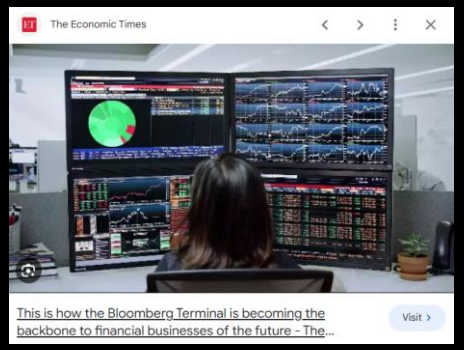
USA – Washington, DC DMA as of April 2024!

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 Washington, DC, DMA (#9) 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.

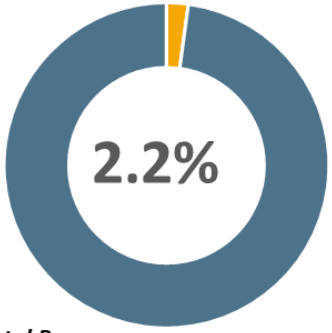


Washington, DC, DMA

P18+

2.2% or 5,654,432 of USA Adults 18 or older live in the WASHINGTON, DC, DMA.
Typical Adults 18 or older who live in the WASHINGTON, DC, DMA are 47.9 years old (1.9% younger than average) and have a $128,310 (43.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who live in the WASHINGTON, DC, DMA
- Remainder of USA Metro

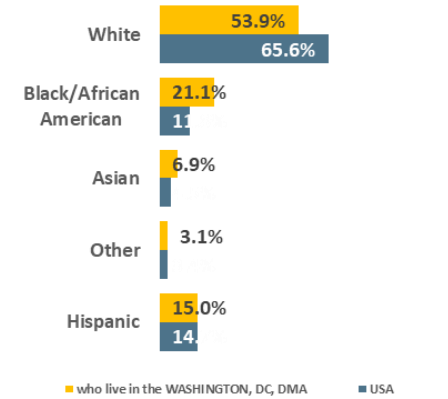
Total Persons:

5,654,432 | 256,520,068

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	48.2%	48.7%	51.8%	51.3%
Average Age:	47.6	48.5	48.2	49.2
# Persons:	2,723,238	127,701,2...	2,931,194	134,473,2...

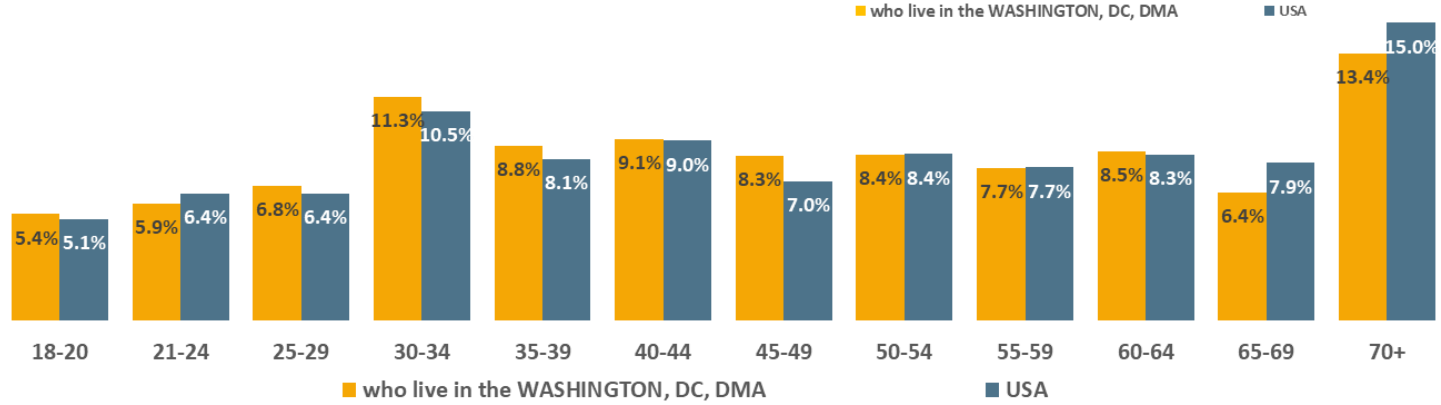
Ethnicity of Target vs. Market:



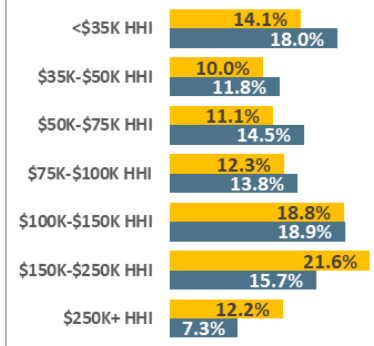
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	47.9	48.8



HHI of Target vs. Market:



Avg HHI:	$128,310	$89,673

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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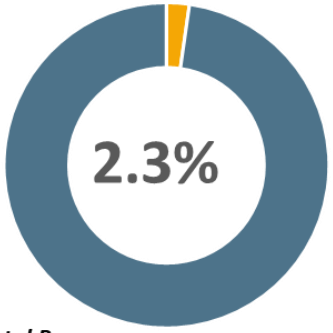
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*



Washington, DC, DMA
P25-64

2.3% or 3,894,118 of USA Adults 25 - 64 live in the WASHINGTON, DC, DMA.
Typical Adults 25 - 64 who live in the WASHINGTON, DC, DMA are 44.7 years old (.5% younger than average) and have a $139,305 (42.% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- who live in the WASHINGTON, DC, DMA
- Remainder of USA Metro

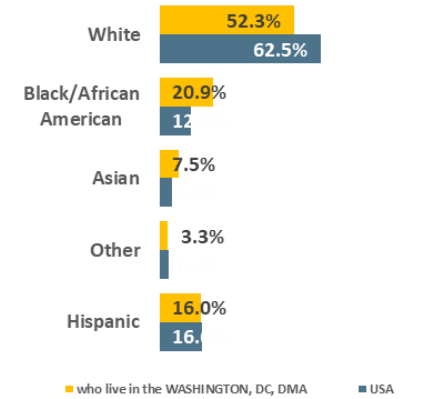
Total Persons:



Gender of Target vs. Market: Adults 25 - 64

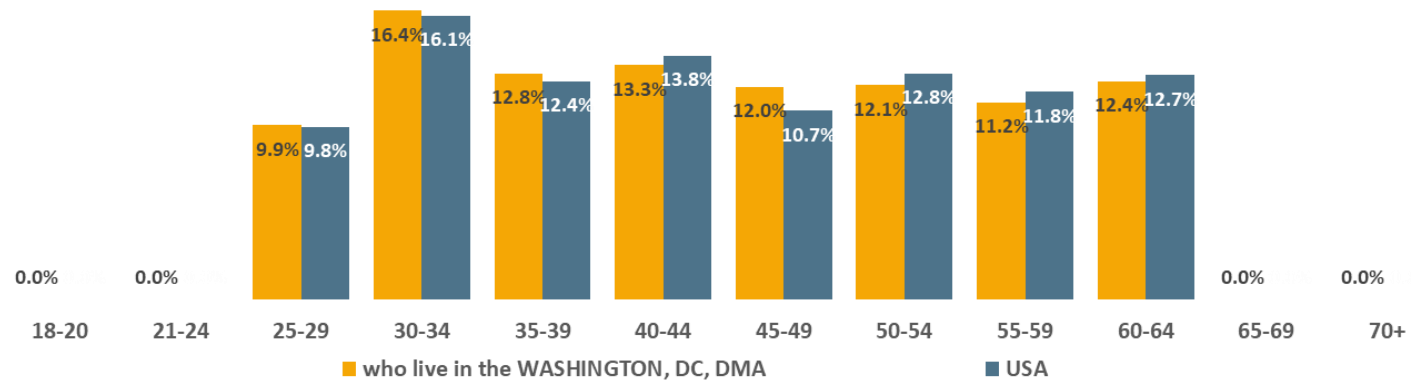
	Men	Men	Women	Women
%M vs. %F:	48.9%	49.7%	51.1%	50.3%
Average Age:	44.7	44.8	44.7	45.1
# Persons:	1,905,331	85,480,301	1,988,787	86,419,018

Ethnicity of Target vs. Market:

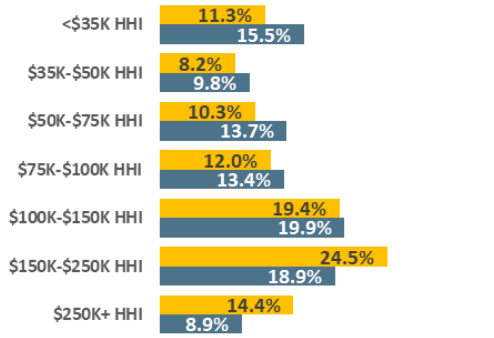


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 64
who live in the WASHINGTON, DC, DMA	44.7
USA	44.9



HHI of Target vs. Market:



Avg HHI:	$139,305	$98,081

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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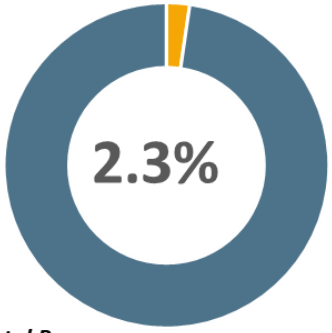
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*



Washington, DC, DMA
W25-64

2.3% or 1,988,787 of USA Women 25 - 64 live in the WASHINGTON, DC, DMA.
Typical Women 25 - 64 who live in the WASHINGTON, DC, DMA are 44.7 years old (.9% younger than average) and have a $127,778 (43.3% higher than average) annual household income.

Percent of Market: Women 25 - 64



- who live in the WASHINGTON, DC, DMA
- Remainder of USA Metro

Total Persons:

1,988,787 | 84,430,231

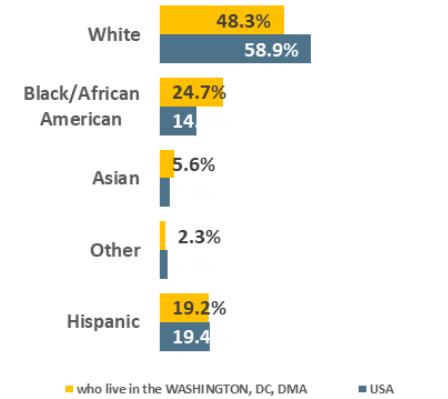
Gender of Target vs. Market: Women 25 - 64

%M vs. %F:

	Men	Men	Women	Women
Average Age:	0.0	0.0	44.7	45.1
# Persons:	0.0% / 0		1,988,787	86,419,018

100.0% | 100.0%

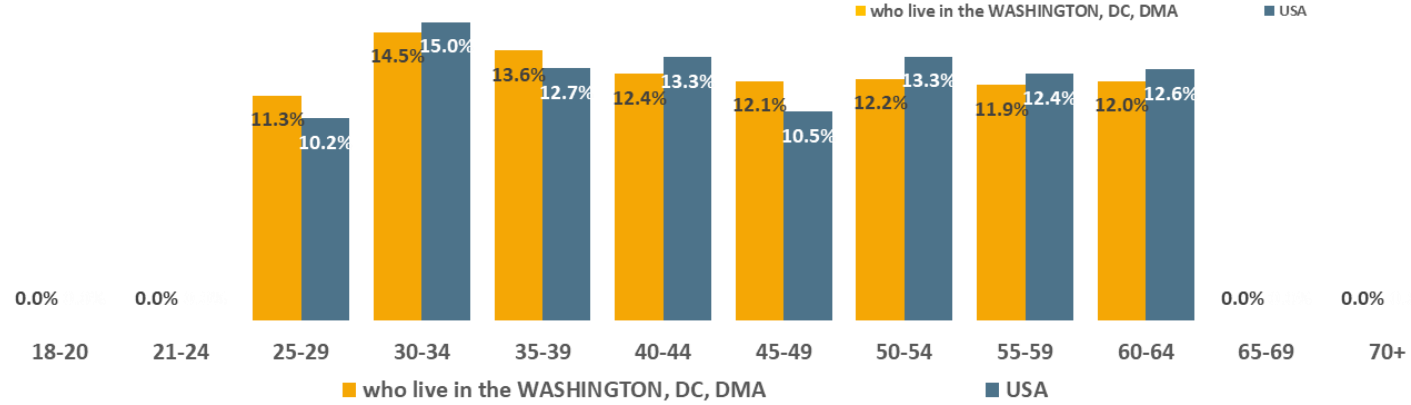
Ethnicity of Target vs. Market:



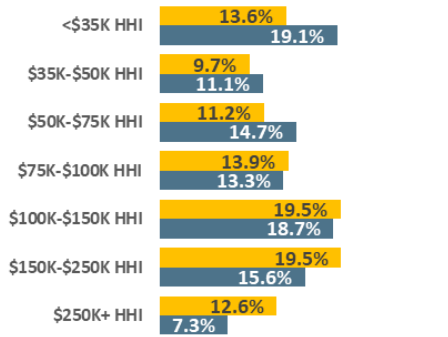
Age Cell Demographics of Target vs. Market:

Average Age:

Women 25 - 64	who live in the WASHINGTON, DC, DMA	USA
	44.7	45.1



HHI of Target vs. Market:



Avg HHI: $127,778 | $89,144

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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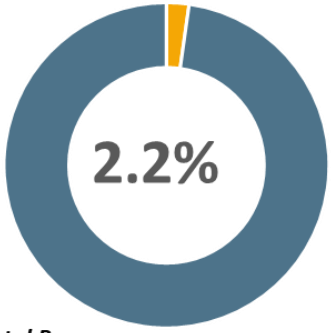
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*



Washington, DC, DMA
M25-64

2.2% or 1,905,331 of USA Men 25 - 64 live in the WASHINGTON, DC, DMA.
Typical Men 25 - 64 who live in the WASHINGTON, DC, DMA are 44.7 years old (.1% younger than average) and have a $151,338 (41.3% higher than average) annual household income.

Percent of Market: Men 25 - 64

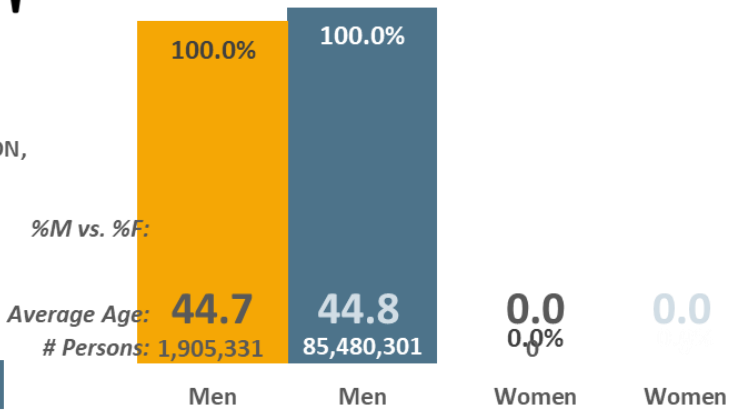


- who live in the WASHINGTON, DC, DMA
- Remainder of USA Metro

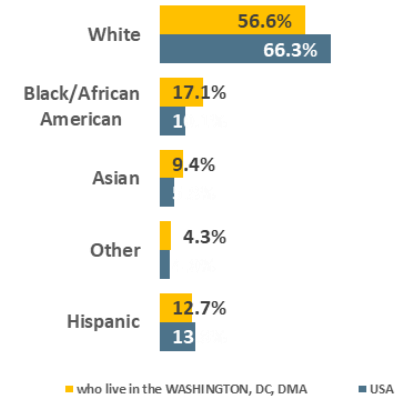
Total Persons:

1,905,331 | 83,574,970

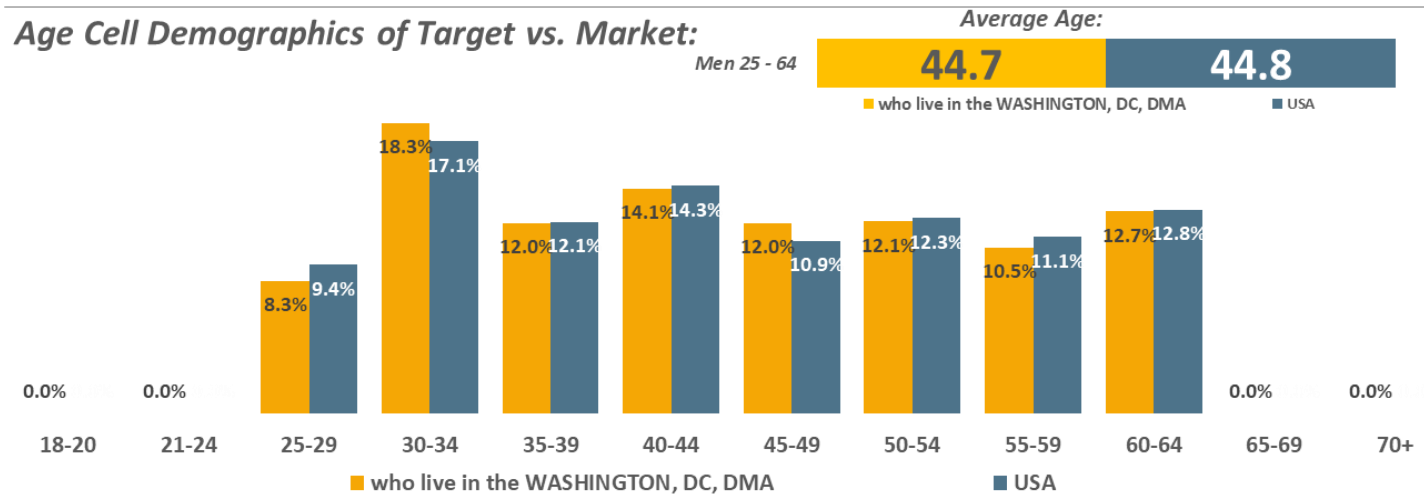
Gender of Target vs. Market: Men 25 - 64



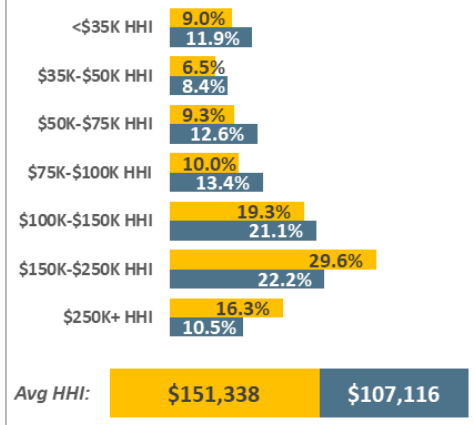
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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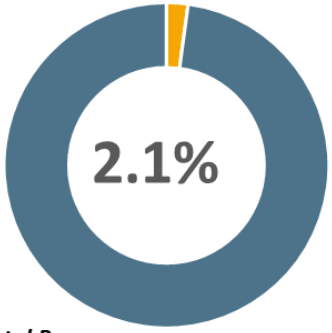
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24



Washington, DC, DMA
P35+

2.1% or 3,997,211 of USA Adults 35 or older live in the WASHINGTON, DC, DMA.
Typical Adults 35 or older who live in the WASHINGTON, DC, DMA are 56.6 years old (1.8% younger than average) and have a $131,217 (42.9% higher than average) annual household income.

Percent of Market: Adults 35 or older

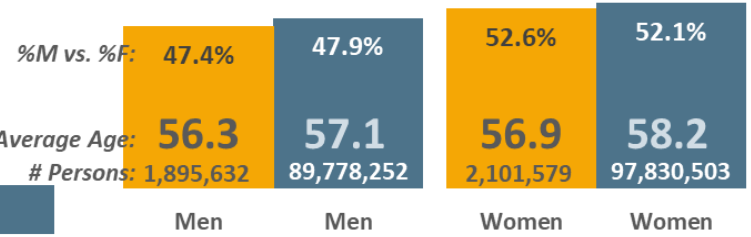


- who live in the WASHINGTON, DC, DMA
- Remainder of USA Metro

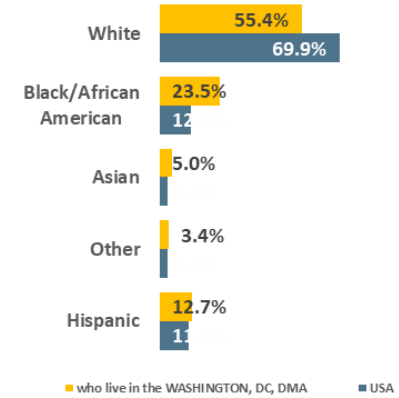
Total Persons:



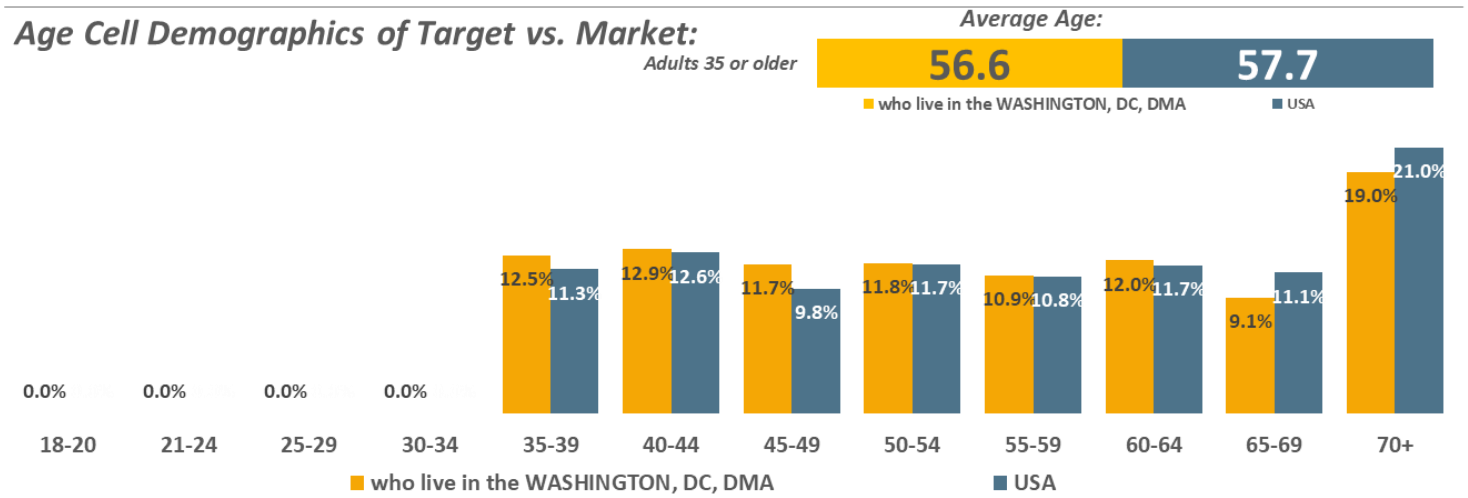
Gender of Target vs. Market: Adults 35 or older



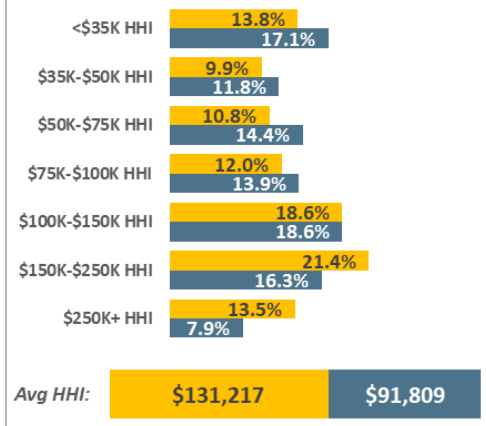
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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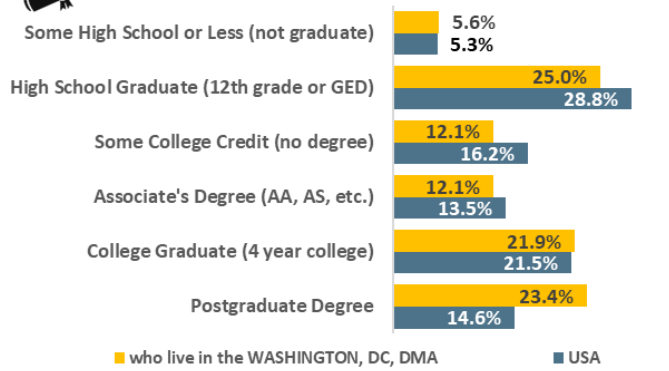
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*



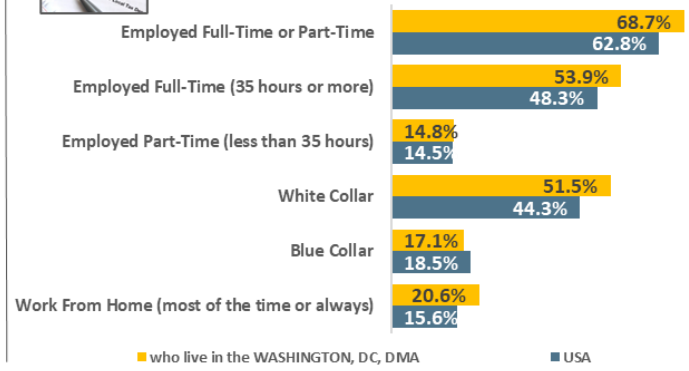
Washington, DC, DMA
P18+

2.2% or 5,654,432 of USA Adults 18 or older live in the WASHINGTON, DC, DMA.
Adults 18 or older who live in the WASHINGTON, DC, DMA are 25.2% more likely to be a college graduate, 11.6% more likely to work full-time, 2.5% less likely to be married, 11.% more likely to be a parent of 1 or more children under 18.

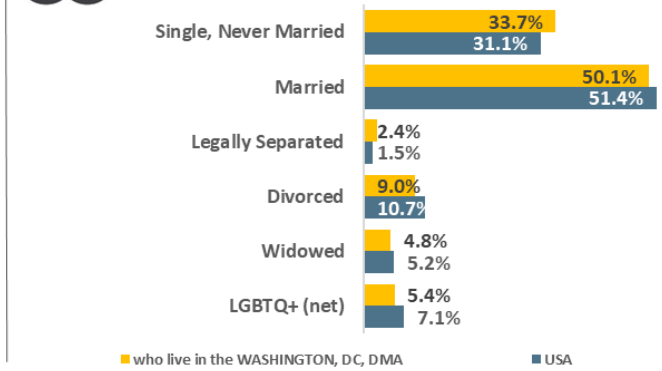
Education Levels: Adults 18 or older



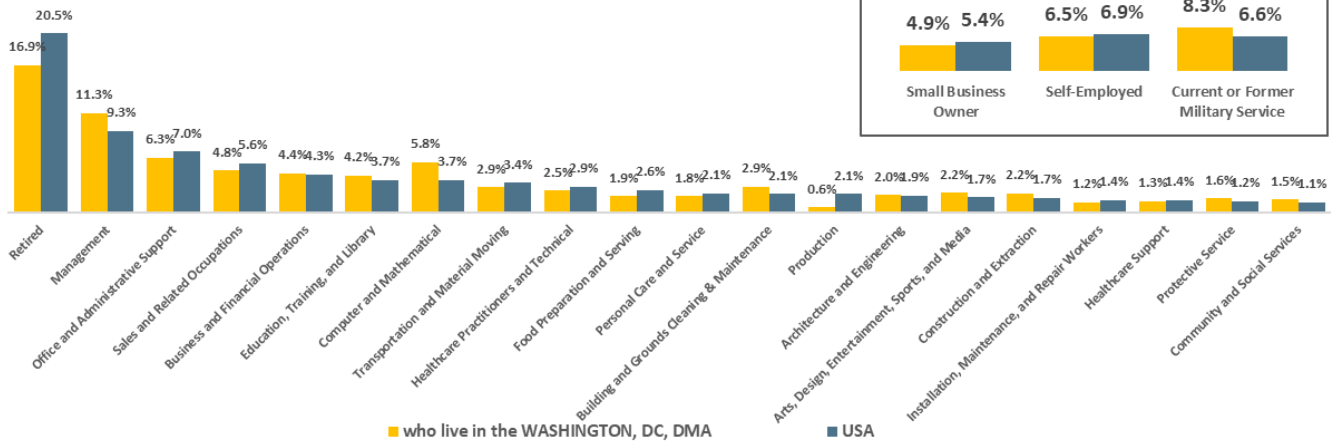
Employment: Adults 18 or older



Marital Status: Adults 18 or older

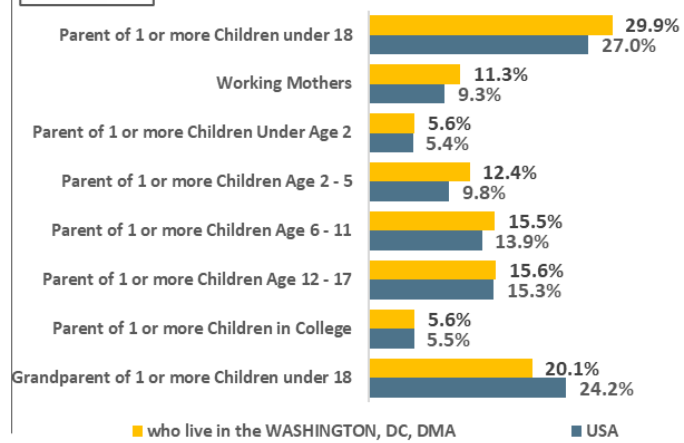


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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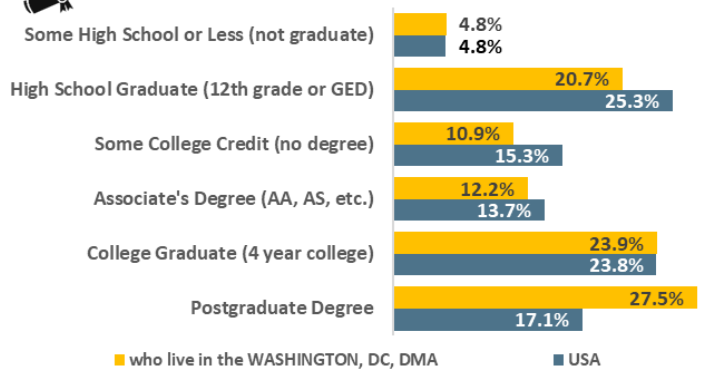
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24



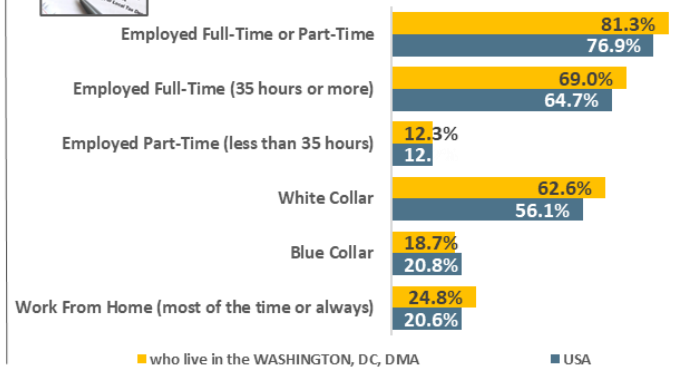
Washington, DC, DMA
P25-64

2.3% or 3,894,118 of USA Adults 25 - 64 live in the WASHINGTON, DC, DMA.
Adults 25 - 64 who live in the WASHINGTON, DC, DMA are 25.5% more likely to be a college graduate, 6.6% more likely to work full-time, .% less likely to be married, 4.9% more likely to be a parent of 1 or more children under 18.

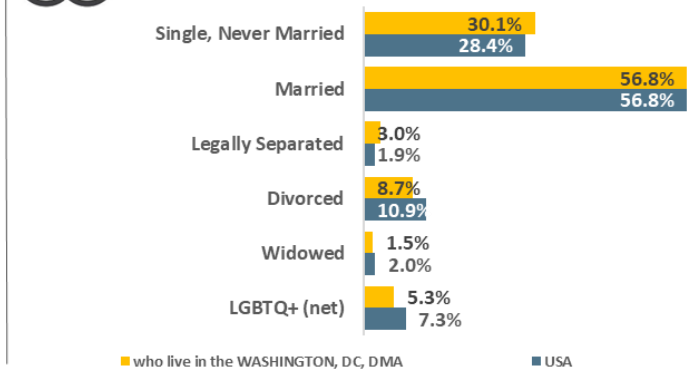
Education Levels: Adults 25 - 64



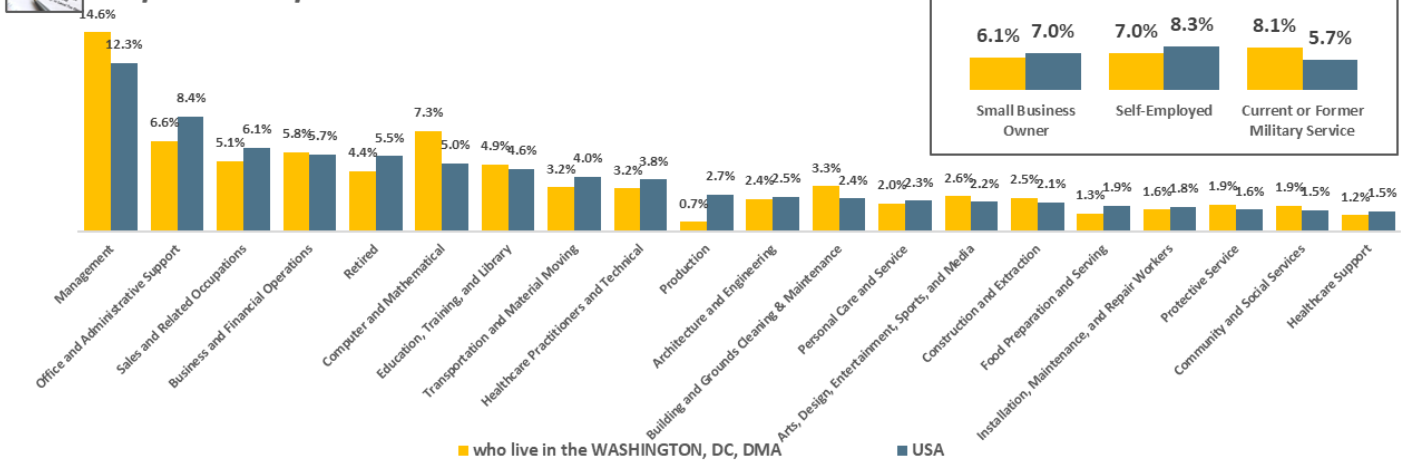
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

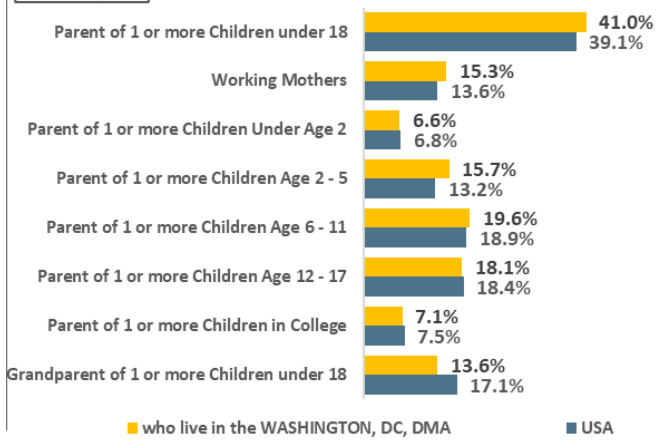


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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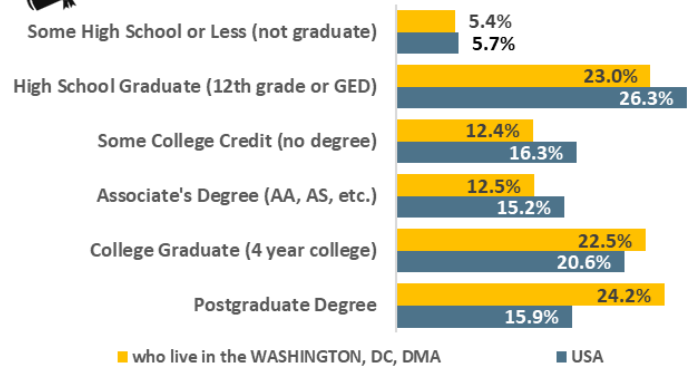
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24



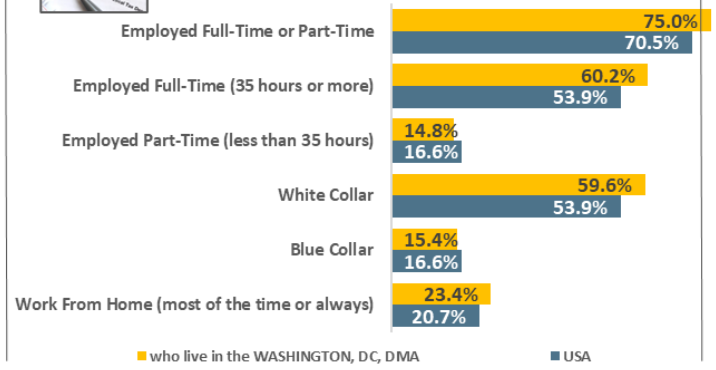
Washington, DC, DMA
W25-64

2.3% or 1,988,787 of USA Women 25 - 64 live in the WASHINGTON, DC, DMA.
Women 25 - 64 who live in the WASHINGTON, DC, DMA are 28.5% more likely to be a college graduate, 11.7% more likely to work full-time, 3.8% less likely to be married, 3.5% more likely to be a parent of 1 or more children under 18.

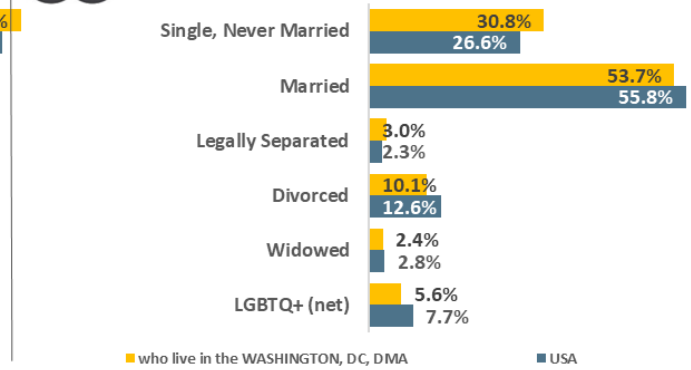
Education Levels: Women 25 - 64



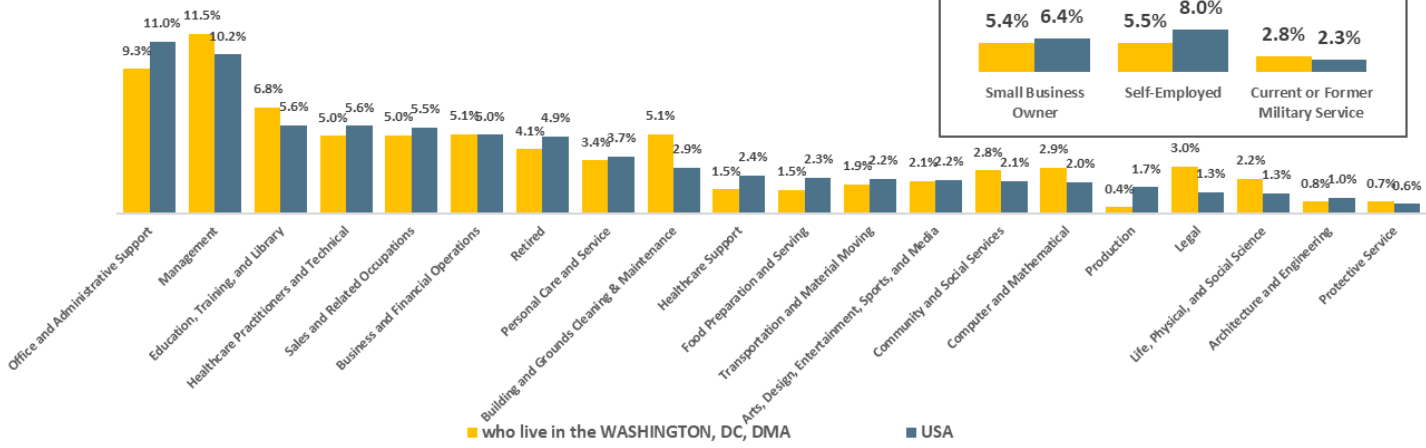
Employment: Women 25 - 64



Marital Status: Women 25 - 64

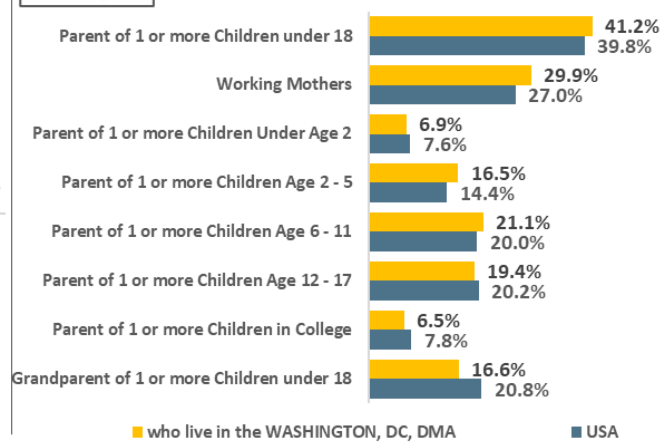


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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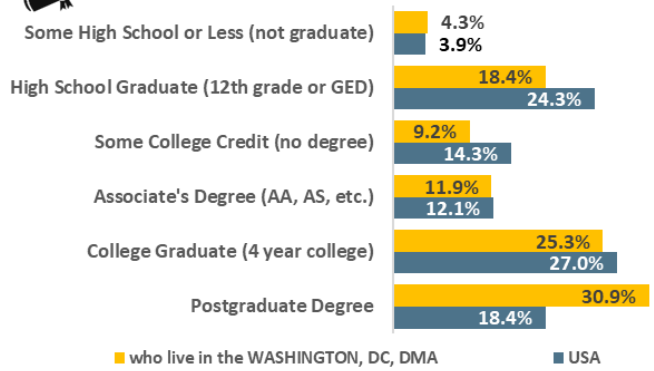
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24



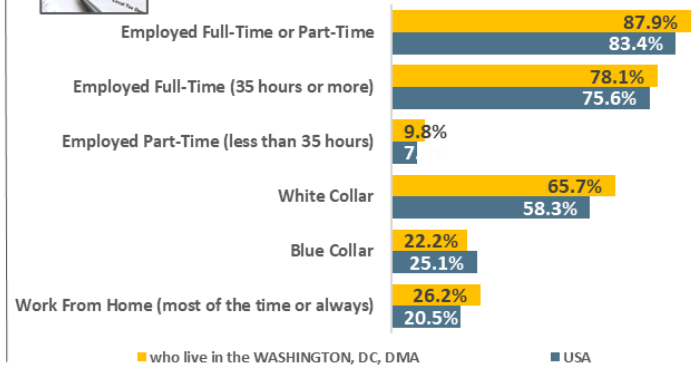
Washington, DC, DMA
M25-64

2.2% or 1,905,331 of USA Men 25 - 64 live in the WASHINGTON, DC, DMA.
Men 25 - 64 who live in the WASHINGTON, DC, DMA are 23.8% more likely to be a college graduate, 3.3% more likely to work full-time, 3.9% more likely to be married, 6.3% more likely to be a parent of 1 or more children under 18.

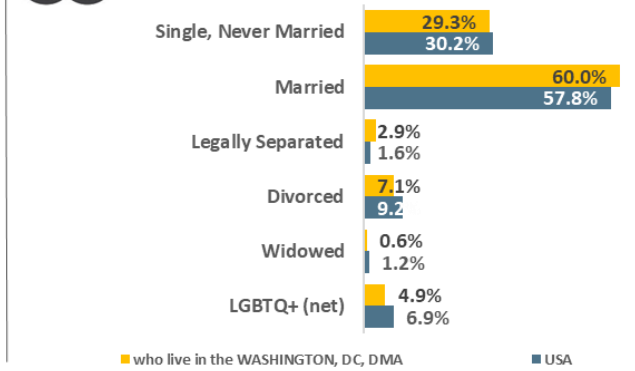
Education Levels: Men 25 - 64



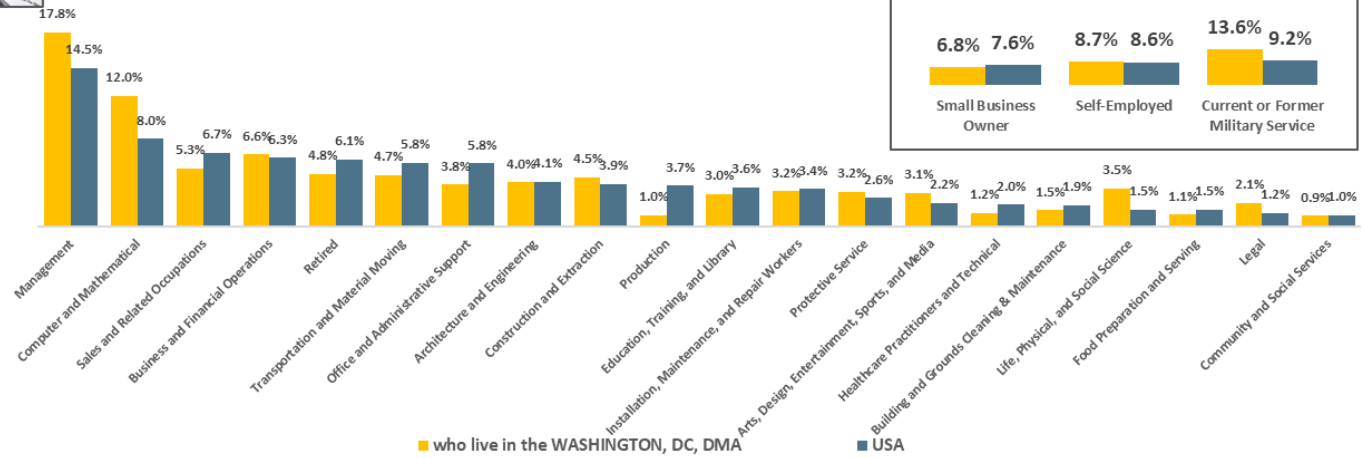
Employment: Men 25 - 64



Marital Status: Men 25 - 64

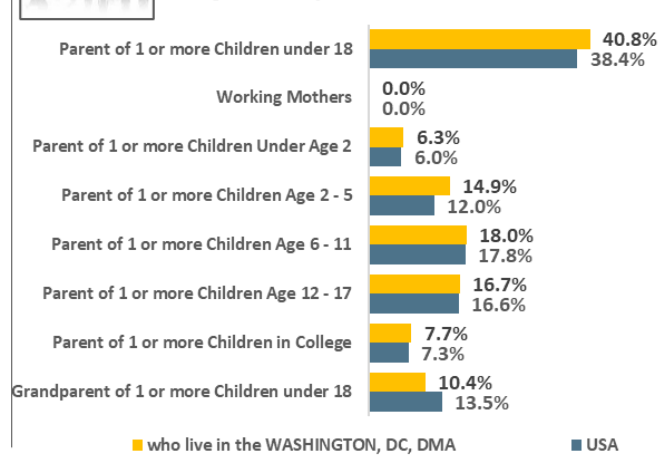


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

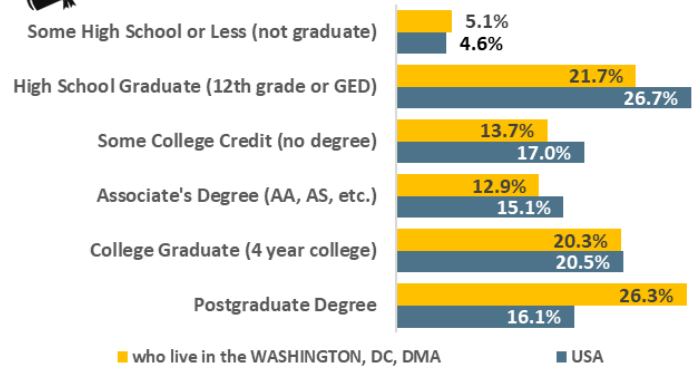


Washington, DC, DMA

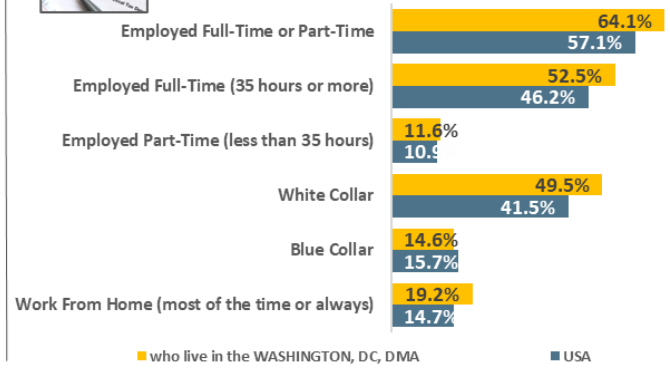
P35+

2.1% or 3,997,211 of USA Adults 35 or older live in the WASHINGTON, DC, DMA.
Adults 35 or older who live in the WASHINGTON, DC, DMA are 27.3% more likely to be a college graduate, 13.5% more likely to work full-time, 1.2% less likely to be married, 15.7% less likely to be a grandparent of 1 or more children under 18.

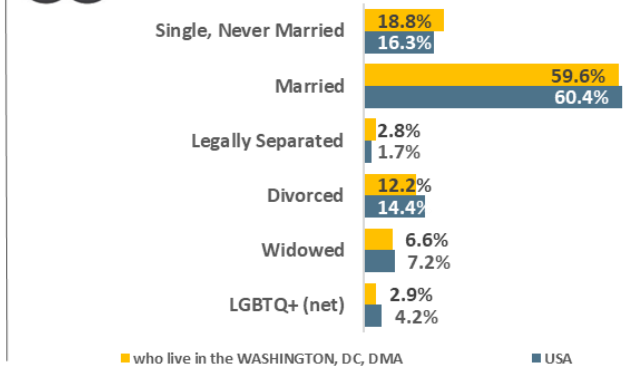
Education Levels: Adults 35 or older



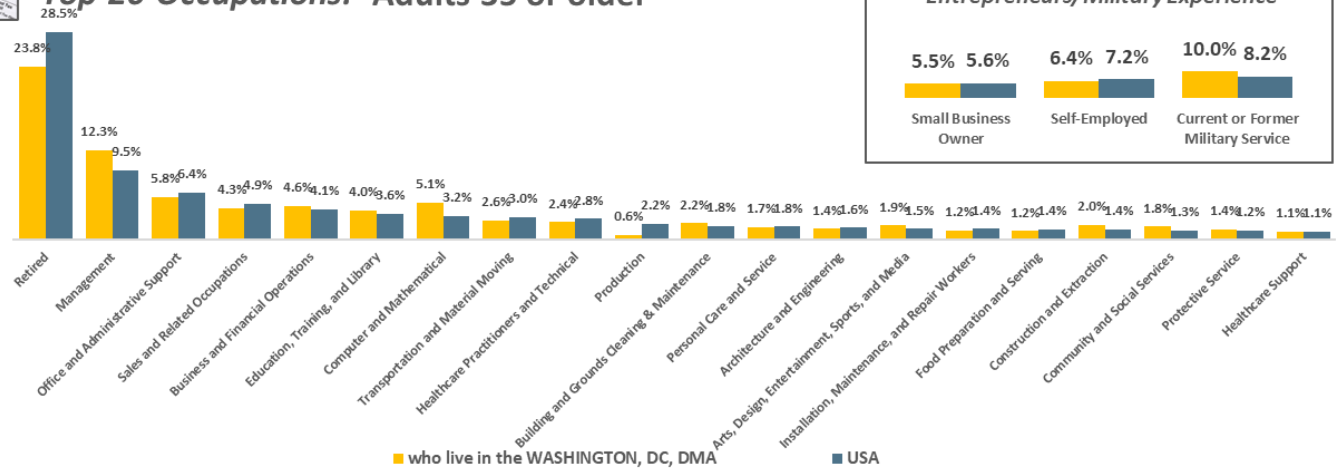
Employment: Adults 35 or older



Marital Status: Adults 35 or older

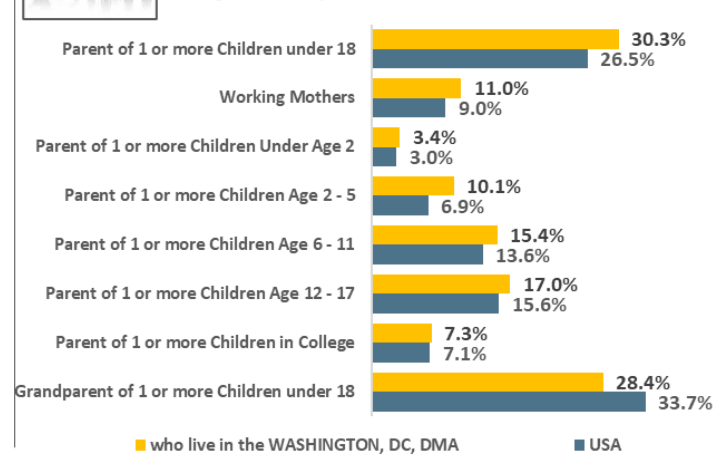


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

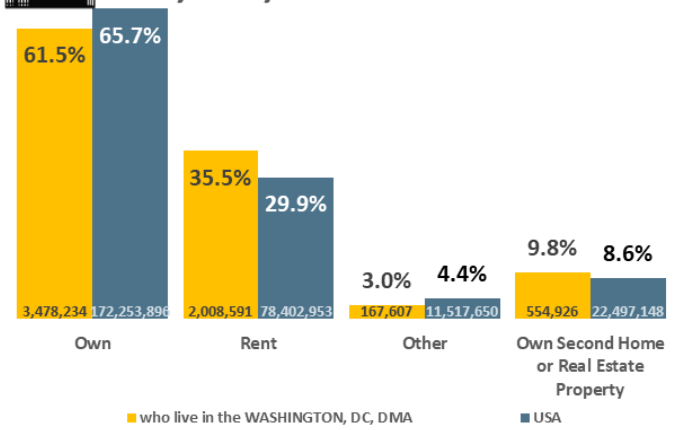


Washington, DC, DMA

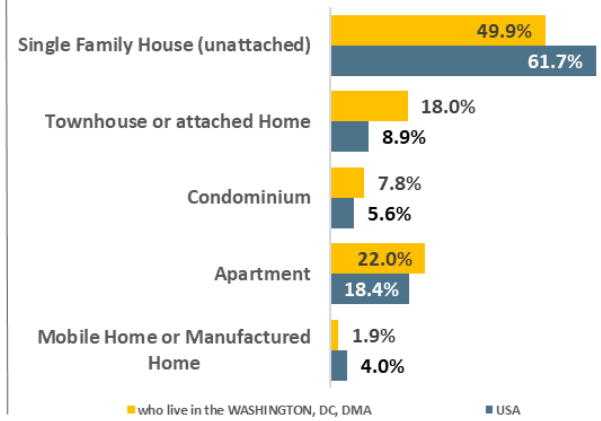
P18+

2.2% or 5,654,432 of USA Adults 18 or older live in the WASHINGTON, DC, DMA.
Adults 18 or older who live in the WASHINGTON, DC, DMA are 6.4% less likely to own their home, 54.1% more likely to own a higher valued home, 19.1% less likely to have a single-family home, 21.1% less likely to have a dog.

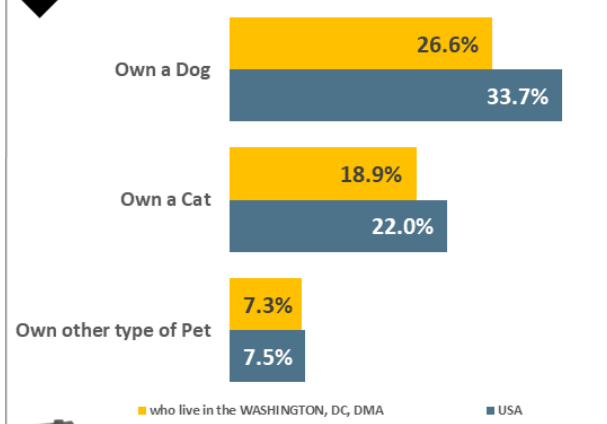
Own/Rent/Other: Adults 18 or older



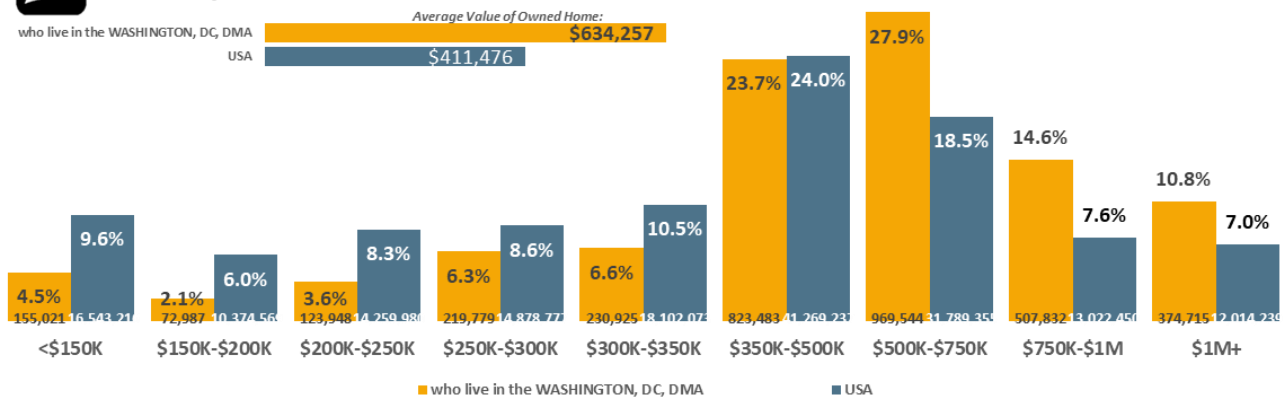
Type of Home: Adults 18 or older



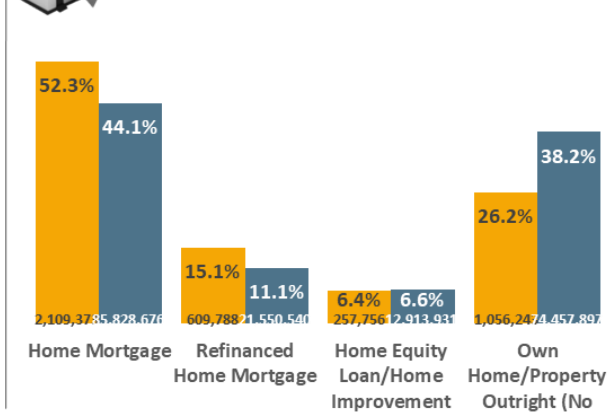
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection*

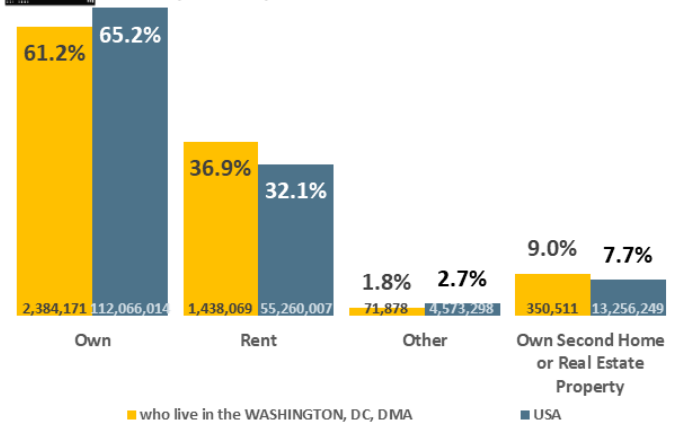
Scarborough R1 2024: Jan23-Apr24



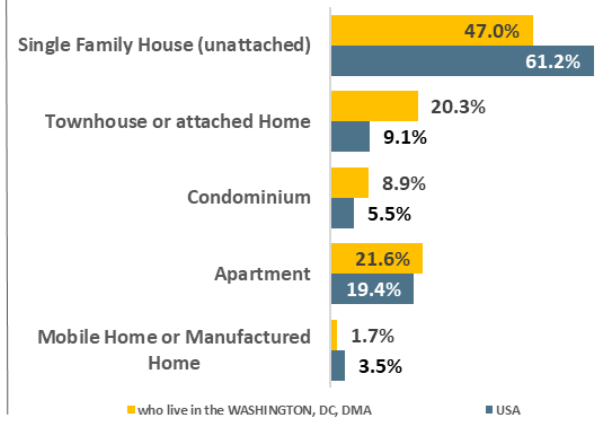
Washington, DC, DMA
P25-64

2.3% or 3,894,118 of USA Adults 25 - 64 live in the WASHINGTON, DC, DMA.
Adults 25 - 64 who live in the WASHINGTON, DC, DMA are 6.1% less likely to own their home, 54.3% more likely to own a higher valued home, 23.2% less likely to have a single-family home, 23.3% less likely to have a dog.

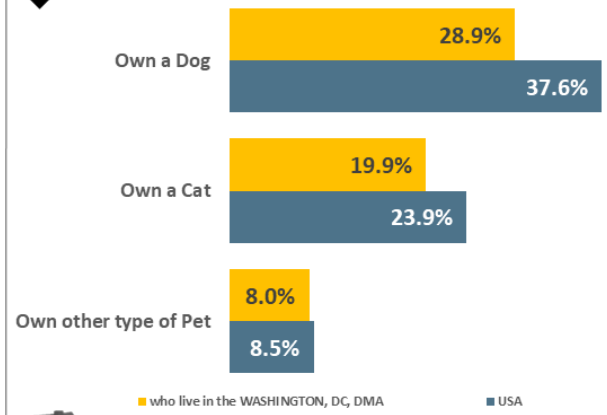
Own/Rent/Other: Adults 25 - 64



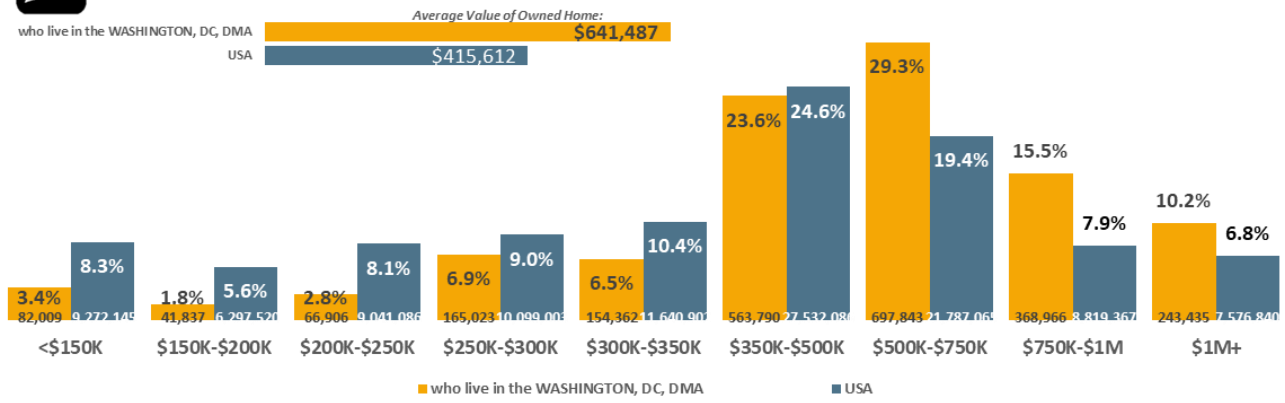
Type of Home: Adults 25 - 64



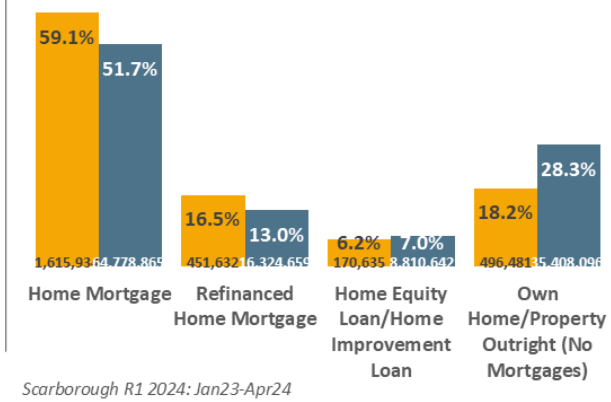
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection*

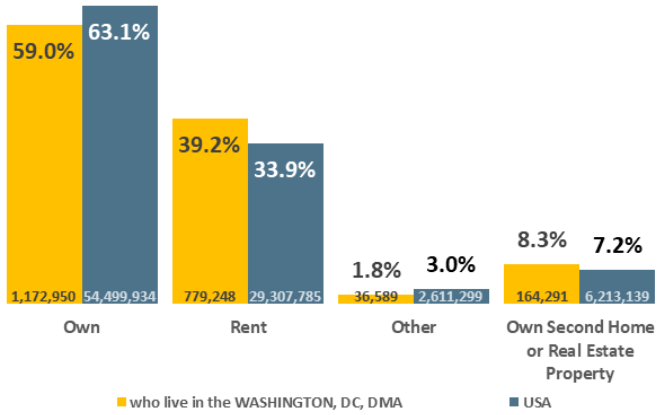
Scarborough R1 2024: Jan23-Apr24



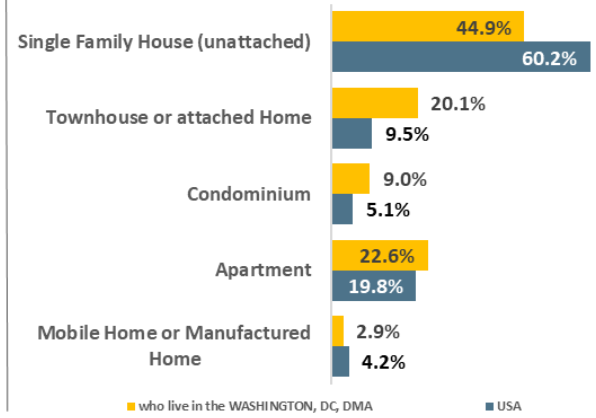
Washington, DC, DMA
W25-64

2.3% or 1,988,787 of USA Women 25 - 64 live in the WASHINGTON, DC, DMA.
Women 25 - 64 who live in the WASHINGTON, DC, DMA are 6.5% less likely to own their home, 52.5% more likely to own a higher valued home, 25.4% less likely to have a single-family home, 26.8% less likely to have a dog.

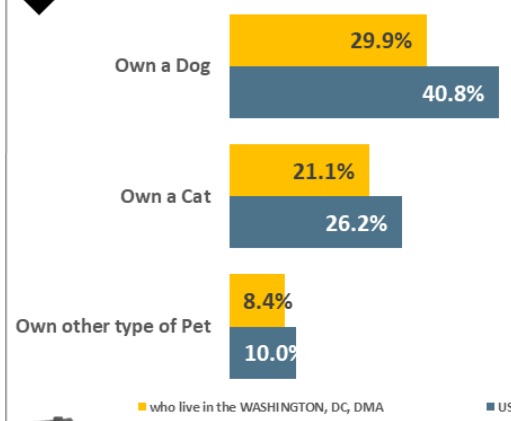
Own/Rent/Other: Women 25 - 64



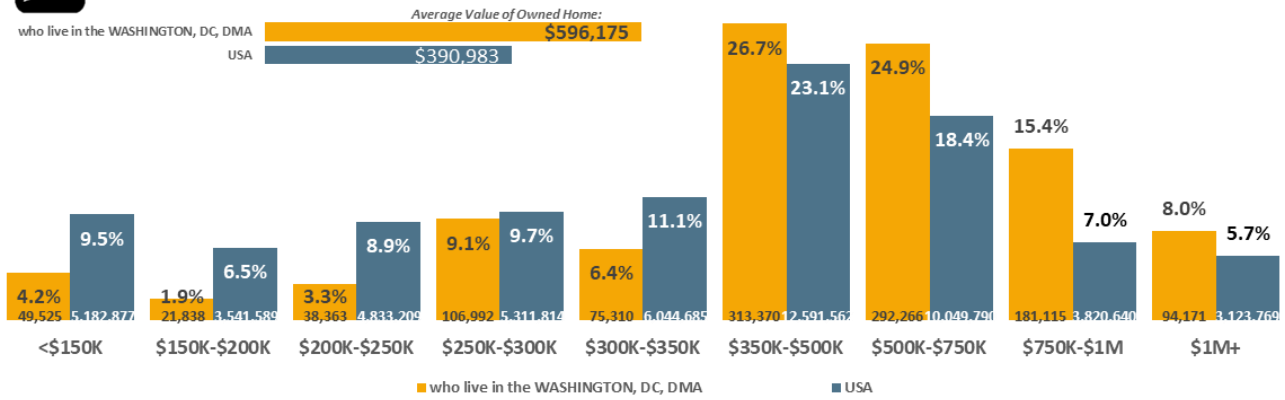
Type of Home: Women 25 - 64



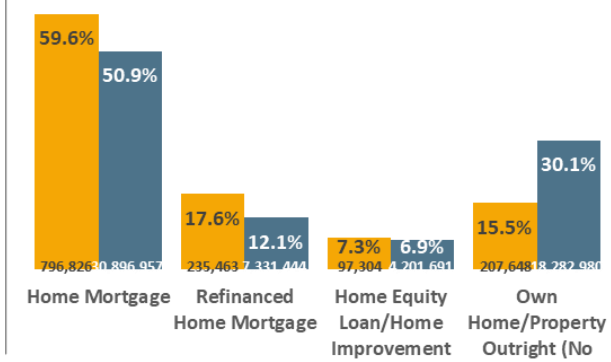
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64



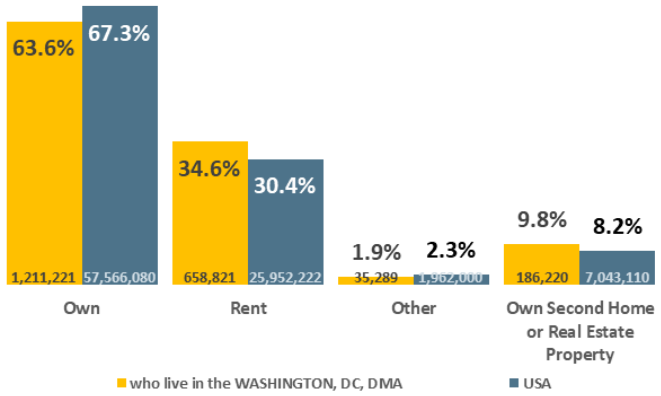
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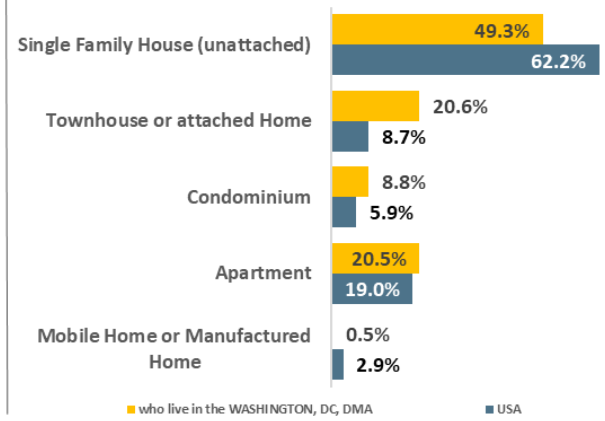
Washington, DC, DMA
M25-64

2.2% or 1,905,331 of USA Men 25 - 64 live in the WASHINGTON, DC, DMA.
Men 25 - 64 who live in the WASHINGTON, DC, DMA are 5.6% less likely to own their home, 56.1% more likely to own a higher valued home, 20.8% less likely to have a single-family home, 19.2% less likely to have a dog.

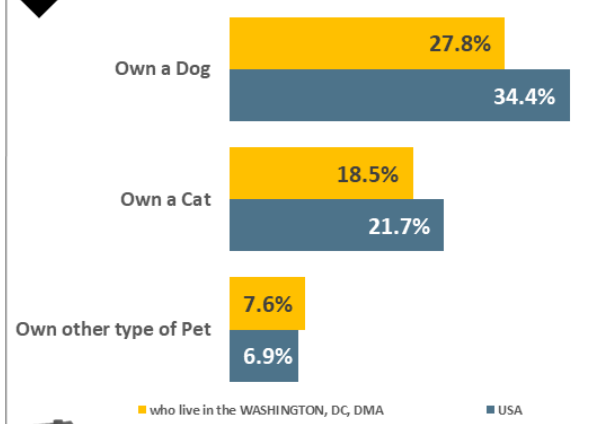
Own/Rent/Other: Men 25 - 64



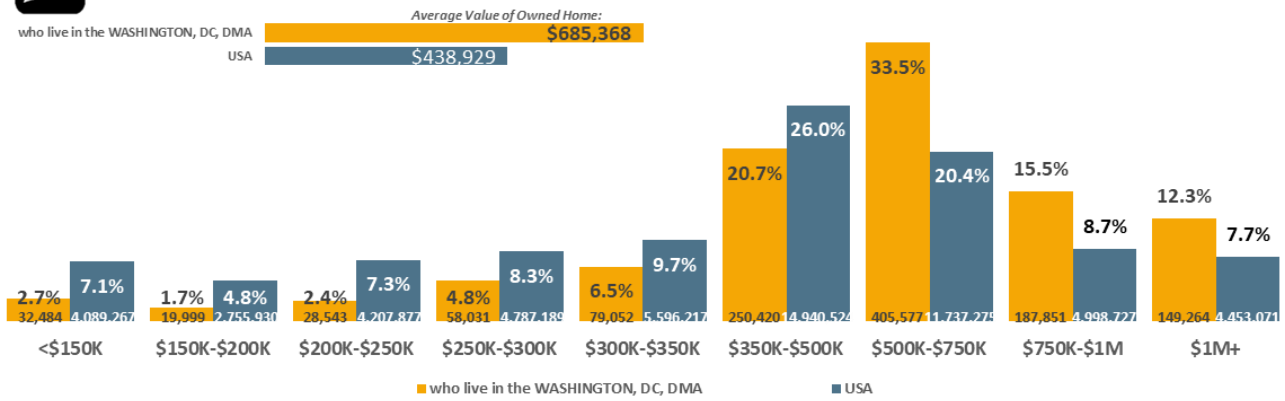
Type of Home: Men 25 - 64



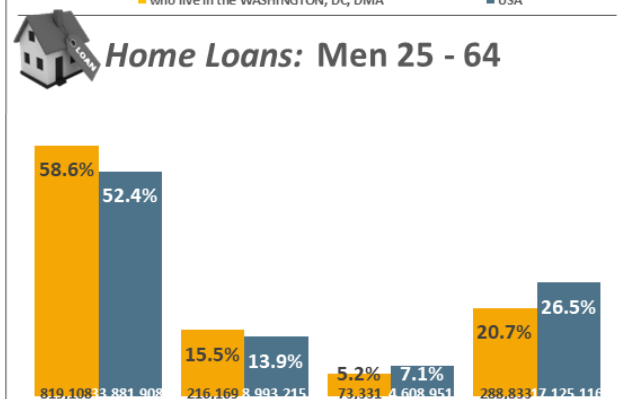
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



Home Loans: Men 25 - 64



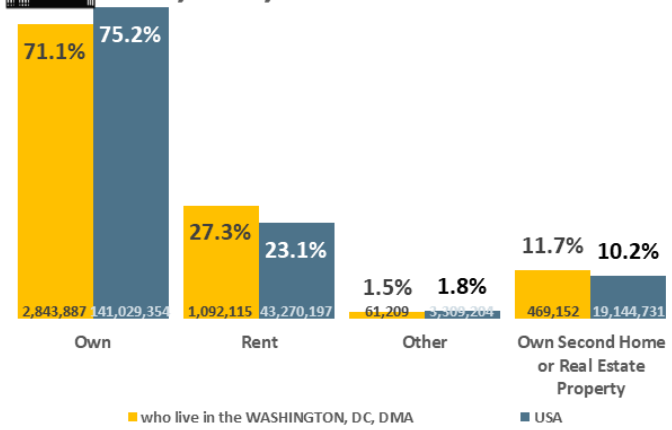
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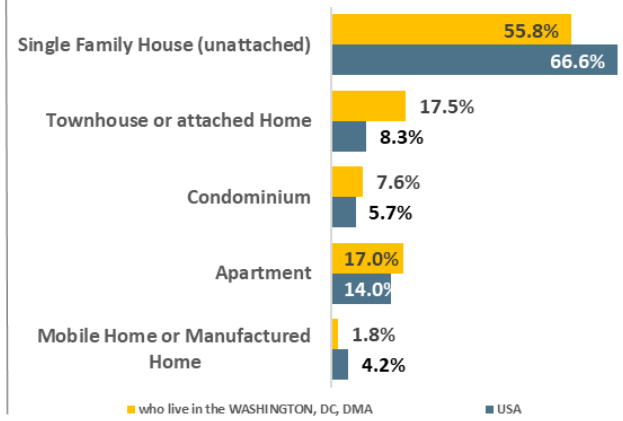
Washington, DC, DMA
P35+

2.1% or 3,997,211 of USA Adults 35 or older live in the WASHINGTON, DC, DMA.
Adults 35 or older who live in the WASHINGTON, DC, DMA are 5.4% less likely to own their home, 55.2% more likely to own a higher valued home, 16.2% less likely to have a single-family home, 24.1% less likely to have a dog.

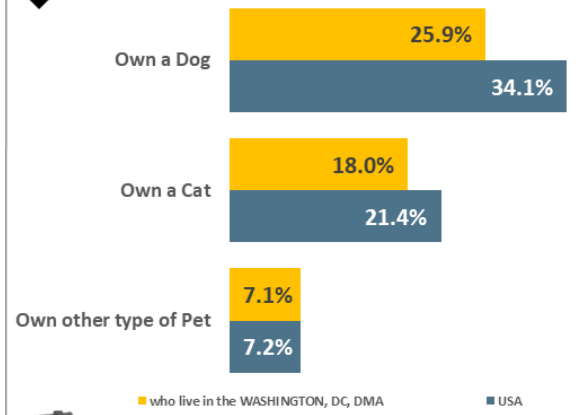
Own/Rent/Other: Adults 35 or older



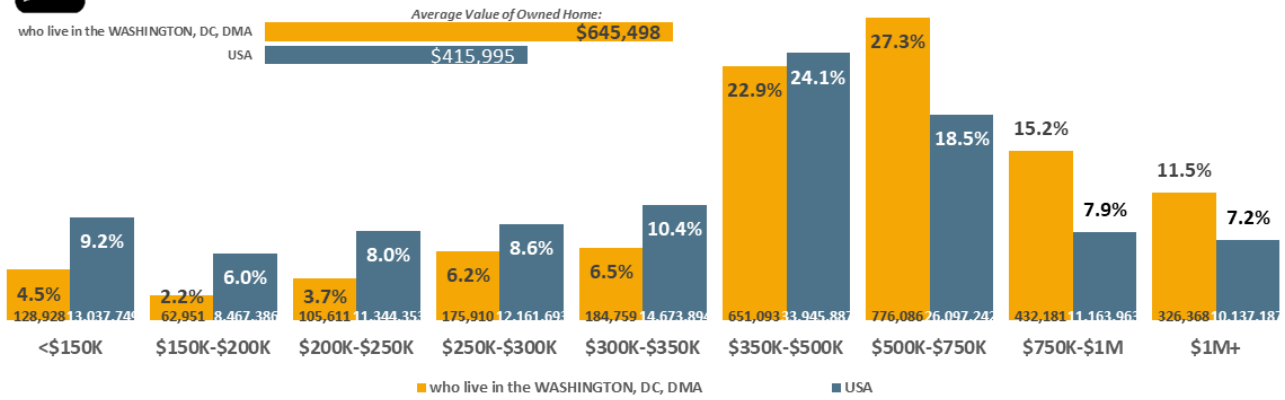
Type of Home: Adults 35 or older



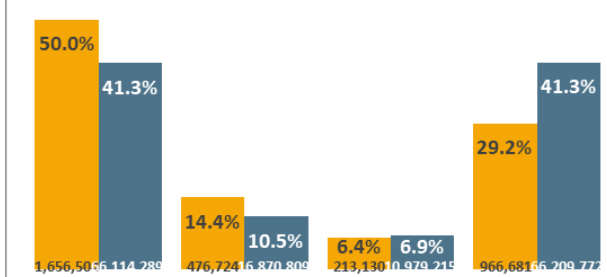
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection*

Scarborough R1 2024: Jan23-Apr24

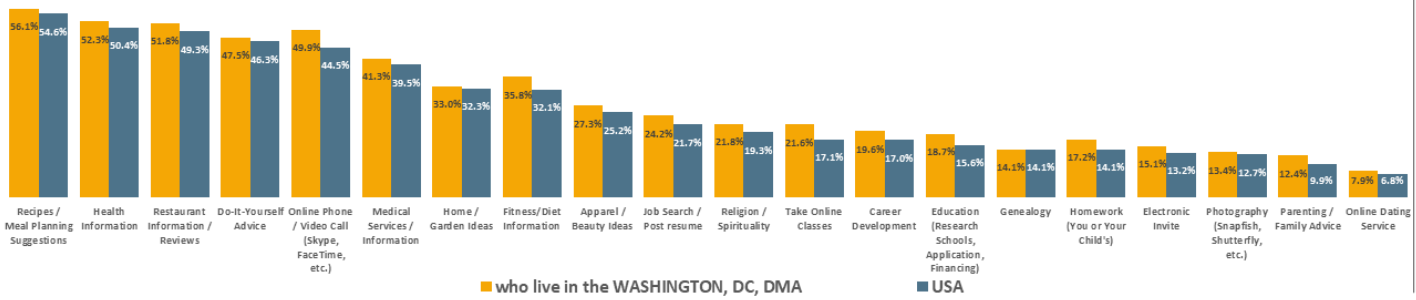


Washington, DC, DMA

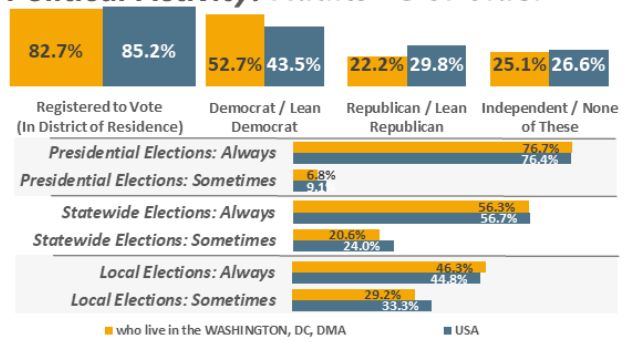
P18+

2.2% or 5,654,432 of USA Adults 18 or older live in the WASHINGTON, DC, DMA.
Adults 18 or older who live in the WASHINGTON, DC, DMA are 2.6% more likely to look up D-I-Y advice online, 3.3% more likely to always vote in local elections, 3.9% less likely to belong to a gym, .7% less likely to fly domestic past yr.

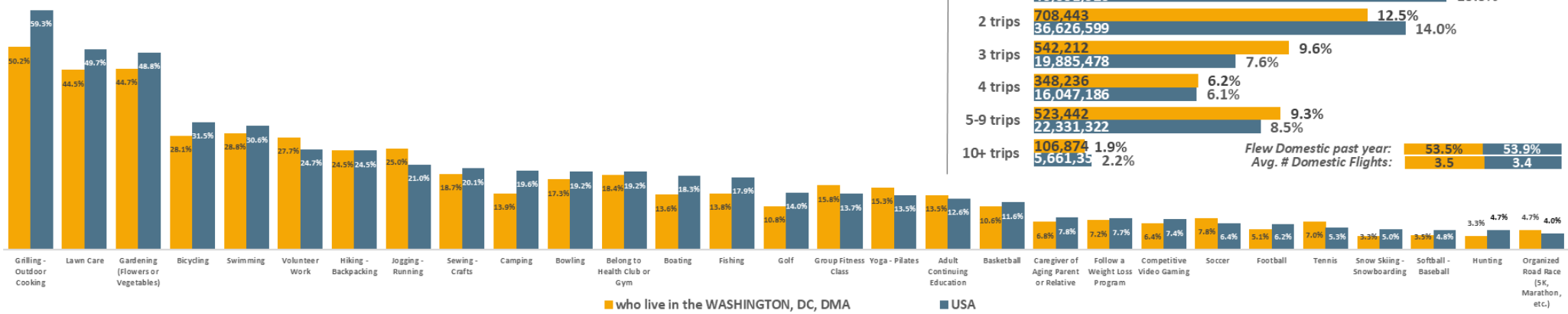
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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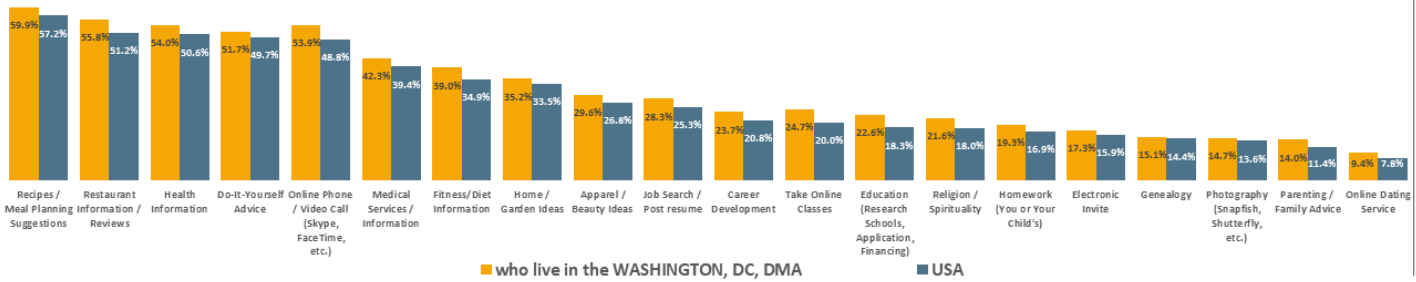
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24



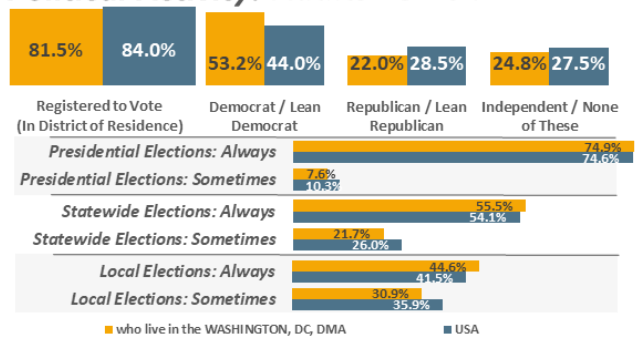
Washington, DC, DMA
P25-64

2.3% or 3,894,118 of USA Adults 25 - 64 live in the WASHINGTON, DC, DMA.
Adults 25 - 64 who live in the WASHINGTON, DC, DMA are 4.% more likely to look up D-I-Y advice online, 7.4% more likely to always vote in local elections, 4.9% more likely to belong to a gym, 2.1% more likely to fly domestic past yr.

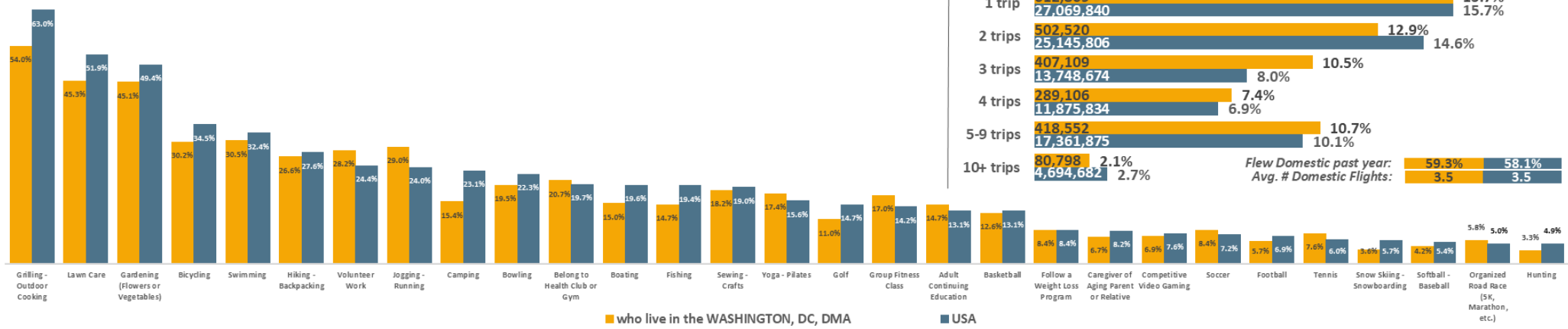
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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-Apr24 Qual Intab 5,411

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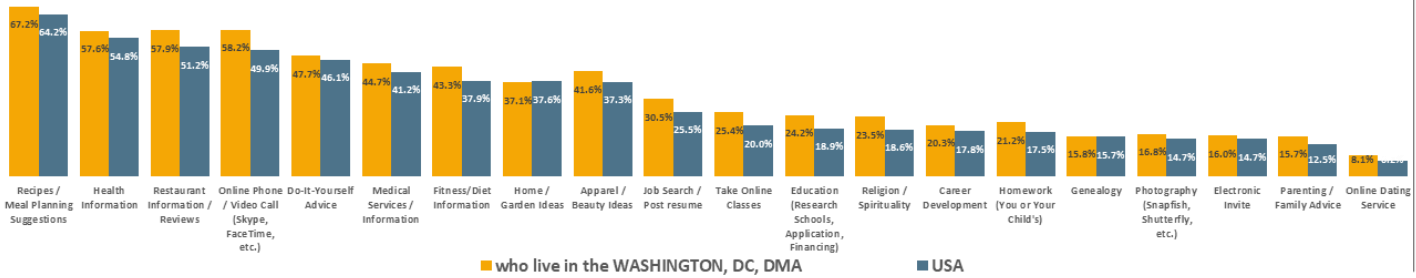
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24



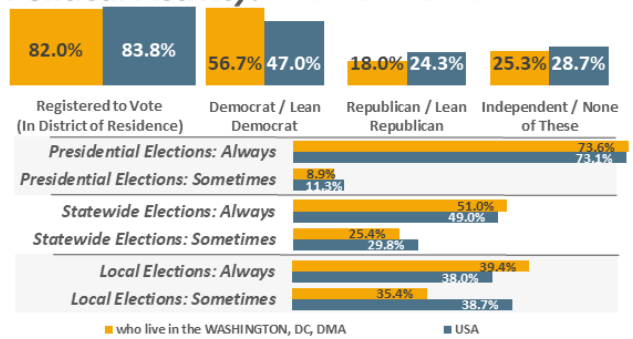
Washington, DC, DMA
W25-64

2.3% or 1,988,787 of USA Women 25 - 64 live in the WASHINGTON, DC, DMA.
Women 25 - 64 who live in the WASHINGTON, DC, DMA are 3.5% more likely to look up D-I-Y advice online, 3.8% more likely to always vote in local elections, 2.7% more likely to belong to a gym, 1.8% more likely to fly domestic past yr.

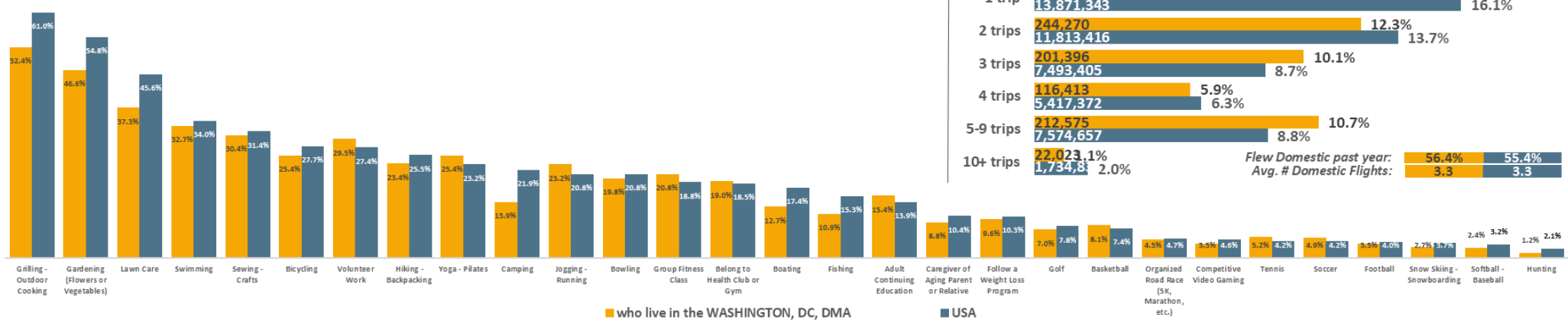
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



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-Apr24 Qual Intab 5,411

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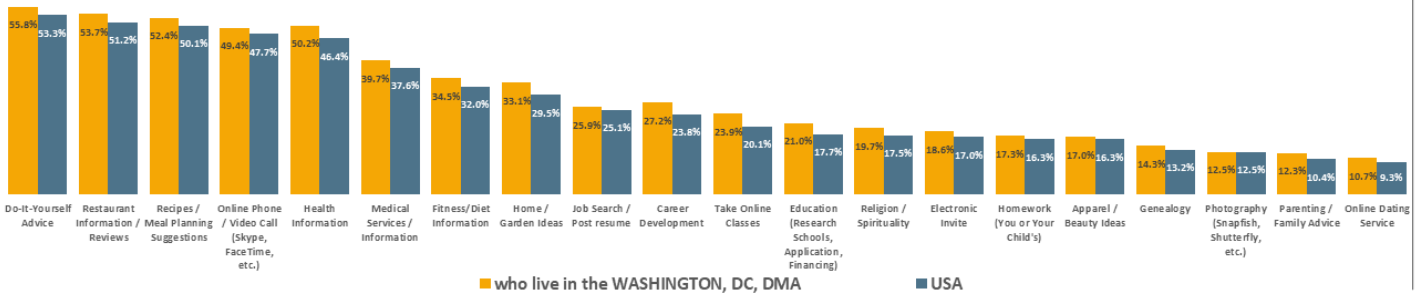
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24



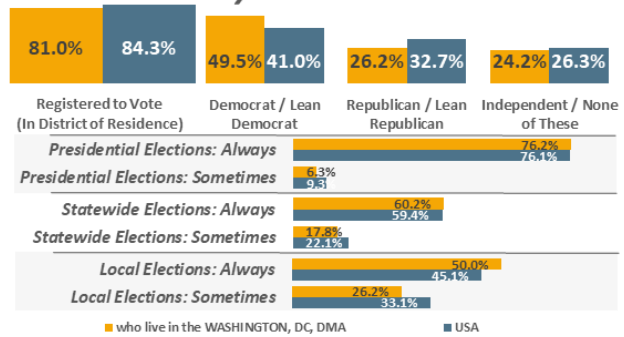
Washington, DC, DMA
M25-64

2.2% or 1,905,331 of USA Men 25 - 64 live in the WASHINGTON, DC, DMA.
Men 25 - 64 who live in the WASHINGTON, DC, DMA are 4.7% more likely to look up D-I-Y advice online, 10.7% more likely to always vote in local elections, 7.1% more likely to belong to a gym, 2.5% more likely to fly domestic past yr.

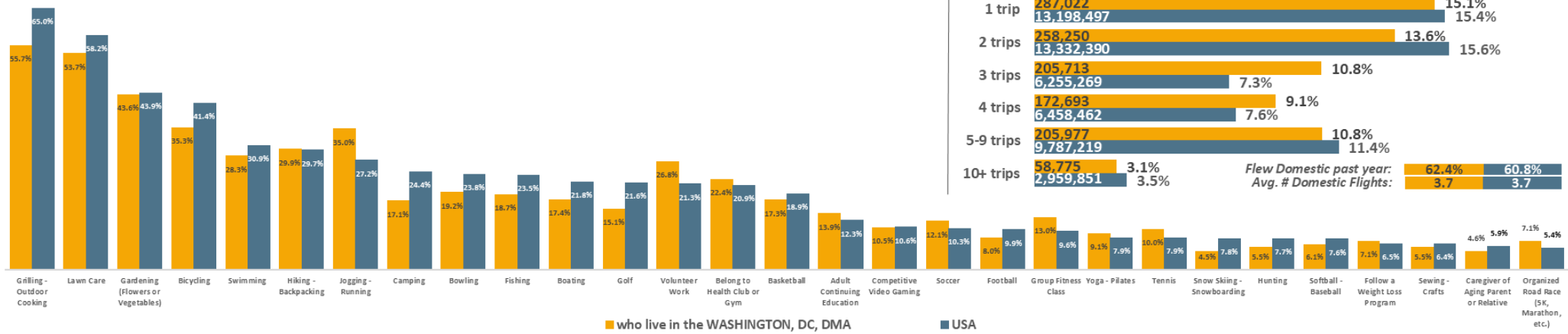
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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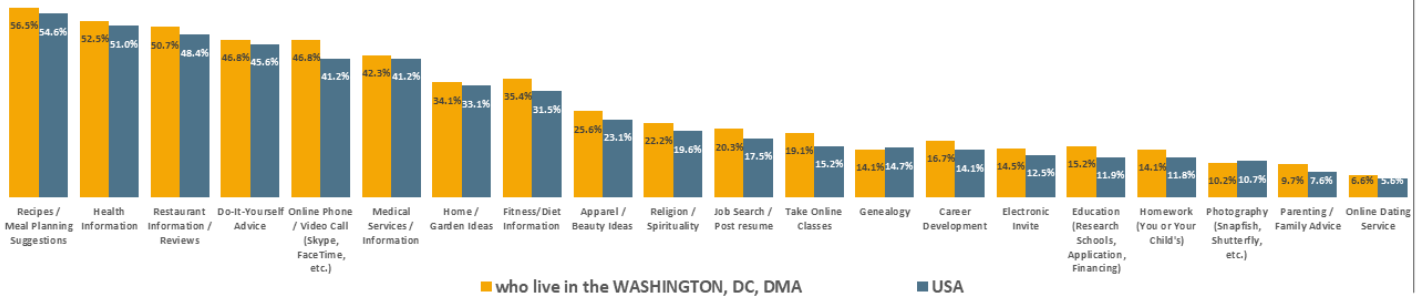
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24



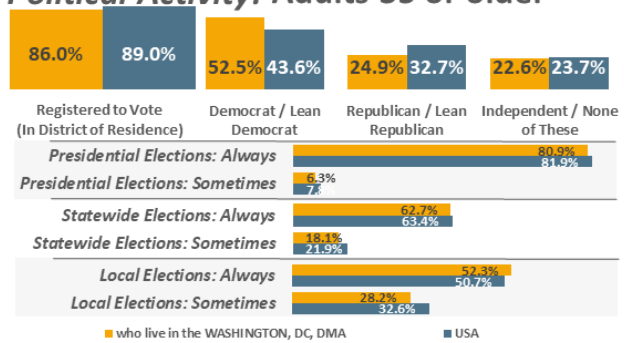
Washington, DC, DMA
P35+

2.1% or 3,997,211 of USA Adults 35 or older live in the WASHINGTON, DC, DMA.
Adults 35 or older who live in the WASHINGTON, DC, DMA are 2.6% more likely to look up D-I-Y advice online, 3.3% more likely to always vote in local elections, 1.6% less likely to belong to a gym, 1.4% less likely to fly domestic past yr.

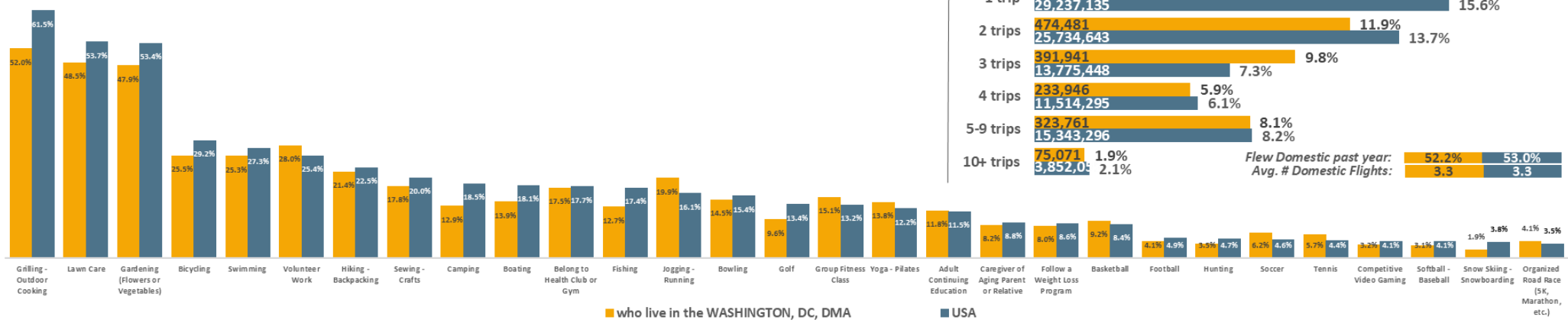
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



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

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Washington, DC, DMA
P18+

2.2% or 5,654,432 of USA Adults 18 or older live in the WASHINGTON, DC, DMA.
Adults 18 or older who live in the WASHINGTON, DC, DMA are .9% more likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 23.8% less likely to use Casinos past yr., 21.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

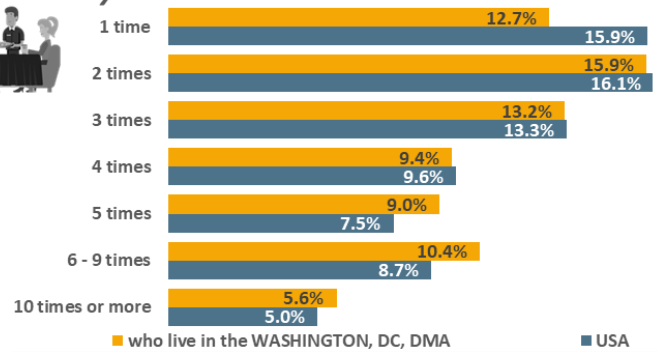


Total Monthly QSR Users: 89.5% 5,059,794 | 88.7% 232,484,3 69

Avg. Monthly QSR Meals: 6.8 | 6.4

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





Total Monthly Sit-Down Restaurant Users: 76.1% 4,303,414 | 76.0% 199,361,1 35

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who live in the WASHINGTON, DC, DMA 1,438,719 25.4%

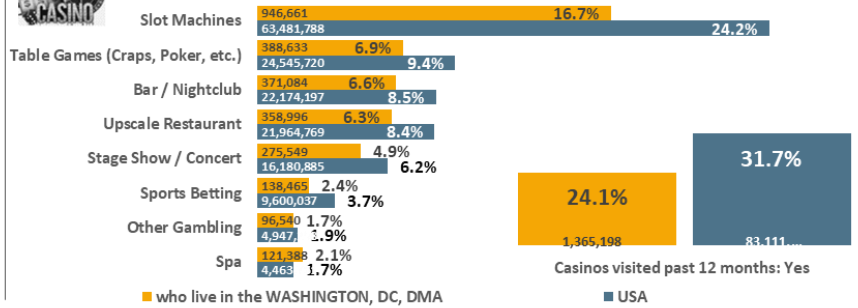
USA 17.4%

Drank Past 30-days: Adults 18 or older



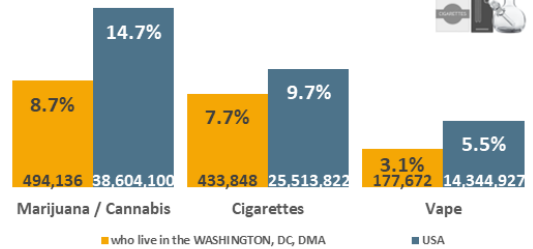
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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



Washington, DC, DMA
P25-64

2.3% or 3,894,118 of USA Adults 25 - 64 live in the WASHINGTON, DC, DMA.
Adults 25 - 64 who live in the WASHINGTON, DC, DMA are .4% more likely to use QSRs past mo., 1.7% more likely to use Sit-Down Restaurants past mo., 22.2% less likely to use Casinos past yr., 32.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



	who live in the WASHINGTON, DC, DMA	USA
1 time	6.4%	7.7%
2 times	11.5%	9.6%
3 times	10.0%	11.0%
4 times	9.6%	10.5%
5 times	9.4%	10.6%
6 - 9 times	22.5%	22.3%
10 times or more	20.9%	18.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
90.3%	89.9%		
3,516,388	154,612,4 77	6.9	6.6

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



	who live in the WASHINGTON, DC, DMA	USA
1 time	13.1%	15.7%
2 times	16.4%	16.2%
3 times	14.0%	13.6%
4 times	9.7%	9.8%
5 times	8.0%	7.2%
6 - 9 times	10.8%	9.4%
10 times or more	6.1%	4.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
78.1%	76.8%		
3,042,442	132,041,6 22	4.3	4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



	who live in the WASHINGTON, DC, DMA	USA
Mexican	31.5%	36.0%
Pizza	35.3%	35.5%
Chinese	38.1%	33.1%
Coffee House / Coffee Bar	26.4%	23.9%
Indian / Thai / Other Asian	28.0%	18.9%
Italian	20.8%	17.3%
Wings / Burgers / Sports Bar	13.1%	16.3%
Bagel / Donut / Bakery	18.4%	14.8%
Upscale	20.4%	14.0%
Steakhouse	13.7%	12.5%

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

who live in the WASHINGTON, DC, DMA	1,110,384	28.5%
USA	[illegible]	20.0%

Drank Past 30-days: Adults 25 - 64



	who live in the WASHINGTON, DC, DMA		USA	
Liquor	1,736,160	44.6%	84,399,913	49.1%
Any Type of Beer	1,475,406	37.9%	77,853,787	45.3%
Wine	1,518,892	39.0%	57,592,352	33.5%
Domestic Regular Beer	821,784	21.1%	44,063,934	25.6%
Imported Beer	813,634	20.9%	41,235,299	24.0%
Domestic Light Beer	584,106	15.0%	41,092,349	23.9%
Microbrew / Craft Beer	385,848	9.9%	22,713,506	13.2%

Past 12 months Casino Activities: Adults 25 - 64



	who live in the WASHINGTON, DC, DMA		USA	
Slot Machines	673,076	17.3%	43,945,089	25.6%
Table Games (Craps, Poker, etc.)	297,268	7.6%	18,606,125	10.8%
Bar / Nightclub	302,982	7.8%	17,214,672	10.0%
Upscale Restaurant	292,130	7.5%	16,048,164	9.3%
Stage Show / Concert	214,863	5.5%	12,101,256	7.0%
Sports Betting	121,332	3.1%	7,374,601	4.3%
Spa	98,982	2.5%	3,707,6	2.2%
Other Gambling	67,729	1.7%	3,478,3	2.0%

Casinos visited past 12 months: Yes		
	25.9%	33.3%
	1,007,811	57,183,...

Used Past 30-days: Adults 25 - 64



	who live in the WASHINGTON, DC, DMA	USA
Marijuana / Cannabis	9.3%	16.4%
	363,590	28,171,989
Cigarettes	7.5%	11.1%
	290,658	19,019,563
Vape	3.0%	5.7%
	116,286	9,796,300

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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



Washington, DC, DMA
W25-64

2.3% or 1,988,787 of USA Women 25 - 64 live in the WASHINGTON, DC, DMA.
Women 25 - 64 who live in the WASHINGTON, DC, DMA are .2% more likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 21.4% less likely to use Casinos past yr., 33.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64



	who live in the WASHINGTON, DC, DMA	USA
1 time	6.1%	8.2%
2 times	12.0%	9.9%
3 times	10.2%	11.1%
4 times	9.2%	11.0%
5 times	10.4%	11.1%
6 - 9 times	22.7%	21.4%
10 times or more	20.3%	18.0%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
90.9%	90.7%	6.9	6.5
1,808,393	78,407,49 0		

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



	who live in the WASHINGTON, DC, DMA	USA
1 time	11.6%	16.5%
2 times	17.5%	16.3%
3 times	14.3%	13.1%
4 times	9.0%	9.7%
5 times	6.5%	6.6%
6 - 9 times	11.6%	9.6%
10 times or more	7.0%	4.7%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
77.6%	76.4%	4.5	4.0
1,542,359	65,998,81 6		

Top-10 Cuisines: Women 25 - 64

(Sit-Down Restaurants Used Past 30-days)



	who live in the WASHINGTON, DC, DMA	USA
Mexican	30.1%	34.2%
Pizza	32.6%	32.7%
Chinese	36.9%	32.7%
Coffee House / Coffee Bar	27.2%	25.3%
Indian / Thai / Other Asian	26.7%	17.7%
Italian	19.4%	16.6%
Bagel / Donut / Bakery	19.7%	15.7%
Upscale	21.5%	14.0%
Wings / Burgers / Sports Bar	11.1%	12.7%
Steakhouse	14.5%	11.4%

Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)		
who live in the WASHINGTON, DC, DMA	608,974	30.6%
USA	[illegible]	21.2%

Drank Past 30-days: Women 25 - 64

	who live in the WASHINGTON, DC, DMA	USA
Liquor	805,532 40.5%	39,915,450 46.2%
Wine	779,373 39.2%	30,226,237 35.0%
Any Type of Beer	516,274 26.0%	27,890,949 32.3%
Domestic Regular Beer	262,158 13.2%	13,850,472 16.0%
Imported Beer	261,123 13.1%	13,849,793 16.0%
Domestic Light Beer	201,6[illegible] 10.1%	13,830,079 16.0%
Microbrew / Craft Beer	88,227 4.4%	7,069,981 8.2%

Past 12 months Casino Activities: Women 25 - 64

	who live in the WASHINGTON, DC, DMA	USA
Slot Machines	378,754 19.0%	24,083,603 27.9%
Bar / Nightclub	151,108 7.6%	8,261,816 9.6%
Upscale Restaurant	157,143 7.9%	7,782,378 9.0%
Table Games (Craps, Poker, etc.)	103,008 5.2%	6,450,319 7.5%
Stage Show / Concert	129,056 6.5%	5,788,510 6.7%
Spa	78,997 4.0%	2,320,062 2.7%
Sports Betting	46,389 2.3%	1,737,[illegible] 2.0%
Other Gambling	15,4[illegible]8%	1,32[illegible] 1.5%

Casinos visited past 12 months: Yes		
25.8%	32.8%	
513,498	28,382,...	

Used Past 30-days: Women 25 - 64



	who live in the WASHINGTON, DC, DMA	USA
Marijuana / Cannabis	9.1% 181,572	15.2% 13,123,715
Cigarettes	7.5% 148,826	11.3% 9,778,591
Vape	2.9% 57,237	5.5% 4,765,728

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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



Washington, DC, DMA
M25-64

2.2% or 1,905,331 of USA Men 25 - 64 live in the WASHINGTON, DC, DMA.
Men 25 - 64 who live in the WASHINGTON, DC, DMA are .6% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 23.% less likely to use Casinos past yr., 31.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 64



Total Monthly QSR Users:
89.6% 89.1%
1,707,995 76,204,98 7

Avg. Monthly QSR Meals:
7.0 6.7

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



Total Monthly Sit-Down Restaurant Users:
78.7% 77.3%
1,500,083 66,042,80 6

Avg. Monthly Sit-Down Restaurant Meals:
4.2 4.1

Top-10 Cuisines: Men 25 - 64

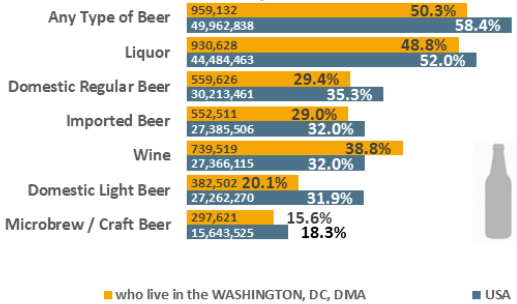
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who live in the WASHINGTON, DC, DMA 501,410 26.3%
USA 18.9%

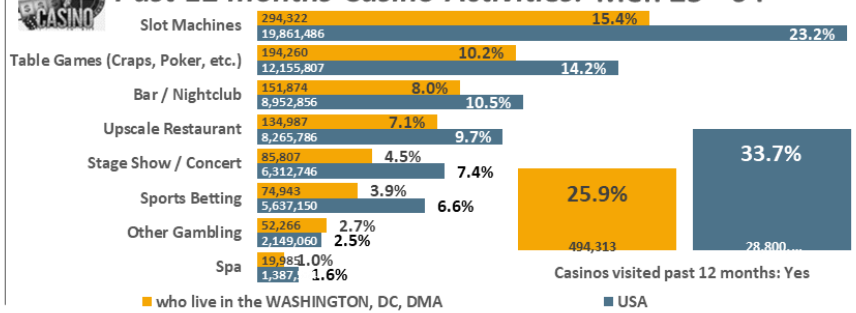
Drank Past 30-days: Men 25 - 64





Past 12 months Casino Activities: Men 25 - 64





Used Past 30-days: Men 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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



Washington, DC, DMA

P35+

2.1% or 3,997,211 of USA Adults 35 or older live in the WASHINGTON, DC, DMA.
Adults 35 or older who live in the WASHINGTON, DC, DMA are .9% more likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 23.6% less likely to use Casinos past yr., 28.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 88.1% 3,519,768 | 87.3% 163,717,623

Avg. Monthly QSR Meals: 6.7 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 76.6% 3,063,710 | 75.9% 142,480,590

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 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 WASHINGTON, DC, DMA 795,088 19.9%

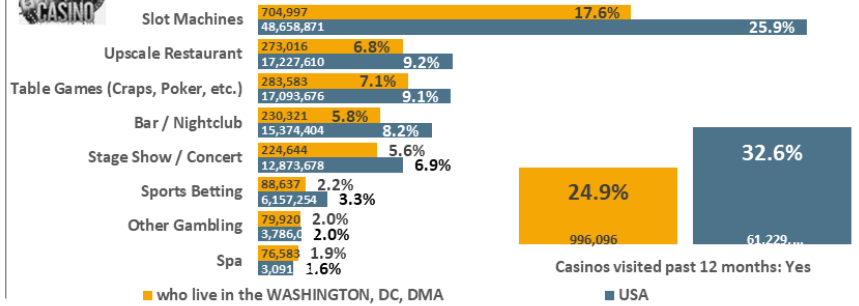
USA 13.1%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

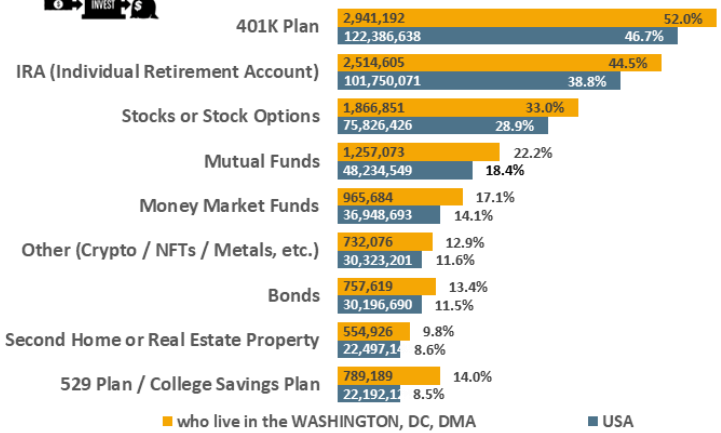


Washington, DC, DMA
P18+

2.2% or 5,654,432 of USA Adults 18 or older live in the WASHINGTON, DC, DMA.
Adults 18 or older who live in the WASHINGTON, DC, DMA are 11.4% more likely to have a 401K, 5.2% less likely to have an Auto Loan, 22.6% more likely to Invest/Trade Stocks Online, 7.2% less likely to pay with their Debit Card.

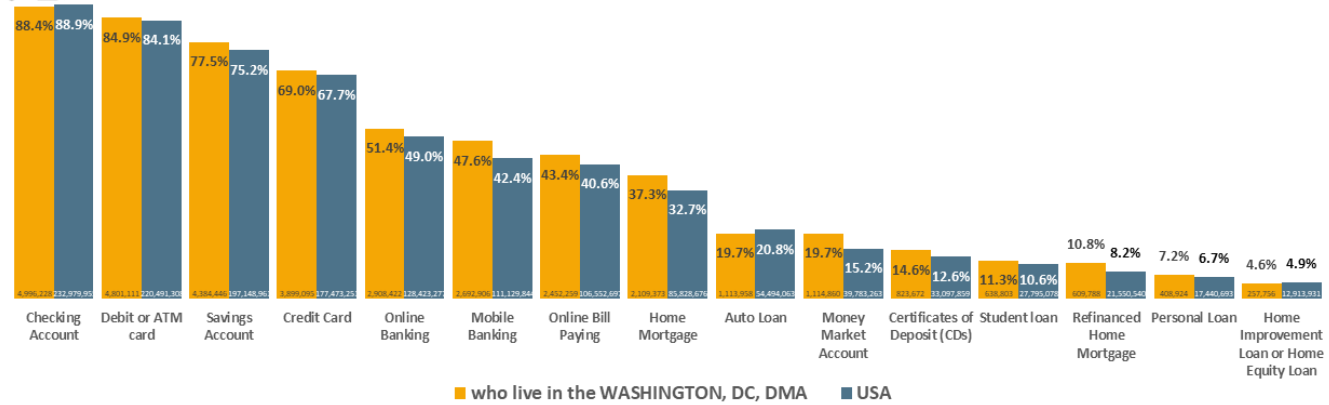
Investments Owned: Adults 18 or older



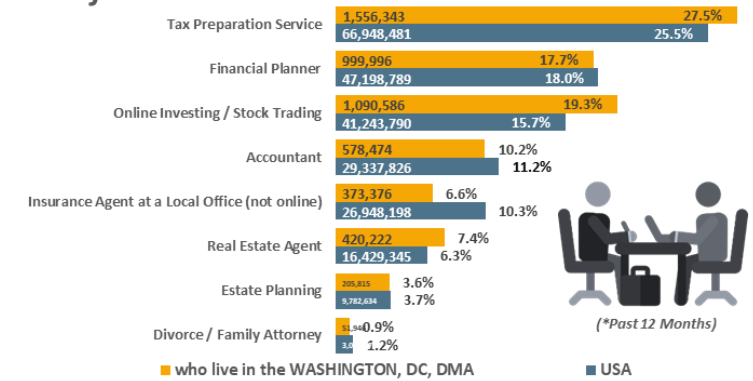


Financial Services Has and/or Uses: Adults 18 or older





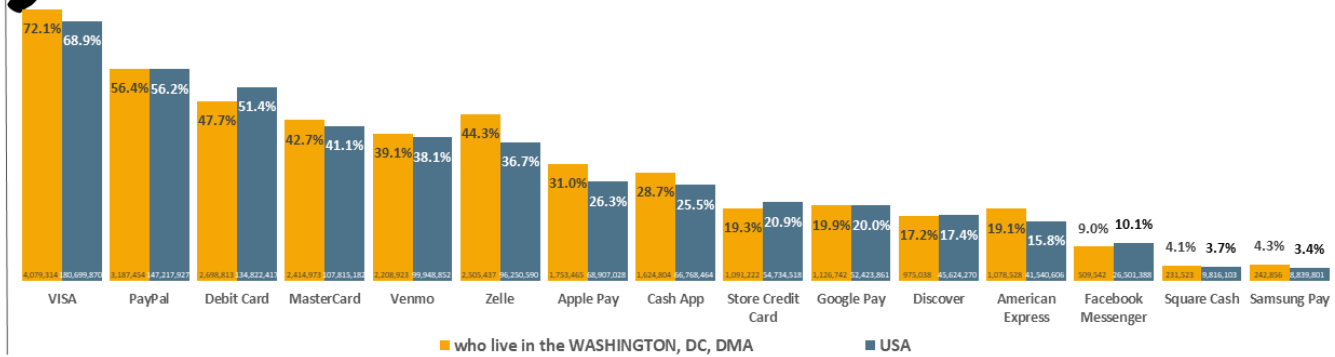
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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

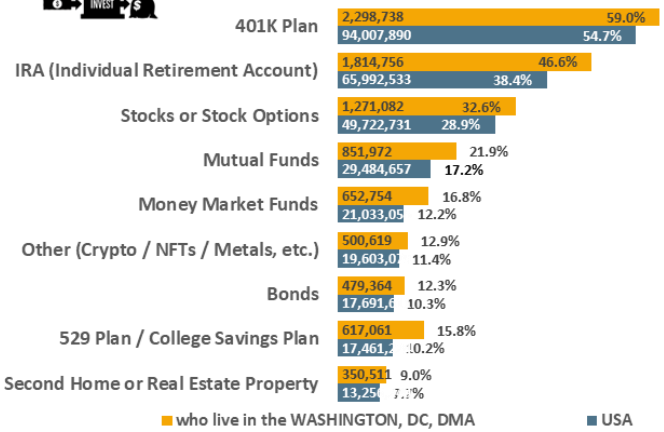


Washington, DC, DMA
P25-64

2.3% or 3,894,118 of USA Adults 25 - 64 live in the WASHINGTON, DC, DMA.
Adults 25 - 64 who live in the WASHINGTON, DC, DMA are 7.9% more likely to have a 401K, 6.7% less likely to have an Auto Loan, 24.6% more likely to Invest/Trade Stocks Online, 9.2% less likely to pay with their Debit Card.

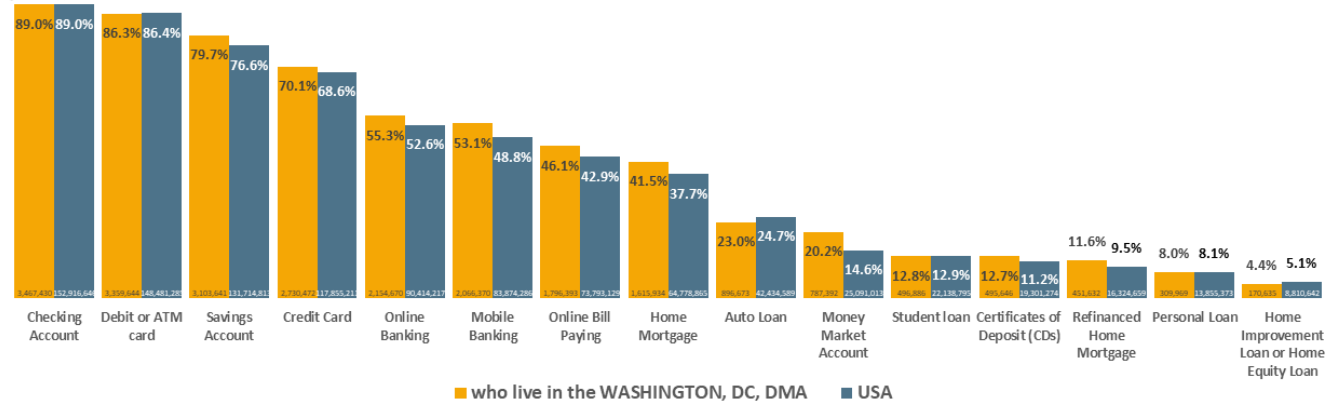
Investments Owned: Adults 25 - 64



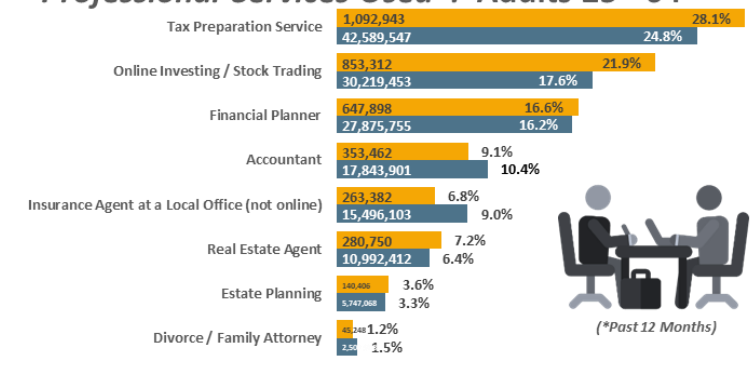


Financial Services Has and/or Uses: Adults 25 - 64





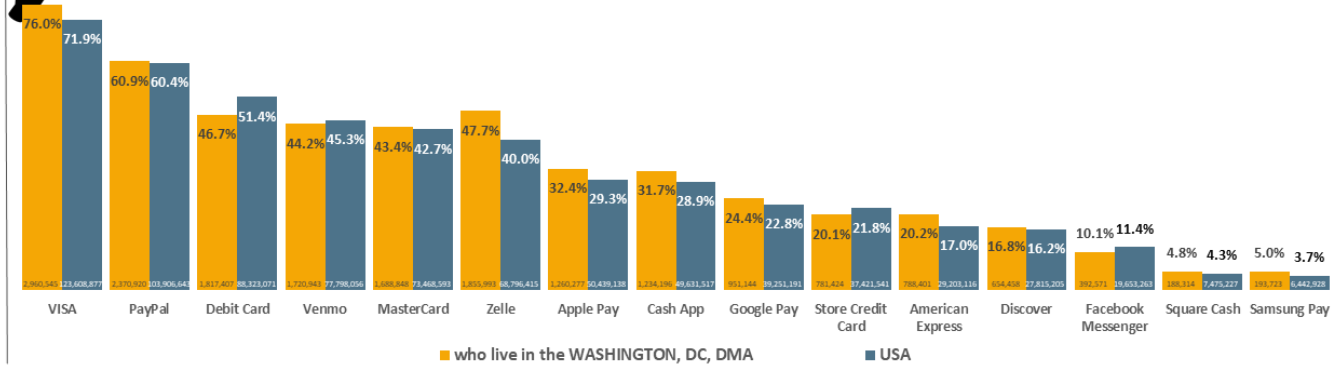
Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

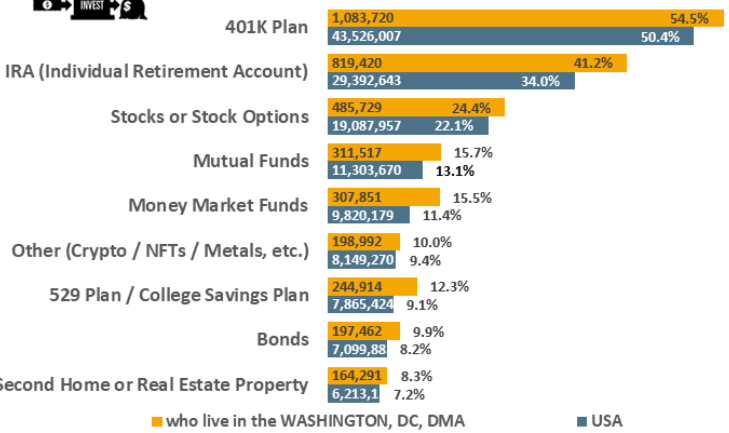


Washington, DC, DMA
W25-64

2.3% or 1,988,787 of USA Women 25 - 64 live in the WASHINGTON, DC, DMA.
Women 25 - 64 who live in the WASHINGTON, DC, DMA are 8.2% more likely to have a 401K, 10.5% less likely to have an Auto Loan, 23.8% more likely to Invest/Trade Stocks Online, 6.9% less likely to pay with their Debit Card.

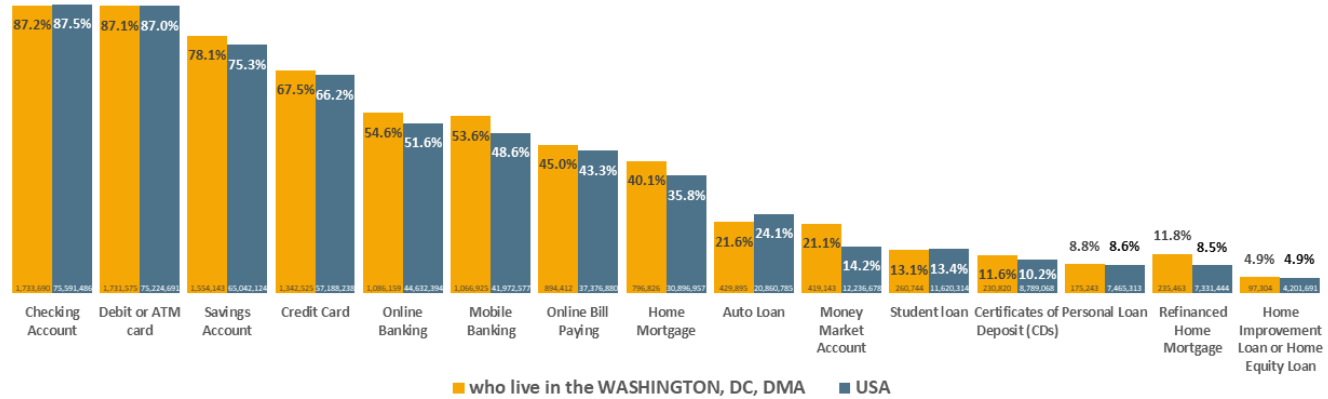
Investments Owned: Women 25 - 64



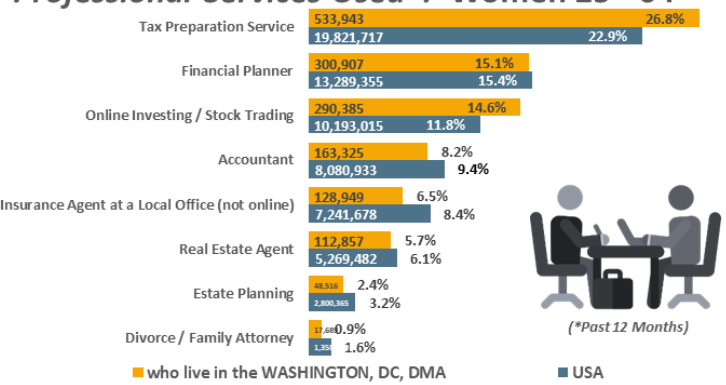


Financial Services Has and/or Uses: Women 25 - 64





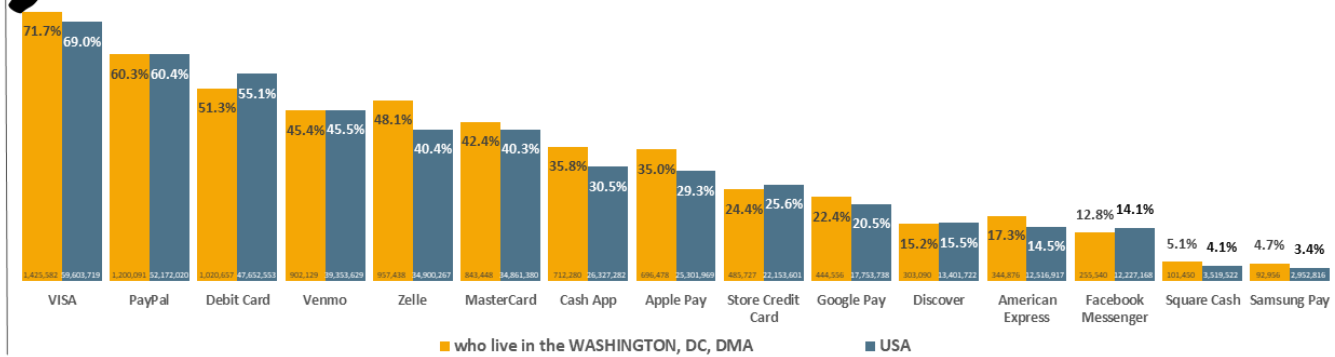
Professional Services Used:* Women 25 - 64



*(*Past 12 Months)*

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





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

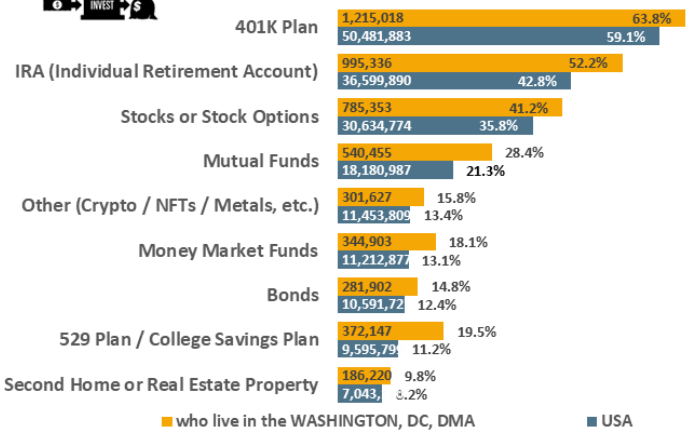


Washington, DC, DMA
M25-64

2.2% or 1,905,331 of USA Men 25 - 64 live in the WASHINGTON, DC, DMA.
Men 25 - 64 who live in the WASHINGTON, DC, DMA are 8.% more likely to have a 401K, 2.9% less likely to have an Auto Loan, 26.1% more likely to Invest/Trade Stocks Online, 12.1% less likely to pay with their Debit Card.

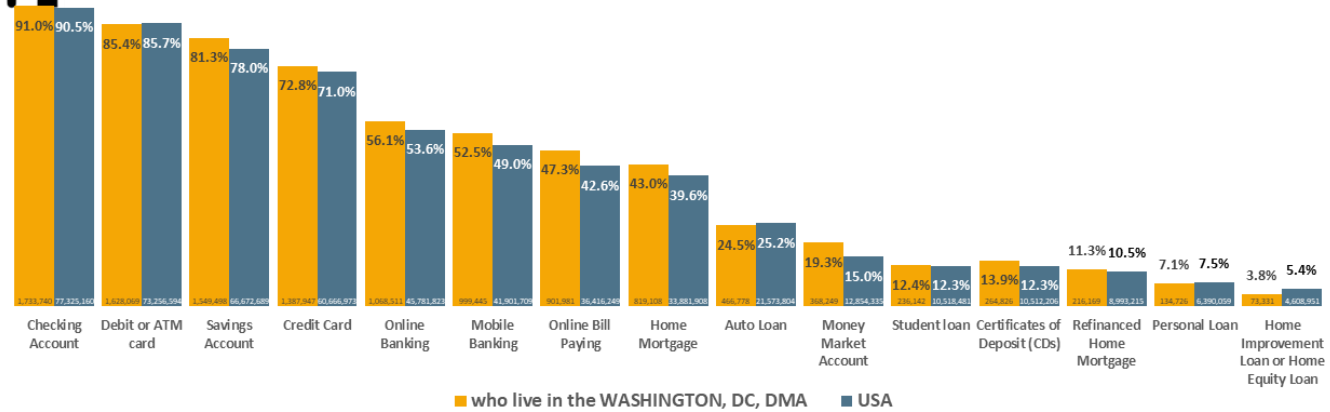
Investments Owned: Men 25 - 64



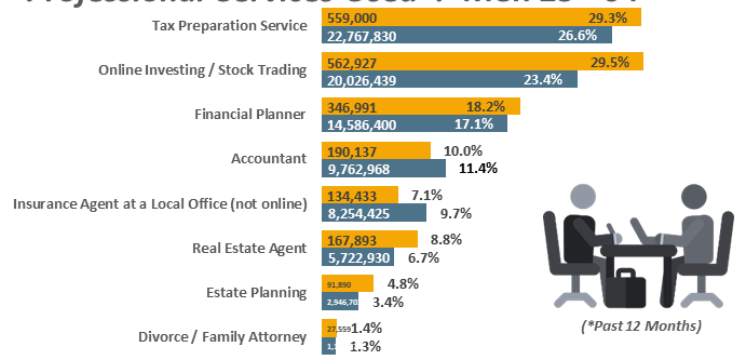


Financial Services Has and/or Uses: Men 25 - 64





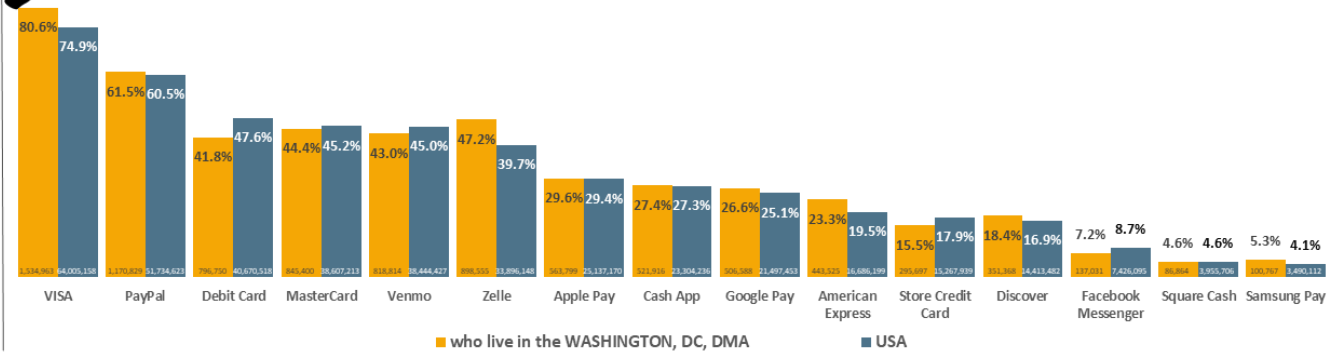
Professional Services Used:* Men 25 - 64



*(*Past 12 Months)*

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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

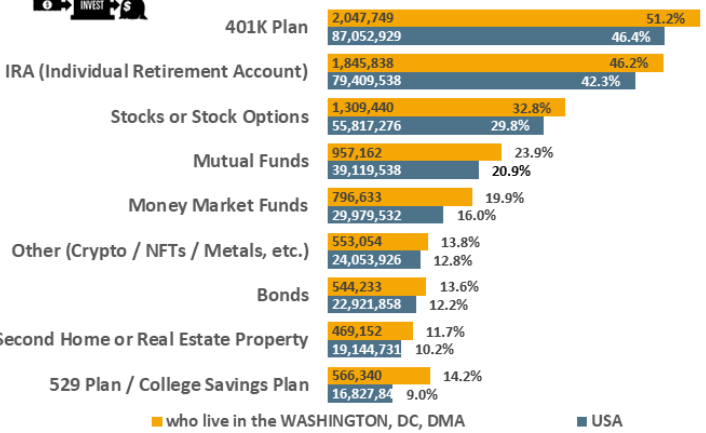


Washington, DC, DMA
P35+

2.1% or 3,997,211 of USA Adults 35 or older live in the WASHINGTON, DC, DMA.
Adults 35 or older who live in the WASHINGTON, DC, DMA are 10.4% more likely to have a 401K, 2.6% less likely to have an Auto Loan, 25.9% more likely to Invest/Trade Stocks Online, 9.1% less likely to pay with their Debit Card.

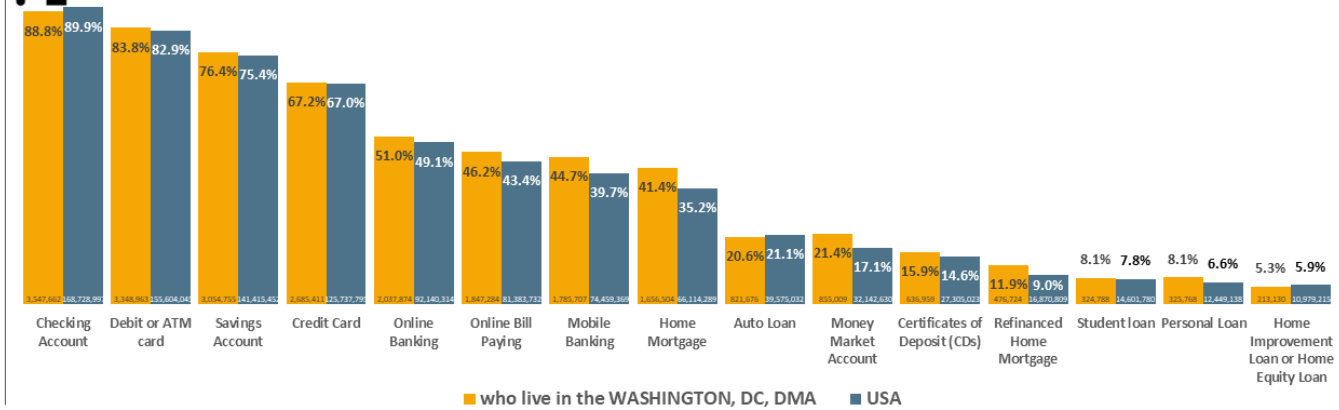
Investments Owned: Adults 35 or older





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





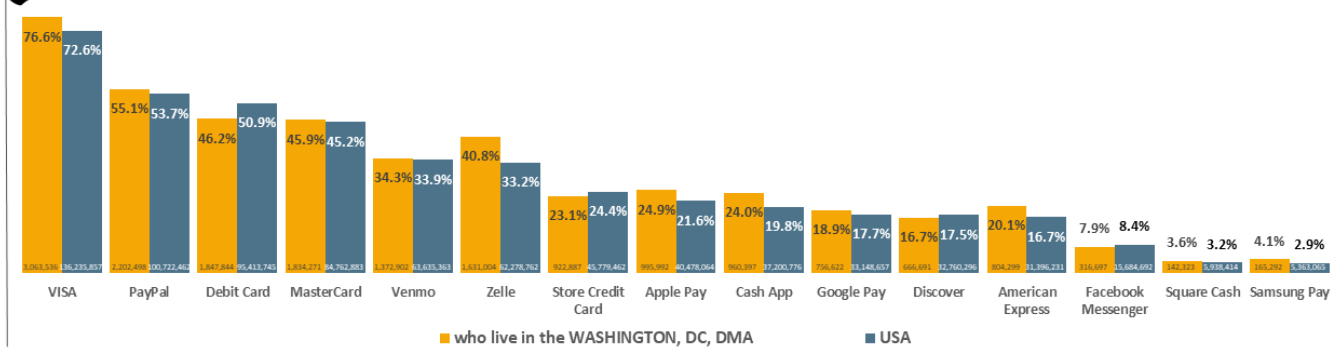
Professional Services Used:* Adults 35 or older



*(*Past 12 Months)*

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





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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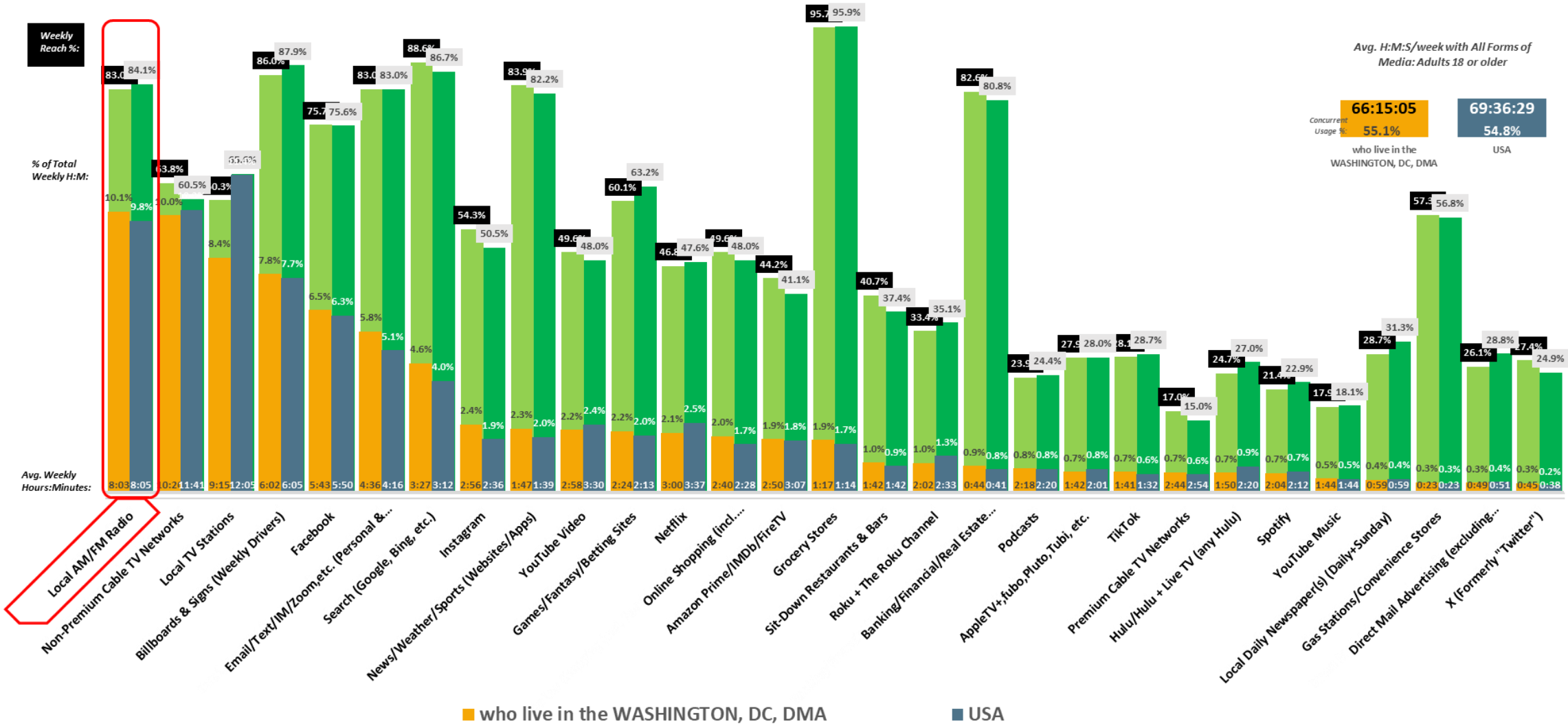
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*



Washington, DC, DMA
P18+

Adults 18 or older who live in the WASHINGTON, DC, DMA spend an average of 2 days, 18 hours, 15 minutes and 5 seconds each week with All Forms of Media.

83.% of Adults 18 or older who live in the WASHINGTON, DC, DMA spend an avg. of 8 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



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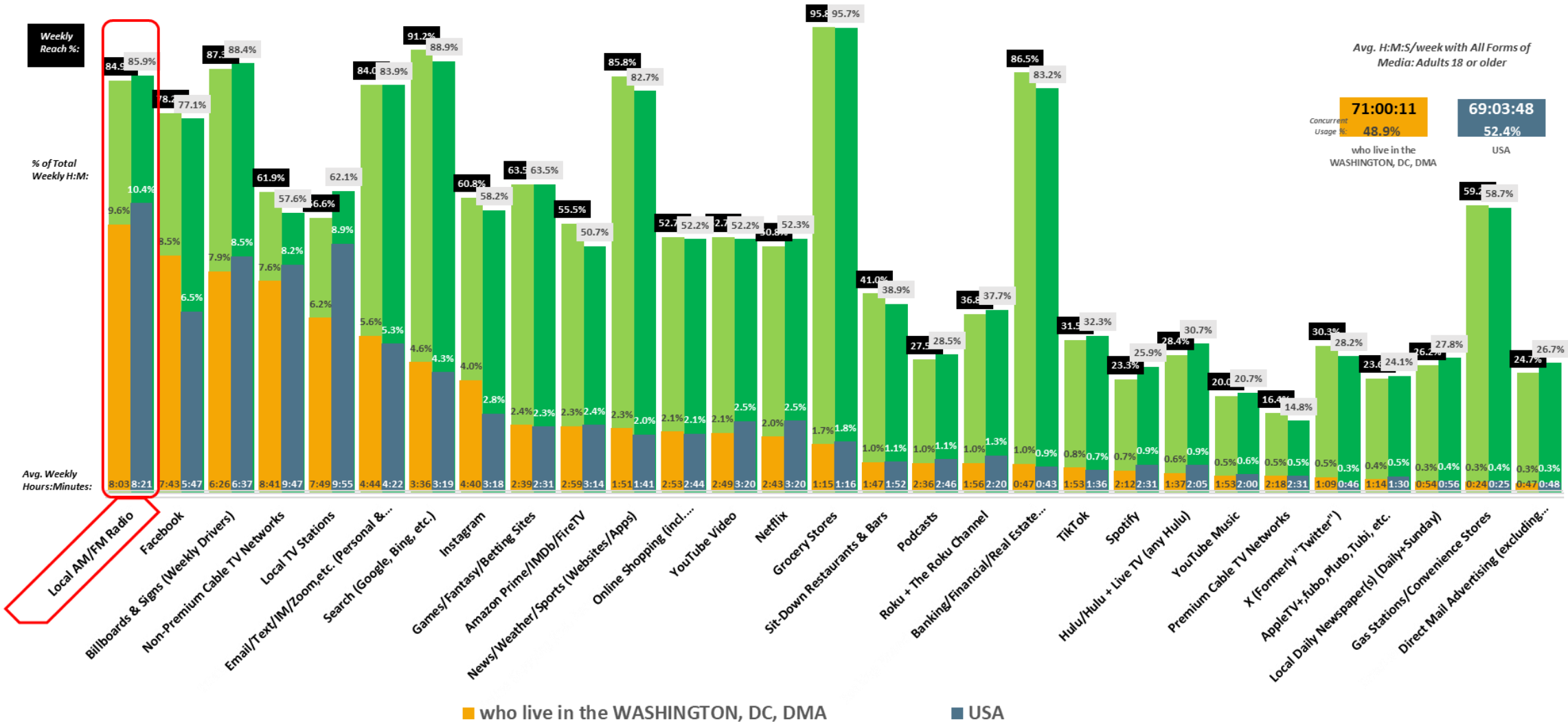
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Washington, DC, DMA
P25-64

Adults 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 2 days, 23 hours, 0 minutes and 11 seconds each week with All Forms of Media.

84.9% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA spend an avg. of 8 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



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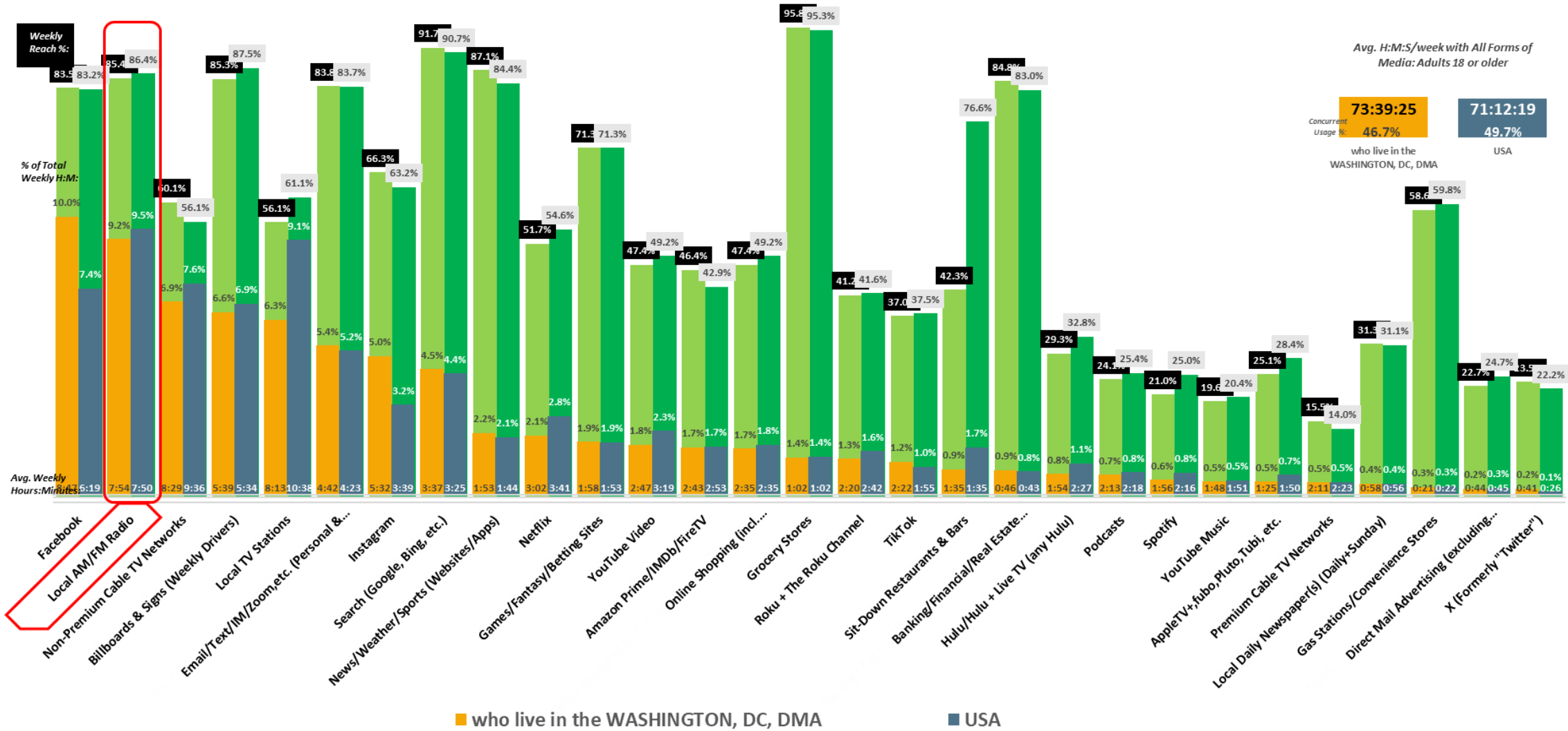
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Washington, DC, DMA
W25-64

Women 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 3 days, 1 hours, 39 minutes and 25 seconds each week with All Forms of Media.

85.4% of Women 25 - 64 who live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.

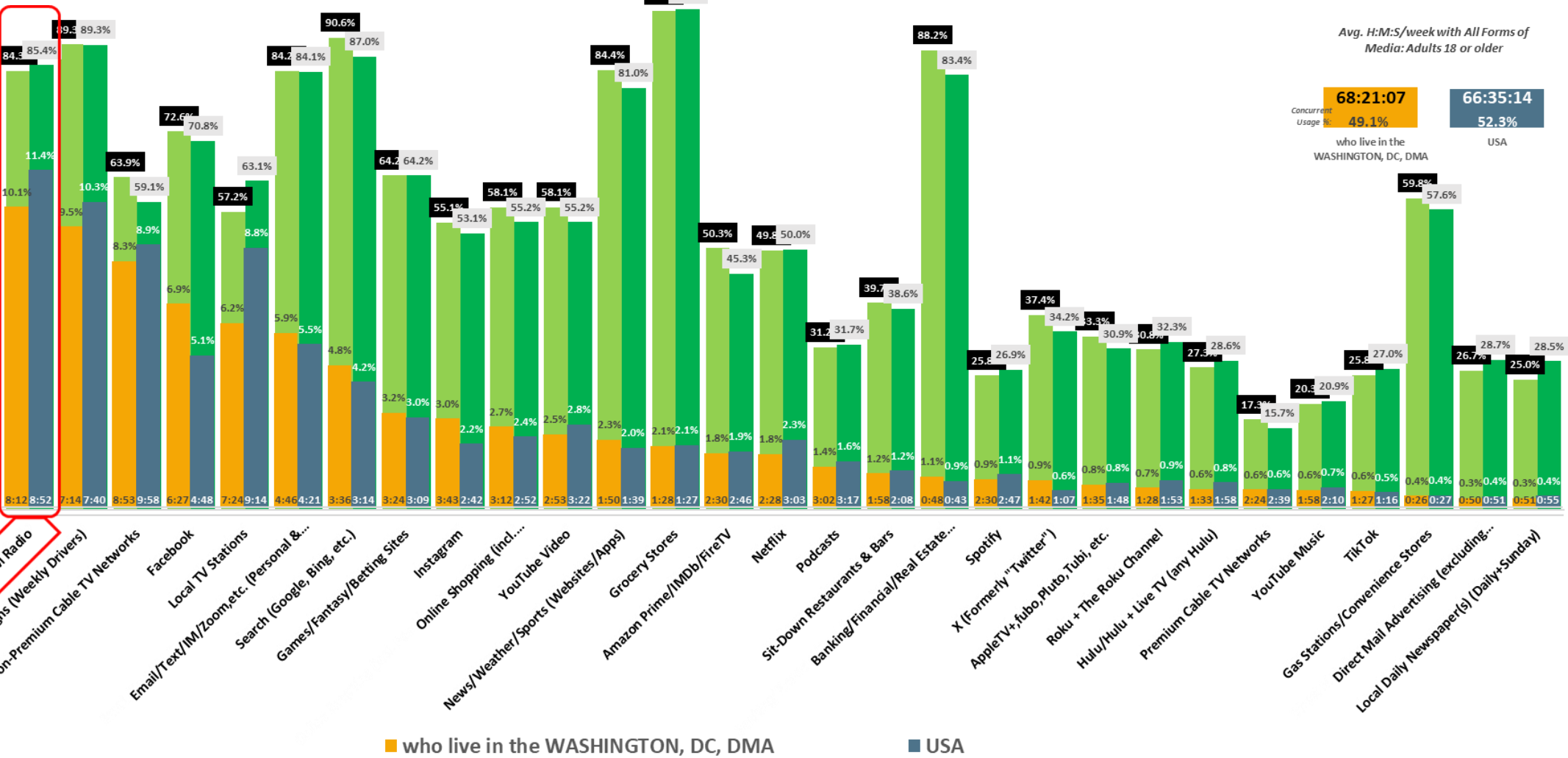


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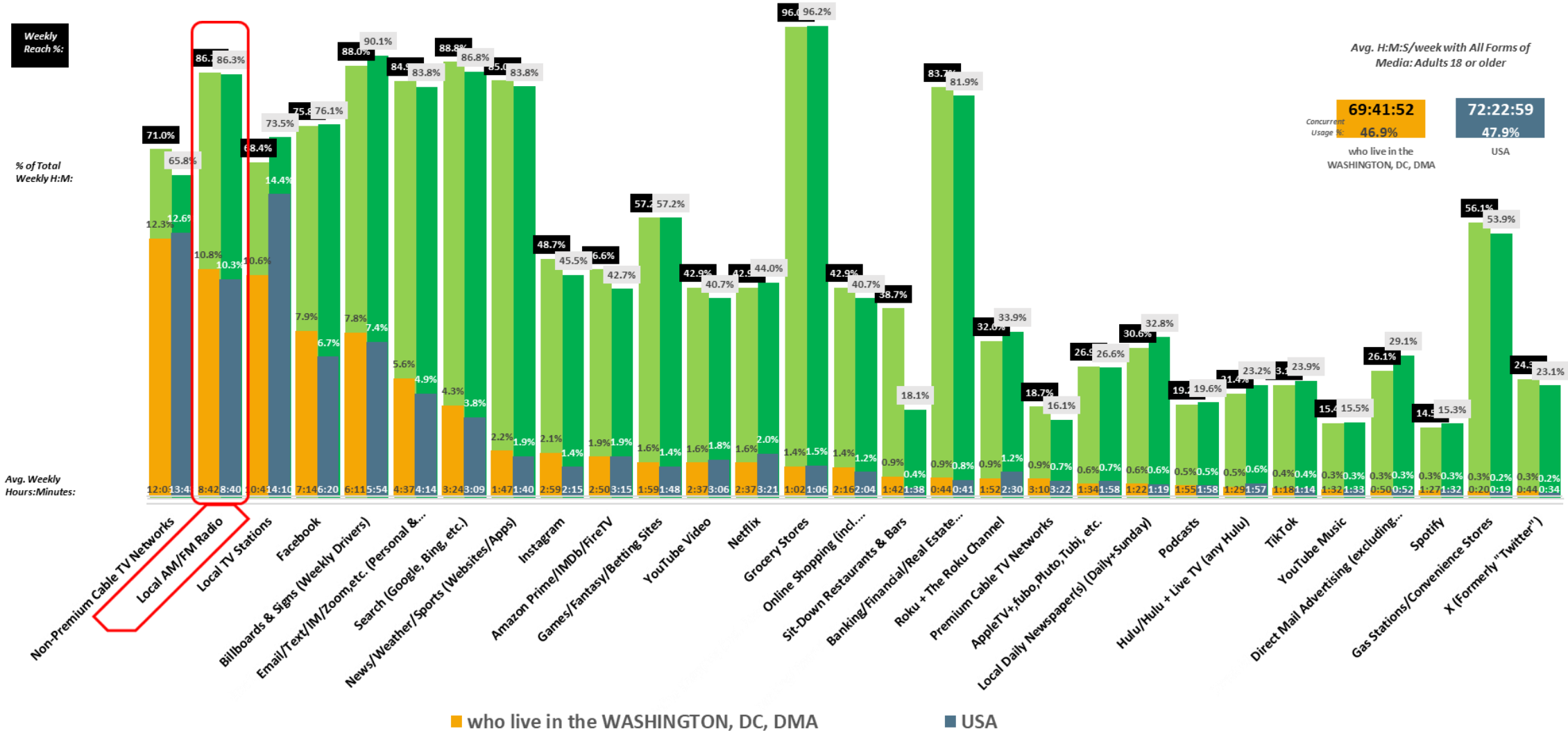
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Washington, DC, DMA
P35+

Adults 35 or older who live in the WASHINGTON, DC, DMA spend an average of 2 days, 21 hours, 41 minutes and 52 seconds each week with All Forms of Media.

86.7% of Adults 35 or older who live in the WASHINGTON, DC, DMA spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



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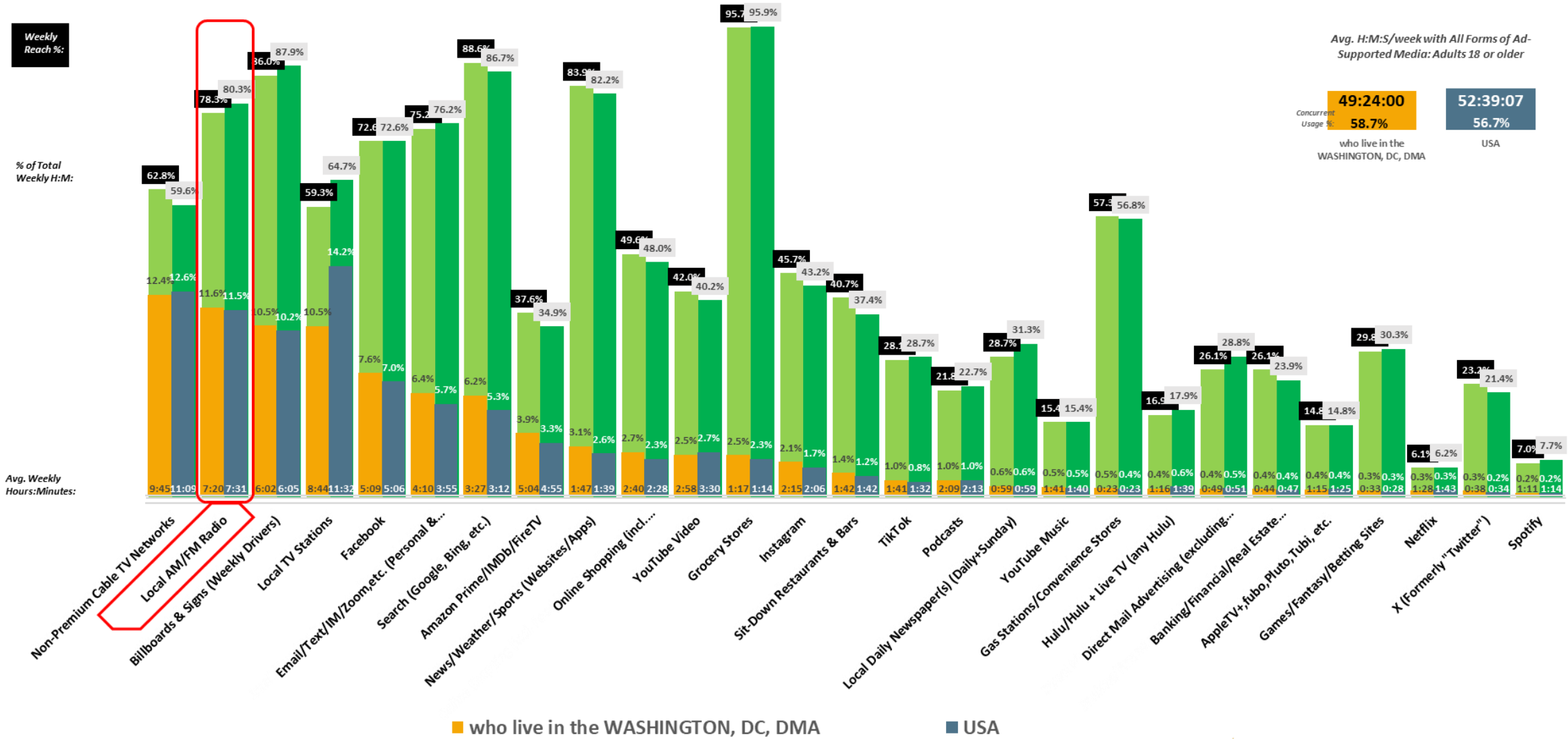


Washington, DC, DMA

P18+

Adults 18 or older who live in the WASHINGTON, DC, DMA spend an average of 2 days, 1 hours, 24 minutes and 0 seconds each week with All Forms of Ad-Supported Media.

78.3% of Adults 18 or older who live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



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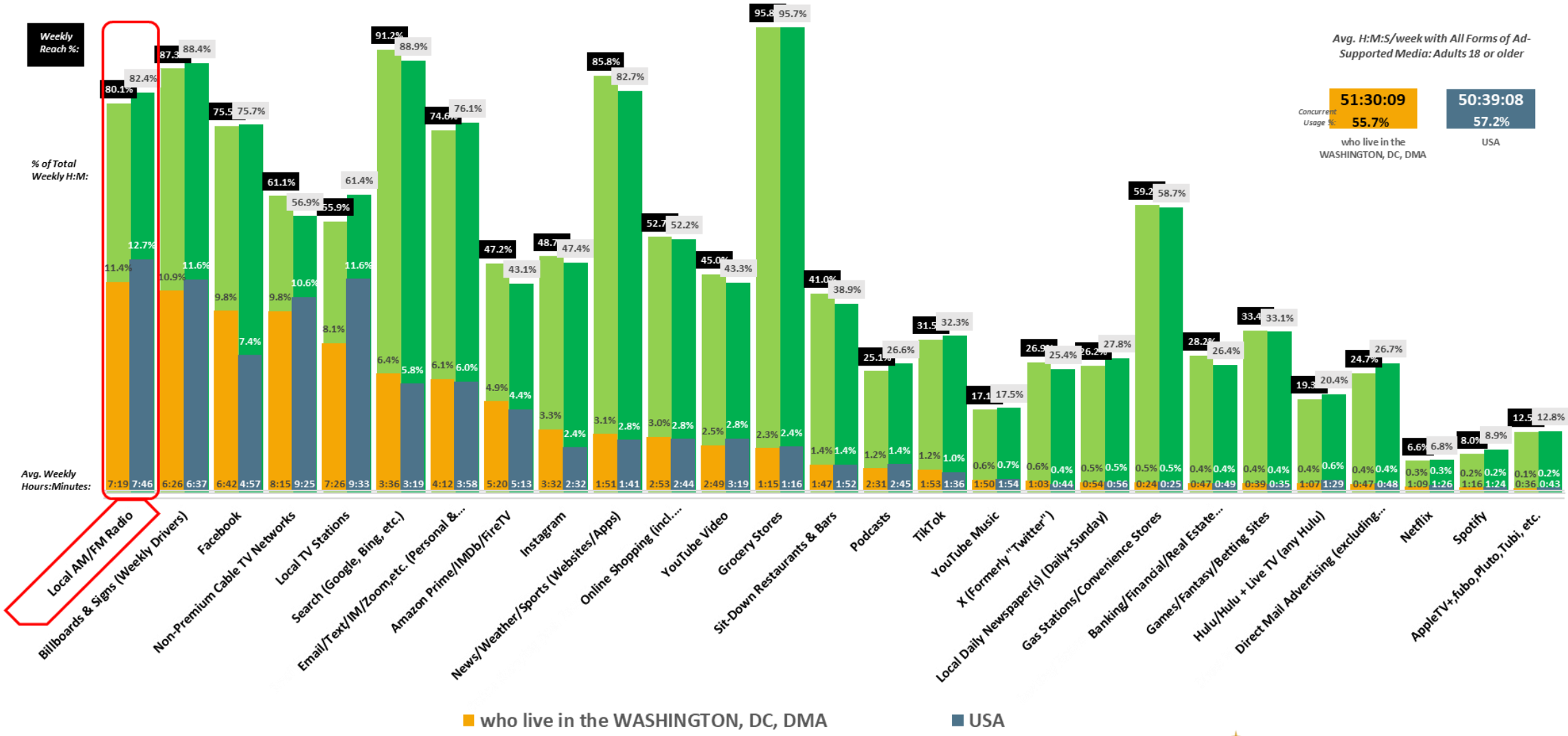
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Washington, DC, DMA
P25-64

Adults 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 2 days, 3 hours, 30 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

80.1% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



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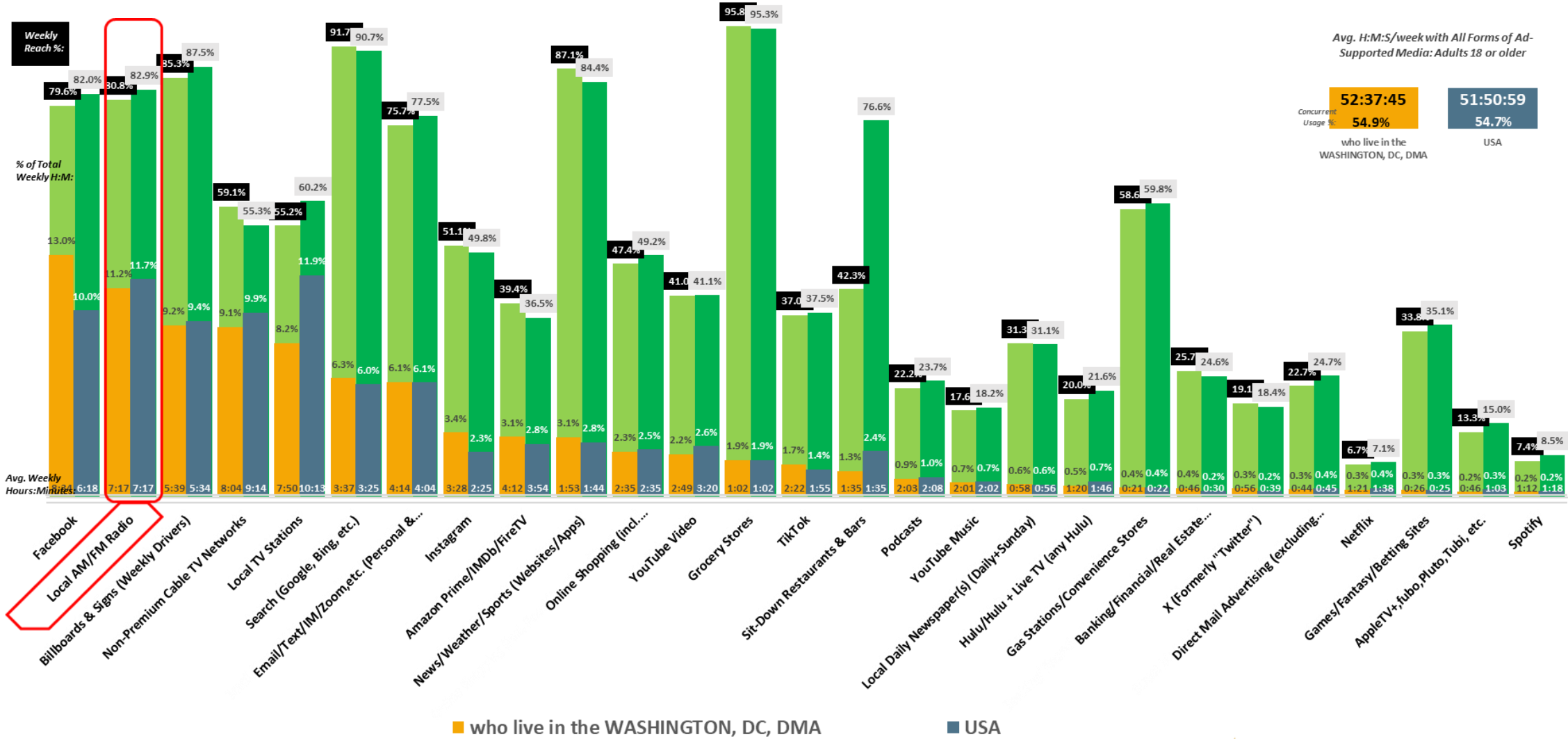
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Washington, DC, DMA
W25-64

Women 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 2 days, 4 hours, 37 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

80.8% of Women 25 - 64 who live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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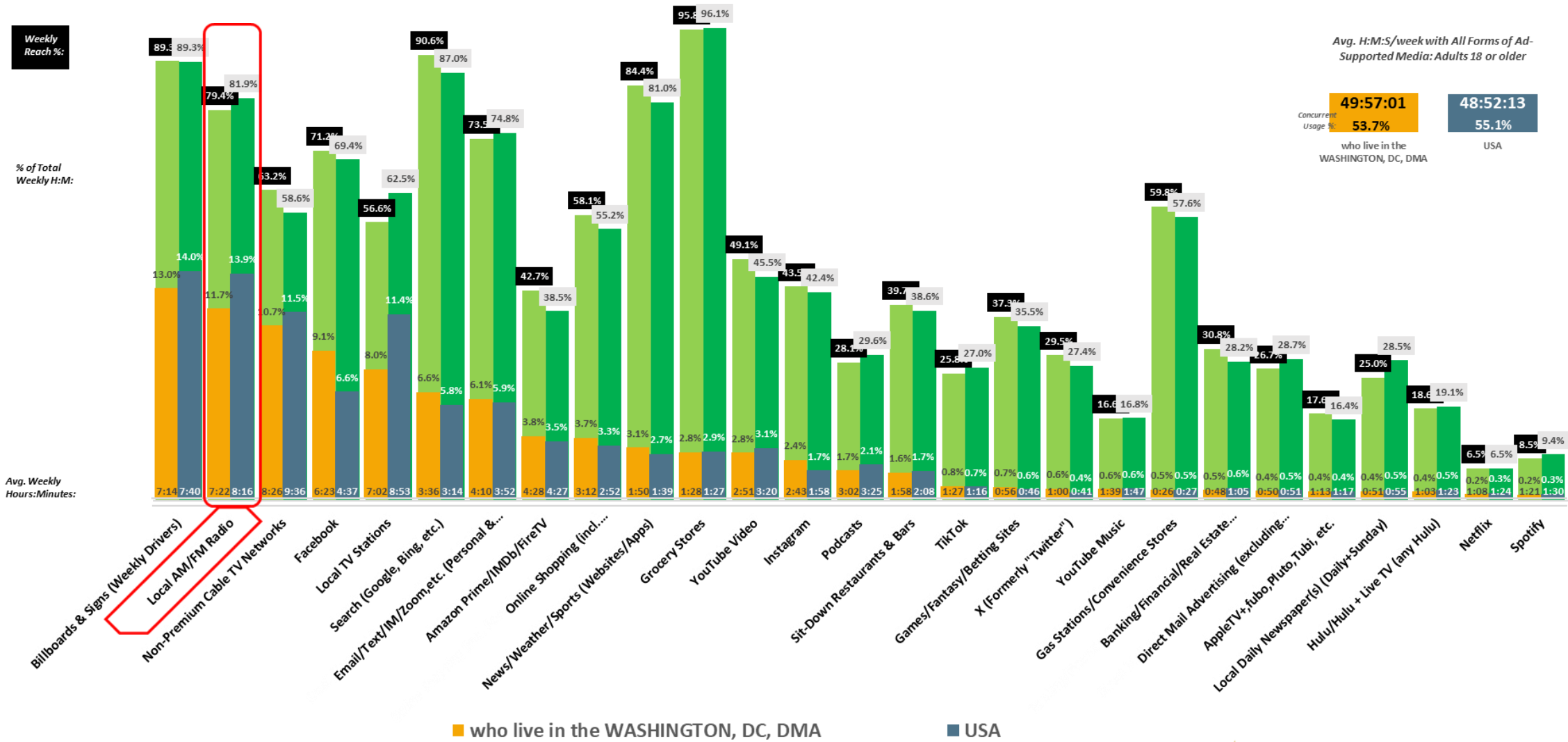
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Washington, DC, DMA
M25-64

Men 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 2 days, 1 hours, 57 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

79.4% of Men 25 - 64 who live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



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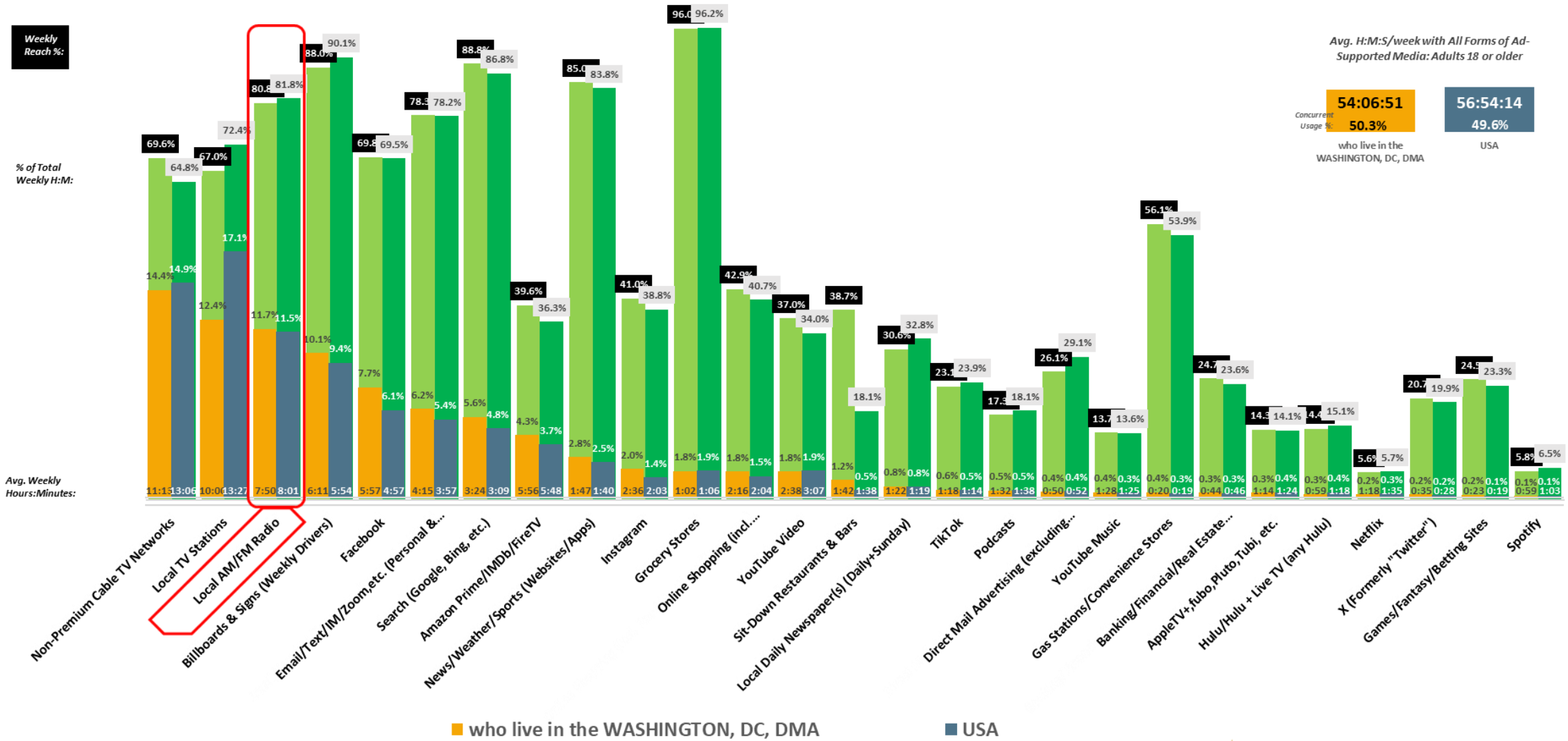


Washington, DC, DMA

P35+

Adults 35 or older who live in the WASHINGTON, DC, DMA spend an average of 2 days, 6 hours, 6 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

80.8% of Adults 35 or older who live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



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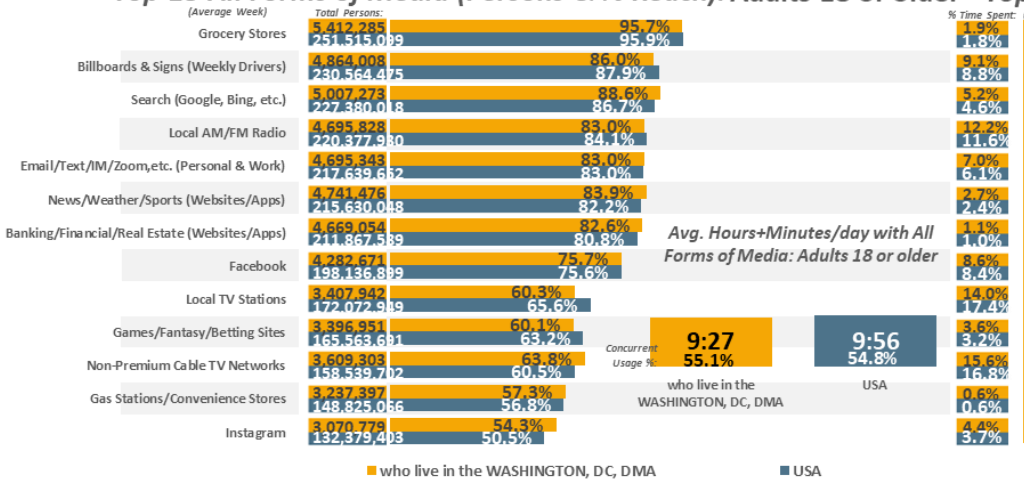
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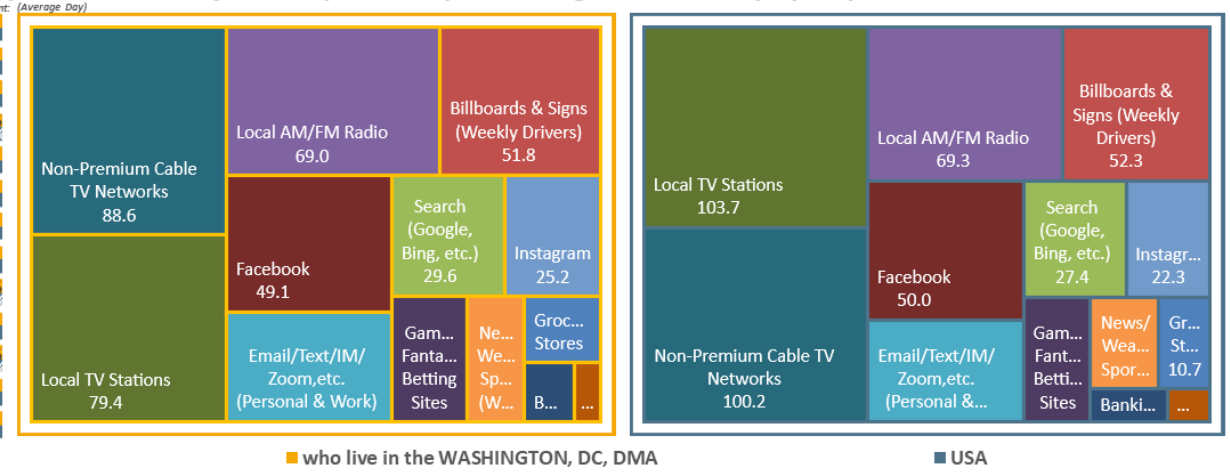
Washington, DC, DMA
P18+

Adults 18 or older who live in the WASHINGTON, DC, DMA spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

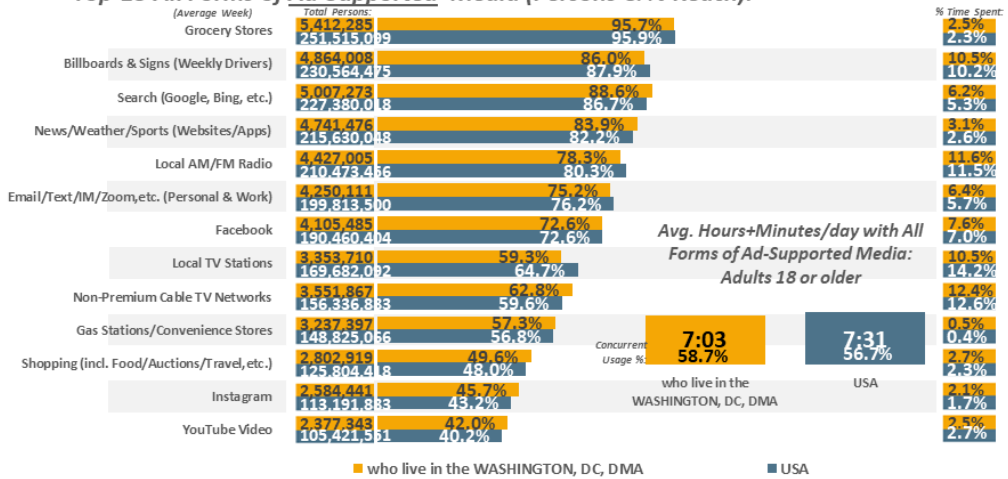
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



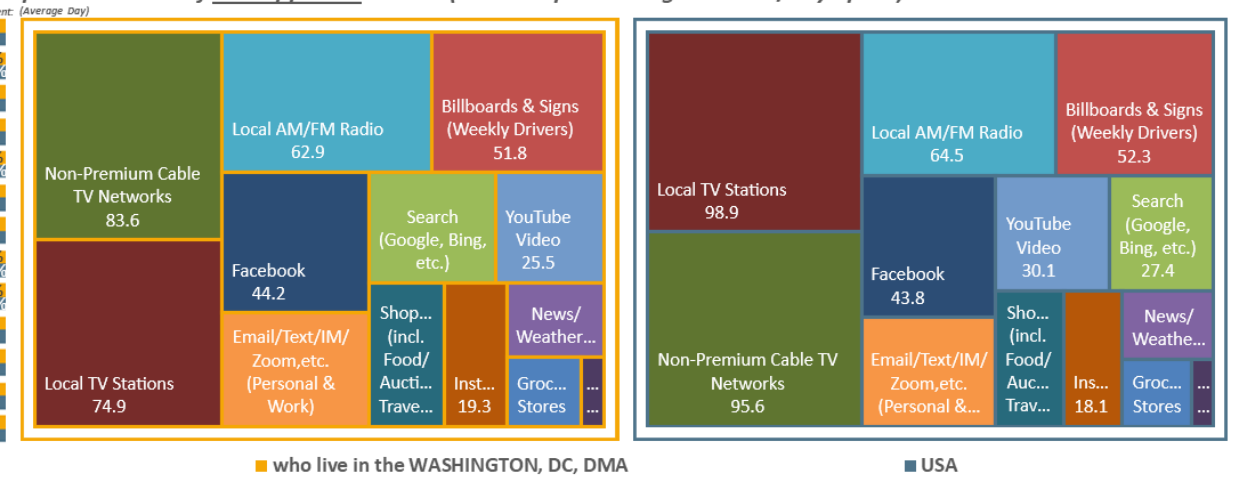
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

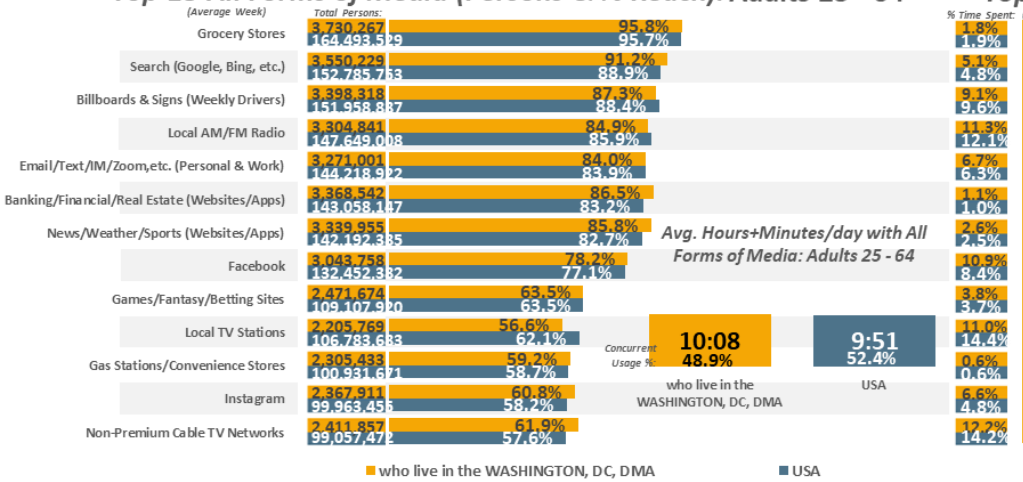
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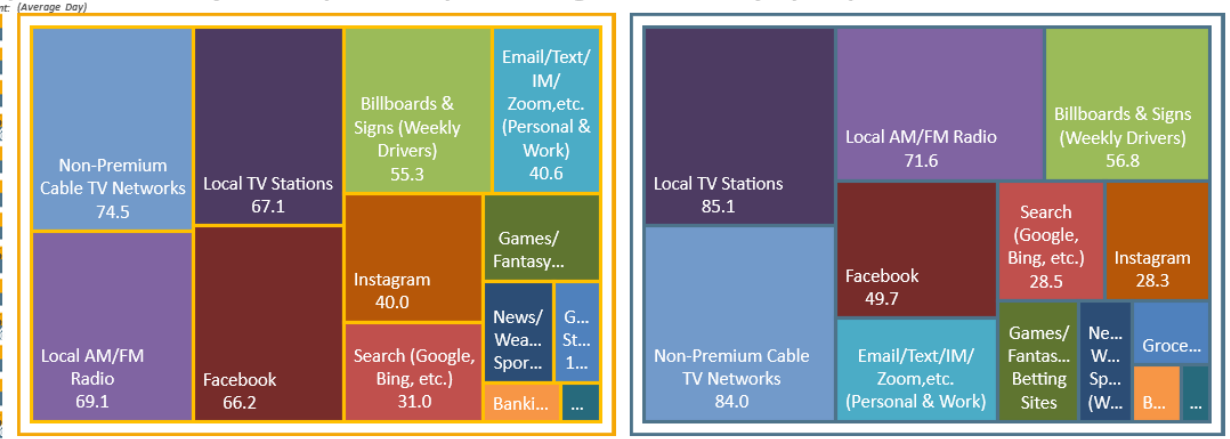
Washington, DC, DMA
P25-64

Adults 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

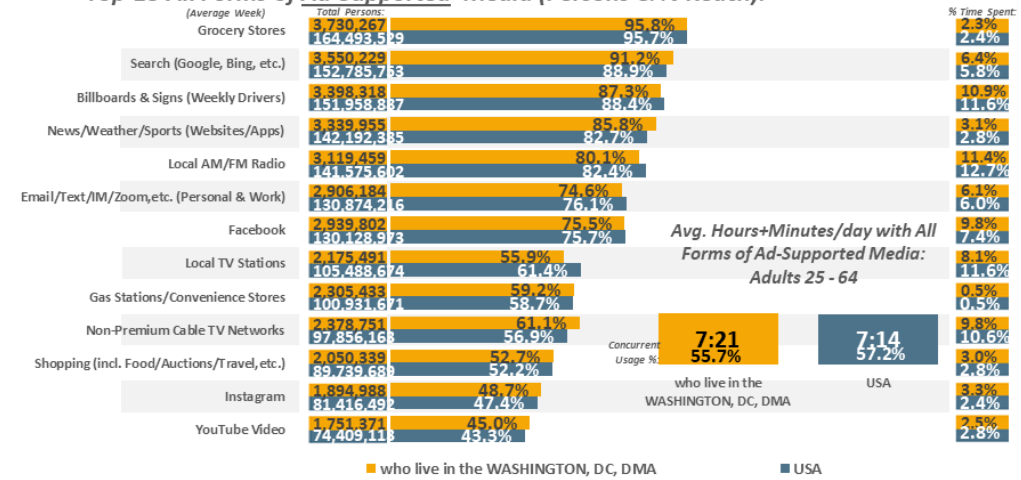
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



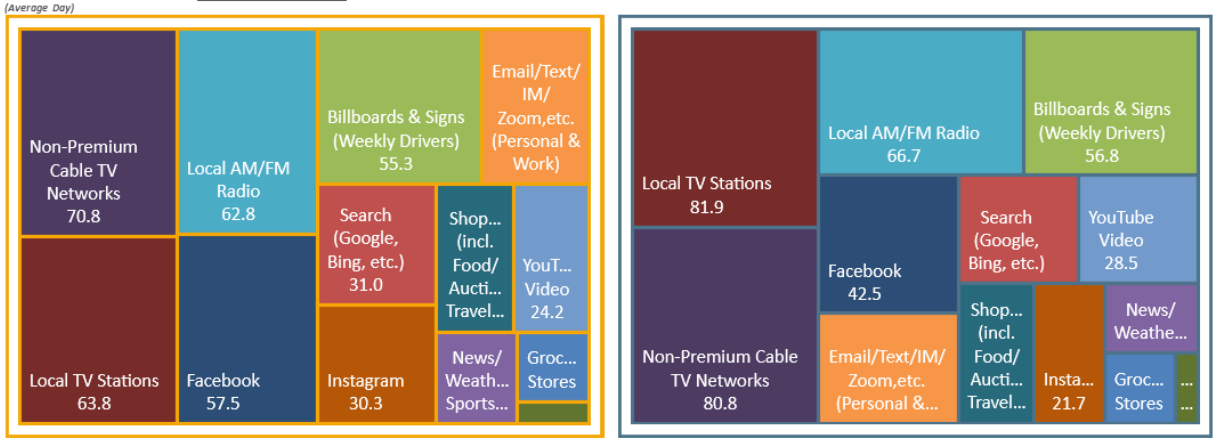
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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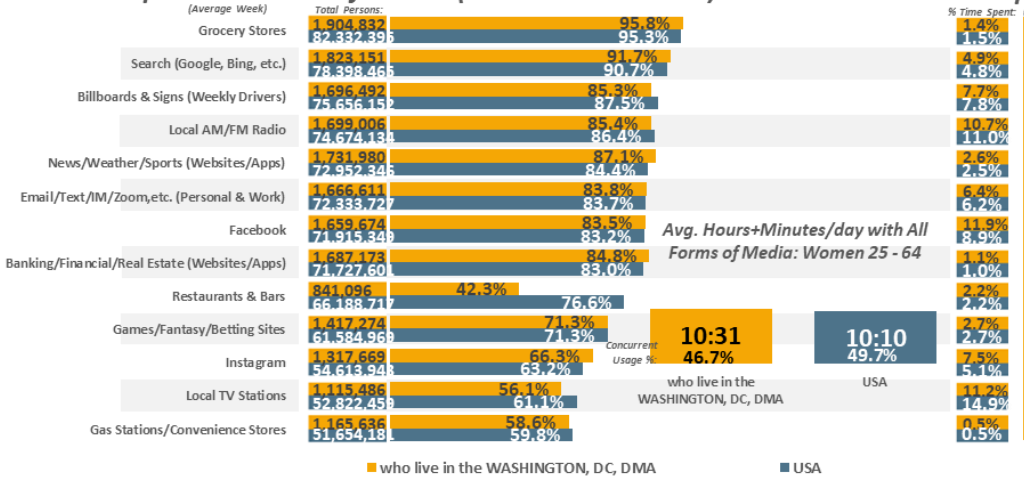
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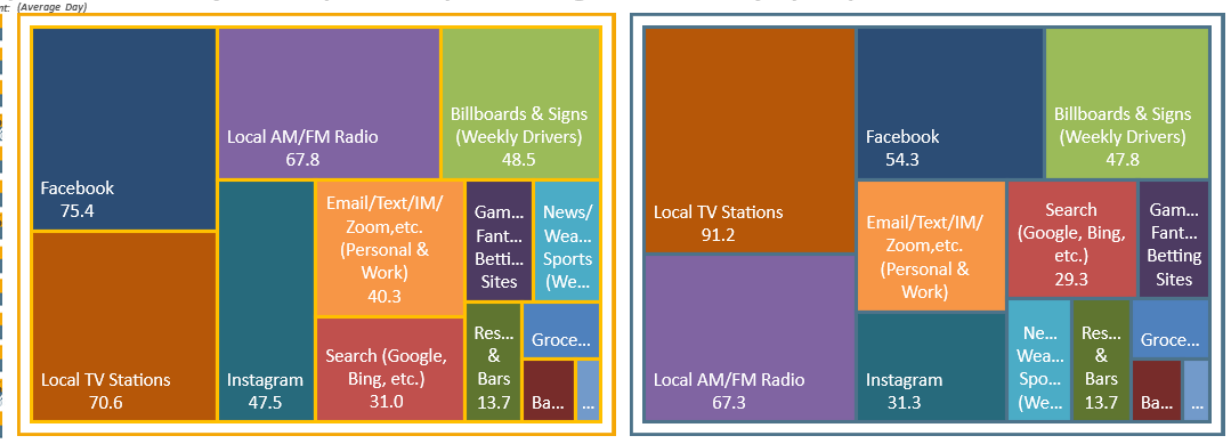
Washington, DC, DMA
W25-64

Women 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

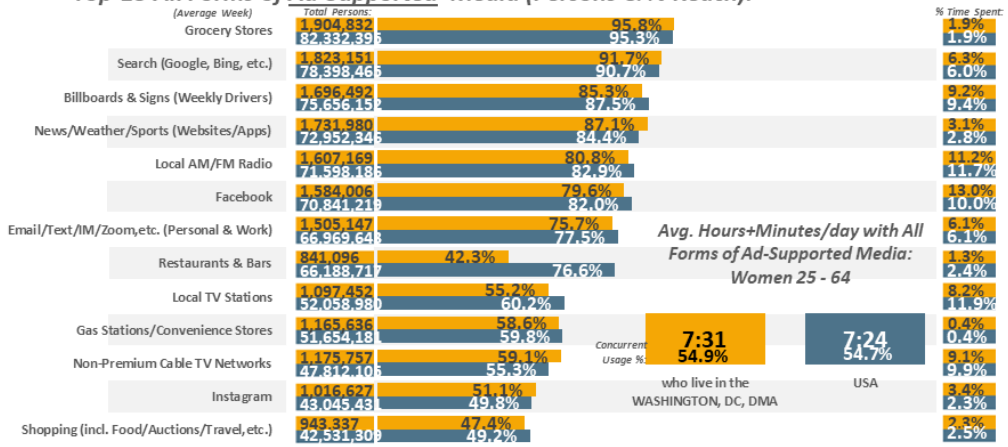
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



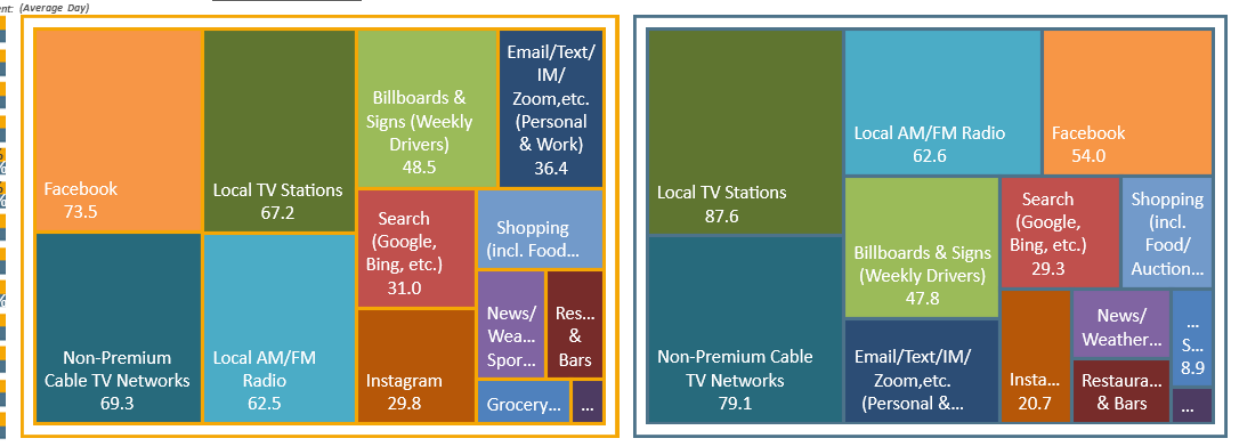
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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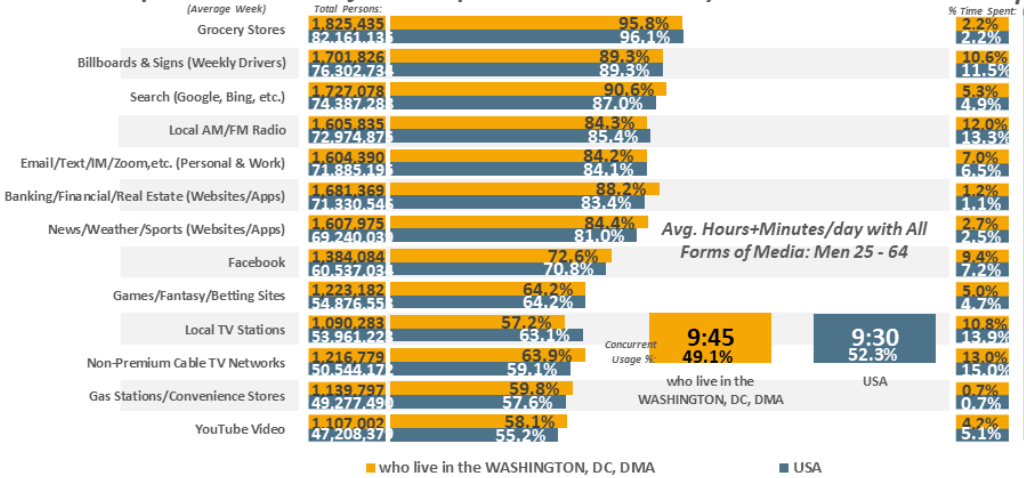
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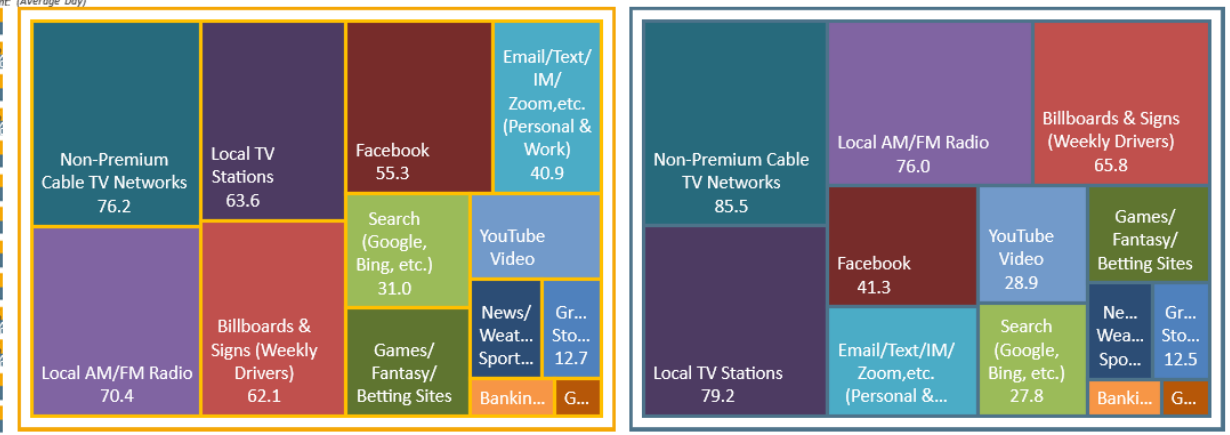
Washington, DC, DMA
M25-64

Men 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 63.2 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

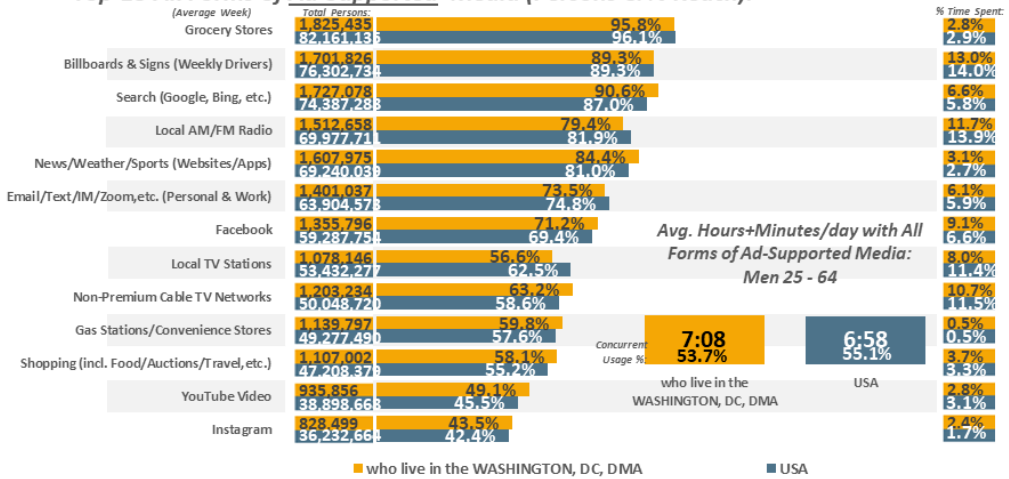
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



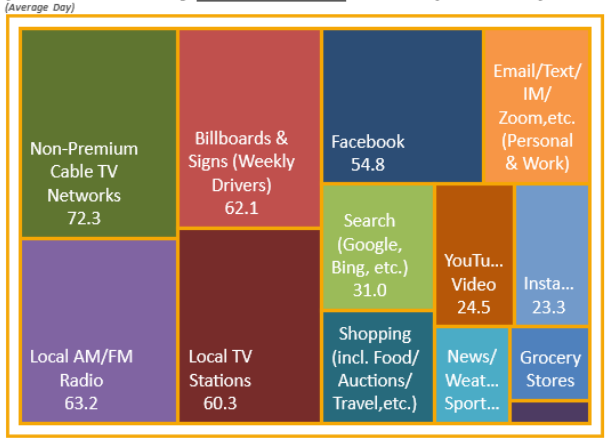
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

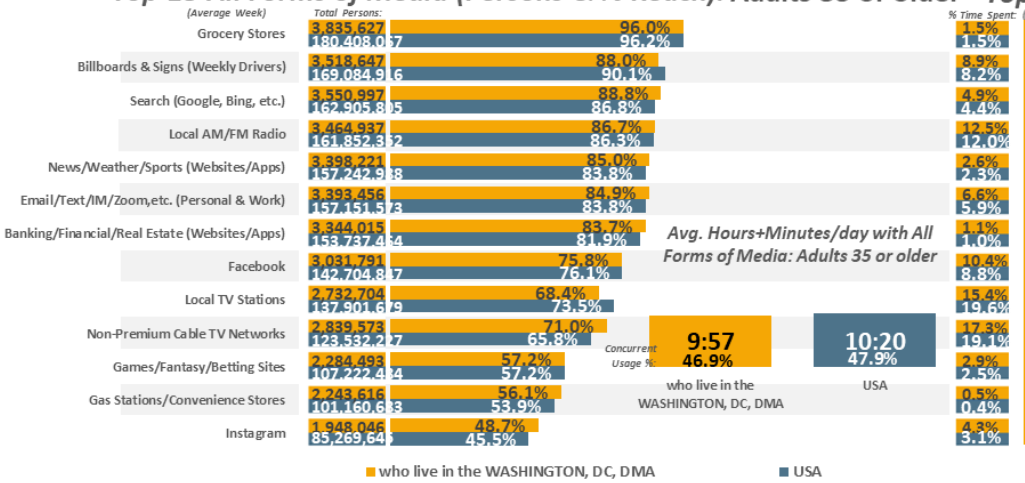
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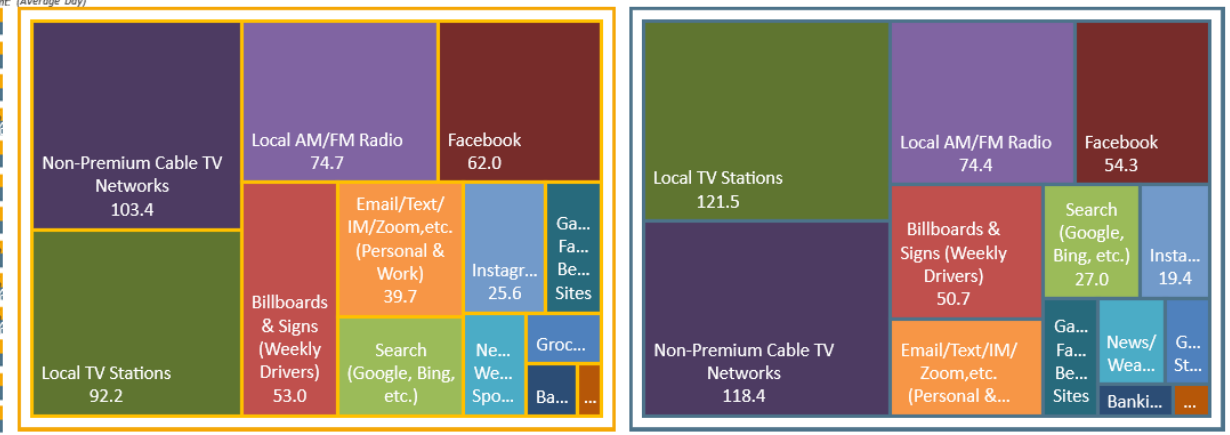
Washington, DC, DMA
P35+

Adults 35 or older who live in the WASHINGTON, DC, DMA spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

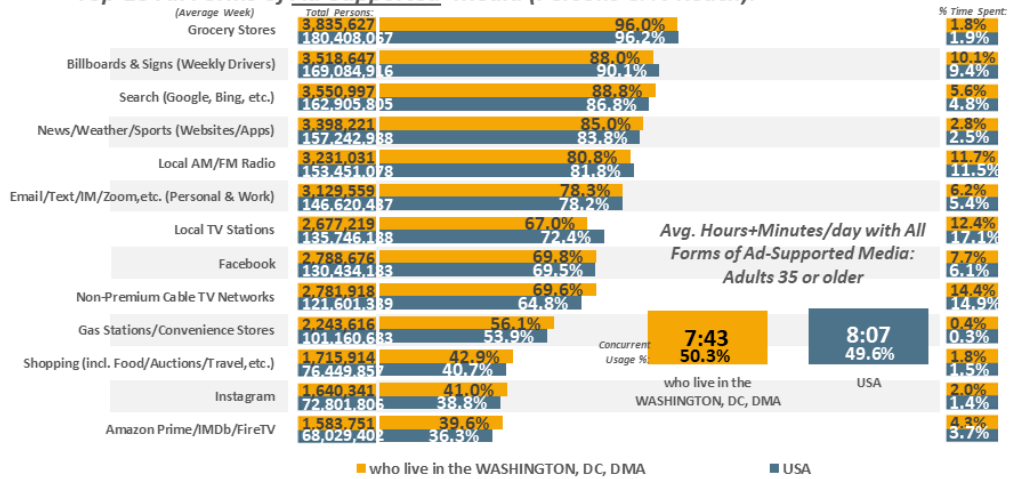
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



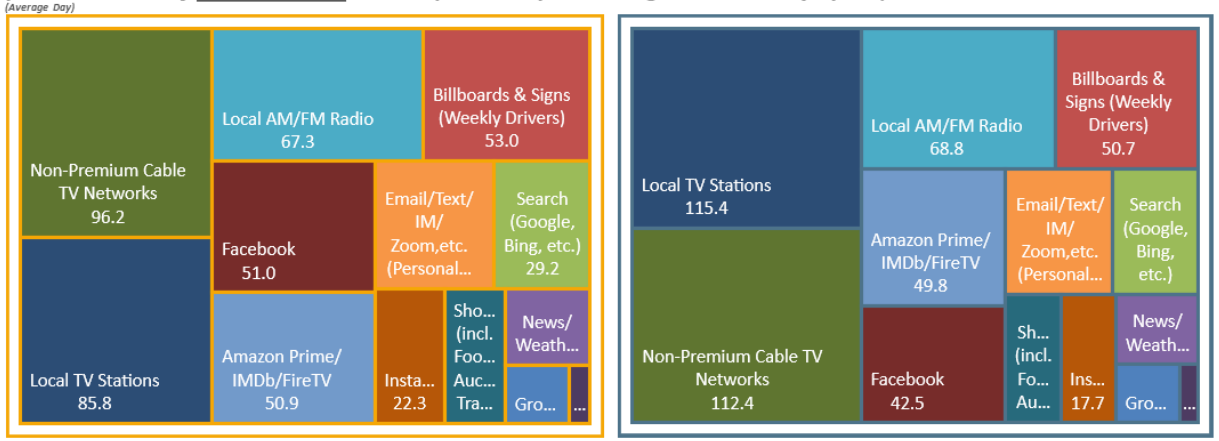
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

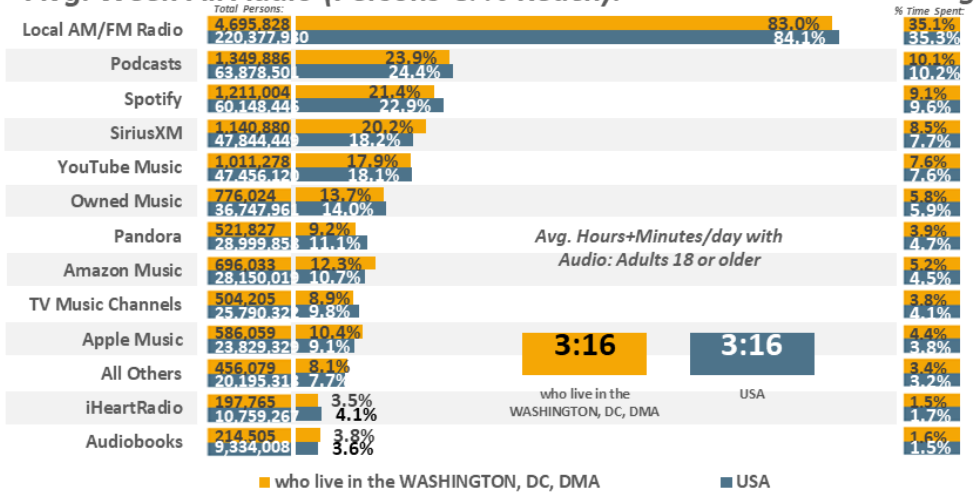
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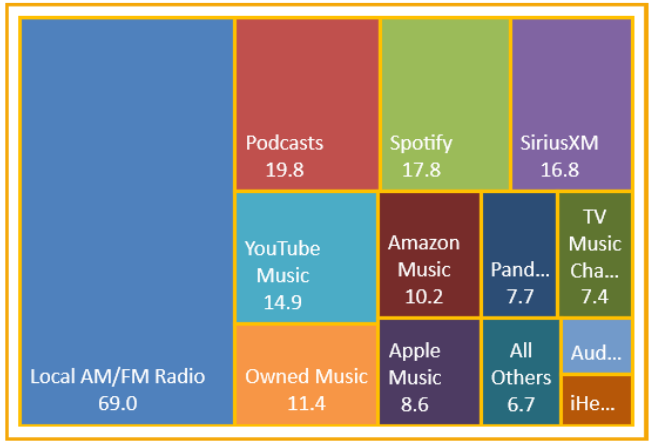
Washington, DC, DMA
P18+

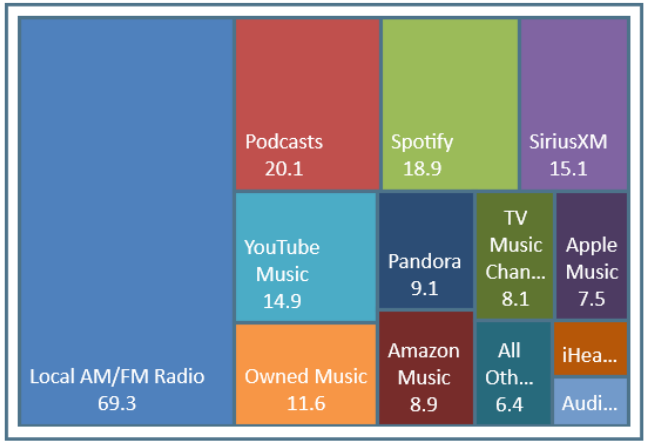
4,427,005 or 78.3% of Adults 18 or older who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

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

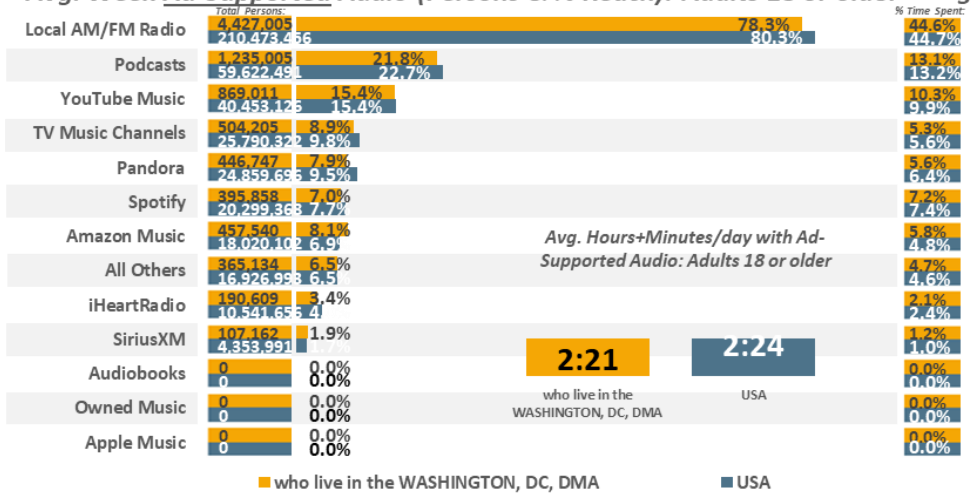


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

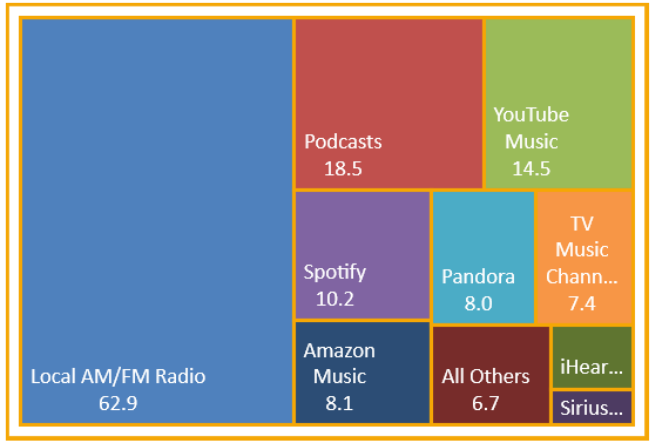


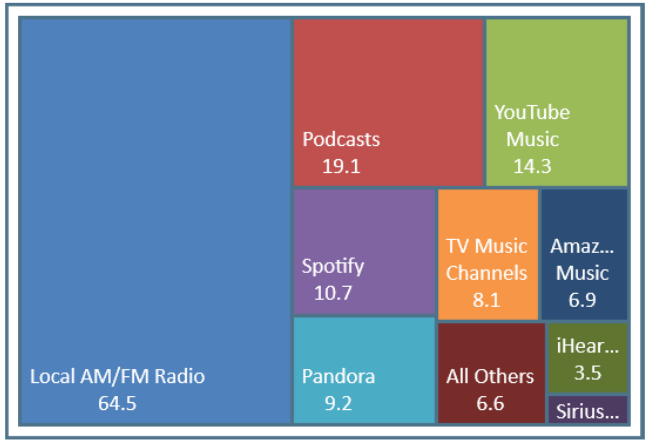


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

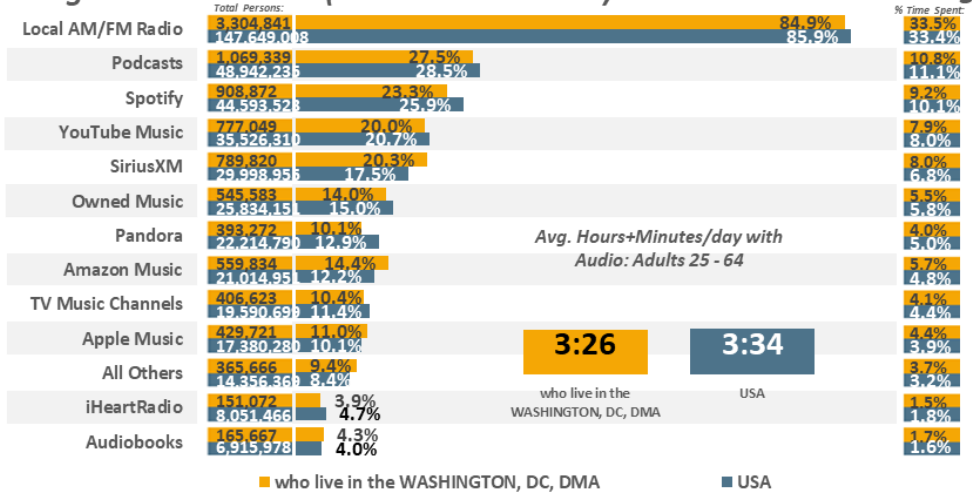
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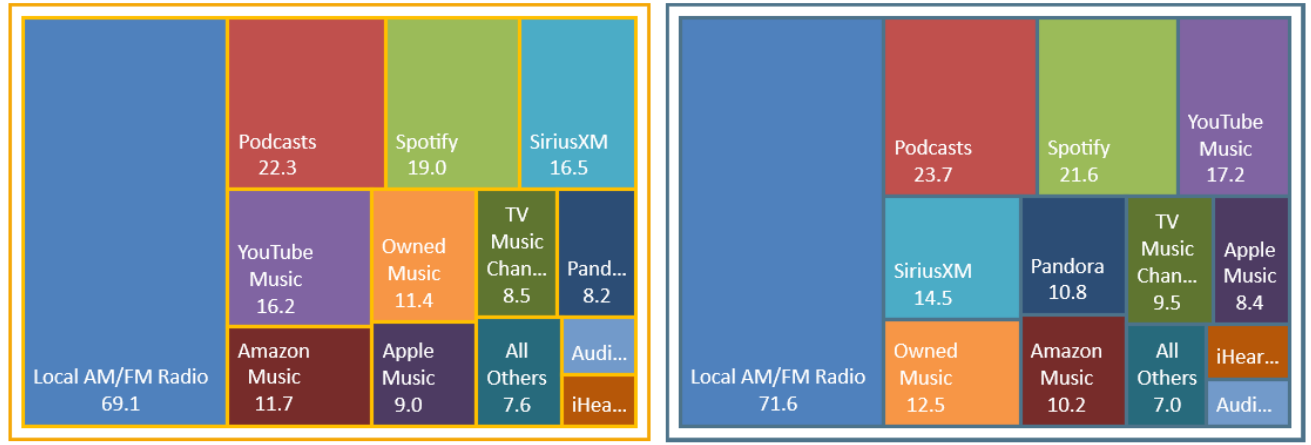
Washington, DC, DMA
P25-64

3,119,459 or 80.1% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

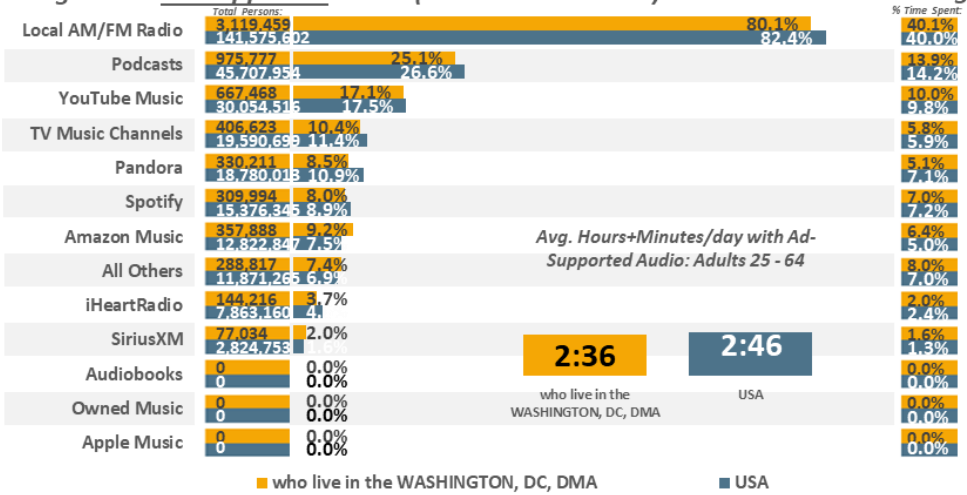
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



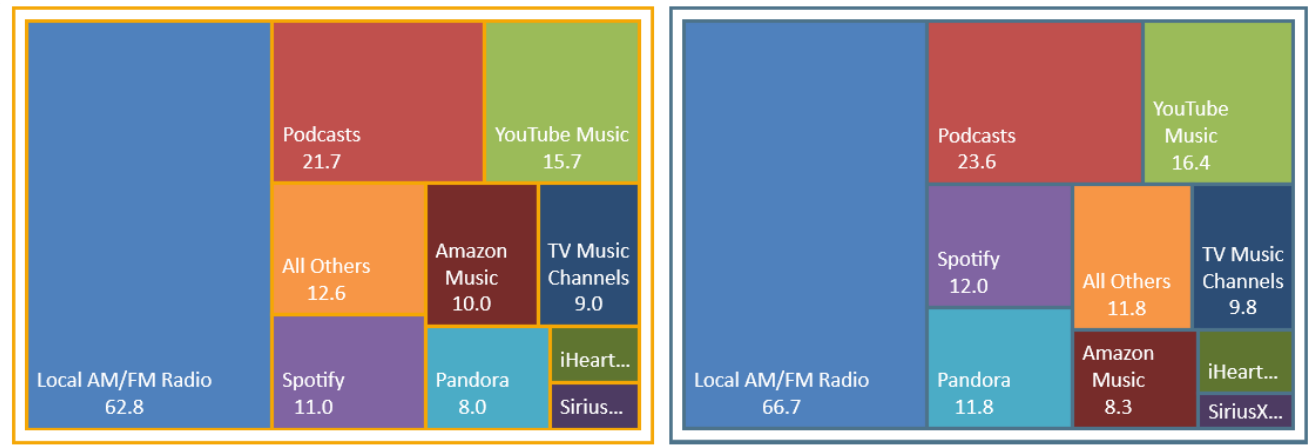
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

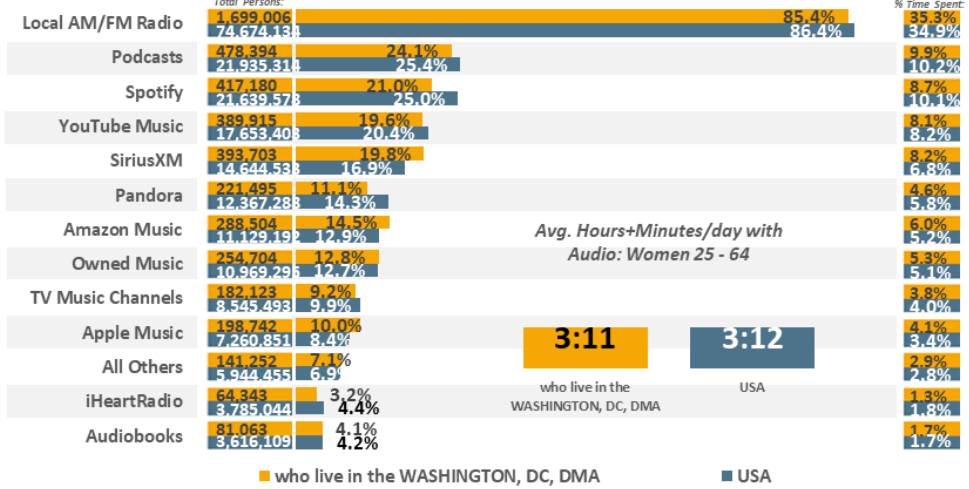
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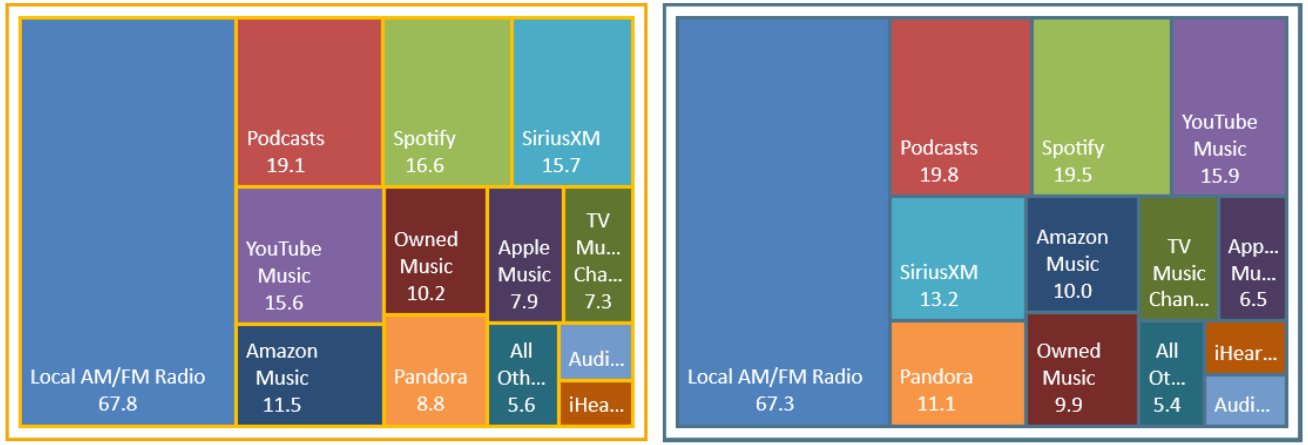
Washington, DC, DMA
W25-64

1,607,169 or 80.8% of Women 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

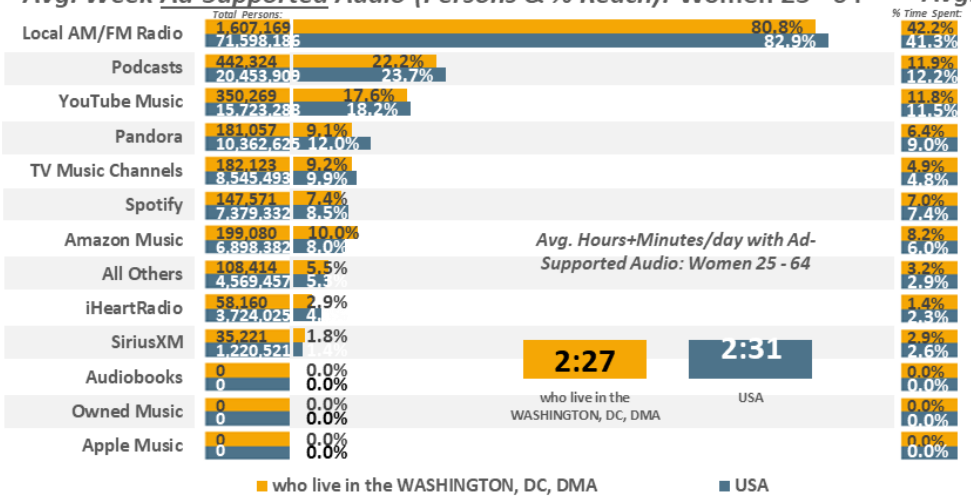
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



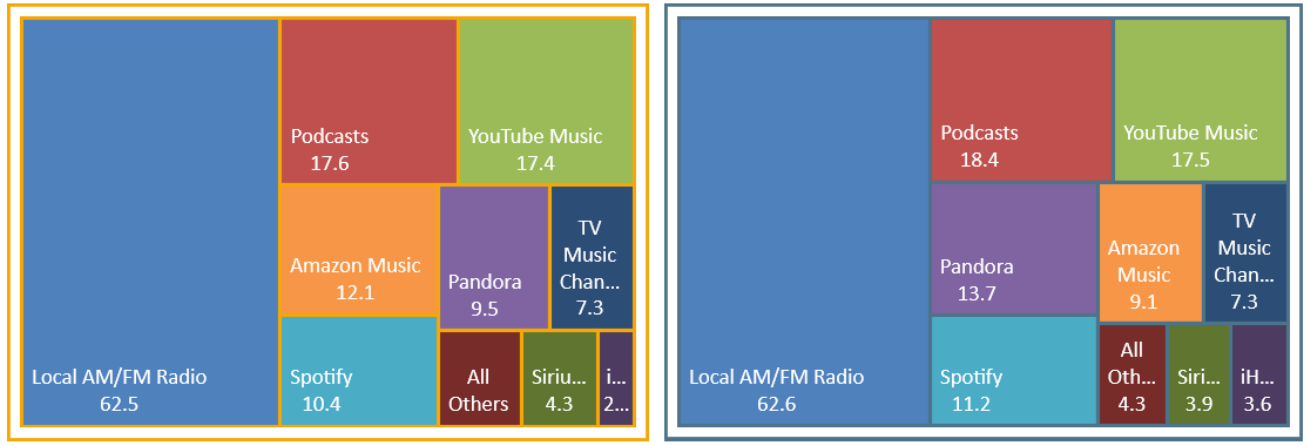
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

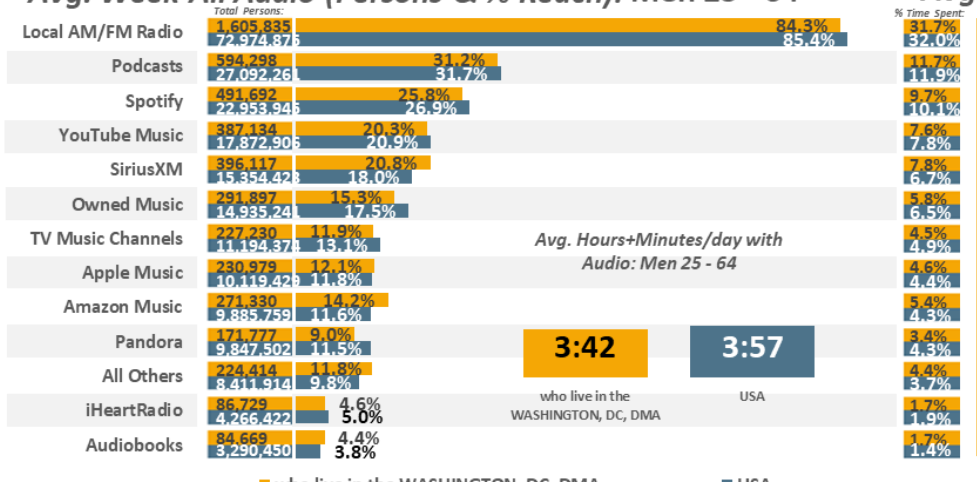
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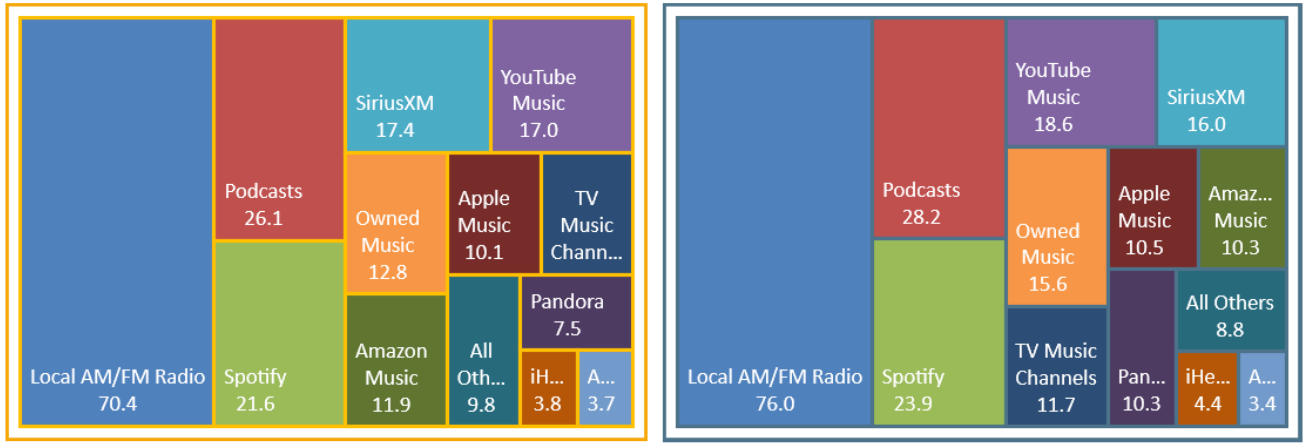
Washington, DC, DMA
M25-64

1,512,658 or 79.4% of Men 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

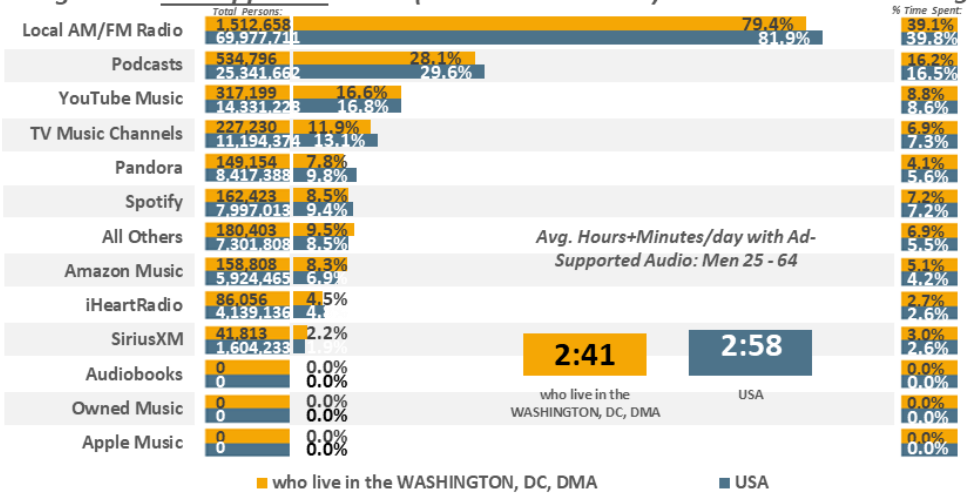
Avg. Week All Audio (Persons & % Reach): Men 25 - 64



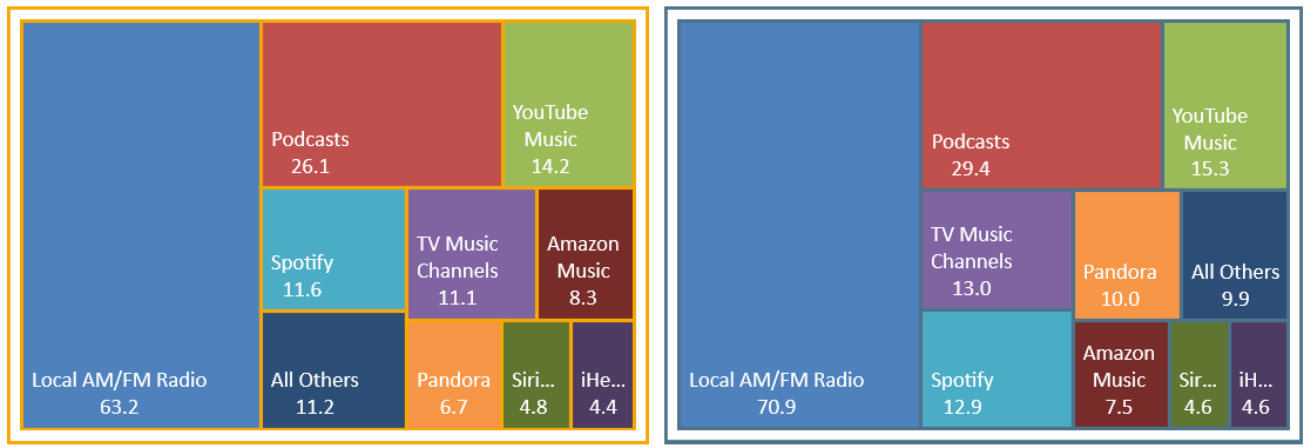
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

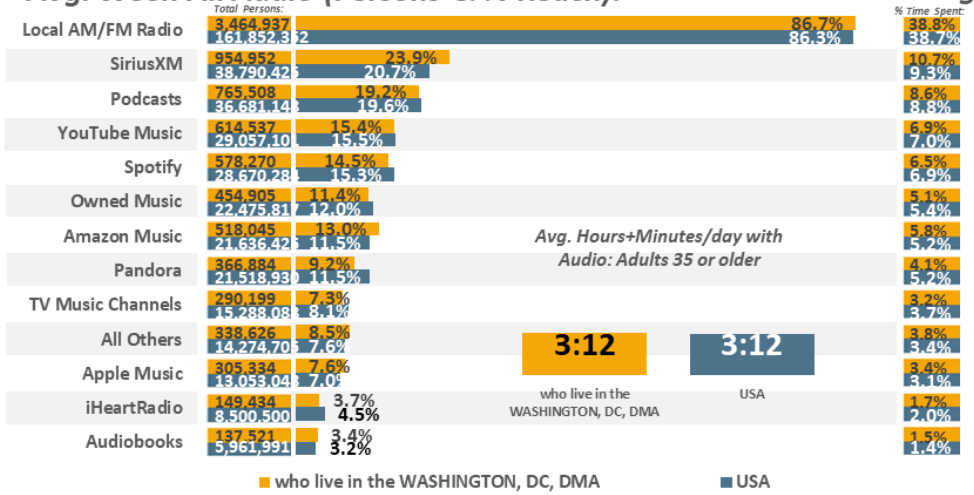
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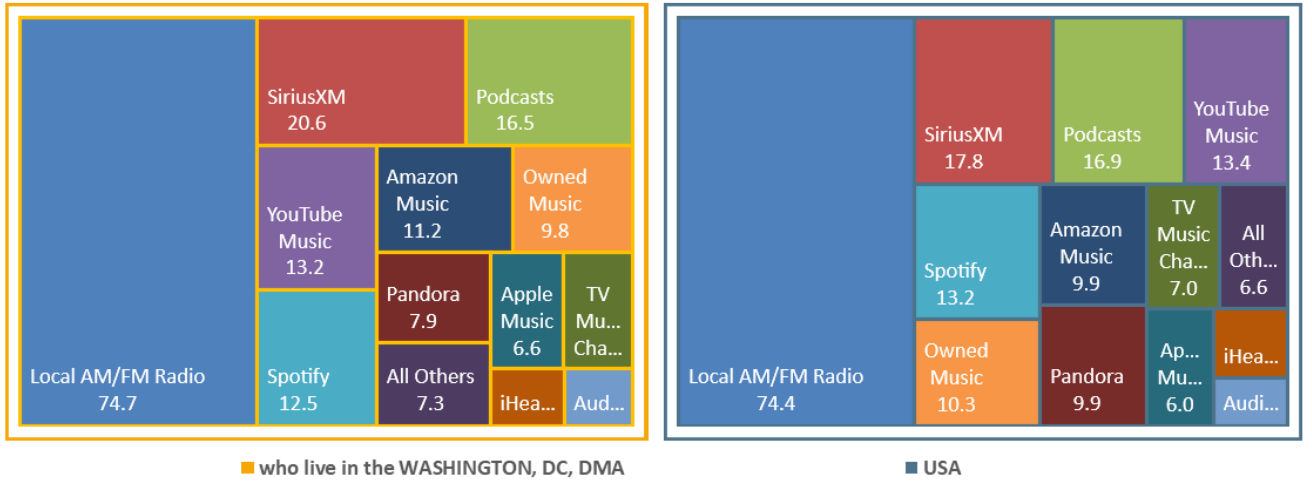
Washington, DC, DMA
P35+

3,231,031 or 80.8% of Adults 35 or older who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.

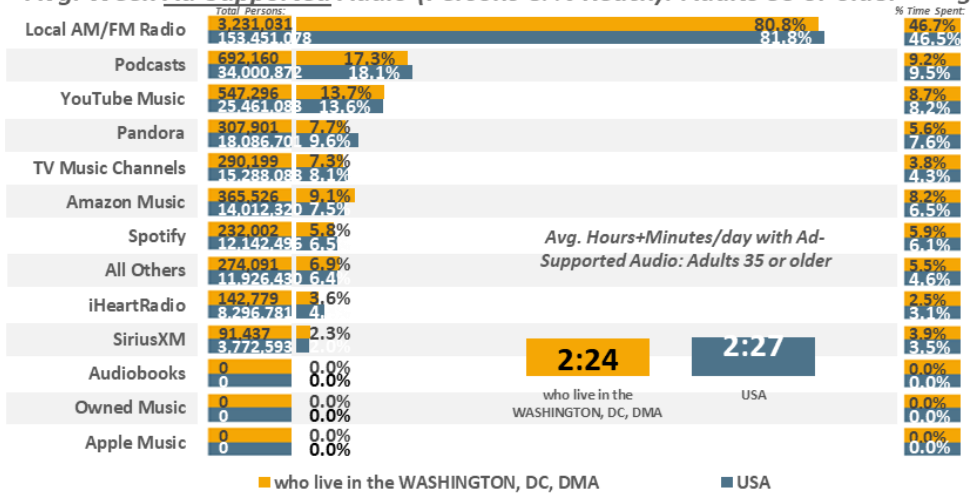
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



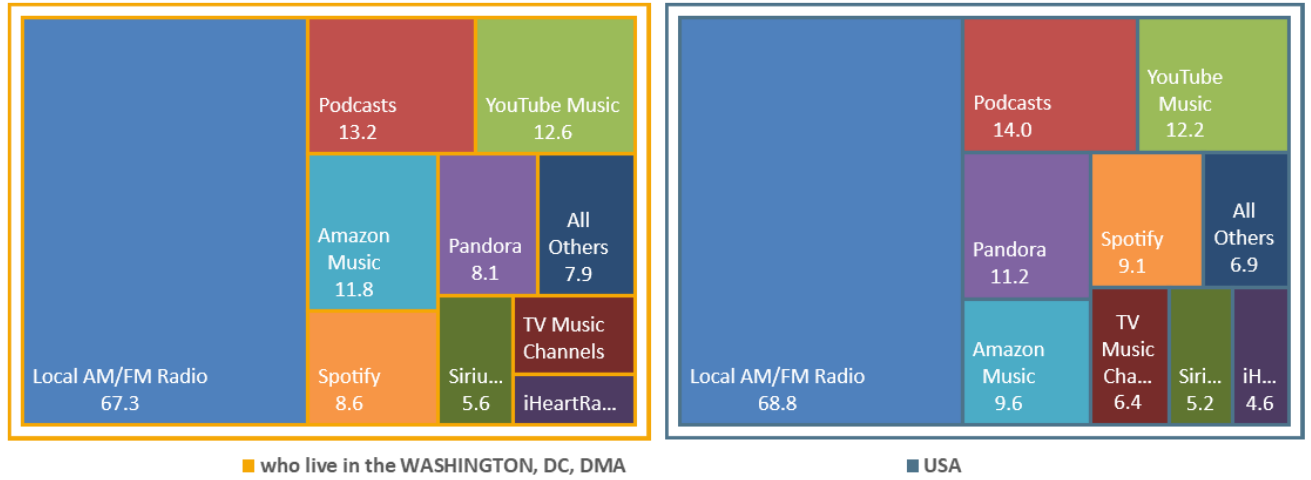
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

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Washington, DC, DMA

P18+

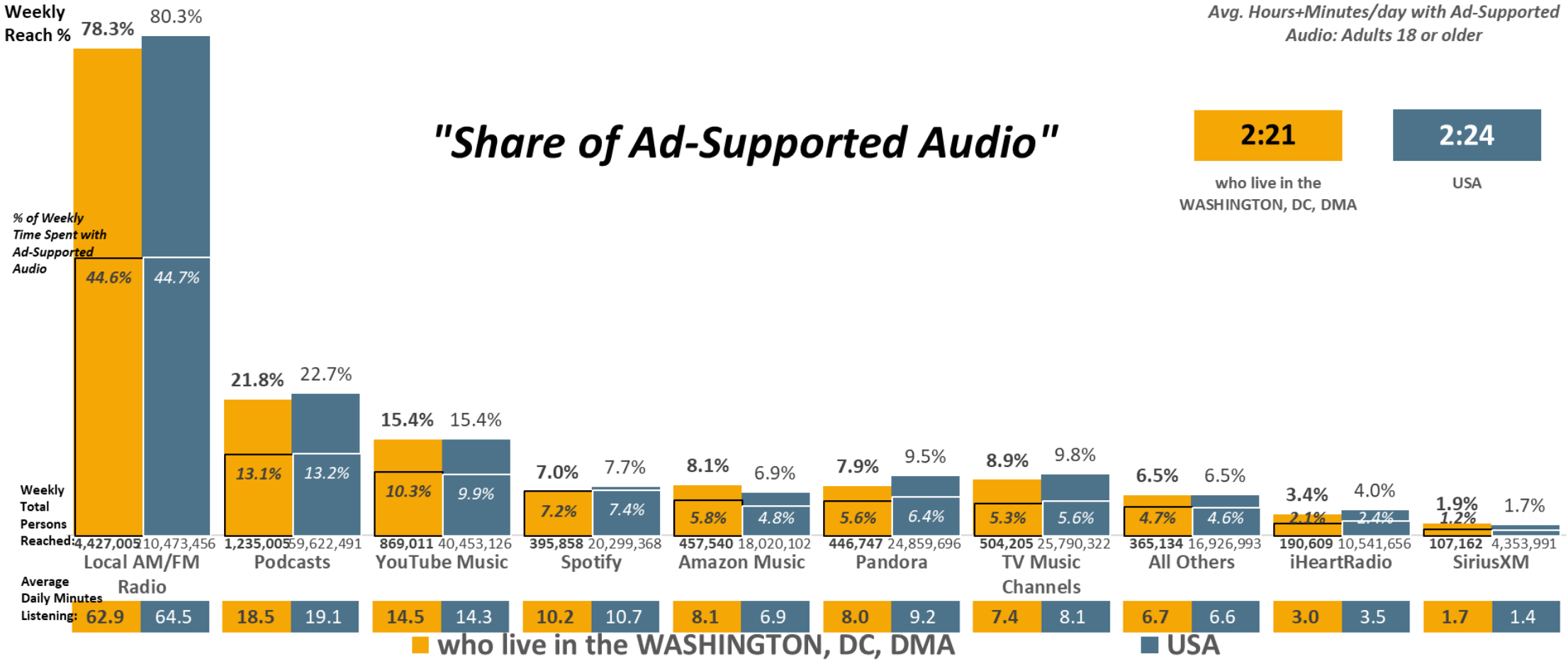
4,427,005 or 78.3% of Adults 18 or older who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:21 who live in the WASHINGTON, DC, DMA

2:24 USA



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

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Washington, DC, DMA

P25-64

3,119,459 or 80.1% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 40.1% 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

2:36 who live in the WASHINGTON, DC, DMA

2:46 USA

	Local AM/FM Radio	Podcasts	YouTube Music	All Others	Spotify	Amazon Music	TV Music Channels	Pandora	iHeartRadio	SiriusXM
Weekly Reach %	80.1% / 82.4%	25.1% / 26.6%	17.1% / 17.5%	7.4% / 6.9%	8.0% / 8.9%	9.2% / 7.5%	10.4% / 11.4%	8.5% / 10.9%	3.7% / 4.6%	2.0% / 1.6%
% of Weekly Time Spent with Ad-Supported Audio	40.1% / 40.0%	13.9% / 14.2%	10.0% / 9.8%	8.0% / 7.0%	7.0% / 7.2%	6.4% / 5.0%	5.8% / 5.9%	5.1% / 7.1%	2.0% / 2.4%	1.6%
Weekly Total Persons Reached:	3,119,459 / 41,575,602	975,777 / 45,707,954	667,468 / 30,054,516	288,817 / 11,871,265	309,994 / 15,376,345	357,888 / 12,822,847	406,623 / 19,590,699	330,211 / 18,780,013	144,216 / 7,863,160	77,034 / 2,824,753
Average Daily Minutes Listening:	62.8 / 66.7	21.7 / 23.6	15.7 / 16.4	12.6 / 11.8	11.0 / 12.0	10.0 / 8.3	9.0 / 9.8	8.0 / 11.8	3.1 / 4.1	2.6 / 2.2

who live in the WASHINGTON, DC, DMA ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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Washington, DC, DMA

W25-64

1,607,169 or 80.8% of Women 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 42.2% 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

who live in the WASHINGTON, DC, DMA	USA
2:27	2:31

	Local AM/FM Radio	Podcasts	YouTube Music	Amazon Music	Spotify	Pandora	TV Music Channels	All Others	SiriusXM	iHeartRadio
Weekly Reach %	80.8% / 82.9%	22.2% / 23.7%	17.6% / 18.2%	10.0% / 8.0%	7.4% / 8.5%	9.1% / 12.0%	9.2% / 9.9%	5.5% / 5.3%	1.8% / 1.4%	2.9% / 4.3%
% of Weekly Time Spent with Ad-Supported Audio	42.2% / 41.3%	11.9% / 12.2%	11.8% / 11.5%	8.2% / 6.0%	7.0% / 7.4%	6.4% / 9.0%	4.9% / 4.8%	3.2% / 2.9%	2.9% / 2.6%	1.4% / 2.3%
Weekly Total Persons Reached:	1,607,169 / 71,598,186	442,324 / 20,453,909	350,269 / 15,723,288	199,080 / 6,898,382	147,571 / 7,379,332	181,057 / 10,362,625	182,123 / 8,545,493	108,414 / 4,569,457	35,221 / 1,220,521	58,160 / 3,724,025
Average Daily Minutes Listening:	62.5 / 62.6	17.6 / 18.4	17.4 / 17.5	12.1 / 9.1	10.4 / 11.2	9.5 / 13.7	7.3 / 7.3	4.7 / 4.3	4.3 / 3.9	2.1 / 3.6

who live in the WASHINGTON, DC, DMA | USA

USA | USA Projection | Scarborough R1 2024: Jan23-Apr24 | Qual Intab | 5,411

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

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Washington, DC, DMA

M25-64

1,512,658 or 79.4% of Men 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 39.1% 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

2:41	2:58
who live in the WASHINGTON, DC, DMA	USA

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	All Others	TV Music Channels	Amazon Music	Pandora	SiriusXM	iHeartRadio
Weekly Reach %	79.4% / 81.9%	28.1% / 29.6%	16.6% / 16.8%	8.5% / 9.4%	9.5% / 8.5%	11.9% / 13.1%	8.3% / 6.9%	7.8% / 9.8%	2.2% / 1.9%	4.5% / 4.8%
% of Weekly Time Spent with Ad-Supported Audio	39.1% / 39.8%	16.2% / 16.5%	8.8% / 8.6%	7.2% / 7.2%	6.9% / 5.5%	6.9% / 7.3%	5.1% / 4.2%	4.1% / 5.6%	3.0% / 2.6%	2.7% / 2.6%
Weekly Total Persons Reached:	1,512,658 / 69,977,711	534,796 / 25,341,662	317,199 / 14,331,228	162,423 / 7,997,013	180,403 / 7,301,808	227,230 / 11,194,374	158,808 / 5,924,465	149,154 / 8,417,388	41,813 / 1,604,233	86,056 / 4,139,136
Average Daily Minutes Listening:	63.2 / 70.9	26.1 / 29.4	14.2 / 15.3	11.6 / 12.9	11.2 / 9.9	11.1 / 13.0	8.3 / 7.5	6.7 / 10.0	4.8 / 4.6	4.4 / 4.6

who live in the WASHINGTON, DC, DMA | USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

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Washington, DC, DMA

P35+

3,231,031 or 80.8% of Adults 35 or older who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 46.7% 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

2:24	2:27
who live in the WASHINGTON, DC, DMA	USA

	Local AM/FM Radio	Podcasts	YouTube Music	Amazon Music	Spotify	Pandora	All Others	SiriusXM	TV Music Channels	iHeartRadio
Weekly Reach %	80.8% / 81.8%	17.3% / 18.1%	13.7% / 13.6%	9.1% / 7.5%	5.8% / 6.5%	7.7% / 9.6%	6.9% / 6.4%	2.3% / 2.0%	7.3% / 8.1%	3.6% / 4.4%
% of Weekly Time Spent with Ad-Supported Audio	46.7% / 46.5%	9.2% / 9.5%	8.7% / 8.2%	8.2% / 6.5%	5.9% / 6.1%	5.6% / 7.6%	5.5% / 4.6%	3.9% / 3.5%	3.8% / 4.3%	2.5% / 3.1%
Weekly Total Persons Reached:	3,231,031 / 153,451,078	692,160 / 34,000,872	547,296 / 25,461,083	365,526 / 14,012,320	232,002 / 12,142,496	307,901 / 18,086,701	274,091 / 11,926,430	91,437 / 3,772,593	290,199 / 15,288,088	142,779 / 8,296,781
Average Daily Minutes Listening:	67.3 / 68.8	13.2 / 14.0	12.6 / 12.2	11.8 / 9.6	8.6 / 9.1	8.1 / 11.2	7.9 / 6.9	5.6 / 5.2	5.5 / 6.4	3.6 / 4.6

who live in the WASHINGTON, DC, DMA | USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

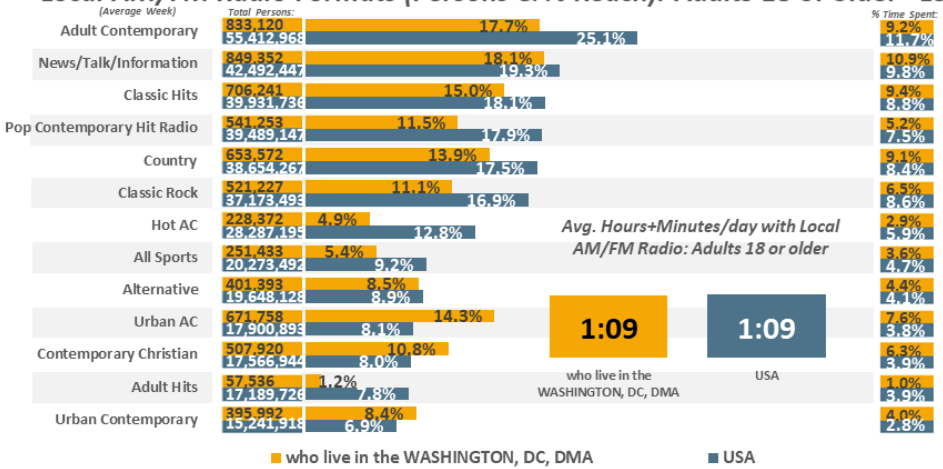
soefa.ai Share of Everything for Anything ©



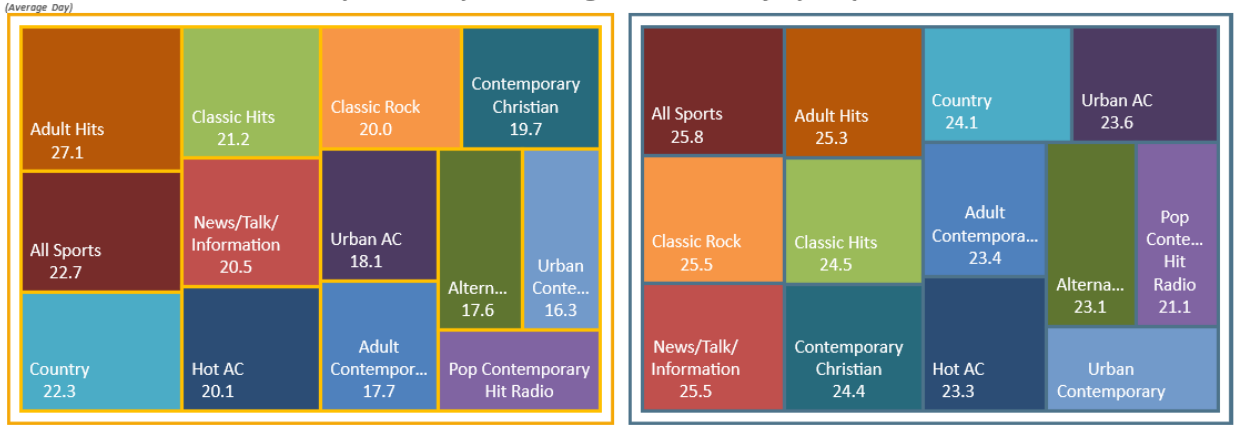
Washington, DC, DMA
P18+

4,427,005 or 78.3% of Adults 18 or older who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Urban AC, and Country.

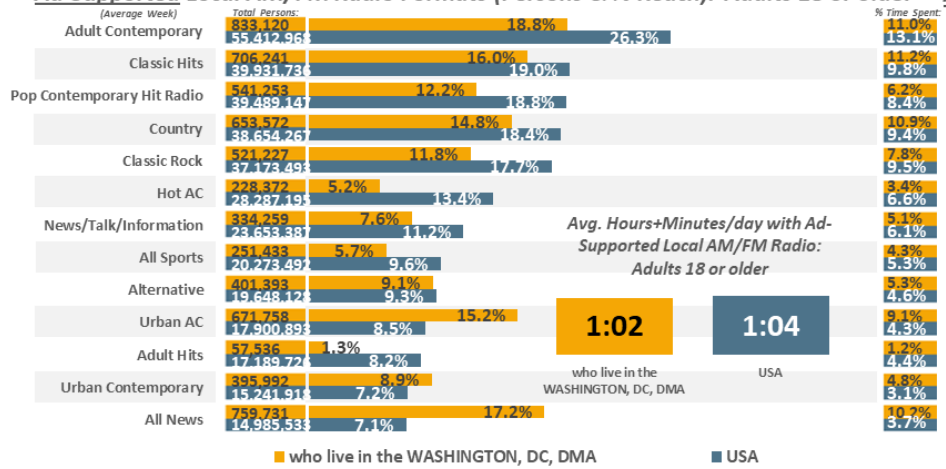
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



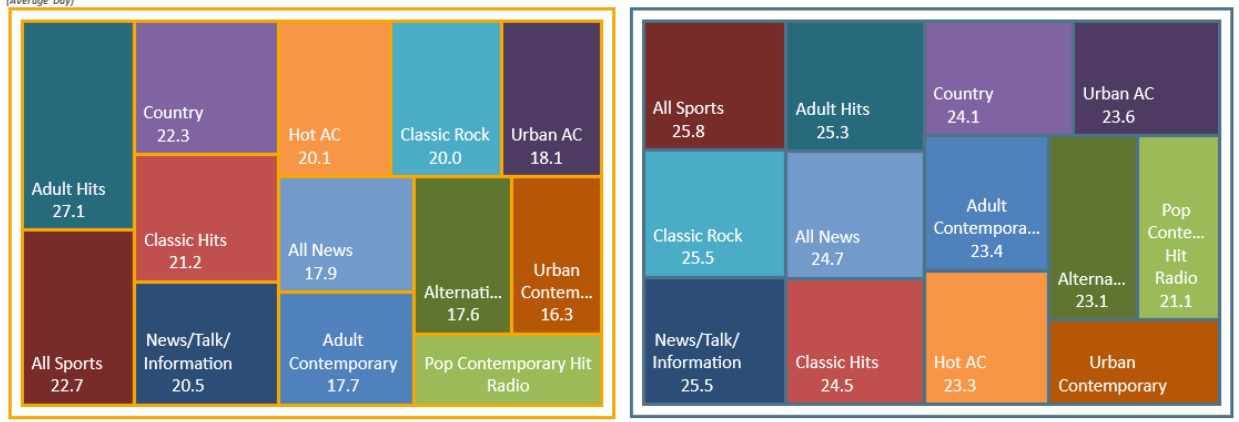
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

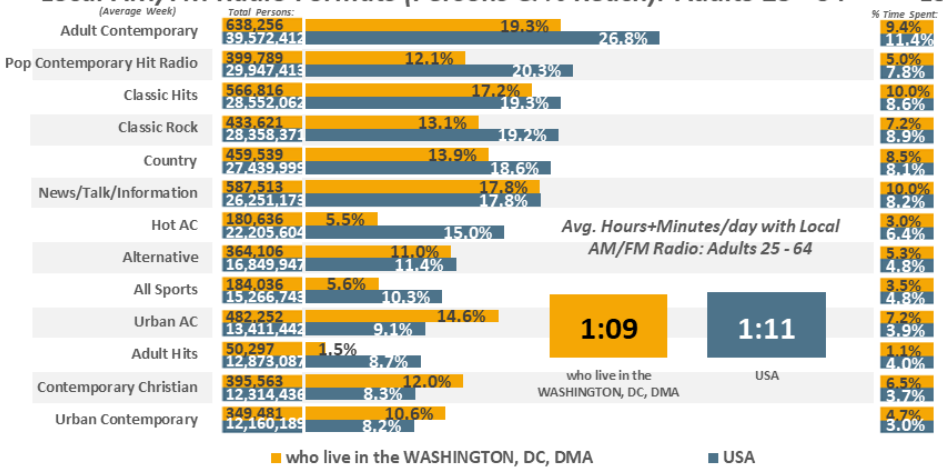
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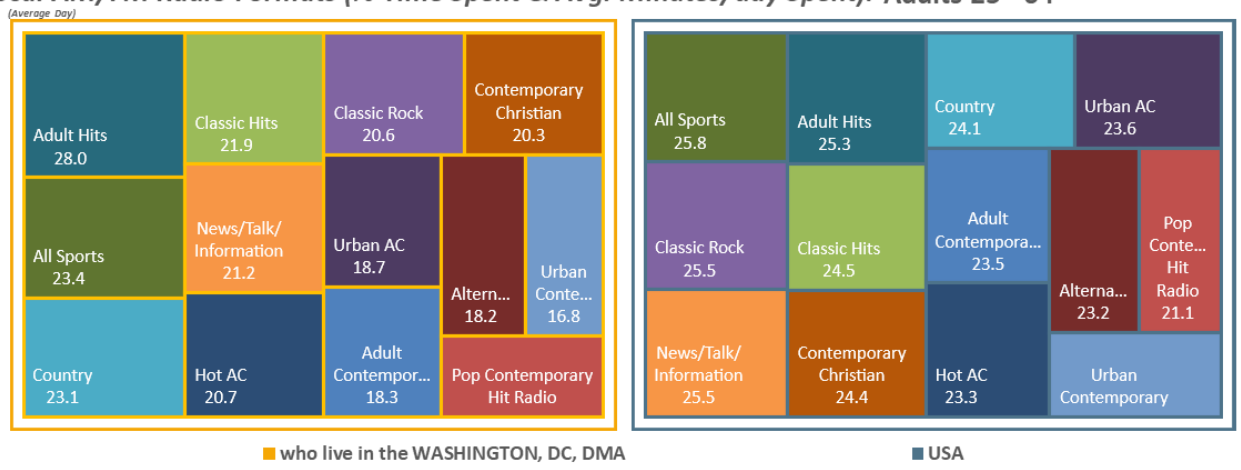
Washington, DC, DMA
P25-64

3,119,459 or 80.1% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Urban AC, and Country.

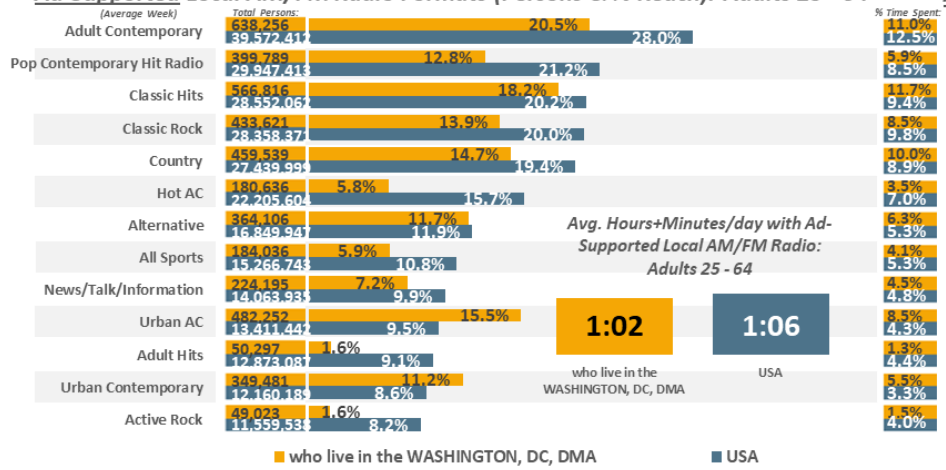
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



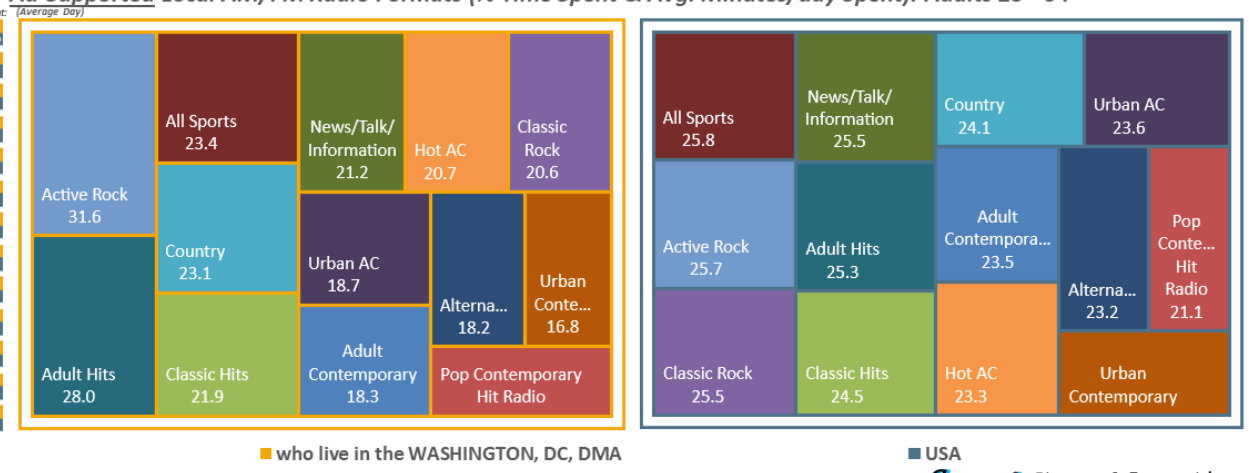
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

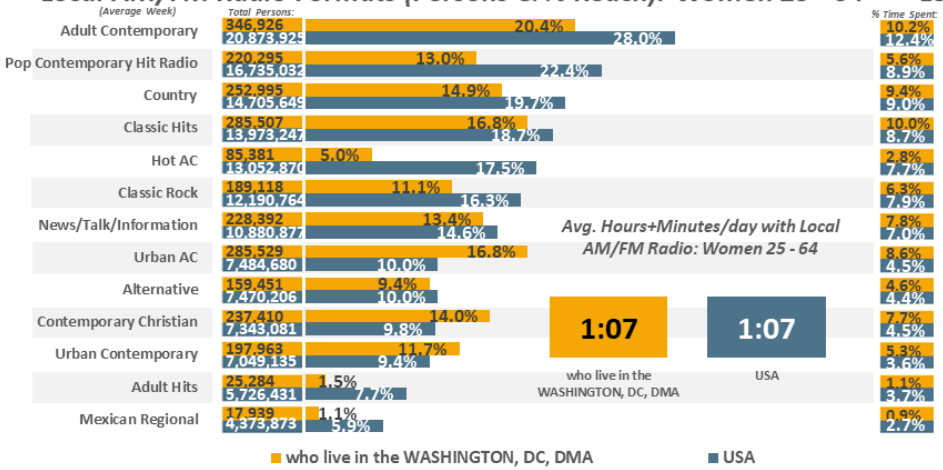
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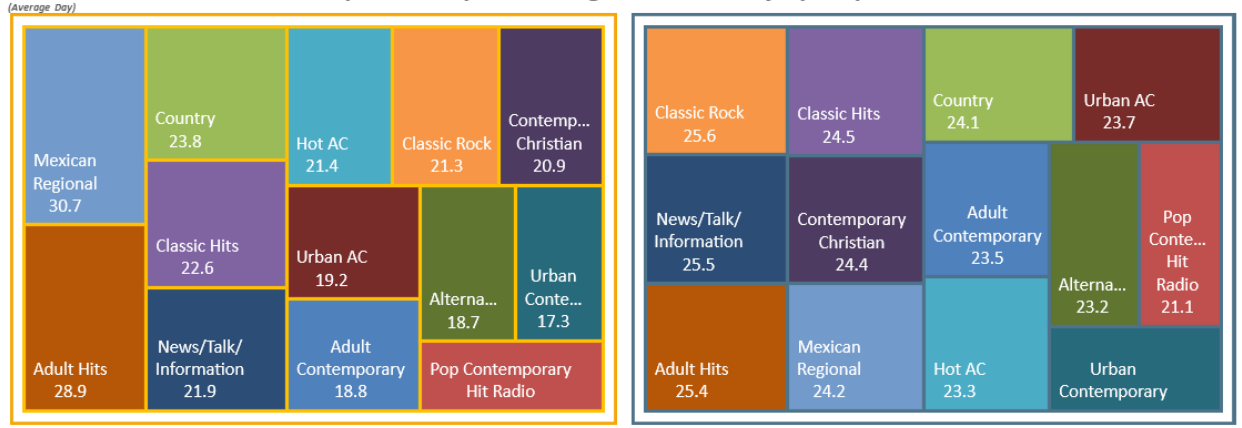
Washington, DC, DMA
W25-64

1,607,169 or 80.8% of Women 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Country, and All News.

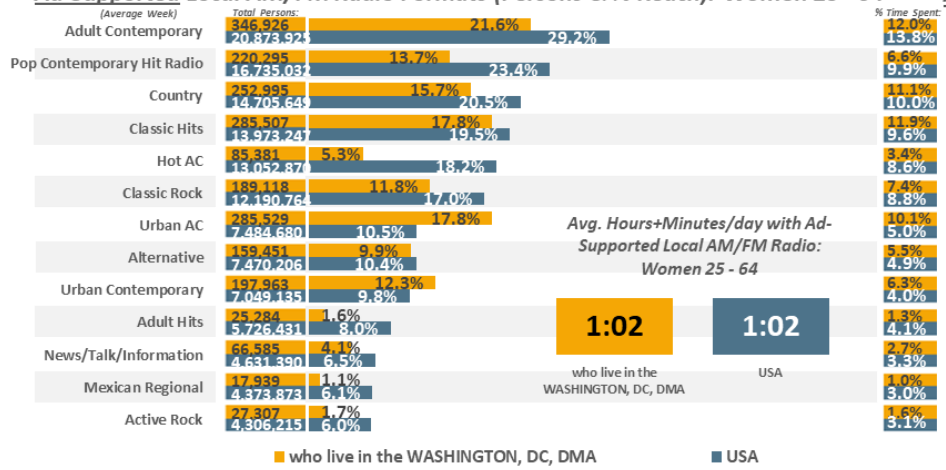
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



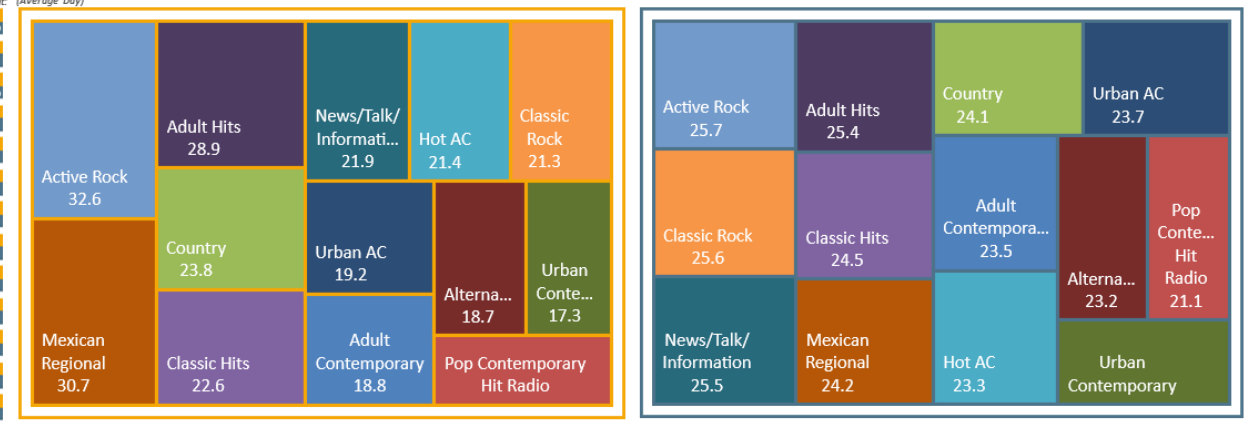
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

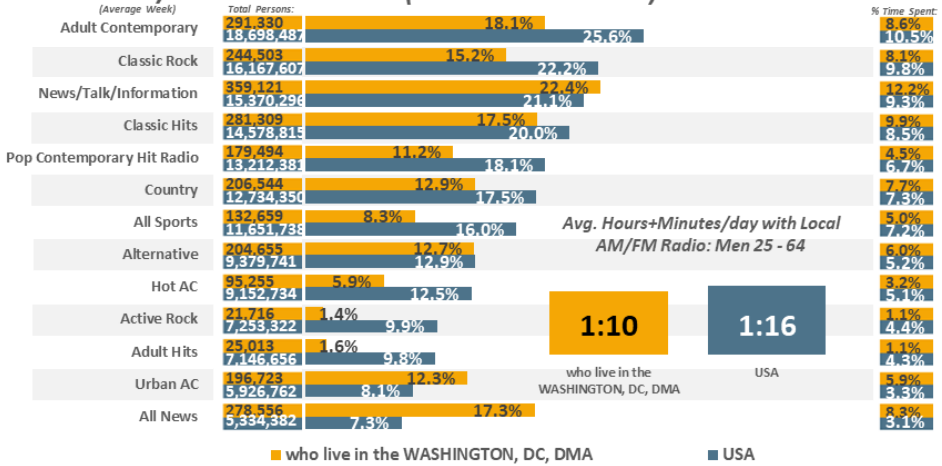
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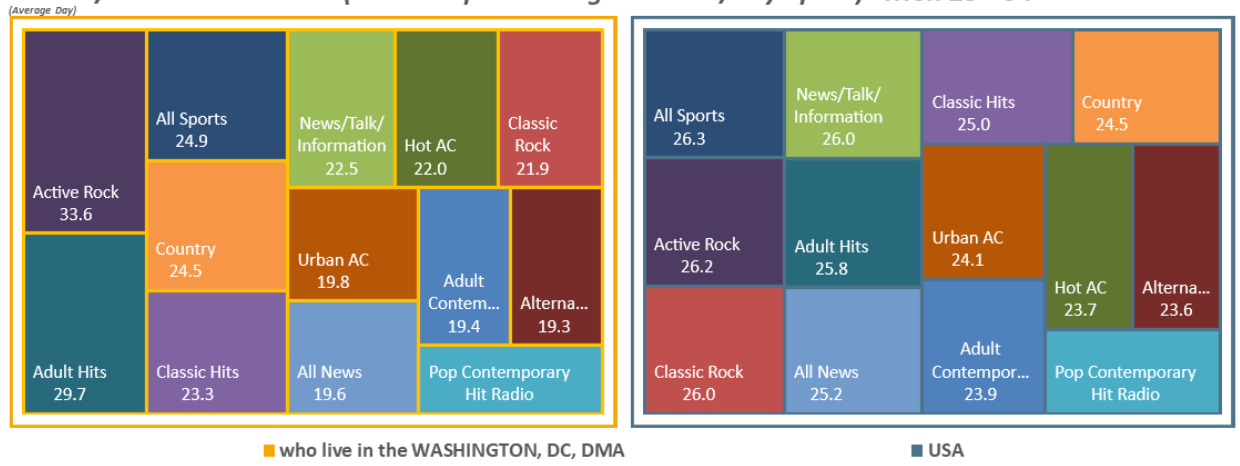
Washington, DC, DMA
M25-64

1,512,658 or 79.4% of Men 25 - 64 who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Classic Rock, and Country.

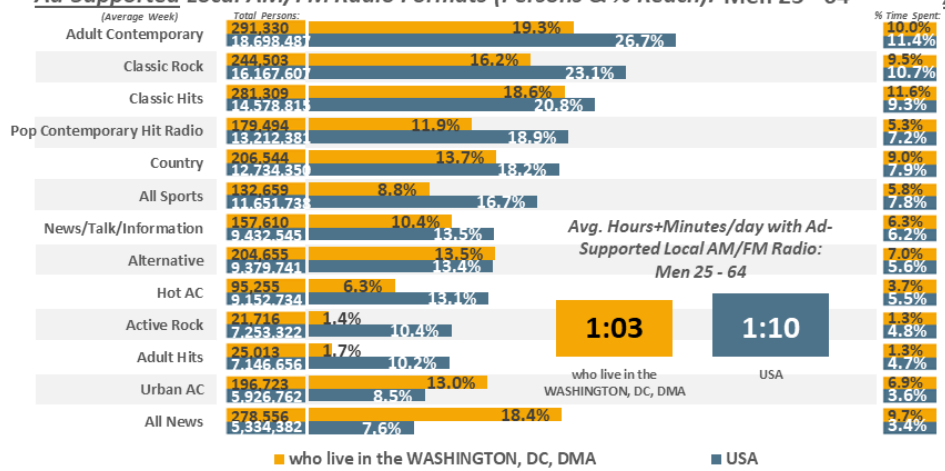
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



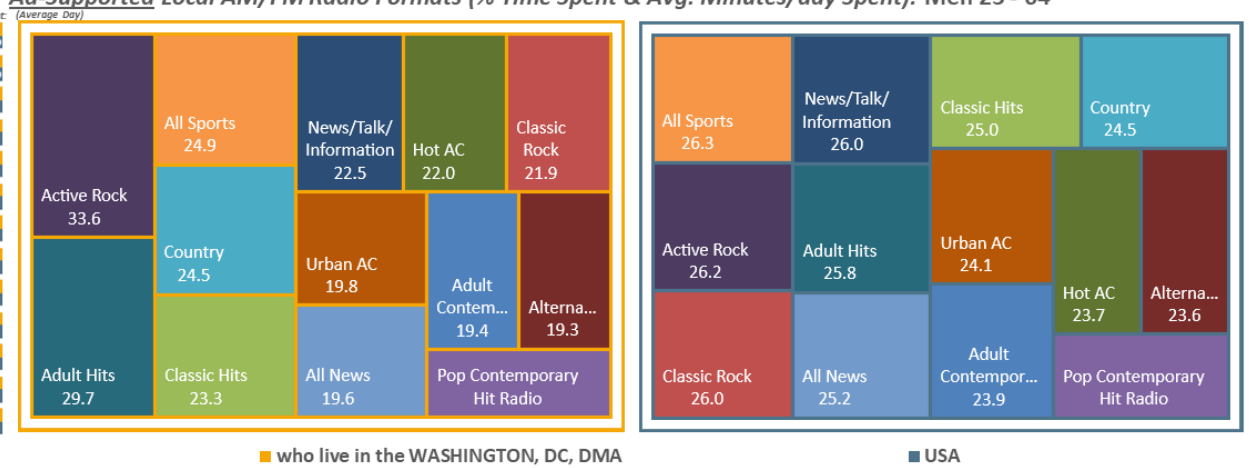
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

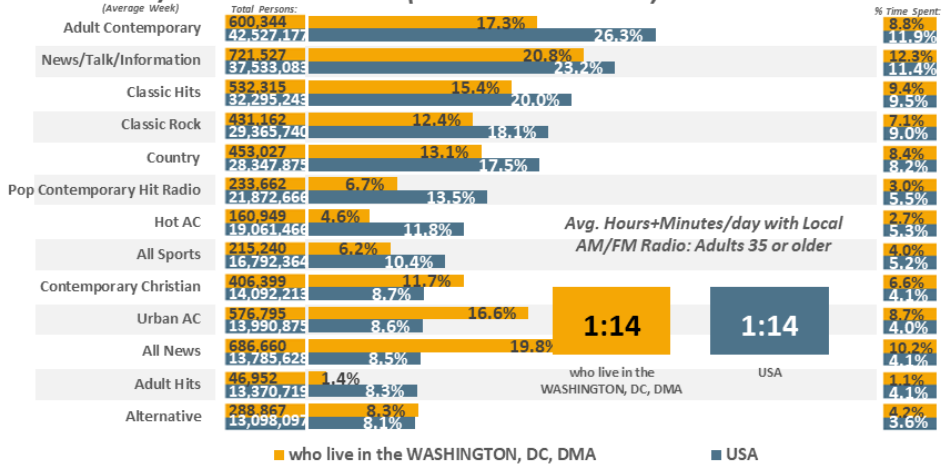
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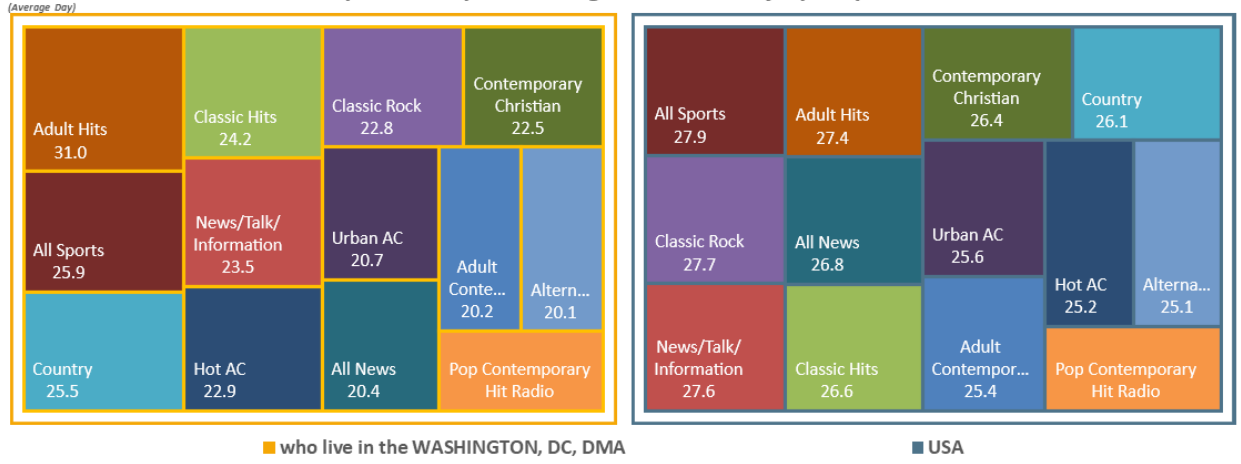
Washington, DC, DMA
P35+

3,231,031 or 80.8% of Adults 35 or older who live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Urban AC, Classic Hits, and Country.

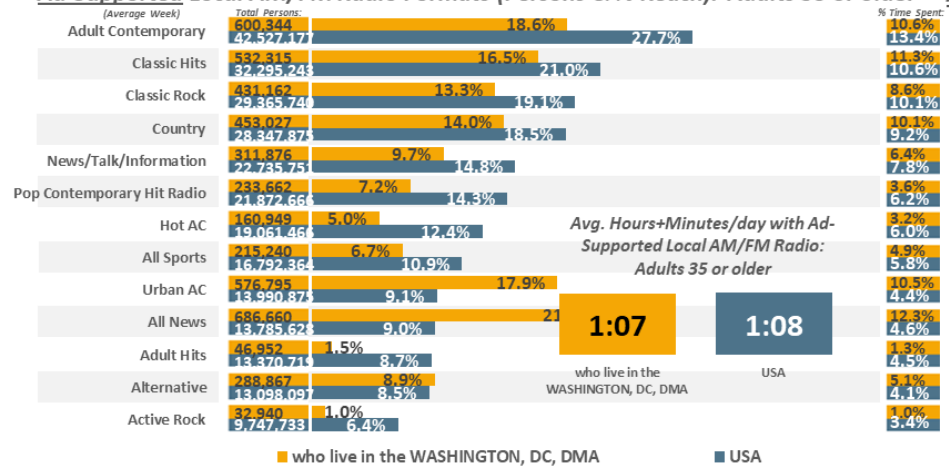
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



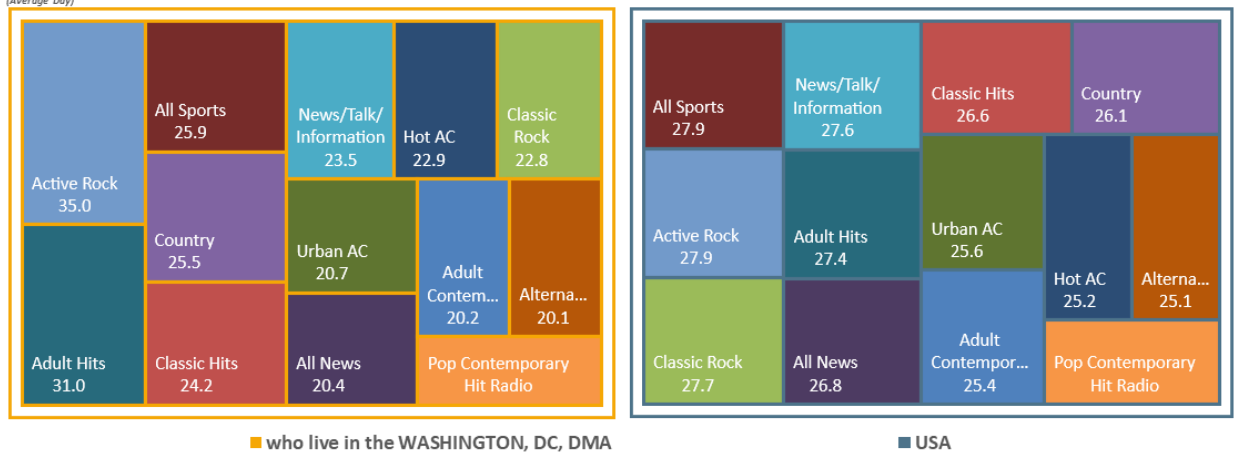
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

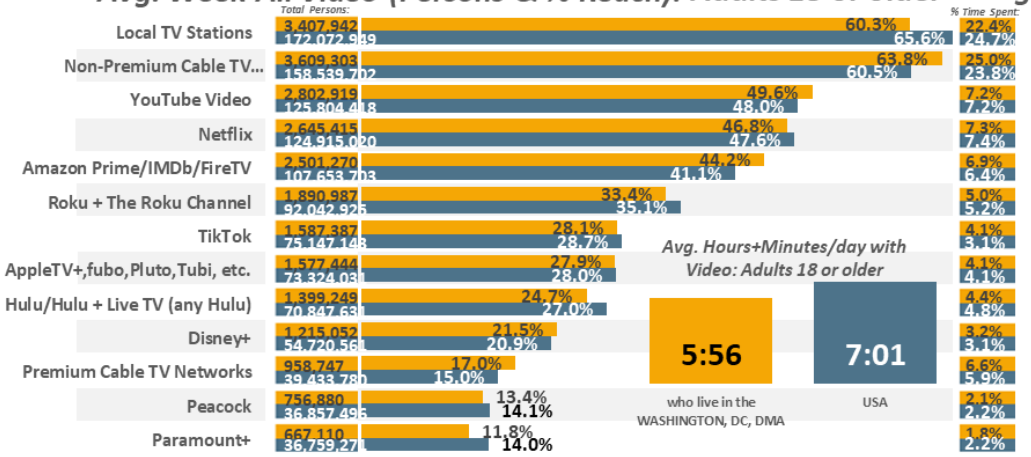
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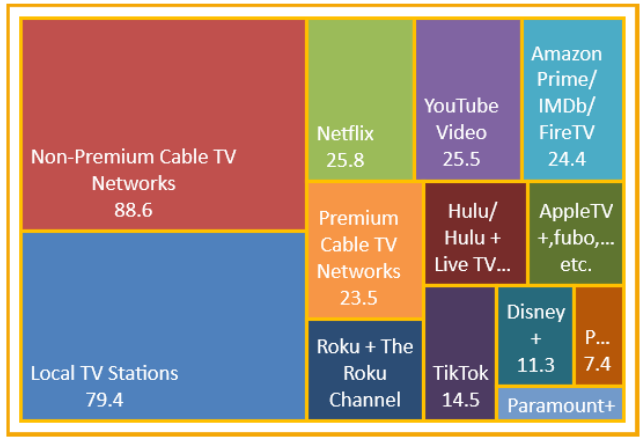
Washington, DC, DMA
P18+

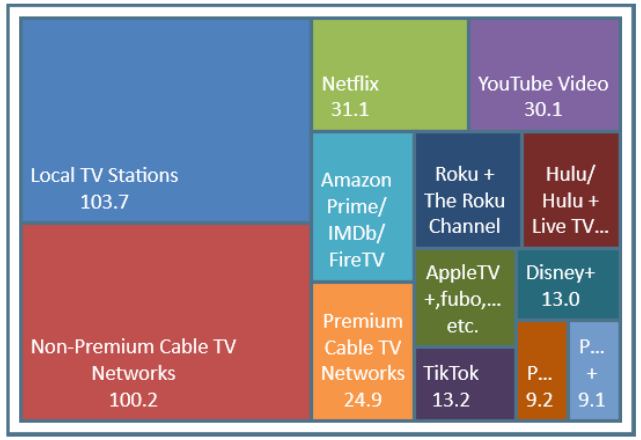
3,353,710 or 59.3% of Adults 18 or older who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 74.9 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

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

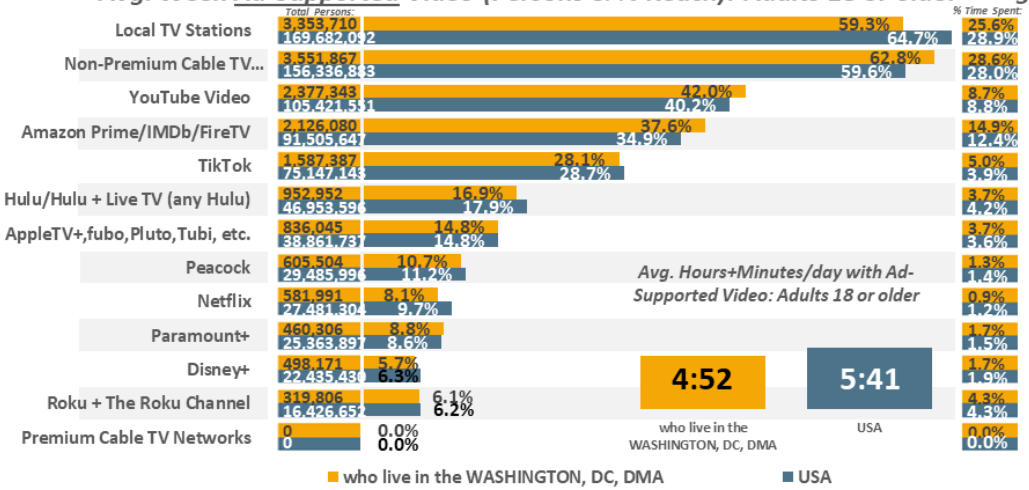


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

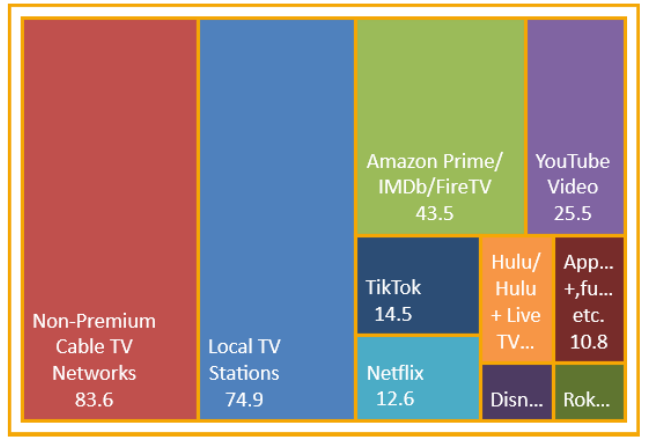


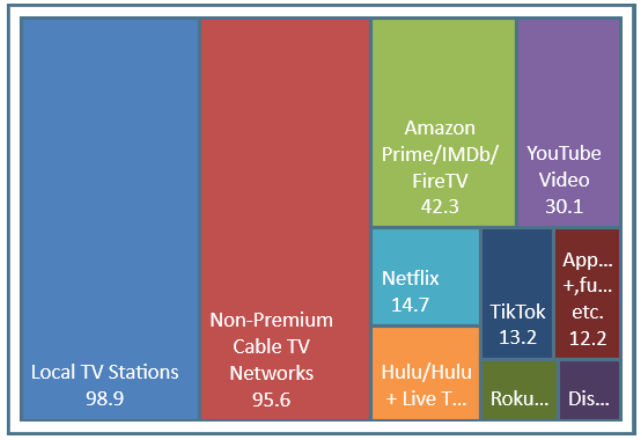


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

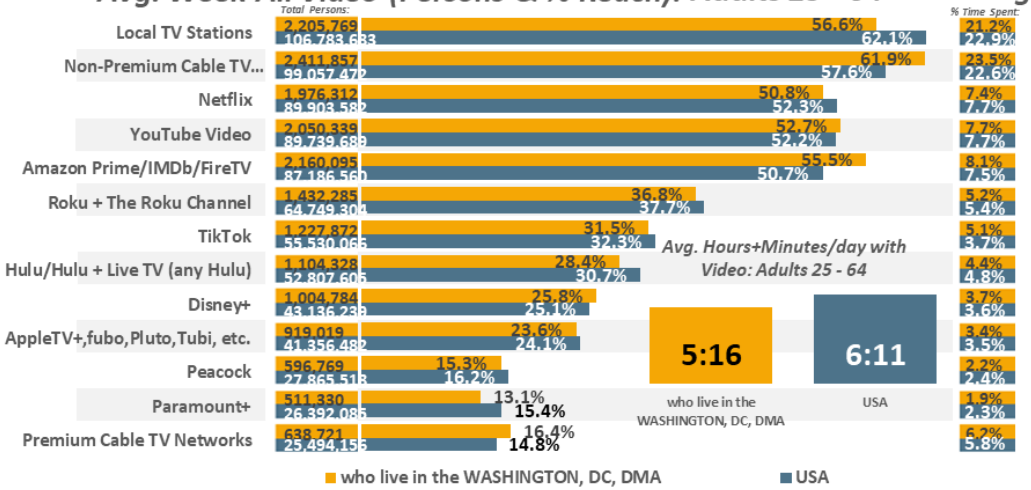
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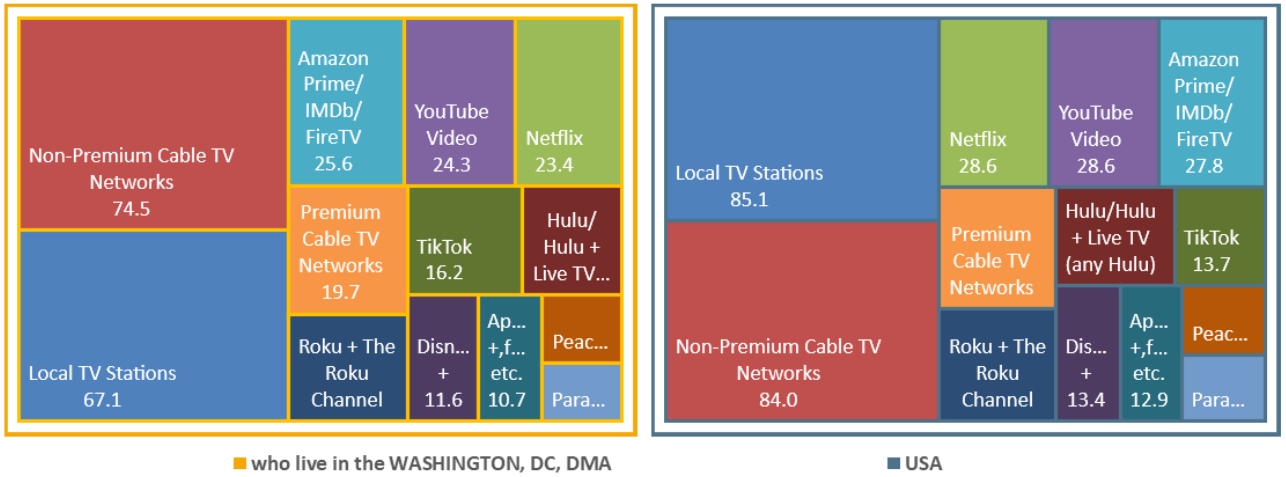
Washington, DC, DMA
P25-64

2,175,491 or 55.9% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 63.8 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

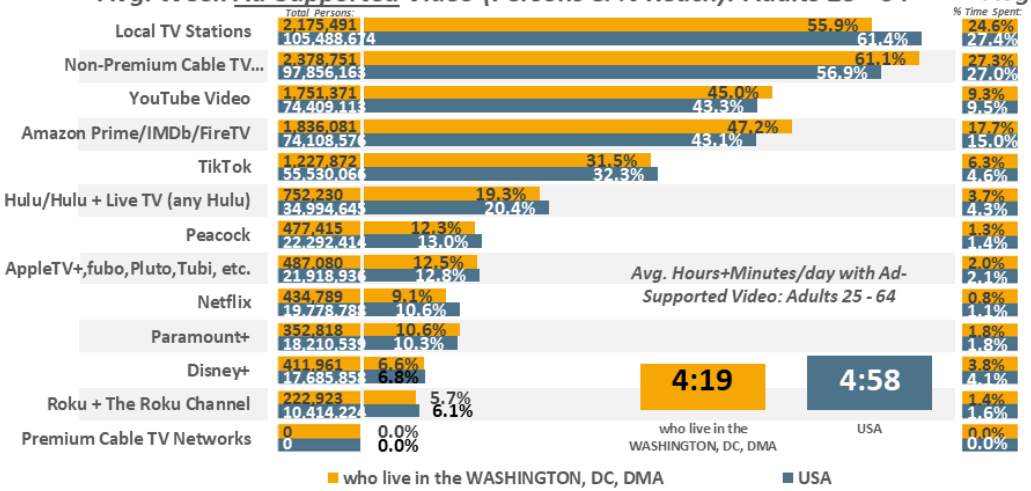
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



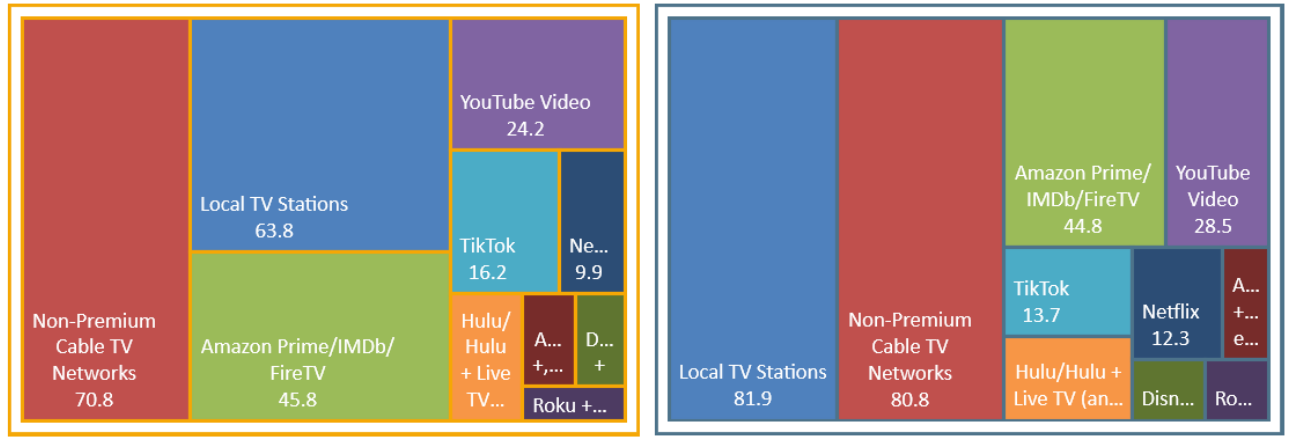
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

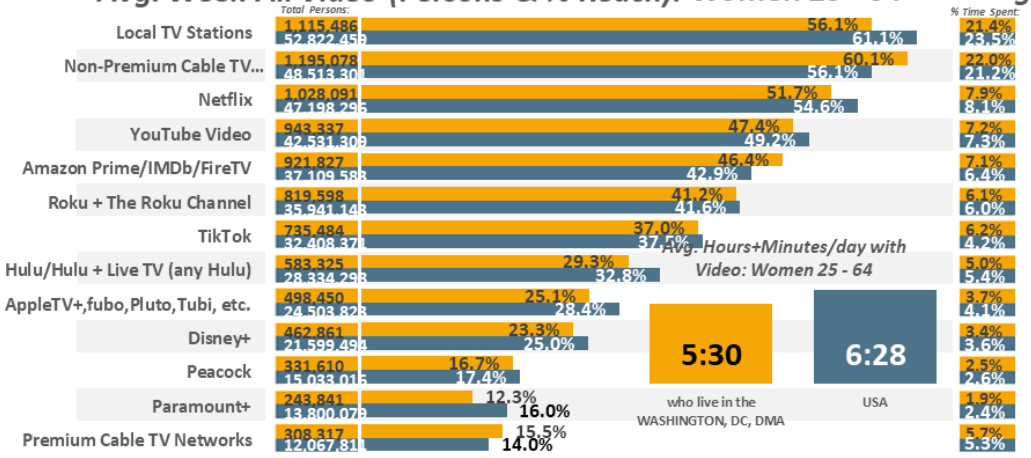
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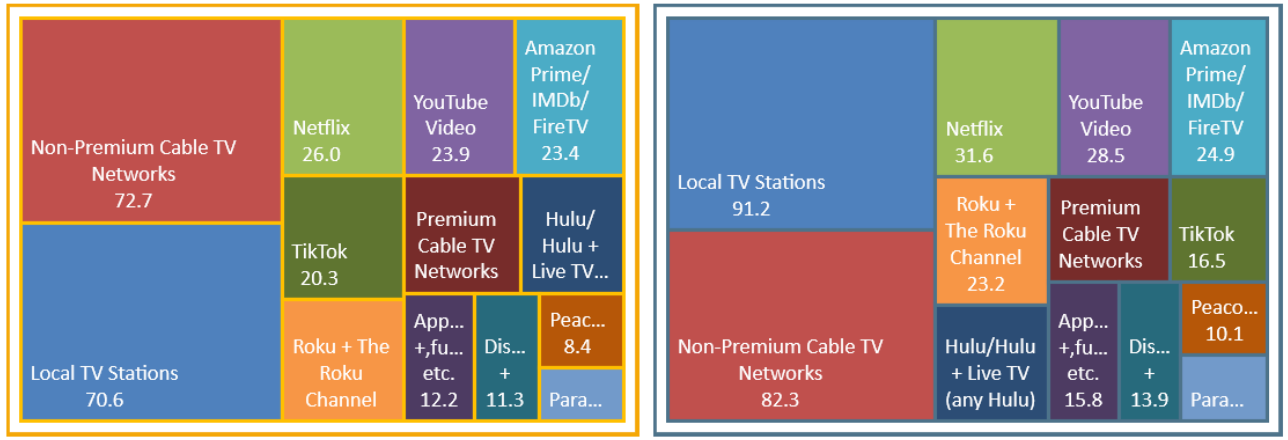
Washington, DC, DMA
W25-64

1,097,452 or 55.2% of Women 25 - 64 who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 67.2 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

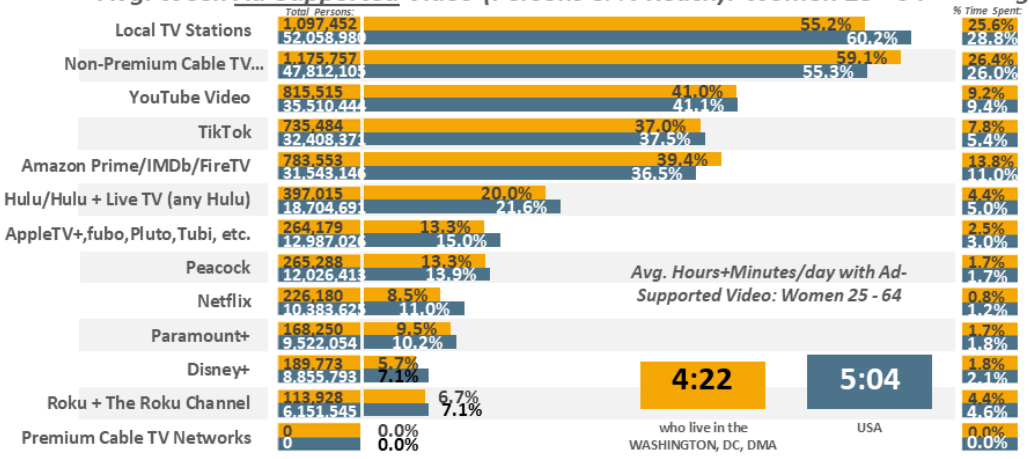
Avg. Week All Video (Persons & % Reach): Women 25 - 64



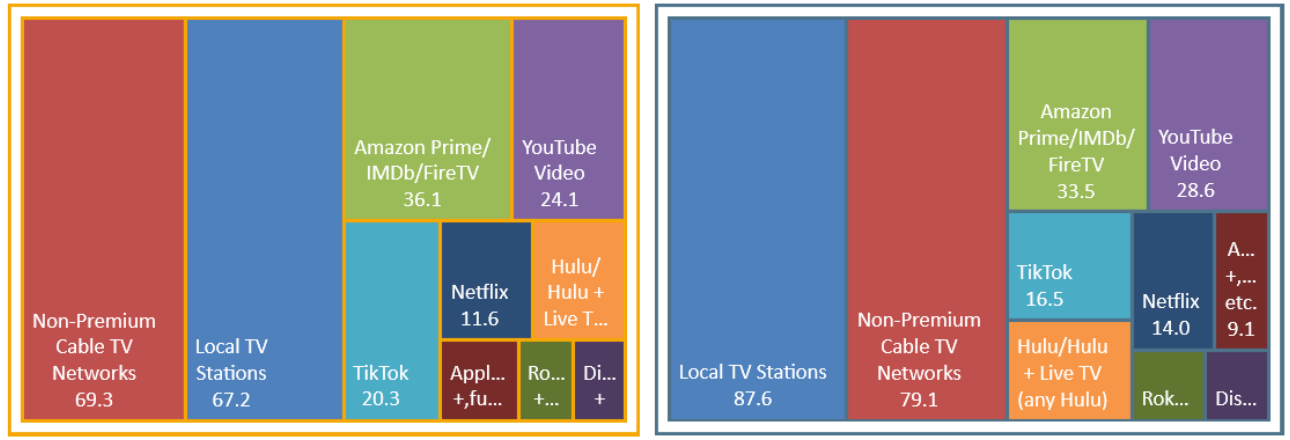
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

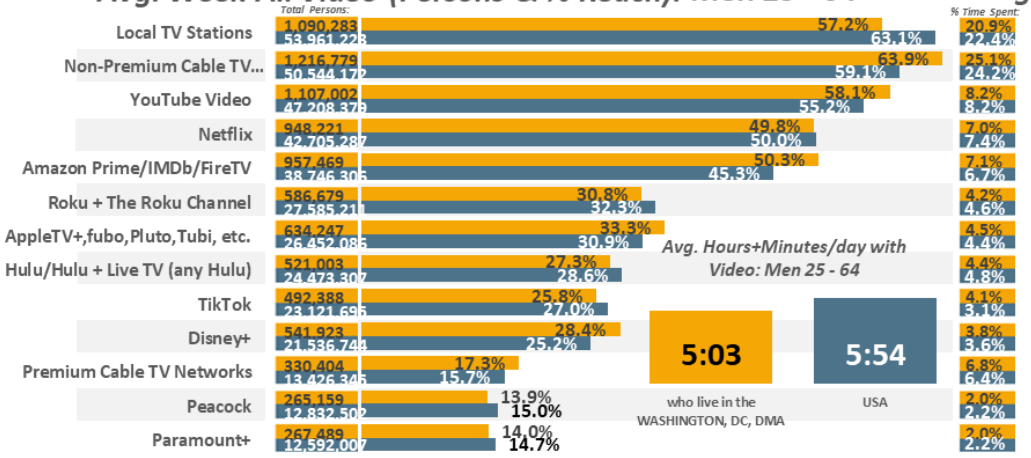
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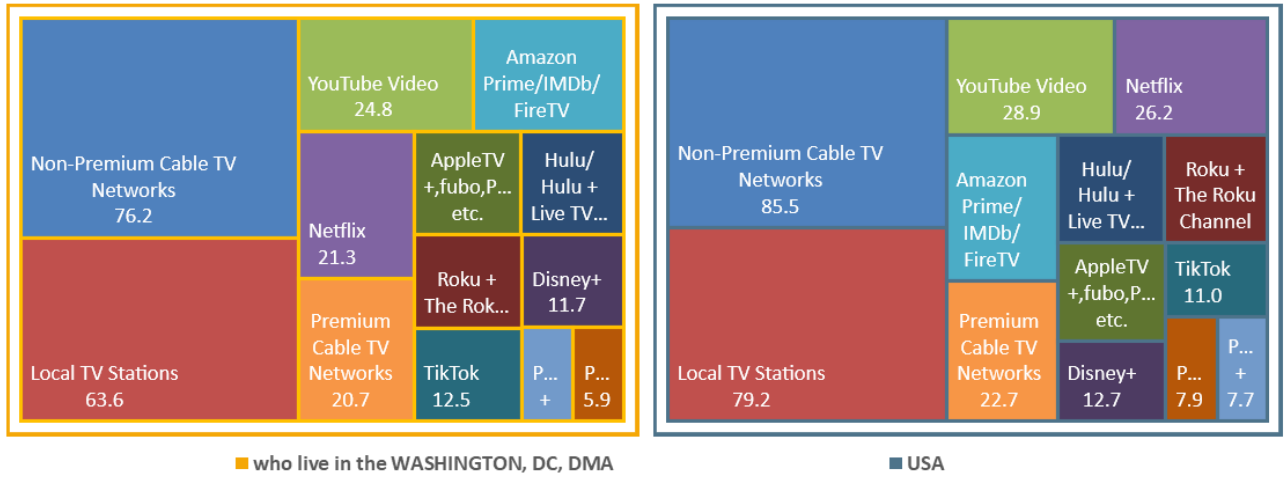
Washington, DC, DMA
M25-64

1,078,146 or 56.6% of Men 25 - 64 who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 60.3 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

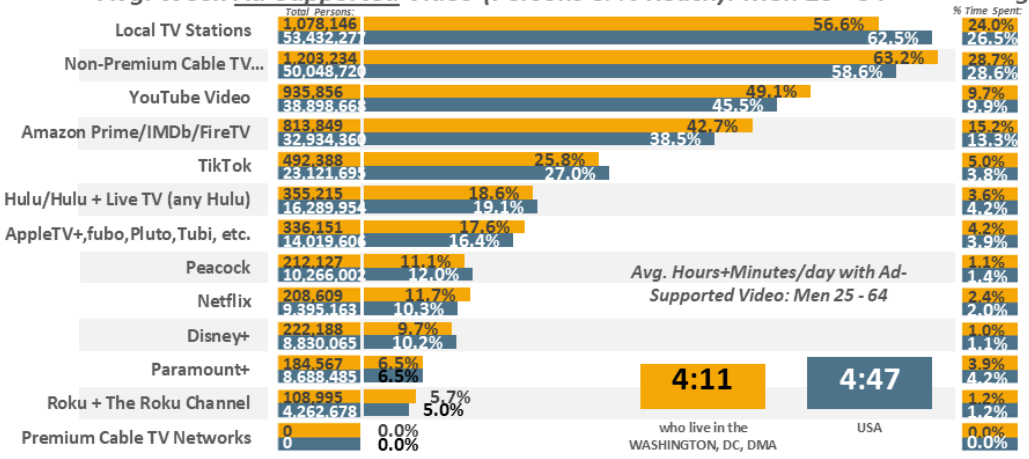
Avg. Week All Video (Persons & % Reach): Men 25 - 64



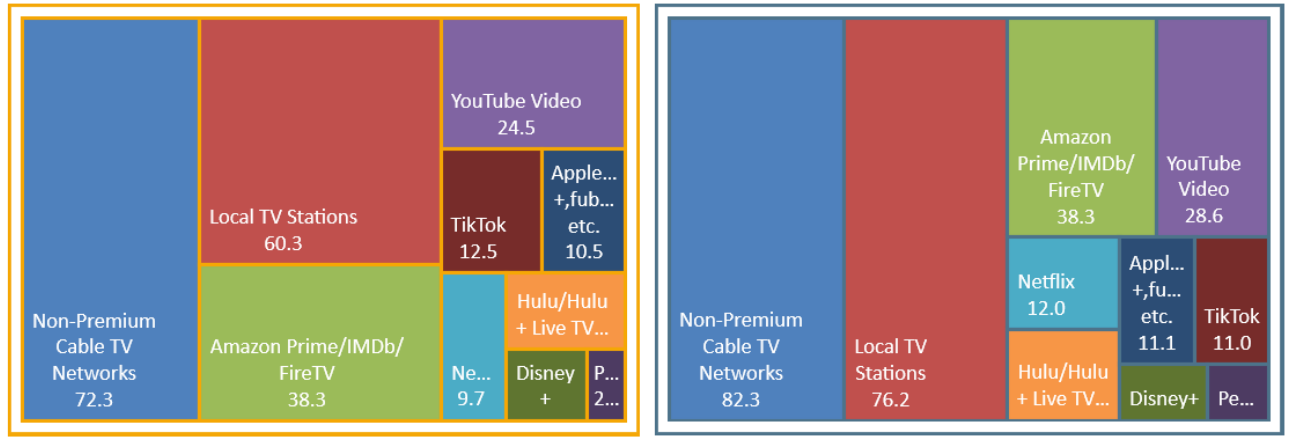
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

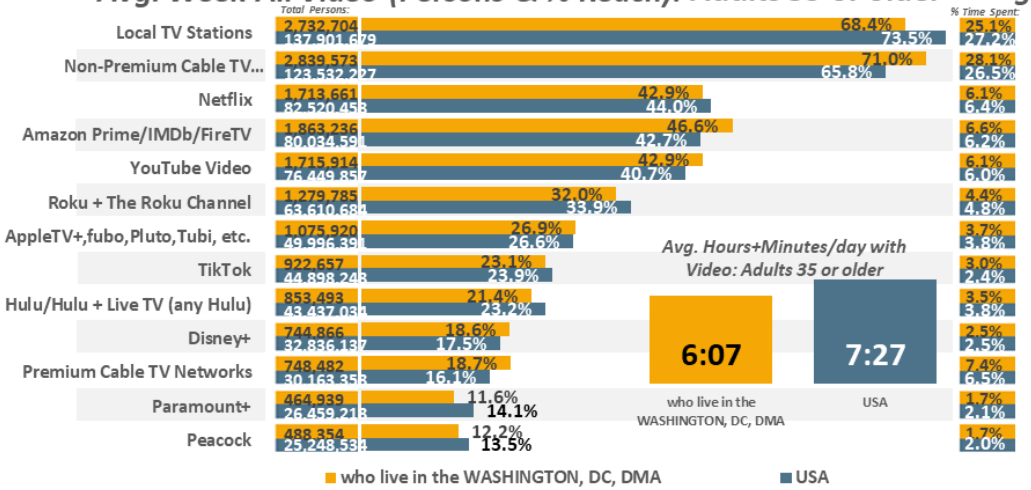
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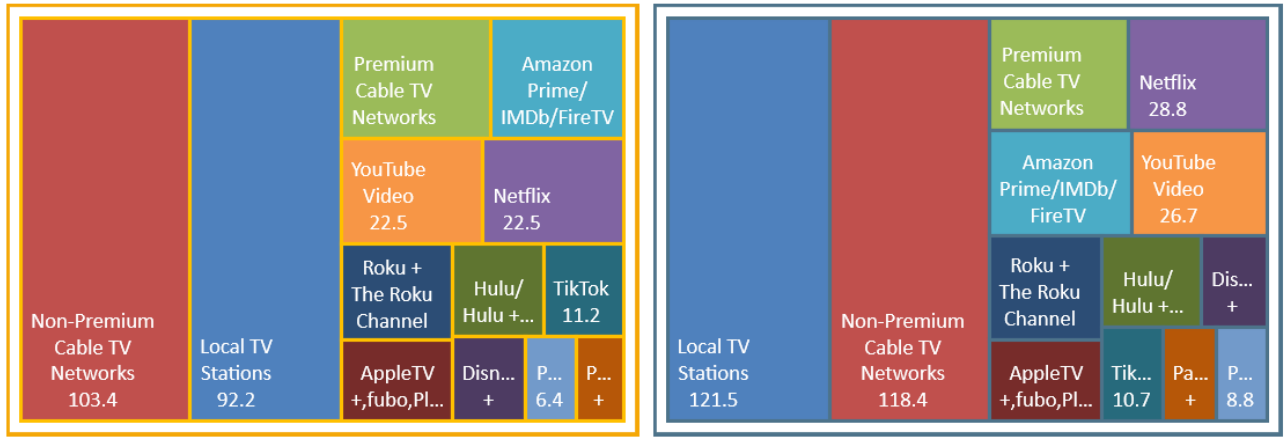
Washington, DC, DMA
P35+

2,677,219 or 67.% of Adults 35 or older who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 85.8 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

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

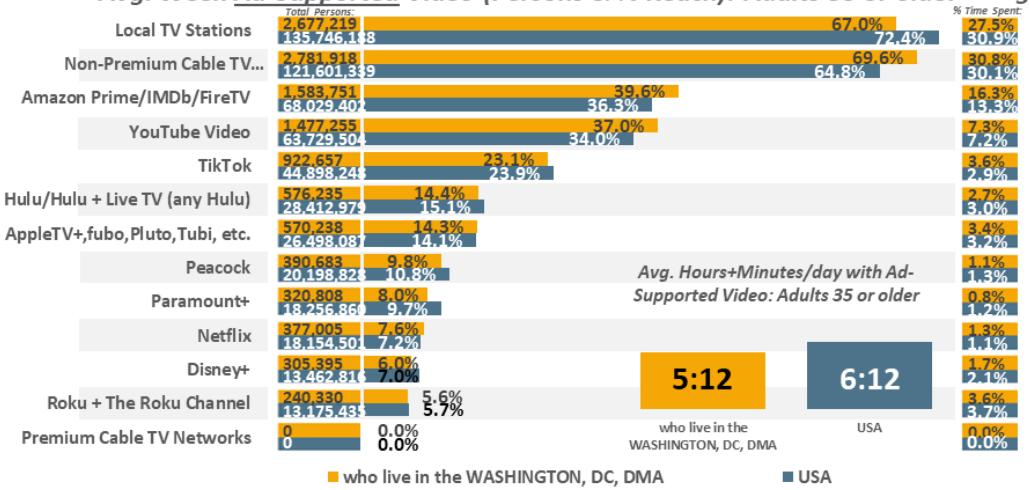


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

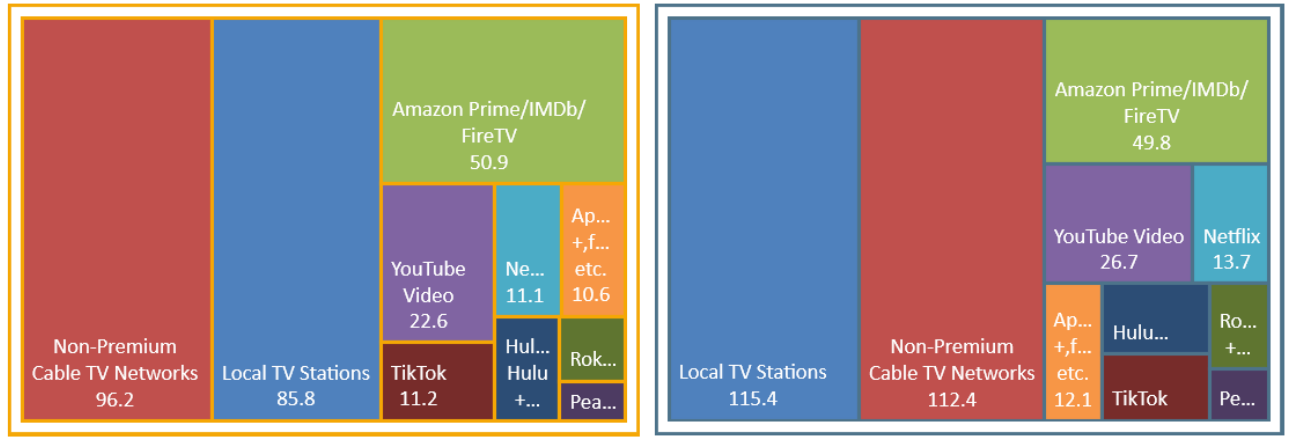


who live in the WASHINGTON, DC, DMA ■ USA

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



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



who live in the WASHINGTON, DC, DMA ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

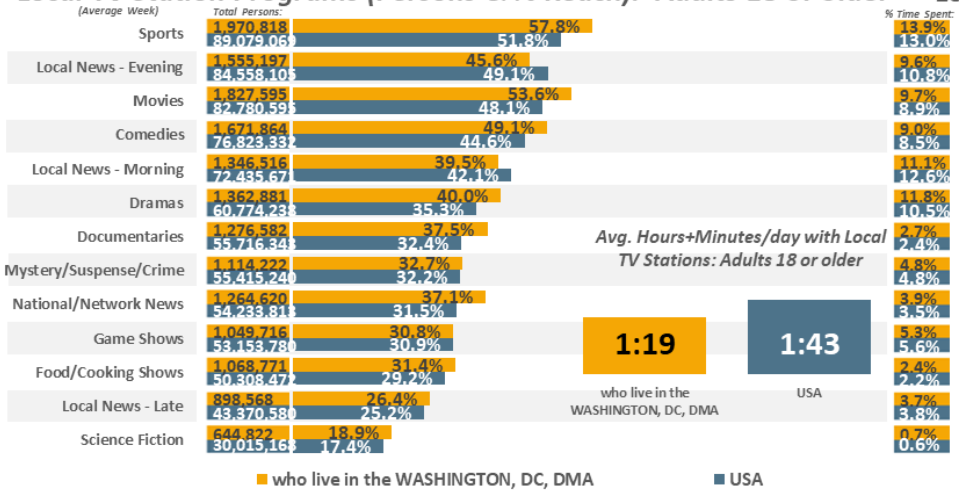
soefa.ai Share of Everything for Anything ©



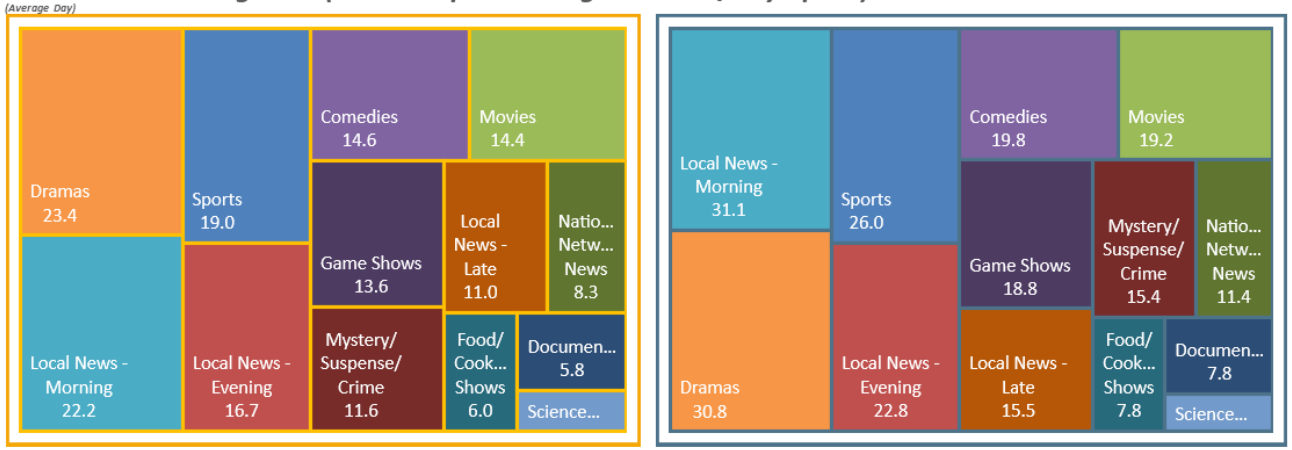
Washington, DC, DMA
P18+

3,353,710 or 59.3% of Adults 18 or older who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

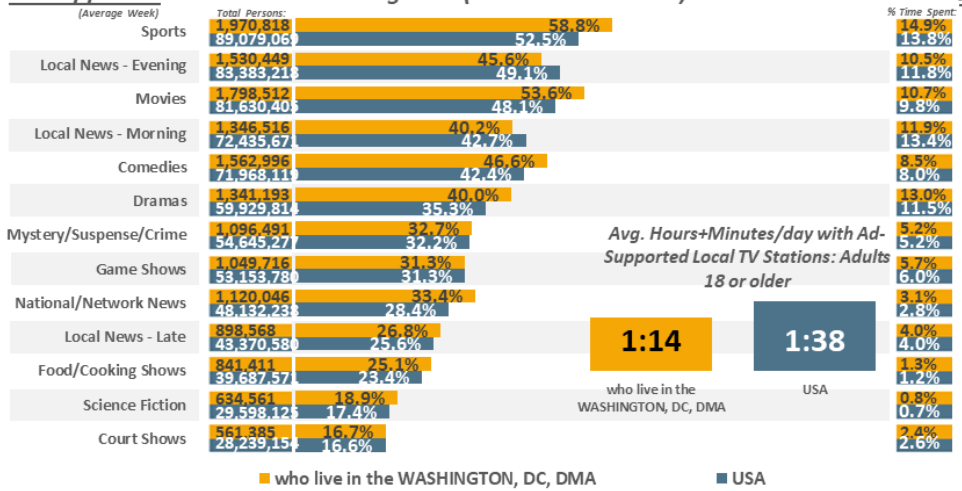
Local TV Station Programs (Persons & % Reach): Adults 18 or older



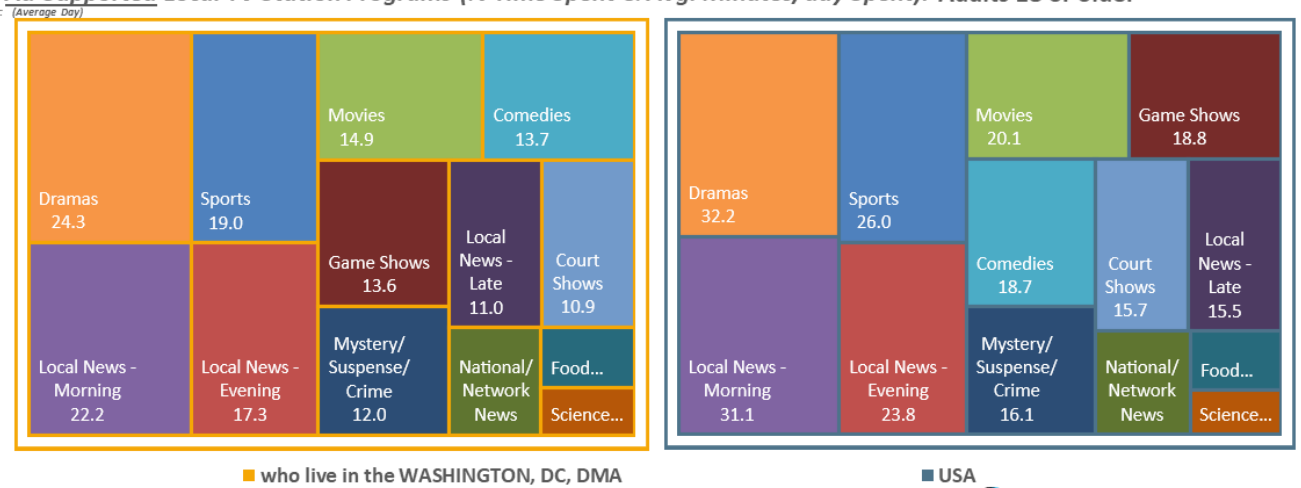
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

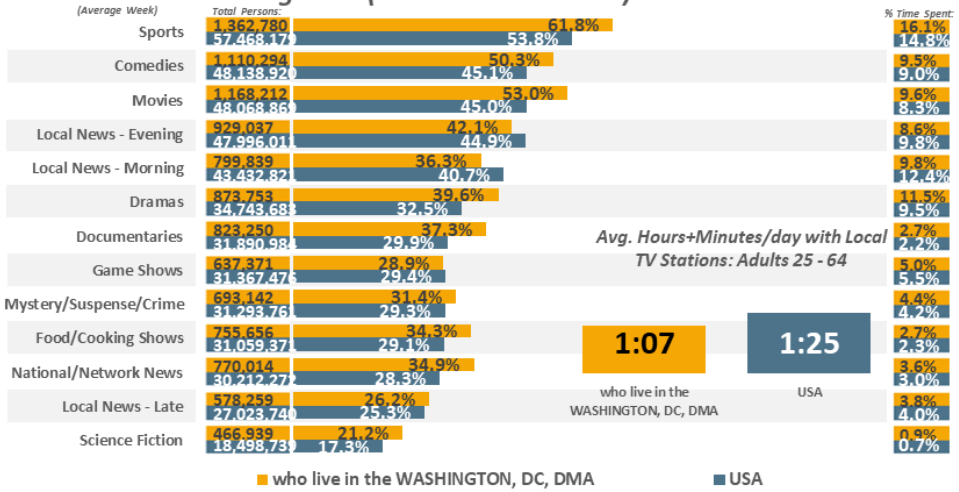
soefa.ai Share of Everything for Anything ©



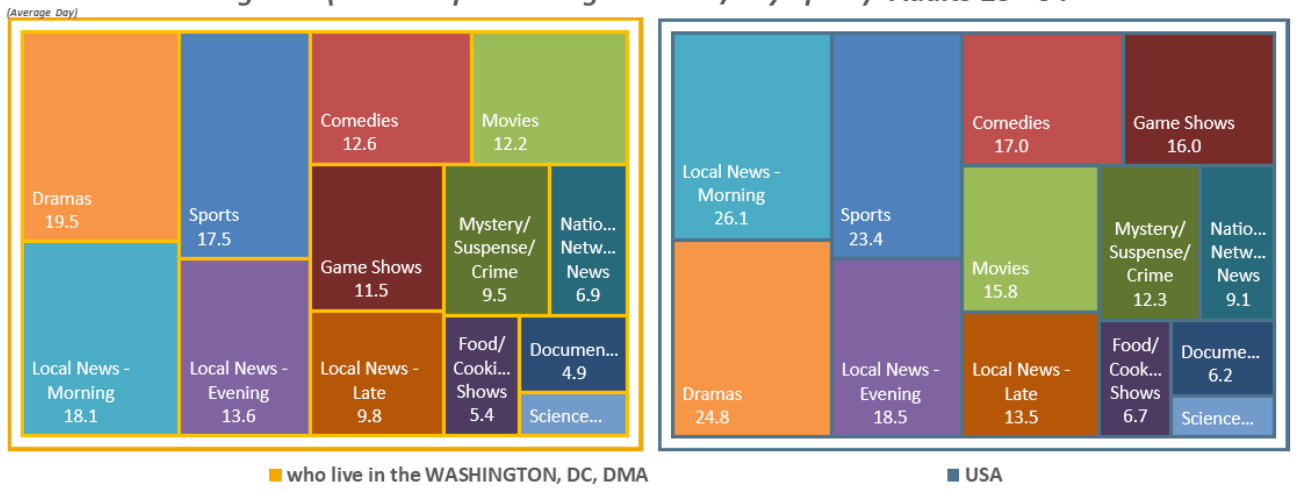
Washington, DC, DMA
P25-64

2,175,491 or 55.9% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Dramas, and Local News - Morning.

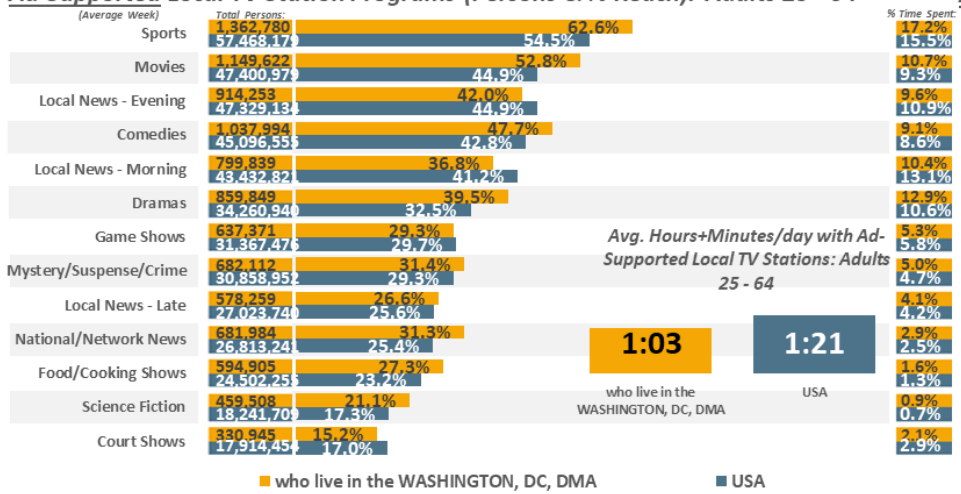
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



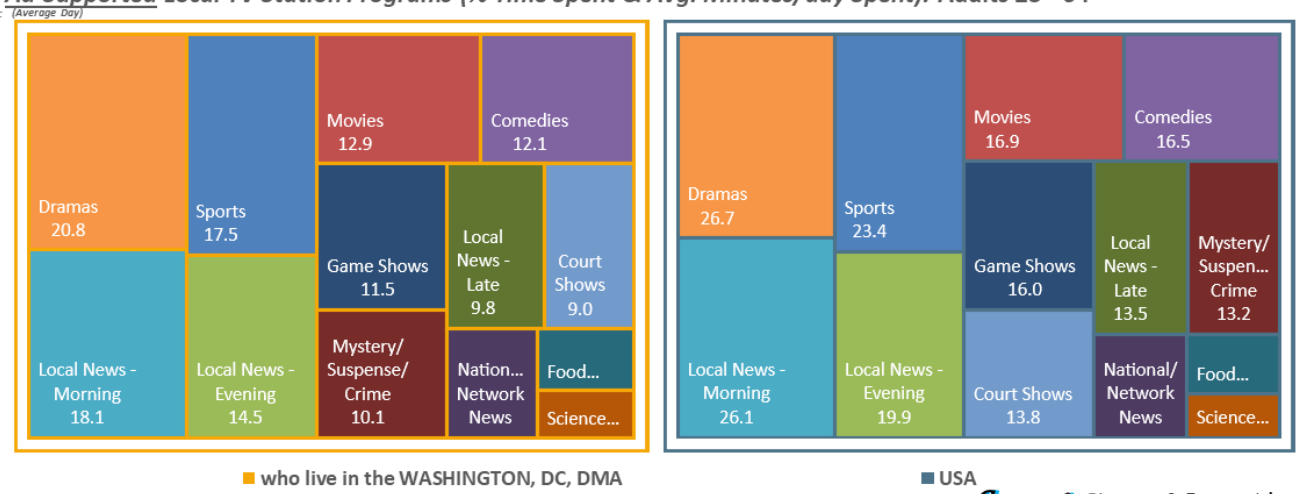
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

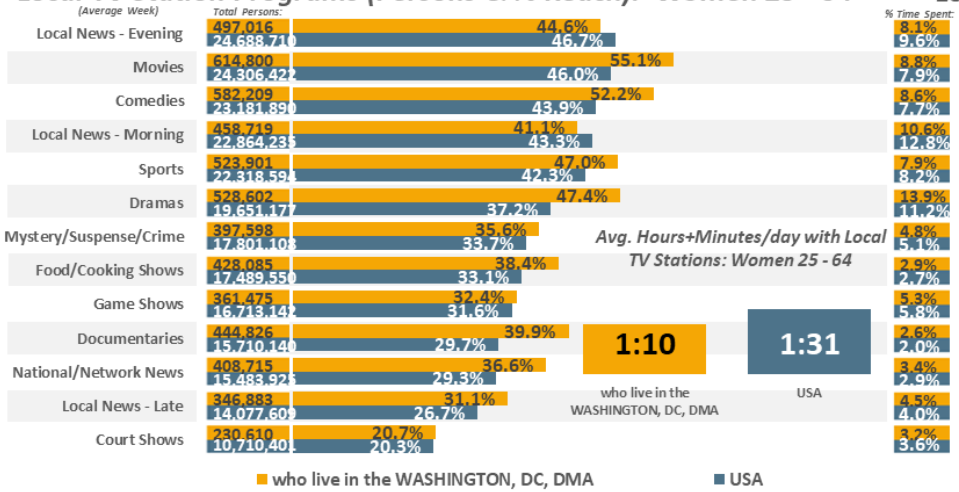
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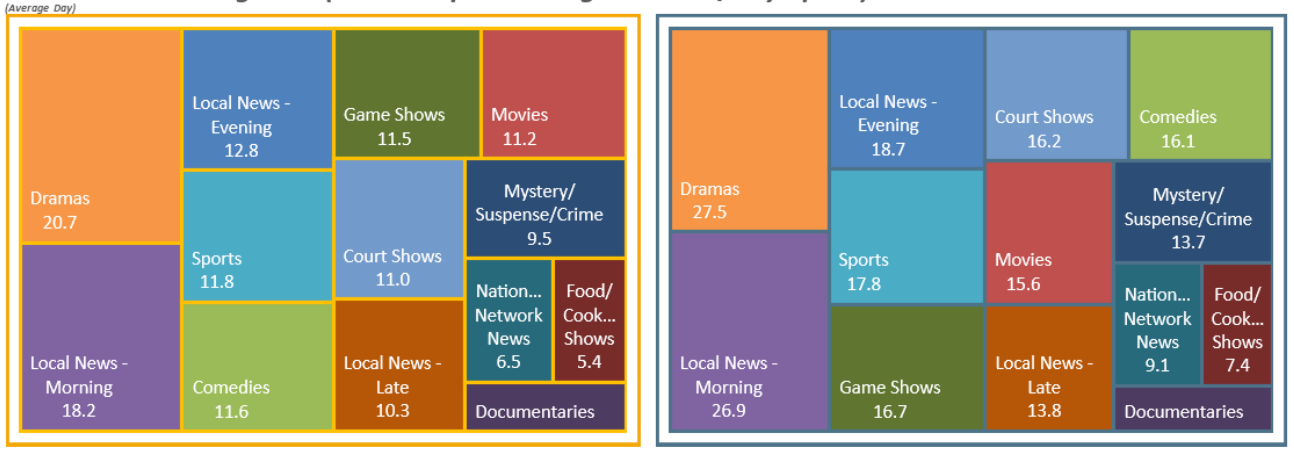
Washington, DC, DMA
W25-64

1,097,452 or 55.2% of Women 25 - 64 who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Sports, Dramas, Local News - Evening, and Local News - Morning.

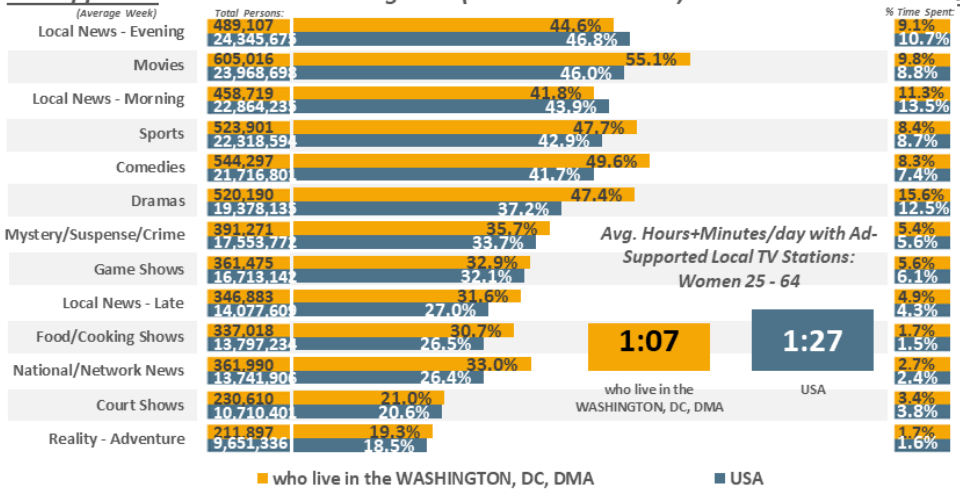
Local TV Station Programs (Persons & % Reach): Women 25 - 64



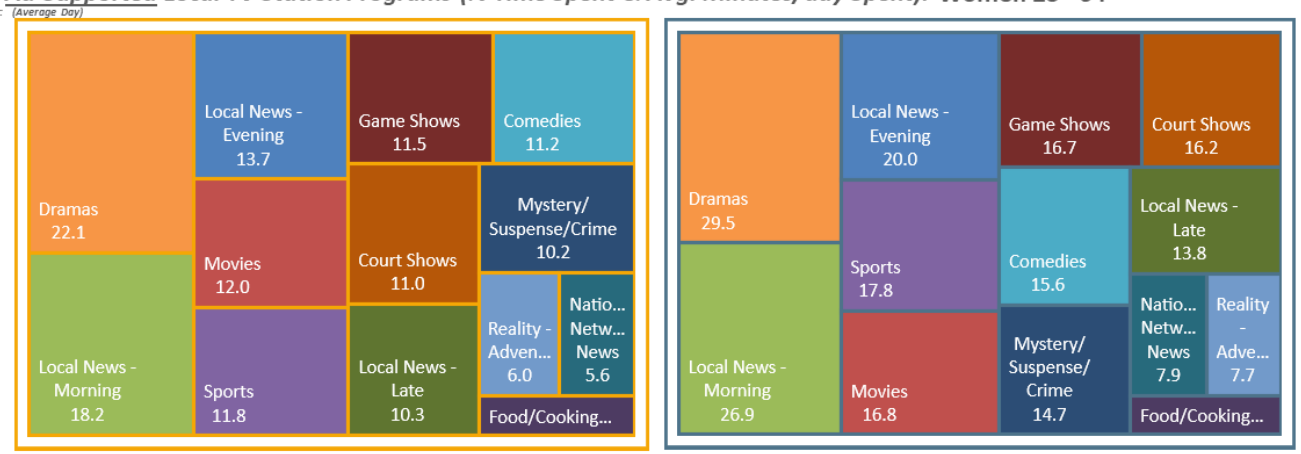
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

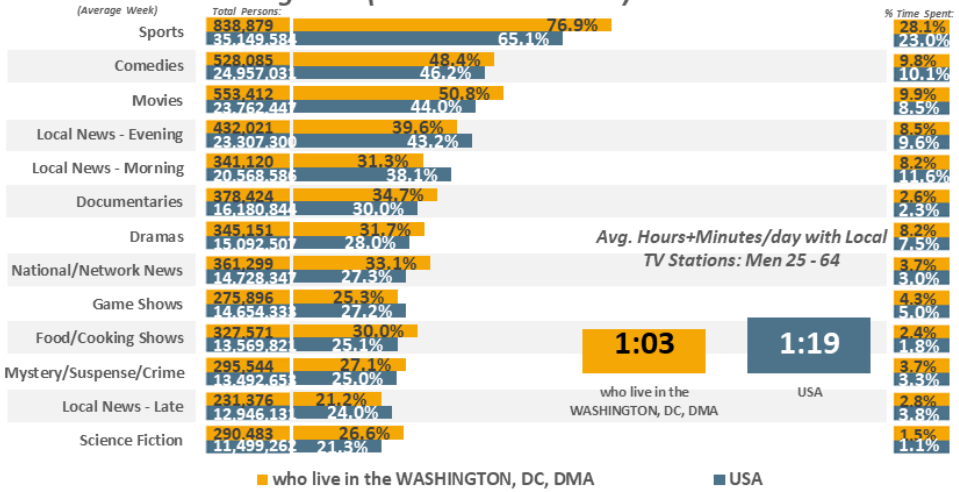
soefa.ai Share of Everything for Anything ©



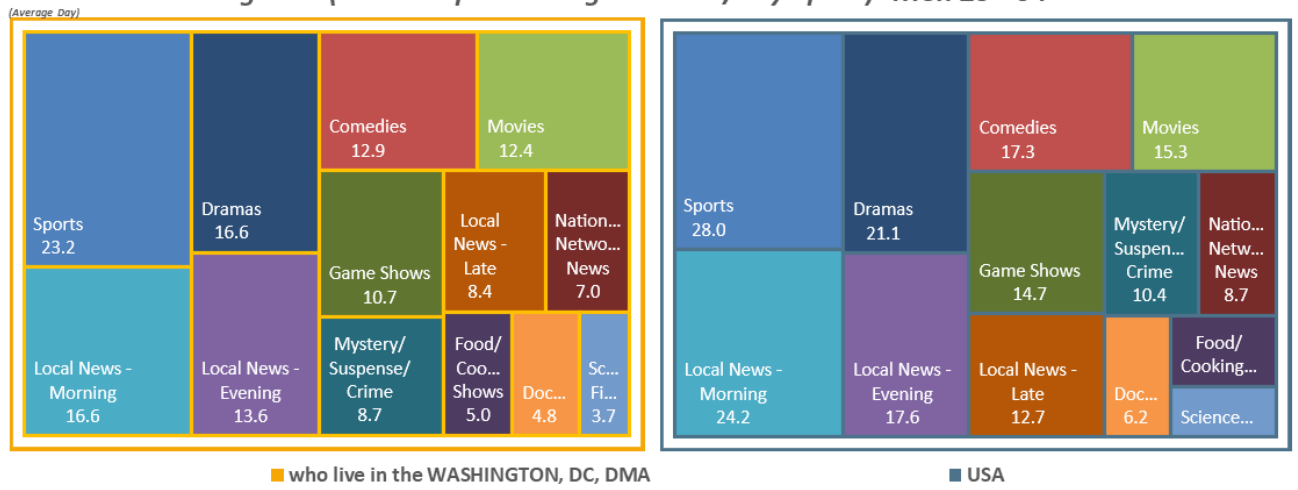
Washington, DC, DMA
M25-64

1,078,146 or 56.6% of Men 25 - 64 who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

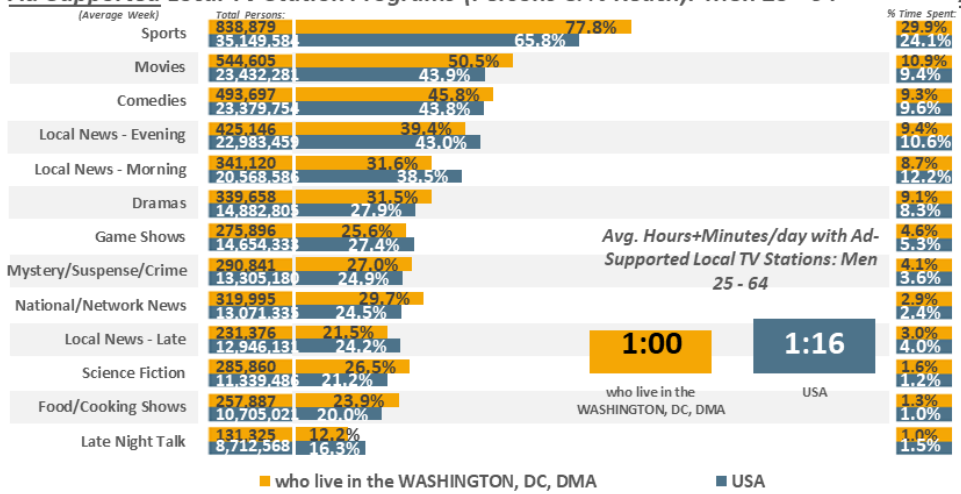
Local TV Station Programs (Persons & % Reach): Men 25 - 64



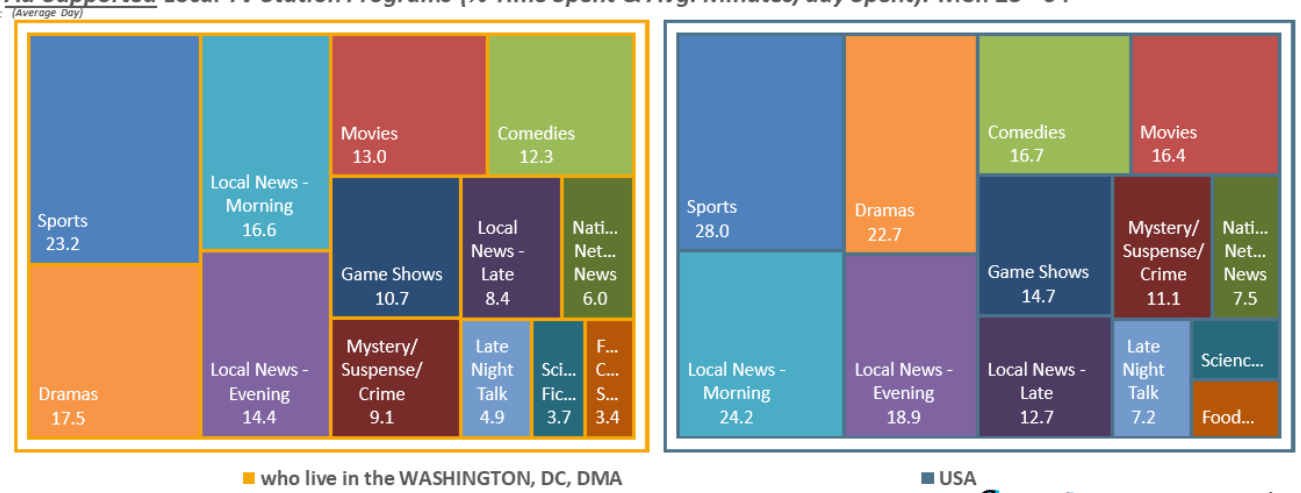
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

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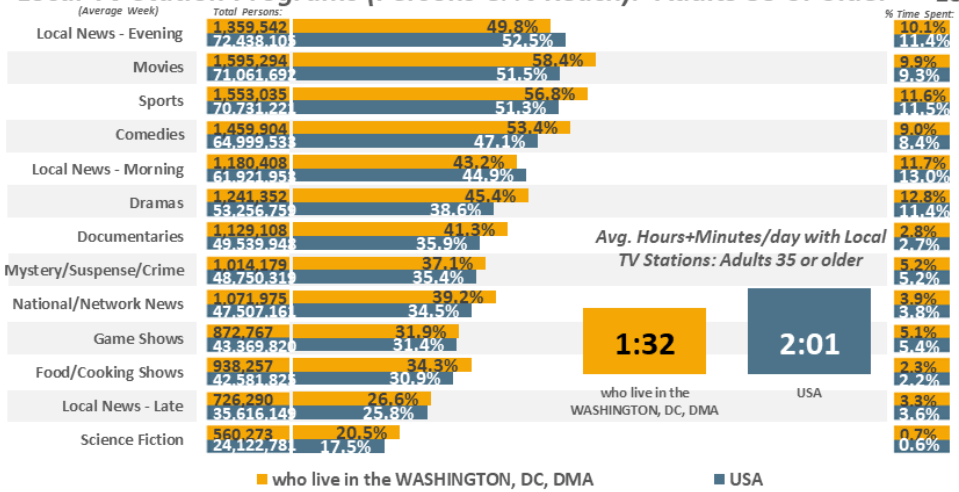


Washington, DC, DMA

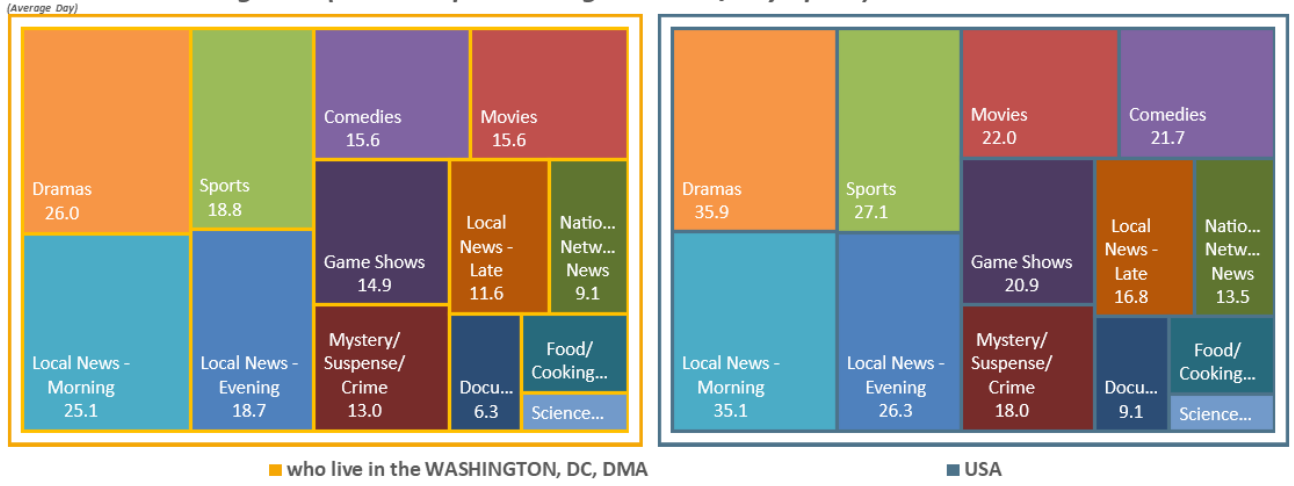
P35+

2,677,219 or 67.% of Adults 35 or older who live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Evening, Dramas, and Local News - Morning.

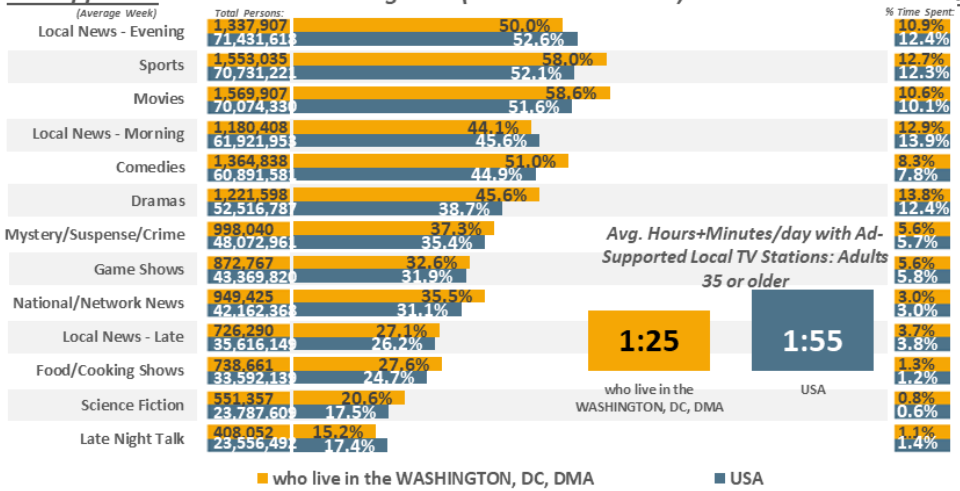
Local TV Station Programs (Persons & % Reach): Adults 35 or older



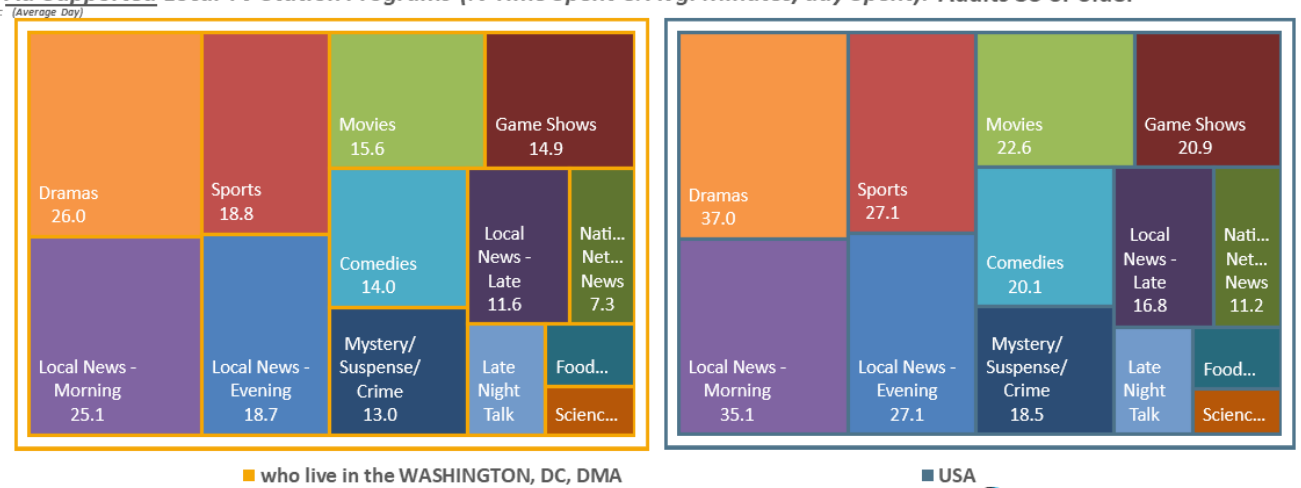
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

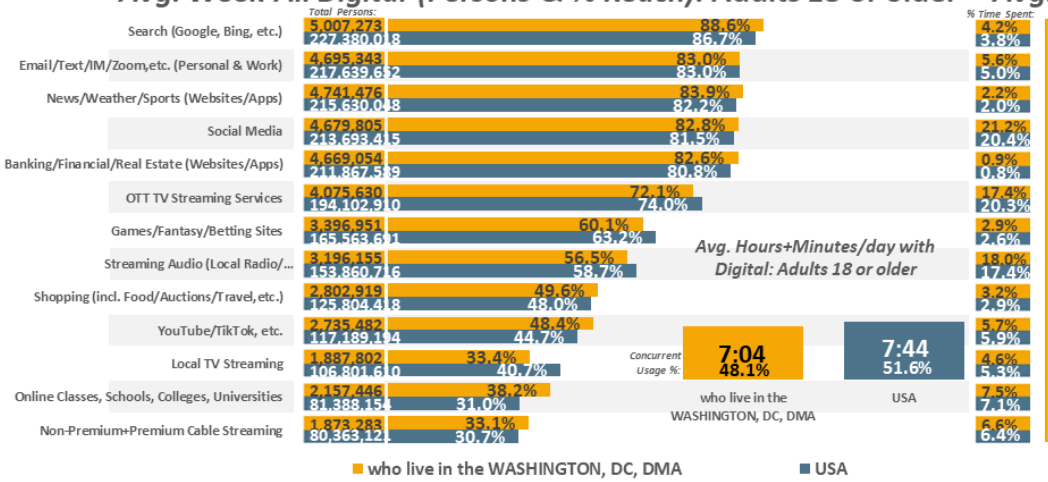
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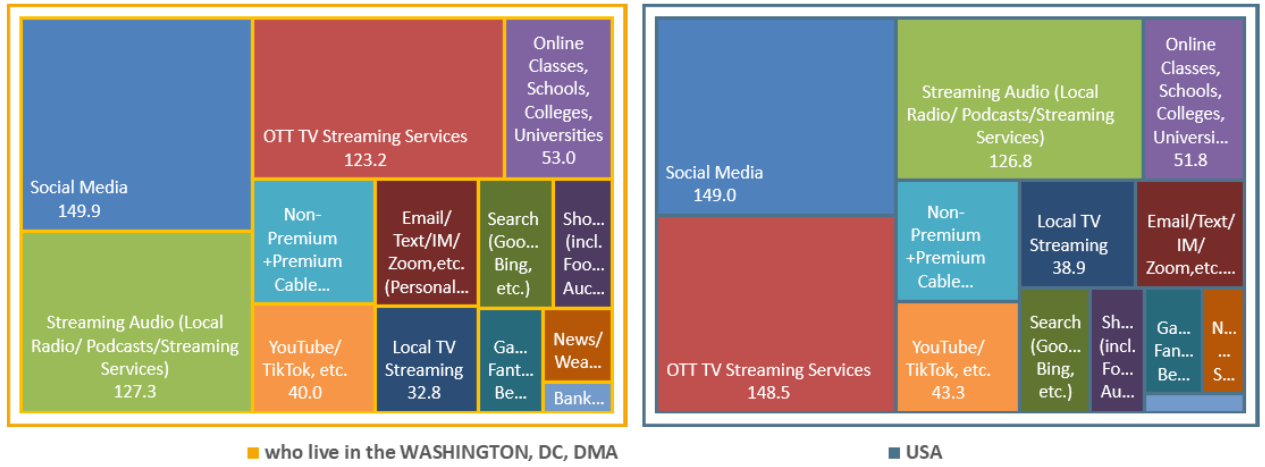
Washington, DC, DMA
P18+

4,105,485 or 72.6% of Adults 18 or older who live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 131.5 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

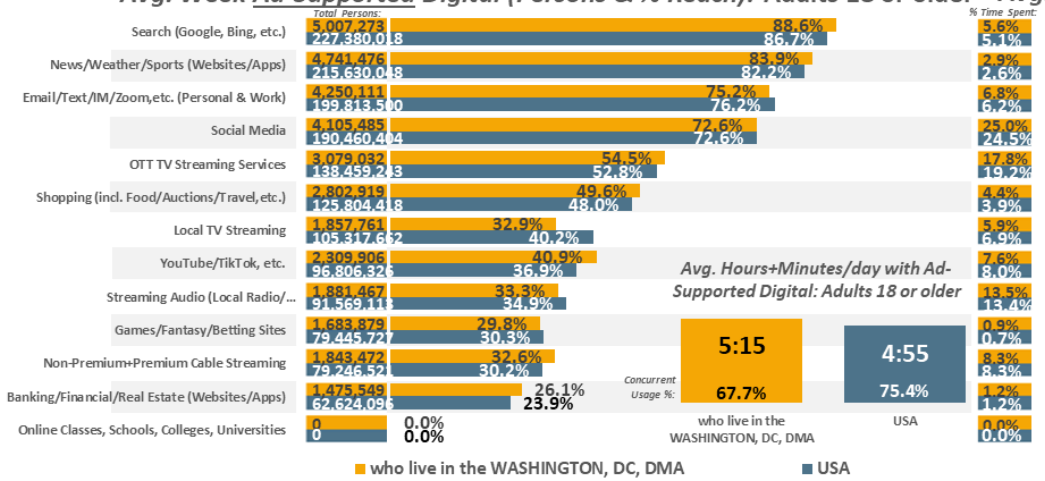
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



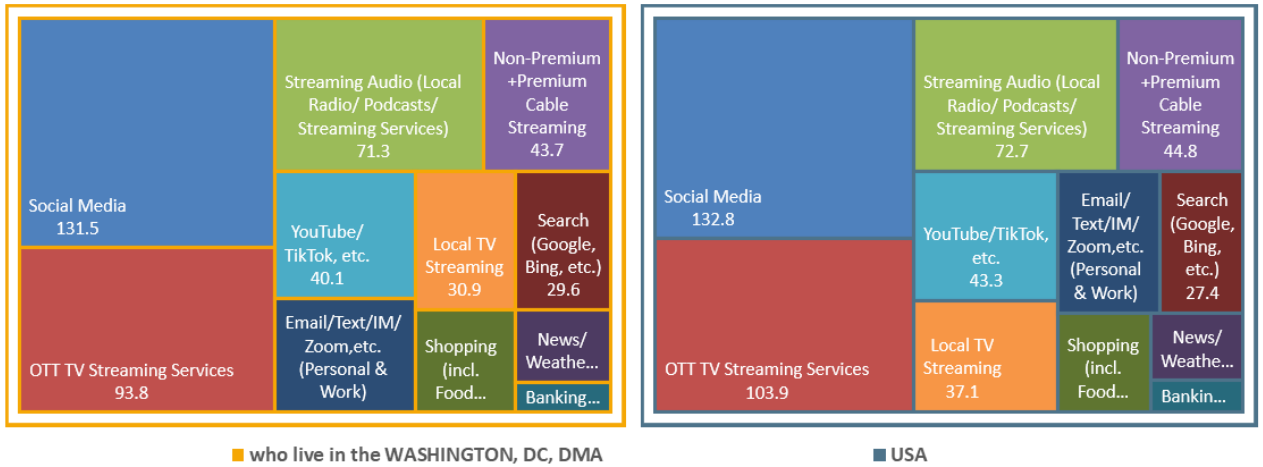
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

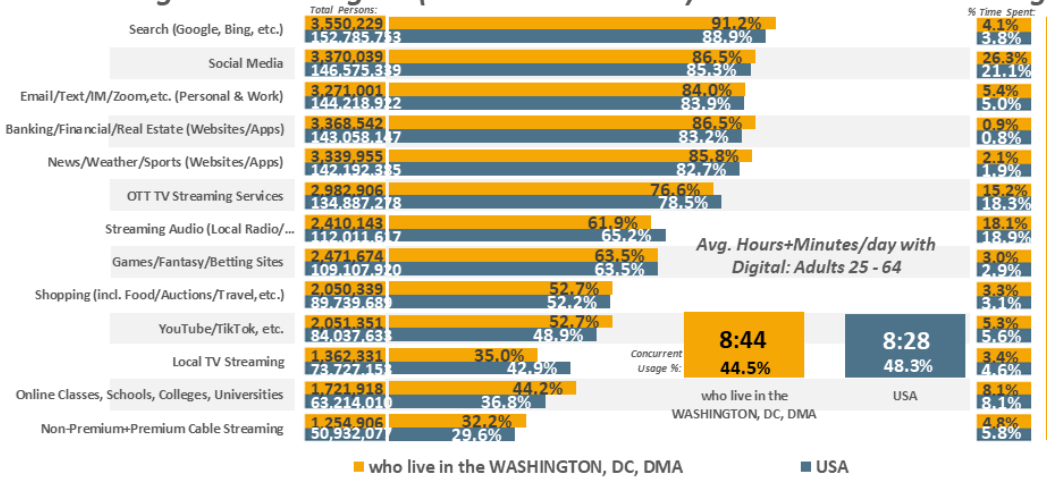
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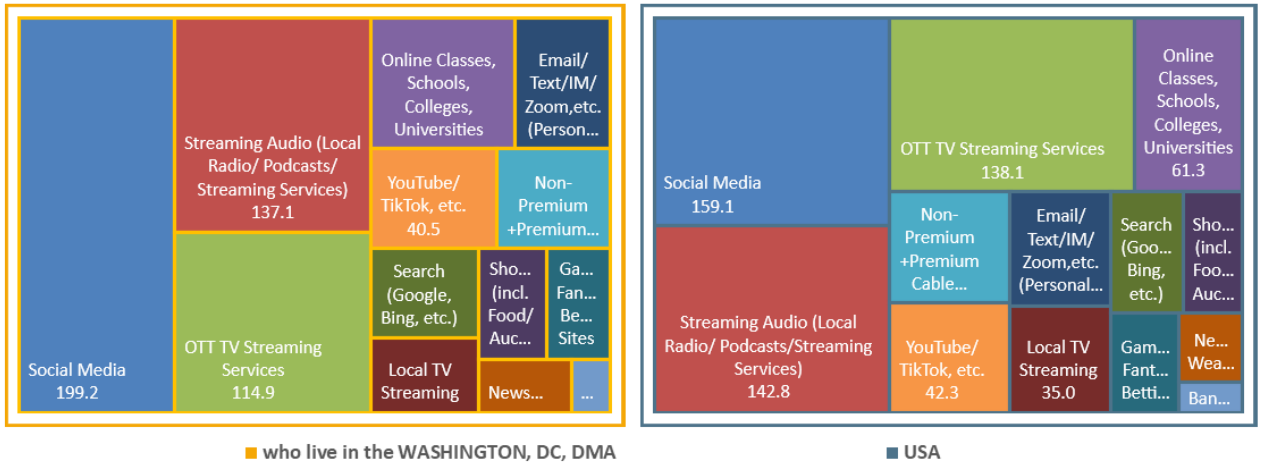
Washington, DC, DMA
P25-64

2,939,802 or 75.5% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 183.3 minutes every day representing 32.4% of all time spent daily with Ad-Supported Digital Media.

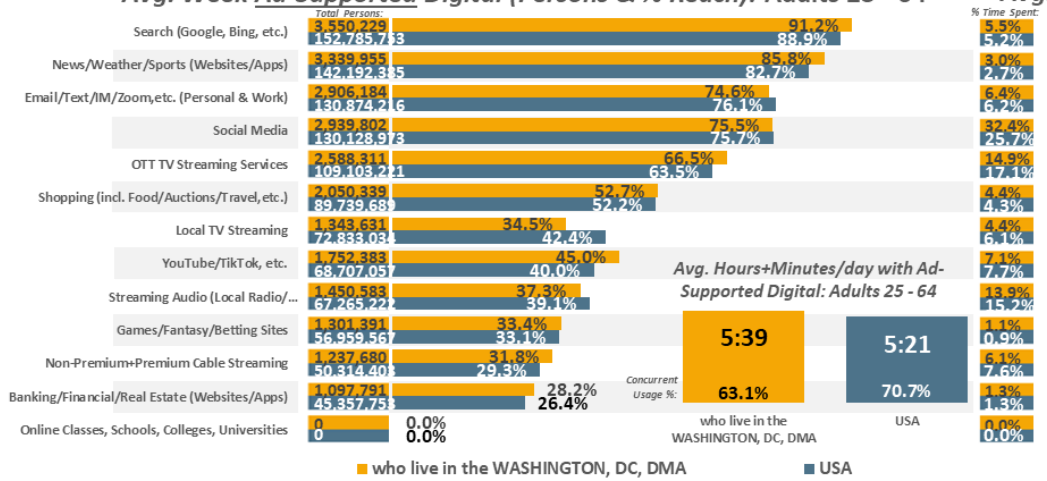
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



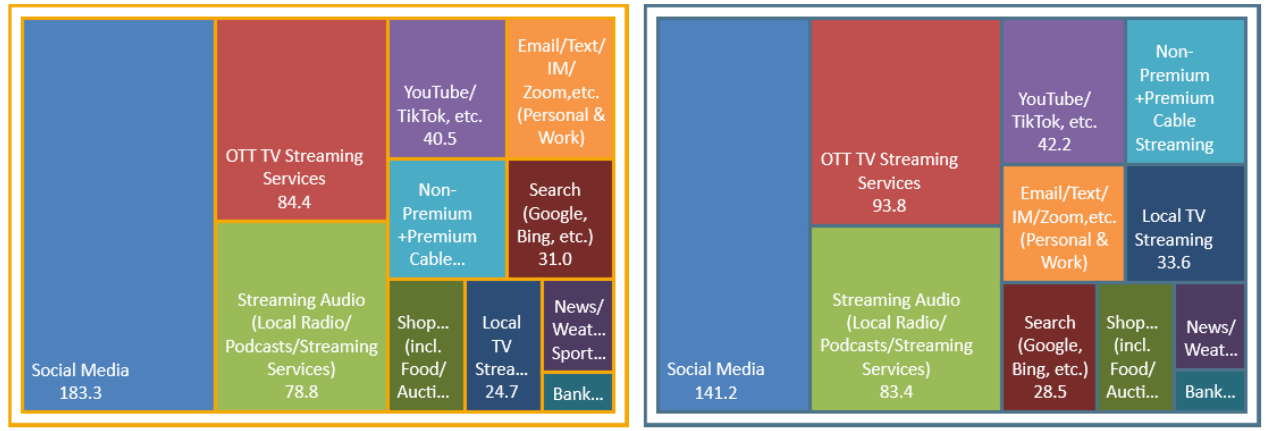
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

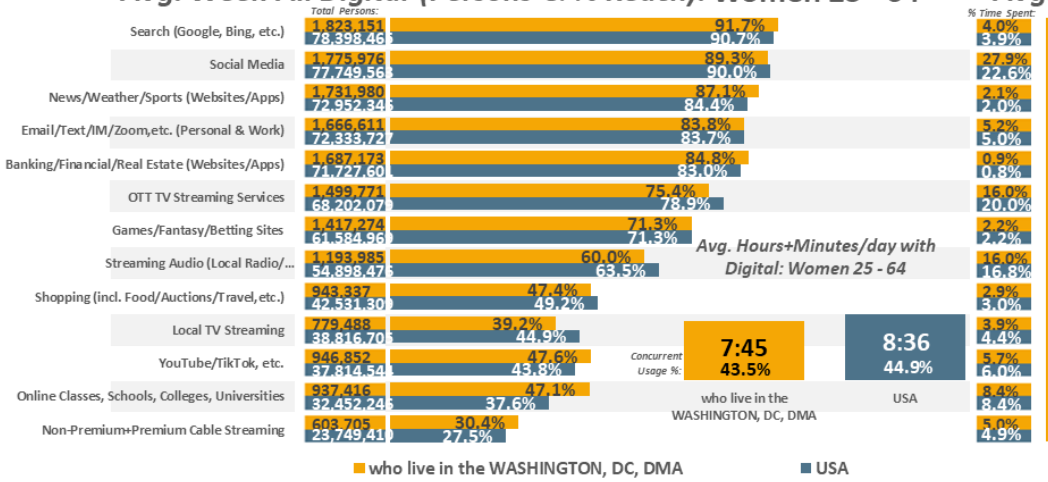
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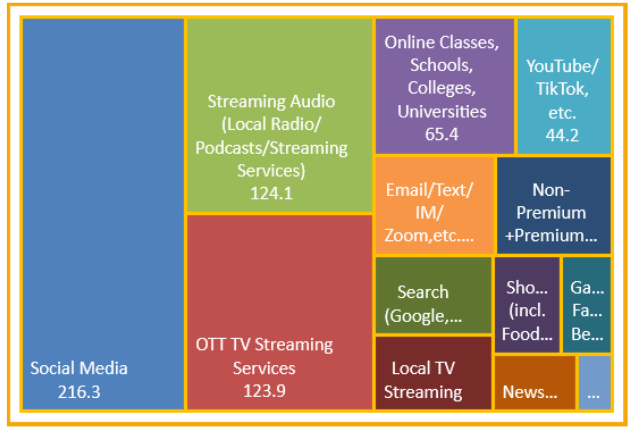
Washington, DC, DMA
W25-64

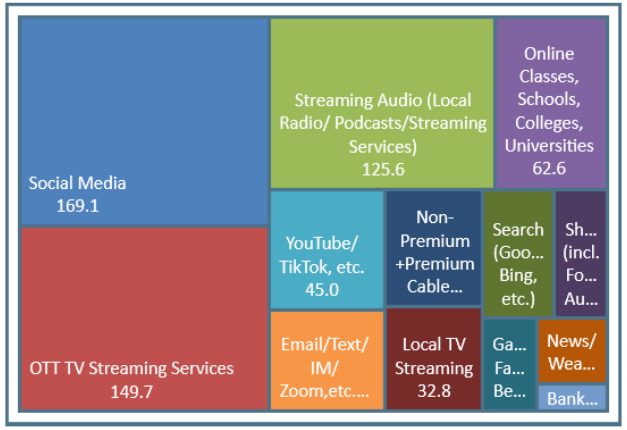
1,584,006 or 79.6% of Women 25 - 64 who live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 34.4% of all time spent daily with Ad-Supported Digital Media.

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



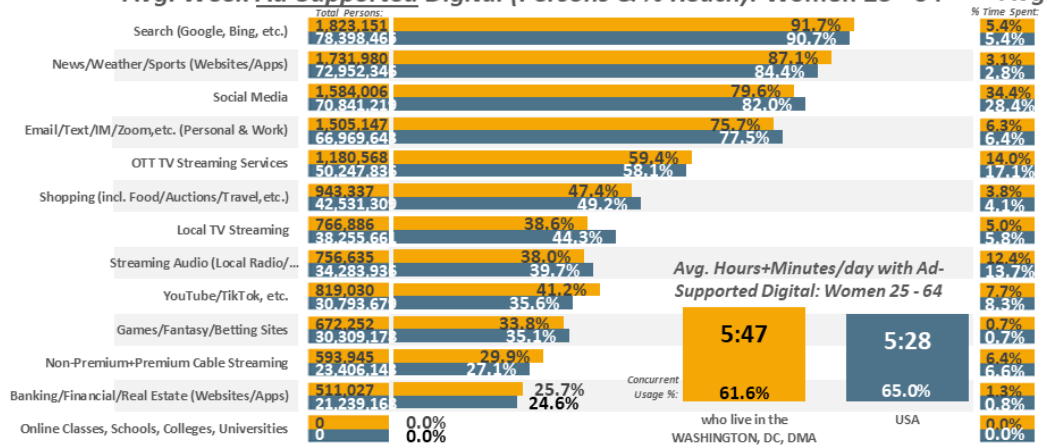
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



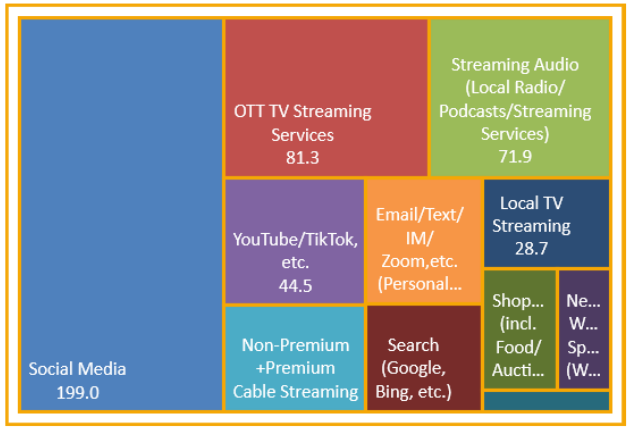


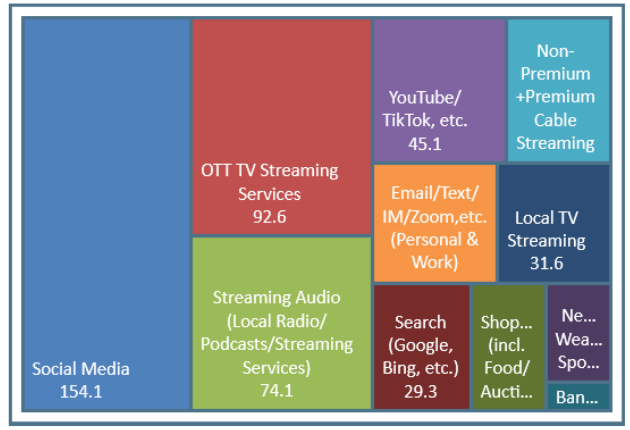
who live in the WASHINGTON, DC, DMA USA

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



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





who live in the WASHINGTON, DC, DMA USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

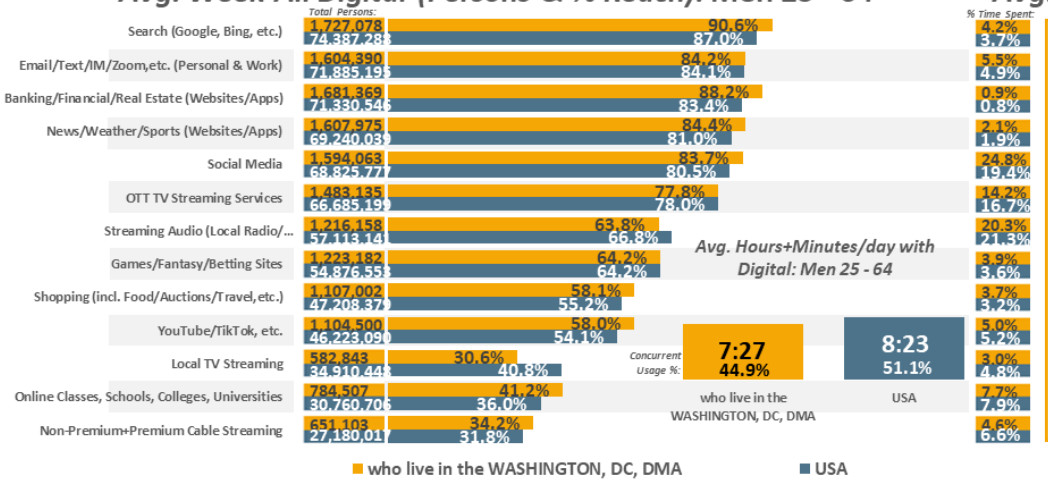
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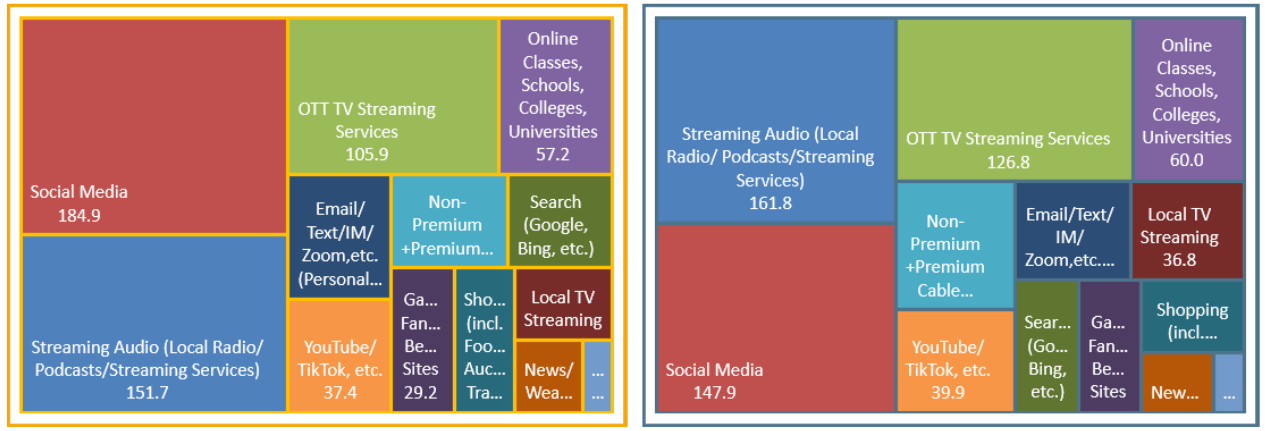
Washington, DC, DMA
M25-64

1,355,796 or 71.2% of Men 25 - 64 who live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

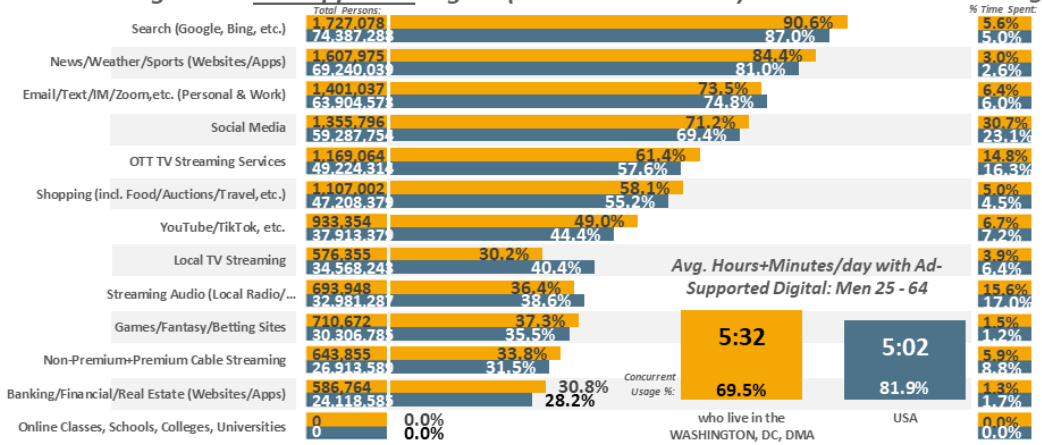
Avg. Week All Digital (Persons & % Reach): Men 25 - 64



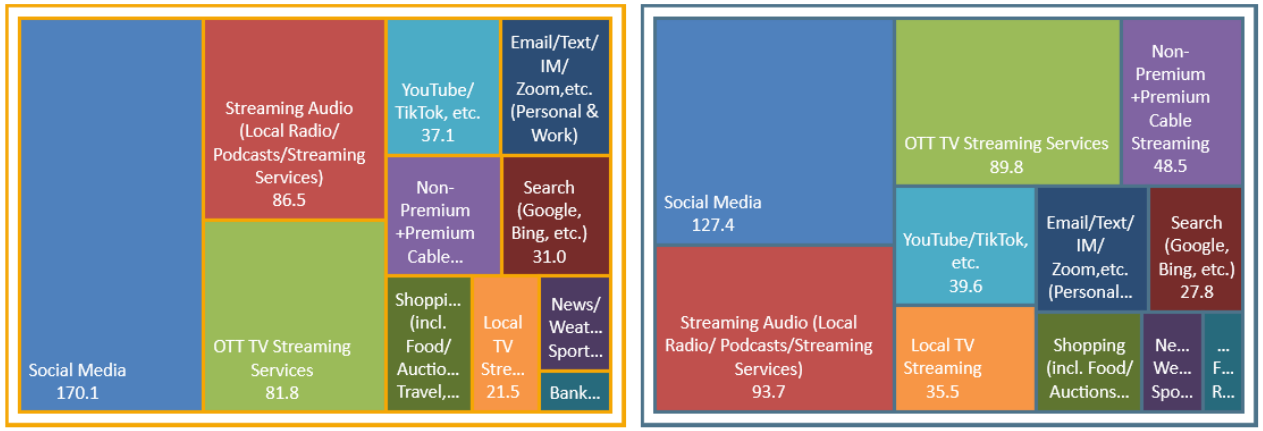
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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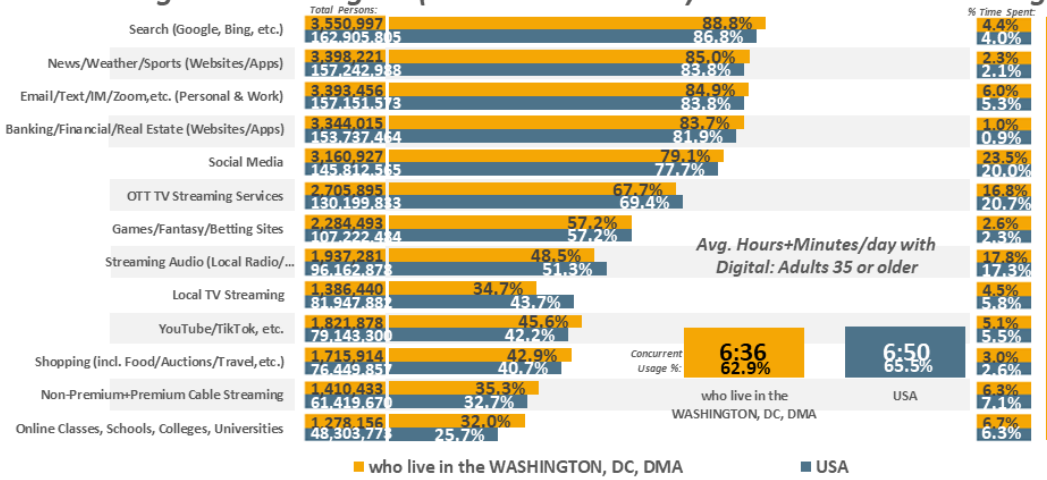
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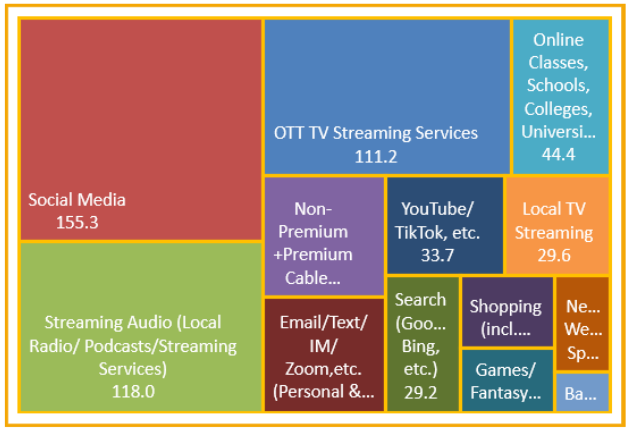
Washington, DC, DMA
P35+

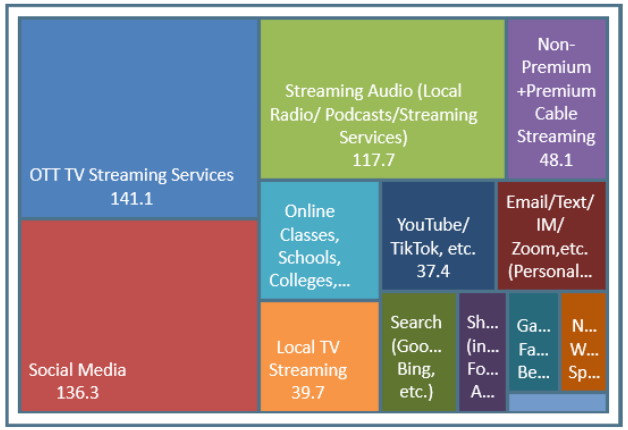
2,788,676 or 69.8% of Adults 35 or older who live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

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



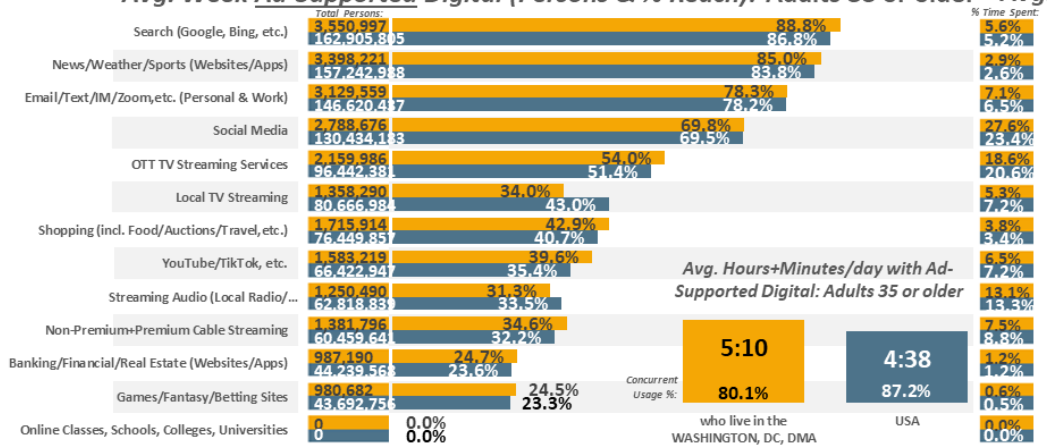
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



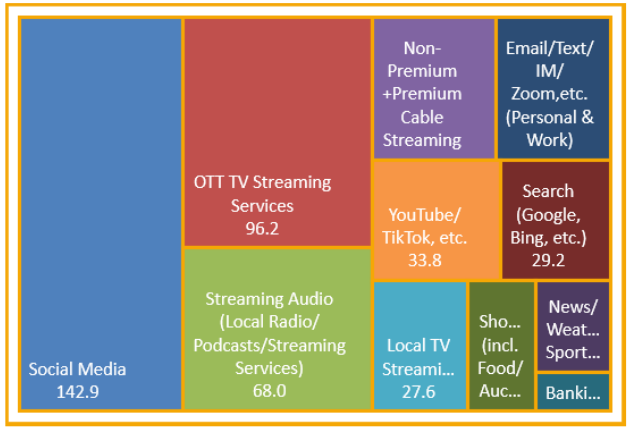


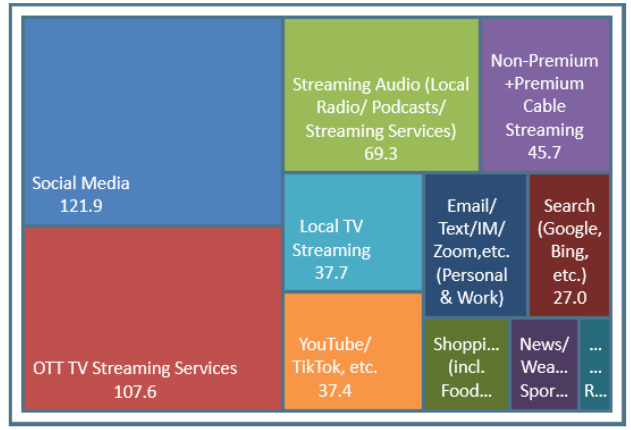
who live in the WASHINGTON, DC, DMA ■ USA

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





who live in the WASHINGTON, DC, DMA ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

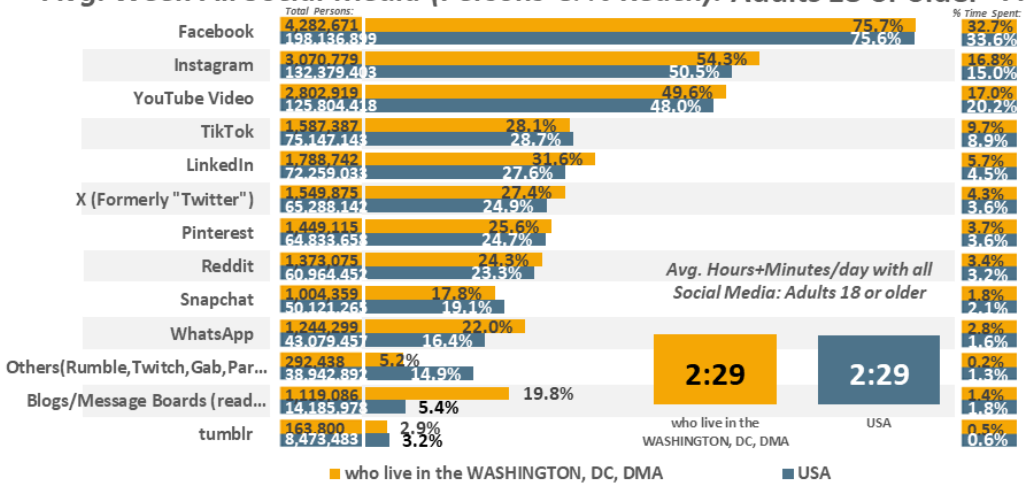
soefa.ai Share of Everything for Anything ©



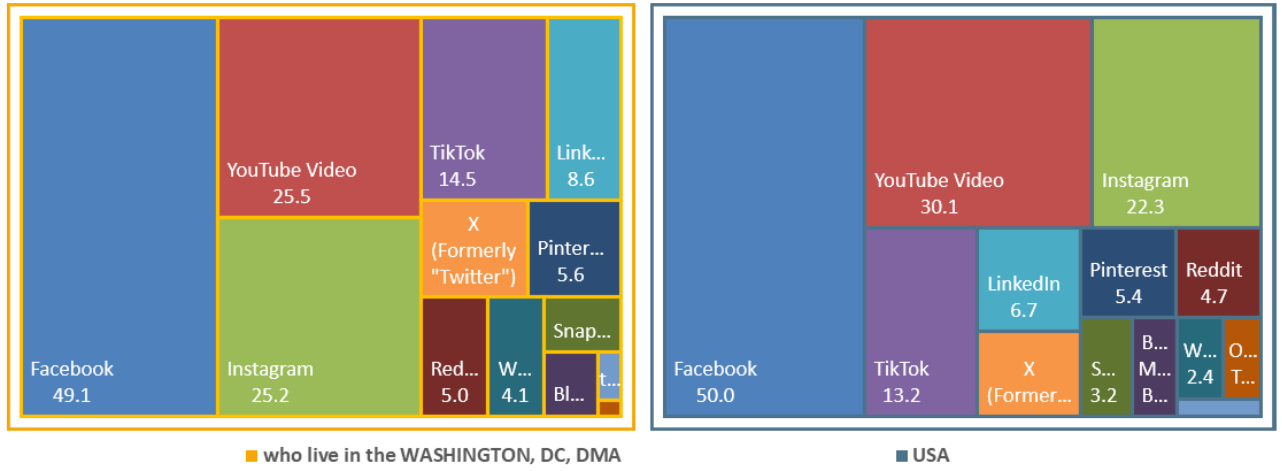
Washington, DC, DMA
P18+

4,105,485 or 72.6% of Adults 18 or older who live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 44.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

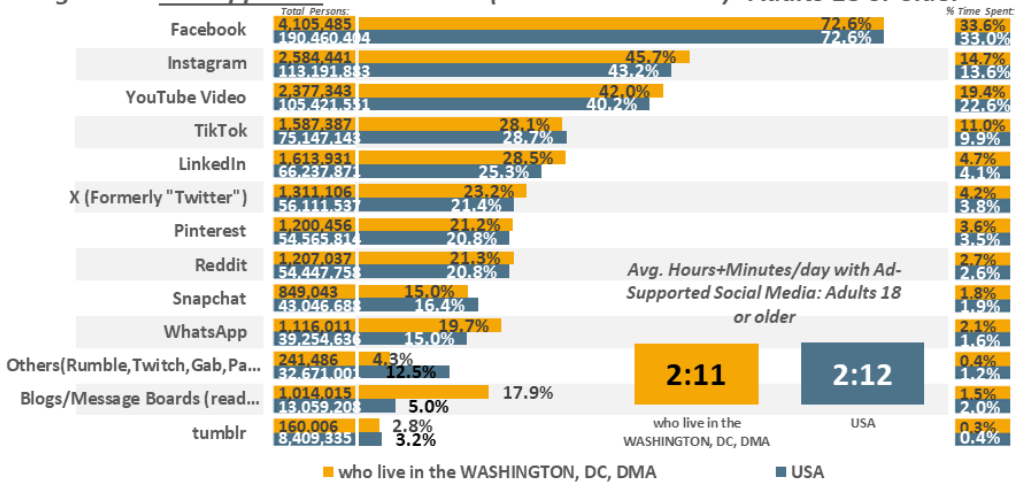
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



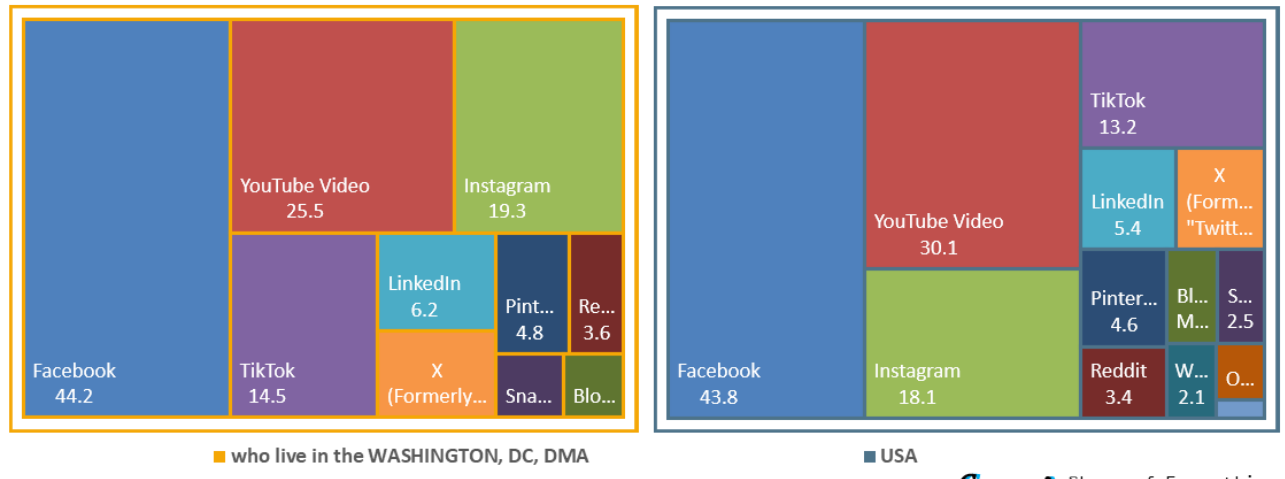
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

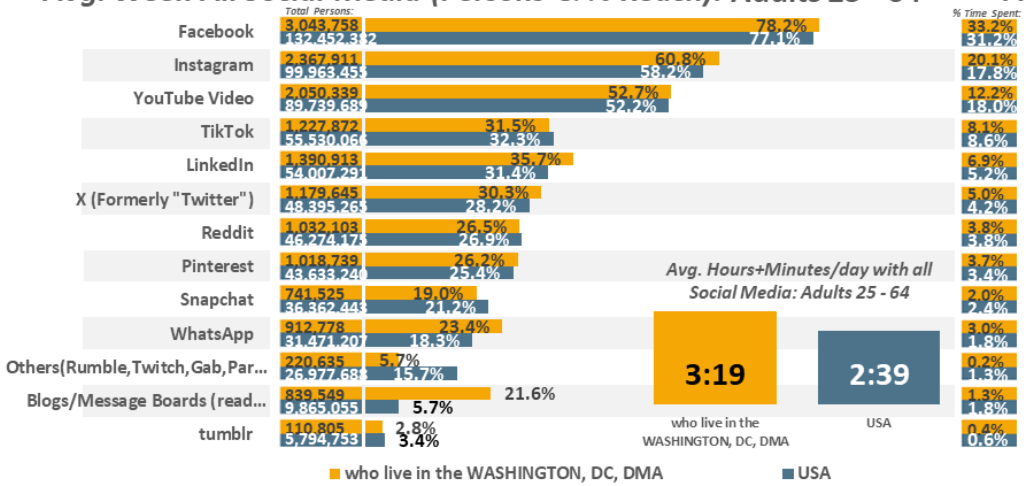
soefa.ai Share of Everything for Anything ©



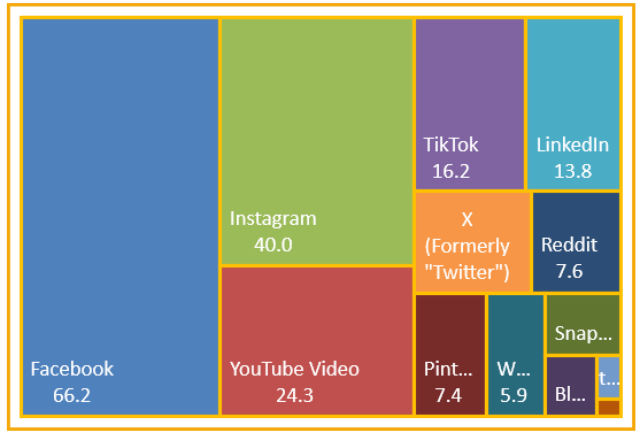
Washington, DC, DMA
P25-64

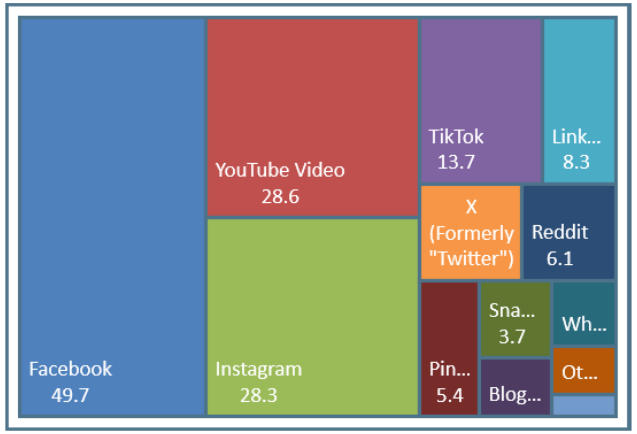
2,939,802 or 75.5% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 57.5 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

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

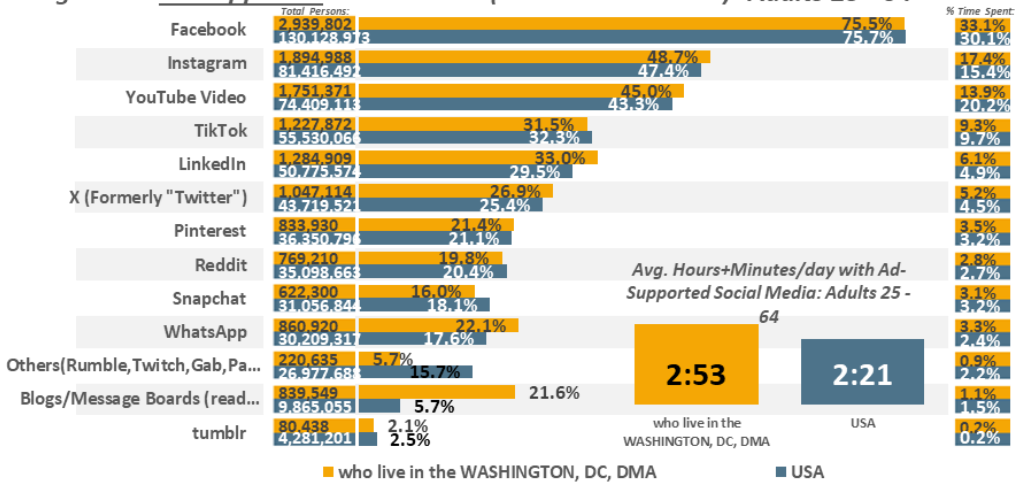


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

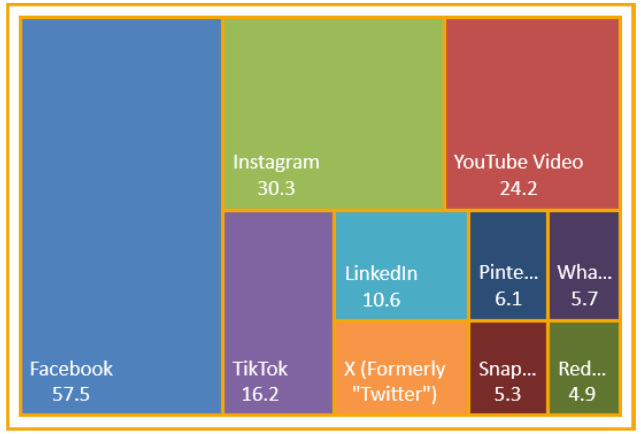


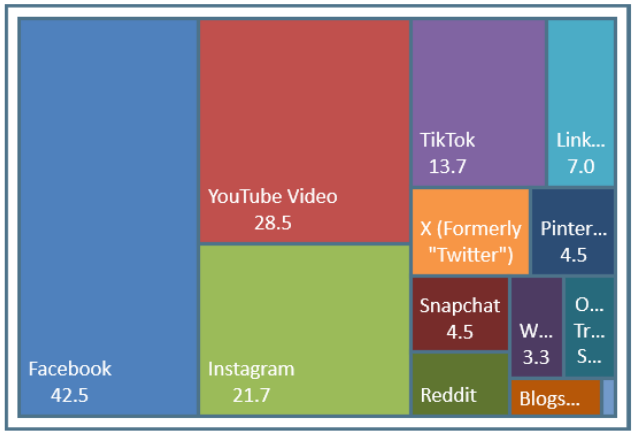


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

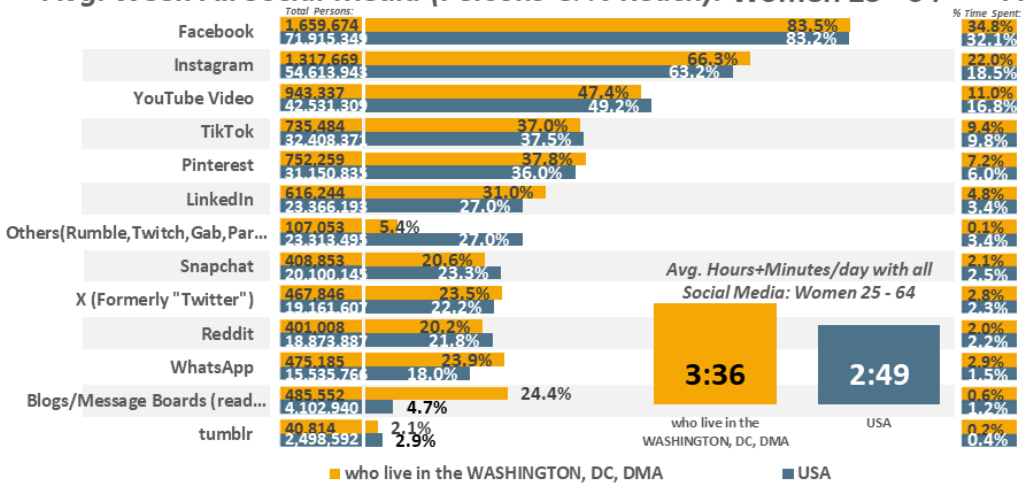
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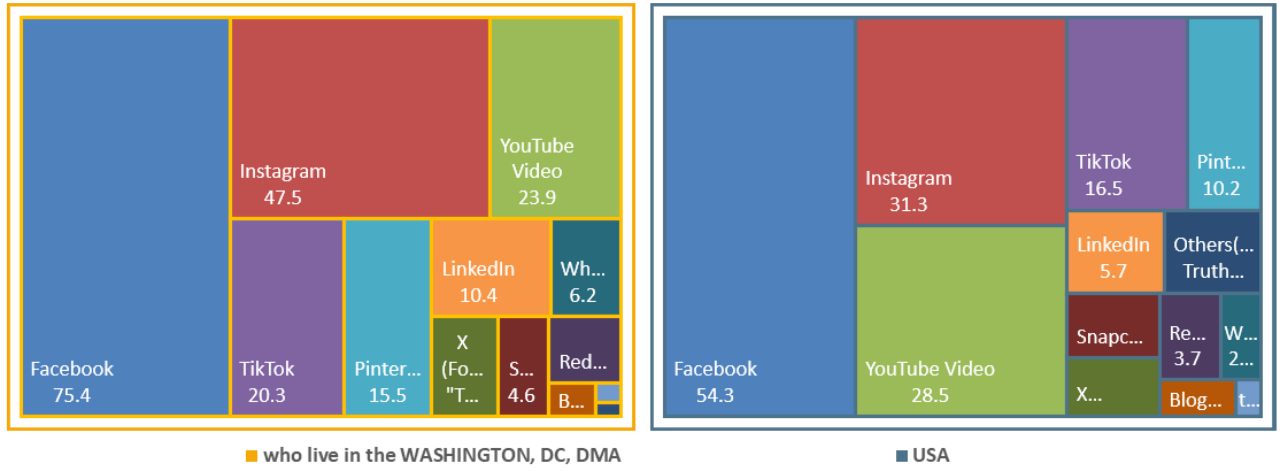
Washington, DC, DMA
W25-64

1,584,006 or 79.6% of Women 25 - 64 who live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 73.5 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

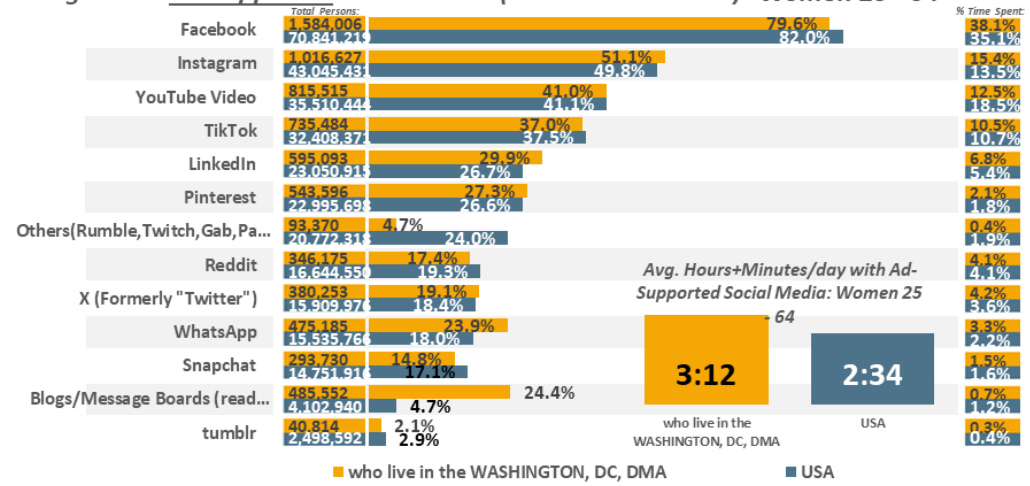
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



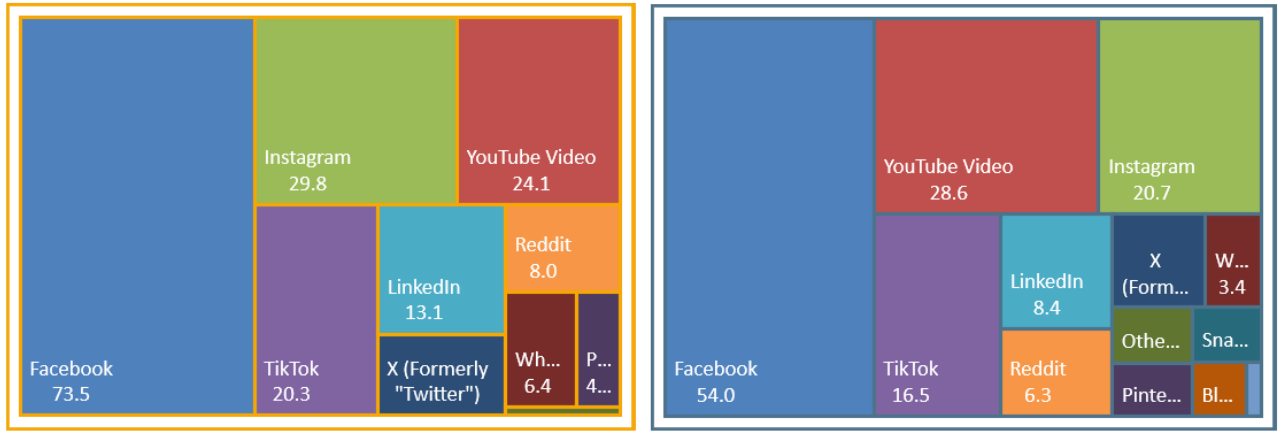
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

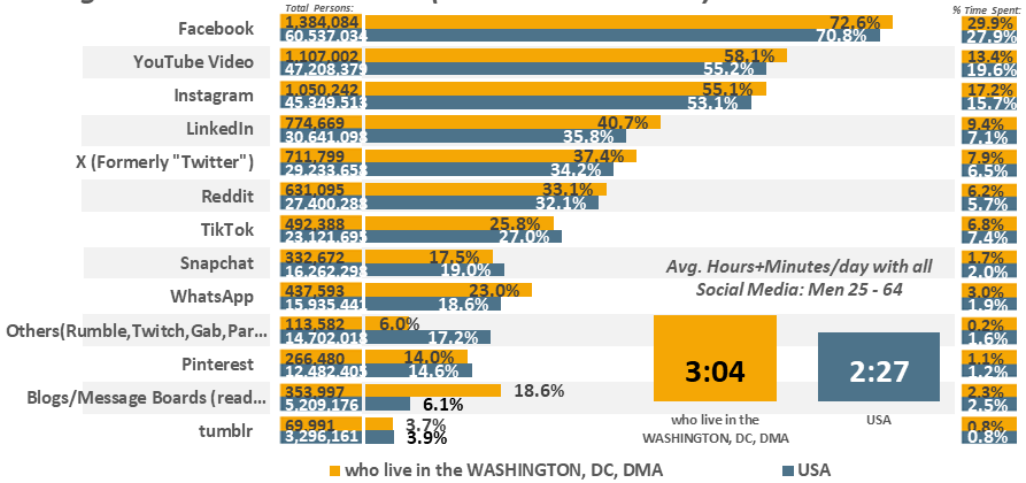
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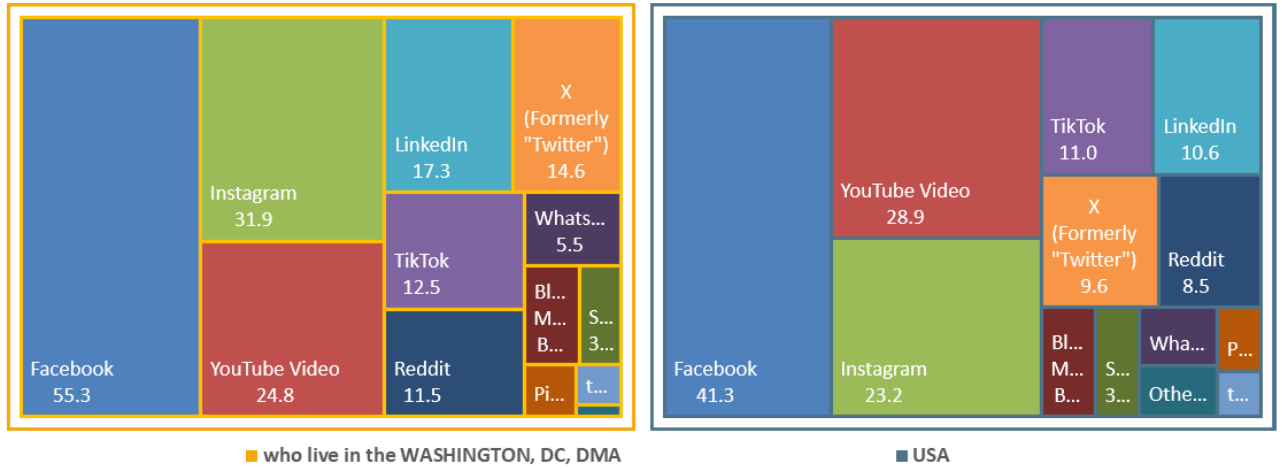
Washington, DC, DMA
M25-64

1,355,796 or 71.2% of Men 25 - 64 who live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 54.8 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

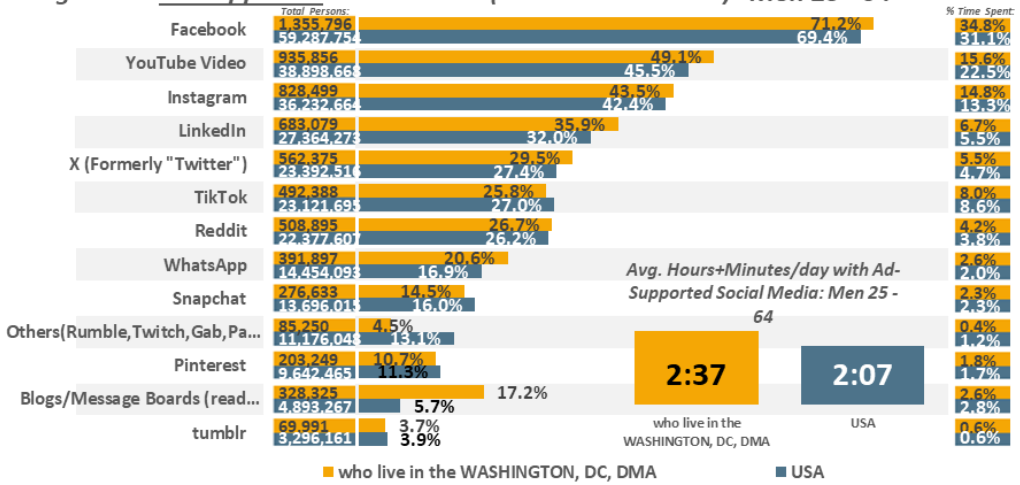
Avg. Week All Social Media (Persons & % Reach): Men 25 - 64



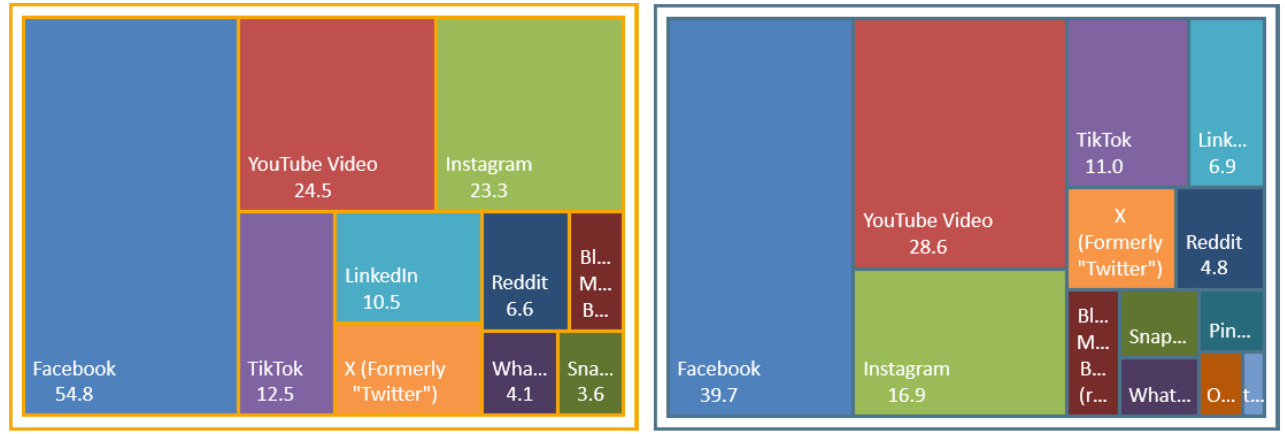
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

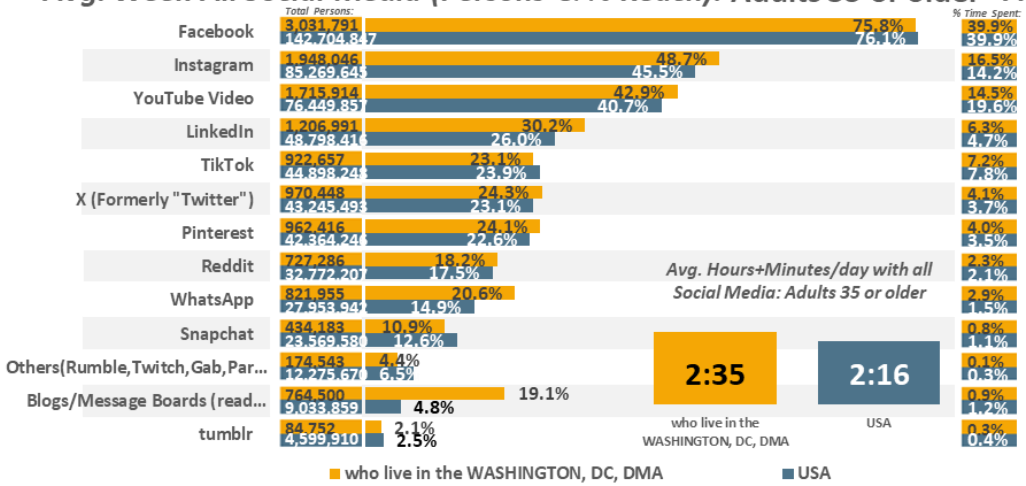
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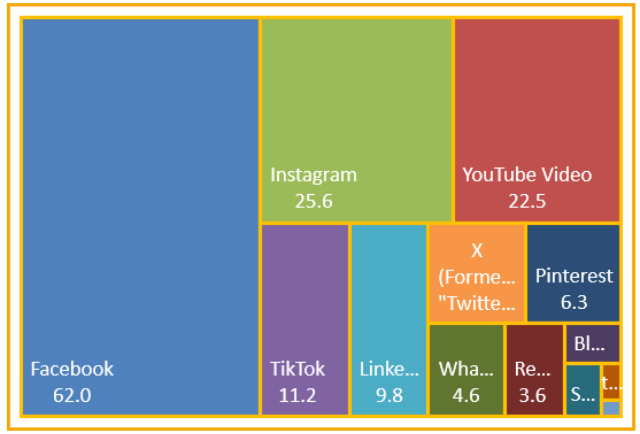
Washington, DC, DMA
P35+

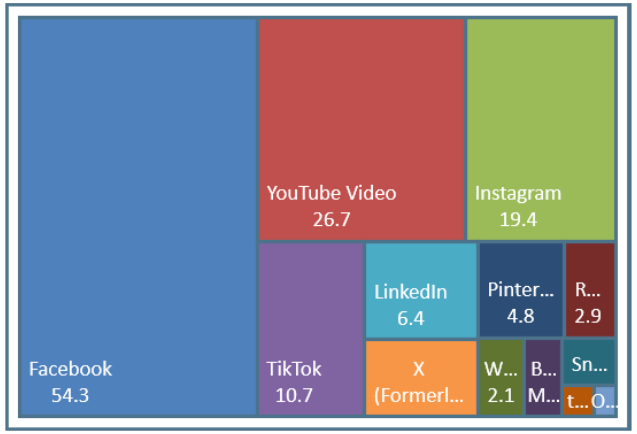
2,788,676 or 69.8% of Adults 35 or older who live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 51. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

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

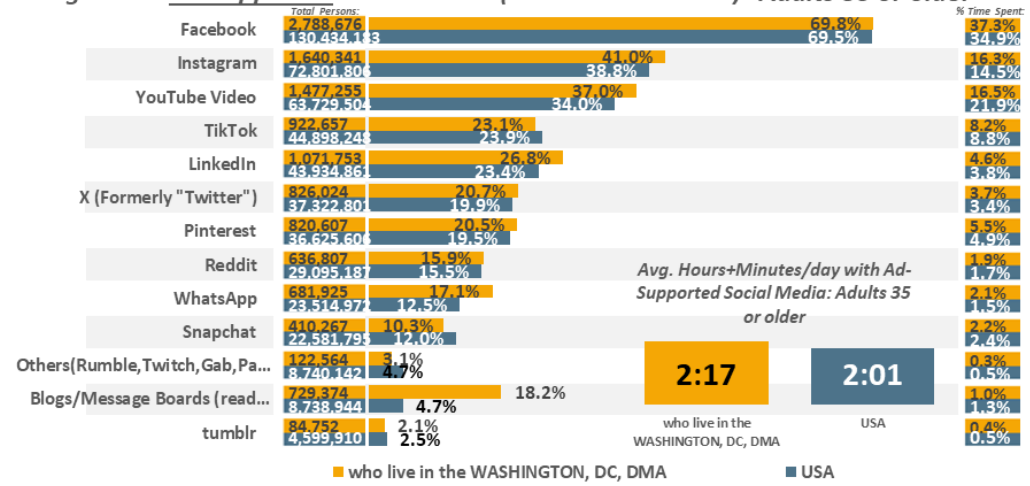


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

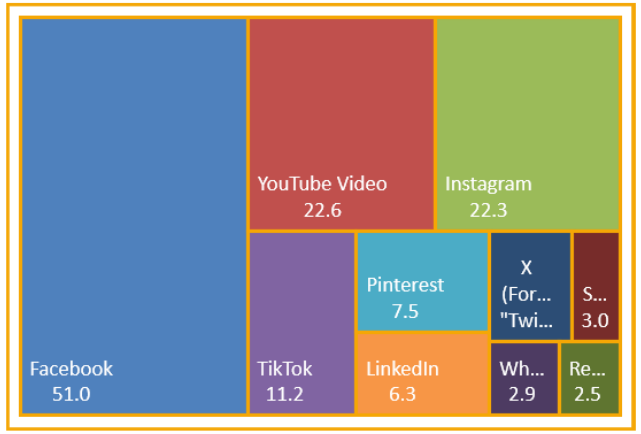


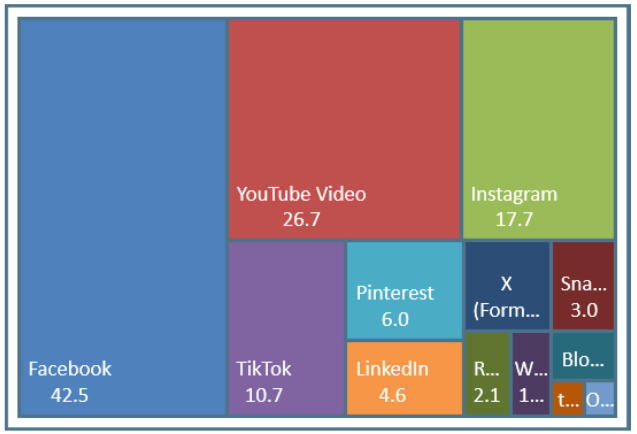


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

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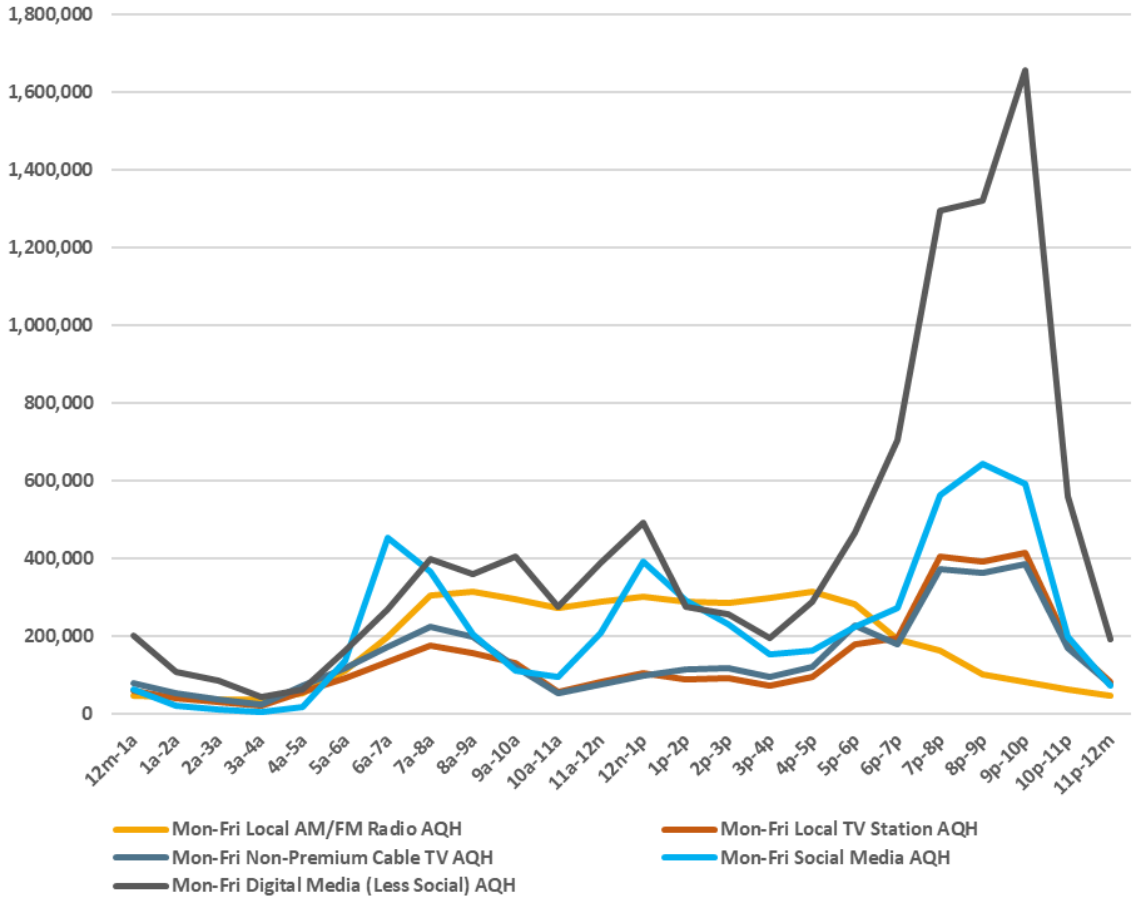


Washington, DC, DMA

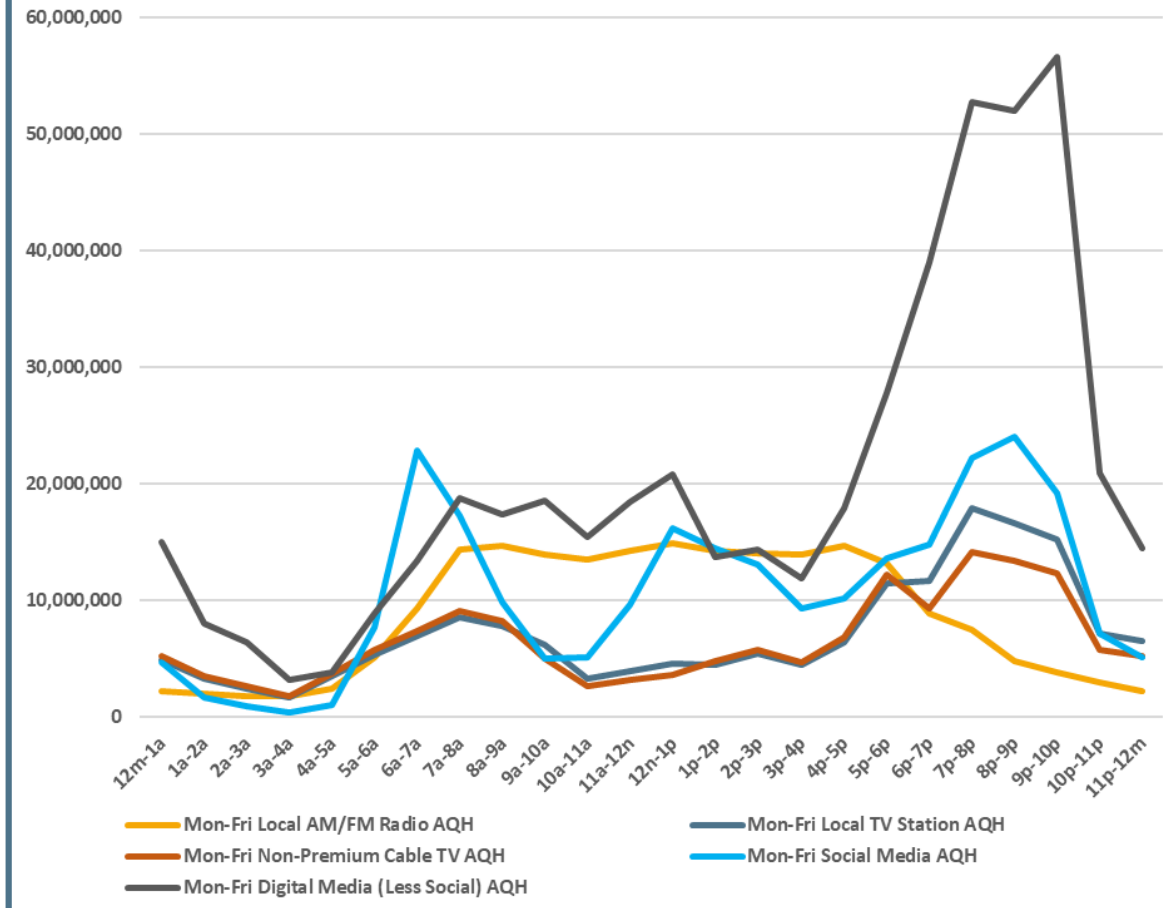
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 367,218; Local Radio: 279,673; Social Media: 244,072; Non-Prem. Cable: 138,342; Local TV: 120,933 reaching Adults 18 or older who live in the WASHINGTON, DC, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who live in the WASHINGTON, DC, DMA



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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

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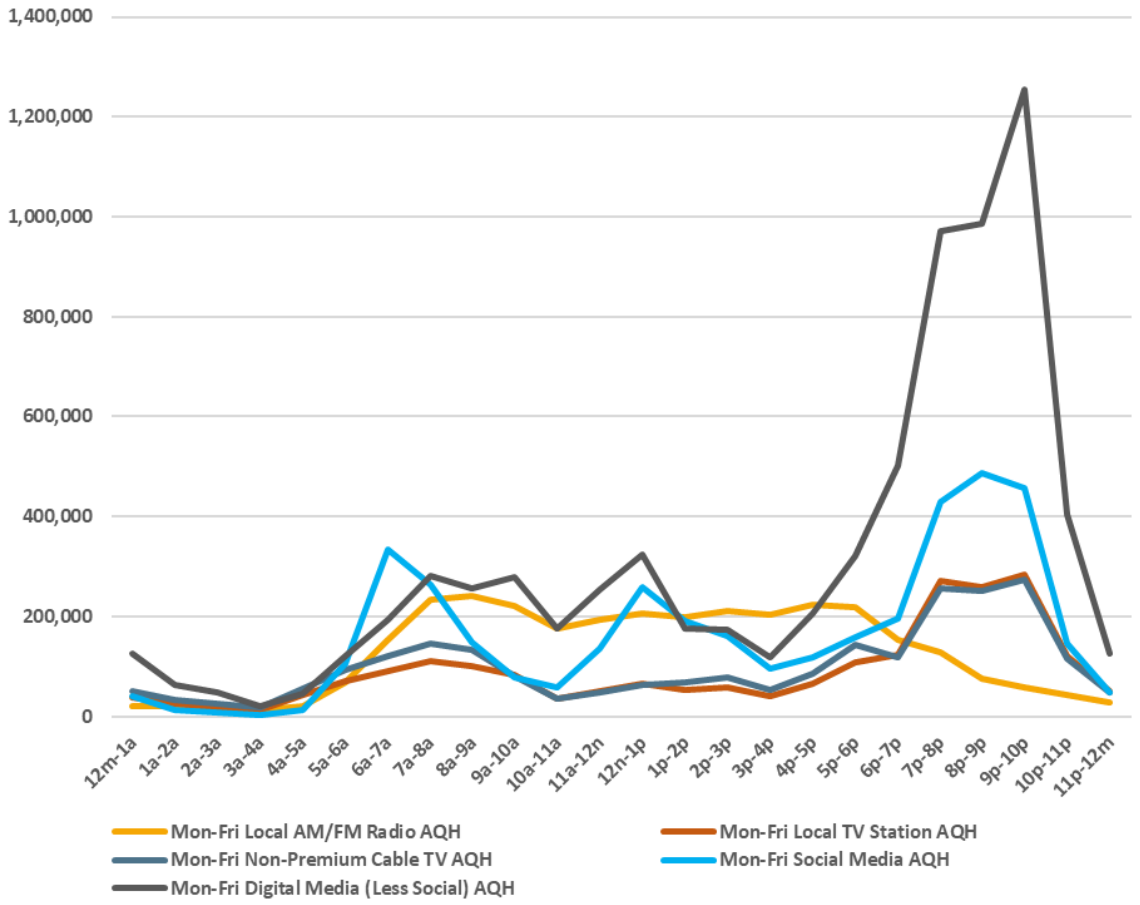


Washington, DC, DMA

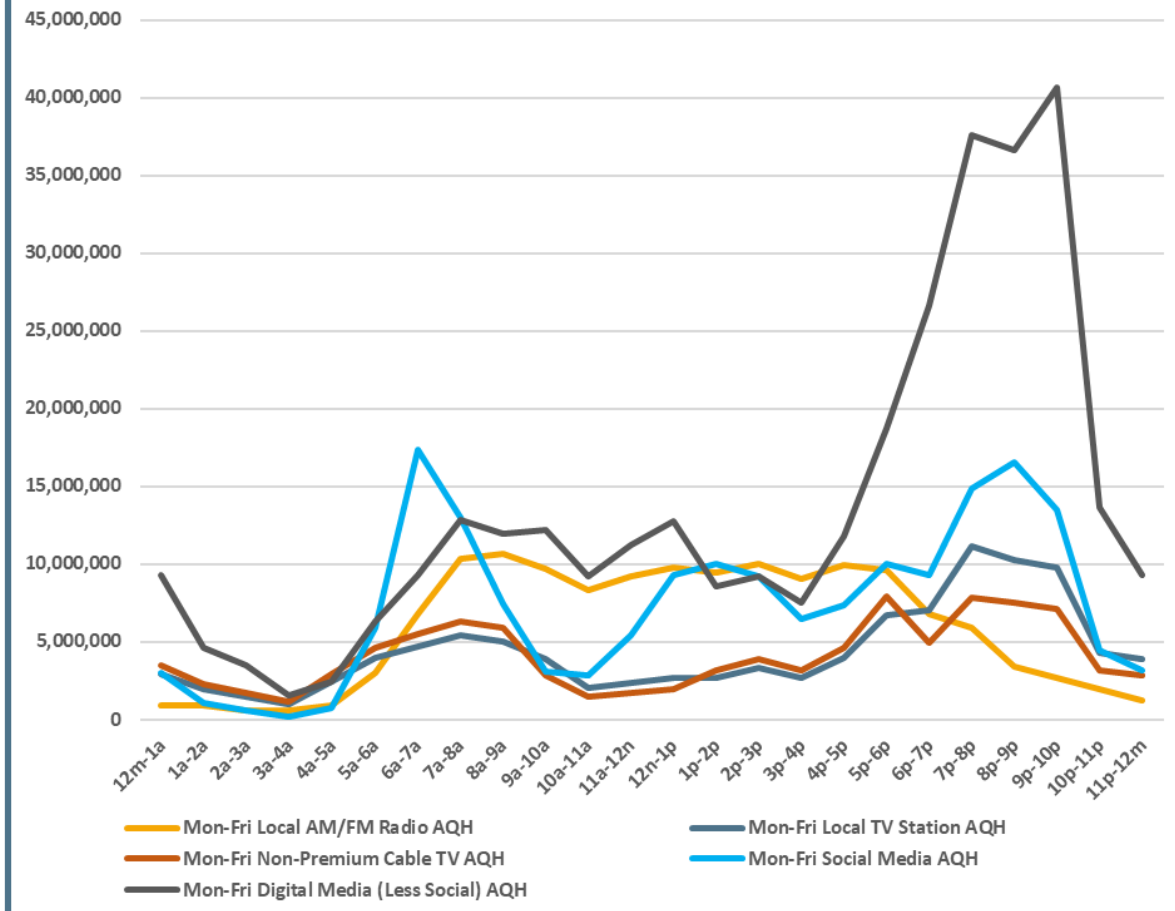
P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 250,325; Local Radio: 202,401; Social Media: 168,860; Non-Prem. Cable: 89,606; Local TV: 75,713 reaching Adults 25 - 64 who live in the WASHINGTON, DC, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who live in the WASHINGTON, DC, DMA



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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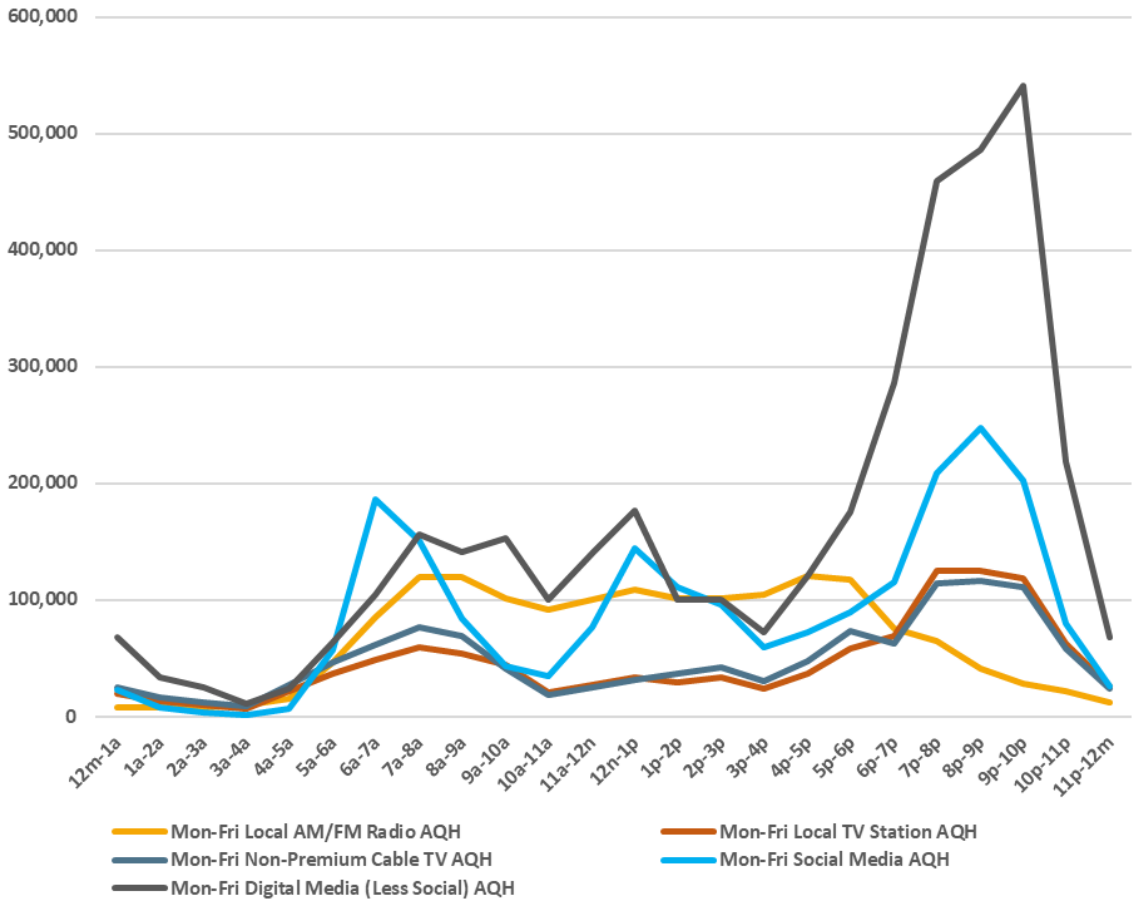


Washington, DC, DMA

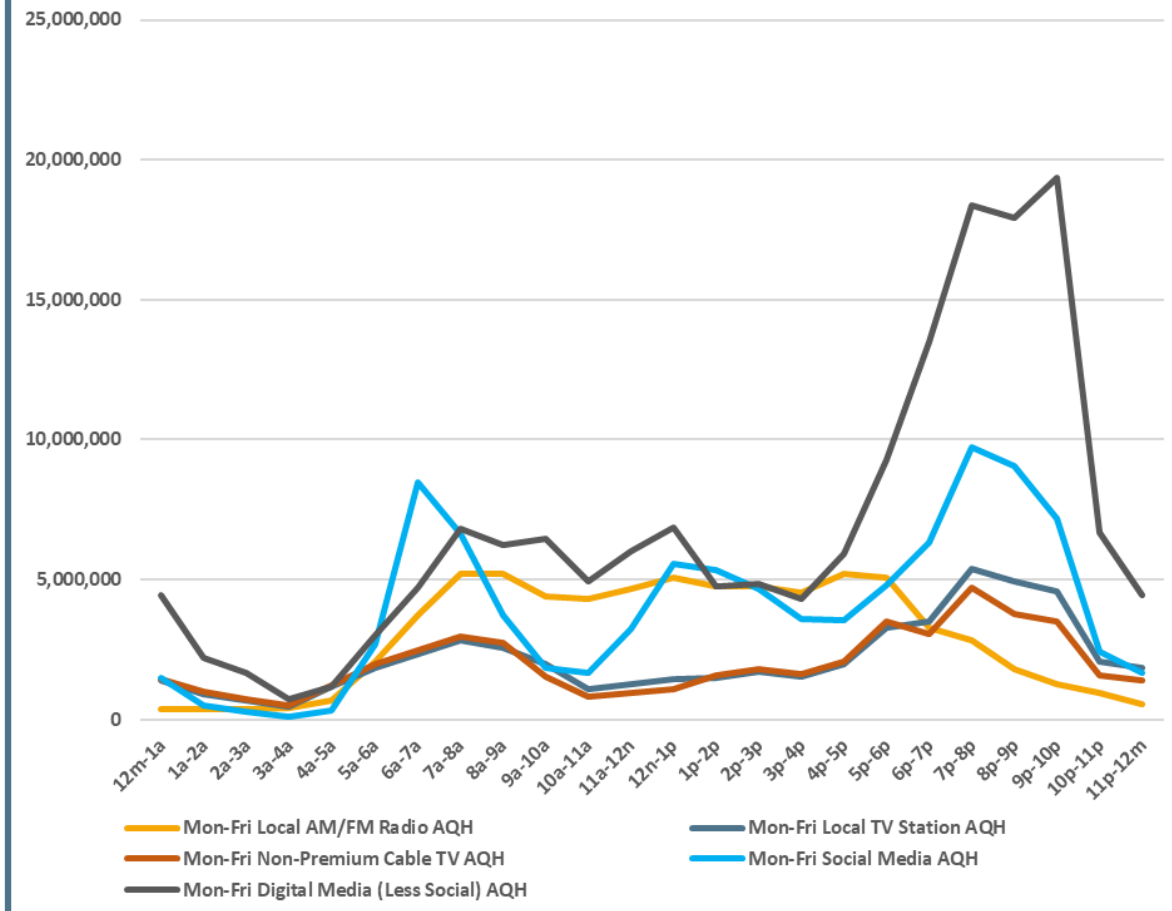
W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 140,180; Local Radio: 103,515; Social Media: 96,990; Non-Prem. Cable: 47,344; Local TV: 41,135 reaching Women 25 - 64 who live in the WASHINGTON, DC, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Women 25 - 64 who live in the WASHINGTON, DC, DMA



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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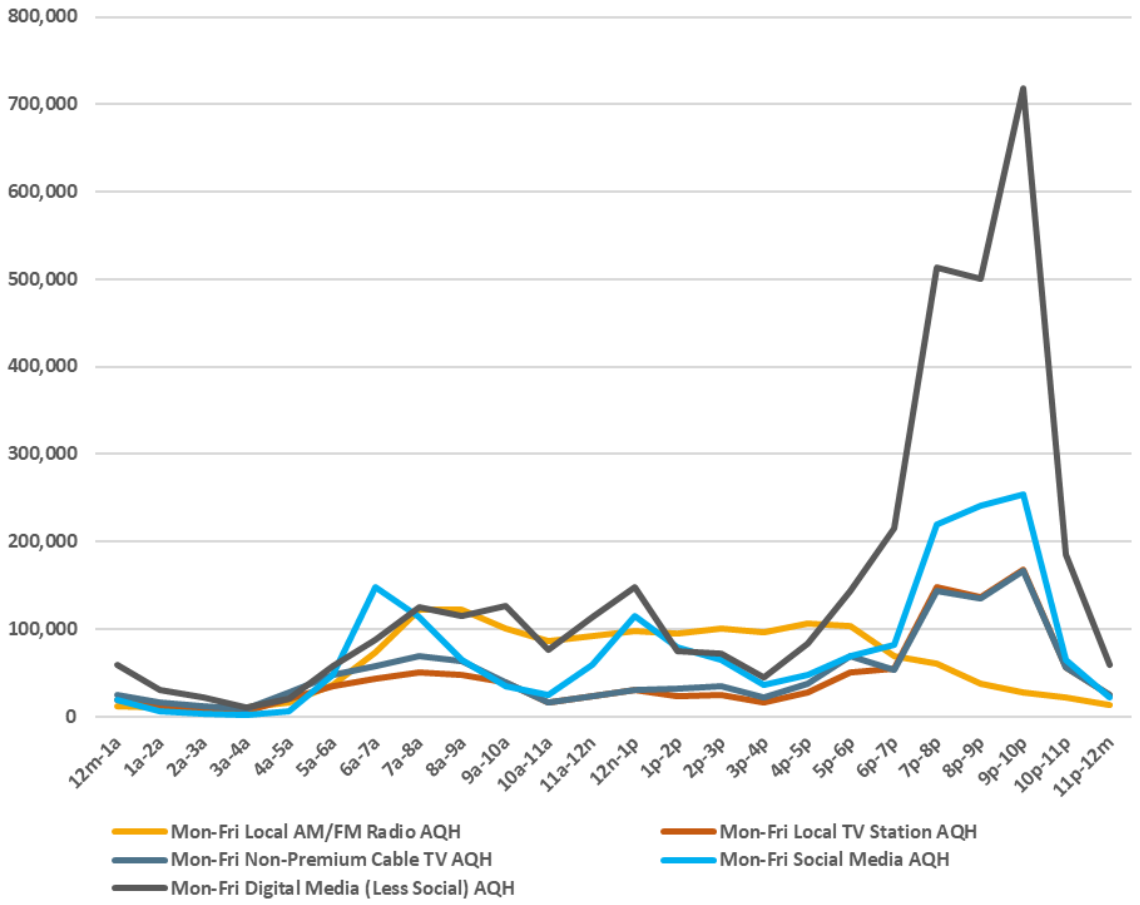


Washington, DC, DMA

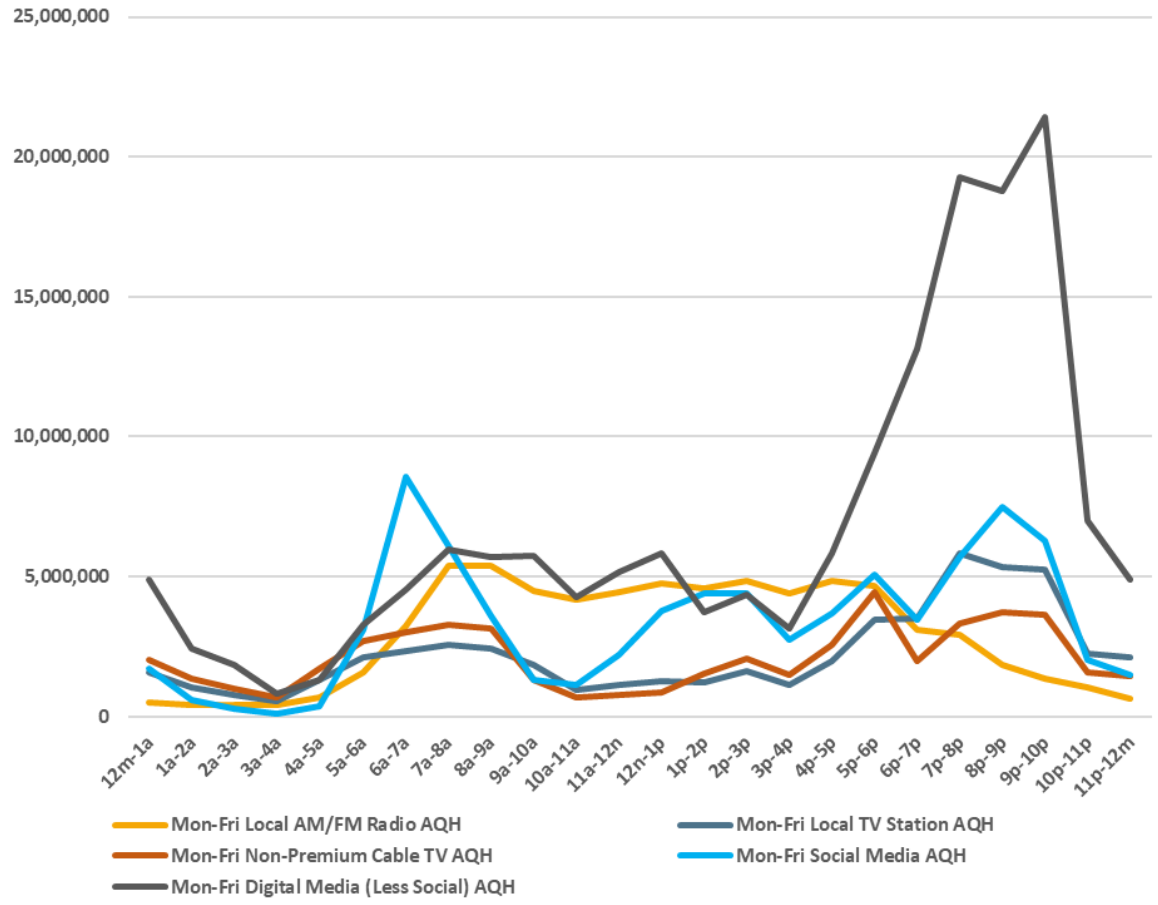
M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 109,562; Local Radio: 97,025; Social Media: 71,903; Non-Prem. Cable: 41,703; Local TV: 34,233 reaching Men 25 - 64 who live in the WASHINGTON, DC, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Men 25 - 64 who live in the WASHINGTON, DC, DMA



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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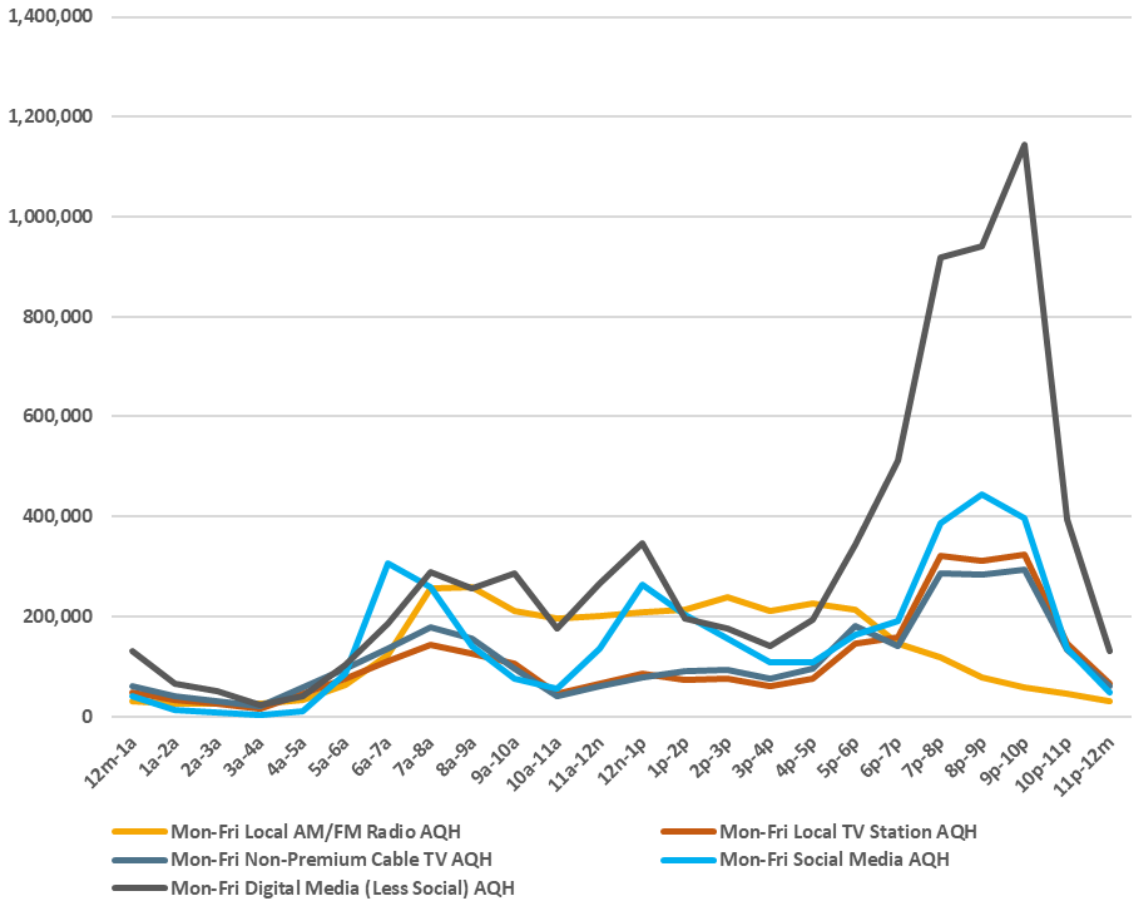


Washington, DC, DMA

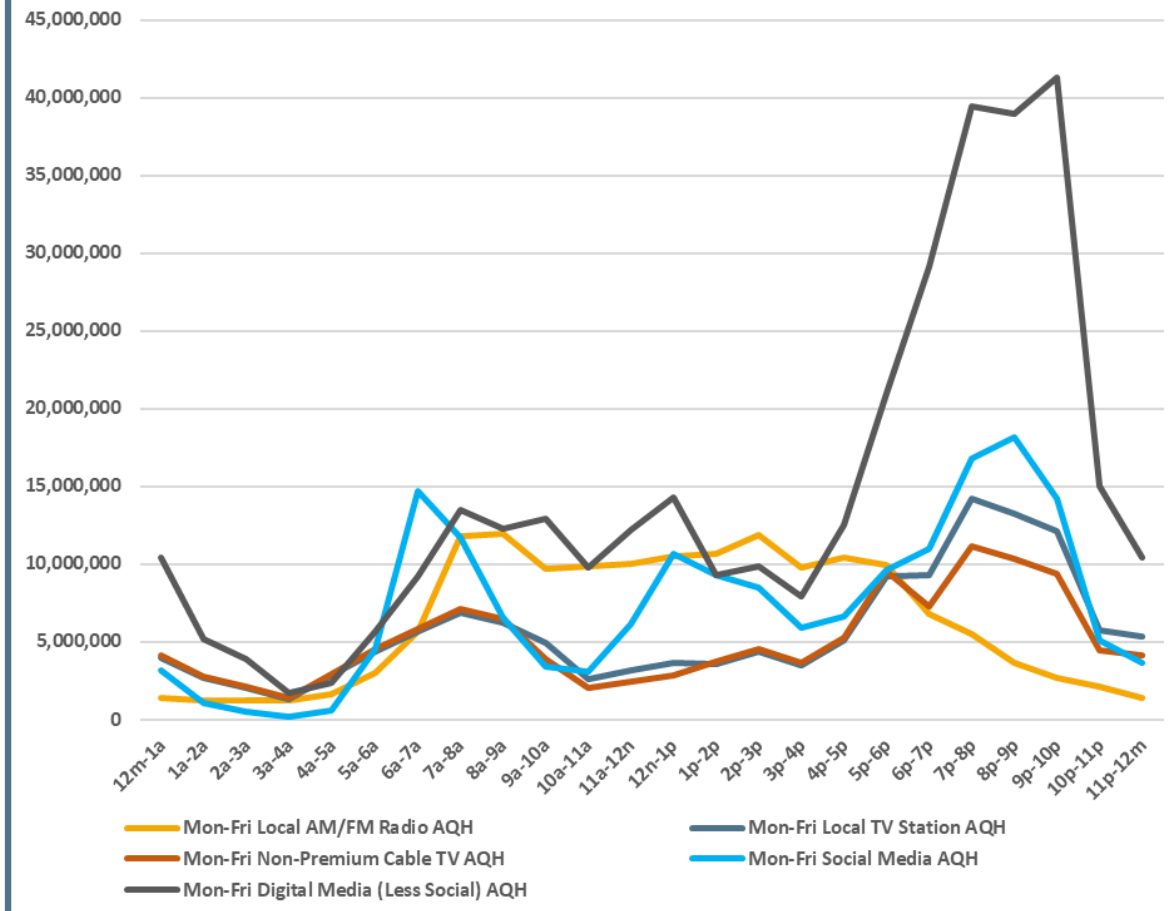
P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 258,819; Local Radio: 207,901; Social Media: 166,657; Non-Prem. Cable: 109,315; Local TV: 97,502 reaching Adults 35 or older who live in the WASHINGTON, DC, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who live in the WASHINGTON, DC, DMA



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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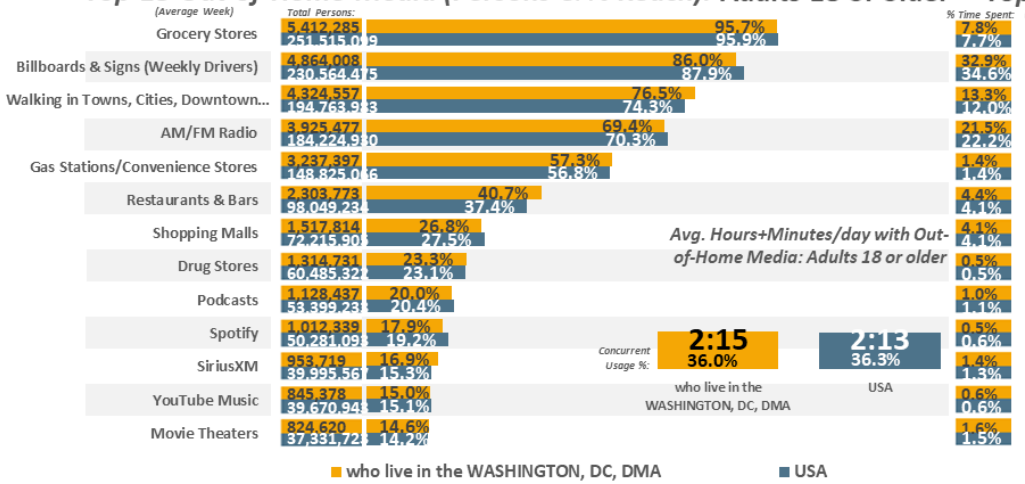


Washington, DC, DMA

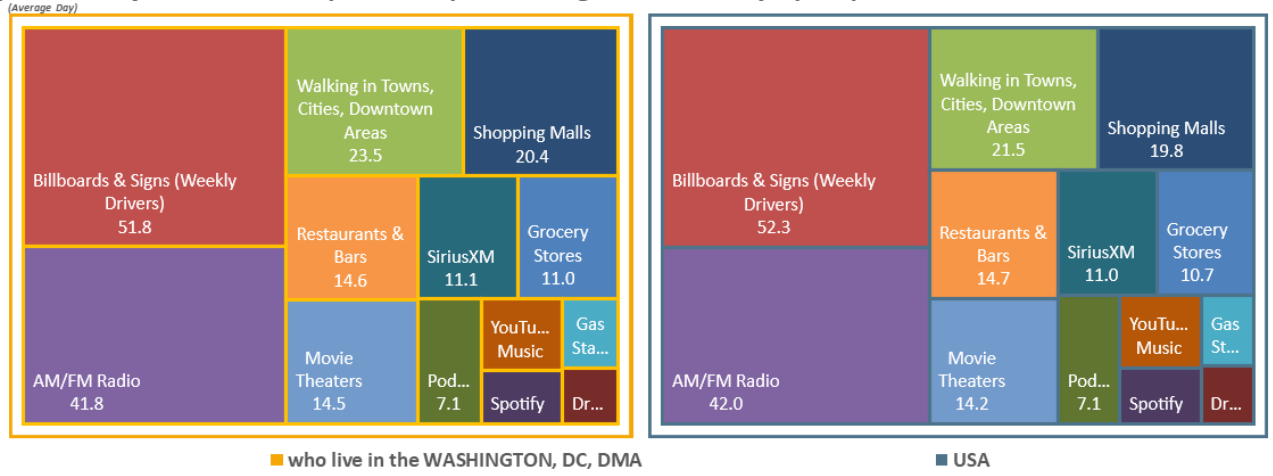
P18+

4,864,008 or 86.% of Adults 18 or older who live in the WASHINGTON, DC, DMA spend an average of 51.8 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

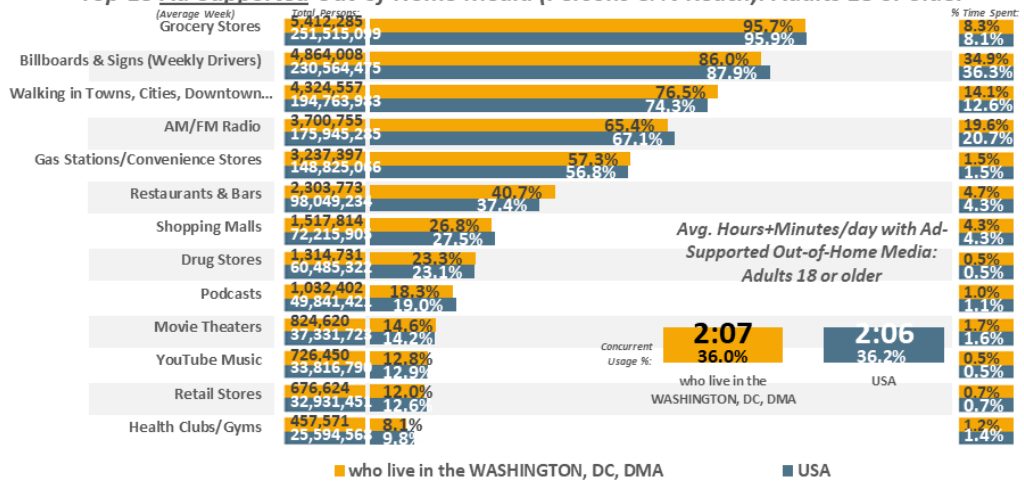
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



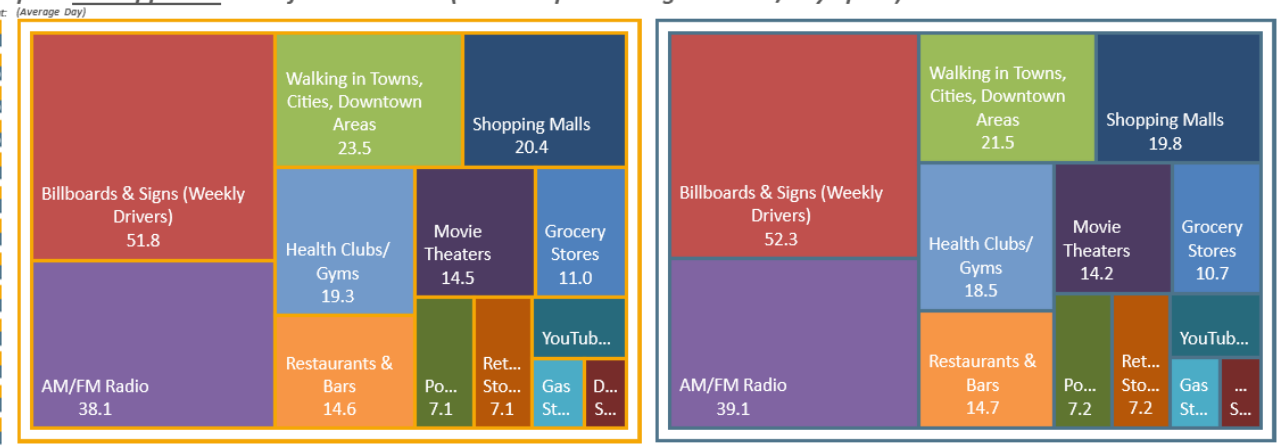
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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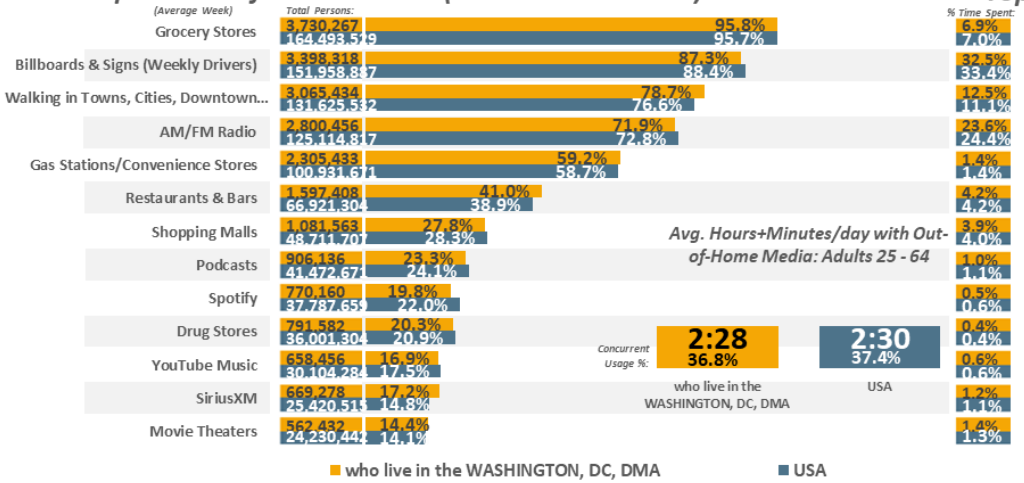
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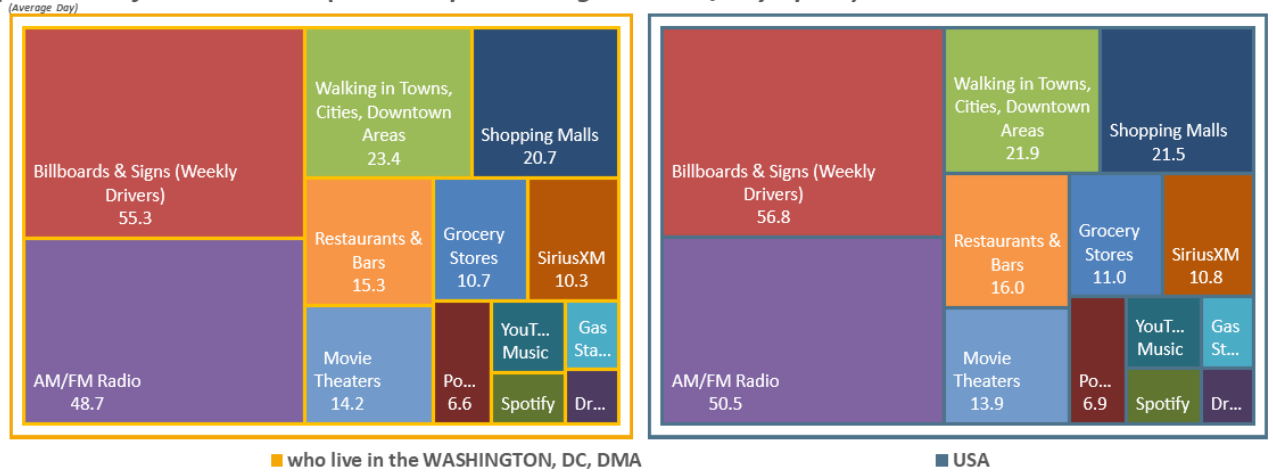
Washington, DC, DMA
P25-64

3,398,318 or 87.3% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minutes/day.

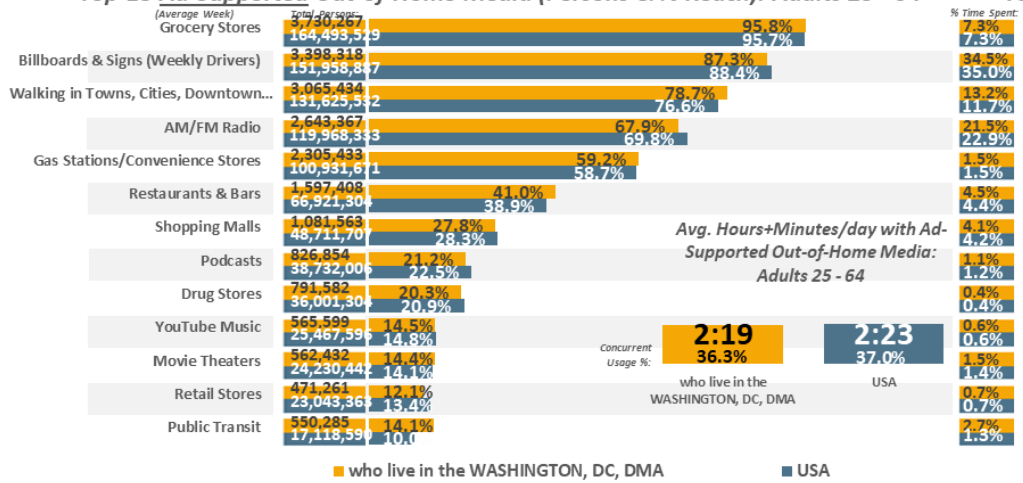
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



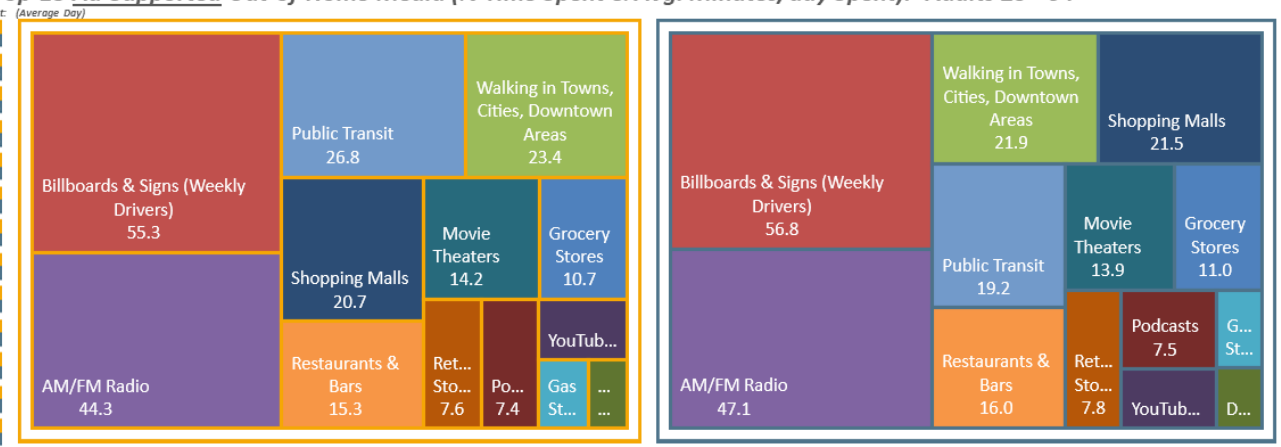
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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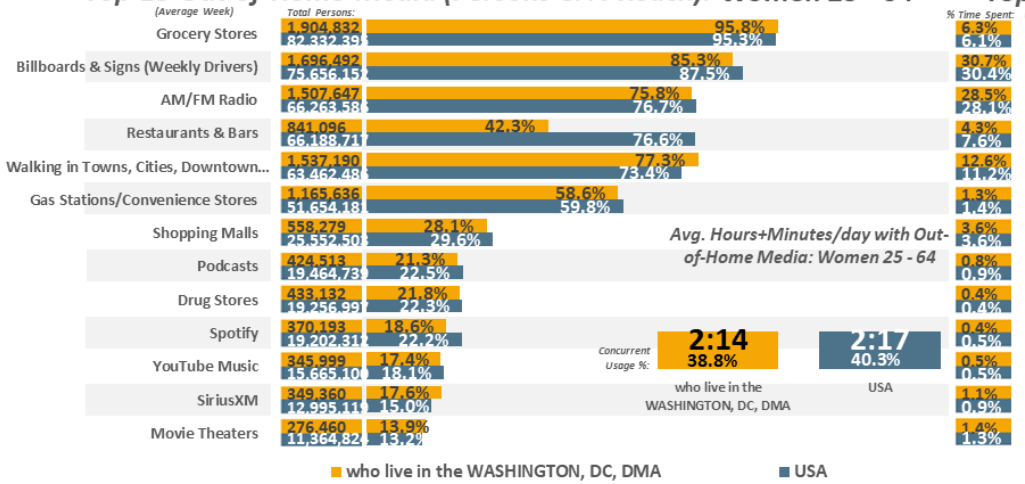
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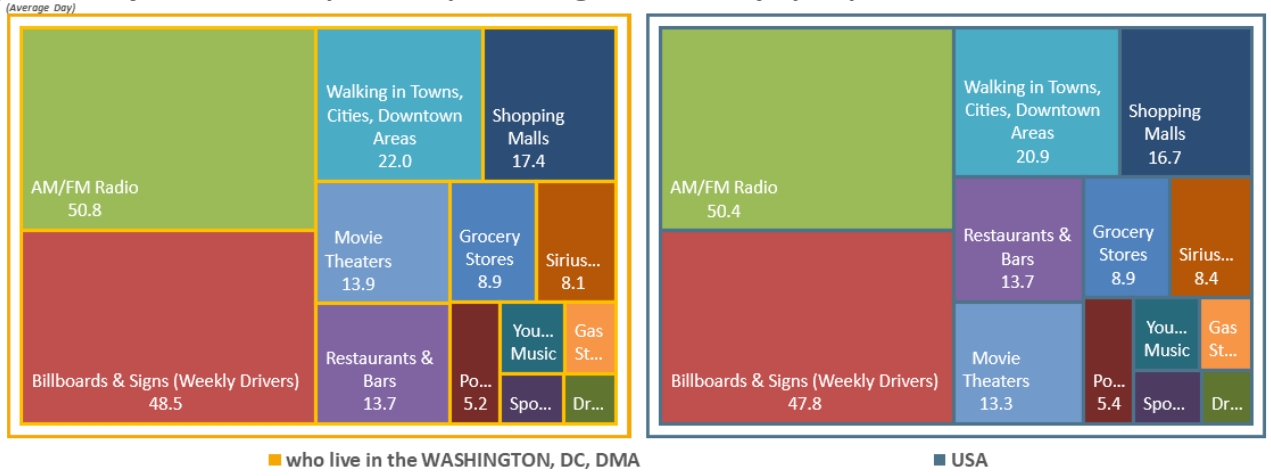
Washington, DC, DMA
W25-64

1,696,492 or 85.3% of Women 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day.

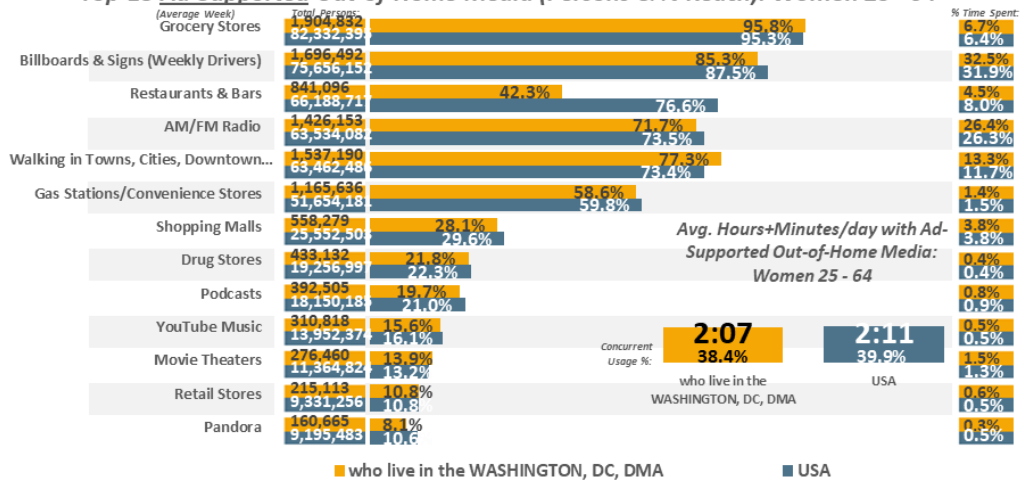
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



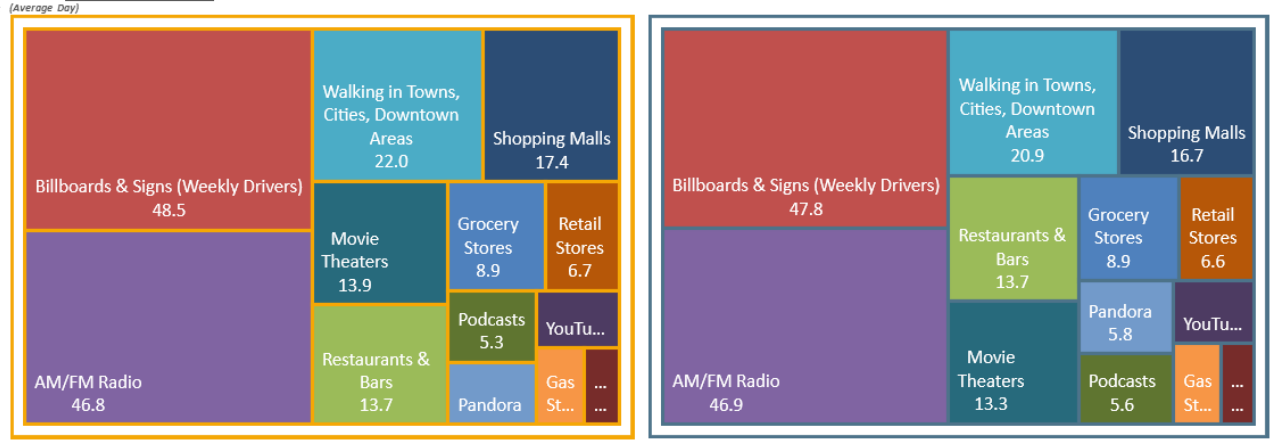
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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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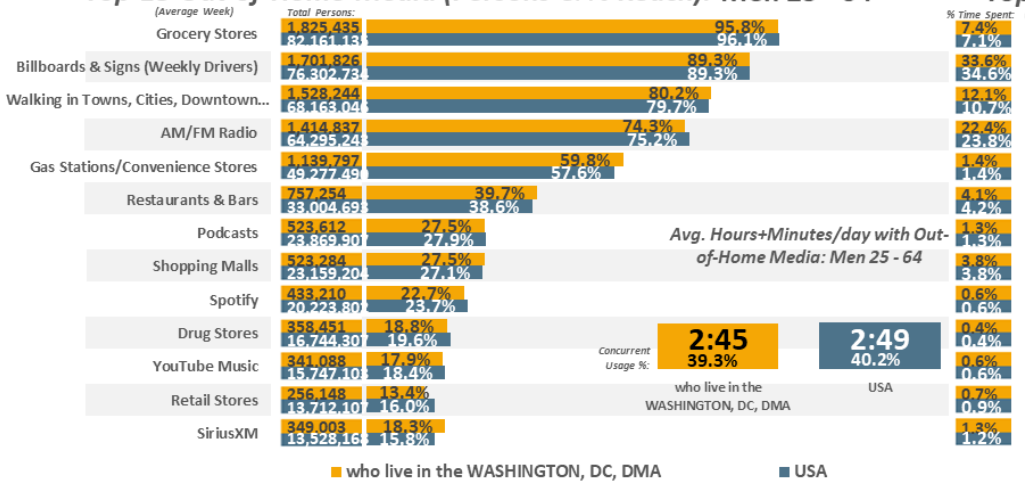
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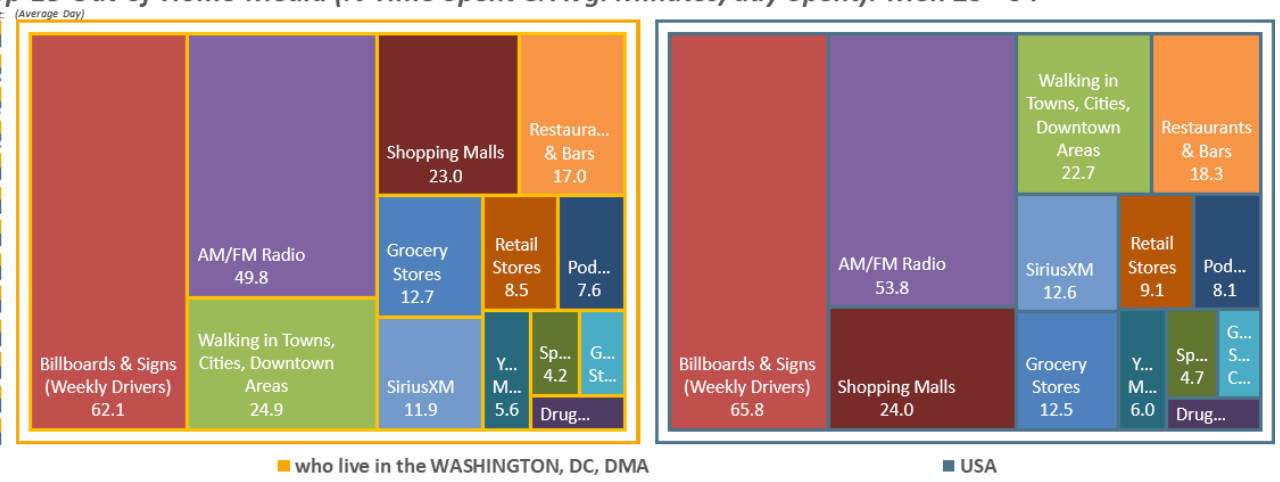
Washington, DC, DMA
M25-64

1,701,826 or 89.3% of Men 25 - 64 who live in the WASHINGTON, DC, DMA spend an average of 62.1 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day.

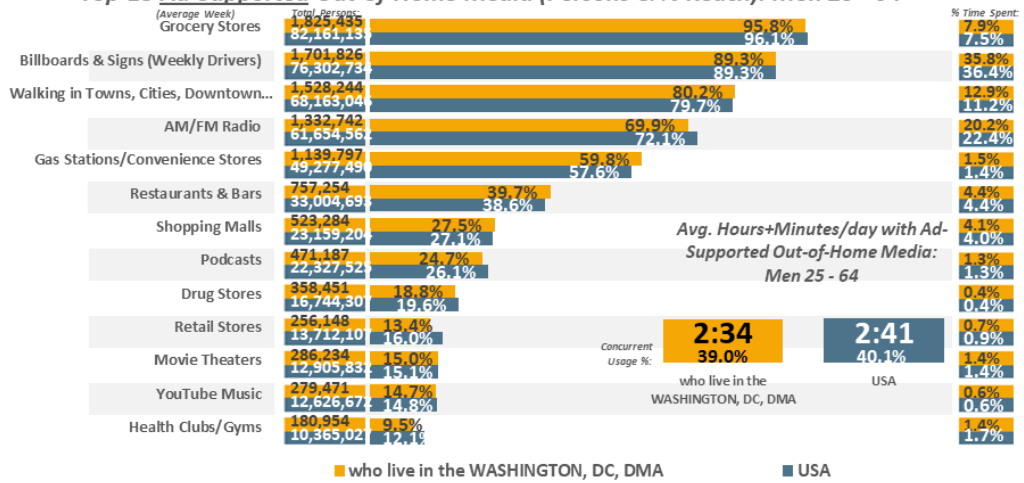
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



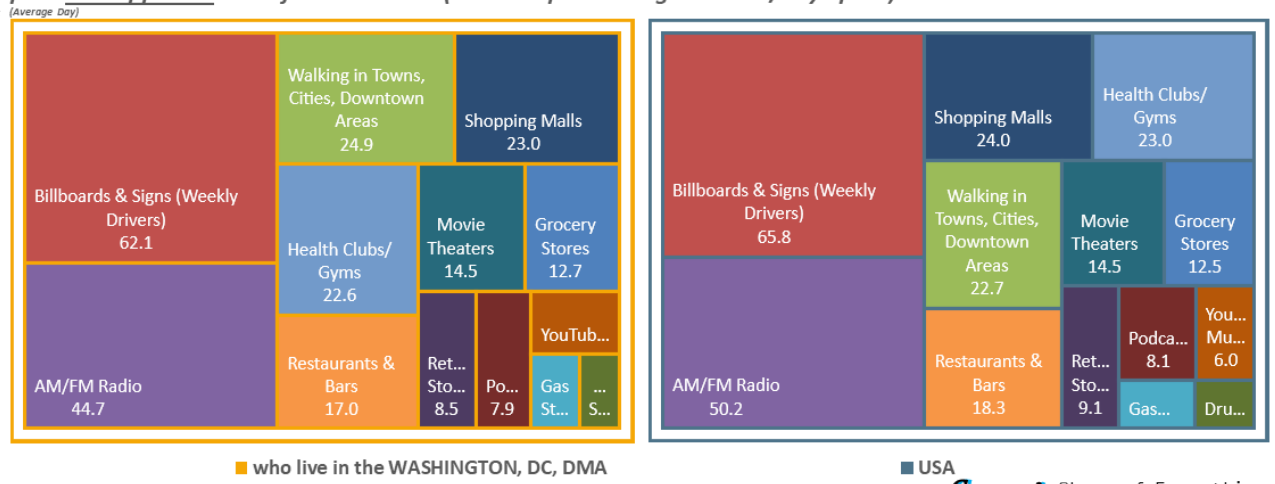
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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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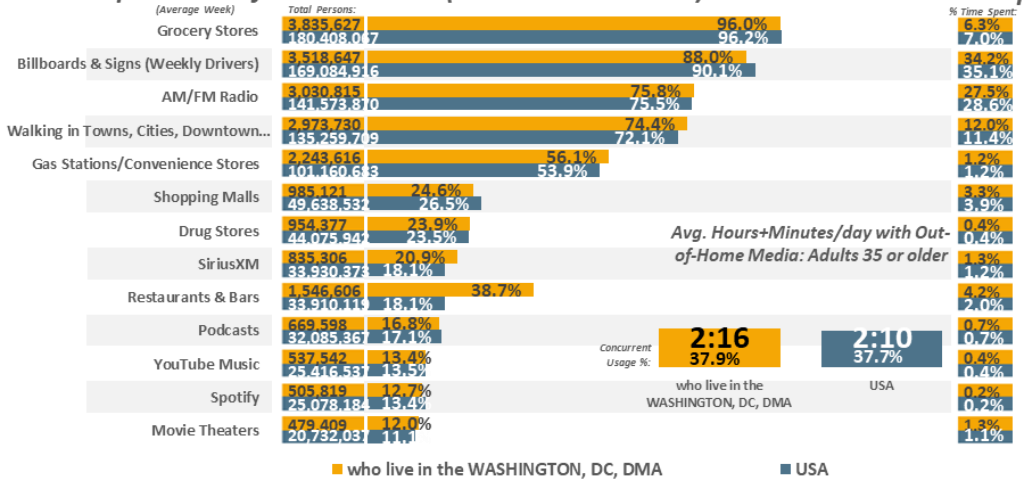
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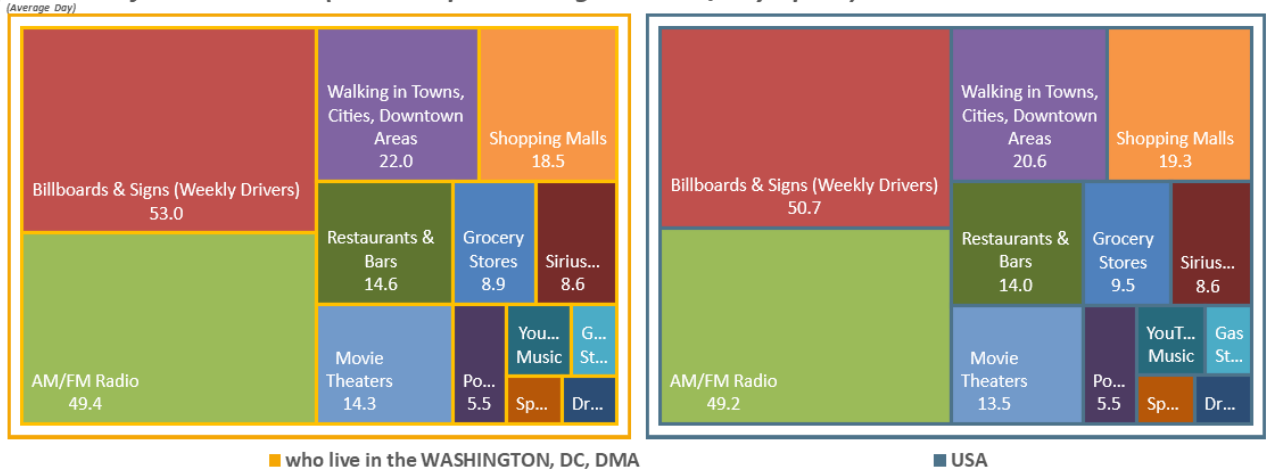
Washington, DC, DMA
P35+

3,518,647 or 88.% of Adults 35 or older who live in the WASHINGTON, DC, DMA spend an average of 53. minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 44.5 minutes/day.

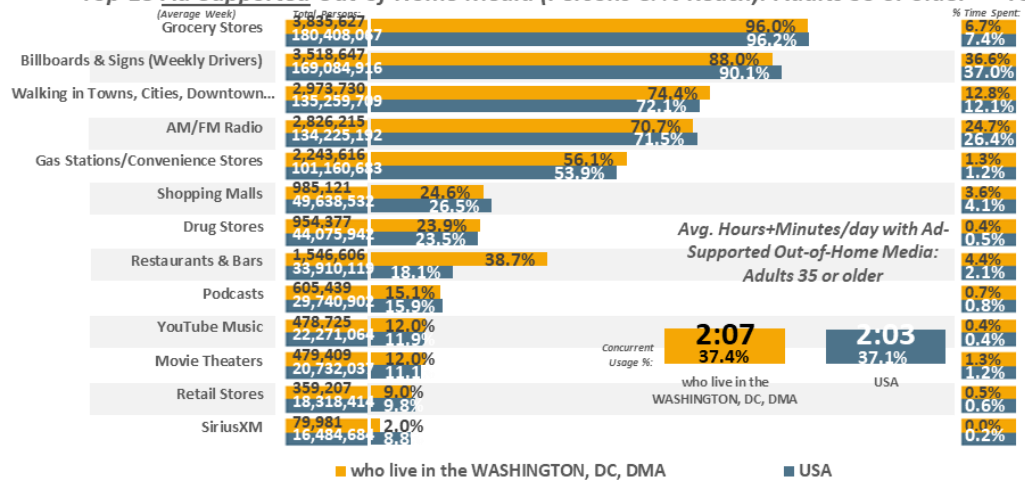
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



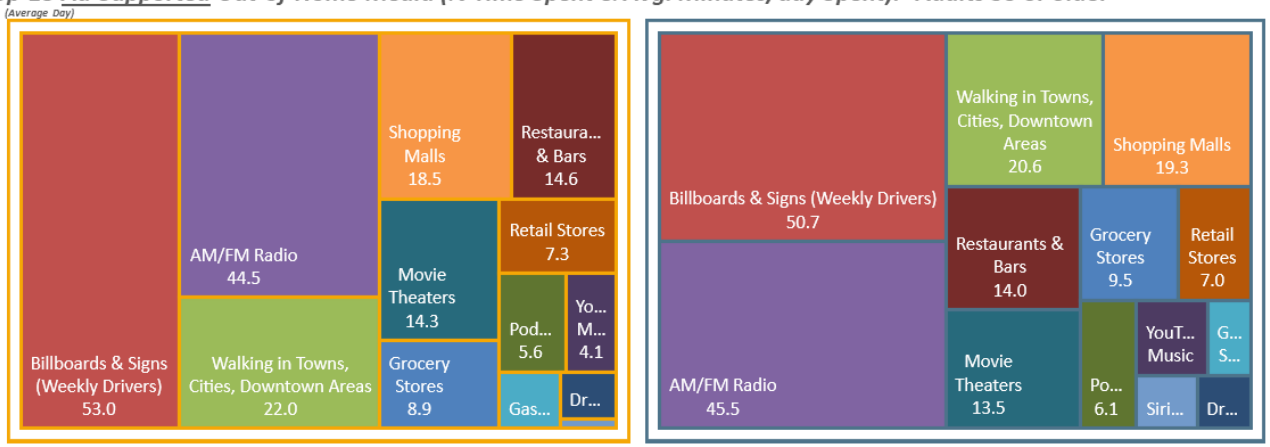
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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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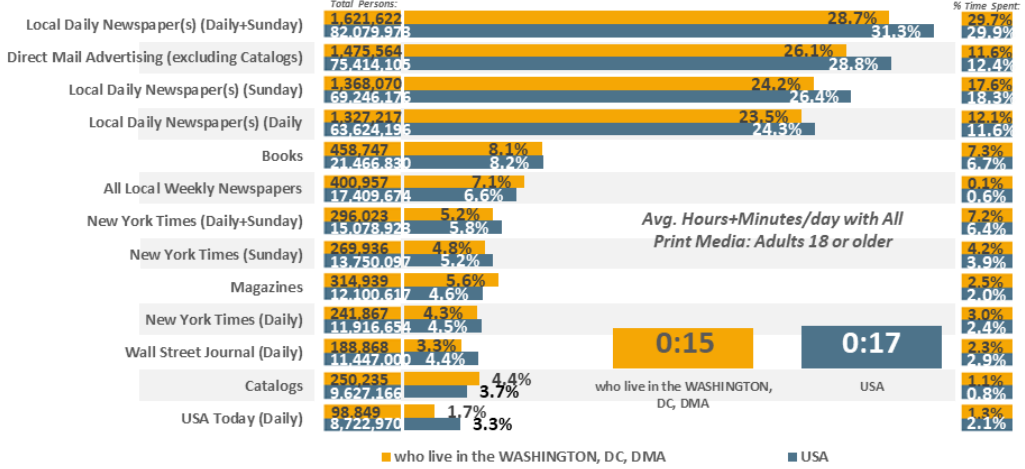


Washington, DC, DMA

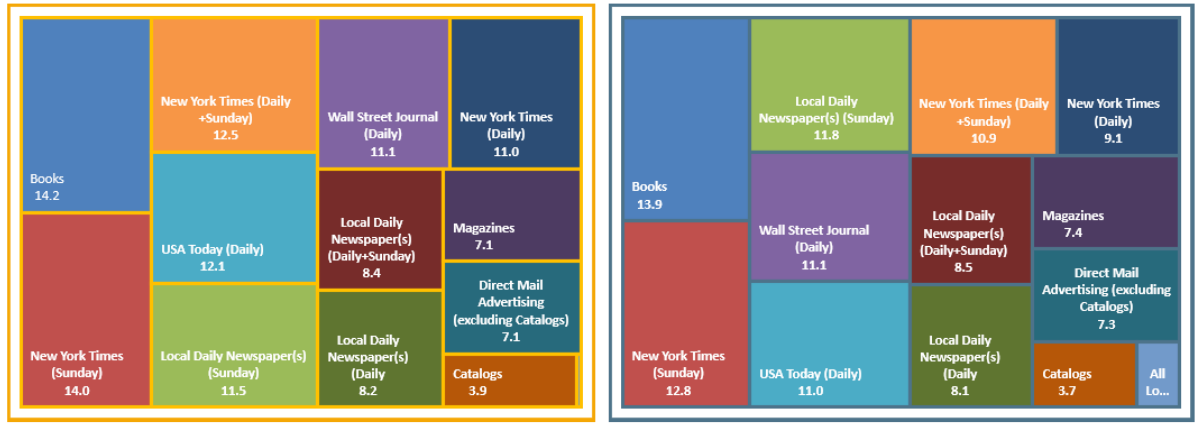
P18+

1,621,622 or 28.7% of Adults 18 or older who live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

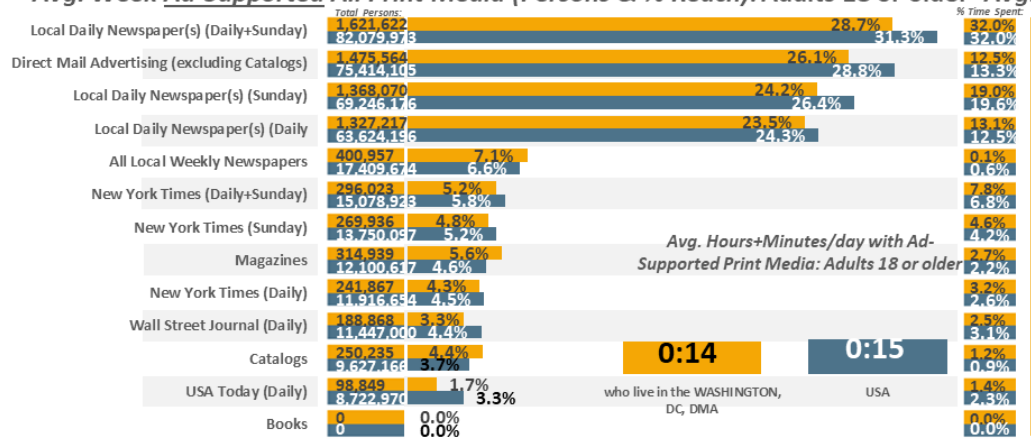
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



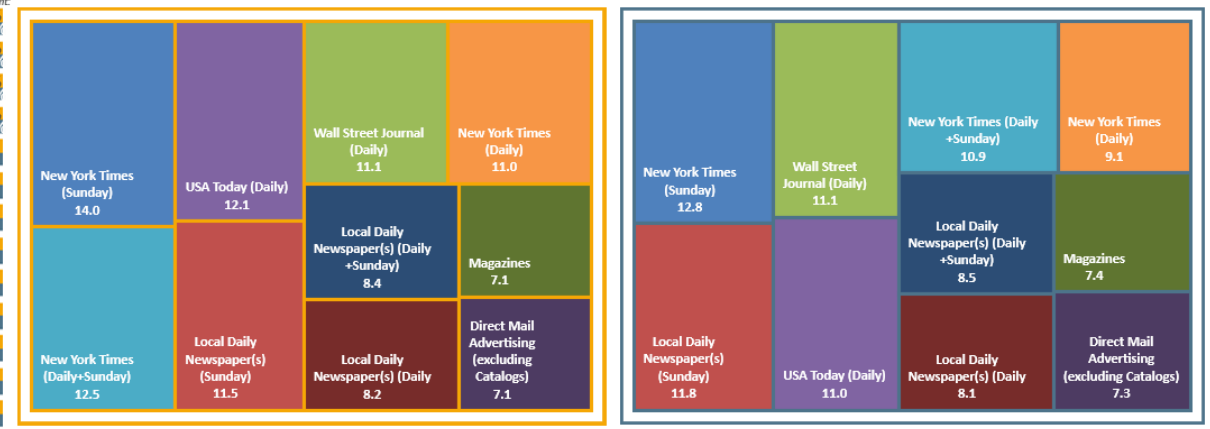
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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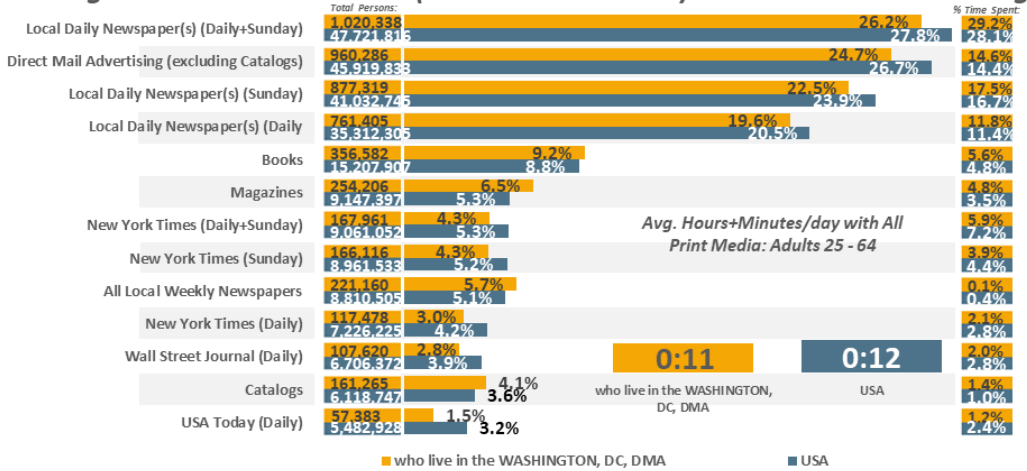
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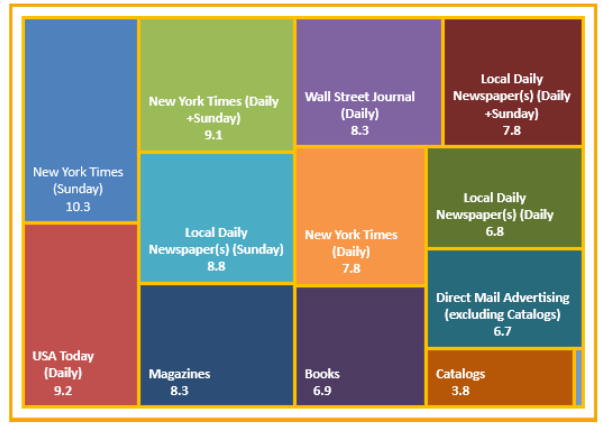
Washington, DC, DMA
P25-64

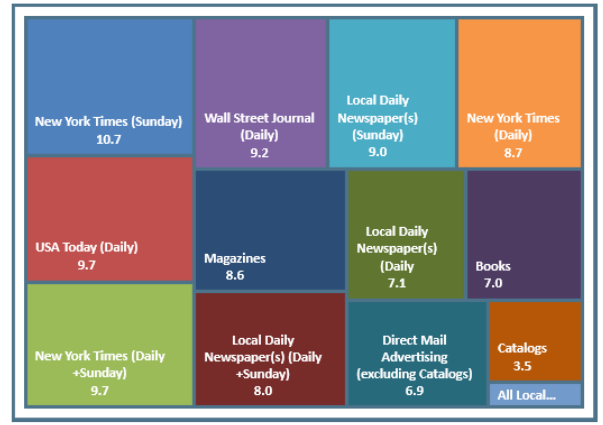
1,020,338 or 26.2% of Adults 25 - 64 who live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

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

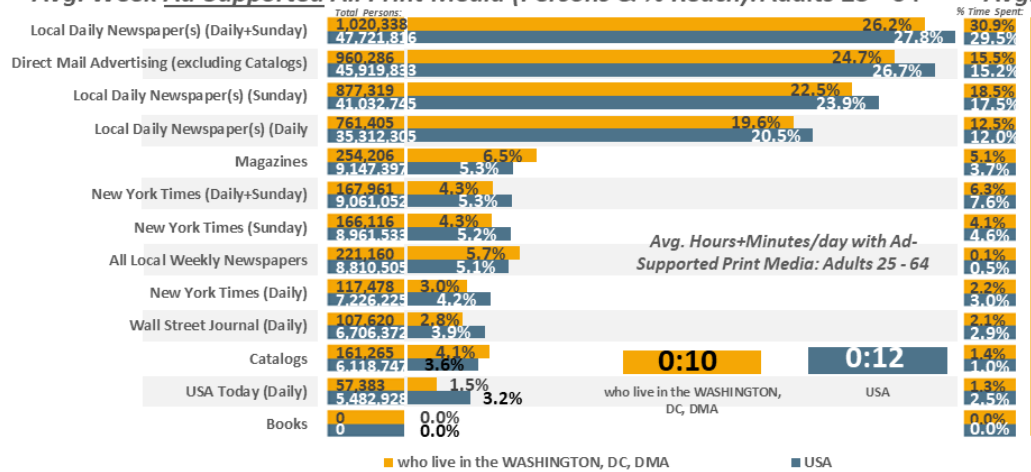


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

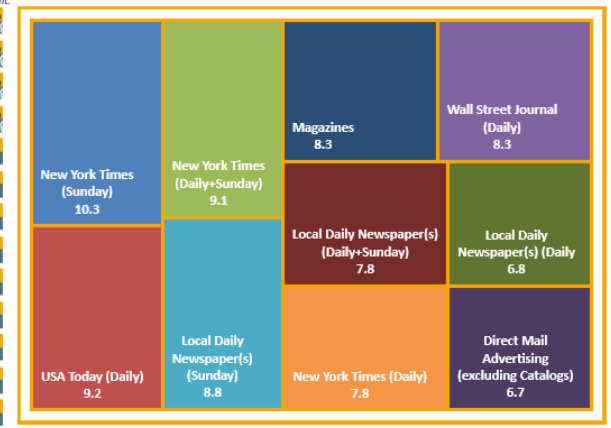


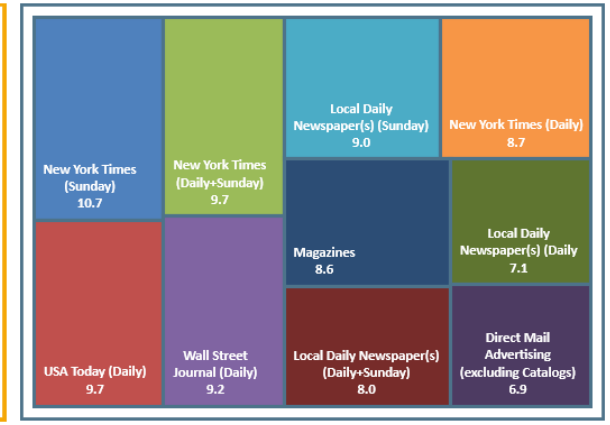


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



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





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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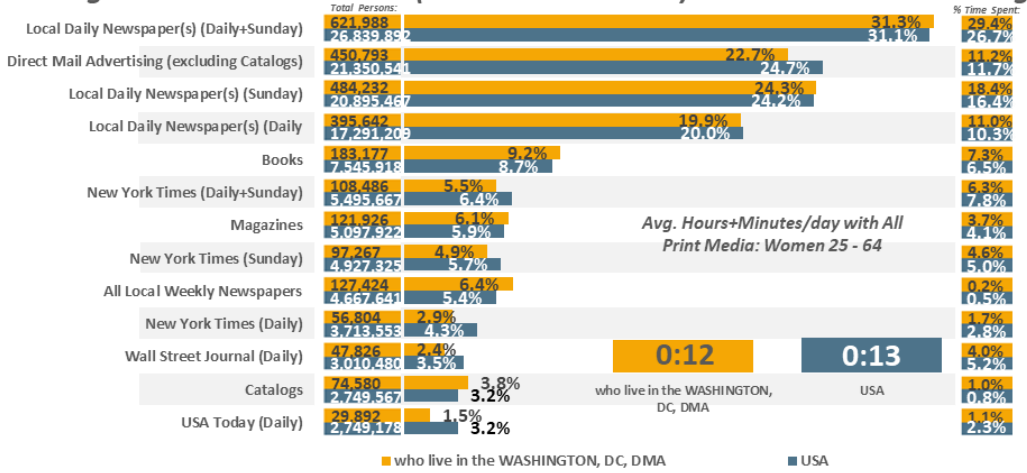
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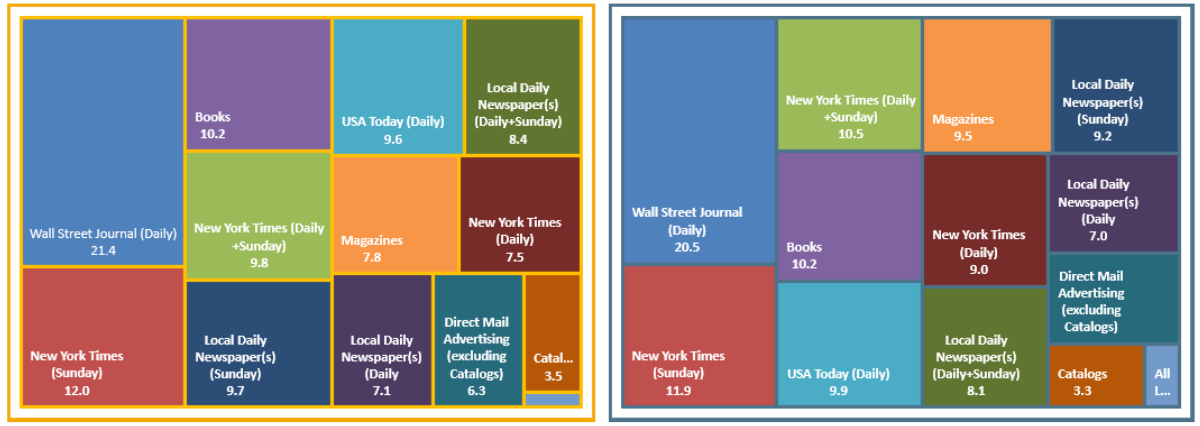
Washington, DC, DMA
W25-64

621,988 or 31.3% of Women 25 - 64 who live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

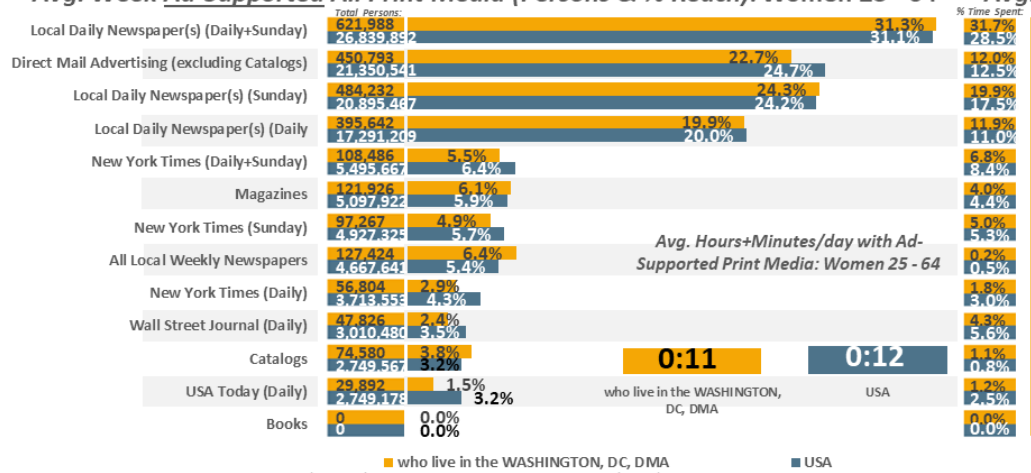
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



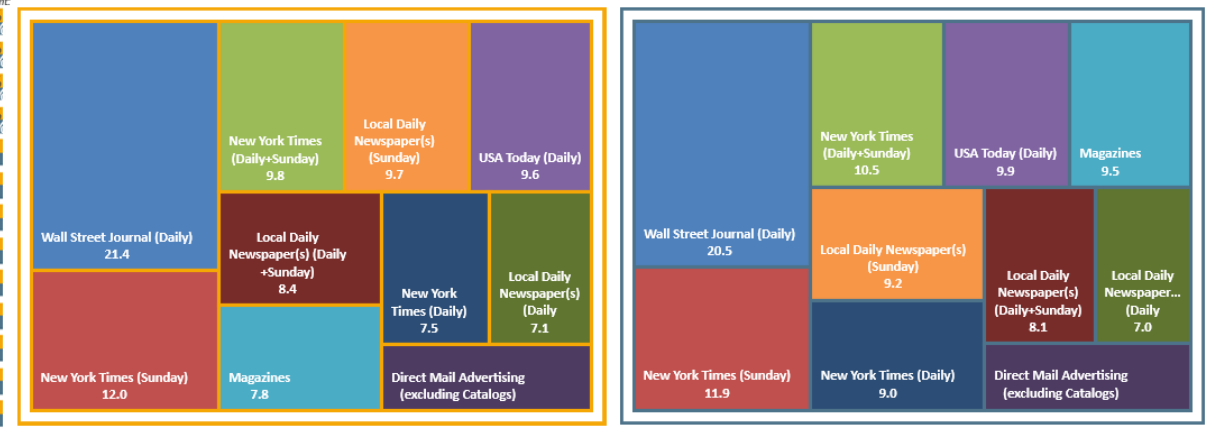
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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

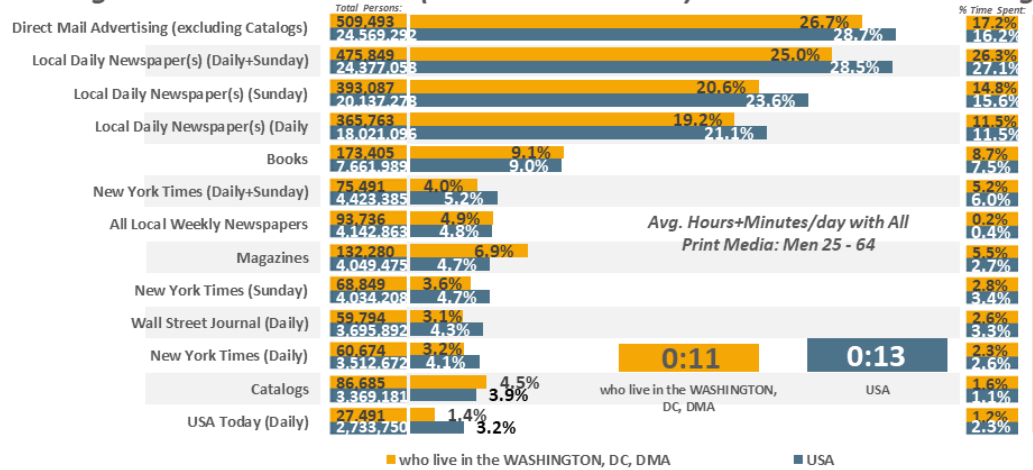
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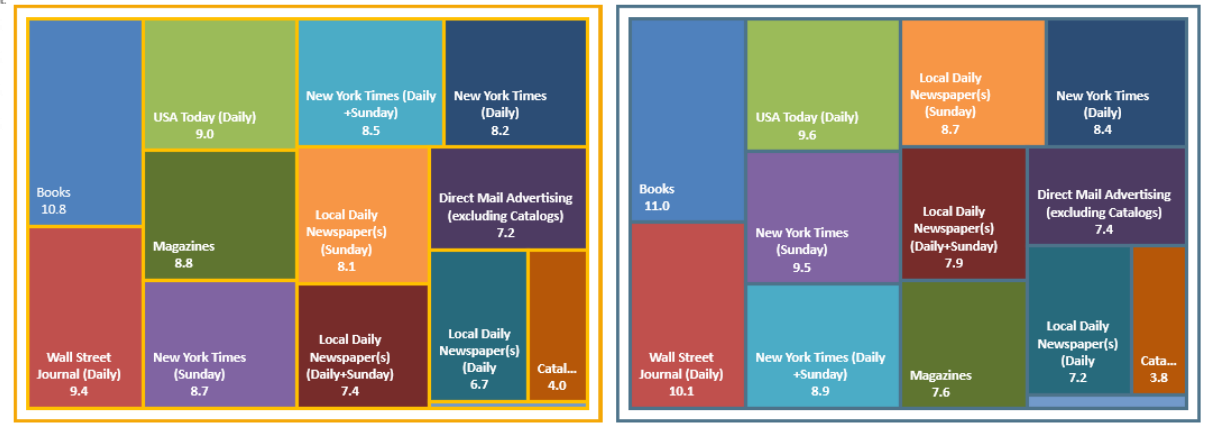
Washington, DC, DMA
M25-64

475,849 or 25.% of Men 25 - 64 who live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

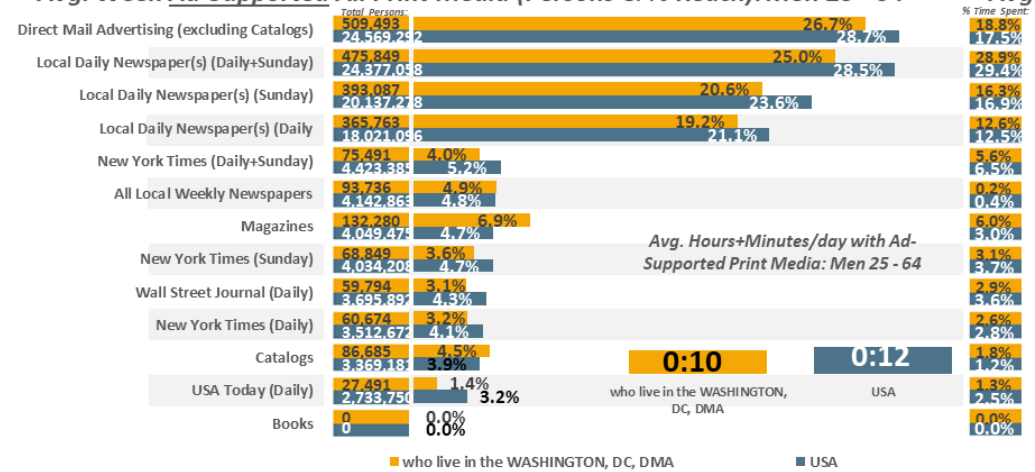
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



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



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *5,411*

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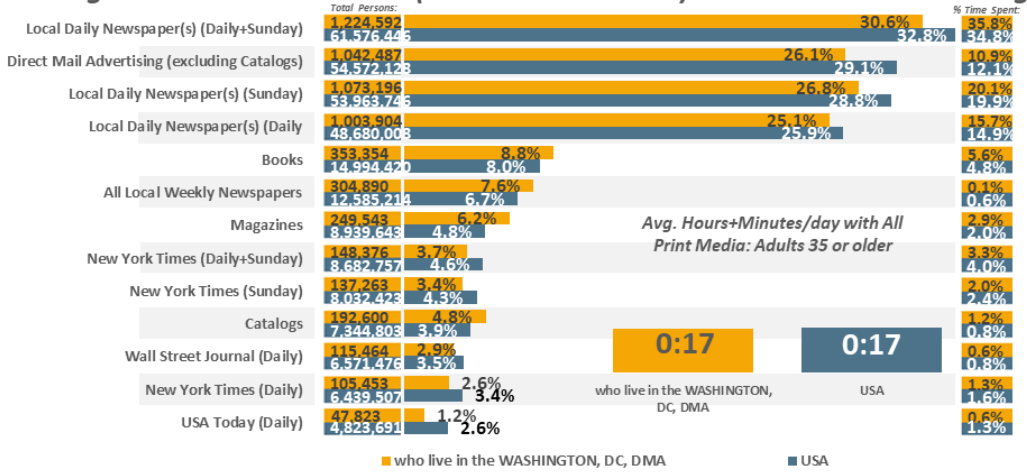
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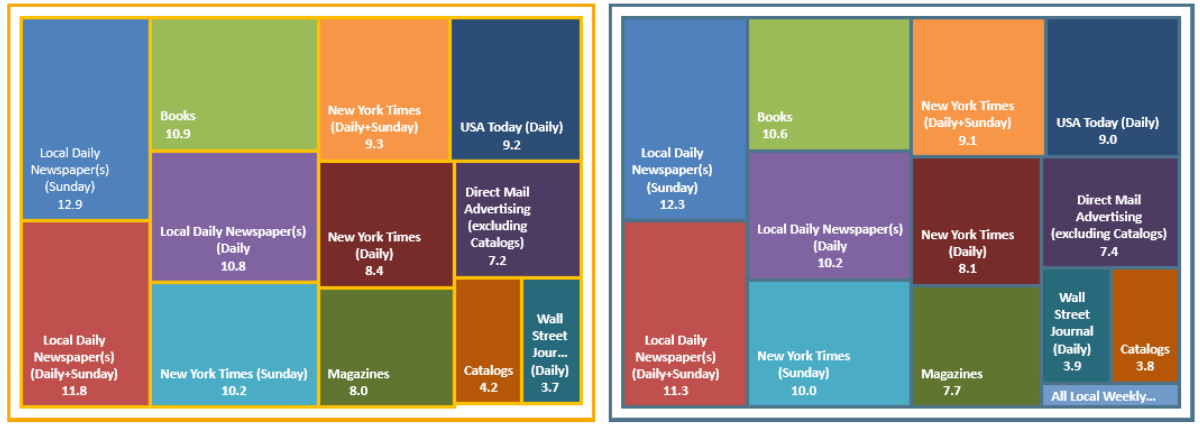
Washington, DC, DMA
P35+

1,224,592 or 30.6% of Adults 35 or older who live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 37.9% of all time spent daily with All forms of Print Media.

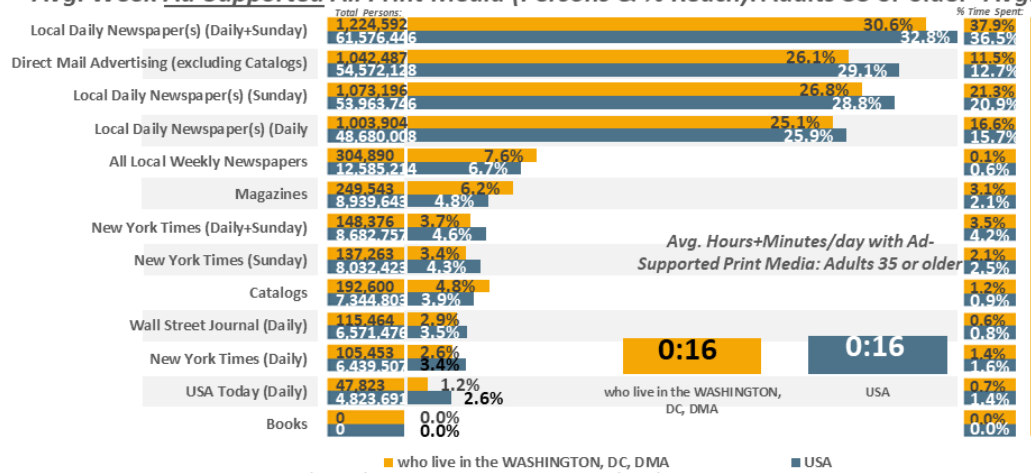
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



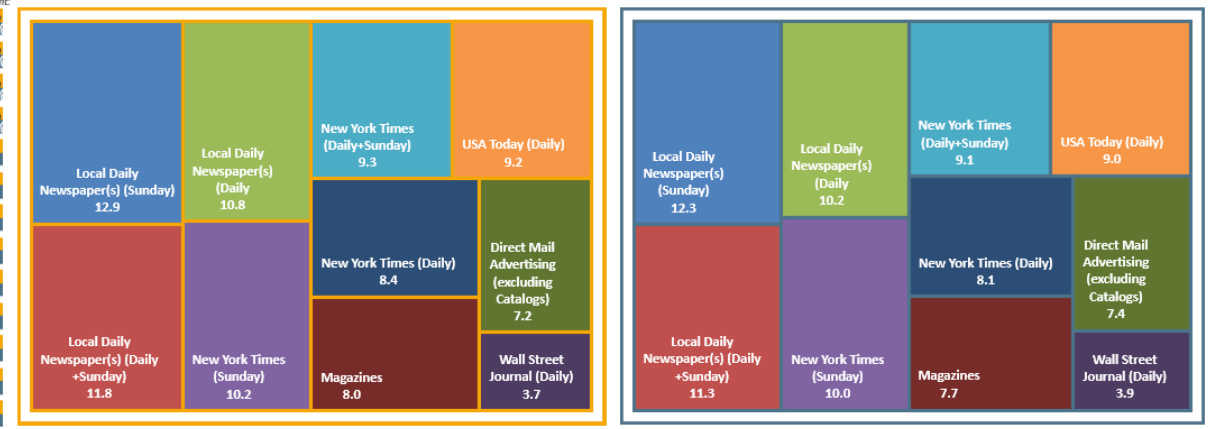
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 5,411

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