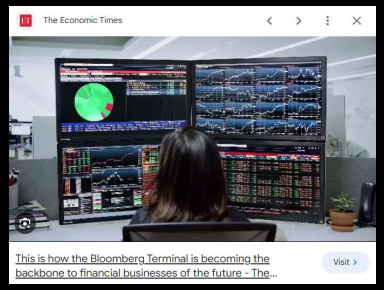
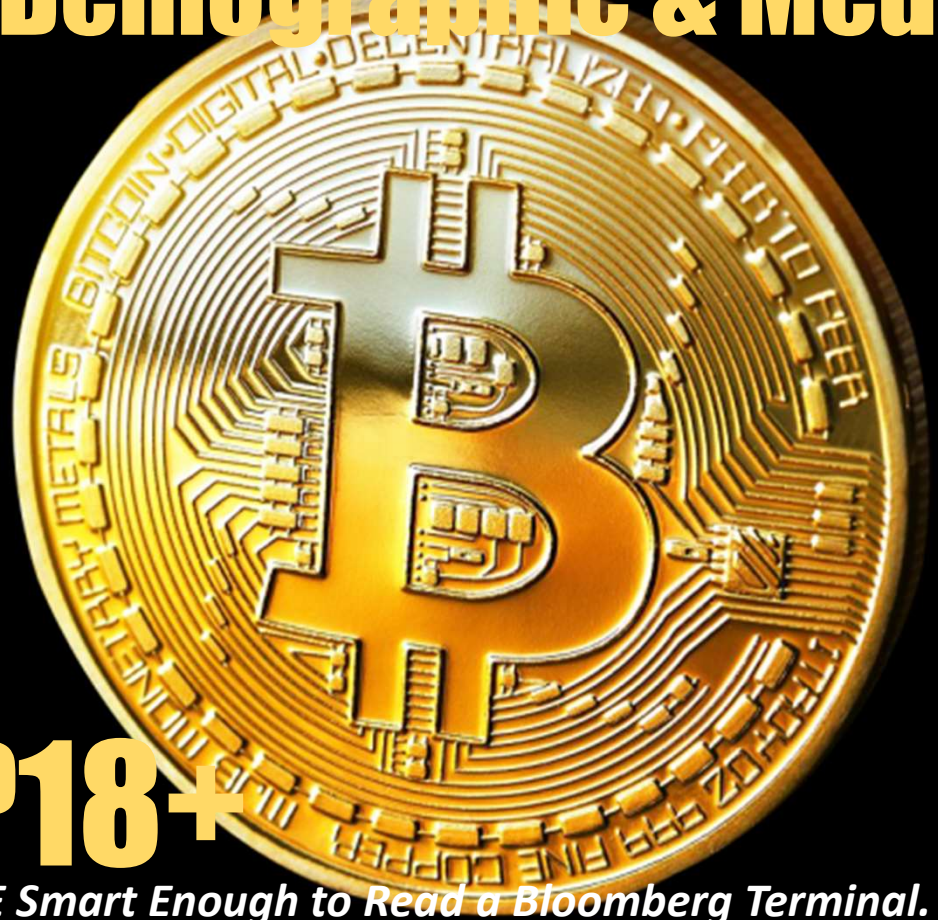
USA+4 DMAs - P18+ past 6mos Users of CRYPTOCURRENCY!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 6mos Users of CRYPTOCURRENCY in the USA and in the CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMAs as of April 2024!















P18+

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

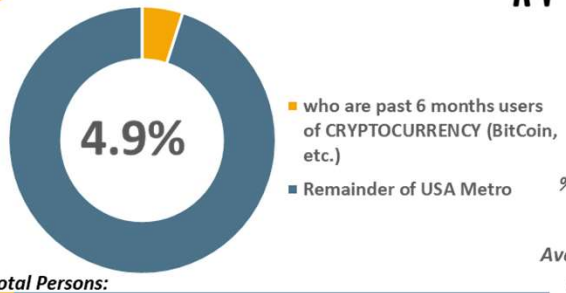
HUBBARD BROADCASTING INC. HB INC.

Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

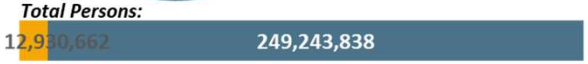


4.9% or 12,930,662 of USA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Typical Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 41.3 years old (15.6% younger than average) and have a $108,173 (20.6% higher than average) annual household…

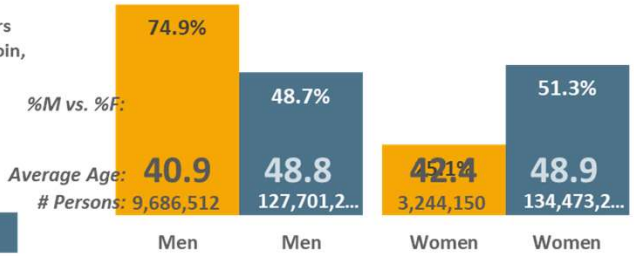
Percent of Market: Adults 18 or older



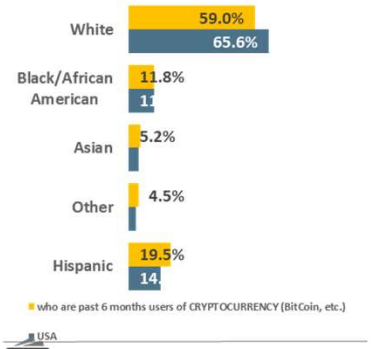
Total Persons:



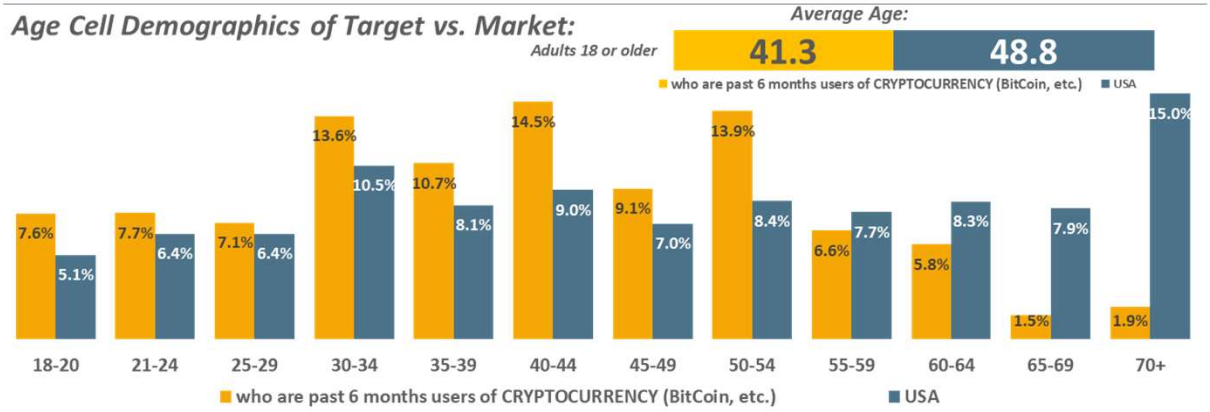
Gender of Target vs. Market: Adults 18 or older



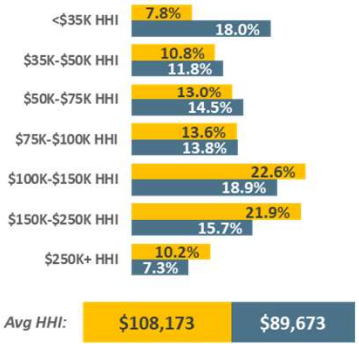
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038

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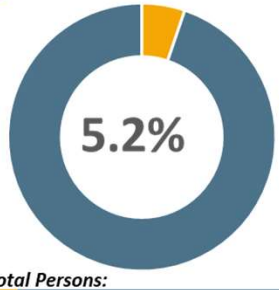
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



5.2% or 393,889 of CHI DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Typical Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 40.7 years old (16.1% younger than average) and have a $125,216 (22.2% higher than average) annual household…

Percent of Market: Adults 18 or older

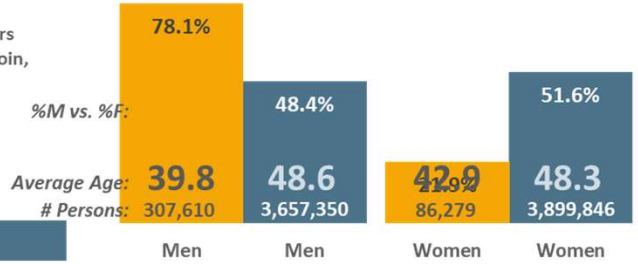


- who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.)
- Remainder of CHI DMA

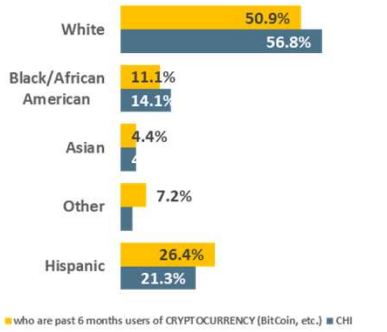
Total Persons:



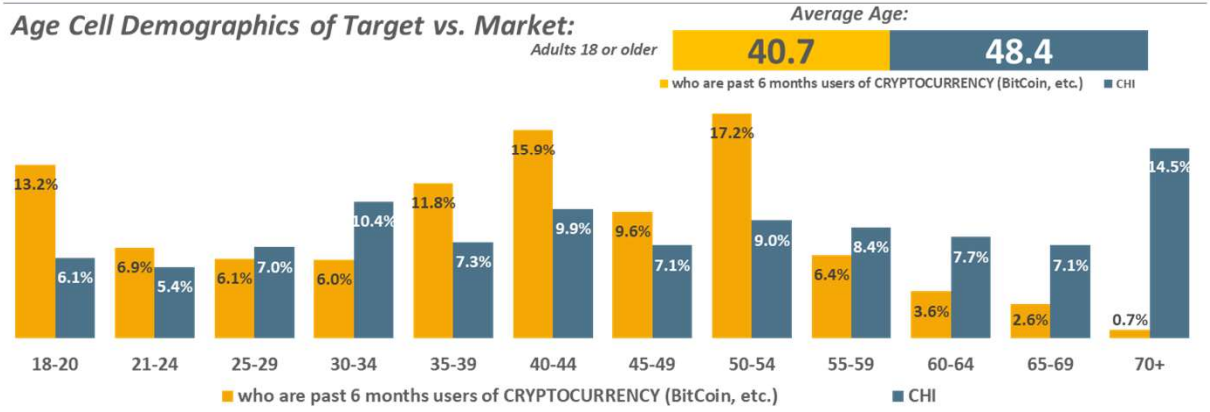
Gender of Target vs. Market: Adults 18 or older



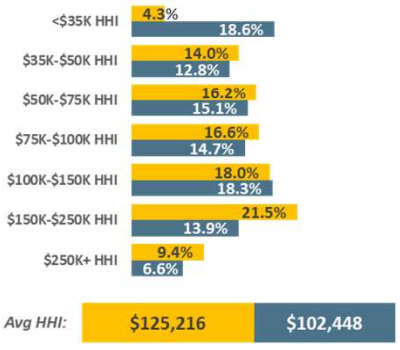
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

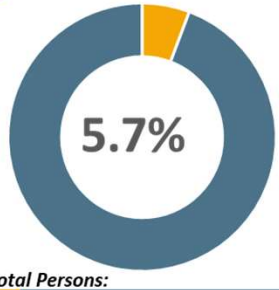
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

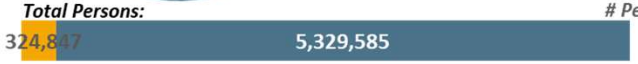


5.7% or 324,847 of WDC DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Typical Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 44.1 years old (8.% younger than average) and have a $153,005 (19.2% higher than average) annual household income.

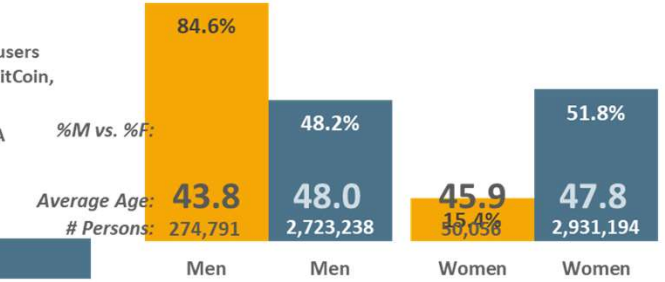
Percent of Market: Adults 18 or older



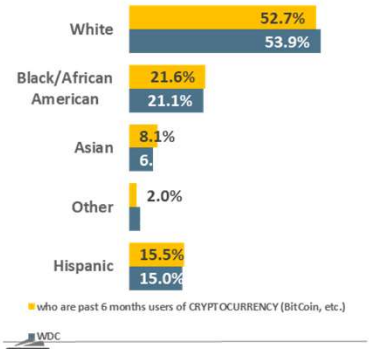
Total Persons:



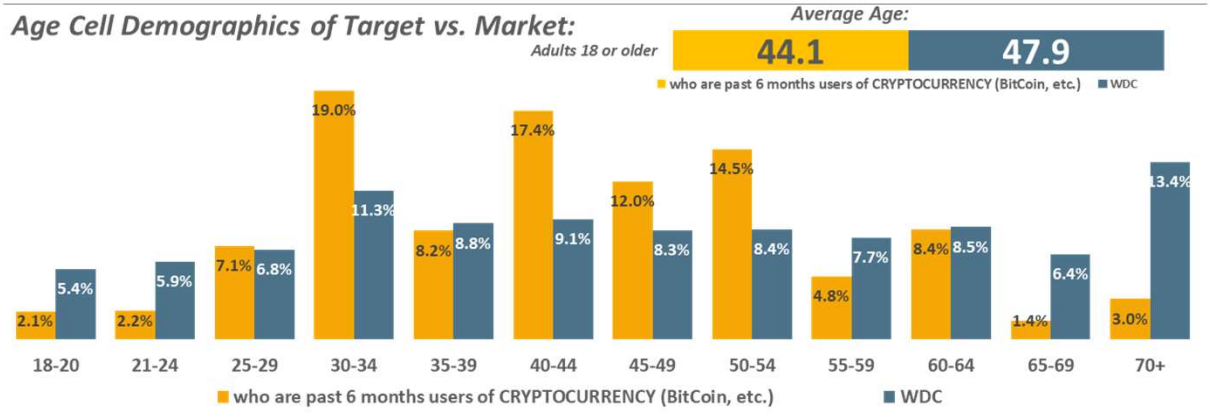
Gender of Target vs. Market: Adults 18 or older



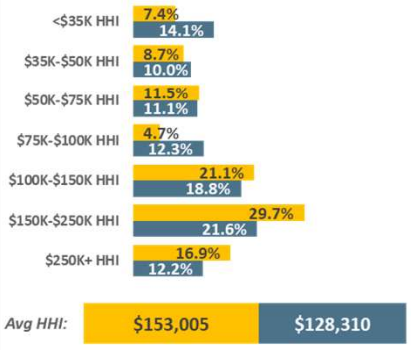
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

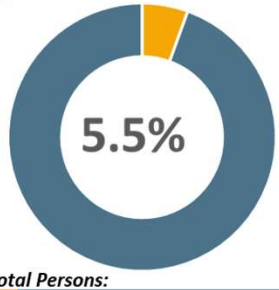
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

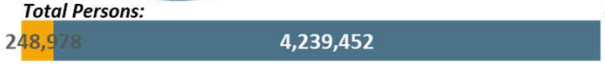


5.5% or 248,978 of SEA DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Typical Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 39. years old (19.1% younger than average) and have a $151,556 (27.9% higher than average) annual household income.

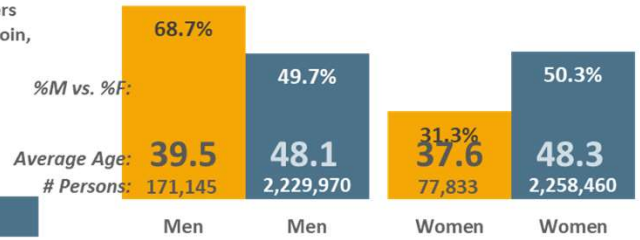
Percent of Market: Adults 18 or older



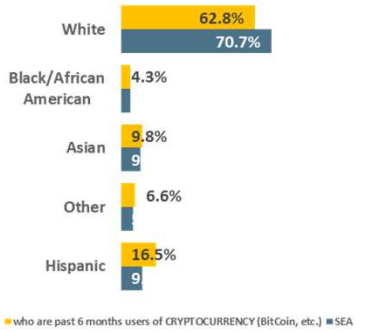
Total Persons:



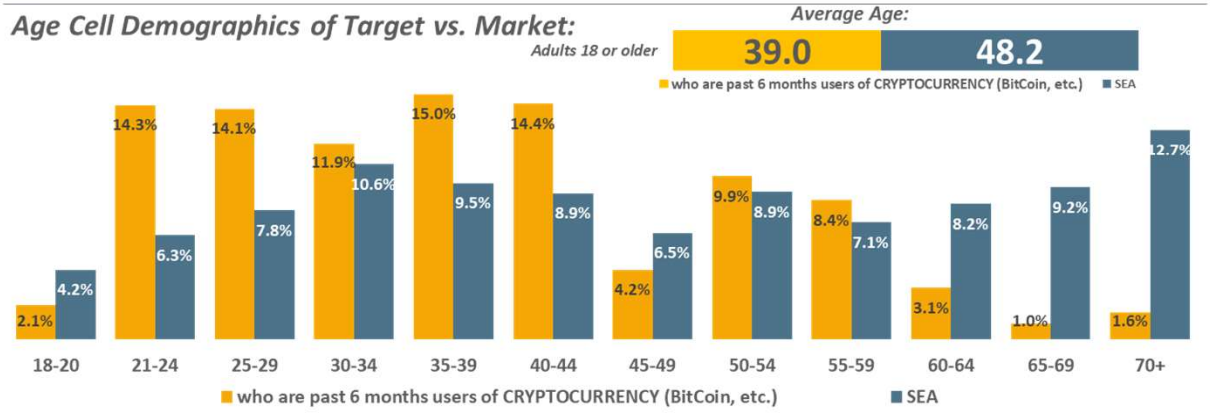
Gender of Target vs. Market: Adults 18 or older



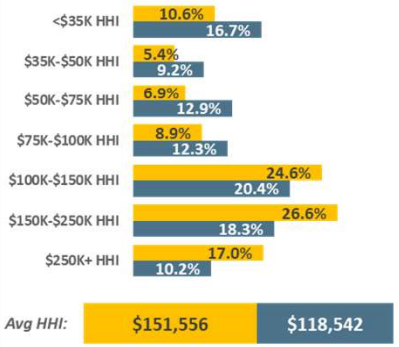
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

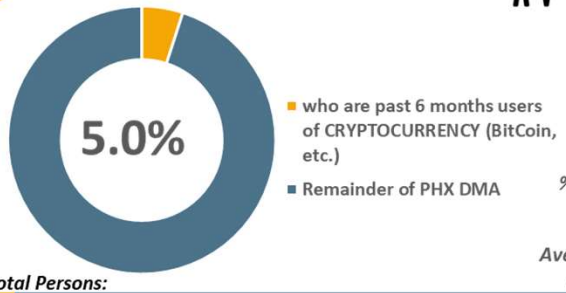
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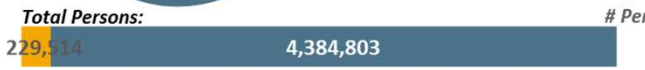
Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



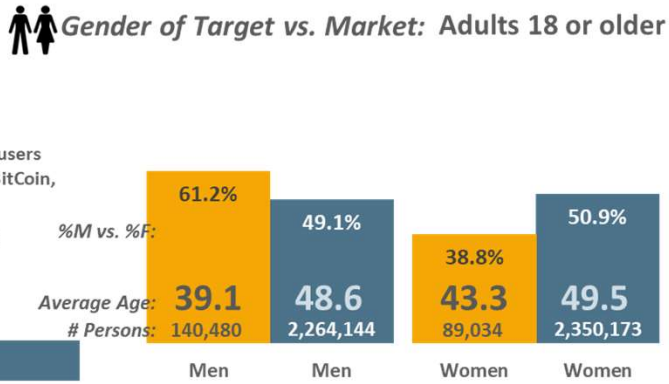
5.% or 229,514 of PHX DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Typical Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 40.5 years old (17.4% younger than average) and have a $102,607 (10.3% higher than average) annual household…

Percent of Market: Adults 18 or older

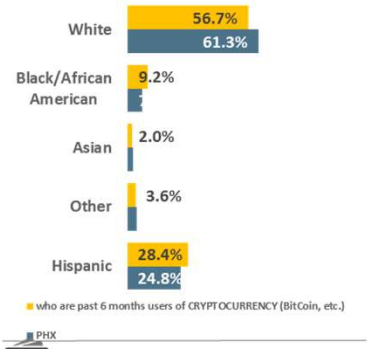




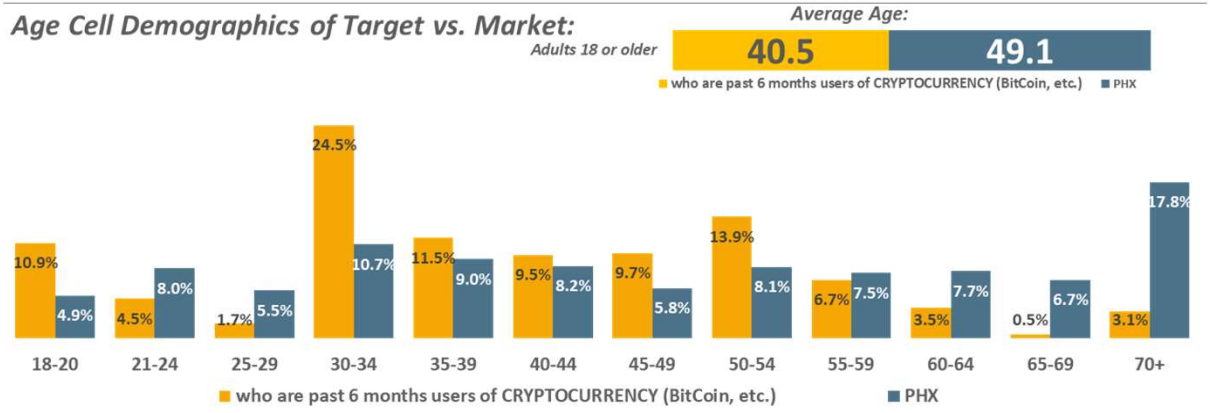
Gender of Target vs. Market: Adults 18 or older



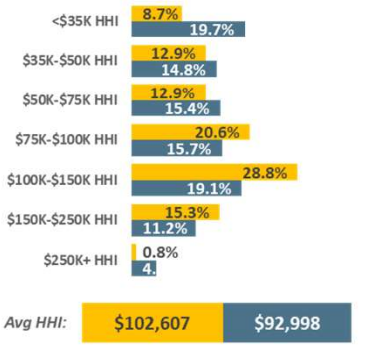
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

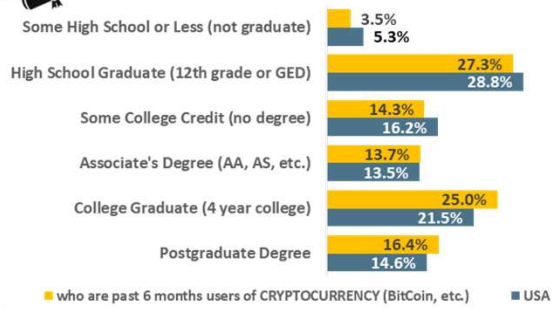
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

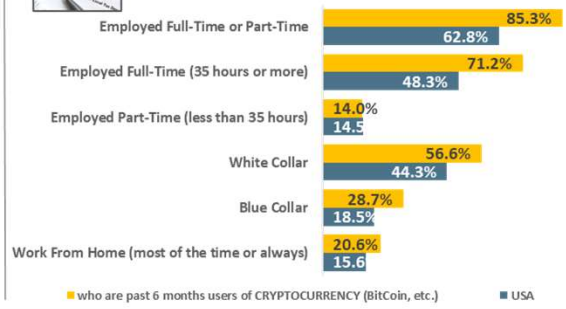


4.9% or 12,930,662 of USA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 14.4% more likely to be a college graduate, 47.5% more likely to work full-time, 9.4% more likely to be married, 9.% more likely to be a parent of 1 or more children unde

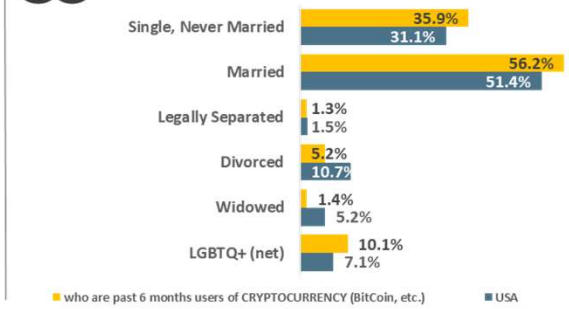
Education Levels: Adults 18 or older



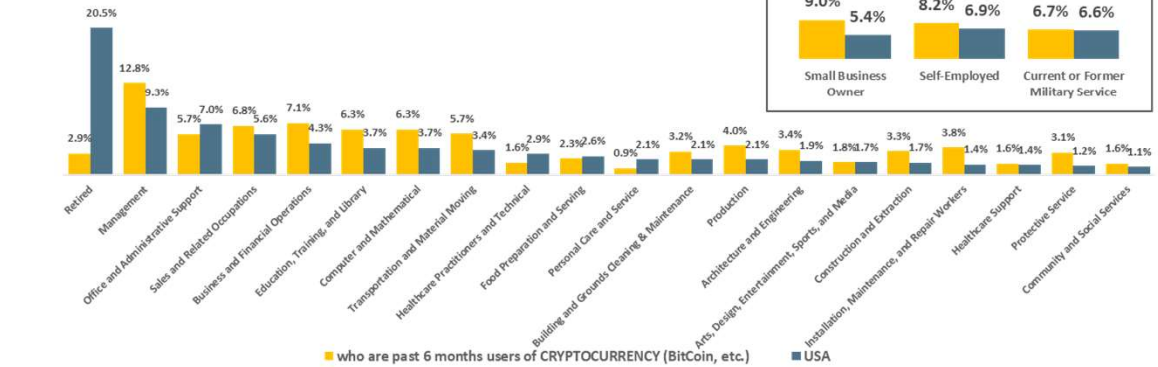
Employment: Adults 18 or older



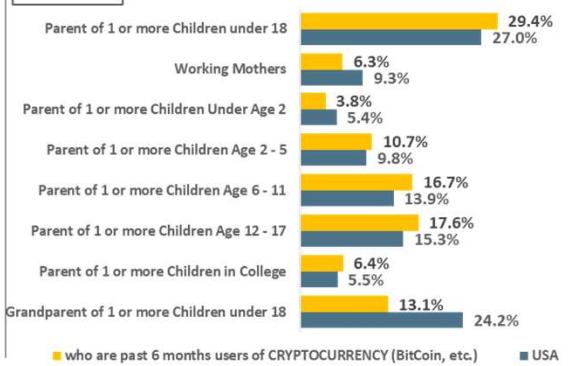
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038

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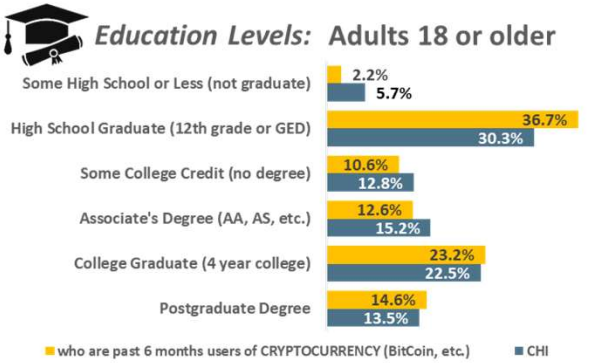
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

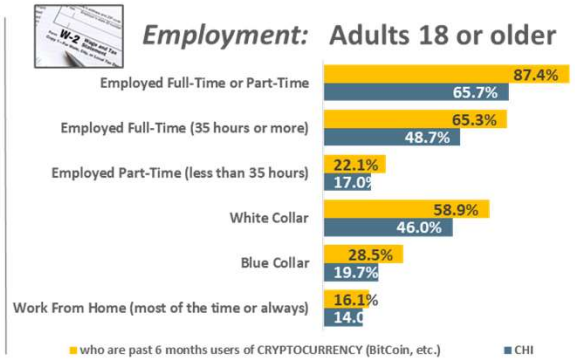


5.2% or 393,889 of CHI DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 5.1% more likely to be a college graduate, 34.% more likely to work full-time, 9.1% more likely to be married, 9.8% more likely to be a parent of 1 or more children under

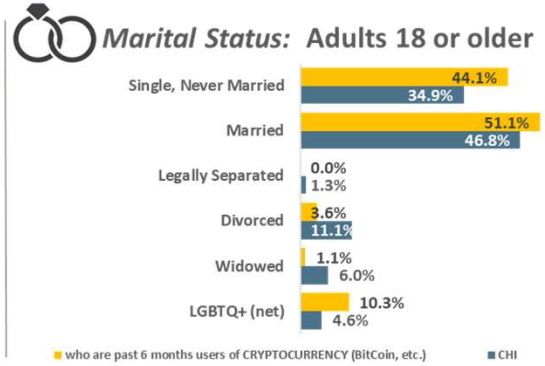
Education Levels: Adults 18 or older



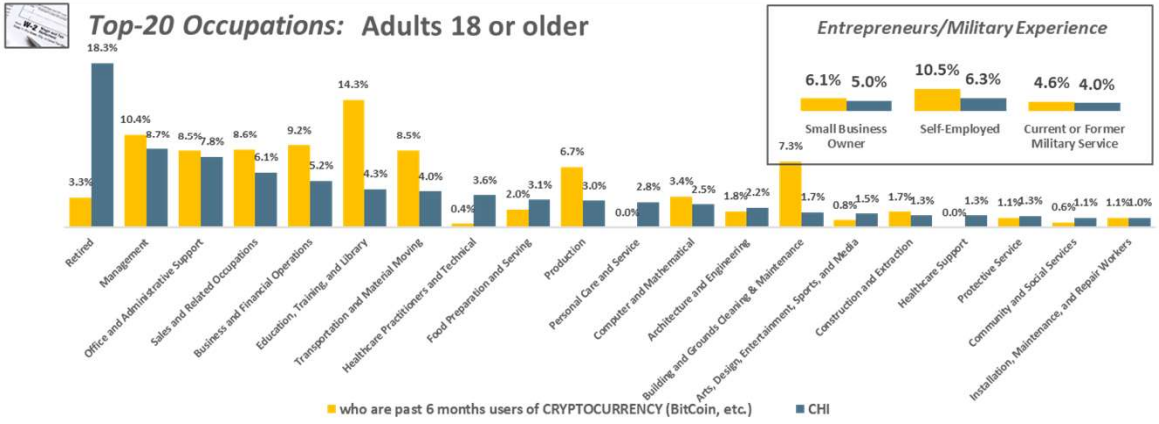
Employment: Adults 18 or older



Marital Status: Adults 18 or older

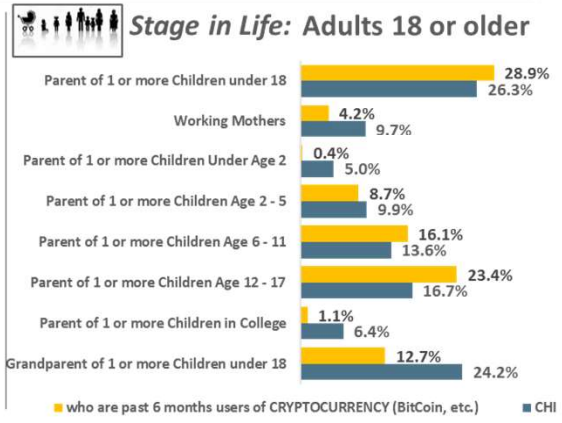


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

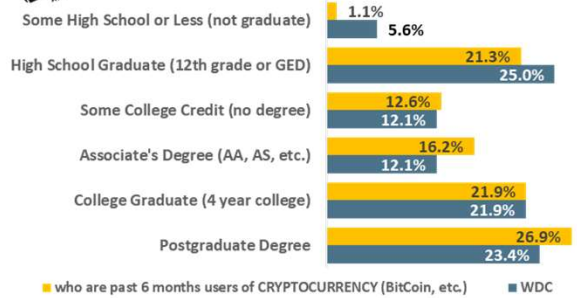
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

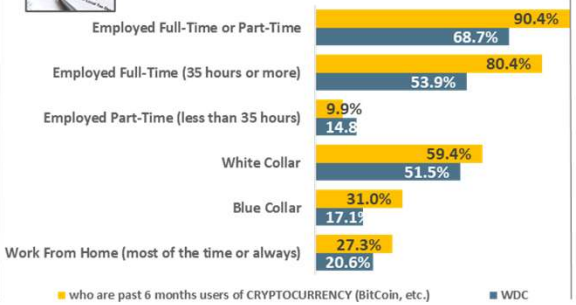


5.7% or 324,847 of WDC DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 7.8% more likely to be a college graduate, 49.2% more likely to work full-time, 5.9% more likely to be married, 3.7% less likely to be a parent of 1 or more children unde

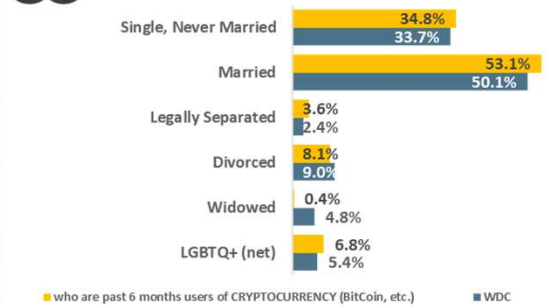
Education Levels: Adults 18 or older



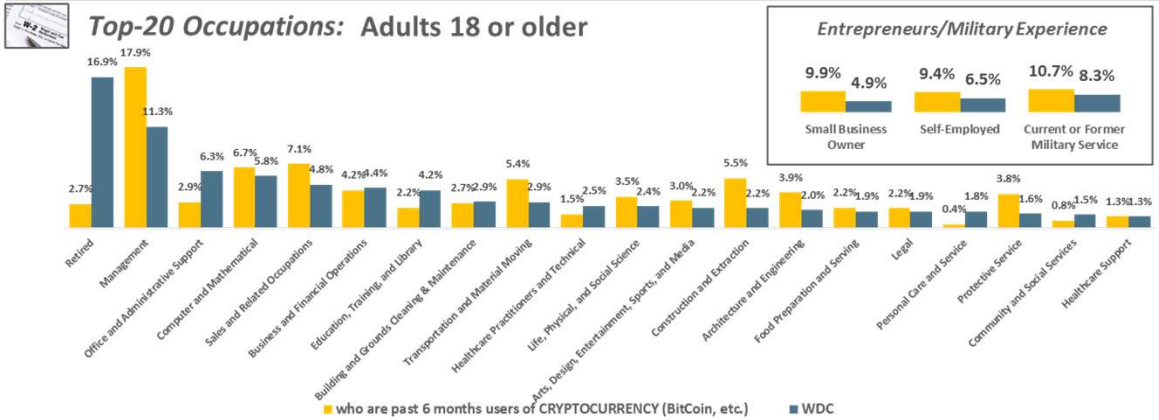
Employment: Adults 18 or older



Marital Status: Adults 18 or older

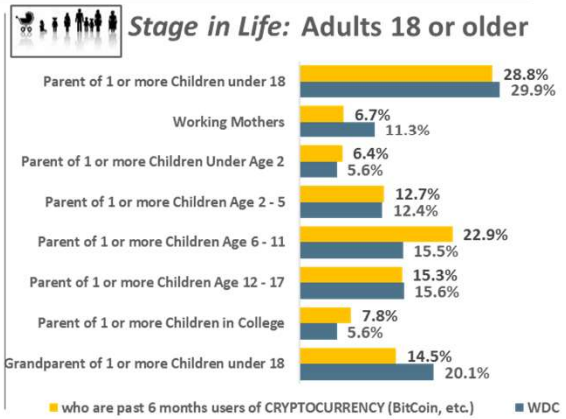


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

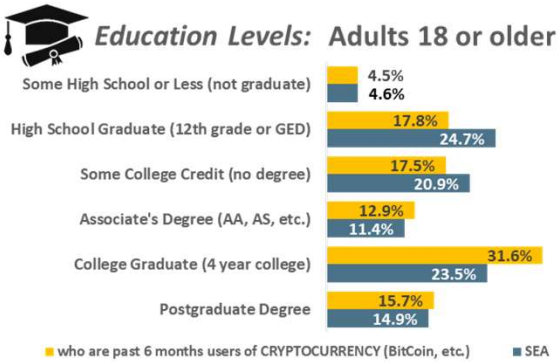
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

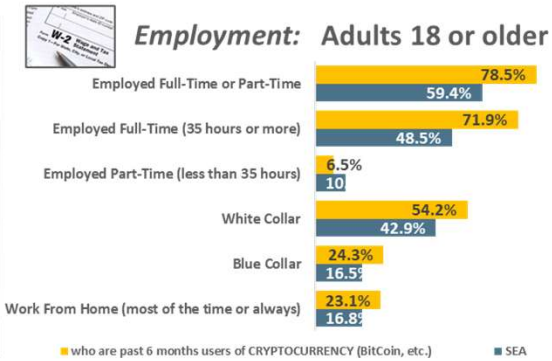


5.5% or 248,978 of SEA DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 23.2% more likely to be a college graduate, 48.4% more likely to work full-time, 15.2% more likely to be married, 5.4% more likely to be a parent of 1 or more children un

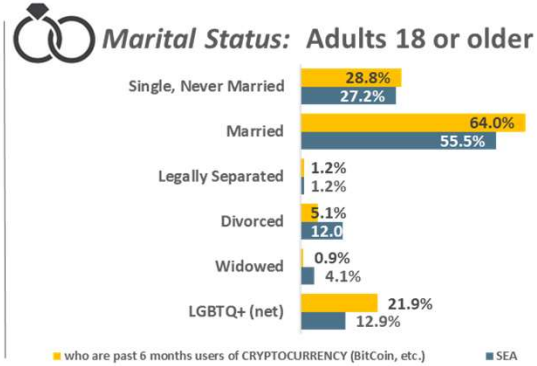
Education Levels: Adults 18 or older



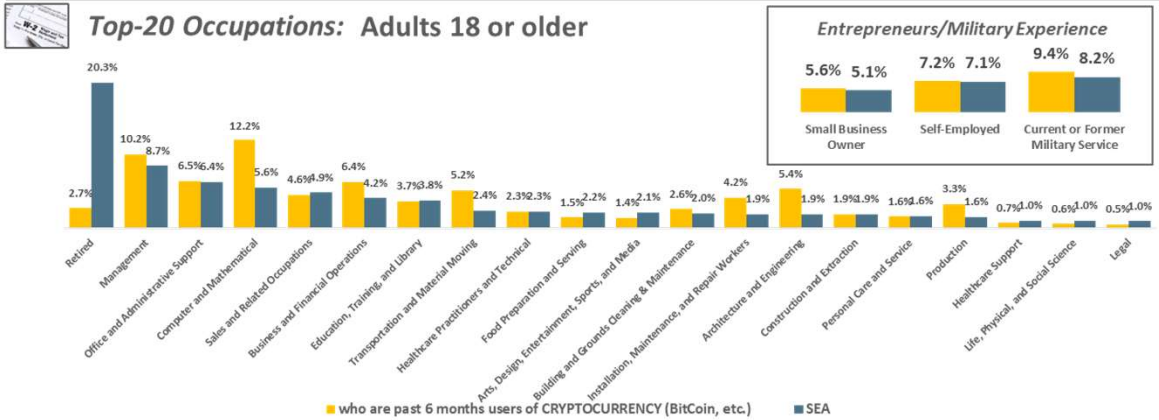
Employment: Adults 18 or older



Marital Status: Adults 18 or older

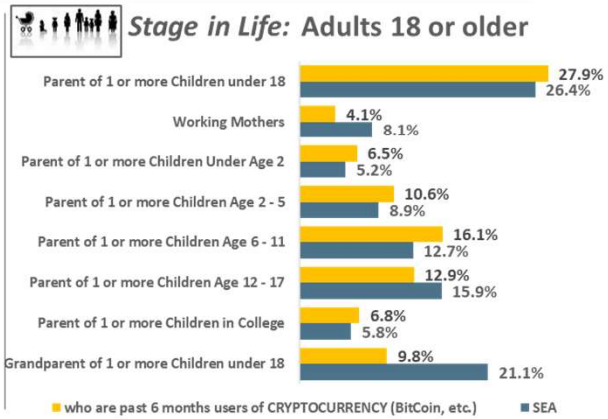


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

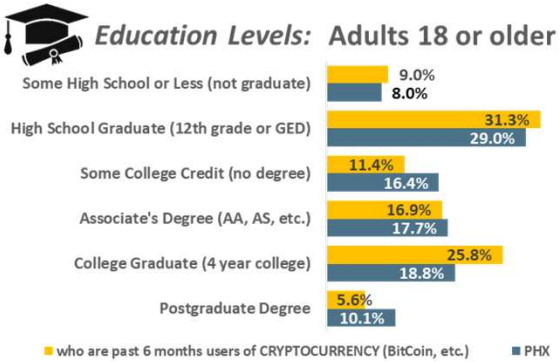
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

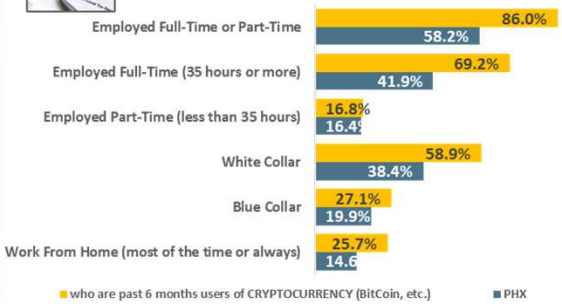


5.% or 229,514 of PHX DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 9.% more likely to be a college graduate, 65.2% more likely to work full-time, 25.7% more likely to be married, 13.8% more likely to be a parent of 1 or more children und

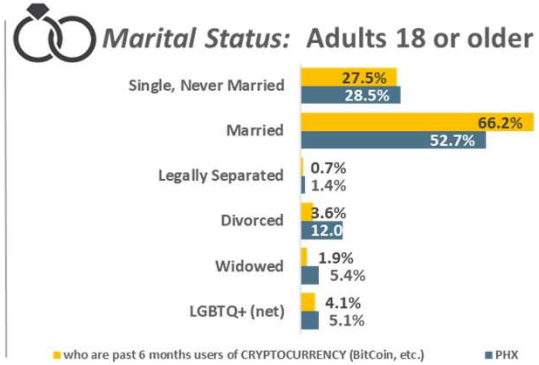
Education Levels: Adults 18 or older



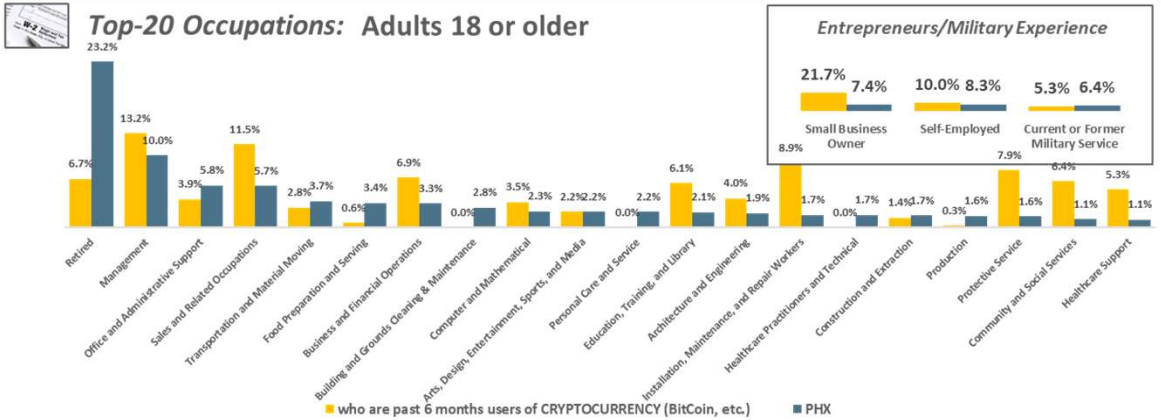
Employment: Adults 18 or older



Marital Status: Adults 18 or older

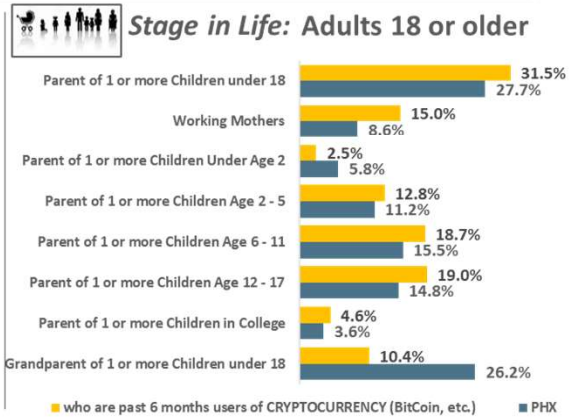


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

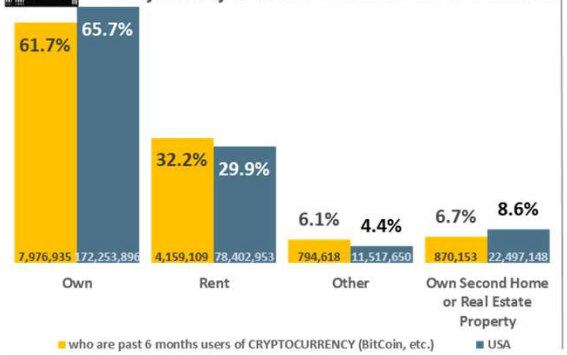
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

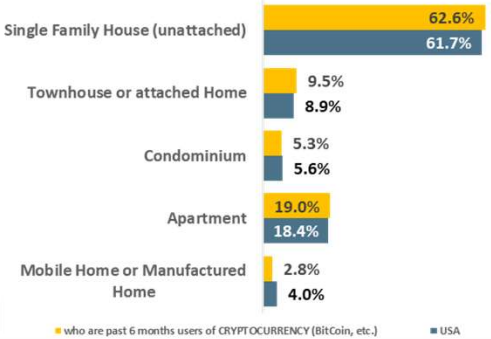


4.9% or 12,930,662 of USA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 6.1% less likely to own their home, 30.2% more likely to own a higher valued home, 1.6% more likely to have a single-family home, 13.7% more likely to have a dog.

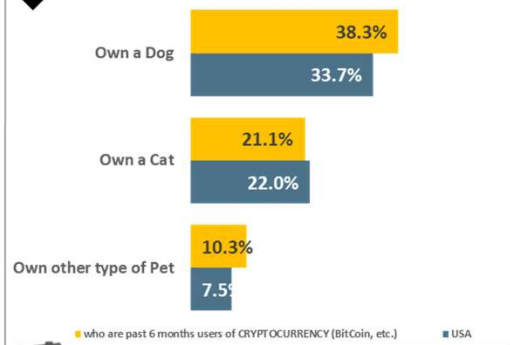
Own/Rent/Other: Adults 18 or older



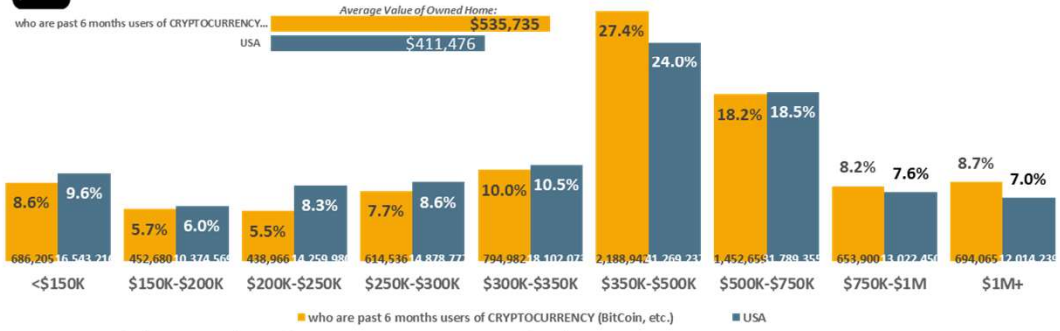
Type of Home: Adults 18 or older



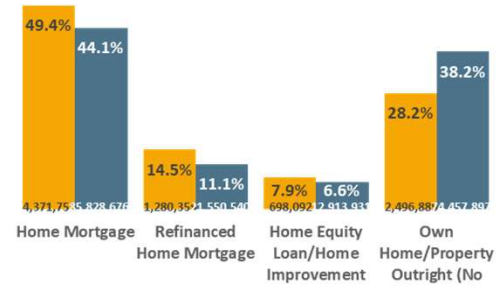
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,038*

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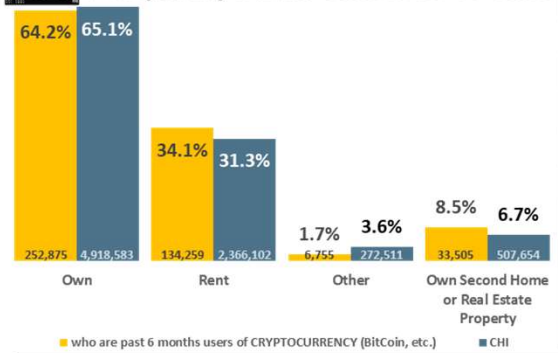
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

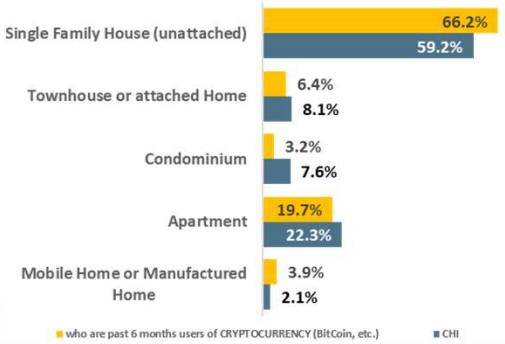


5.2% or 393,889 of CHI DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 1.4% less likely to own their home, 2.3% more likely to own a higher valued home, 11.9% more likely to have a single-family home, 12.2% more likely to have a dog.

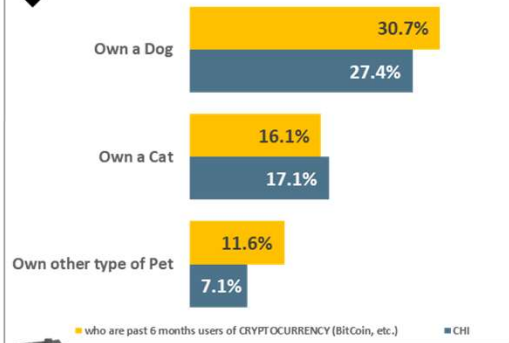
Own/Rent/Other: Adults 18 or older



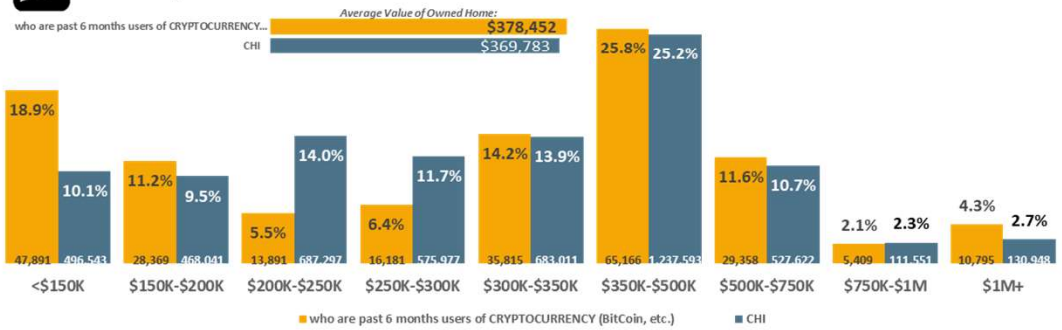
Type of Home: Adults 18 or older



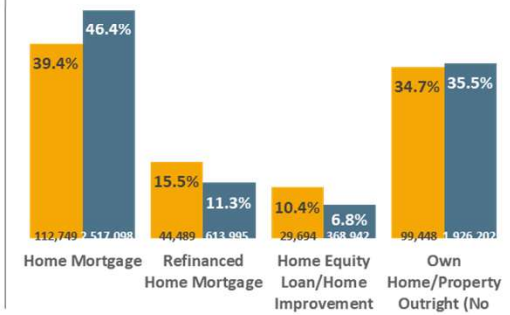
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

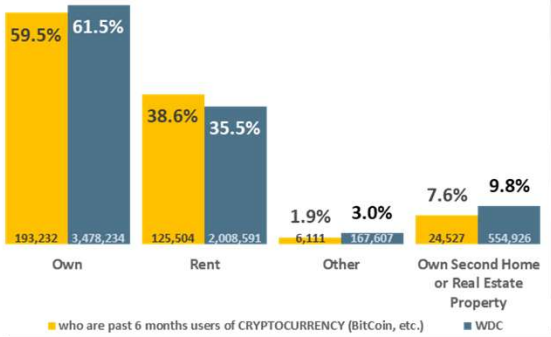
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

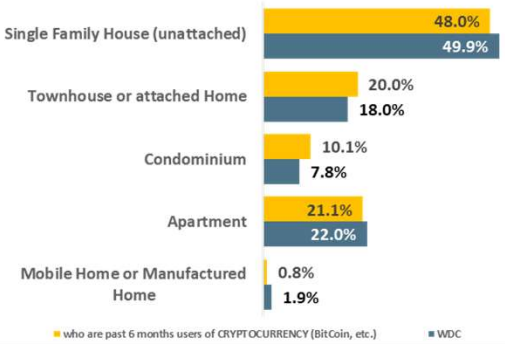


5.7% or 324,847 of WDC DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 3.3% less likely to own their home, 14.4% more likely to own a higher valued home, 3.8% less likely to have a single-family home, 18.8% more likely to have a dog.

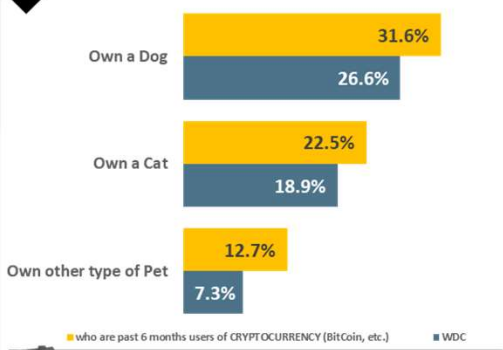
Own/Rent/Other: Adults 18 or older



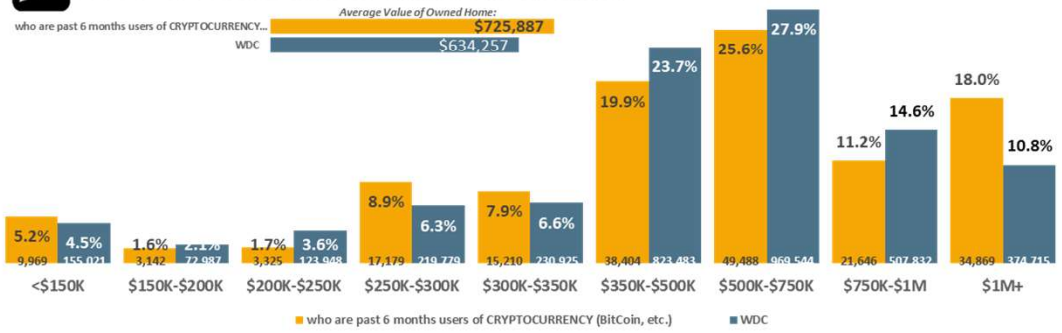
Type of Home: Adults 18 or older



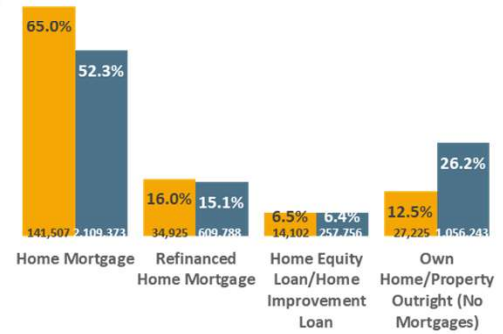
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

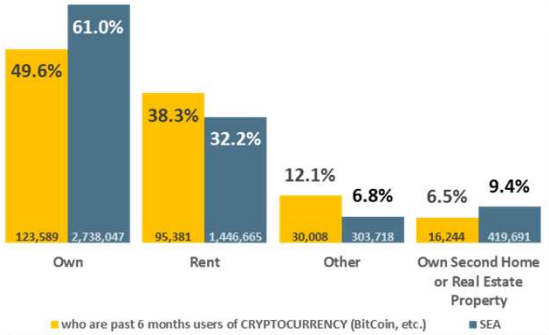
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

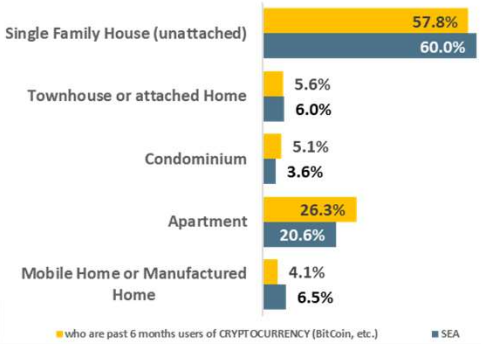


5.5% or 248,978 of SEA DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 18.6% less likely to own their home, 3.6% more likely to own a higher valued home, 3.7% less likely to have a single-family home, .4% more likely to have a dog.

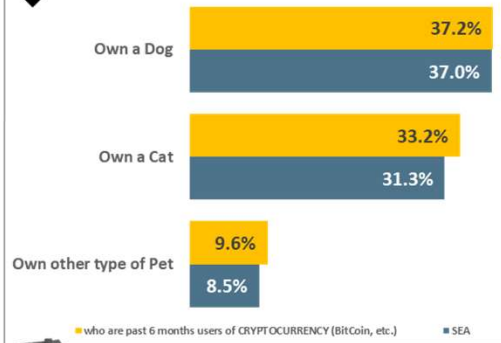
Own/Rent/Other: Adults 18 or older



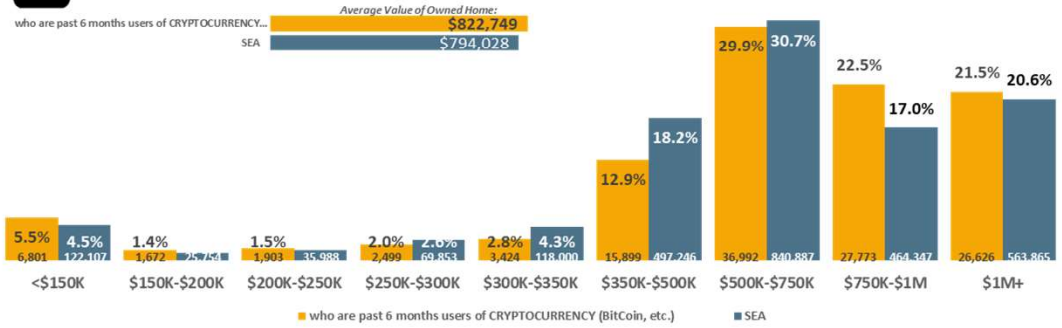
Type of Home: Adults 18 or older



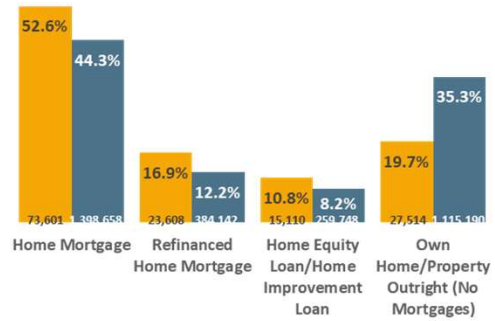
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

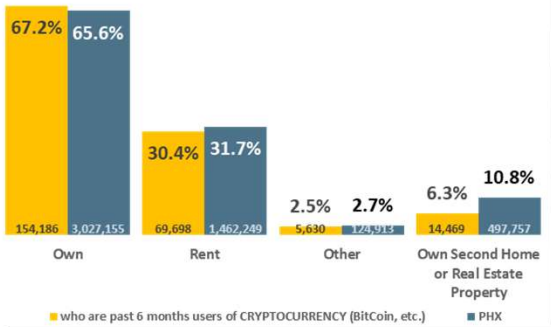
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

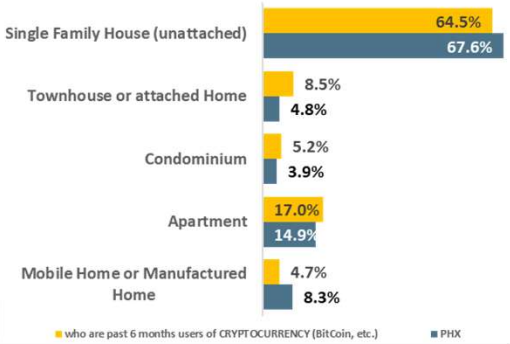


5.% or 229,514 of PHX DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 2.4% more likely to own their home, 10.1% more likely to own a lower valued home, 4.7% less likely to have a single-family home, 46.1% more likely to have a dog.

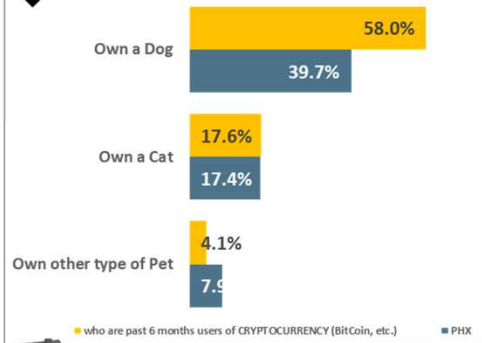
Own/Rent/Other: Adults 18 or older



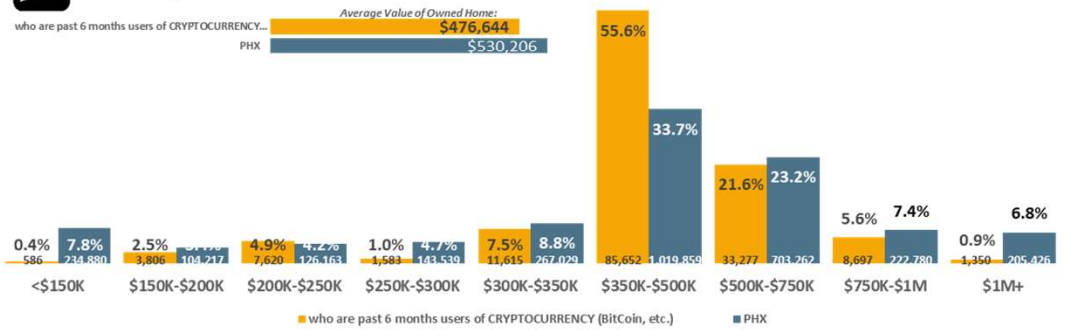
Type of Home: Adults 18 or older



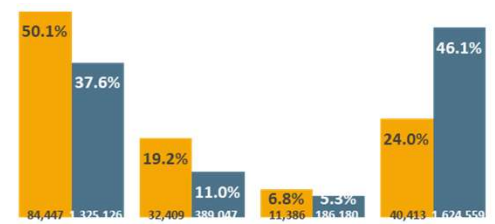
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

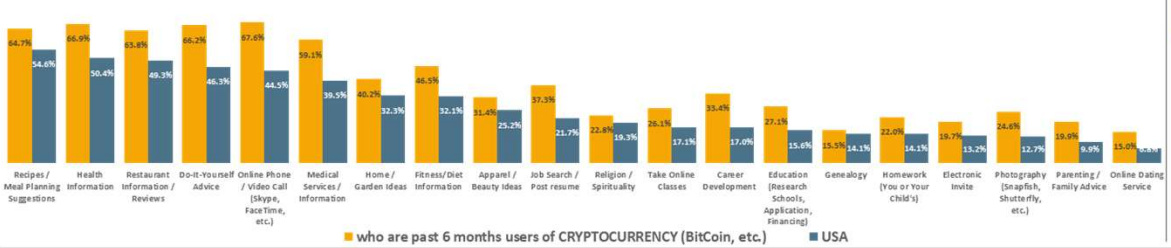
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

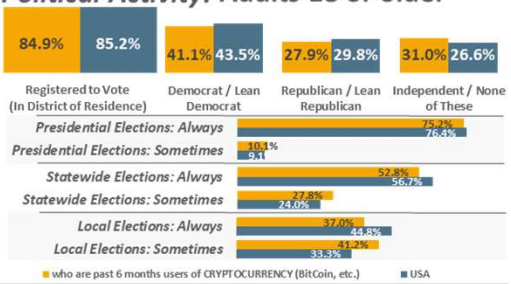


4.9% or 12,930,662 of USA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 42.9% more likely to look up D-I-Y advice online, 17.4% less likely to always vote in local elections, 23.9% more likely to belong to a gym, 4.5% more likely to fly domes

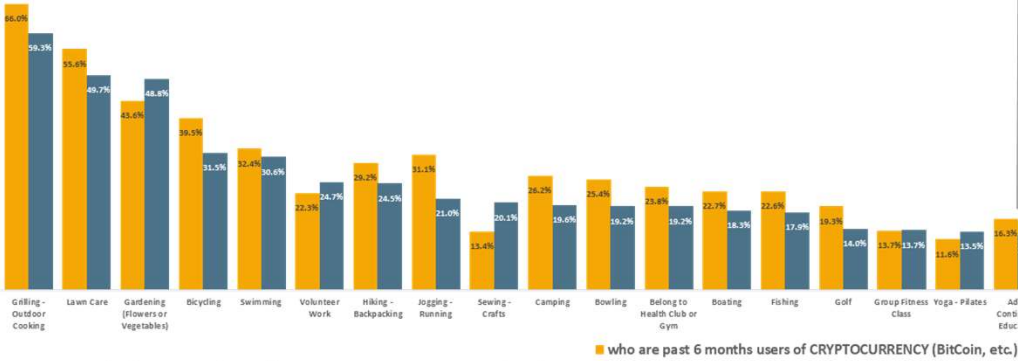
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



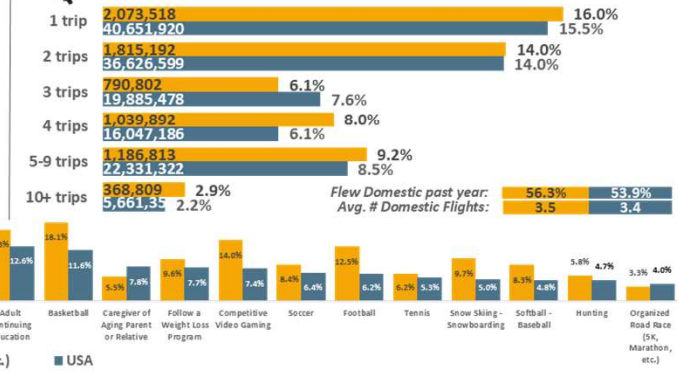
Political Activity: Adults 18 or older



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* *1,038*

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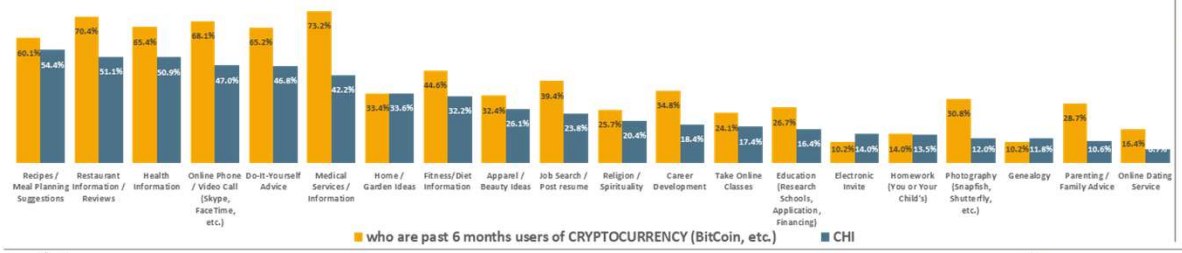
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

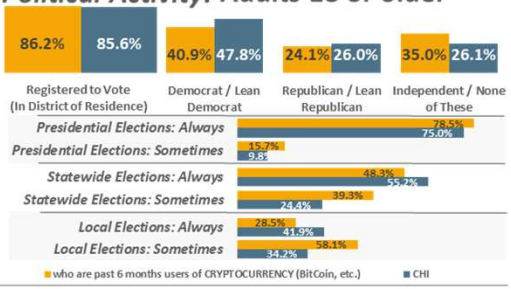


5.2% or 393,889 of CHI DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 39.2% more likely to look up D-I-Y advice online, 32.2% less likely to always vote in local elections, 18.1% more likely to belong to a gym, 4.9% less likely to fly domes

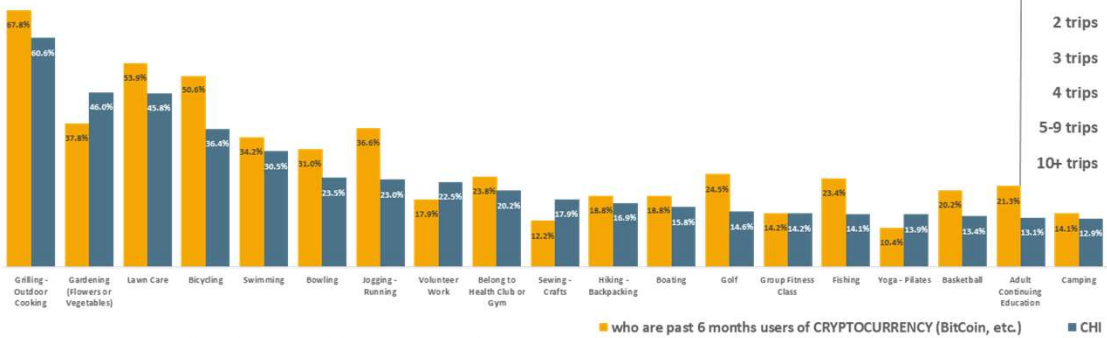
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



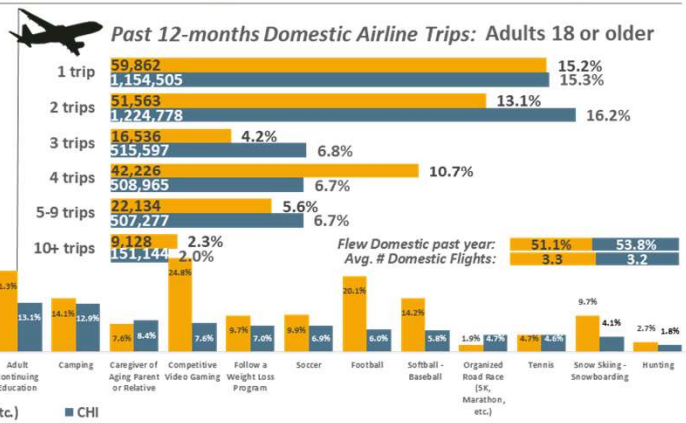
Political Activity: Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

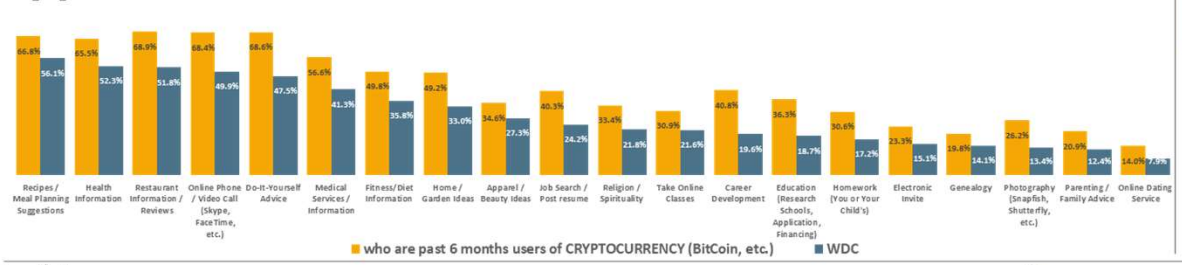
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

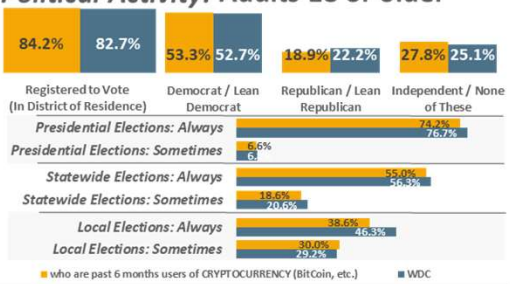


5.7% or 324,847 of WDC DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 44.3% more likely to look up D-I-Y advice online, 16.8% less likely to always vote in local elections, 27.5% more likely to belong to a gym, 7.2% more likely to fly domes

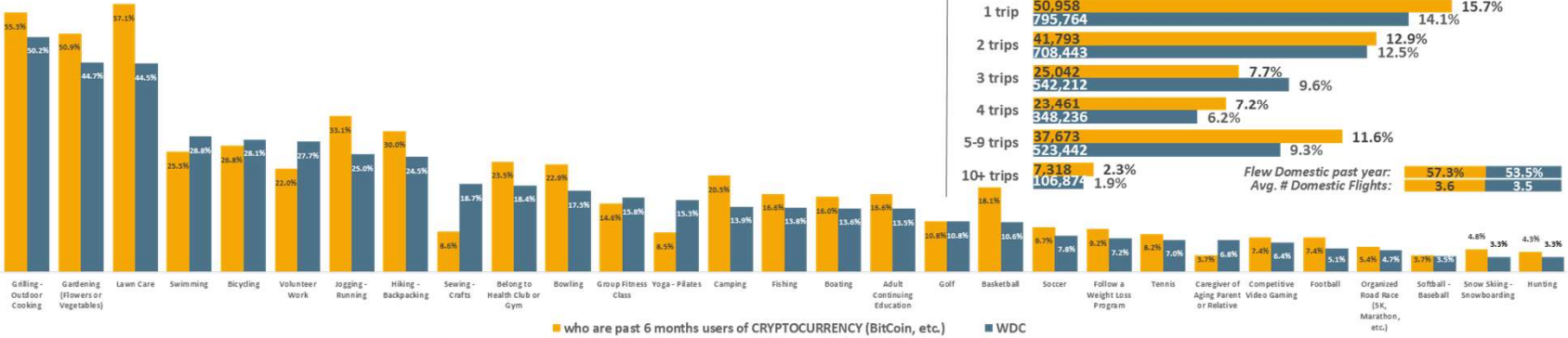
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

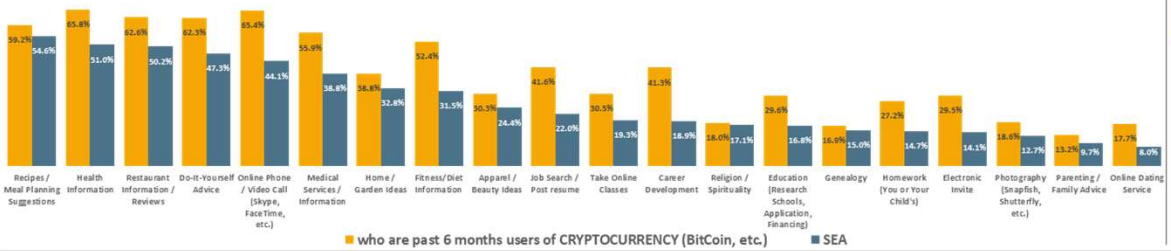
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

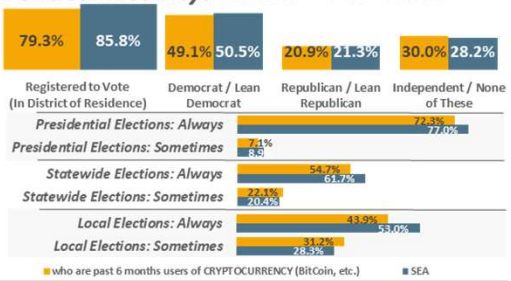


5.5% or 248,978 of SEA DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 31.9% more likely to look up D-I-Y advice online, 17.% less likely to always vote in local elections, 30.5% more likely to belong to a gym, 9.2% more likely to fly domest

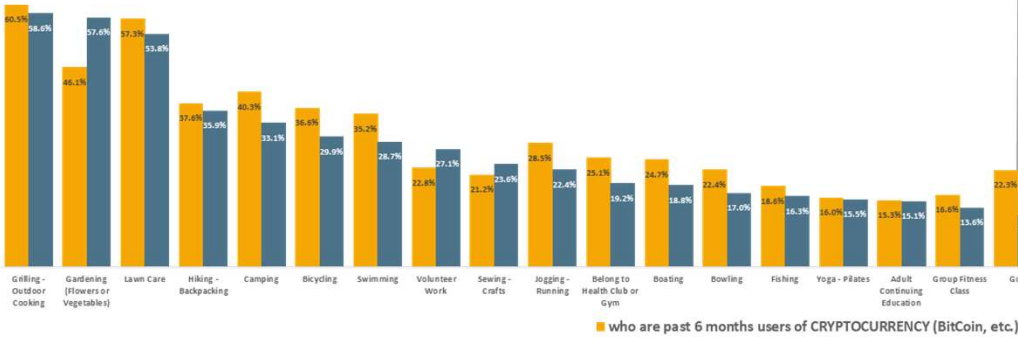
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



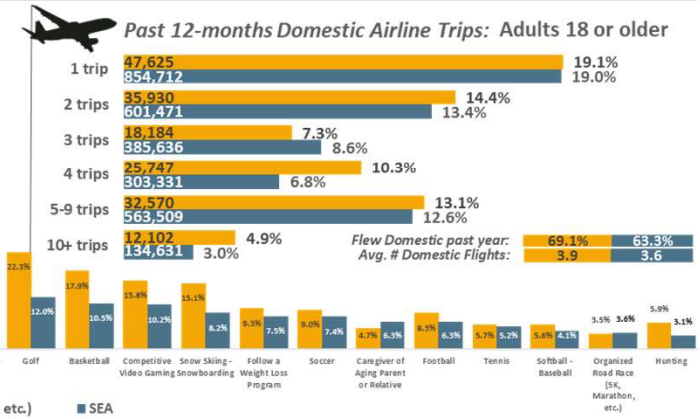
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

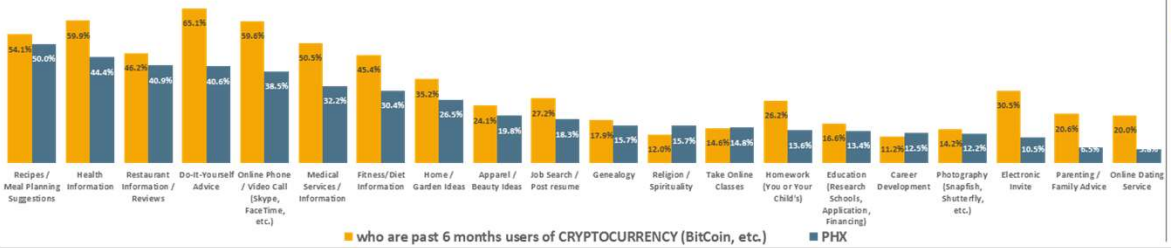
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

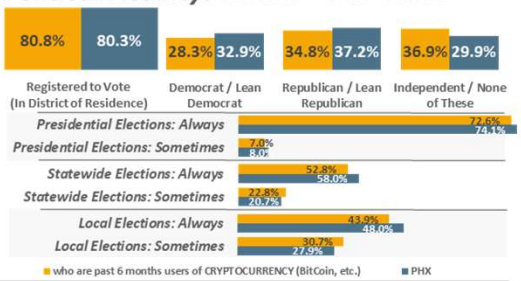


5.% or 229,514 of PHX DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 60.5% more likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 56.1% more likely to belong to a gym, 7.8% more likely to fly domest

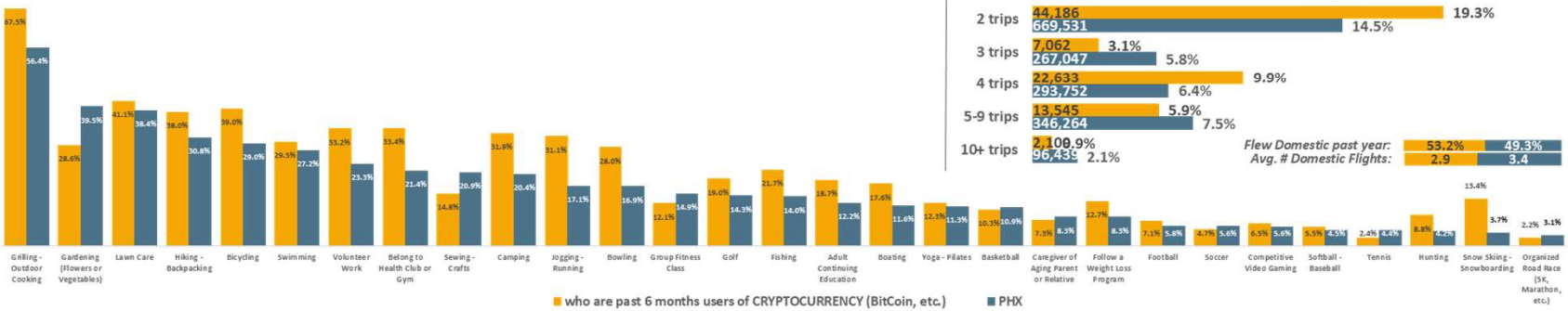
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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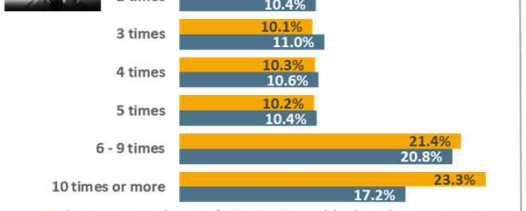
Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



4.9% or 12,930,662 of USA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 3.2% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 14.1% more likely to use Casinos past yr., 20.7% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:

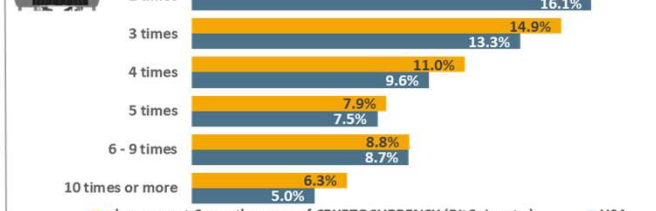


Avg. Monthly QSR Meals:



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

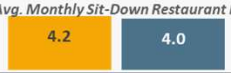




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

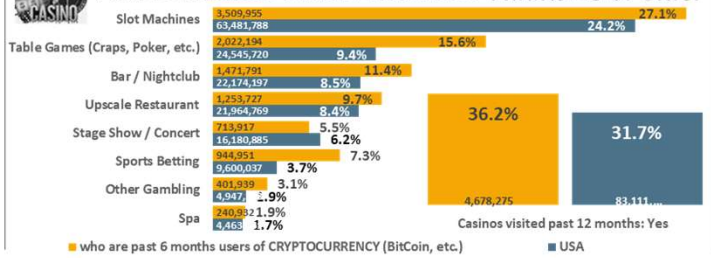


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,038*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



5.2% or 393,889 of CHI DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 5.4% more likely to use QSRs past mo., 5.6% more likely to use Sit-Down Restaurants past mo., 65.6% more likely to use Casinos past yr., 67.3% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.8% 377,187 | 90.9% 6,865,933

Avg. Monthly QSR Meals: 7.8 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 80.0% 315,144 | 75.7% 5,724,044

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 4.1

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.)

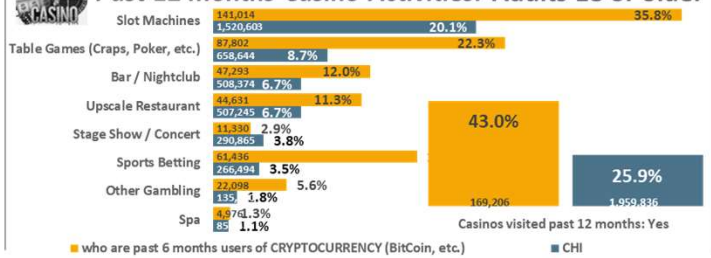
who are past 6 months users of CRYPTOCURRENCY...	81,616	20.7%
CHI	1,511,418	20.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



5.7% or 324,847 of WDC DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 3.4% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 11.4% less likely to use Casinos past yr., 85.1% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



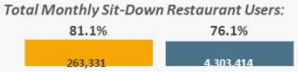
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

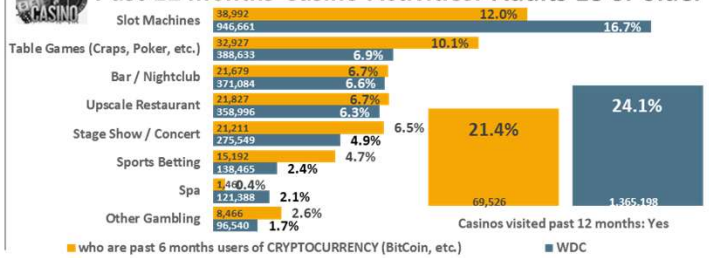


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



5.5% or 248,978 of SEA DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 2.2% more likely to use QSRs past mo., 16.4% more likely to use Sit-Down Restaurants past mo., 12.3% more likely to use Casinos past yr., 24.7% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are past 6 months users of CRYPTOCURRENCY... 76,574 30.8%

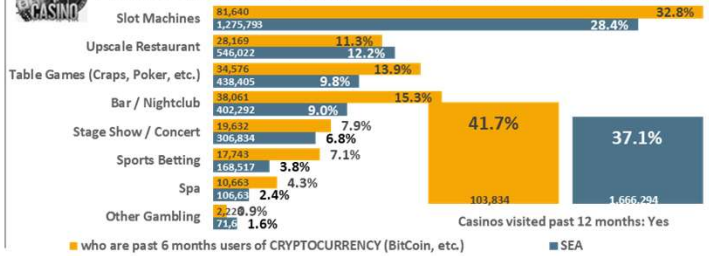
SEA 699,800 15.6%

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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



5.% or 229,514 of PHX DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 7.3% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 10.1% more likely to use Casinos past yr., 6.9% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

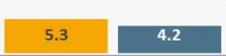
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



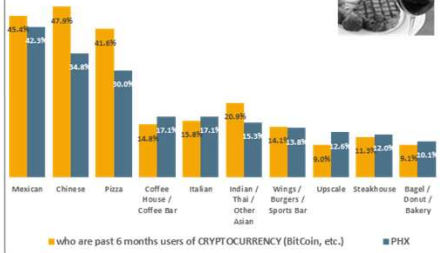
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

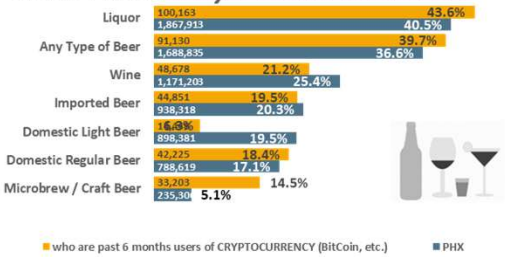




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

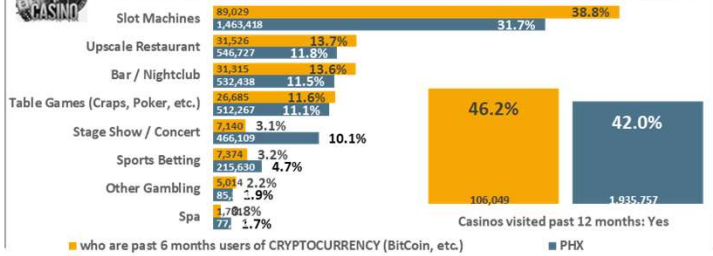


Drank Past 30-days: Adults 18 or older



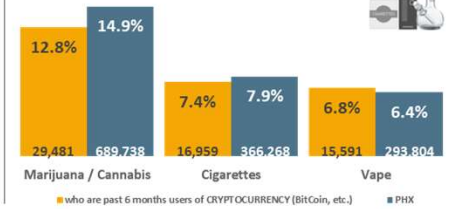
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





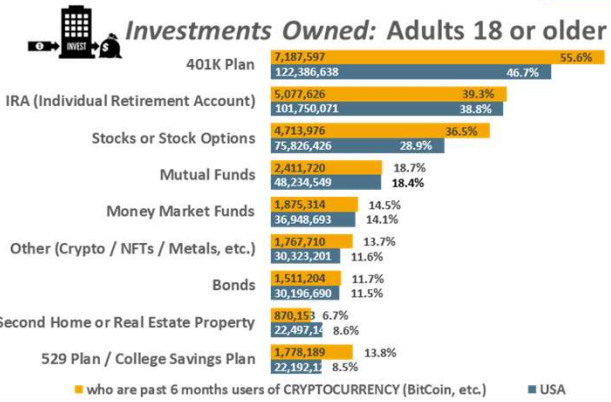
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

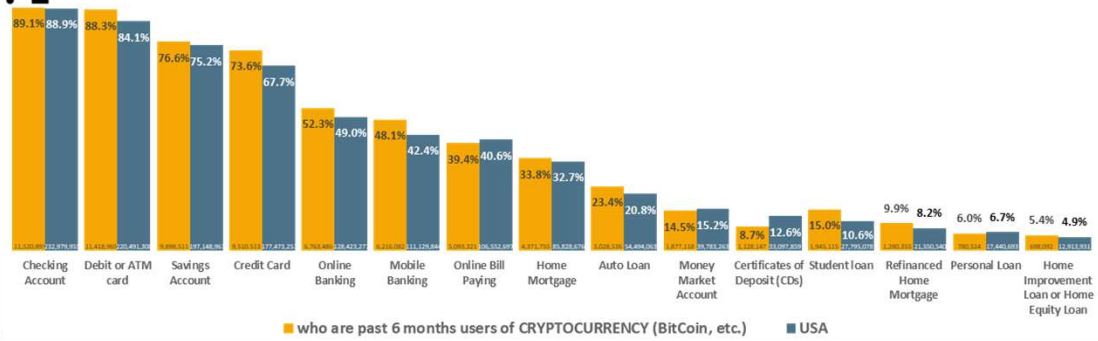


4.9% or 12,930,662 of USA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 19.1% more likely to have a 401K, 12.7% more likely to have an Auto Loan, 63.6% more likely to Invest/Trade Stocks Online, 8.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



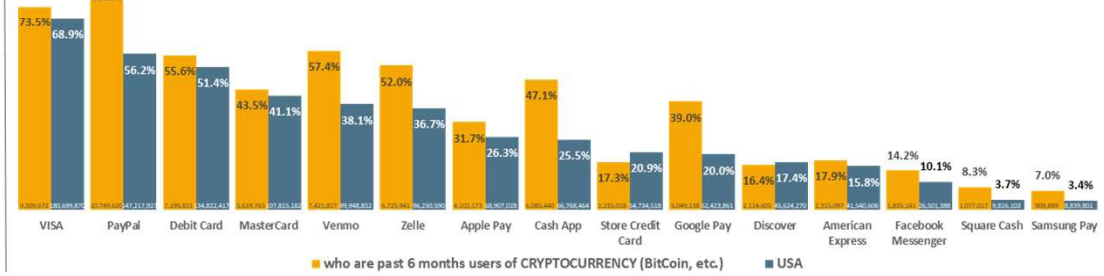
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

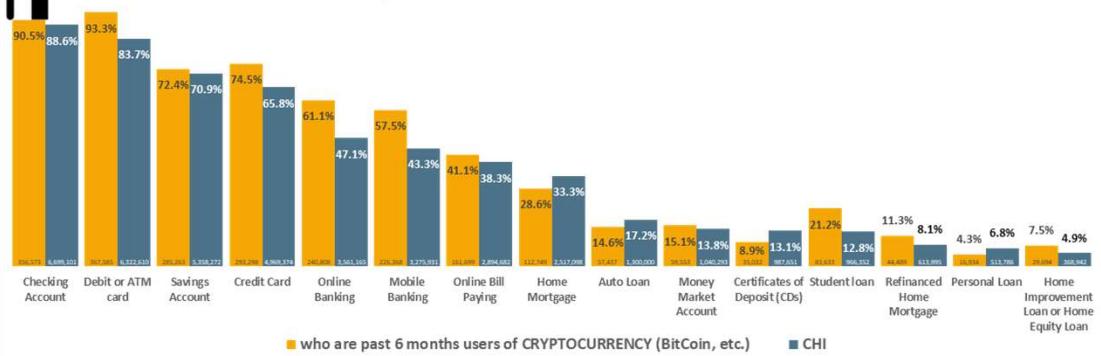


5.2% or 393,889 of CHI DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 1.6% more likely to have a 401K, 15.2% less likely to have an Auto Loan, 88.6% more likely to Invest/Trade Stocks Online, 35.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



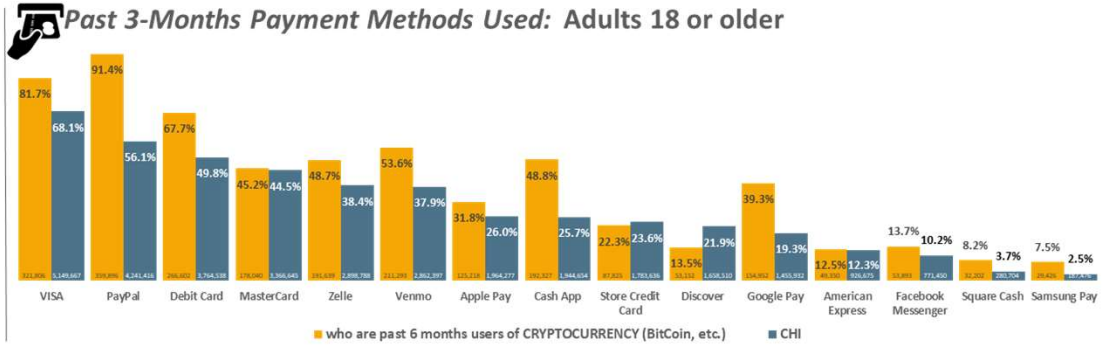
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



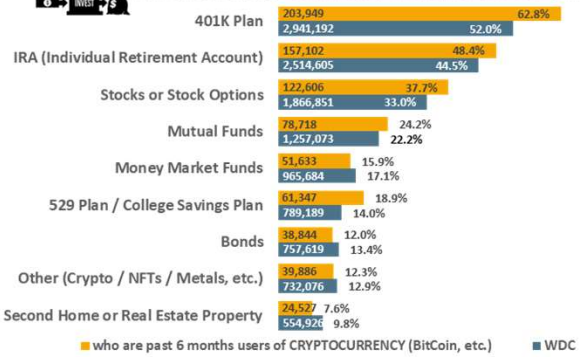
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

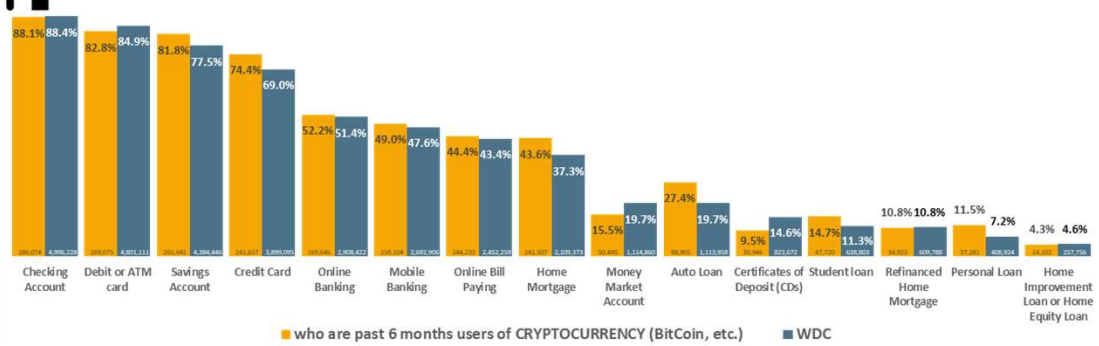


5.7% or 324,847 of WDC DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 20.7% more likely to have a 401K, 38.9% more likely to have an Auto Loan, 59.4% more likely to Invest/Trade Stocks Online, .2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



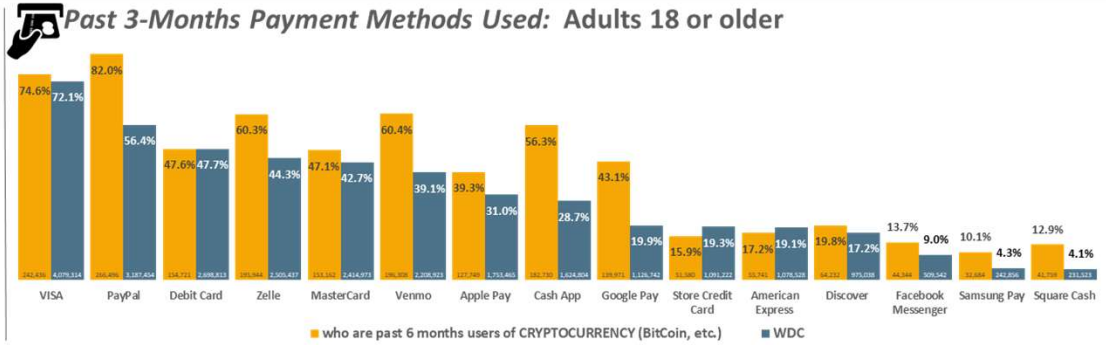
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

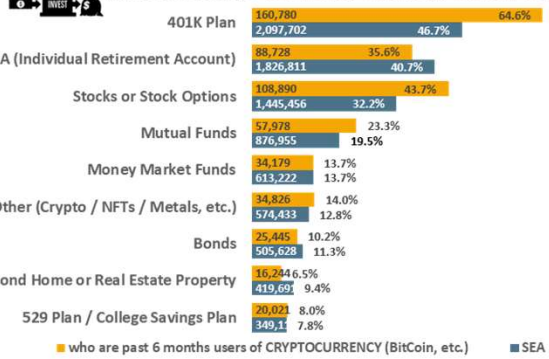
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

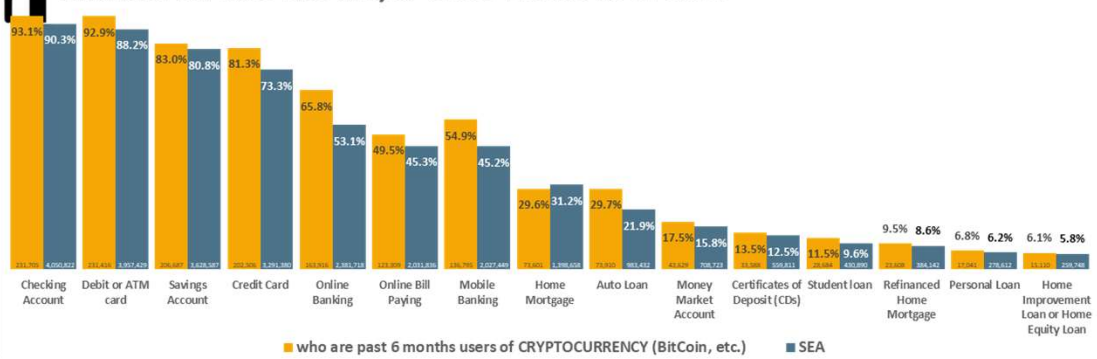


5.5% or 248,978 of SEA DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 38.2% more likely to have a 401K, 35.5% more likely to have an Auto Loan, 46.9% more likely to Invest/Trade Stocks Online, 1.7% less likely to pay with their Debit Card.

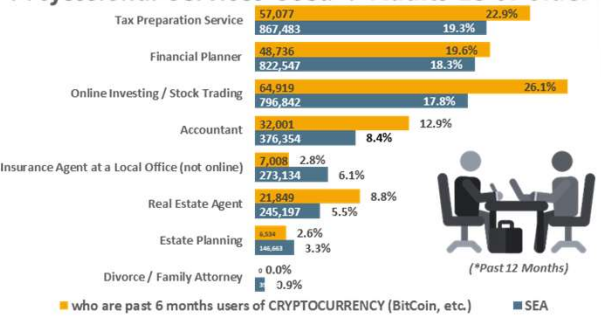
Investments Owned: Adults 18 or older



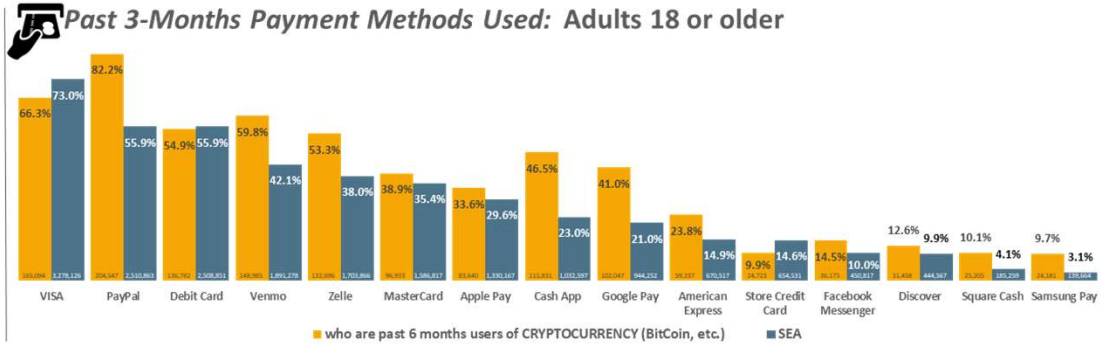
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

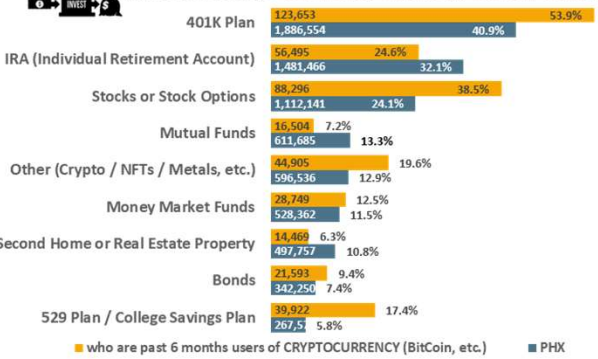
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

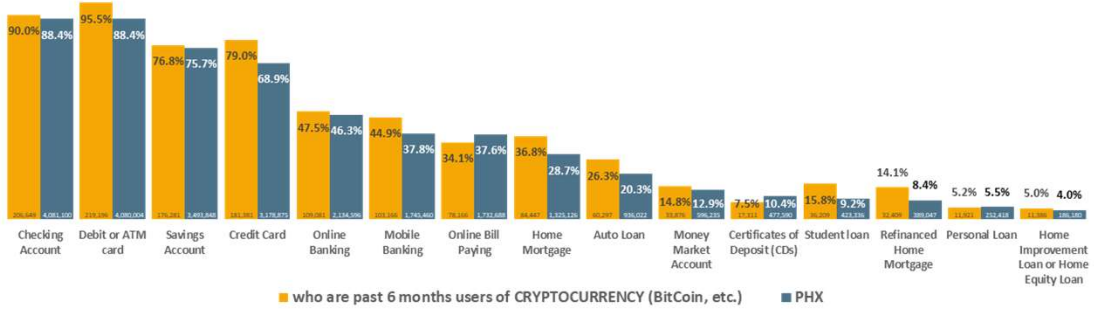


5.% or 229,514 of PHX DMA Adults 18 or older are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.). Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) are 31.8% more likely to have a 401K, 29.5% more likely to have an Auto Loan, 62.6% more likely to Invest/Trade Stocks Online, 1.7% more likely to pay with their Debit Card.

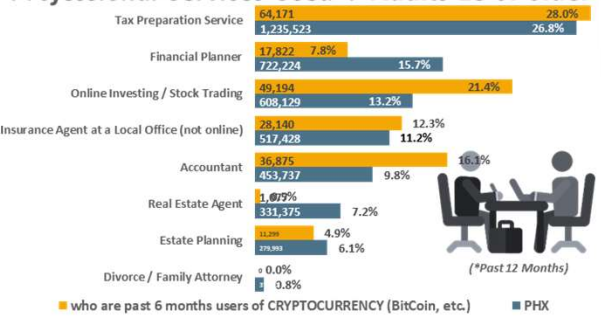
Investments Owned: Adults 18 or older



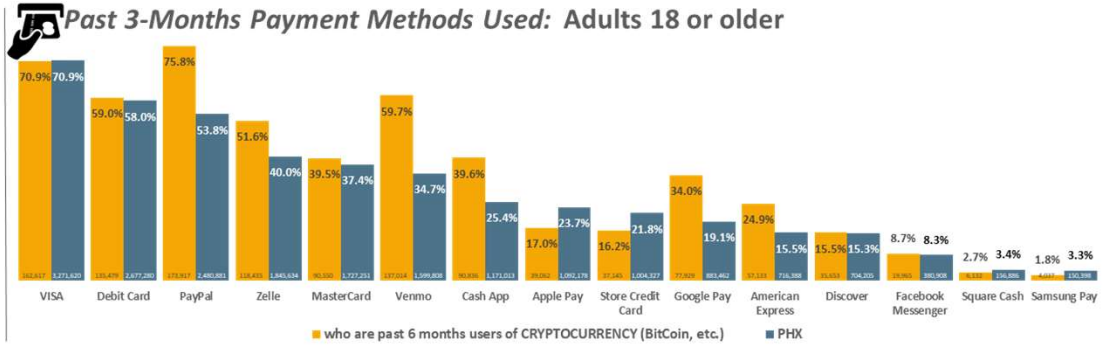
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



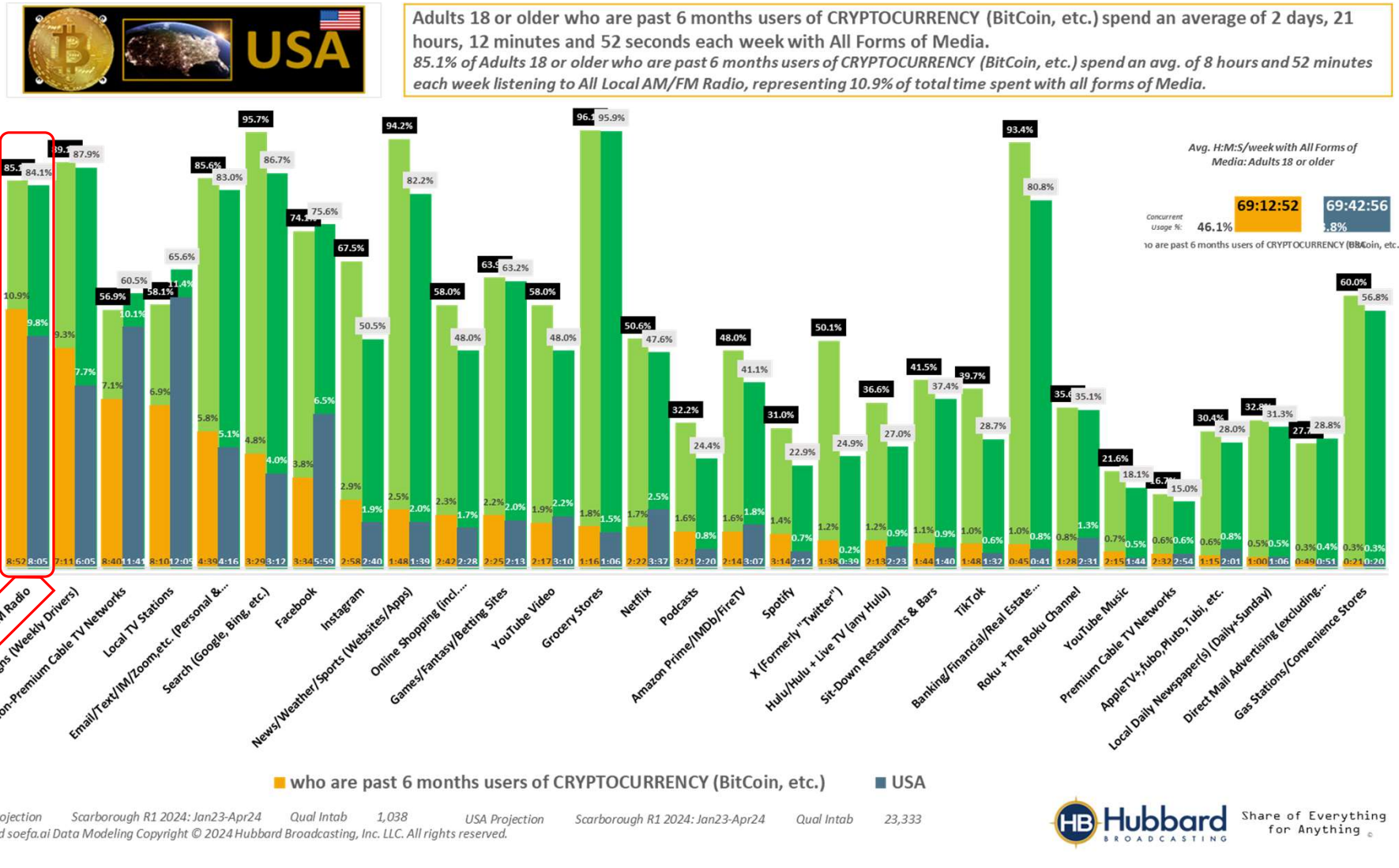
Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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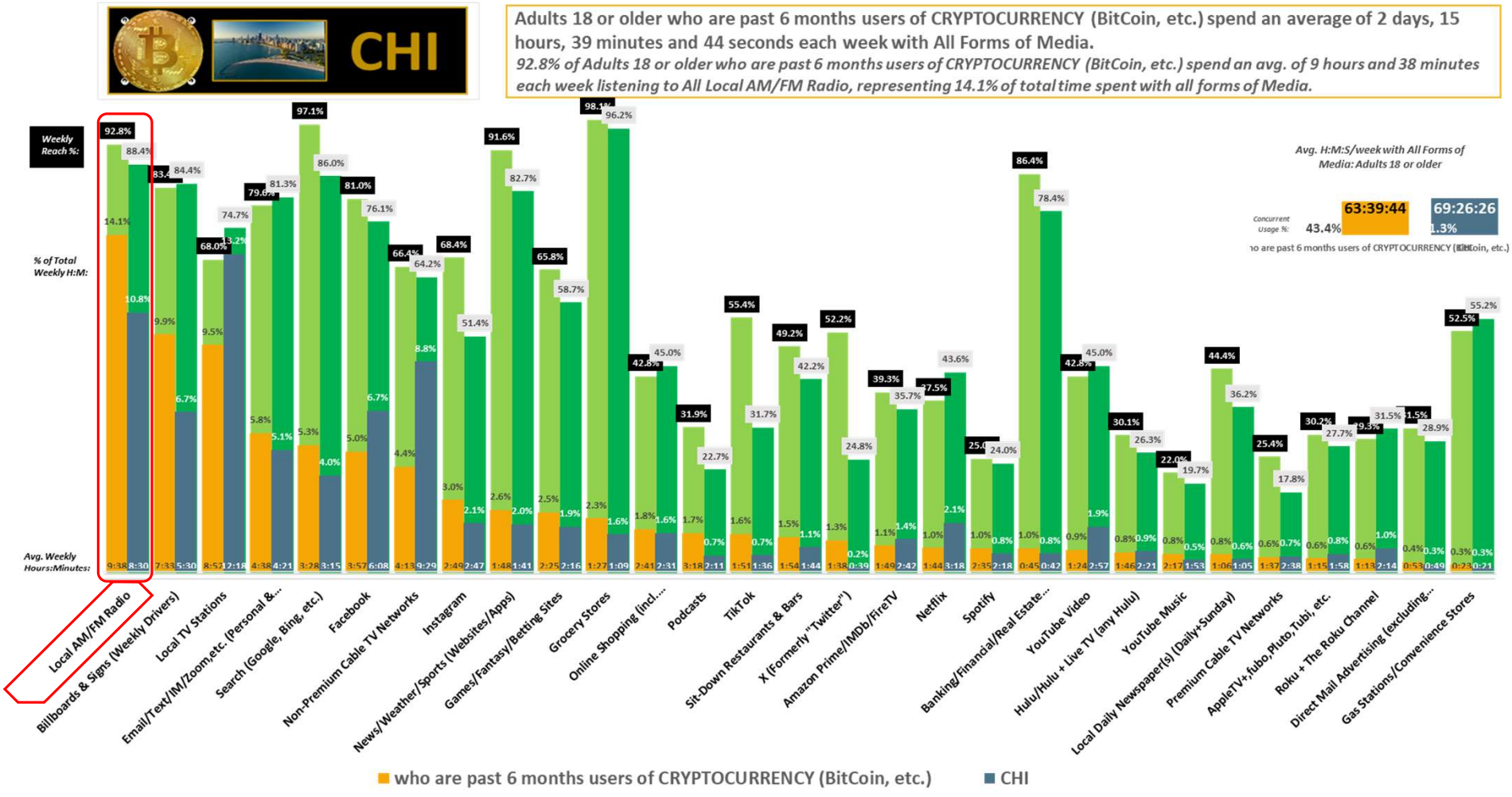


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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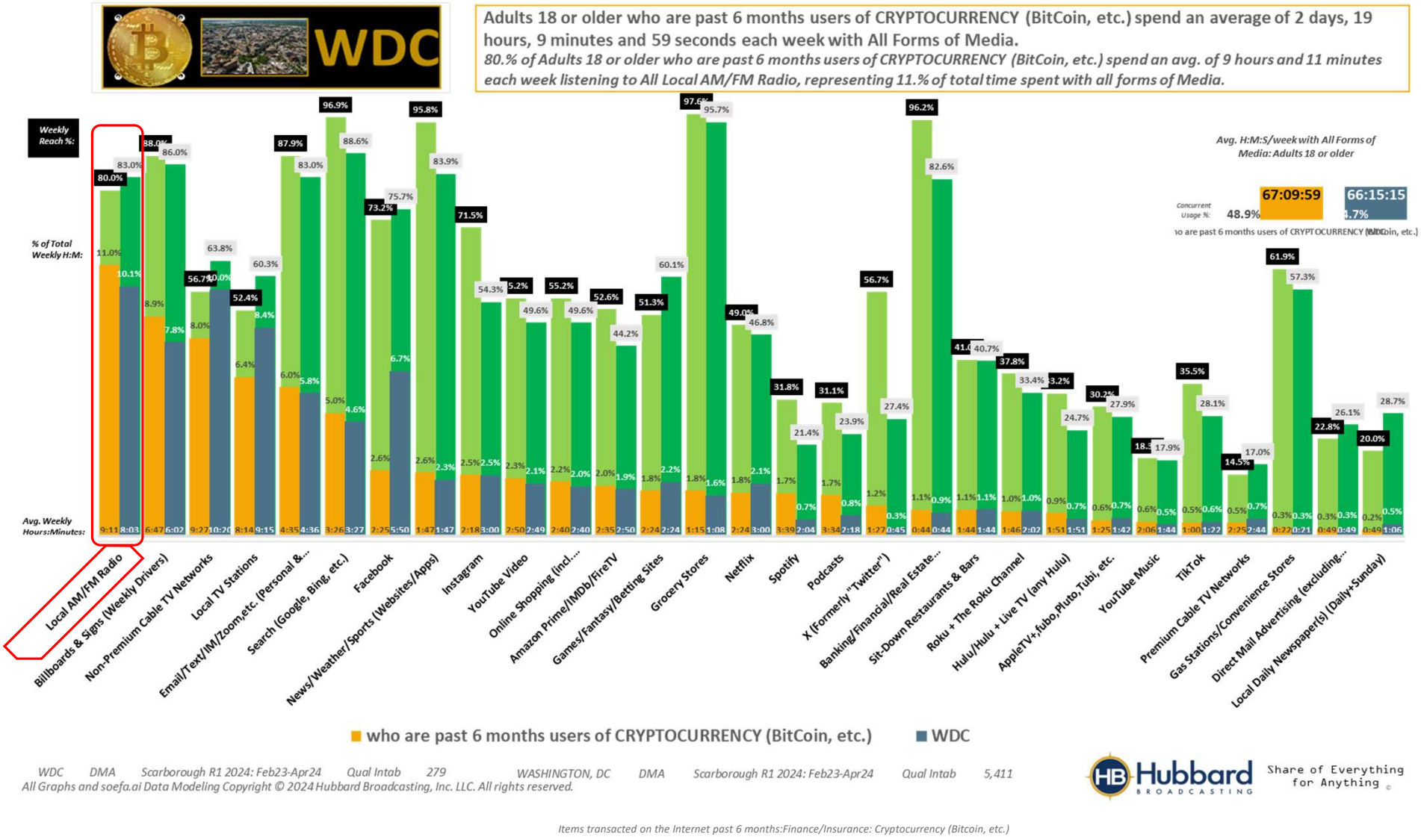


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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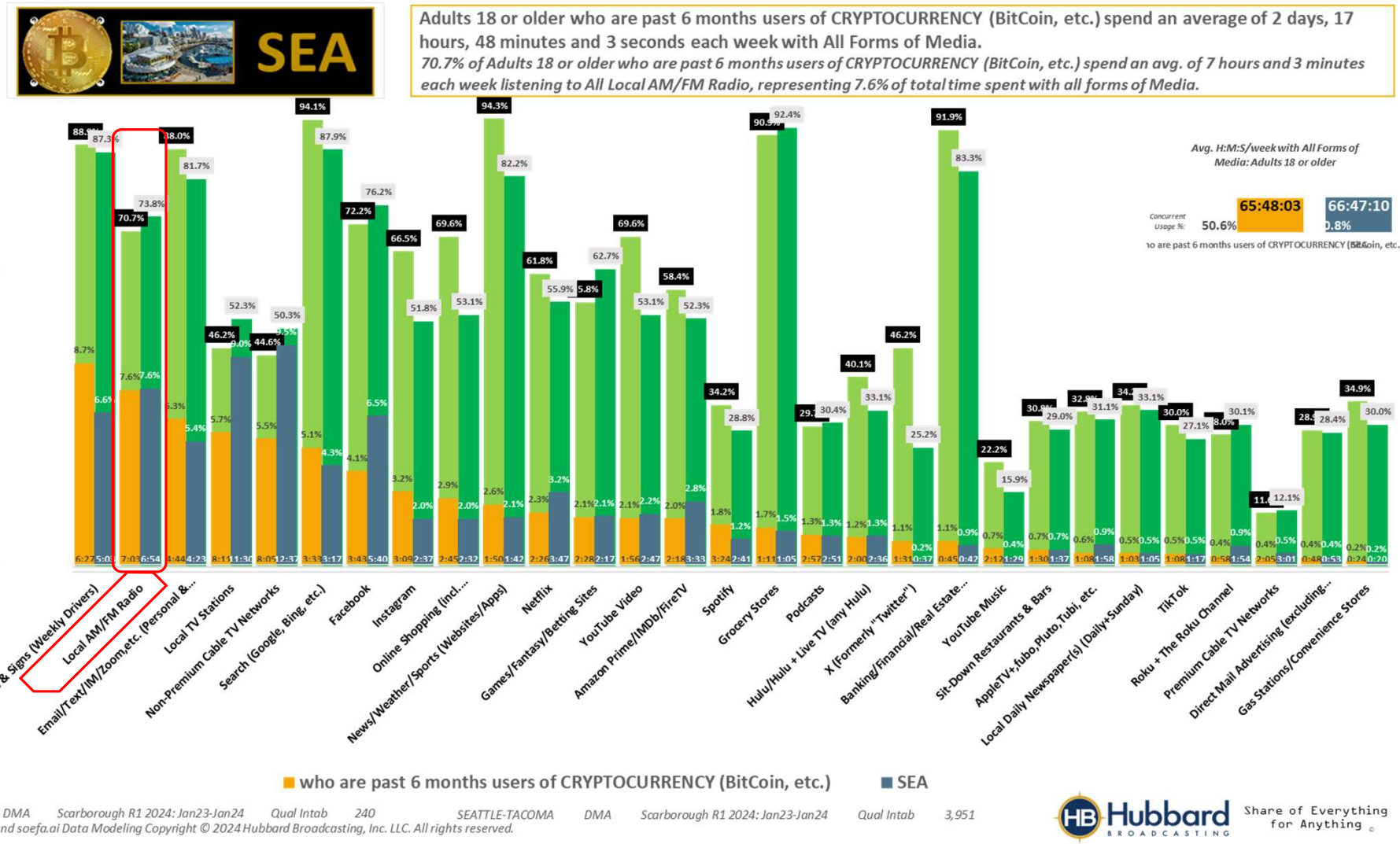


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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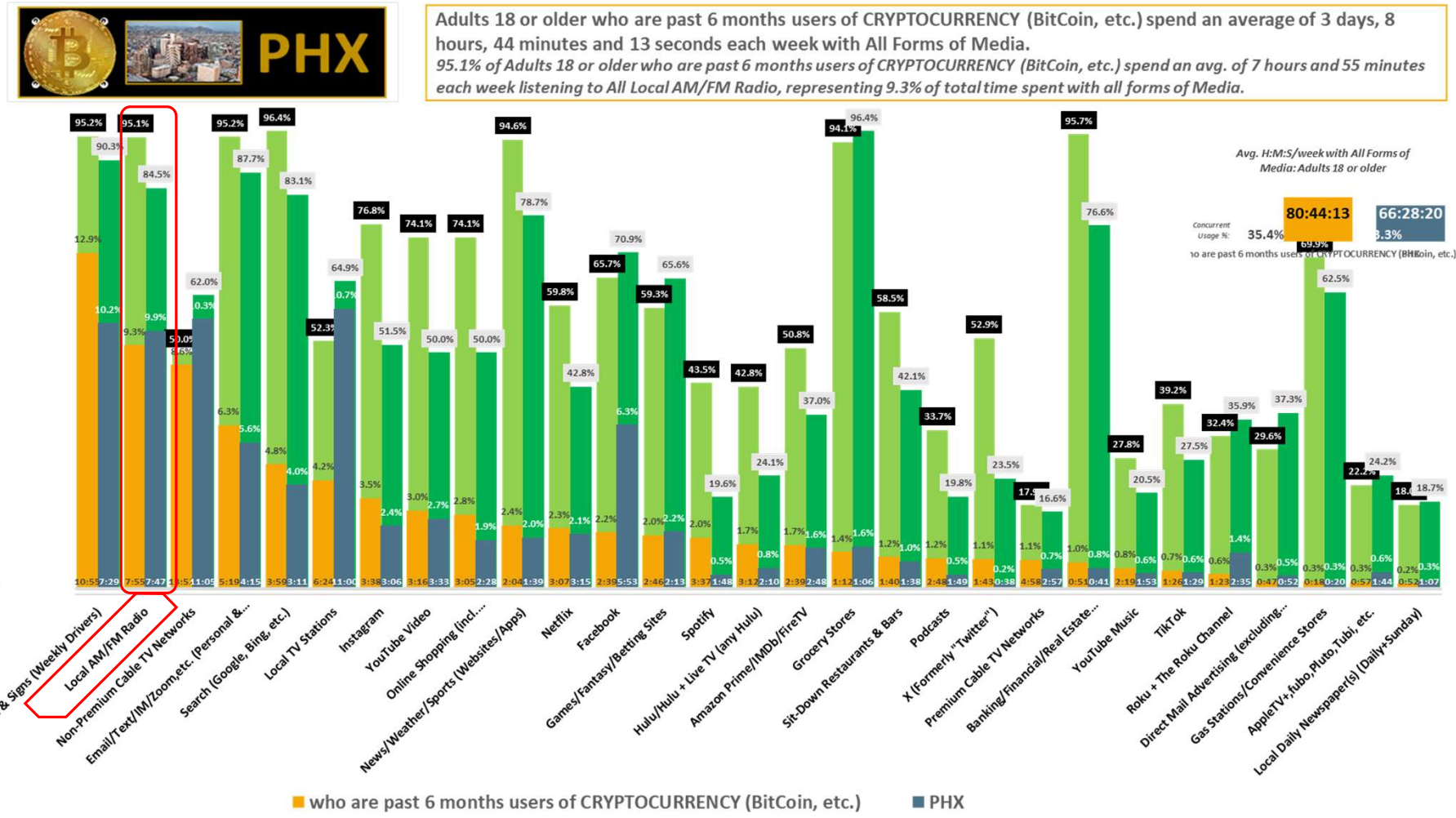


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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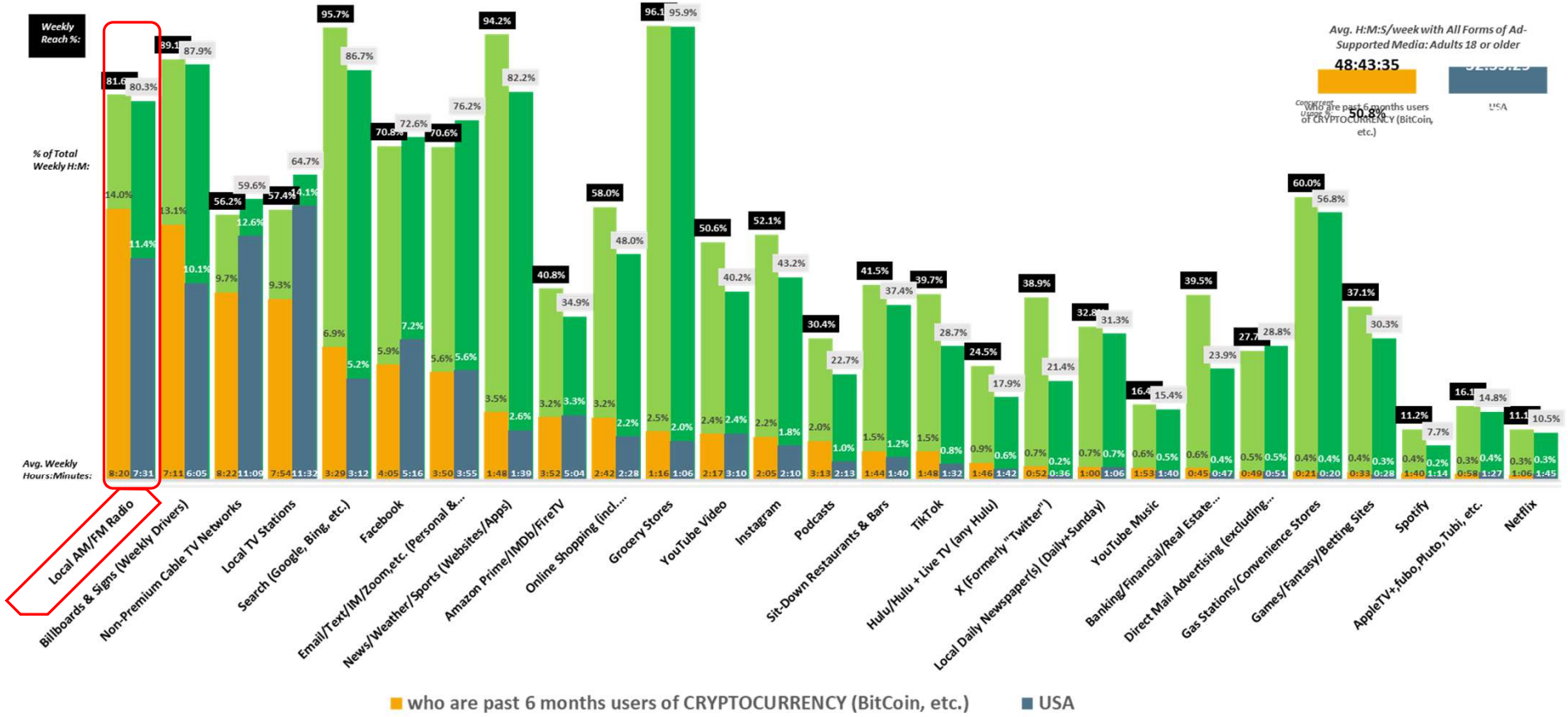
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Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 2 days, 0 hours, 43 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an avg. of 8 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.% of total time spent with all forms of Ad-Supported M

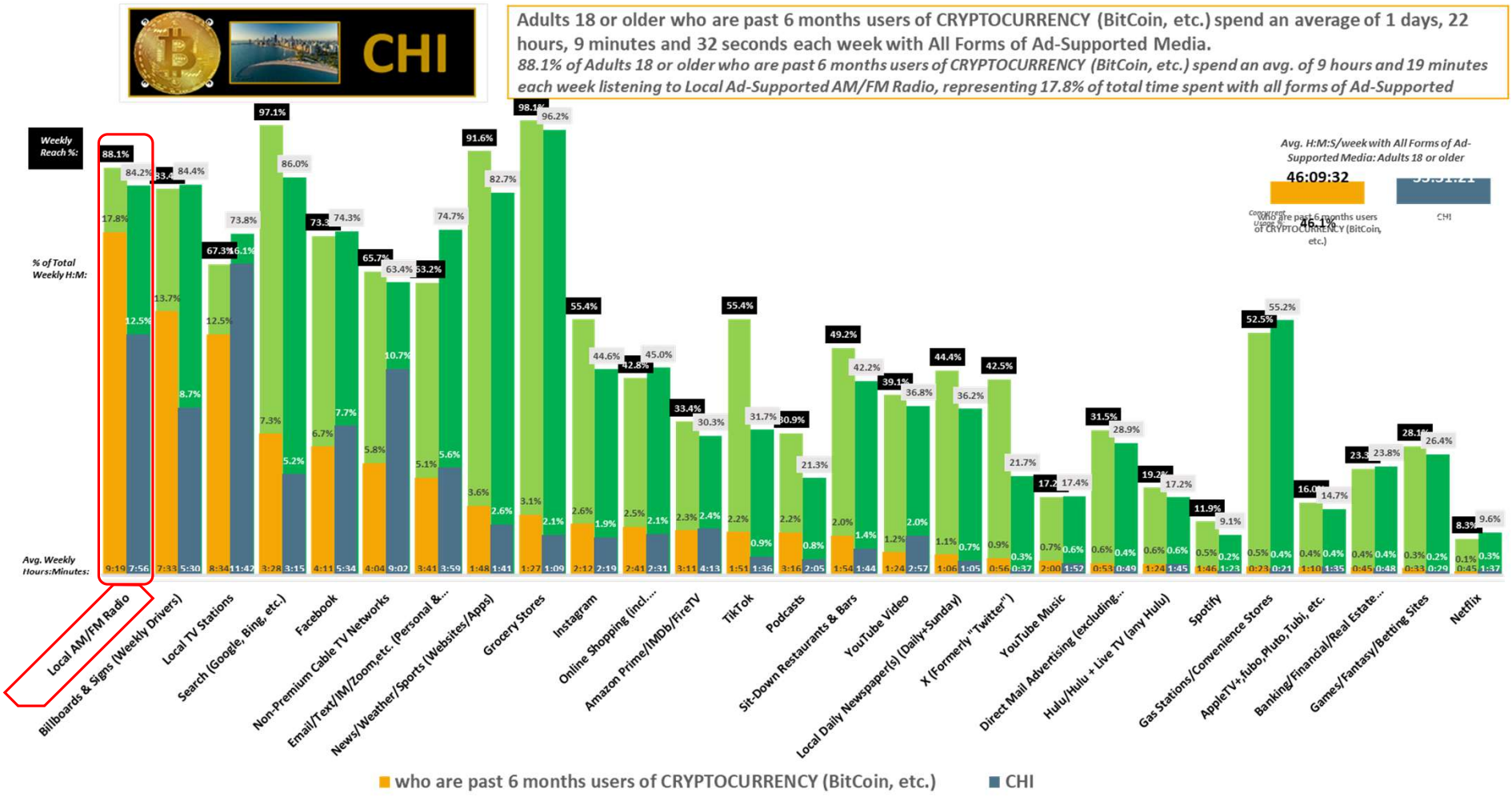


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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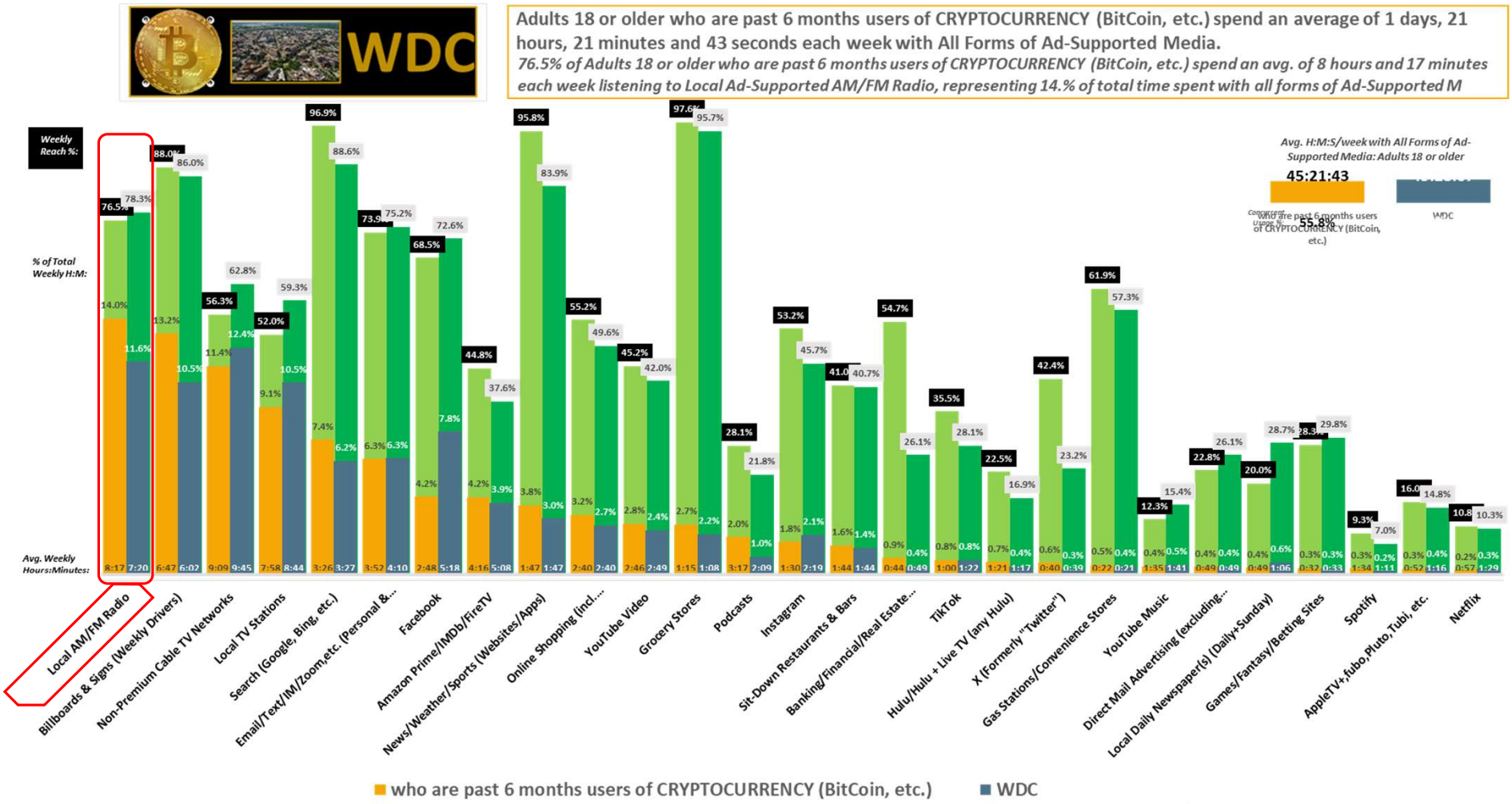


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

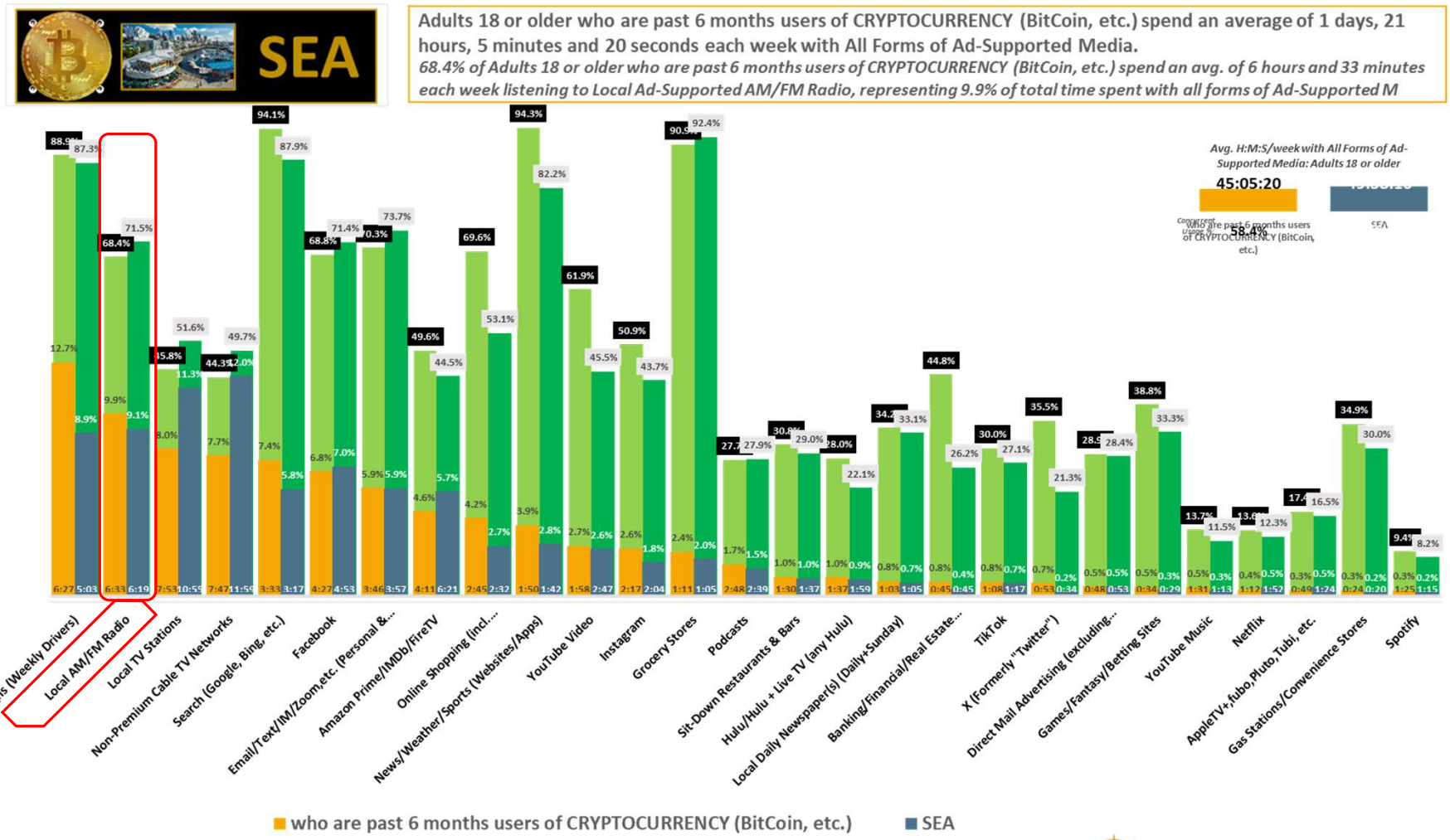
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

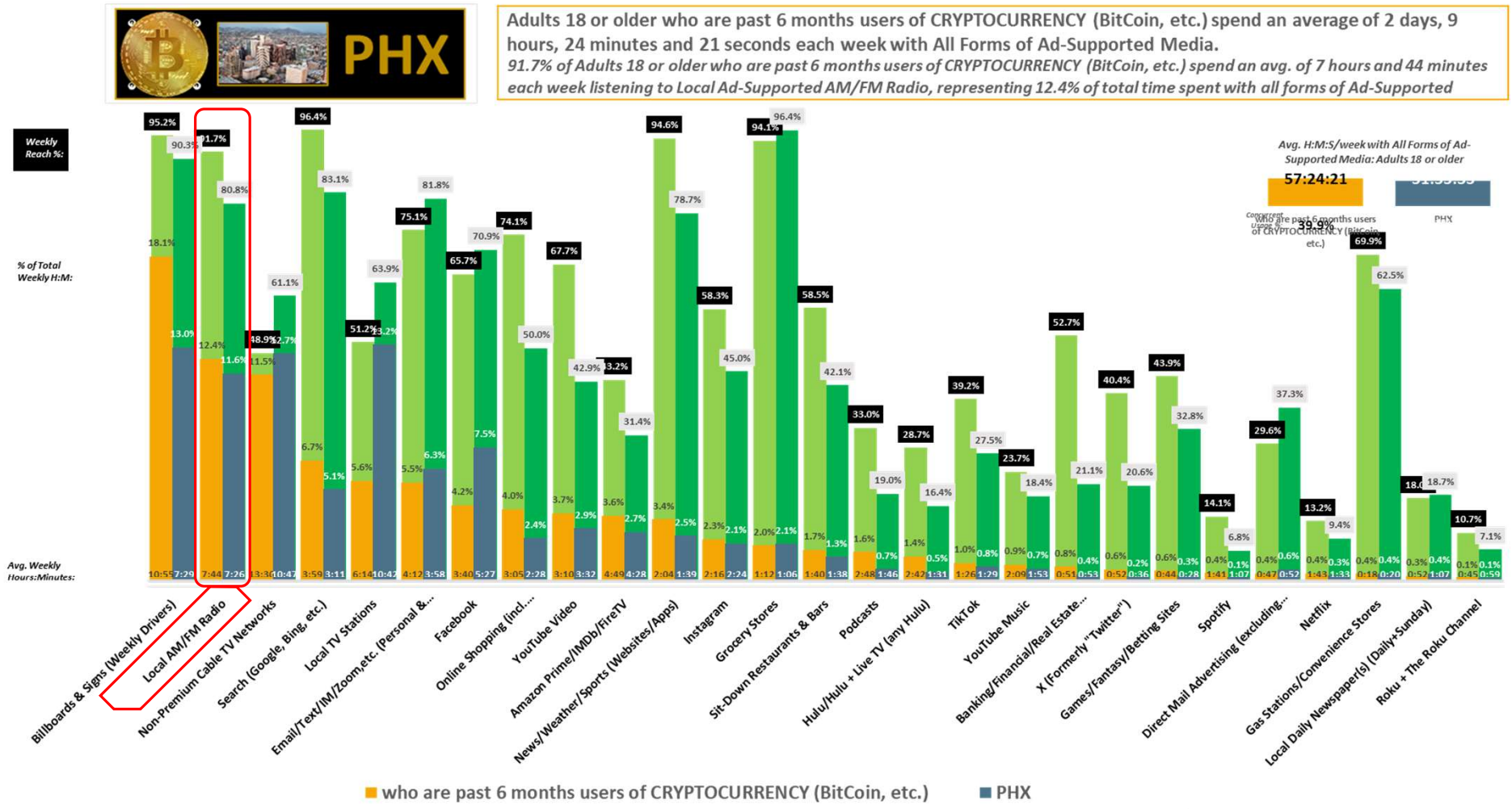


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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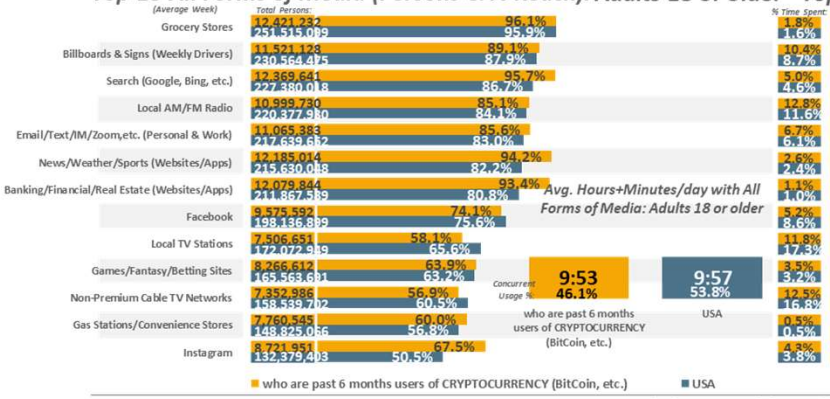
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

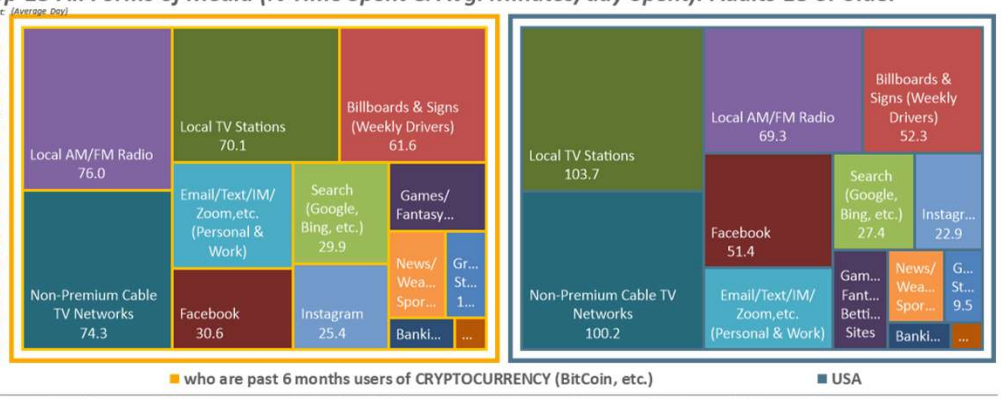


Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 6 hours and 57 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 71.5 minutes/day. *(Local Radio delivers 14.% of Time with Ad-Supported Media.)*

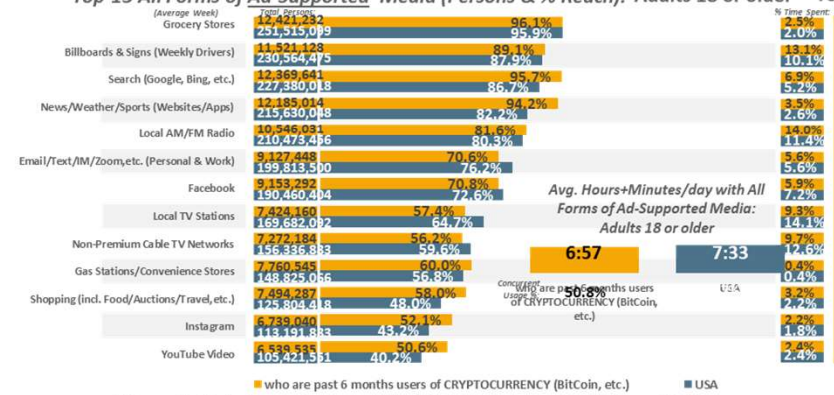
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



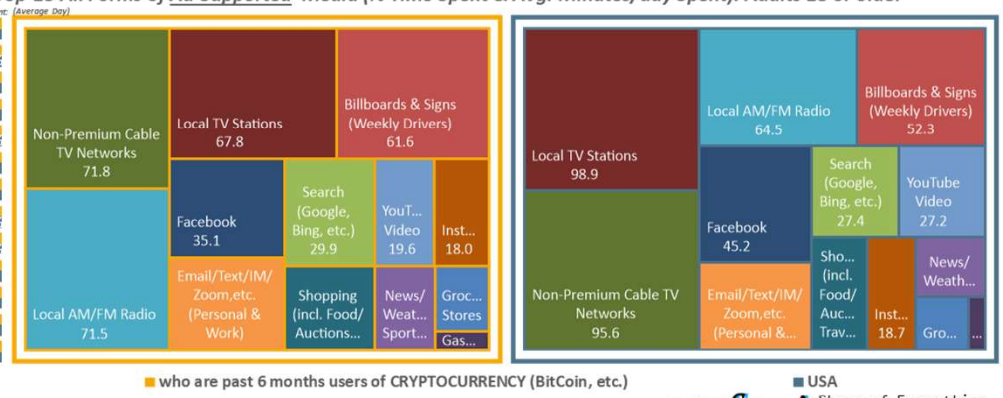
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

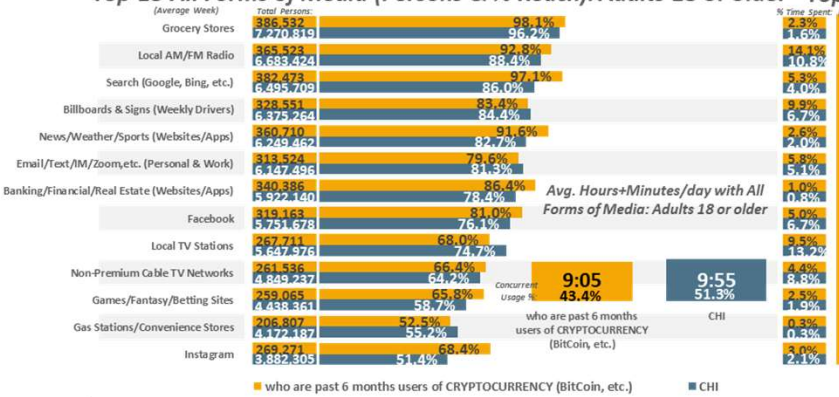
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

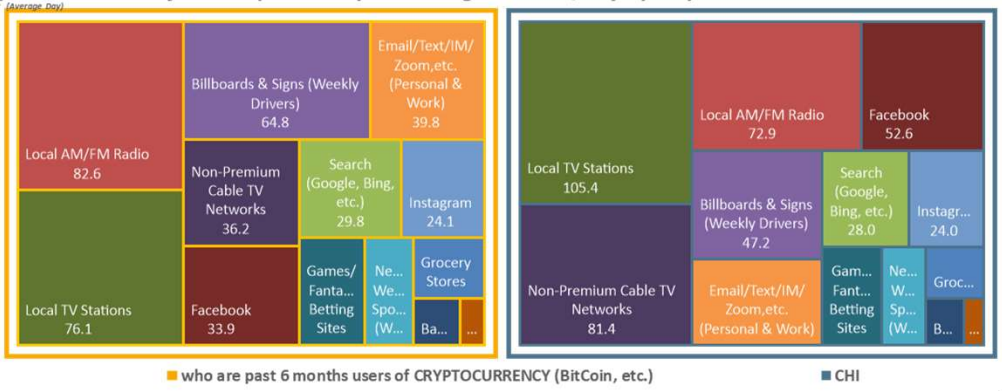


Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 6 hours and 35 minutes each day with All Forms of Ad-Supported Media. 88.1% listen to Local AM/FM Radio for an avg. of 80. minutes/day. *(Local Radio delivers 17.8% of Time with Ad-Supported Media.)*

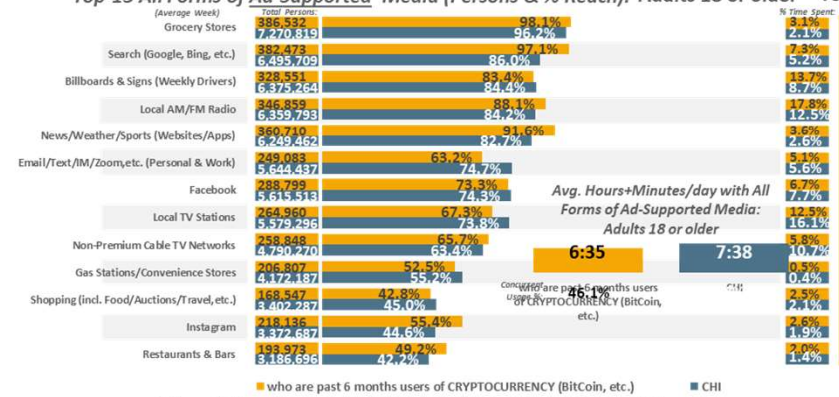
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



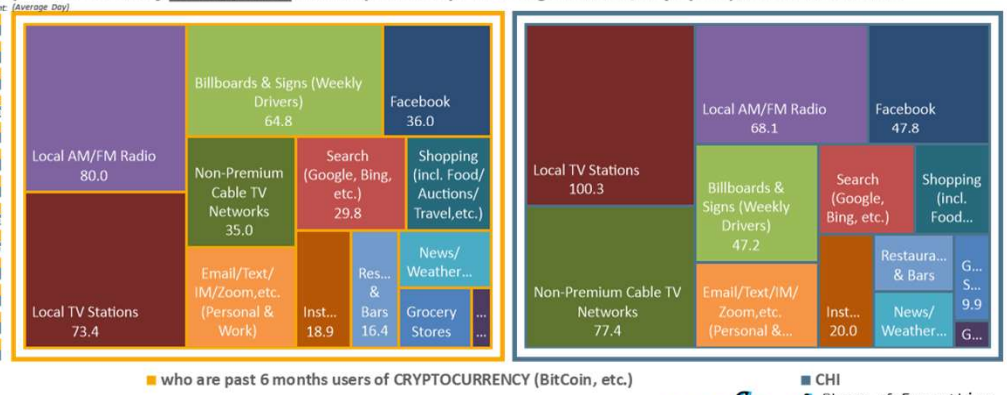
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

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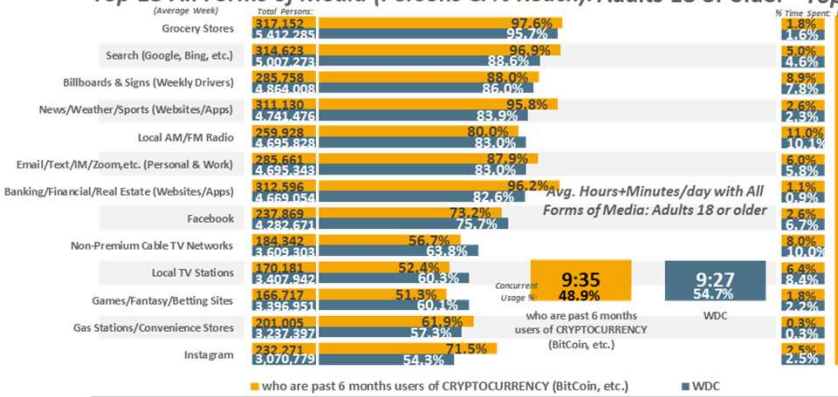
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

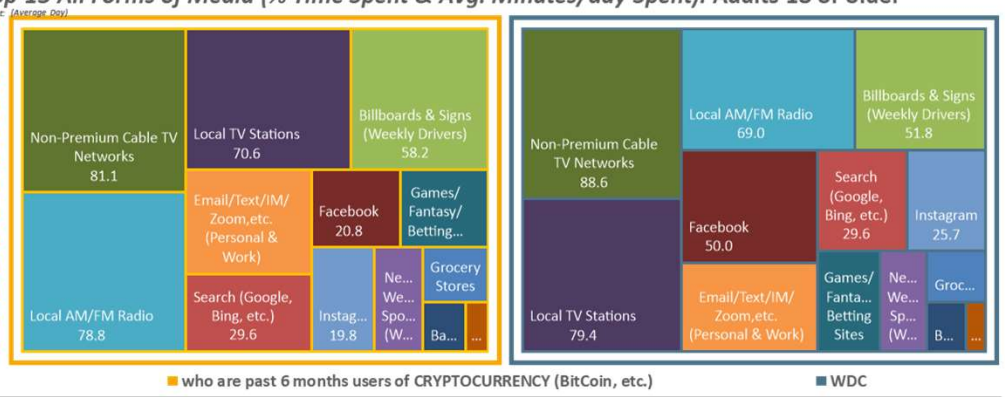


Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 76.5% listen to Local AM/FM Radio for an avg. of 71. minutes/day. *(Local Radio delivers 14.% of Time with Ad-Supported Media.)*

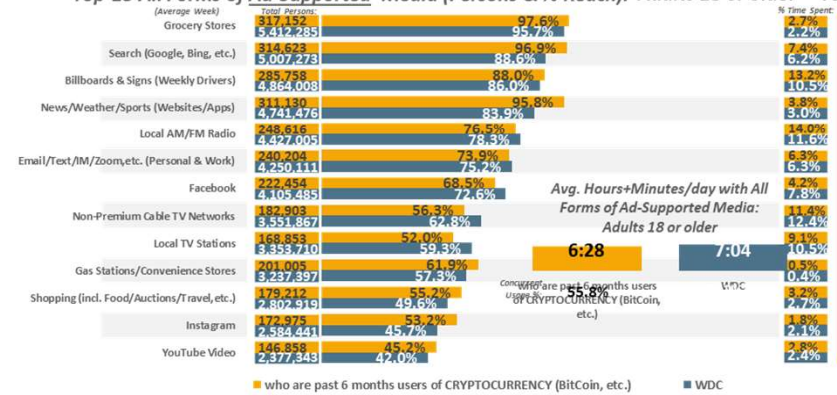
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



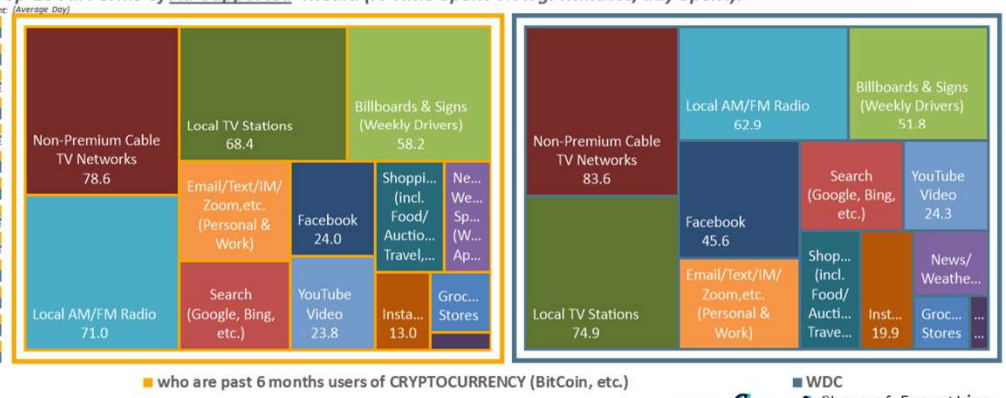
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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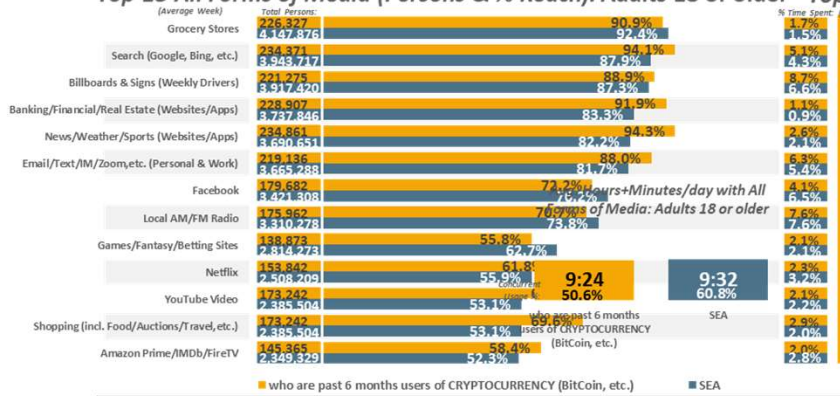
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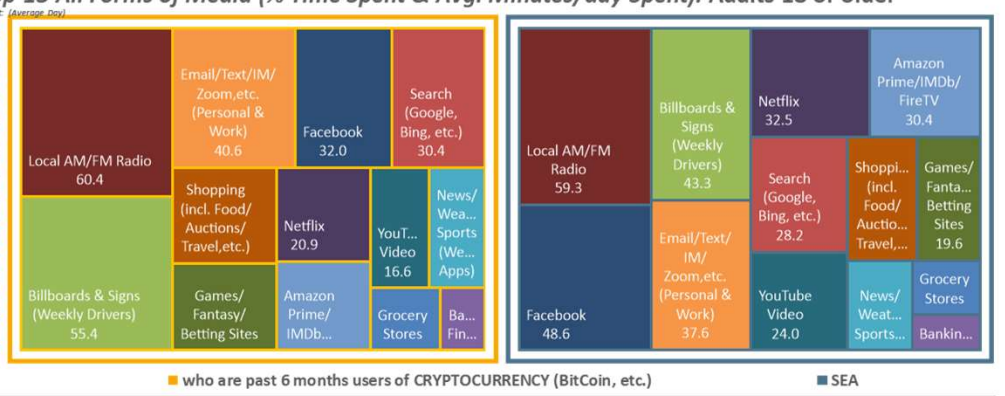


Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 6 hours and 26 minutes each day with All Forms of Ad-Supported Media. 68.4% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

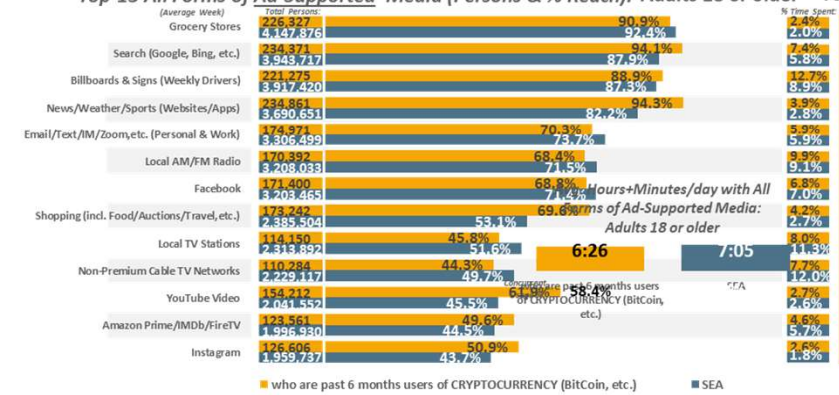
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



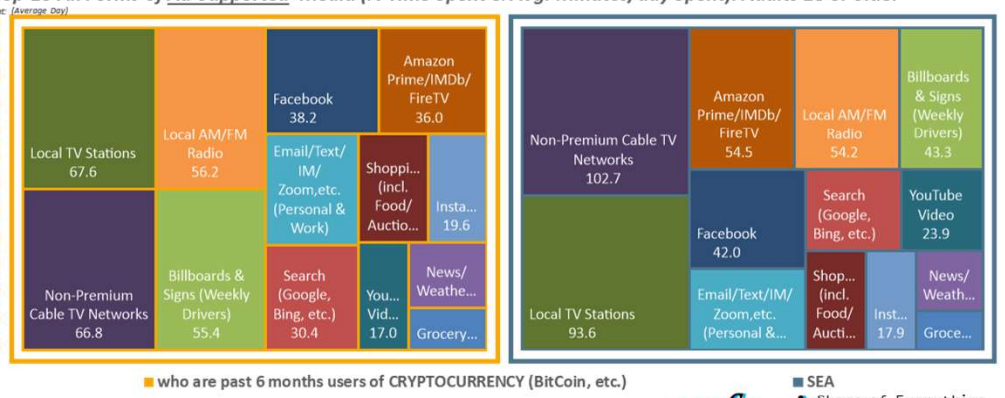
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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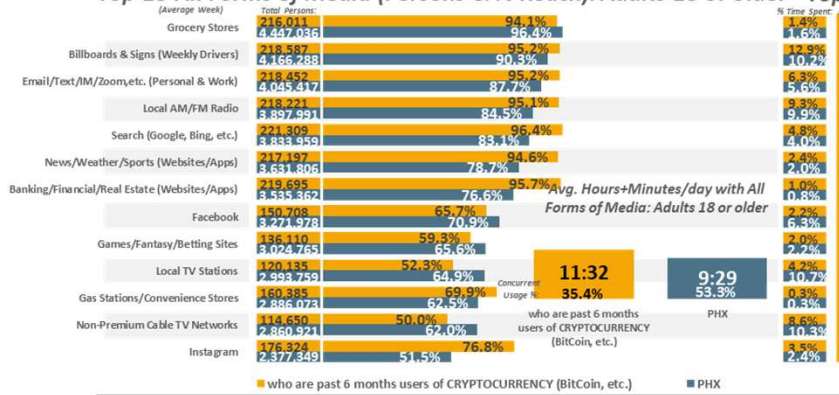
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

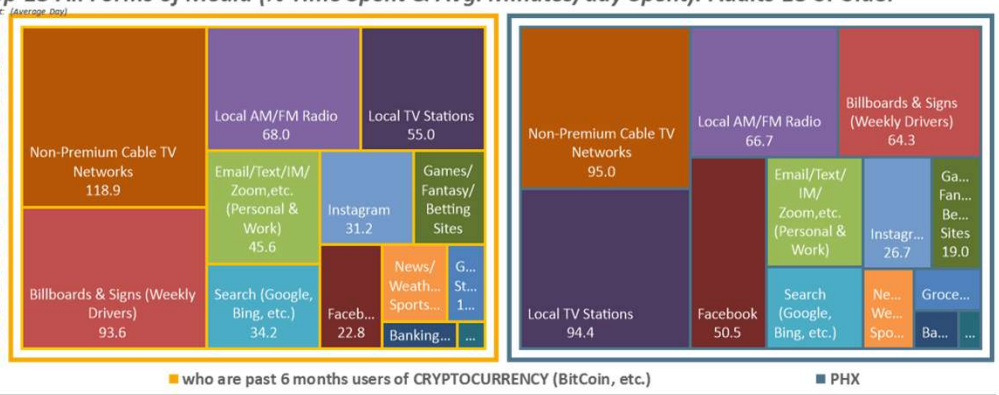


Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 91.7% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

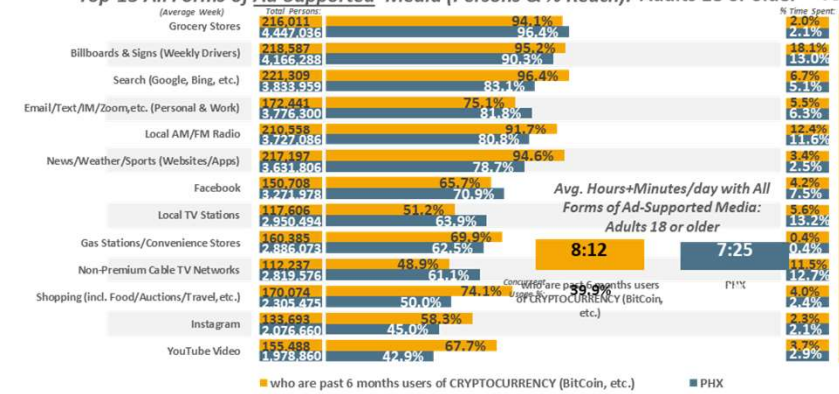
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



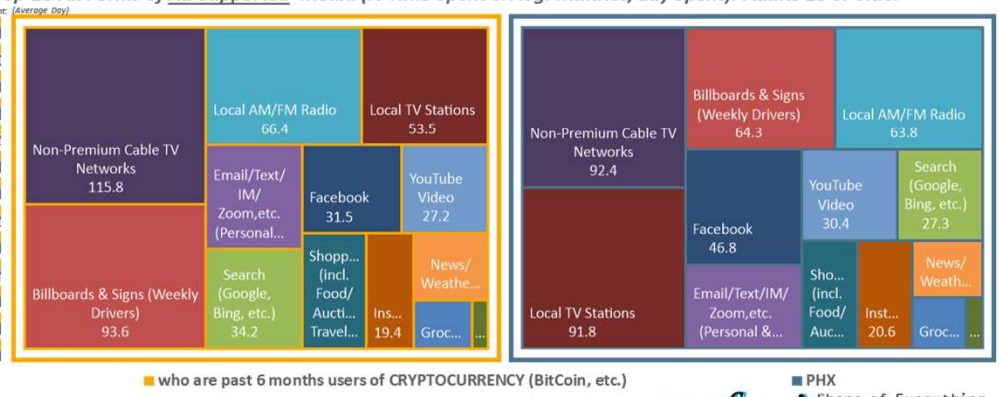
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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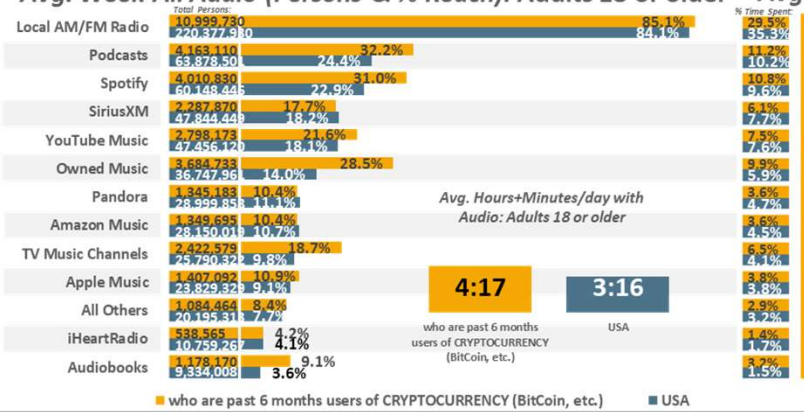
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

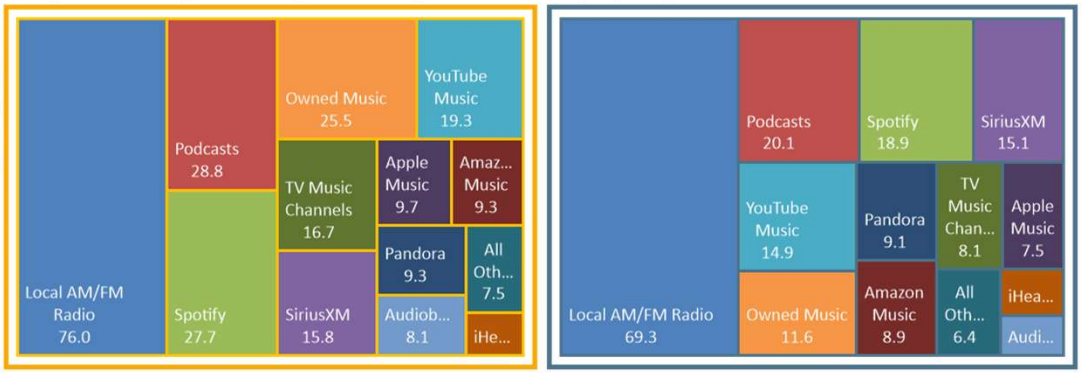


10,546,031 or 81.6% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

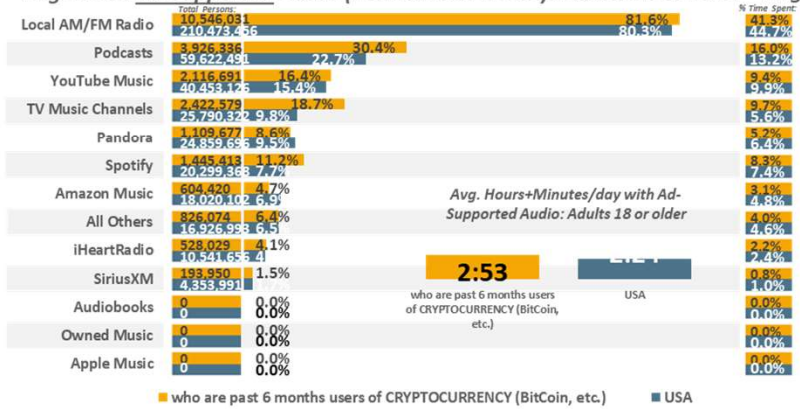
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



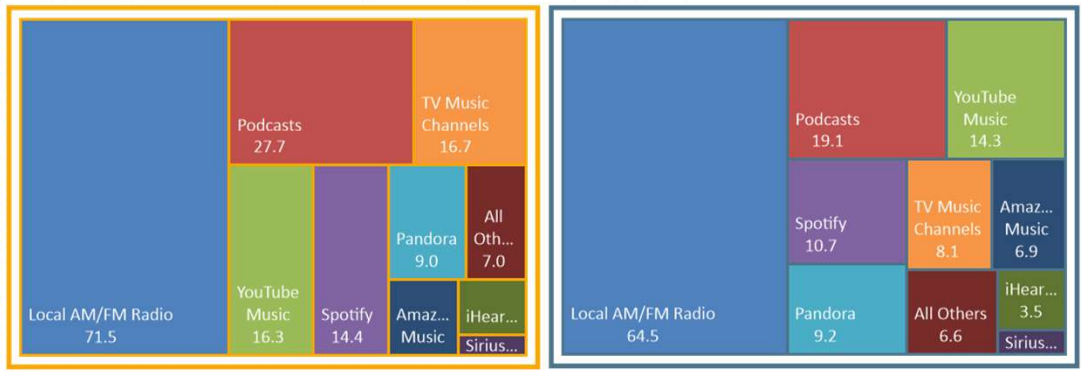
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,038

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

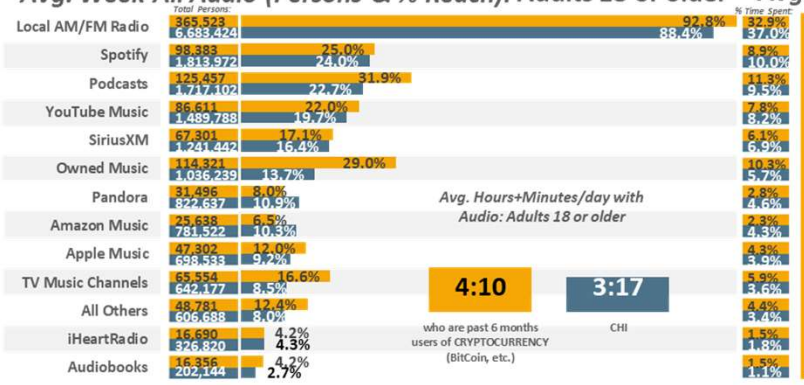
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

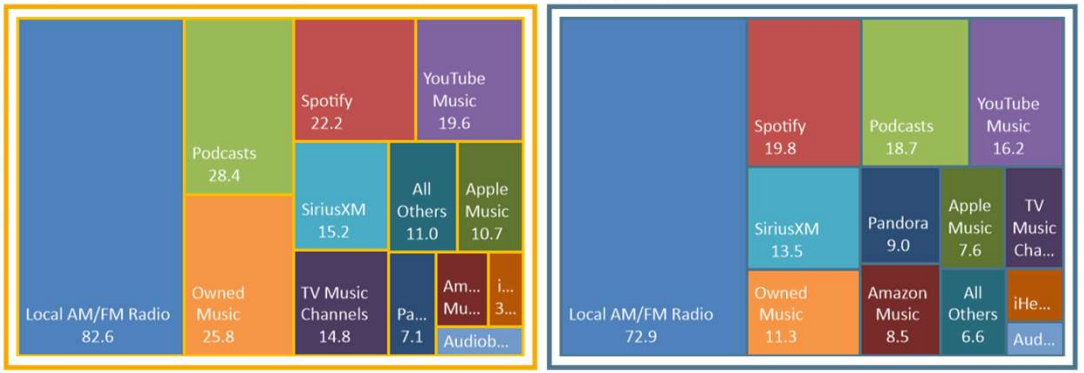


346,859 or 88.1% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio for an average of 80. minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

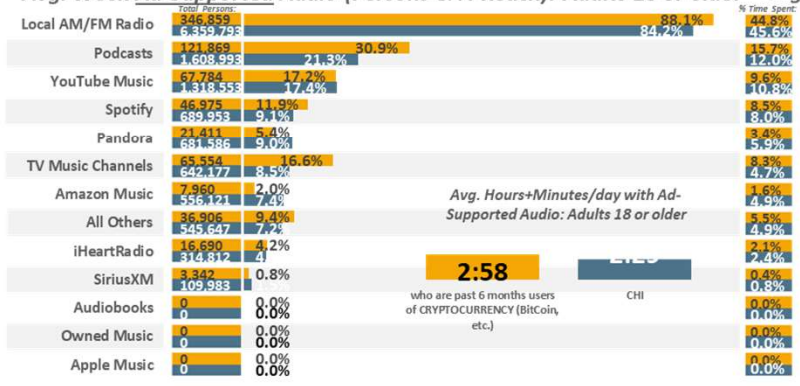
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



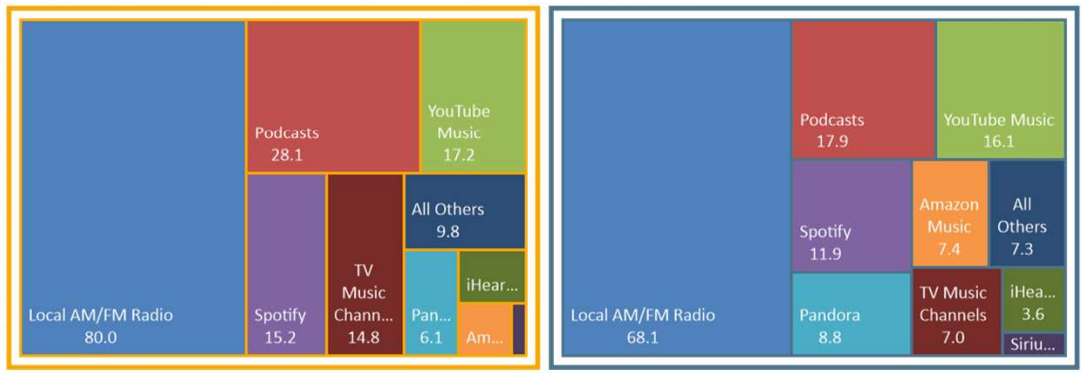
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

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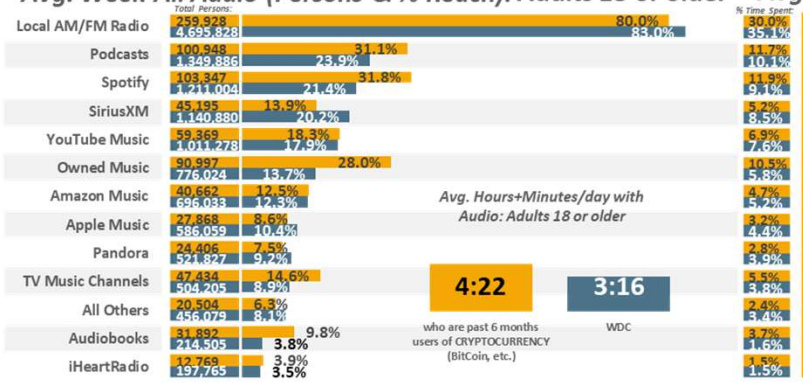
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

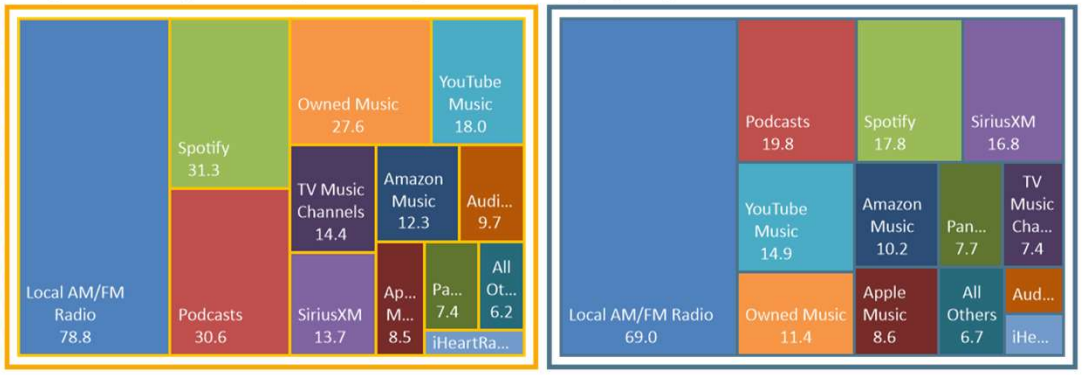


248,616 or 76.5% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

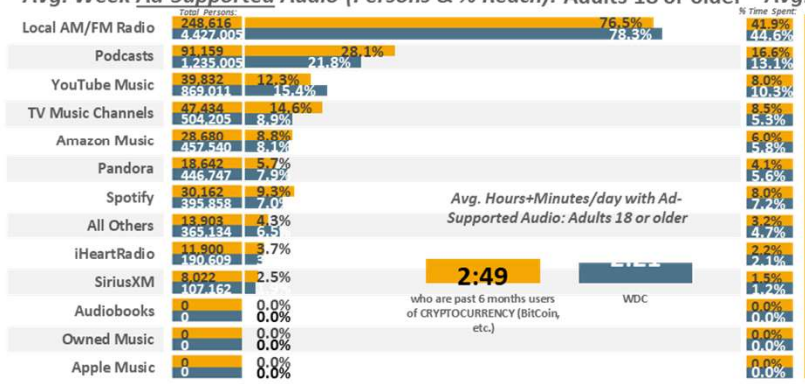
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



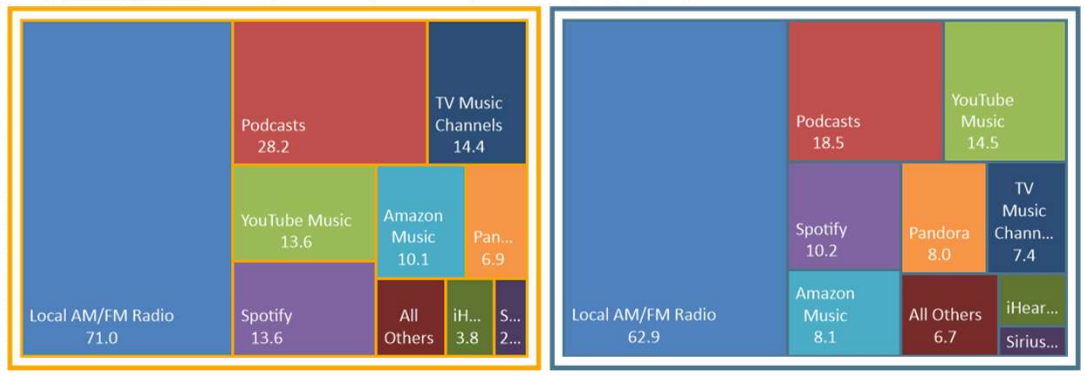
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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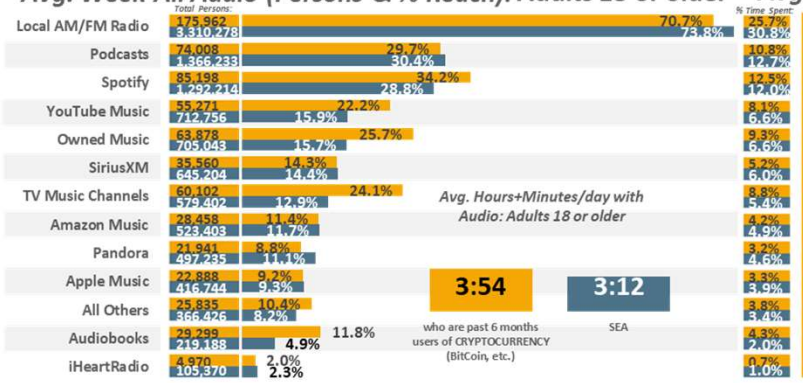
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

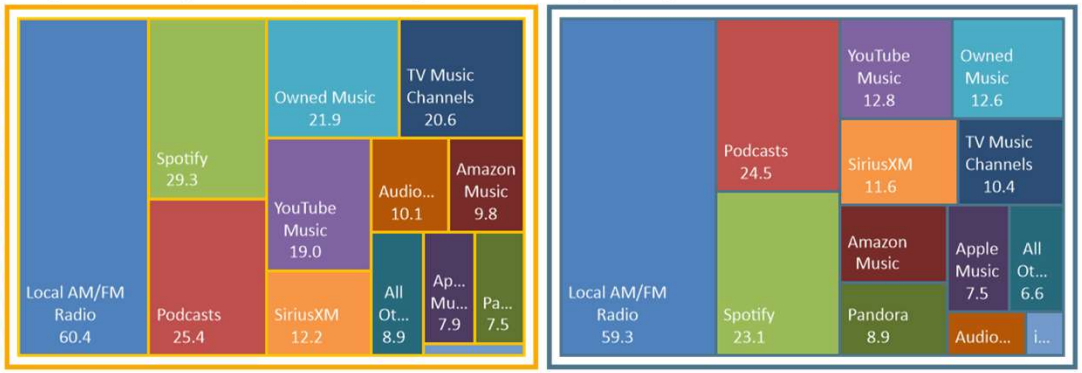


170,392 or 68.4% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

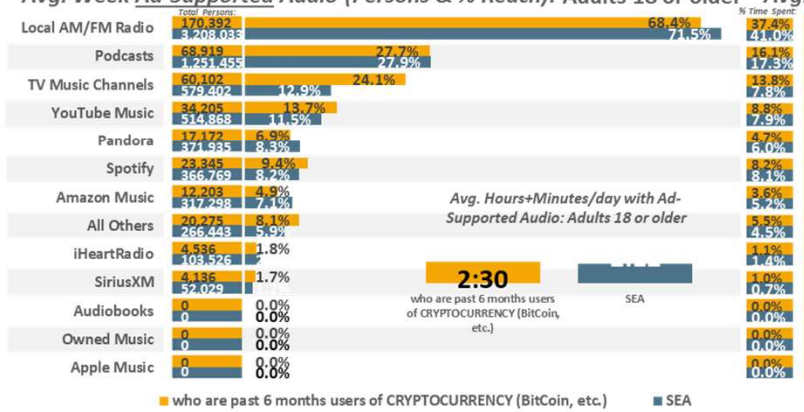
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



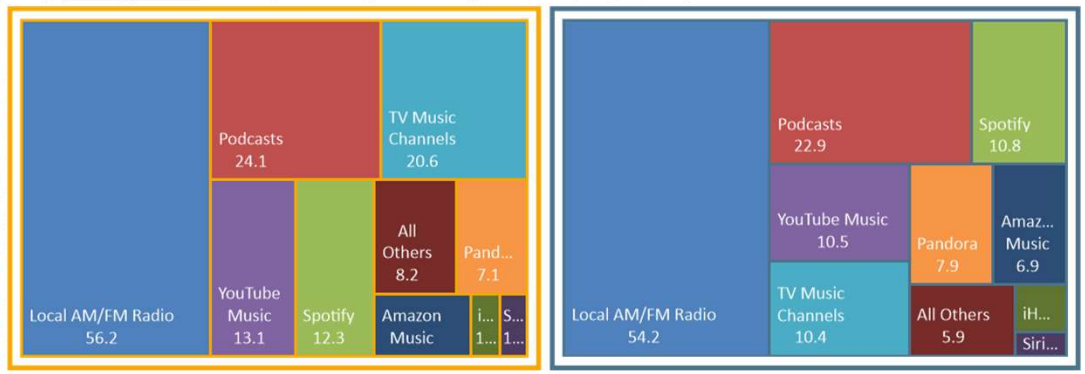
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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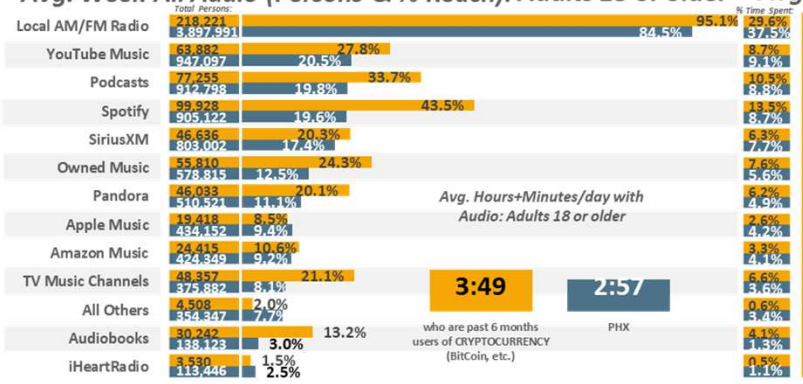
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

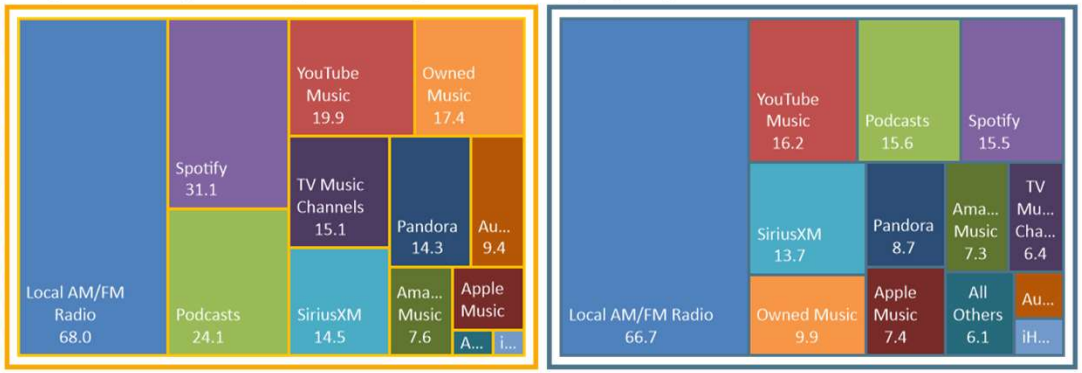


210,558 or 91.7% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

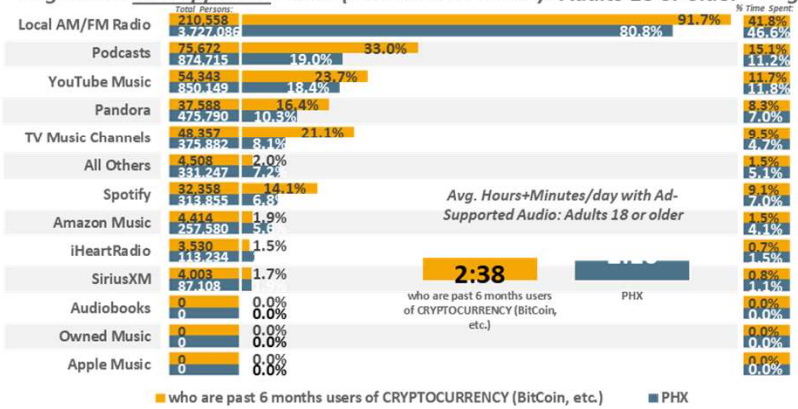
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



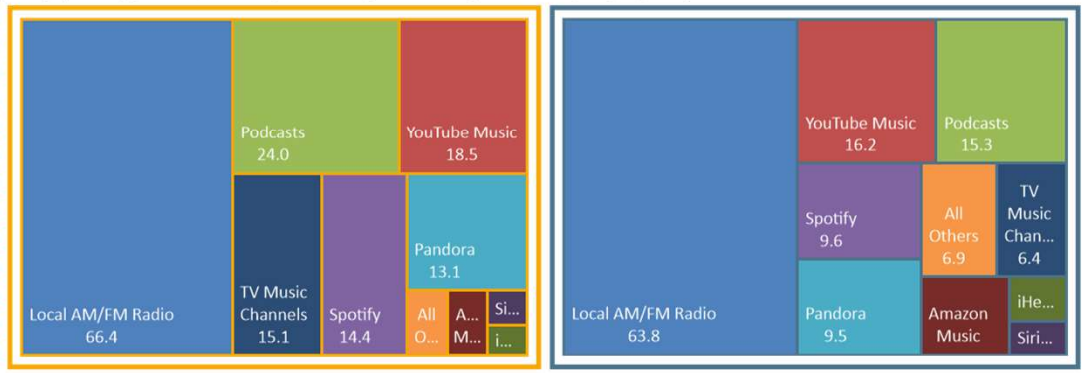
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

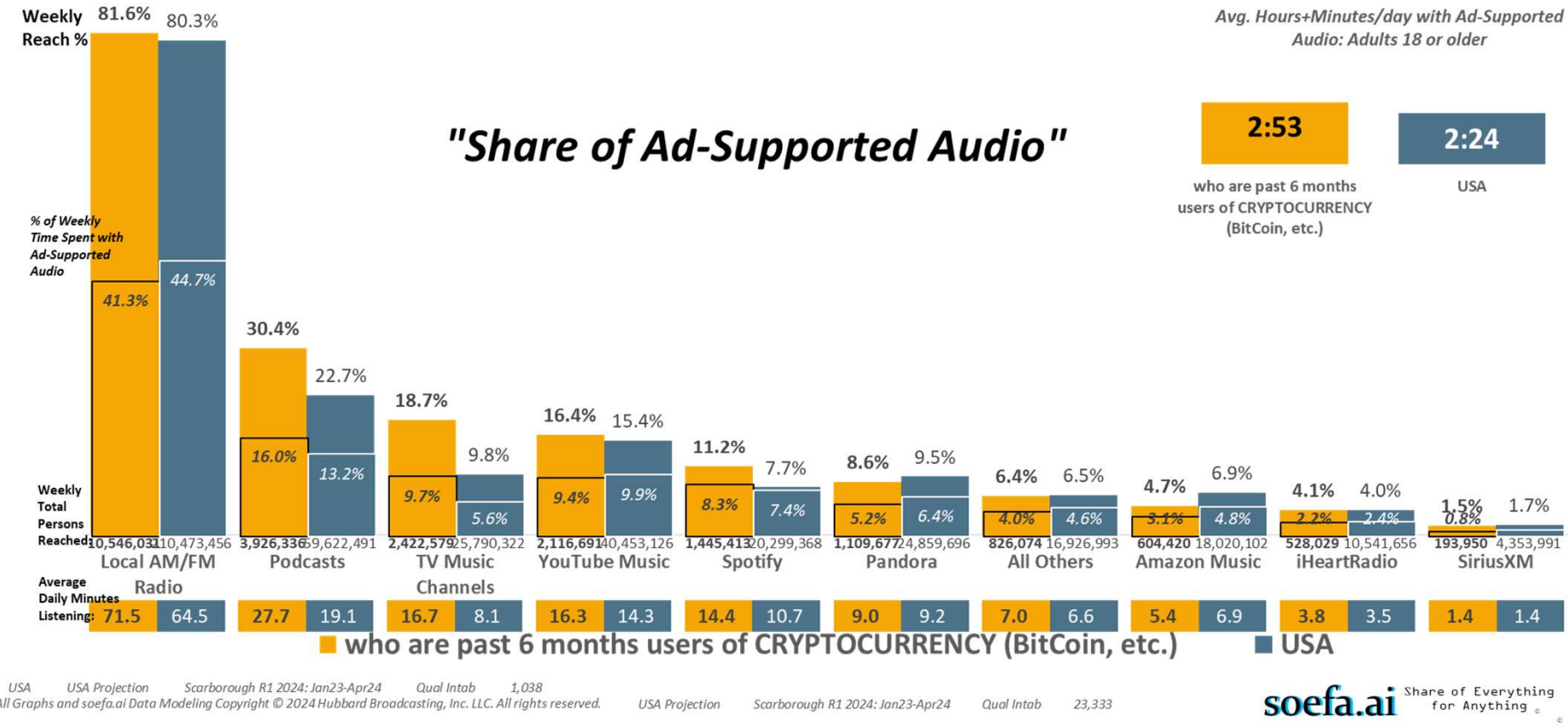
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



10,546,031 or 81.6% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038

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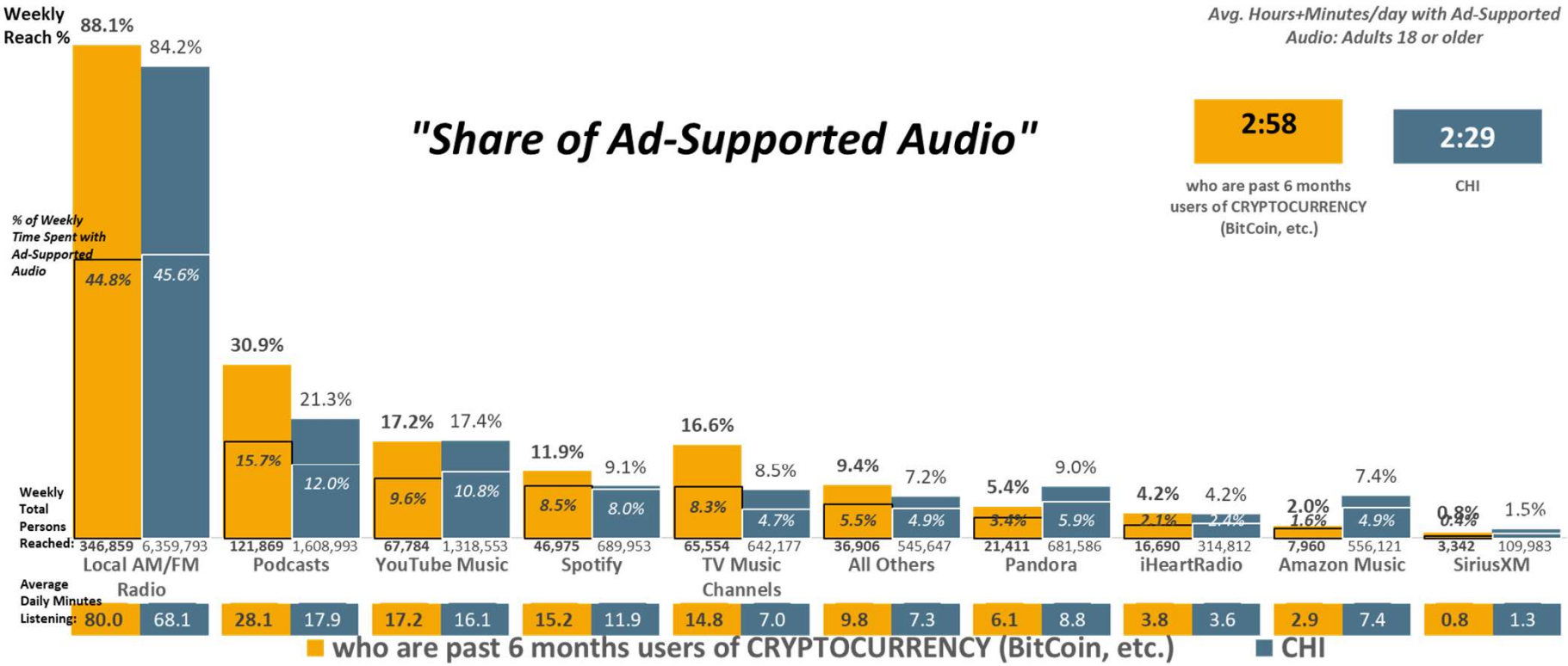
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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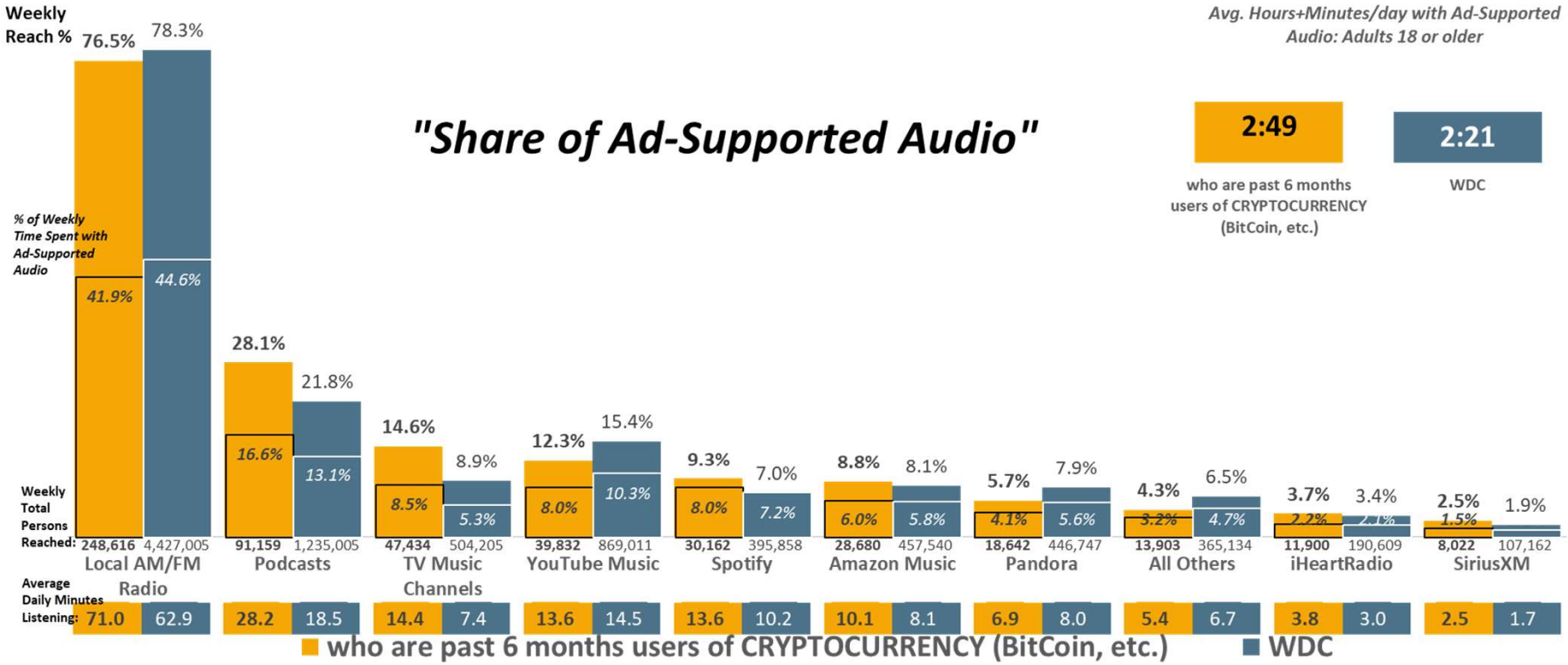
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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248,616 or 76.5% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

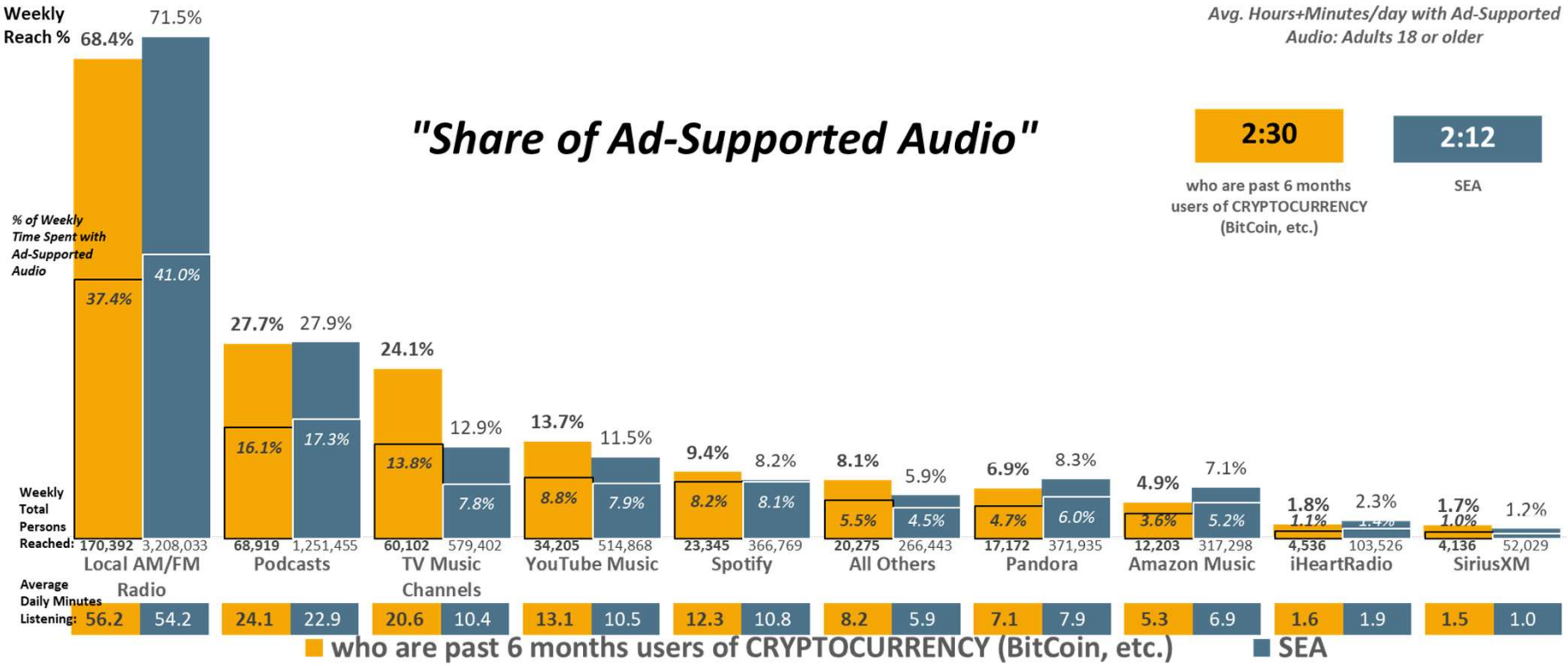
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



170,392 or 68.4% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

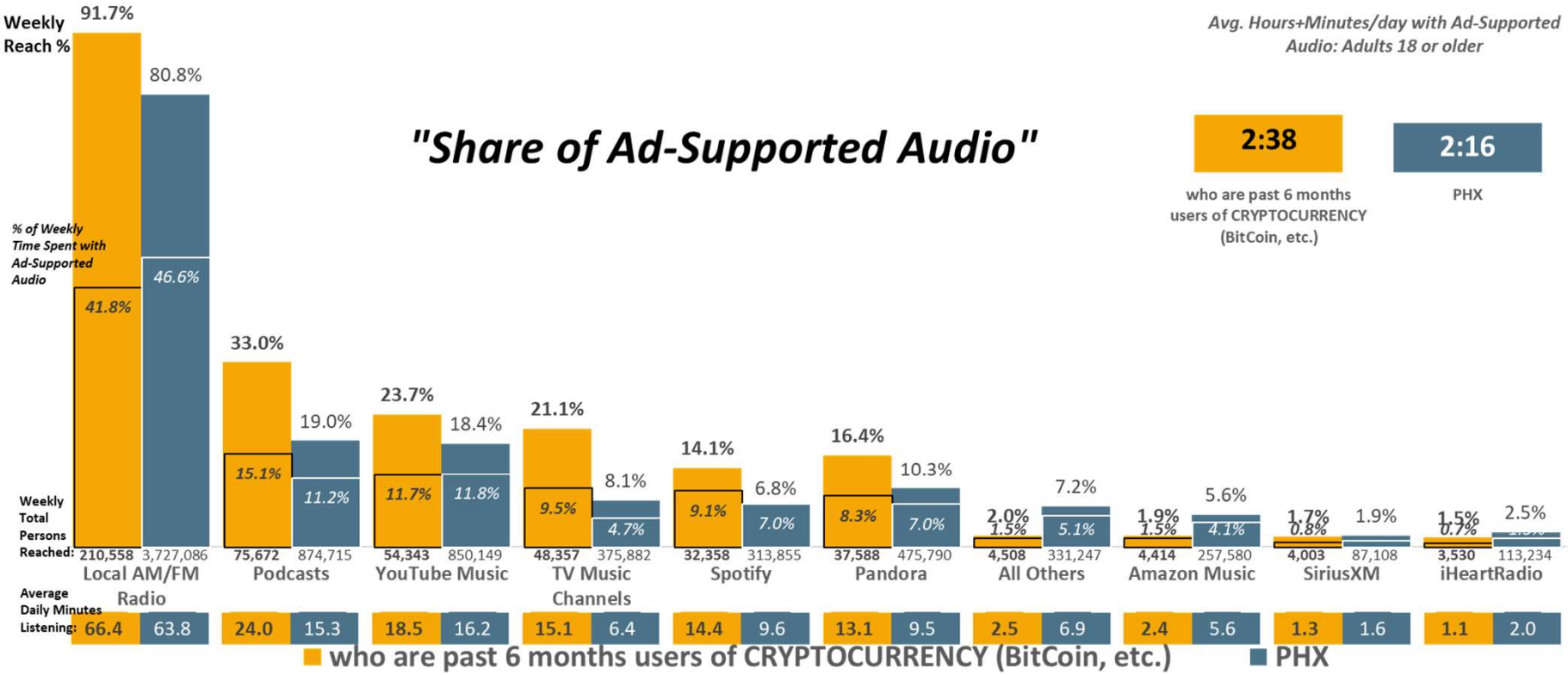
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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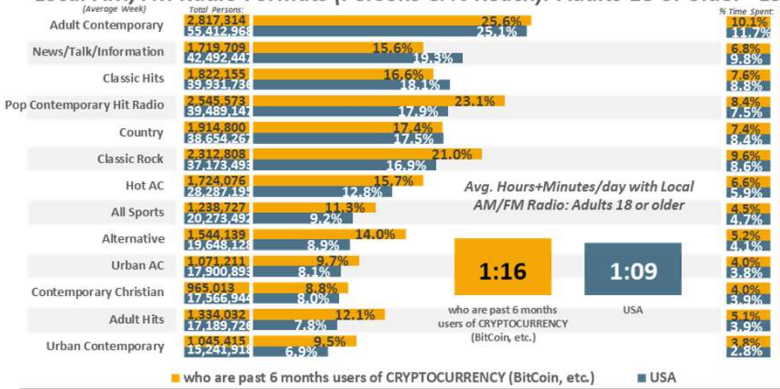
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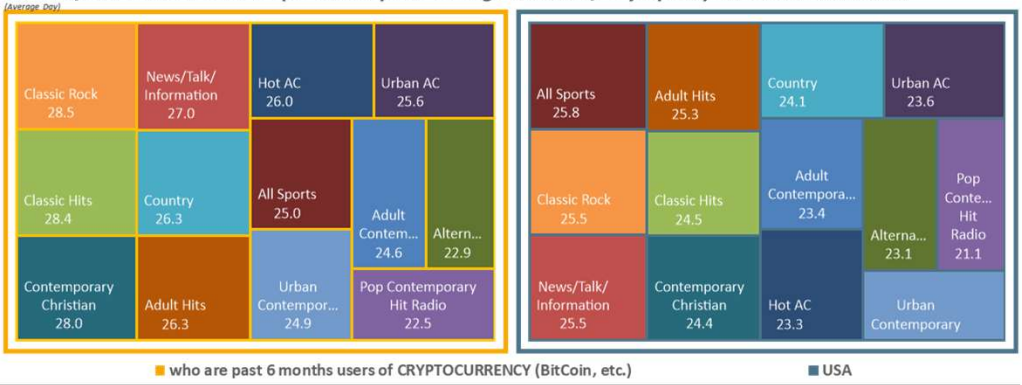


10,546,031 or 81.6% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Classic Hits

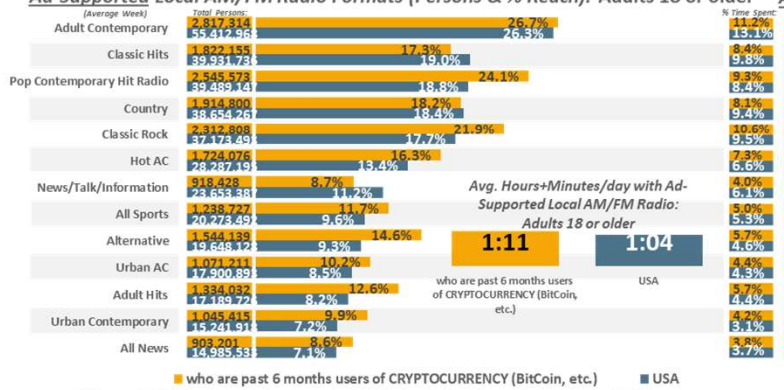
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



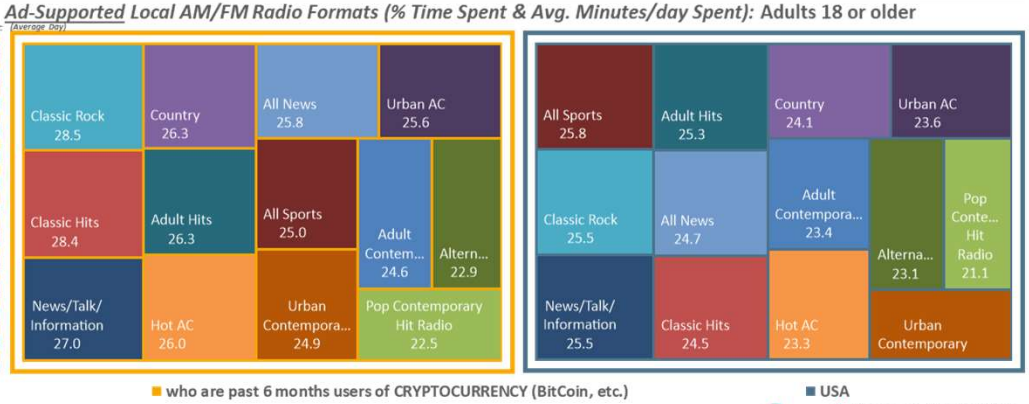
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

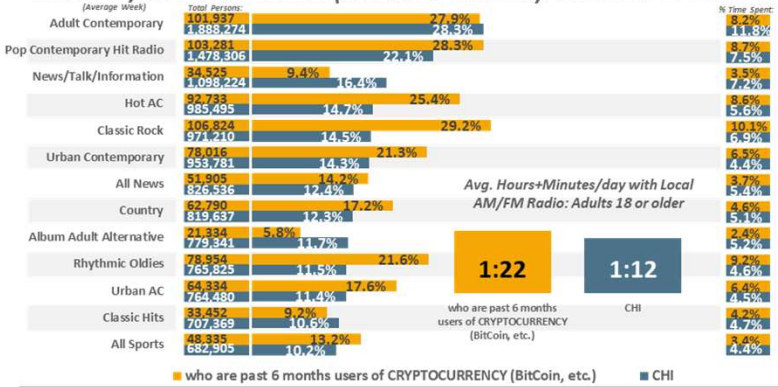
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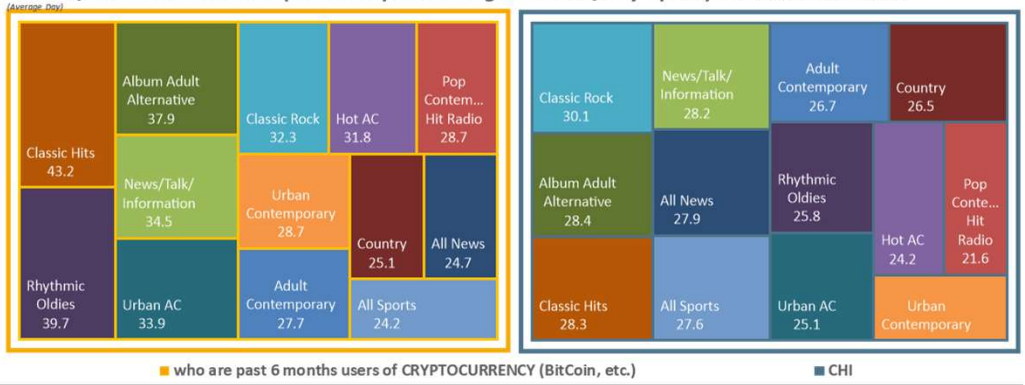


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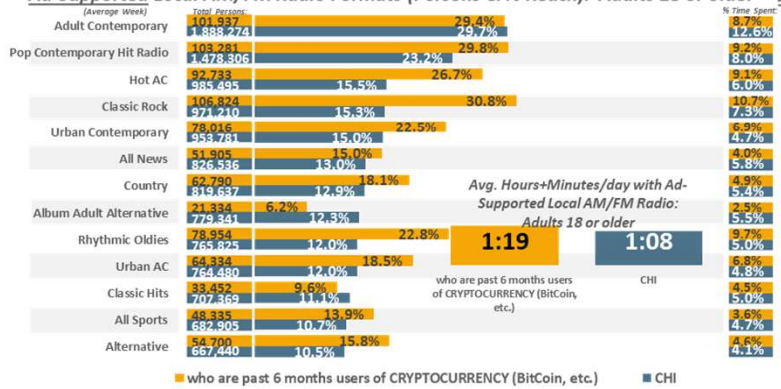
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



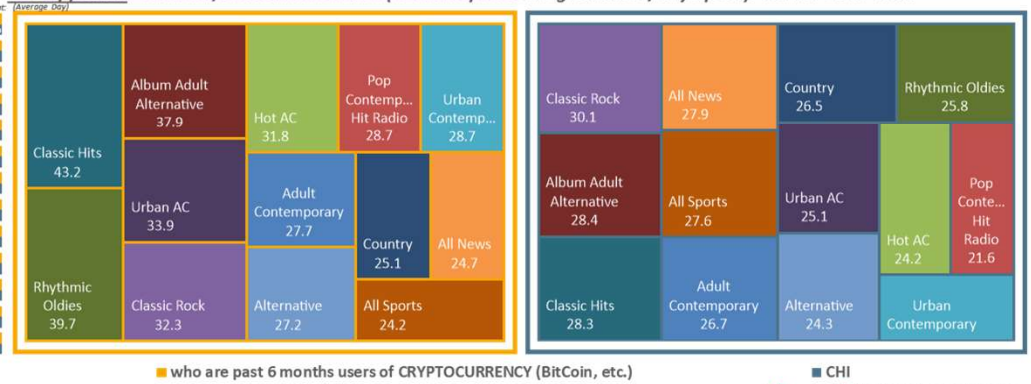
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

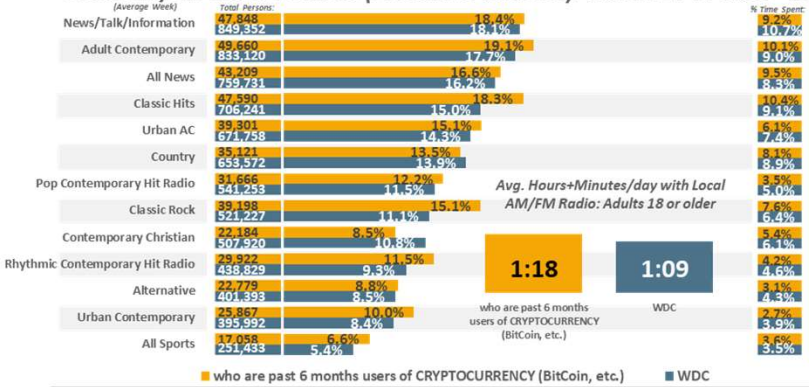
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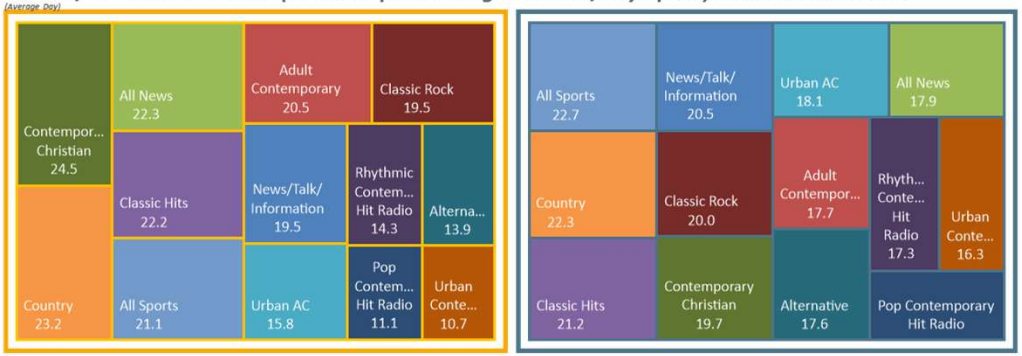
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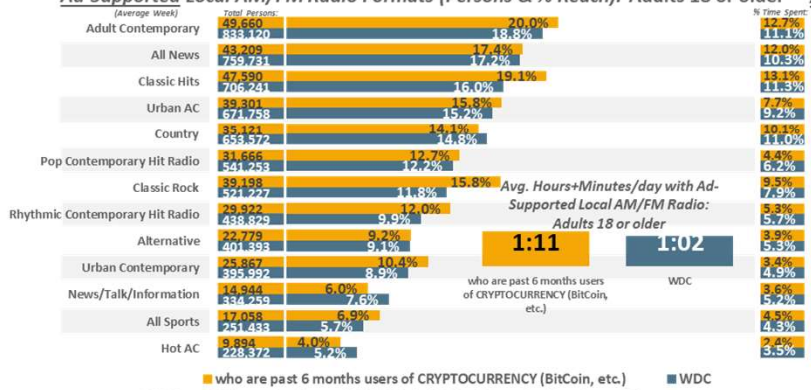
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



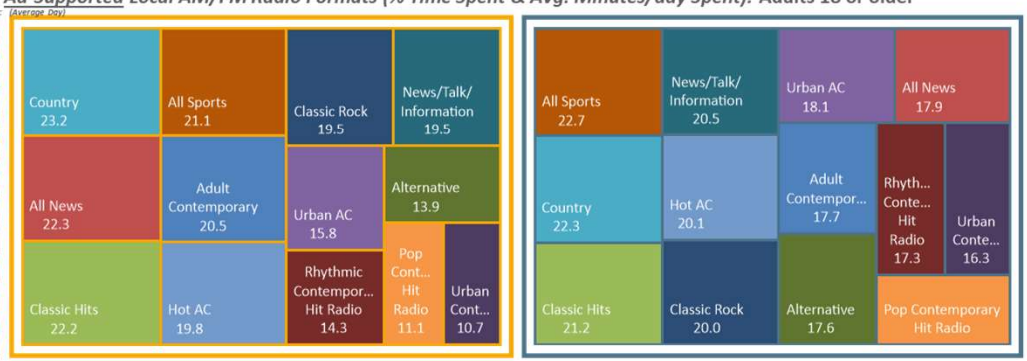
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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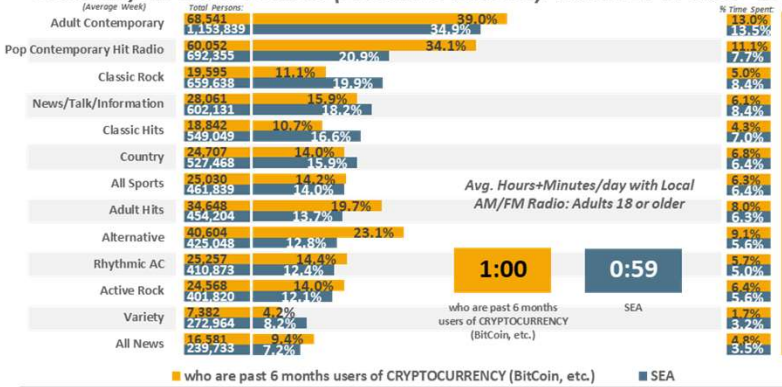
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

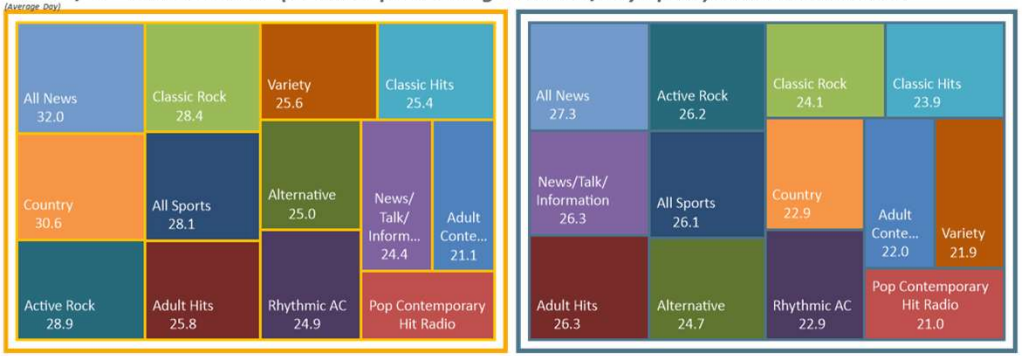


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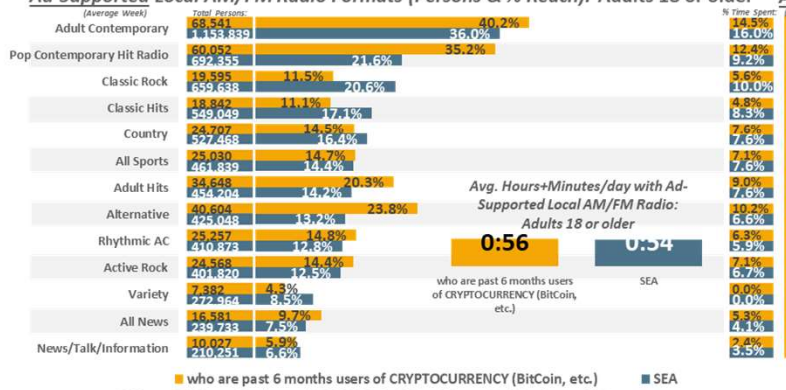
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



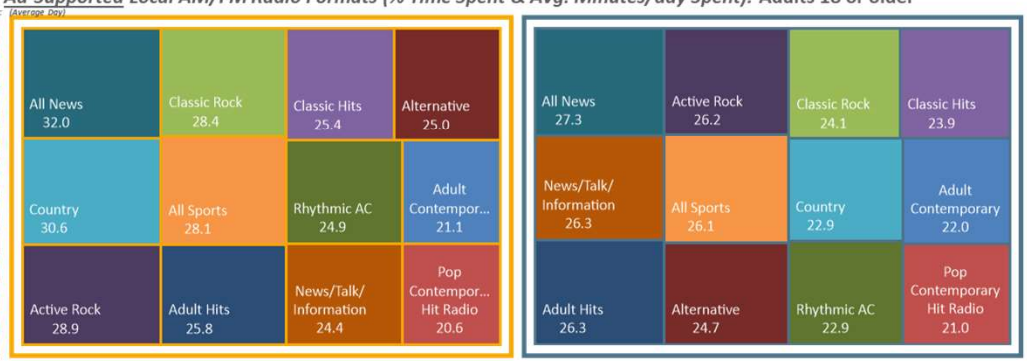
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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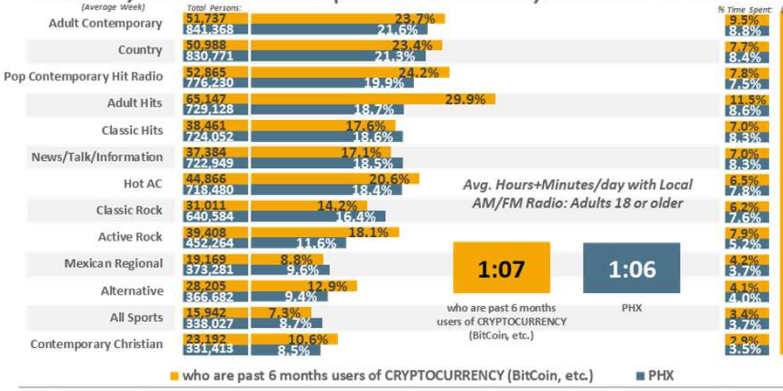
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

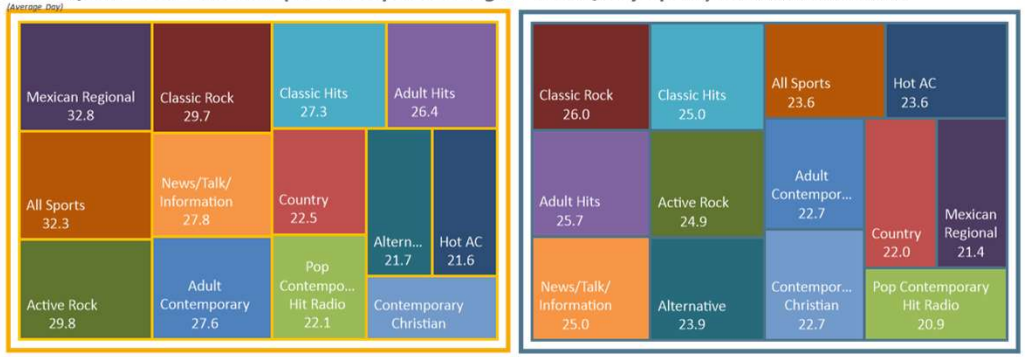


210,558 or 91.7% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Hot AC.

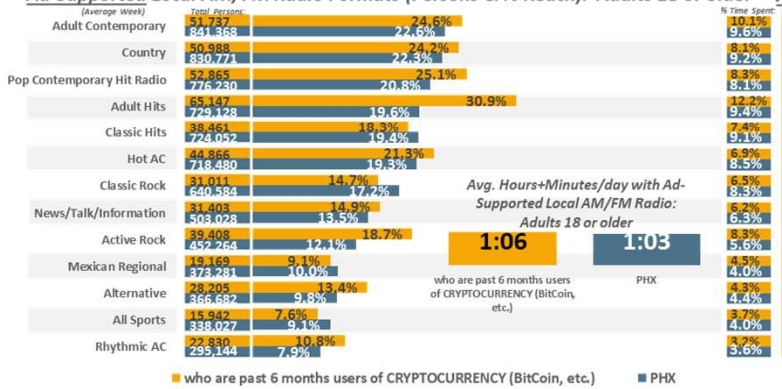
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



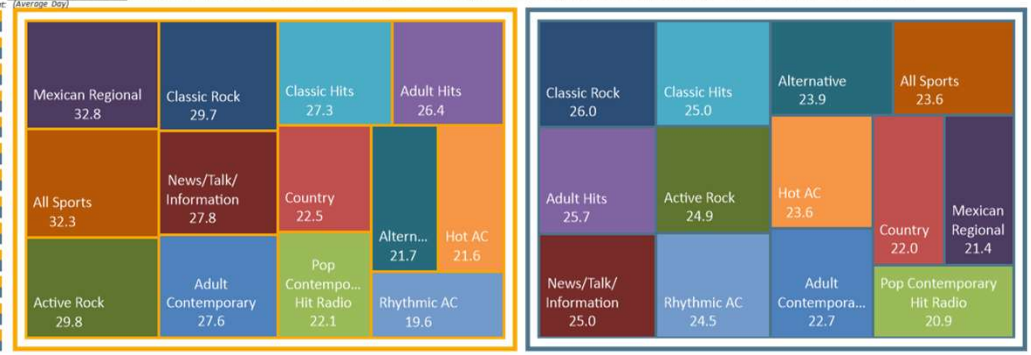
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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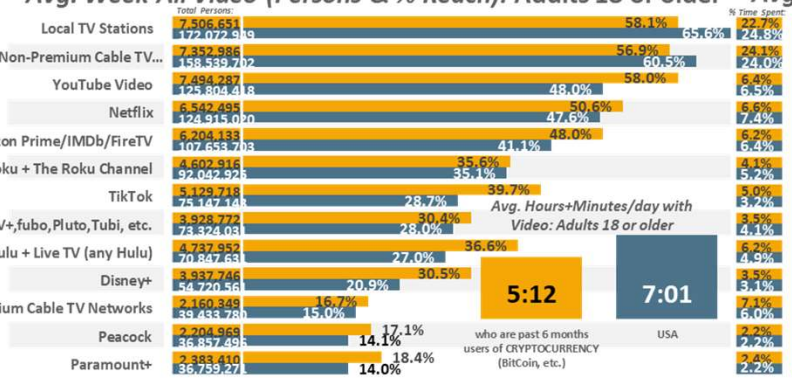
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

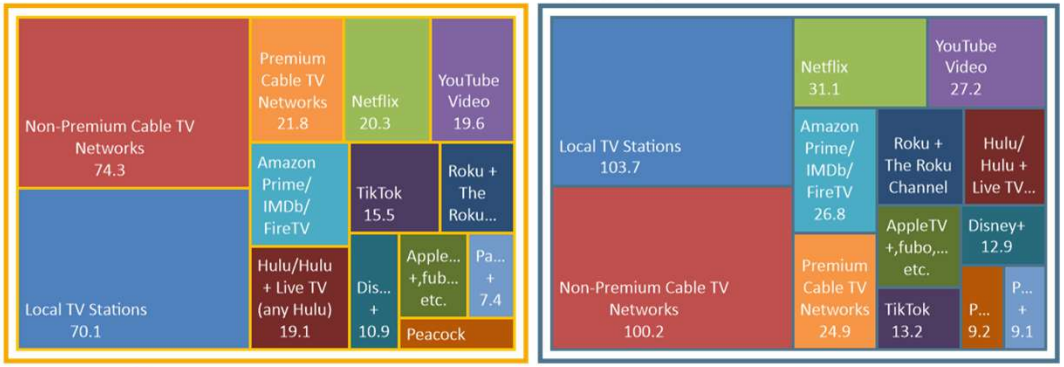


7,424,160 or 57.4% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations for an average of 67.8 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

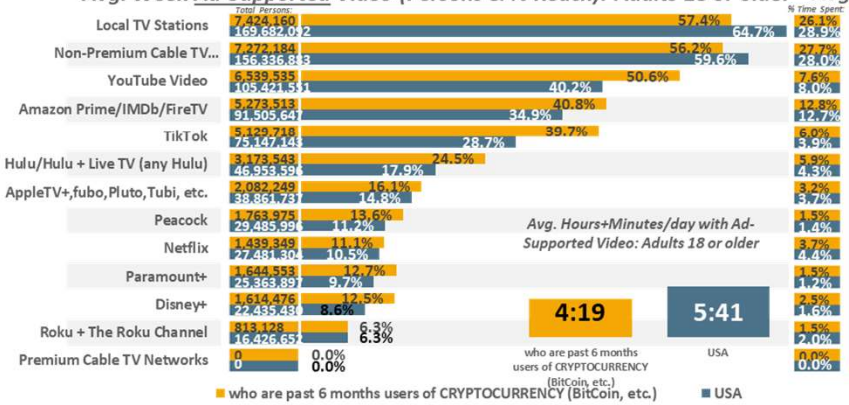
Avg. Week All Video (Persons & % Reach): Adults 18 or older



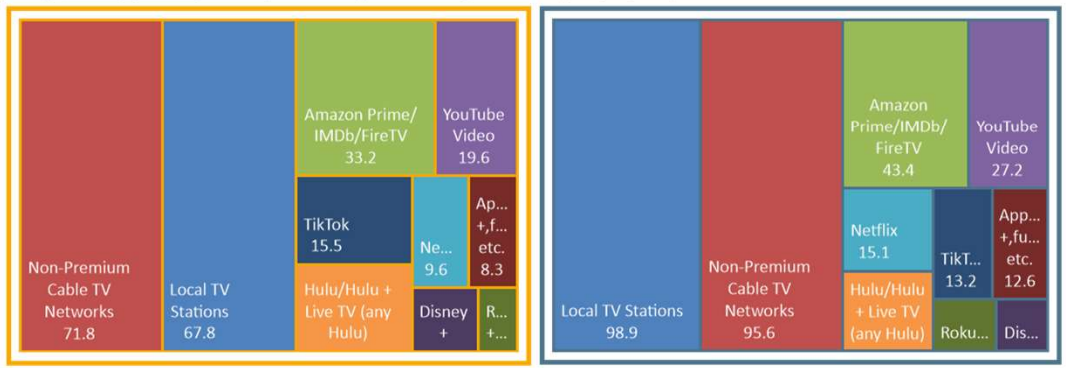
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

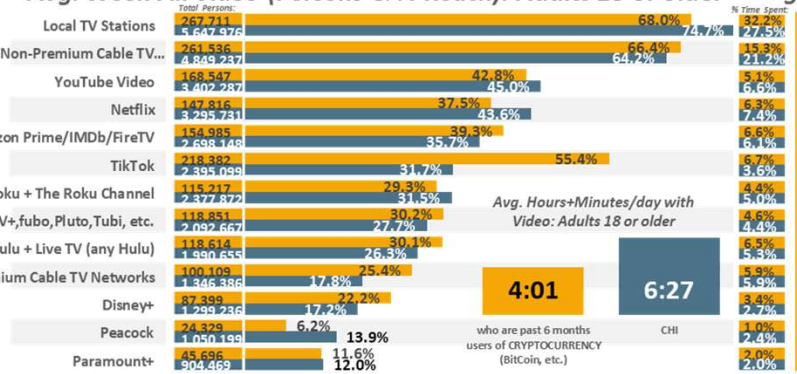
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

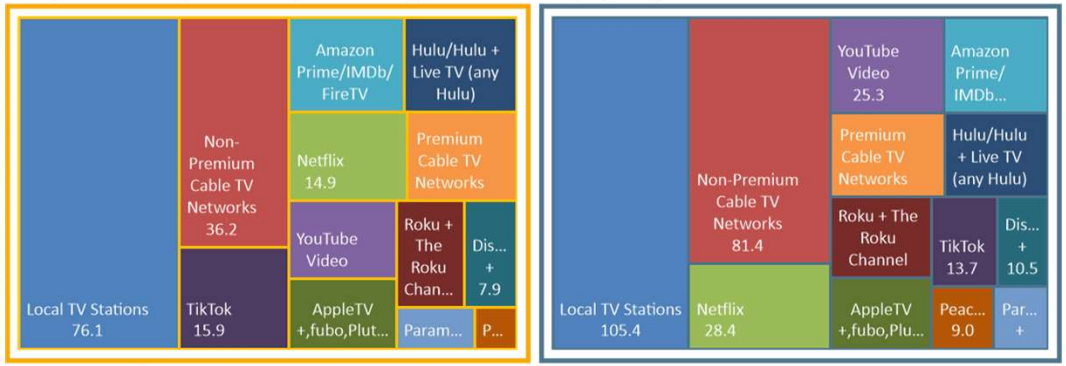


264,960 or 67.3% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations for an average of 73.4 minutes every day representing 36.8% of all time spent daily with Ad-Supported Video.

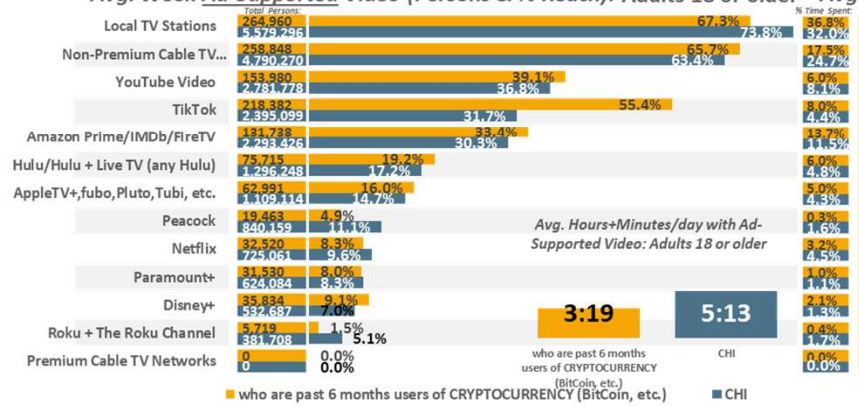
Avg. Week All Video (Persons & % Reach): Adults 18 or older



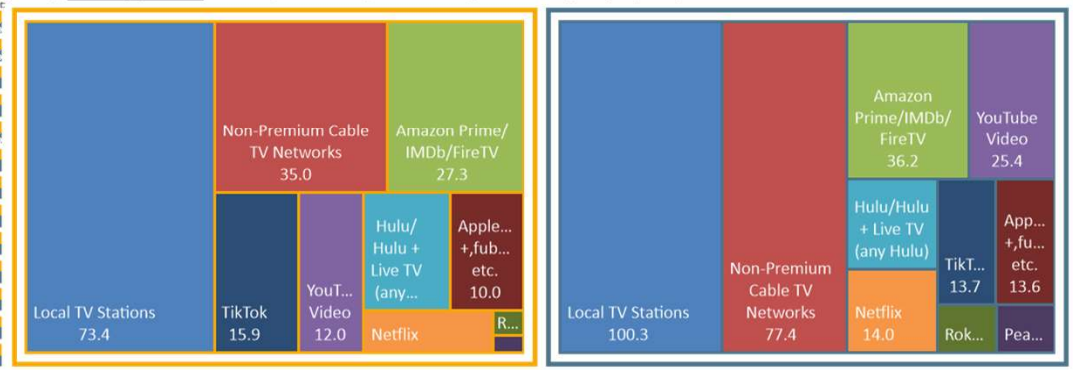
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

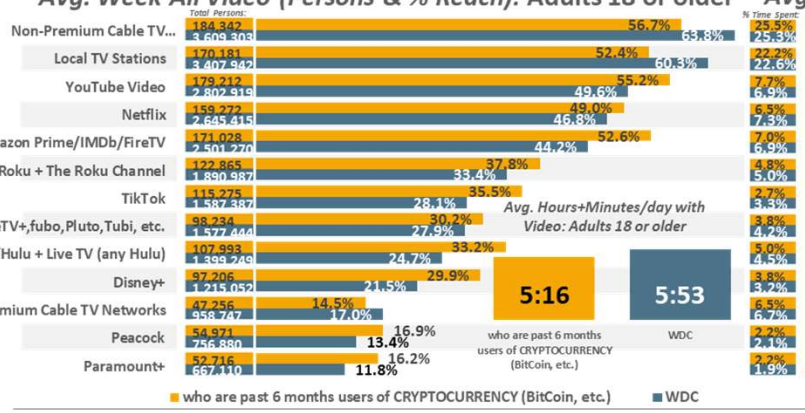
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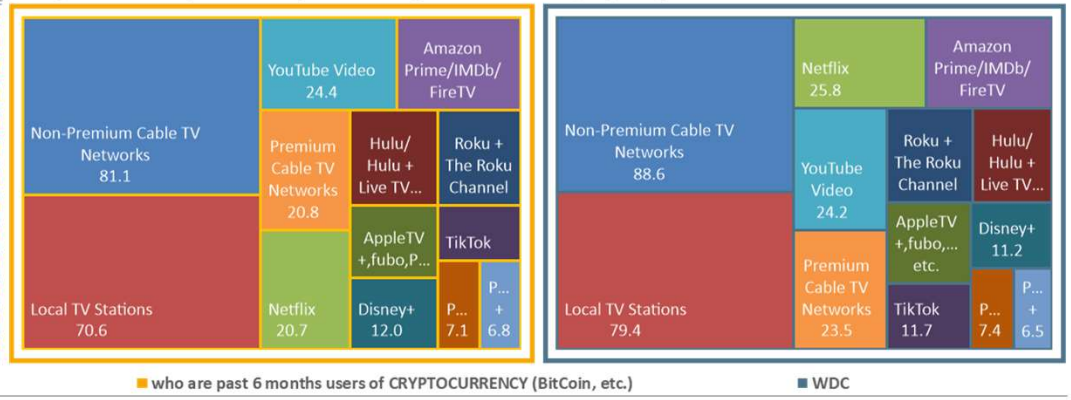
Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

168,853 or 52.% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations for an average of 68.4 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

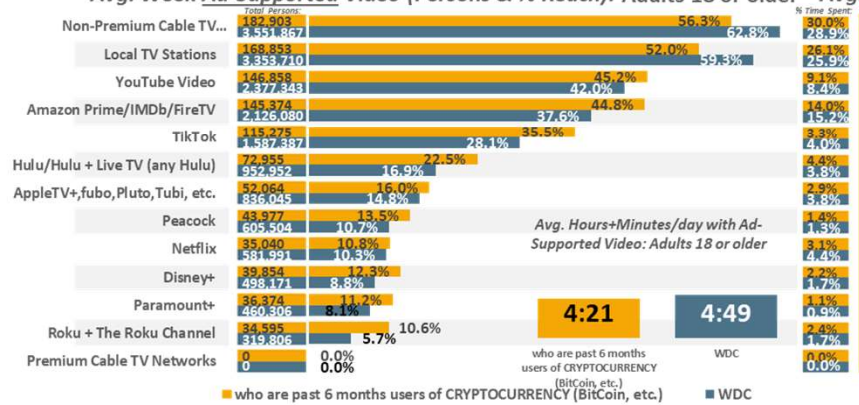
Avg. Week All Video (Persons & % Reach): Adults 18 or older



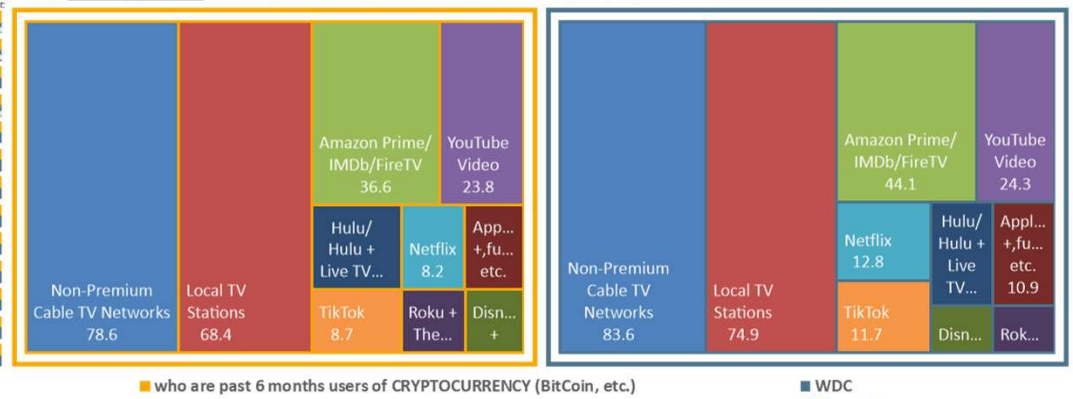
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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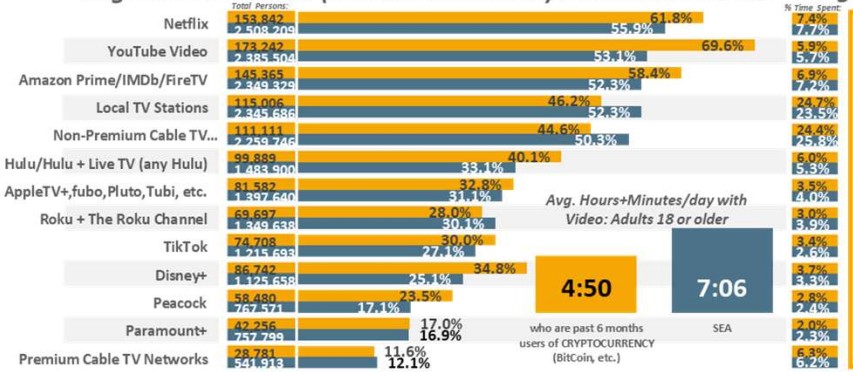
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

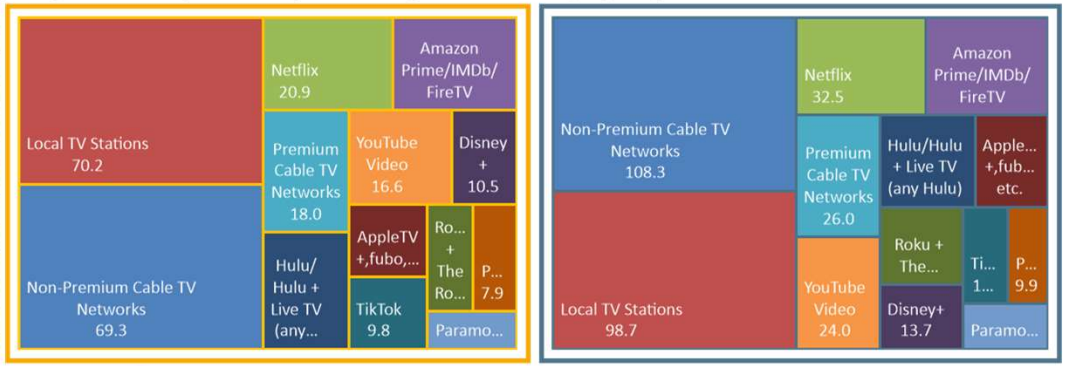


114,150 or 45.8% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations for an average of 67.6 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

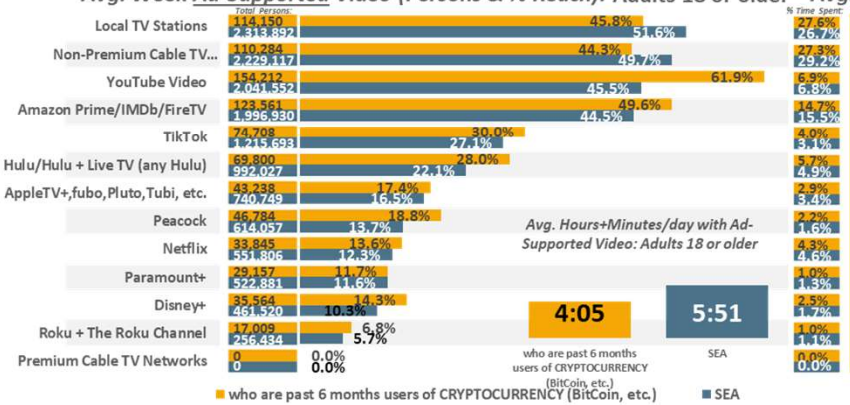
Avg. Week All Video (Persons & % Reach): Adults 18 or older



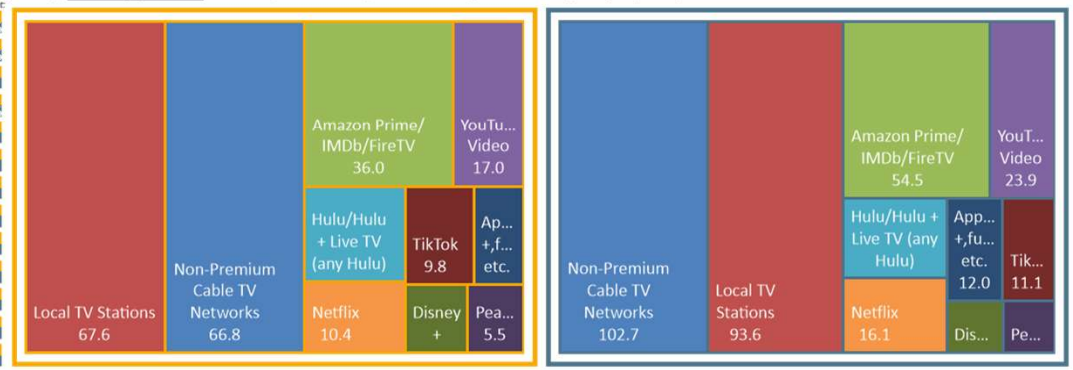
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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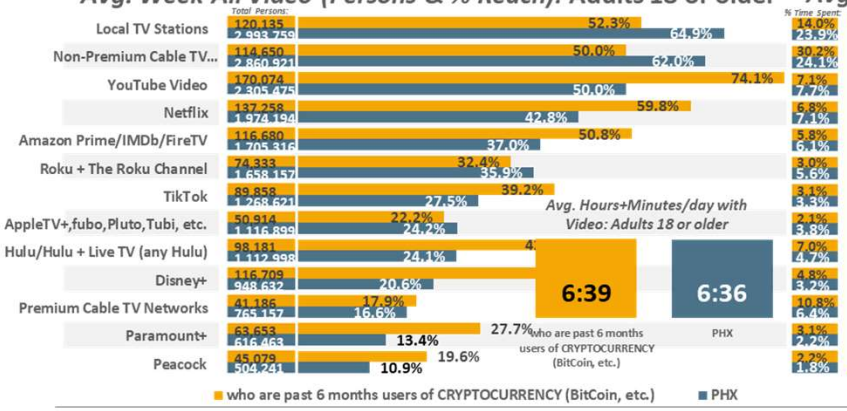
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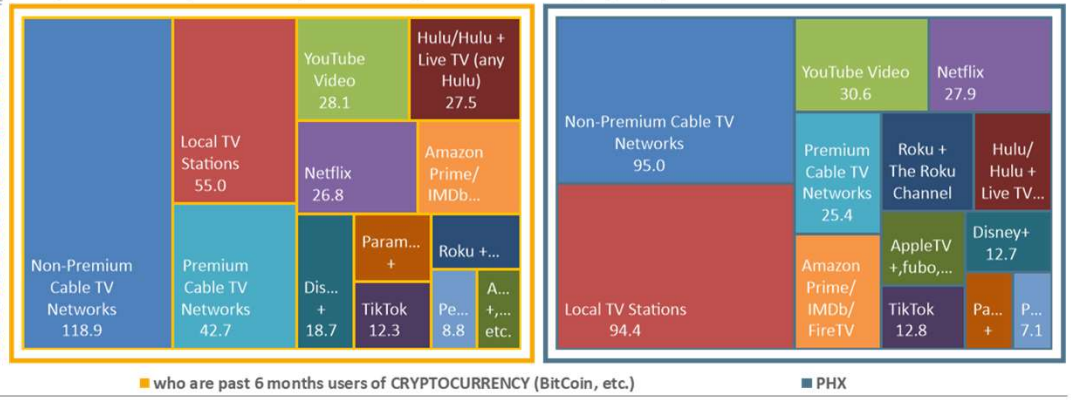


117,606 or 51.2% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations for an average of 53.5 minutes every day representing 16.% of all time spent daily with Ad-Supported Video.

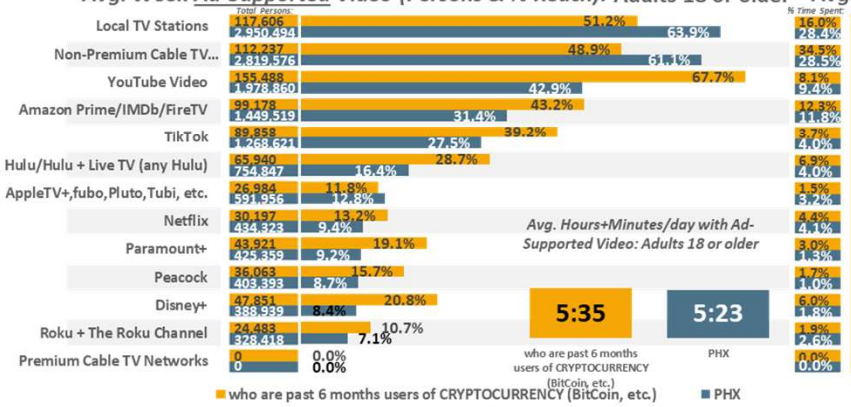
Avg. Week All Video (Persons & % Reach): Adults 18 or older



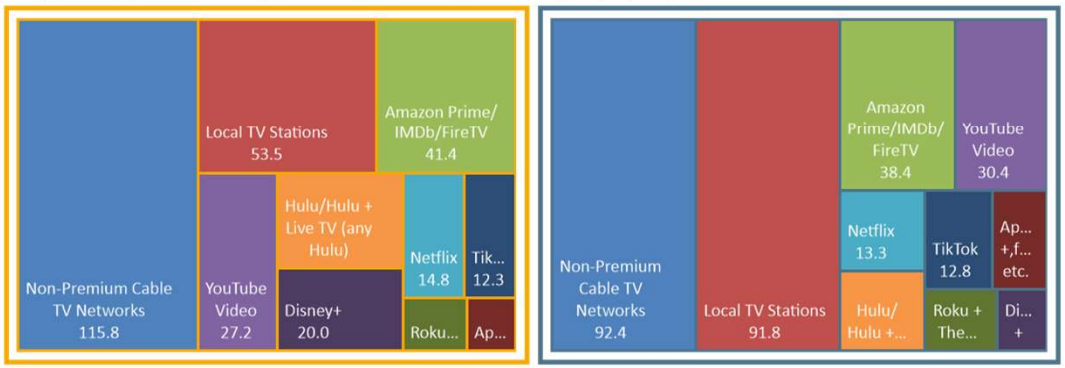
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

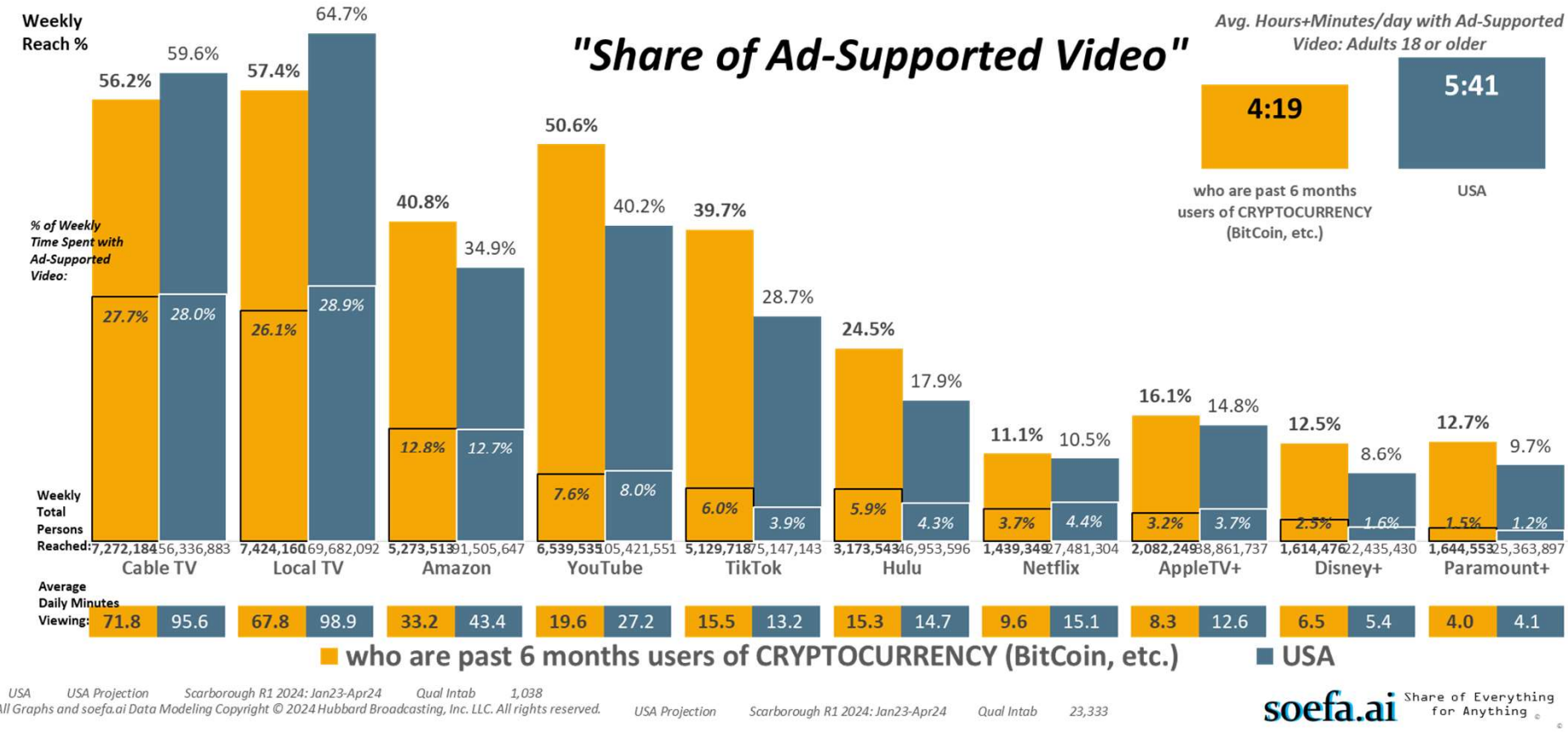
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7,424,160 or 57.4% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations for an average of 67.8 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038

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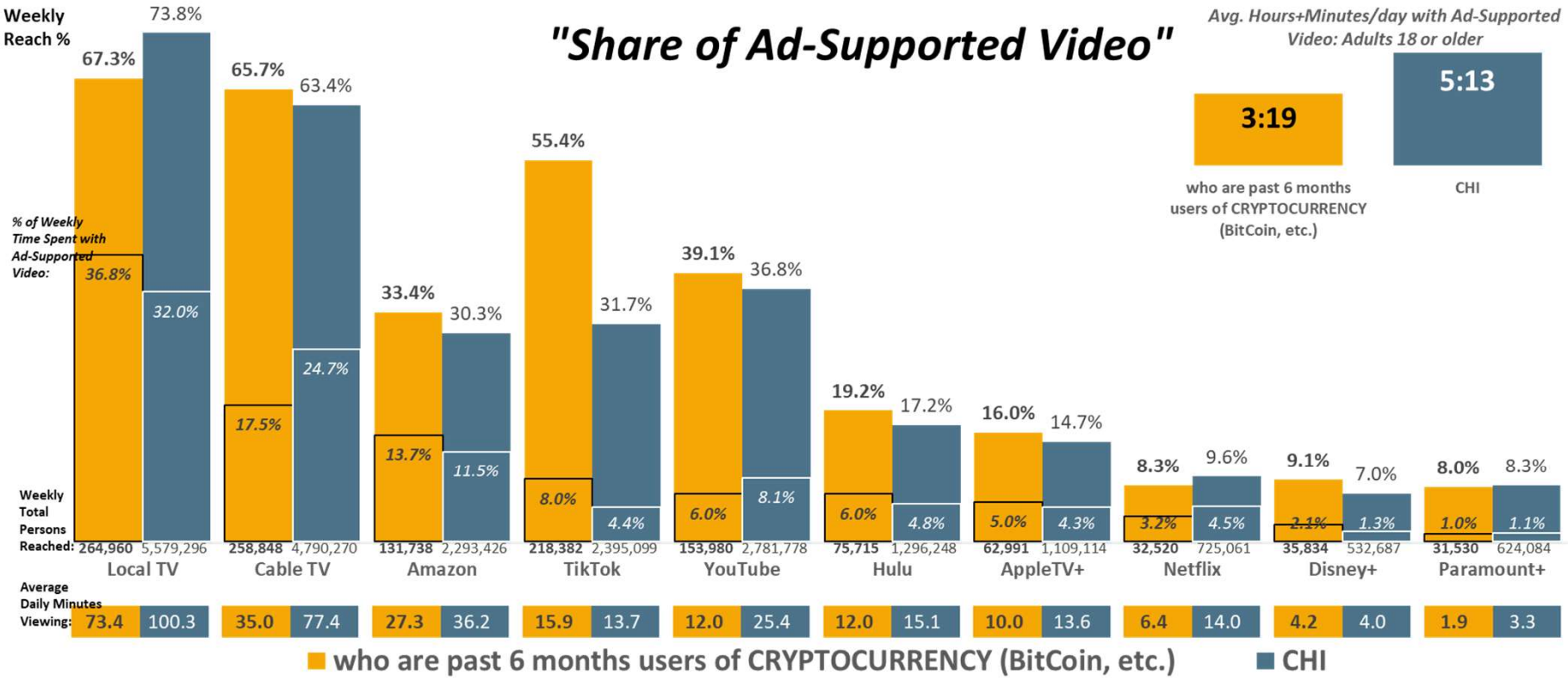
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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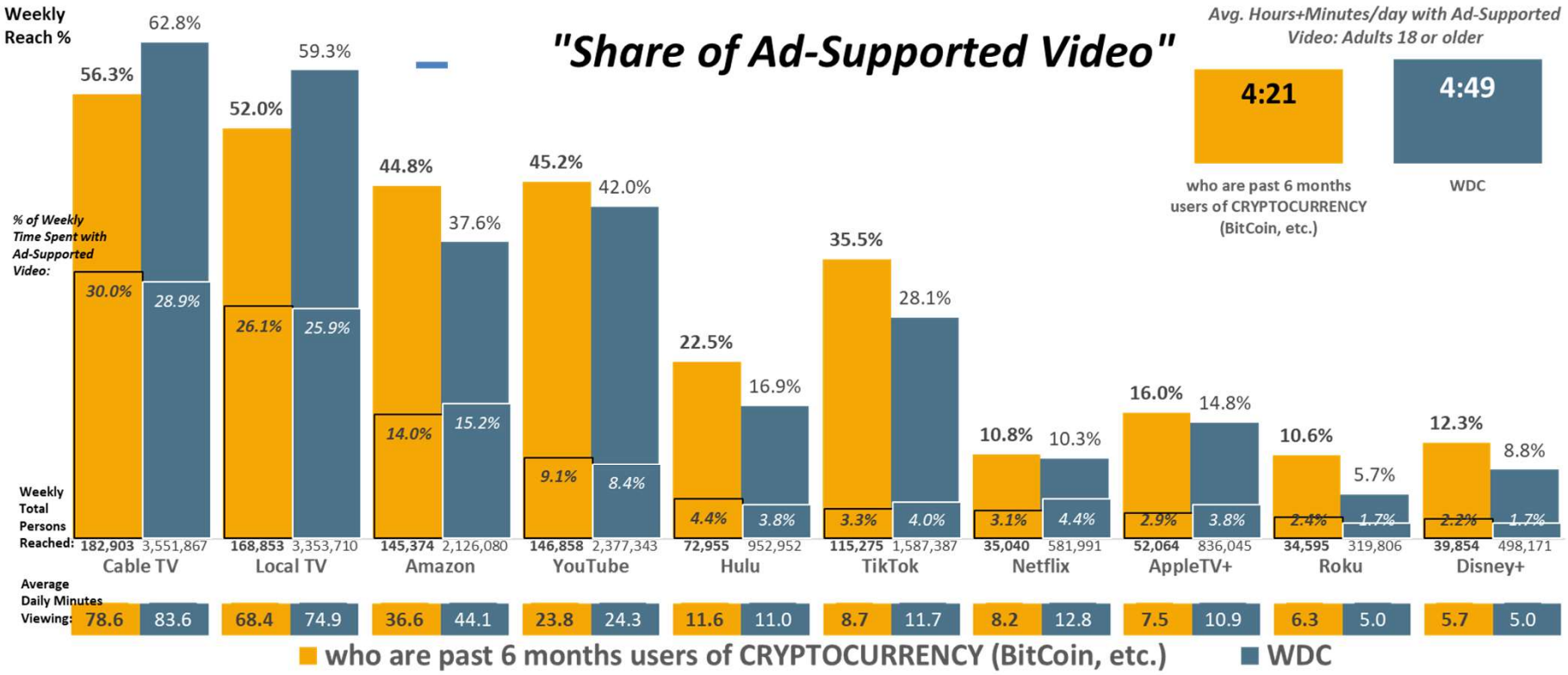
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

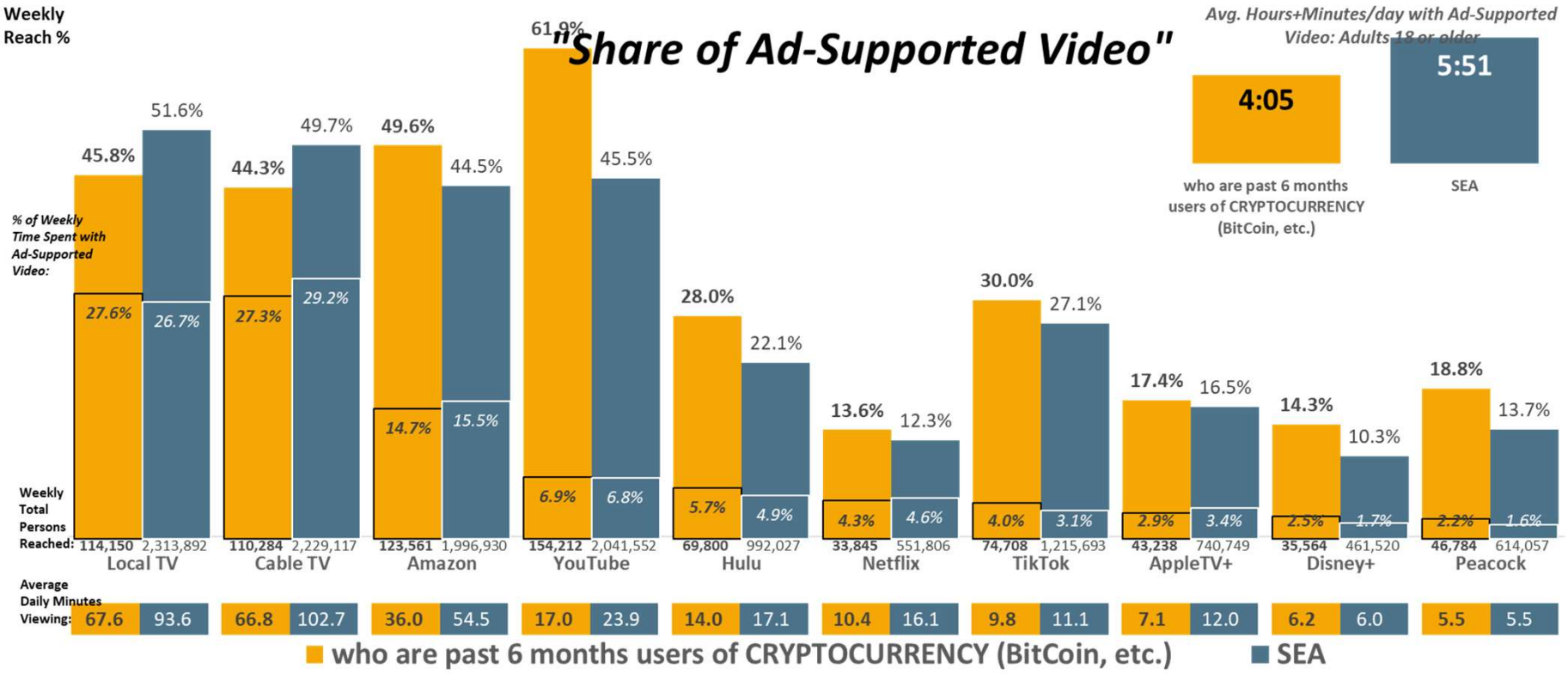
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114,150 or 45.8% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations for an average of 67.6 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

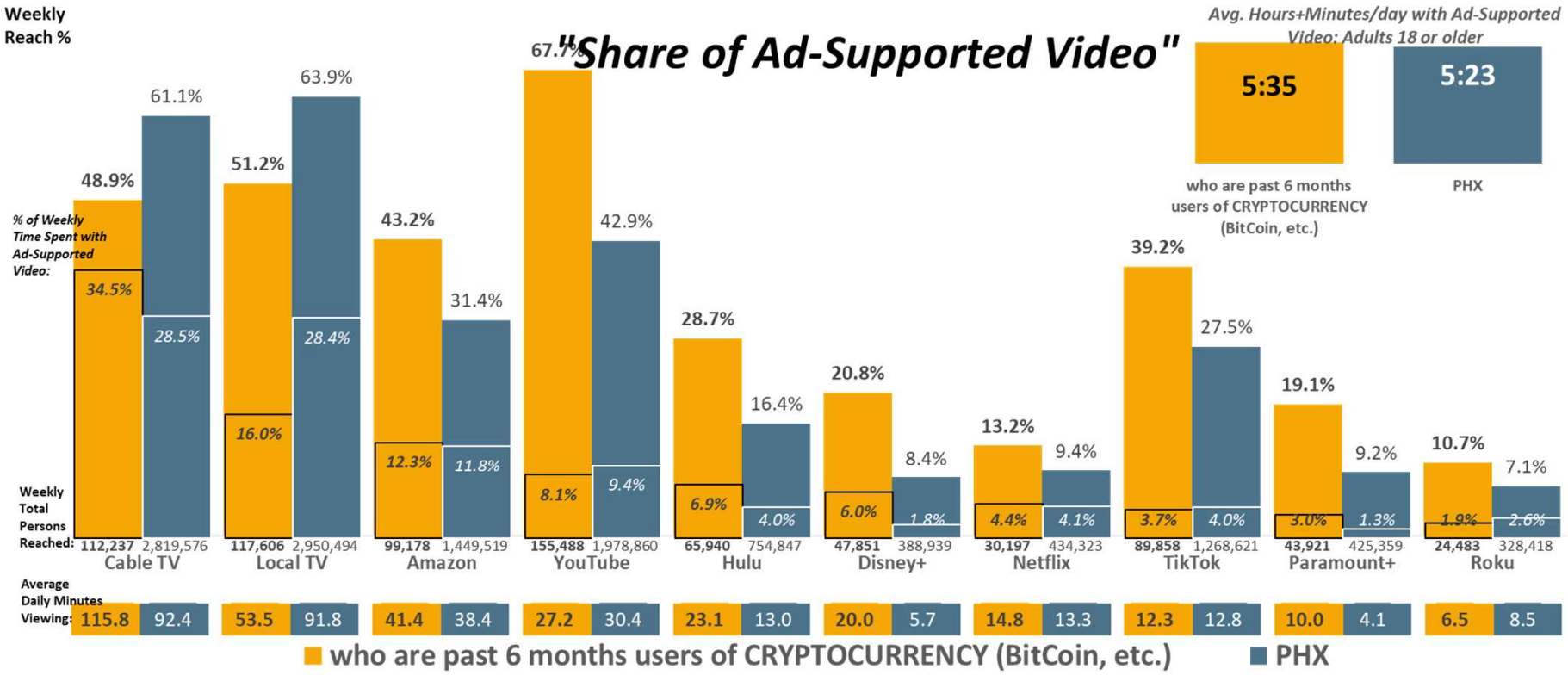
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117,606 or 51.2% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations for an average of 53.5 minutes every day representing 16.% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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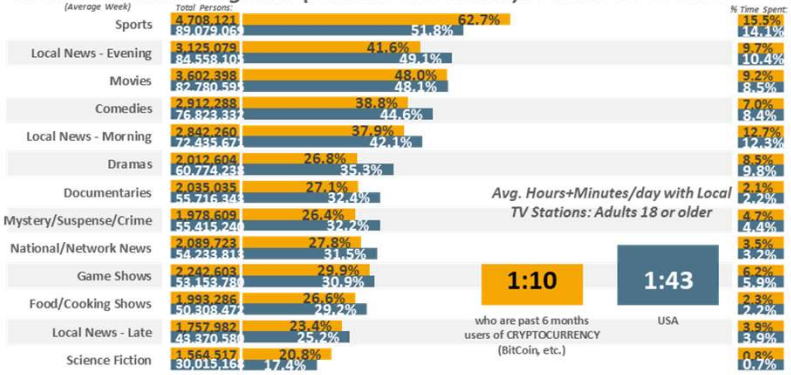
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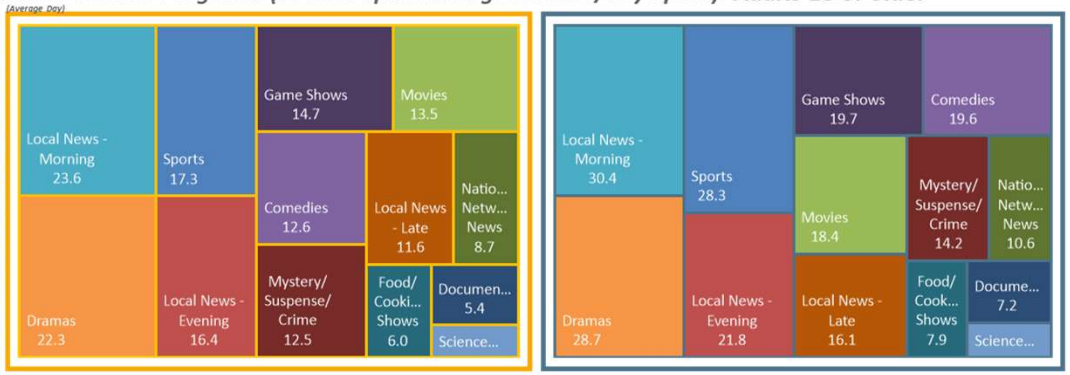


7,424,160 or 57.4% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Game Shows.

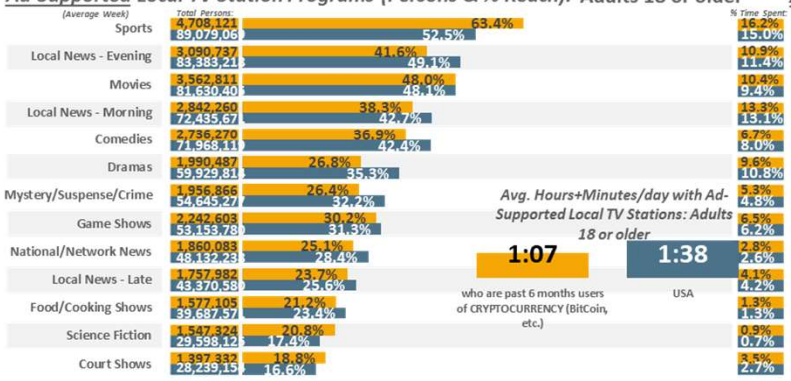
Local TV Station Programs (Persons & % Reach): Adults 18 or older



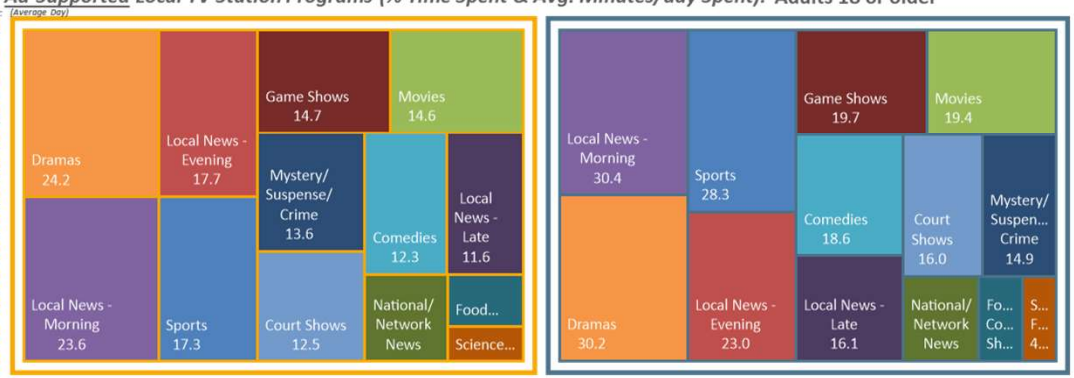
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

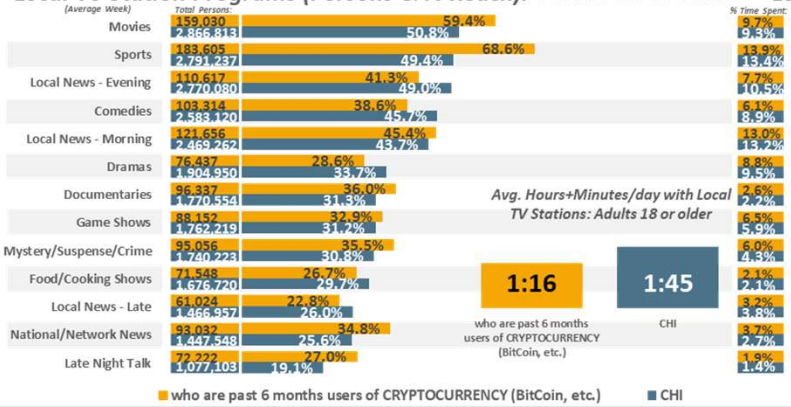
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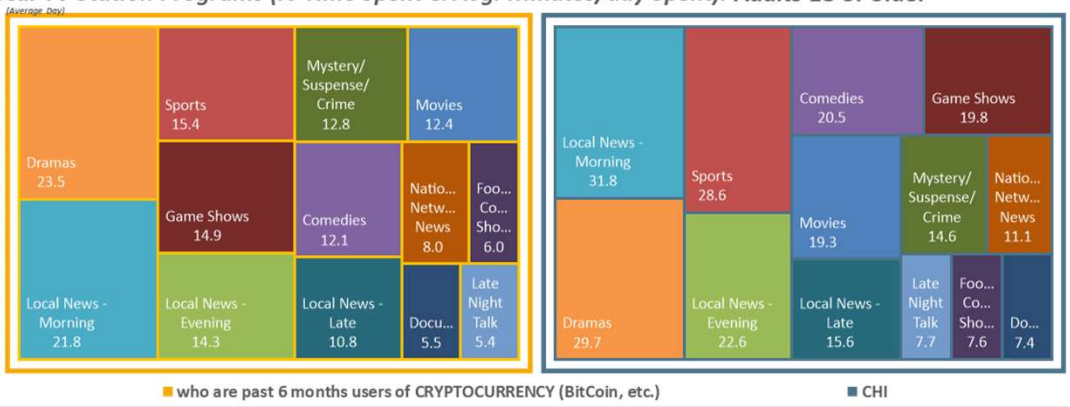


264,960 or 67.3% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Morning, Local News - Evening, Comedies, and Mystery/Suspense/Cr

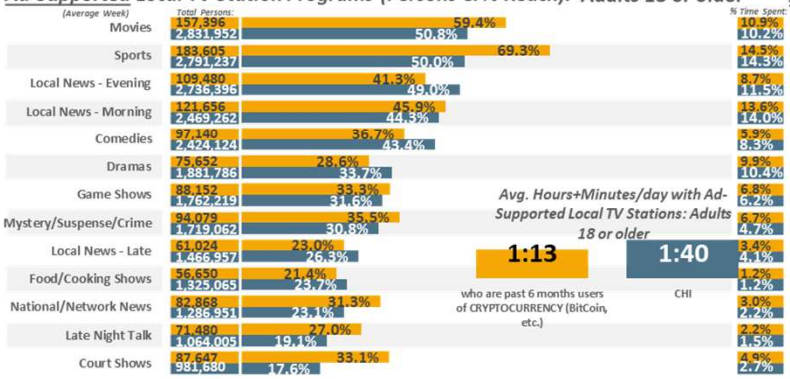
Local TV Station Programs (Persons & % Reach): Adults 18 or older



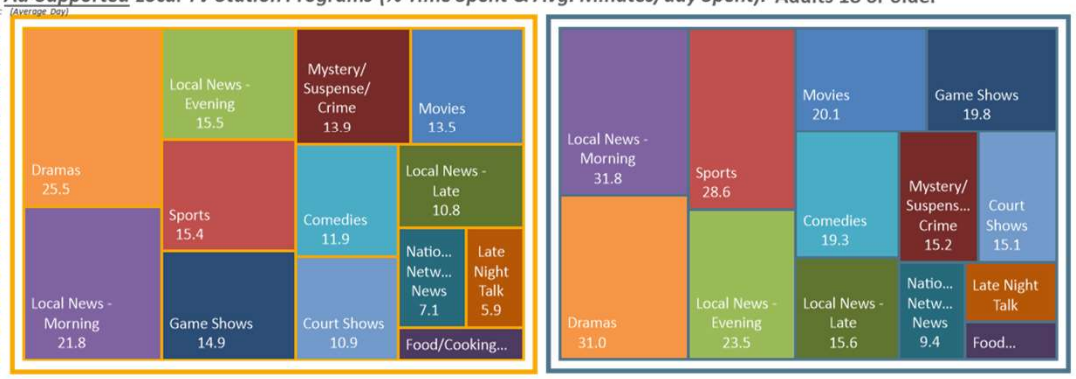
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

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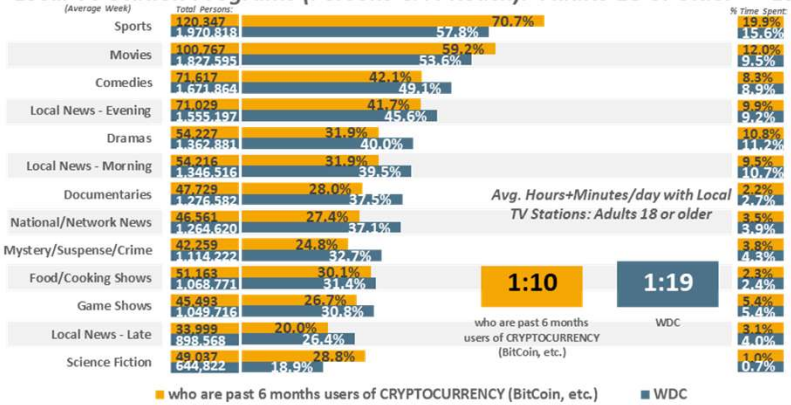
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

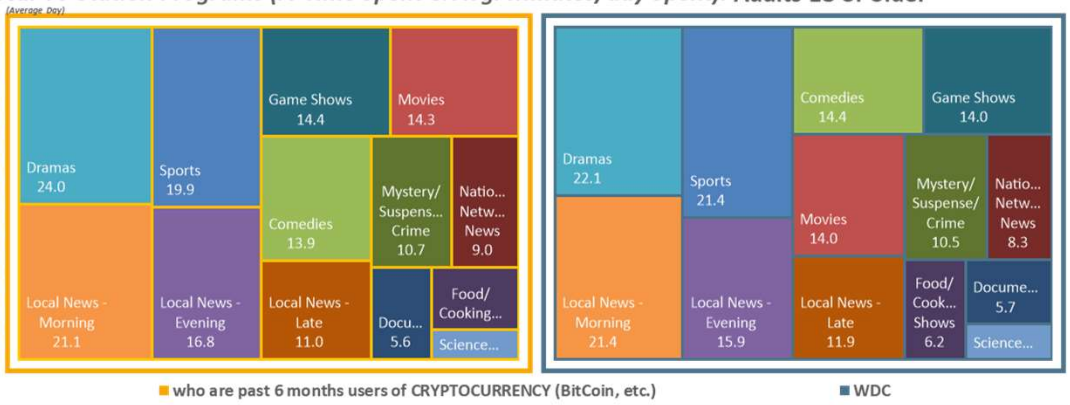


168,853 or 52.% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

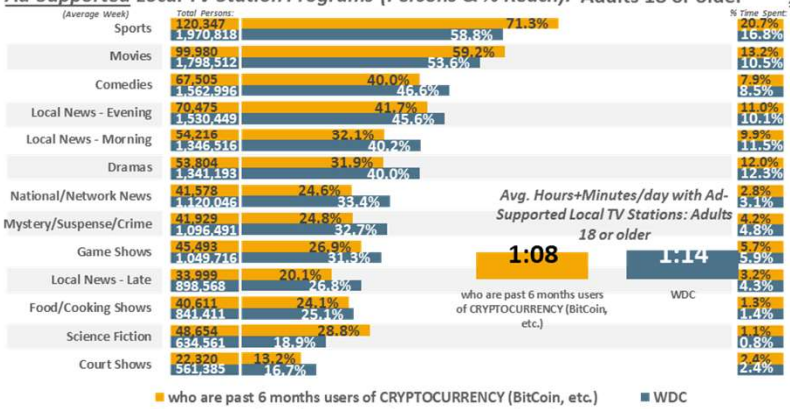
Local TV Station Programs (Persons & % Reach): Adults 18 or older



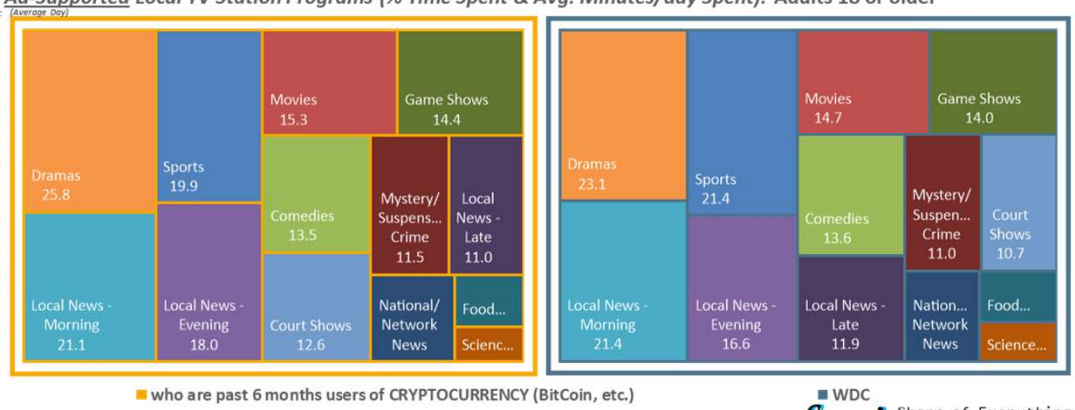
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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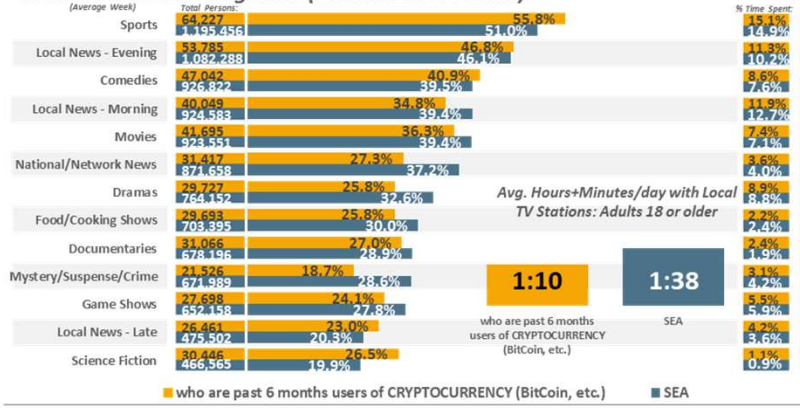
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

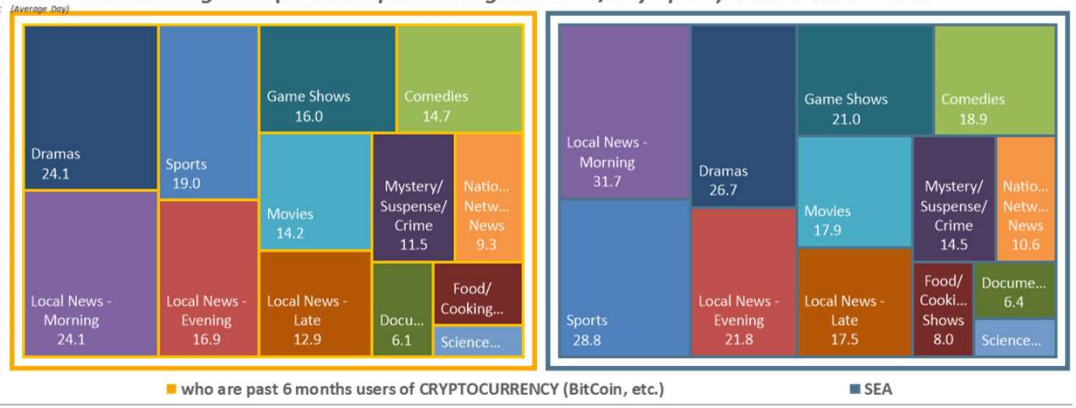


114,150 or 45.8% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Science Fiction.

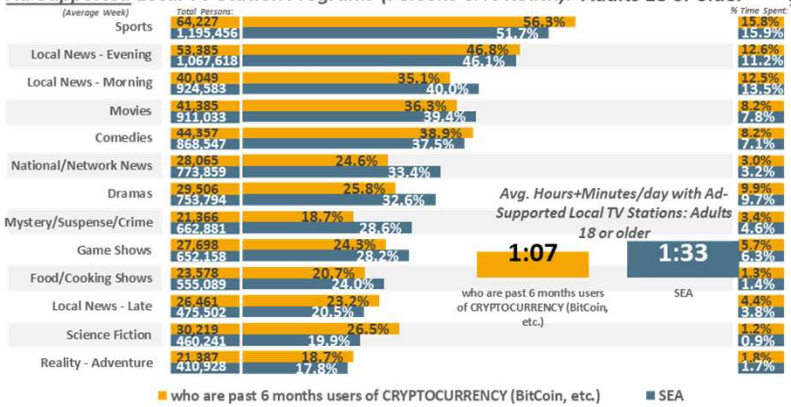
Local TV Station Programs (Persons & % Reach): Adults 18 or older



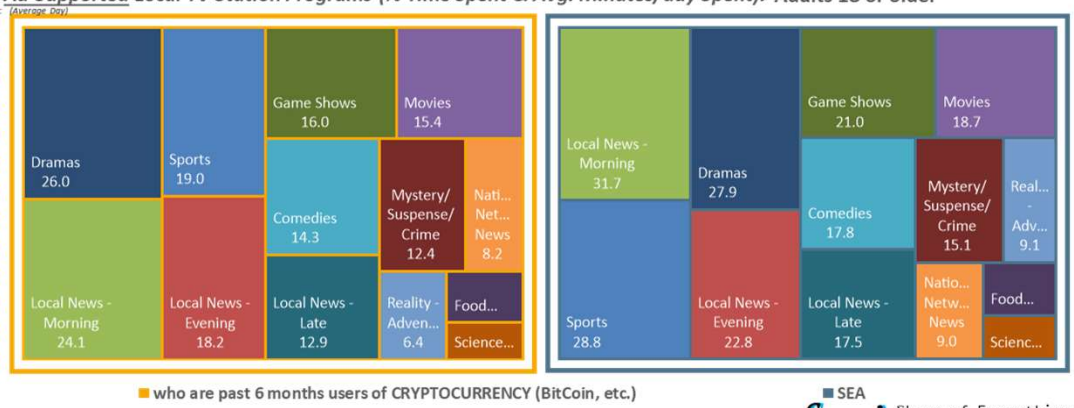
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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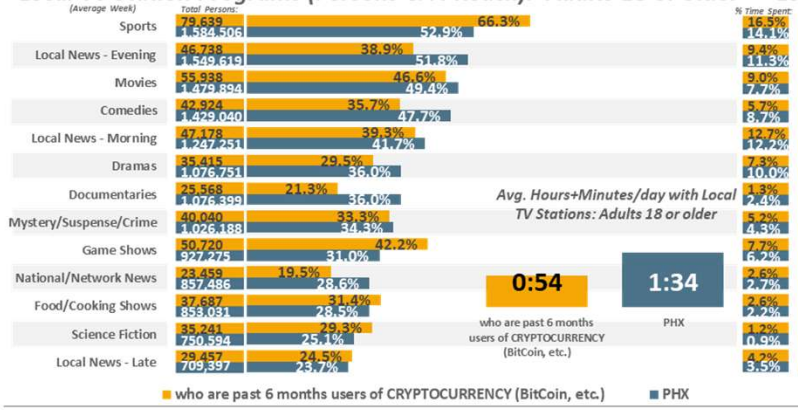
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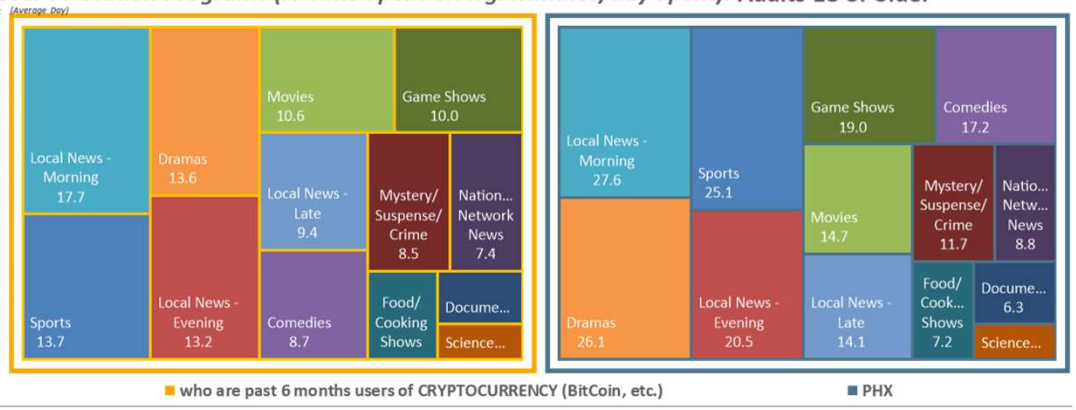


117,606 or 51.2% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Game Shows, Local News - Morning, Local News - Evening, and Comedies.

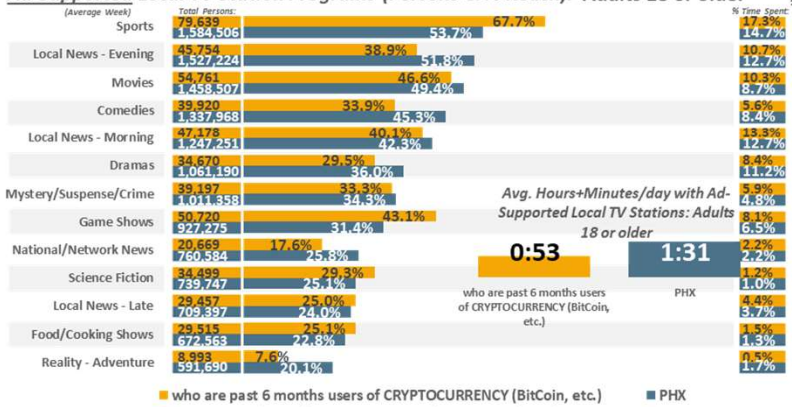
Local TV Station Programs (Persons & % Reach): Adults 18 or older



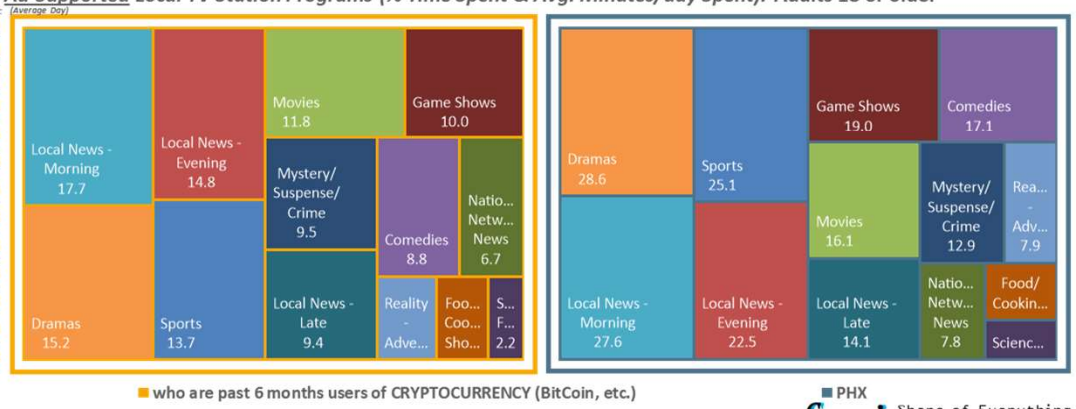
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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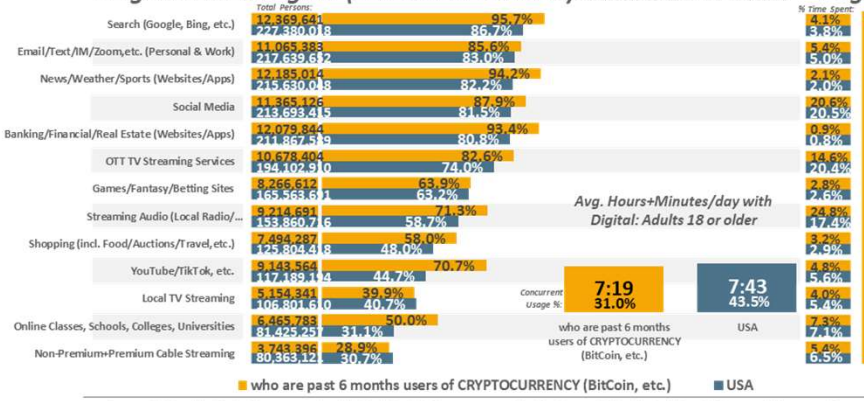
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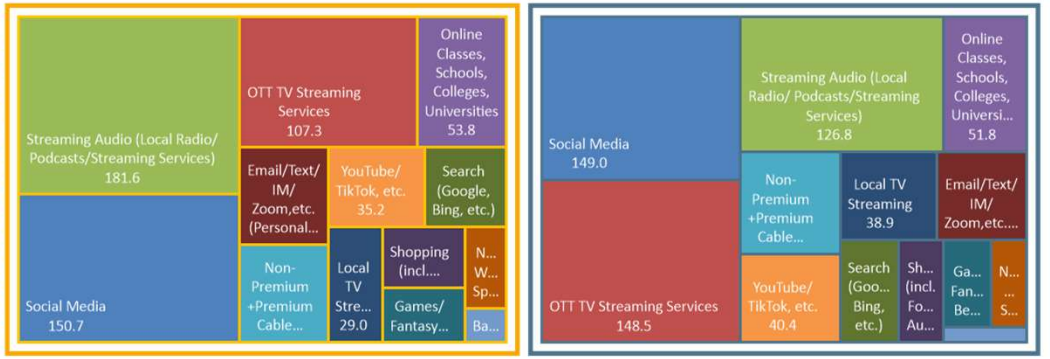


9,153,292 or 70.8% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Social Media for an average of 121.4 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

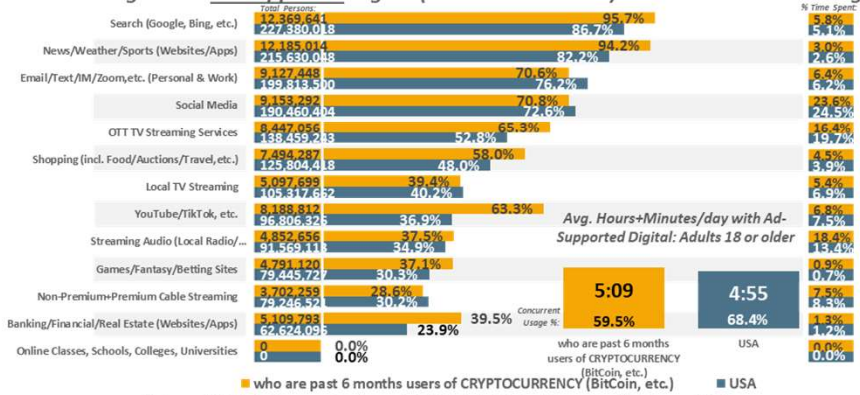
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



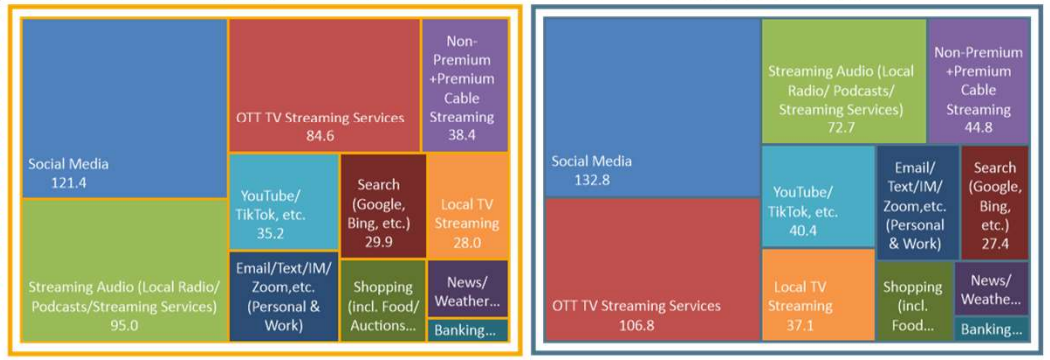
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

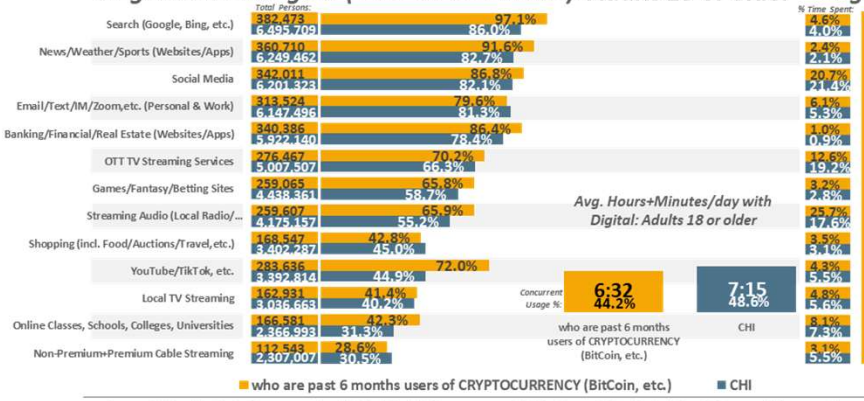
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

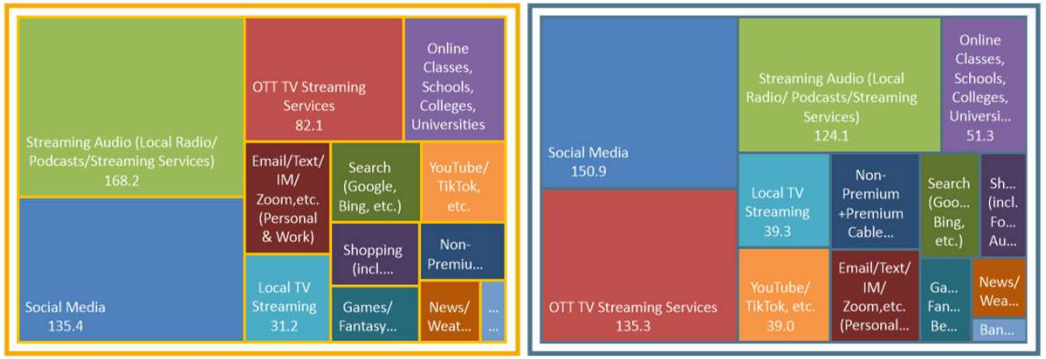


288,799 or 73.3% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Social Media for an average of 114.4 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

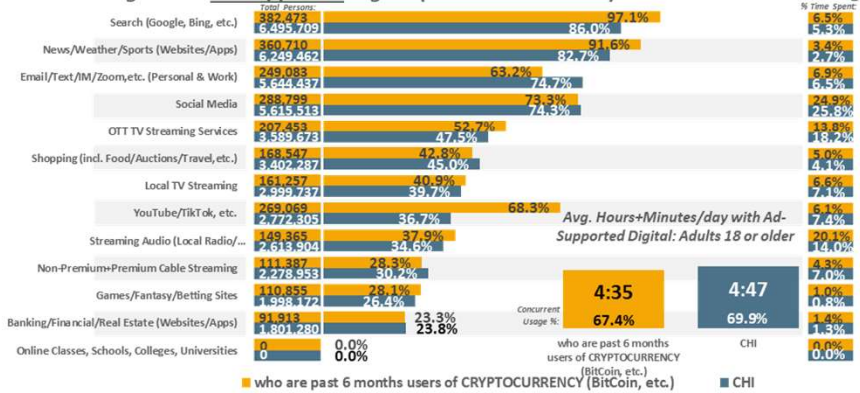
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



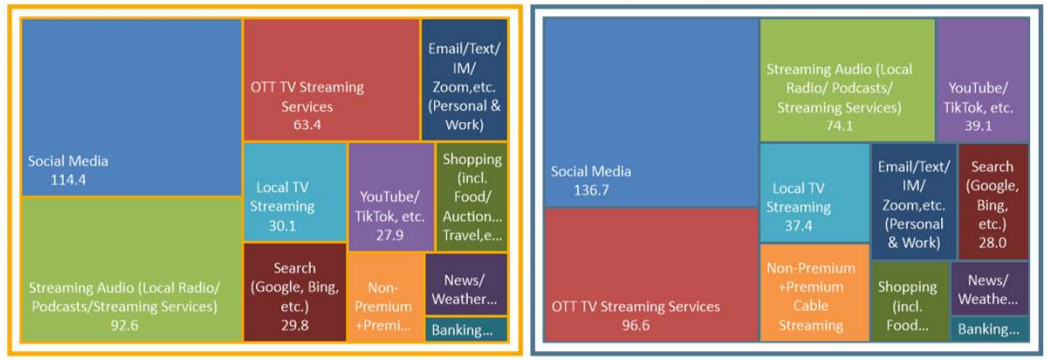
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

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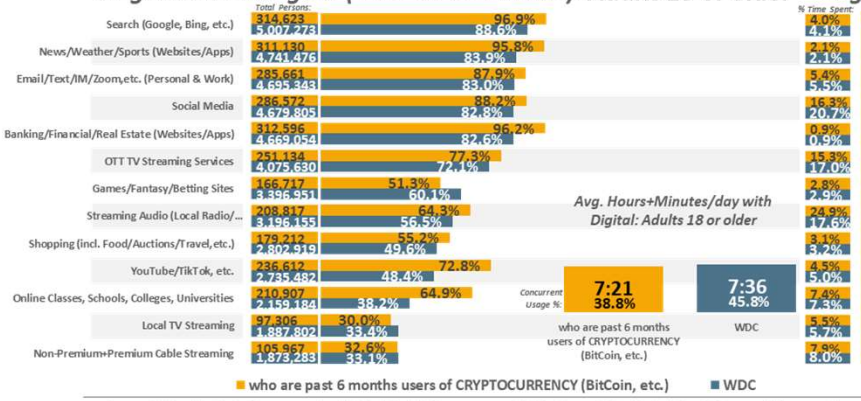
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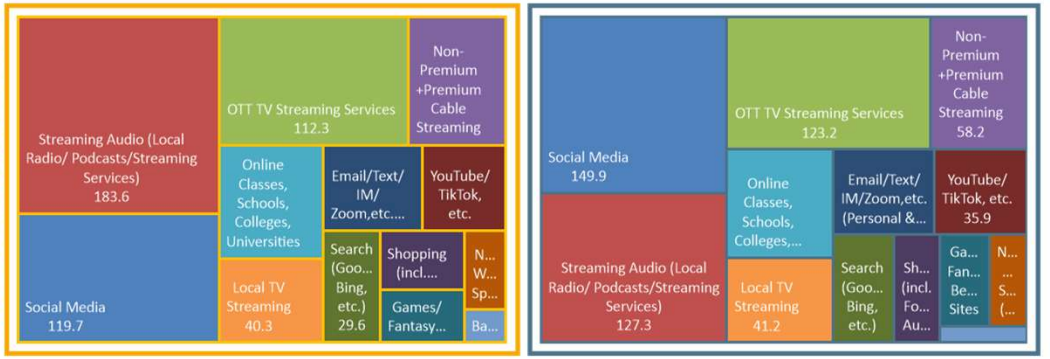


222,454 or 68.5% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Social Media for an average of 92.9 minutes every day representing 18.3% of all time spent daily with Ad-Supported Digital Media.

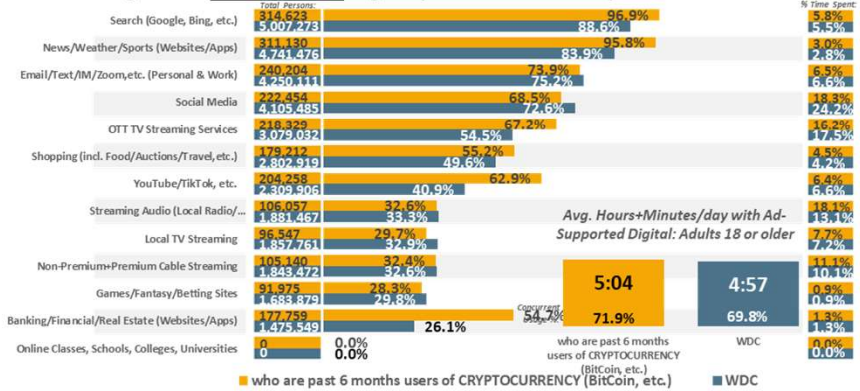
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



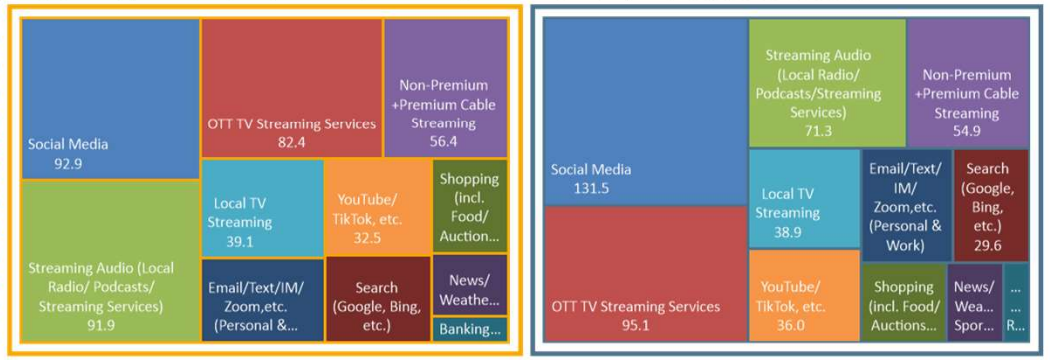
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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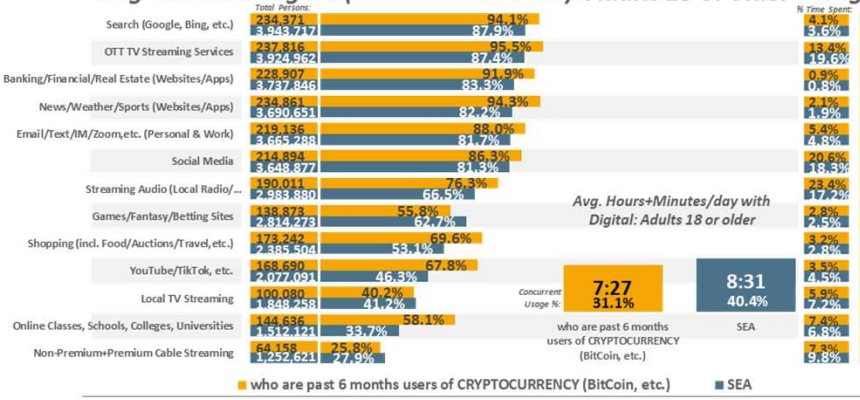
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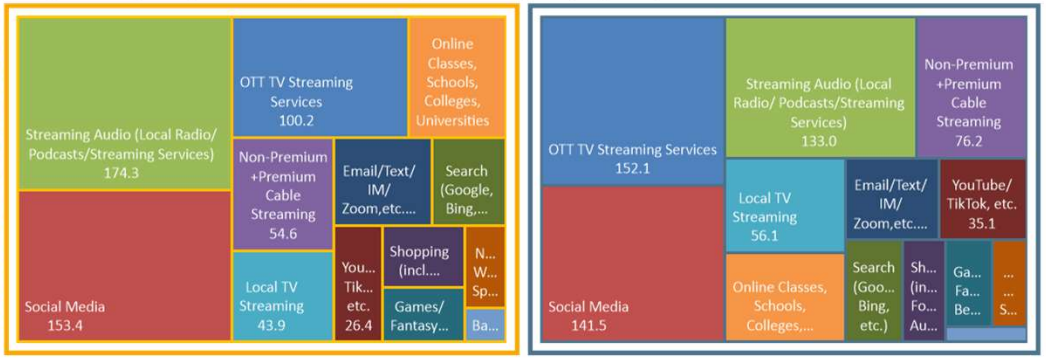


171,400 or 68.8% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Social Media for an average of 122.4 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

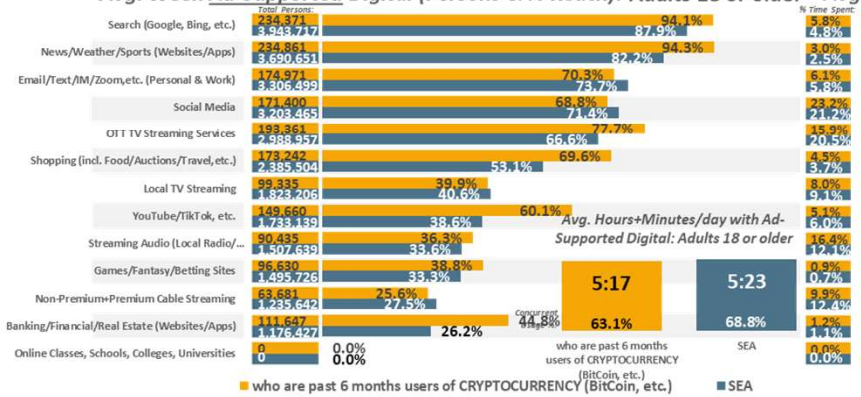
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



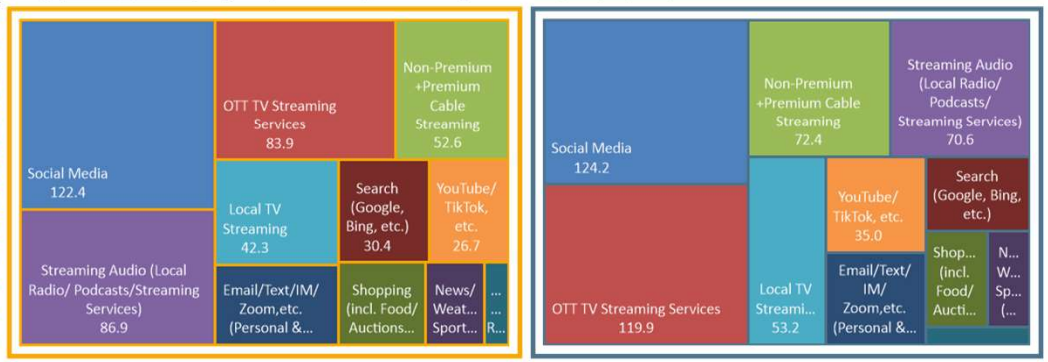
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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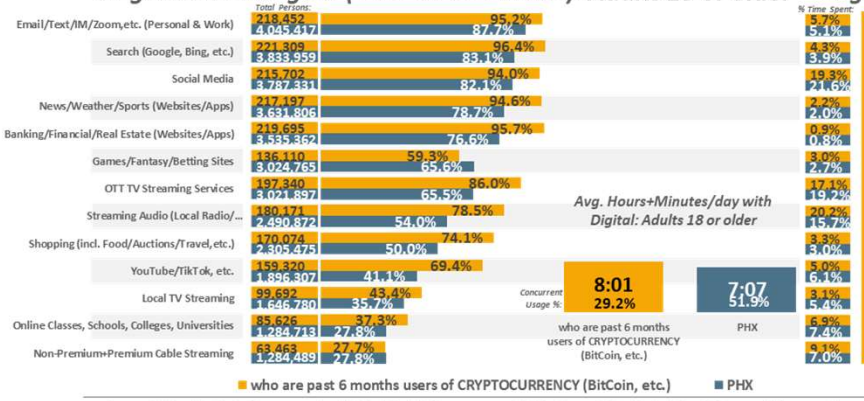
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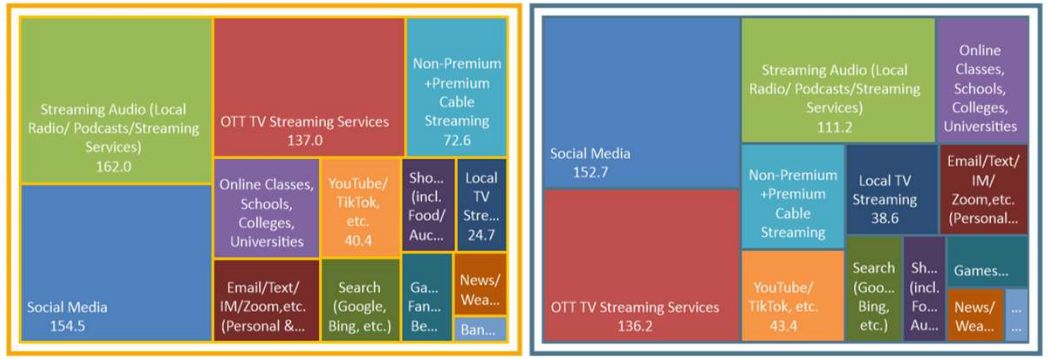


170,479 or 74.3% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Social Media for an average of 122.1 minutes every day representing 20.5% of all time spent daily with Ad-Supported Digital Media.

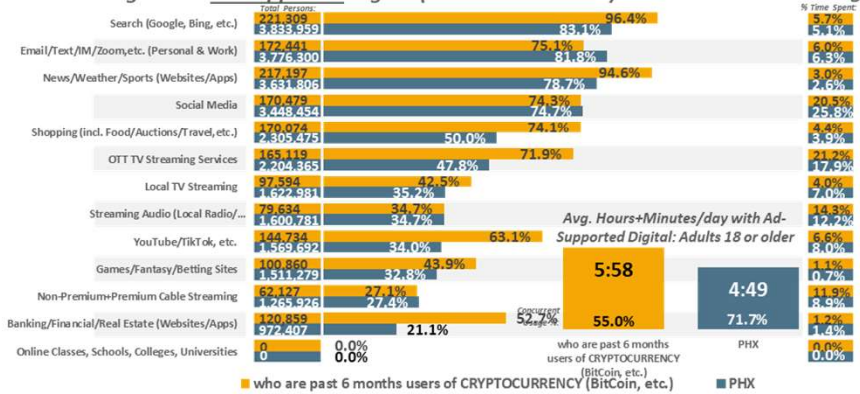
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



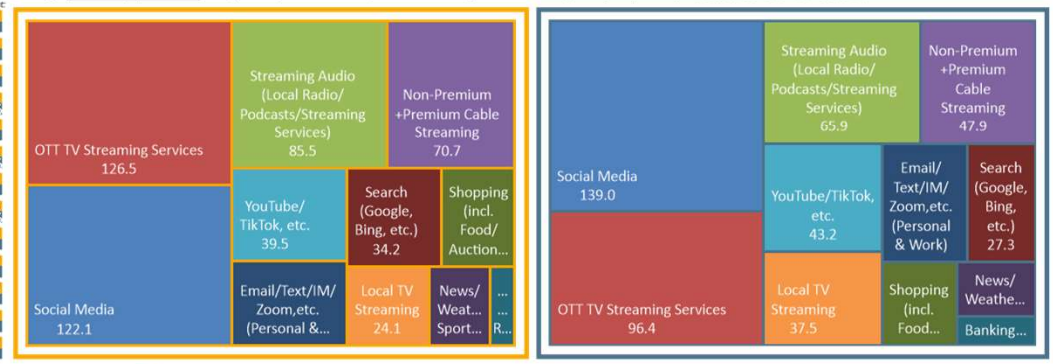
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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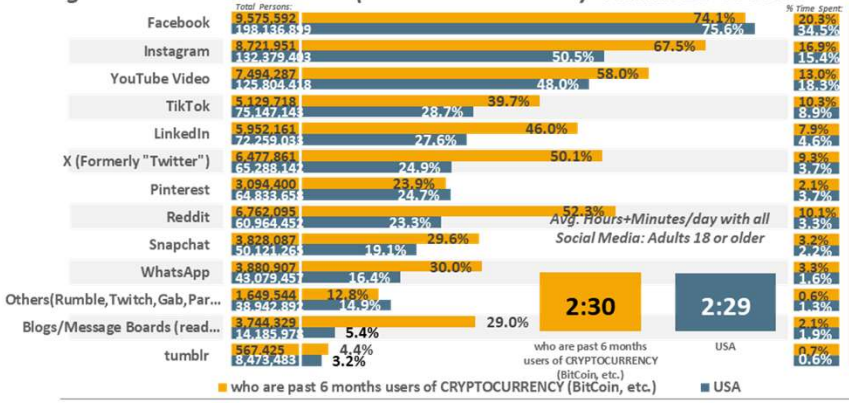
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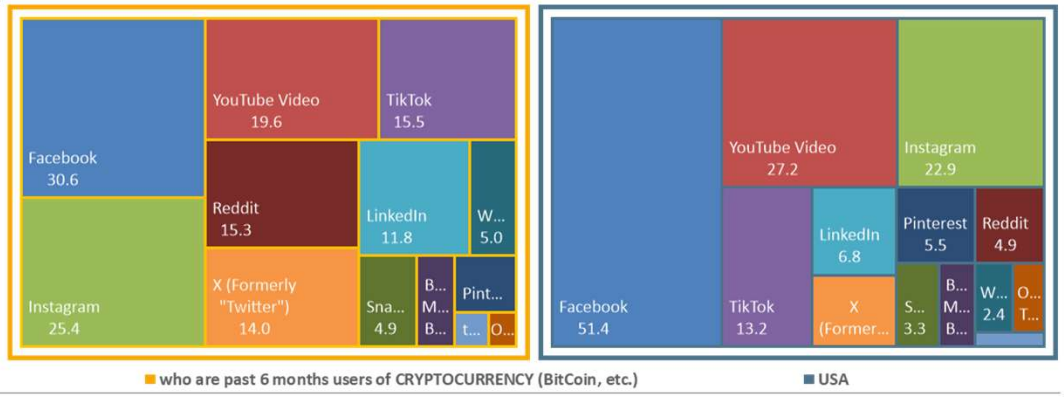


9,153,292 or 70.8% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Facebook for an average of 35.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.

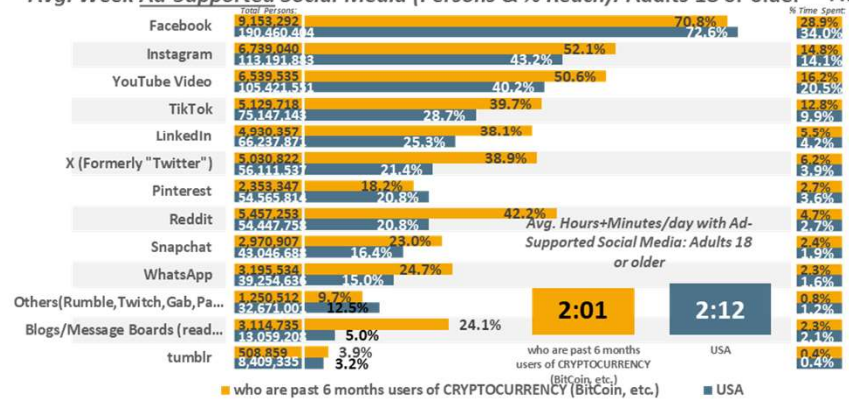
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



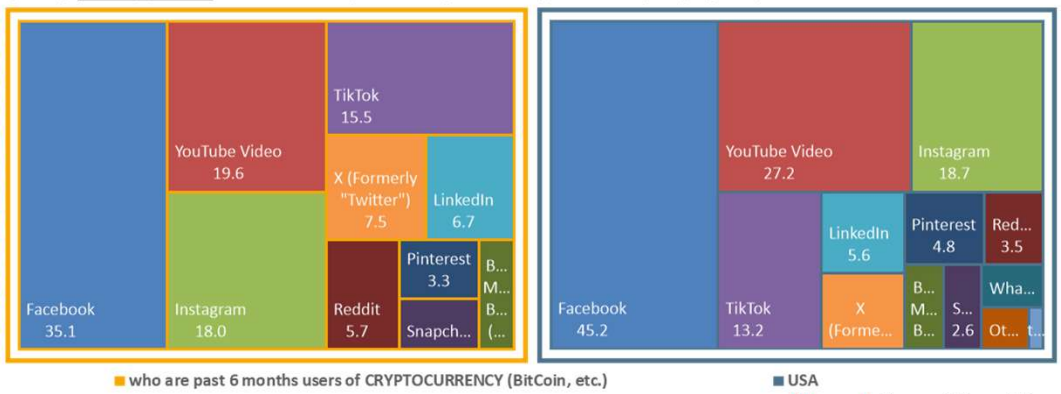
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

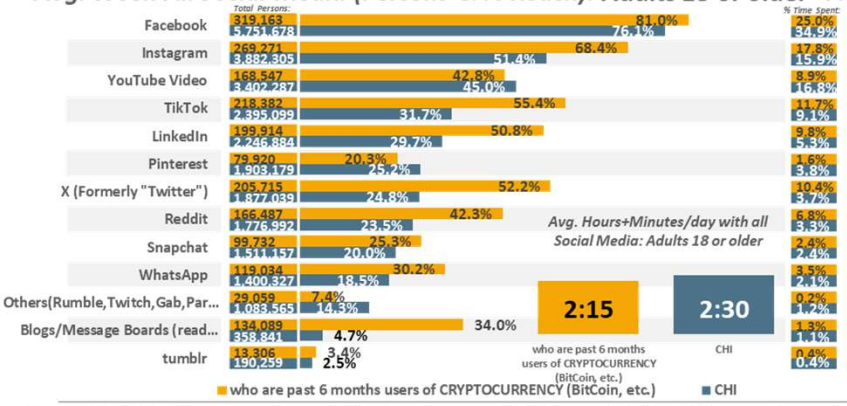
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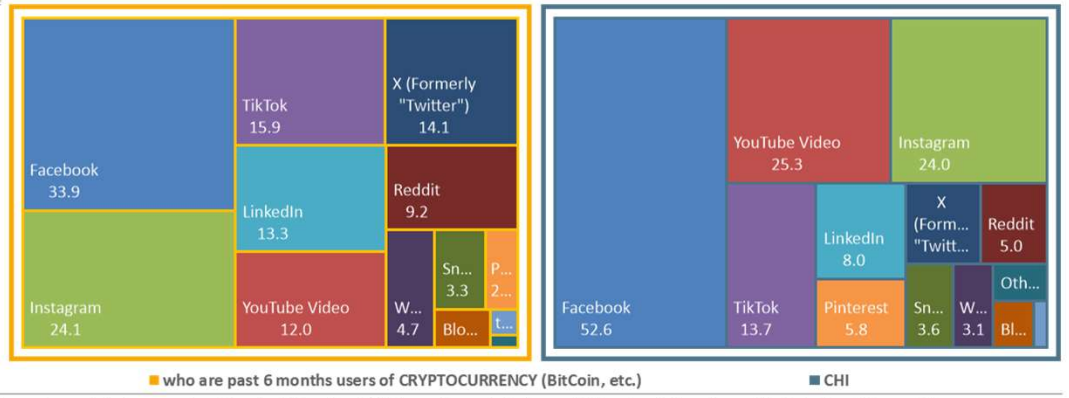


288,799 or 73.3% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Facebook for an average of 36. minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

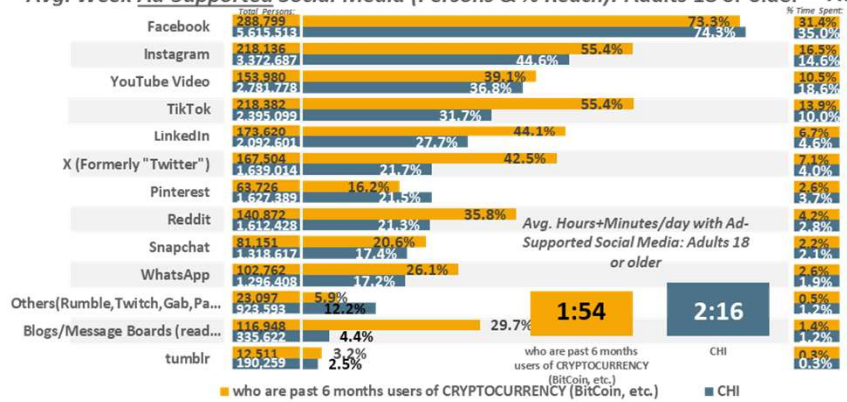
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



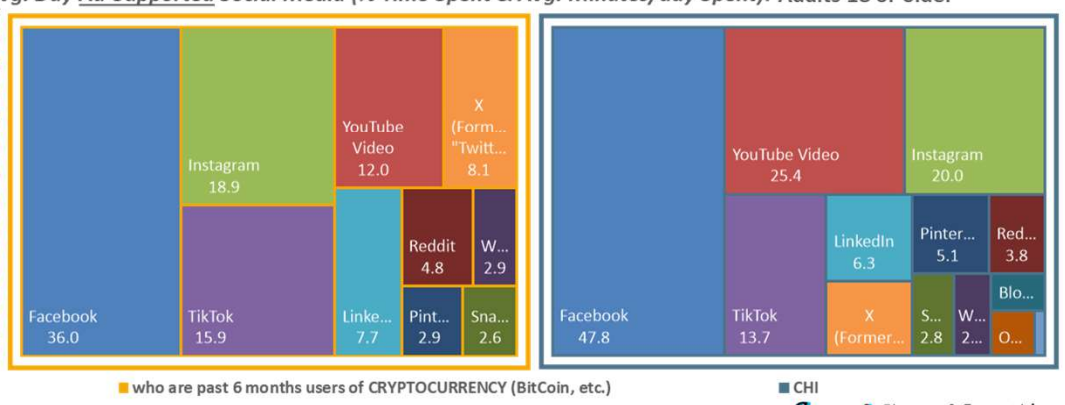
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

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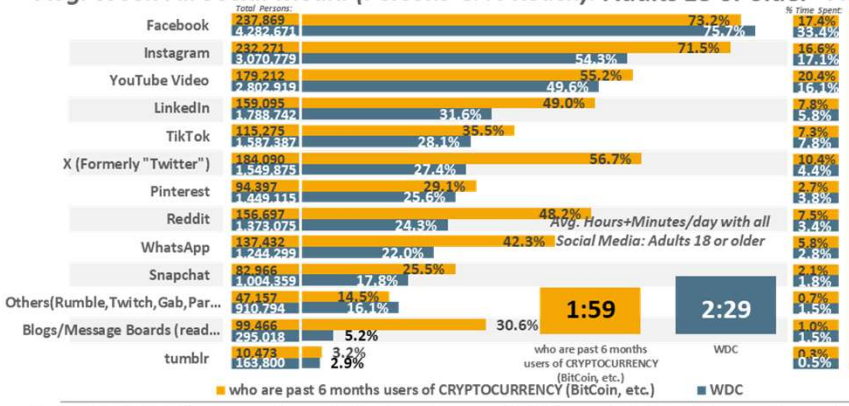
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

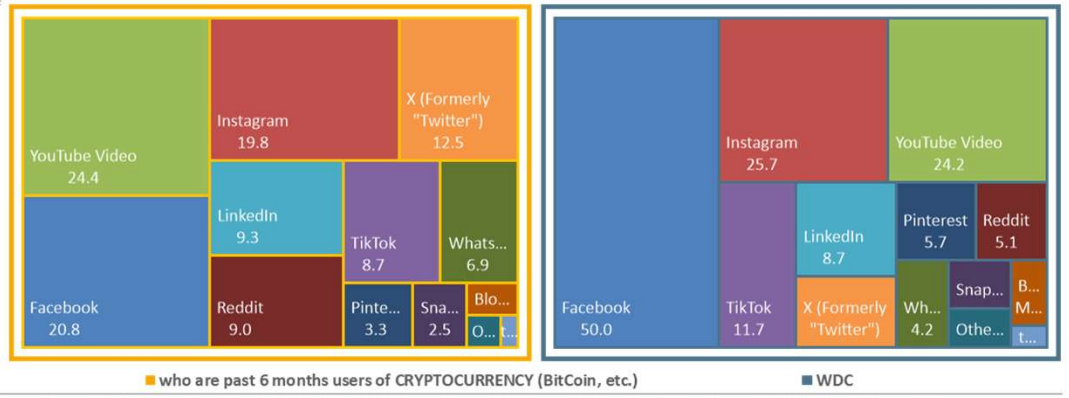


222,454 or 68.5% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Facebook for an average of 24. minutes every day representing 25.9% of all time spent daily with Ad-Supported Social Media.

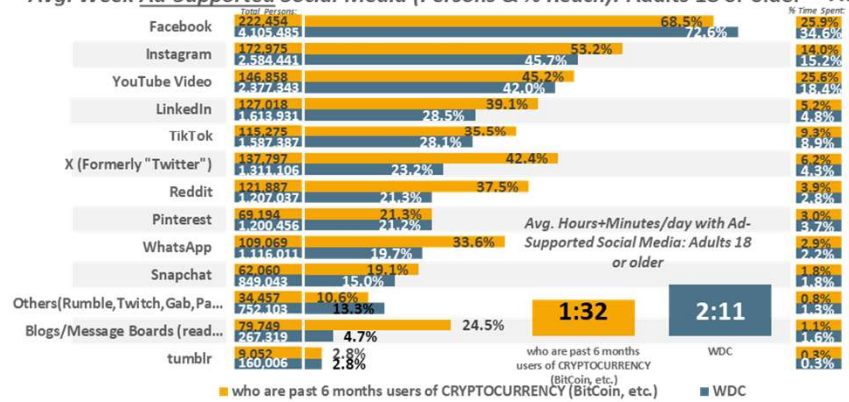
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



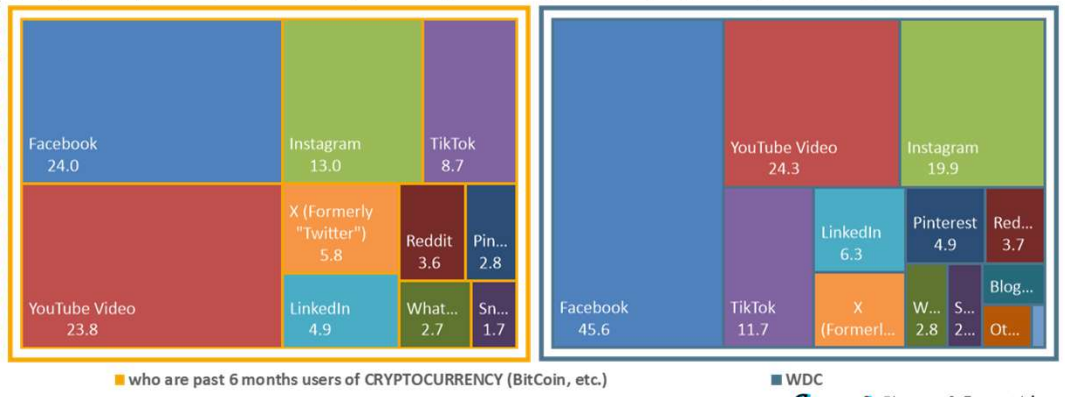
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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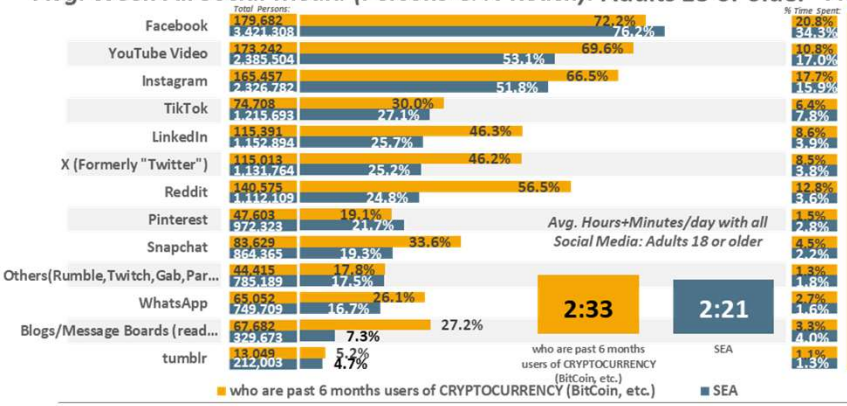
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)

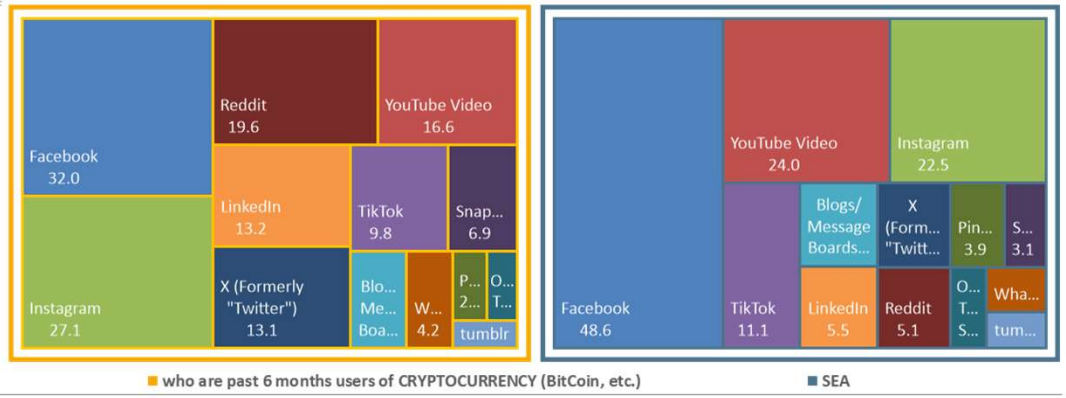


171,400 or 68.8% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Facebook for an average of 38.2 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

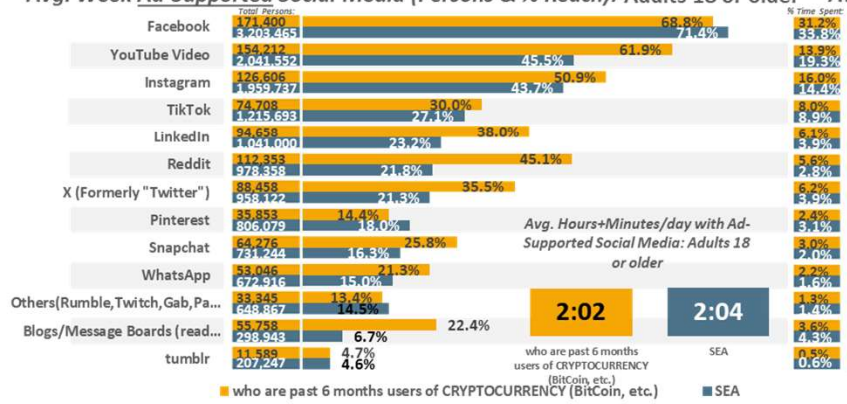
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



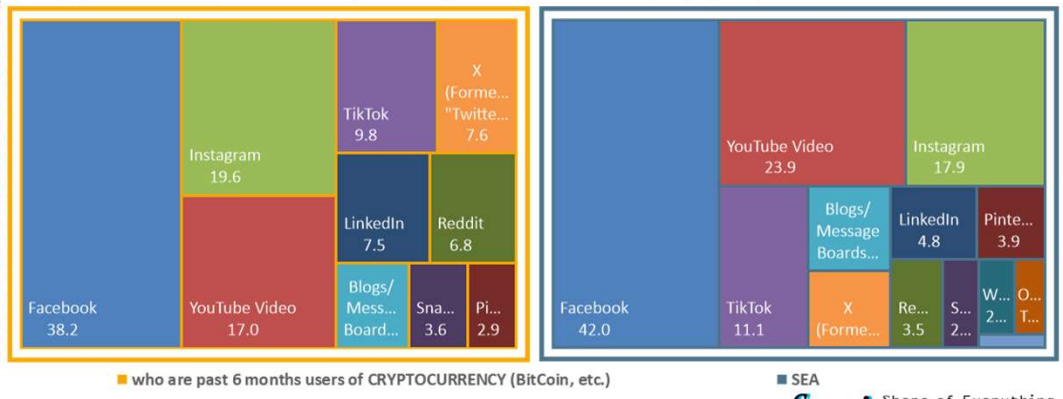
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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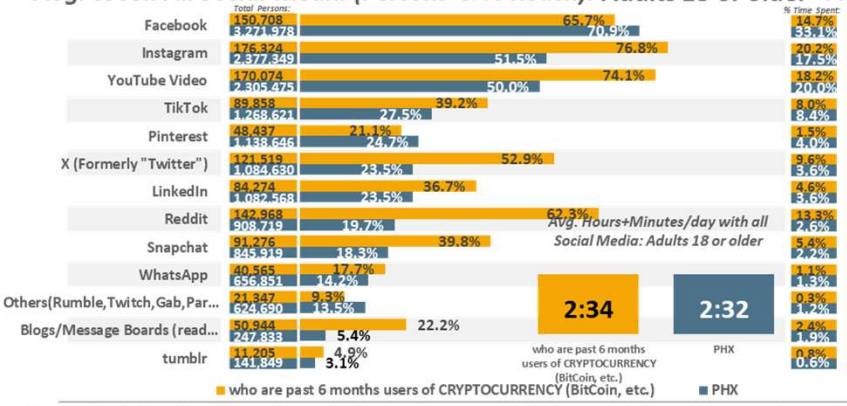
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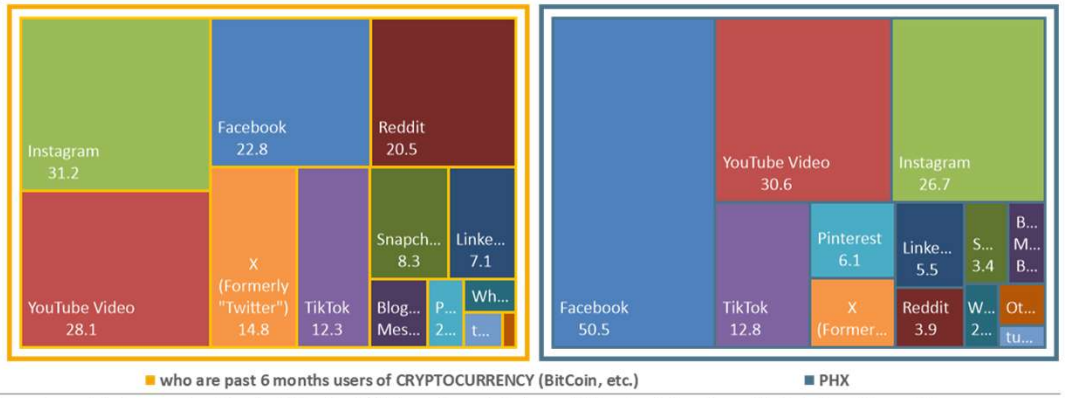


150,708 or 65.7% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) use Ad-Supported Facebook for an average of 31.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Social Media.

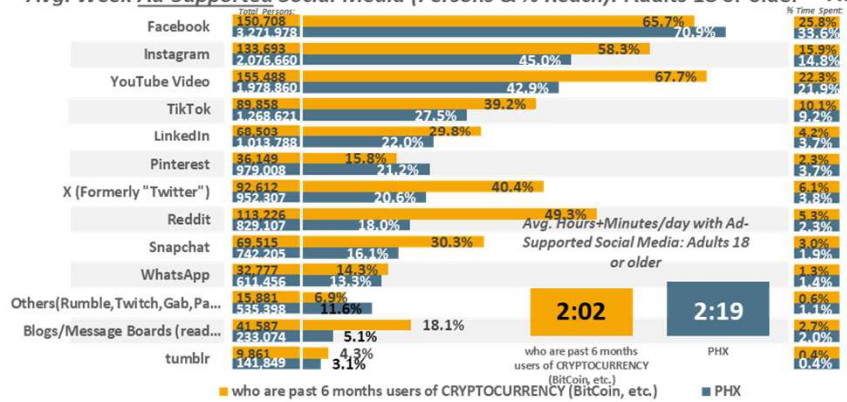
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



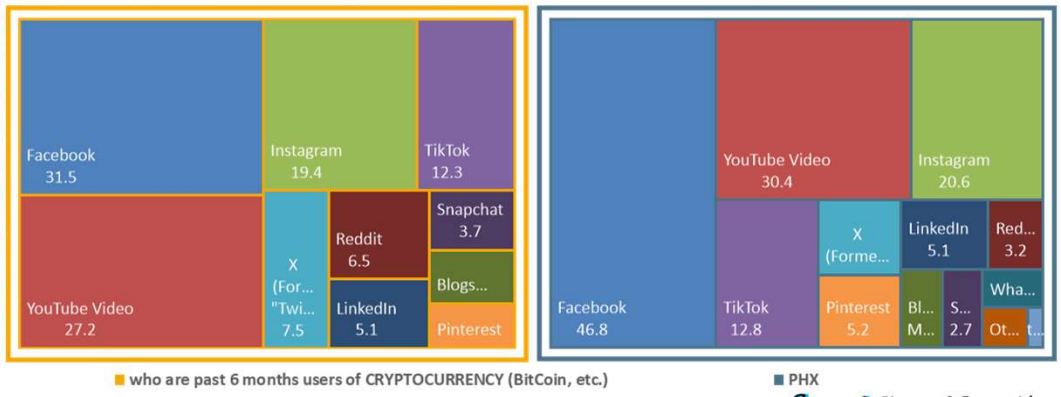
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

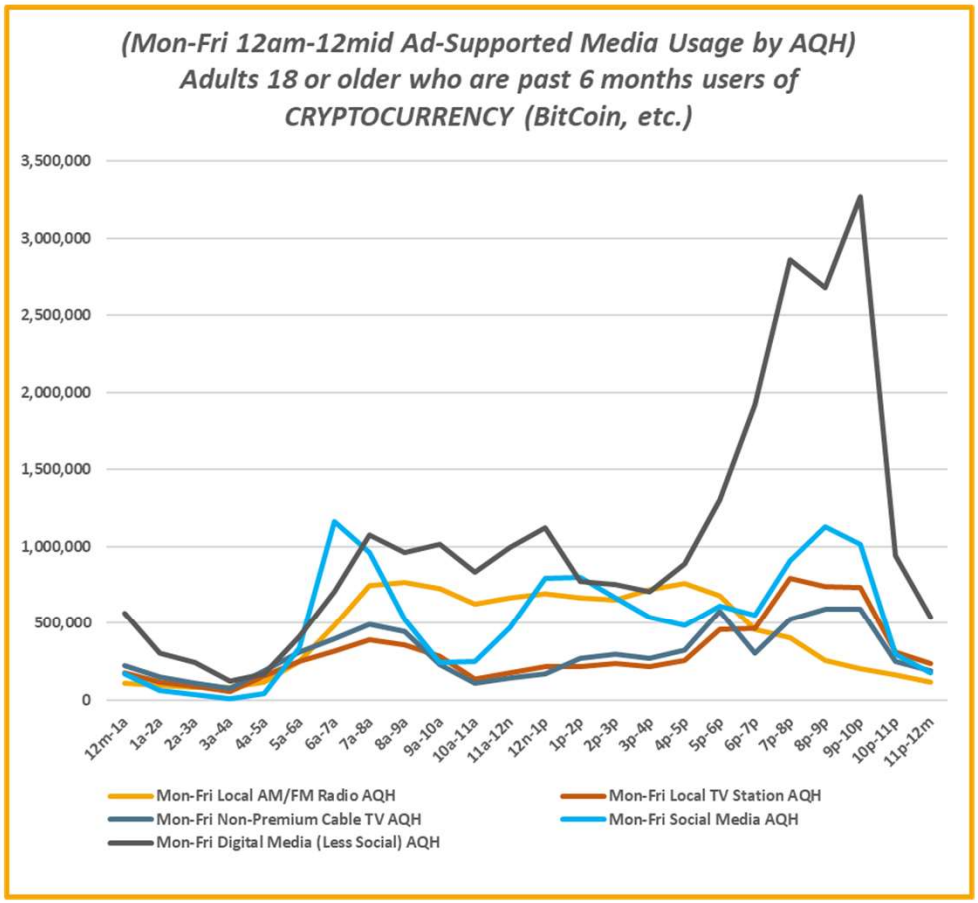
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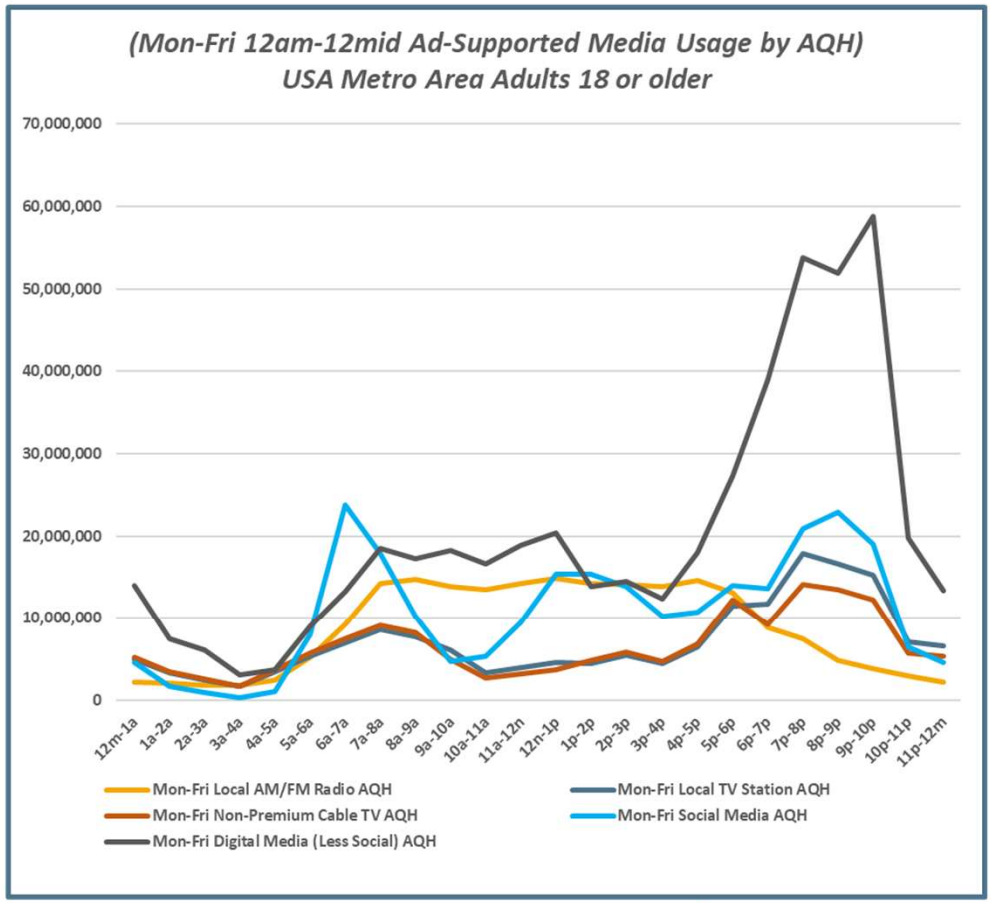
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,004,879; Local Radio: 665,404; Social Media: 621,266; Non-Prem. Cable: 311,286; Local TV: 288,277 reaching Adults 18 or older who are past 6 months users of CRYPTOCURRE





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038

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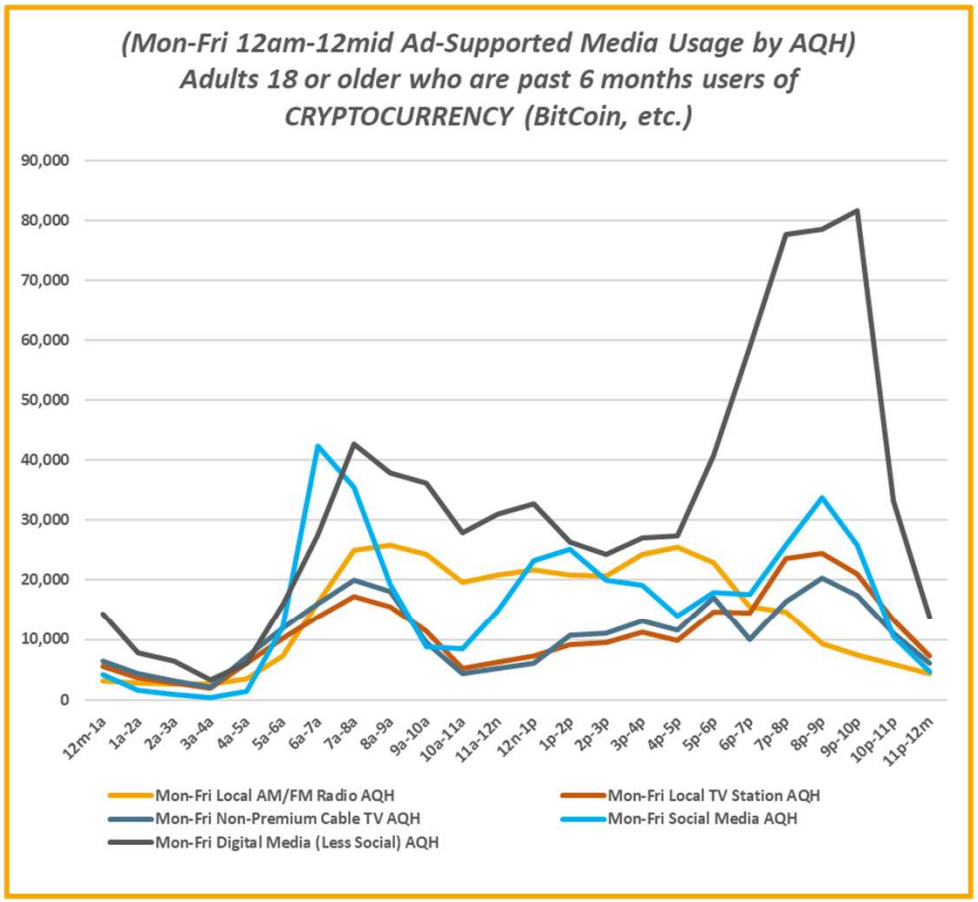
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

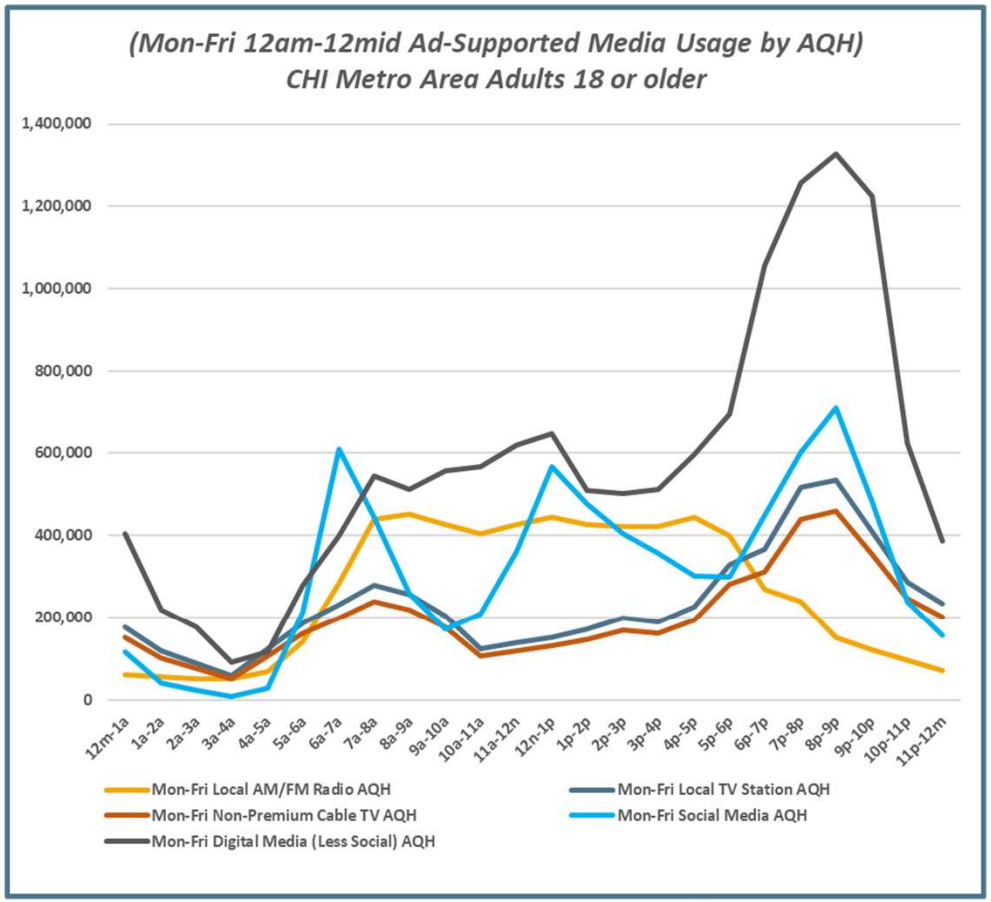
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,917; Local Radio: 21,812; Social Media: 20,483; Non-Prem. Cable: 11,743; Local TV: 11,179 reaching Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (Bi





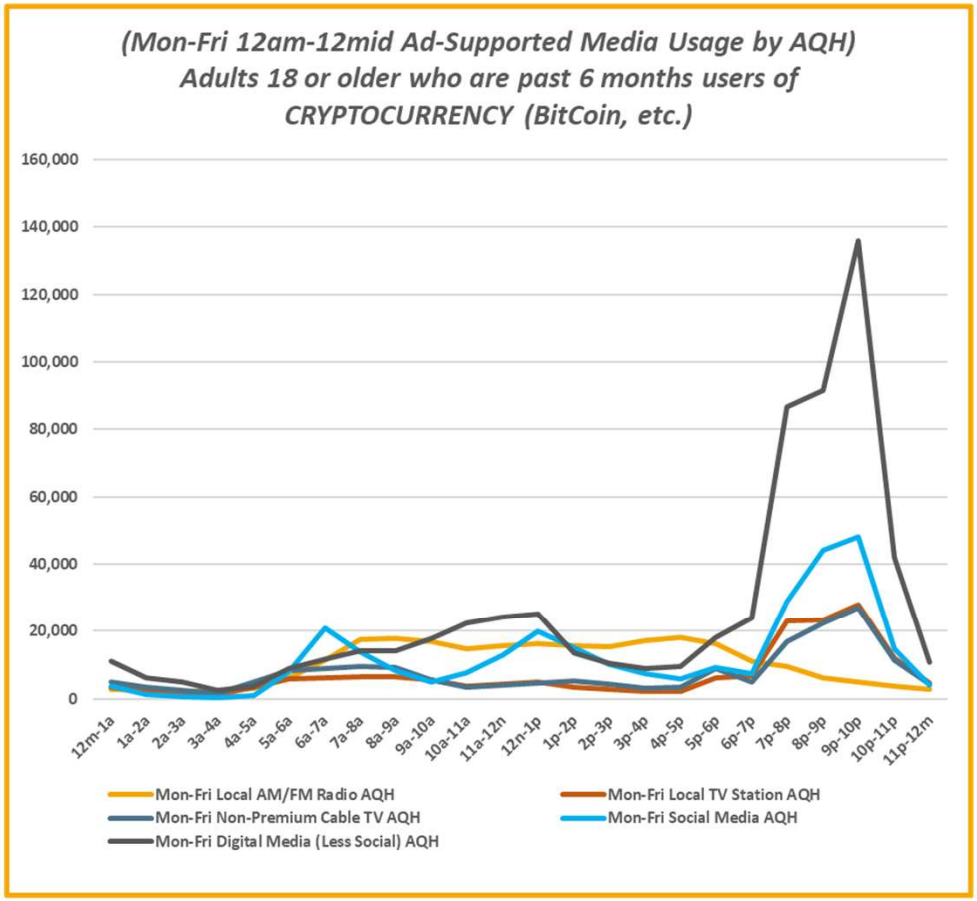
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

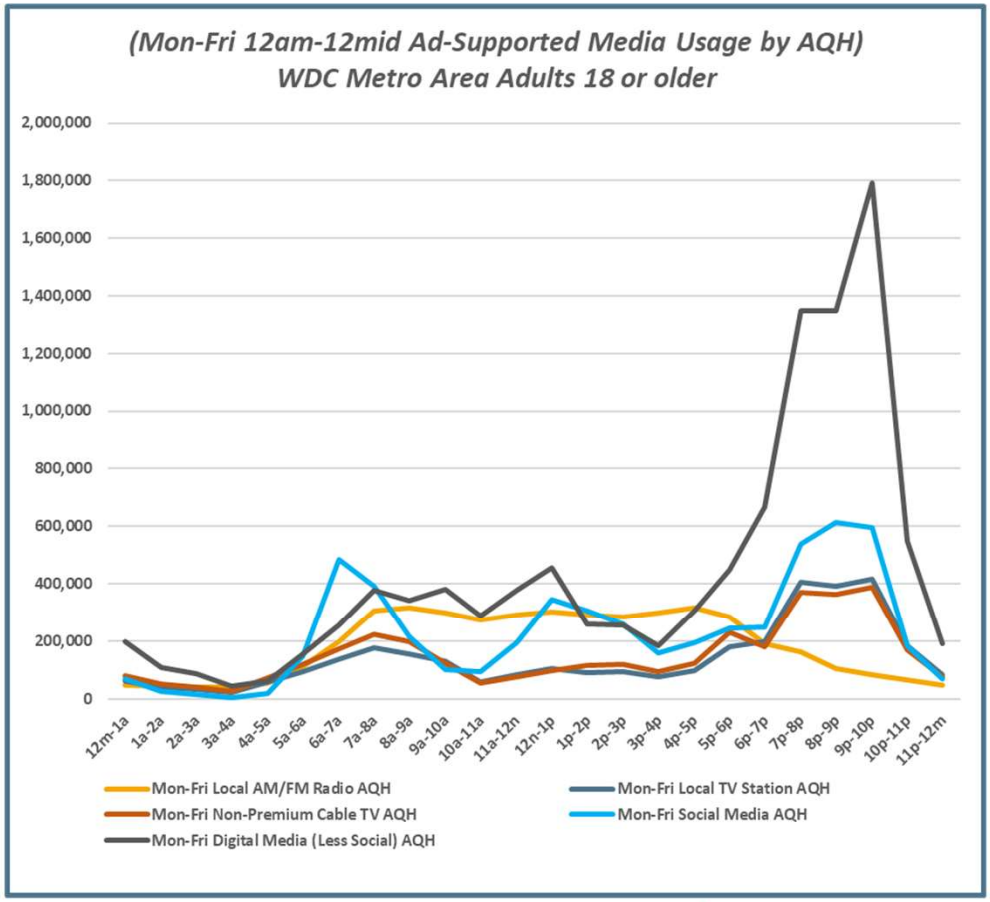
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,377; Local Radio: 15,601; Social Media: 11,025; Non-Prem. Cable: 5,761; Local TV: 4,674 reaching Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitC





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

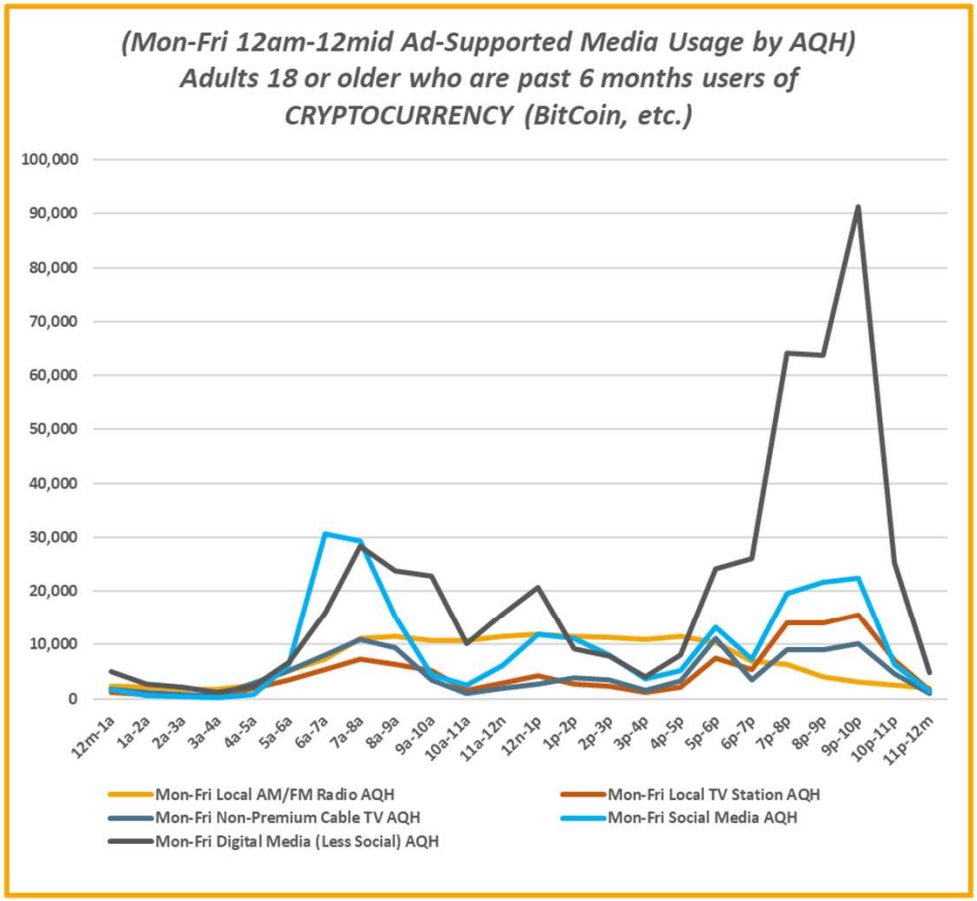
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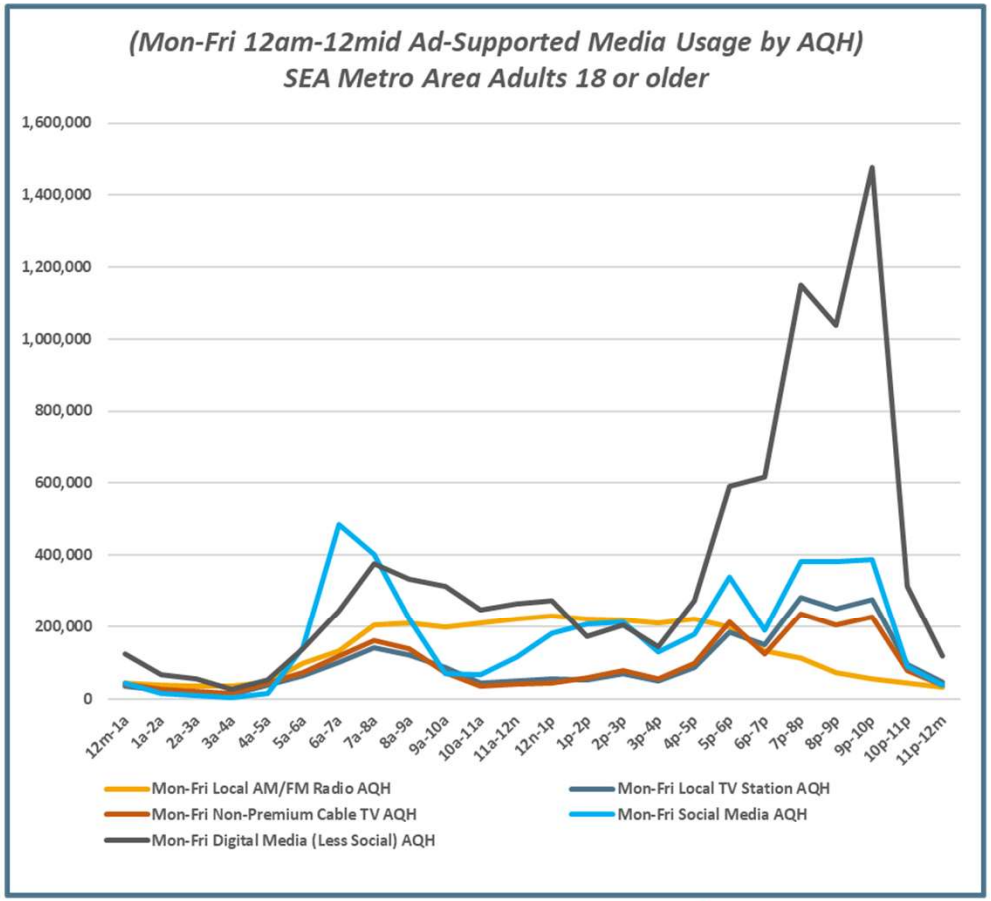
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,663; Social Media: 11,409; Local Radio: 10,527; Non-Prem. Cable: 4,932; Local TV: 4,145 reaching Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitC





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

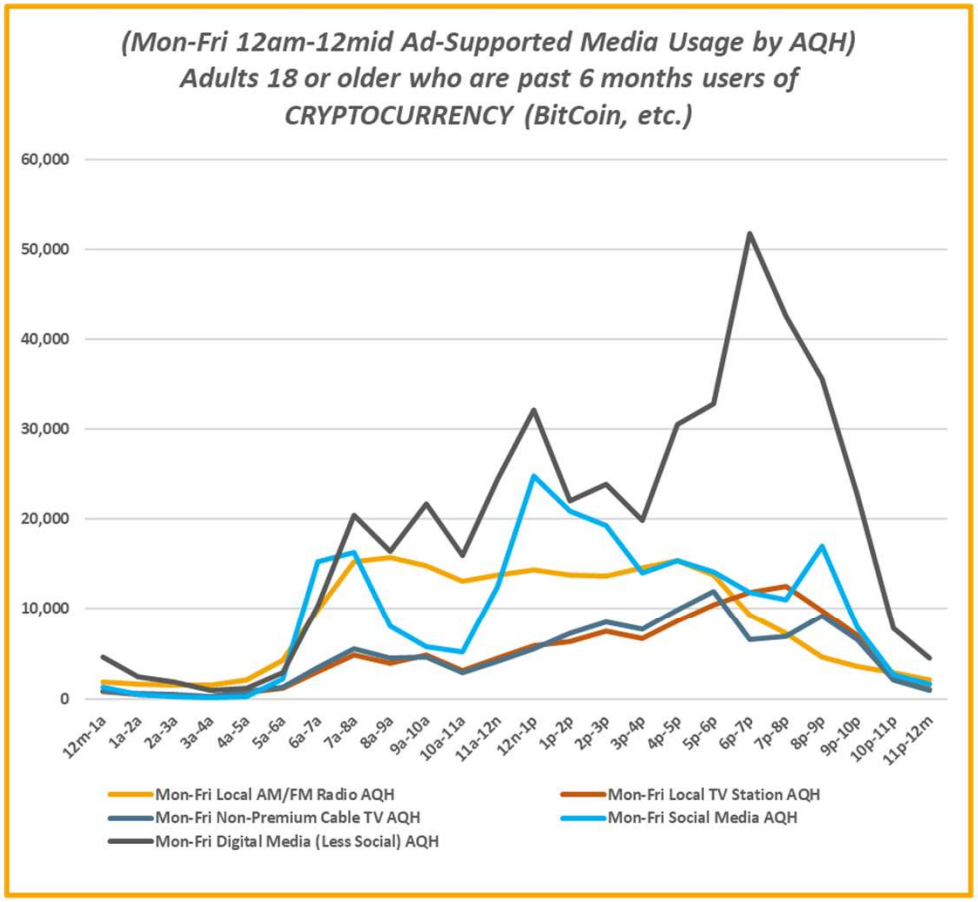
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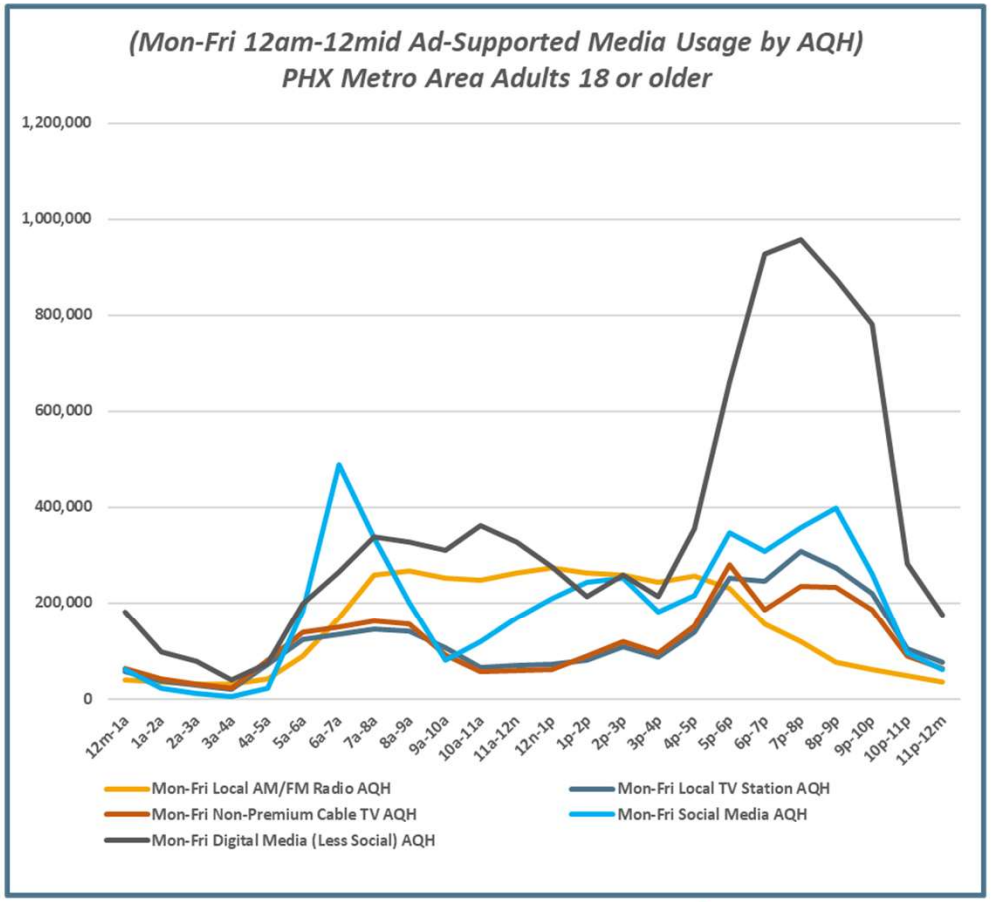
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,834; Social Media: 14,129; Local Radio: 13,654; Non-Prem. Cable: 6,332; Local TV: 6,251 reaching Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitC





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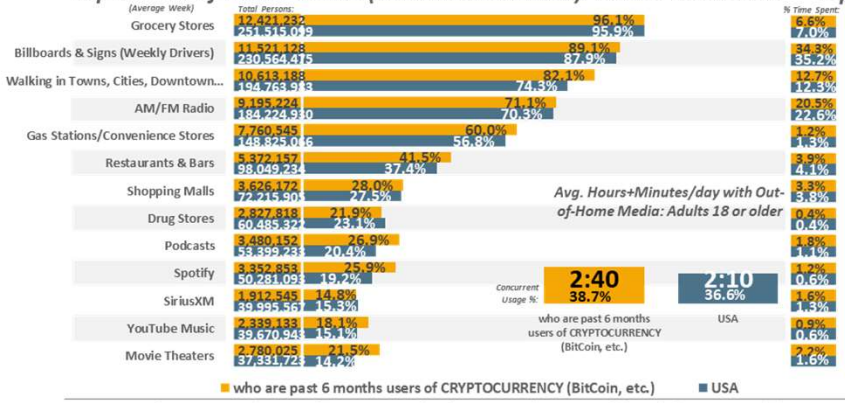
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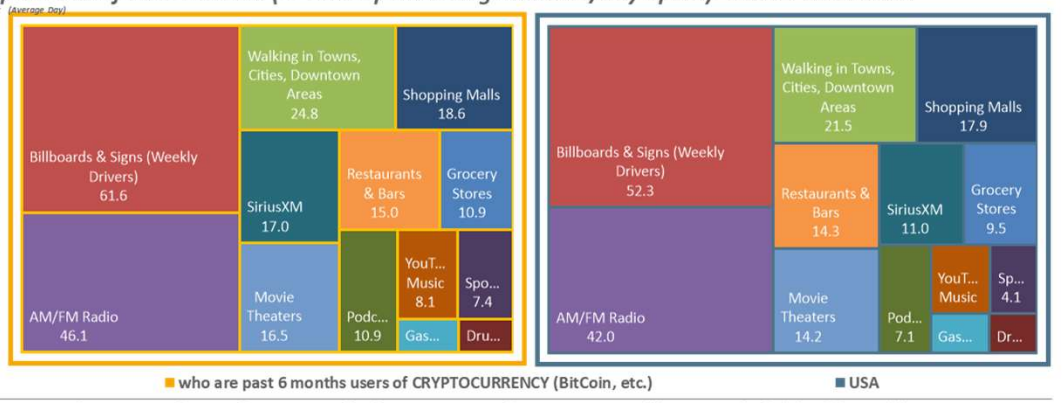


11,521,128 or 89.1% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 61.6 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 43.3

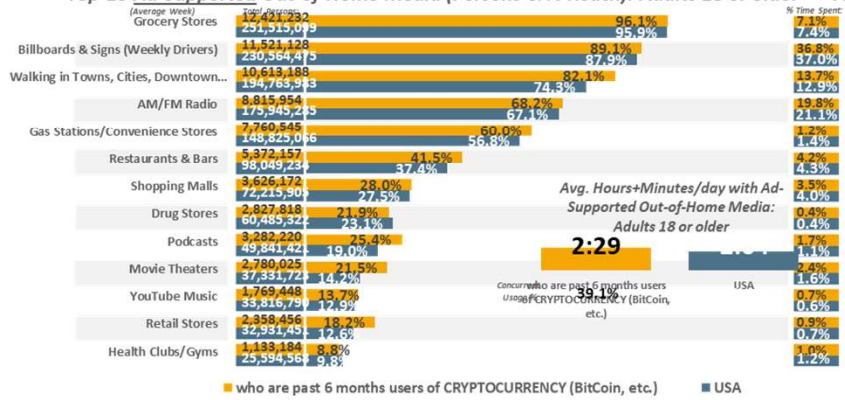
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



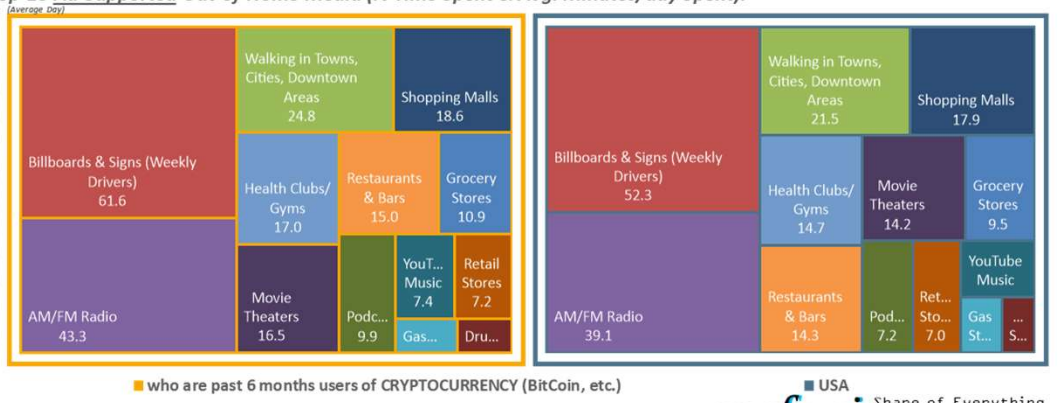
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

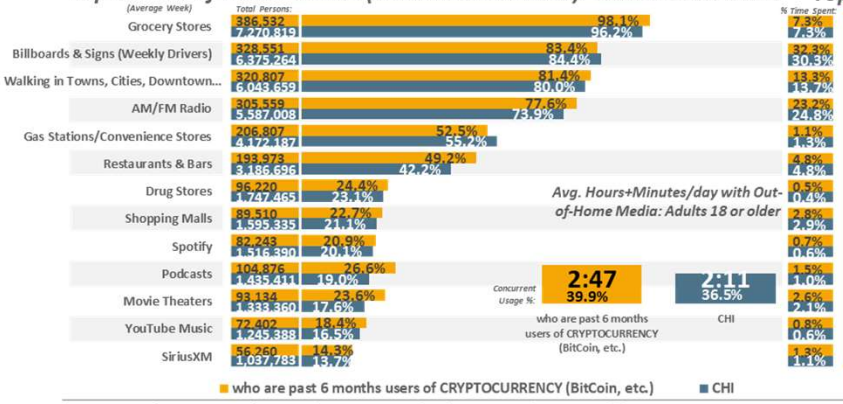
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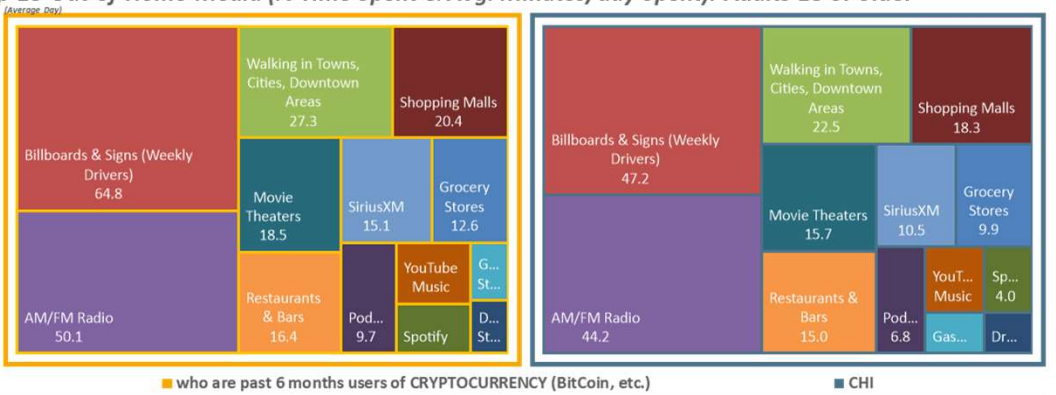


328,551 or 83.4% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 64.8 minutes per day driving, seeing Billboards and Signs. 73.6% Listen to Local Radio Stations Out-of-Home for an average of 48.5 min

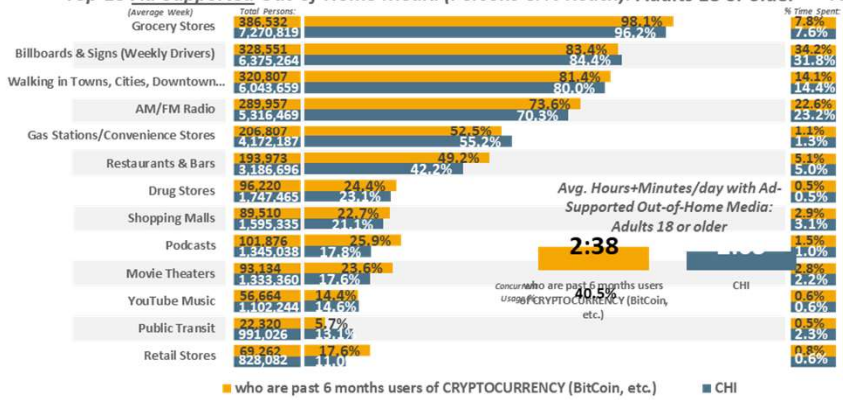
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



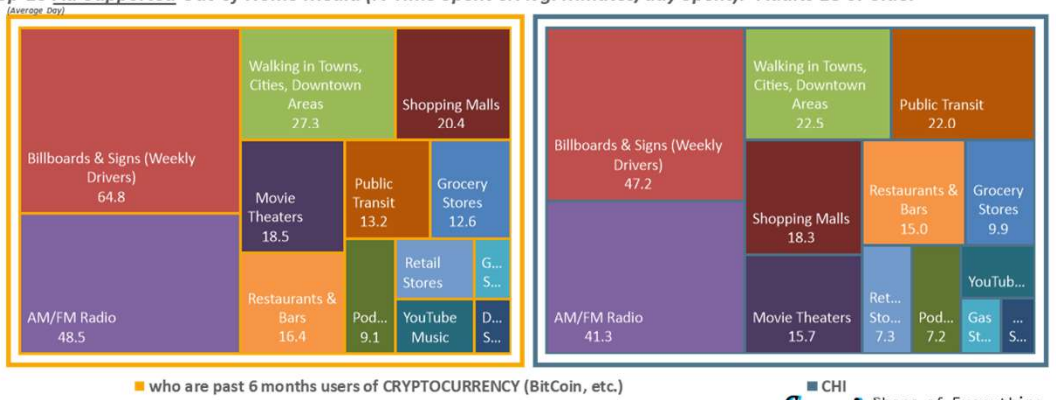
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

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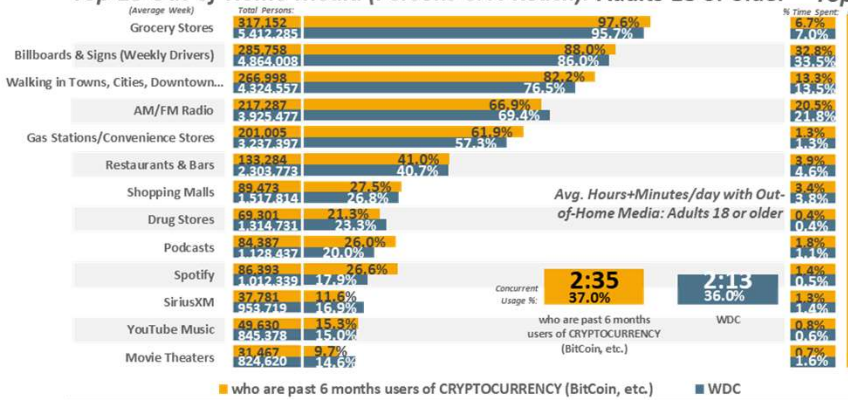
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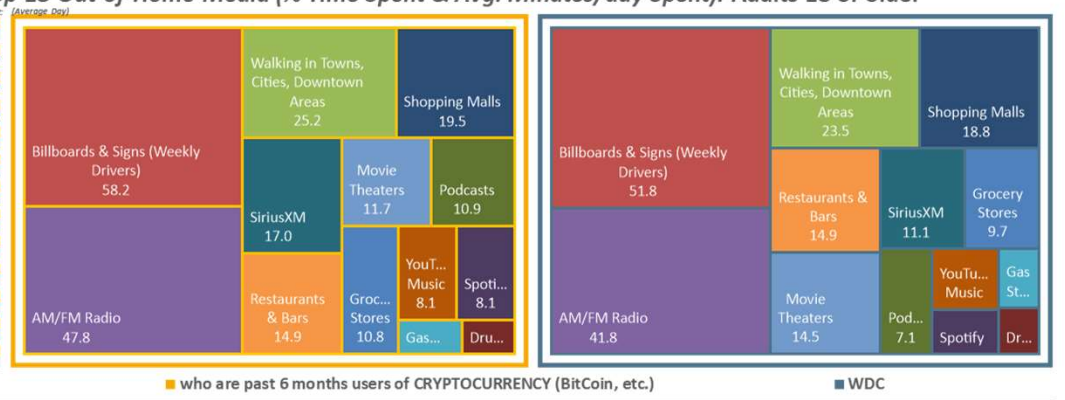


285,758 or 88.% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 58.2 minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 43. minute

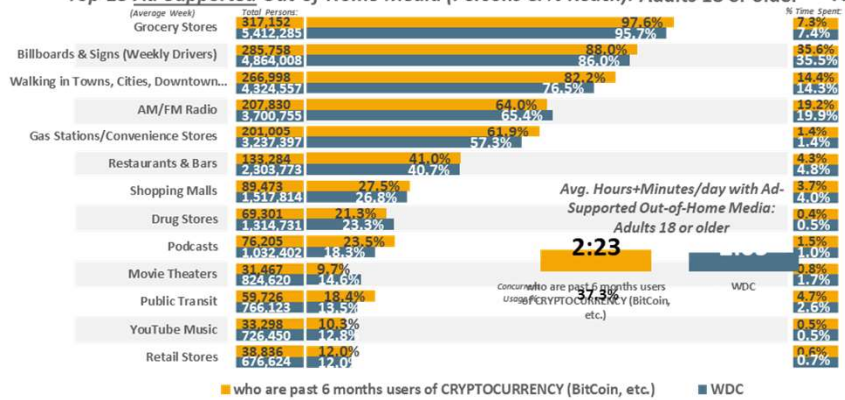
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



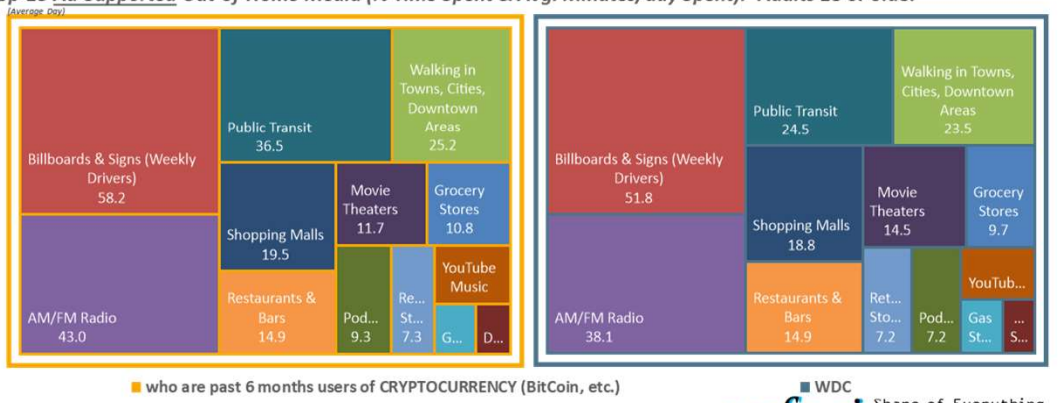
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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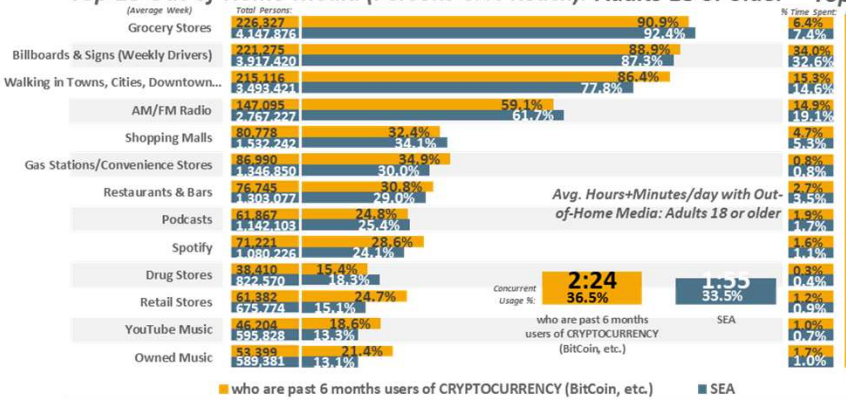
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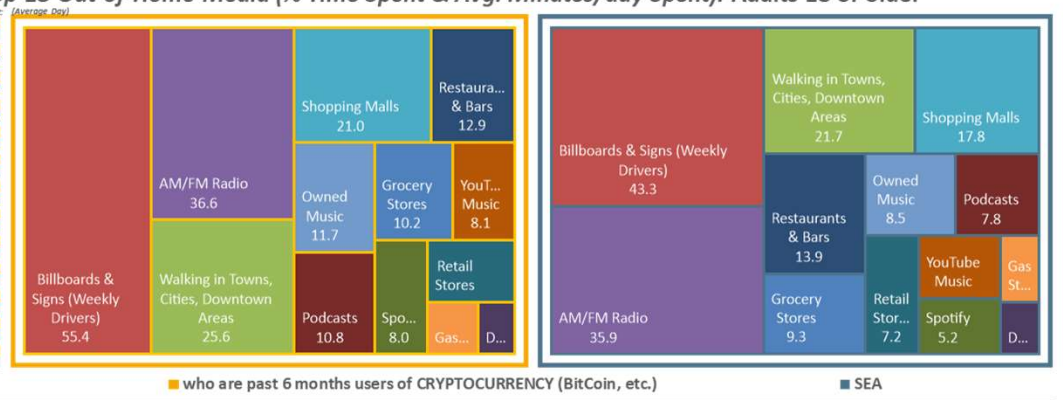


221,275 or 88.9% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 55.4 minutes per day driving, seeing Billboards and Signs. 57.2% Listen to Local Radio Stations Out-of-Home for an average of 34. minu

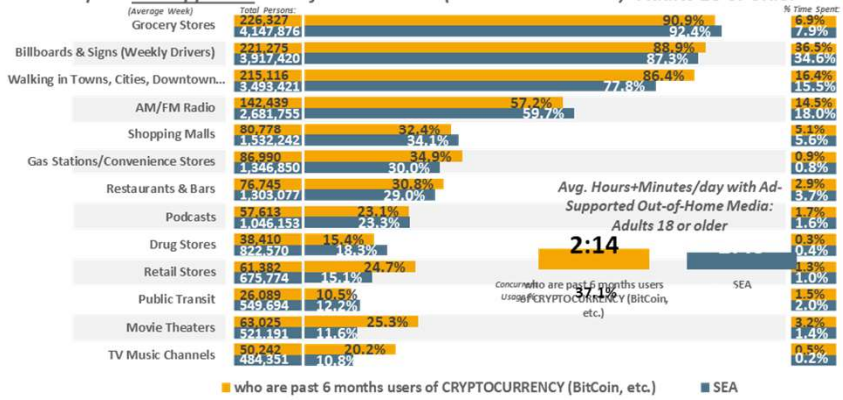
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



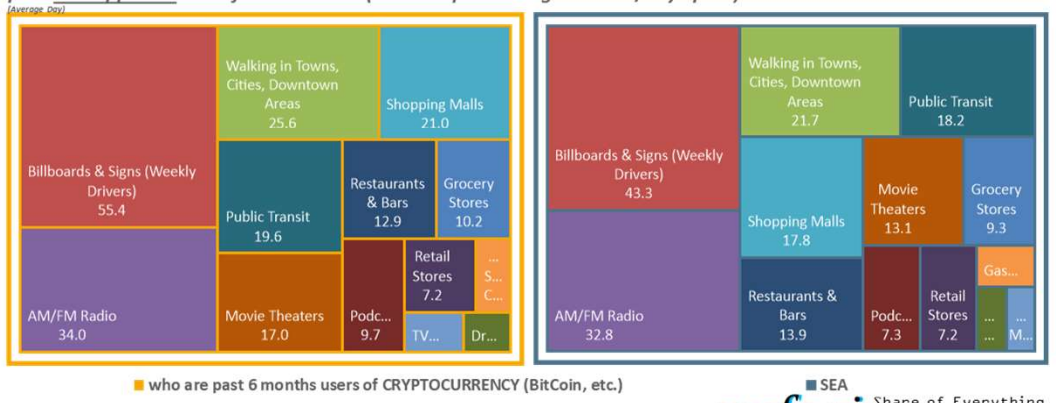
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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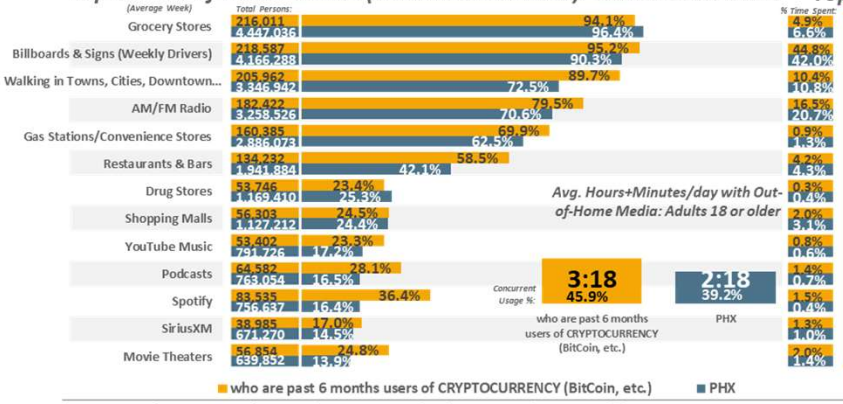
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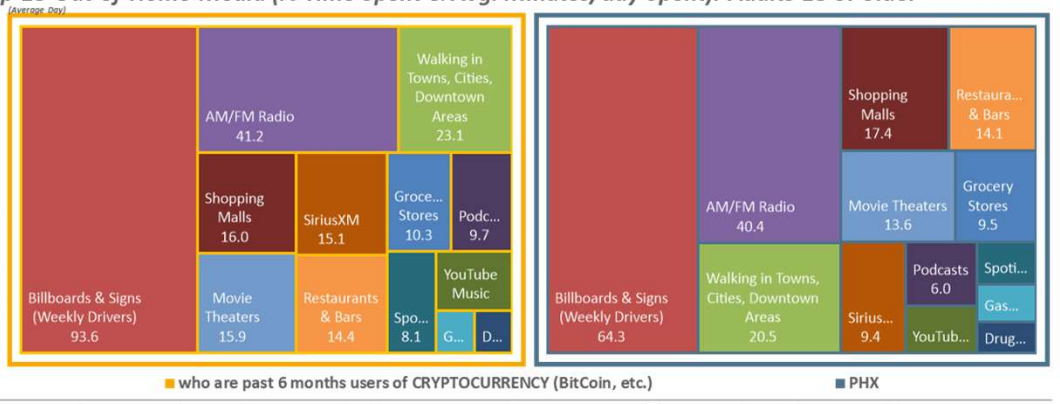


218,587 or 95.2% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 93.6 minutes per day driving, seeing Billboards and Signs. 76.7% Listen to Local Radio Stations Out-of-Home for an average of 40.2 min

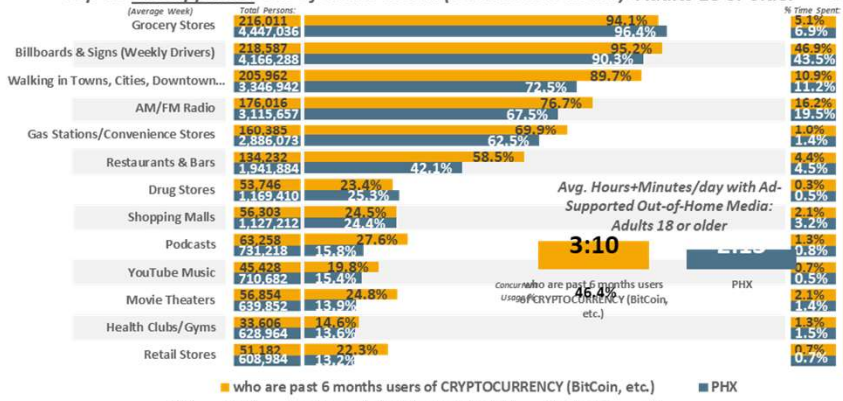
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



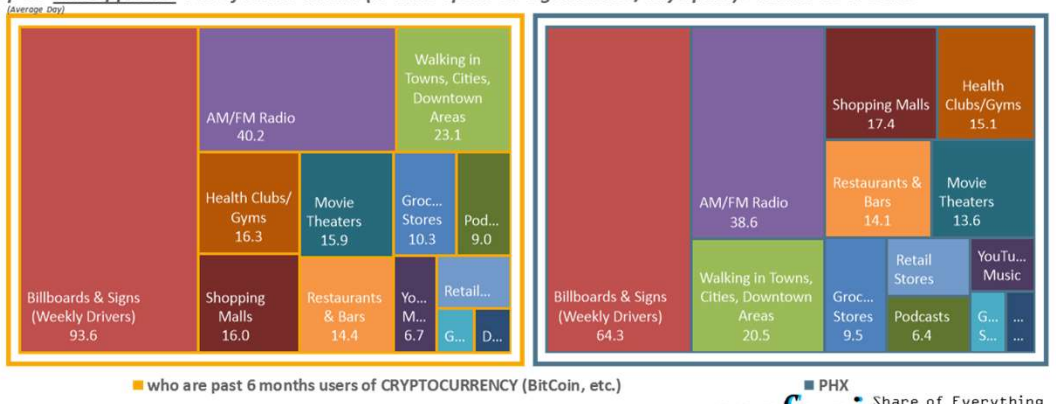
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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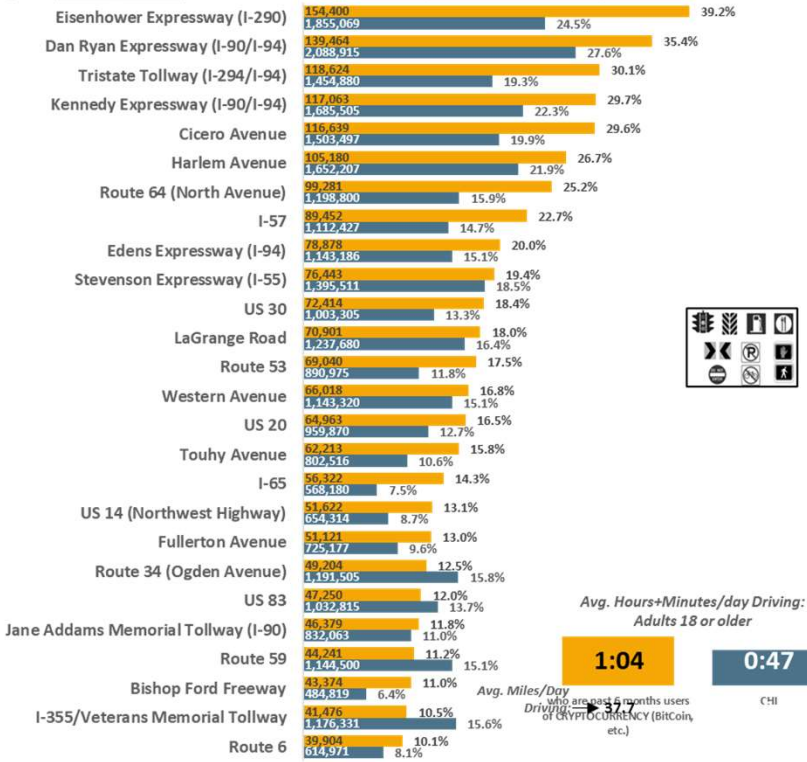
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



328,551 or 83.4% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 64.8 minutes per day driving an average of 37.7 miles each day and are 90.2% more likely to use I-65 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



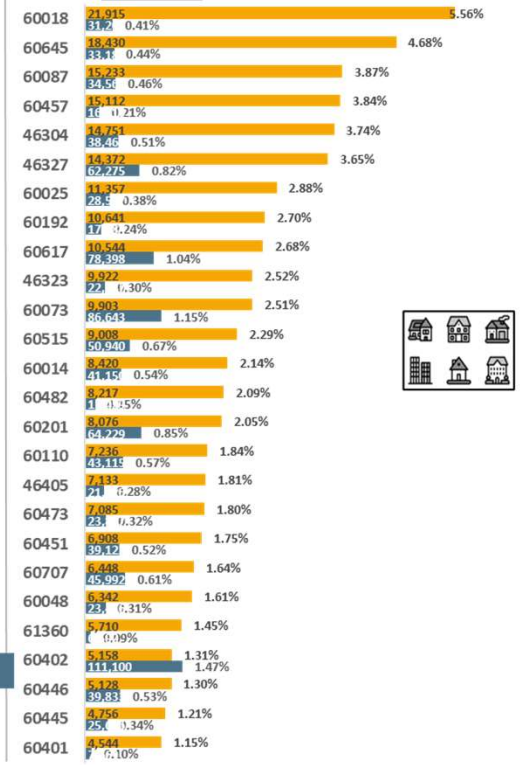
Avg. Hours+Minutes/day Driving: Adults 18 or older

1:04 — who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.)

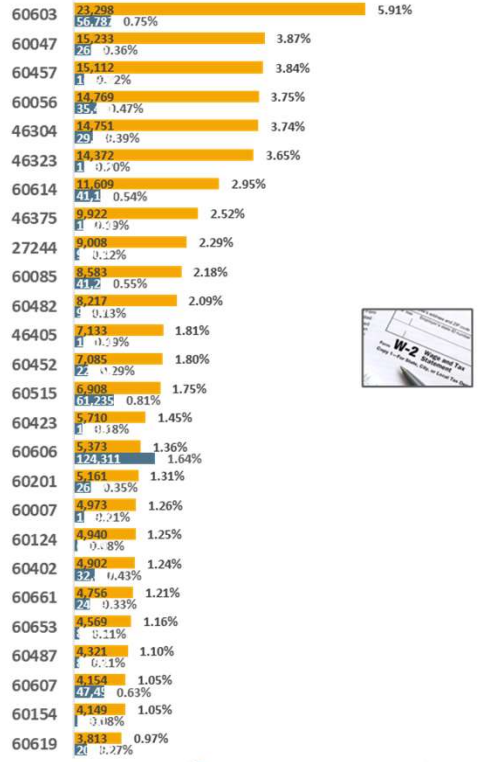
0:47 — CHI

Avg. Miles/Day Driving: ▶ 37.7

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

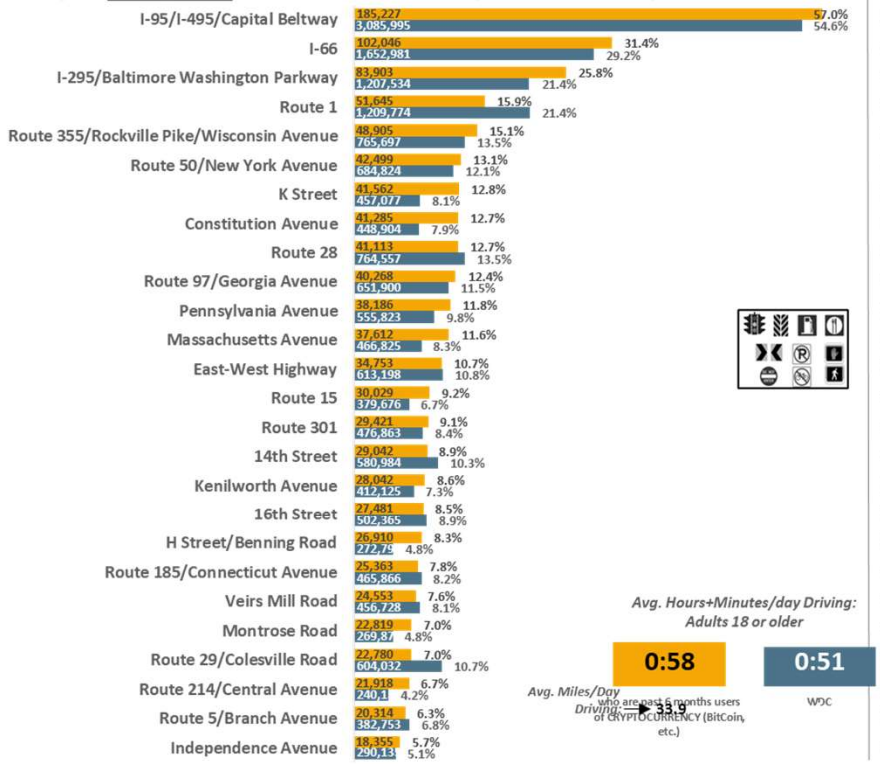
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



285,758 or 88.% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 58.2 minutes per day driving an average of 33.9 miles each day and are 71.7% more likely to use H Street/Benning Road than the Metro av

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



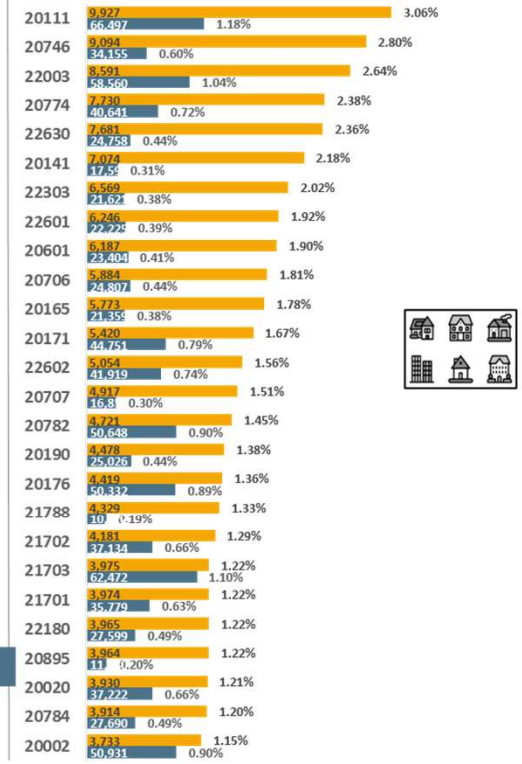
Avg. Hours+Minutes/day Driving: Adults 18 or older

0:58 — who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.)

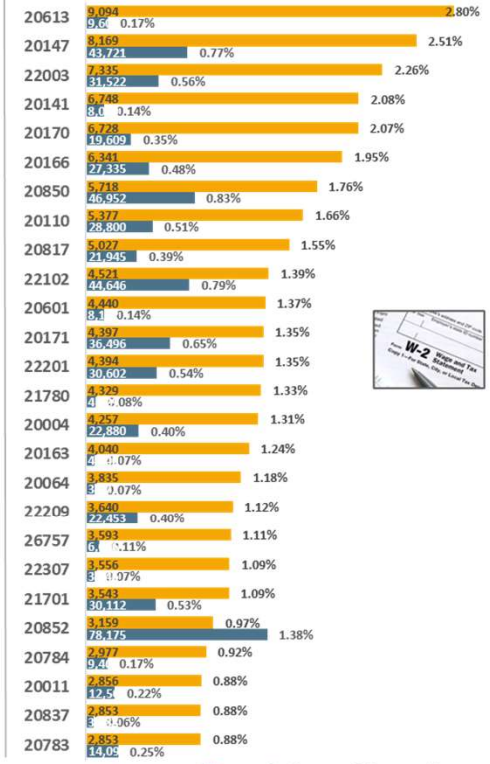
0:51 — WDC

Avg. Miles/Day Driving ▶ 33.9

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

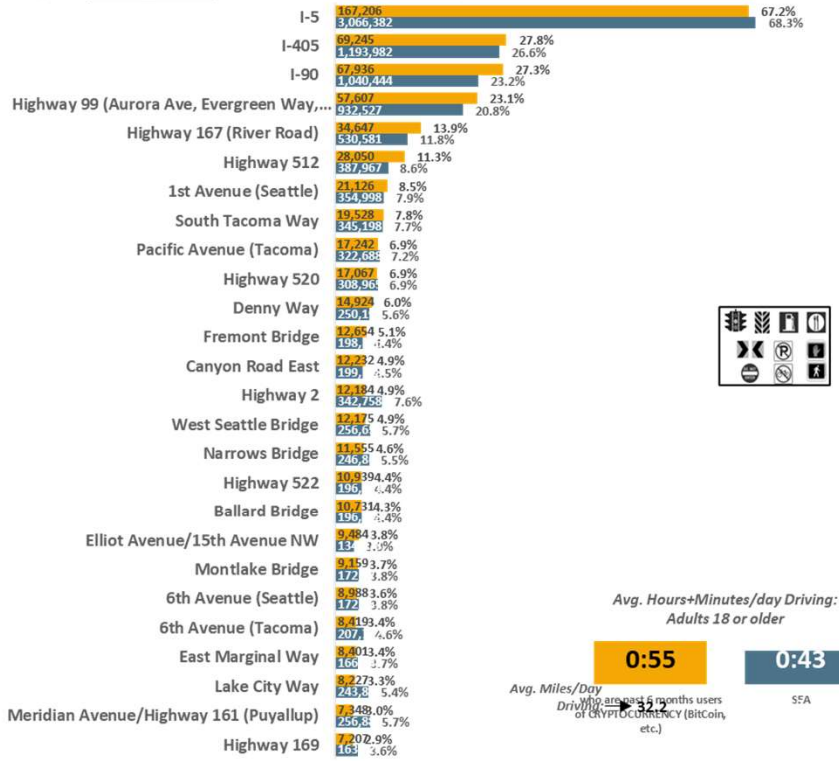
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



221,275 or 88.9% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 55.4 minutes per day driving an average of 32.2 miles each day and are 30.3% more likely to use Highway 512 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

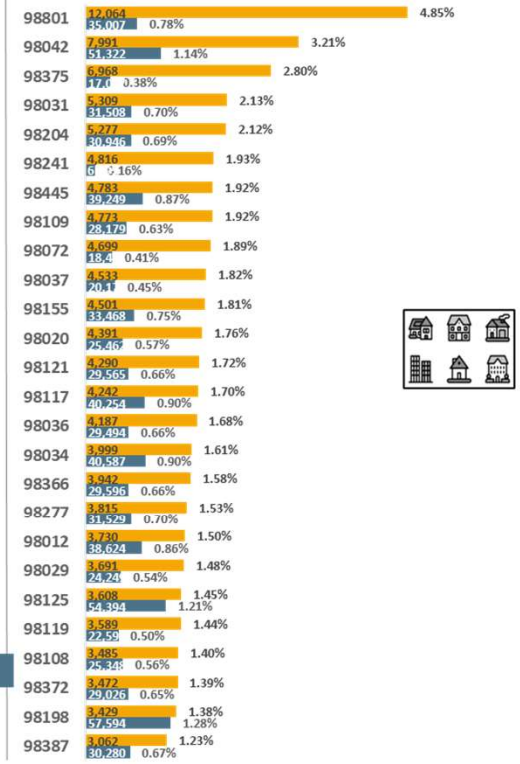


Avg. Hours+Minutes/day Driving: Adults 18 or older

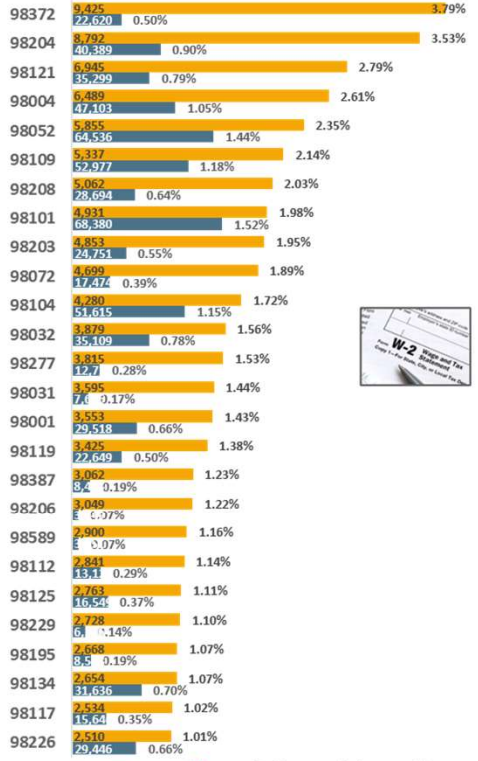
Avg. Miles/Day Driving ▶ 32.2

who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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■ who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) ■ SEA

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



218,587 or 95.2% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) spend an average of 93.6 minutes per day driving an average of 54.5 miles each day and are 66.1% more likely to use Highway 51 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

	who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.)		PHX	
I-10	167,445	73.0%	2,639,907	57.2%
I-17	132,326	57.7%	1,922,311	41.7%
Camelback Road	99,010	43.1%	1,423,226	30.8%
McDowell Road	94,336	41.1%	1,290,944	28.0%
Agua Fria Freeway (NW Loop 101)	93,171	40.6%	1,274,842	27.6%
Highway 51	91,238	39.8%	1,104,535	23.9%
Thomas Road	79,039	34.4%	1,166,670	25.3%
Indian School Road	78,659	34.3%	1,308,481	28.4%
Red Mountain Freeway (NE Loop 202)	76,856	33.5%	1,162,856	25.2%
Bell Road	75,099	32.7%	1,356,268	29.4%
Superstition Freeway (E Hwy 60)	70,236	30.6%	1,175,775	25.5%
Price Freeway (SE Loop 101)	69,302	30.2%	978,481	21.2%
7th Street	68,546	29.9%	1,076,519	23.3%
Santan Freeway (SE Loop 202)	66,469	29.0%	1,060,478	23.0%
Chandler Blvd	61,585	26.8%	807,364	17.5%
Pima Freeway (NE Loop 101)	58,593	25.5%	1,018,403	22.1%
7th Avenue	56,589	24.7%	1,004,746	21.8%
Grand Avenue (W Hwy 60)	55,540	24.2%	791,604	17.2%
Central Avenue	54,001	23.5%	777,310	16.8%
Scottsdale Road	52,707	23.0%	964,760	20.9%
44th Street	41,450	18.1%	531,951	11.5%
Washington Street	34,936	15.2%	463,878	10.1%
Arizona Avenue/Country Club	28,522	12.4%	578,300	12.5%
North Hayden Road	28,100	12.2%	418,870	9.1%
Bob Stump Memorial Parkway (Loop 303)	24,380	10.6%	451,855	9.8%
#VALUE!	0	0.0%	0	0.0%

Avg. Hours+Minutes/day Driving: Adults 18 or older

1:33 — who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.)

1:04 — PHX

Avg. Miles/Day Driving: ▶ 54.5

Top-26 Residential Zip Codes: Adults 18 or older

85029	22,461	9.79%
85008	18,772	8.18%
85205	14,834	6.46%
85018	14,611	6.37%
85234	11,683	5.09%
85035	11,009	4.80%
85326	9,979	4.35%
86001	9,250	4.03%
85022	9,067	3.95%
85383	7,106	3.10%
85206	6,832	2.98%
85204	5,116	2.23%
85623	4,915	2.14%
85281	4,633	2.02%
85207	4,355	1.90%
86444	4,250	1.85%
85128	3,647	1.59%
85044	3,530	1.54%
85119	3,483	1.52%
85282	3,310	1.44%
85382	3,052	1.33%
85083	2,995	1.30%
85345	2,799	1.22%
85042	2,761	1.20%
85224	2,594	1.13%
85395	2,475	1.08%

Top-26 Employment Zip Codes: Adults 18 or older

85024	17,047	7.43%
85023	13,857	6.04%
85044	13,139	5.72%
85305	11,278	4.91%
85204	8,251	3.59%
85260	7,106	3.10%
85208	6,104	2.66%
85048	5,116	2.23%
85087	5,059	2.20%
85296	4,915	2.14%
85045	4,669	2.03%
85375	4,250	1.85%
85035	3,399	1.48%
85118	3,310	1.44%
85026	3,271	1.43%
85065	2,353	1.03%
85286	1,617	0.70%
85259	1,549	0.67%
21030	1,507	0.66%
85215	1,426	0.62%
85012	1,423	0.62%
85037	1,365	0.59%
85120	1,141	0.50%
85033	1,090	0.47%
85019	1,011	0.44%
85266	1,004	0.44%

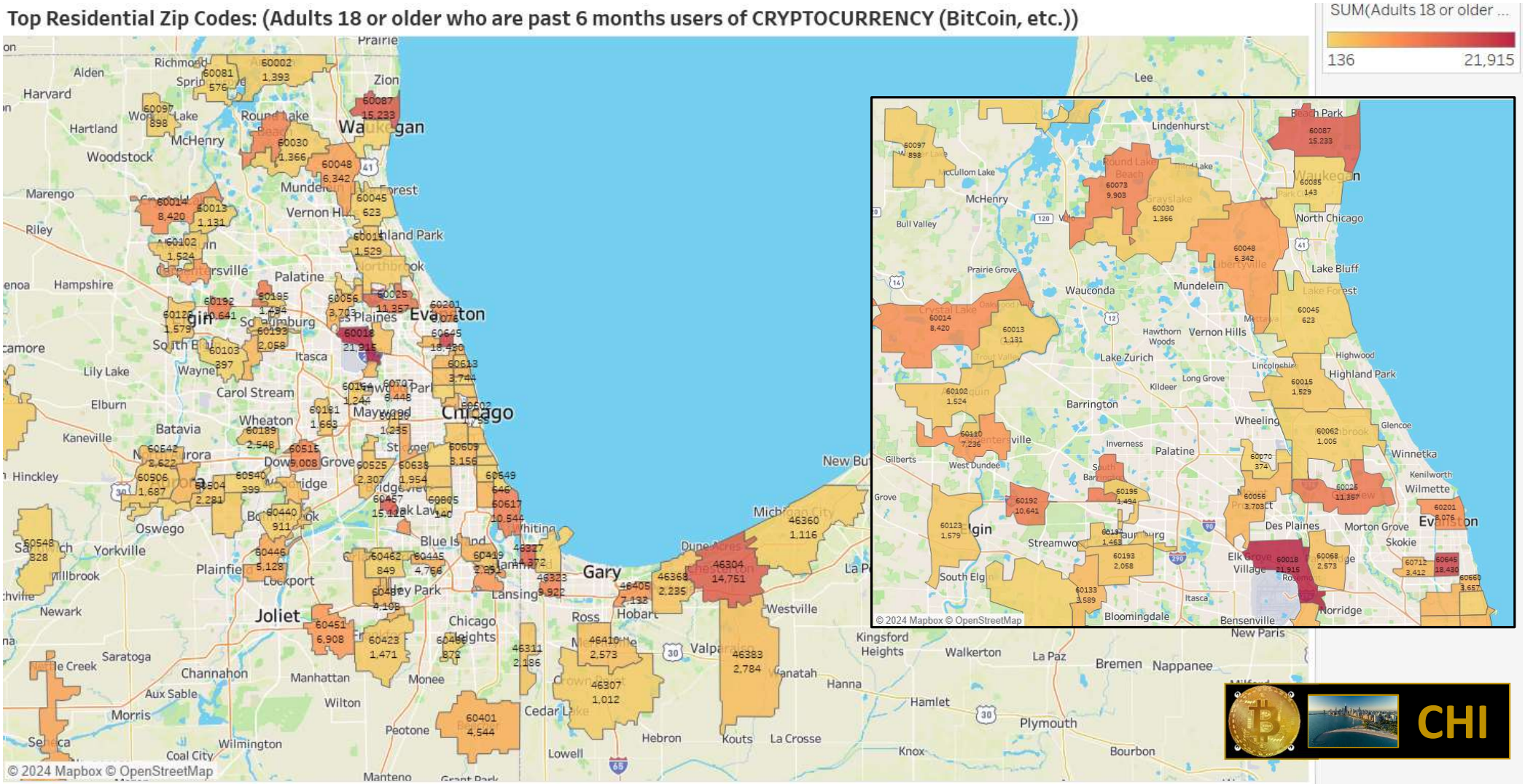
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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Top Residential Zip Codes: (Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.))

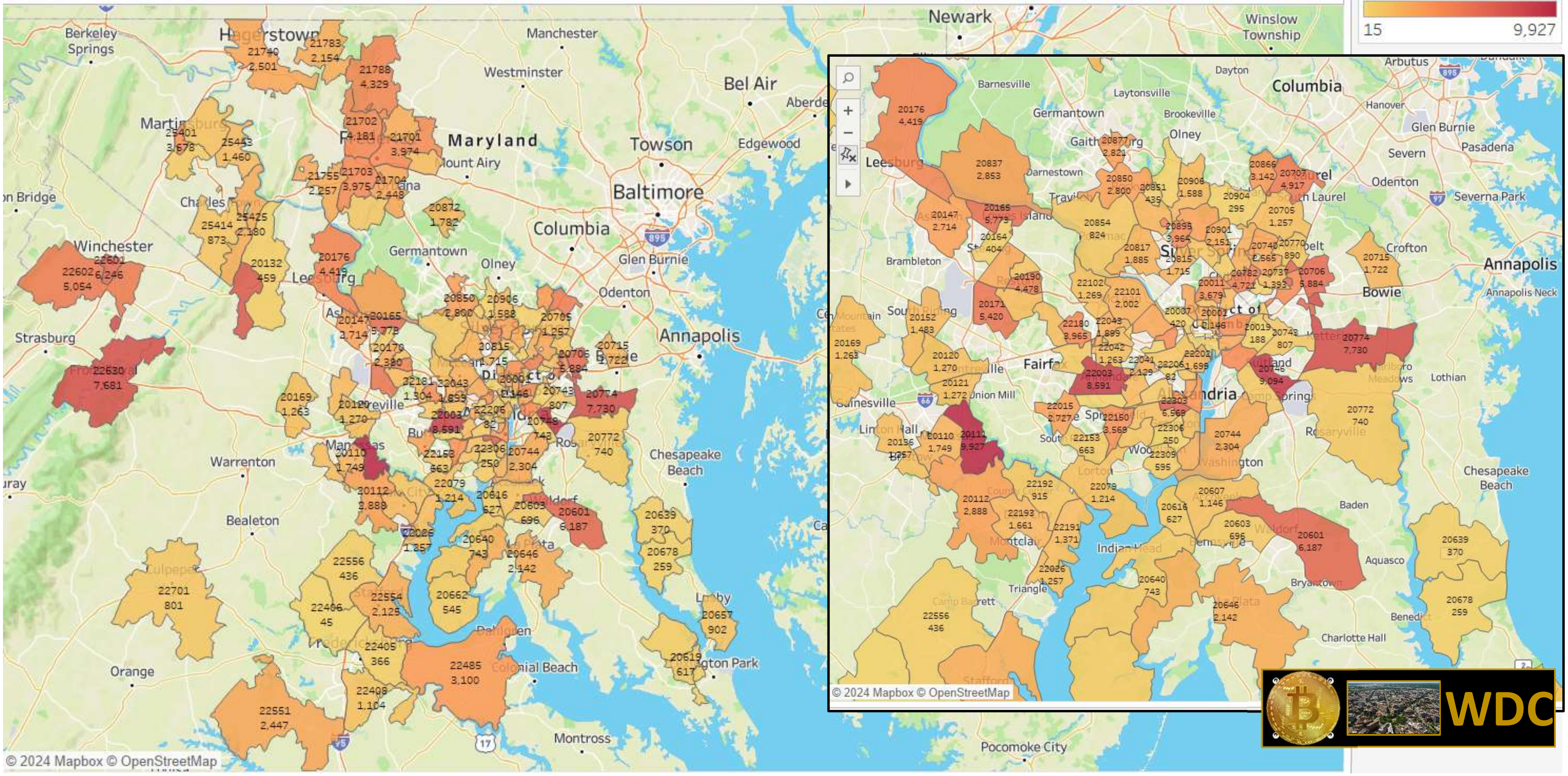


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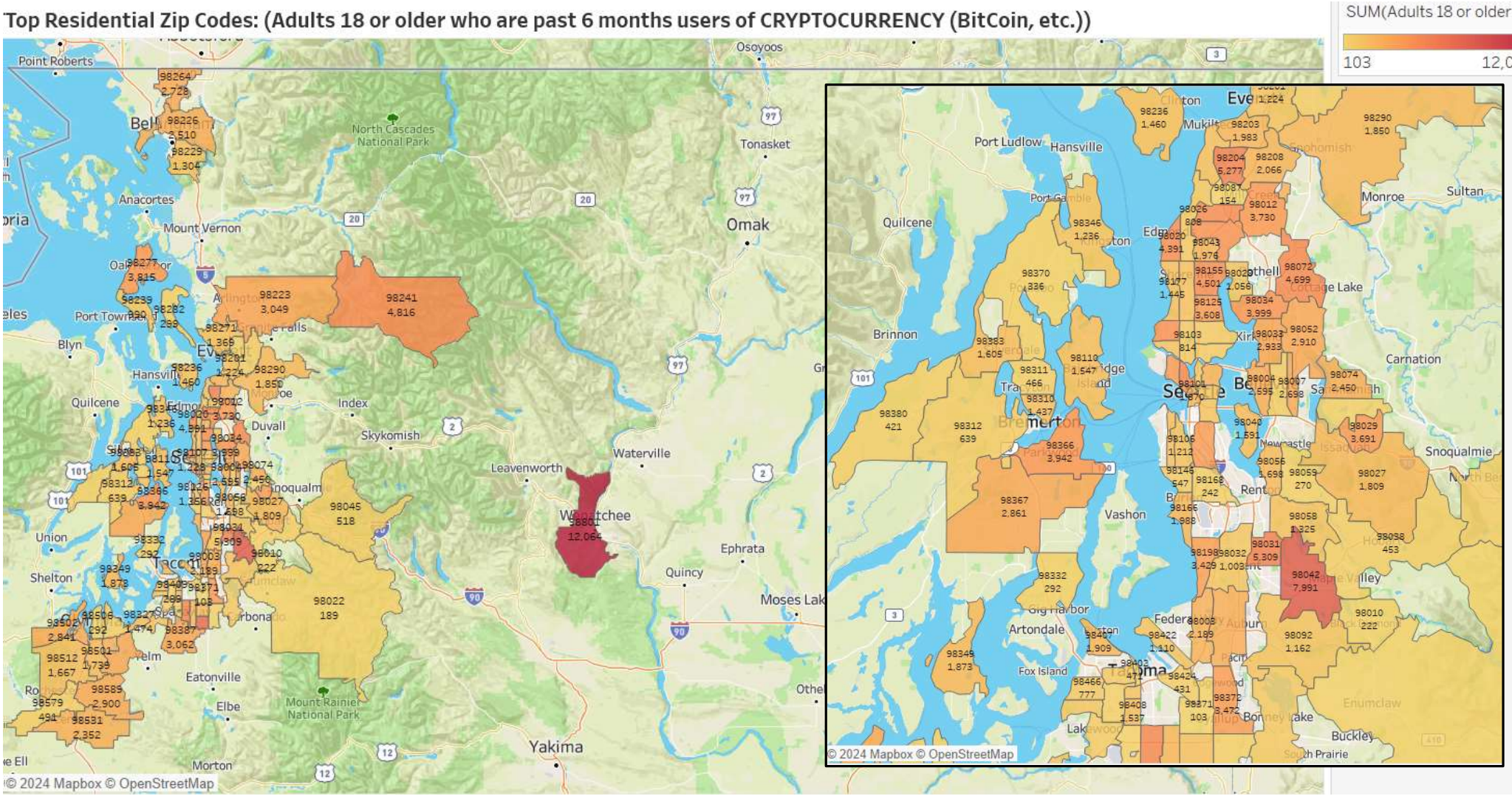


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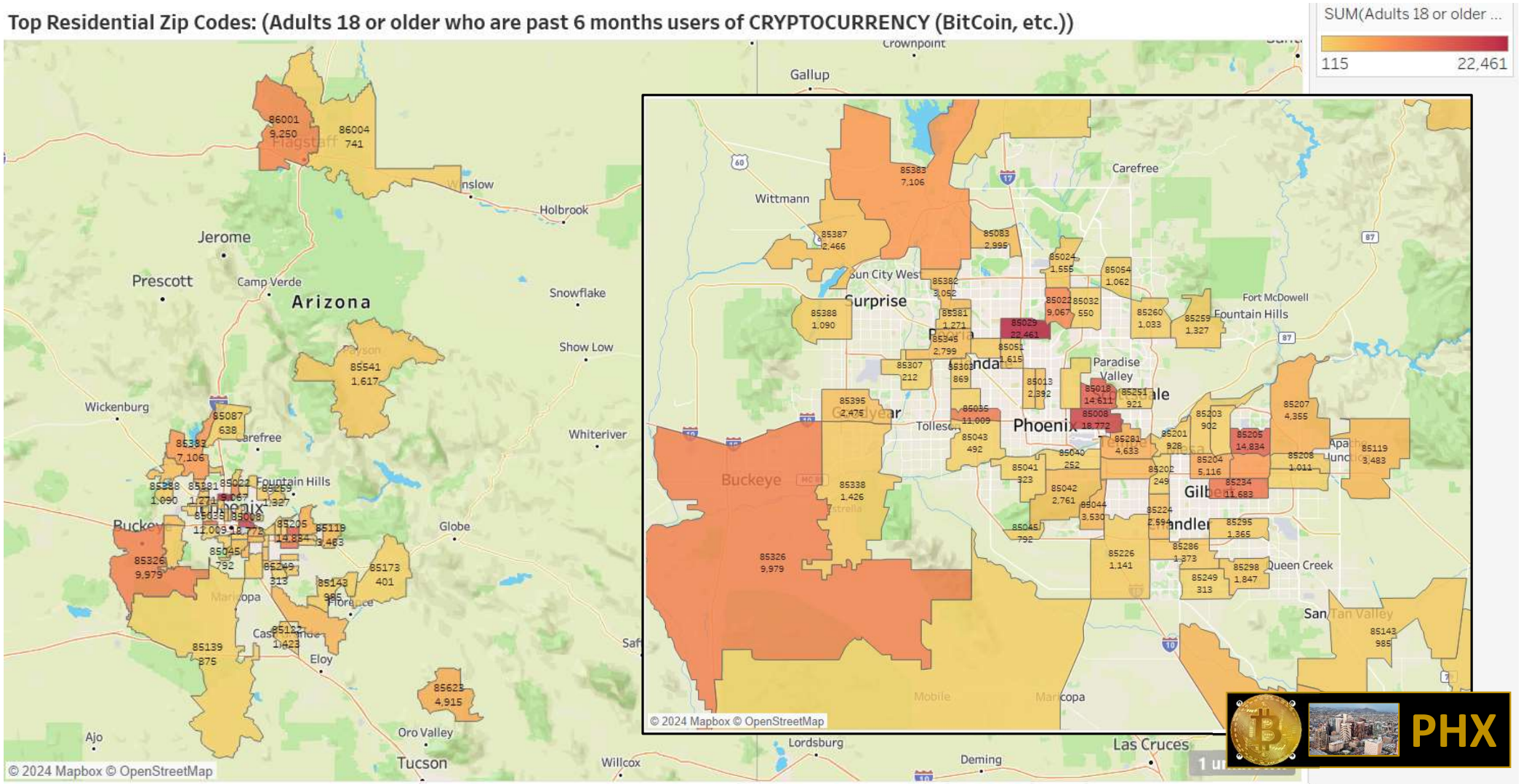


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Top Residential Zip Codes: (Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.))

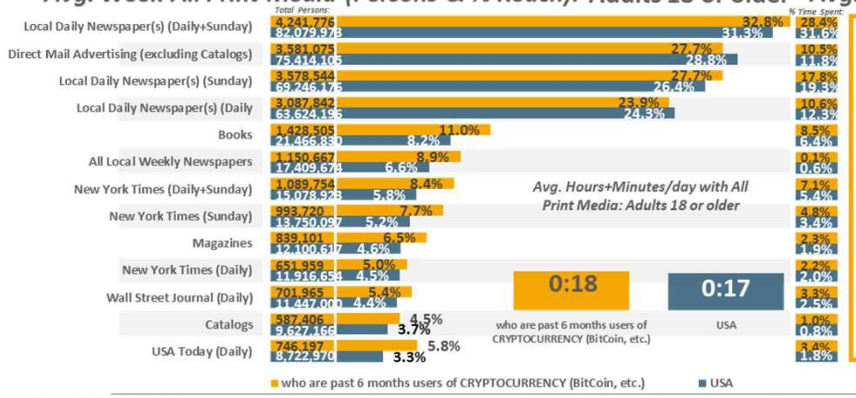


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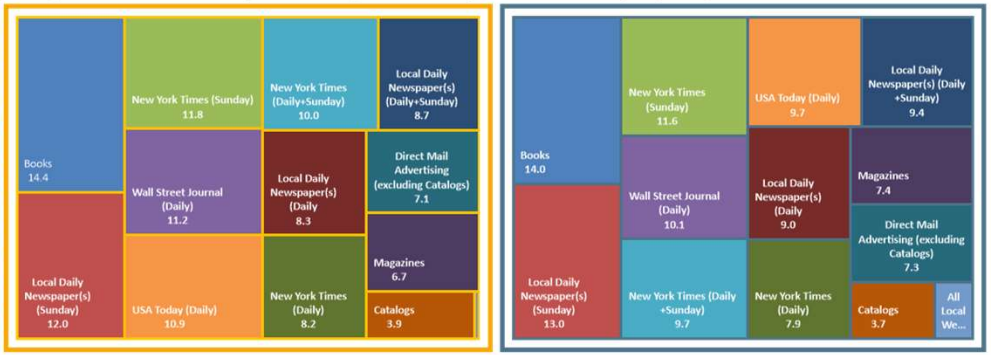


4,241,776 or 32.8% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 31.1% of all time spent daily with All forms of Print

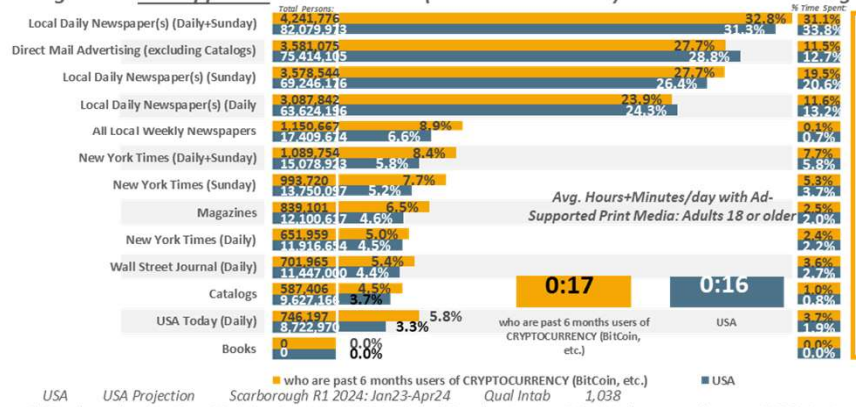
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



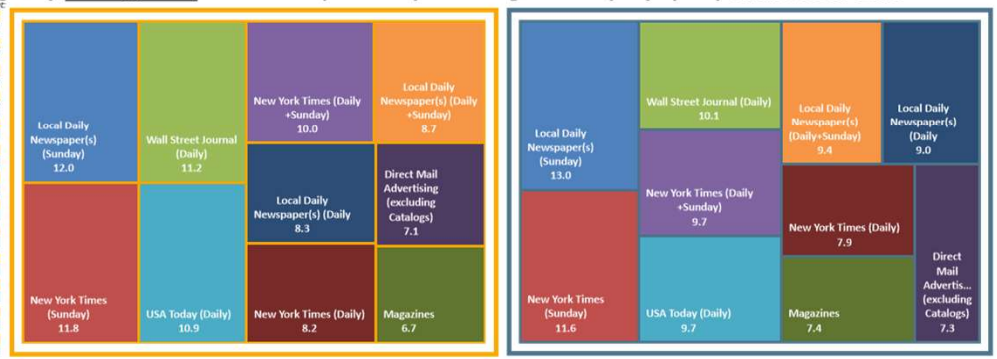
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,038

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

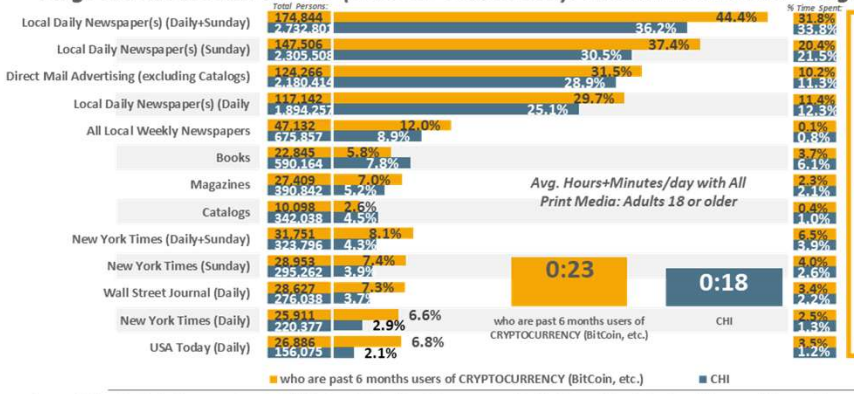
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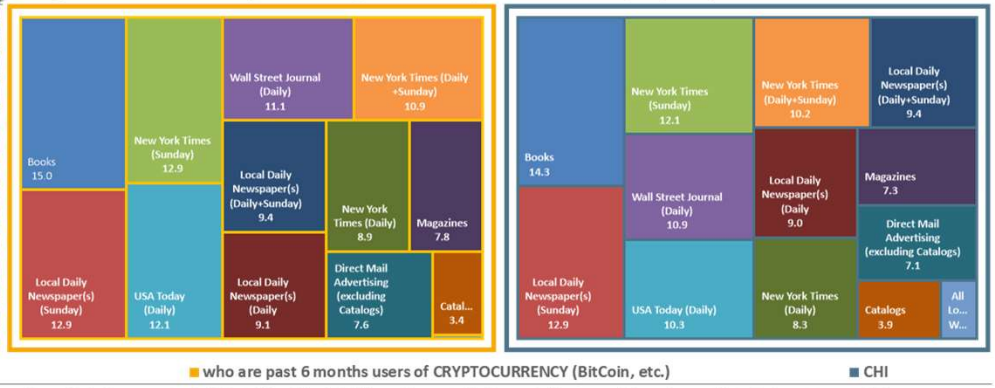


174,844 or 44.4% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 33.% of all time spent daily with All forms of Print Me

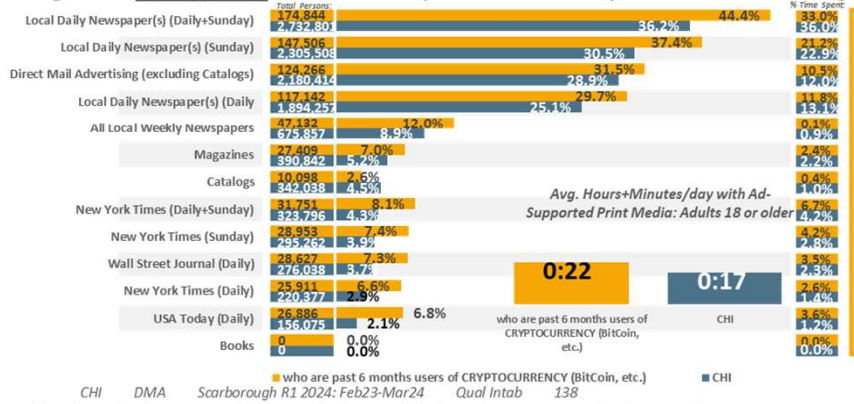
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



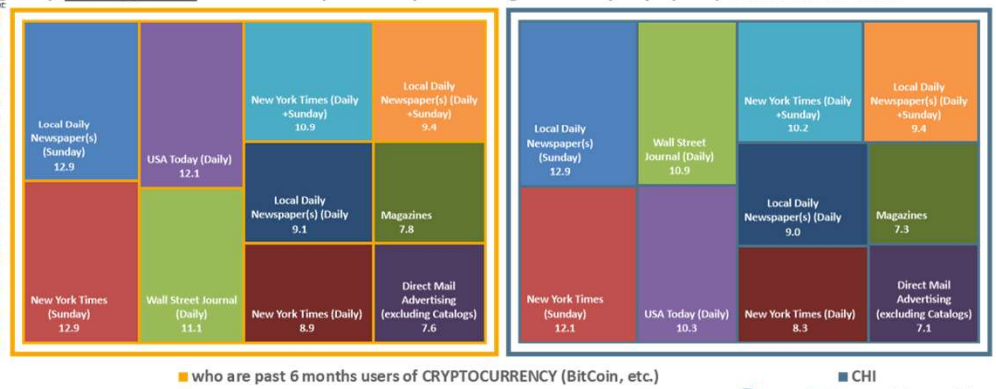
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 138

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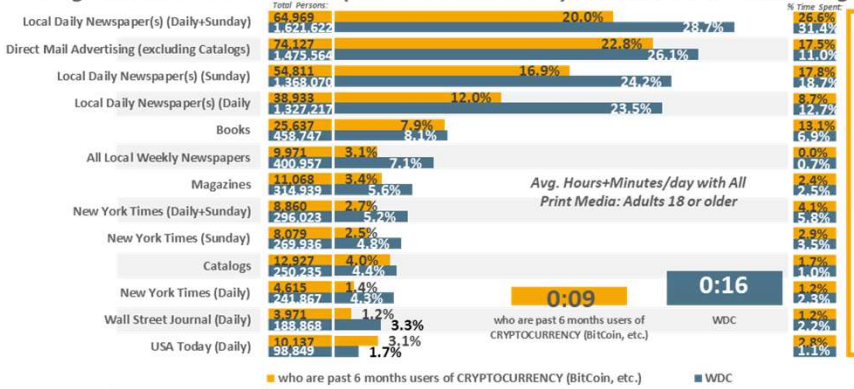
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



64,969 or 20.% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 30.6% of all time spent daily with All forms of Print Medi

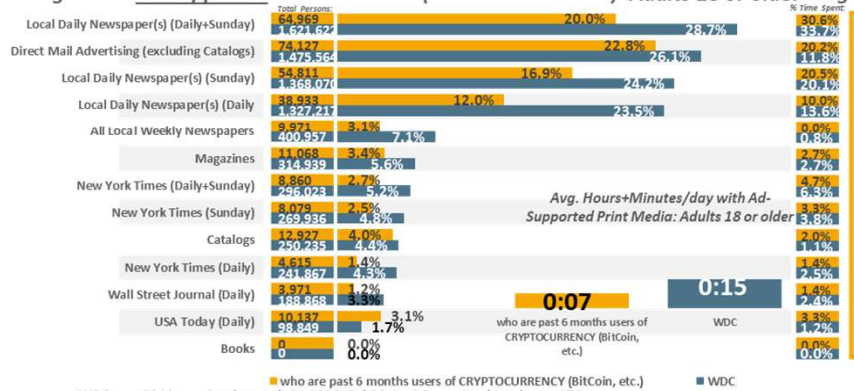
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



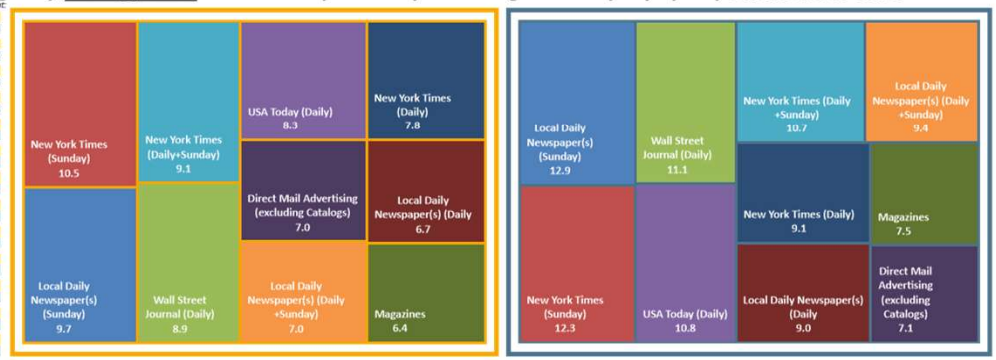
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 279

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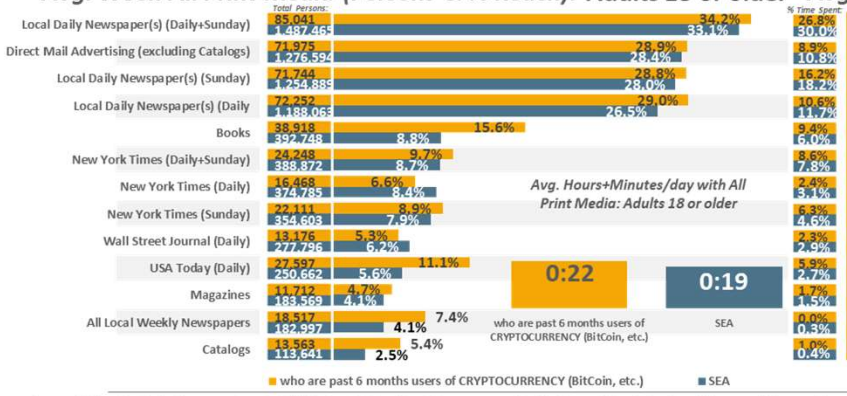
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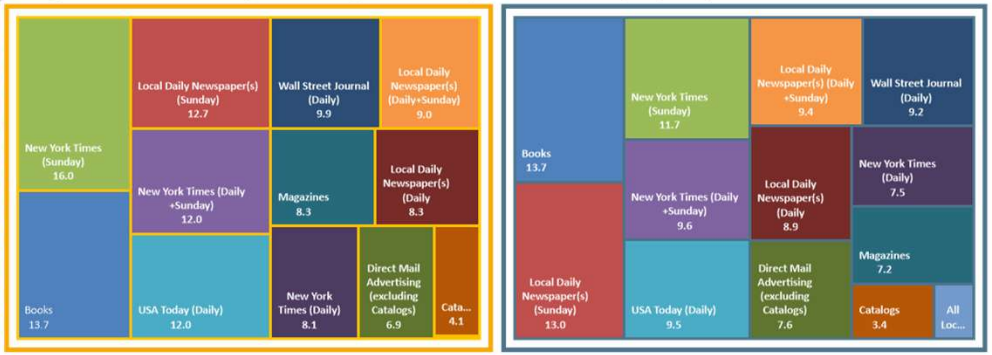


85,041 or 34.2% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 29.6% of all time spent daily with All forms of Print Med

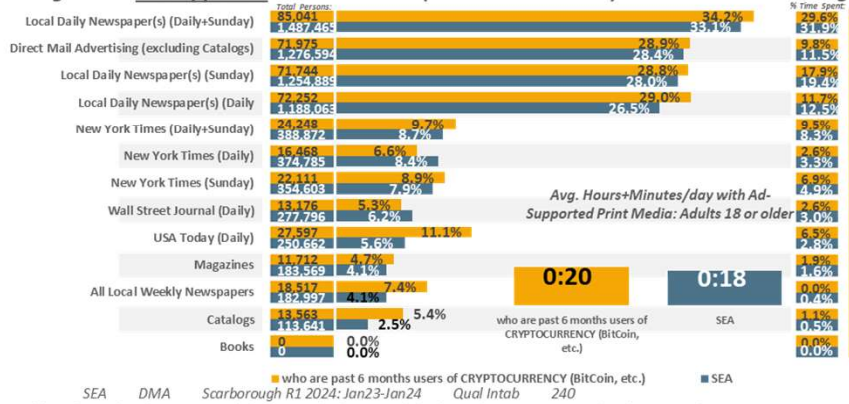
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 240

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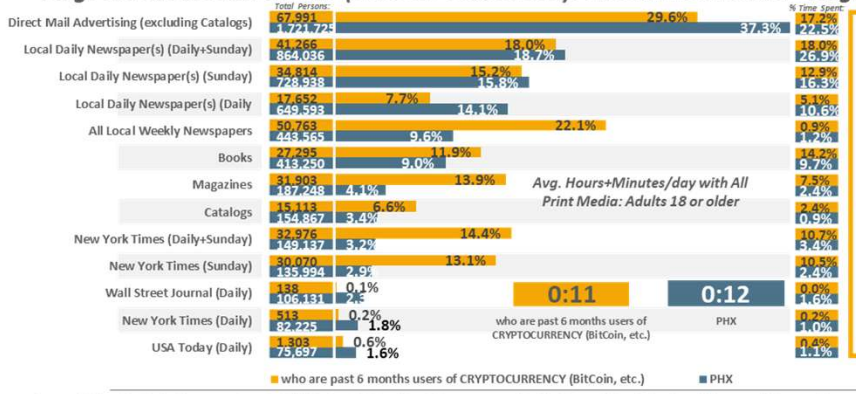
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Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)



41,266 or 18.% of Adults 18 or older who are past 6 months users of CRYPTOCURRENCY (BitCoin, etc.) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 20.9% of all time spent daily with All forms of Print Med

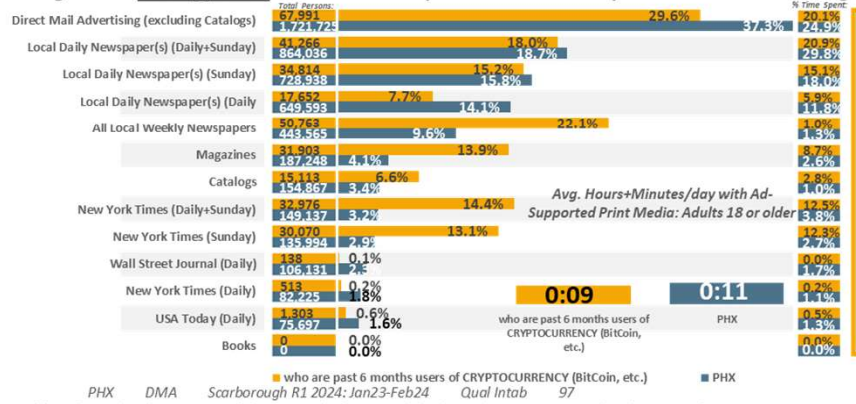
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 97

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