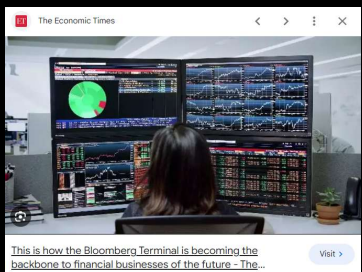


**USA+4 DMAs – P18+ who Used Any Device in the past 30 days to Download PAID MUSIC!**

# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC as of February 28, 2026.**



 Apple Inc. **Vanguard® BlackRock®**

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

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



# SHAZAM



## P18+





11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC.  
Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 43.9 years old  
(10.1% younger than average) and have a \$108,493 (5.4% lower than average) annual household income.

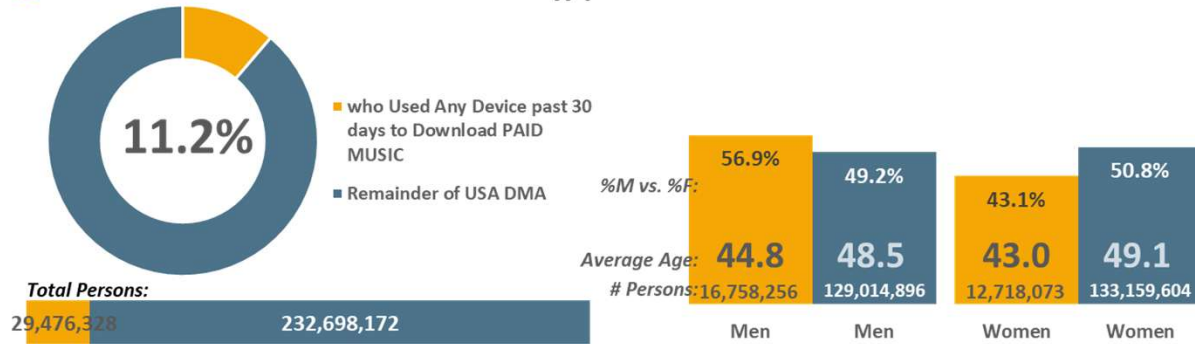


Percent of Market: Adults 18 or older

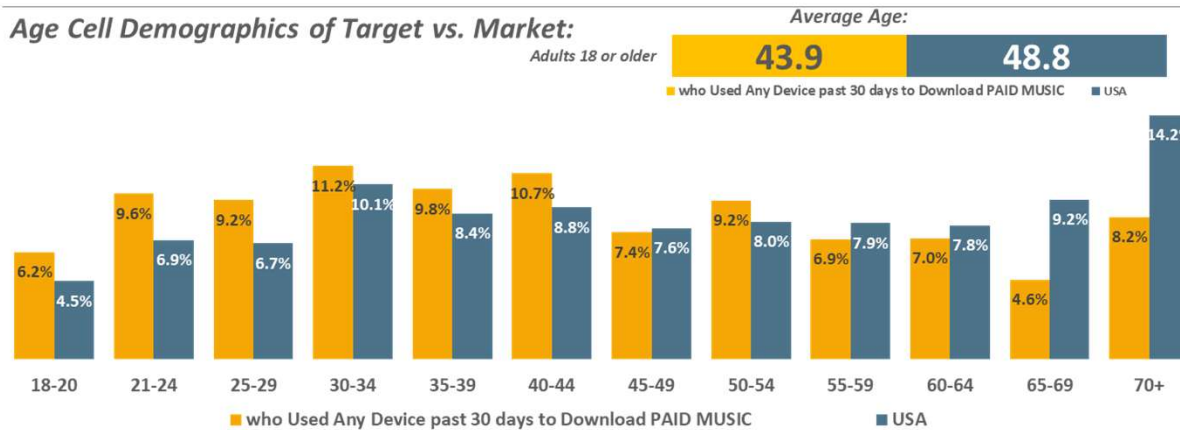


Gender of Target vs. Market: Adults 18 or older

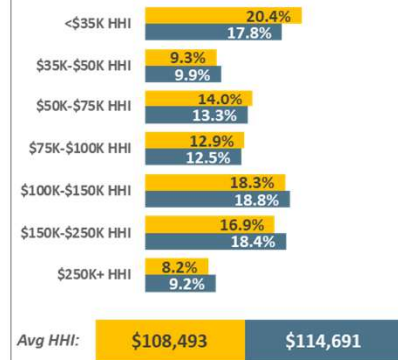
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music





10.9% or 820,909 of CHI DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 43.1 years old (10.8% younger than average) and have a \$87,663 (18.4% lower 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 Used Any Device past 30 days to Download PAID MUSIC  
■ Remainder of CHI DMA

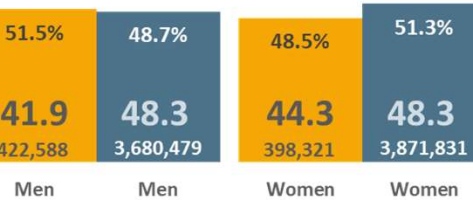
Total Persons:

820,909 6,731,401

%M vs. %F:

Average Age:

# Persons:



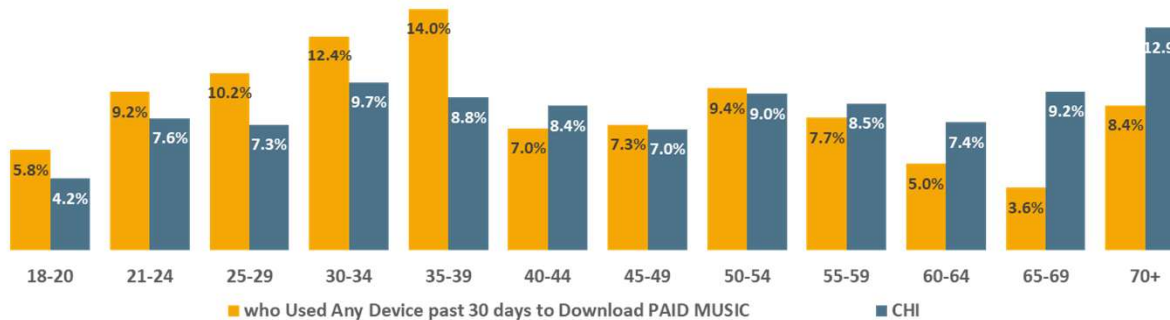
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



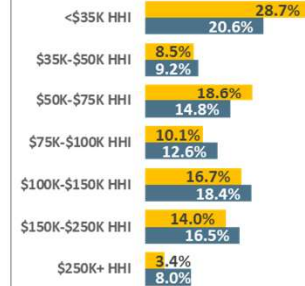
■ who Used Any Device past 30 days to Download PAID MUSIC ■ CHI



■ who Used Any Device past 30 days to Download PAID MUSIC

■ CHI

HHI of Target vs. Market:



Avg HHI: \$87,663 \$107,489



12.4% or 708,329 of WDC DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 42.1 years old (12.1% younger than average) and have a \$139,951 (2.1% higher than average) annual household income.

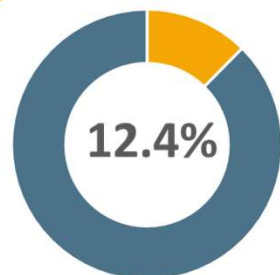


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used Any Device past 30 days to Download PAID MUSIC  
■ Remainder of WDC DMA

Total Persons:

708,329 5,006,398

%M vs. %F:

Average Age:

# Persons:

54.5%

42.9

385,923

48.8%

47.8

2,790,018

45.5%

41.4

322,406

51.2%

48.1

2,924,709

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

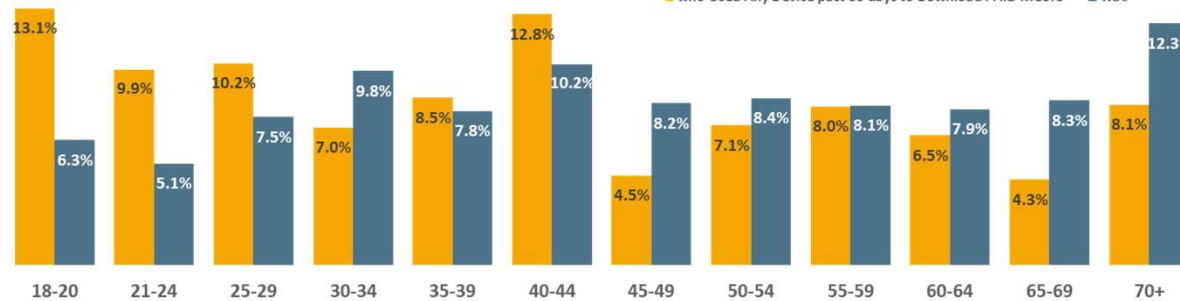
Average Age:

Adults 18 or older

42.1

47.9

■ who Used Any Device past 30 days to Download PAID MUSIC ■ WDC

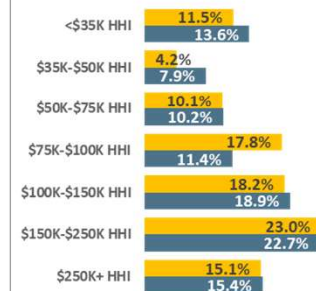


■ who Used Any Device past 30 days to Download PAID MUSIC

■ WDC



HHI of Target vs. Market:



Avg HHI:

\$139,951

\$137,019



11.5% or 522,339 of SEA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 46.4 years old (4.4% younger than average) and have a \$122,737 (1.7% lower than average) annual household income.

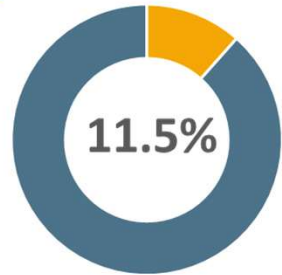


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used Any Device past 30 days to Download PAID MUSIC  
■ Remainder of SEA DMA

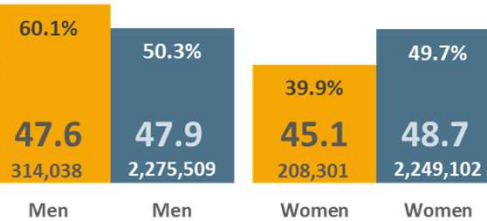
Total Persons:

522,339 4,002,272

%M vs. %F:

Average Age:

# Persons:



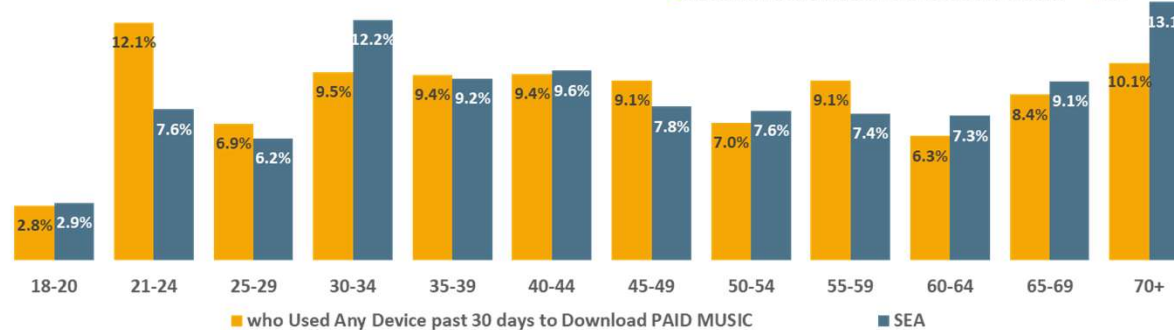
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

46.4 48.3

■ who Used Any Device past 30 days to Download PAID MUSIC ■ SEA

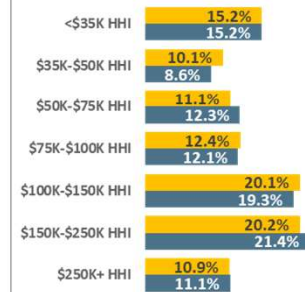


■ who Used Any Device past 30 days to Download PAID MUSIC

■ SEA



HHI of Target vs. Market:



Avg HHI:

\$122,737

\$124,869



10.9% or 523,036 of PHX DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC.  
Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 45.4 years old  
(7.3% younger than average) and have a \$94,883 (11.4% lower than average) annual household income.

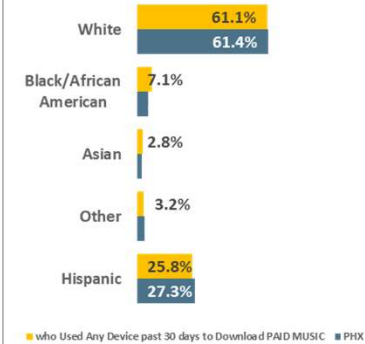
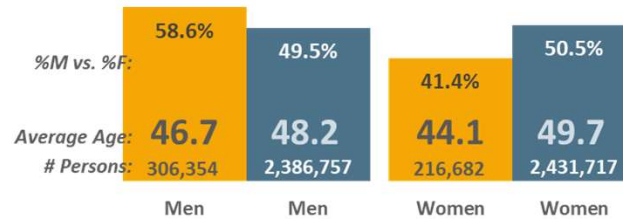
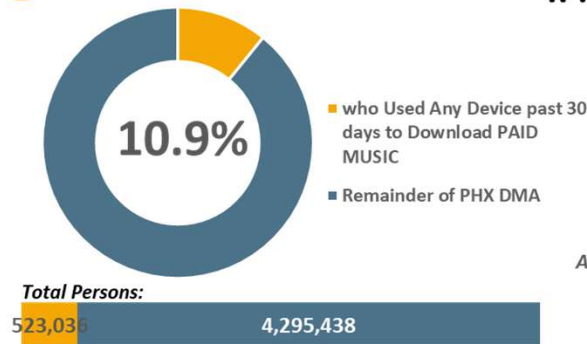


Percent of Market: Adults 18 or older

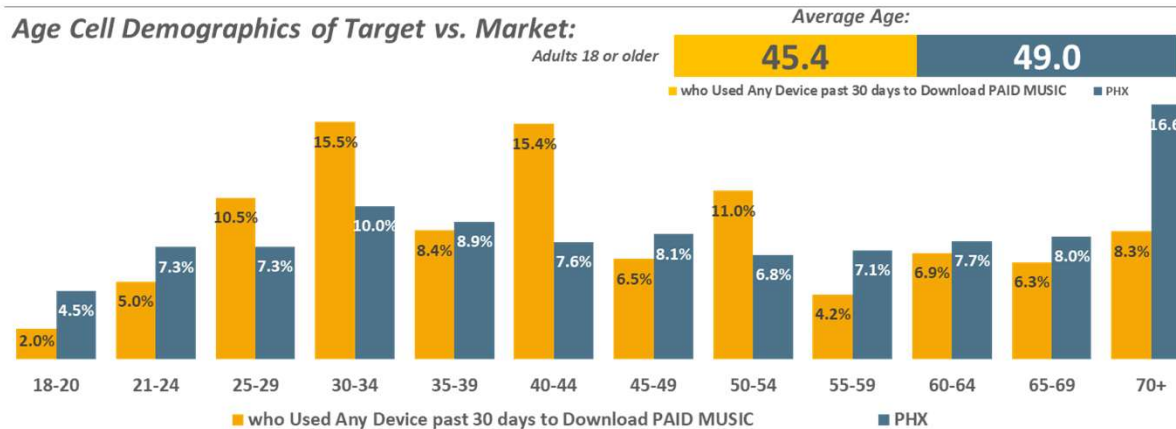


Gender of Target vs. Market: Adults 18 or older

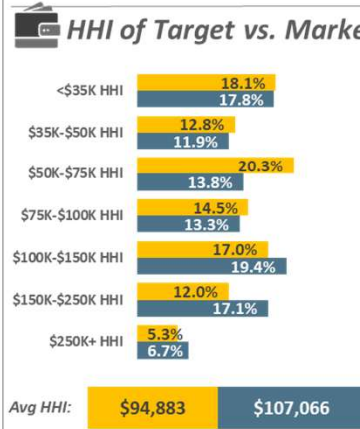
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 265  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

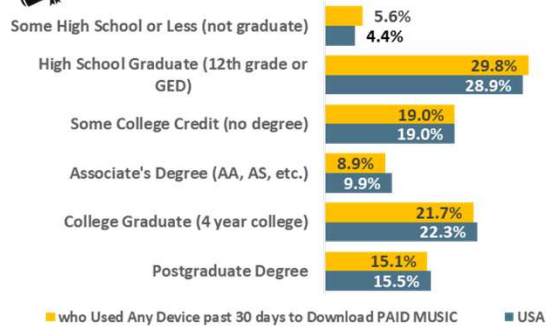




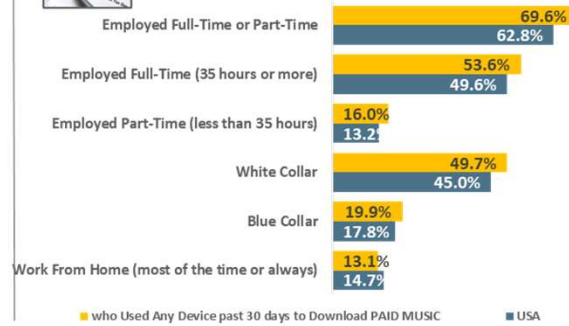
11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 2.7% less likely to be a college graduate, 8.% more likely to work full-time, 5.8% less likely to be married, 2.3% more likely to be a parent of 1 or more children under 18.



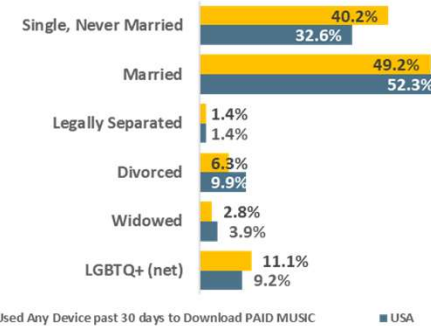
### Education Levels: Adults 18 or older



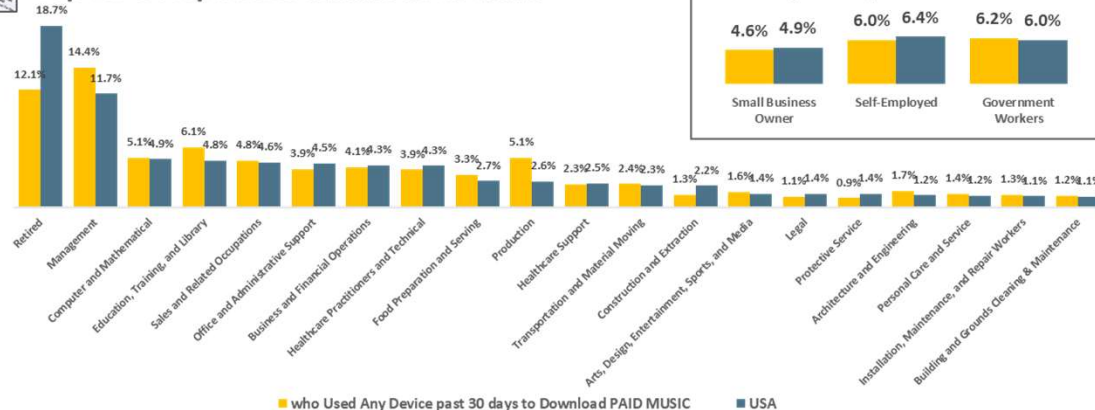
### Employment: Adults 18 or older



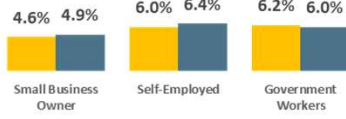
### Marital Status: Adults 18 or older



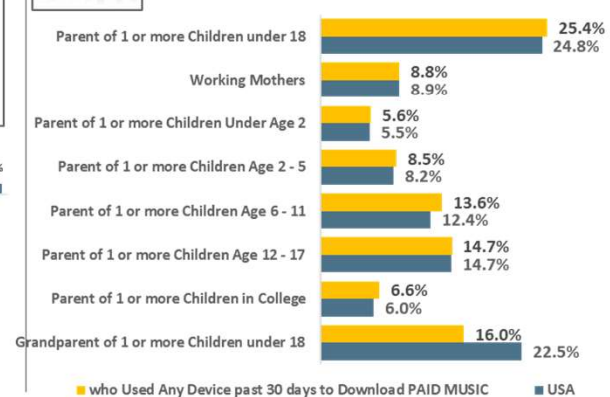
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

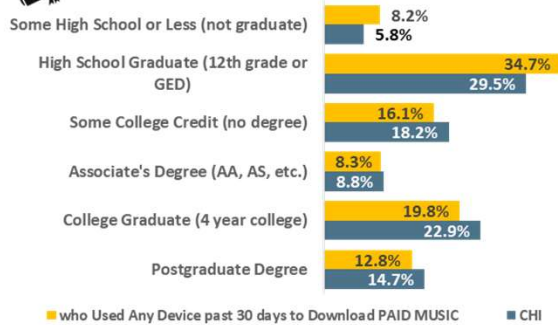
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



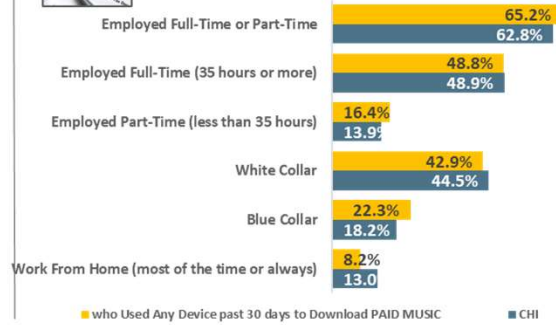
10.9% or 820,909 of CHI DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 13.2% less likely to be a college graduate, .3% less likely to work full-time, 15.% less likely to be married, 2.7% less likely to be a parent of 1 or more children under 18.



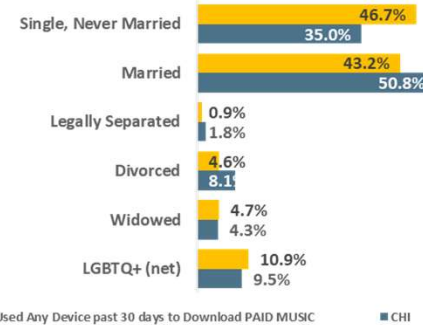
### Education Levels: Adults 18 or older



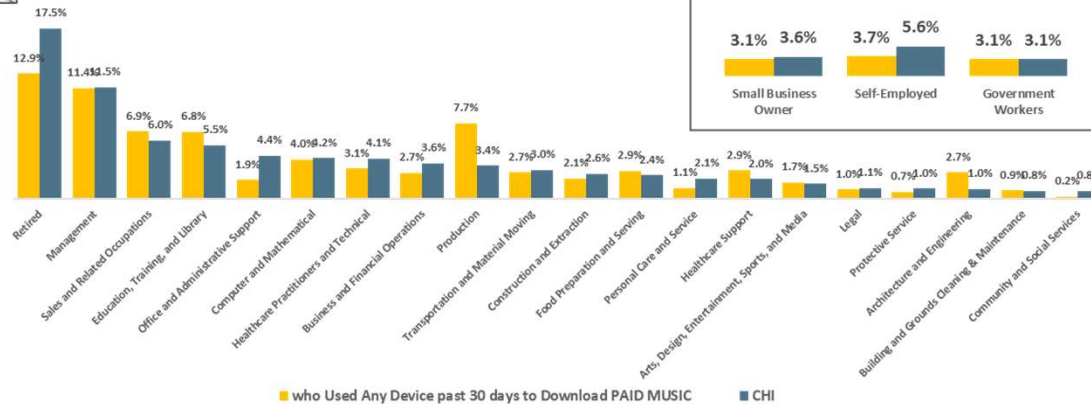
### Employment: Adults 18 or older



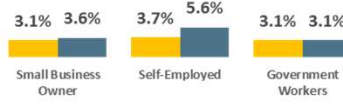
### Marital Status: Adults 18 or older



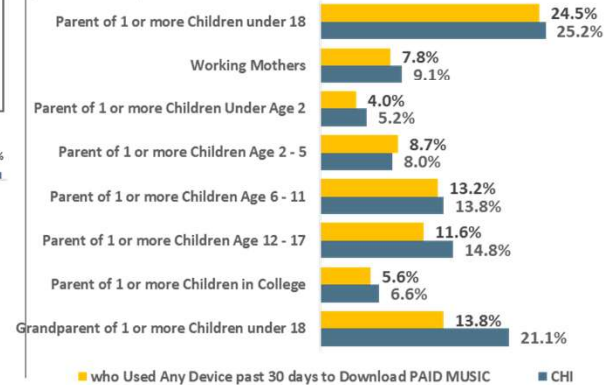
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

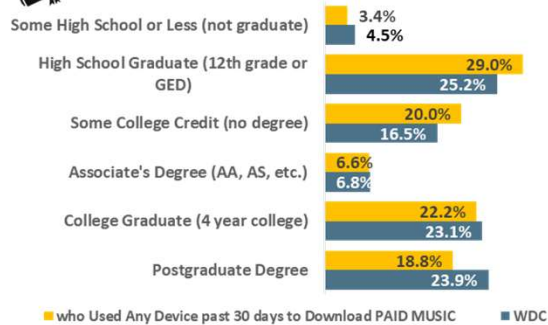




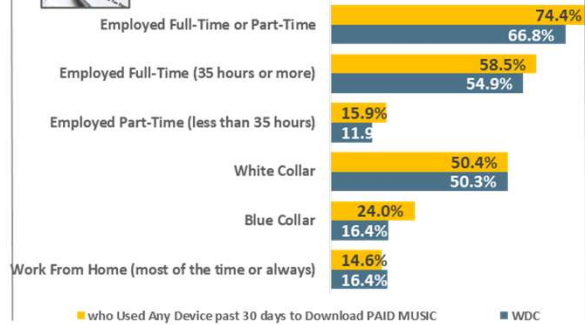
12.4% or 708,329 of WDC DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 12.9% less likely to be a college graduate, 6.6% more likely to work full-time, 5.2% less likely to be married, 13.2% less likely to be a parent of 1 or more children under 18.



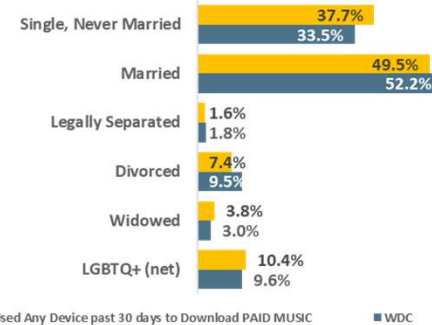
### Education Levels: Adults 18 or older



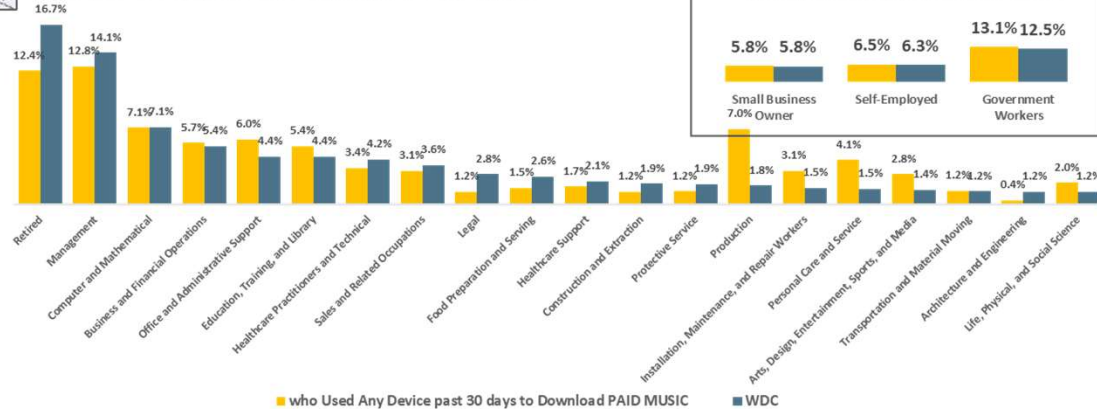
### Employment: Adults 18 or older



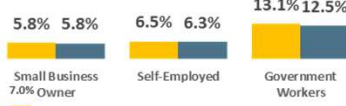
### Marital Status: Adults 18 or older



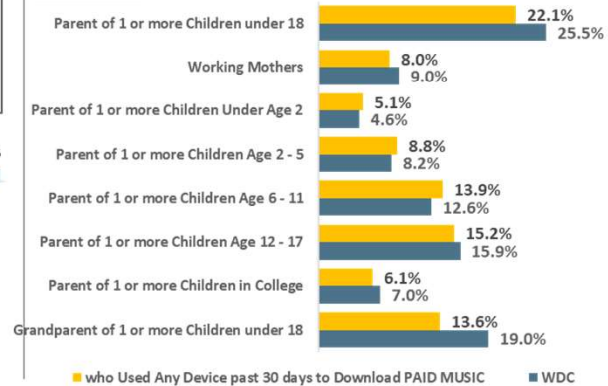
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

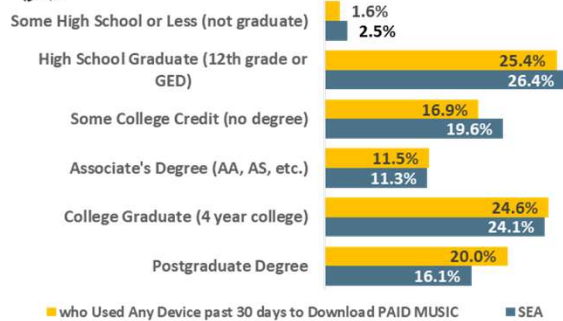




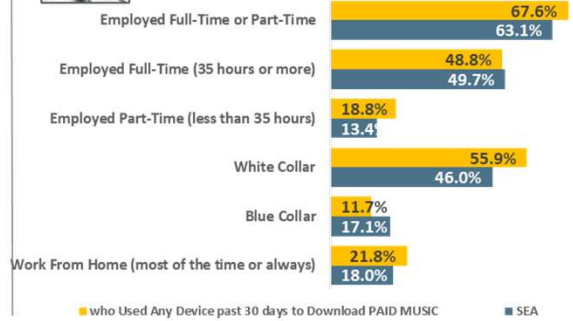


11.5% or 522,339 of SEA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 10.8% more likely to be a college graduate, 1.8% less likely to work full-time, 3.8% more likely to be married, 6.9% more likely to be a parent of 1 or more children under 18.

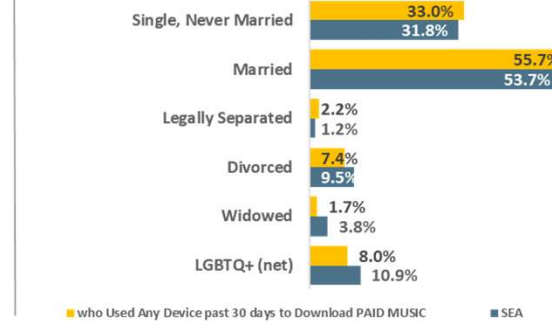
## Education Levels: Adults 18 or older



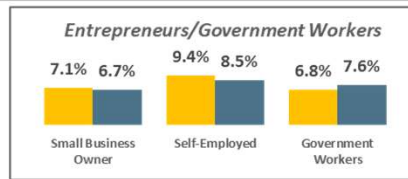
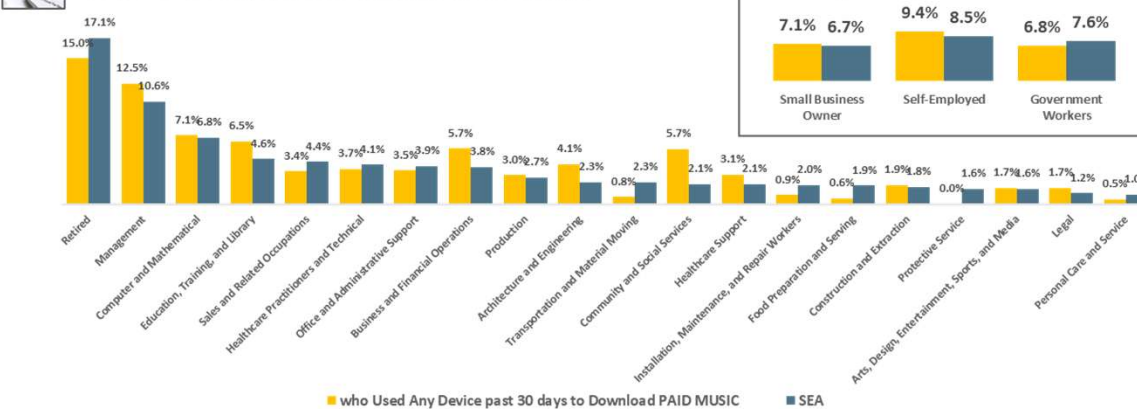
## Employment: Adults 18 or older



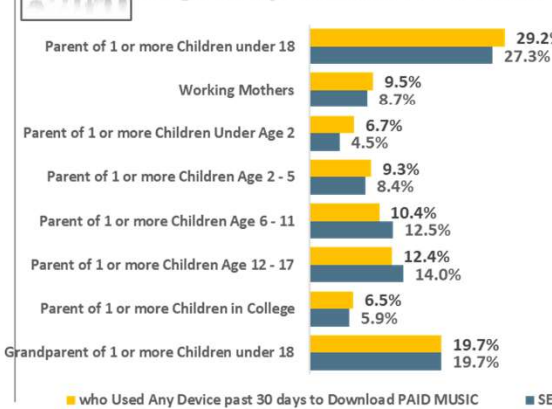
## Marital Status: Adults 18 or older



## Top-20 Occupations: Adults 18 or older



## Stage in Life: Adults 18 or older



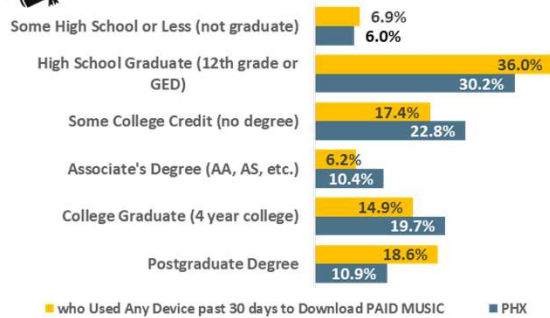




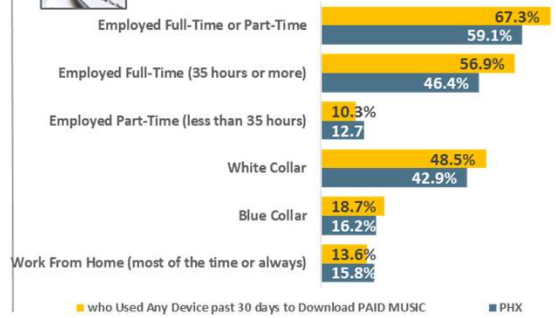
10.9% or 523,036 of PHX DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 9.4% more likely to be a college graduate, 22.6% more likely to work full-time, 5.6% more likely to be married, 6.3% more likely to be a parent of 1 or more children under 18.



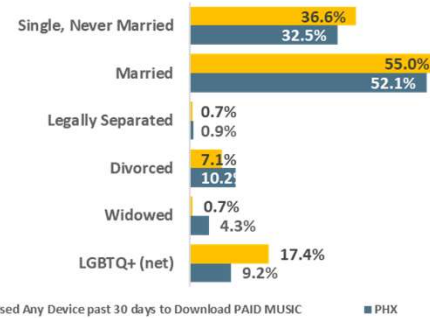
### Education Levels: Adults 18 or older



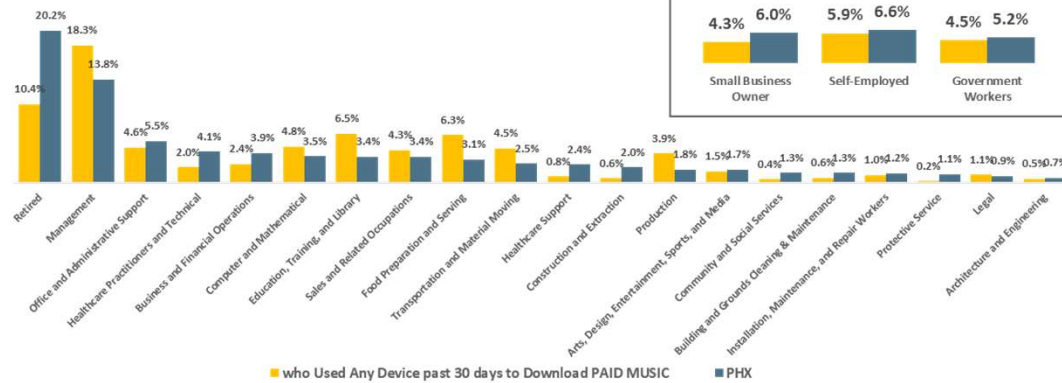
### Employment: Adults 18 or older



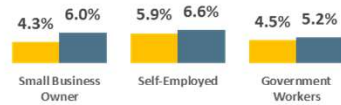
### Marital Status: Adults 18 or older



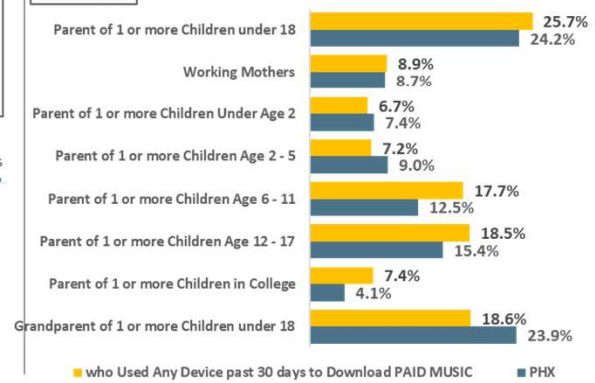
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



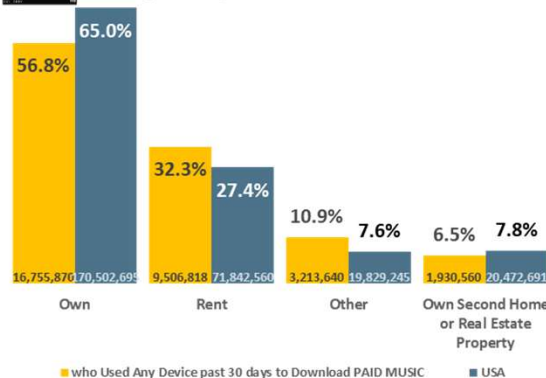
### Stage in Life: Adults 18 or older



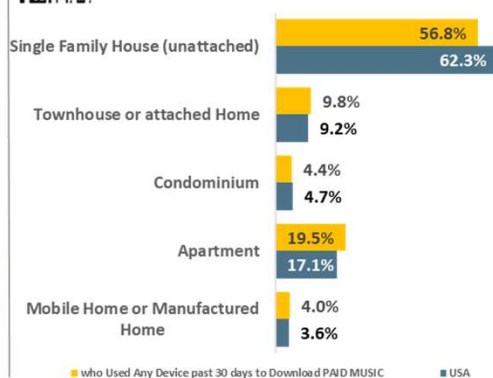


11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 12.6% less likely to own their home, .1% more likely to own a higher valued home, 8.8% less likely to have a single-family home, 2.7% less likely to have a dog.

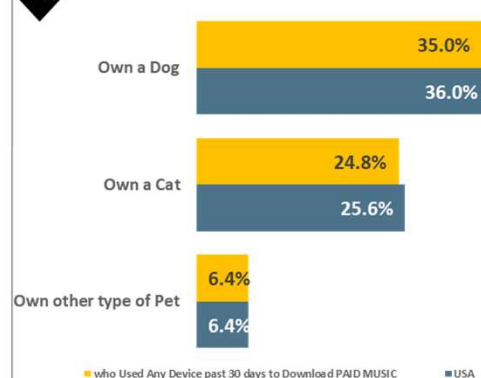
### Own/Rent/Other: Adults 18 or older



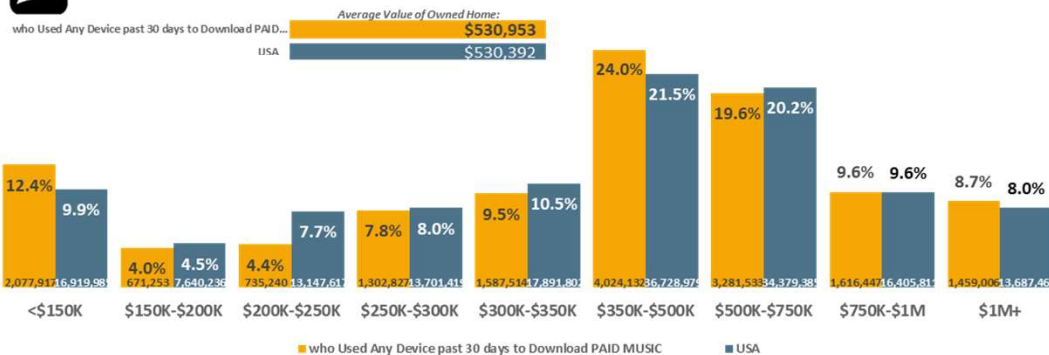
### Type of Home: Adults 18 or older



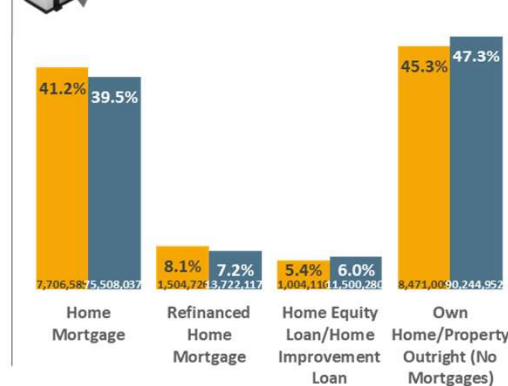
### Pets in Home: Adults 18 or older



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



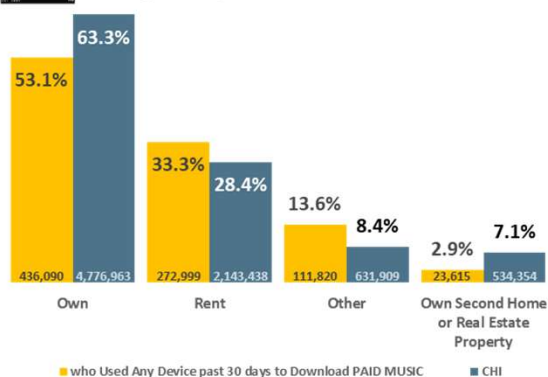
### Home Loans: Adults 18 or older



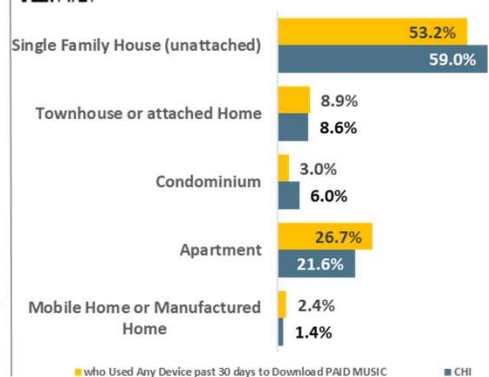


10.9% or 820,909 of CHI DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 16.% less likely to own their home, 8.1% more likely to own a lower valued home, 9.8% less likely to have a single-family home, 4.7% less likely to have a dog.

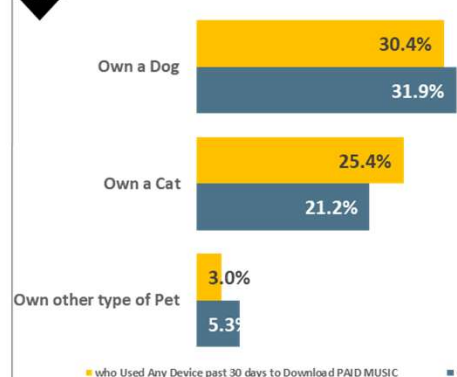
### Own/Rent/Other: Adults 18 or older



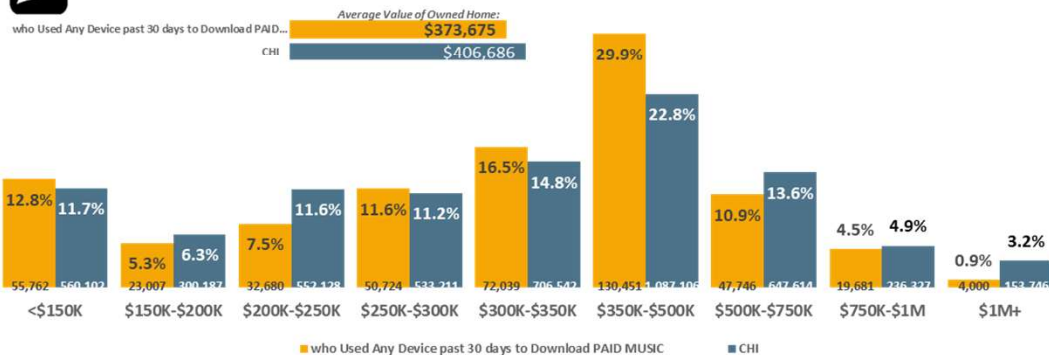
### Type of Home: Adults 18 or older



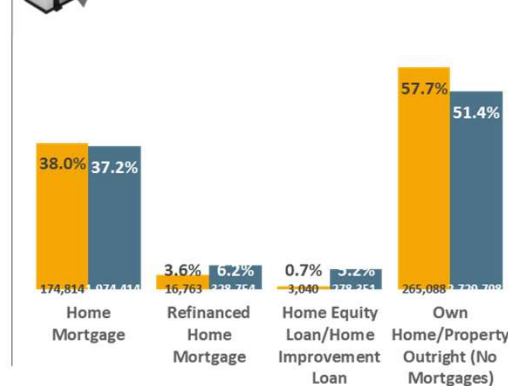
### Pets in Home: Adults 18 or older



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



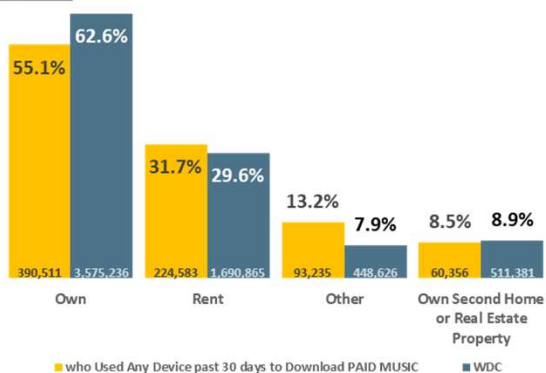
### Home Loans: Adults 18 or older



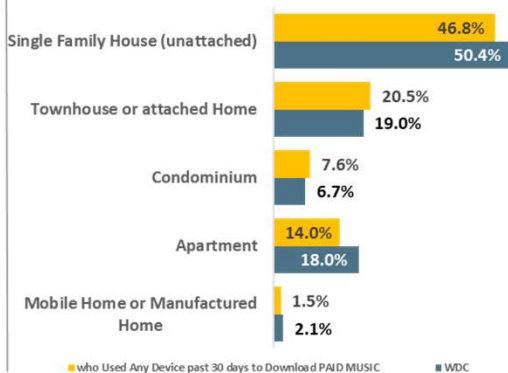


12.4% or 708,329 of WDC DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 11.9% less likely to own their home, 6.4% more likely to own a lower valued home, 7.1% less likely to have a single-family home, 7.8% more likely to have a dog.

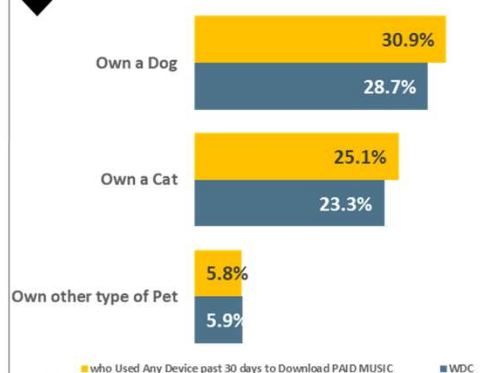
### Own/Rent/Other: Adults 18 or older



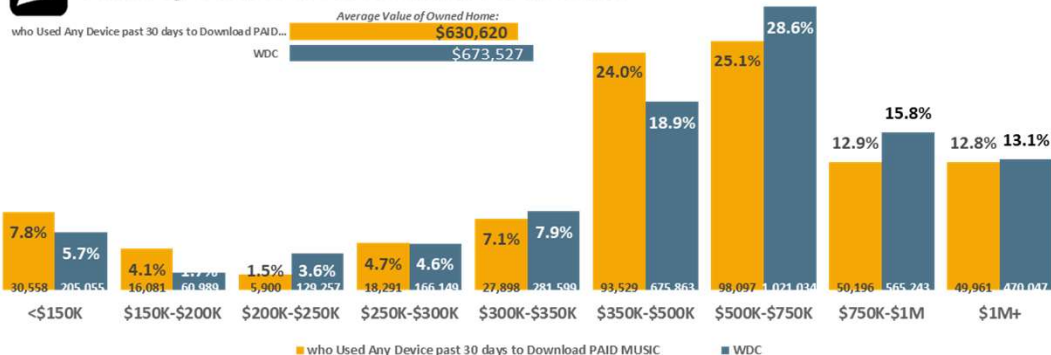
### Type of Home: Adults 18 or older



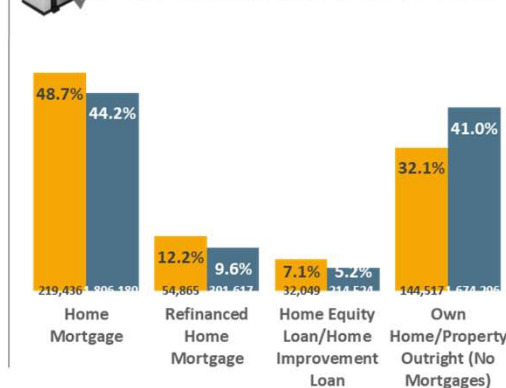
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

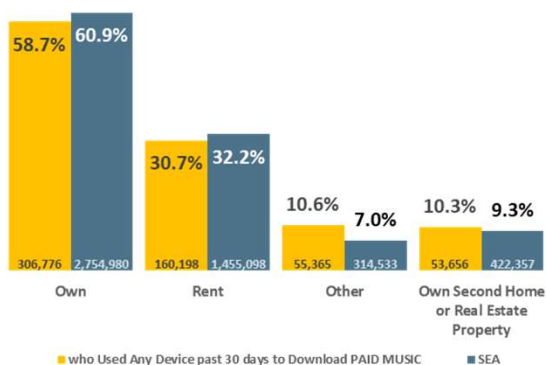




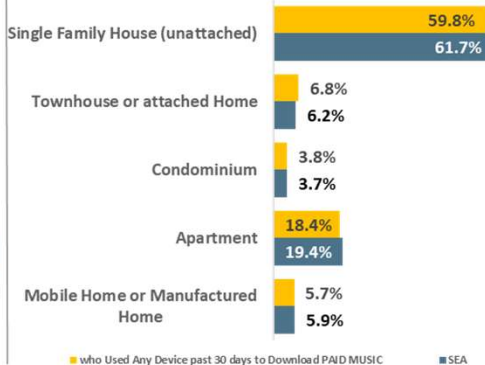


11.5% or 522,339 of SEA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 3.5% less likely to own their home, 4.3% more likely to own a higher valued home, 3.1% less likely to have a single-family home, 20.3% less likely to have a dog.

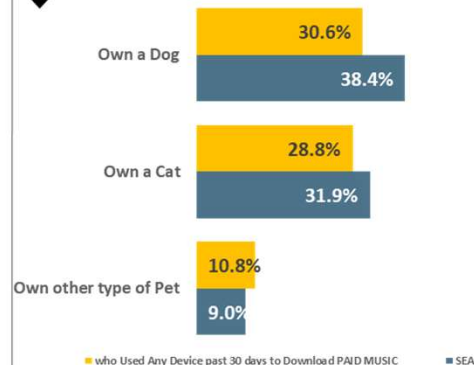
### Own/Rent/Other: Adults 18 or older



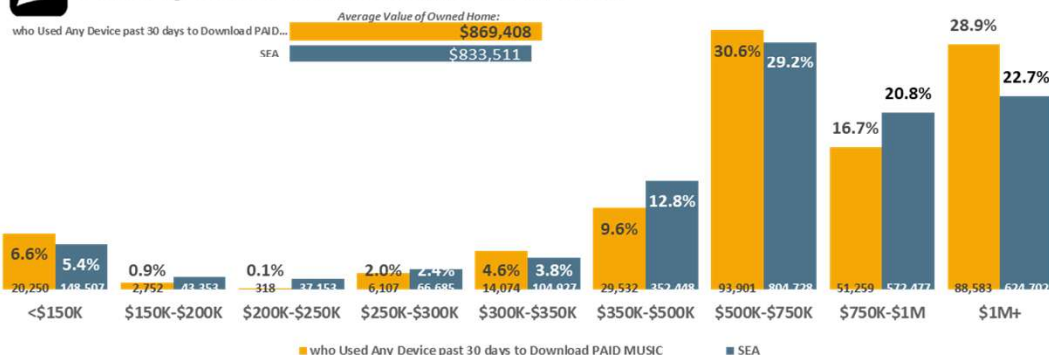
### Type of Home: Adults 18 or older



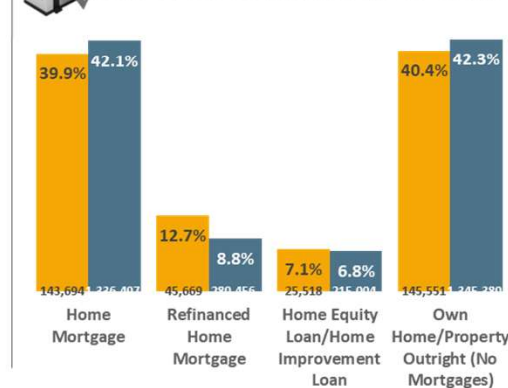
### Pets in Home: Adults 18 or older



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



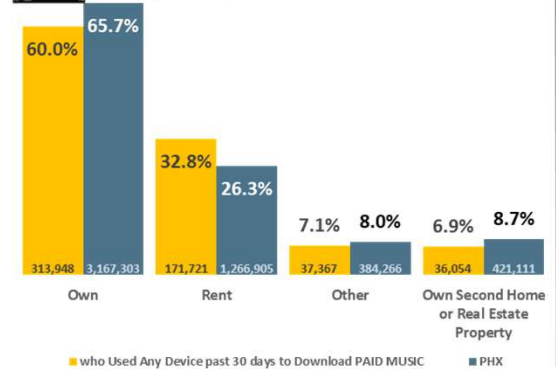
### Home Loans: Adults 18 or older



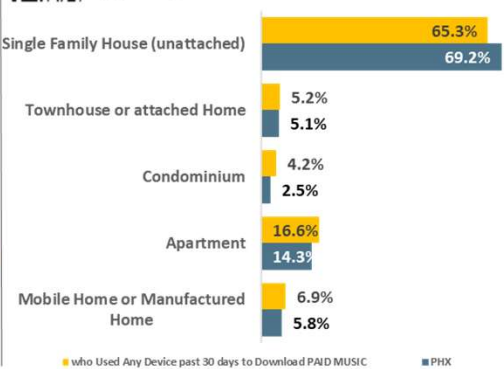


10.9% or 523,036 of PHX DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 8.7% less likely to own their home, 8.5% more likely to own a lower valued home, 5.7% less likely to have a single-family home, 5.5% less likely to have a dog.

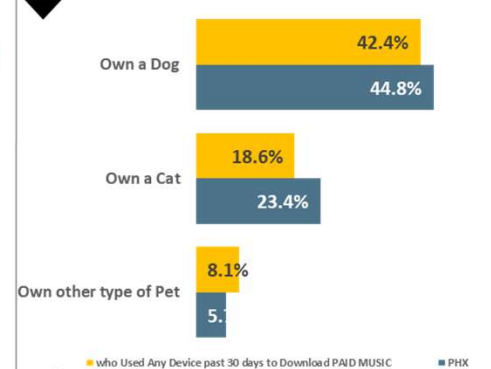
### Own/Rent/Other: Adults 18 or older



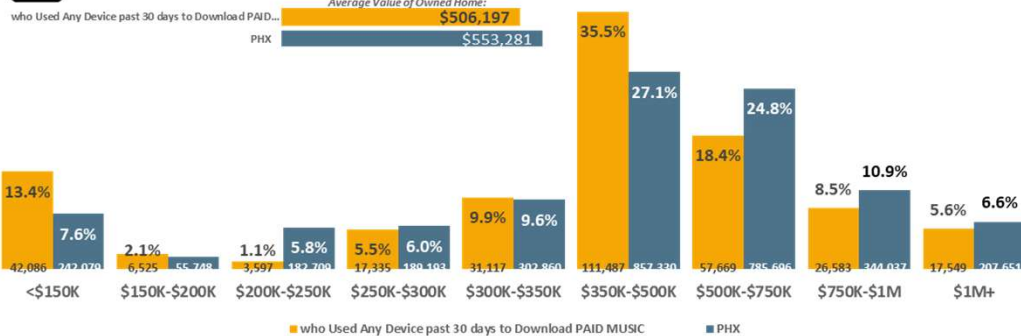
### Type of Home: Adults 18 or older



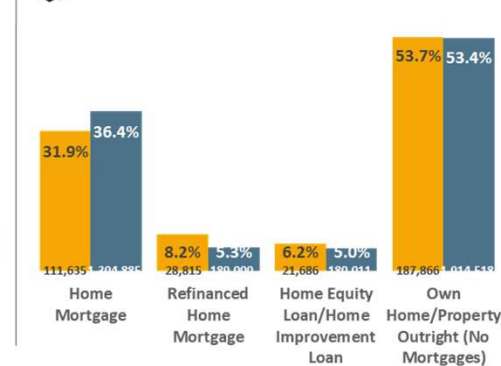
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

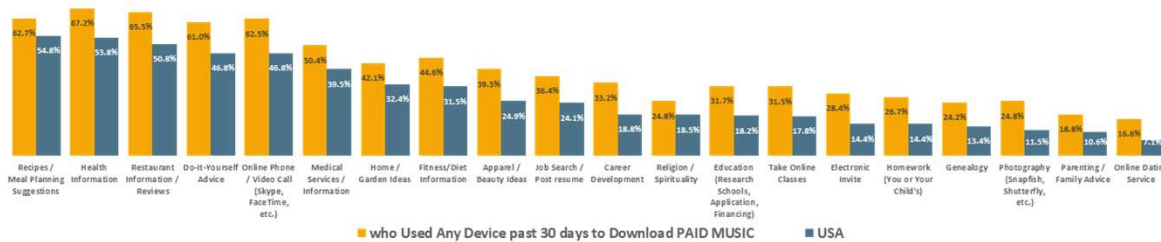




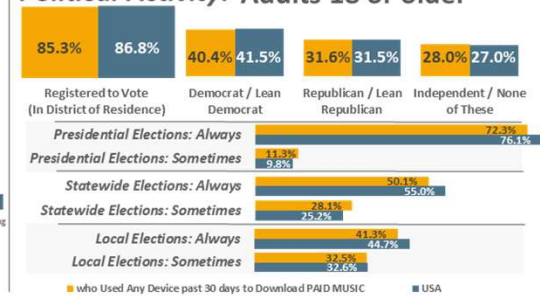
11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 30.2% more likely to look up D-I-Y advice online, 7.7% less likely to always vote in local elections, .9% less likely to belong to a gym, 4.4% more likely to fly domestic past



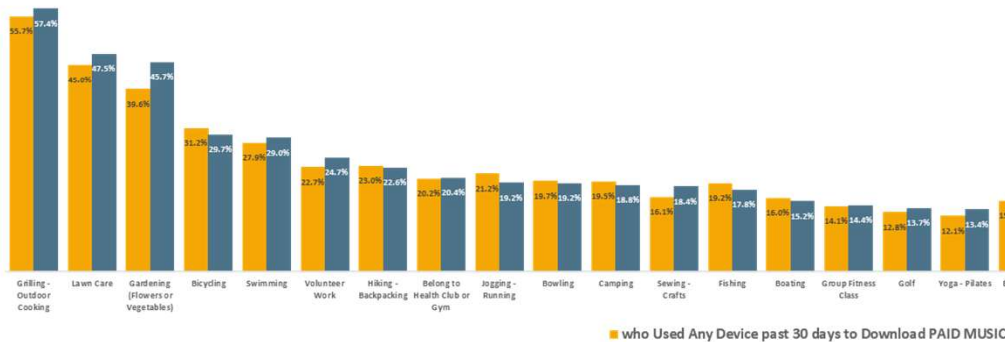
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



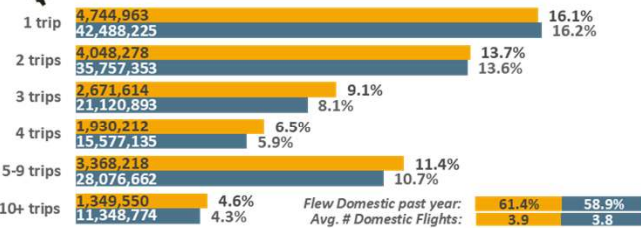
### Political Activity: Adults 18 or older



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



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

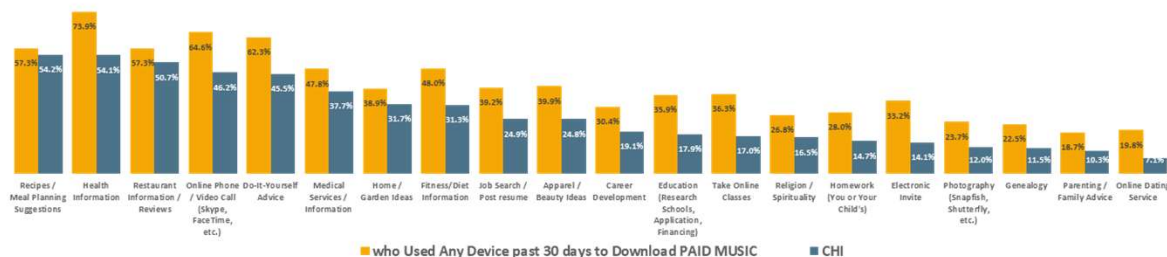




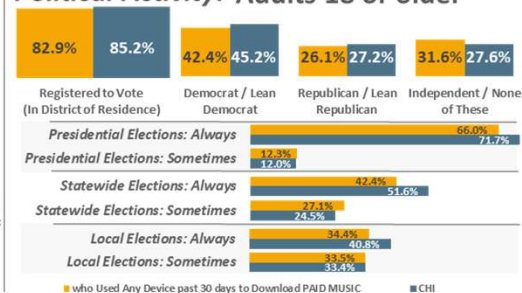
10.9% or 820,909 of CHI DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 36.8% more likely to look up D-I-Y advice online, 15.6% less likely to always vote in local elections, 8.6% less likely to belong to a gym, 3.8% less likely to fly domestic pas



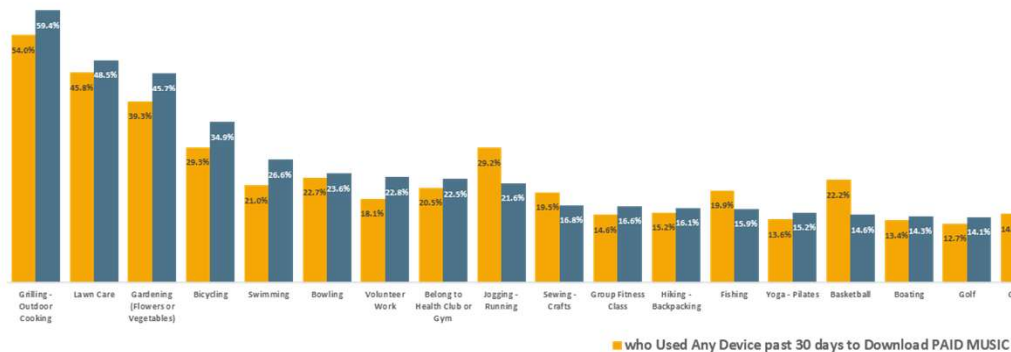
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



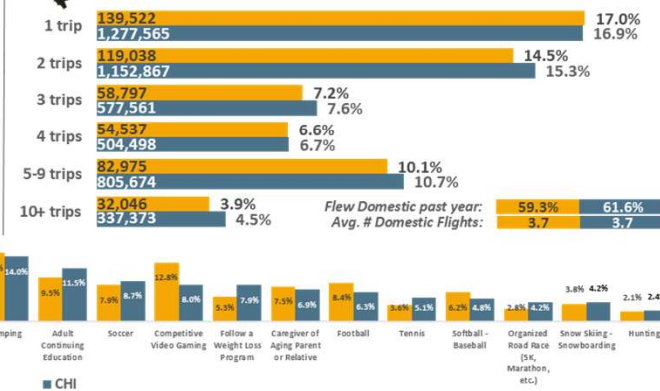
### Political Activity: Adults 18 or older



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



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



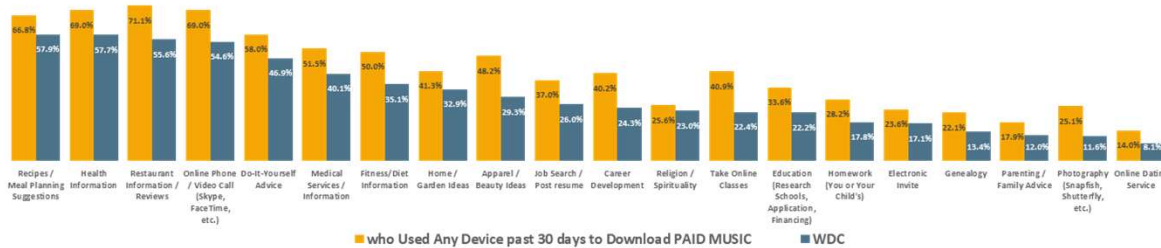




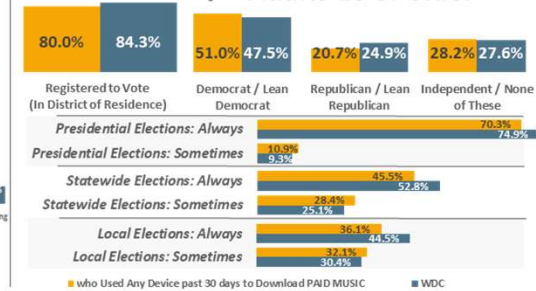
12.4% or 708,329 of WDC DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 23.5% more likely to look up D-I-Y advice online, 18.8% less likely to always vote in local elections, 22.5% more likely to belong to a gym, 6.7% more likely to fly domestic pa



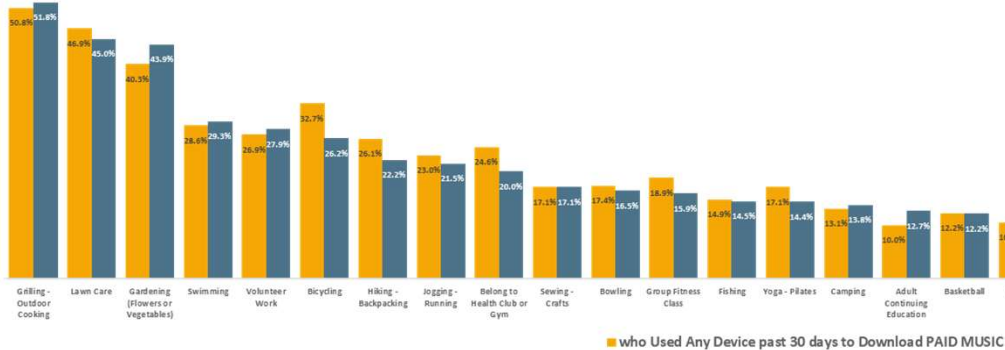
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



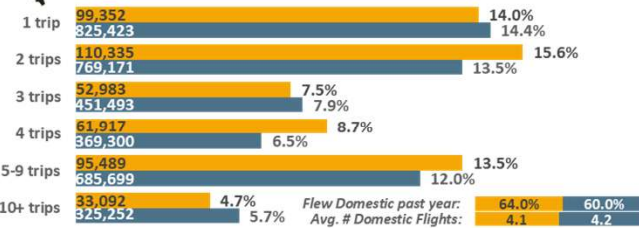
### Political Activity: Adults 18 or older



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



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

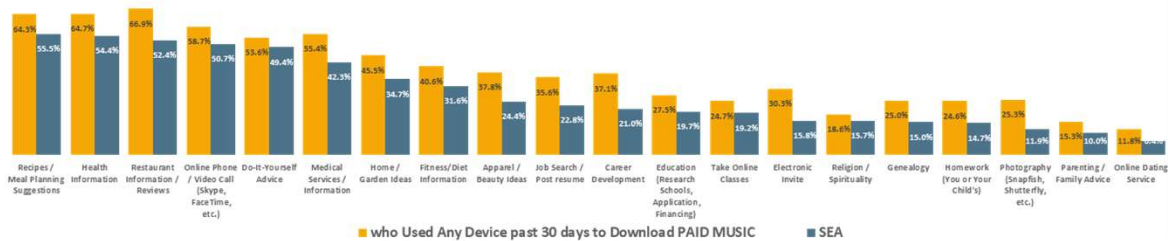




11.5% or 522,339 of SEA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 8.6% more likely to look up D-I-Y advice online, 7.% less likely to always vote in local elections, 12.1% less likely to belong to a gym, 2.5% more likely to fly domestic past



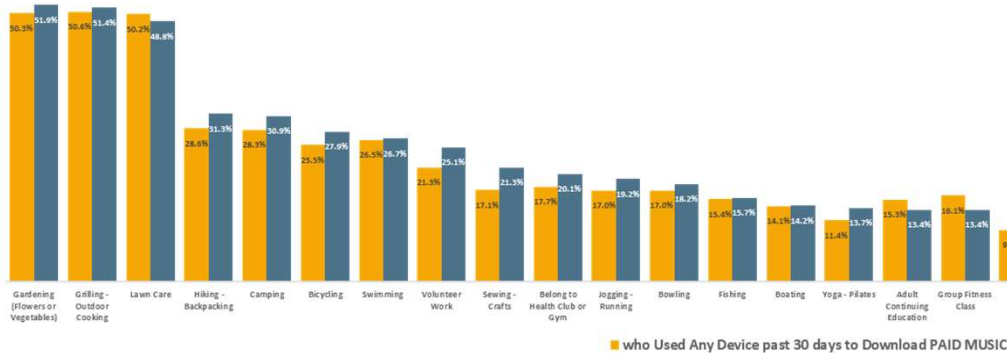
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Used Any Device past 30 days to Download PAID MUSIC SEA

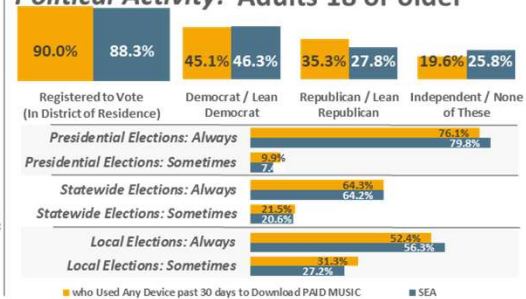


### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



who Used Any Device past 30 days to Download PAID MUSIC SEA

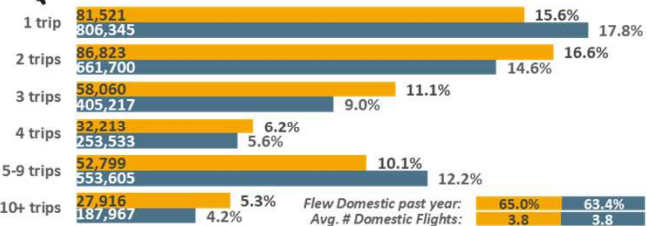
### Political Activity: Adults 18 or older



who Used Any Device past 30 days to Download PAID MUSIC SEA



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



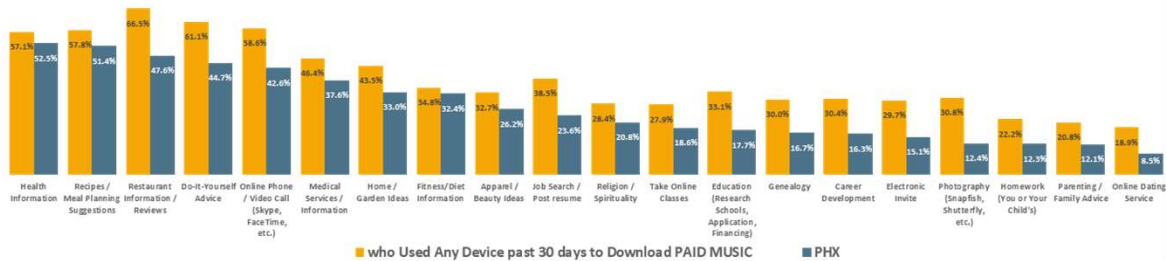
Flew Domestic past year: 65.0% SEA, 63.4% DMA  
Avg. # Domestic Flights: 3.8 SEA, 3.8 DMA



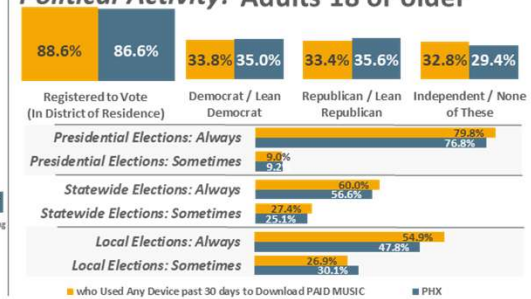
10.9% or 523,036 of PHX DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 36.7% more likely to look up D-I-Y advice online, 14.7% more likely to always vote in local elections, 11.3% less likely to belong to a gym, 5.2% more likely to fly domestic pa



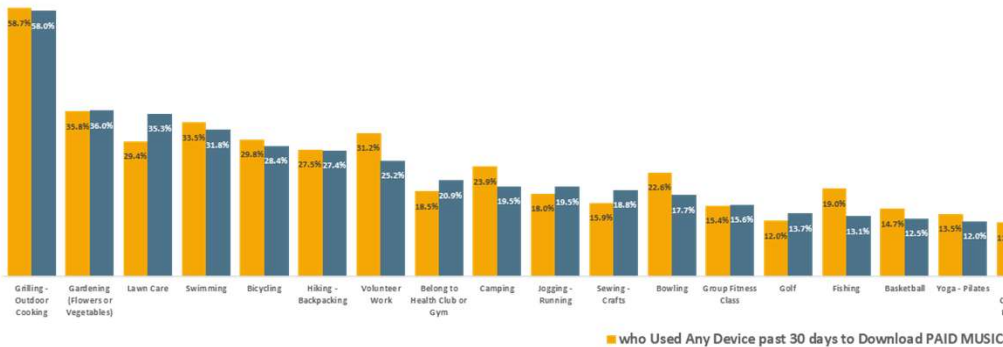
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



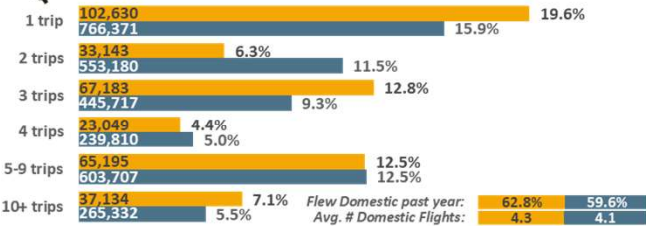
### Political Activity: Adults 18 or older



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



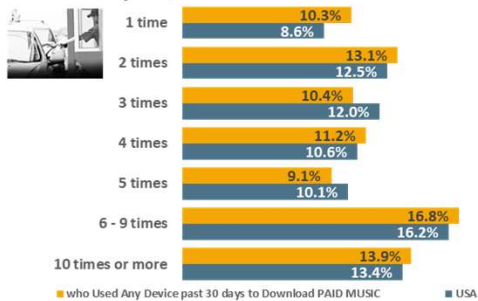
### Past 12-months Domestic Airline Trips: Adults 18 or older



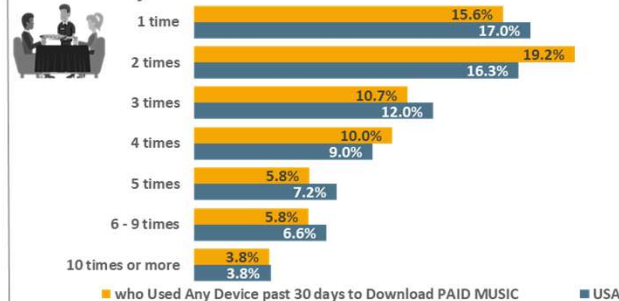


11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 1.5% more likely to use QSRs past mo., 1.7% less likely to use Sit-Down Restaurants past mo., 2.6% more likely to use Casinos past yr., 4.2% more likely to smoke cigarettes.

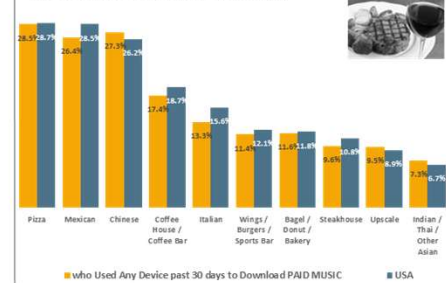
### Past 30-days QSR Users: Adults 18 or older



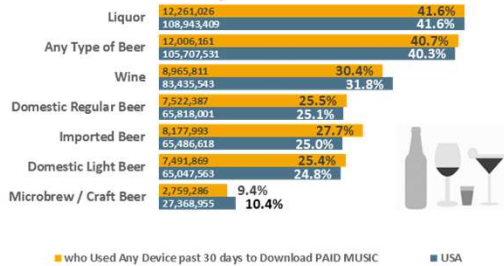
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



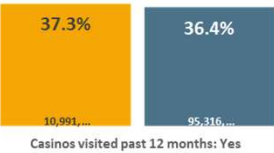
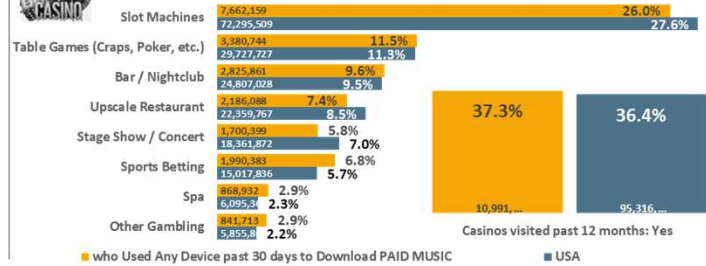
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



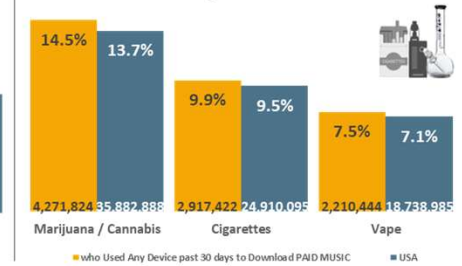
### Drank Past 30-days: Adults 18 or older



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



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

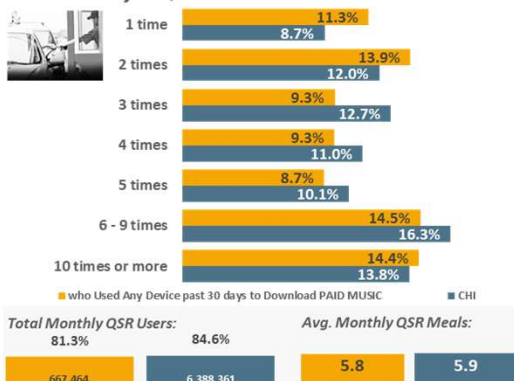




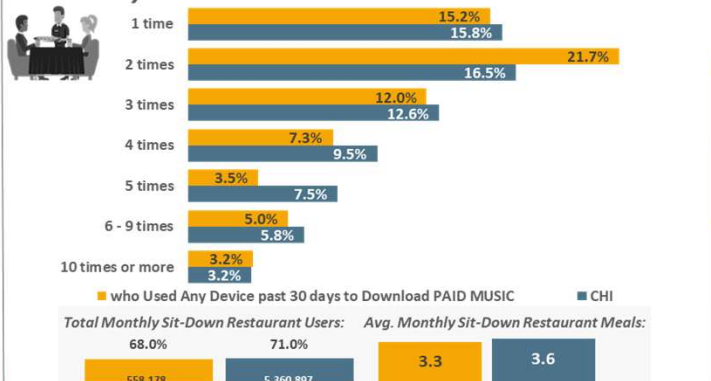


10.9% or 820,909 of CHI DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 3.9% less likely to use QSRs past mo., 4.2% less likely to use Sit-Down Restaurants past mo., 8.8% less likely to use Casinos past yr., 8% more likely to smoke cigarettes.

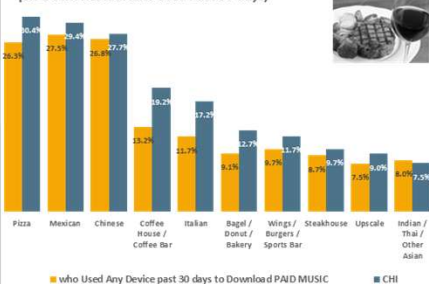
### Past 30-days QSR Users: Adults 18 or older



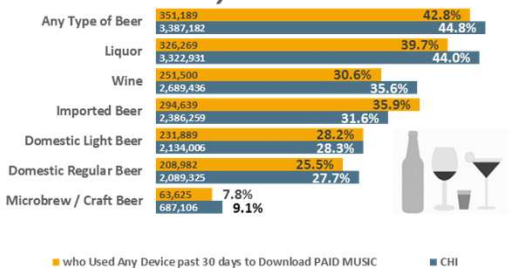
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



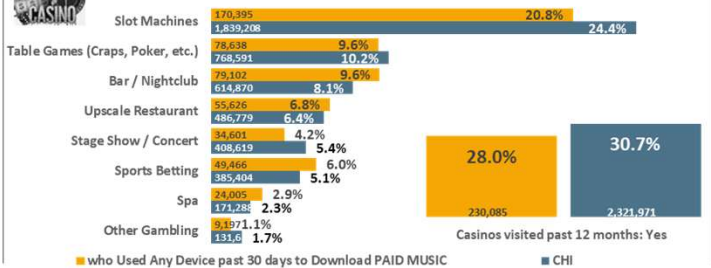
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



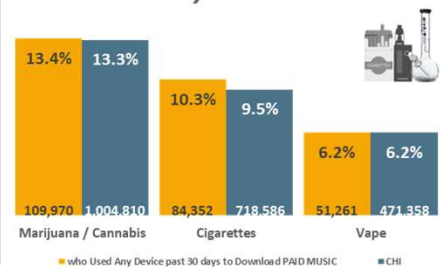
### Drank Past 30-days: Adults 18 or older



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



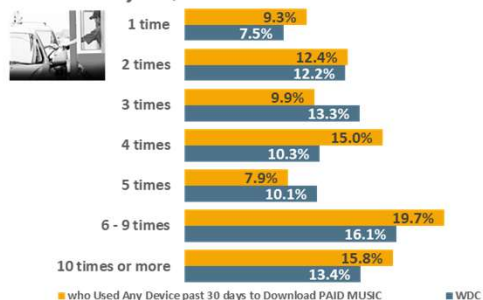
### Used Past 30-days: Adults 18 or older





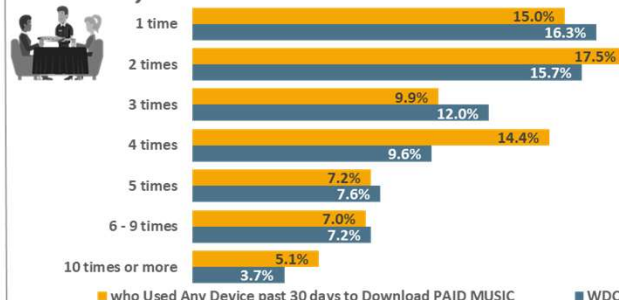
12.4% or 708,329 of WDC DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 8.6% more likely to use QSRs past mo., 5.7% more likely to use Sit-Down Restaurants past mo., 2.4% less likely to use Casinos past yr., 9.9% less likely to smoke cigarettes.

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



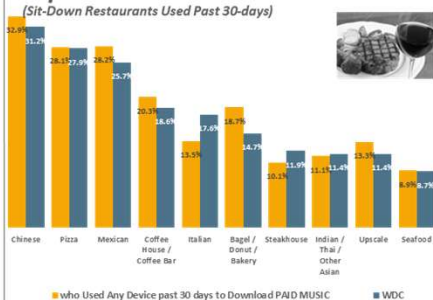
Total Monthly QSR Users: 90.0%  
 617,136 (DMA) vs 4,732,088 (WDC)  
 Avg. Monthly QSR Meals: 6.1 (DMA) vs 5.9 (WDC)

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



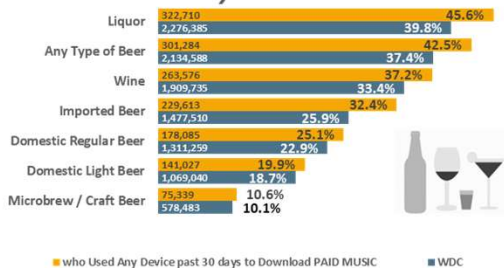
Total Monthly Sit-Down Restaurant Users: 76.2%  
 539,543 (DMA) vs 4,118,427 (WDC)  
 Avg. Monthly Sit-Down Restaurant Meals: 4.0 (DMA) vs 3.7 (WDC)

### Top-10 Cuisines: Adults 18 or older

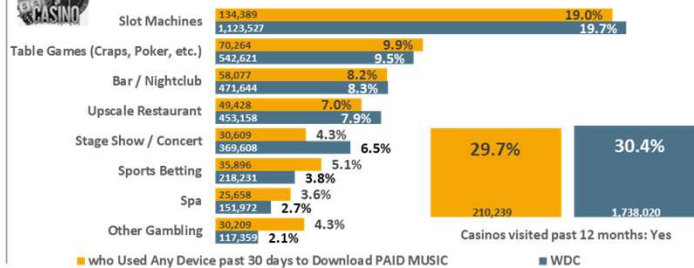


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 who Used Any Device past 30 days to Download PAID... 235,263 (DMA) vs 1,397,483 (WDC)  
 33.2% (DMA) vs 24.5% (WDC)

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

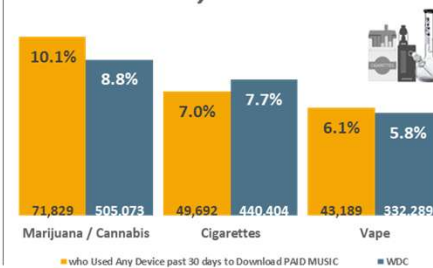


### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes  
 210,239 (DMA) vs 1,748,020 (WDC)  
 29.7% (DMA) vs 30.4% (WDC)

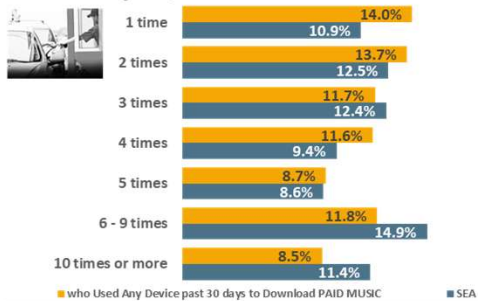
### Used Past 30-days: Adults 18 or older





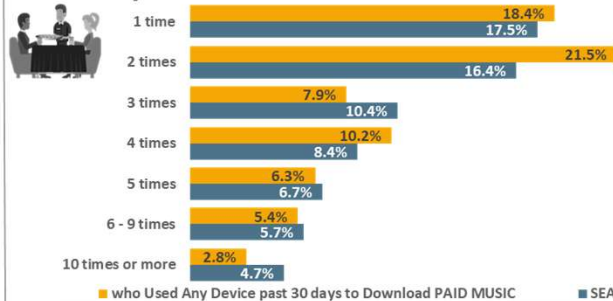
11.5% or 522,339 of SEA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are .% less likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., 2.5% more likely to use Casinos past yr., 37.% more likely to smoke cigarettes.

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



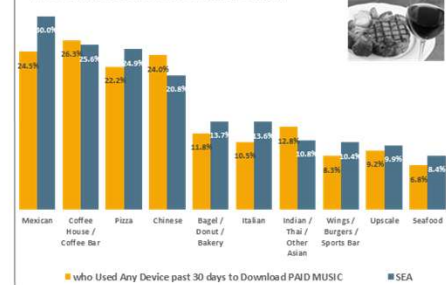
Total Monthly QSR Users: 80.1%  
Avg. Monthly QSR Meals: 4.8

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



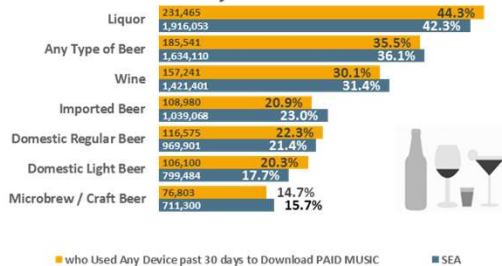
Total Monthly Sit-Down Restaurant Users: 72.4%  
Avg. Monthly Sit-Down Restaurant Meals: 3.3

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

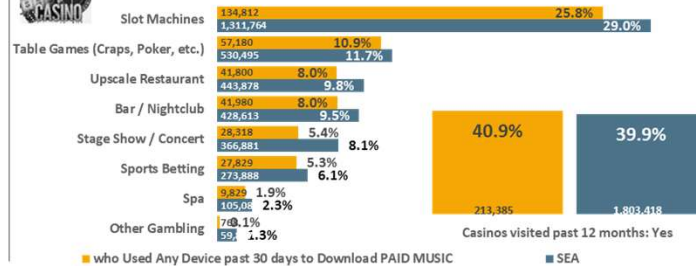


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)  
who Used Any Device past 30 days to Download PAID... 108,575 20.8%  
SEA 893,209 19.7%

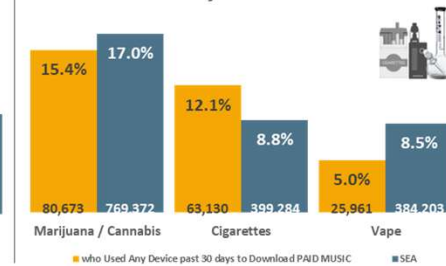
### Drank Past 30-days: Adults 18 or older



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



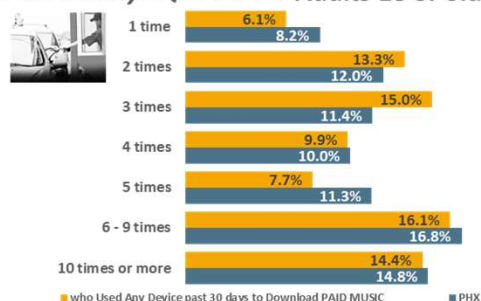
### Used Past 30-days: Adults 18 or older



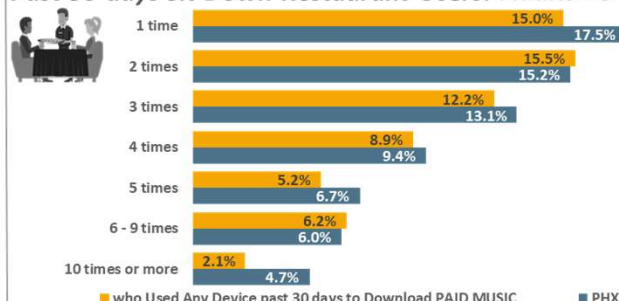


10.9% or 523,036 of PHX DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 2.2% less likely to use QSRs past mo., 10.6% less likely to use Sit-Down Restaurants past mo., 3.6% more likely to use Casinos past yr., 14.4% more likely to smoke cigarettes.

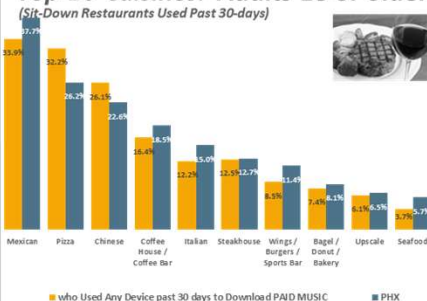
### Past 30-days QSR Users: Adults 18 or older



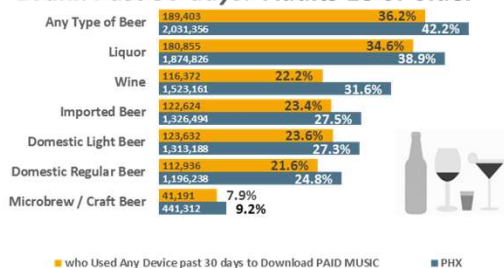
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



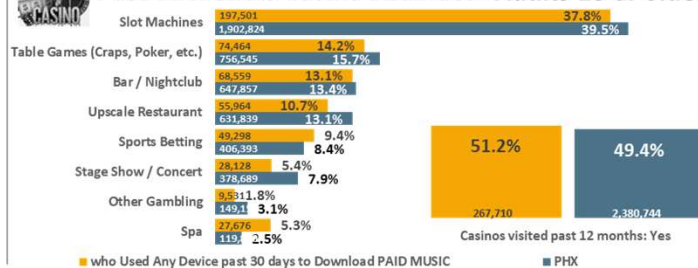
### Top-10 Cuisines: Adults 18 or older



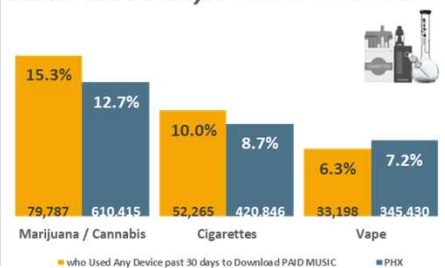
### Drank Past 30-days: Adults 18 or older



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



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



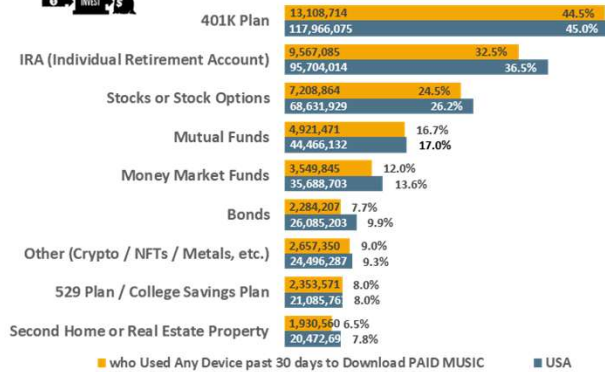




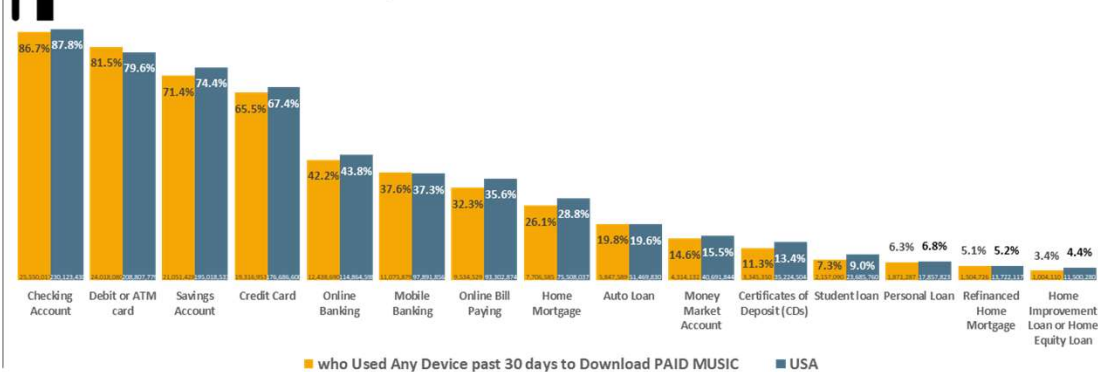
11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 1.2% less likely to have a 401K, 1.1% more likely to have an Auto Loan, 1.1% more likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.



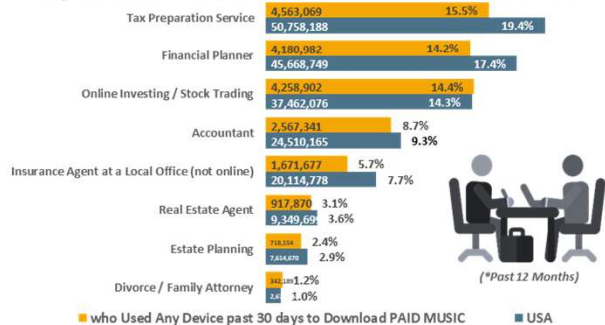
### Investments Owned: Adults 18 or older



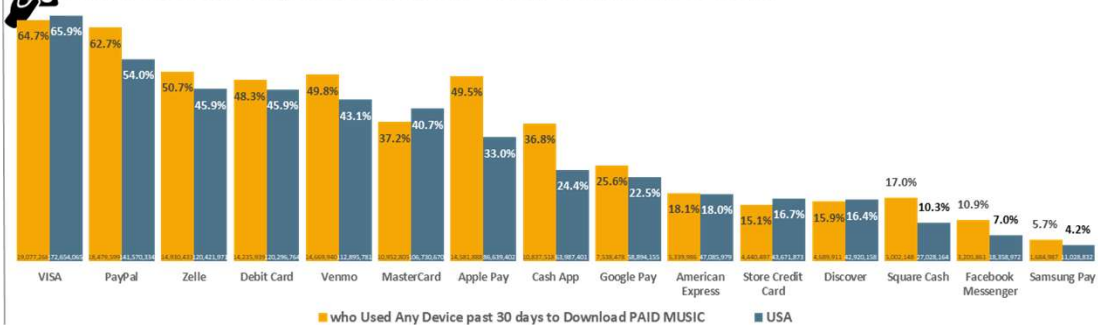
### Financial Services Has and/or Uses: Adults 18 or older



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



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

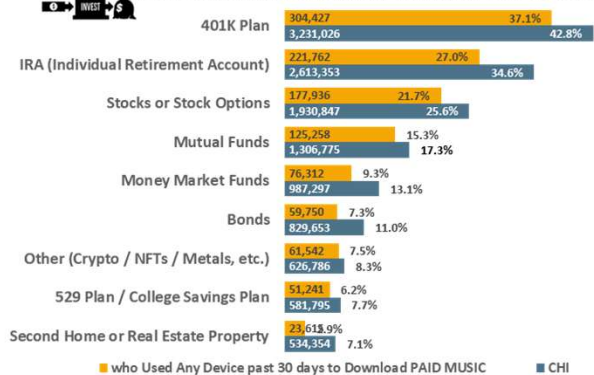




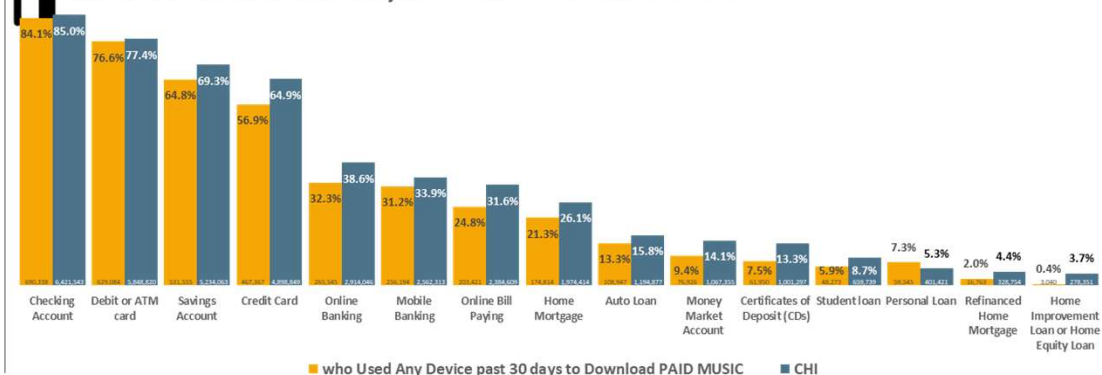
10.9% or 820,909 of CHI DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 13.3% less likely to have a 401K, 16.1% less likely to have an Auto Loan, 16.1% less likely to Invest/Trade Stocks Online, 11.8% more likely to pay with their Debit Card.



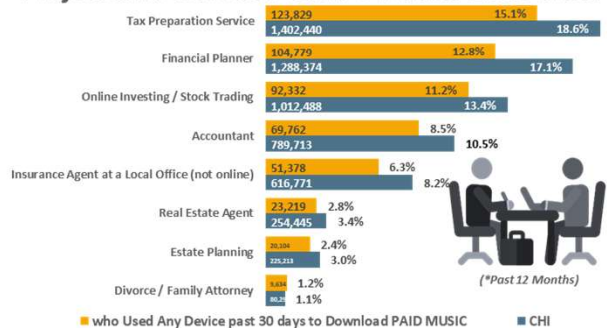
### Investments Owned: Adults 18 or older



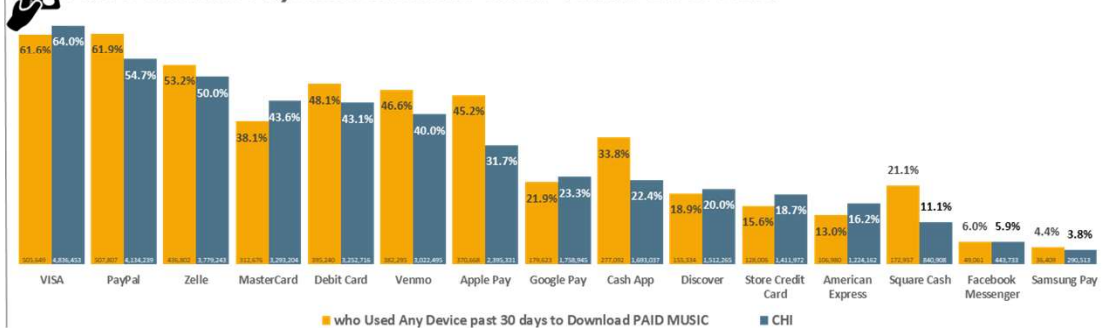
### Financial Services Has and/or Uses: Adults 18 or older



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



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

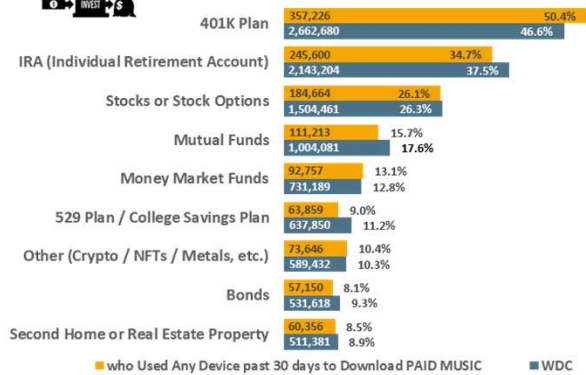




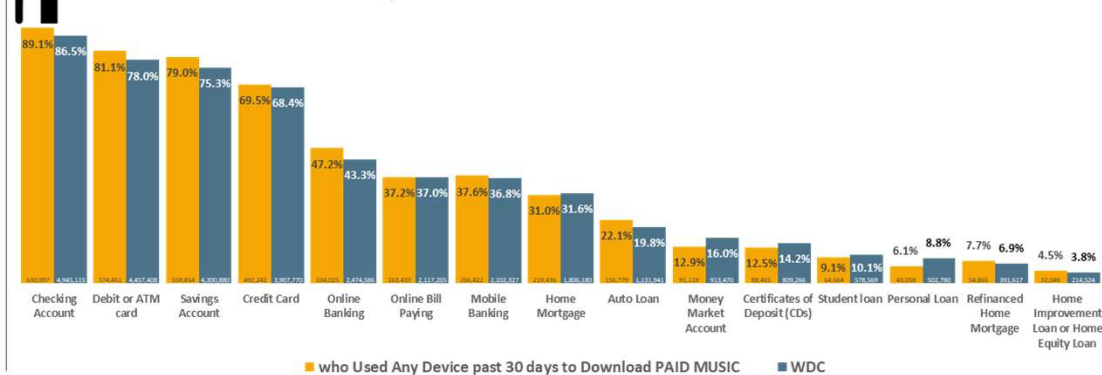
12.4% or 708,329 of WDC DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 8.2% more likely to have a 401K, 11.7% more likely to have an Auto Loan, 2.% less likely to Invest/Trade Stocks Online, 17.9% more likely to pay with their Debit Card.



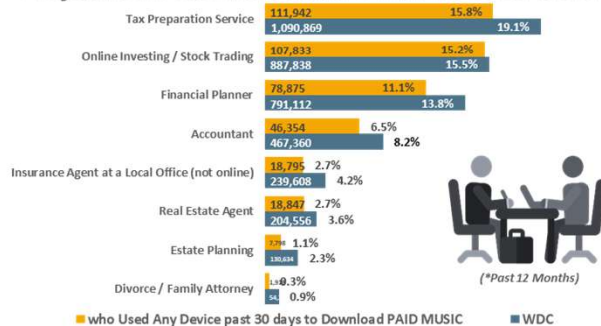
### Investments Owned: Adults 18 or older



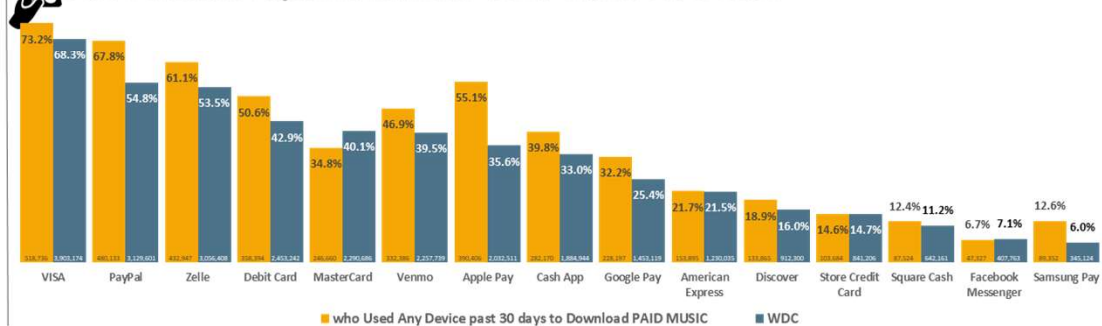
### Financial Services Has and/or Uses: Adults 18 or older



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



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

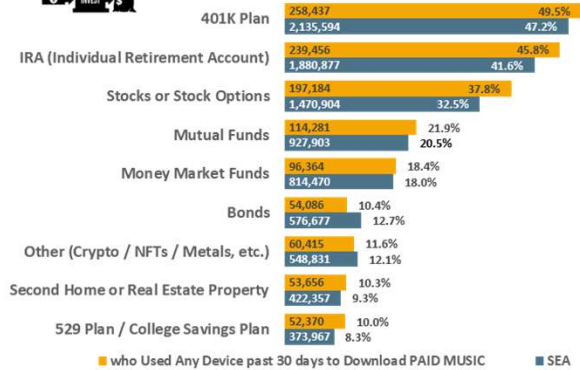




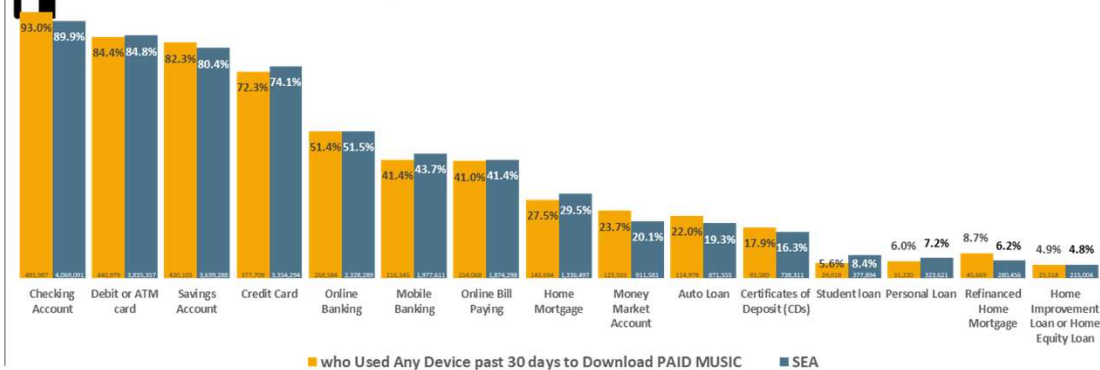
11.5% or 522,339 of SEA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 4.8% more likely to have a 401K, 14.3% more likely to have an Auto Loan, 32.8% more likely to Invest/Trade Stocks Online, 9.9% less likely to pay with their Debit Card.



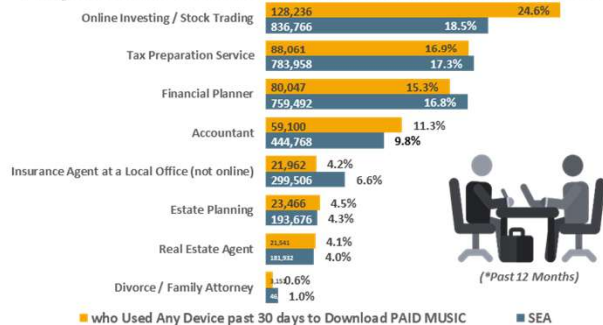
### Investments Owned: Adults 18 or older



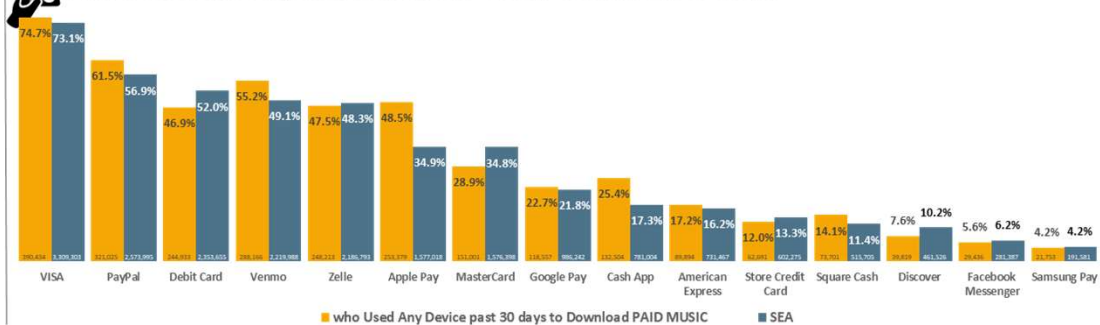
### Financial Services Has and/or Uses: Adults 18 or older



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



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



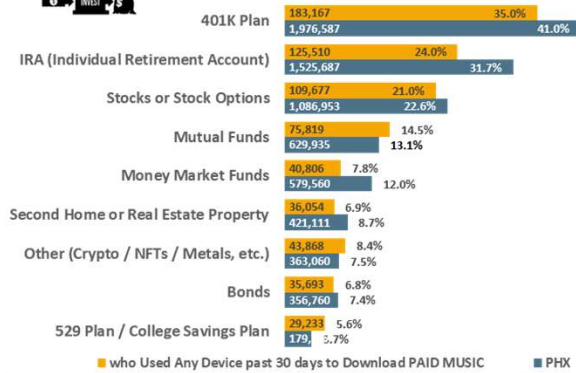




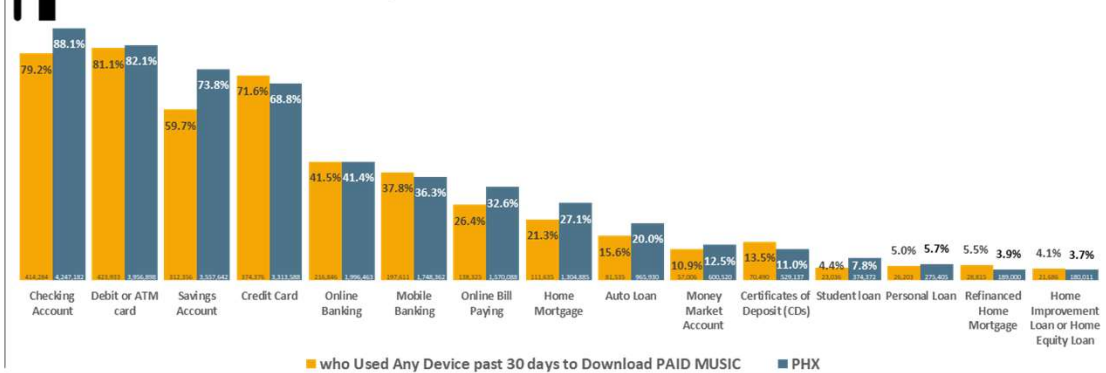
10.9% or 523,036 of PHX DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 14.6% less likely to have a 401K, 22.2% less likely to have an Auto Loan, 10.% less likely to Invest/Trade Stocks Online, 8.7% less likely to pay with their Debit Card.



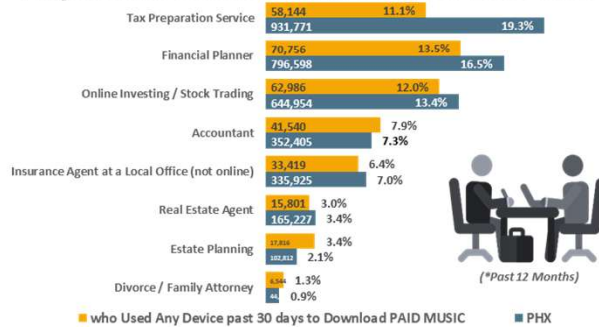
### Investments Owned: Adults 18 or older



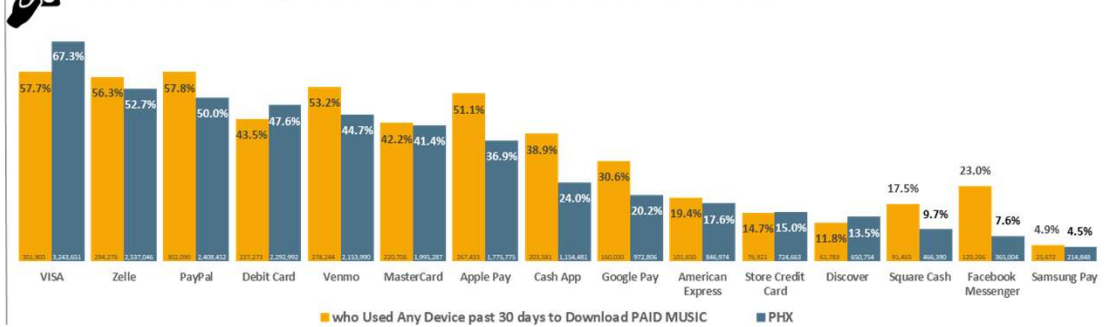
### Financial Services Has and/or Uses: Adults 18 or older



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

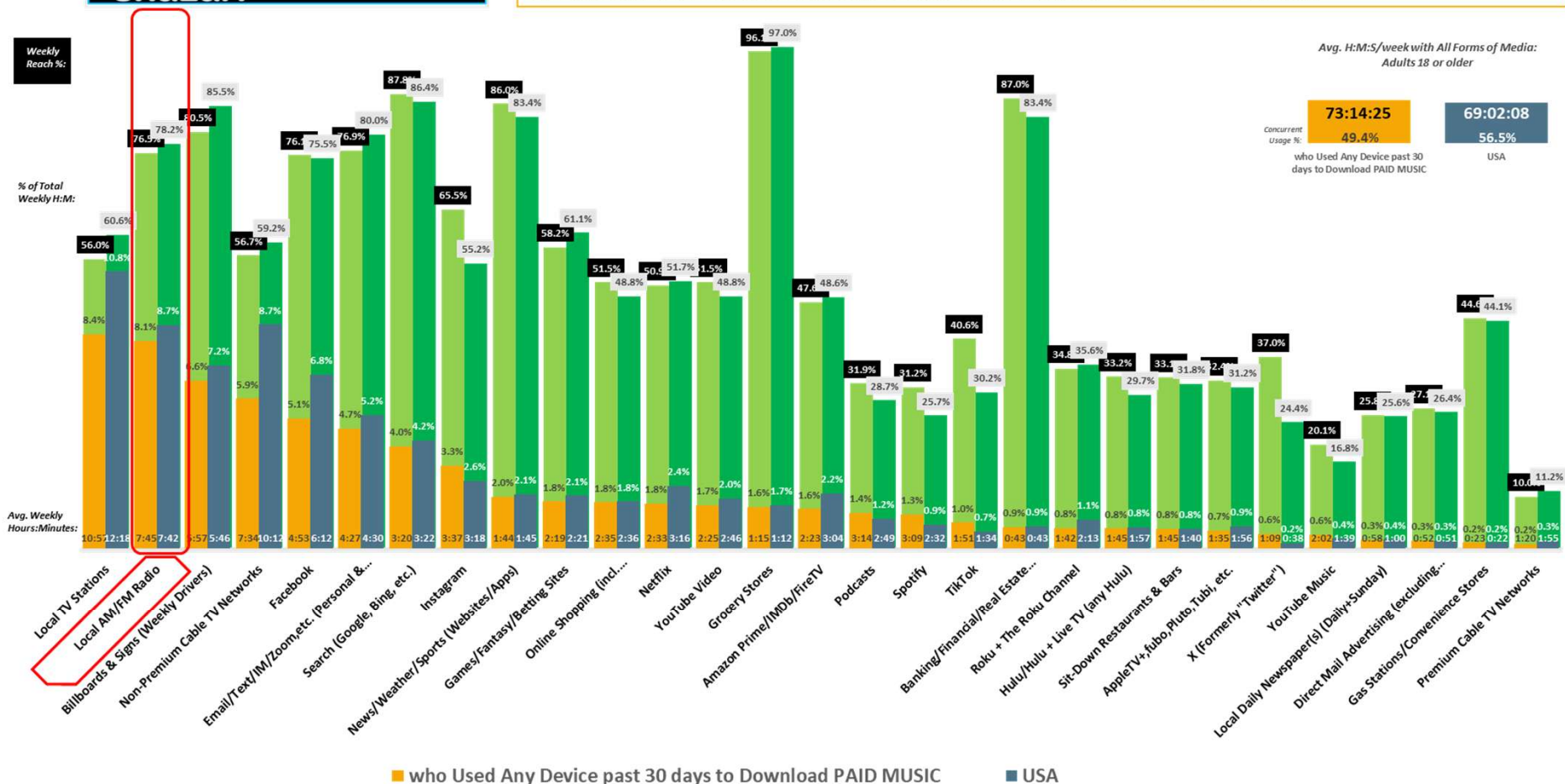


### Past 3-Months Payment Methods Used: Adults 18 or older



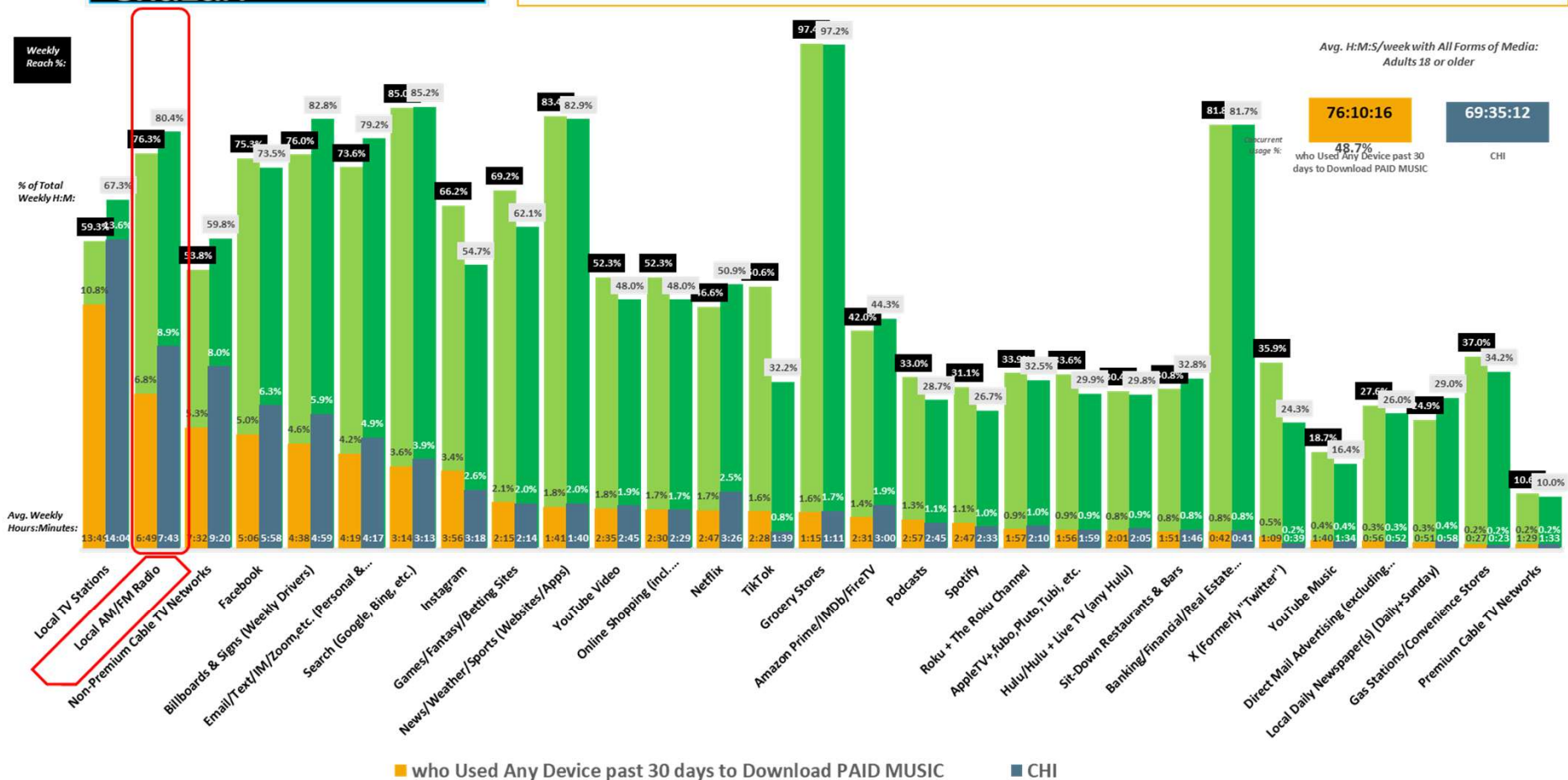


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 1 hours, 14 minutes and 25 seconds each week with All Forms of Media.  
 76.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



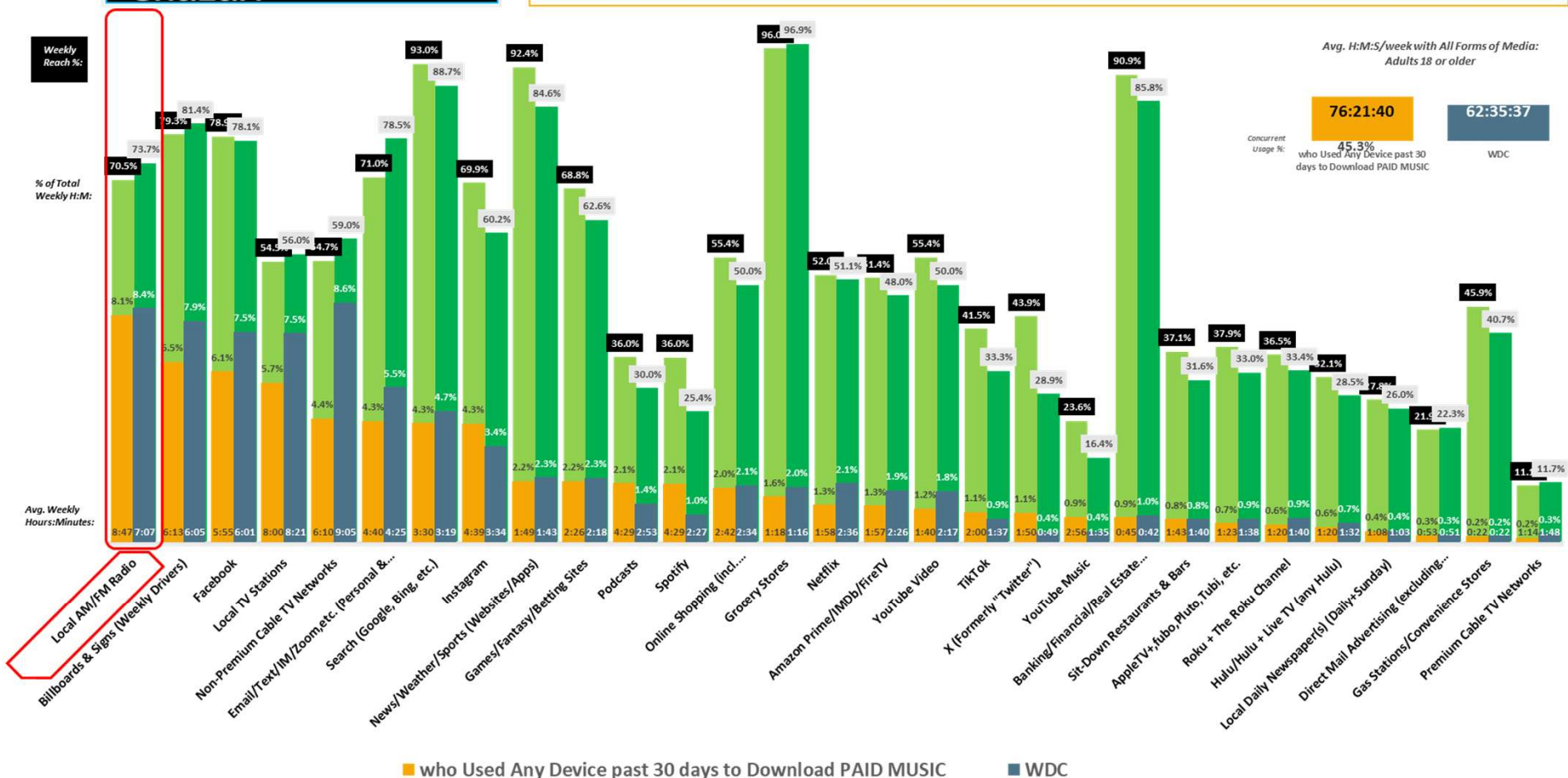


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 4 hours, 10 minutes and 16 seconds each week with All Forms of Media.  
 76.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 6 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.





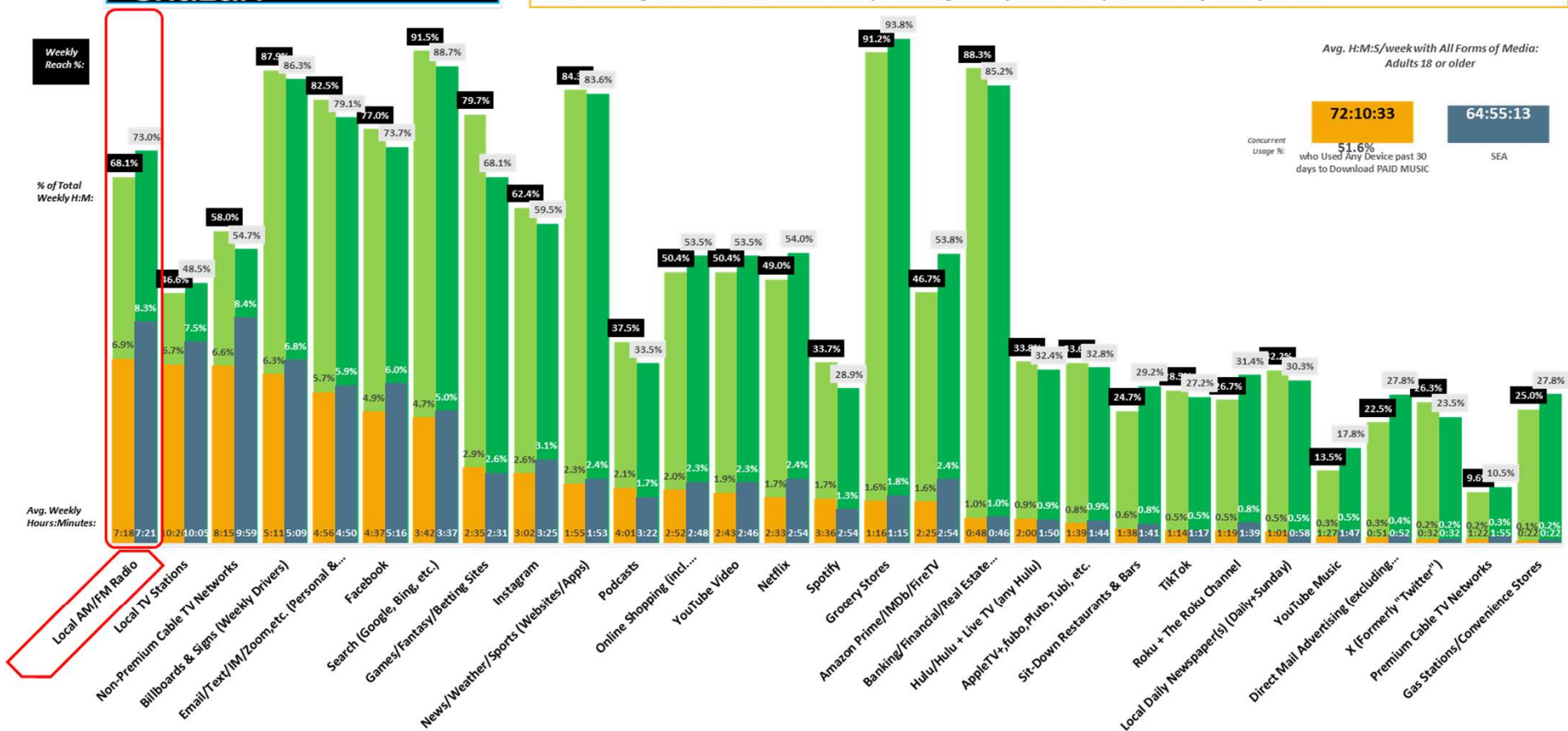
Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 4 hours, 21 minutes and 40 seconds each week with All Forms of Media.  
 70.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 8 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.







Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 0 hours, 13 minutes and 33 seconds each week with All Forms of Media.  
68.1% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 7 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.



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

Concurrent Usage %:  
who Used Any Device past 30 days to Download PAID MUSIC: 51.6%  
SEA: 64:55:13

who Used Any Device past 30 days to Download PAID MUSIC SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 458 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

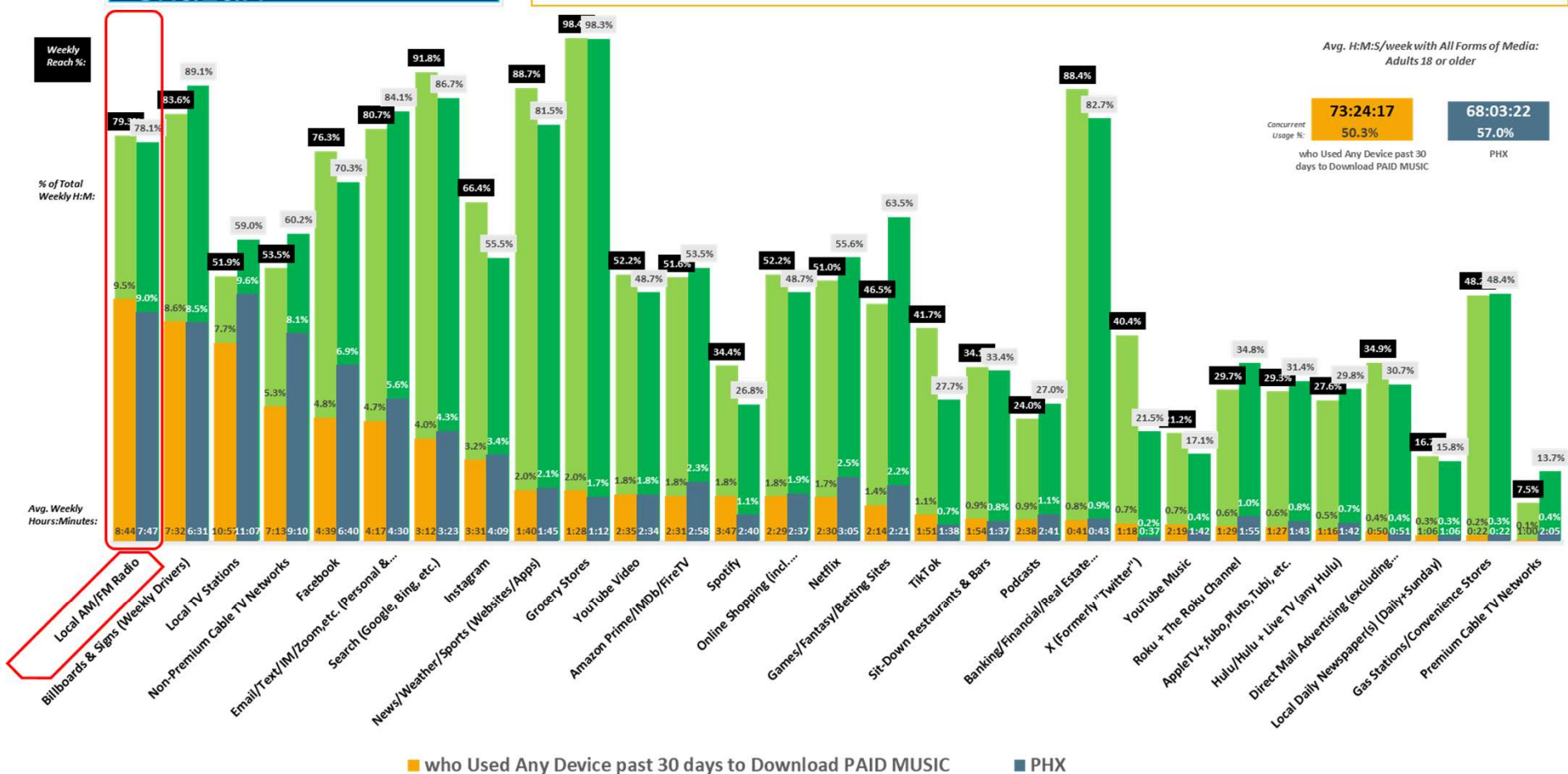
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



Share of Everything  
for Anything

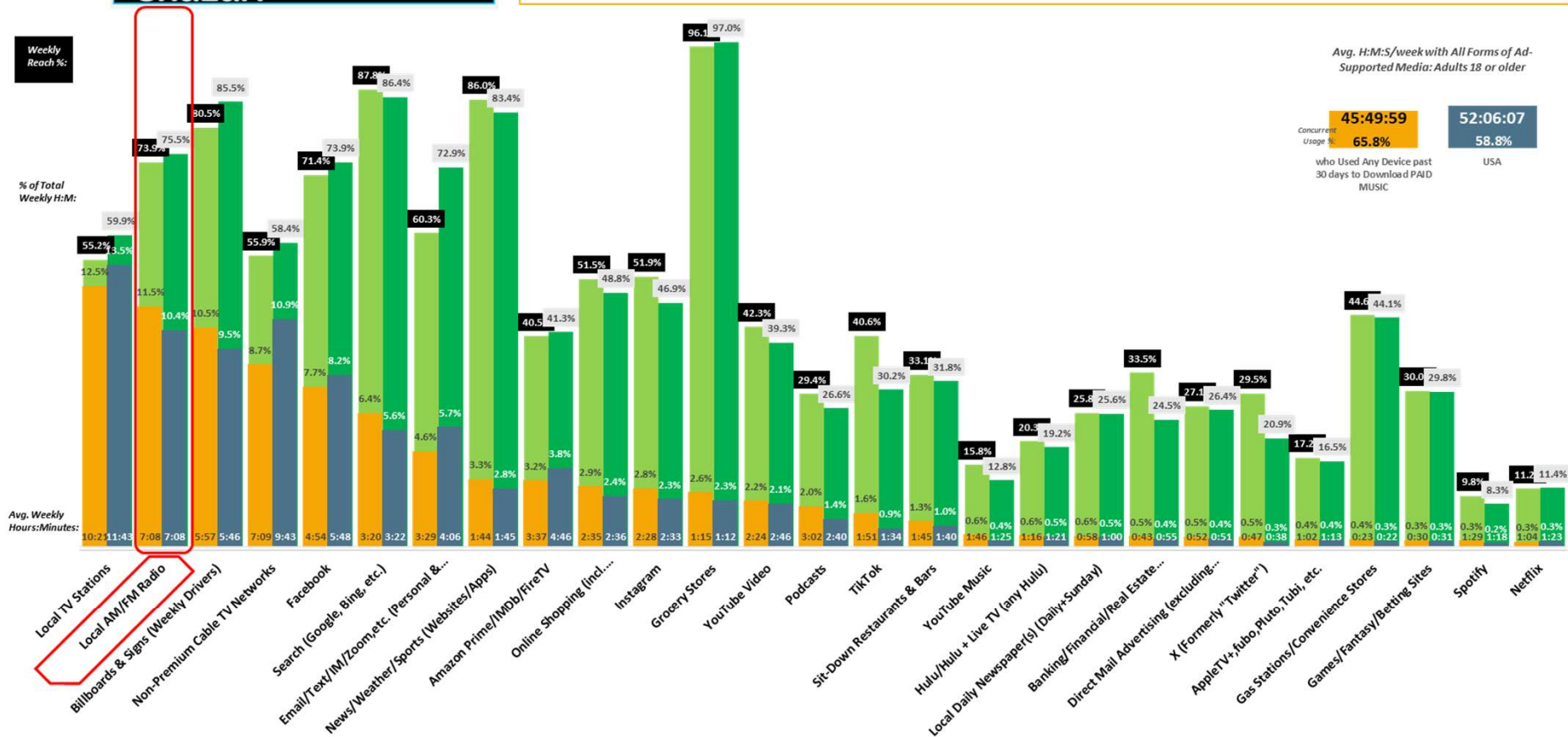


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 1 hours, 24 minutes and 17 seconds each week with All Forms of Media.  
 79.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 8 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





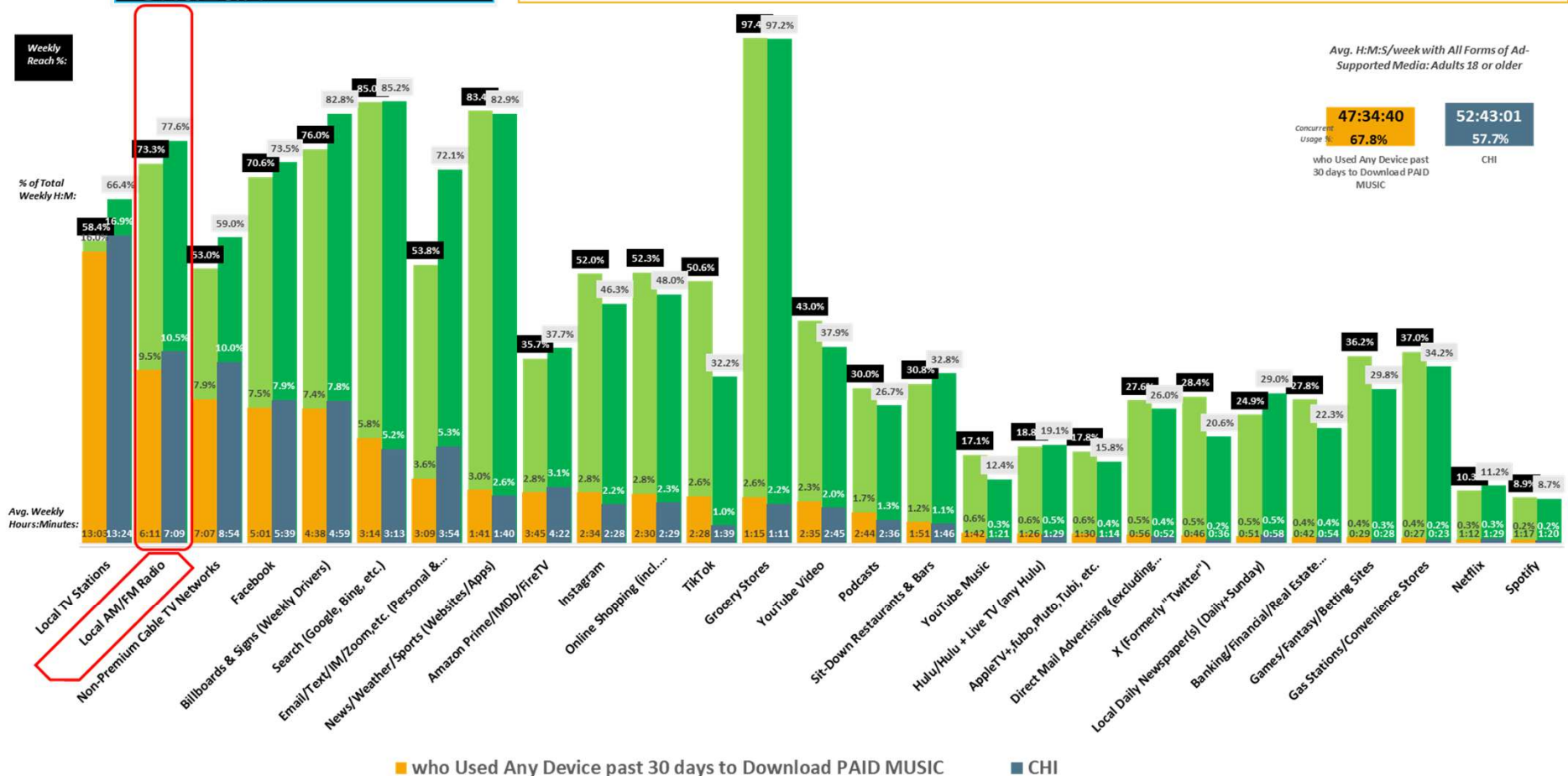
Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 1 days, 21 hours, 49 minutes and 59 seconds each week with All Forms of Ad-Supported Media.  
73.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 7 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



■ who Used Any Device past 30 days to Download PAID MUSIC ■ USA



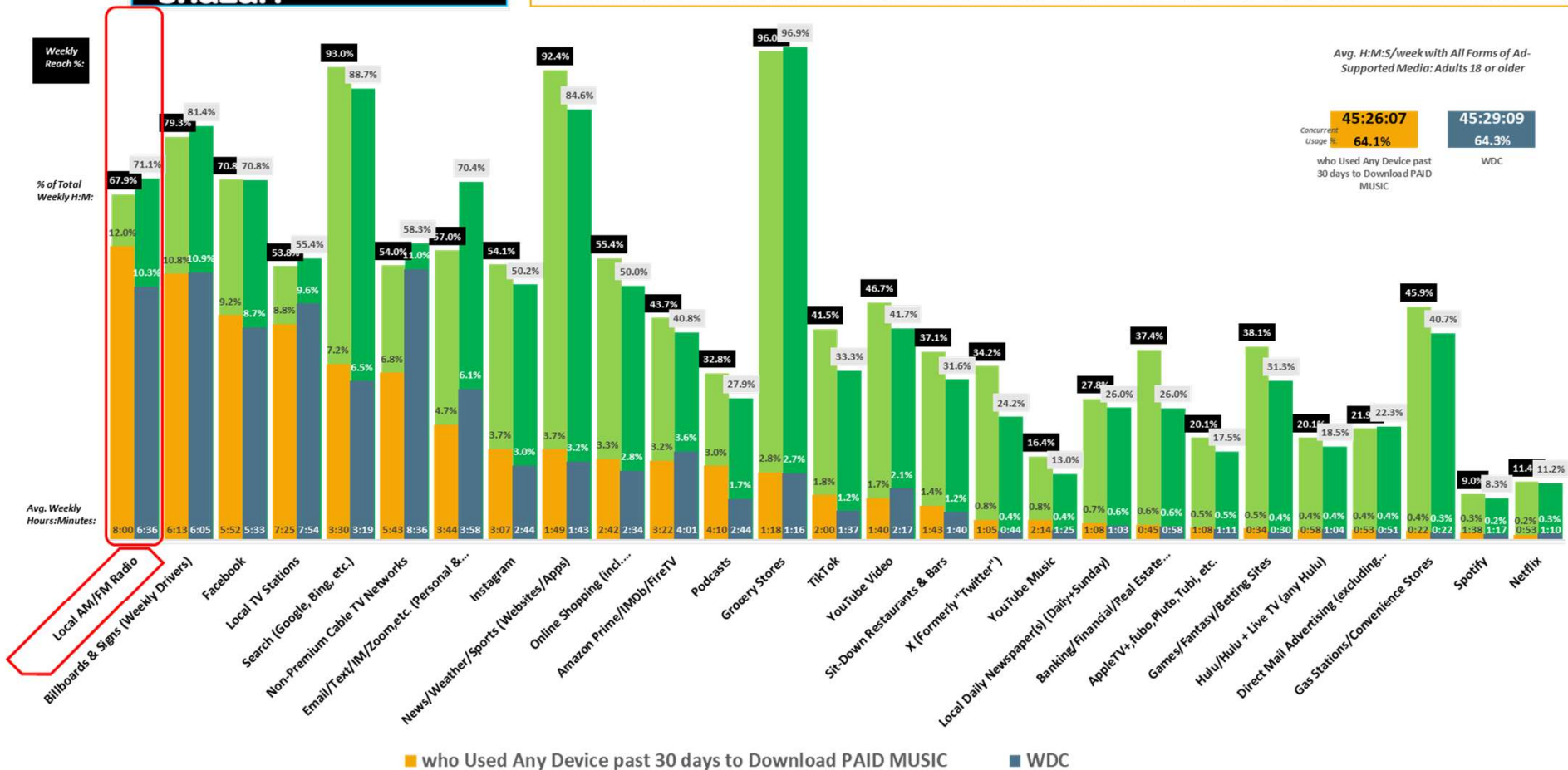
Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 1 days, 23 hours, 34 minutes and 40 seconds each week with All Forms of Ad-Supported Media.  
 73.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 6 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.





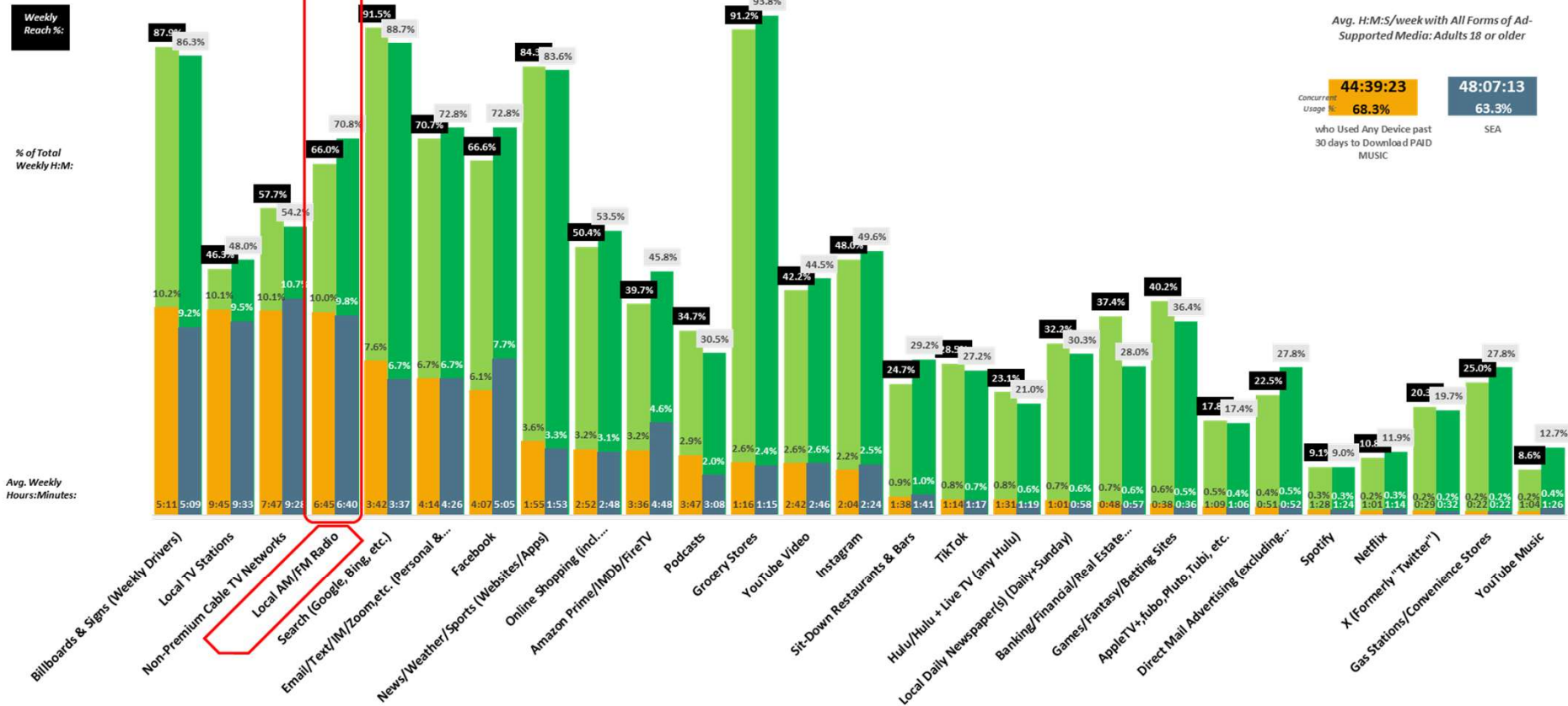


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 1 days, 21 hours, 26 minutes and 7 seconds each week with All Forms of Ad-Supported Media.  
67.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 8 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 1 days, 20 hours, 39 minutes and 23 seconds each week with All Forms of Ad-Supported Media.  
 66.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



■ who Used Any Device past 30 days to Download PAID MUSIC ■ SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 458  
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

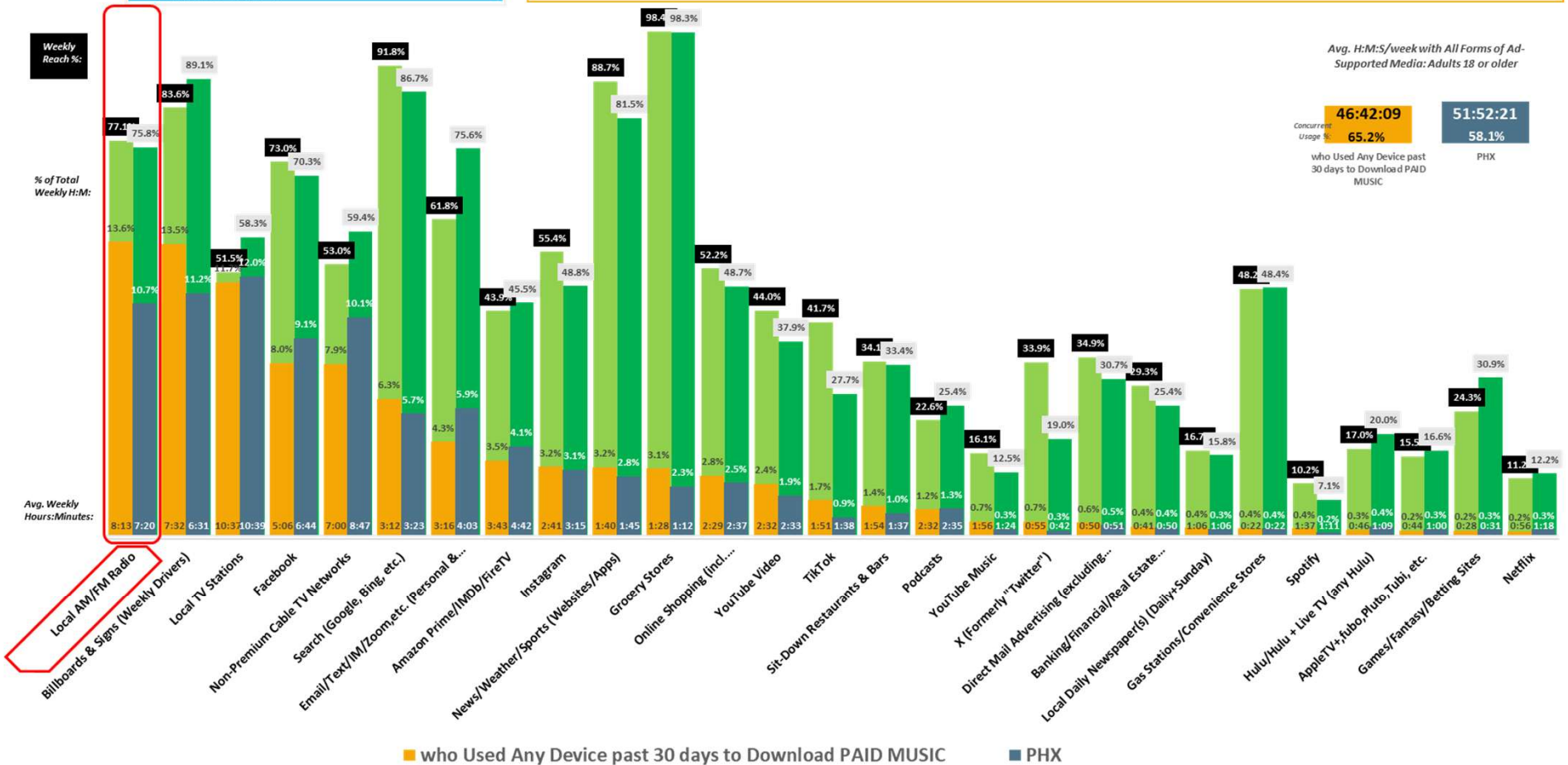
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986



Share of Everything for Anything.



Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 1 days, 22 hours, 42 minutes and 9 seconds each week with All Forms of Ad-Supported Media.  
 77.1% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 8 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.6% 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

**46:42:09**  
 Concurrent Usage % **65.2%**

**51:52:21**  
 PHX

who Used Any Device past 30 days to Download PAID MUSIC

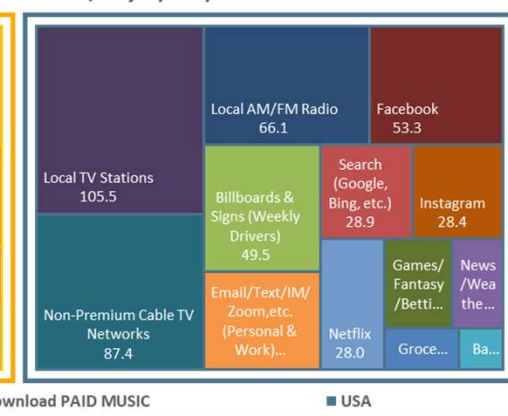
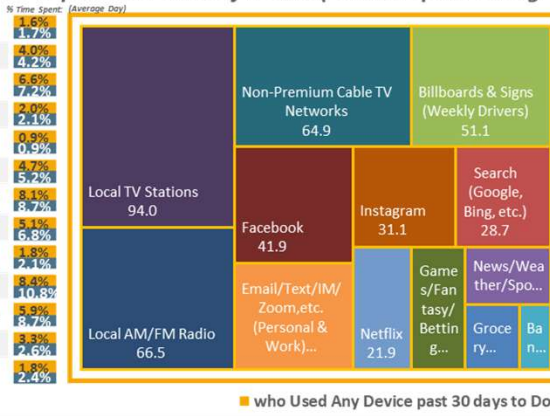
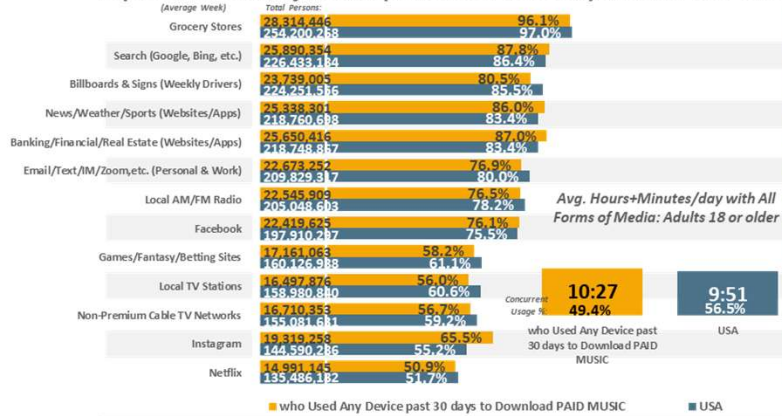




Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 6 hours and 32 minutes each day with All Forms of Ad-Supported Media. 73.9% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

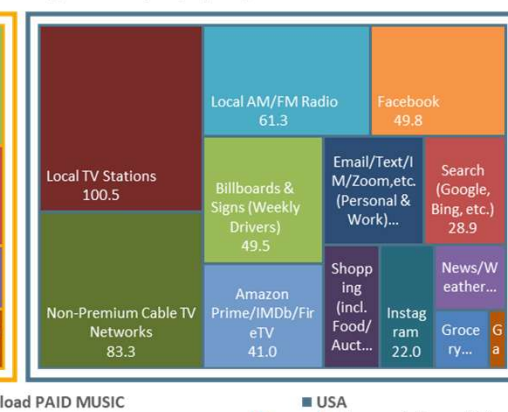
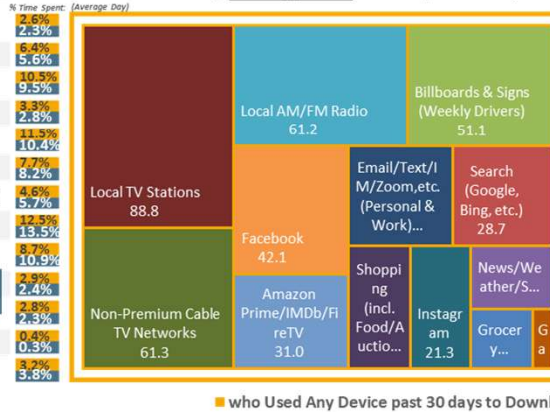
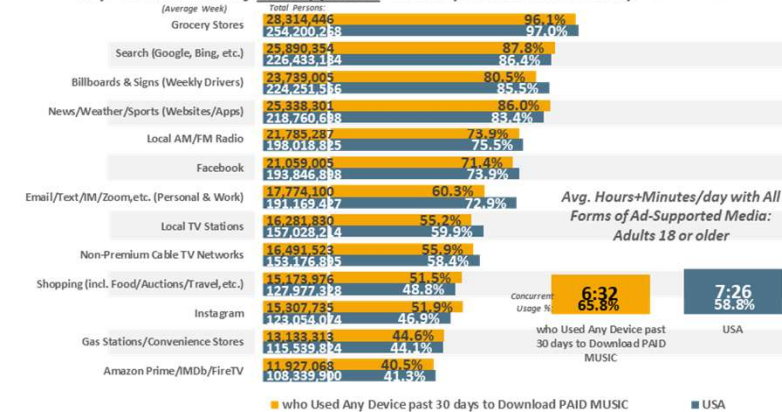
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

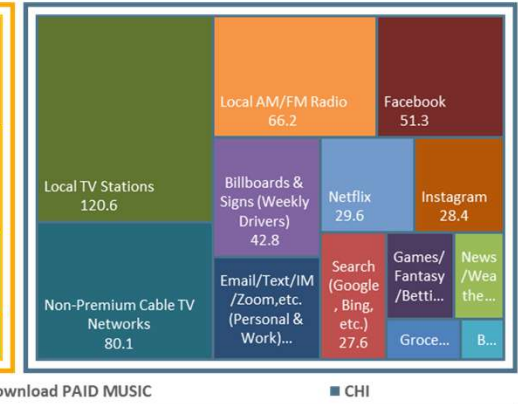
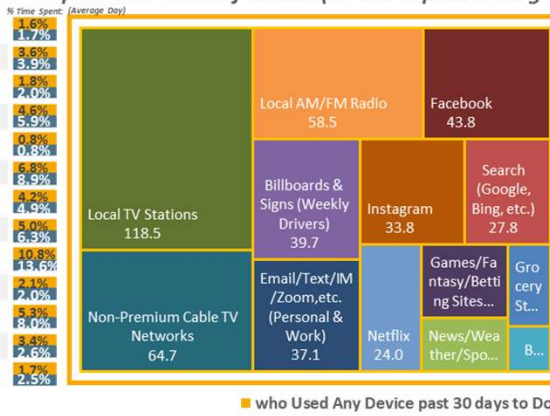
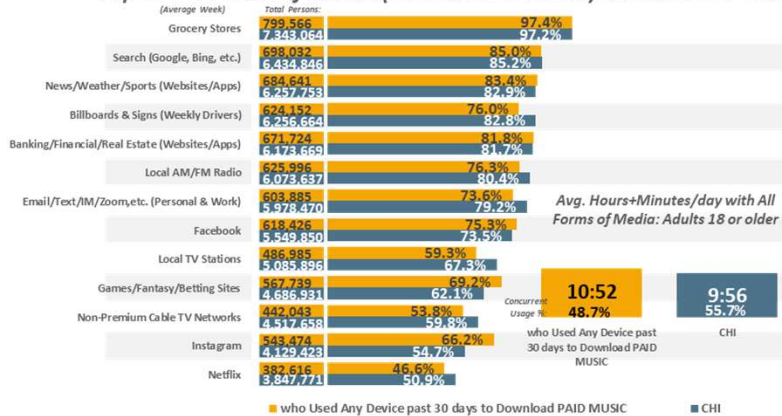
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



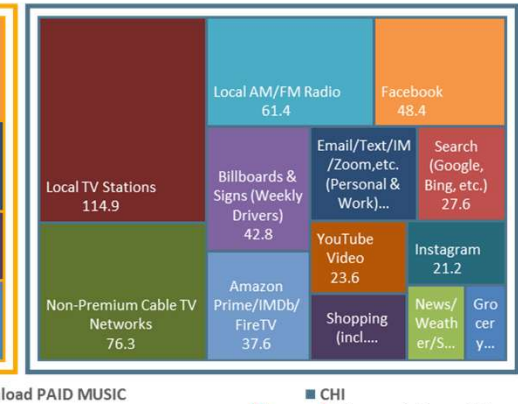
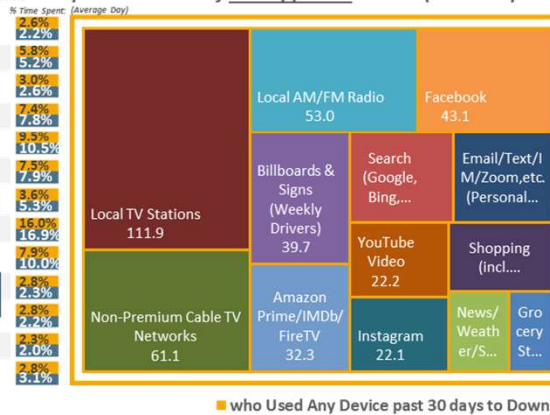
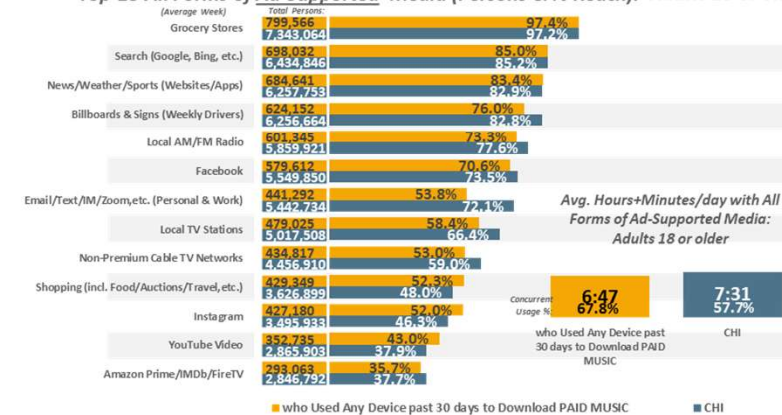


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 6 hours and 47 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 53. minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

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



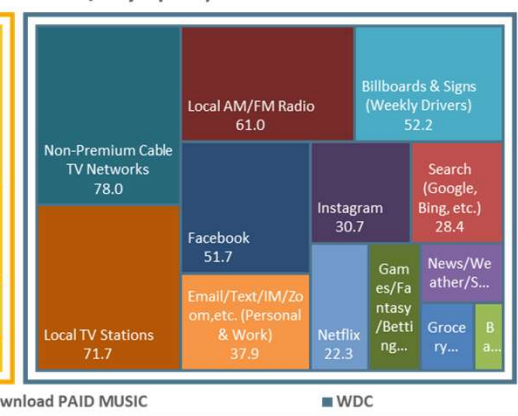
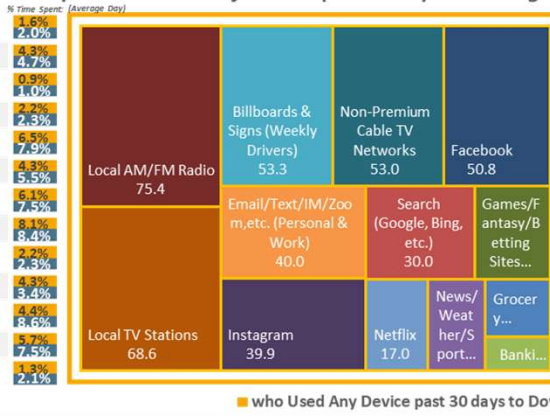
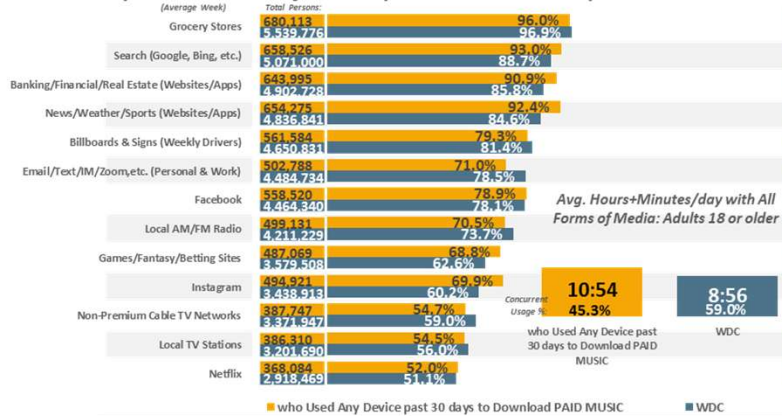
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



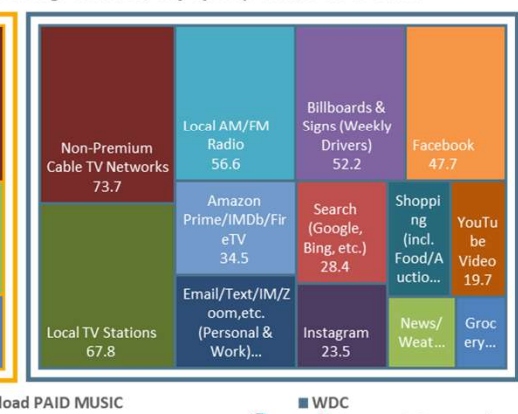
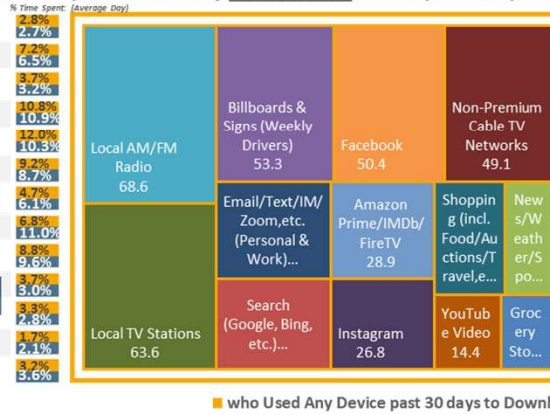
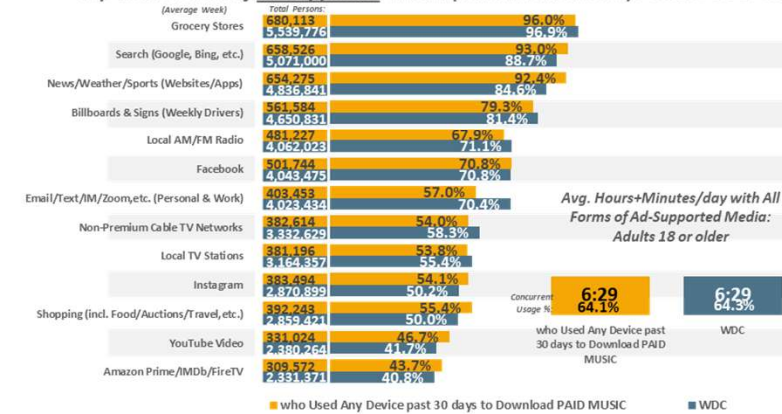


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 6 hours and 29 minutes each day with All Forms of Ad-Supported Media. 67.9% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. (Local Radio delivers 12.% of Time with Ad-Supported Media.)

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

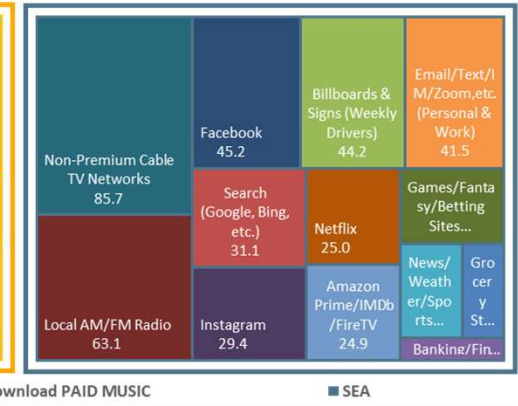
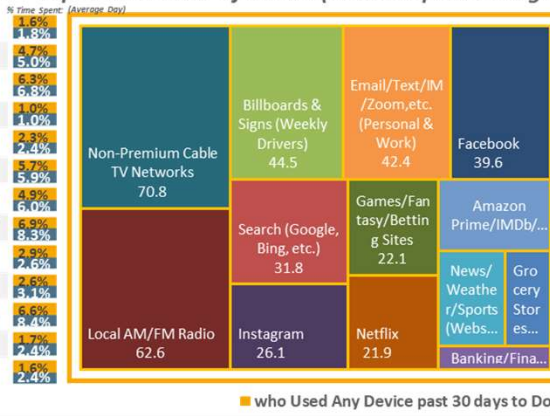
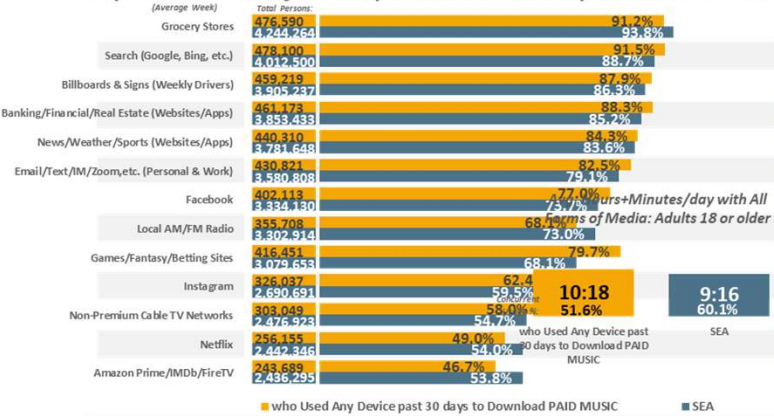




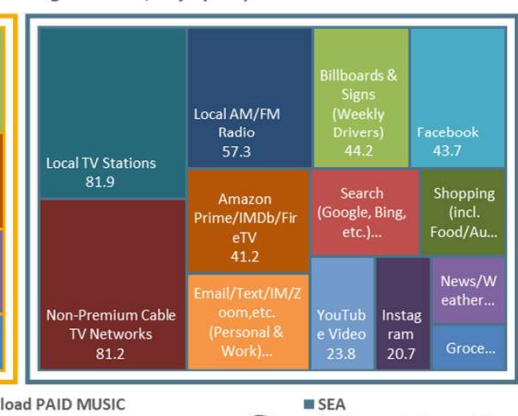
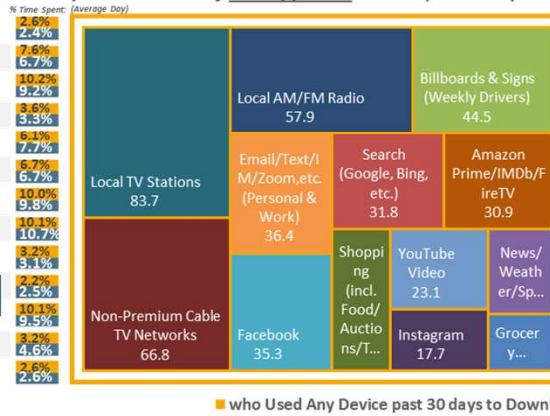
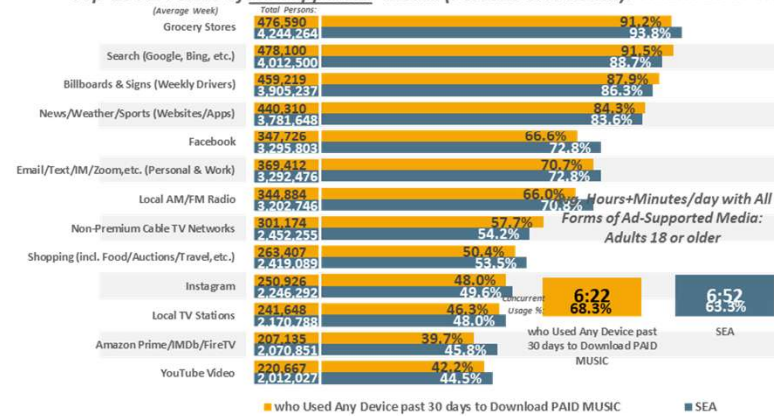


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 6 hours and 22 minutes each day with All Forms of Ad-Supported Media. 66.% listen to Local AM/FM Radio for an avg. of 57.9 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

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



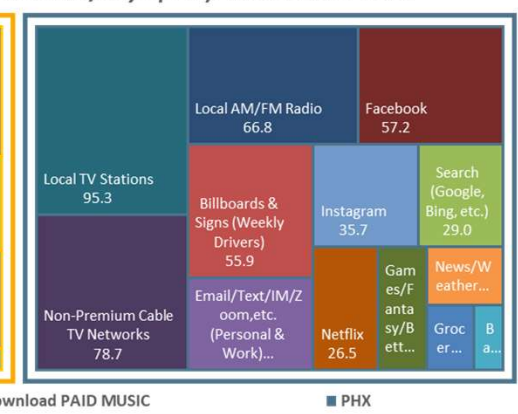
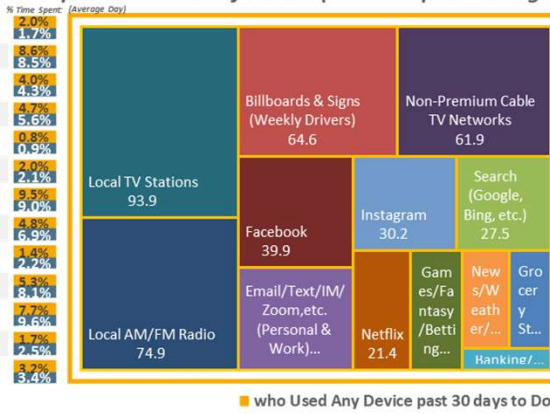
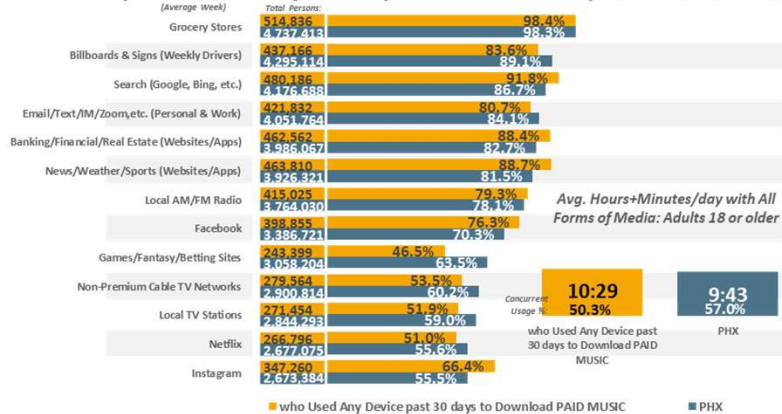
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



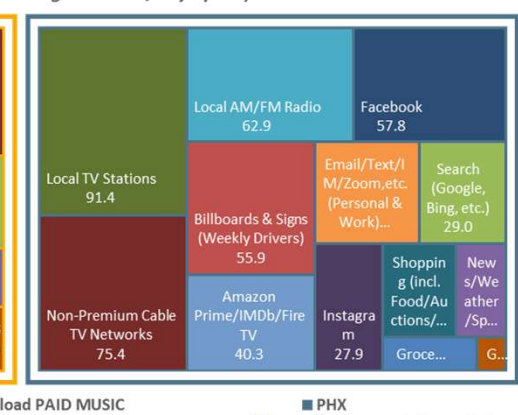
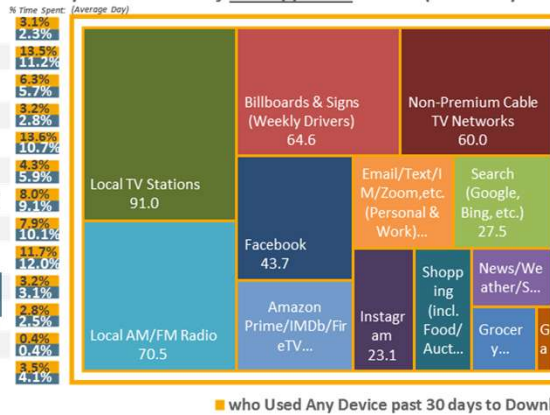
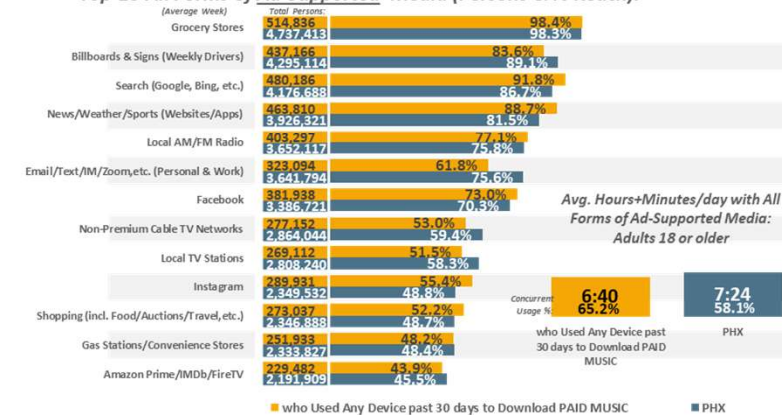


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 6 hours and 40 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 70.5 minutes/day. (Local Radio delivers 13.6% of Time with Ad-Supported Media.)

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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 265  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

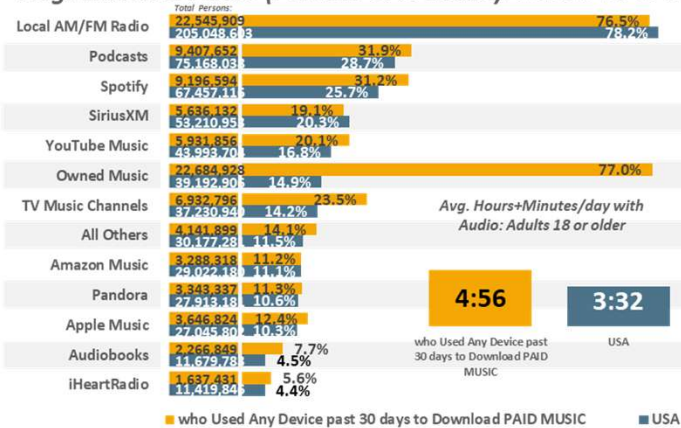
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



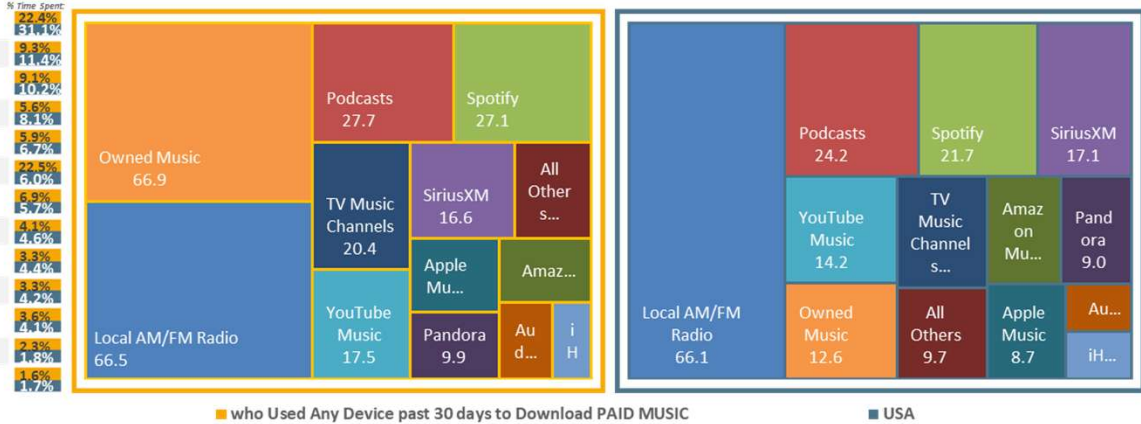


21,785,287 or 73.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

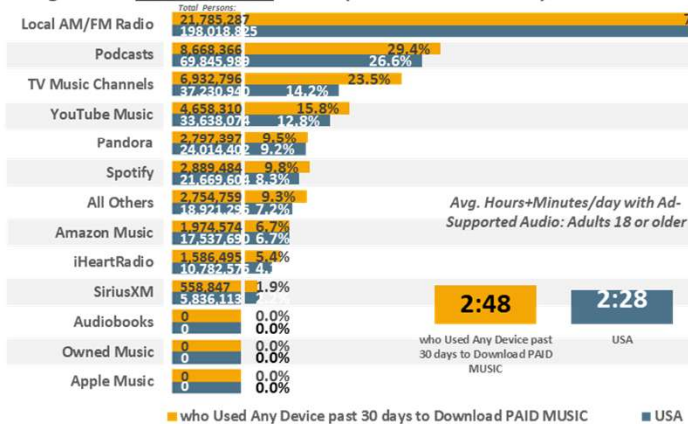
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



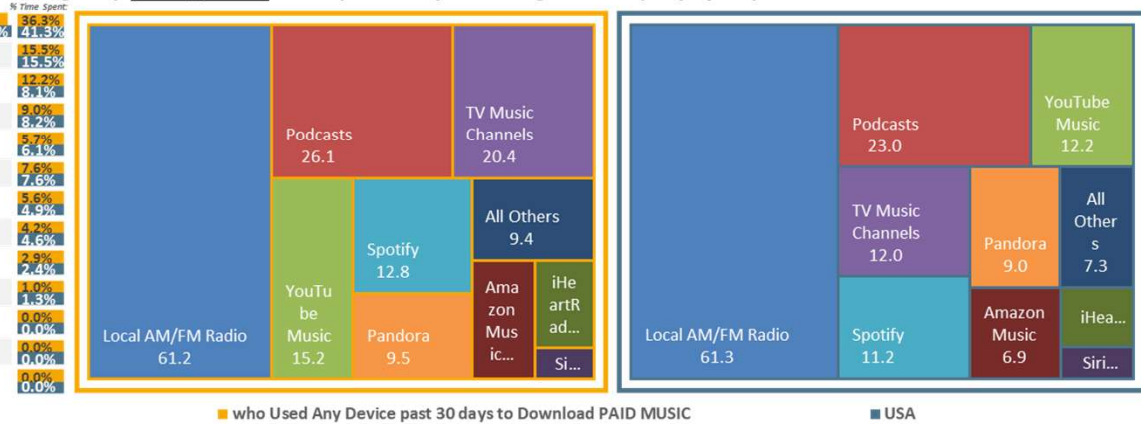
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

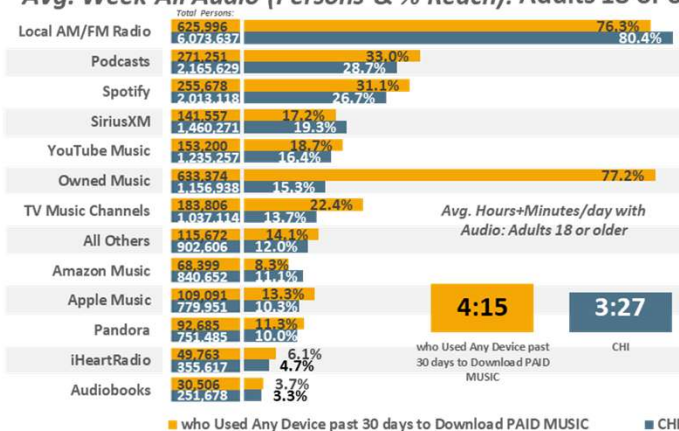
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

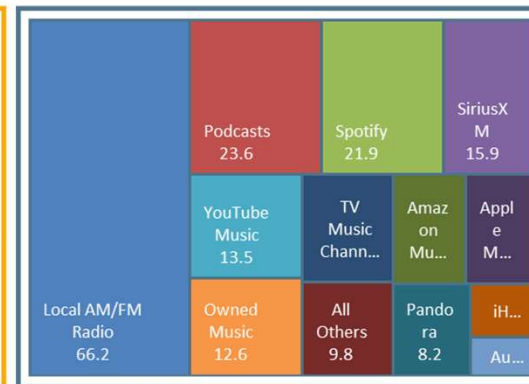
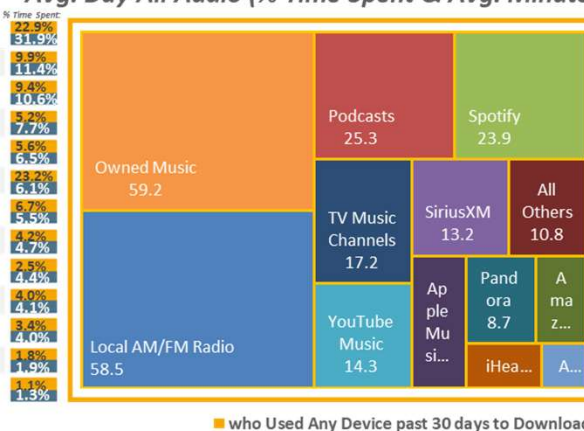


601,345 or 73.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 53. minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

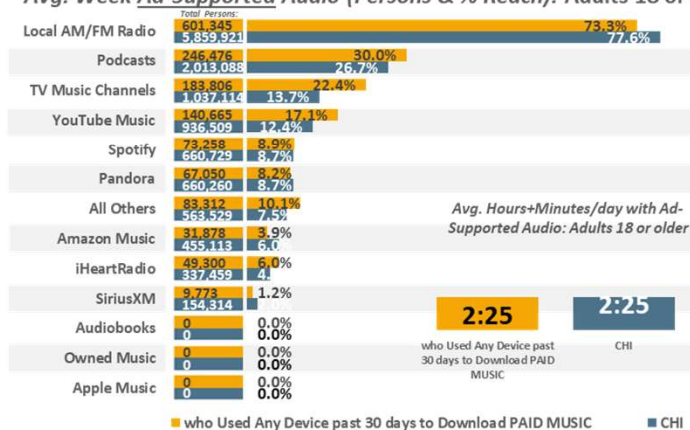
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



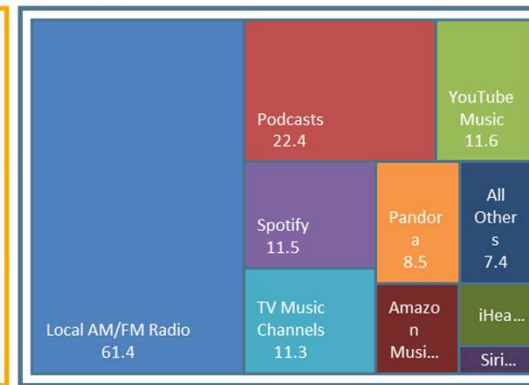
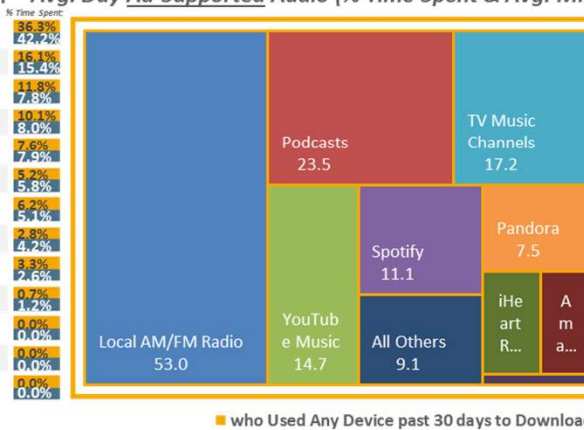
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



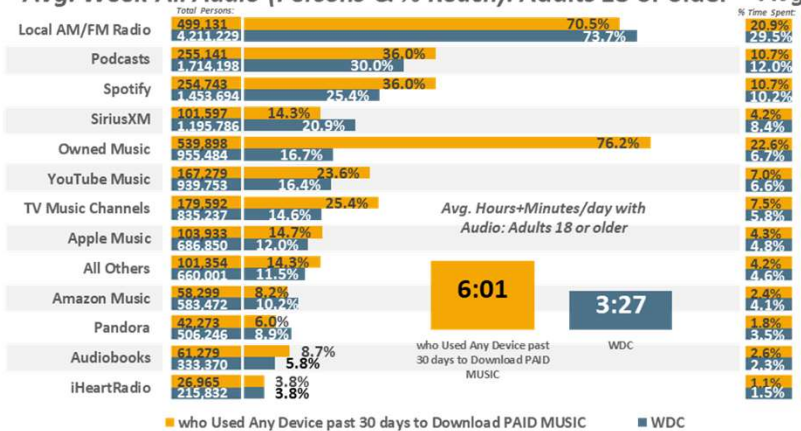
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



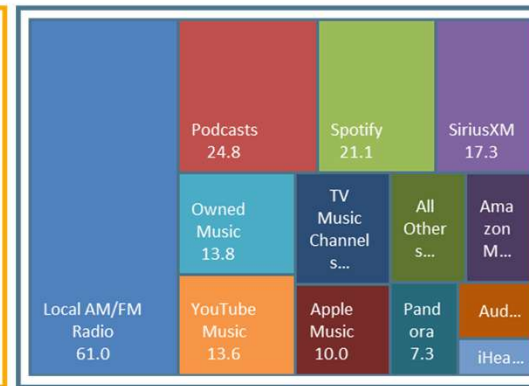
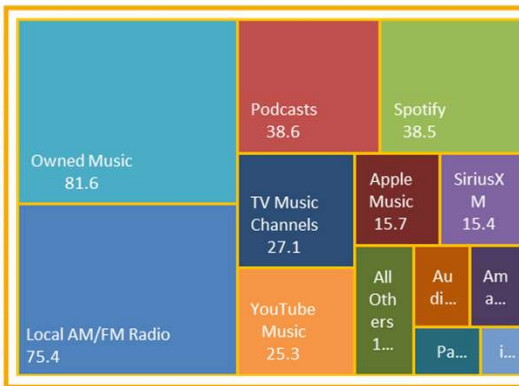


481,227 or 67.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

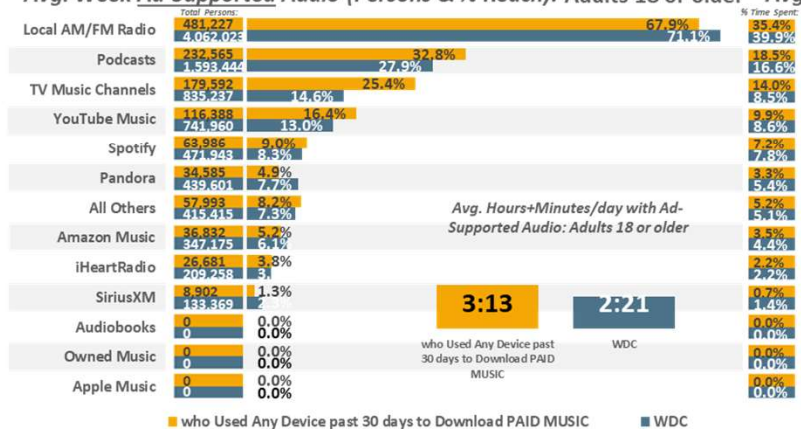
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



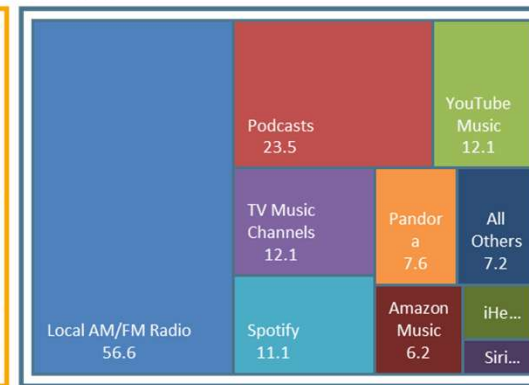
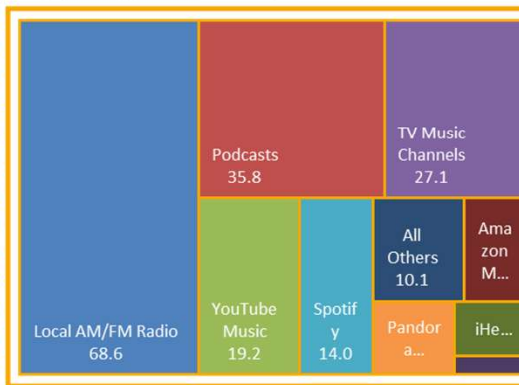
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

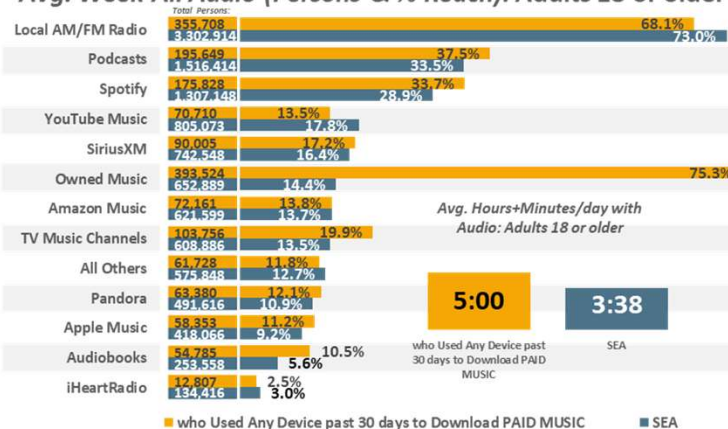




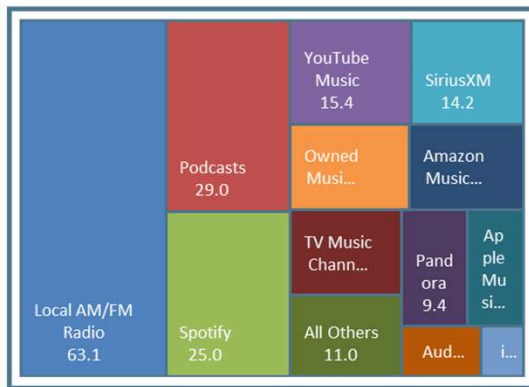
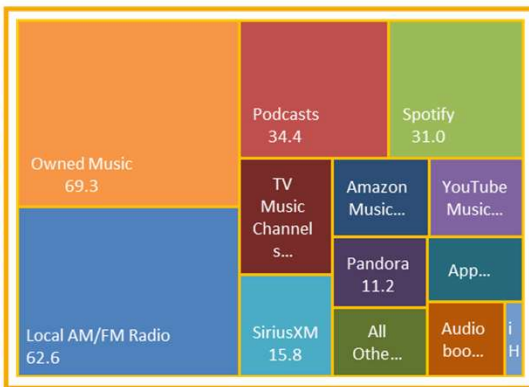


344,884 or 66.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

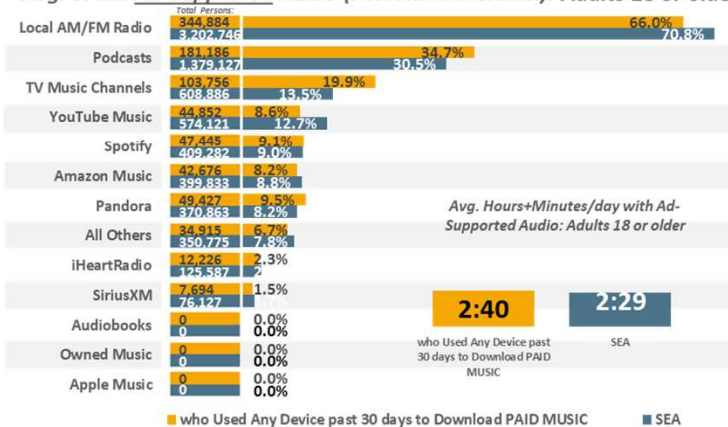
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



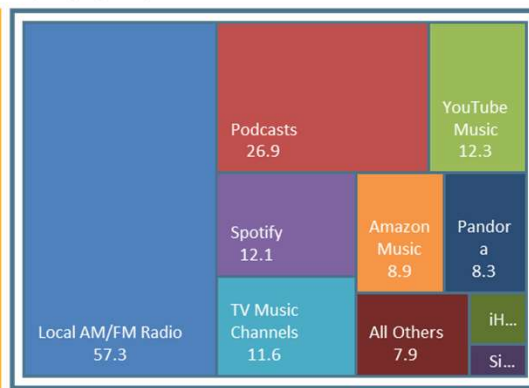
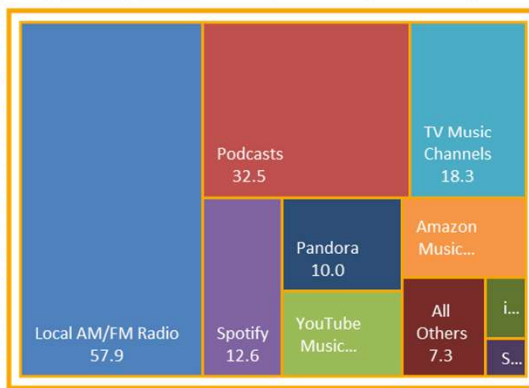
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

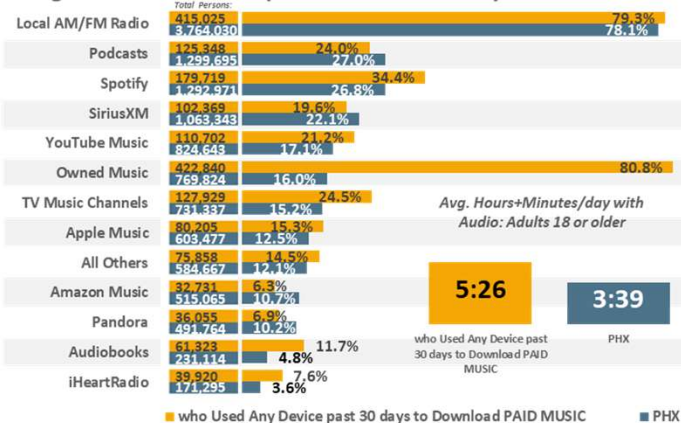




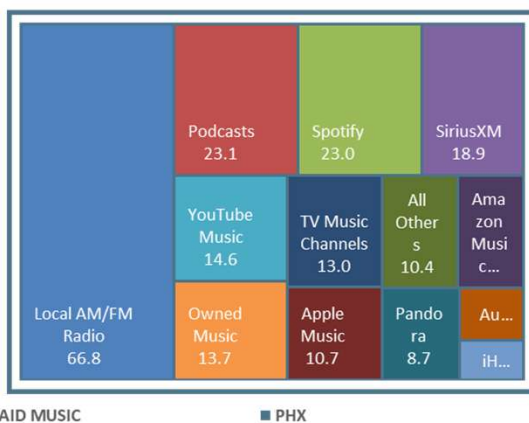
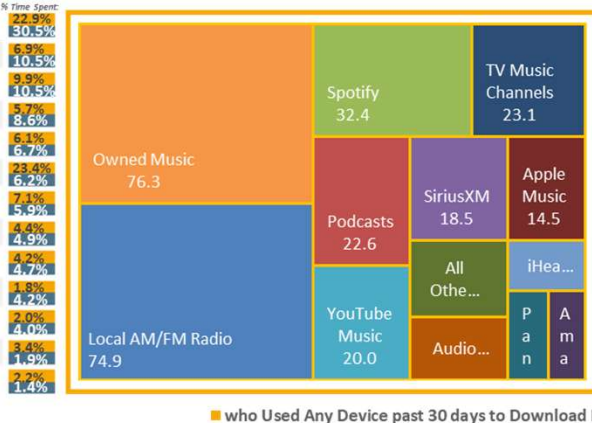


403,297 or 77.1% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

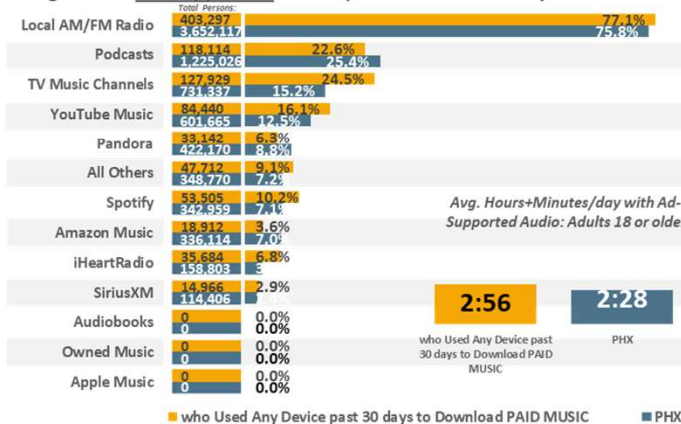
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



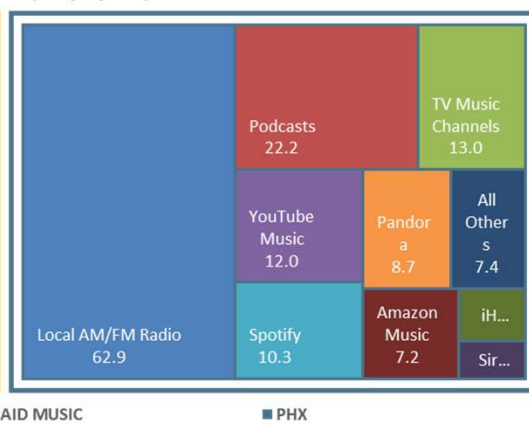
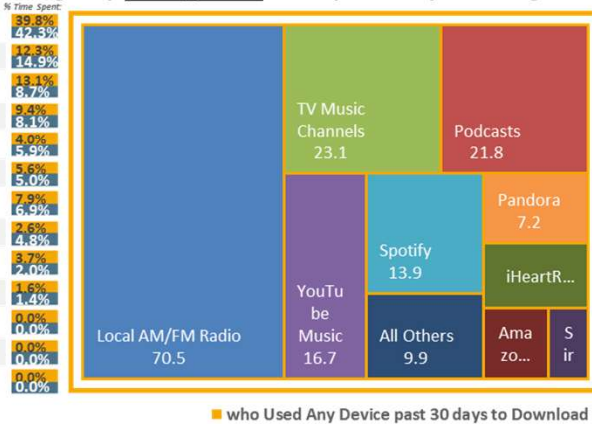
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

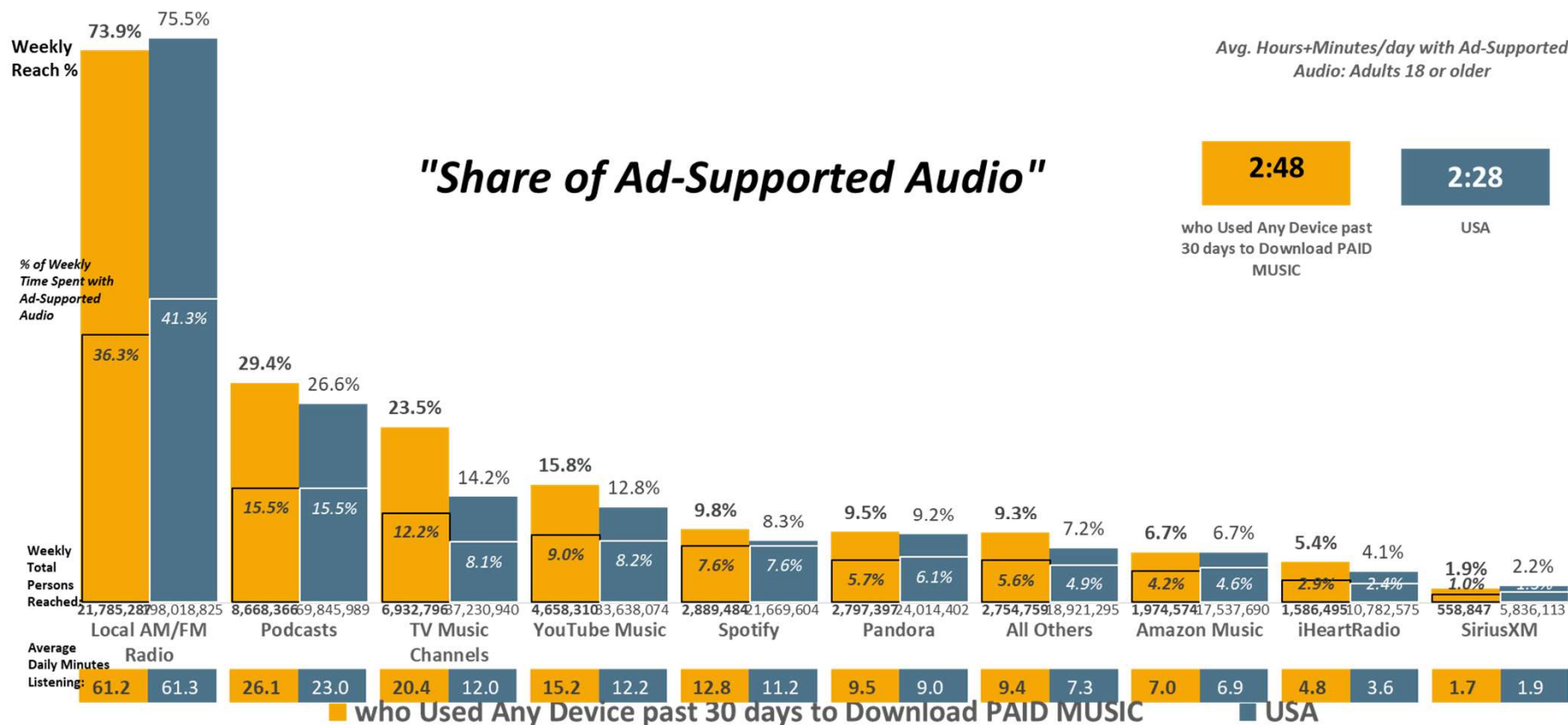


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



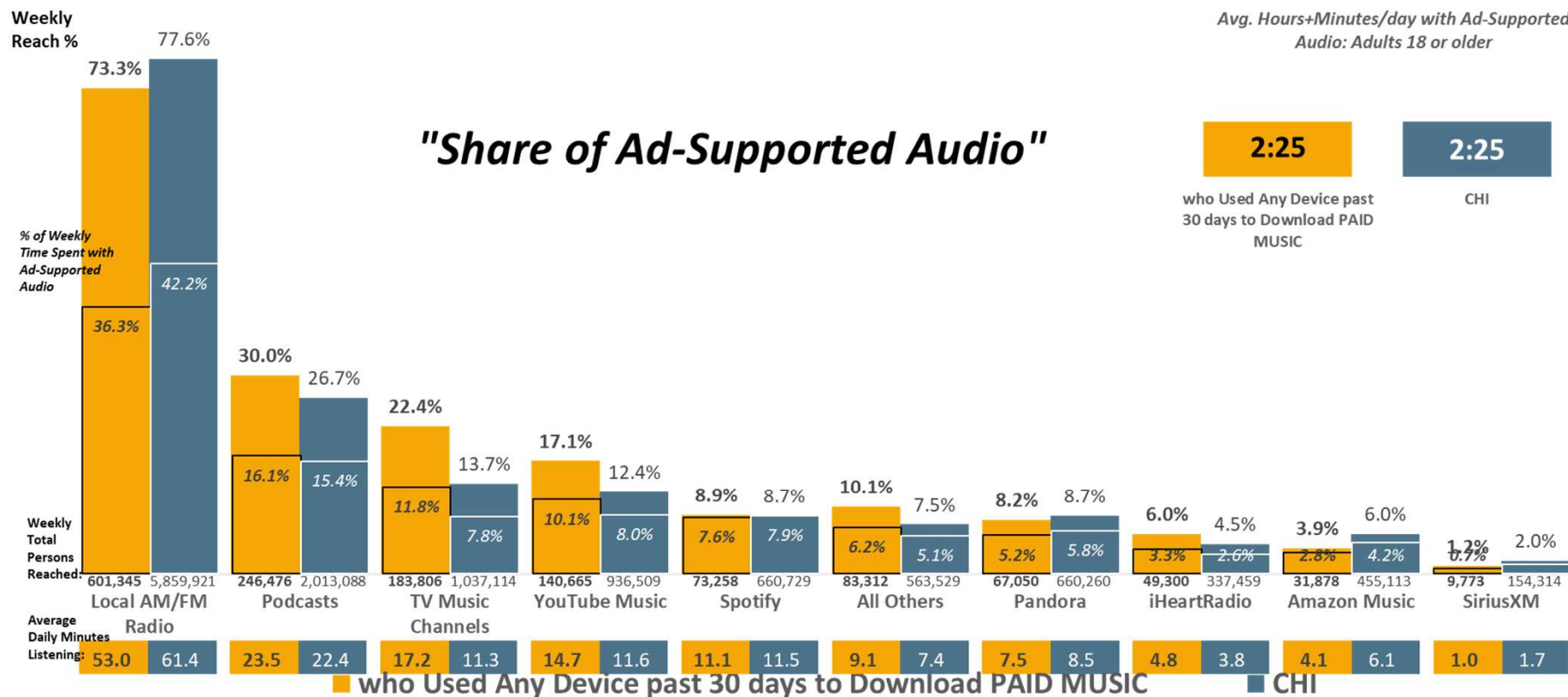


21,785,287 or 73.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



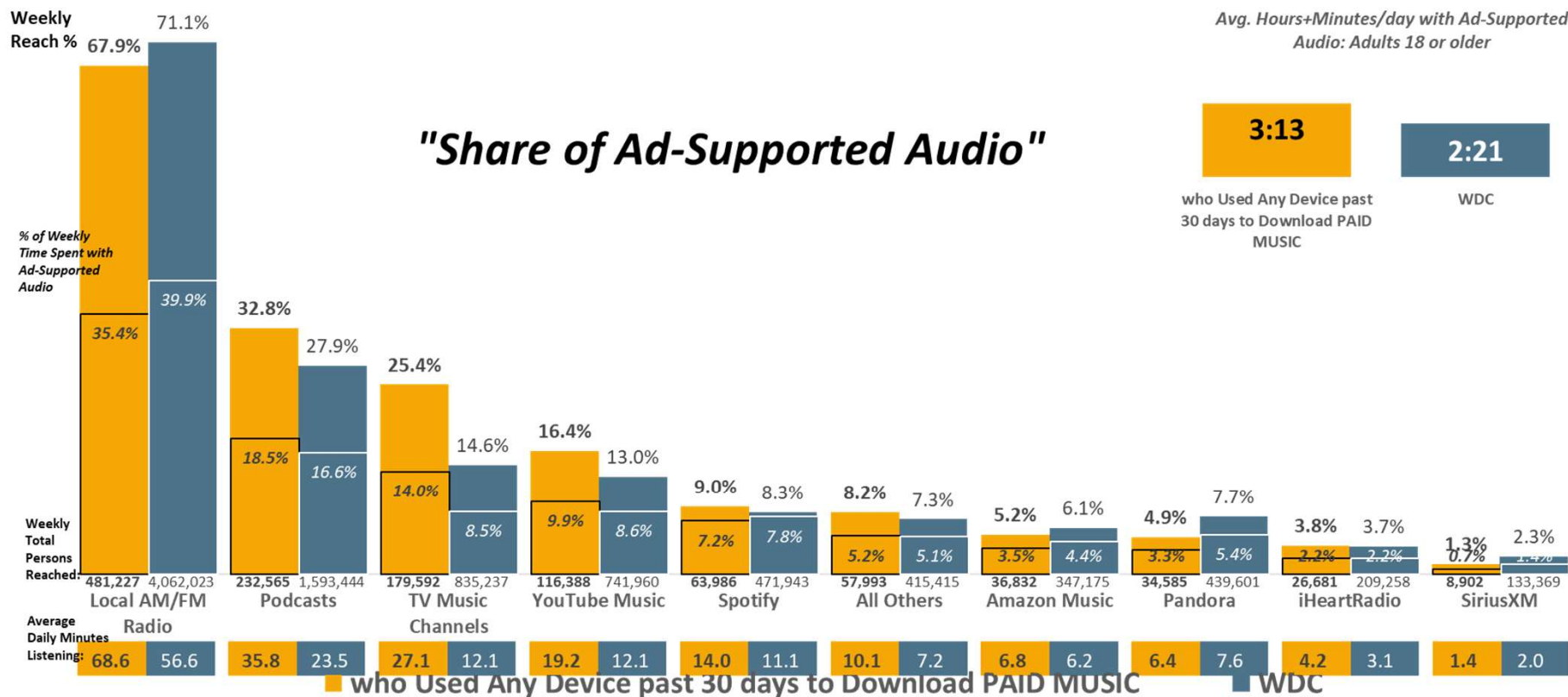


601,345 or 73.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 53. minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.





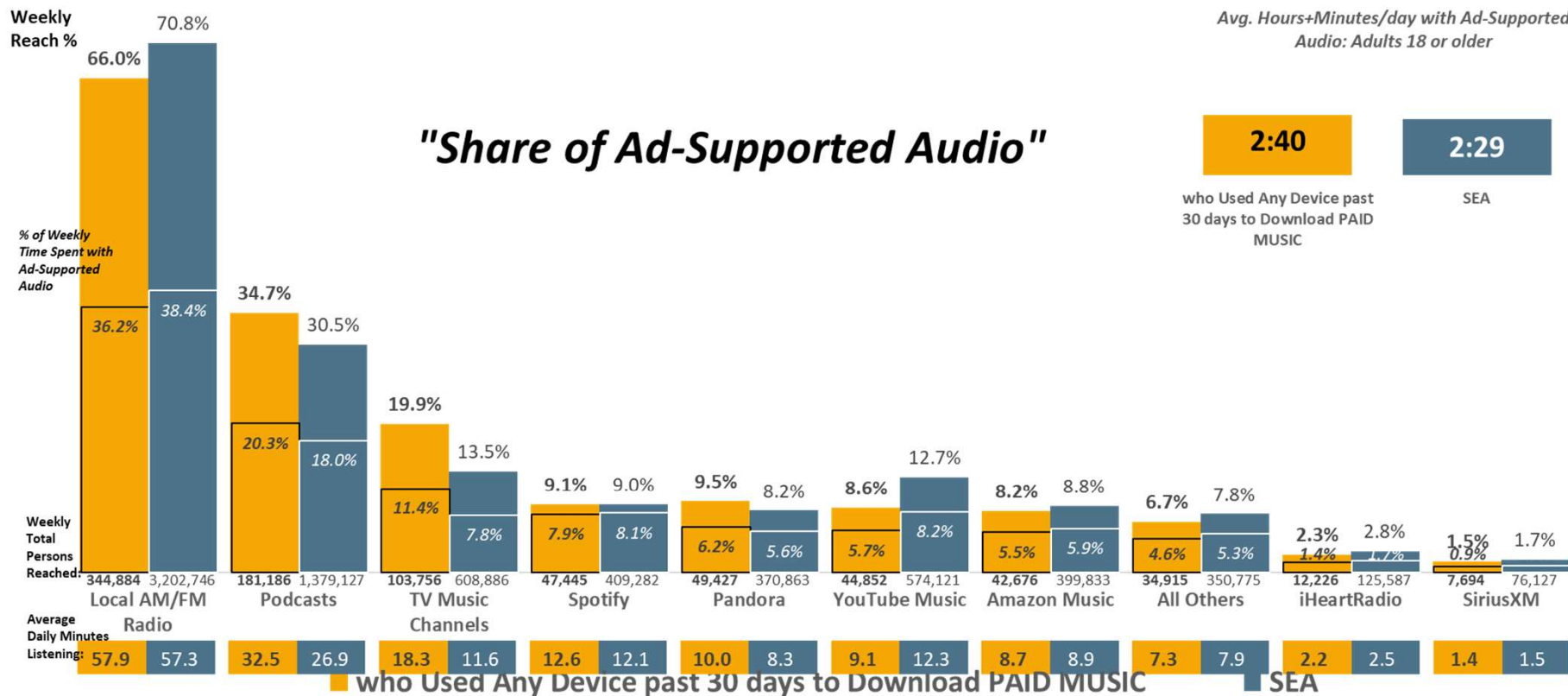
481,227 or 67.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.







344,884 or 66.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.





403,297 or 77.1% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 77.1% 75.8%

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

## "Share of Ad-Supported Audio"

% of Weekly Time Spent with Ad-Supported Audio

2:56

2:28

who Used Any Device past 30 days to Download PAID MUSIC

PHX

Weekly Total Persons Reached

Average Daily Minutes Listening

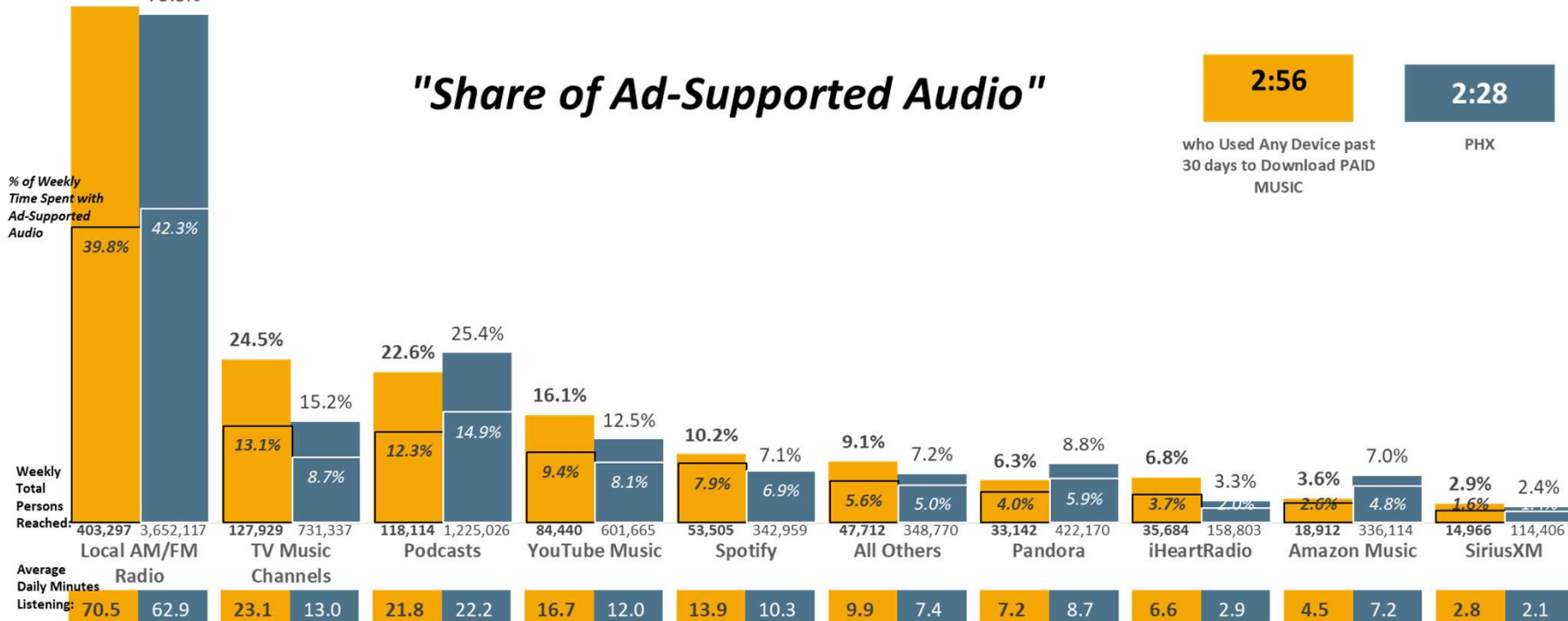
who Used Any Device past 30 days to Download PAID MUSIC PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 265  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

soefa.ai Share of Everything for Anything

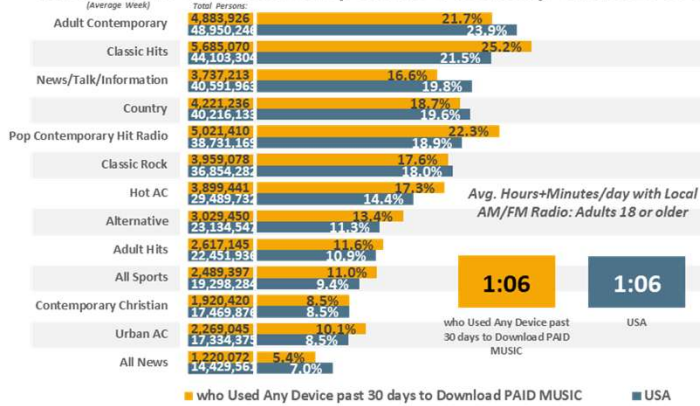
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



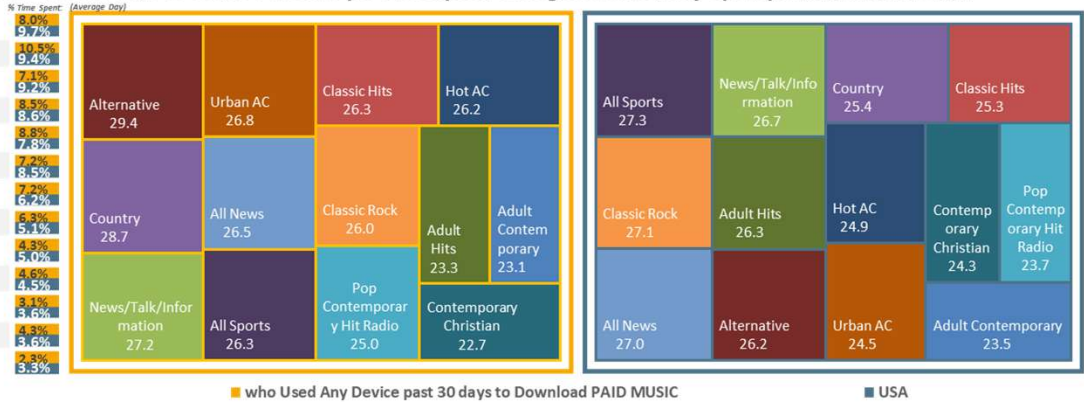


21,785,287 or 73.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Rock.

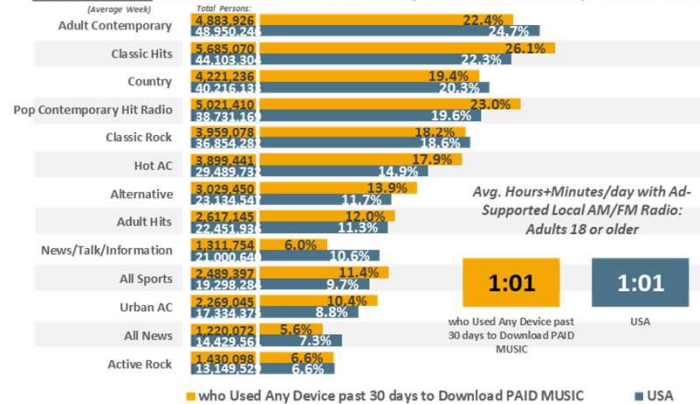
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**



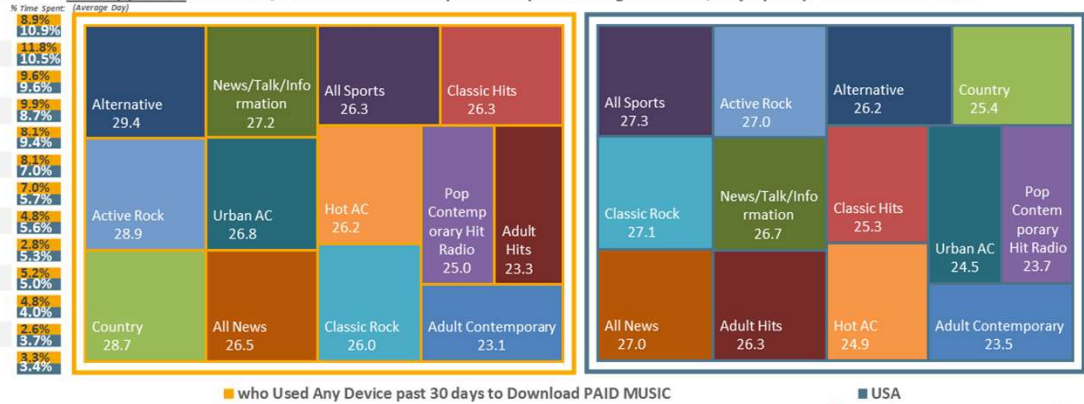
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

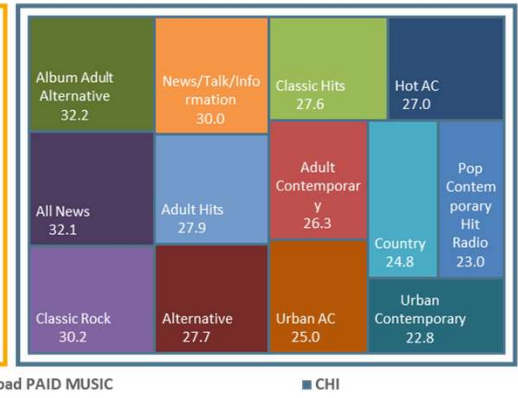
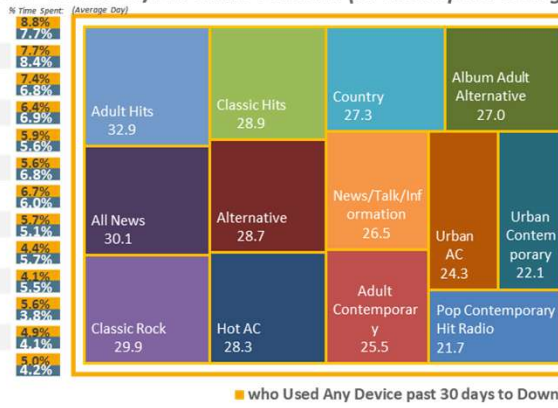
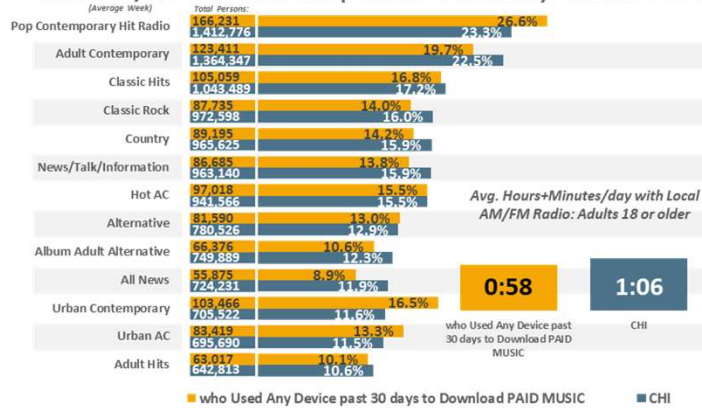
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



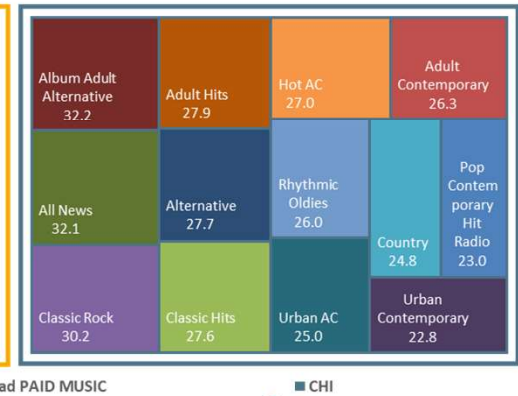
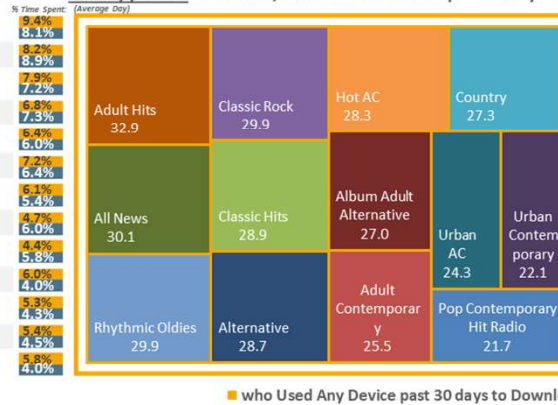
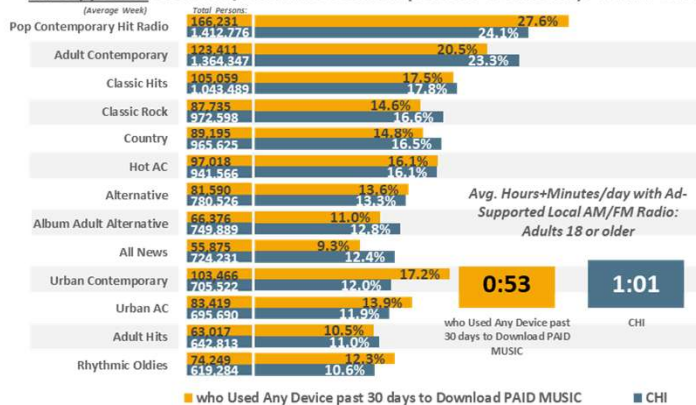


601,345 or 73.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Urban Contemporary, and Hot AC.

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



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

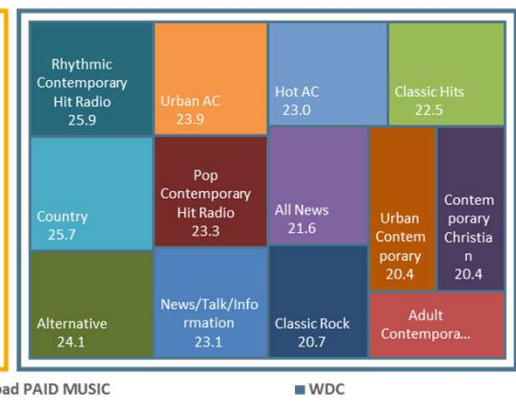
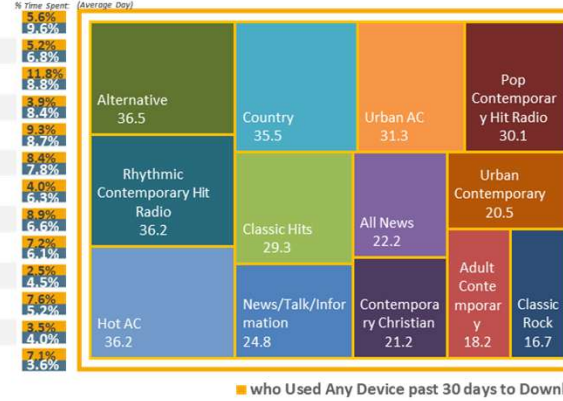
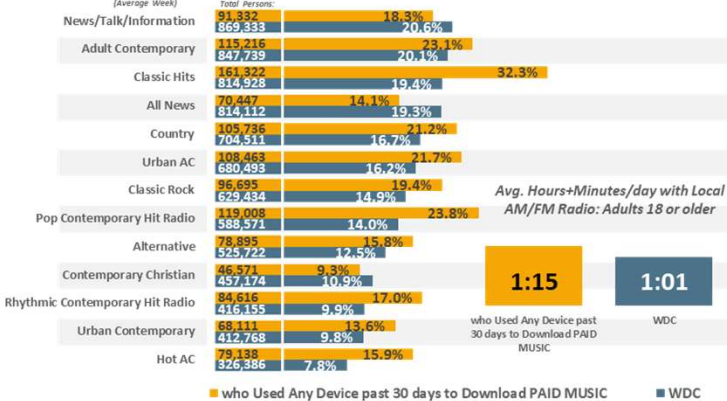




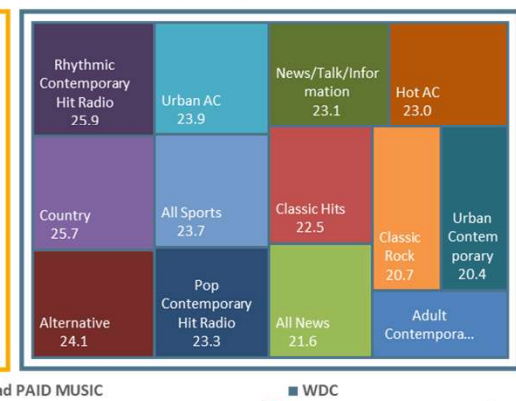
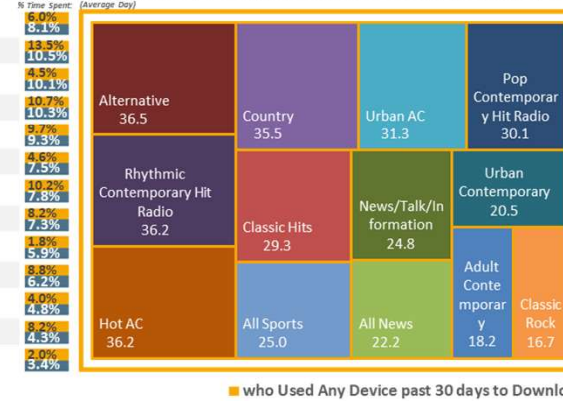
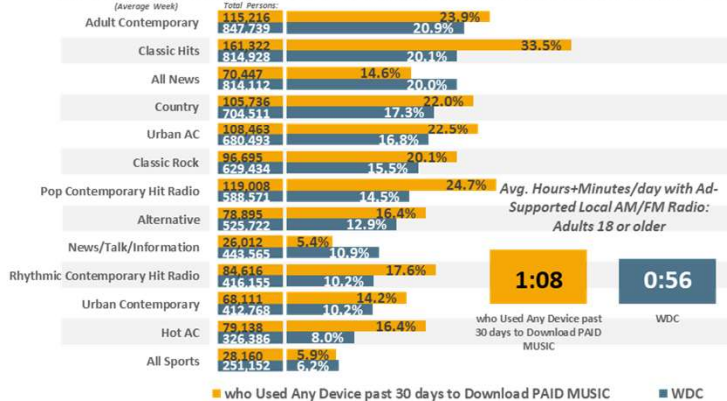


481,227 or 67.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Urban AC, and Country.

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



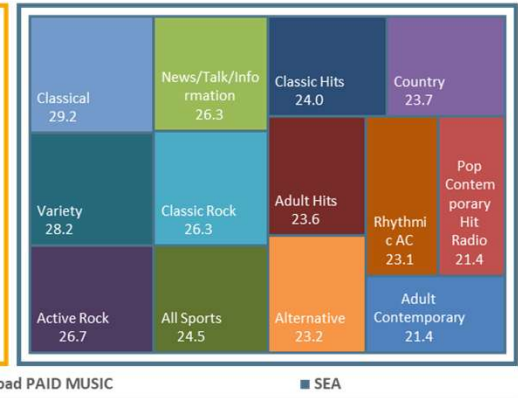
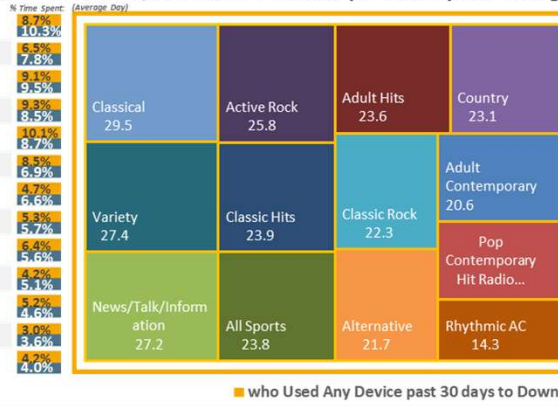
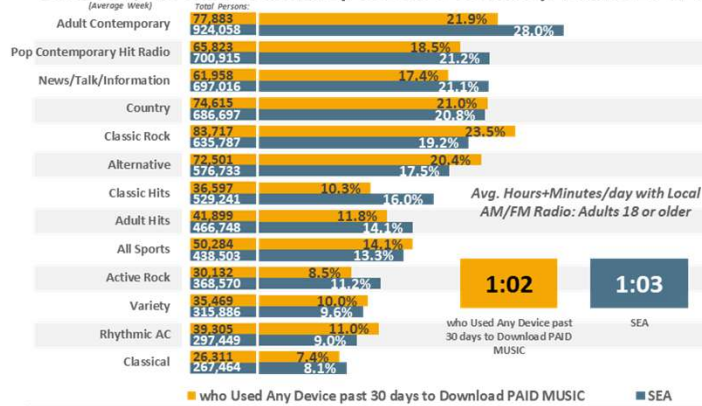
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



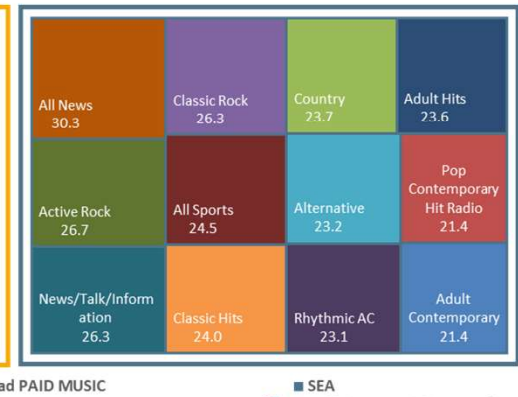
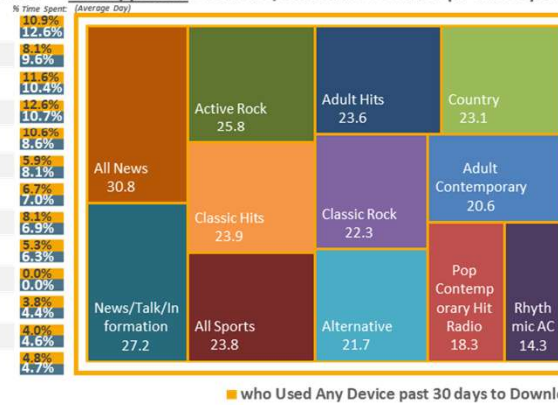
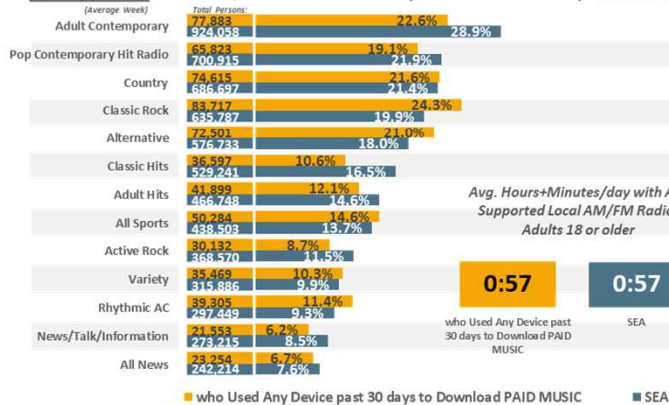


344,884 or 66.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Country, Alternative, and Pop Contemporary Hit Radio.

**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**



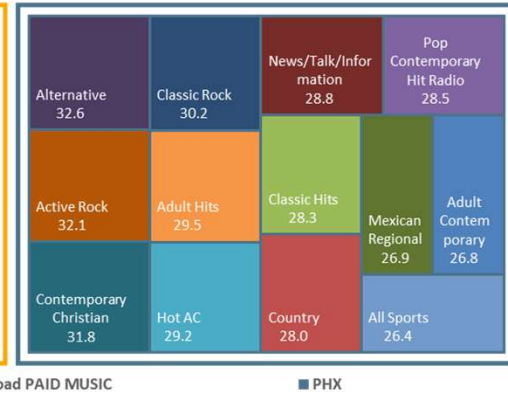
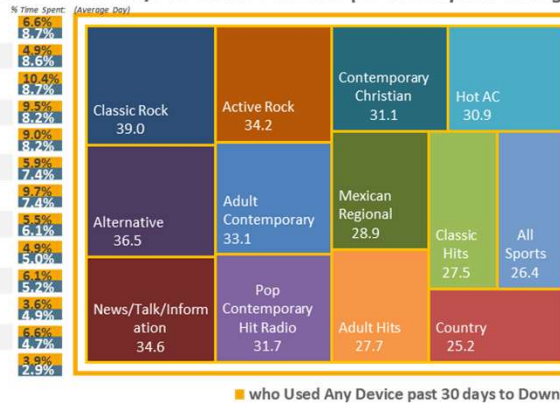
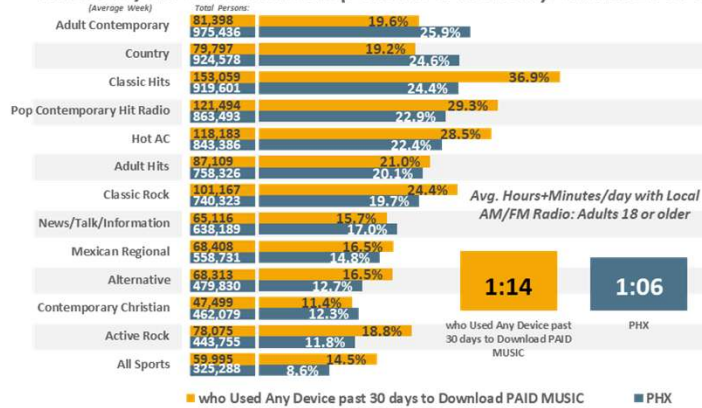
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



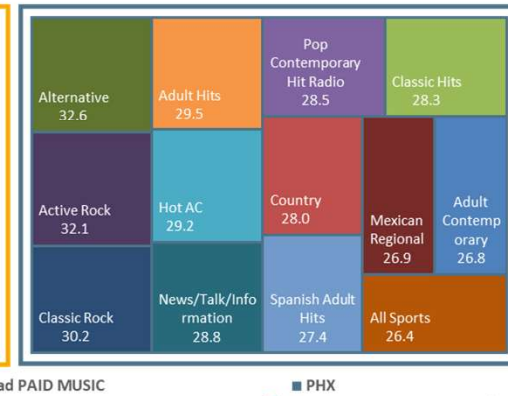
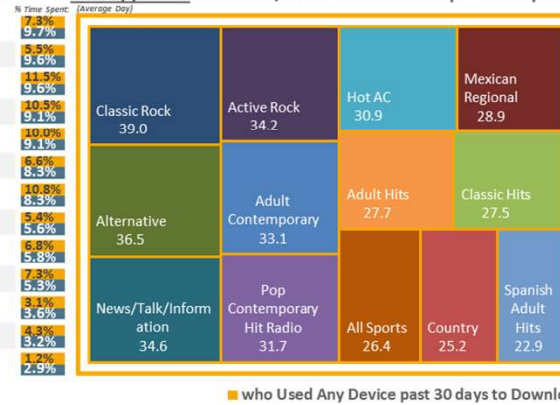
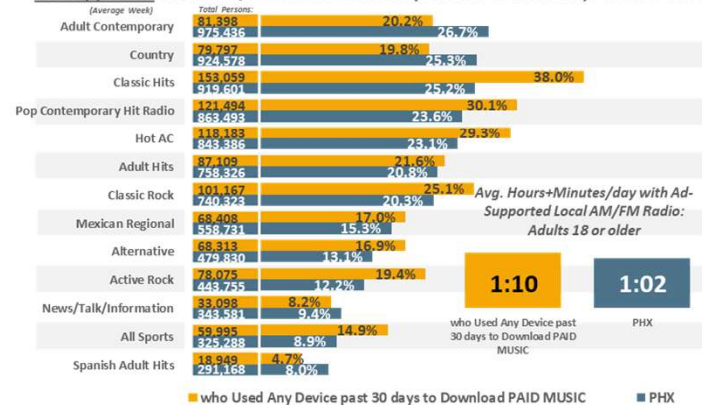


403,297 or 77.1% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Hot AC, Classic Rock, and Adult Hits.

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



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



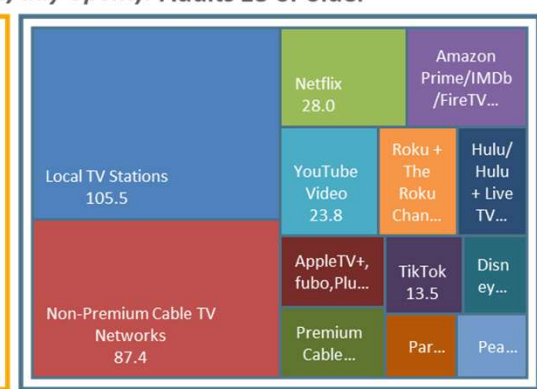
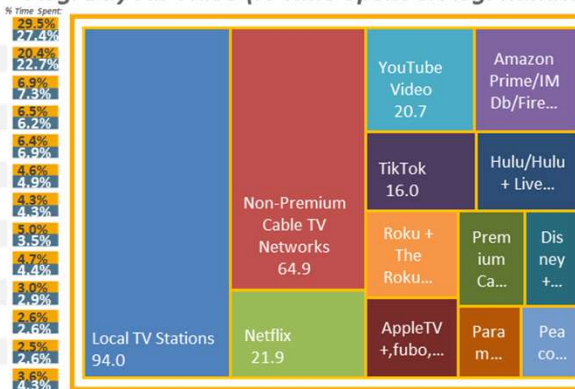
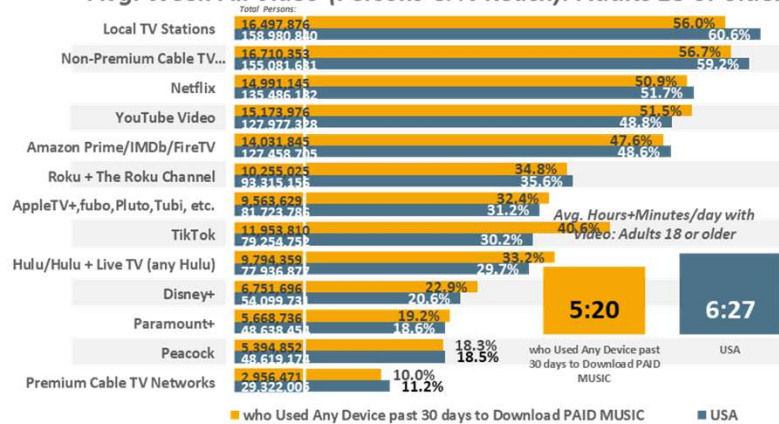




16,281,830 or 55.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 88.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

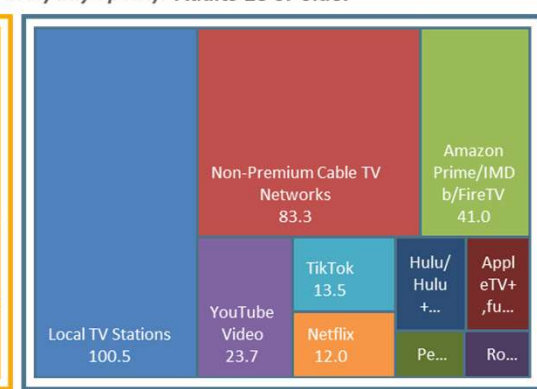
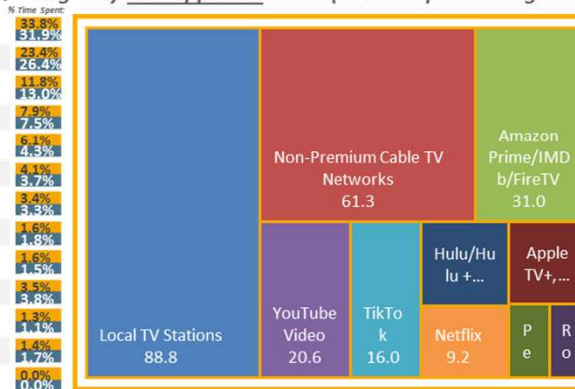
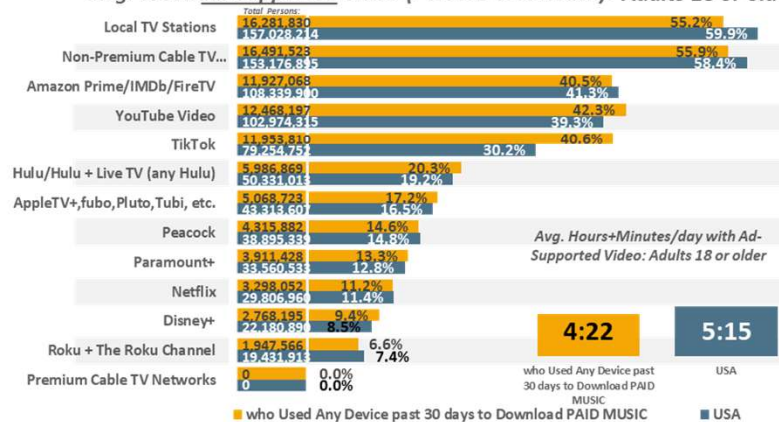
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

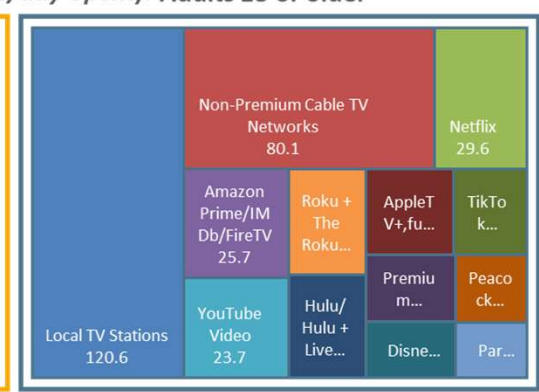
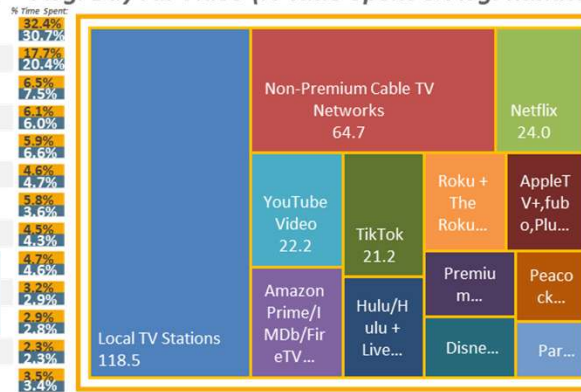
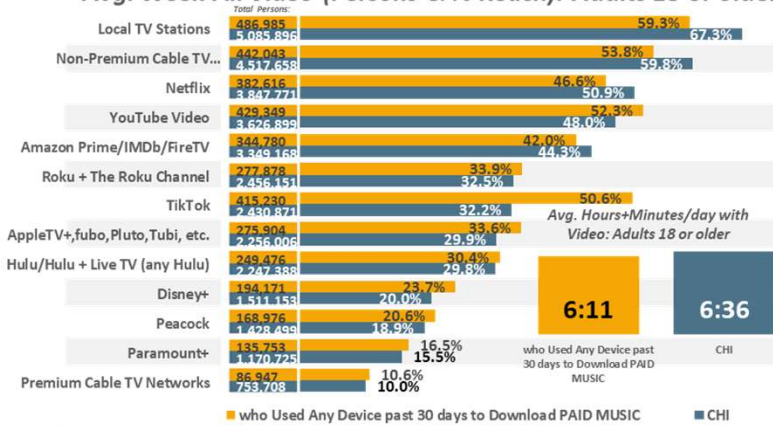




479,025 or 58.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 111.9 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

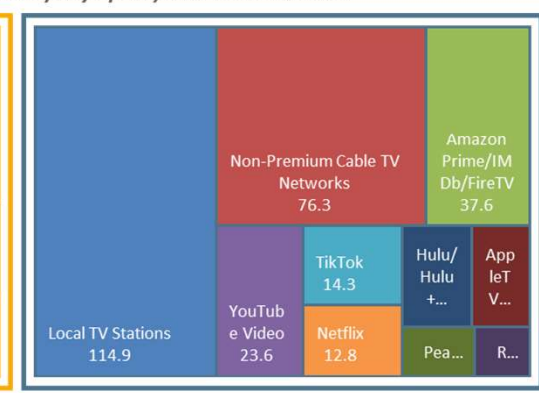
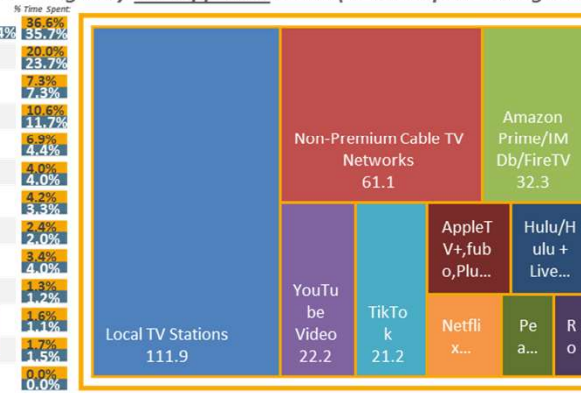
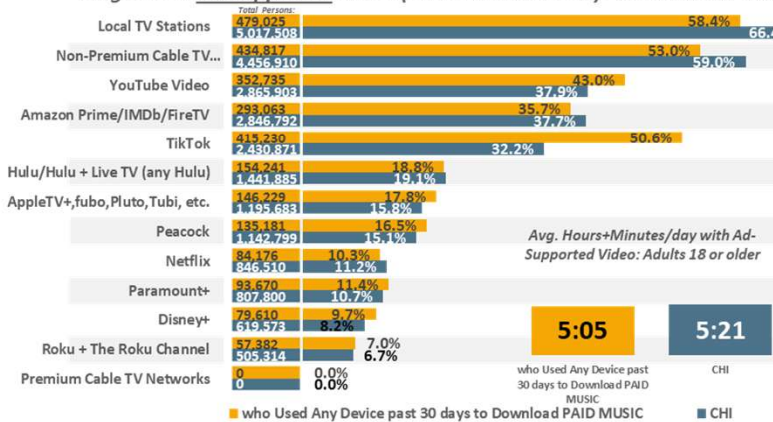
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 451  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

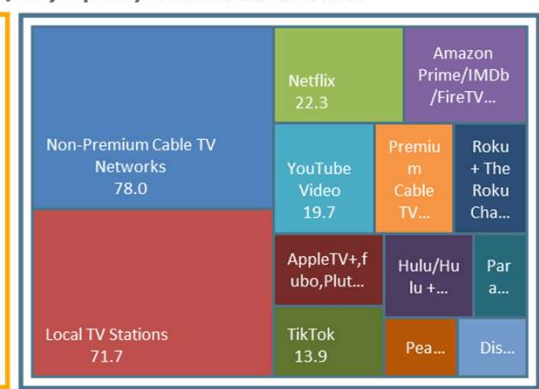
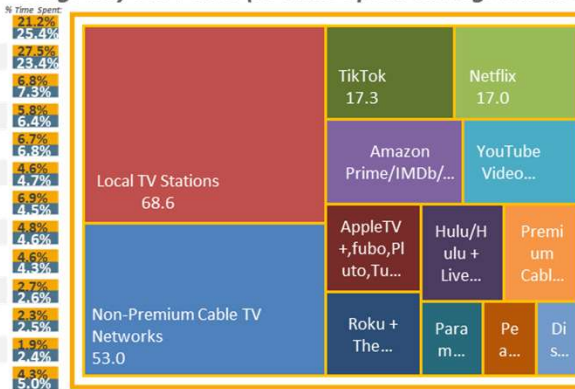
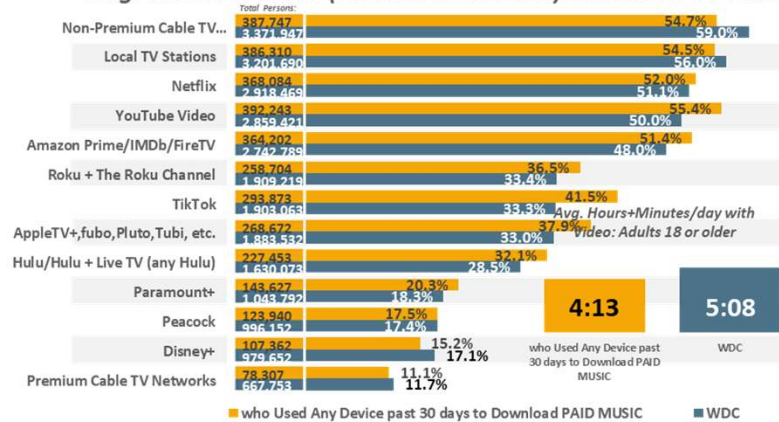
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



381,196 or 53.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC  
watch Ad-Supported Local TV Stations for an average of 63.6 minutes every day representing 30.2%  
of all time spent daily with Ad-Supported Video.

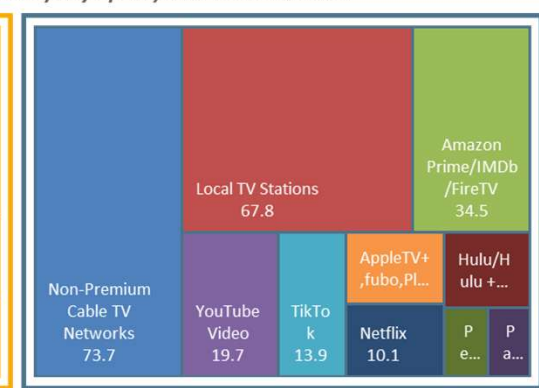
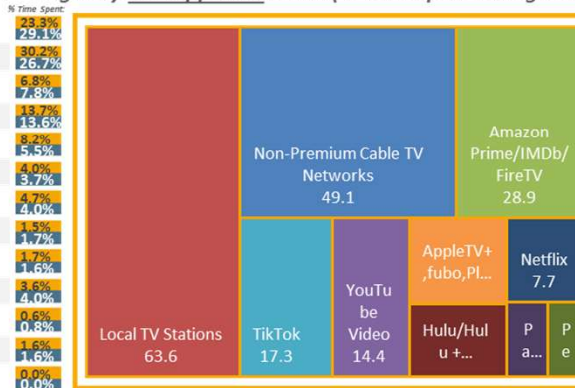
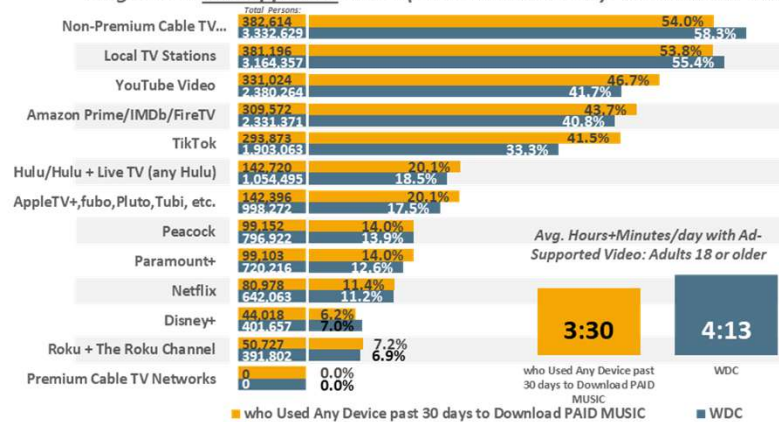
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 743  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

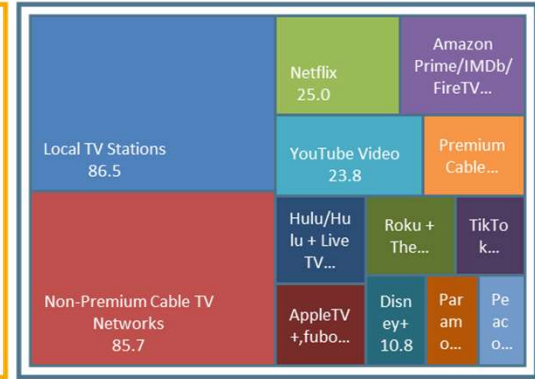
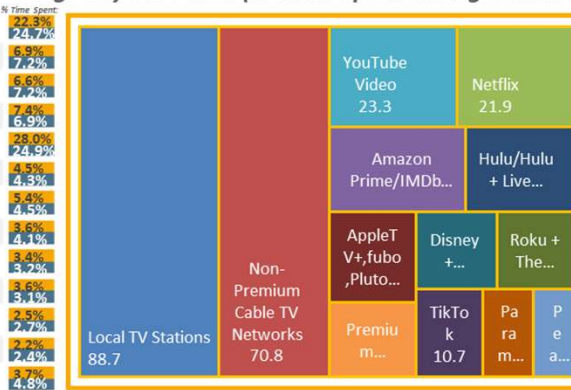
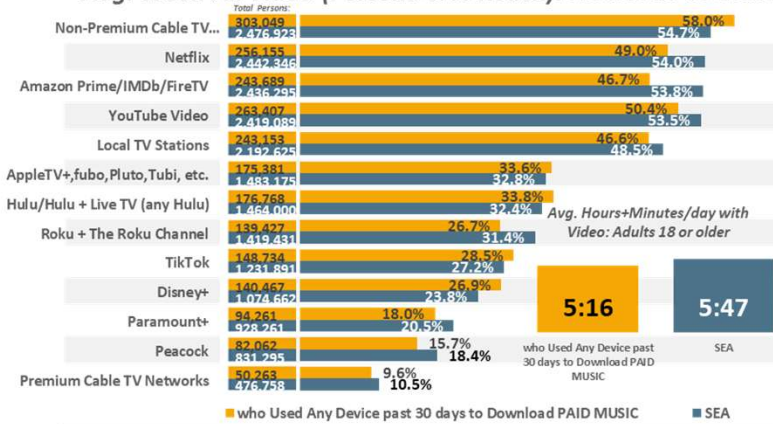
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



241,648 or 46.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 83.7 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

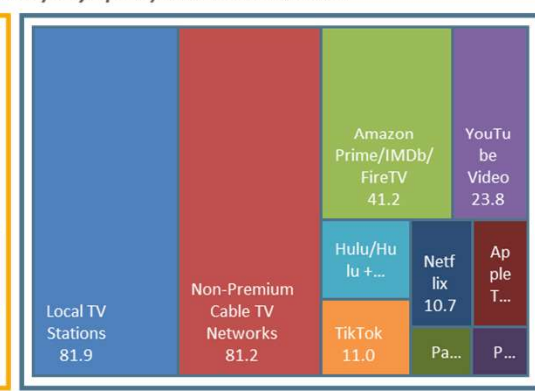
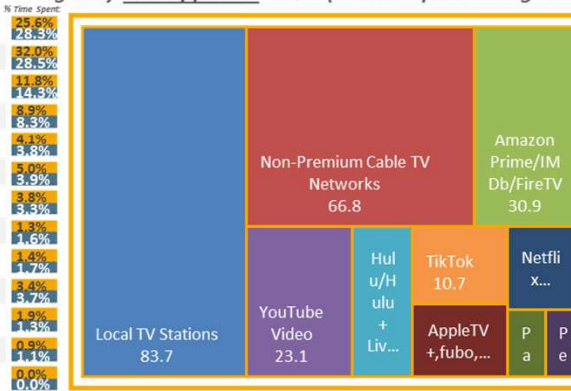
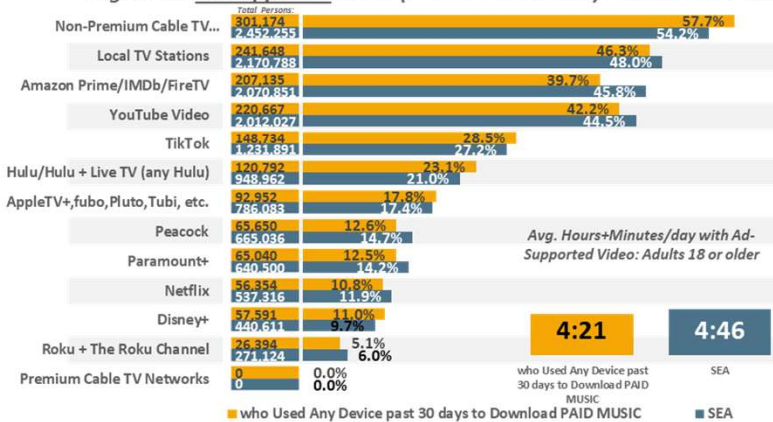
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



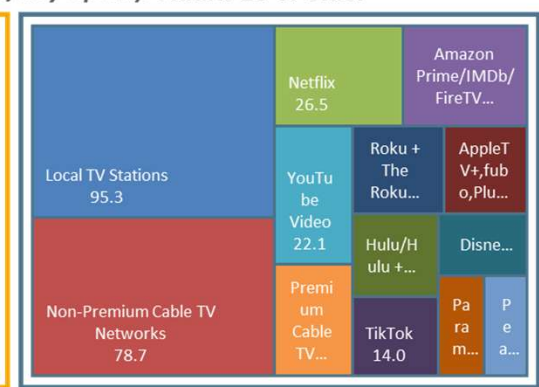
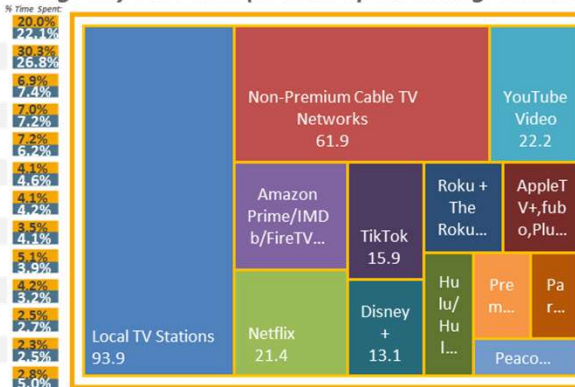
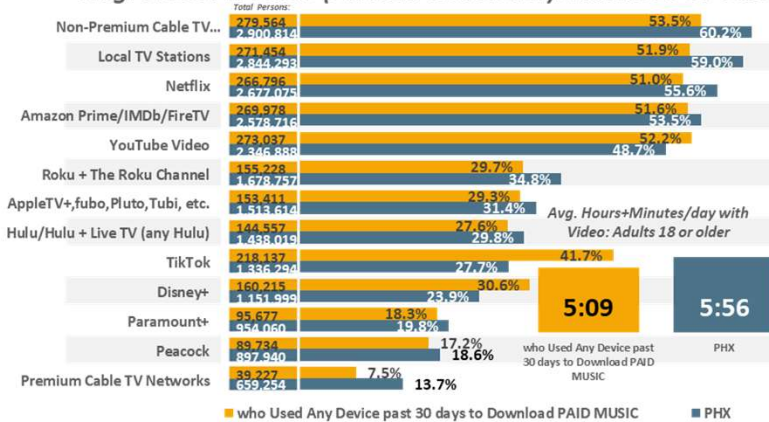




269,112 or 51.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC  
watch Ad-Supported Local TV Stations for an average of 91. minutes every day representing 35.4%  
of all time spent daily with Ad-Supported Video.

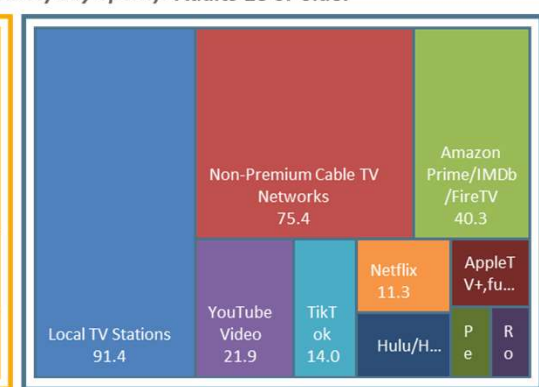
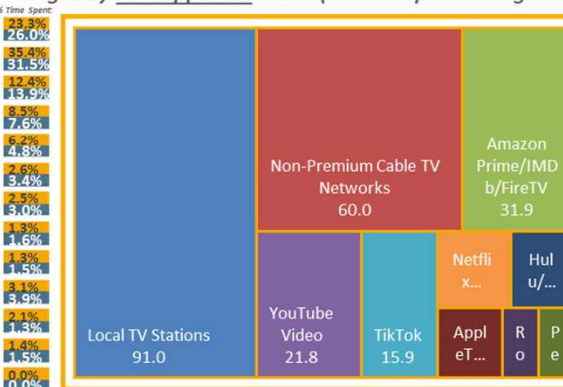
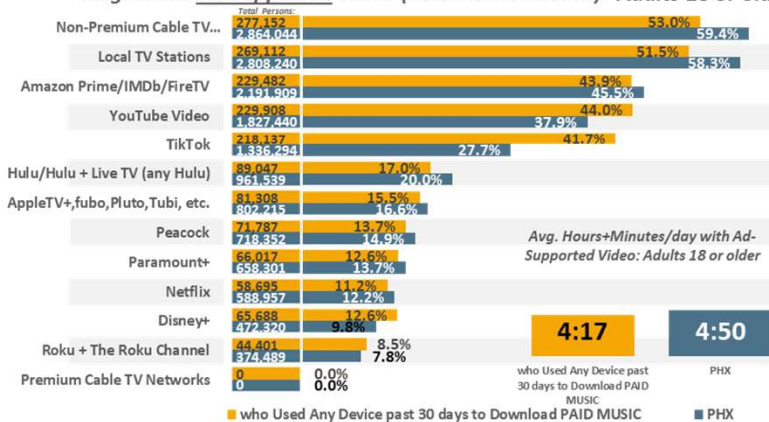
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 265  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

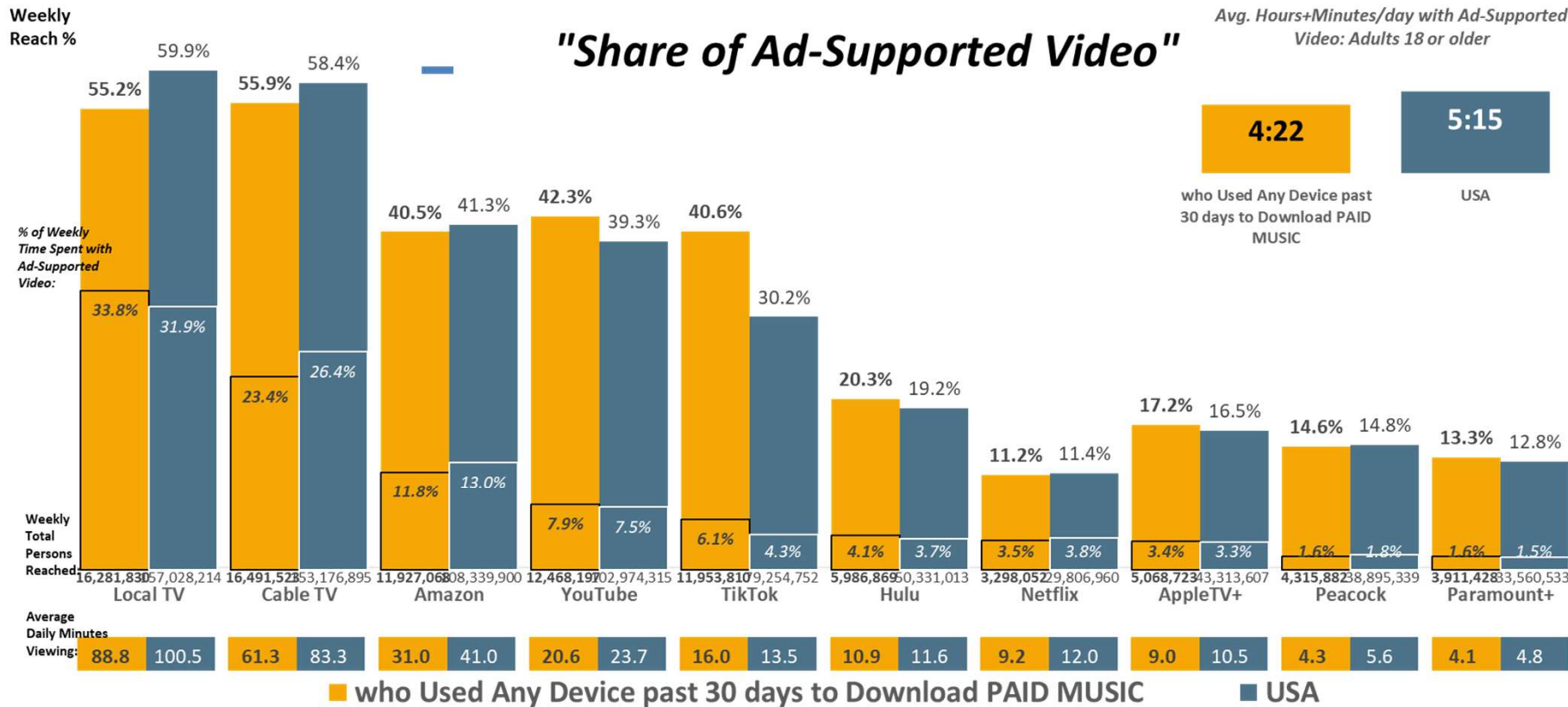
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music





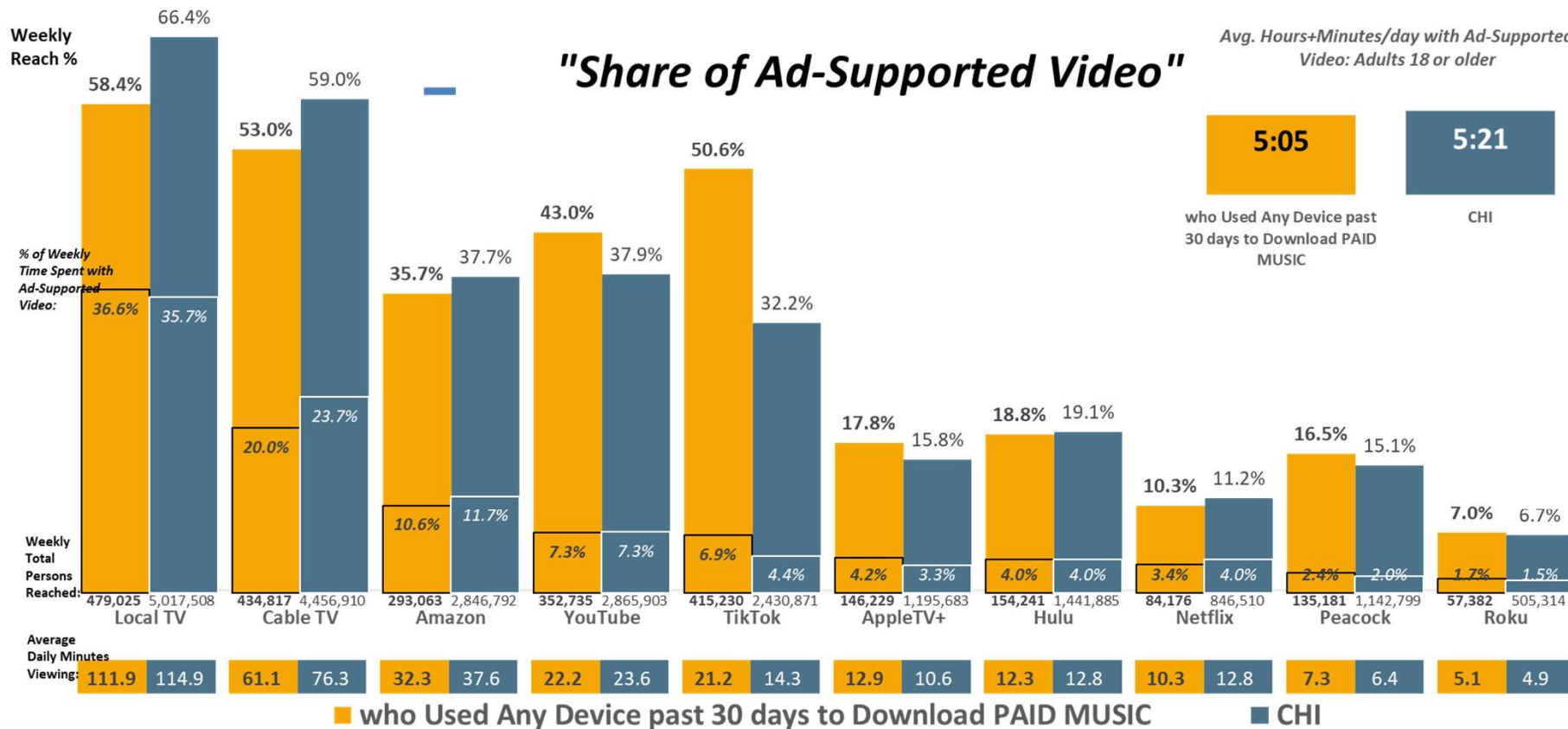
16,281,830 or 55.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 88.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.





479,025 or 58.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 111.9 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



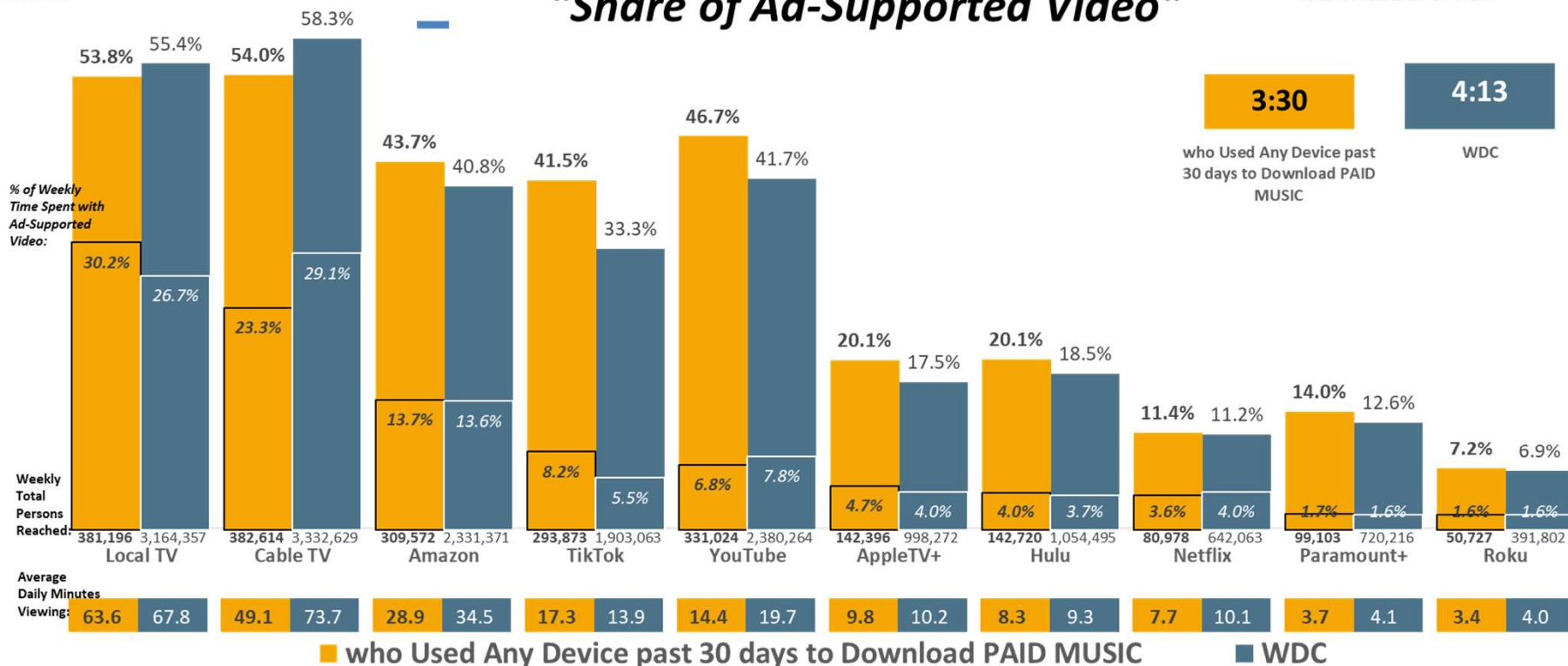


381,196 or 53.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 63.6 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

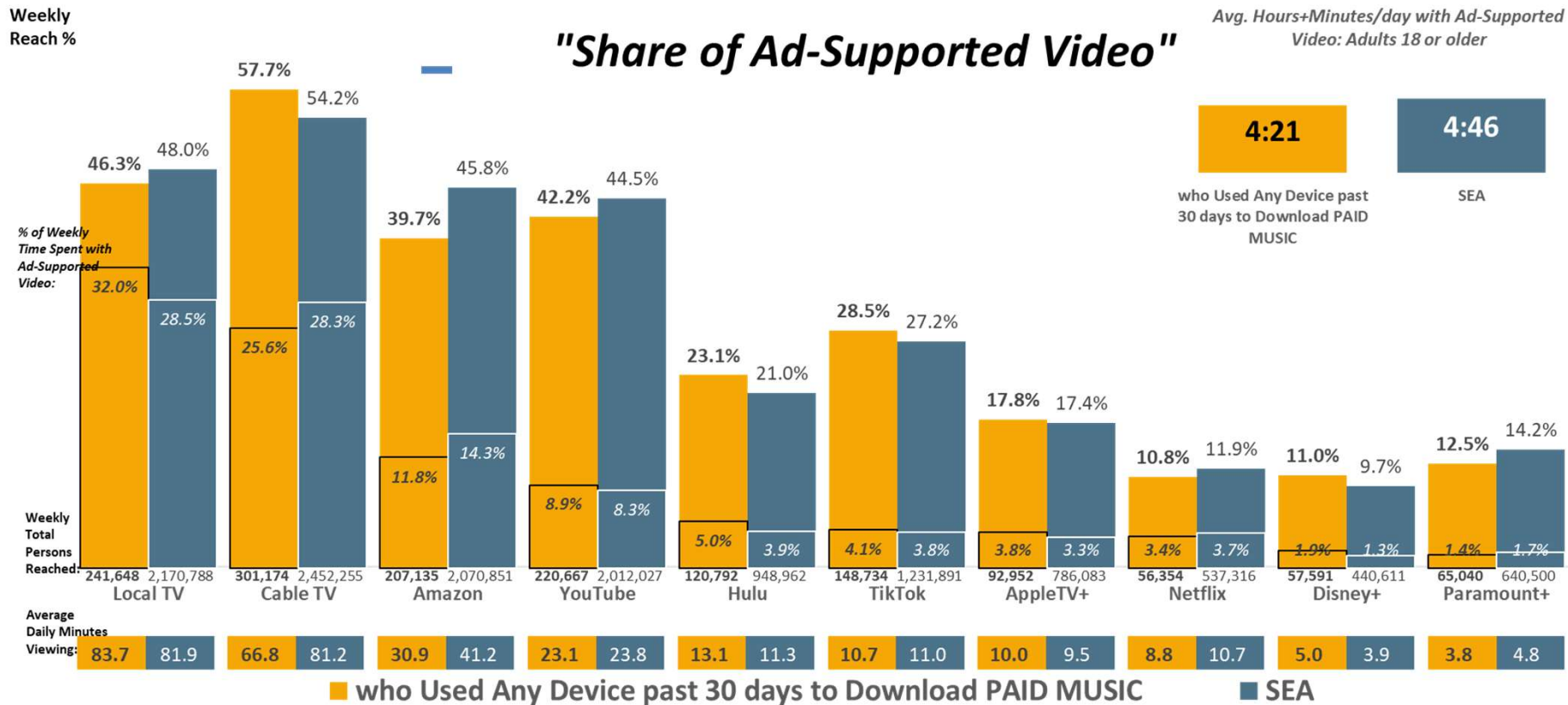
## "Share of Ad-Supported Video"

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





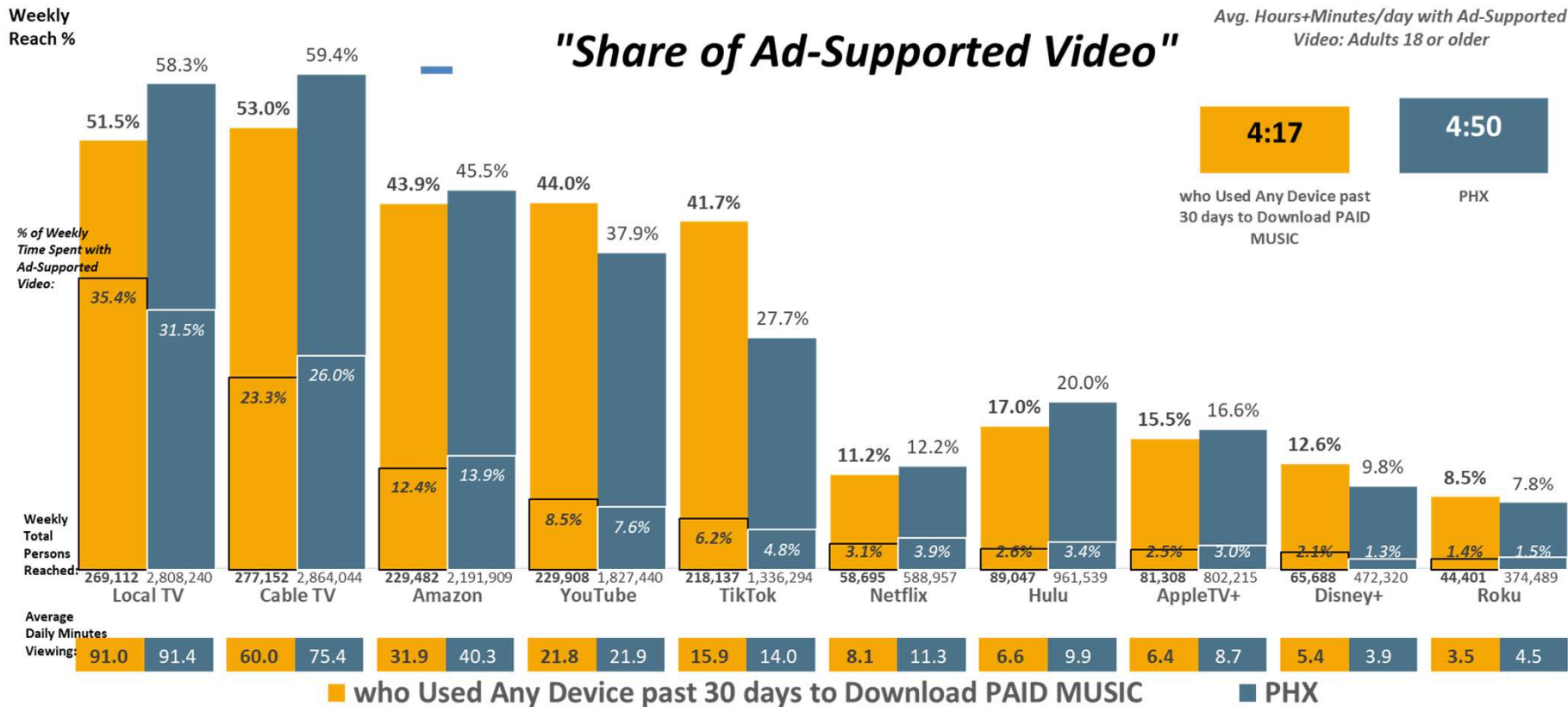
241,648 or 46.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 83.7 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.







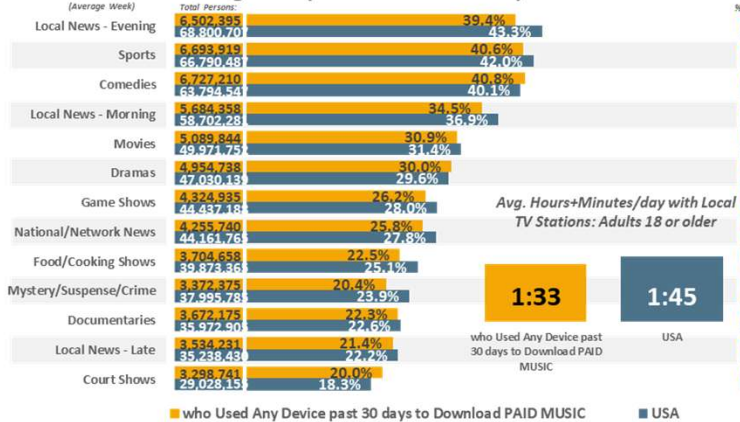
269,112 or 51.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 91. minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.



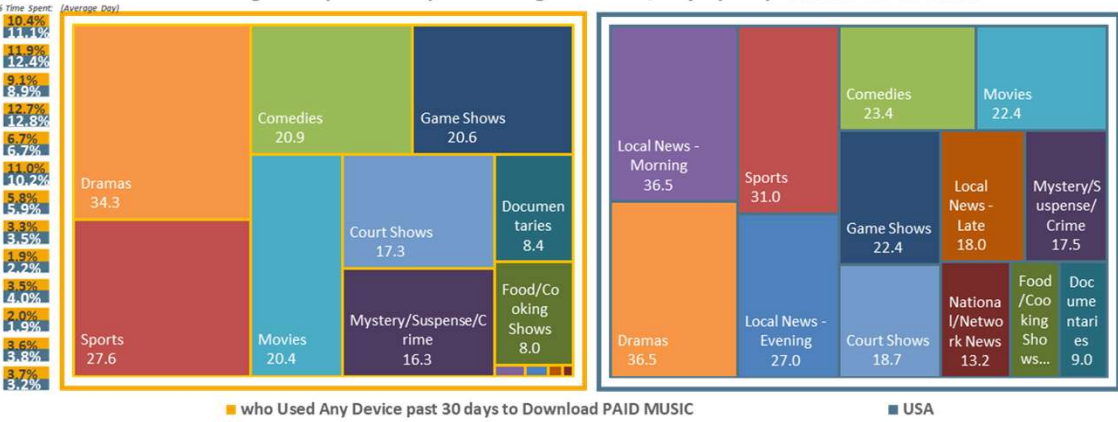


16,281,830 or 55.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

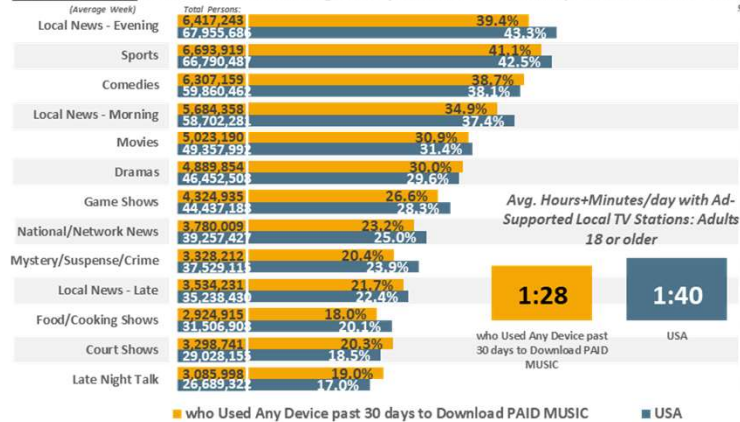
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



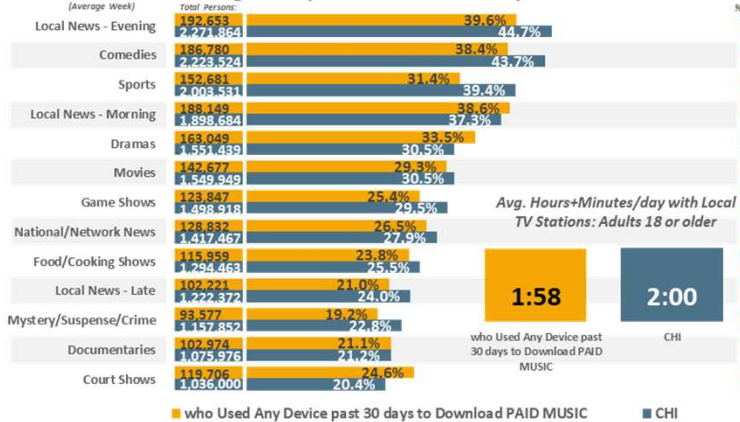
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



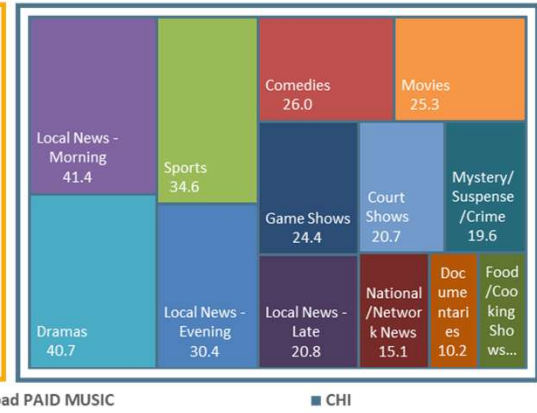
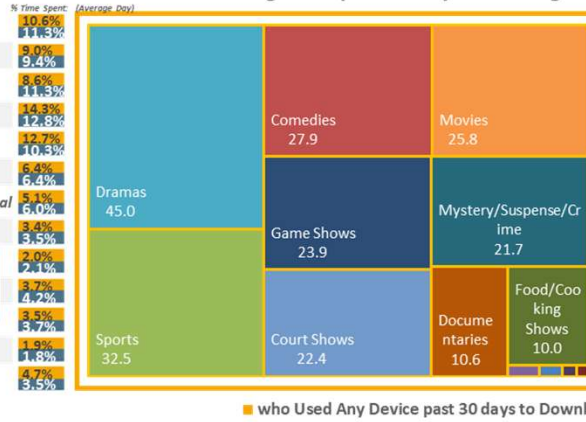


479,025 or 58.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Dramas, Sports, and Movies.

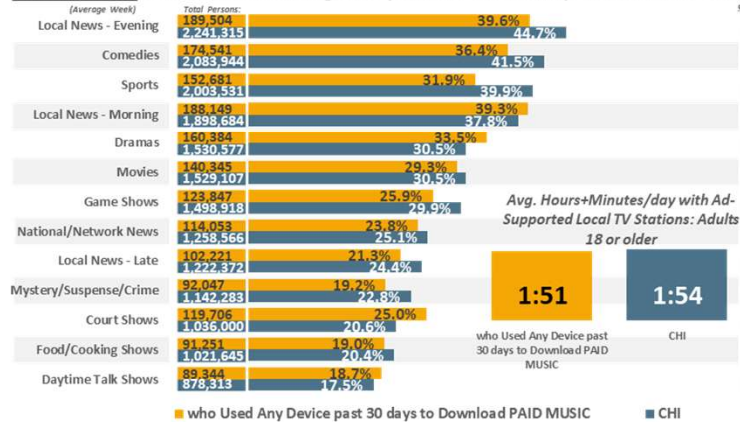
Local TV Station Programs (Persons & % Reach): Adults 18 or older



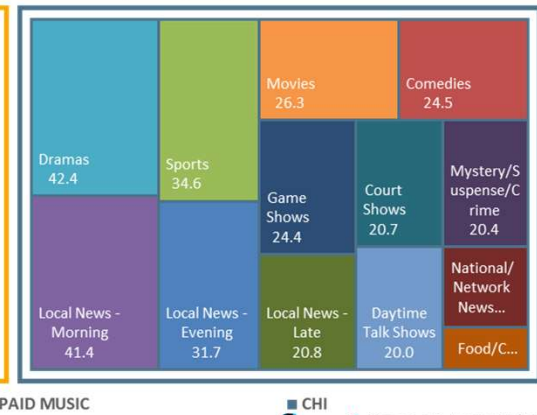
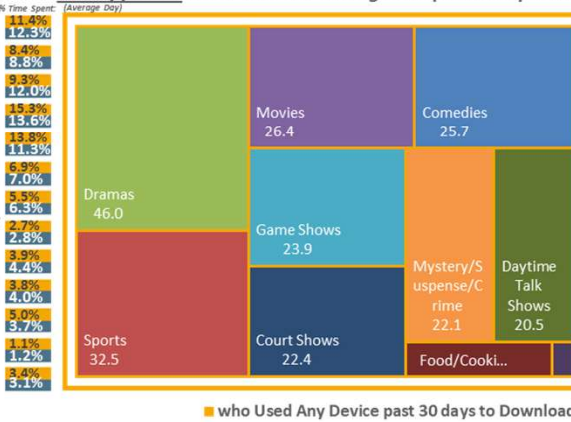
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

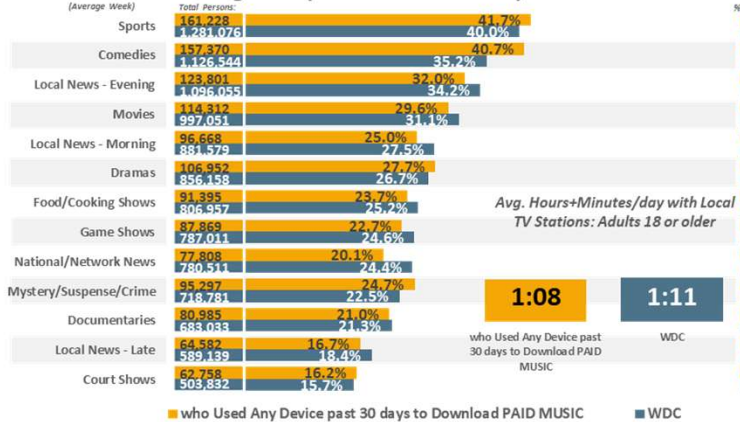




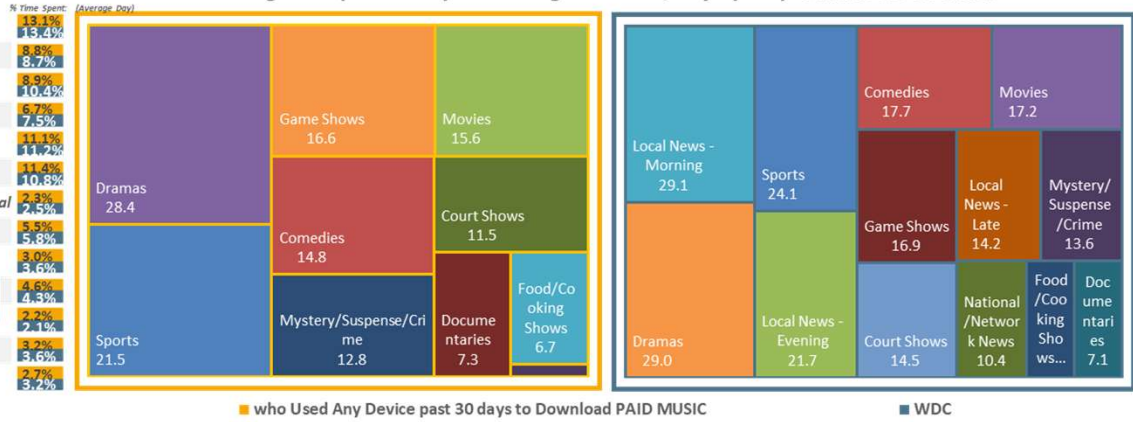


381,196 or 53.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Dramas, and Local News - Morning.

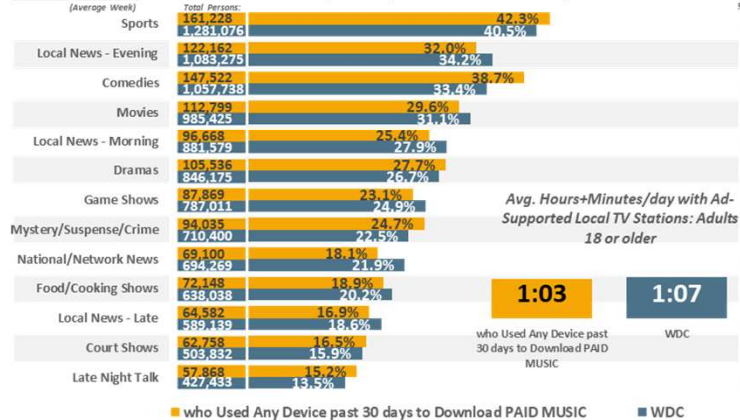
Local TV Station Programs (Persons & % Reach): Adults 18 or older



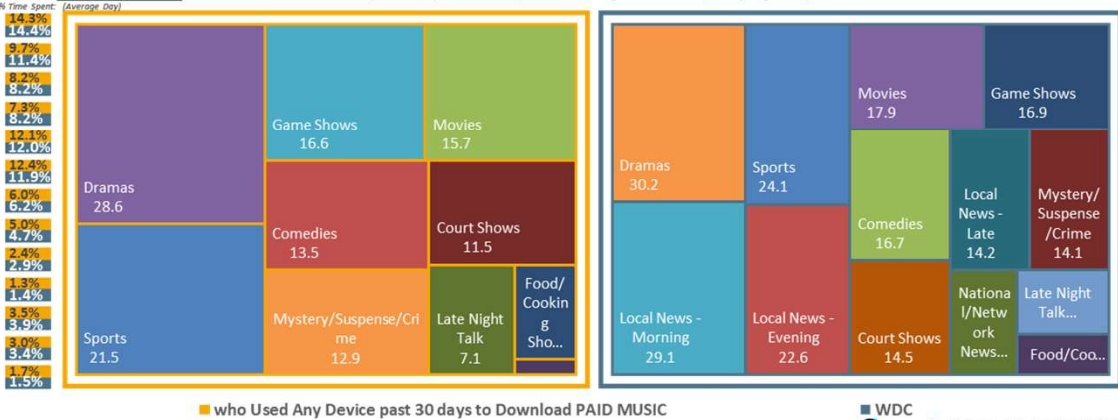
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



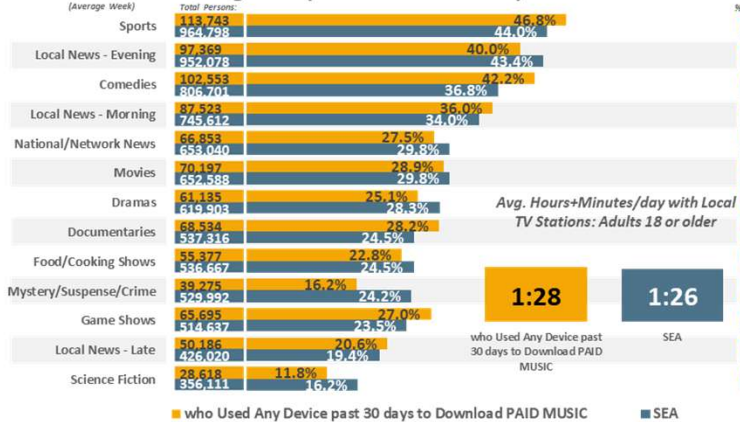
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



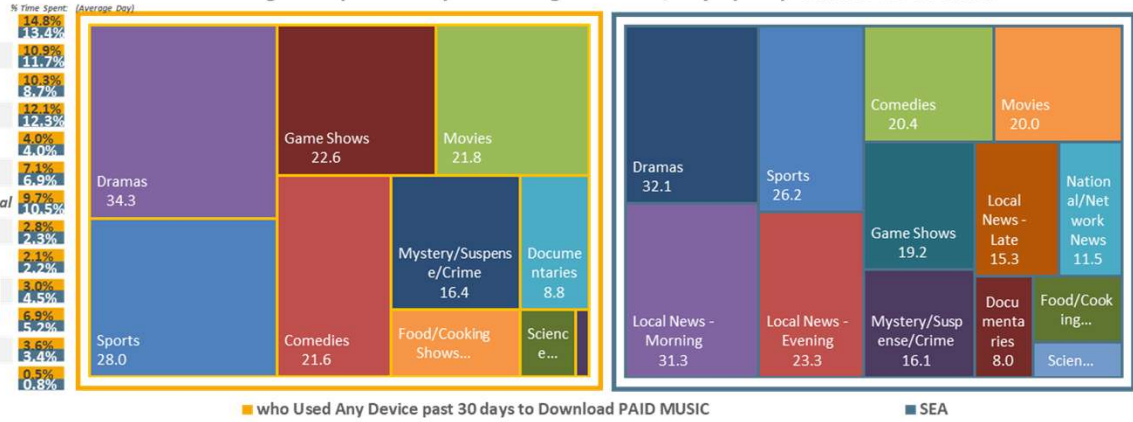


241,648 or 46.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

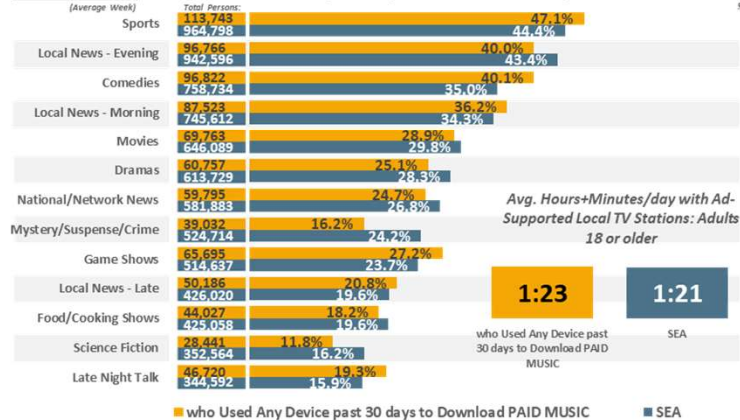
Local TV Station Programs (Persons & % Reach): Adults 18 or older



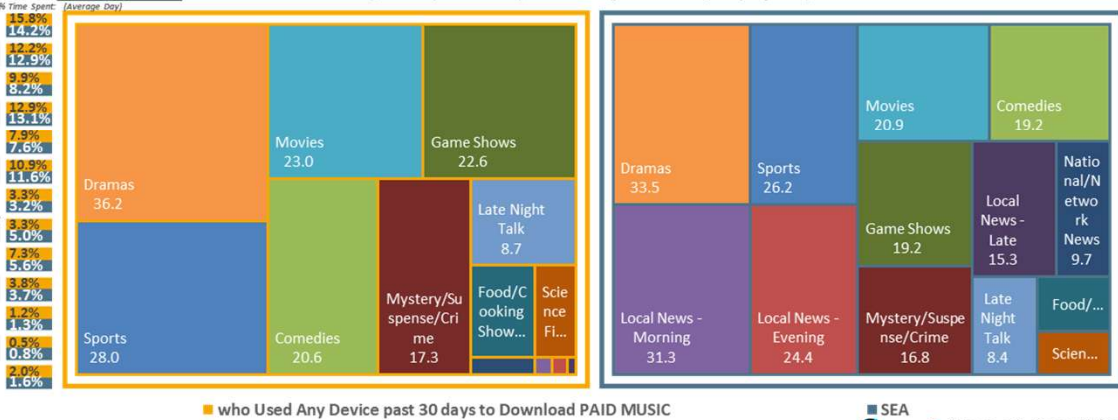
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



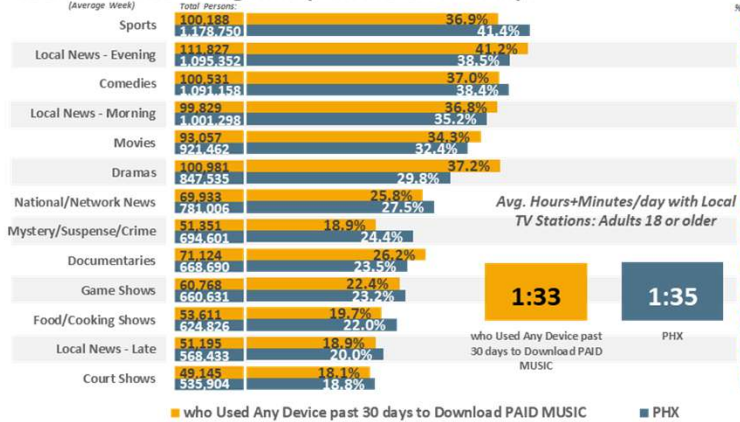
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



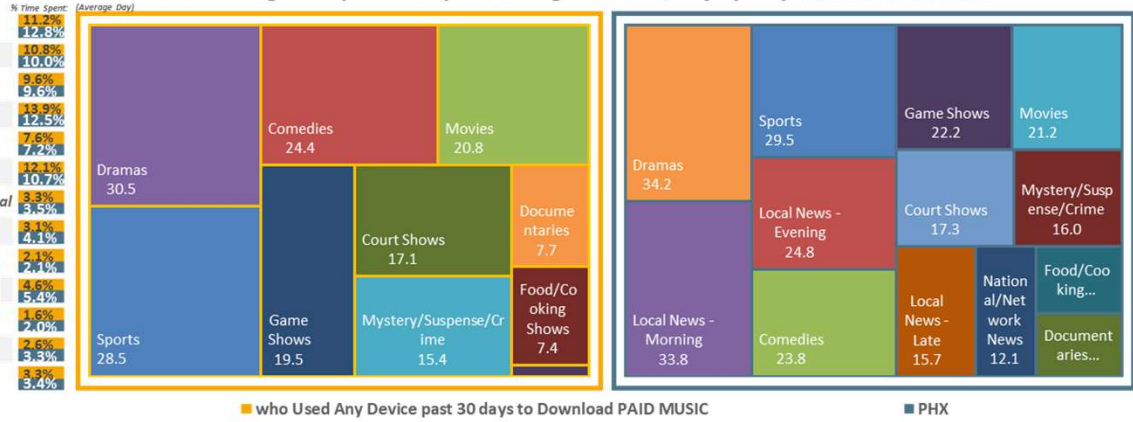


269,112 or 51.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Dramas, Local News - Morning, Comedies, and Movies.

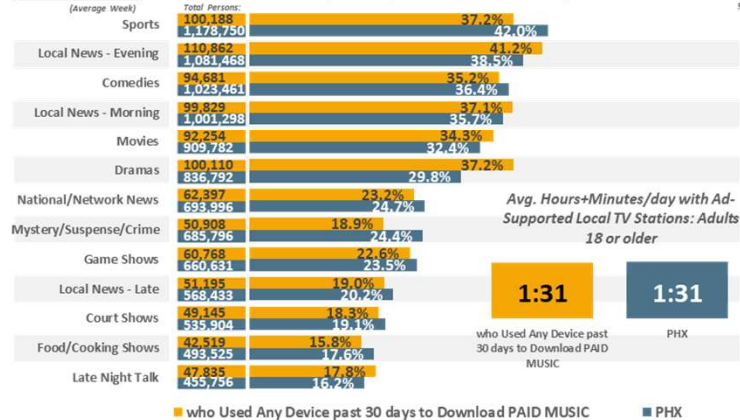
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



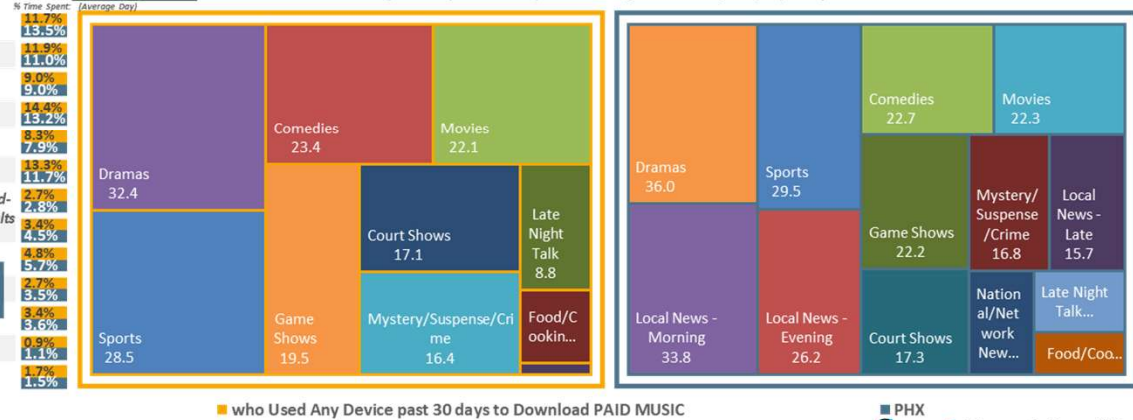
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



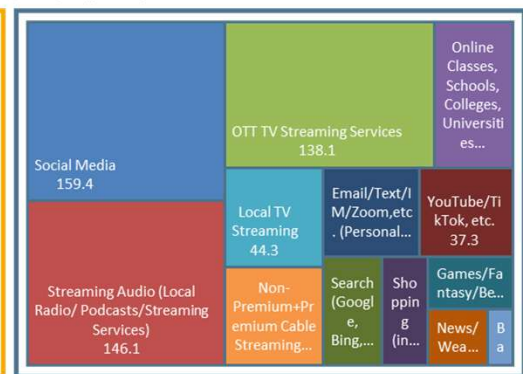
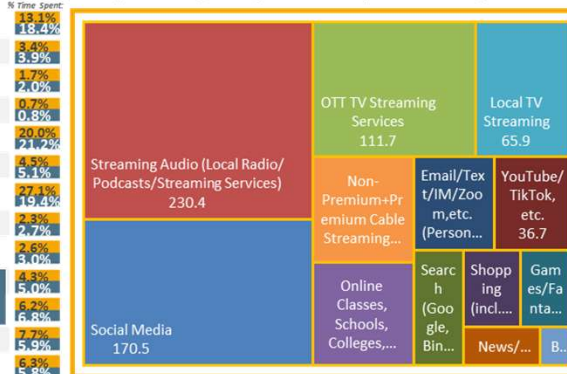
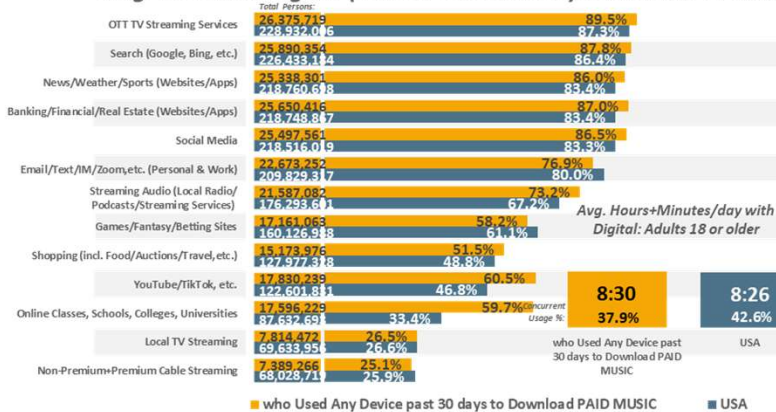




21,059,005 or 71.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 140.8 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

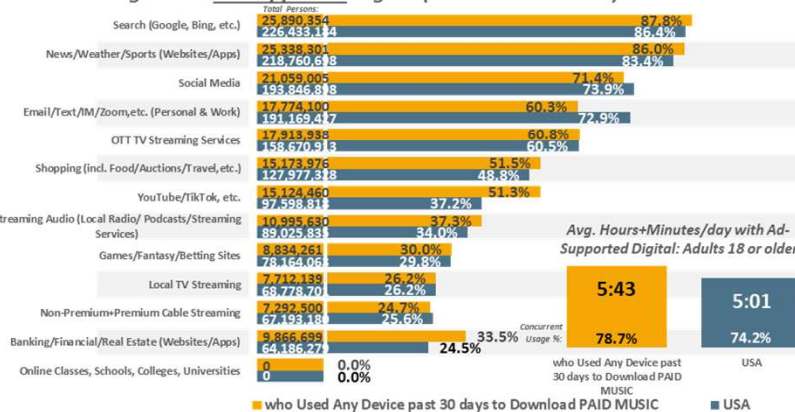
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

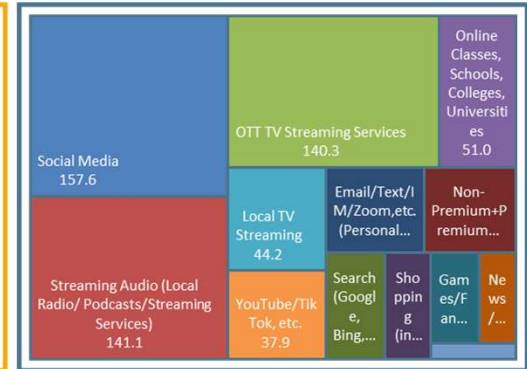
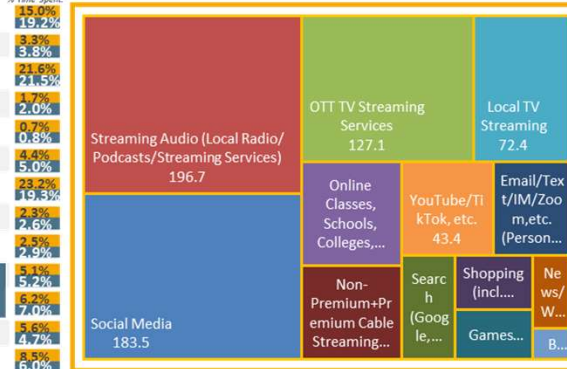
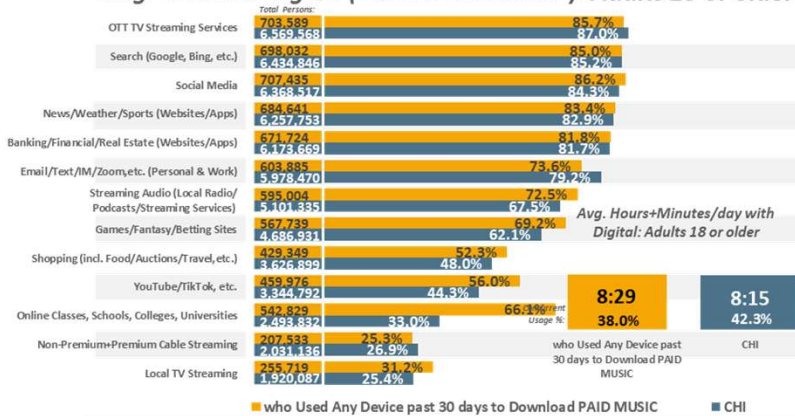
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



579,612 or 70.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 150.3 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

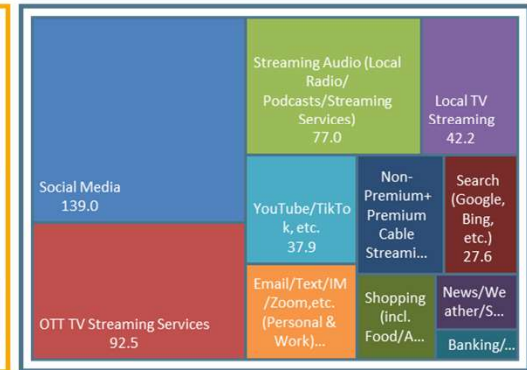
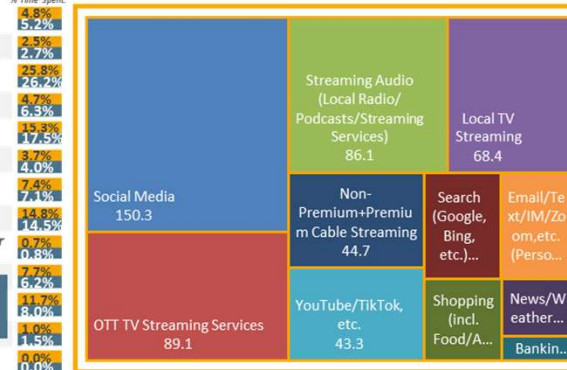
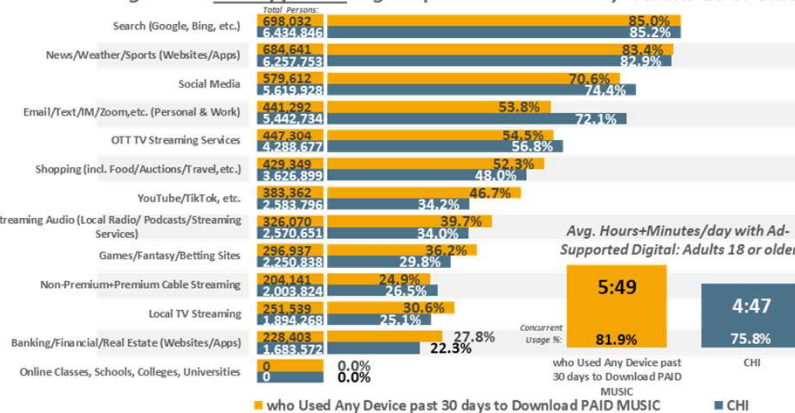
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



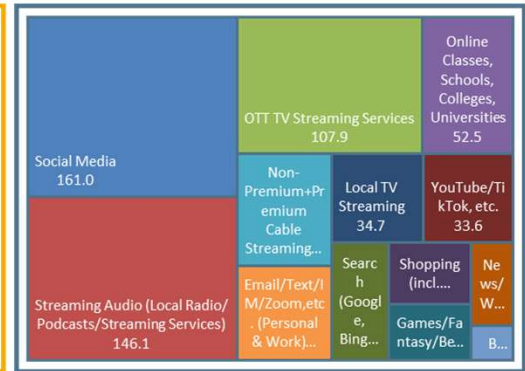
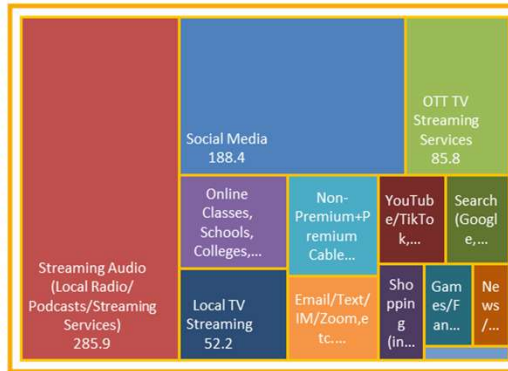
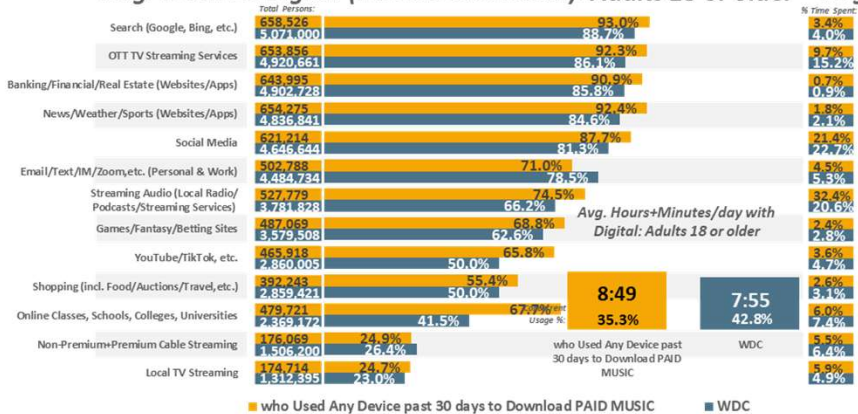




501,744 or 70.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 152.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

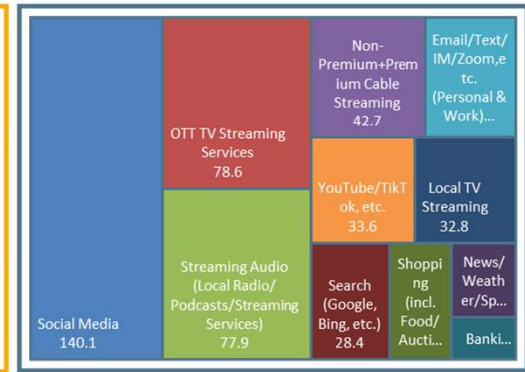
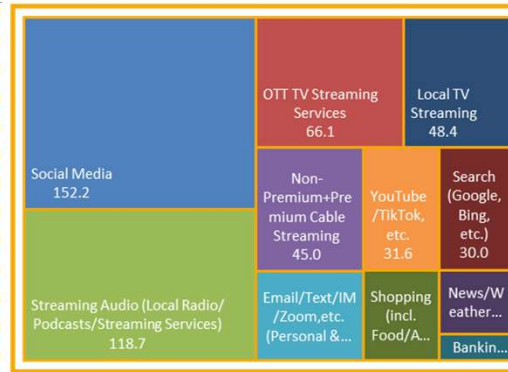
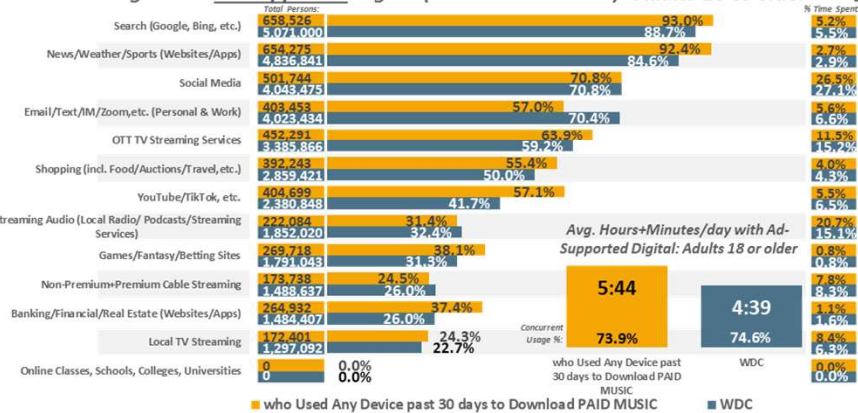
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



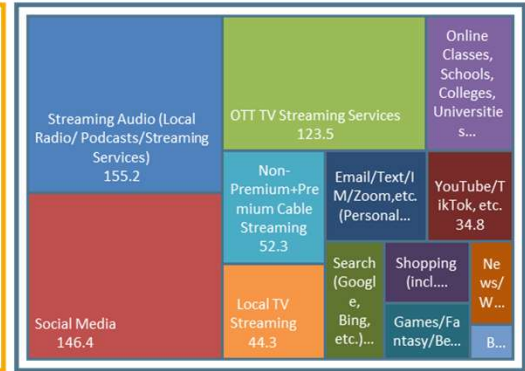
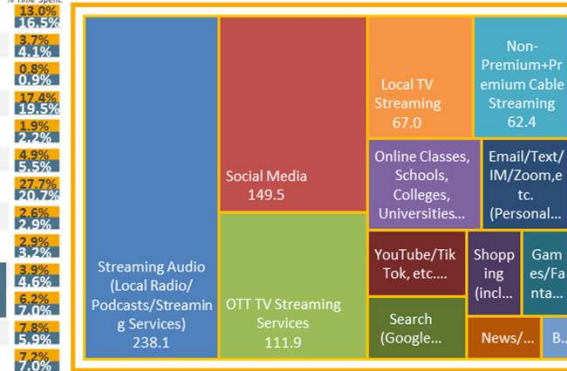
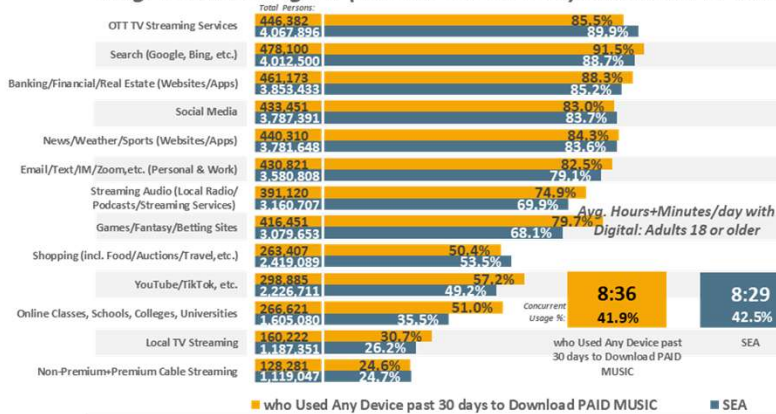




347,726 or 66.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 119.9 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

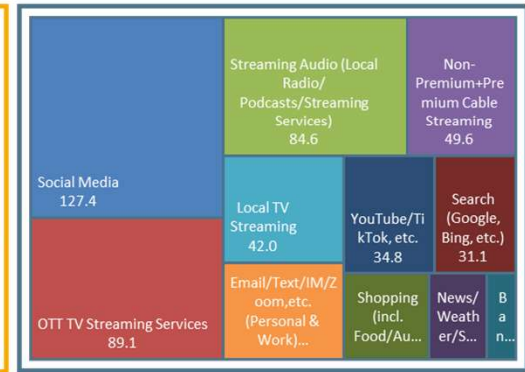
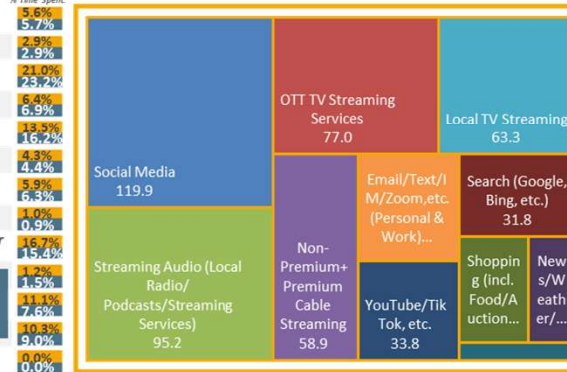
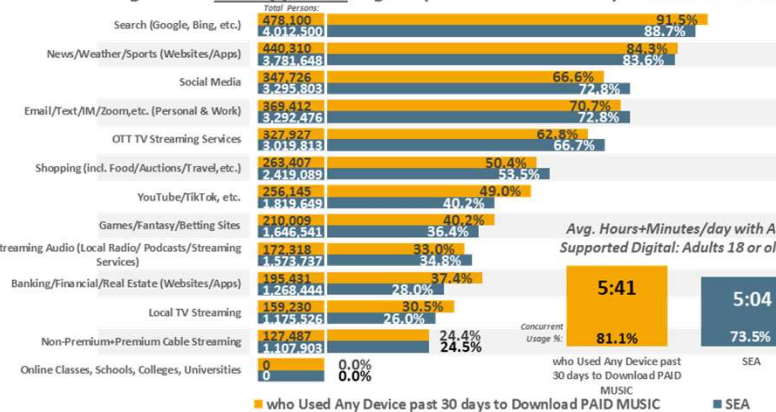
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 458  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

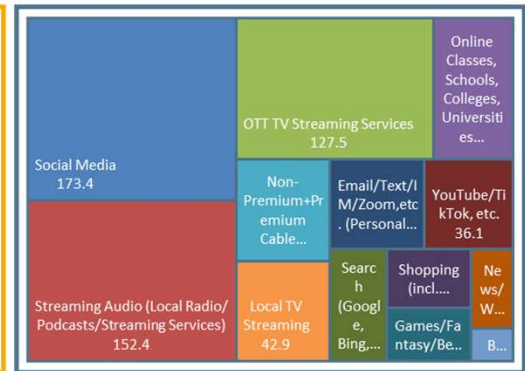
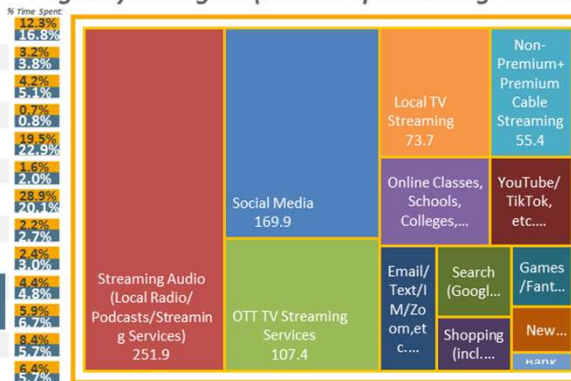
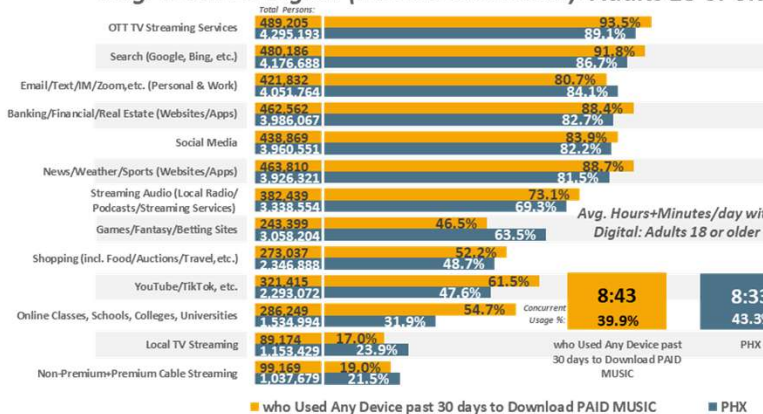
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



381,938 or 73.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 147.9 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

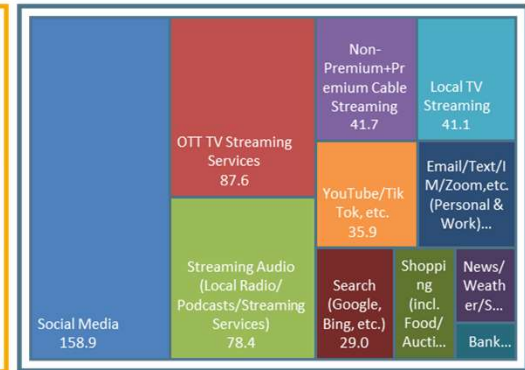
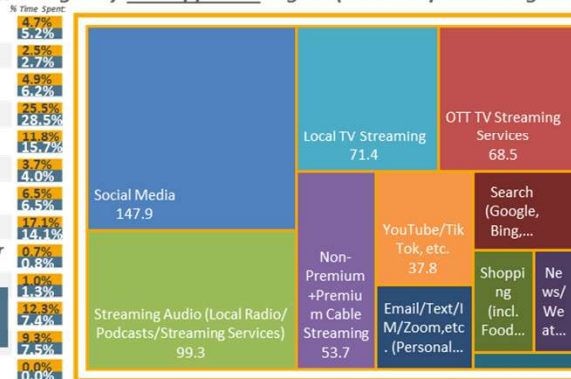
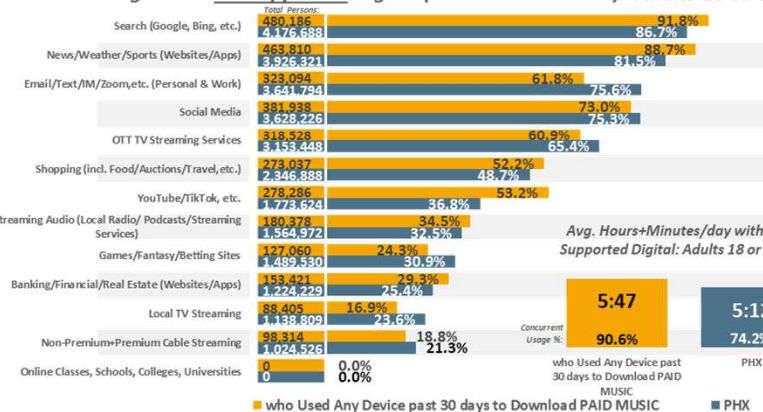
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

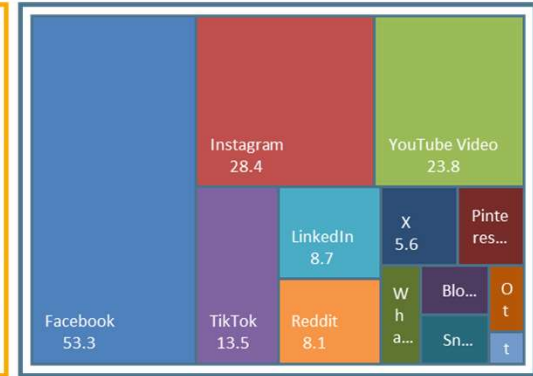
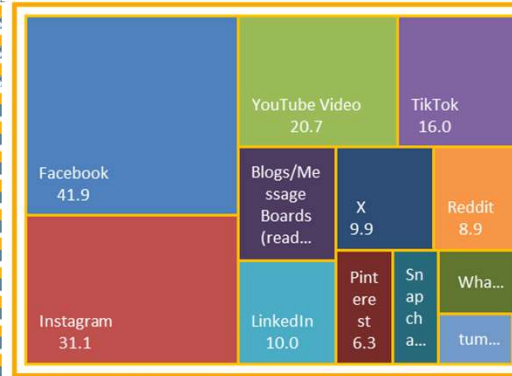
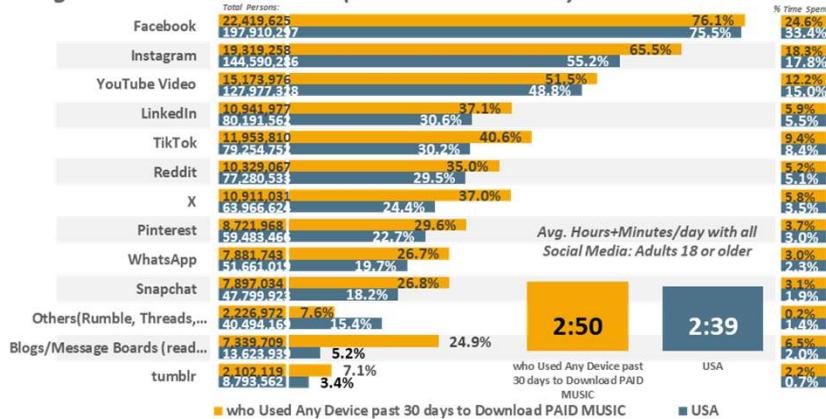




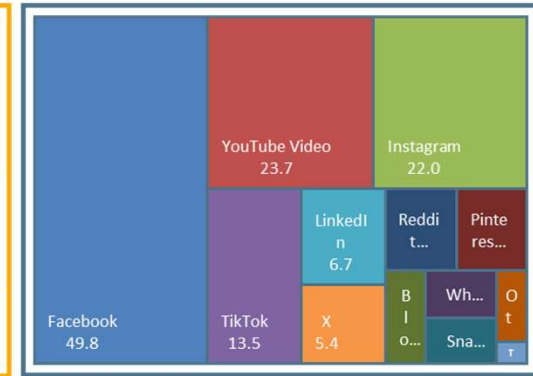
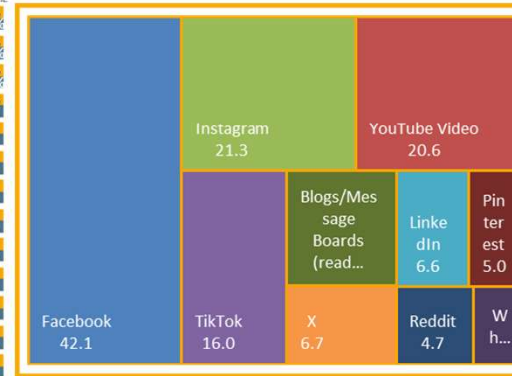
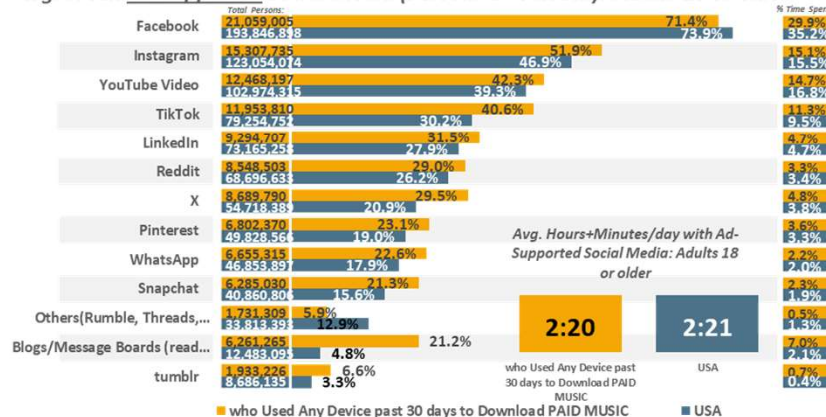


21,059,005 or 71.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 42.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

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



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



USA      USA Projection      Scarborough R1 2026: Sep24-Feb26      Qual Intab      2,741  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

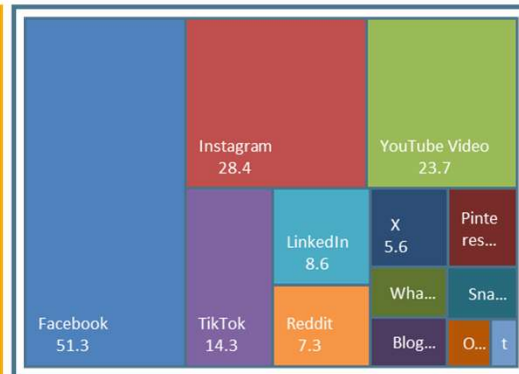
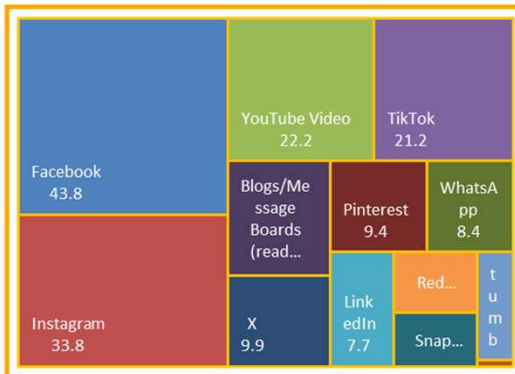
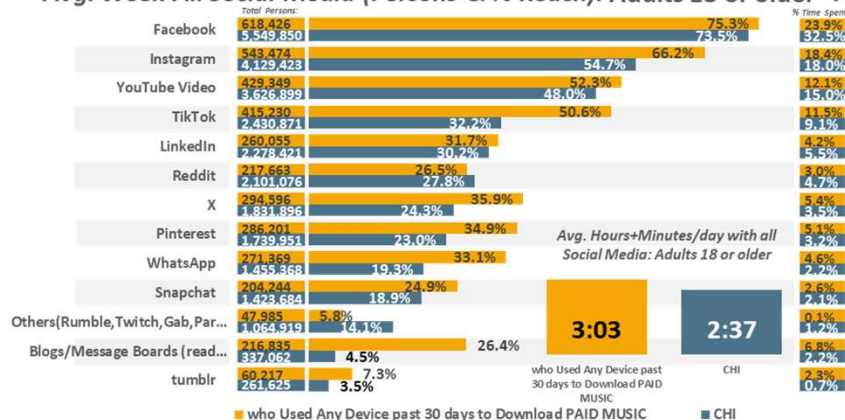
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



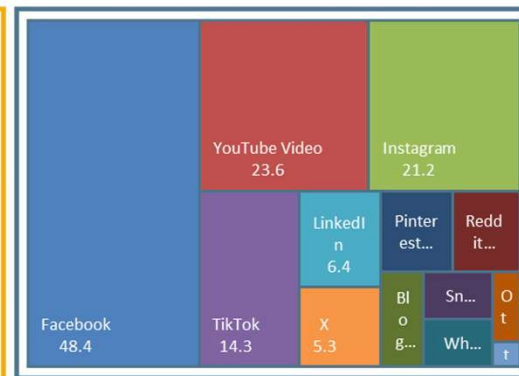
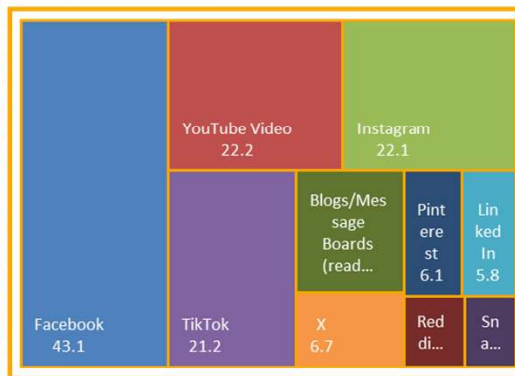
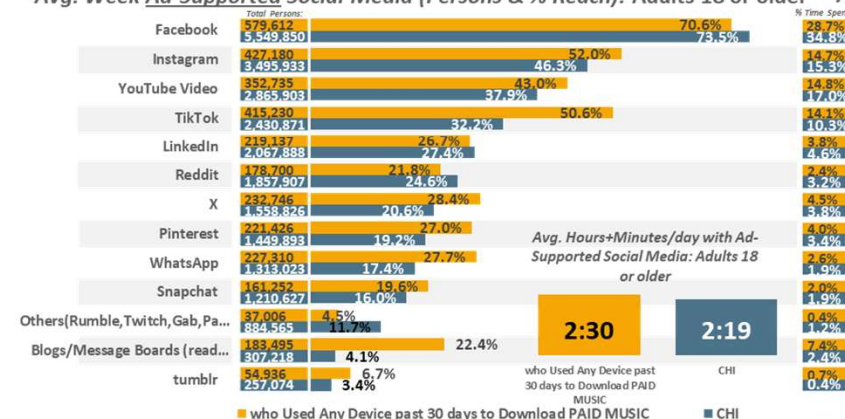


579,612 or 70.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 43.1 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

**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**



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 451  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

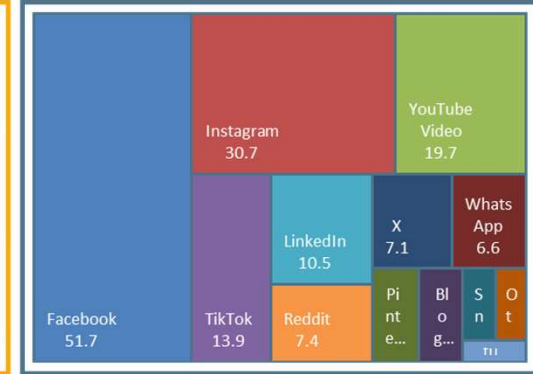
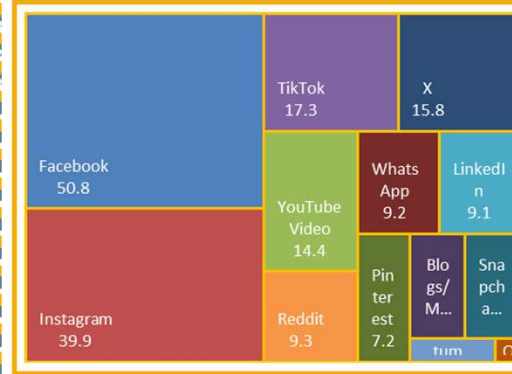
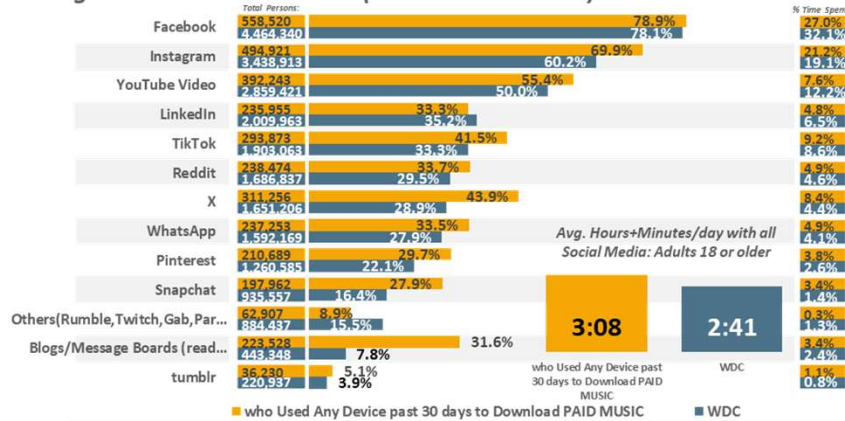
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

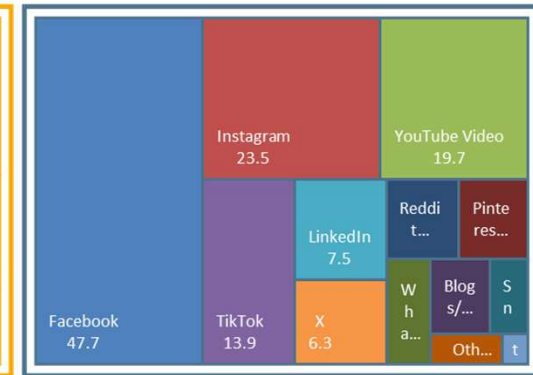
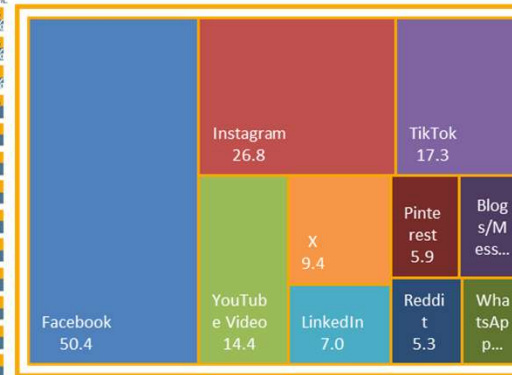
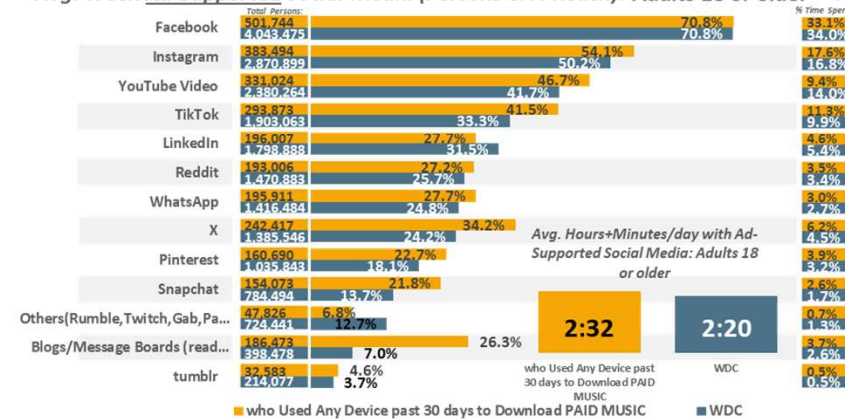


501,744 or 70.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 50.4 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

**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**



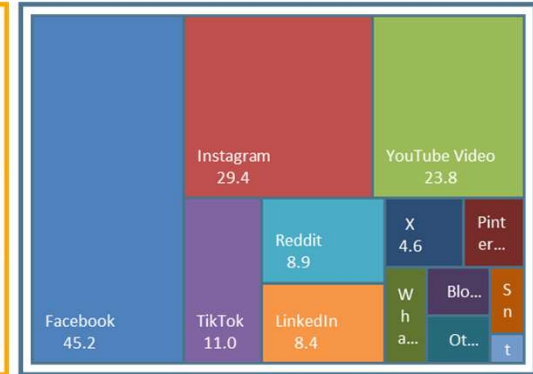
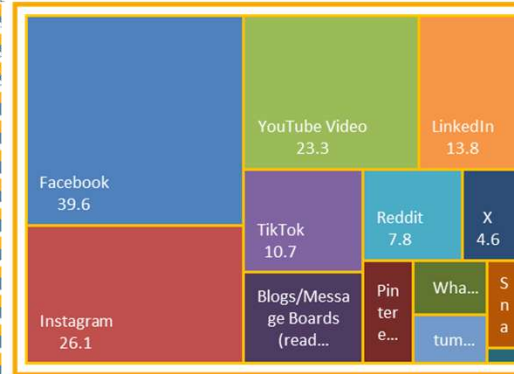
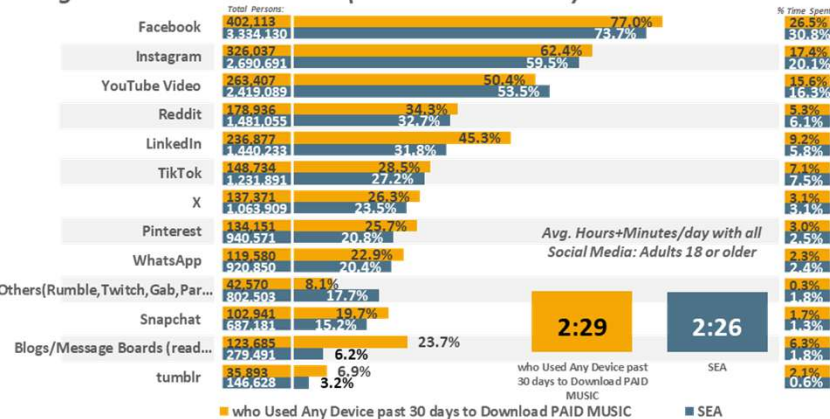
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



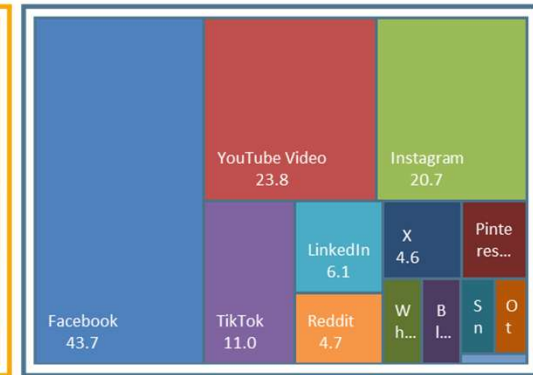
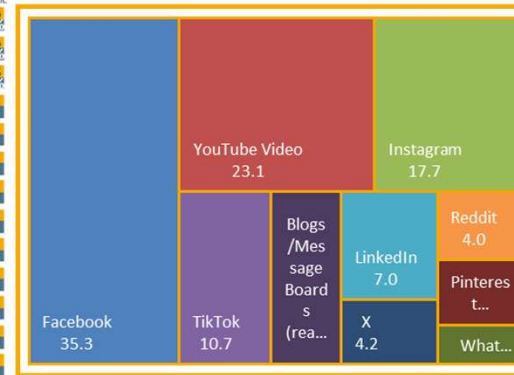
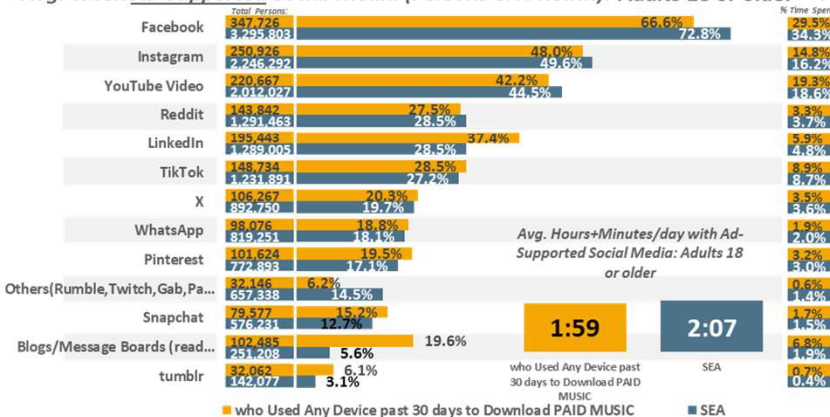


347,726 or 66.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 35.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

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



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

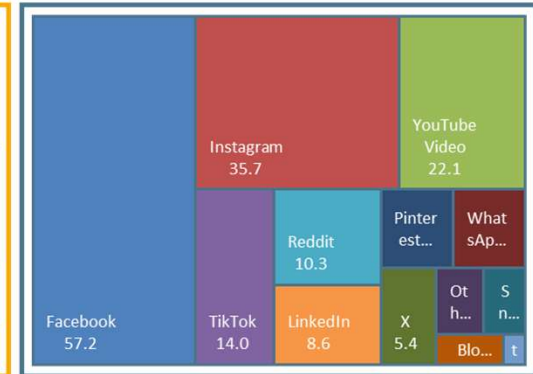
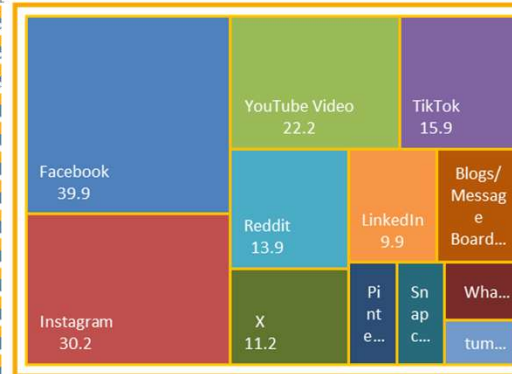
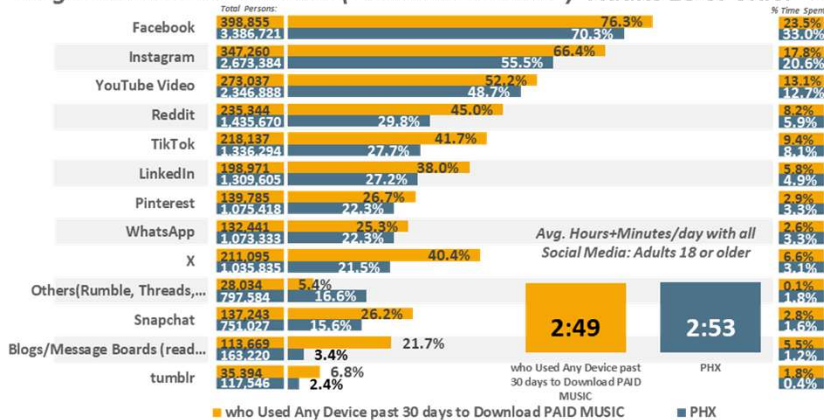




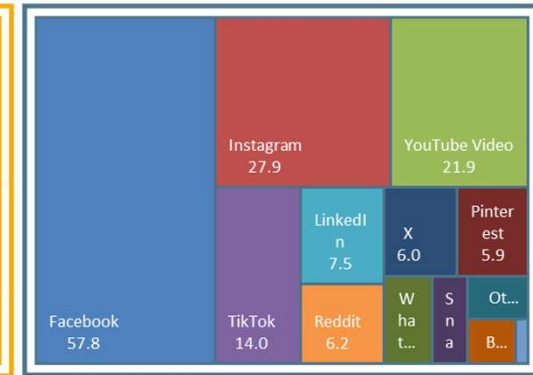
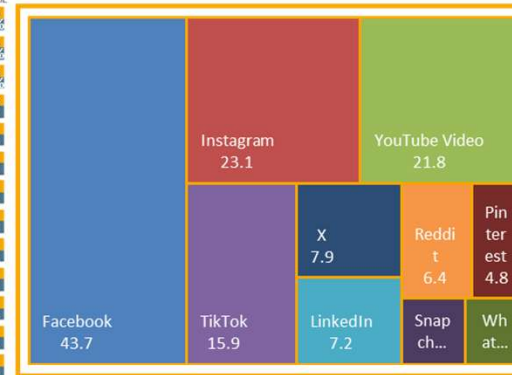
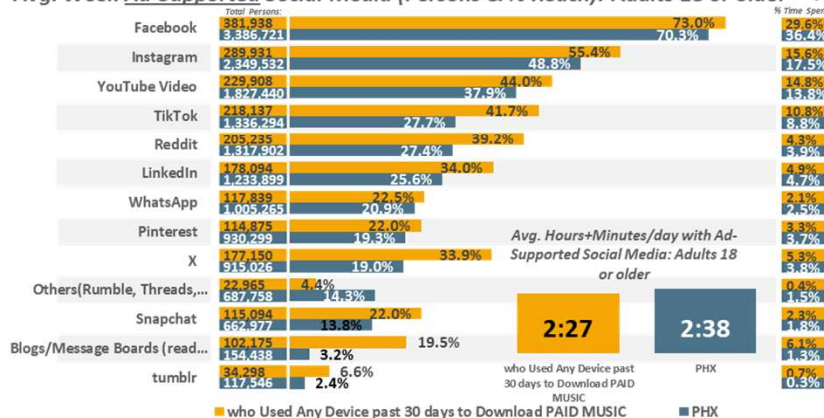


381,938 or 73.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 43.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

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



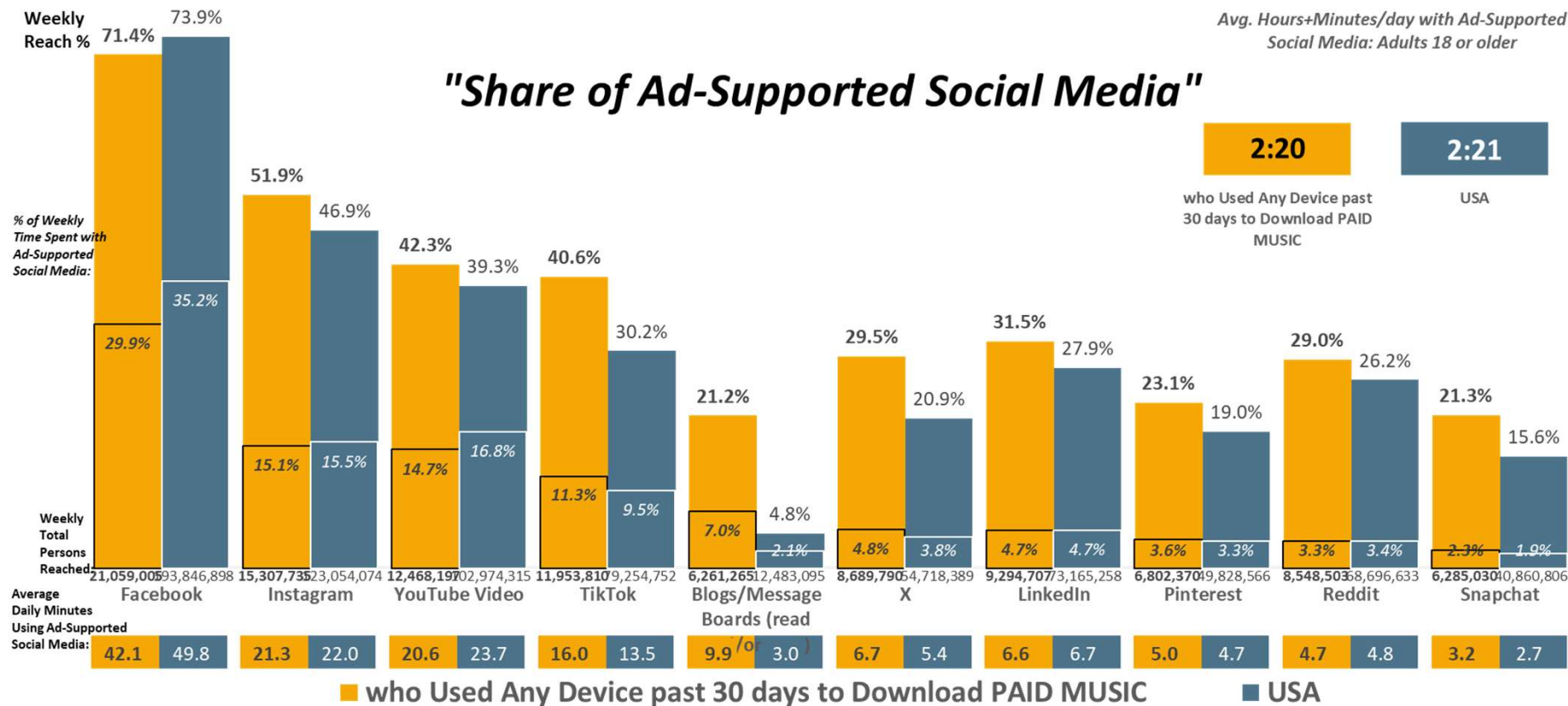
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





21,059,005 or 71.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 42.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

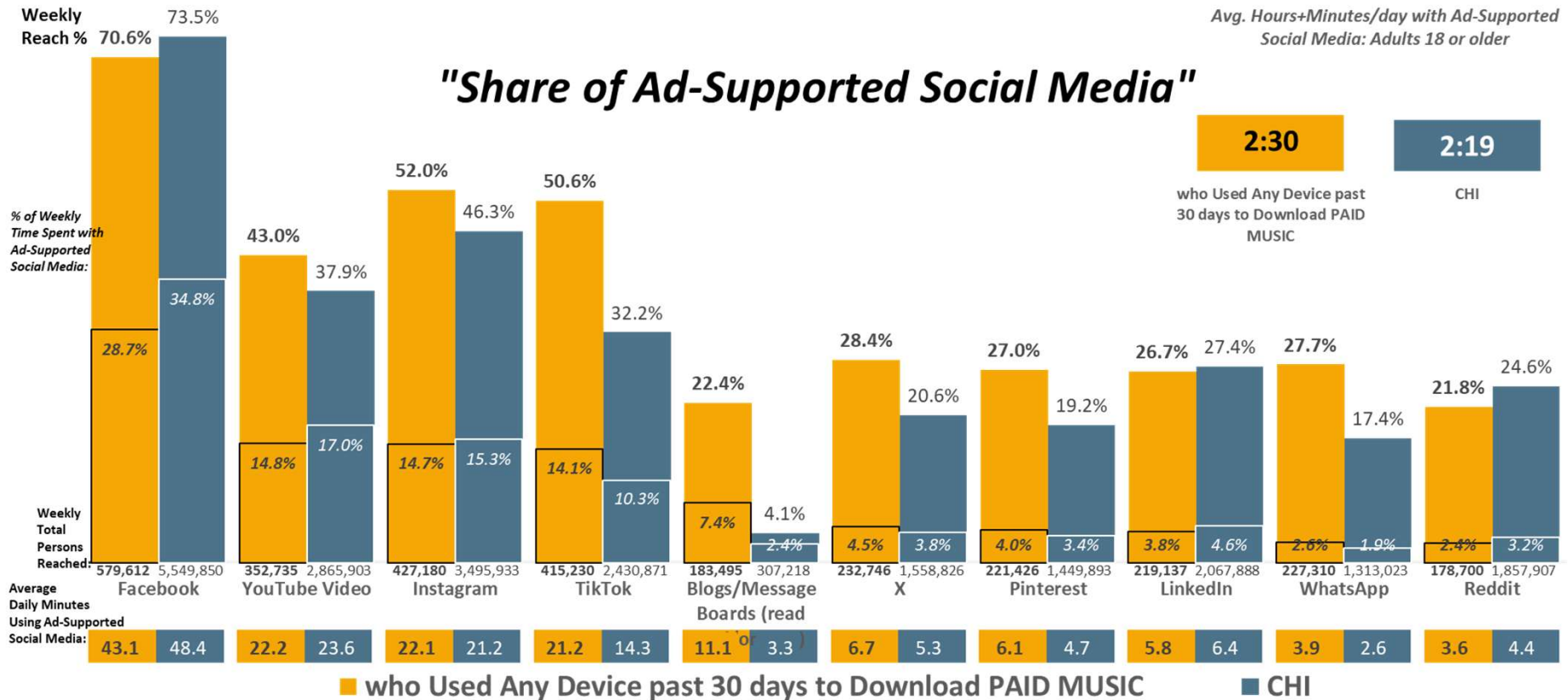
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



579,612 or 70.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 43.1 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

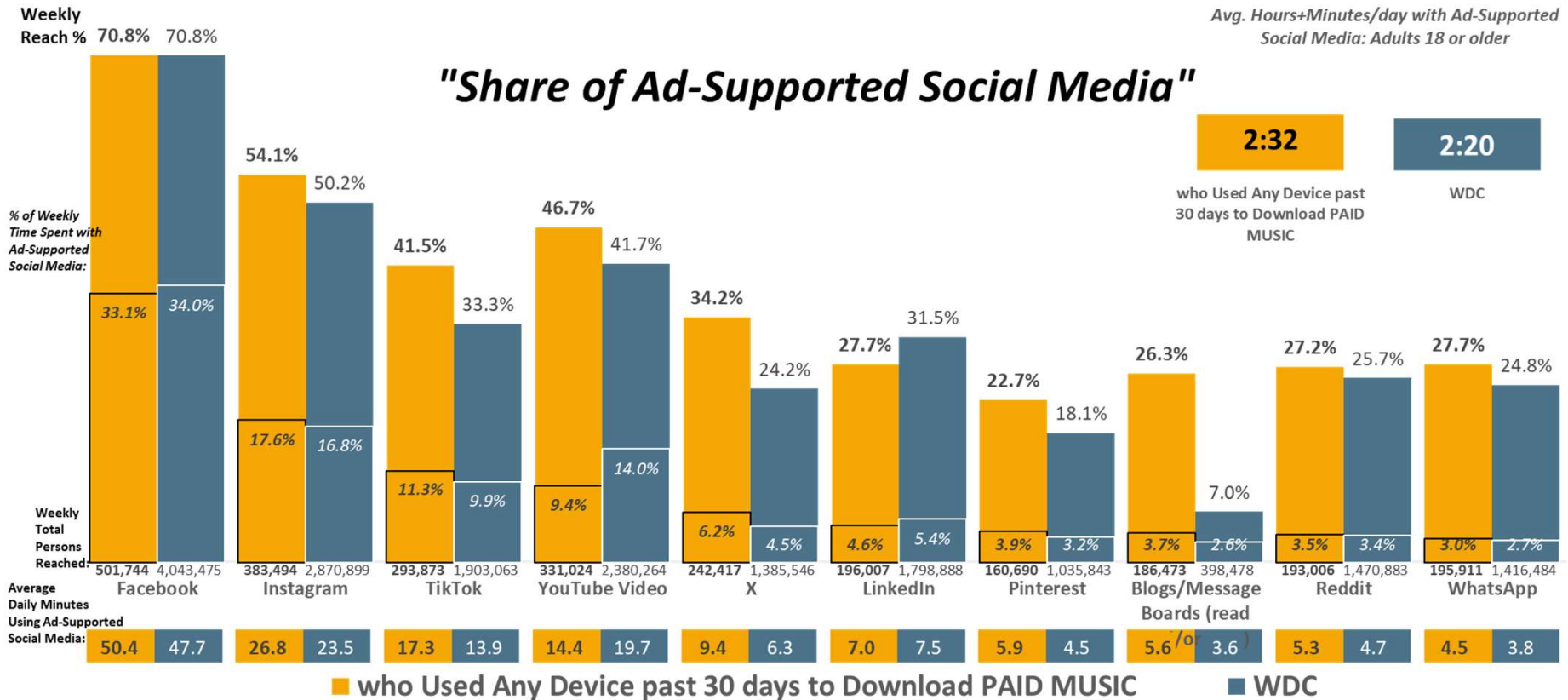






501,744 or 70.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 50.4 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



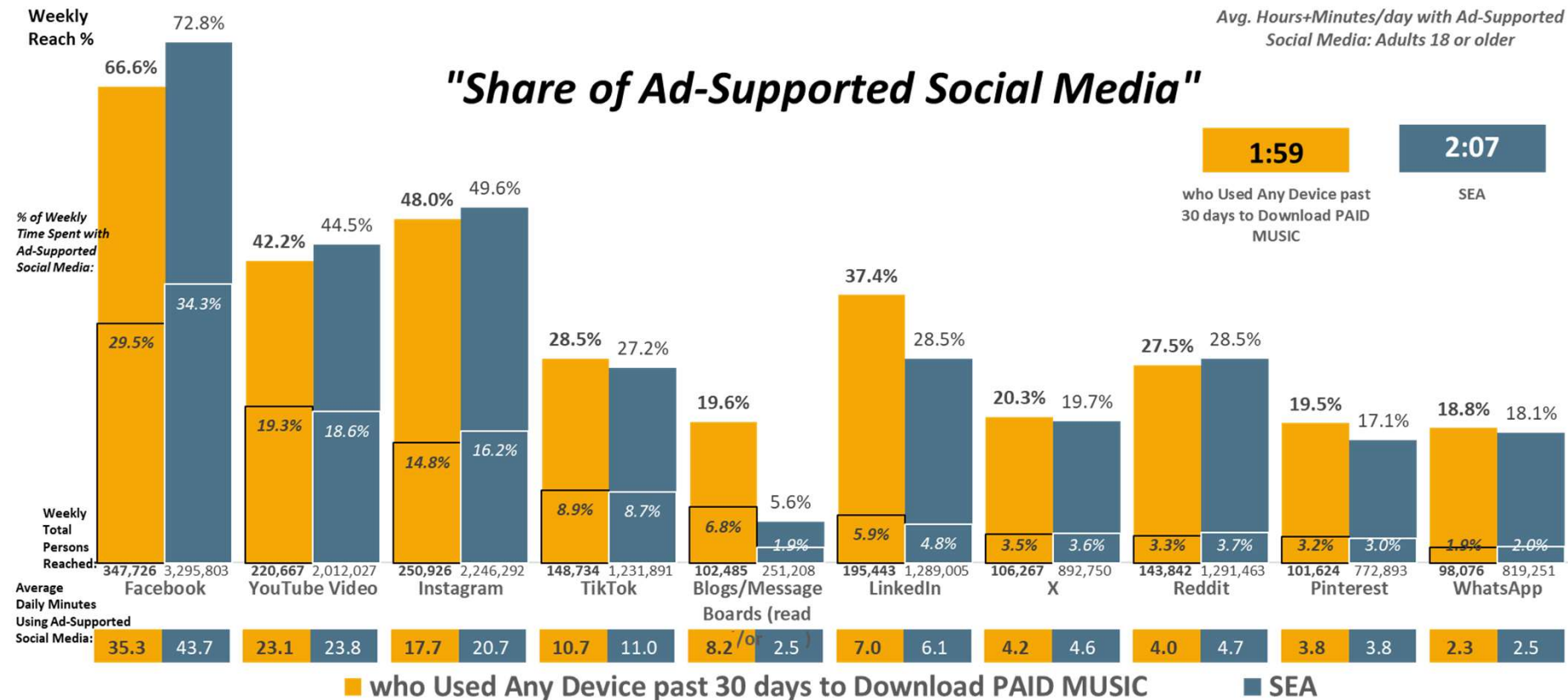
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 743 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



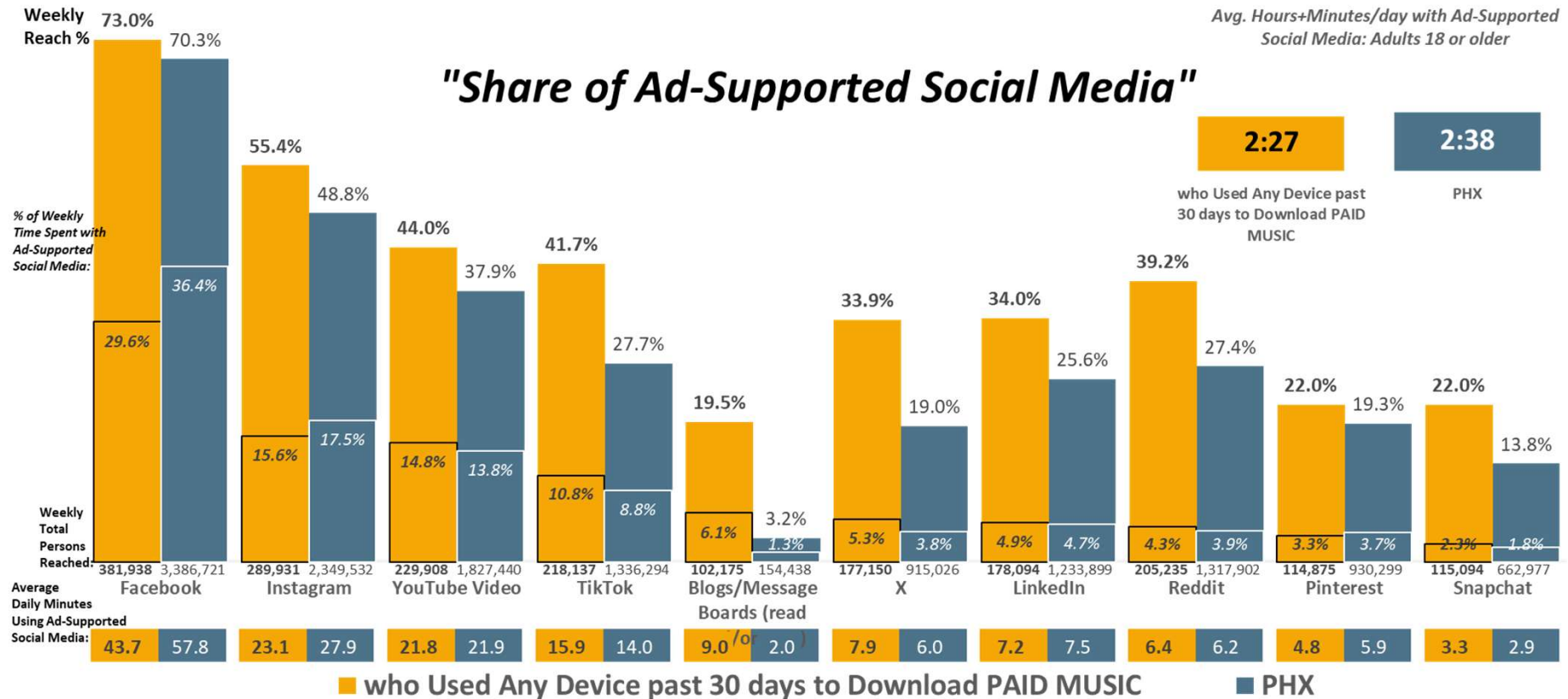
347,726 or 66.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 35.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.





381,938 or 73.0% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 43.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

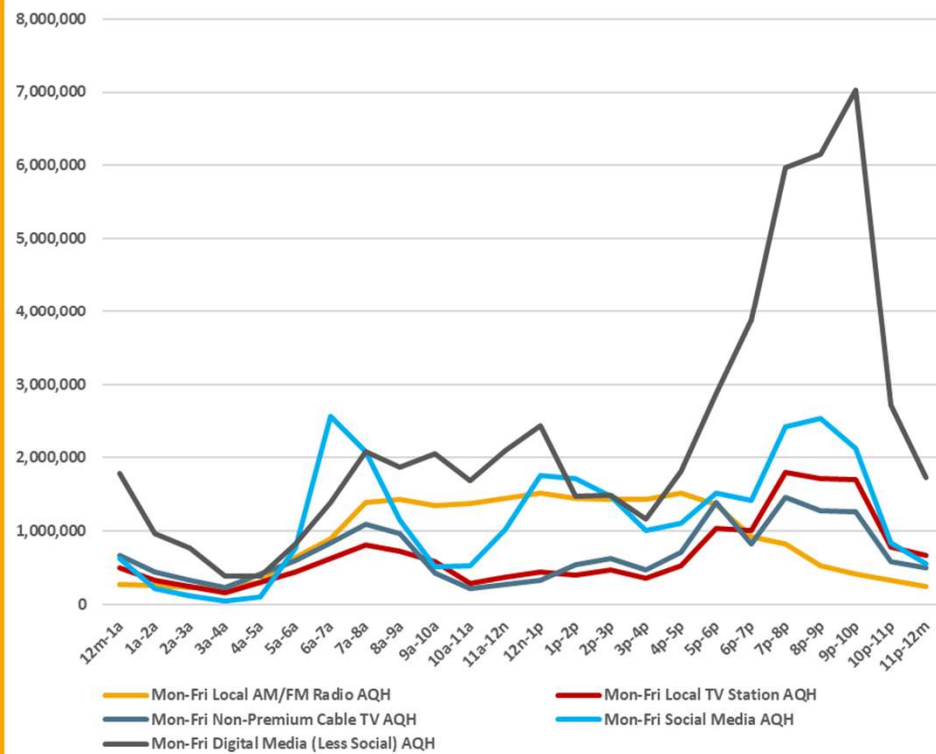




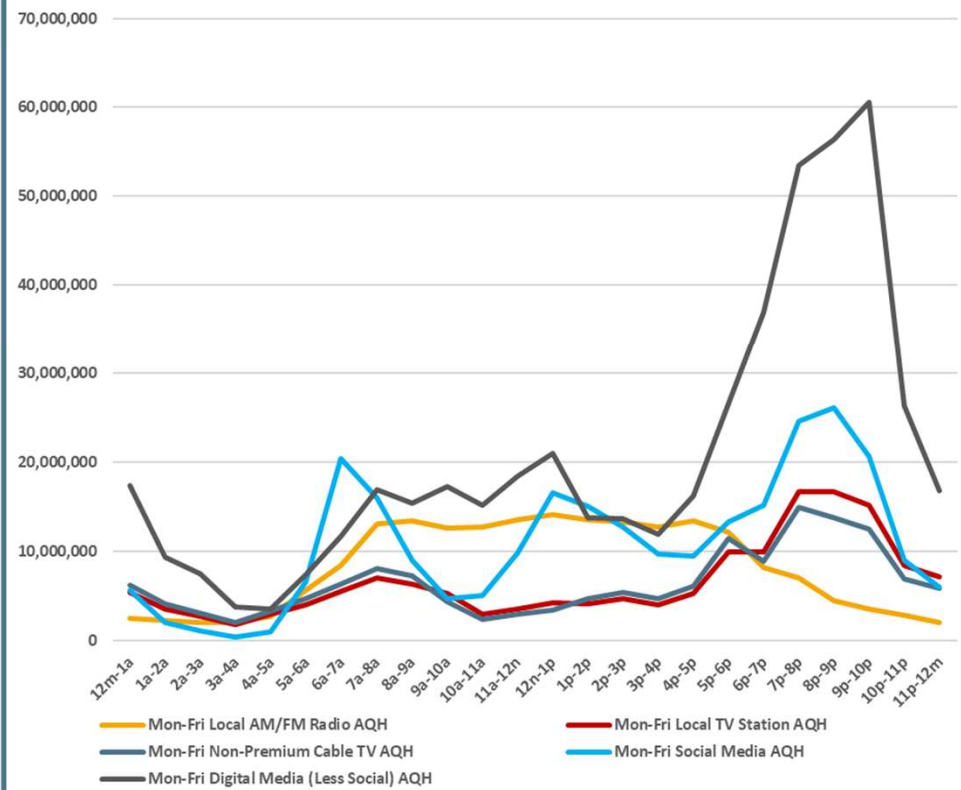


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,024,818;  
 Social Media: 1,373,153; Local Radio: 1,346,457; Non-Prem. Cable: 671,430; Local TV:  
 587,154 reaching Adults 18 or older who Used Any Device past 30 days to Do

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
 Adults 18 or older who Used Any Device past 30 days to  
 Download PAID MUSIC*



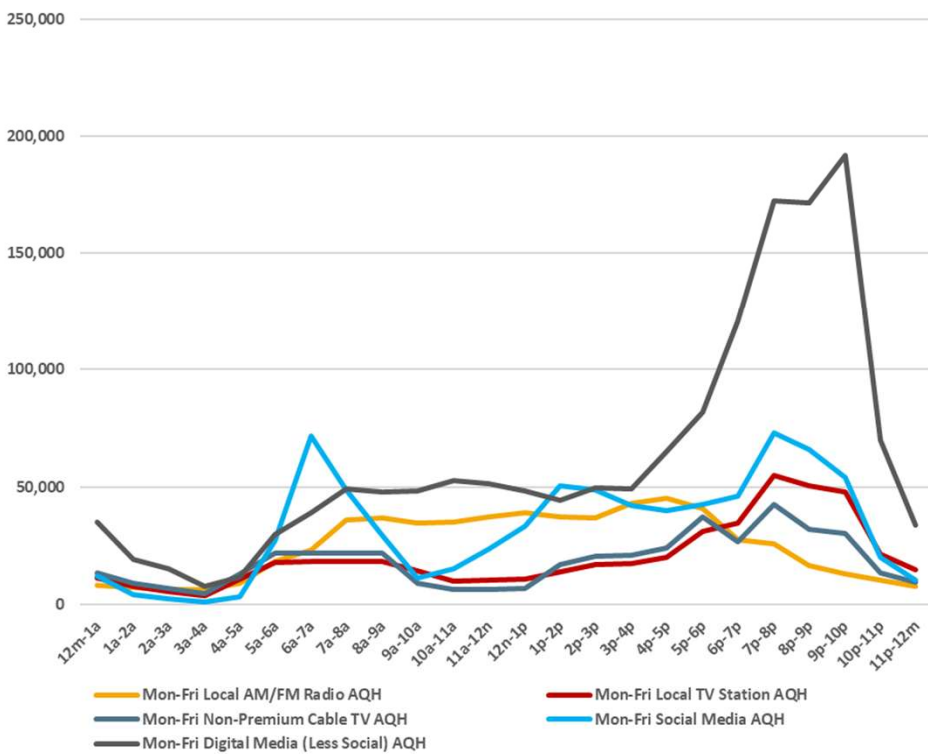
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
 USA Metro Area Adults 18 or older*



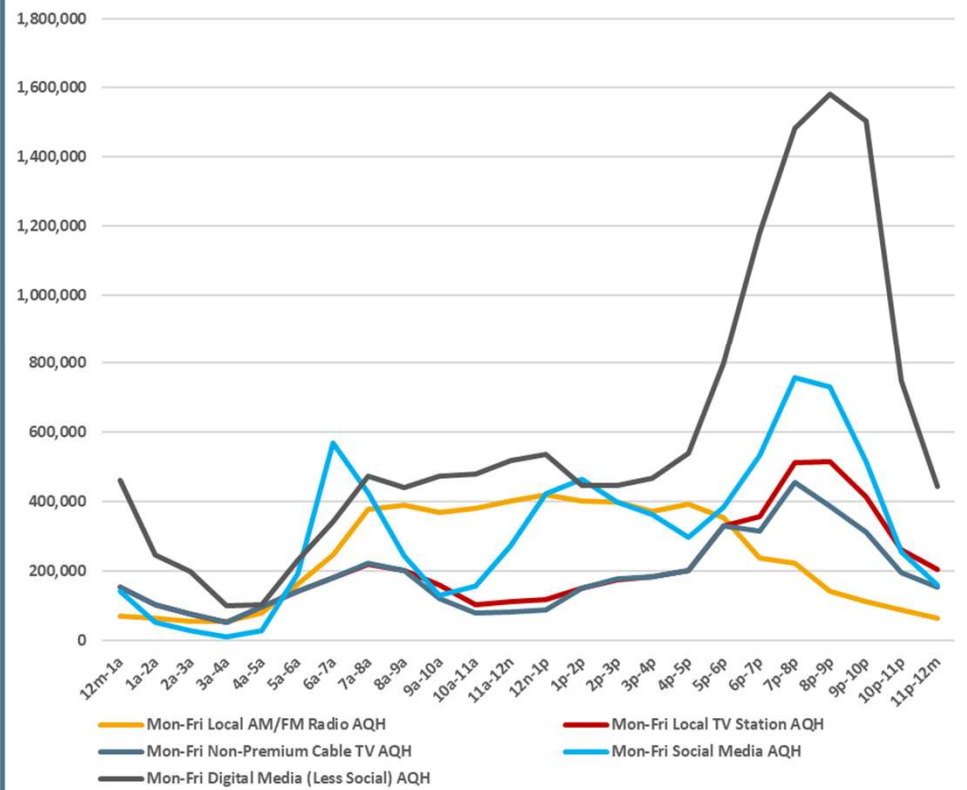


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,558;  
Social Media: 38,664; Local Radio: 36,367; Non-Prem. Cable: 18,431; Local TV: 17,931  
reaching Adults 18 or older who Used Any Device past 30 days to Download PAID

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used Any Device past 30 days to**  
**Download PAID MUSIC**



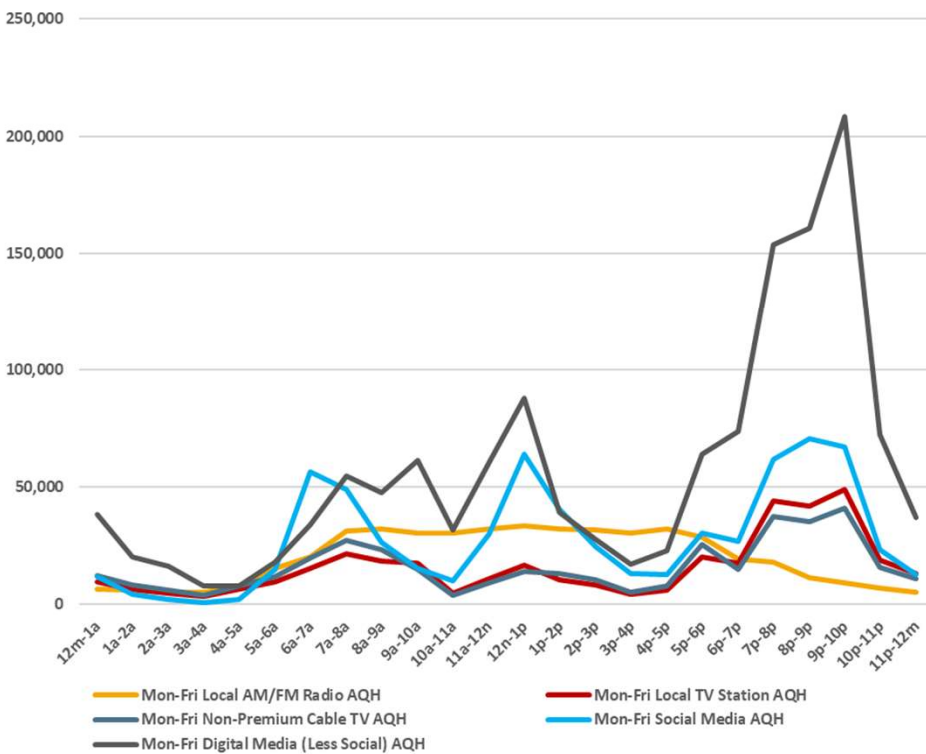
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CHI Metro Area Adults 18 or older**



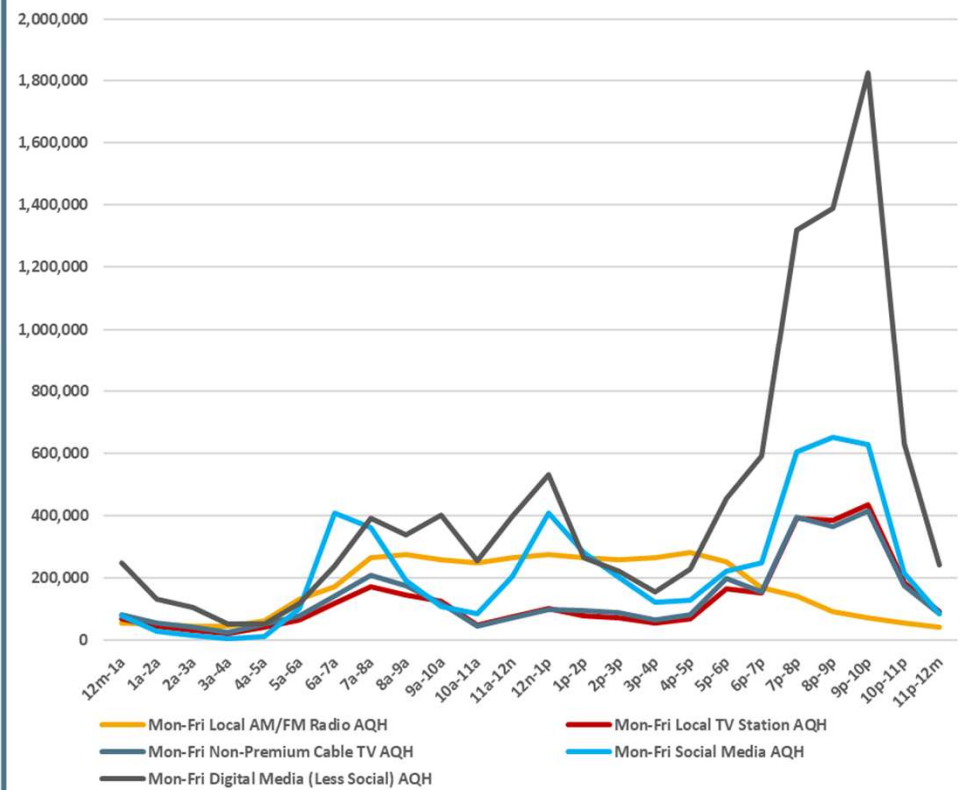


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,905;  
Social Media: 30,778; Local Radio: 29,590; Non-Prem. Cable: 14,609; Local TV: 13,314  
reaching Adults 18 or older who Used Any Device past 30 days to Download PAID

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Used Any Device past 30 days to  
Download PAID MUSIC



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WDC DMA Adults 18 or older

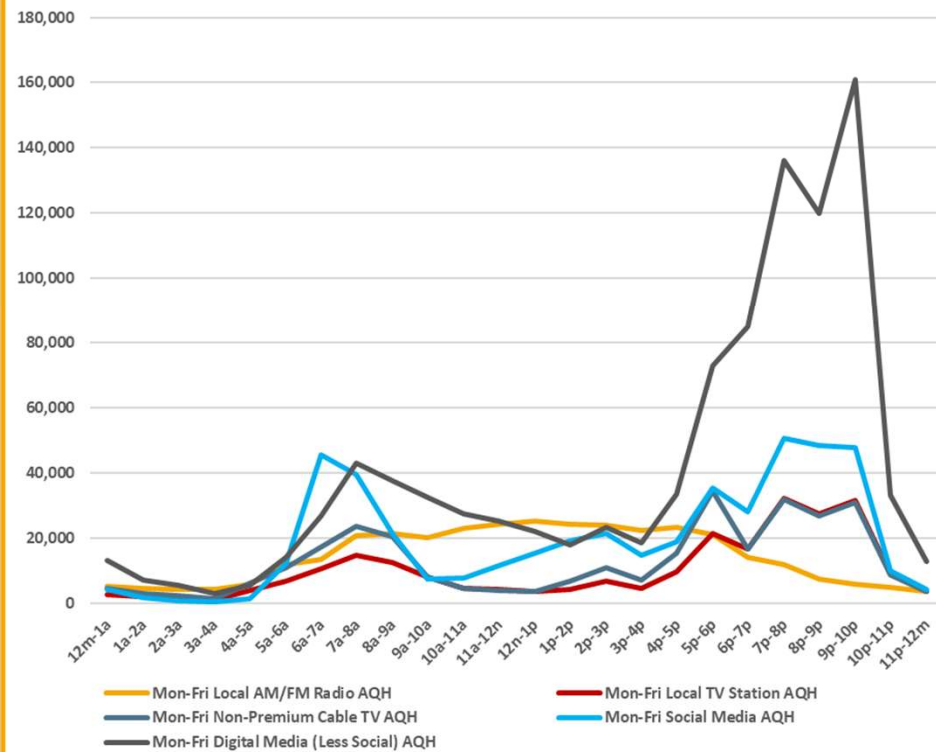




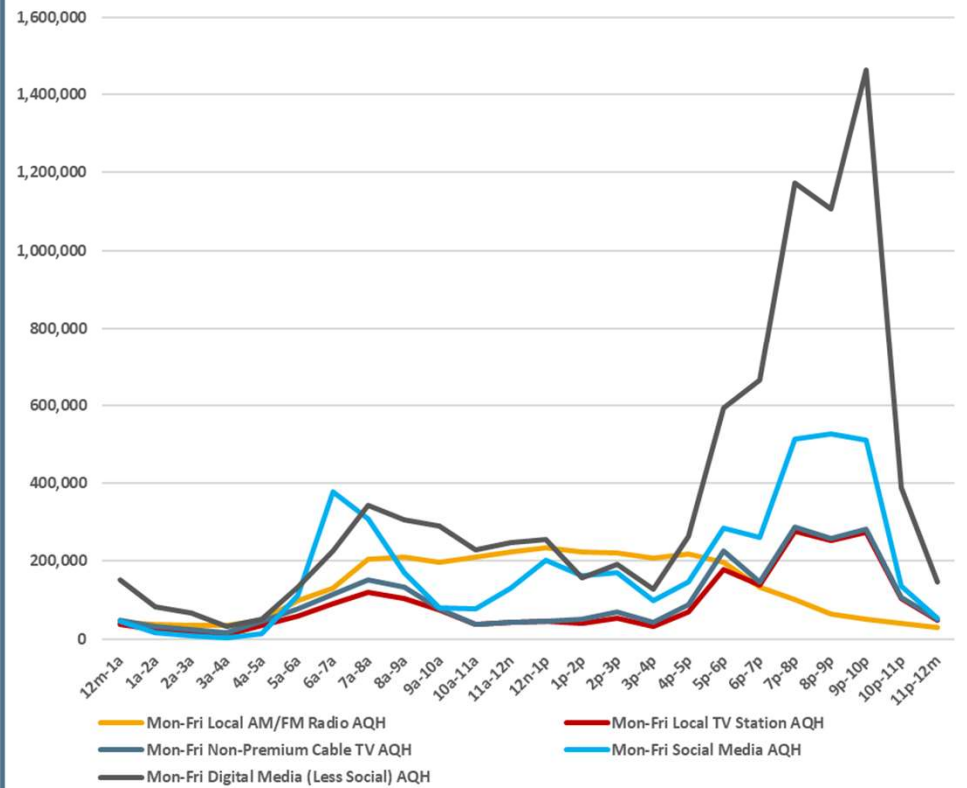


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,793;  
Social Media: 21,938; Local Radio: 21,240; Non-Prem. Cable: 13,207; Local TV: 9,297  
reaching Adults 18 or older who Used Any Device past 30 days to Download PAID

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used Any Device past 30 days to**  
**Download PAID MUSIC**



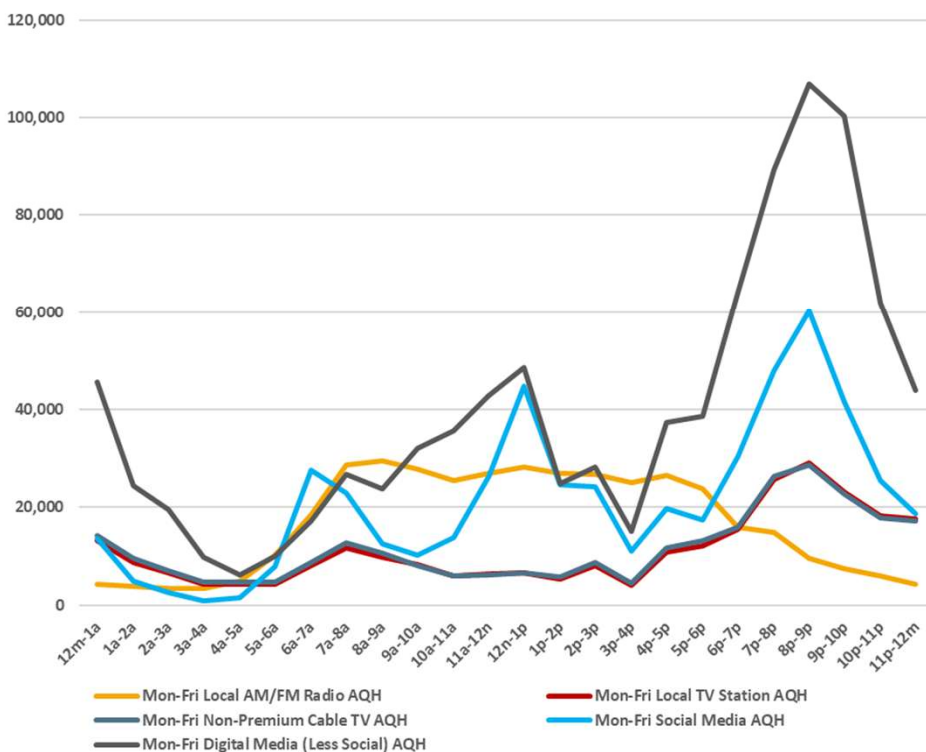
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**SEA Metro Area Adults 18 or older**



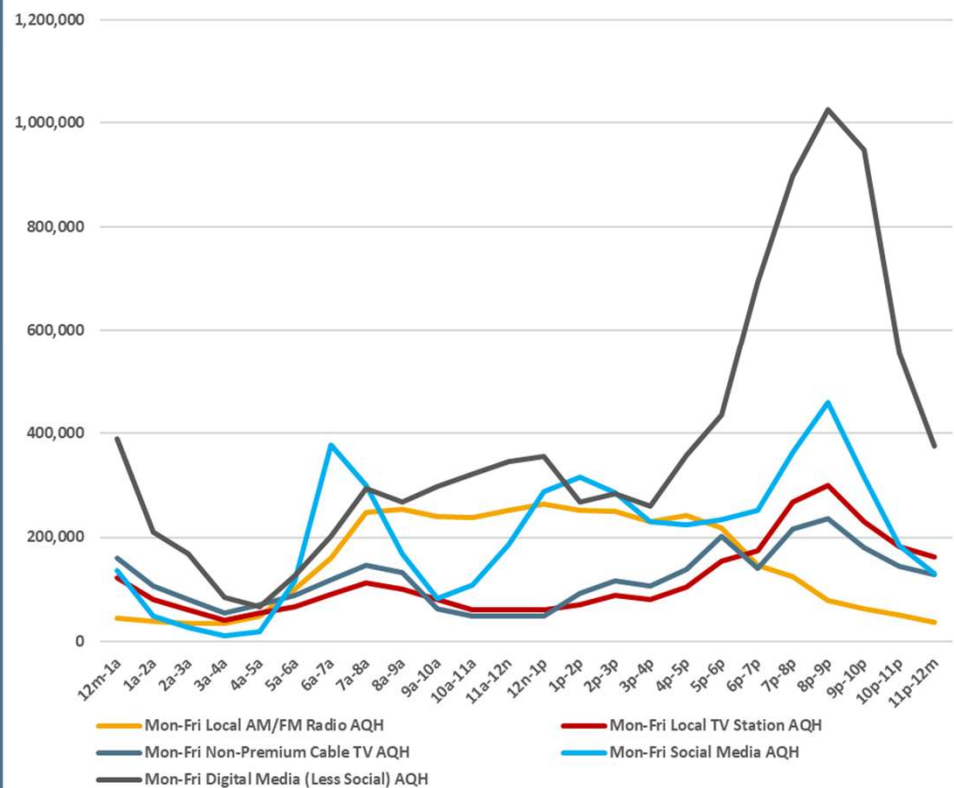


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,499;  
Local Radio: 25,418; Social Media: 22,026; Non-Prem. Cable: 9,165; Local TV: 8,730  
reaching Adults 18 or older who Used Any Device past 30 days to Download PAID M

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used Any Device past 30 days to**  
**Download PAID MUSIC**



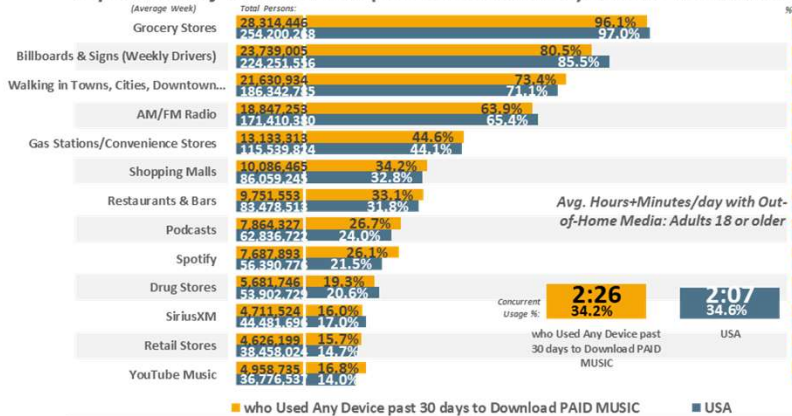
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**PHX Metro Area Adults 18 or older**



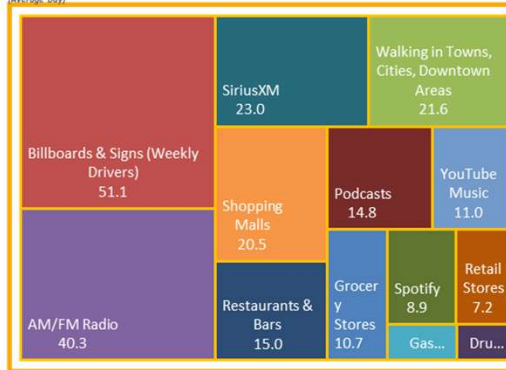


23,739,005 or 80.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 51.1 minutes per day driving, seeing Billboards and Signs. 61.8% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minute

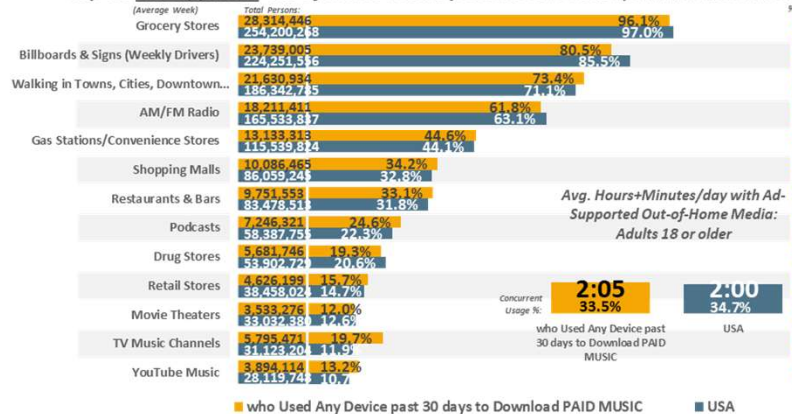
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



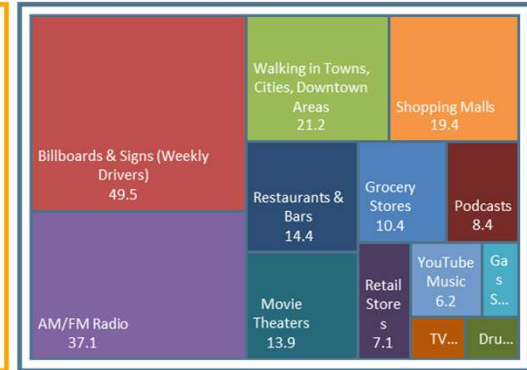
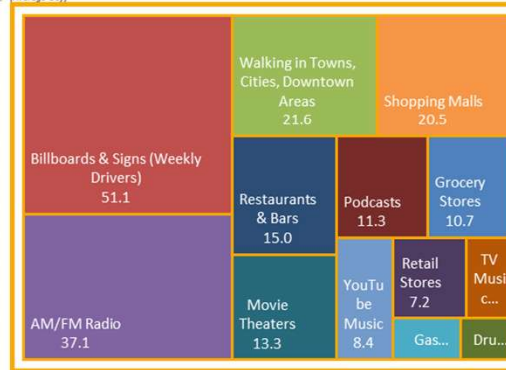
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

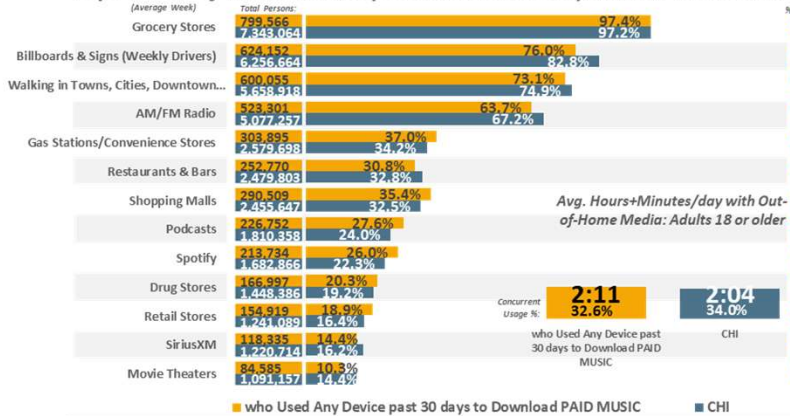
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



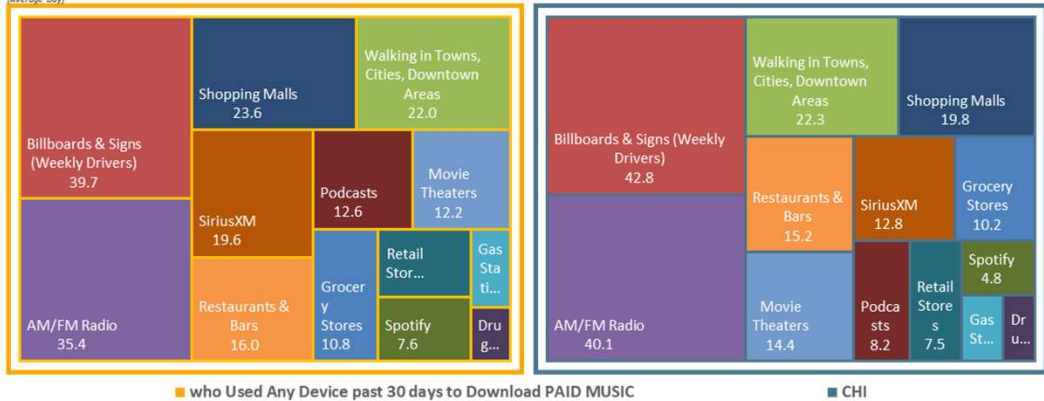


624,152 or 76.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 39.7 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 32.1 minutes/day

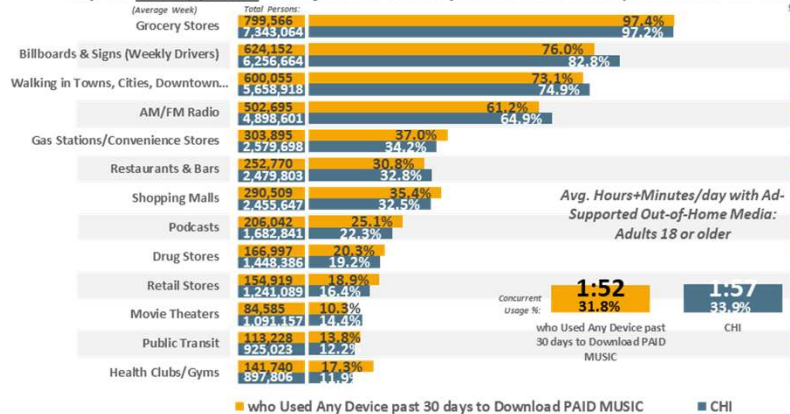
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



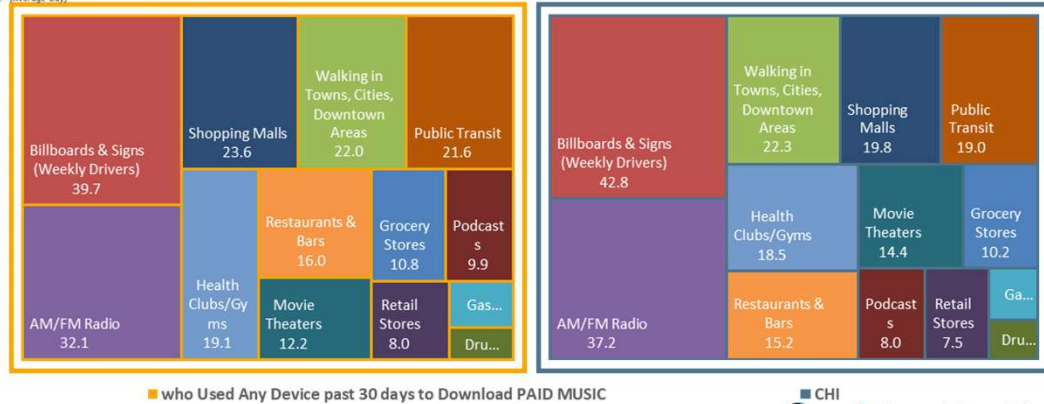
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 451  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

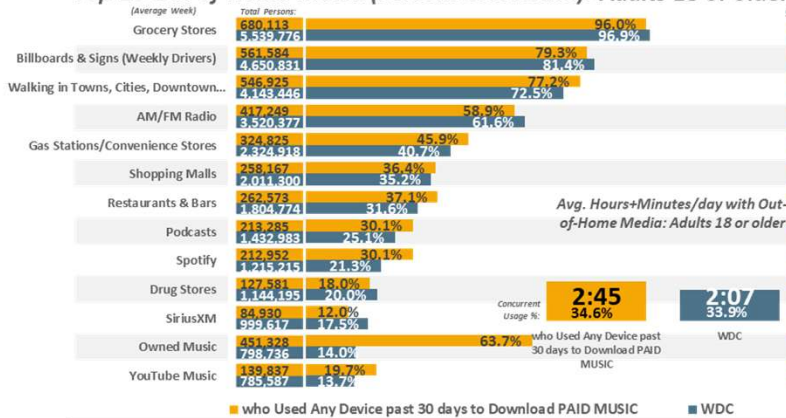
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

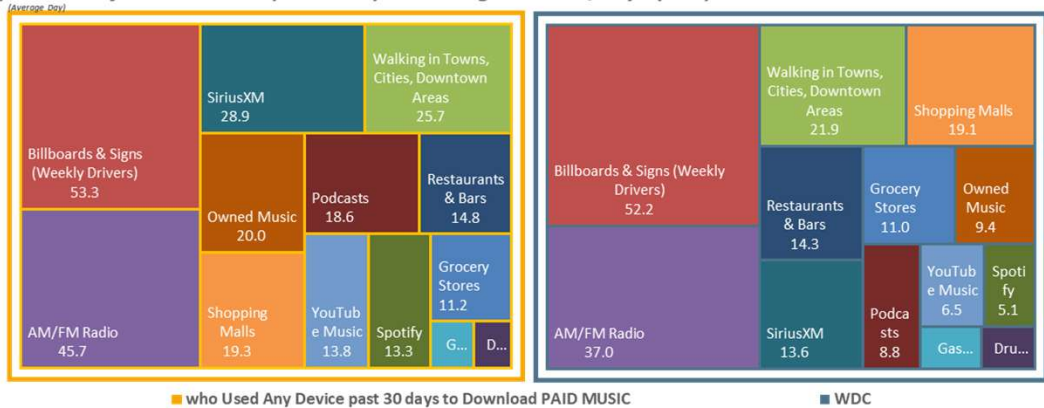


561,584 or 79.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 56.8% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/d

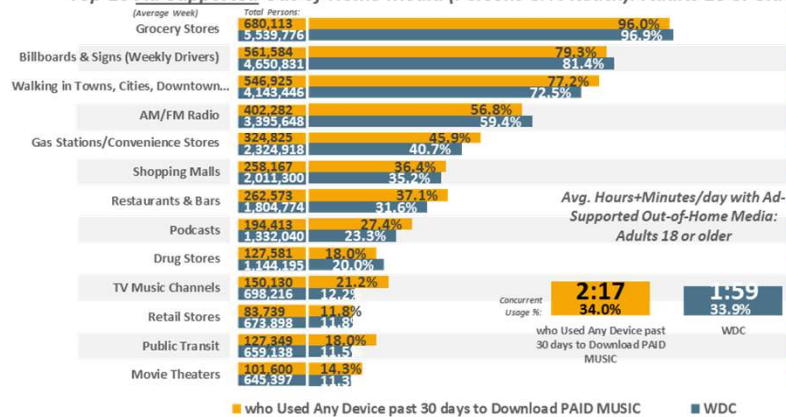
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



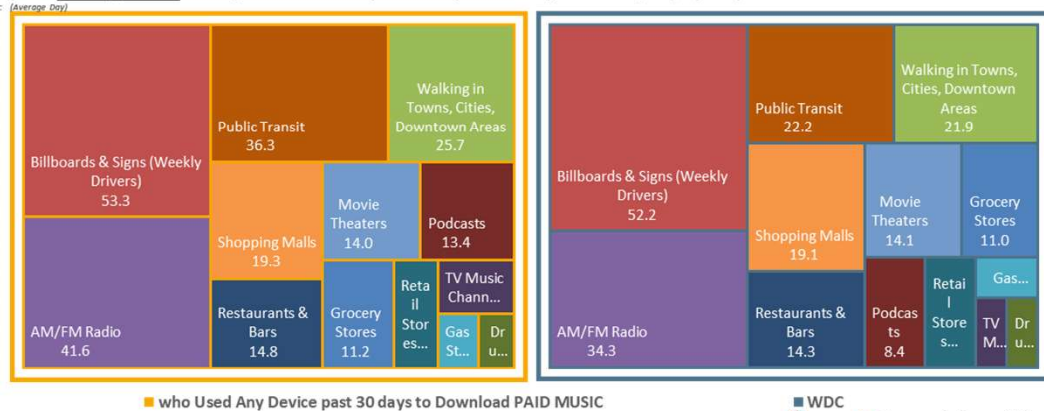
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 743  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

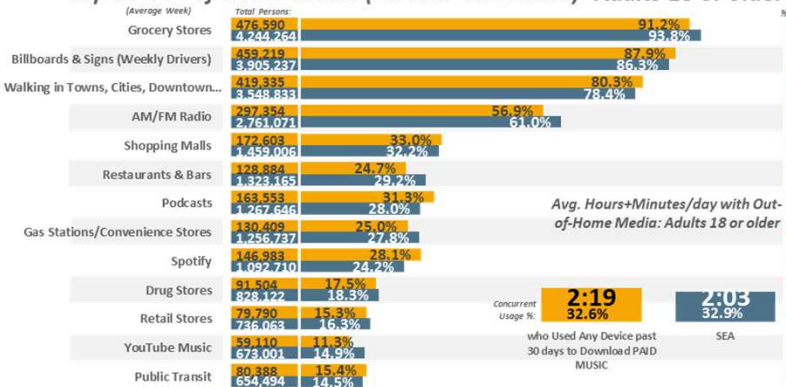
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



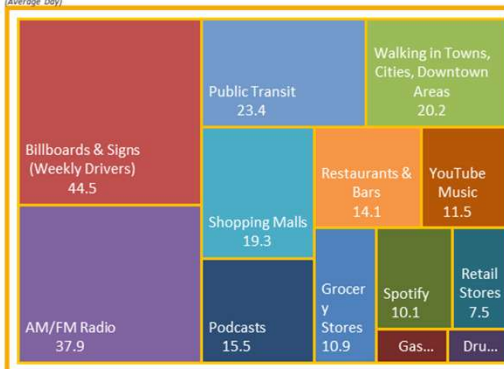


459,219 or 87.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 44.5 minutes per day driving, seeing Billboards and Signs. 55.2% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/d

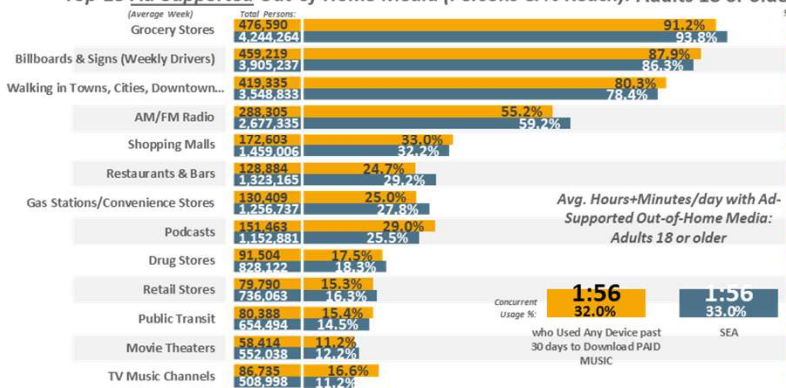
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



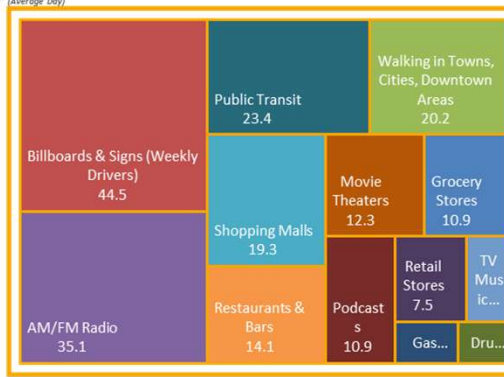
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

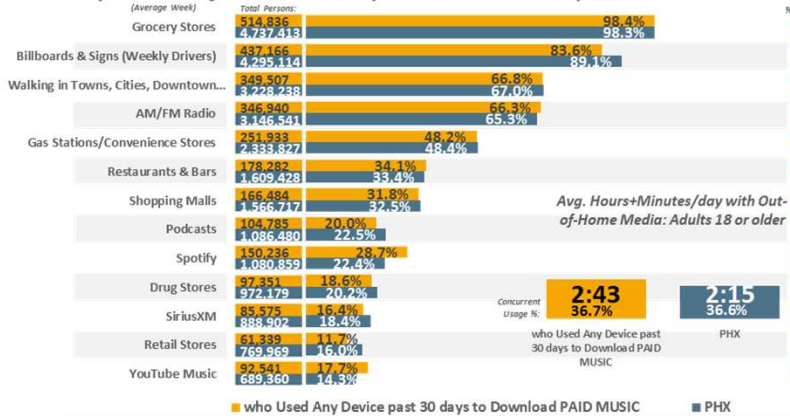




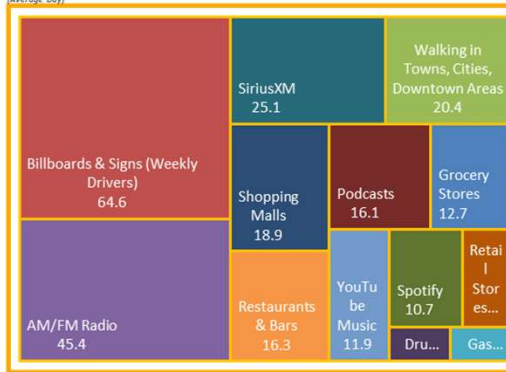


437,166 or 83.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 64.6 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 42.7 minutes/d

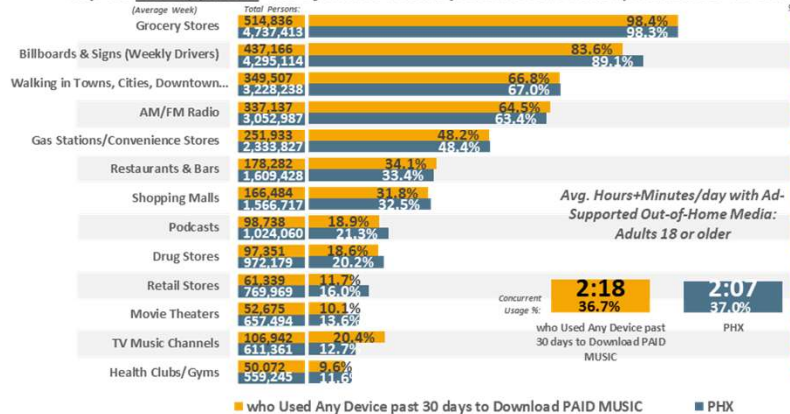
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



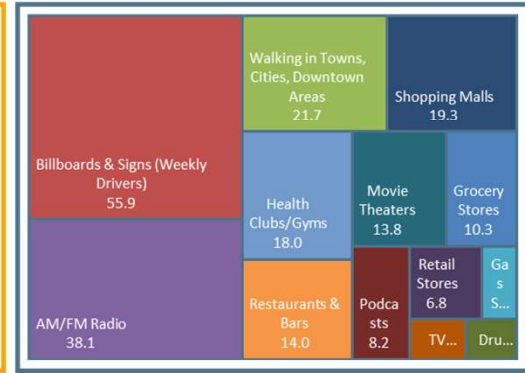
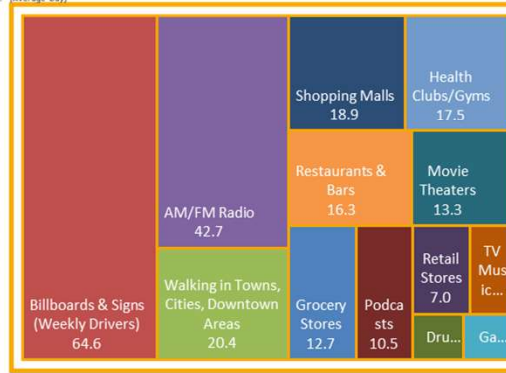
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 265  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

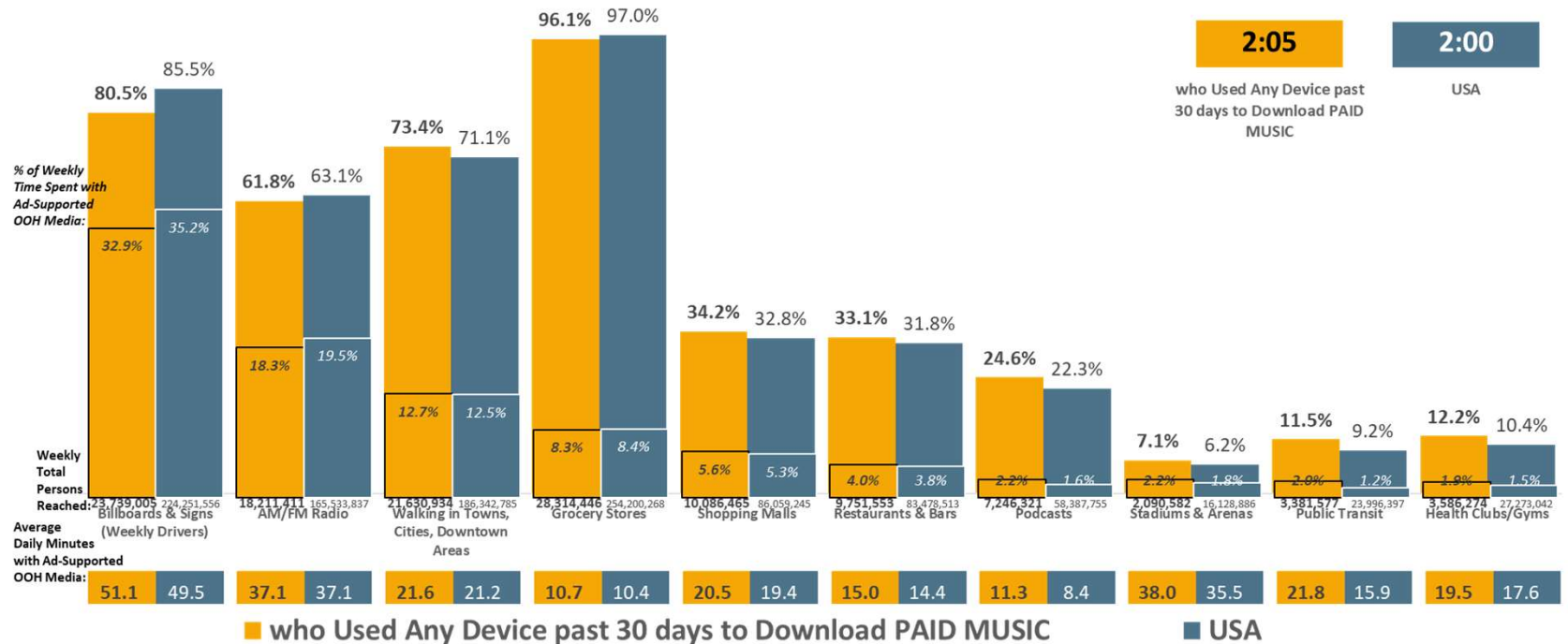


23,739,005 or 80.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 51.1 minutes per day driving, seeing Billboards and Signs representing 32.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

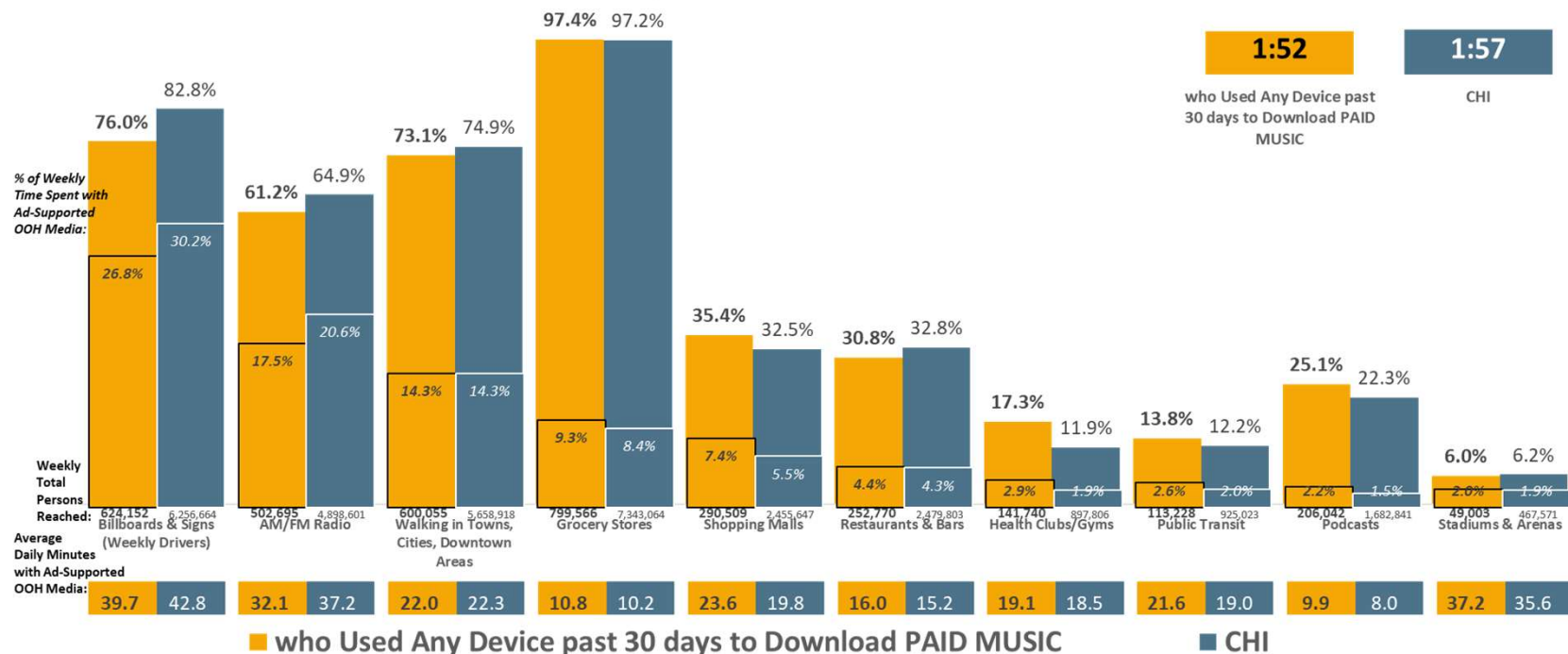


624,152 or 76.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 39.7 minutes per day driving, seeing Billboards and Signs representing 26.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 451 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



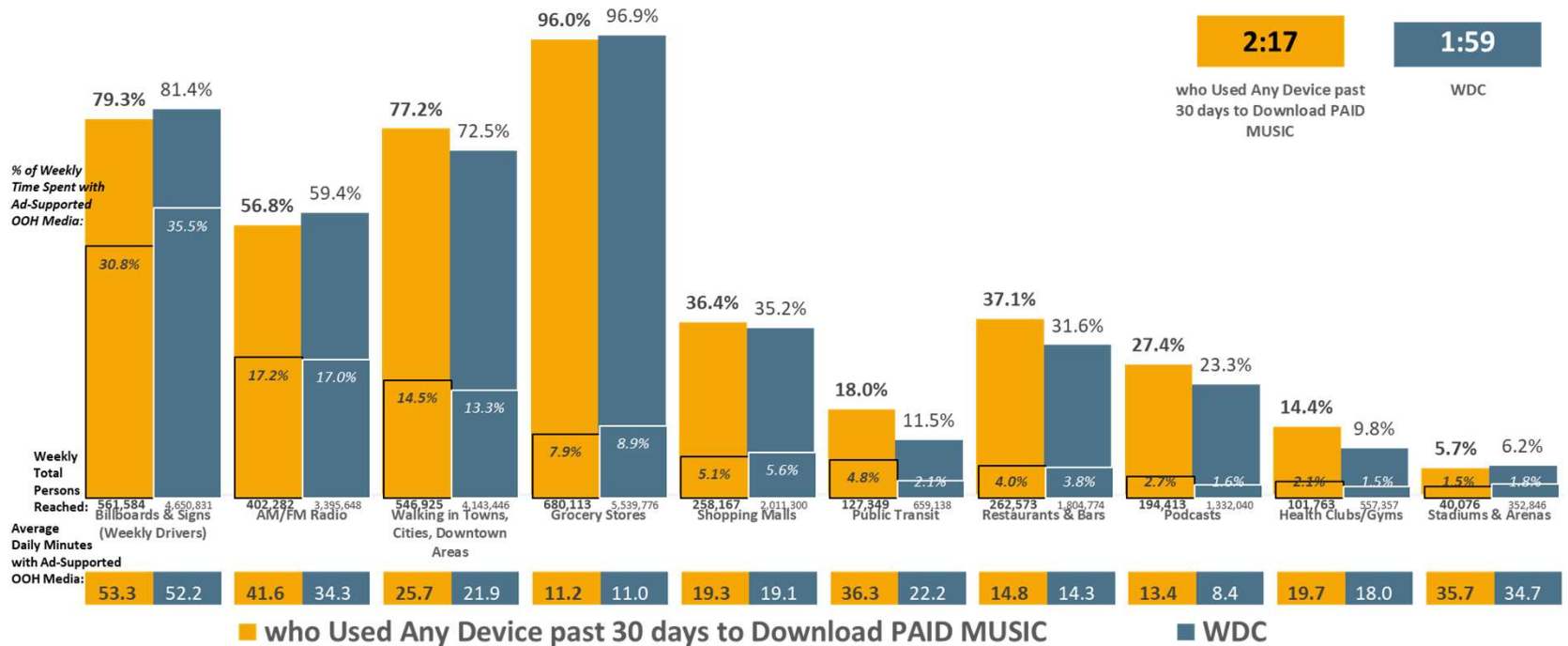


561,584 or 79.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:17

who Used Any Device past 30 days to Download PAID MUSIC

1:59

WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 743 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

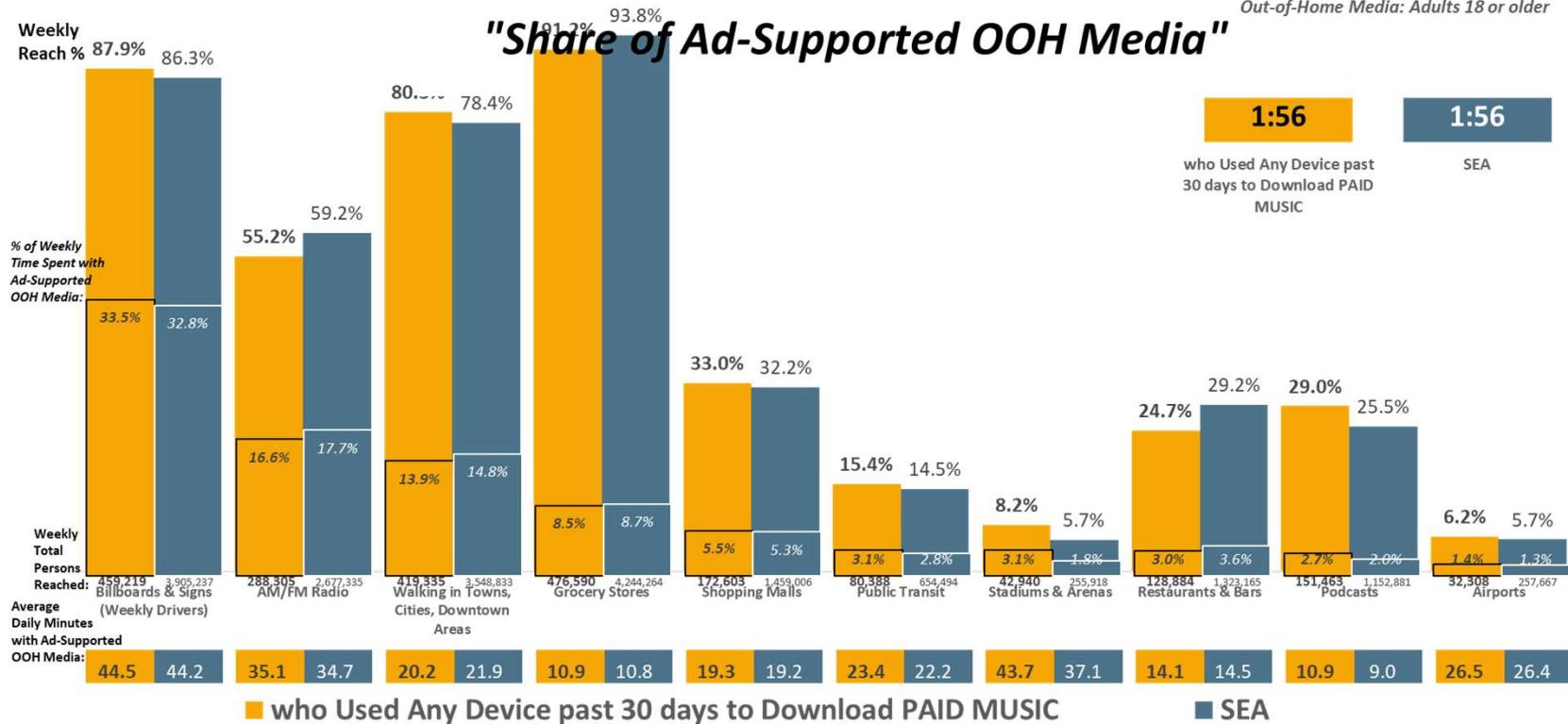
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



459,219 or 87.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 44.5 minutes per day driving, seeing Billboards and Signs representing 33.5% 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



1:56

who Used Any Device past 30 days to Download PAID MUSIC

1:56

SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 458 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

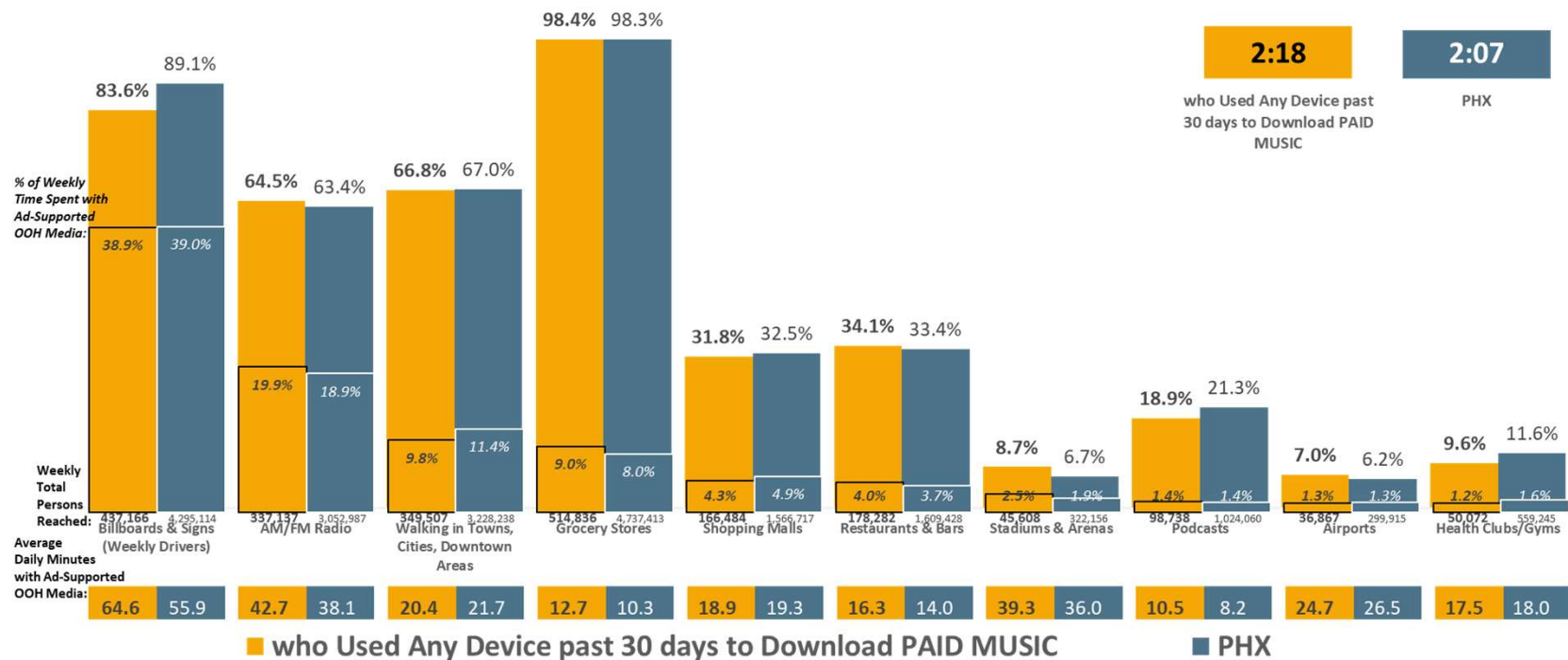


437,166 or 83.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 64.6 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 265  
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

soefa.ai Share of Everything for Anything

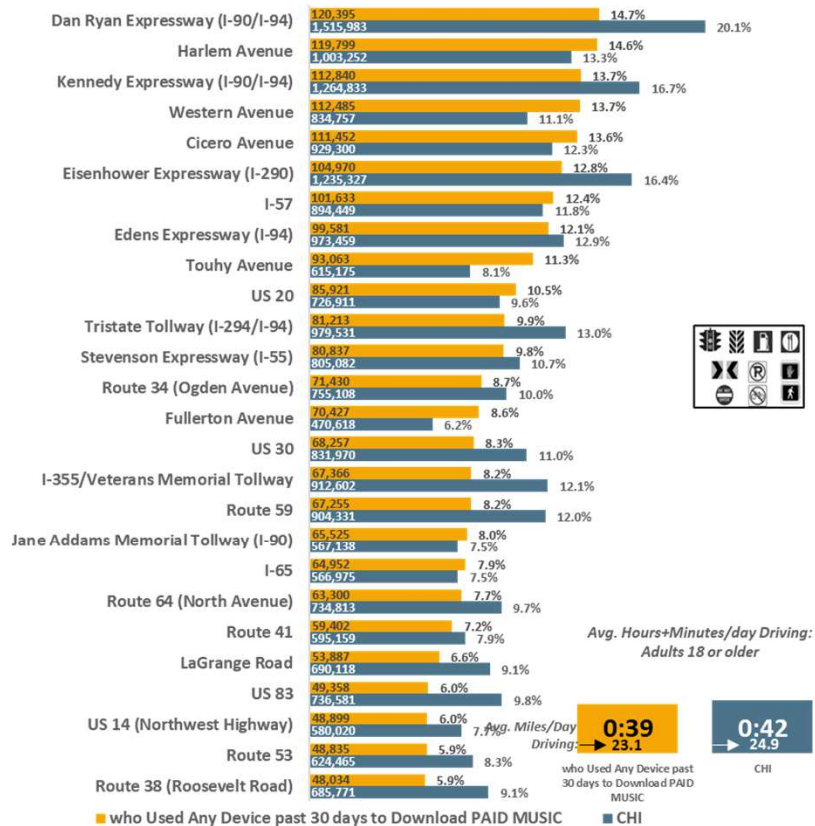
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



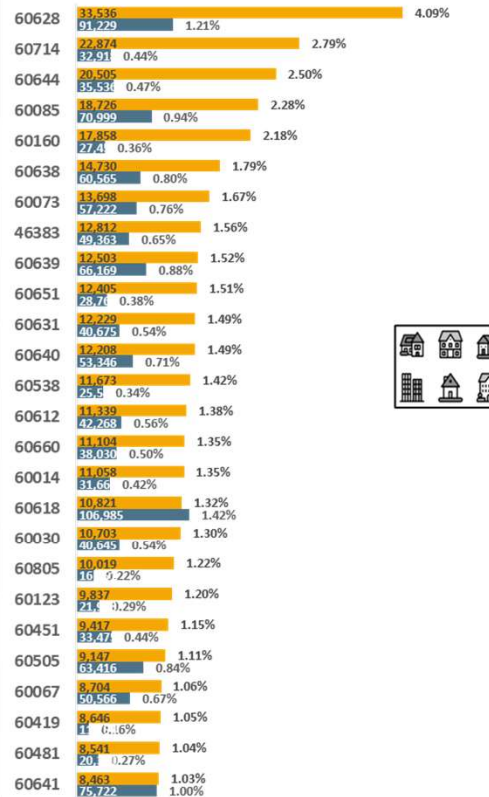


624,152 or 76.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 39.7 minutes per day driving an average of 23.1 miles each day and are 39.2% more likely to use Touhy Avenue than the Metro average.

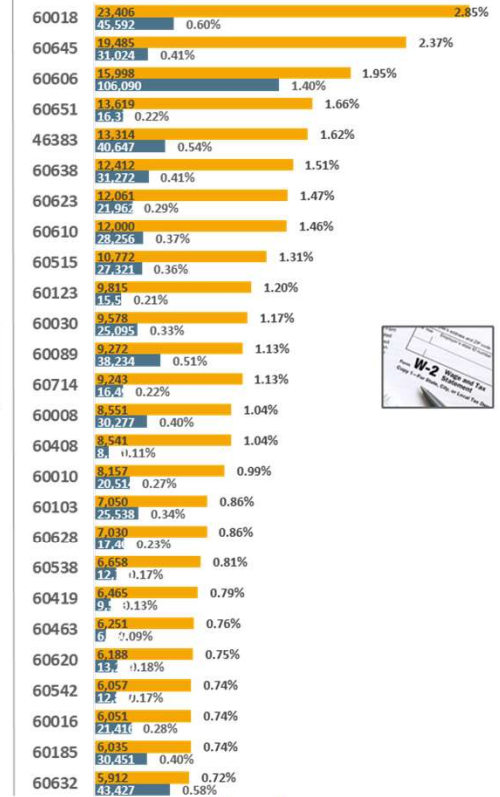
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



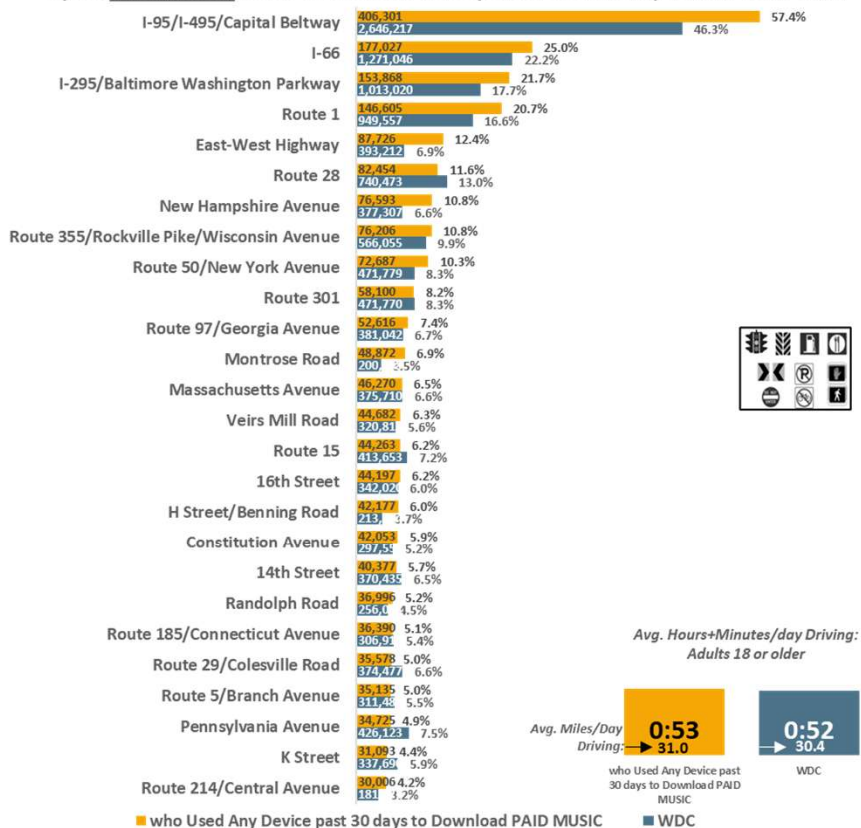
Top-26 Employment Zip Codes: Adults 18 or older



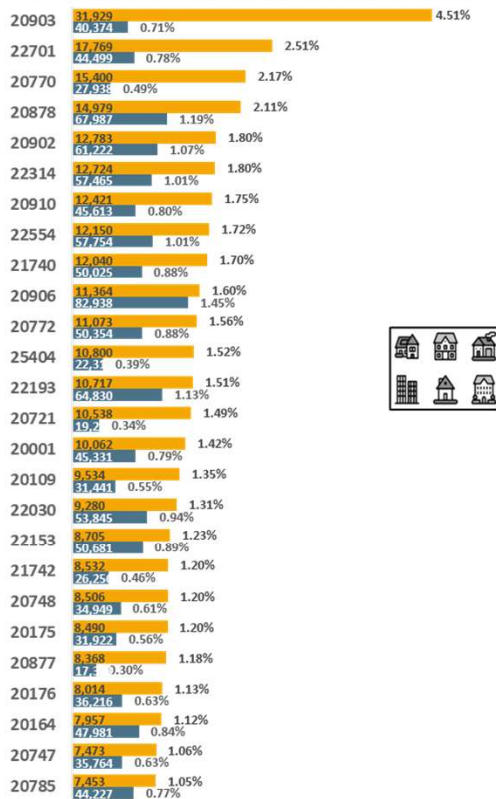


561,584 or 79.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 97.% more likely to use Montrose Road than the Metro average.

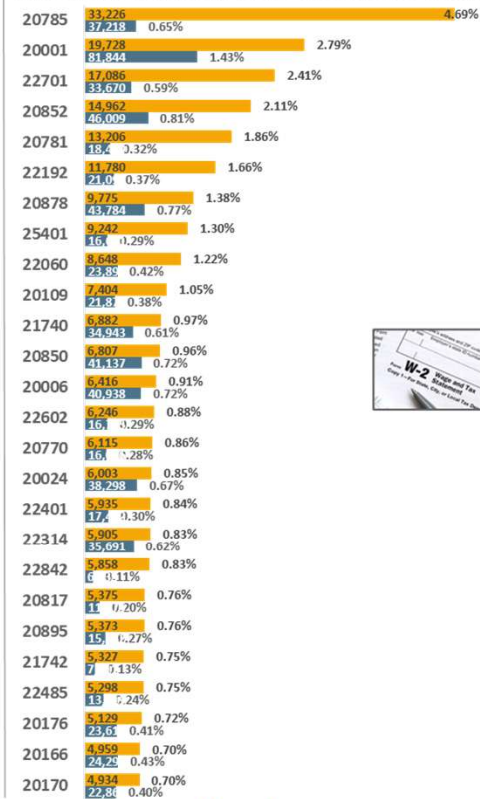
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



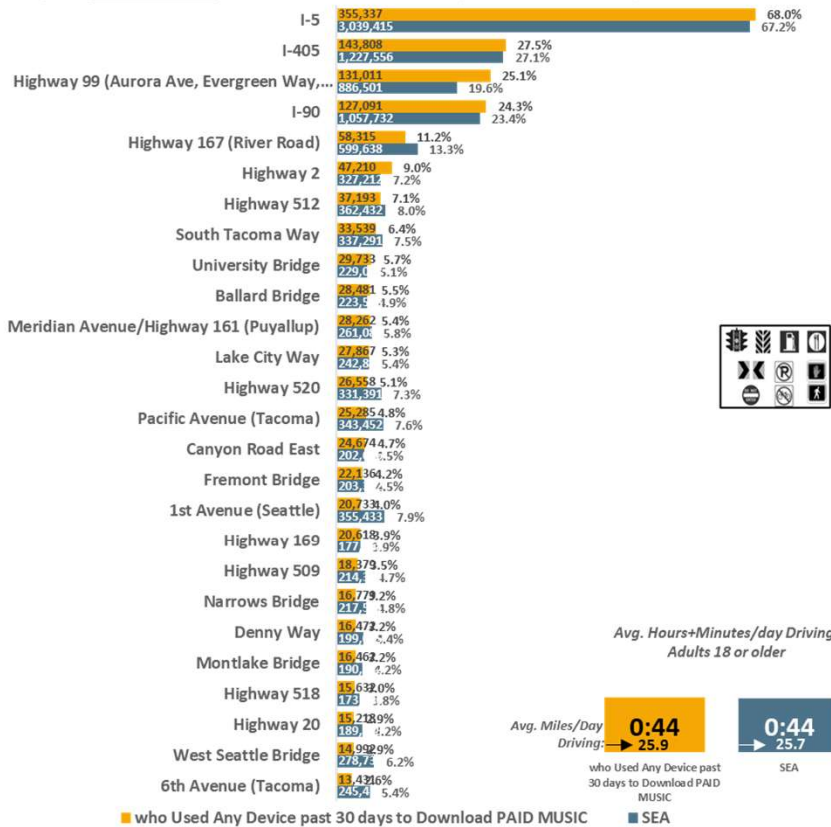
#### Top-26 Employment Zip Codes: Adults 18 or older





459,219 or 87.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 44.5 minutes per day driving an average of 25.9 miles each day and are 28.% more likely to use Highway 99 (Aurora Ave, Evergreen Way, Intern

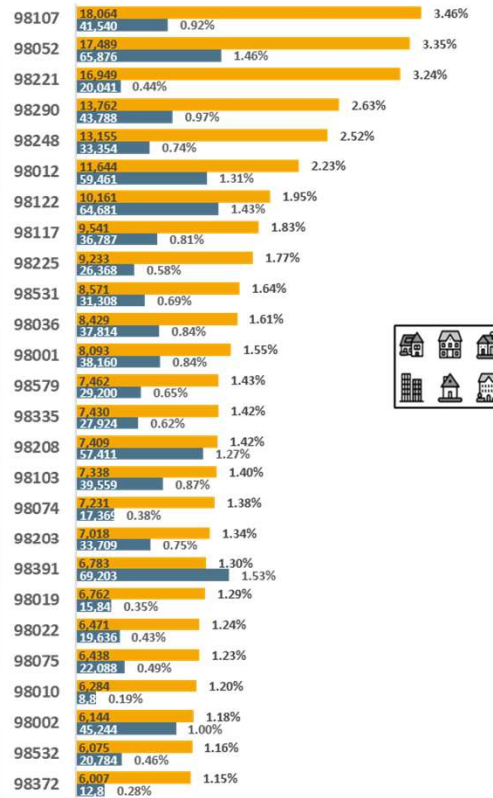
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



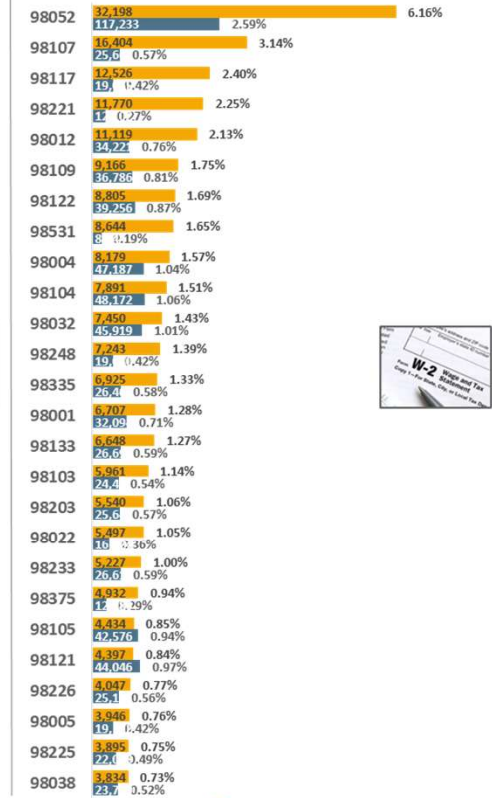
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

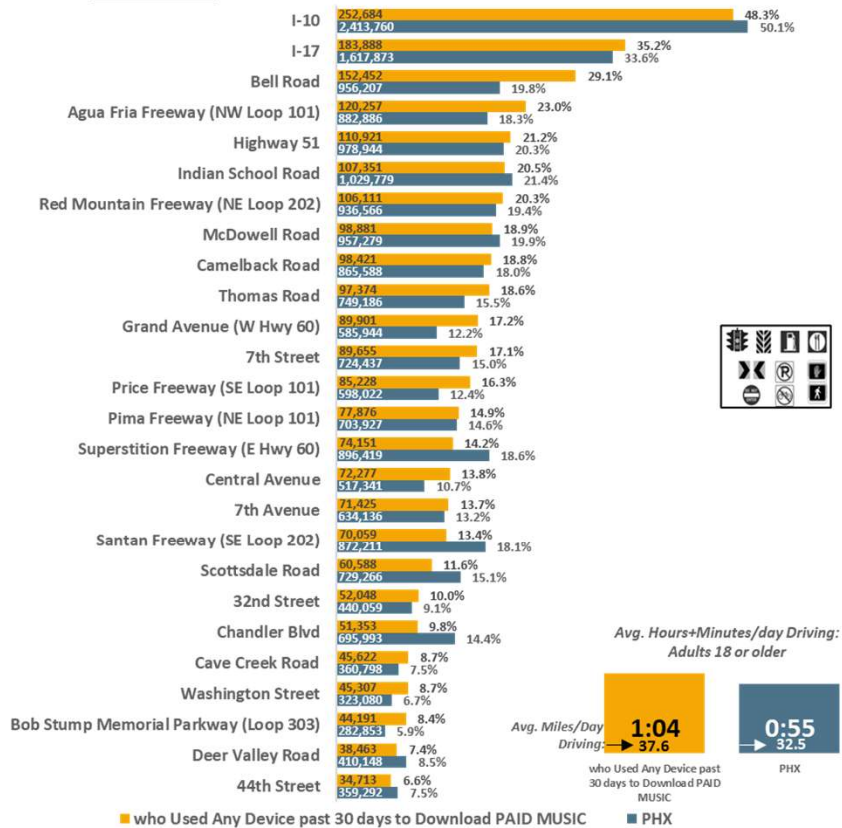






437,166 or 83.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 64.6 minutes per day driving an average of 37.6 miles each day and are 46.9% more likely to use Bell Road than the Metro average.

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

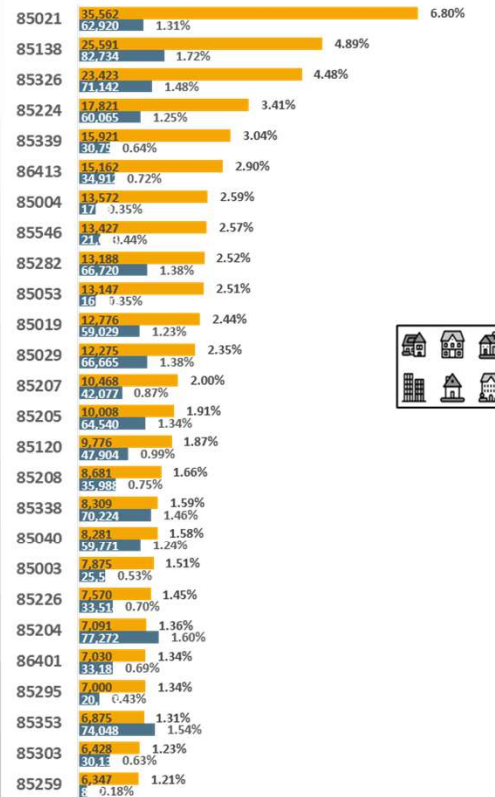


Avg. Hours+Minutes/day Driving:  
Adults 18 or older

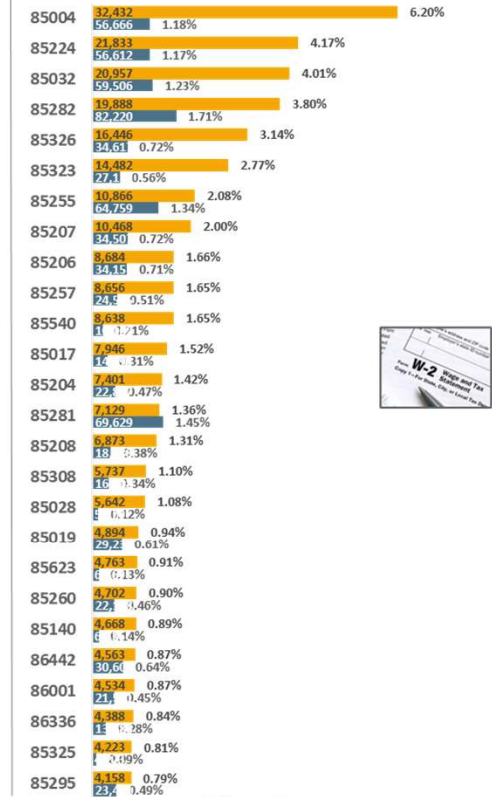


who Used Any Device past  
30 days to Download PAID  
MUSIC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

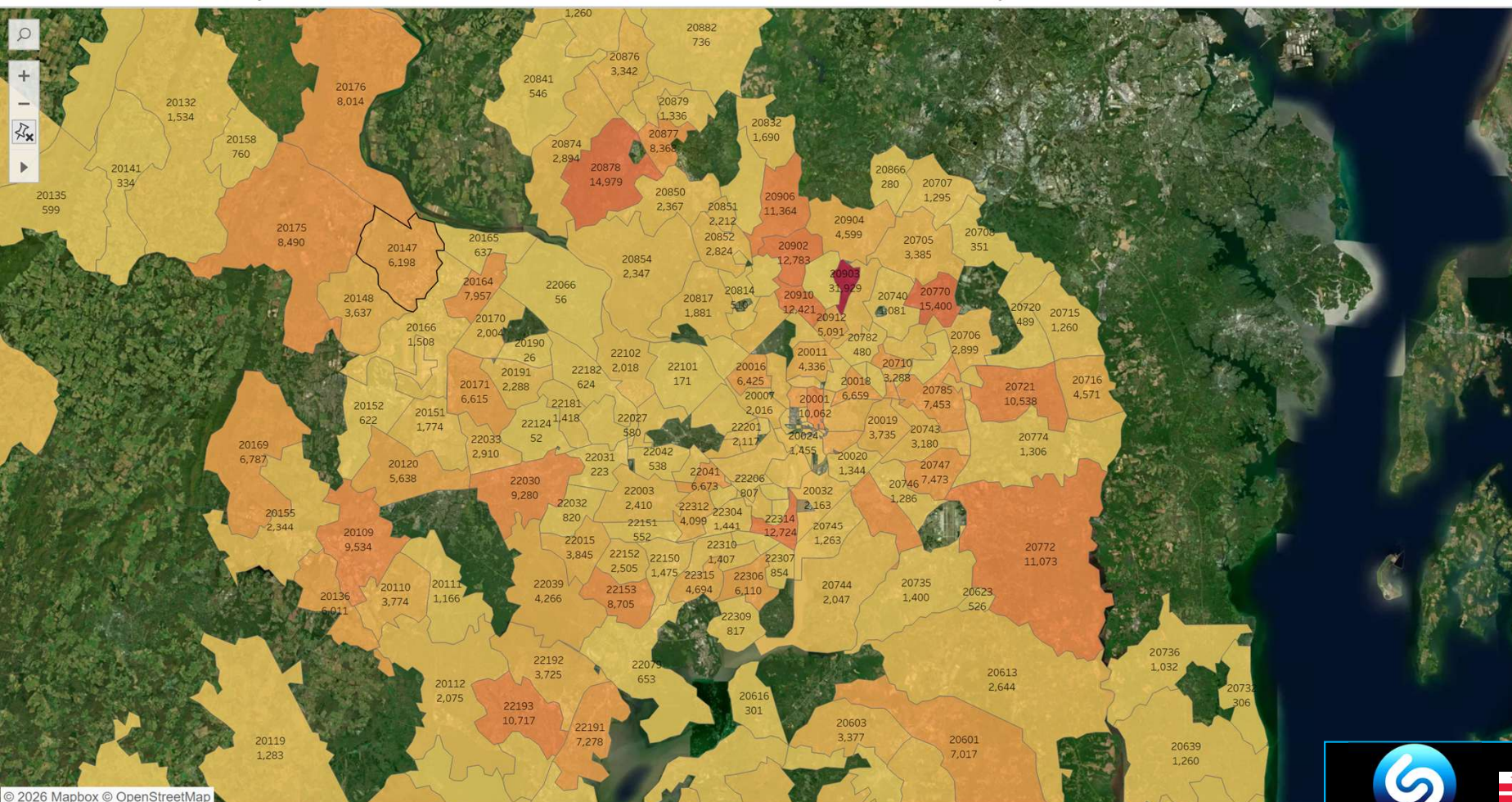


[illegible]

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



Top Residential Zip Codes: (Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC)



SUM(Adults 18 or older...  
26 31,929

© 2026 Mapbox © OpenStreetMap

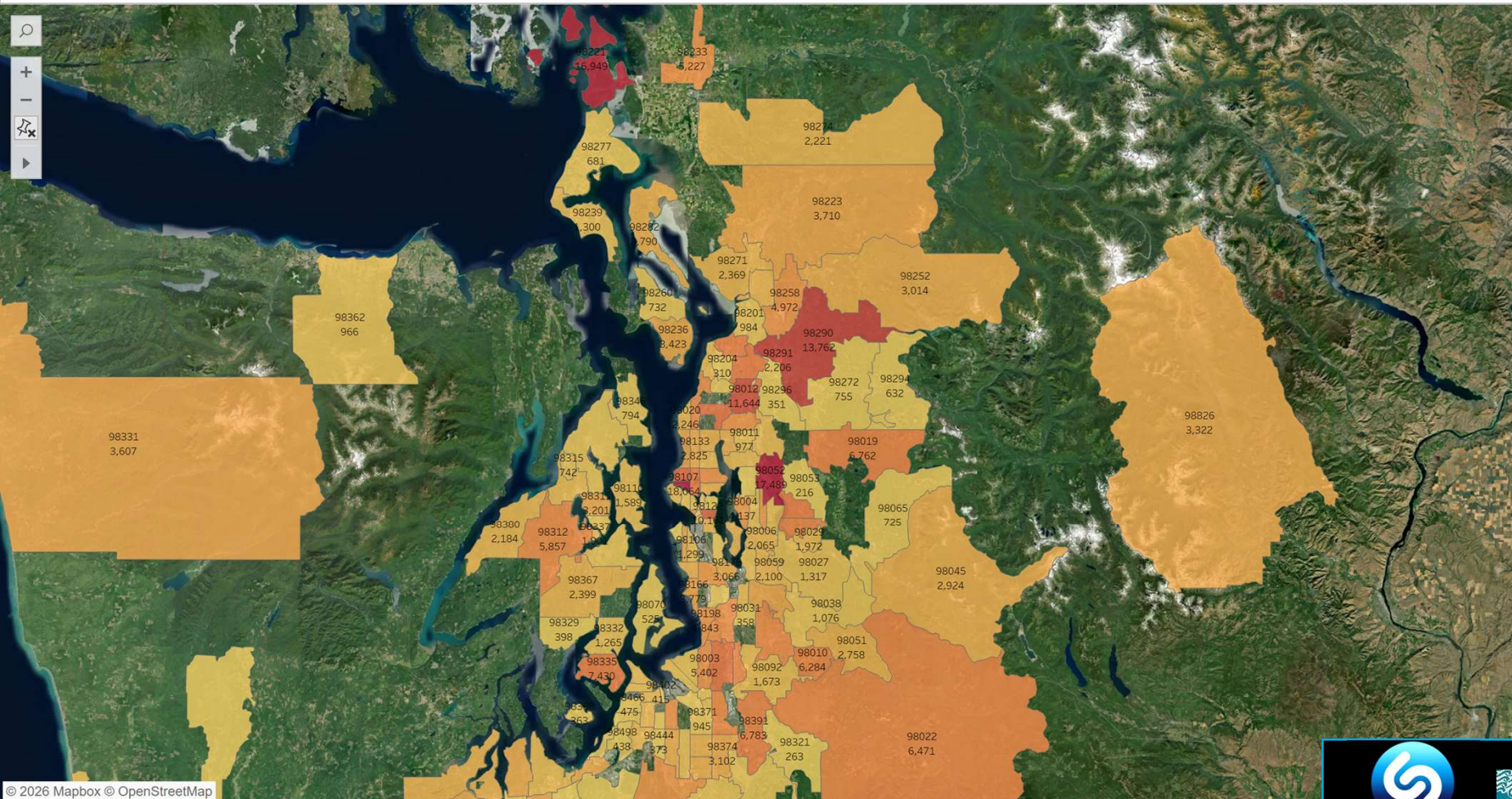


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intob 743  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music





© 2026 Mapbox © OpenStreetMap

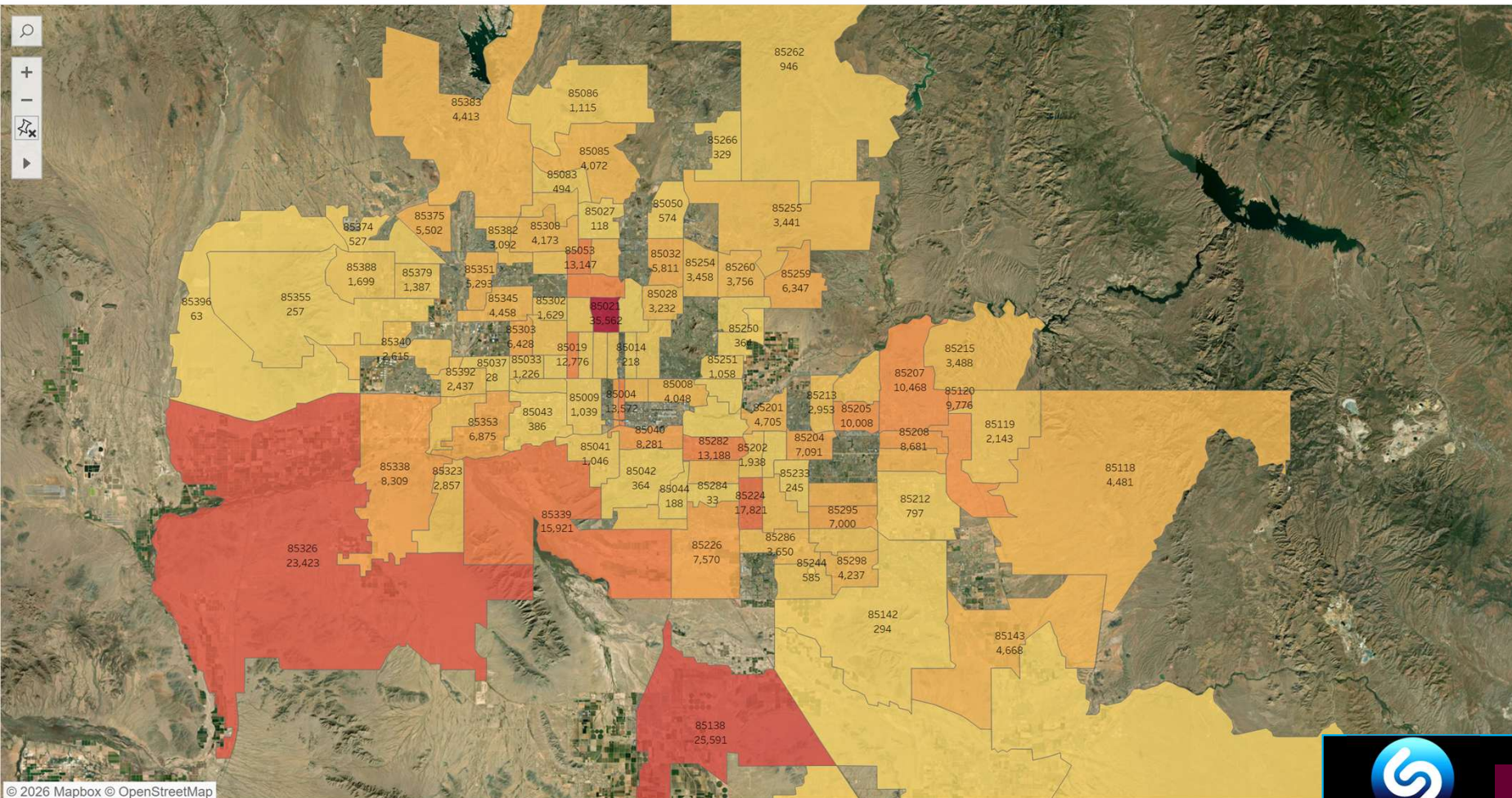


**soefa.ai** Share of Everything  
for Anything .

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



# Top Residential Zip Codes: (Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC)

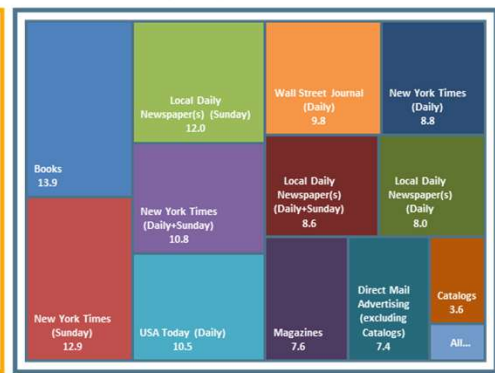
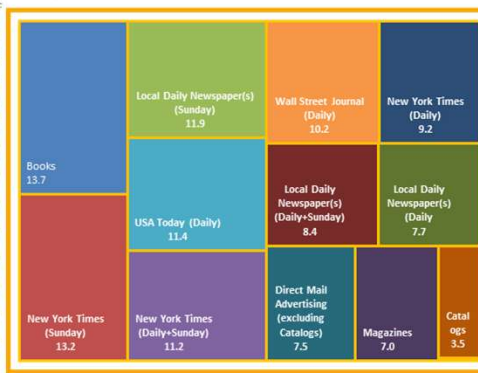
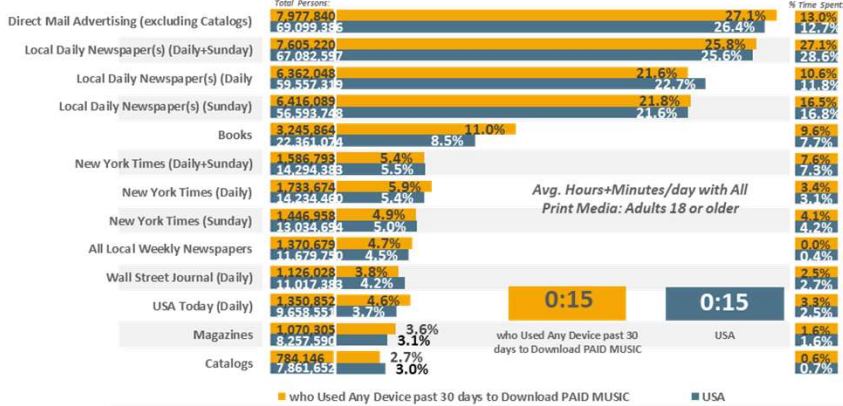




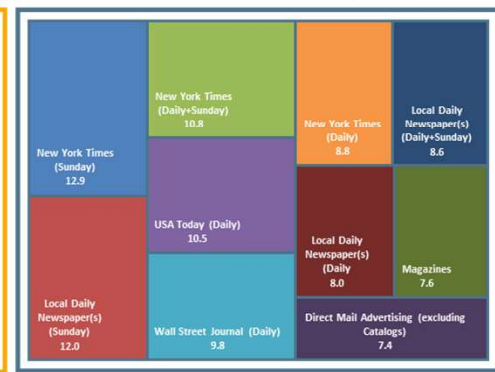
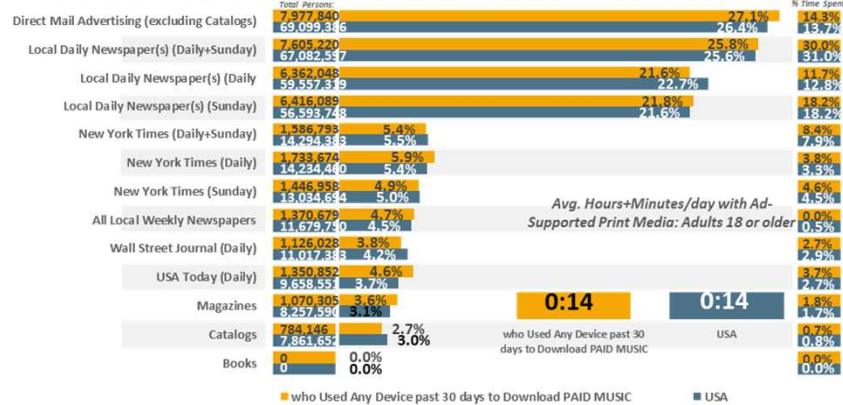


7,605,220 or 25.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

**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**



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

who Used Any Device past 30 days to Download PAID MUSIC

USA

soefa.ai Share of Everything for Anything

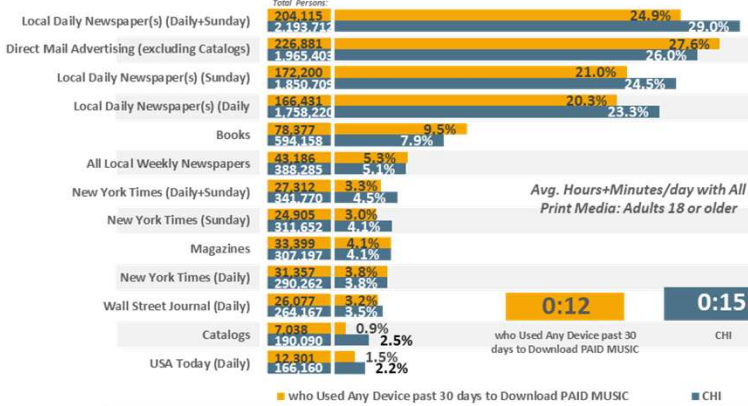
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music





204,115 or 24.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

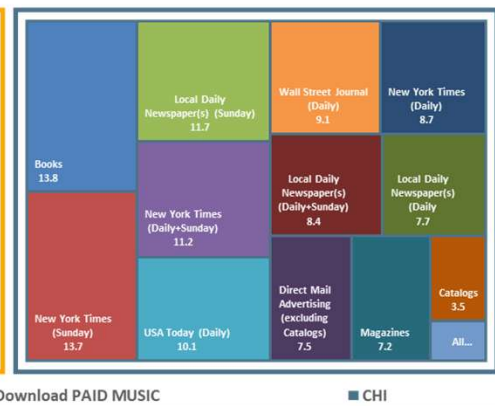
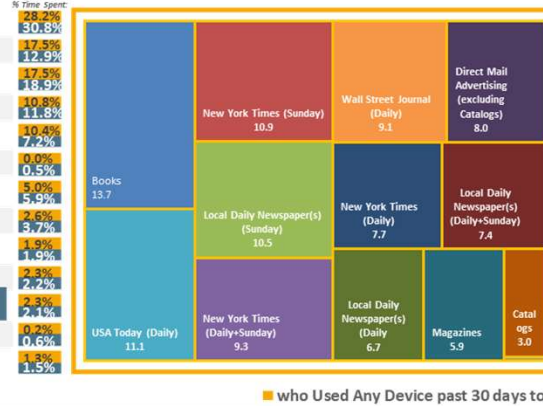
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



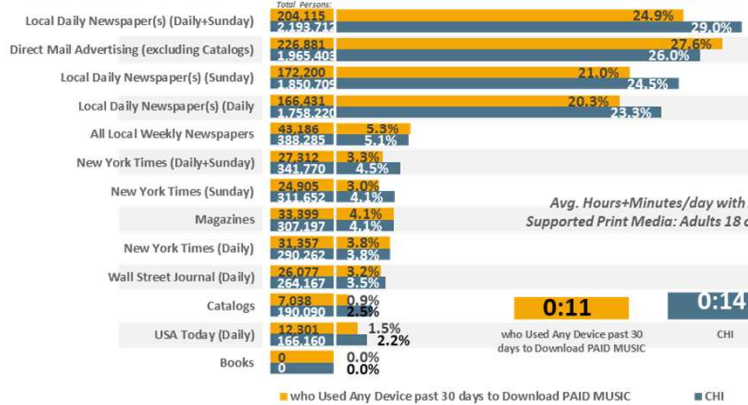
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:12 0:15

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



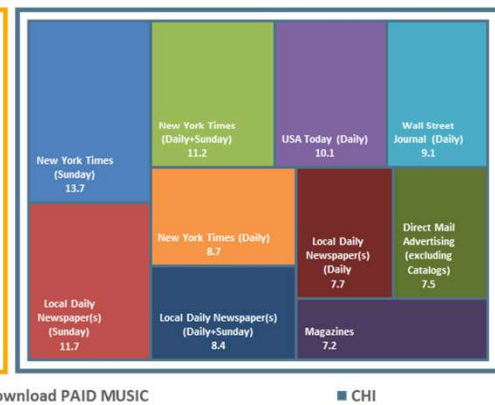
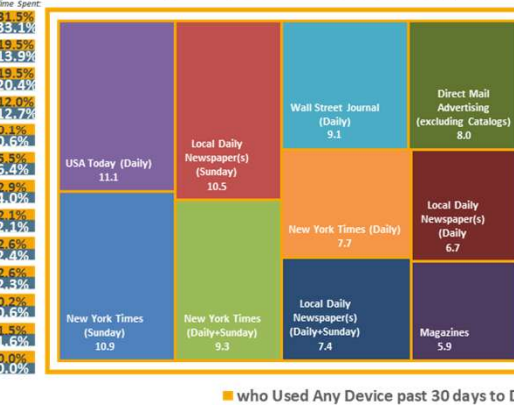
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**



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

0:11 0:14

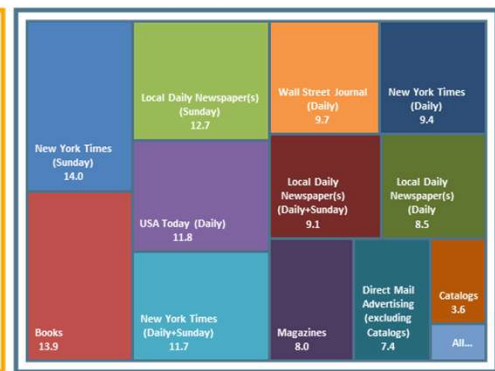
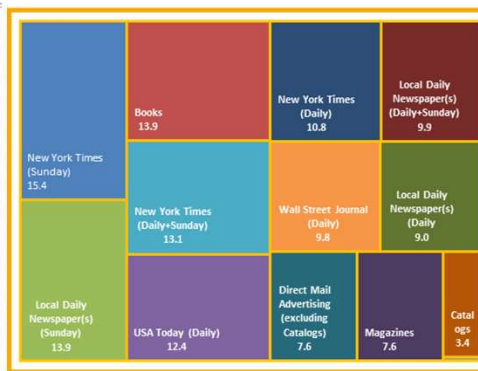
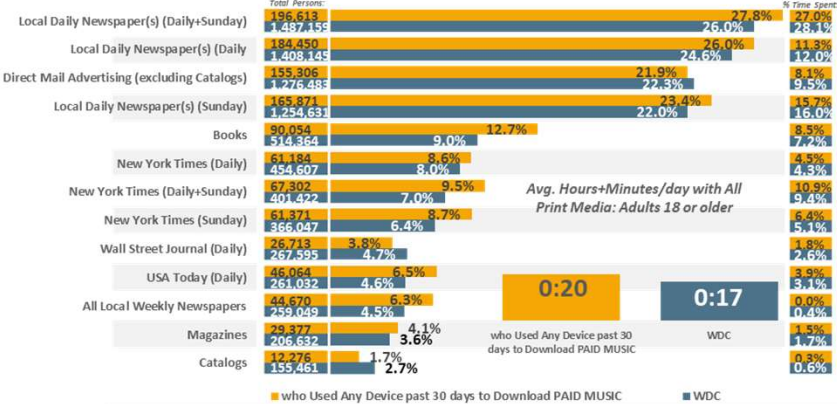
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



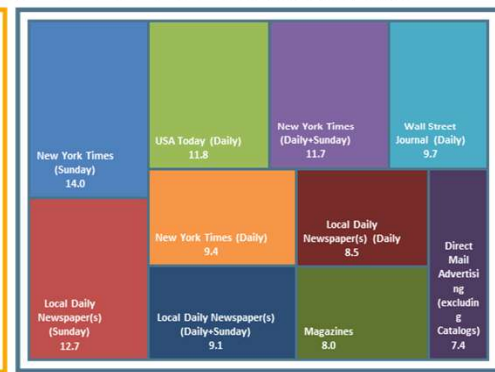
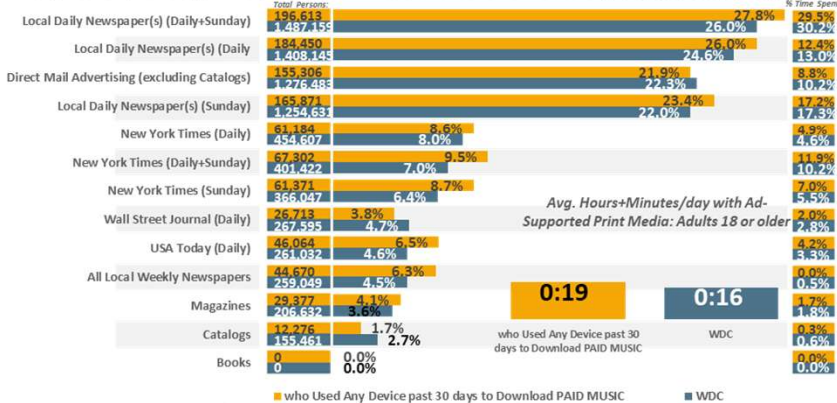


196,613 or 27.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

**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**



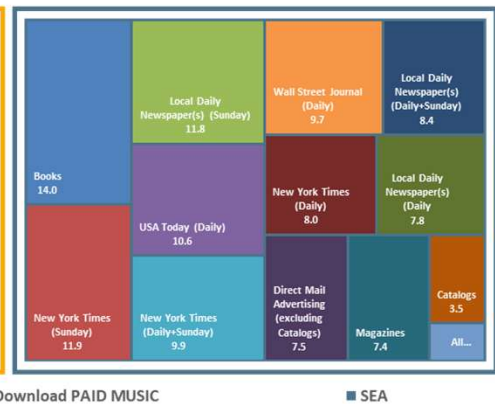
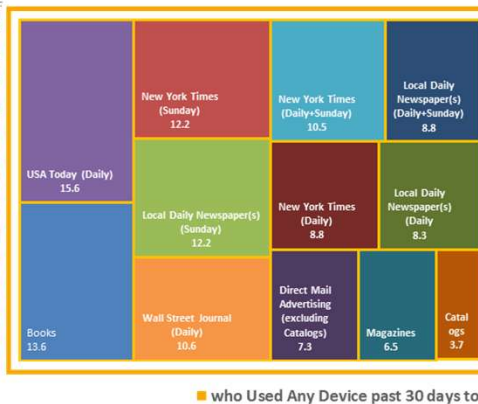
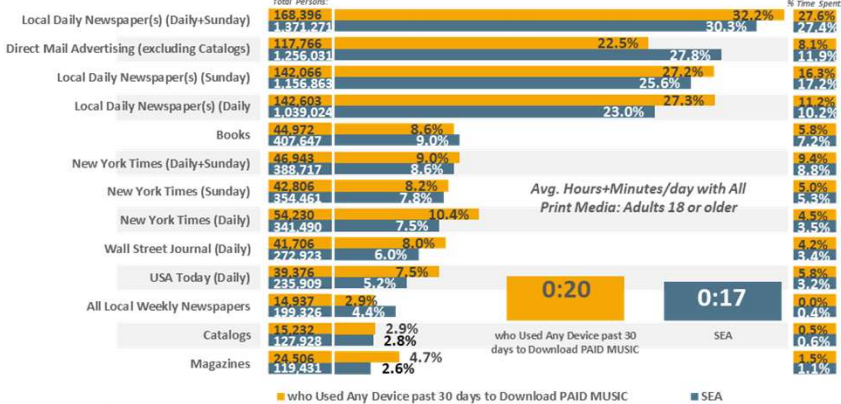
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



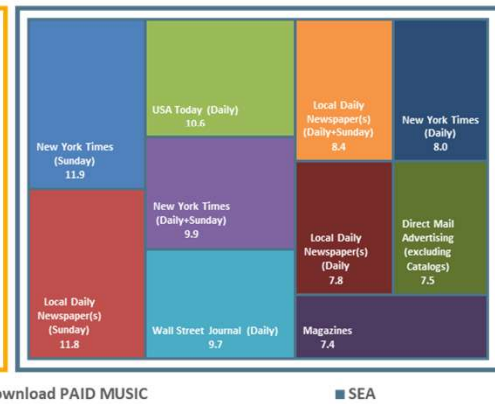
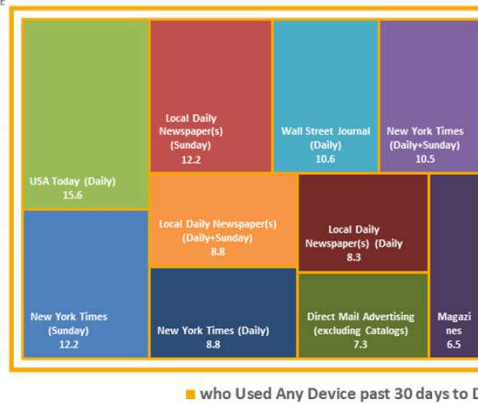
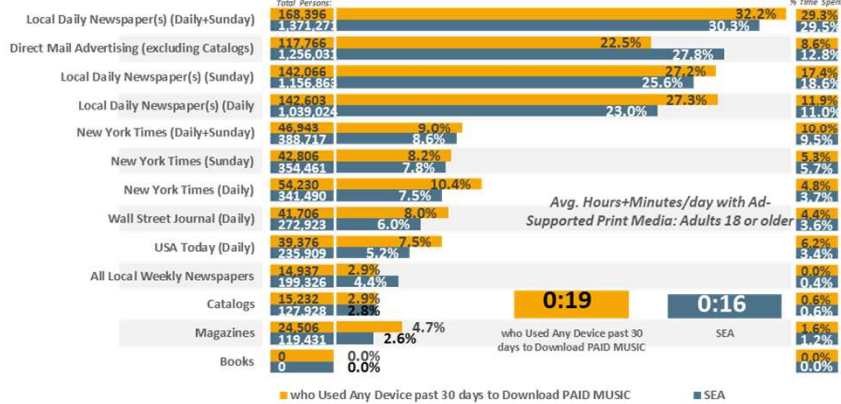


168,396 or 32.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

**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**

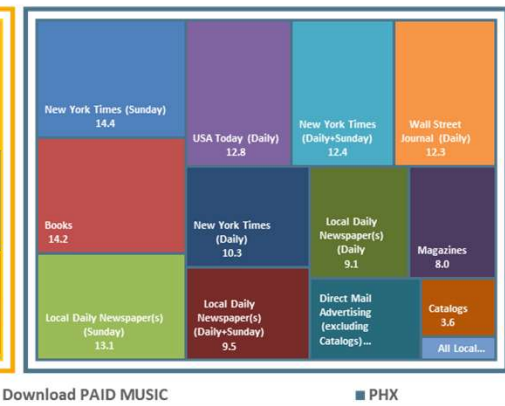
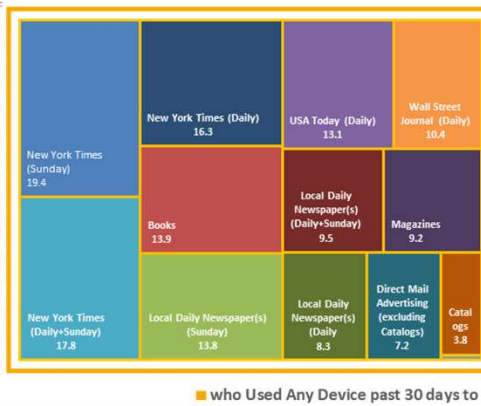
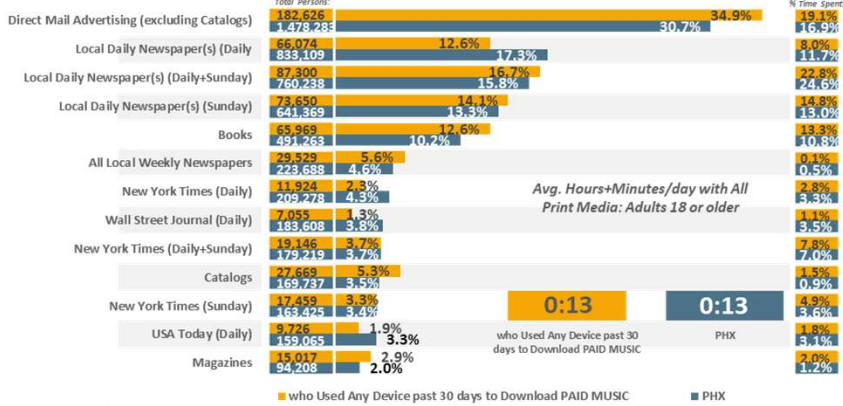




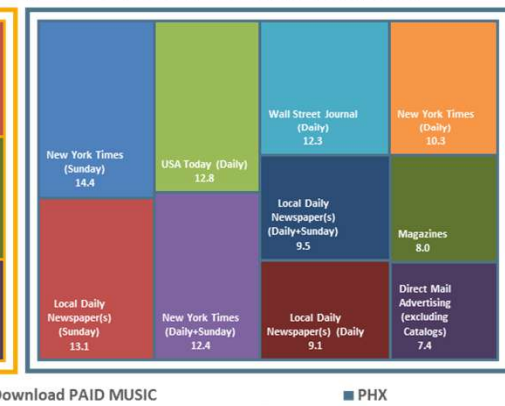
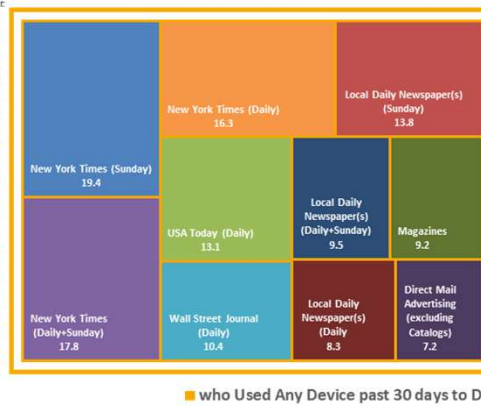
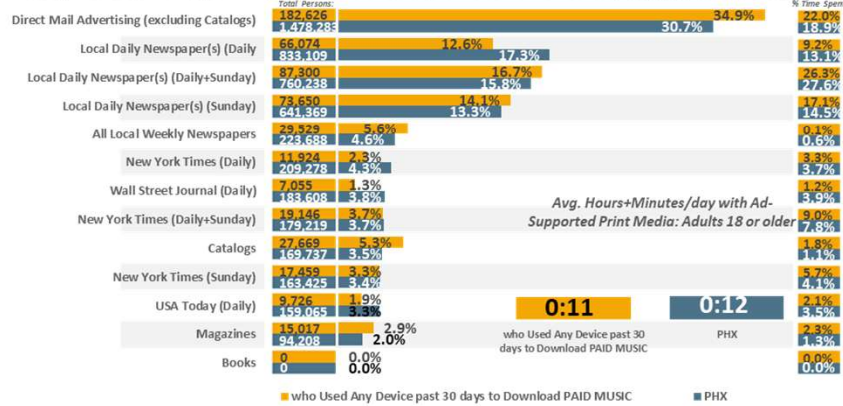


87,300 or 16.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 26.3% of all time spent daily with All forms of Print Media.

**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**



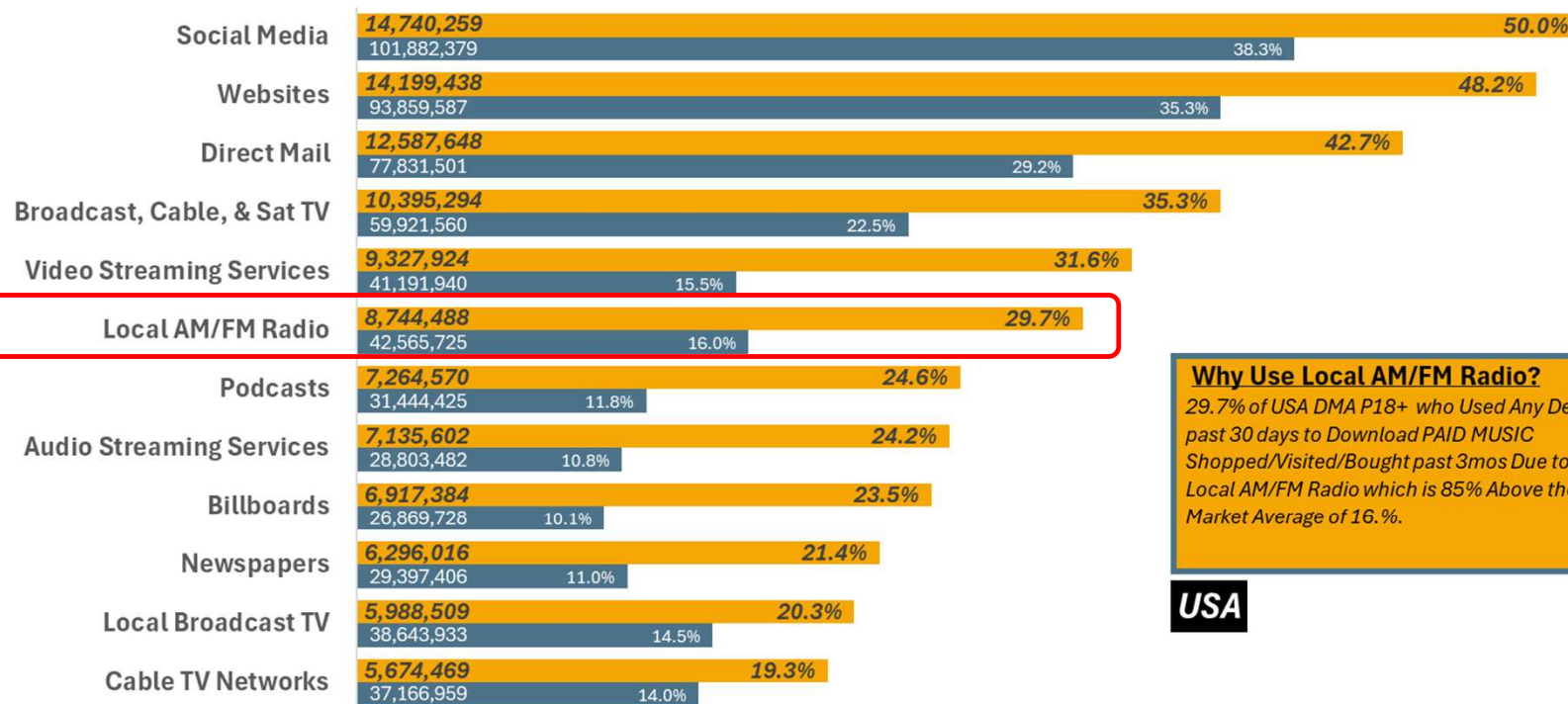
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

P18+ who Used Any Device in the past 30 days to Download PAID MUSIC  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

29.7% of USA DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 85% Above the USA DMA Market Average of 16. %.

USA

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR1 2026: Sep24-Feb26 Qual Intab: 2741

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

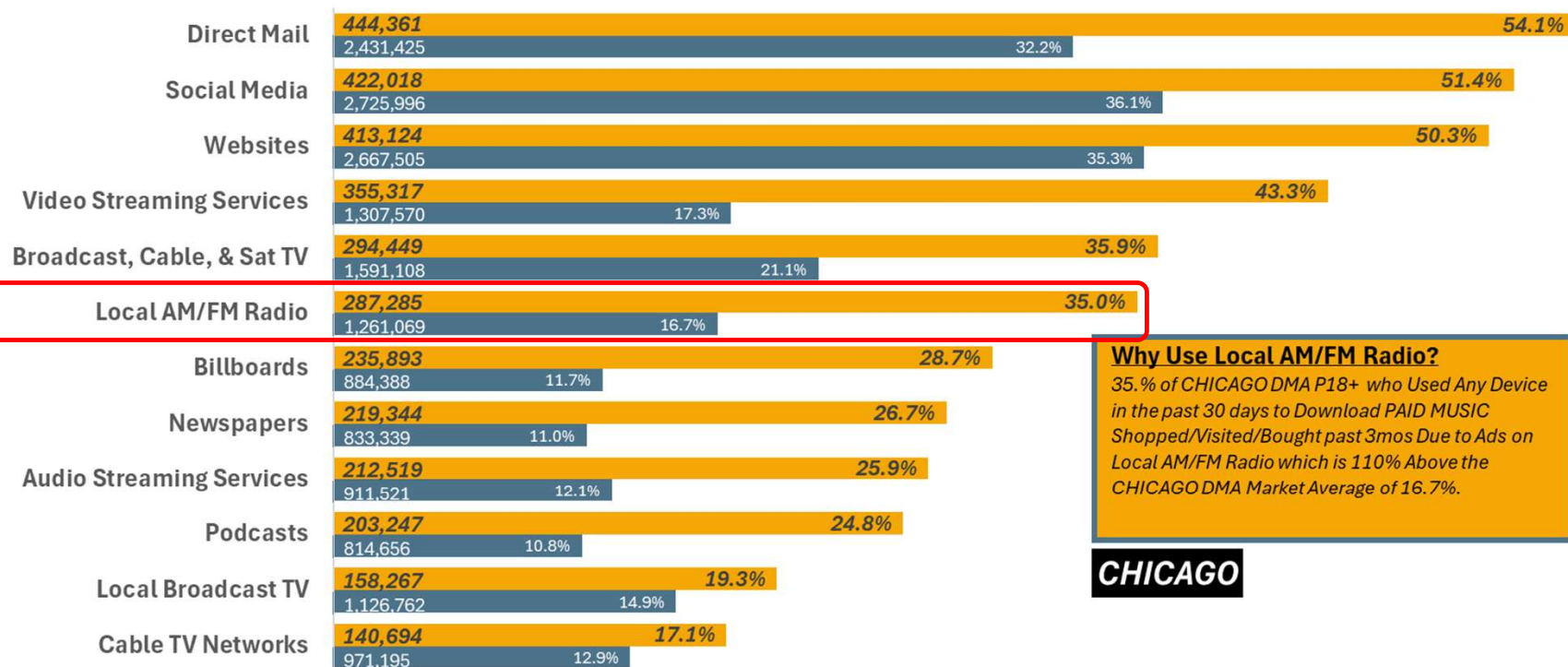
soefa.ai Share of Everything for Anything ®

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



## "Advertising Actions"

P18+ who Used Any Device in the past 30 days to Download PAID MUSIC  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

35.0% of CHICAGO DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 110% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 451  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

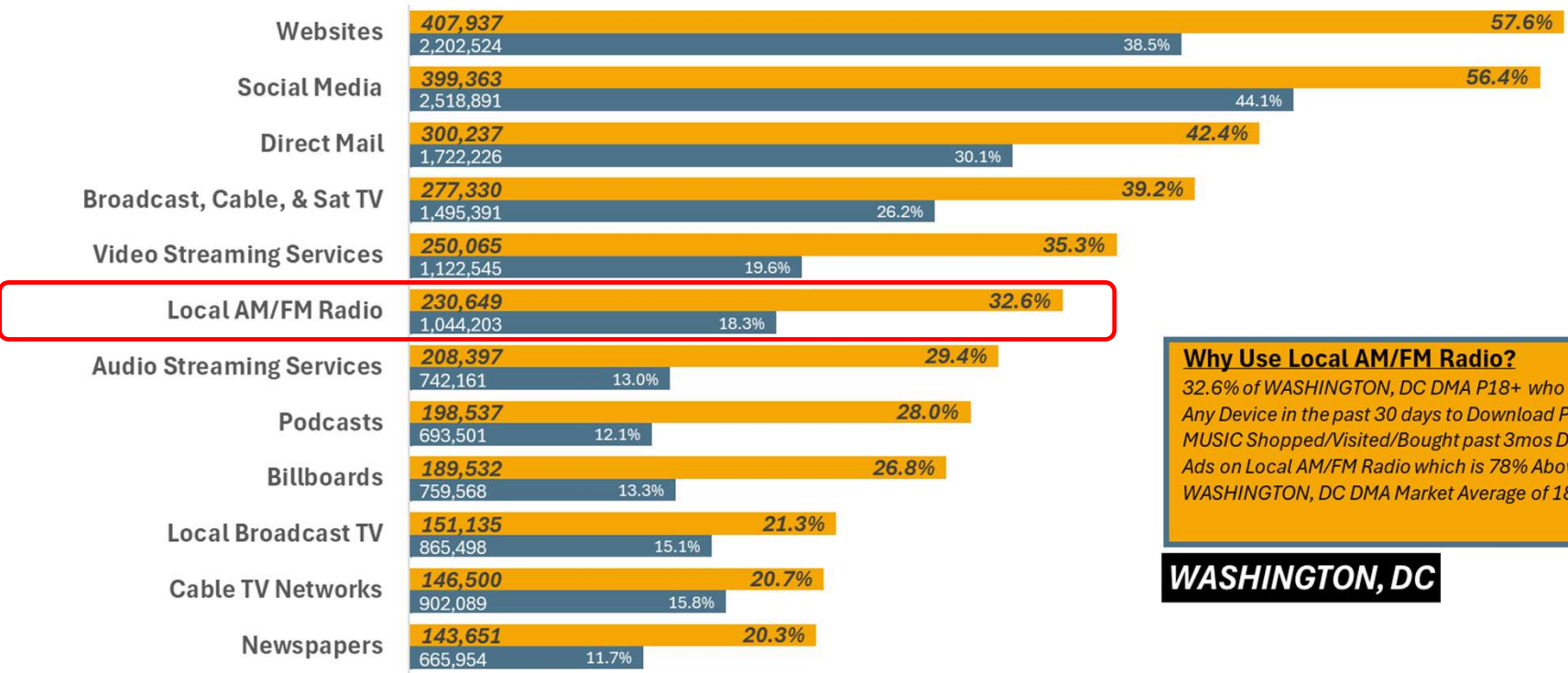
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music





"Advertising Actions"

P18+ who Used Any Device in the past 30 days to Download PAID MUSIC  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



**Why Use Local AM/FM Radio?**  
32.6% of WASHINGTON, DC DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 78% Above the WASHINGTON, DC DMA Market Average of 18.3%.

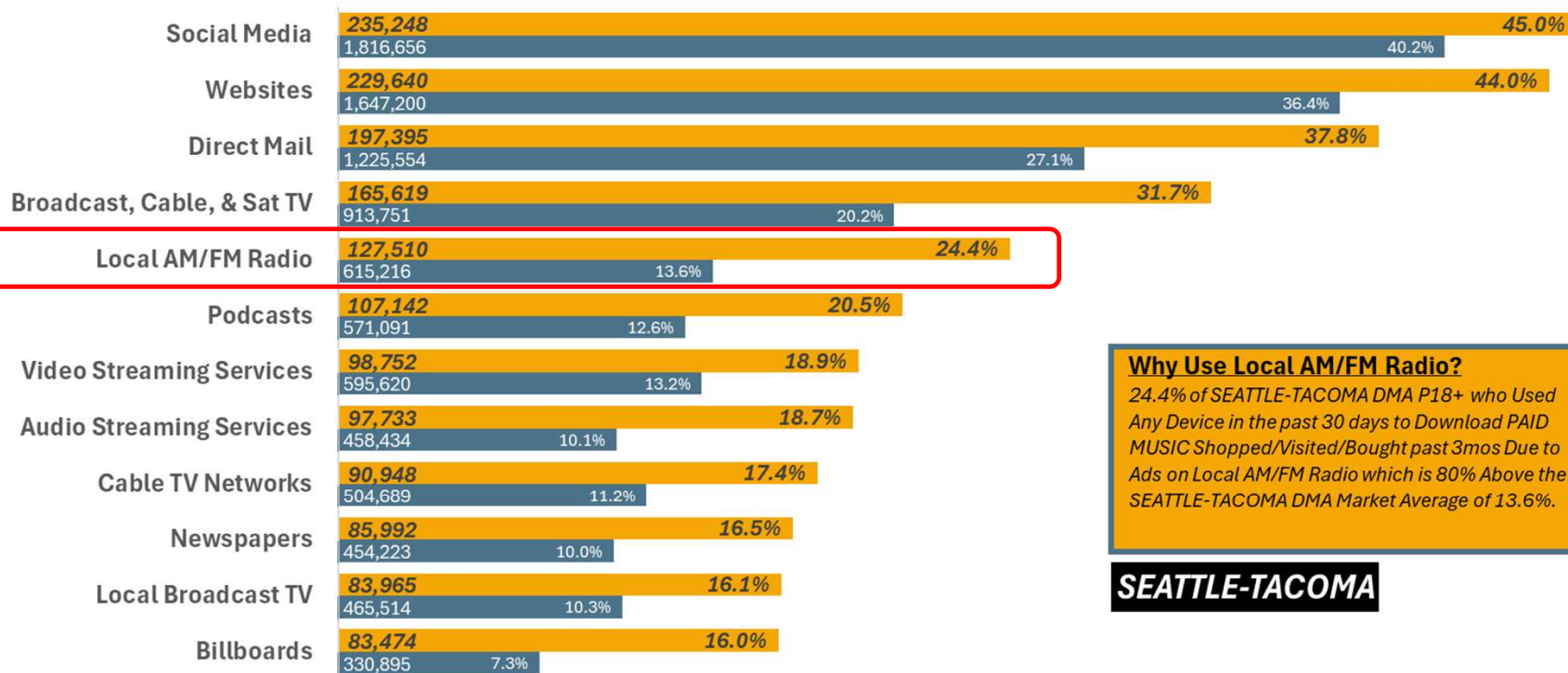
**WASHINGTON, DC**

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)  
■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



## "Advertising Actions"

P18+ who Used Any Device in the past 30 days to Download PAID MUSIC  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

24.4% of SEATTLE-TACOMA DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 80% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

**SEATTLE-TACOMA**

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 458  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

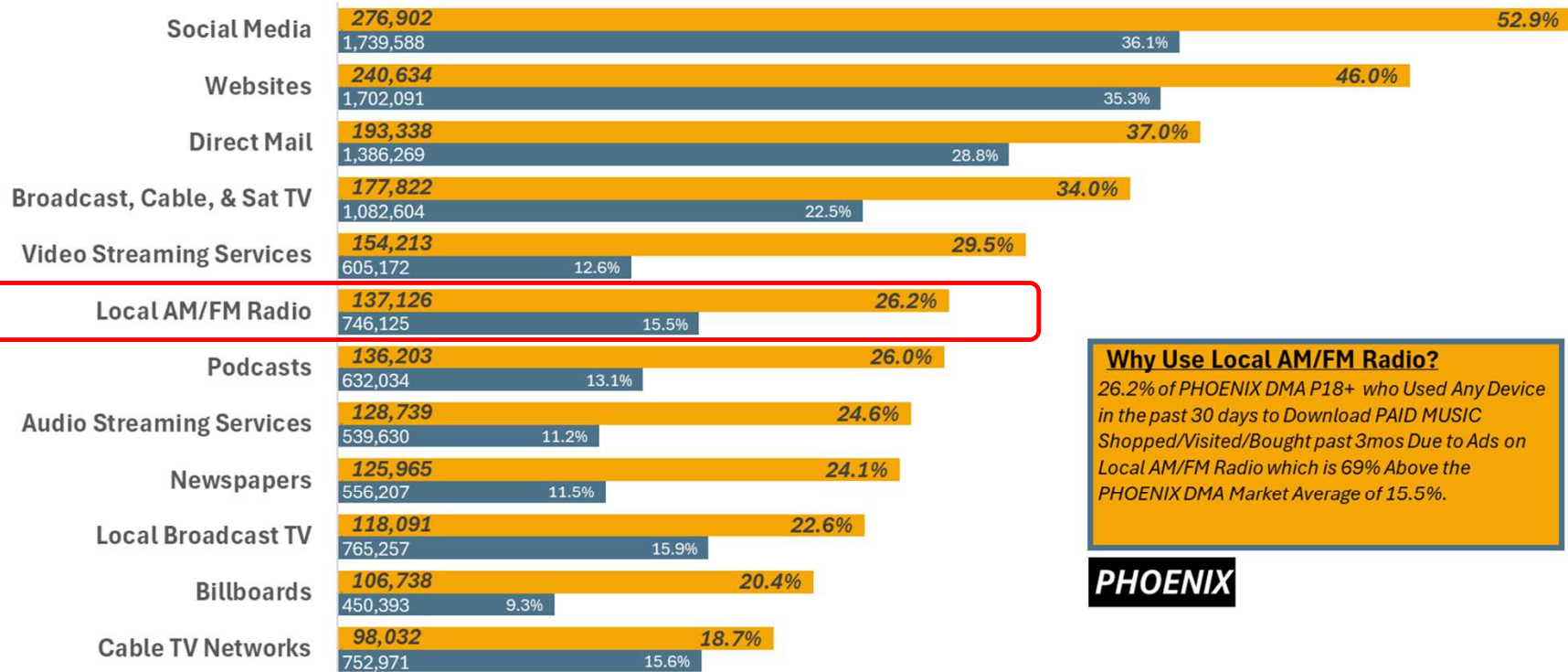
soefa.ai Share of Everything  
for Anything ®

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



## "Advertising Actions"

### P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

26.2% of PHOENIX DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 69% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 265  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music