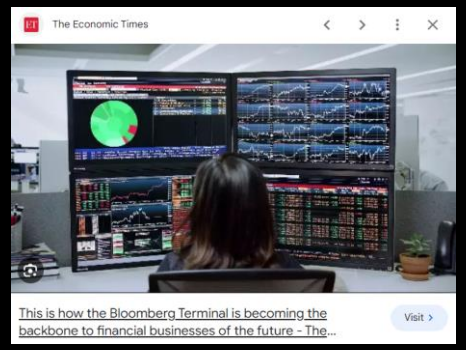
USA – SEATTLE-TACOMA, WA DMA as of March 2024!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+, P25-64, W25-64, M25-64, P35+ Residents of the Seattle-Tacoma DMA (#13) vs. Same Demos of USA Avg.









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

HUBBARD BROADCASTING INC. HB INC.

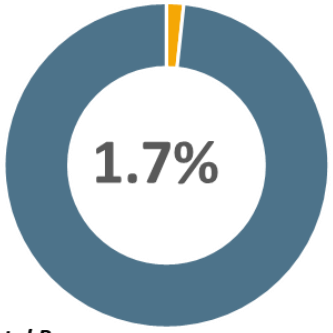


Seattle-Tacoma, WA, DMA

P18+

1.7% or 4,488,430 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 48.2 years old (1.3% younger than average) and have a $118,542 (33.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

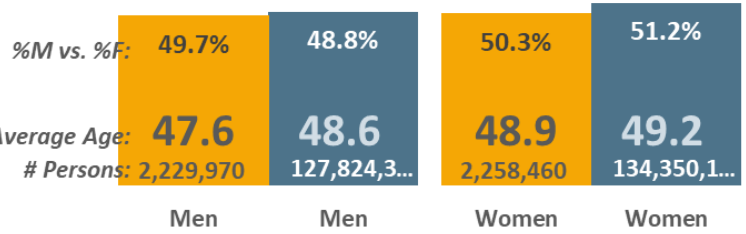


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA Metro

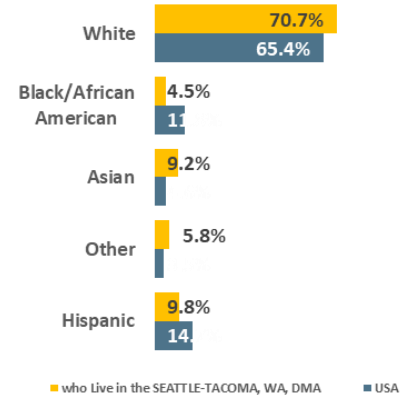
Total Persons:



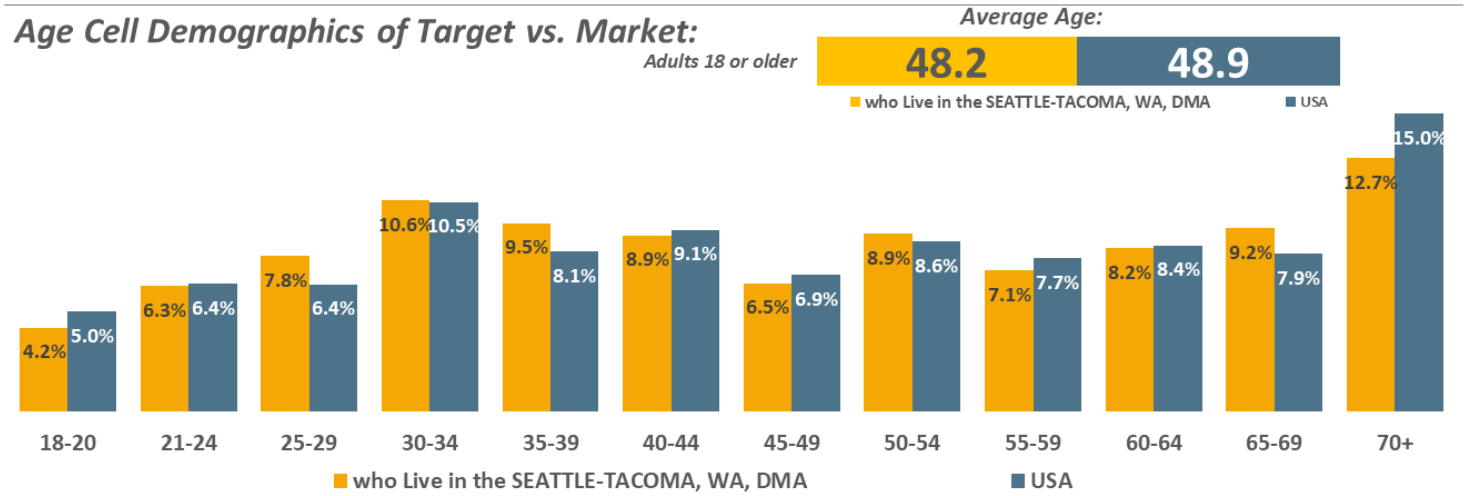
Gender of Target vs. Market: Adults 18 or older



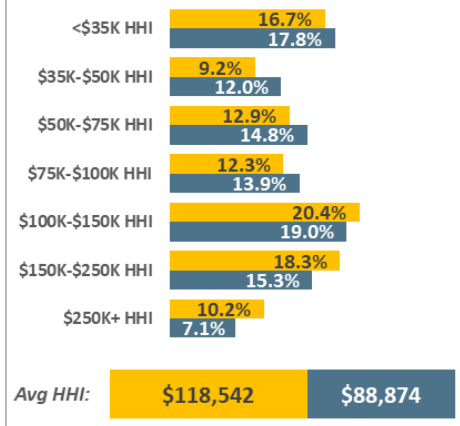
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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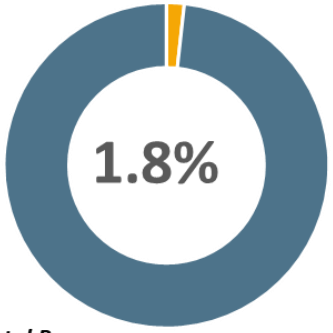


Seattle-Tacoma, WA, DMA

P25-64

1.8% or 3,029,517 of USA Adults 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 44.3 years old (1.5% younger than average) and have a $131,792 (35.3% higher than average) annual household income.

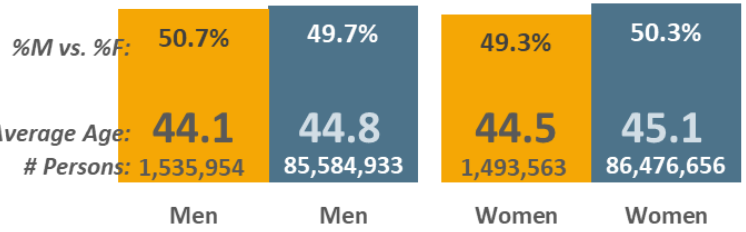
Percent of Market: Adults 25 - 64



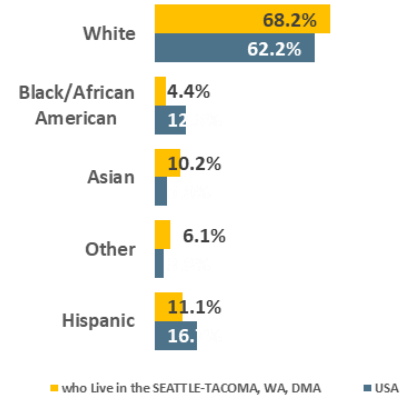
Total Persons:



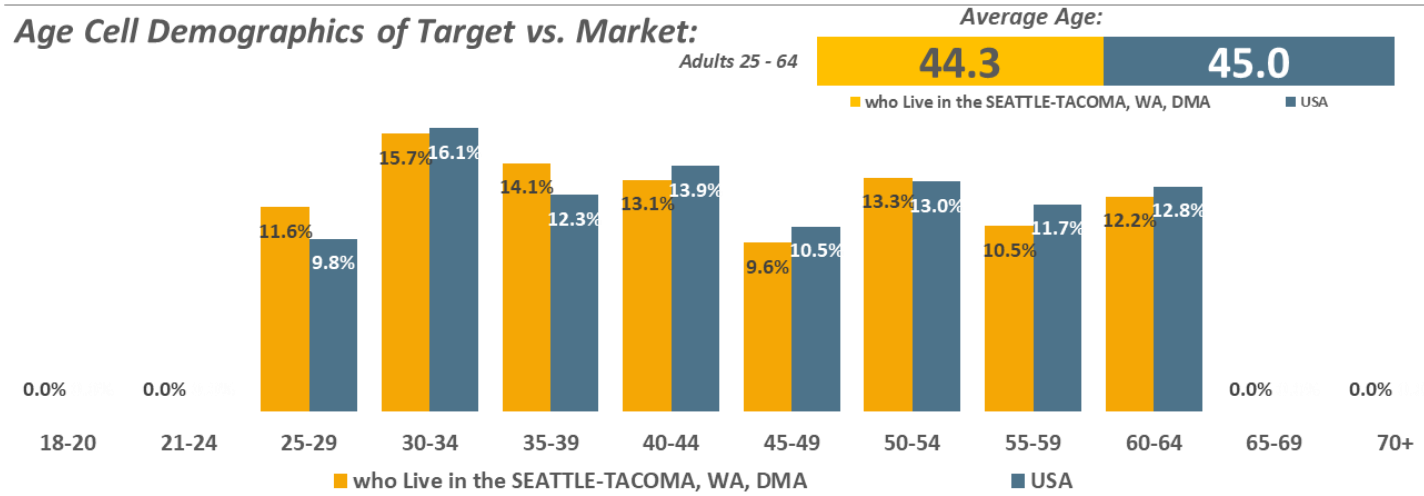
Gender of Target vs. Market: Adults 25 - 64



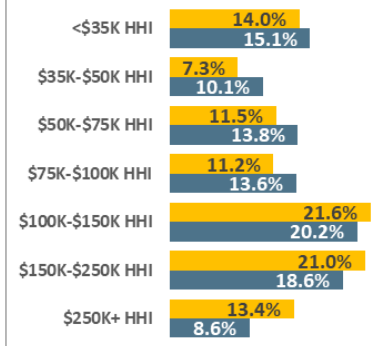
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $131,792 | $97,377

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

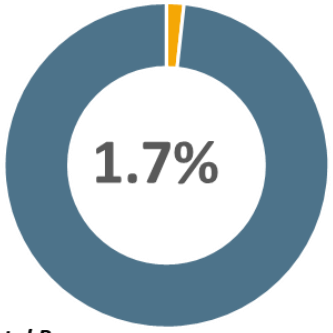


Seattle-Tacoma, WA, DMA

W25-64

1.7% or 1,493,563 of USA Women 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 44.5 years old (1.3% younger than average) and have a $121,040 (36.7% higher than average) annual household income.

Percent of Market: Women 25 - 64

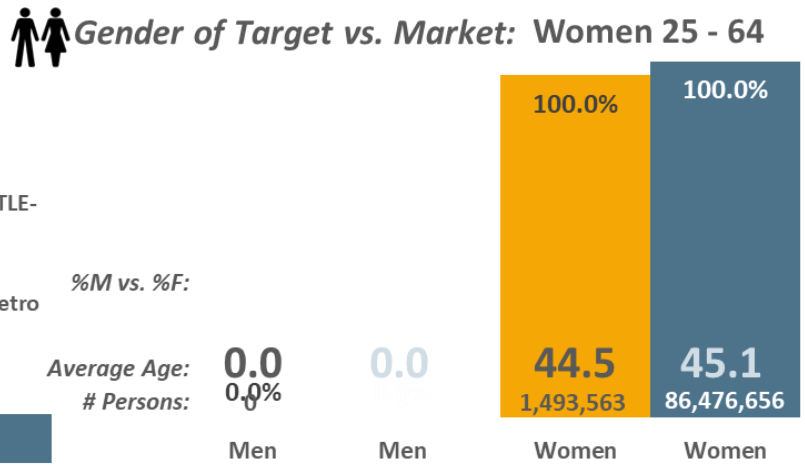


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA Metro

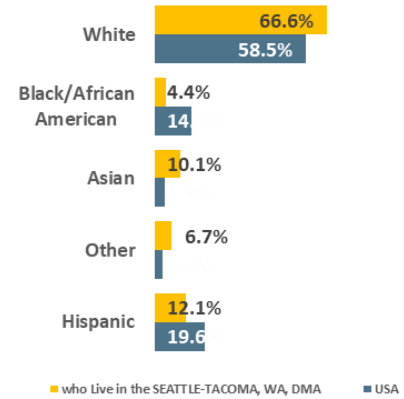
Total Persons:

1,493,563	84,983,093

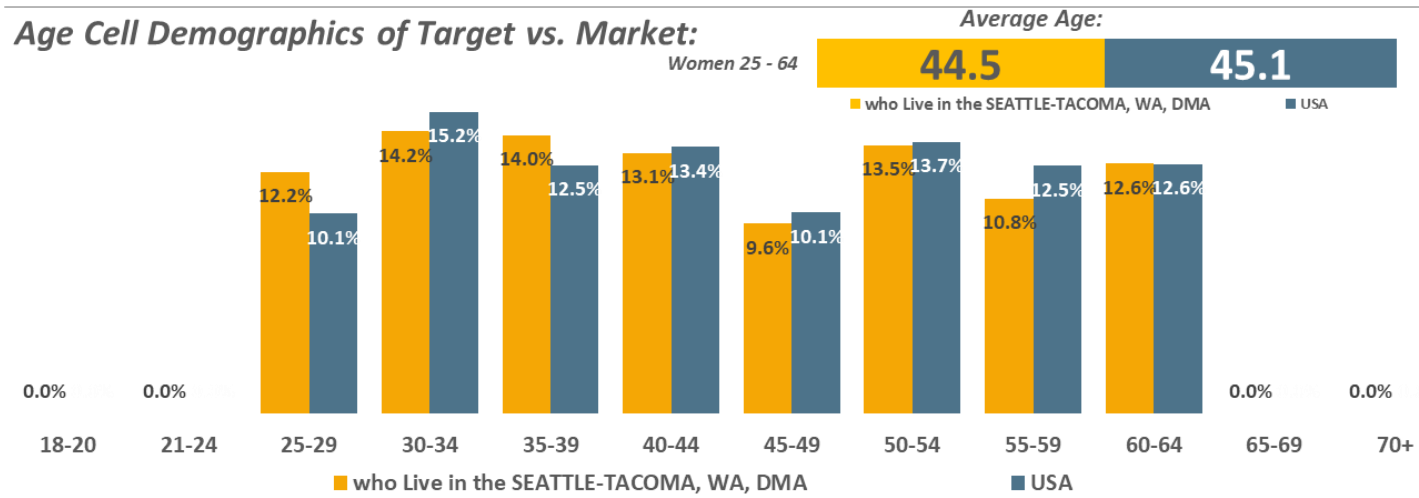
Gender of Target vs. Market: Women 25 - 64



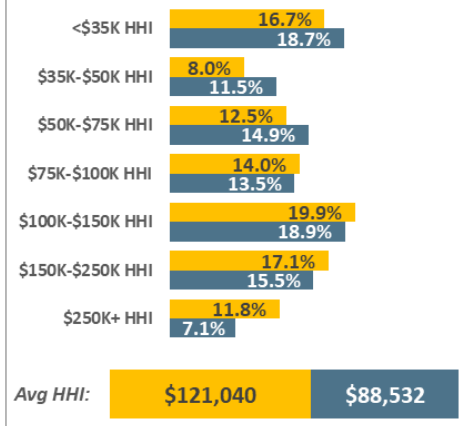
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

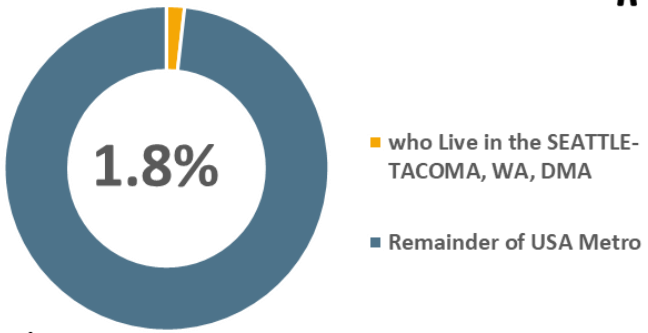


Seattle-Tacoma, WA, DMA

M25-64

1.8% or 1,535,954 of USA Men 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 44.1 years old (1.6% younger than average) and have a $142,247 (33.8% higher than average) annual household income.

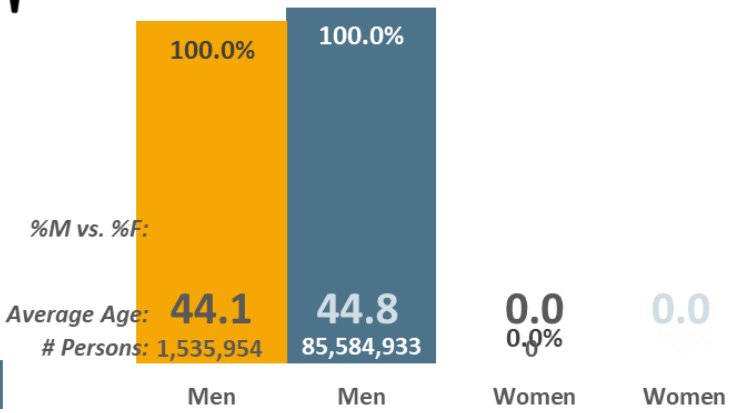
Percent of Market: Men 25 - 64



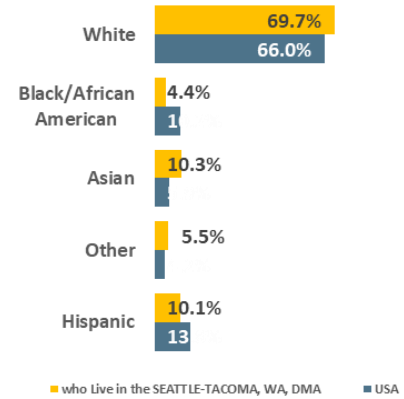
Total Persons:



Gender of Target vs. Market: Men 25 - 64

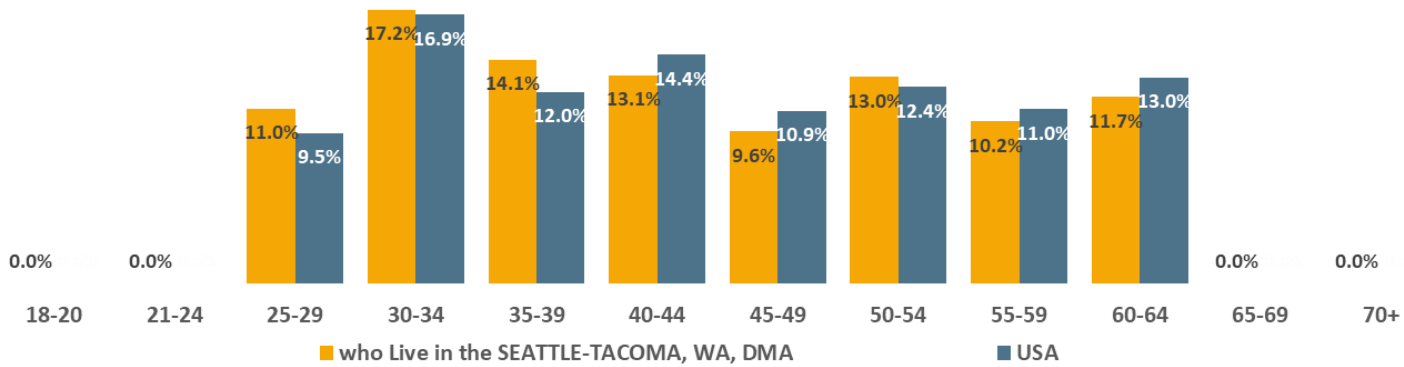


Ethnicity of Target vs. Market:

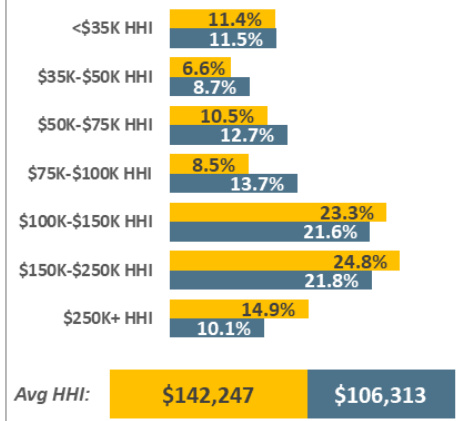


Age Cell Demographics of Target vs. Market:



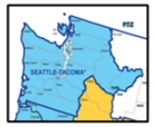


HHI of Target vs. Market:



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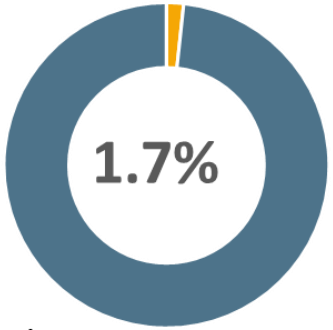


Seattle-Tacoma, WA, DMA

P35+

1.7% or 3,187,687 of USA Adults 35 or older Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA are 56.9 years old (1.3% younger than average) and have a $122,337 (34.3% higher than average) annual household income.

Percent of Market: Adults 35 or older

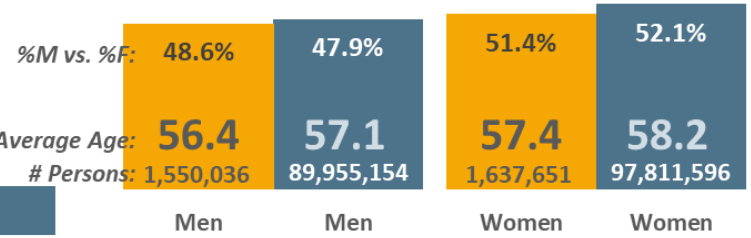


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA Metro

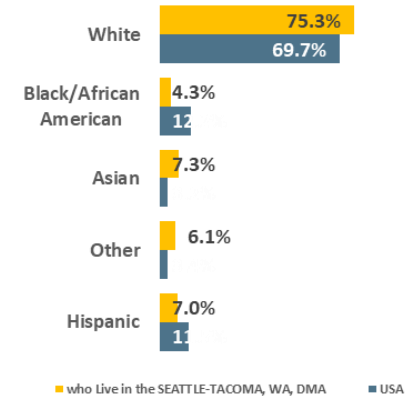
Total Persons:

3,187,687 | 184,579,062

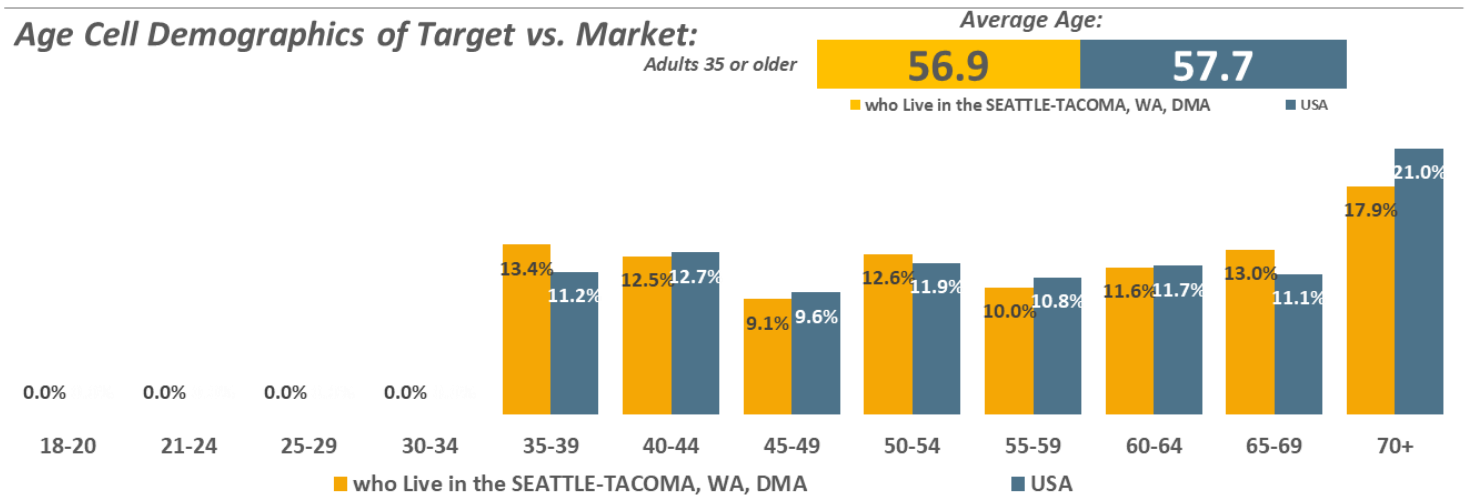
Gender of Target vs. Market: Adults 35 or older



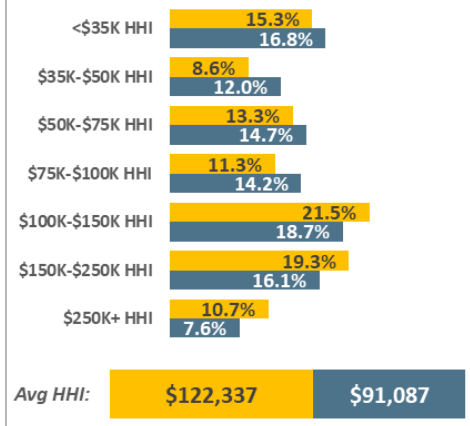
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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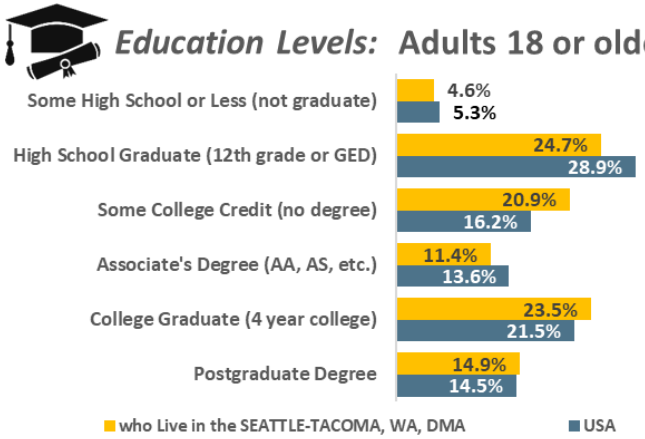


Seattle-Tacoma, WA, DMA

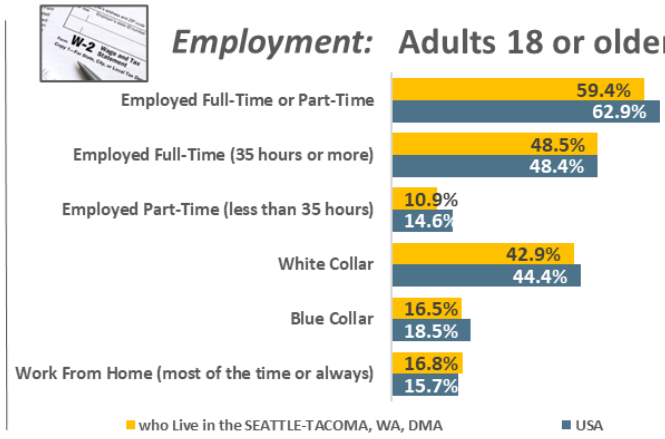
P18+

1.7% or 4,488,430 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 6.6% more likely to be a college graduate, .2% more likely to work full-time, 8.% more likely to be married, .9% less likely to be a parent of 1 or more children under 18.

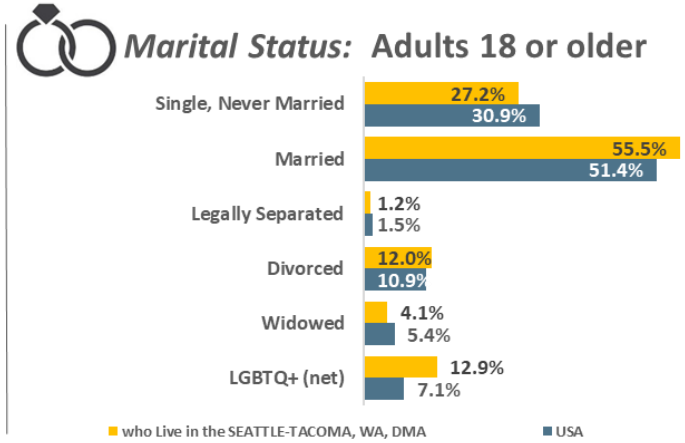
Education Levels: Adults 18 or older



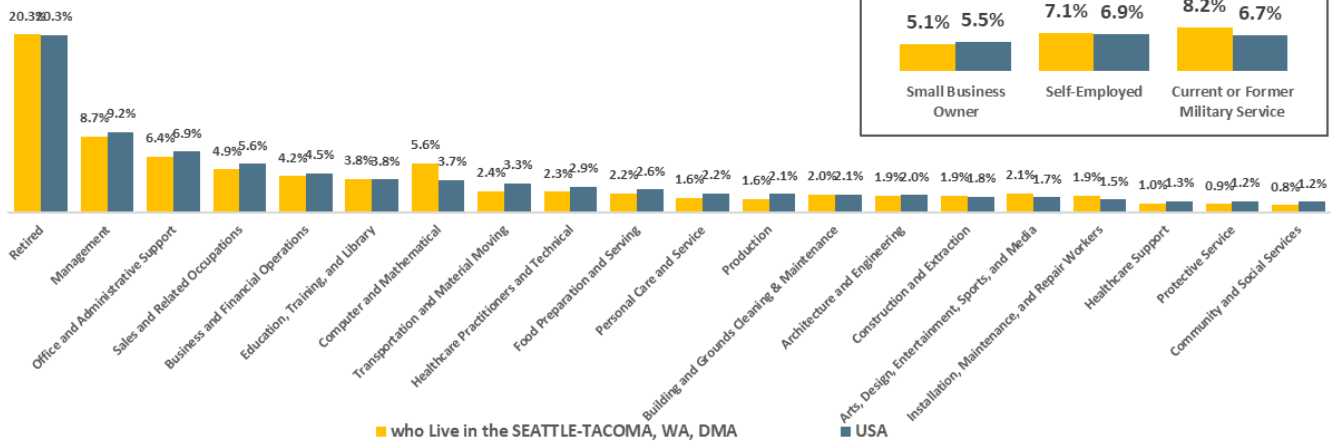
Employment: Adults 18 or older



Marital Status: Adults 18 or older

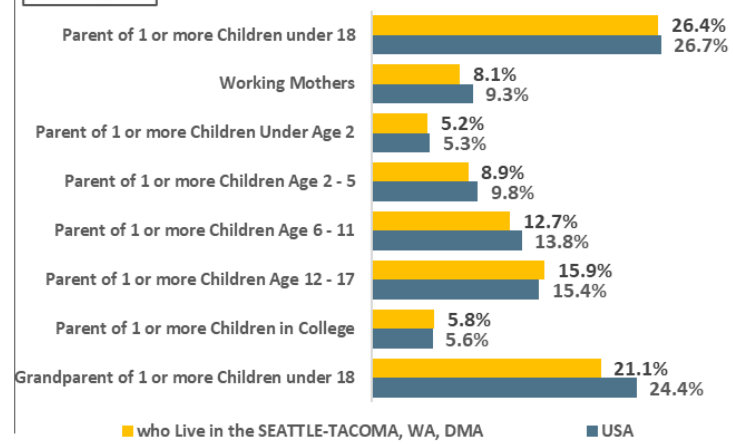


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,951*

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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

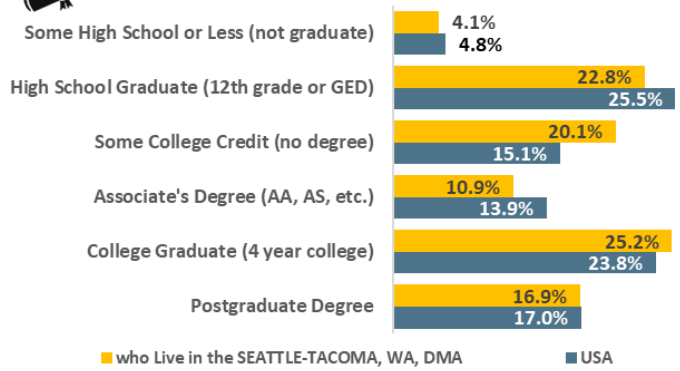


Seattle-Tacoma, WA, DMA

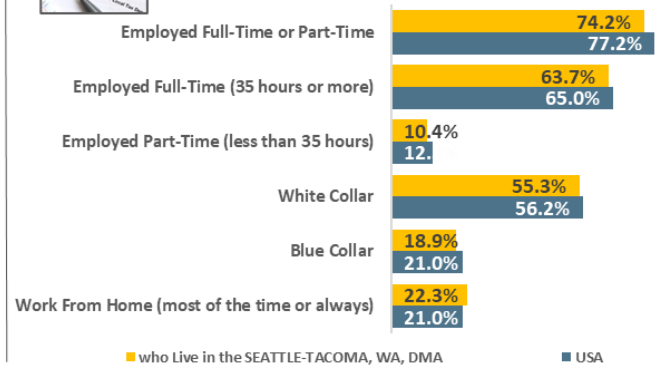
P25-64

1.8% or 3,029,517 of USA Adults 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 3.4% more likely to be a college graduate, 1.9% less likely to work full-time, 6.6% more likely to be married, 2.1% less likely to be a parent of 1 or more children under 18.

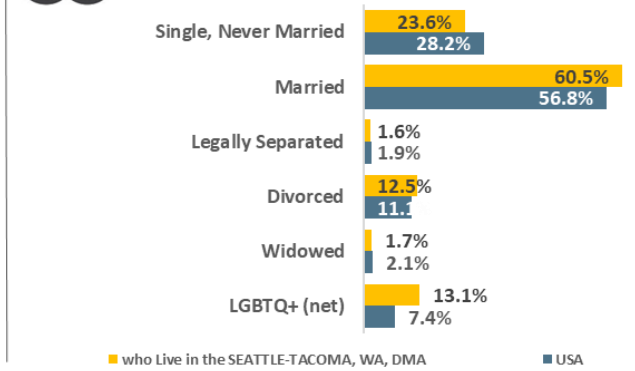
Education Levels: Adults 25 - 64



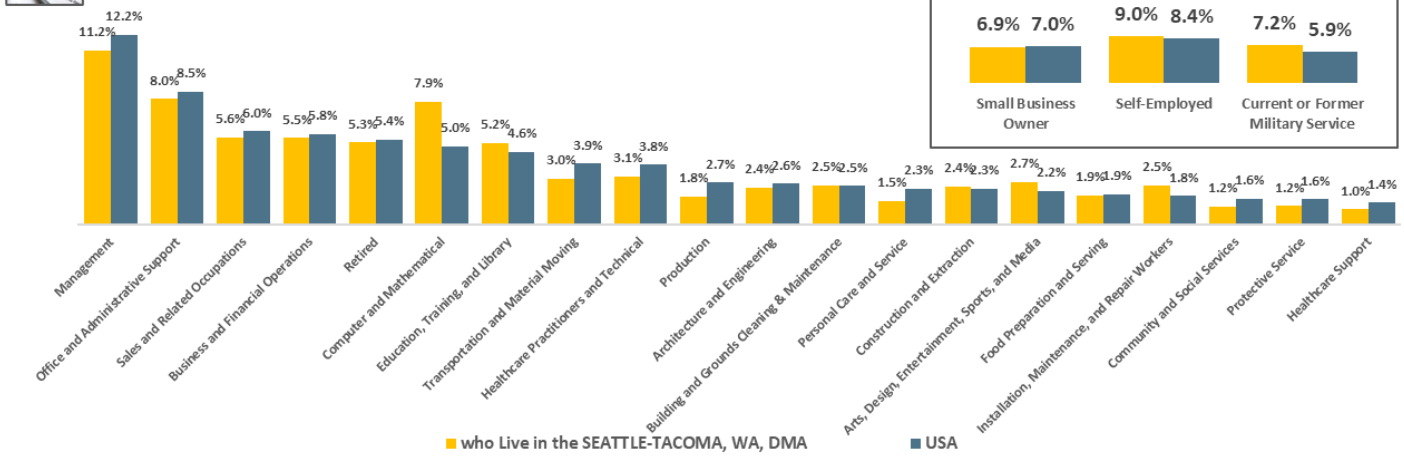
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

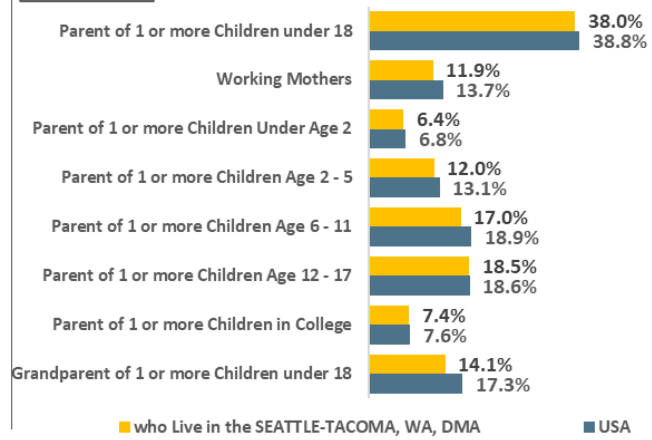


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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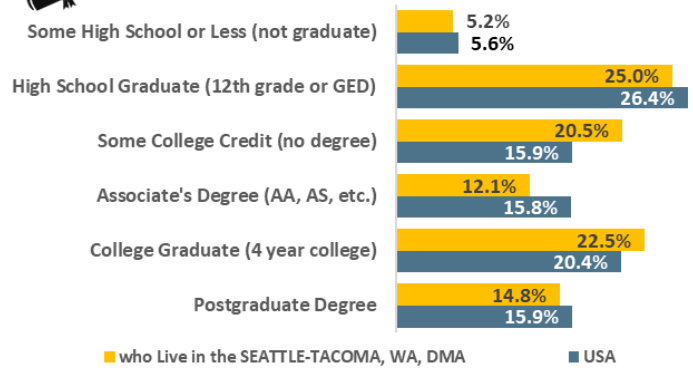
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



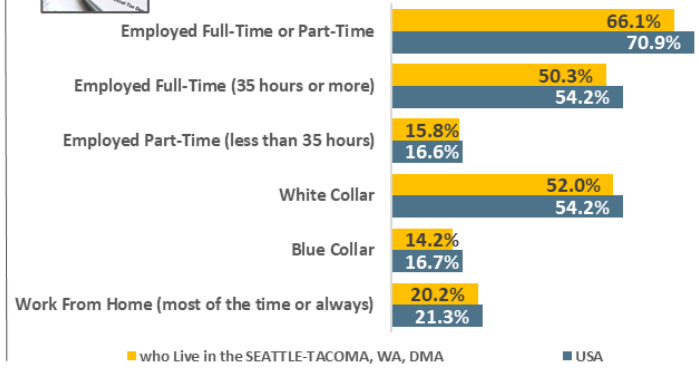
Seattle-Tacoma, WA, DMA
W25-64

1.7% or 1,493,563 of USA Women 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 2.7% more likely to be a college graduate, 7.3% less likely to work full-time, 4.6% more likely to be married, 2.9% less likely to be a parent of 1 or more children under 18.

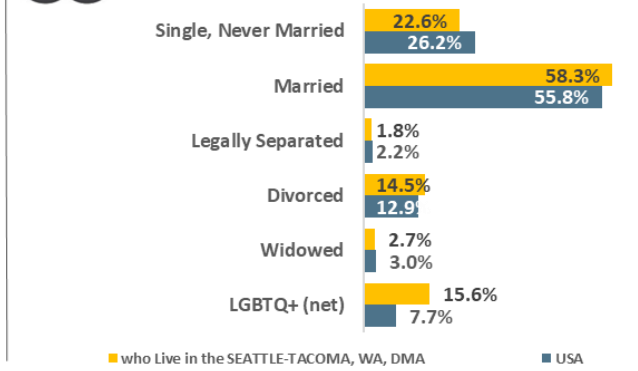
Education Levels: Women 25 - 64



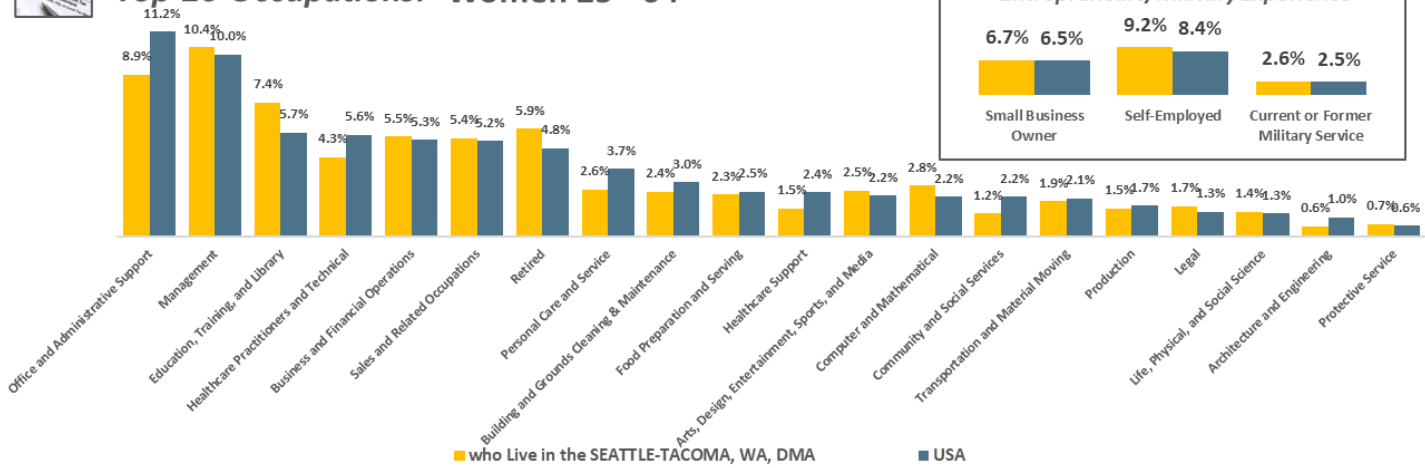
Employment: Women 25 - 64



Marital Status: Women 25 - 64

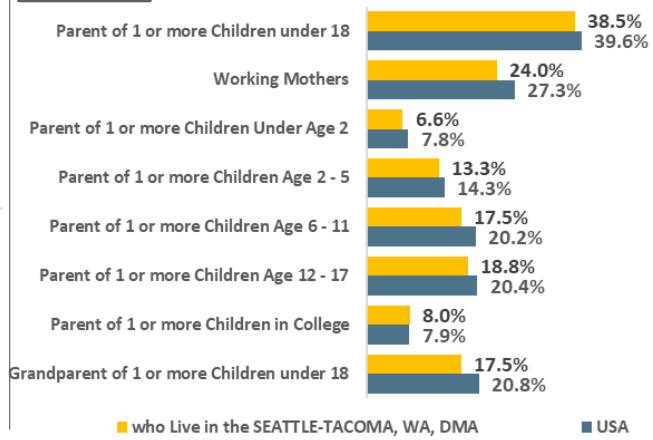


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

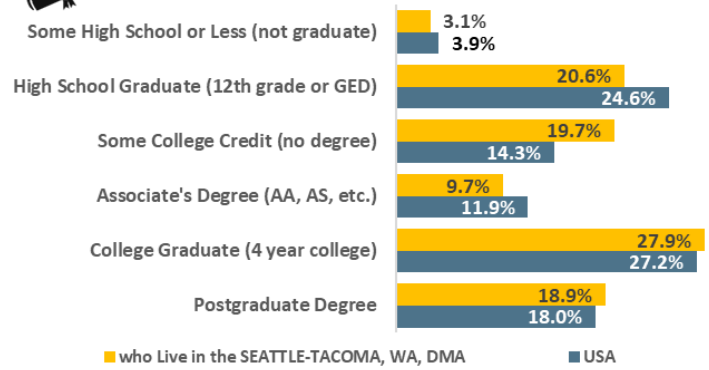


Seattle-Tacoma, WA, DMA

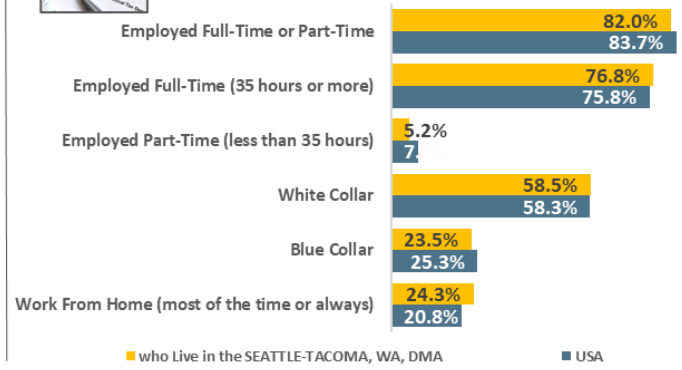
M25-64

1.8% or 1,535,954 of USA Men 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 3.5% more likely to be a college graduate, 1.3% more likely to work full-time, 8.5% more likely to be married, 1.2% less likely to be a parent of 1 or more children under 18.

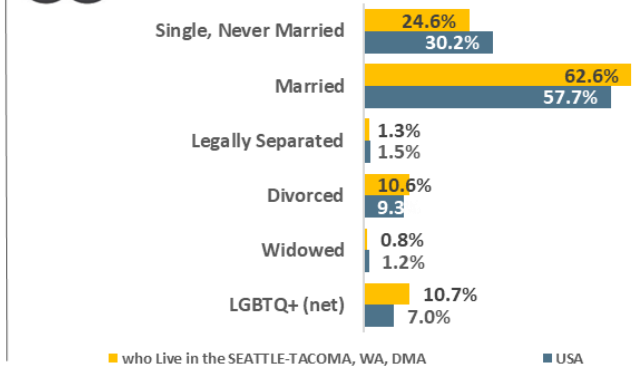
Education Levels: Men 25 - 64



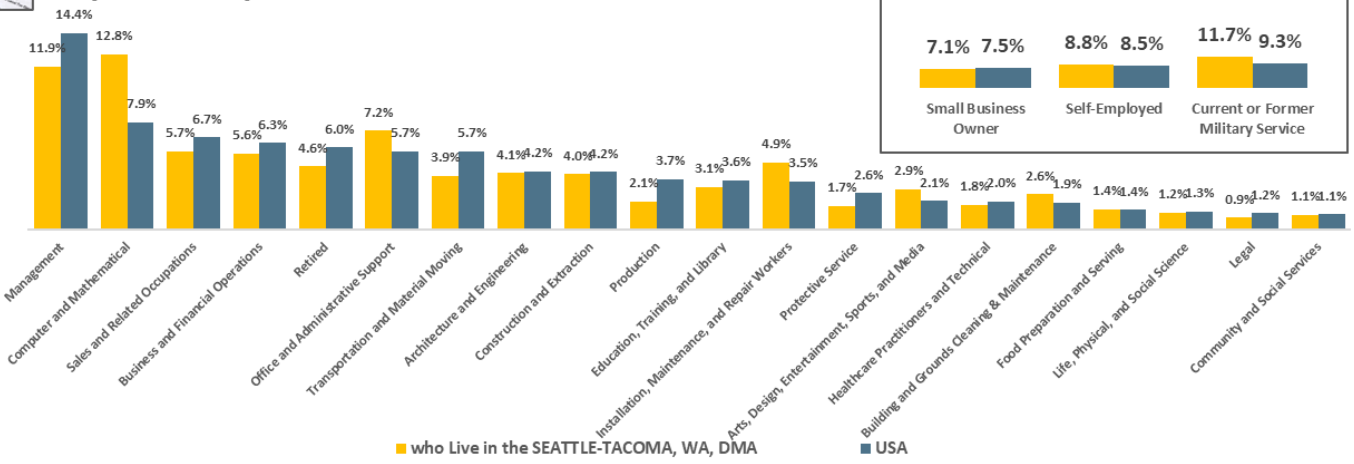
Employment: Men 25 - 64



Marital Status: Men 25 - 64

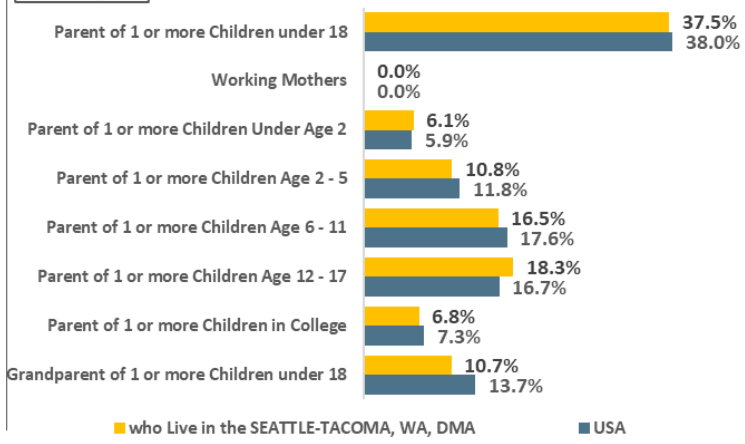


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64



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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

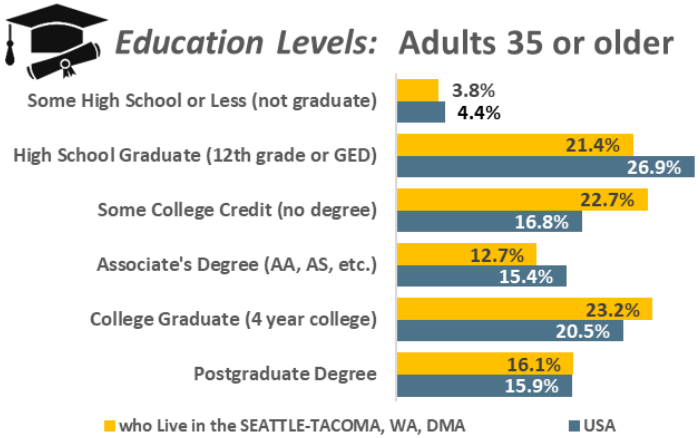


Seattle-Tacoma, WA, DMA

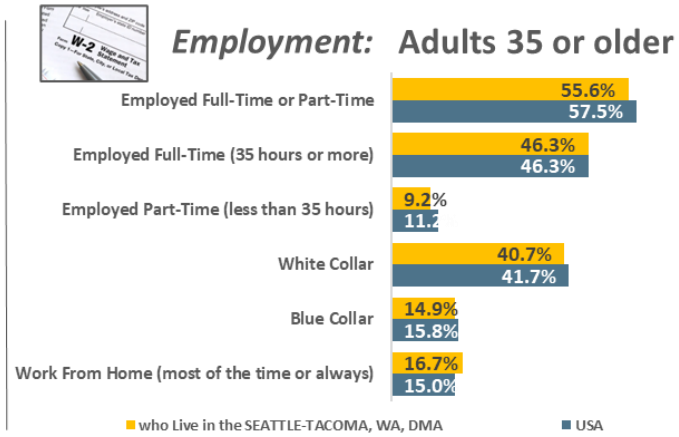
P35+

1.7% or 3,187,687 of USA Adults 35 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA are 7.9% more likely to be a college graduate, .% less likely to work full-time, 6.1% more likely to be married, 13.1% less likely to be a grandparent of 1 or more children under 18.

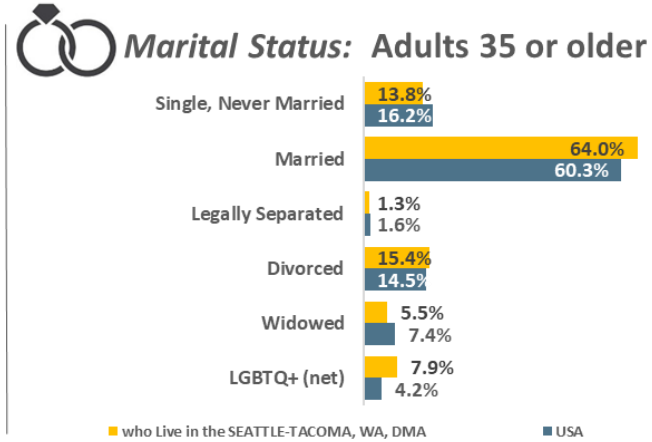
Education Levels: Adults 35 or older



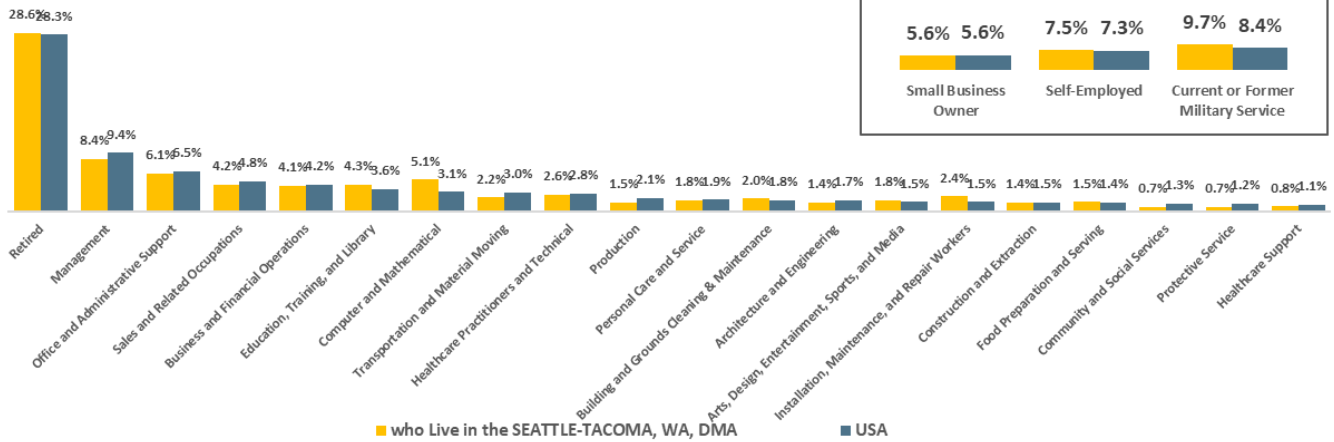
Employment: Adults 35 or older



Marital Status: Adults 35 or older

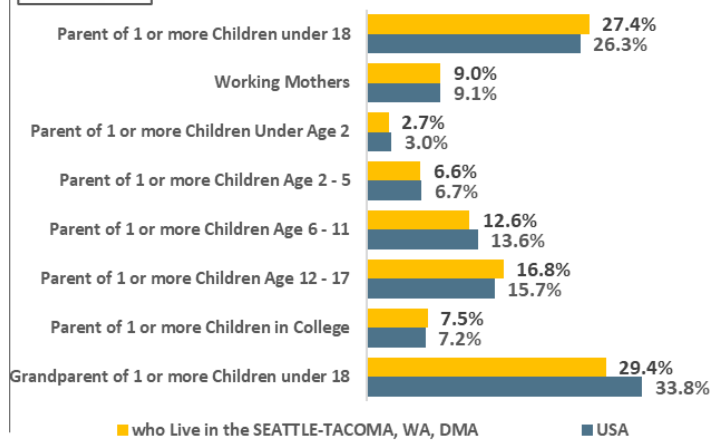


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

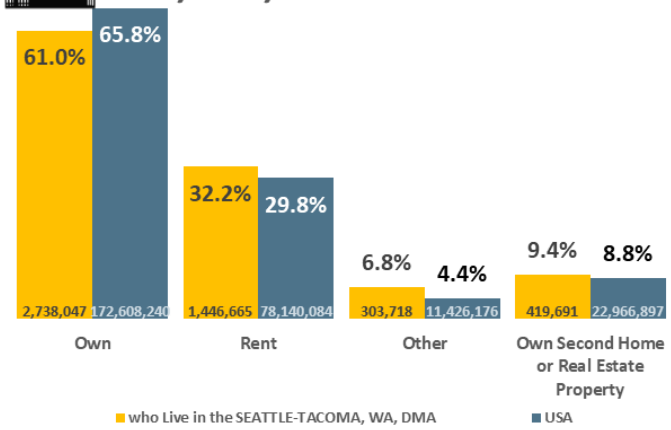


Seattle-Tacoma, WA, DMA

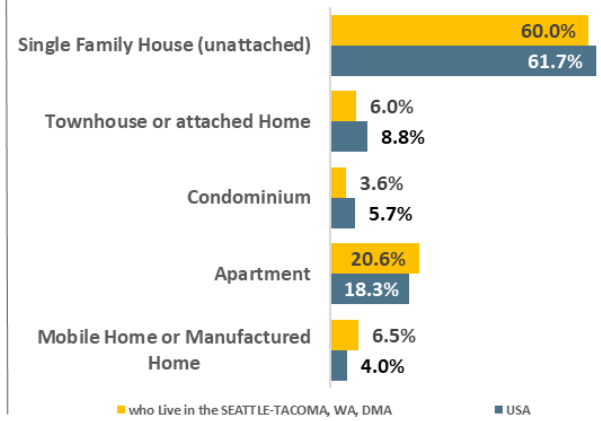
P18+

1.7% or 4,488,430 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 7.3% less likely to own their home, 94.2% more likely to own a higher valued home, 2.7% less likely to have a single-family home, 9.7% more likely to have a dog.

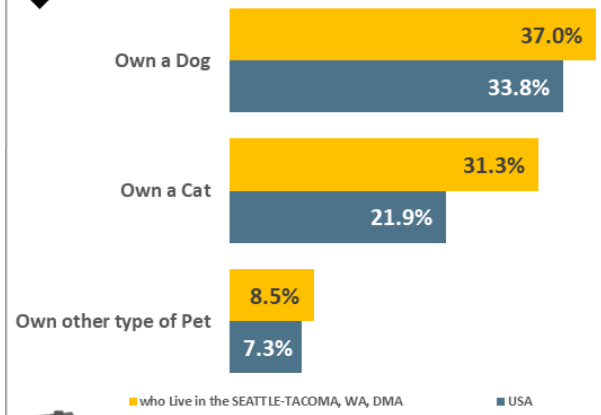
Own/Rent/Other: Adults 18 or older



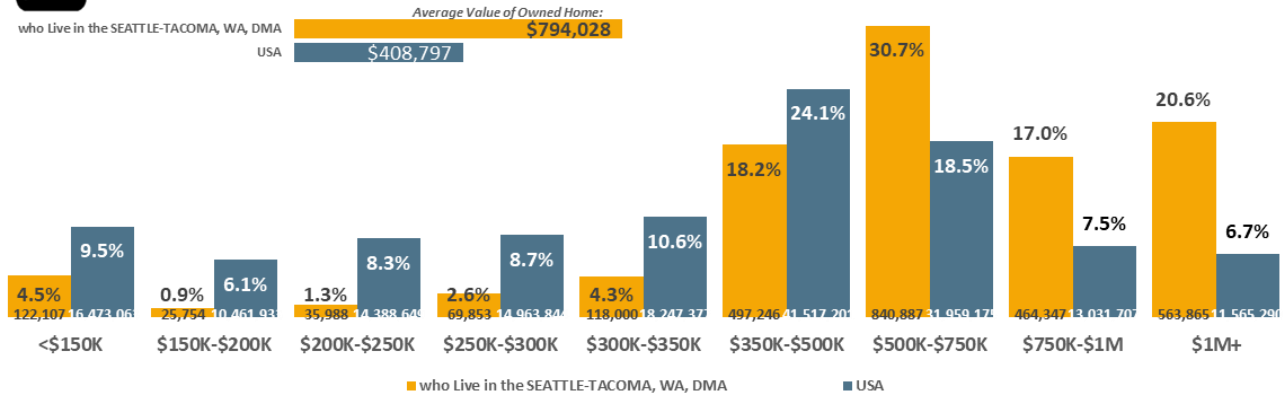
Type of Home: Adults 18 or older



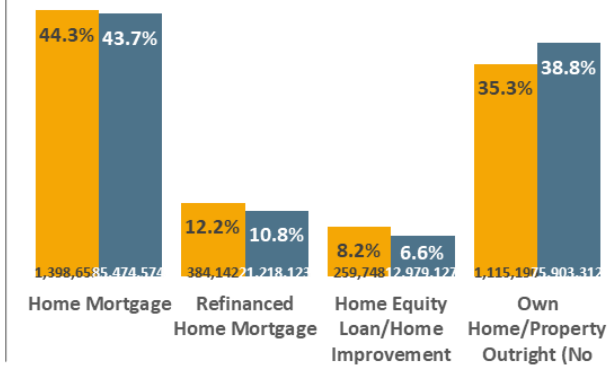
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

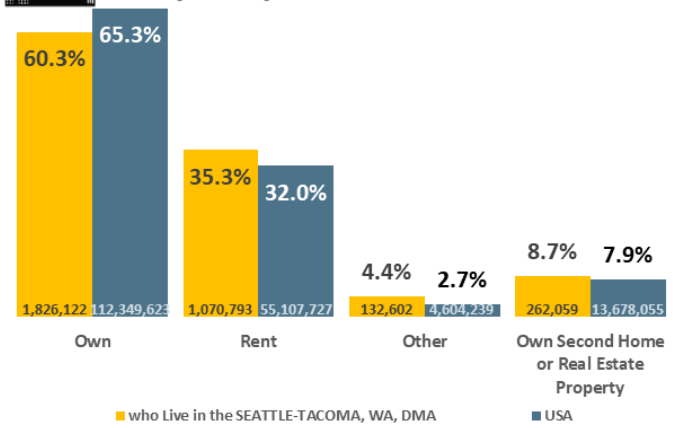


Seattle-Tacoma, WA, DMA

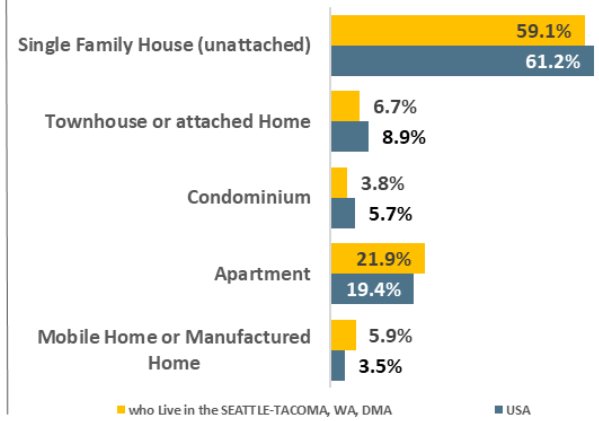
P25-64

1.8% or 3,029,517 of USA Adults 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 7.7% less likely to own their home, 93.5% more likely to own a higher valued home, 3.4% less likely to have a single-family home, 10.3% more likely to have a dog.

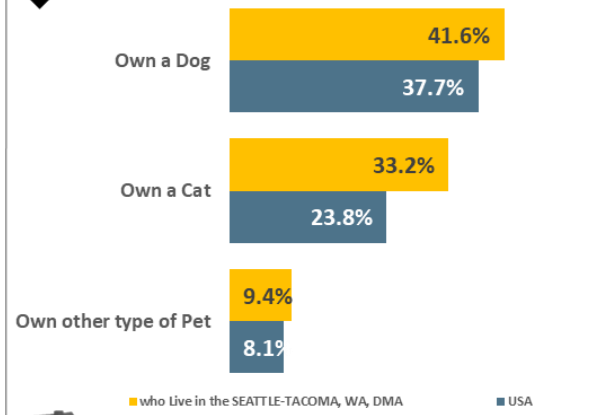
Own/Rent/Other: Adults 25 - 64



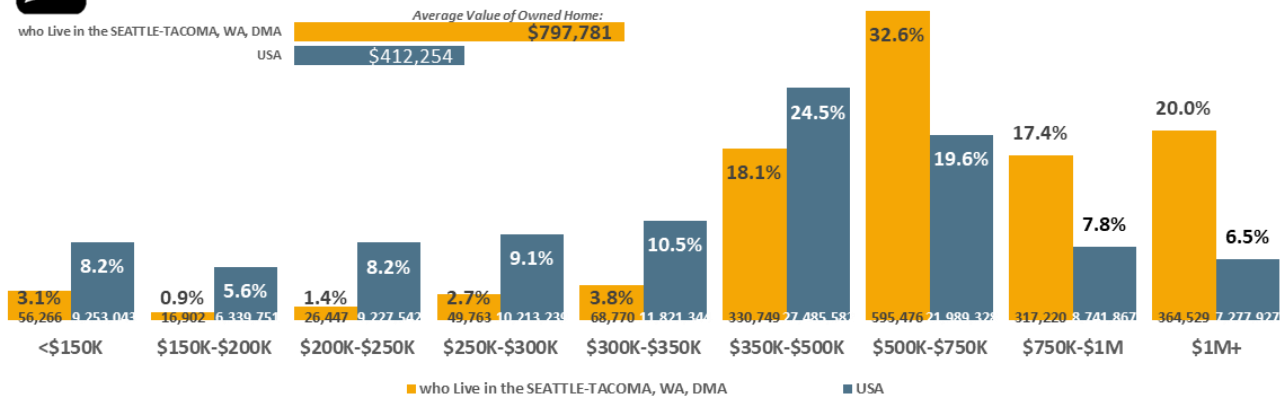
Type of Home: Adults 25 - 64



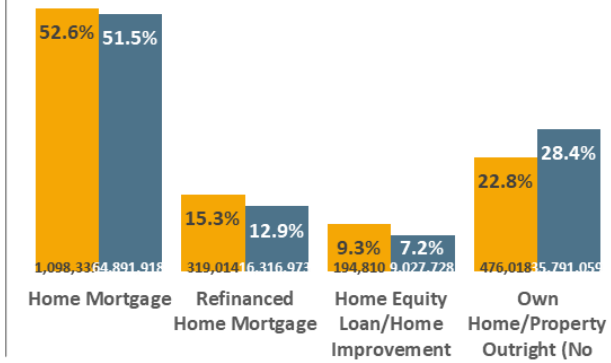
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

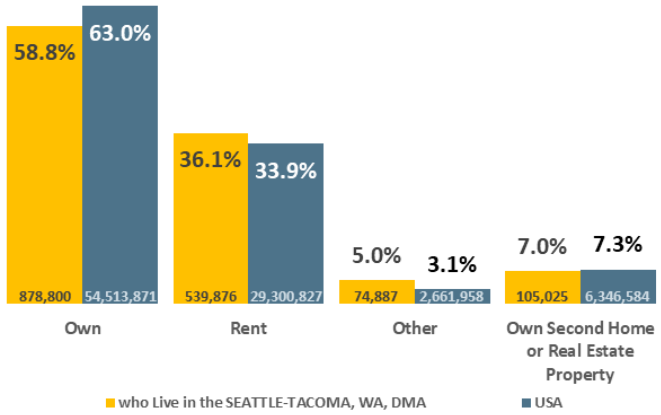


Seattle-Tacoma, WA, DMA

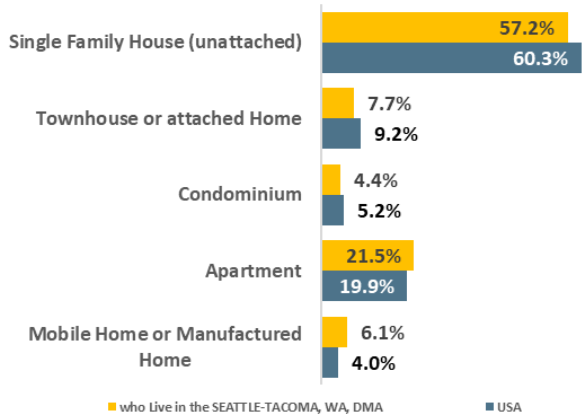
W25-64

1.7% or 1,493,563 of USA Women 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 6.7% less likely to own their home, 94.5% more likely to own a higher valued home, 5.1% less likely to have a single-family home, 15.1% more likely to have a dog.

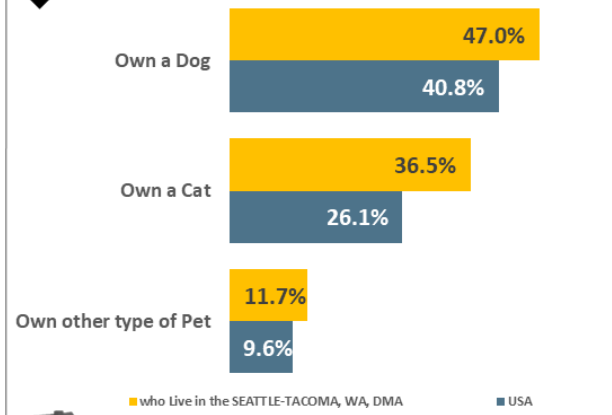
Own/Rent/Other: Women 25 - 64



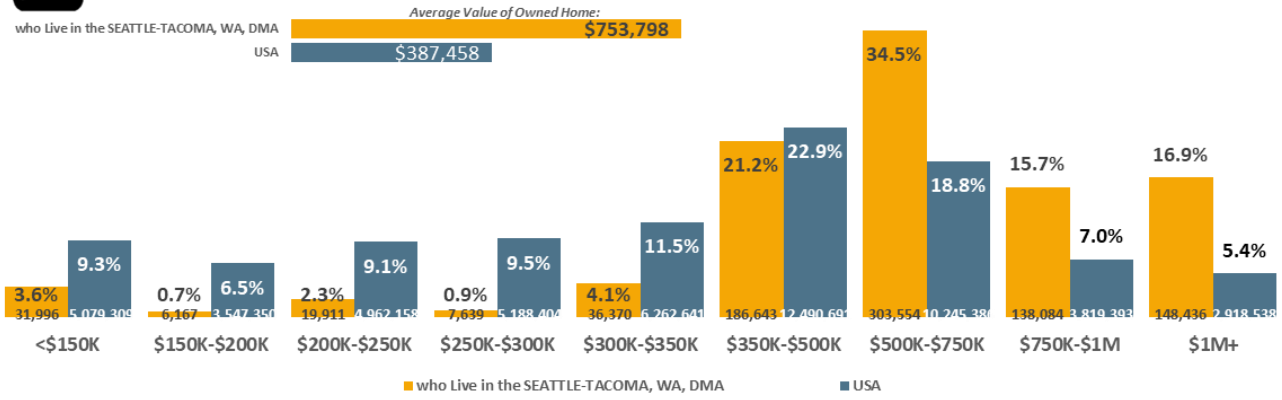
Type of Home: Women 25 - 64



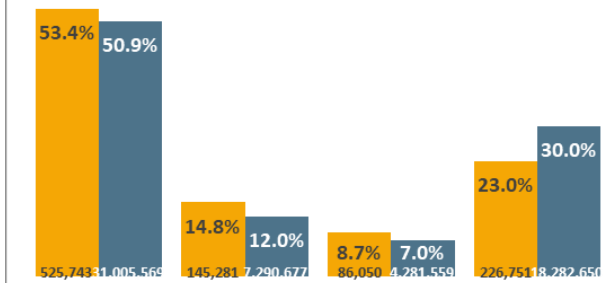
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64



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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

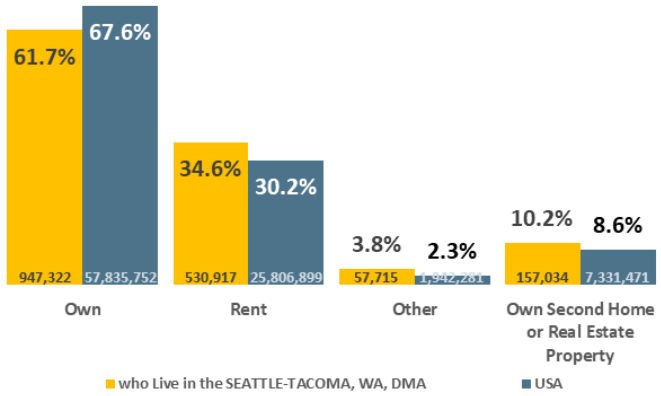


Seattle-Tacoma, WA, DMA

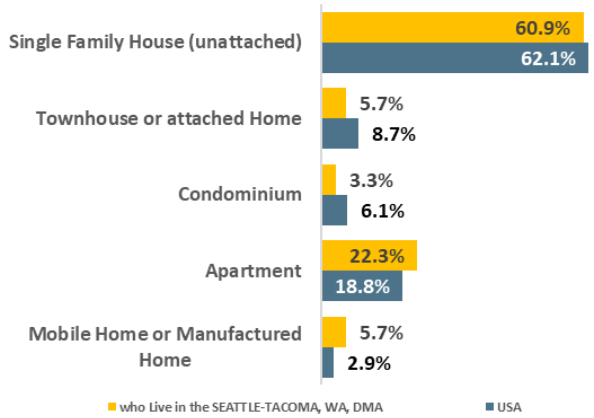
M25-64

1.8% or 1,535,954 of USA Men 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 8.7% less likely to own their home, 92.5% more likely to own a higher valued home, 1.9% less likely to have a single-family home, 5.2% more likely to have a dog.

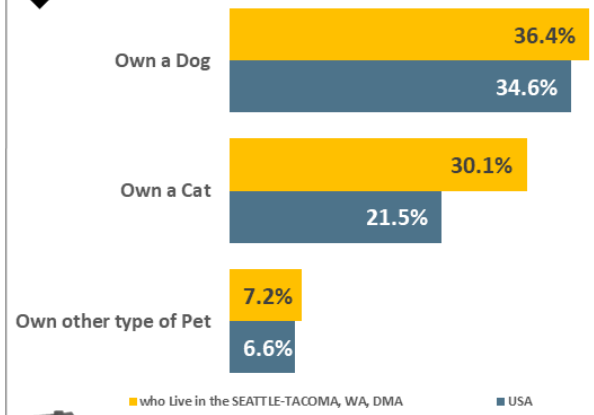
Own/Rent/Other: Men 25 - 64



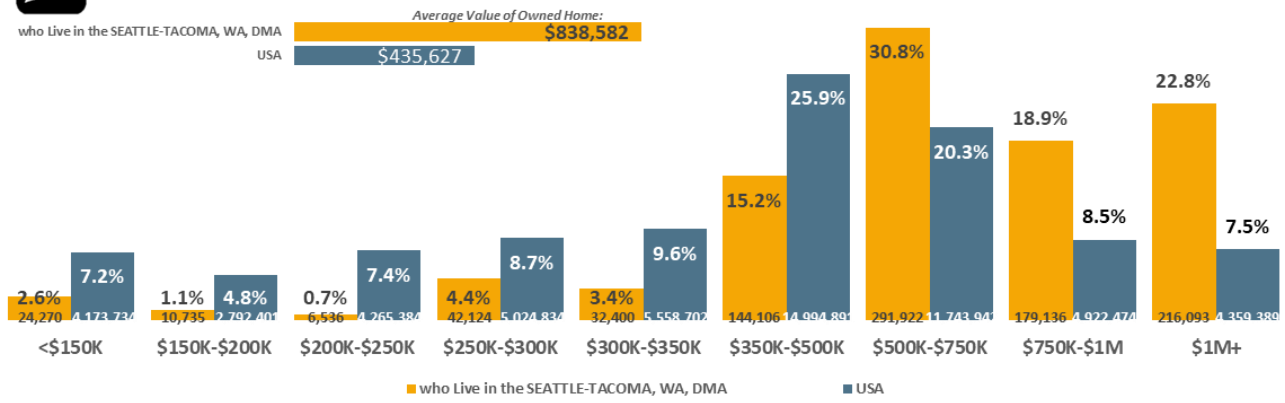
Type of Home: Men 25 - 64



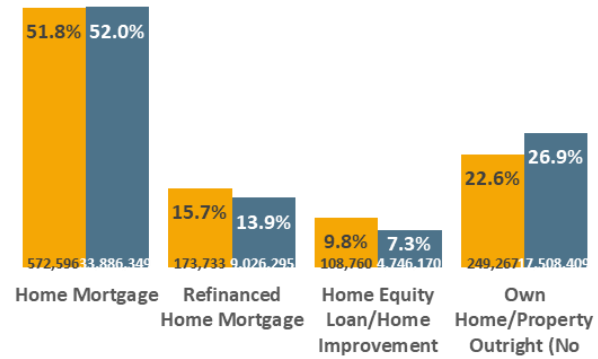
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



Home Loans: Men 25 - 64



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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

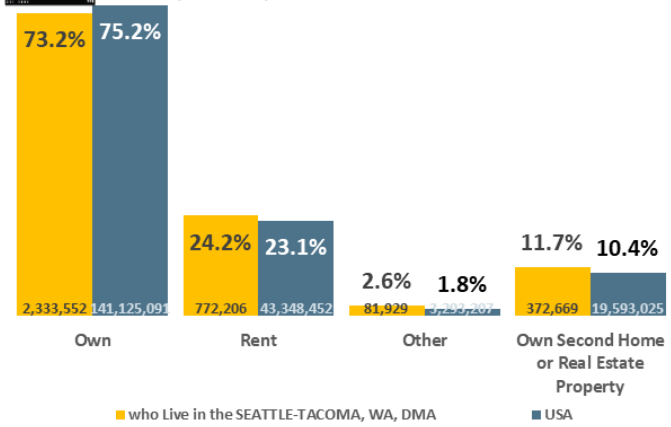


Seattle-Tacoma, WA, DMA

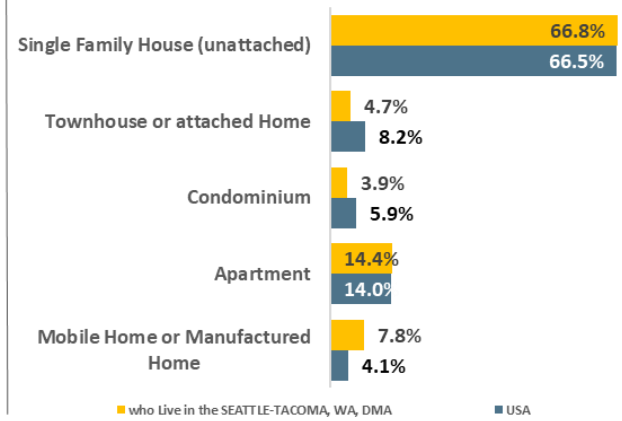
P35+

1.7% or 3,187,687 of USA Adults 35 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA are 2.6% less likely to own their home, 93.2% more likely to own a higher valued home, .5% more likely to have a single-family home, 10.9% more likely to have a dog.

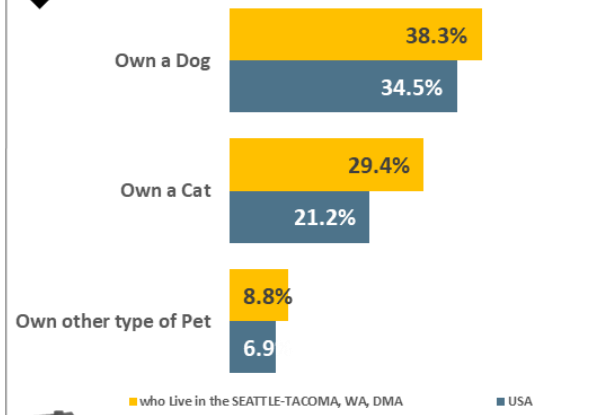
Own/Rent/Other: Adults 35 or older



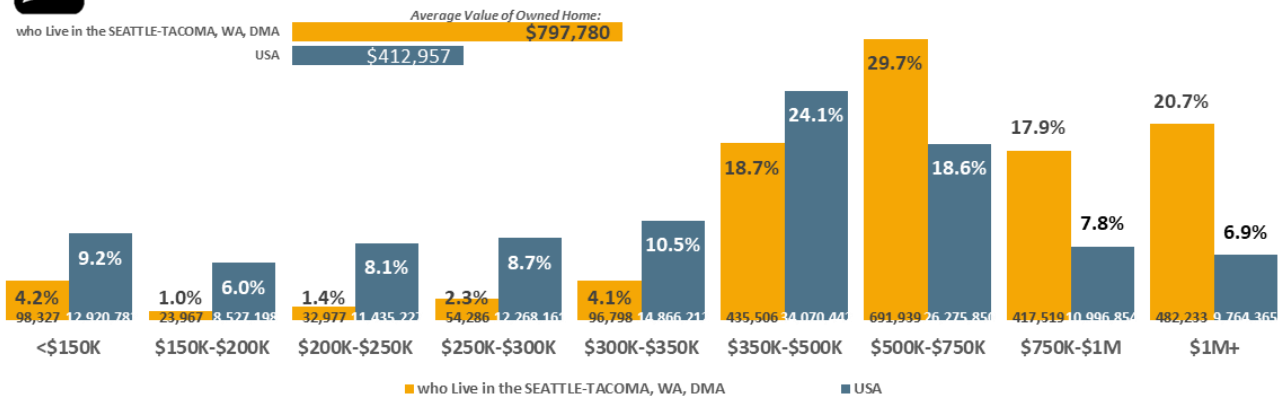
Type of Home: Adults 35 or older



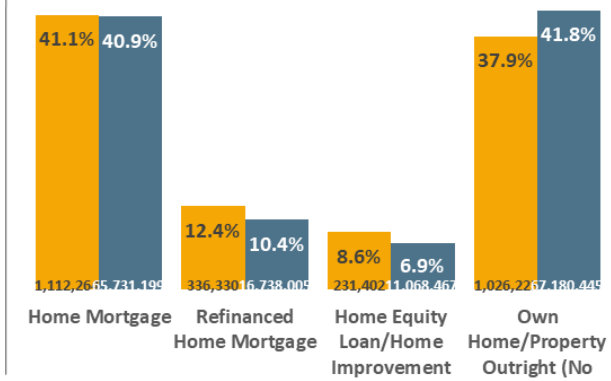
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

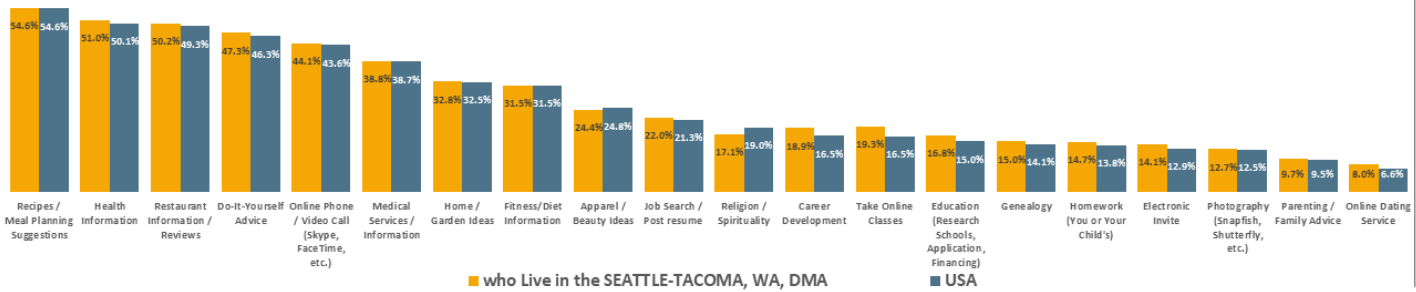


Seattle-Tacoma, WA, DMA

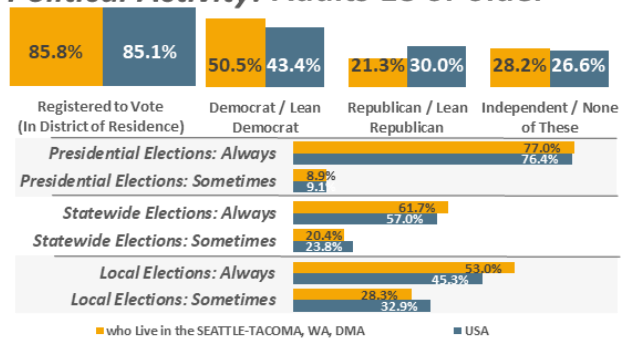
P18+

1.7% or 4,488,430 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 2.% more likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, .6% more likely to belong to a gym, 18.% more likely to fly domestic past yr.

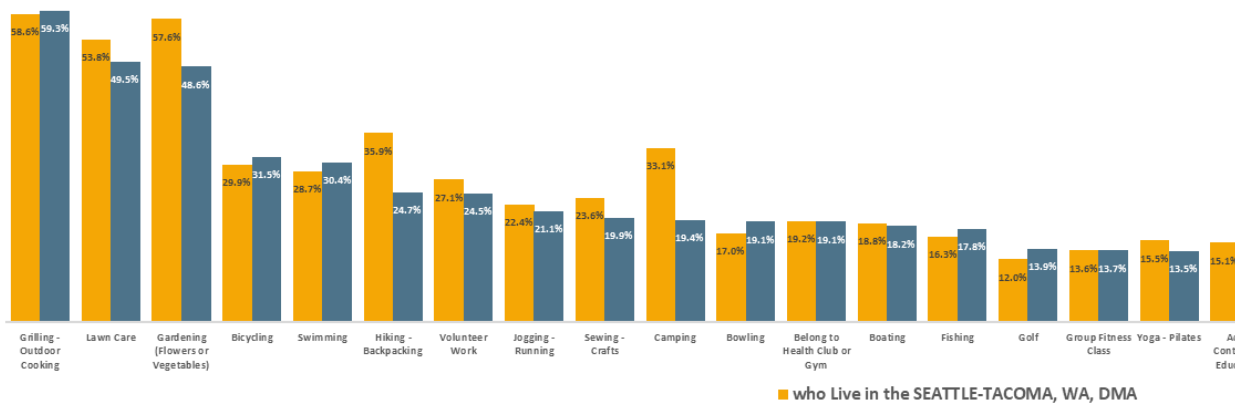
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



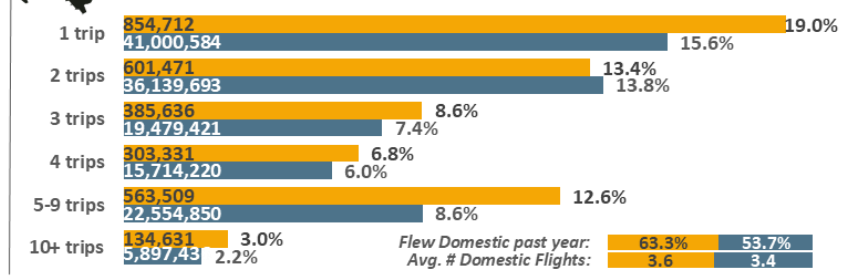
Political Activity: Adults 18 or older



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



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



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Seattle-Tacoma, WA, DMA

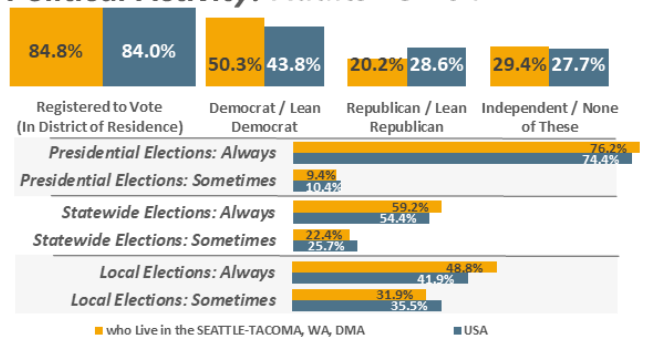
P25-64

1.8% or 3,029,517 of USA Adults 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 2.% more likely to look up D-I-Y advice online, 16.5% more likely to always vote in local elections, .8% more likely to belong to a gym, 21.7% more likely to fly domestic past yr.

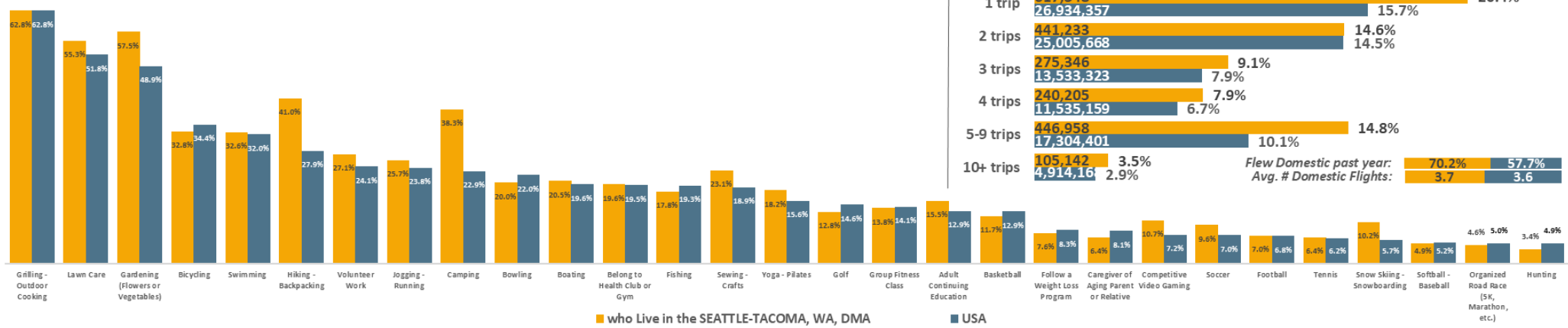
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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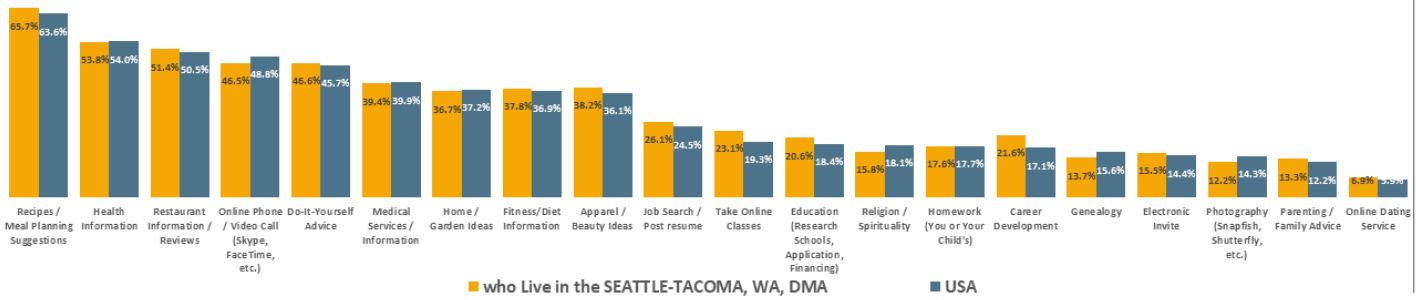


Seattle-Tacoma, WA, DMA

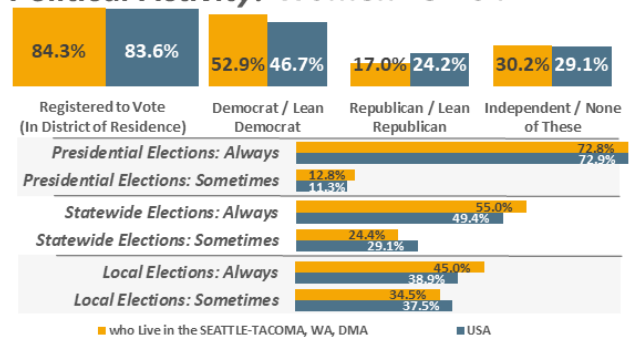
W25-64

1.7% or 1,493,563 of USA Women 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 1.9% more likely to look up D-I-Y advice online, 15.8% more likely to always vote in local elections, 18.3% more likely to belong to a gym, 24.5% more likely to fly domestic past yr.

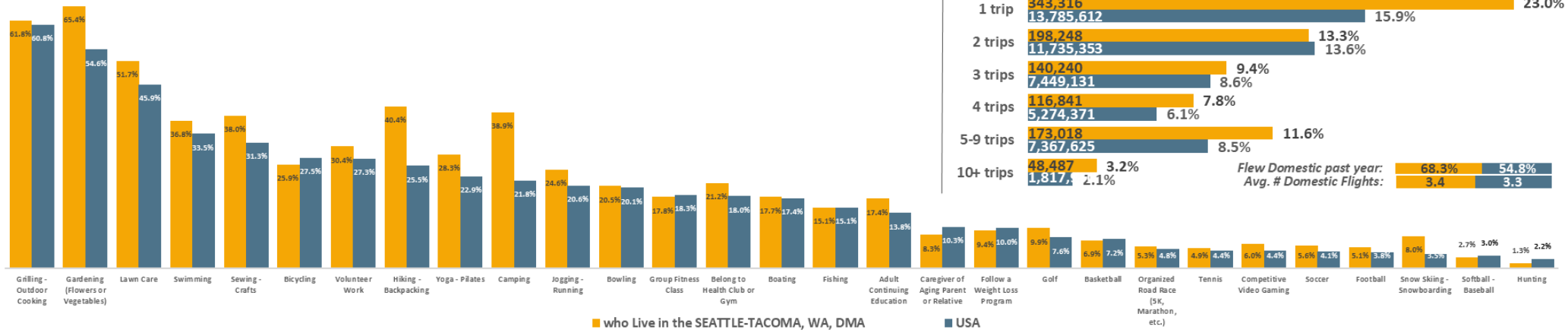
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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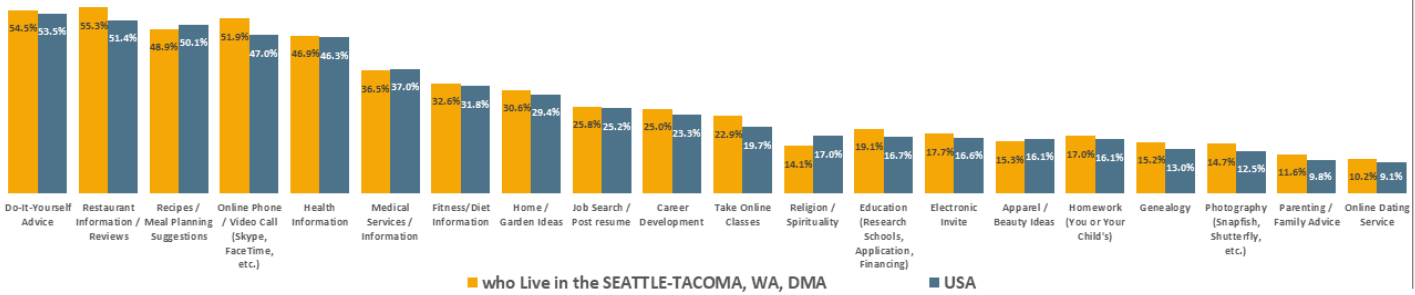


Seattle-Tacoma, WA, DMA

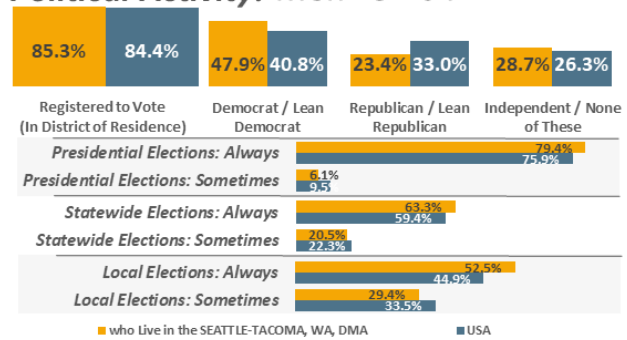
M25-64

1.8% or 1,535,954 of USA Men 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 1.8% more likely to look up D-I-Y advice online, 16.8% more likely to always vote in local elections, 14.% less likely to belong to a gym, 19.% more likely to fly domestic past yr.

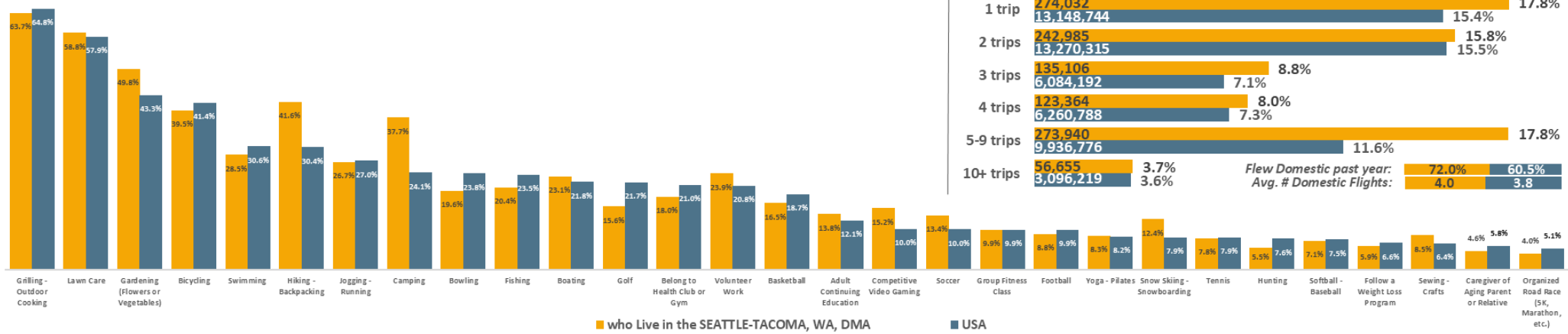
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



Political Activity: Men 25 - 64



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



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

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Seattle-Tacoma, WA, DMA

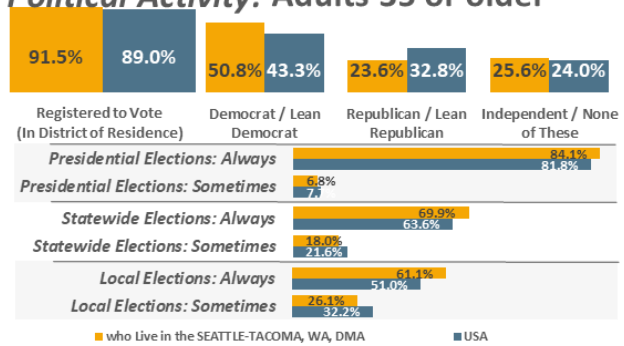
P35+

1.7% or 3,187,687 of USA Adults 35 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA are 3.6% more likely to look up D-I-Y advice online, 19.9% more likely to always vote in local elections, 4.5% less likely to belong to a gym, 18.4% more likely to fly domestic past yr.

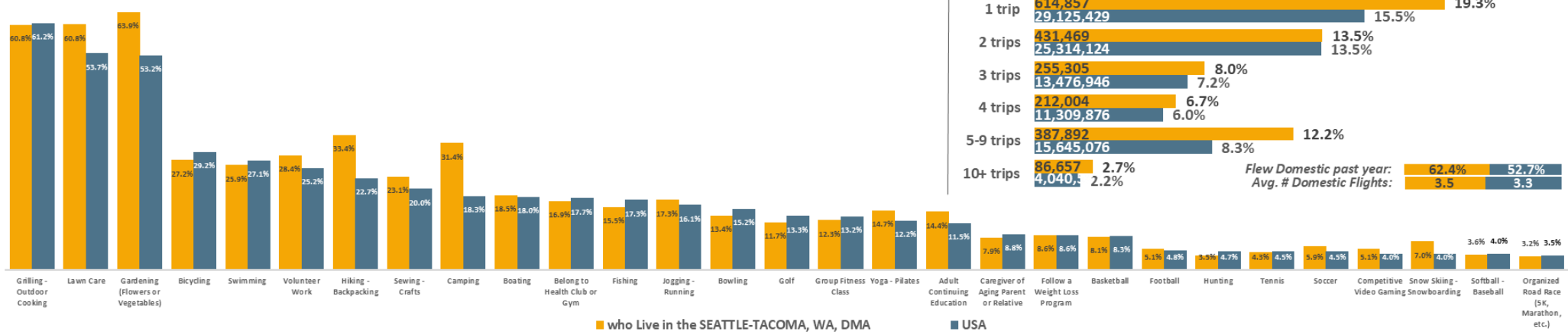
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



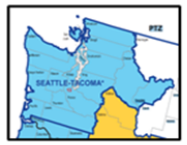
Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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Seattle-Tacoma, WA, DMA

P18+

1.7% or 4,488,430 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 4.8% less likely to use QSRs past mo., 3.6% less likely to use Sit-Down Restaurants past mo., 16.7% more likely to use Casinos past yr., 1.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



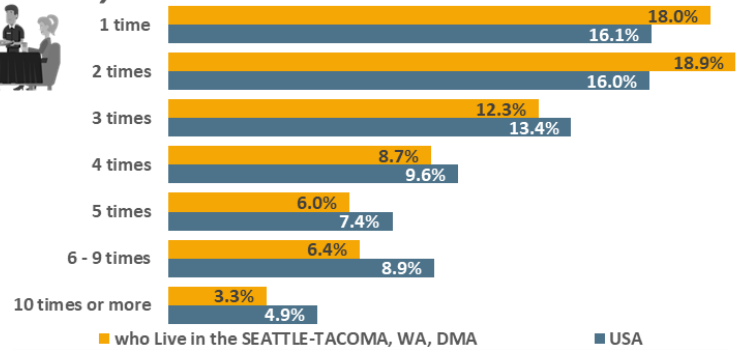
Total Monthly QSR Users:



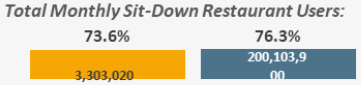
Avg. Monthly QSR Meals:

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

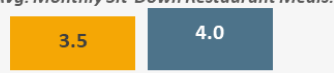




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

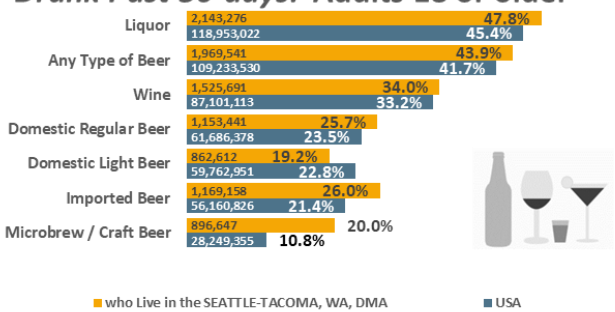
(Sit-Down Restaurants Used Past 30-days)



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

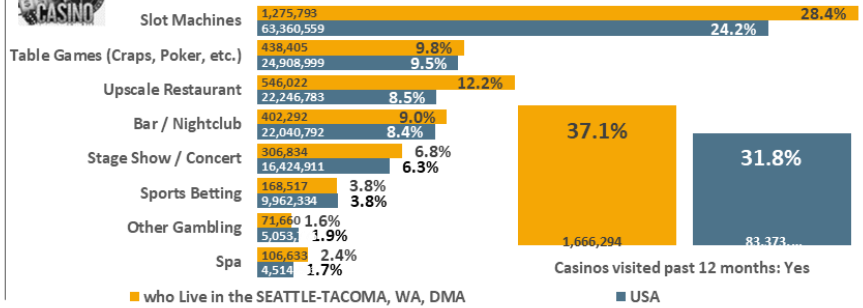


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



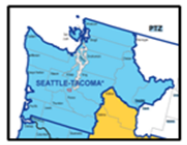


Used Past 30-days: Adults 18 or older



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Seattle-Tacoma, WA, DMA

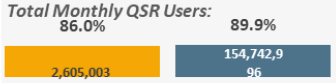
P25-64

1.8% or 3,029,517 of USA Adults 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 4.4% less likely to use QSRs past mo., 3.5% less likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 7.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

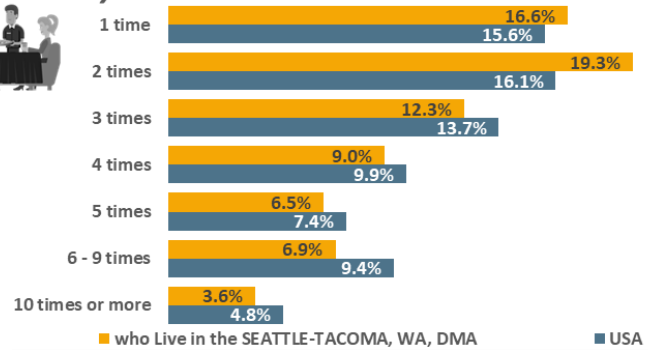


Avg. Monthly QSR Meals:

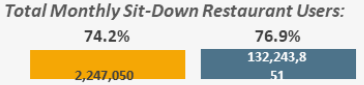


Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

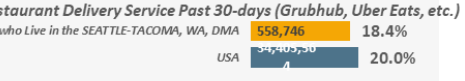


Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

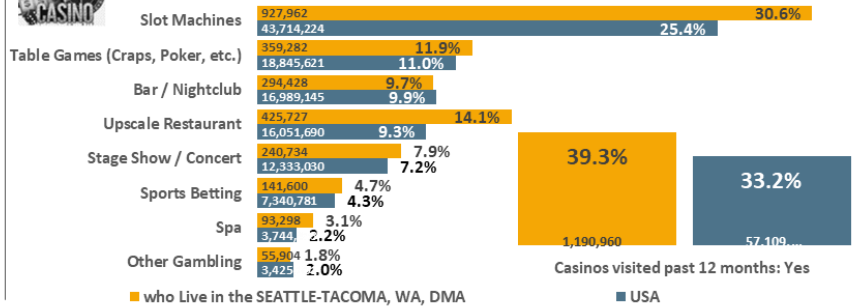


Drank Past 30-days: Adults 25 - 64





Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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Seattle-Tacoma, WA, DMA

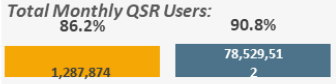
W25-64

1.7% or 1,493,563 of USA Women 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 5.% less likely to use QSRs past mo., 4.5% less likely to use Sit-Down Restaurants past mo., 18.8% more likely to use Casinos past yr., 5.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64



Total Monthly QSR Users:



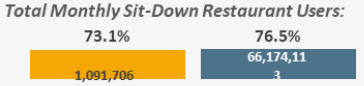
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

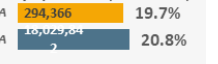


Top-10 Cuisines: Women 25 - 64

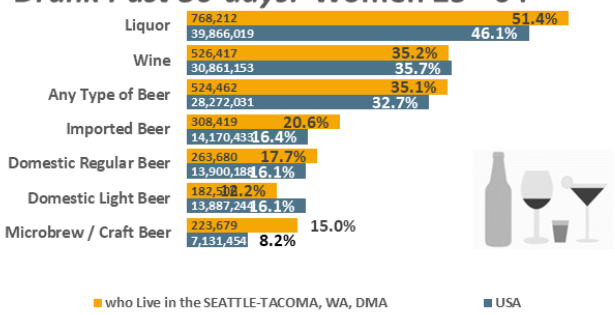
(Sit-Down Restaurants Used Past 30-days)



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

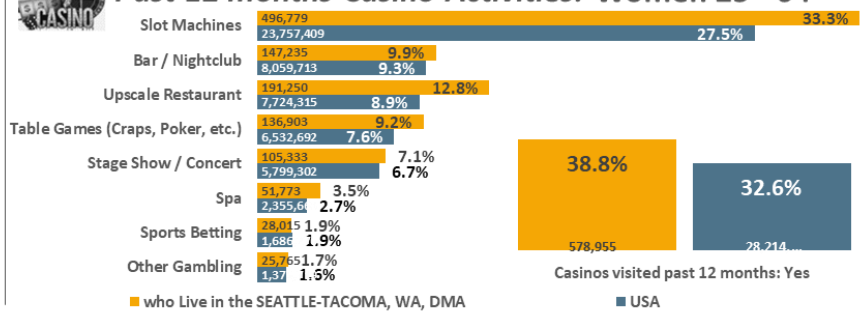


Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



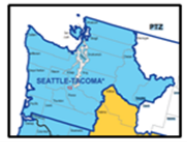


Used Past 30-days: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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Seattle-Tacoma, WA, DMA

M25-64

1.8% or 1,535,954 of USA Men 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 3.7% less likely to use QSRs past mo., 2.6% less likely to use Sit-Down Restaurants past mo., 18.% more likely to use Casinos past yr., 10.% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 64



Total Monthly QSR Users:
85.8% 89.1%
1,317,129 76,213,484

Avg. Monthly QSR Meals:
5.8 6.7

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



Total Monthly Sit-Down Restaurant Users:
75.2% 77.2%
1,155,344 66,069,738

Avg. Monthly Sit-Down Restaurant Meals:
3.9 4.1

Top-10 Cuisines: Men 25 - 64

(Sit-Down Restaurants Used Past 30-days)



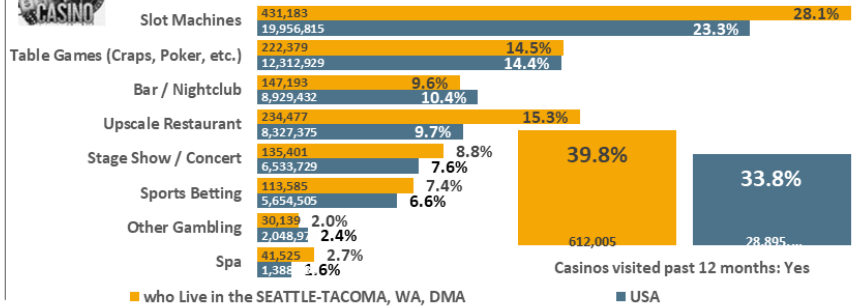
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the SEATTLE-TACOMA, WA, DMA 264,380 17.2%
USA 19.1%

Drank Past 30-days: Men 25 - 64



Past 12 months Casino Activities: Men 25 - 64



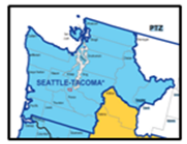


Used Past 30-days: Men 25 - 64



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Seattle-Tacoma, WA, DMA

P35+

1.7% or 3,187,687 of USA Adults 35 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA are 4.5% less likely to use QSRs past mo., 3.4% less likely to use Sit-Down Restaurants past mo., 19.9% more likely to use Casinos past yr., 4.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



	who Live in the SEATTLE-TACOMA, WA, DMA	USA
1 time	11.4%	8.9%
2 times	12.6%	10.8%
3 times	12.3%	11.1%
4 times	11.4%	10.8%
5 times	10.0%	10.6%
6 - 9 times	16.7%	19.8%
10 times or more	8.7%	15.0%

Total Monthly QSR Users: 83.2% (2,651,274) | 87.1% (163,468,728)

Avg. Monthly QSR Meals: 5.1 | 6.1

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



	who Live in the SEATTLE-TACOMA, WA, DMA	USA
1 time	18.0%	16.1%
2 times	19.3%	15.6%
3 times	11.9%	12.9%
4 times	9.0%	10.1%
5 times	5.9%	7.7%
6 - 9 times	6.1%	8.8%
10 times or more	3.4%	4.9%

Total Monthly Sit-Down Restaurant Users: 73.5% (2,343,541) | 76.1% (142,830,278)

Avg. Monthly Sit-Down Restaurant Meals: 3.5 | 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the SEATTLE-TACOMA, WA, DMA	373,232 — 11.7%
USA	24,715,942 — 13.2%

Drank Past 30-days: Adults 35 or older



	who Live in the SEATTLE-TACOMA, WA, DMA	USA
Liquor	1,563,876 — 49.1%	85,429,450 — 45.5%
Any Type of Beer	1,464,049 — 45.9%	80,768,364 — 43.0%
Wine	1,147,731 — 36.0%	66,333,417 — 35.3%
Domestic Regular Beer	829,825 — 26.0%	44,524,158 — 23.7%
Domestic Light Beer	588,710 — 18.5%	42,933,871 — 22.9%
Imported Beer	845,193 — 26.5%	40,060,709 — 21.3%
Microbrew / Craft Beer	679,528 — 21.3%	20,072,030 — 10.7%

Past 12 months Casino Activities: Adults 35 or older



	who Live in the SEATTLE-TACOMA, WA, DMA	USA
Slot Machines	983,458 — 30.9%	48,666,376 — 25.9%
Upscale Restaurant	431,797 — 13.5%	17,354,092 — 9.2%
Table Games (Craps, Poker, etc.)	300,848 — 9.4%	17,212,323 — 9.2%
Bar / Nightclub	251,316 — 7.9%	15,293,292 — 8.1%
Stage Show / Concert	236,577 — 7.4%	12,879,778 — 6.9%
Sports Betting	122,388 — 3.8%	6,224,520 — 3.3%
Other Gambling	45,427 — 1.4%	3,683 — 2.0%
Spa	72,817 — 2.3%	3,211 — 1.7%

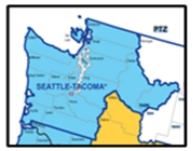
Casinos visited past 12 months: Yes — 39.2% (1,249,479) | 32.7% (61,375,...)

Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,951*

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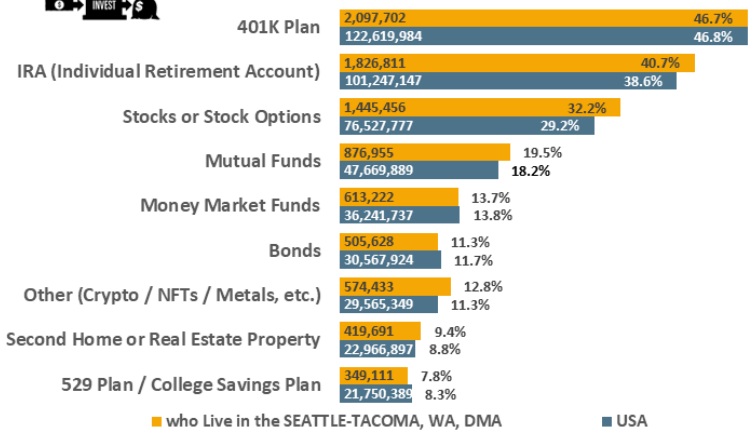
Seattle-Tacoma, WA, DMA

P18+

1.7% or 4,488,430 of USA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are .1% less likely to have a 401K, 4.8% more likely to have an Auto Loan, 9.8% more likely to Invest/Trade Stocks Online, 8.% more likely to pay with their Debit Card.

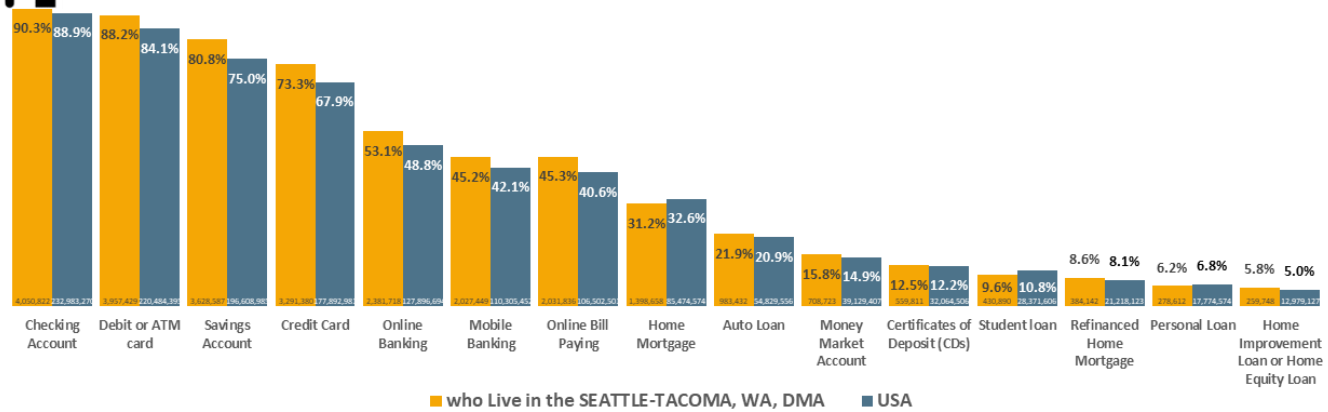
Investments Owned: Adults 18 or older



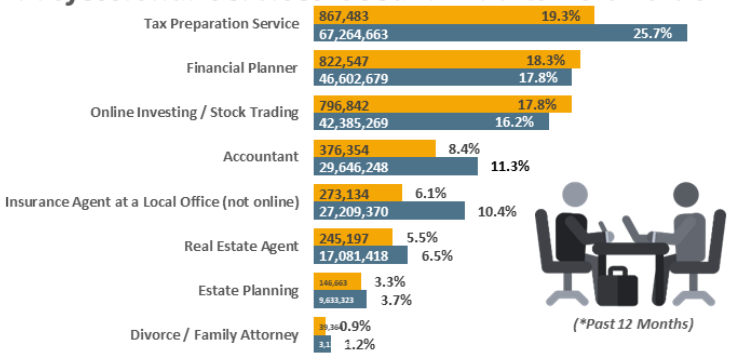


Financial Services Has and/or Uses: Adults 18 or older





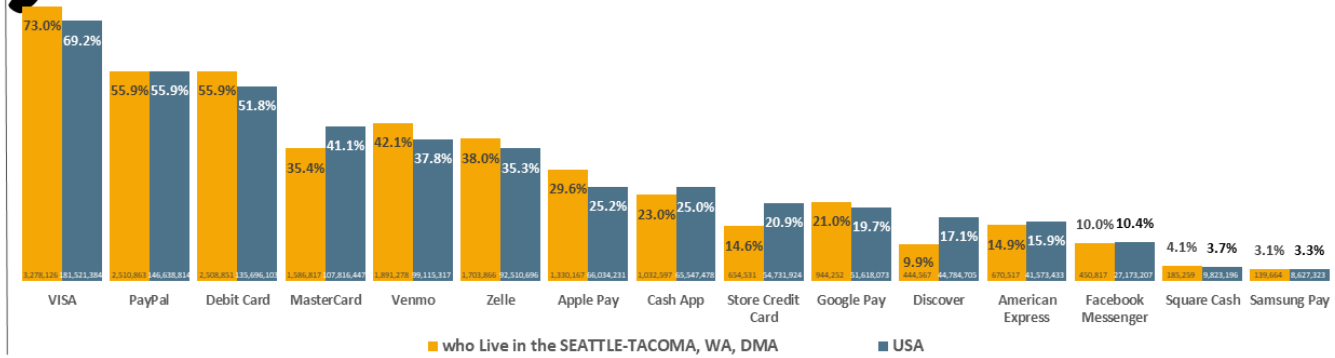
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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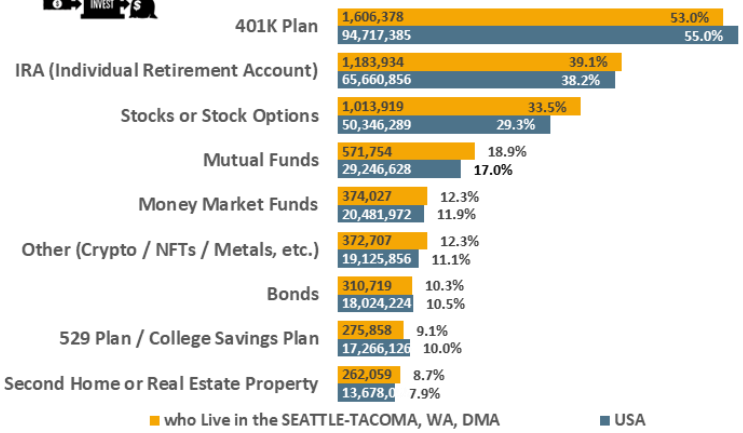
Seattle-Tacoma, WA, DMA

P25-64

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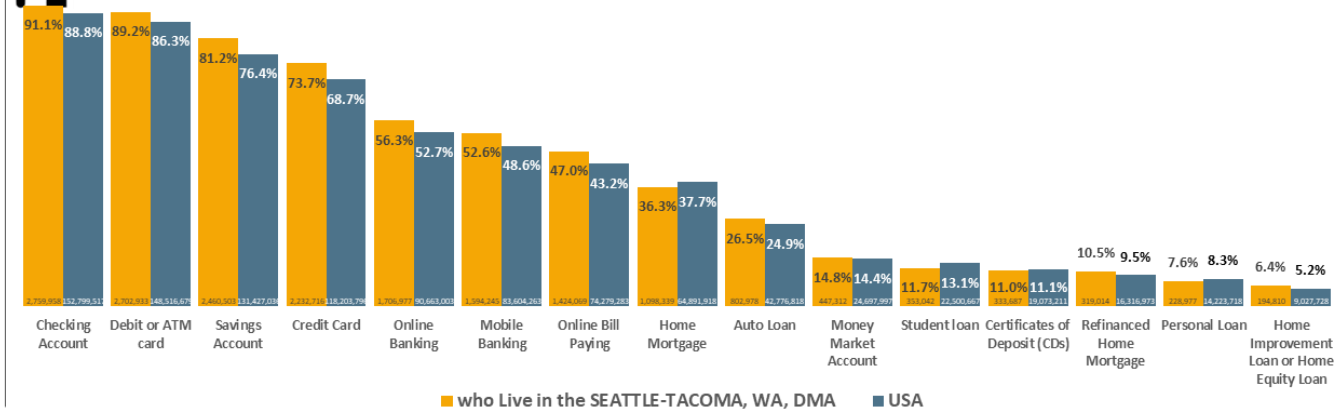
Investments Owned: Adults 25 - 64



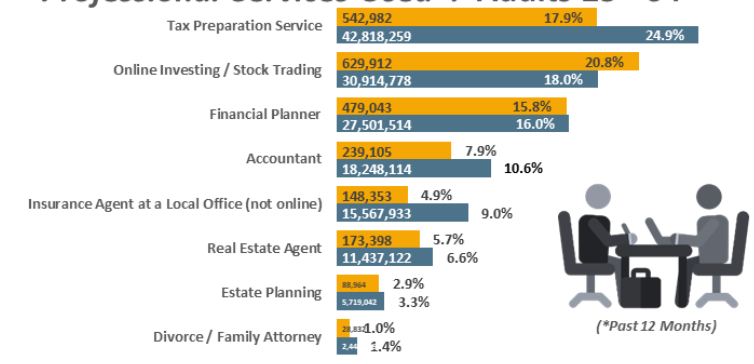


Financial Services Has and/or Uses: Adults 25 - 64





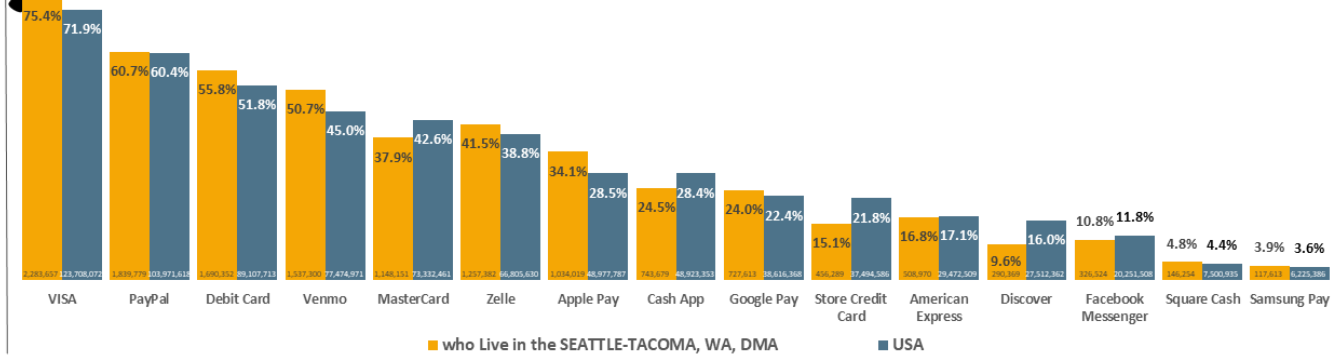
Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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

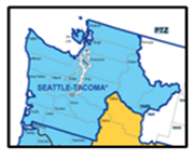




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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



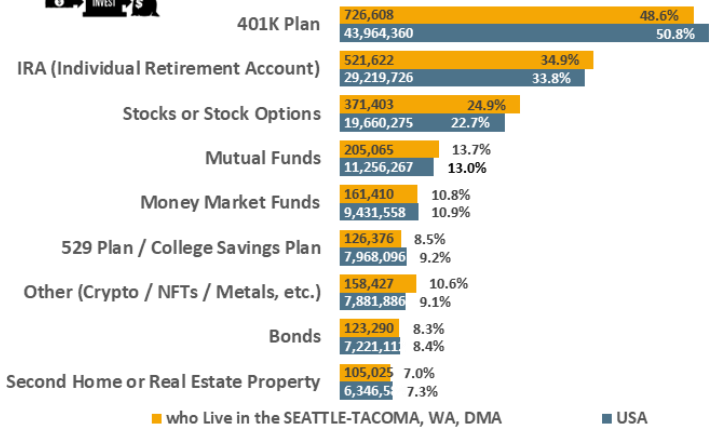
Seattle-Tacoma, WA, DMA

W25-64

1.7% or 1,493,563 of USA Women 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 4.3% less likely to have a 401K, 5.8% more likely to have an Auto Loan, 2.2% less likely to Invest/Trade Stocks Online, 2.5% more likely to pay with their Debit Card.

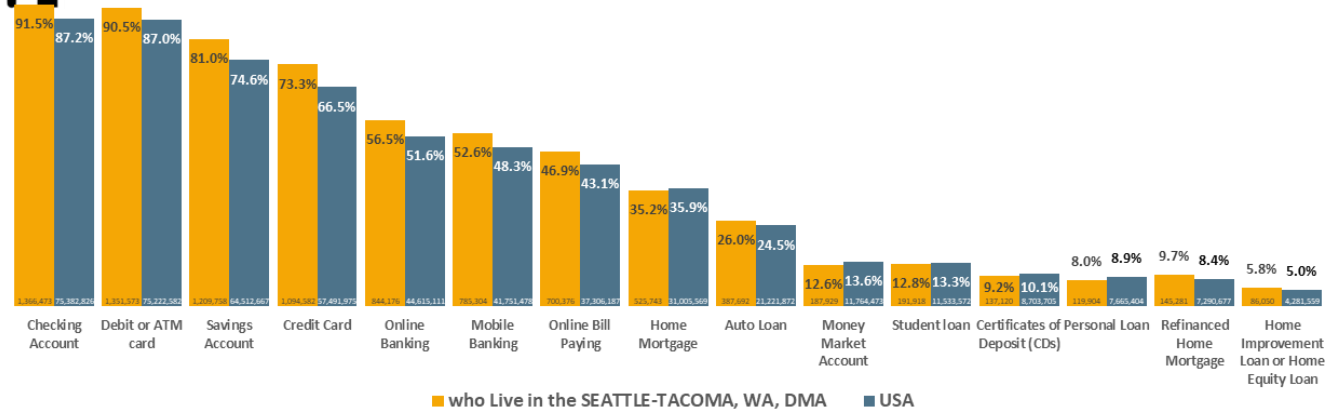
Investments Owned: Women 25 - 64



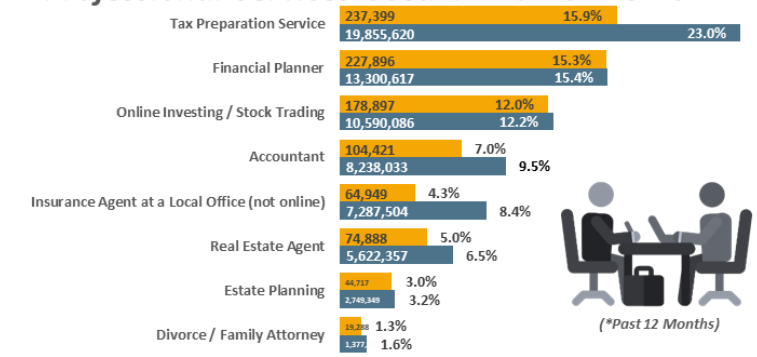


Financial Services Has and/or Uses: Women 25 - 64





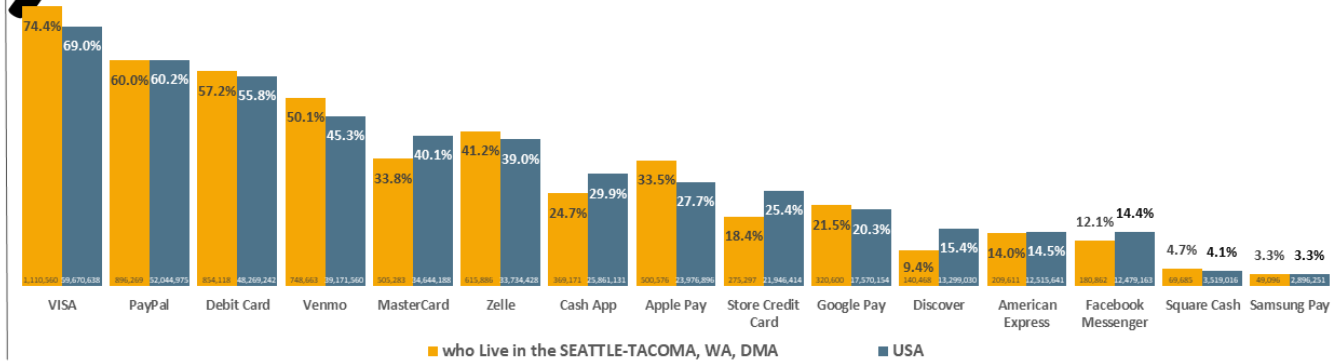
Professional Services Used:* Women 25 - 64



*(*Past 12 Months)*

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





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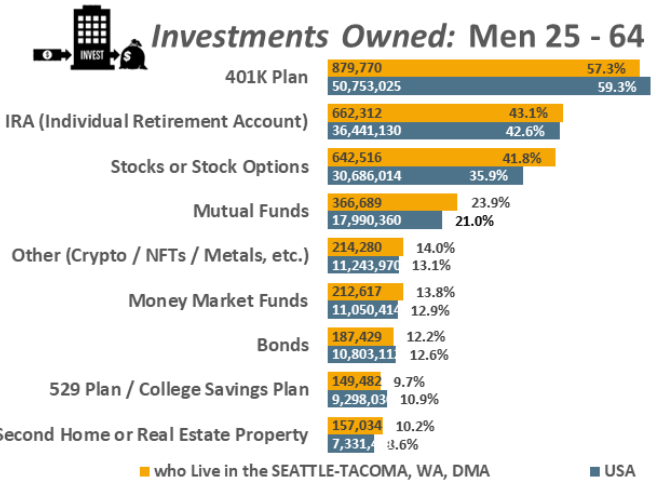


Seattle-Tacoma, WA, DMA

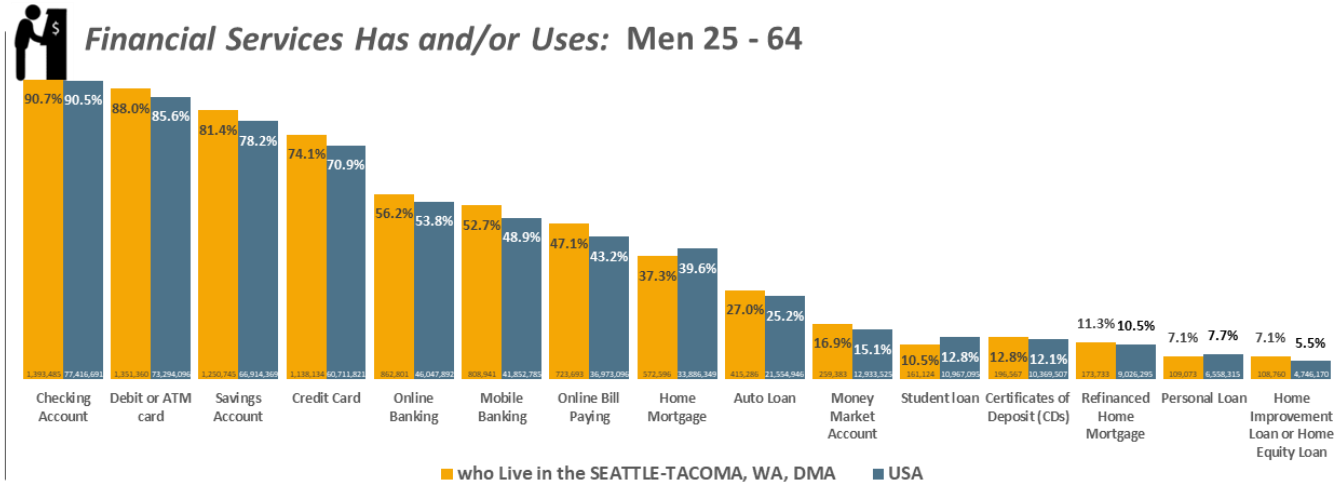
M25-64

1.8% or 1,535,954 of USA Men 25 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 3.4% less likely to have a 401K, 7.4% more likely to have an Auto Loan, 23.6% more likely to Invest/Trade Stocks Online, 14.1% more likely to pay with their Debit Card.

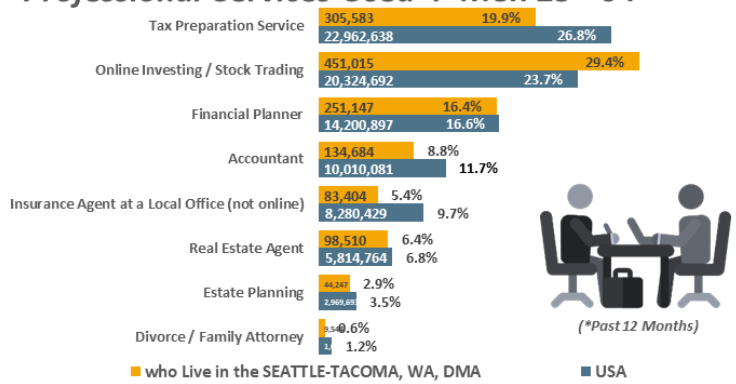
Investments Owned: Men 25 - 64



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

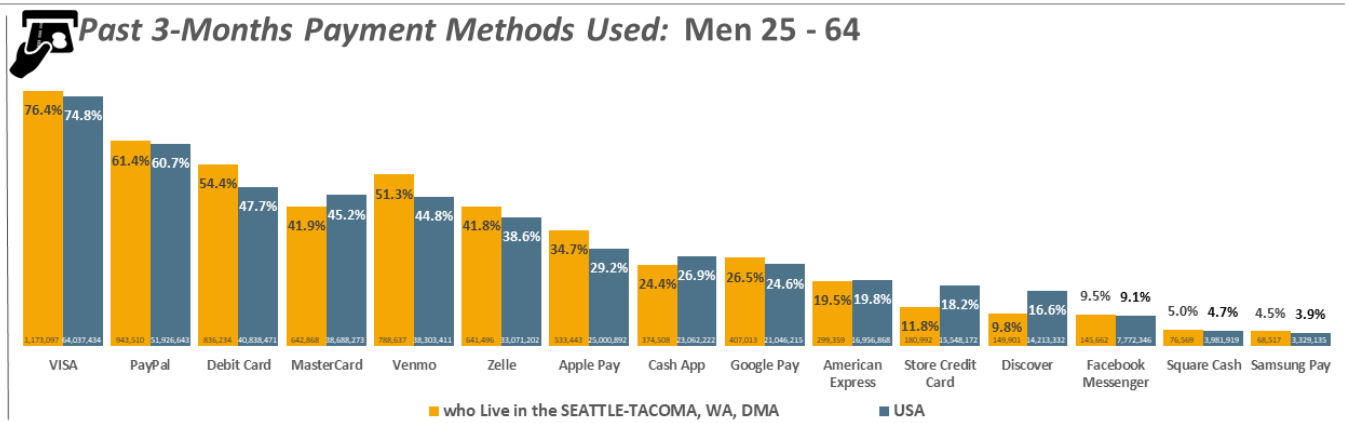


Professional Services Used:* Men 25 - 64



*(*Past 12 Months)*

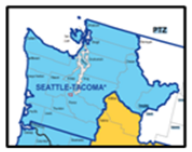
Past 3-Months Payment Methods Used: Men 25 - 64



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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



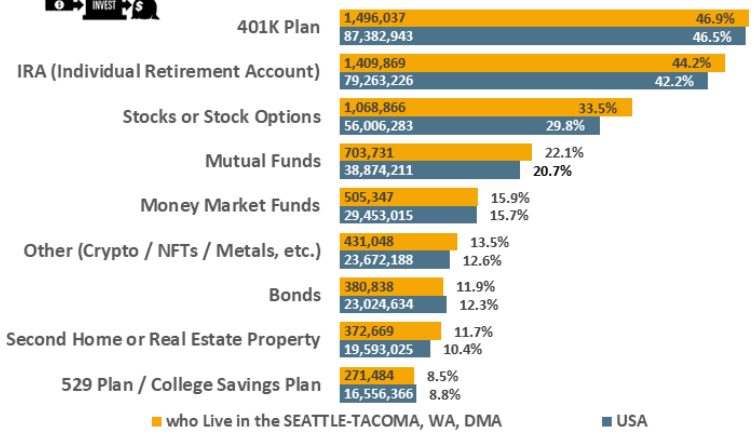
Seattle-Tacoma, WA, DMA

P35+

1.7% or 3,187,687 of USA Adults 35 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA are .8% more likely to have a 401K, 8.2% more likely to have an Auto Loan, 16.9% more likely to Invest/Trade Stocks Online, 11.8% more likely to pay with their Debit Card.

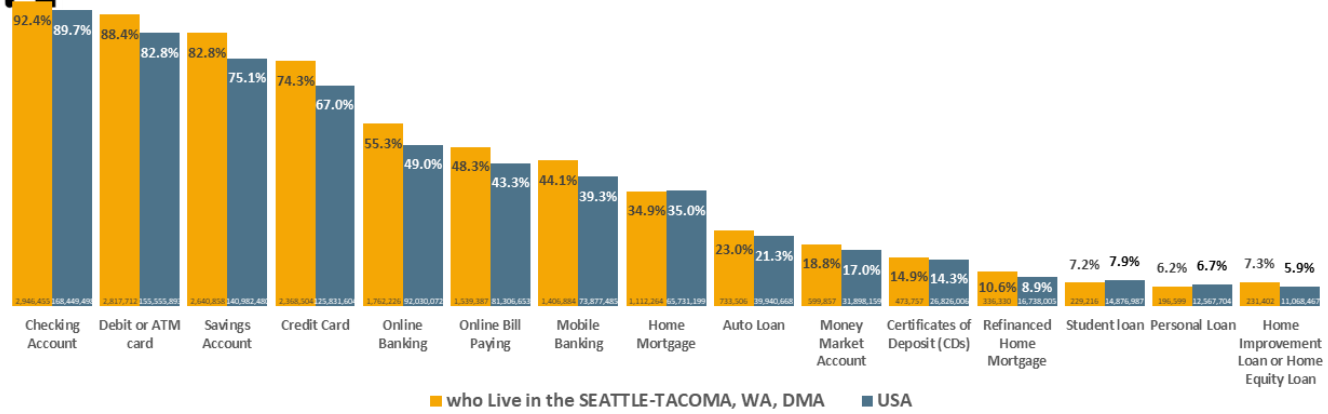
Investments Owned: Adults 35 or older



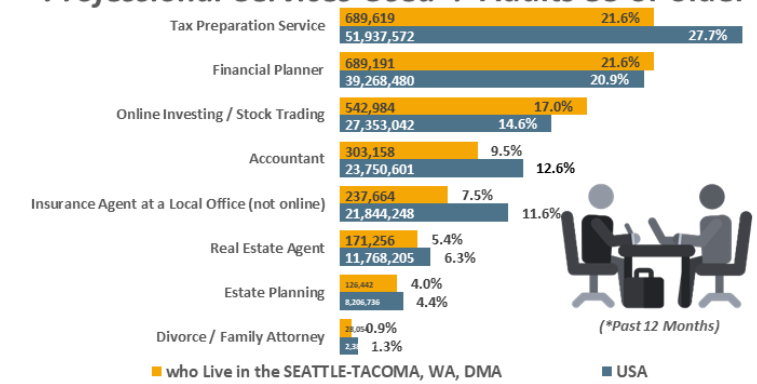


Financial Services Has and/or Uses: Adults 35 or older





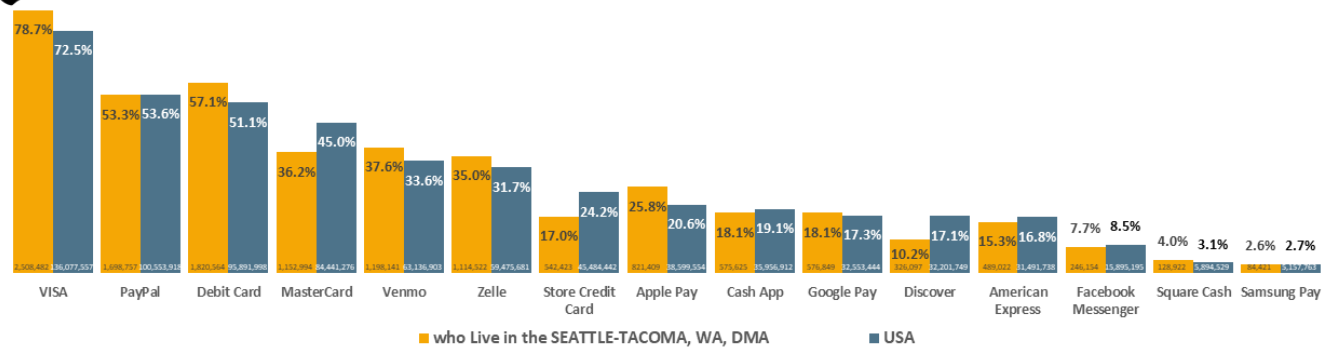
Professional Services Used:* Adults 35 or older



*(*Past 12 Months)*

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

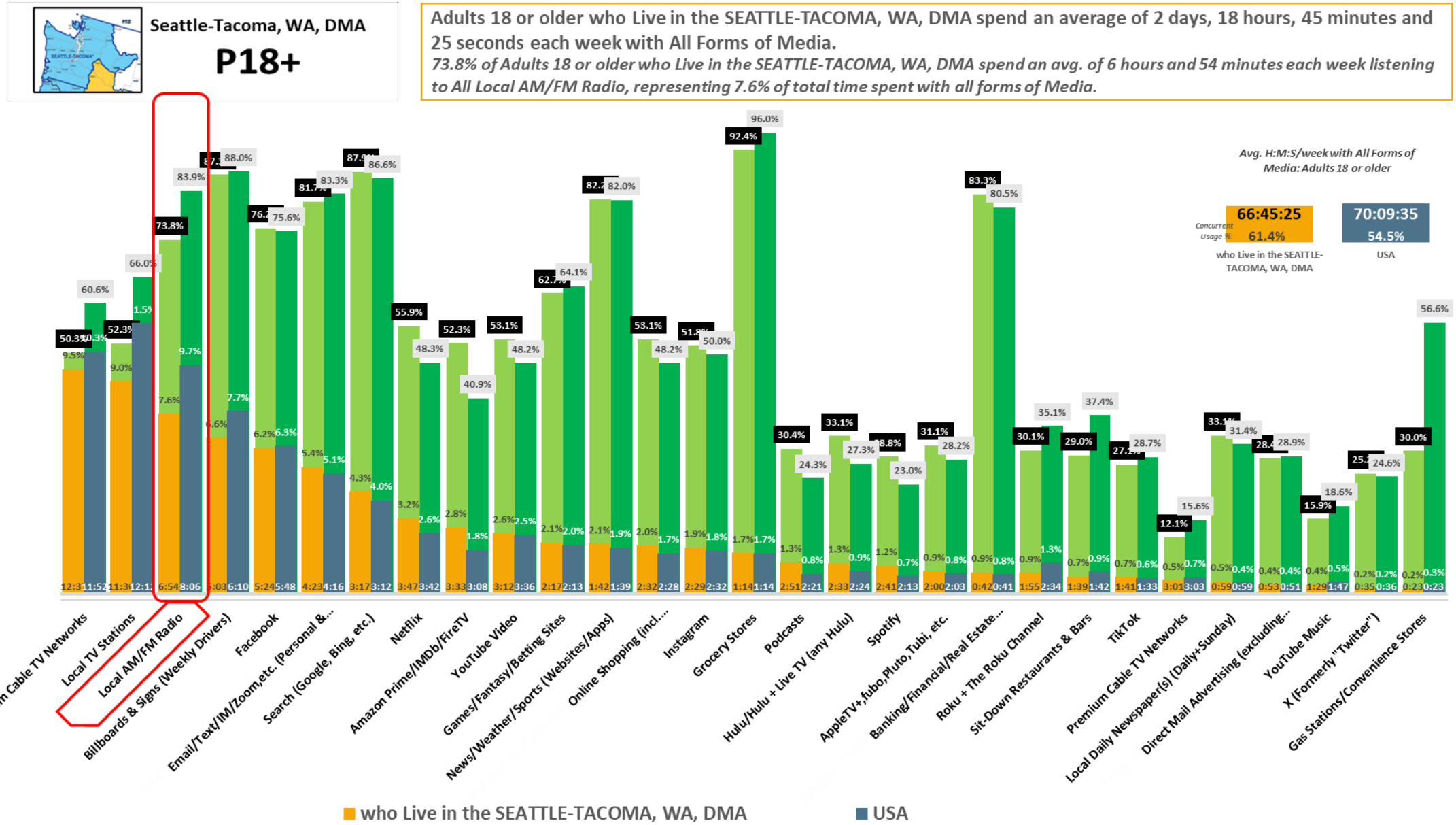




USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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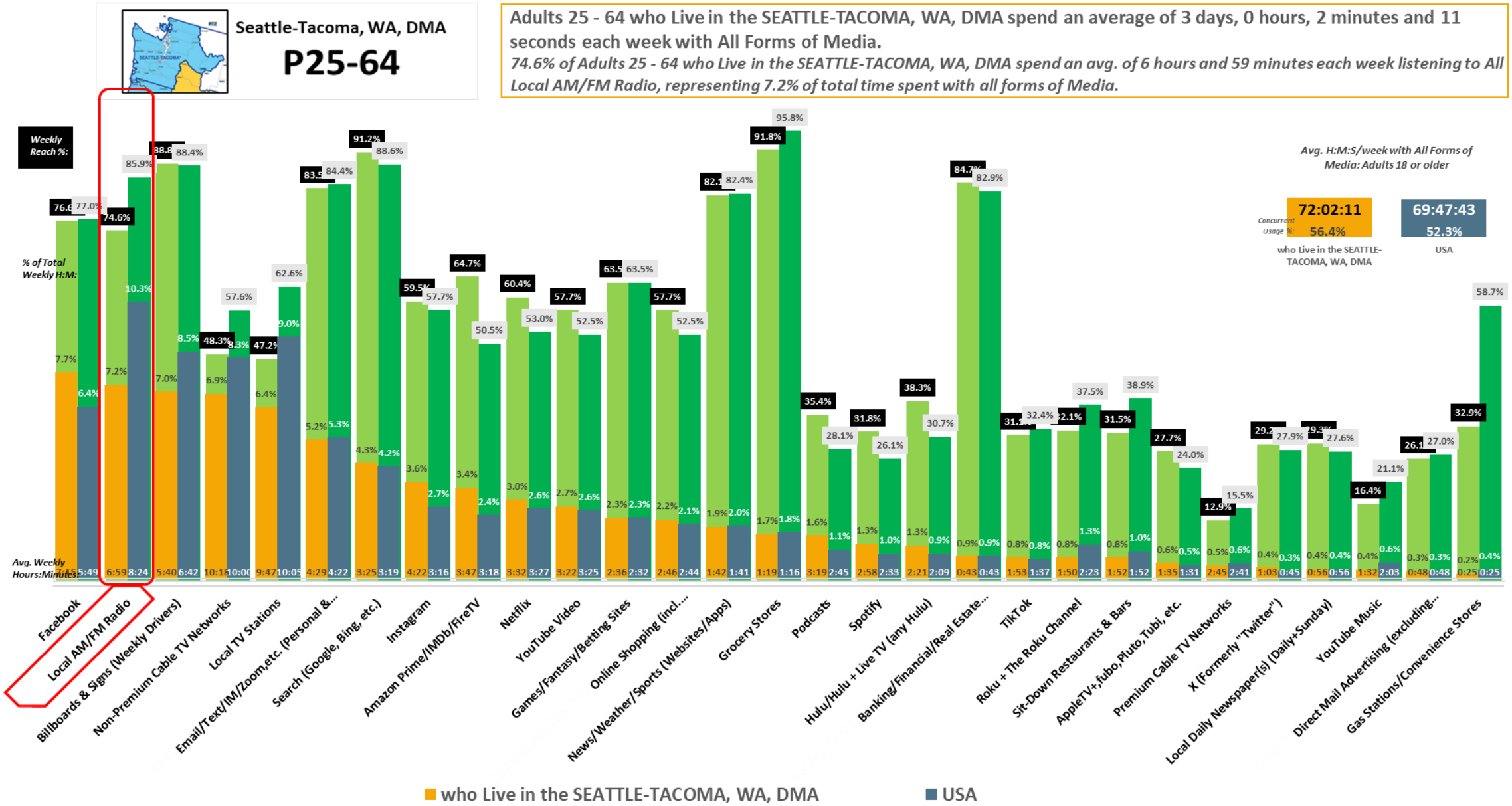
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



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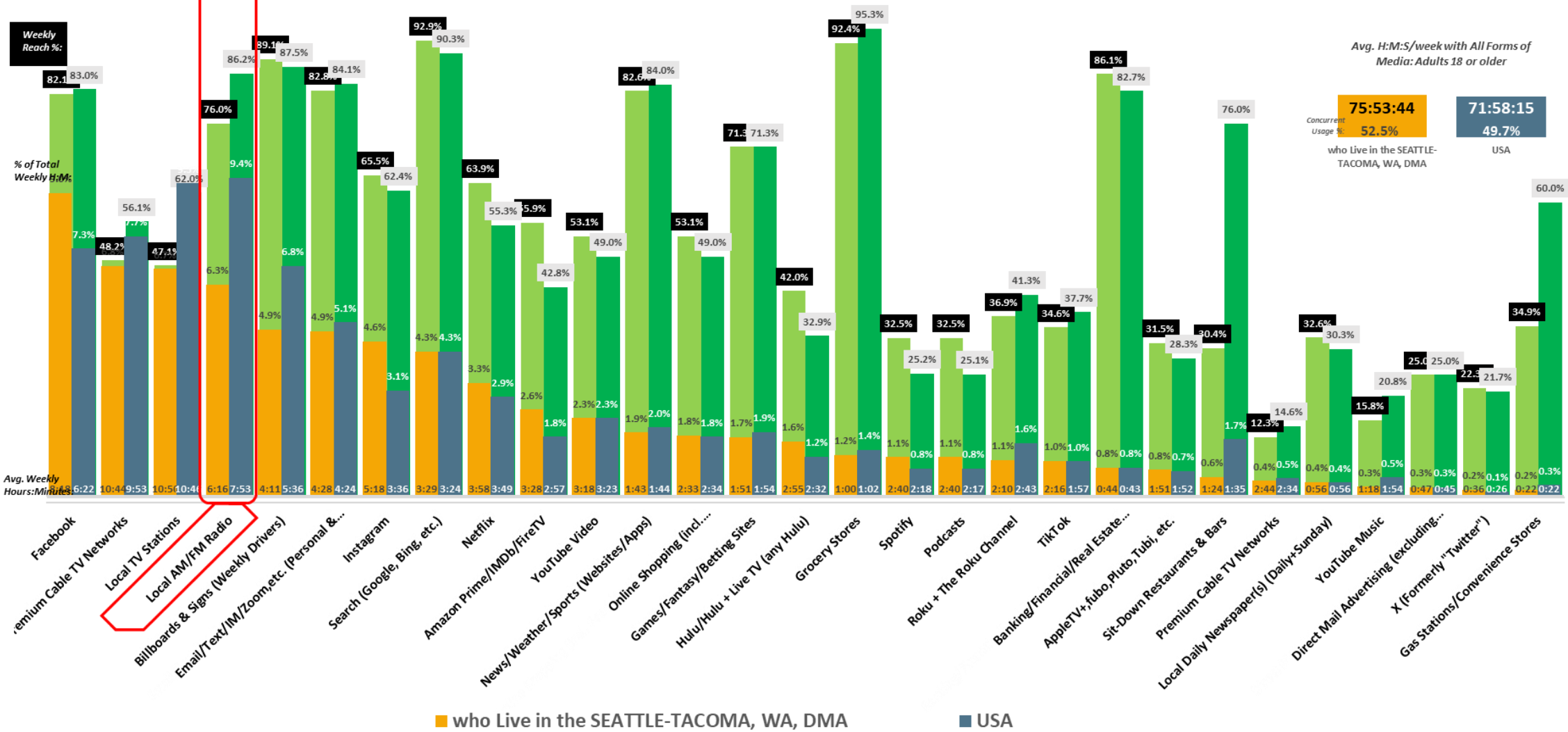
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Seattle-Tacoma, WA, DMA
W25-64

Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 3 days, 3 hours, 53 minutes and 44 seconds each week with All Forms of Media.

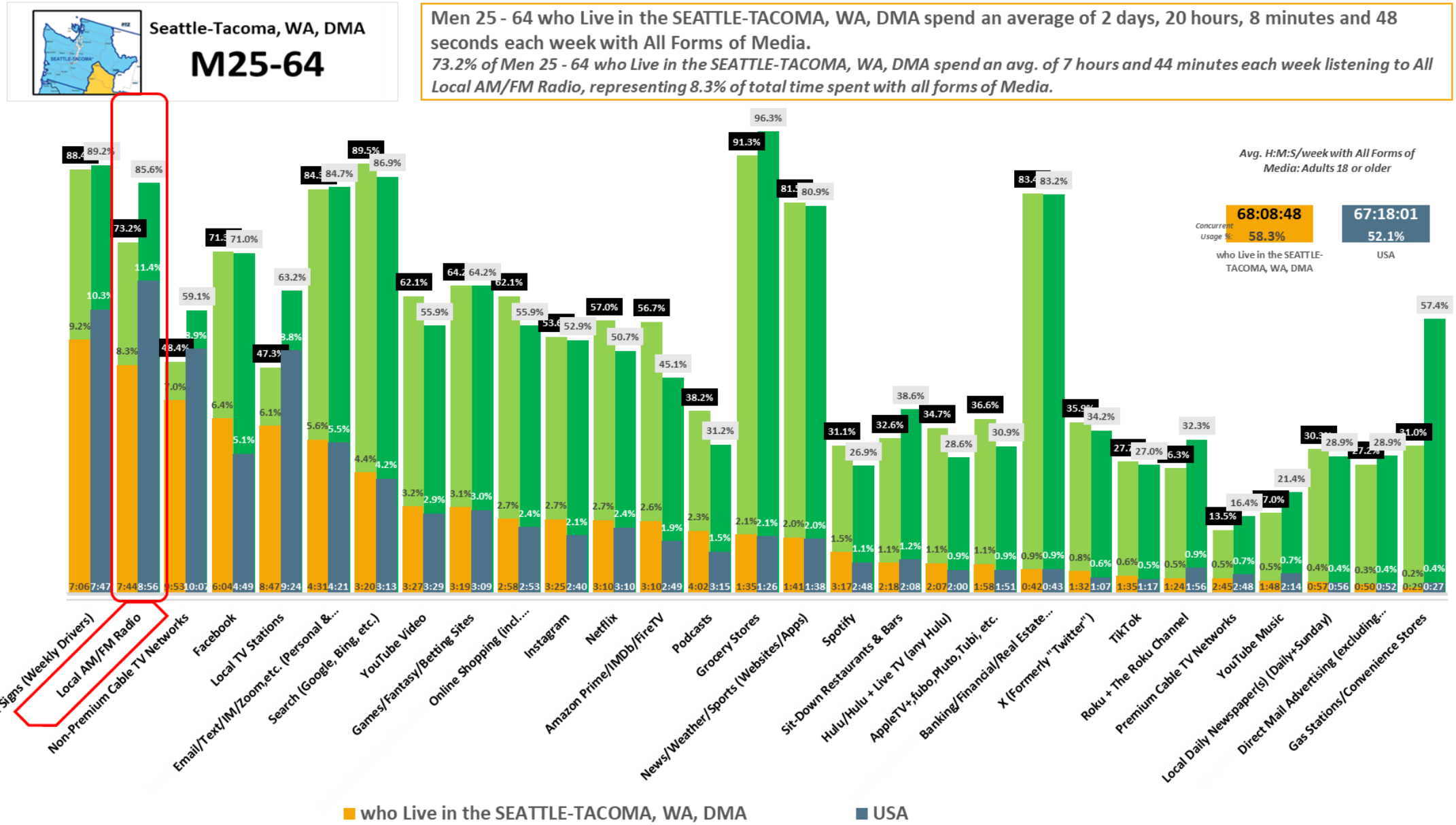
76.% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 6.3% of total time spent with all forms of Media.



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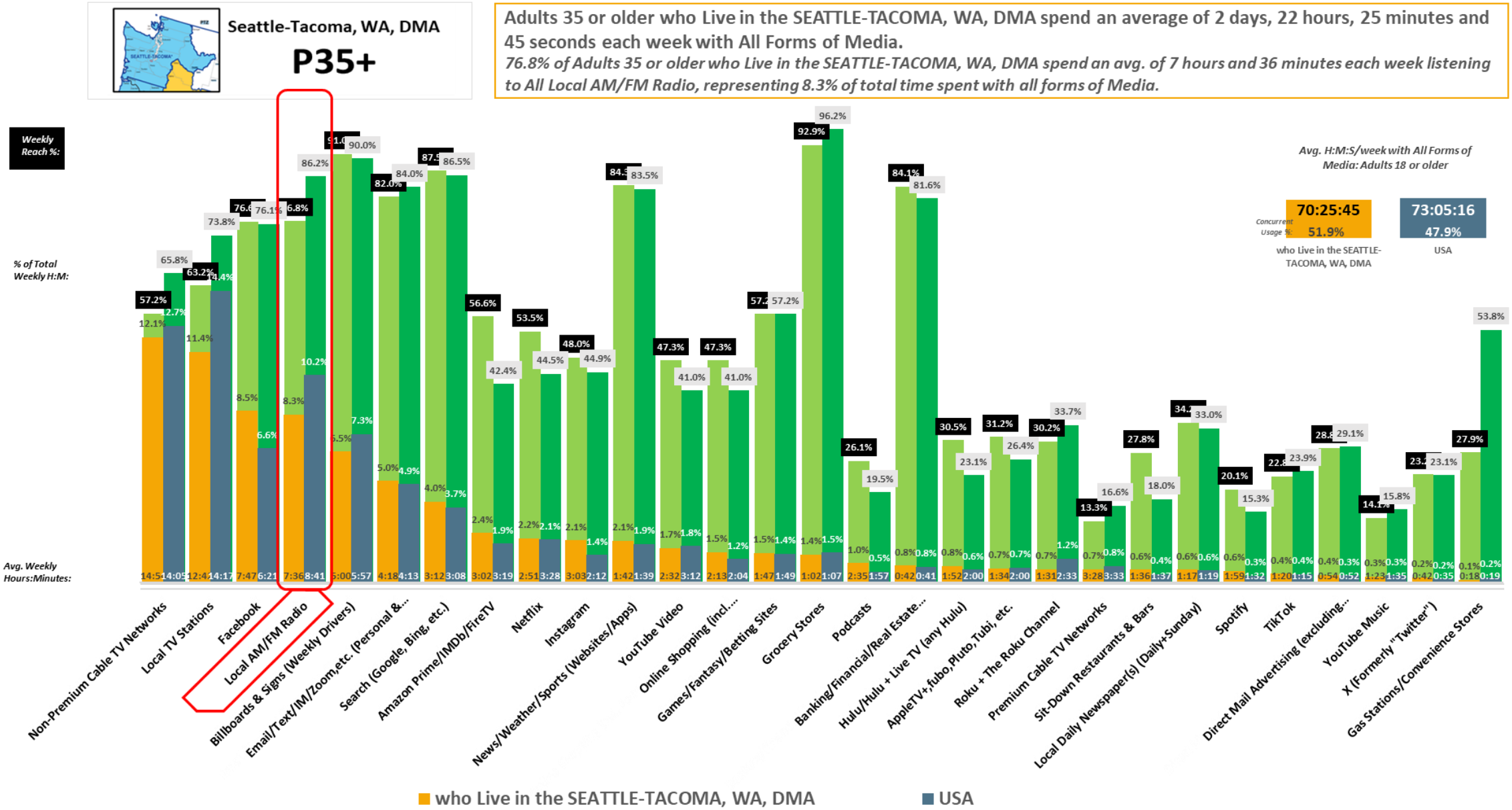
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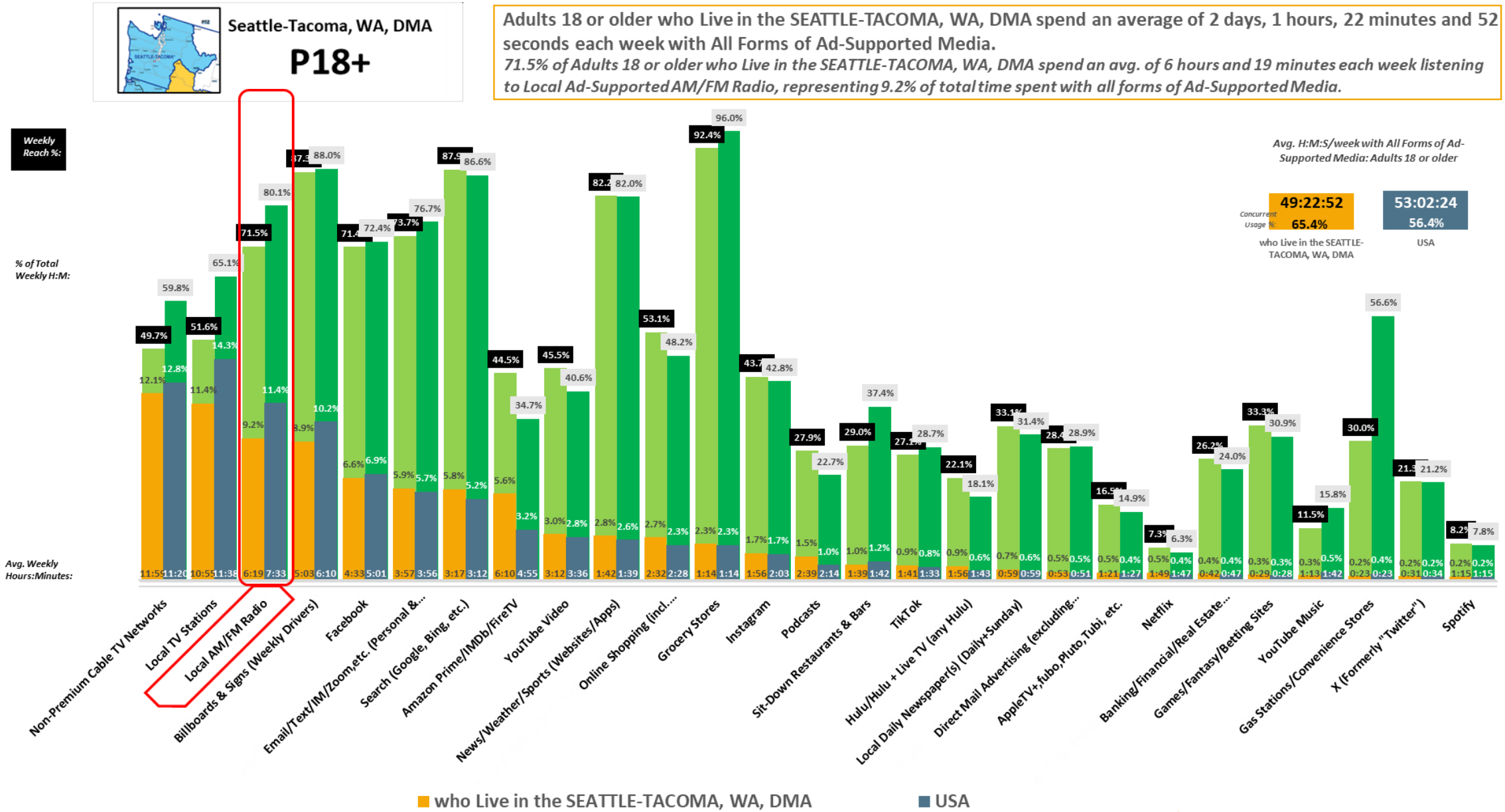
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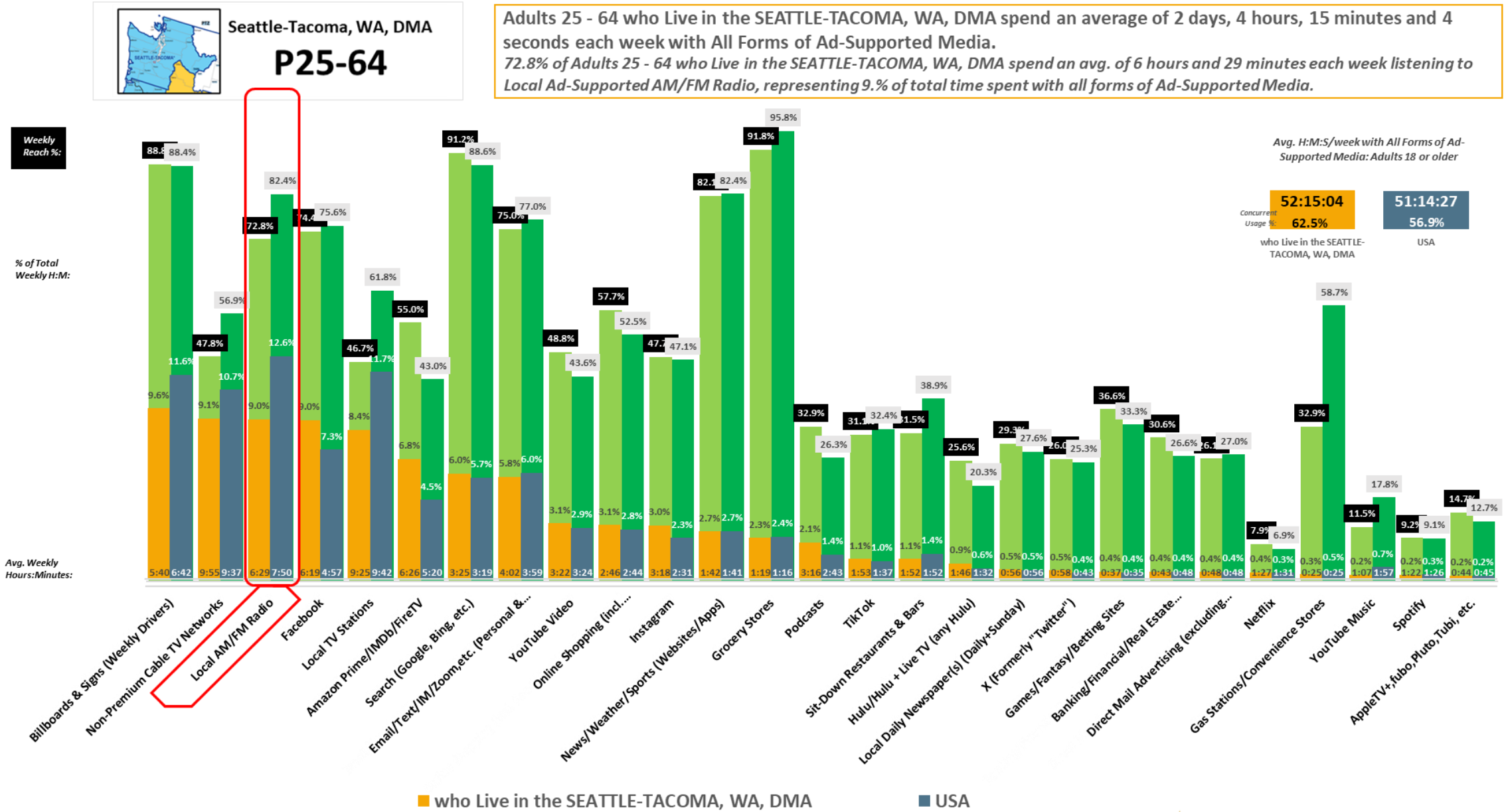


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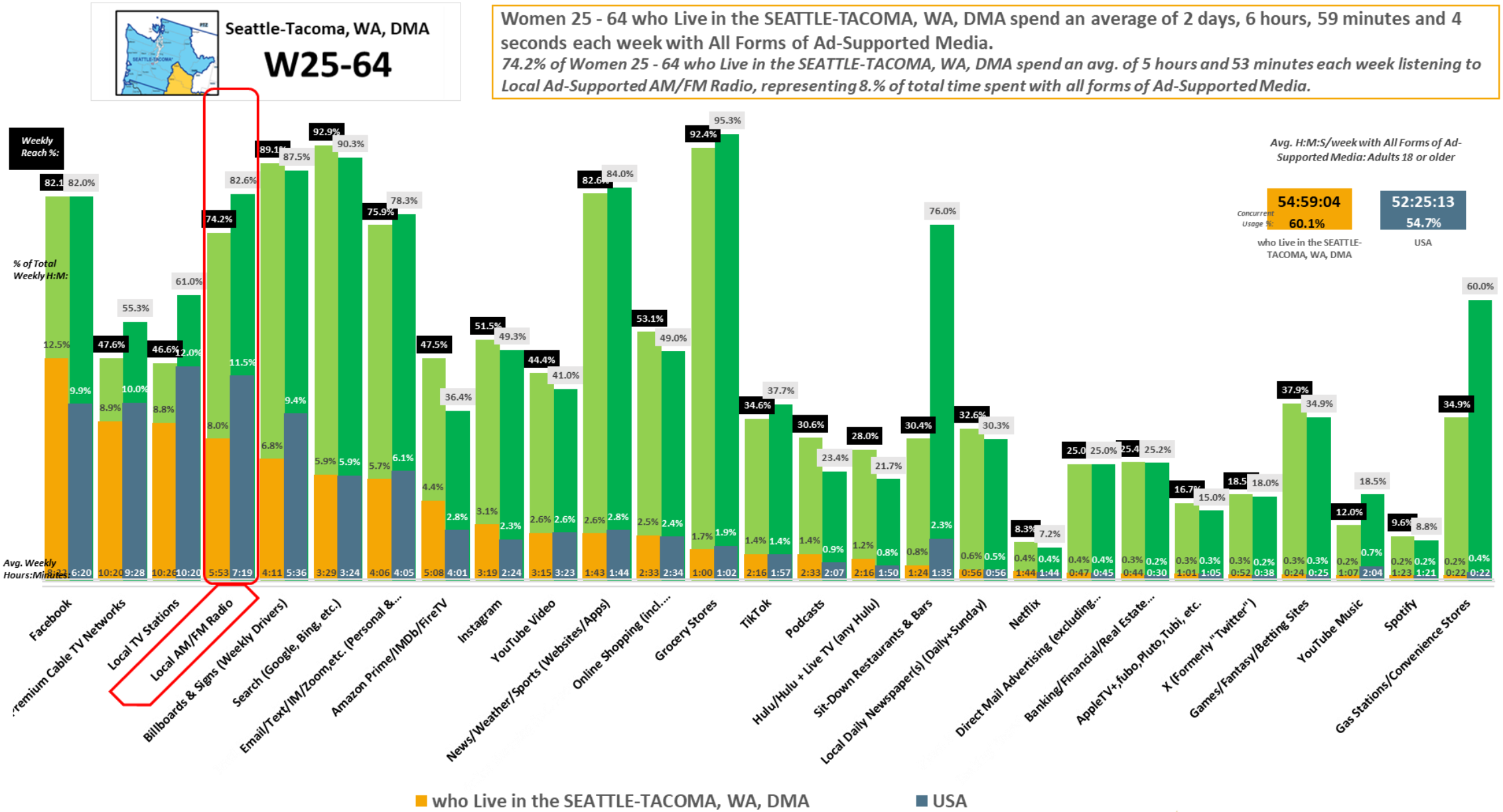
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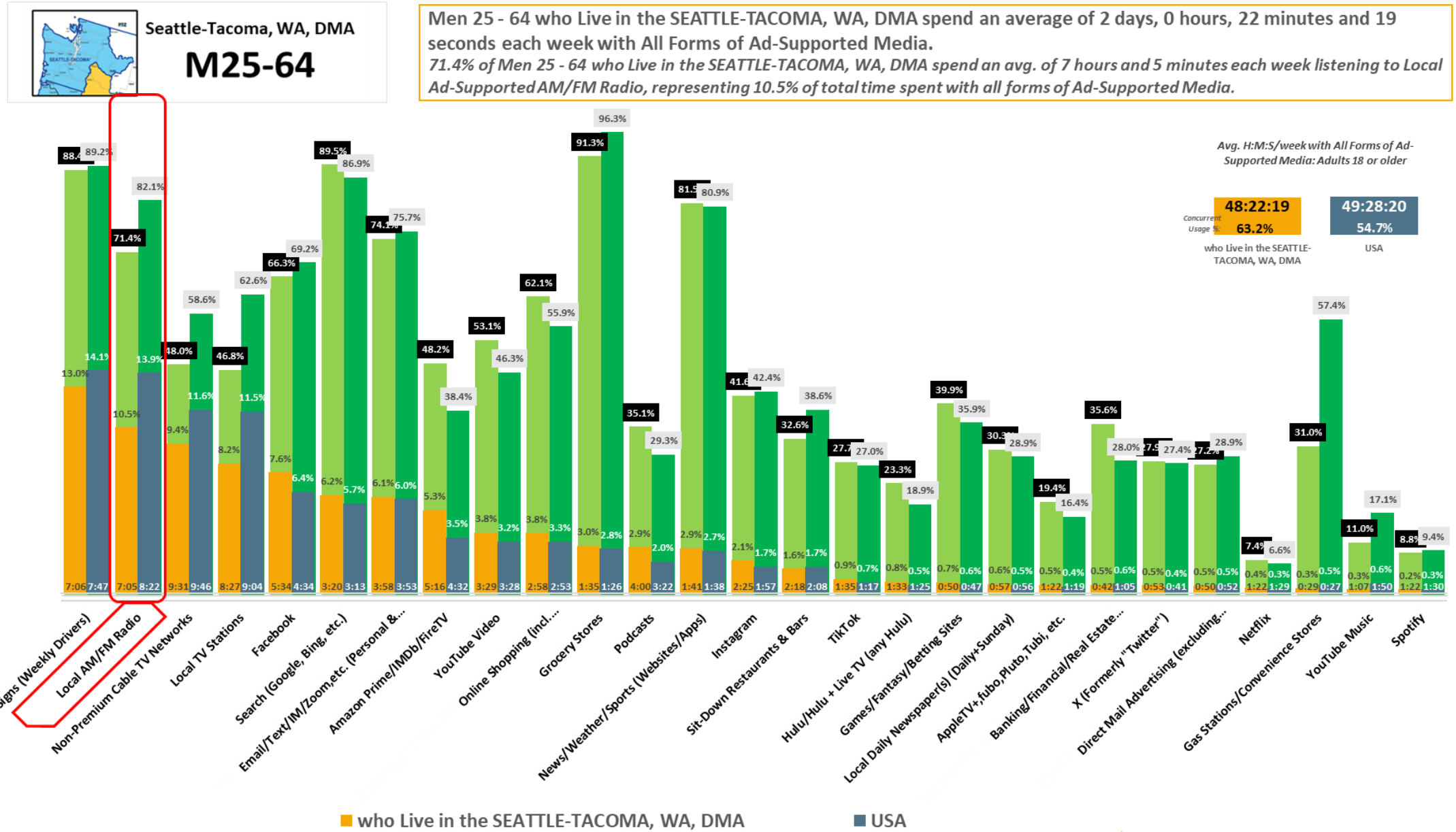
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951 USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

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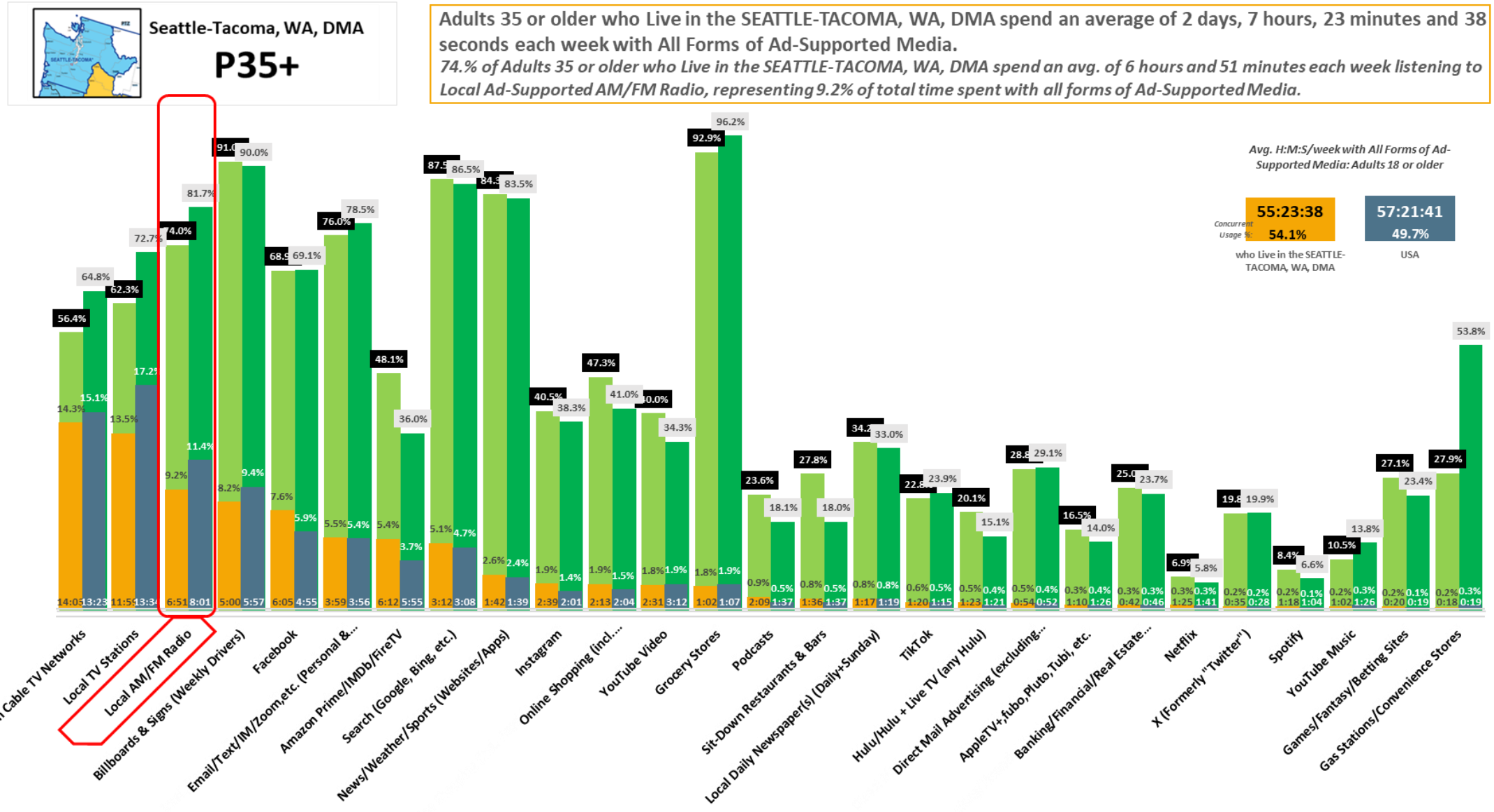
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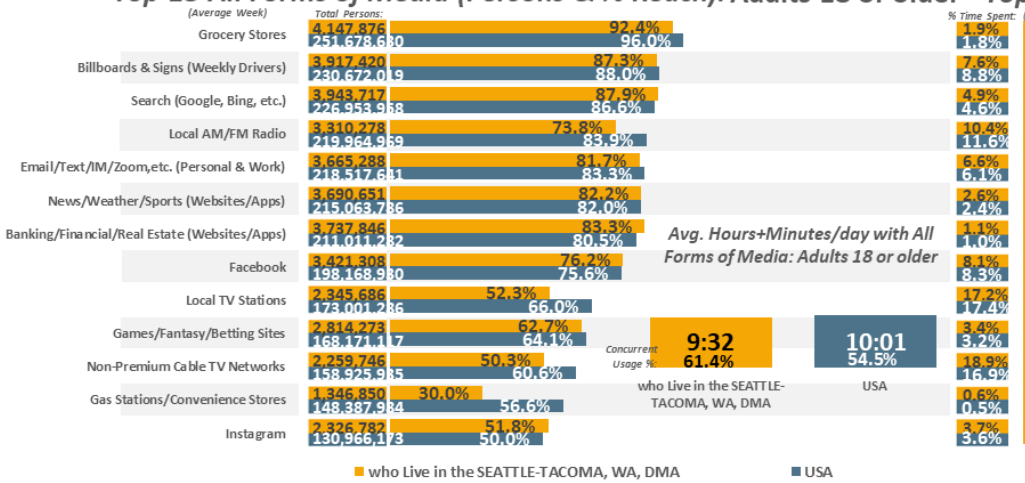


Seattle-Tacoma, WA, DMA

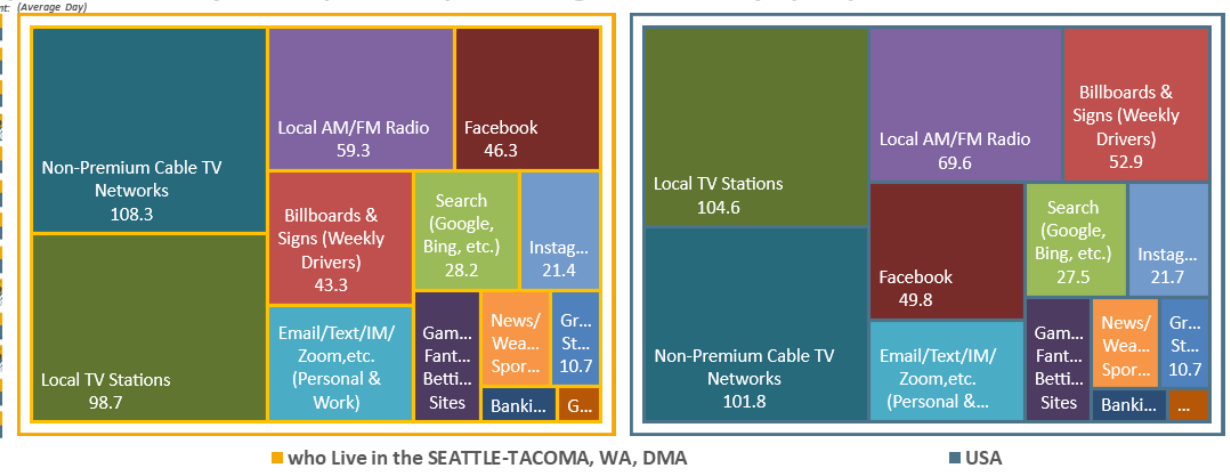
P18+

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 71.5% listen to Local AM/FM Radio for an avg. of 54.2 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

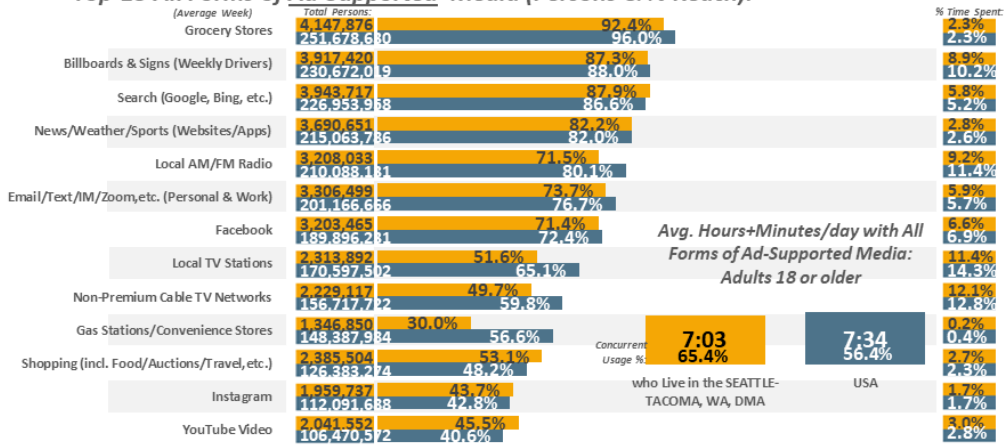
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



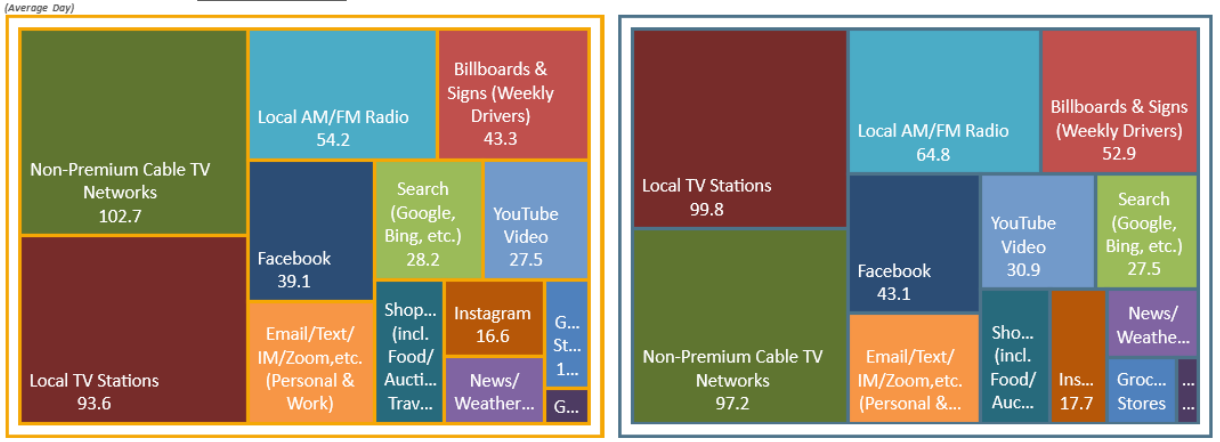
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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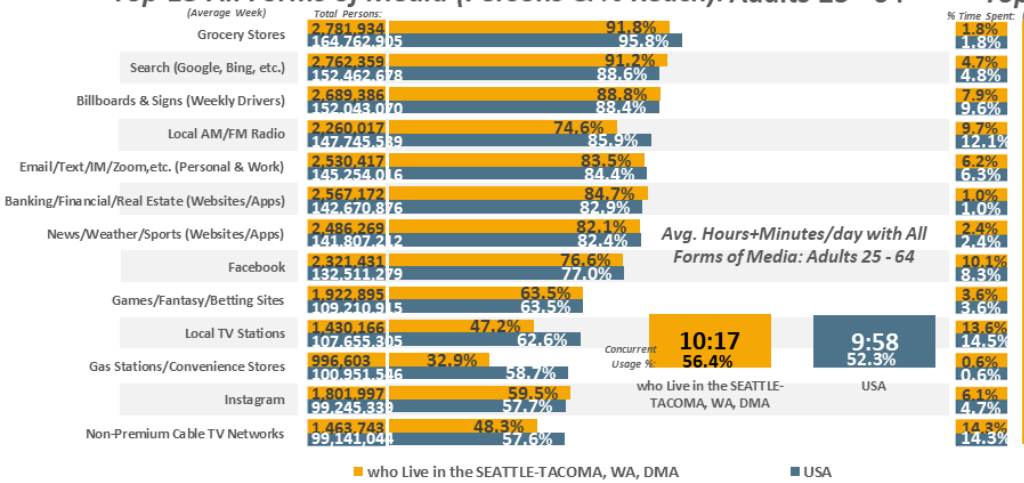


Seattle-Tacoma, WA, DMA

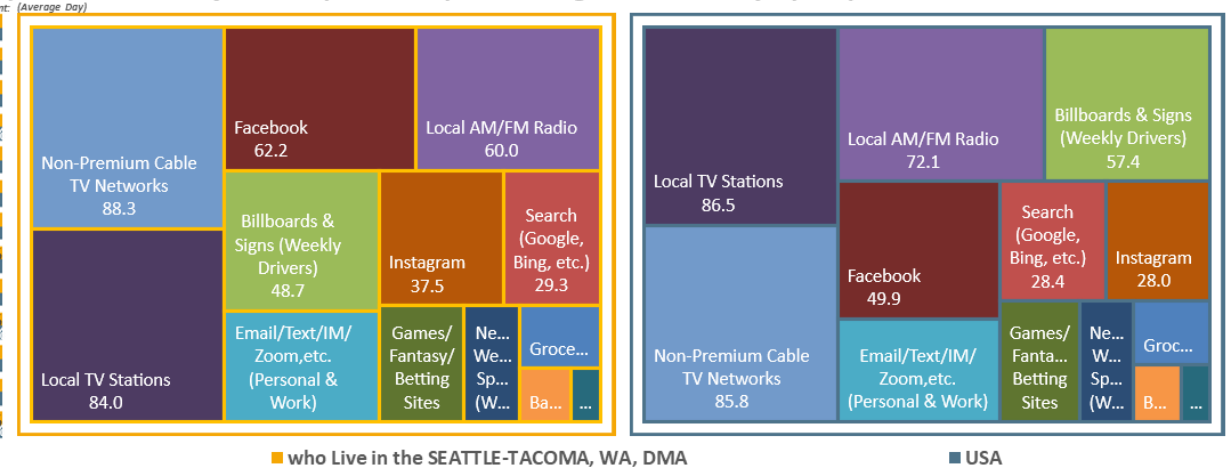
P25-64

Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 72.8% listen to Local AM/FM Radio for an avg. of 55.7 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

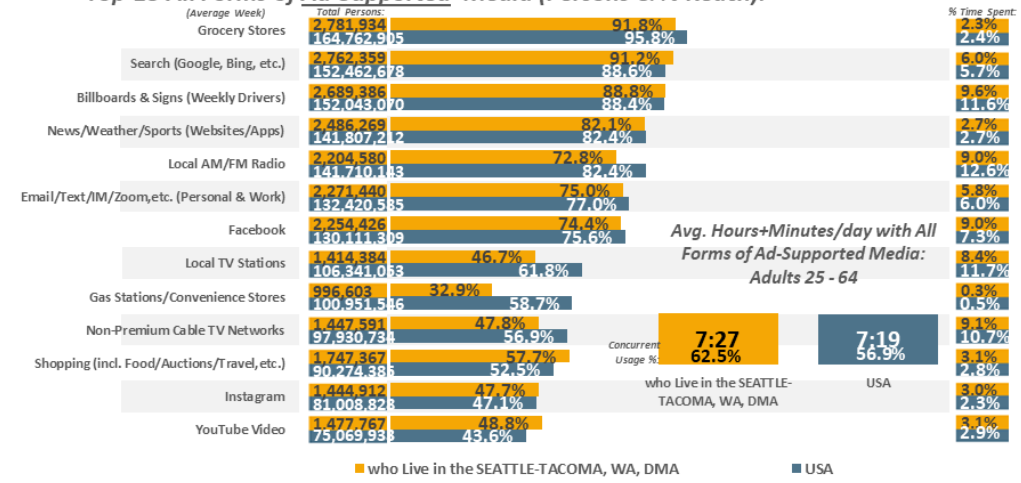
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



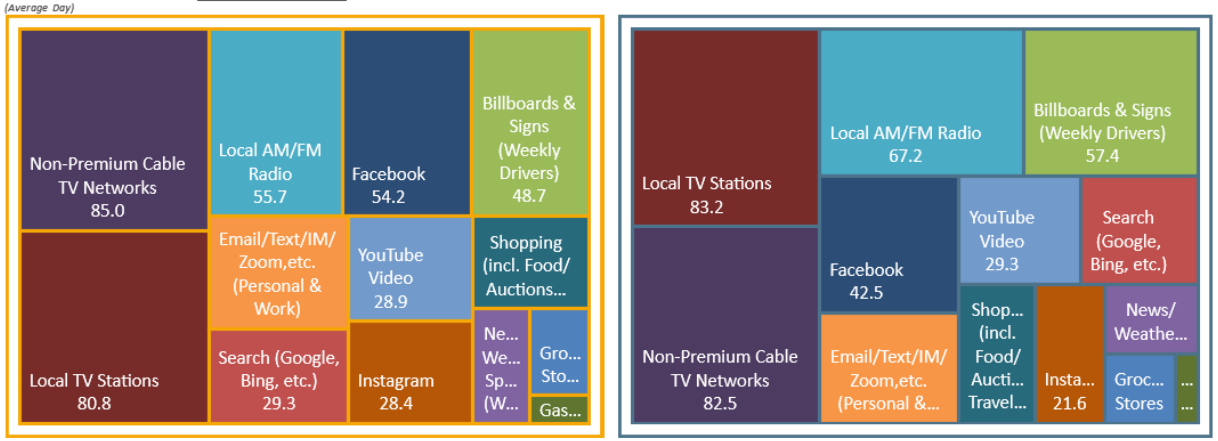
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

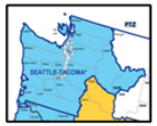


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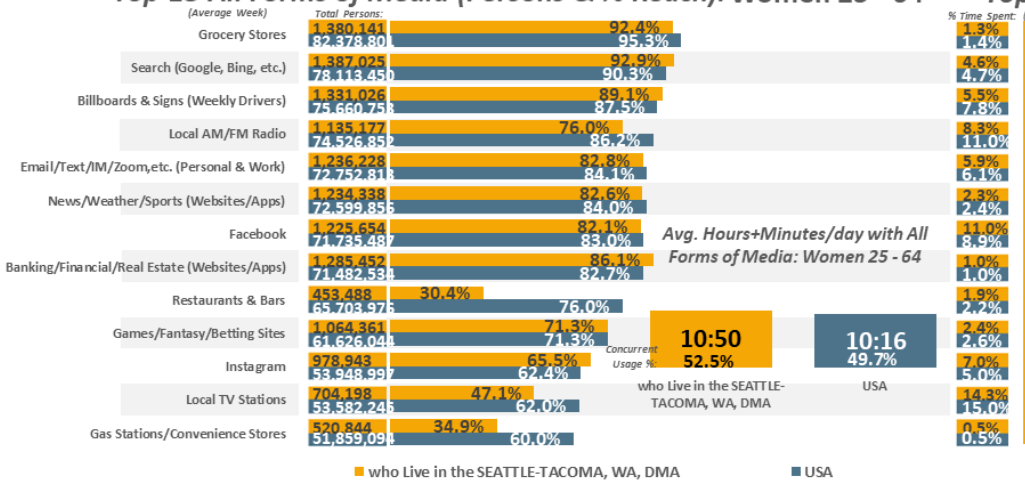


Seattle-Tacoma, WA, DMA

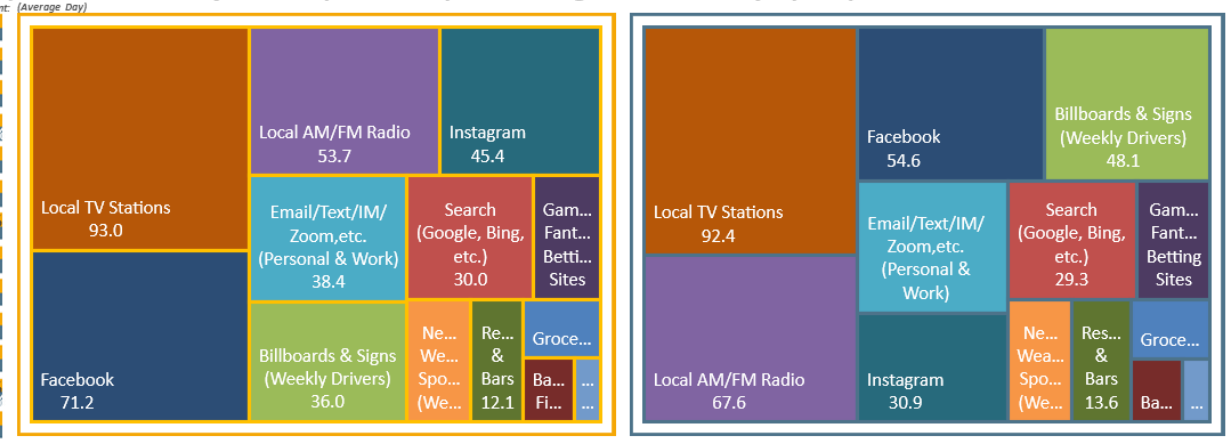
W25-64

Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 74.2% listen to Local AM/FM Radio for an avg. of 50.5 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

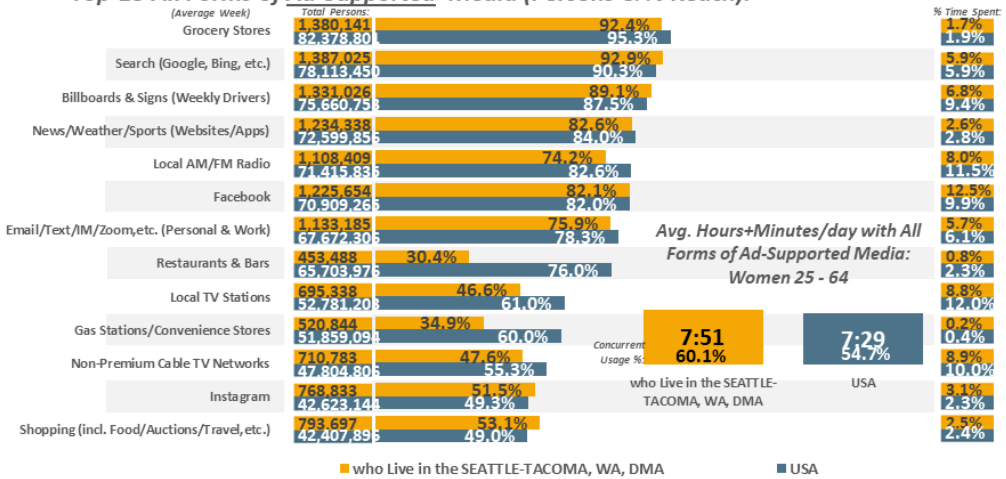
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



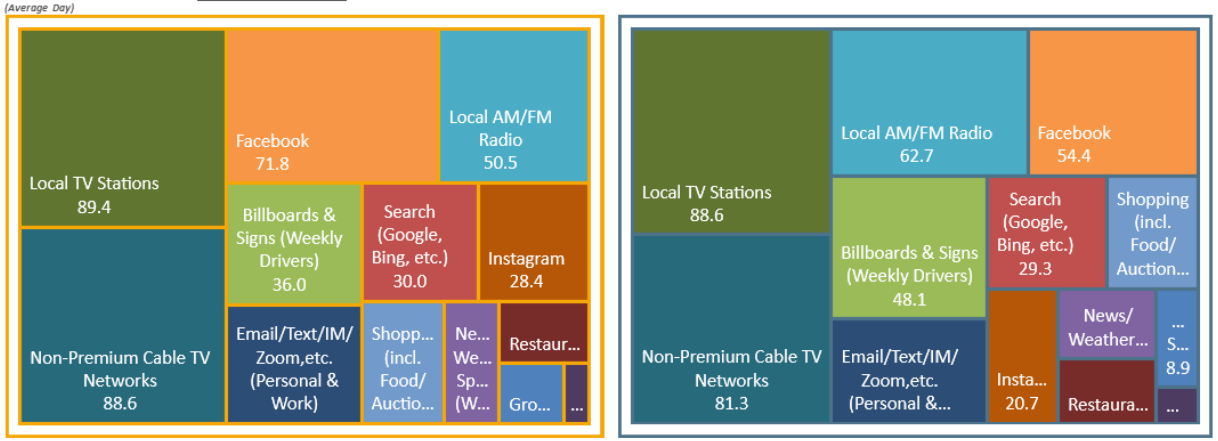
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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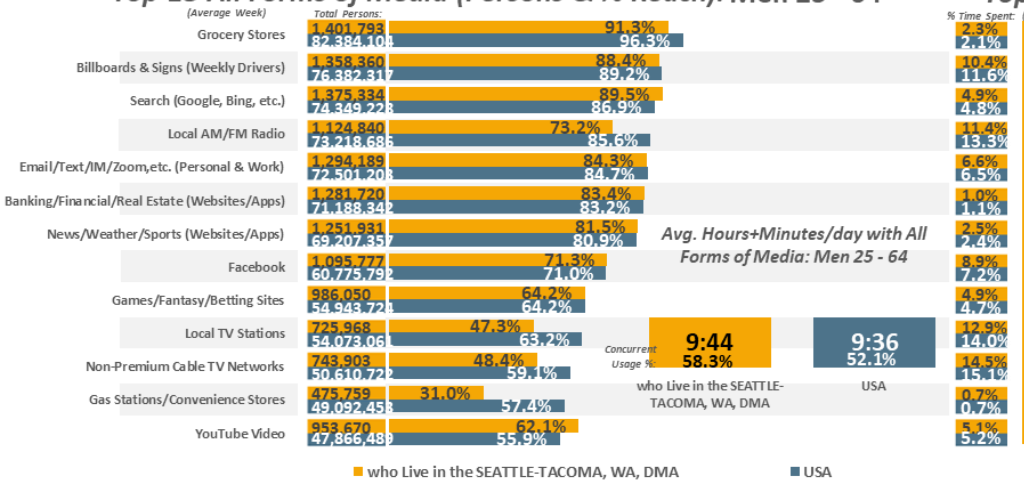


Seattle-Tacoma, WA, DMA

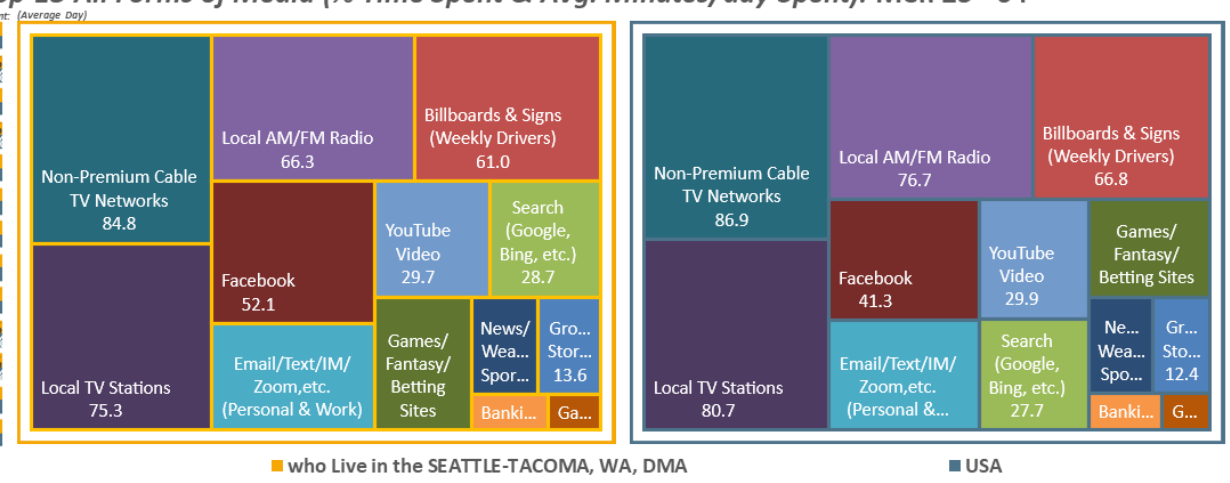
M25-64

Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 71.4% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

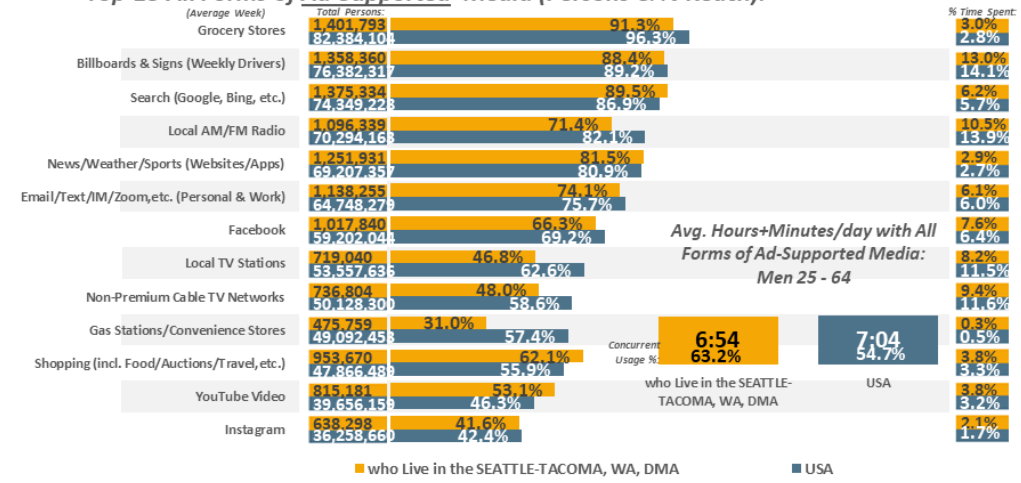
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



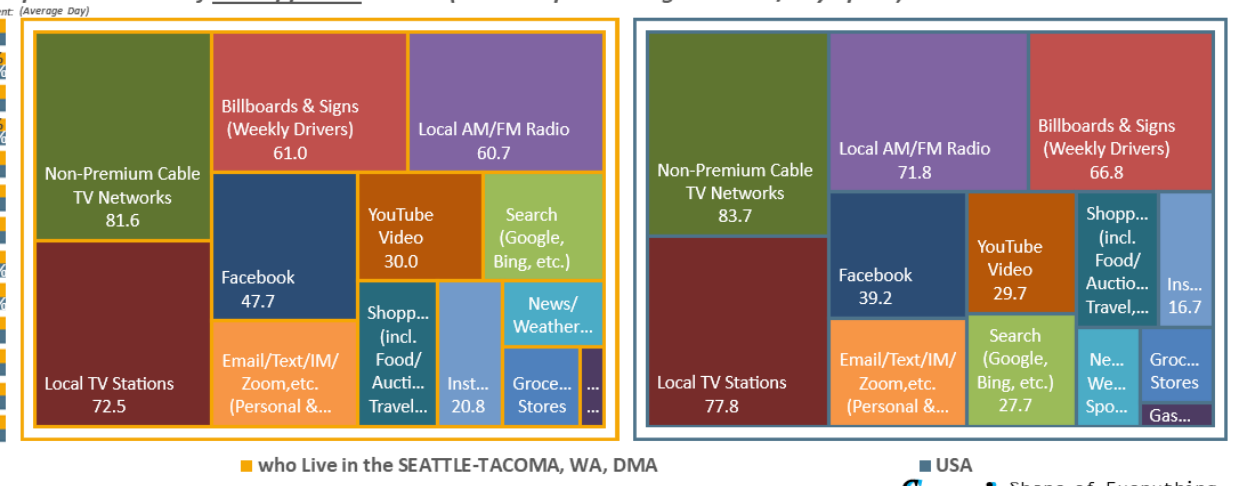
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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

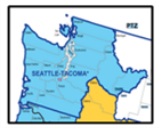


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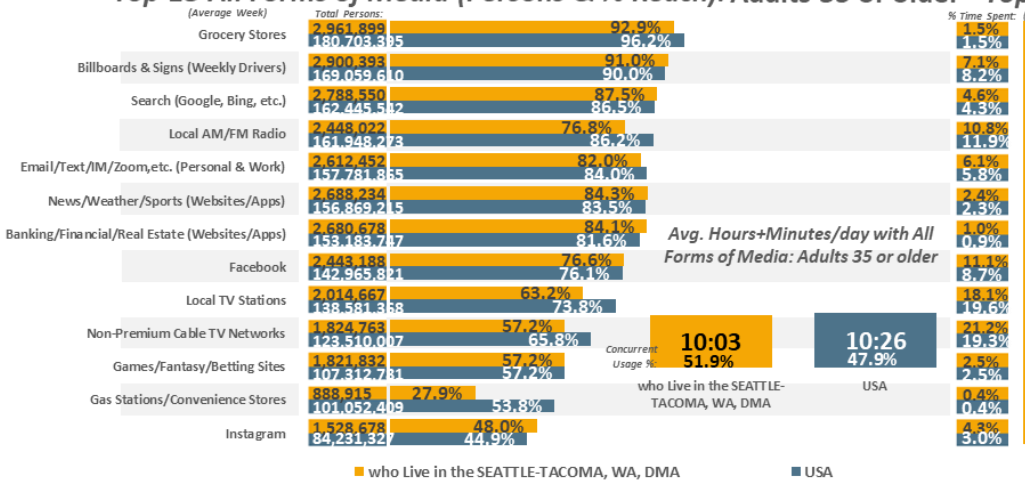


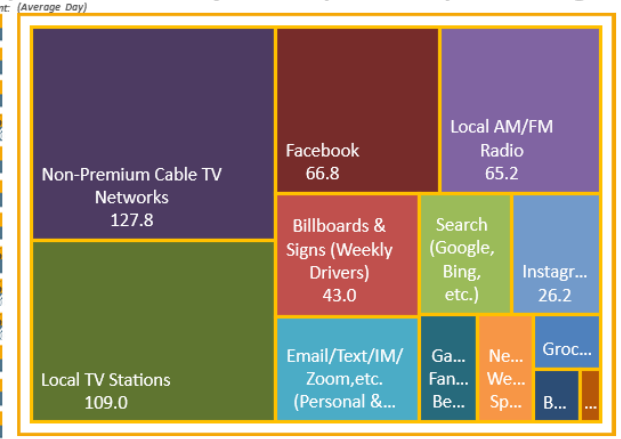
Seattle-Tacoma, WA, DMA

P35+

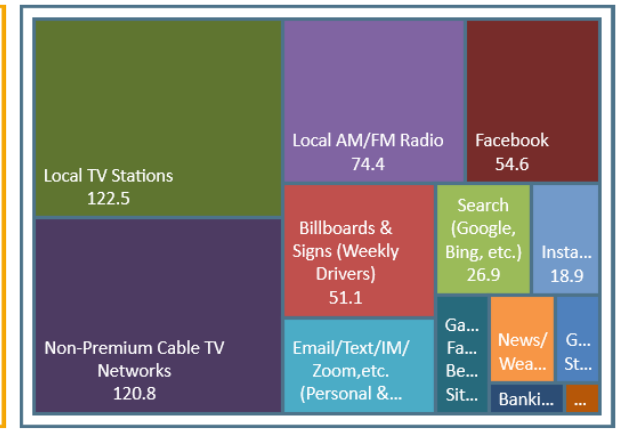
Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 74.% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

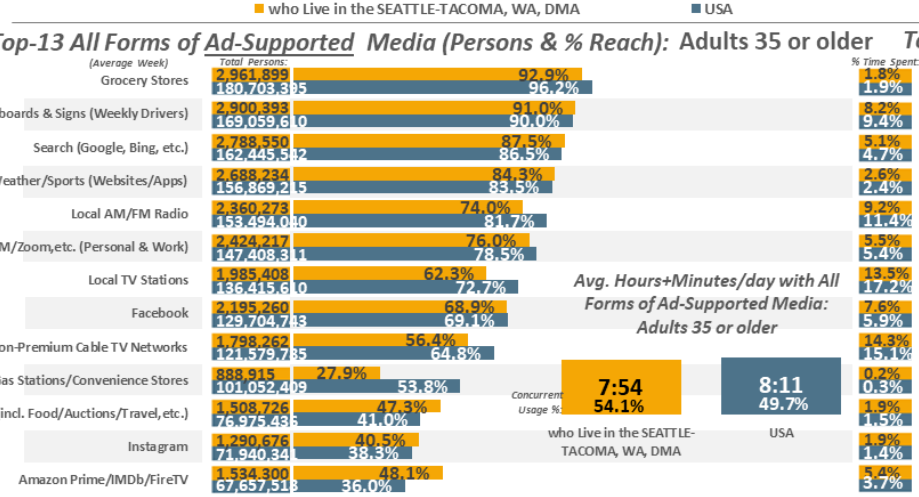
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

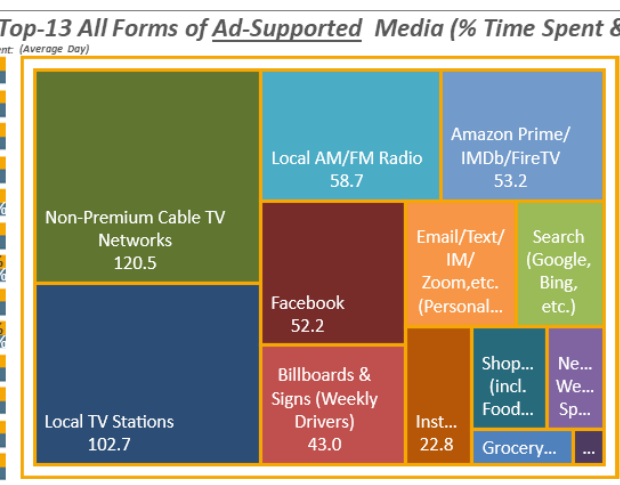


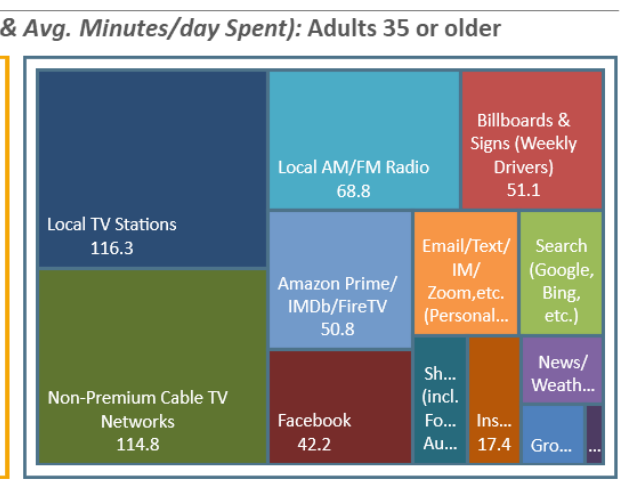


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older









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



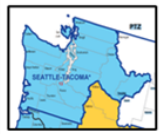


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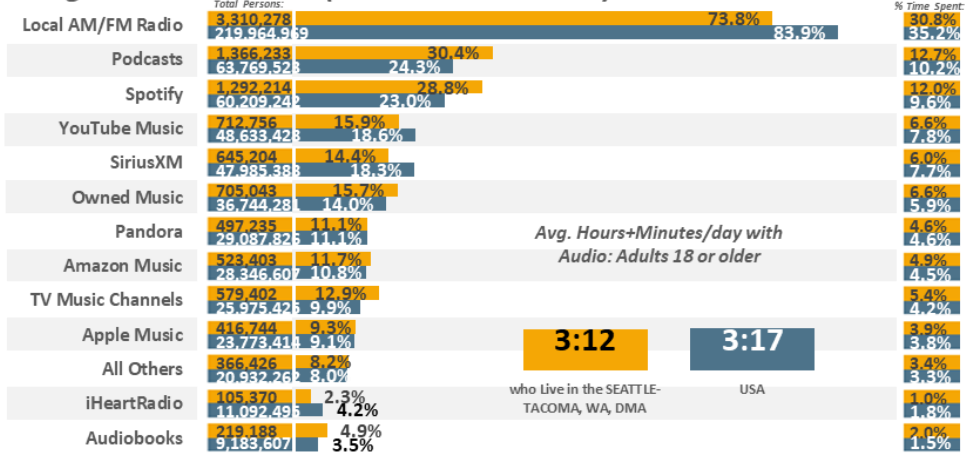


Seattle-Tacoma, WA, DMA

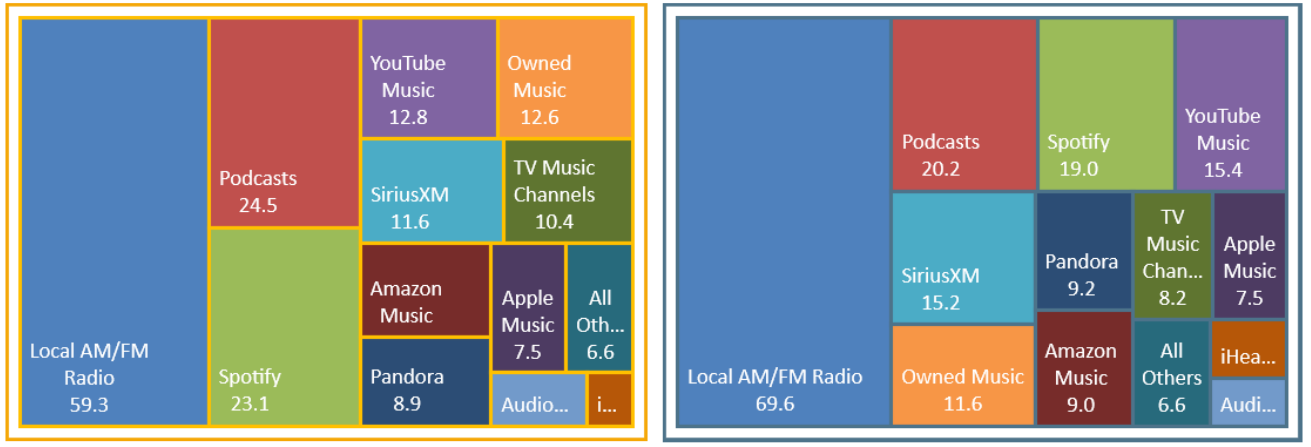
P18+

3,208,033 or 71.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 54.2 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

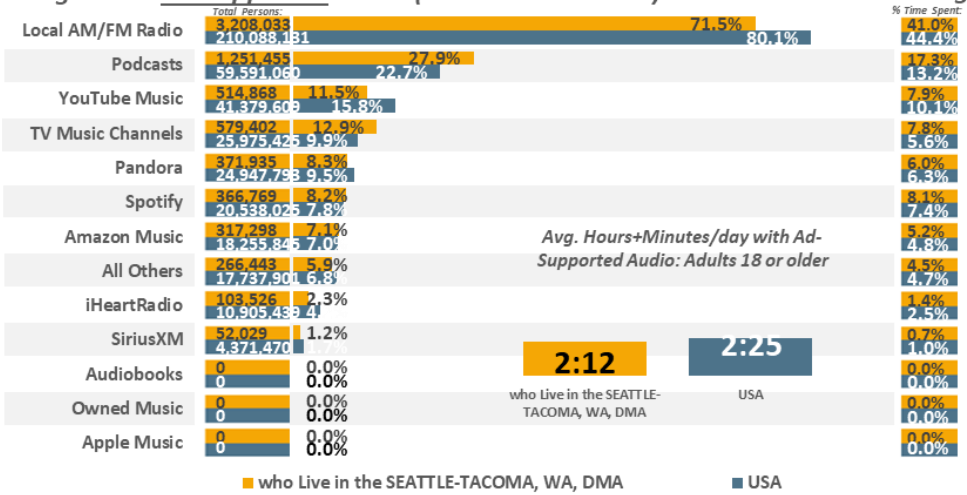
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



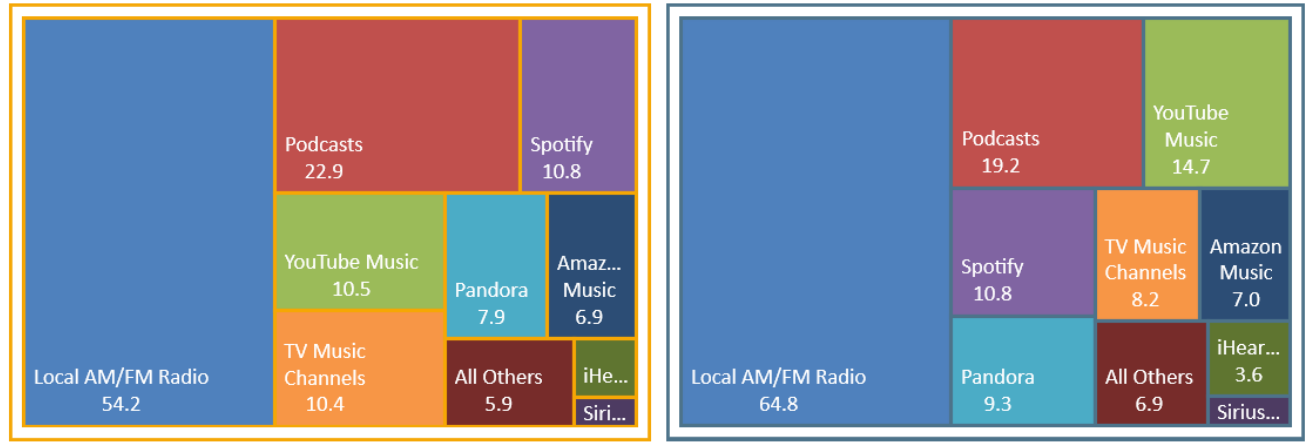
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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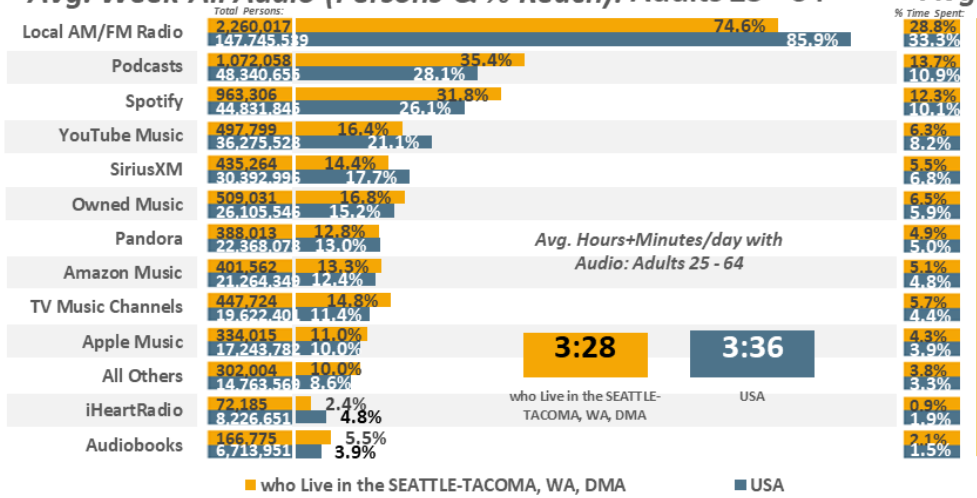


Seattle-Tacoma, WA, DMA

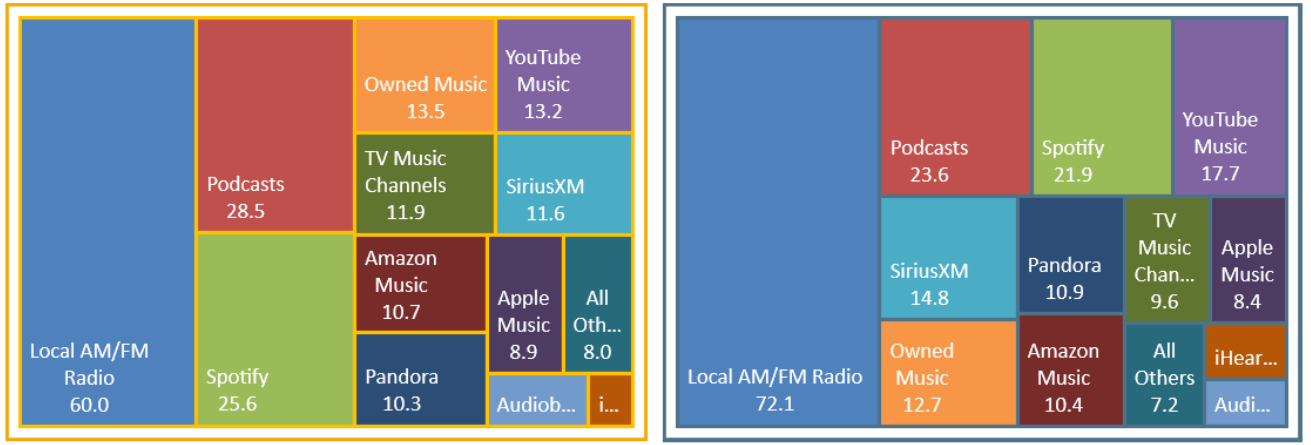
P25-64

2,204,580 or 72.8% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.7 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

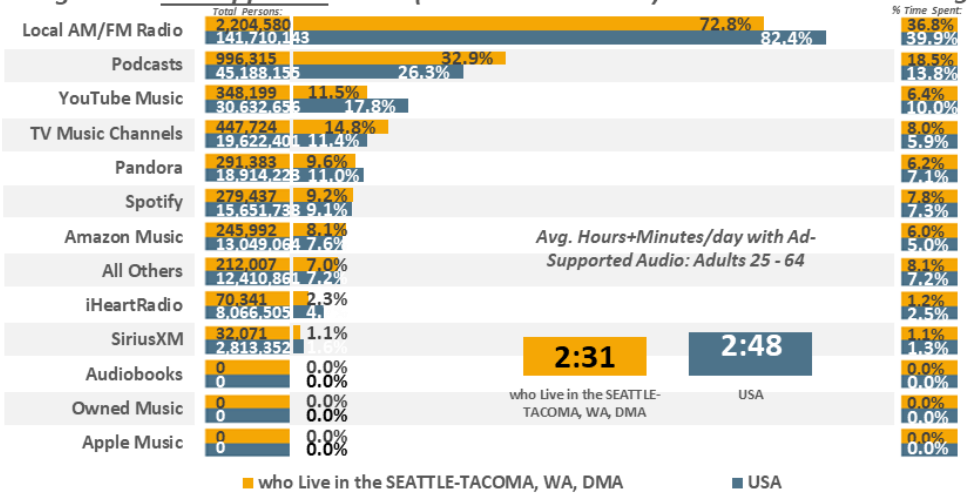
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



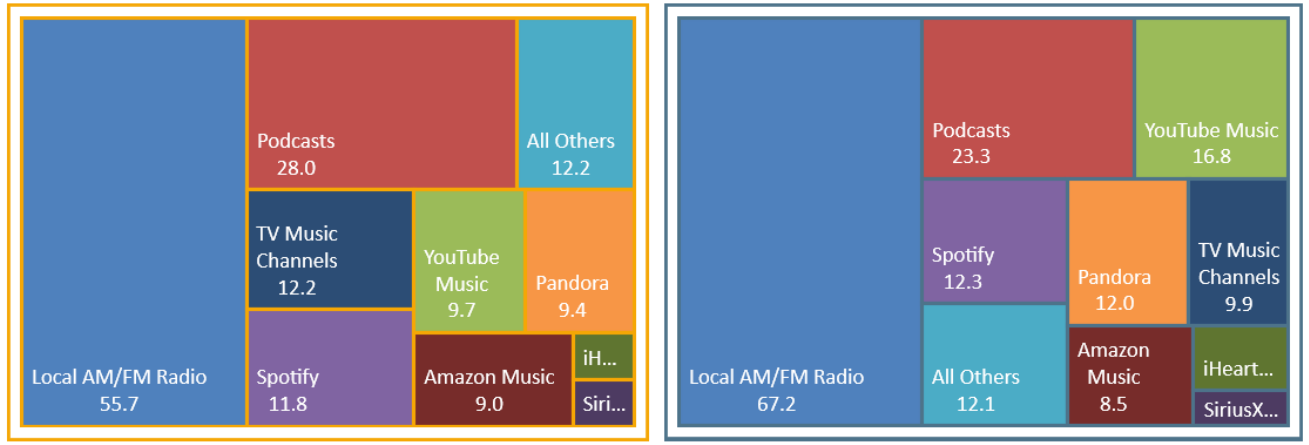
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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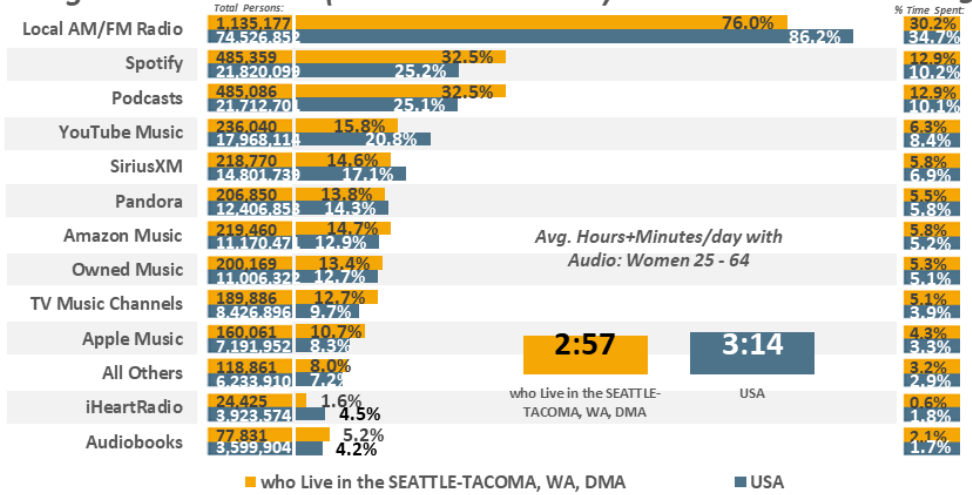


Seattle-Tacoma, WA, DMA

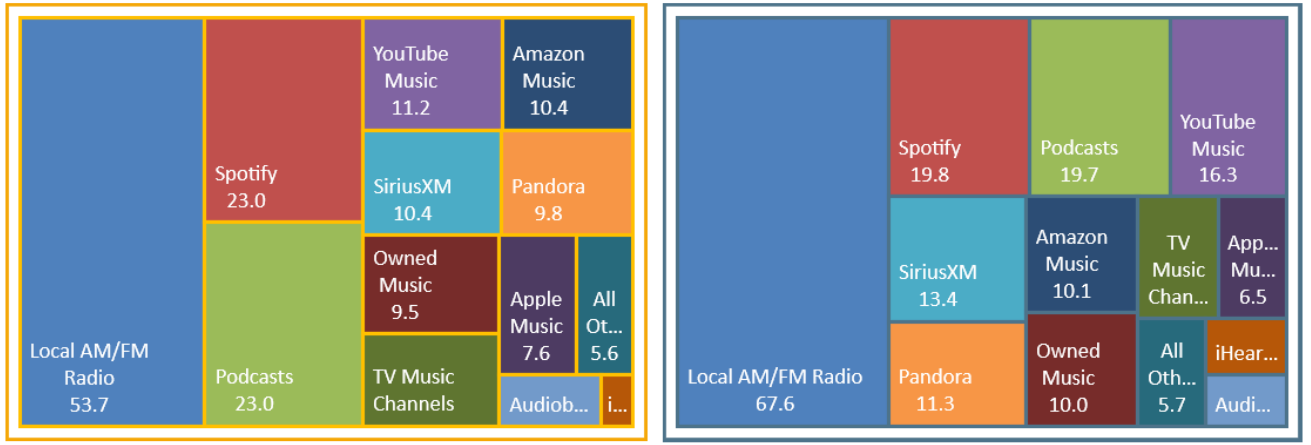
W25-64

1,108,409 or 74.2% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 50.5 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

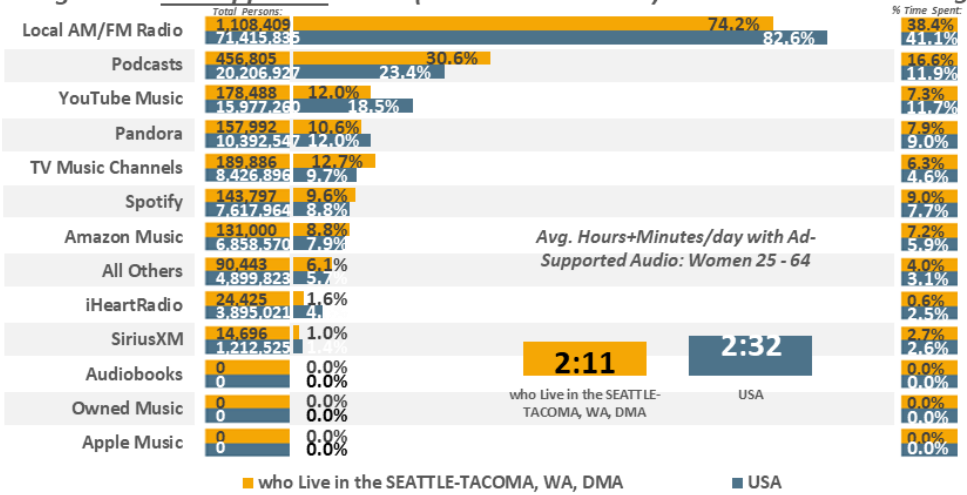
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



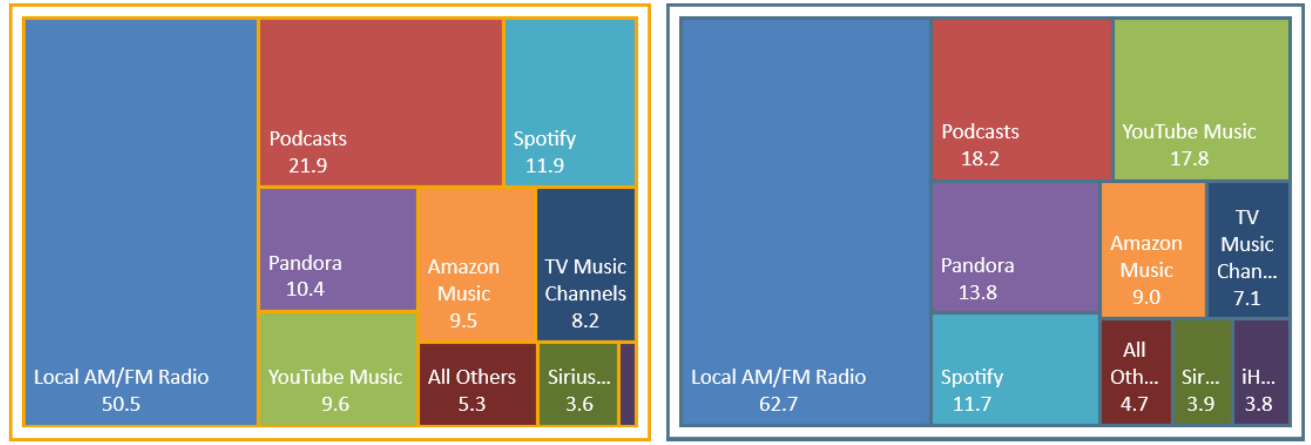
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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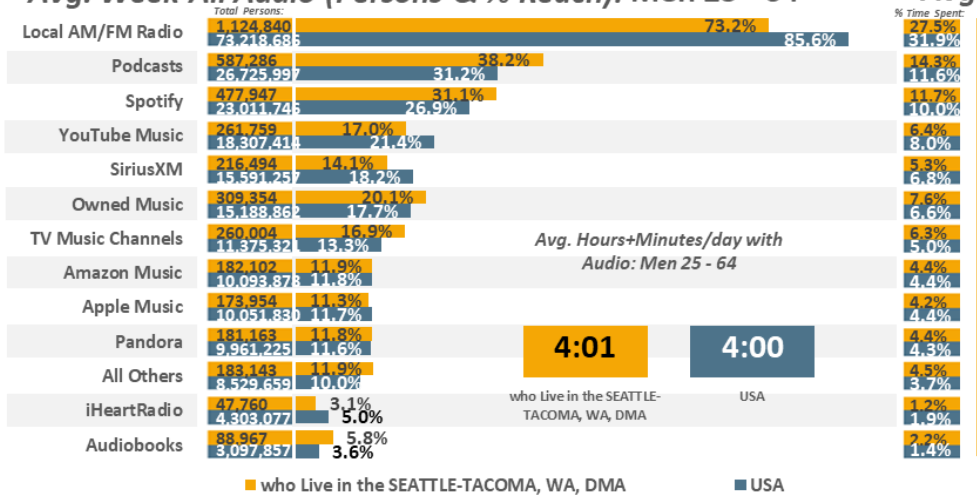


Seattle-Tacoma, WA, DMA

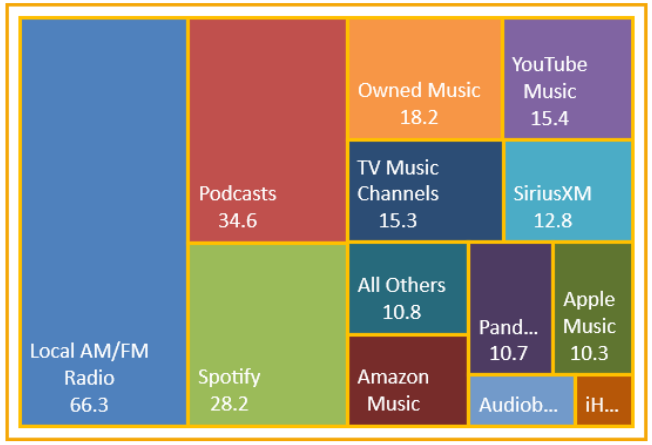
M25-64

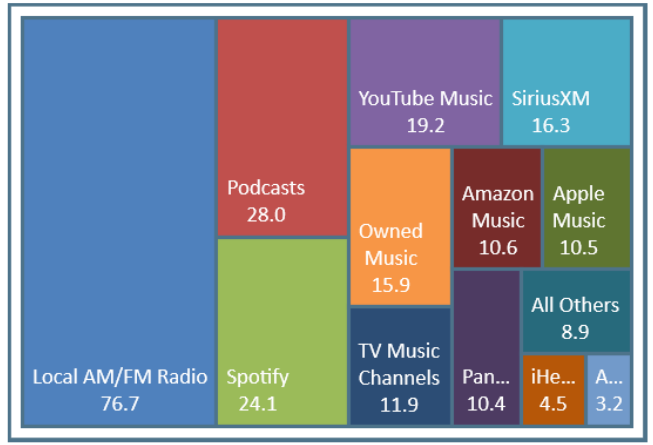
1,096,339 or 71.4% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

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

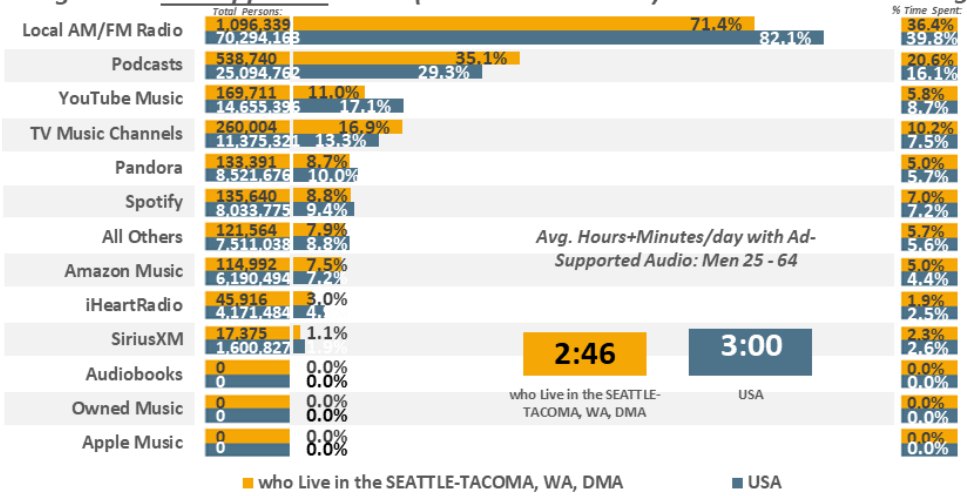


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

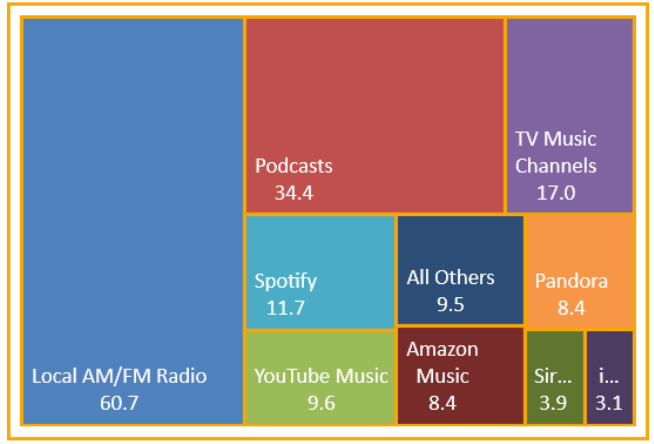


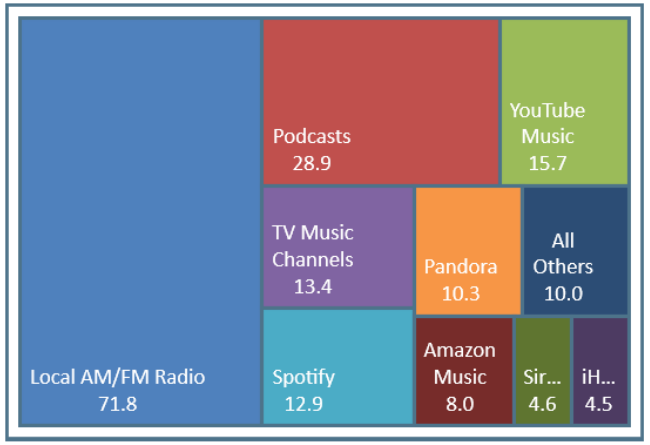


Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 64



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





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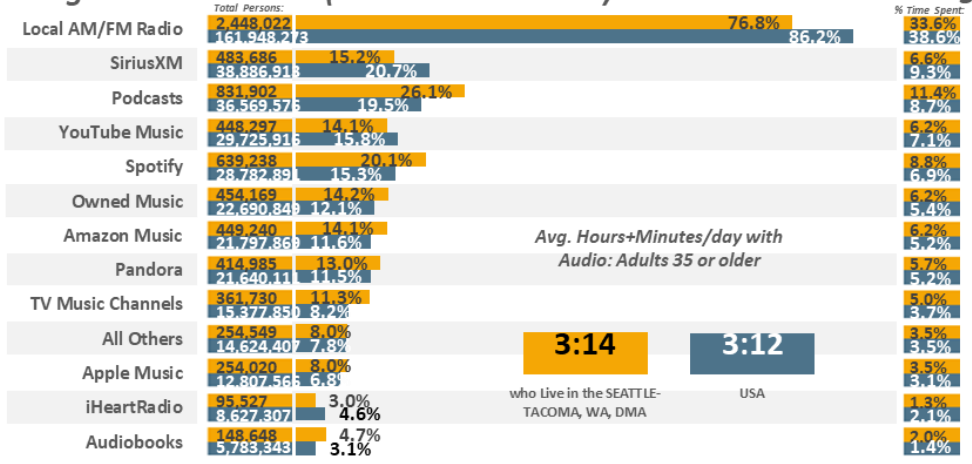


Seattle-Tacoma, WA, DMA

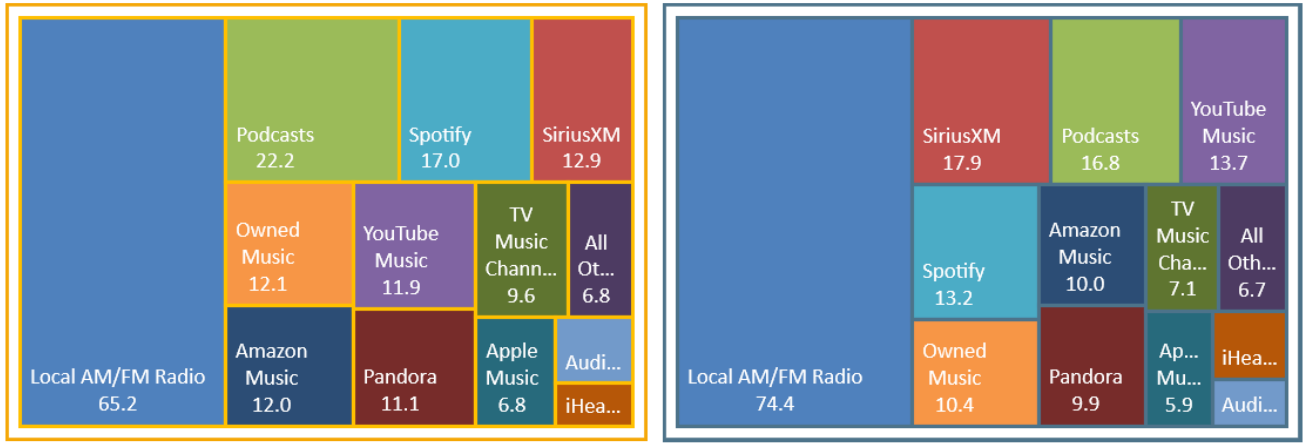
P35+

2,360,273 or 74.% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

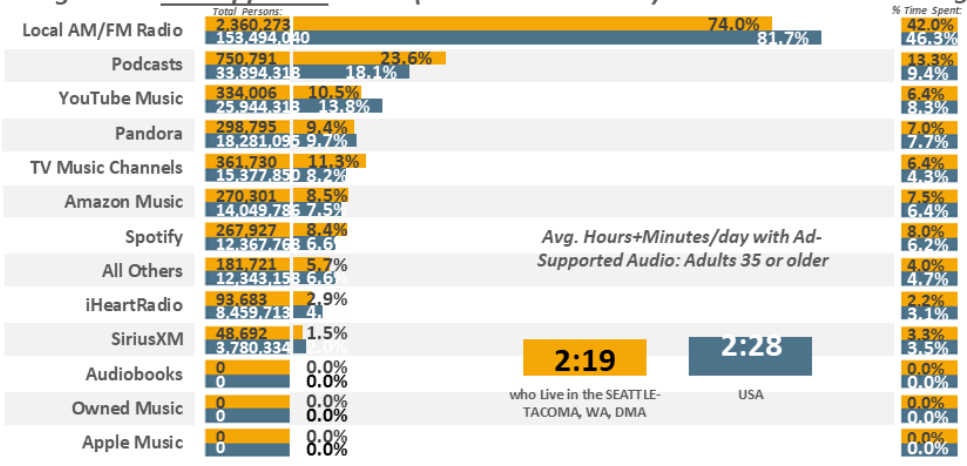
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



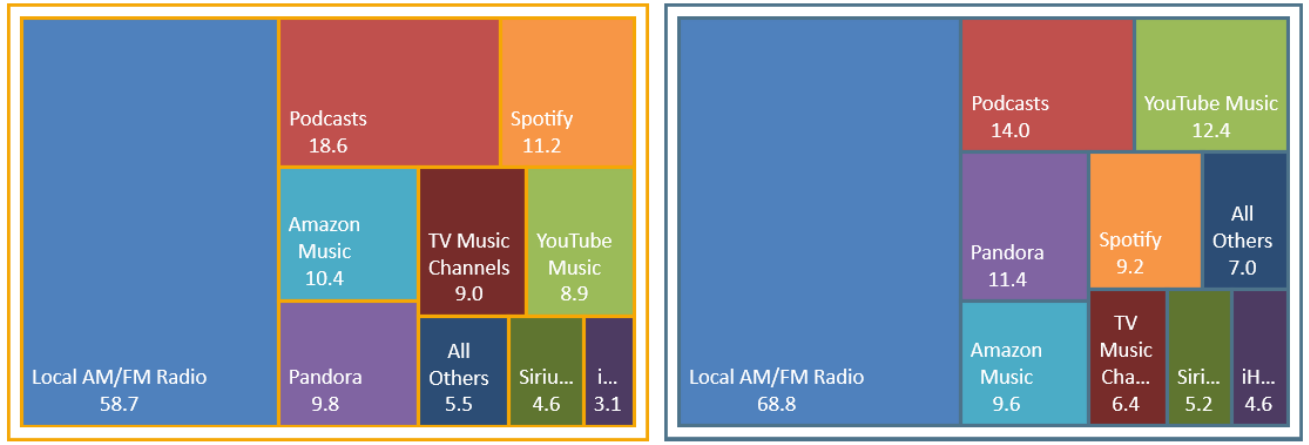
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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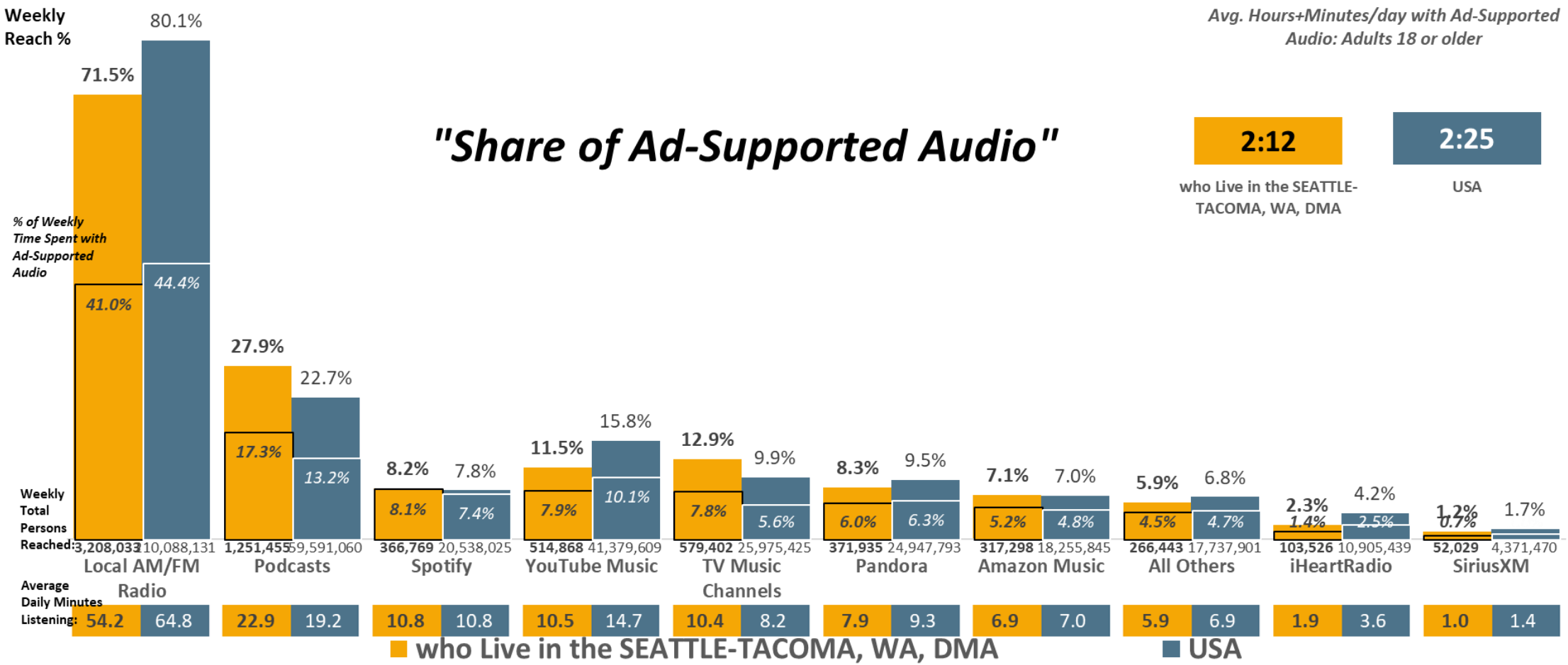
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Seattle-Tacoma, WA, DMA

P18+

3,208,033 or 71.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 54.2 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



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Seattle-Tacoma, WA, DMA

P25-64

2,204,580 or 72.8% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.7 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 25 - 64

who Live in the SEATTLE-TACOMA, WA, DMA	USA
2:31	2:48

	Local AM/FM Radio	Podcasts	All Others	TV Music Channels	Spotify	YouTube Music	Pandora	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	72.8% / 82.4%	32.9% / 26.3%	7.0% / 7.2%	14.8% / 11.4%	9.2% / 9.1%	11.5% / 17.8%	9.6% / 11.0%	8.1% / 7.6%	2.3% / 4.7%	1.1% / 1.6%
% of Weekly Time Spent with Ad-Supported Audio	36.8% / 39.9%	18.5% / 13.8%	8.1% / 7.2%	8.0% / 5.9%	7.8% / 7.3%	6.4% / 10.0%	6.2% / 7.1%	6.0% / 5.0%	1.2% / 2.5%	1.1% / 1.1%
Weekly Total Persons Reached:	2,204,580 / 41,710,143	996,315 / 45,188,155	212,007 / 12,410,861	447,724 / 19,622,401	279,437 / 15,651,738	348,199 / 30,632,656	291,383 / 18,914,223	245,992 / 13,049,064	70,341 / 8,066,505	32,071 / 2,813,352
Average Daily Minutes Listening:	55.7 / 67.2	28.0 / 23.3	12.2 / 12.1	12.2 / 9.9	11.8 / 12.3	9.7 / 16.8	9.4 / 12.0	9.0 / 8.5	1.8 / 4.2	1.7 / 2.2

■ who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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Seattle-Tacoma, WA, DMA

W25-64

1,108,409 or 74.2% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 50.5 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Women 25 - 64

2:11	2:32
who Live in the SEATTLE-TACOMA, WA, DMA	USA

	Local AM/FM Radio	Podcasts	Spotify	Pandora	YouTube Music	Amazon Music	TV Music Channels	All Others	SiriusXM	iHeartRadio
Weekly Reach %	74.2% / 82.6%	30.6% / 23.4%	9.6% / 8.8%	10.6% / 12.0%	12.0% / 18.5%	8.8% / 7.9%	12.7% / 9.7%	6.1% / 5.7%	1.0% / 1.4%	1.6% / 4.5%
% of Weekly Time Spent with Ad-Supported Audio	38.4% / 41.1%	16.6% / 11.9%	9.0% / 7.7%	7.9% / 9.0%	7.3% / 11.7%	7.2% / 5.9%	6.3% / 4.6%	4.0% / 3.1%	2.7% / 2.6%	0.6% / 2.5%
Weekly Total Persons Reached:	1,108,409 / 71,415,835	456,805 / 20,206,927	143,797 / 7,617,964	157,992 / 10,392,547	178,488 / 15,977,260	131,000 / 6,858,570	189,886 / 8,426,896	90,443 / 4,899,823	14,696 / 1,212,525	24,425 / 3,895,021
Average Daily Minutes Listening:	50.5 / 62.7	21.9 / 18.2	11.9 / 11.7	10.4 / 13.8	9.6 / 17.8	9.5 / 9.0	8.2 / 7.1	5.3 / 4.7	3.6 / 3.9	0.7 / 3.8

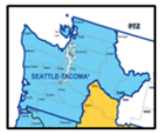
■ who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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Seattle-Tacoma, WA, DMA

M25-64

1,096,339 or 71.4% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Men 25 - 64

2:46	3:00
who Live in the SEATTLE-TACOMA, WA, DMA	USA

	Local AM/FM Radio	Podcasts	TV Music Channels	Spotify	YouTube Music	All Others	Amazon Music	Pandora	SiriusXM	iHeartRadio
Weekly Reach %	71.4% / 82.1%	35.1% / 29.3%	16.9% / 13.3%	8.8% / 9.4%	11.0% / 17.1%	7.9% / 8.8%	7.5% / 7.2%	8.7% / 10.0%	1.1% / 1.9%	3.0% / 4.9%
% of Weekly Time Spent with Ad-Supported Audio	36.4% / 39.8%	20.6% / 16.1%	10.2% / 7.5%	7.0% / 7.2%	5.8% / 8.7%	5.7% / 5.6%	5.0% / 4.4%	5.0% / 5.7%	2.3% / 2.6%	1.9% / 2.5%
Weekly Total Persons Reached:	1,096,339 / 70,294,163	538,740 / 25,094,762	260,004 / 11,375,321	135,640 / 8,033,775	169,711 / 14,655,396	121,564 / 7,511,038	114,992 / 6,190,494	133,391 / 8,521,676	17,375 / 1,600,827	45,916 / 4,171,484
Average Daily Minutes Listening:	60.7 / 71.8	34.4 / 28.9	17.0 / 13.4	11.7 / 12.9	9.6 / 15.7	9.5 / 10.0	8.4 / 8.0	8.4 / 10.3	3.9 / 4.6	3.1 / 4.5

■ who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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Seattle-Tacoma, WA, DMA

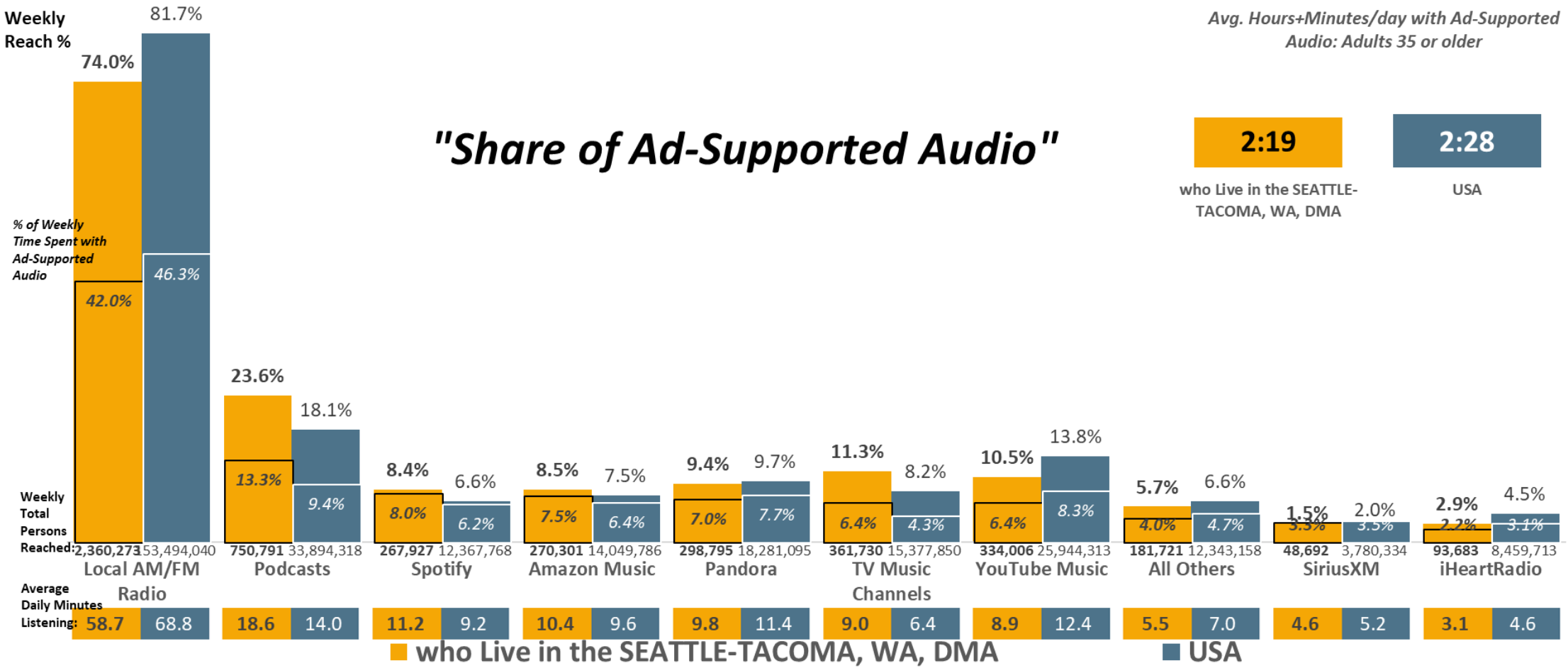
P35+

2,360,273 or 74.% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

who Live in the SEATTLE-TACOMA, WA, DMA	USA
2:19	2:28



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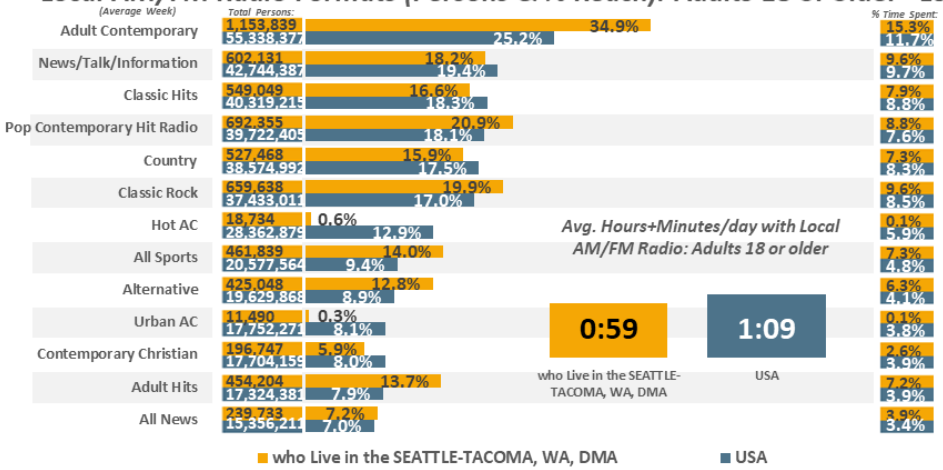


Seattle-Tacoma, WA, DMA

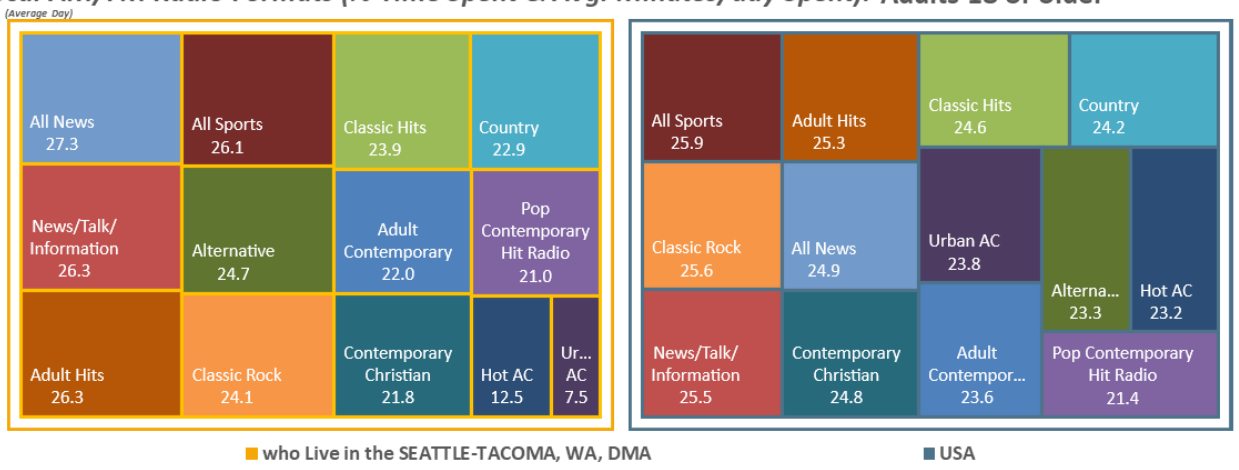
P18+

3,208,033 or 71.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Country.

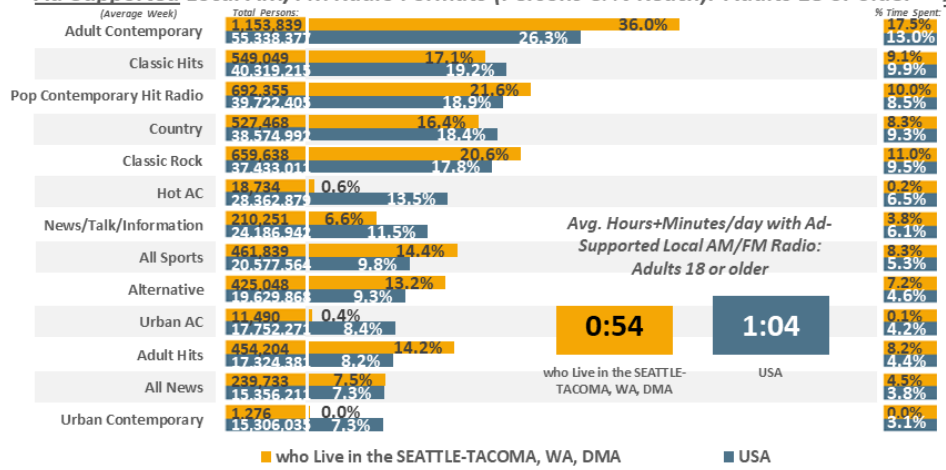
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



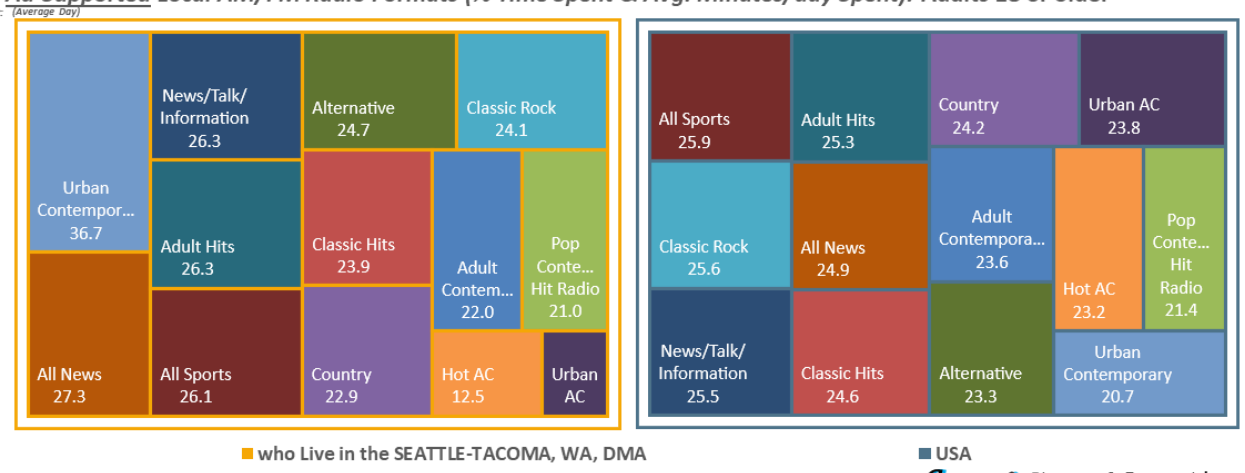
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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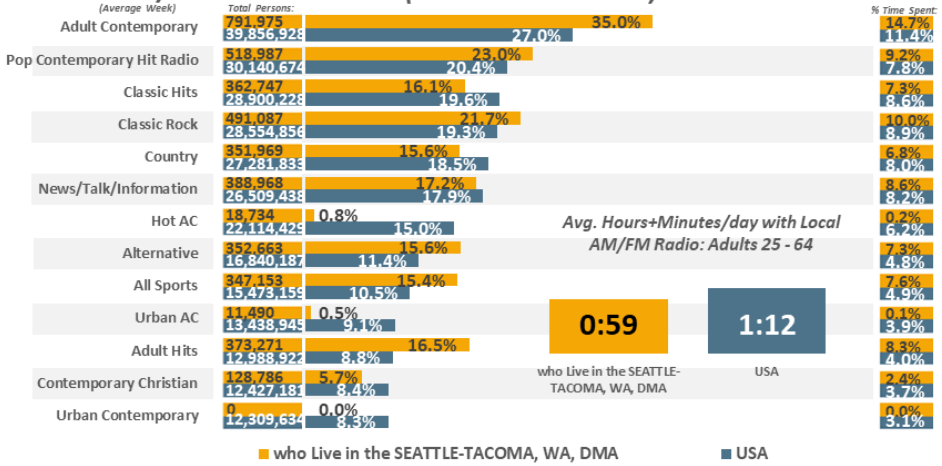


Seattle-Tacoma, WA, DMA

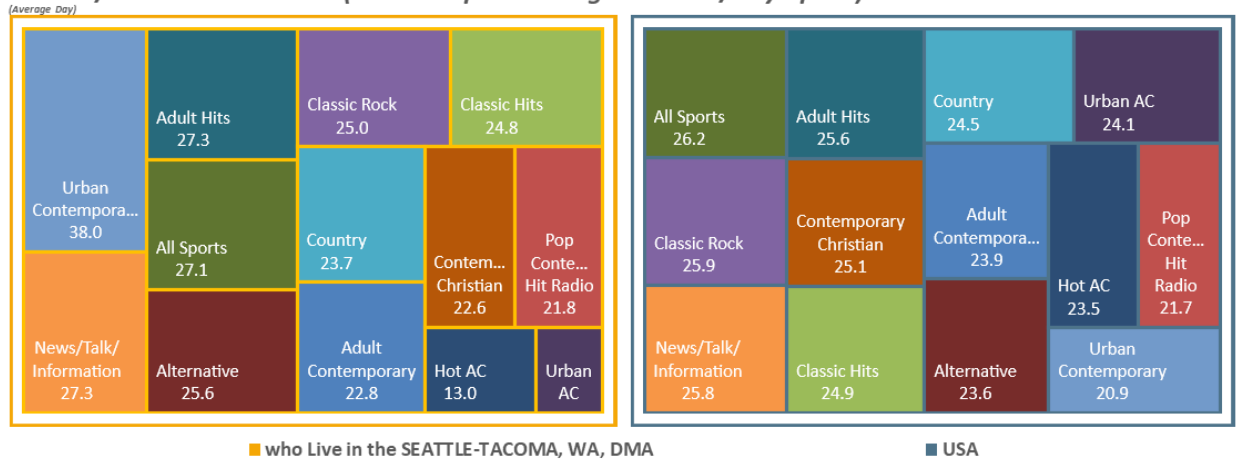
P25-64

2,204,580 or 72.8% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Adult Hits, and Classic Hits.

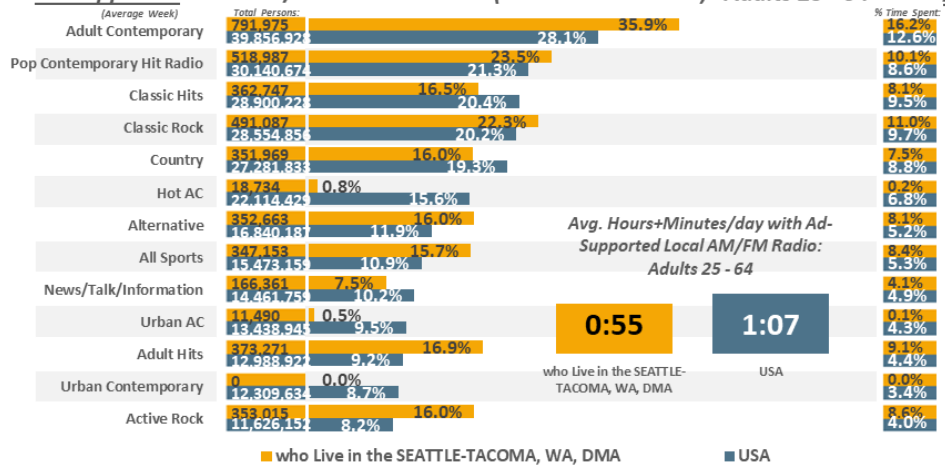
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



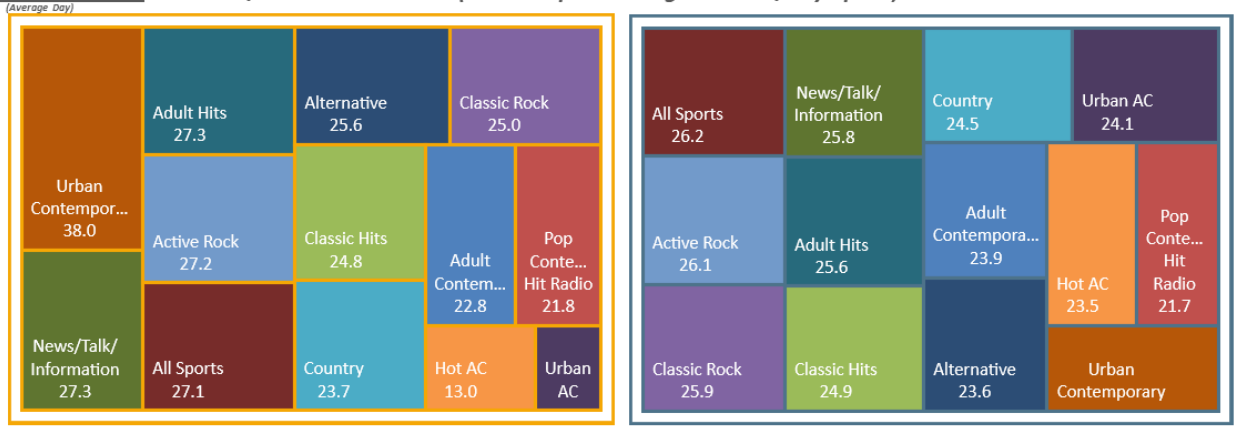
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

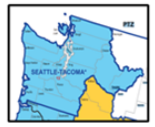


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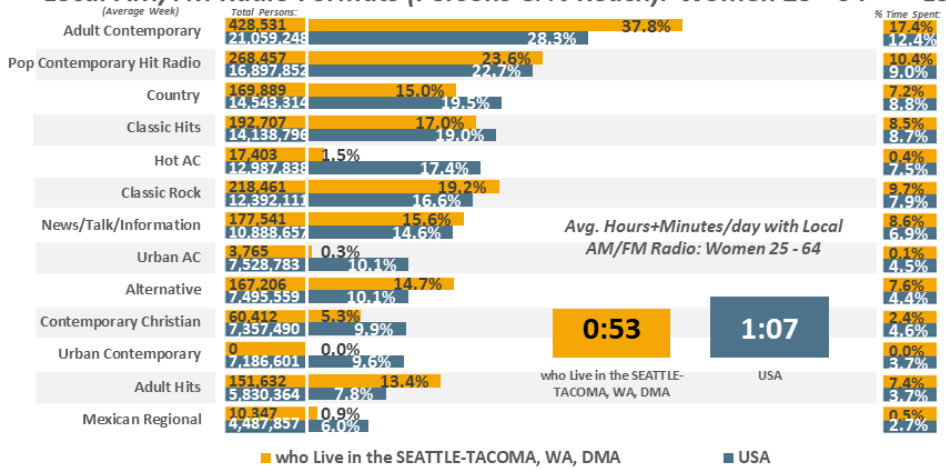


Seattle-Tacoma, WA, DMA

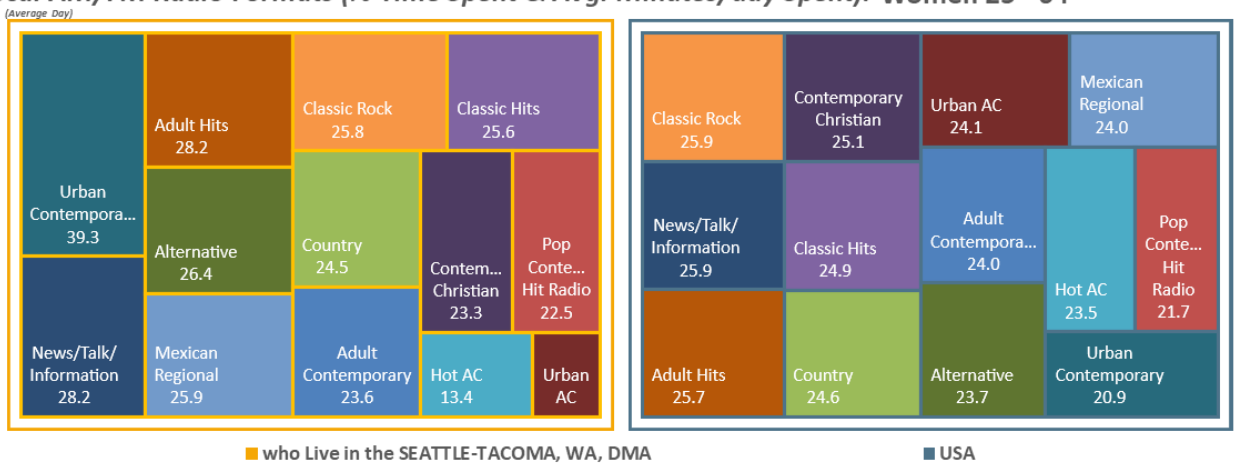
W25-64

1,108,409 or 74.2% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Country.

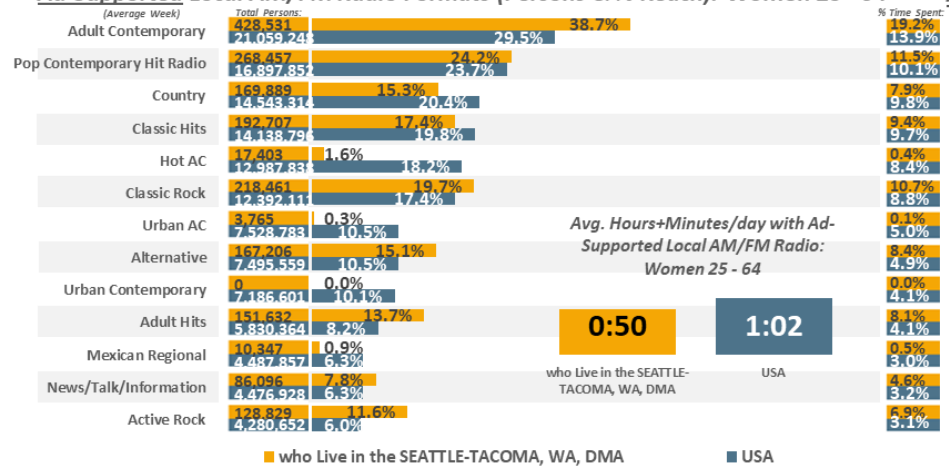
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



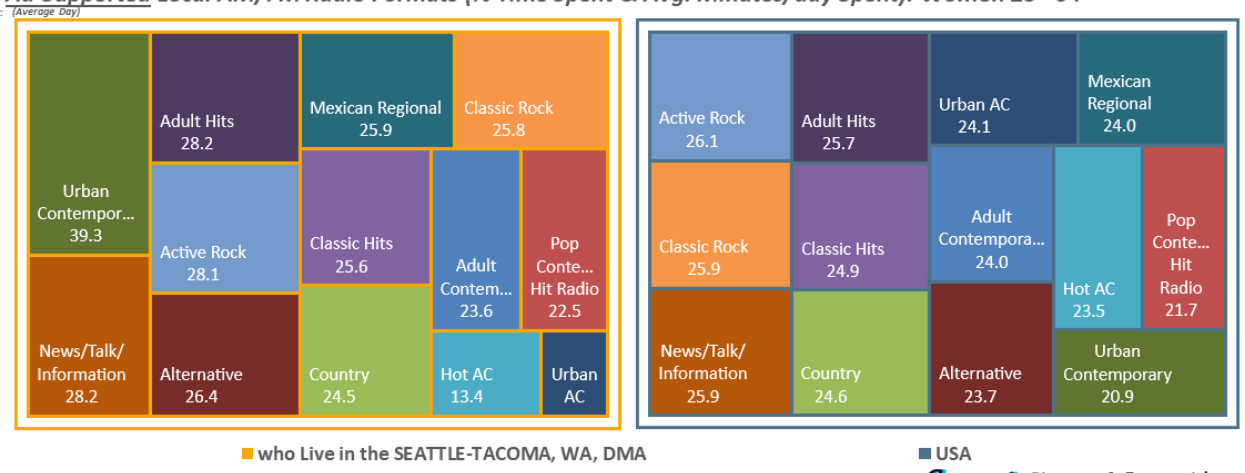
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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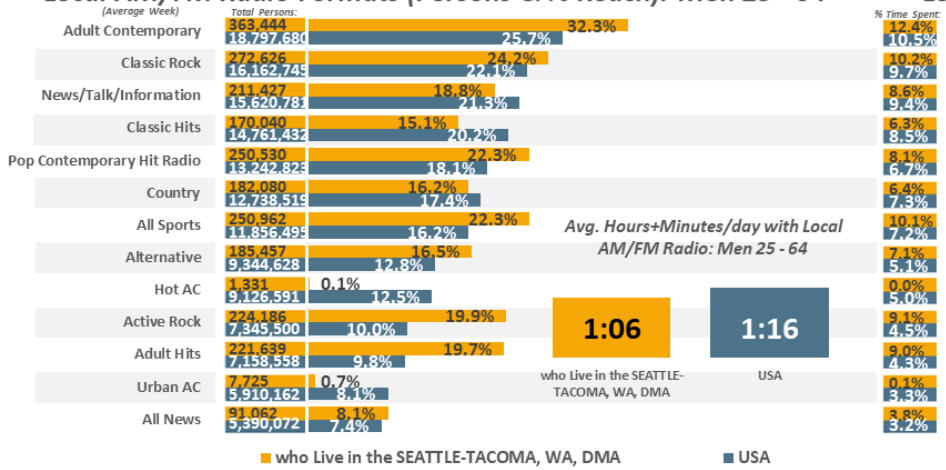


Seattle-Tacoma, WA, DMA

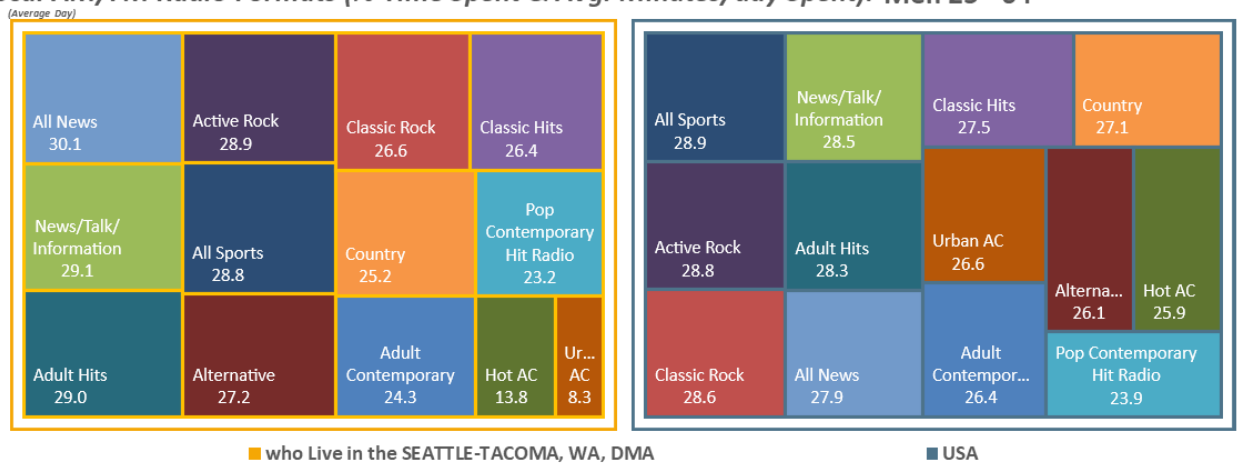
M25-64

1,096,339 or 71.4% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, All Sports, Pop Contemporary Hit Radio, and Active Rock.

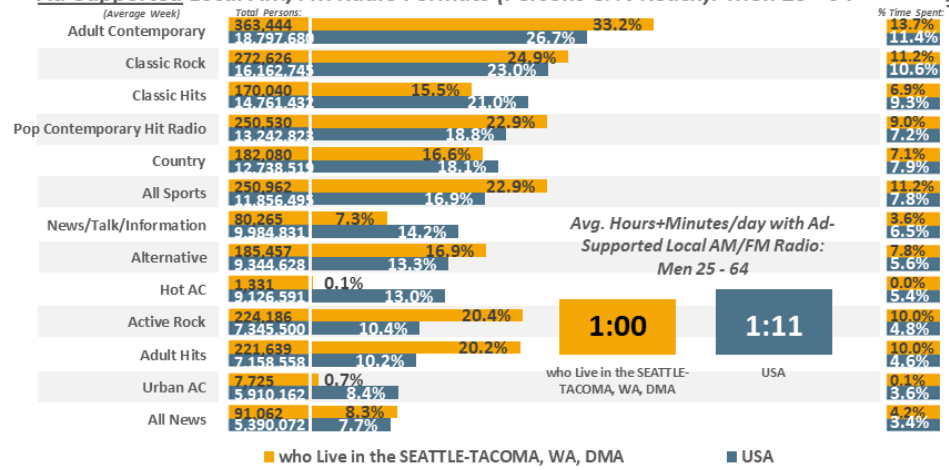
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



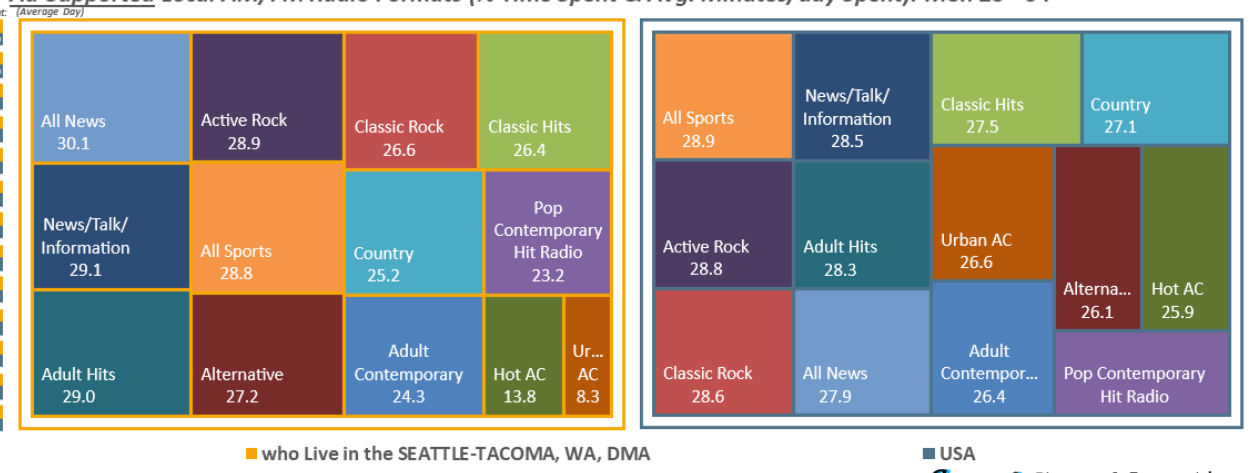
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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

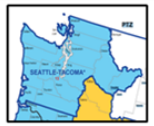


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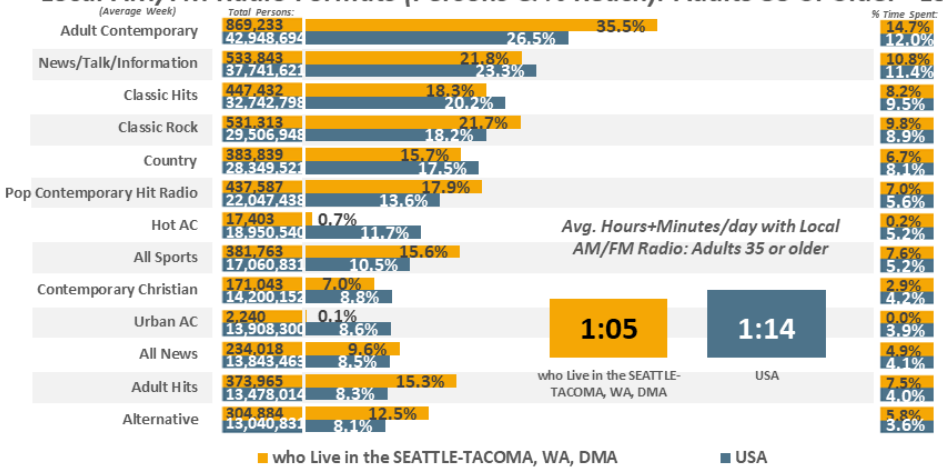


Seattle-Tacoma, WA, DMA

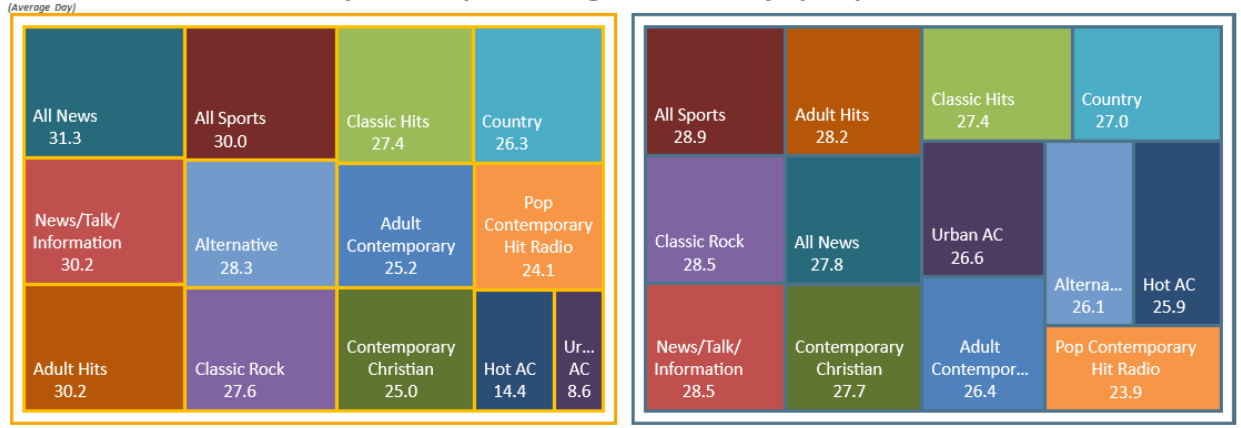
P35+

2,360,273 or 74.4% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Country.

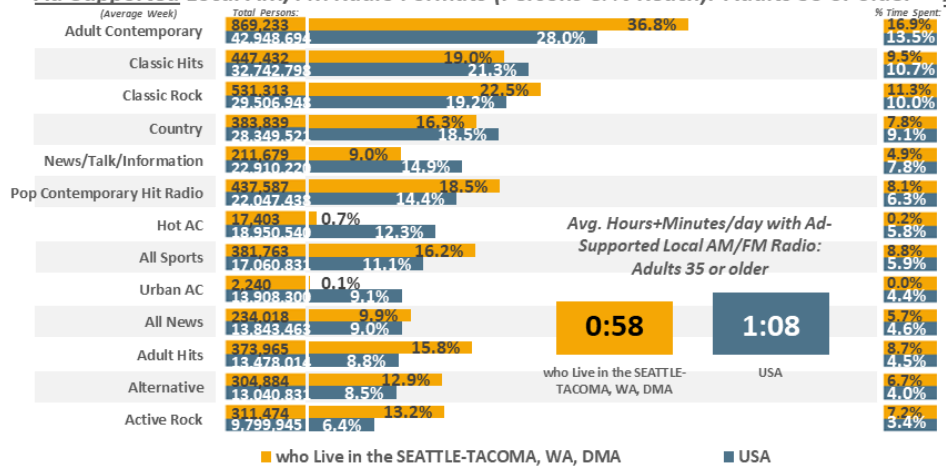
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



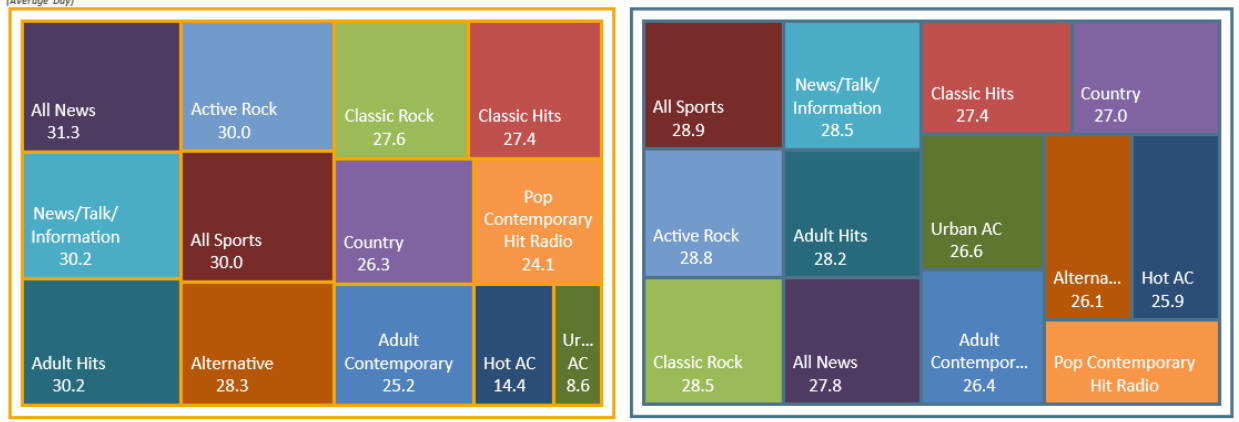
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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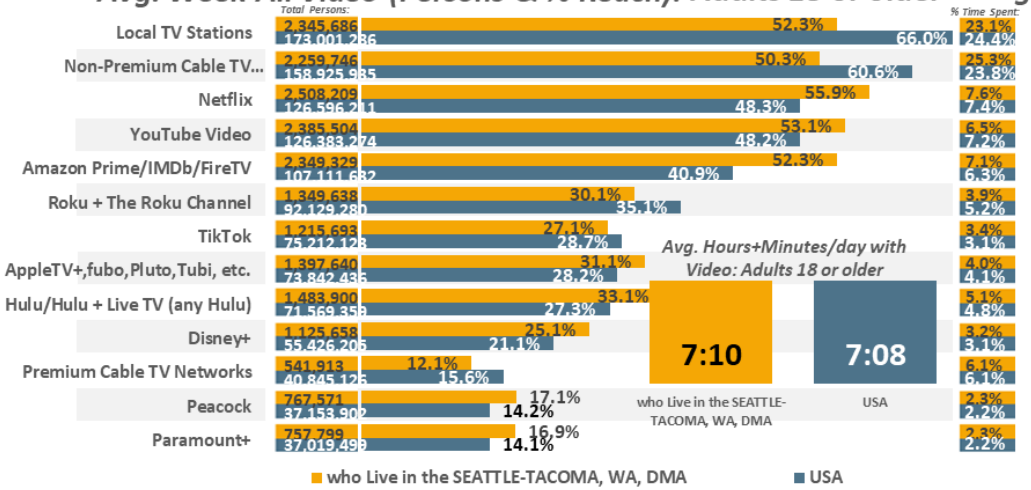


Seattle-Tacoma, WA, DMA

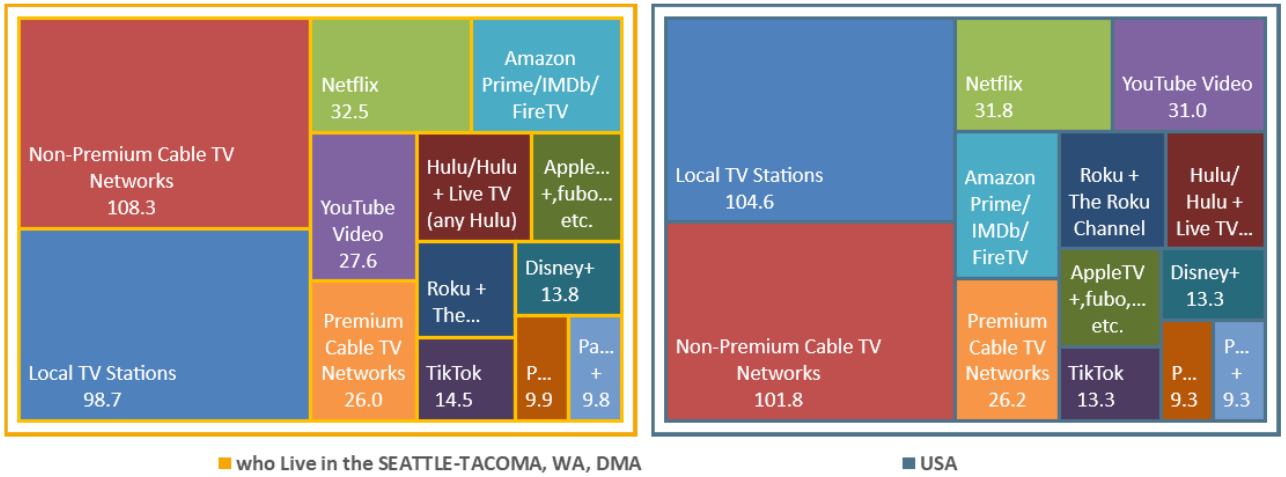
P18+

2,313,892 or 51.6% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 93.6 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

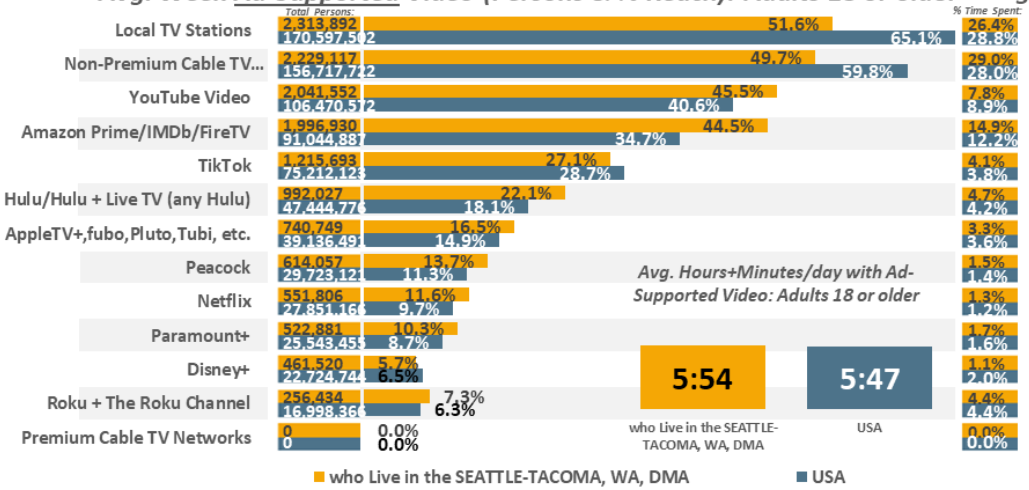
Avg. Week All Video (Persons & % Reach): Adults 18 or older



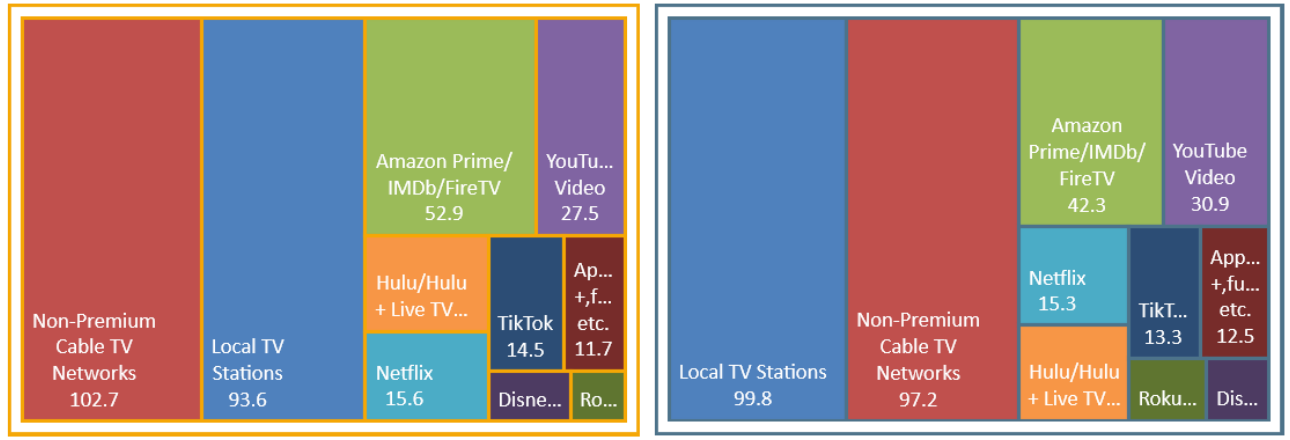
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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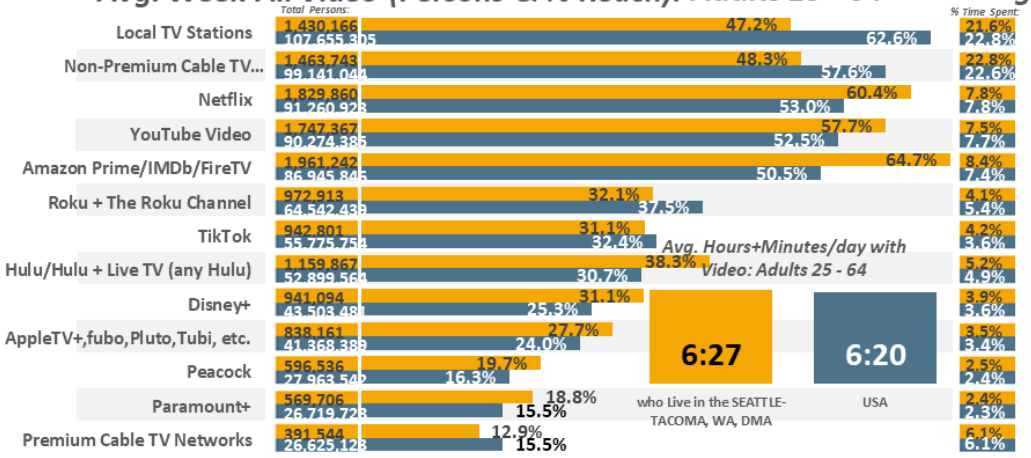


Seattle-Tacoma, WA, DMA

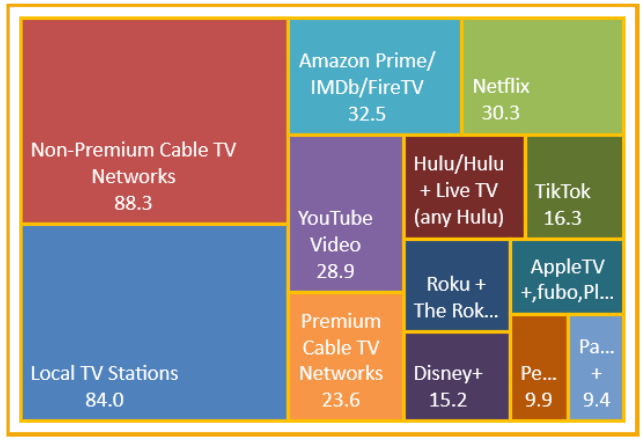
P25-64

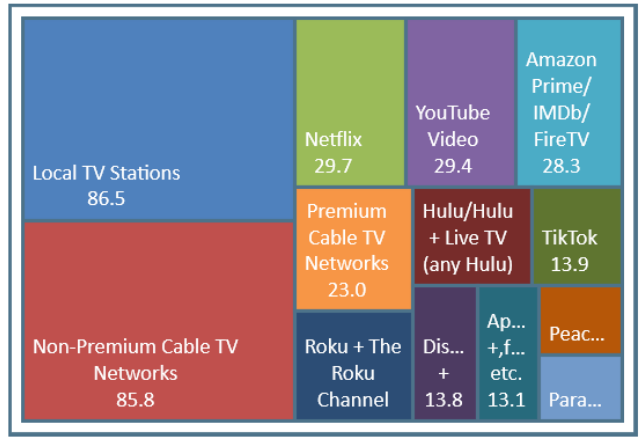
1,414,384 or 46.7% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 80.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.

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

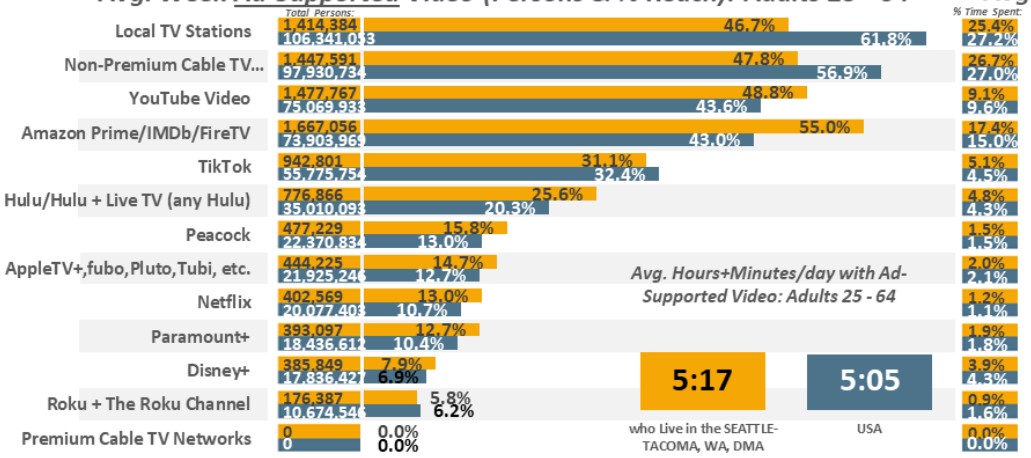


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

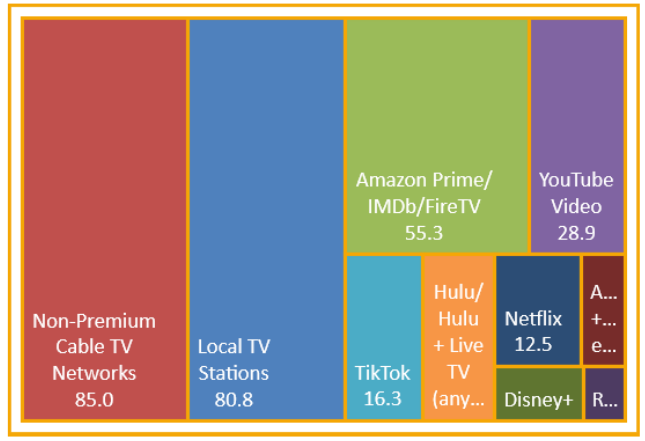


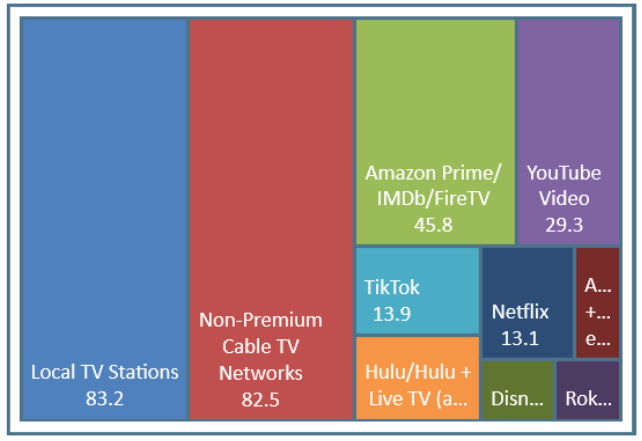


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



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





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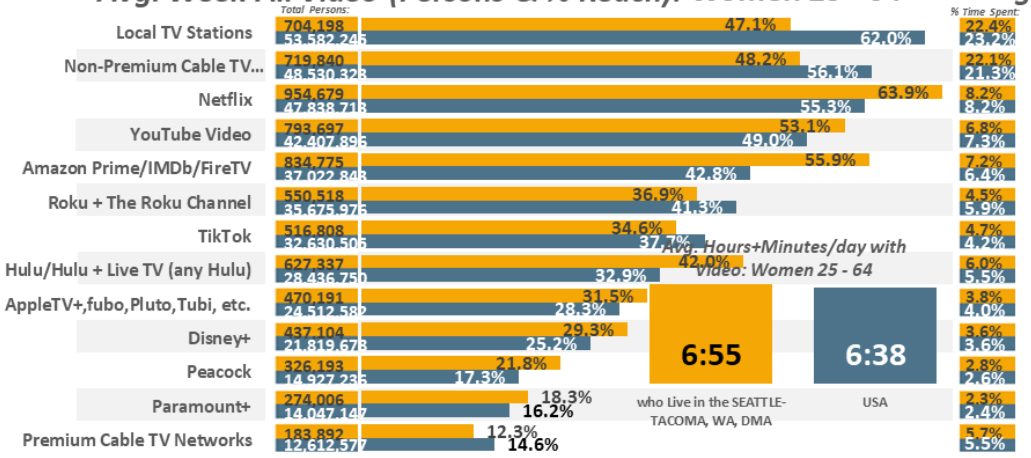


Seattle-Tacoma, WA, DMA

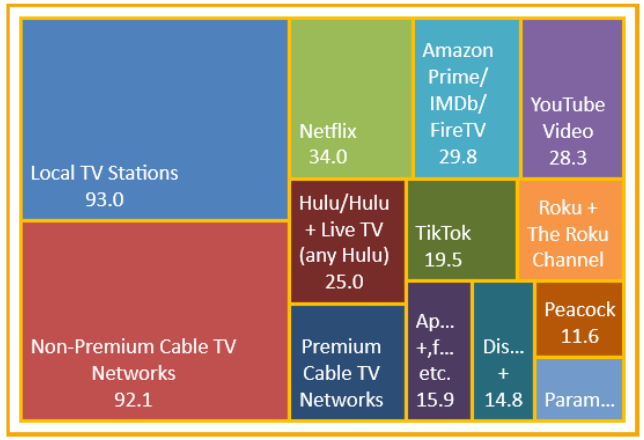
W25-64

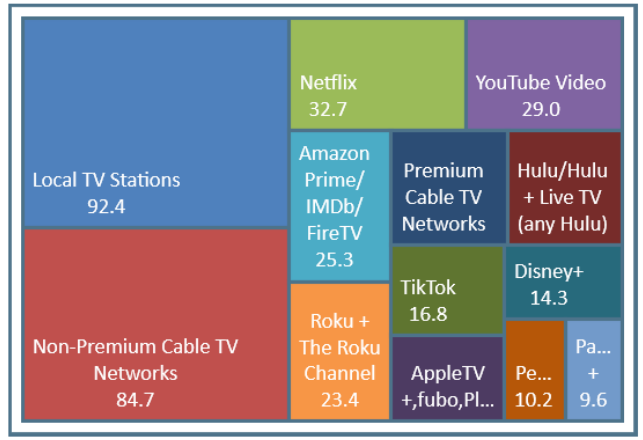
695,338 or 46.6% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

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

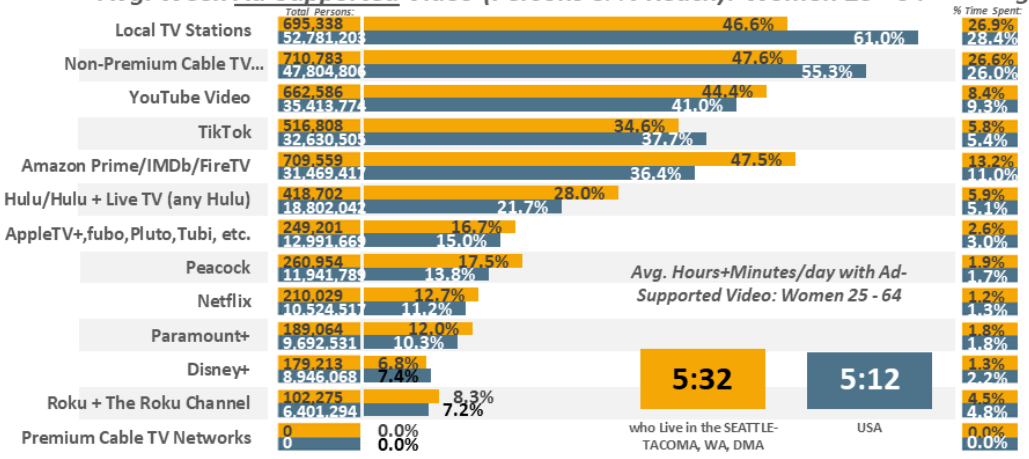


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

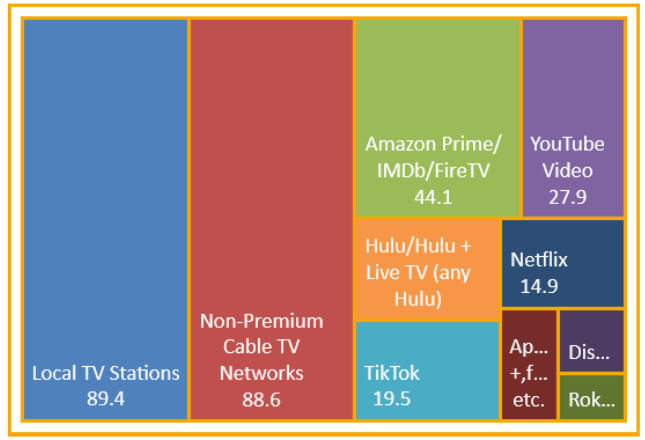


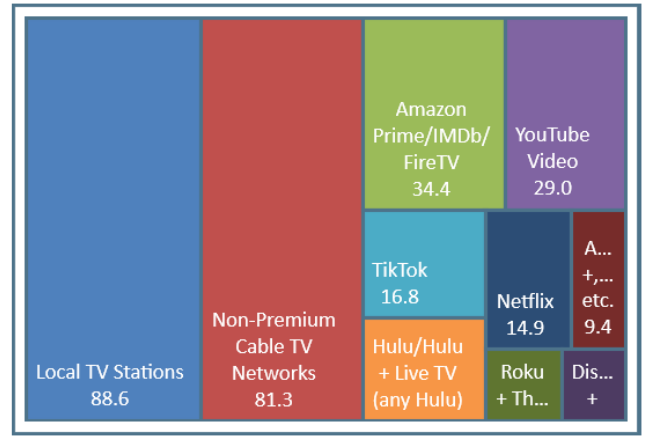


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



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





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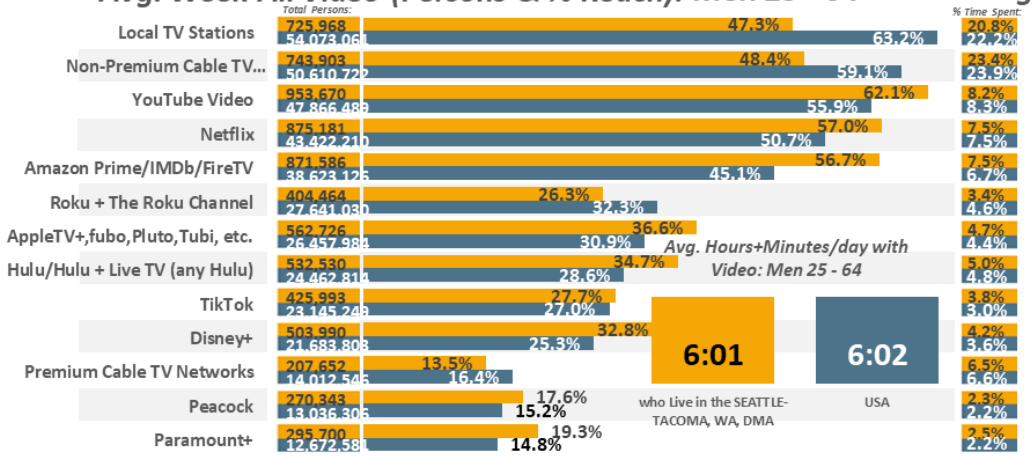


Seattle-Tacoma, WA, DMA

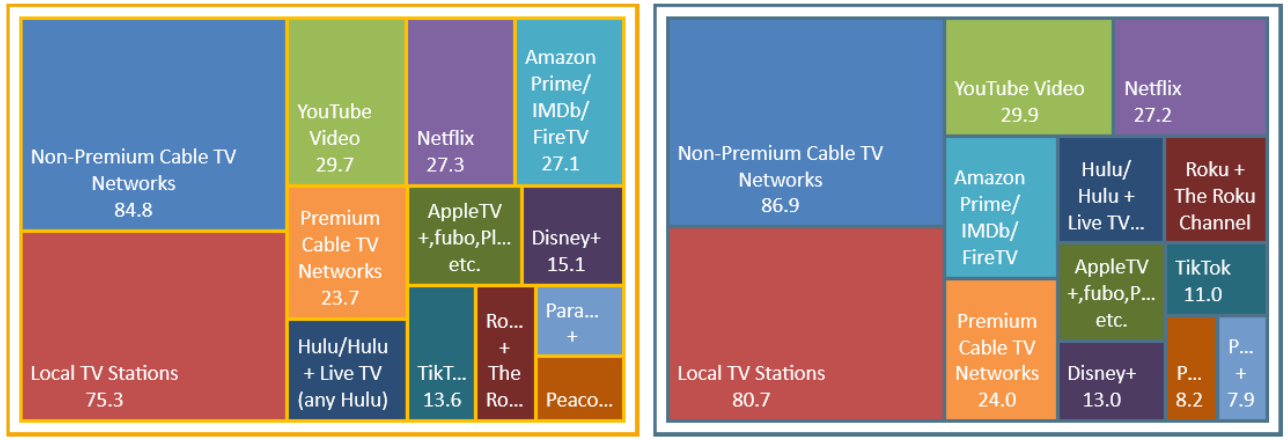
M25-64

719,040 or 46.8% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 72.5 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

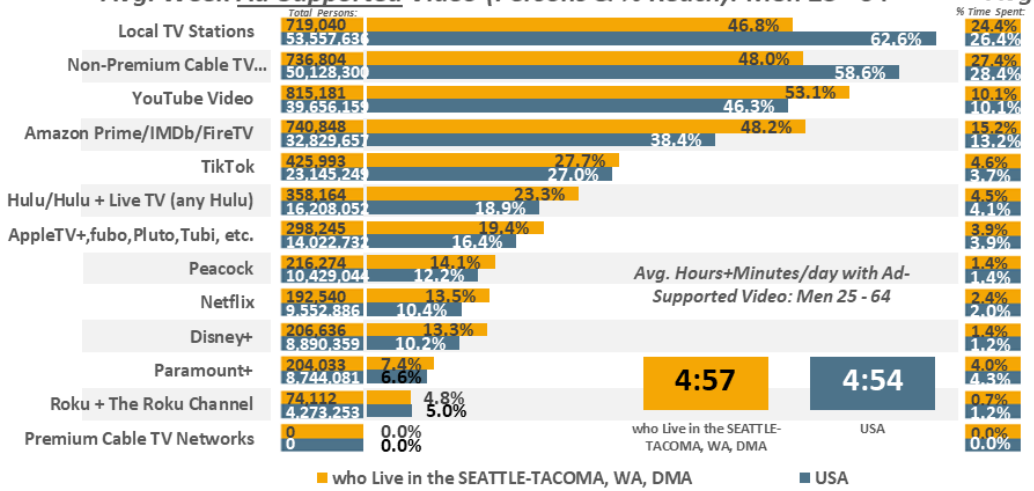
Avg. Week All Video (Persons & % Reach): Men 25 - 64



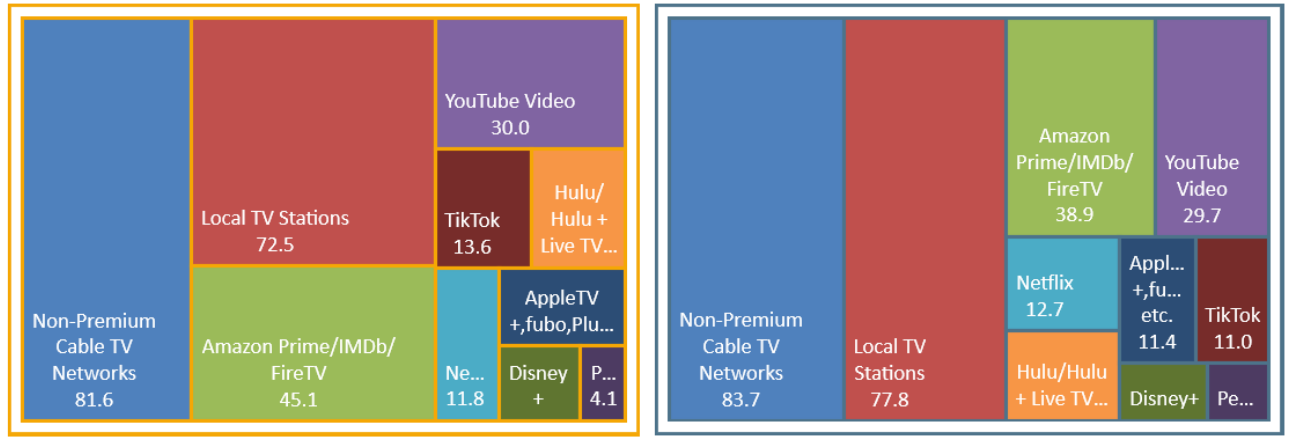
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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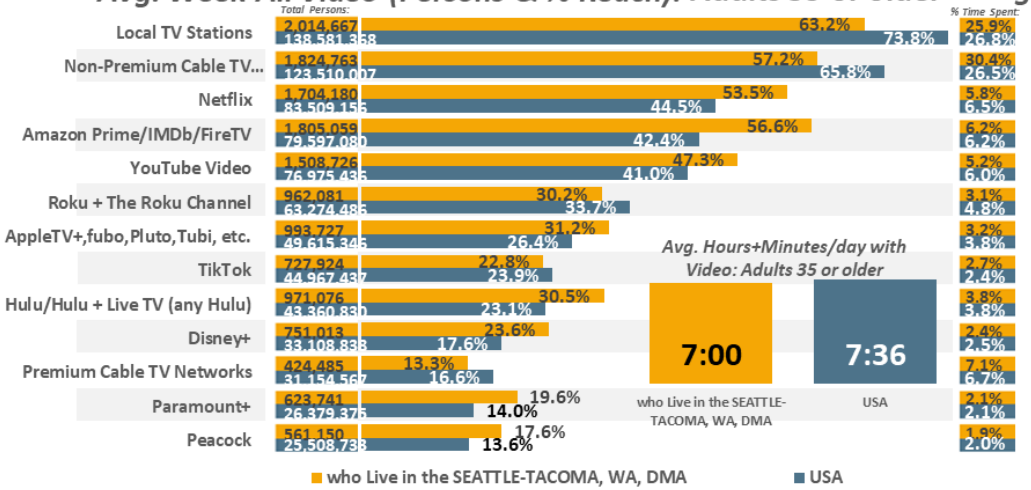


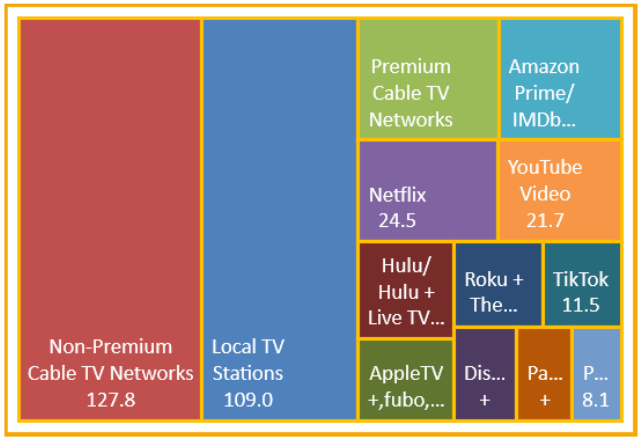
Seattle-Tacoma, WA, DMA

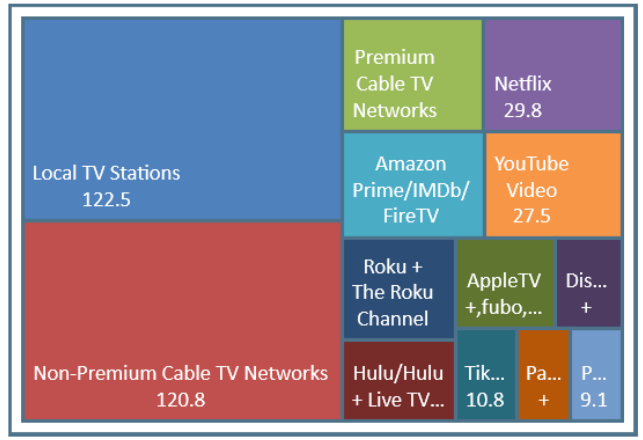
P35+

1,985,408 or 62.3% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 102.7 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

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

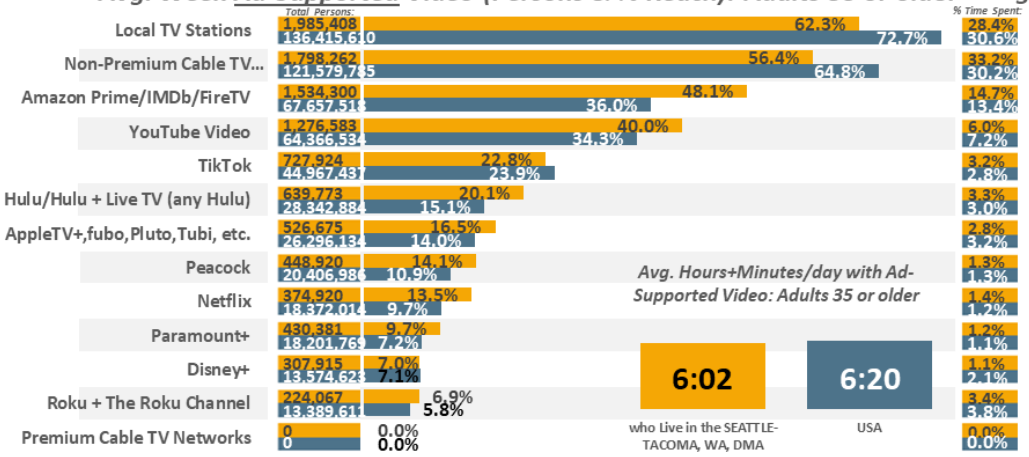


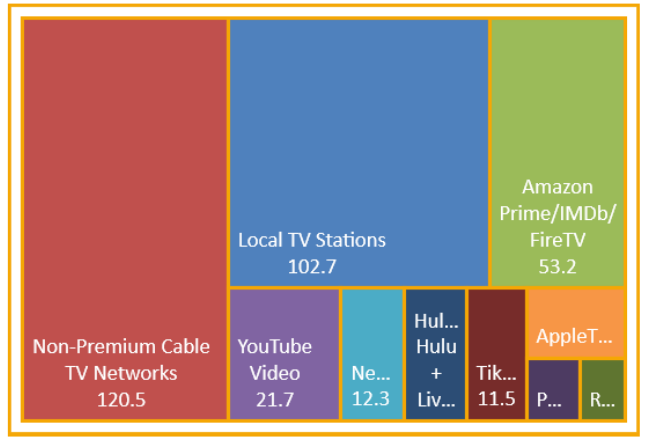


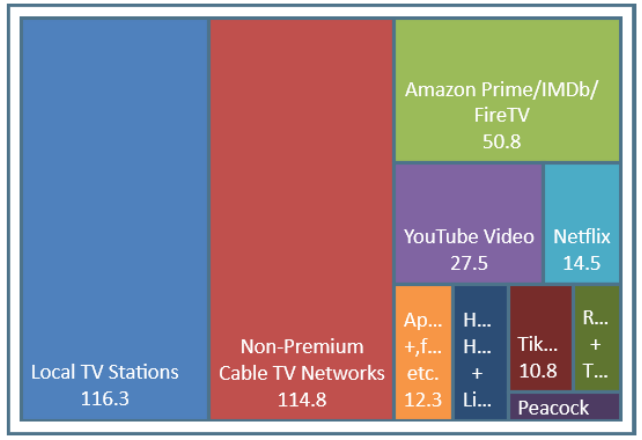


who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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







who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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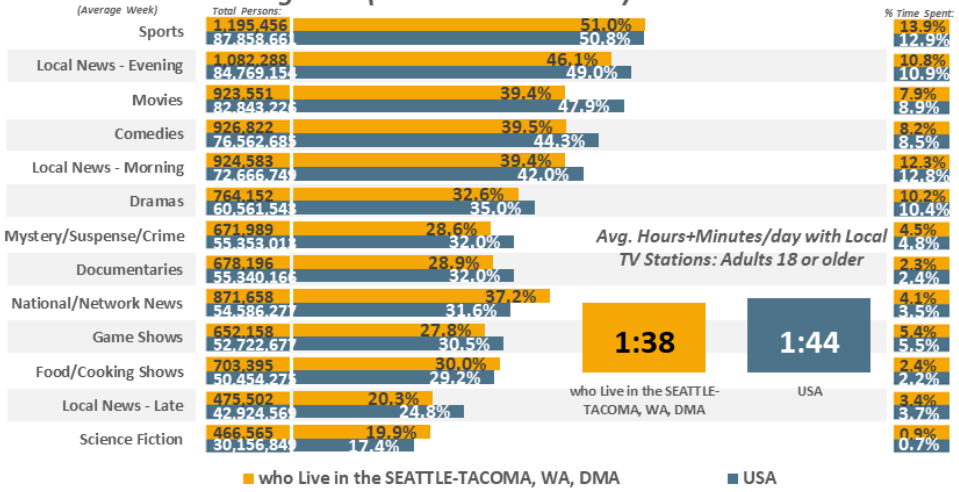


Seattle-Tacoma, WA, DMA

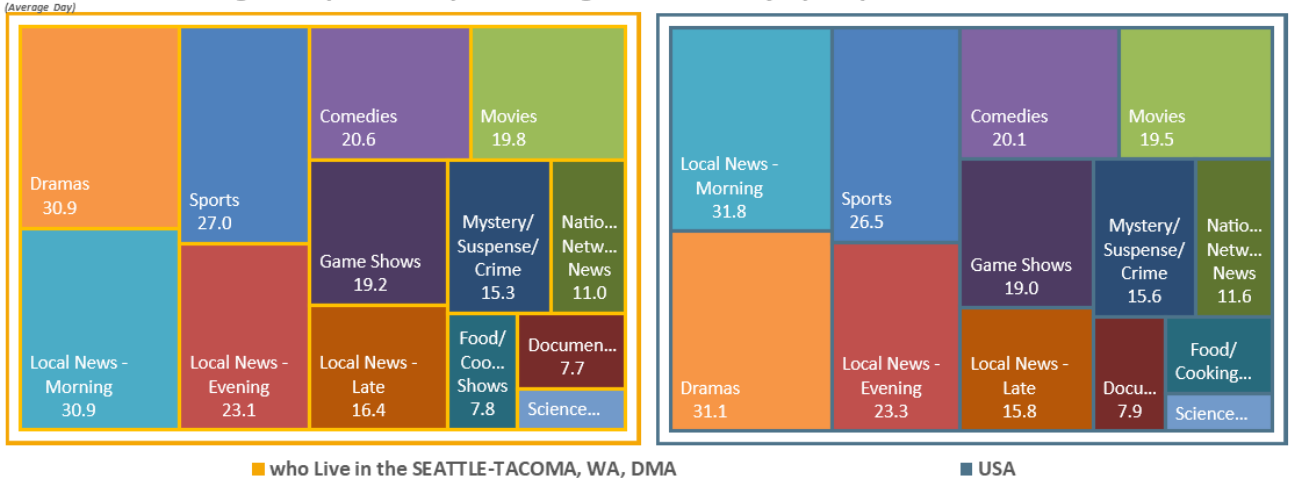
P18+

2,313,892 or 51.6% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and National/Network News.

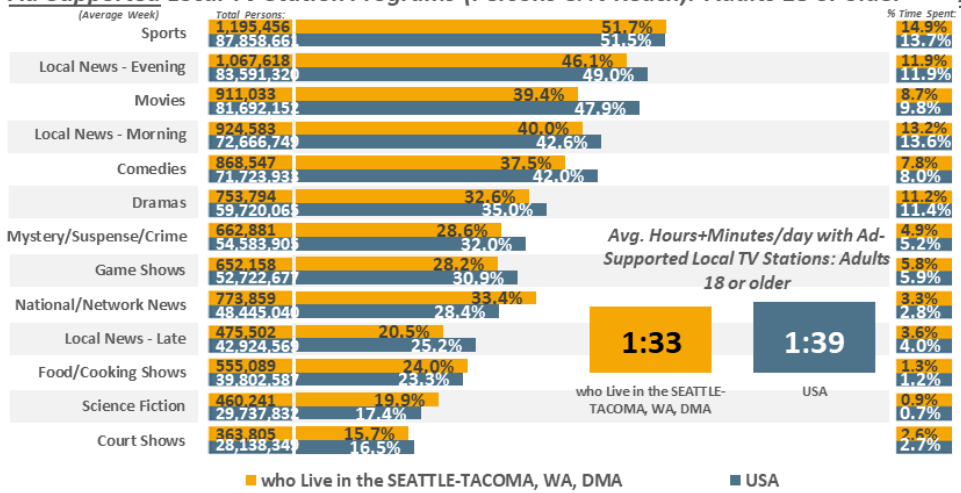
Local TV Station Programs (Persons & % Reach): Adults 18 or older



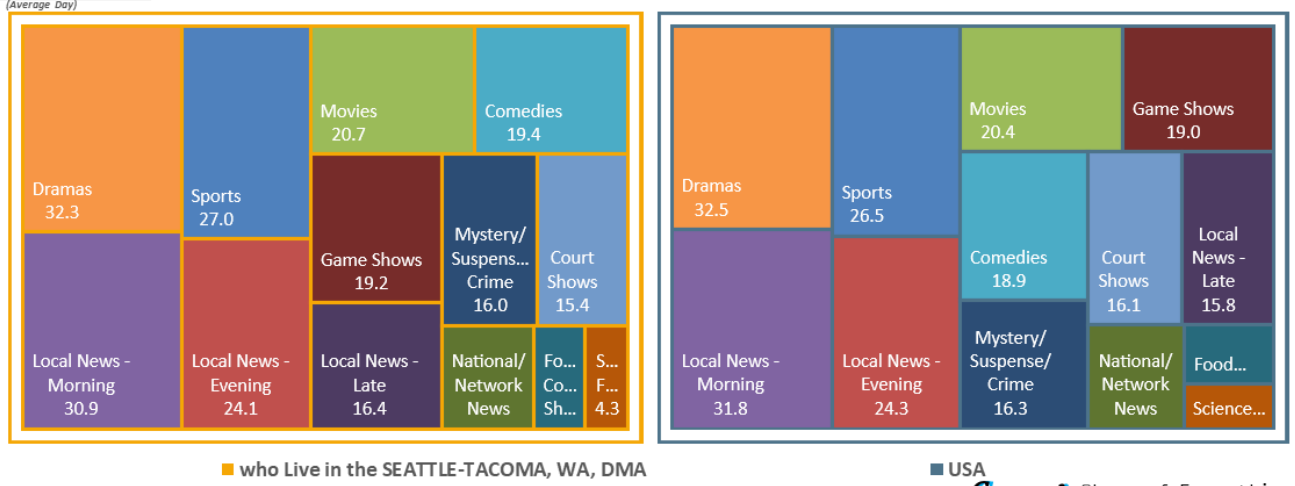
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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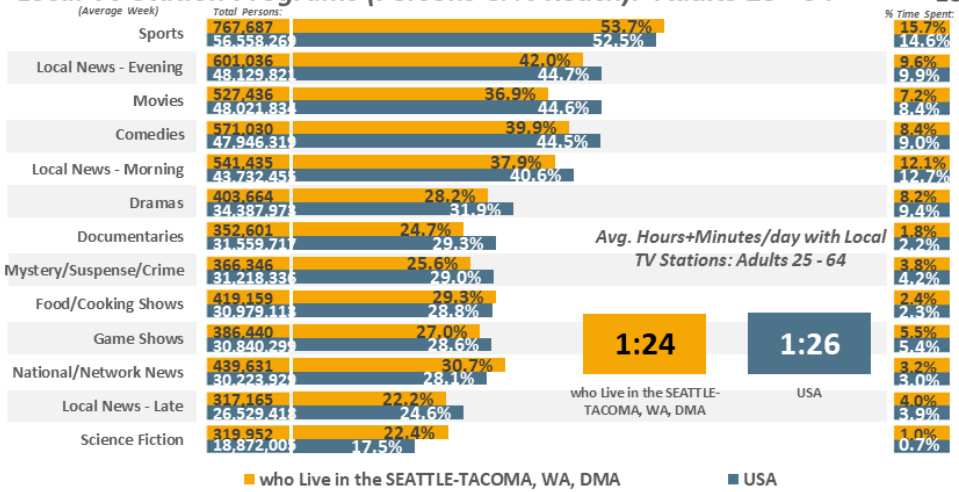


Seattle-Tacoma, WA, DMA

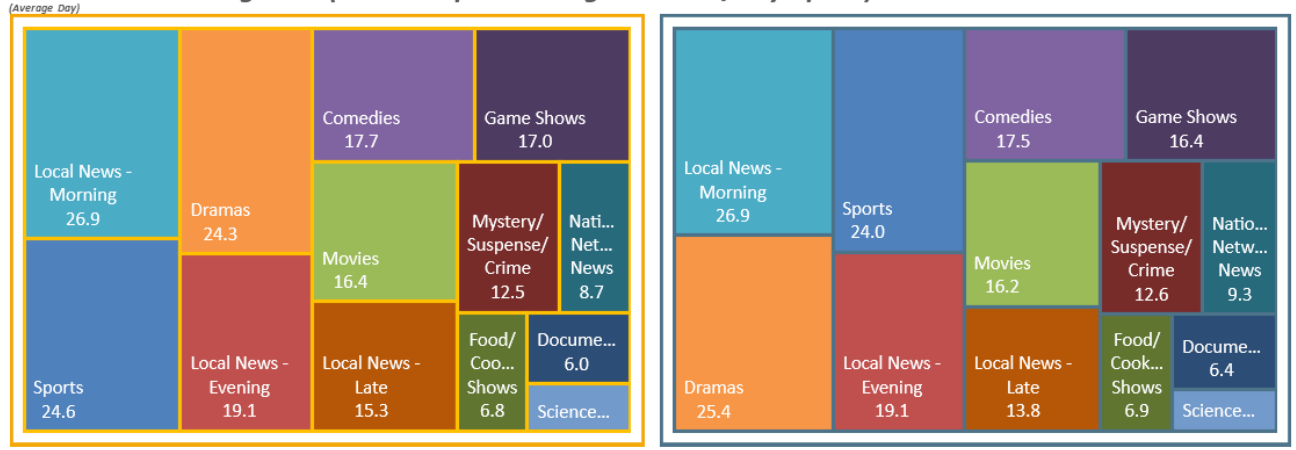
P25-64

1,414,384 or 46.7% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

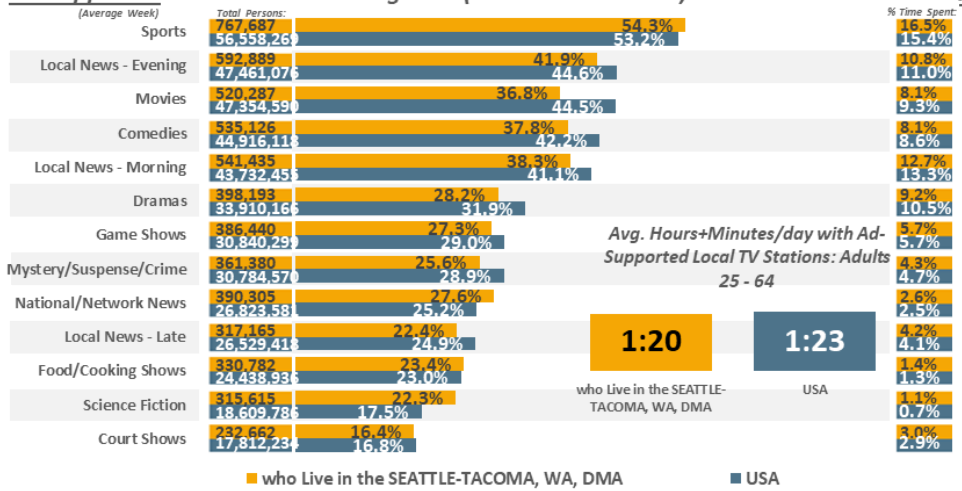
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



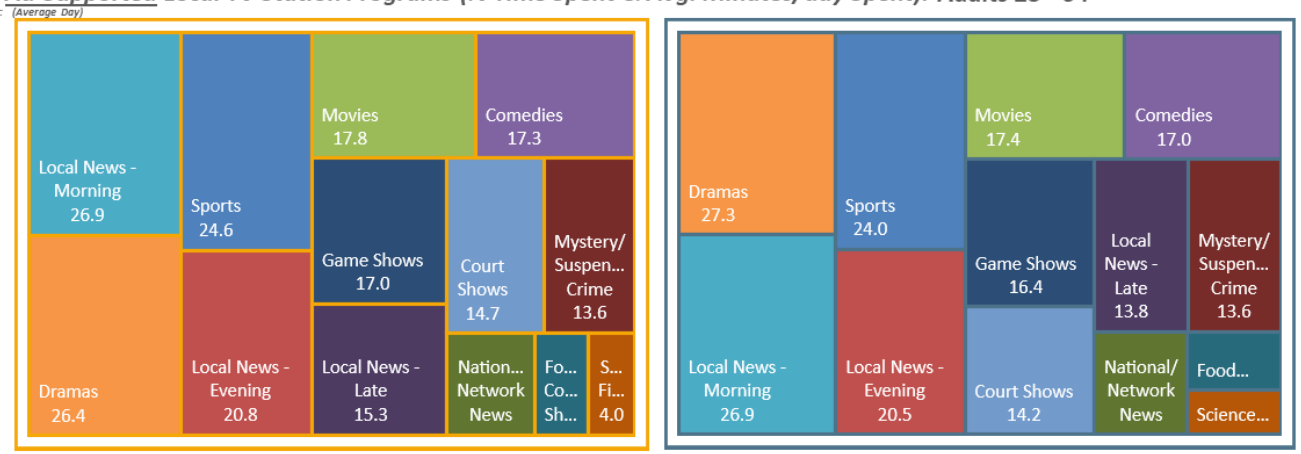
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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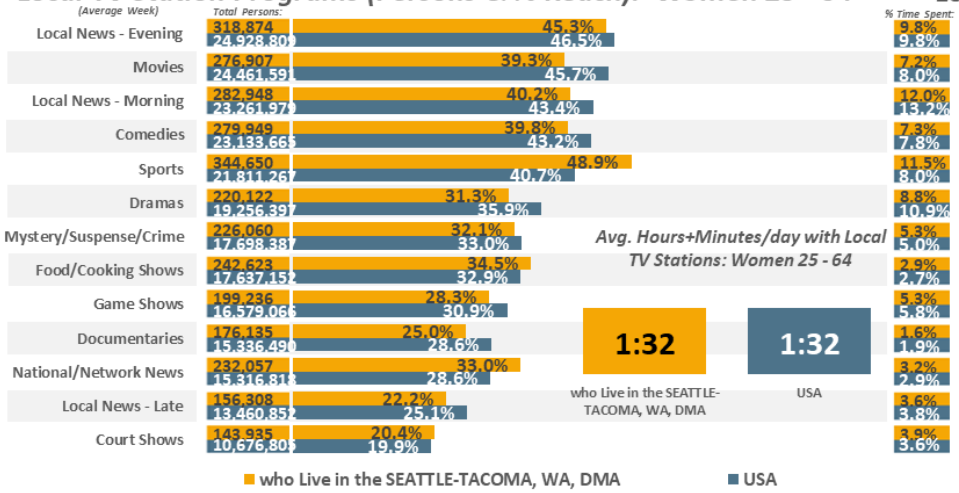


Seattle-Tacoma, WA, DMA

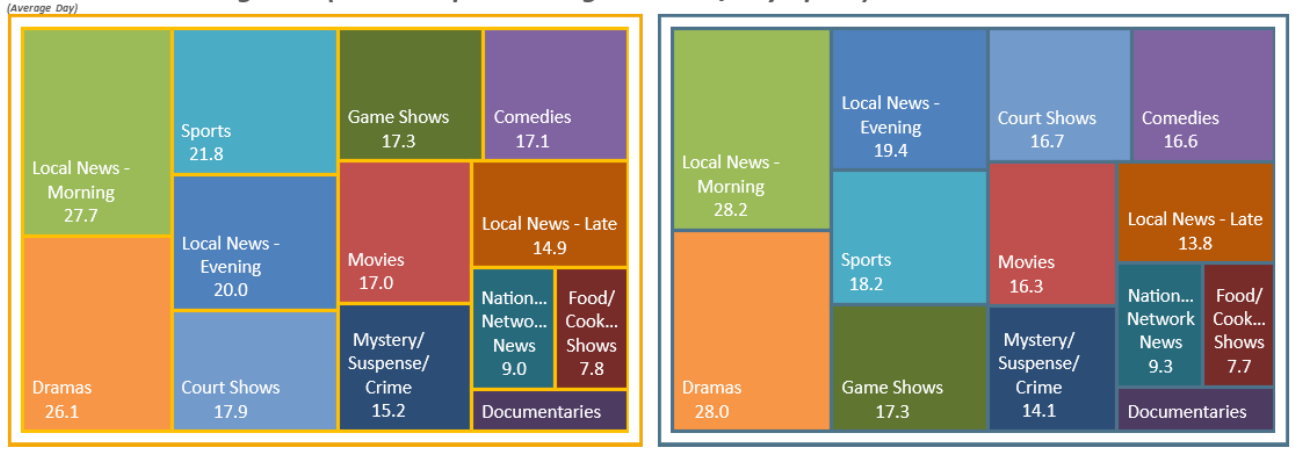
W25-64

695,338 or 46.6% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Mystery/Suspense/Crime.

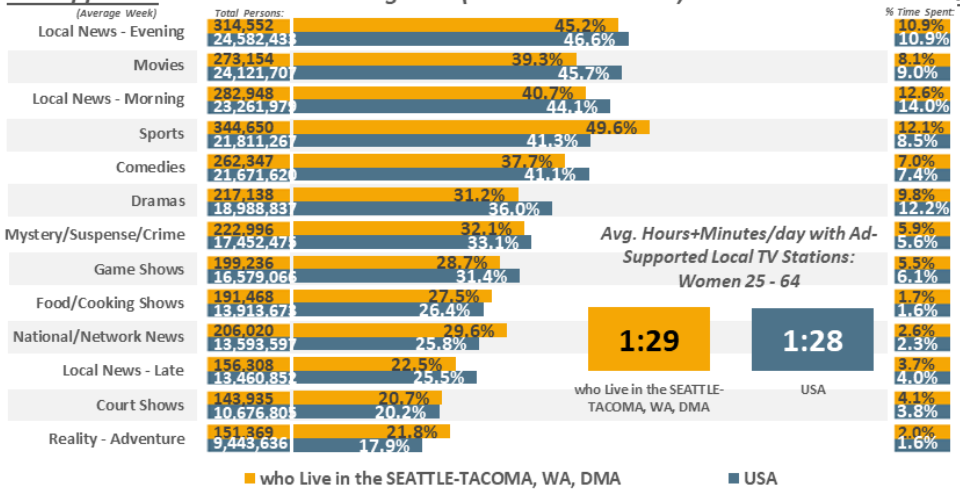
Local TV Station Programs (Persons & % Reach): Women 25 - 64



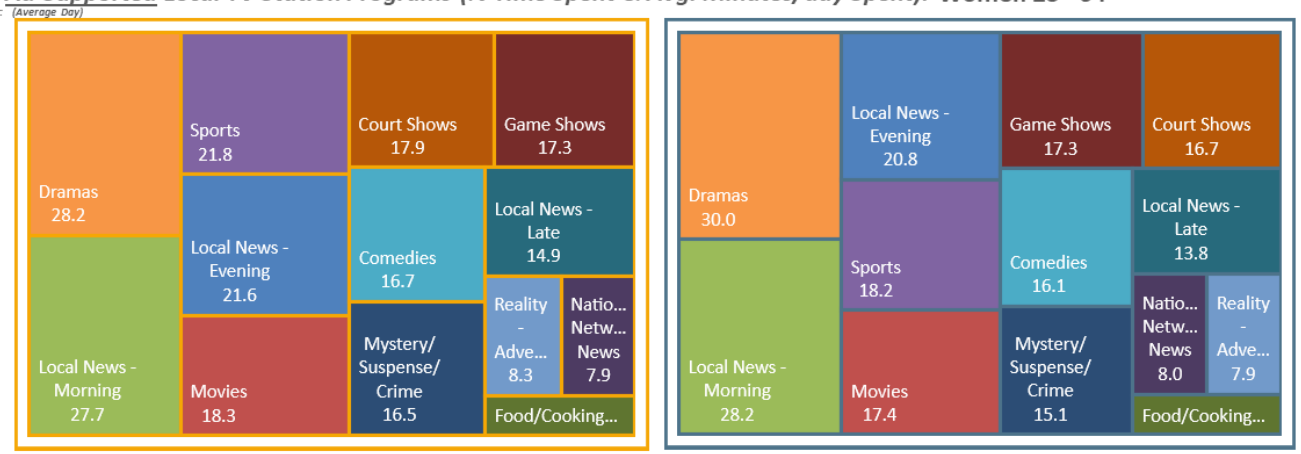
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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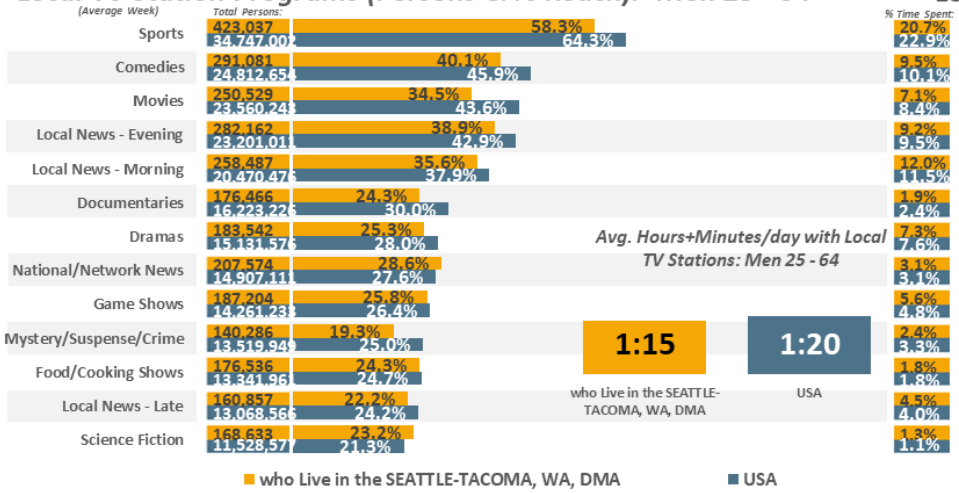


Seattle-Tacoma, WA, DMA

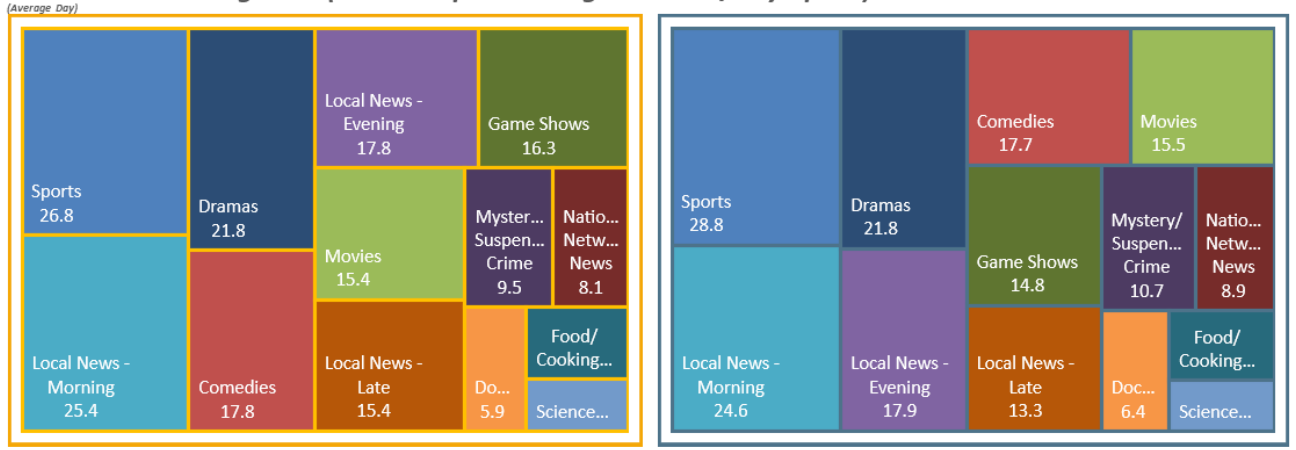
M25-64

719,040 or 46.8% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

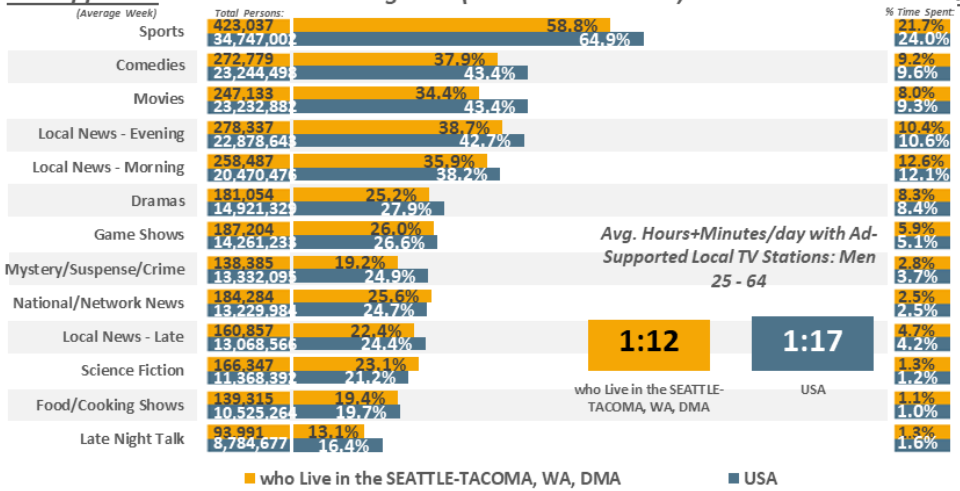
Local TV Station Programs (Persons & % Reach): Men 25 - 64



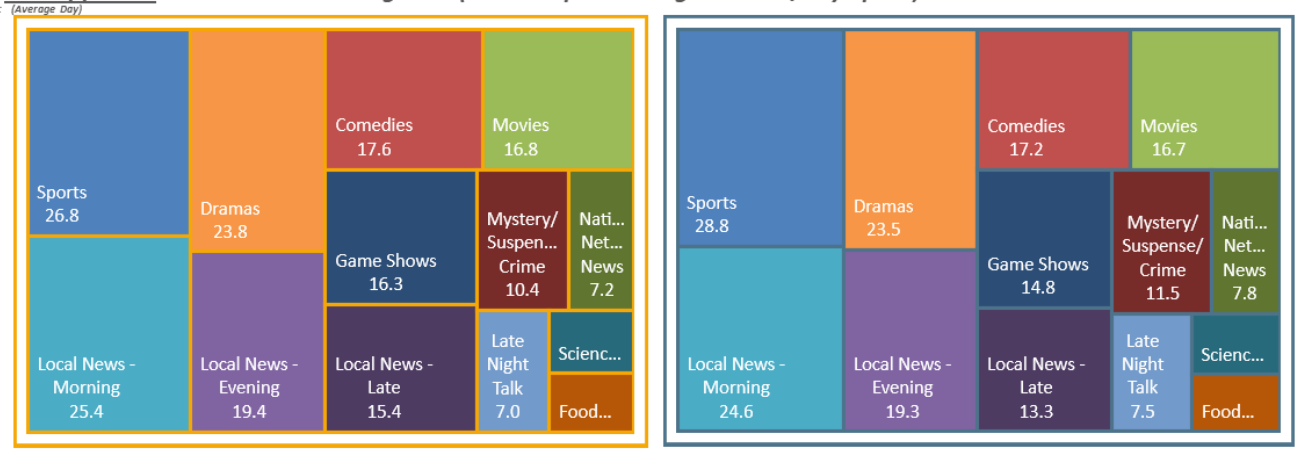
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



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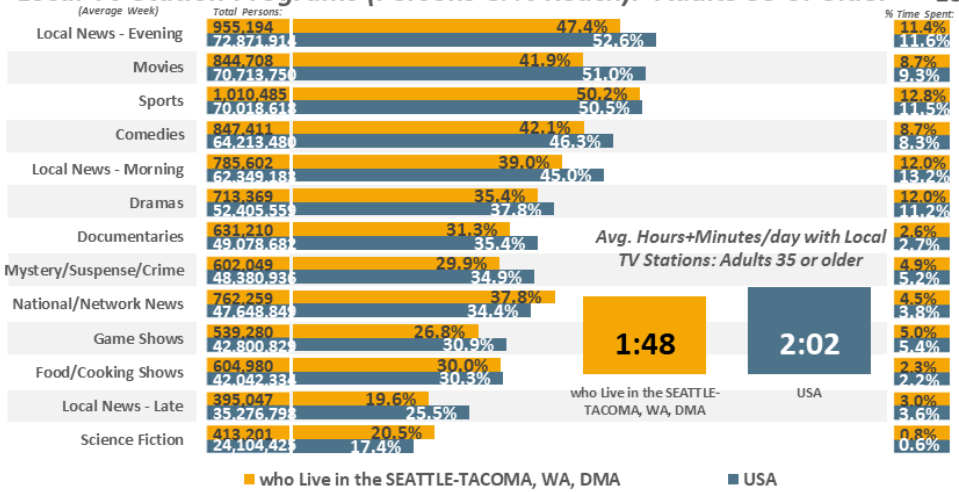


Seattle-Tacoma, WA, DMA

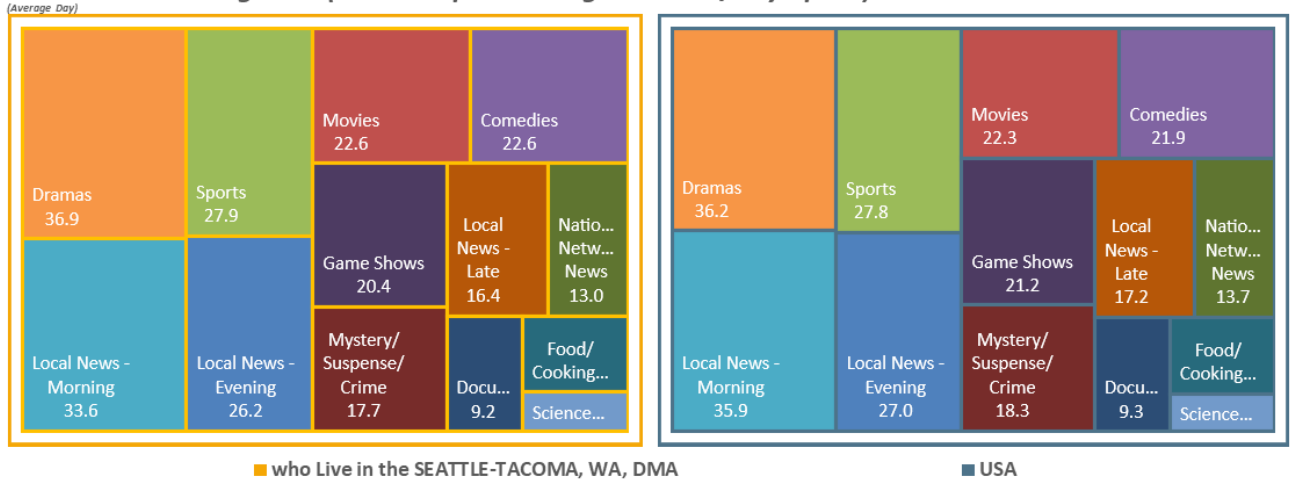
P35+

1,985,408 or 62.3% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

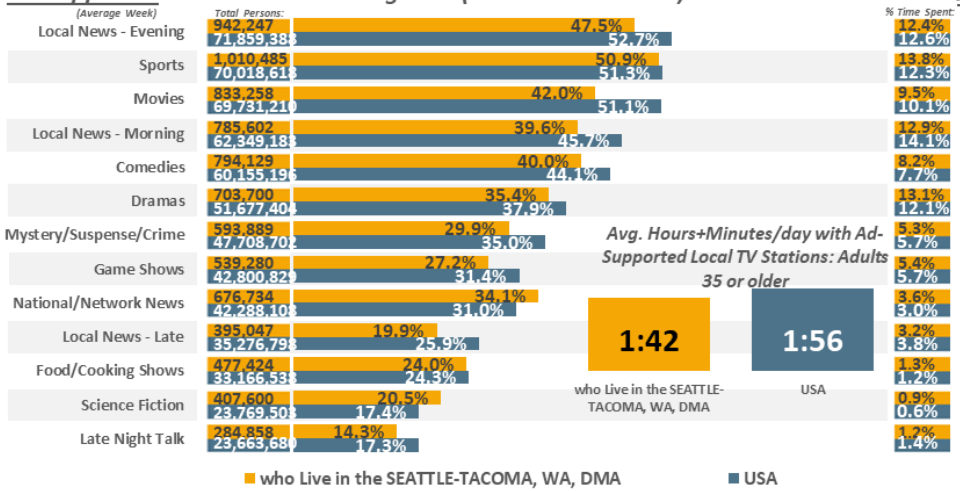
Local TV Station Programs (Persons & % Reach): Adults 35 or older



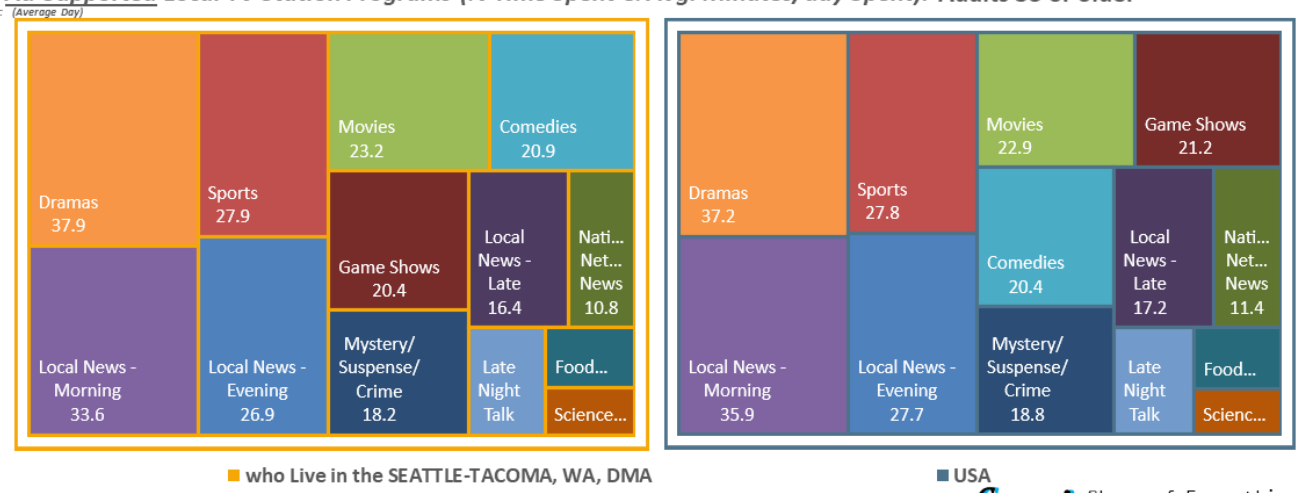
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

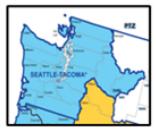


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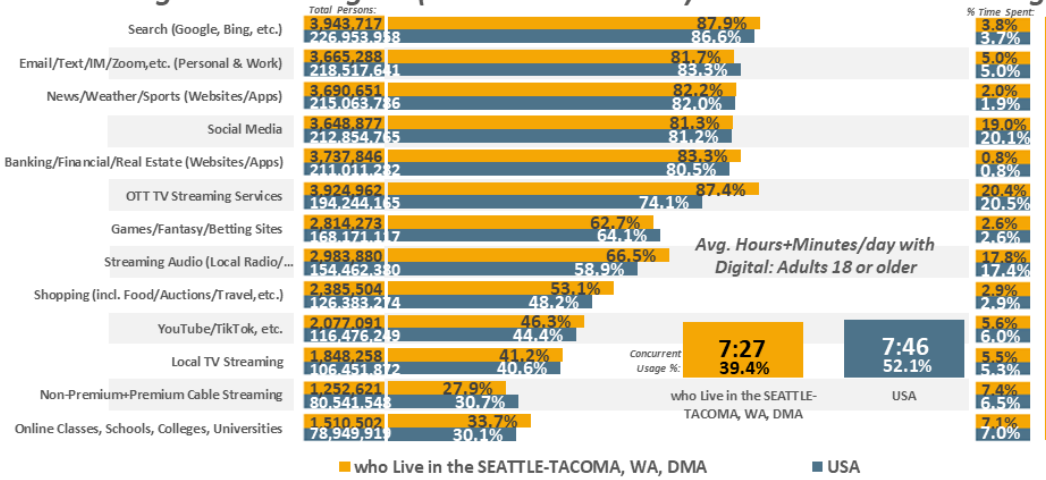


Seattle-Tacoma, WA, DMA

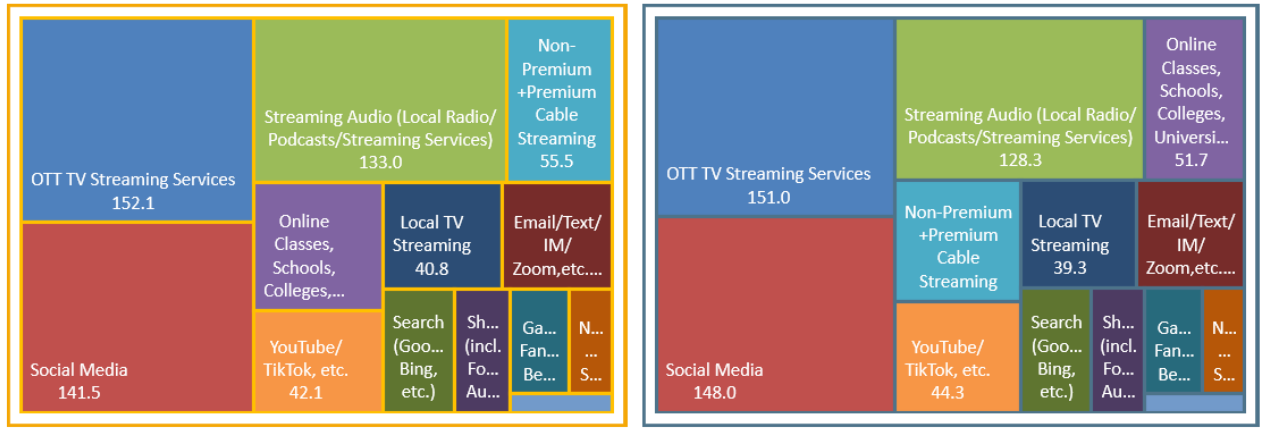
P18+

3,203,465 or 71.4% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 124.2 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

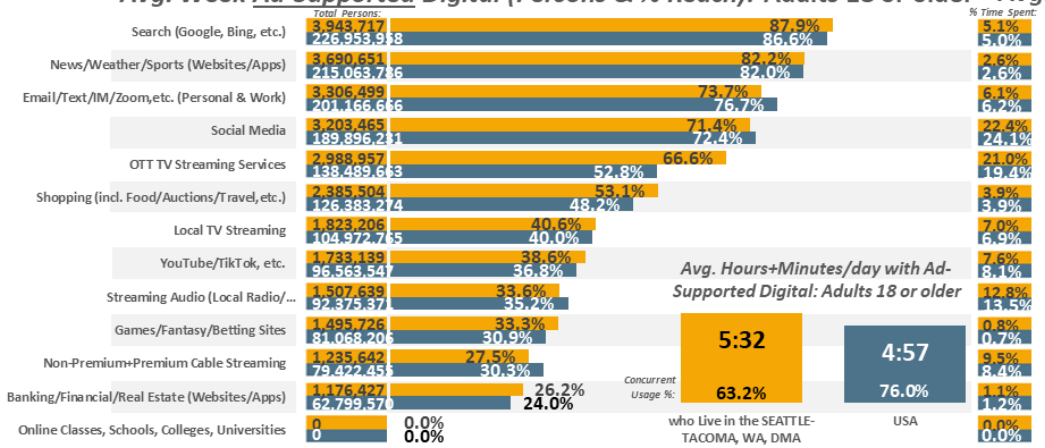
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



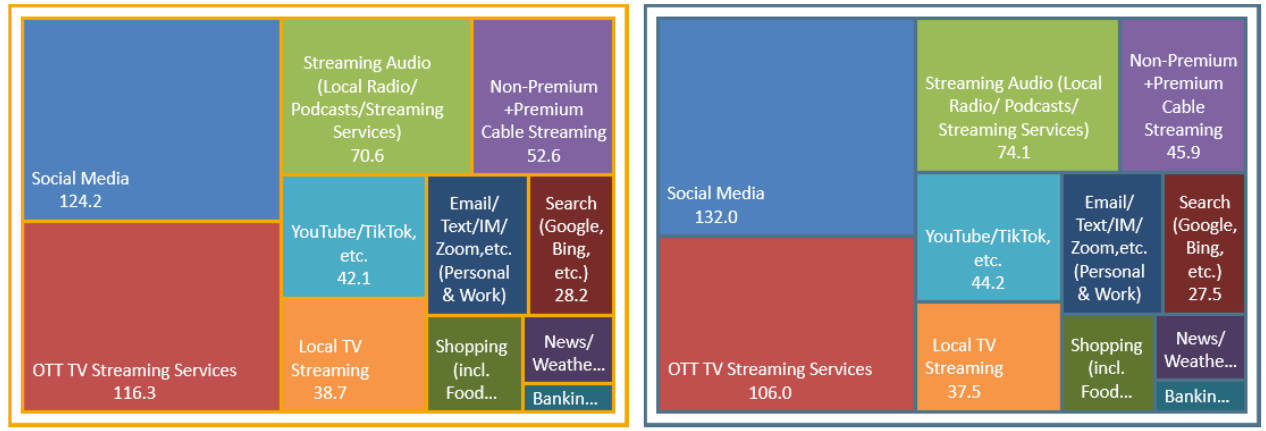
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

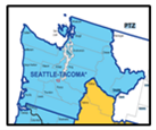


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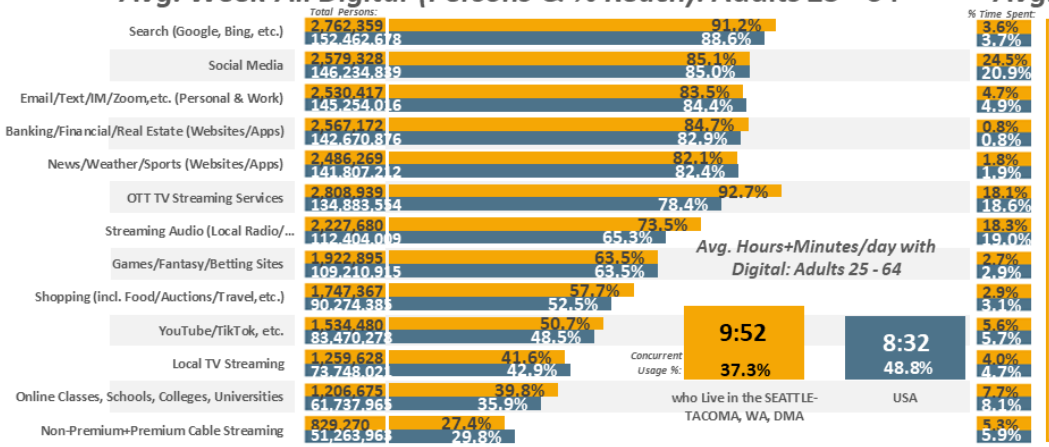


Seattle-Tacoma, WA, DMA

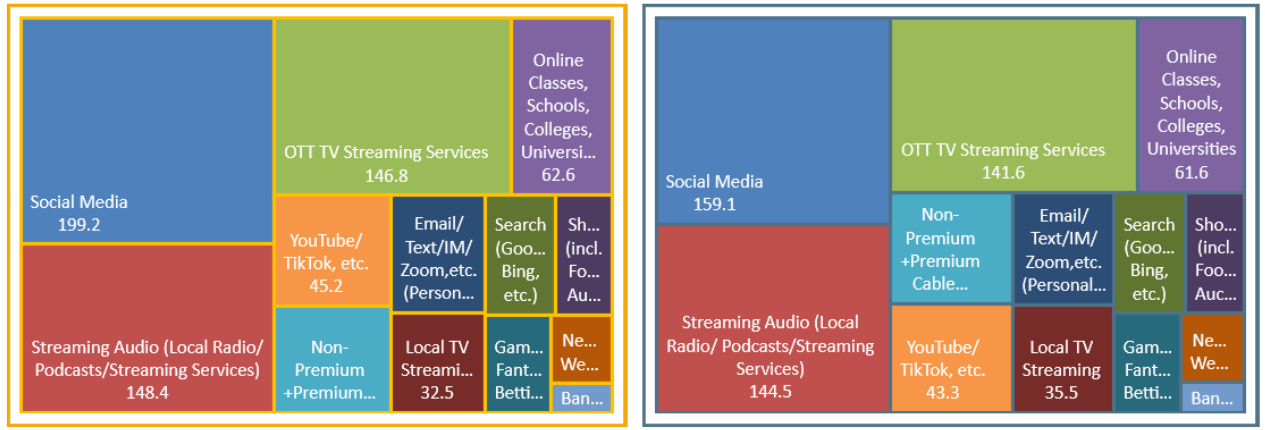
P25-64

2,254,426 or 74.4% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 183.3 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

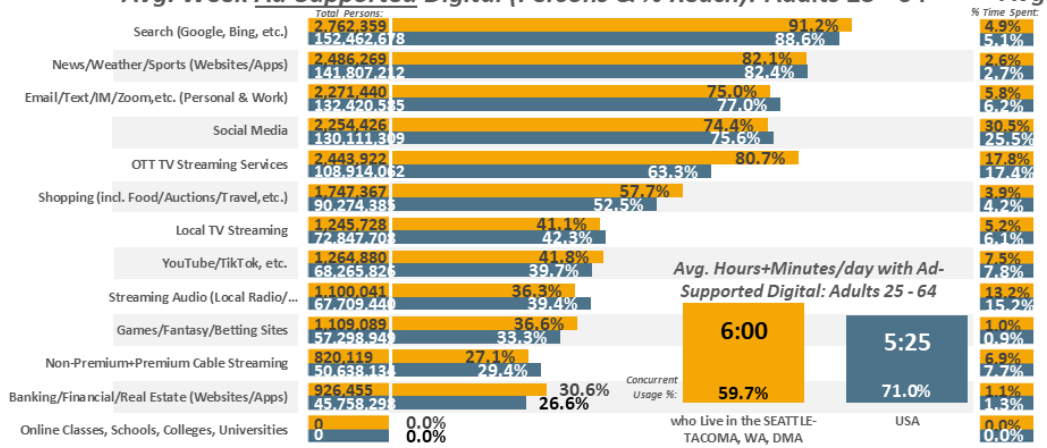
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



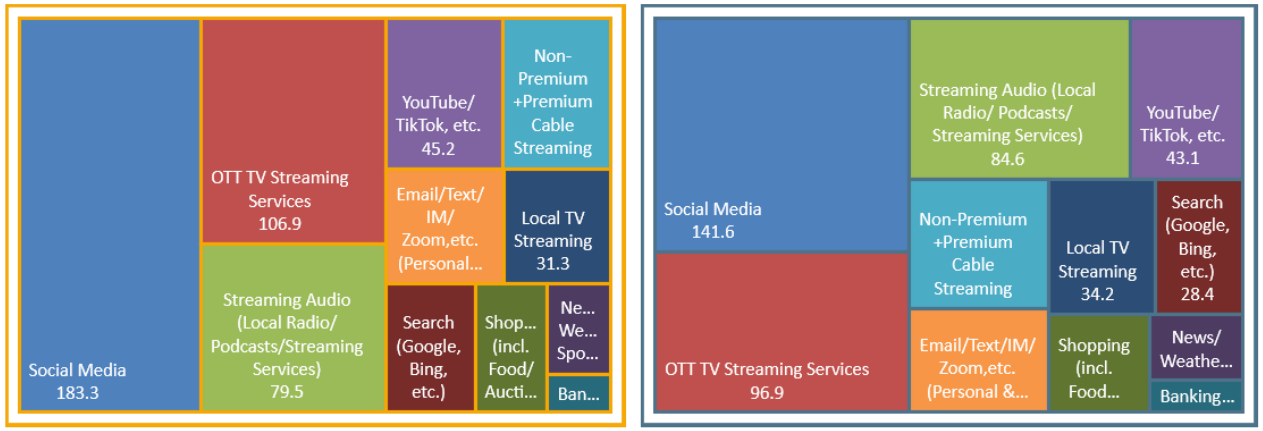
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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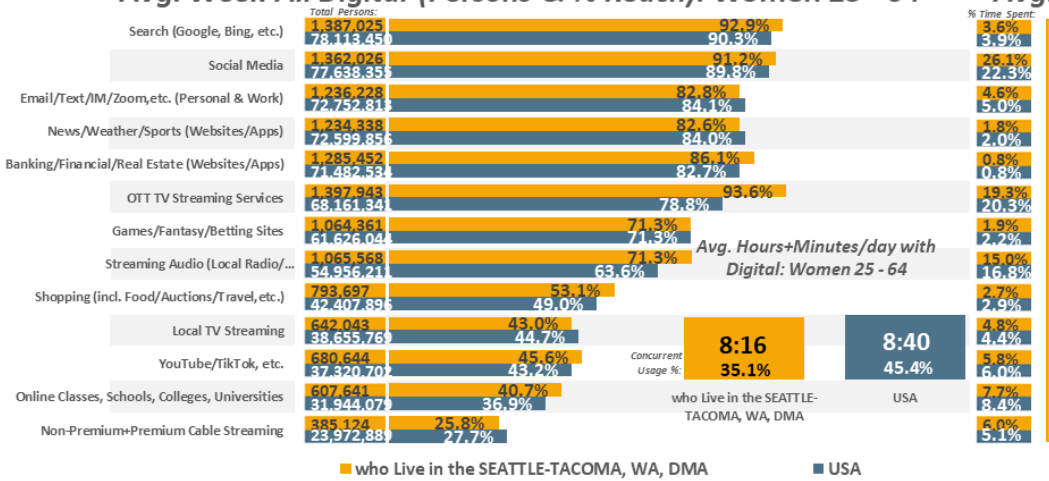


Seattle-Tacoma, WA, DMA

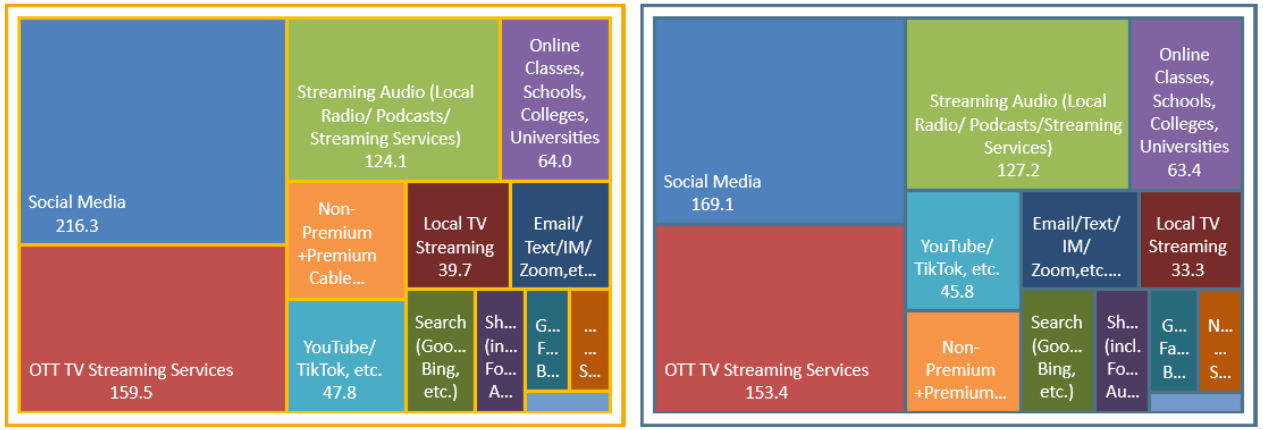
W25-64

1,236,586 or 82.8% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 32.2% of all time spent daily with Ad-Supported Digital Media.

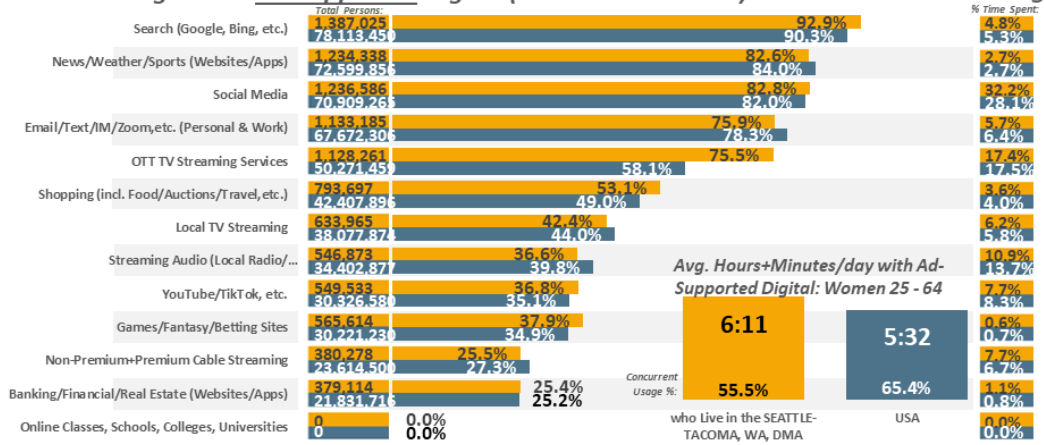
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



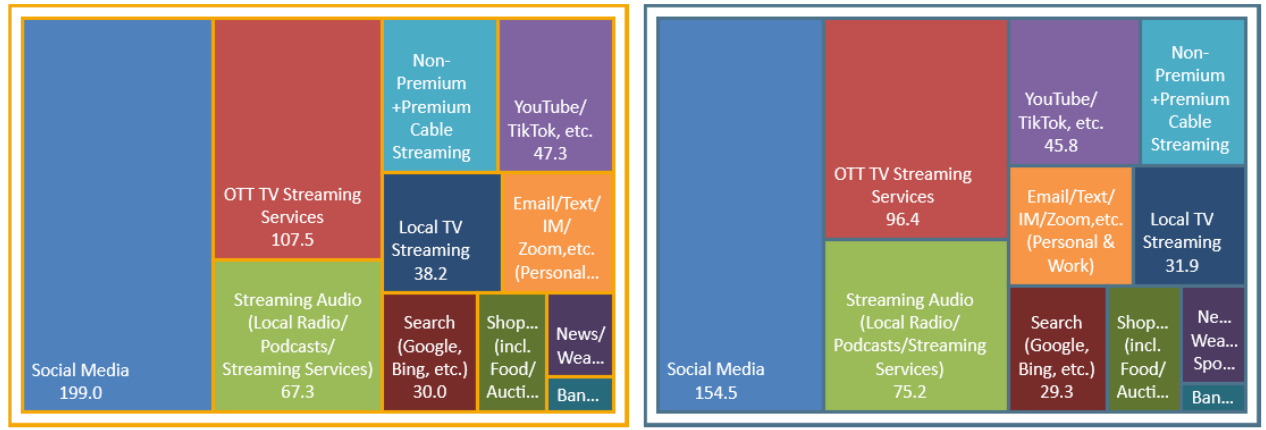
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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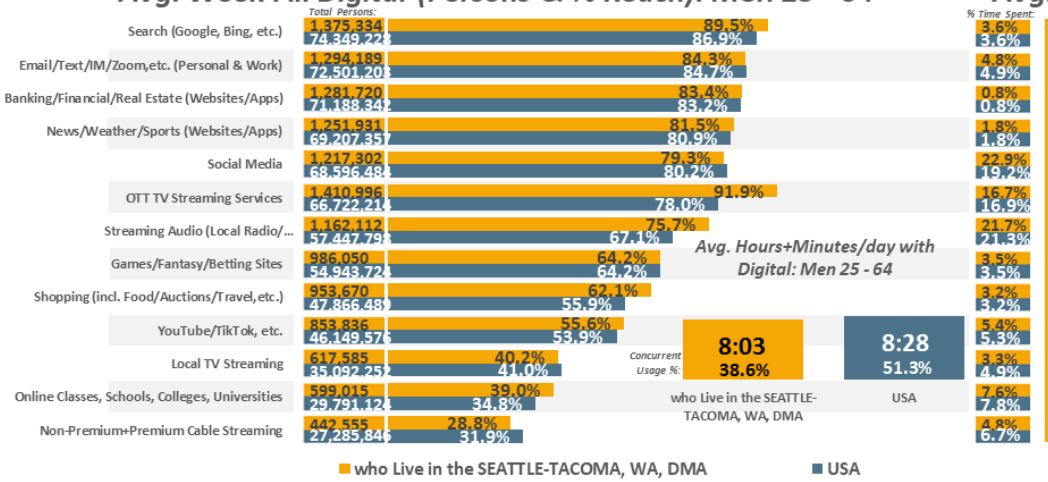


Seattle-Tacoma, WA, DMA

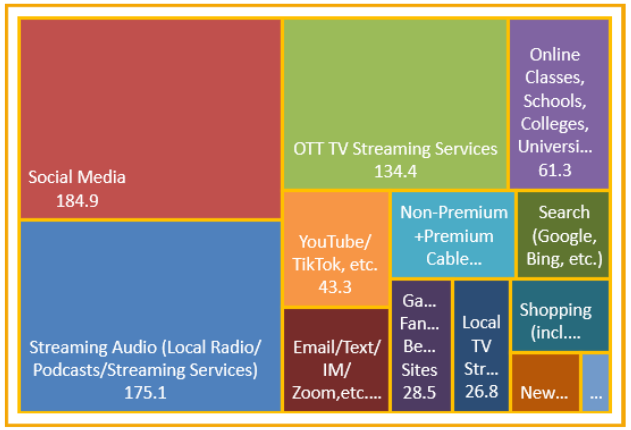
M25-64

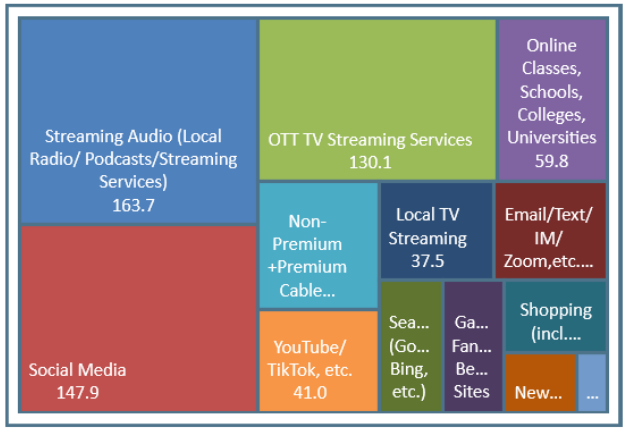
1,017,840 or 66.3% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

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

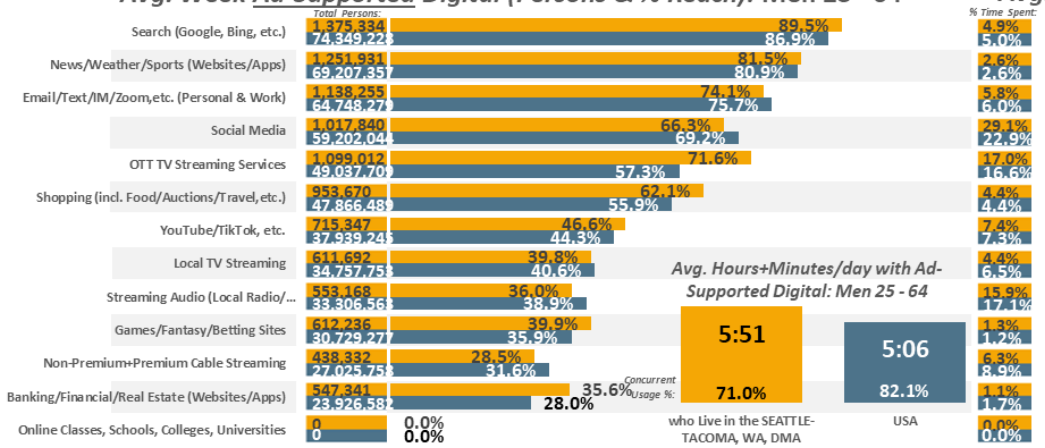


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

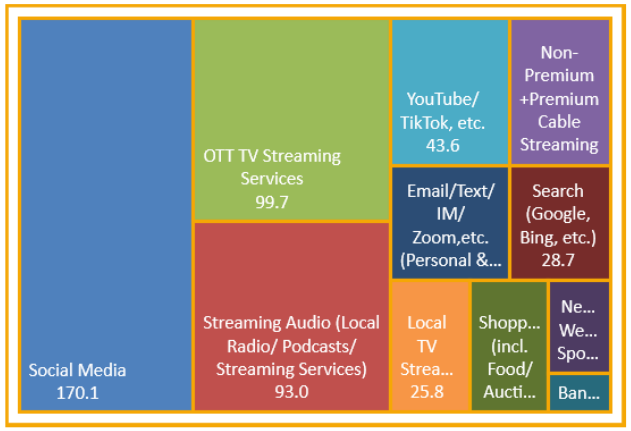


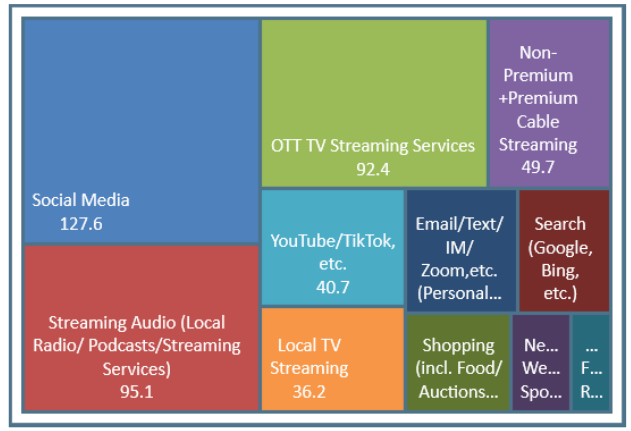


Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 64



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



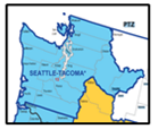


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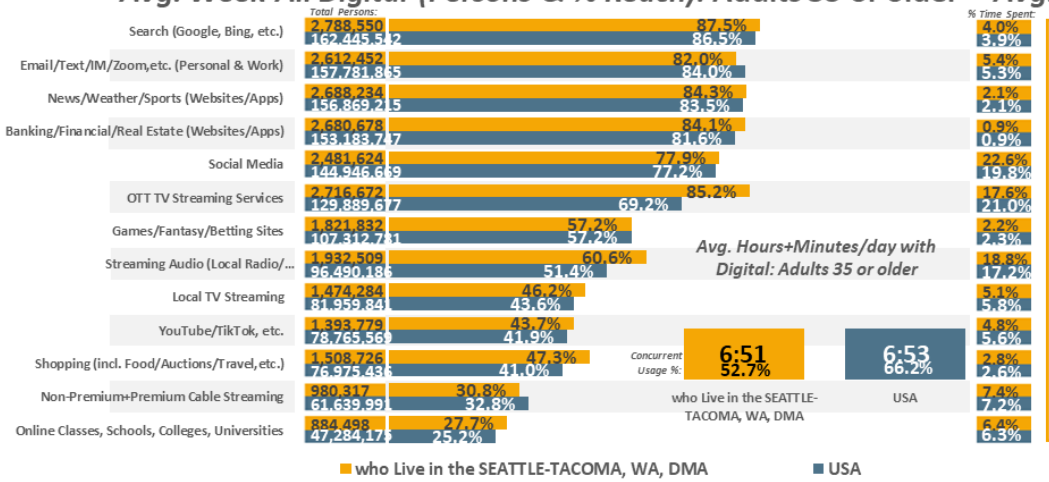


Seattle-Tacoma, WA, DMA

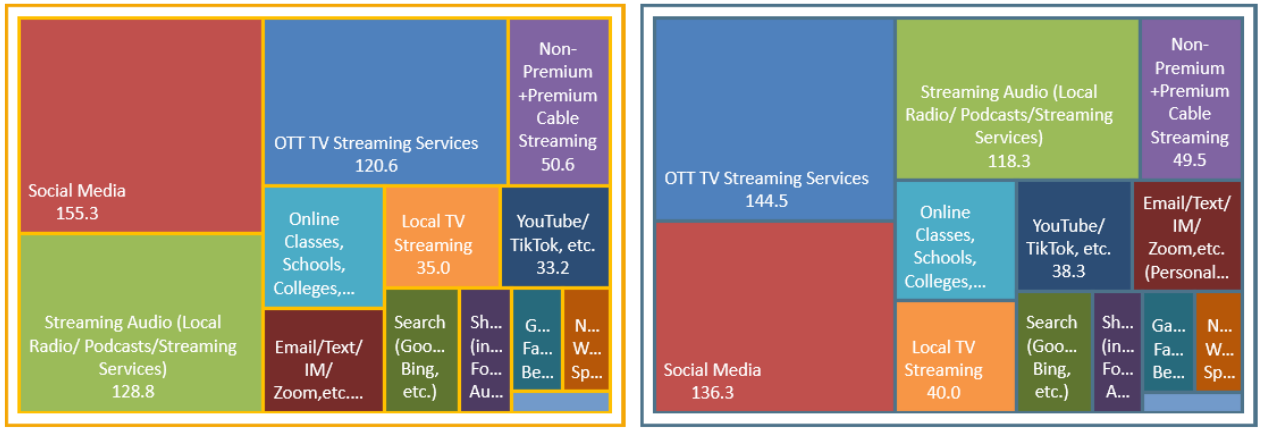
P35+

2,195,260 or 68.9% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

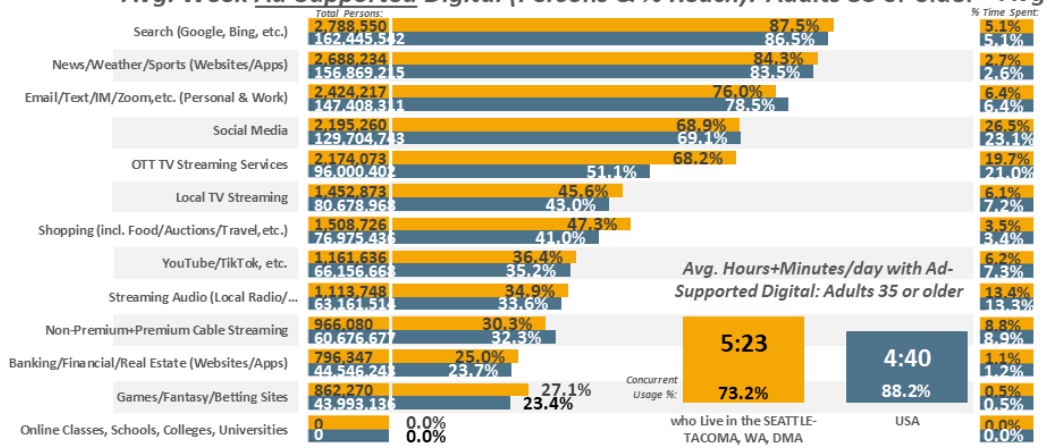
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



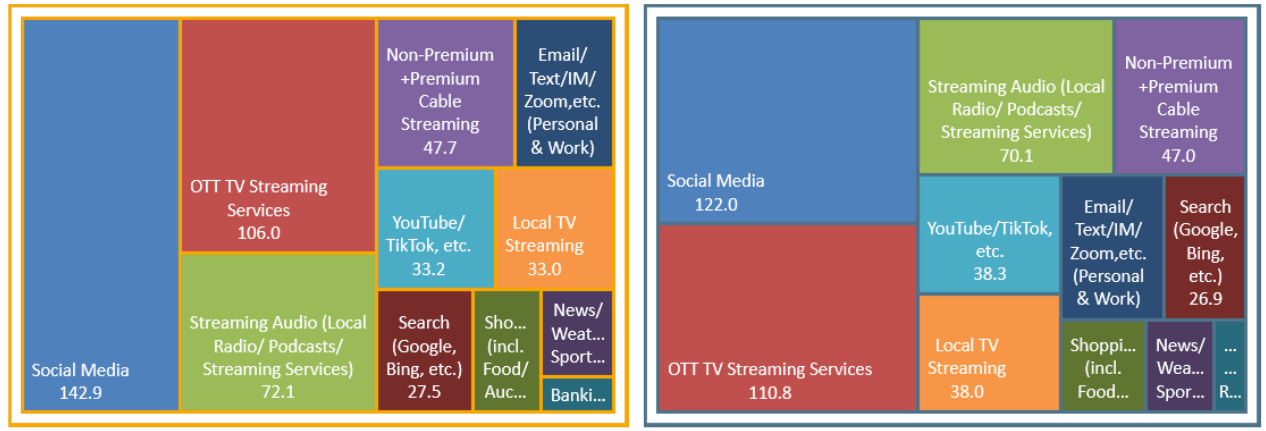
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

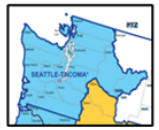


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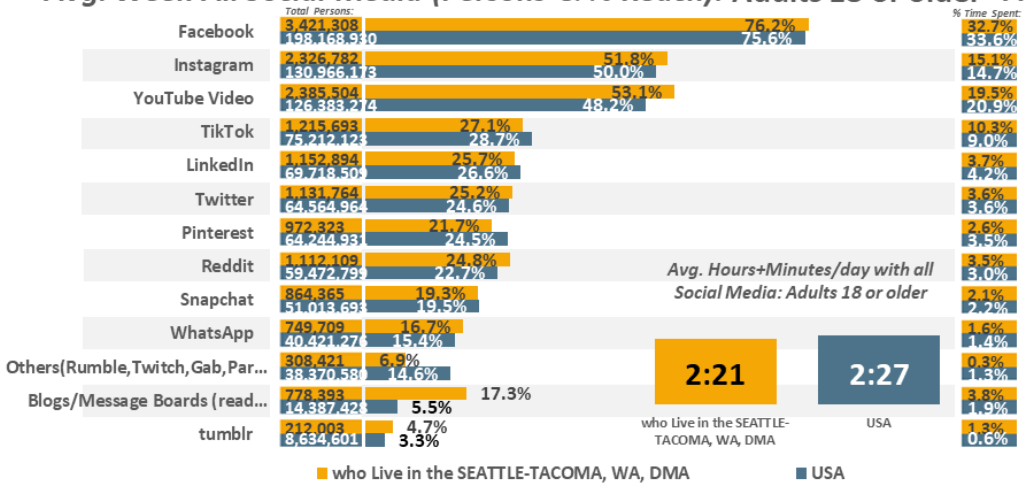


Seattle-Tacoma, WA, DMA

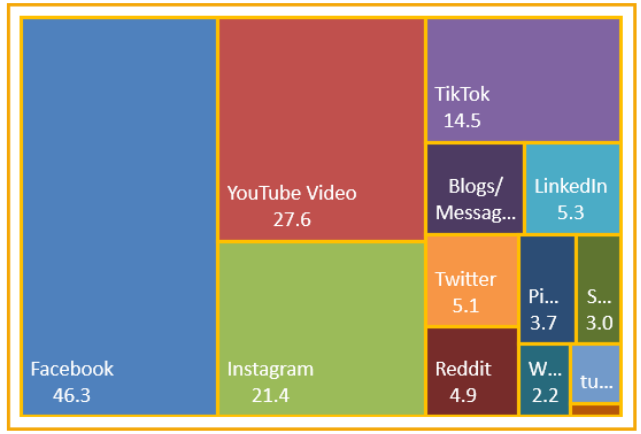
P18+

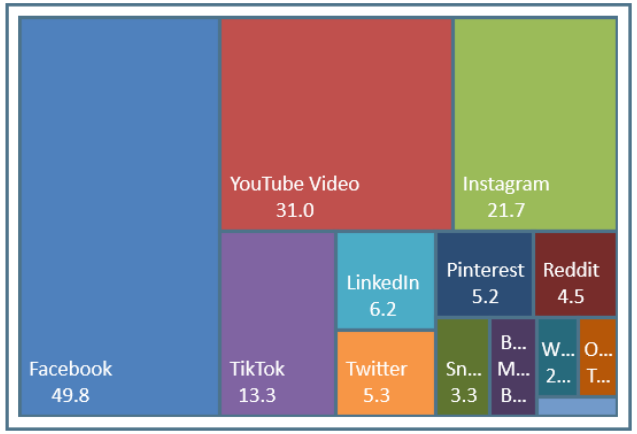
3,203,465 or 71.4% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 39.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

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

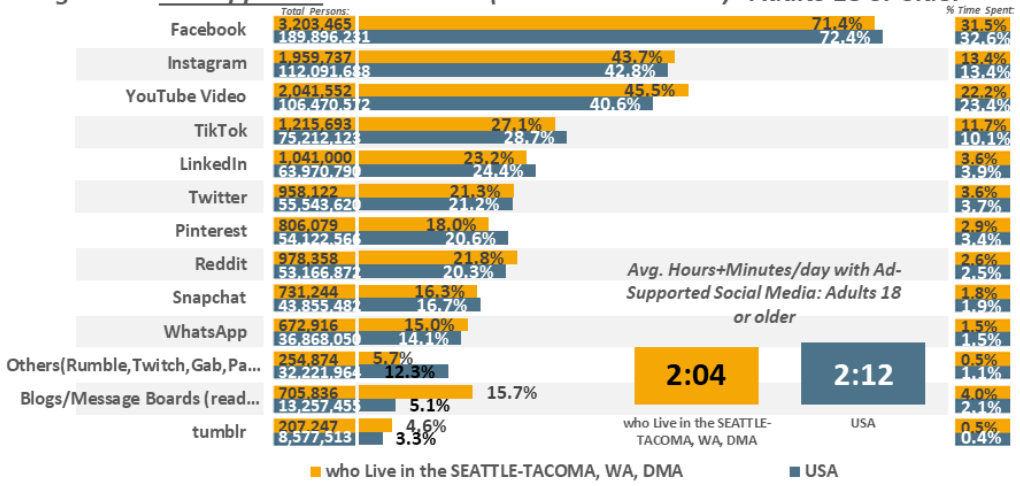


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

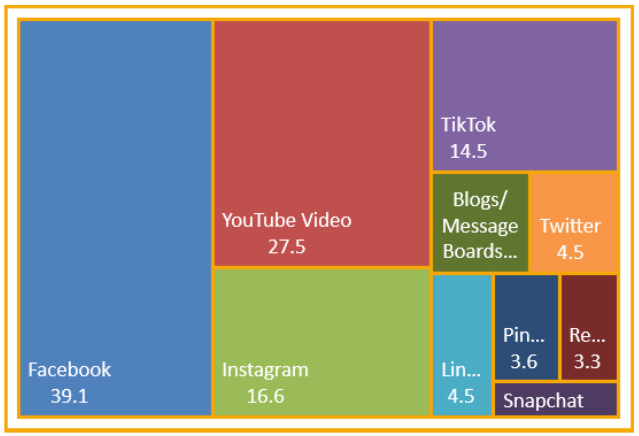


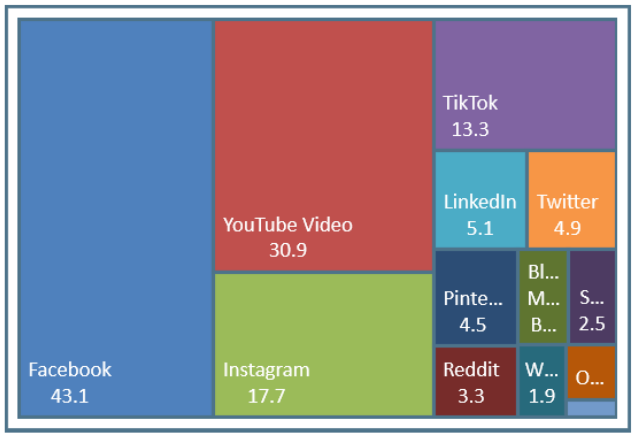


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



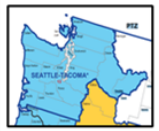
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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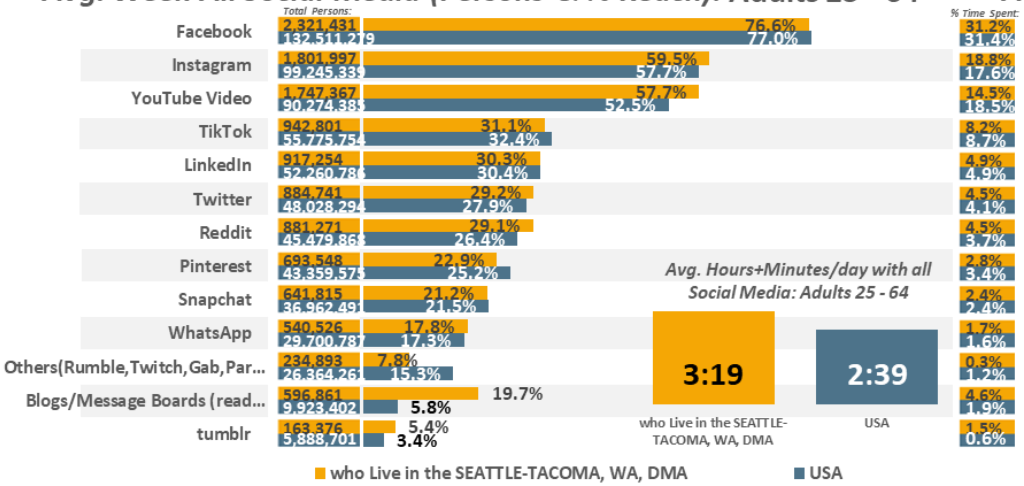


Seattle-Tacoma, WA, DMA

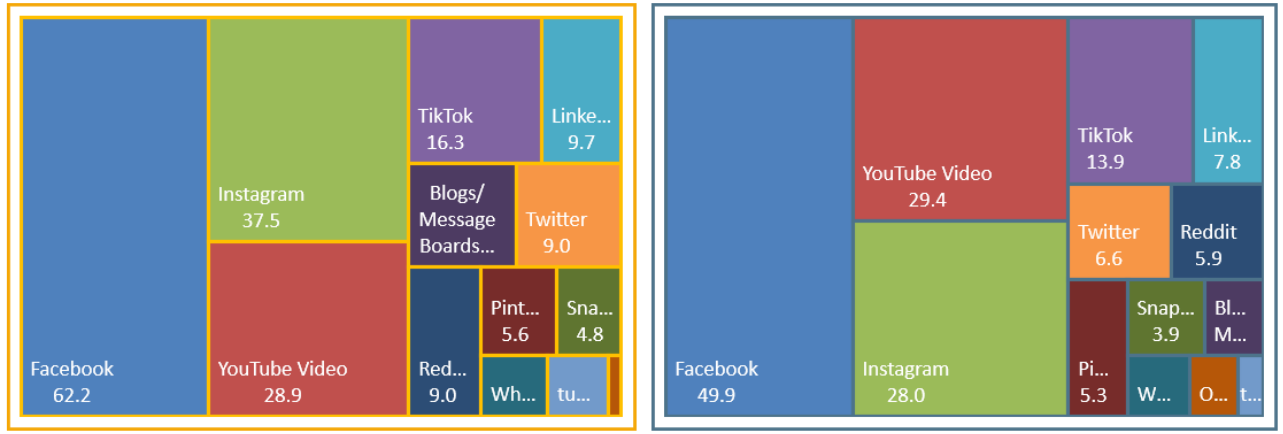
P25-64

2,254,426 or 74.4% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 54.2 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

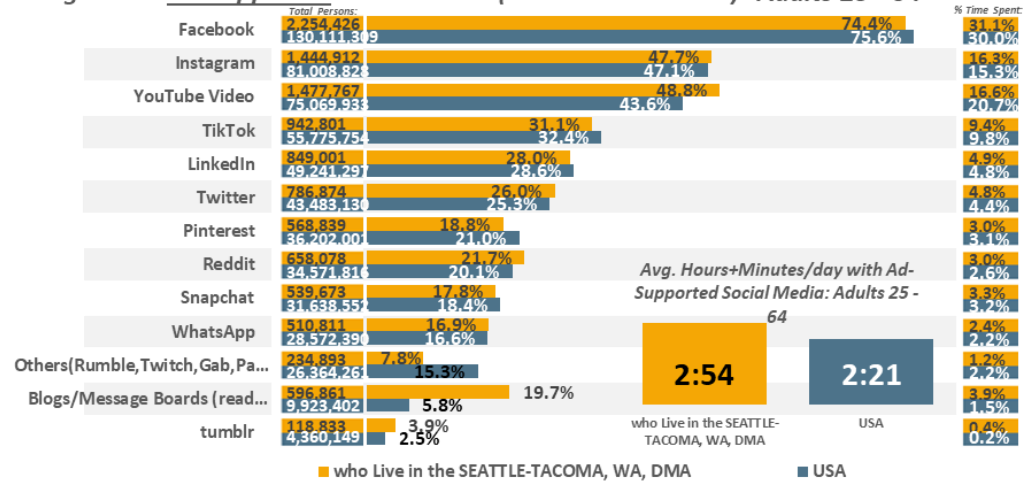
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



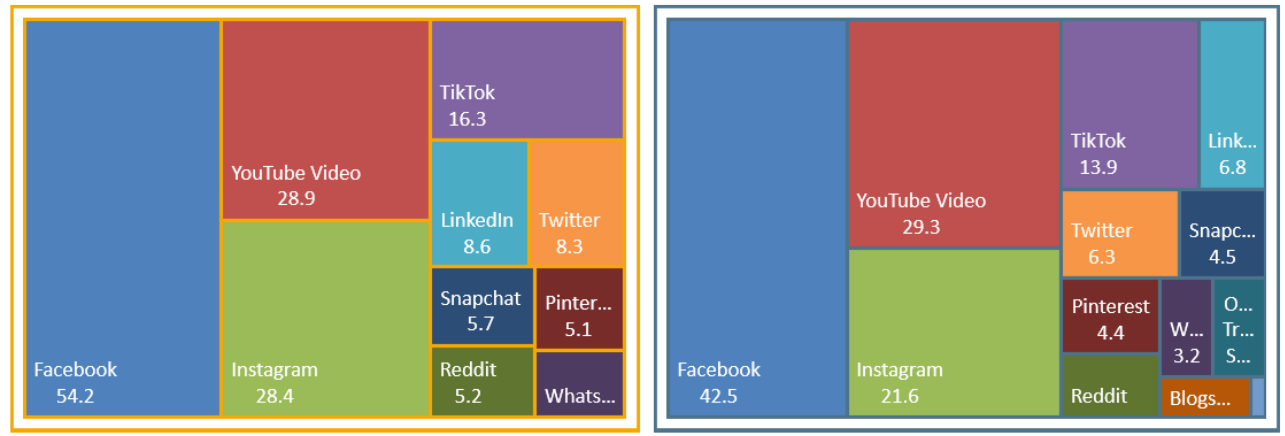
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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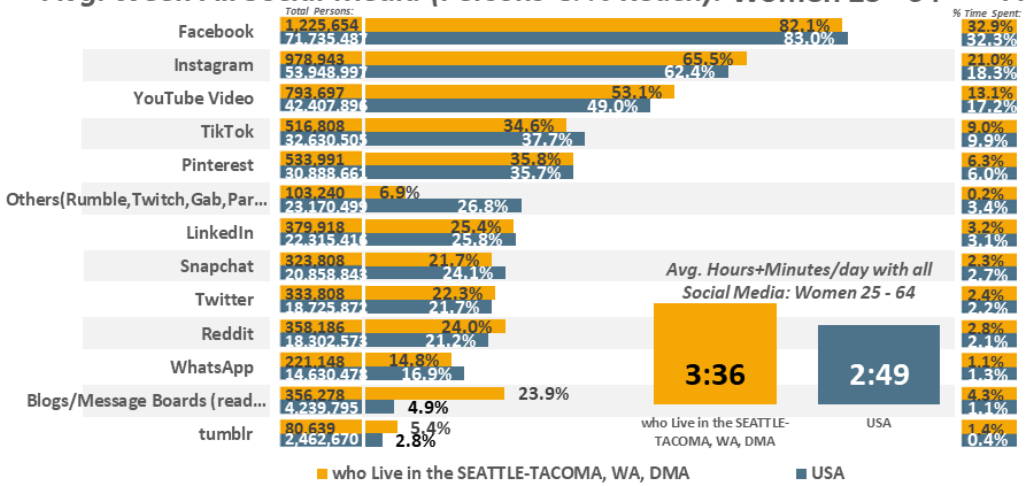


Seattle-Tacoma, WA, DMA

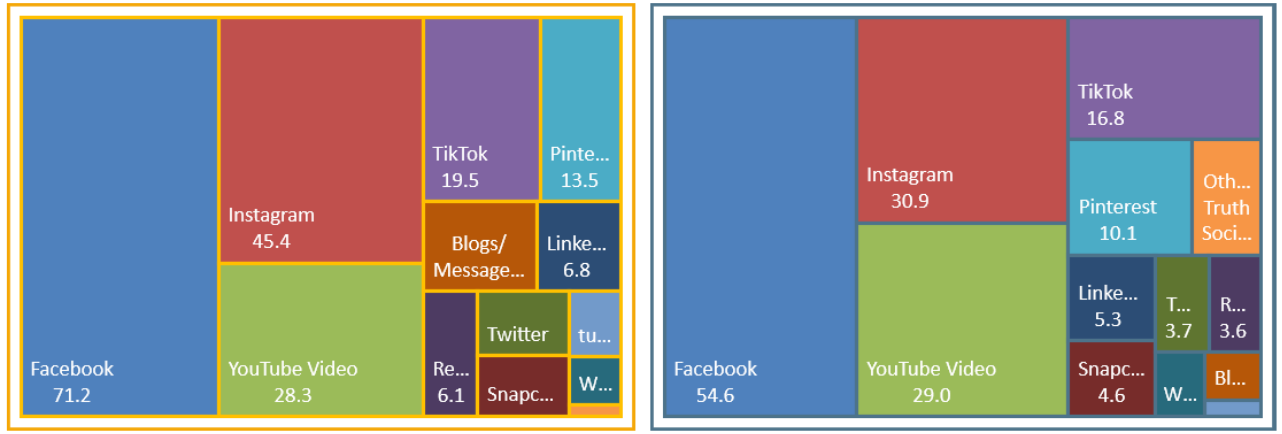
W25-64

1,225,654 or 82.1% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 71.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

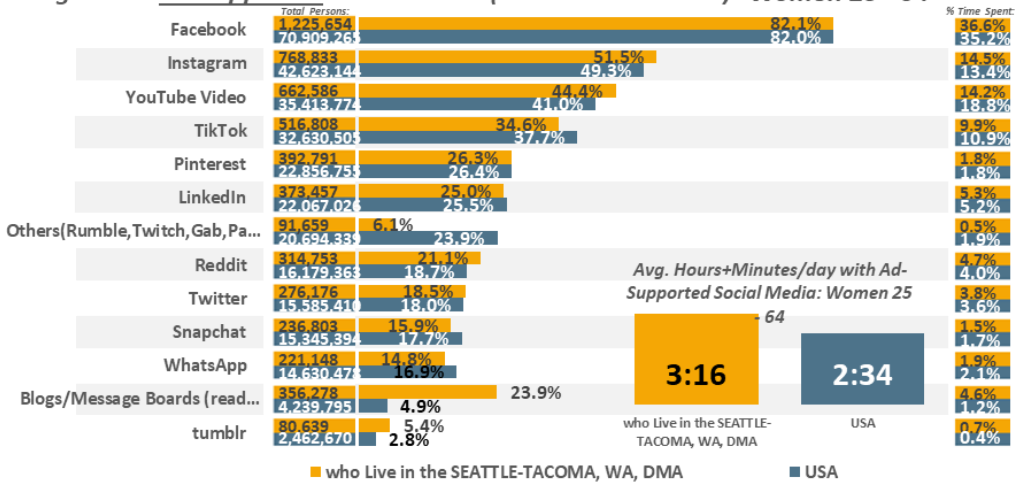
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



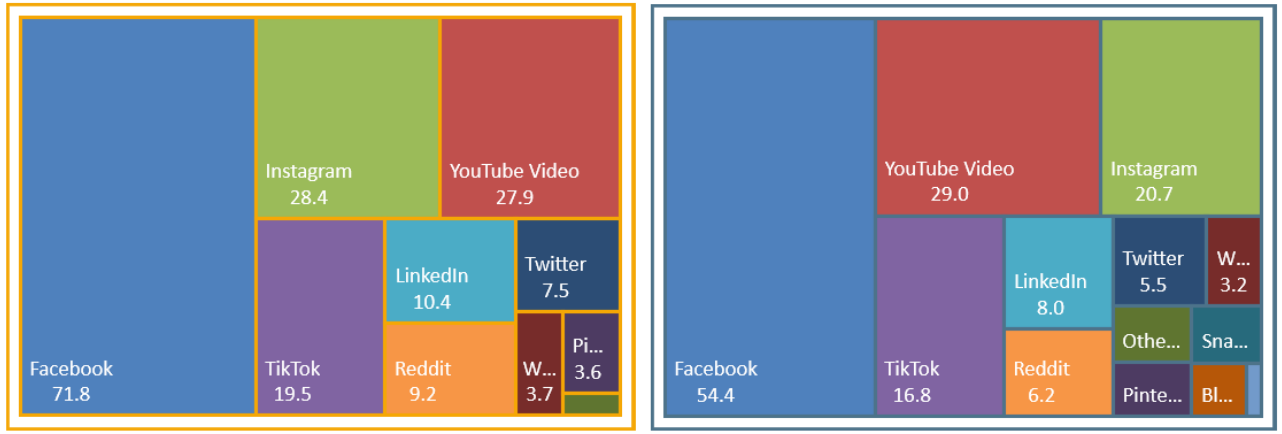
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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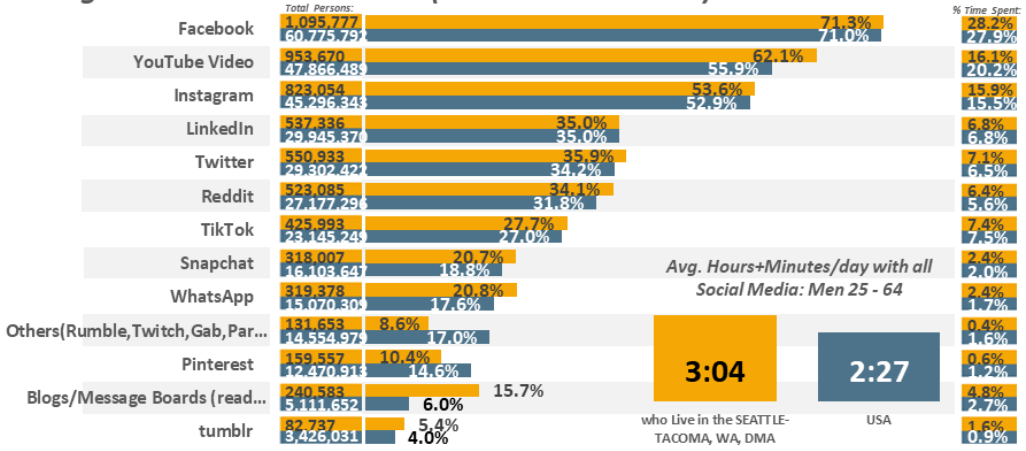


Seattle-Tacoma, WA, DMA

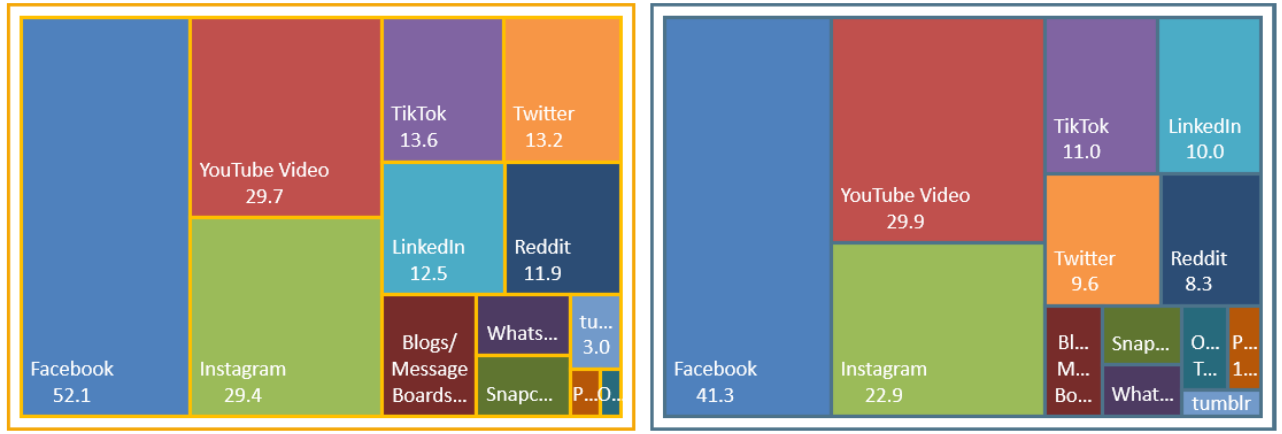
M25-64

1,017,840 or 66.3% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 47.7 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

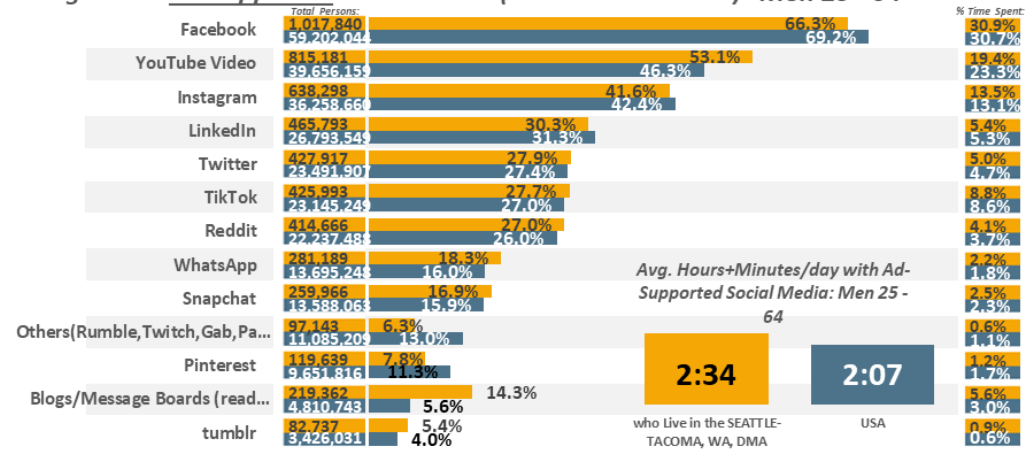
Avg. Week All Social Media (Persons & % Reach): Men 25 - 64



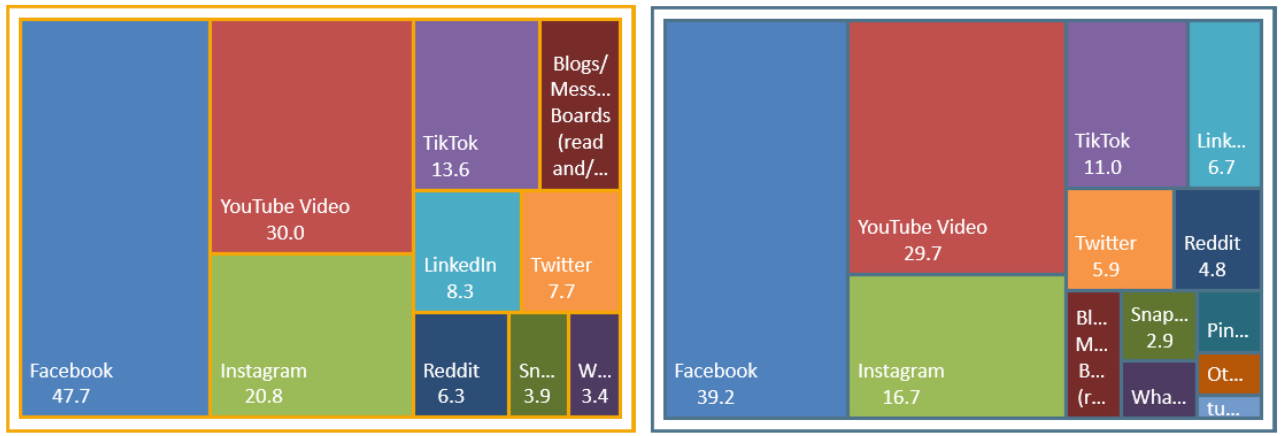
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



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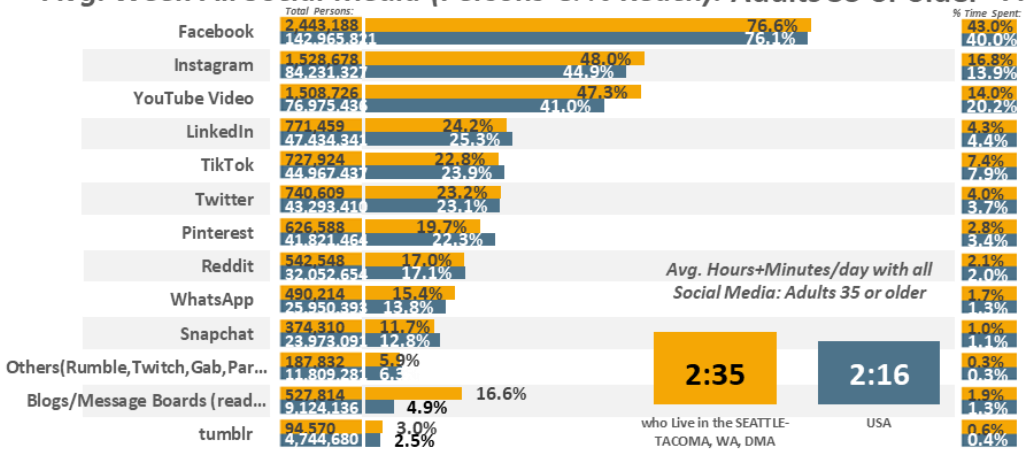


Seattle-Tacoma, WA, DMA

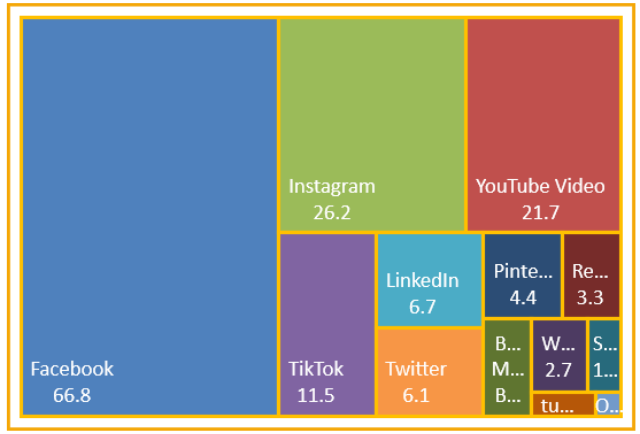
P35+

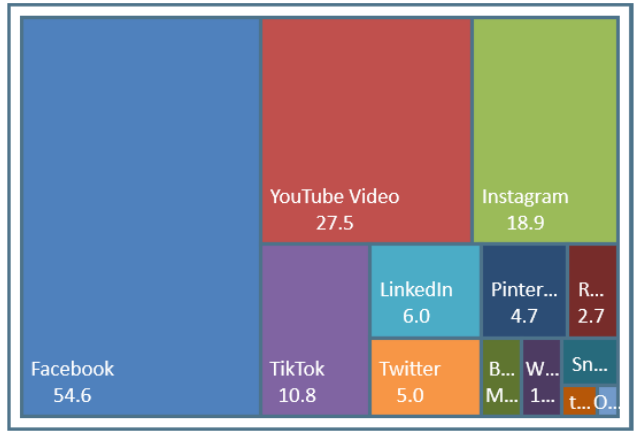
2,195,260 or 68.9% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 52.2 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

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

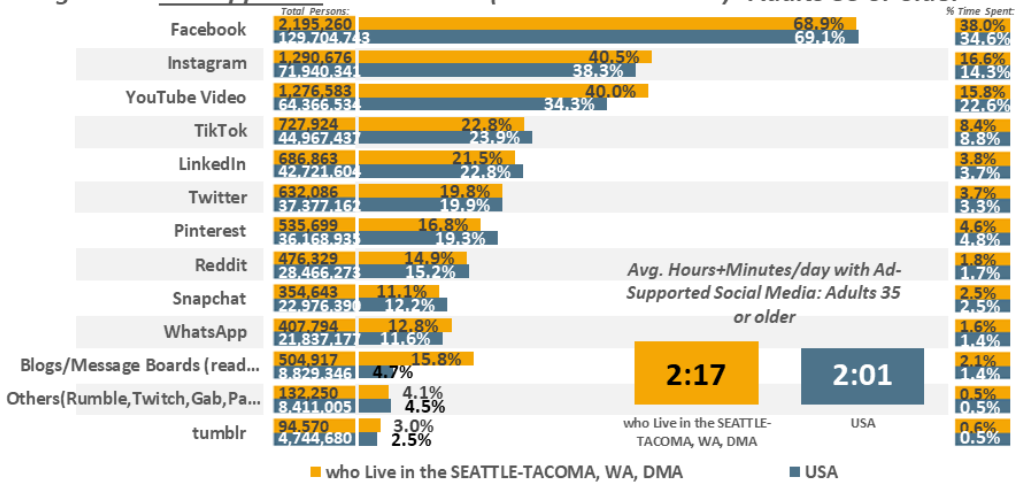


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

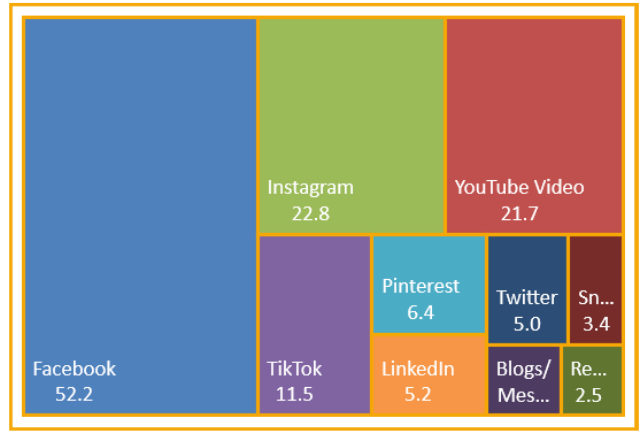


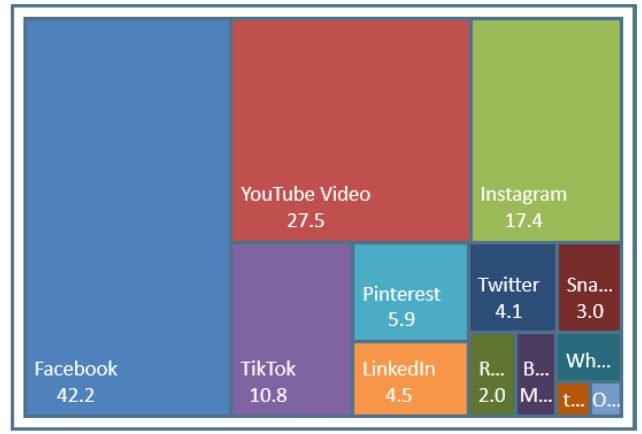


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



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



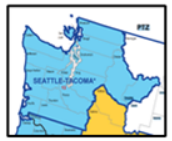


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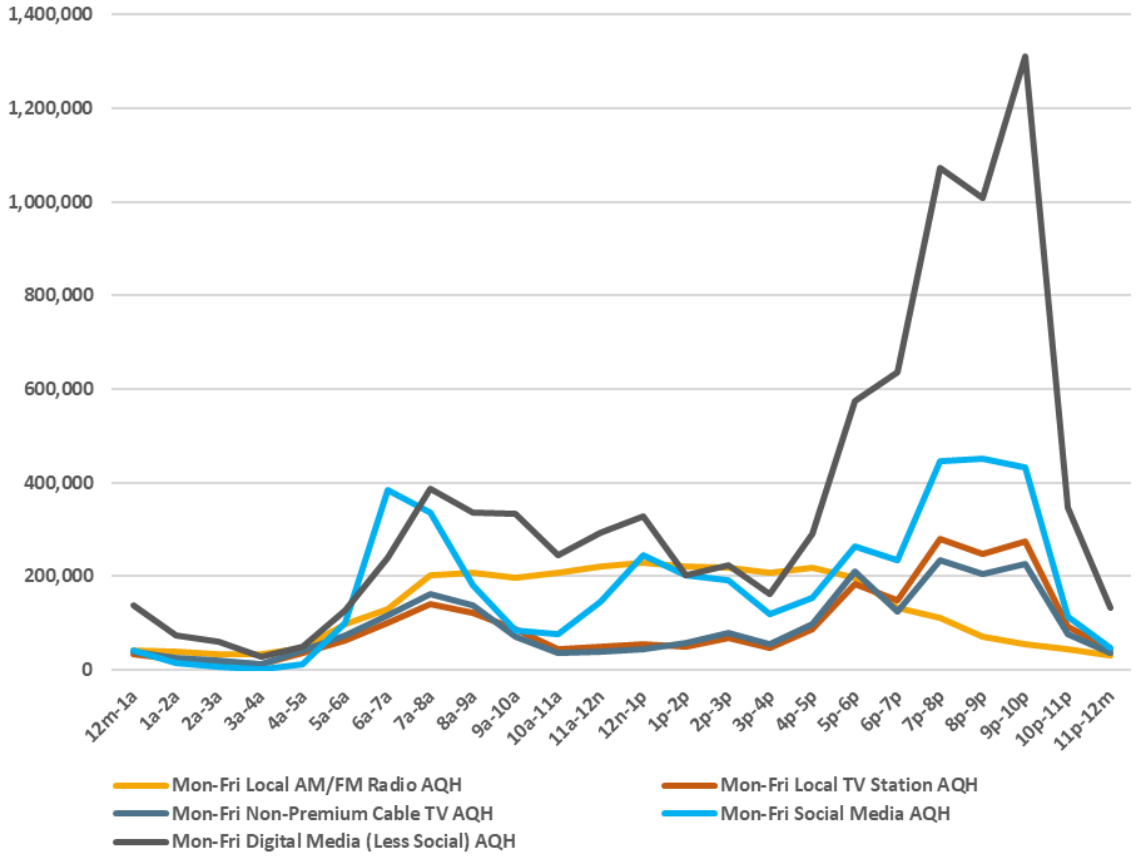


Seattle-Tacoma, WA, DMA

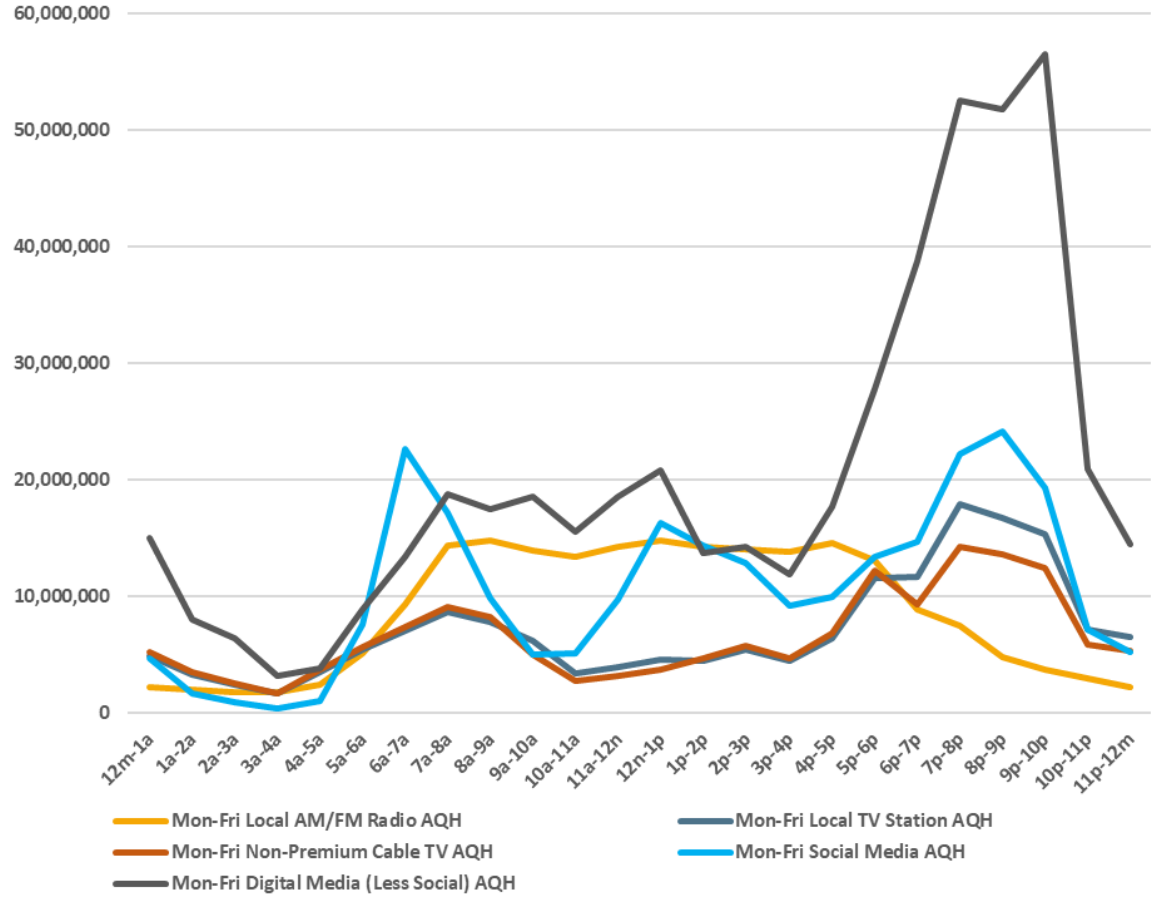
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 327,255; Social Media: 201,694; Local Radio: 199,824; Non-Prem. Cable: 95,069; Local TV: 90,969 reaching Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA.

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



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

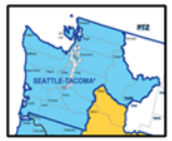


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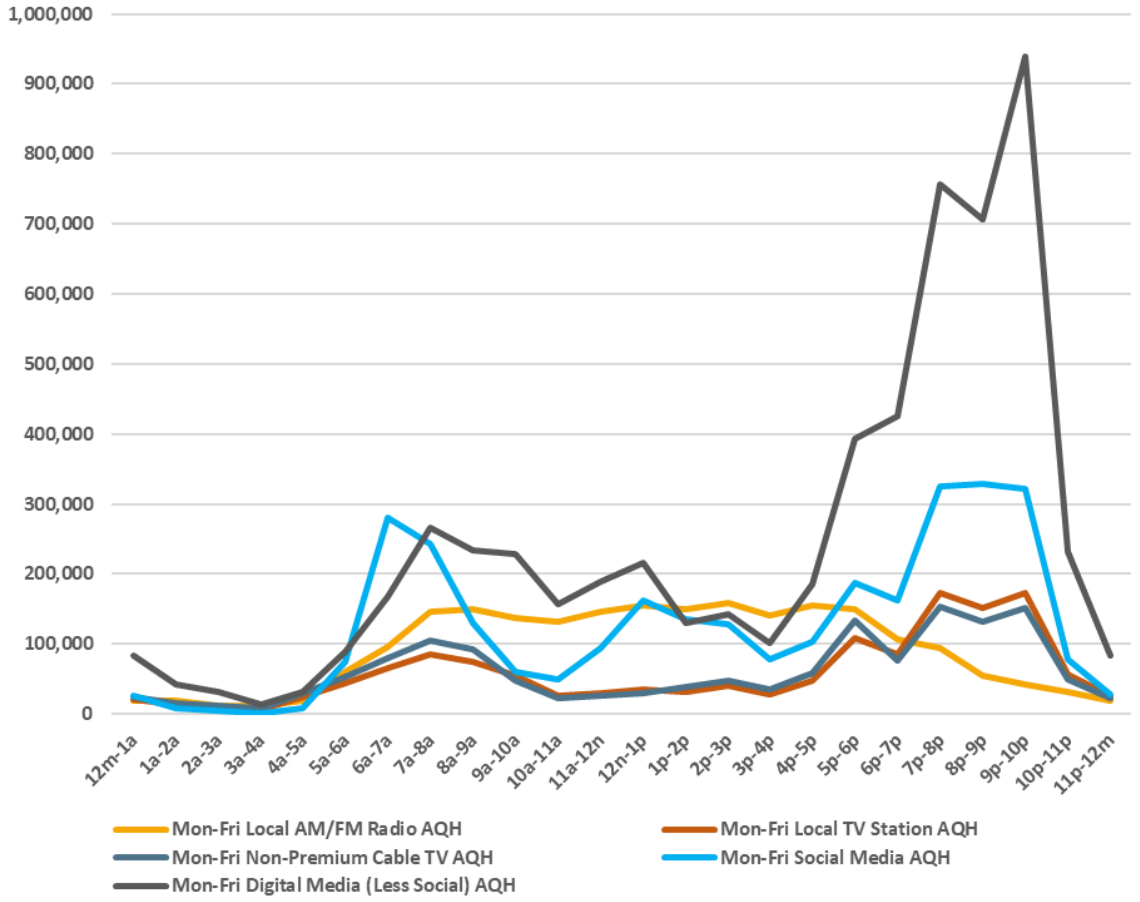


Seattle-Tacoma, WA, DMA

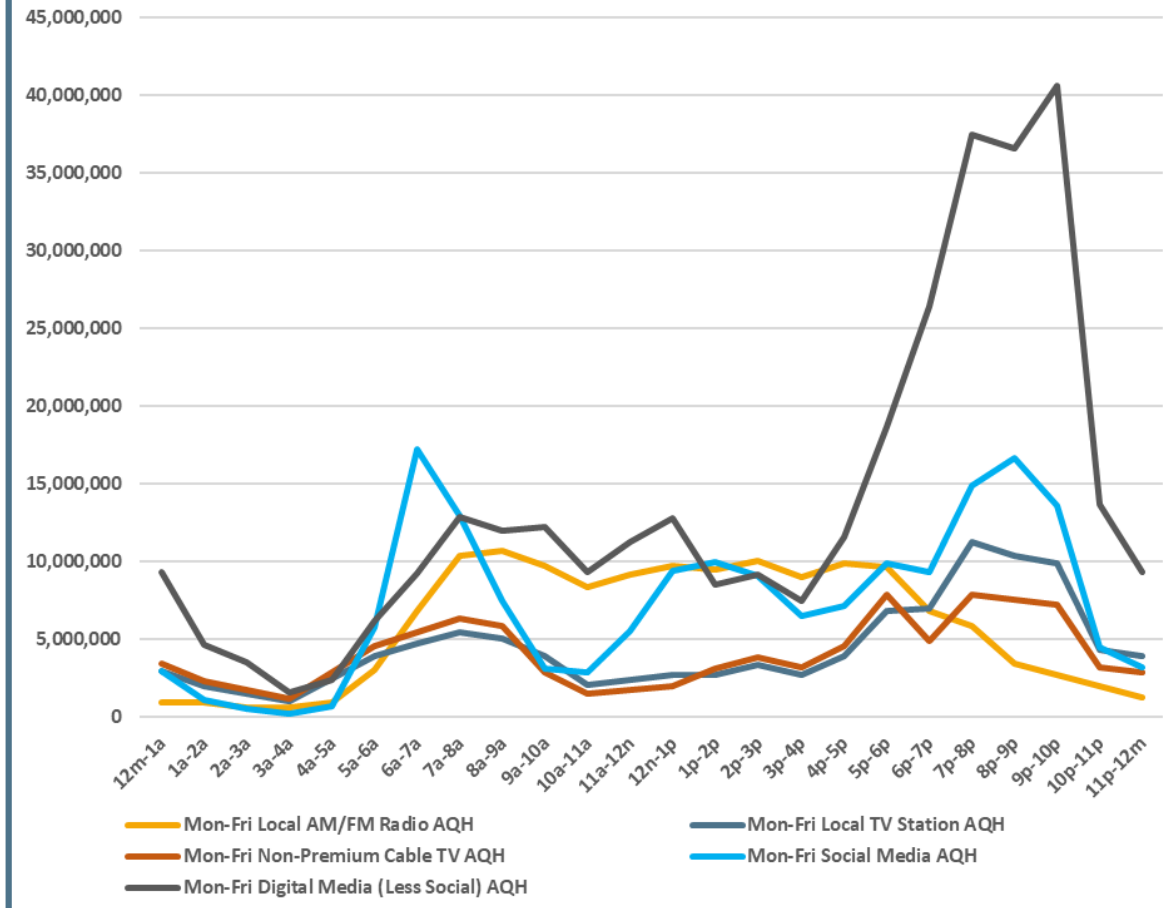
P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 218,249; Local Radio: 140,152; Social Media: 139,648; Non-Prem. Cable: 61,055; Local TV: 55,003 reaching Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA.

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



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

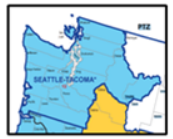


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,951

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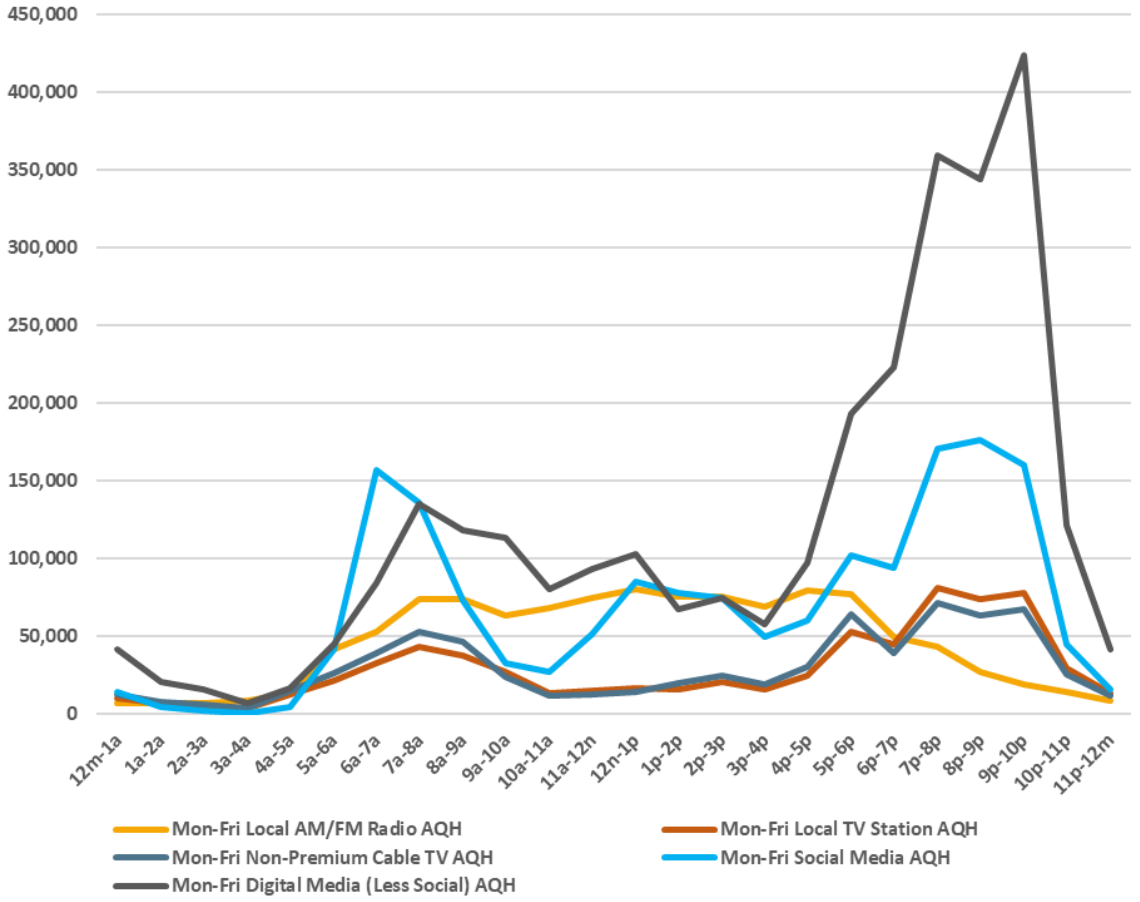


Seattle-Tacoma, WA, DMA

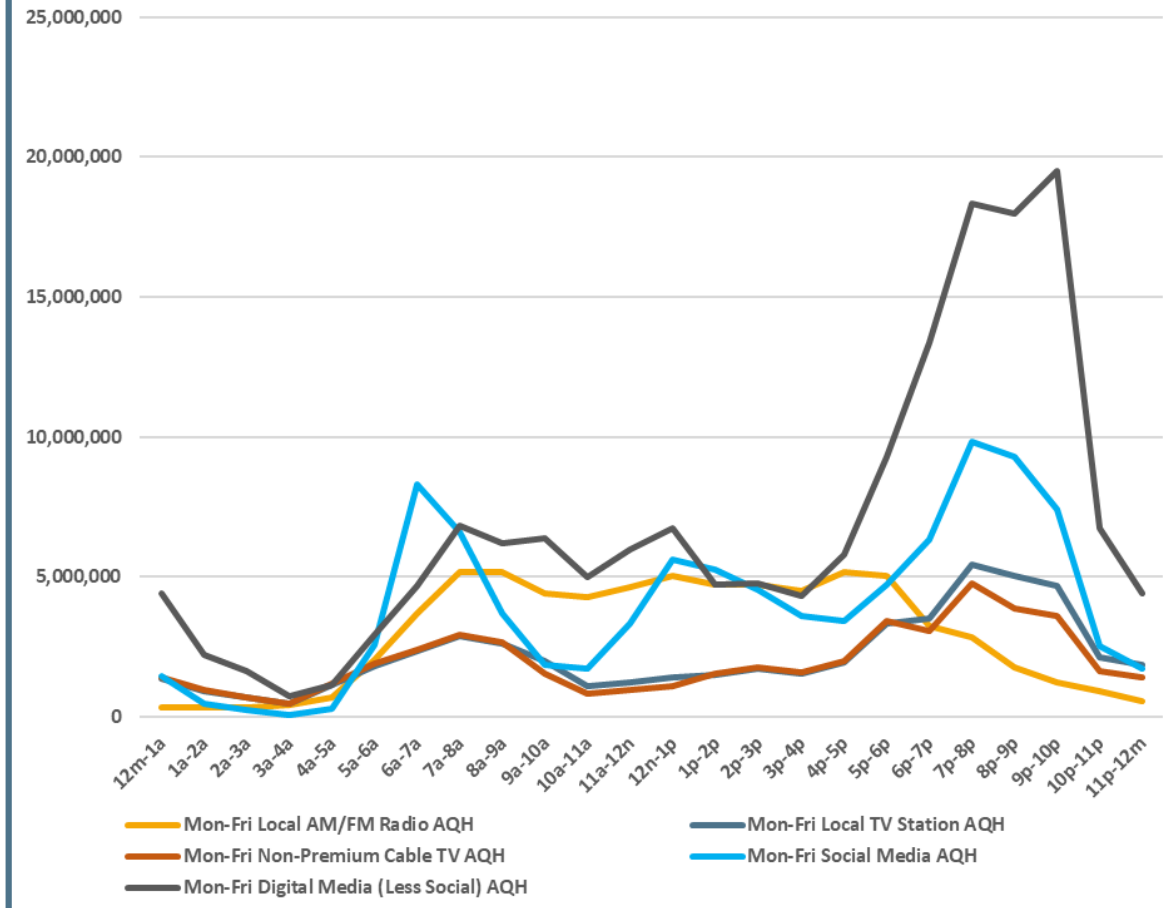
W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 110,930; Social Media: 78,475; Local Radio: 70,170; Non-Prem. Cable: 30,706; Local TV: 27,787 reaching Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA



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



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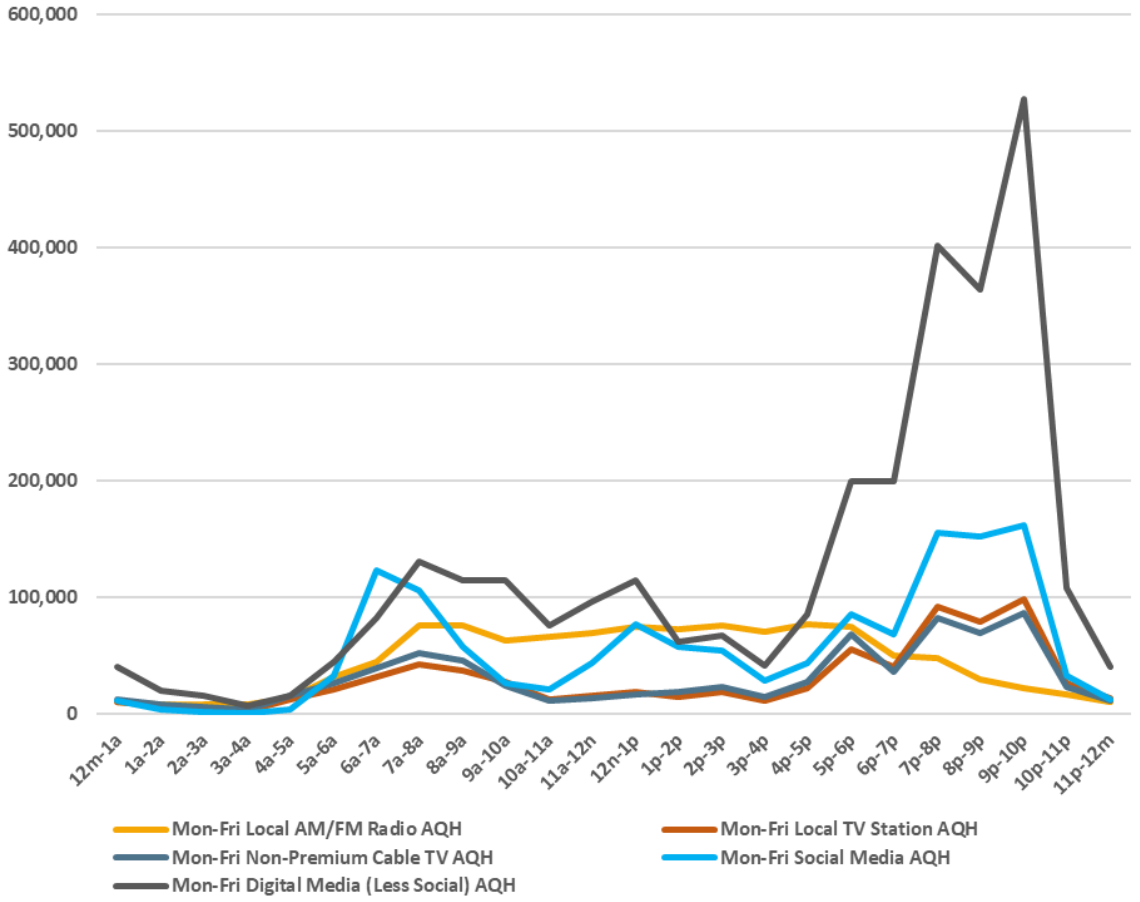


Seattle-Tacoma, WA, DMA

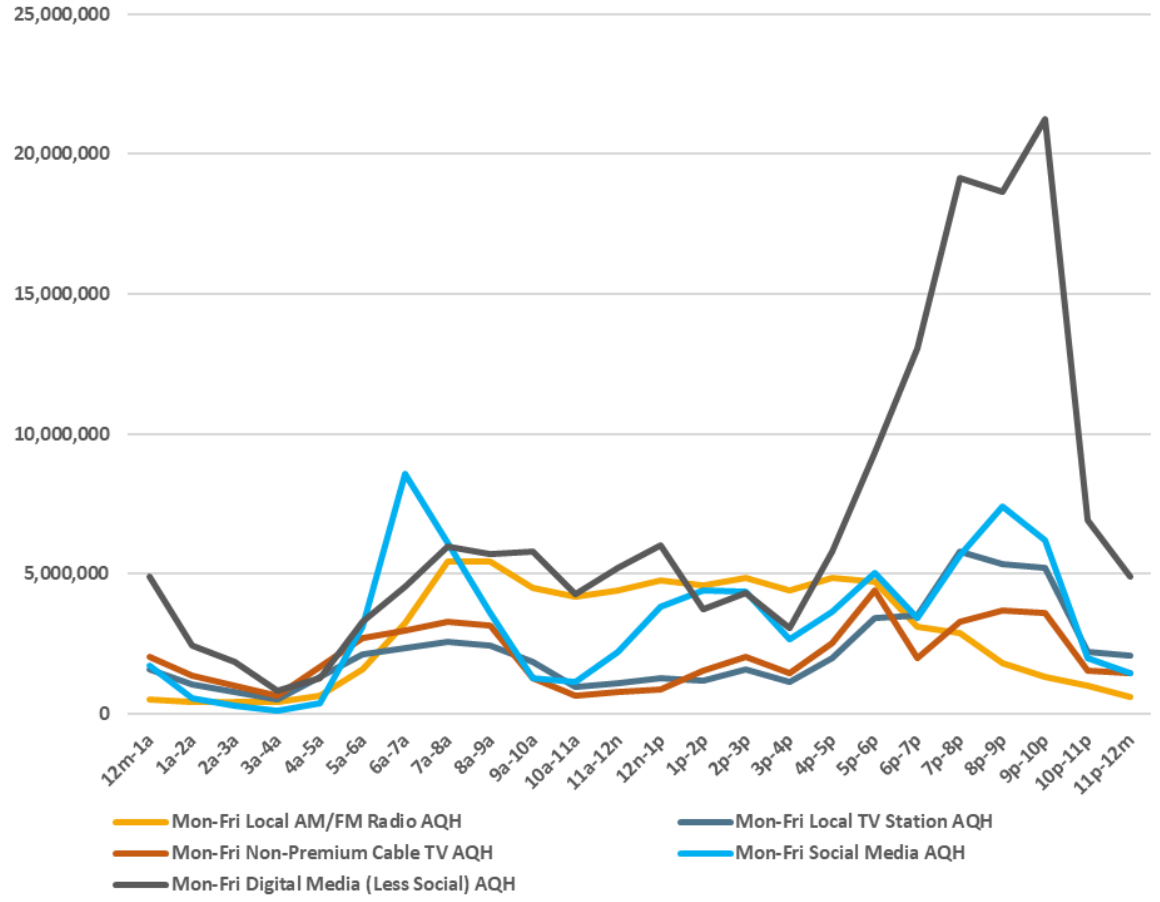
M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 106,360; Local Radio: 68,402; Social Media: 61,095; Non-Prem. Cable: 30,119; Local TV: 26,993 reaching Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA



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

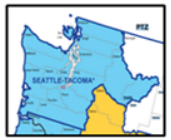


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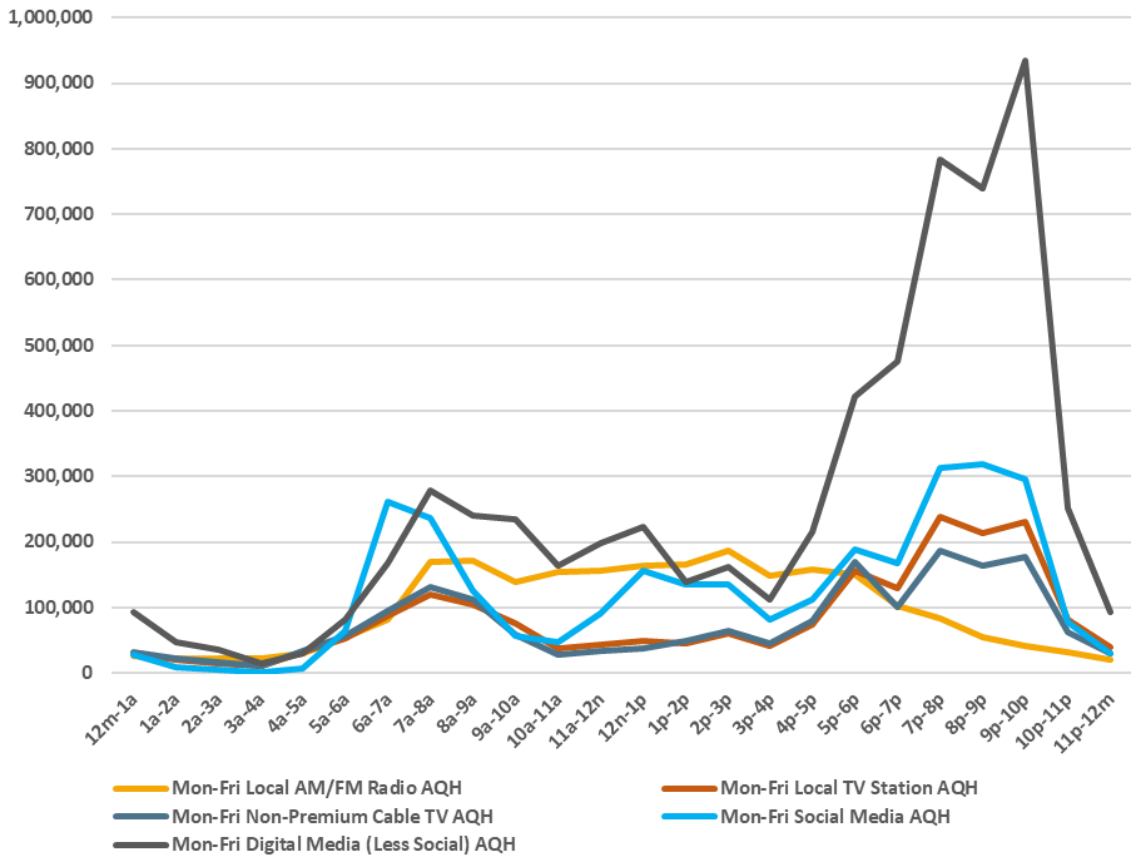


Seattle-Tacoma, WA, DMA

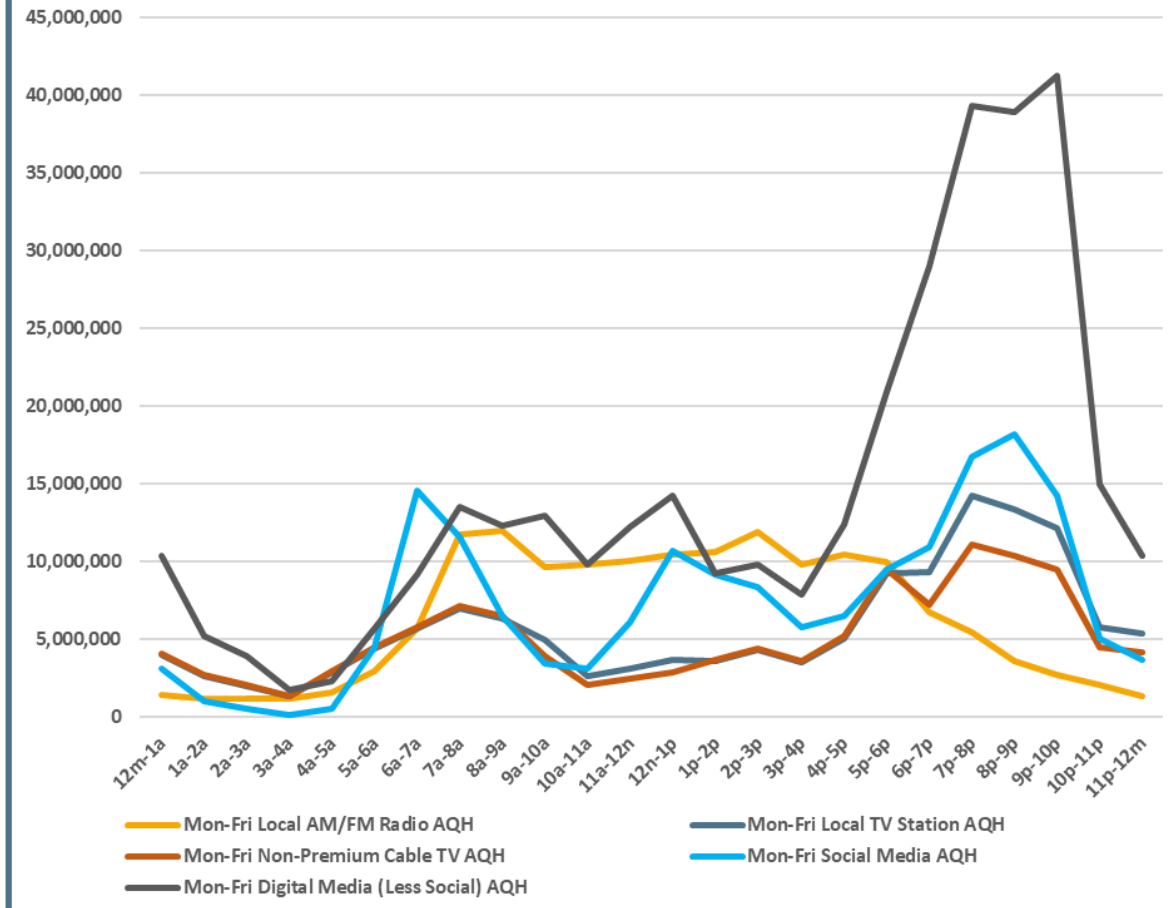
P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 233,312; Local Radio: 150,084; Social Media: 137,807; Local TV: 78,565; Non-Prem. Cable: 77,108 reaching Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA.

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



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



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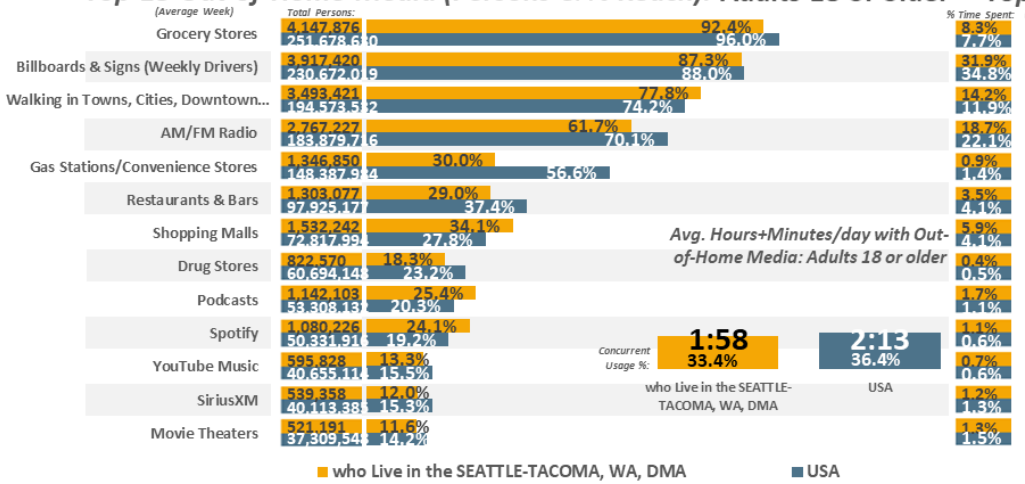


Seattle-Tacoma, WA, DMA

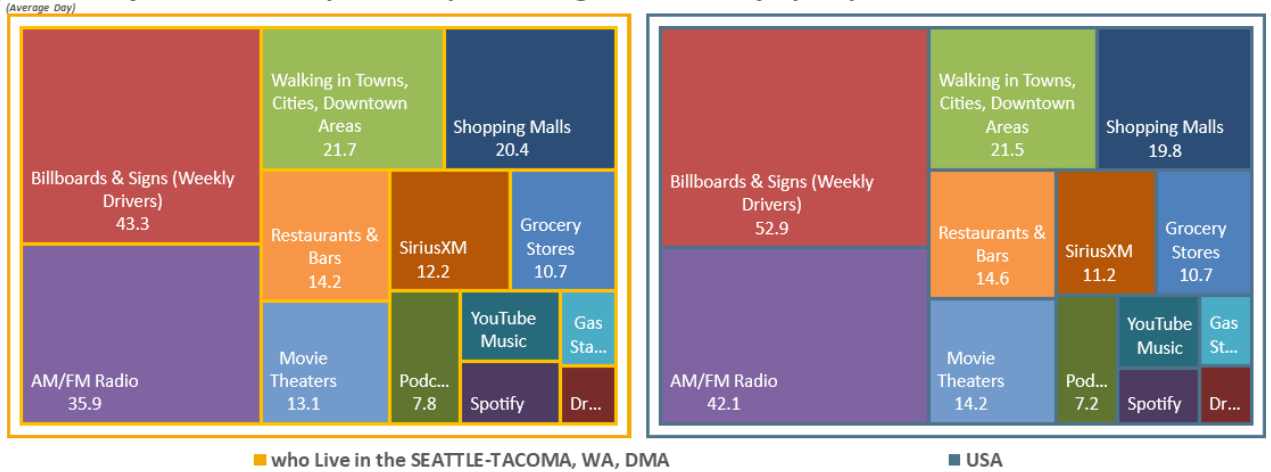
P18+

3,917,420 or 87.3% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 43.3 minutes per day driving, seeing Billboards and Signs. 59.7% Listen to Local Radio Stations Out-of-Home for an average of 32.8 minutes/day.

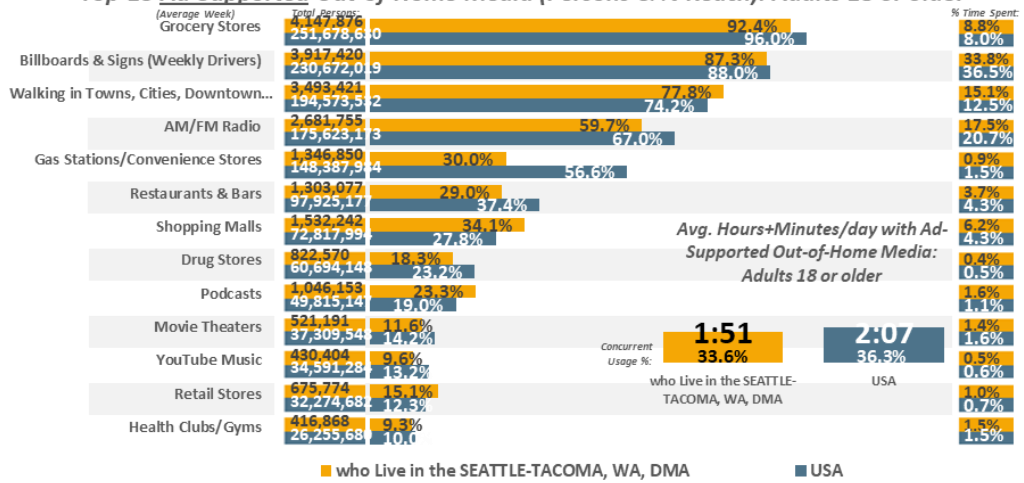
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



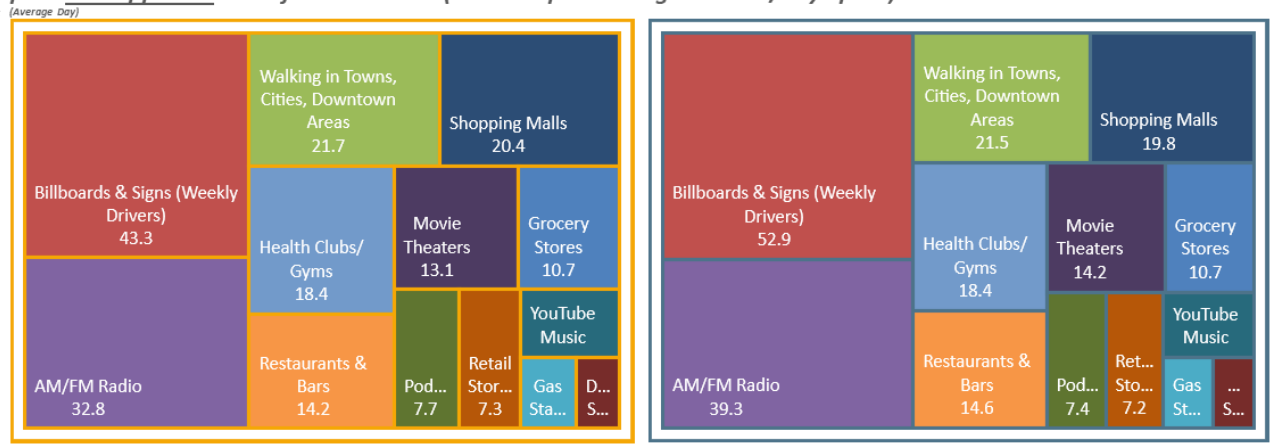
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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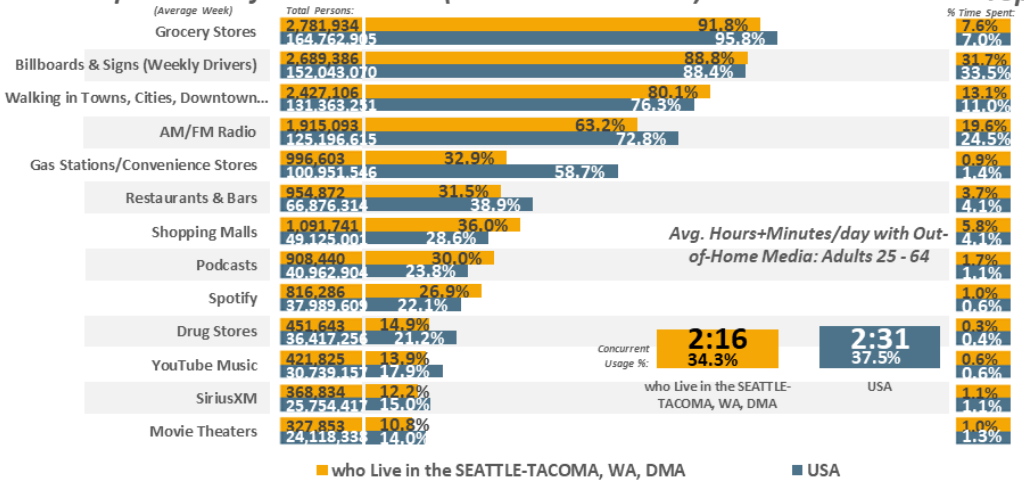


Seattle-Tacoma, WA, DMA

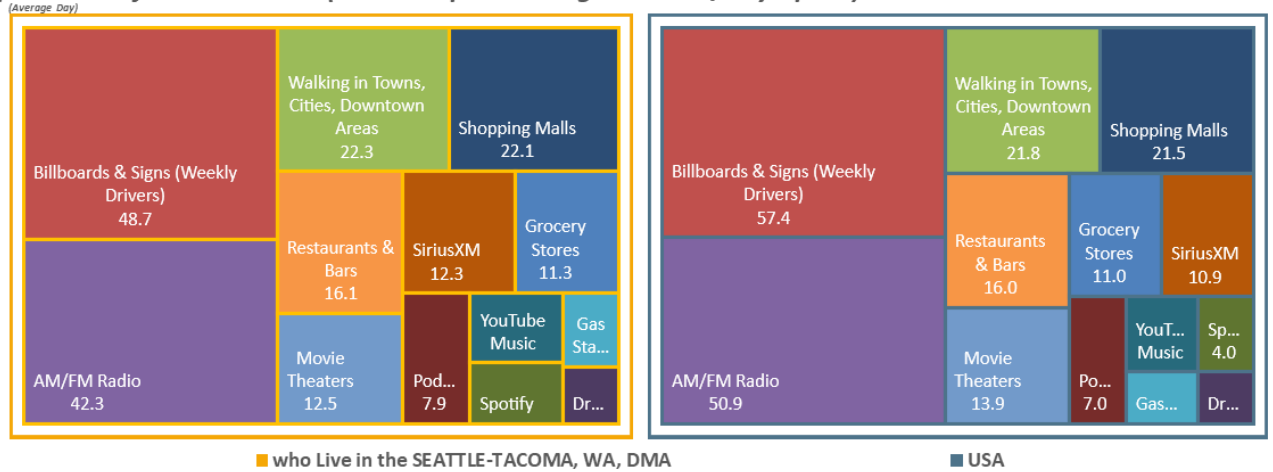
P25-64

2,689,386 or 88.8% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 48.7 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minutes/day.

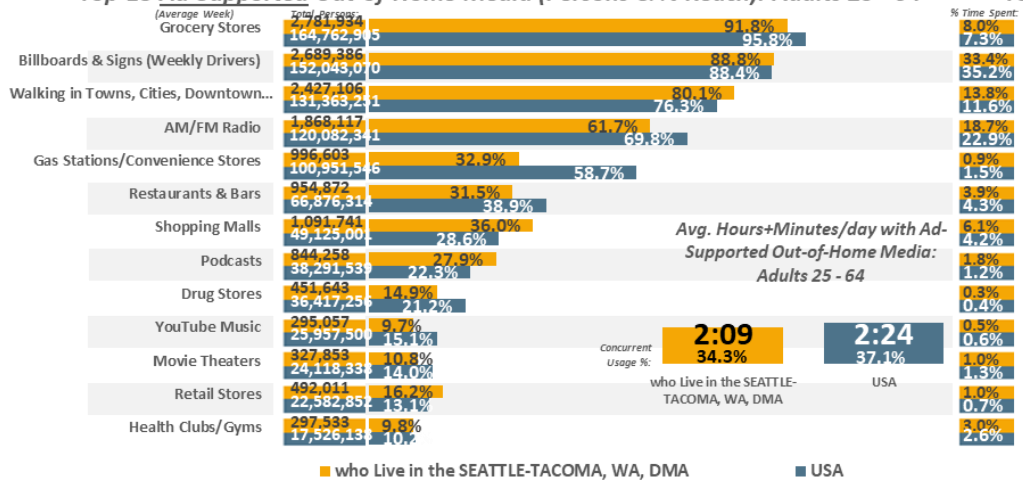
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



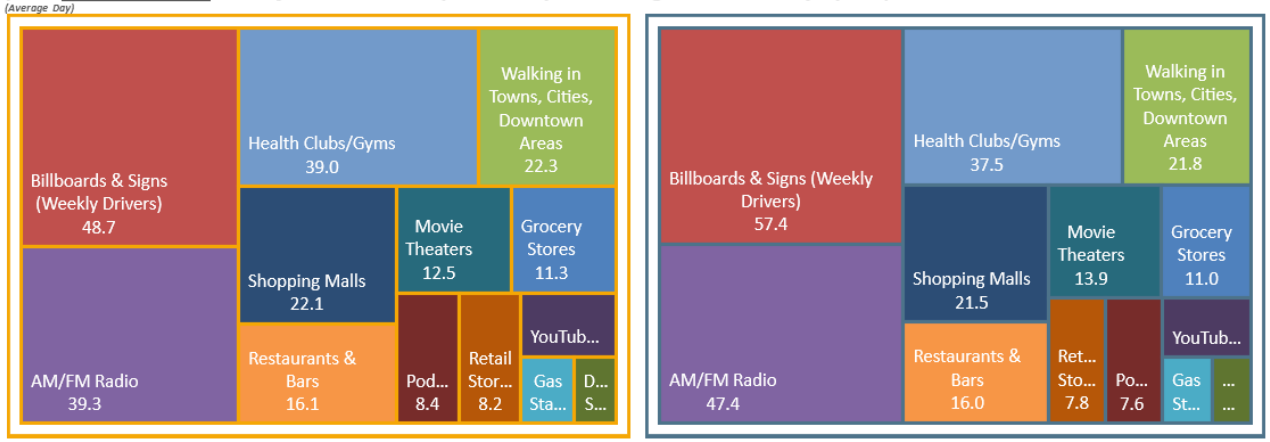
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

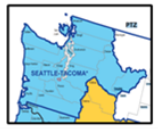


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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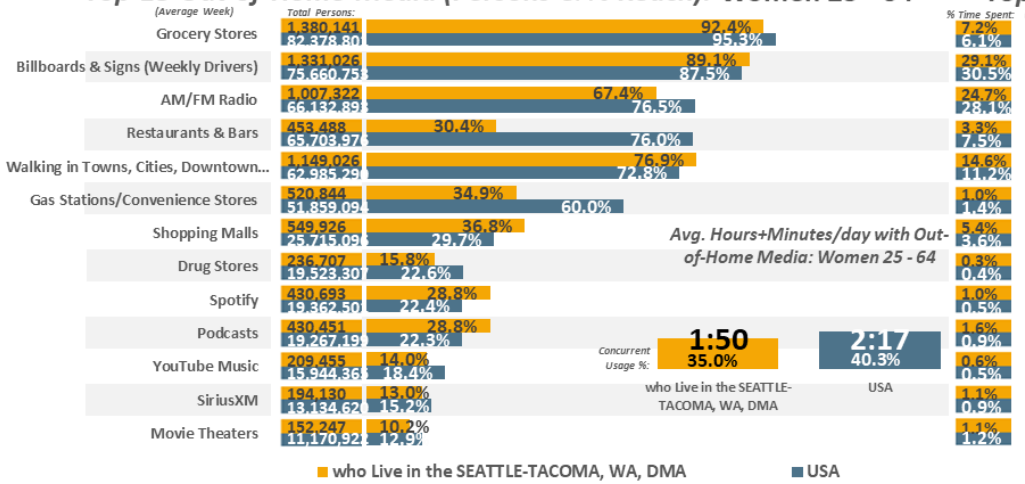


Seattle-Tacoma, WA, DMA

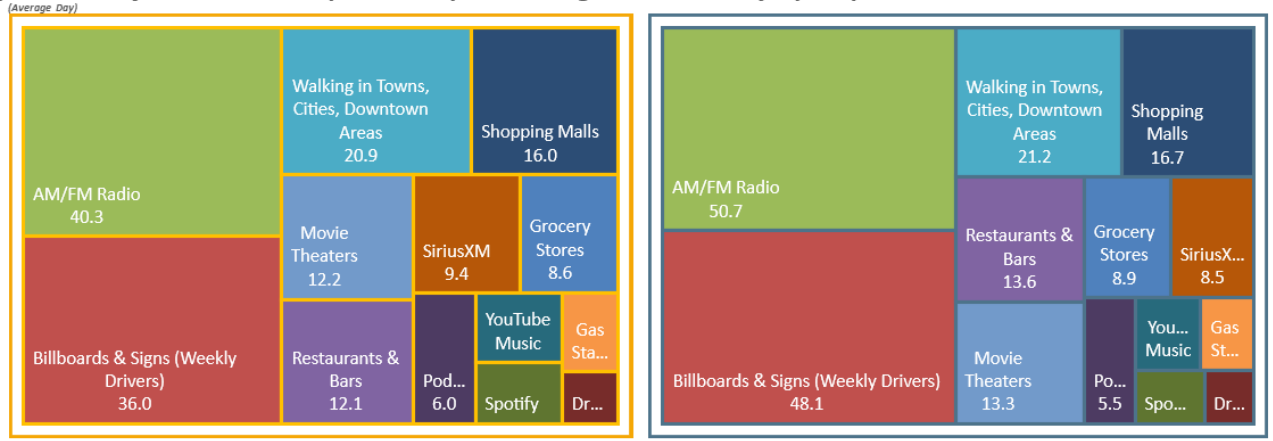
W25-64

1,331,026 or 89.1% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 36. minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/day.

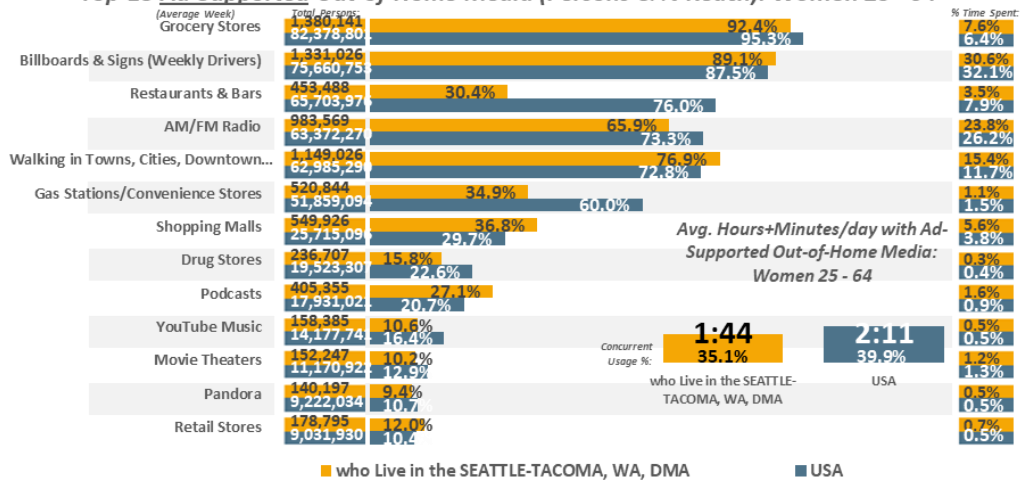
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



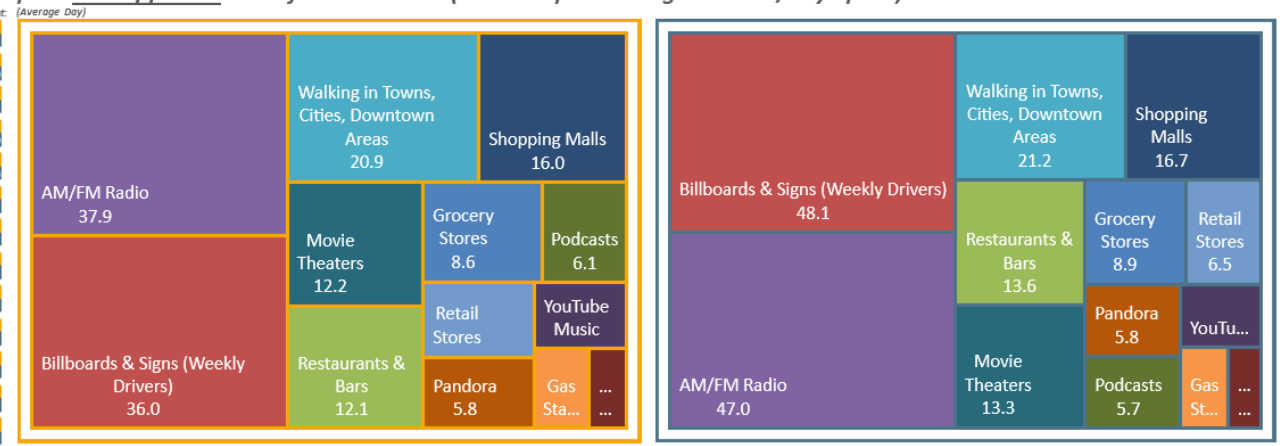
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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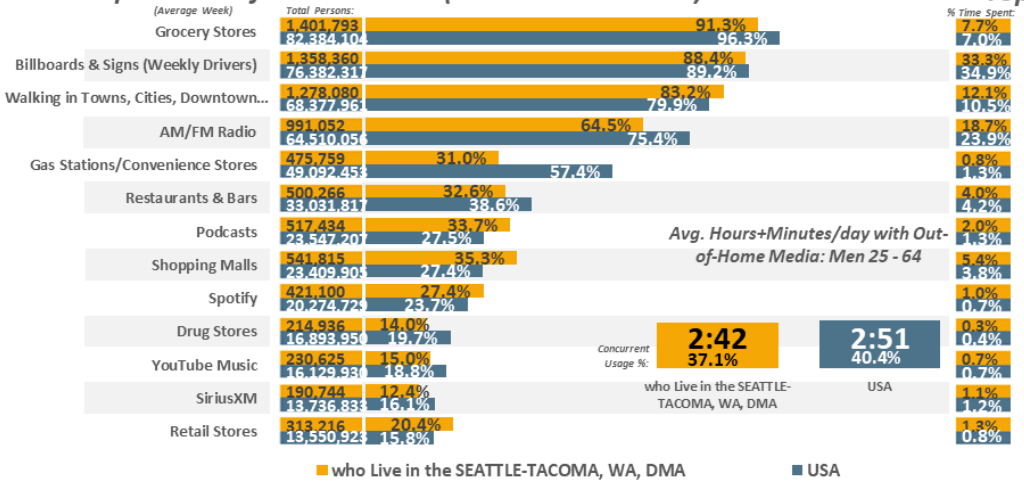


Seattle-Tacoma, WA, DMA

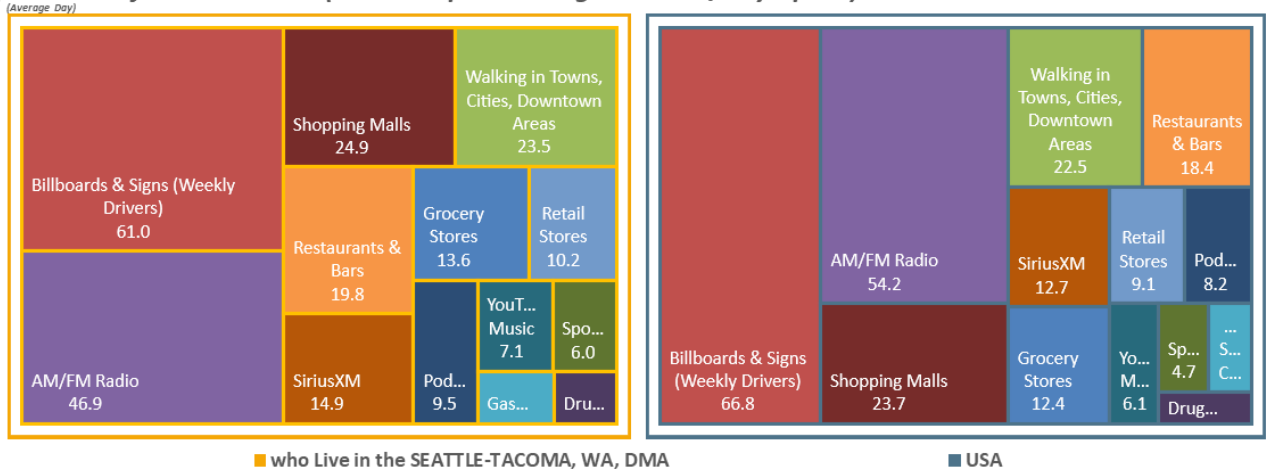
M25-64

1,358,360 or 88.4% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 61. minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

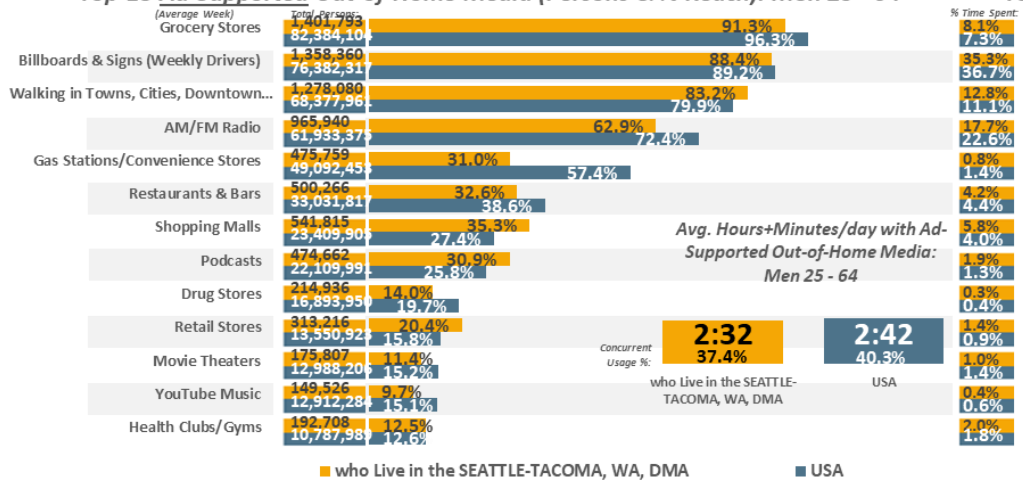
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



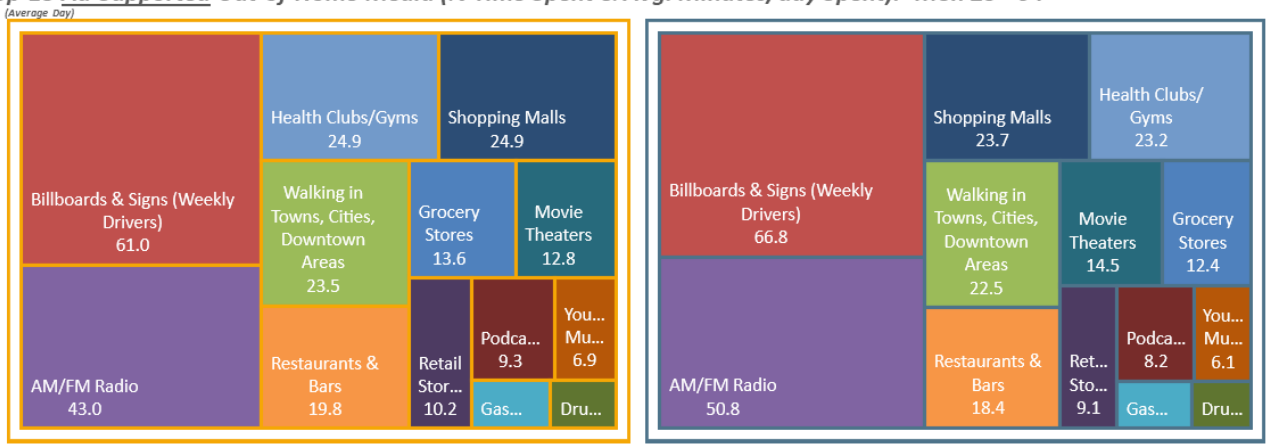
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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

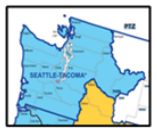


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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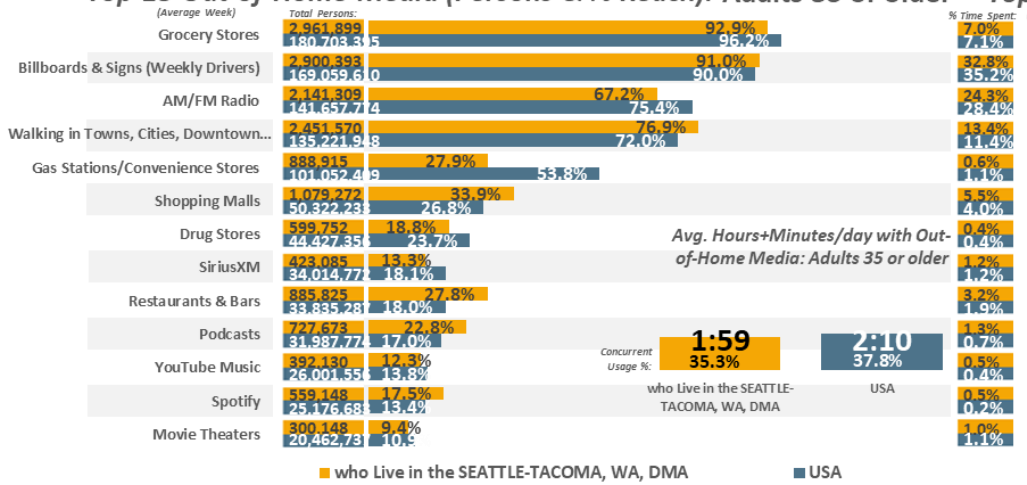


Seattle-Tacoma, WA, DMA

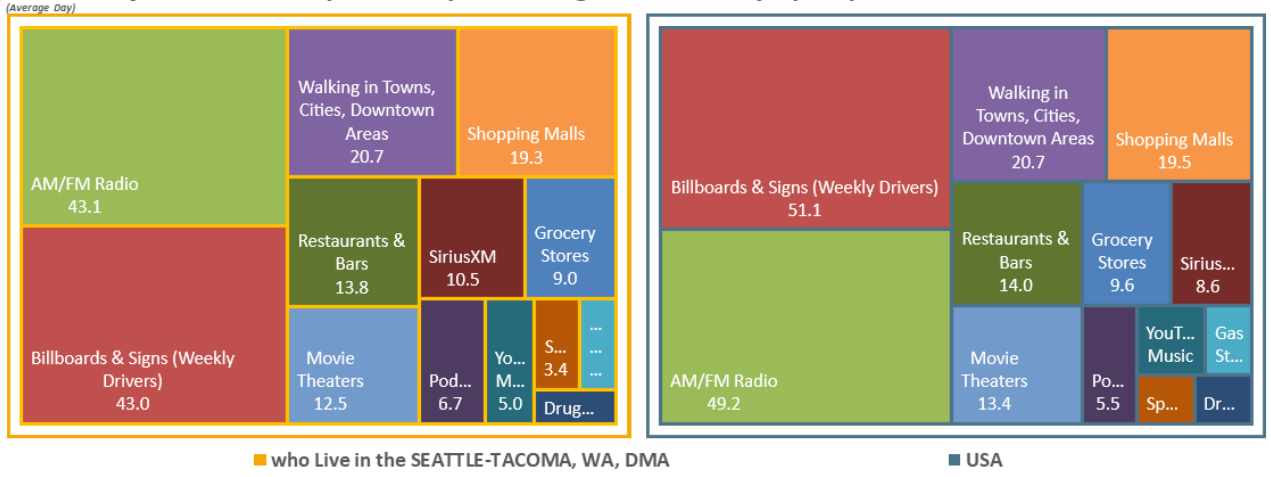
P35+

2,900,393 or 91.% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 43. minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/day.

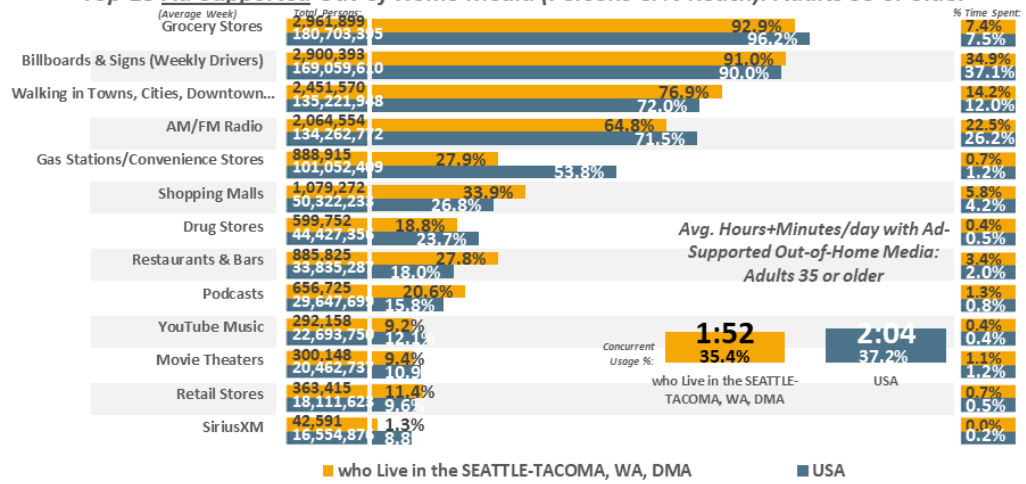
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



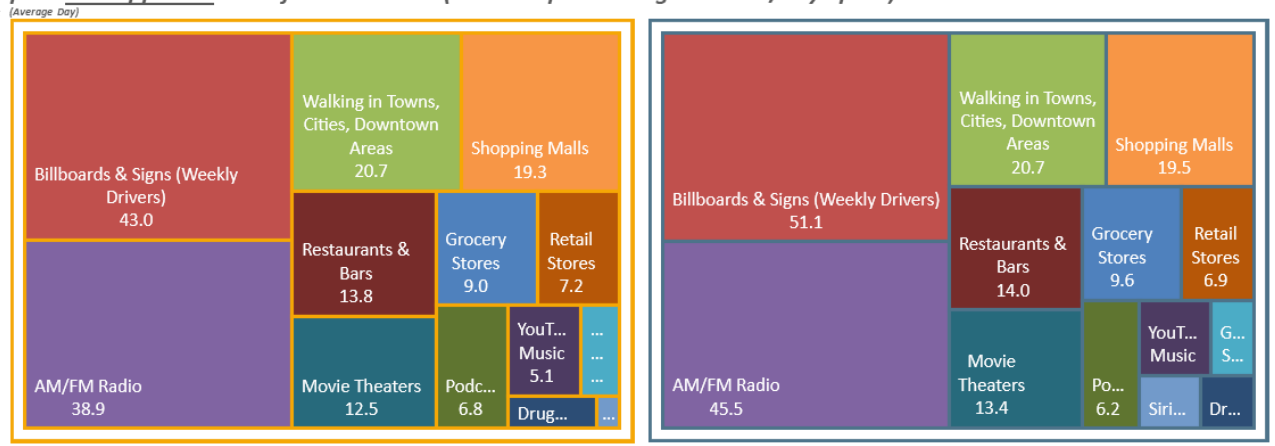
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

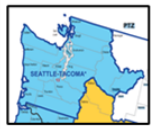


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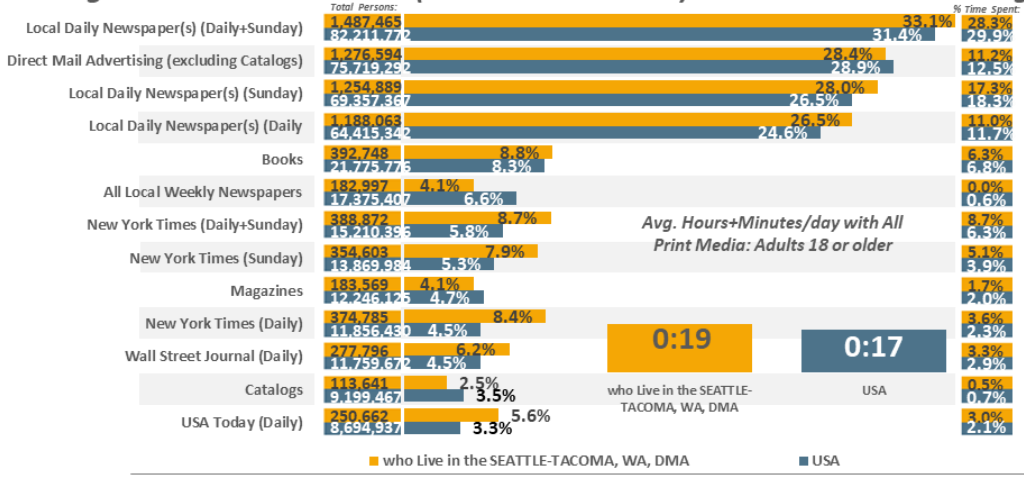


Seattle-Tacoma, WA, DMA

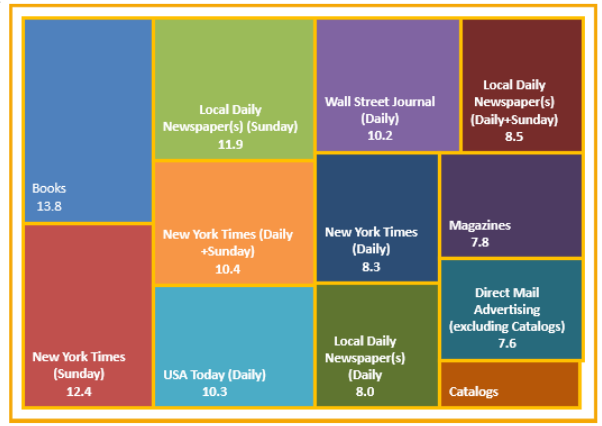
P18+

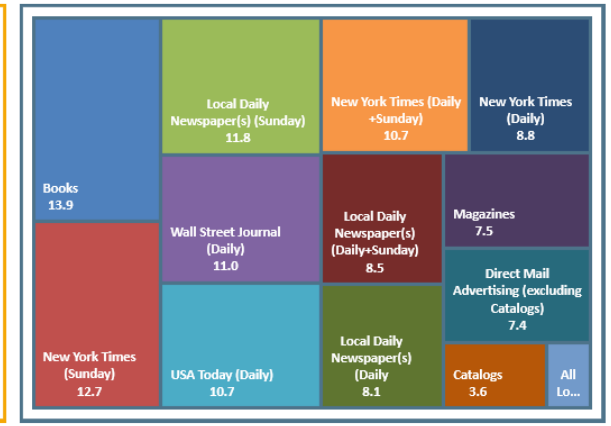
1,487,465 or 33.1% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

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

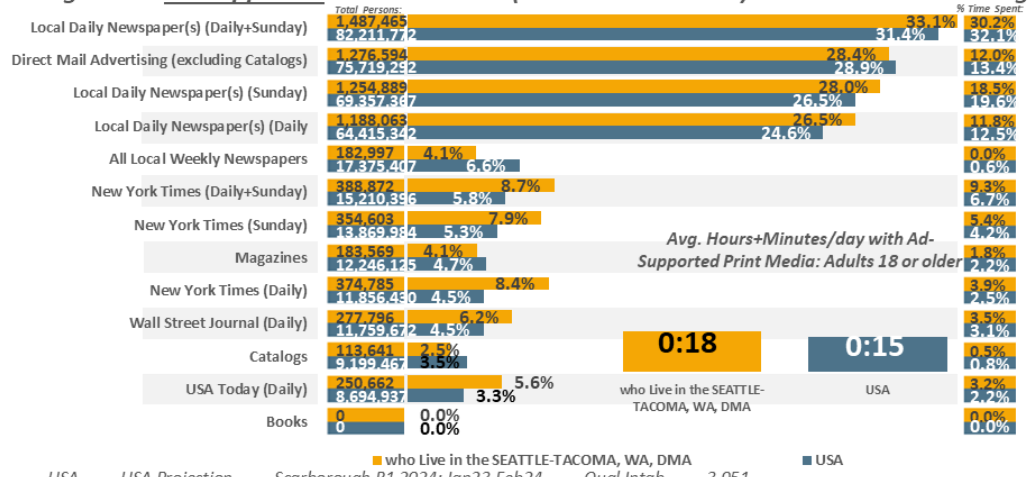


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



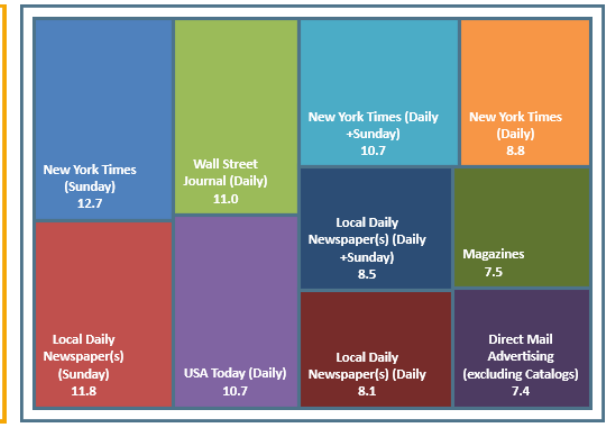


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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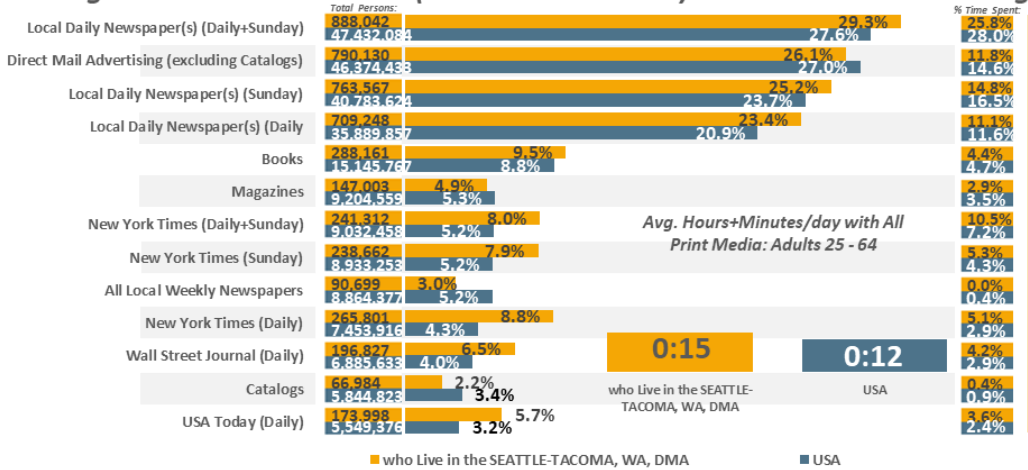


Seattle-Tacoma, WA, DMA

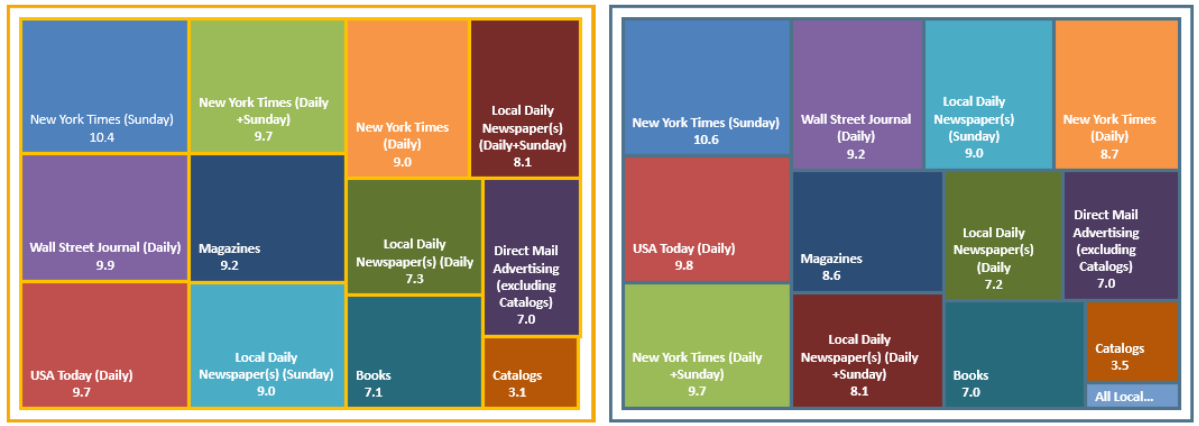
P25-64

888,042 or 29.3% of Adults 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

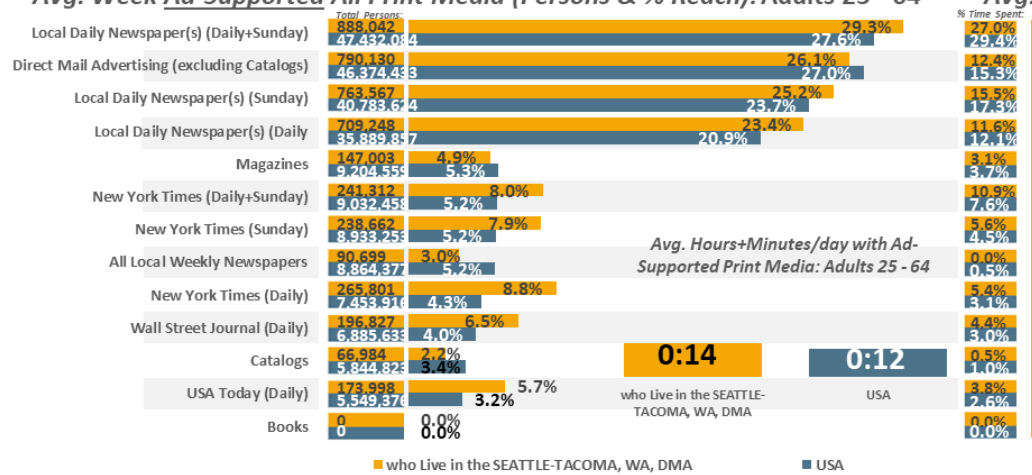
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



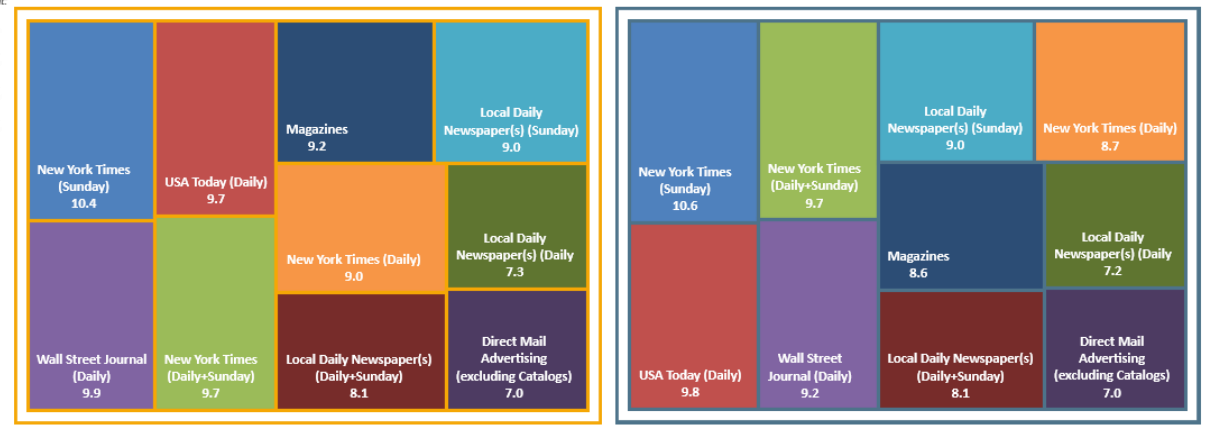
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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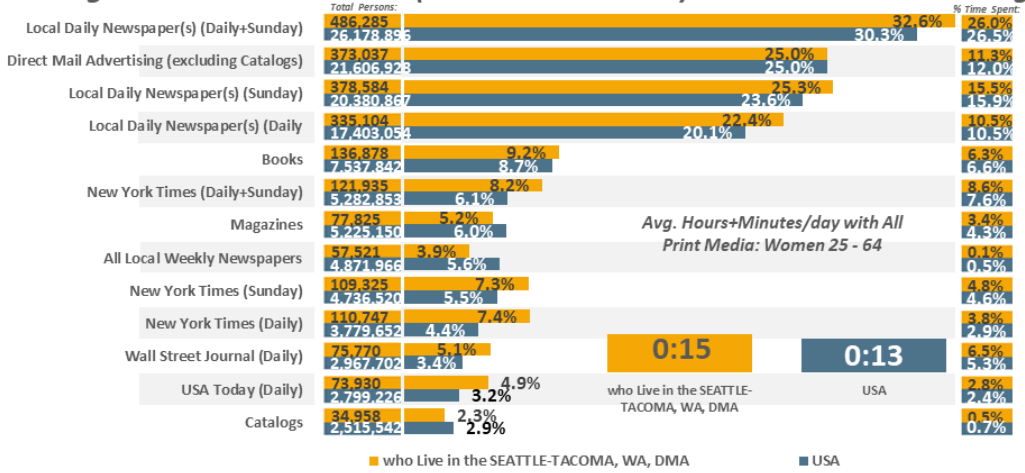


Seattle-Tacoma, WA, DMA

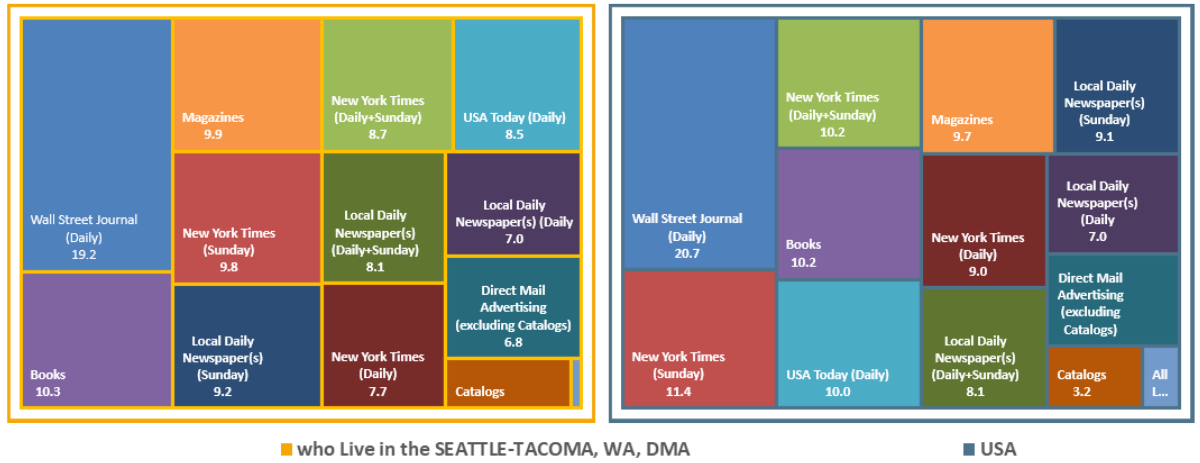
W25-64

486,285 or 32.6% of Women 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

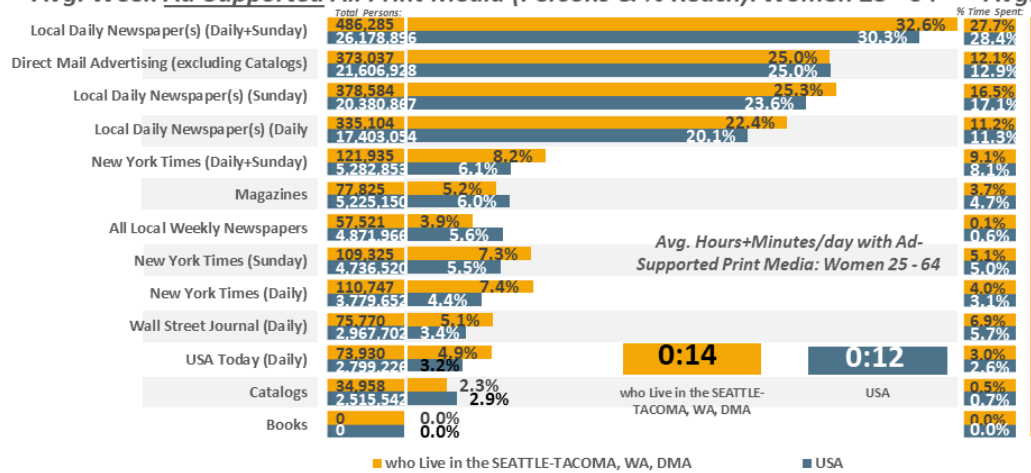
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



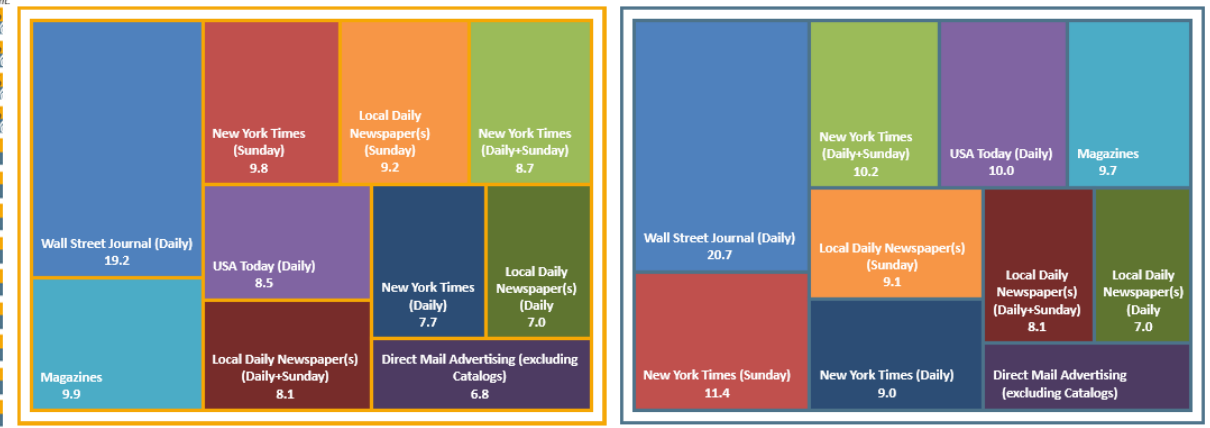
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Women 25 - 64



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

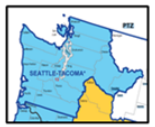


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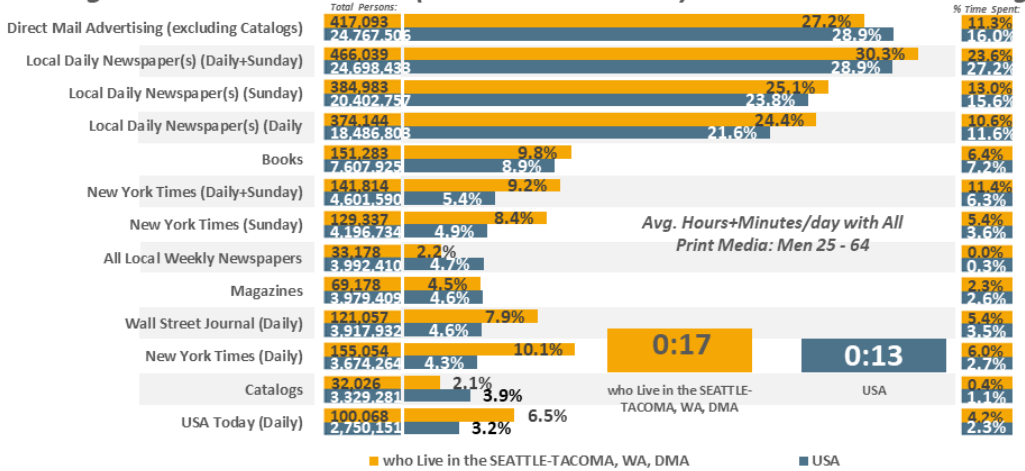


Seattle-Tacoma, WA, DMA

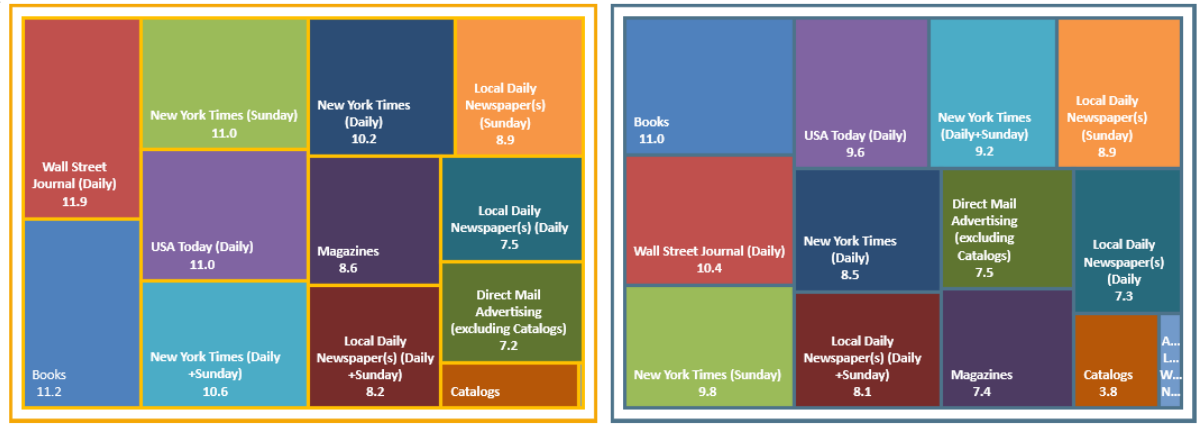
M25-64

466,039 or 30.3% of Men 25 - 64 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 25.2% of all time spent daily with All forms of Print Media.

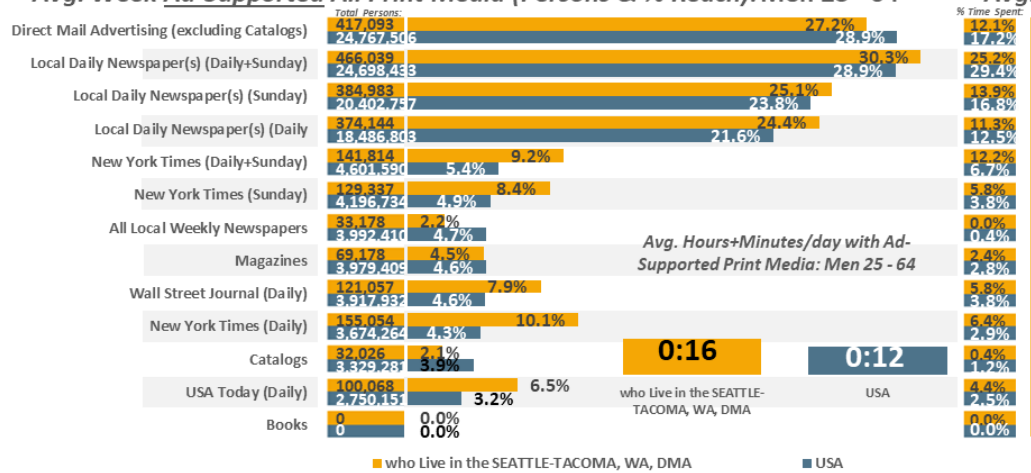
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



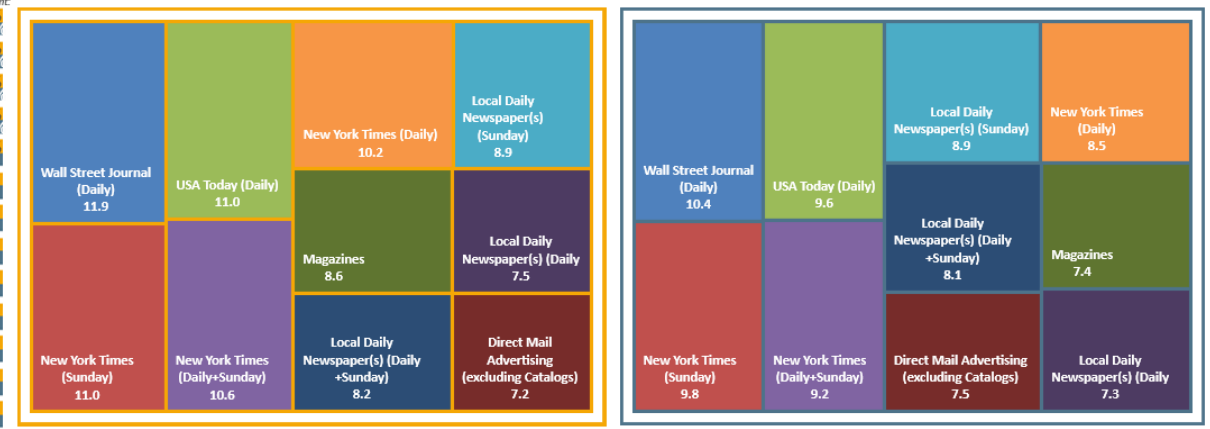
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Men 25 - 64



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



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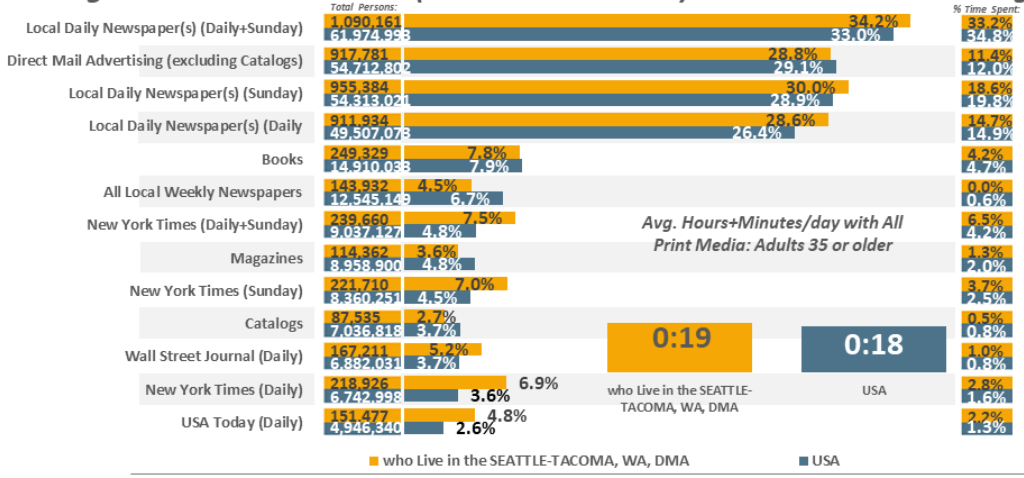


Seattle-Tacoma, WA, DMA

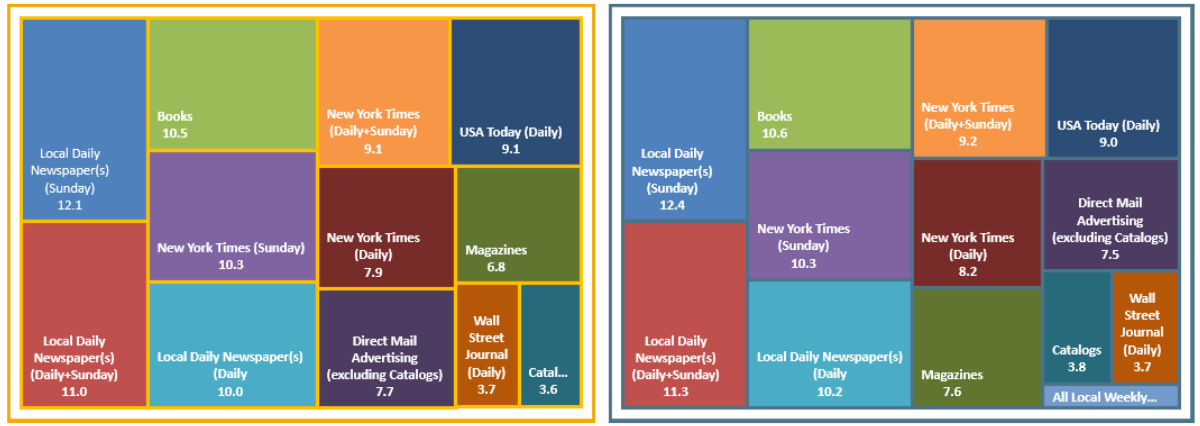
P35+

1,090,161 or 34.2% of Adults 35 or older who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

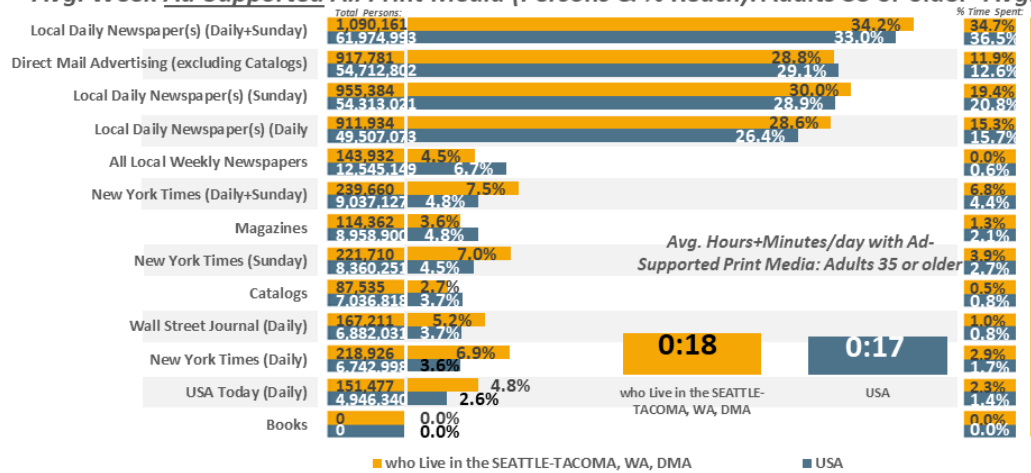
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



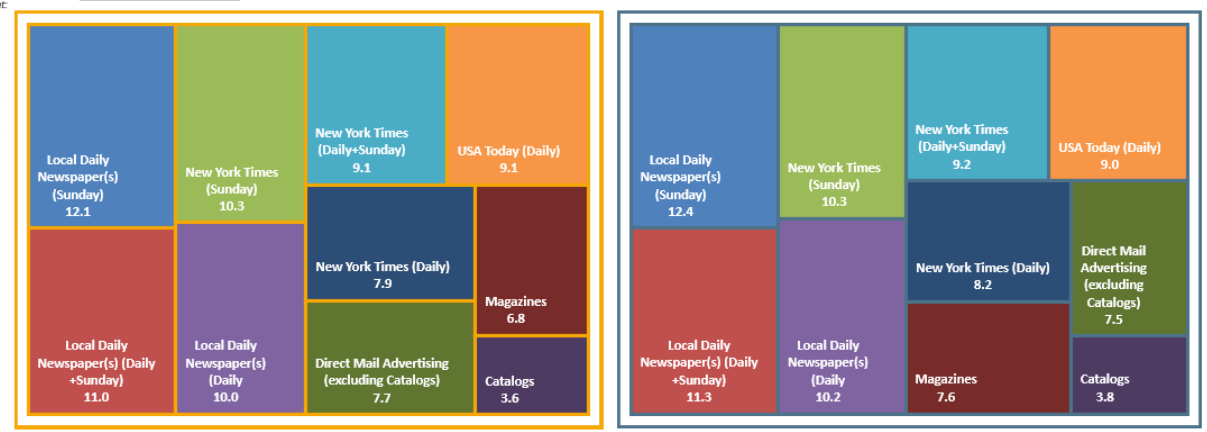
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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