Seattle-Tacoma Metro – P21+ past 12 months EMERALD QUEEN CASINO Users!

Complete Demographic & Media Use Profiles



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

P21+ AND [(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

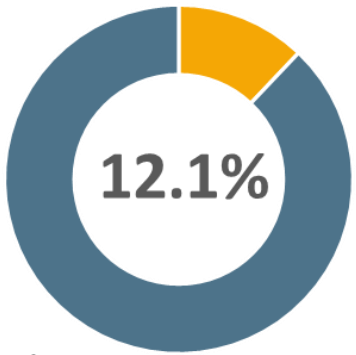
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN EQC CASINO & HOTEL

PUYALLUP TRIBE OF INDIANS

12.1% or 435,879 of SEATTLE-TACOMA Metro Adults 21 or older are past 12mos Emerald Queen Casino users. Typical Adults 21 or older past 12mos Emerald Queen Casino users are 47. years old (4.1% younger than average) and have a $103,764 (18.5% lower than average) annual household income.

Percent of Market: Adults 21 or older

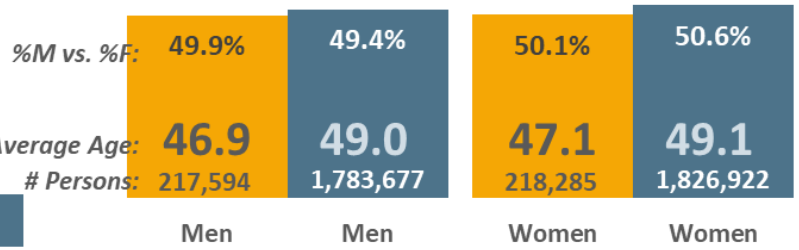


- past 12mos Emerald Queen Casino users
- Remainder of SEATTLE-TACOMA Metro

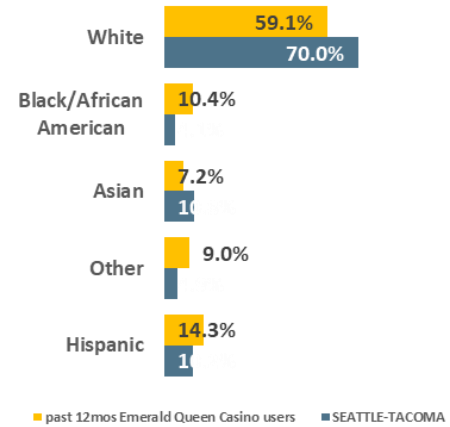
Total Persons:



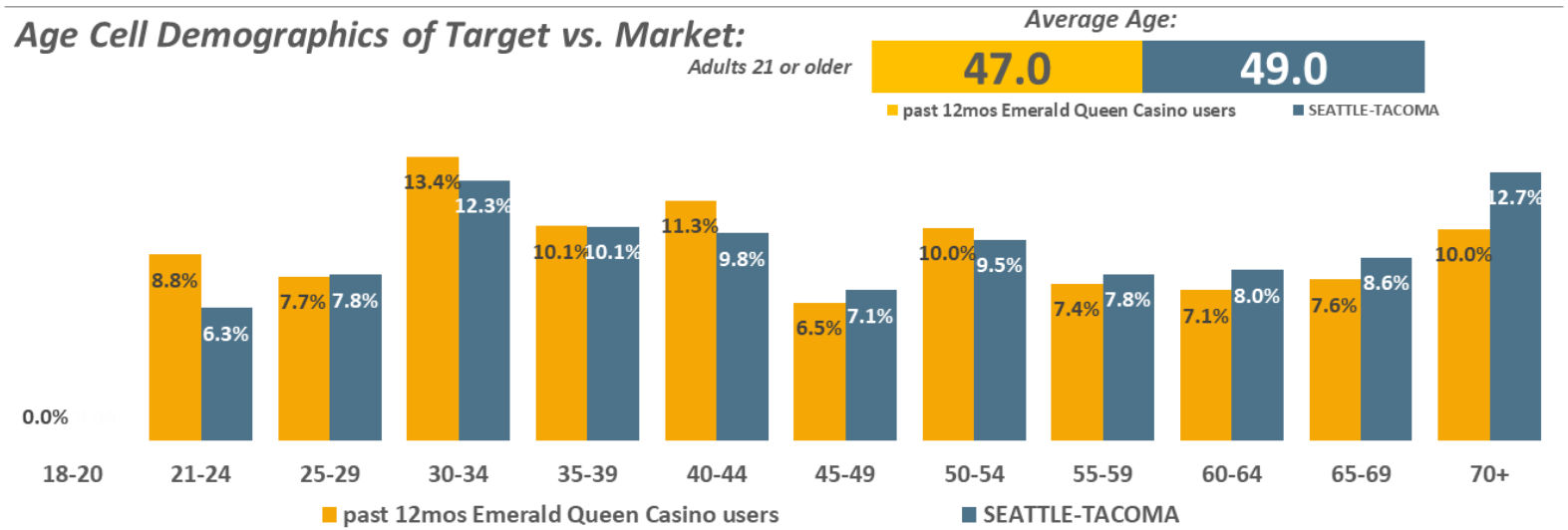
Gender of Target vs. Market: Adults 21 or older



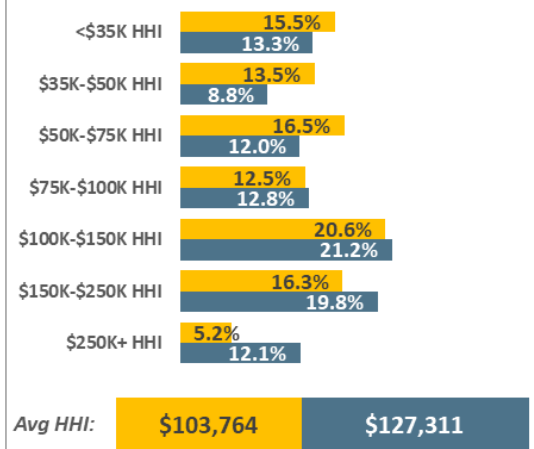
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

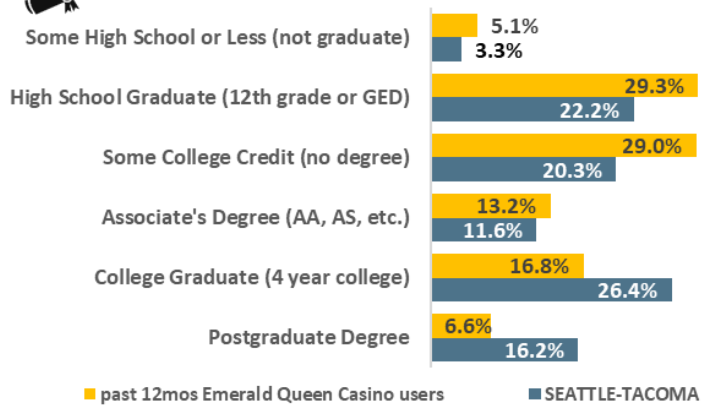
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN EQC CASINO & HOTEL

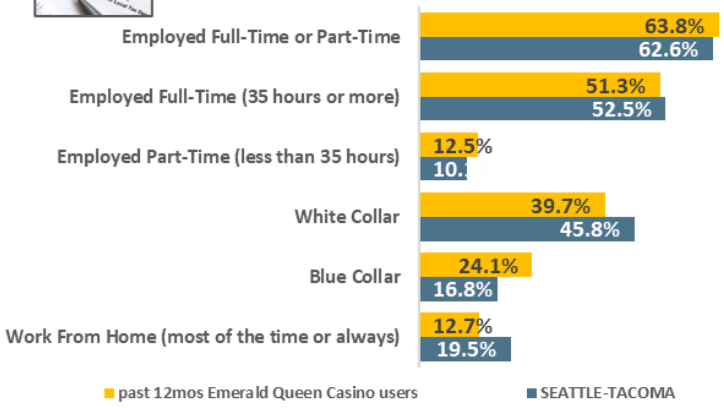
PUYALLUP TRIBE OF INDIANS

12.1% or 435,879 of SEATTLE-TACOMA Metro Adults 21 or older are past 12mos Emerald Queen Casino users. Adults 21 or older past 12mos Emerald Queen Casino users are 44.9% less likely to be a college graduate, 2.3% less likely to work full-time, 29.3% less likely to be married, 1.6% less likely to be a parent of 1 or more children under 18.

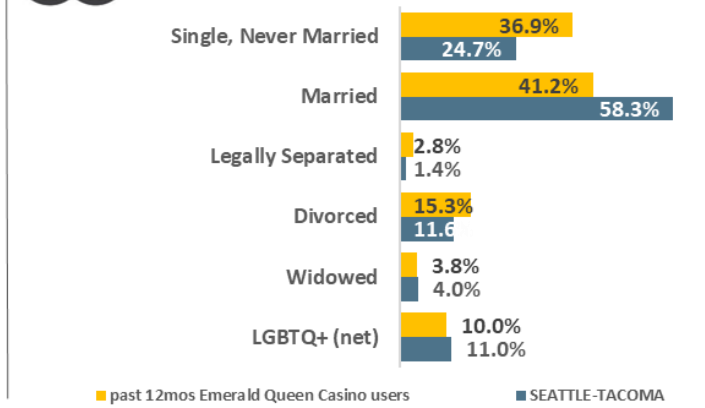
Education Levels: Adults 21 or older



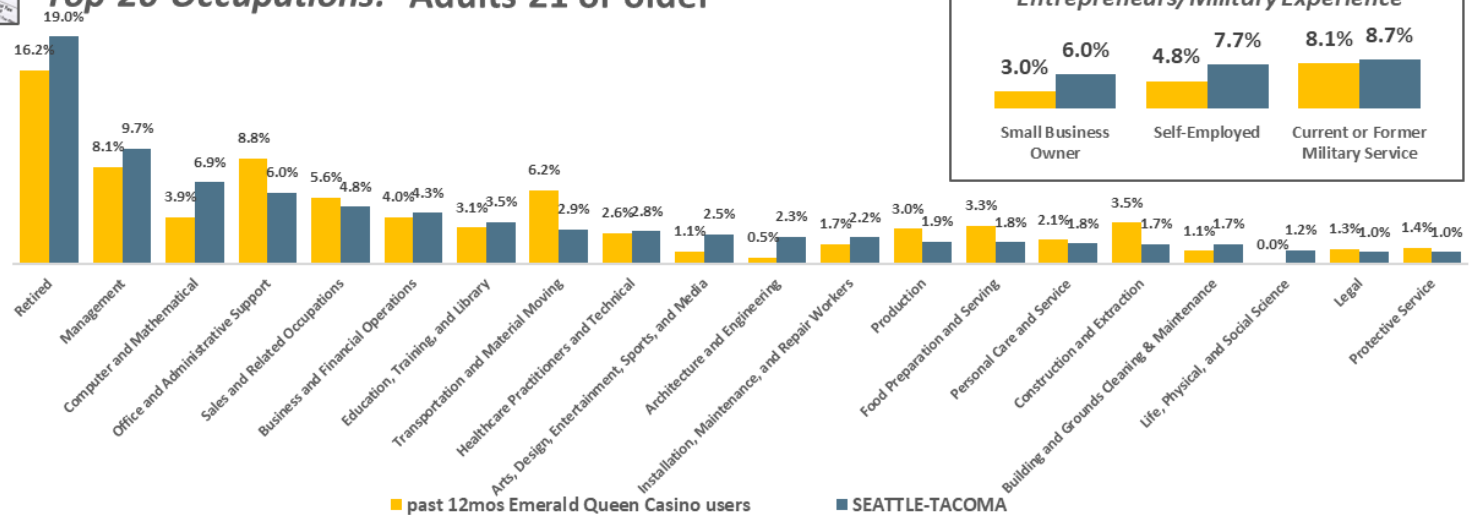
Employment: Adults 21 or older



Marital Status: Adults 21 or older

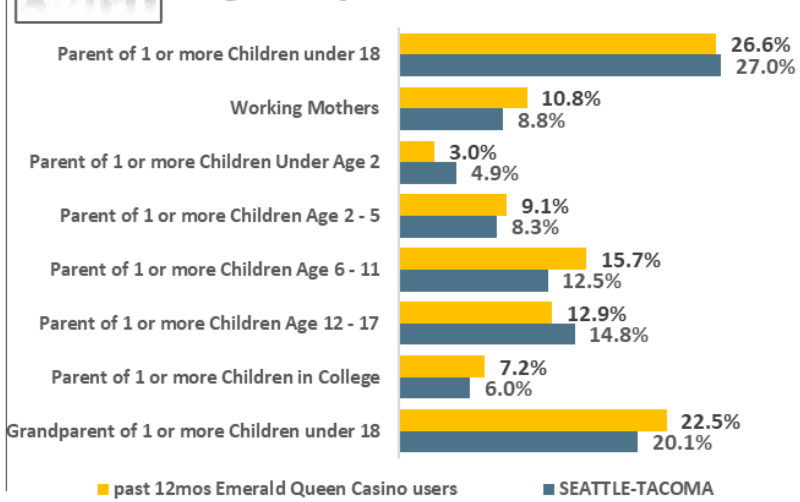


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

AM 880 K·I·X·I

2060 Digital

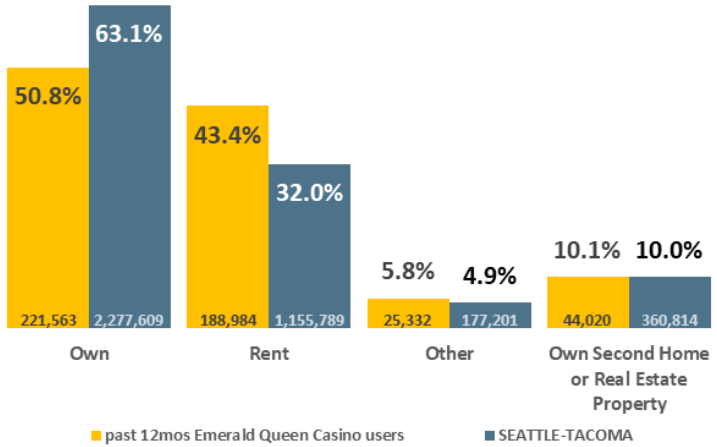
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

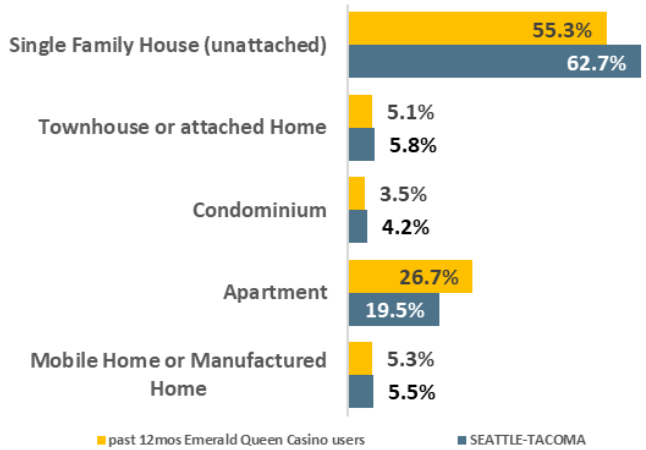
PUYALLUP TRIBE OF INDIANS

12.1% or 435,879 of SEATTLE-TACOMA Metro Adults 21 or older are past 12mos Emerald Queen Casino users. Adults 21 or older past 12mos Emerald Queen Casino users are 19.4% less likely to own their home, 23.9% more likely to own a lower valued home, 11.8% less likely to have a single-family home, 7.9% more likely to have a dog.

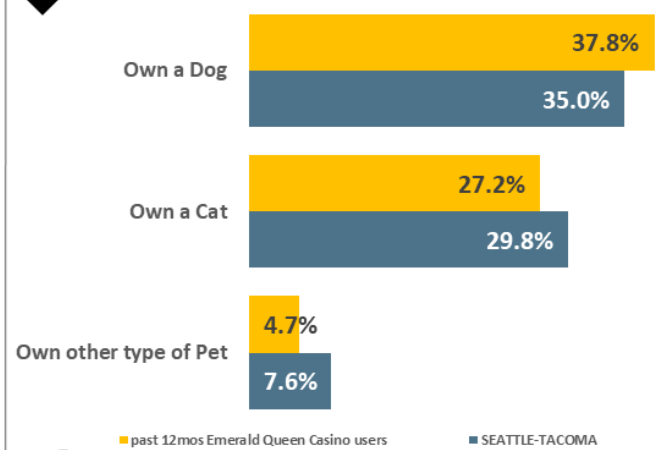
Own/Rent/Other: Adults 21 or older



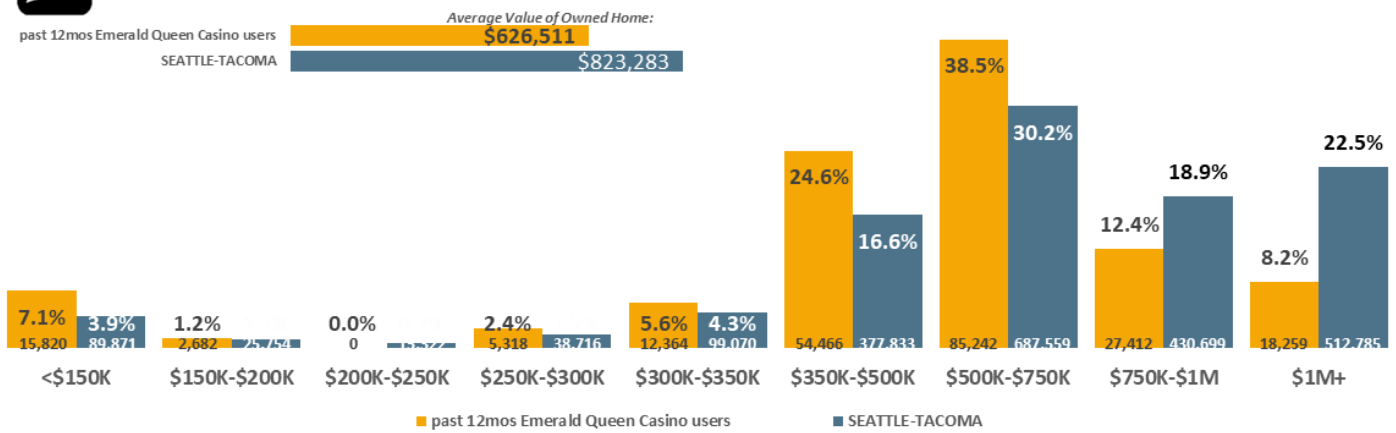
Type of Home: Adults 21 or older



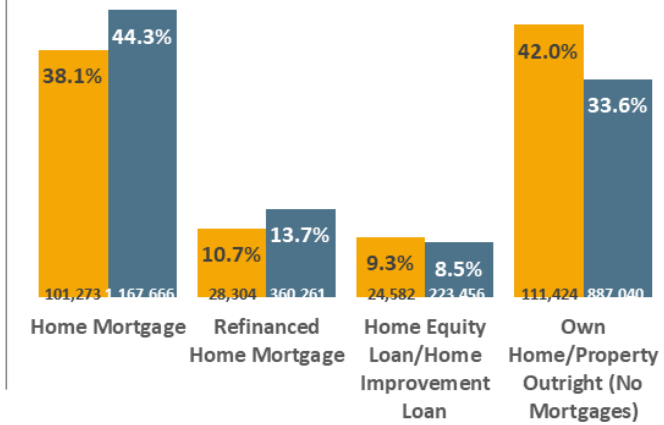
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

AM 880 K·I·X·I

2060 Digital

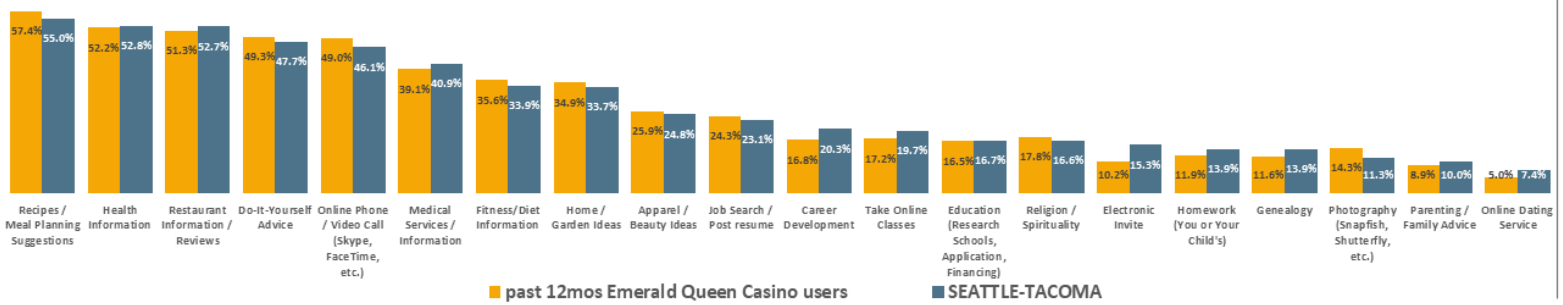
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

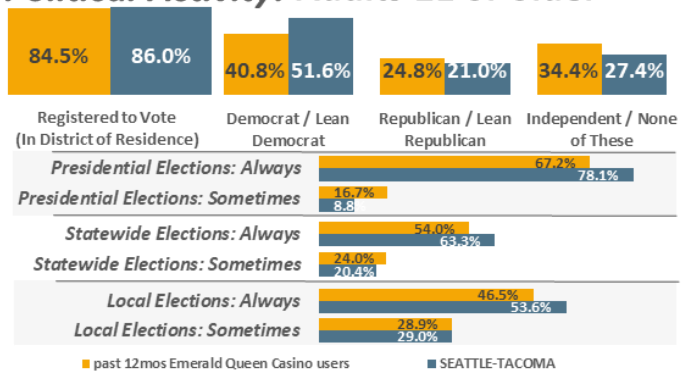
PUYALLUP TRIBE OF INDIANS

12.1% or 435,879 of SEATTLE-TACOMA Metro Adults 21 or older are past 12mos Emerald Queen Casino users. Adults 21 or older past 12mos Emerald Queen Casino users are 3.3% more likely to look up D-I-Y advice online, 13.2% less likely to always vote in local elections, 3.9% more likely to belong to a gym, 10.6% more likely to fly domestic past yr.

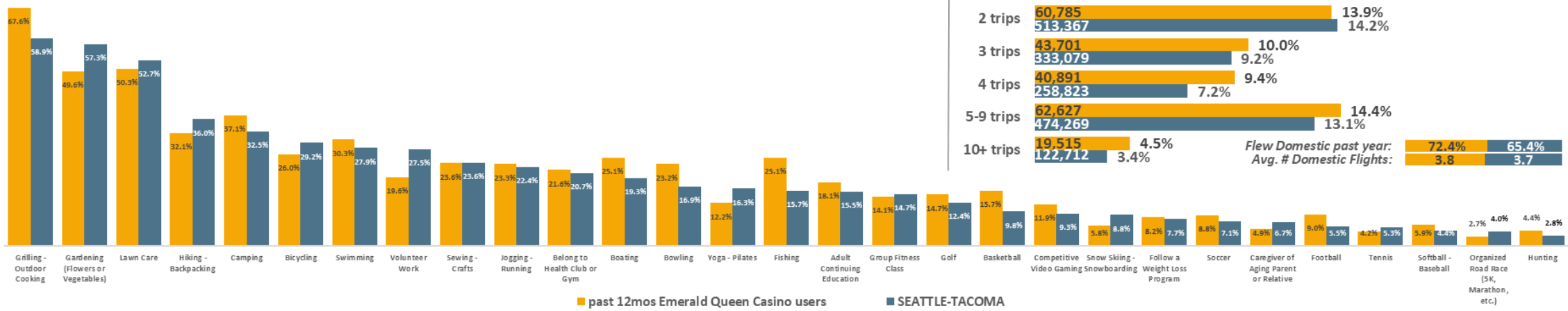
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

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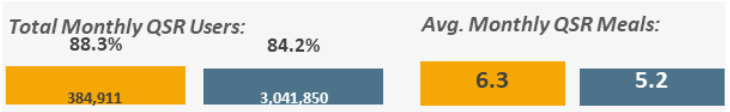
12.1% or 435,879 of SEATTLE-TACOMA Metro Adults 21 or older are past 12mos Emerald Queen Casino users. Adults 21 or older past 12mos Emerald Queen Casino users are 4.8% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 186.8% more likely to use Casinos past yr., 142.4% more likely to smoke cigarettes.

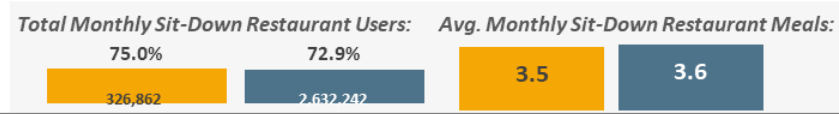
Past 30-days QSR Users: Adults 21 or older





Past 30-days Sit-Down Restaurant Users: Adults 21 or older





Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



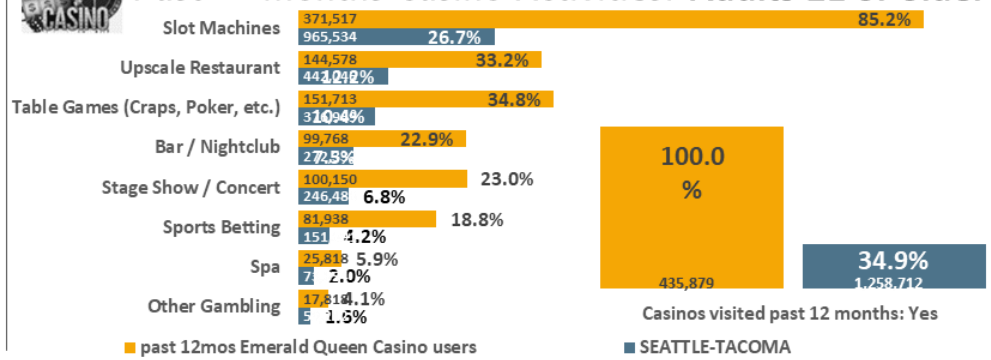


Drank Past 30-days: Adults 21 or older





Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older



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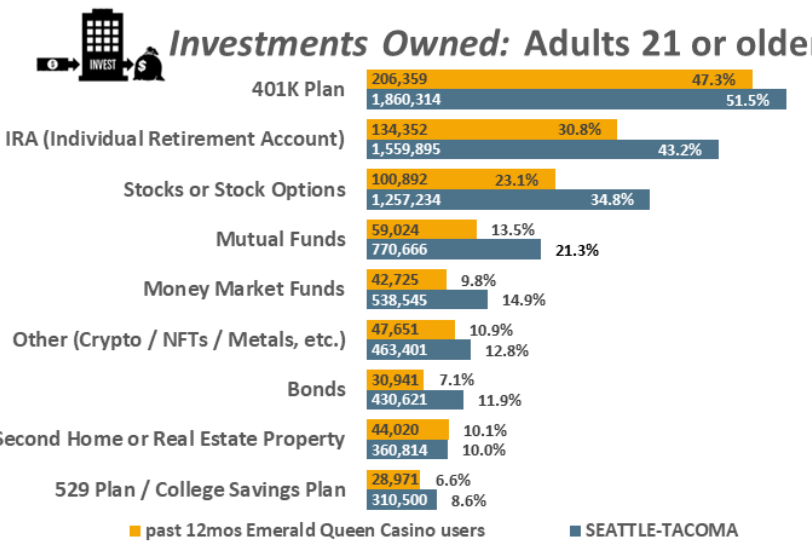
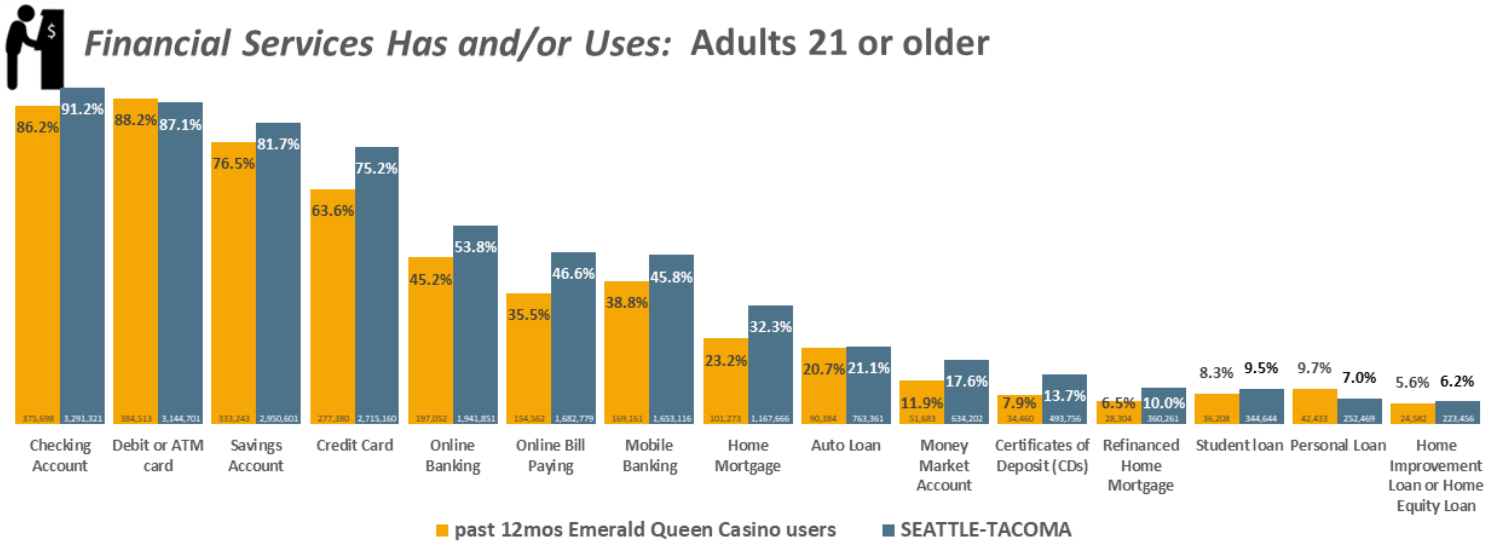
12.1% or 435,879 of SEATTLE-TACOMA Metro Adults 21 or older are past 12mos Emerald Queen Casino users. Adults 21 or older past 12mos Emerald Queen Casino users are 8.1% less likely to have a 401K, 1.9% less likely to have an Auto Loan, 11.9% less likely to Invest/Trade Stocks Online, 18.8% more likely to pay with their Debit Card.

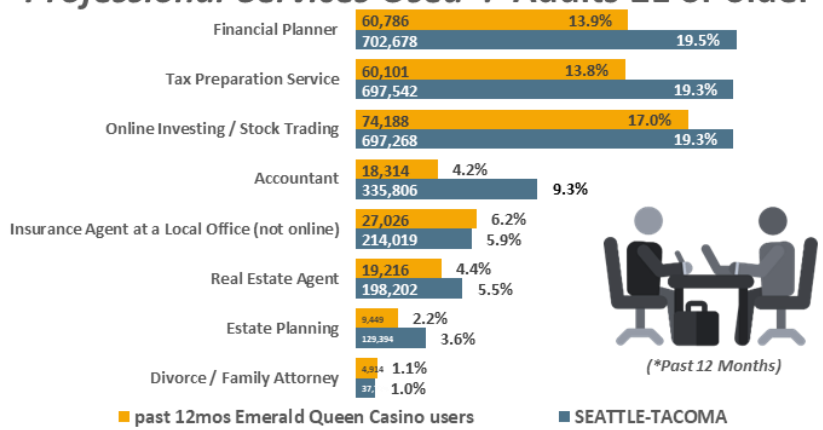
Investments Owned: Adults 21 or older



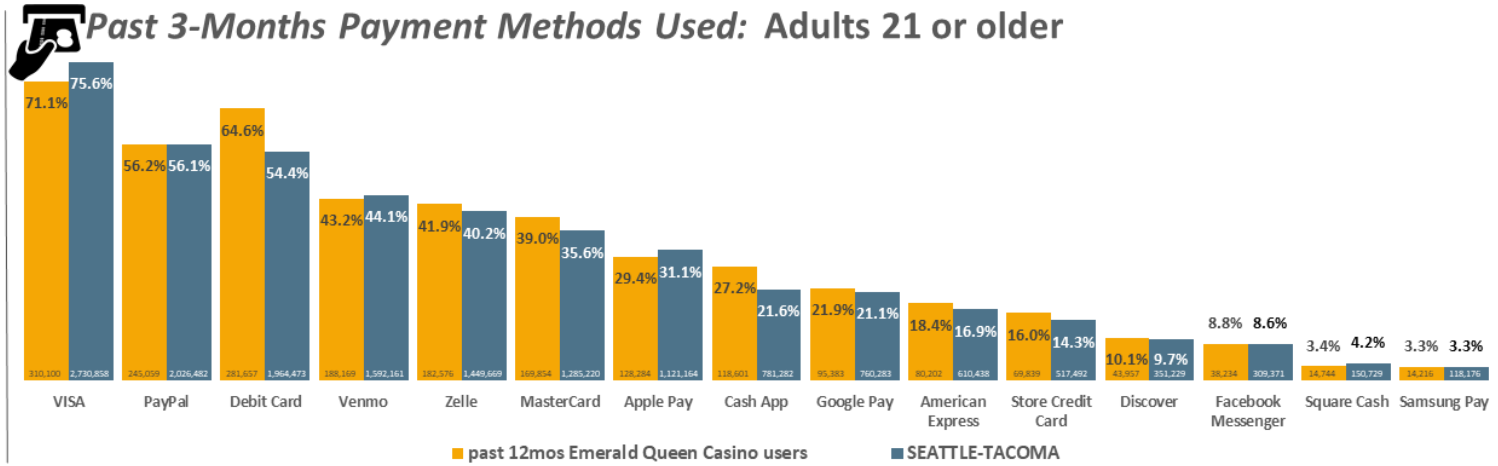
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



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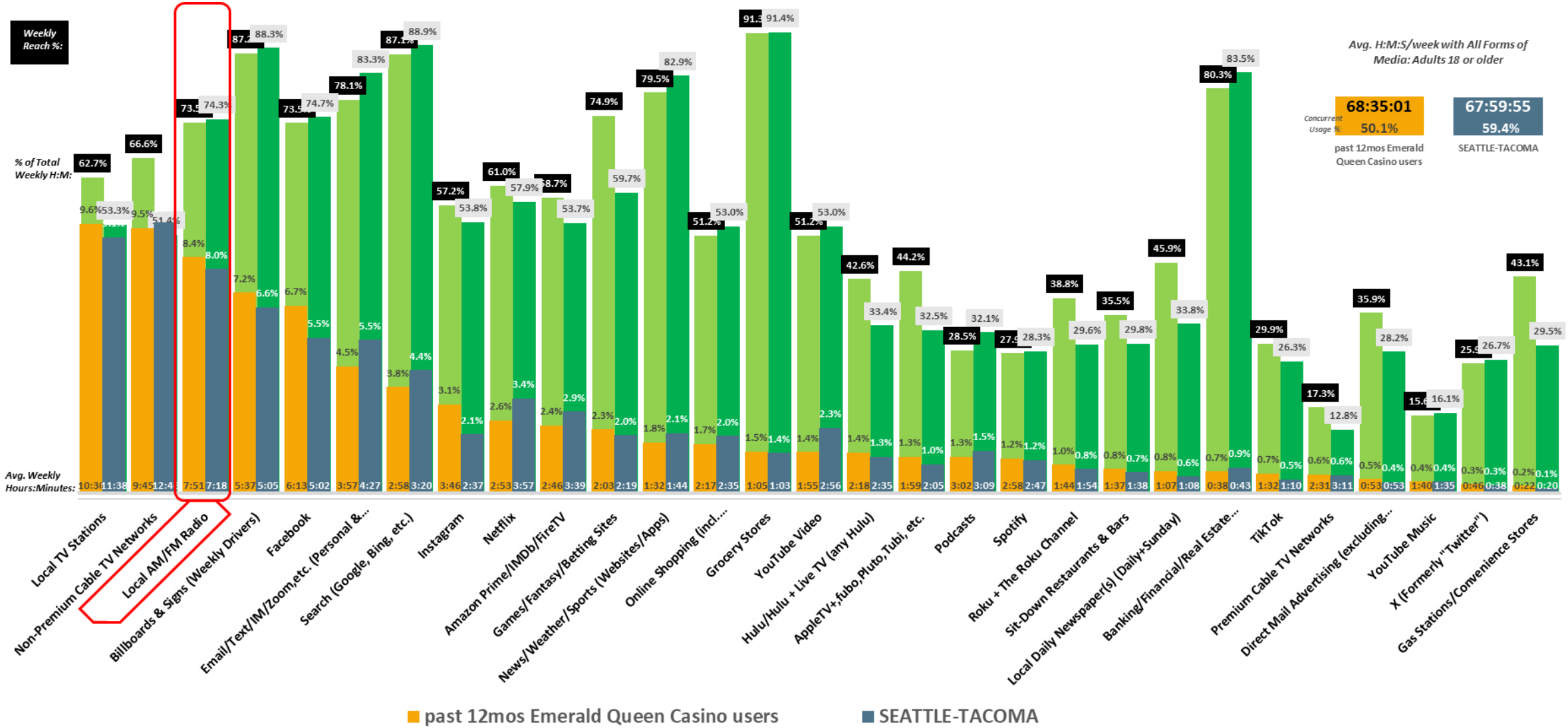
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

PUYALLUP TRIBE OF INDIANS

Adults 21 or older past 12mos Emerald Queen Casino users spend an average of 2 days, 20 hours, 35 minutes and 1 seconds each week with All Forms of Media.

73.5% of Adults 21 or older past 12mos Emerald Queen Casino users spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 8,703

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[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

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warm 106.9

98.9 THE BULL

HB Hubbard BROADCASTING

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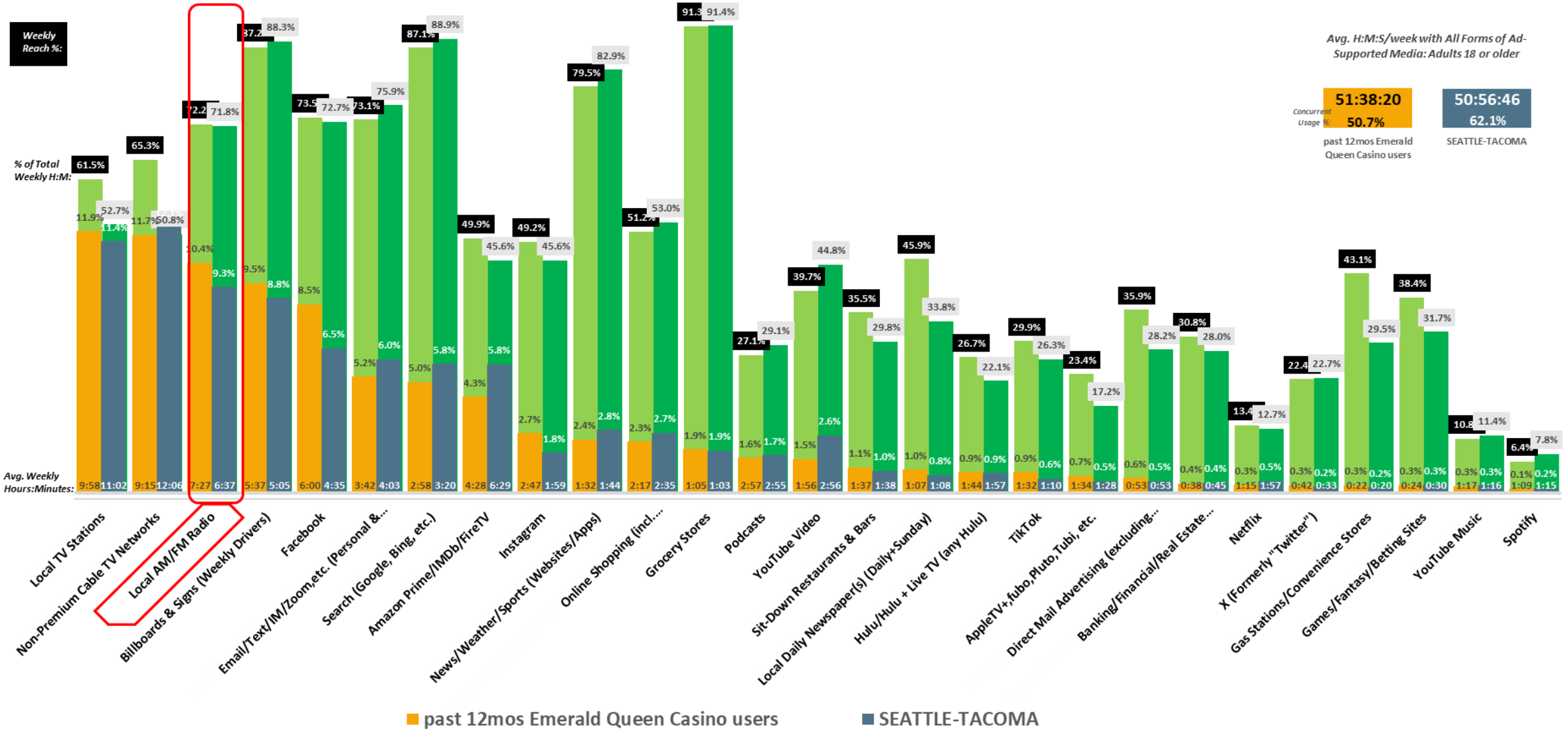
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

PUYALLUP TRIBE OF INDIANS

Adults 21 or older past 12mos Emerald Queen Casino users spend an average of 2 days, 3 hours, 38 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

72.2% of Adults 21 or older past 12mos Emerald Queen Casino users spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,203
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warm 106.9

98.9 THE BULL

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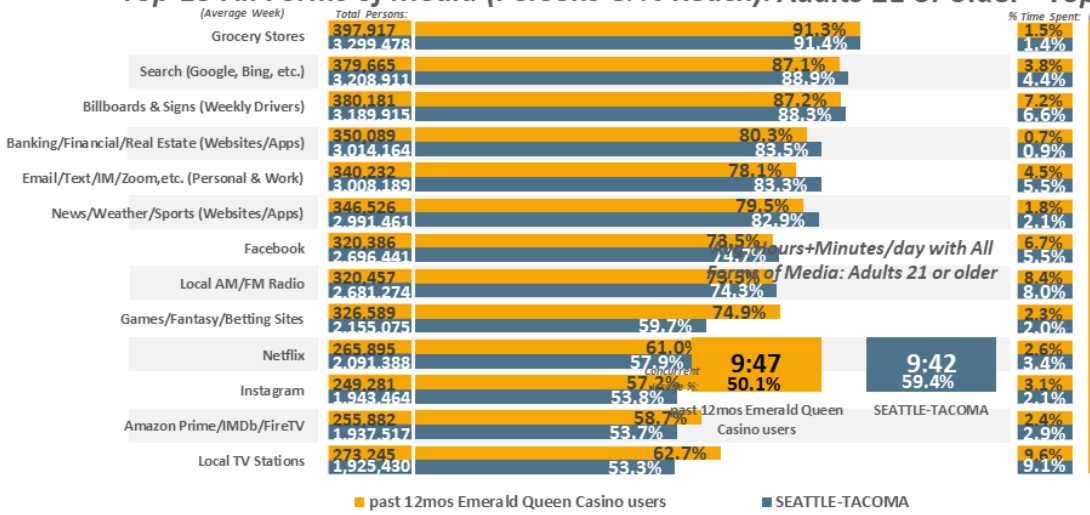
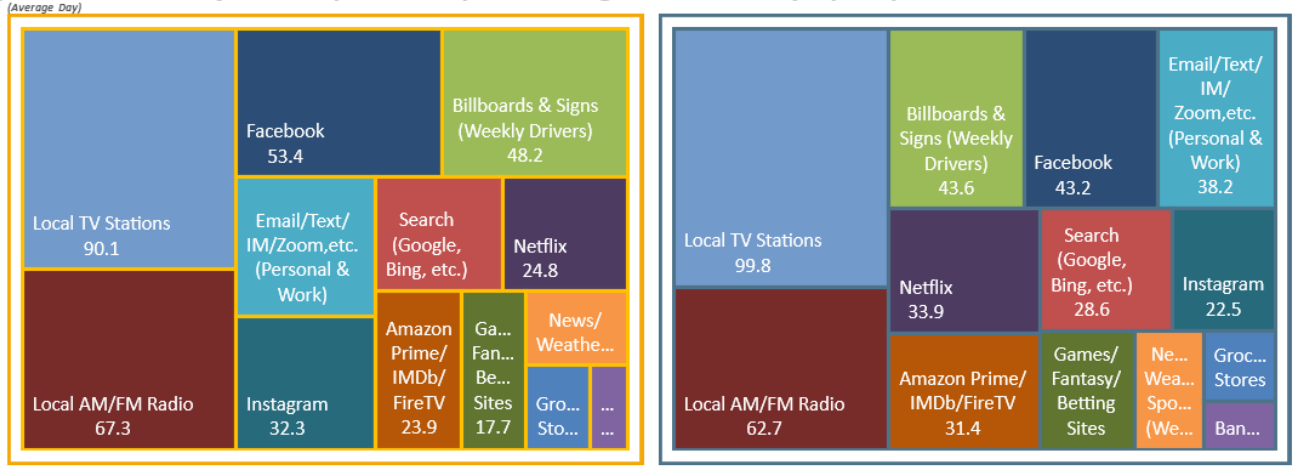
PUYALLUP TRIBE OF INDIANS

Adults 21 or older past 12mos Emerald Queen Casino users spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 72.2% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

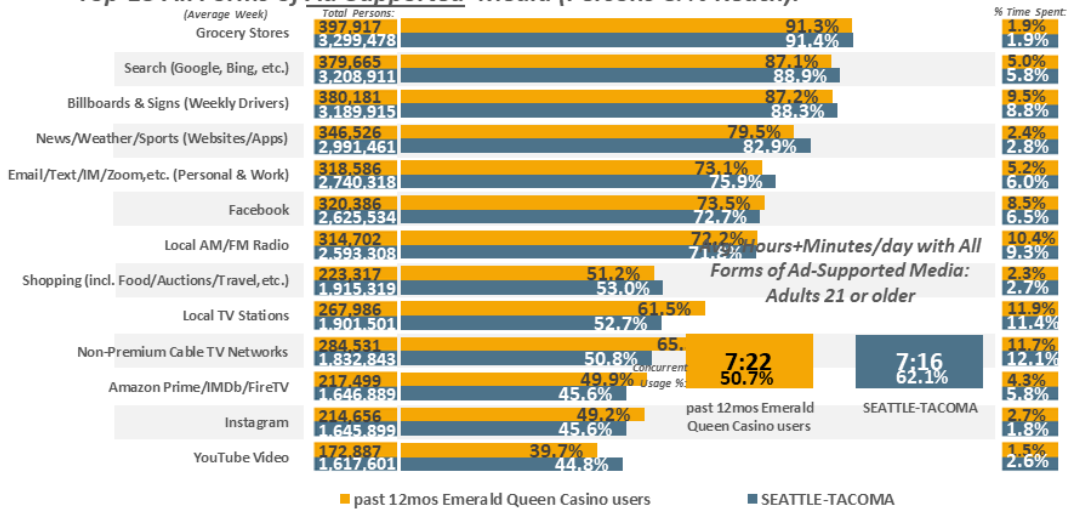
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



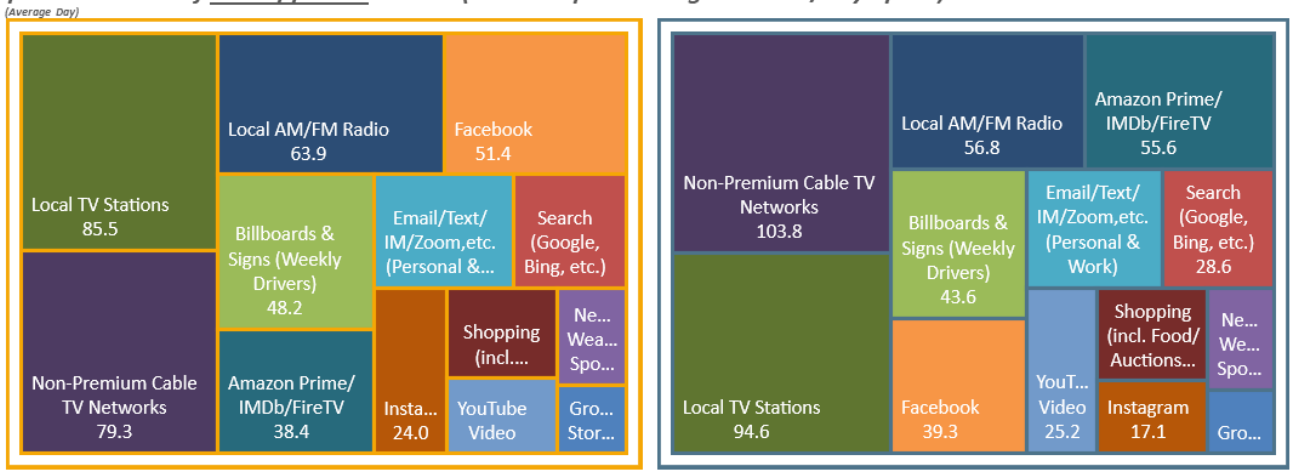
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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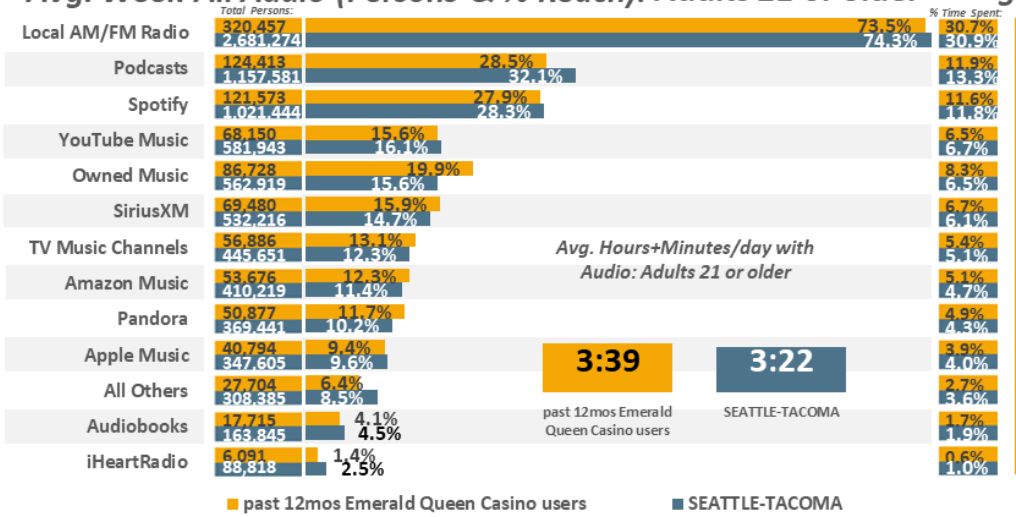
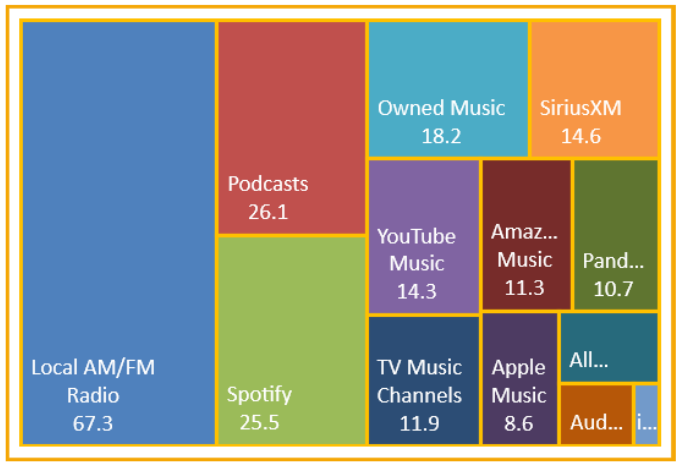
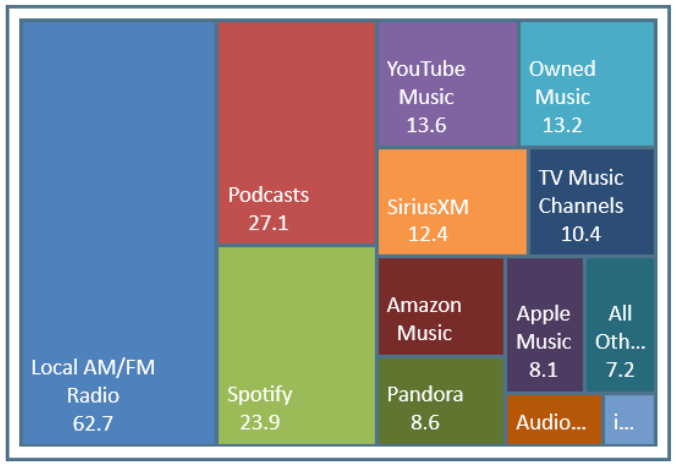
314,702 or 72.2% of Adults 21 or older past 12mos Emerald Queen Casino users listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

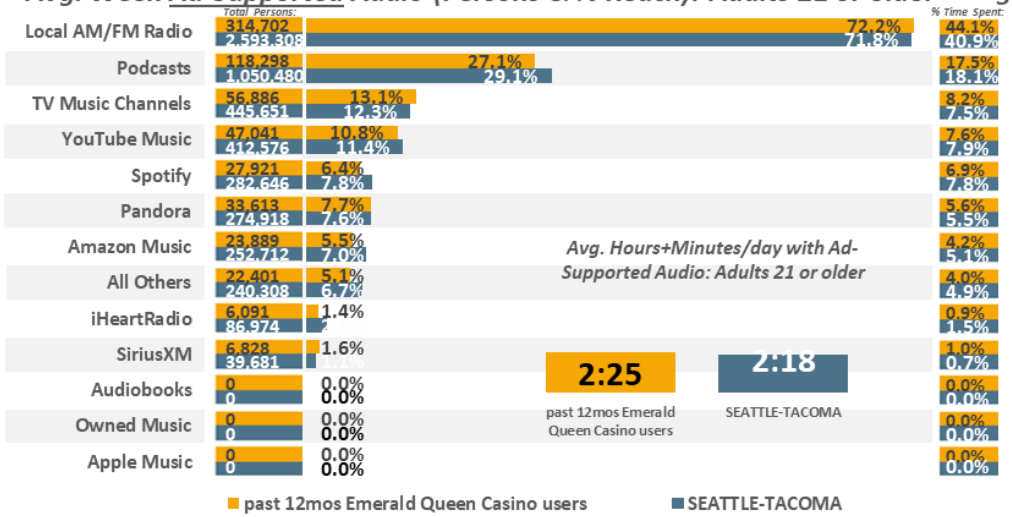


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

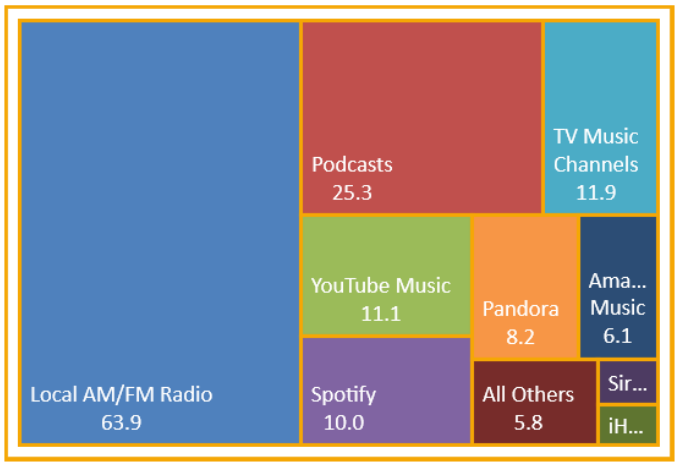


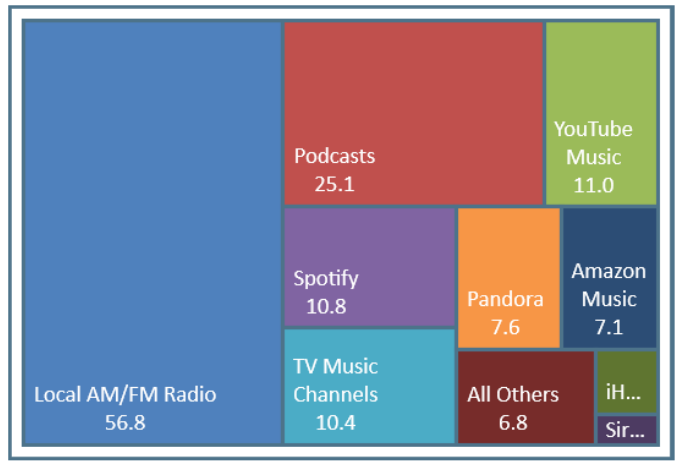


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | soefa.ai Share of Everything for Anything © | AM 880 K·I·X·I | 2060 Digital

THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

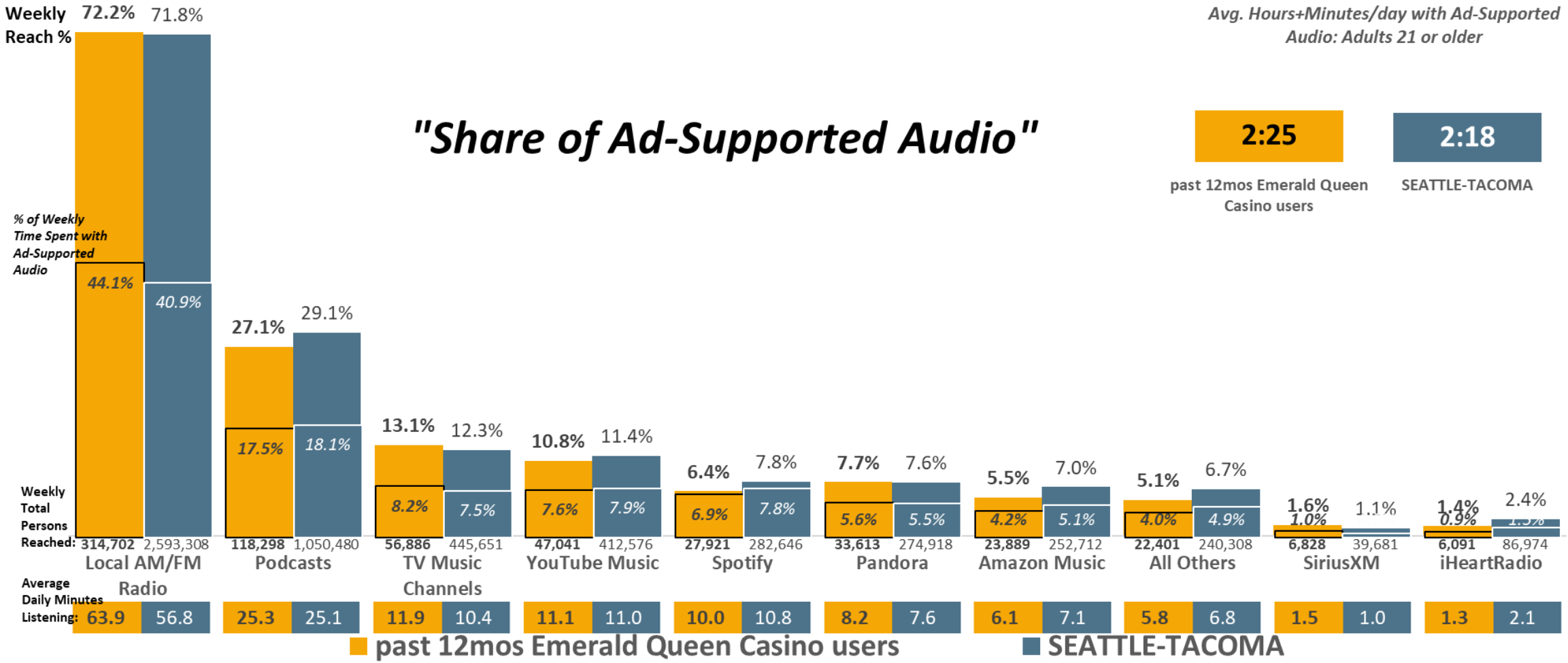
PUYALLUP TRIBE OF INDIANS

314,702 or 72.2% of Adults 21 or older past 12mos Emerald Queen Casino users listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 21 or older

	2:25	2:18
	past 12mos Emerald Queen Casino users	SEATTLE-TACOMA



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,703

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

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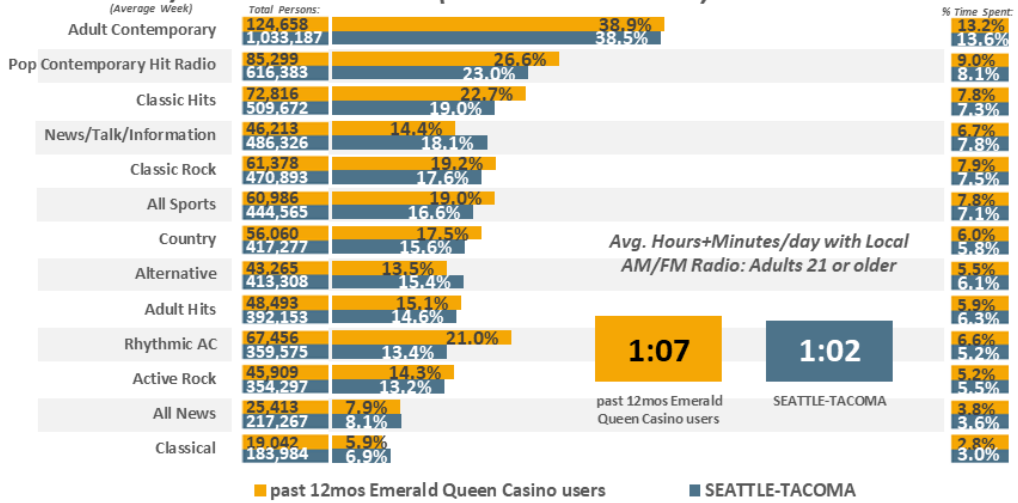
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

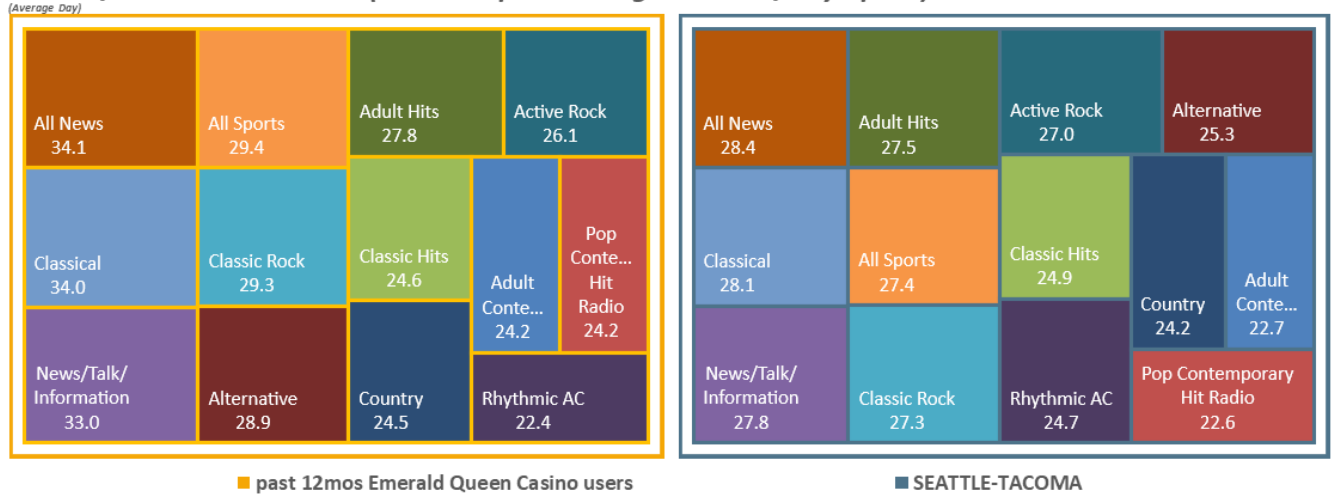
PUYALLUP TRIBE OF INDIANS

314,702 or 72.2% of Adults 21 or older past 12mos Emerald Queen Casino users listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Rhythmic AC, and Classic Rock.

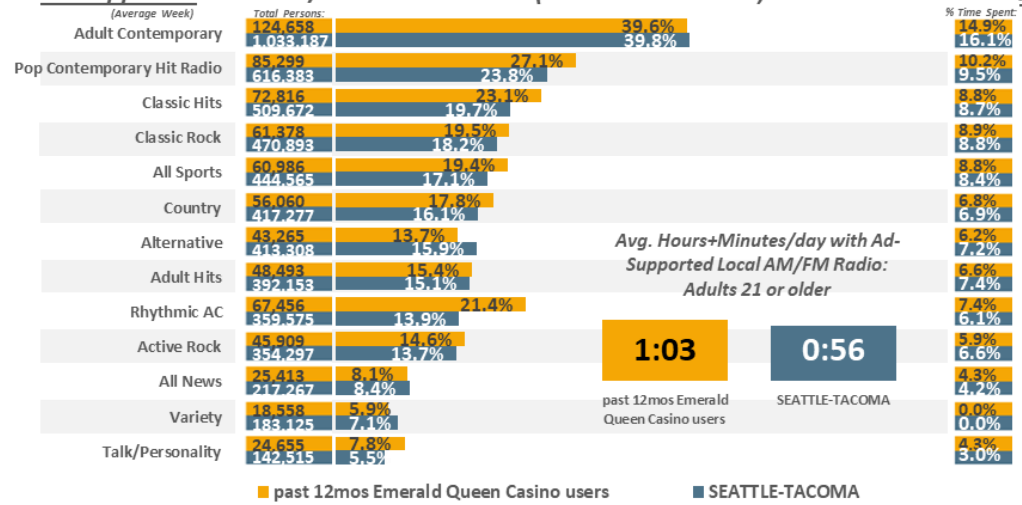
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



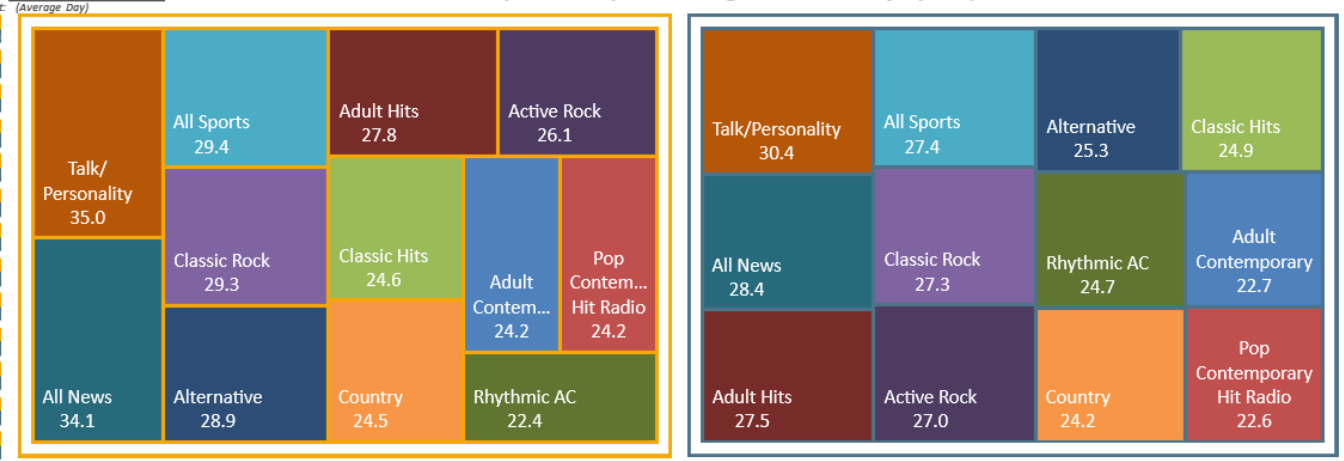
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN EQC CASINO & HOTEL

PUYALLUP TRIBE OF INDIANS

SEATTLE-TACOMA (Metro Survey Area)
MAY24 / APR24 / MAR24
SCARBOROUGH R1 2024: JAN23-JAN24
Station Rankings Based on: All Stations

Qualitative Criteria Used: Casinos visited past 12 months (by name): Emerald Queen Casino

Hubbard Radio's **MOViN 92.5** and **WARM 106.9** are **Two of the Top-5 Stations** reaching Seattle-Tacoma Metro Area **P21+** past 12 months **EMERALD QUEEN CASINO** Users.



Adults 21+											
M-Su 6a-12m											
	Station	Owner	Format	Qual Average Persons	*Qual Average Rating**	Qual Daily Cume Persons	Qual Daily Cume Rating	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Qual Index
1	KZOK-FM	iHeartMedia Inc	Classic Rock	1,700	0.4	21,000	4.8	61,100	14.0	113
2t	KISW-FM	Audacy	Active Rock	1,100	0.3	15,300	3.5	42,000	9.6	107
2t	KKWF-FM	Audacy	Country	1,400	0.3	18,100	4.1	47,400	10.8	112
4t	***KQMV-FM***	***Hubbard Radio LLC***	***Pop Contemporary Hit Radio***	***900***	***0.2***	***17,100***	***3.9***	***55,300***	***12.7***	***129***
4t	***KRWM-FM***	***Hubbard Radio LLC***	***Adult Contemporary***	***800***	***0.2***	***16,500***	***3.8***	***59,000***	***13.5***	***108***
4t	KBKS-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	800	0.2	15,900	3.6	50,600	11.6	122
4t	KHTP-FM	Audacy	Rhythmic AC	900	0.2	17,700	4.1	56,600	13.0	156
4t	KING-FM	Beethoven	Classical	700	0.2	8,300	1.9	20,200	4.6	90
4t	KIRO-AM	Bonneville International Corp.	All Sports	700	0.2	10,500	2.4	29,900	6.8	111
4t	KIRO-FM	Bonneville International Corp.	News Talk Information	1,000	0.2	12,200	2.8	29,300	6.7	123
4t	KJEB-FM	iHeartMedia Inc	Classic Hits	1,000	0.2	18,200	4.2	60,500	13.8	124
4t	KSWD-FM	Audacy	Adult Contemporary	800	0.2	13,000	3.0	47,900	11.0	101
13t	KCMS-FM	CRISTA Media	Christian Adult Contemporary	300	0.1	3,600	0.8	10,200	2.3	84
13t	KEXP-FM	Friends of KEXP	Alternative	300	0.1	4,300	1.0	10,500	2.4	69
13t	KJAQ-FM	iHeartMedia Inc	Adult Hits	600	0.1	13,600	3.1	49,700	11.4	102
13t	KJR-FM	iHeartMedia Inc	All Sports	400	0.1	7,000	1.6	19,500	4.5	118
13t	KNDD-FM	Audacy	Alternative	400	0.1	10,000	2.3	33,200	7.6	94
13t	KNKX-FM	Friends of 88.5 FM	Variety	500	0.1	5,800	1.3	16,100	3.7	81
13t	KNWN-AM	Lotus Communications Corp	All News	500	0.1	8,300	1.9	22,700	5.2	96
13t	KPLZ-FM	Lotus Communications Corp	Adult Contemporary	400	0.1	8,600	2.0	31,500	7.2	120
13t	KTTH-AM	Bonneville International Corp.	Talk/Personality	500	0.1	4,400	1.0	10,800	2.5	158

HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

PUYALLUP TRIBE OF INDIANS

Hubbard Radio's **MOViN 92.5** and **WARM 106.9** are **Two of the Top-5 AUDIO MEDIA** reaching Seattle-Tacoma Metro Area **P21+** past 12 months **EMERALD QUEEN CASINO** Users.



SEATTLE-TACOMA (Metro Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 21+

	WHO I am Looking At		
	Casinos visited past 12 months (by name): Emerald Queen Casino		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
M-S 6am-mid cume: KJEB-FM	69,294	15.9%	125
M-S 6am-mid cume: KHTP-FM	67,456	15.5%	156
M-S 6am-mid cume: KZOK-FM	61,378	14.1%	113
M-S 6am-mid cume: KQMV-FM	59,951	13.8%	129
M-S 6am-mid cume: KRWM-FM	57,267	13.1%	108
M-S 6am-mid cume: KKWF-FM	52,850	12.1%	113
M-S 6am-mid cume: KSWD-FM	50,865	11.7%	101
M-S 6am-mid cume: KBKS-FM	50,815	11.7%	122
M-S 6am-mid cume: KJAQ-FM	48,332	11.1%	102
M-S 6am-mid cume: KPLZ-FM	47,094	10.8%	120
Audio streaming services used past 7 days: YouTube Music (free)	47,041	10.8%	94
M-S 6am-mid cume: KISW-FM	45,909	10.5%	107
M-S 6am-mid cume: KIRO-AM	39,095	9.0%	111
M-S 6am-mid cume: KIRO-FM	36,089	8.3%	123
M-S 6am-mid cume: KNDD-FM	33,672	7.7%	94
Audio streaming services used past 7 days: Pandora (free)	33,613	7.7%	101
M-S 6am-mid cume: KJR-FM	28,427	6.5%	118
Audio streaming services used past 7 days: Spotify (free)	27,921	6.4%	82
Audio streaming services used past 7 days: SiriusXM app/website	27,313	6.3%	143
M-S 6am-mid cume: KNWN-AM	24,502	5.6%	96
Audio streaming services used past 7 days: Amazon Music (free)	23,889	5.5%	78
M-S 6am-mid cume: KING-FM	17,982	4.1%	90
Audio streaming services used past 7 days: Other free audio service	17,294	4.0%	79
M-S 6am-mid cume: KTTH-AM	16,404	3.8%	158
M-S 6am-mid cume: KXXO-FM	14,531	3.3%	116
M-S 6am-mid cume: KVI-AM	13,550	3.1%	132
M-S 6am-mid cume: KNKX-FM	13,111	3.0%	81
M-S 6am-mid cume: KCMS-FM	12,984	3.0%	84
M-S 6am-mid cume: KJR-AM	12,942	3.0%	183
M-S 6am-mid cume: KLSW-FM	11,693	2.7%	119
M-S 6am-mid cume: KEXP-FM	10,846	2.5%	69
M-S 6am-mid cume: KUOW-FM	10,835	2.5%	35
M-S 6am-mid cume: KPNW-FM	10,670	2.4%	78
M-S 6am-mid cume: KNHC-FM	6,918	1.6%	64

HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 KIXI · 2060 Digital

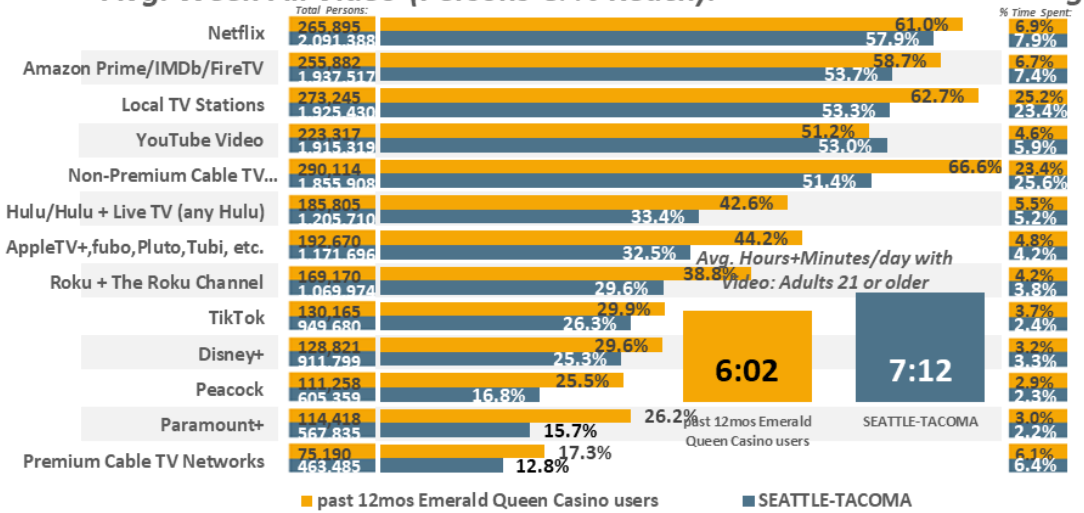
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

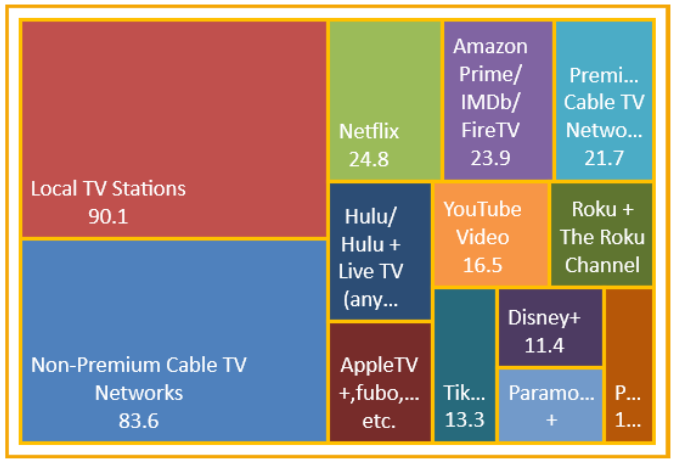
PUYALLUP TRIBE OF INDIANS

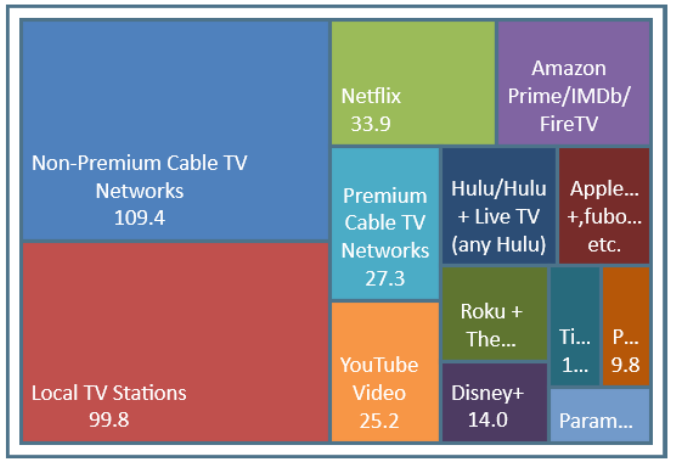
267,986 or 61.5% of Adults 21 or older past 12mos Emerald Queen Casino users watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older



Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

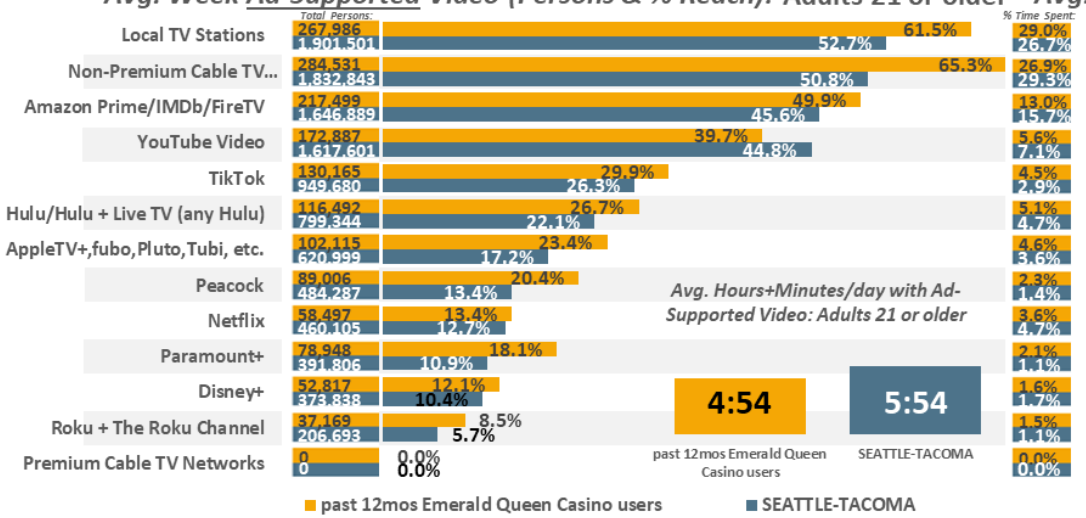




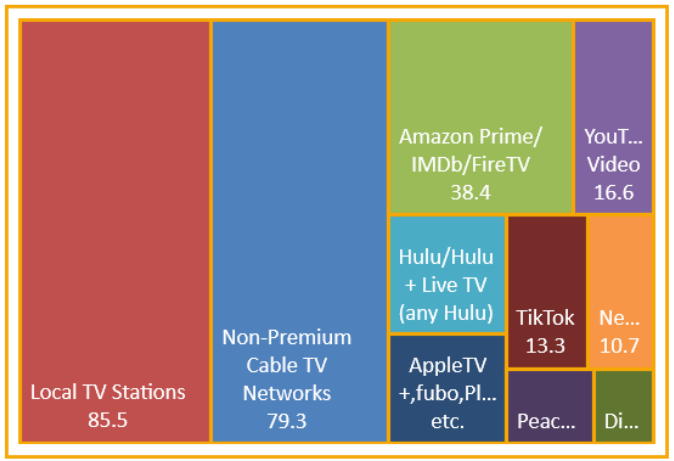
past 12mos Emerald Queen Casino users

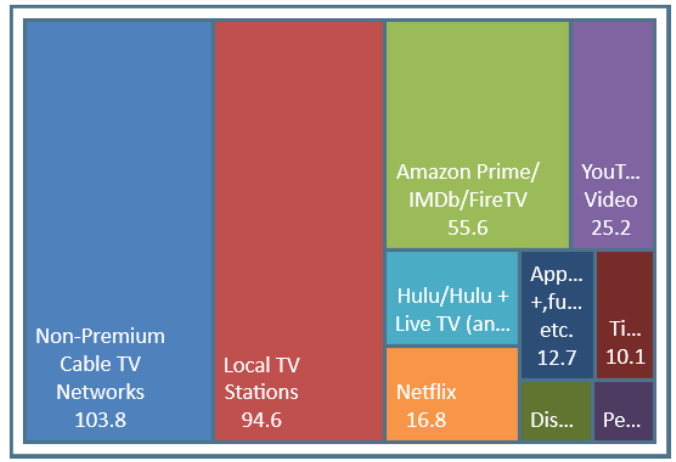
SEATTLE-TACOMA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





past 12mos Emerald Queen Casino users

SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

AM 880 K·I·X·I

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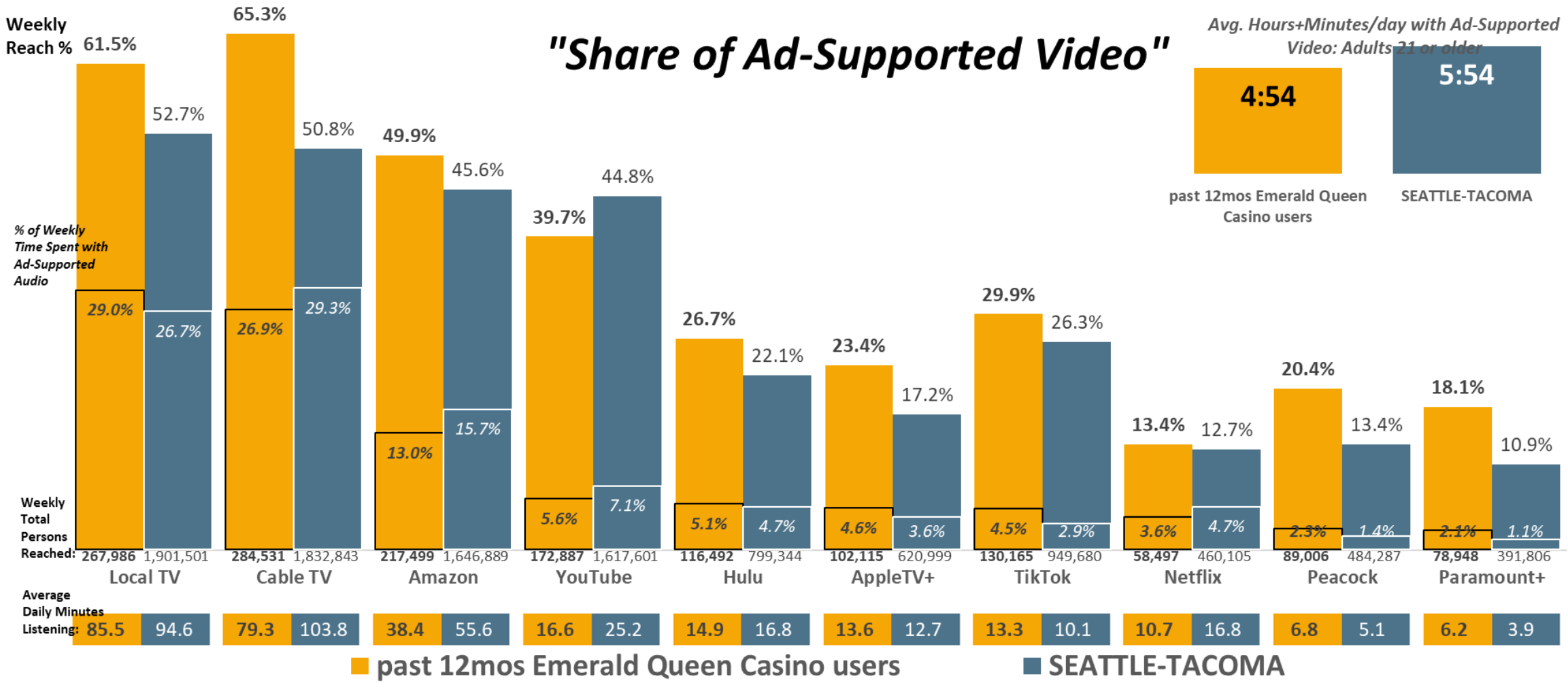
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

PUYALLUP TRIBE OF INDIANS

267,986 or 61.5% of Adults 21 or older past 12mos Emerald Queen Casino users watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404 SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,703

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HUBBARD RADIO

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warm 106.9

98.9 THE BULL

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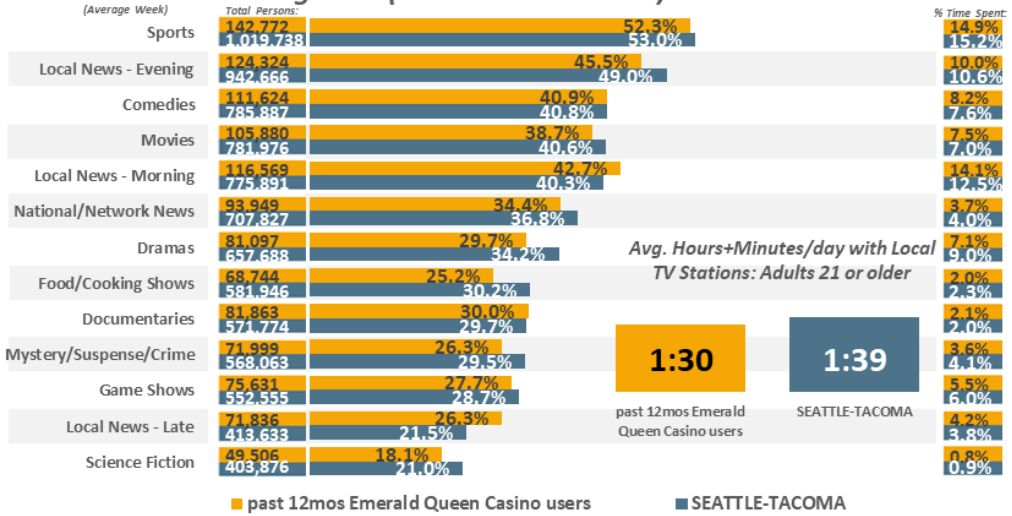
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

PUYALLUP TRIBE OF INDIANS

267,986 or 61.5% of Adults 21 or older past 12mos Emerald Queen Casino users watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and National/Network News.

Local TV Station Programs (Persons & % Reach): Adults 21 or older

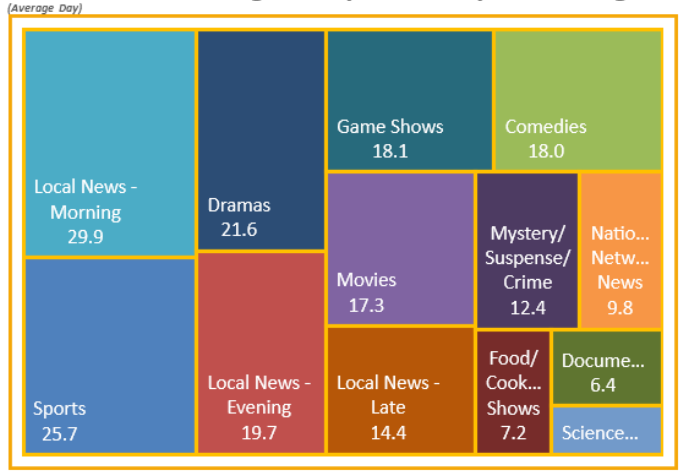


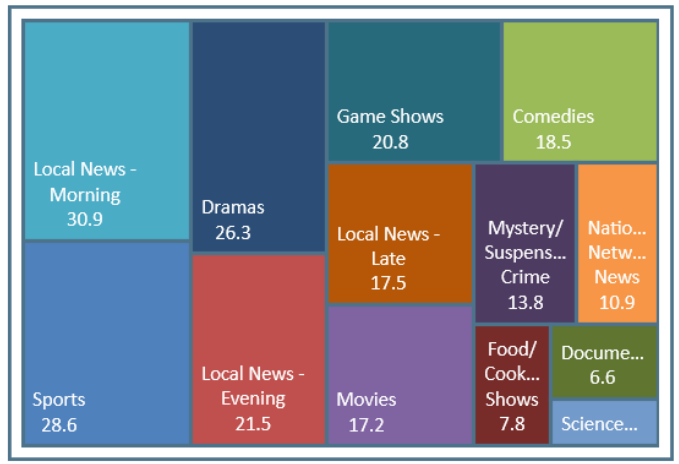
Avg. Hours+Minutes/day with Local TV Stations: Adults 21 or older

1:30 past 12mos Emerald Queen Casino users

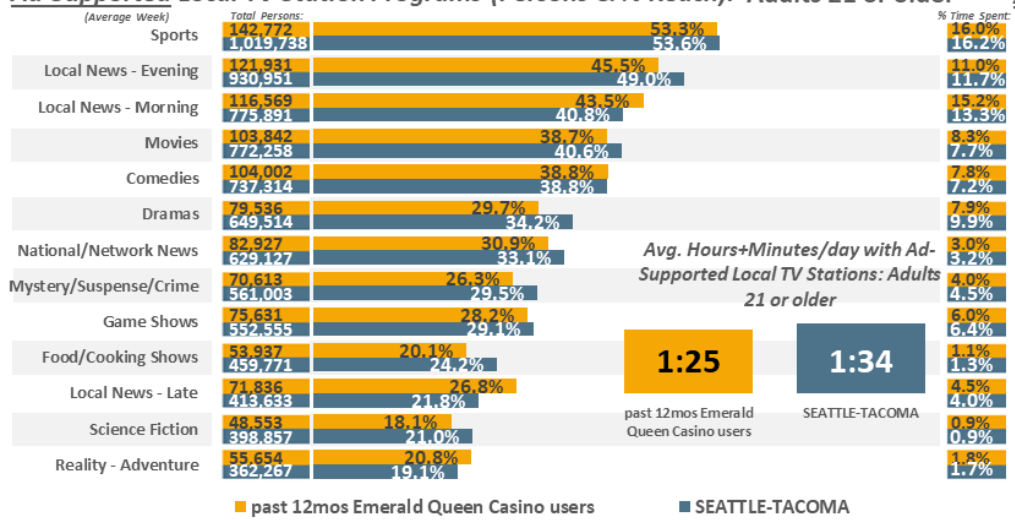
1:39 SEATTLE-TACOMA

Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older

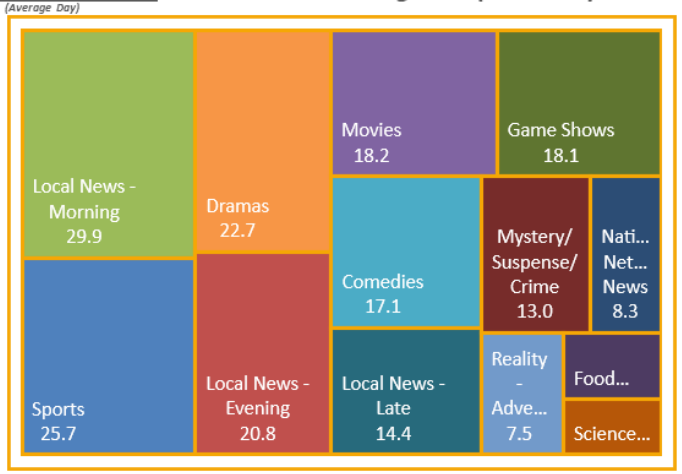


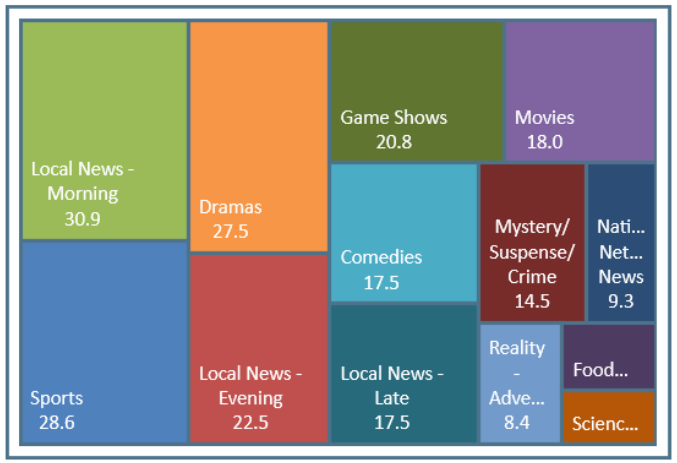
Avg. Hours+Minutes/day with Ad-Supported Local TV Stations: Adults 21 or older

1:25 past 12mos Emerald Queen Casino users

1:34 SEATTLE-TACOMA

Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

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THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

PUYALLUP TRIBE OF INDIANS

Top VIDEO MEDIA reaching…
Seattle-Tacoma Metro Area **P21+** past 12 months
EMERALD QUEEN CASINO Users.



SEATTLE-TACOMA (Metro Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 21+

	WHO I am Looking At		
	Casinos visited past 12 months (by name): Emerald Queen Casino		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Video streaming services used past 7 days: Netflix	265,895	61.0%	105
Video streaming services used past 7 days: Amazon Prime Video	210,637	48.3%	109
Broadcast TV networks/stations watched past 7 days: FOX (KCPQ, channel 13)	189,548	43.5%	136
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	185,805	42.6%	128
Broadcast TV networks/stations watched past 7 days: ABC (KOMO, channel 4)	173,171	39.7%	113
Video streaming services used past 7 days: YouTube (free)	172,887	39.7%	89
Broadcast TV networks/stations watched past 7 days: CBS (KIRO, channel 7)	169,577	38.9%	122
Broadcast TV networks/stations watched past 7 days: NBC (KING, channel 5)	147,144	33.8%	112
Video streaming services used past 7 days: Max	133,335	30.6%	133
Video streaming services used past 7 days: Disney+	128,821	29.6%	117
Cable networks/stations watched past 7 days: ESPN	122,149	28.0%	159
Video streaming services used past 7 days: Paramount+	114,418	26.2%	167
Video streaming services used past 7 days: Peacock	111,258	25.5%	152
Cable networks/stations watched past 7 days: CNN	69,621	16.0%	122
Cable networks/stations watched past 7 days: History	69,554	16.0%	149
Cable networks/stations watched past 7 days: Food Network	67,728	15.5%	123
Cable networks/stations watched past 7 days: HGTV	66,337	15.2%	138
Cable networks/stations watched past 7 days: Discovery Channel	61,824	14.2%	124
Cable networks/stations watched past 7 days: ESPN2	60,811	14.0%	200
Broadcast TV networks/stations watched past 7 days: PBS (KCTS, channel 9)	58,385	13.4%	98
Cable networks/stations watched past 7 days: A&E	57,496	13.2%	146
Cable networks/stations watched past 7 days: FX	56,395	12.9%	156
Video streaming services used past 7 days: Apple TV+	56,359	12.9%	98
Cable networks/stations watched past 7 days: National Geographic	51,929	11.9%	181
Cable networks/stations watched past 7 days: FOX Sports 1	51,523	11.8%	172
Cable networks/stations watched past 7 days: Cooking Channel	47,739	11.0%	193
Cable networks/stations watched past 7 days: Comedy Central	47,647	10.9%	190
Cable networks/stations watched past 7 days: Paramount Network	47,621	10.9%	198
Video streaming services used past 7 days: Tubi	45,766	10.5%	176
Cable networks/stations watched past 7 days: NFL Network	45,067	10.3%	223
Cable networks/stations watched past 7 days: Adult Swim	44,587	10.2%	237
Cable networks/stations watched past 7 days: TNT	43,959	10.1%	143
Cable networks/stations watched past 7 days: TBS	43,171	9.9%	127
Cable networks/stations watched past 7 days: FOX News Channel	42,783	9.8%	138
Cable networks/stations watched past 7 days: CBS Sports Network	42,092	9.7%	157

HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

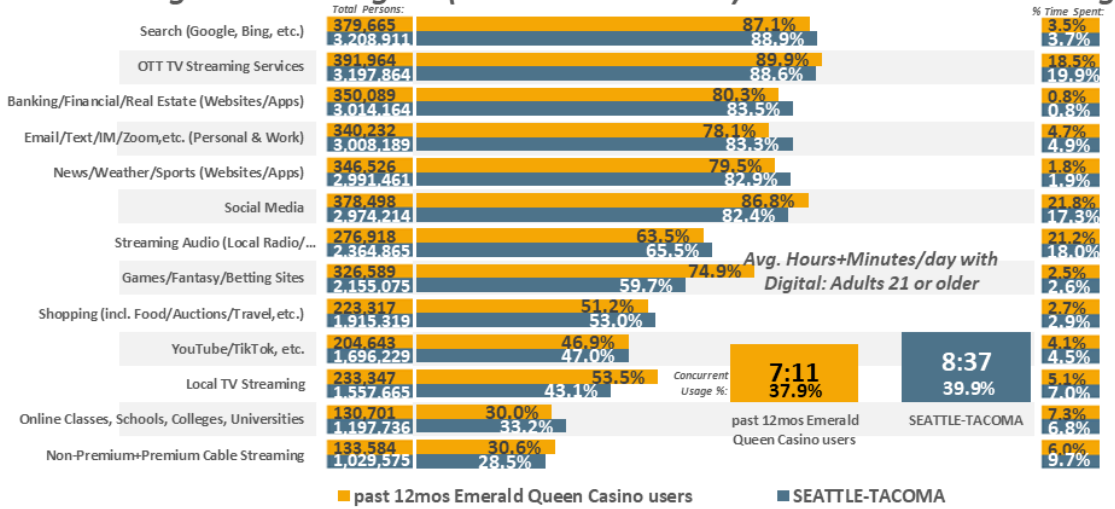
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

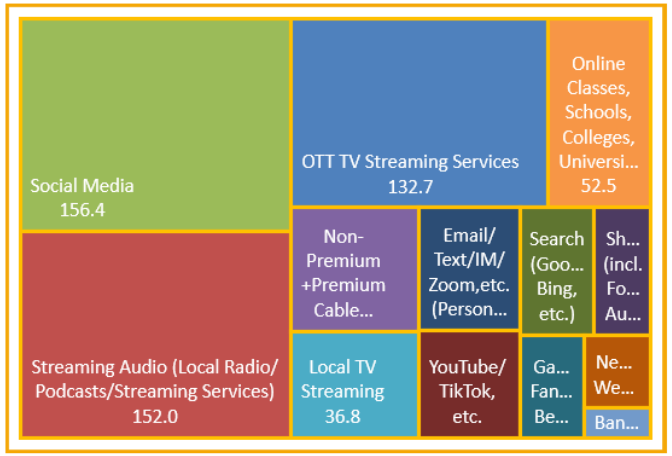
PUYALLUP TRIBE OF INDIANS

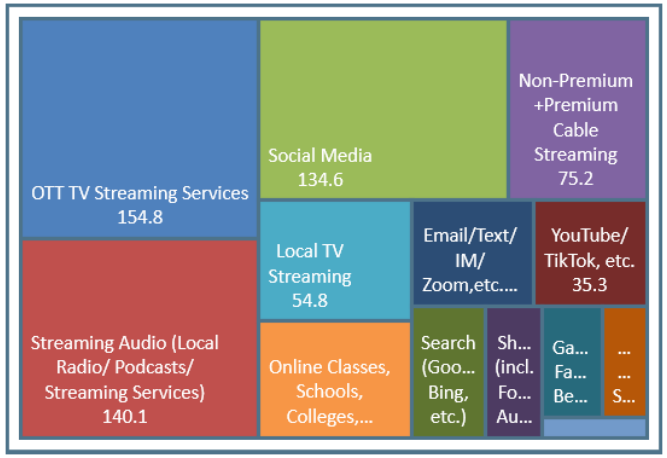
339,731 or 77.9% of Adults 21 or older past 12mos Emerald Queen Casino users use Ad-Supported Social Media for an average of 140.4 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older



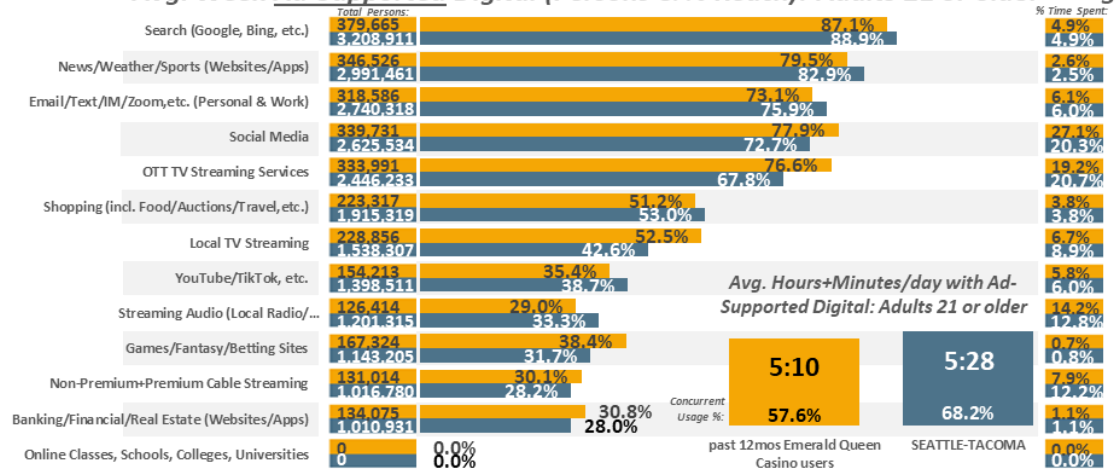
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



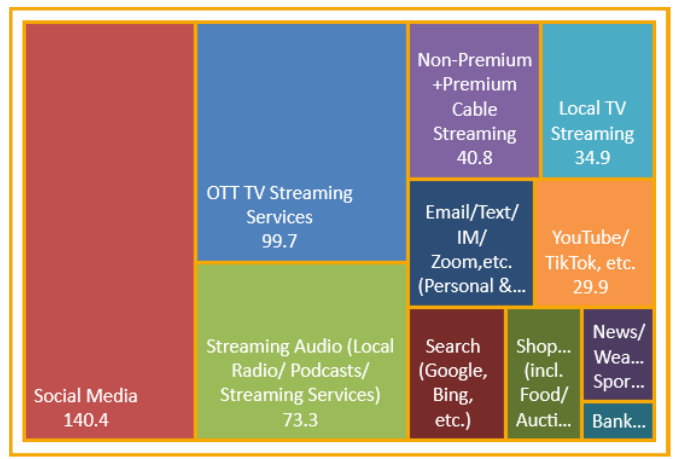


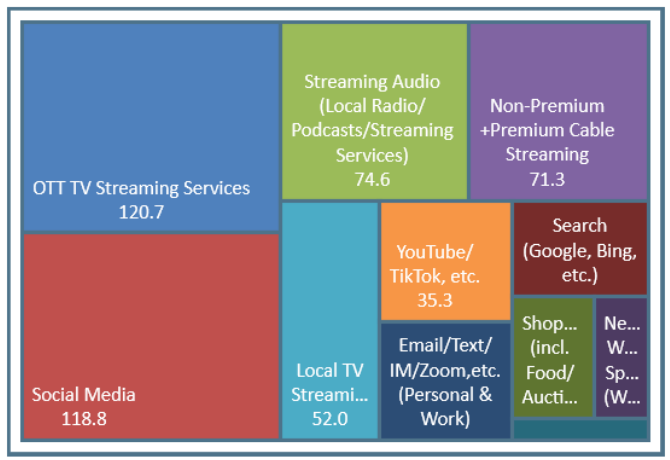
past 12mos Emerald Queen Casino users SEATTLE-TACOMA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





past 12mos Emerald Queen Casino users SEATTLE-TACOMA

SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION warm 106.9 98.9 THE BULL AM 880 K·I·X·I 2060 Digital

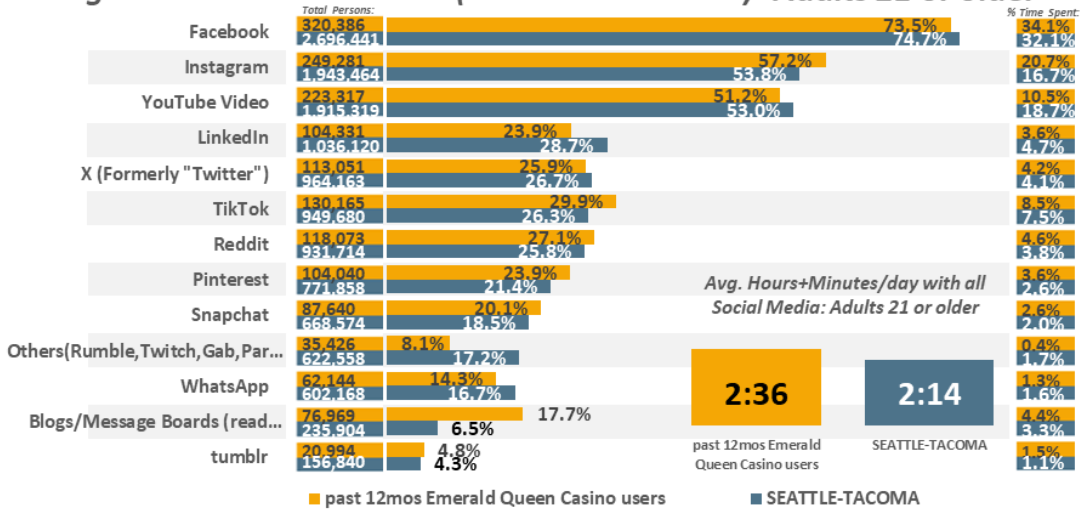
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

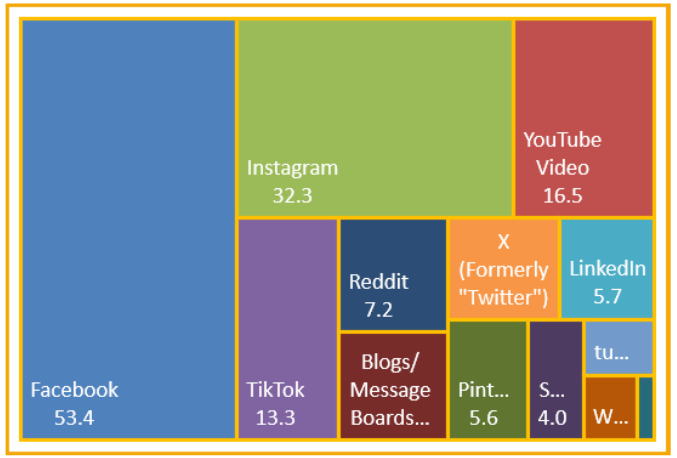
EMERALD QUEEN CASINO & HOTEL

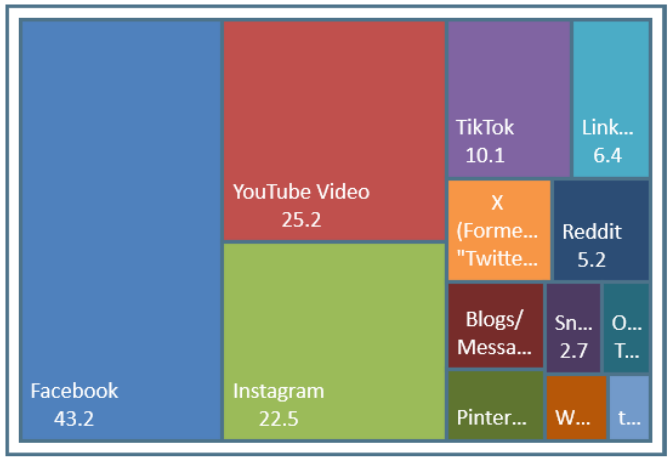
PUYALLUP TRIBE OF INDIANS

320,386 or 73.5% of Adults 21 or older past 12mos Emerald Queen Casino users use Ad-Supported Facebook for an average of 51.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

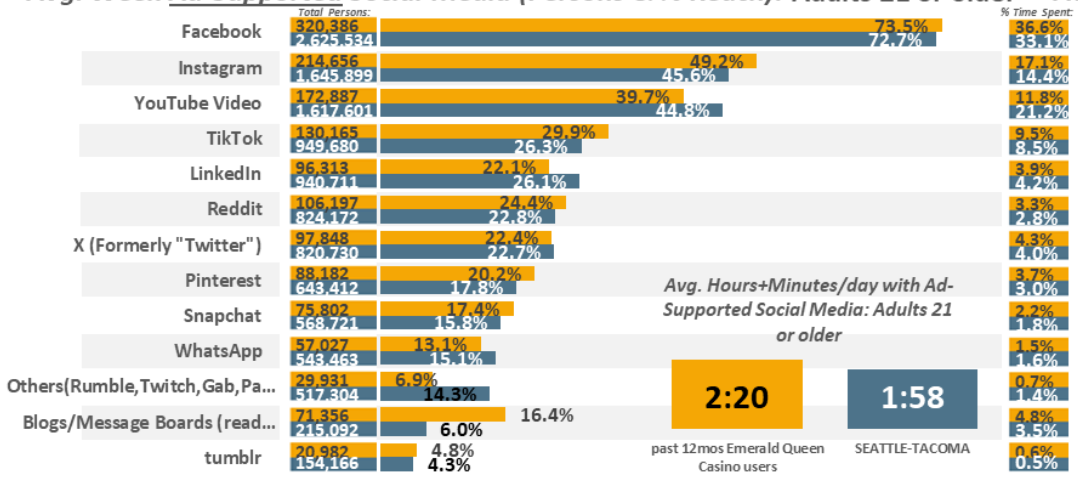
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



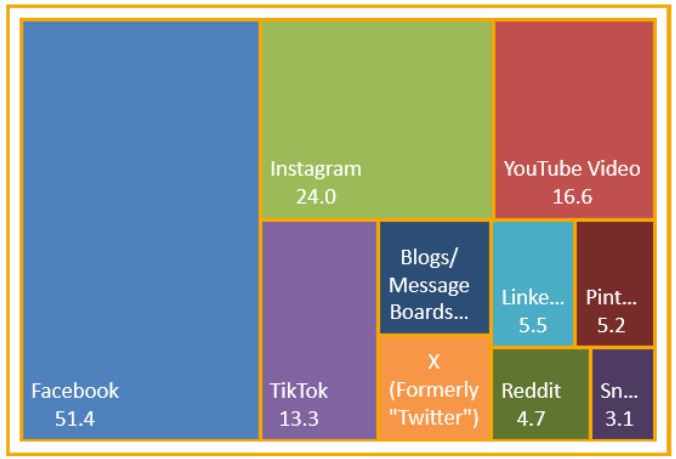


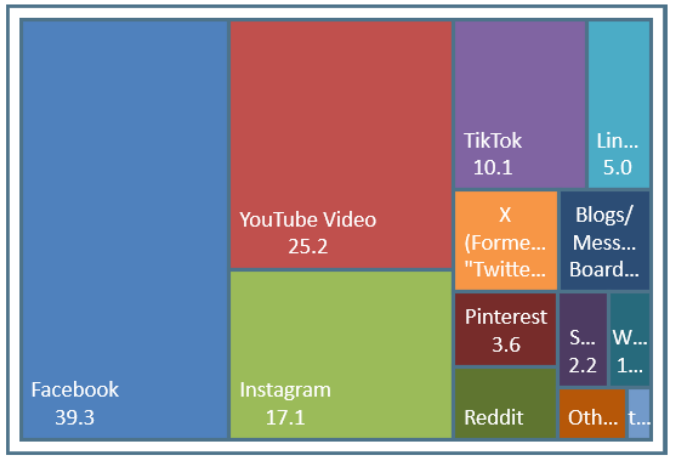


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

PUYALLUP TRIBE OF INDIANS

Top DIGITAL MEDIA reaching…
Seattle-Tacoma Metro Area **P21+** past 12 months
EMERALD QUEEN CASINO Users.



SEATTLE-TACOMA (Metro Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 21+

	WHO I am Looking At		
	Casinos visited past 12 months (by name): Emerald Queen Casino		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	379,665	87.1%	98
Apps or websites used or visited past 30 days:Social media: Facebook	320,386	73.5%	98
Apps or websites used or visited past 30 days:Social media: Instagram	249,281	57.2%	106
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	215,384	49.4%	136
Newspaper/TV/Cable websites visited/apps used past 30 days: KING5. com/KING NBC	177,782	40.8%	120
Newspaper/TV/Cable websites visited/apps used past 30 days: KIRO7. com/KIRO CBS	177,190	40.7%	129
Newspaper/TV/Cable websites visited/apps used past 30 days: KOMONews. com/KOMO ABC	162,123	37.2%	113
Apps or websites used or visited past 30 days:Social media: TikTok	130,165	29.9%	114
Newspaper/TV/Cable websites visited/apps used past 30 days: Q13Fox. com/KCPQ FOX	125,174	28.7%	142
Newspaper/TV/Cable websites visited/apps used past 30 days: Seattle Times	121,229	27.8%	75
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Yahoo!	119,018	27.3%	119
Apps or websites used or visited past 30 days:Social media: Reddit	118,073	27.1%	105
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	113,051	25.9%	97
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Zillow	108,379	24.9%	87
Apps or websites used or visited past 30 days:Social media: LinkedIn	104,331	23.9%	83
Apps or websites used or visited past 30 days:Social media: Pinterest	104,040	23.9%	112
Newspaper/TV/Cable websites visited/apps used past 30 days: Tacoma News Tribune	102,181	23.4%	230
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Allrecipes	100,653	23.1%	111
Apps or websites used or visited past 30 days: ESPN	100,640	23.1%	165
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: IMDb	90,361	20.7%	98
Apps or websites used or visited past 30 days:Social media: Snapchat	87,640	20.1%	109
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Ticketmaster	79,530	18.2%	111
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: Nextdoor	77,718	17.8%	92
Apps or websites used or visited past 30 days:Search: Bing	75,008	17.2%	99
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	74,638	17.1%	62
Newspaper/TV/Cable websites visited/apps used past 30 days: New York Times	74,638	17.1%	62
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: WebMD	70,482	16.2%	100
Apps or websites used or visited past 30 days:Lifestyle/Entertainment: AARP	69,556	16.0%	145
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Post	63,296	14.5%	72

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

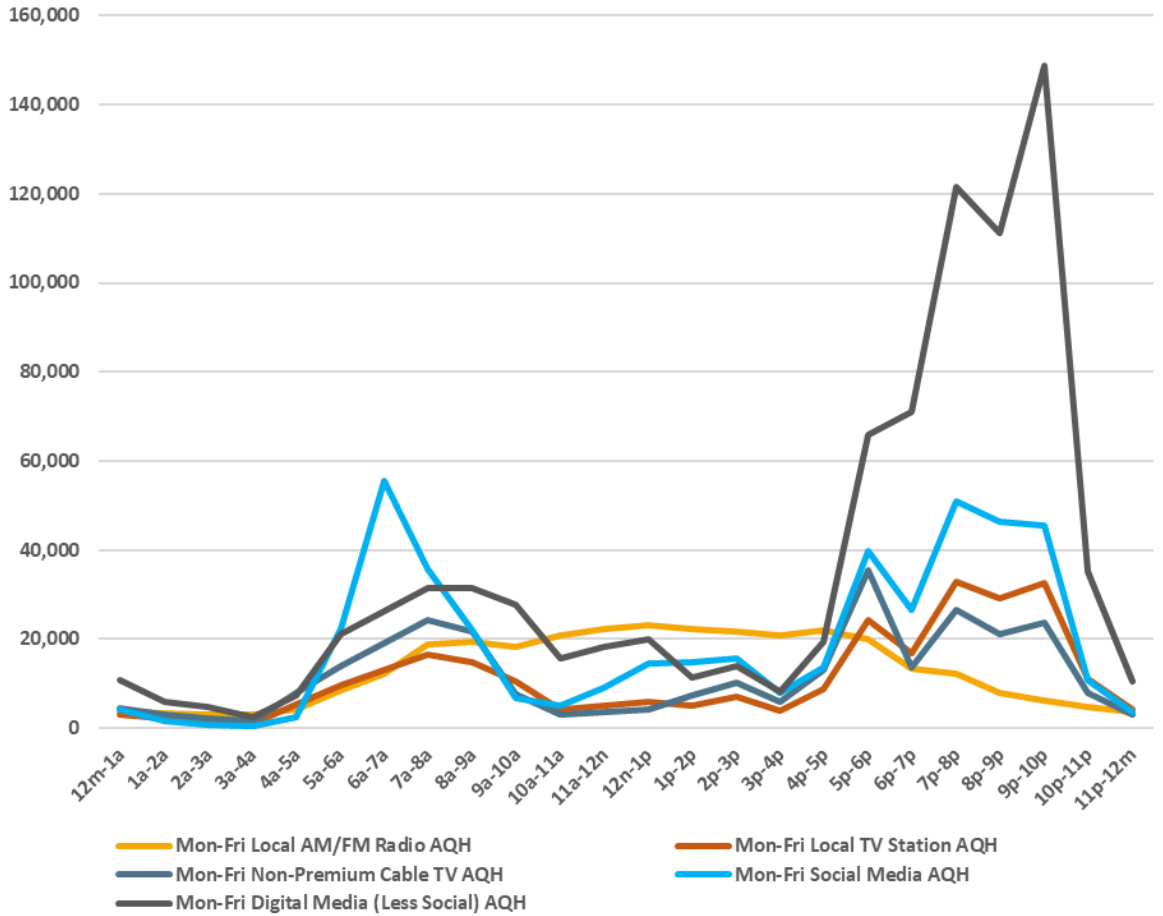
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

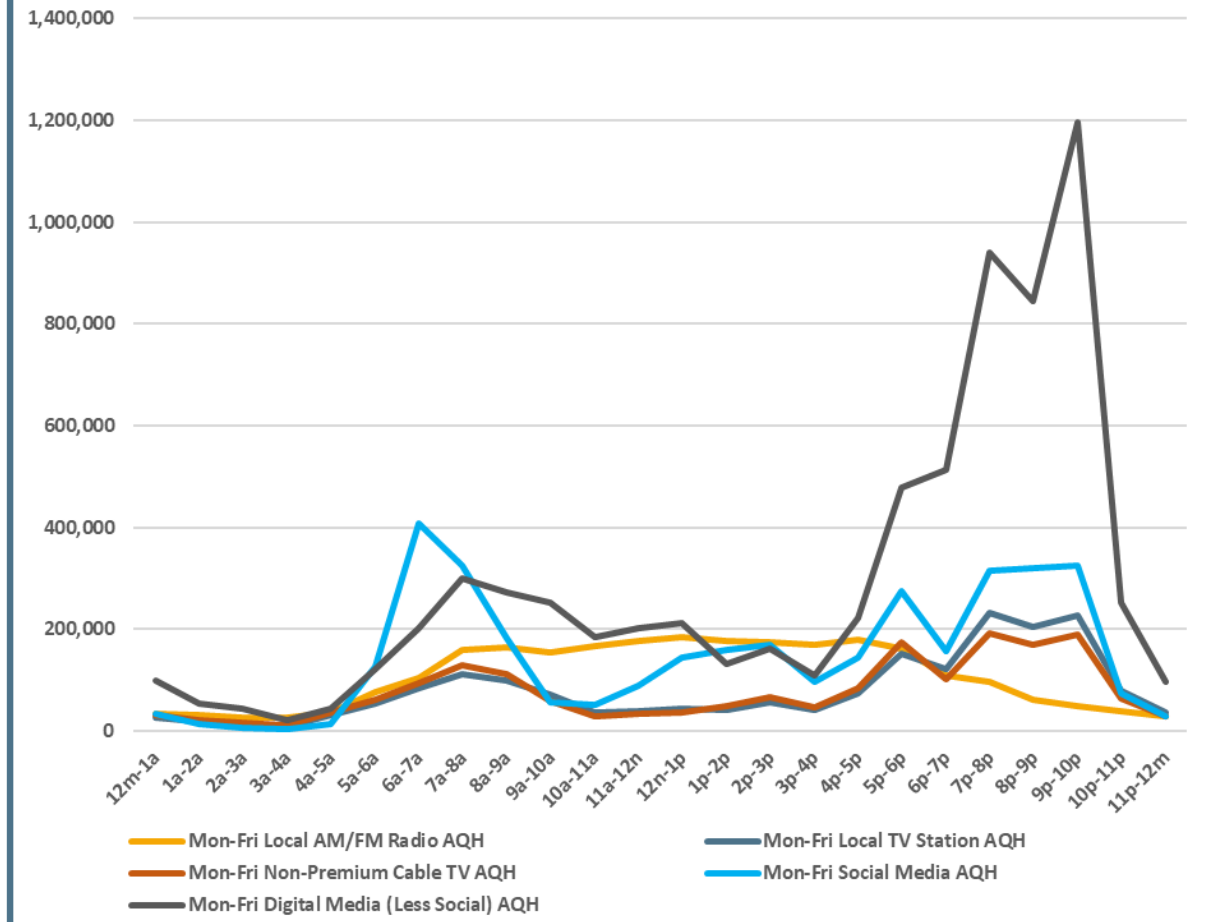
PUYALLUP TRIBE OF INDIANS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,710; Social Media: 20,523; Local Radio: 19,572; Non-Prem. Cable: 12,982; Local TV: 10,431 reaching Adults 21 or older past 12mos Emerald Queen Casino users.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older past 12mos Emerald Queen Casino users



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) SEATTLE-TACOMA Metro Area Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION

warm 106.9

98.9 THE BULL

AM 880 K·I·X·I

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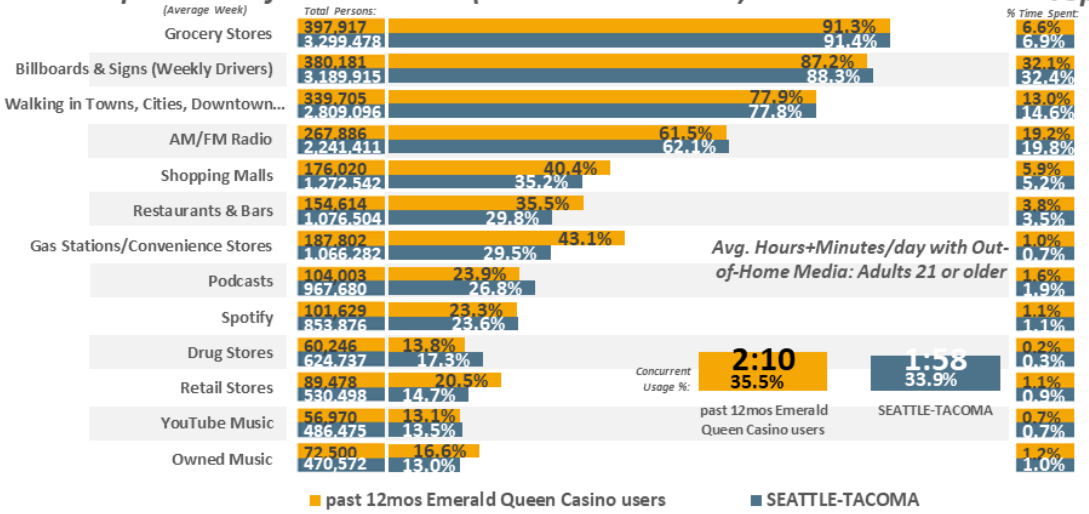
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

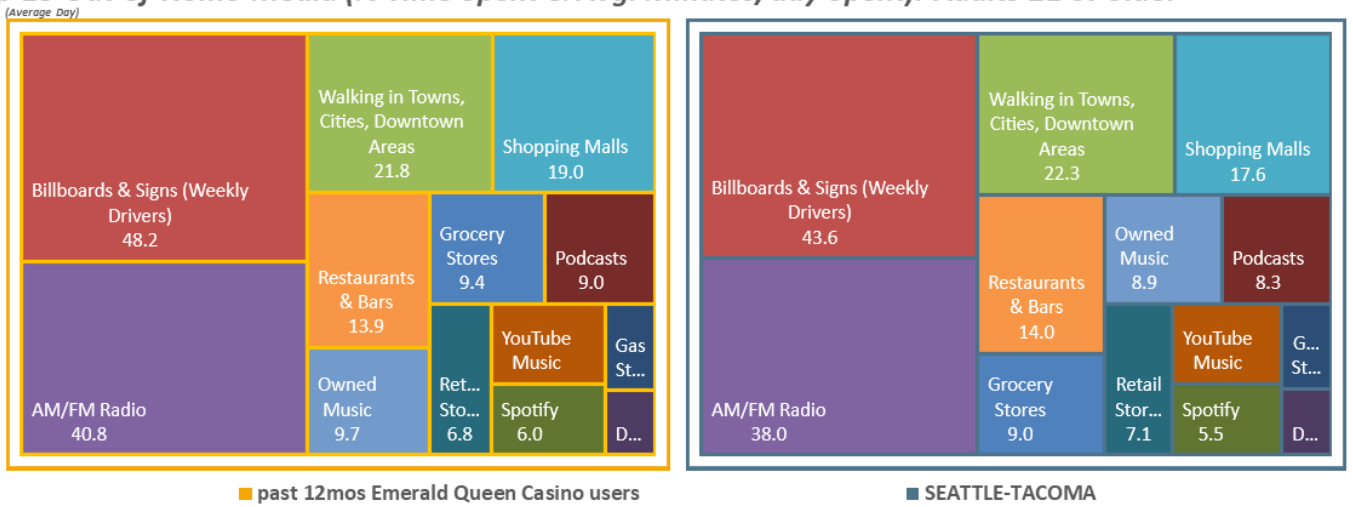
PUYALLUP TRIBE OF INDIANS

380,181 or 87.2% of Adults 21 or older past 12mos Emerald Queen Casino users spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 60.4% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

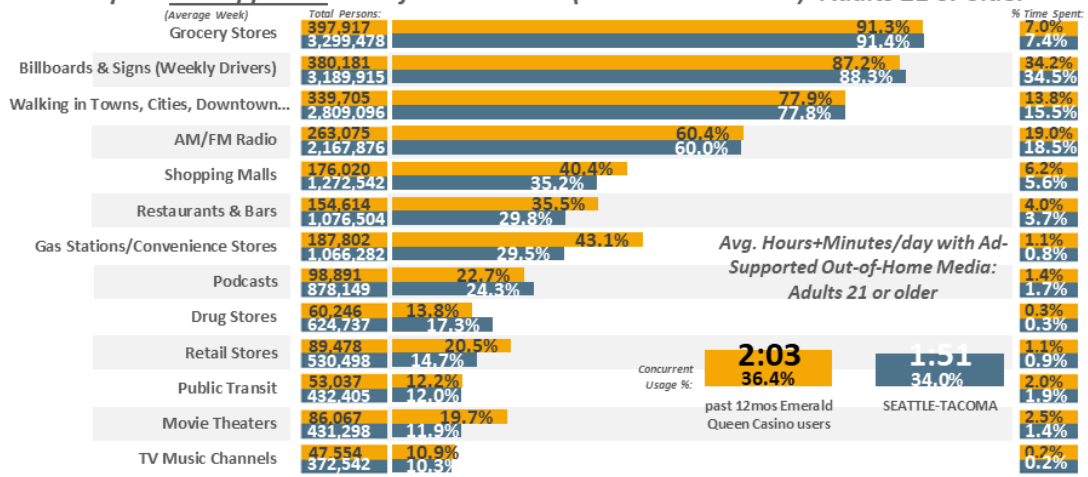
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



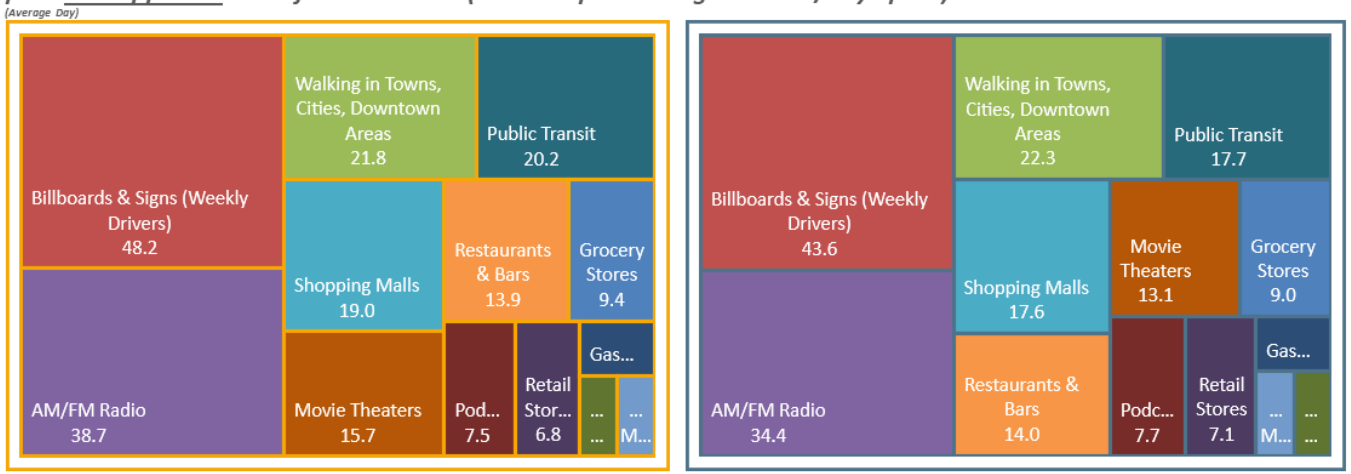
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEATTLE-TACOMA Metro Scarborough R1 2024: Jan23-Jan24 Qual Intab 404

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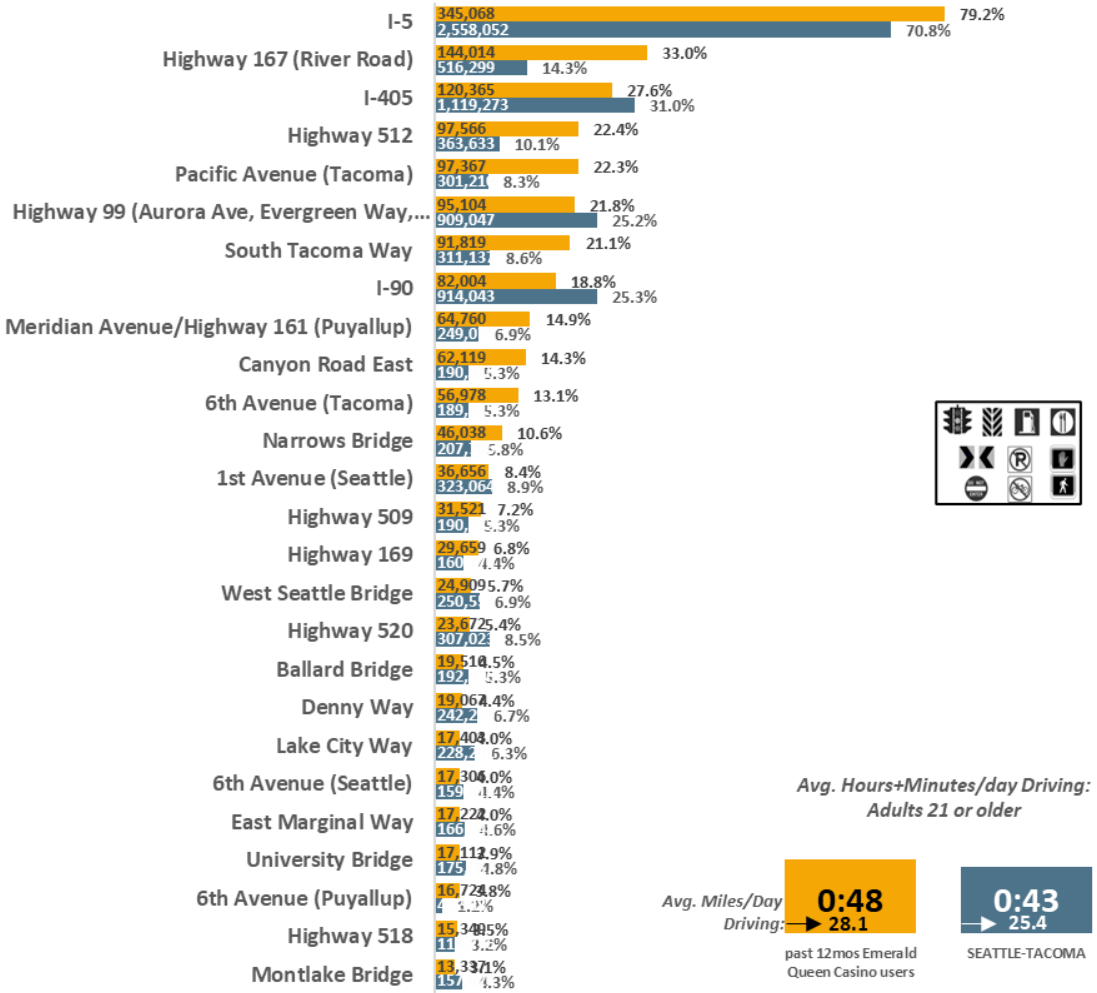
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

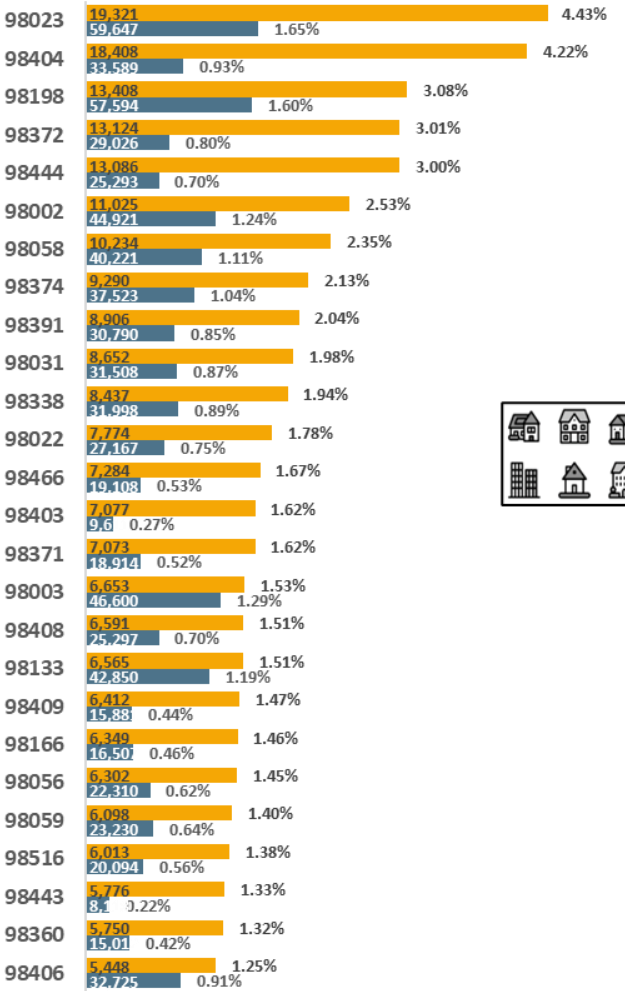
PUYALLUP TRIBE OF INDIANS

380,181 or 87.2% of Adults 21 or older past 12mos Emerald Queen Casino users spend an average of 48.2 minutes per day driving an average of 28.1 miles each day and are 170.1% more likely to use Canyon Road East than the Metro average.

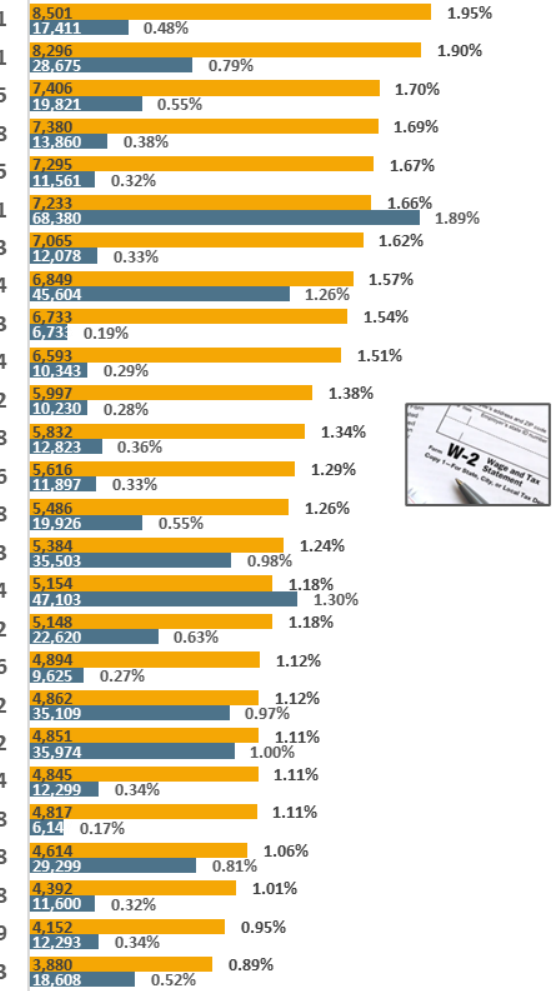
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

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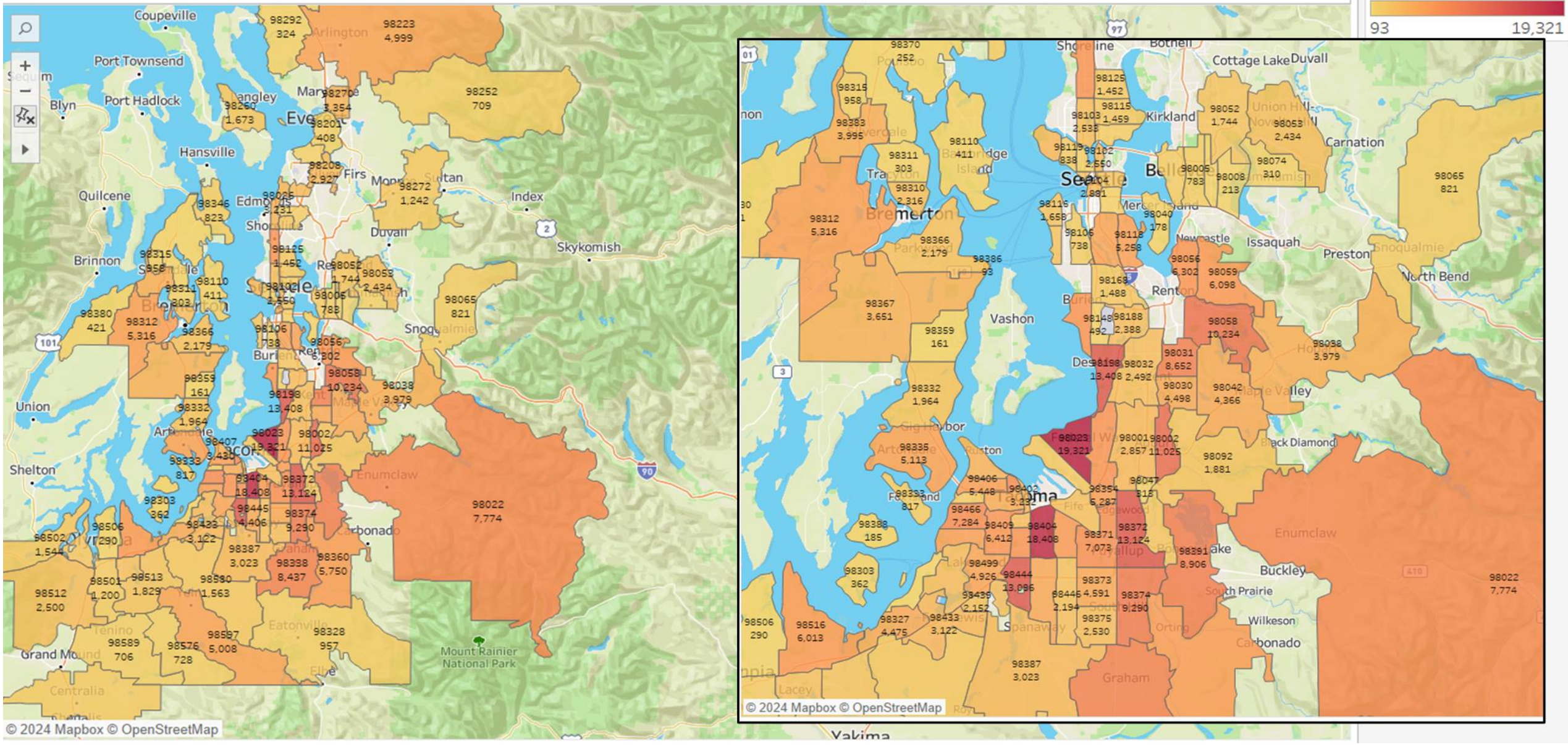
Top Residential Zip Codes: (Adults 21 or older past 12mos Emerald Queen Casino users)



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[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

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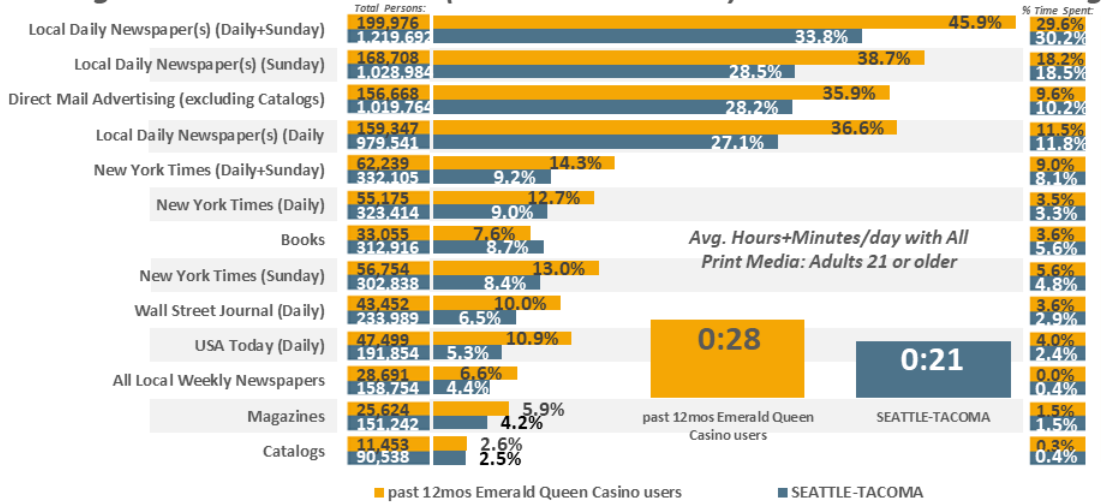
THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN CASINO & HOTEL

PUYALLUP TRIBE OF INDIANS

199,976 or 45.9% of Adults 21 or older past 12mos Emerald Queen Casino users read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

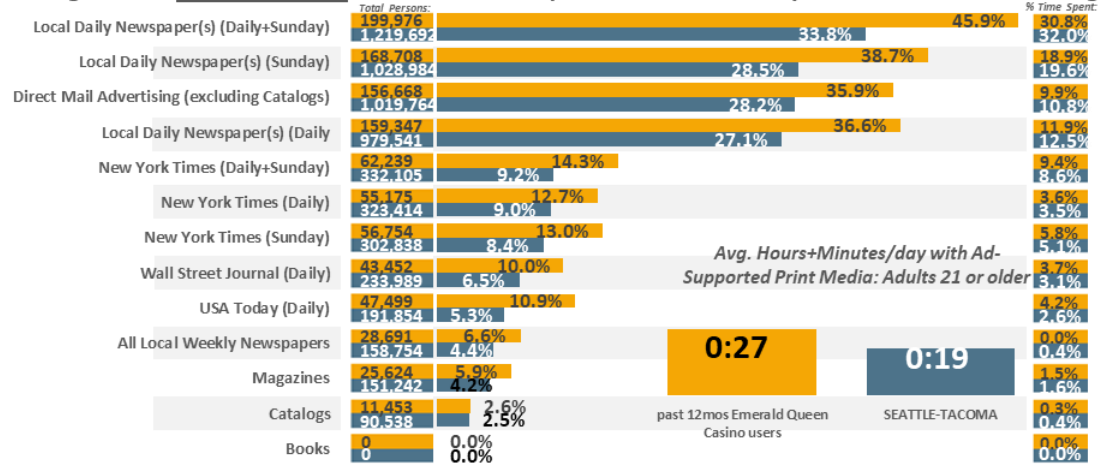
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



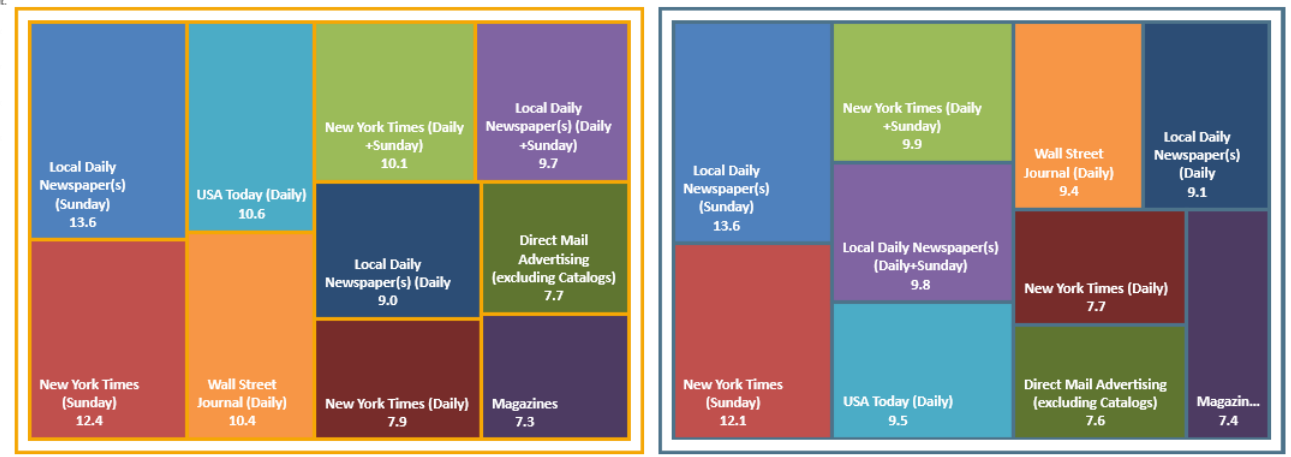
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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THE ENTERTAINMENT CAPITAL OF THE NORTHWEST

EMERALD QUEEN EQC CASINO & HOTEL

PUYALLUP TRIBE OF INDIANS

Top PRINT MEDIA reaching…
Seattle-Tacoma Metro Area **P21+** past 12 months
EMERALD QUEEN CASINO Users.



SEATTLE-TACOMA (Metro Survey Area)
SCARBOROUGH R1 2024: JAN23-JAN24
ADULTS 21+

	WHO I am Looking At		
	Casinos visited past 12 months (by name): Emerald Queen Casino		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Newspapers: Seattle Times (Sunday)	125,069	28.7%	135
Newspapers: Seattle Times (Daily)	109,044	25.0%	141
Newspapers: Tacoma News Tribune (Sunday)	84,173	19.3%	315
Newspapers: Tacoma News Tribune (Daily)	75,173	17.2%	306
Magazines read past 6 months: AARP The Magazine	68,291	15.7%	120
Newspapers: New York Times (Sunday)	56,754	13.0%	155
Newspapers: New York Times (Daily)	55,175	12.7%	141
Newspapers: USA Today (Daily)	47,499	10.9%	205
Newspapers: Wall Street Journal (Daily)	43,452	10.0%	154
Newspapers: Other daily newspaper print edition (Daily)	42,405	9.7%	165
Magazines read past 6 months: Seattle Magazine	41,433	9.5%	170
Newspapers: Weekend Everett Daily Herald (Sunday)	39,927	9.2%	151
Newspapers: Other Sunday newspaper print edition (Sunday)	39,377	9.0%	165
Magazines read past 6 months: Any in-flight magazine	37,915	8.7%	93
Magazines read past 6 months: Sunset Magazine	32,101	7.4%	172
Newspapers: Olympian (Sunday)	30,968	7.1%	242
Non-daily newspapers read past 6 months: Puget Sound Business Journal (Seattle)	30,512	7.0%	157
Newspapers: Bellingham Herald (Sunday)	30,101	6.9%	320
Newspapers: Olympian (Daily)	29,575	6.8%	240
Newspapers: Kitsap Sun (Sunday)	29,566	6.8%	200
Newspapers: Everett Daily Herald (Daily)	28,935	6.6%	126
Newspapers: Kitsap Sun (Daily)	26,933	6.2%	179
Non-daily newspapers read past 6 months: Other English language weekly newspaper	23,947	5.5%	127
Magazines read past 6 months: Homes & Land	23,932	5.5%	248
Magazines read past 6 months: Southern Living	23,931	5.5%	157
Newspapers: Bellingham Herald (Daily)	22,285	5.1%	299
Non-daily newspapers read past 6 months: Federal Way Mirror	20,513	4.7%	227
Non-daily newspapers read past 6 months: Any Reporter newspaper	18,609	4.3%	123
Magazines read past 6 months: 425 Business Magazine	18,472	4.2%	380
Magazines read past 6 months: University of Washington Magazine	17,652	4.0%	117
Magazines read past 6 months: Seattle Business	16,160	3.7%	220
Magazines read past 6 months: Journey Western (AAA Magazine)	15,498	3.6%	87
Magazines read past 6 months: 425 Magazine	15,453	3.5%	197

HUBBARD RADIO

[(Casinos visited past 12 months (by name): Emerald Queen Casino AND Age summaries: Adults 21 or older)]

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