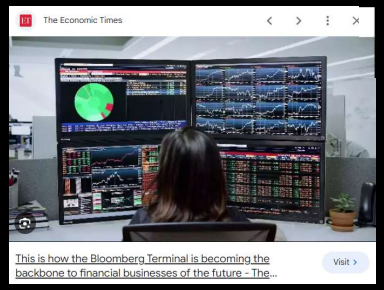
USA+4 DMAs – P18+ in Households with One or More SMART SPEAKERS!

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 Live in Households with One or More SMART SPEAKERS as of SEPTEMBER 2024.



amazon Alphabet

Vanguard®

BLACKROCK

STATE STREET

P18+

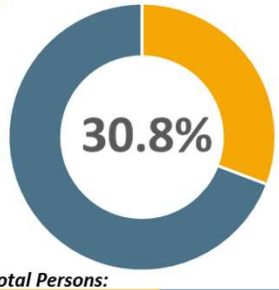
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 45.8 years old (6.3% younger than average) and have a $112,958 (22.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Live in a Household with One or More SMART SPEAKERS
- Remainder of USA DMAs

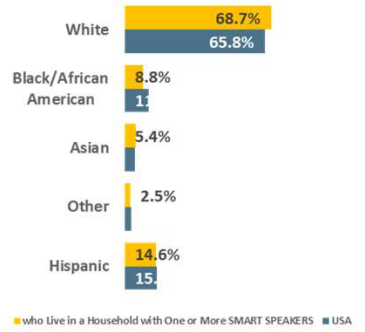
Total Persons:

80,619,963	181,554,537

Gender of Target vs. Market: Adults 18 or older

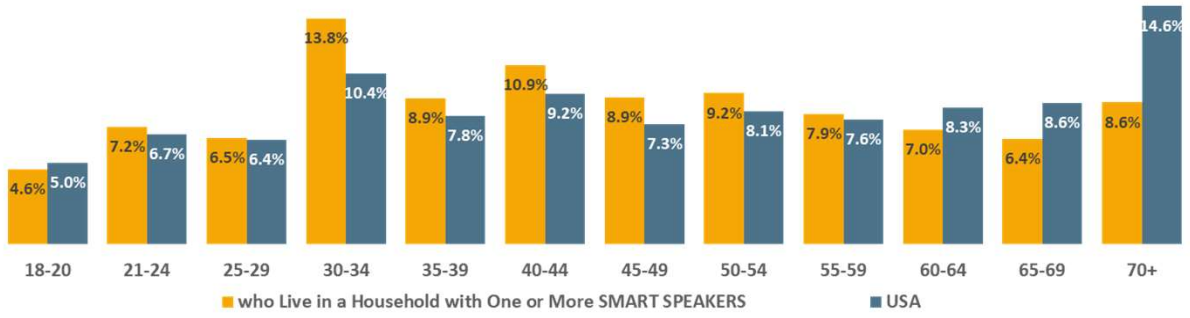
	Men	Men	Women	Women
%M vs. %F:	51.1%	48.6%	48.9%	51.4%
Average Age:	45.7	48.9	45.8	48.8
# Persons:	41,169,905	127,356,8...	39,450,058	134,817,6...

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	who Live in a Household with One or More SMART SPEAKERS	USA
		45.8	48.8

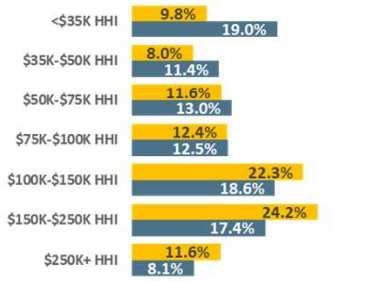


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,900*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

HHI of Target vs. Market:



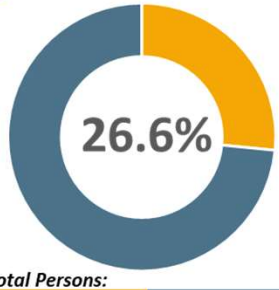
Avg HHI:	$112,958	$92,464

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



26.6% or 2,010,713 of CHI DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 43.2 years old (10.6% younger than average) and have a $132,834 (24.7% higher than average) annual household income.

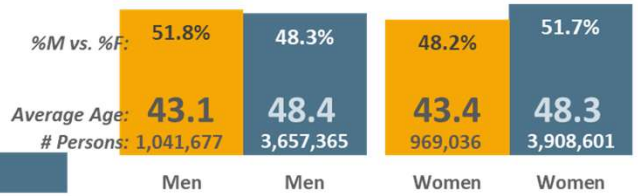
Percent of Market: Adults 18 or older



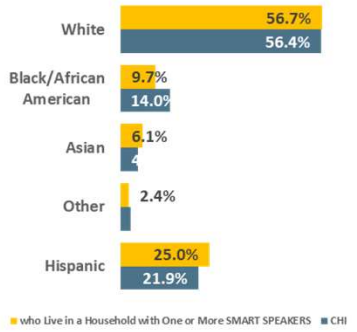
Total Persons:



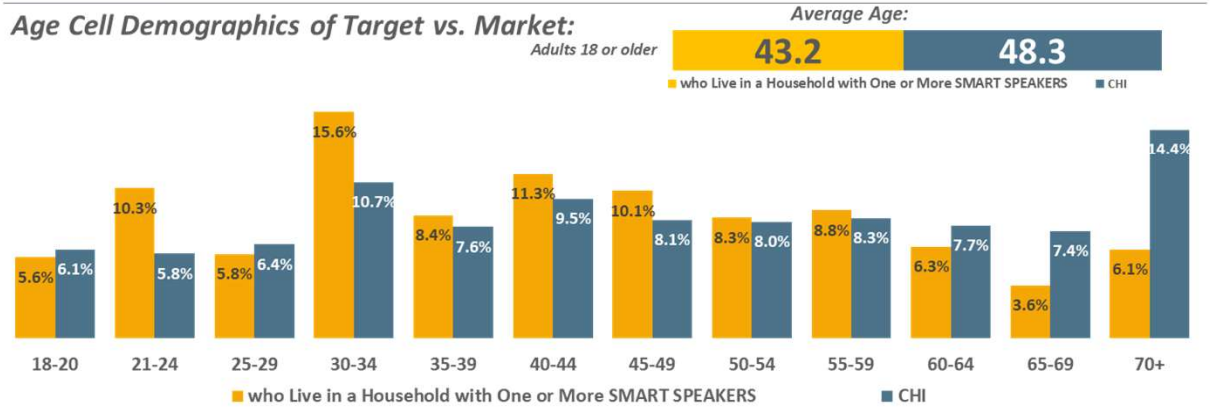
Gender of Target vs. Market: Adults 18 or older



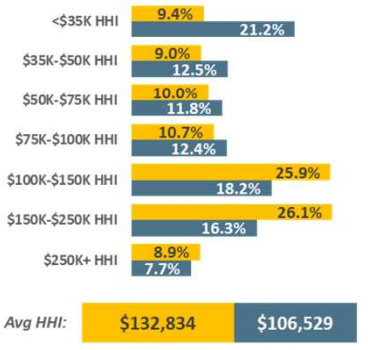
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

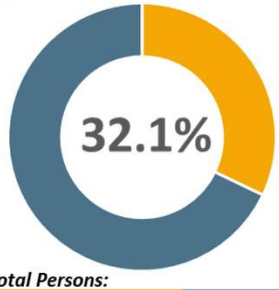
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



32.1% or 1,827,475 of WDC DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 45.8 years old (3.9% younger than average) and have a $159,759 (19.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Live in a Household with One or More SMART SPEAKERS
- Remainder of WDC DMA

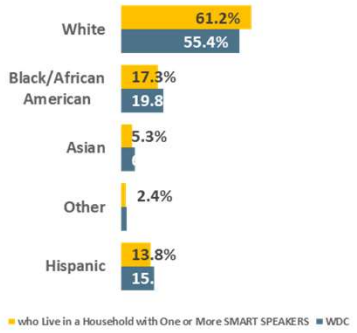
Total Persons:

1,827,475	3,863,871

Gender of Target vs. Market: Adults 18 or older

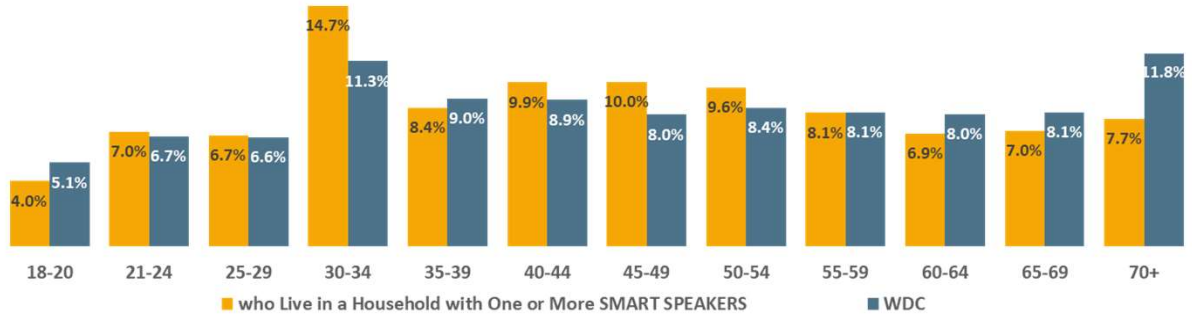
	Men	Men	Women	Women
%M vs. %F:	52.1%	47.9%	47.9%	52.1%
Average Age:	45.2	47.8	46.4	47.5
# Persons:	952,174	2,723,517	875,301	2,967,829

Ethnicity of Target vs. Market:

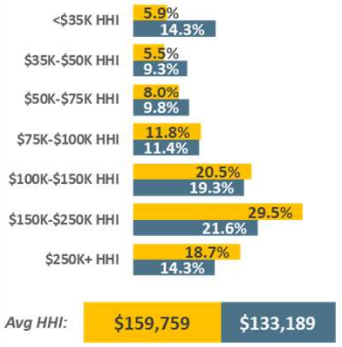


Age Cell Demographics of Target vs. Market:

Average Age:	who Live in a Household with One or More SMART SPEAKERS	WDC
Adults 18 or older	45.8	47.6



HHI of Target vs. Market:



Avg HHI:	$159,759	$133,189

WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

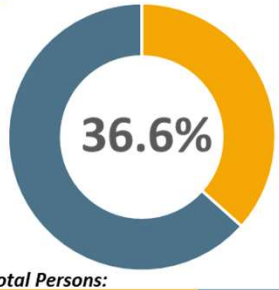
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



36.6% or 1,649,123 of SEA DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 45. years old (6.8% younger than average) and have a $146,036 (19.% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Live in a Household with One or More SMART SPEAKERS
- Remainder of SEA DMA

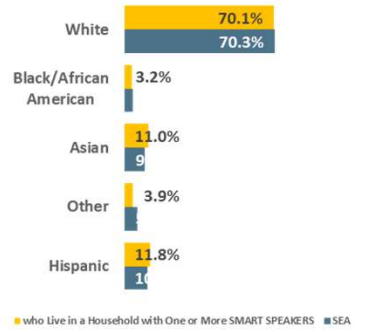
Total Persons:

1,649,123	2,855,477

Gender of Target vs. Market: Adults 18 or older

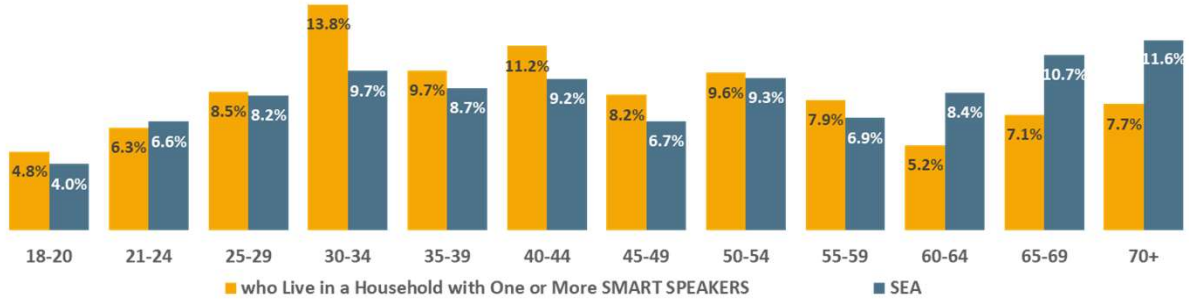
	Men	Men	Women	Women
%M vs. %F:	53.4%	49.5%	46.6%	50.5%
Average Age:	45.1	48.3	45.0	48.3
# Persons:	879,837	2,231,123	769,286	2,273,477

Ethnicity of Target vs. Market:

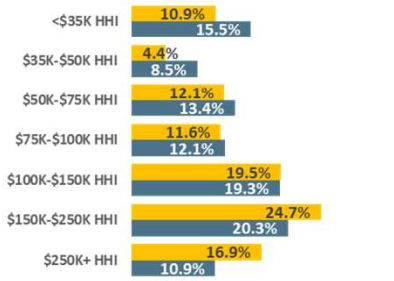


Age Cell Demographics of Target vs. Market:

Average Age:	who Live in a Household with One or More SMART SPEAKERS	SEA
Adults 18 or older	45.0	48.3



HHI of Target vs. Market:



Avg HHI:	$146,036	$122,671

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

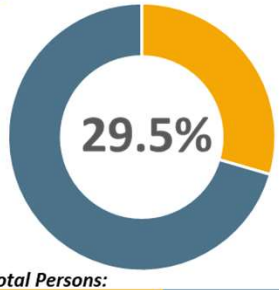
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



29.5% or 1,376,959 of PHX DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Typical Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 46.6 years old (5.8% younger than average) and have a $120,939 (22.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Live in a Household with One or More SMART SPEAKERS
- Remainder of PHX DMA

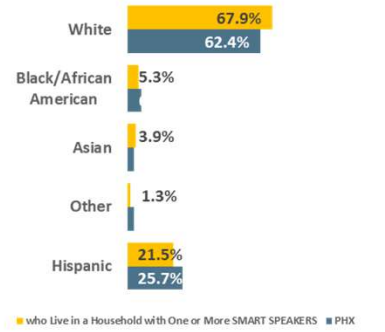
Total Persons:

1,376,959	3,289,208

Gender of Target vs. Market: Adults 18 or older

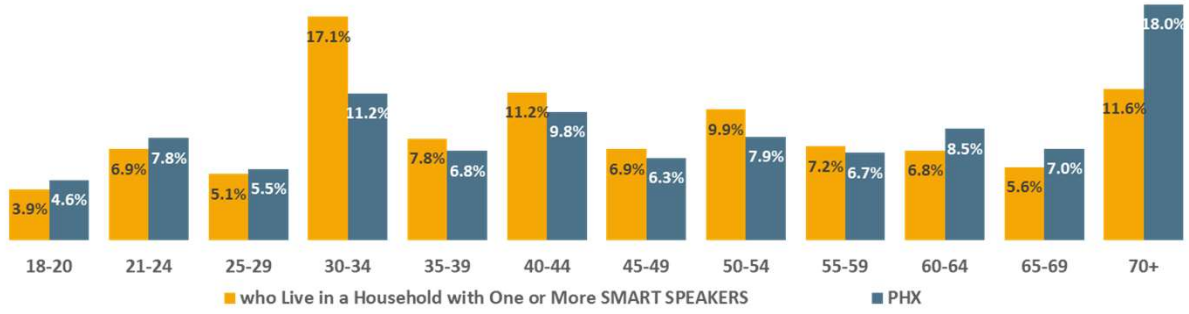
	Men	Men	Women	Women
%M vs. %F:	52.6%	49.0%	47.4%	51.0%
Average Age:	46.3	49.2	46.8	49.7
# Persons:	724,271	2,284,310	652,688	2,381,857

Ethnicity of Target vs. Market:

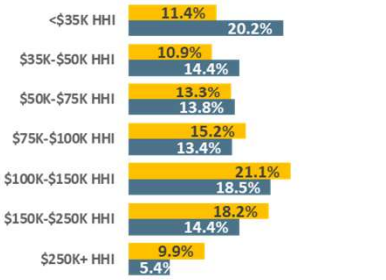


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	who Live in a Household with One or More SMART SPEAKERS	PHX
		46.6	49.4



HHI of Target vs. Market:



Avg HHI:	$120,939	$98,906

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

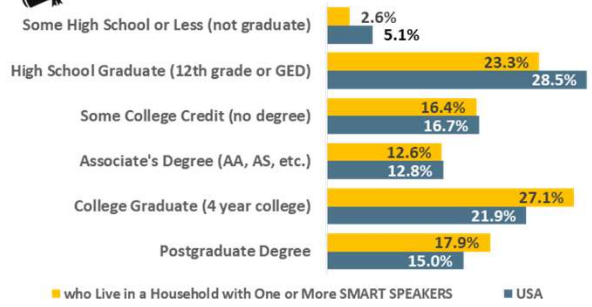
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

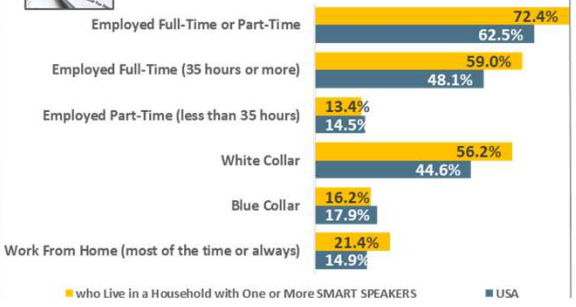


30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 22.2% more likely to be a college graduate, 22.8% more likely to work full-time, 15.5% more likely to be married, 30.2% more likely to be a parent of 1 or more children under 1

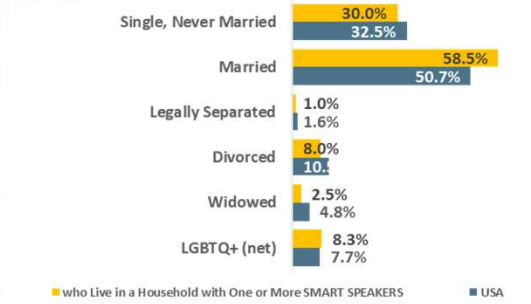
Education Levels: Adults 18 or older



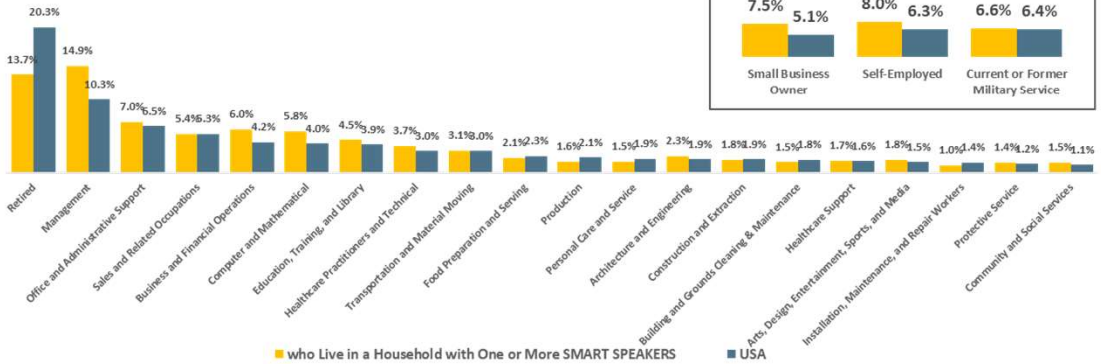
Employment: Adults 18 or older



Marital Status: Adults 18 or older

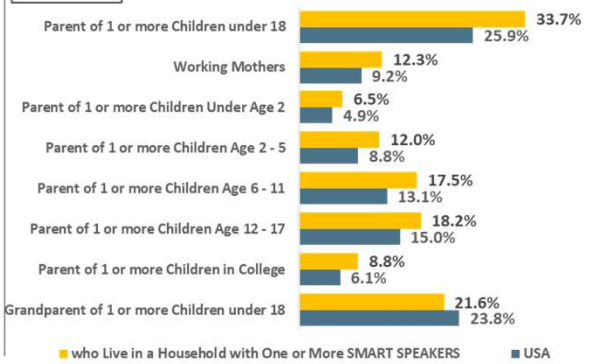


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,900*

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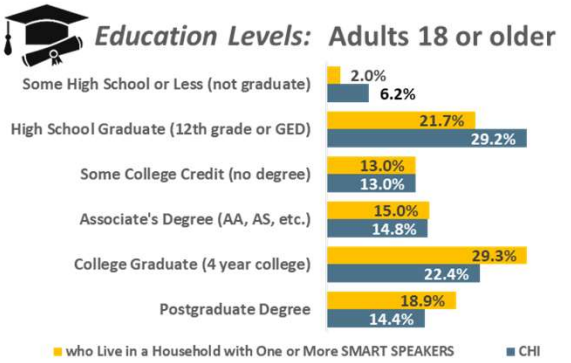
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

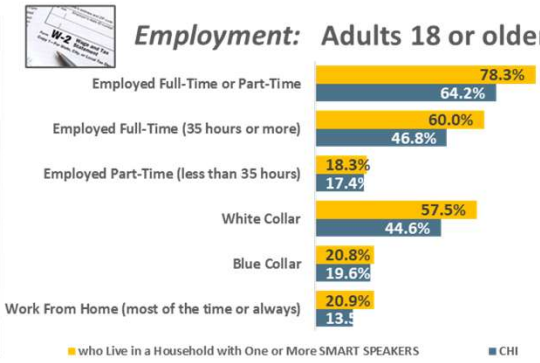


26.6% or 2,010,713 of CHI DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 31.% more likely to be a college graduate, 28.2% more likely to work full-time, 13.1% more likely to be married, 42.9% more likely to be a parent of 1 or more children under 18

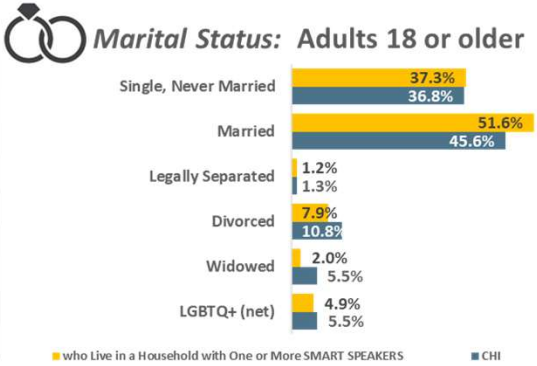
Education Levels: Adults 18 or older



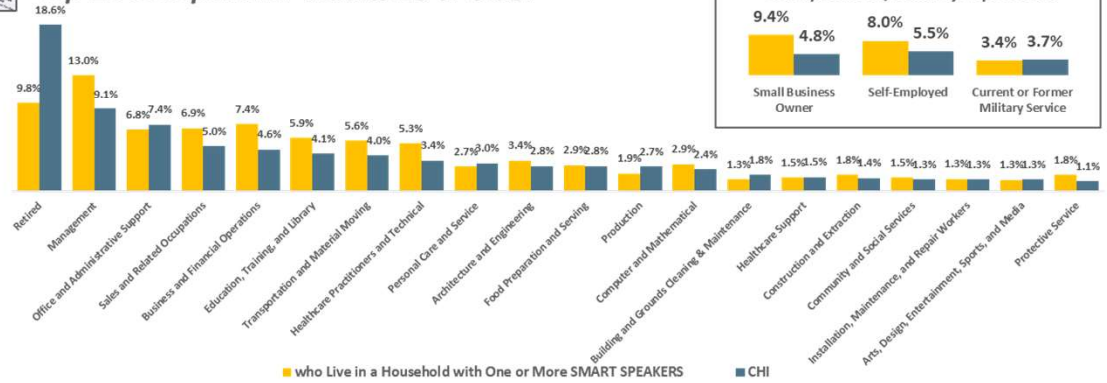
Employment: Adults 18 or older



Marital Status: Adults 18 or older

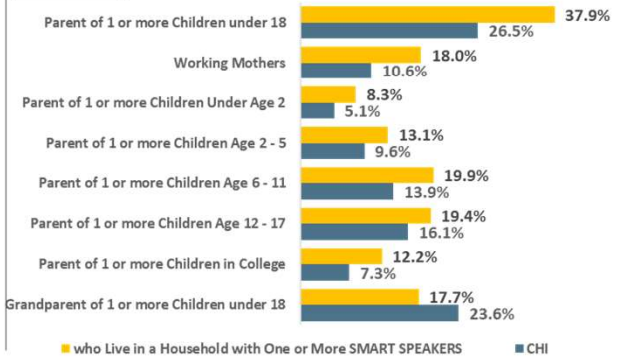


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

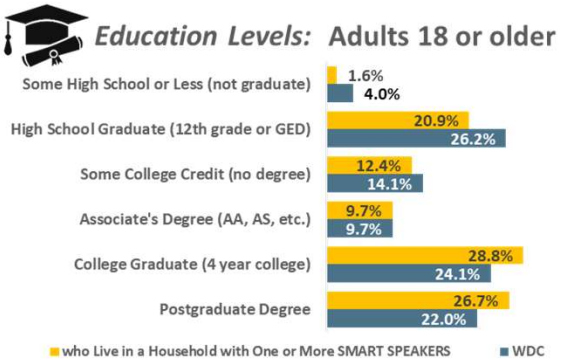
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

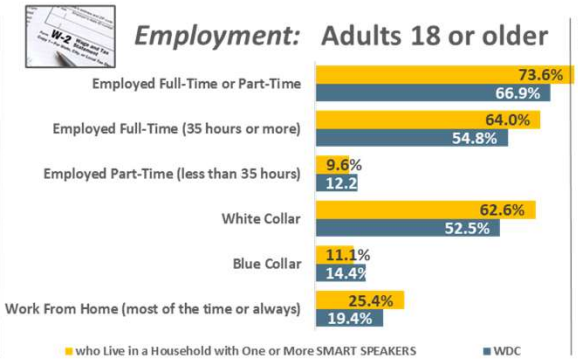


32.1% or 1,827,475 of WDC DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 20.4% more likely to be a college graduate, 17.% more likely to work full-time, 14.4% more likely to be married, 19.1% more likely to be a parent of 1 or more children under 18

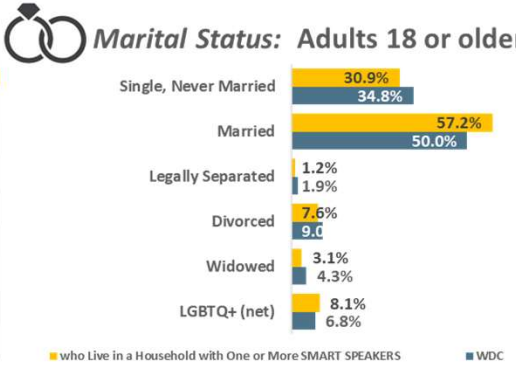
Education Levels: Adults 18 or older



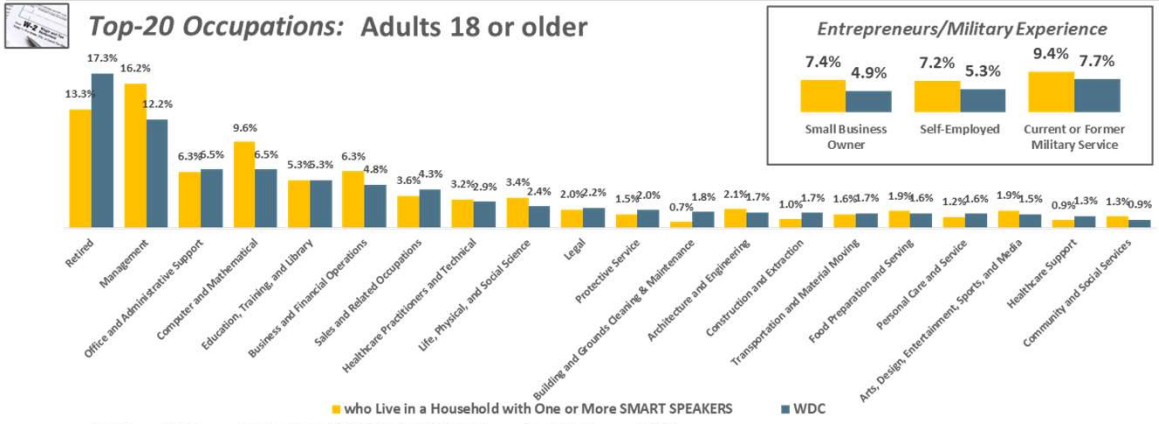
Employment: Adults 18 or older



Marital Status: Adults 18 or older

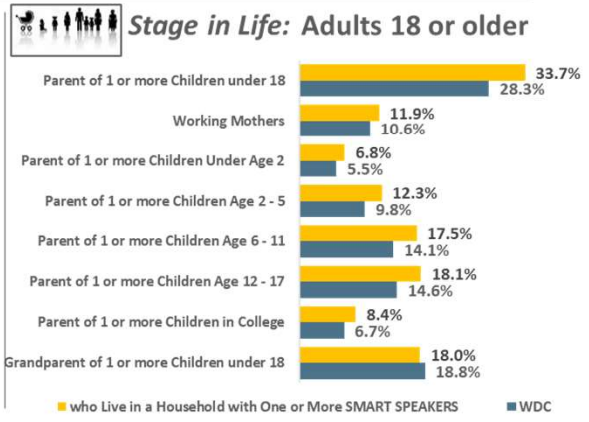


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

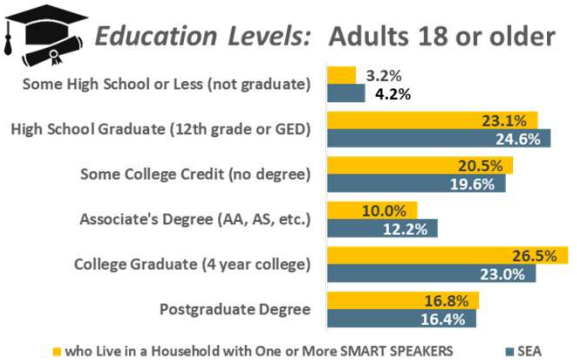
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

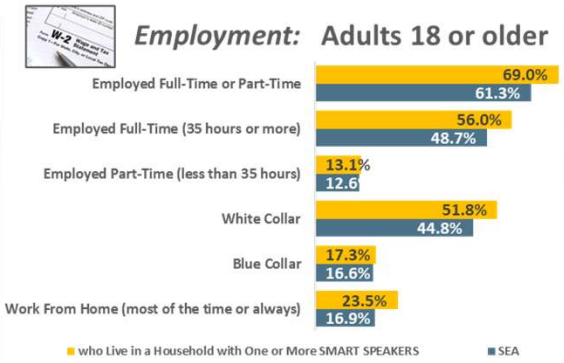


36.6% or 1,649,123 of SEA DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 9.8% more likely to be a college graduate, 14.8% more likely to work full-time, 10.1% more likely to be married, 28.3% more likely to be a parent of 1 or more children under 18

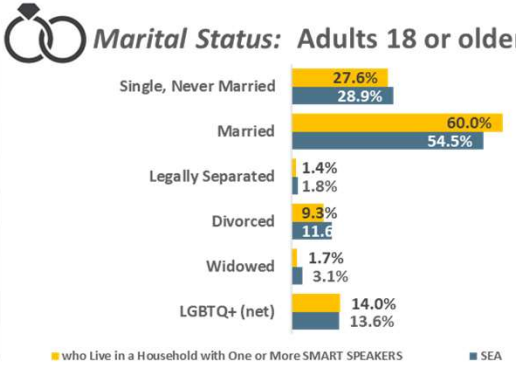
Education Levels: Adults 18 or older



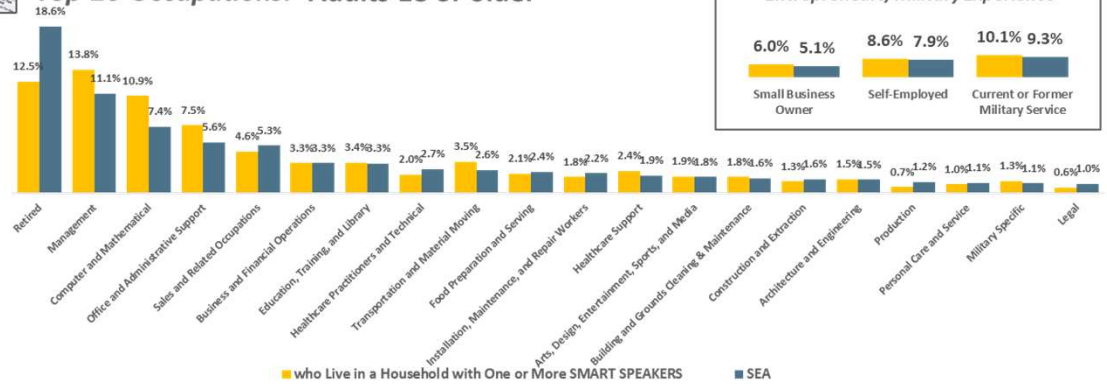
Employment: Adults 18 or older



Marital Status: Adults 18 or older

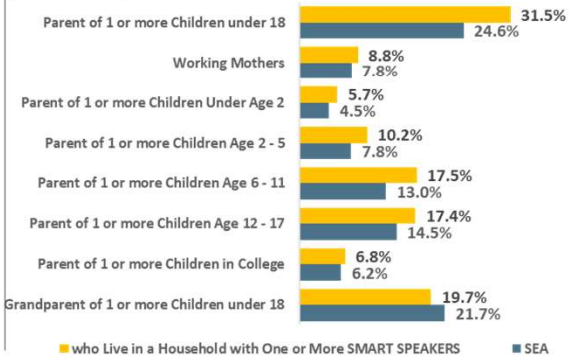


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

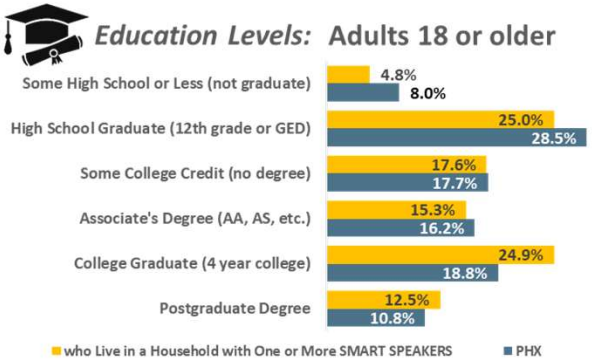
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

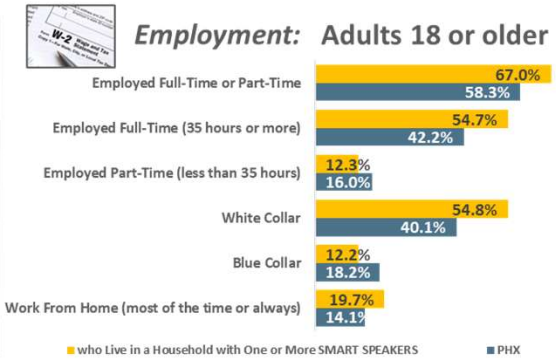


29.5% or 1,376,959 of PHX DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 26.4% more likely to be a college graduate, 29.6% more likely to work full-time, 17.7% more likely to be married, 37.5% more likely to be a parent of 1 or more children under 1

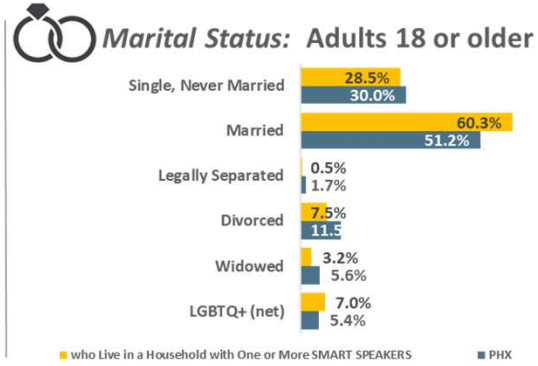
Education Levels: Adults 18 or older



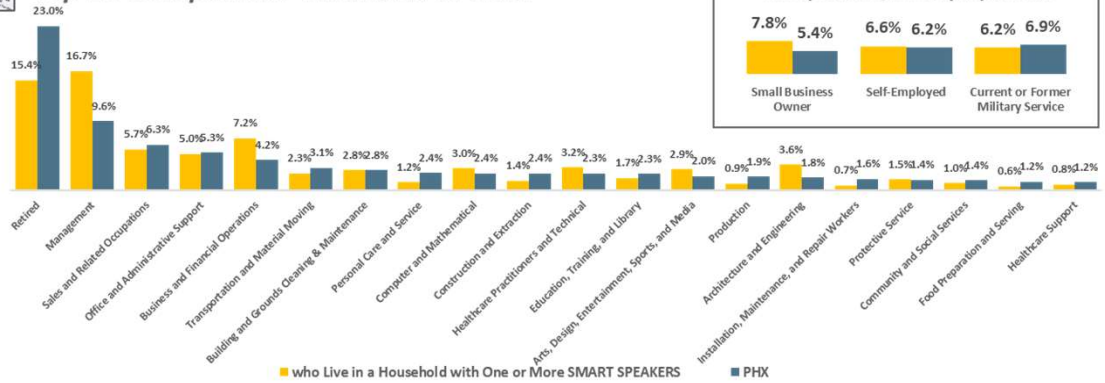
Employment: Adults 18 or older



Marital Status: Adults 18 or older

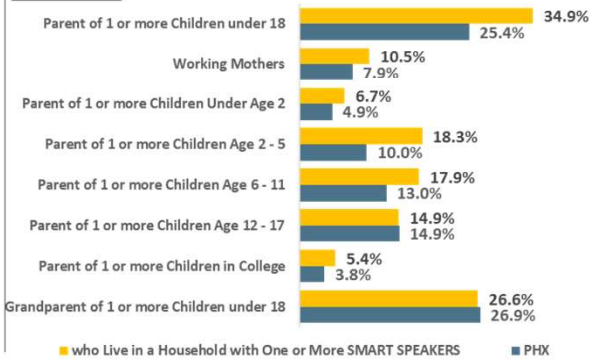


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

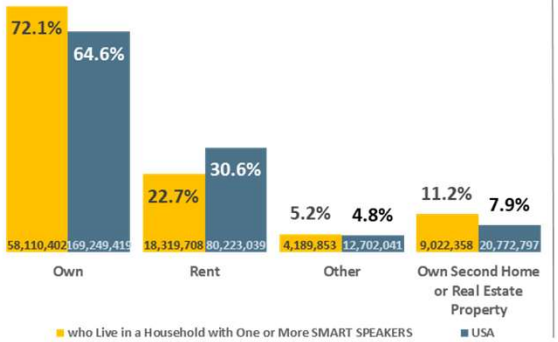
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

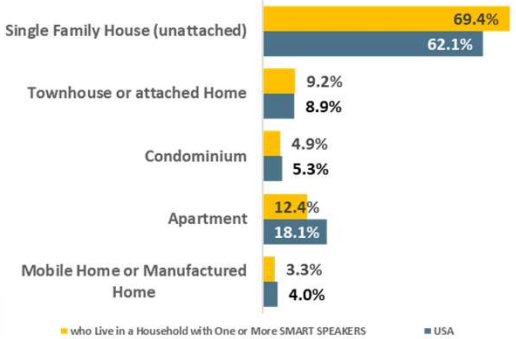


30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 11.7% more likely to own their home, 32.5% more likely to own a higher valued home, 11.9% more likely to have a single-family home, 31.1% more likely to have a dog.

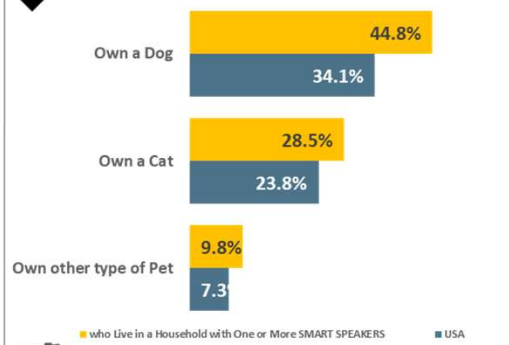
Own/Rent/Other: Adults 18 or older



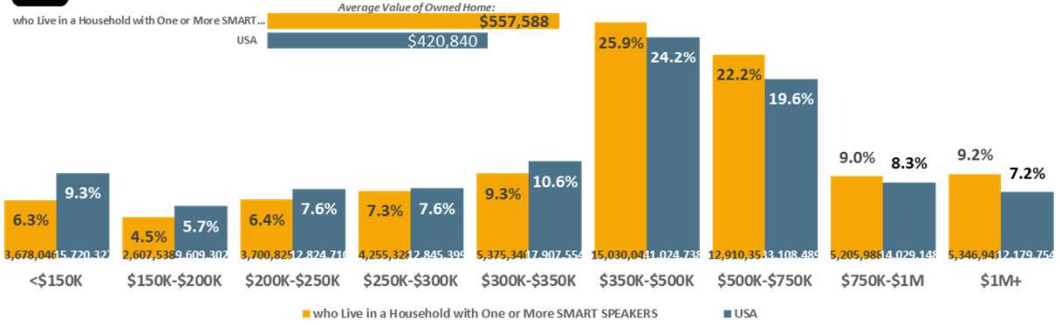
Type of Home: Adults 18 or older



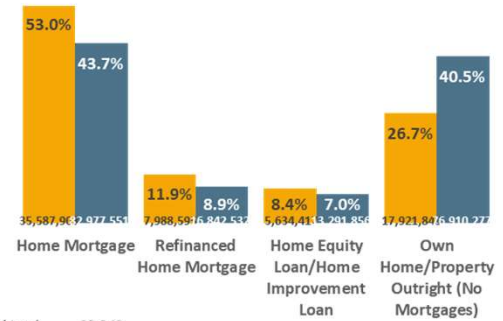
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,900*

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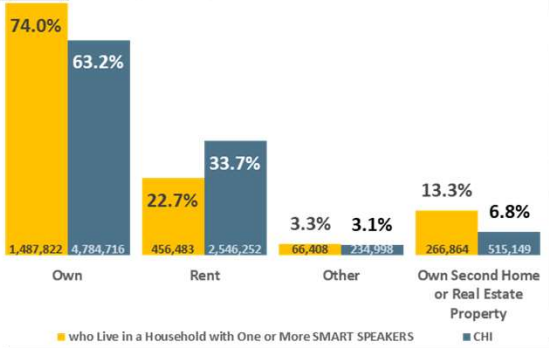
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

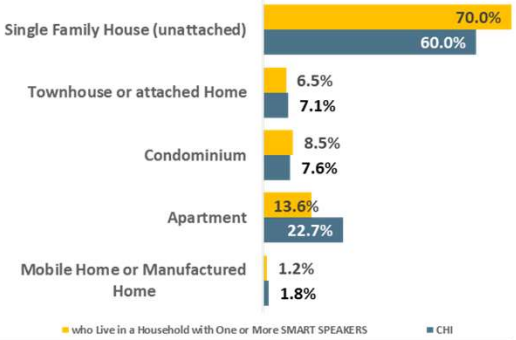


26.6% or 2,010,713 of CHI DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 17.% more likely to own their home, 1.2% more likely to own a higher valued home, 16.7% more likely to have a single-family home, 33.6% more likely to have a dog.

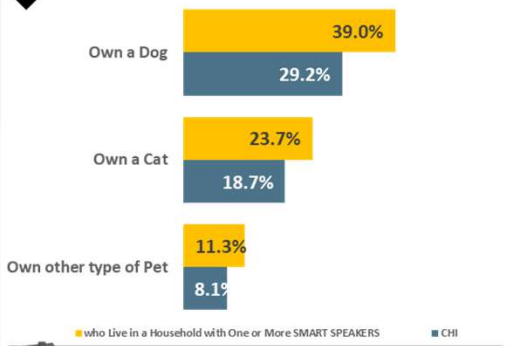
Own/Rent/Other: Adults 18 or older



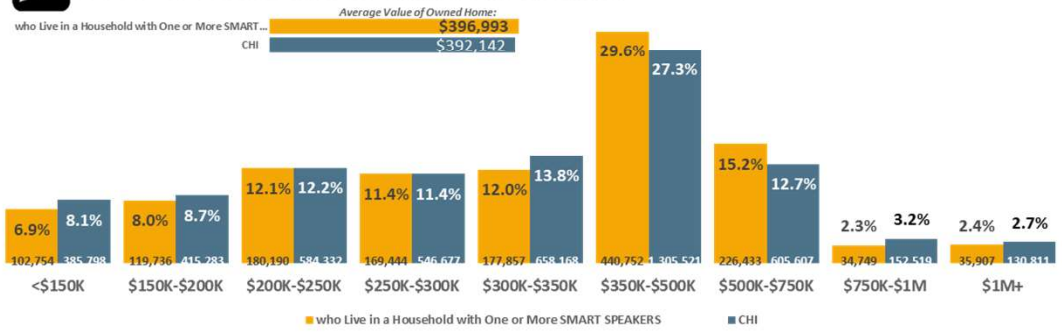
Type of Home: Adults 18 or older



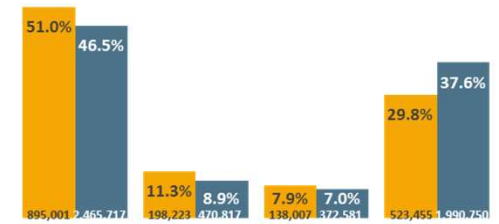
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

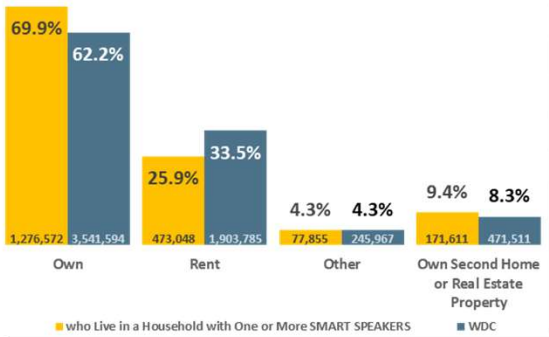
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

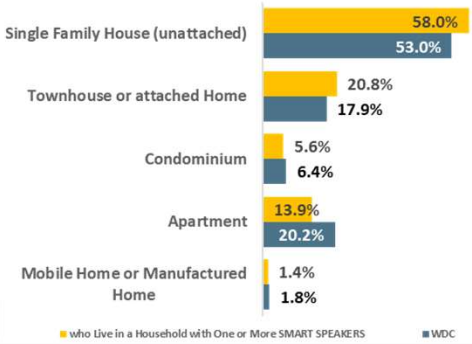


32.1% or 1,827,475 of WDC DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 12.3% more likely to own their home, 9.% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 40.% more likely to have a dog.

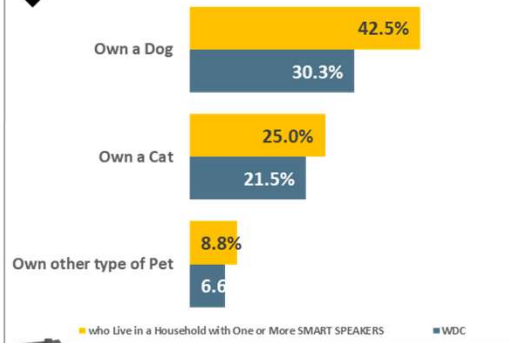
Own/Rent/Other: Adults 18 or older



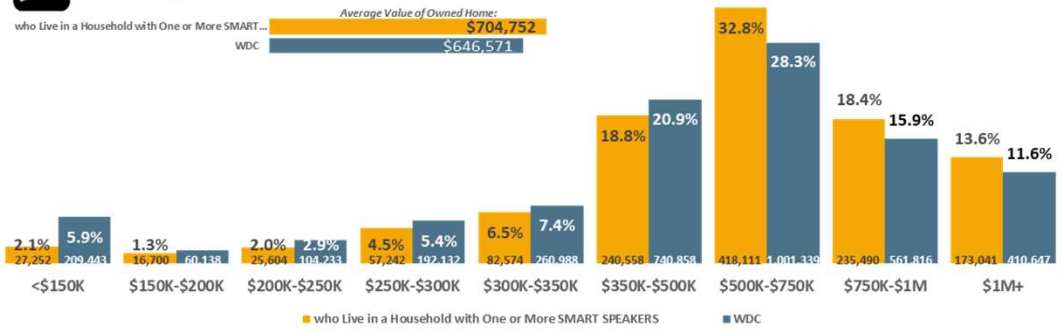
Type of Home: Adults 18 or older



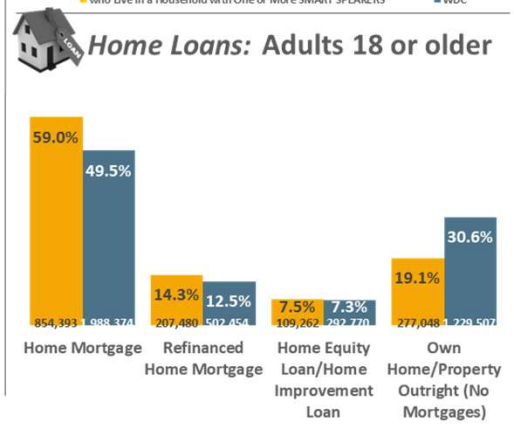
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

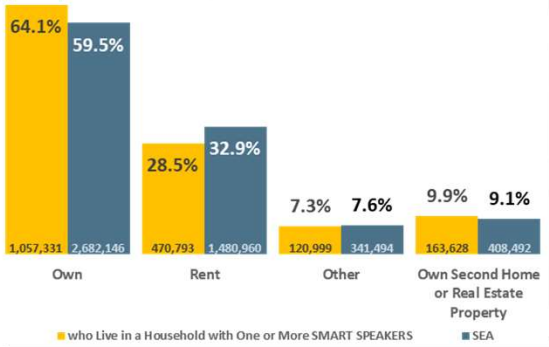
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

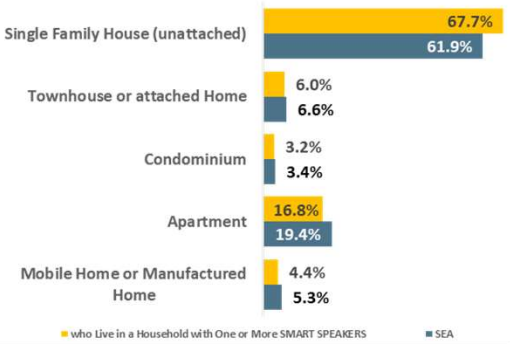


36.6% or 1,649,123 of SEA DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 7.7% more likely to own their home, 8.8% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 23.5% more likely to have a dog.

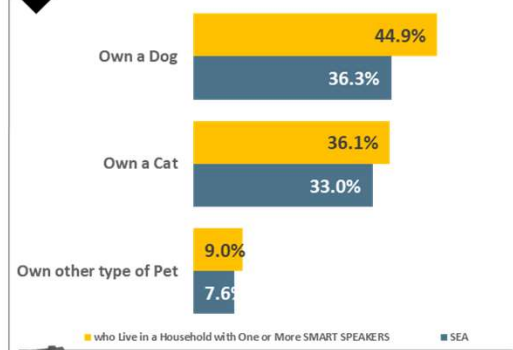
Own/Rent/Other: Adults 18 or older



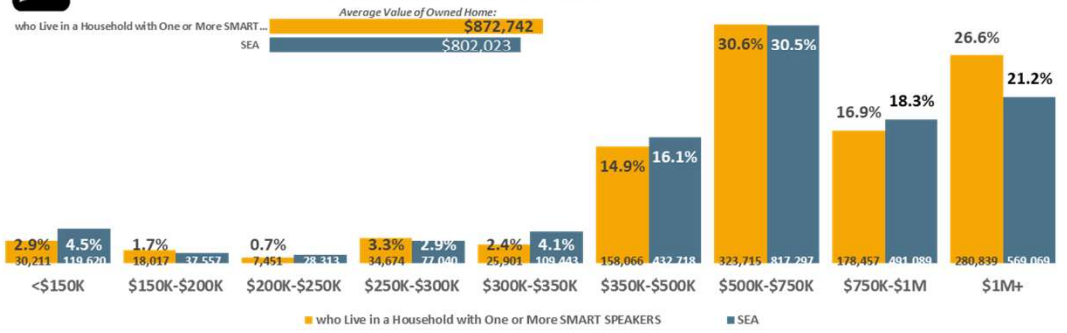
Type of Home: Adults 18 or older



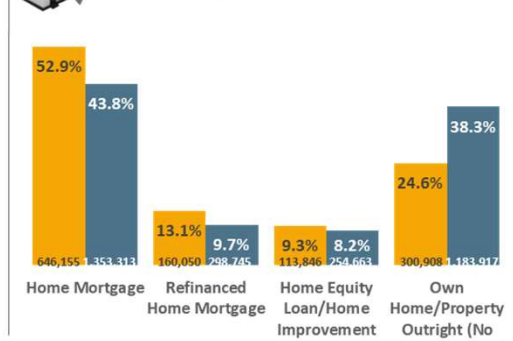
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

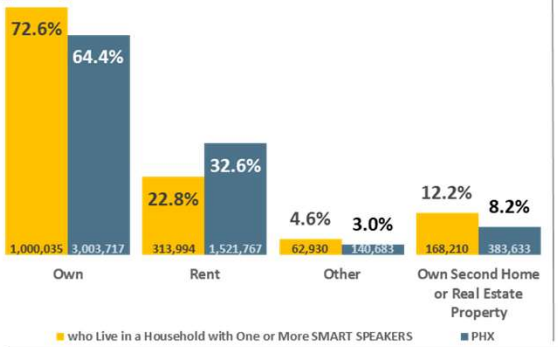
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

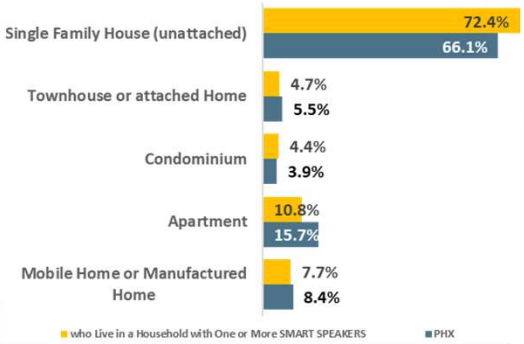


29.5% or 1,376,959 of PHX DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 12.8% more likely to own their home, 10.1% more likely to own a higher valued home, 9.4% more likely to have a single-family home, 33.6% more likely to have a dog.

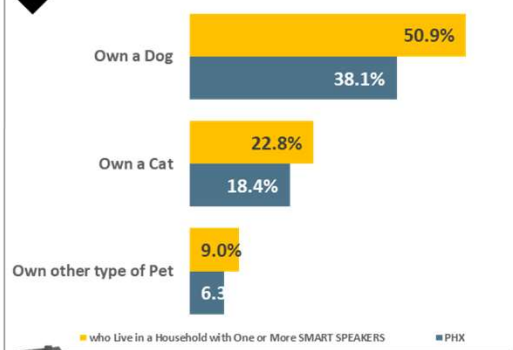
Own/Rent/Other: Adults 18 or older



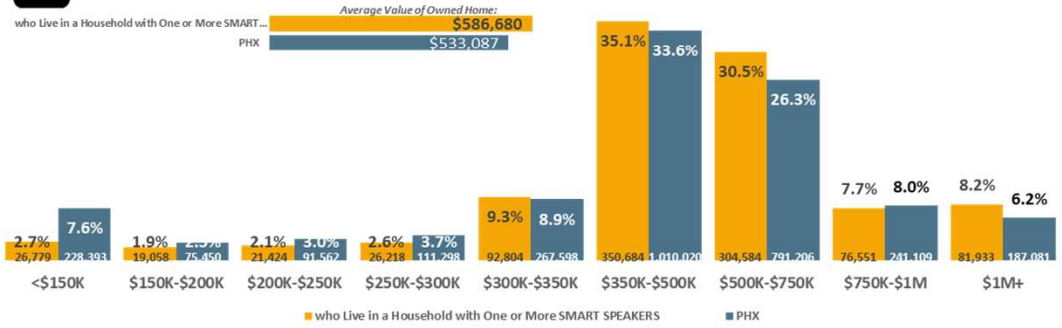
Type of Home: Adults 18 or older



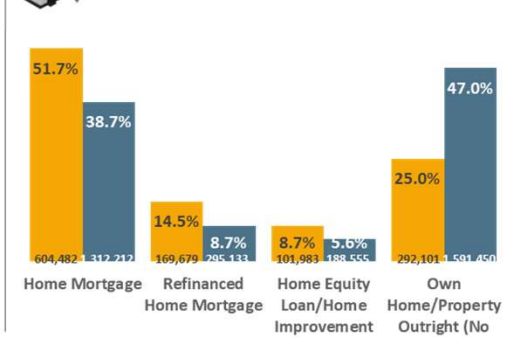
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

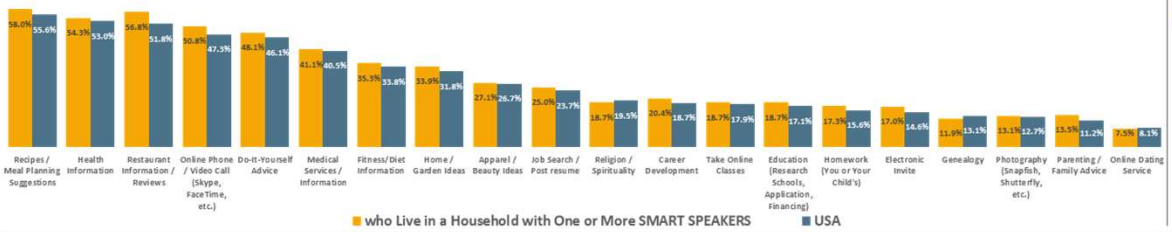
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

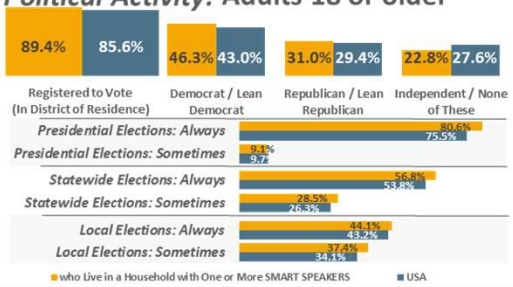


30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 4.4% more likely to look up D-I-Y advice online, 2.1% more likely to always vote in local elections, 29.3% more likely to belong to a gym, 18.1% more likely to fly domestic pas

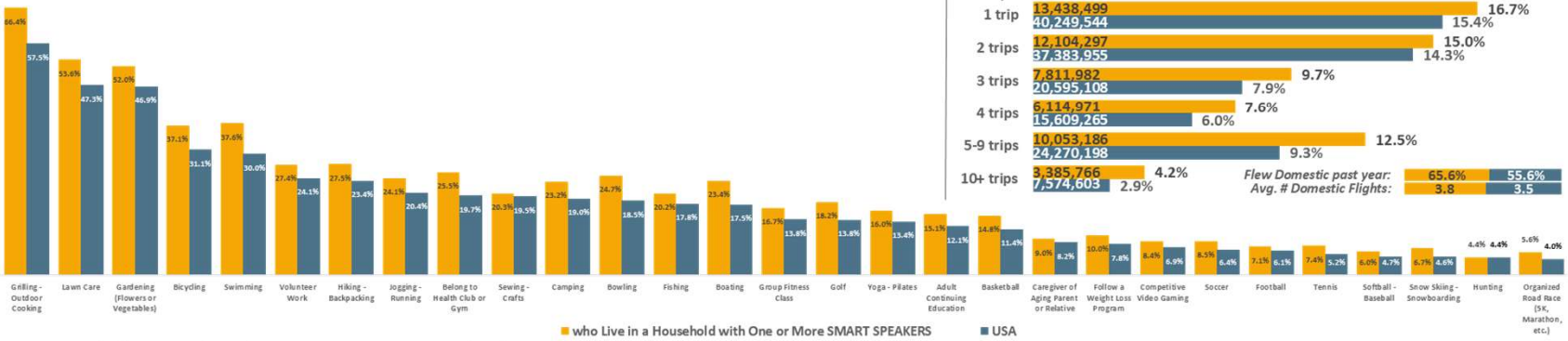
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,900*

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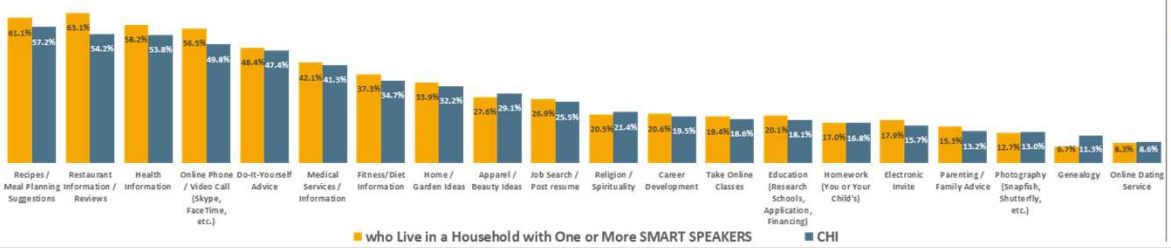
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

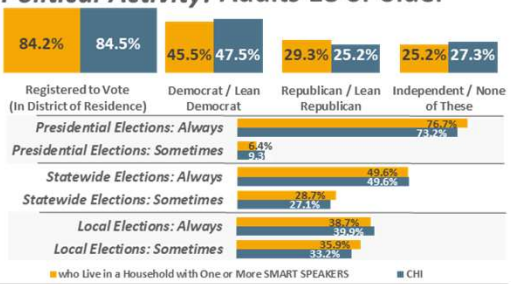


26.6% or 2,010,713 of CHI DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 2.3% more likely to look up D-I-Y advice online, 3.% less likely to always vote in local elections, 32.9% more likely to belong to a gym, 24.7% more likely to fly domestic past

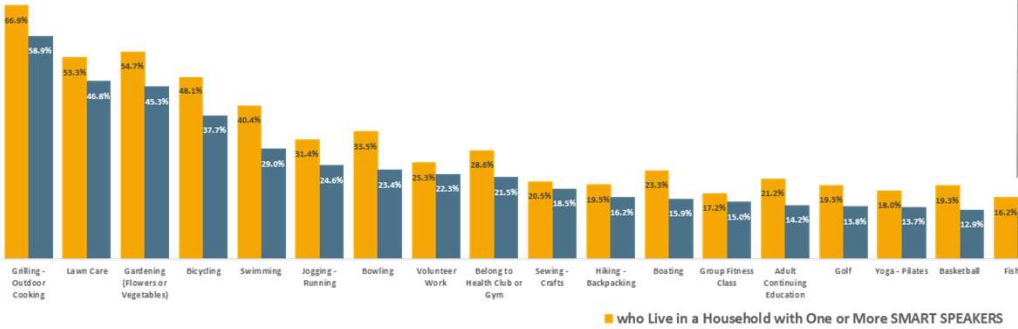
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



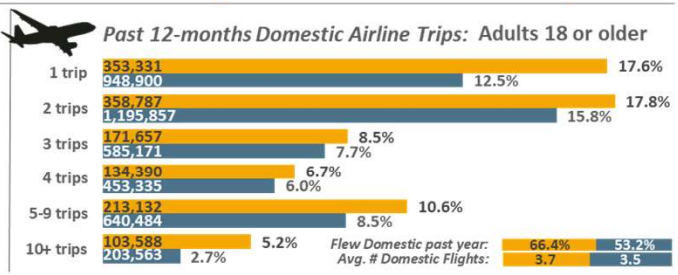
Political Activity: Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

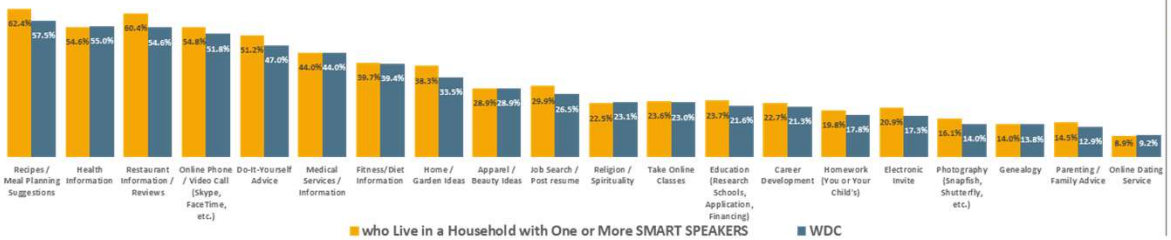
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

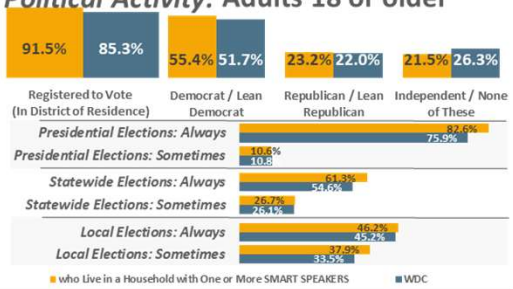


32.1% or 1,827,475 of WDC DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 8.8% more likely to look up D-I-Y advice online, 2.% more likely to always vote in local elections, 28.3% more likely to belong to a gym, 19.9% more likely to fly domestic past

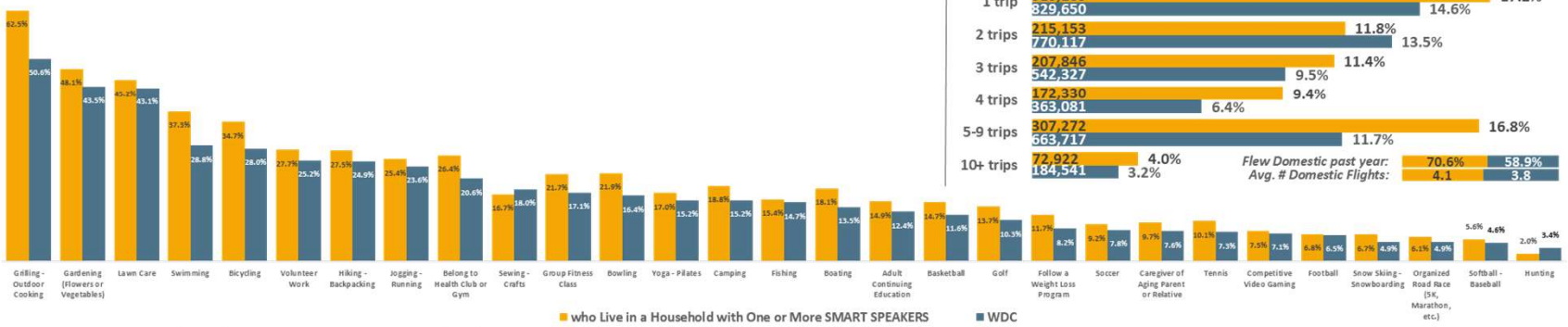
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

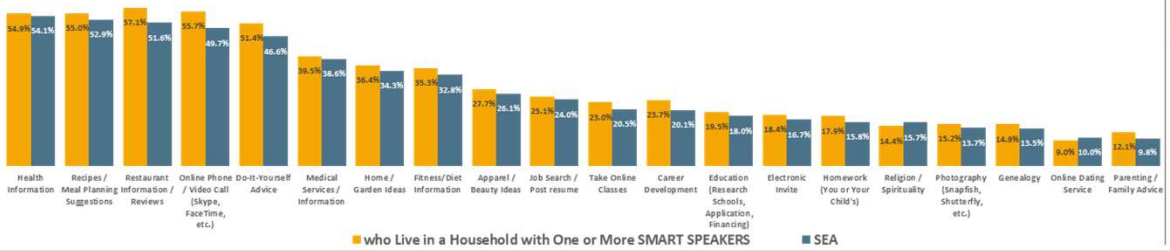
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

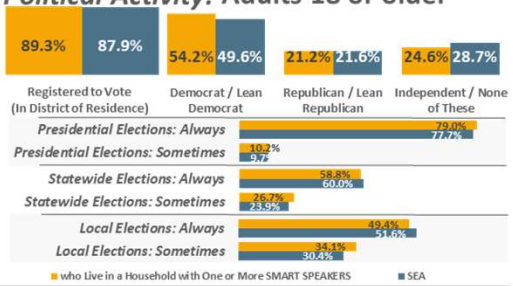


36.6% or 1,649,123 of SEA DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 10.3% more likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 20.5% more likely to belong to a gym, 10.4% more likely to fly domestic pa

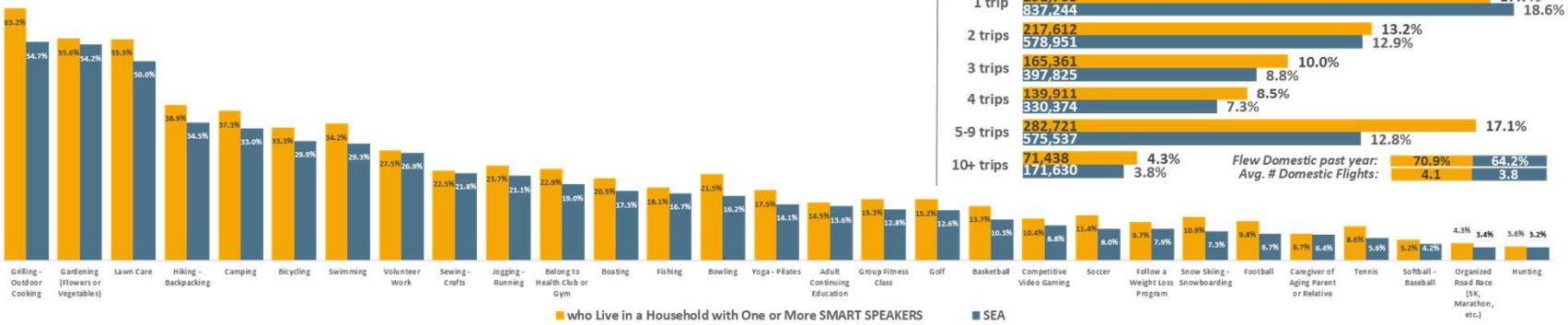
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

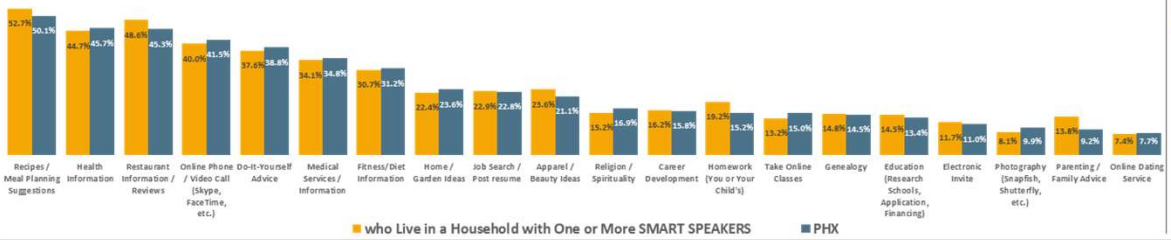
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

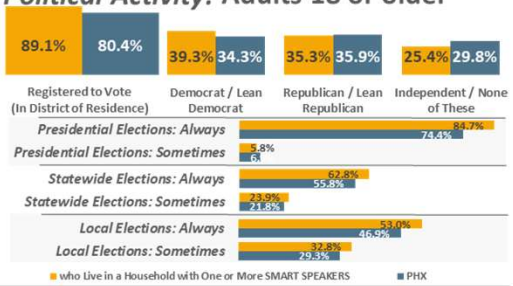


29.5% or 1,376,959 of PHX DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 3.2% less likely to look up D-I-Y advice online, 13.% more likely to always vote in local elections, 41.% more likely to belong to a gym, 14.4% more likely to fly domestic past

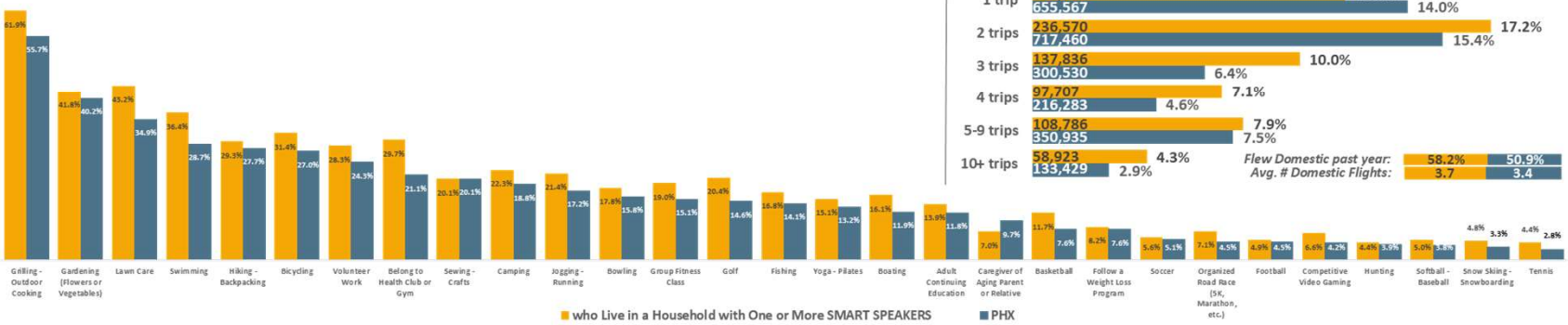
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

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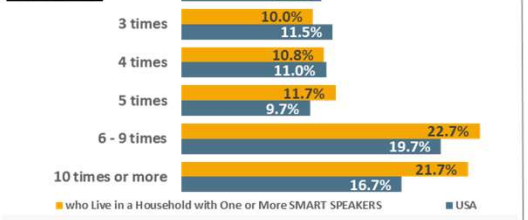
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 6.8% more likely to use QSRs past mo., 10.7% more likely to use Sit-Down Restaurants past mo., 13.1% more likely to use Casinos past yr., 20.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:

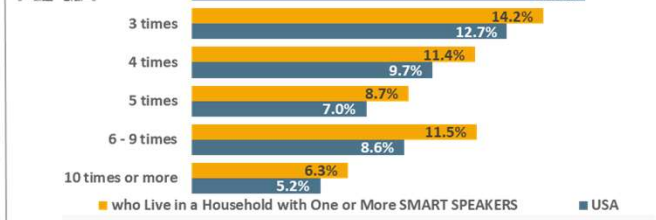


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

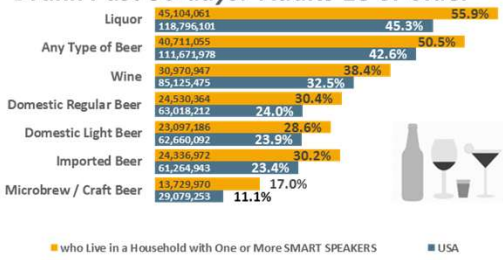
(Sit-Down Restaurants Used Past 30-days)



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

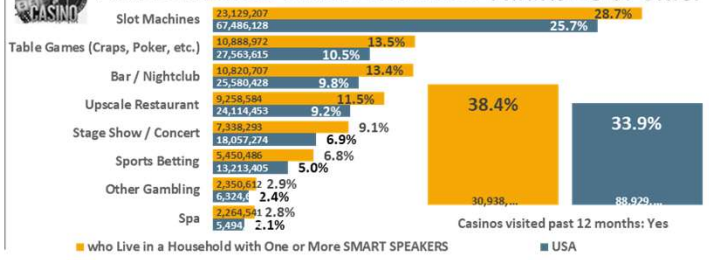


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



26.6% or 2,010,713 of CHI DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 4.6% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 27.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

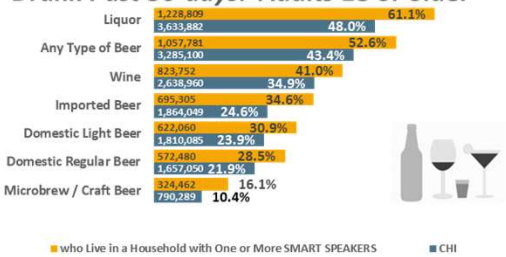
(Sit-Down Restaurants Used Past 30-days)



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

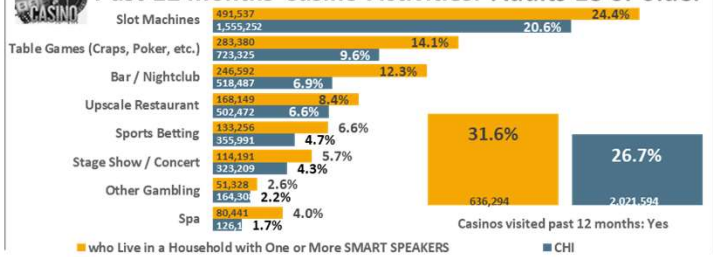


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



32.1% or 1,827,475 of WDC DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 7.5% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 18.% more likely to use Casinos past yr., 3.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



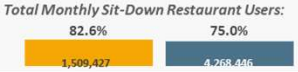
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

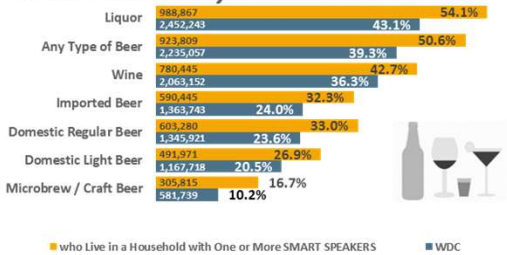
(Sit-Down Restaurants Used Past 30-days)



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

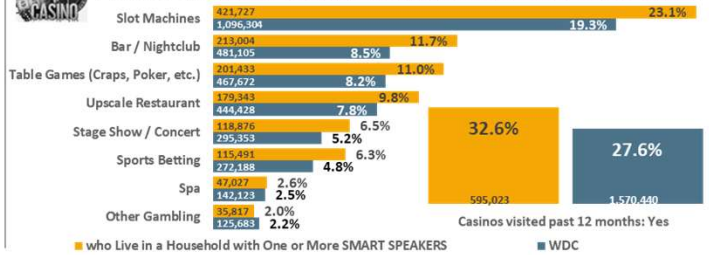


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



36.6% or 1,649,123 of SEA DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 8.9% more likely to use QSRs past mo., 9.5% more likely to use Sit-Down Restaurants past mo., 10.1% more likely to use Casinos past yr., 5.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



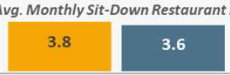
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

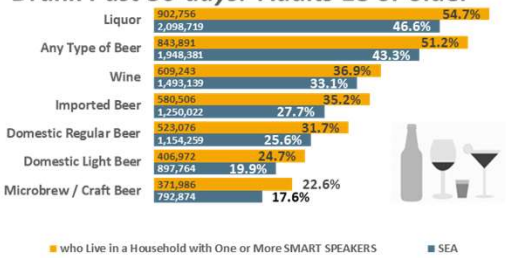
(Sit-Down Restaurants Used Past 30-days)



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

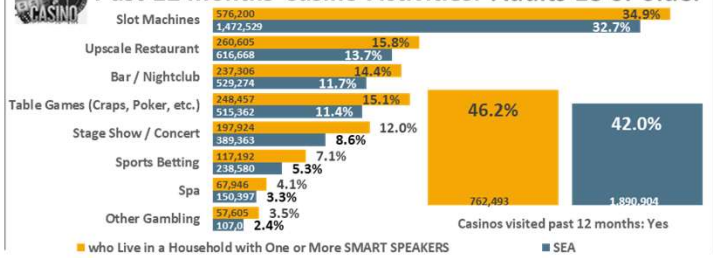


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



29.5% or 1,376,959 of PHX DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 5.3% more likely to use QSRs past mo., 8.7% more likely to use Sit-Down Restaurants past mo., 6.6% more likely to use Casinos past yr., 58.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

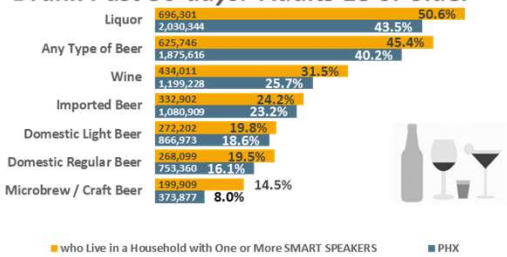
(Sit-Down Restaurants Used Past 30-days)



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

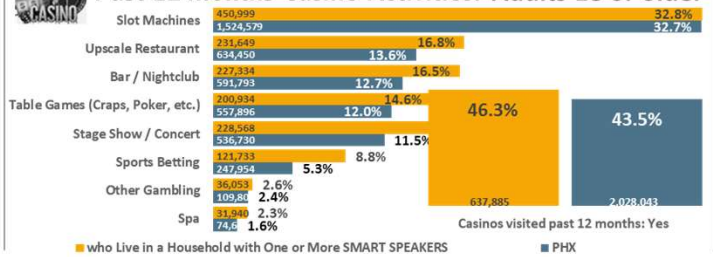


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



30.8% or 80,619,963 of USA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 31.4% more likely to have a 401K, 50.4% more likely to have an Auto Loan, 48.4% more likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.

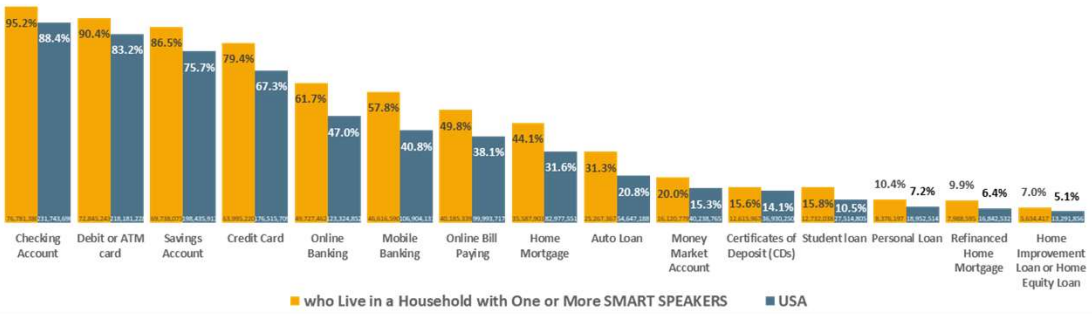
Investments Owned: Adults 18 or older



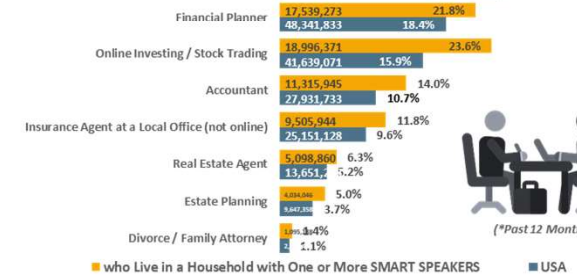


Financial Services Has and/or Uses: Adults 18 or older



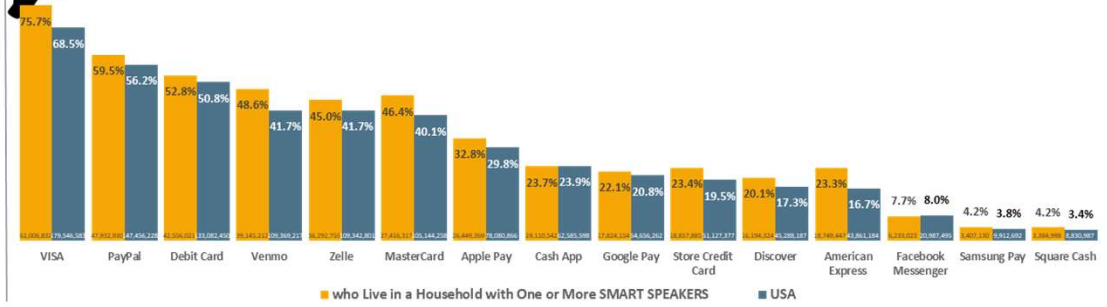


Professional Services Used:* Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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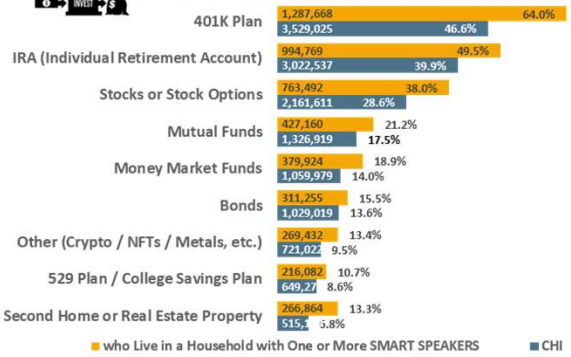
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

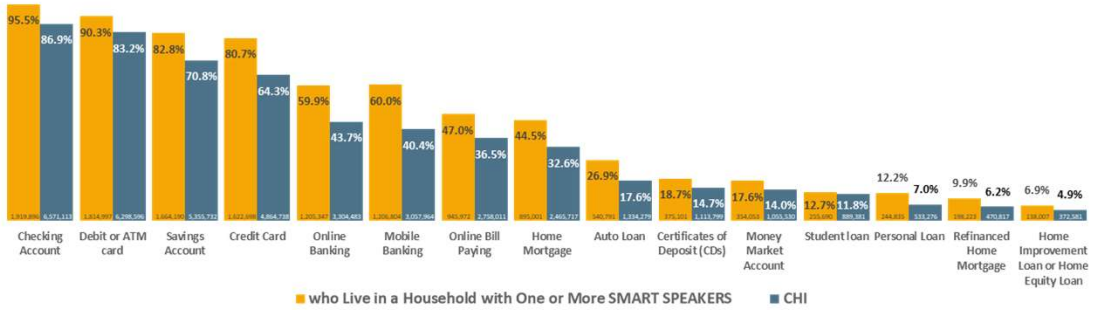


26.6% or 2,010,713 of CHI DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 37.3% more likely to have a 401K, 52.5% more likely to have an Auto Loan, 58.3% more likely to Invest/Trade Stocks Online, 6.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



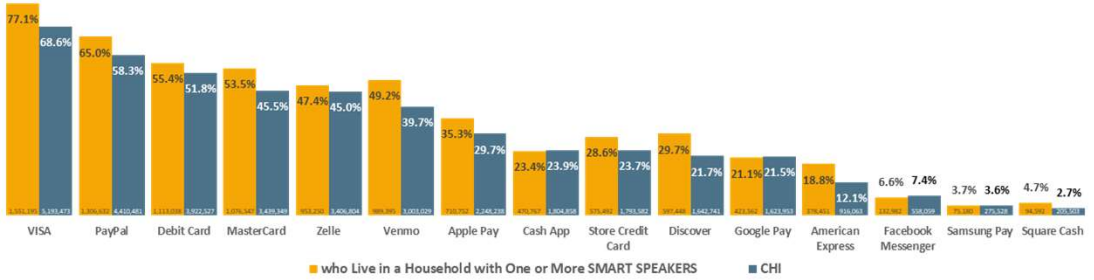
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

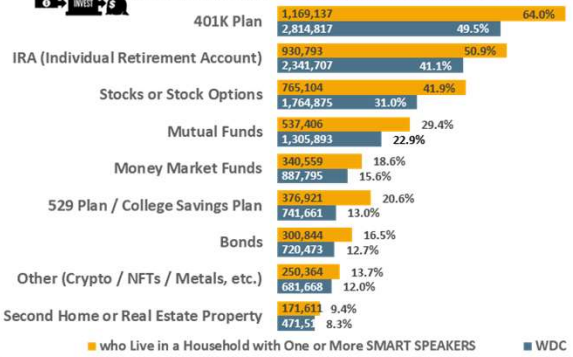
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

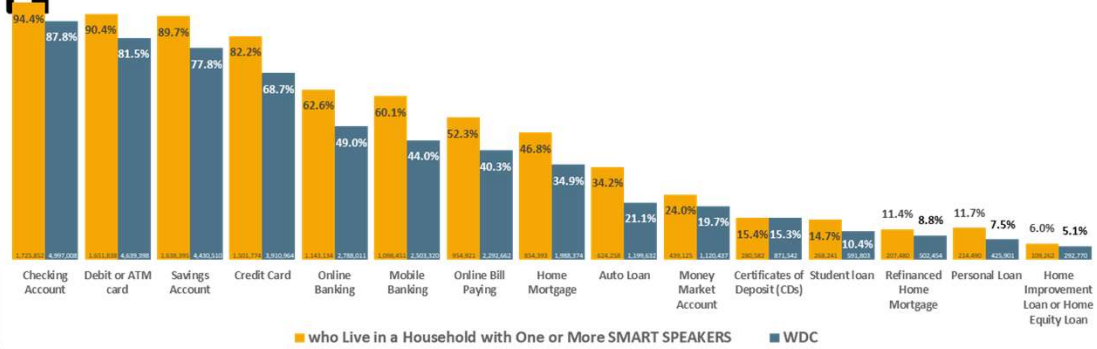


32.1% or 1,827,475 of WDC DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 29.4% more likely to have a 401K, 62.1% more likely to have an Auto Loan, 52.% more likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



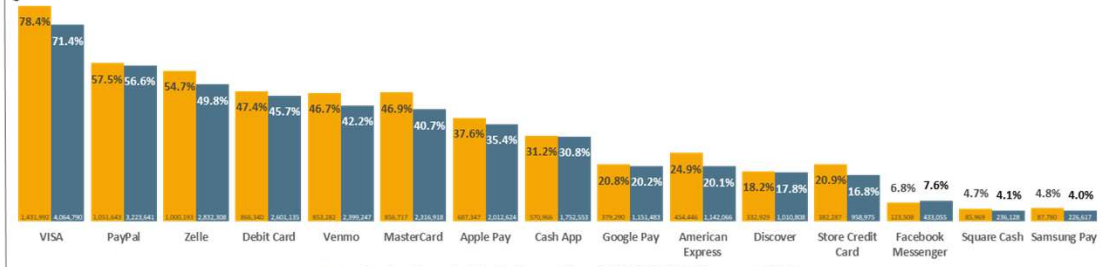
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

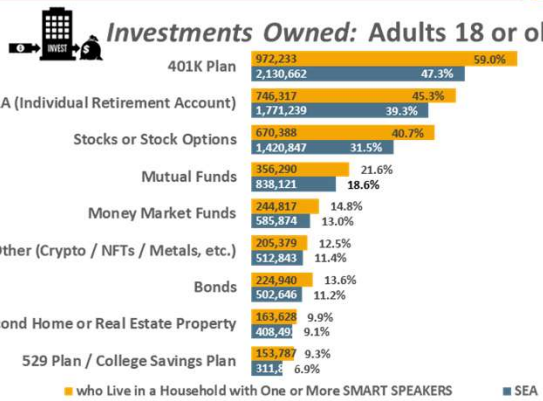
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

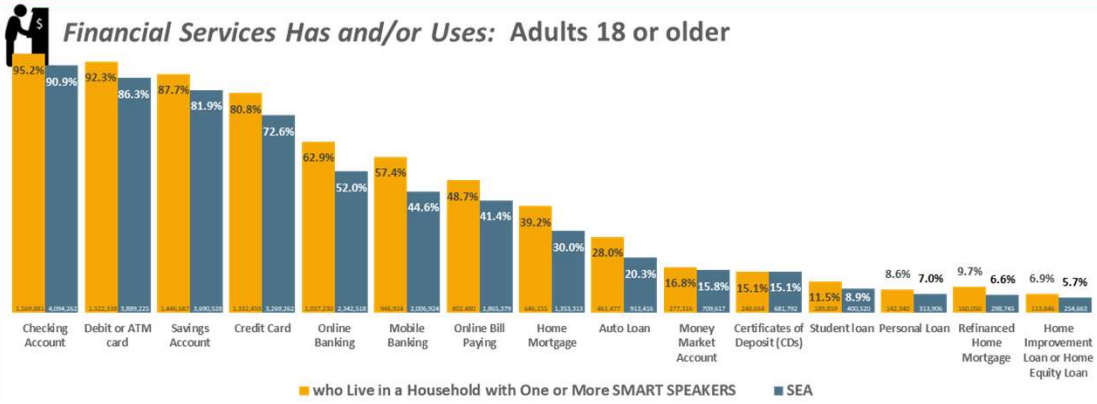


36.6% or 1,649,123 of SEA DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 24.6% more likely to have a 401K, 38.% more likely to have an Auto Loan, 40.4% more likely to Invest/Trade Stocks Online, 6.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



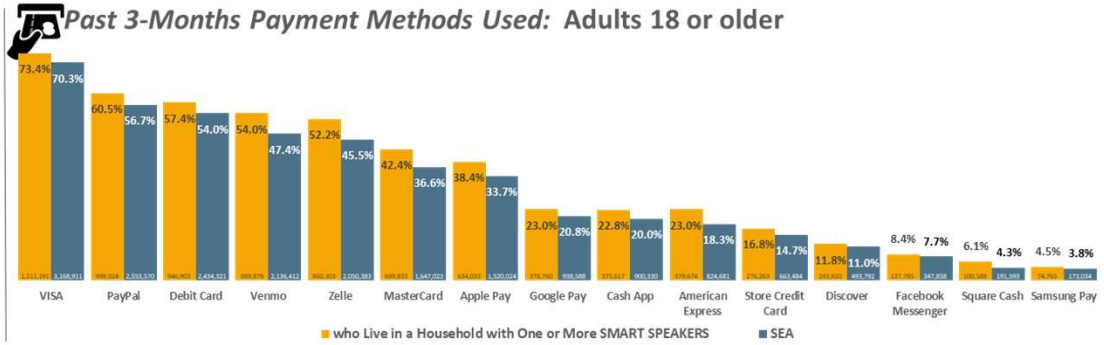
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

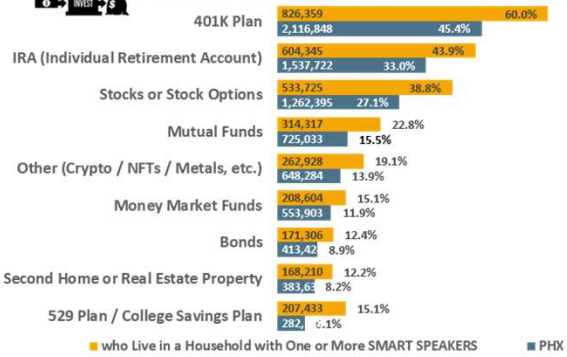
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

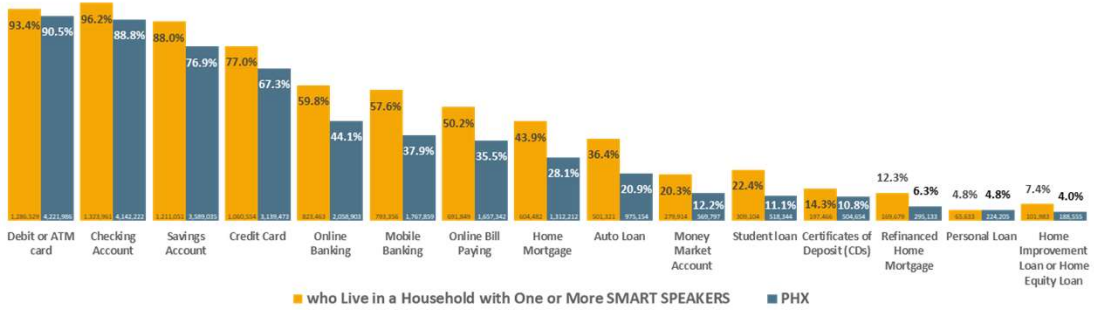


29.5% or 1,376,959 of PHX DMA Adults 18 or older Live in a Household with One or More SMART SPEAKERS. Adults 18 or older who Live in a Household with One or More SMART SPEAKERS are 32.3% more likely to have a 401K, 74.2% more likely to have an Auto Loan, 42.% more likely to Invest/Trade Stocks Online, 6.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

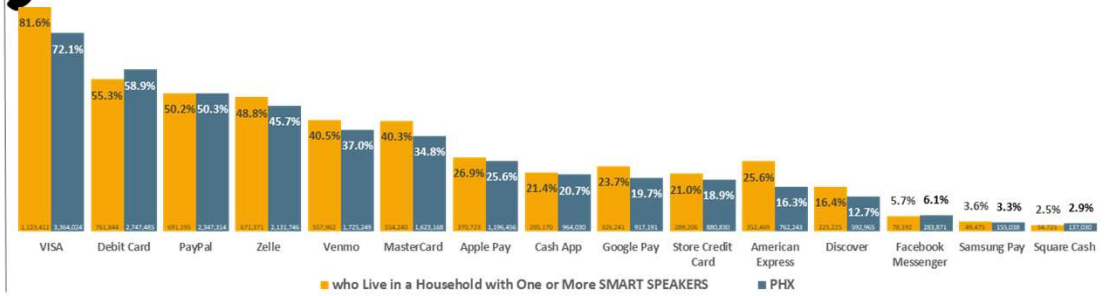


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

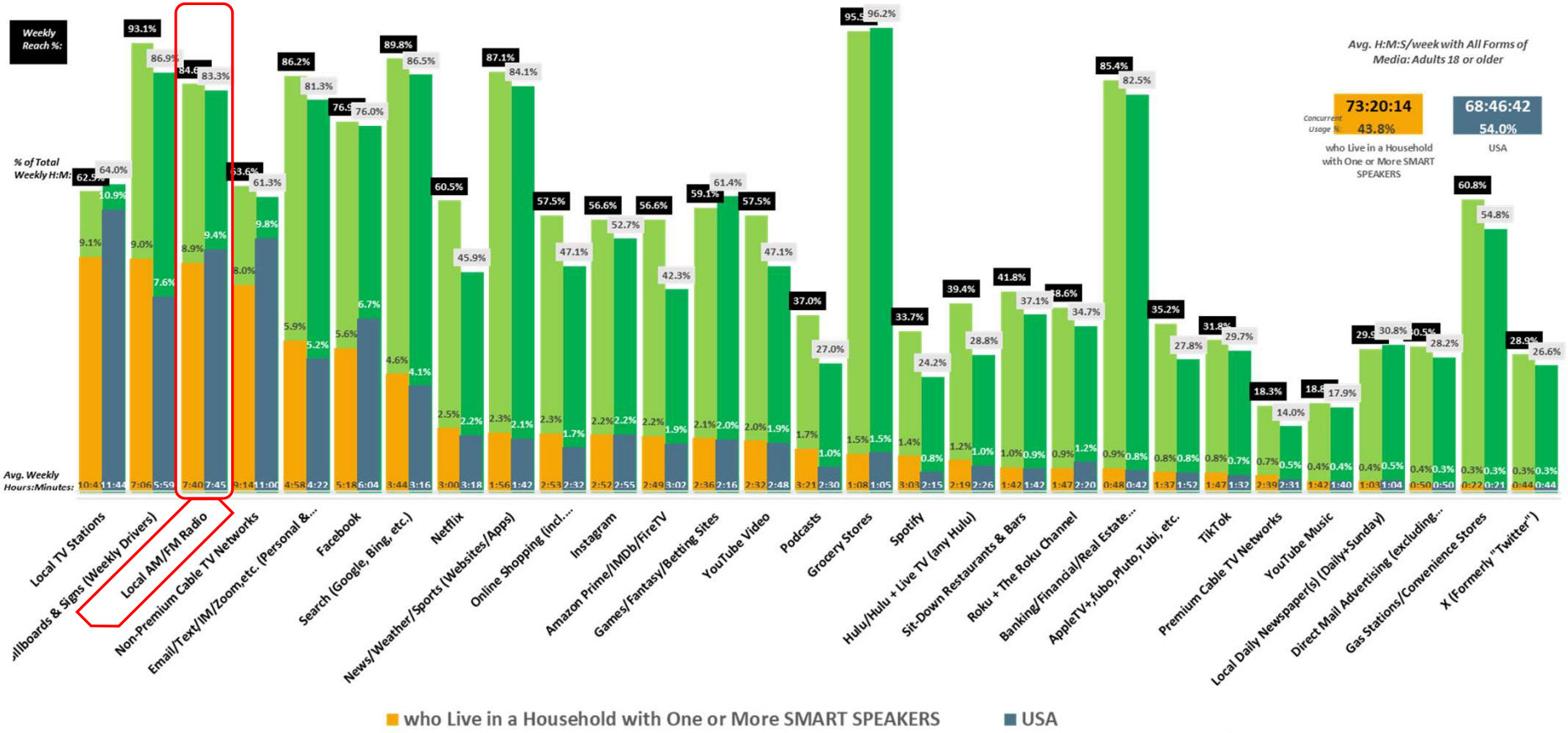
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 3 days, 1 hours, 20 minutes and 14 seconds each week with All Forms of Media.

84.6% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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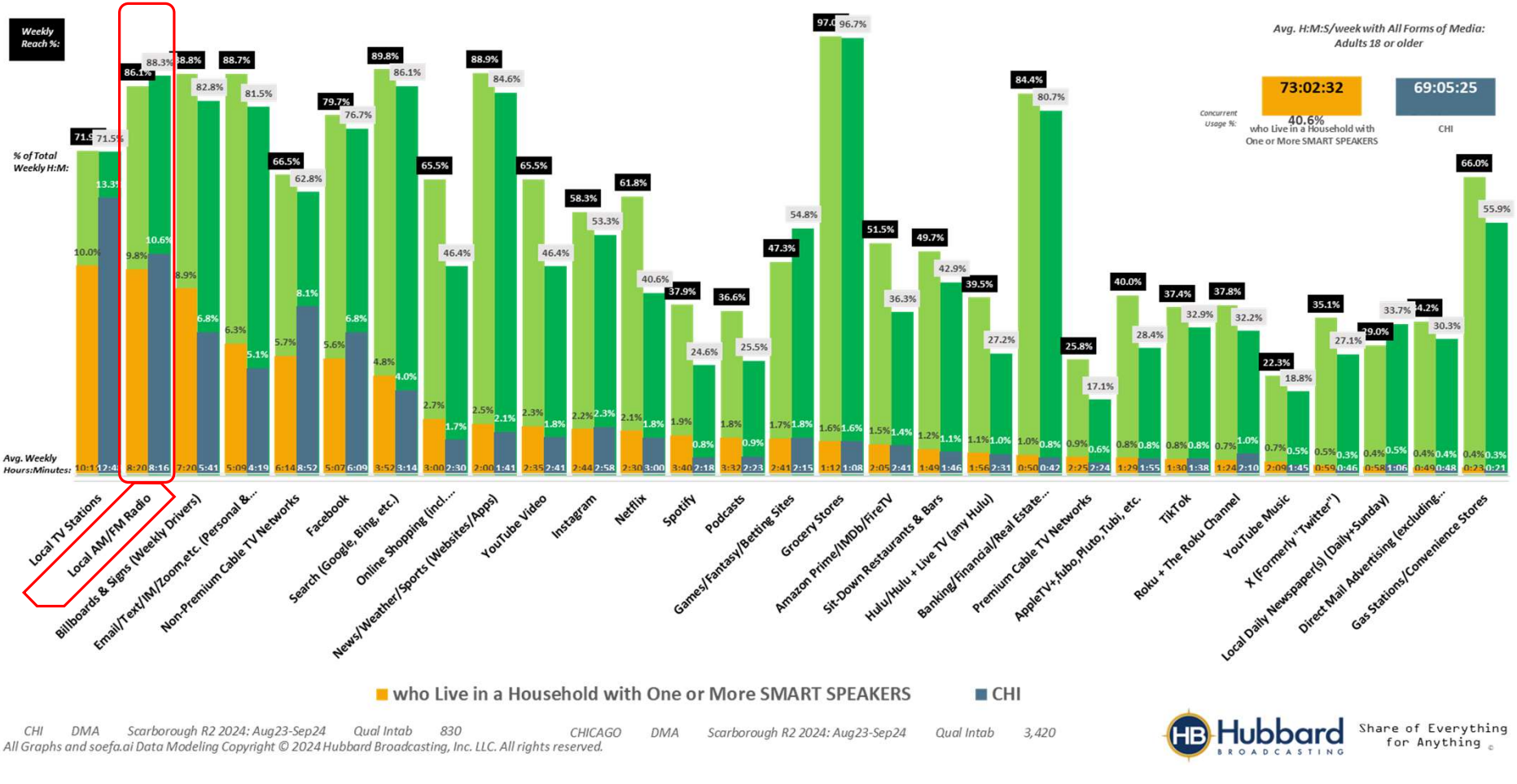
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 3 days, 1 hours, 2 minutes and 32 seconds each week with All Forms of Media.

86.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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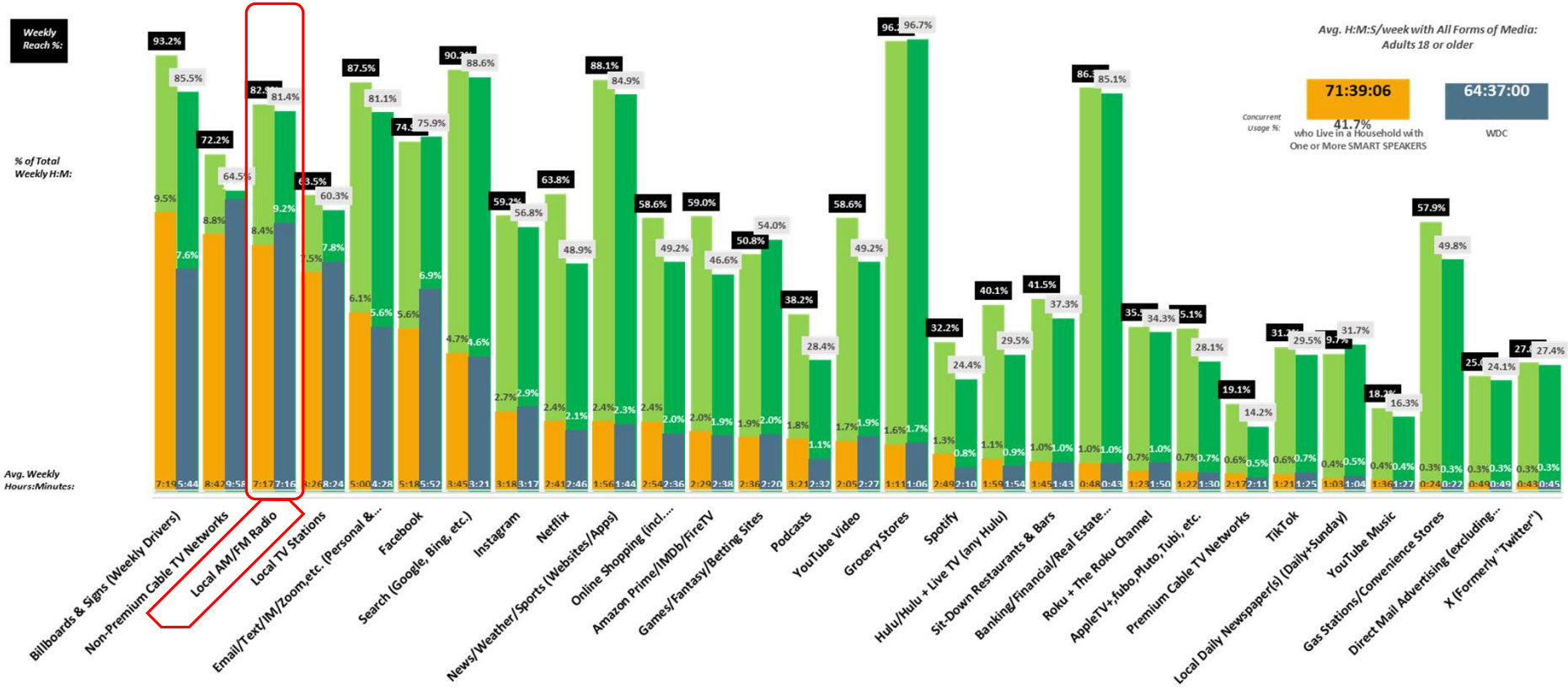
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 23 hours, 39 minutes and 6 seconds each week with All Forms of Media.

82.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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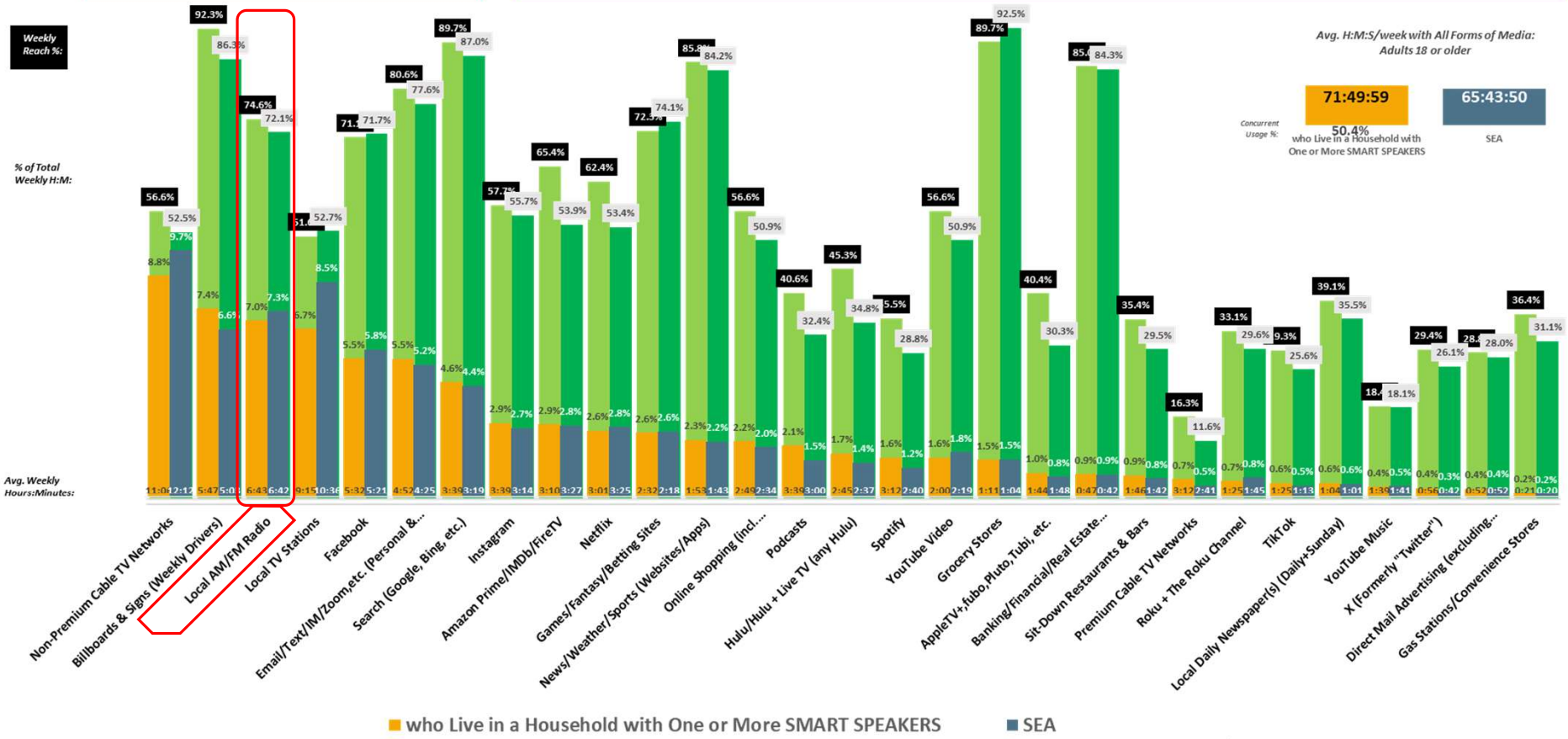
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 23 hours, 49 minutes and 59 seconds each week with All Forms of Media.

74.6% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 6 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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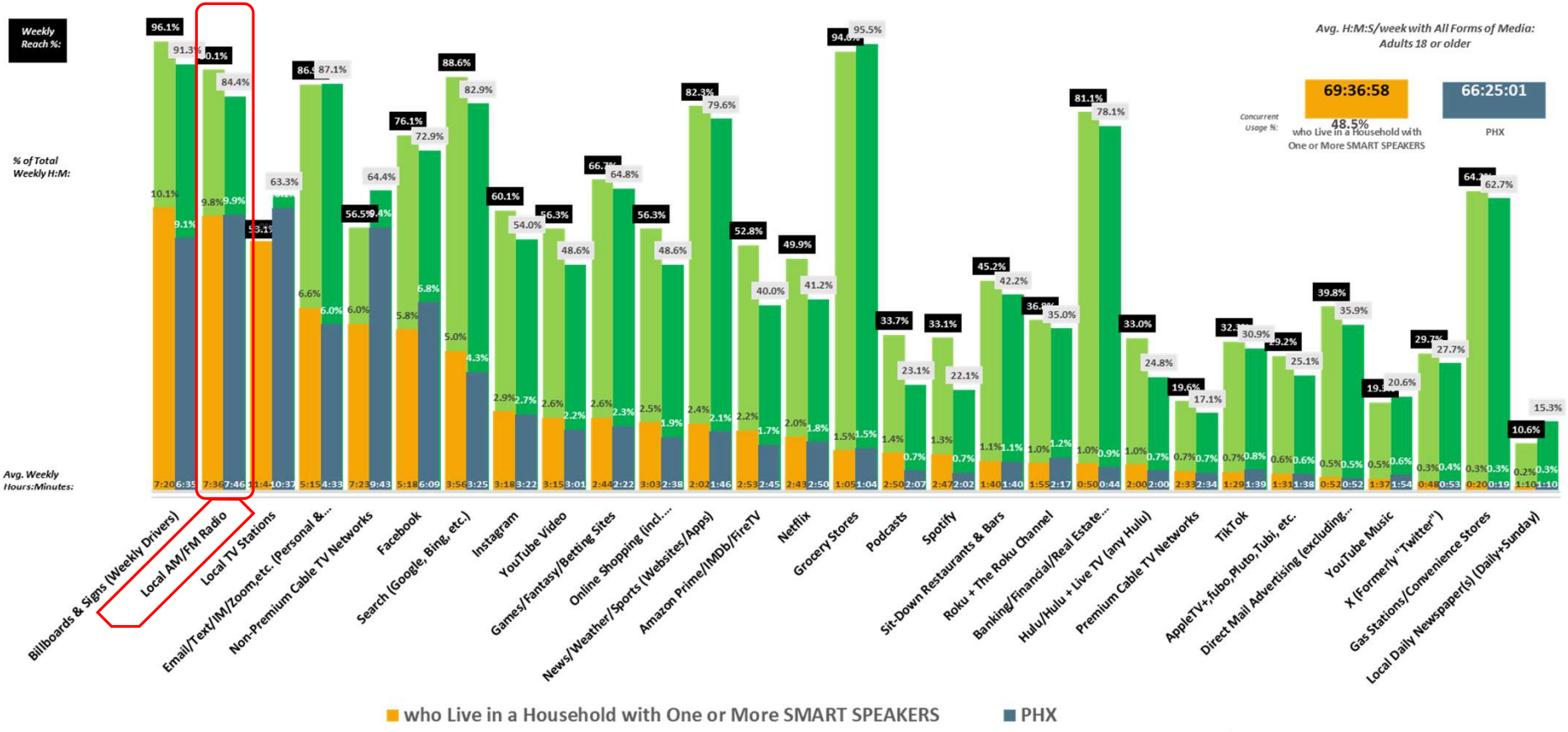
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 21 hours, 36 minutes and 58 seconds each week with All Forms of Media.

90.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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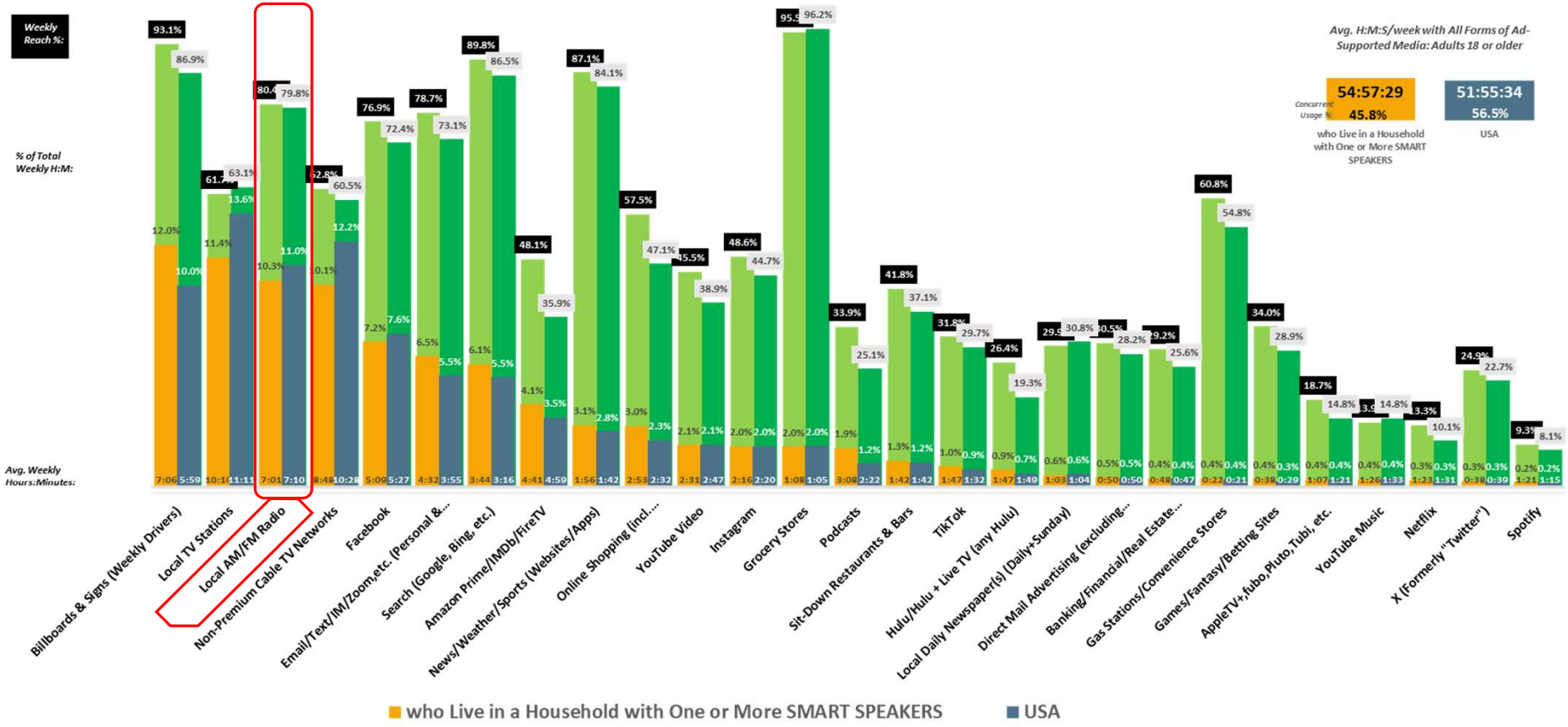
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 6 hours, 57 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

80.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243
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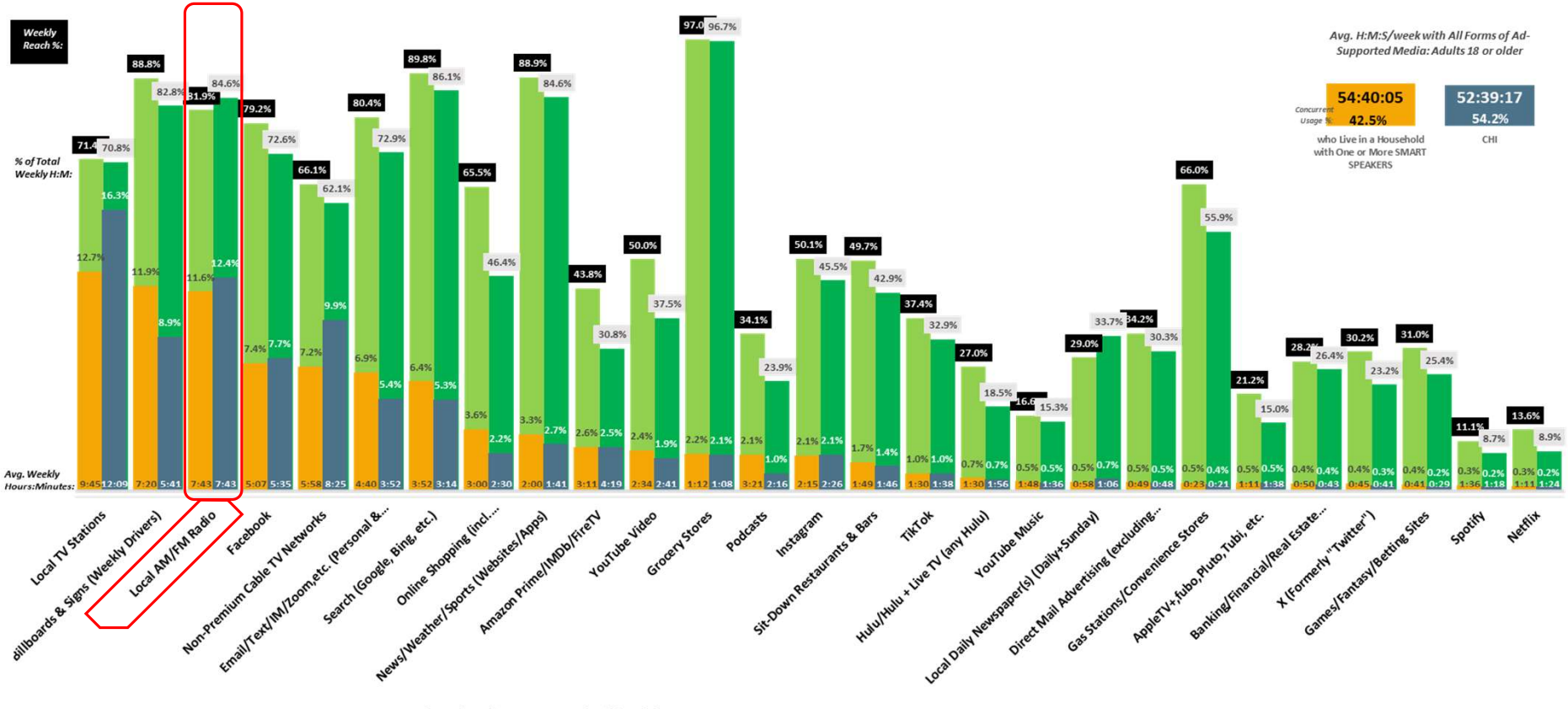
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 6 hours, 40 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

81.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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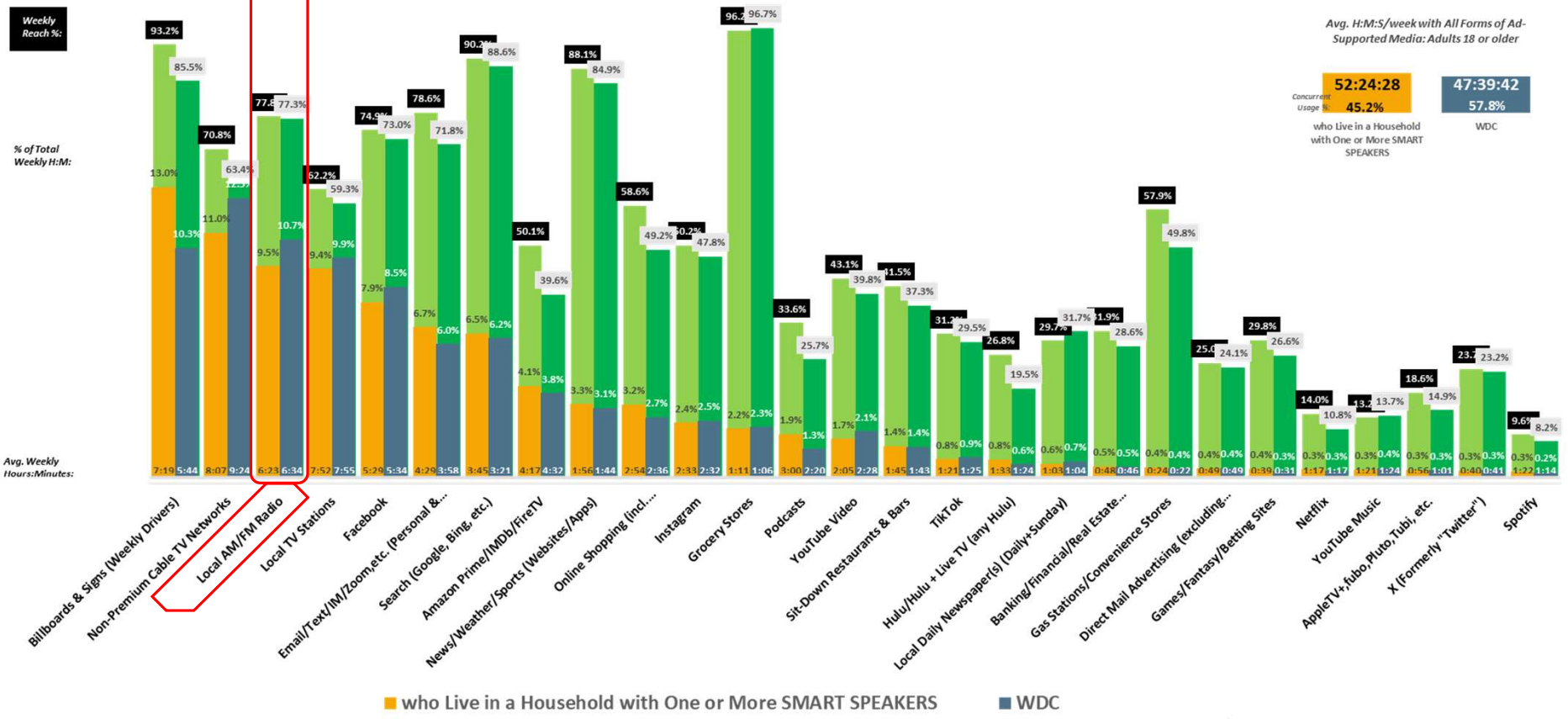
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 4 hours, 24 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

77.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 6 hours and 23 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.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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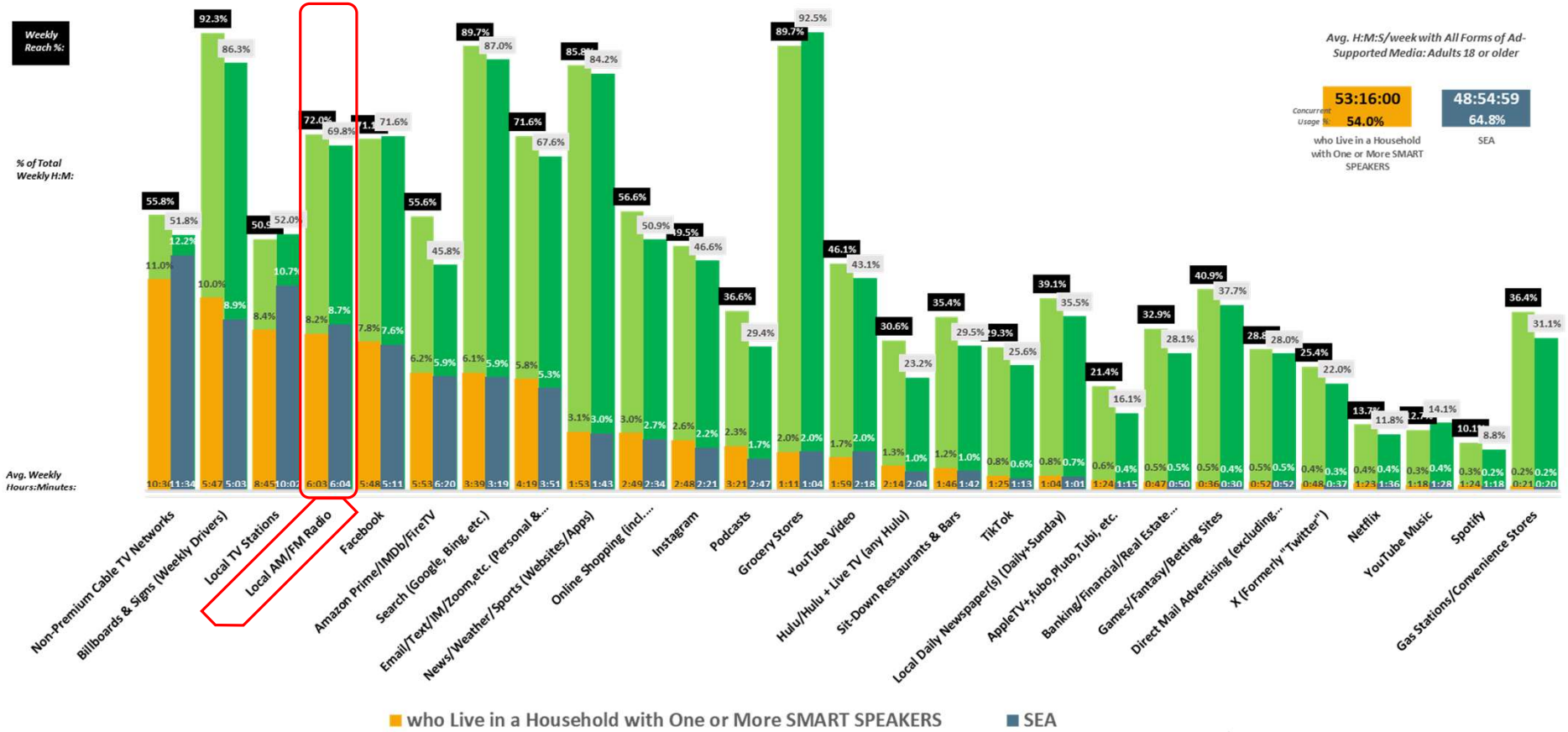
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 5 hours, 16 minutes and 0 seconds each week with All Forms of Ad-Supported Media.

72.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.2% of total time spent with all forms of Ad-Supported Media.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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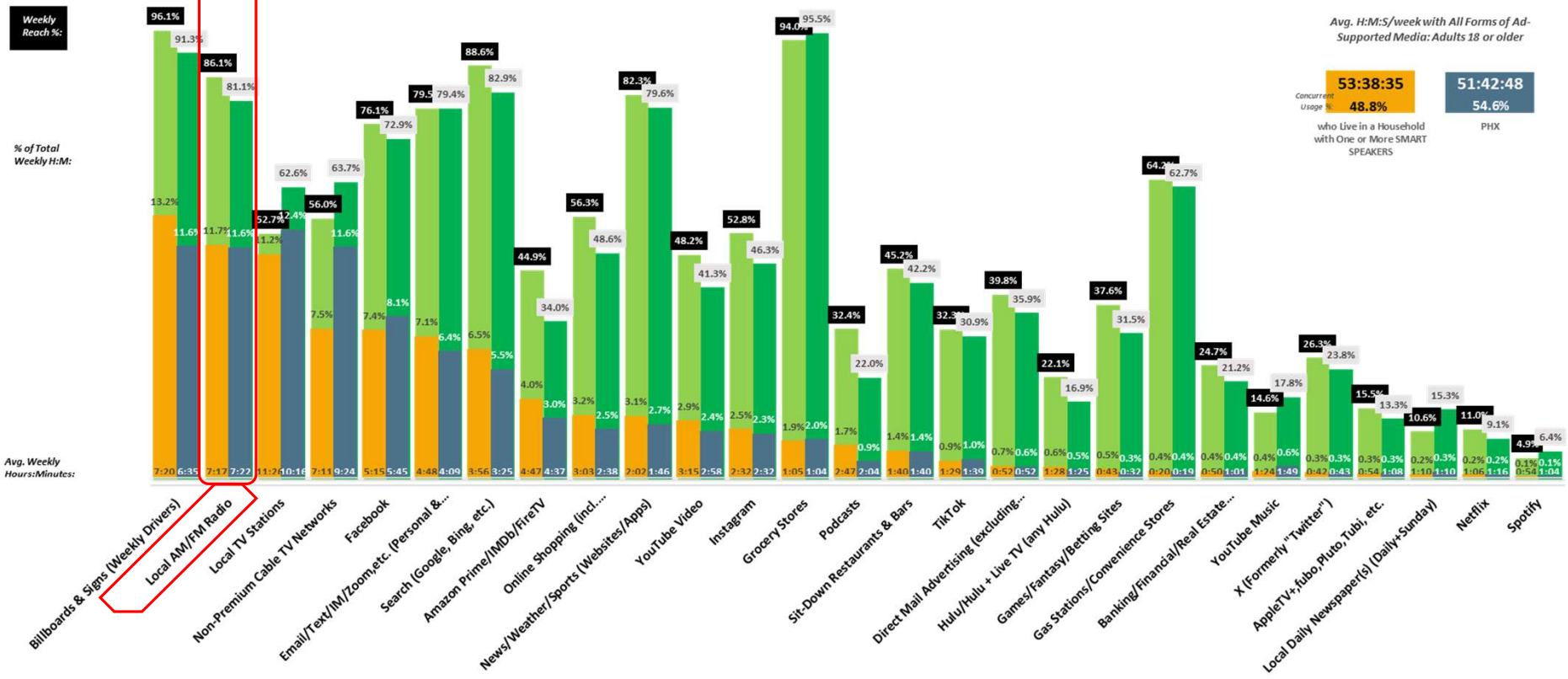
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 2 days, 5 hours, 38 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

86.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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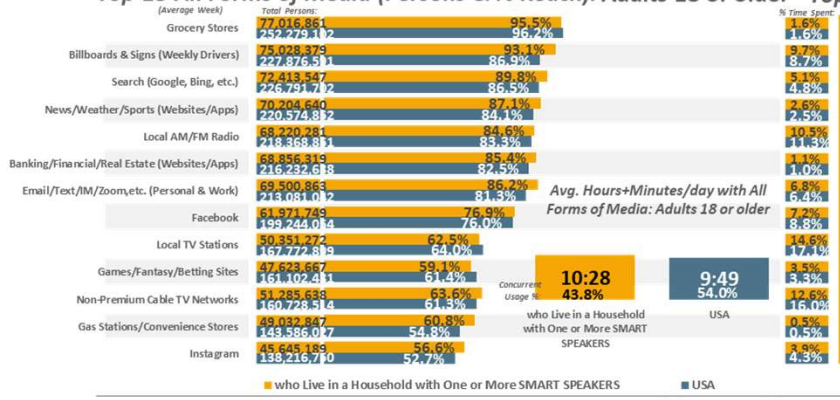
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

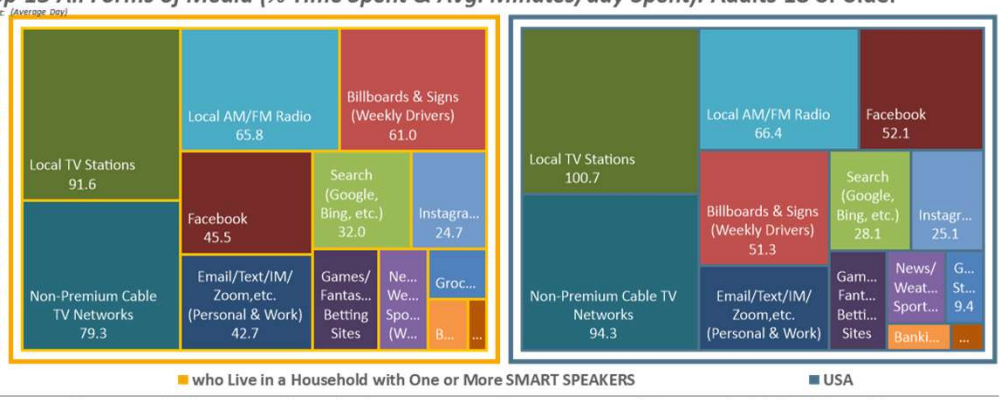


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 60.2 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

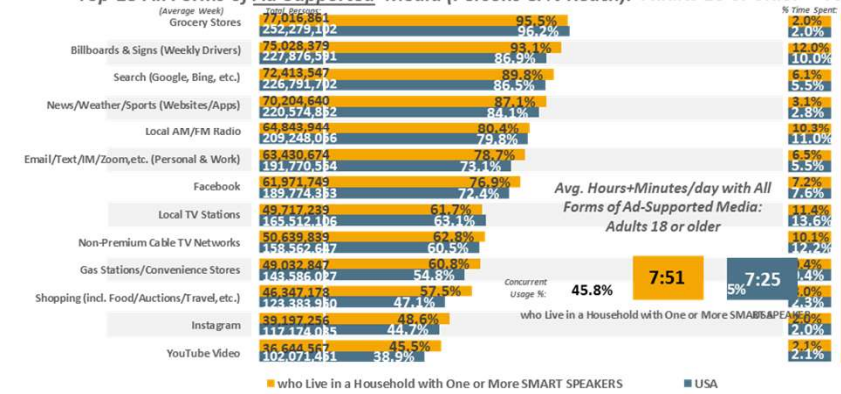
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



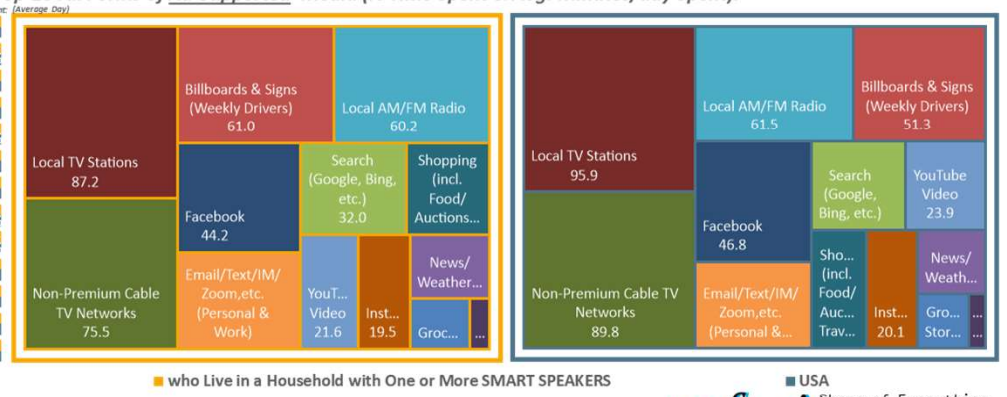
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



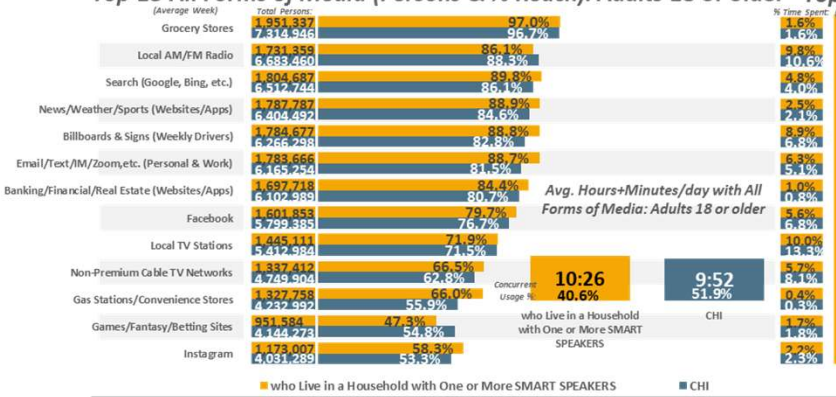
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

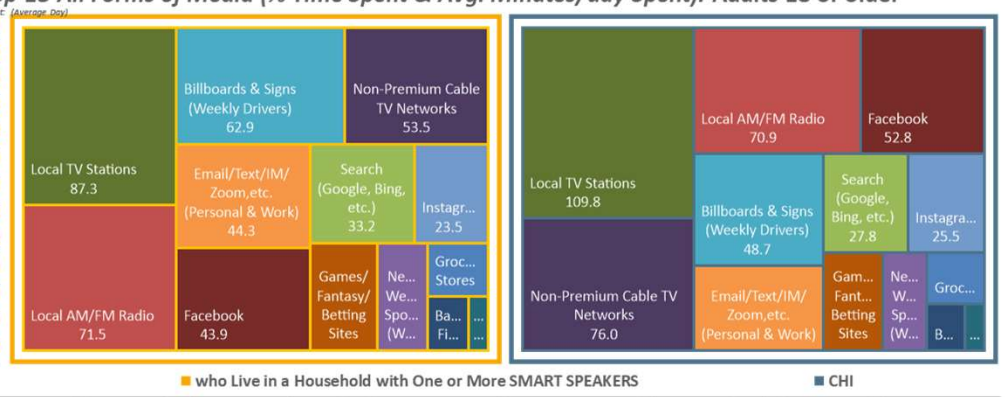


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

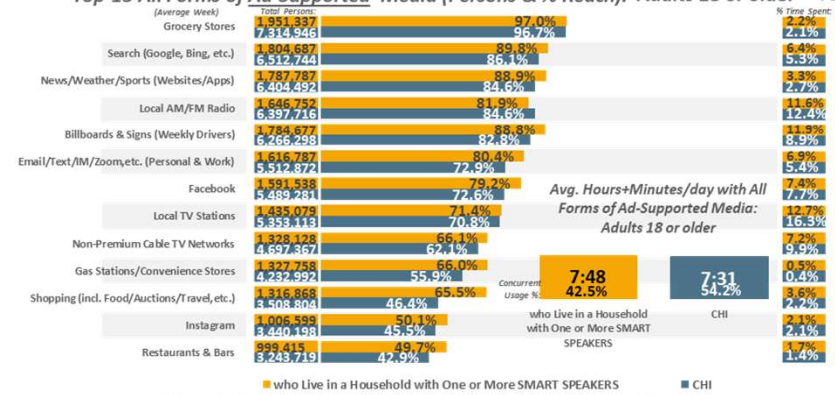
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



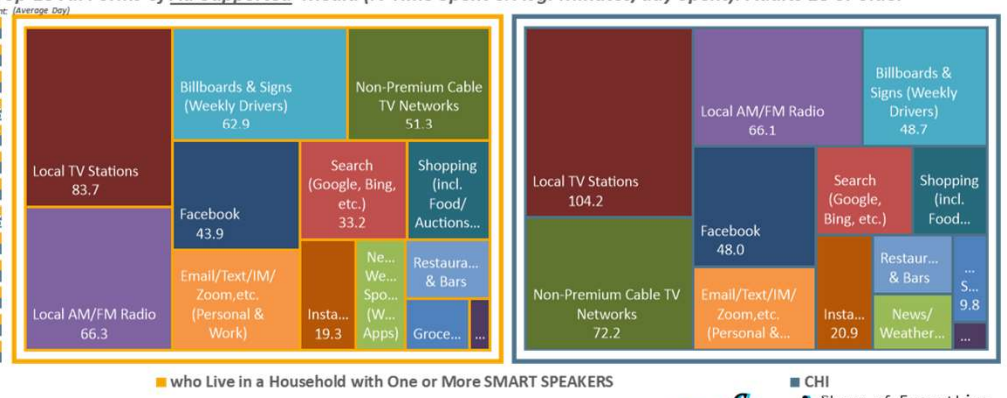
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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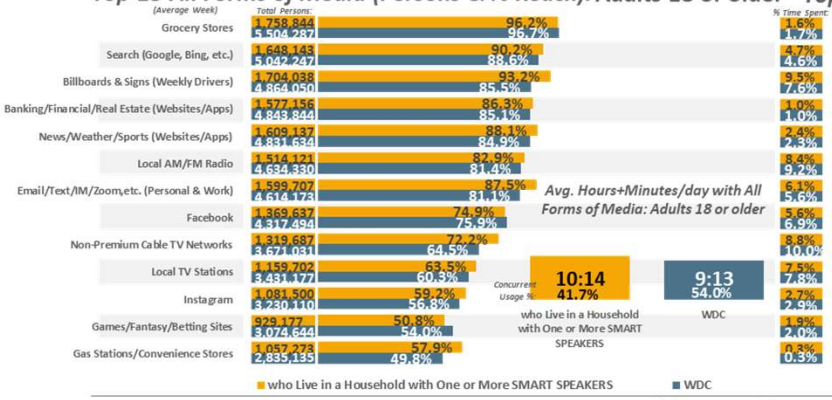
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

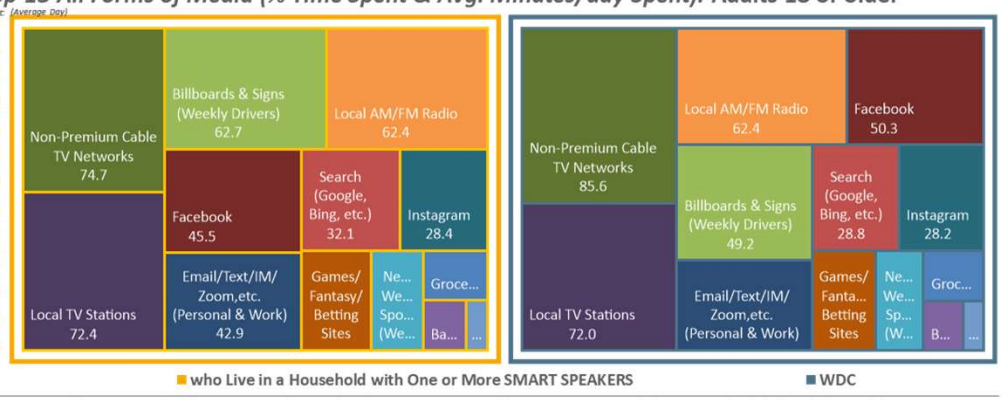


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 54.7 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

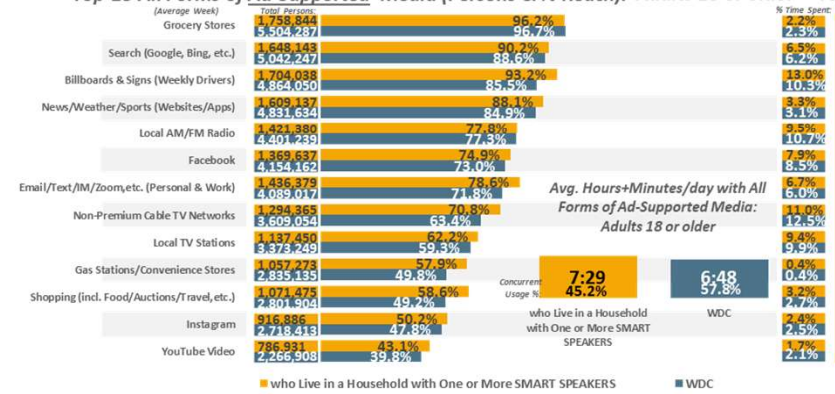
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



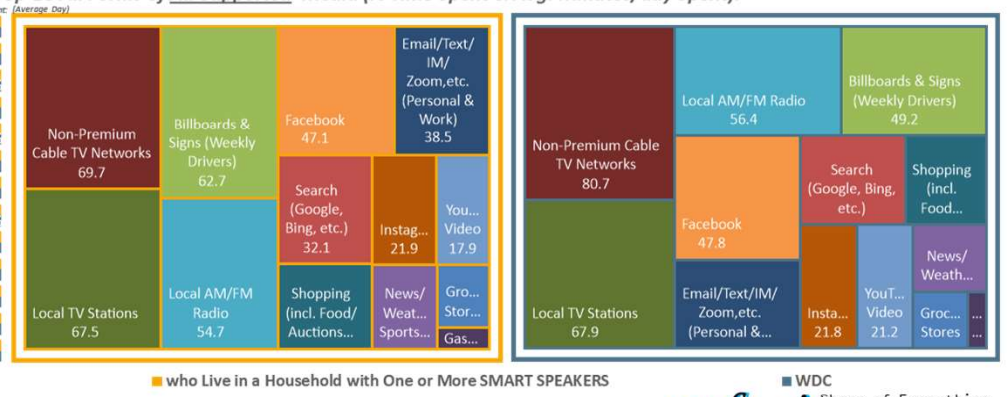
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

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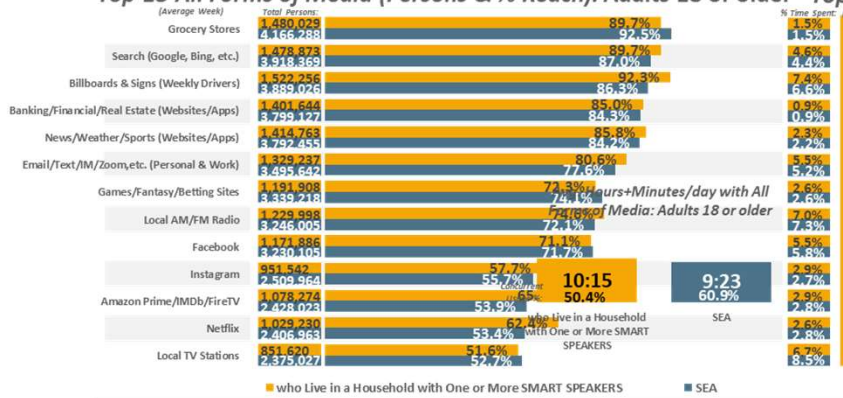
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

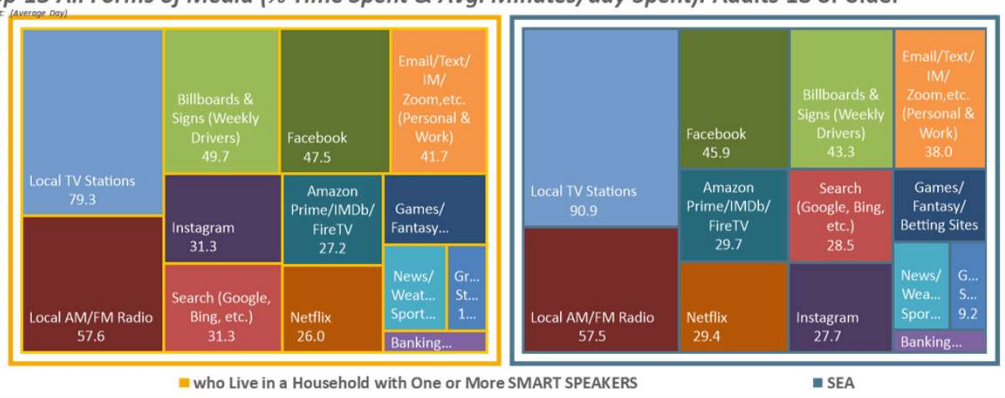


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 72.% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

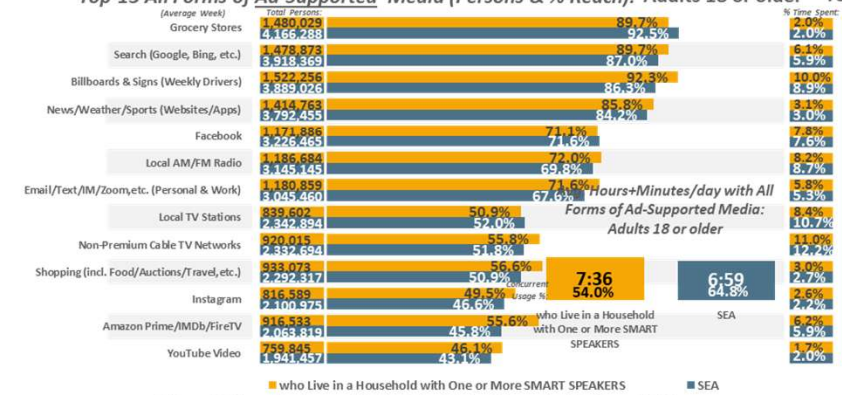
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



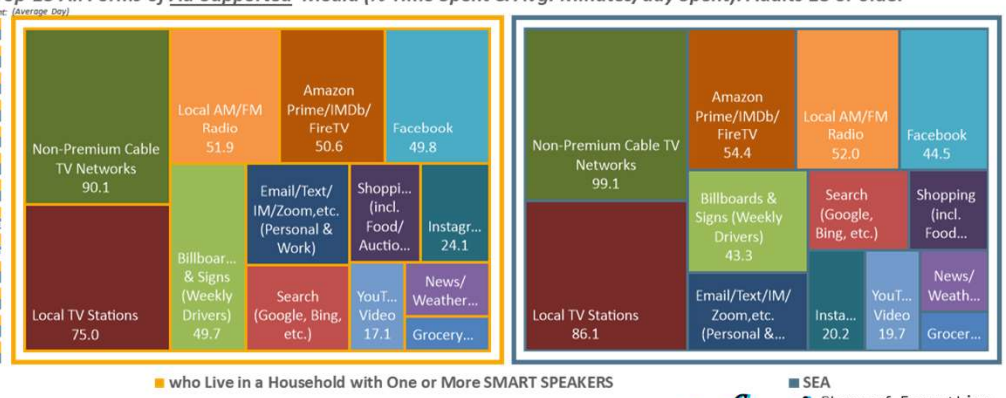
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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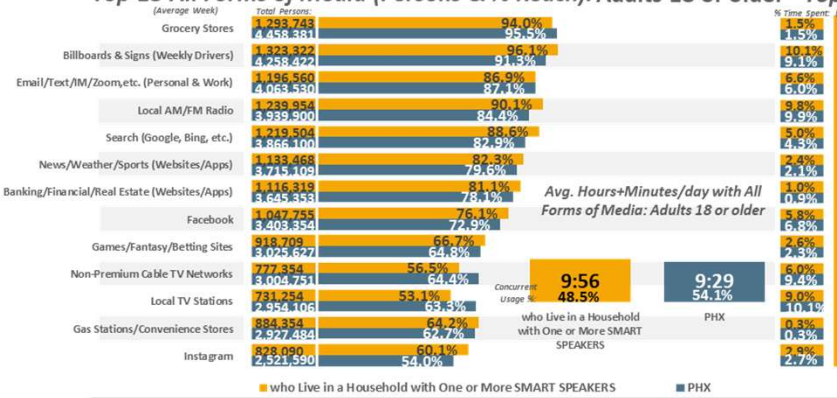
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

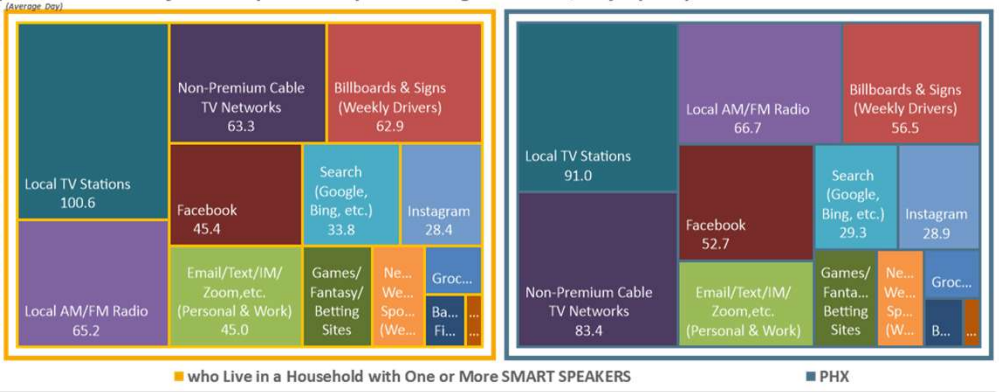


Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day.*(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

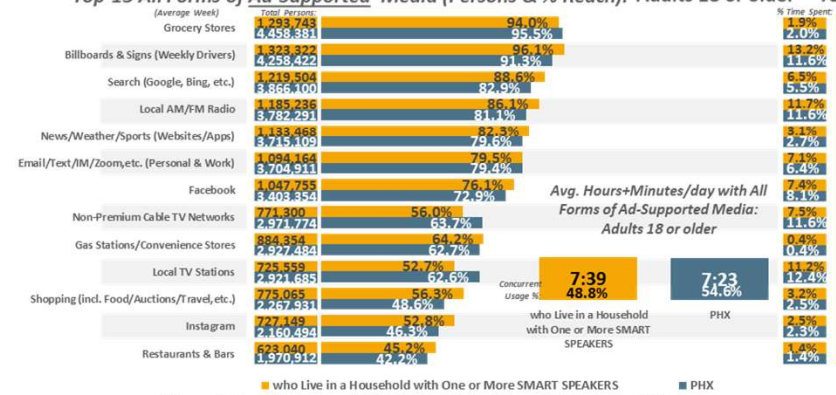
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



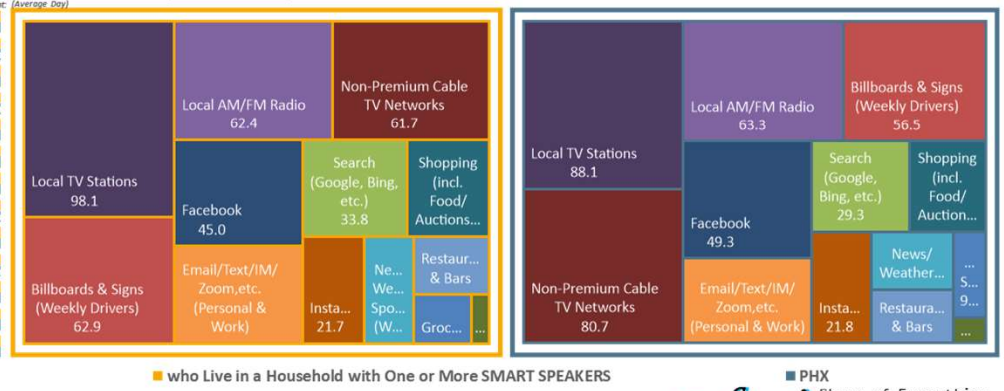
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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 R2 2024: Aug23-Aug24 Qual Intab 605

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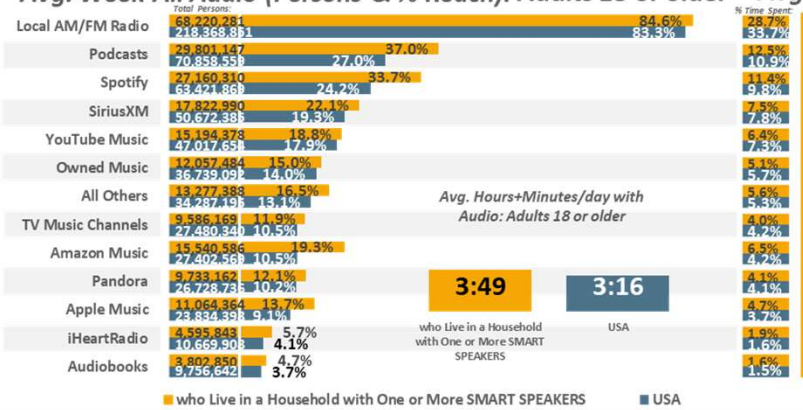
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

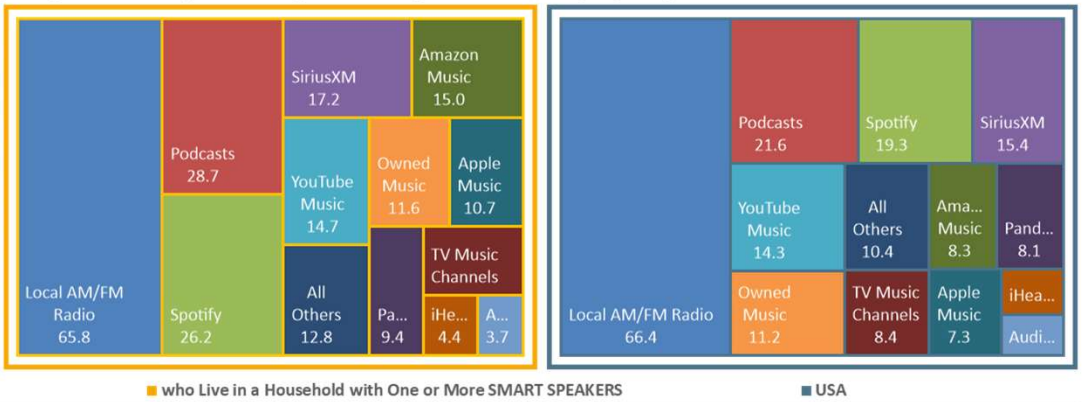


64,843,944 or 80.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

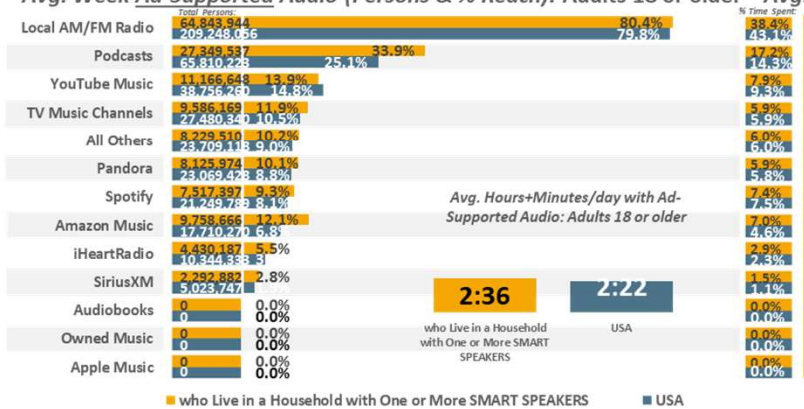
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



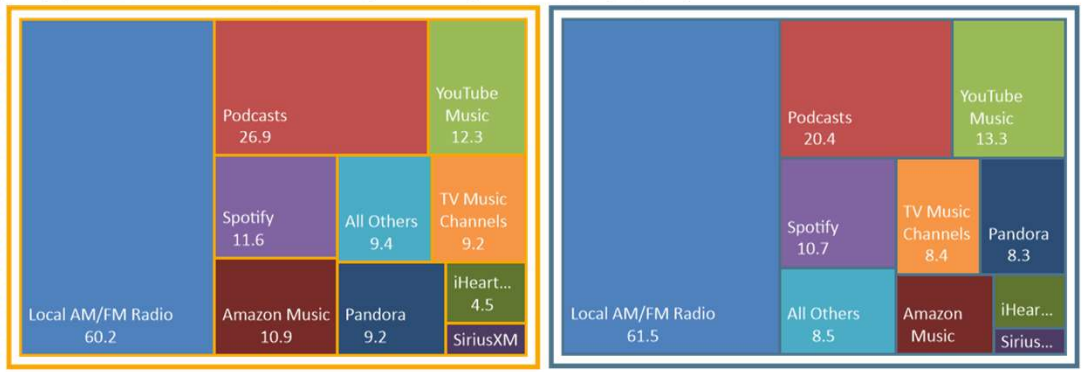
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

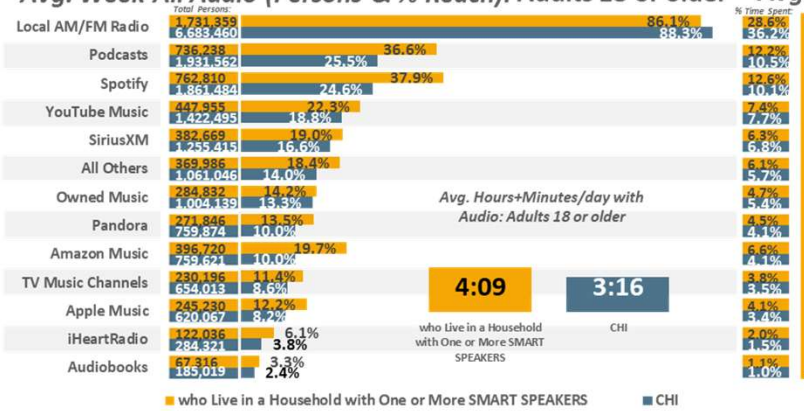
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

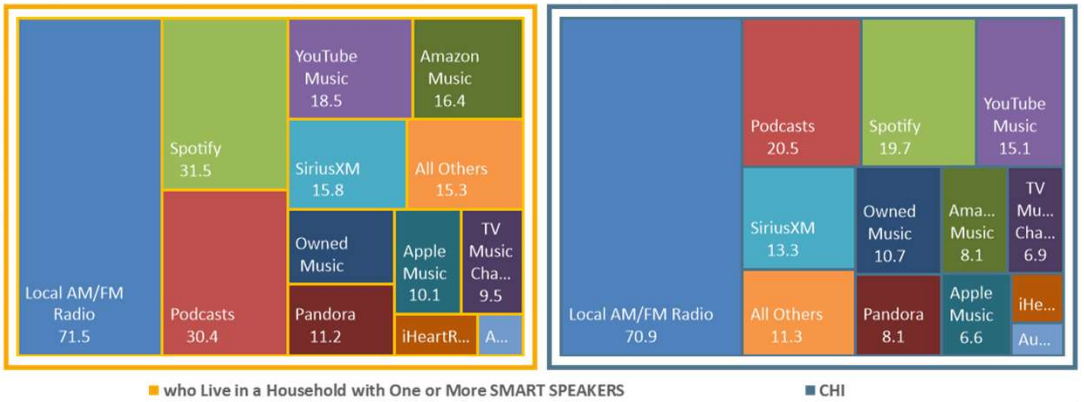


1,646,752 or 81.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

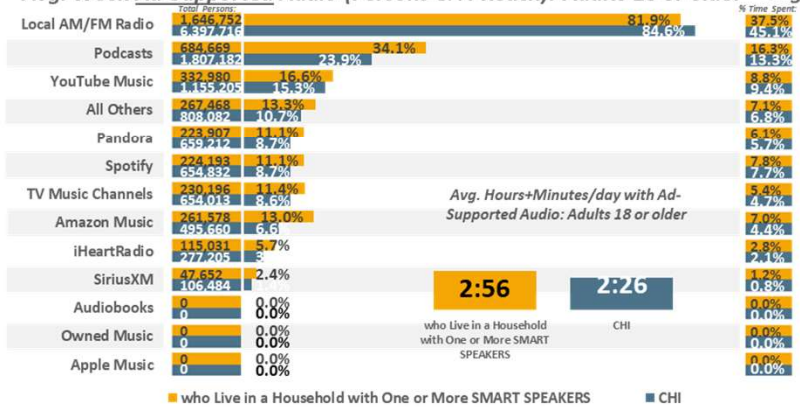
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



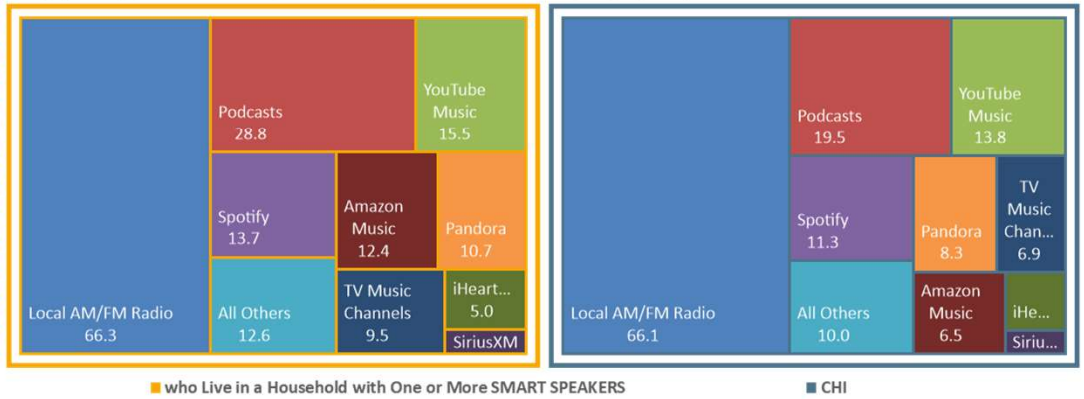
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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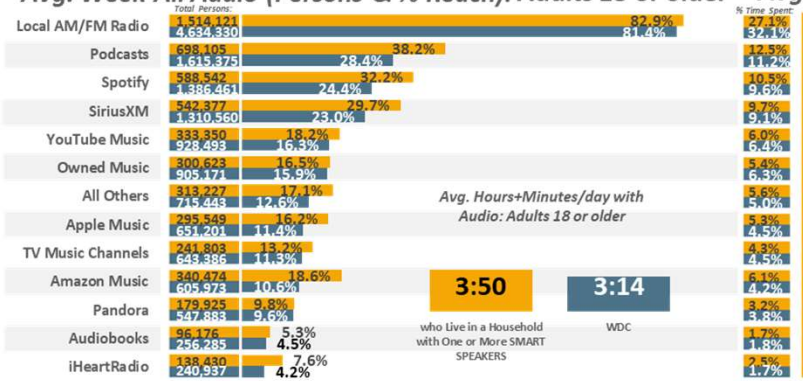
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

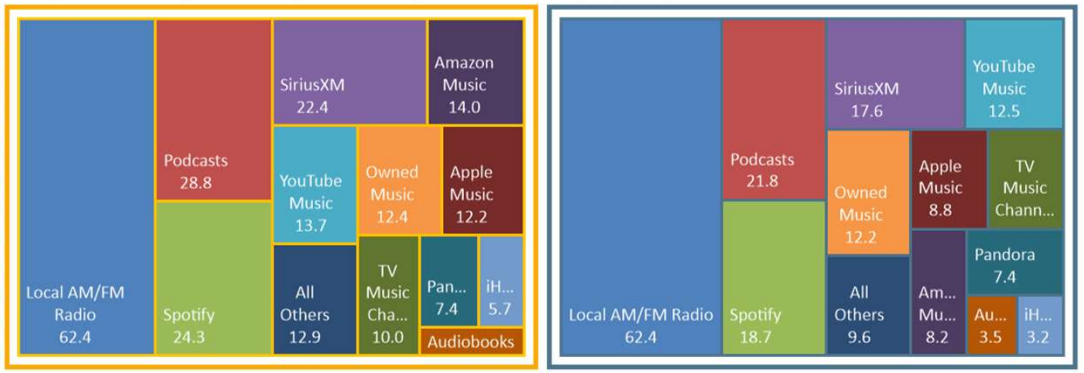


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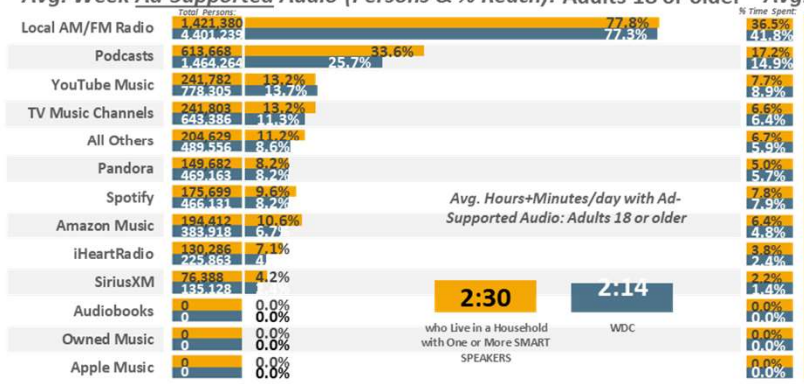
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



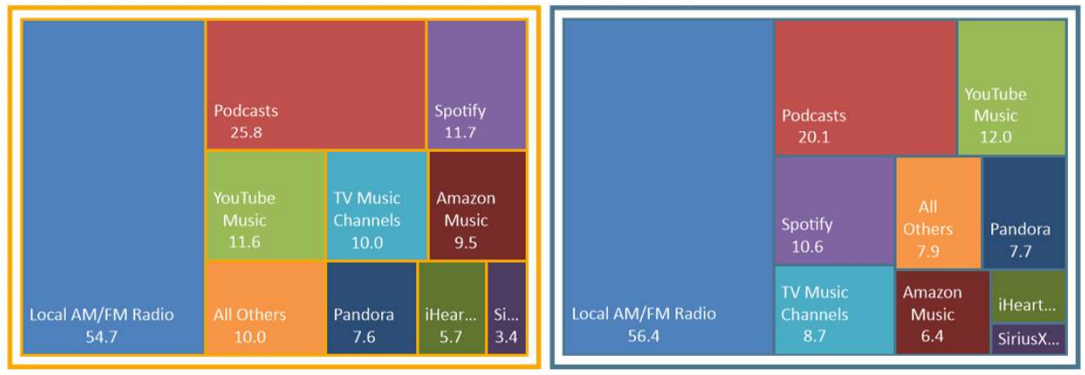
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

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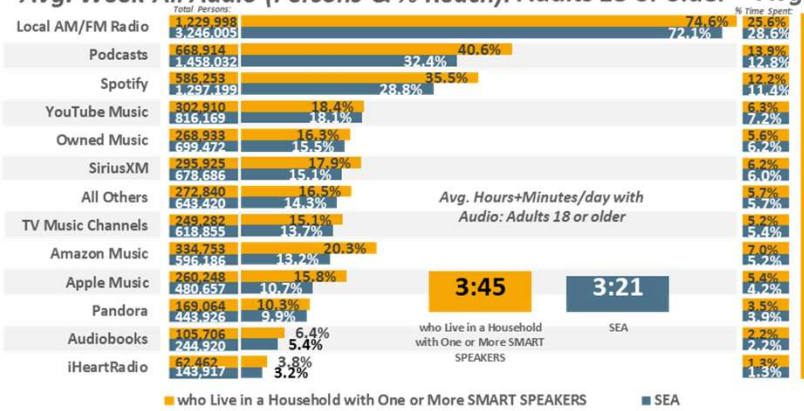
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

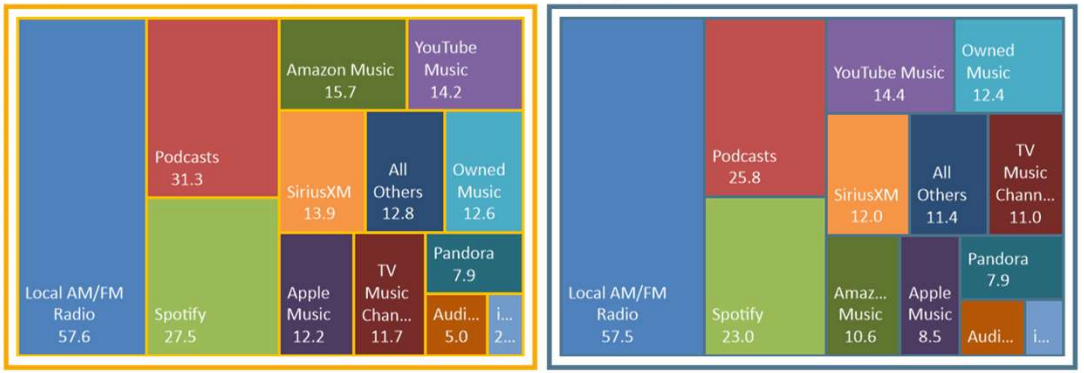


1,186,684 or 72.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

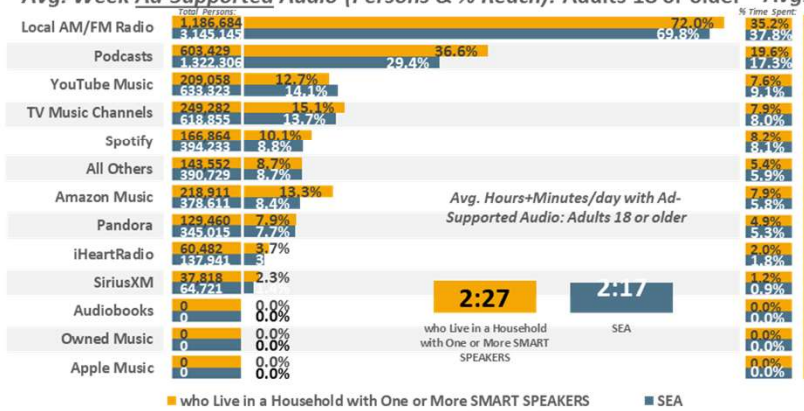
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



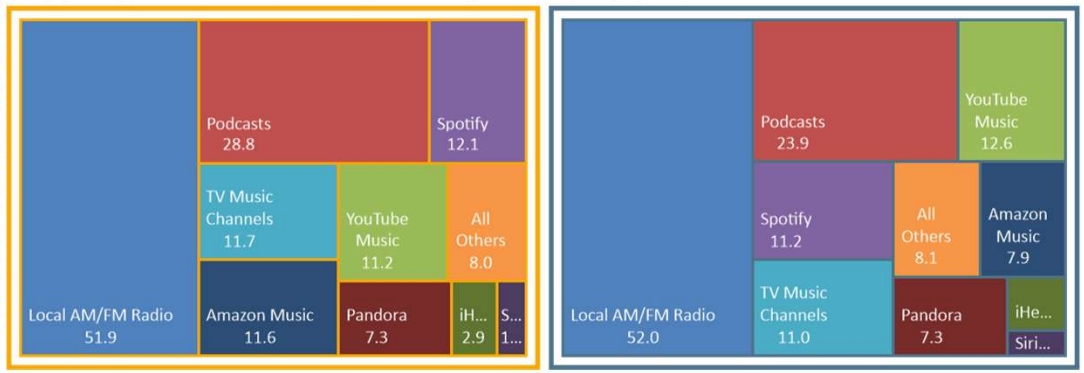
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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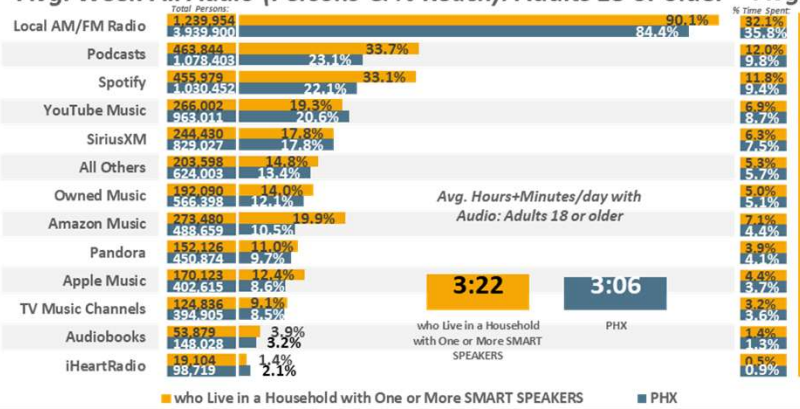
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

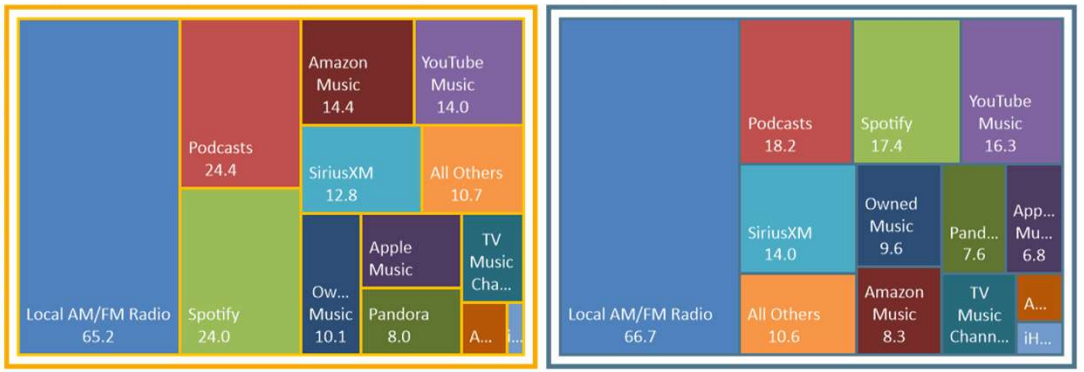


1,185,236 or 86.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

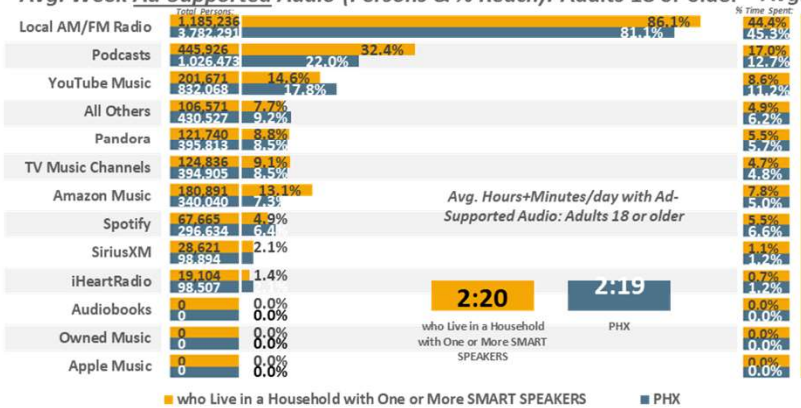
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



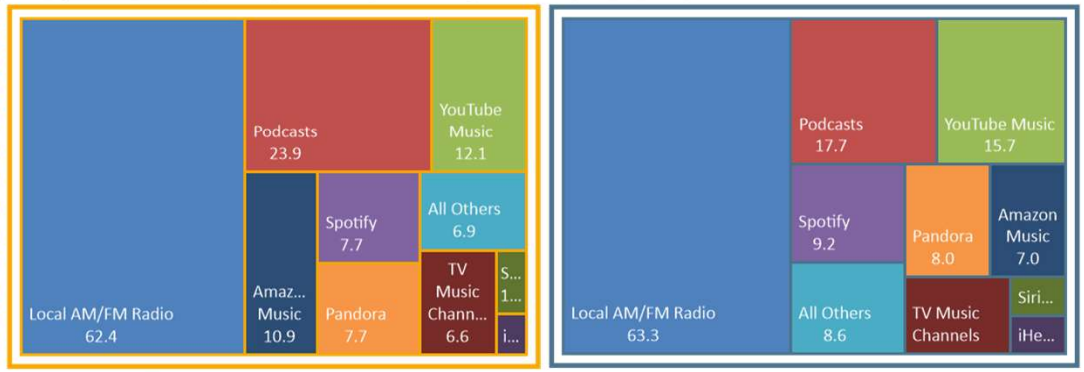
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

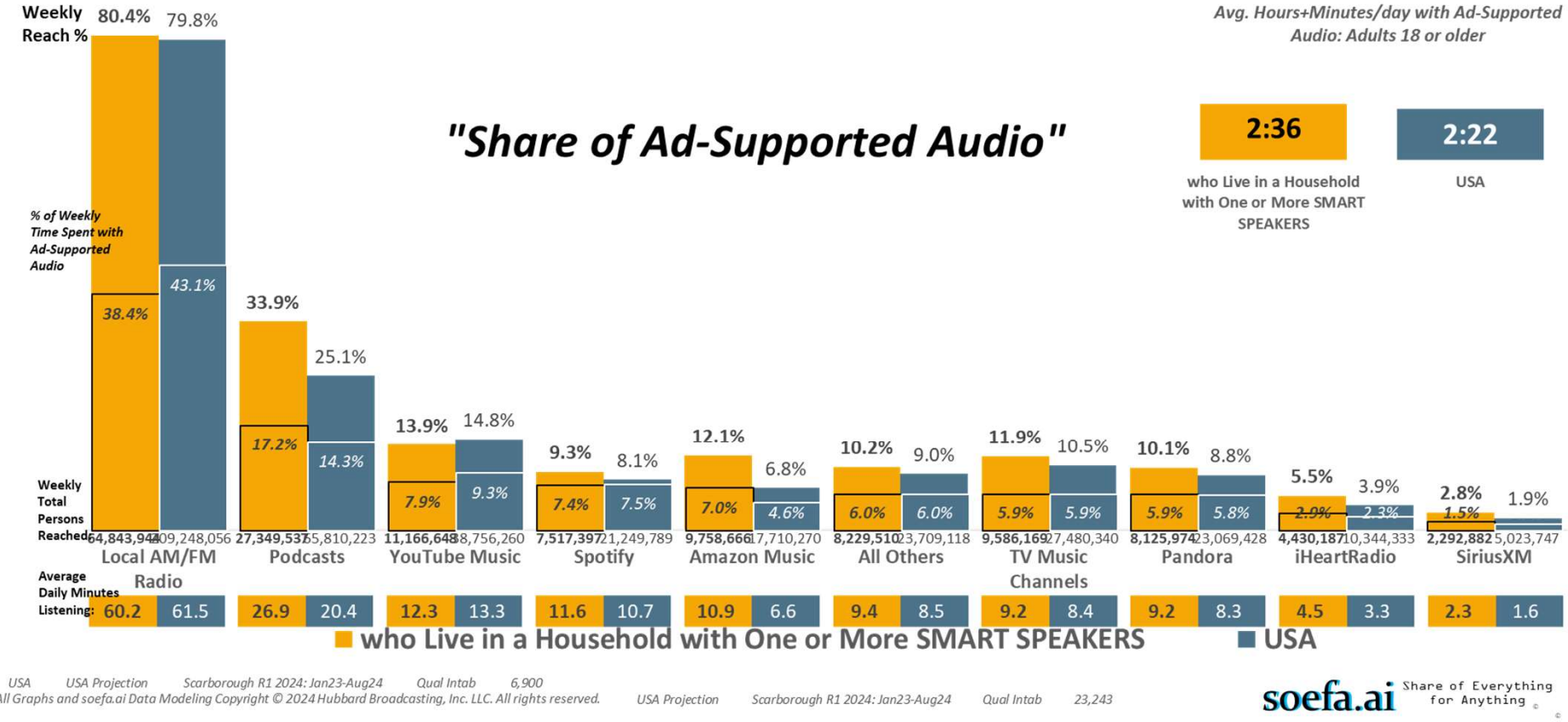
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



64,843,944 or 80.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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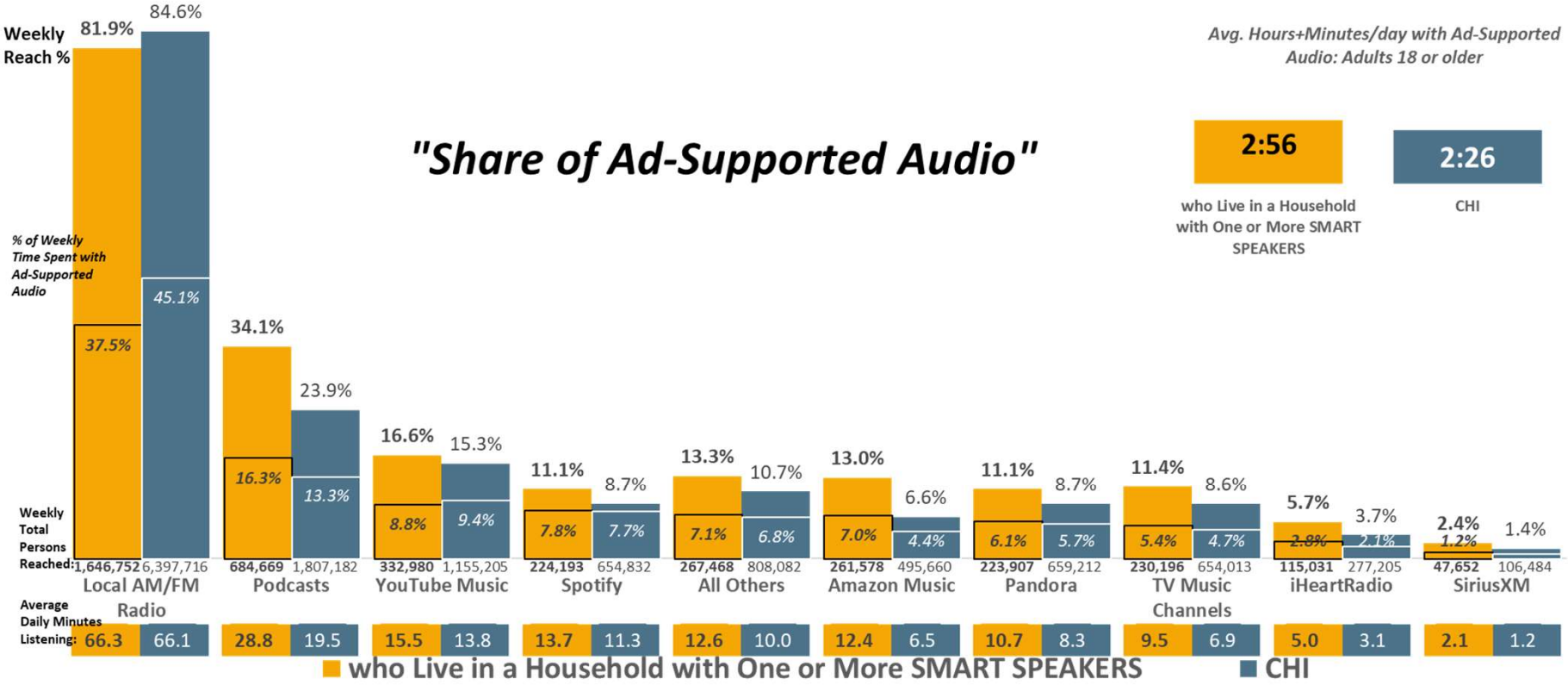
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



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CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

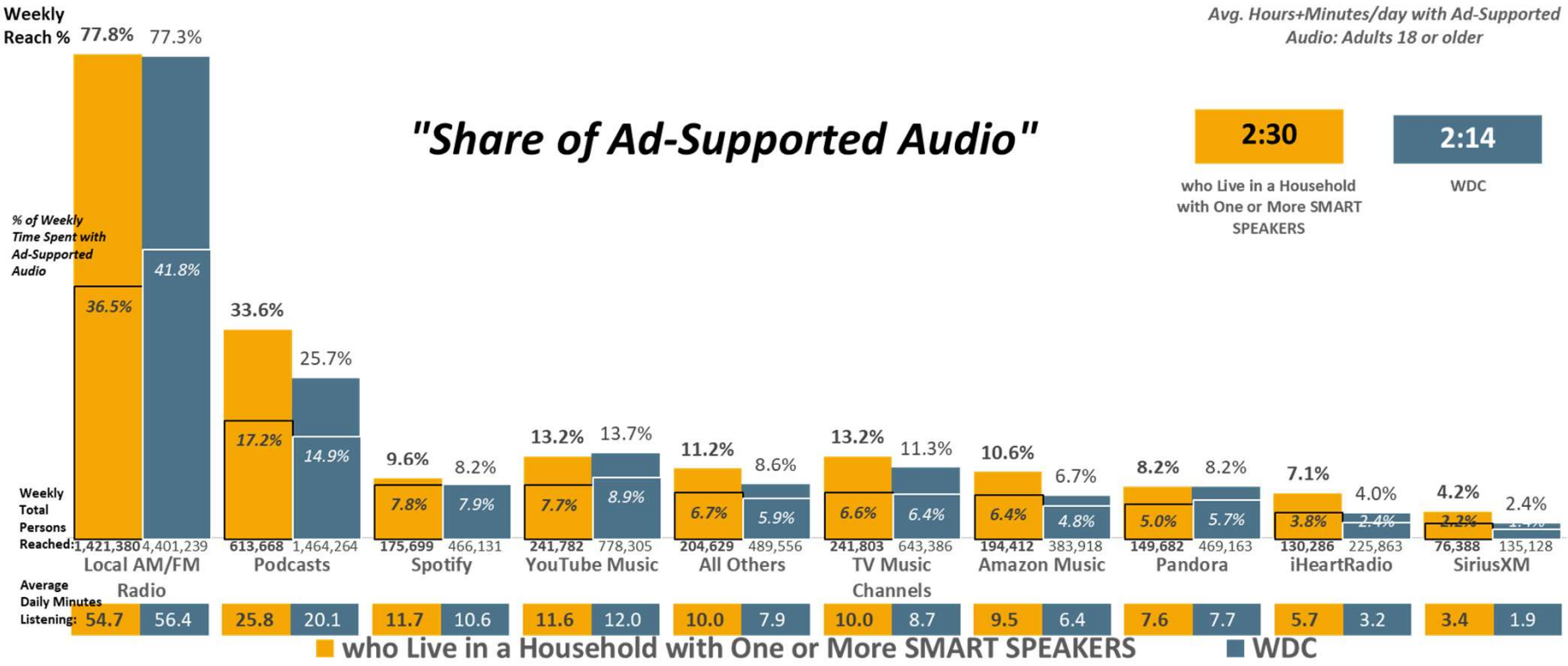
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

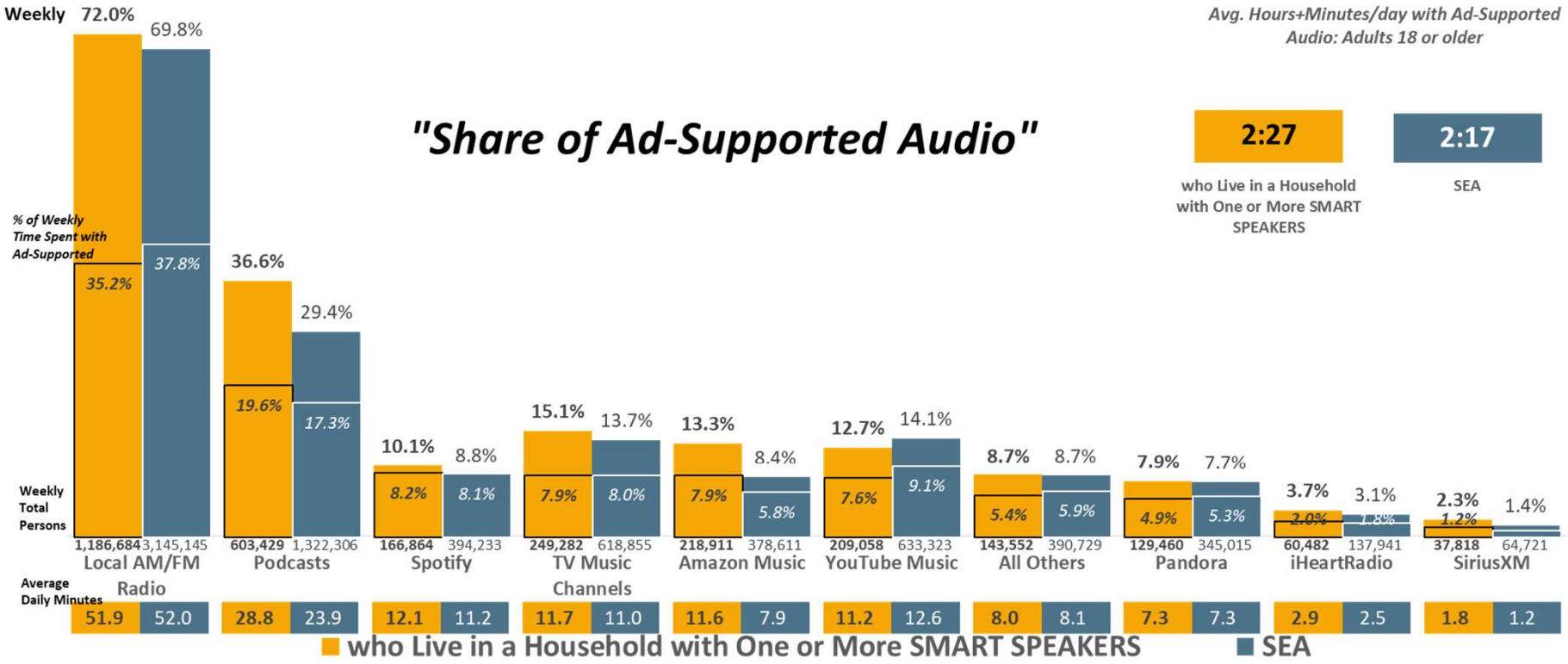
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,186,684 or 72.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

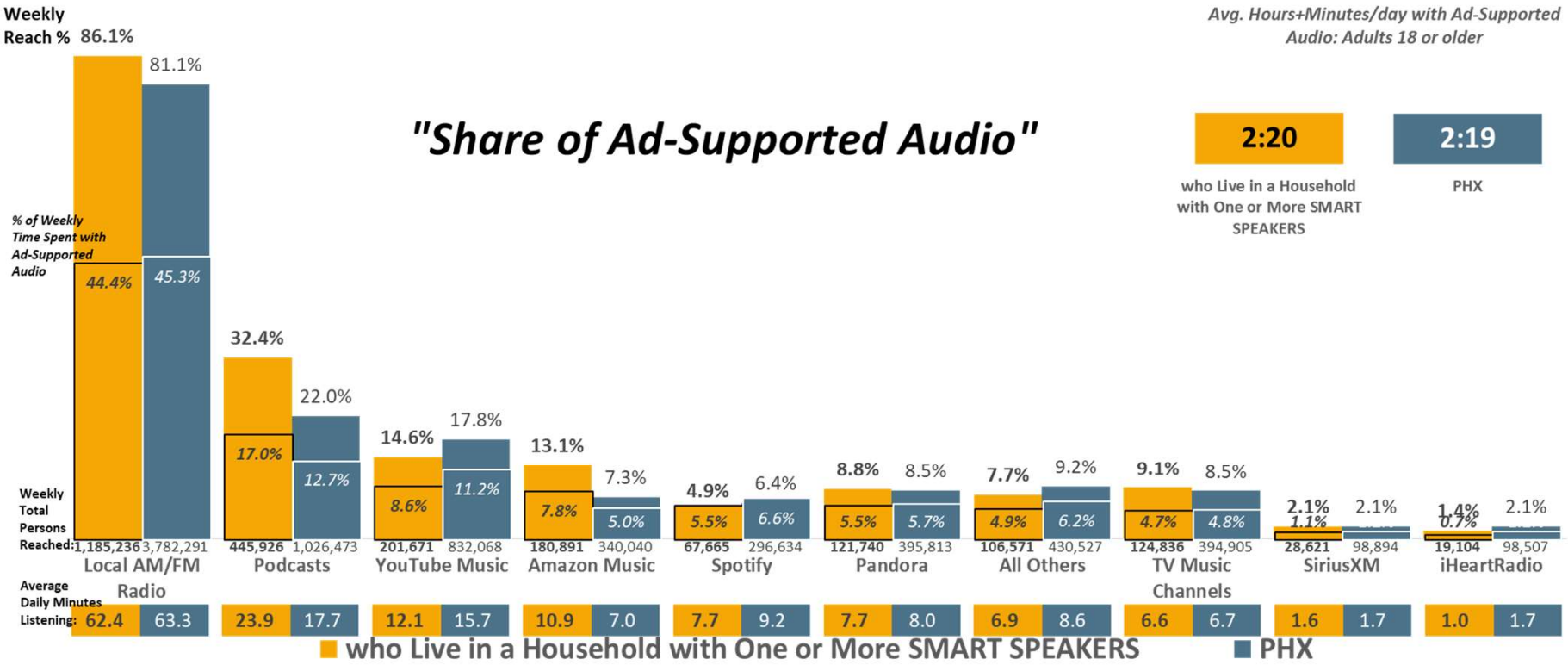
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



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	Local AM/FM Radio	Podcasts	YouTube Music	Amazon Music	Spotify	Pandora	All Others	TV Music Channels	SiriusXM	iHeartRadio
Weekly Reach %	86.1% / 81.1%	32.4% / 22.0%	14.6% / 17.8%	13.1% / 7.3%	4.9% / 6.4%	8.8% / 8.5%	7.7% / 9.2%	9.1% / 8.5%	2.1% / 2.1%	1.4% / 2.1%
% of Weekly Time Spent with Ad-Supported Audio	44.4% / 45.3%	17.0% / 12.7%	8.6% / 11.2%	7.8% / 5.0%	5.5% / 6.6%	5.5% / 5.7%	4.9% / 6.2%	4.7% / 4.8%	1.1% / [illegible]	0.7% / [illegible]
Weekly Total Persons Reached:	1,185,236 / 3,782,291	445,926 / 1,026,473	201,671 / 832,068	180,891 / 340,040	67,665 / 296,634	121,740 / 395,813	106,571 / 430,527	124,836 / 394,905	28,621 / 98,894	19,104 / 98,507
Average Daily Minutes Listening:	62.4 / 63.3	23.9 / 17.7	12.1 / 15.7	10.9 / 7.0	7.7 / 9.2	7.7 / 8.0	6.9 / 8.6	6.6 / 6.7	1.6 / 1.7	1.0 / 1.7

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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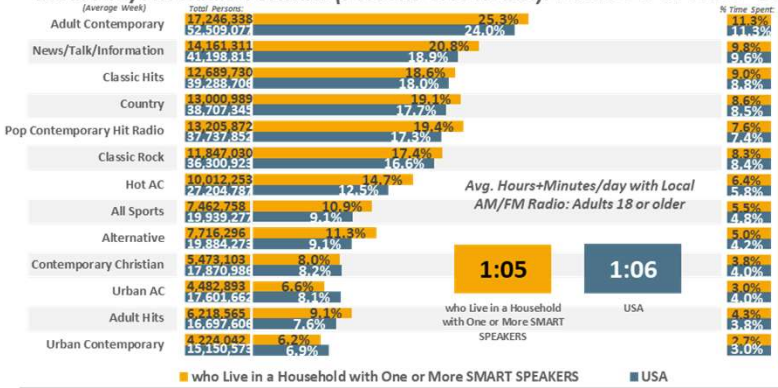
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

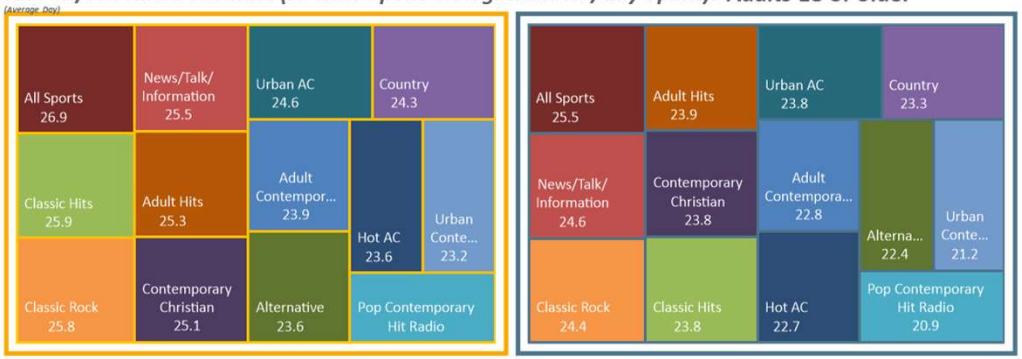


64,843,944 or 80.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

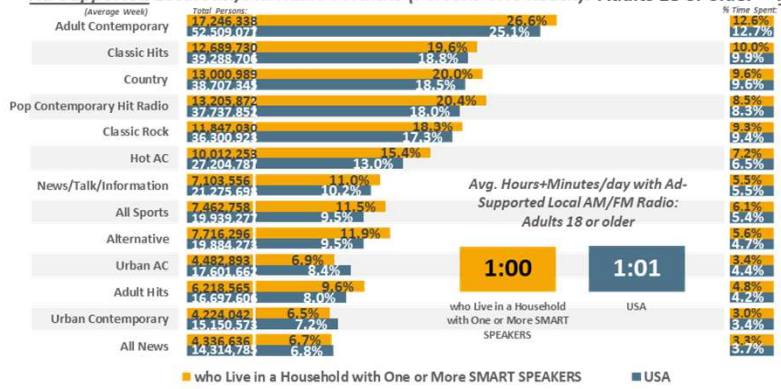
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



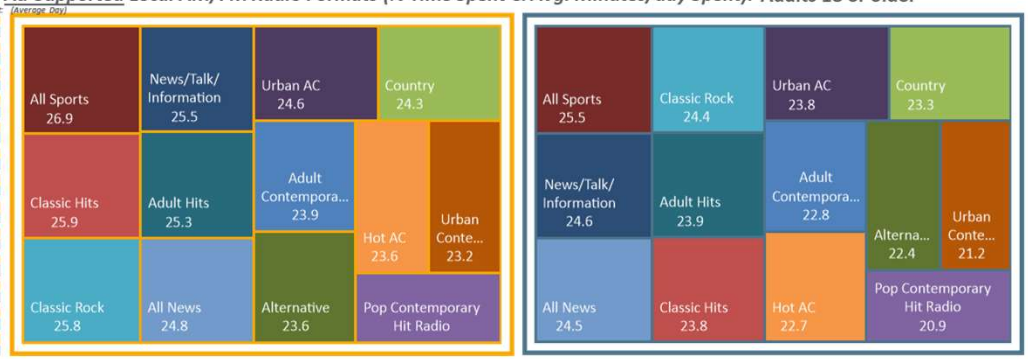
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

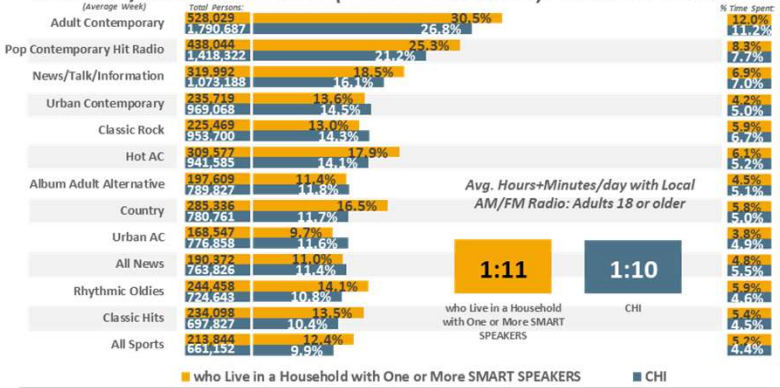
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

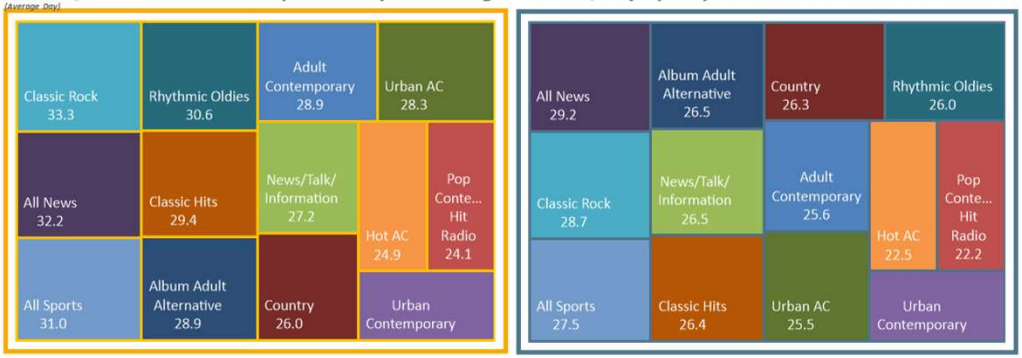


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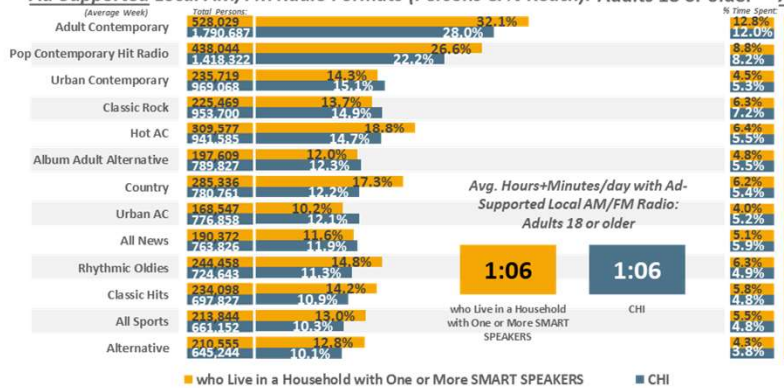
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



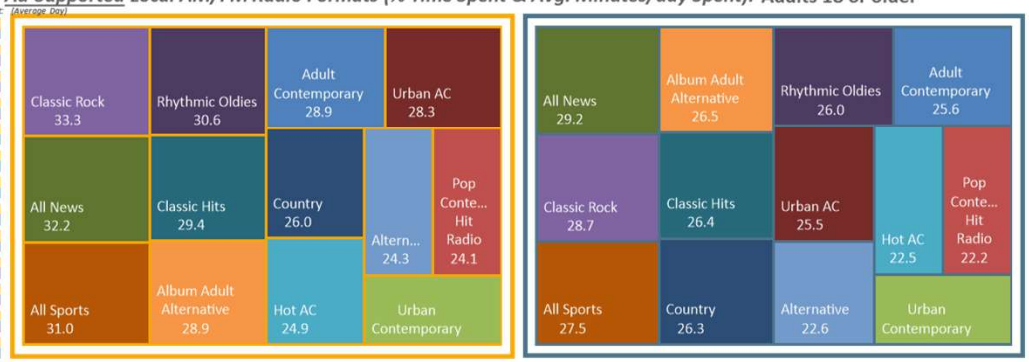
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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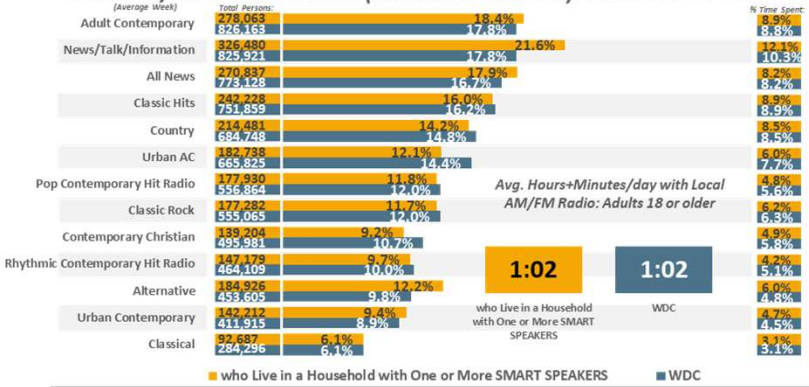
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

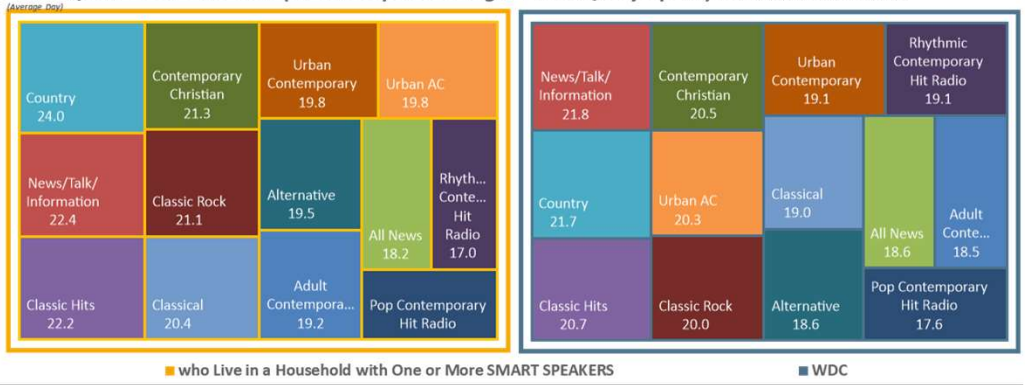


1,421,380 or 77.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Country, and Alternative.

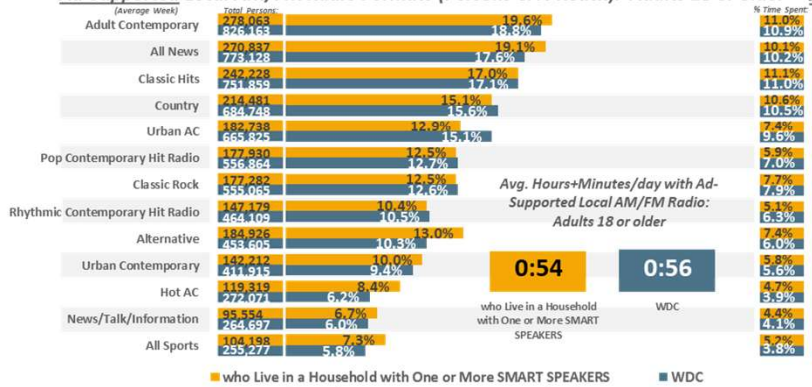
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



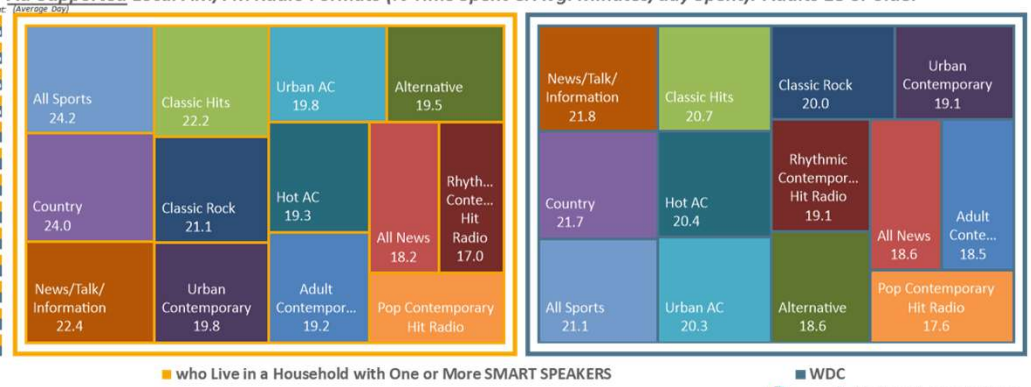
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

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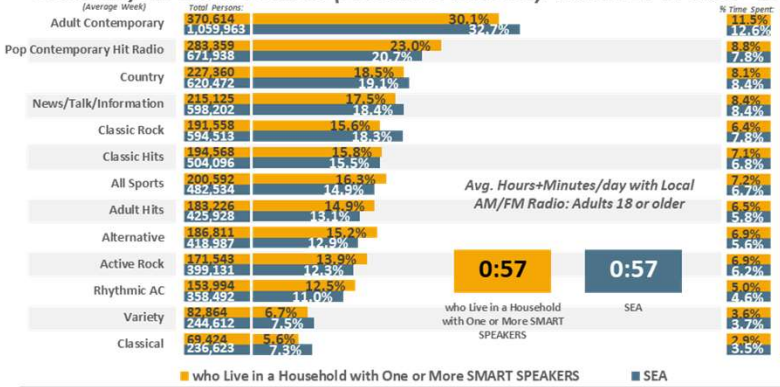
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

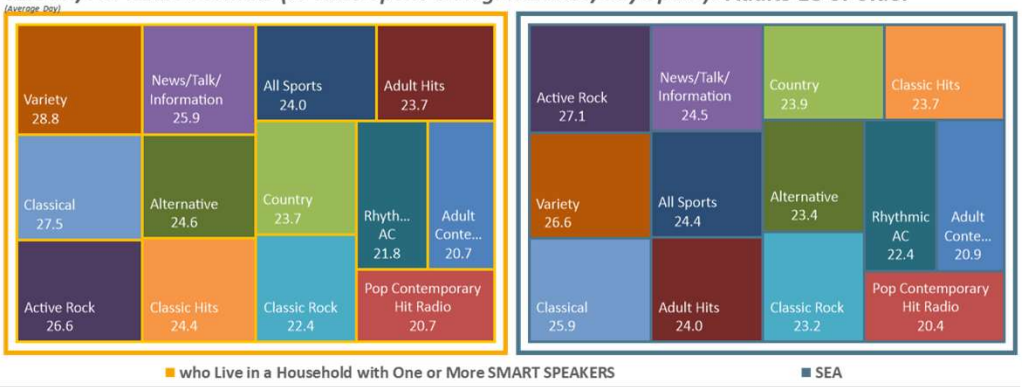


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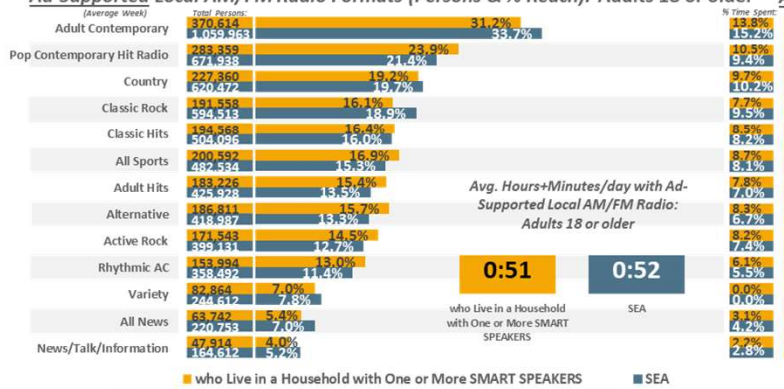
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



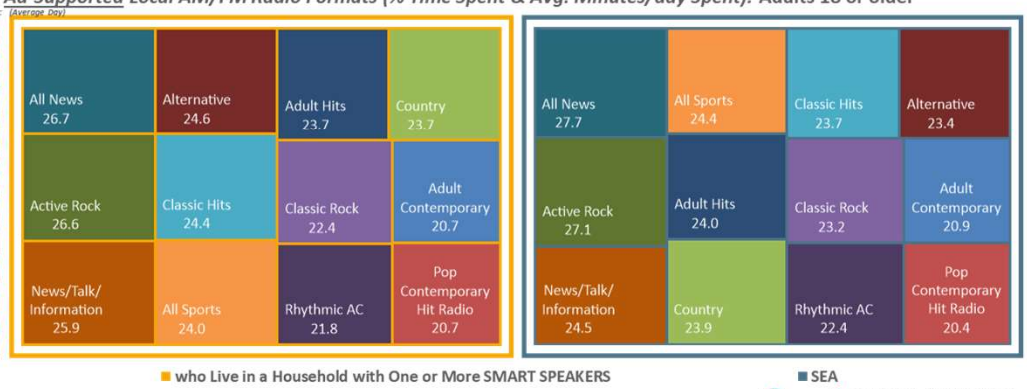
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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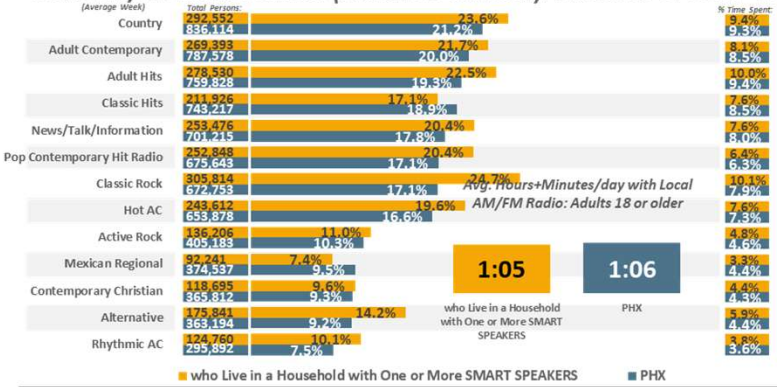
soefa.ai Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

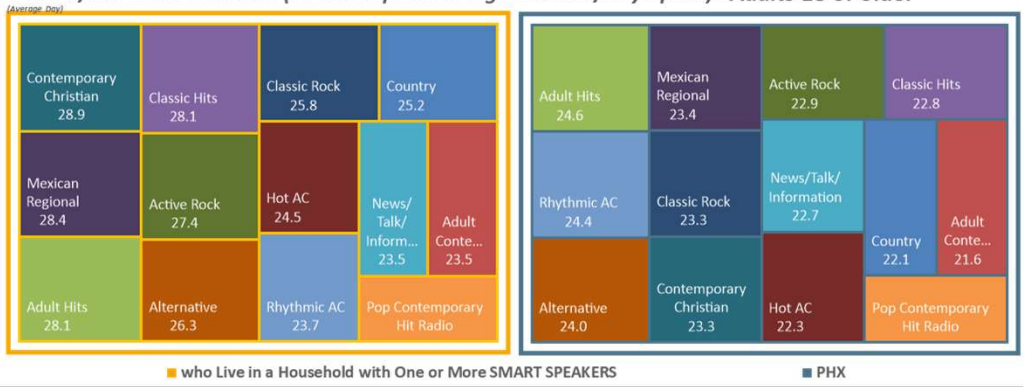


1,185,236 or 86.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Adult Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

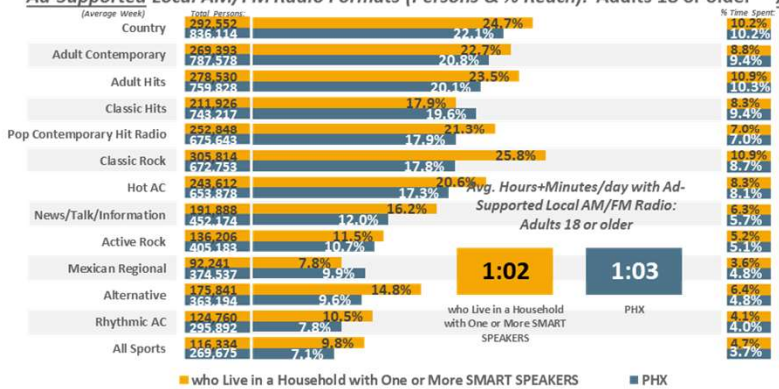
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



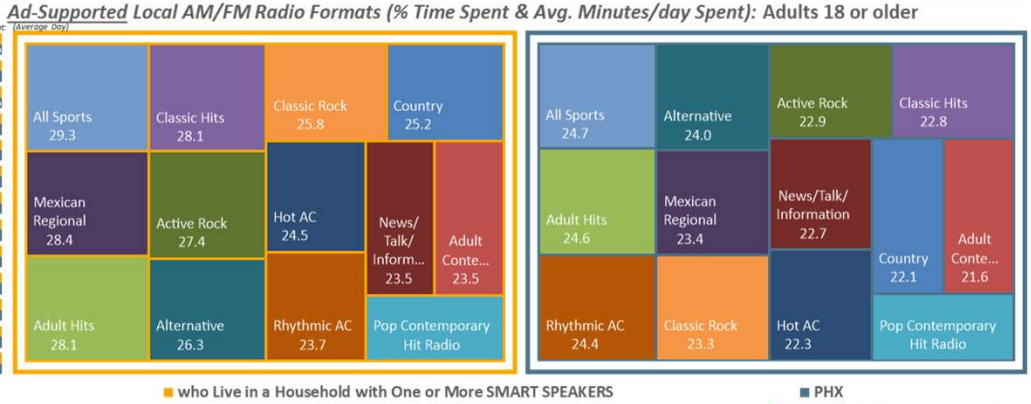
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

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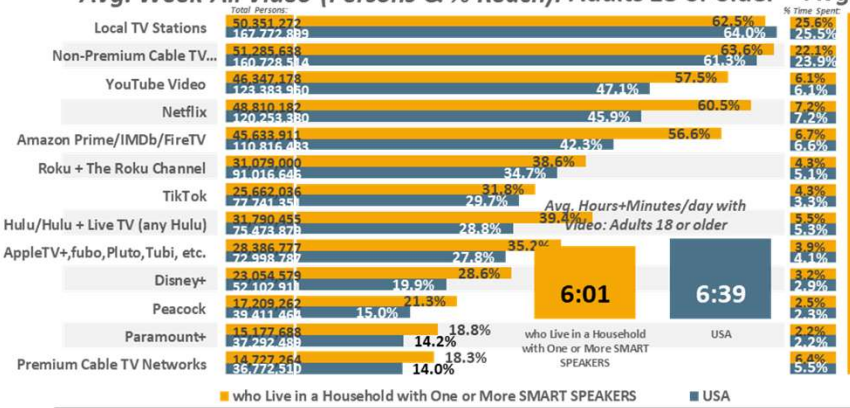
soefa.ai Share of Everything for Anything

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

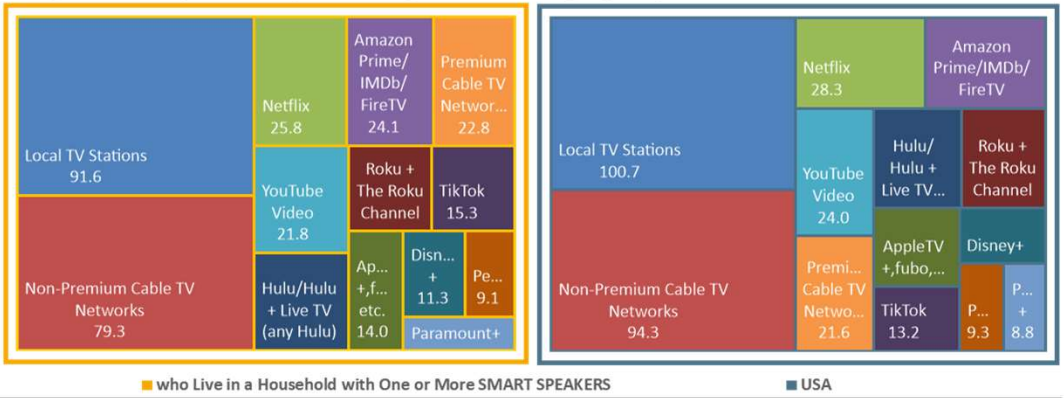


49,717,239 or 61.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

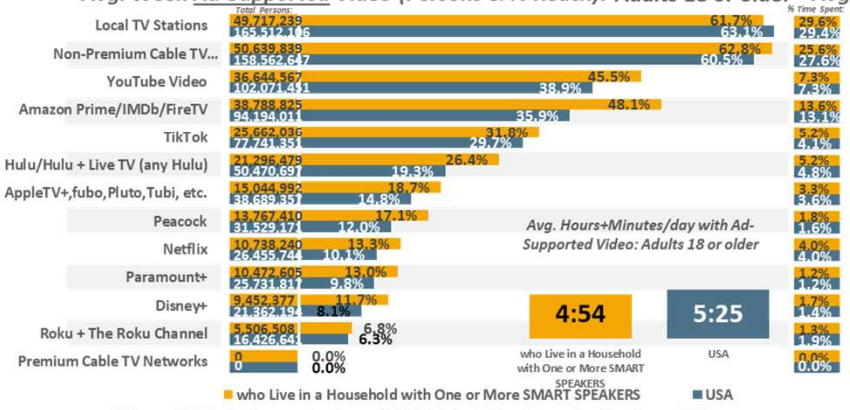
Avg. Week All Video (Persons & % Reach): Adults 18 or older



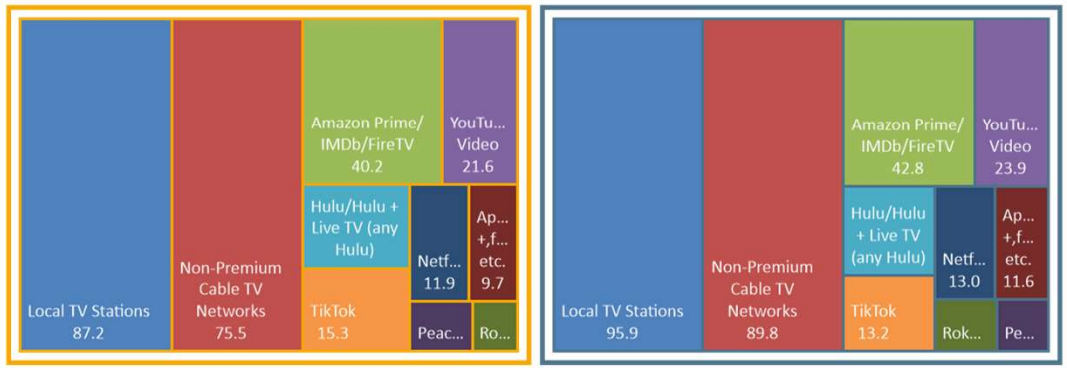
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

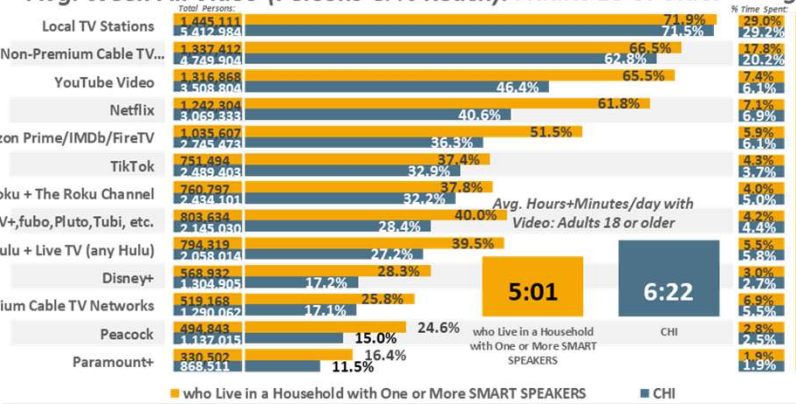
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

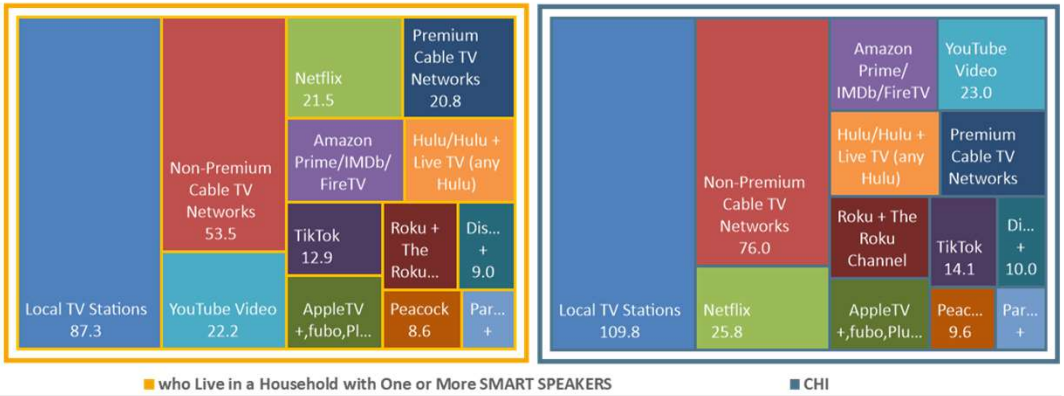


1,435,079 or 71.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 83.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

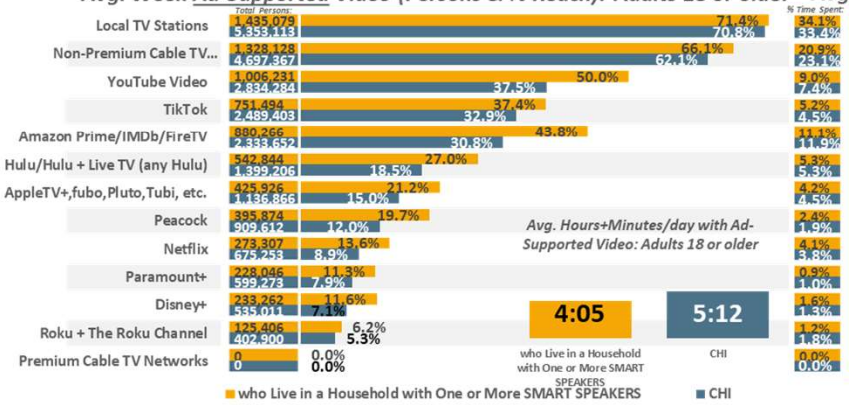
Avg. Week All Video (Persons & % Reach): Adults 18 or older



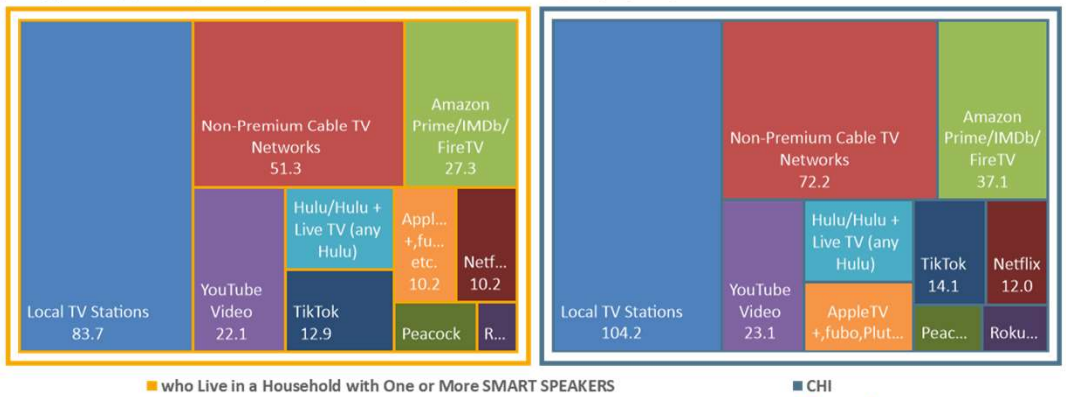
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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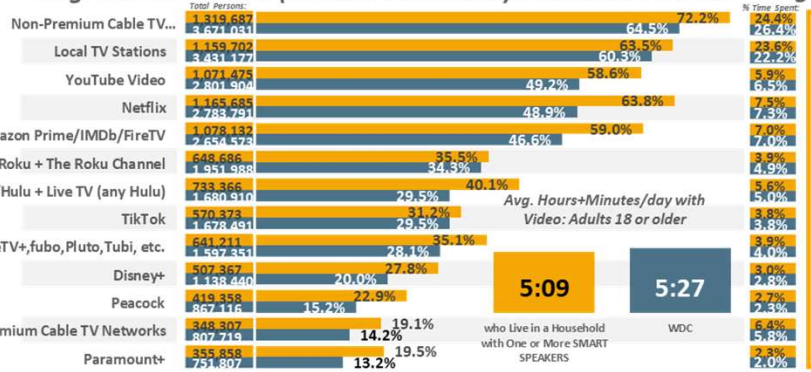
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

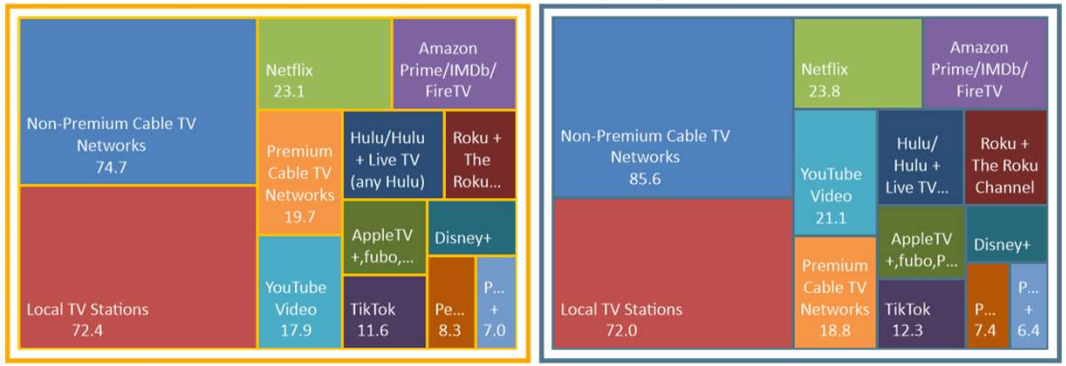


1,137,450 or 62.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

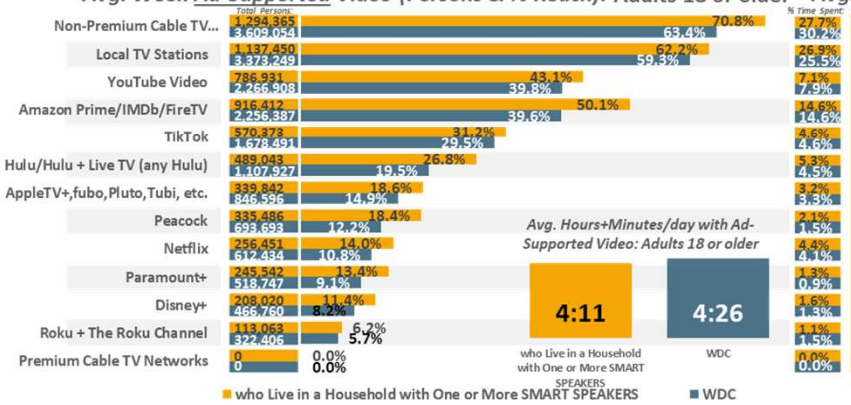
Avg. Week All Video (Persons & % Reach): Adults 18 or older



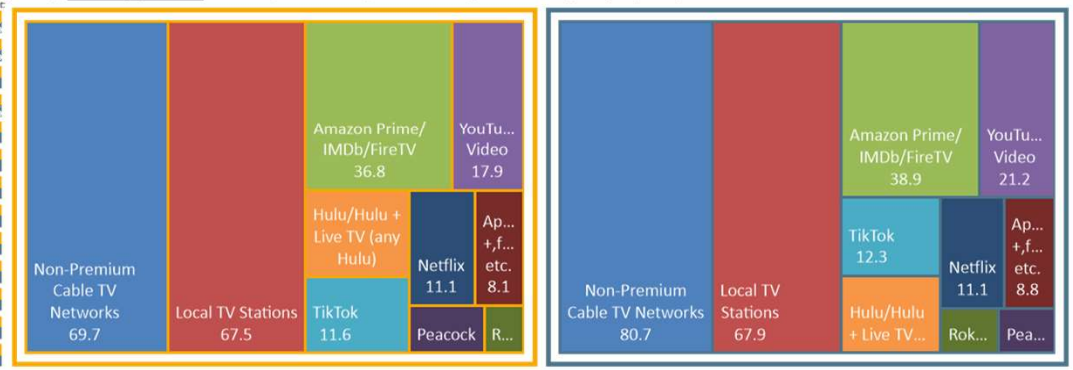
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Aug23-Sep24 Qual Intab 1,810

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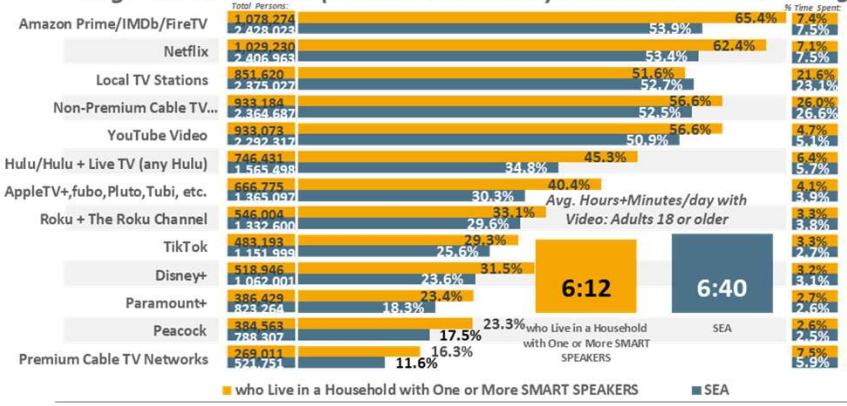
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

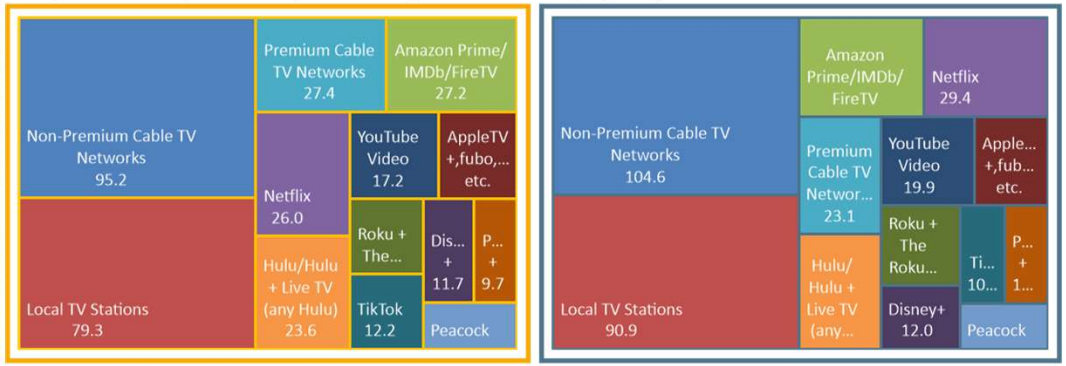


839,602 or 50.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 75. minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

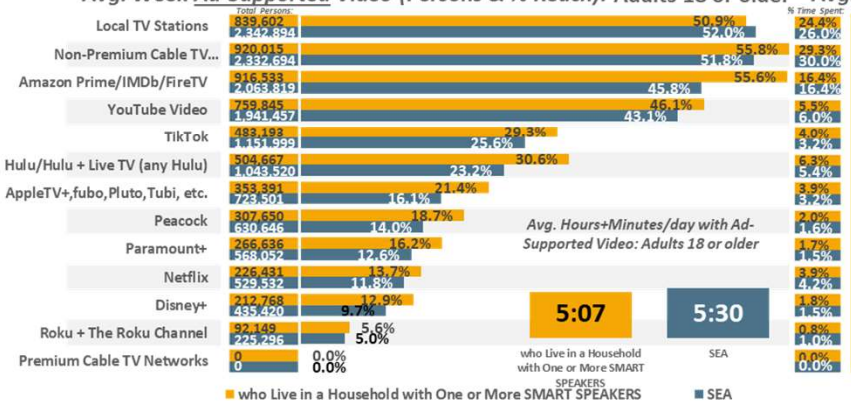
Avg. Week All Video (Persons & % Reach): Adults 18 or older



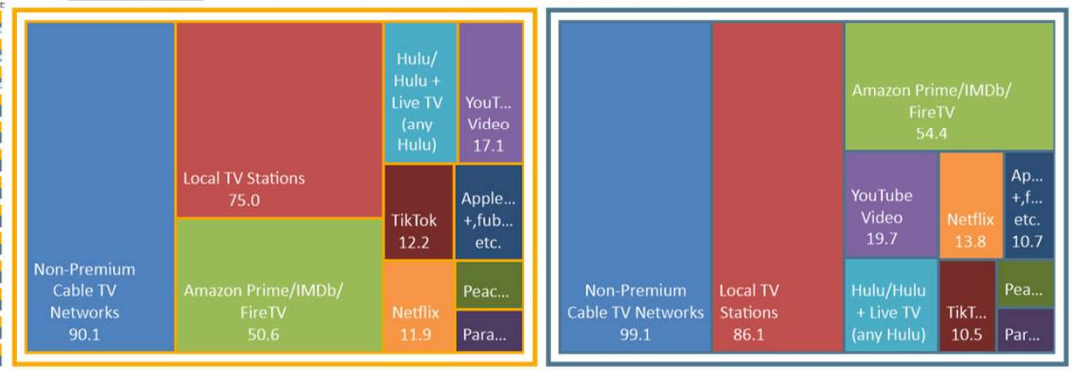
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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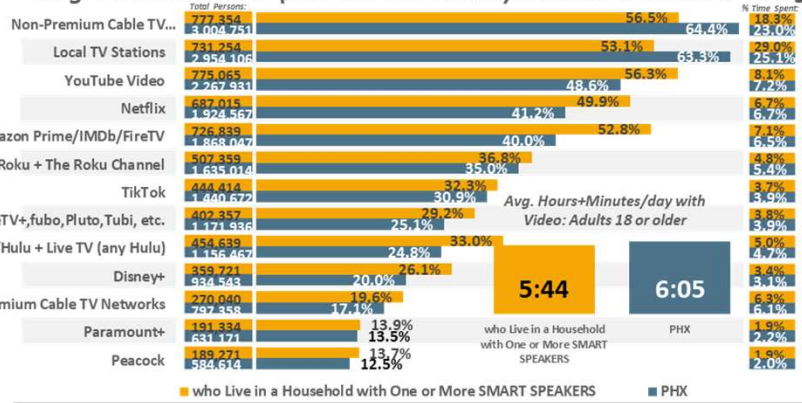
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

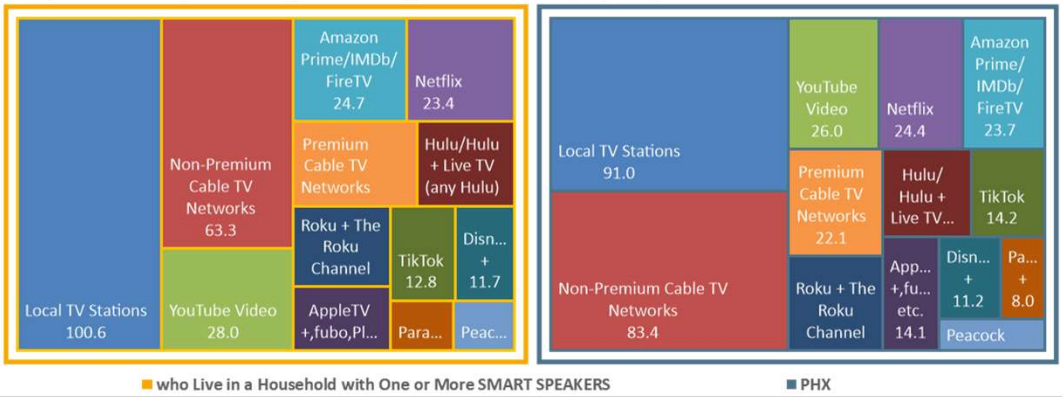


725,559 or 52.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 98.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

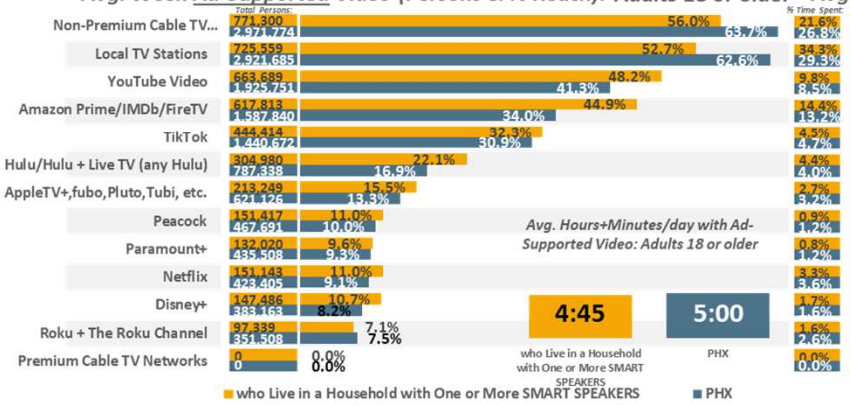
Avg. Week All Video (Persons & % Reach): Adults 18 or older



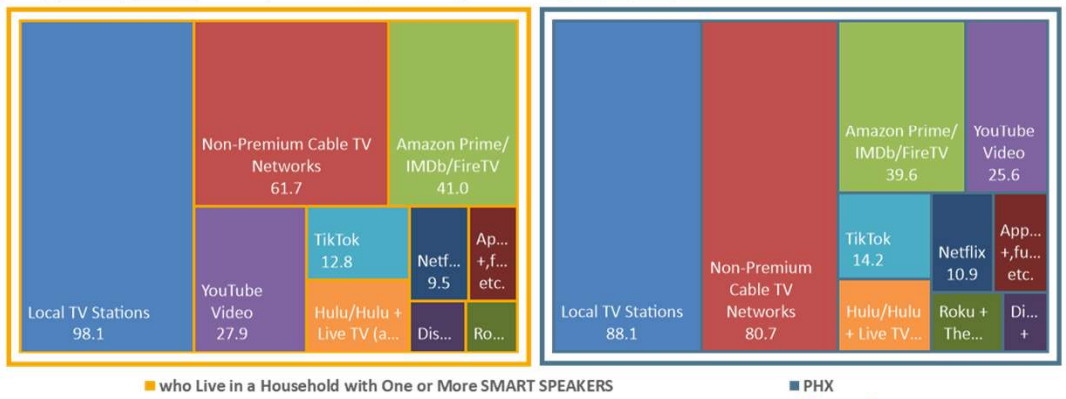
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Aug23-Aug24 Qual Intab 605

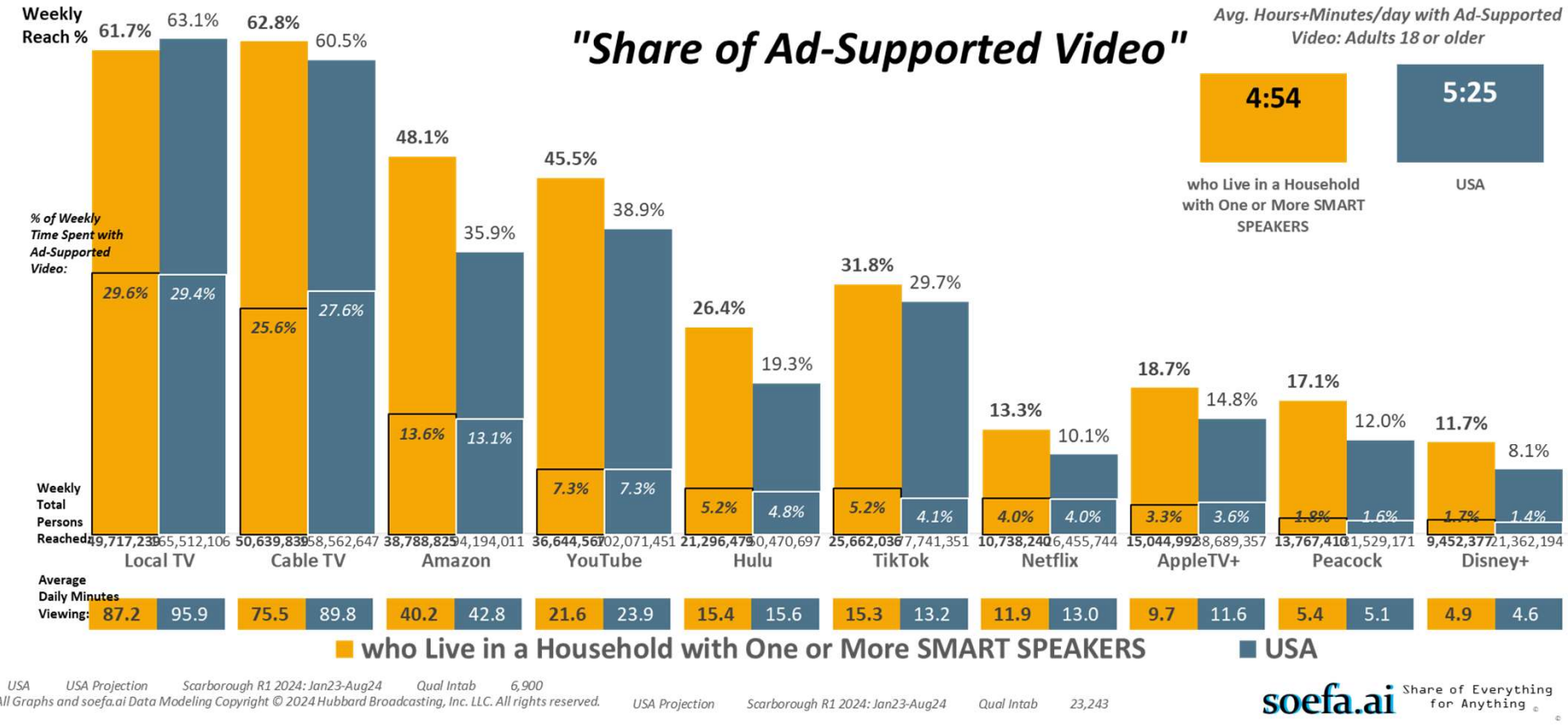
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



49,717,239 or 61.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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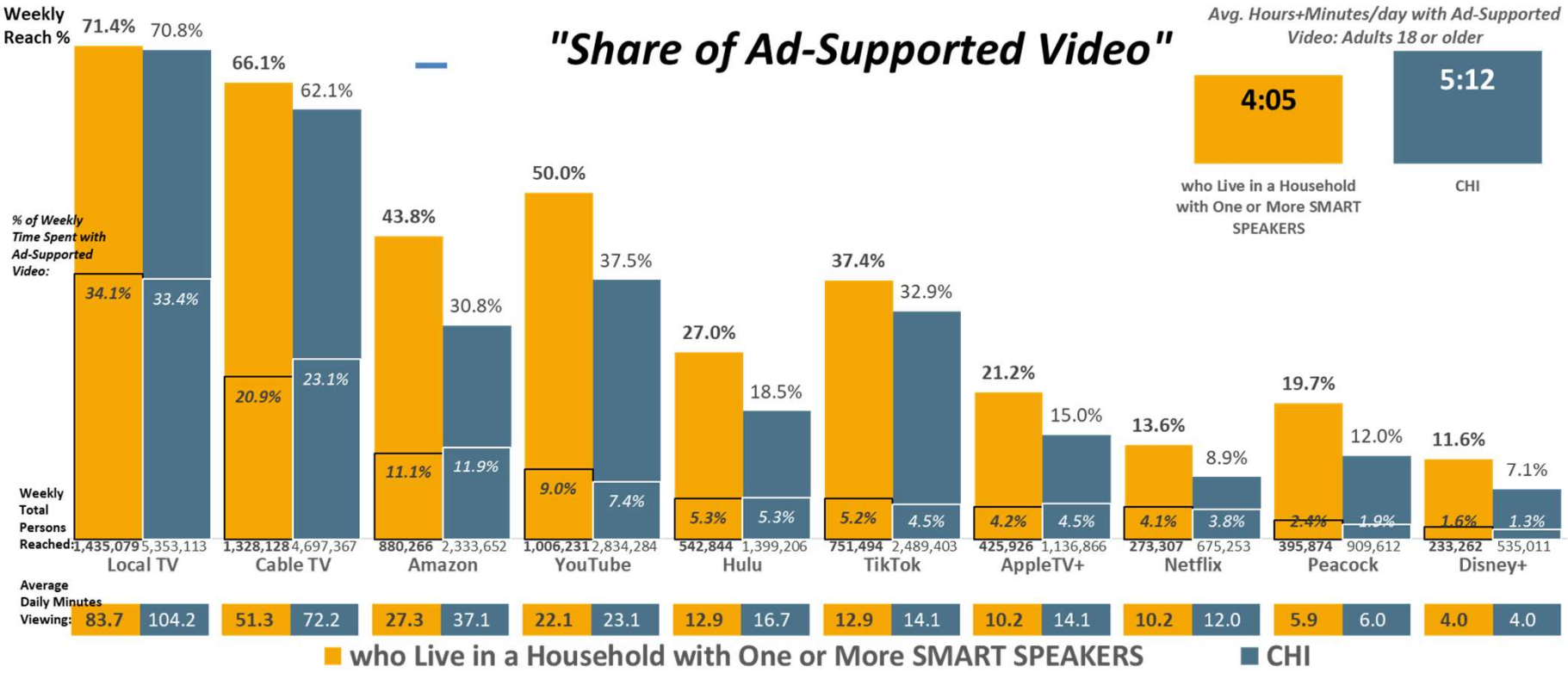
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,435,079 or 71.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 83.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

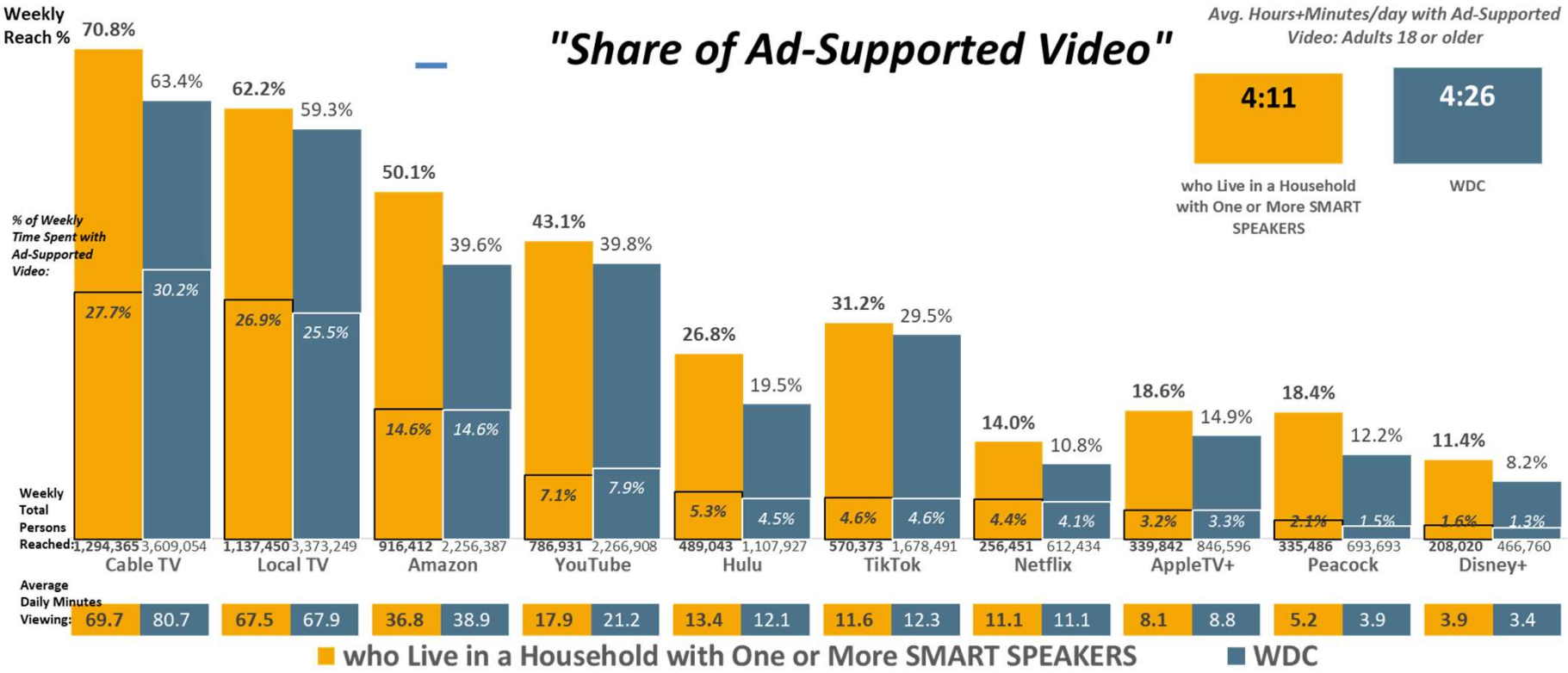
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,137,450 or 62.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

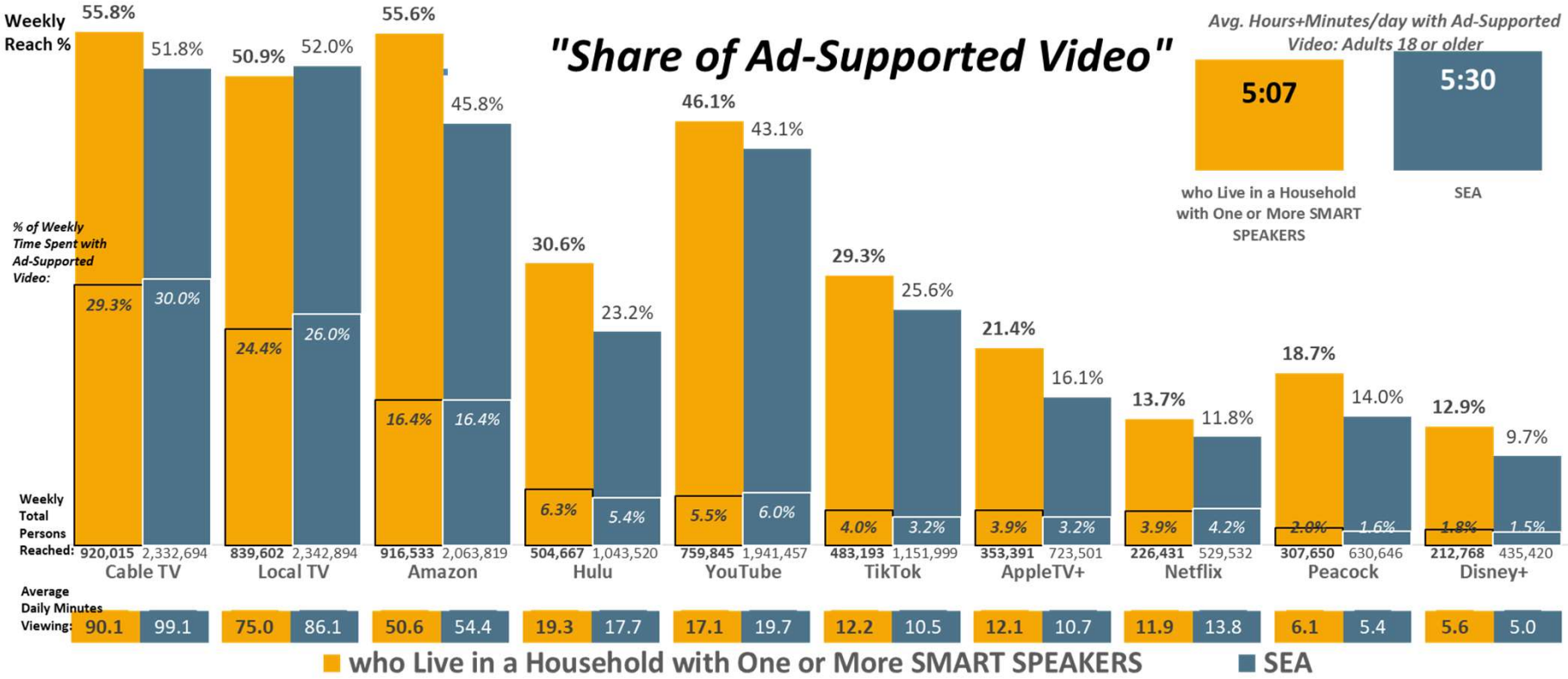
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



839,602 or 50.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 75. minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

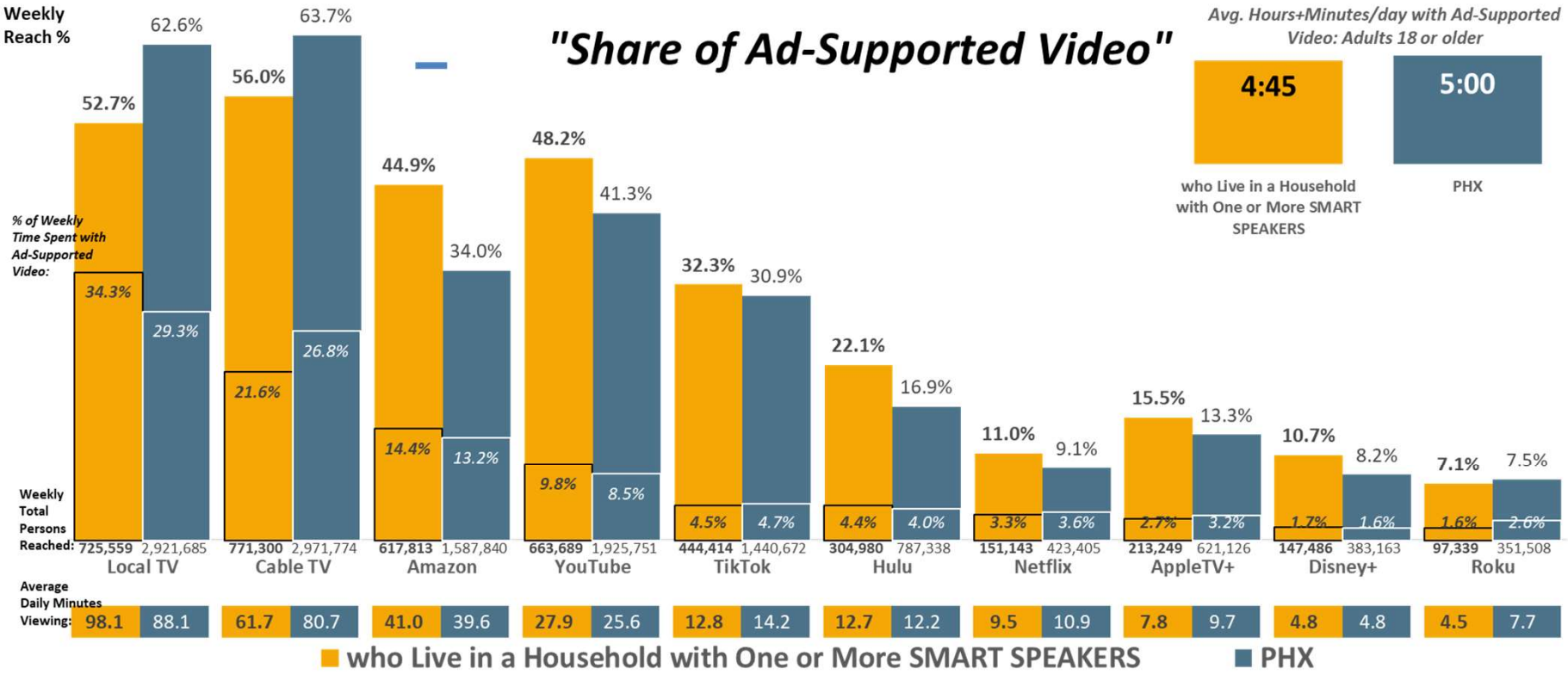
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



725,559 or 52.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations for an average of 98.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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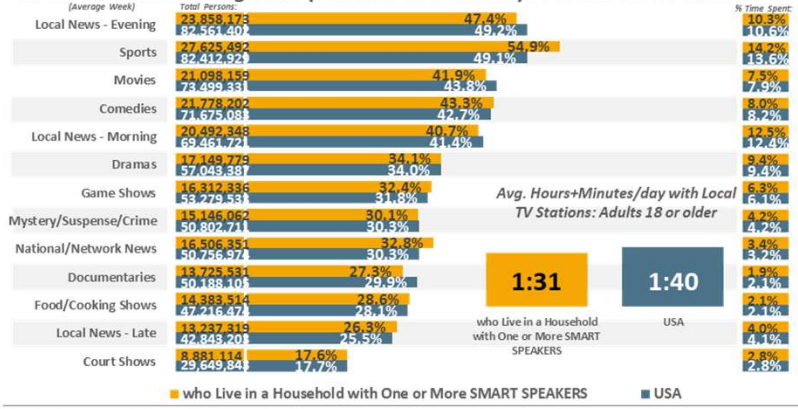
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

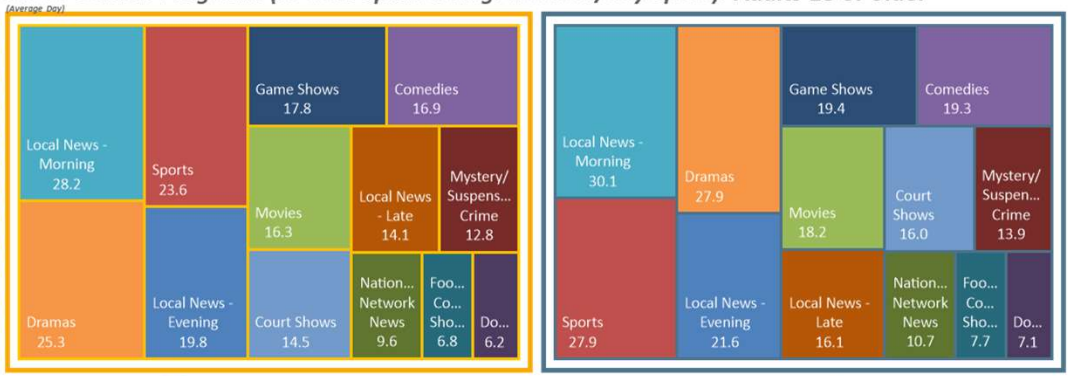


49,717,239 or 61.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

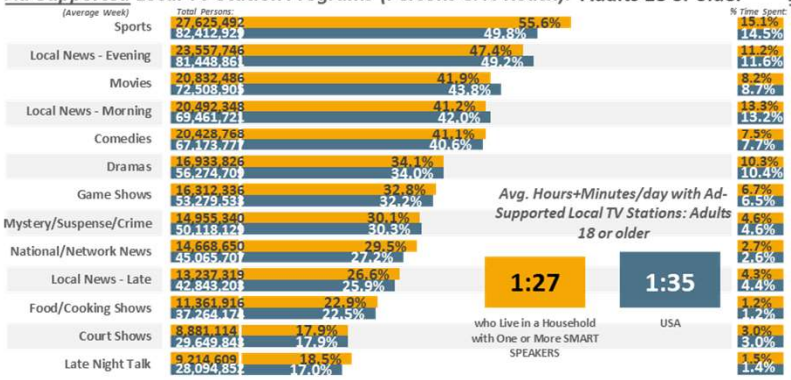
Local TV Station Programs (Persons & % Reach): Adults 18 or older



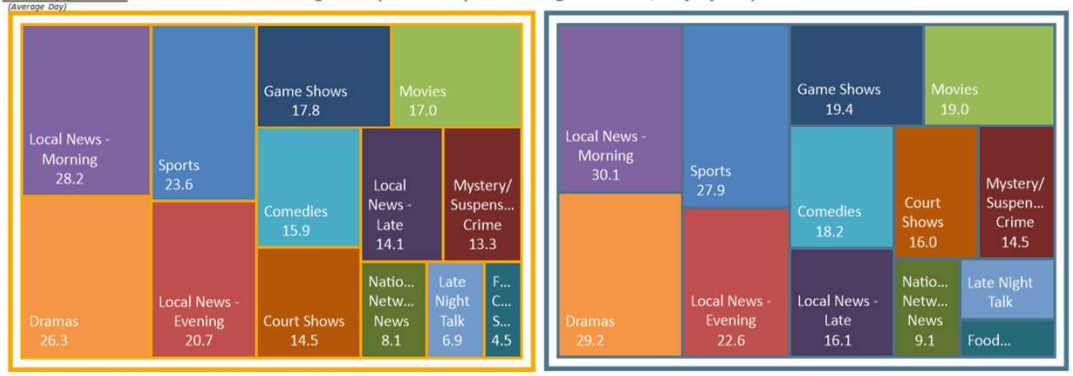
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

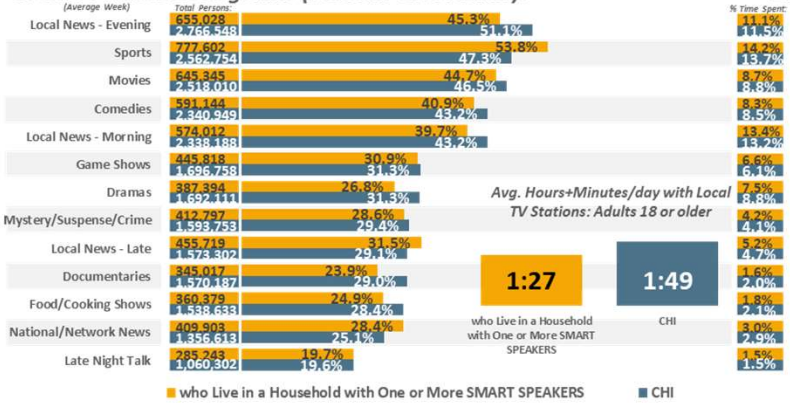
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

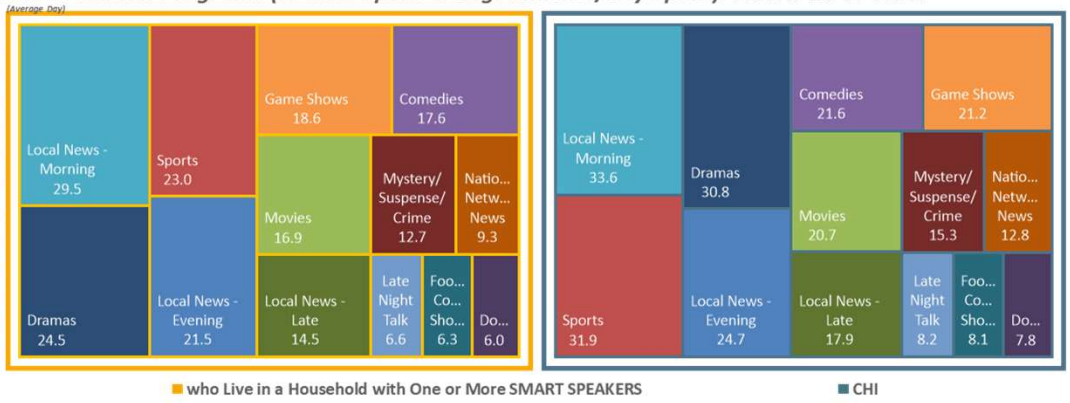


1,435,079 or 71.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Local News - Late.

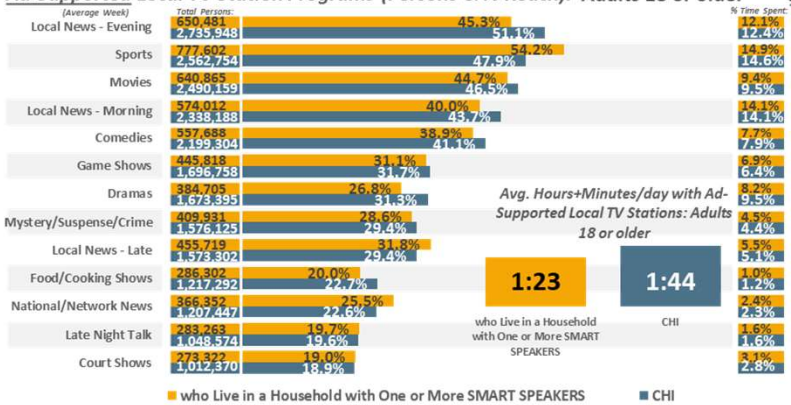
Local TV Station Programs (Persons & % Reach): Adults 18 or older



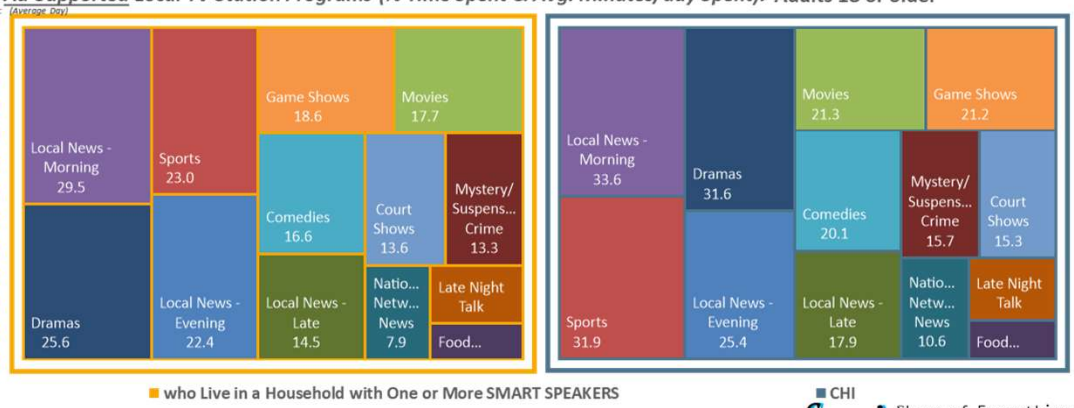
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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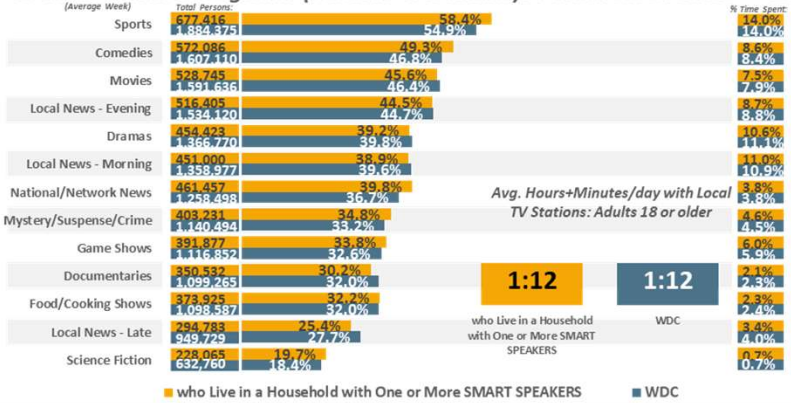
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

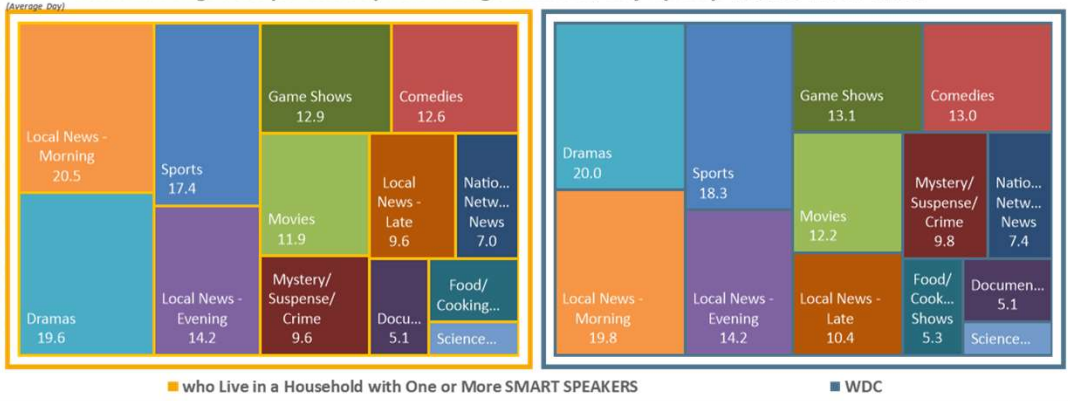


1,137,450 or 62.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

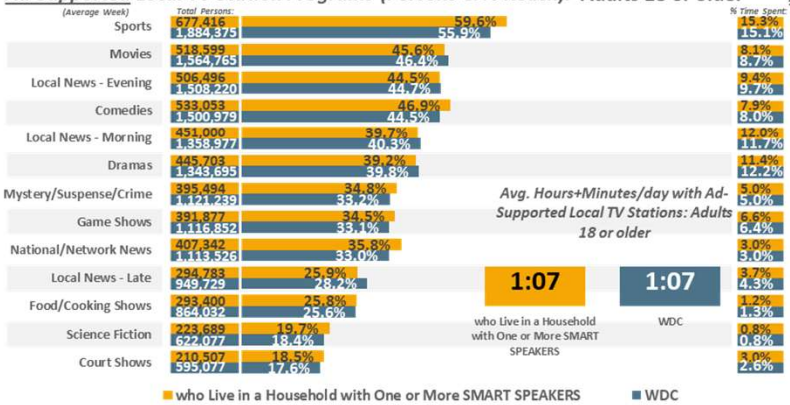
Local TV Station Programs (Persons & % Reach): Adults 18 or older



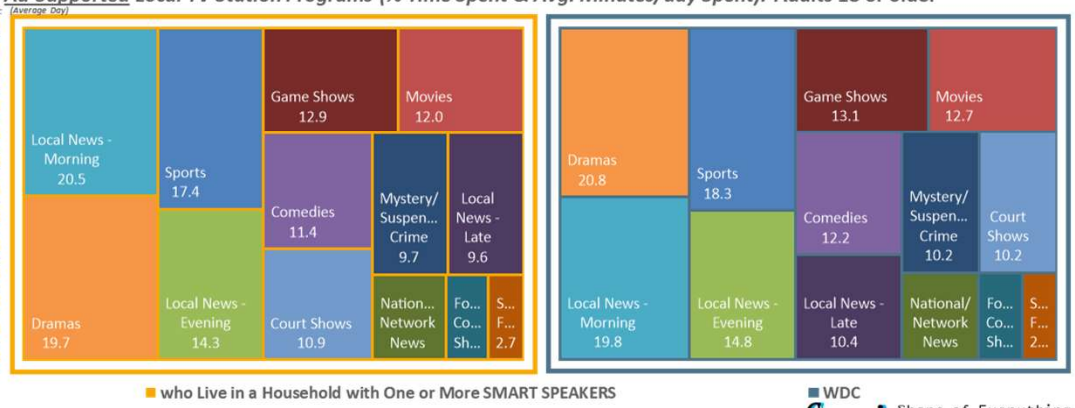
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

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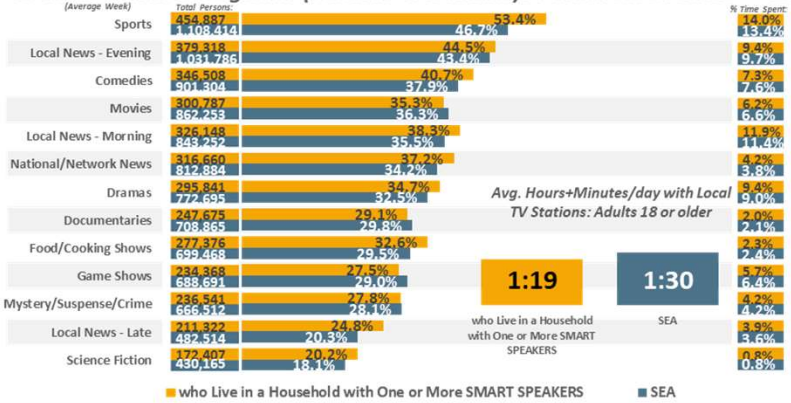
soefa.ai Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

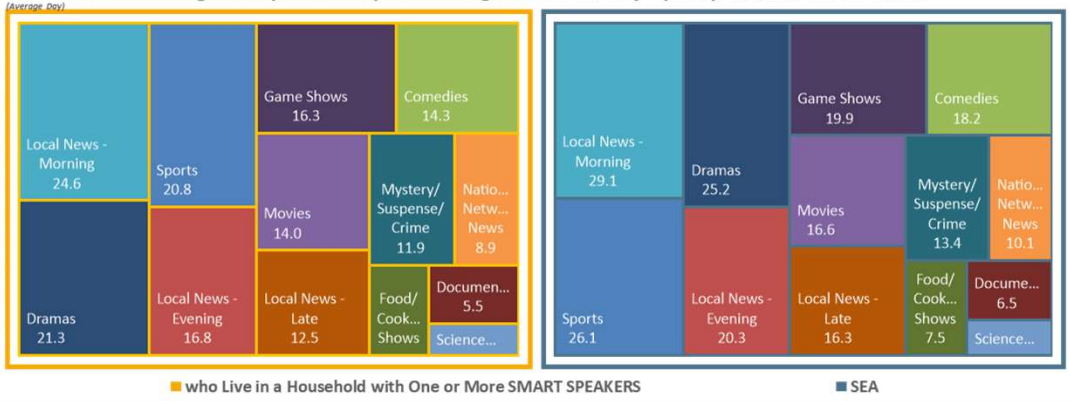


839,602 or 50.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

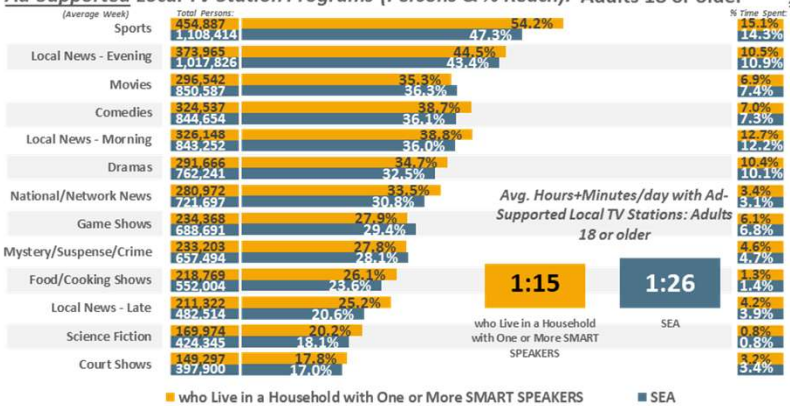
Local TV Station Programs (Persons & % Reach): Adults 18 or older



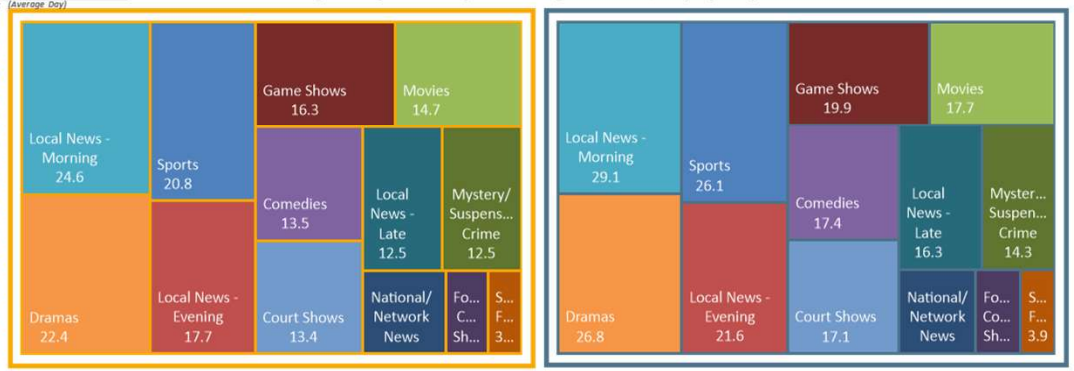
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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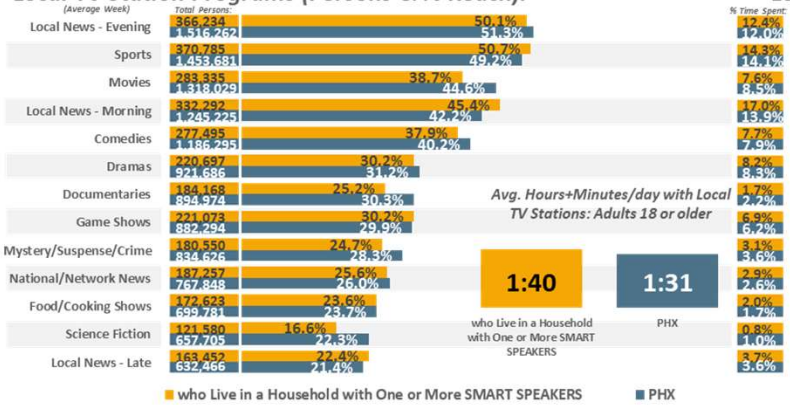
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

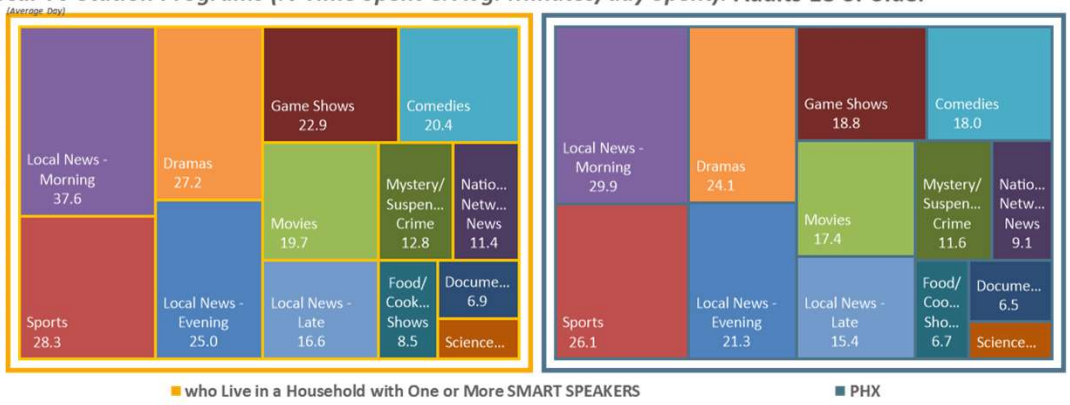


725,559 or 52.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

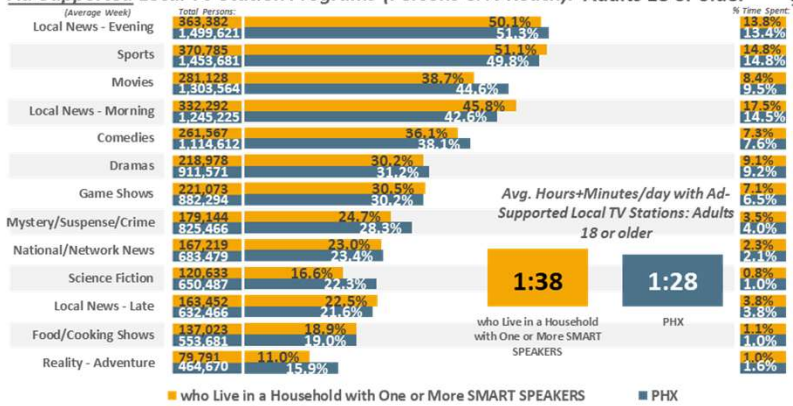
Local TV Station Programs (Persons & % Reach): Adults 18 or older



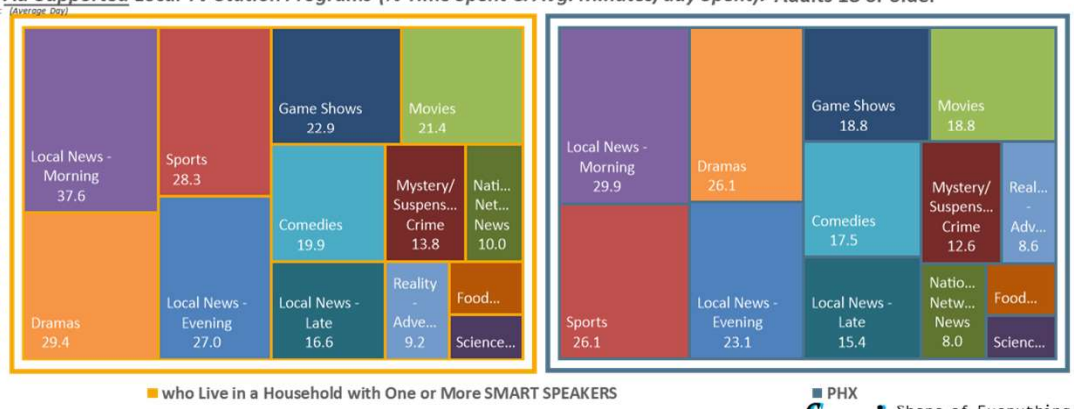
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

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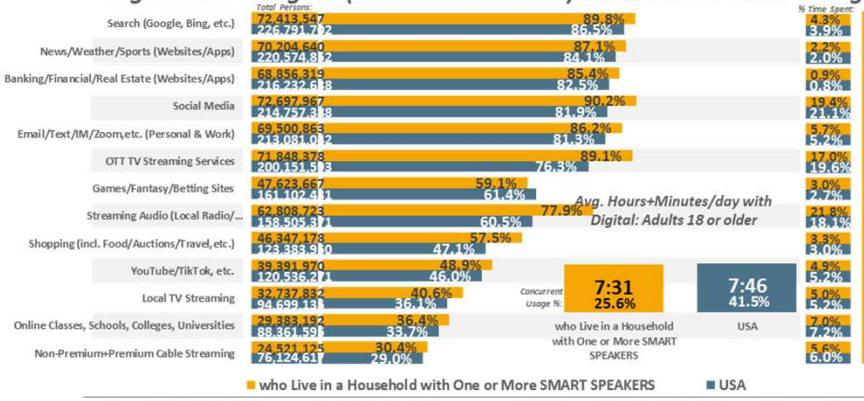
soefa.ai Share of Everything for Anything ©

Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

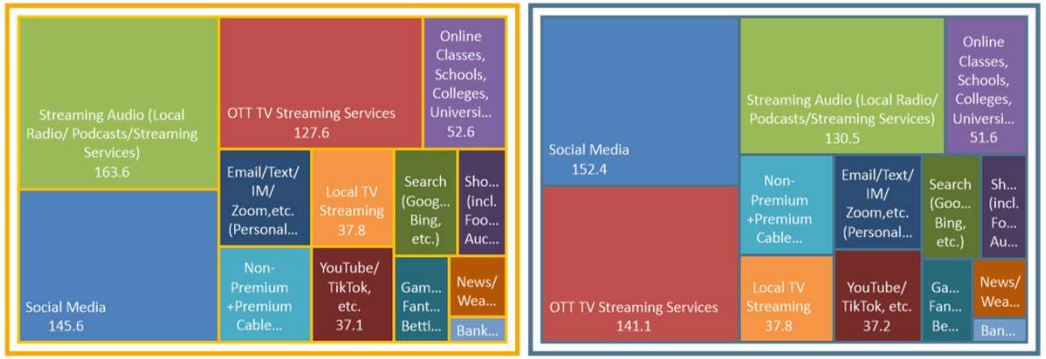


65,073,119 or 80.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 130.3 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

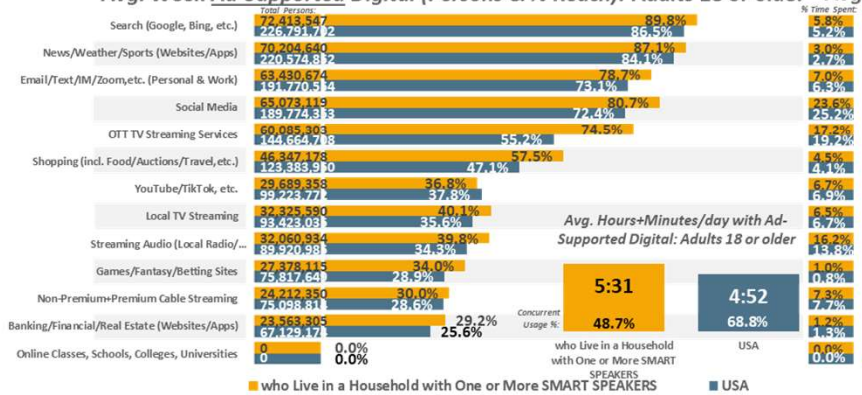
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



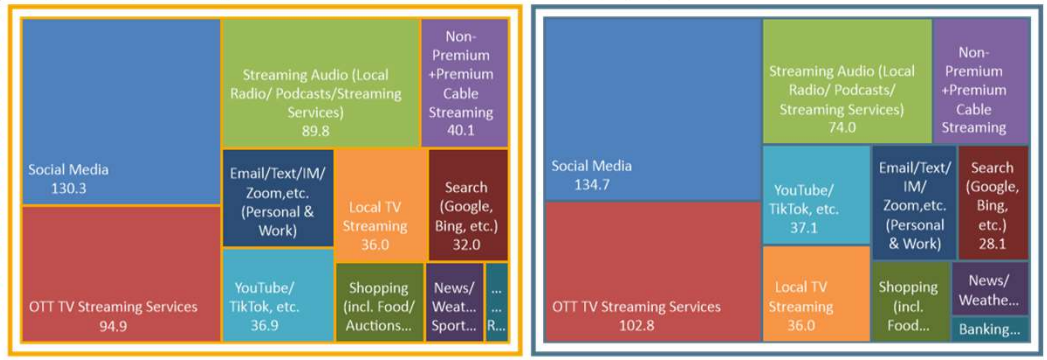
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

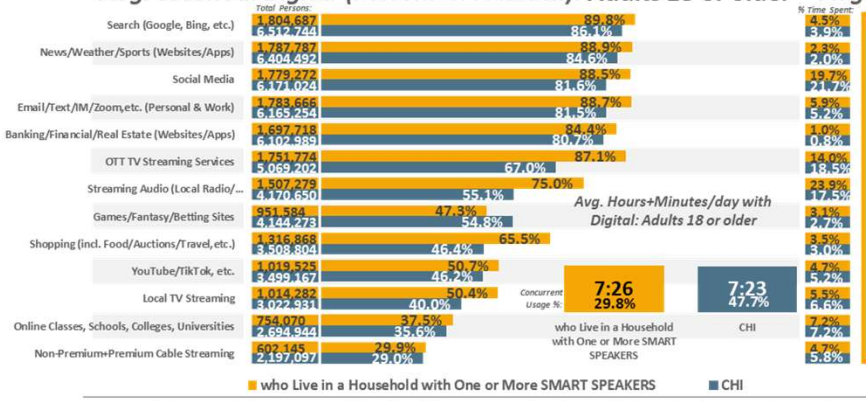
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

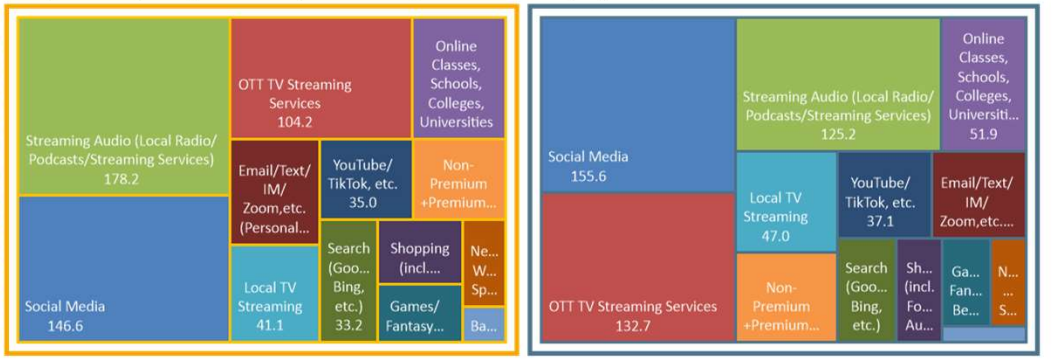


1,591,538 or 79.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 131.1 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

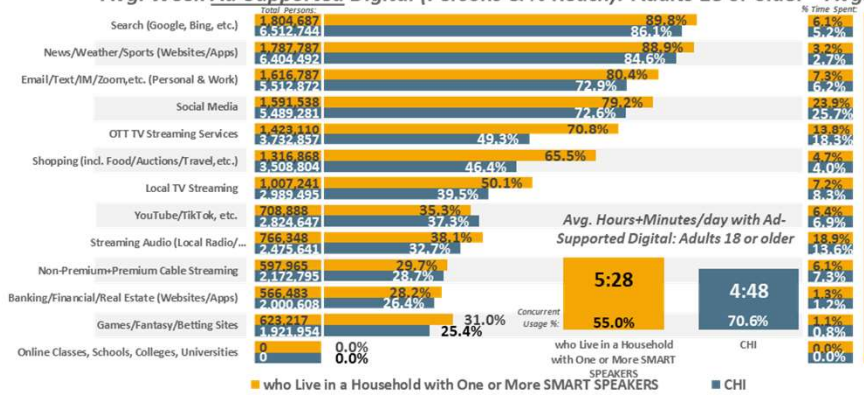
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



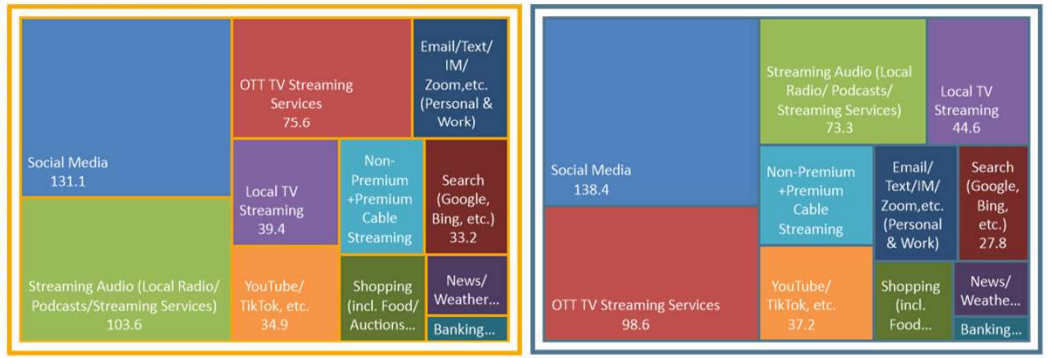
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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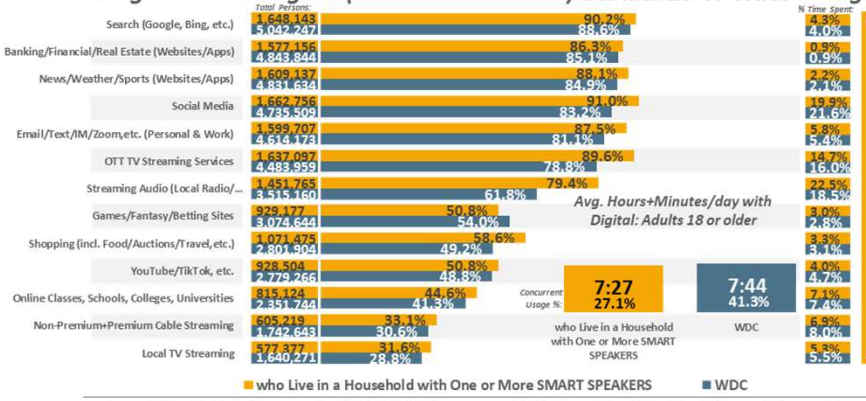
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

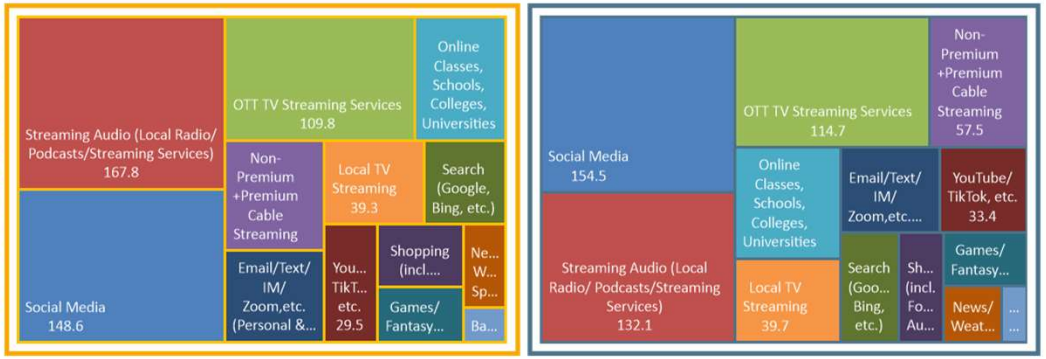


1,469,386 or 80.4% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 131.3 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

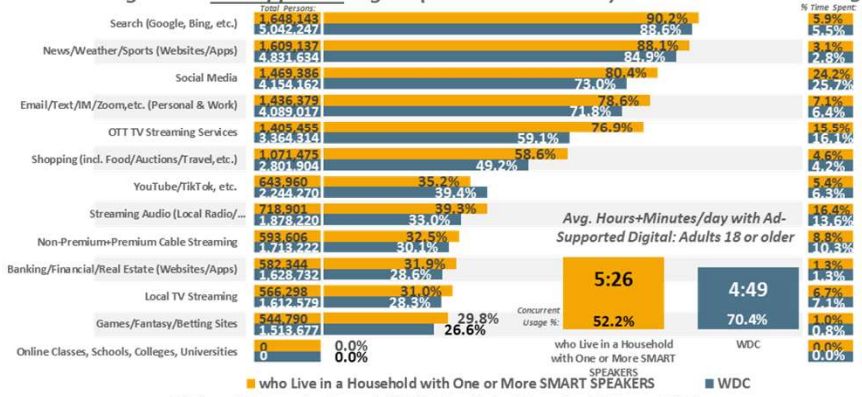
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



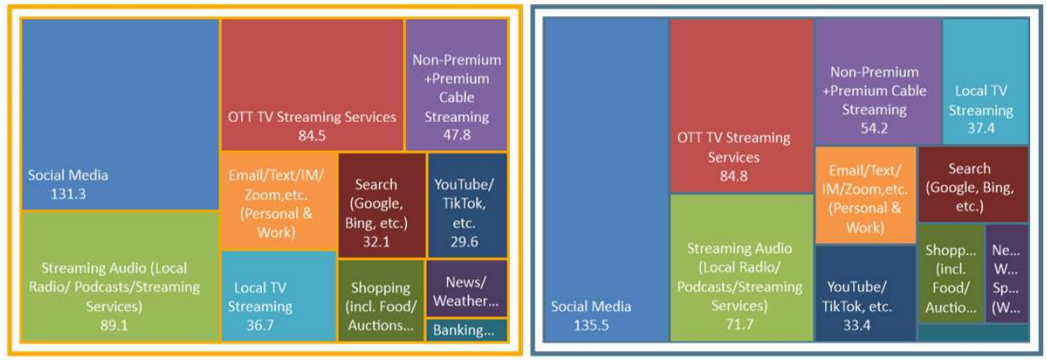
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

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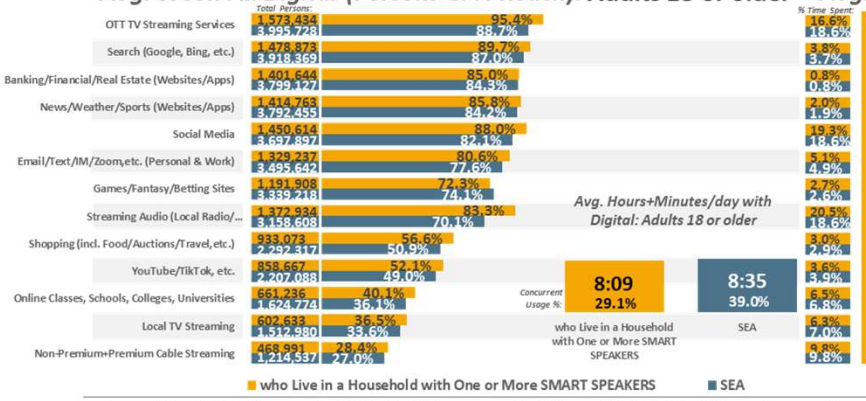
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

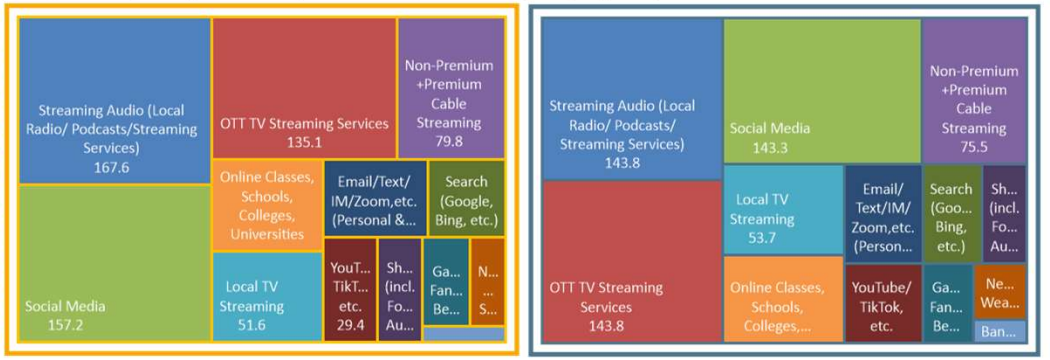


1,297,616 or 78.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 140.6 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

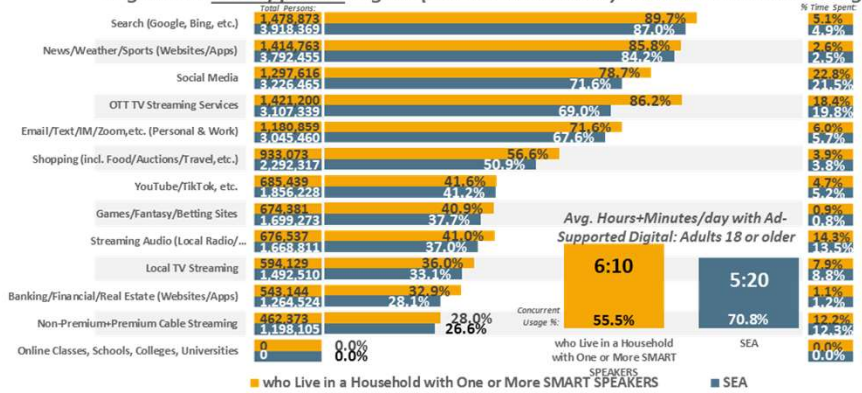
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



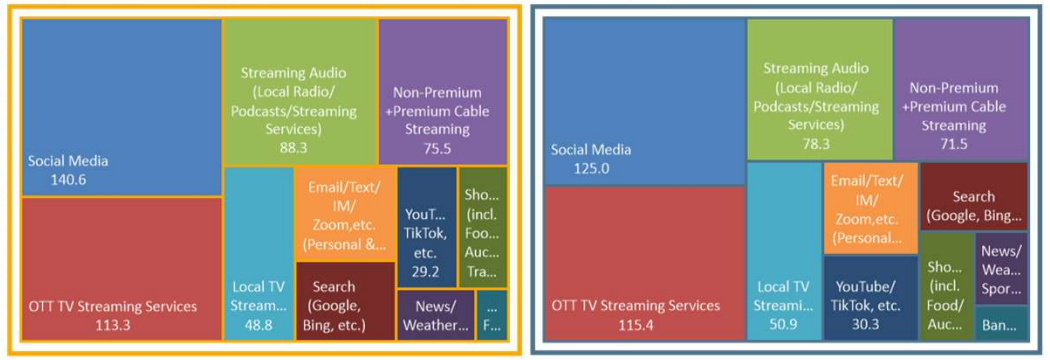
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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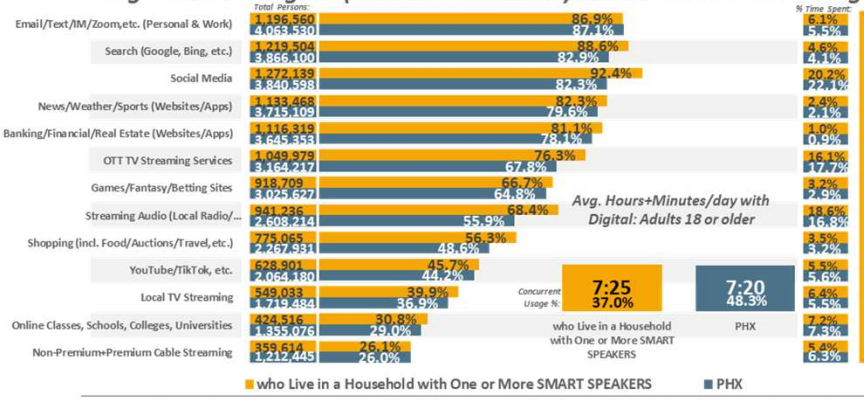
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

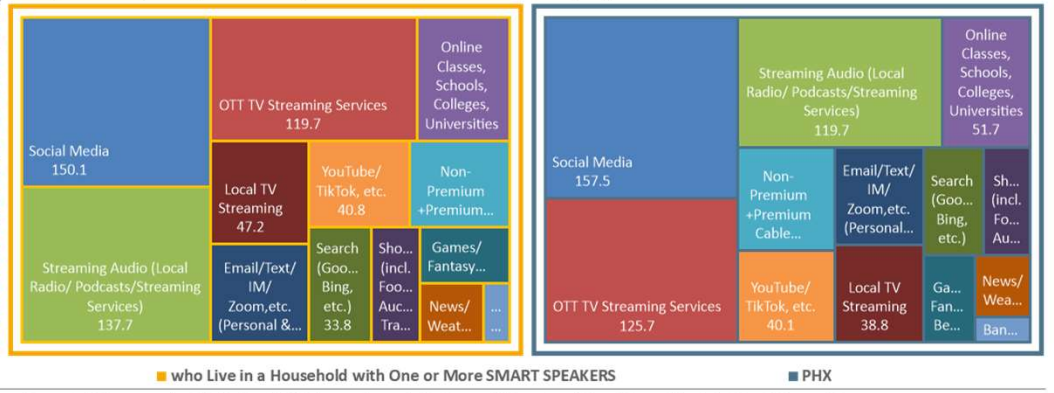


1,164,391 or 84.6% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Social Media for an average of 137.4 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

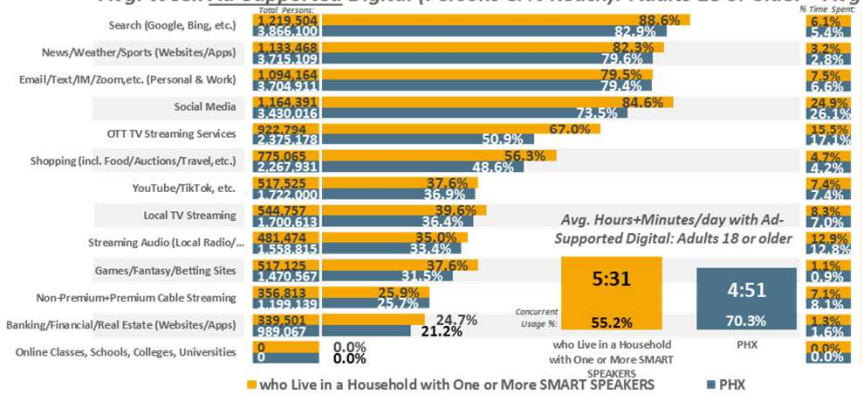
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



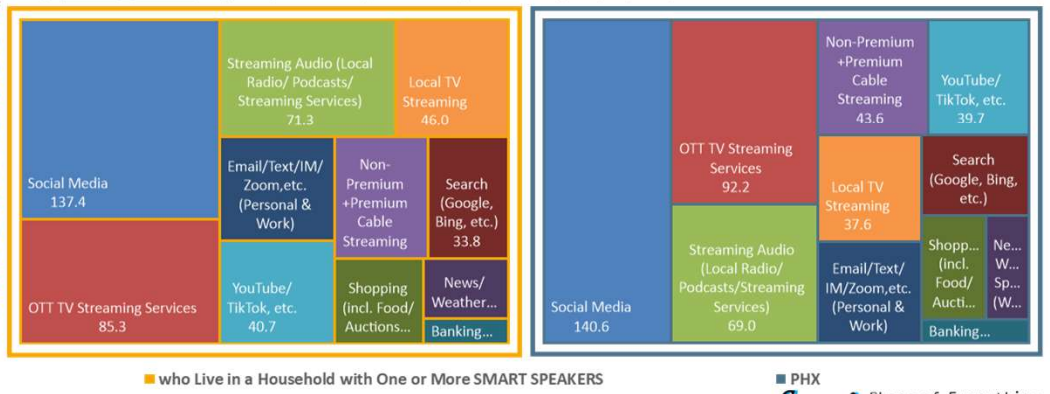
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

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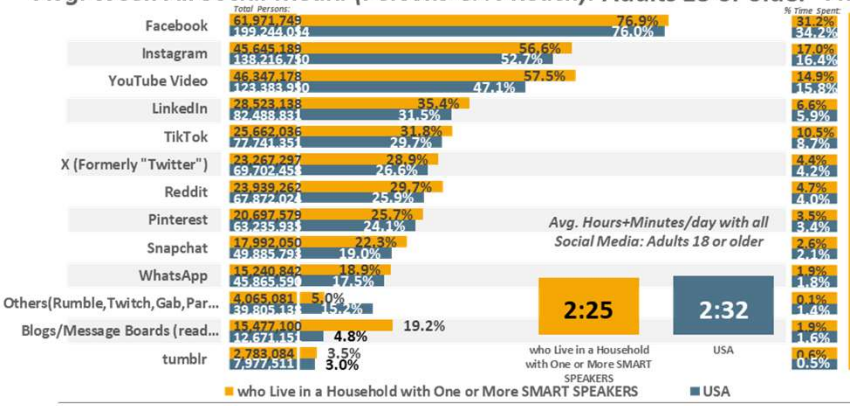
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

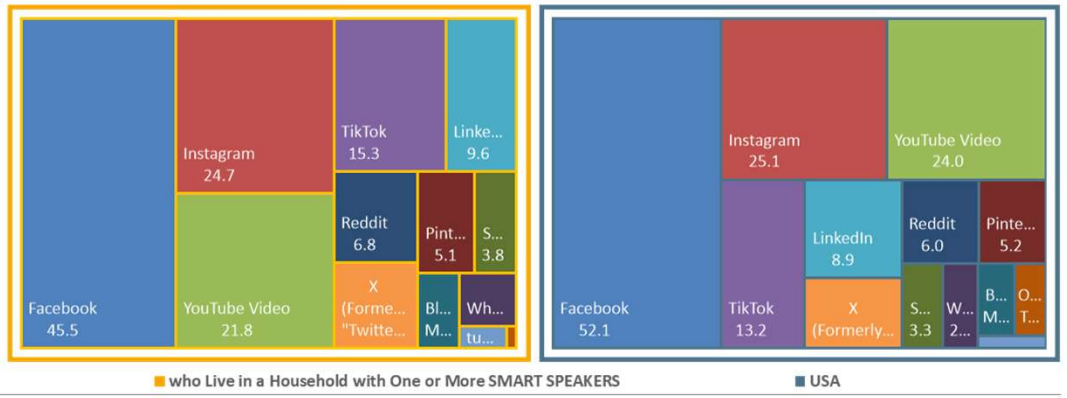


61,971,749 or 76.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 44.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

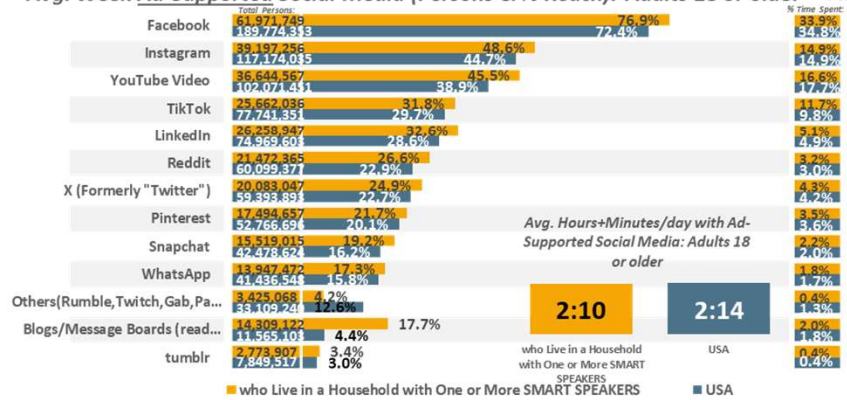
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



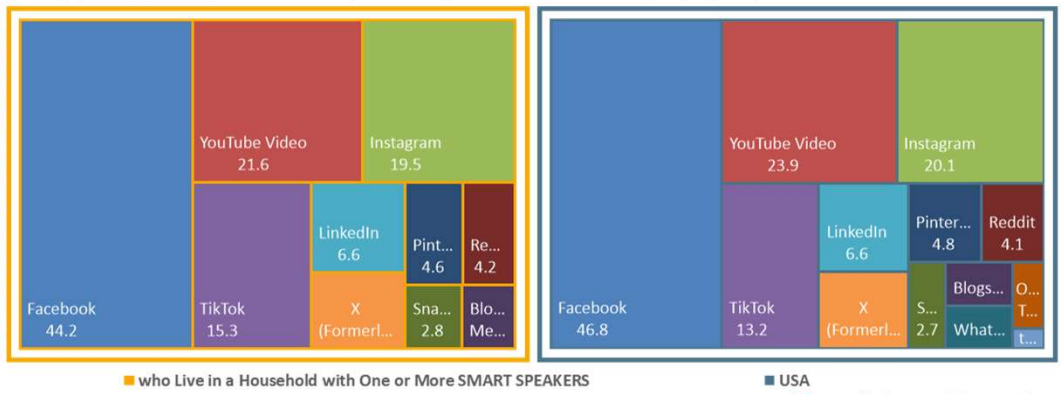
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

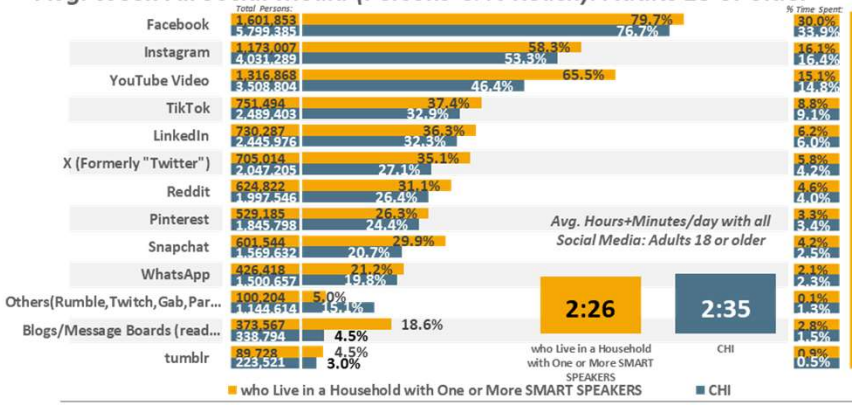
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

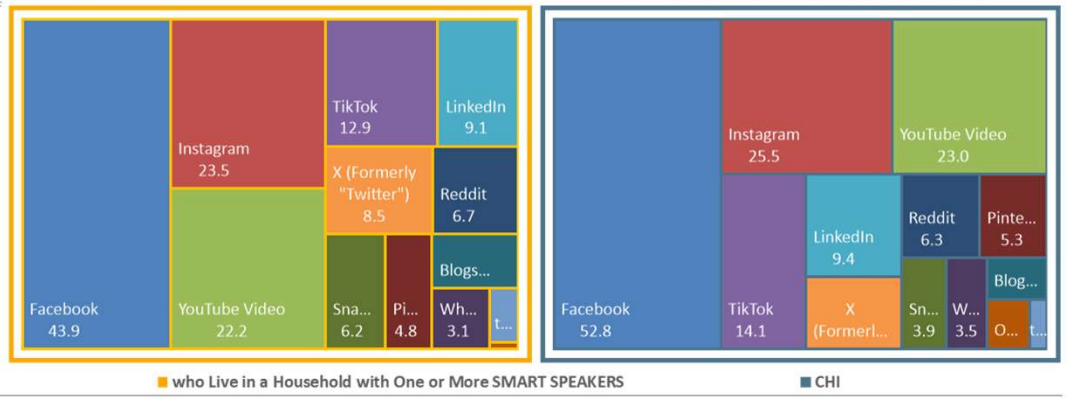


1,591,538 or 79.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 43.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

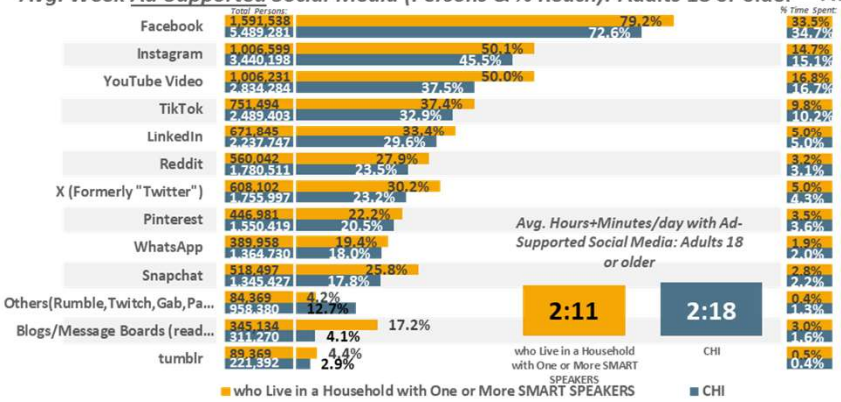
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



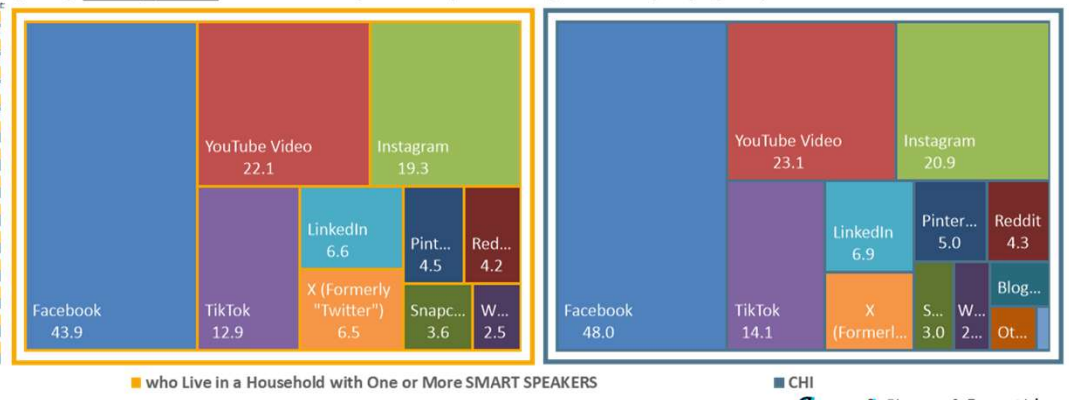
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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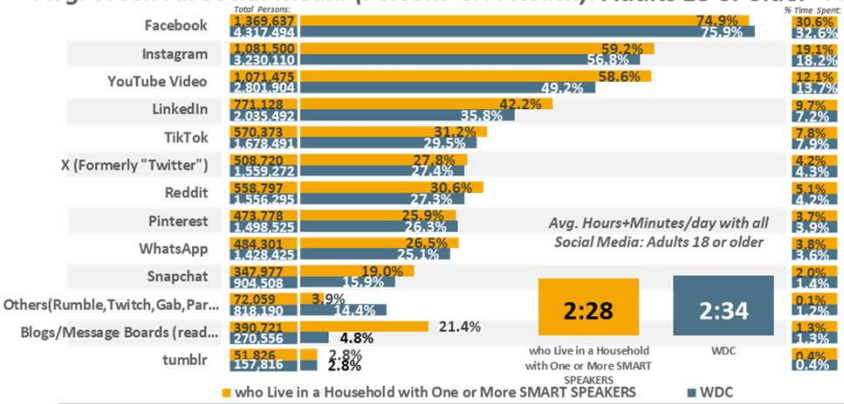
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

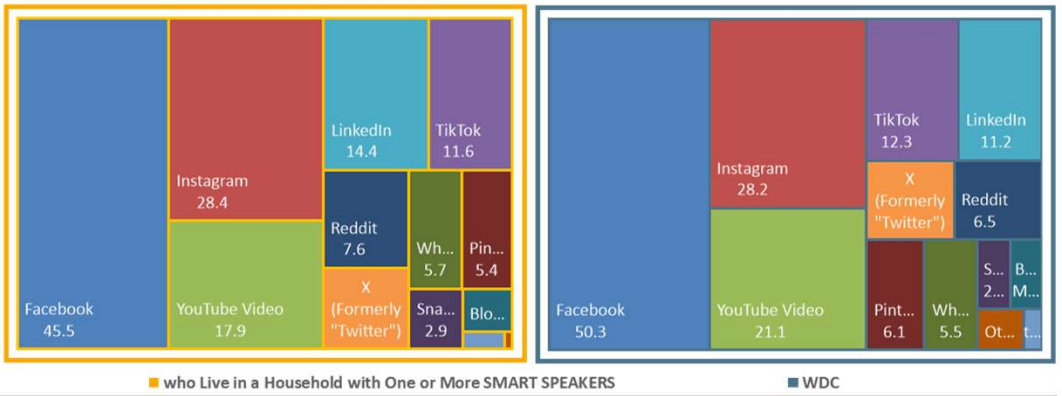


1,369,637 or 74.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 47.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

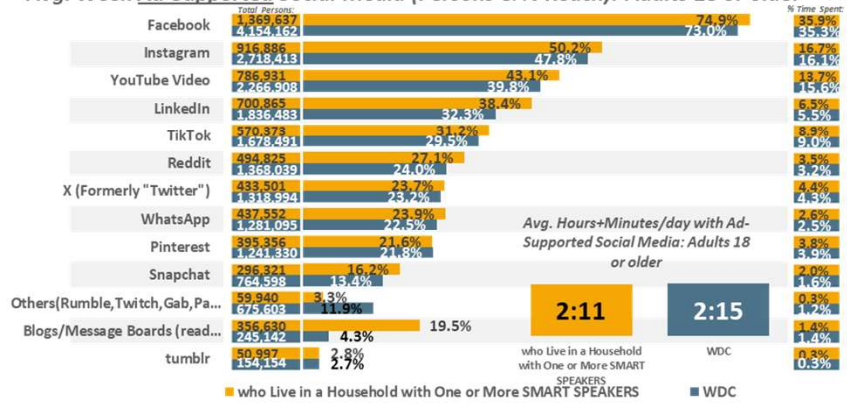
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



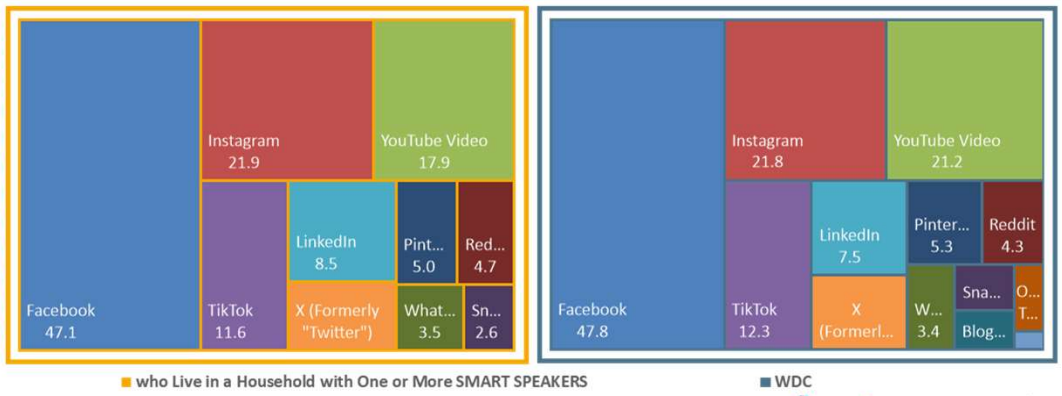
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

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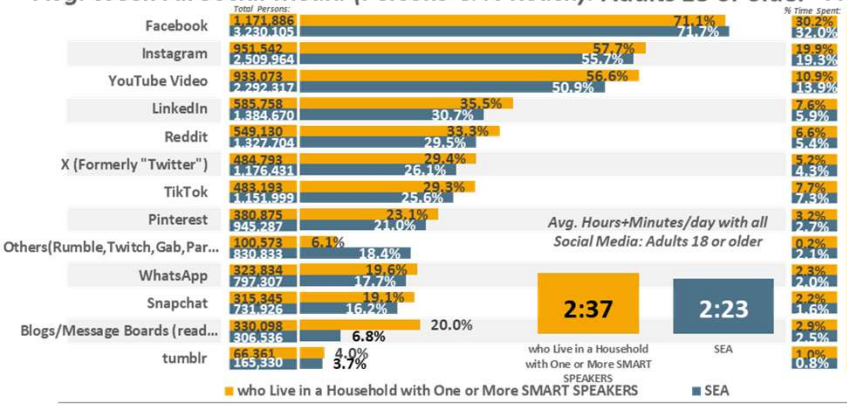
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

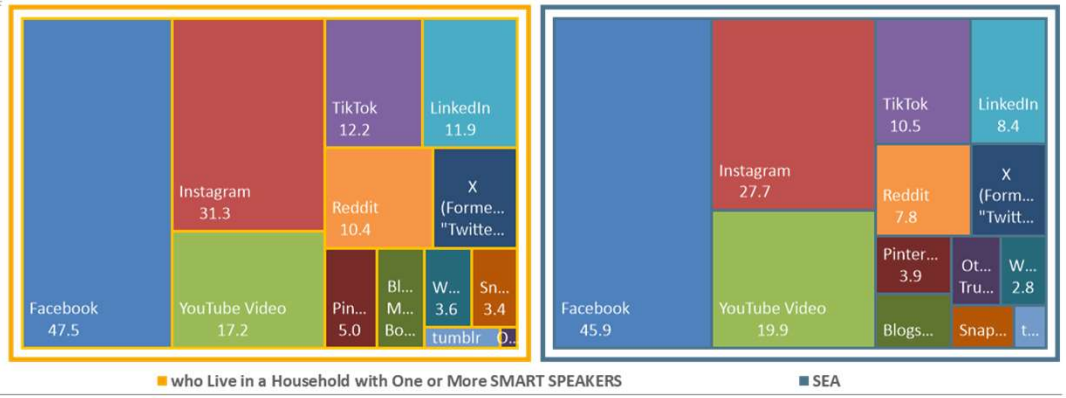


1,171,886 or 71.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 49.8 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

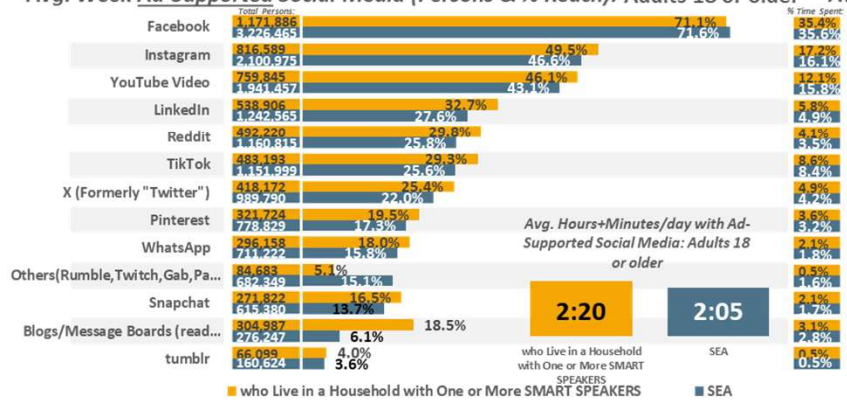
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



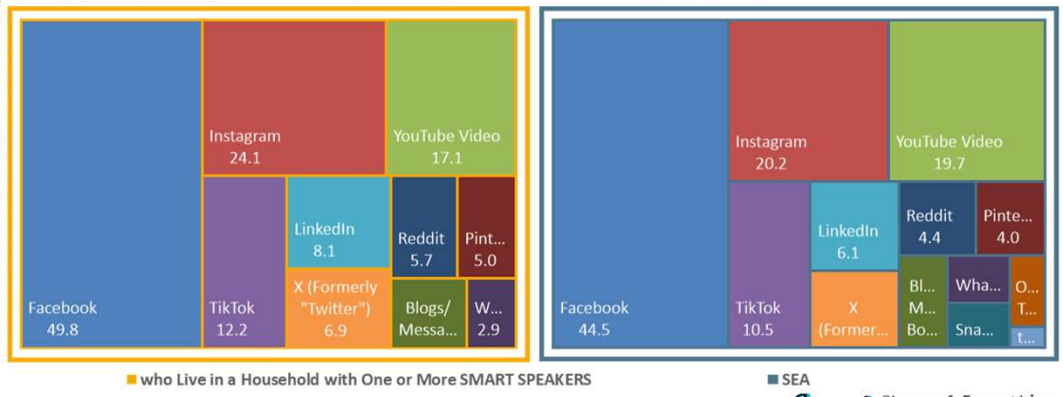
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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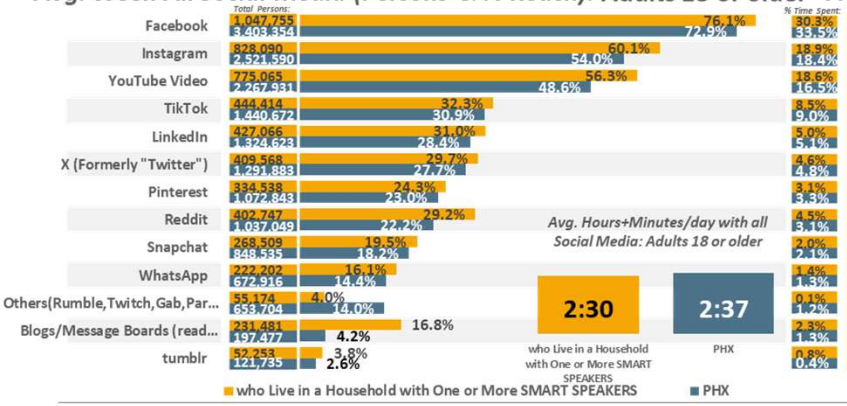
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

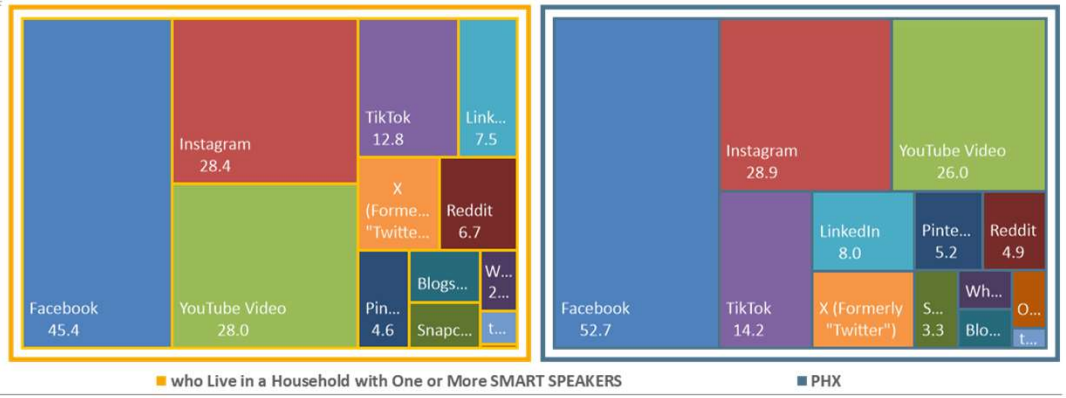


1,047,755 or 76.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 45. minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

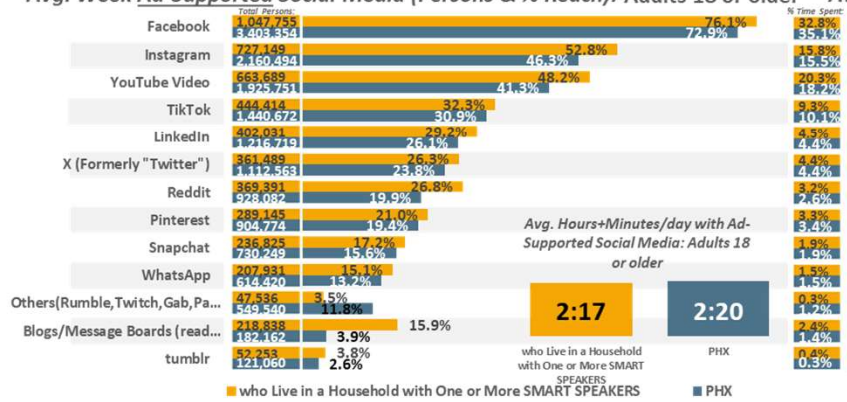
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



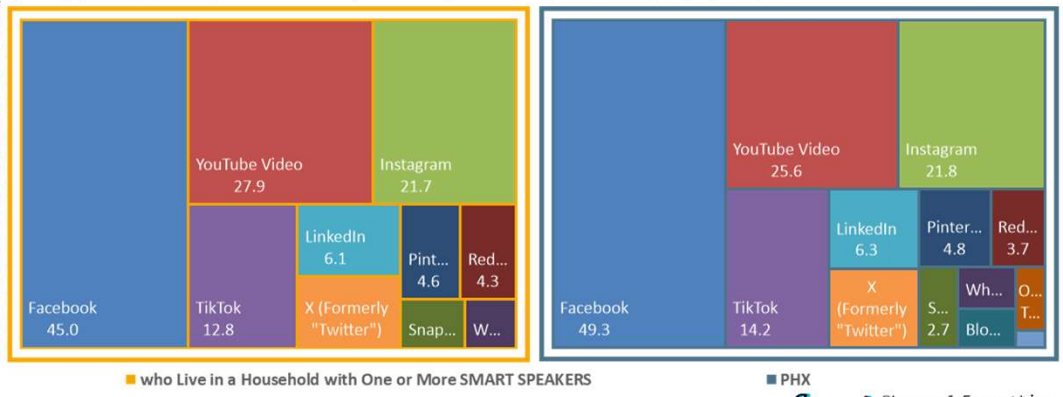
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

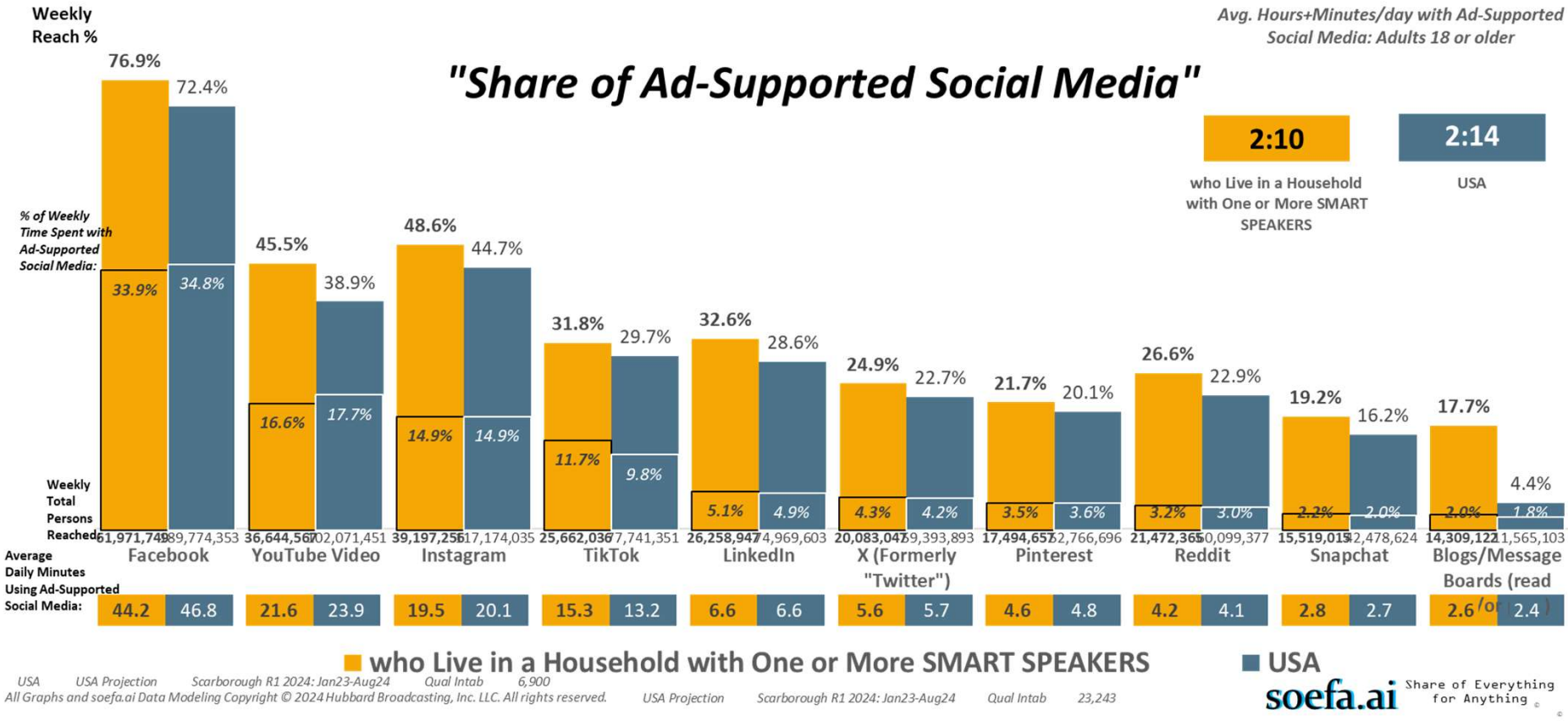
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



61,971,749 or 76.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 44.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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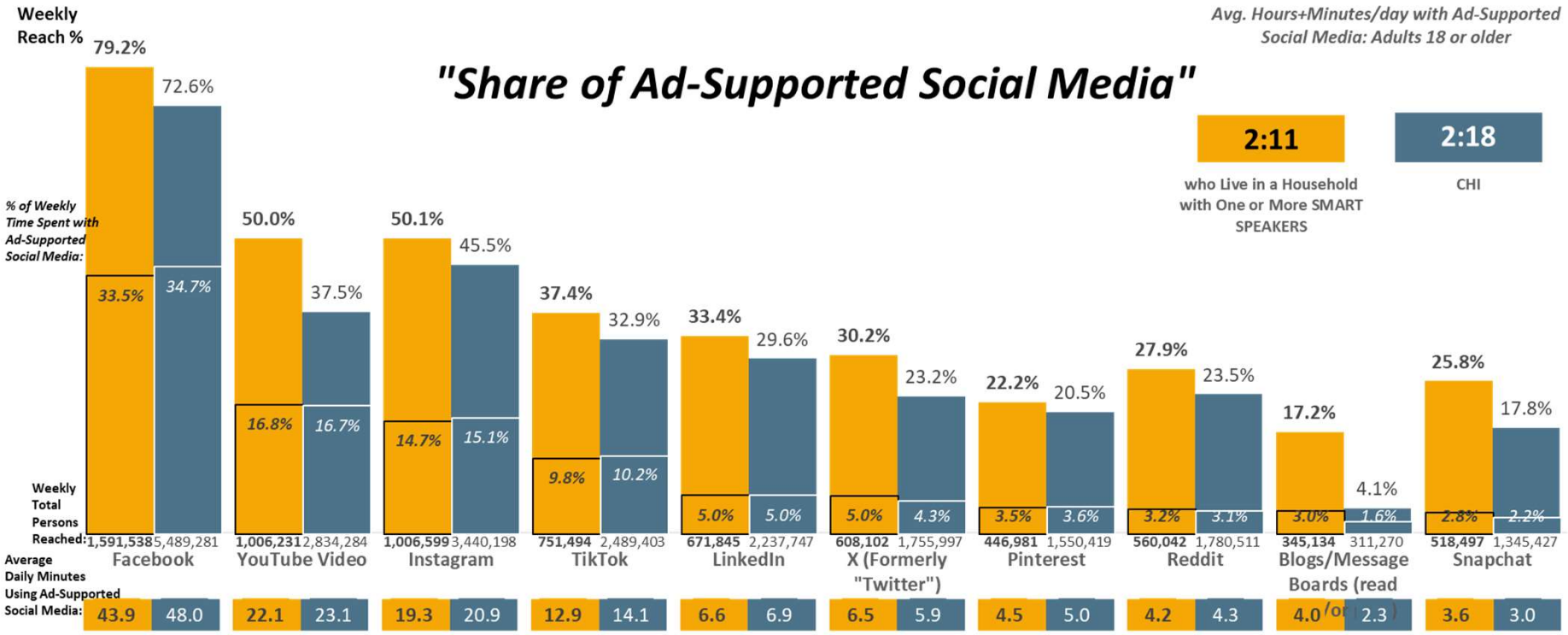
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,591,538 or 79.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 43.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

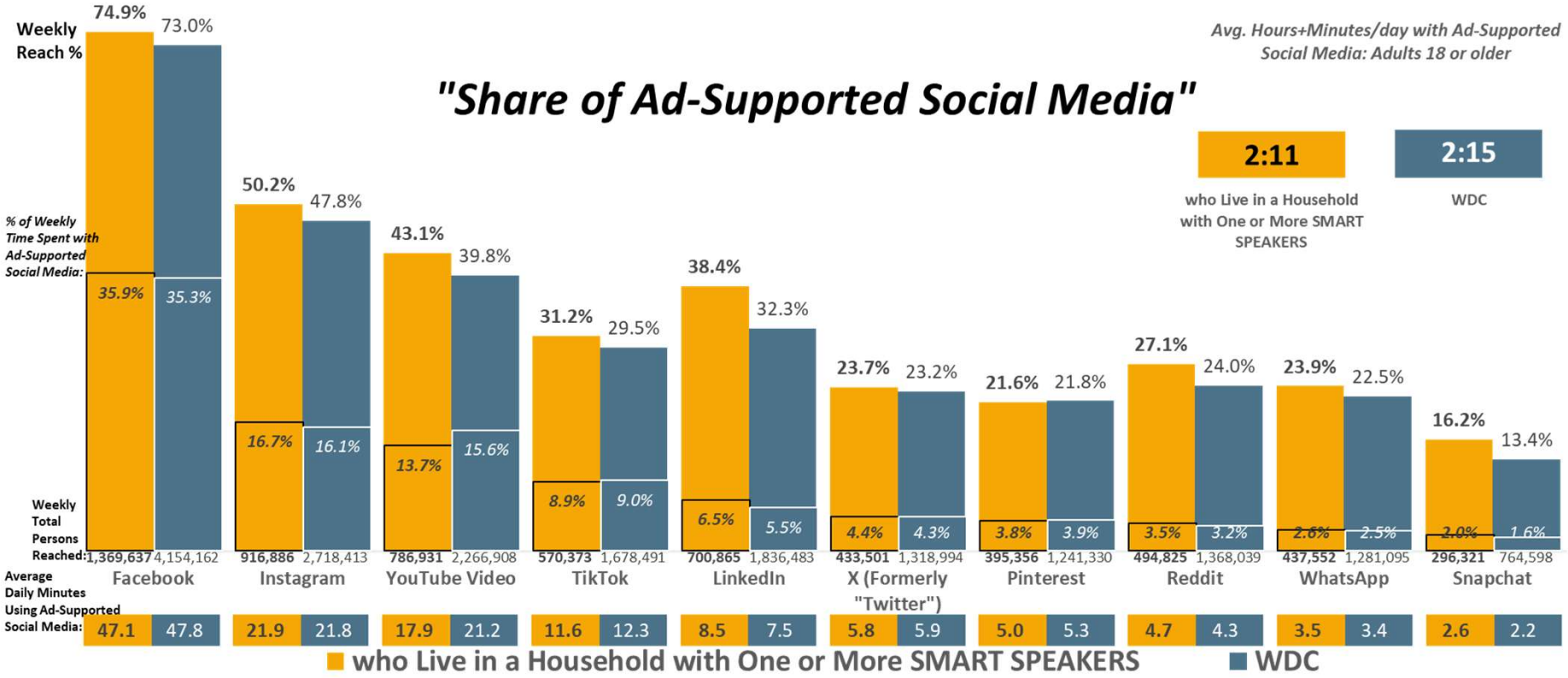
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,369,637 or 74.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 47.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

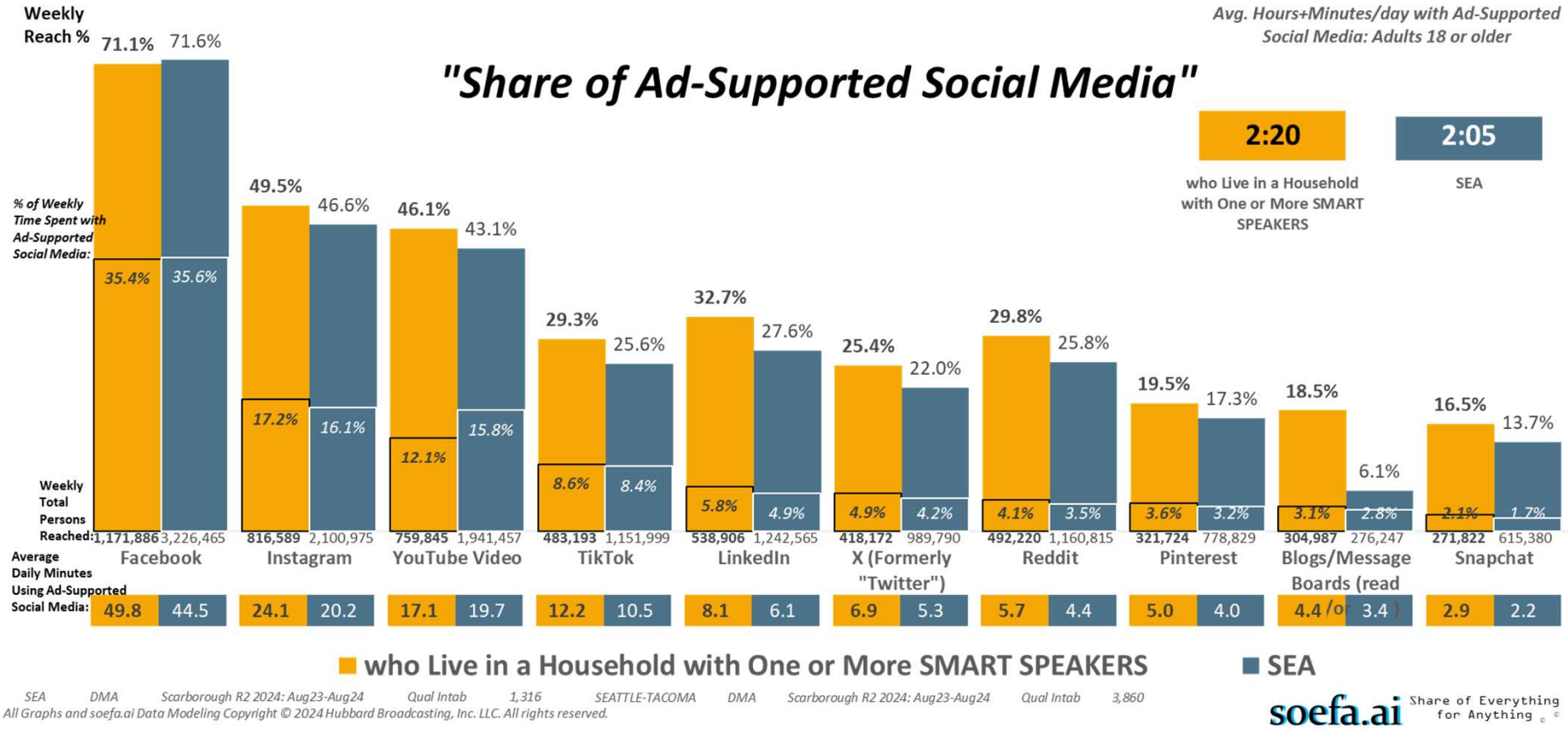
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,171,886 or 71.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 49.8 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

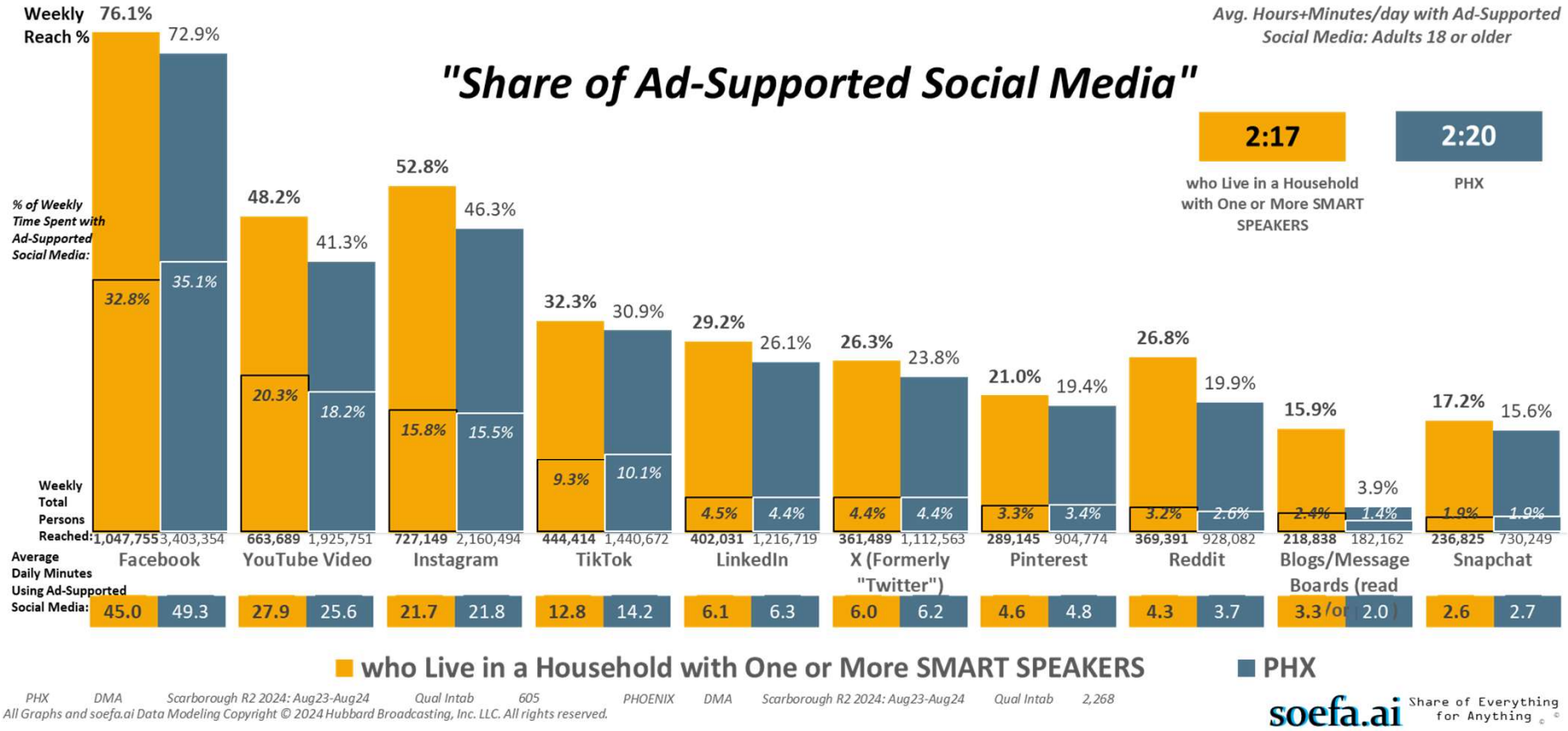
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,047,755 or 76.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS use Ad-Supported Facebook for an average of 45. minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

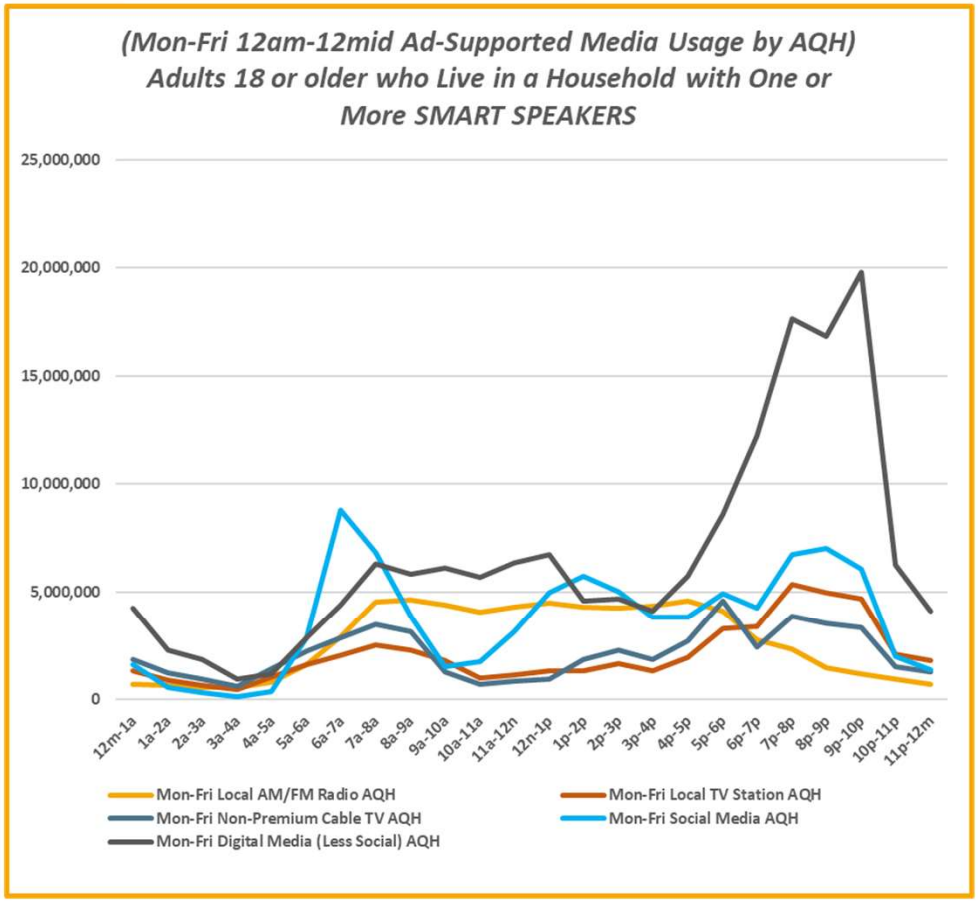
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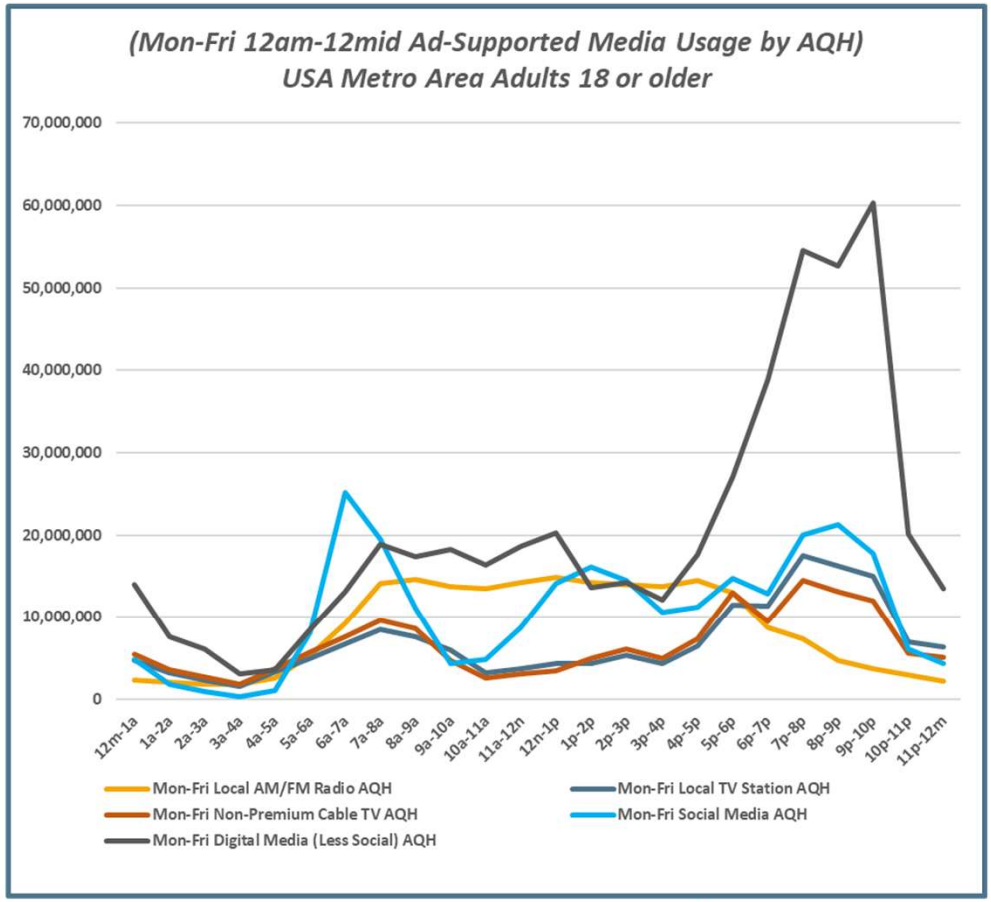
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,253,448; Social Media: 4,483,412; Local Radio: 4,112,107; Non-Prem. Cable: 2,219,125; Local TV: 1,917,572 reaching Adults 18 or older who Live in a Household with One o





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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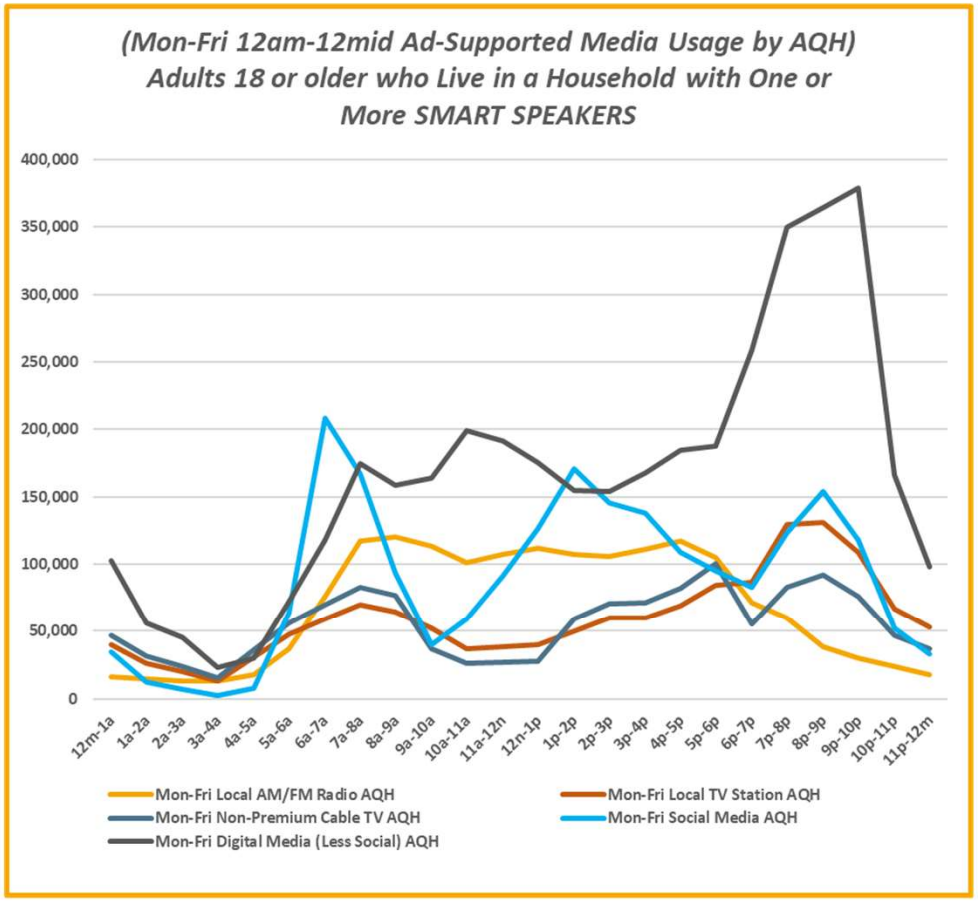
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

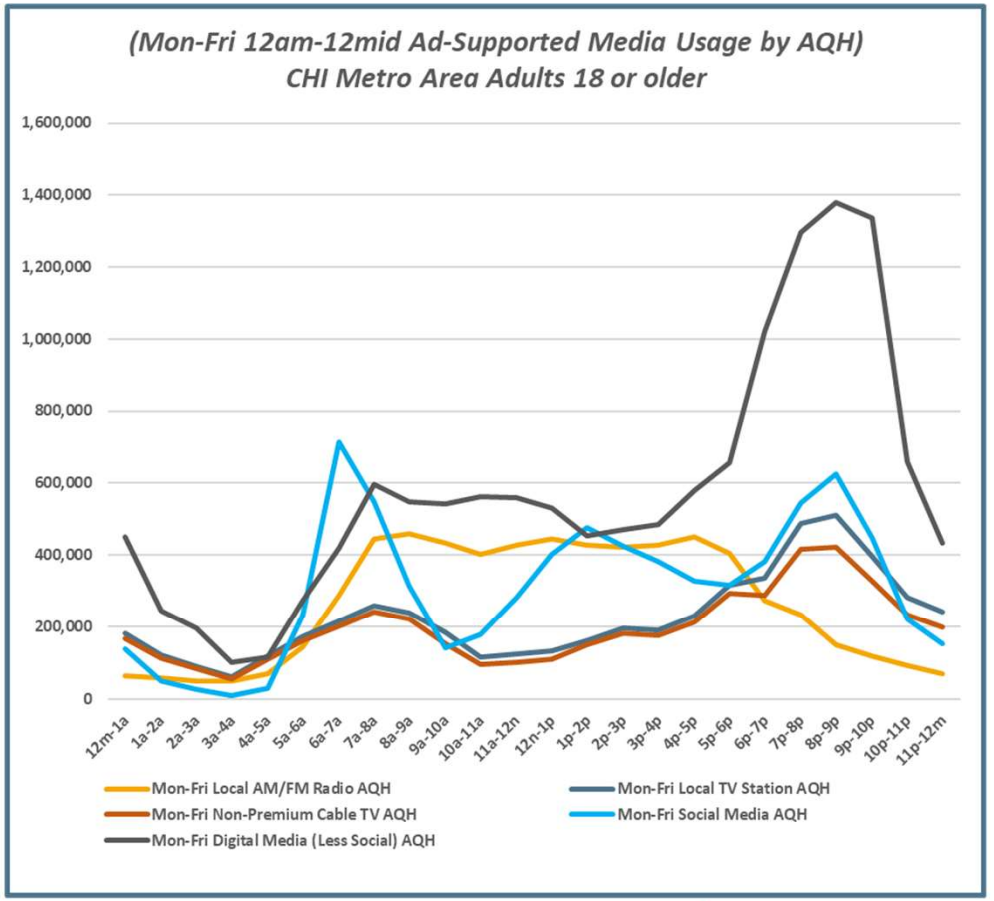
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 175,986; Social Media: 117,316; Local Radio: 105,050; Non-Prem. Cable: 60,297; Local TV: 59,196 reaching Adults 18 or older who Live in a Household with One or More SMART





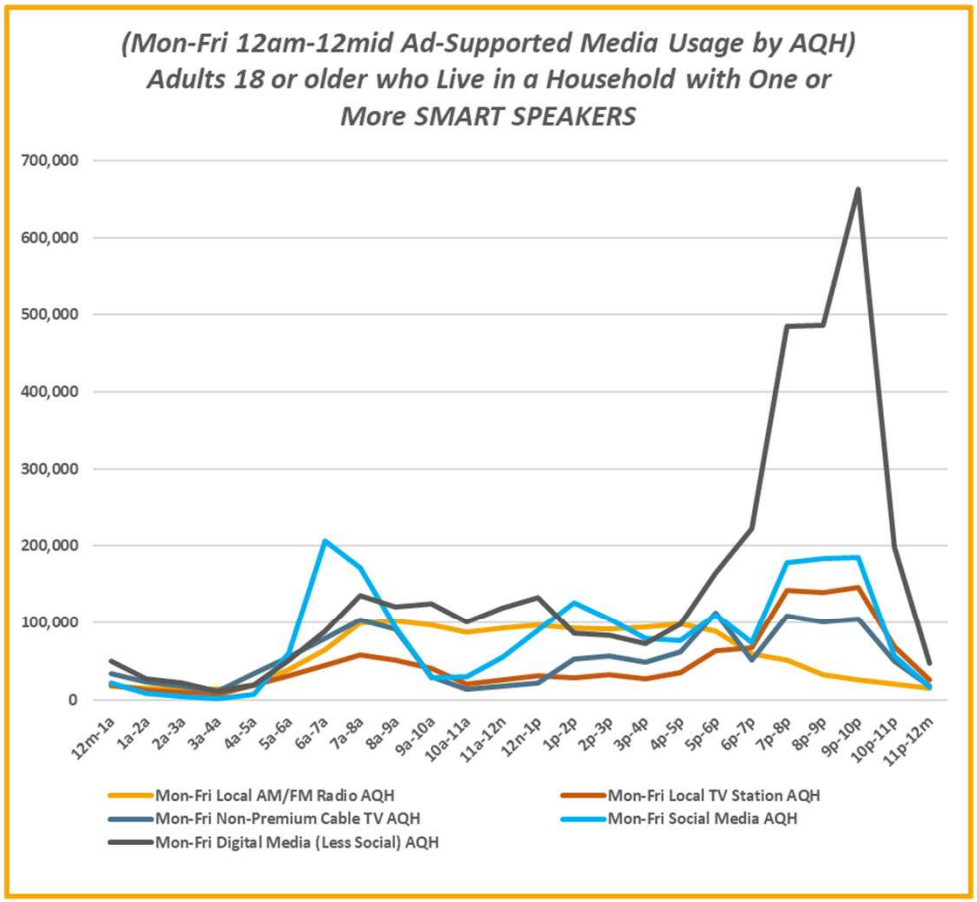
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

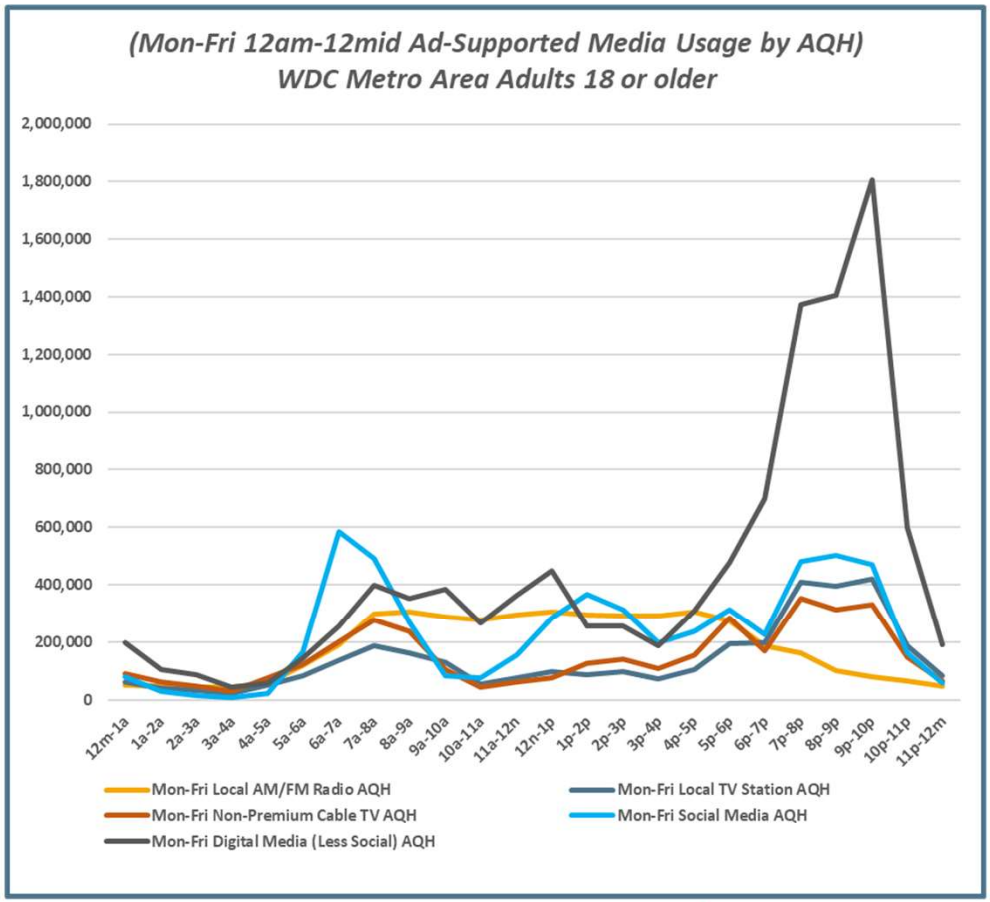
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 119,235; Social Media: 95,966; Local Radio: 89,135; Non-Prem. Cable: 56,875; Local TV: 39,973 reaching Adults 18 or older who Live in a Household with One or More SMART S





WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

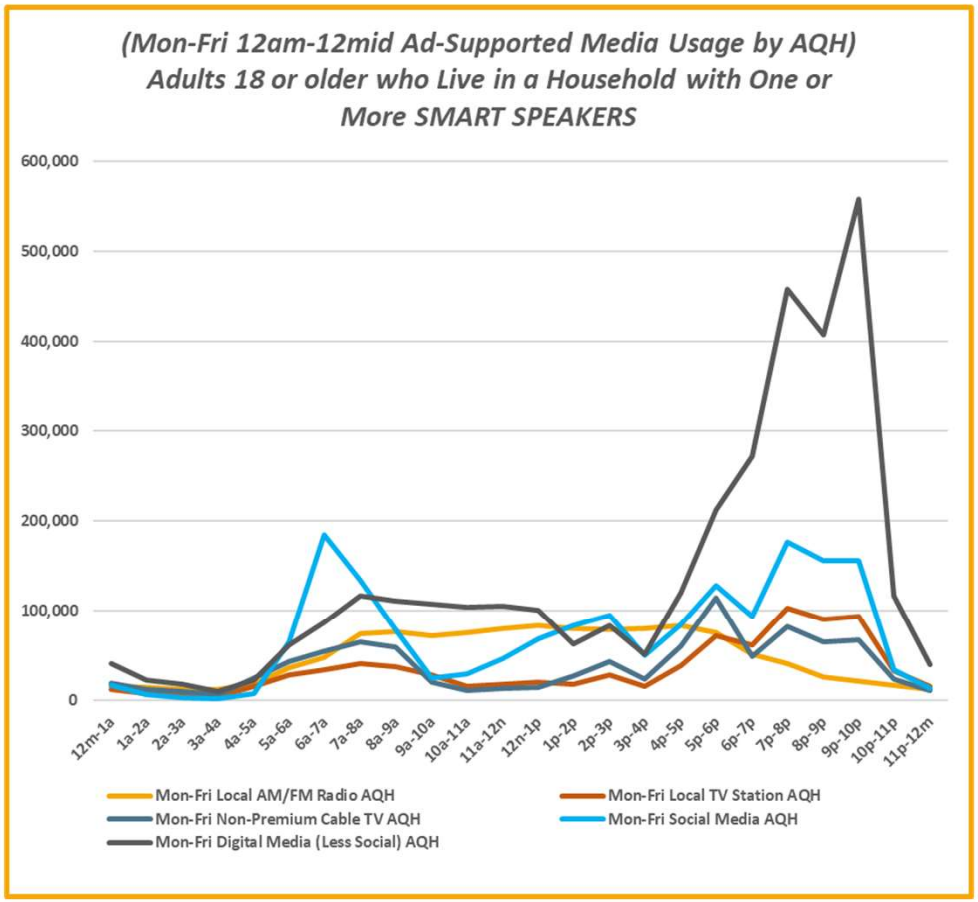
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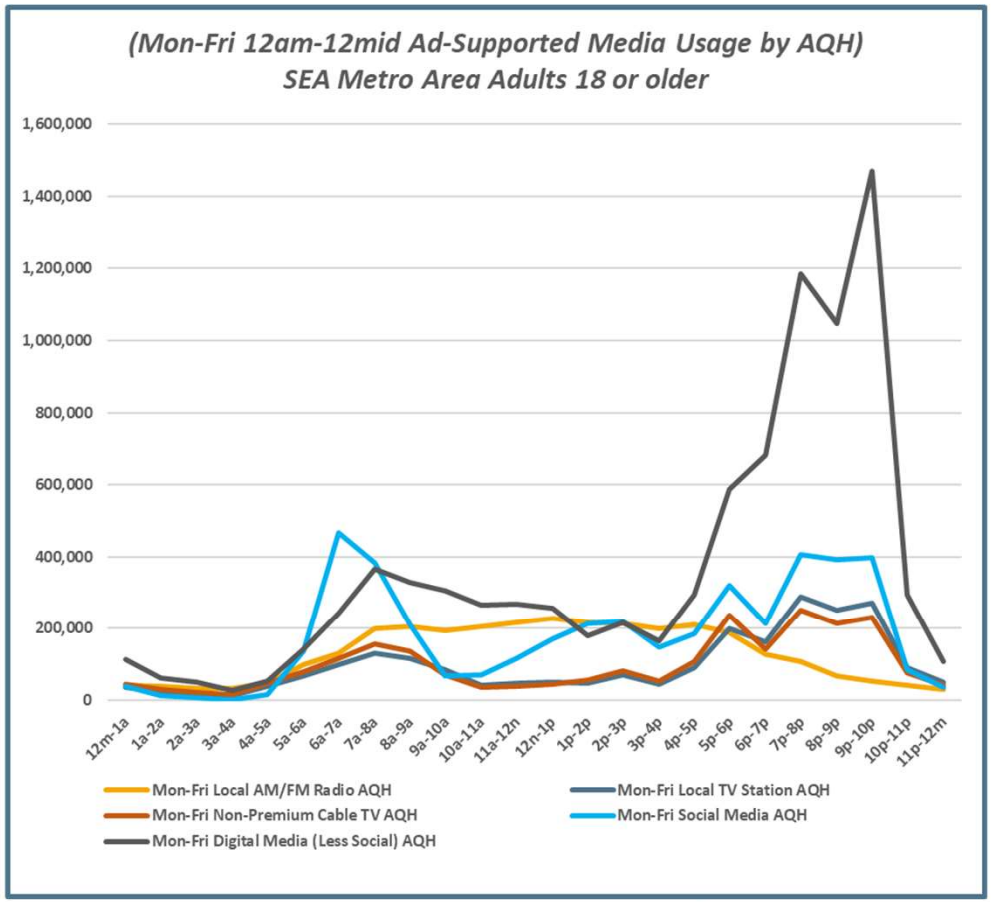
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 118,150; Social Media: 84,906; Local Radio: 73,883; Non-Prem. Cable: 42,701; Local TV: 32,953 reaching Adults 18 or older who Live in a Household with One or More SMART S





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

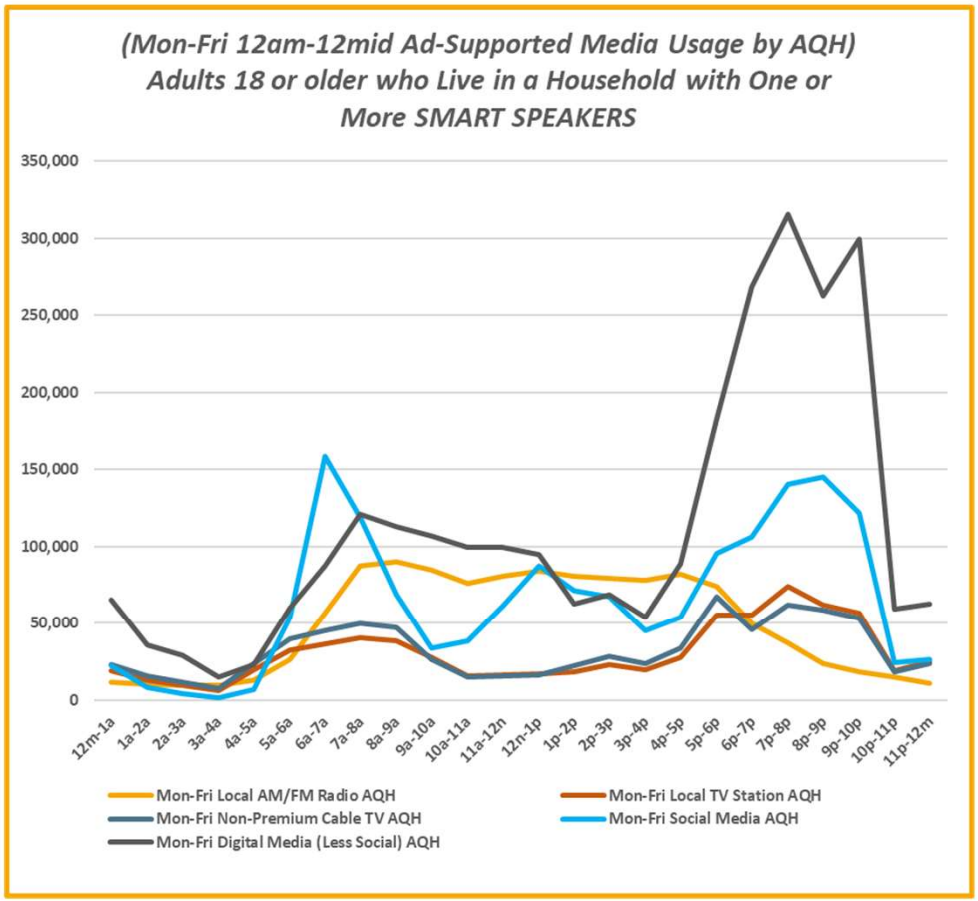
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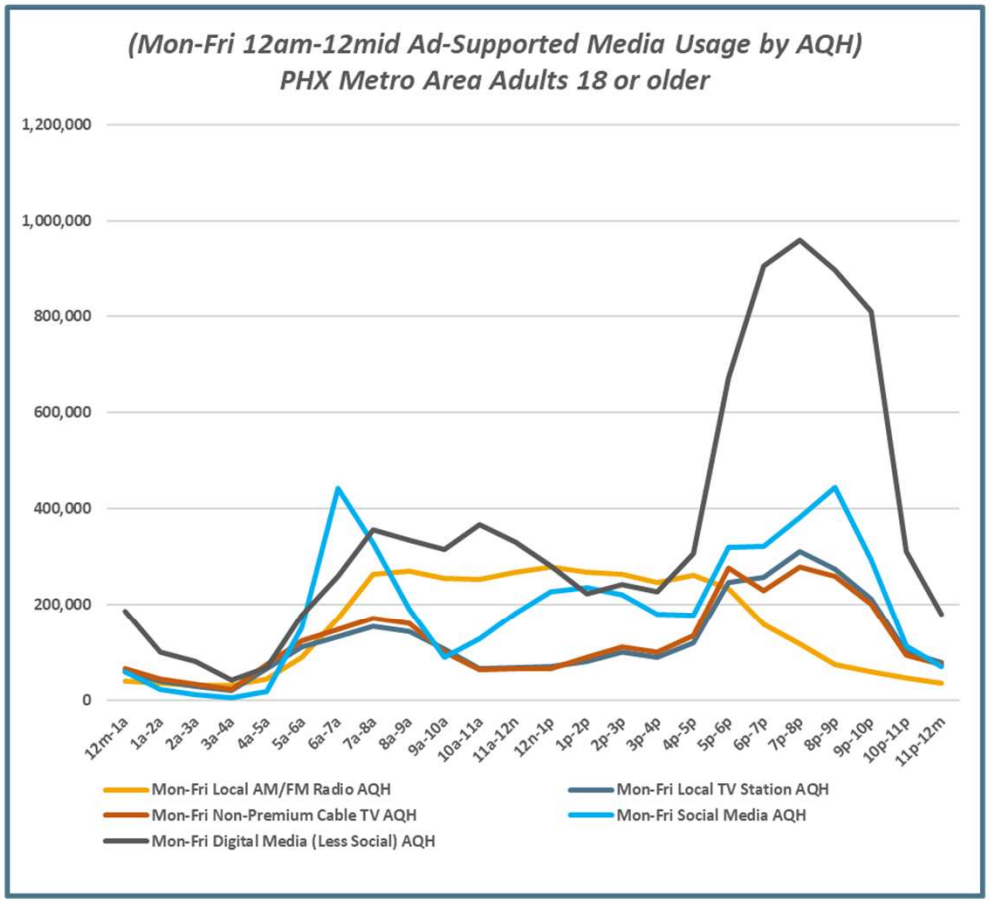
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 111,299; Social Media: 77,345; Local Radio: 77,110; Non-Prem. Cable: 33,420; Local TV: 29,948 reaching Adults 18 or older who Live in a Household with One or More SMART S





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

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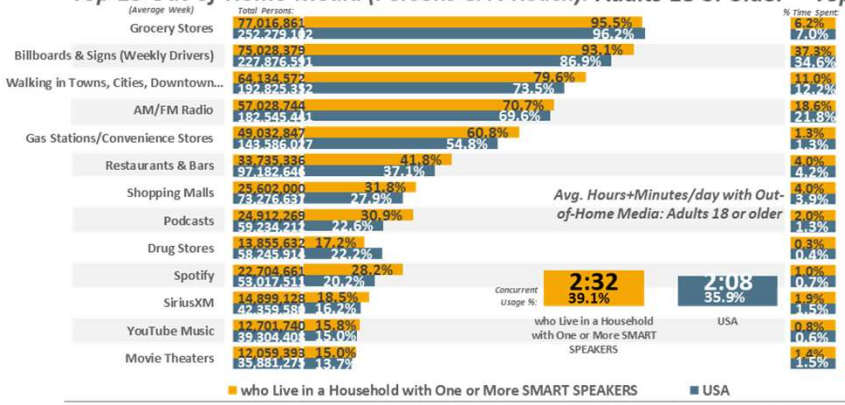
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

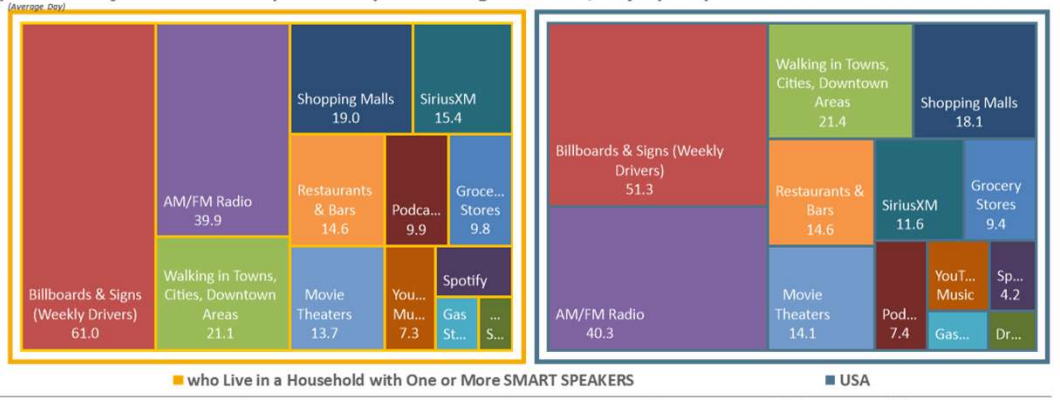


75,028,379 or 93.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 61. minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes

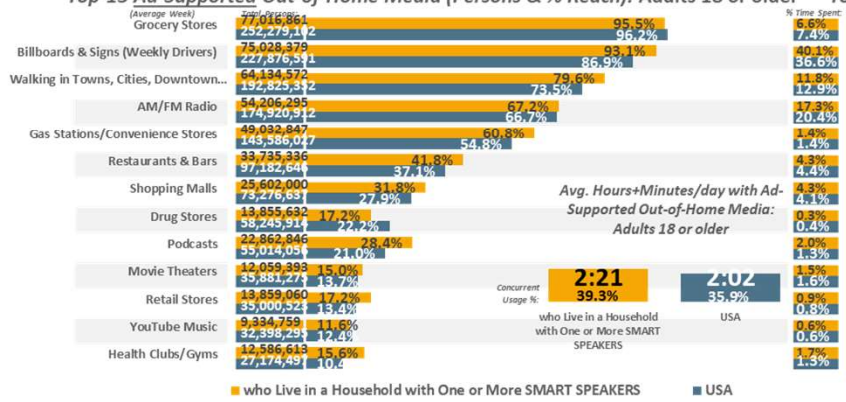
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



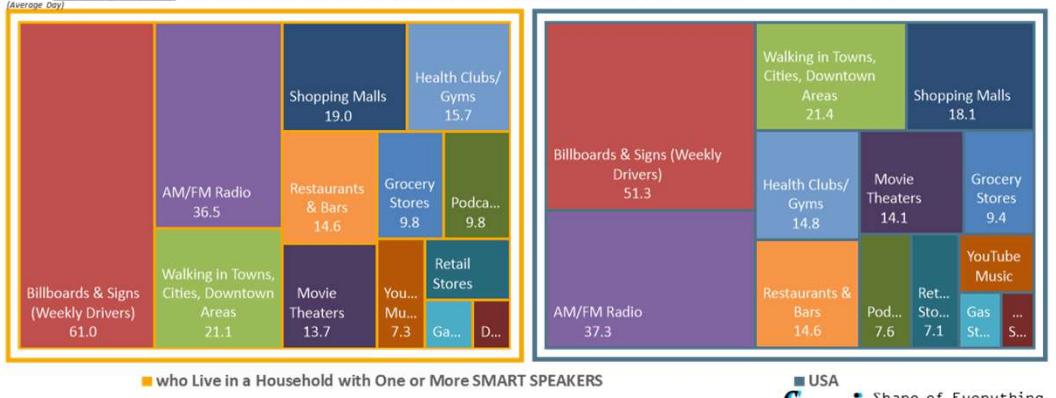
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

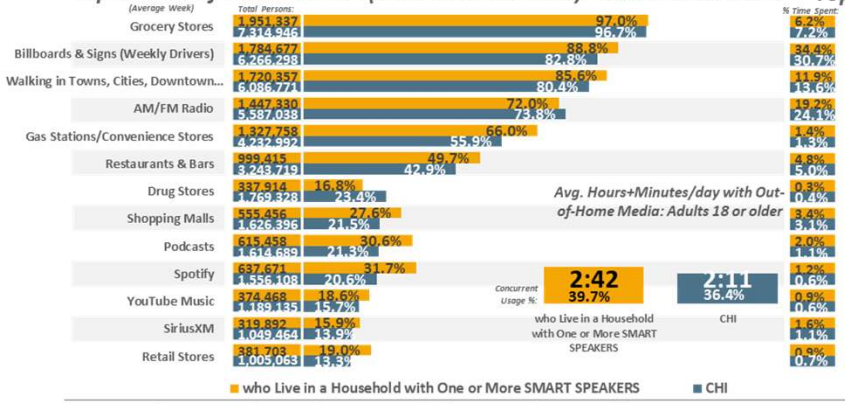
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

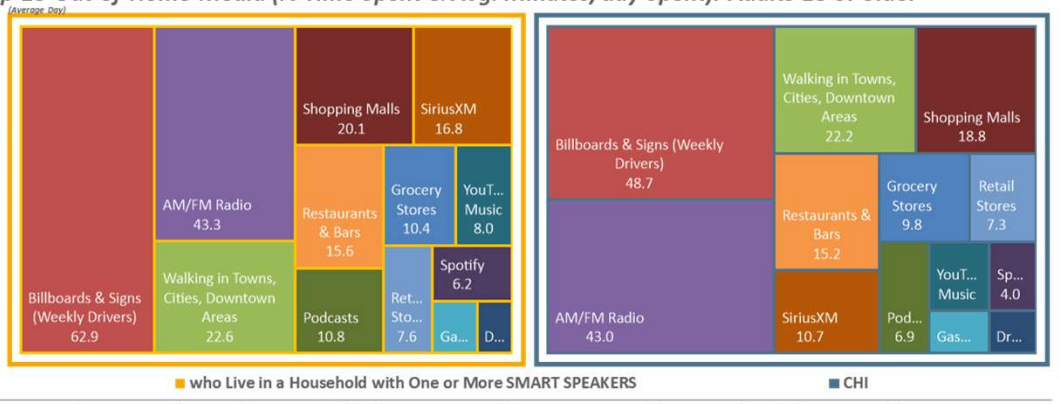


1,784,677 or 88.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minutes

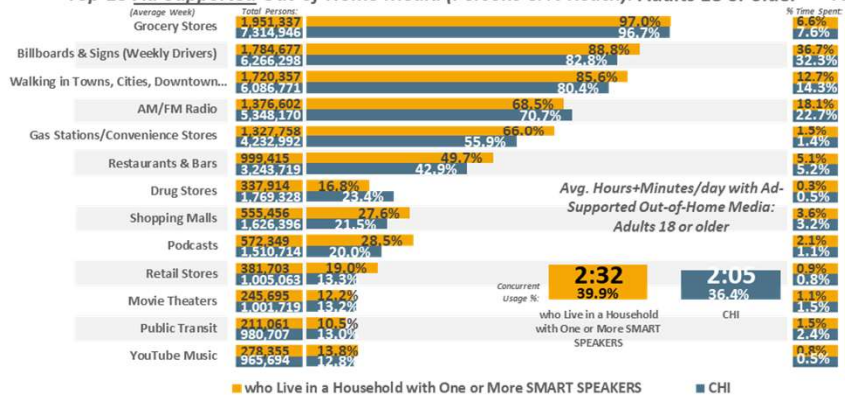
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



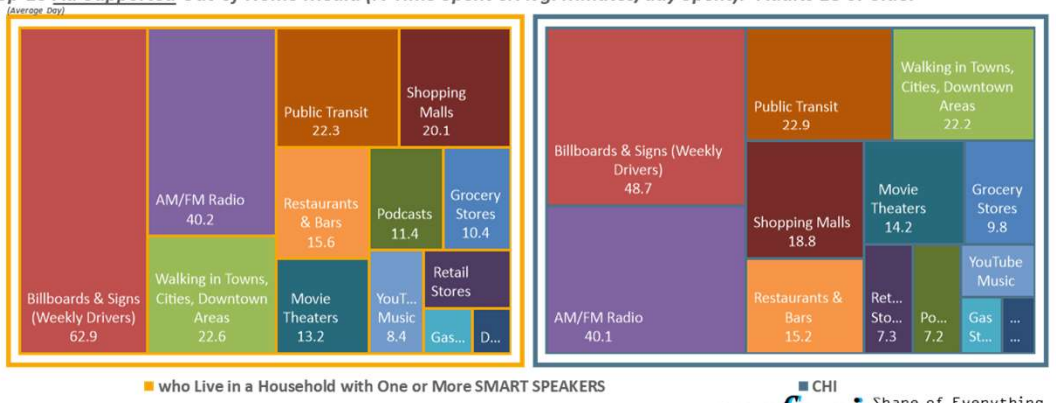
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Aug23-Sep24 Qual Intab 830

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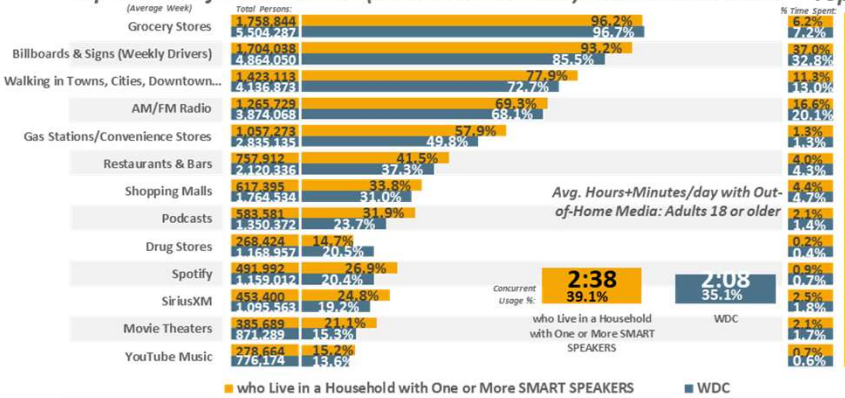
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

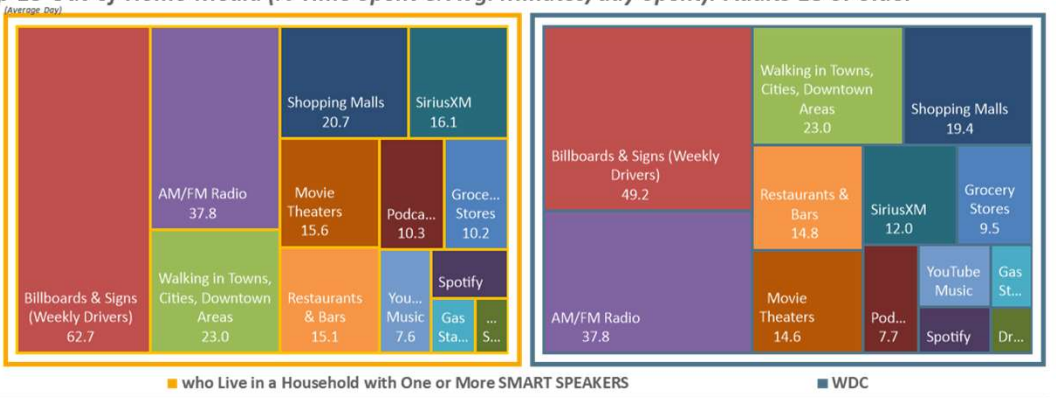


1,704,038 or 93.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.7 minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 33.2 minutes/

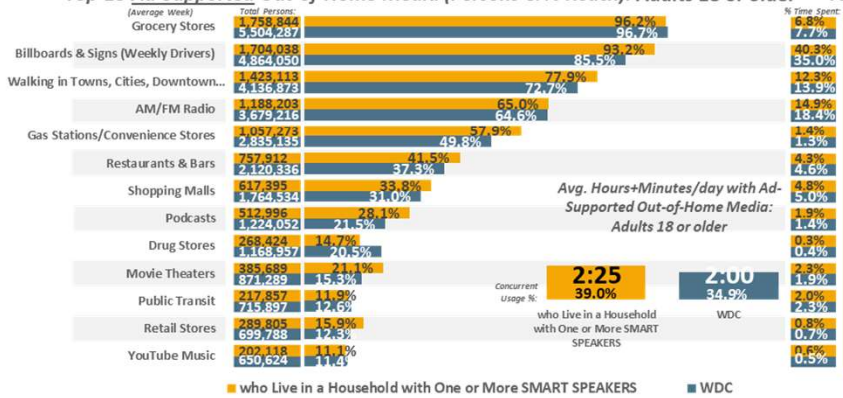
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



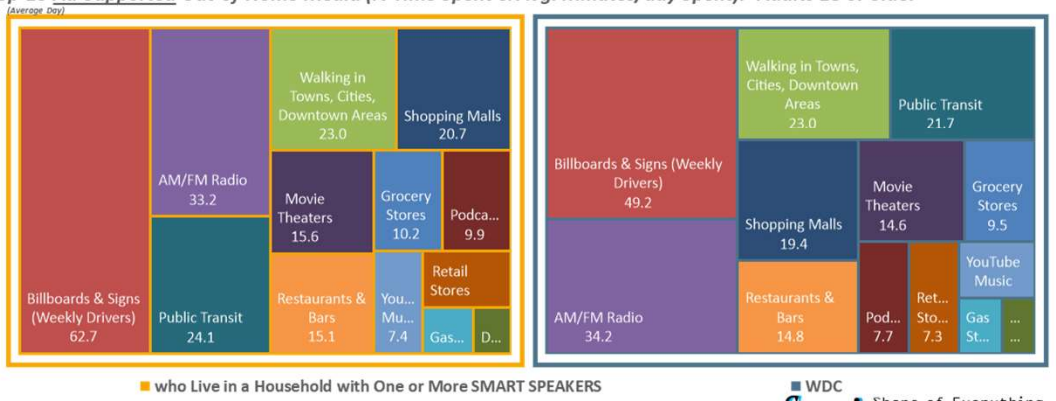
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Aug23-Sep24 Qual Intab 1,810

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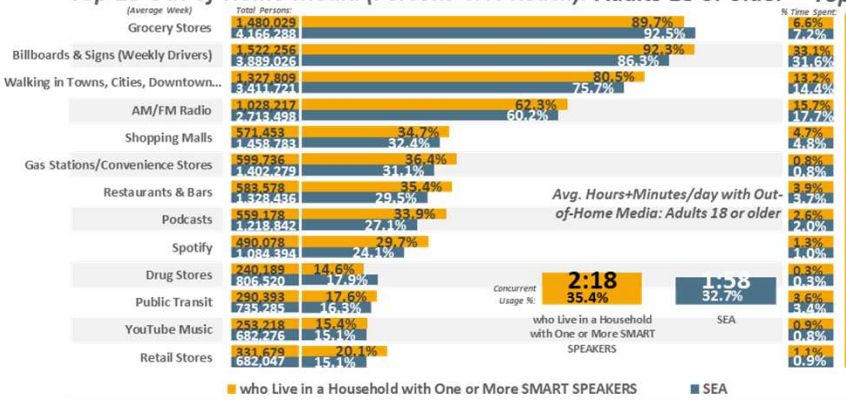
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

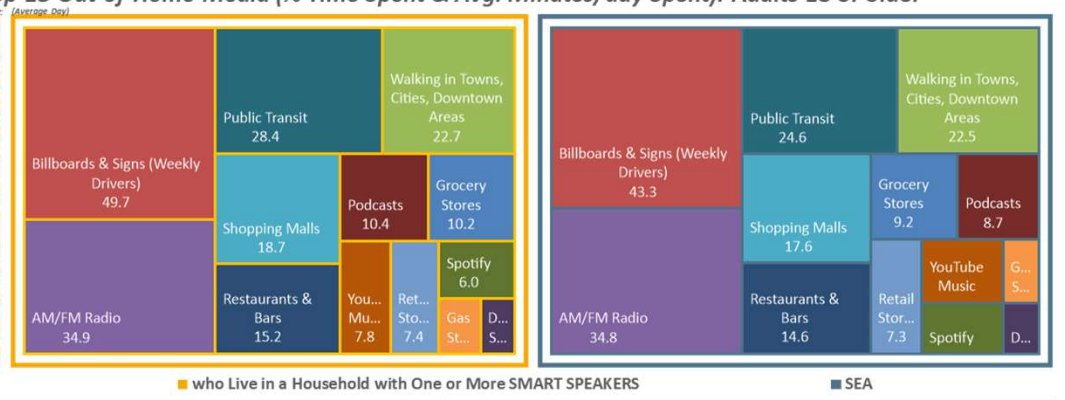


1,522,256 or 92.3% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 49.7 minutes per day driving, seeing Billboards and Signs. 60.2% Listen to Local Radio Stations Out-of-Home for an average of 31.4 minutes

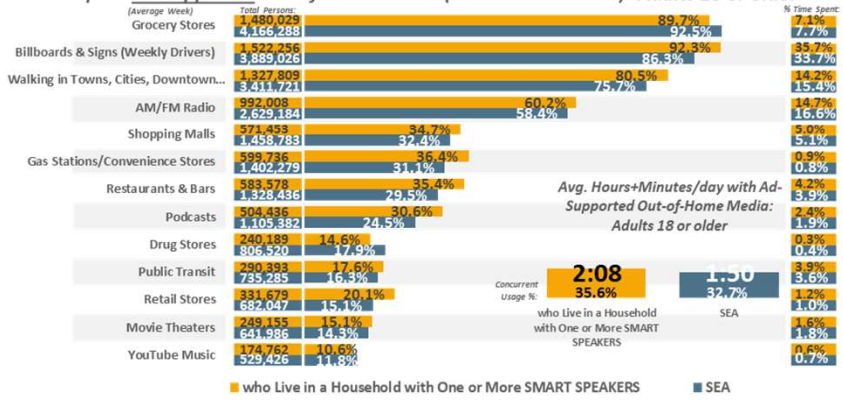
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



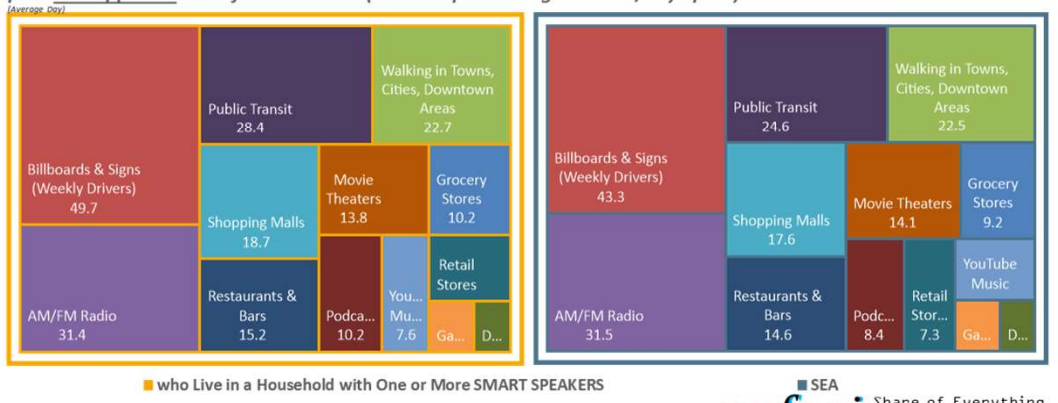
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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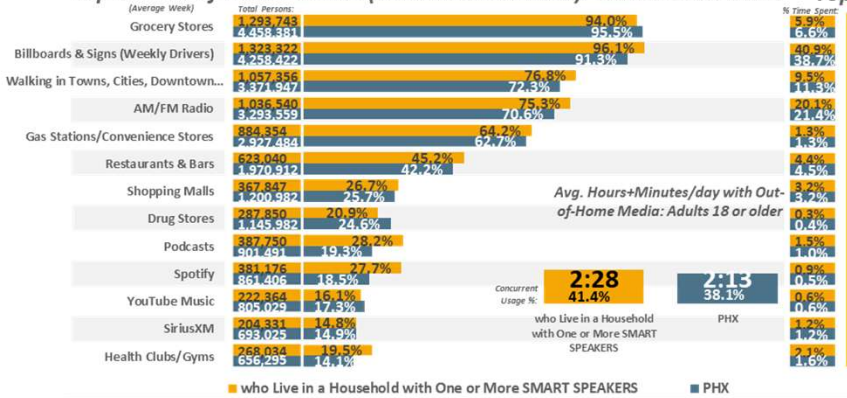
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

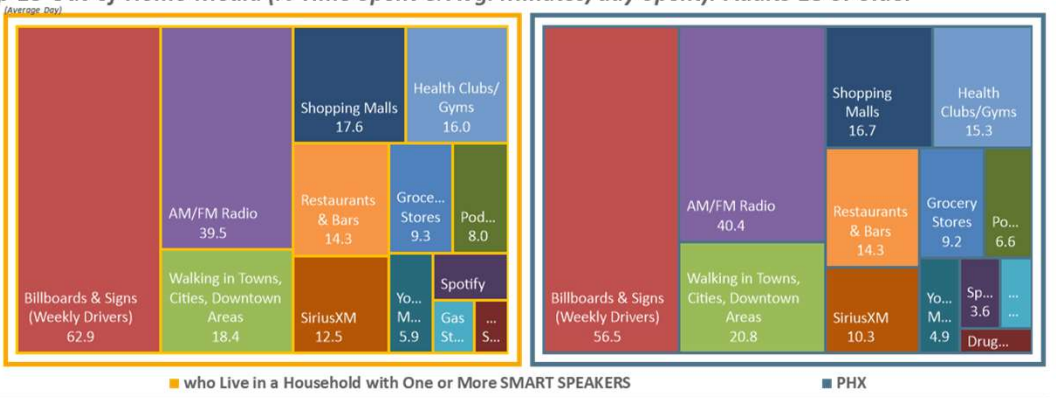


1,323,322 or 96.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/

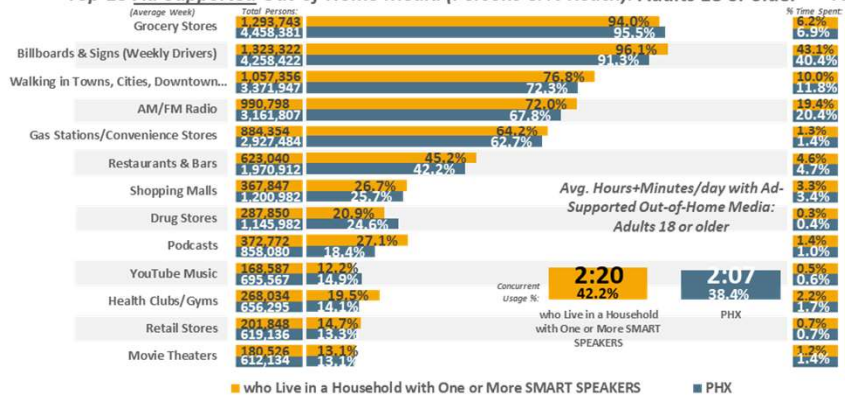
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



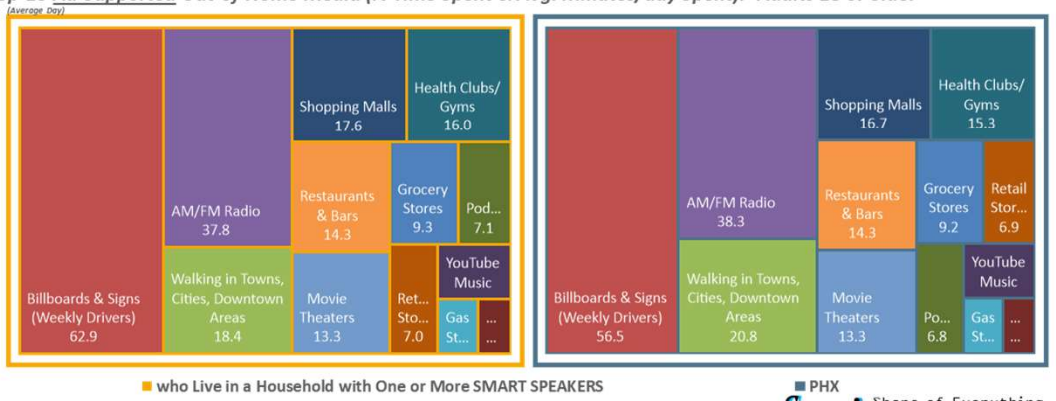
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Aug23-Aug24 Qual Intab 605

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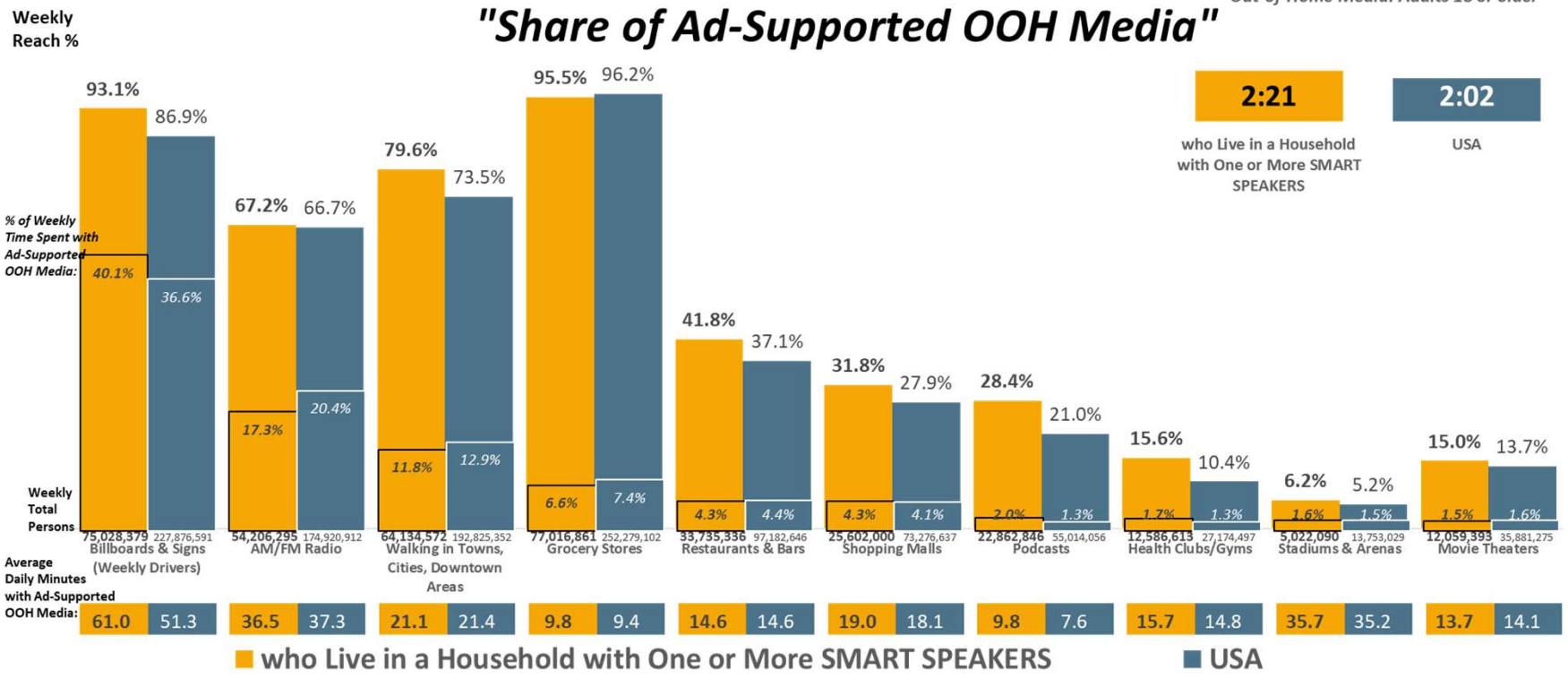
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



75,028,379 or 93.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 61. minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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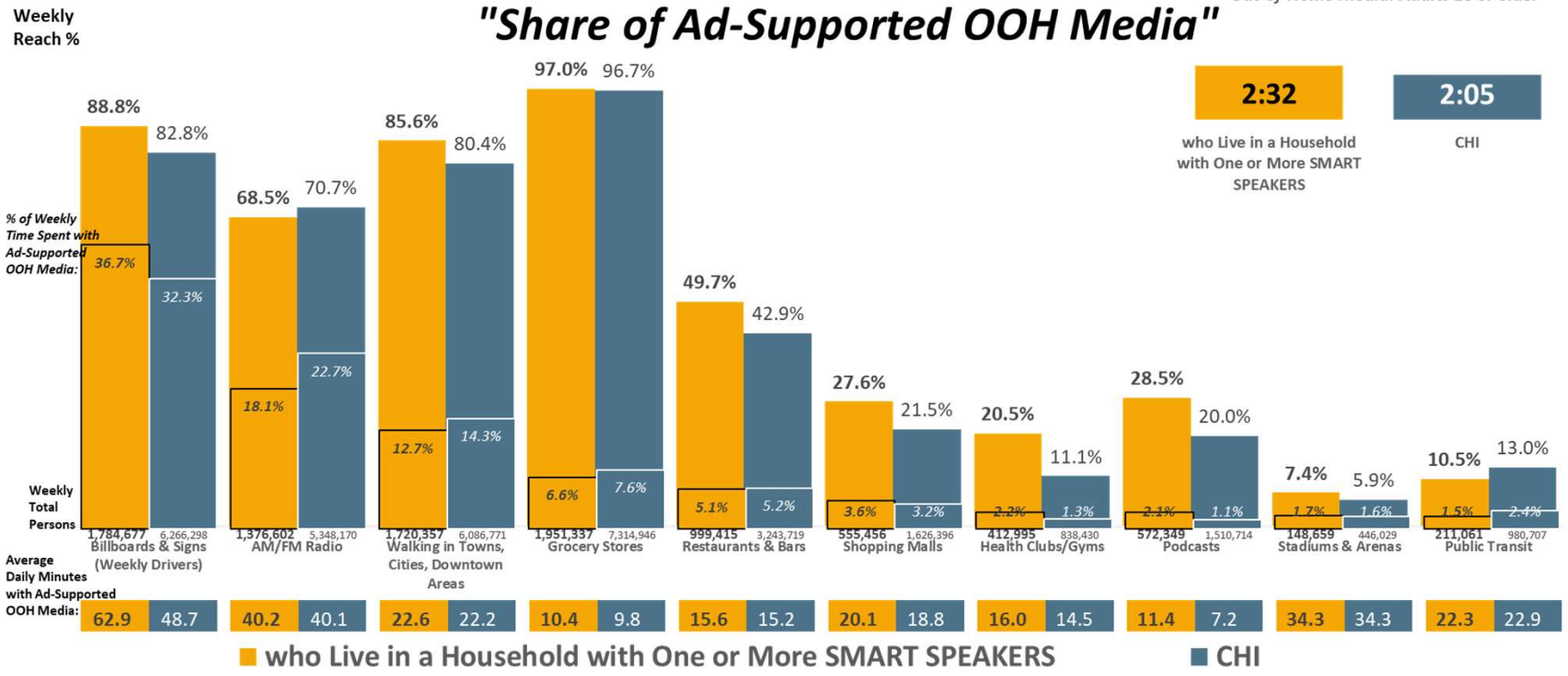
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,784,677 or 88.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.9 minutes per day driving, seeing Billboards and Signs representing 36.7% 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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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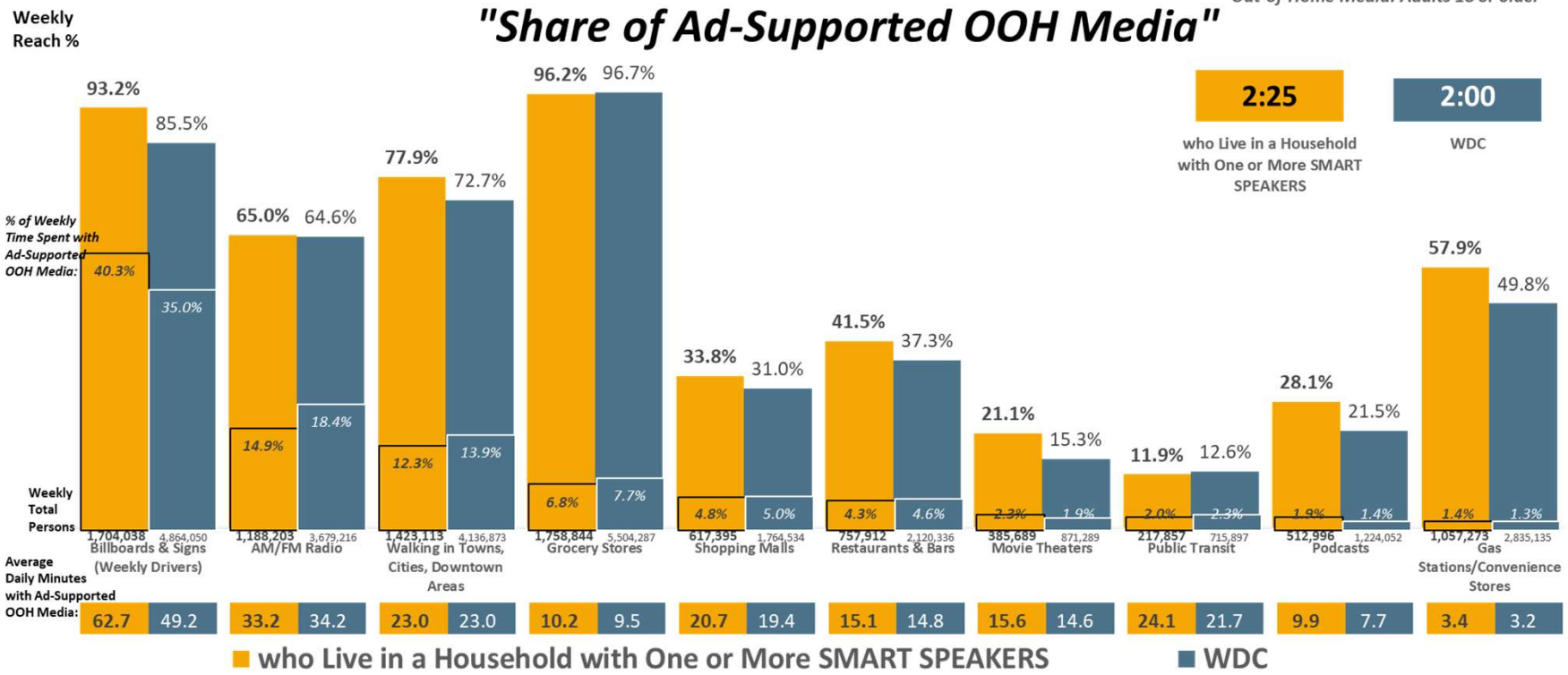
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,704,038 or 93.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.7 minutes per day driving, seeing Billboards and Signs representing 40.3% 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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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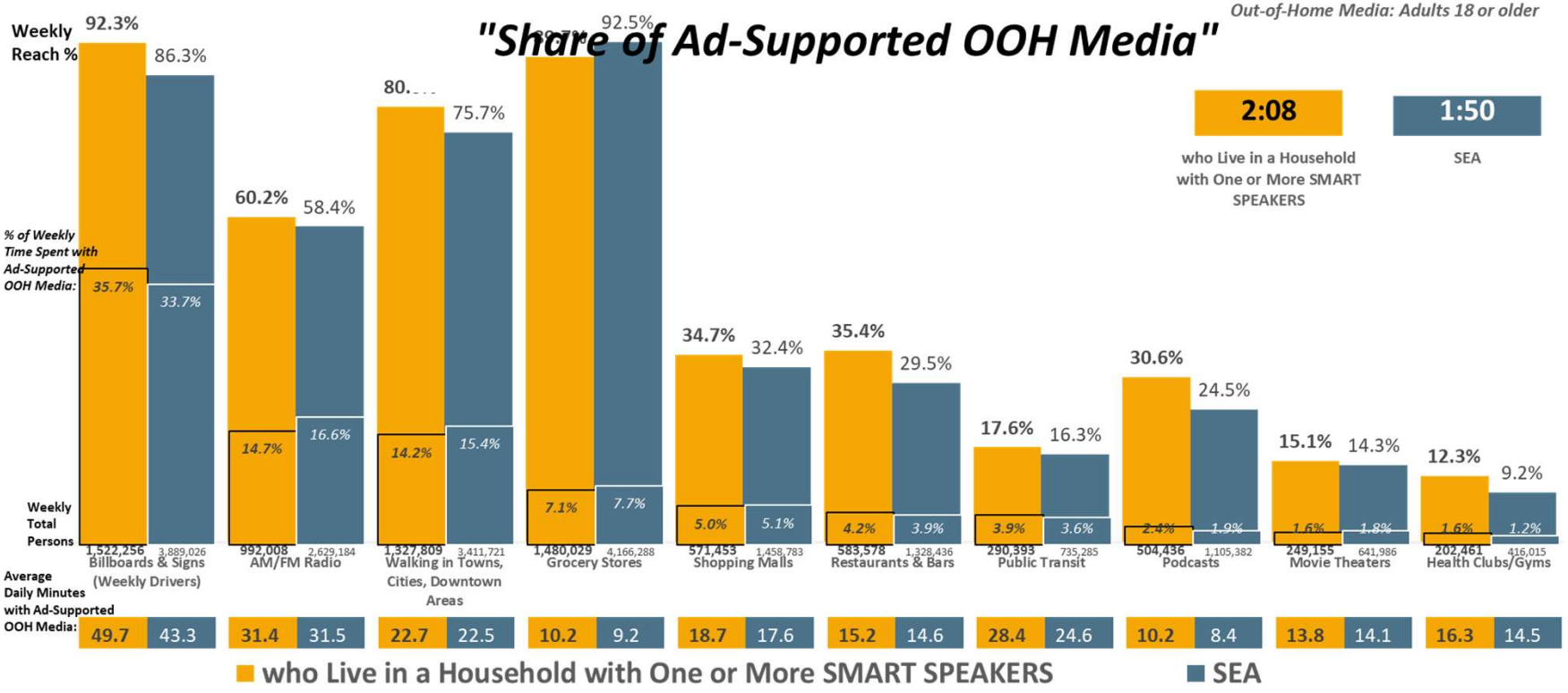
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,522,256 or 92.3% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 49.7 minutes per day driving, seeing Billboards and Signs representing 35.7% 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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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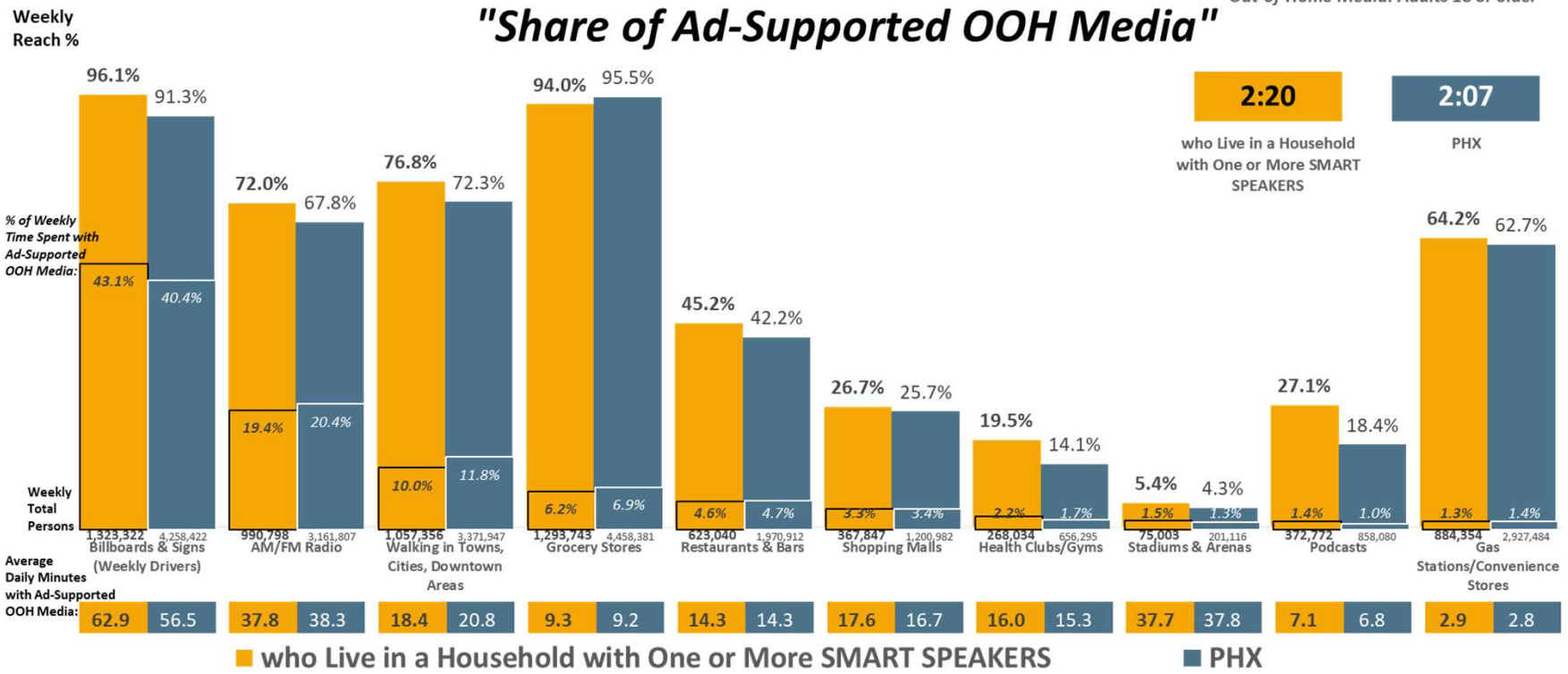
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,323,322 or 96.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.9 minutes per day driving, seeing Billboards and Signs representing 43.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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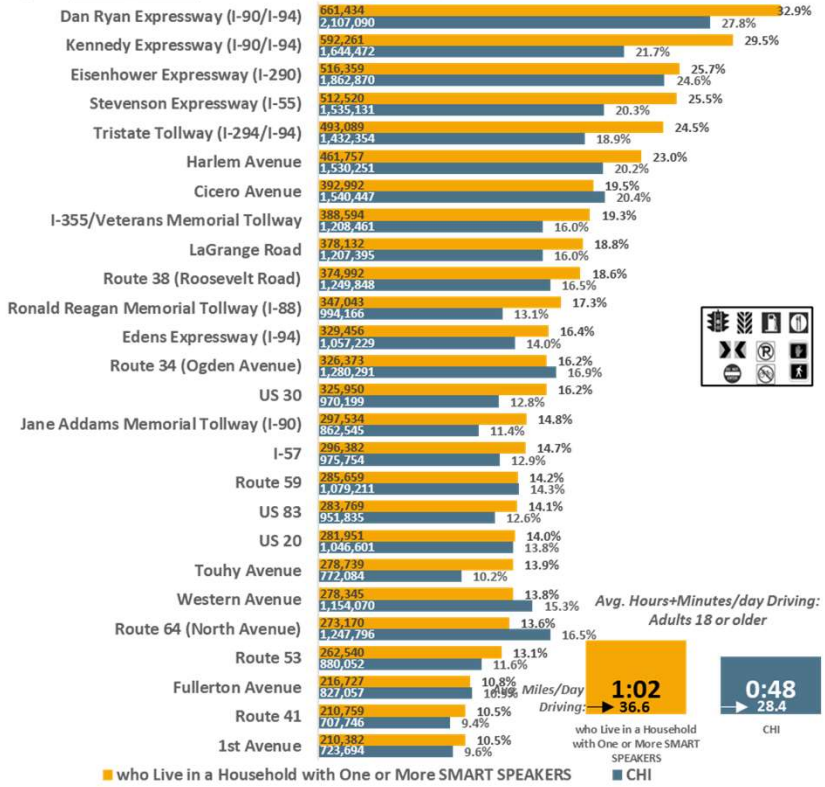
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

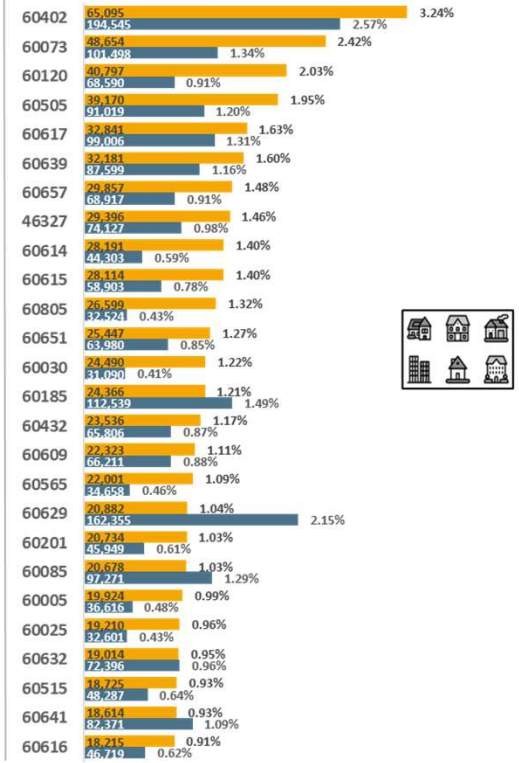


1,784,677 or 88.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.9 minutes per day driving an average of 36.6 miles each day and are 35.5% more likely to use Kennedy Expressway (I-90/I-94) than the Me

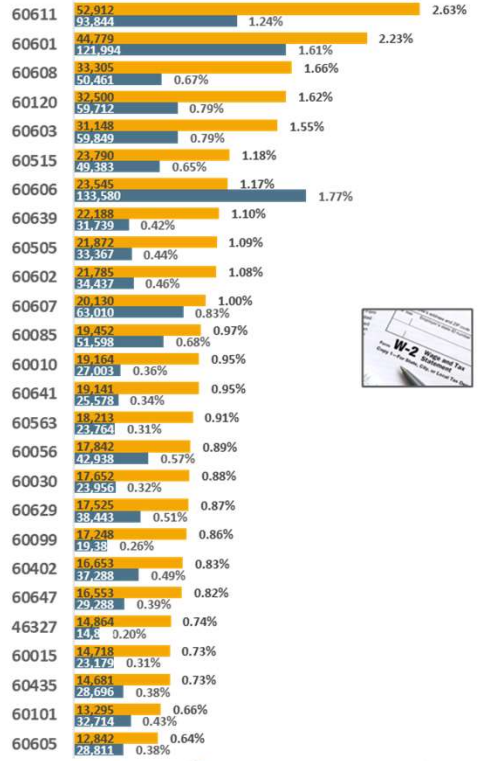
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

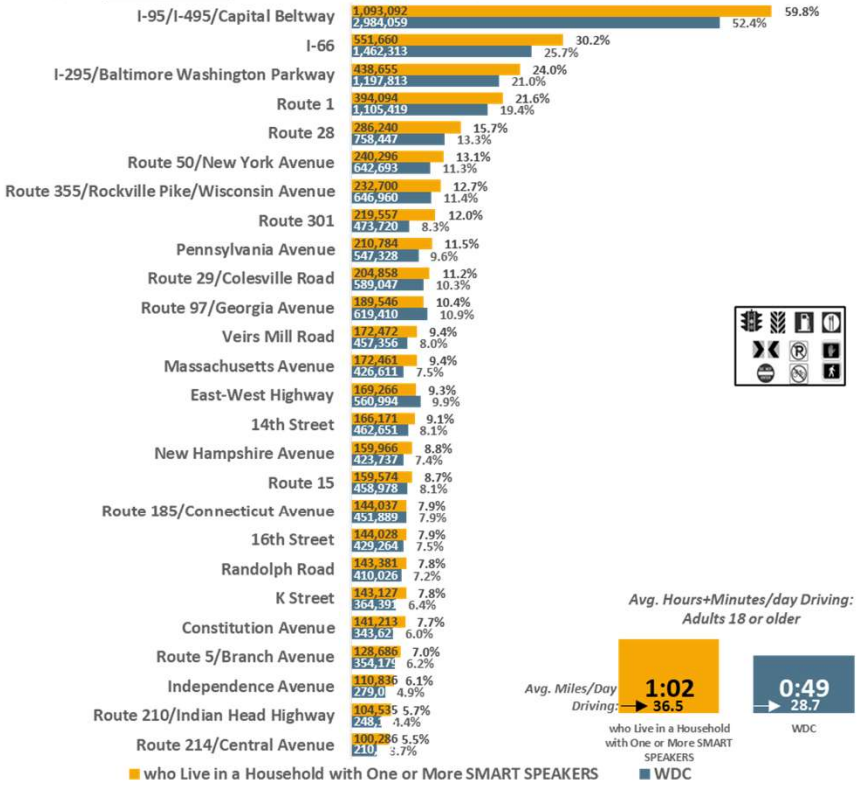
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



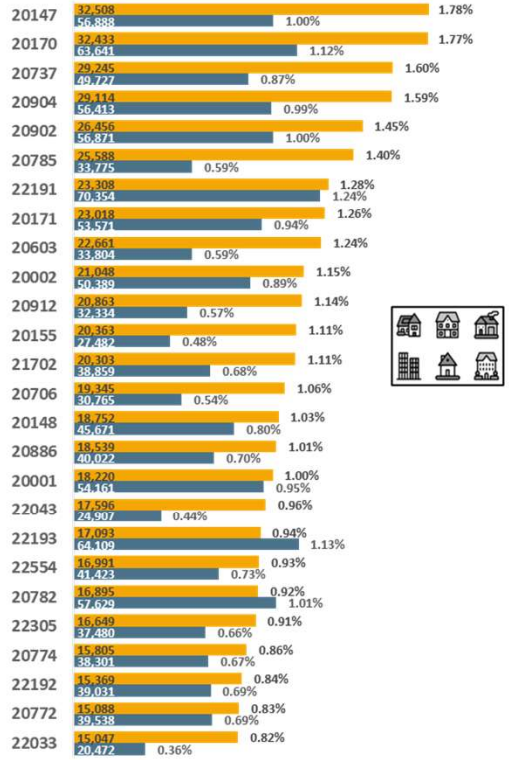
1,704,038 or 93.2% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.7 minutes per day driving an average of 36.5 miles each day and are 44.3% more likely to use Route 301 than the Metro average.

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

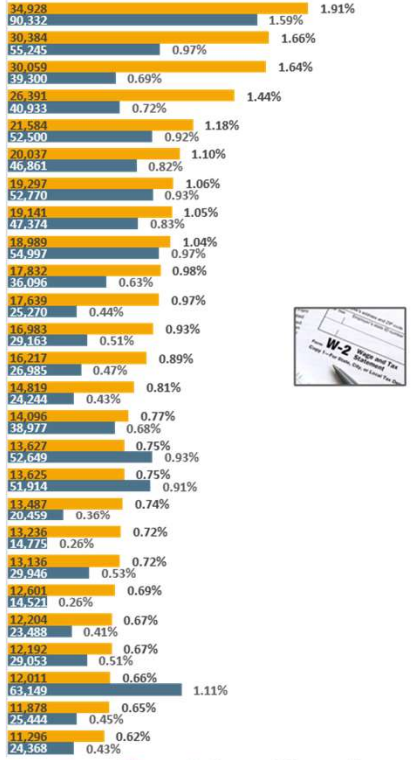


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

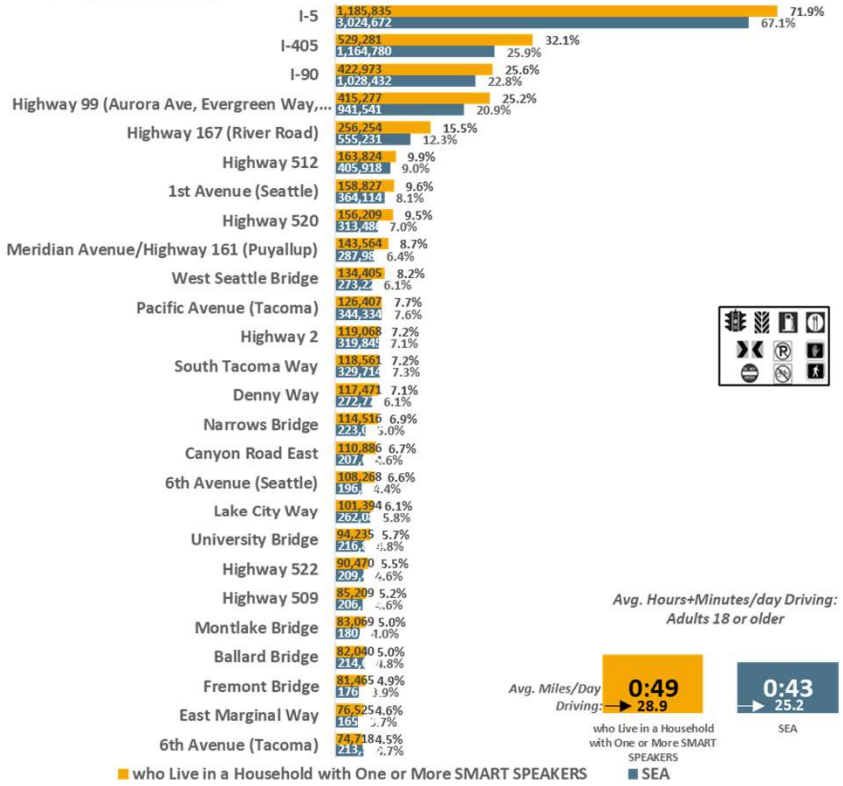
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,522,256 or 92.3% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 49.7 minutes per day driving an average of 28.9 miles each day and are 50.5% more likely to use 6th Avenue (Seattle) than the Metro averag

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



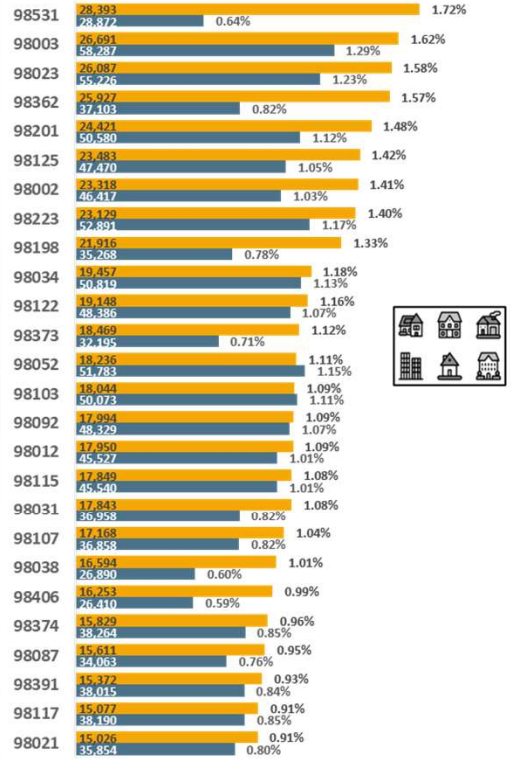
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 28.9

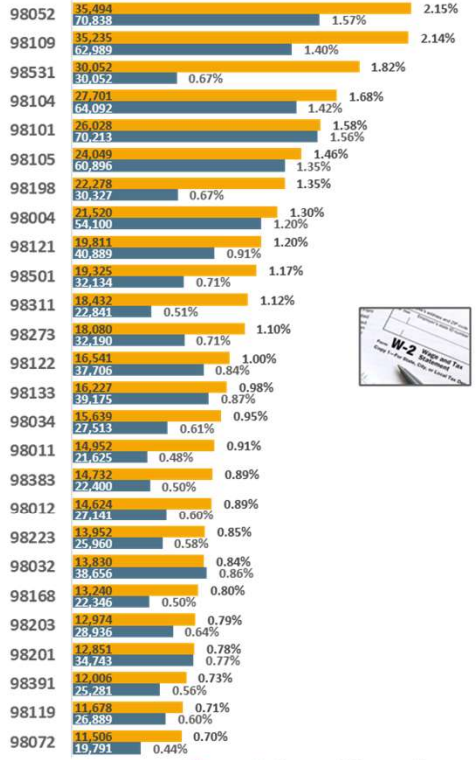
0:49 who Live in a Household with One or More SMART SPEAKERS

0:43 → 25.2 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)



1,323,322 or 96.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS spend an average of 62.9 minutes per day driving an average of 36.6 miles each day and are 39.3% more likely to use Santan Freeway (SE Loop 202) than the Metr

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



	who Live in a Household with One or More SMART SPEAKERS		PHX	
I-10	878,724	63.8%	2,700,305	57.9%
I-17	603,997	43.9%	1,843,824	39.5%
Camelback Road	425,421	30.9%	1,403,010	30.1%
Agua Fria Freeway (NW Loop 101)	413,550	30.0%	1,226,855	26.3%
Santan Freeway (SE Loop 202)	408,042	29.6%	992,837	21.3%
Red Mountain Freeway (NE Loop 202)	391,400	28.4%	1,109,207	23.8%
Indian School Road	385,215	28.0%	1,344,228	28.8%
Highway 51	371,577	27.0%	1,139,745	24.4%
Superstition Freeway (E Hwy 60)	363,038	26.4%	1,055,411	22.6%
Thomas Road	356,592	25.9%	1,205,416	25.8%
McDowell Road	353,454	25.7%	1,319,565	28.3%
7th Avenue	352,386	25.6%	1,049,475	22.5%
Pima Freeway (NE Loop 101)	345,281	25.1%	1,003,422	21.5%
Bell Road	344,849	25.0%	1,297,983	27.8%
Price Freeway (SE Loop 101)	333,854	24.2%	961,590	20.6%
7th Street	325,921	23.7%	1,153,181	24.7%
Chandler Blvd	313,066	22.7%	873,691	18.7%
Scottsdale Road	289,685	21.0%	977,932	21.0%
Central Avenue	252,954	18.4%	780,001	16.7%
Grand Avenue (W Hwy 60)	243,922	17.7%	797,536	17.1%
32nd Street	207,137	15.0%	802,995	17.2%
Cave Creek Road	180,001	13.1%	569,867	12.2%
Washington Street	177,850	12.9%	511,364	11.0%
Arizona Avenue/Country Club	157,846	11.5%	575,112	12.3%
44th Street	155,728	11.3%	563,898	12.1%
Deer Valley Road	128,846	9.4%	366,310	7.9%

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

Avg. Miles/Day Driving: 36.6

1:02 — who Live in a Household with One or More SMART SPEAKERS

0:56 — 32.9 — PHX

Top-26 Residential Zip Codes: Adults 18 or older



85301	53,913	3.92%	150,564	3.23%
85296	40,861	2.97%	48,952	1.05%
86314	29,837	2.17%	67,595	1.45%
86004	27,491	2.00%	39,068	0.84%
85205	26,643	1.93%	78,188	1.68%
85029	26,086	1.89%	81,325	1.74%
85041	25,921	1.88%	96,335	2.06%
85003	23,422	1.70%	33,844	0.73%
86005	23,336	1.69%	25,603	0.55%
85140	22,774	1.65%	46,461	1.00%
86327	21,535	1.56%	28,212	0.60%
85122	21,022	1.53%	72,816	1.56%
85249	20,756	1.51%	37,061	0.79%
85032	20,446	1.48%	75,639	1.62%
85209	20,129	1.46%	41,326	0.89%
85308	19,991	1.45%	44,415	0.95%
85226	19,126	1.39%	34,106	0.73%
85224	18,947	1.38%	33,169	0.71%
86001	17,850	1.30%	48,227	1.03%
85142	17,850	1.30%	34,285	0.73%
85131	17,189	1.25%	38,641	0.83%
85253	16,784	1.22%	19,89	0.43%
85254	15,915	1.16%	30,254	0.65%
85929	15,075	1.09%	27,729	0.59%
85009	15,002	1.09%	41,675	0.89%
85373	14,660	1.06%	20,80	0.45%

Top-26 Employment Zip Codes: Adults 18 or older



85040	40,137	2.91%	70,318	1.51%
85281	33,762	2.45%	95,929	2.06%
85253	33,558	2.44%	39,548	0.85%
85260	23,802	1.73%	36,406	0.78%
85254	23,153	1.68%	27,872	0.60%
85282	19,582	1.42%	37,279	0.80%
85205	18,418	1.34%	38,416	0.82%
85296	17,668	1.28%	23,194	0.50%
85224	17,024	1.24%	39,738	0.85%
85140	16,738	1.22%	21,175	0.45%
85015	16,338	1.19%	60,041	1.29%
85901	15,075	1.09%	21,055	0.45%
85034	14,667	1.07%	42,510	0.91%
85003	13,968	1.01%	20,494	0.44%
85054	13,783	1.00%	27,794	0.60%
85139	13,434	0.98%	14,84	0.32%
85004	13,418	0.97%	44,749	0.96%
85122	12,648	0.92%	25,699	0.55%
85007	11,693	0.85%	17,969	0.39%
85043	11,283	0.82%	18,132	0.39%
85338	11,042	0.80%	39,508	0.85%
85288	10,034	0.73%	13,2	0.28%
85009	9,746	0.71%	26,648	0.57%
90630	9,744	0.71%	9,7	0.21%
85225	9,728	0.71%	20,144	0.43%
85255	9,225	0.67%	18,621	0.40%

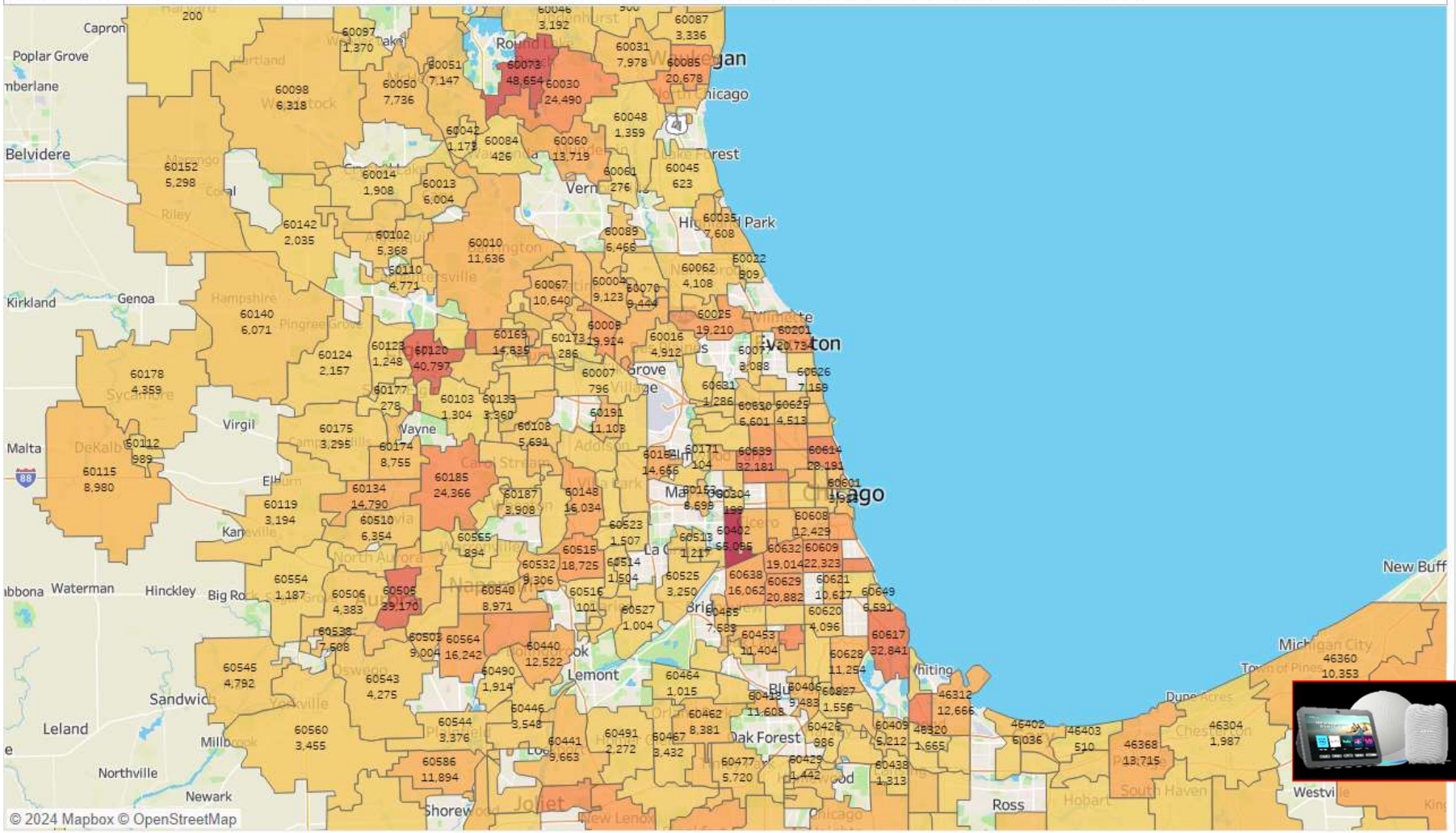
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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

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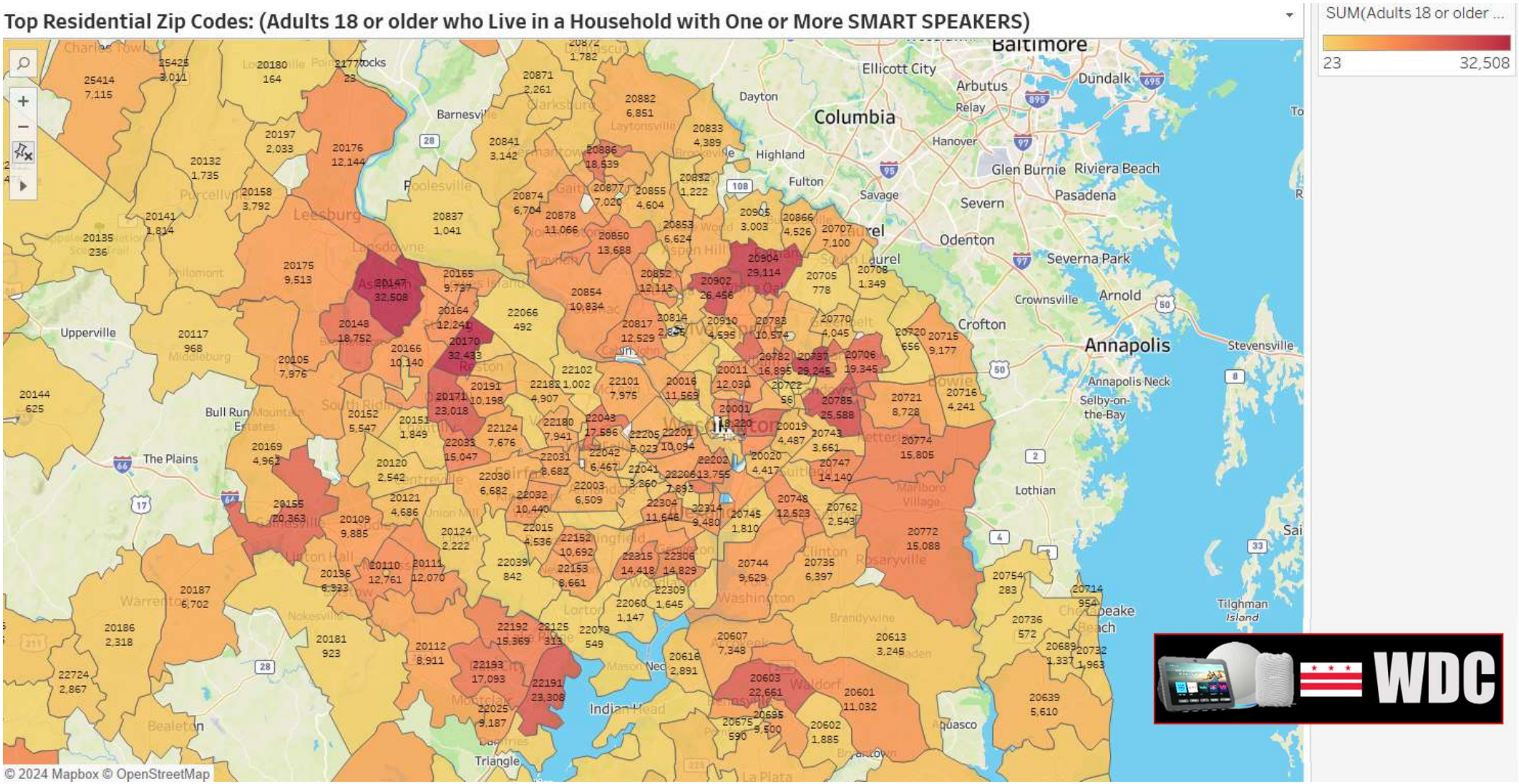
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

Top Residential Zip Codes: (Adults 18 or older who Live in a Household with One or More SMART SPEAKERS)



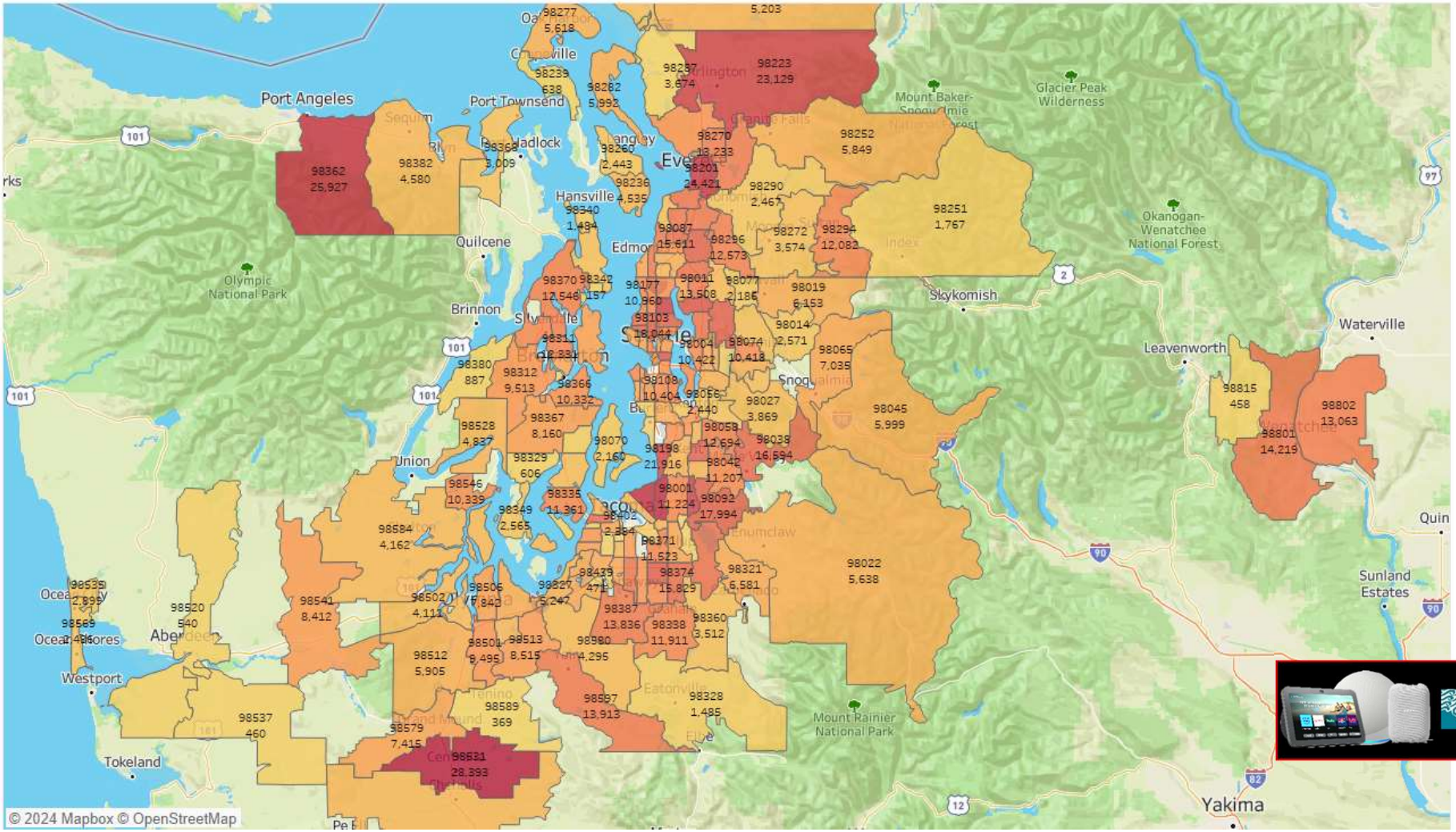
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

Top Residential Zip Codes: (Adults 18 or older who Live in a Household with One or More SMART SPEAKERS)



Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

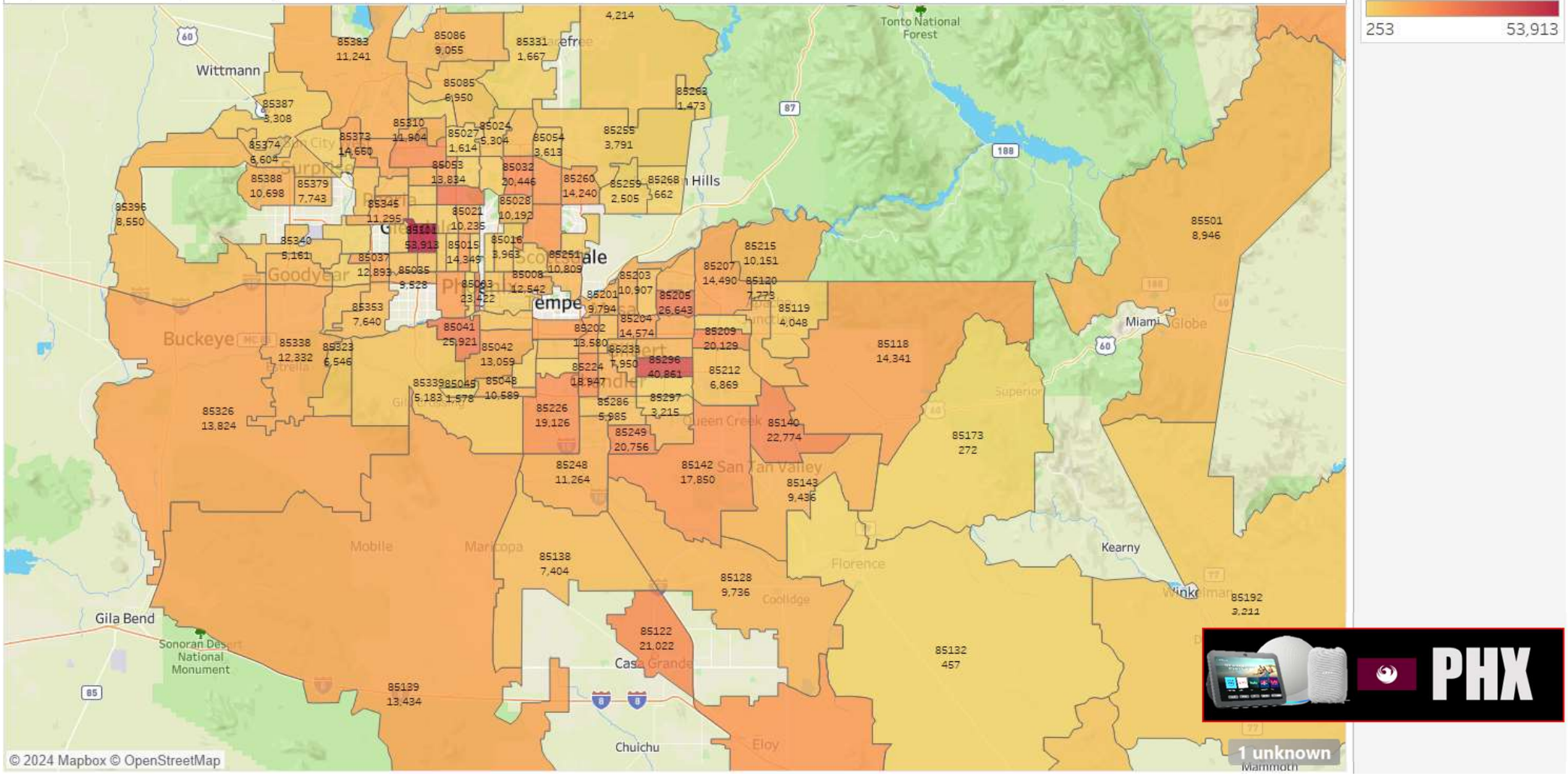
Top Residential Zip Codes: (Adults 18 or older who Live in a Household with One or More SMART SPEAKERS)





Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

Top Residential Zip Codes: (Adults 18 or older who Live in a Household with One or More SMART SPEAKERS)

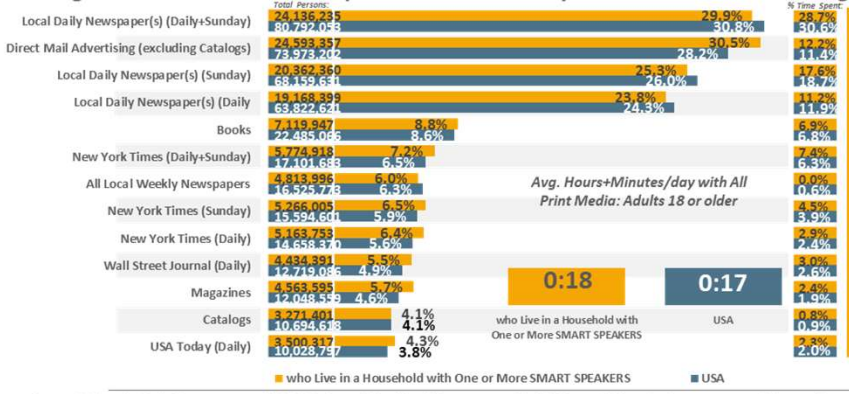


Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

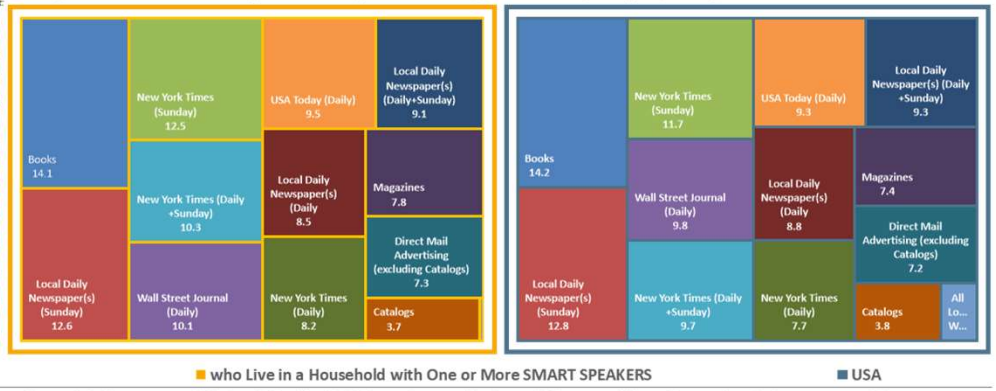


24,136,235 or 29.9% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.9% of all time spent daily with All forms of Print Medi

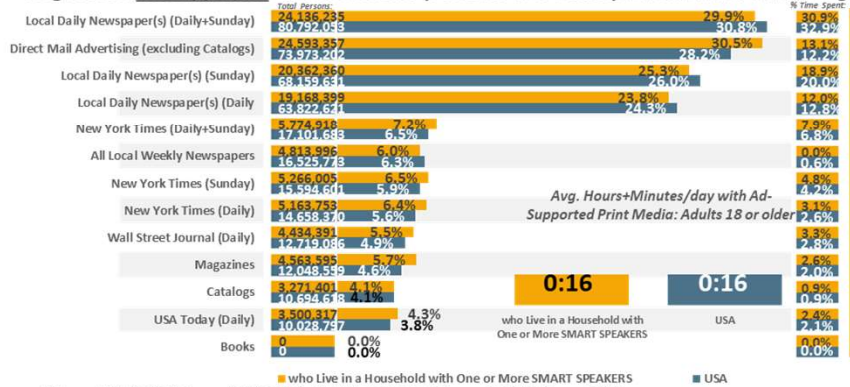
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



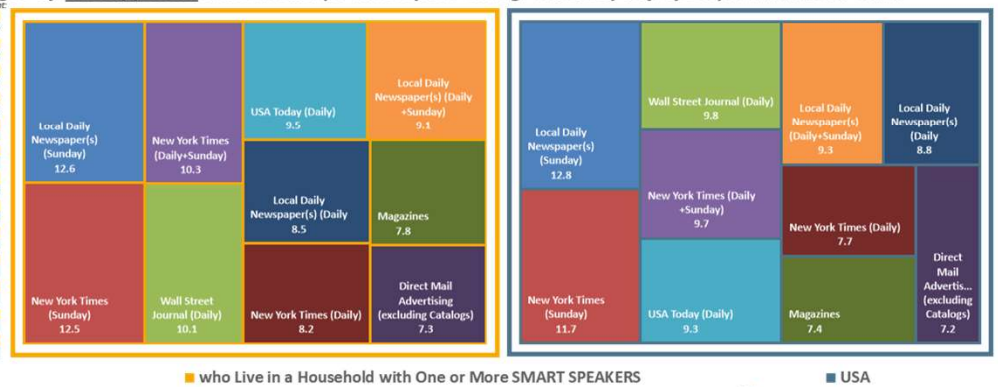
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,900

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

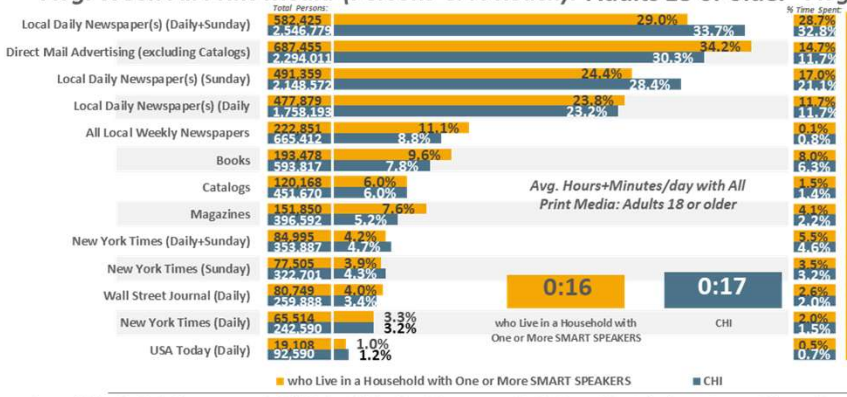
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

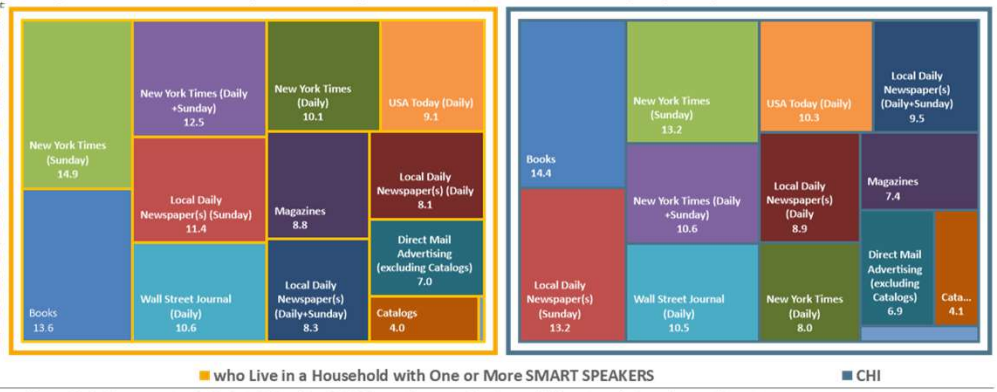


582,425 or 29.% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

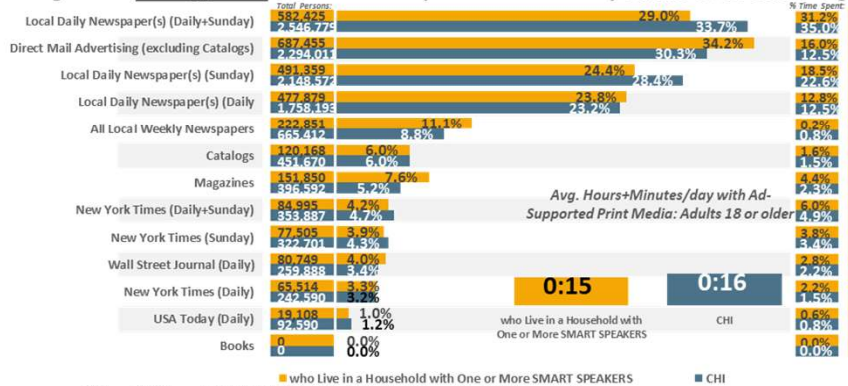
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



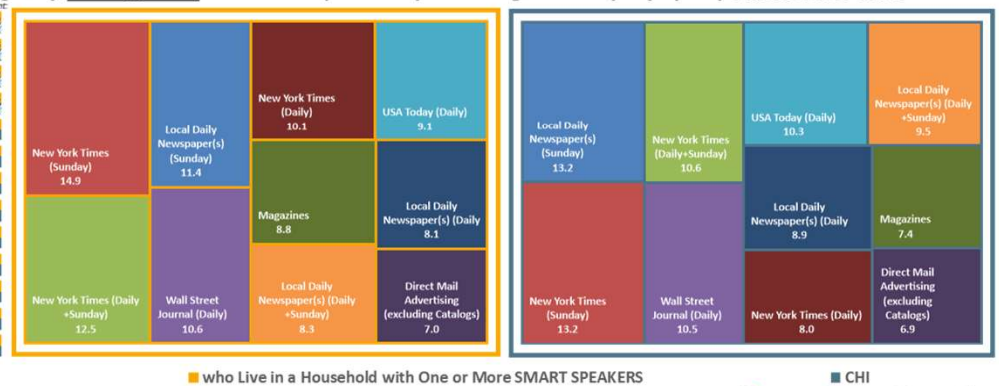
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 830

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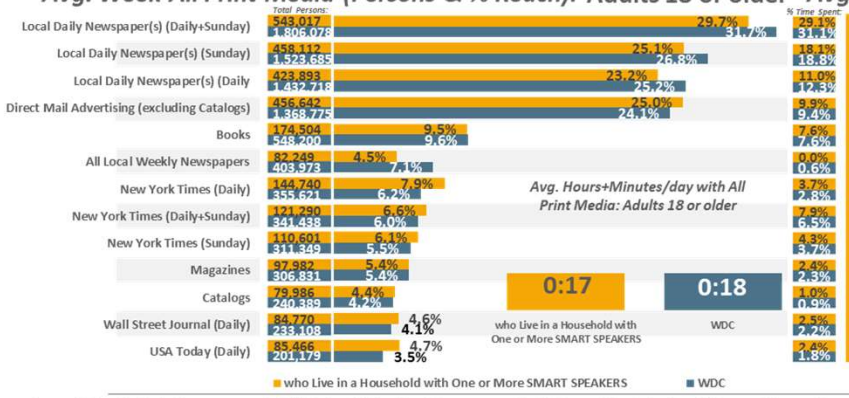
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

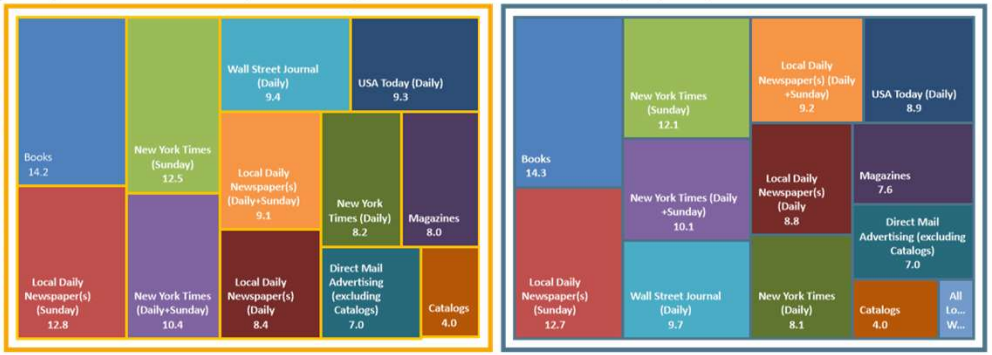


543,017 or 29.7% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

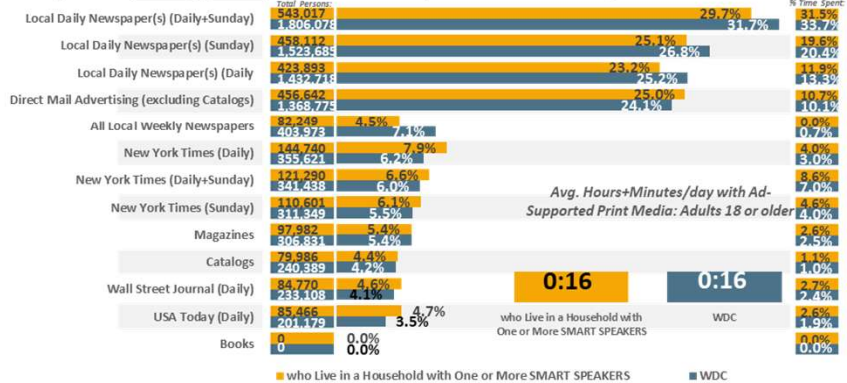
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



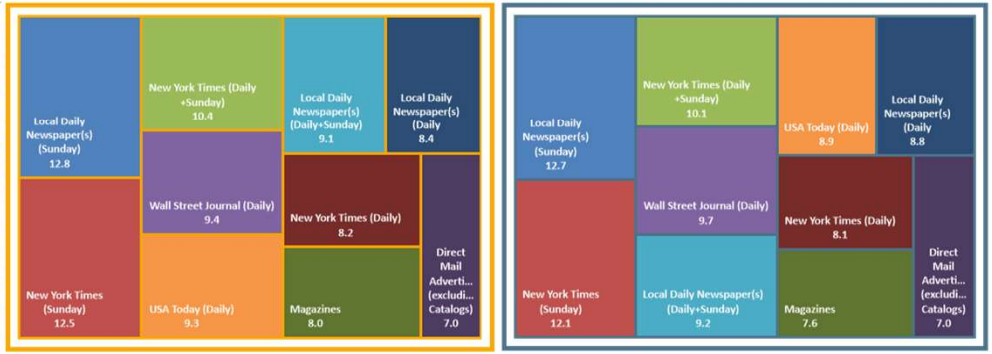
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,810

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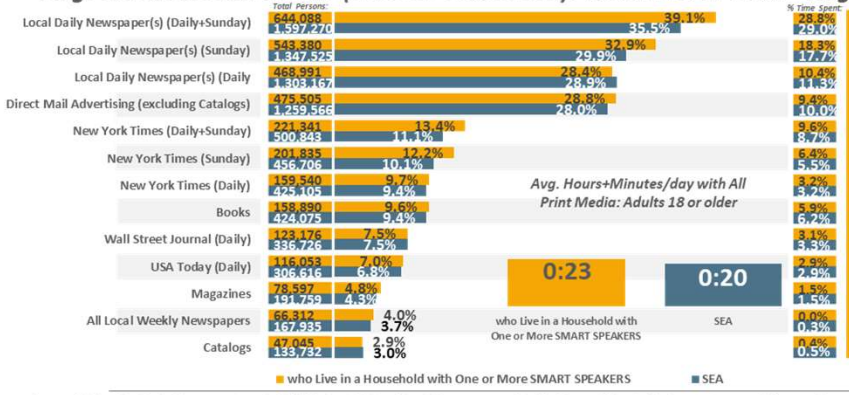
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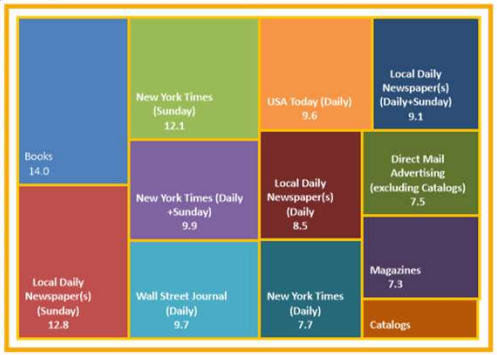
Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

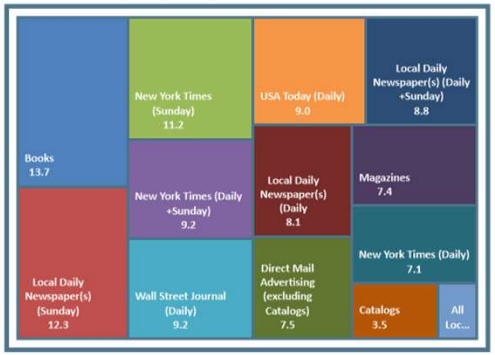


644,088 or 39.1% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

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

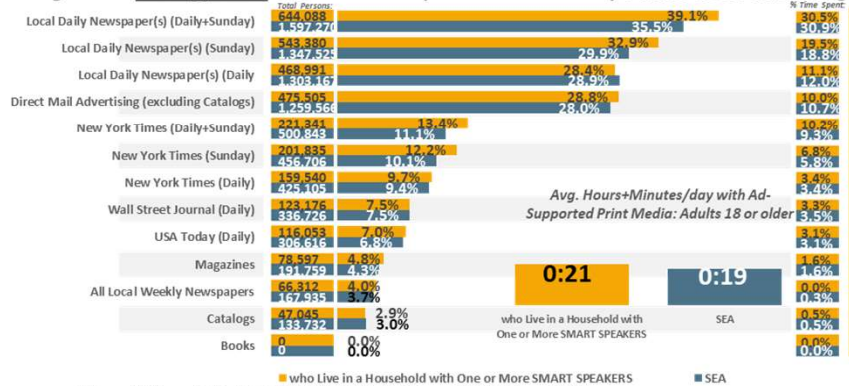


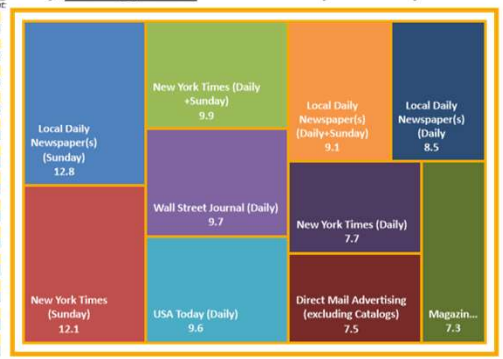


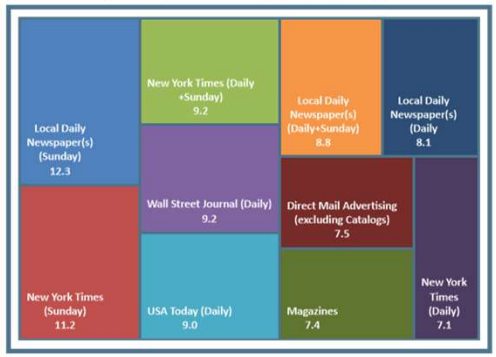


■ who Live in a Household with One or More SMART SPEAKERS ■ SEA

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







■ who Live in a Household with One or More SMART SPEAKERS ■ SEA

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,316

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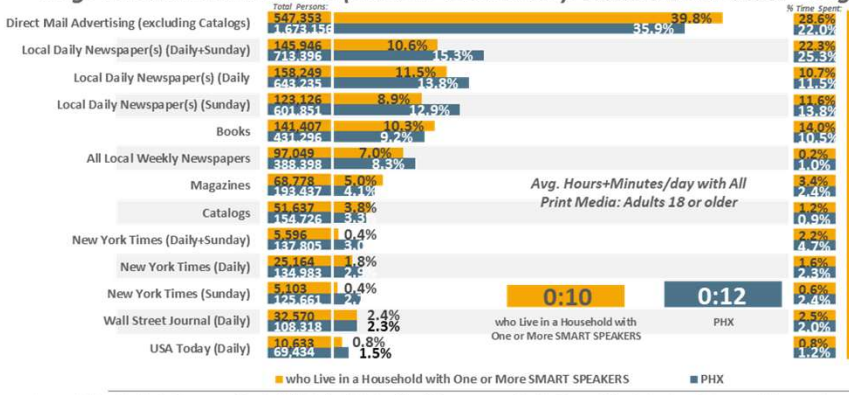
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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)

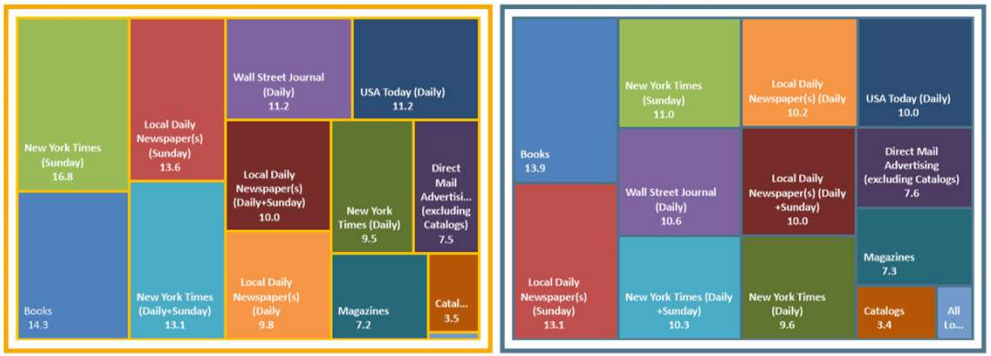


547,353 or 39.8% of Adults 18 or older who Live in a Household with One or More SMART SPEAKERS read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 33.3% of all time spent daily with All forms of Print Me

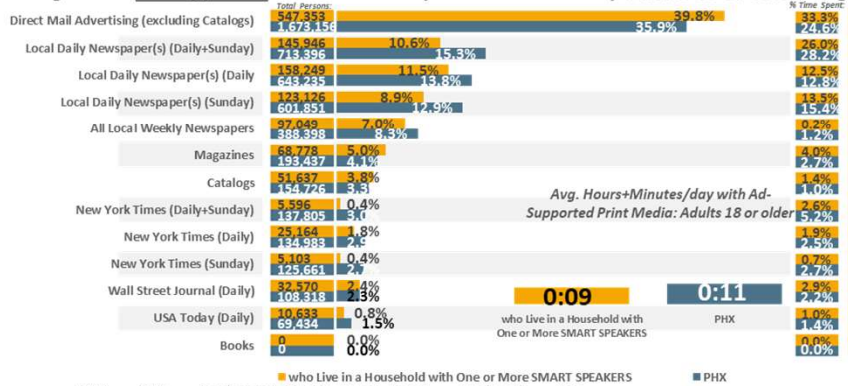
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 605

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Items/services household currently has (HHLD): Smart speaker (Amazon Echo, etc.)