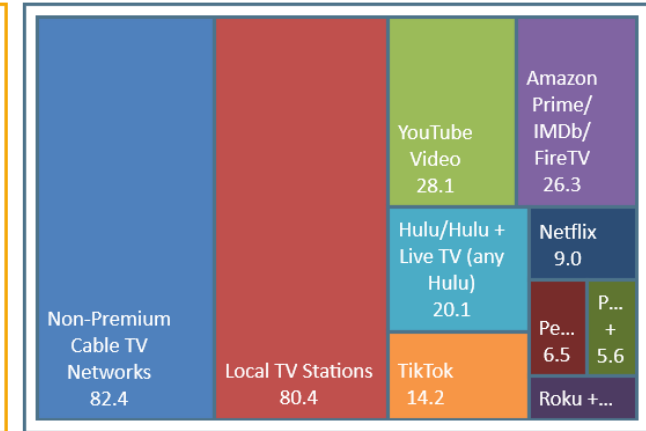
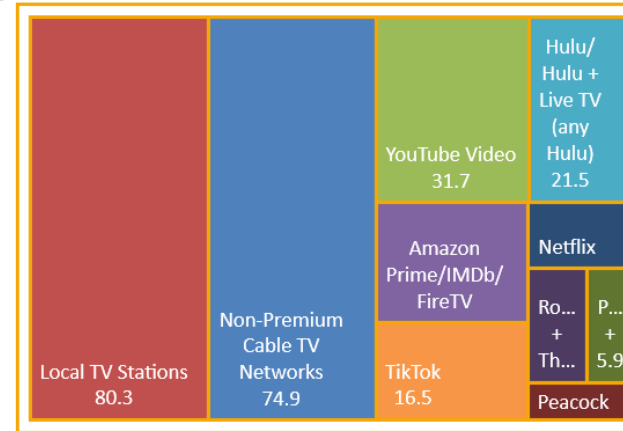
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



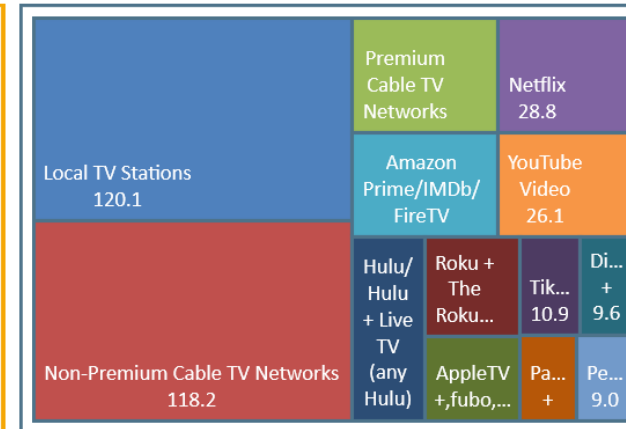
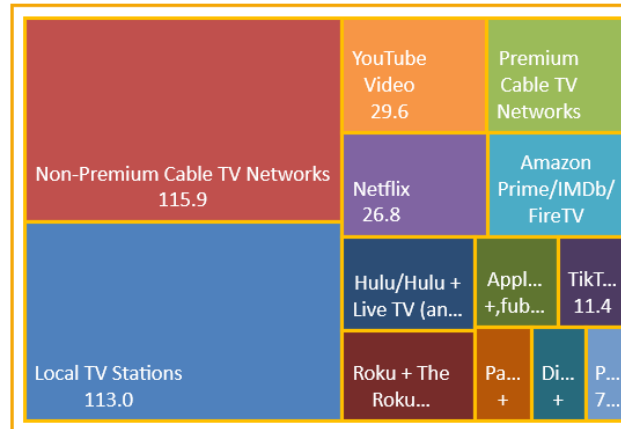
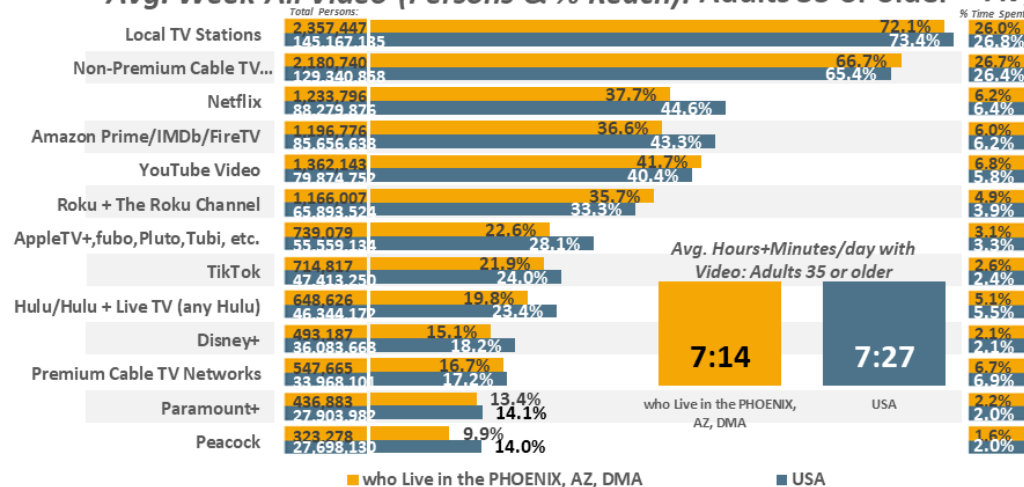


PHOENIX, AZ, DMA P35+

2,317,728 or 70.9% of Adults 35 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 109.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

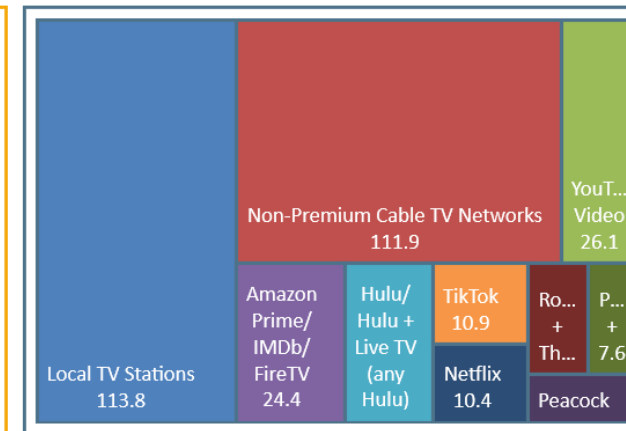
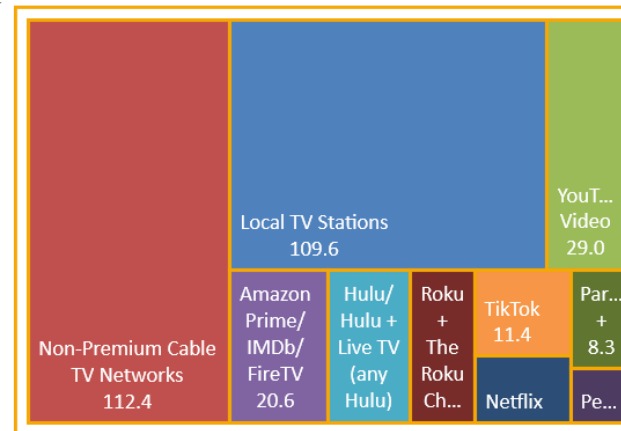
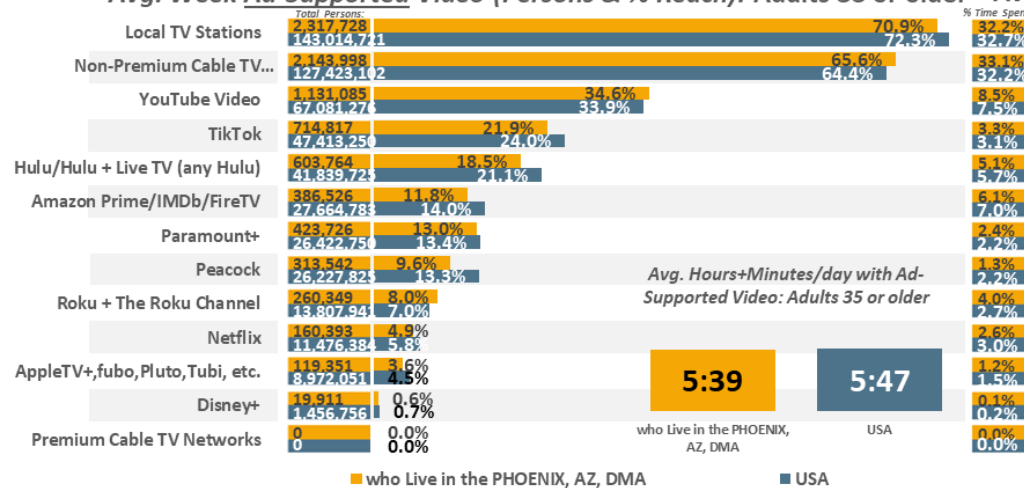
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

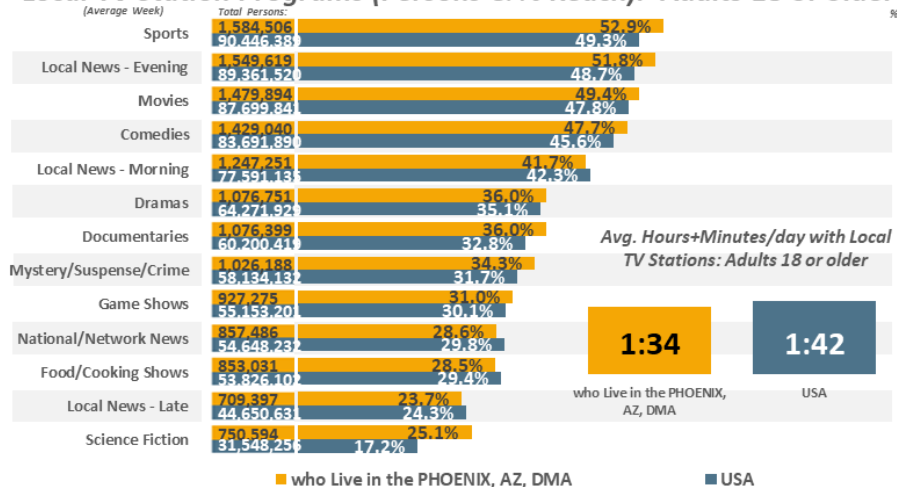




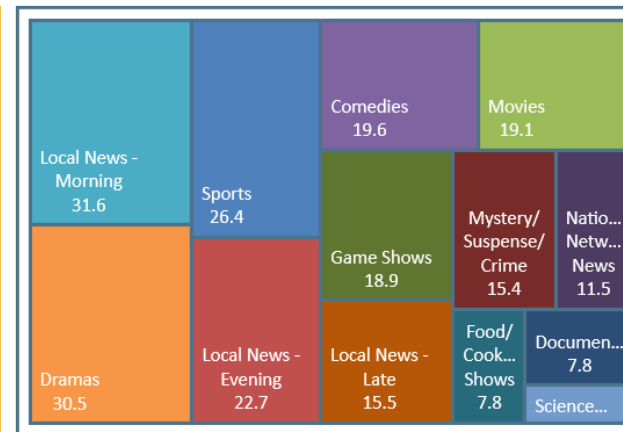
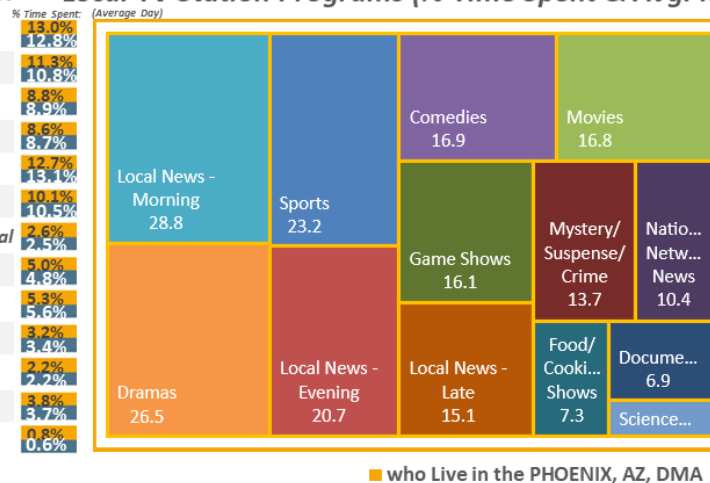
PHOENIX, AZ, DMA P18+

2,950,494 or 63.9% of Adults 18 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

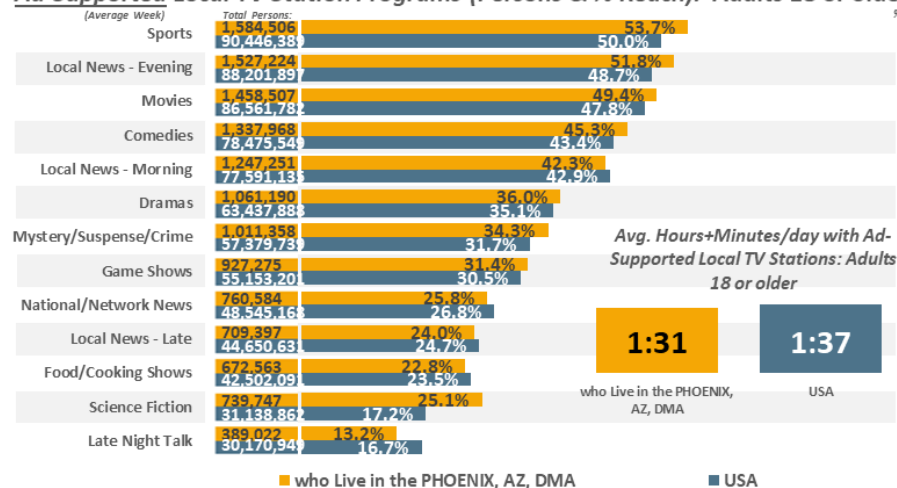
Local TV Station Programs (Persons & % Reach): Adults 18 or older



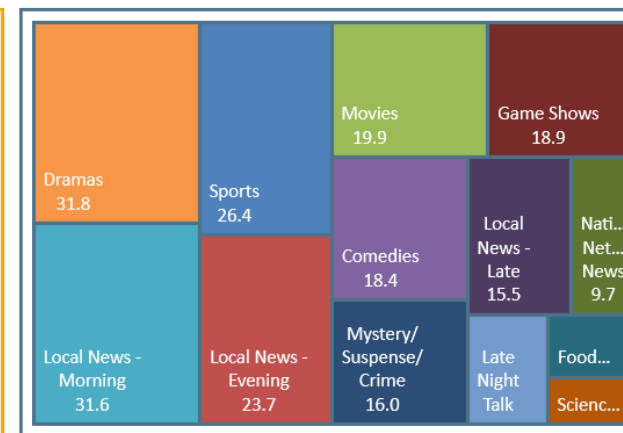
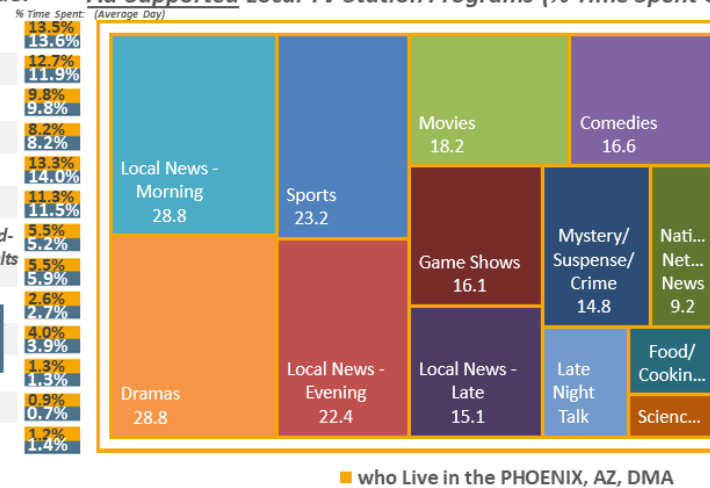
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

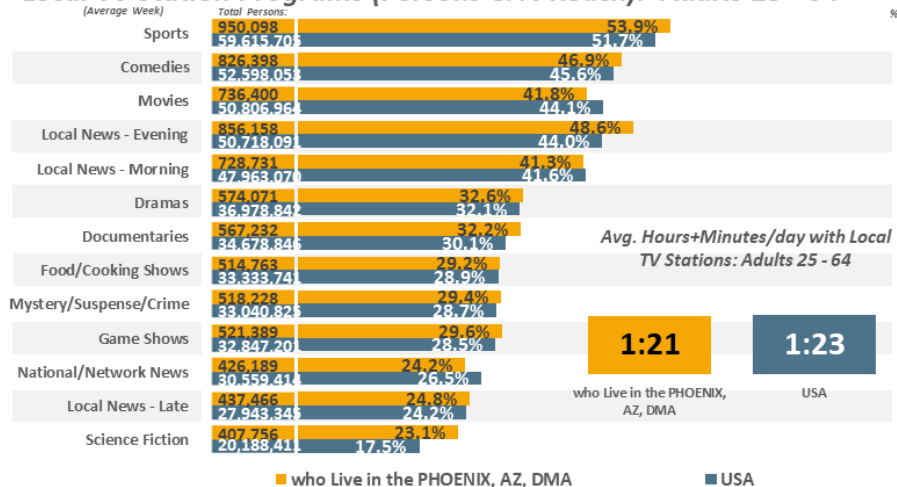




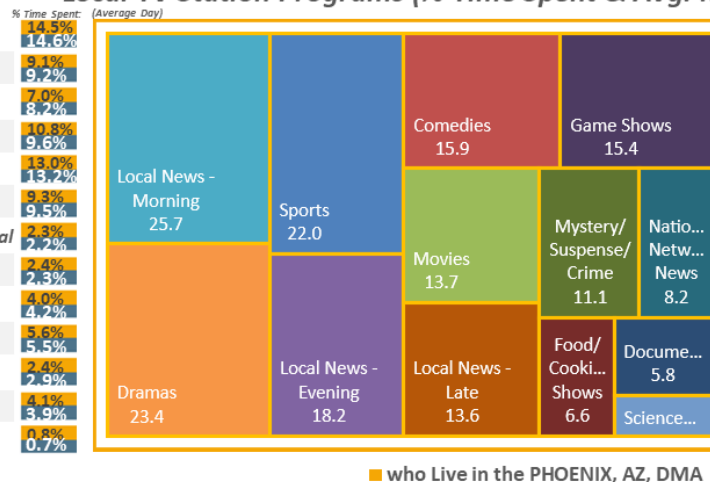
PHOENIX, AZ, DMA P25-64

1,740,718 or 60.3% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

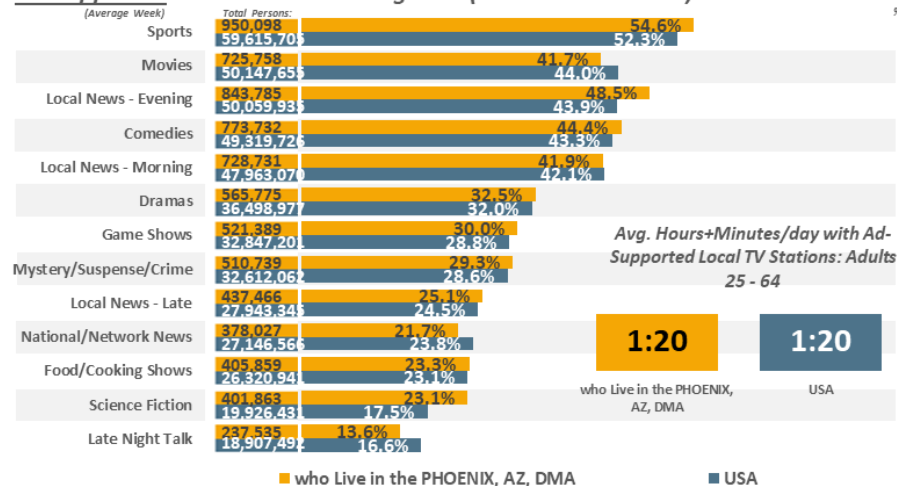
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



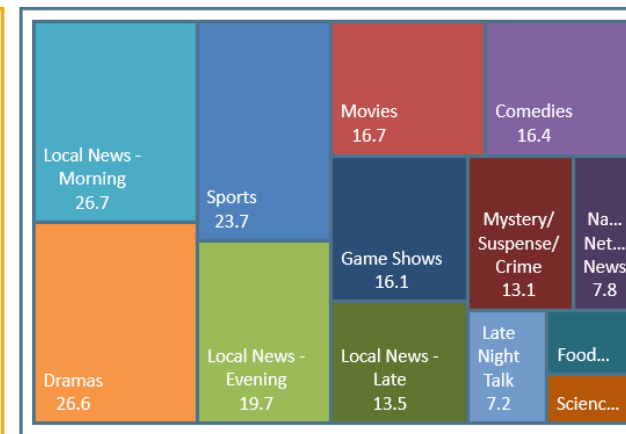
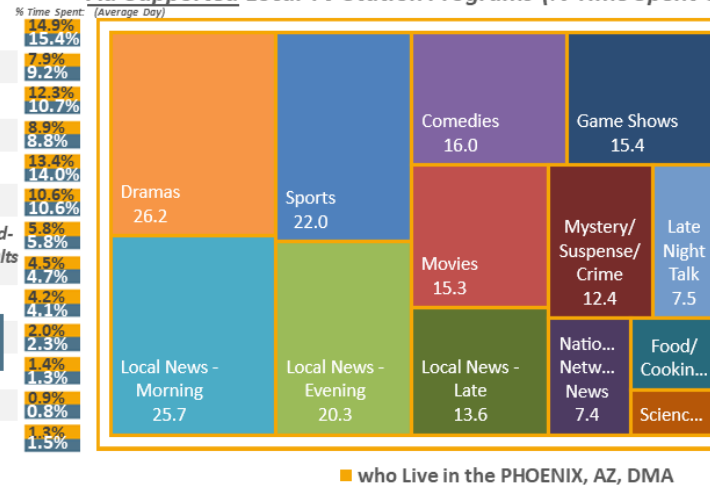
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

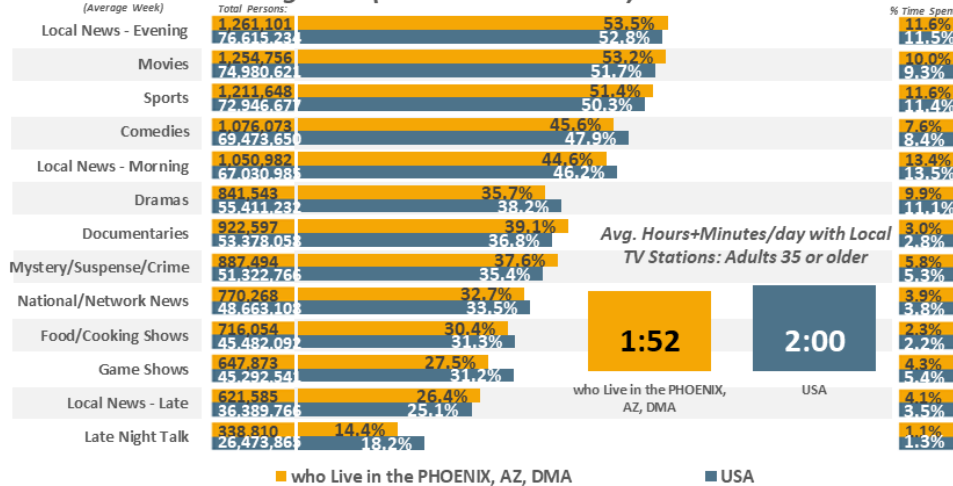




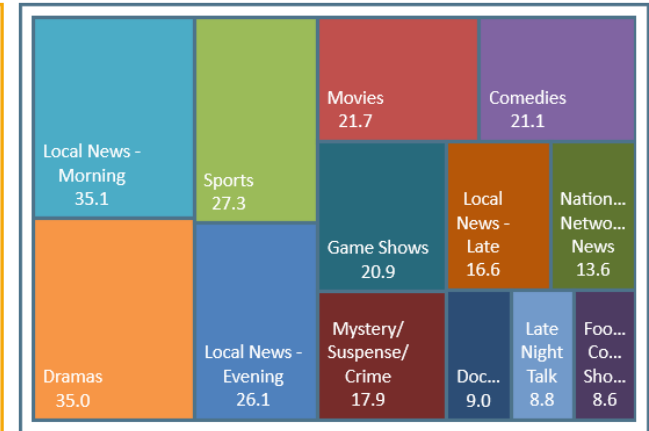
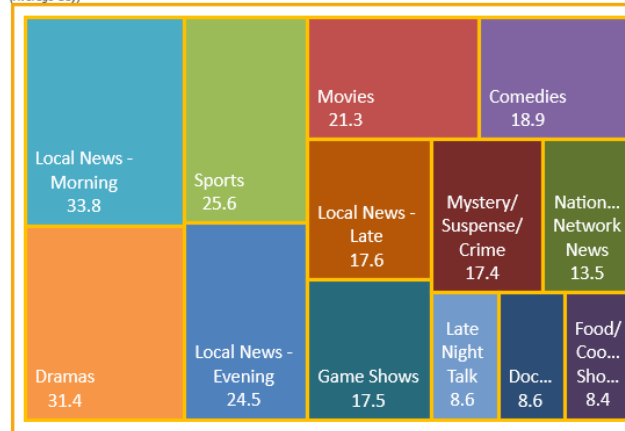
PHOENIX, AZ, DMA P35+

2,317,728 or 70.9% of Adults 35 or older who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Mystery/Suspense/Crime.

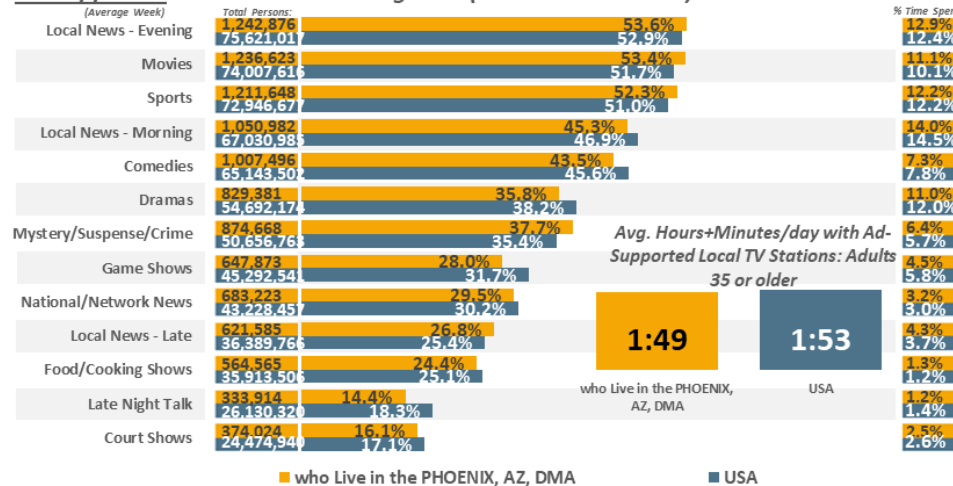
Local TV Station Programs (Persons & % Reach): Adults 35 or older



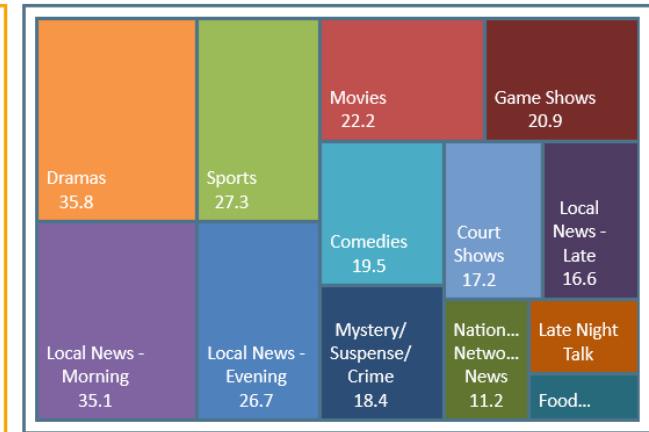
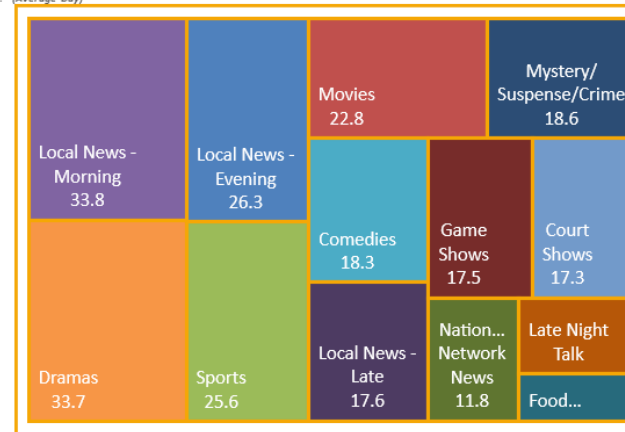
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

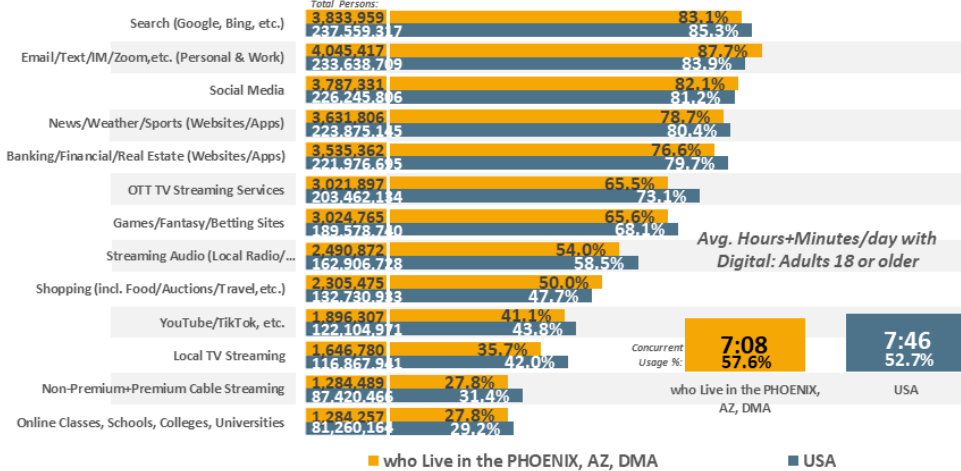




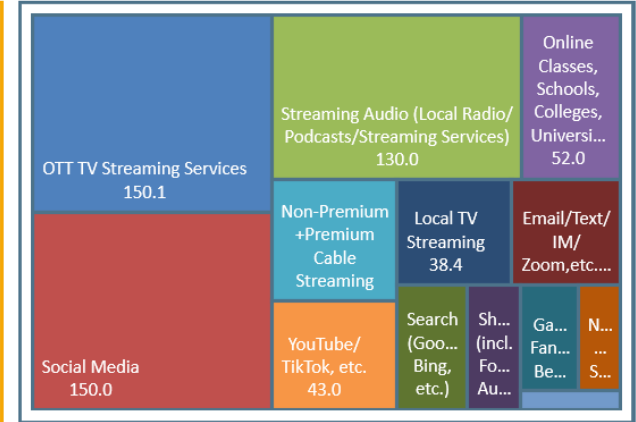
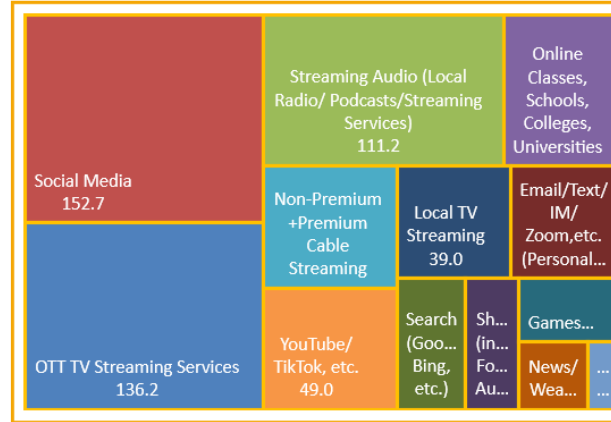
PHOENIX, AZ, DMA P18+

3,448,454 or 74.7% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 139. minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

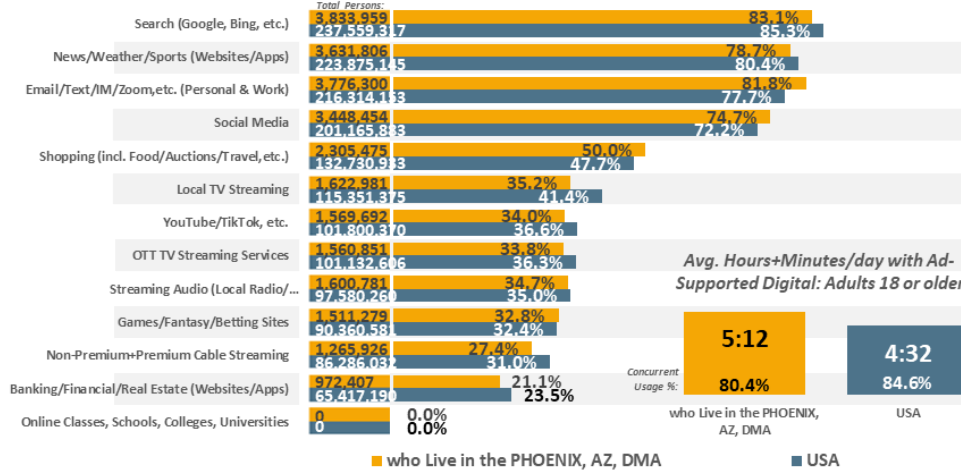
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



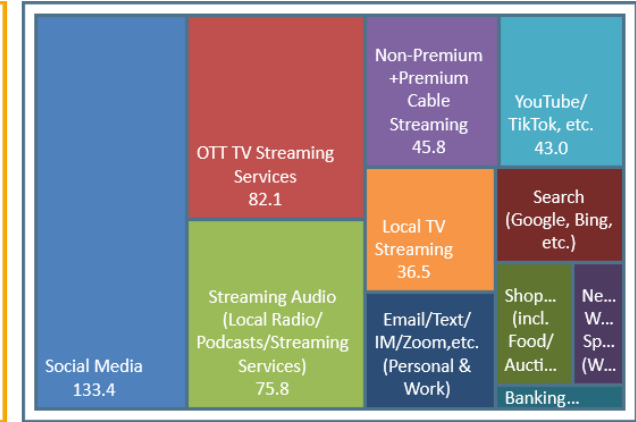
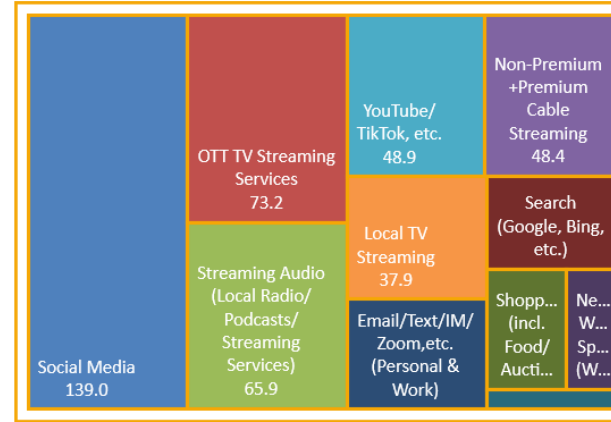
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

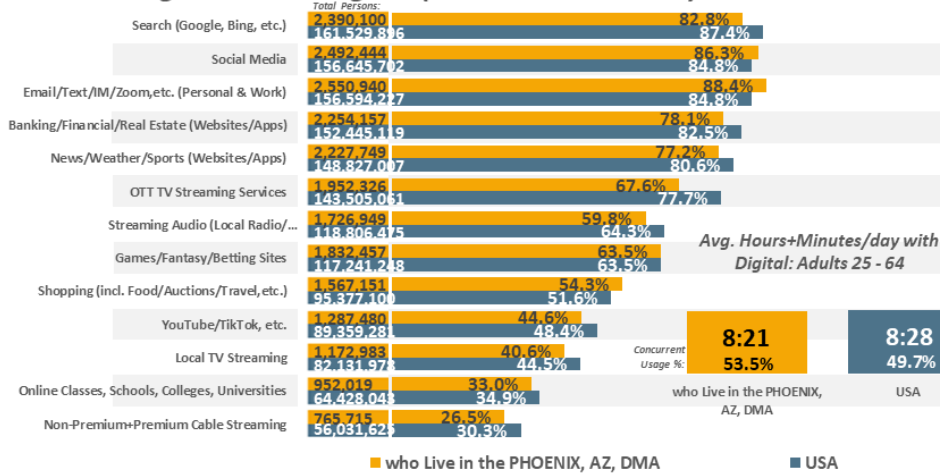




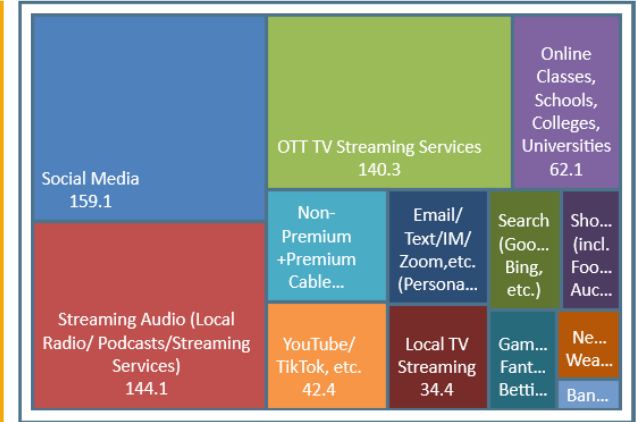
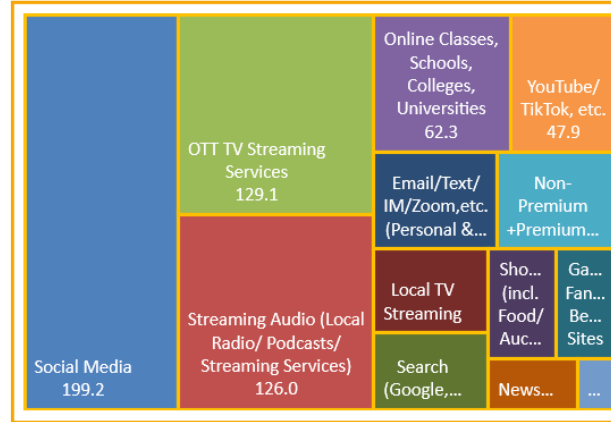
PHOENIX, AZ, DMA P25-64

2,263,551 or 78.4% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 183.3 minutes every day representing 32.6% of all time spent daily with Ad-Supported Digital Media.

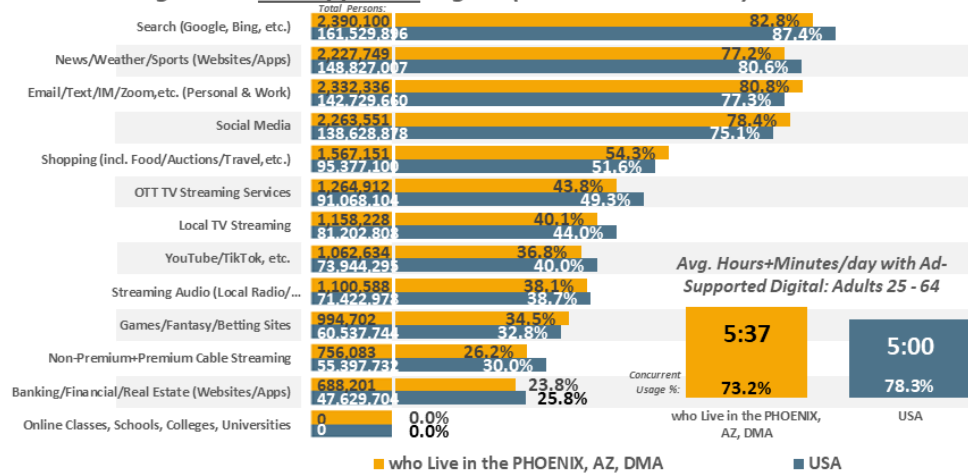
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



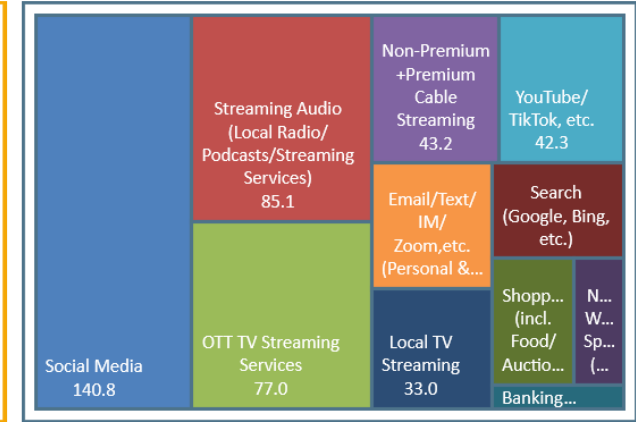
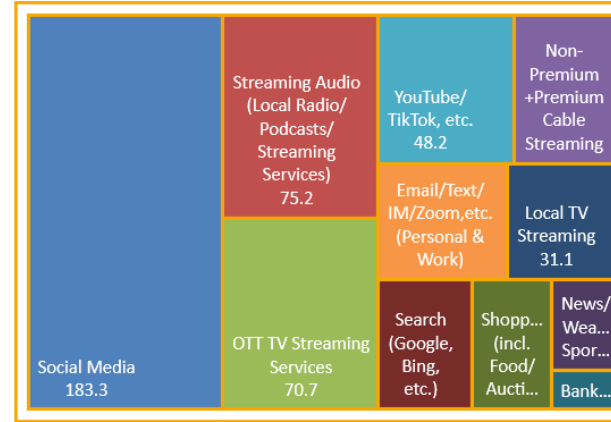
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



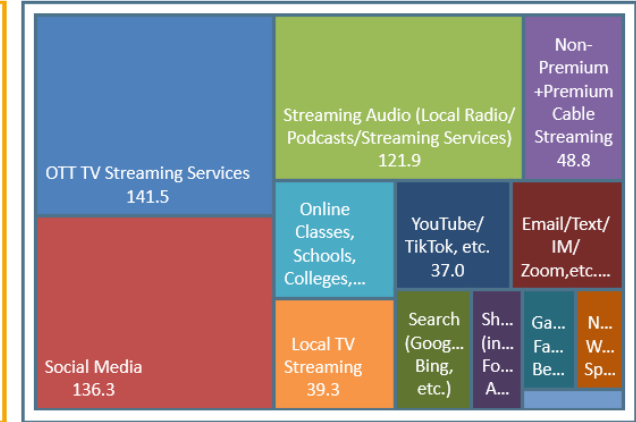
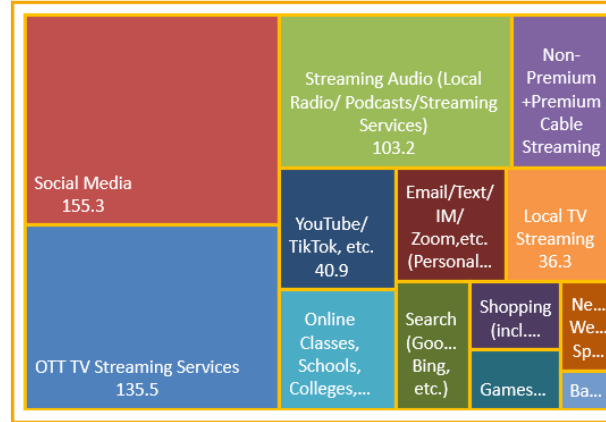
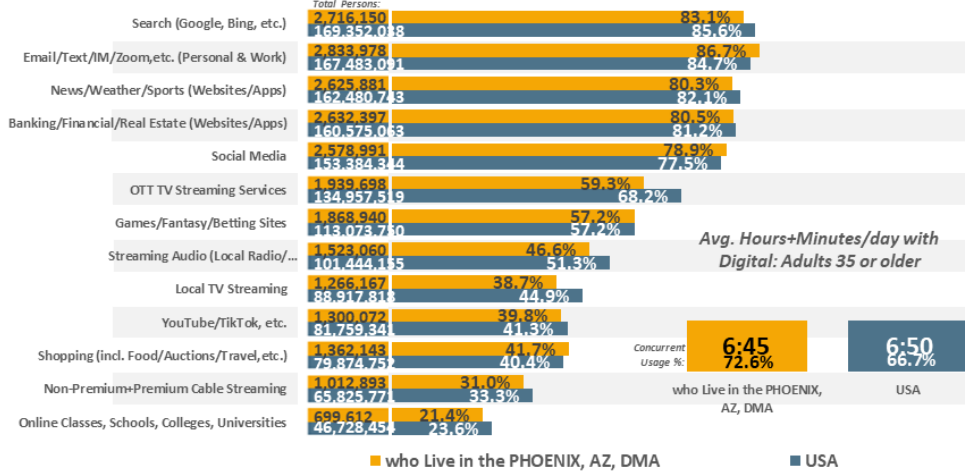


PHOENIX, AZ, DMA P35+

2,378,014 or 72.7% of Adults 35 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

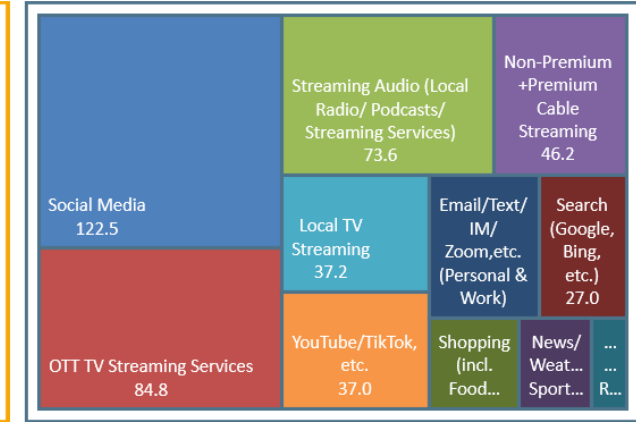
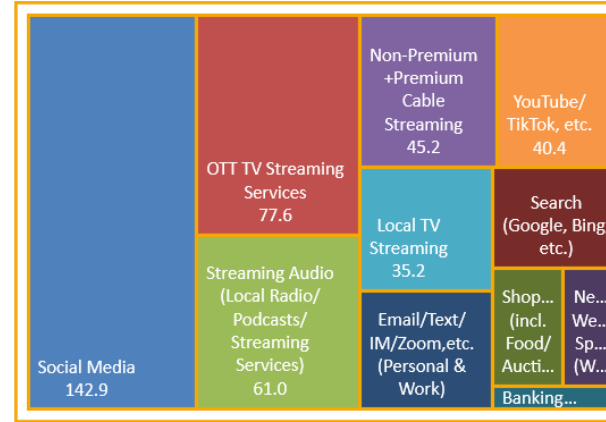
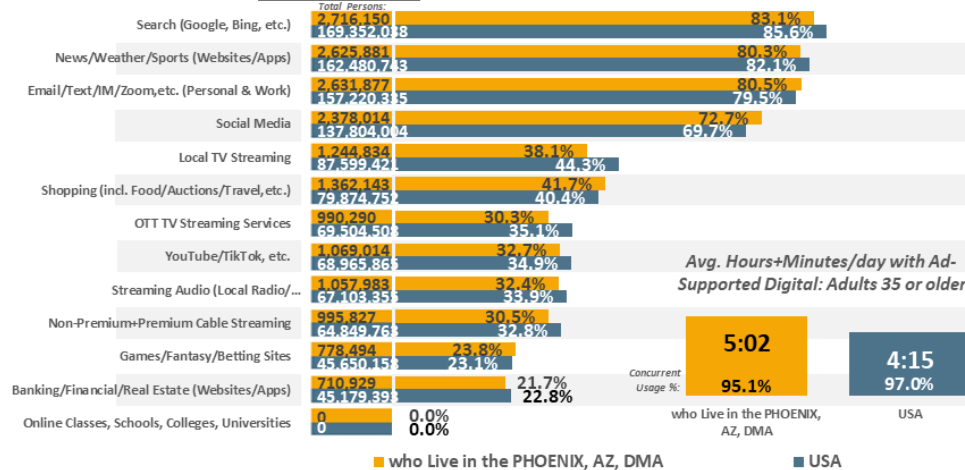
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

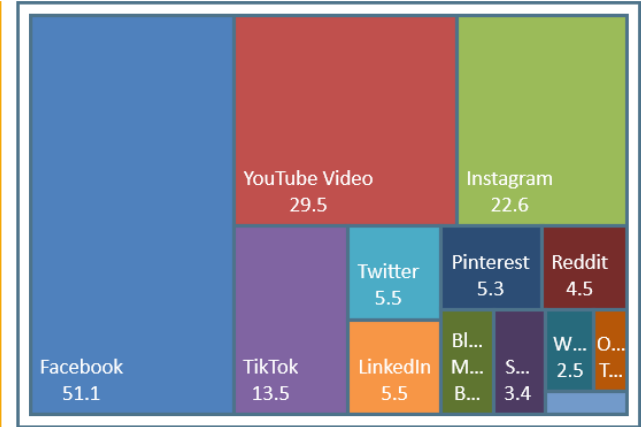
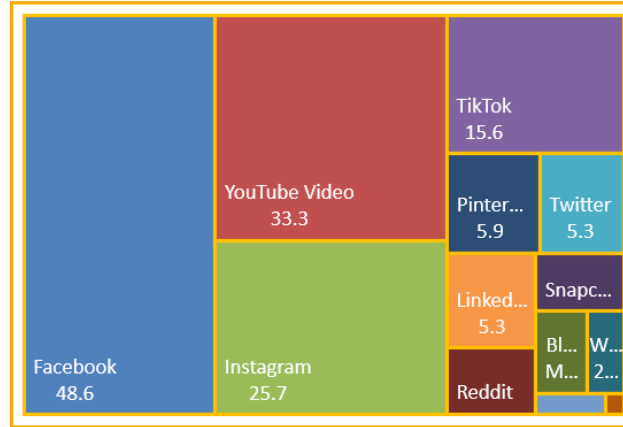
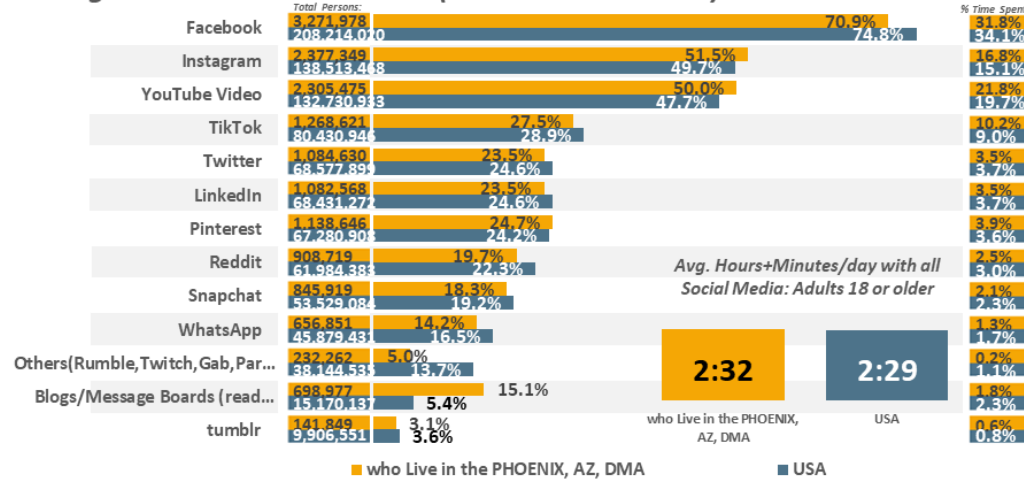




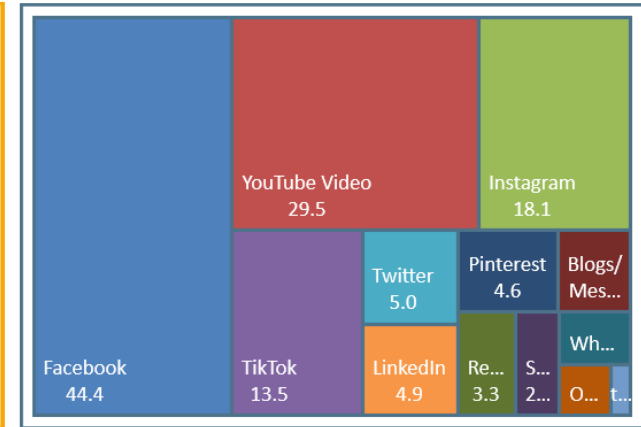
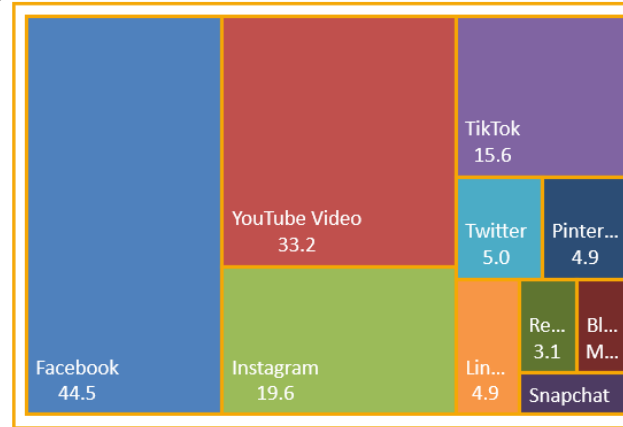
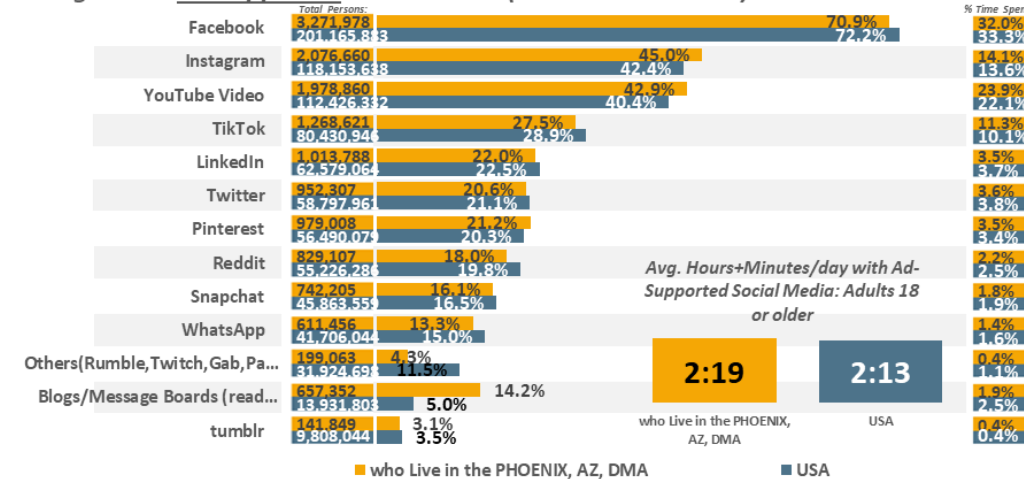
PHOENIX, AZ, DMA P18+

3,271,978 or 70.9% of Adults 18 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 44.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

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



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



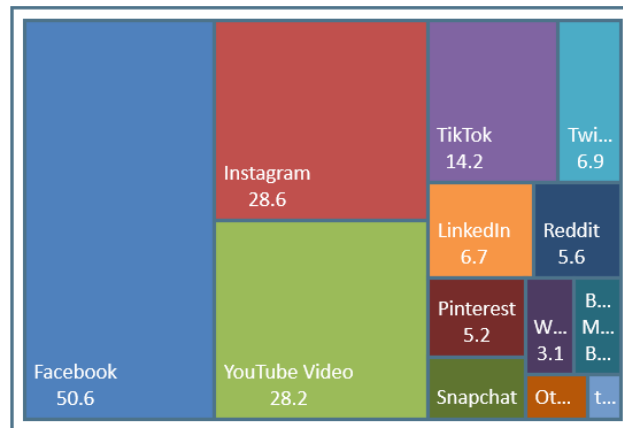
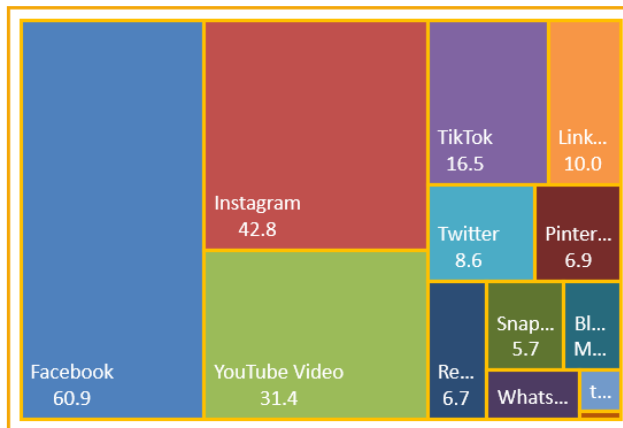
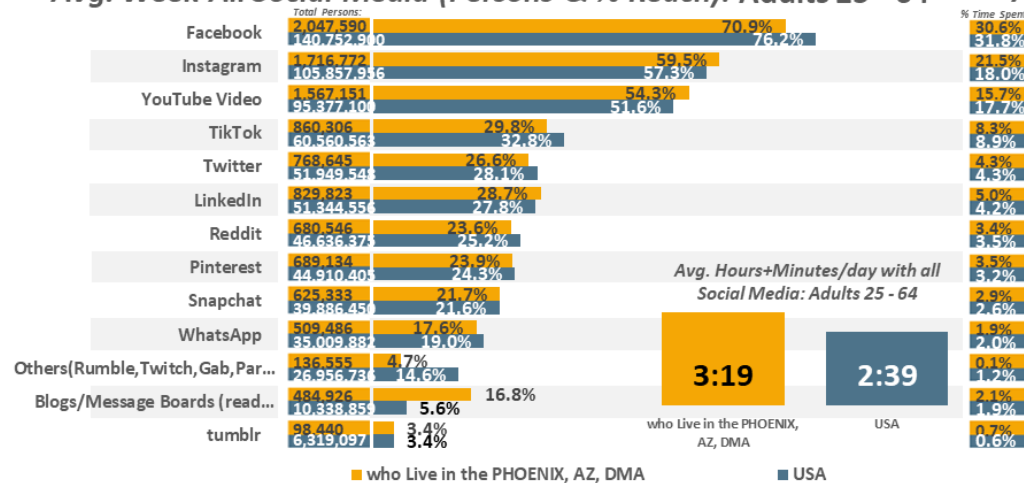


PHOENIX, AZ, DMA P25-64

2,047,590 or 70.9% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 56.1 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

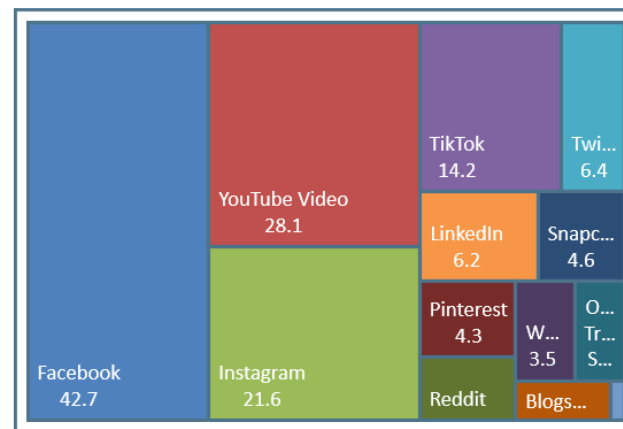
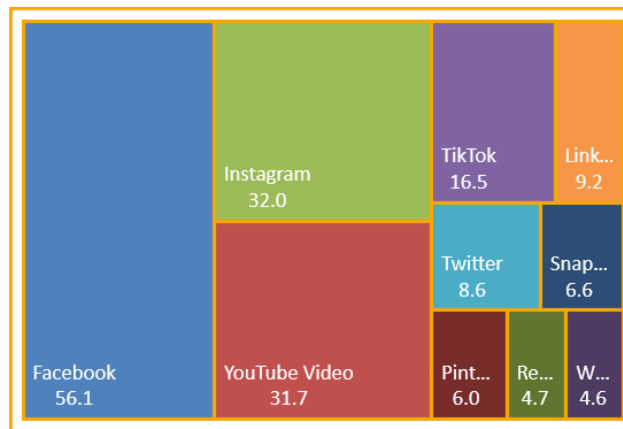
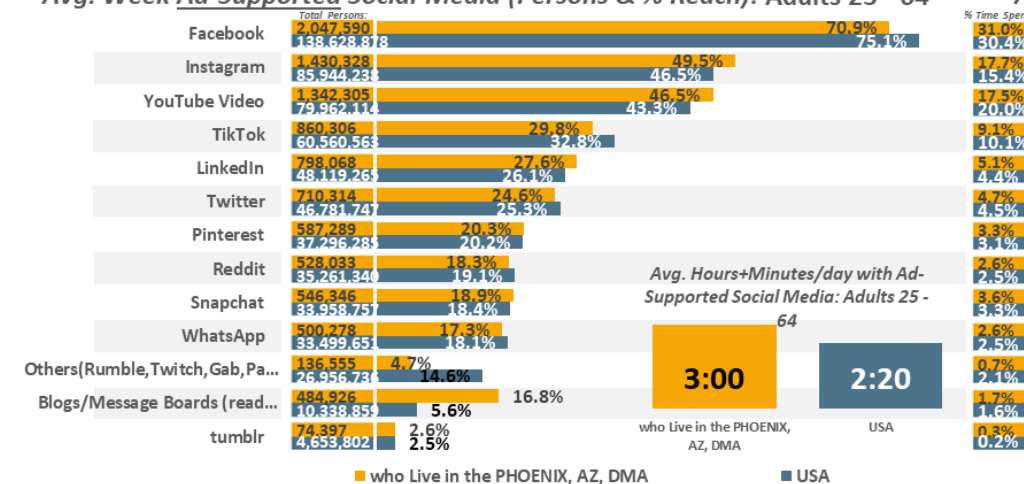
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



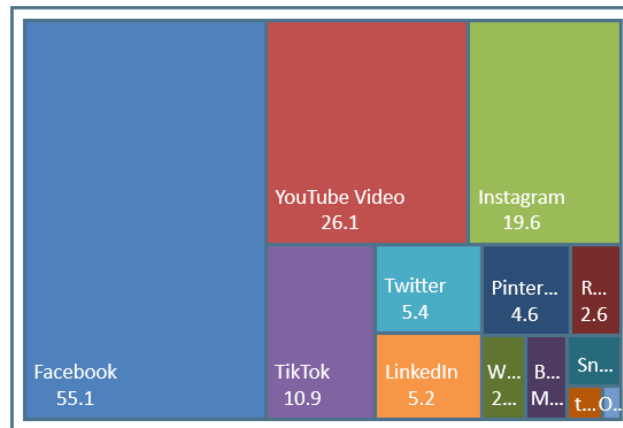
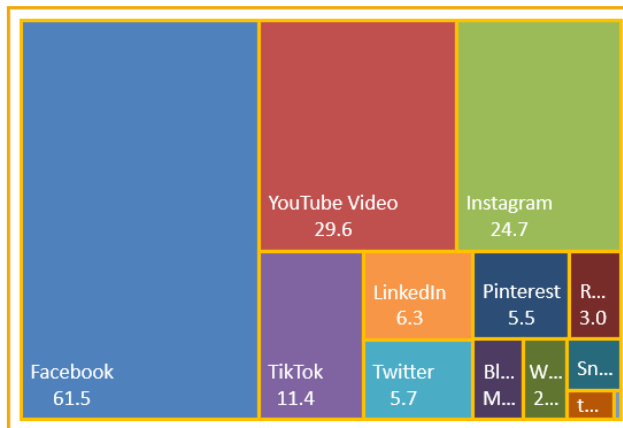
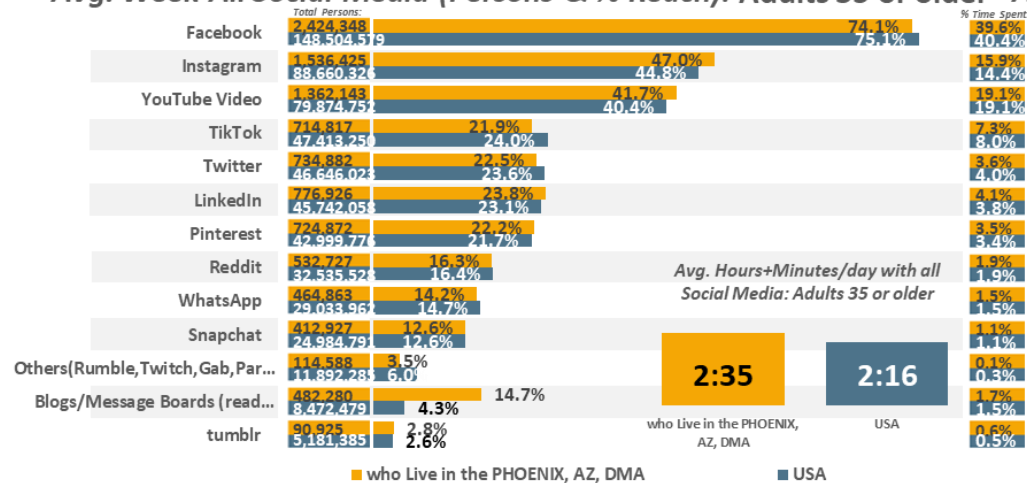


PHOENIX, AZ, DMA P35+

2,378,014 or 72.7% of Adults 35 or older who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 52.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

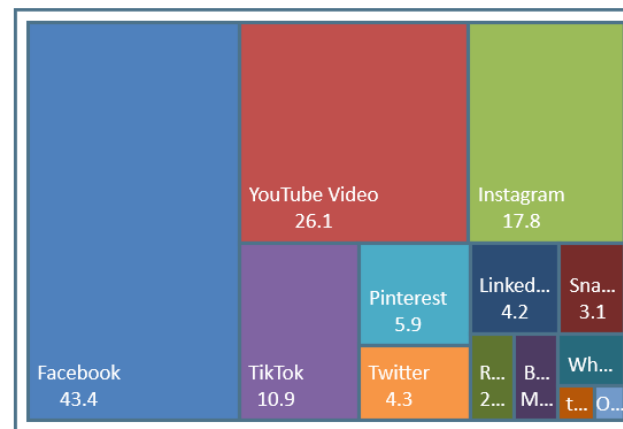
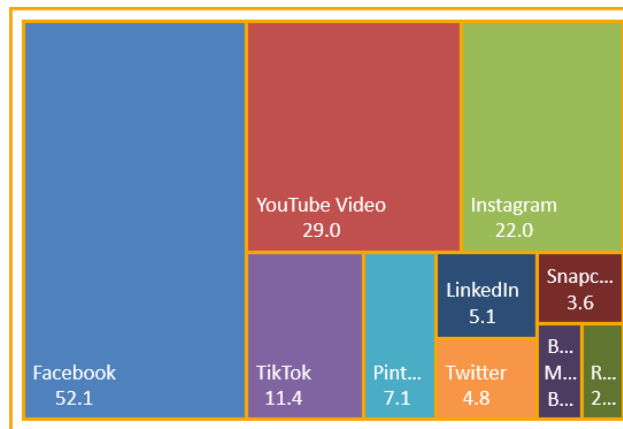
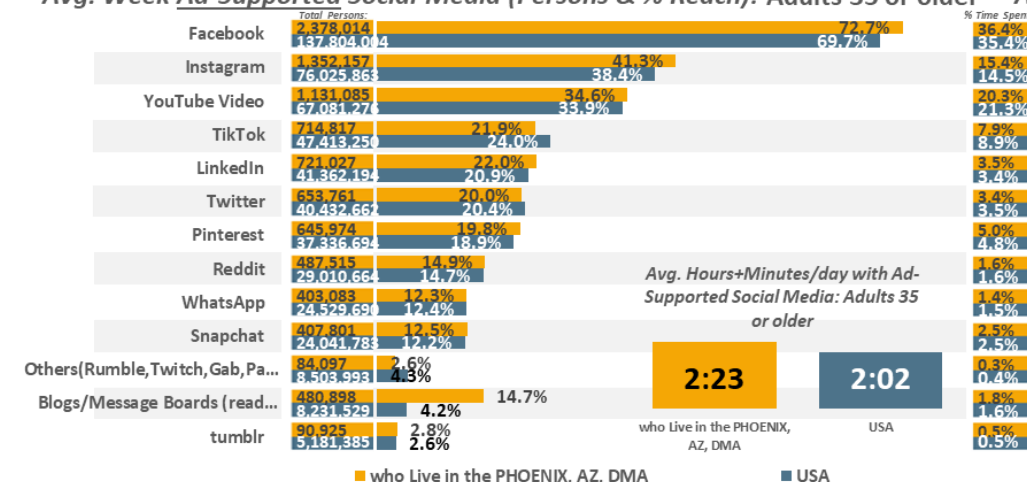
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



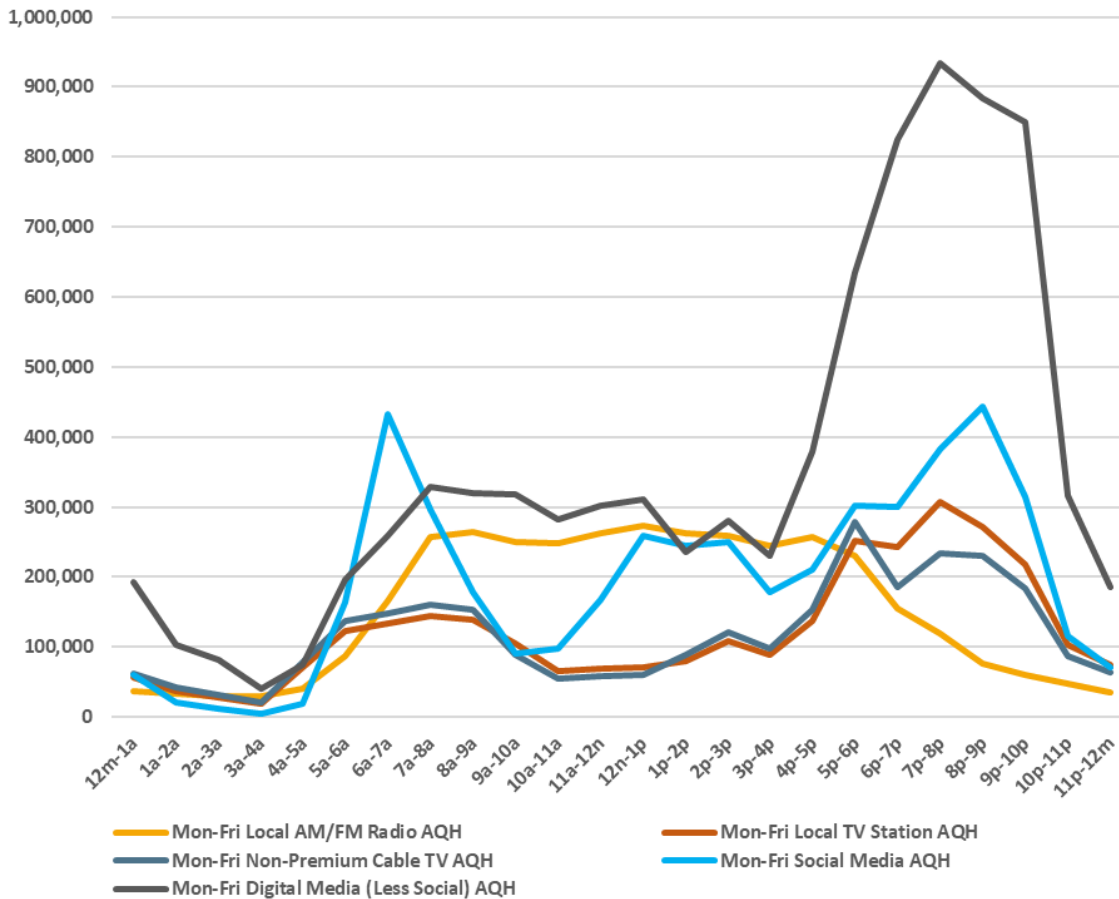


PHOENIX, AZ, DMA

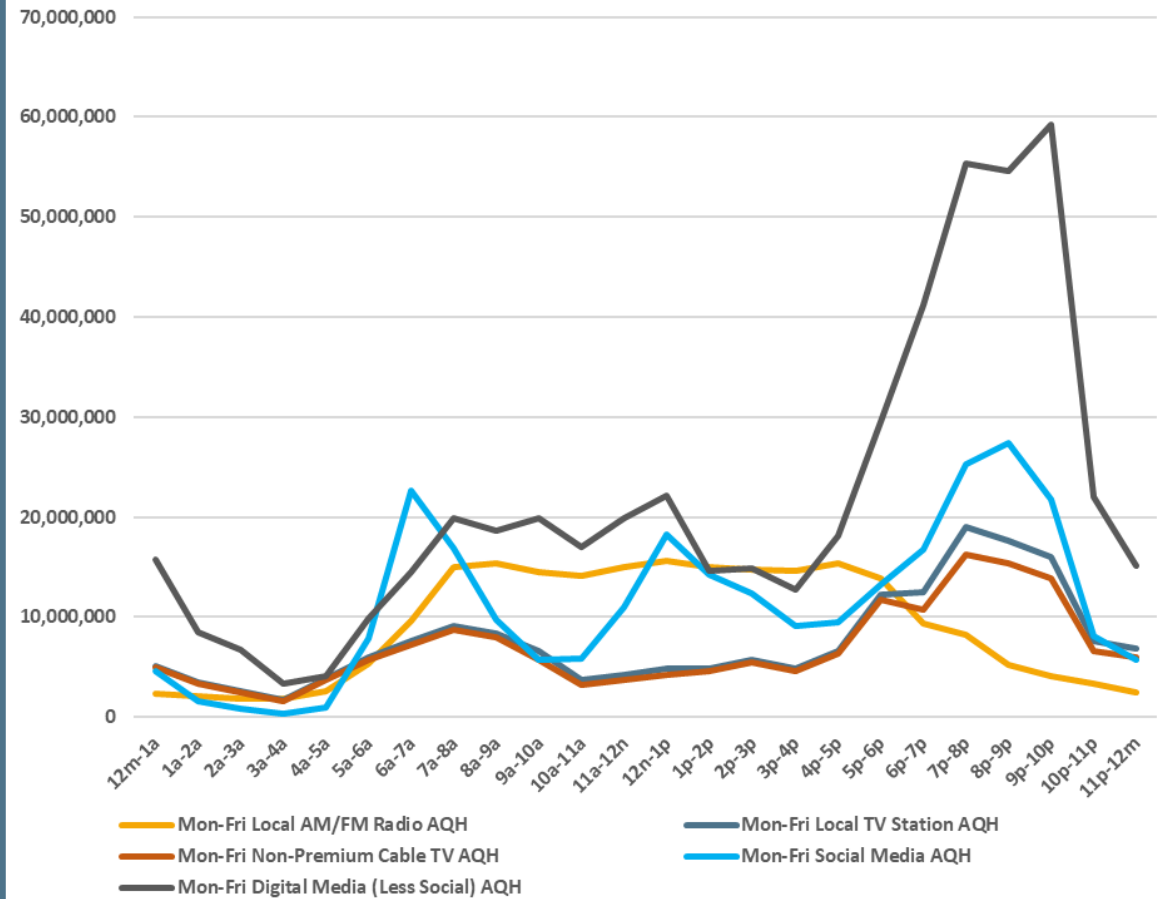
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 361,998; Local Radio: 240,838; Social Media: 231,665; Non-Prem. Cable: 126,791; Local TV: 126,117 reaching Adults 18 or older who Live in the PHOENIX, AZ, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Live in the PHOENIX, AZ, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



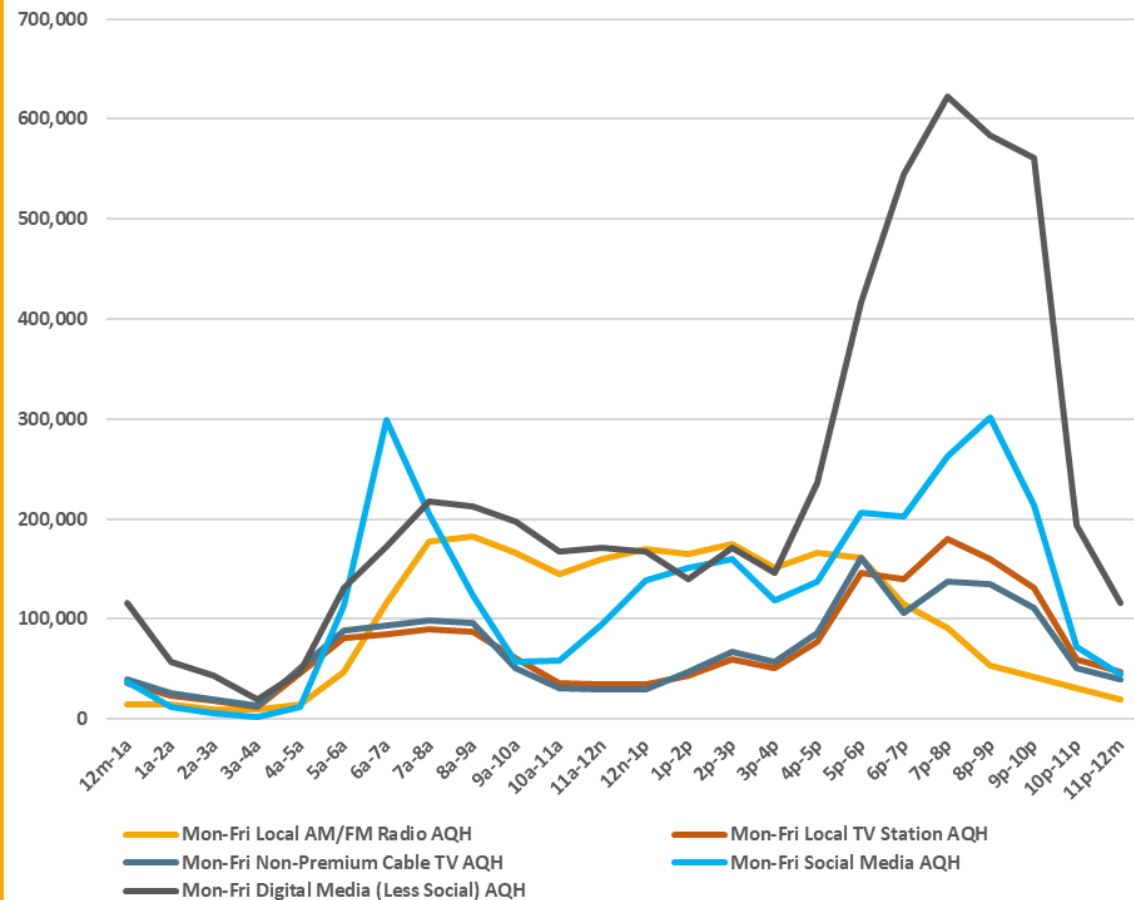


PHOENIX, AZ, DMA

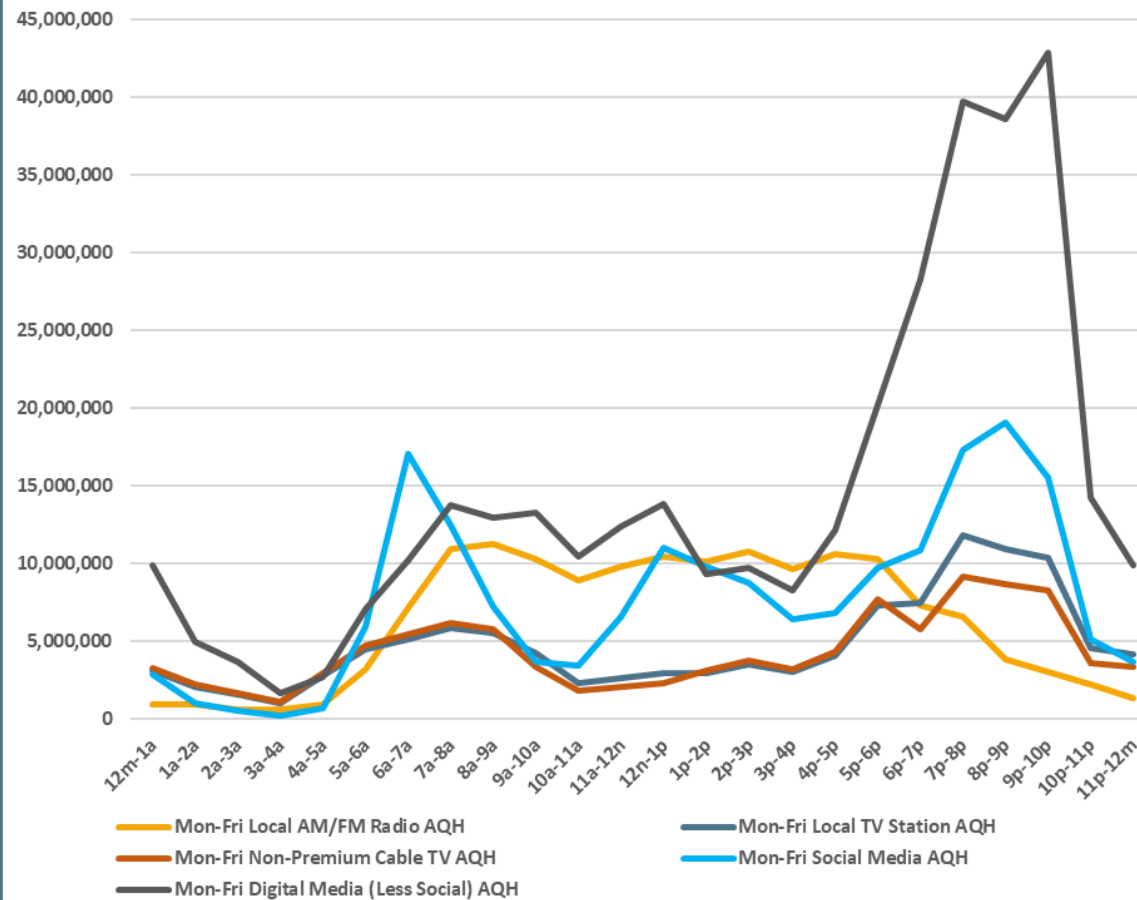
P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 227,755; Local Radio: 157,542; Social Media: 150,228; Non-Prem. Cable: 73,400; Local TV: 72,800 reaching Adults 25 - 64 who Live in the PHOENIX, AZ, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Live in the PHOENIX, AZ, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



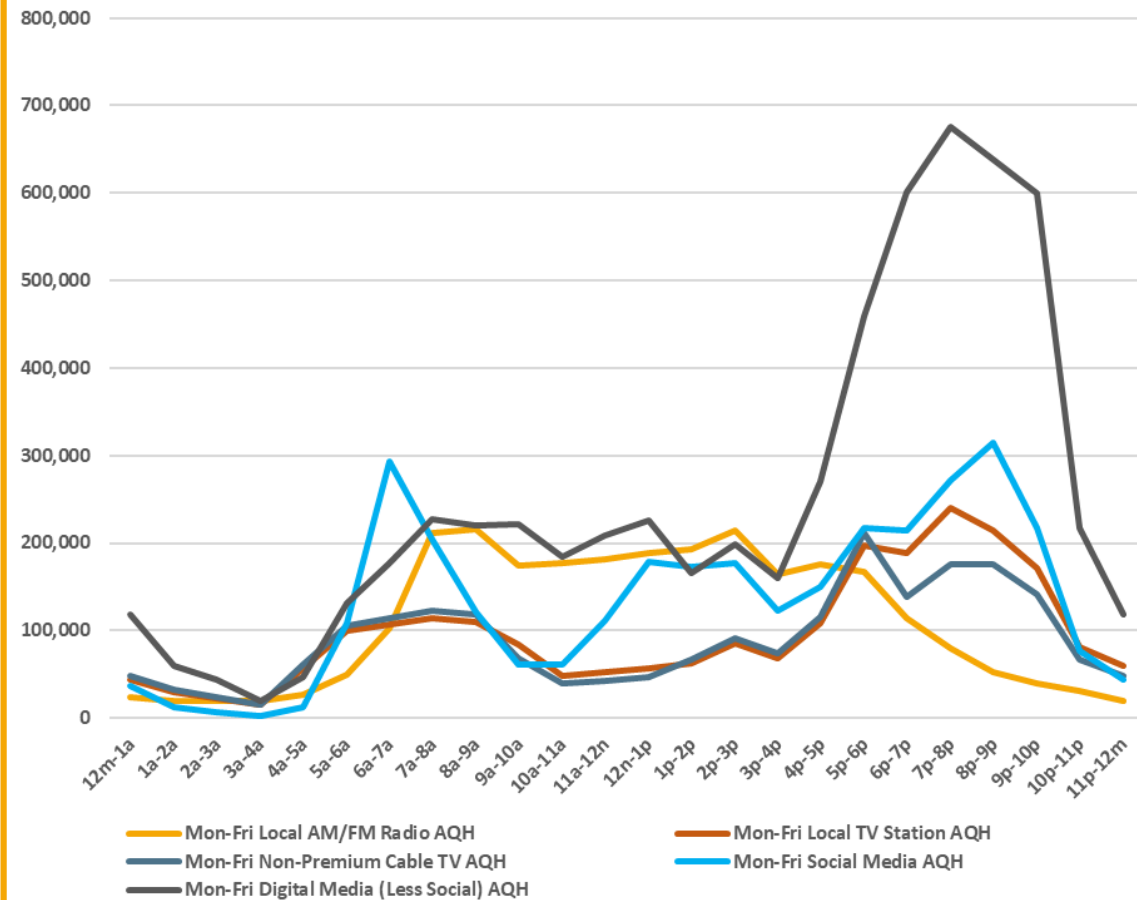


PHOENIX, AZ, DMA

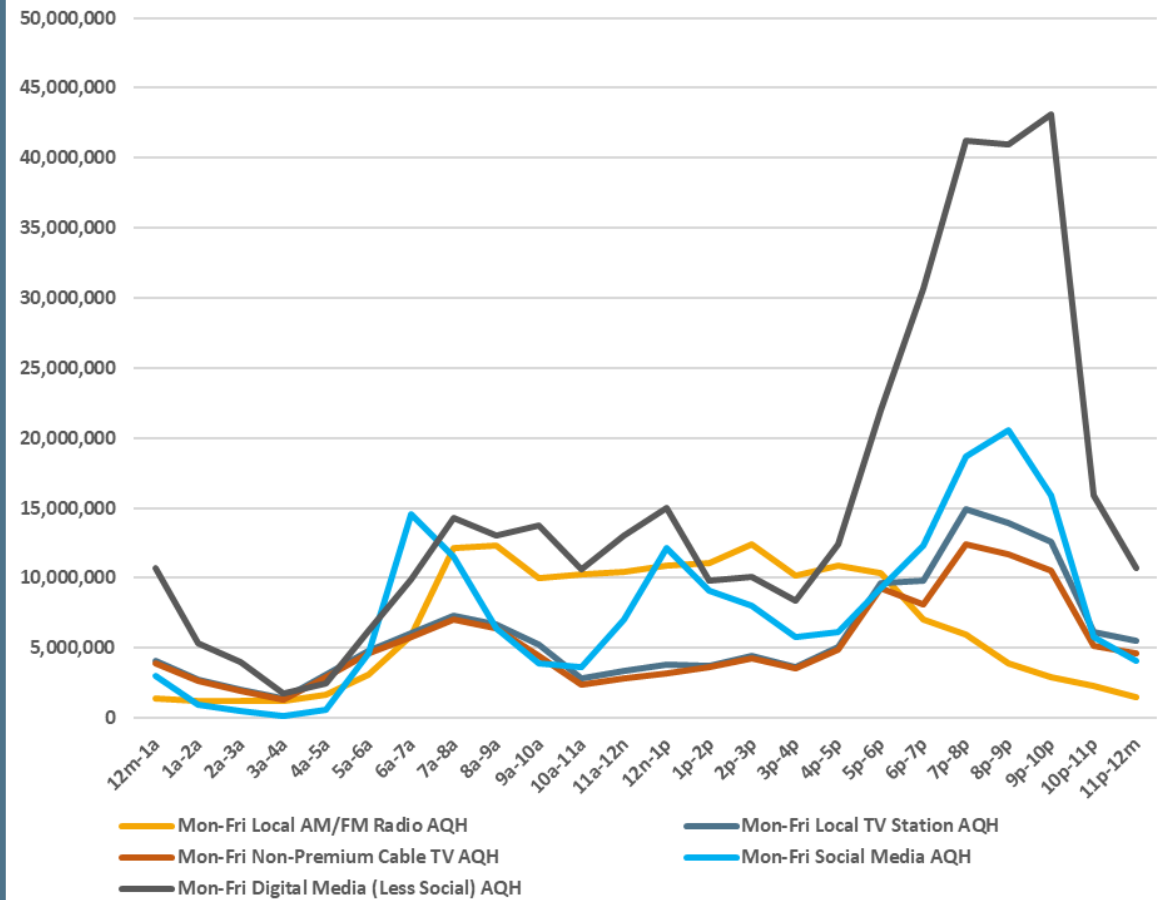
P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 255,317; Local Radio: 175,421; Social Media: 160,188; Local TV: 98,759; Non-Prem. Cable: 96,139 reaching Adults 35 or older who Live in the PHOENIX, AZ, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Live in the PHOENIX, AZ, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 35 or older

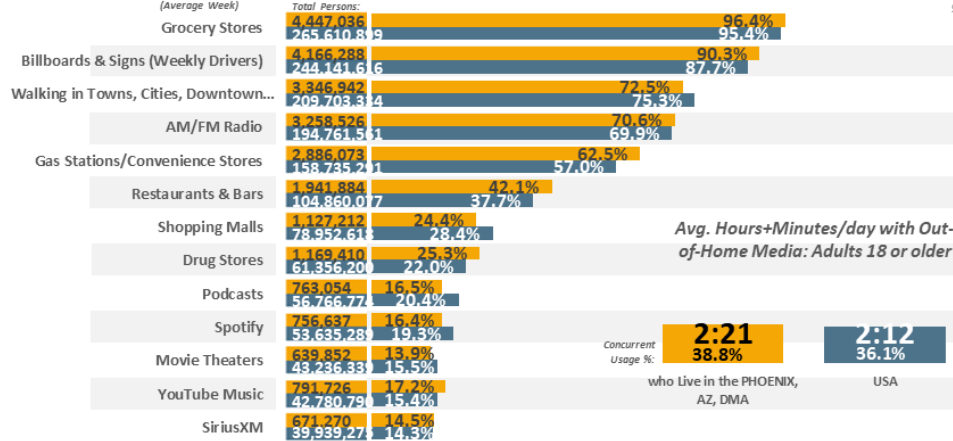




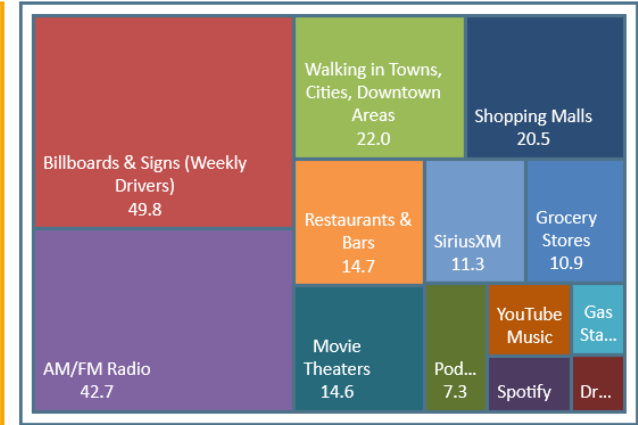
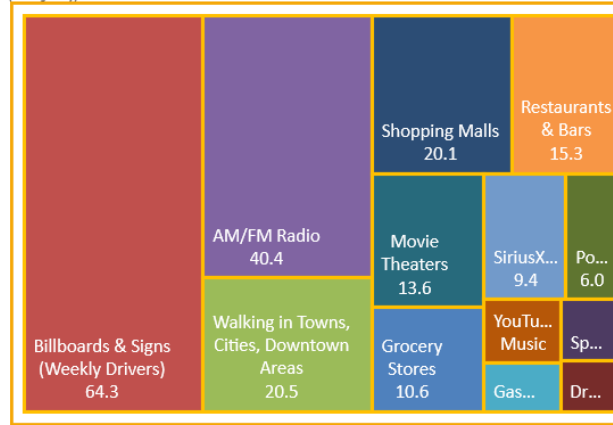
PHOENIX, AZ, DMA P18+

4,166,288 or 90.3% of Adults 18 or older who Live in the PHOENIX, AZ, DMA spend an average of 64.3 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day.

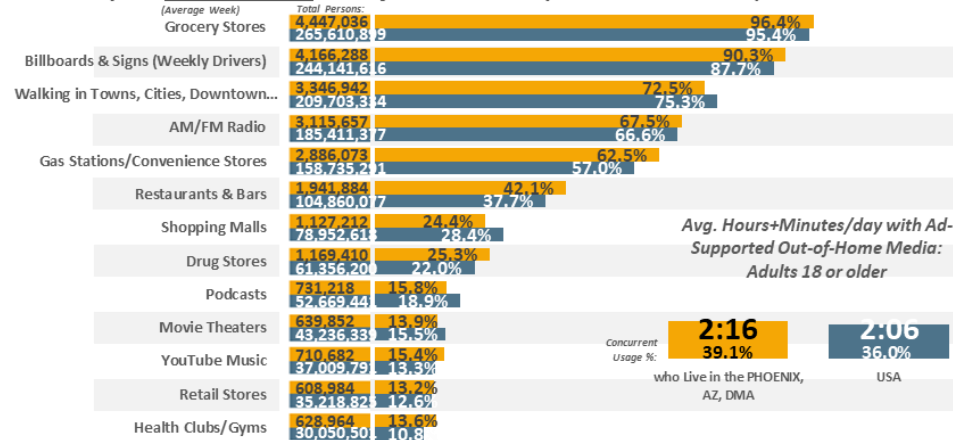
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



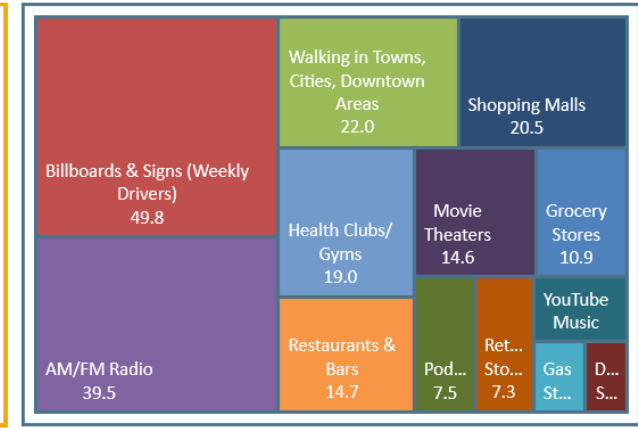
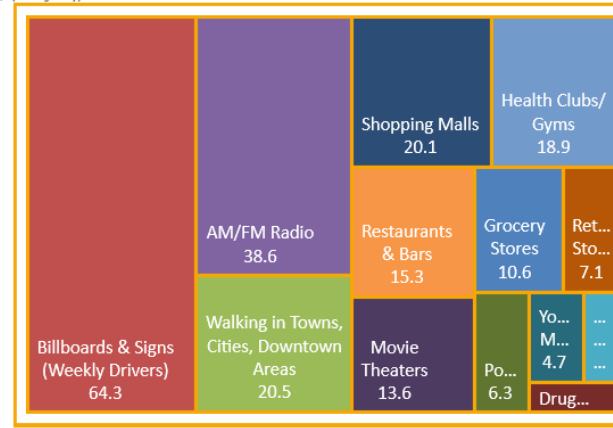
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

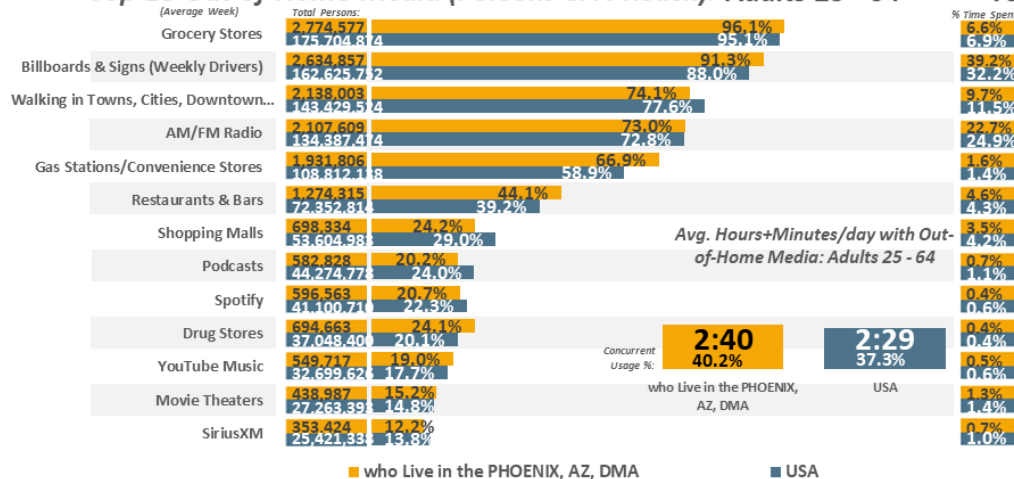




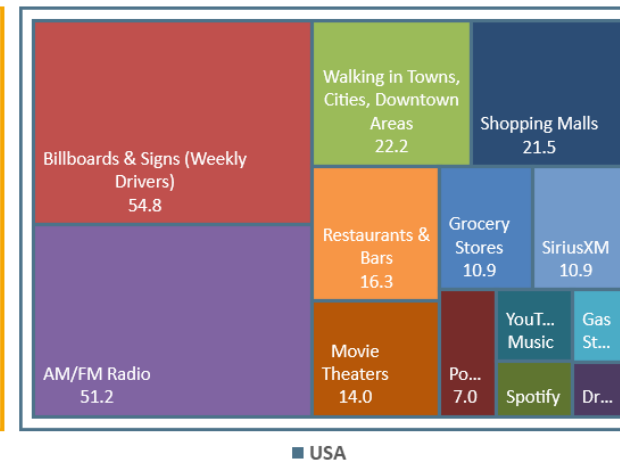
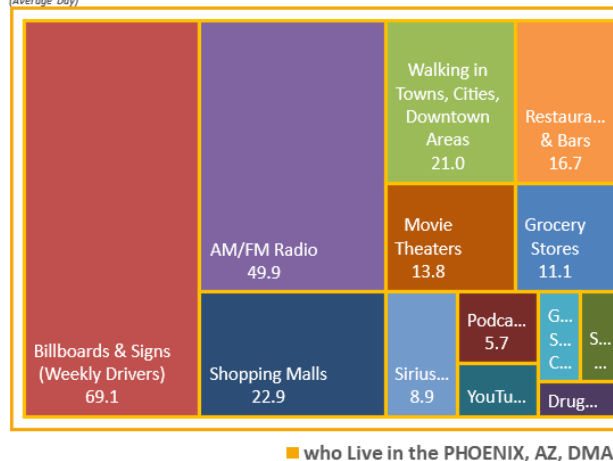
PHOENIX, AZ, DMA P25-64

2,634,857 or 91.3% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA spend an average of 69.1 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 47.8 minutes/day.

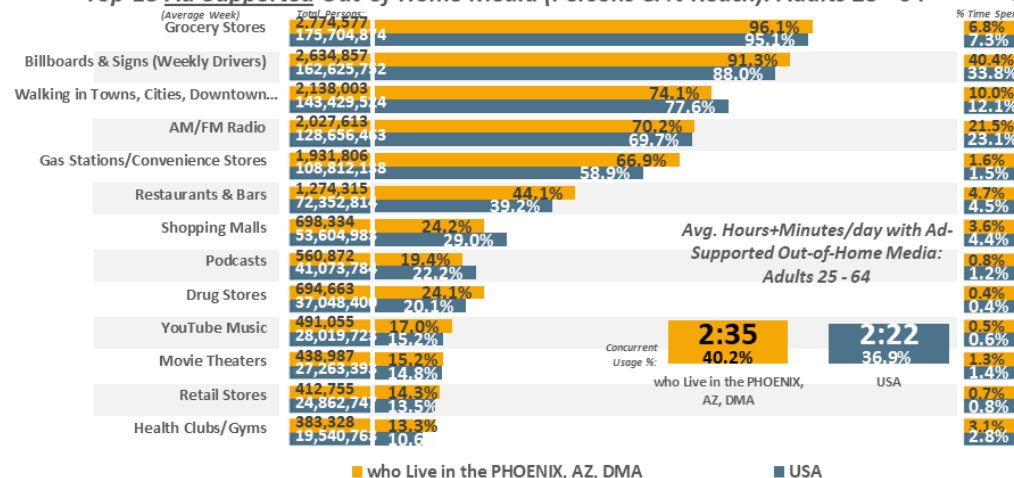
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



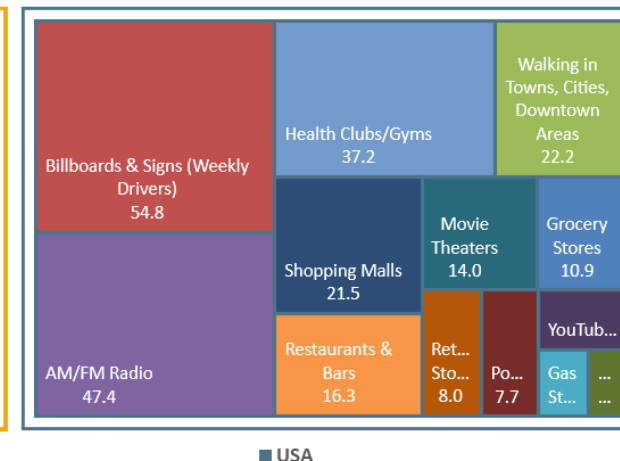
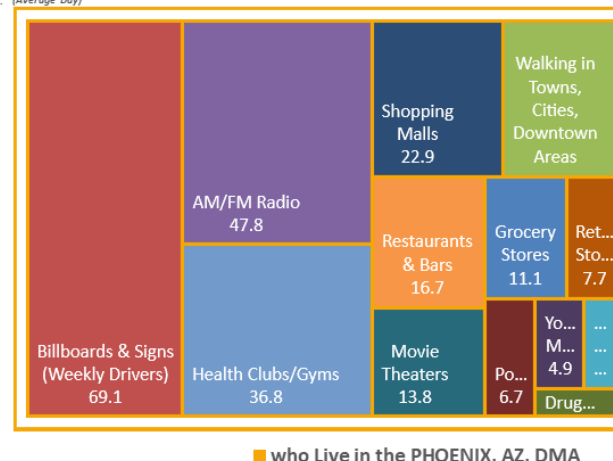
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

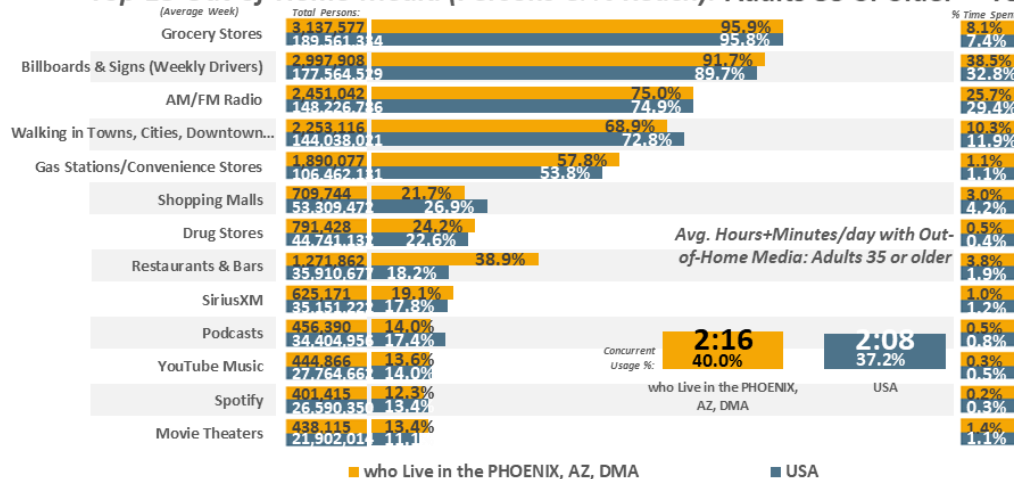




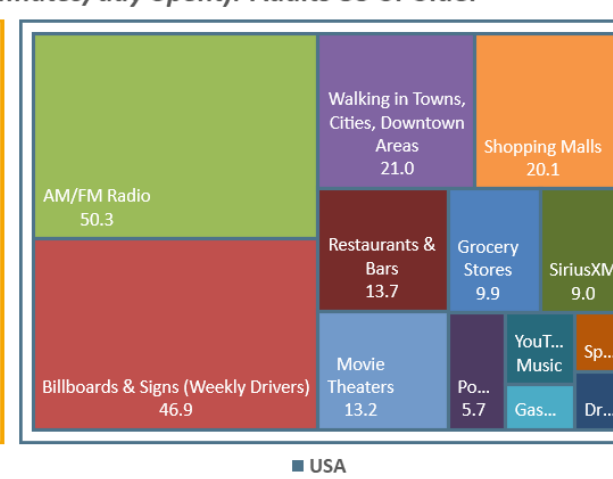
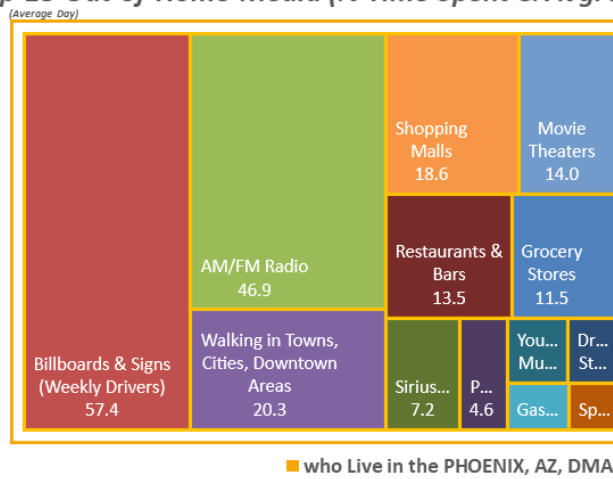
PHOENIX, AZ, DMA P35+

2,997,908 or 91.7% of Adults 35 or older who Live in the PHOENIX, AZ, DMA spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

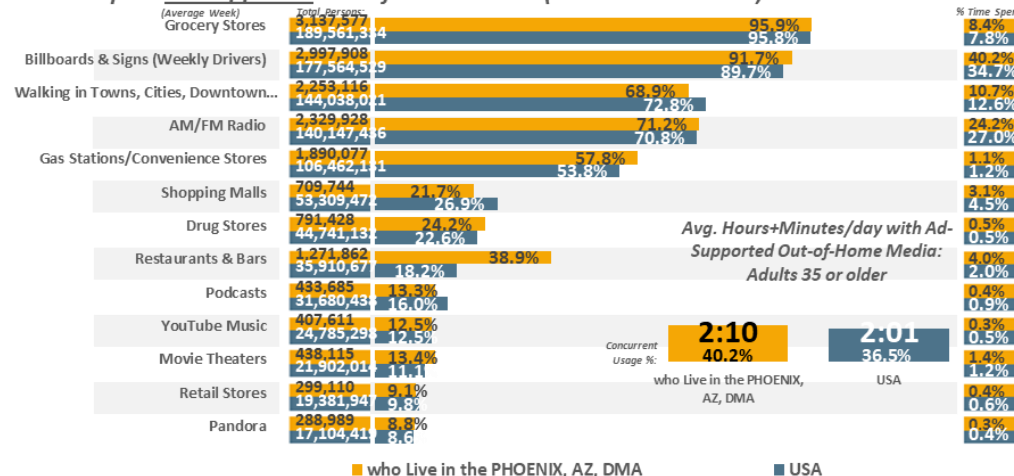
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



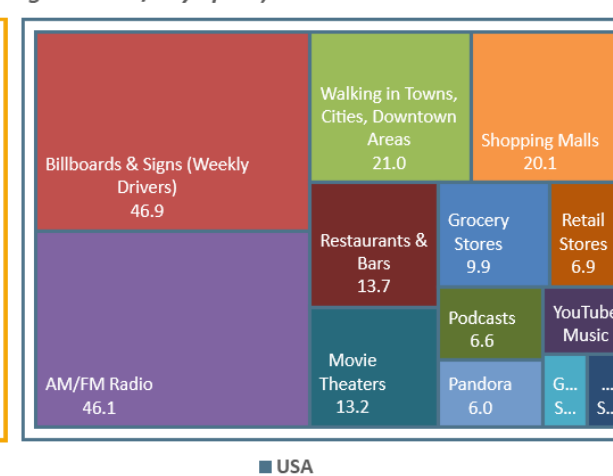
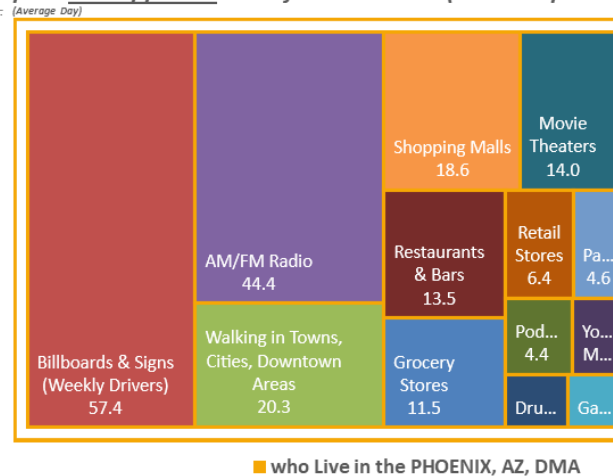
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

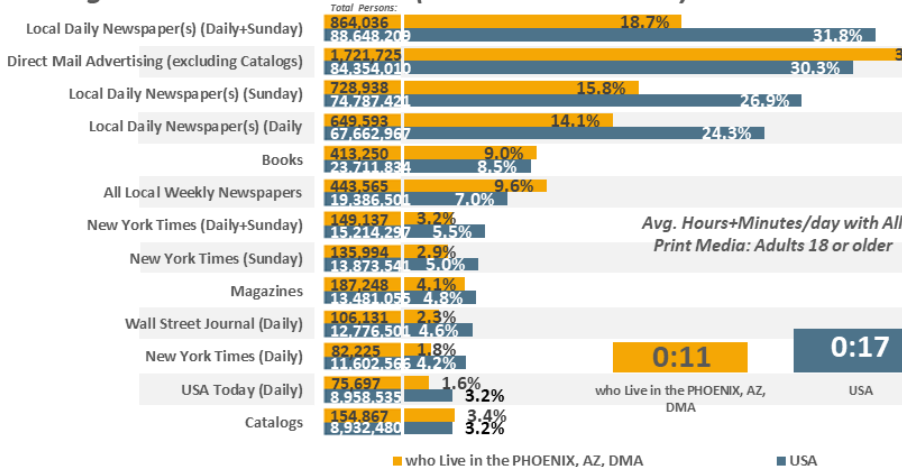




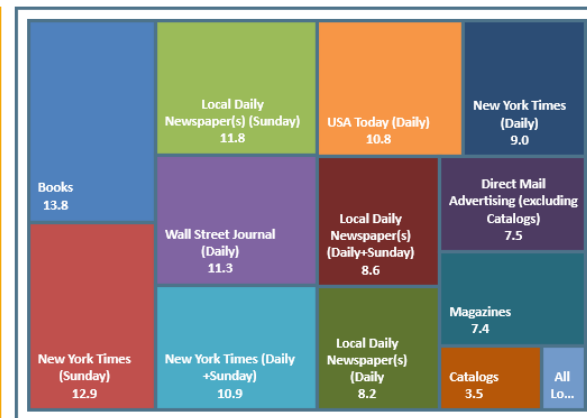
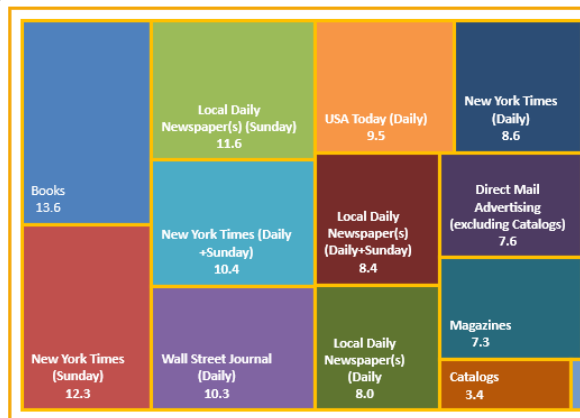
PHOENIX, AZ, DMA P18+

864,036 or 18.7% of Adults 18 or older who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

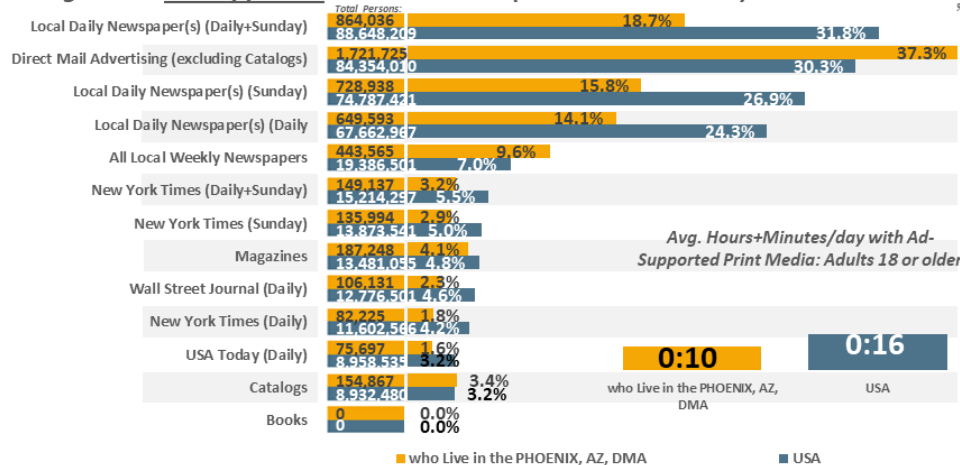
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



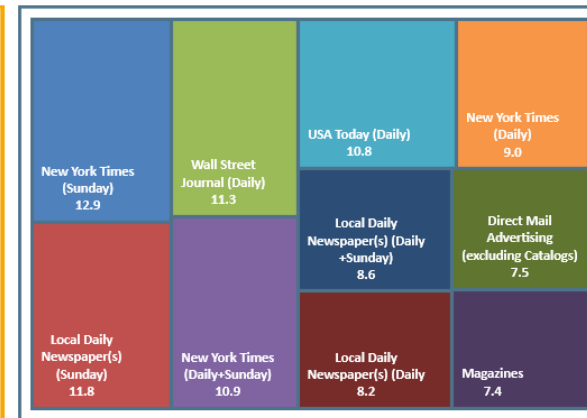
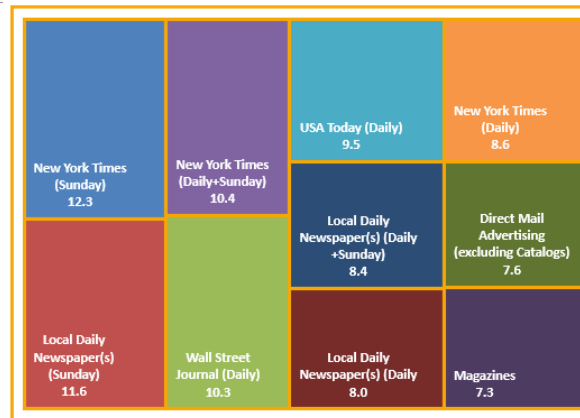
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

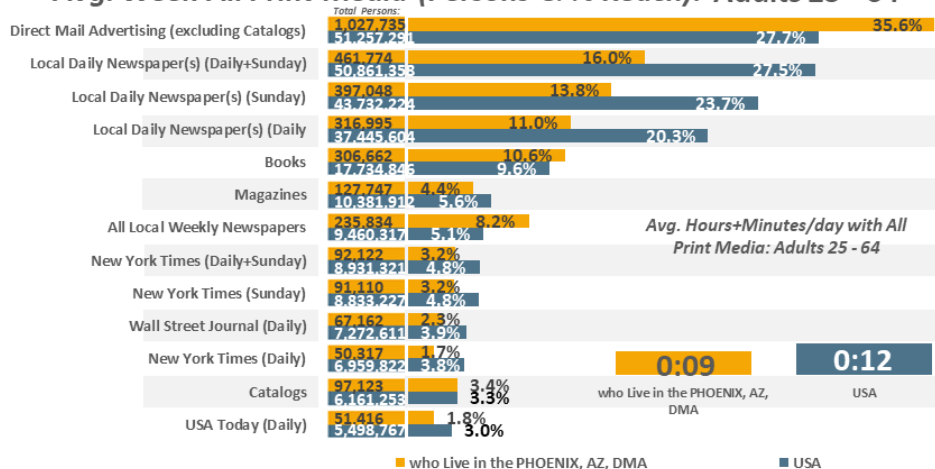




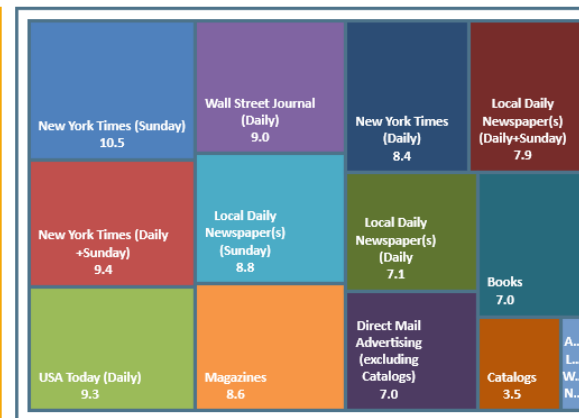
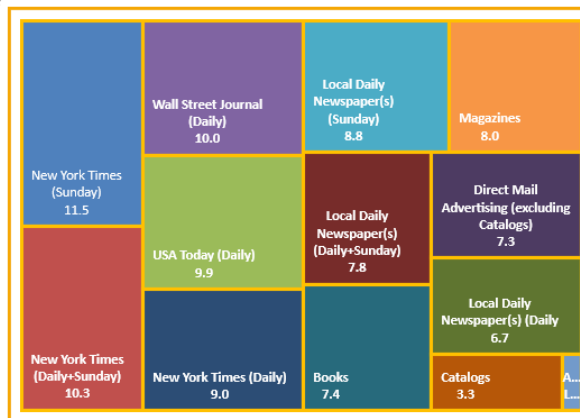
PHOENIX, AZ, DMA P25-64

1,027,735 or 35.6% of Adults 25 - 64 who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 7.3 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

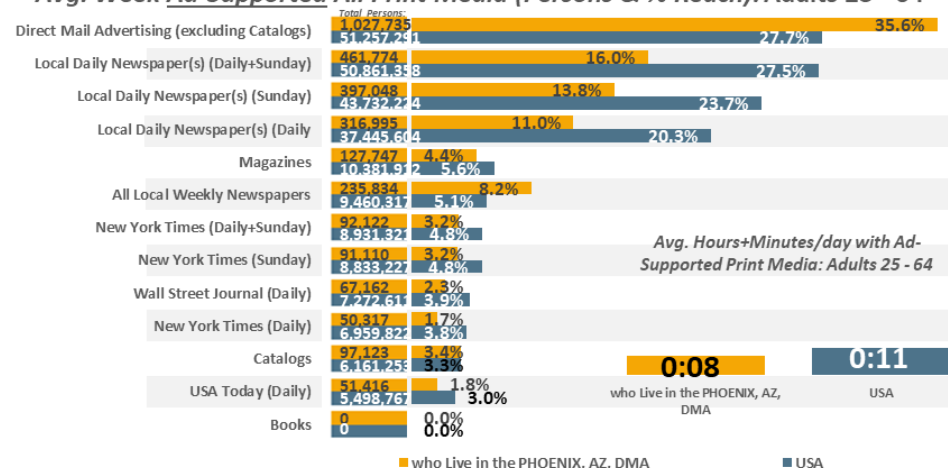
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



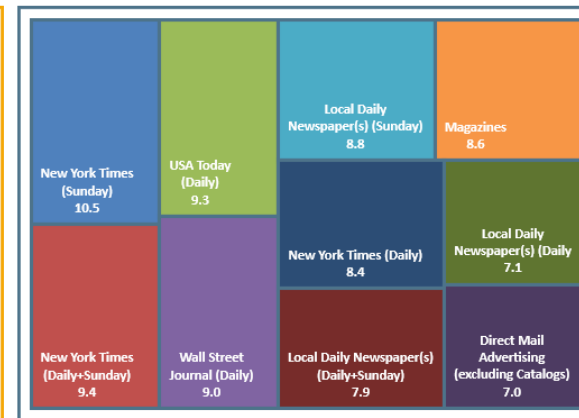
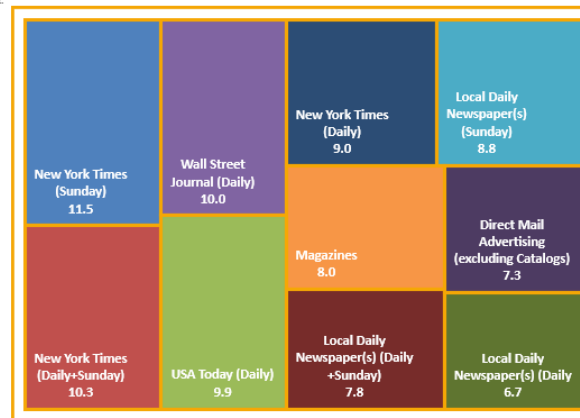
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

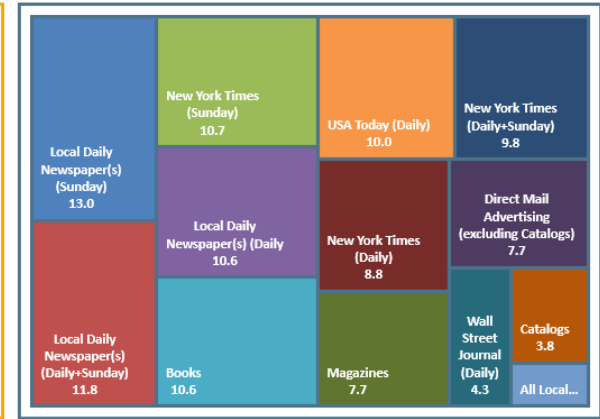
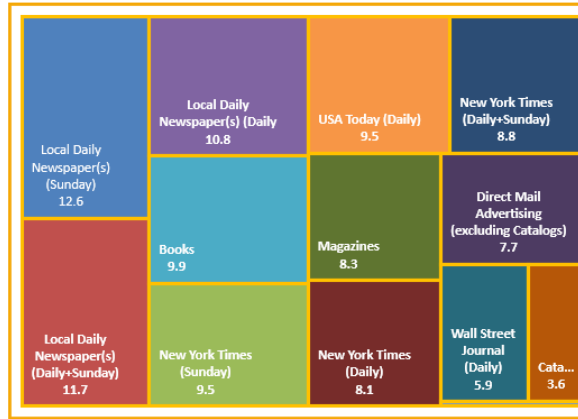
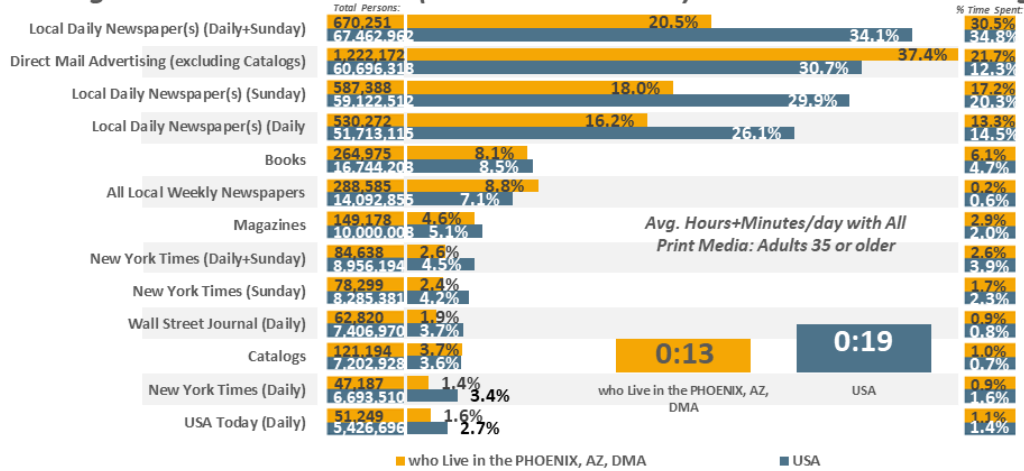




PHOENIX, AZ, DMA P35+

670,251 or 20.5% of Adults 35 or older who Live in the PHOENIX, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

