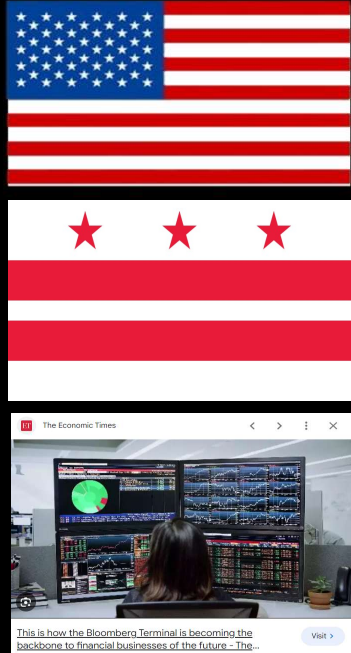


# WASHINGTON, DC, Metro – 5 P18+ Profiles of IHEART RADIO Listeners!

# Brand New Data as of March 31, 2026!

## Complete Demographic & Media Use Profiles



**Metro**  
**#8 P18+**



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

(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM) Radio Stations: WASH-FM Radio Stations: WBIG-FM Radio Stations: WIHT-FM Radio Stations: WWDC-FM



35.0% or 1,669,076 of WASHINGTON, DC Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Typical Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 46.3 years old (2.8% younger than average) and have a \$153,456 (6.4% higher than average) annual household income.

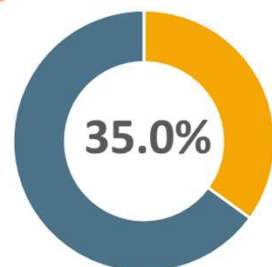


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Listened to IHEART RADIO in the past 7 days

Remainder of WASHINGTON, DC Metro

Total Persons:

1,669,076

3,101,264

	%M vs. %F:	48.1%	48.4%	51.9%	51.6%
Average Age:		47.5	47.6	45.2	47.7
# Persons:		803,166	2,310,507	865,910	2,459,833
		Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

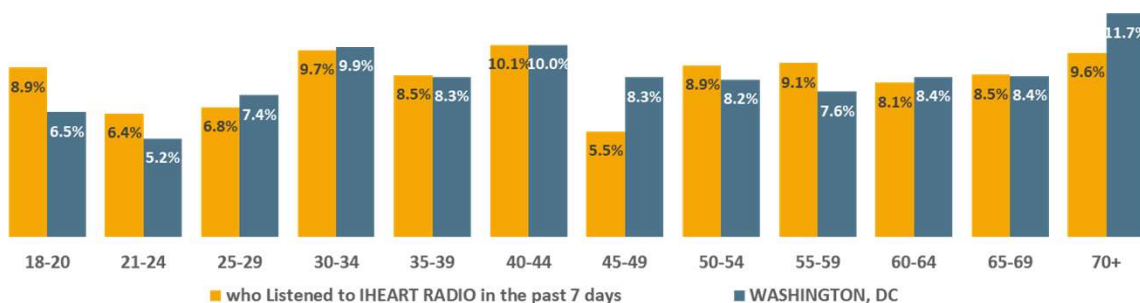
Average Age:

Adults 18 or older

46.3

47.7

who Listened to IHEART RADIO in the past 7 days WASHINGTON, DC

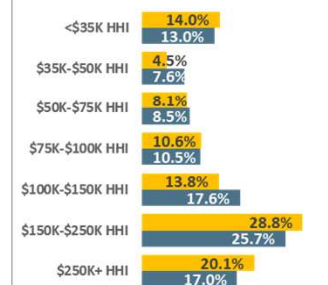


who Listened to IHEART RADIO in the past 7 days

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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HHI of Target vs. Market:



Avg HHI:

\$153,456

\$144,210

(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

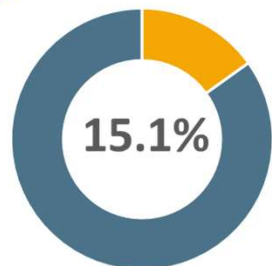




15.1% or 720,734 of WASHINGTON, DC Metro Adults 18 or older Listened to WASH-FM in the past 7 days. Typical Adults 18 or older who Listened to WASH-FM in the past 7 days are 47.3 years old (.8% younger than average) and have a \$147,968 (2.6% higher than average) annual household income.



### Percent of Market: Adults 18 or older



who Listened to WASH-FM in the past 7 days

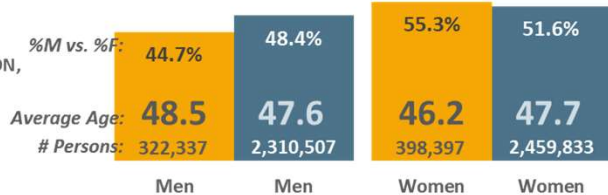
Remainder of WASHINGTON, DC Metro

Total Persons:

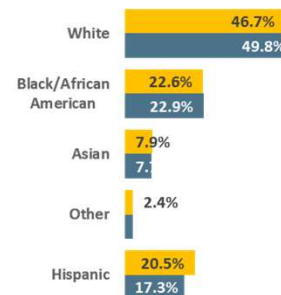
720,734 4,049,606



### Gender of Target vs. Market: Adults 18 or older

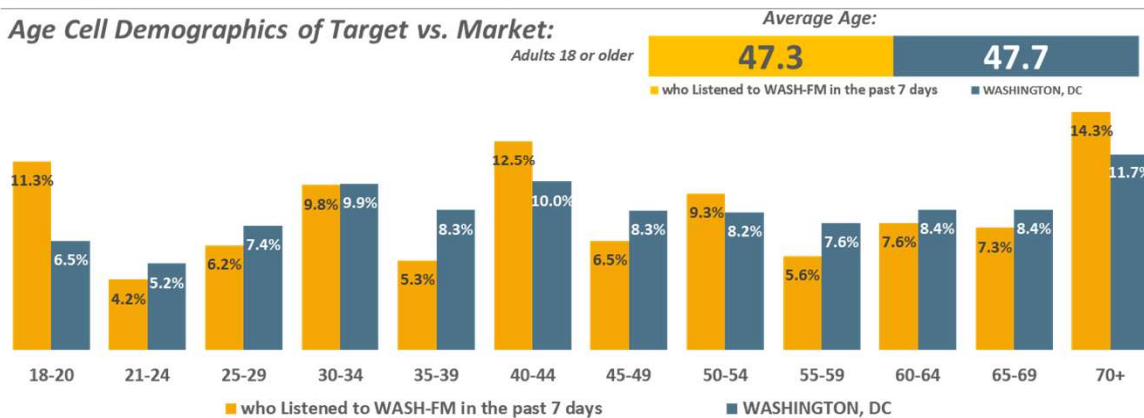


### Ethnicity of Target vs. Market:



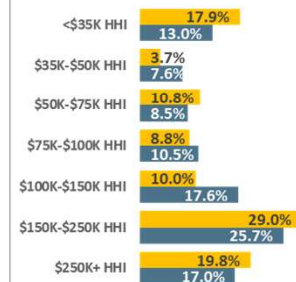
who Listened to WASH-FM in the past 7 days WASHINGTON, DC

### Age Cell Demographics of Target vs. Market:



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702  
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### HHI of Target vs. Market:



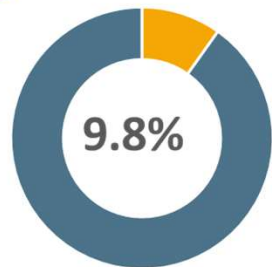
Avg HHI: \$147,968 \$144,210



9.8% or 469,024 of WASHINGTON, DC Metro Adults 18 or older Listened to WBIG-FM in the past 7 days. Typical Adults 18 or older who Listened to WBIG-FM in the past 7 days are 47.3 years old (.7% younger than average) and have a \$162,832 (12.9% higher than average) annual household income.



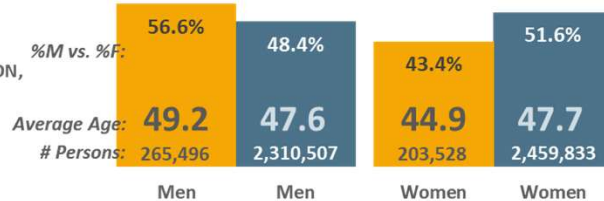
### Percent of Market: Adults 18 or older



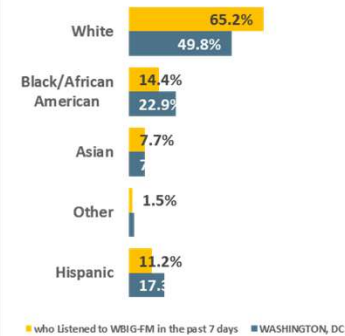
Total Persons:



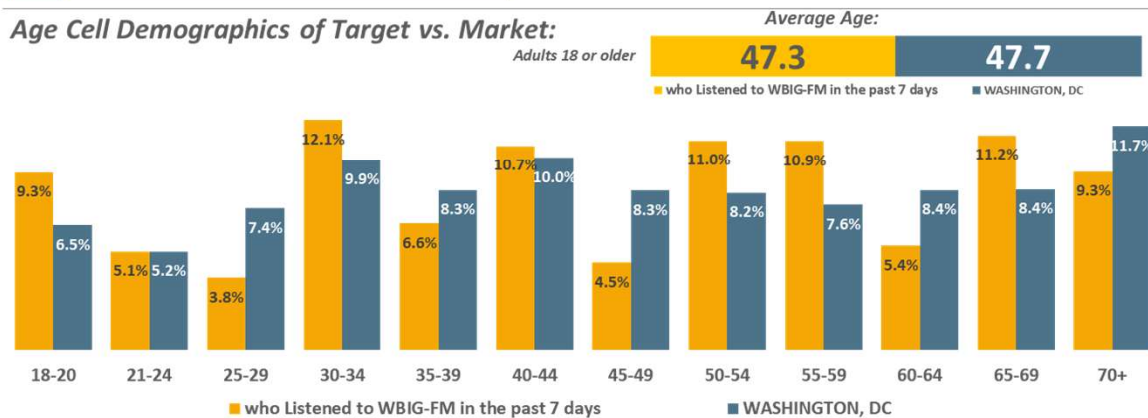
### Gender of Target vs. Market: Adults 18 or older



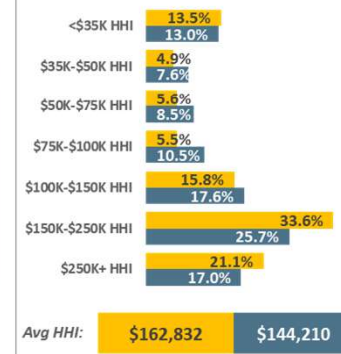
### Ethnicity of Target vs. Market:



### Age Cell Demographics of Target vs. Market:



### HHI of Target vs. Market:



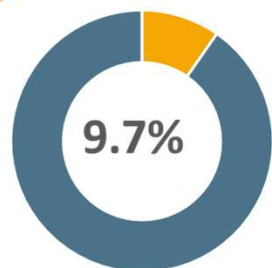
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 504  
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9.7% or 461,911 of WASHINGTON, DC Metro Adults 18 or older Listened to WIHT-FM in the past 7 days. Typical Adults 18 or older who Listened to WIHT-FM in the past 7 days are 40. years old (16.1% younger than average) and have a \$143,373 (.6% lower than average) annual household income.



### Percent of Market: Adults 18 or older



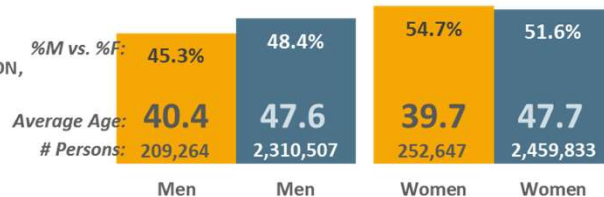
■ who Listened to WIHT-FM in the past 7 days

■ Remainder of WASHINGTON, DC Metro

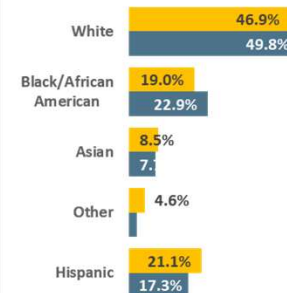
Total Persons:



### Gender of Target vs. Market: Adults 18 or older

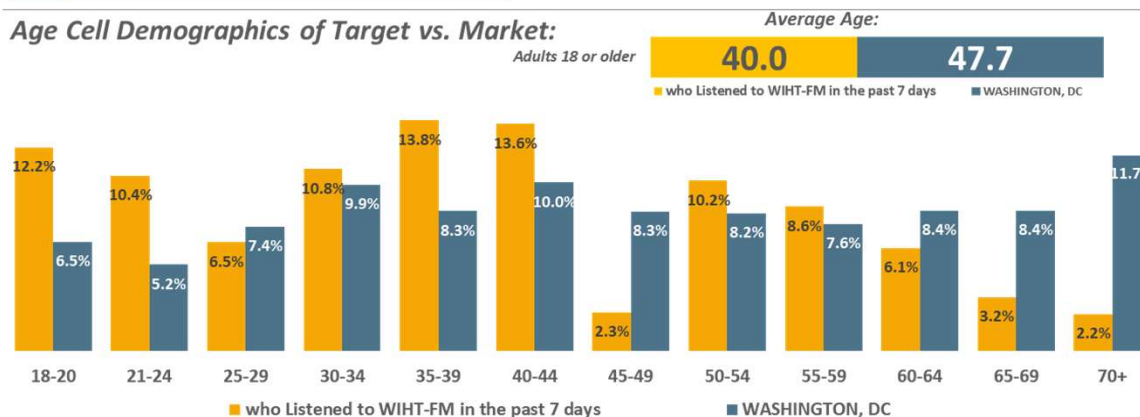


### Ethnicity of Target vs. Market:



■ who Listened to WIHT-FM in the past 7 days ■ WASHINGTON, DC

### Age Cell Demographics of Target vs. Market:

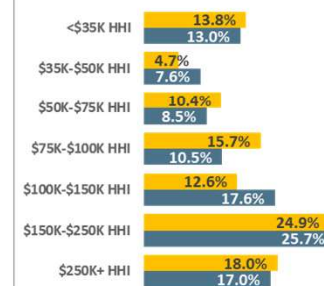


■ who Listened to WIHT-FM in the past 7 days

■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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### HHI of Target vs. Market:



Avg HHI: \$143,373 \$144,210





9.9% or 428,753 of WASHINGTON, DC Metro Adults 18 or older Listened to WWDC-FM in the past 7 days. Typical Adults 18 or older who Listened to WWDC-FM in the past 7 days are 45.6 years old (4.4% younger than average) and have a \$164,386 (14.4% higher than average) annual household income.

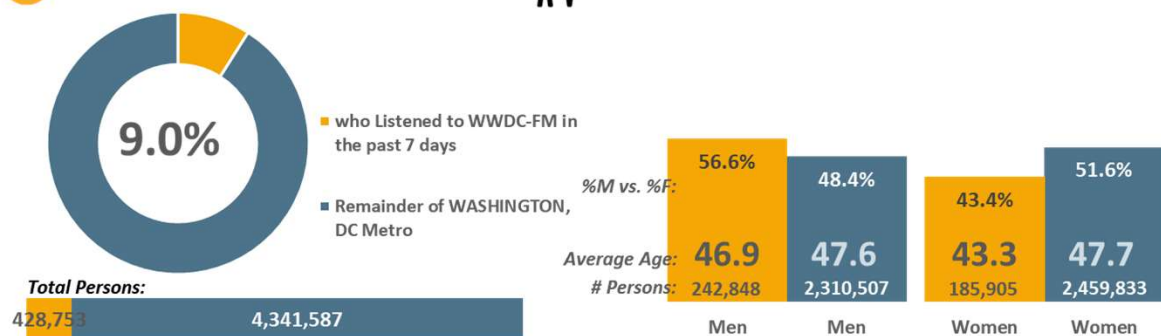


Percent of Market: Adults 18 or older

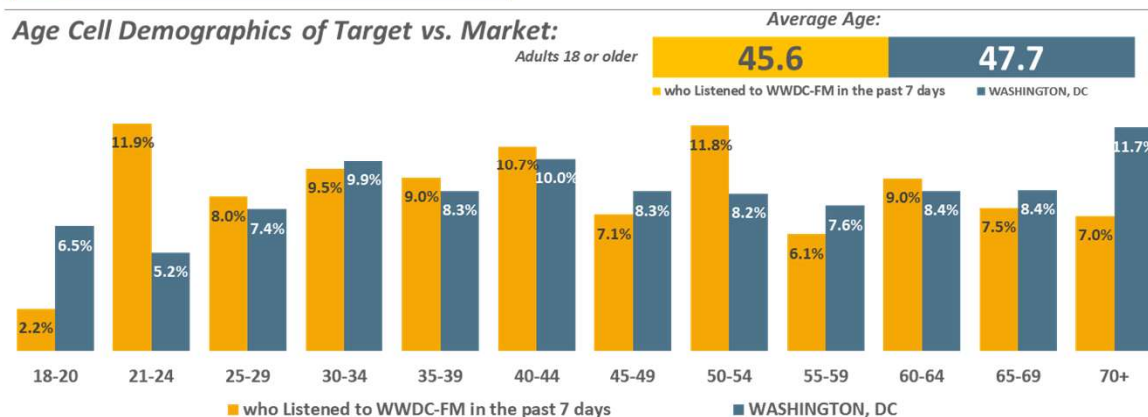


Gender of Target vs. Market: Adults 18 or older

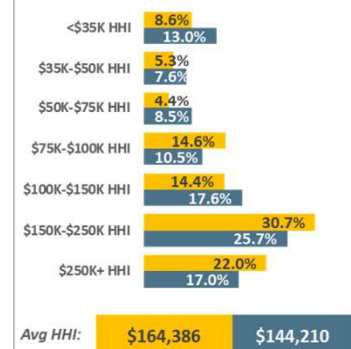
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



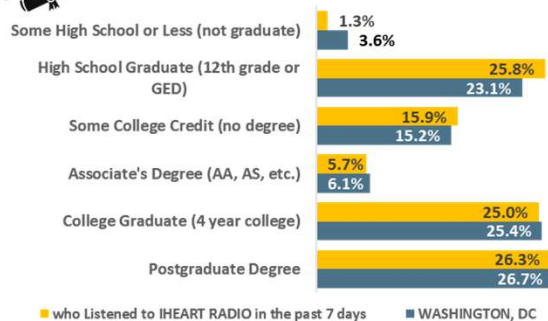
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431  
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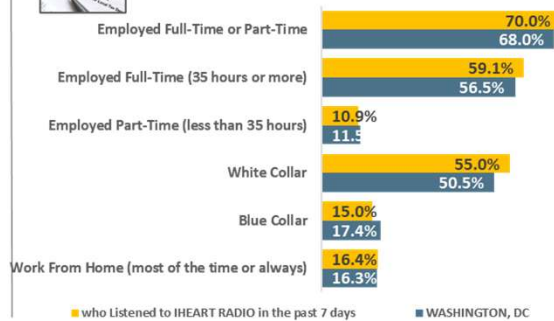
35.5% or 1,669,076 of WASHINGTON, DC Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 1.4% less likely to be a college graduate, 4.6% more likely to work full-time, 1.9% less likely to be married, 4.4% less likely to be a parent of 1 or more children under 18.



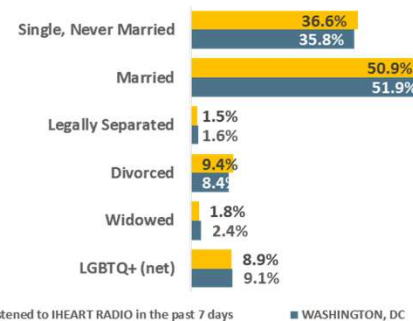
### Education Levels: Adults 18 or older



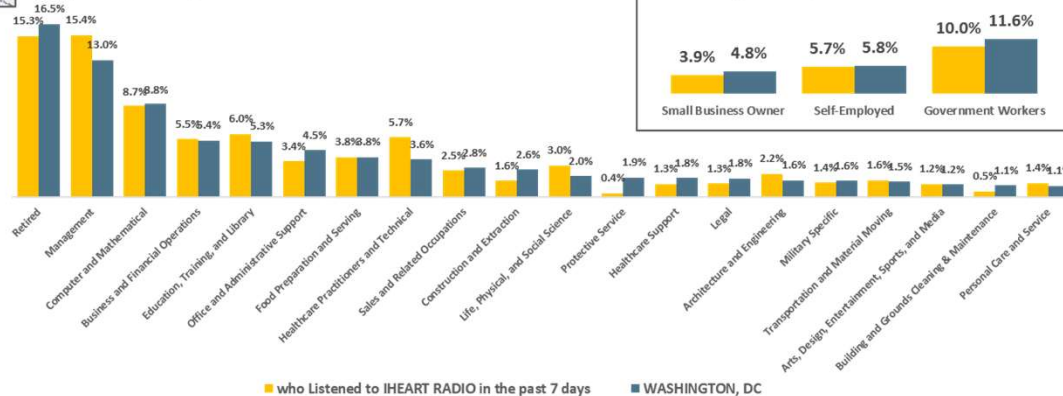
### Employment: Adults 18 or older



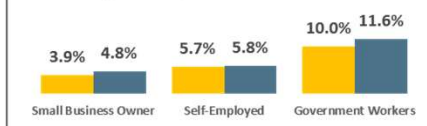
### Marital Status: Adults 18 or older



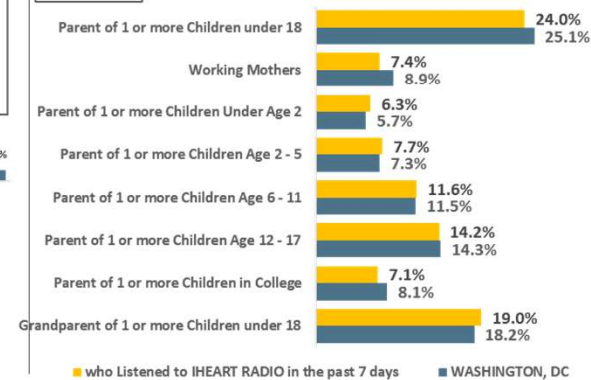
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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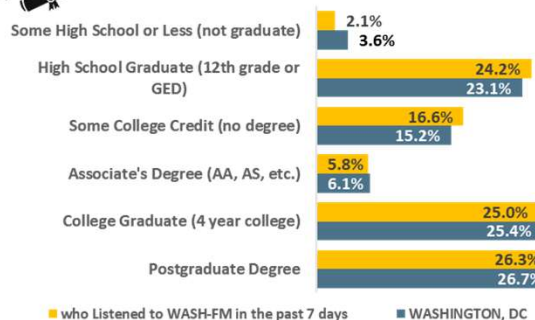
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



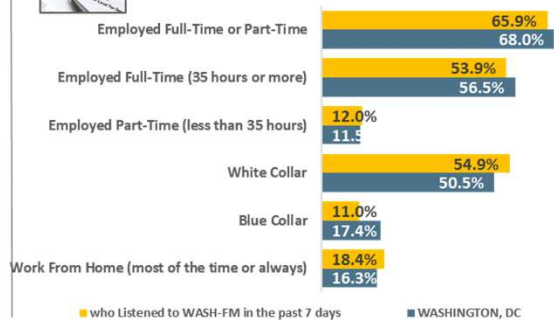
15.1% or 720,734 of WASHINGTON, DC Metro Adults 18 or older Listened to WASH-FM in the past 7 days. Adults 18 or older who Listened to WASH-FM in the past 7 days are 1.5% less likely to be a college graduate, 4.5% less likely to work full-time, 1.4% more likely to be married, 10.7% more likely to be a parent of 1 or more children under 18.



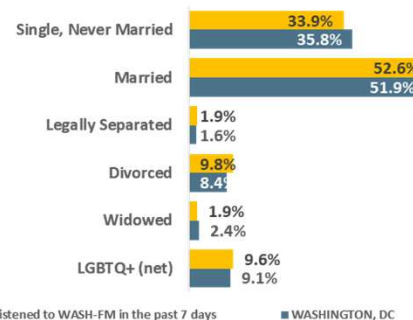
### Education Levels: Adults 18 or older



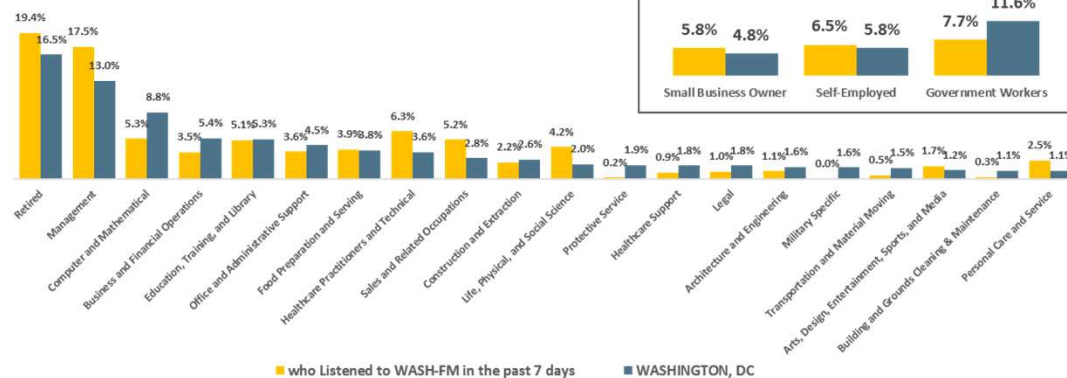
### Employment: Adults 18 or older



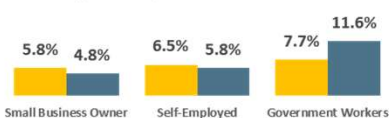
### Marital Status: Adults 18 or older



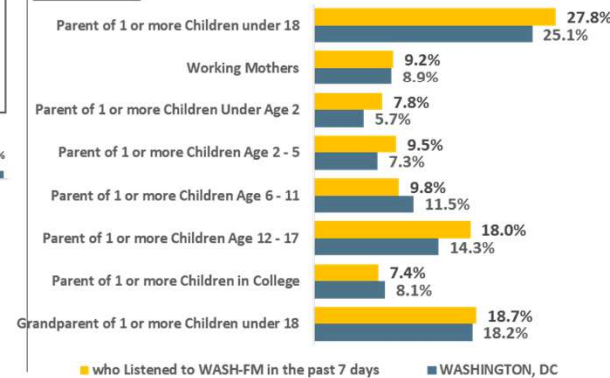
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



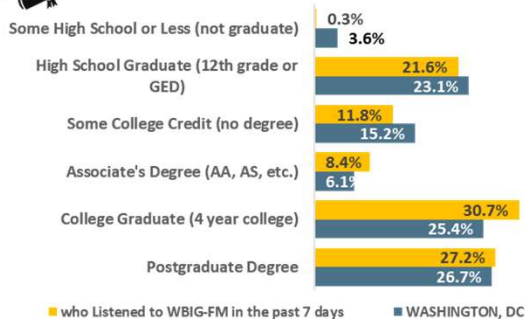




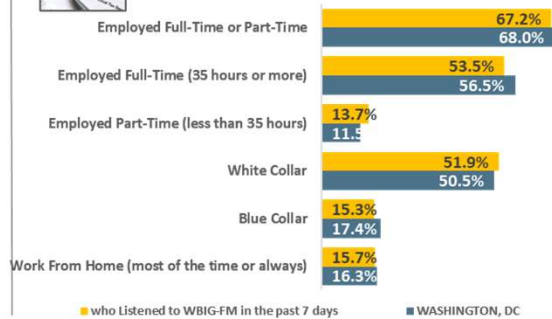
9.8% or 469,024 of WASHINGTON, DC Metro Adults 18 or older Listened to WBIG-FM in the past 7 days. Adults 18 or older who Listened to WBIG-FM in the past 7 days are 11.3% more likely to be a college graduate, 5.3% less likely to work full-time, 3.7% more likely to be married, 10.4% more likely to be a parent of 1 or more children under 18.



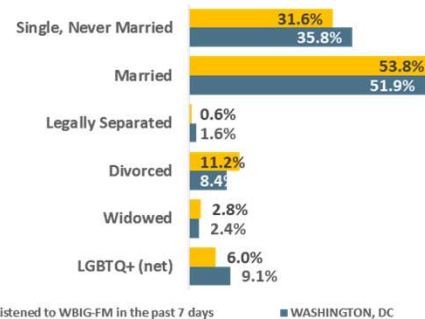
### Education Levels: Adults 18 or older



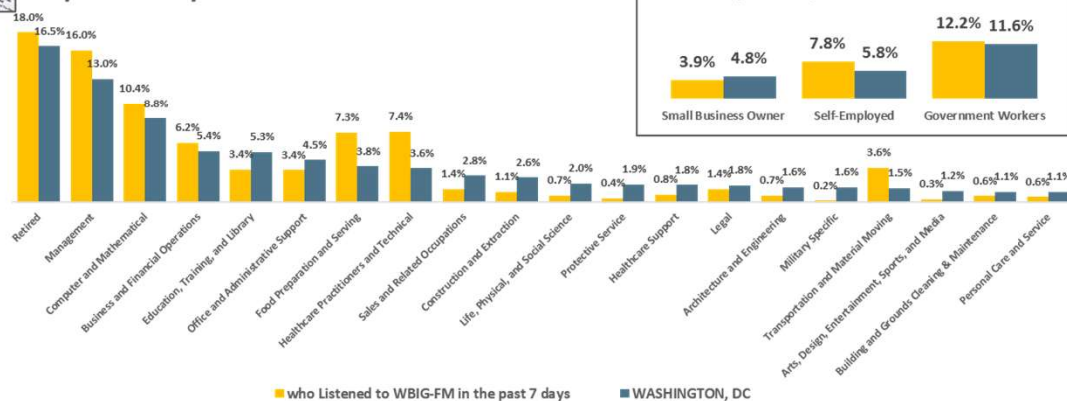
### Employment: Adults 18 or older



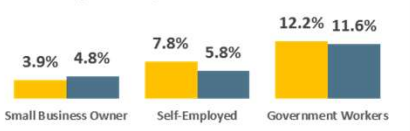
### Marital Status: Adults 18 or older



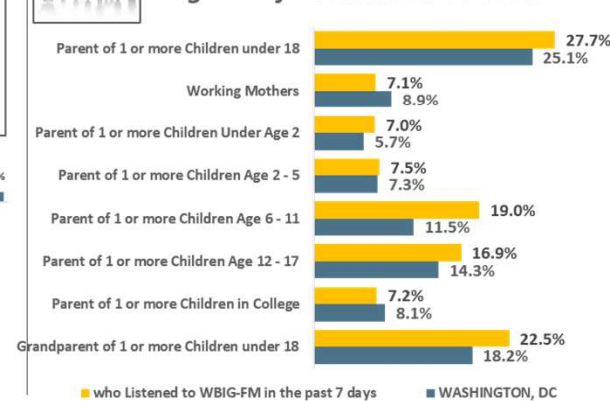
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

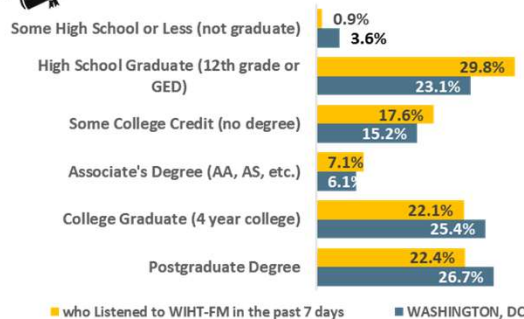




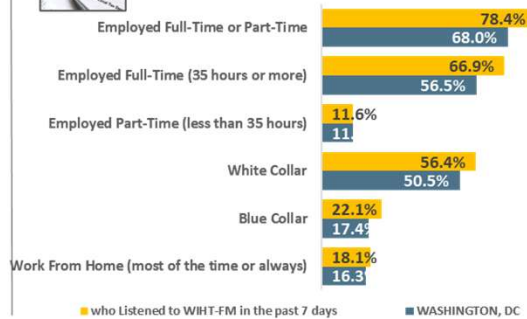
9.7% or 461,911 of WASHINGTON, DC Metro Adults 18 or older Listened to WIHT-FM in the past 7 days. Adults 18 or older who Listened to WIHT-FM in the past 7 days are 14.5% less likely to be a college graduate, 18.4% more likely to work full-time, 8.9% less likely to be married, 3.2% less likely to be a parent of 1 or more children under 18.



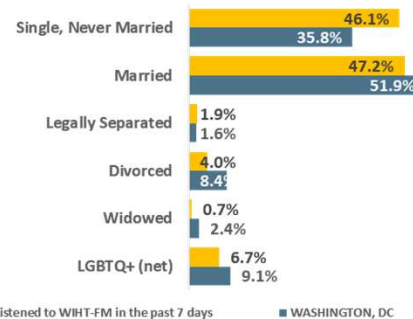
### Education Levels: Adults 18 or older



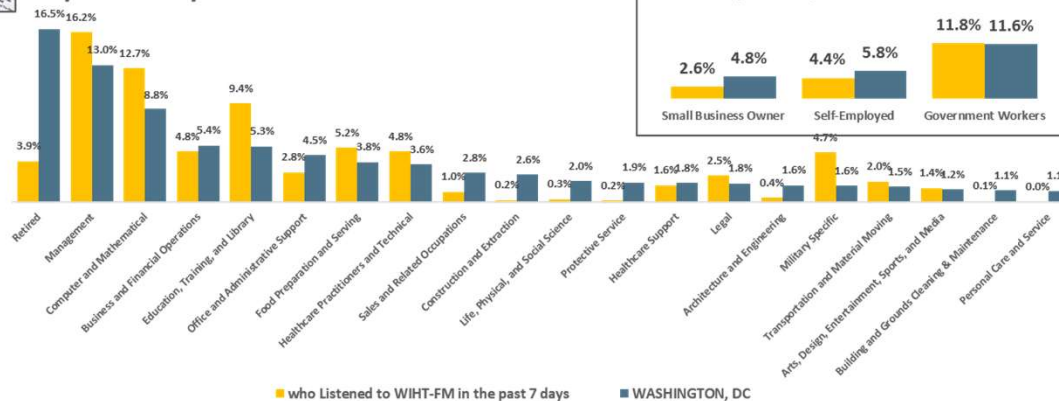
### Employment: Adults 18 or older



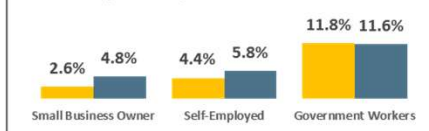
### Marital Status: Adults 18 or older



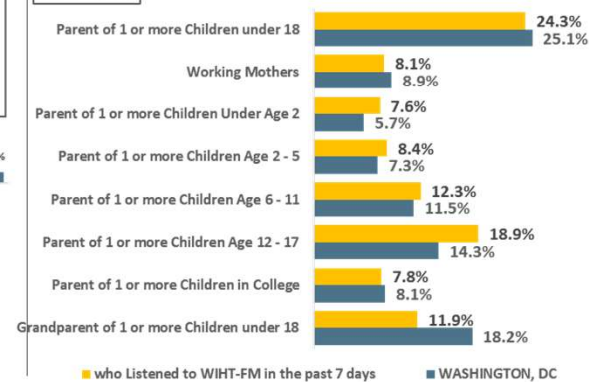
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

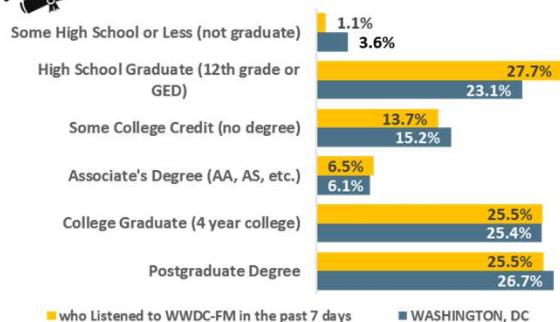




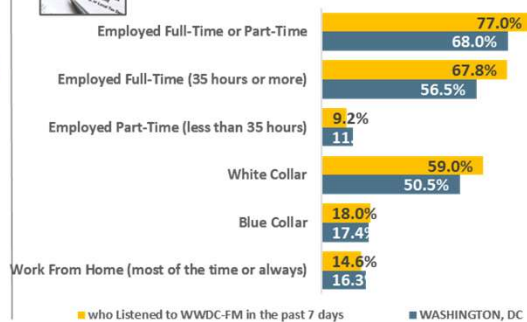
9.9% or 428,753 of WASHINGTON, DC Metro Adults 18 or older Listened to WWDC-FM in the past 7 days. Adults 18 or older who Listened to WWDC-FM in the past 7 days are 2.0% less likely to be a college graduate, 20.0% more likely to work full-time, 1.7% less likely to be married, 2.3% more likely to be a parent of 1 or more children under 18.



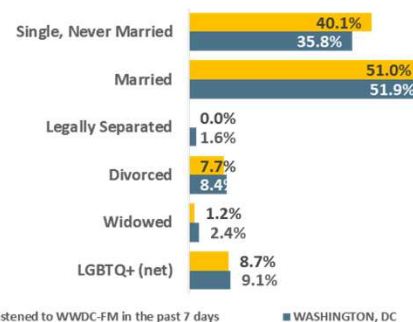
### Education Levels: Adults 18 or older



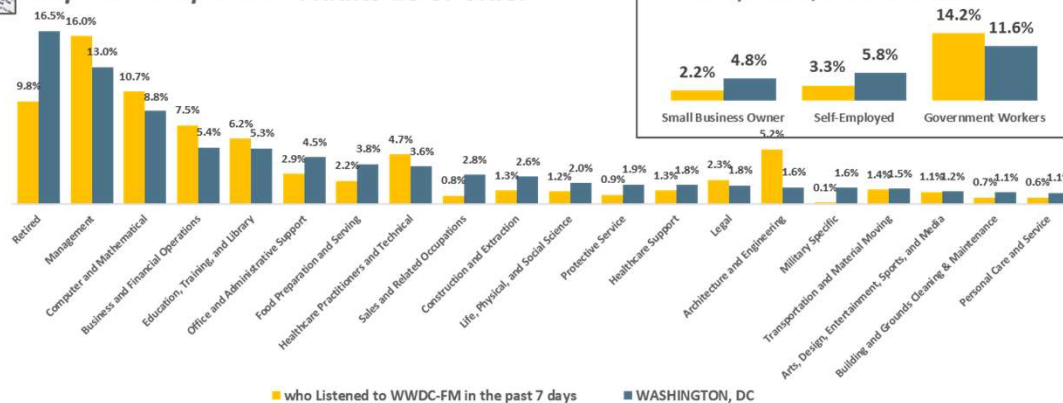
### Employment: Adults 18 or older



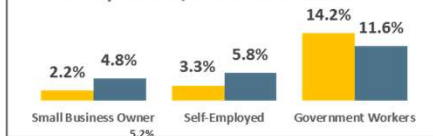
### Marital Status: Adults 18 or older



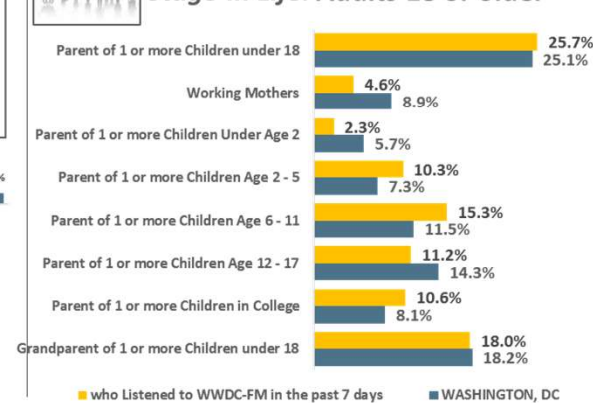
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



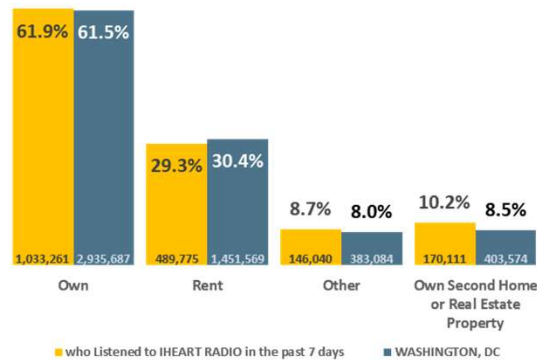




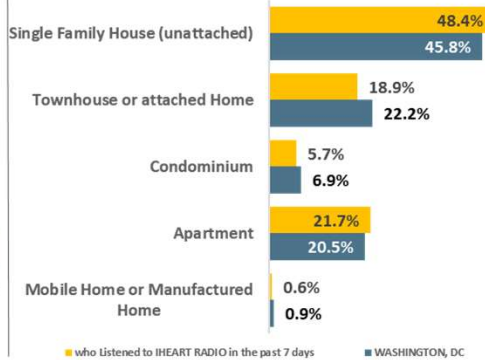
35.% or 1,669,076 of WASHINGTON, DC Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are .6% more likely to own their home, 6.7% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 11.4% more likely to have a dog.



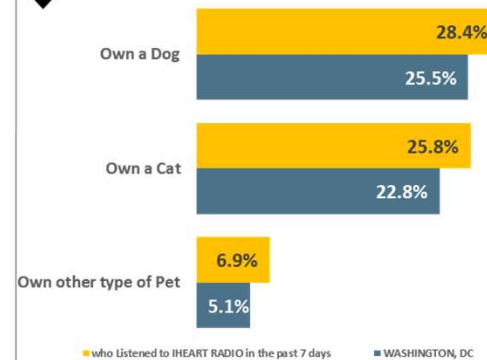
### Own/Rent/Other: Adults 18 or older



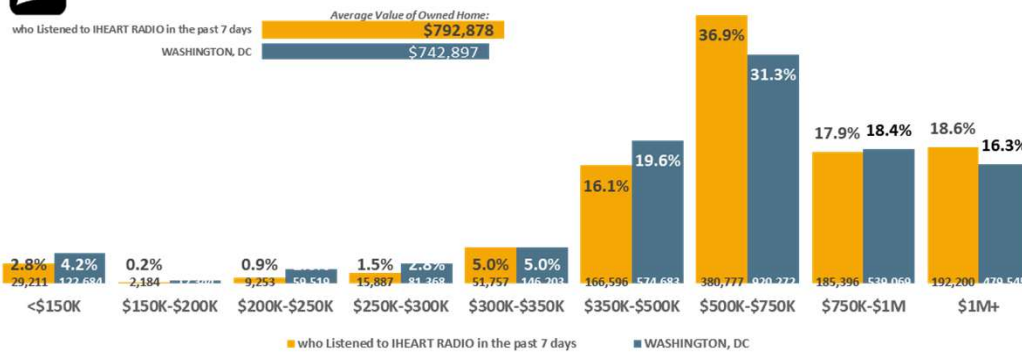
### Type of Home: Adults 18 or older



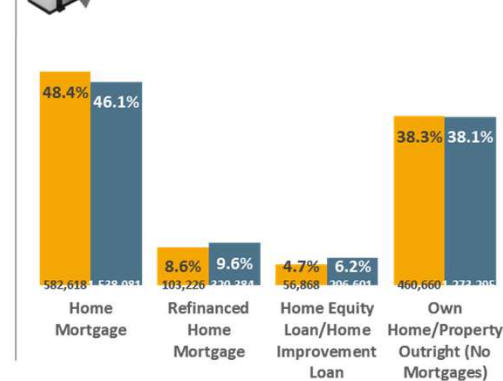
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

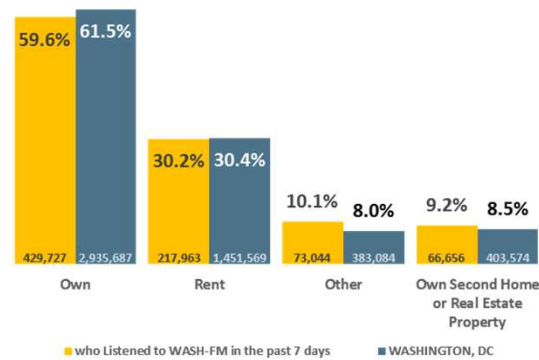




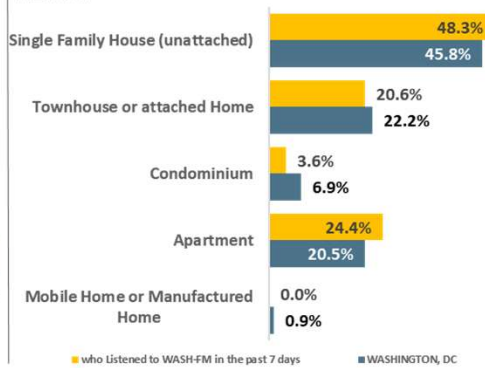
15.1% or 720,734 of WASHINGTON, DC Metro Adults 18 or older Listened to WASH-FM in the past 7 days. Adults 18 or older who Listened to WASH-FM in the past 7 days are 3.1% less likely to own their home, 14.3% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 20.2% more likely to have a dog.



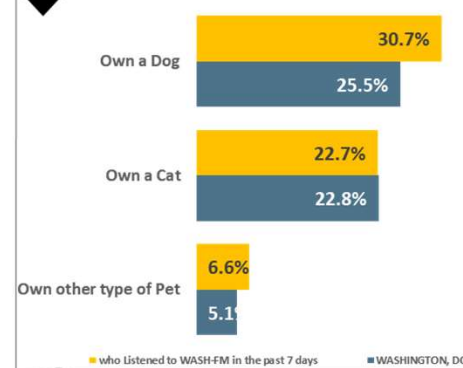
### Own/Rent/Other: Adults 18 or older



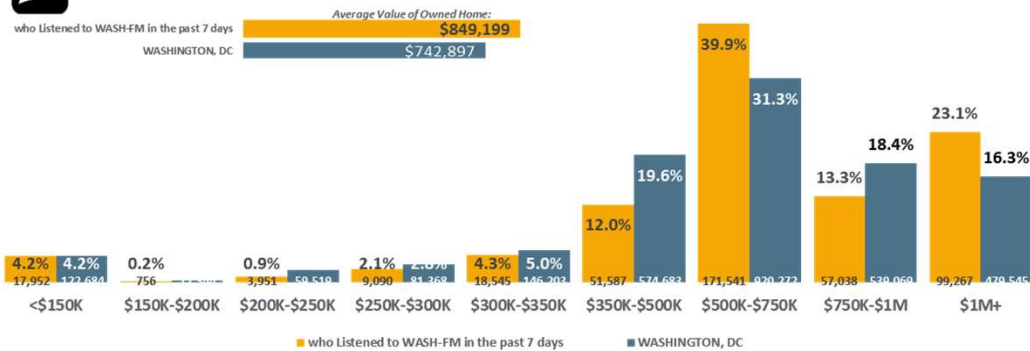
### Type of Home: Adults 18 or older



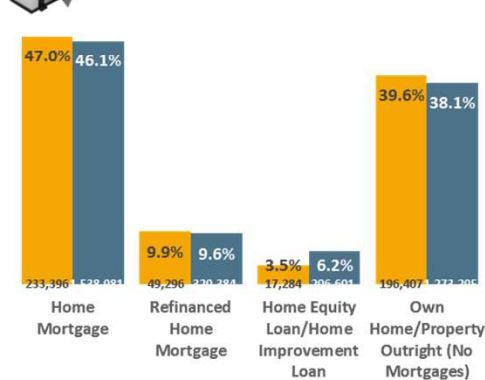
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

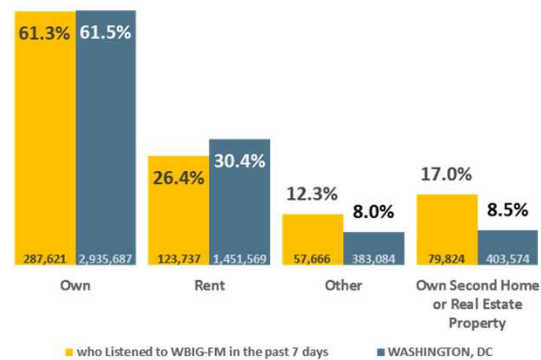




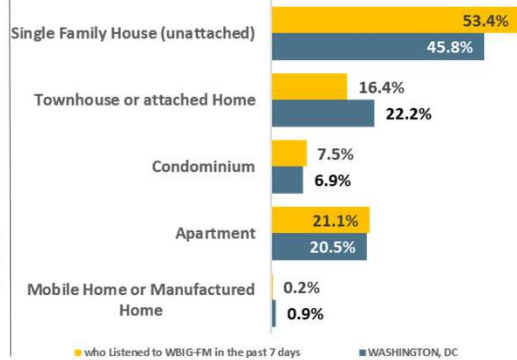
9.8% or 469,024 of WASHINGTON, DC Metro Adults 18 or older Listened to WBIG-FM in the past 7 days. Adults 18 or older who Listened to WBIG-FM in the past 7 days are .4% less likely to own their home, 7.2% more likely to own a higher valued home, 16.5% more likely to have a single-family home, 12.5% more likely to have a dog.



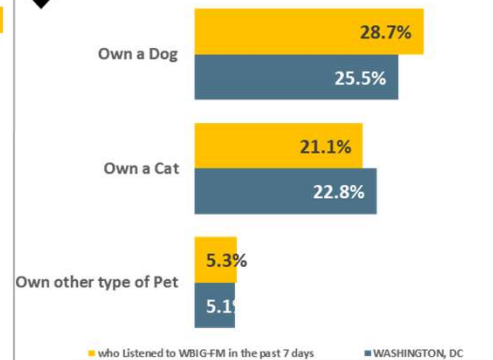
### Own/Rent/Other: Adults 18 or older



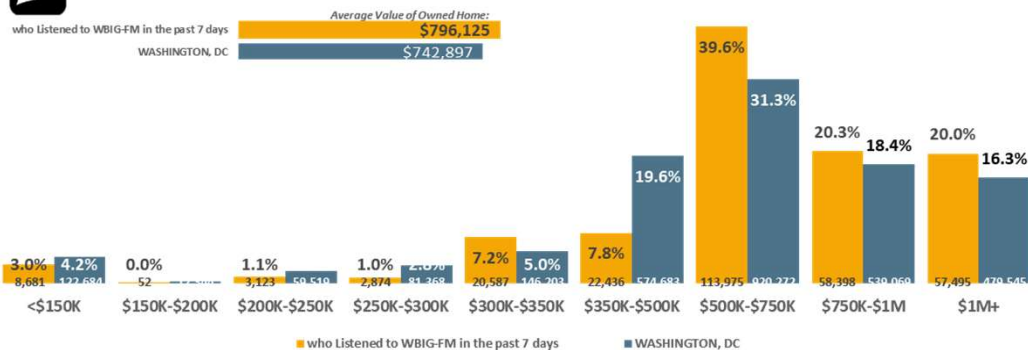
### Type of Home: Adults 18 or older



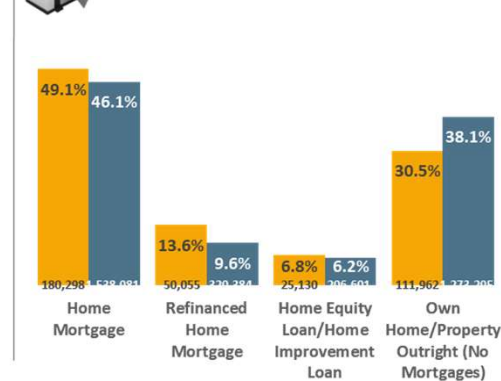
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



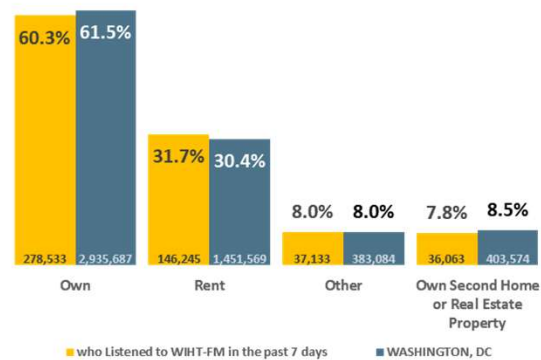




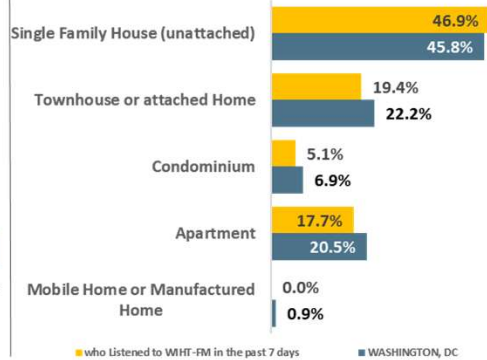
9.7% or 461,911 of WASHINGTON, DC Metro Adults 18 or older Listened to WIHT-FM in the past 7 days. Adults 18 or older who Listened to WIHT-FM in the past 7 days are 2.% less likely to own their home, 4.6% more likely to own a lower valued home, 2.5% more likely to have a single-family home, 8.5% more likely to have a dog.



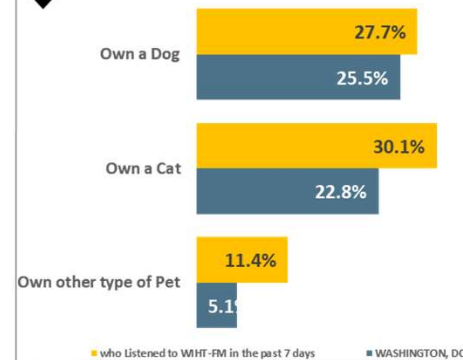
### Own/Rent/Other: Adults 18 or older



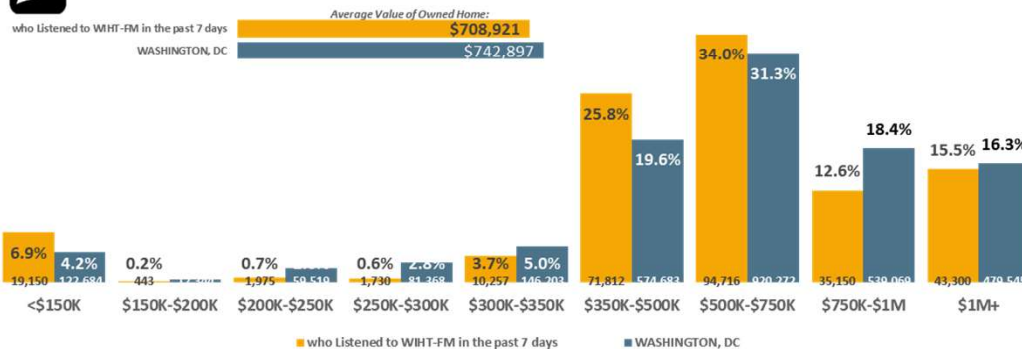
### Type of Home: Adults 18 or older



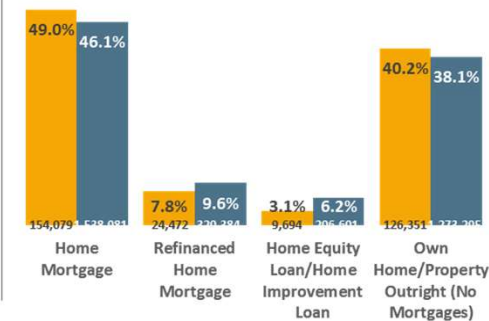
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

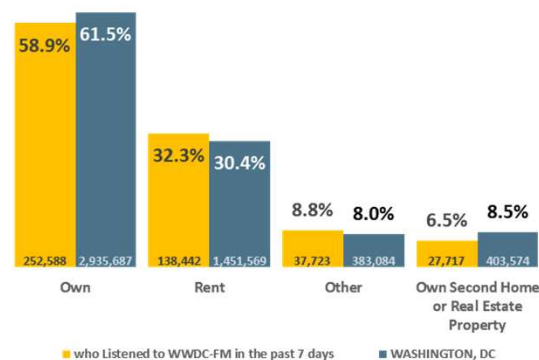




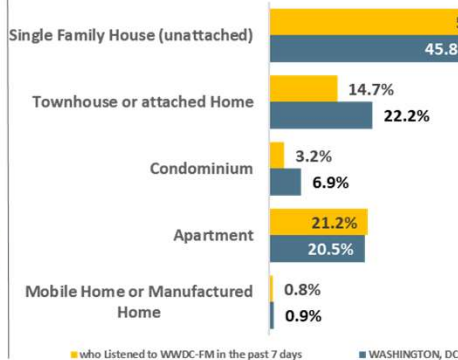
9.9% or 428,753 of WASHINGTON, DC Metro Adults 18 or older Listened to WWDC-FM in the past 7 days. Adults 18 or older who Listened to WWDC-FM in the past 7 days are 4.3% less likely to own their home, 7.7% more likely to own a higher valued home, 14.3% more likely to have a single-family home, 5.5% less likely to have a dog.



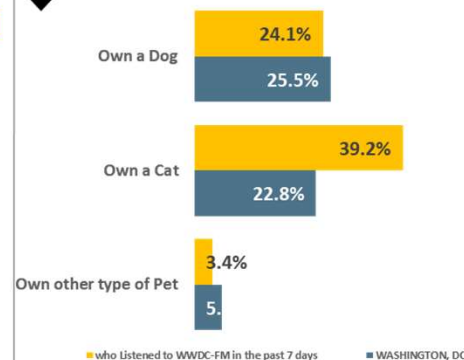
### Own/Rent/Other: Adults 18 or older



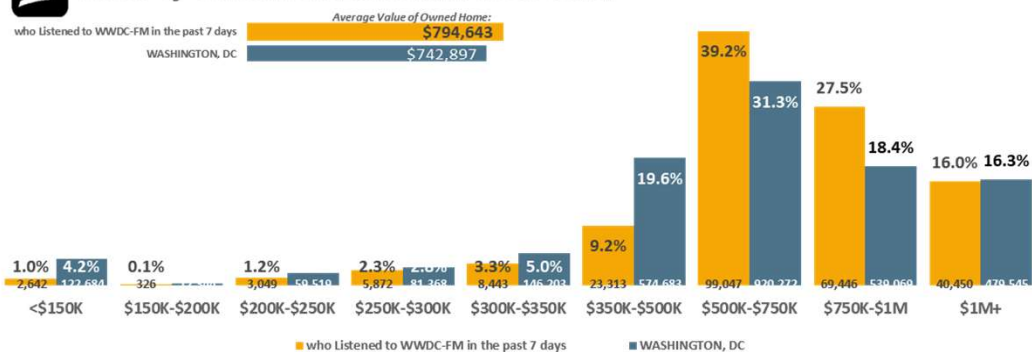
### Type of Home: Adults 18 or older



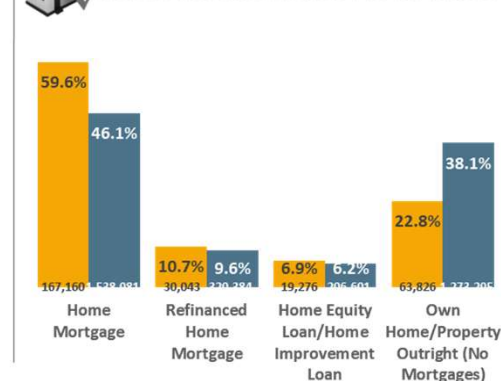
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

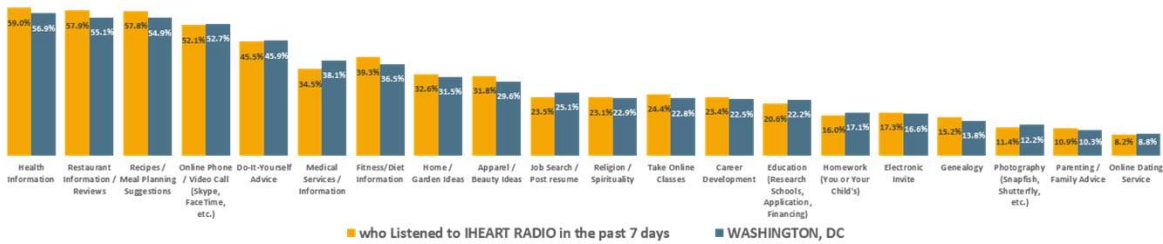




35.% or 1,669,076 of WASHINGTON, DC Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are .8% less likely to look up D-I-Y advice online, 5.6% more likely to always vote in local elections, 8.8% more likely to belong to a gym, 3.% more likely to fly domestic past yr.



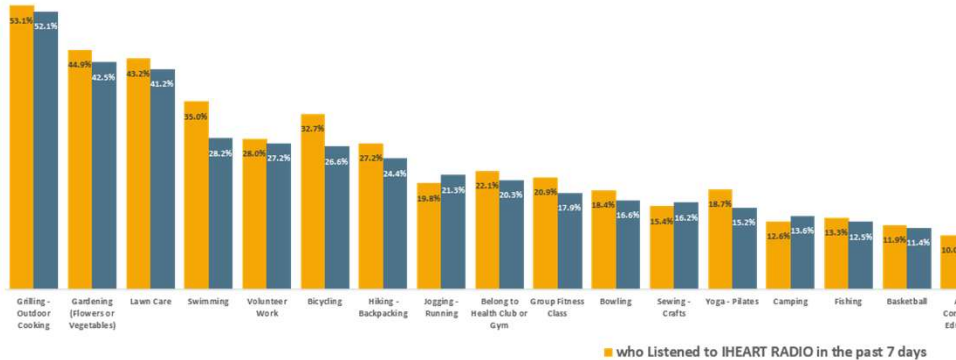
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Listened to IHEART RADIO in the past 7 days ■ WASHINGTON, DC



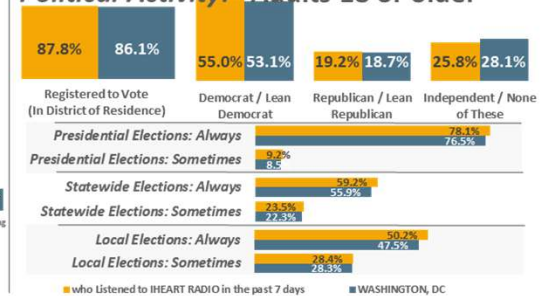
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Listened to IHEART RADIO in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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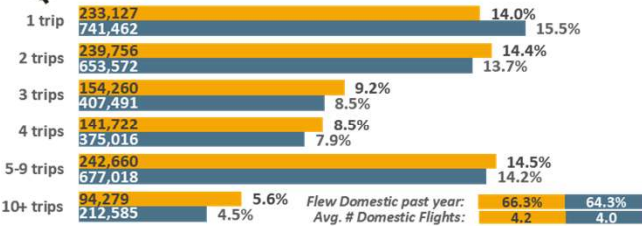
### Political Activity: Adults 18 or older



■ who Listened to IHEART RADIO in the past 7 days ■ WASHINGTON, DC



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



Flew Domestic past year: 66.3%  
Avg. # Domestic Flights: 4.2

(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



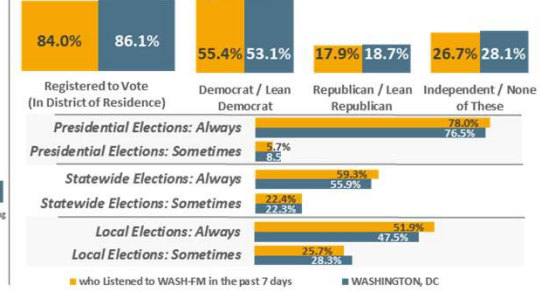
15.1% or 720,734 of WASHINGTON, DC Metro Adults 18 or older Listened to WASH-FM in the past 7 days. Adults 18 or older who Listened to WASH-FM in the past 7 days are 8.3% more likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 6.9% more likely to belong to a gym, 9.4% more likely to fly domestic past yr.



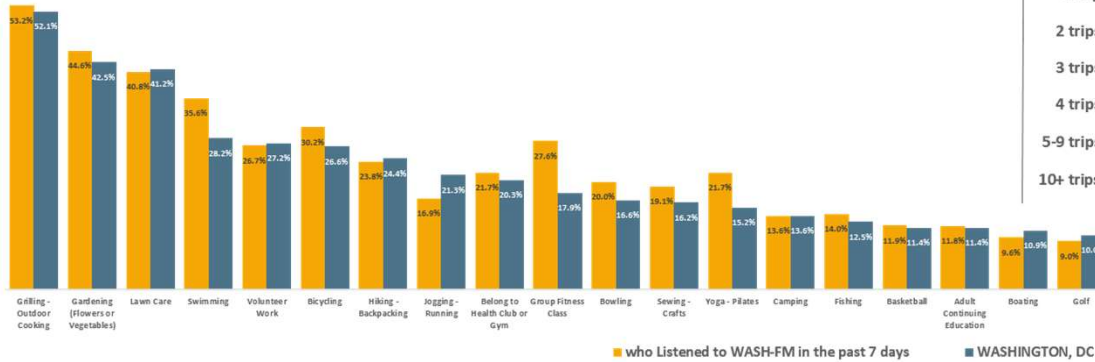
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



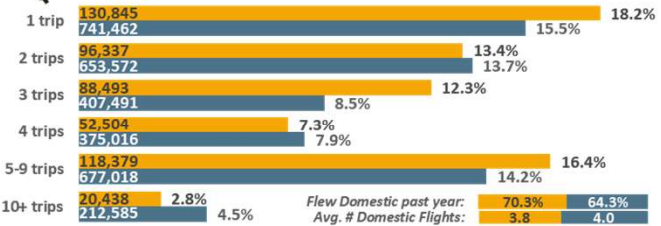
### Political Activity: Adults 18 or older



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



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



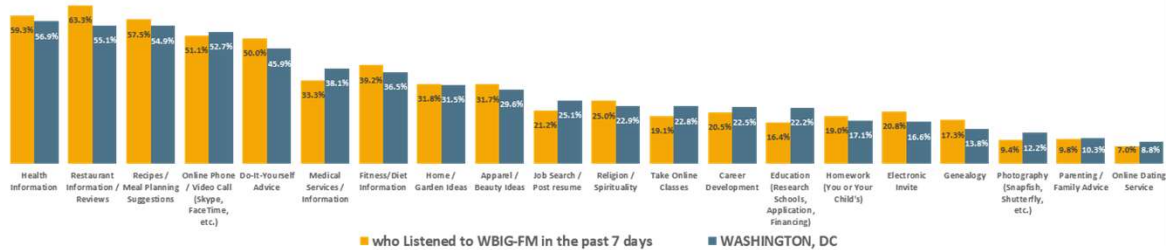




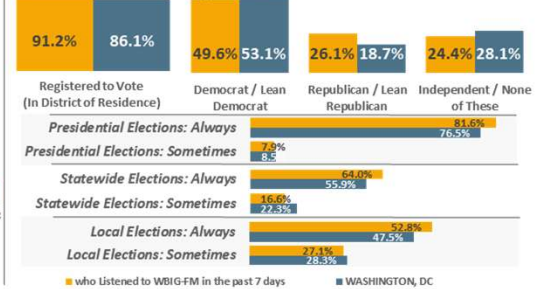
9.8% or 469,024 of WASHINGTON, DC Metro Adults 18 or older Listened to WBIG-FM in the past 7 days. Adults 18 or older who Listened to WBIG-FM in the past 7 days are 8.9% more likely to look up D-I-Y advice online, 11.3% more likely to always vote in local elections, 16.3% more likely to belong to a gym, 7.2% more likely to fly domestic past yr.



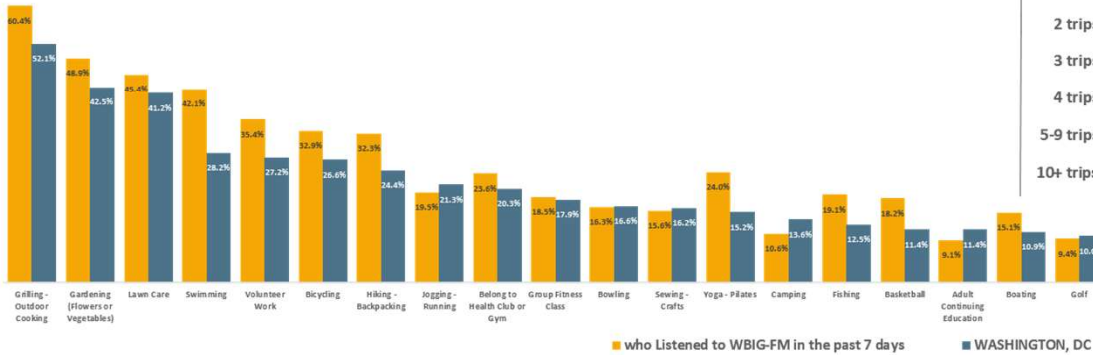
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



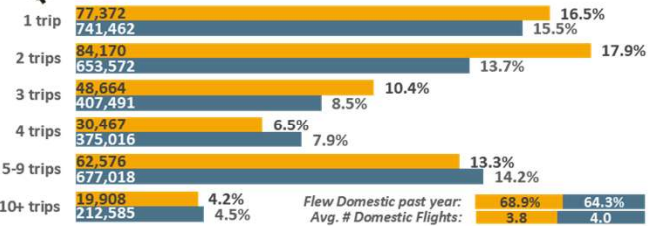
### Political Activity: Adults 18 or older



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



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

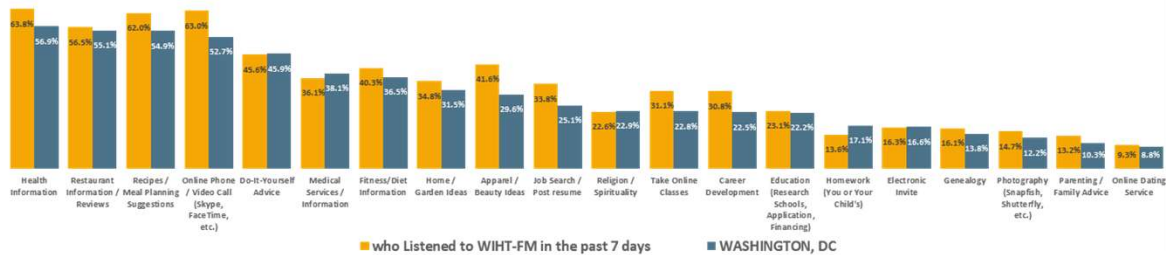




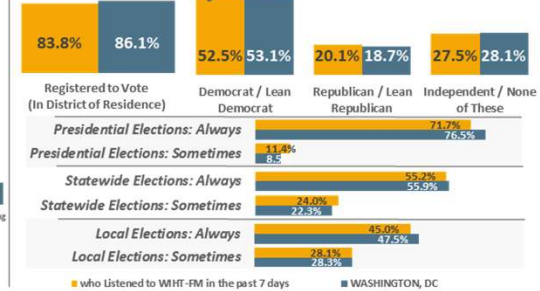
9.7% or 461,911 of WASHINGTON, DC Metro Adults 18 or older Listened to WIHT-FM in the past 7 days. Adults 18 or older who Listened to WIHT-FM in the past 7 days are .8% less likely to look up D-I-Y advice online, 5.2% less likely to always vote in local elections, 22.1% less likely to belong to a gym, 13.3% less likely to fly domestic past yr.



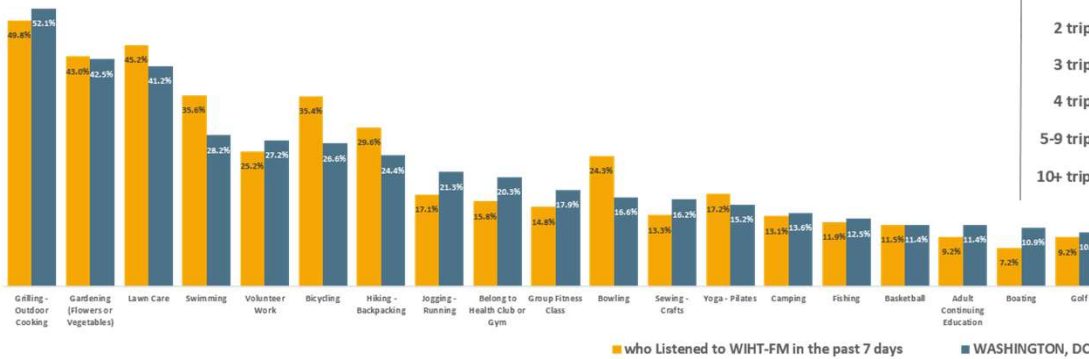
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



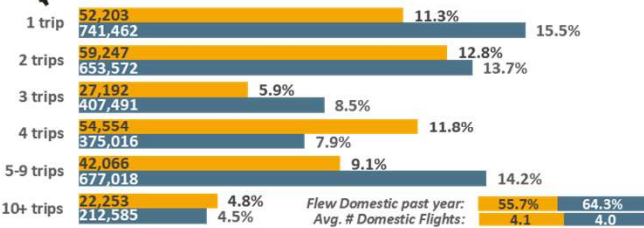
### Political Activity: Adults 18 or older



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



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

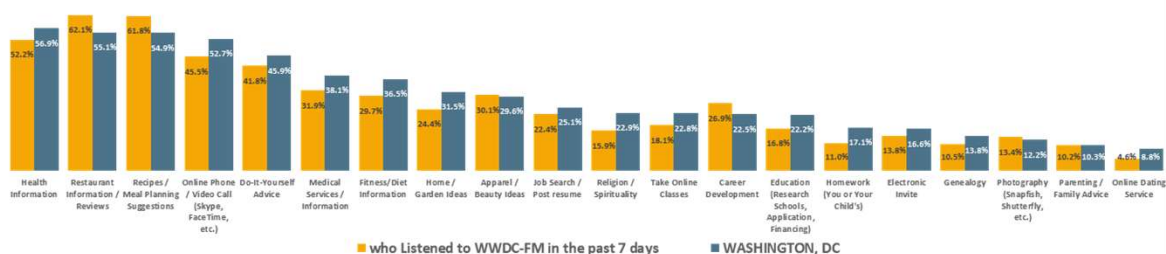




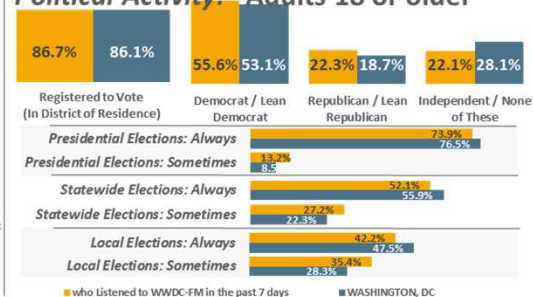
9.9% or 428,753 of WASHINGTON, DC Metro Adults 18 or older Listened to WWDC-FM in the past 7 days. Adults 18 or older who Listened to WWDC-FM in the past 7 days are 8.9% less likely to look up D-I-Y advice online, 11.2% less likely to always vote in local elections, 44.9% more likely to belong to a gym, 11.9% less likely to fly domestic past yr.



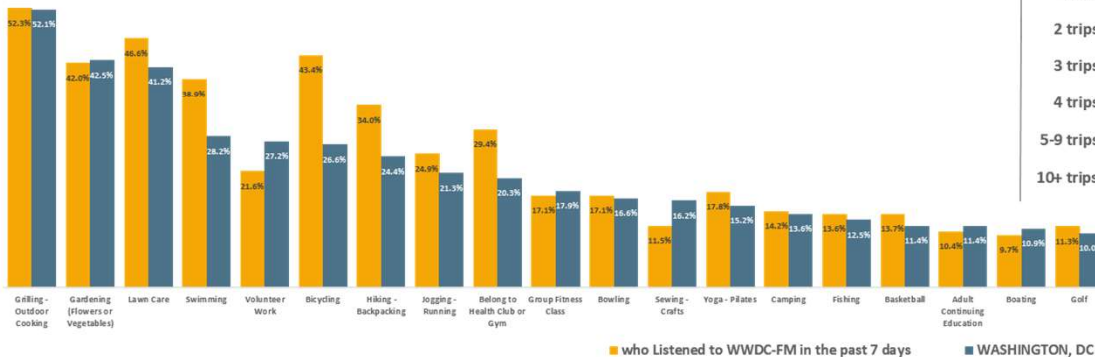
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



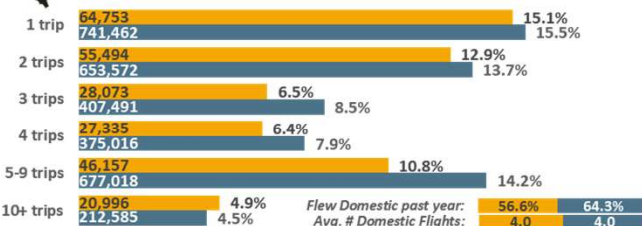
### Political Activity: Adults 18 or older



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



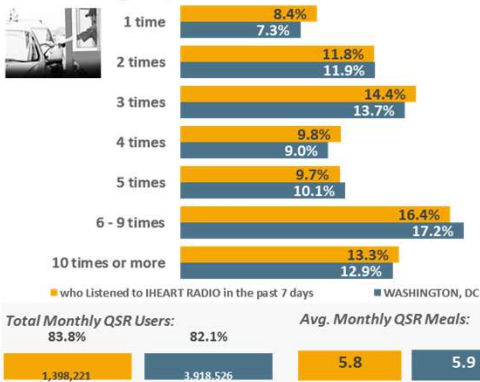
### Past 12-months Domestic Airline Trips: Adults 18 or older



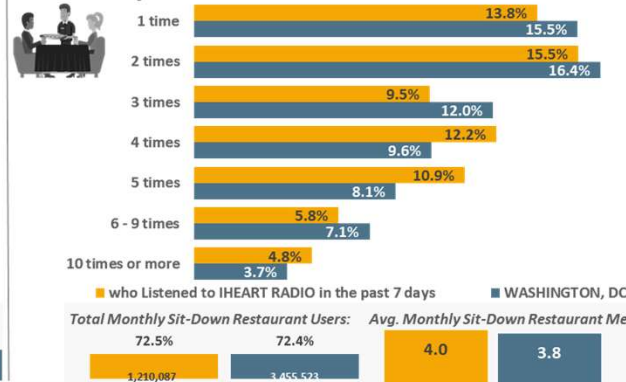


35.% or 1,669,076 of WASHINGTON, DC Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.% more likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 9.9% more likely to use Casinos past yr., 17.7% less likely to smoke cigarettes.

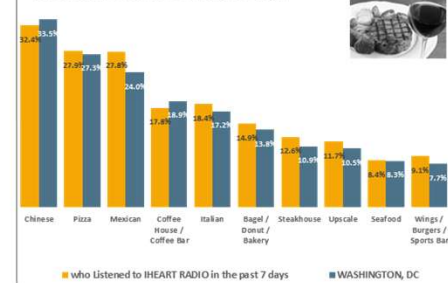
### Past 30-days QSR Users: Adults 18 or older



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

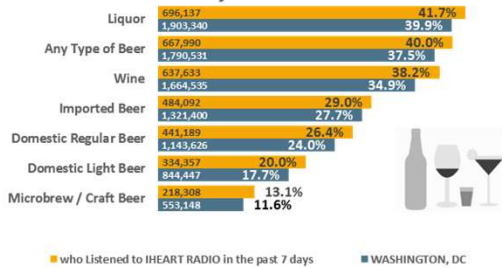


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

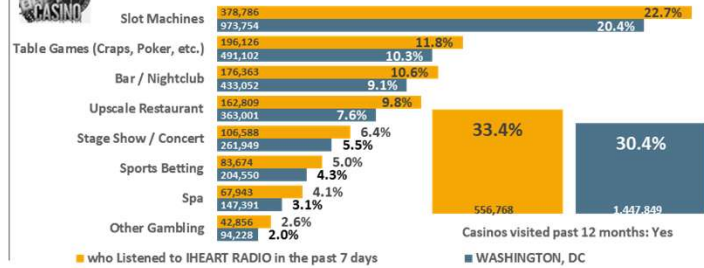


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
who Listened to IHEART RADIO in the past 7 days: 461,286 (27.6%)  
WASHINGTON, DC: 1,328,420 (27.8%)

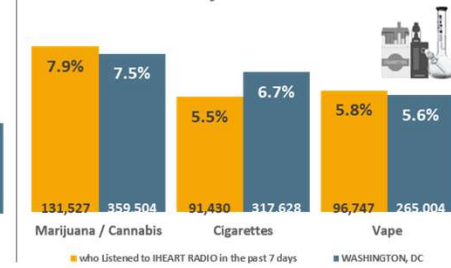
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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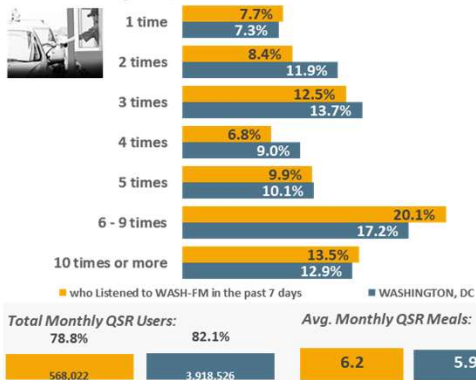
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



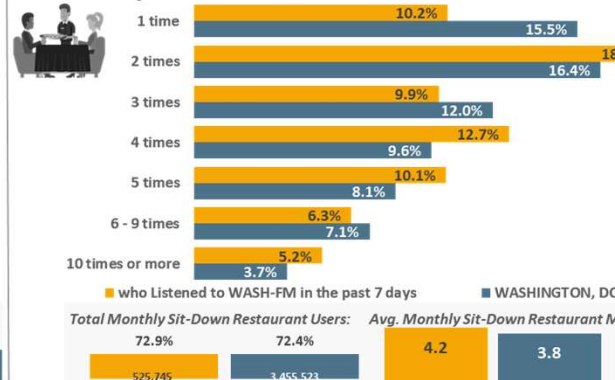


15.1% or 720,734 of WASHINGTON, DC Metro Adults 18 or older Listened to WASH-FM in the past 7 days. Adults 18 or older who Listened to WASH-FM in the past 7 days are 4.1% less likely to use QSRs past mo., .7% more likely to use Sit-Down Restaurants past mo., 17.7% more likely to use Casinos past yr., 5.3% less likely to smoke cigarettes.

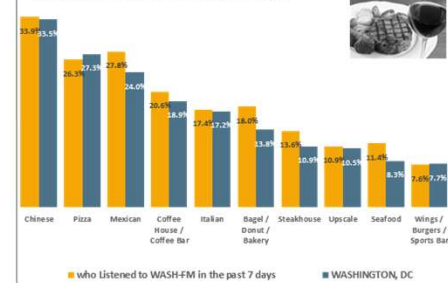
### Past 30-days QSR Users: Adults 18 or older



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

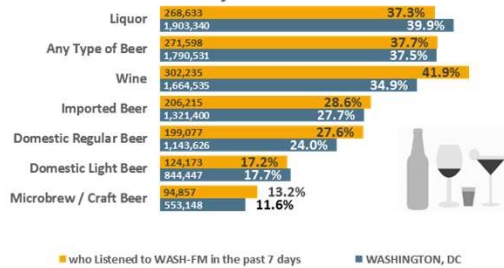


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

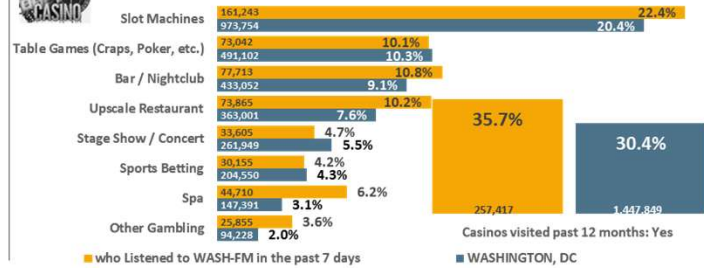


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to WASH-FM in the past 7 days: 173,777 (24.1%)  
WASHINGTON, DC: 1,328,420 (27.8%)

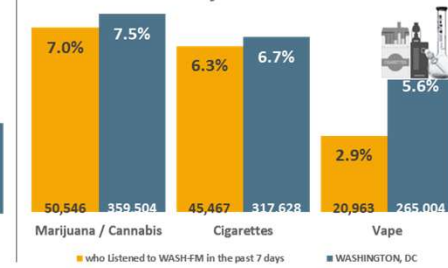
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



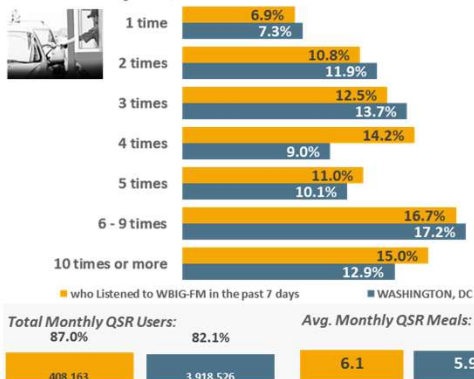
### Used Past 30-days: Adults 18 or older



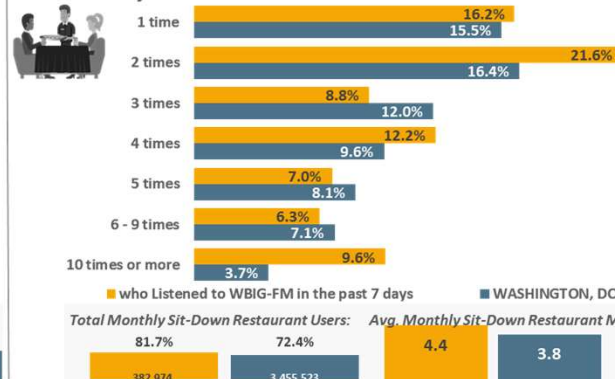


9.8% or 469,024 of WASHINGTON, DC Metro Adults 18 or older Listened to WBIG-FM in the past 7 days. Adults 18 or older who Listened to WBIG-FM in the past 7 days are 5.9% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 2.1% less likely to use Casinos past yr., 14.6% less likely to smoke cigarettes.

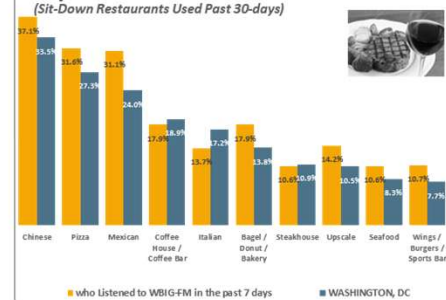
### Past 30-days QSR Users: Adults 18 or older



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

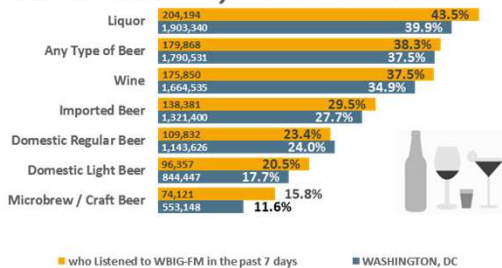


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

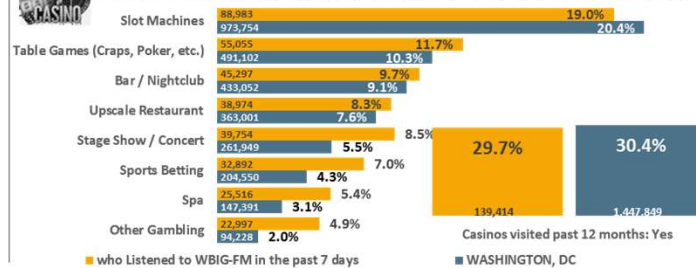


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to WBIG-FM in the past 7 days: 160,673 (34.3%)  
WASHINGTON, DC: 1,328,420 (27.8%)

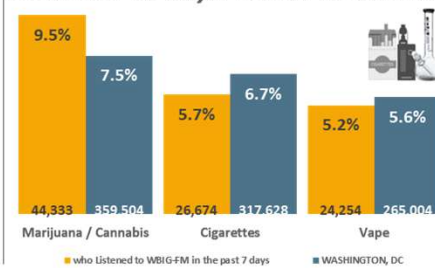
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



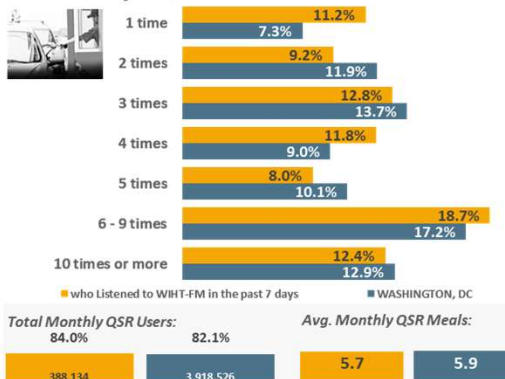
### Used Past 30-days: Adults 18 or older



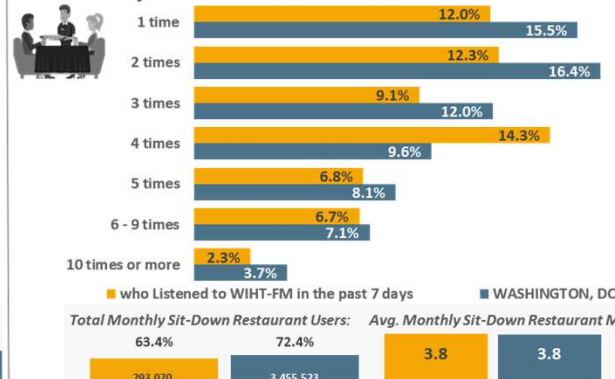


9.7% or 461,911 of WASHINGTON, DC Metro Adults 18 or older Listened to WIHT-FM in the past 7 days. Adults 18 or older who Listened to WIHT-FM in the past 7 days are 2.3% more likely to use QSRs past mo., 12.4% less likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr, 12.2% less likely to smoke cigarettes.

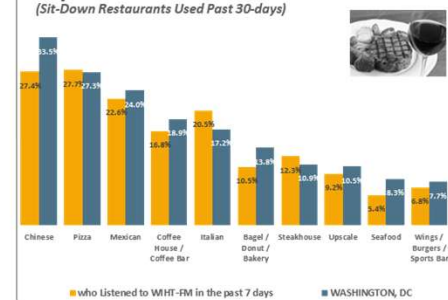
### Past 30-days QSR Users: Adults 18 or older



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

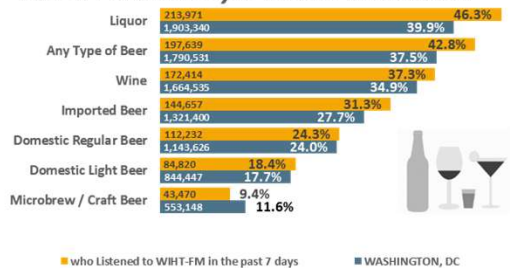


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

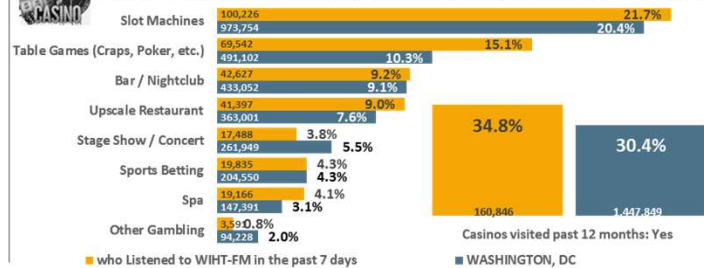


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Listened to WIHT-FM in the past 7 days: 130,057 (28.2%)  
WASHINGTON, DC: 1,328,420 (27.8%)

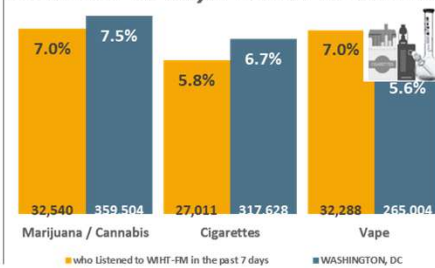
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



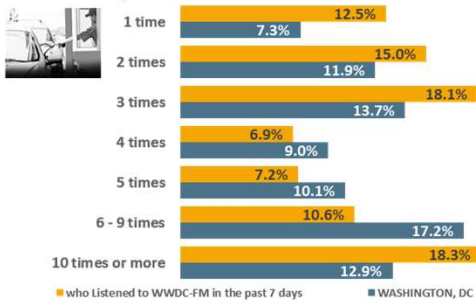
### Used Past 30-days: Adults 18 or older



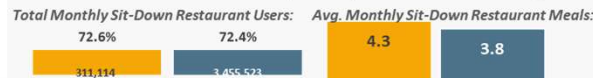
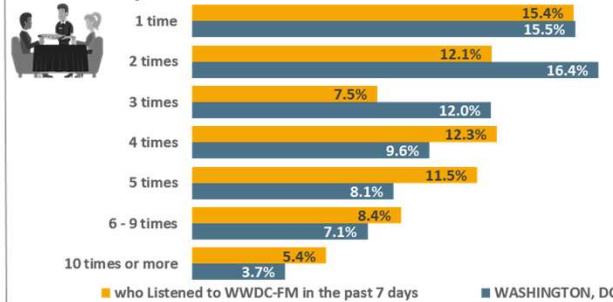


9.9% or 428,753 of WASHINGTON, DC Metro Adults 18 or older Listened to WWDC-FM in the past 7 days. Adults 18 or older who Listened to WWDC-FM in the past 7 days are 8.0% more likely to use QSRs past mo., .2% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 12.1% less likely to smoke cigarettes.

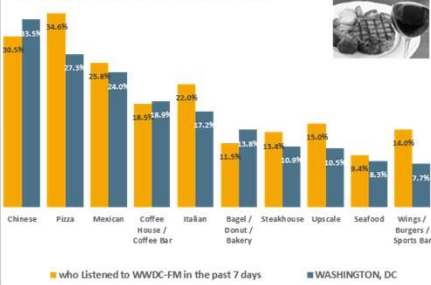
### Past 30-days QSR Users: Adults 18 or older



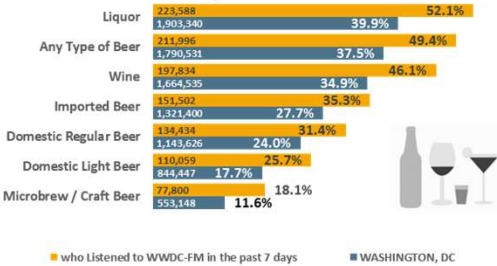
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



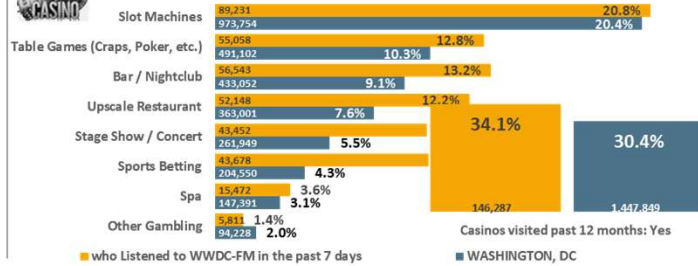
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



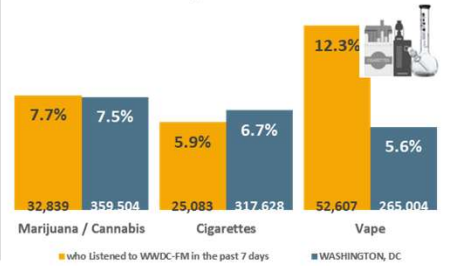
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older







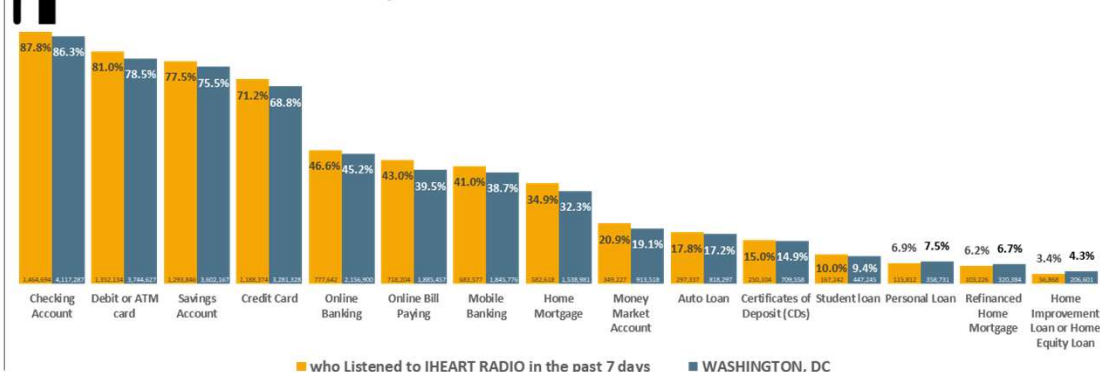
35.5% or 1,669,076 of WASHINGTON, DC Metro Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 7.3% more likely to have a 401K, 3.9% more likely to have an Auto Loan, 15.5% more likely to Invest/Trade Stocks Online, 7.7% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



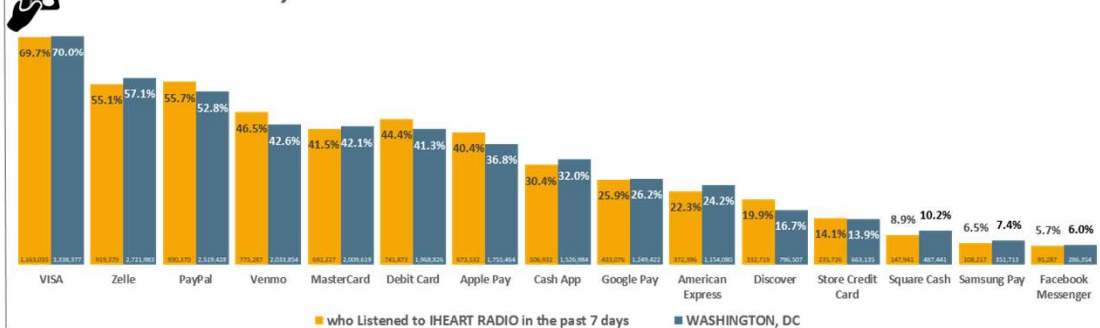
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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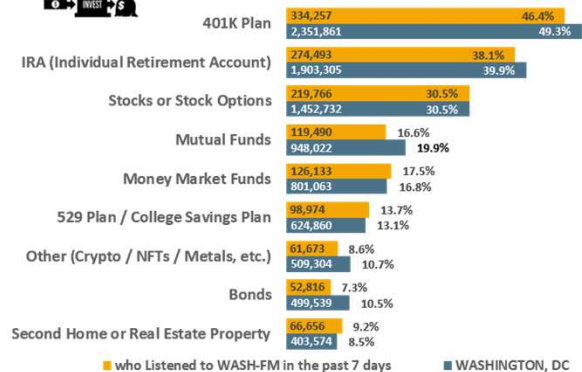
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



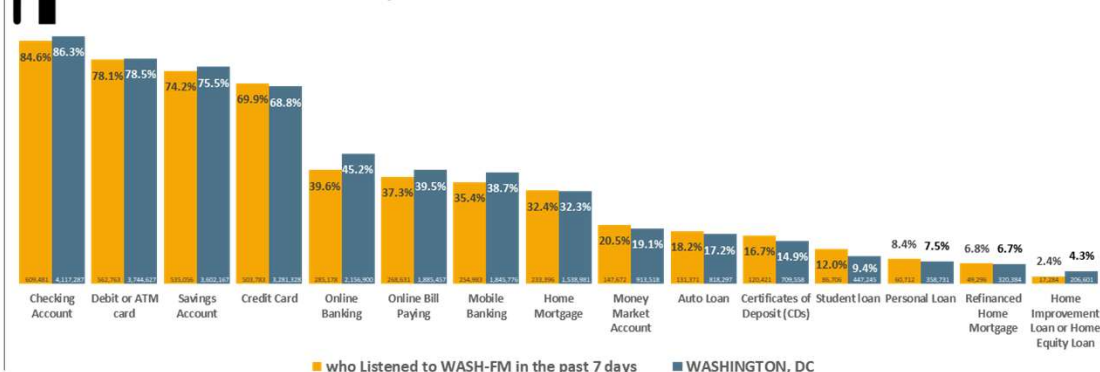
15.1% or 720,734 of WASHINGTON, DC Metro Adults 18 or older Listened to WASH-FM in the past 7 days. Adults 18 or older who Listened to WASH-FM in the past 7 days are 5.9% less likely to have a 401K, 6.3% more likely to have an Auto Loan, 3.4% more likely to Invest/Trade Stocks Online, 12.9% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



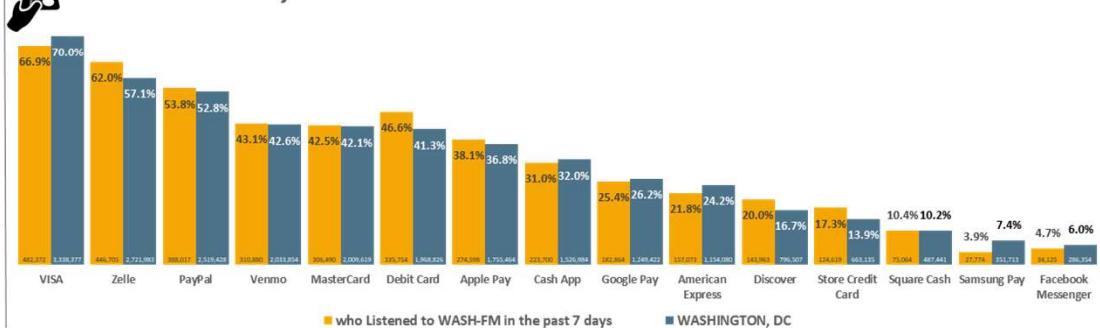
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

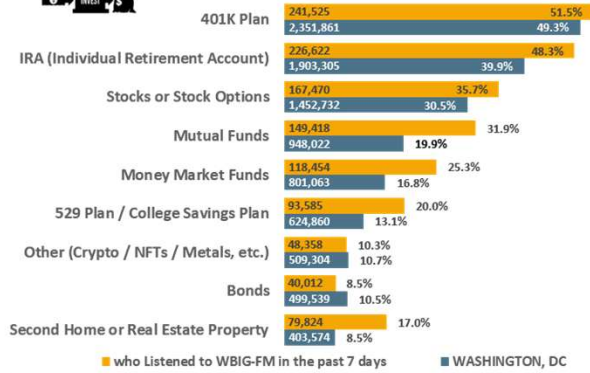




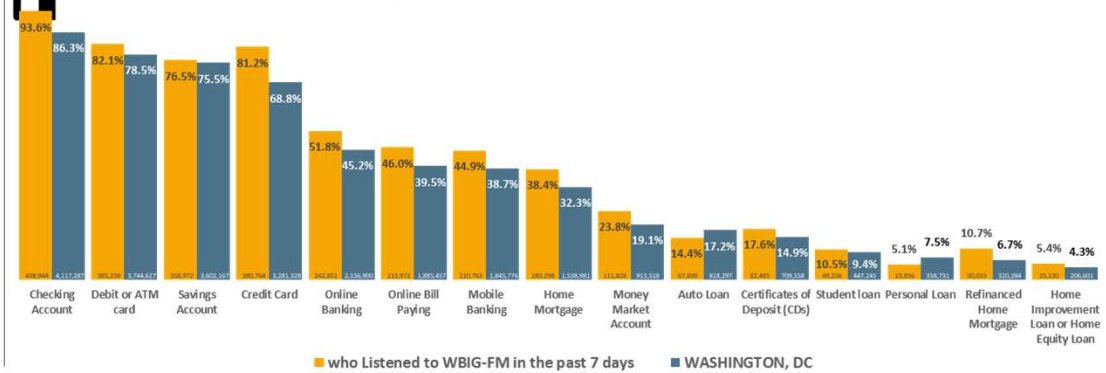
9.8% or 469,024 of WASHINGTON, DC Metro Adults 18 or older Listened to WBIG-FM in the past 7 days. Adults 18 or older who Listened to WBIG-FM in the past 7 days are 4.4% more likely to have a 401K, 15.9% less likely to have an Auto Loan, 41.3% more likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



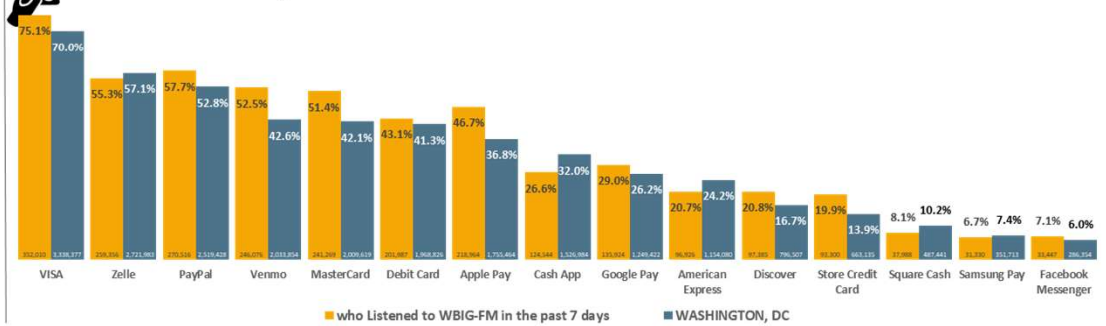
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

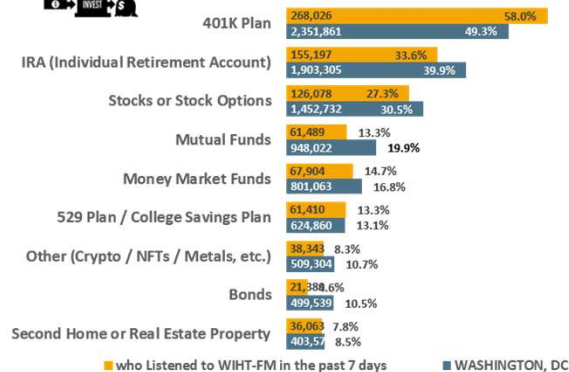




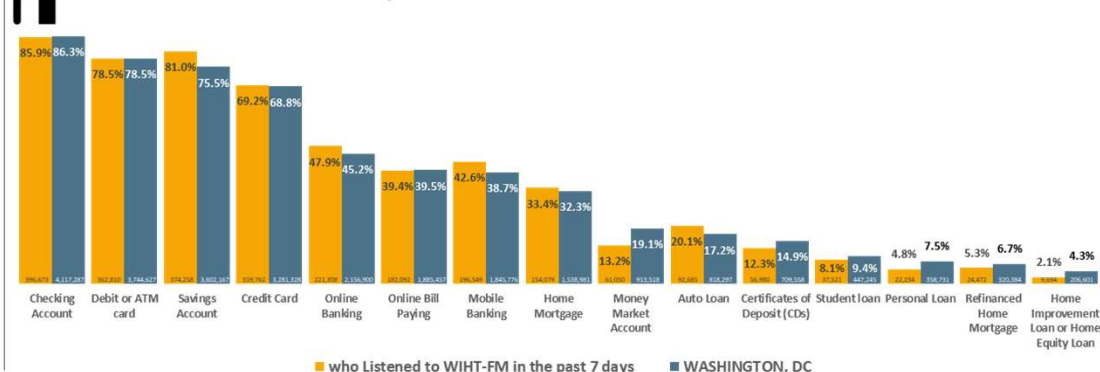
9.7% or 461,911 of WASHINGTON, DC Metro Adults 18 or older Listened to WIHT-FM in the past 7 days. Adults 18 or older who Listened to WIHT-FM in the past 7 days are 17.7% more likely to have a 401K, 17.% more likely to have an Auto Loan, 33.% less likely to Invest/Trade Stocks Online, 11.% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



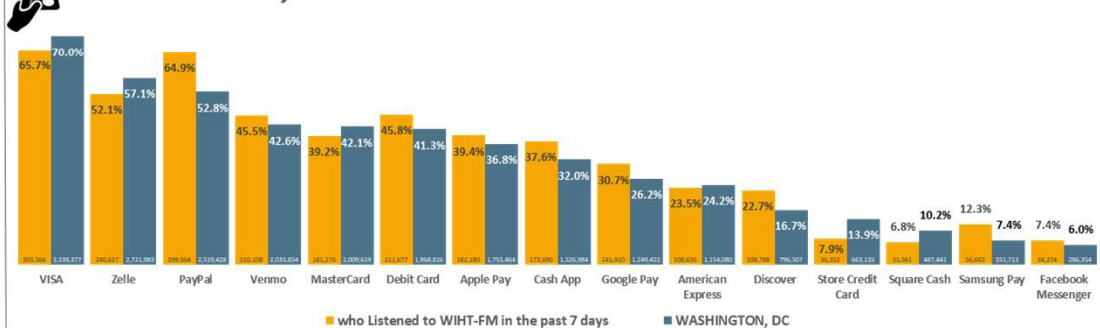
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



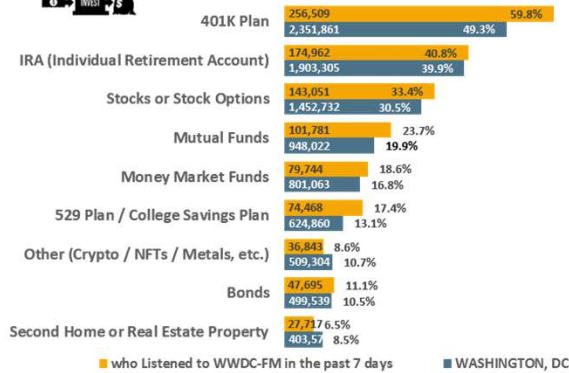




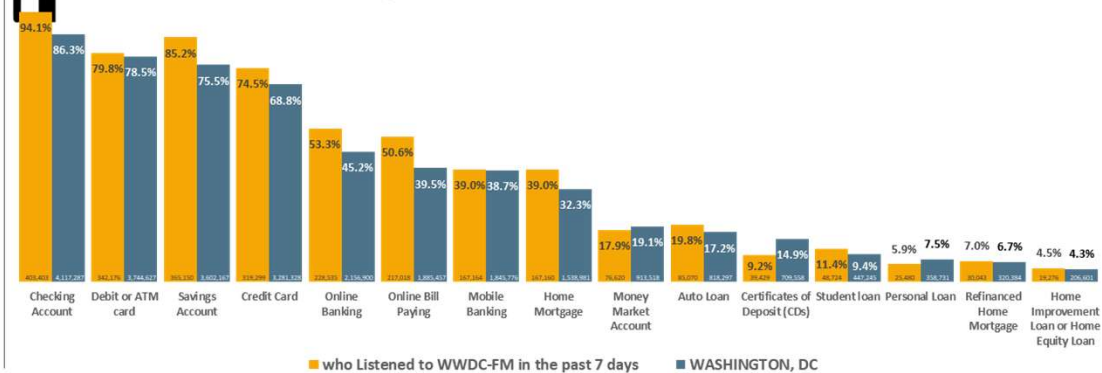
9.9% or 428,753 of WASHINGTON, DC Metro Adults 18 or older Listened to WWDC-FM in the past 7 days. Adults 18 or older who Listened to WWDC-FM in the past 7 days are 21.3% more likely to have a 401K, 15.7% more likely to have an Auto Loan, 28.5% more likely to Invest/Trade Stocks Online, .2% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



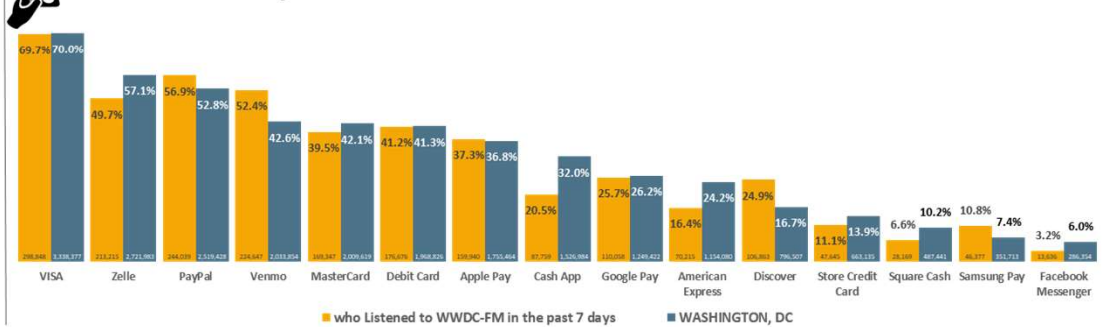
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

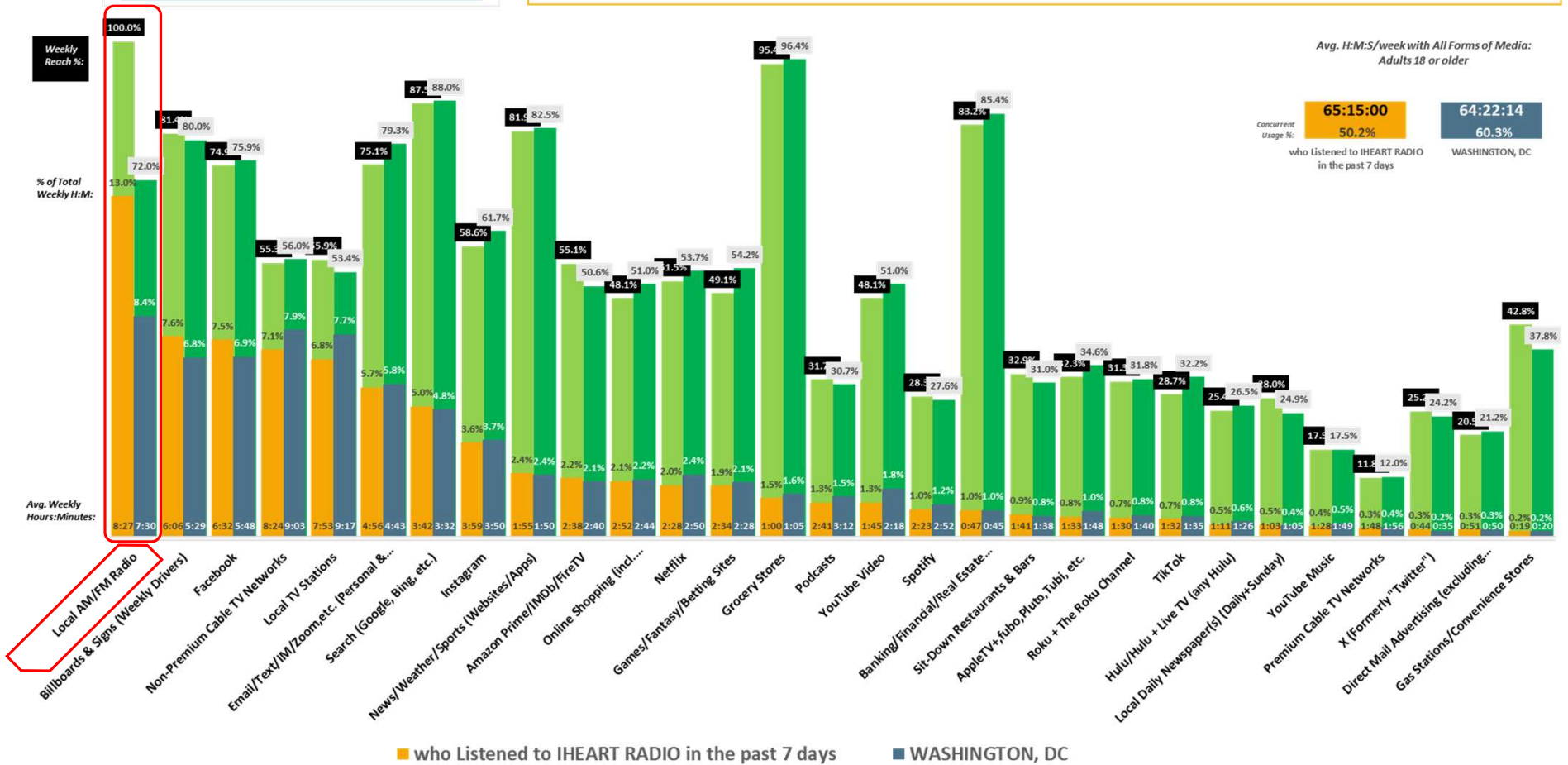


### Past 3-Months Payment Methods Used: Adults 18 or older



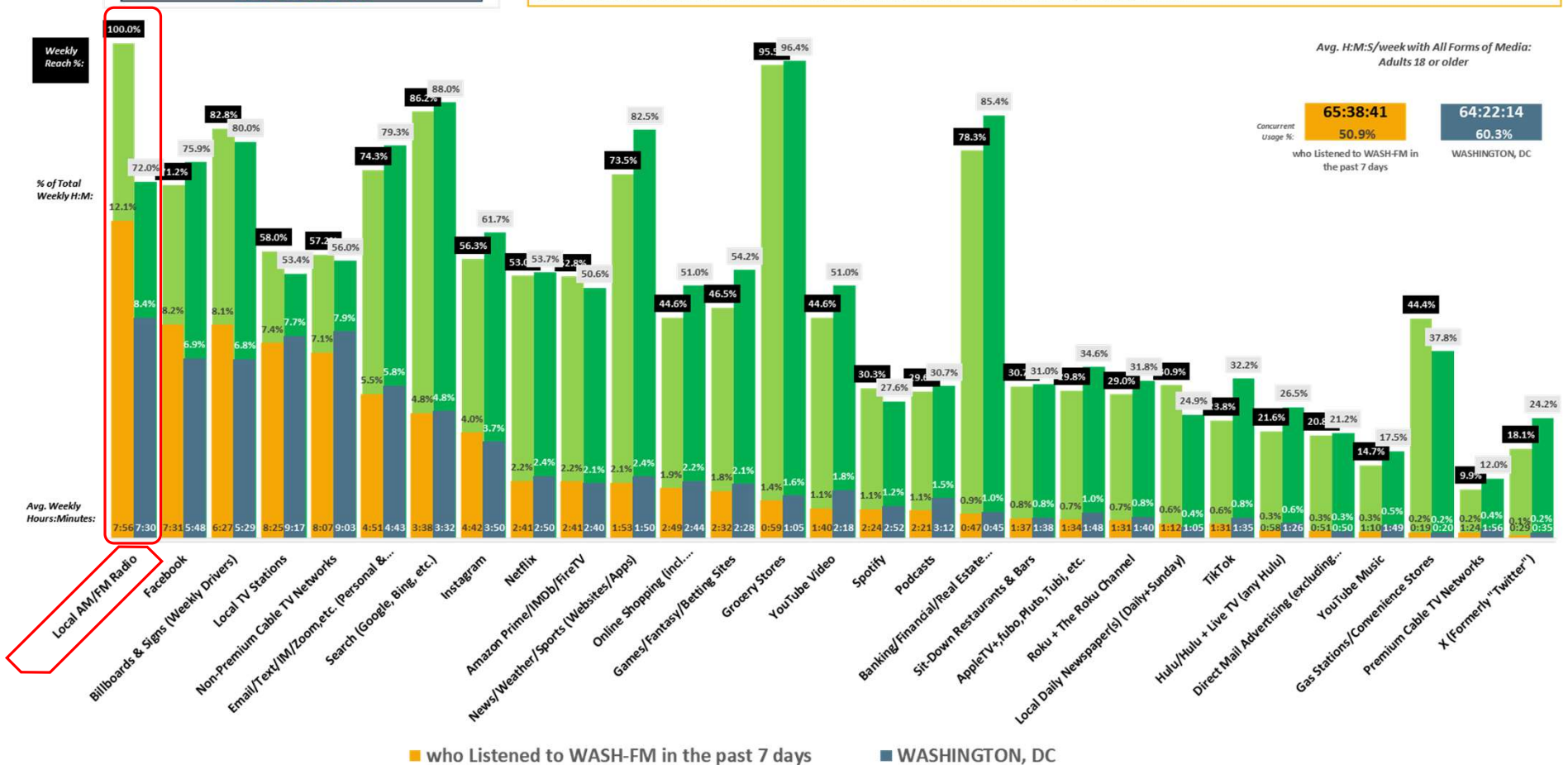


Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 17 hours, 15 minutes and 0 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 13.% of total time spent with all forms of Media.





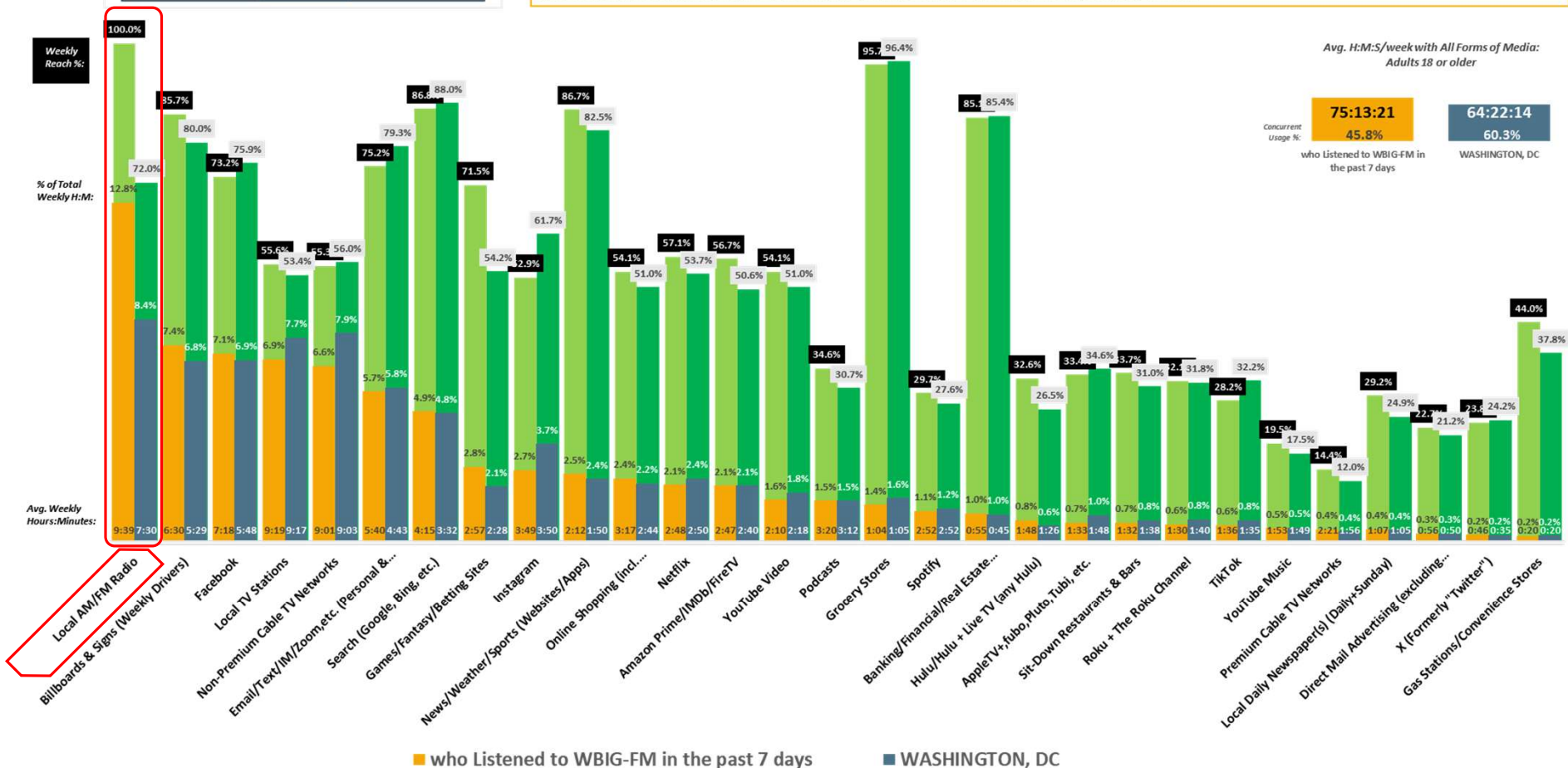
Adults 18 or older who Listened to WASH-FM in the past 7 days spend an average of 2 days, 17 hours, 38 minutes and 41 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to WASH-FM in the past 7 days spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 12.1% of total time spent with all forms of Media.





Adults 18 or older who Listened to WBIG-FM in the past 7 days spend an average of 3 days, 3 hours, 13 minutes and 21 seconds each week with All Forms of Media.

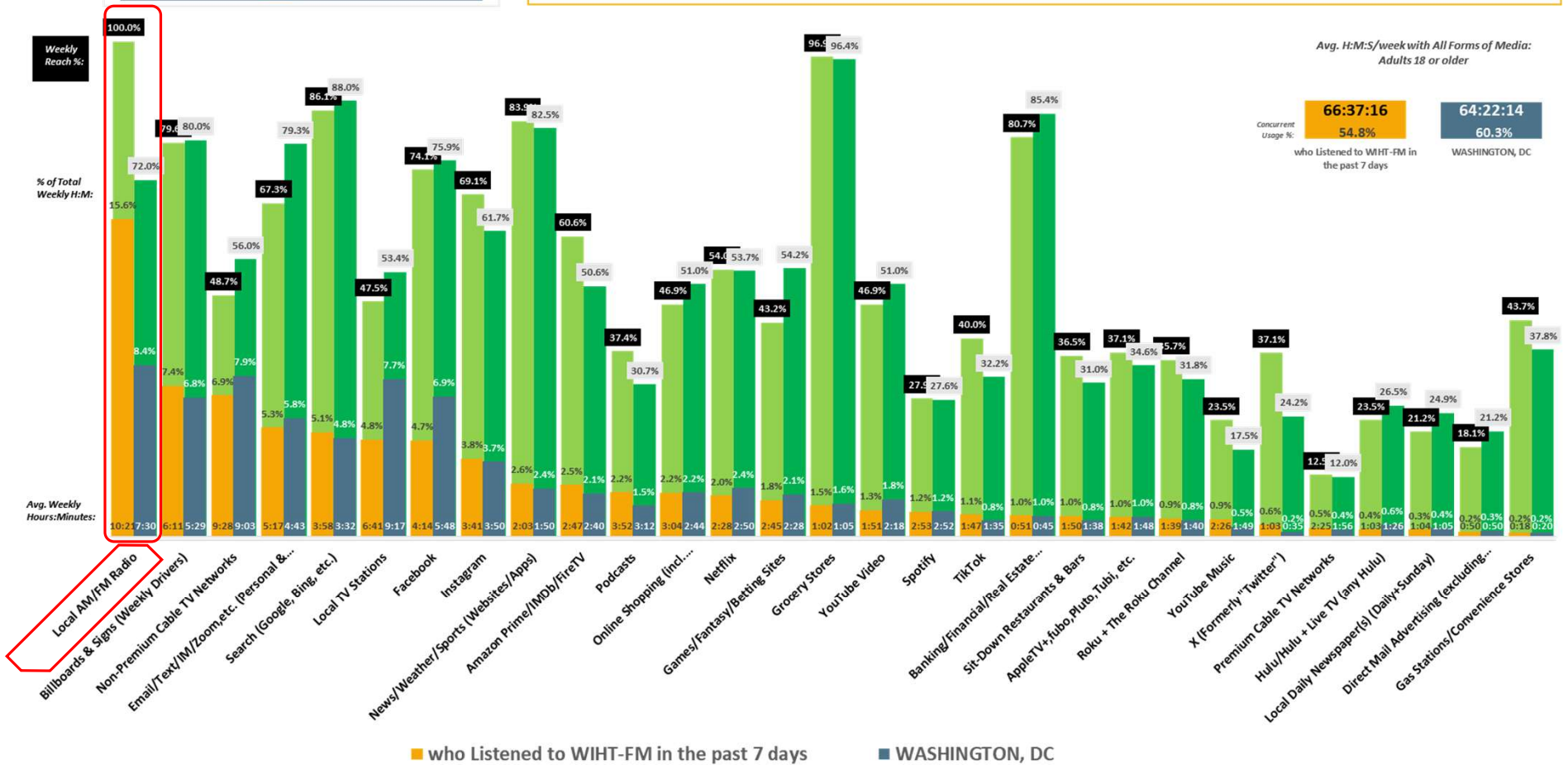
100.% of Adults 18 or older who Listened to WBIG-FM in the past 7 days spend an avg. of 9 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 12.8% of total time spent with all forms of Media.





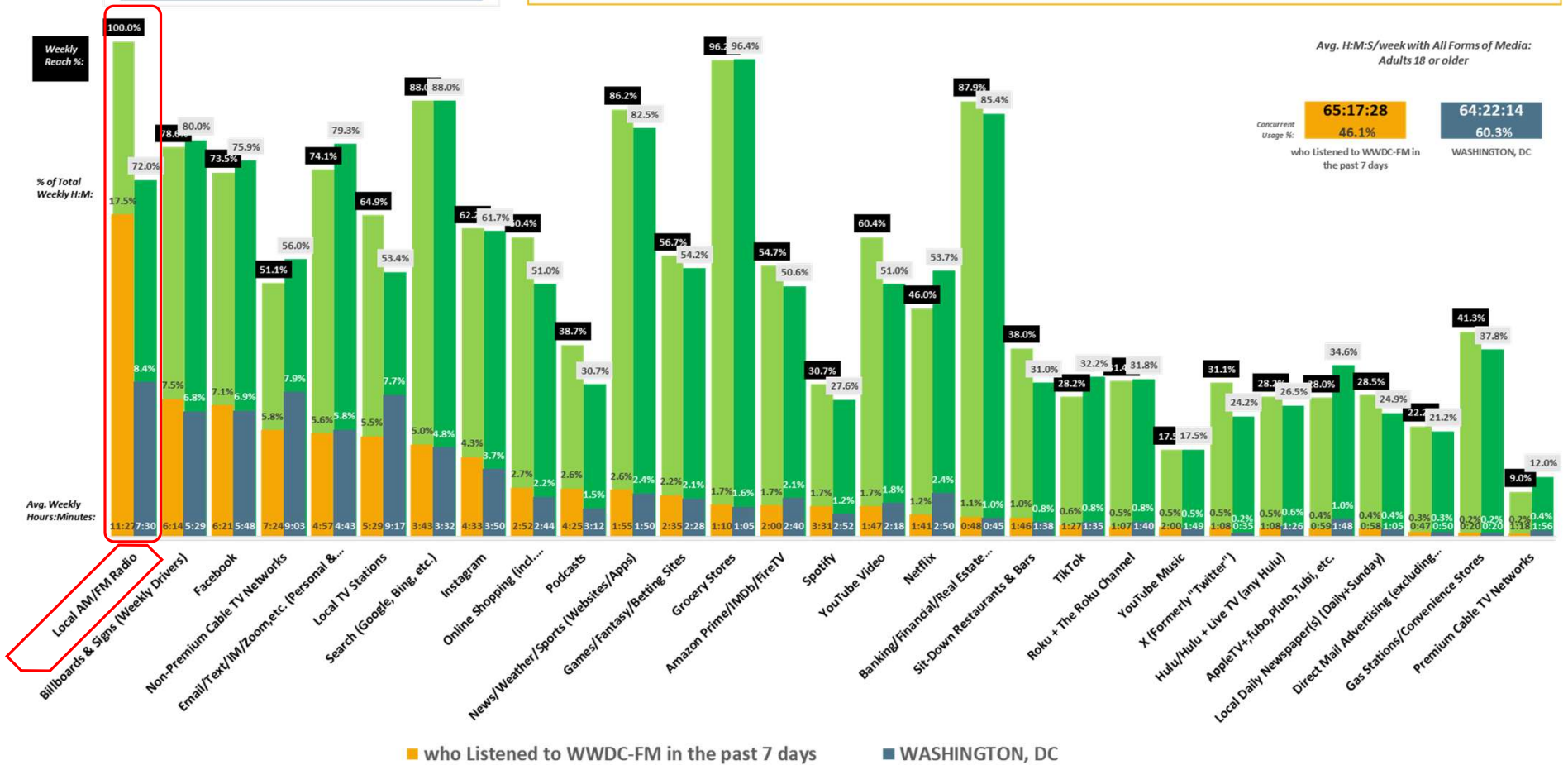


Adults 18 or older who Listened to WIHT-FM in the past 7 days spend an average of 2 days, 18 hours, 37 minutes and 16 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to WIHT-FM in the past 7 days spend an avg. of 10 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 15.6% of total time spent with all forms of Media.



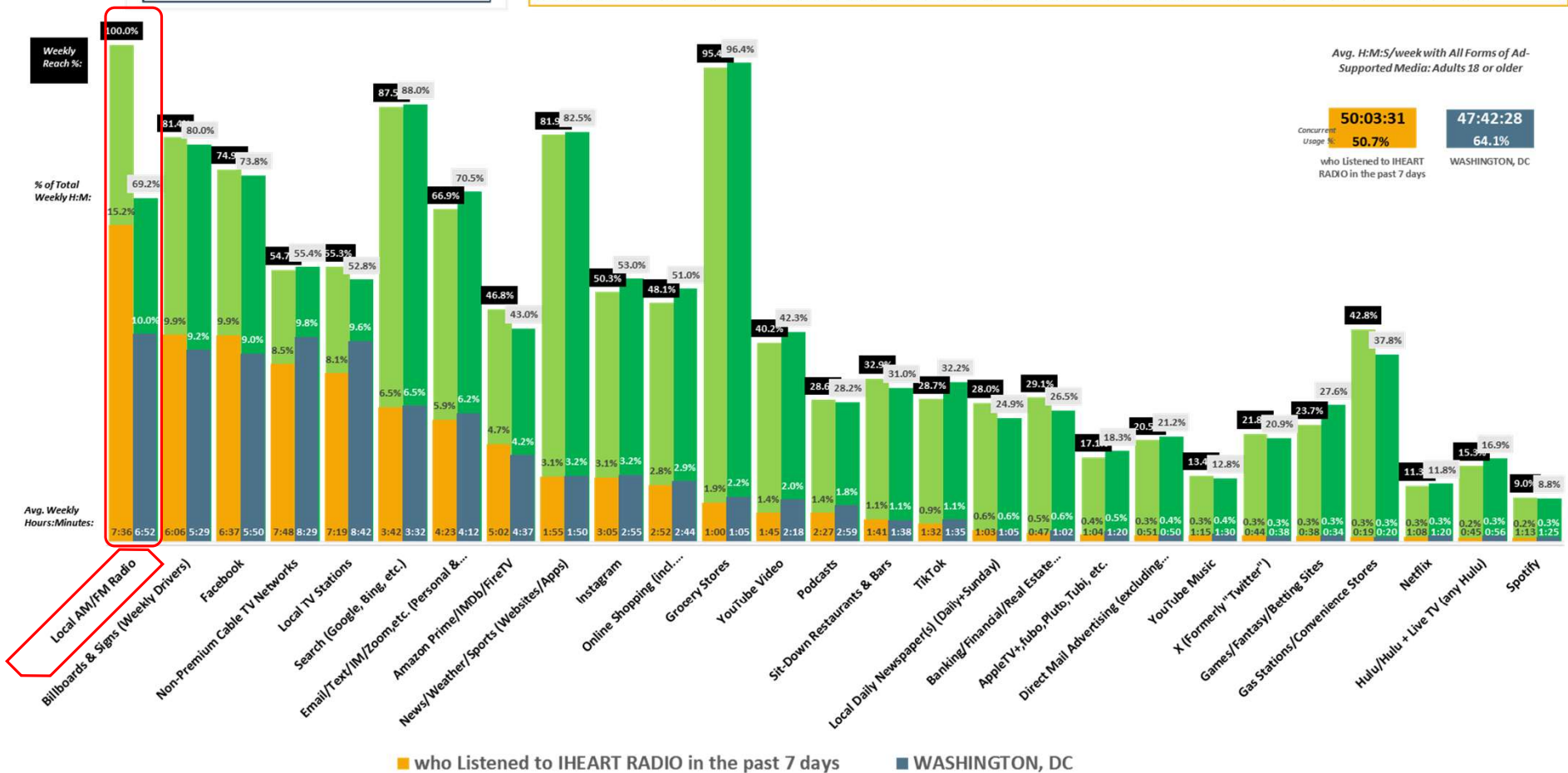


Adults 18 or older who Listened to WWDC-FM in the past 7 days spend an average of 2 days, 17 hours, 17 minutes and 28 seconds each week with All Forms of Media.  
100.% of Adults 18 or older who Listened to WWDC-FM in the past 7 days spend an avg. of 11 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 17.5% of total time spent with all forms of Media.





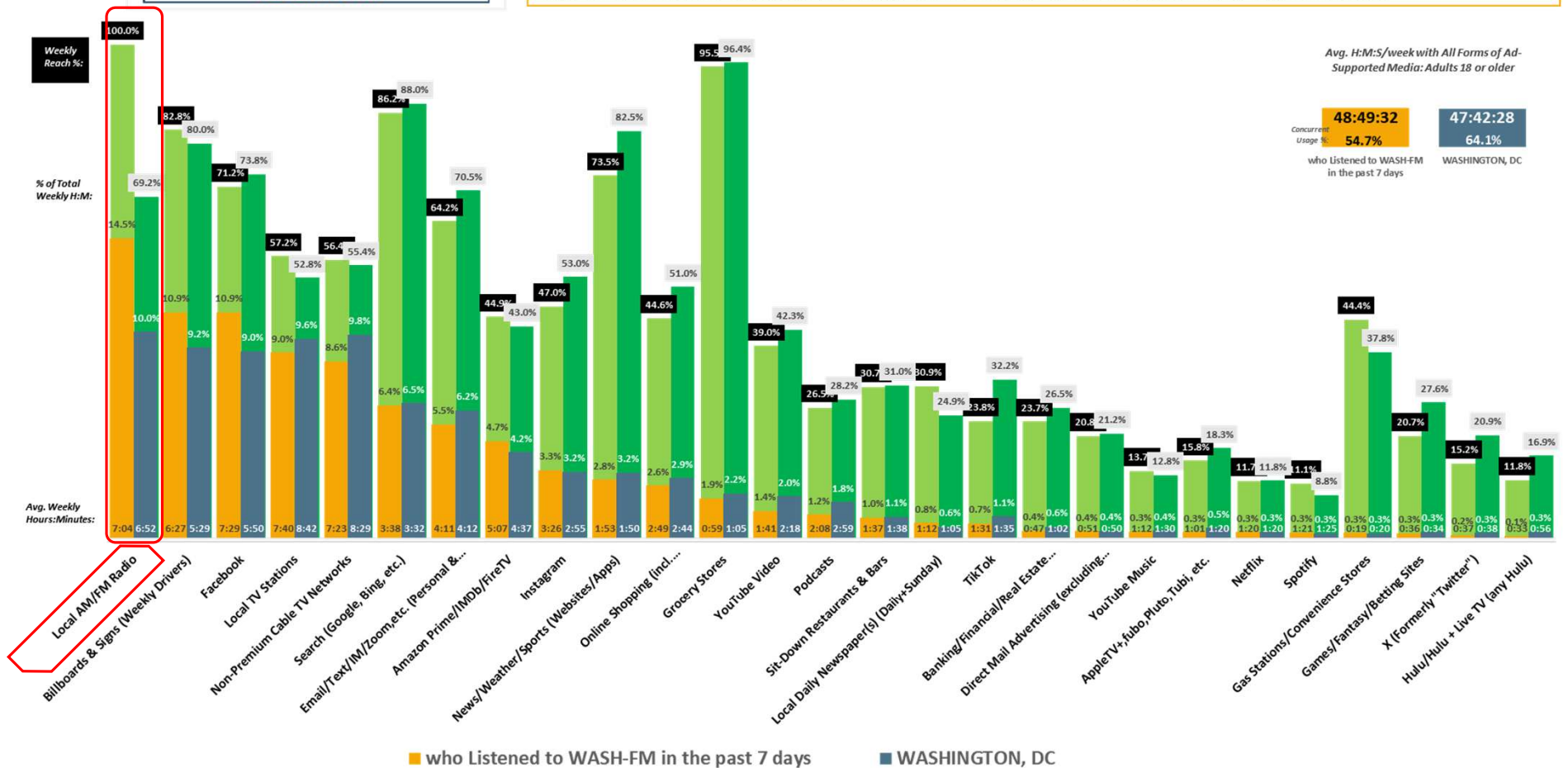
Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 2 hours, 3 minutes and 31 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WASH-FM in the past 7 days spend an average of 2 days, 0 hours, 49 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WASH-FM in the past 7 days spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.5% of total time spent with all forms of Ad-Supported Media.

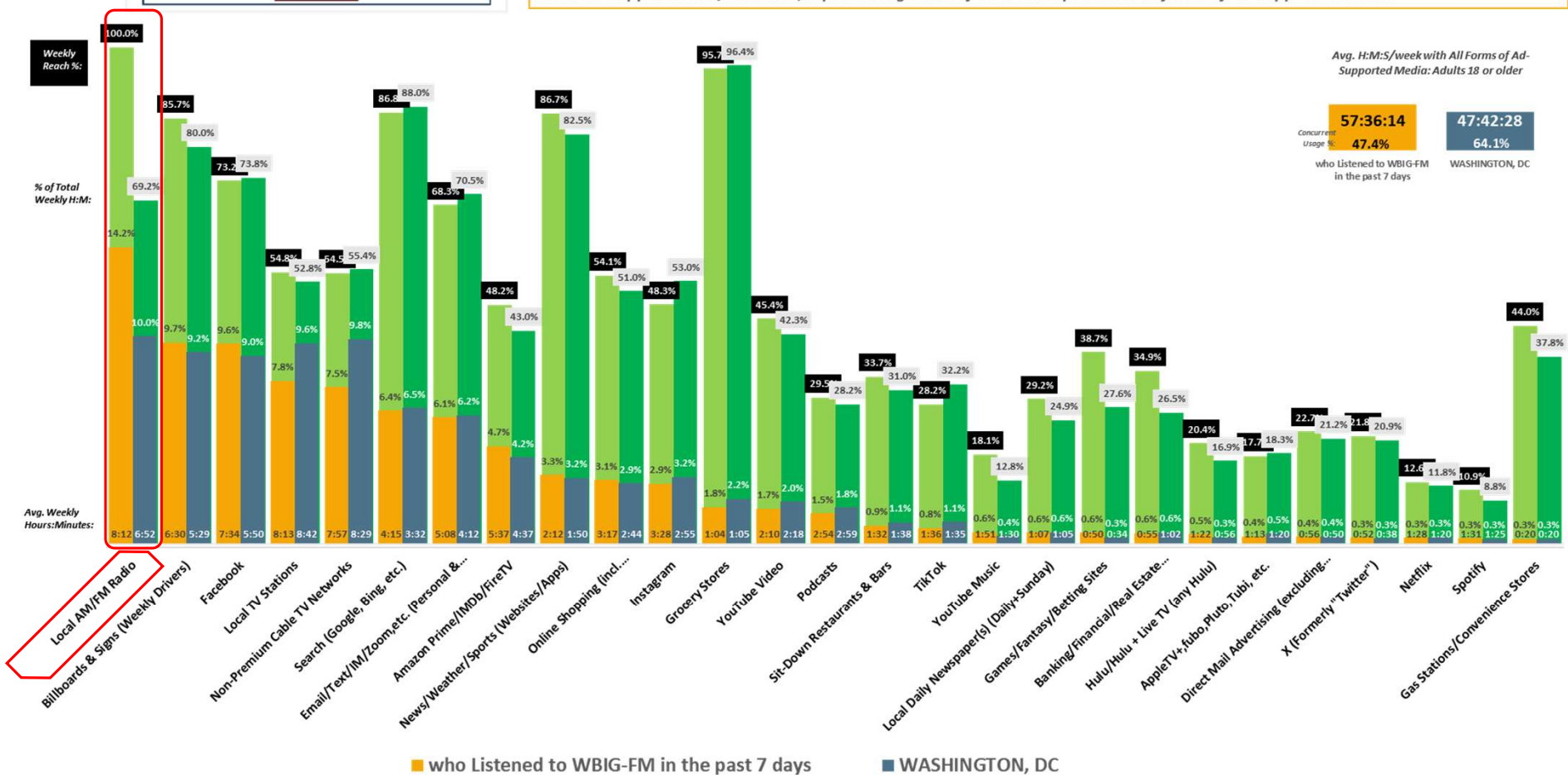






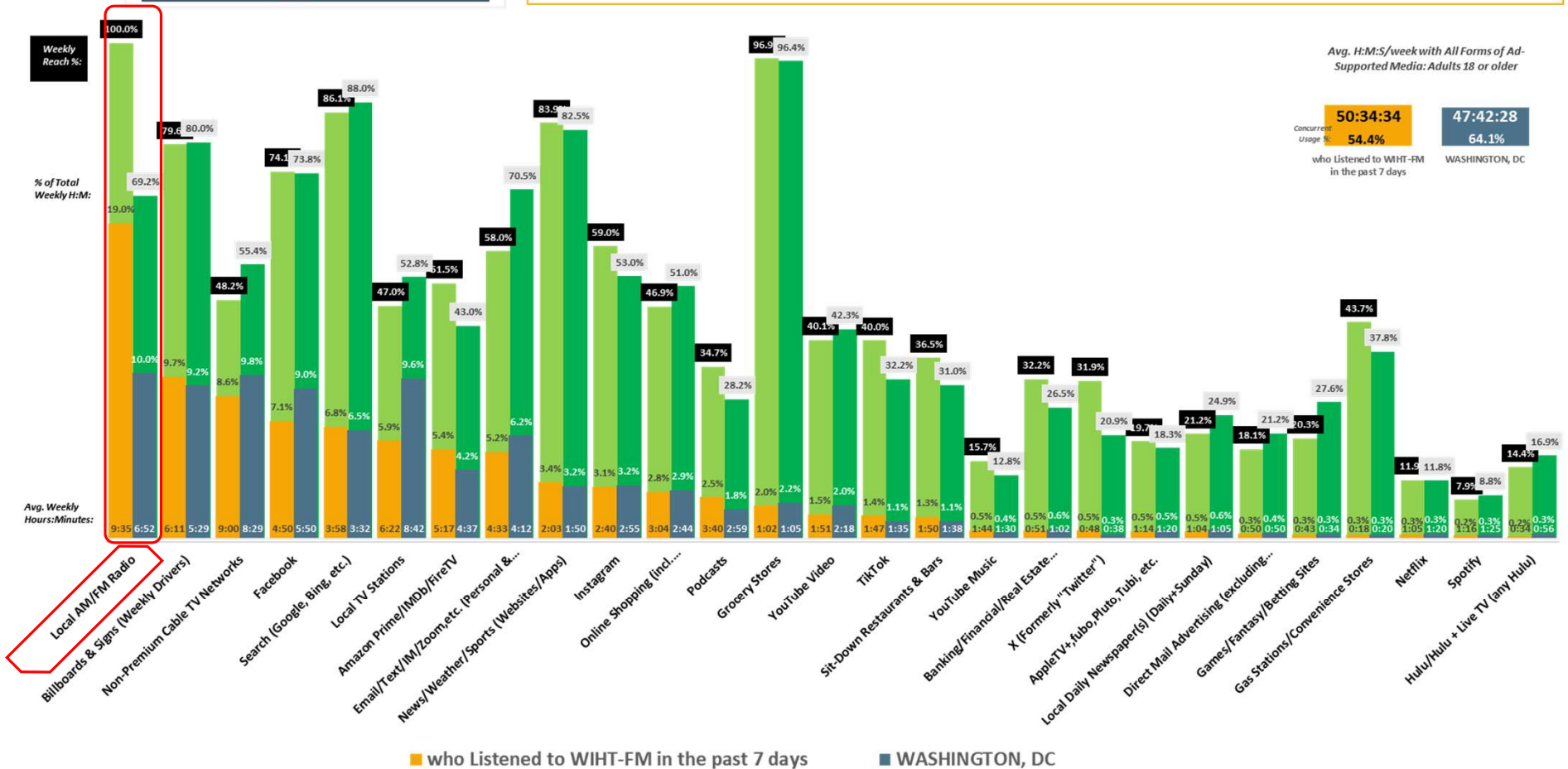
Adults 18 or older who Listened to WBIG-FM in the past 7 days spend an average of 2 days, 9 hours, 36 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WBIG-FM in the past 7 days spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



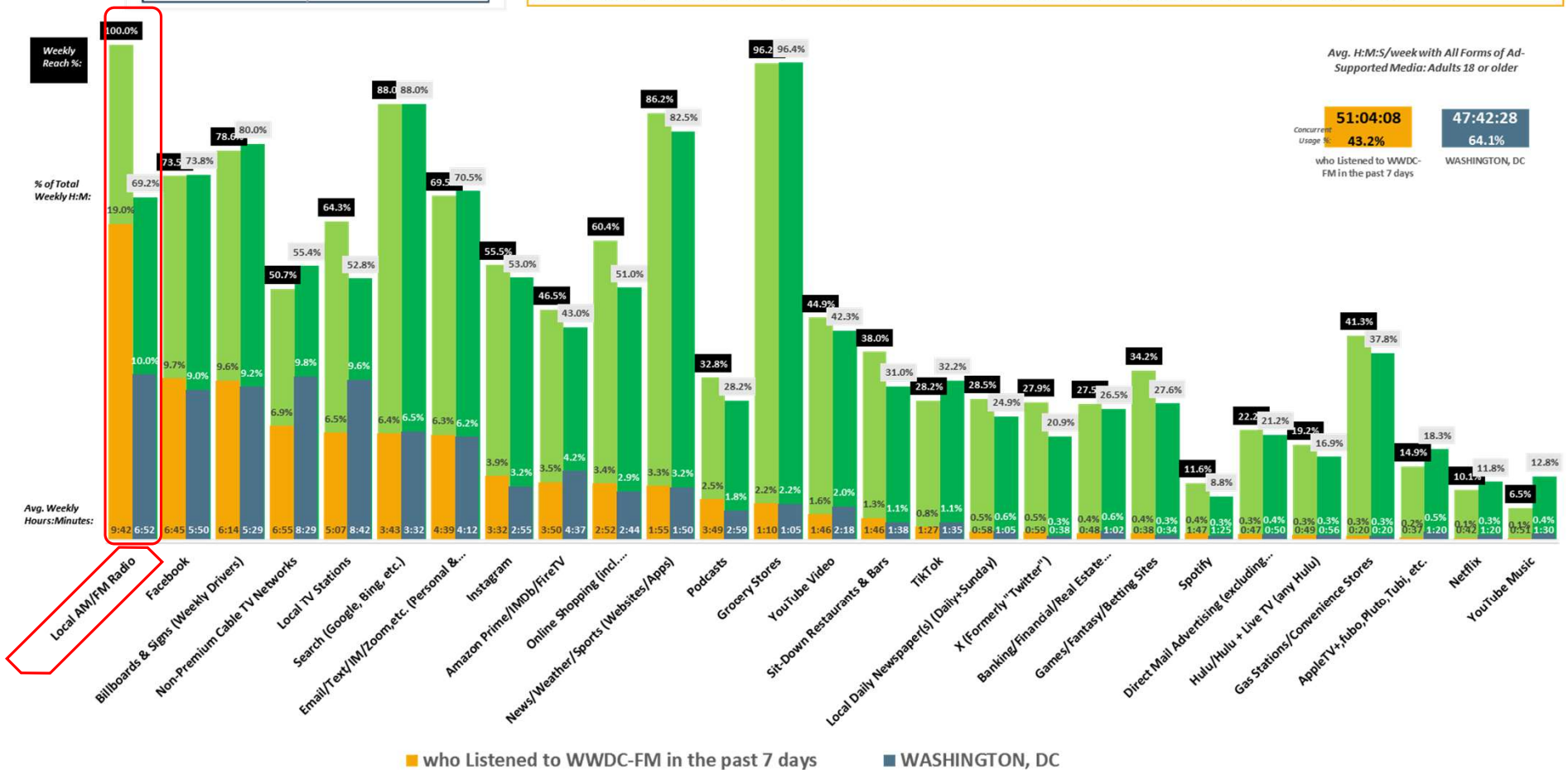


Adults 18 or older who Listened to WIHT-FM in the past 7 days spend an average of 2 days, 2 hours, 34 minutes and 34 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to WIHT-FM in the past 7 days spend an avg. of 9 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WWDC-FM in the past 7 days spend an average of 2 days, 3 hours, 4 minutes and 8 seconds each week with All Forms of Ad-Supported Media.  
100.% of Adults 18 or older who Listened to WWDC-FM in the past 7 days spend an avg. of 9 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

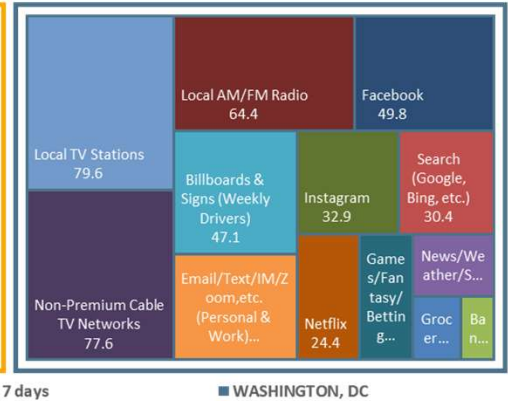
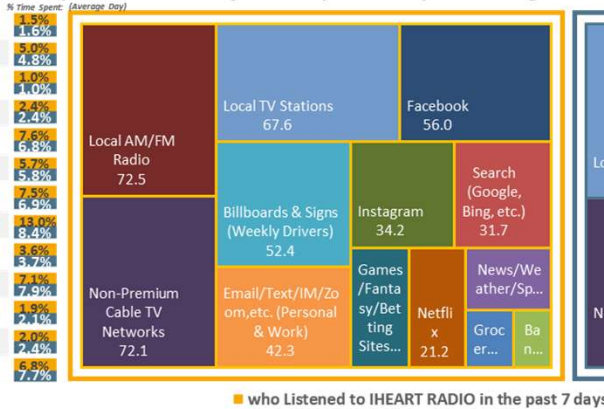
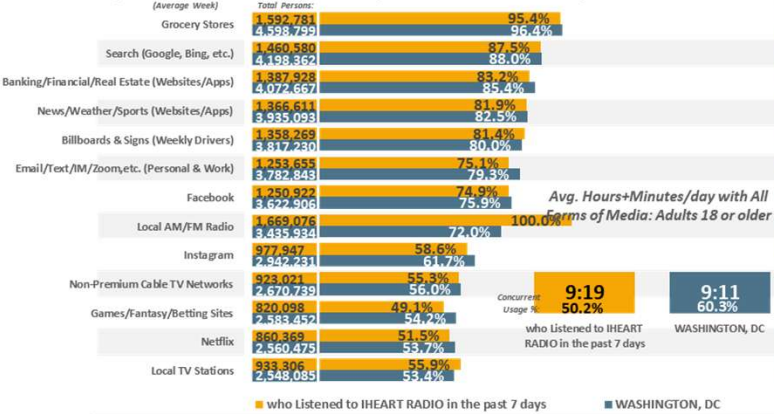
51:04:08	47:42:28
43.2%	64.1%
who Listened to WWDC-FM in the past 7 days	
WASHINGTON, DC	



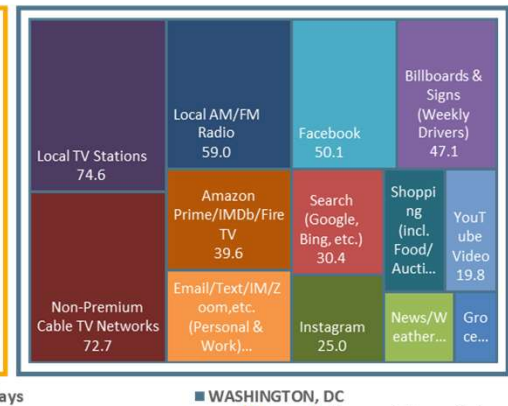
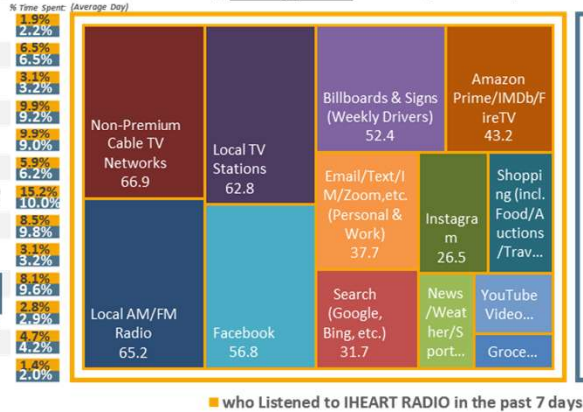
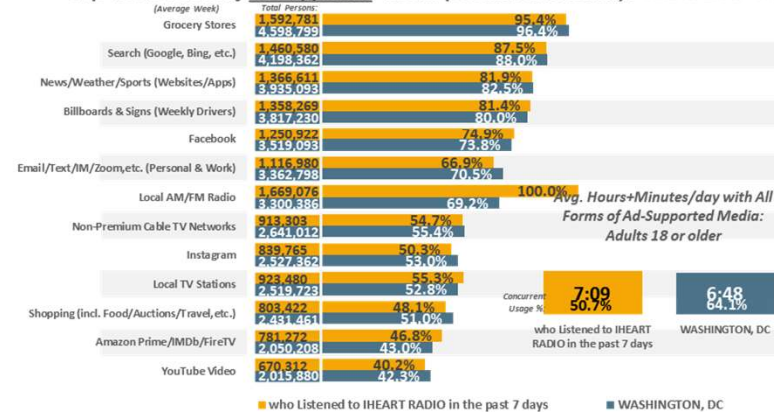


Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day.  
(Local Radio delivers 15.2% of Time with Ad-Supported Media.)

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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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soefa.ai Share of Everything for Anything

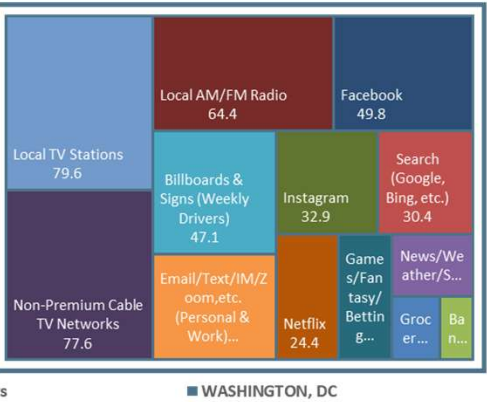
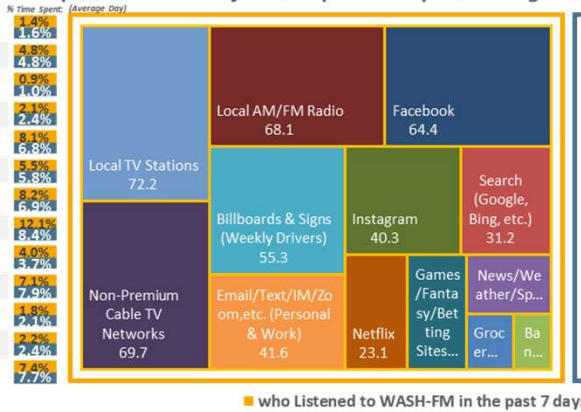
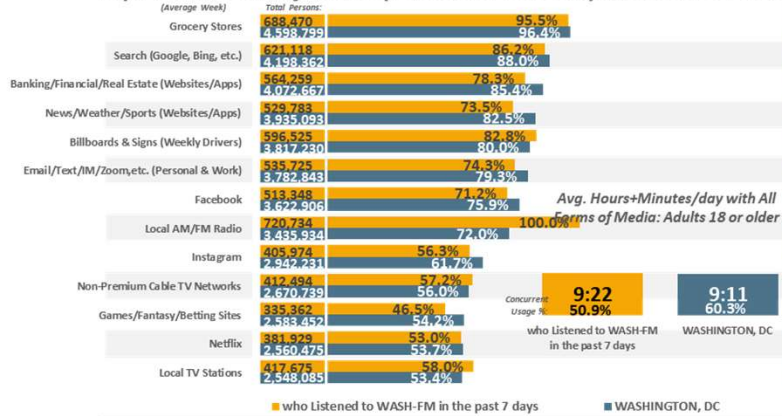
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



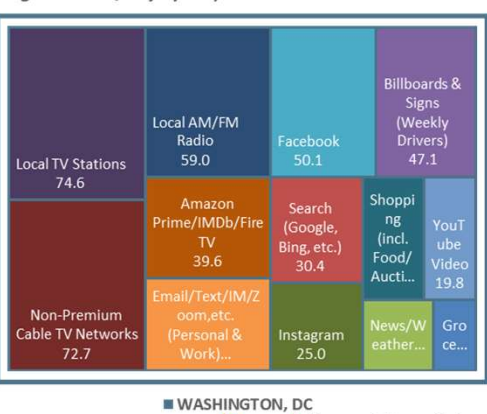
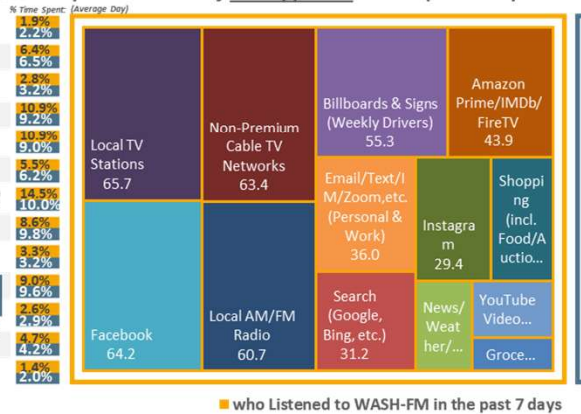
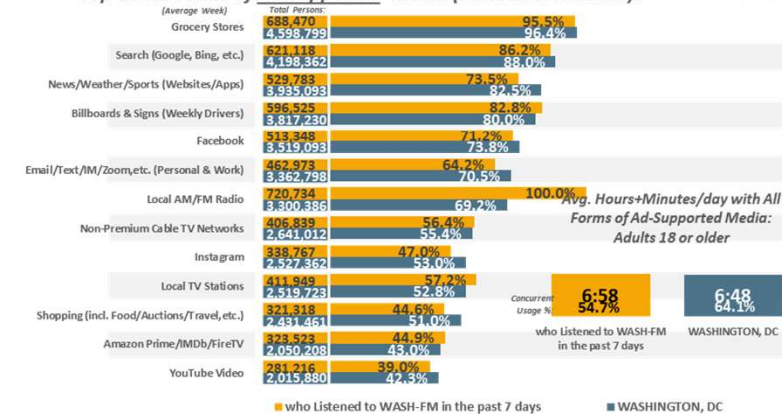


Adults 18 or older who Listened to WASH-FM in the past 7 days spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. (Local Radio delivers 14.5% of Time with Ad-Supported Media.)

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



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



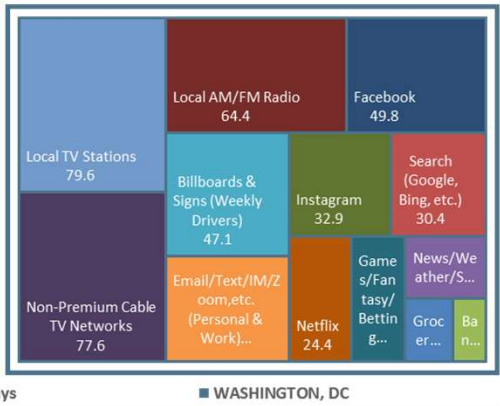
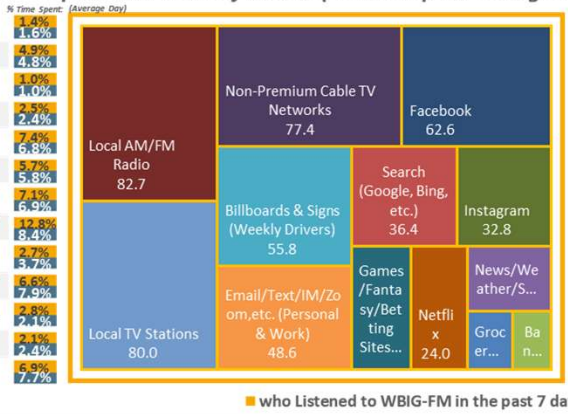
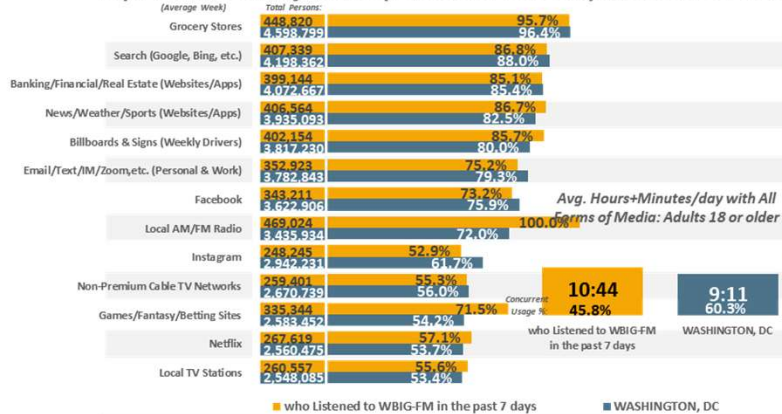
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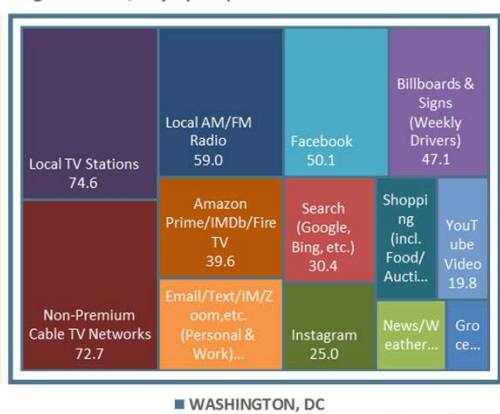
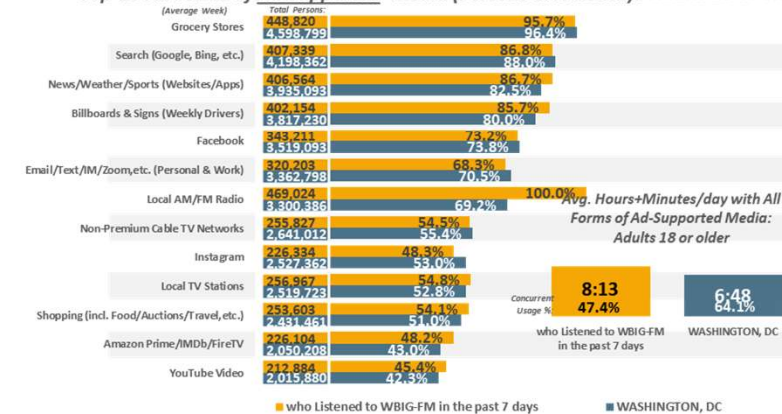


Adults 18 or older who Listened to WBIG-FM in the past 7 days spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. (Local Radio delivers 14.2% of Time with Ad-Supported Media.)

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



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

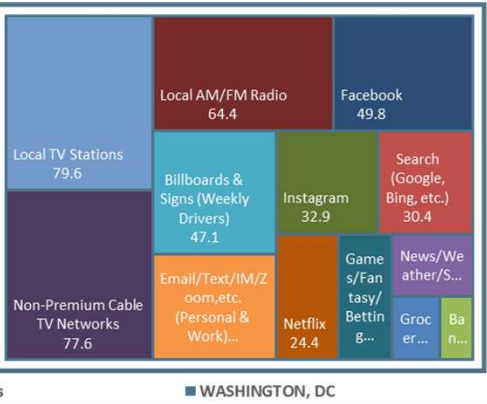
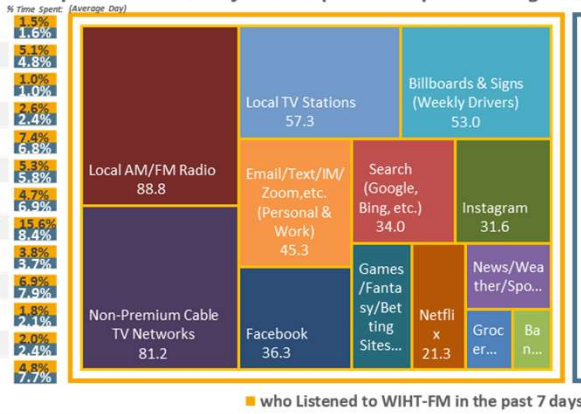
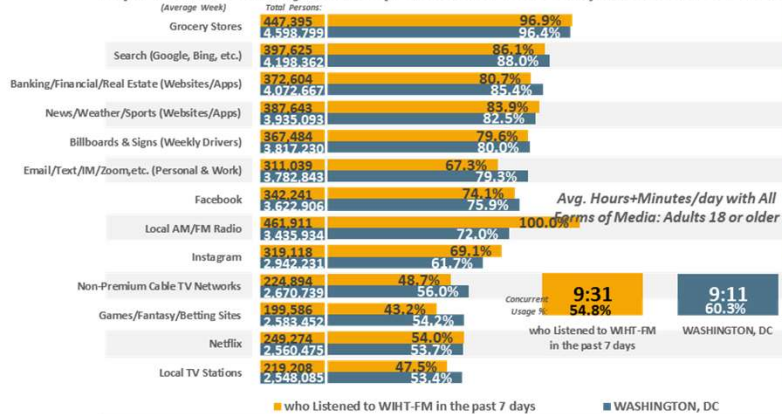




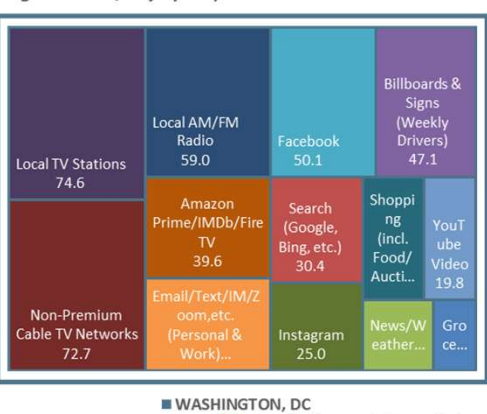
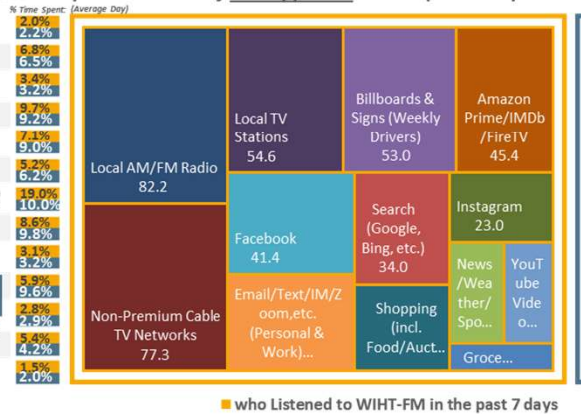
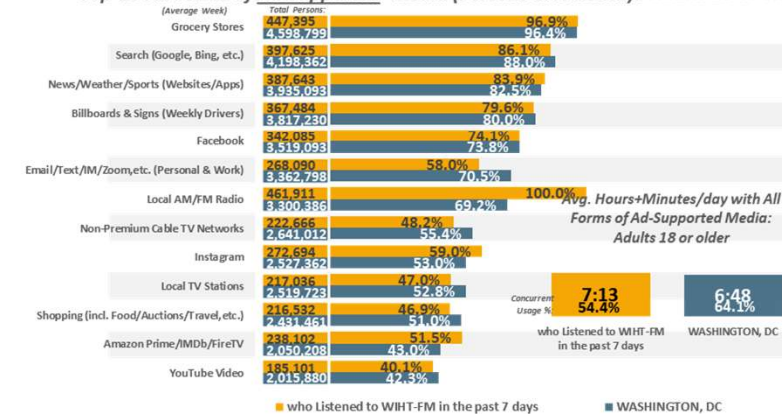


Adults 18 or older who Listened to WIHT-FM in the past 7 days spend an average of 7 hours and 13 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 82.2 minutes/day. (Local Radio delivers 19.% of Time with Ad-Supported Media.)

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



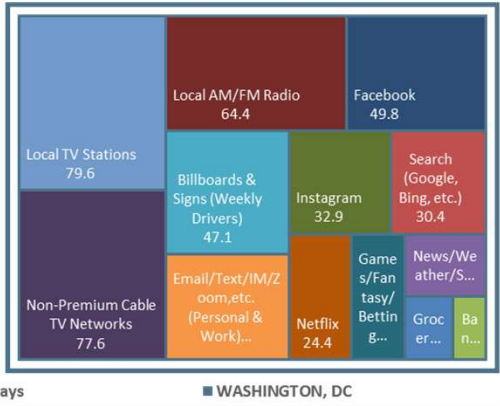
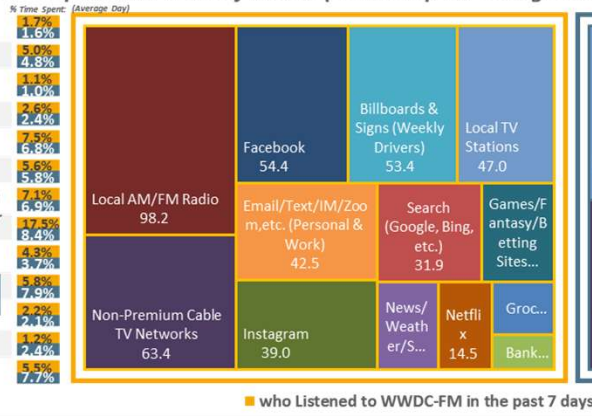
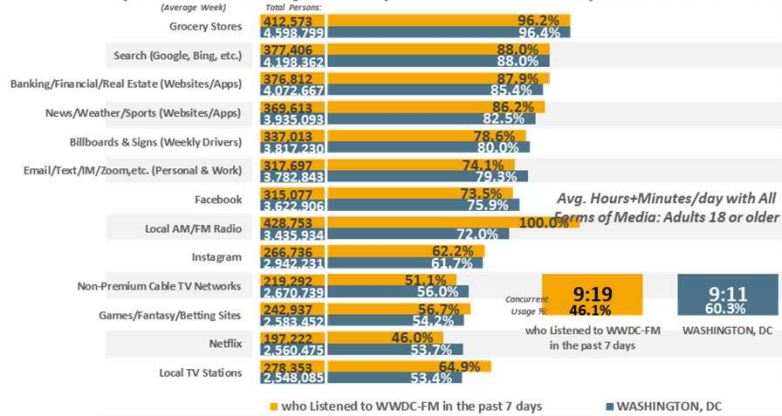
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



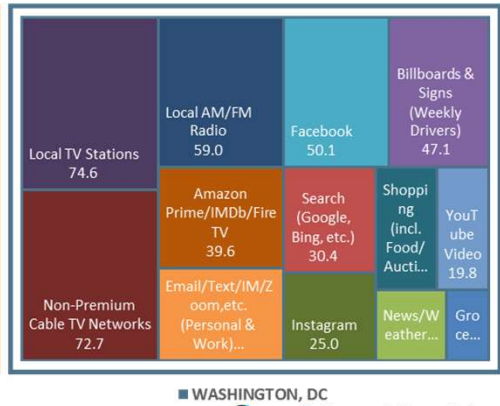
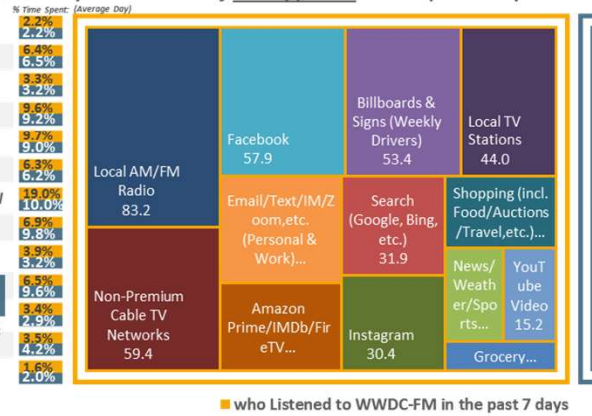
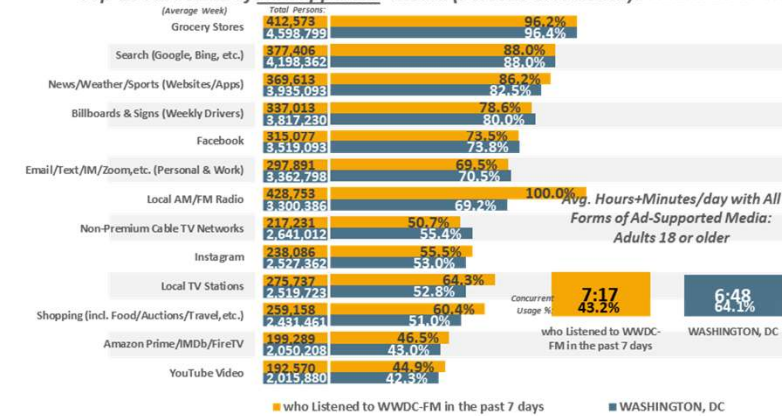


Adults 18 or older who Listened to WWDC-FM in the past 7 days spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.2 minutes/day. (Local Radio delivers 19.% of Time with Ad-Supported Media.)

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

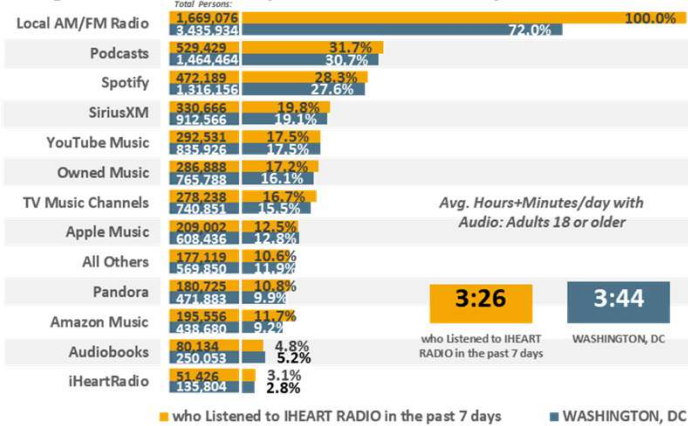




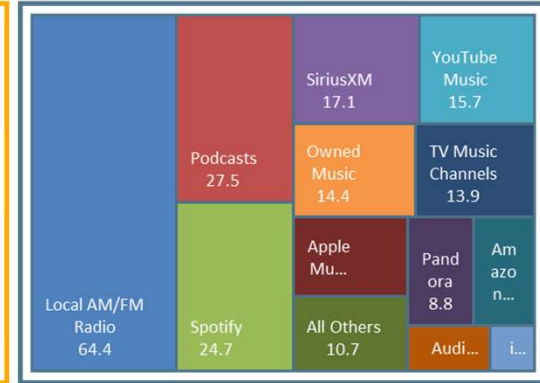
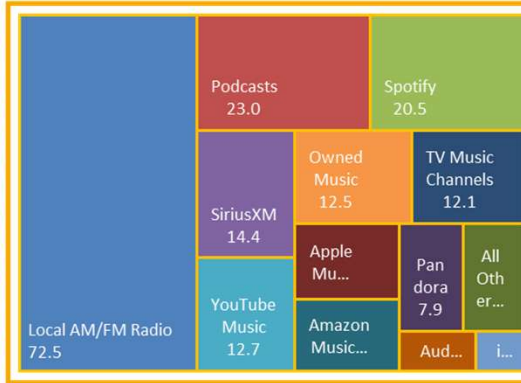


1,669,076 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

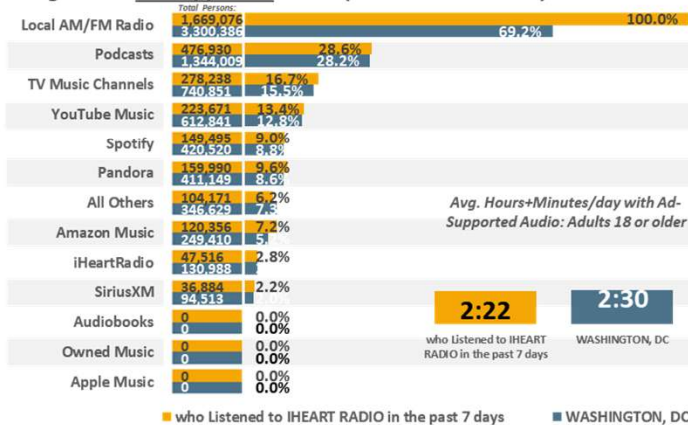
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



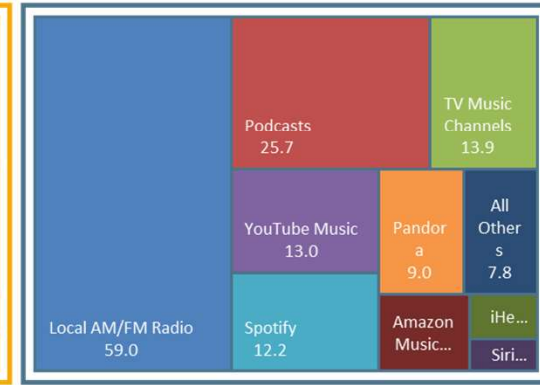
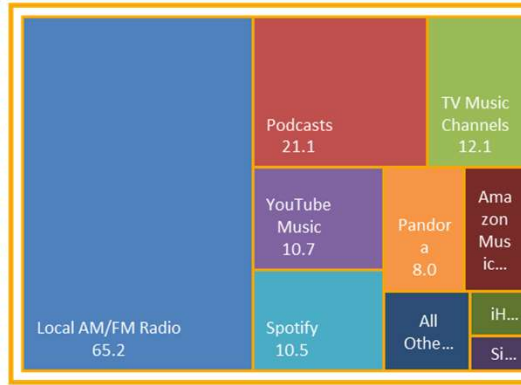
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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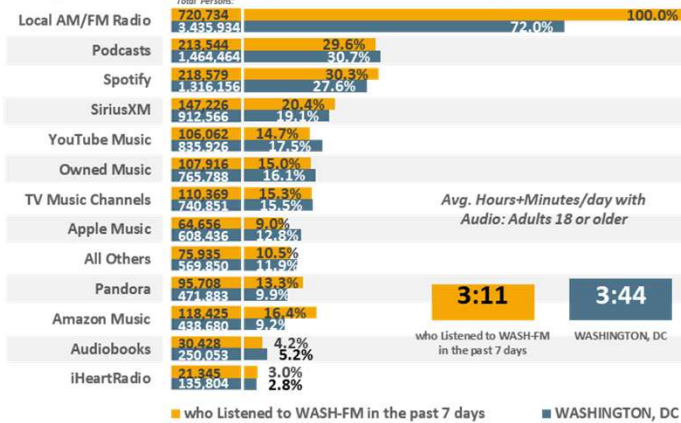
soefa.ai Share of Everything for Anything

(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

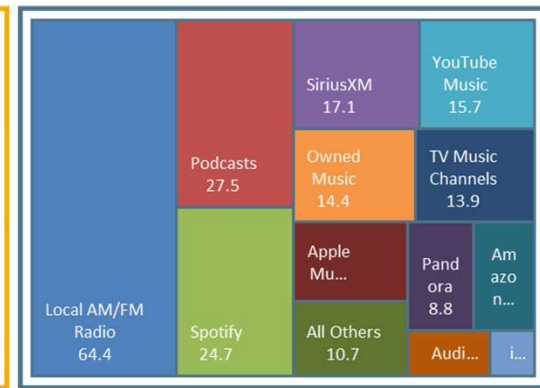
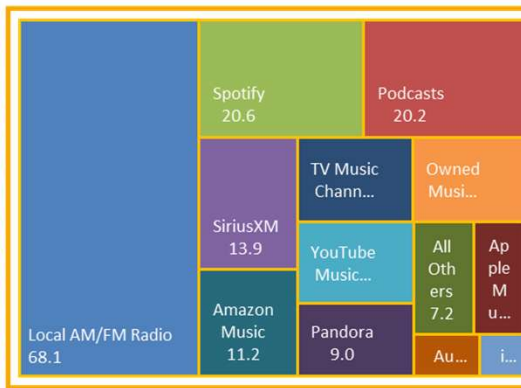


720,734 or 100.% of Adults 18 or older who Listened to WASH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

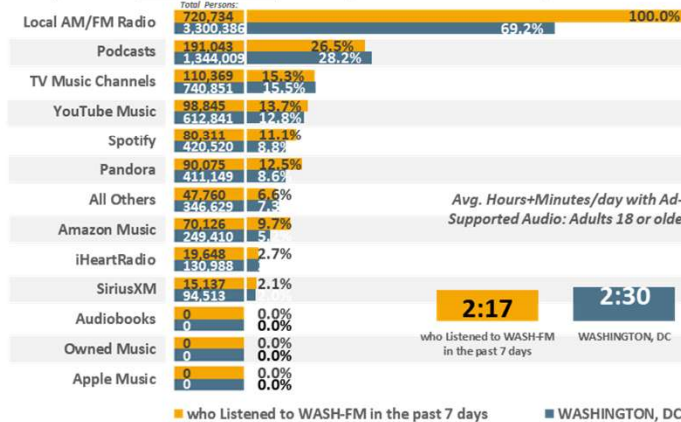
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



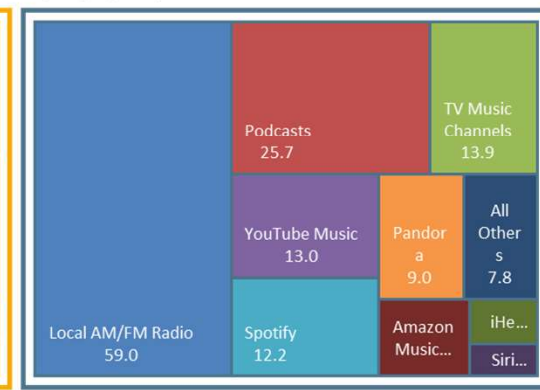
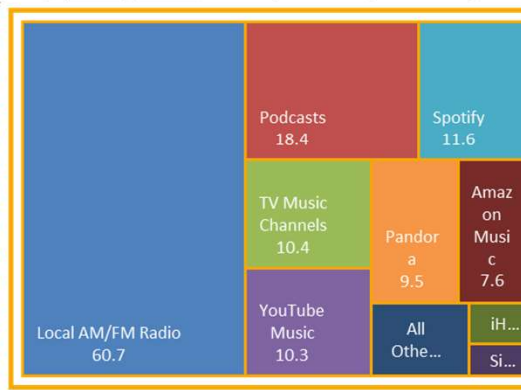
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



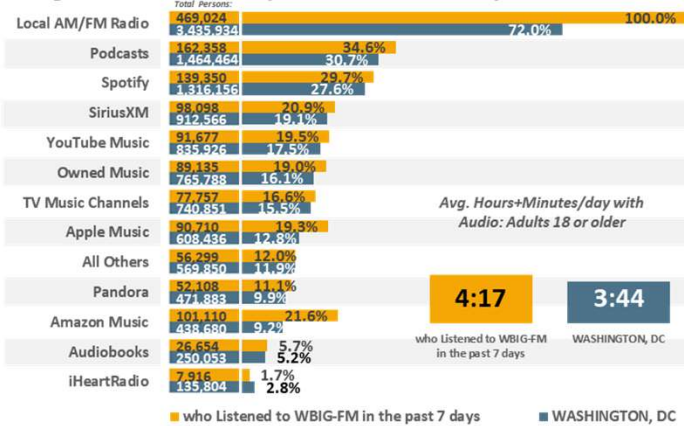
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



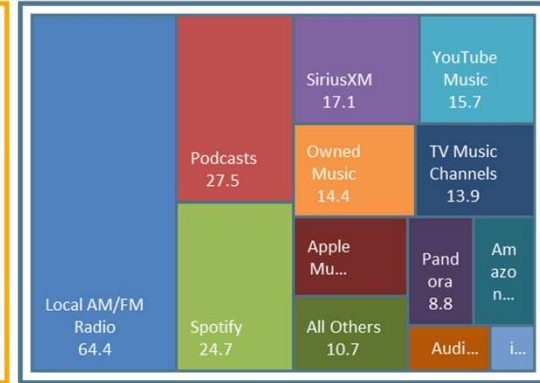
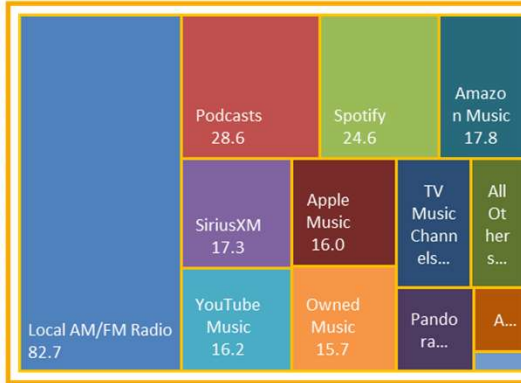


469,024 or 100.% of Adults 18 or older who Listened to WBIG-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

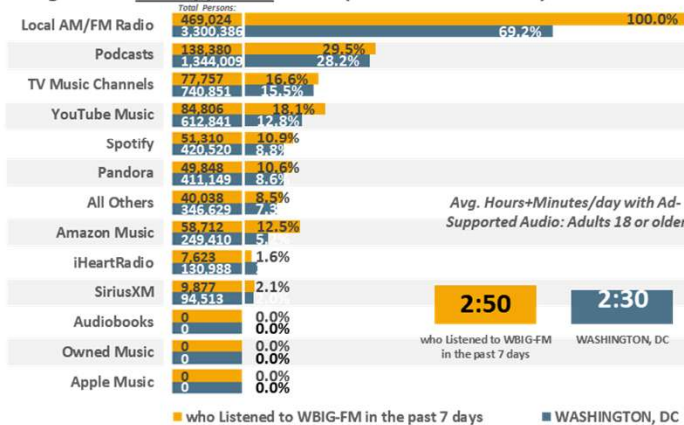
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



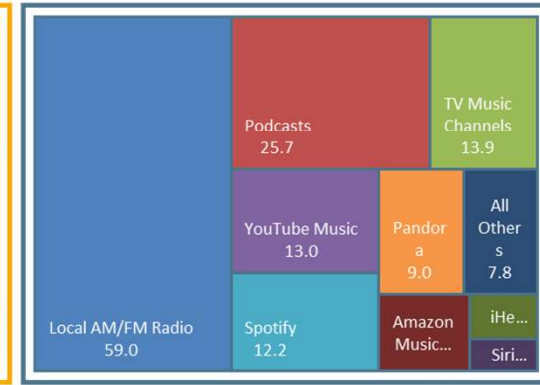
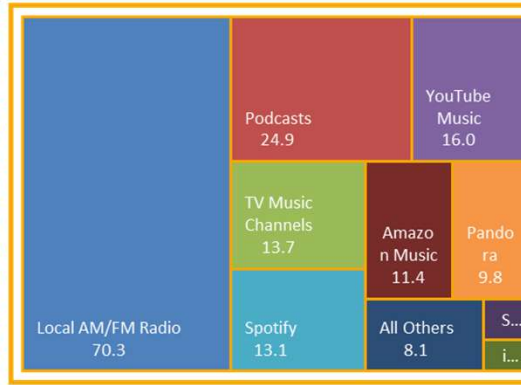
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



#### 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

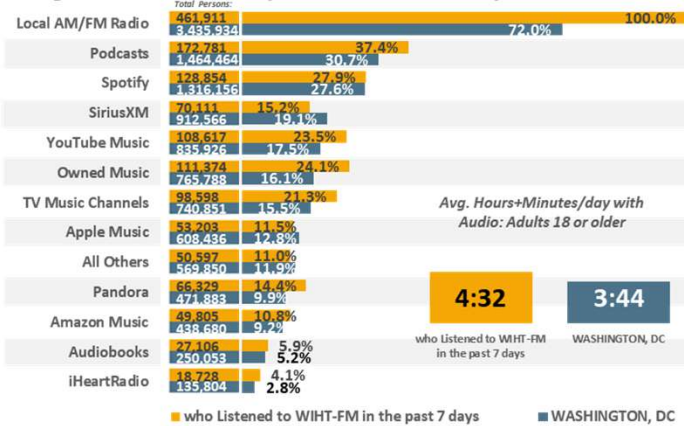




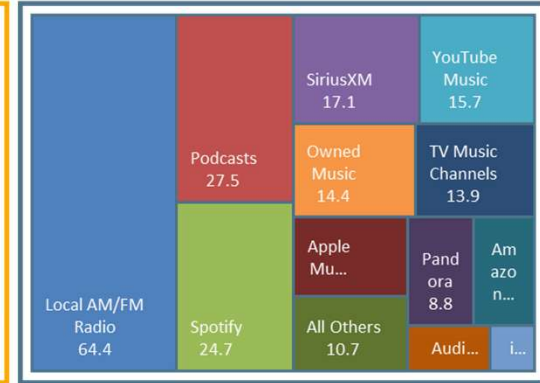
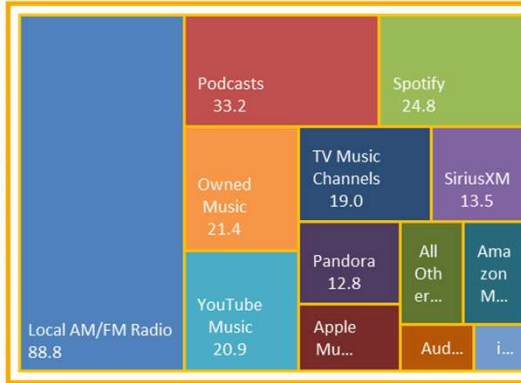


461,911 or 100.% of Adults 18 or older who Listened to WIHT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.2 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

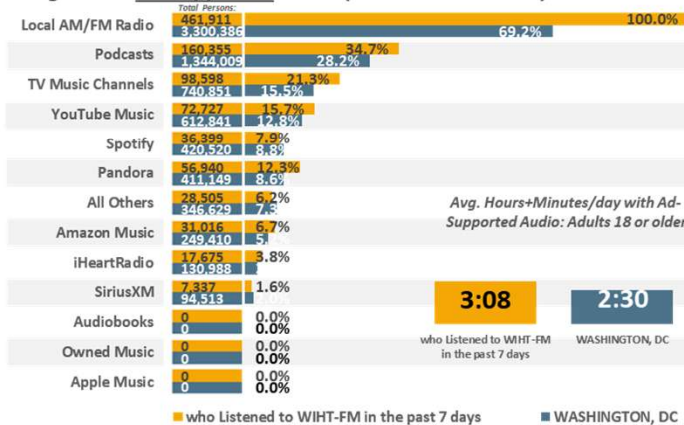
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



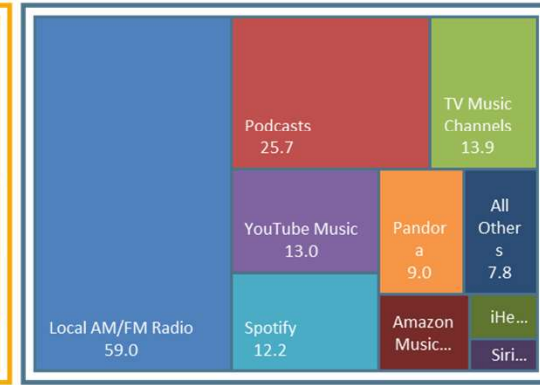
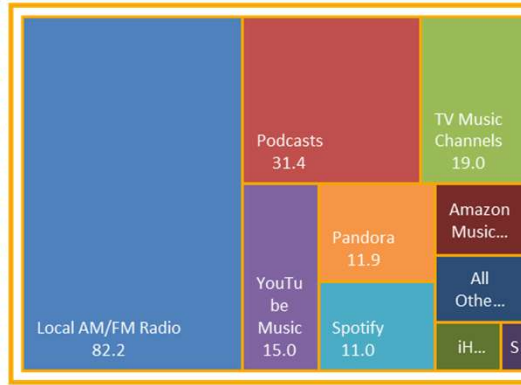
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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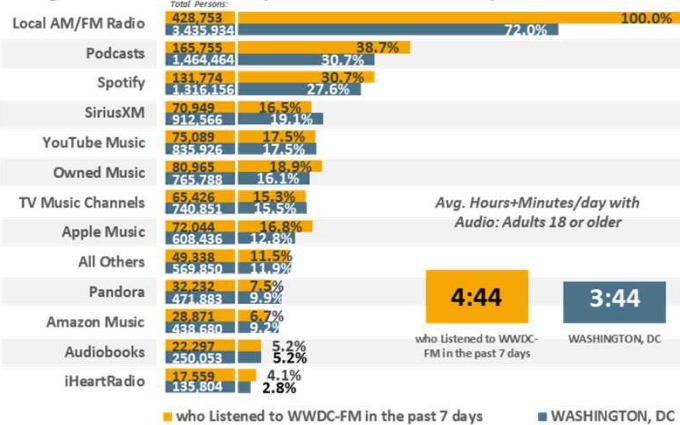
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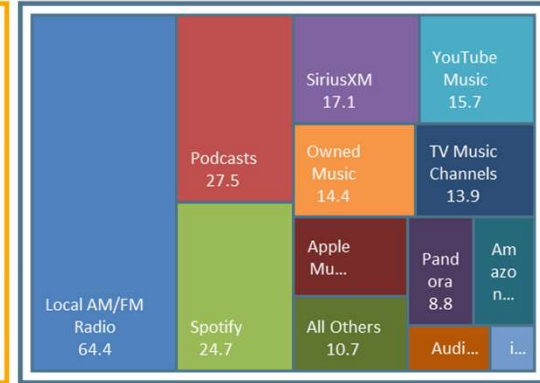
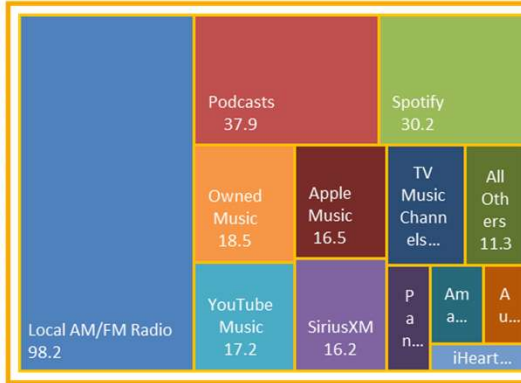


428,753 or 100.% of Adults 18 or older who Listened to WWDC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.2 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.

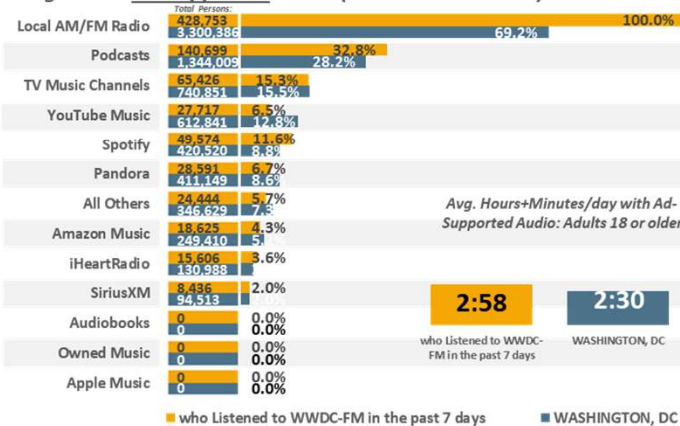
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



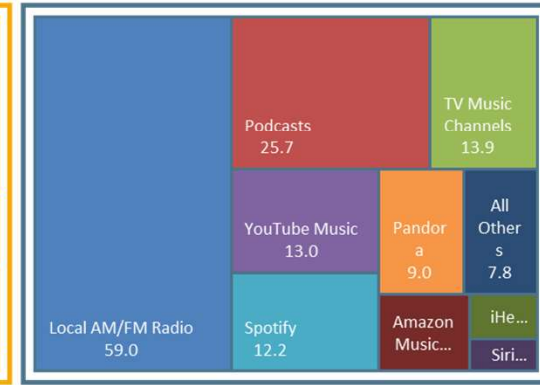
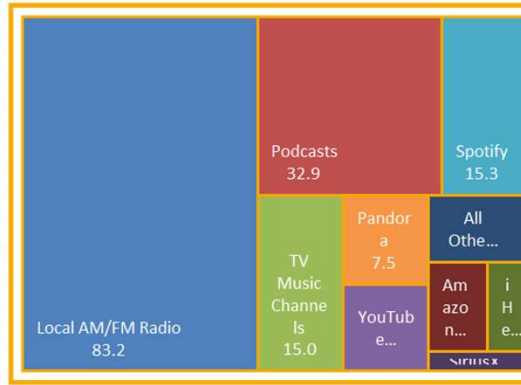
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

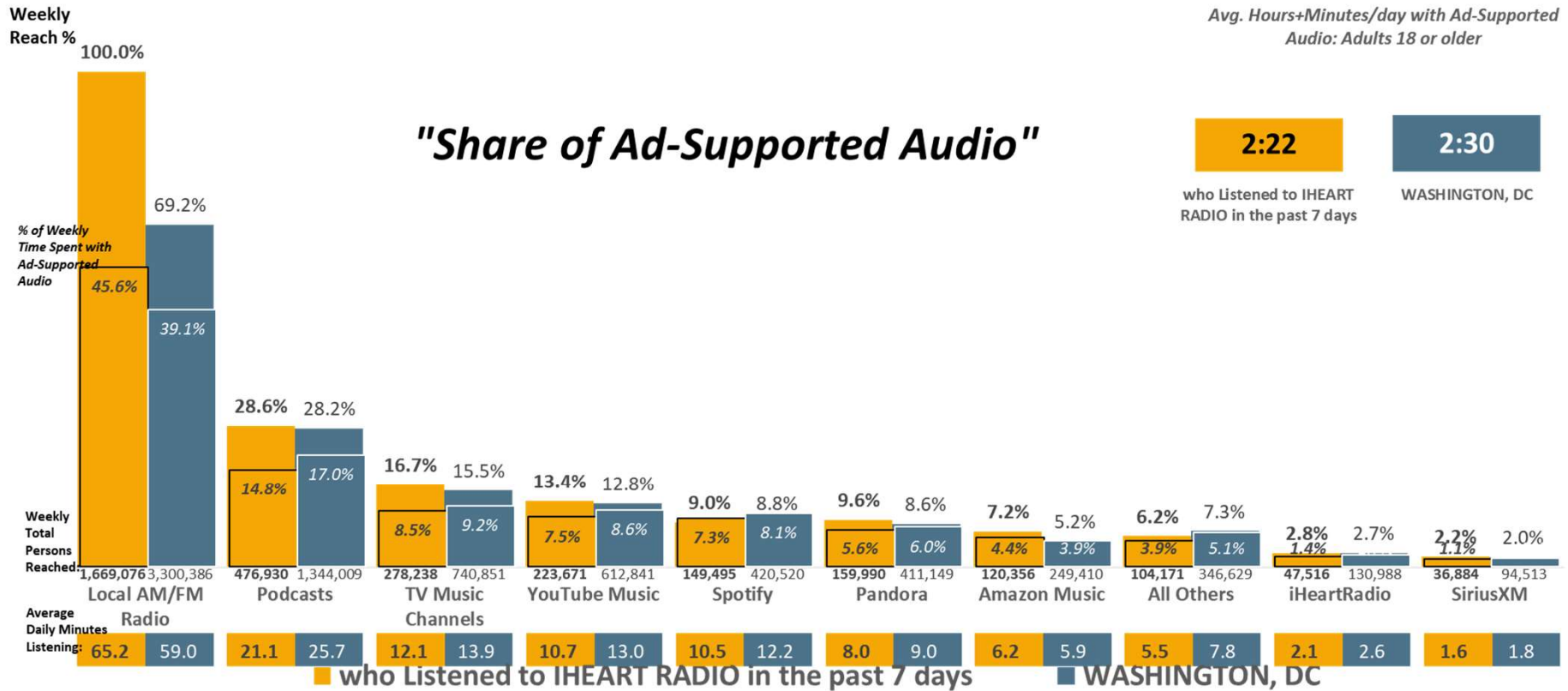


WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431  
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1,669,076 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



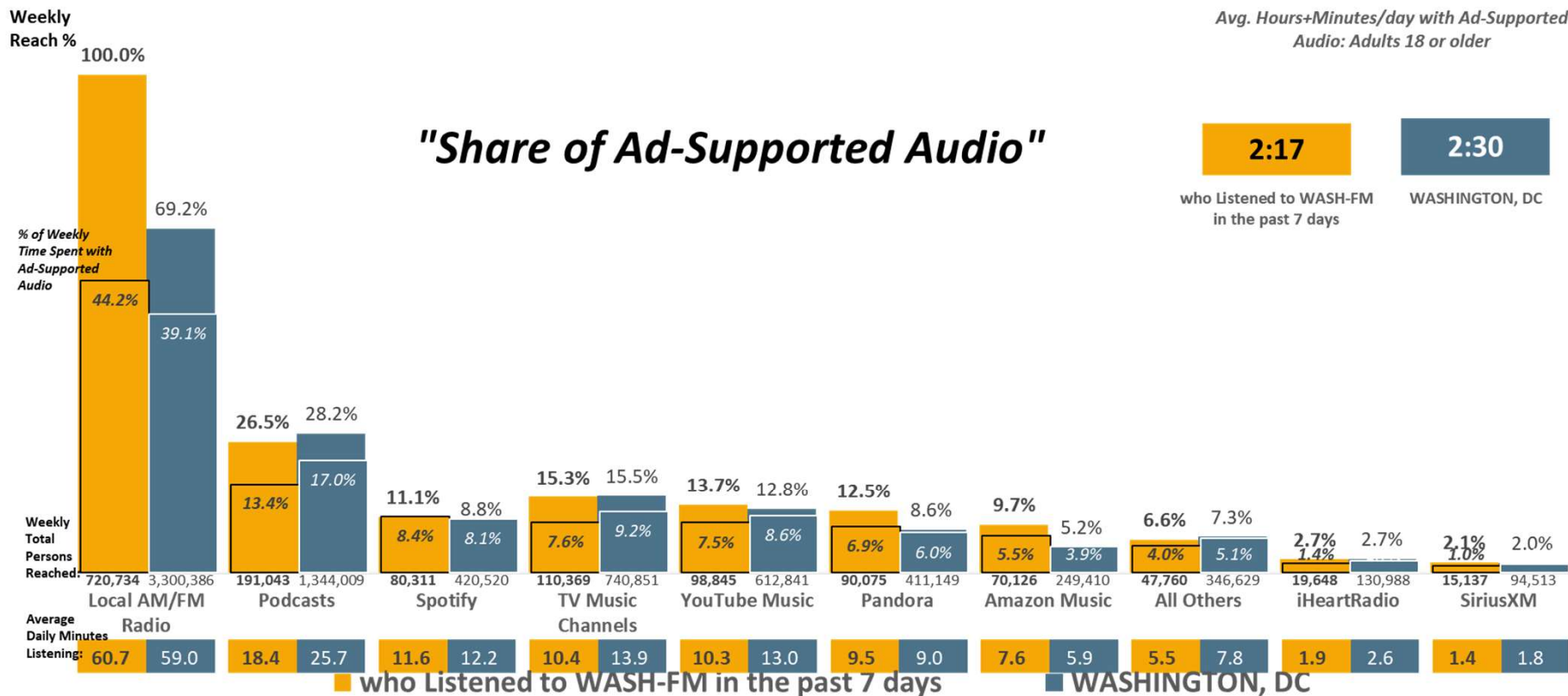
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

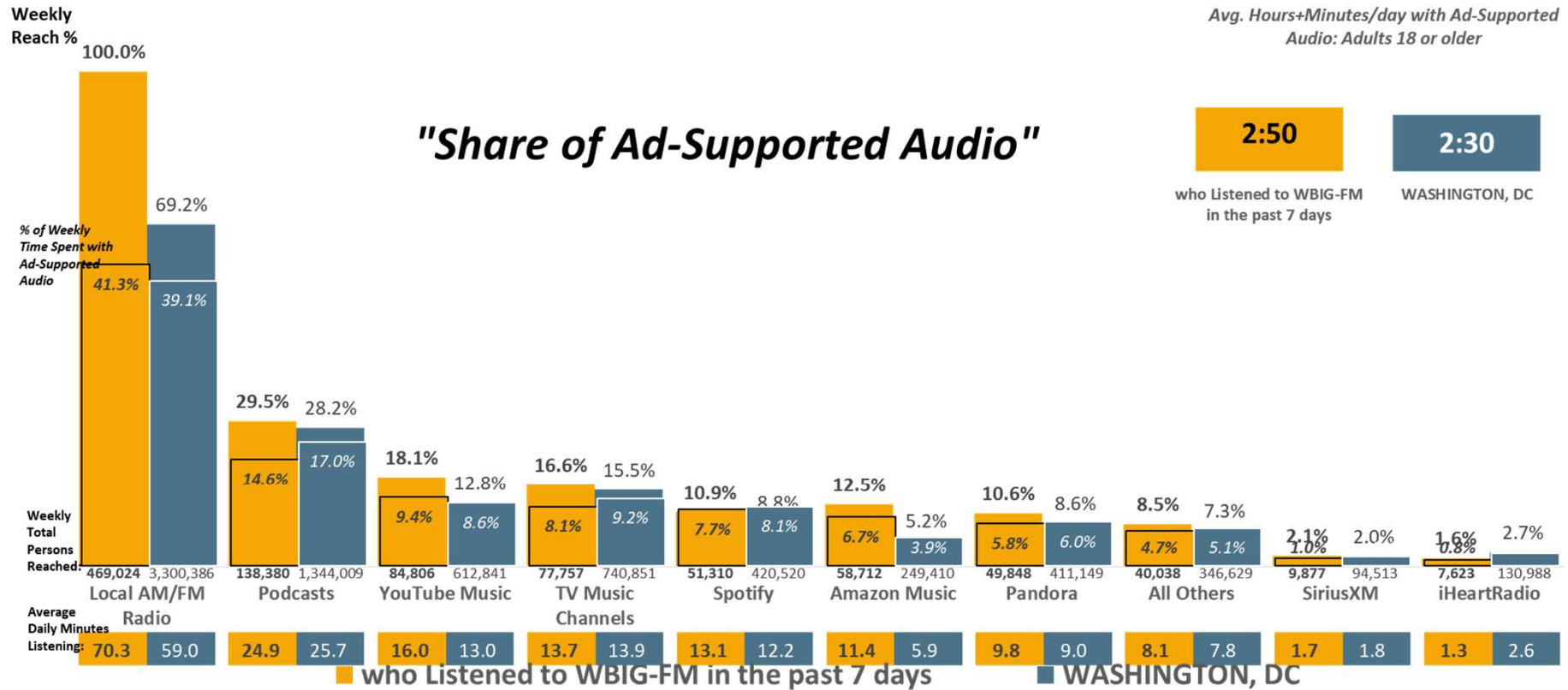


720,734 or 100.% of Adults 18 or older who Listened to WASH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.





469,024 or 100.% of Adults 18 or older who Listened to WBIG-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 504 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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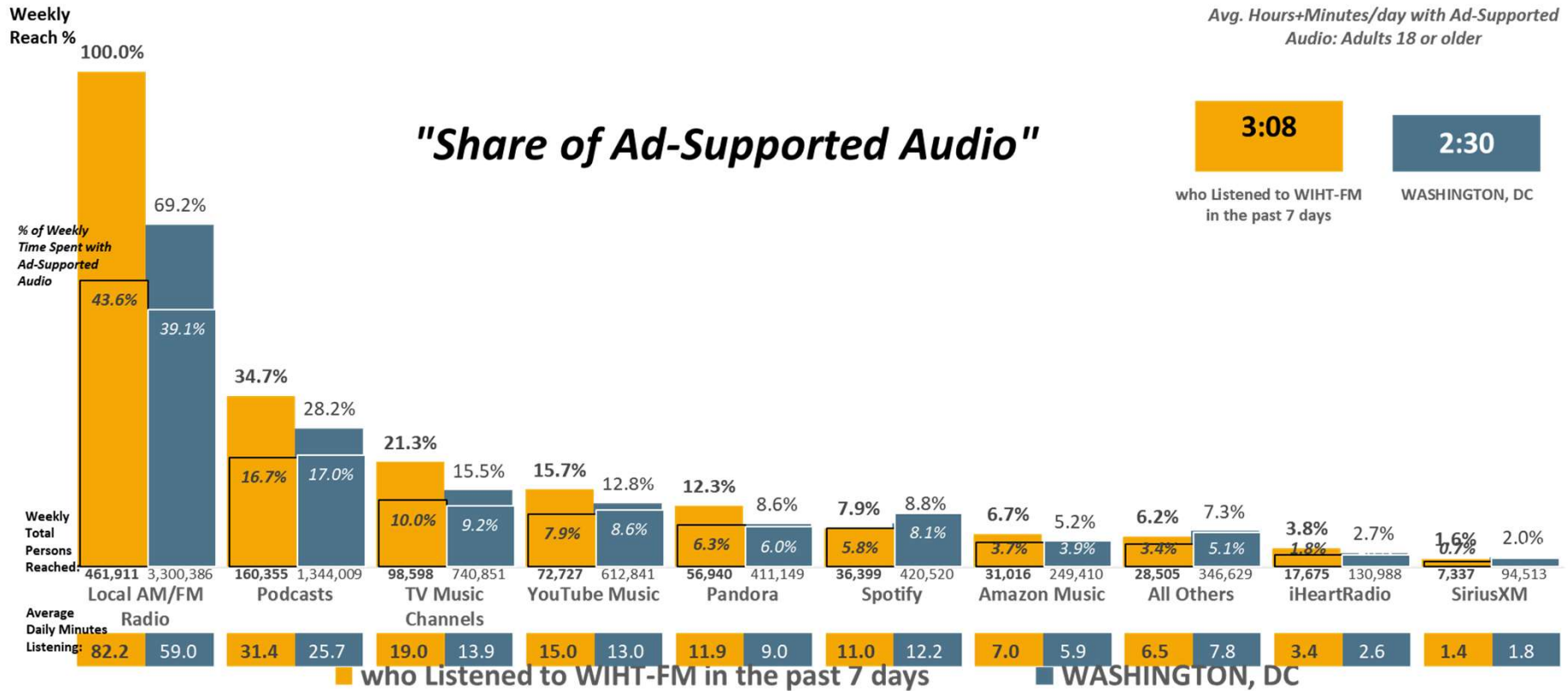
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Radio Stations: WBIG-FM



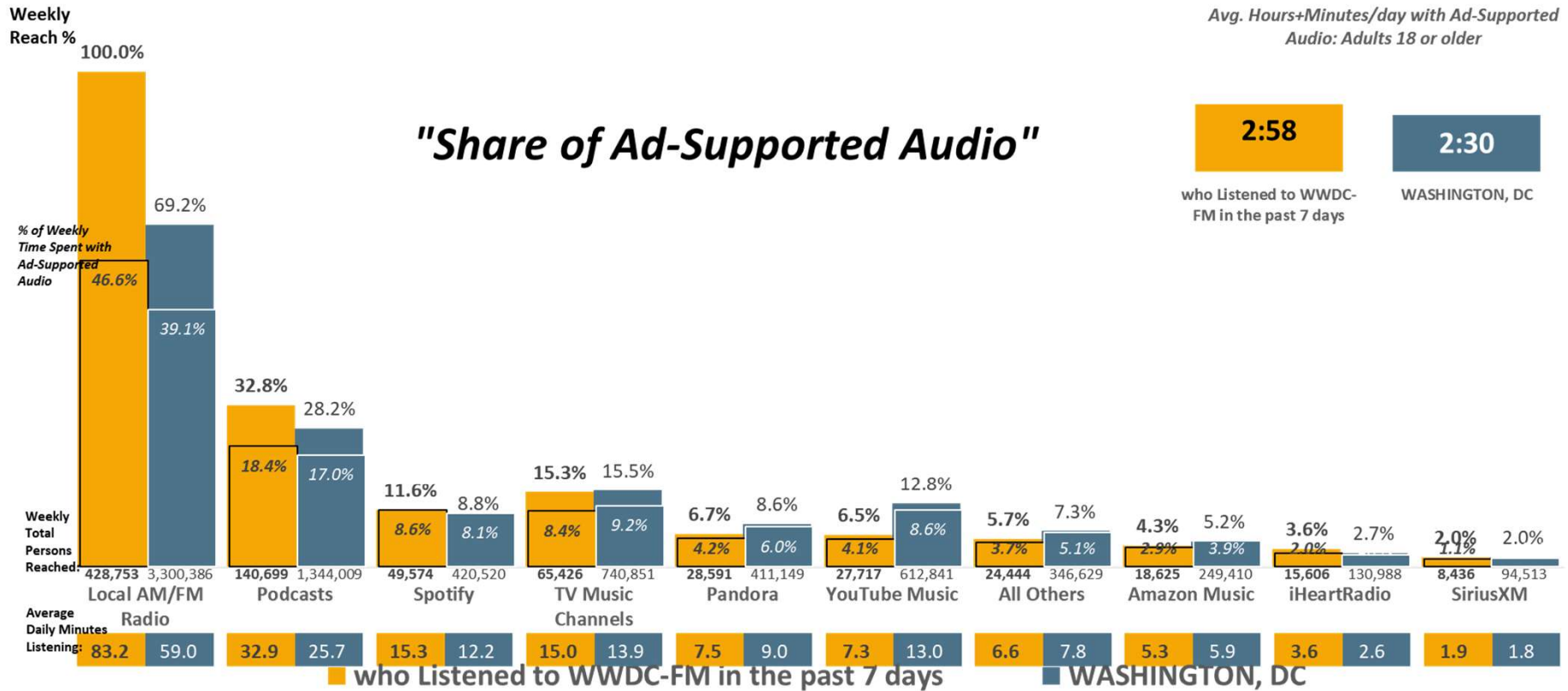


461,911 or 100.% of Adults 18 or older who Listened to WIHT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.2 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.





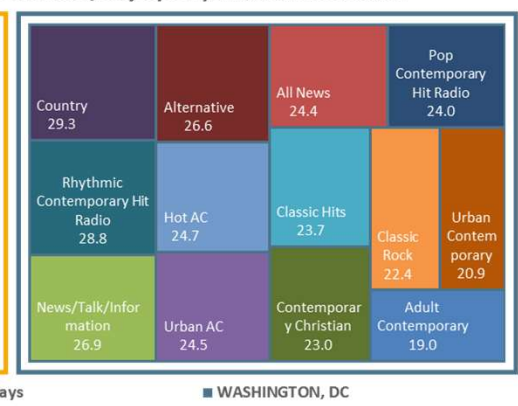
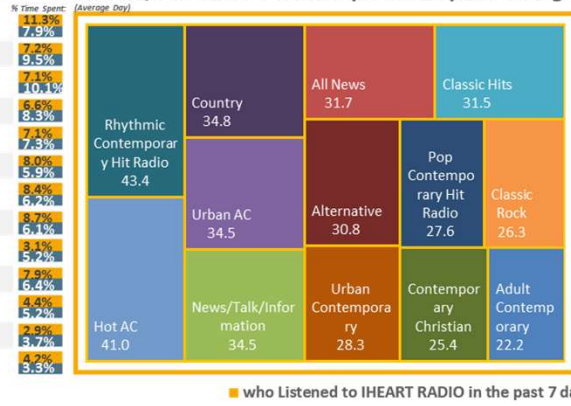
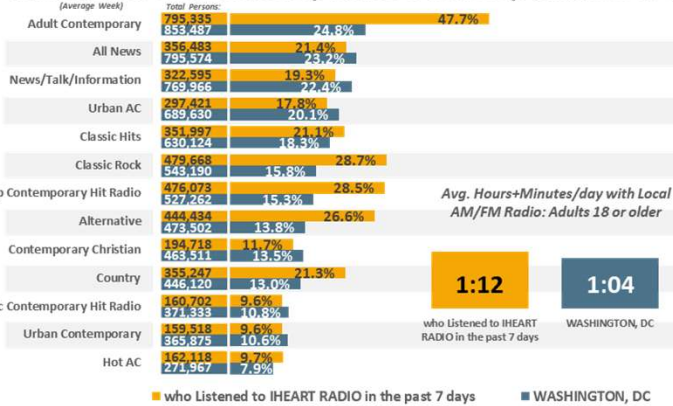
428,753 or 100.% of Adults 18 or older who Listened to WWDC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.2 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.



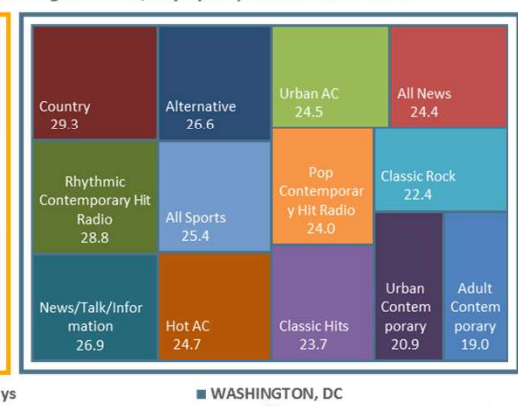
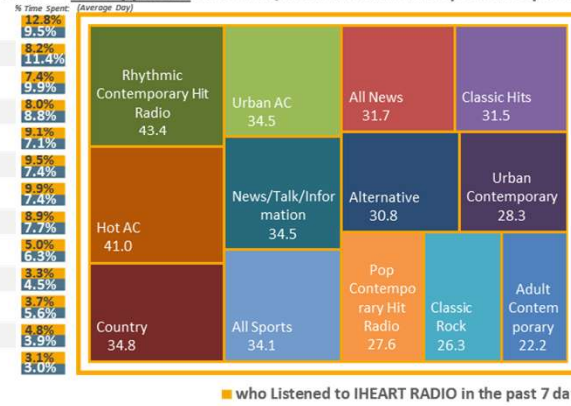
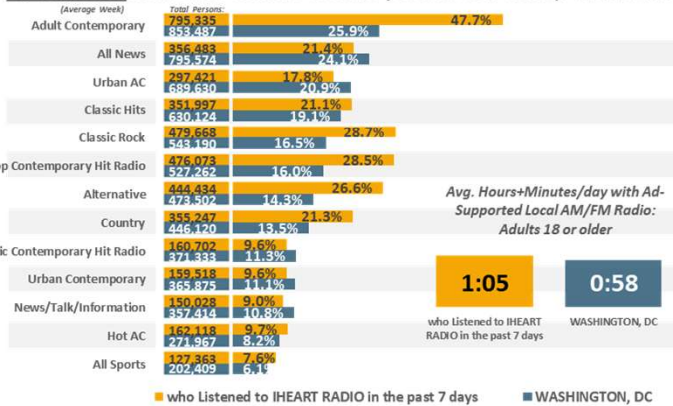


1,669,076 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Alternative, and All News.

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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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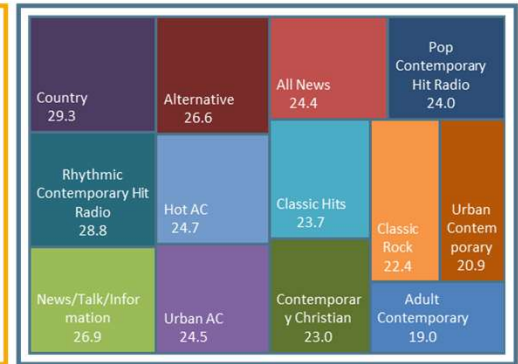
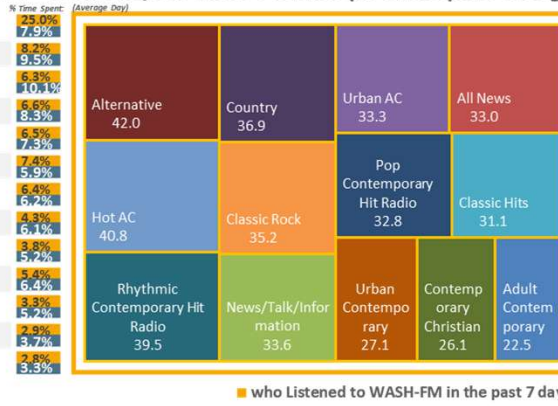
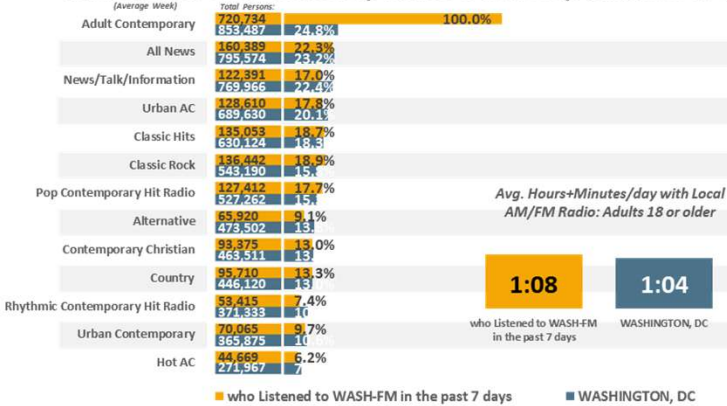
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

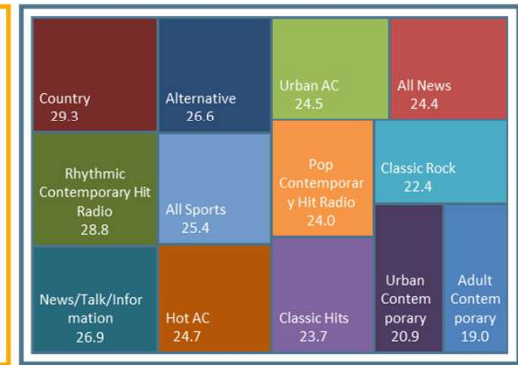
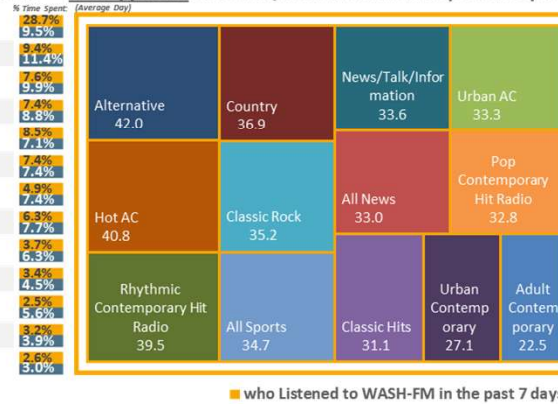
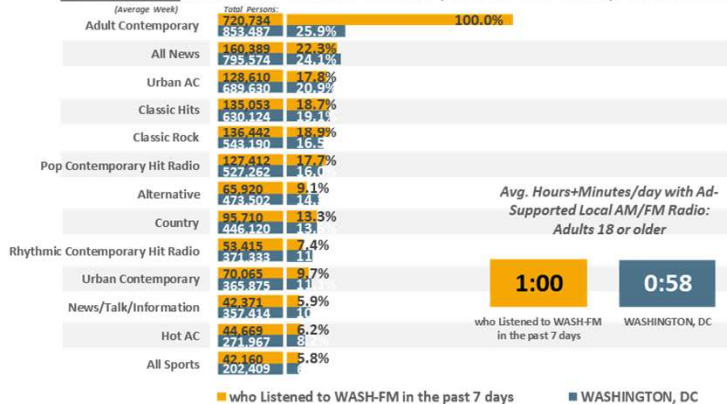


720,734 or 100.0% of Adults 18 or older who Listened to WASH-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Rock, Classic Hits, and Urban AC.

**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**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702  
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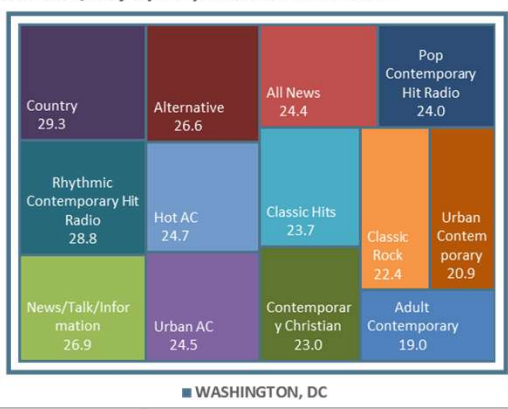
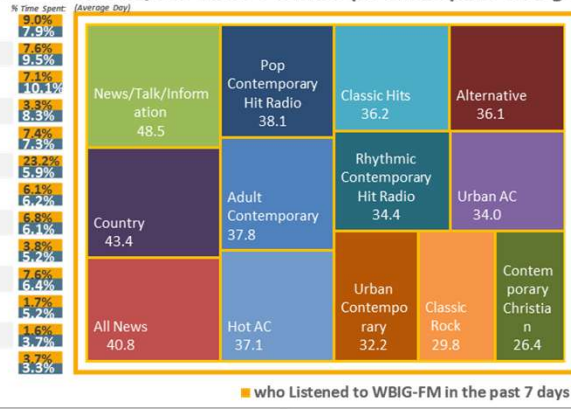
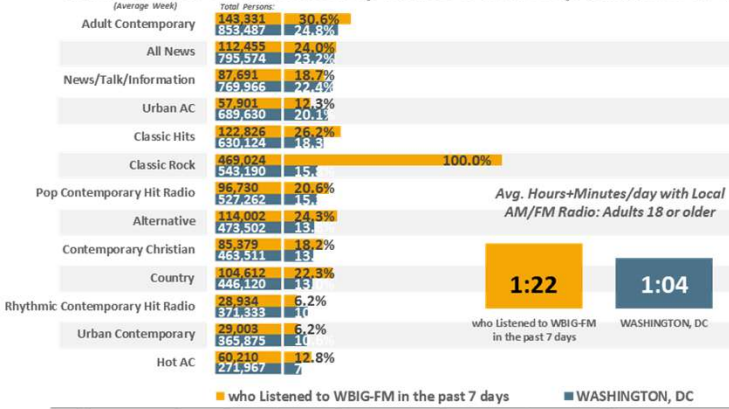
soefa.ai Share of Everything for Anything



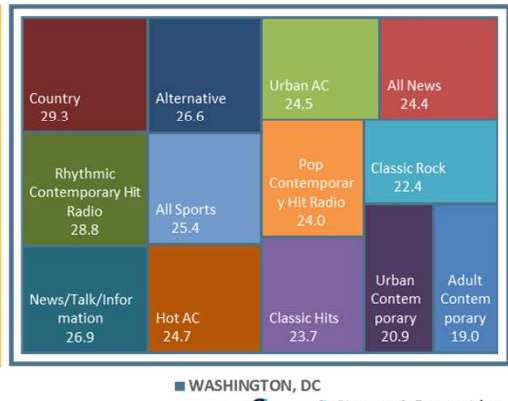
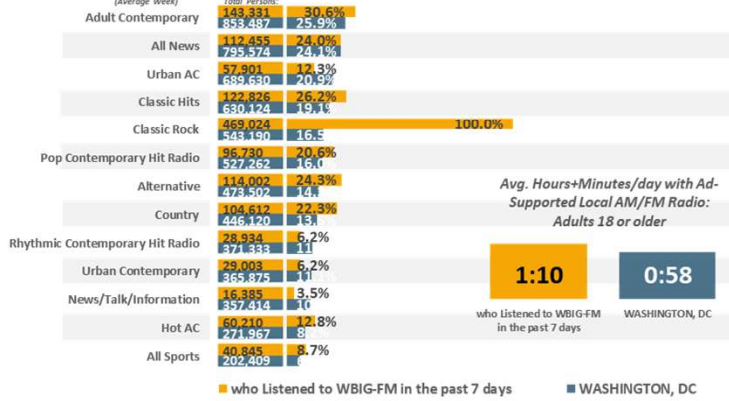


469,024 or 100.0% of Adults 18 or older who Listened to WBIG-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Alternative, and All News.

**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**



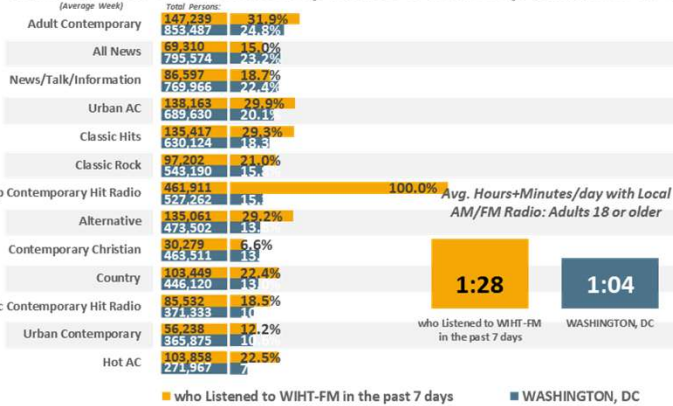
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**      **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



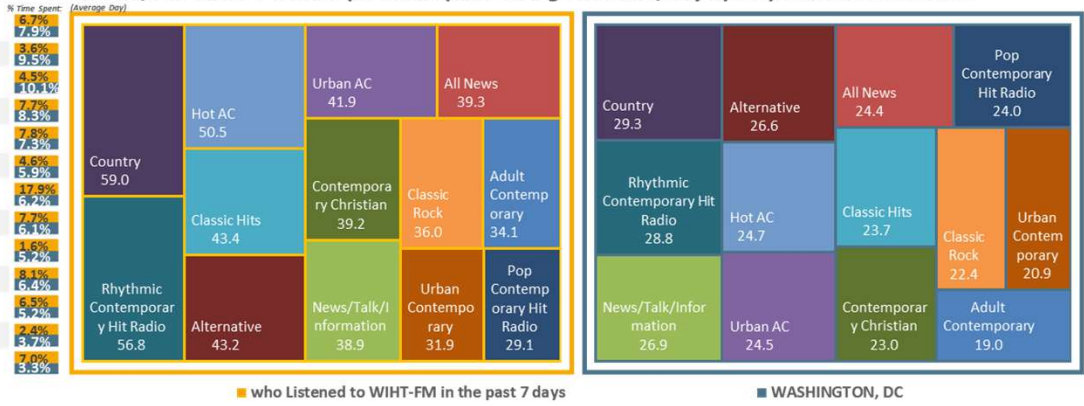


461,911 or 100.0% of Adults 18 or older who Listened to WIHT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Urban AC, Classic Hits, and Alternative.

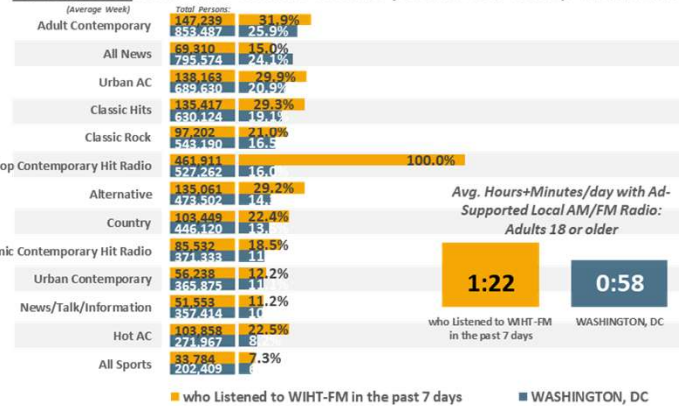
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



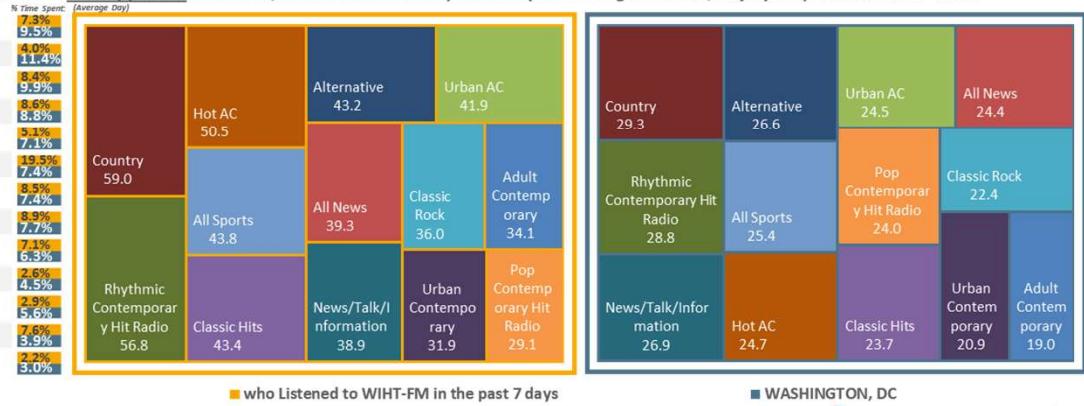
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



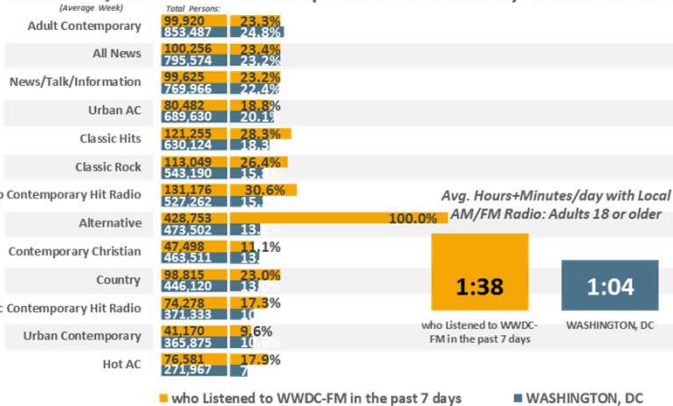
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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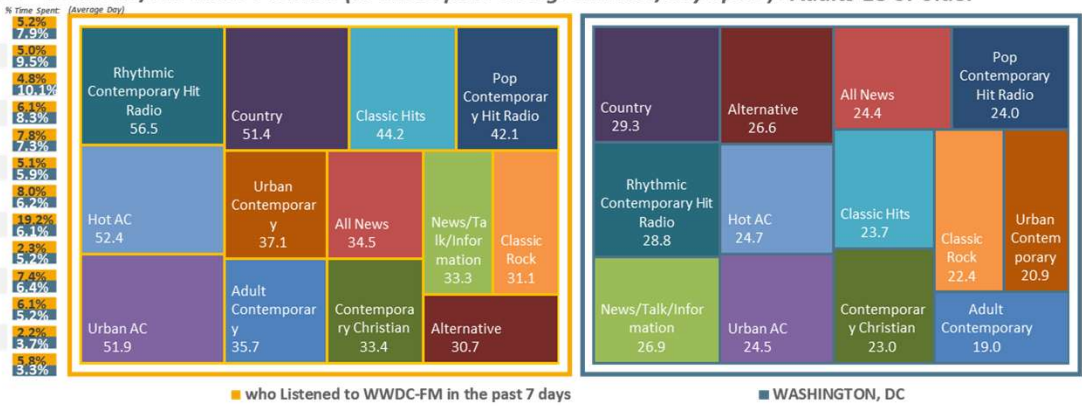


428,753 or 100.% of Adults 18 or older who Listened to WWDC-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and All News.

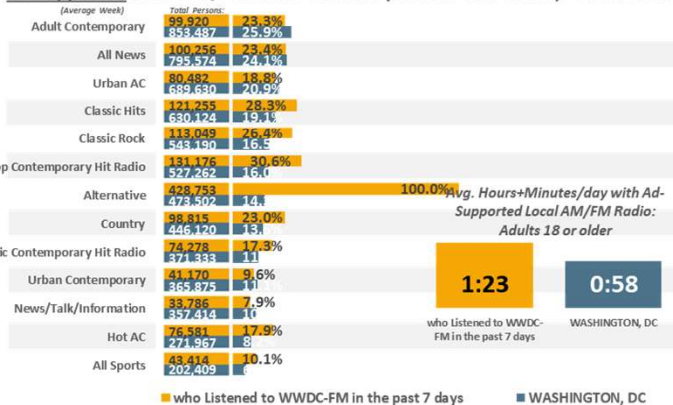
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



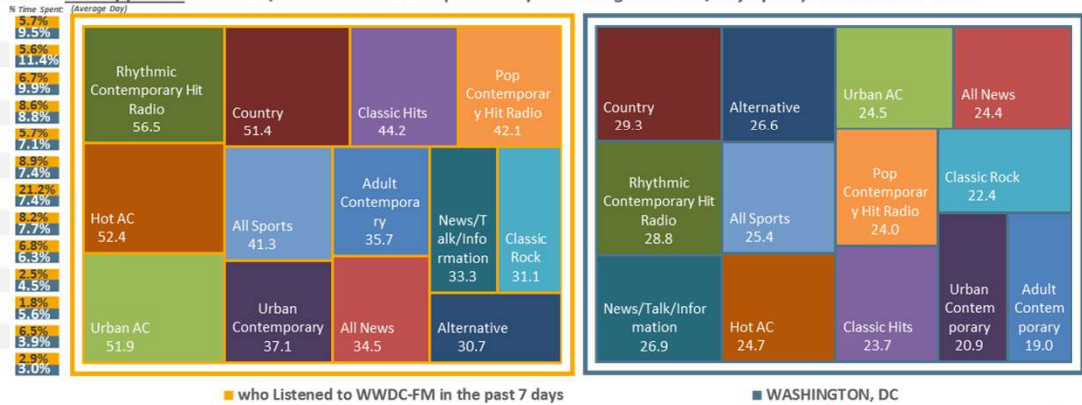
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431  
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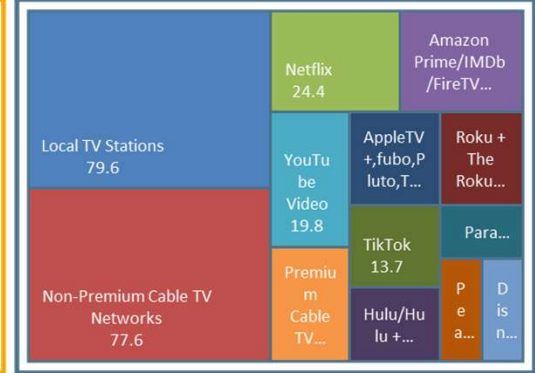
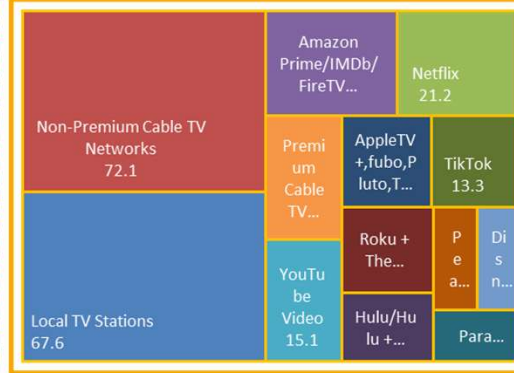
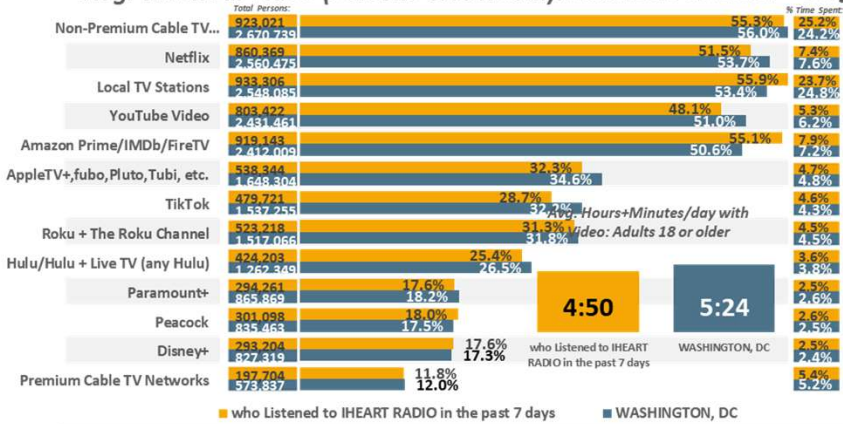




923,480 or 55.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.8 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

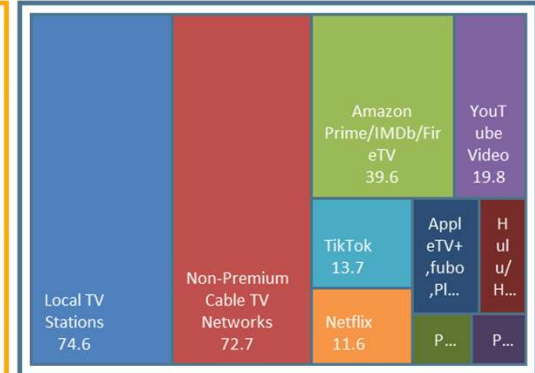
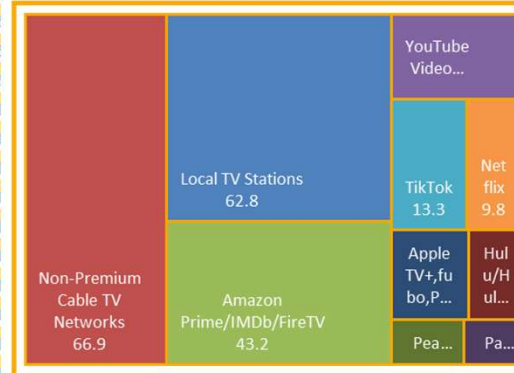
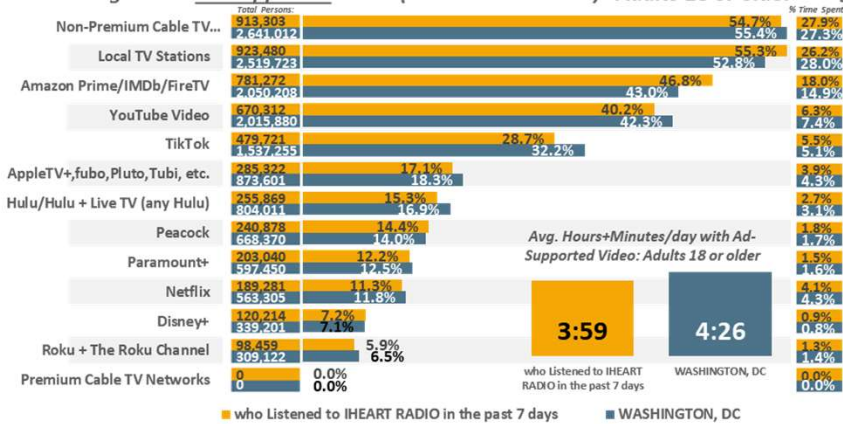
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

### 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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

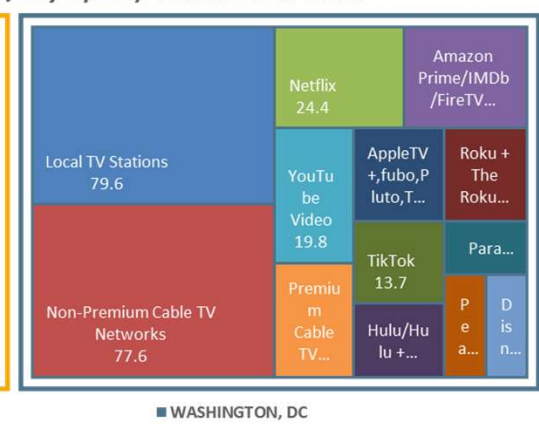
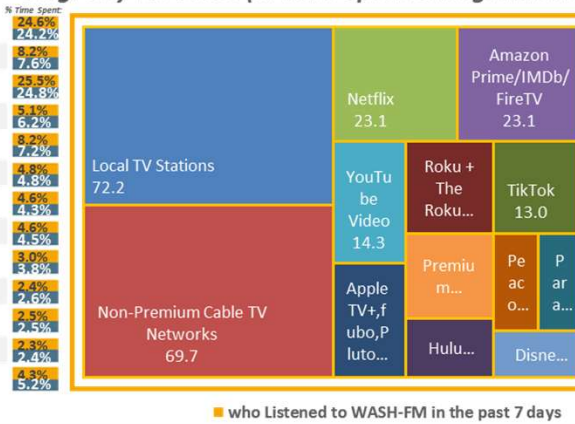
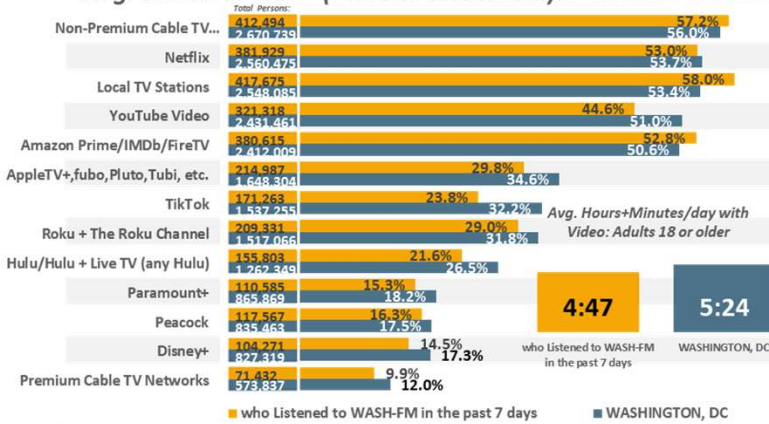




411,949 or 57.2% of Adults 18 or older who Listened to WASH-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

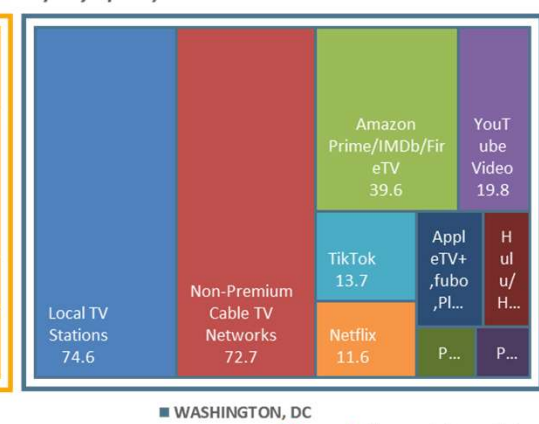
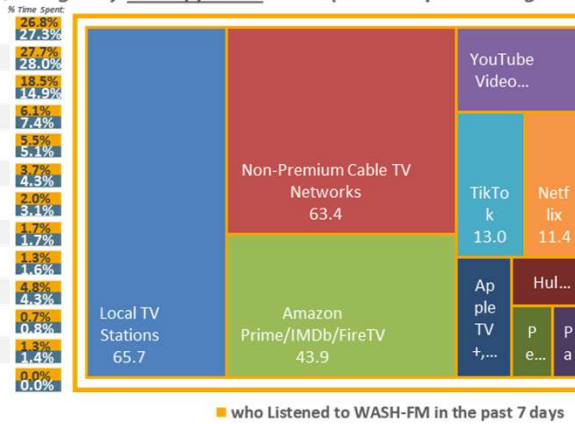
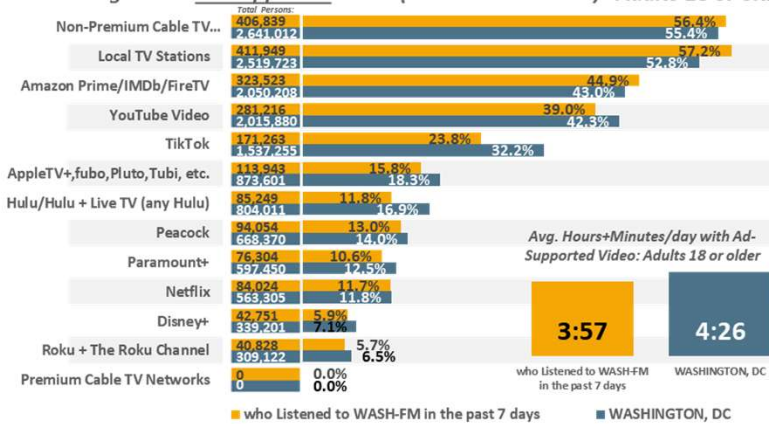
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702  
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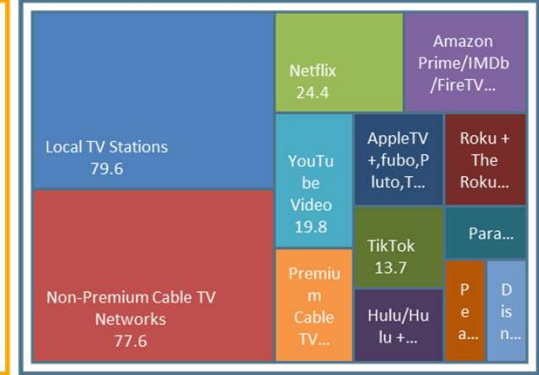
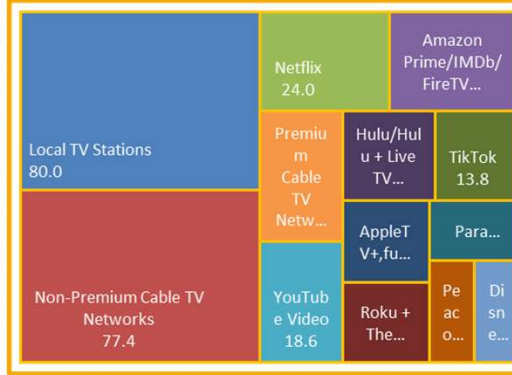
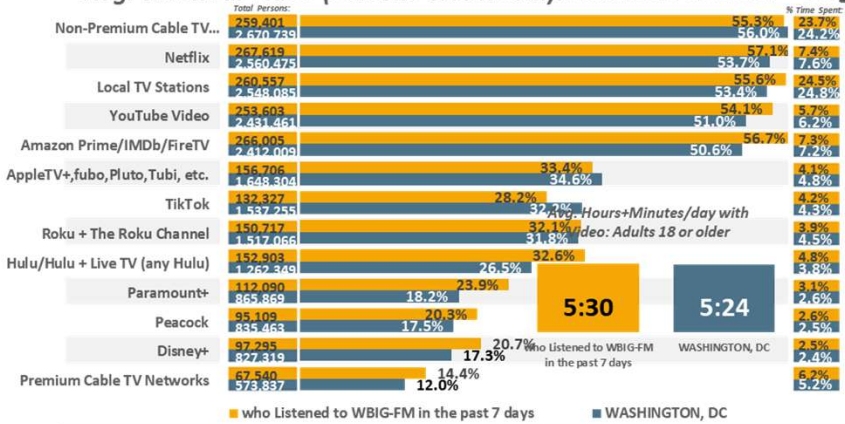
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256,967 or 54.8% of Adults 18 or older who Listened to WBIG-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 70.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

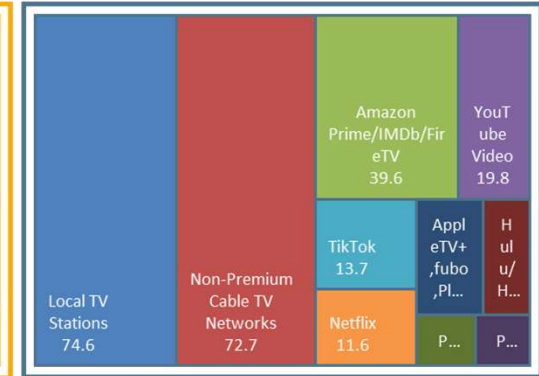
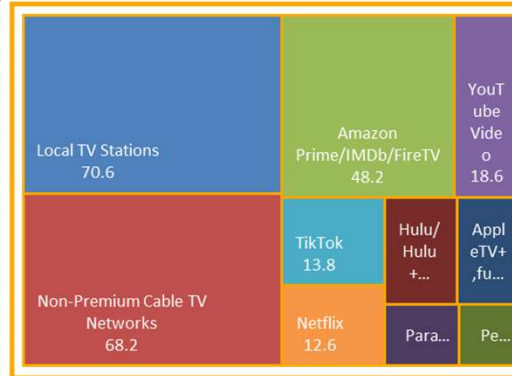
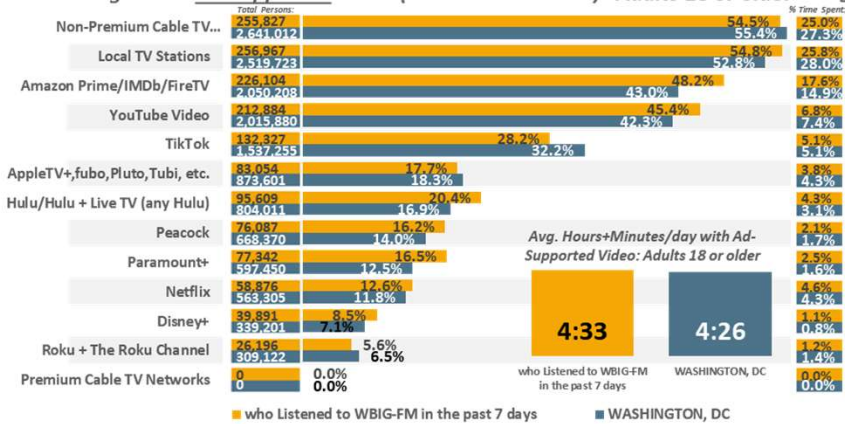
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 504  
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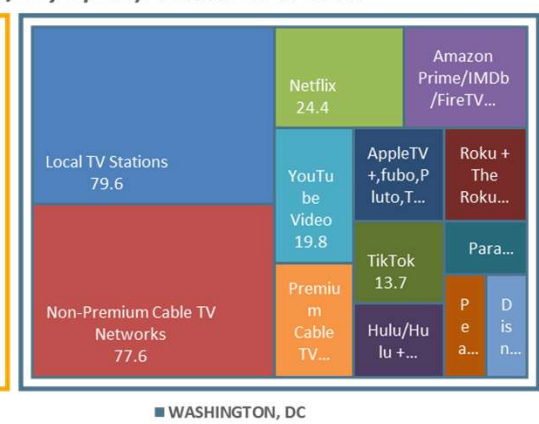
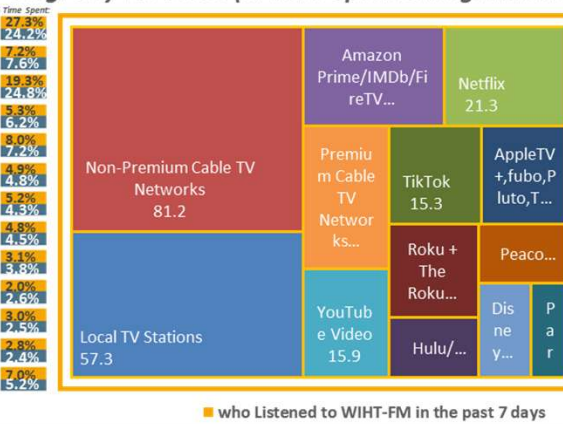
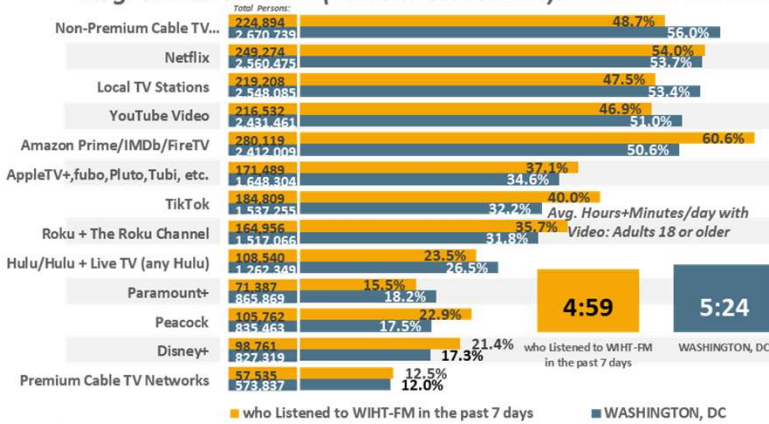
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217,036 or 47.% of Adults 18 or older who Listened to WIHT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 54.6 minutes every day representing 22.1% of all time spent daily with Ad-Supported Video.

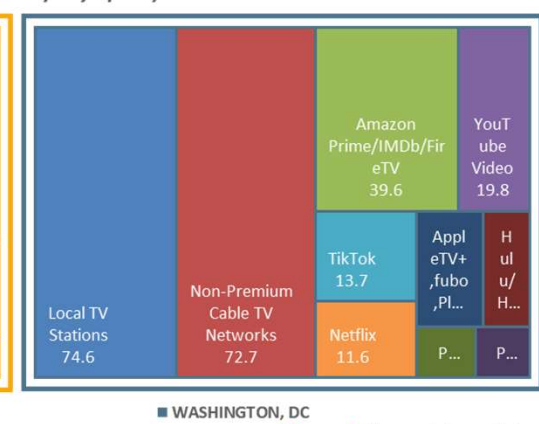
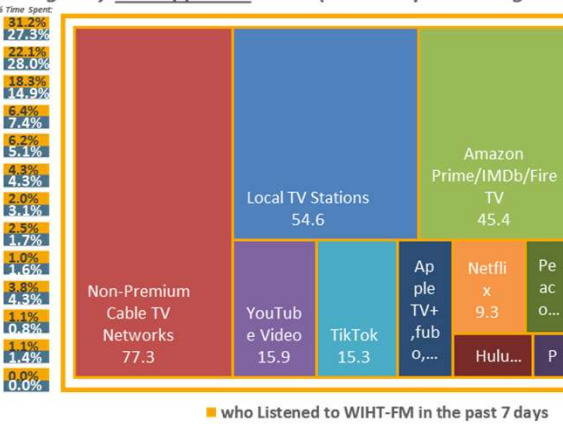
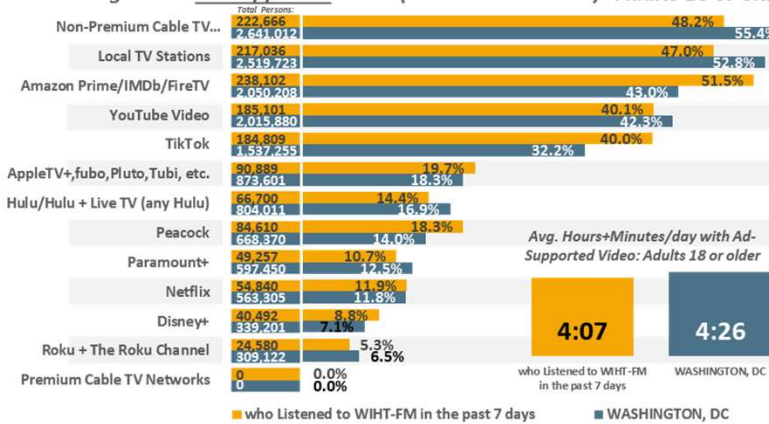
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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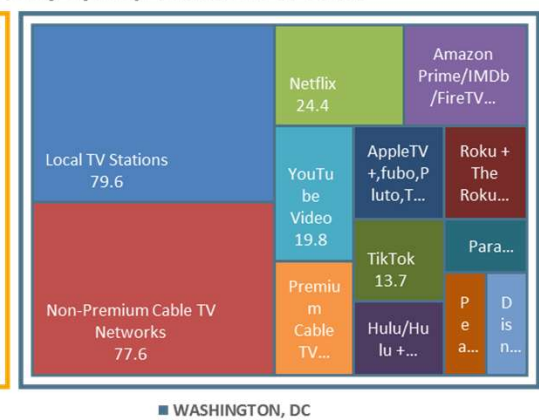
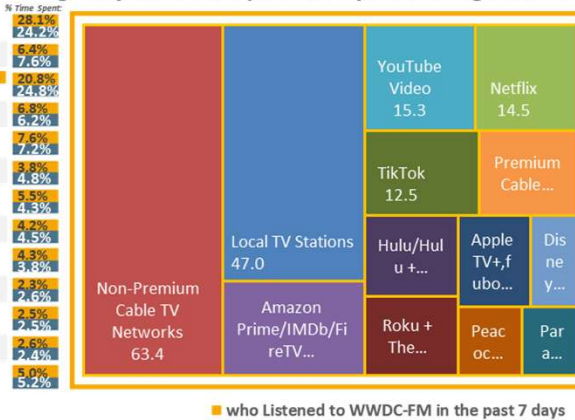
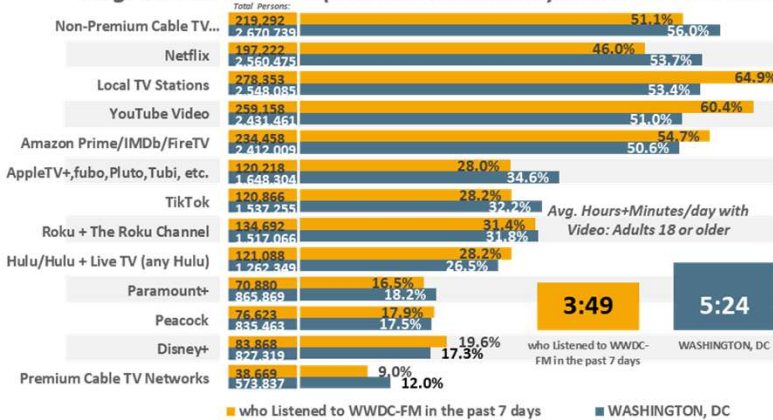




275,737 or 64.3% of Adults 18 or older who Listened to WWDC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 44. minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

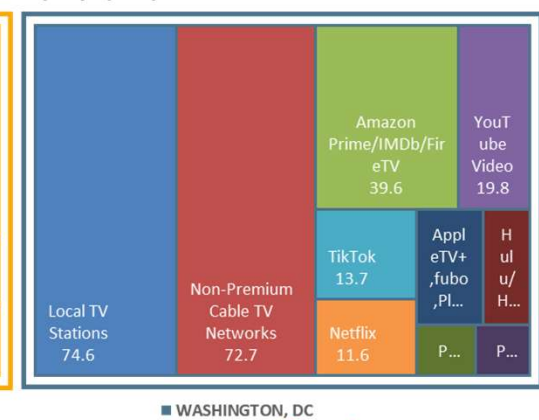
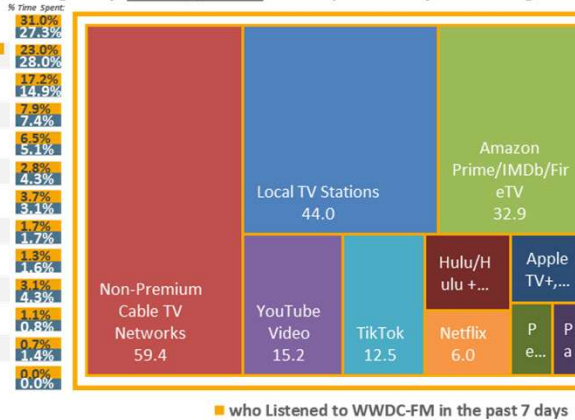
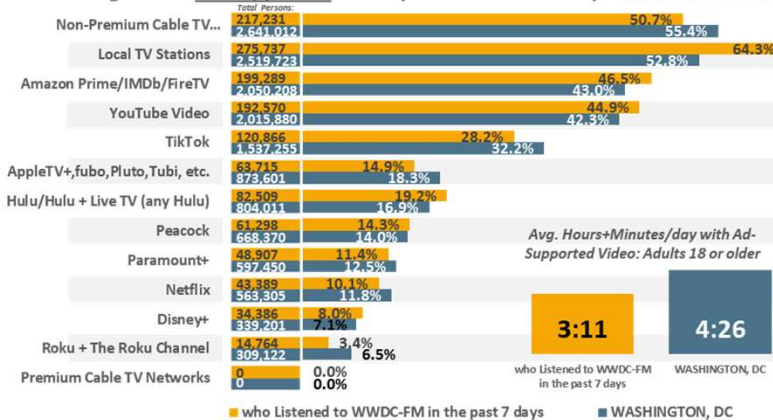
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431  
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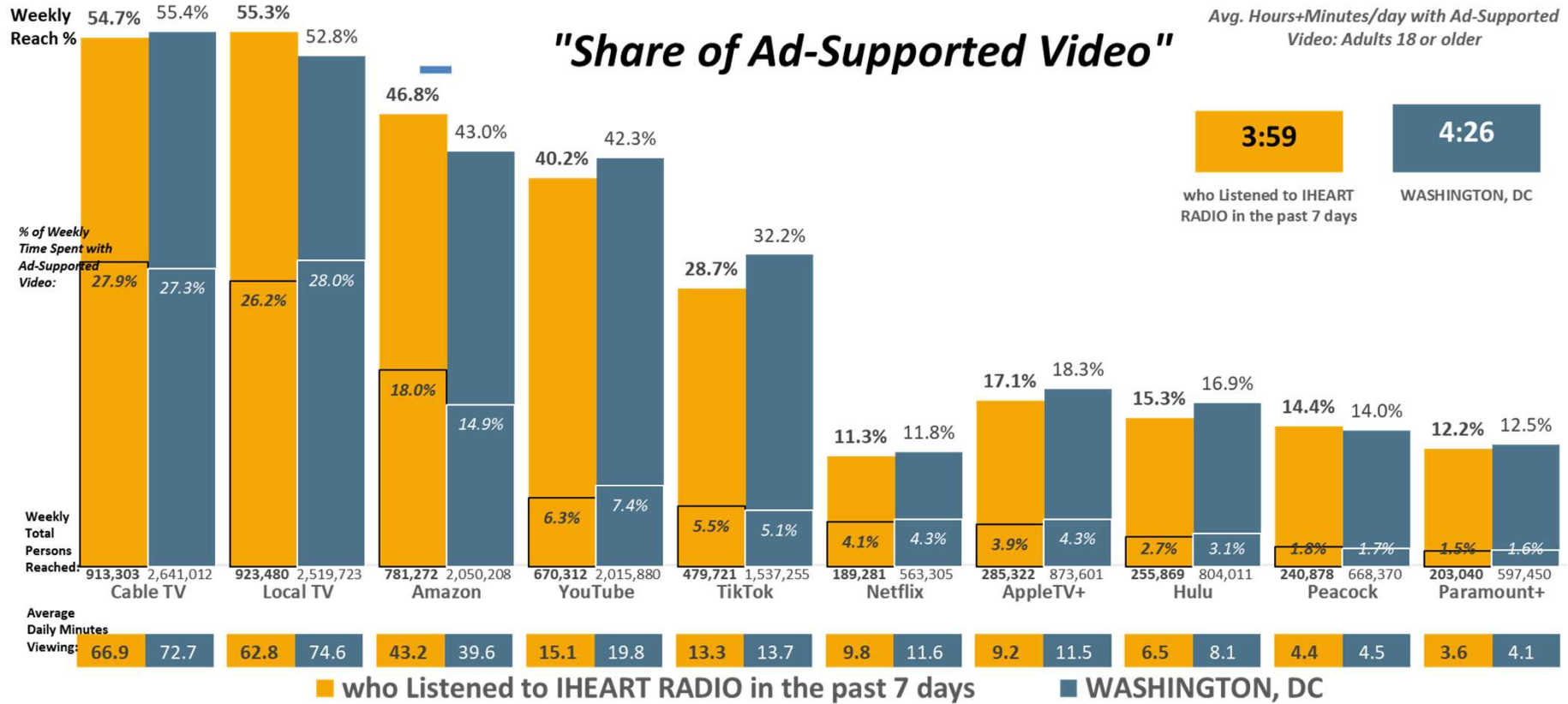
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923,480 or 55.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.8 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



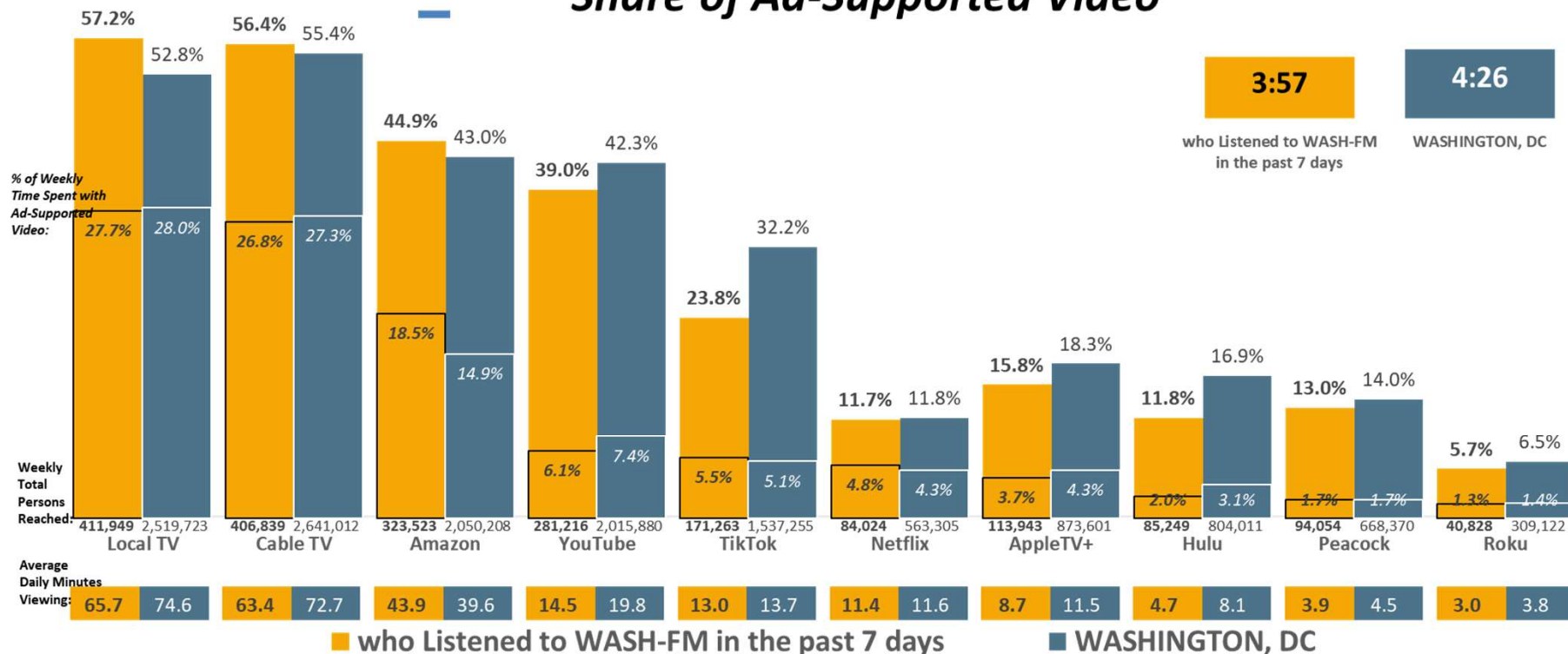


411,949 or 57.2% of Adults 18 or older who Listened to WASH-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702  
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WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859

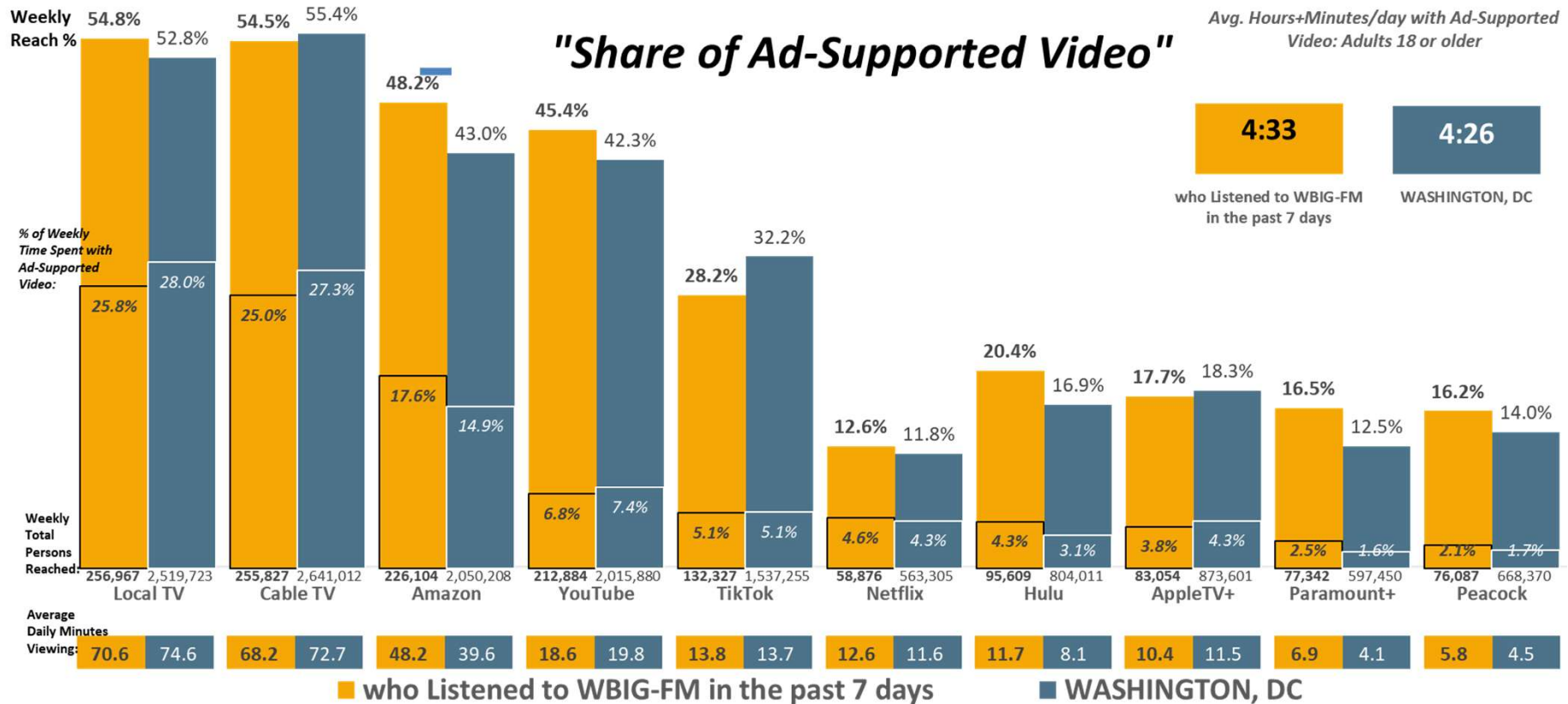
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for Anything

Radio Stations: WASH-FM



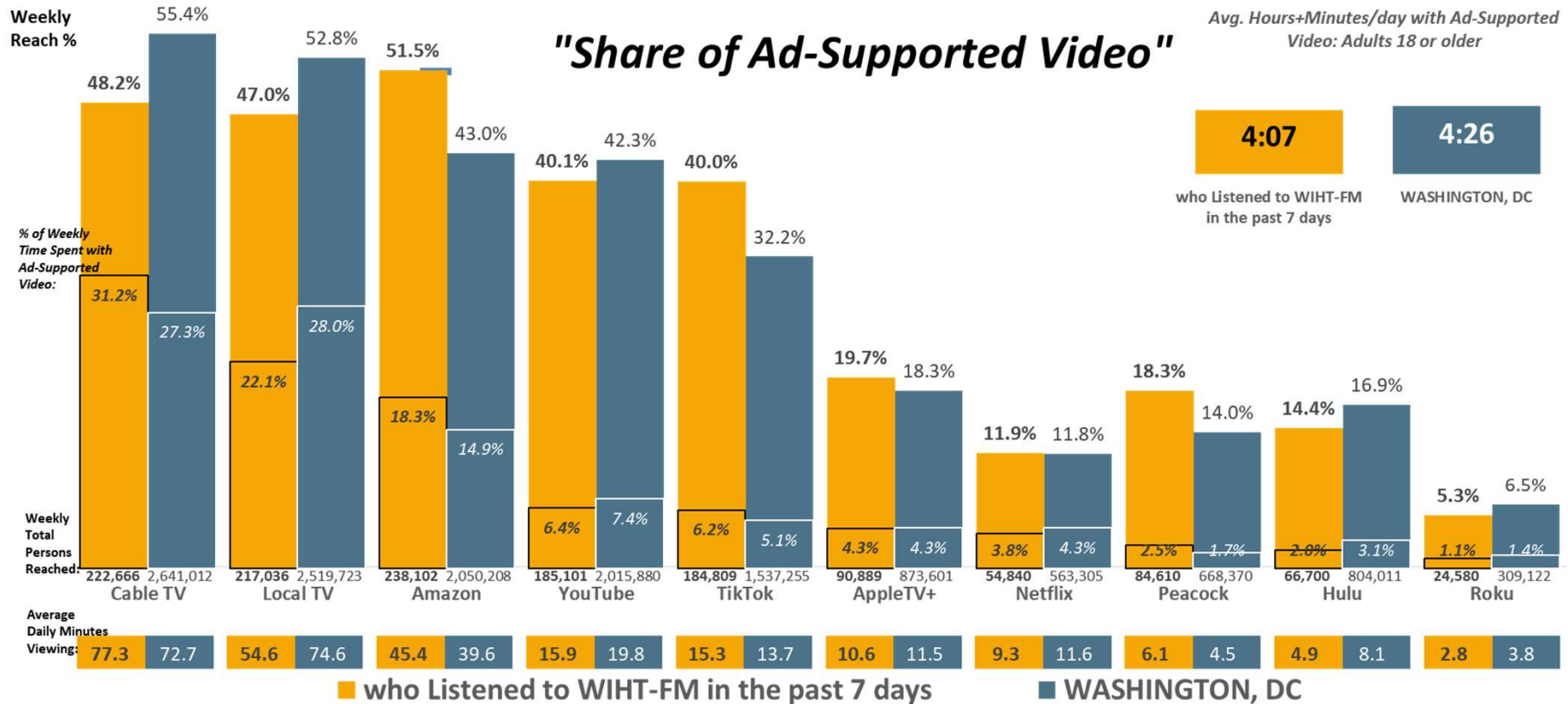
256,967 or 54.8% of Adults 18 or older who Listened to WBIG-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 70.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





217,036 or 47.% of Adults 18 or older who Listened to WIHT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 54.6 minutes every day representing 22.1% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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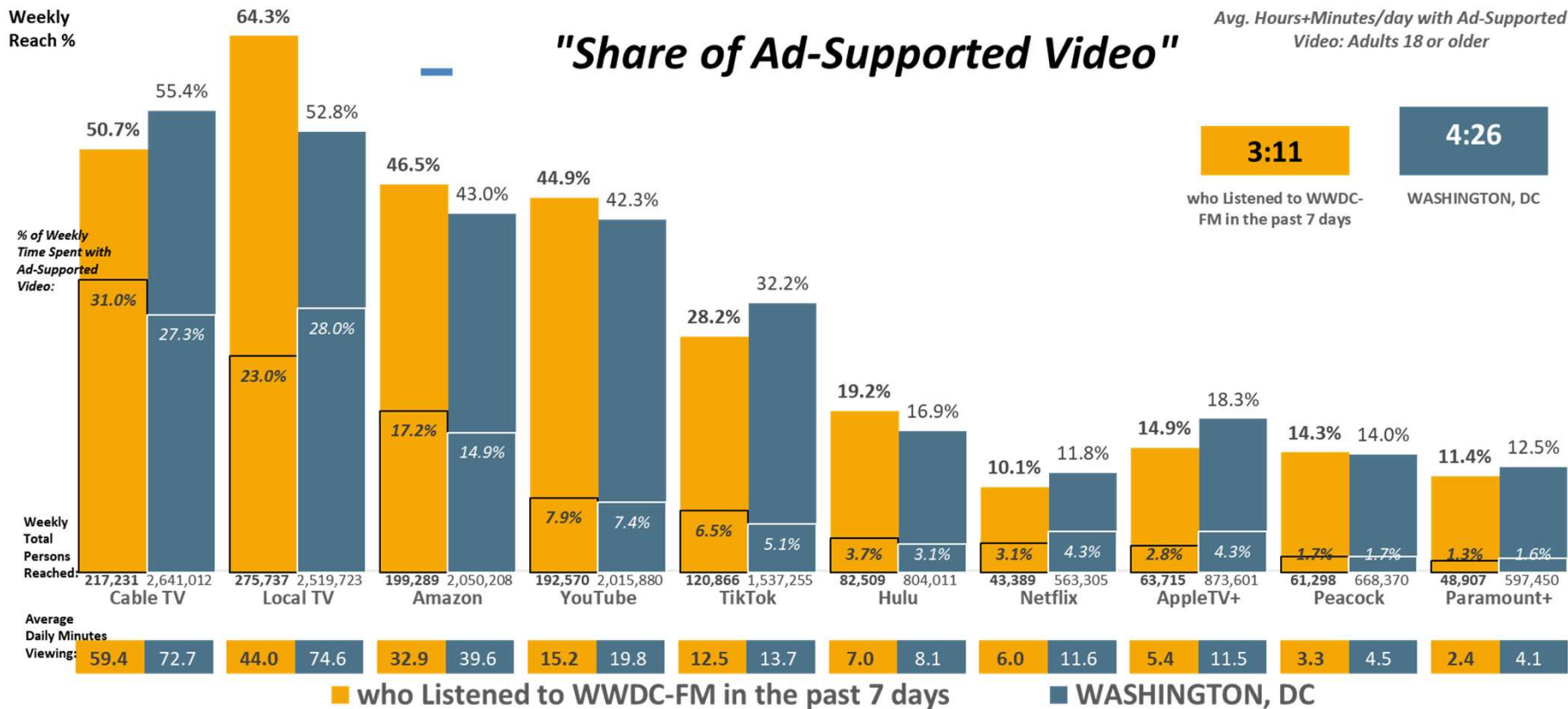
Radio Stations: WIHT-FM





275,737 or 64.3% of Adults 18 or older who Listened to WWDC-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 44. minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

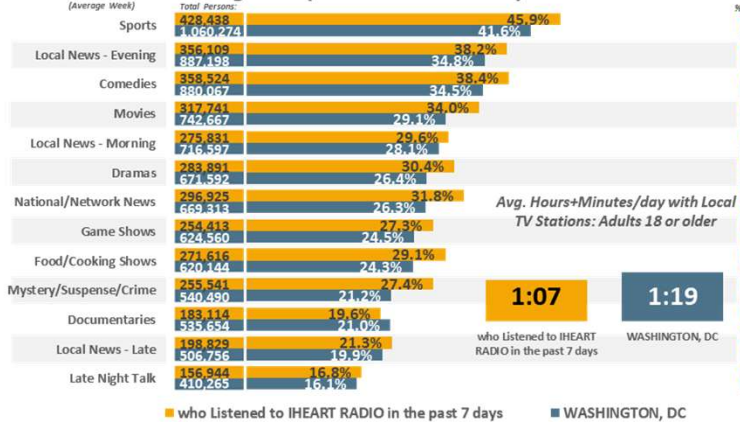
## "Share of Ad-Supported Video"



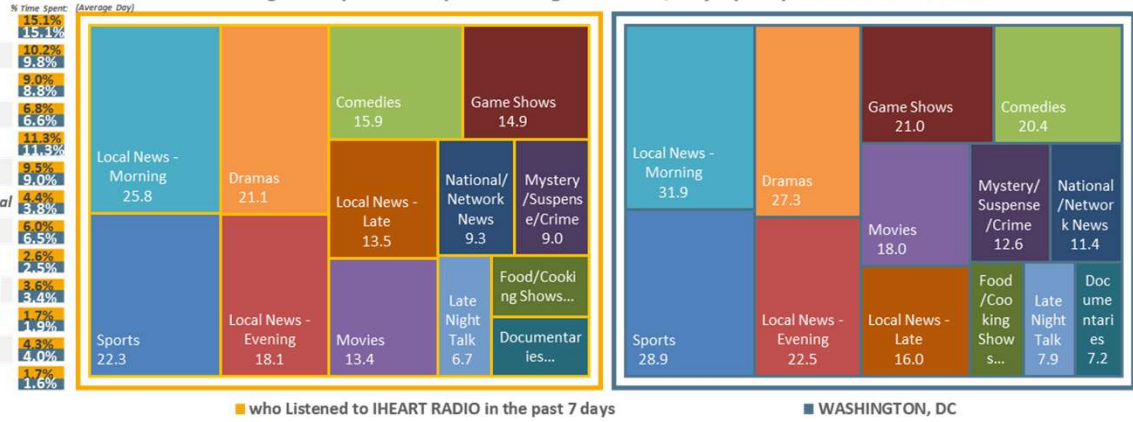


923,480 or 55.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Dramas, and Local News - Morning.

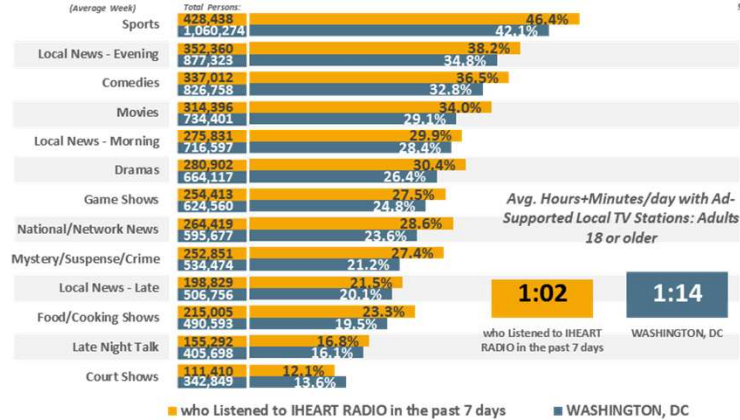
Local TV Station Programs (Persons & % Reach): Adults 18 or older



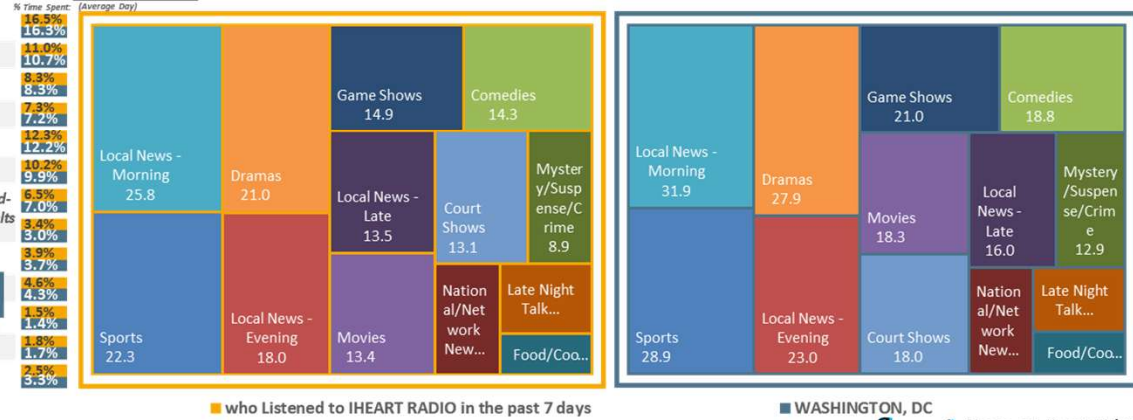
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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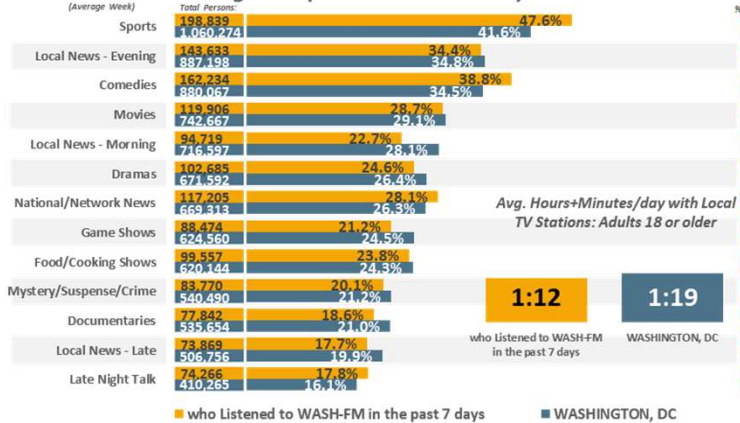
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

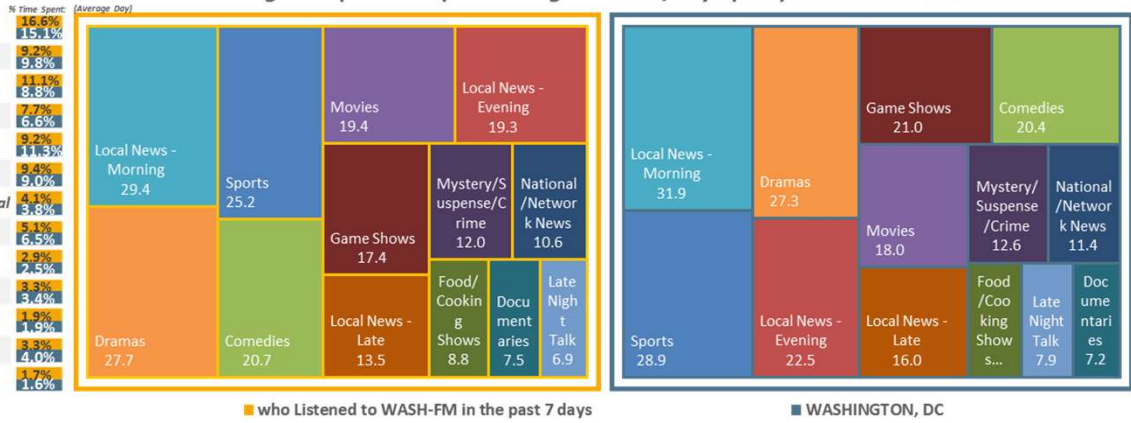


411,949 or 57.2% of Adults 18 or older who Listened to WASH-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, National/Network News, and Dramas.

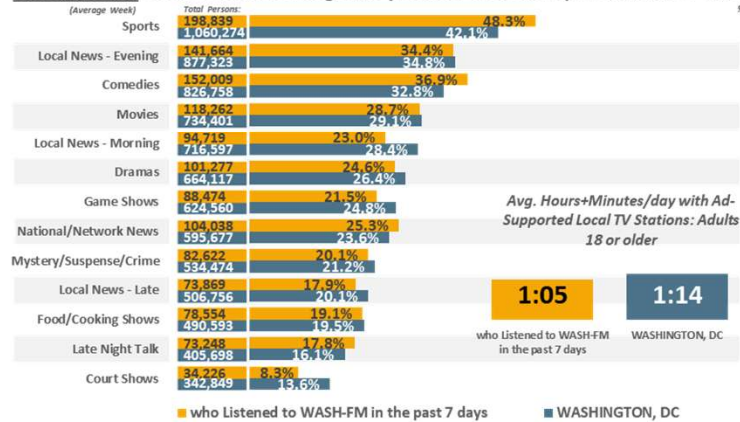
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702  
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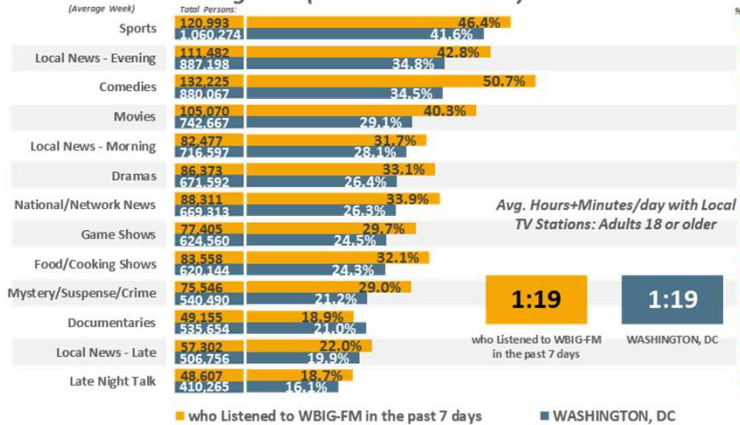
WASHINGTON, DC  
soefa.ai Share of Everything for Anything



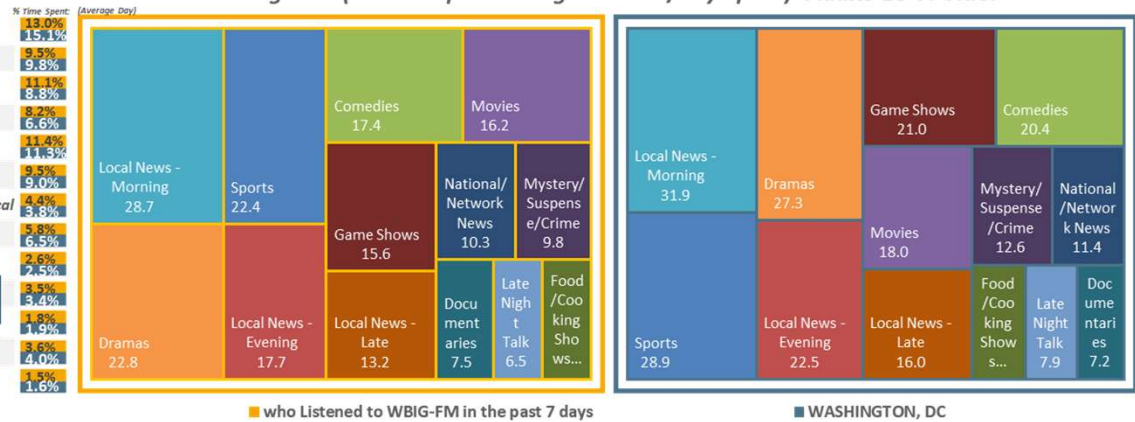


256,967 or 54.8% of Adults 18 or older who Listened to WBIG-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Movies, Dramas, and Local News - Morning.

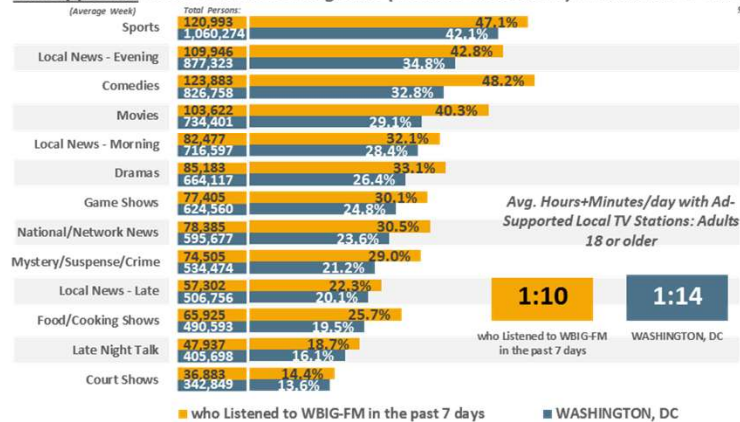
Local TV Station Programs (Persons & % Reach): Adults 18 or older



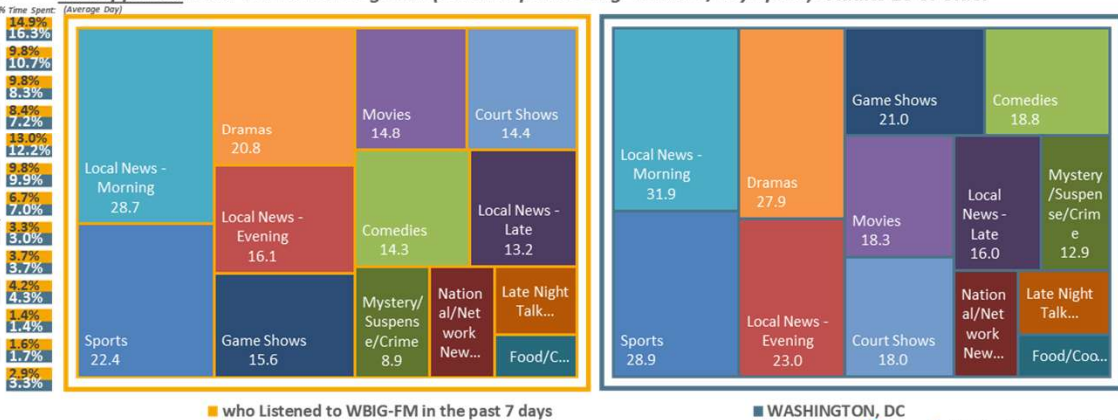
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 504  
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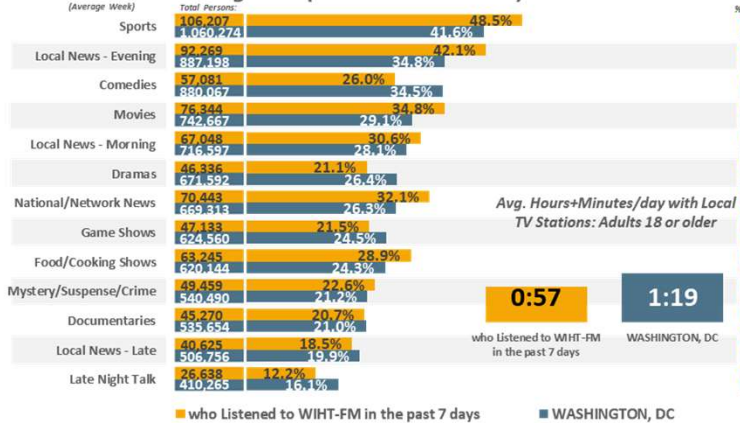
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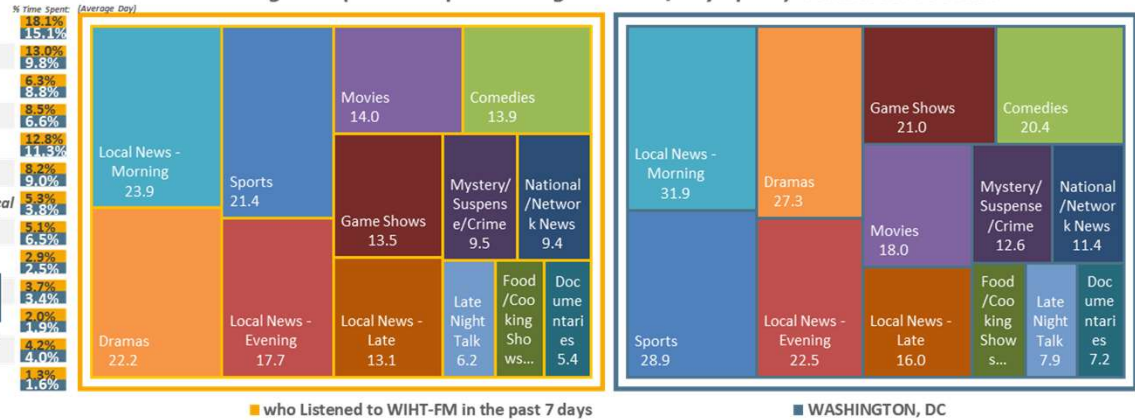


217,036 or 47.% of Adults 18 or older who Listened to WIHT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, National/Network News, and Comedies.

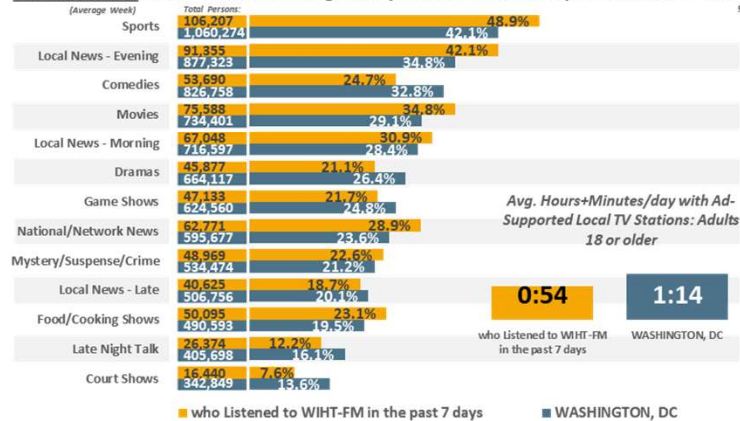
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



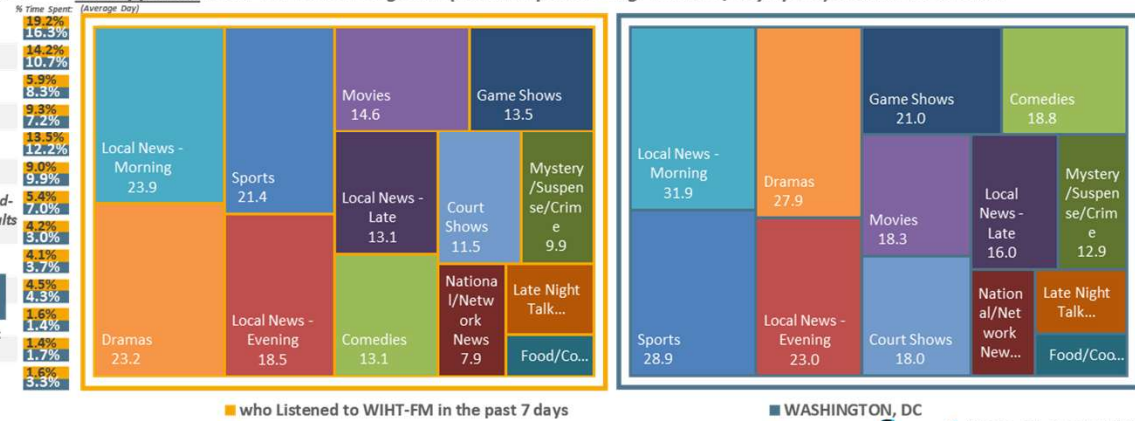
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



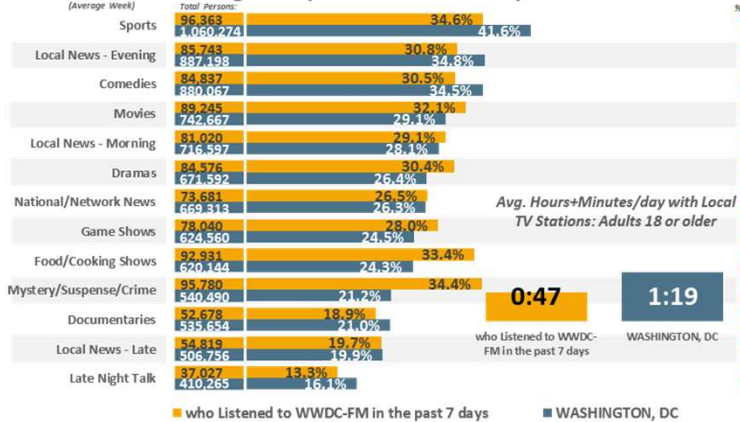
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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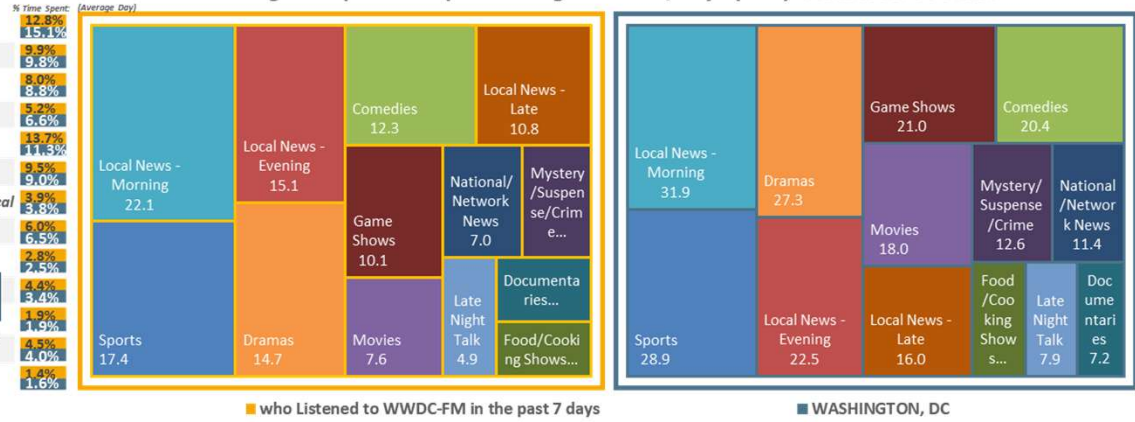


275,737 or 64.3% of Adults 18 or older who Listened to WWDC-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Mystery/Suspense/Crime, Movies, Local News - Evening, Dramas, and Local News - Morning.

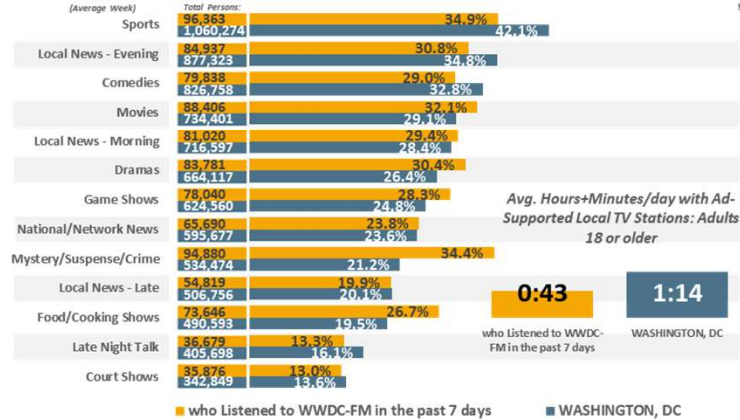
Local TV Station Programs (Persons & % Reach): Adults 18 or older



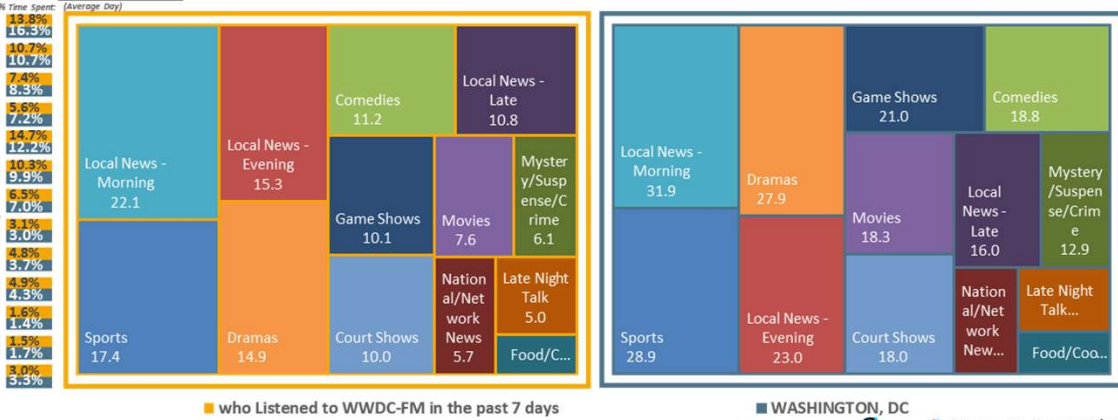
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431  
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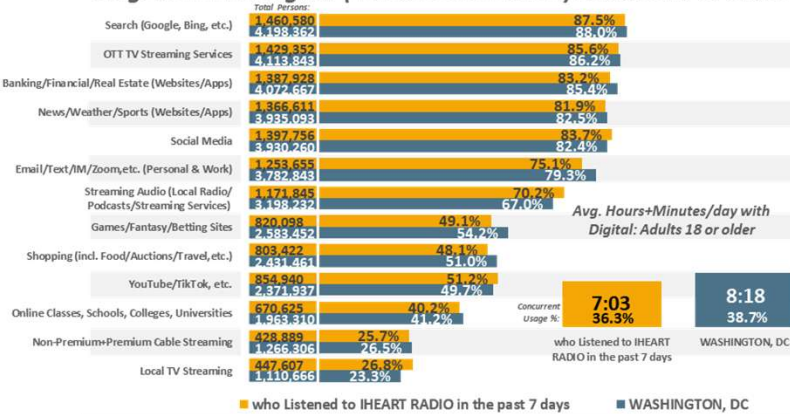
soefa.ai Share of Everything for Anything



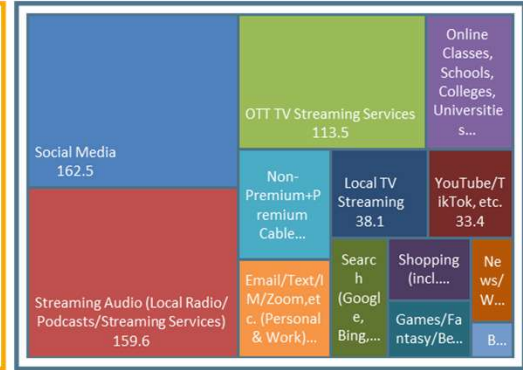
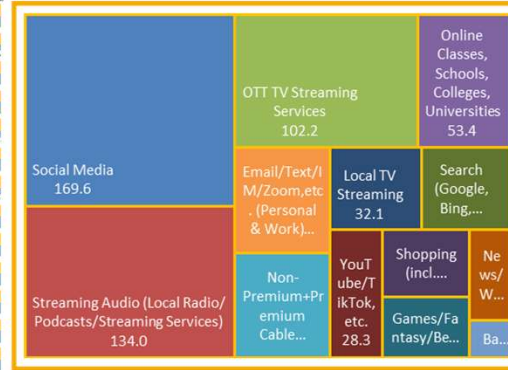


1,251,102 or 75.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 151.8 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

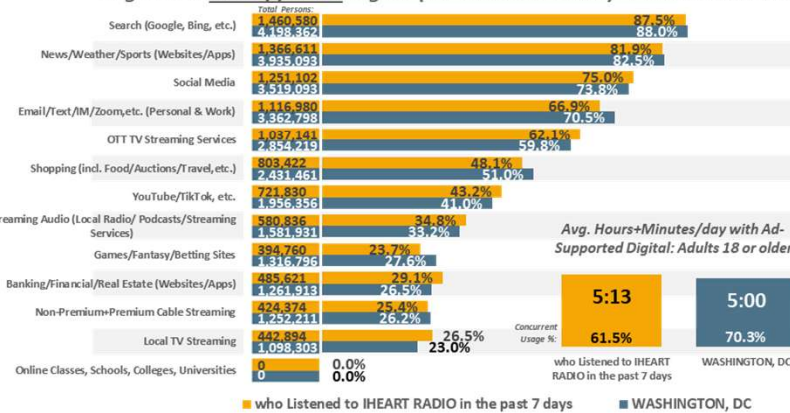
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



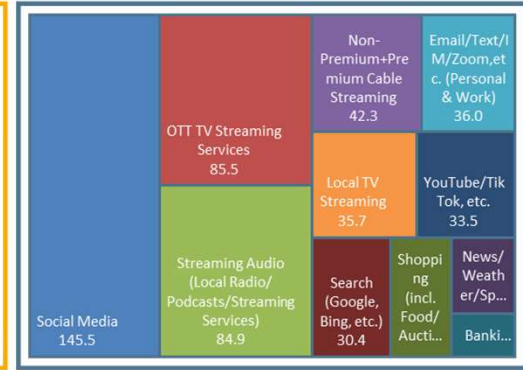
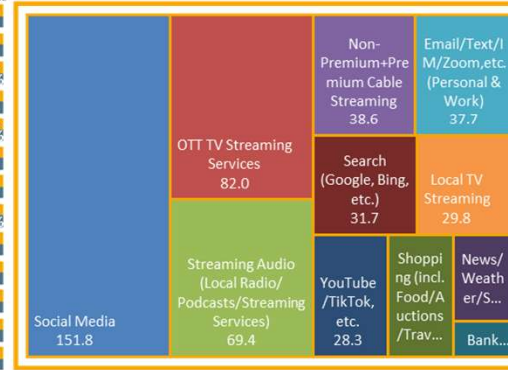
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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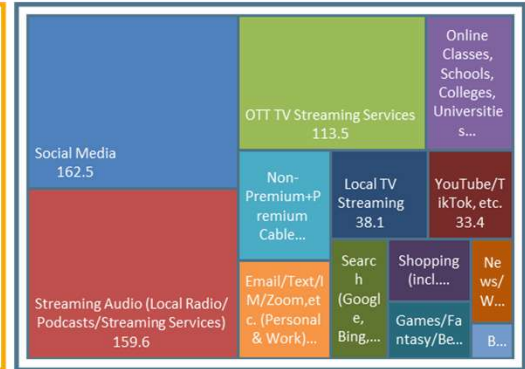
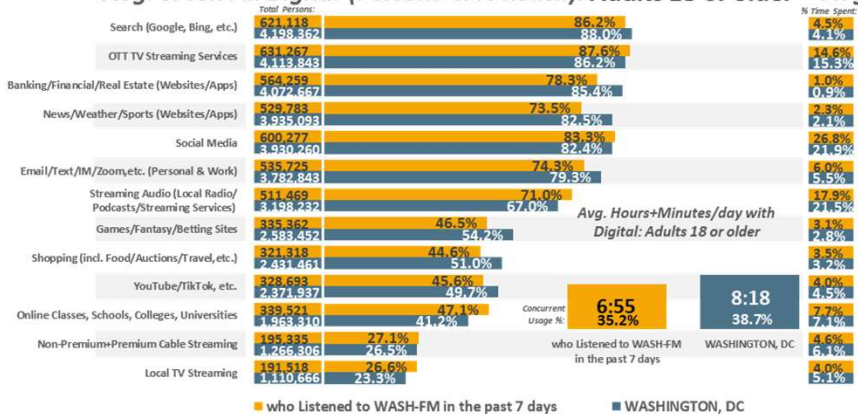
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



522,124 or 72.4% of Adults 18 or older who Listened to WASH-FM in the past 7 days use Ad-Supported Social Media for an average of 161.7 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

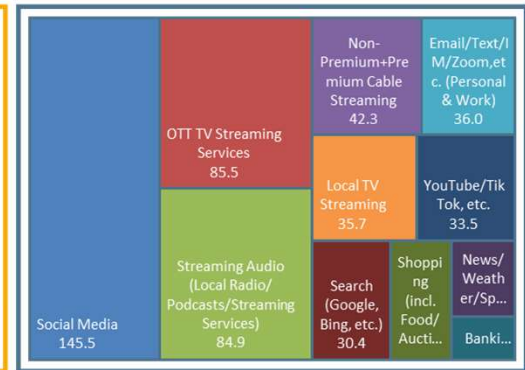
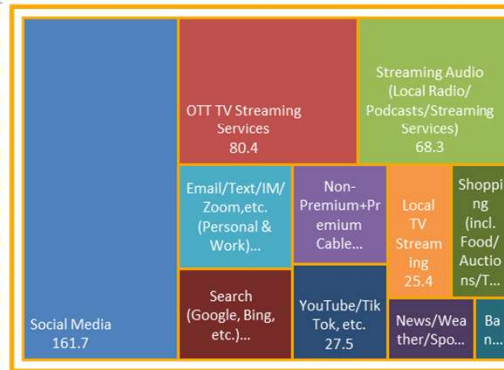
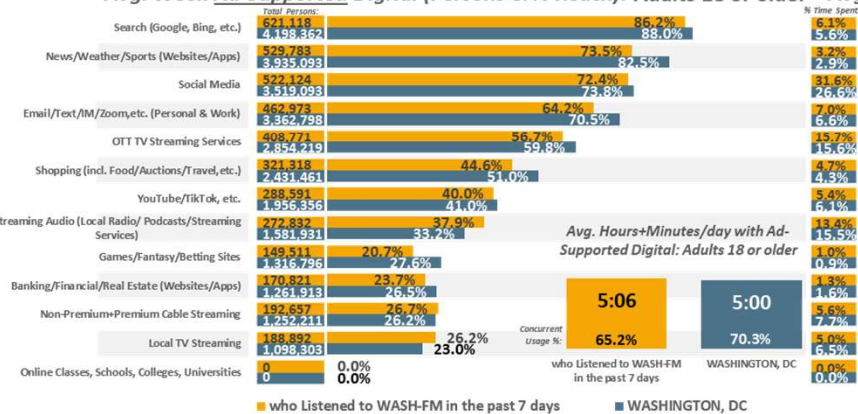
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**



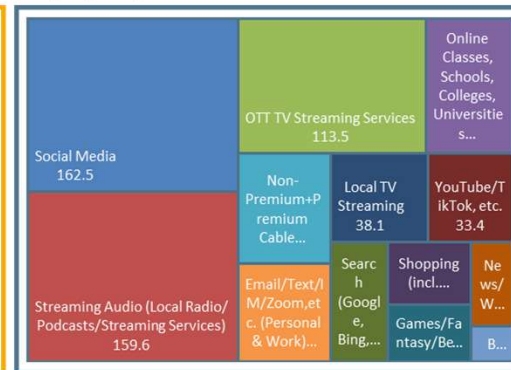
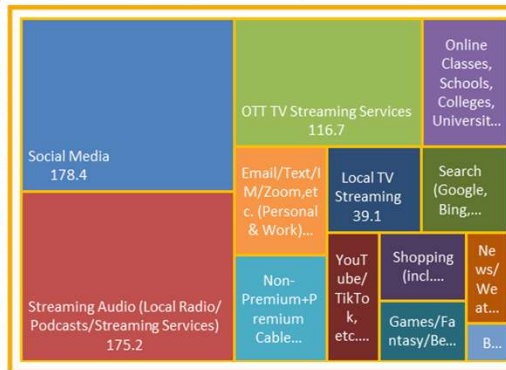
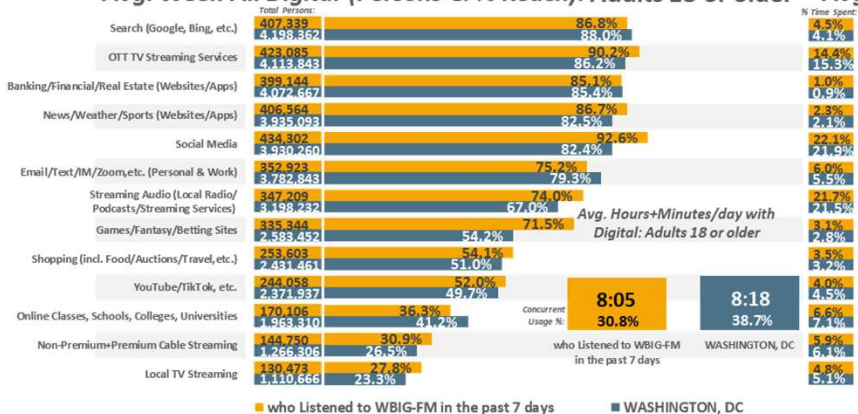




412,743 or 88.0% of Adults 18 or older who Listened to WJIG-FM in the past 7 days use Ad-Supported Social Media for an average of 169.6 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

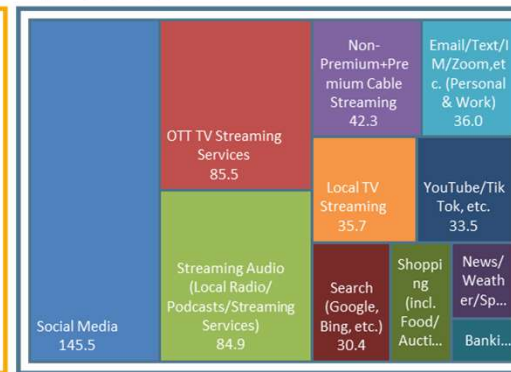
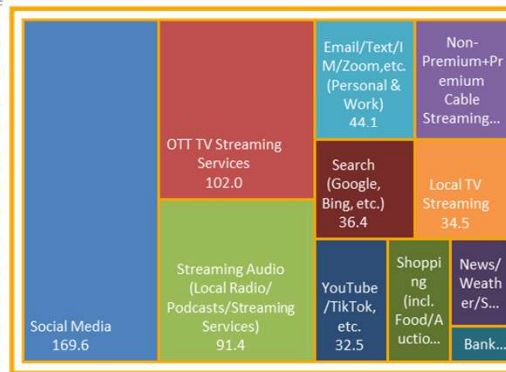
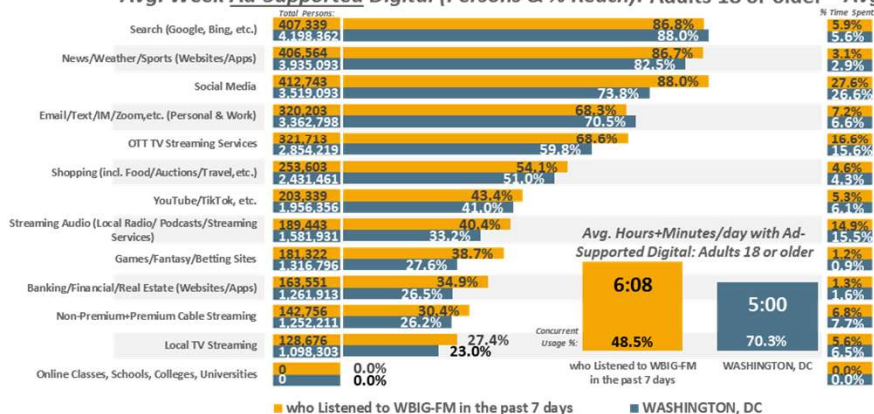
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



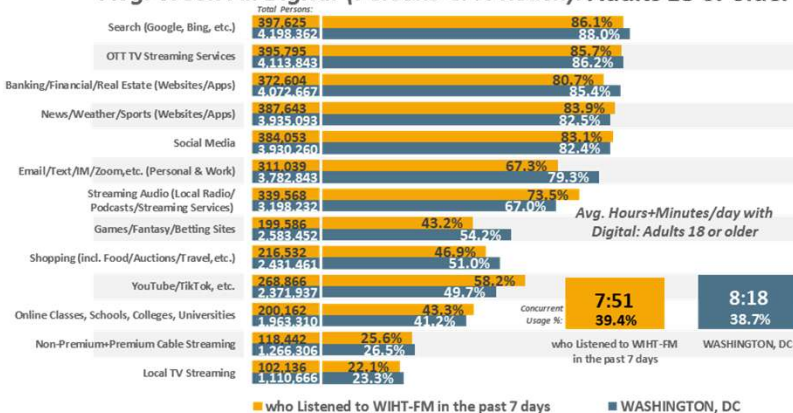
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 504  
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WASHINGTON, DC  
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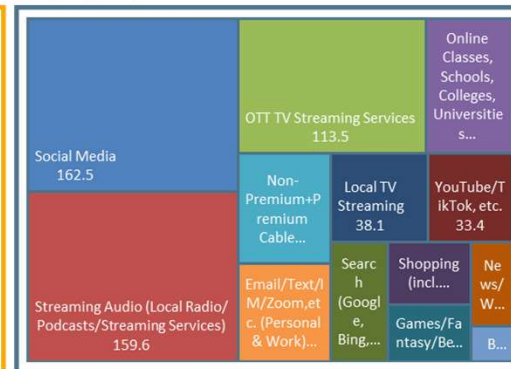


342,085 or 74.1% of Adults 18 or older who Listened to WIHT-FM in the past 7 days use Ad-Supported Social Media for an average of 143.1 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

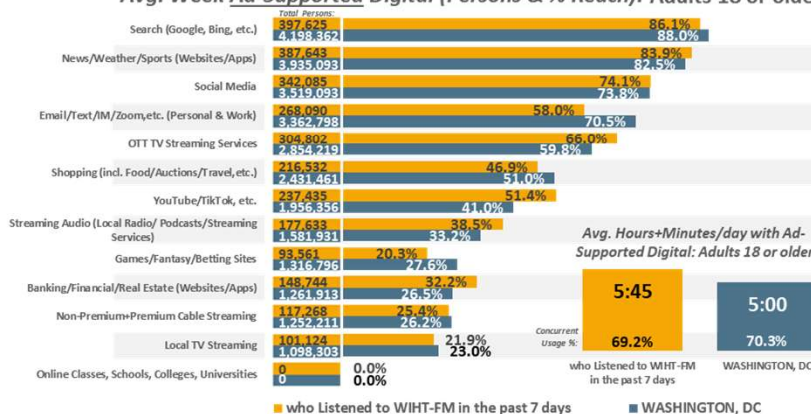
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



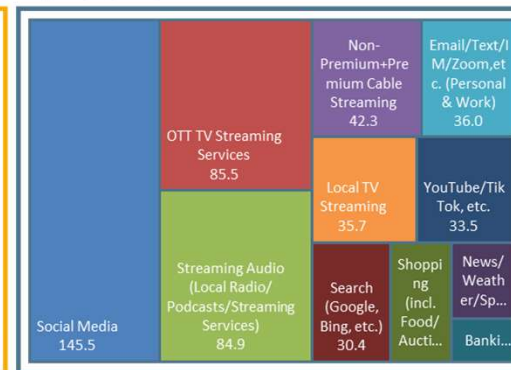
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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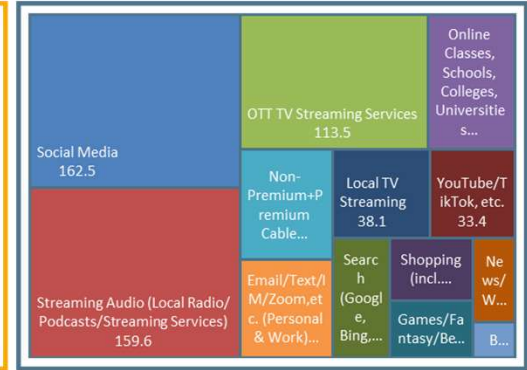
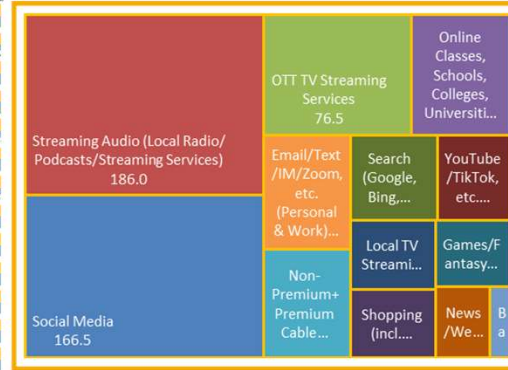
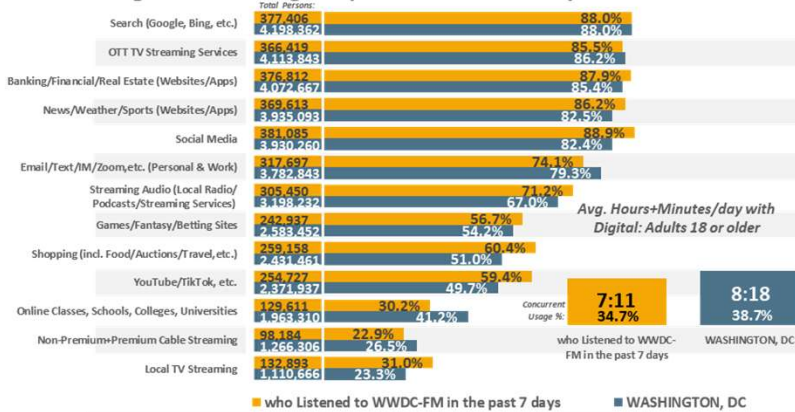




354,563 or 82.7% of Adults 18 or older who Listened to WWDC-FM in the past 7 days use Ad-Supported Social Media for an average of 155. minutes every day representing 30.0% of all time spent daily with Ad-Supported Digital Media.

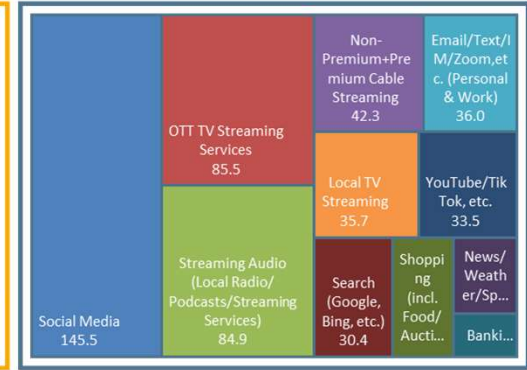
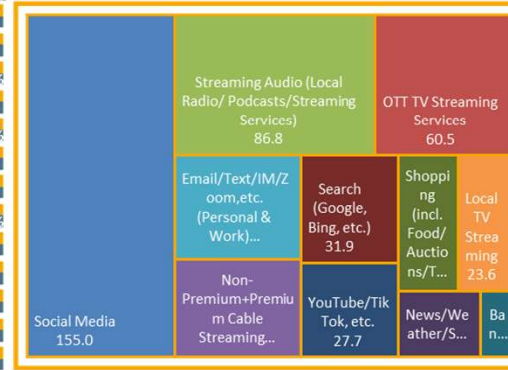
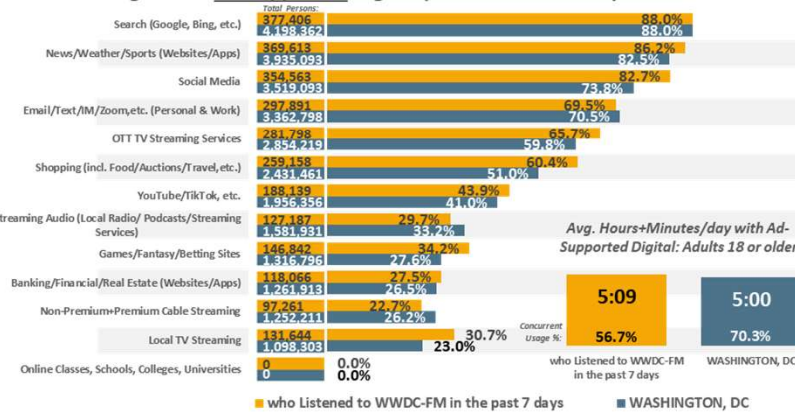
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**



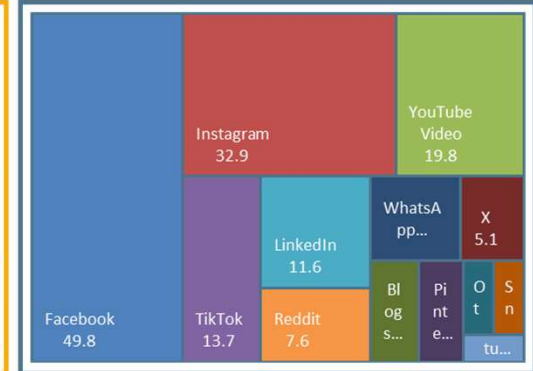
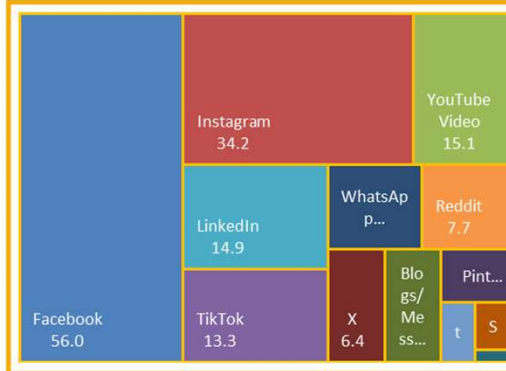
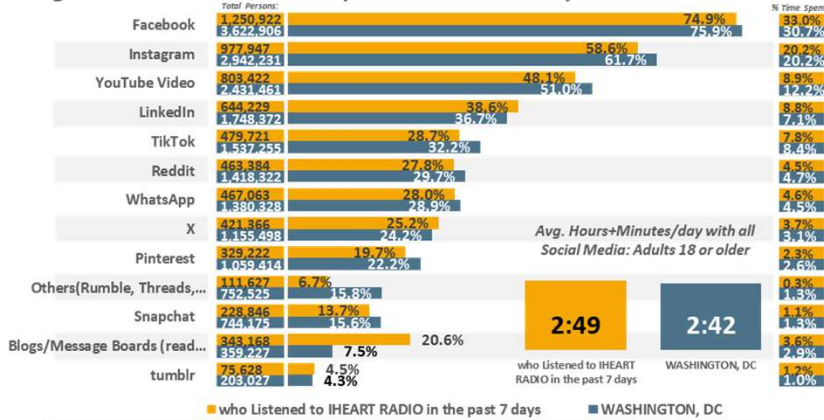
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431  
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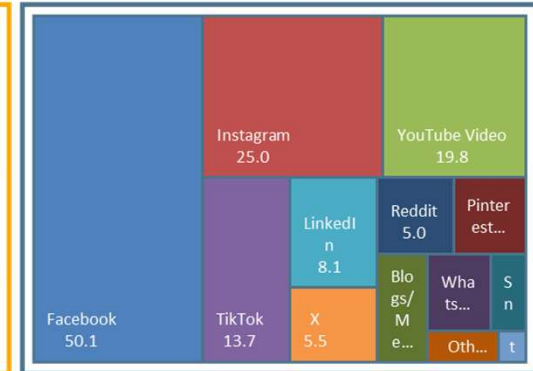
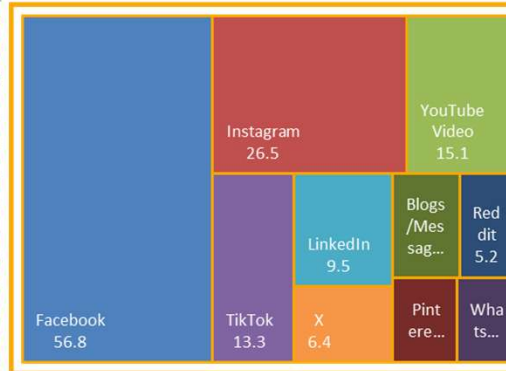
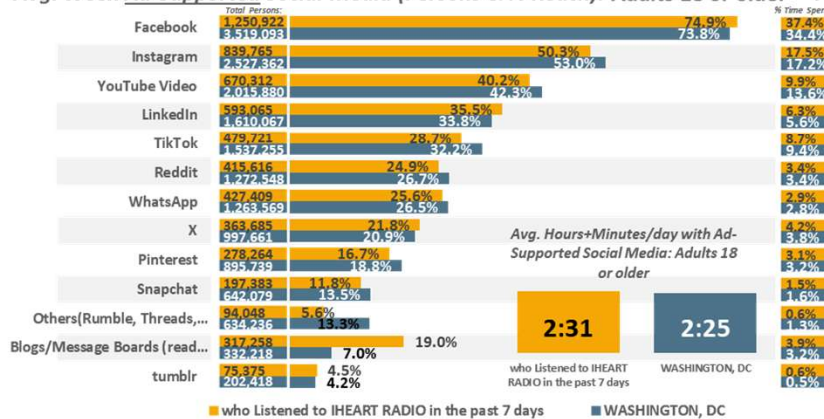


1,250,922 or 74.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 56.8 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

**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**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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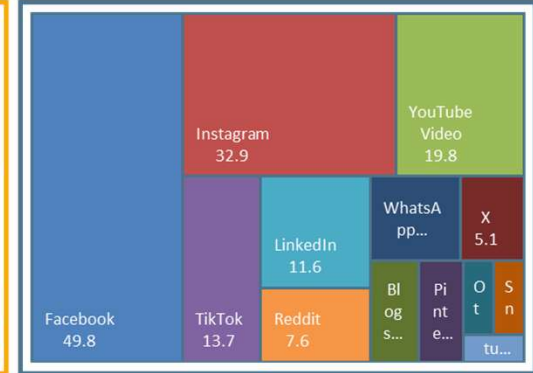
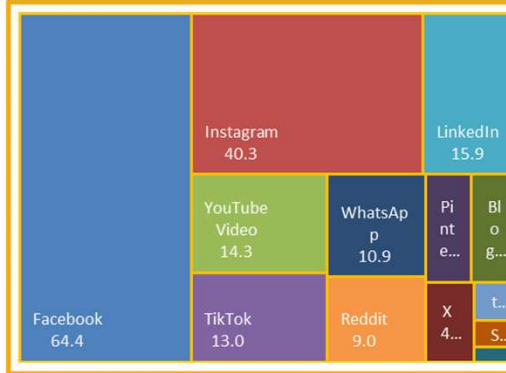
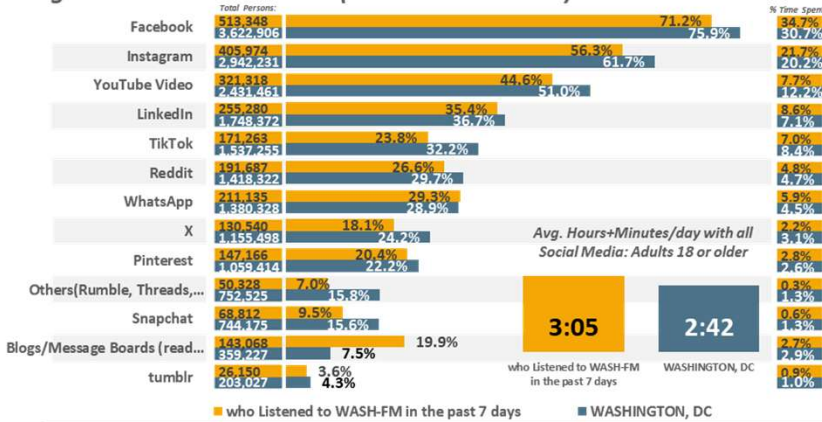
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



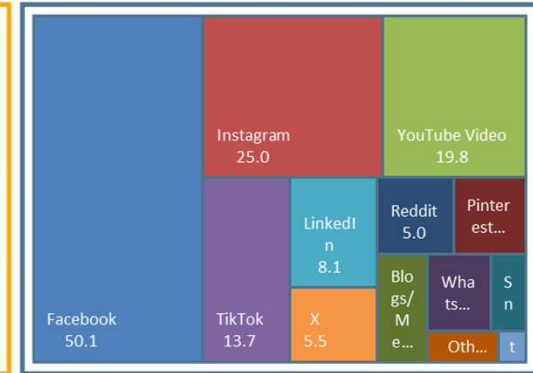
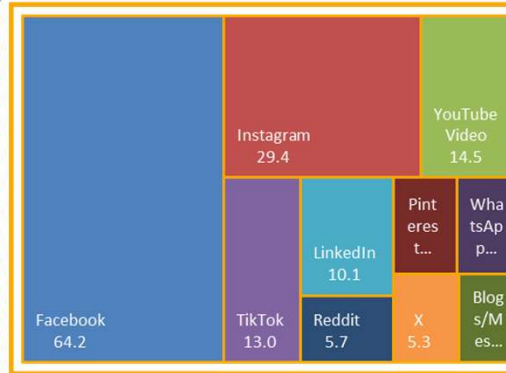
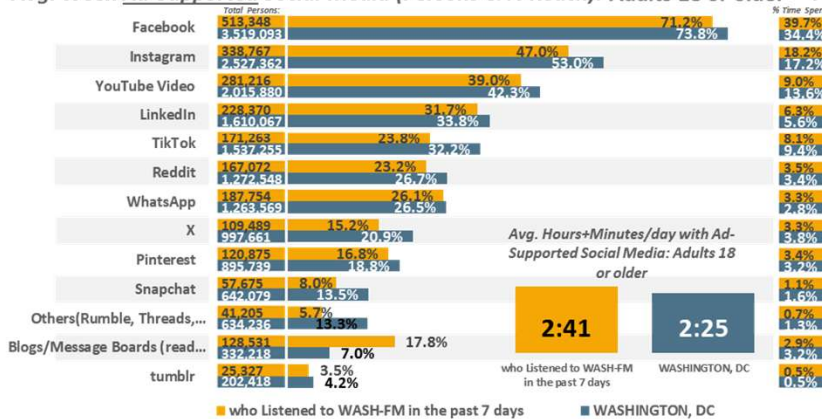


513,348 or 71.2% of Adults 18 or older who Listened to WASH-FM in the past 7 days use Ad-Supported Facebook for an average of 64.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Social Media.

**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**



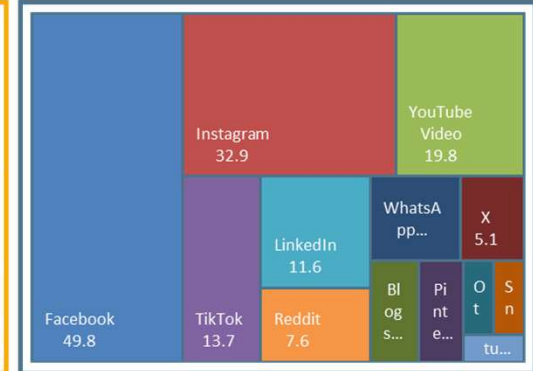
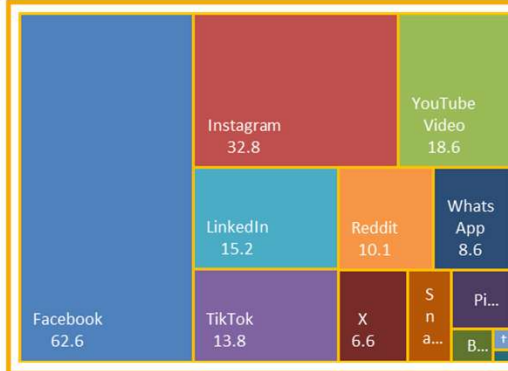
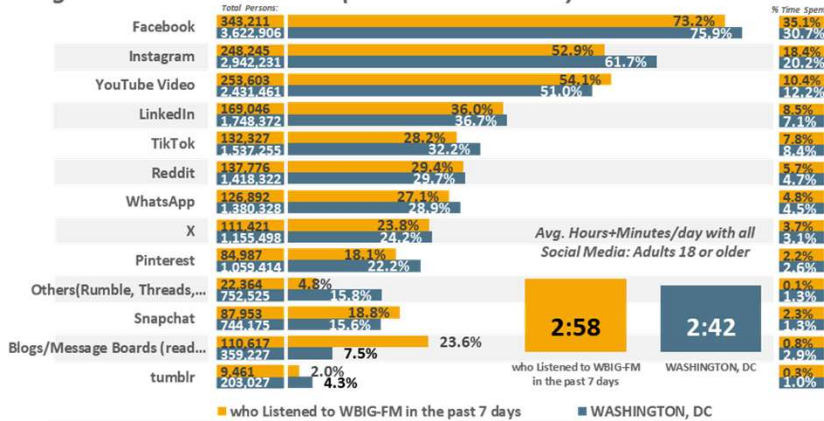
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702  
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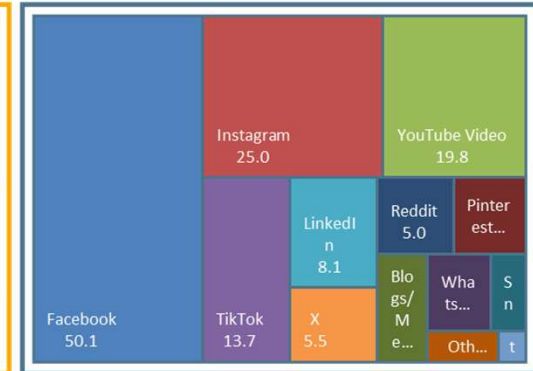
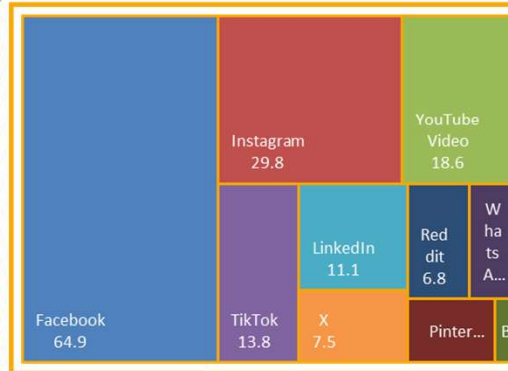
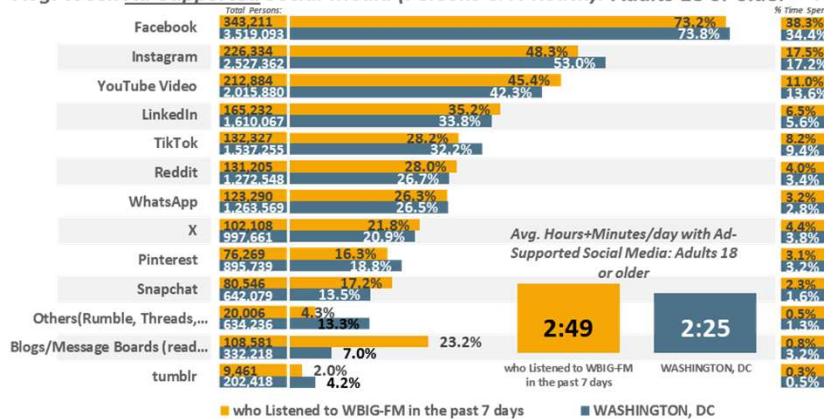


343,211 or 73.2% of Adults 18 or older who Listened to WBIG-FM in the past 7 days use Ad-Supported Facebook for an average of 64.9 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

**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**



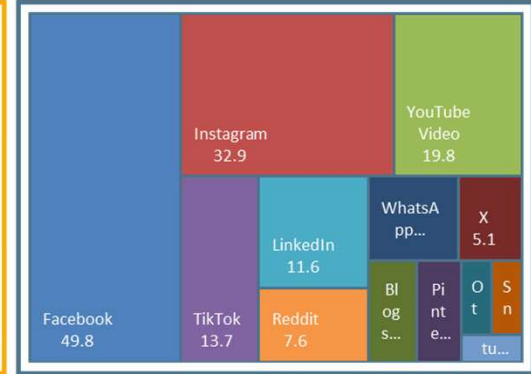
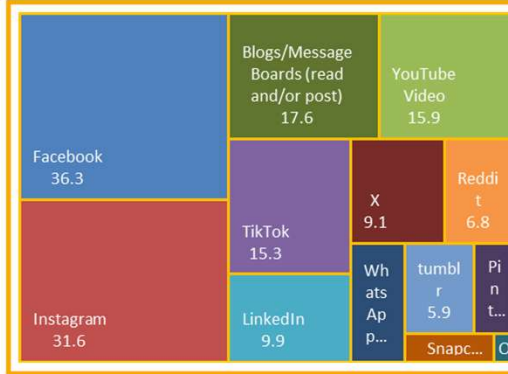
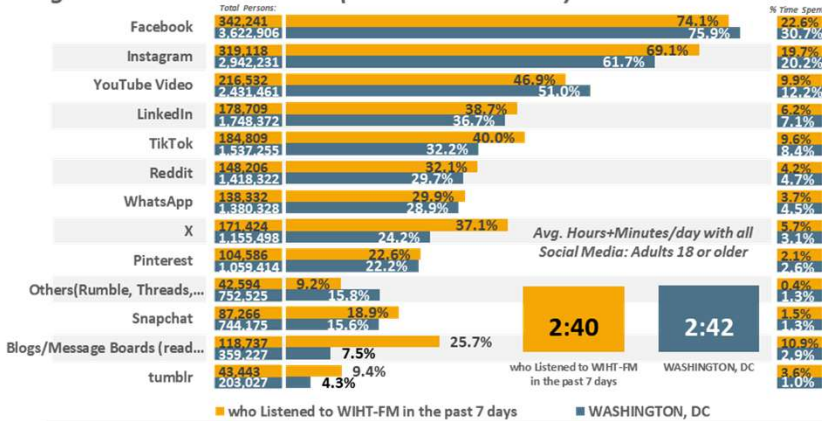
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 504  
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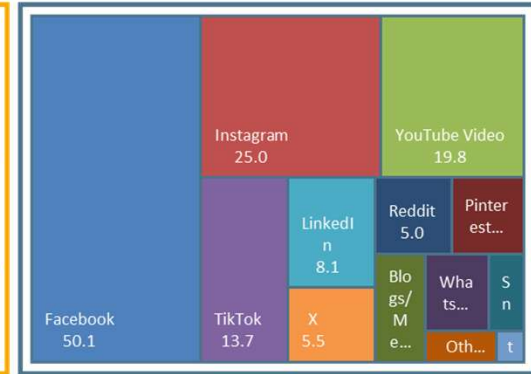
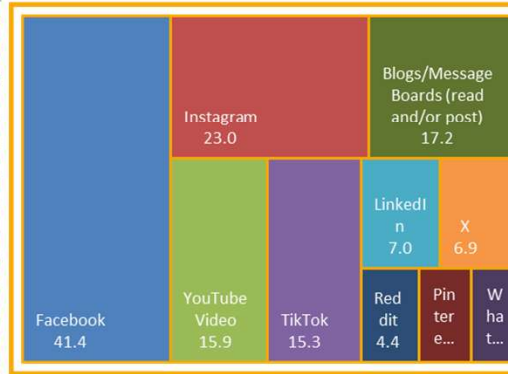
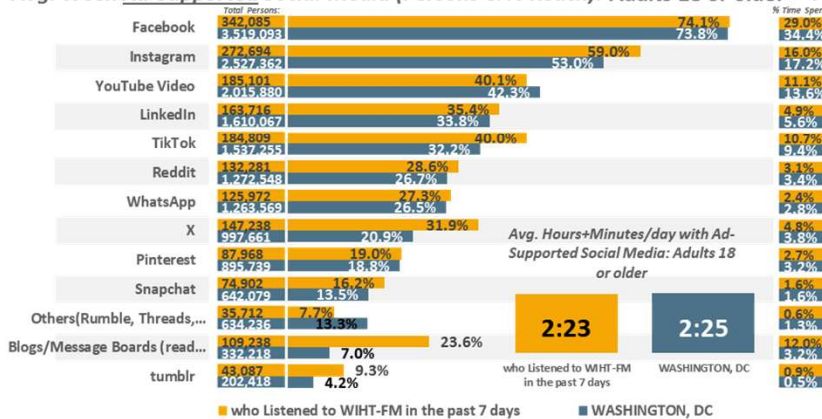


342,085 or 74.1% of Adults 18 or older who Listened to WIHT-FM in the past 7 days use Ad-Supported Facebook for an average of 41.4 minutes every day representing 29.% of all time spent daily with Ad-Supported Social Media.

**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**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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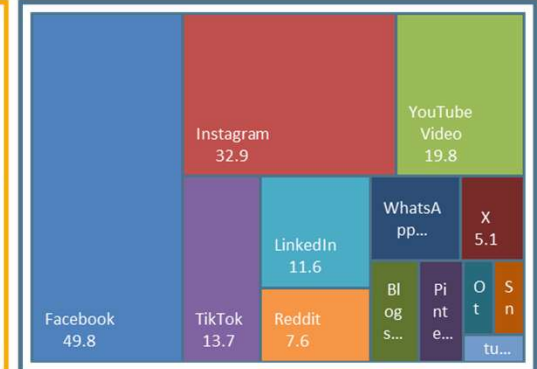
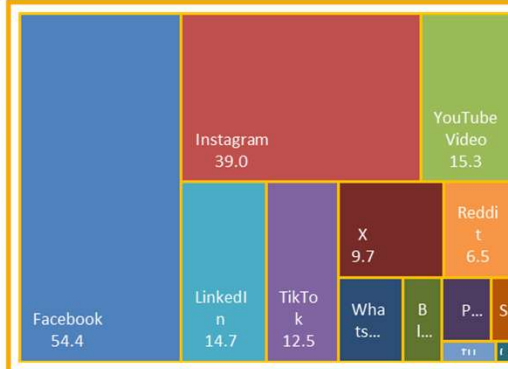
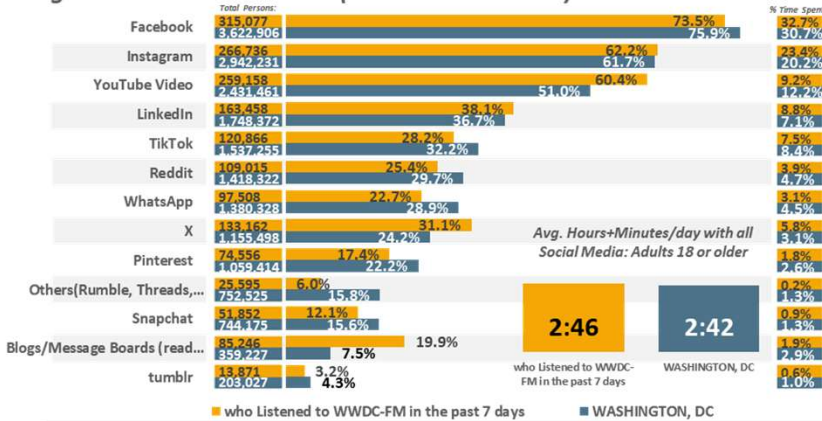
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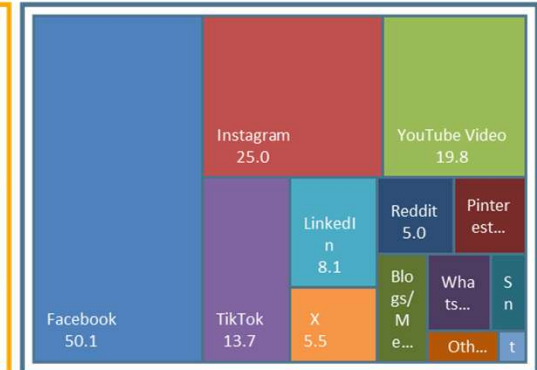
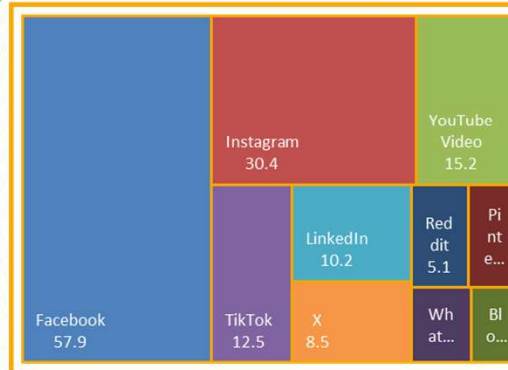
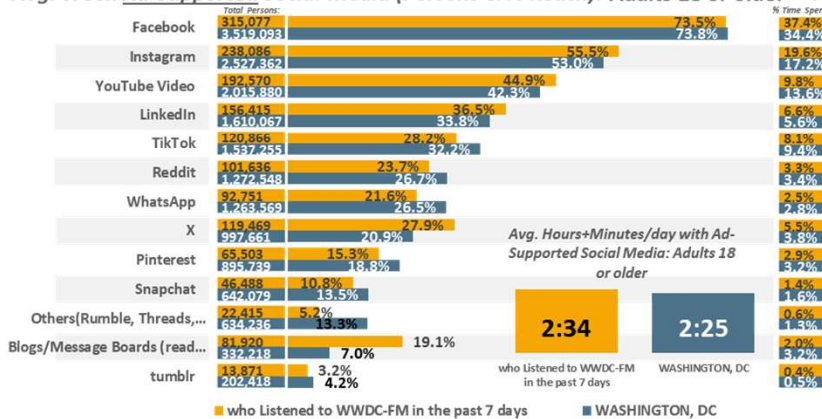


315,077 or 73.5% of Adults 18 or older who Listened to WWDC-FM in the past 7 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

**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**



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431  
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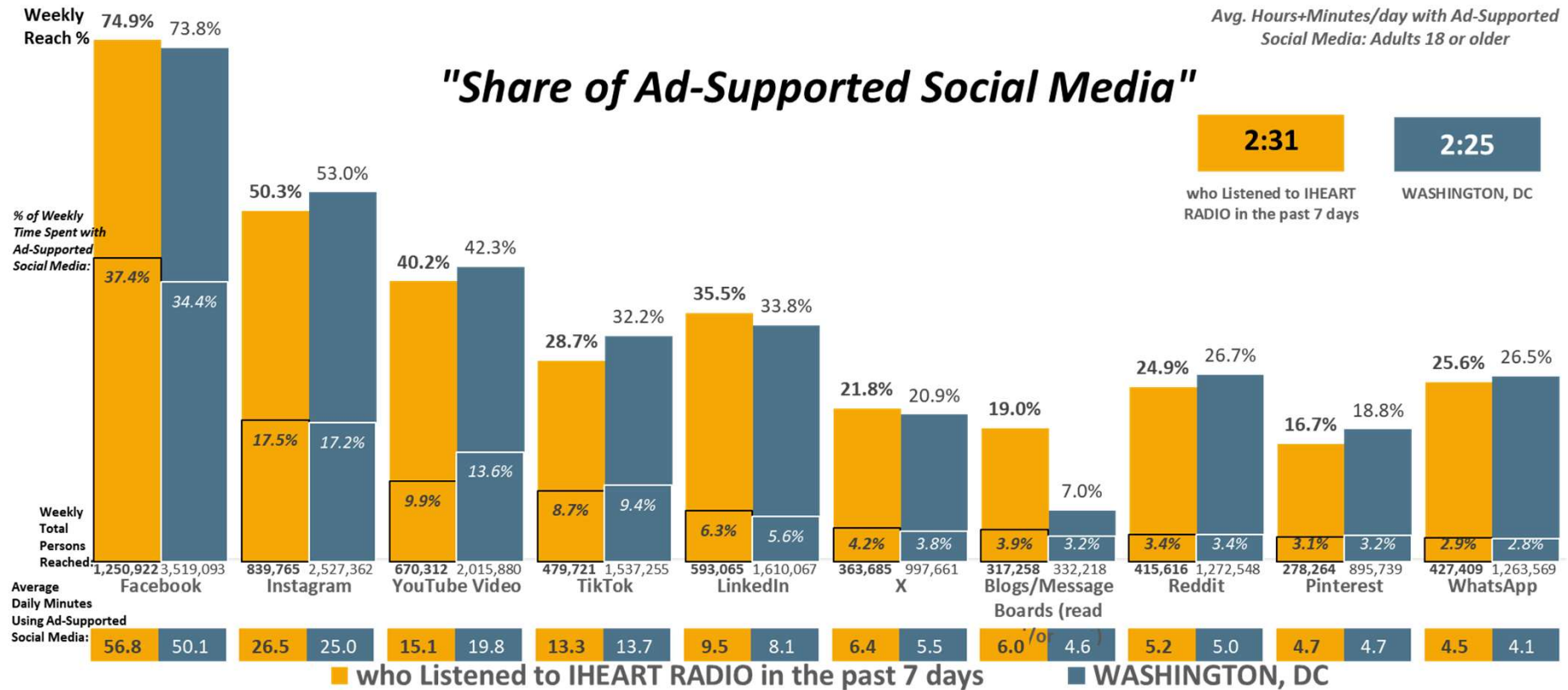
soefa.ai Share of Everything for Anything





1,250,922 or 74.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 56.8 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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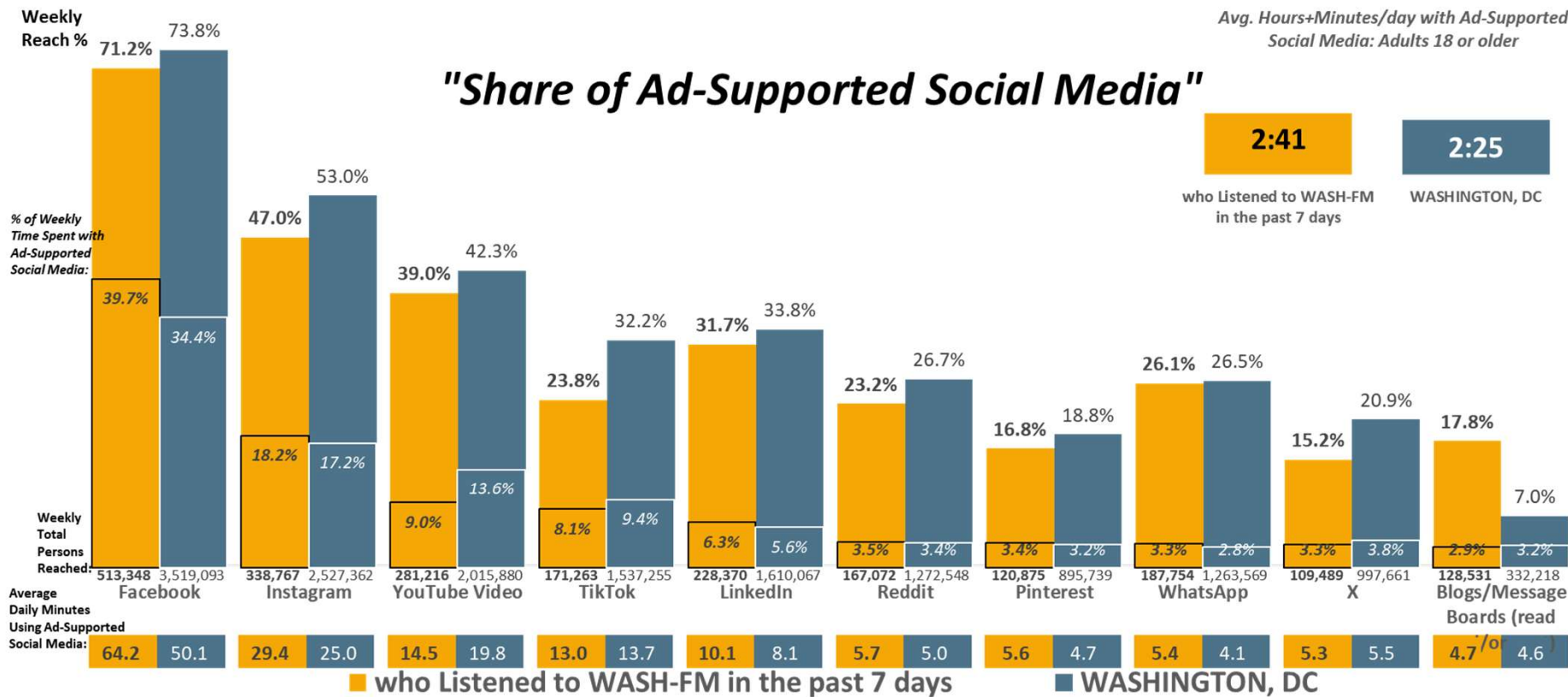
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



513,348 or 71.2% of Adults 18 or older who Listened to WASH-FM in the past 7 days use Ad-Supported Facebook for an average of 64.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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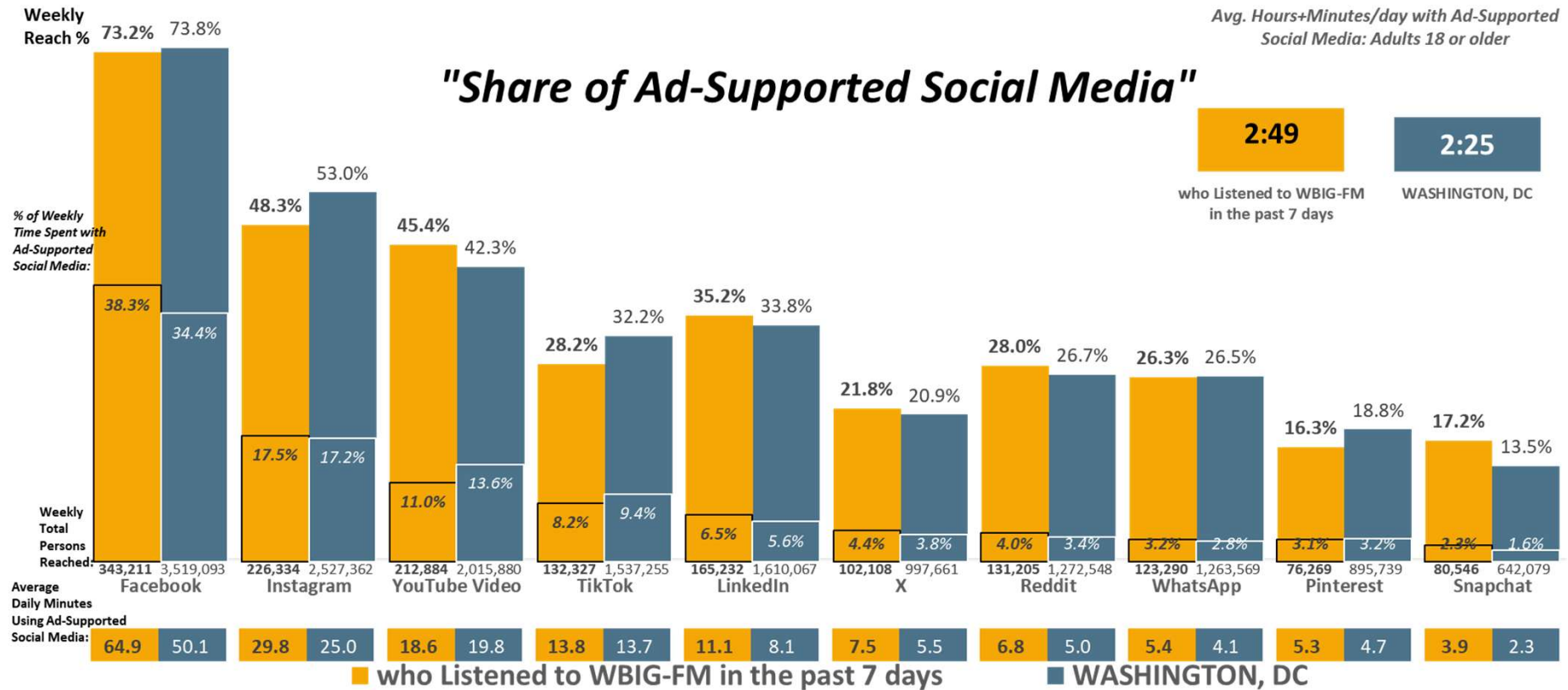
soefa.ai Share of Everything for Anything

Radio Stations: WASH-FM



343,211 or 73.2% of Adults 18 or older who Listened to WBIG-FM in the past 7 days use Ad-Supported Facebook for an average of 64.9 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

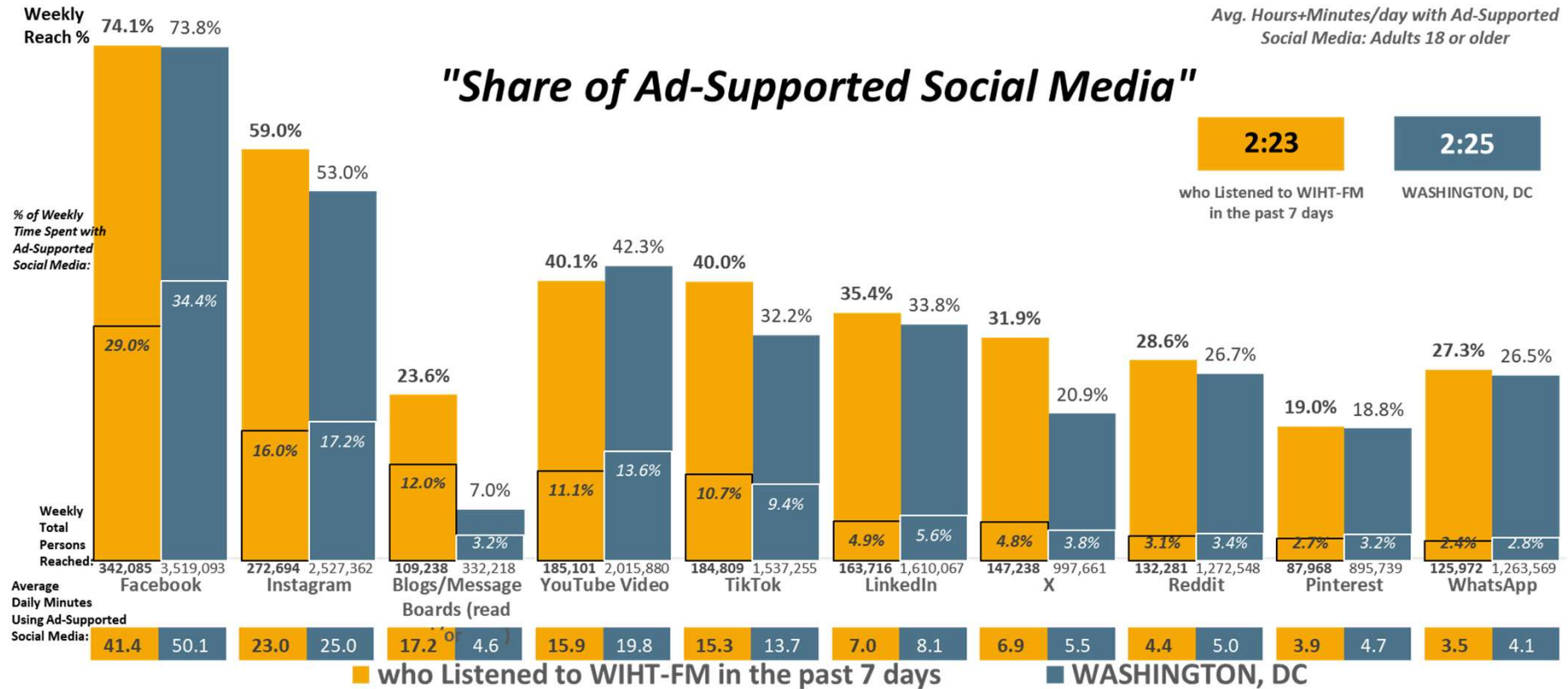






342,085 or 74.1% of Adults 18 or older who Listened to WIHT-FM in the past 7 days use Ad-Supported Facebook for an average of 41.4 minutes every day representing 29.0% of all time spent daily with Ad-Supported Social Media.

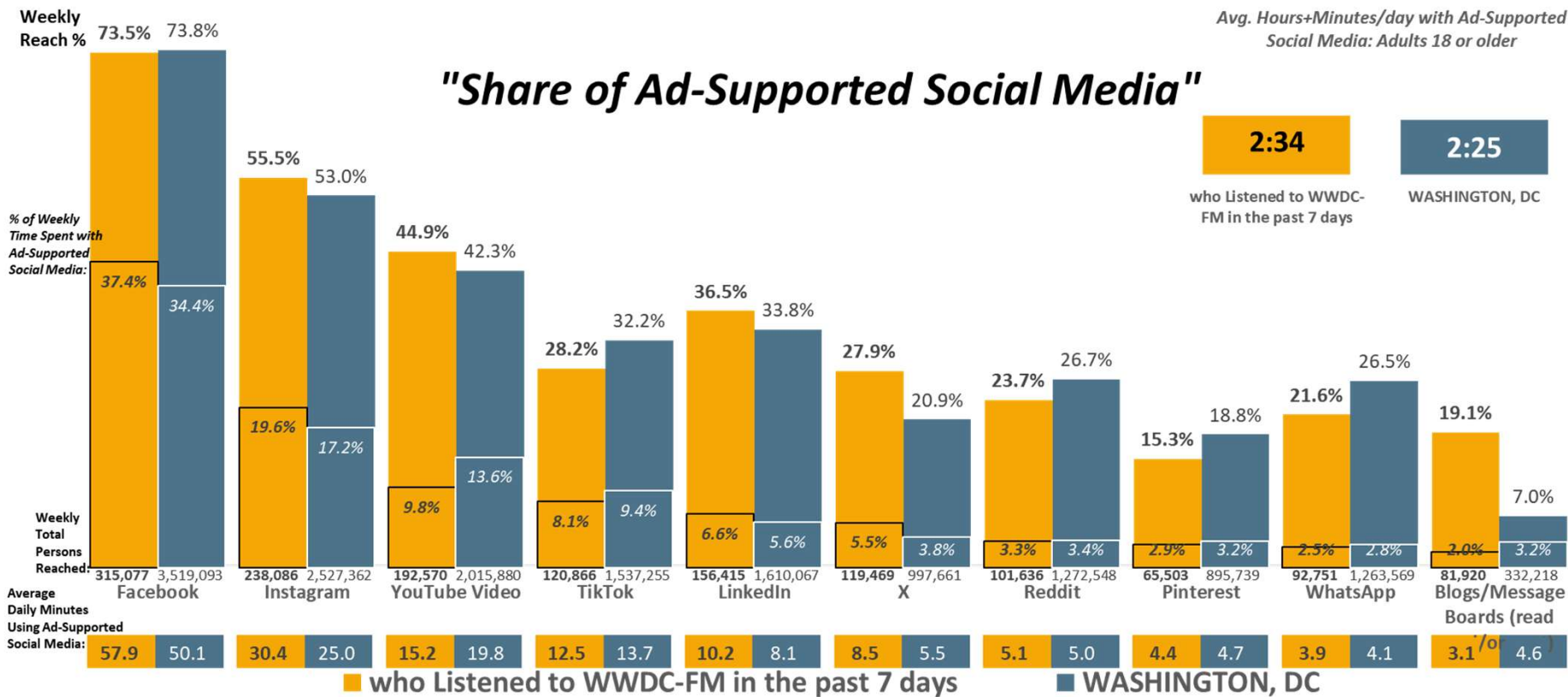
## "Share of Ad-Supported Social Media"





315,077 or 73.5% of Adults 18 or older who Listened to WWDC-FM in the past 7 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

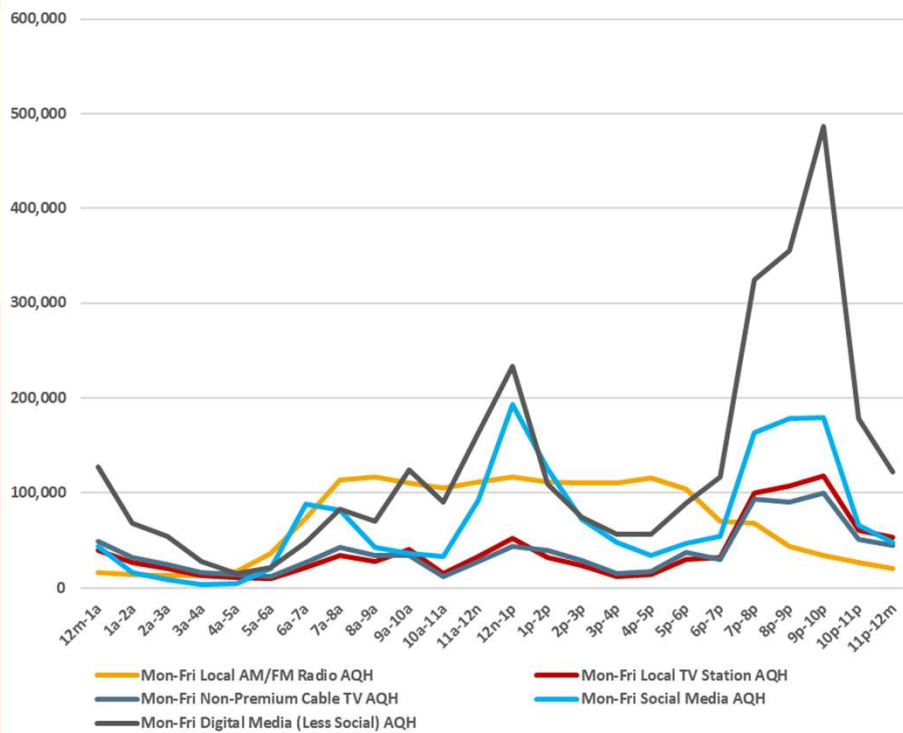
## "Share of Ad-Supported Social Media"



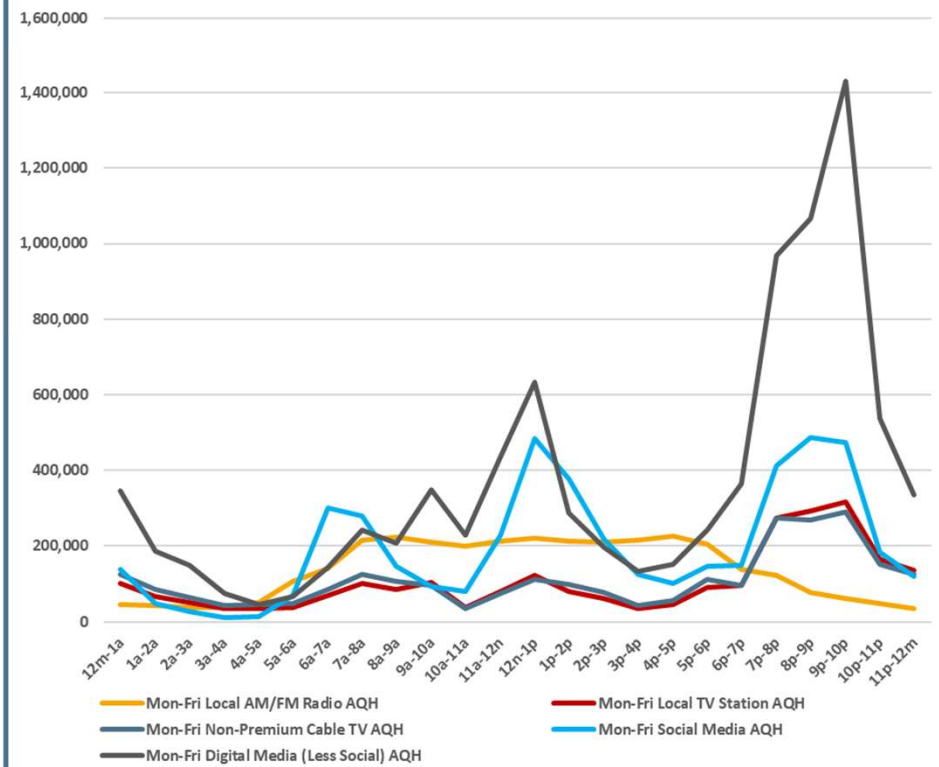


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 105,209; All Other Digital Media: 101,044; Social Media: 72,884; Non-Prem. Cable: 29,826; Local TV: 28,228 reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Listened to IHEART RADIO in the past 7 days**



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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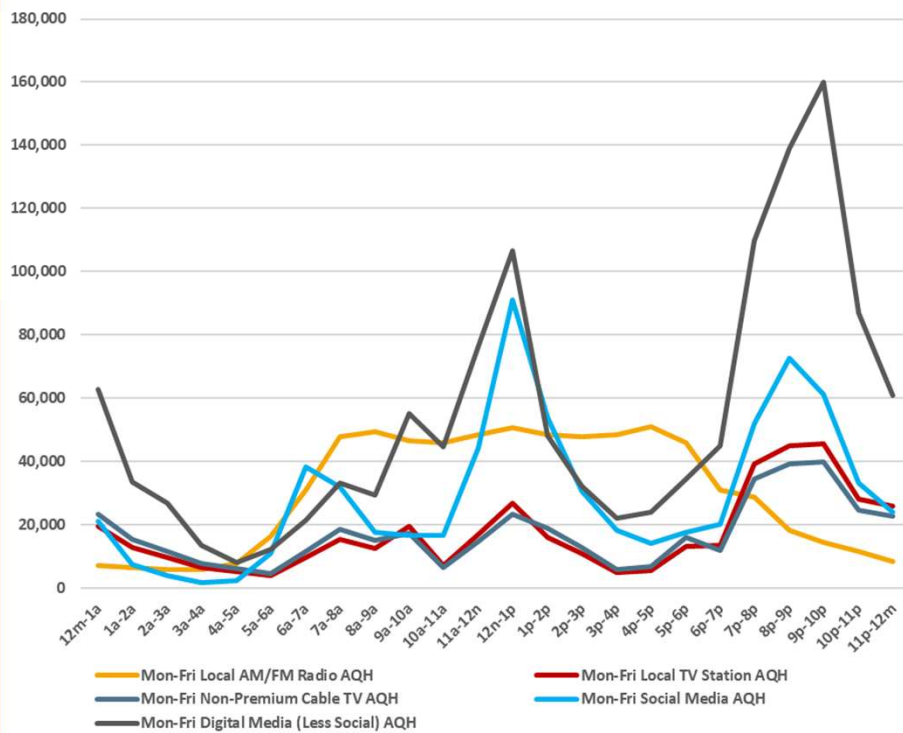
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



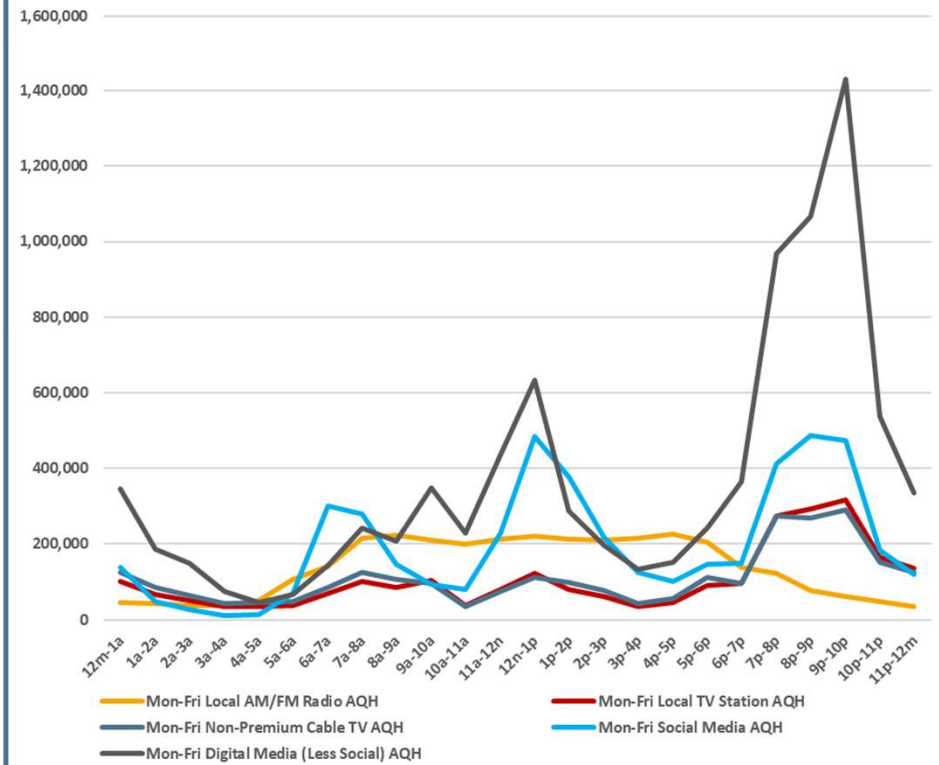


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 45,468; All Other Digital Media: 43,986; Social Media: 31,555; Non-Prem. Cable: 13,684; Local TV: 13,171 reaching Adults 18 or older who Listened to WASH-FM in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to WASH-FM in the past 7  
days**



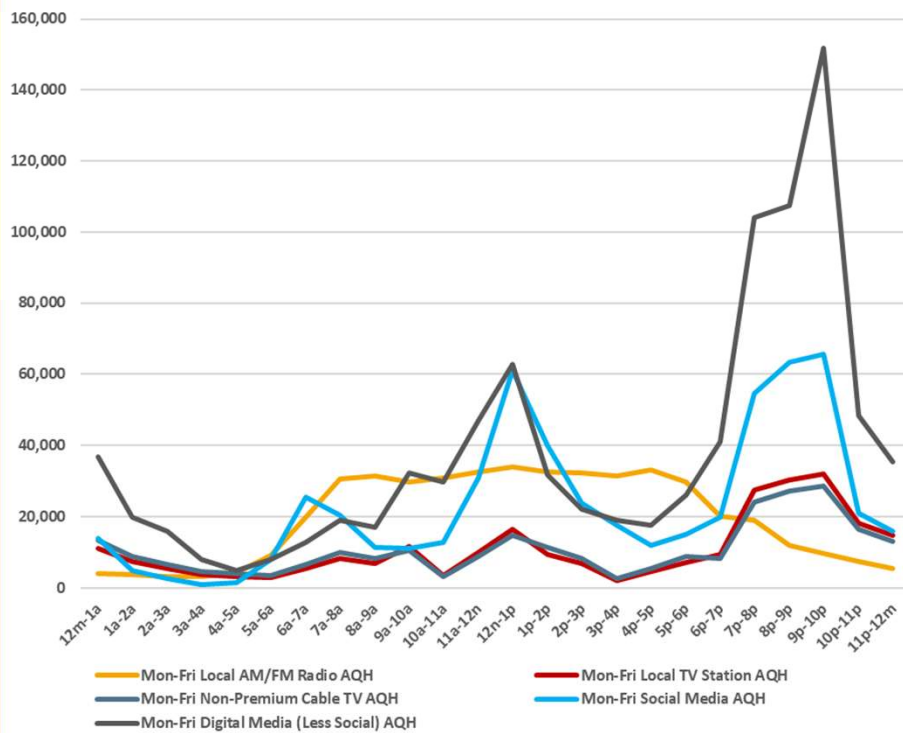
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WASHINGTON, DC Metro Area Adults 18 or older**



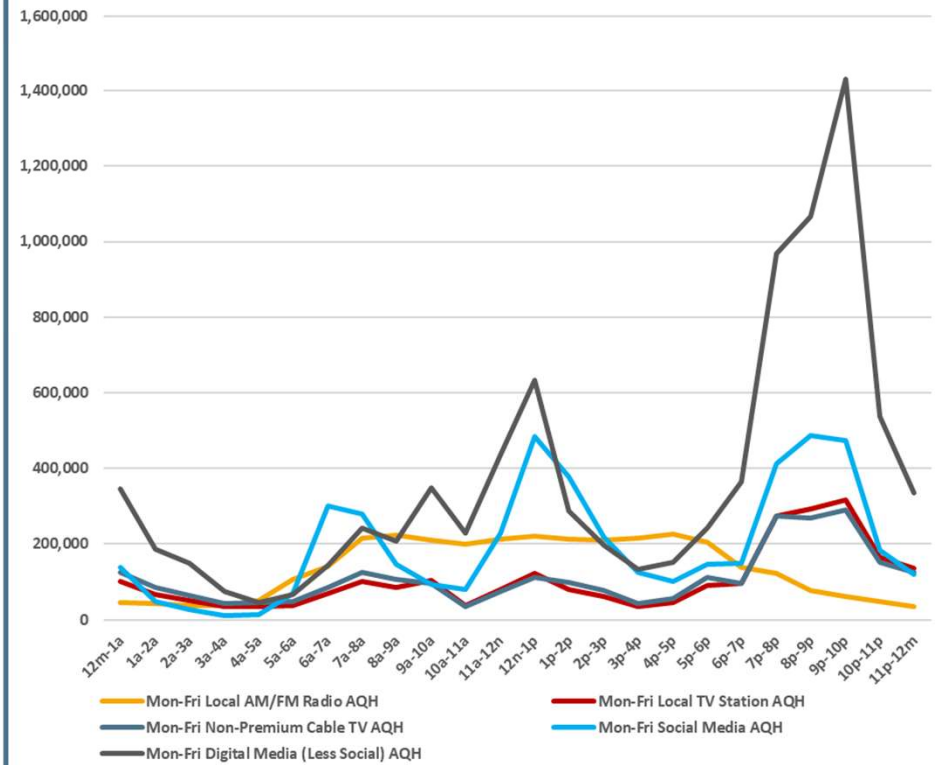


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 29,861; All Other Digital Media: 29,078; Social Media: 23,143; Non-Prem. Cable: 8,155; Local TV: 7,761 reaching Adults 18 or older who Listened to WBIG-FM in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to WBIG-FM in the past 7  
days**



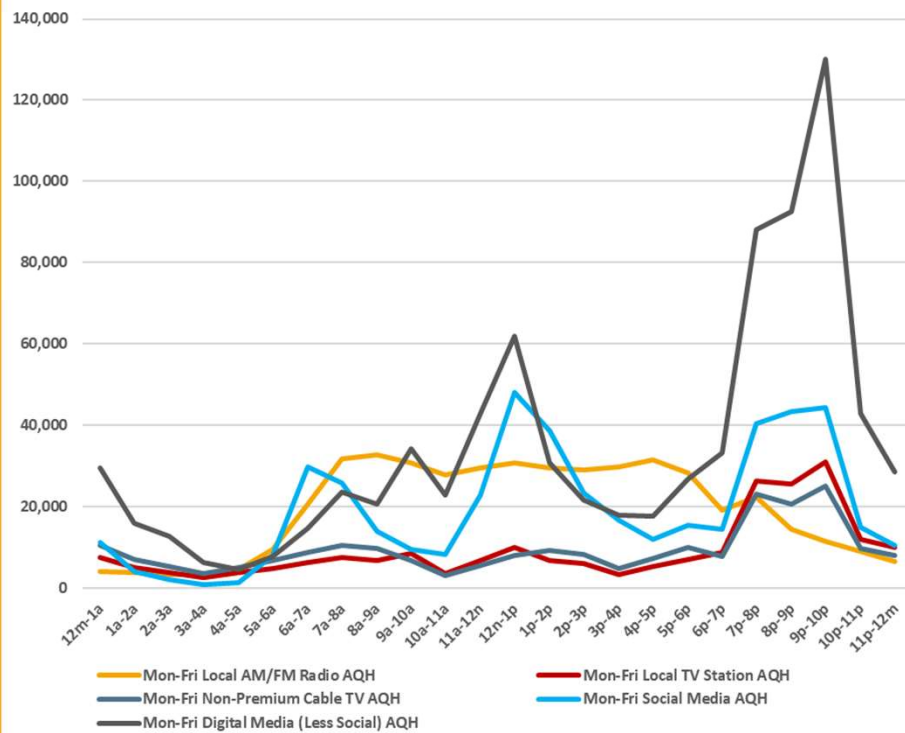
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WASHINGTON, DC Metro Area Adults 18 or older**



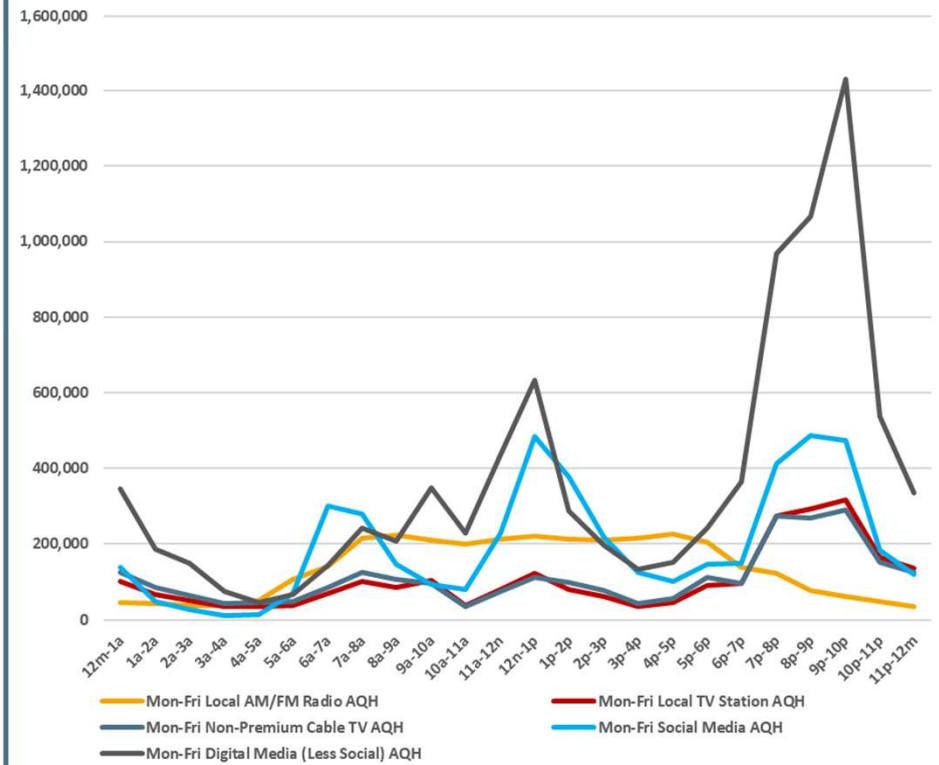


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 28,500; All Other Digital Media: 28,288; Social Media: 21,353; Non-Prem. Cable: 7,595; Local TV: 6,589 reaching Adults 18 or older who Listened to WIHT-FM in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Listened to WIHT-FM in the past 7  
days**



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

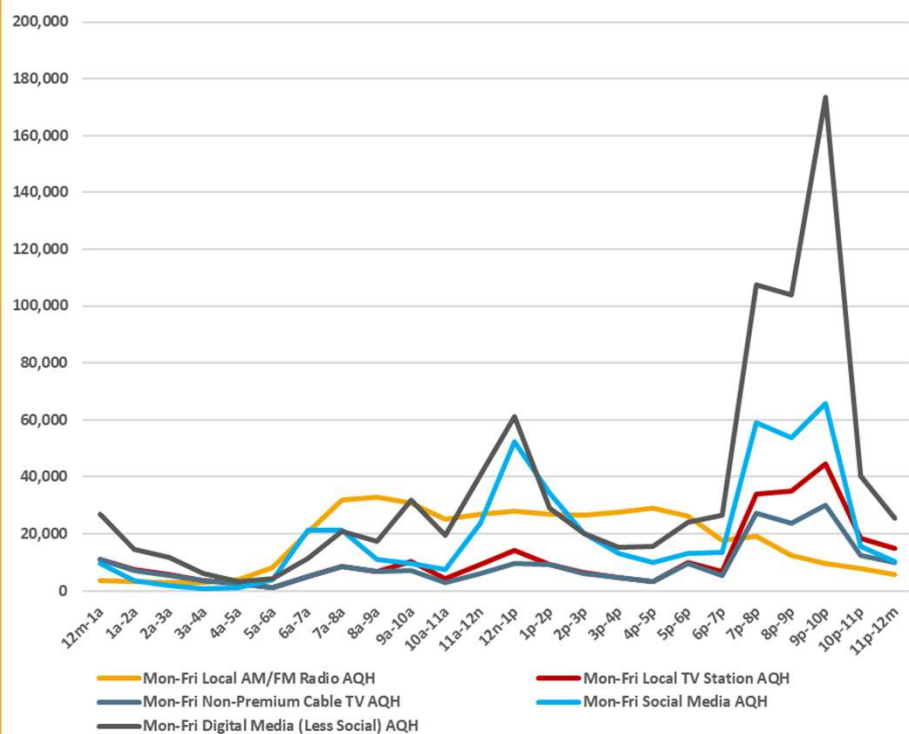




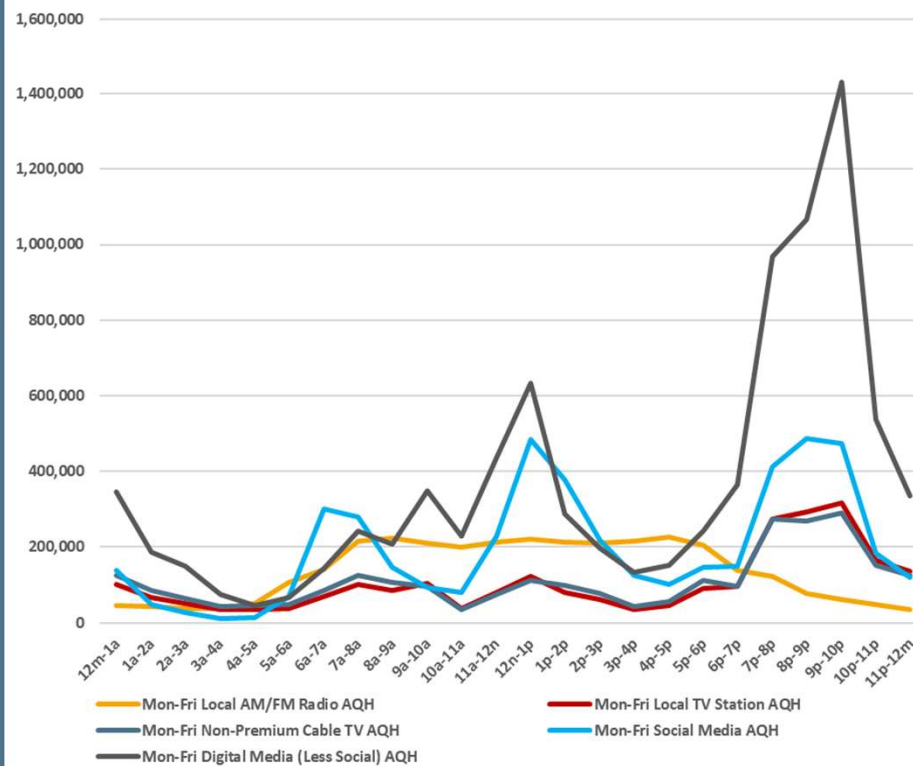


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 26,872; All Other Digital Media: 25,577; Social Media: 19,273; Local TV: 7,553; Non-Prem. Cable: 6,427 reaching Adults 18 or older who Listened to WWDC-FM in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Listened to WWDC-FM in the past 7 days**



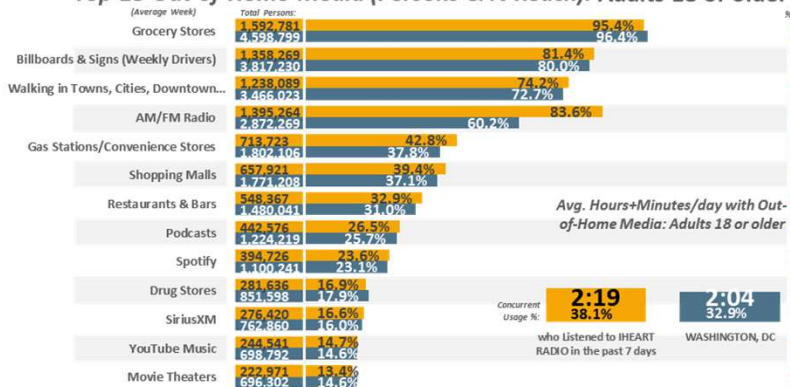
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WASHINGTON, DC Metro Area Adults 18 or older**





1,358,269 or 81.4% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 52.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

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

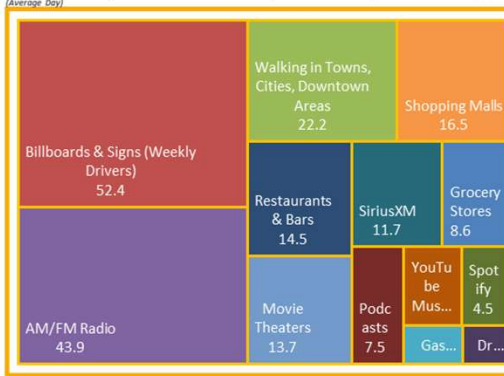


Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:19 38.1% 2:04 32.9%

who Listened to IHEART RADIO in the past 7 days WASHINGTON, DC

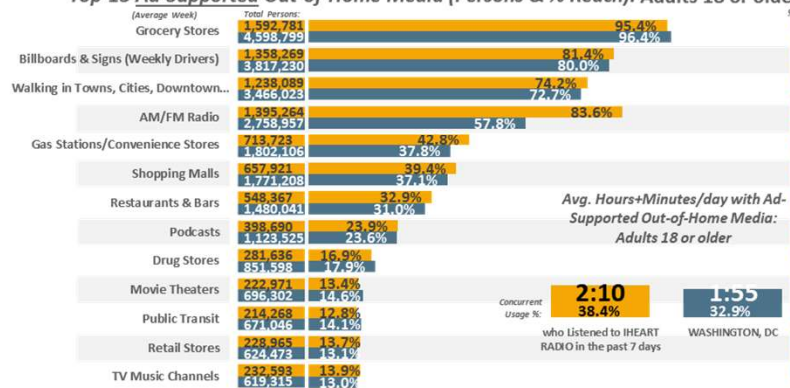
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Listened to IHEART RADIO in the past 7 days

WASHINGTON, DC

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

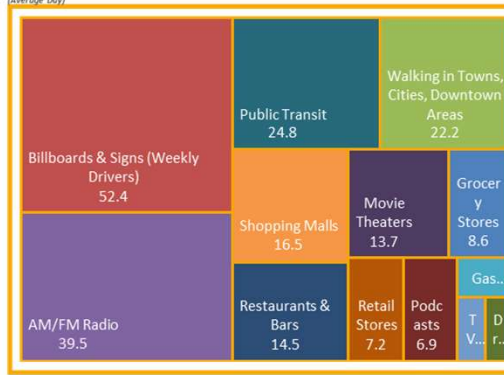


Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:10 38.4% 1:55 32.9%

who Listened to IHEART RADIO in the past 7 days WASHINGTON, DC

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



who Listened to IHEART RADIO in the past 7 days

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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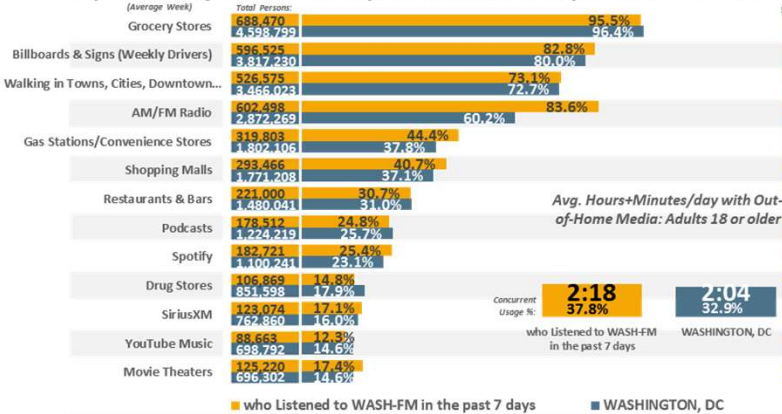
soefa.ai Share of Everything for Anything

(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

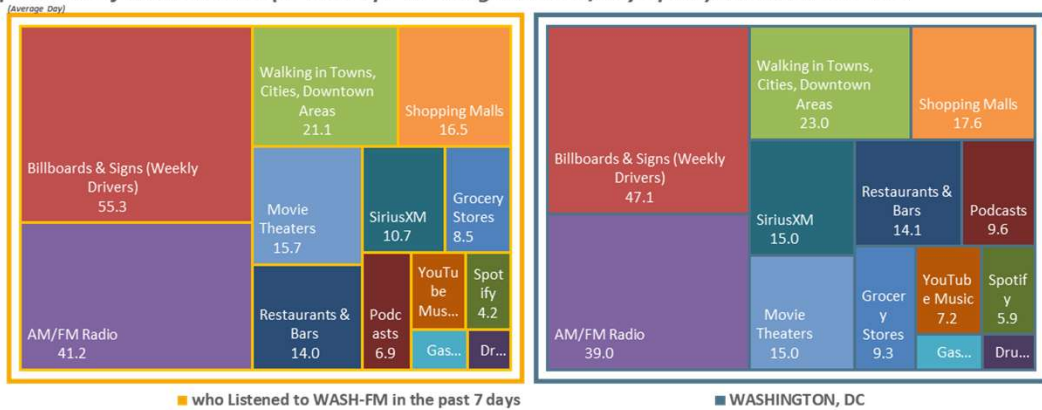


596,525 or 82.8% of Adults 18 or older who Listened to WASH-FM in the past 7 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day.

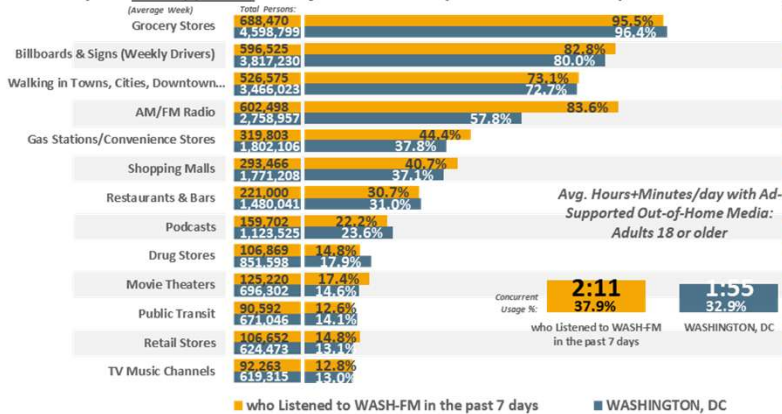
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



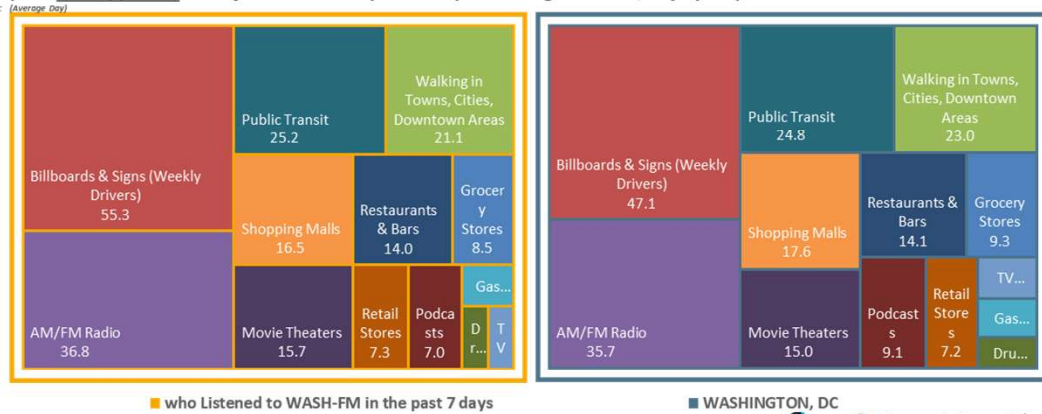
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702  
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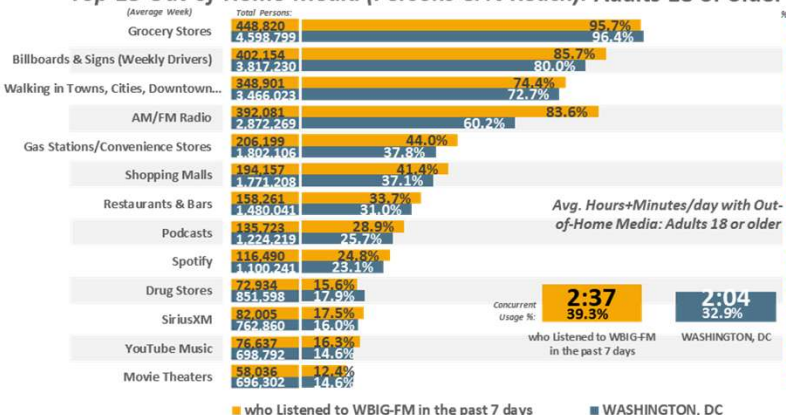
soefa.ai Share of Everything for Anything



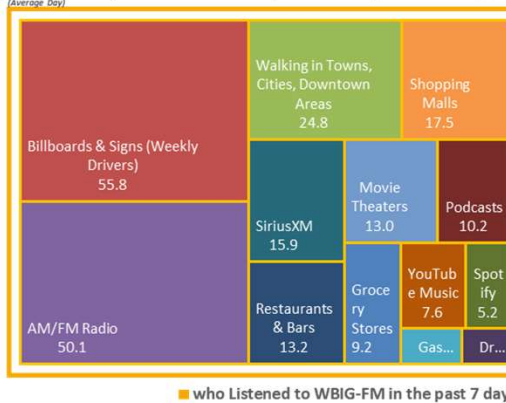


402,154 or 85.7% of Adults 18 or older who Listened to WBIG-FM in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/day.

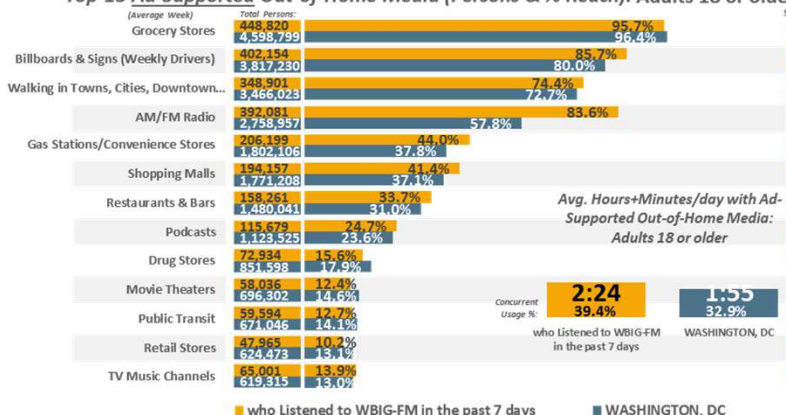
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



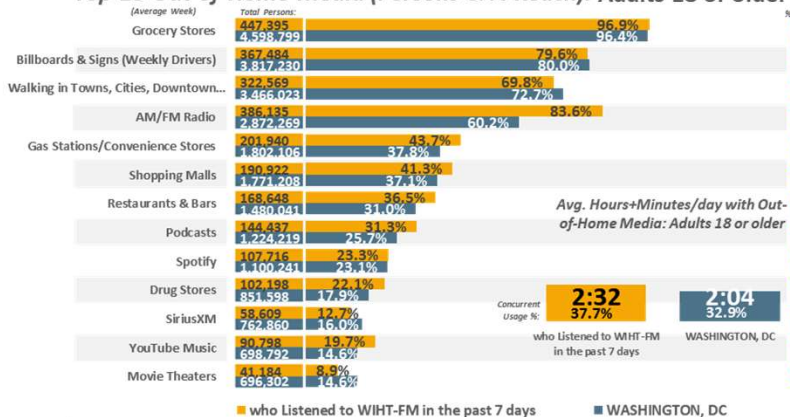
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 504  
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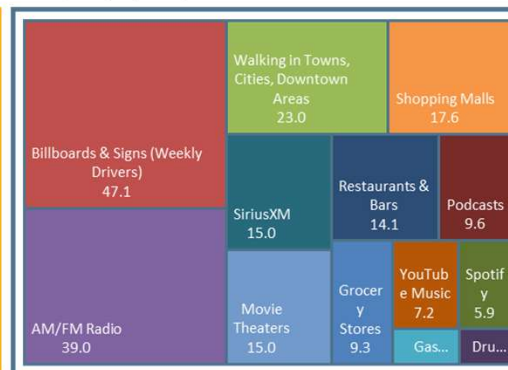
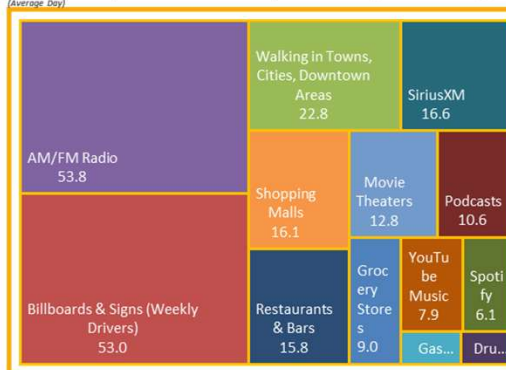


367,484 or 79.6% of Adults 18 or older who Listened to WIHT-FM in the past 7 days spend an average of 53. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49.8 minutes/day.

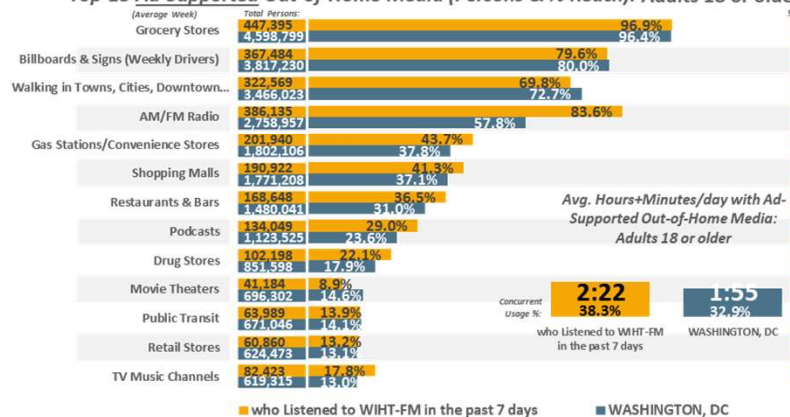
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



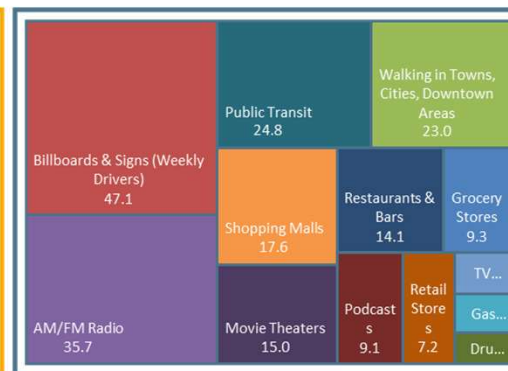
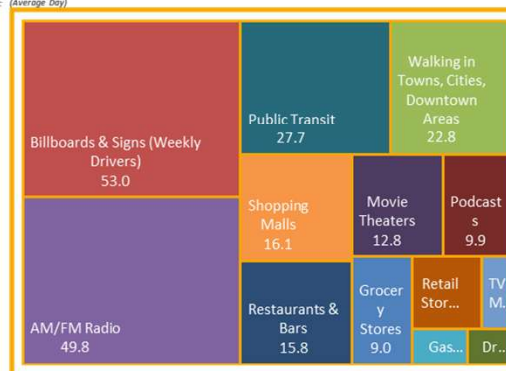
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



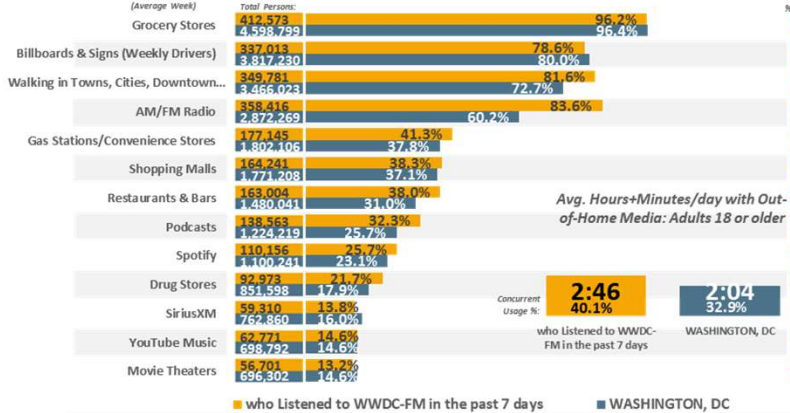
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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WASHINGTON, DC  
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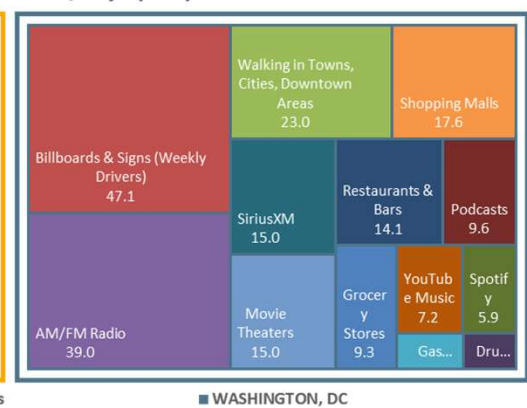
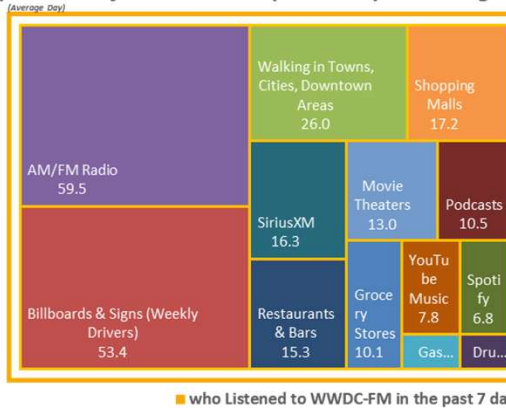


337,013 or 78.6% of Adults 18 or older who Listened to WWDC-FM in the past 7 days spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.4 minutes/day.

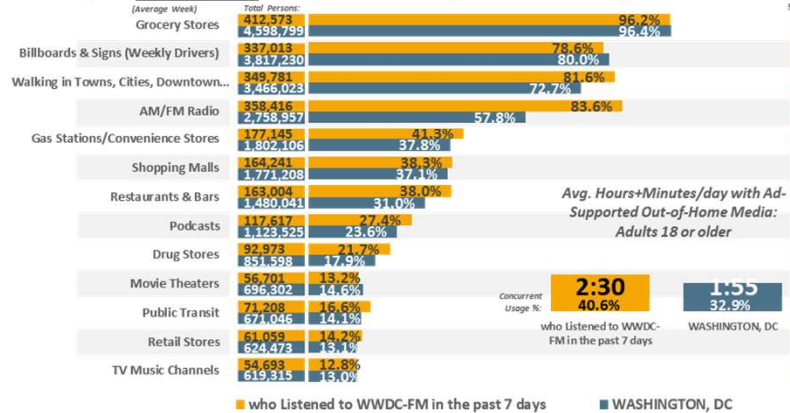
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



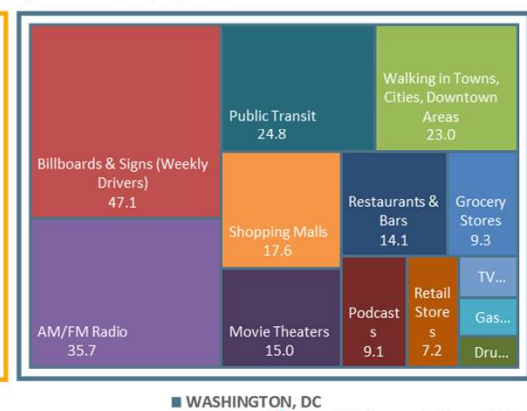
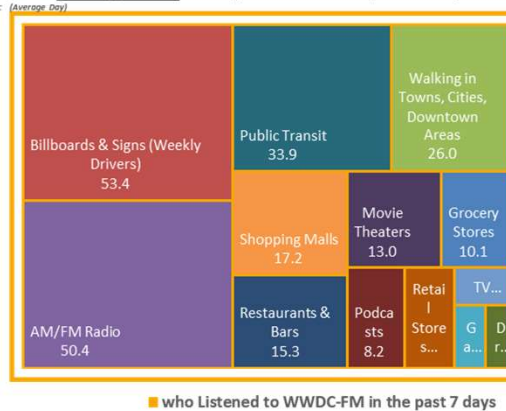
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431  
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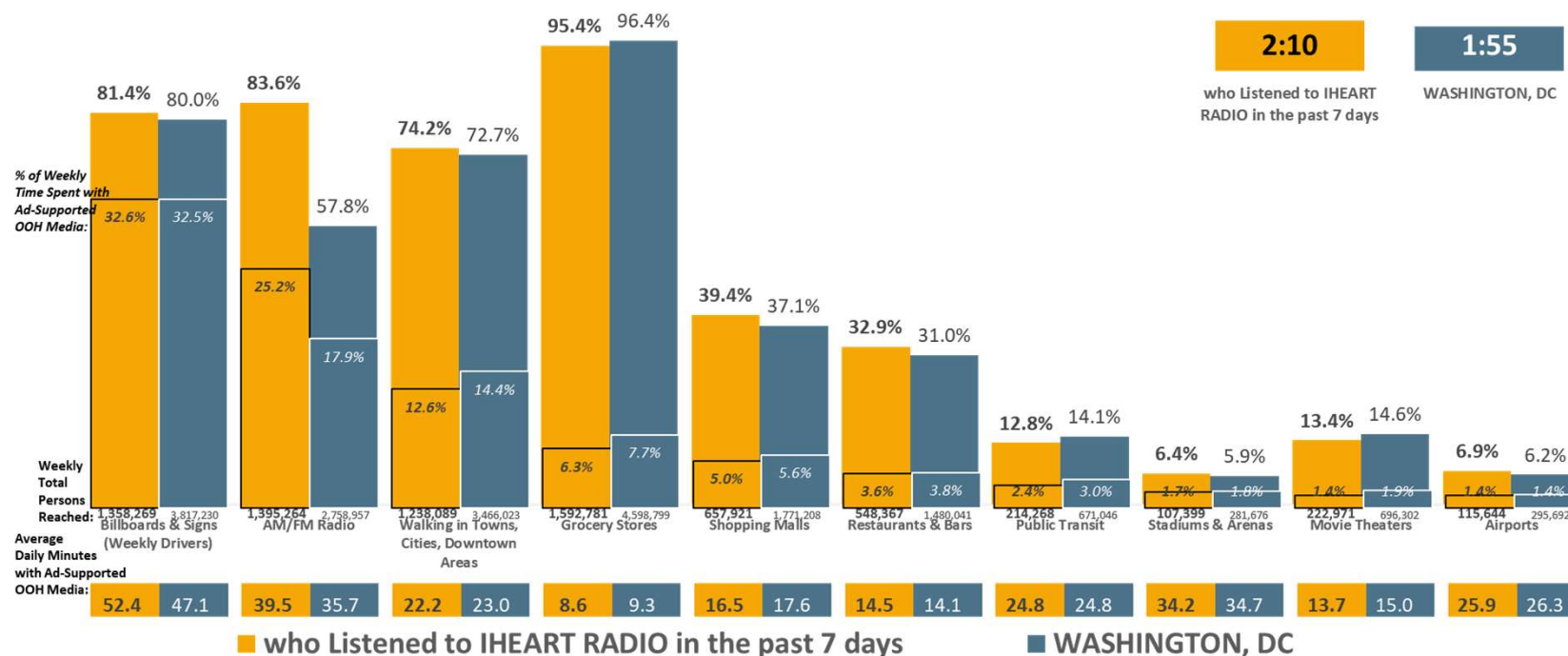


1,358,269 or 81.4% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 52.4 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

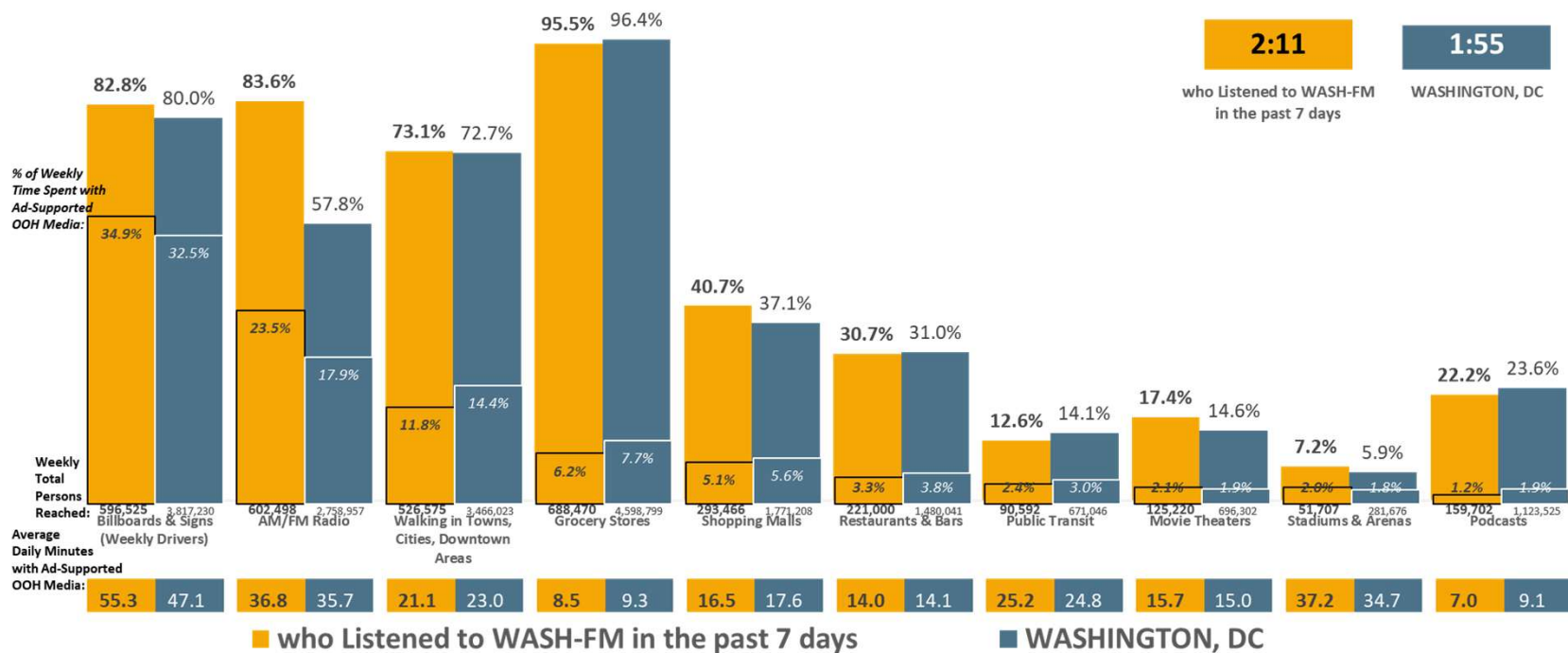


596,525 or 82.8% of Adults 18 or older who Listened to WASH-FM in the past 7 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported  
Out-of-Home Media: Adults 18 or older

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



2:11

who Listened to WASH-FM  
in the past 7 days

1:55

WASHINGTON, DC

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 702  
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WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859

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for Anything

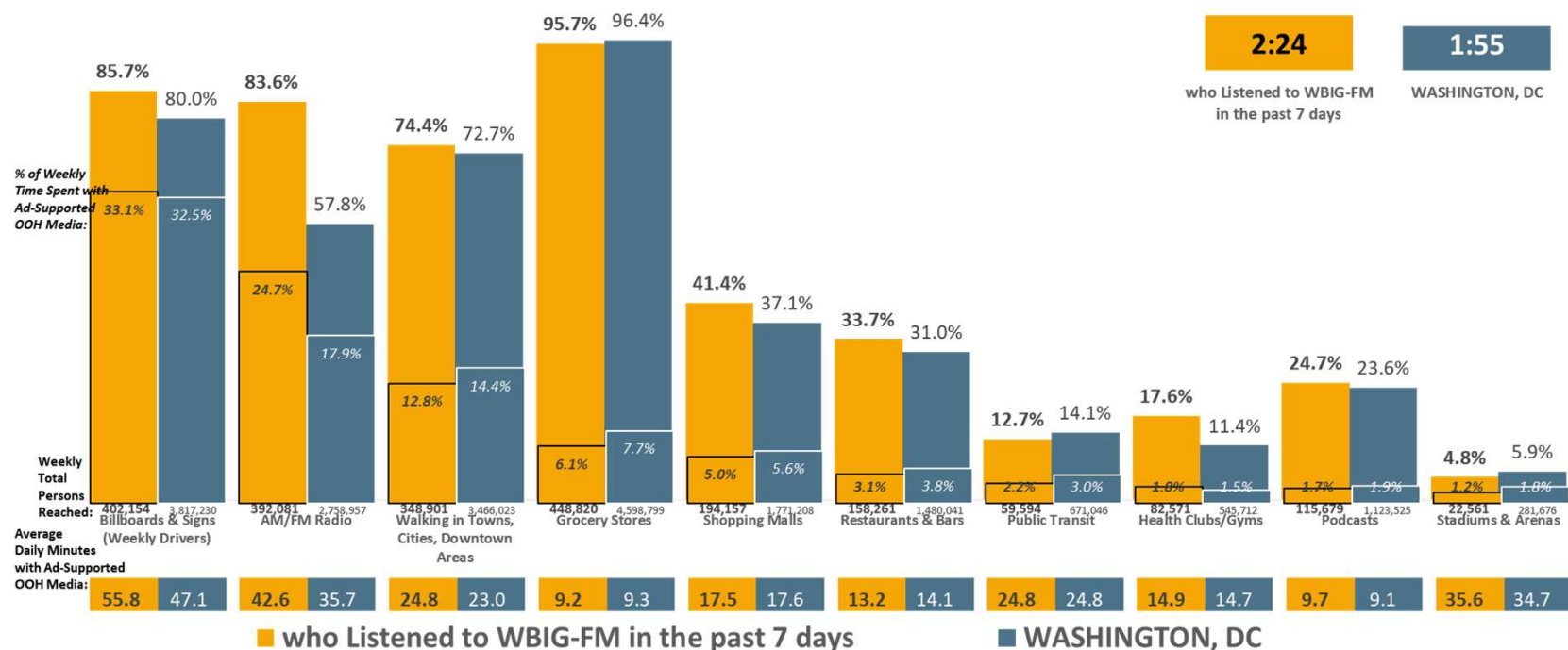


402,154 or 85.7% of Adults 18 or older who Listened to WBIG-FM in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported  
Out-of-Home Media: Adults 18 or older

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 504  
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WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859

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Radio Stations: WBIG-FM



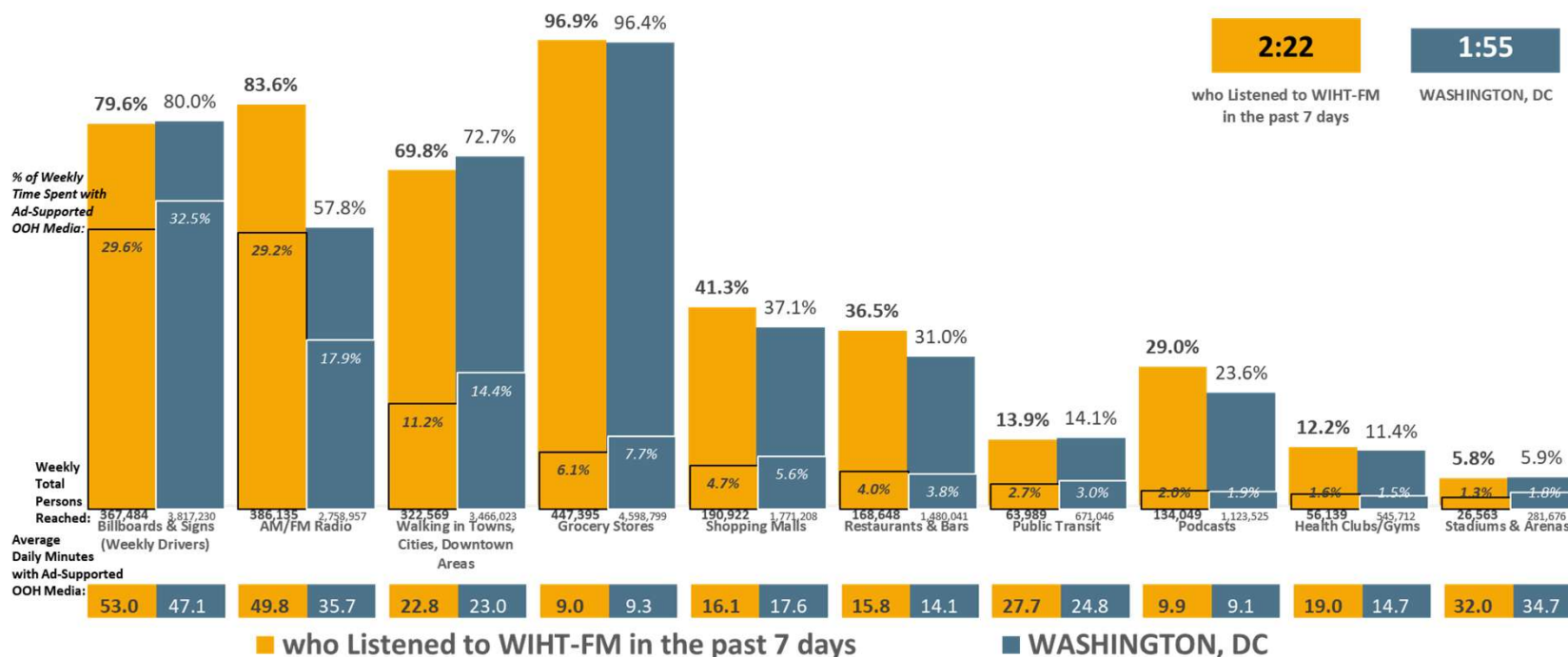


367,484 or 79.6% of Adults 18 or older who Listened to WIHT-FM in the past 7 days spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 29.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported  
Out-of-Home Media: Adults 18 or older

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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Radio Stations: WIHT-FM

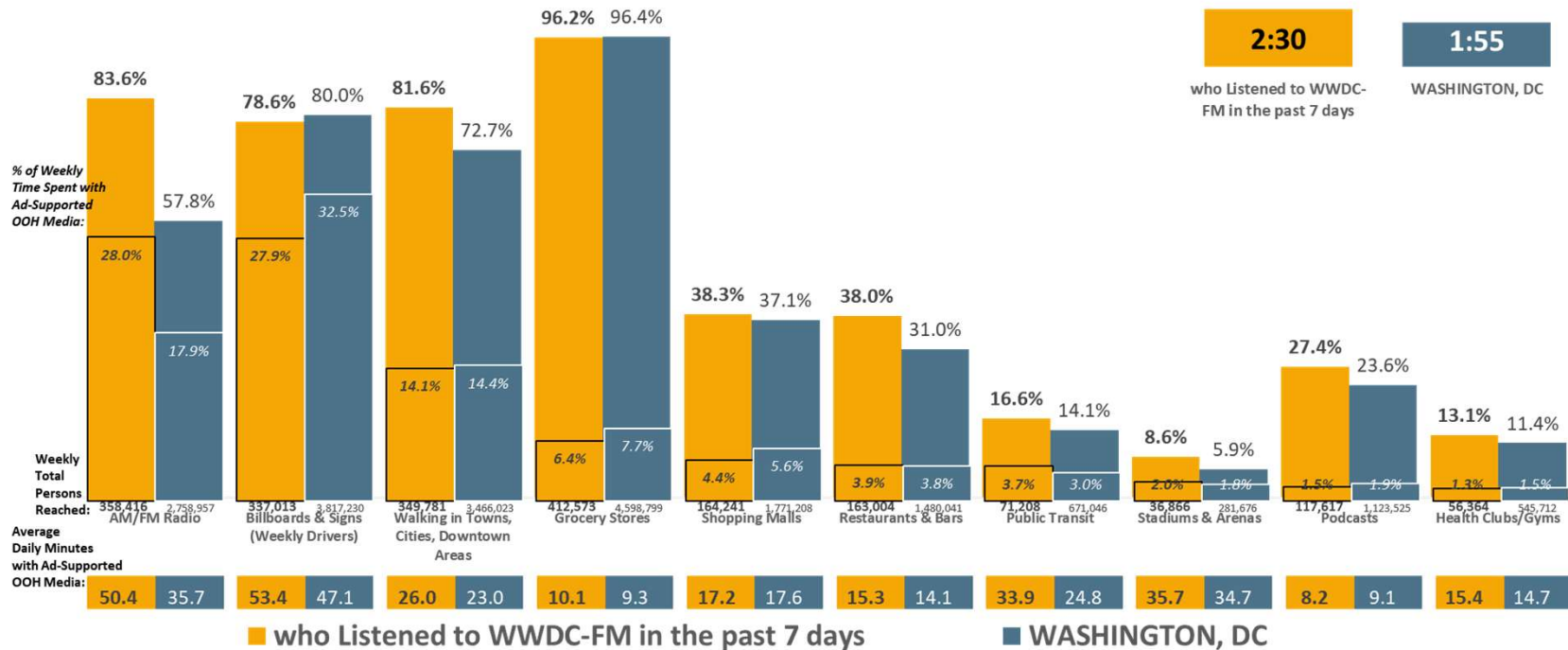


337,013 or 78.6% of Adults 18 or older who Listened to WWDC-FM in the past 7 days spend an average of 53.4 minutes per day driving, seeing Billboards and Signs representing 27.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported  
Out-of-Home Media: Adults 18 or older

Weekly  
Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 431 WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 4,859  
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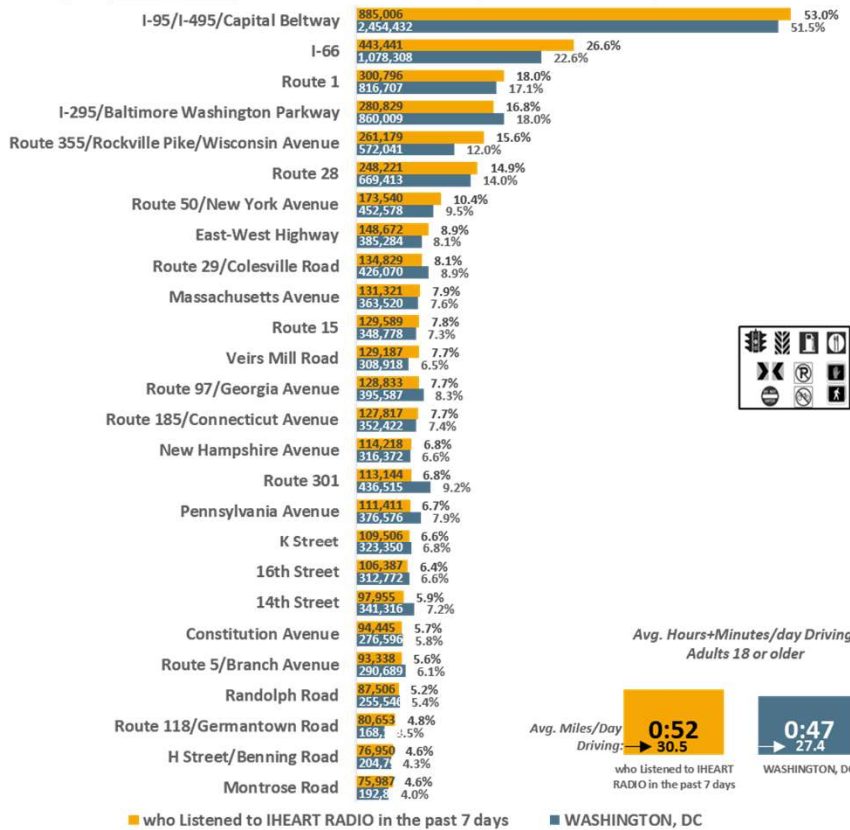
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for Anything

Radio Stations: WWDC-FM



1,358,269 or 81.4% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 52.4 minutes per day driving an average of 30.5 miles each day and are 30.5% more likely to use Route 355/Rockville Pike/Wisconsin Avenue than the

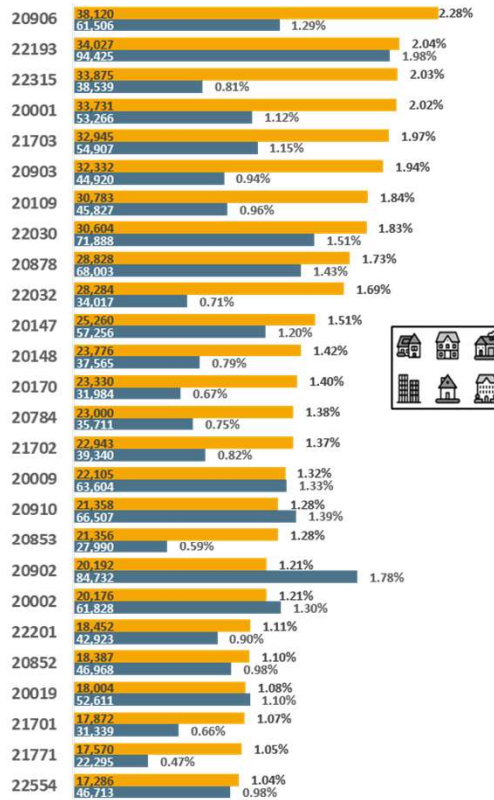
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



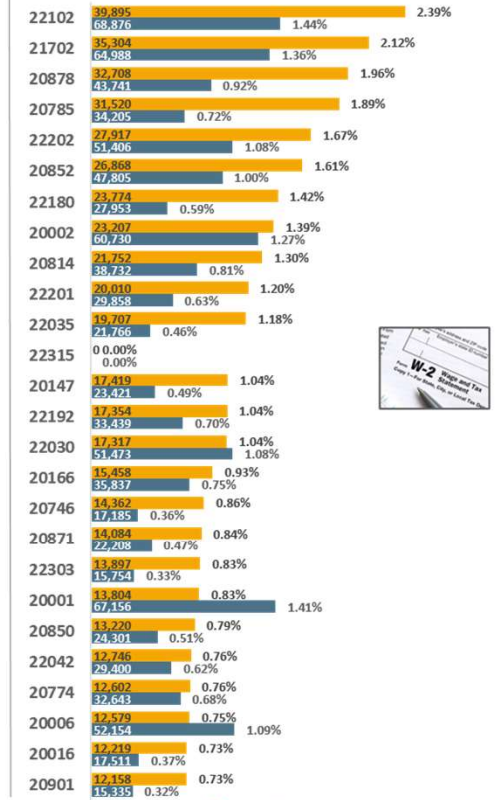
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

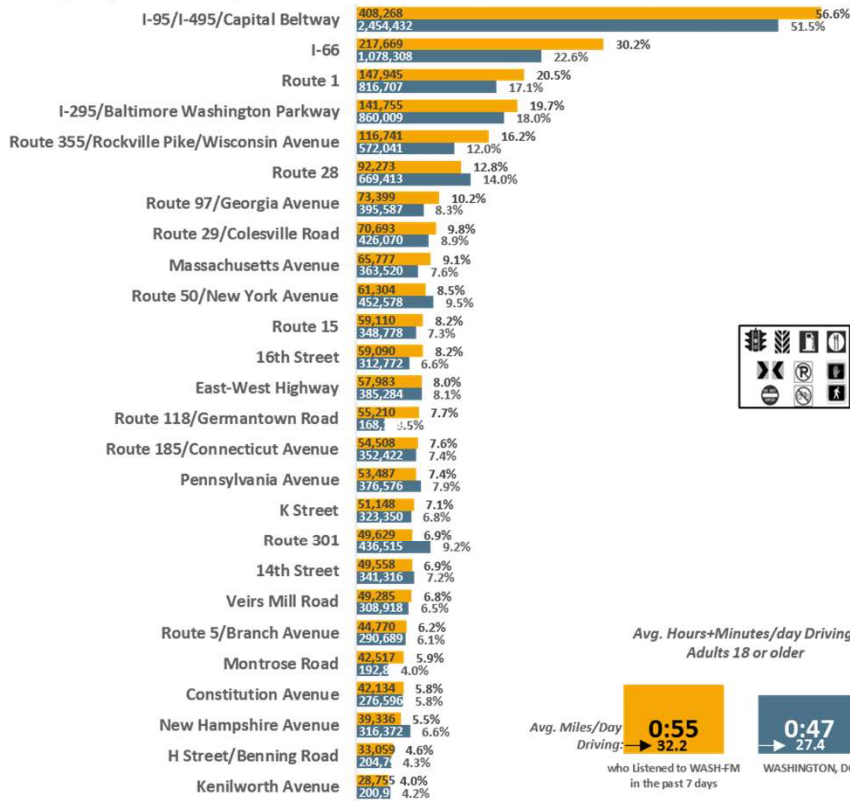






596,525 or 82.8% of Adults 18 or older who Listened to WASH-FM in the past 7 days spend an average of 55.3 minutes per day driving an average of 32.2 miles each day and are 117.4% more likely to use Route 118/Germantown Road than the Metro average.

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

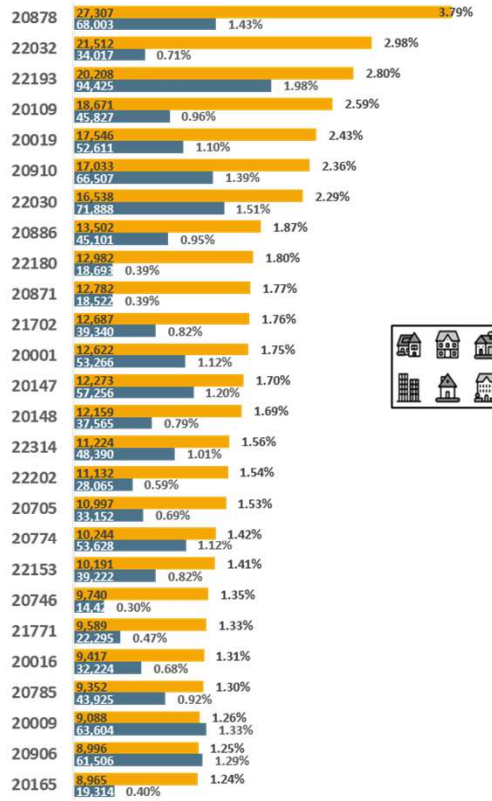


Avg. Hours+Minutes/day Driving:  
Adults 18 or older

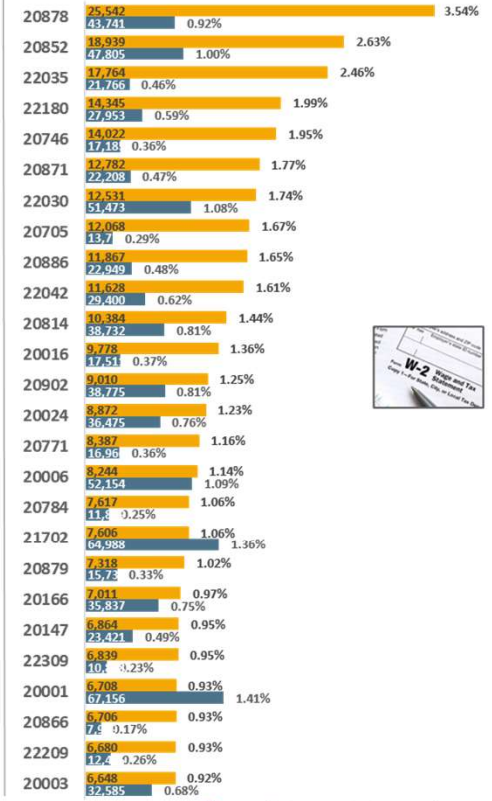


who Listened to WASH-FM in the past 7 days WASHINGTON, DC

#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

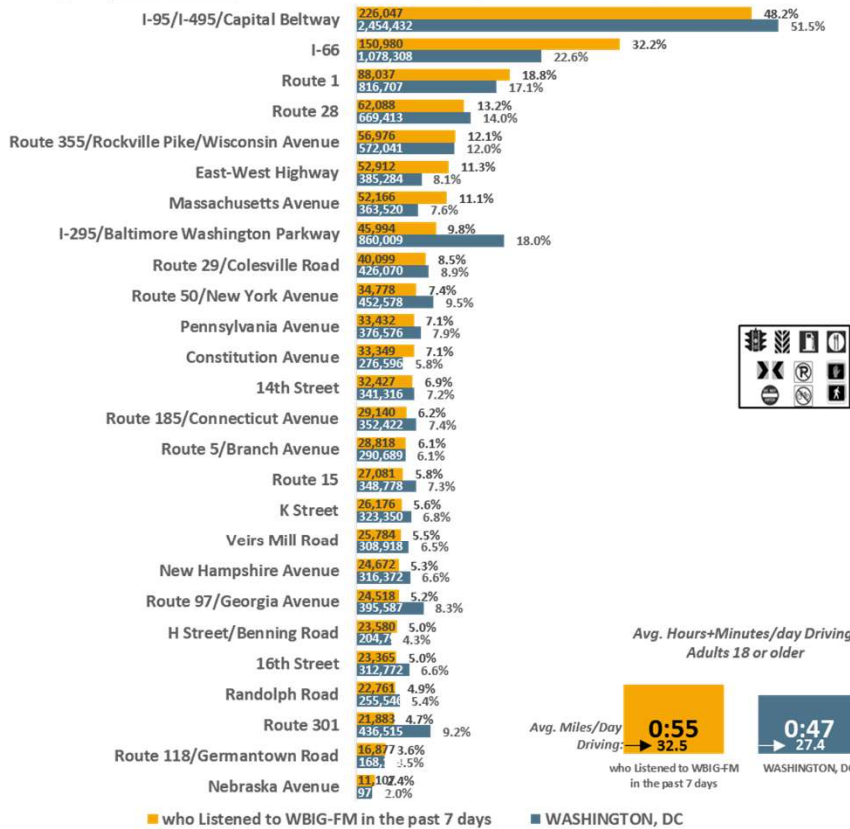


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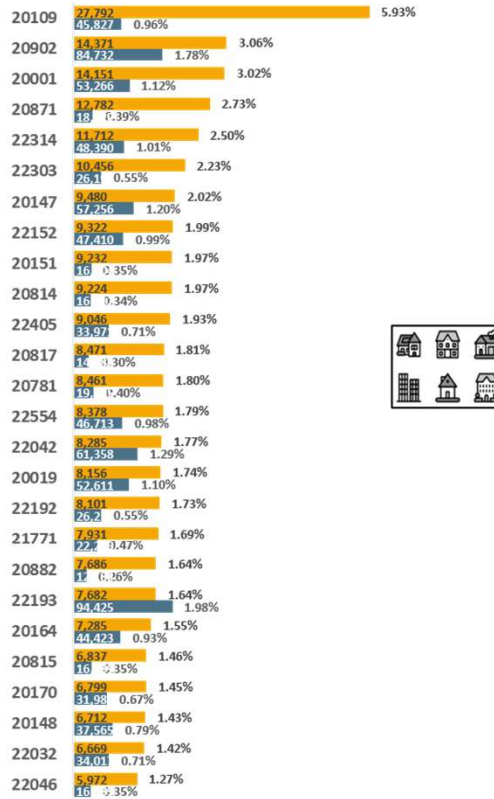


402,154 or 85.7% of Adults 18 or older who Listened to WBIG-FM in the past 7 days spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 46.% more likely to use Massachusetts Avenue than the Metro average.

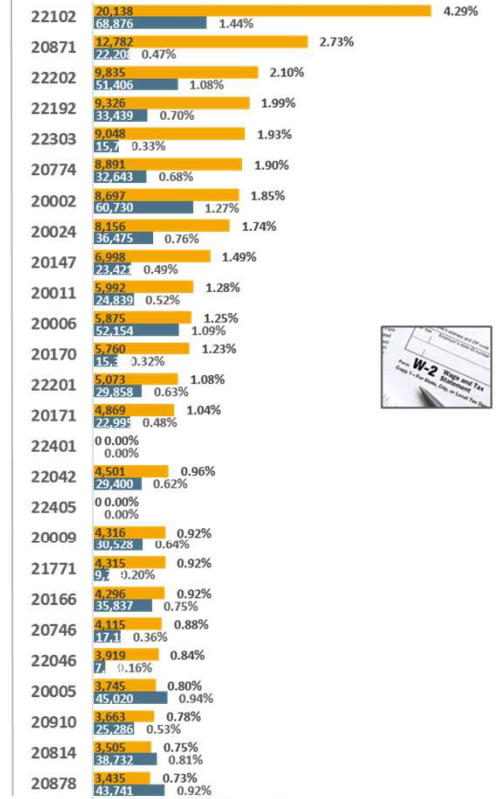
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



### Top-26 Residential Zip Codes: Adults 18 or older



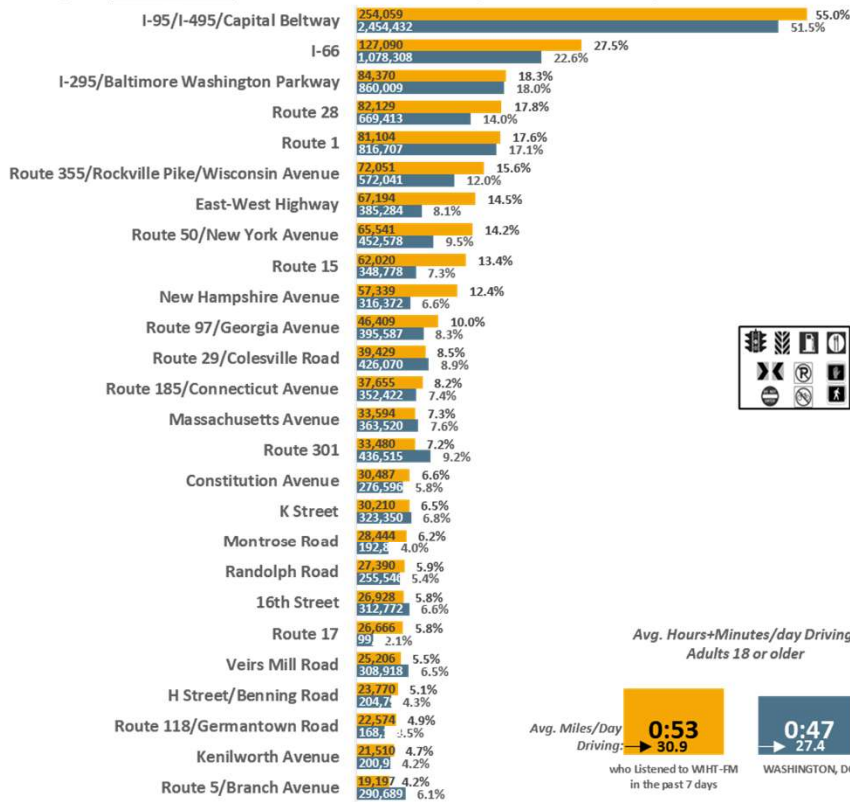
### Top-26 Employment Zip Codes: Adults 18 or older





367,484 or 79.6% of Adults 18 or older who Listened to WIHT-FM in the past 7 days spend an average of 53. minutes per day driving an average of 30.9 miles each day and are 87.2% more likely to use New Hampshire Avenue than the Metro average.

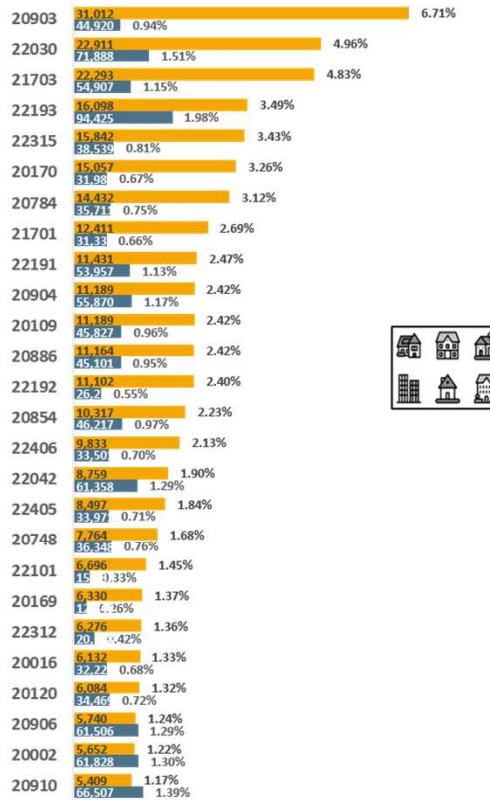
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



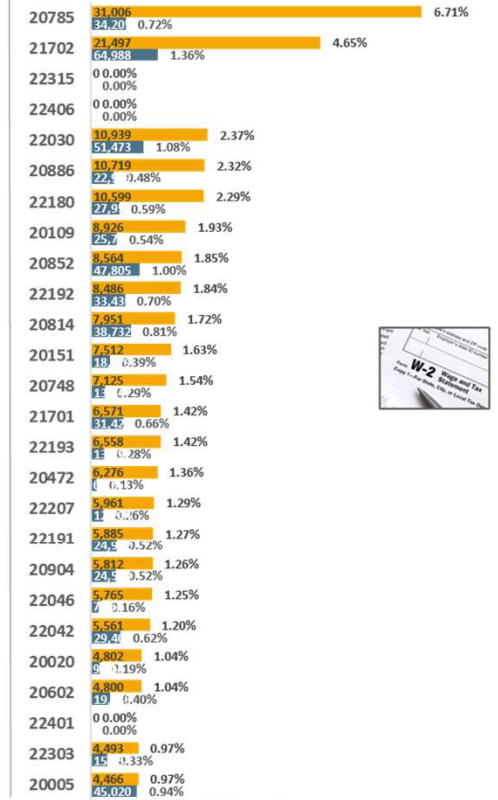
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

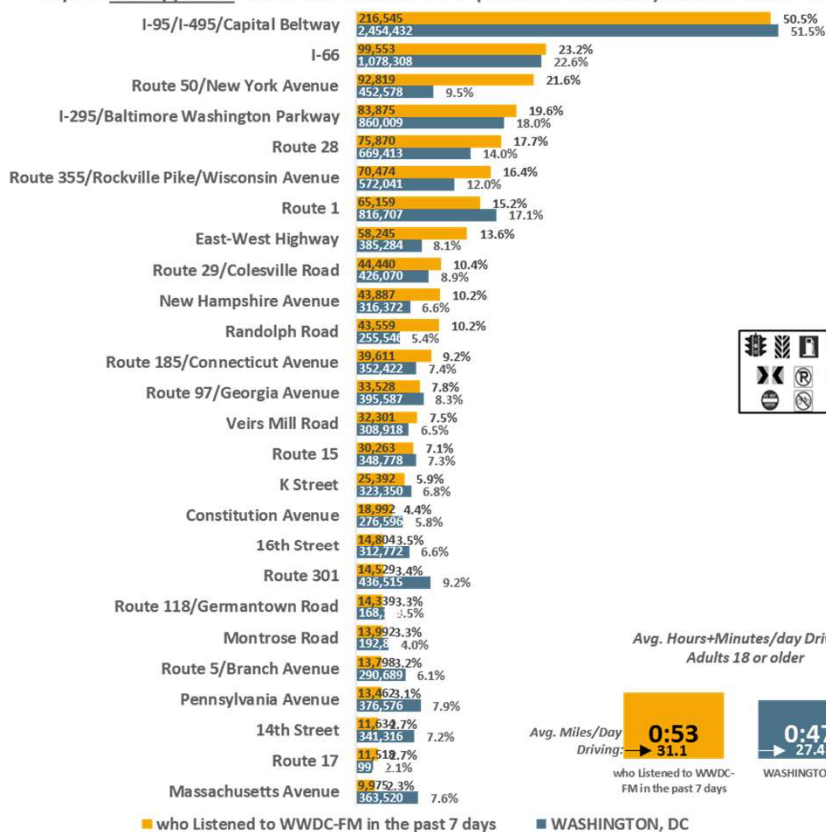






337,013 or 78.6% of Adults 18 or older who Listened to WWDC-FM in the past 7 days spend an average of 53.4 minutes per day driving an average of 31.1 miles each day and are 128.2% more likely to use Route 50/New York Avenue than the Metro average.

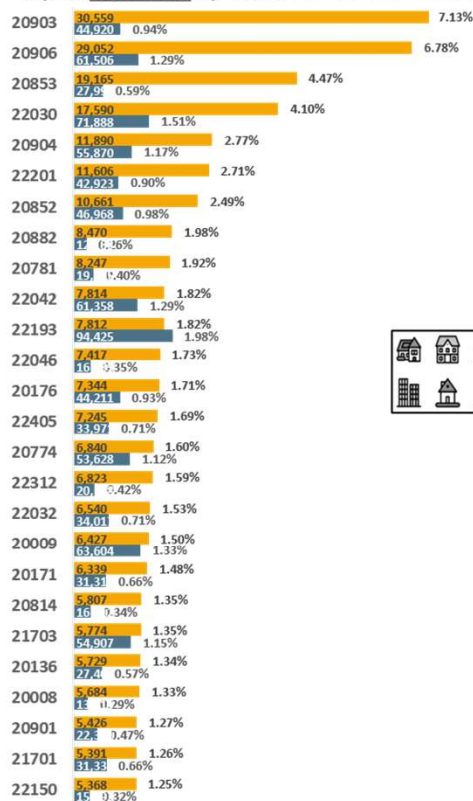
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



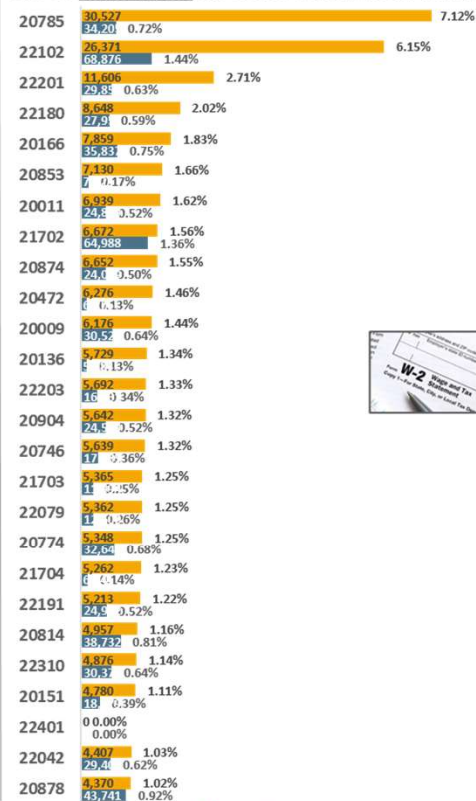
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older

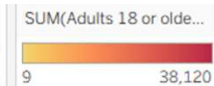
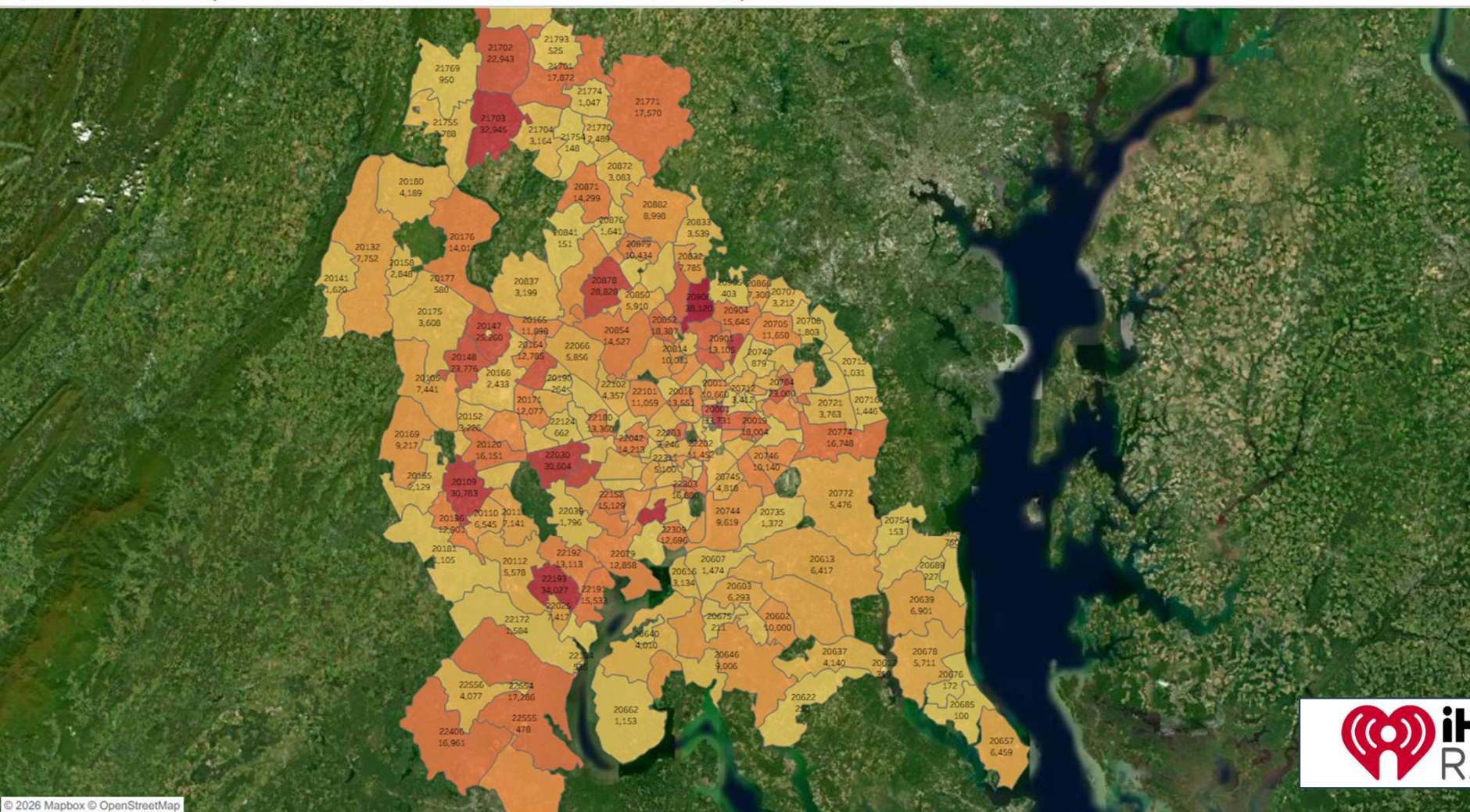


#### Top-26 Employment Zip Codes: Adults 18 or older





Top Residential Zip Codes: (Adults 18 or older who Listened to IHEART RADIO in the past 7 days)



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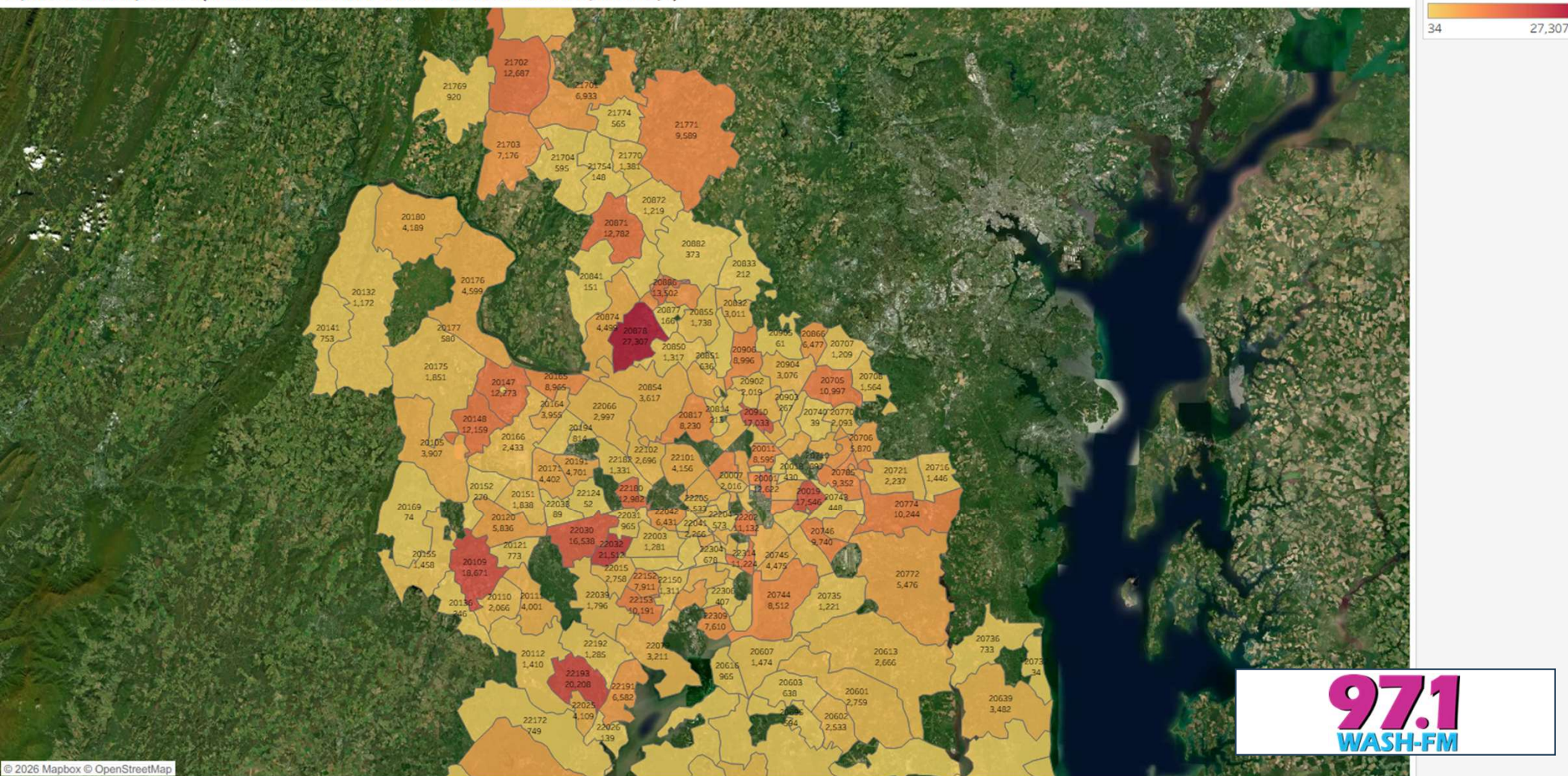
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)



Top Residential Zip Codes: (Adults 18 or older who Listened to WASH-FM in the past 7 days)



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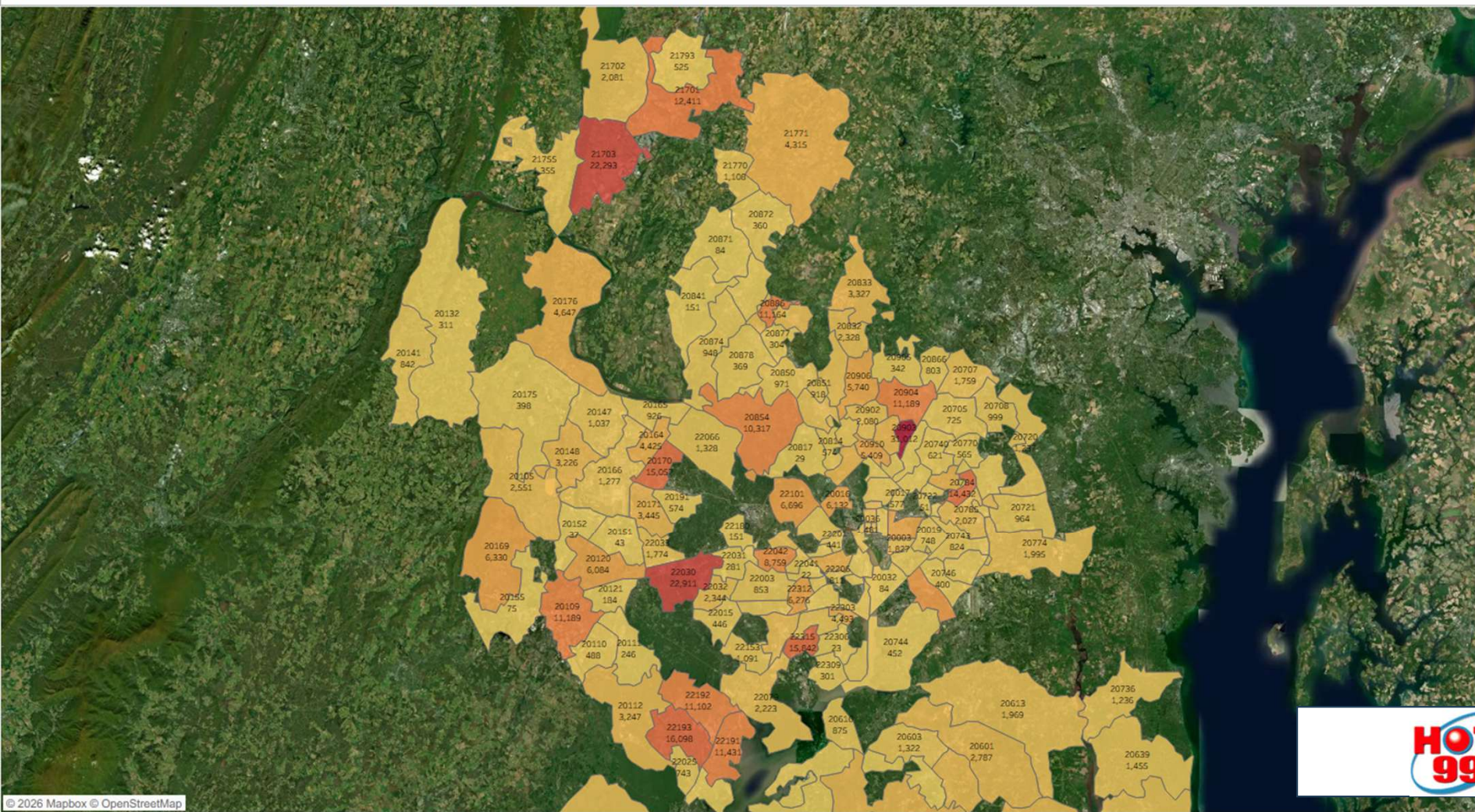


▼ || SUM(Adults 18 or olde...





Top Residential Zip Codes: (Adults 18 or older who Listened to WIHT-FM in the past 7 days)



SUM(Adults 18 or olde...  
9 31,012



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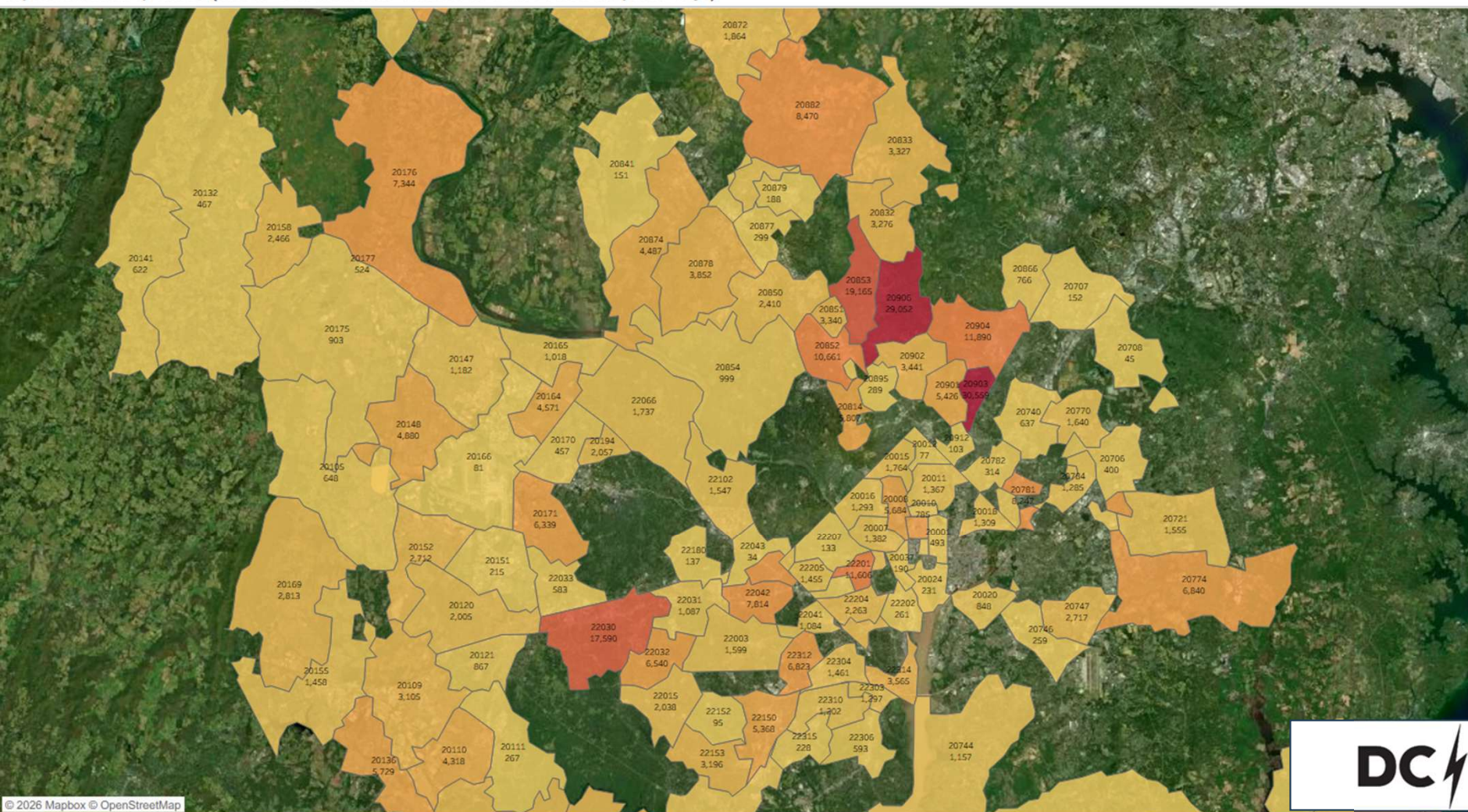
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Radio Stations: WIHT-FM



# Top Residential Zip Codes: (Adults 18 or older who Listened to WWDC-FM in the past 7 days)

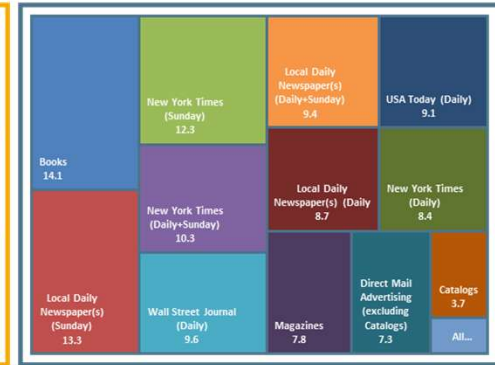
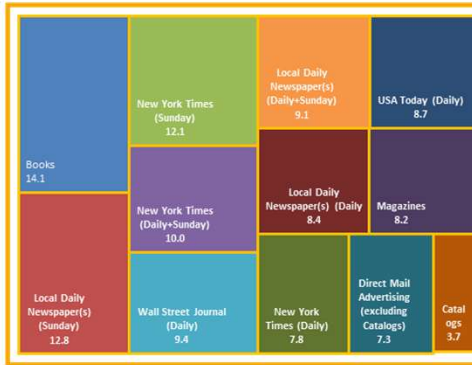
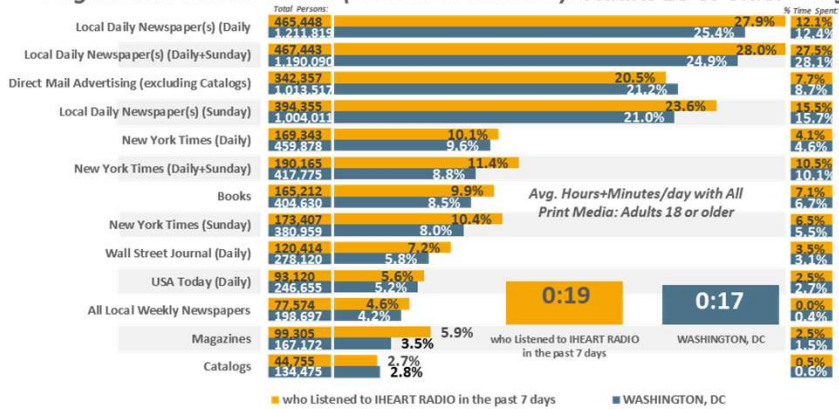




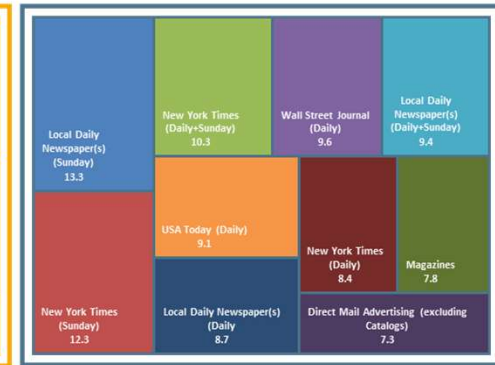
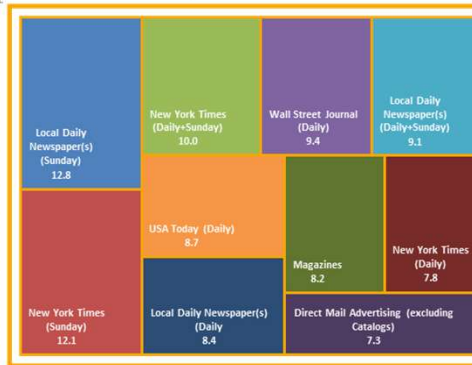
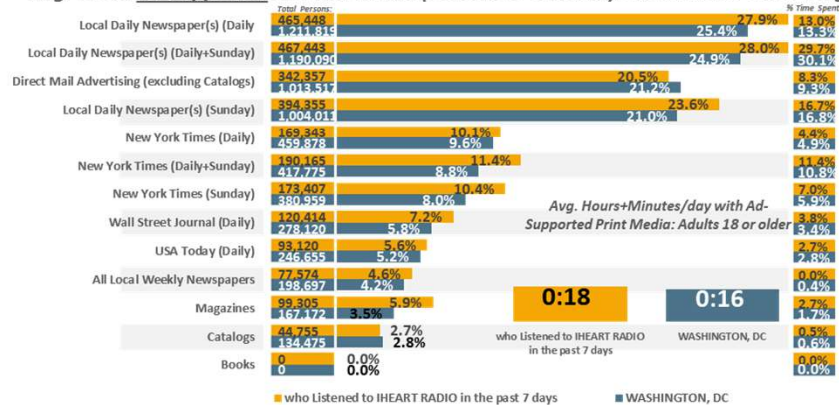


467,443 or 28.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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



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



WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,676  
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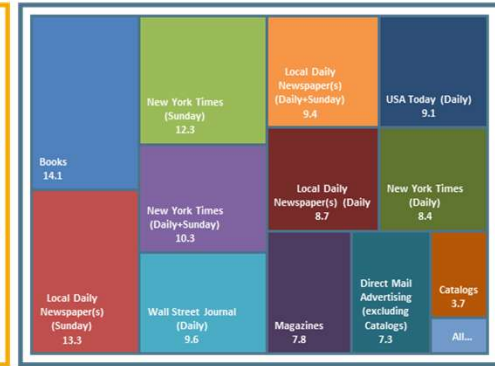
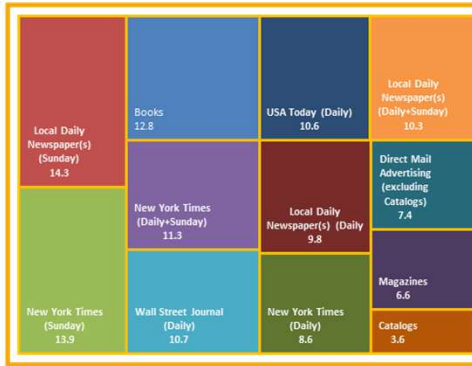
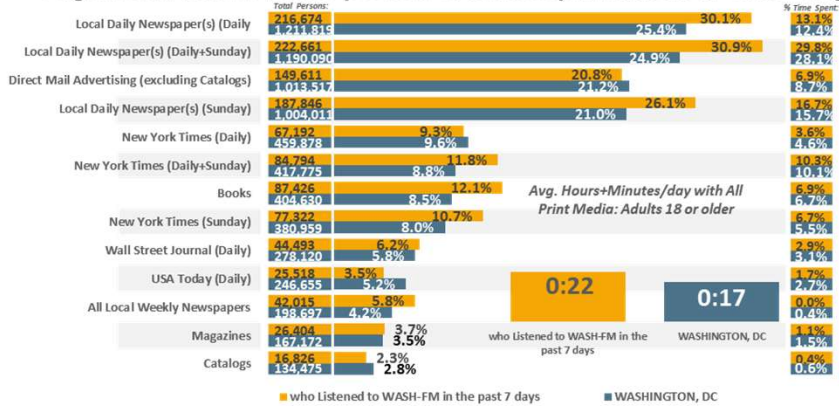
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(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)

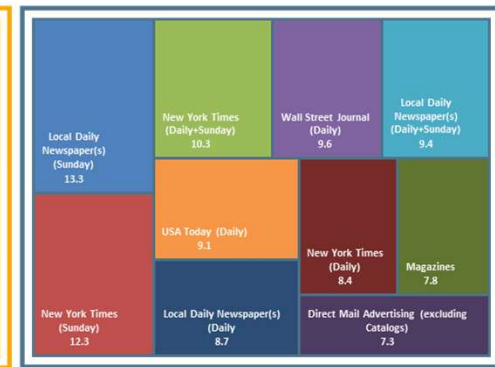
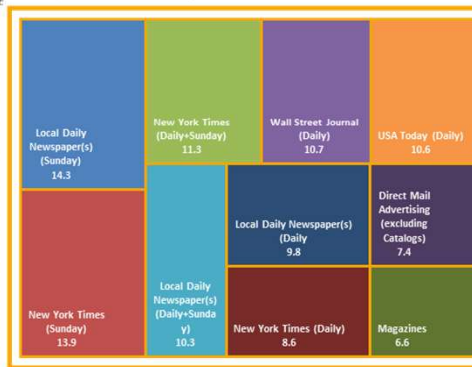
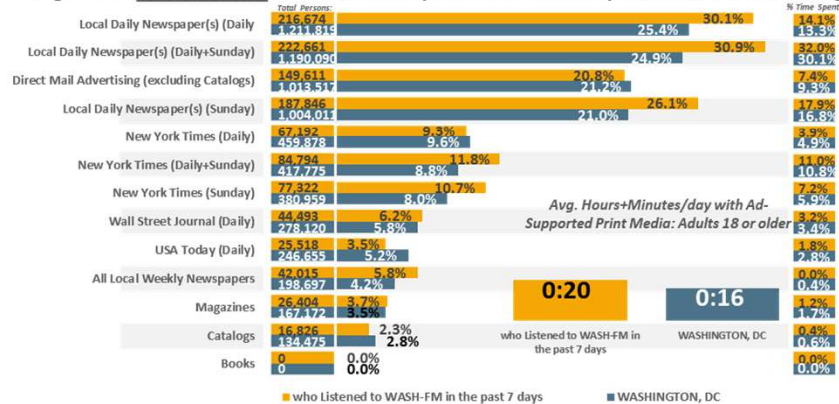


222,661 or 30.9% of Adults 18 or older who Listened to WASH-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

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



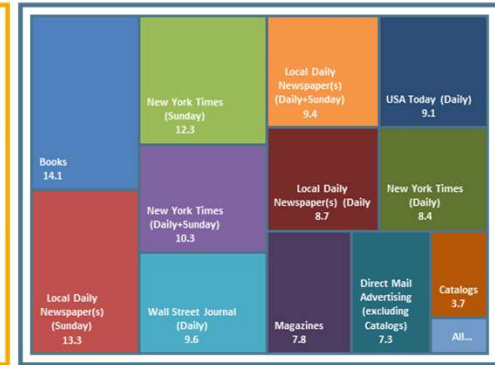
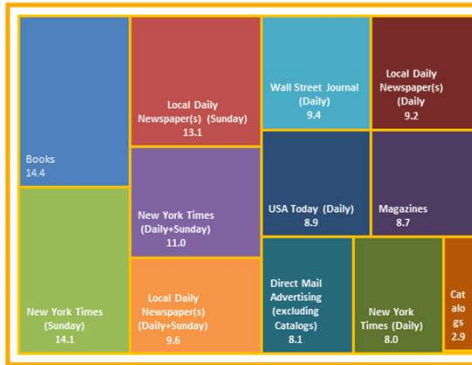
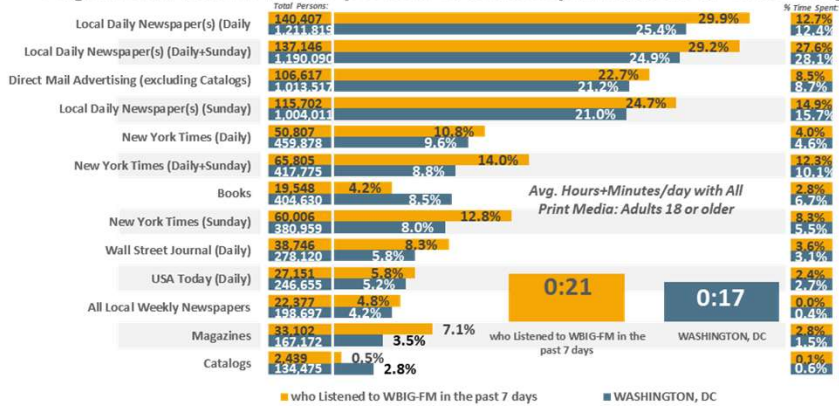
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



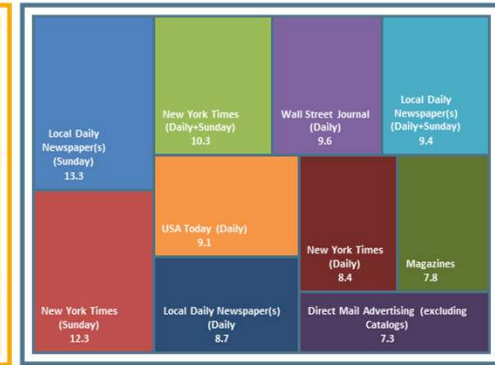
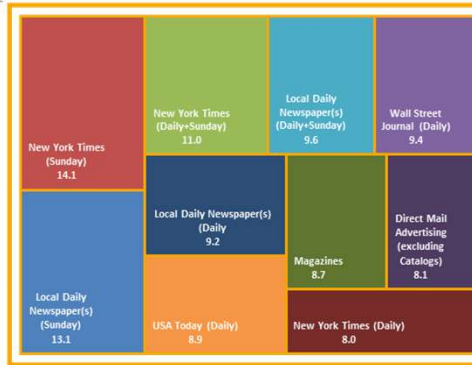
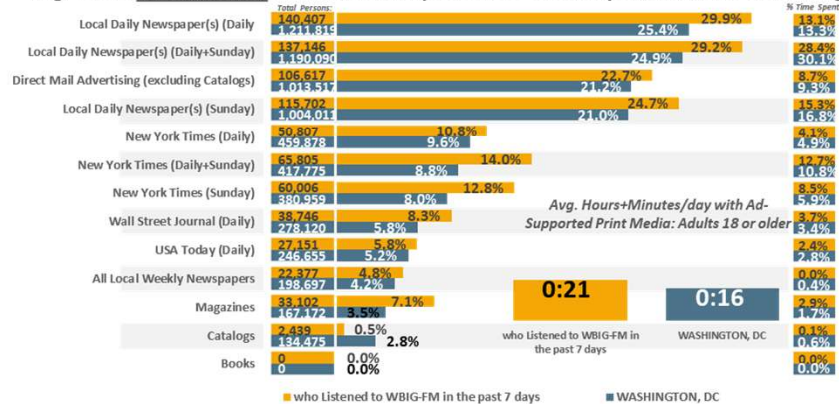


137,146 or 29.2% of Adults 18 or older who Listened to WJIG-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

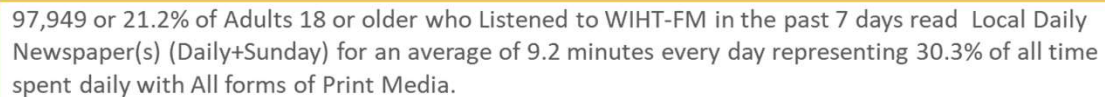
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



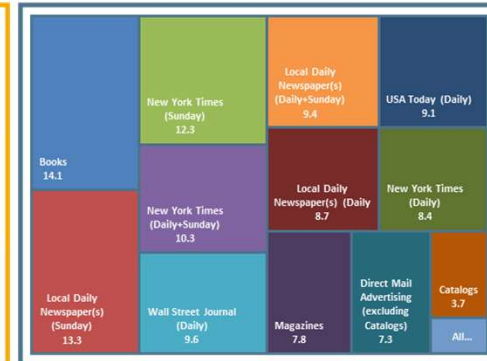
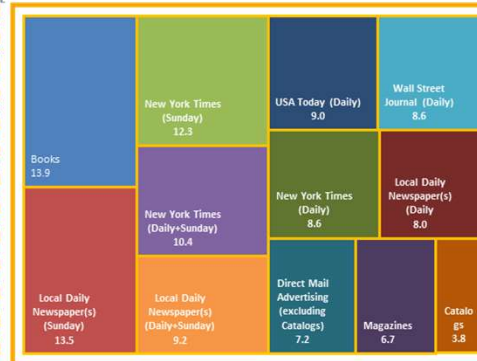
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**







Media Type	Total Persons	% of Total	Avg. Hours+Minutes/day with All Print Media: Adults 18 or older
Local Daily Newspaper(s) (Daily)	108,469	23.5%	0:15
Local Daily Newspaper(s) (Daily+Sunday)	97,949	21.2%	
Direct Mail Advertising (excluding Catalogs)	110,090	24.9%	0:17
Local Daily Newspaper(s) (Sunday)	82,634	17.9%	
New York Times (Daily)	44,489	7.1%	0:15
New York Times (Daily+Sunday)	38,753	8.4%	
Books	35,404	7.7%	0:17
New York Times (Sunday)	35,838	7.9%	
Wall Street Journal (Daily)	25,572	5.5%	0:15
USA Today (Daily)	14,188	3.1%	
All Local Weekly Newspapers	198,657	4.5%	0:15
Magazines	167,172	3.5%	
Catalogs	12,422	2.7%	0:17
	154,475	2.8%	

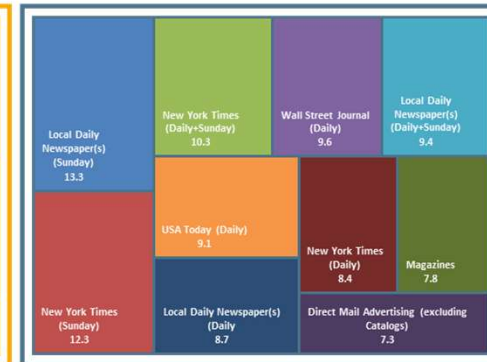
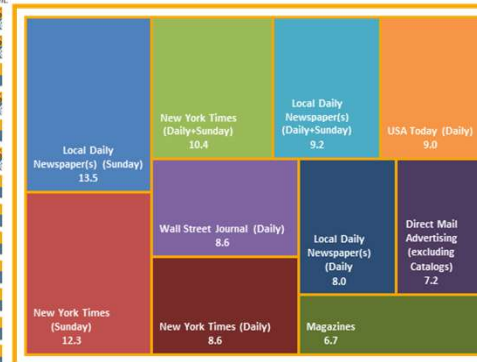


Media Type	Total Persons	% of Total	% of Total (7 days)	% of Total (7 days) (Washington, DC)
Local Daily Newspaper(s) (Daily)	108,469	23.5%	25.4%	18.3%
Local Daily Newspaper(s) (Daily+Sunday)	97,646	21.2%	24.9%	15.5%
Direct Mail Advertising (excluding Catalogs)	83,665	18.1%	24.0%	30.3%
Local Daily Newspaper(s) (Sunday)	82,634	17.9%	23.0%	30.1%
New York Times (Daily)	459,878	7.1%	9.6%	9.2%
New York Times (Daily+Sunday)	38,753	8.4%	8.8%	9.9%
New York Times (Sunday)	35,338	7.7%	8.0%	9.2%
Wall Street Journal (Daily)	25,572	5.5%	5.9%	6.7%
USA Today (Daily)	14,188	3.1%	5.2%	4.6%
All Local Weekly Newspapers	8,080	1.7%	4.7%	4.3%
Magazines	20,657	4.5%	3.5%	4.0%
Catalogs	12,422	2.7%	2.8%	3.4%
Books	0	0.0%	0.0%	0.0%

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

0:14 who listened to WHIT-FM in the past 7 days

0:16 WASHINGTON, DC



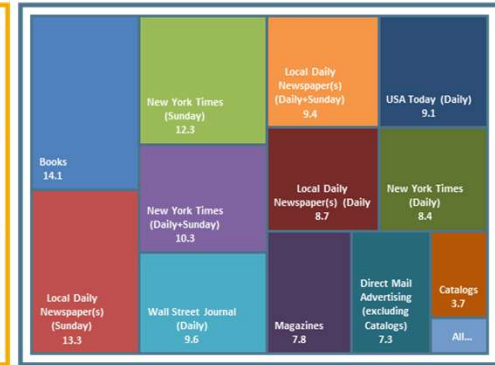
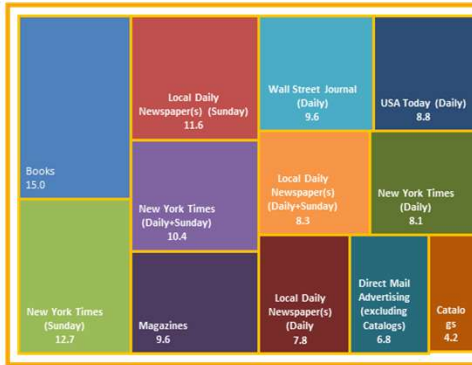
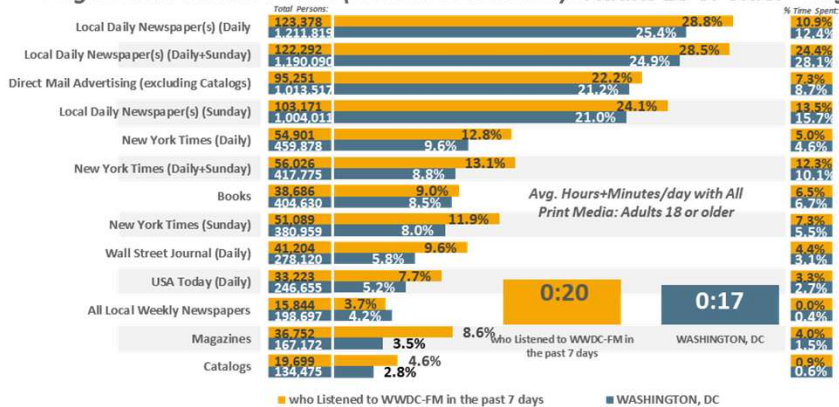
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab 460  
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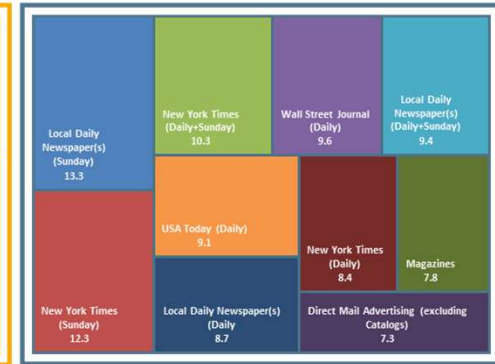
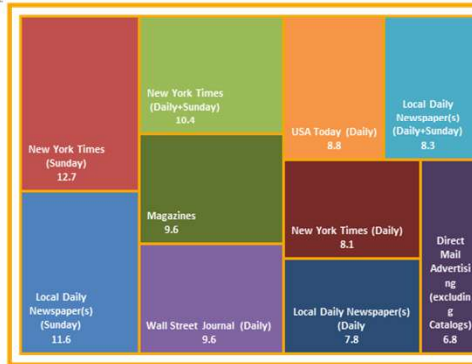
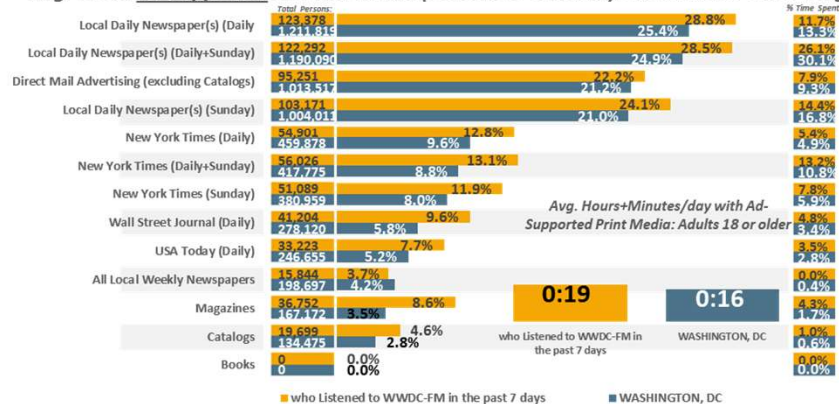


122,292 or 28.5% of Adults 18 or older who Listened to WWDC-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

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



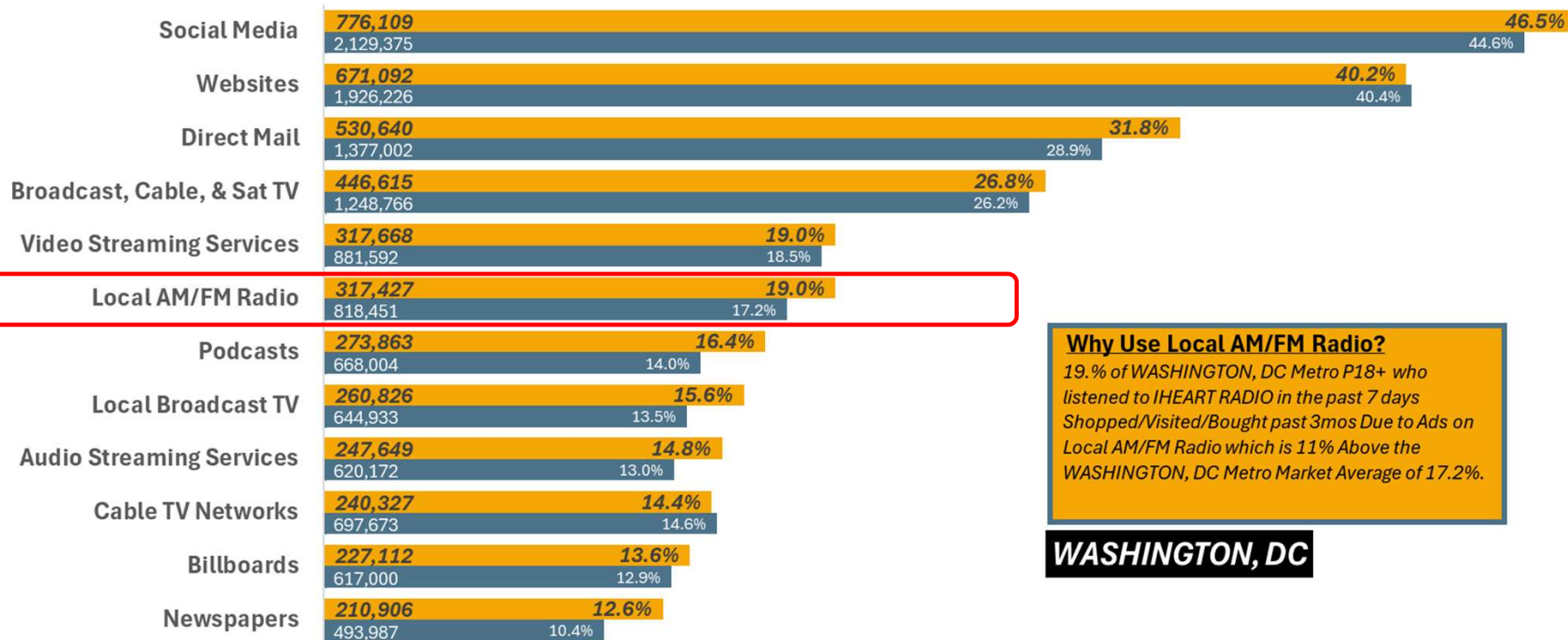
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

P18+ who listened to IHEART RADIO in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

19. % of WASHINGTON, DC Metro P18+ who listened to IHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the WASHINGTON, DC Metro Market Average of 17.2%.

**WASHINGTON, DC**

■ P18+ who listened to IHEART RADIO in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1676

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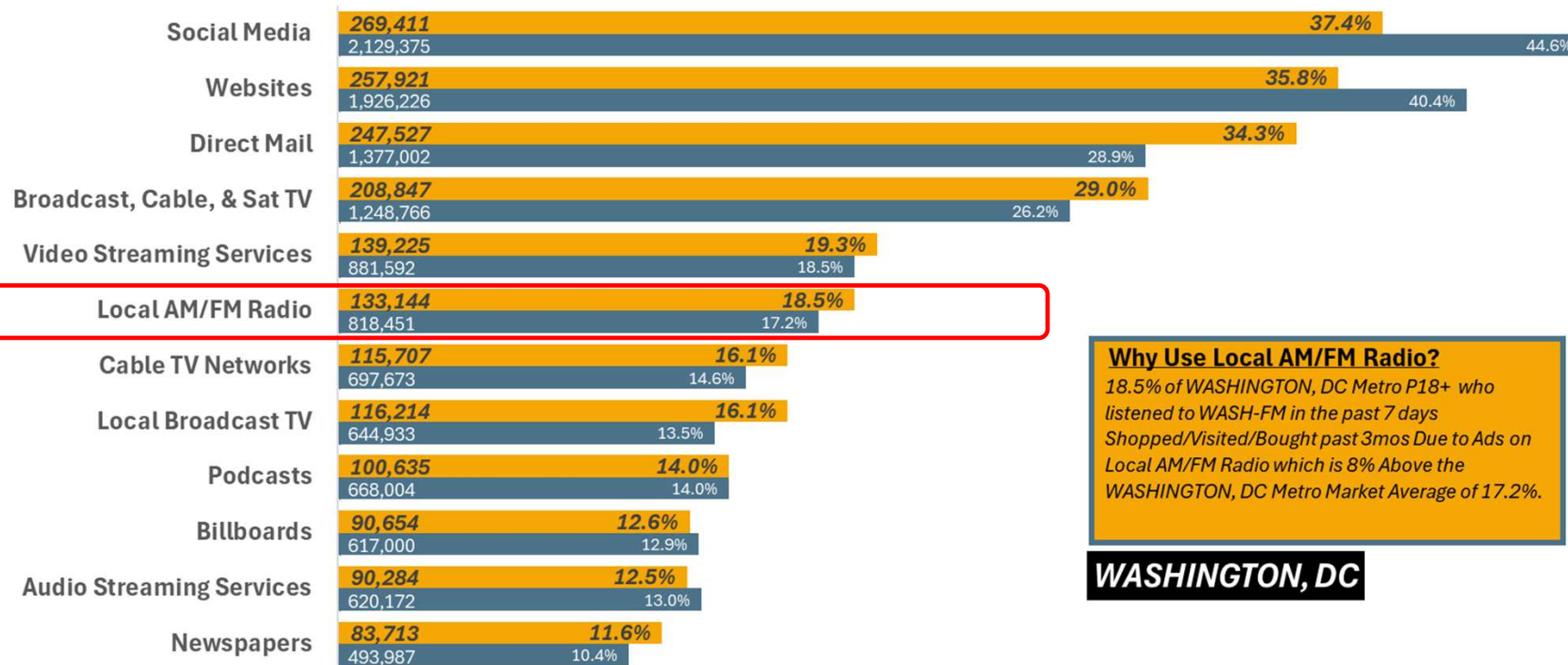
(Radio Stations: WASH-FM OR Radio Stations: WBIG-FM OR Radio Stations: WIHT-FM OR Radio Stations: WMZQ-FM OR Radio Stations: WWDC-FM)





## "Advertising Actions"

P18+ who listened to WASH-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

18.5% of WASHINGTON, DC Metro P18+ who listened to WASH-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the WASHINGTON, DC Metro Market Average of 17.2%.

**WASHINGTON, DC**

■ P18+ who listened to WASH-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

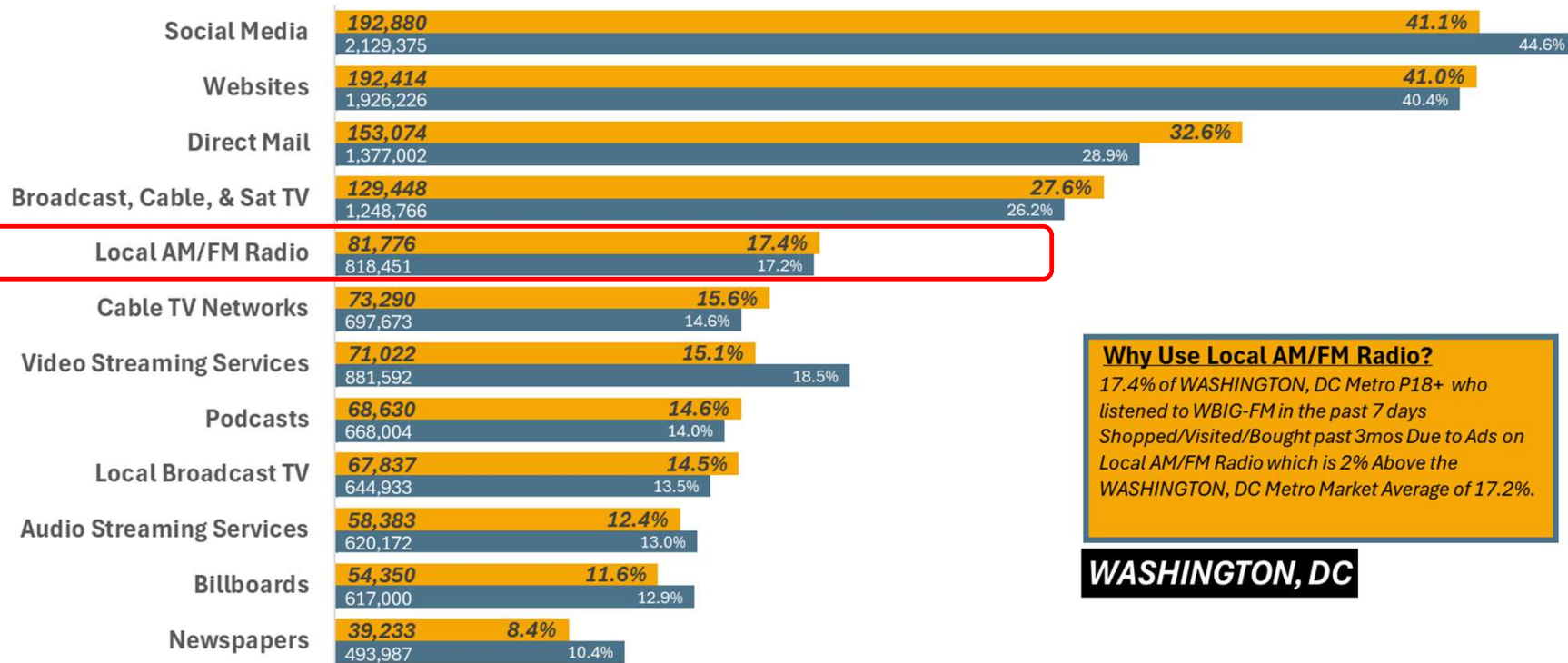
WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 702  
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## "Advertising Actions"

P18+ who listened to WBIG-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

17.4% of WASHINGTON, DC Metro P18+ who listened to WBIG-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the WASHINGTON, DC Metro Market Average of 17.2%.

WASHINGTON, DC

■ P18+ who listened to WBIG-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC Metro Scarborough R1 2026: Mar25-Mar26 Qual Intab: 504  
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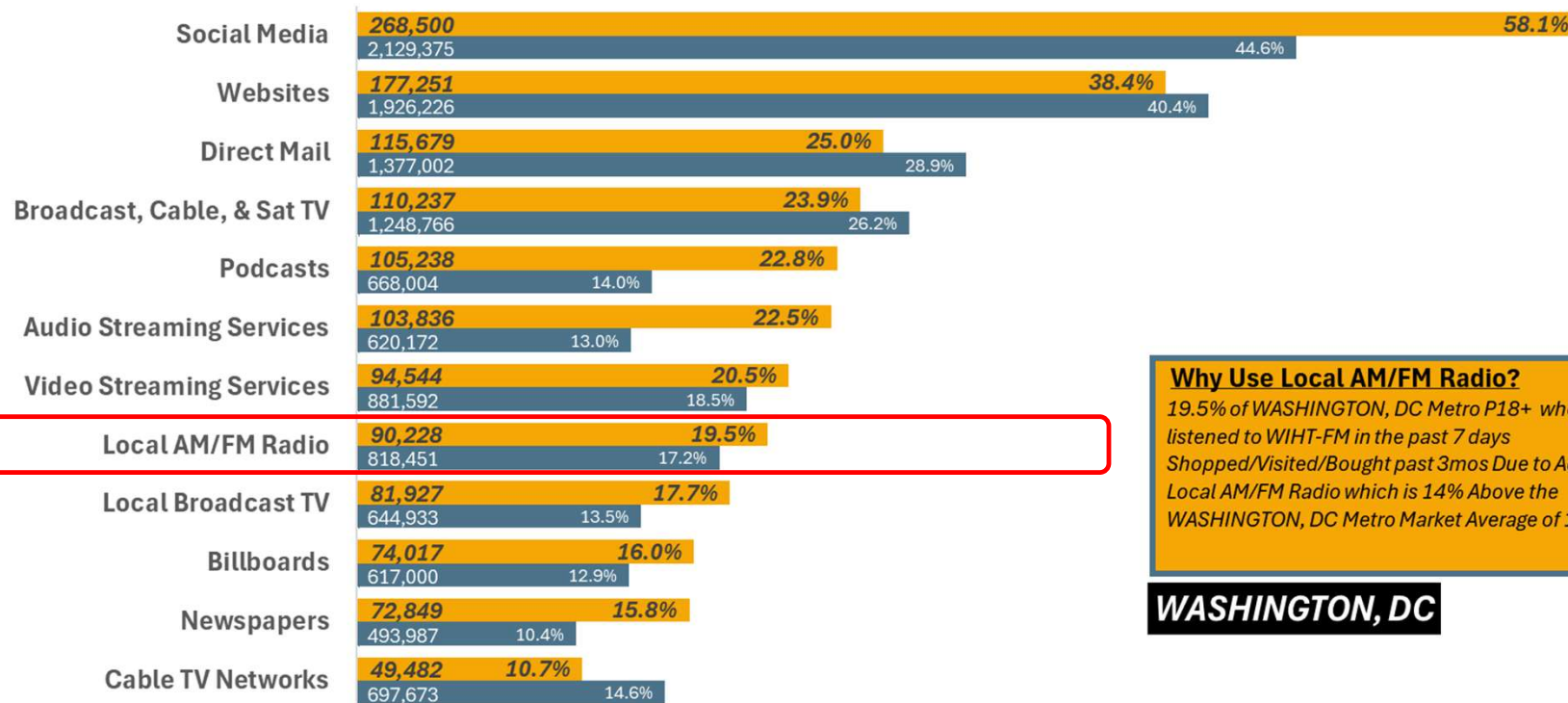
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Radio Stations: WBIG-FM



## "Advertising Actions"

P18+ who listened to WIHT-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

19.5% of WASHINGTON, DC Metro P18+ who listened to WIHT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the WASHINGTON, DC Metro Market Average of 17.2%.

**WASHINGTON, DC**

■ P18+ who listened to WIHT-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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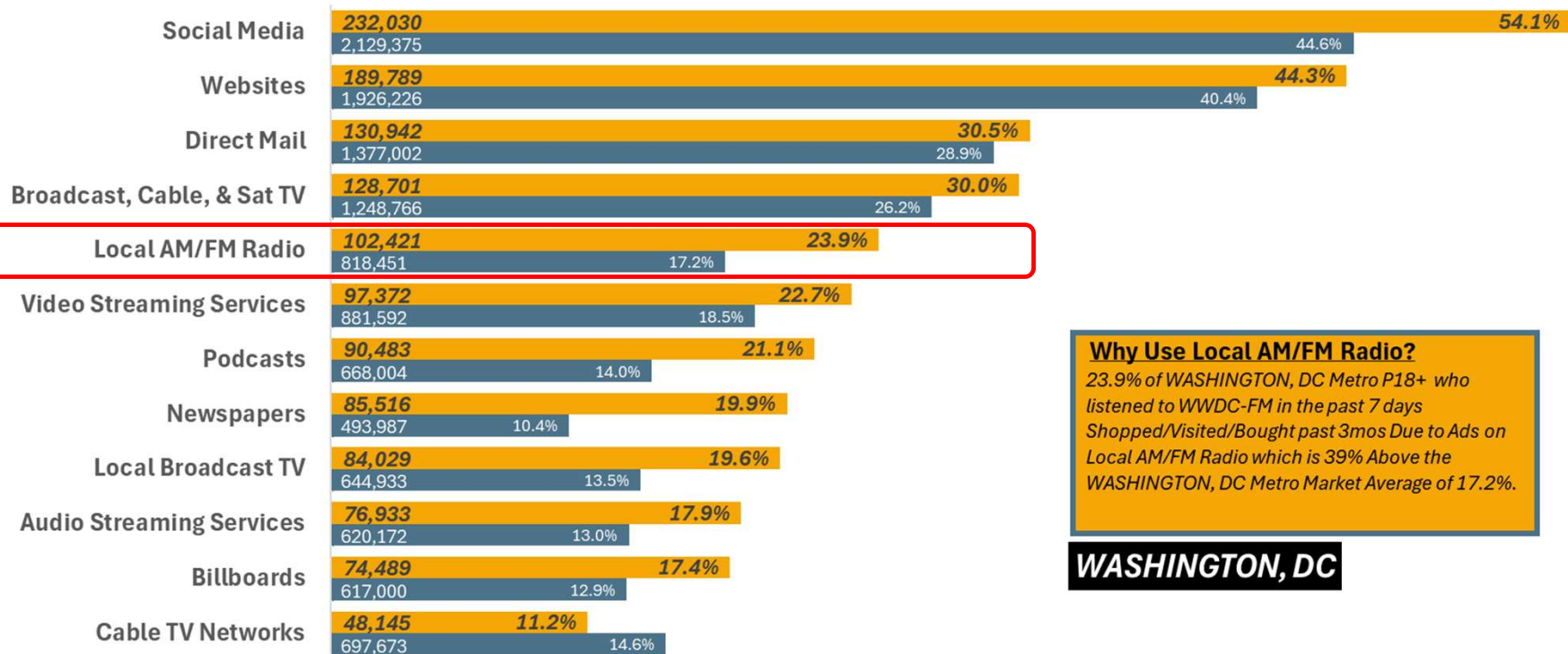
Radio Stations: WIHT-FM





## "Advertising Actions"

P18+ who listened to WWDC-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

23.9% of WASHINGTON, DC Metro P18+ who listened to WWDC-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 39% Above the WASHINGTON, DC Metro Market Average of 17.2%.

WASHINGTON, DC

■ P18+ who listened to WWDC-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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Radio Stations: WWDC-FM