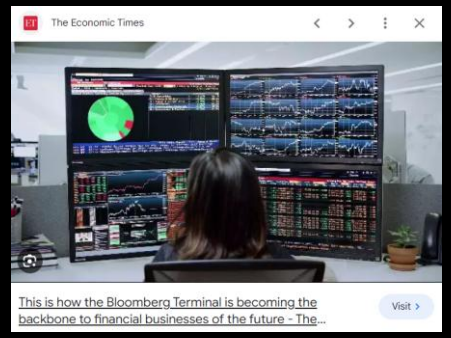
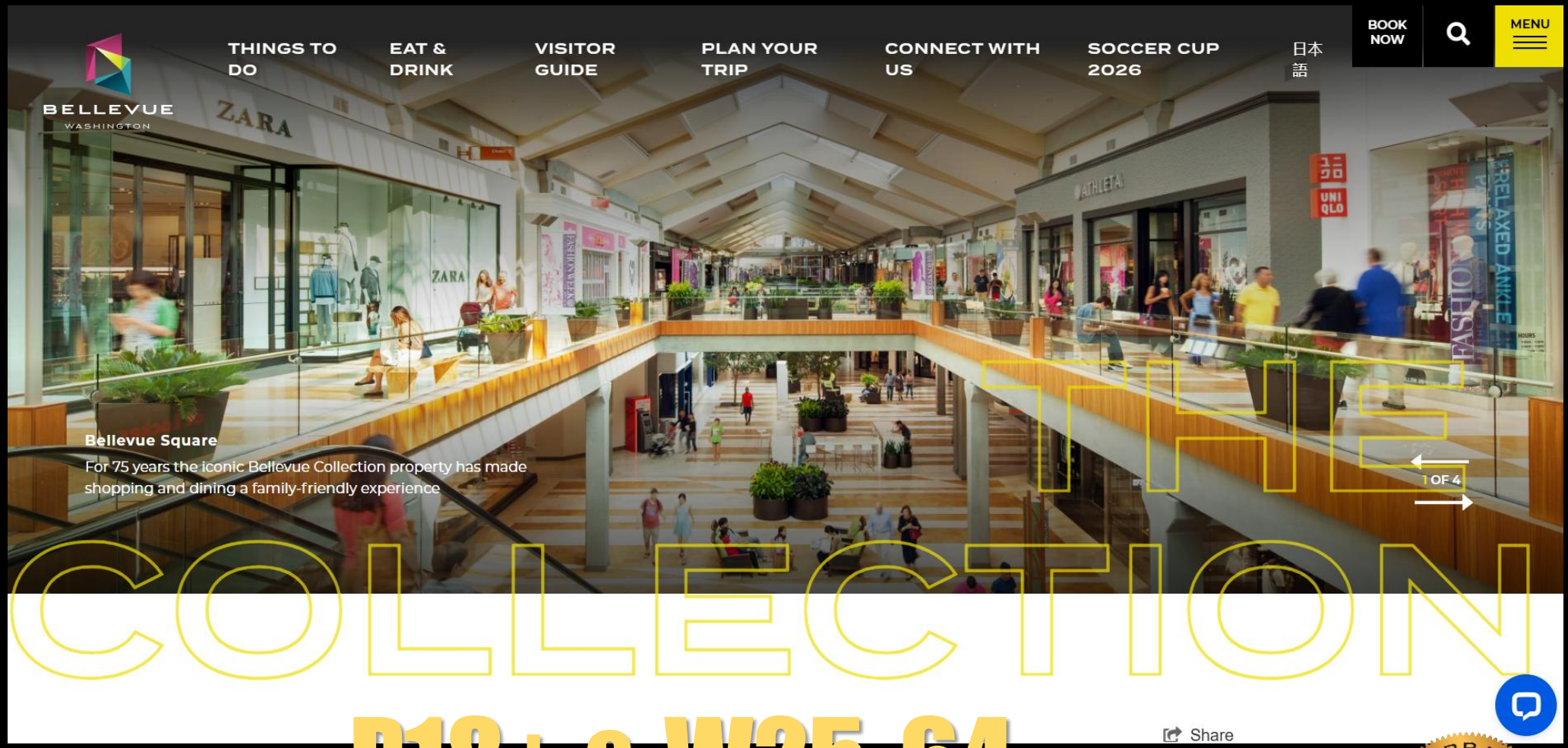
SEATTLE-TACOMA, WA, DMA – P18+ and W25-64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos!

Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of **SEATTLE-TACOMA, WA, DMA** P18+ and W25-64 who **Shopped at THE BELLEVUE COLLECTION in the past 3 months** as of February 28, 2025.





P18+ & W25-64

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

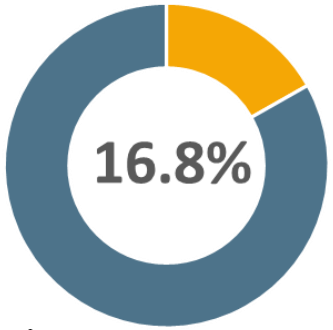
Malls shopped/visited past 3 months: Bellevue Collection

THE BELLEVUE COLLECTION™

16.8% or 758,064 of SEA DMA Adults 18 or older Shopped at THE BELLEVUE COLLECTION in the past 3mos. Typical Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 44.2 years old (8.7% younger than average) and have a $167,336 (35.4% higher than average) annual household income.

P18+

Percent of Market: Adults 18 or older

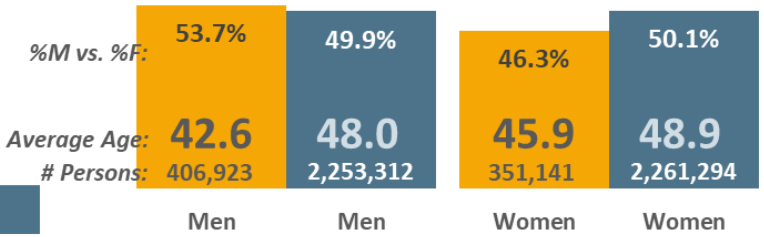


- who Shopped at THE BELLEVUE COLLECTION in the past 3mos
- Remainder of SEA DMA

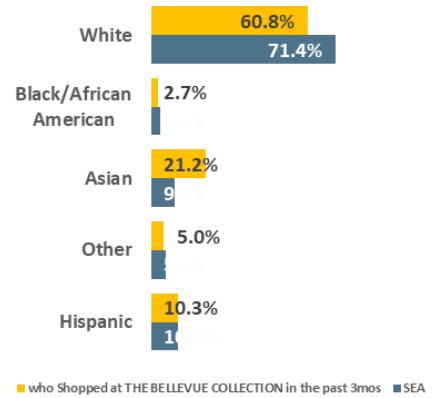
Total Persons:



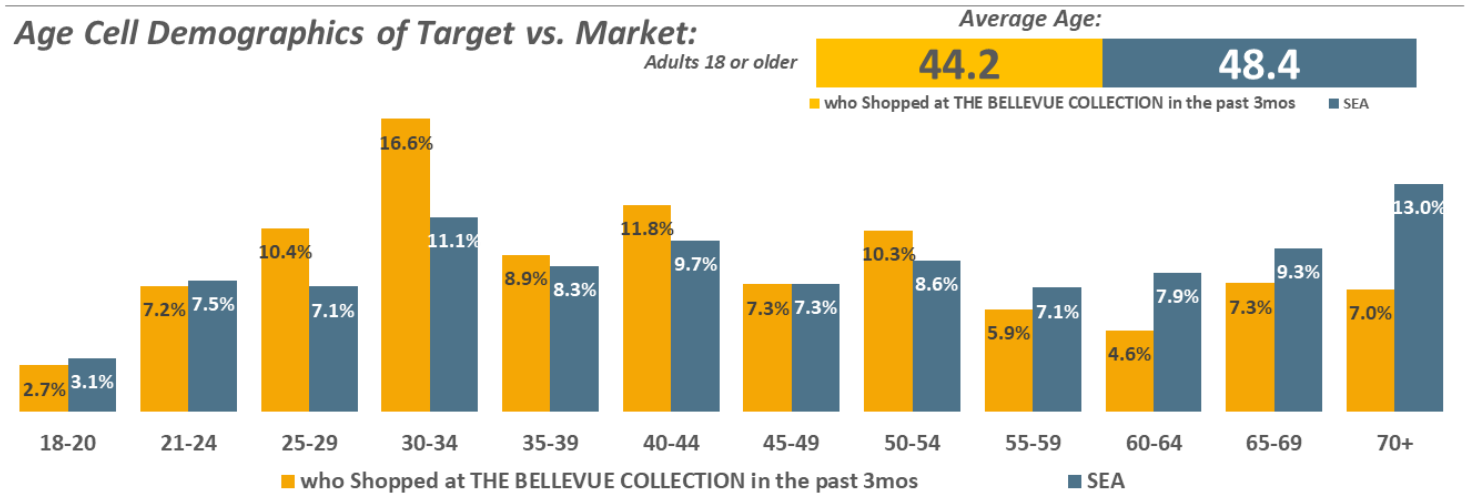
Gender of Target vs. Market: Adults 18 or older



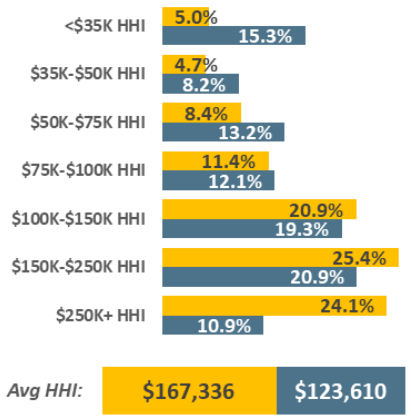
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $167,336 | $123,610

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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Malls shopped/visited past 3 months: Bellevue Collection

HUBBARD RADIO

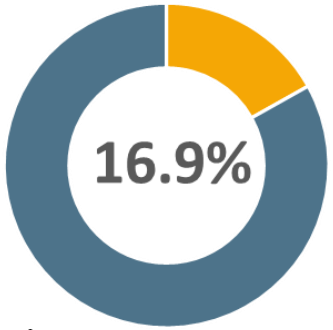
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE BELLEVUE COLLECTION™

16.9% or 250,346 of SEA DMA Women 25 - 64 Shopped at THE BELLEVUE COLLECTION in the past 3mos. Typical Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 42.5 years old (4.7% younger than average) and have a $150,847 (28.8% higher than average) annual household income.

W25-64

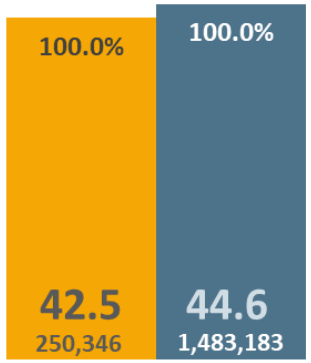
Percent of Market: Women 25 - 64



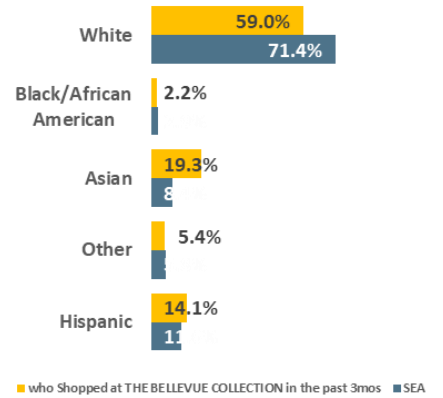
- who Shopped at THE BELLEVUE COLLECTION in the past 3mos
- Remainder of SEA DMA

Total Persons:	250,346	1,232,837

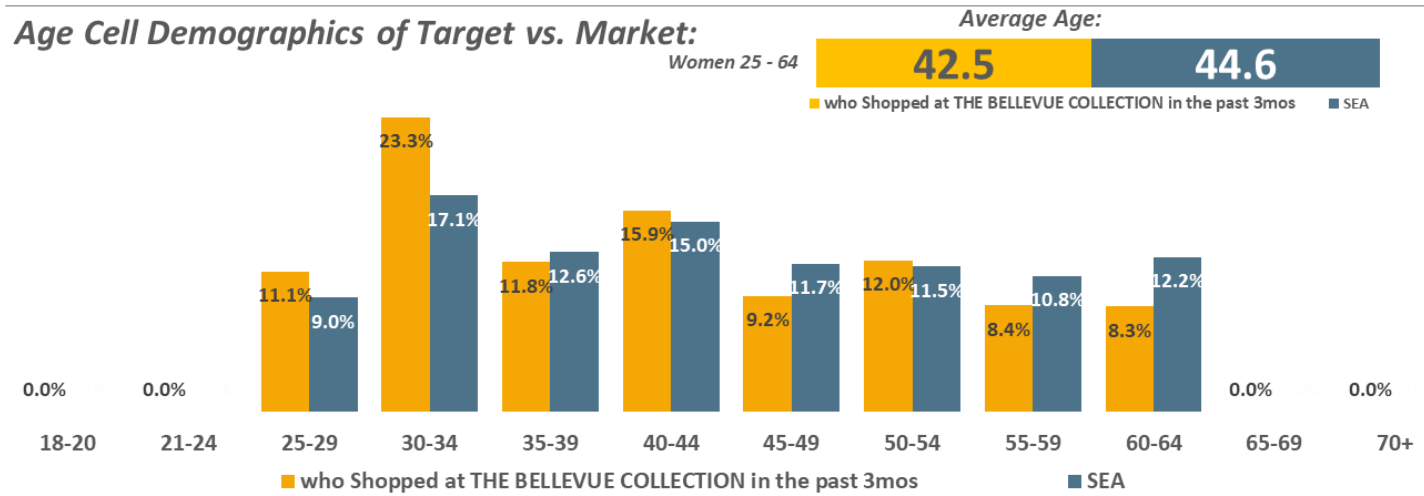
Gender of Target vs. Market: Women 25 - 64



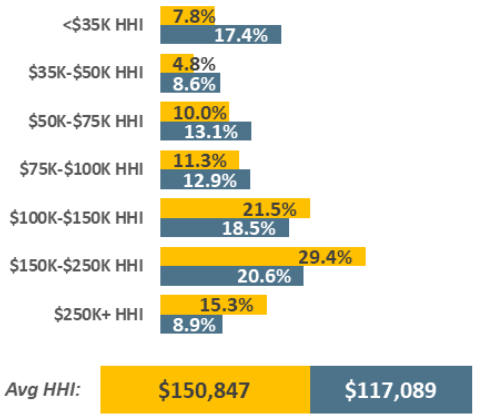
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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Malls shopped/visited past 3 months: Bellevue Collection

HUBBARD RADIO

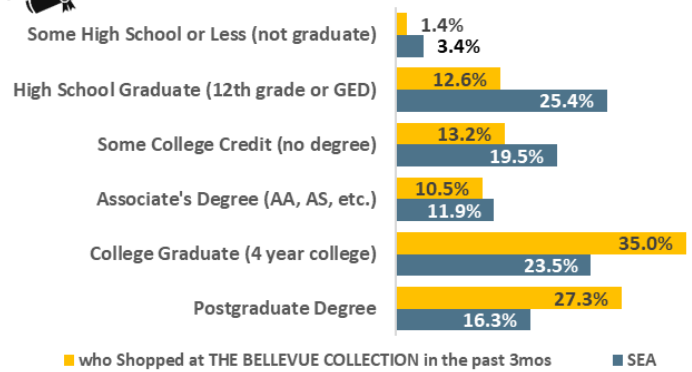
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE BELLEVUE COLLECTION™

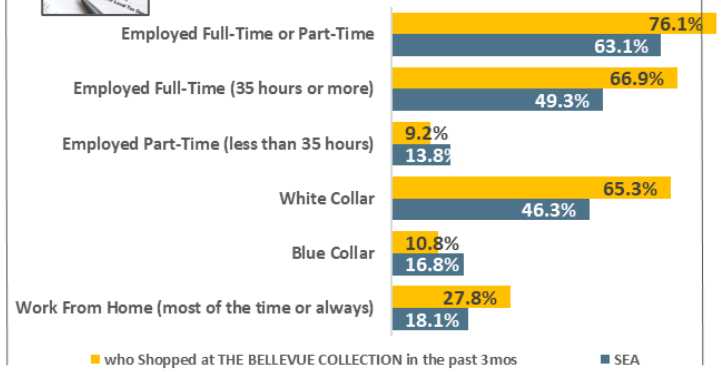
16.8% or 758,064 of SEA DMA Adults 18 or older Shopped at THE BELLEVUE COLLECTION in the past 3mos. Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 56.5% more likely to be a college graduate, 35.6% more likely to work full-time, 3.7% more likely to be married, 5.6% more likely to be a parent of 1 or more children under 18.

P18+

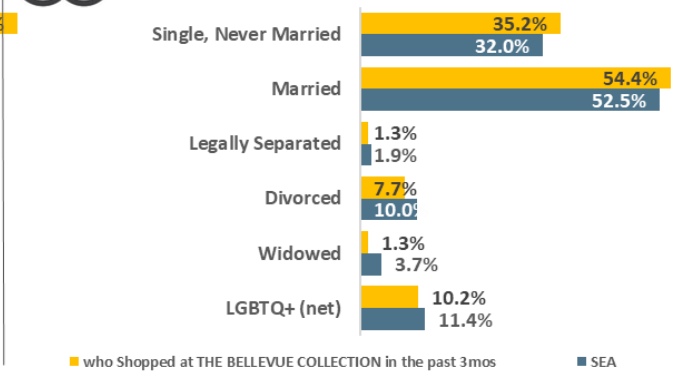
Education Levels: Adults 18 or older



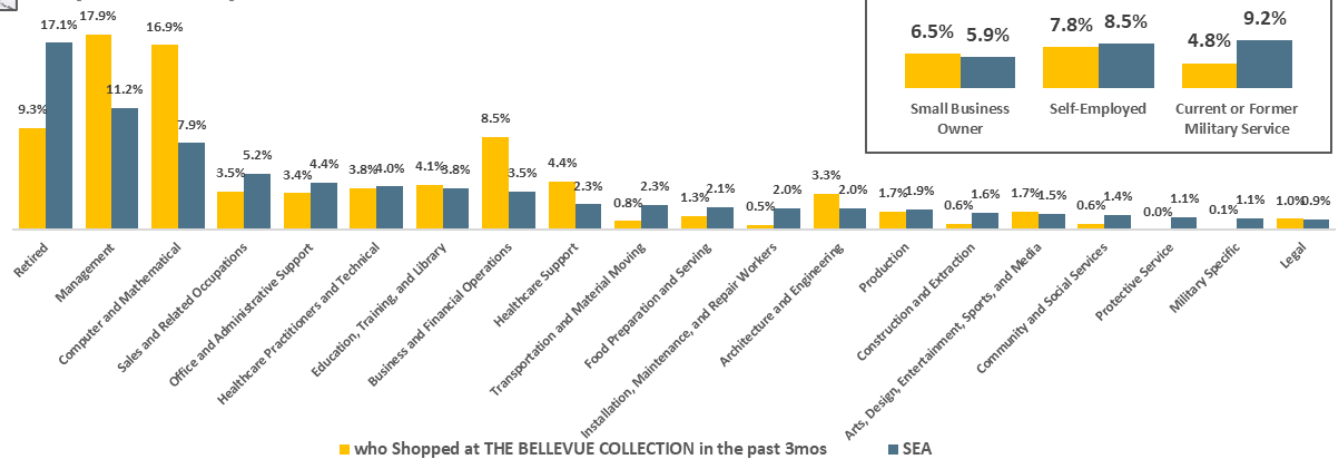
Employment: Adults 18 or older



Marital Status: Adults 18 or older

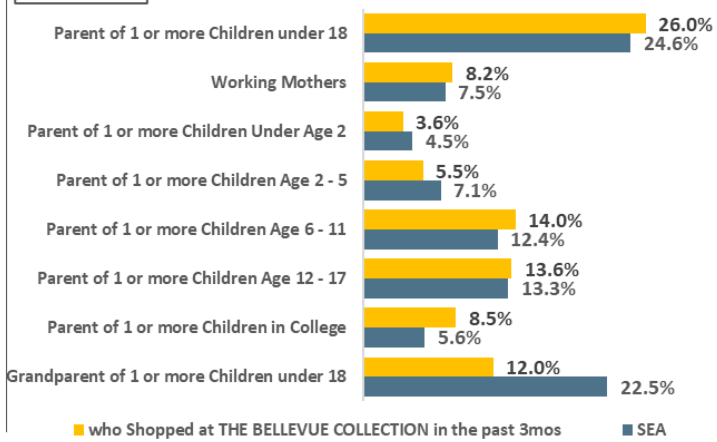


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

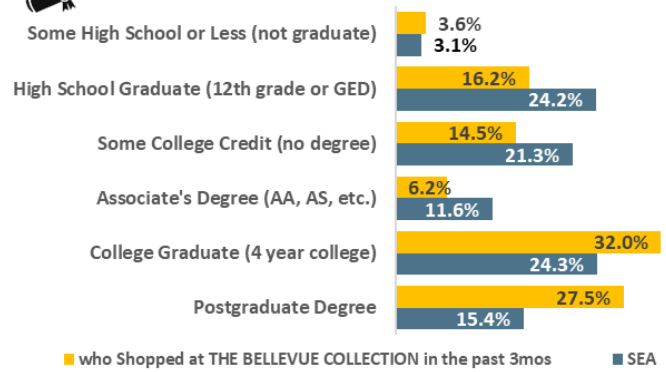
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

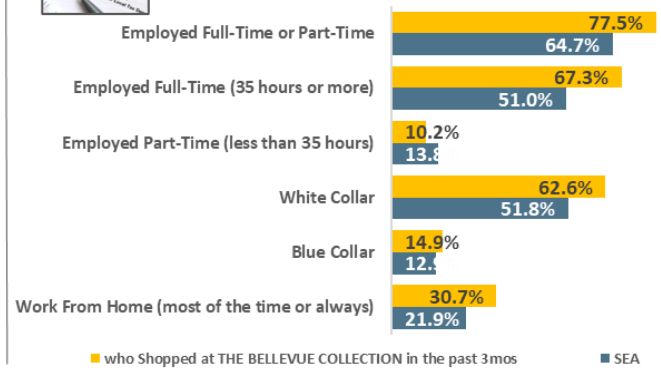
16.9% or 250,346 of SEA DMA Women 25 - 64 Shopped at THE BELLEVUE COLLECTION in the past 3mos. Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 49.8% more likely to be a college graduate, 32.1% more likely to work full-time, 1.8% more likely to be married, 1.7% more likely to be a parent of 1 or more children under 18.

W25-64

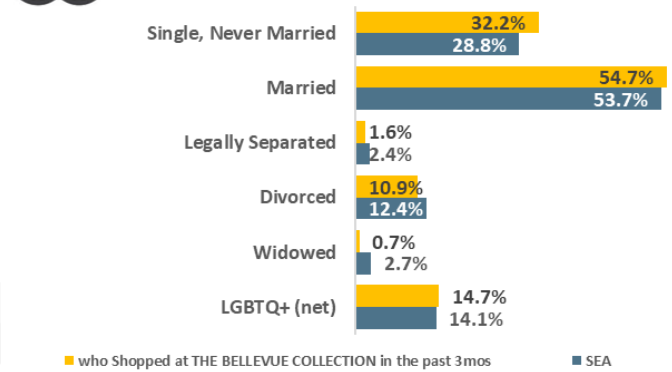
Education Levels: Women 25 - 64



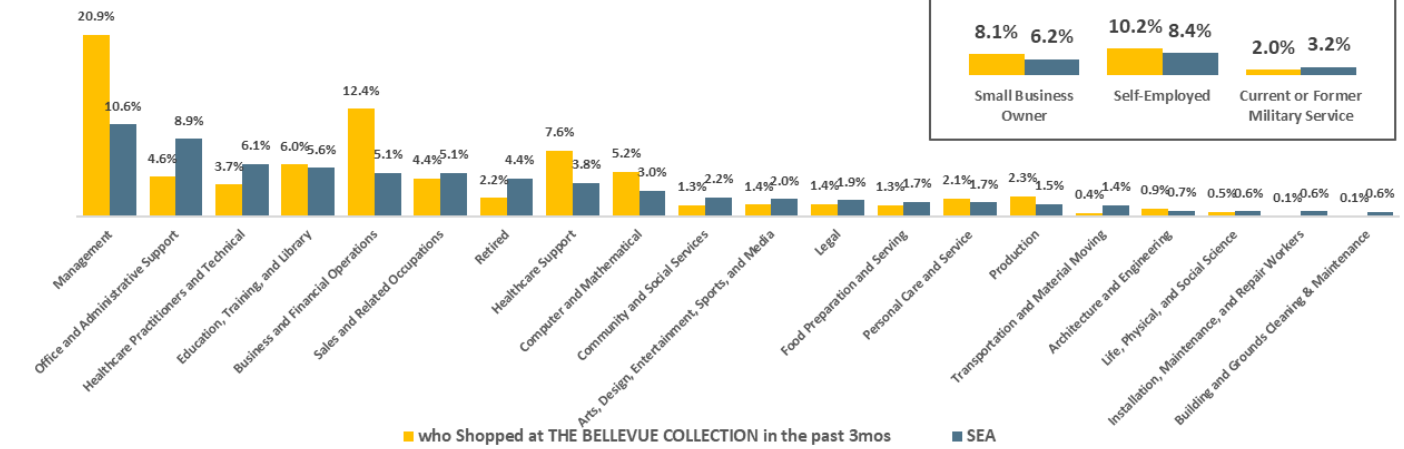
Employment: Women 25 - 64



Marital Status: Women 25 - 64

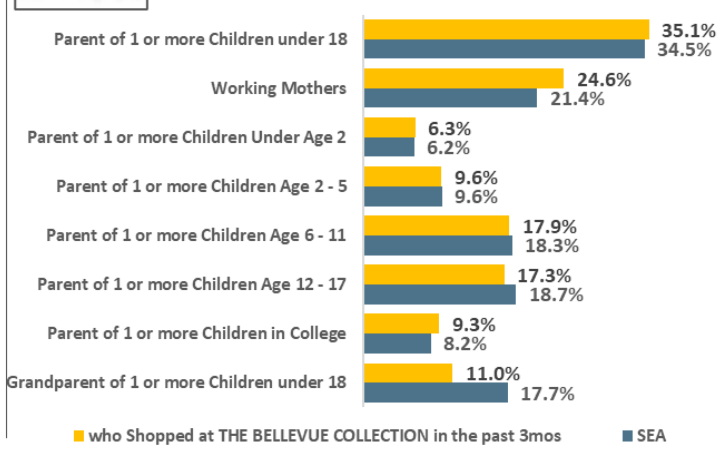


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

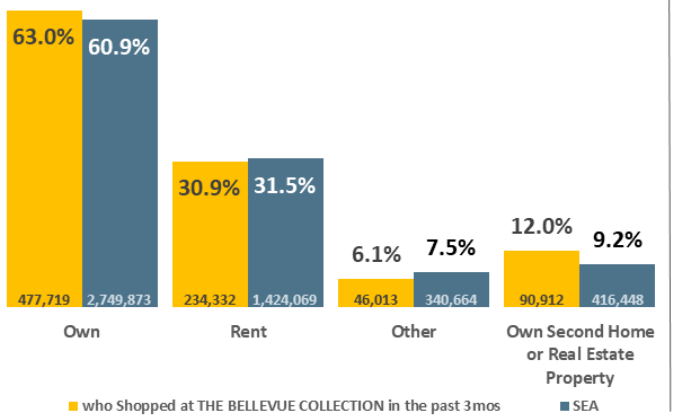
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

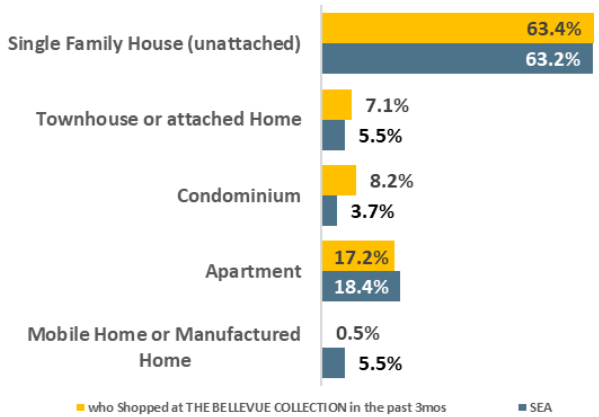
16.8% or 758,064 of SEA DMA Adults 18 or older Shopped at THE BELLEVUE COLLECTION in the past 3mos. Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 3.5% more likely to own their home, 41.% more likely to own a higher valued home, .4% more likely to have a single-family home, 8.6% less likely to have a dog.

P18+

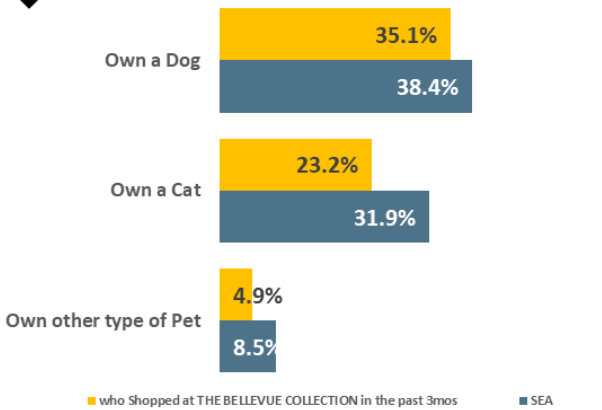
Own/Rent/Other: Adults 18 or older



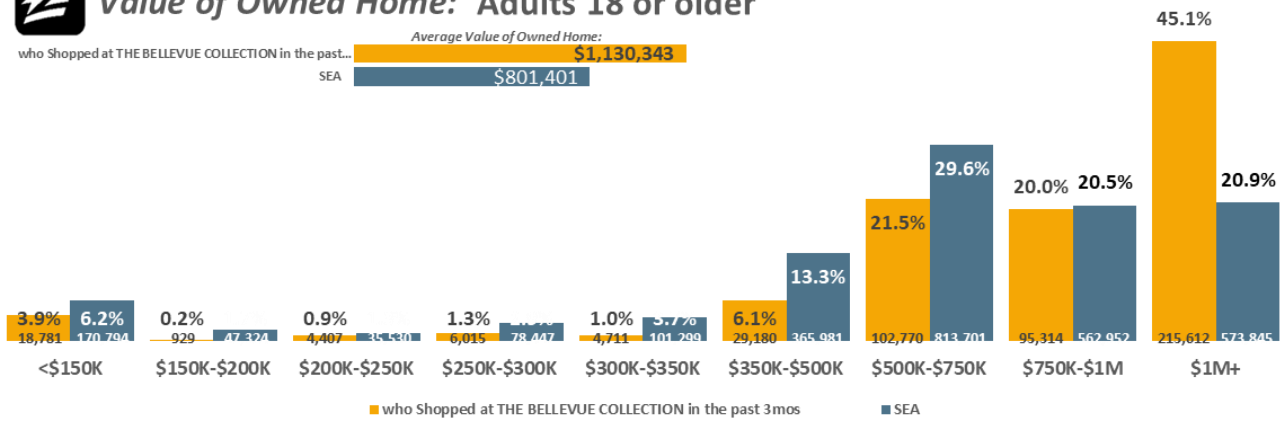
Type of Home: Adults 18 or older



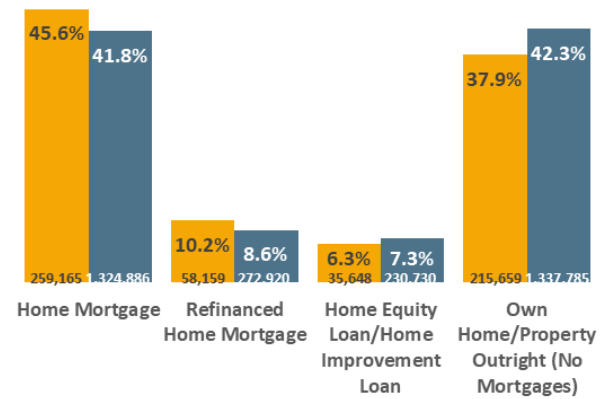
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

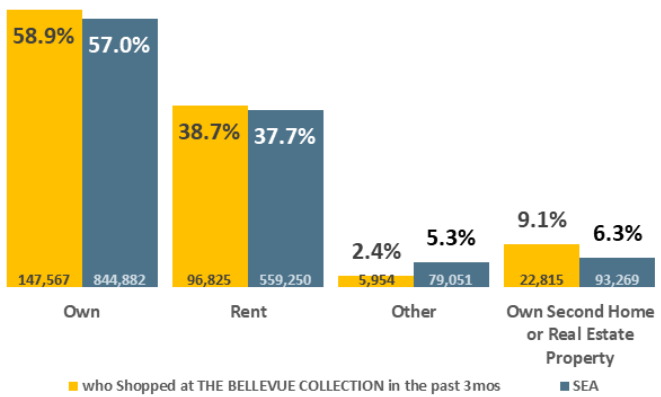
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060Digital

THE BELLEVUE COLLECTION™

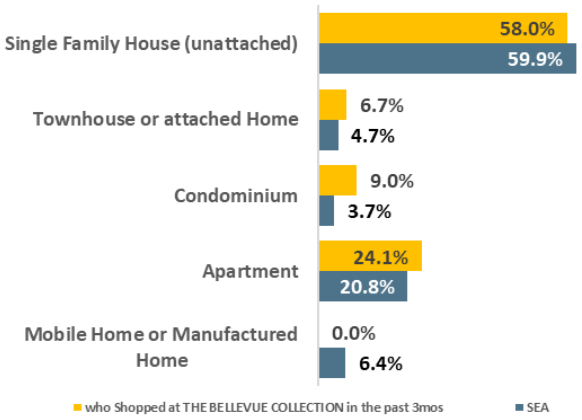
16.9% or 250,346 of SEA DMA Women 25 - 64 Shopped at THE BELLEVUE COLLECTION in the past 3mos. Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 3.5% more likely to own their home, 33.2% more likely to own a higher valued home, 3.2% less likely to have a single-family home, 21.9% less likely to have a dog.

W25-64

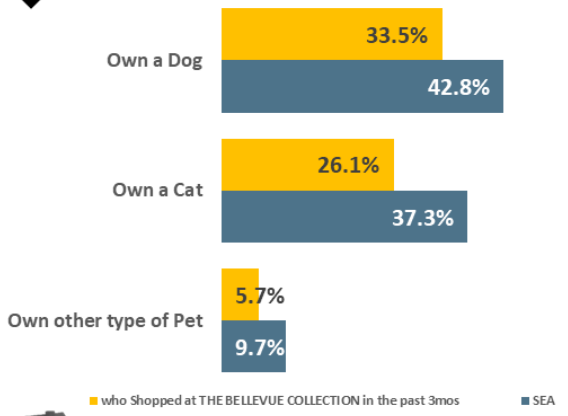
Own/Rent/Other: Women 25 - 64



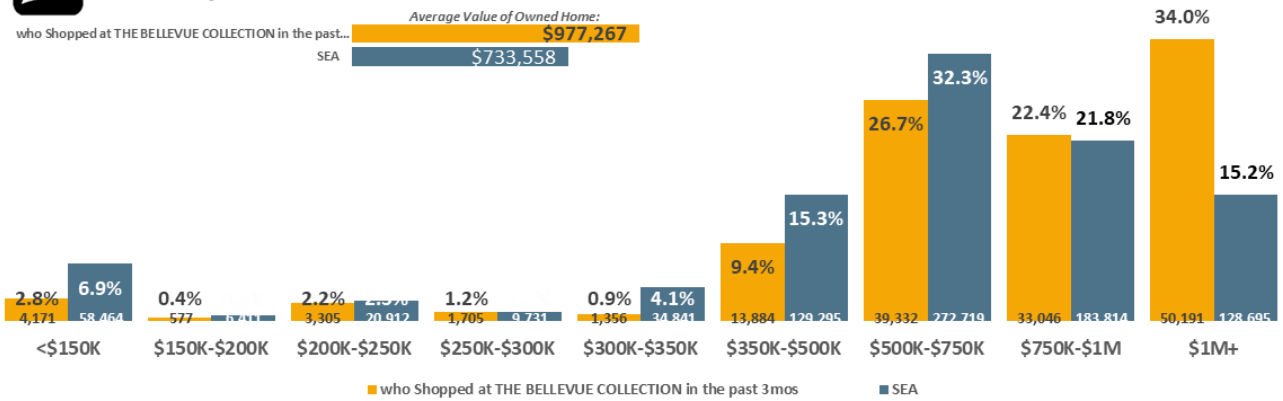
Type of Home: Women 25 - 64



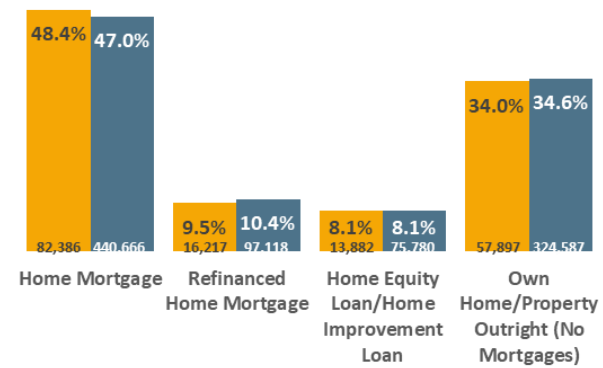
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

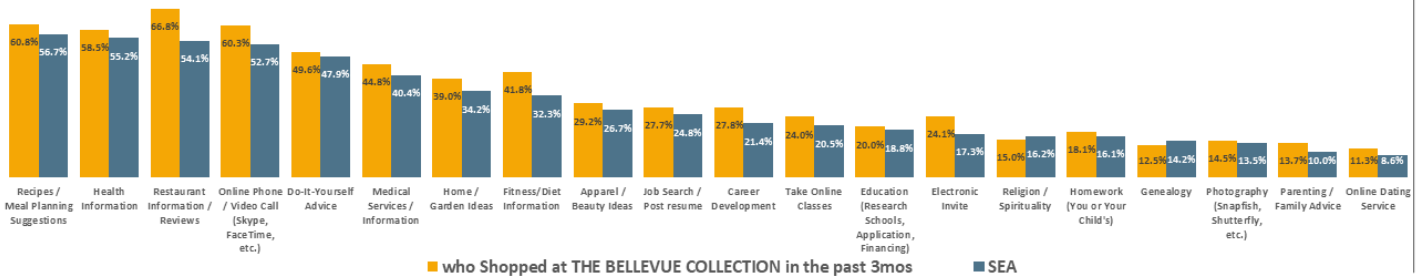
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

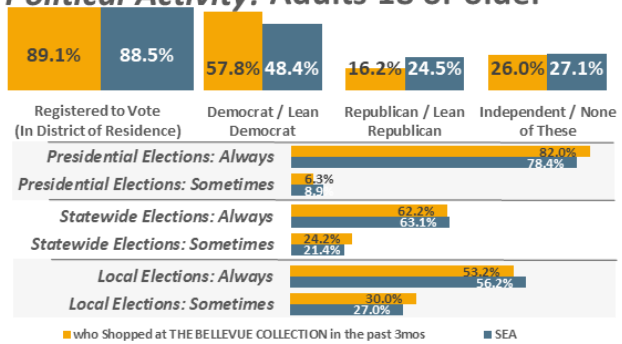
16.8% or 758,064 of SEA DMA Adults 18 or older Shopped at THE BELLEVUE COLLECTION in the past 3mos. Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 3.5% more likely to look up D-I-Y advice online, 5.3% less likely to always vote in local elections, 49.3% more likely to belong to a gym, 35.5% more likely to fly domestic pas

P18+

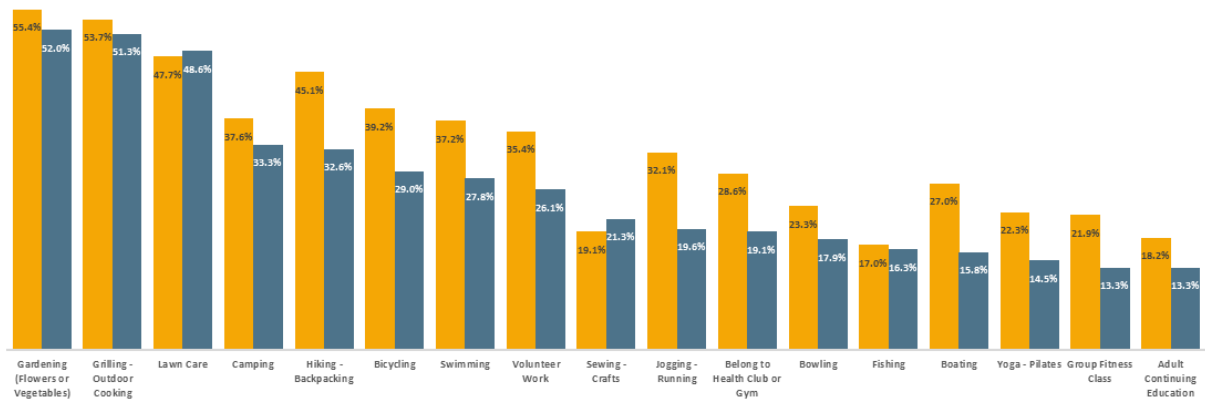
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



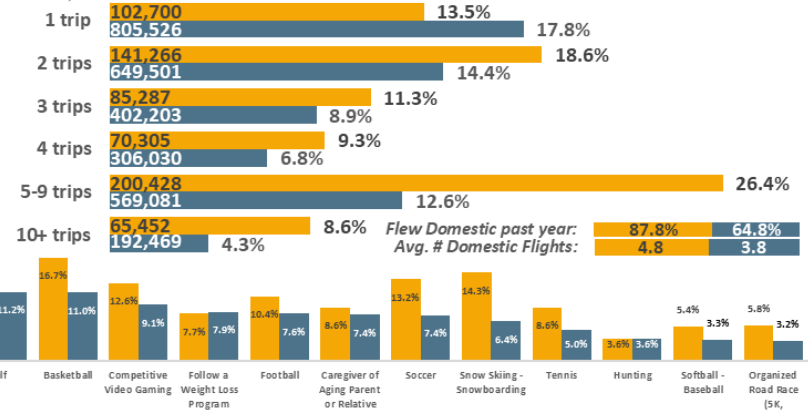
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

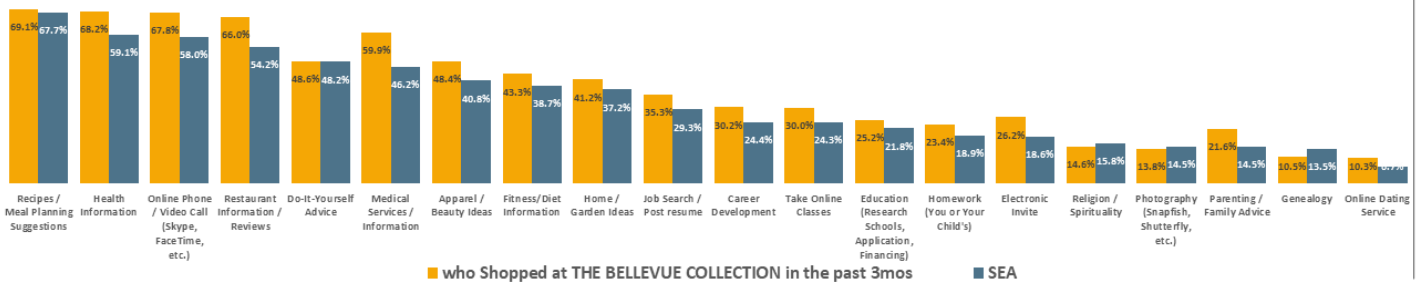
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060Digital

THE BELLEVUE COLLECTION™

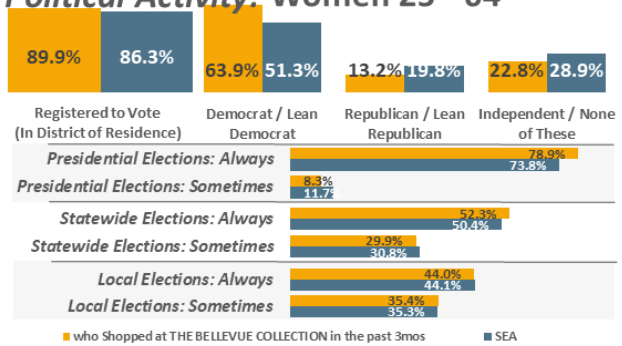
16.9% or 250,346 of SEA DMA Women 25 - 64 Shopped at THE BELLEVUE COLLECTION in the past 3mos. Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos are .7% more likely to look up D-I-Y advice online, .2% less likely to always vote in local elections, 63.2% more likely to belong to a gym, 37.7% more likely to fly domestic past yr.

W25-64

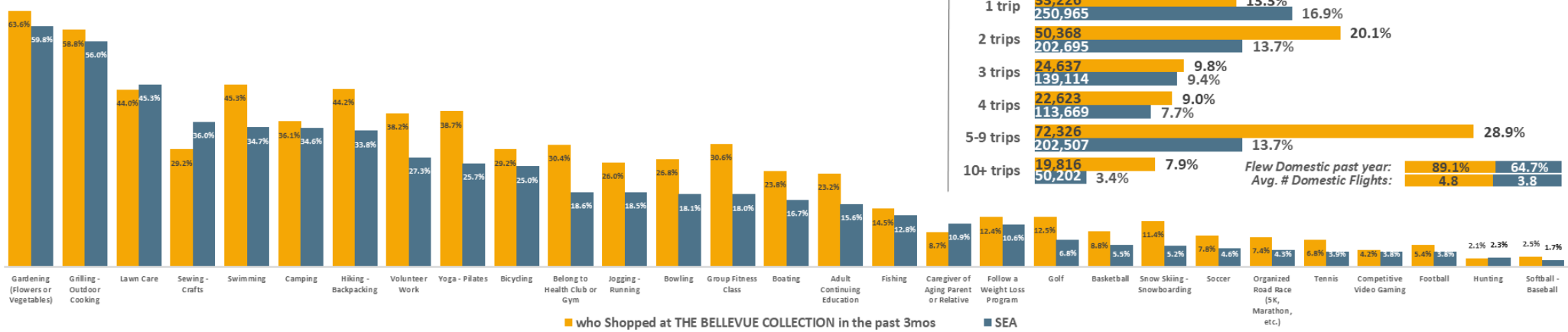
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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Malls shopped/visited past 3 months: Bellevue Collection

HUBBARD RADIO

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

P18+

THE BELLEVUE COLLECTION™

16.8% or 758,064 of SEA DMA Adults 18 or older Shopped at THE BELLEVUE COLLECTION in the past 3mos. Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 1.1% more likely to use QSRs past mo., 17.6% more likely to use Sit-Down Restaurants past mo., 4.2% more likely to use Casinos past yr., 35.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 82.0% 621,338 | 81.1% 3,661,363

Avg. Monthly QSR Meals: 5.4 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 82.1% 622,244 | 69.8% 3,151,841

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Shopped at THE BELLEVUE COLLECTION in the... 194,360 25.6%

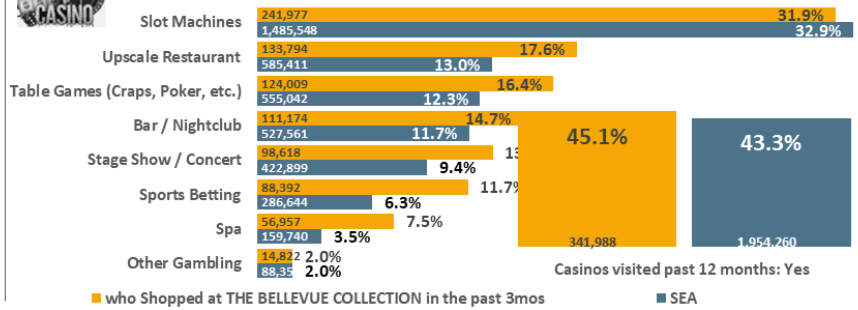
SEA 910,190 20.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

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

W25-64

THE BELLEVUE COLLECTION™

16.9% or 250,346 of SEA DMA Women 25 - 64 Shopped at THE BELLEVUE COLLECTION in the past 3mos. Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 1.2% more likely to use QSRs past mo., 23.2% more likely to use Sit-Down Restaurants past mo., 21.8% more likely to use Casinos past yr., 77.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64



	who Shopped at THE BELLEVUE COLLECTION in the past 3mos	SEA
1 time	12.0%	10.9%
2 times	11.1%	12.9%
3 times	13.0%	14.6%
4 times	11.7%	11.3%
5 times	13.6%	9.9%
6 - 9 times	13.4%	13.5%
10 times or more	9.8%	10.6%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
84.7%	83.7%		
212,036	1,240,925	5.2	5.2

Past 30-days Sit-Down Restaurant Users: Women 25 - 64



	who Shopped at THE BELLEVUE COLLECTION in the past 3mos	SEA
1 time	19.1%	21.3%
2 times	18.5%	15.4%
3 times	10.6%	12.0%
4 times	9.0%	7.8%
5 times	8.4%	4.5%
6 - 9 times	11.4%	5.4%
10 times or more	8.9%	3.4%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
85.9%	69.8%		
215,130	1,034,796	4.5	3.3

Top-10 Cuisines: Women 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Shopped at THE BELLEVUE COLLECTION in the...	71,954	28.7%
SEA	358,999	24.2%

Drank Past 30-days: Women 25 - 64



	who Shopped at THE BELLEVUE COLLECTION in the past 3mos	SEA
Liquor	137,522 54.9%	711,135 47.9%
Any Type of Beer	107,082 42.8%	500,753 33.8%
Wine	135,732 54.2%	488,924 33.0%
Imported Beer	81,812 32.7%	309,150 20.8%
Microbrew / Craft Beer	57,298 22.9%	278,832 18.8%
Domestic Regular Beer	60,962 24.4%	259,140 17.5%
Domestic Light Beer	49,745 19.9%	233,728 15.8%

Past 12 months Casino Activities: Women 25 - 64



	who Shopped at THE BELLEVUE COLLECTION in the past 3mos	SEA
Slot Machines	98,396 39.3%	532,952 35.9%
Upscale Restaurant	60,074 24.0%	237,125 16.0%
Bar / Nightclub	45,069 18.0%	221,707 14.9%
Stage Show / Concert	41,984 16.8%	169,123 11.4%
Table Games (Craps, Poker, etc.)	30,047 12.0%	131,034 8.8%
Spa	27,618 11.0%	75,777 5.1%
Sports Betting	21,848 8.7%	59,363 4.0%
Other Gambling	5,696 2.3%	29,9 2.0%

Casinos visited past 12 months:	Yes	No
	54.7%	44.9%
	136,833	665,600

Used Past 30-days: Women 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

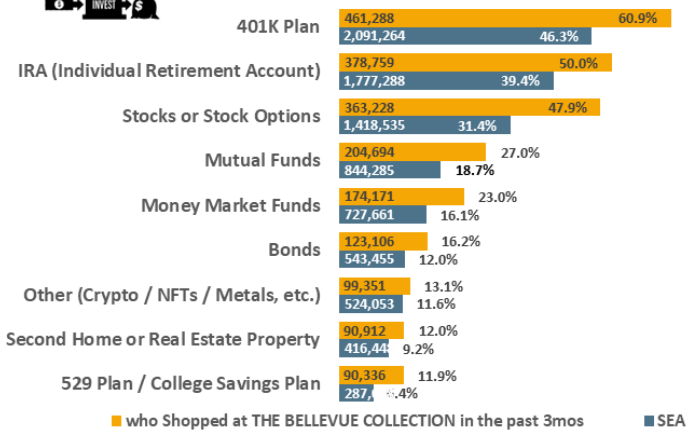
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060Digital

THE BELLEVUE COLLECTION™

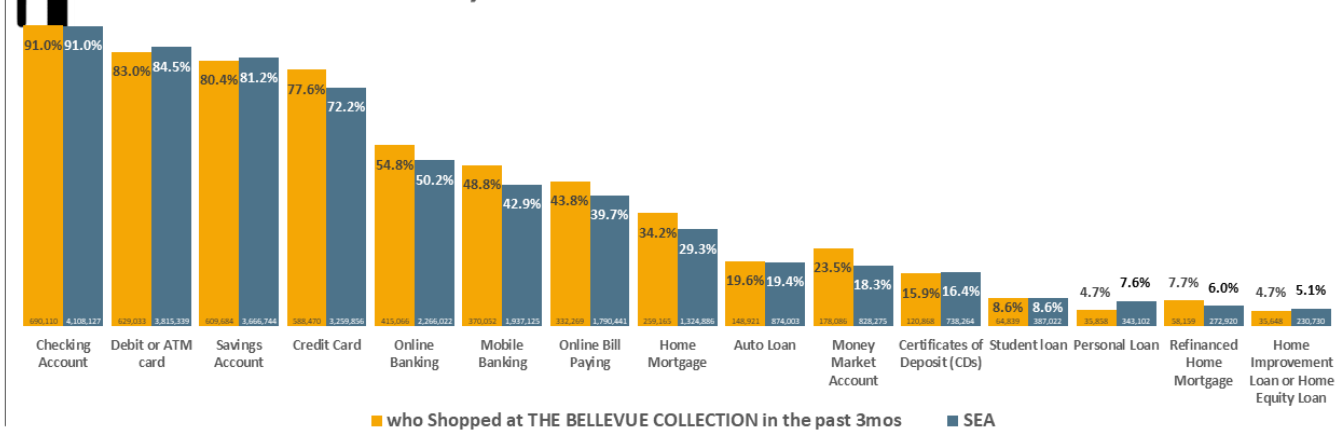
16.8% or 758,064 of SEA DMA Adults 18 or older Shopped at THE BELLEVUE COLLECTION in the past 3mos. Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 31.4% more likely to have a 401K, 1.5% more likely to have an Auto Loan, 55.7% more likely to Invest/Trade Stocks Online, 22.5% less likely to pay with their Debit Card.

P18+

Investments Owned: Adults 18 or older



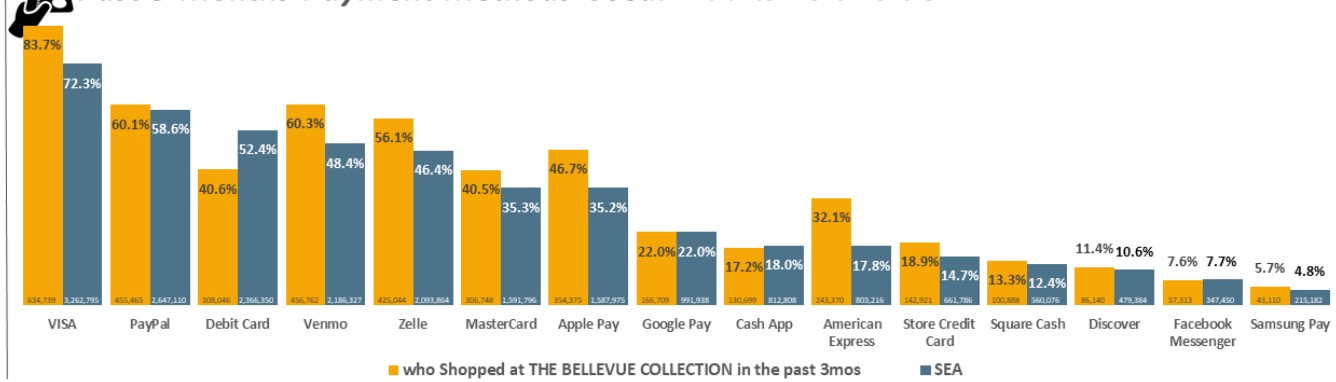
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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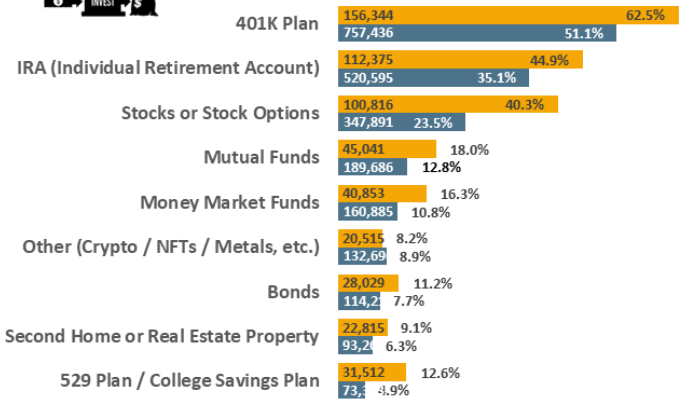
Malls shopped/visited past 3 months: Bellevue Collection

THE BELLEVUE COLLECTION™

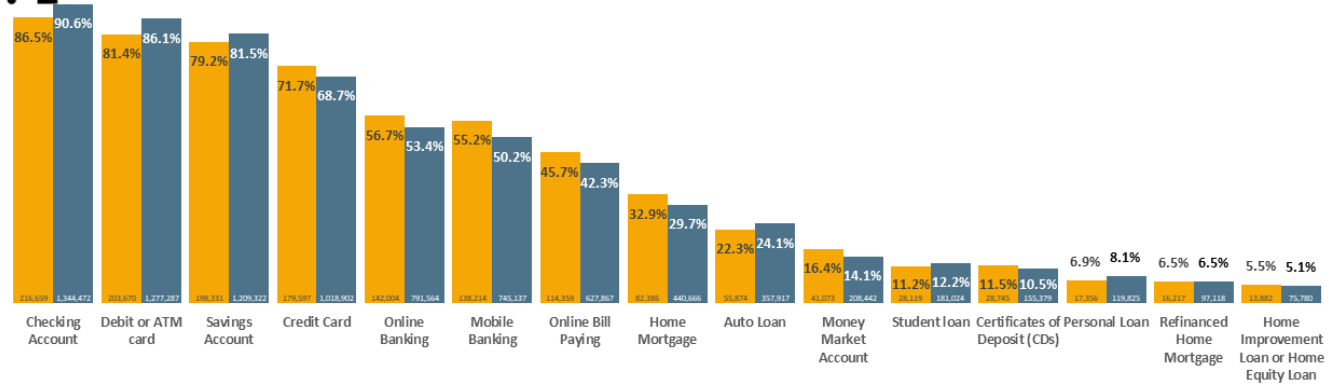
16.9% or 250,346 of SEA DMA Women 25 - 64 Shopped at THE BELLEVUE COLLECTION in the past 3mos. Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos are 22.3% more likely to have a 401K, 7.5% less likely to have an Auto Loan, 66.8% more likely to Invest/Trade Stocks Online, 22.7% less likely to pay with their Debit Card.

W25-64

Investments Owned: Women 25 - 64



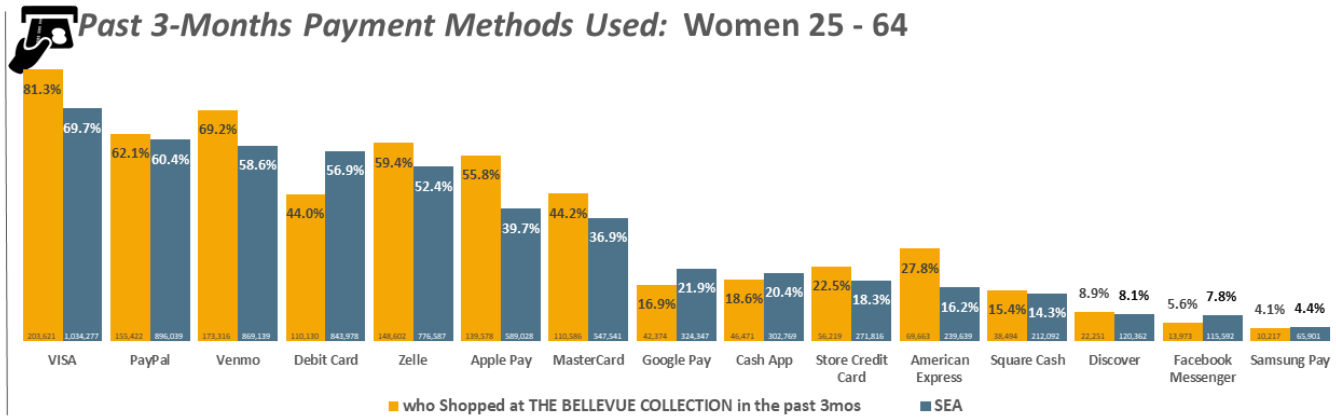
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used:* Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

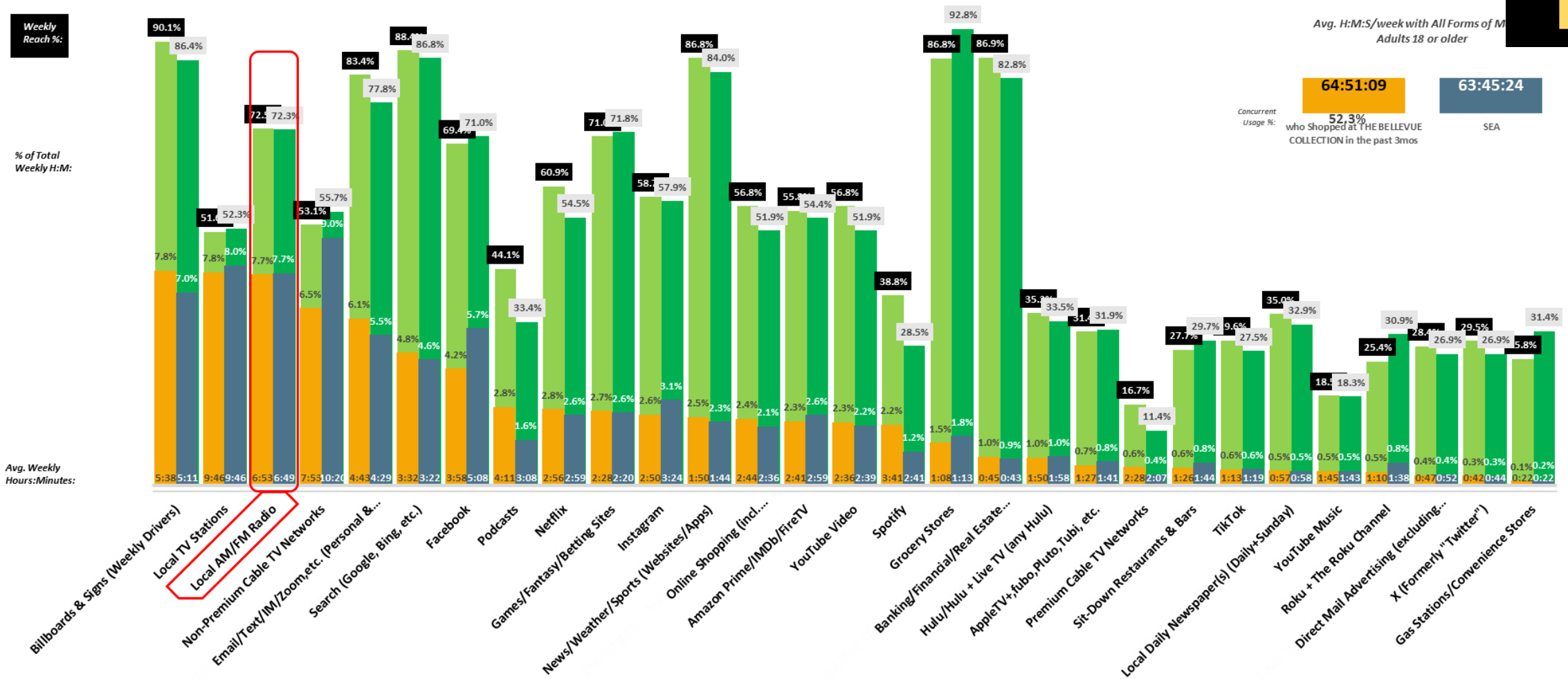
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 2 days, 16 hours, 51 minutes and 9 seconds each week with All Forms of Media.

72.5% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an avg. of 6 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.

P18+



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

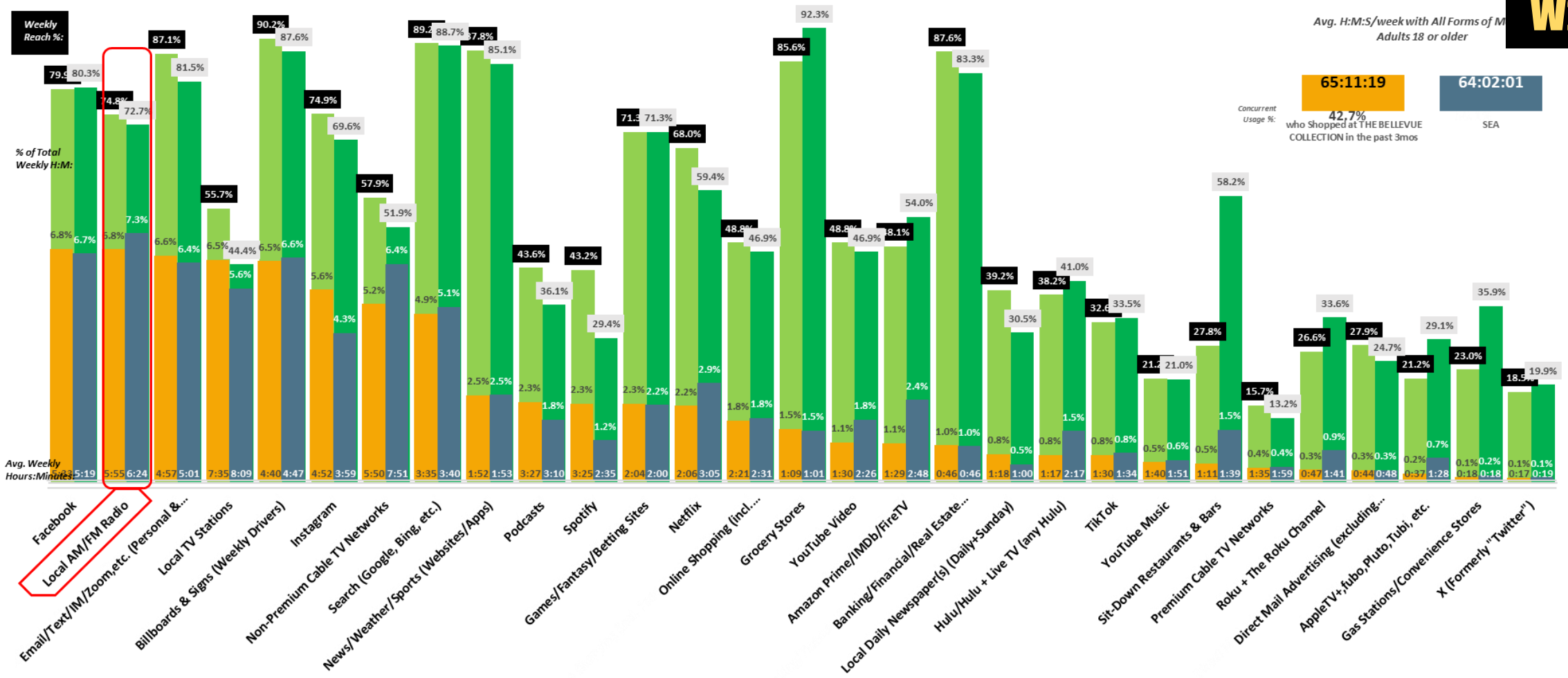
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 2 days, 17 hours, 11 minutes and 19 seconds each week with All Forms of Media.

74.8% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an avg. of 5 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.

W25-64



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

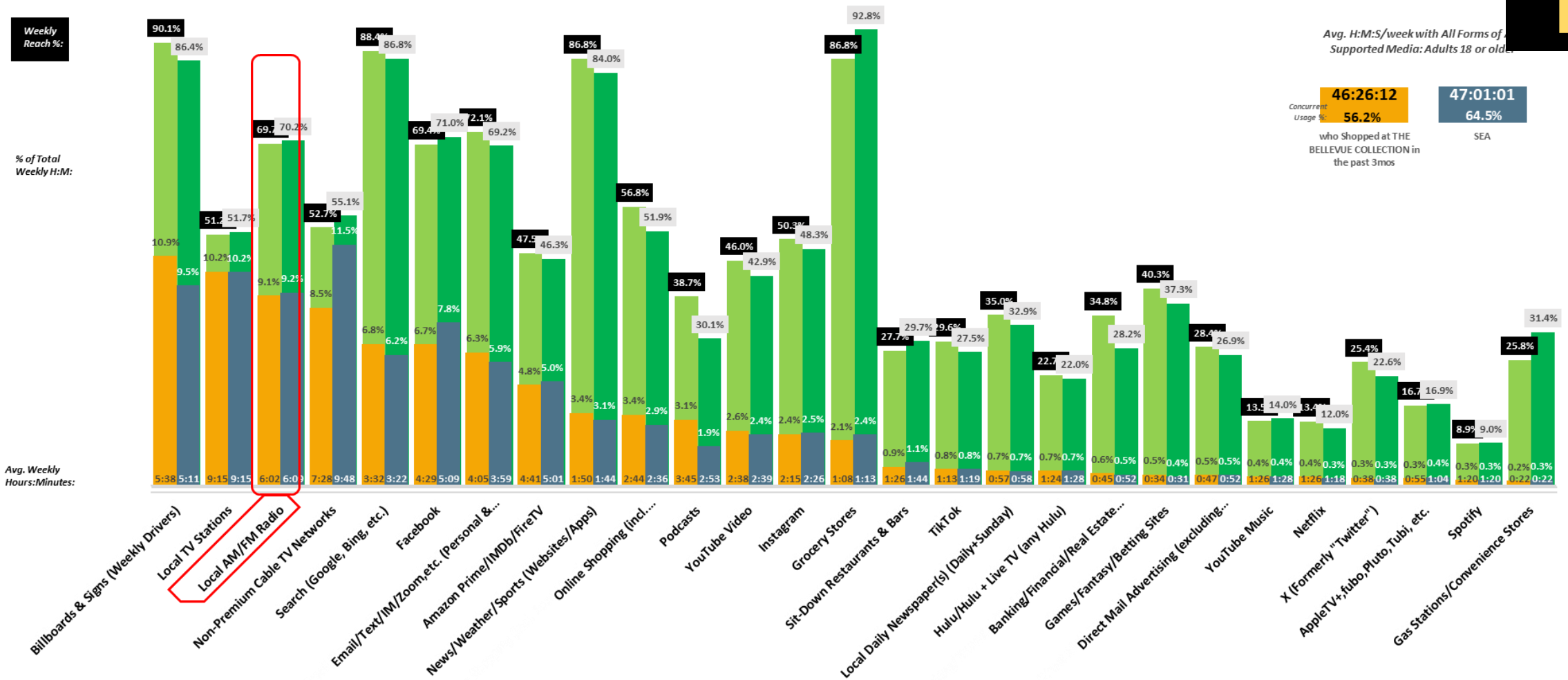
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THE BELLEVUE COLLECTION™

Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 1 days, 22 hours, 26 minutes and 12 seconds each week with All Forms of Ad-Supported Media.

69.7% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an avg. of 6 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.

P18+



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

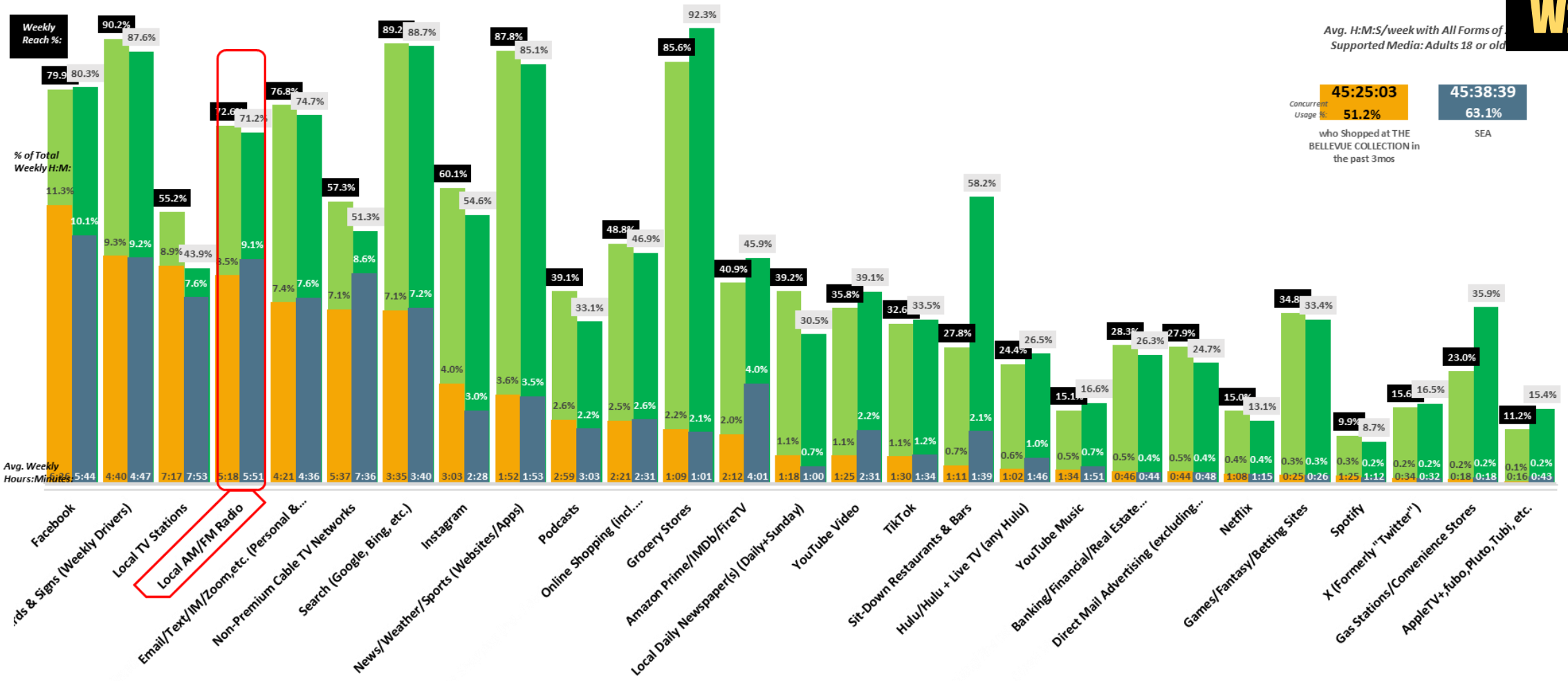
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THE BELLEVUE COLLECTION™

Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 1 days, 21 hours, 25 minutes and 3 seconds each week with All Forms of Ad-Supported Media.

72.6% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an avg. of 5 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Media.

W25-64



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Malls shopped/visited past 3 months: Bellevue Collection

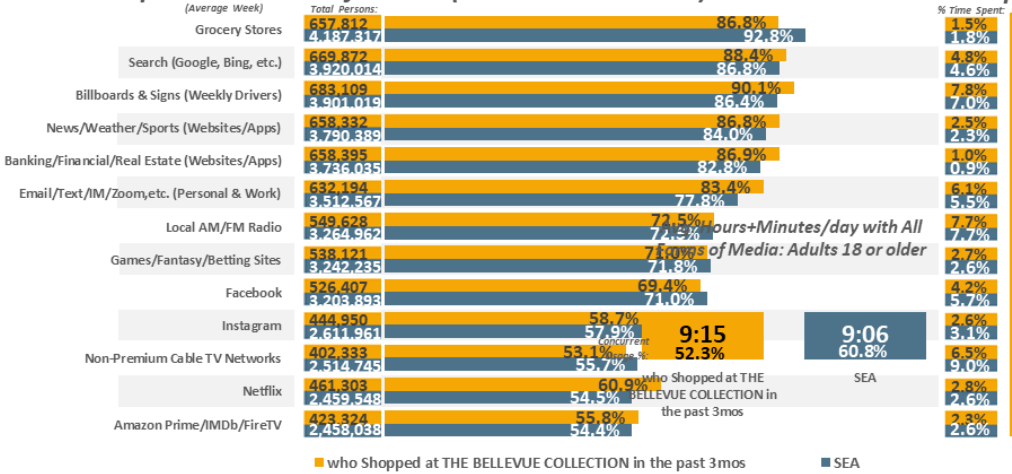
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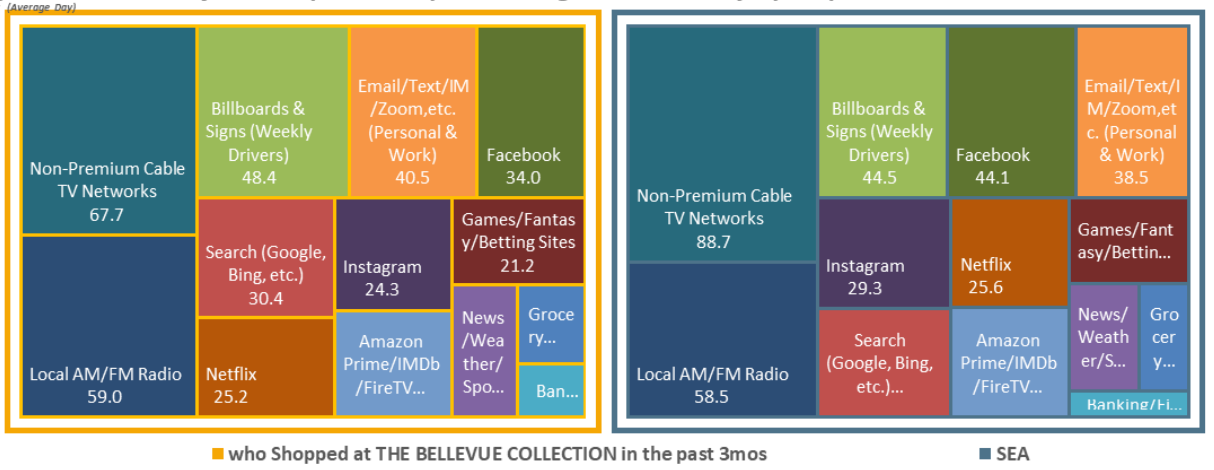
Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 69.7% listen to Local AM/FM Radio for an avg. of 51.8 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

P18+

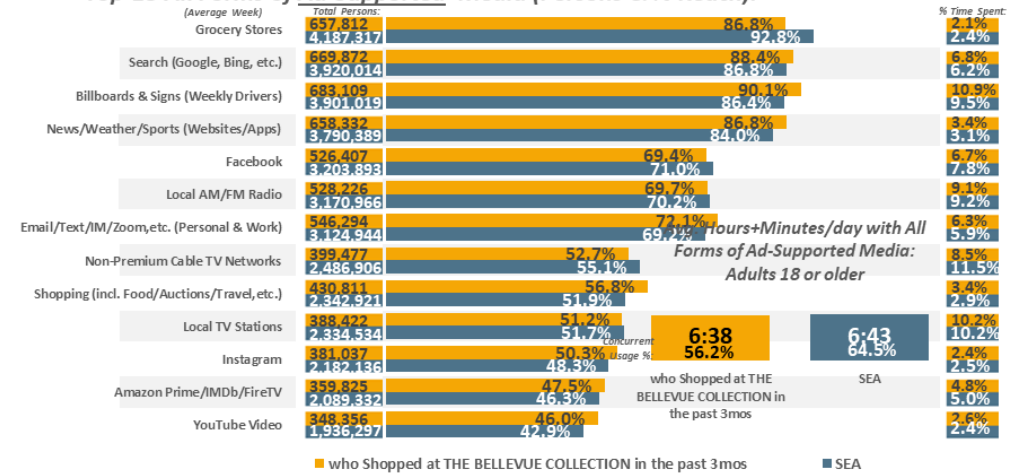
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



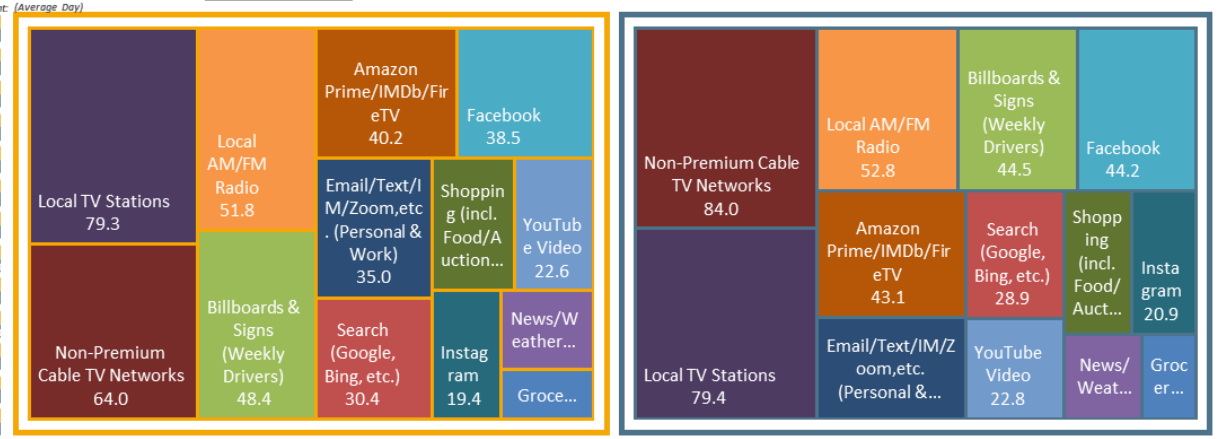
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Malls shopped/visited past 3 months: Bellevue Collection

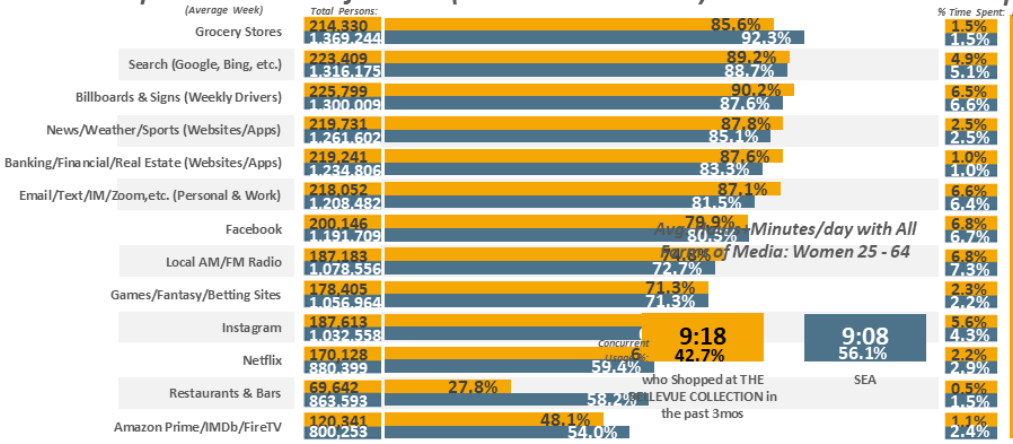
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THE BELLEVUE COLLECTION™

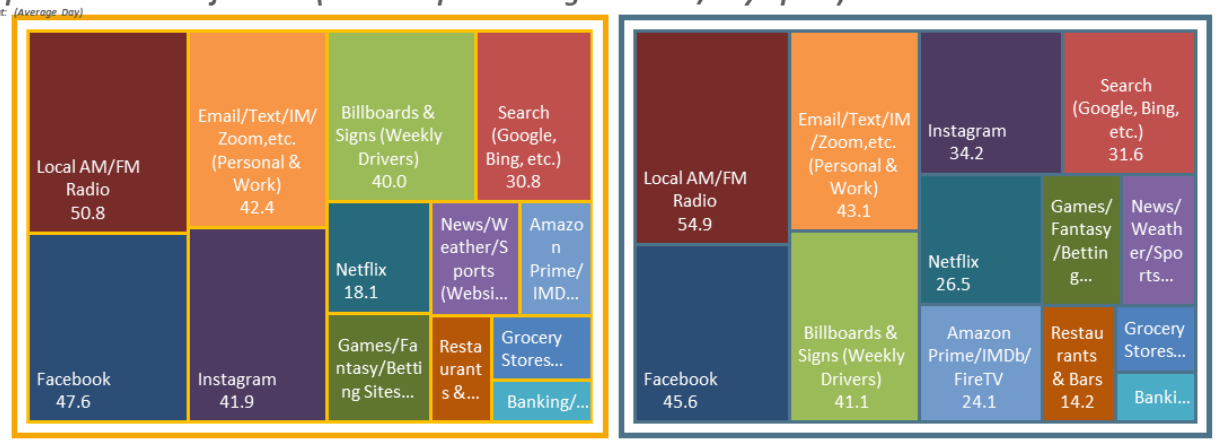
Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 6 hours and 29 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 45.5 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

W25-64

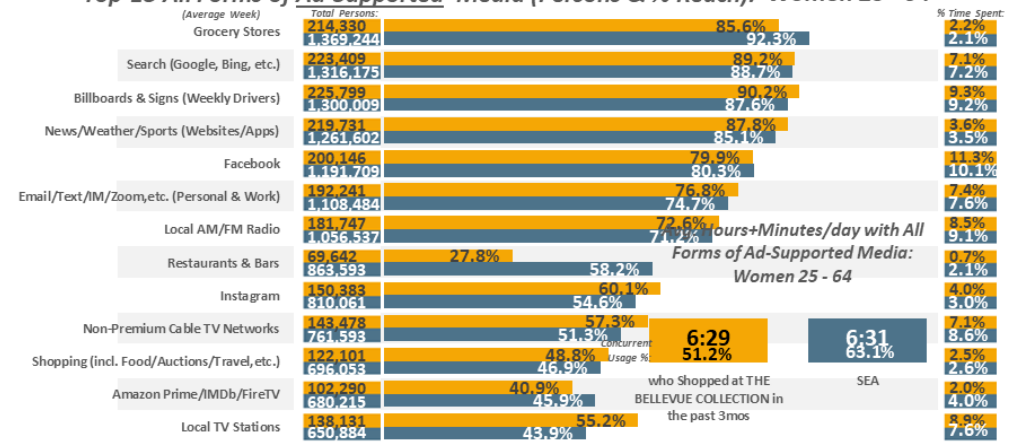
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



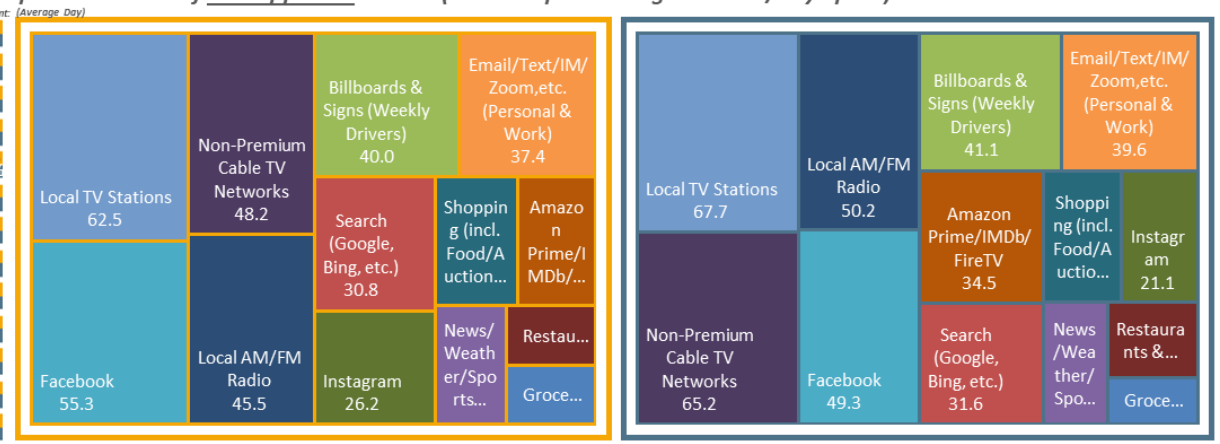
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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Malls shopped/visited past 3 months: Bellevue Collection

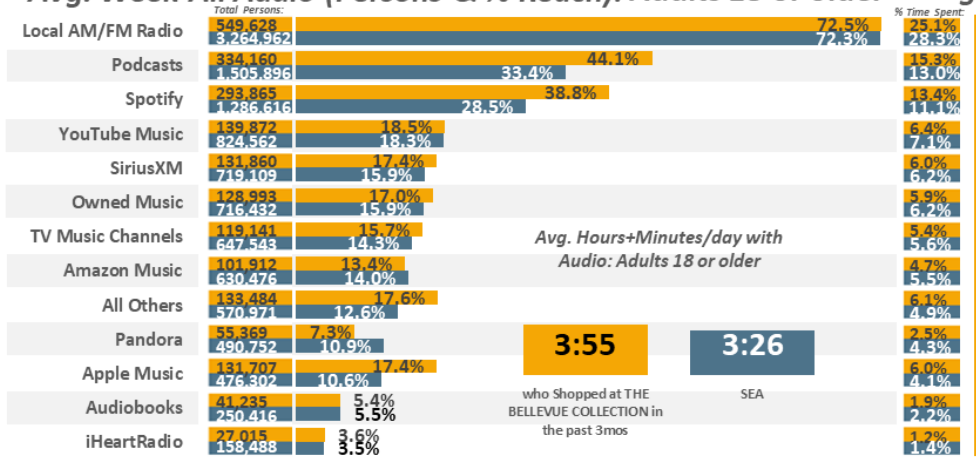
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THE BELLEVUE COLLECTION™

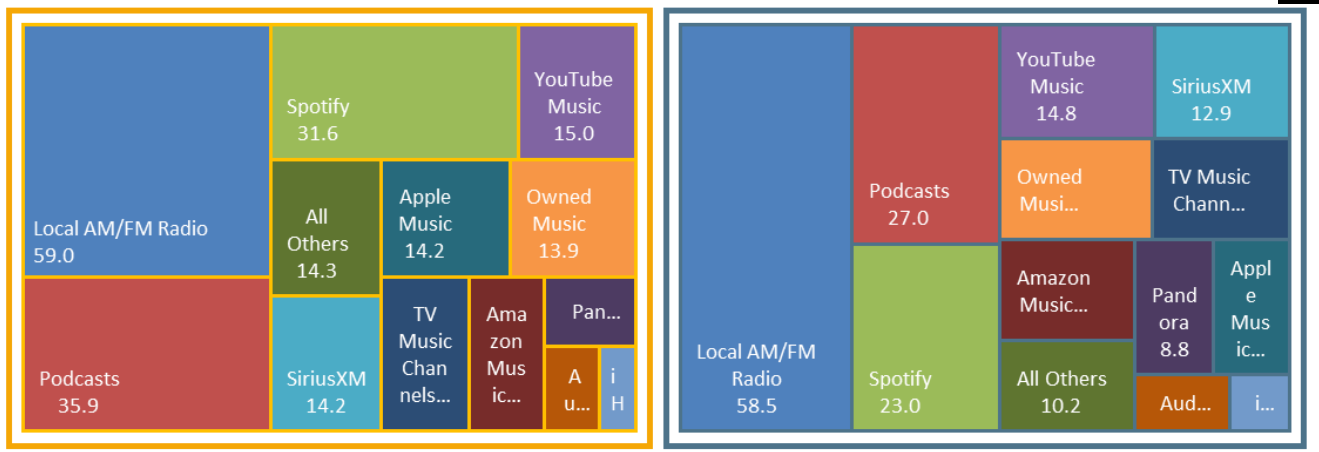
528,226 or 69.7% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 51.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

P18+

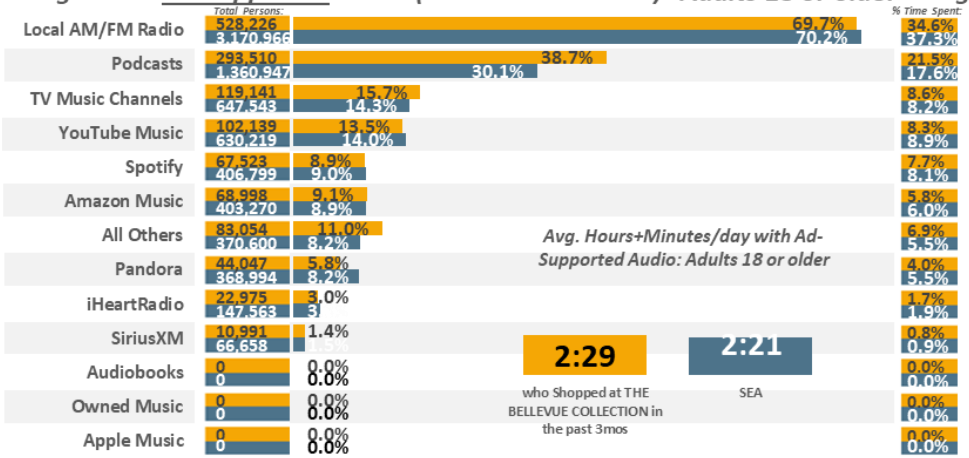
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



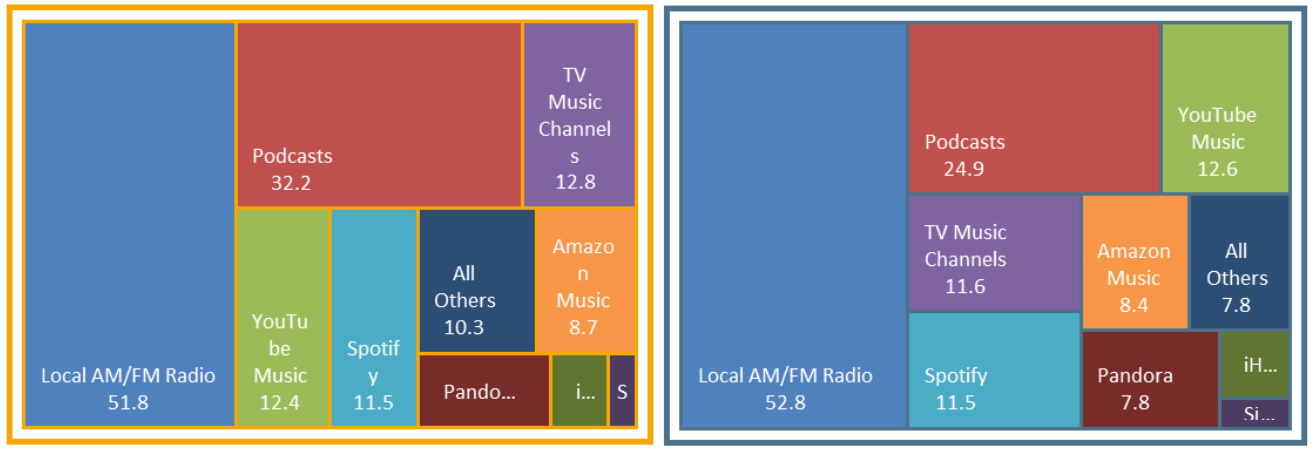
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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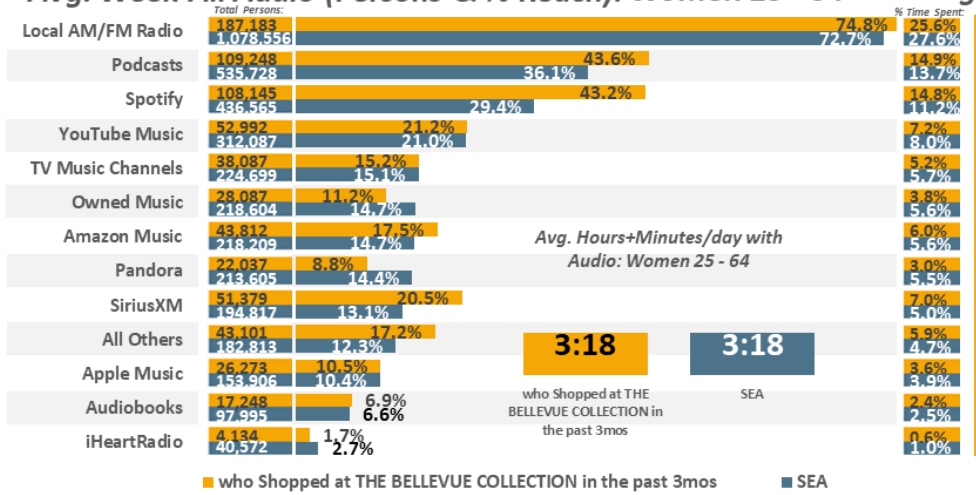
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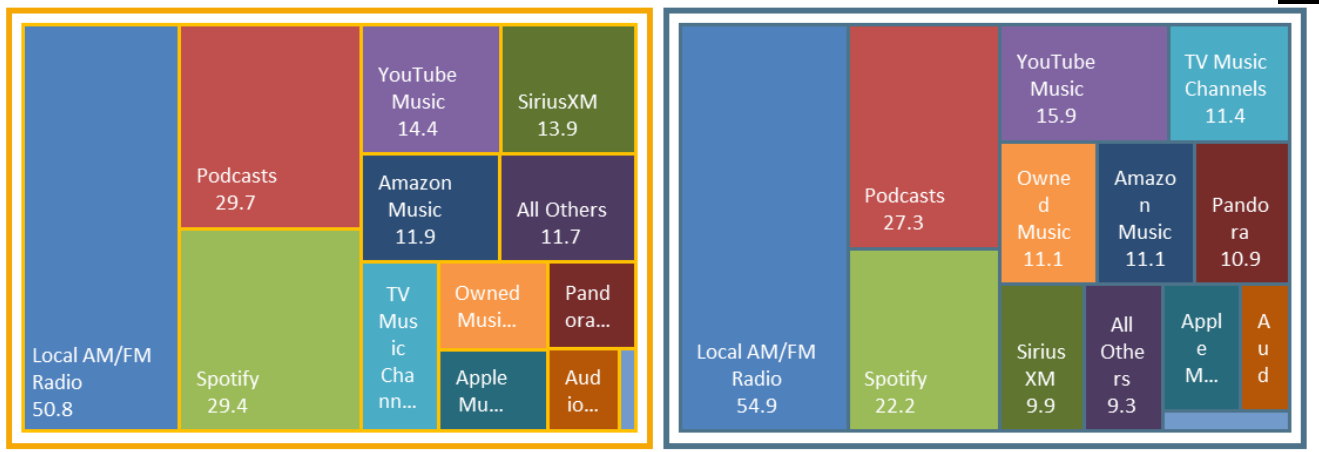
181,747 or 72.6% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 45.5 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

W25-64

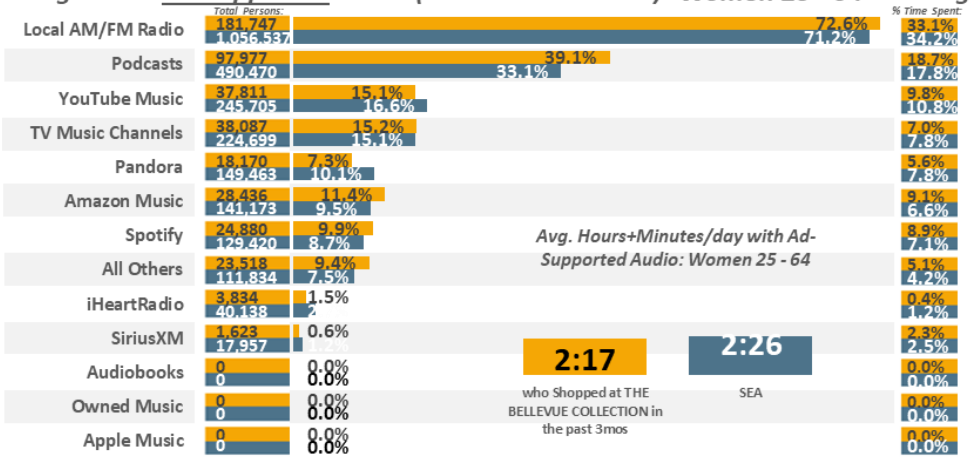
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



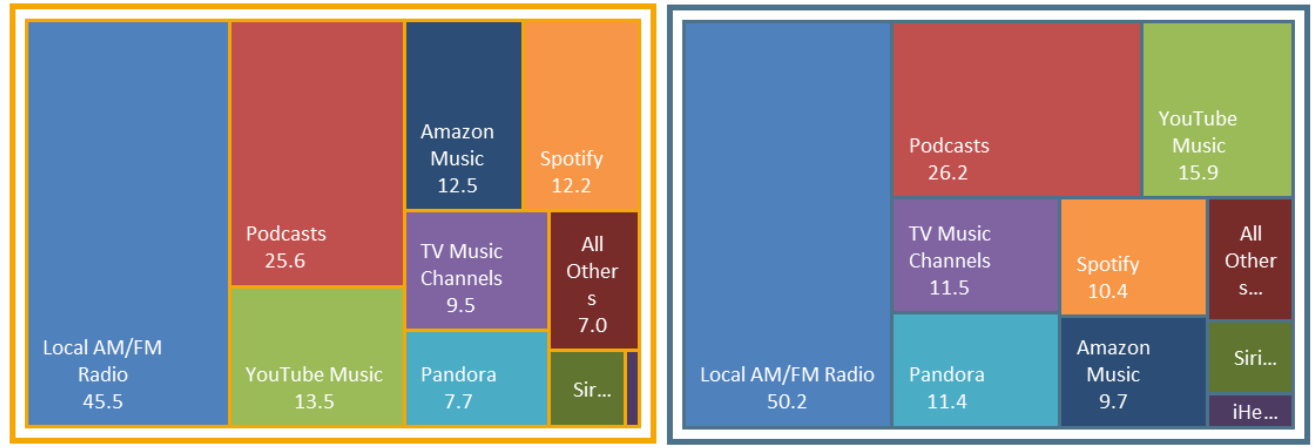
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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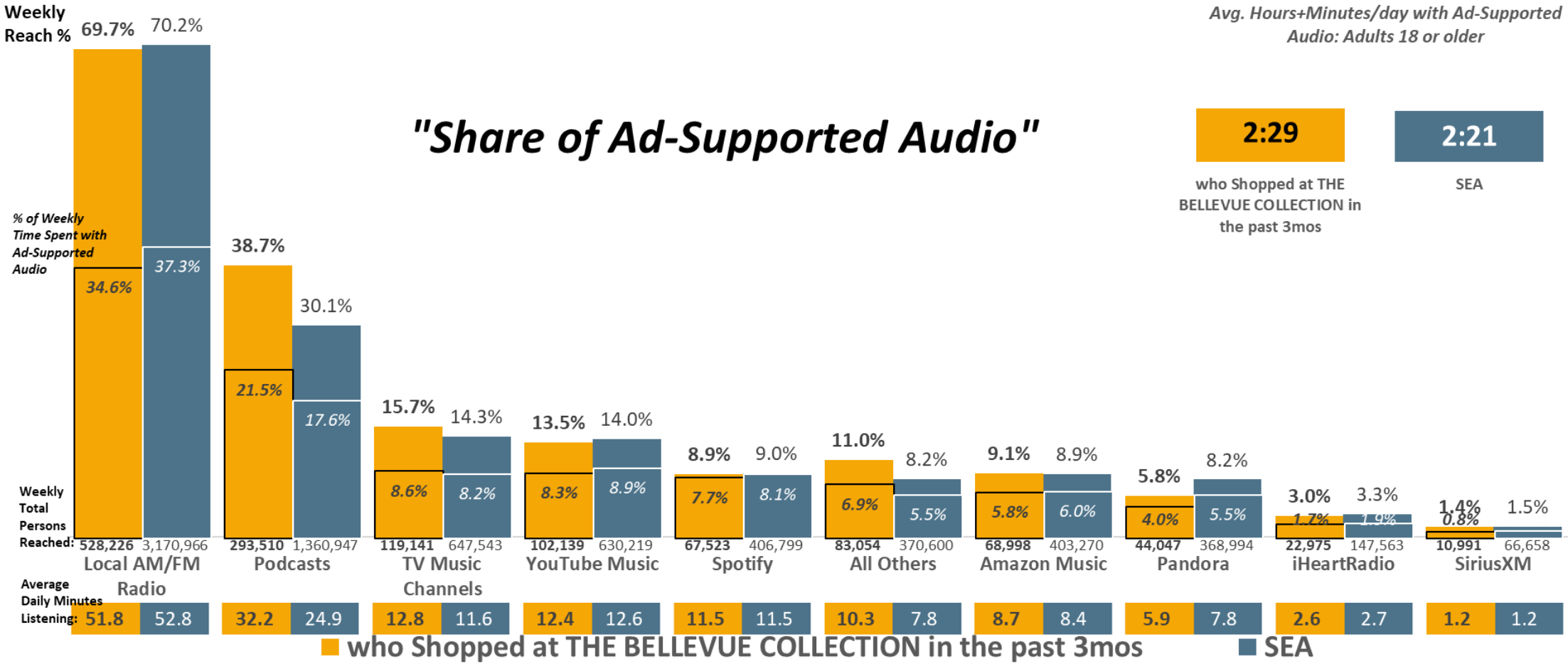
P18+

"Share of Ad-Supported Audio"

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

2:29 who Shopped at THE BELLEVUE COLLECTION in the past 3mos

2:21 SEA



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THE BELLEVUE COLLECTION™

181,747 or 72.6% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 45.5 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

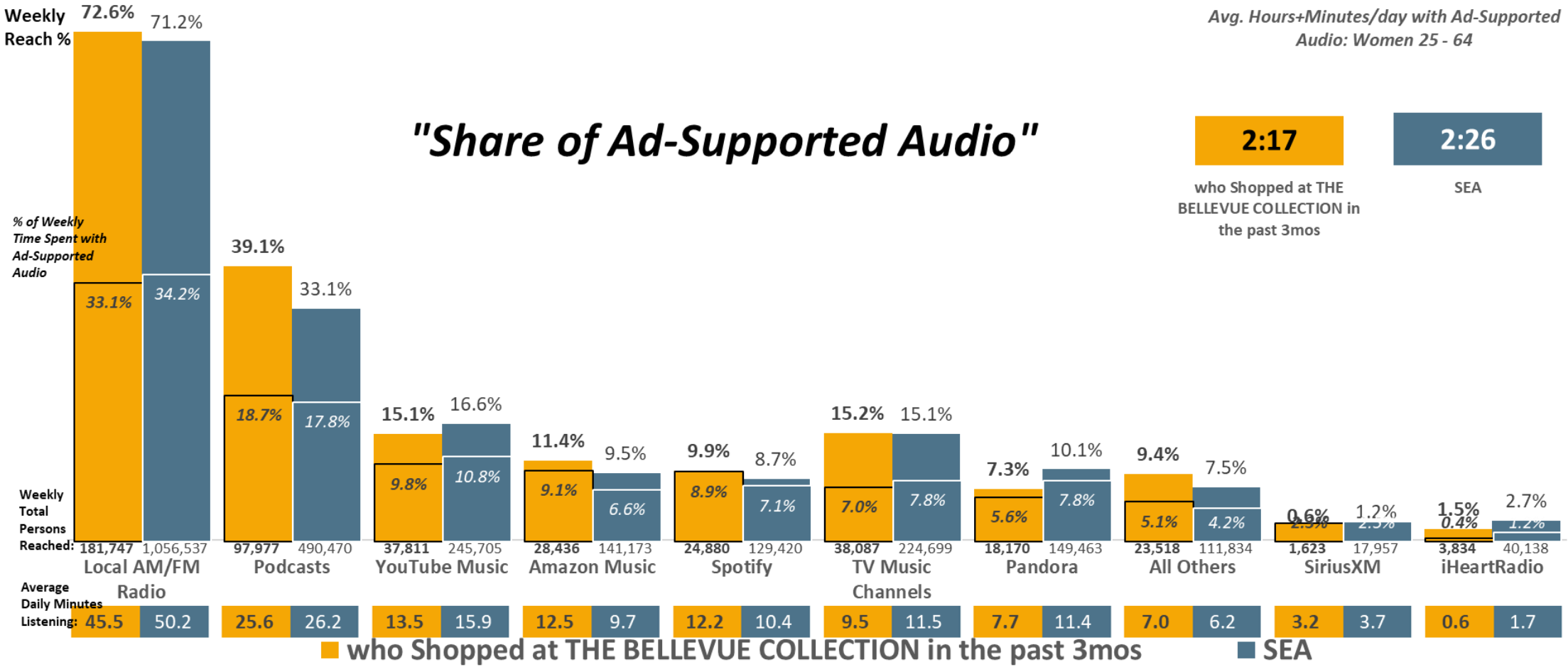
W25-64

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Women 25 - 64

2:17 who Shopped at THE BELLEVUE COLLECTION in the past 3mos

2:26 SEA



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

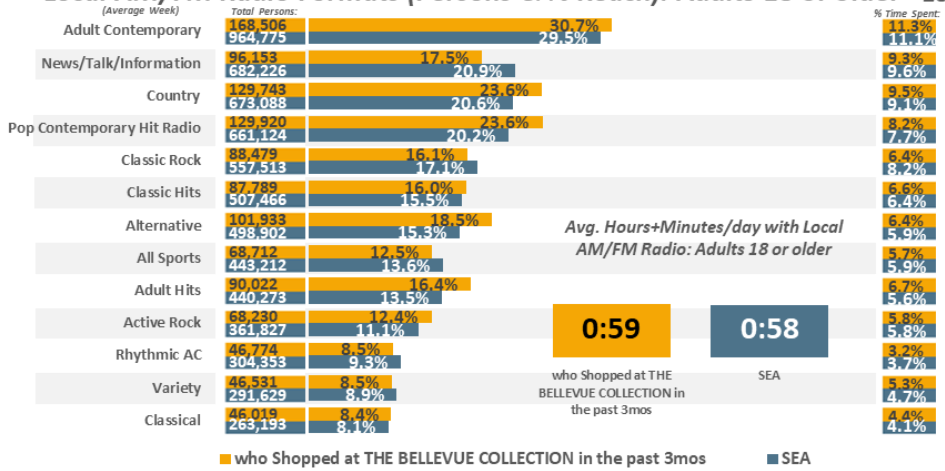
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 KIXI · 2060 Digital

THE BELLEVUE COLLECTION™

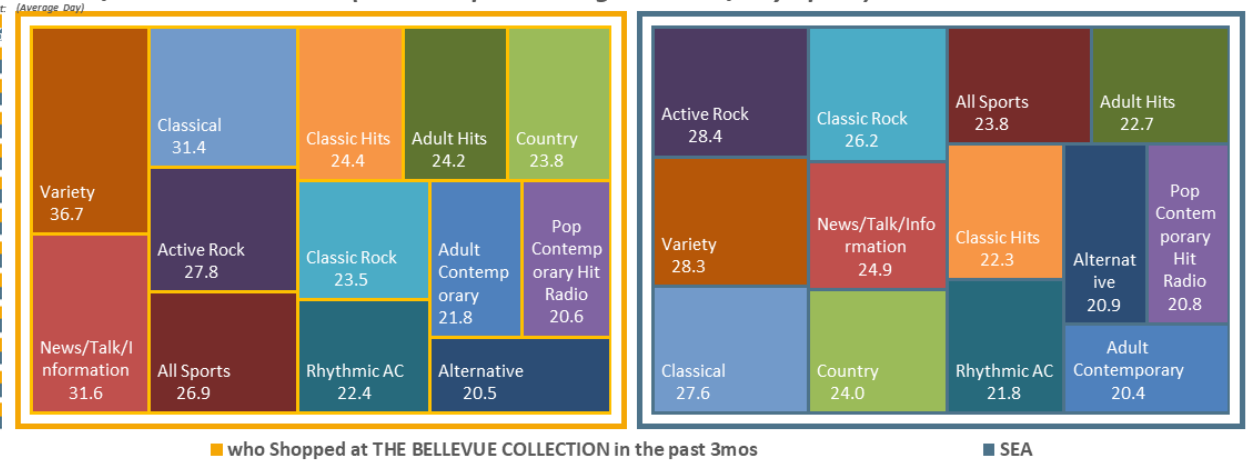
528,226 or 69.7% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Adult Hits.

P18+

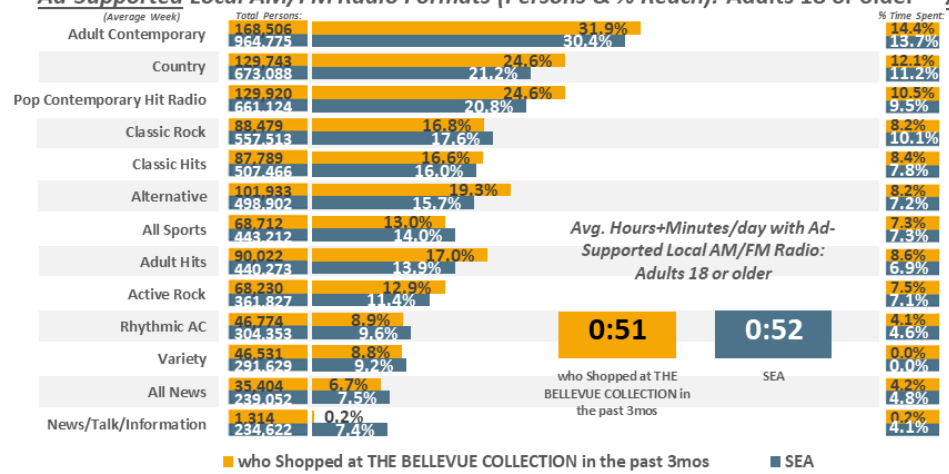
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



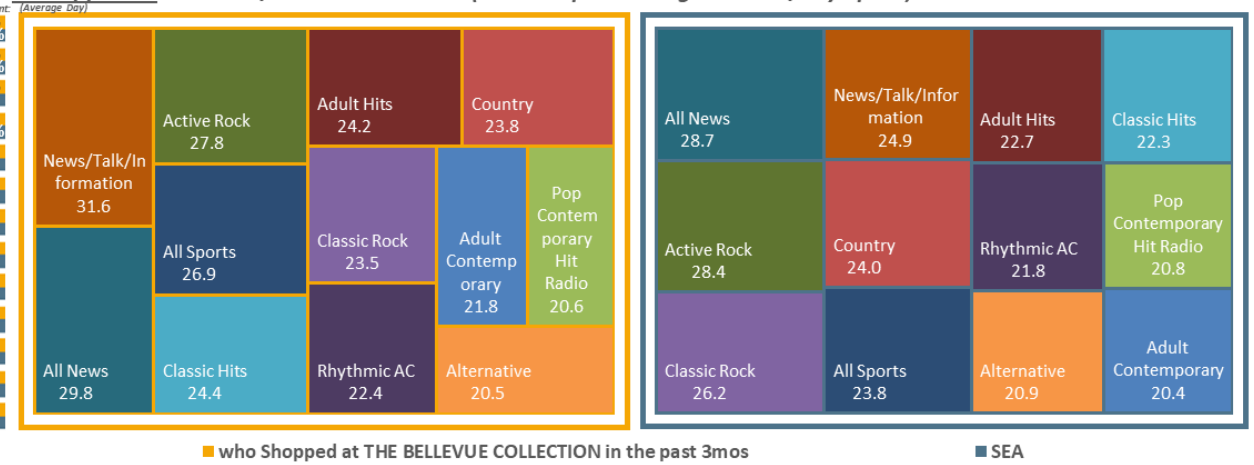
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

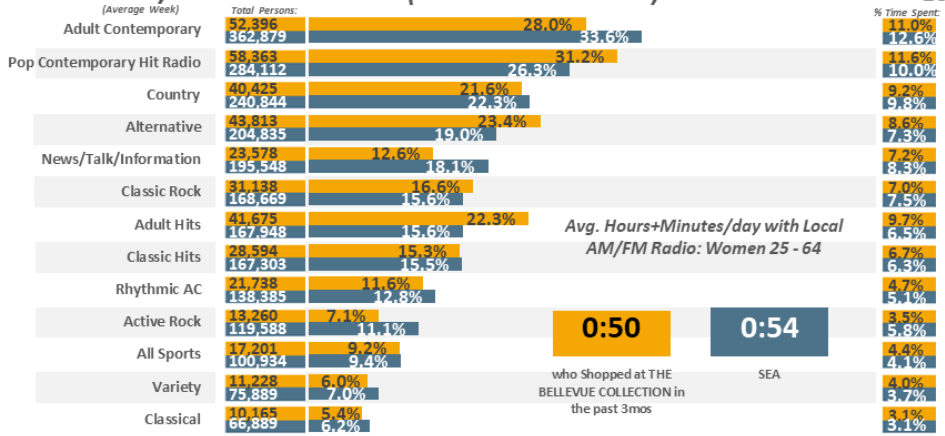
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060Digital

THE BELLEVUE COLLECTION™

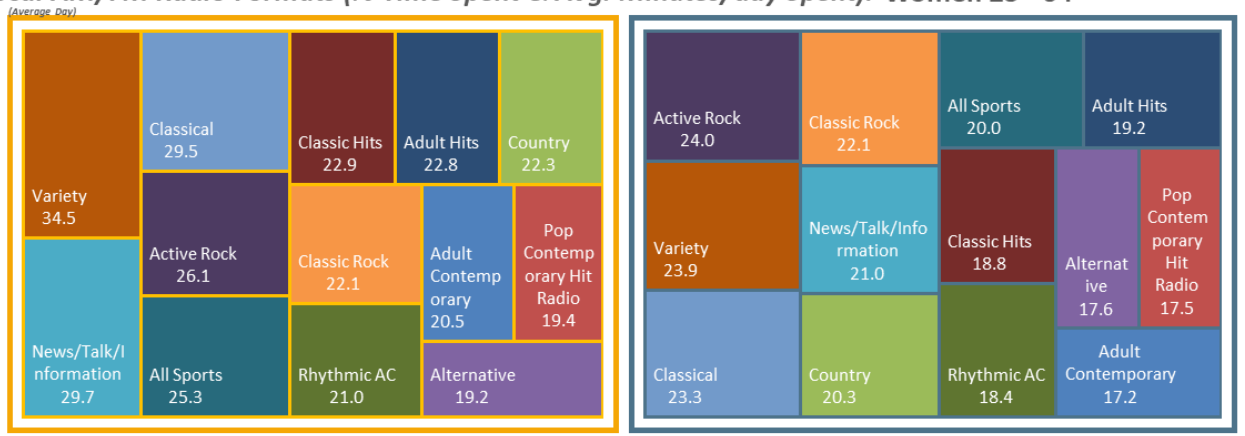
181,747 or 72.6% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Adult Hits, and Country.

W25-64

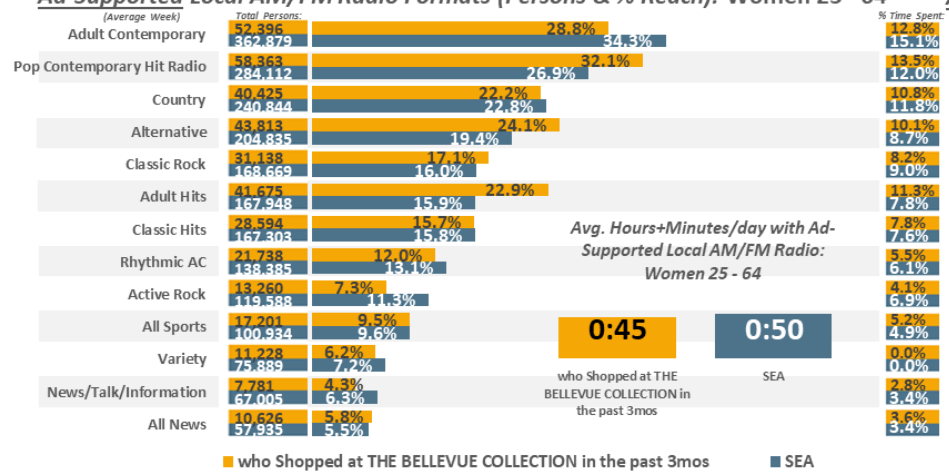
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



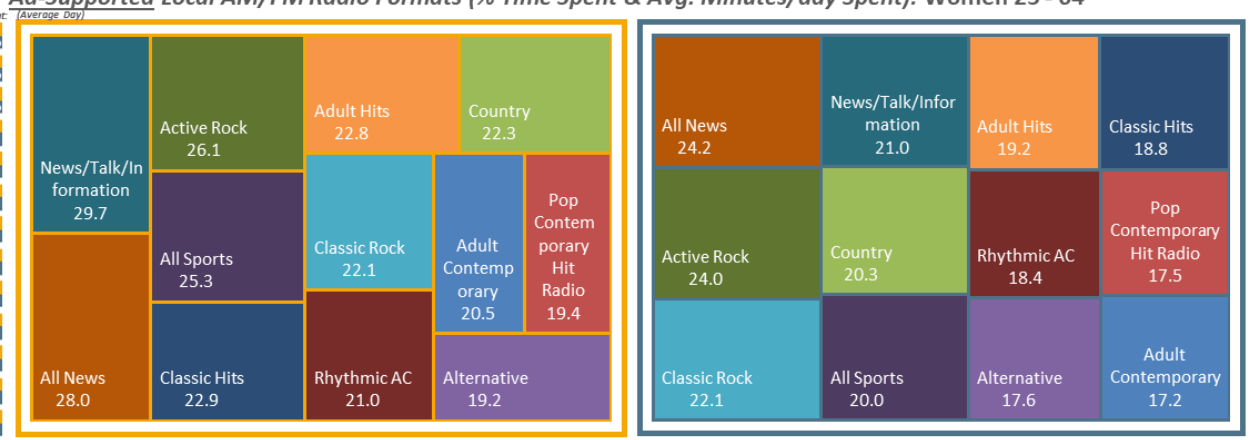
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

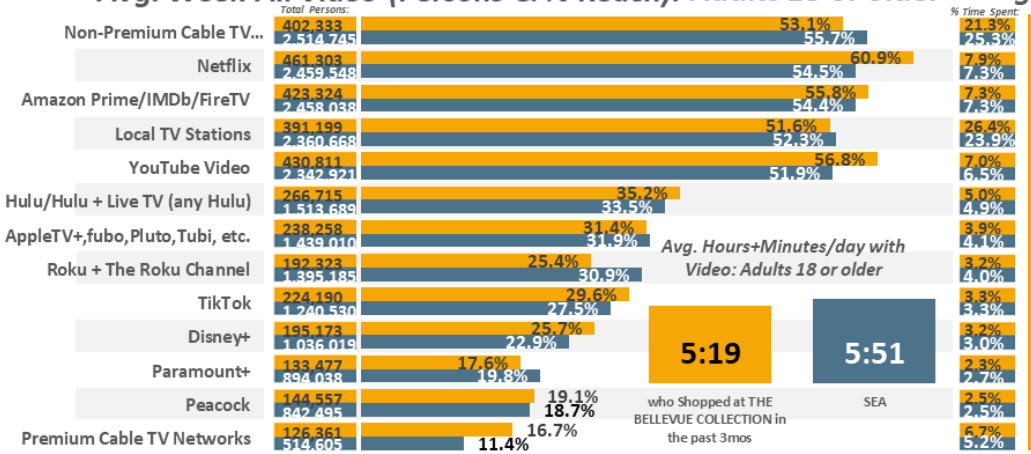
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE BELLEVUE COLLECTION™

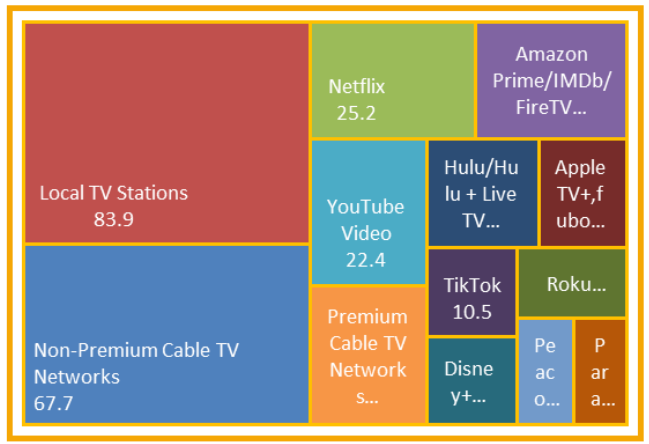
388,422 or 51.2% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos watch Ad-Supported Local TV Stations for an average of 79.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

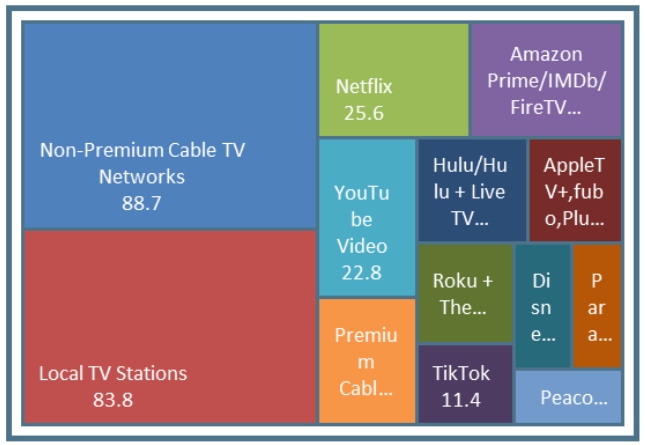
P18+

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

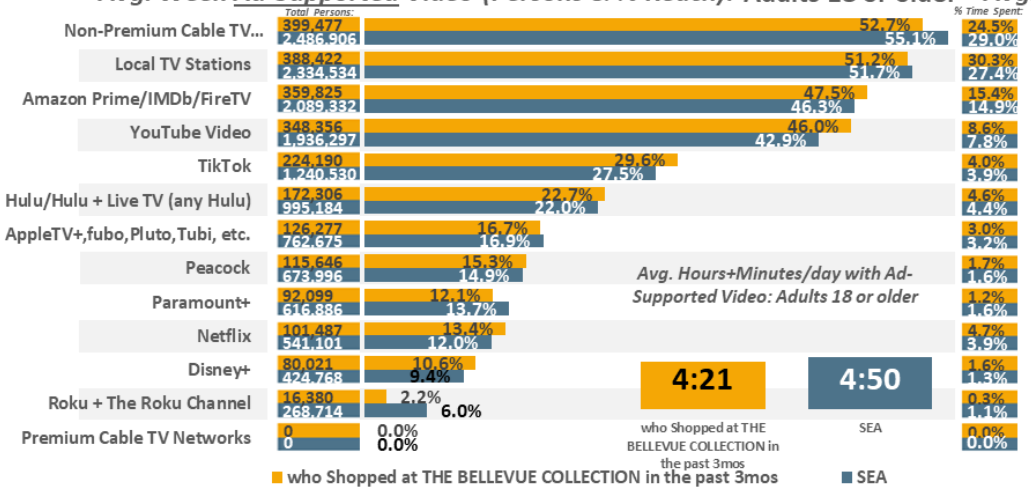


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

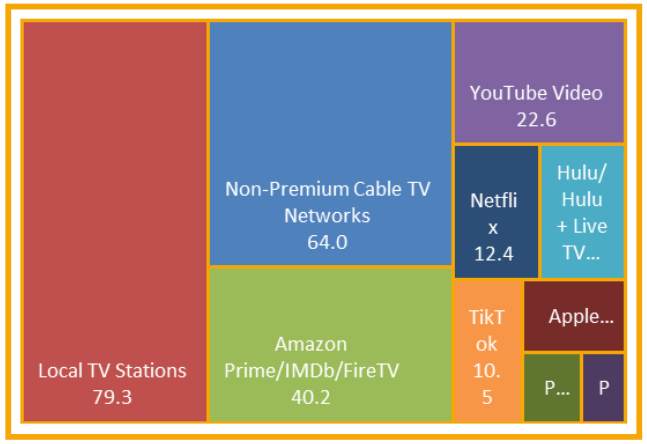


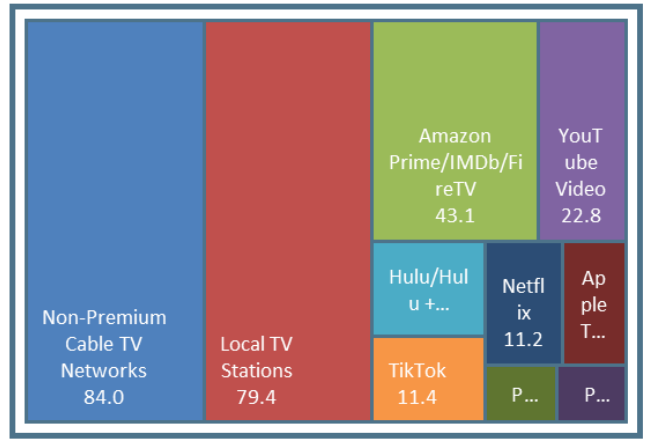


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

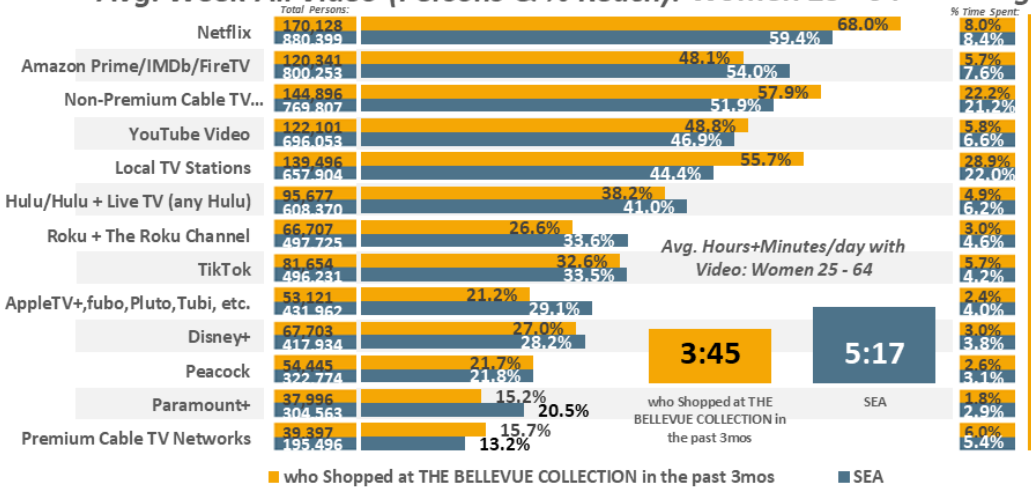
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE BELLEVUE COLLECTION™

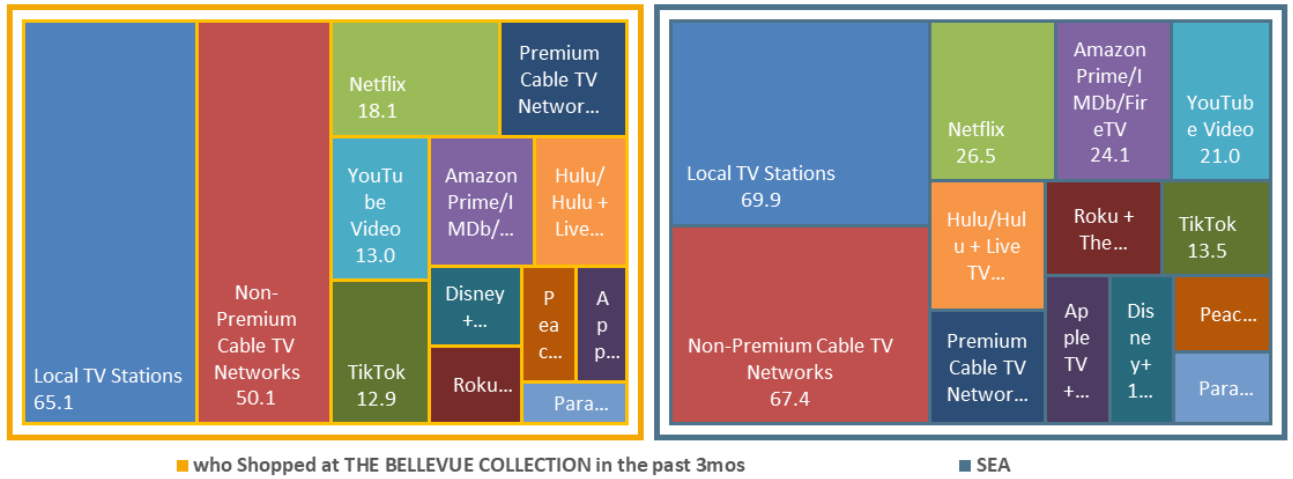
138,131 or 55.2% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos watch Ad-Supported Local TV Stations for an average of 62.5 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

W25-64

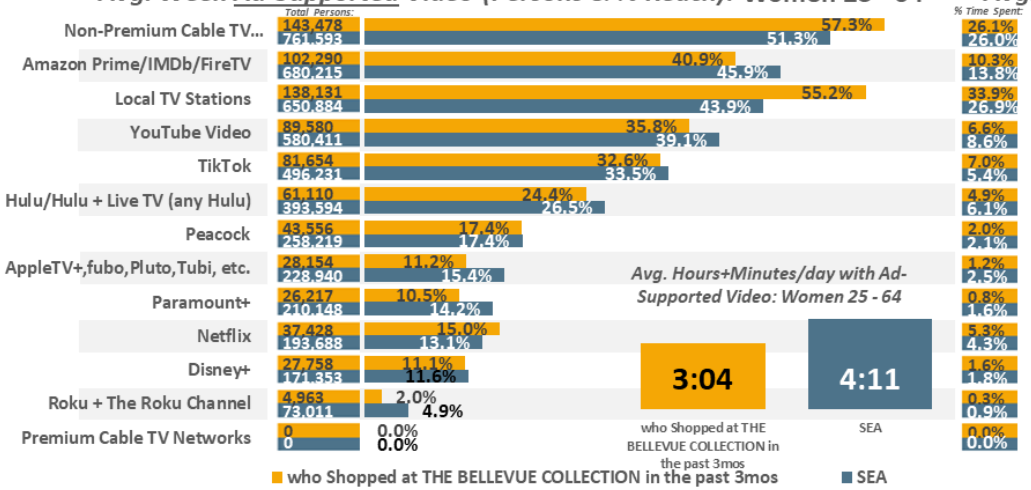
Avg. Week All Video (Persons & % Reach): Women 25 - 64



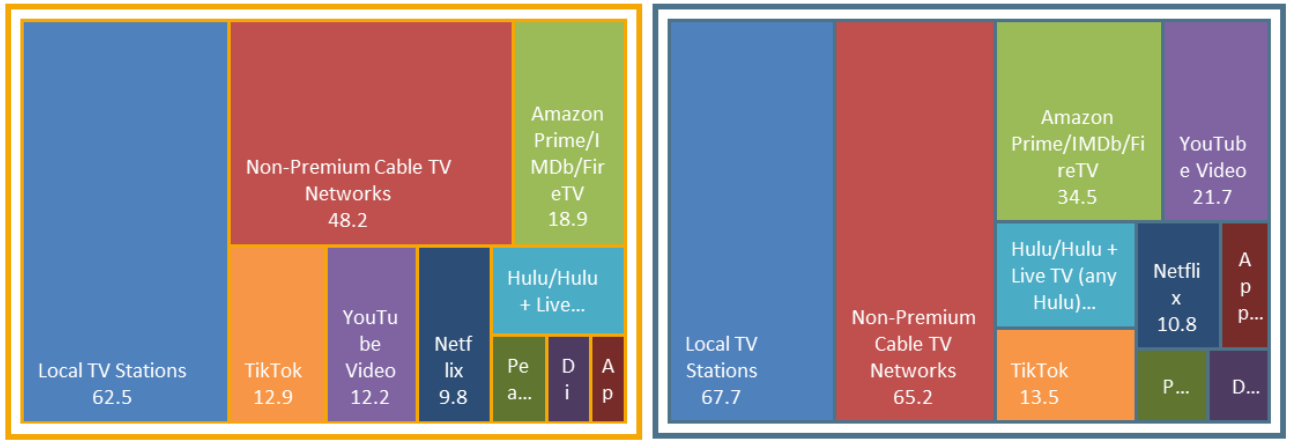
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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HUBBARD RADIO

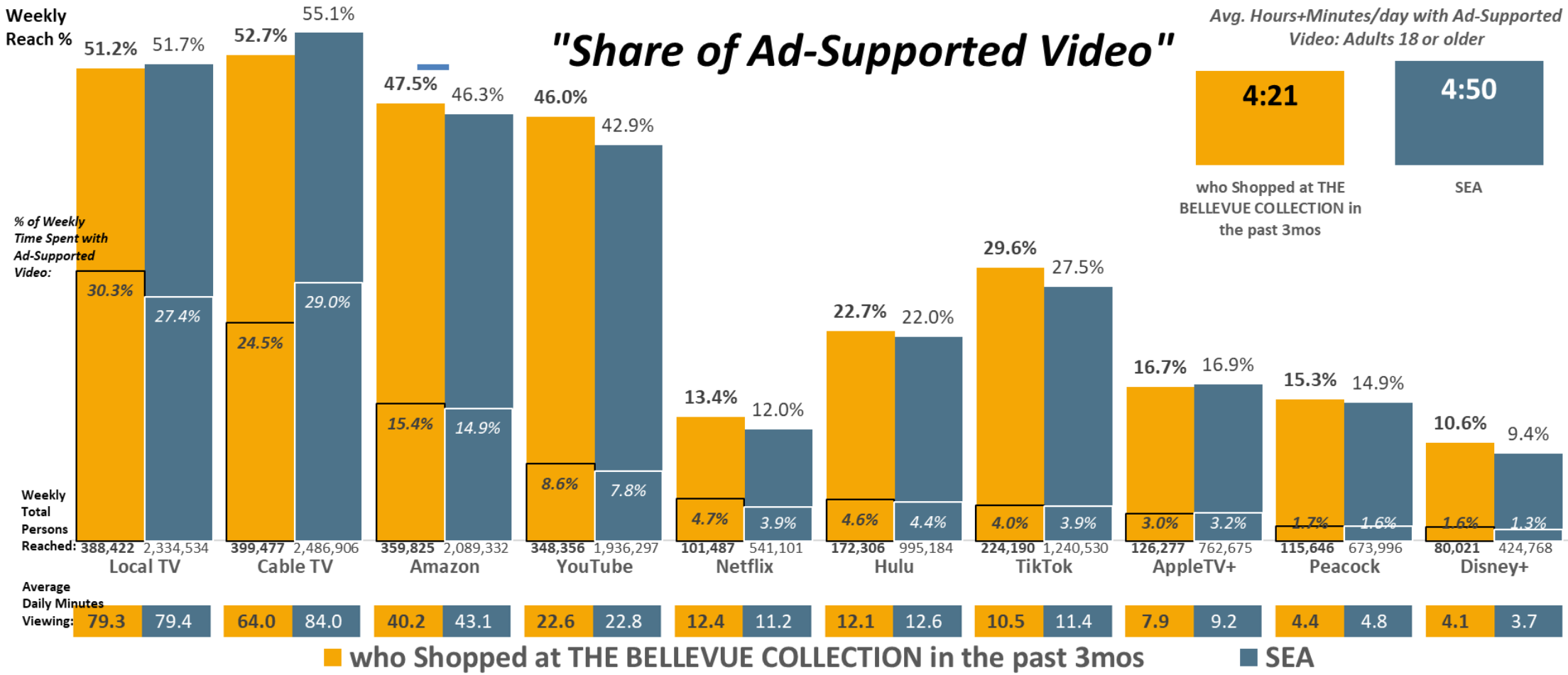
Malls shopped/visited past 3 months: Bellevue Collection

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

THE BELLEVUE COLLECTION™

388,422 or 51.2% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos watch Ad-Supported Local TV Stations for an average of 79.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

P18+



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Malls shopped/visited past 3 months: Bellevue Collection

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

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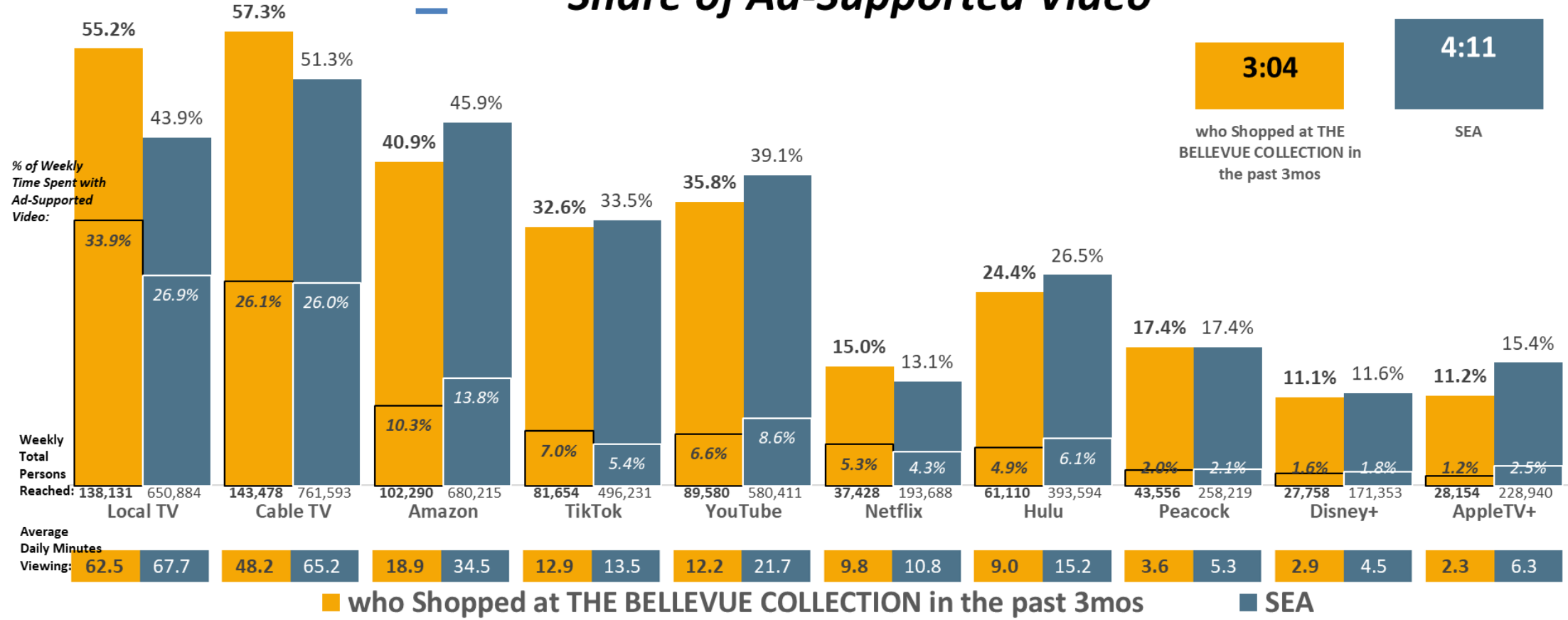
W25-64

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Women 25 - 64

3:04 who Shopped at THE BELLEVUE COLLECTION in the past 3mos

4:11 SEA



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

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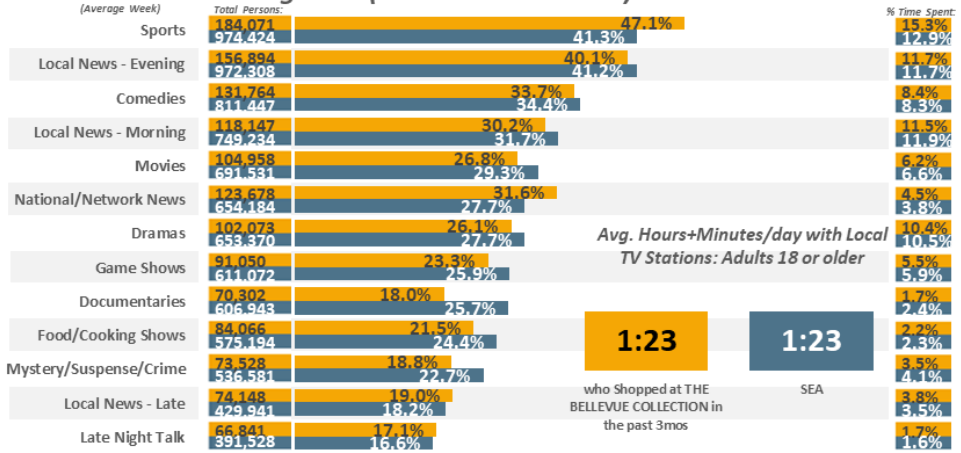
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

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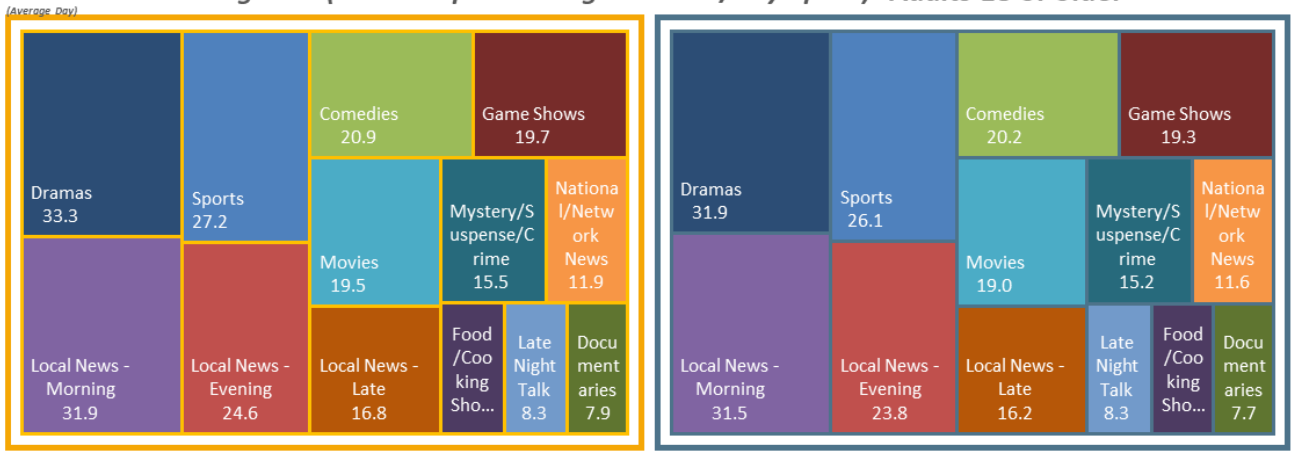
388,422 or 51.2% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Movies.

P18+

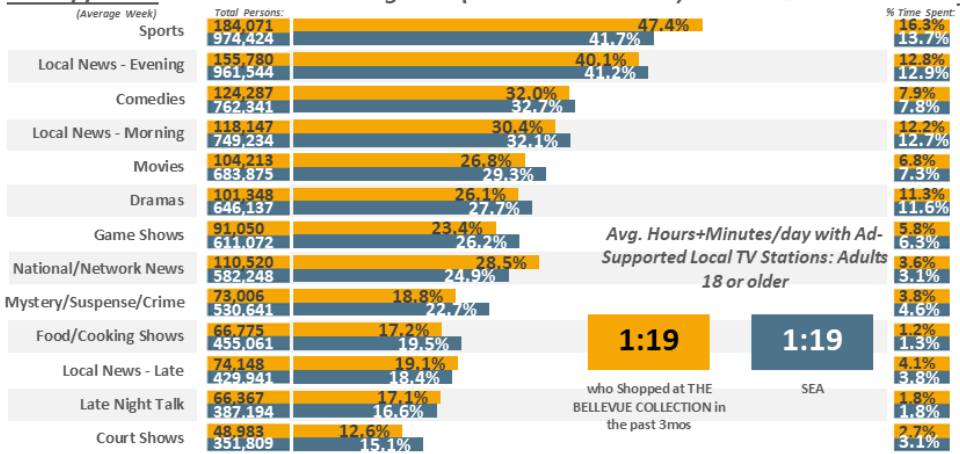
Local TV Station Programs (Persons & % Reach): Adults 18 or older



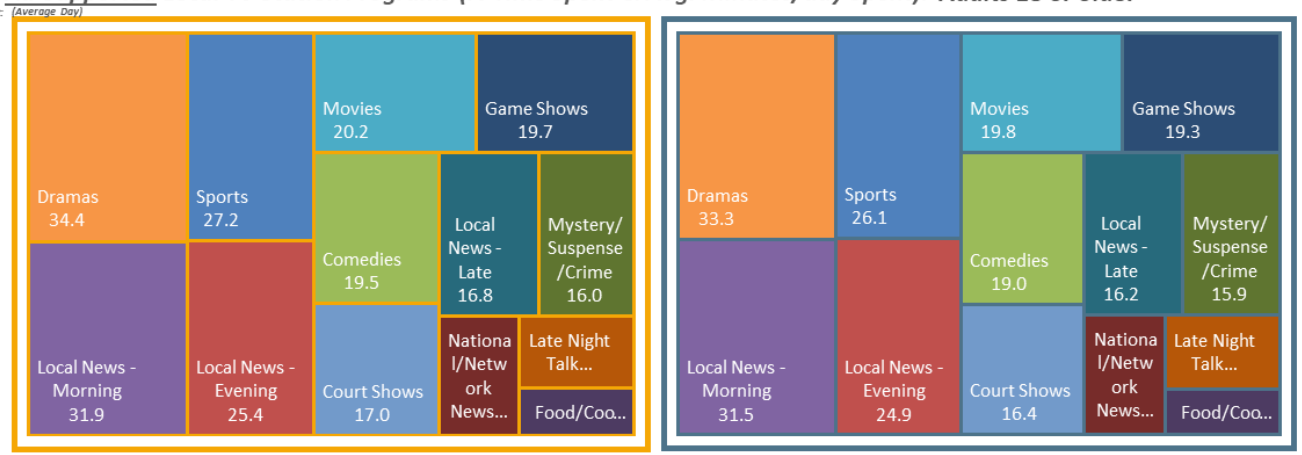
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

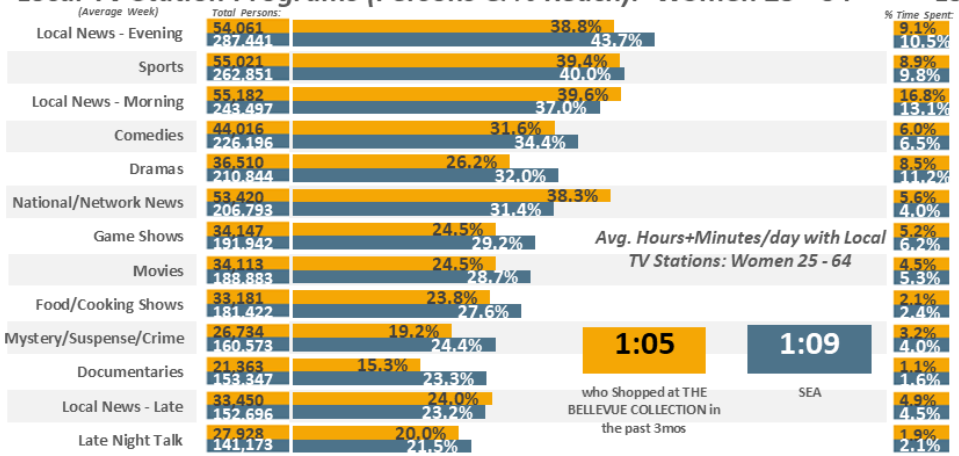
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

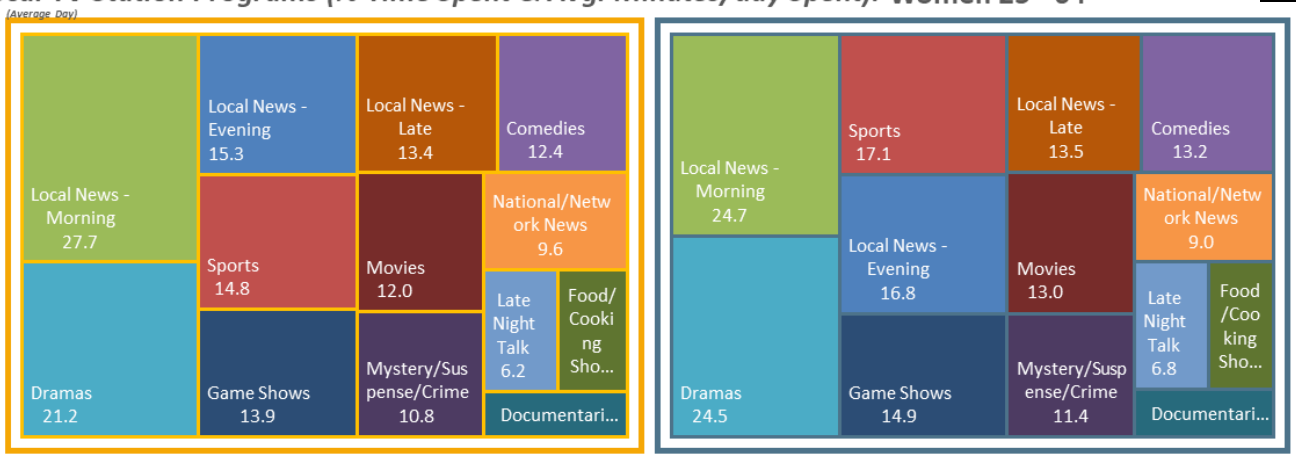
138,131 or 55.2% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, National/Network News, Comedies, and Dramas.

W25-64

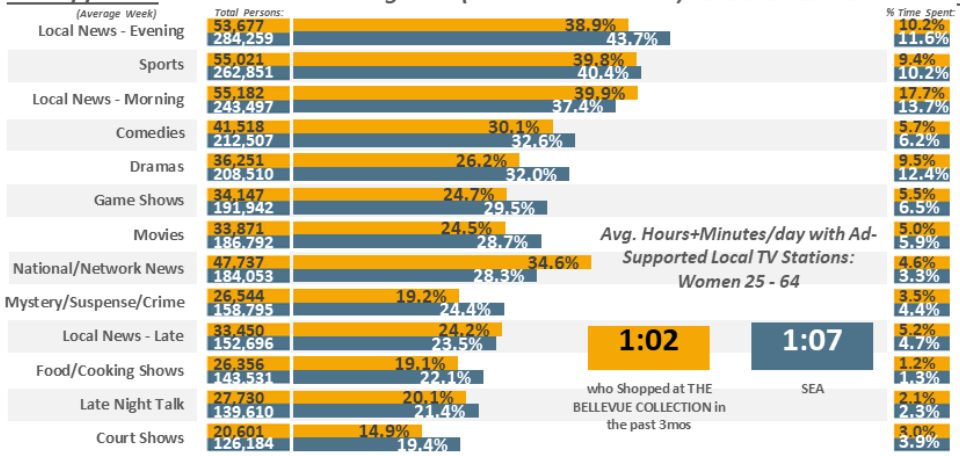
Local TV Station Programs (Persons & % Reach): Women 25 - 64



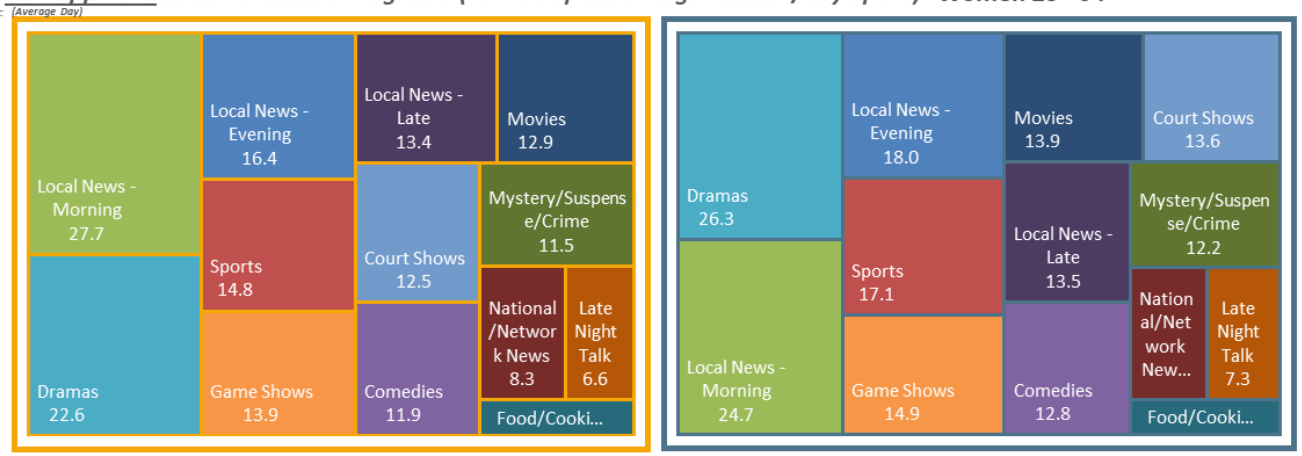
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

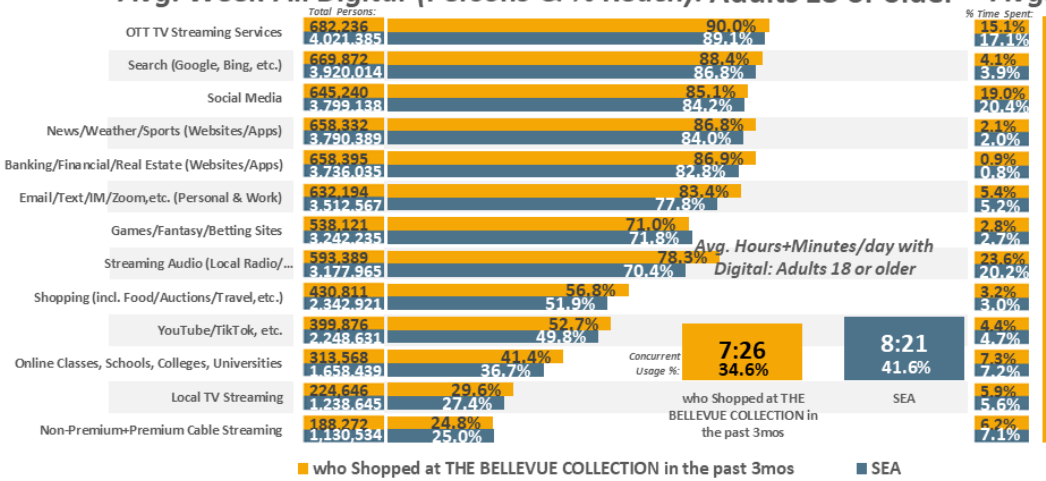
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

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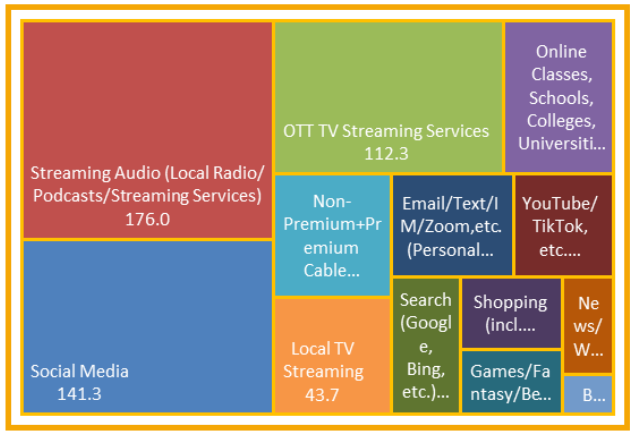
575,965 or 76.% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos use Ad-Supported Social Media for an average of 126.1 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

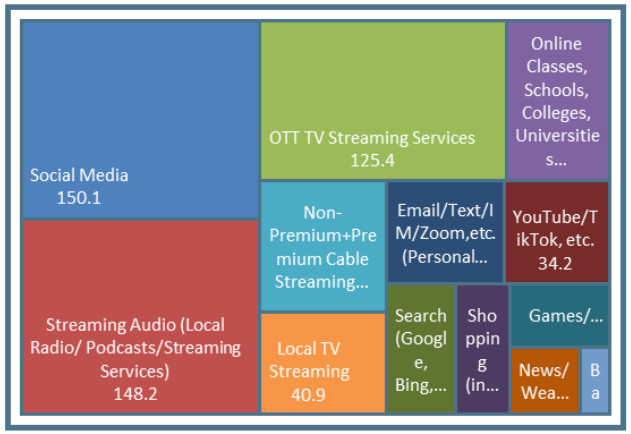
P18+

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

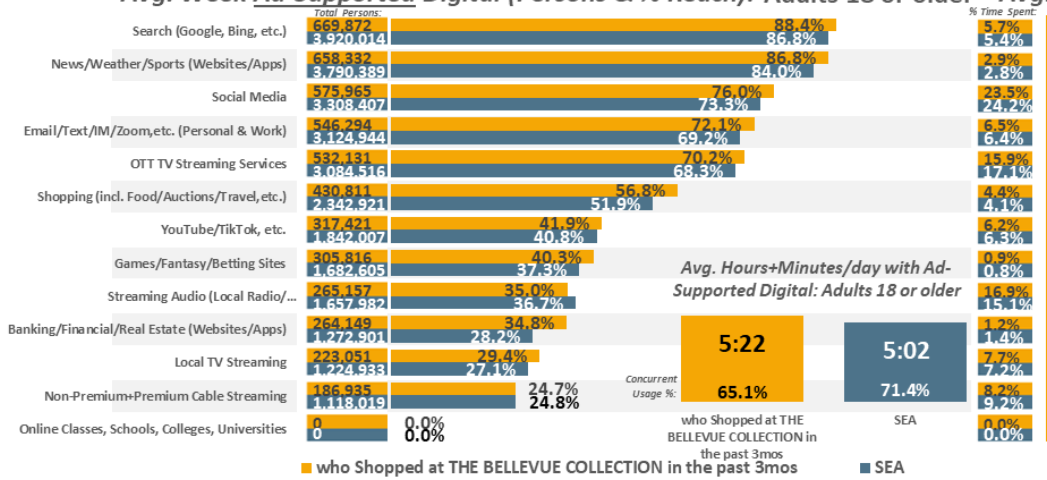


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

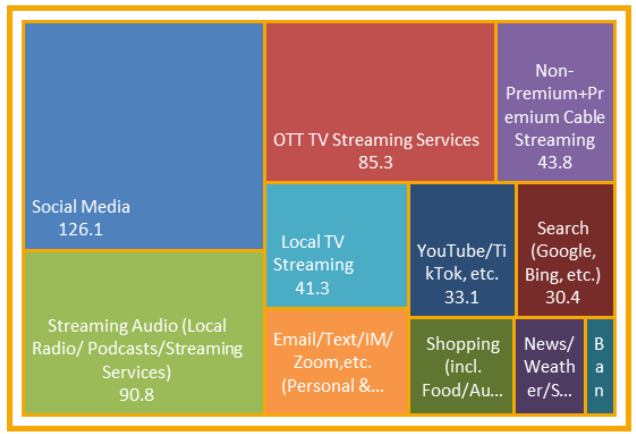


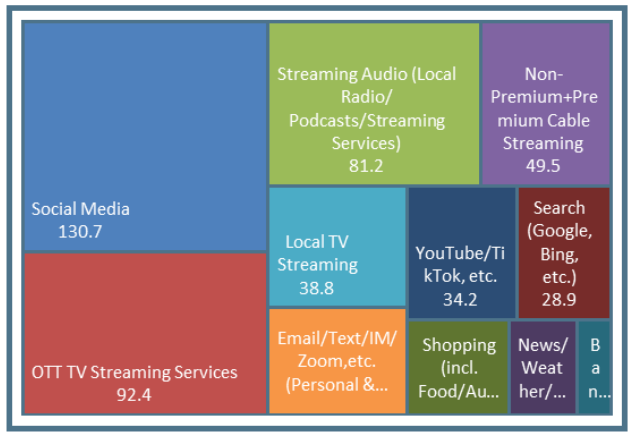


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

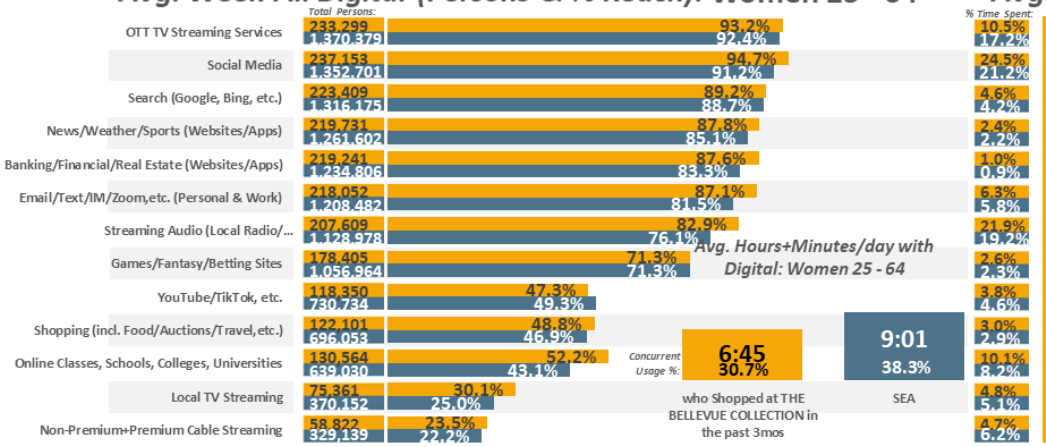
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

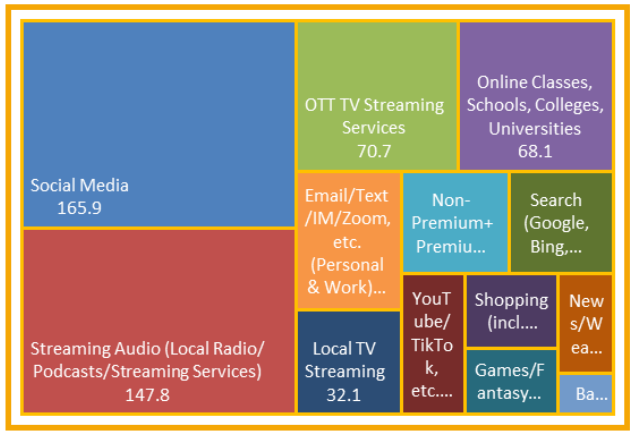
219,750 or 87.8% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos use Ad-Supported Social Media for an average of 152.6 minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

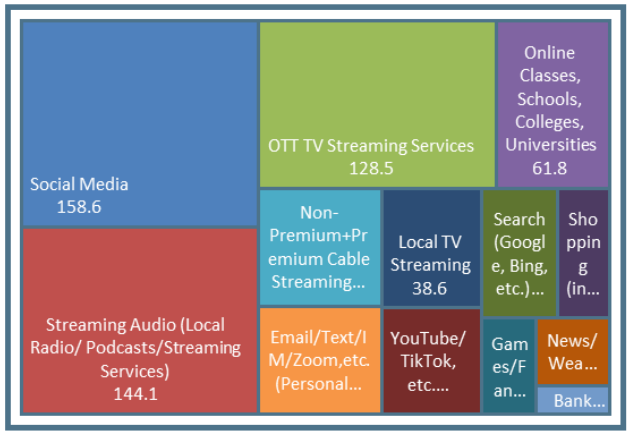
W25-64

Avg. Week All Digital (Persons & % Reach): Women 25 - 64

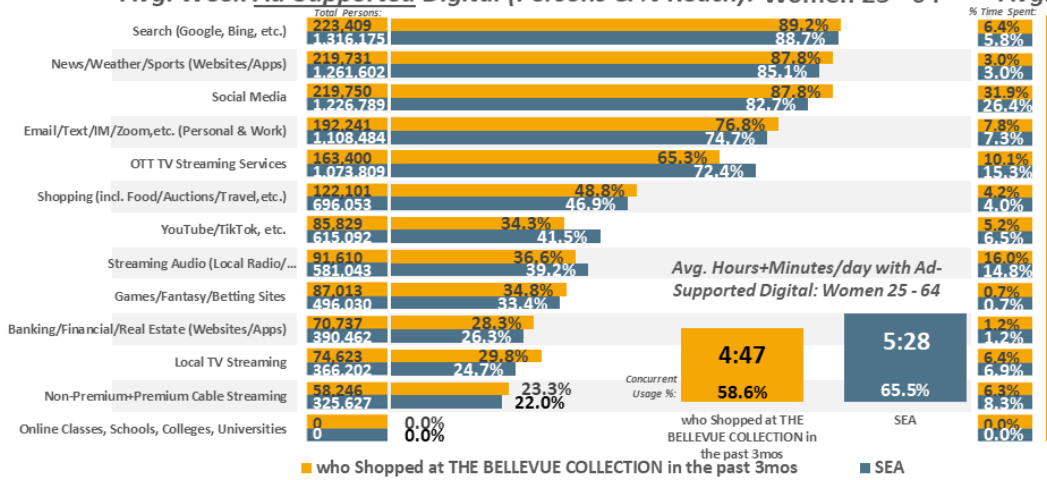


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

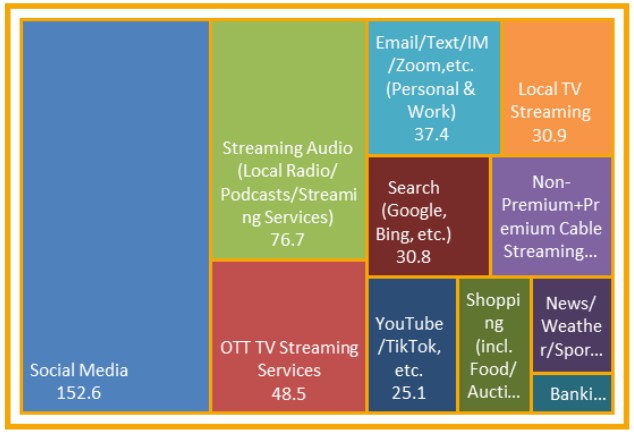


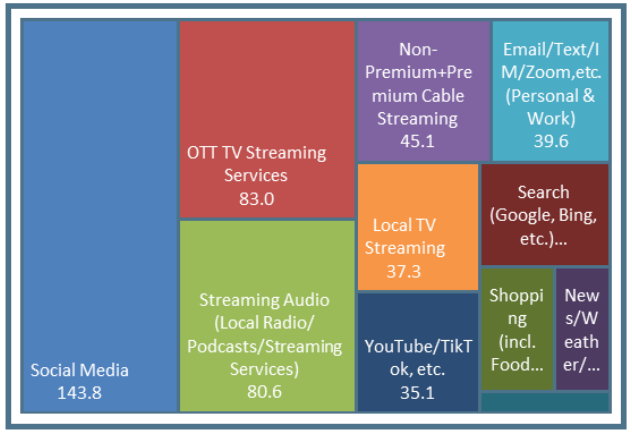


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

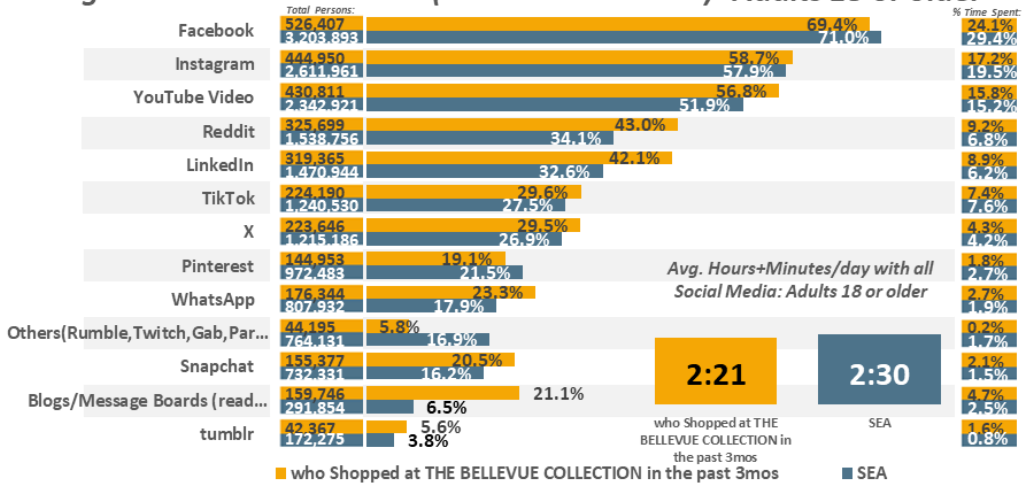
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE BELLEVUE COLLECTION™

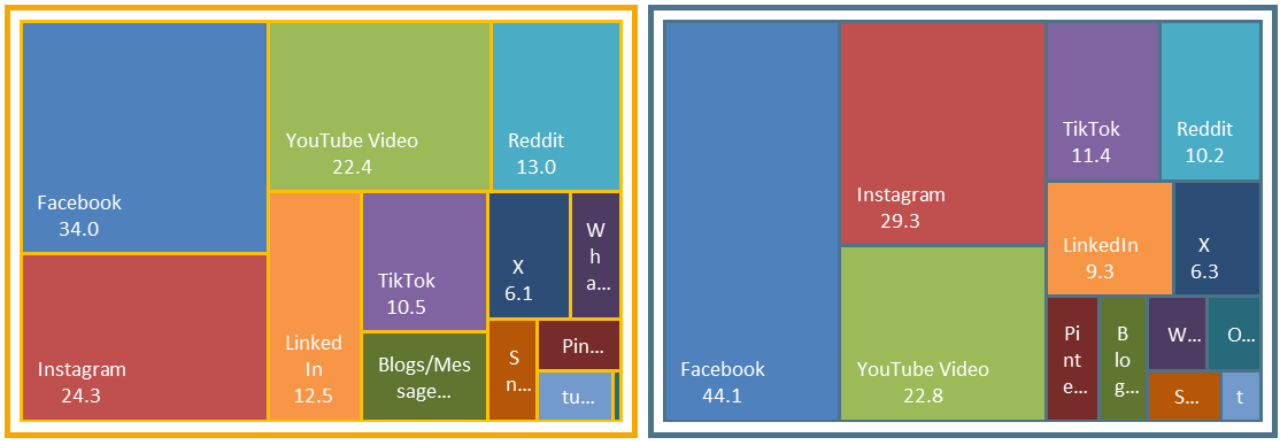
526,407 or 69.4% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos use Ad-Supported Facebook for an average of 38.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

P18+

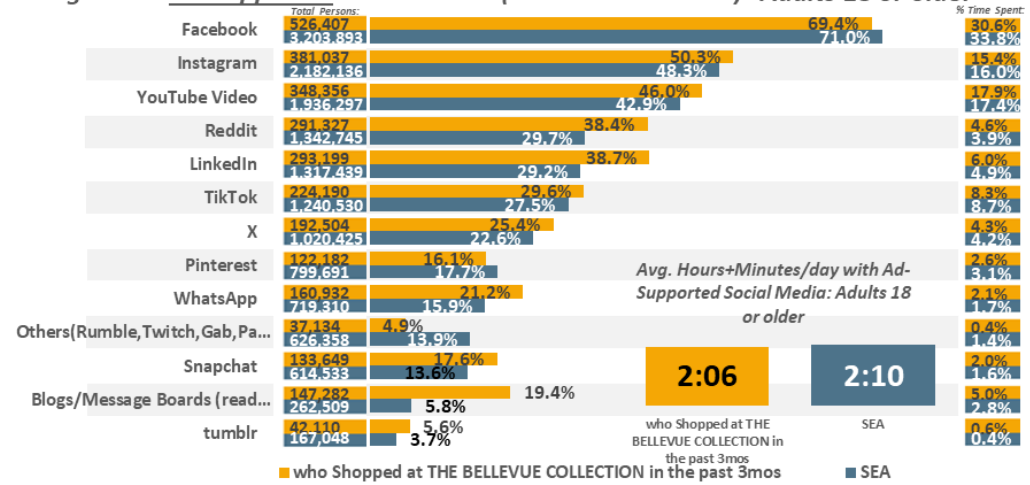
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



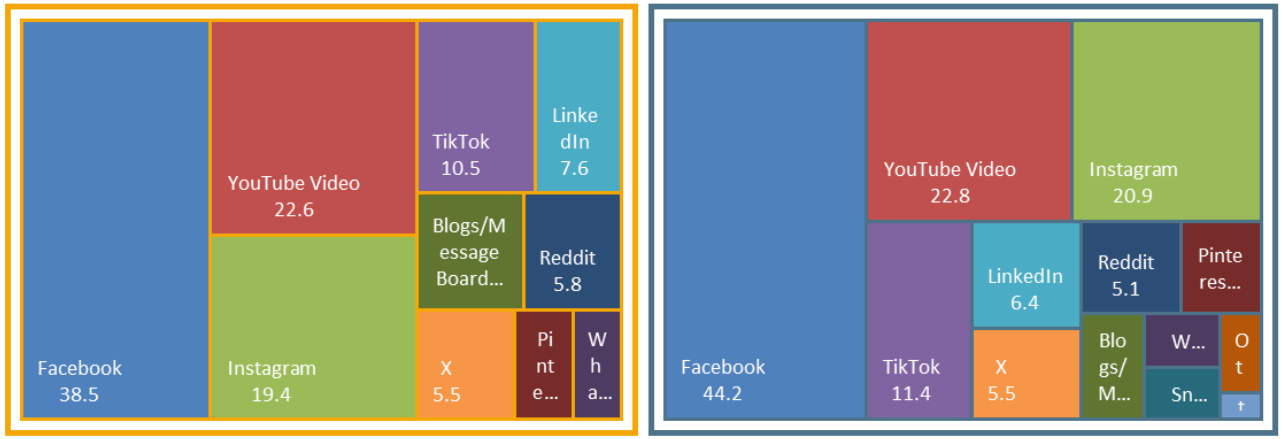
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

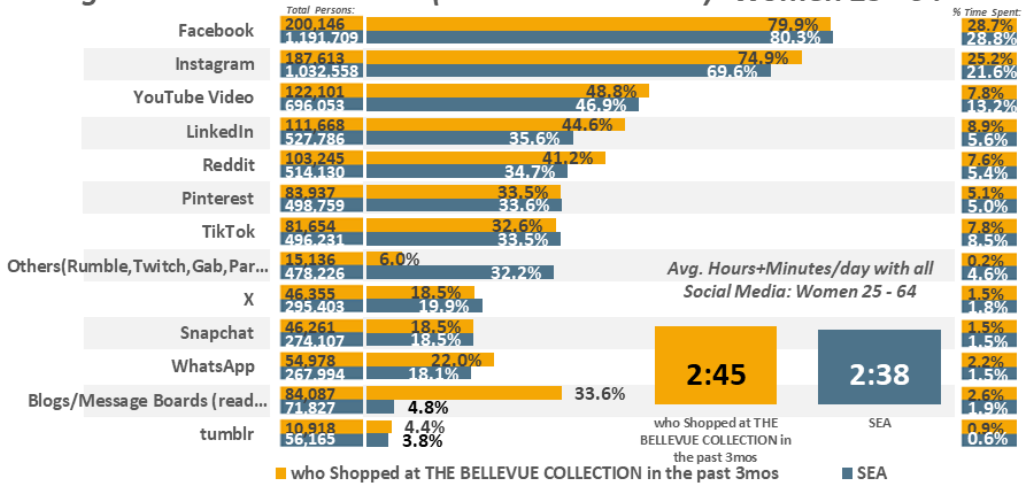
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

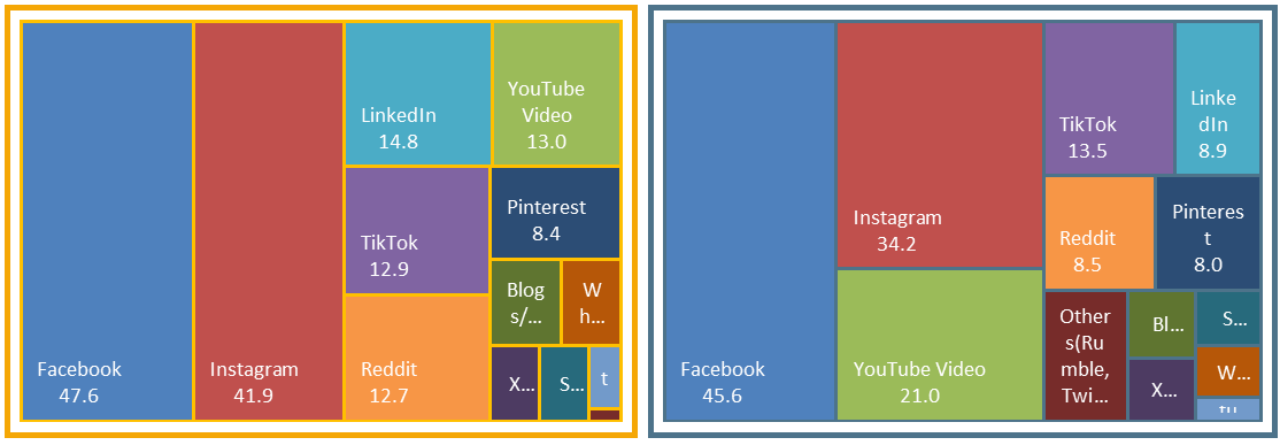
200,146 or 79.9% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos use Ad-Supported Facebook for an average of 55.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

W25-64

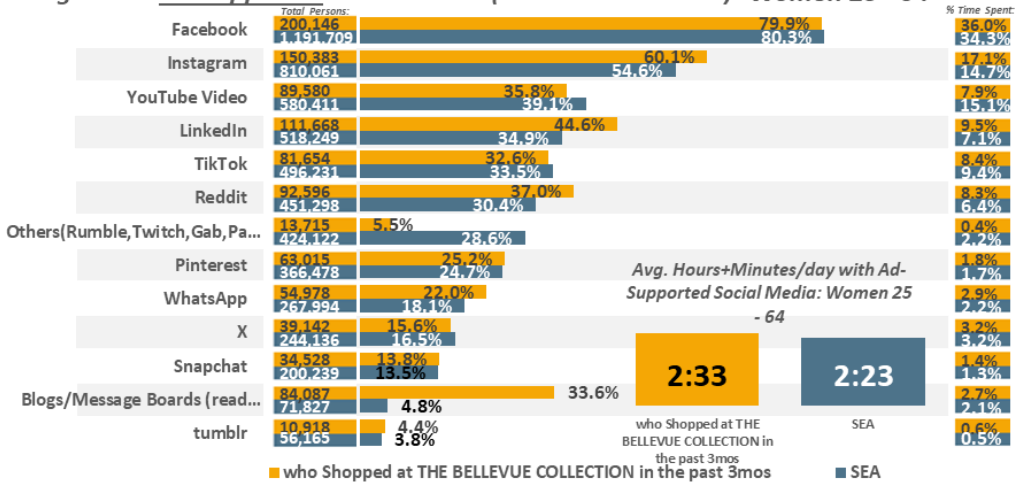
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



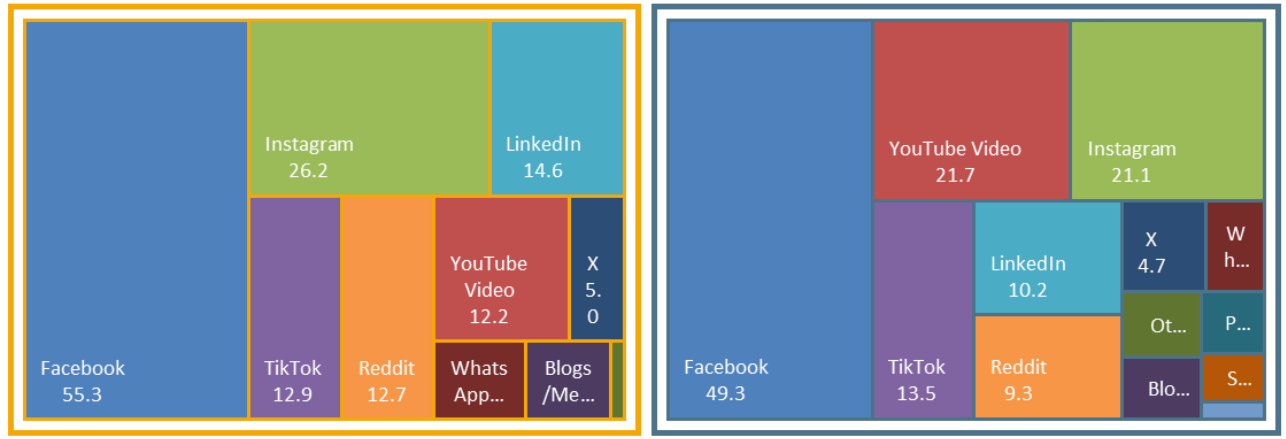
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

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

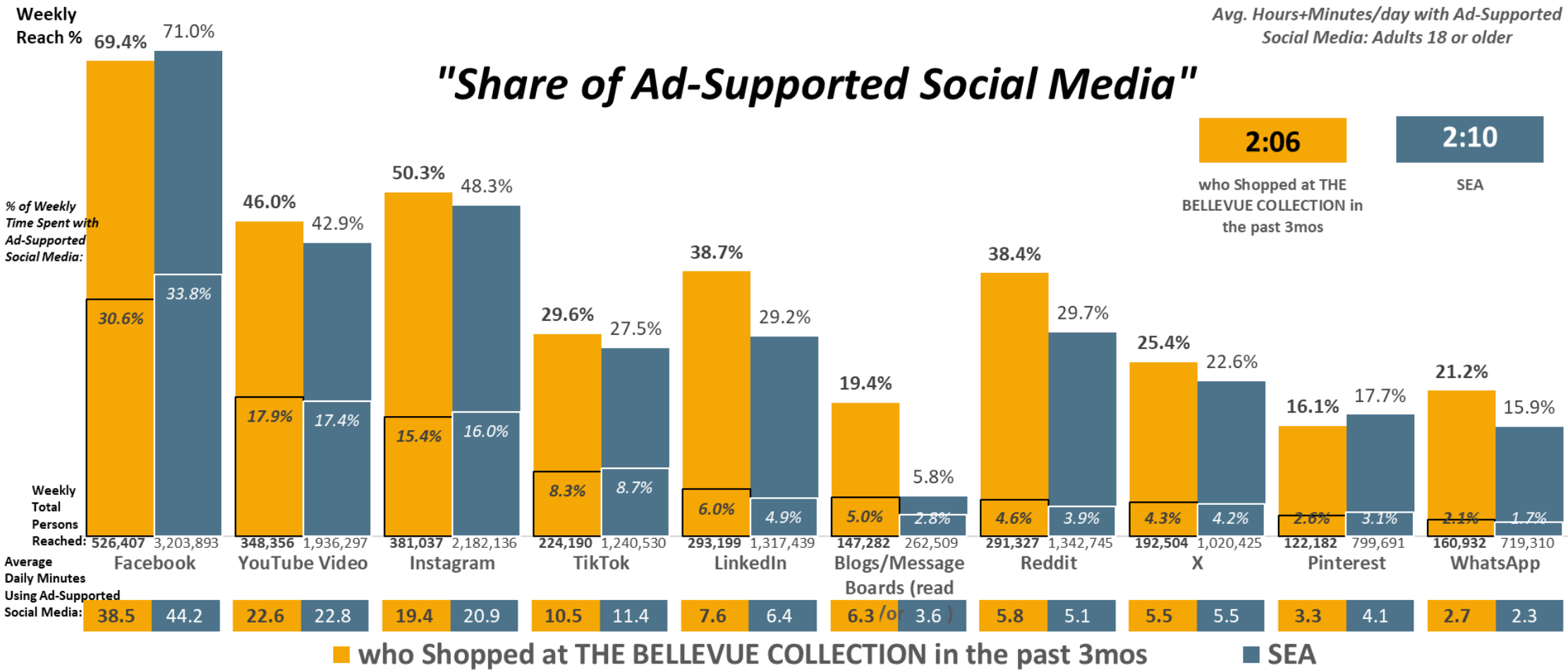
THE BELLEVUE COLLECTION™

526,407 or 69.4% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos use Ad-Supported Facebook for an average of 38.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

P18+

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

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

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

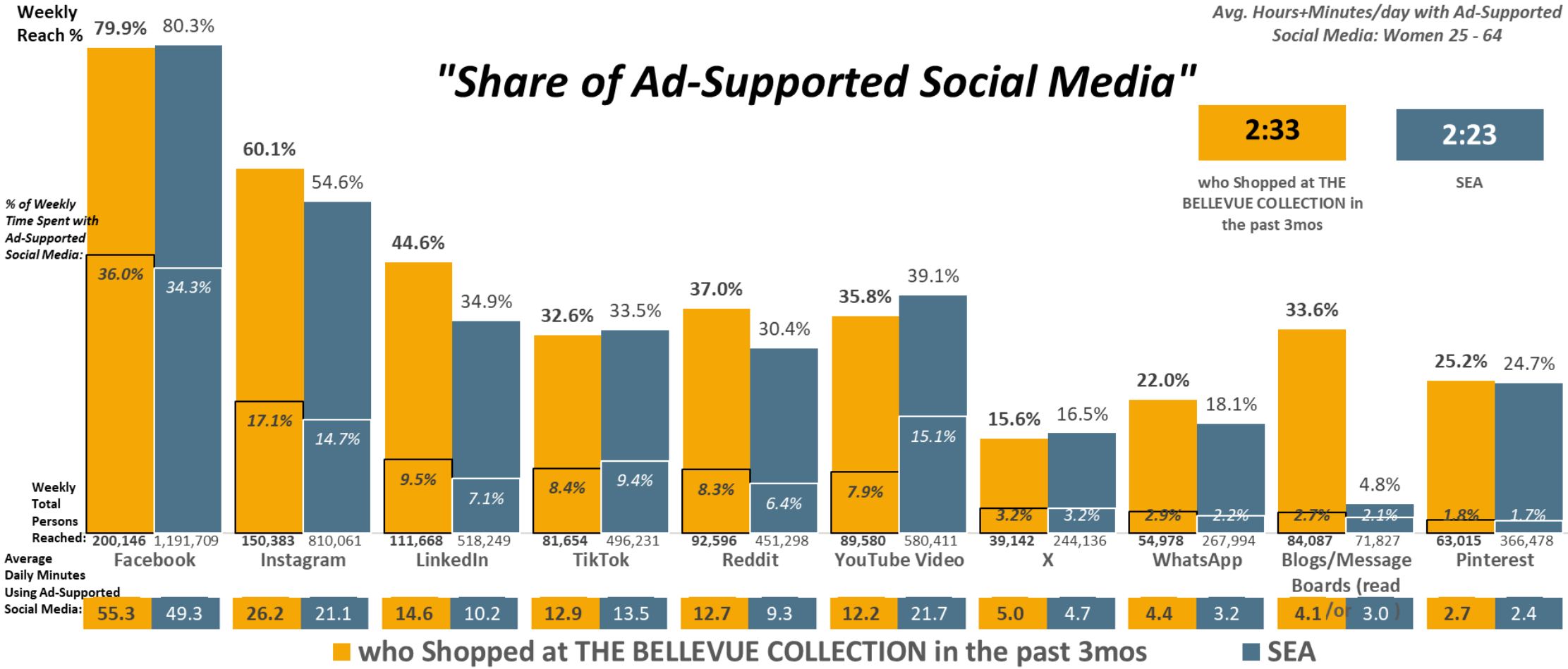
THE BELLEVUE COLLECTION™

200,146 or 79.9% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos use Ad-Supported Facebook for an average of 55.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

W25-64

Avg. Hours+Minutes/day with Ad-Supported Social Media: Women 25 - 64

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

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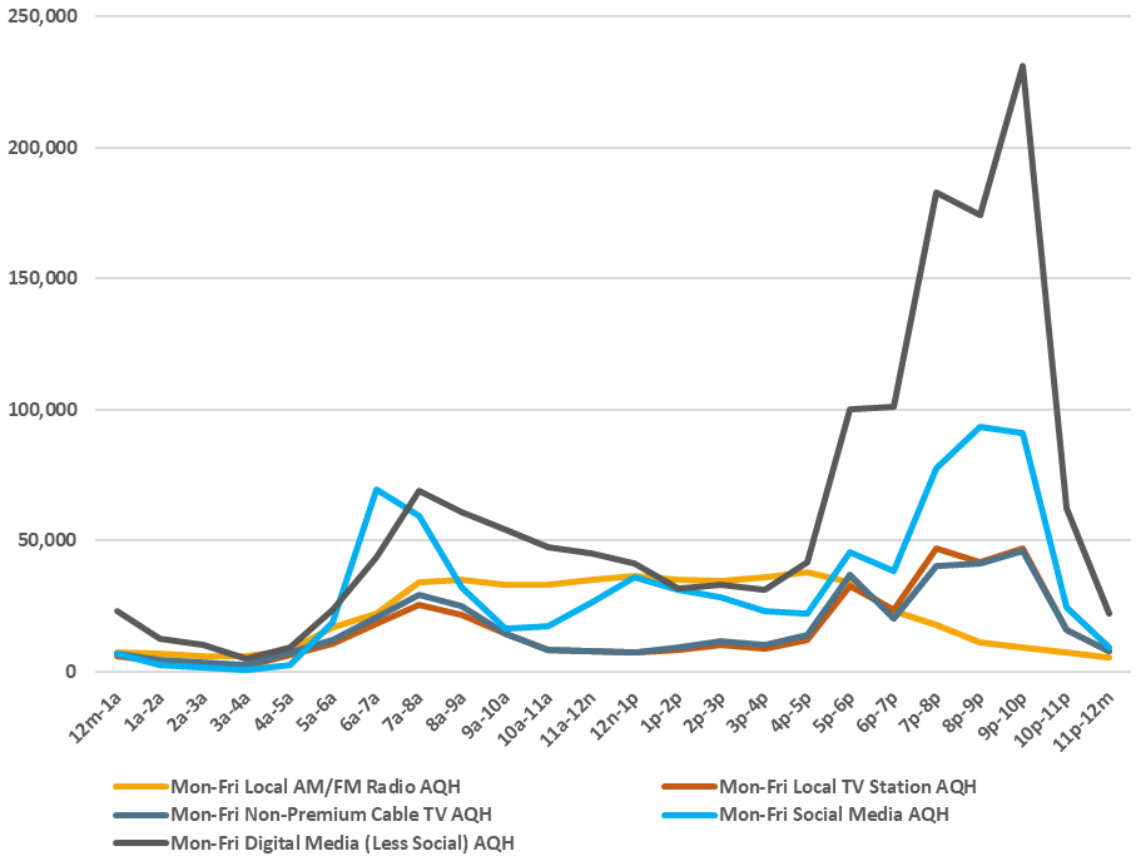
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

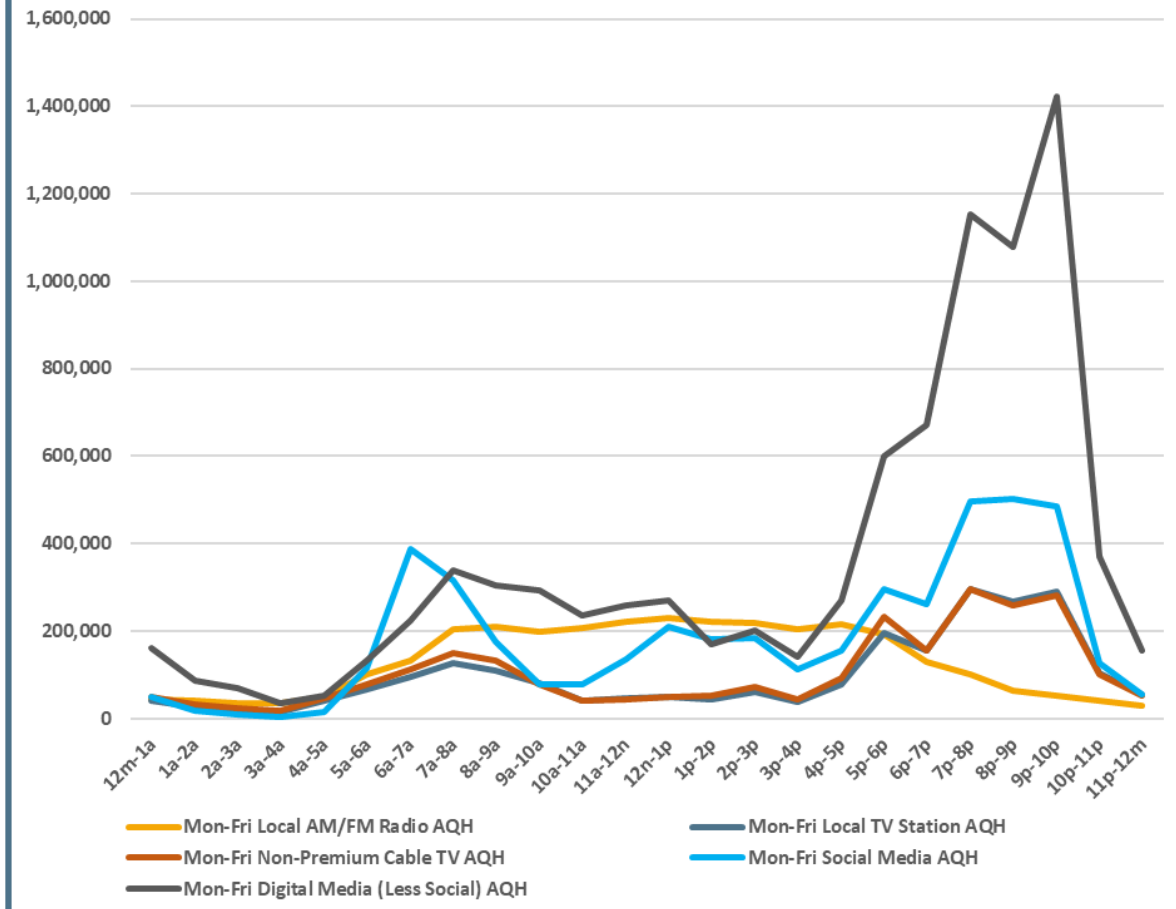
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 53,832; Social Media: 34,212; Local Radio: 32,893; Non-Prem. Cable: 16,394; Local TV: 15,226 reaching Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the pas

P18+

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

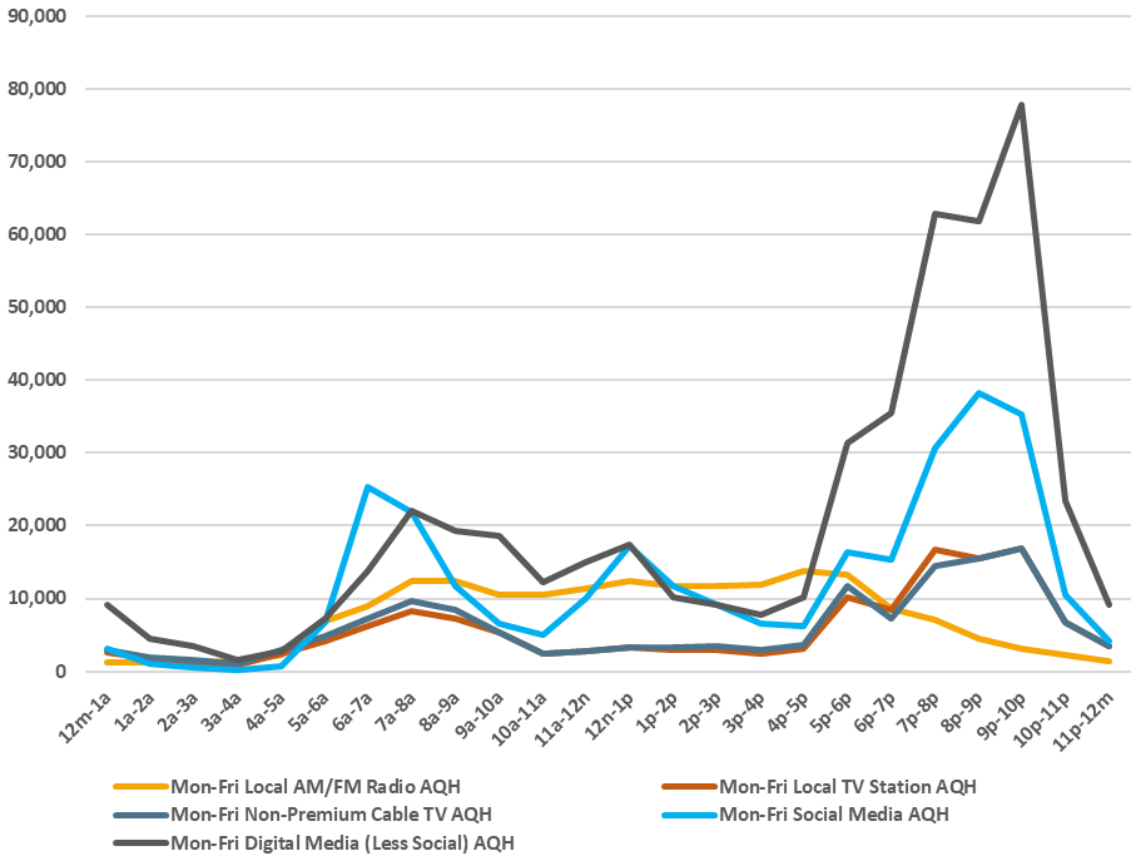
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · soefa.ai AM 880 K·I·X·I · Share of Everything for Anything · 2060 Digital

THE BELLEVUE COLLECTION™

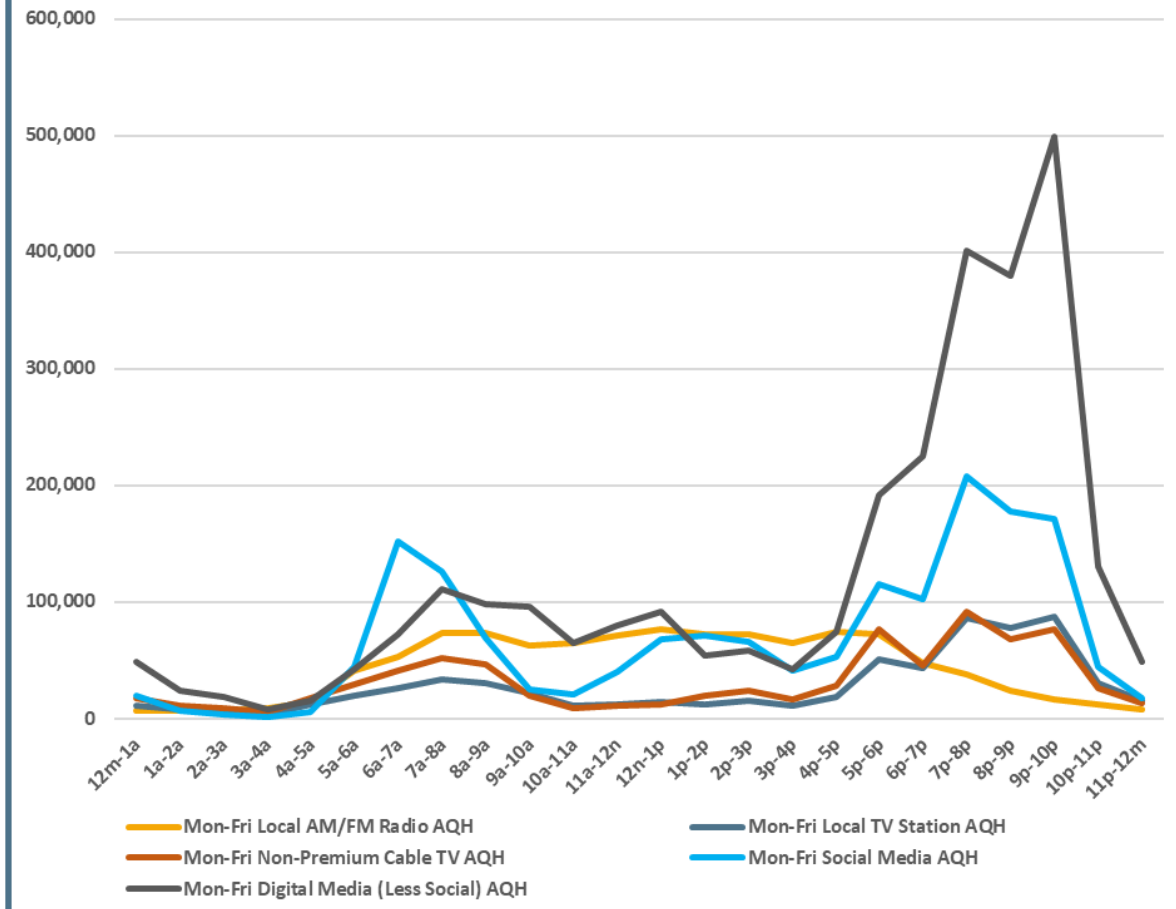
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,104; Social Media: 12,555; Local Radio: 11,509; Non-Prem. Cable: 5,488; Local TV: 5,055 reaching Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos.

W25-64

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Women 25 - 64



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

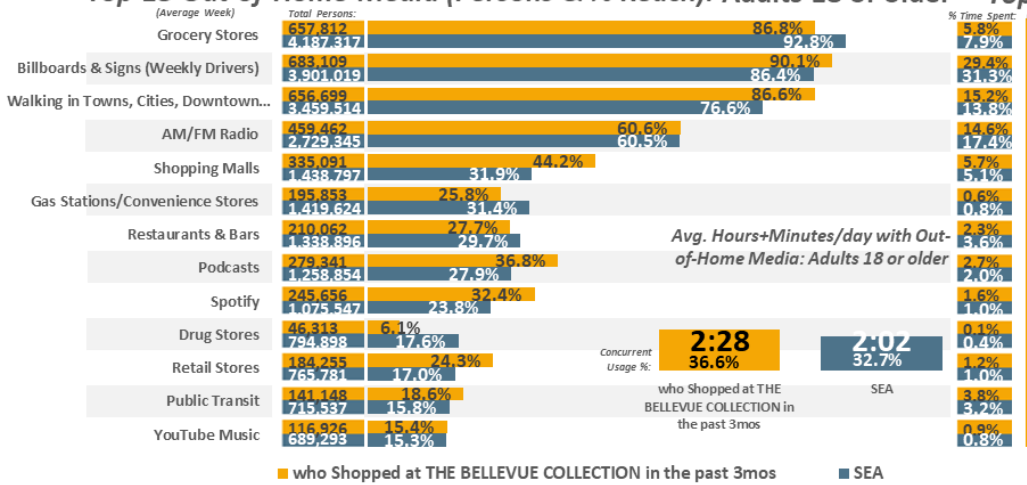
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | soefa.ai AM 880 K·I·X·I | Share of Everything for Anything | 2060 Digital

THE BELLEVUE COLLECTION™

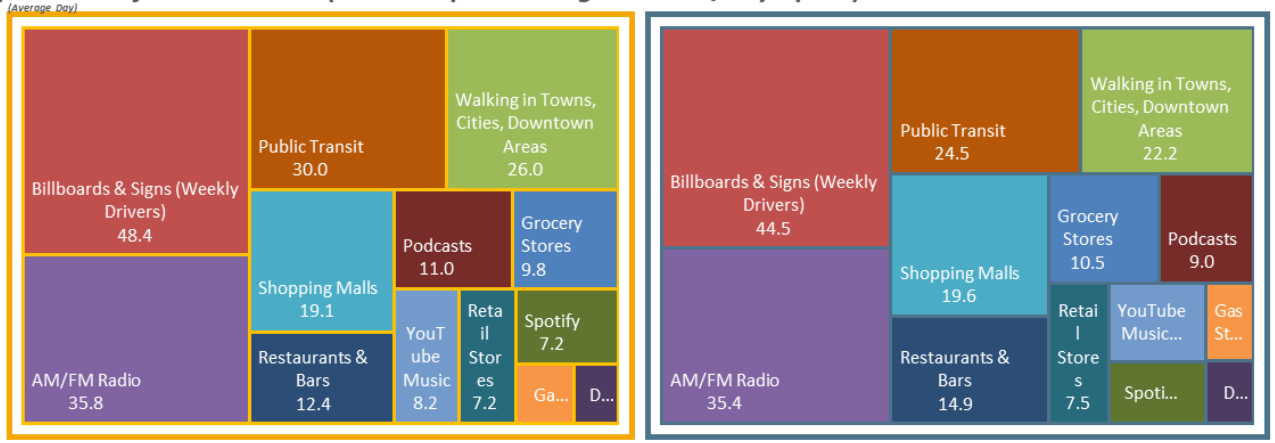
683,109 or 90.1% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 48.4 minutes per day driving, seeing Billboards and Signs. 58.2% Listen to Local Radio Stations Out-of-Home for an average of 31.4 minutes/d

P18+

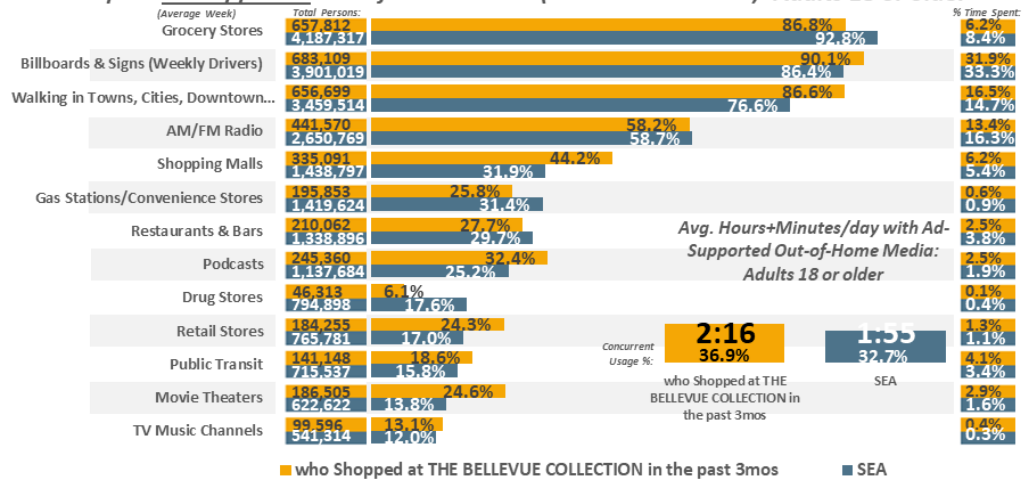
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



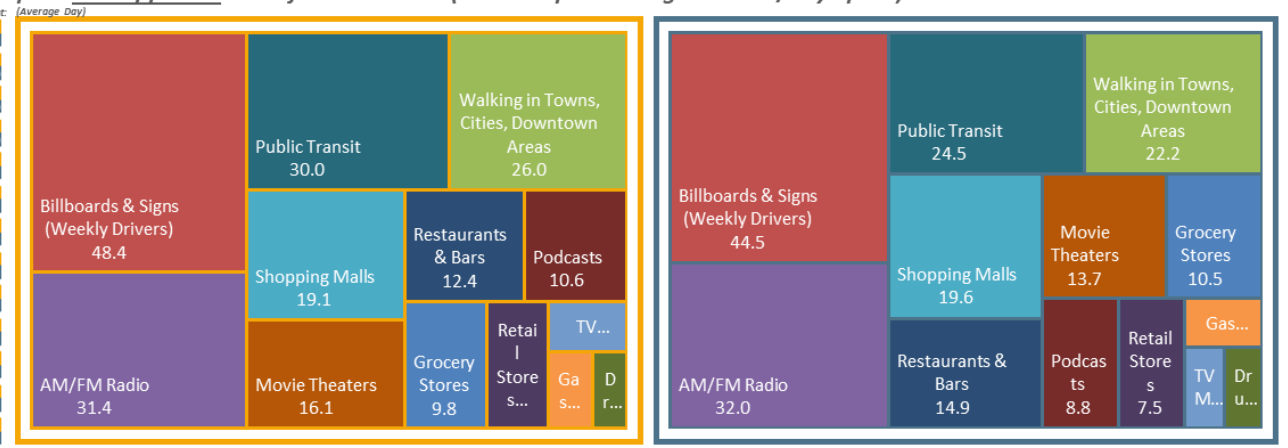
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

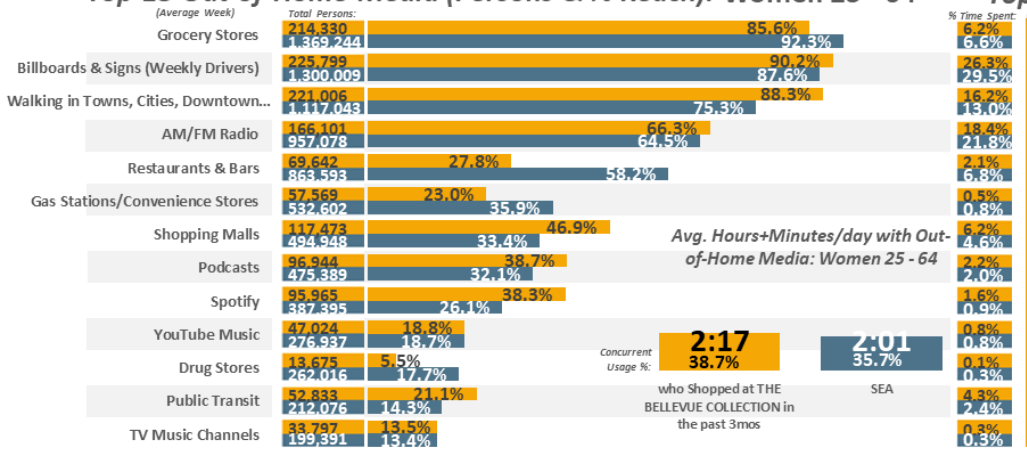
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE BELLEVUE COLLECTION™

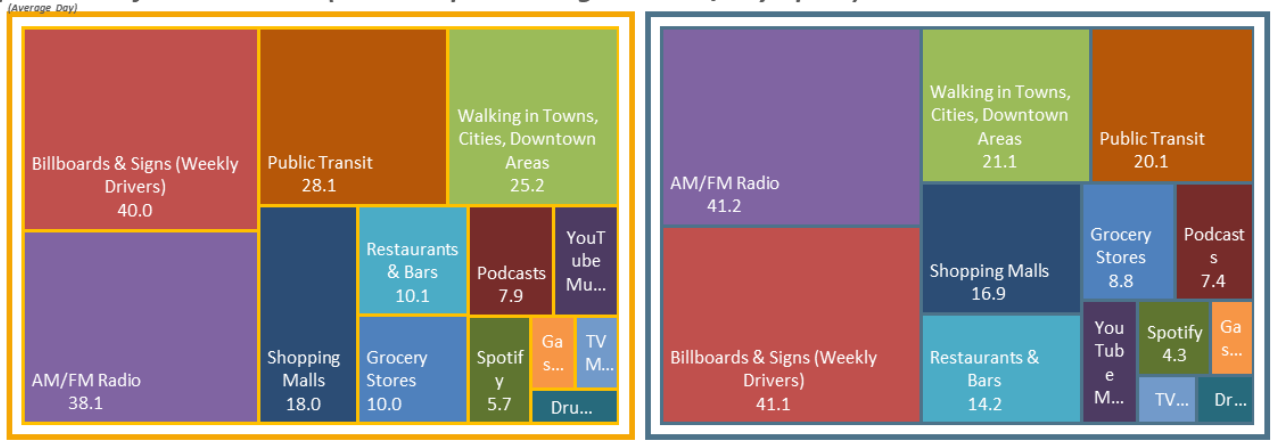
225,799 or 90.2% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 40. minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minutes/day.

W25-64

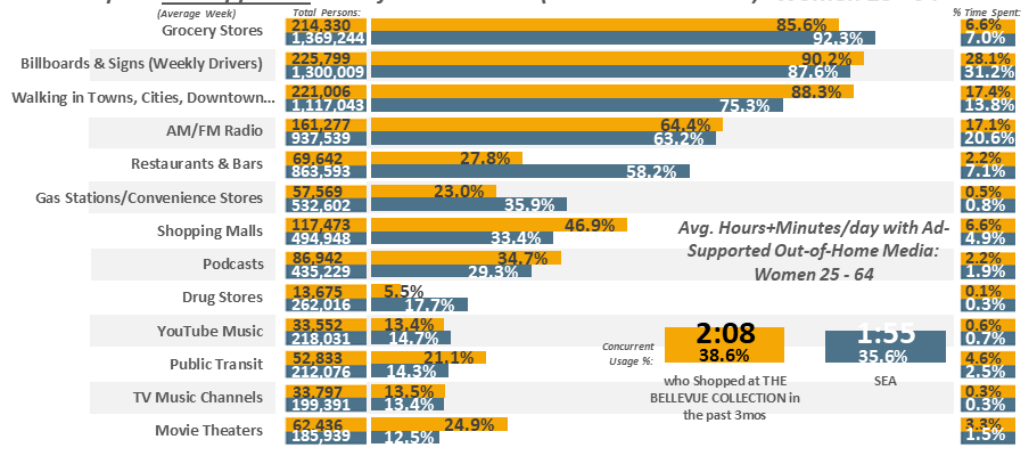
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



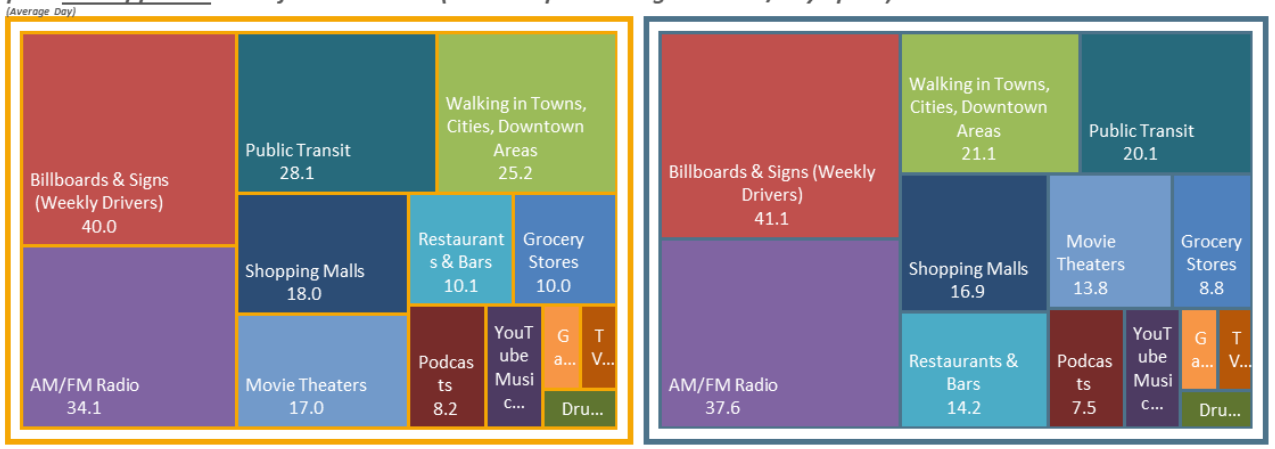
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

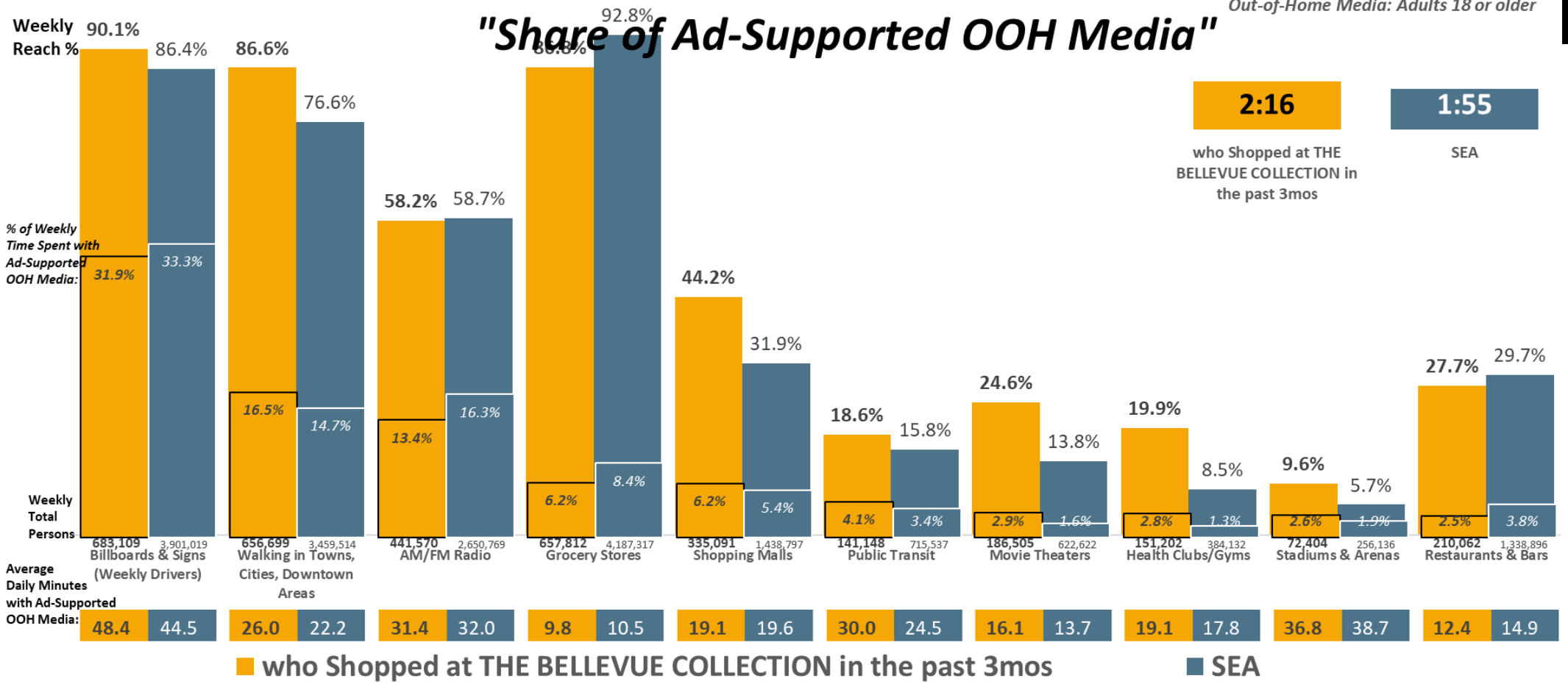
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

683,109 or 90.1% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 48.4 minutes per day driving, seeing Billboards and Signs representing 31.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

P18+

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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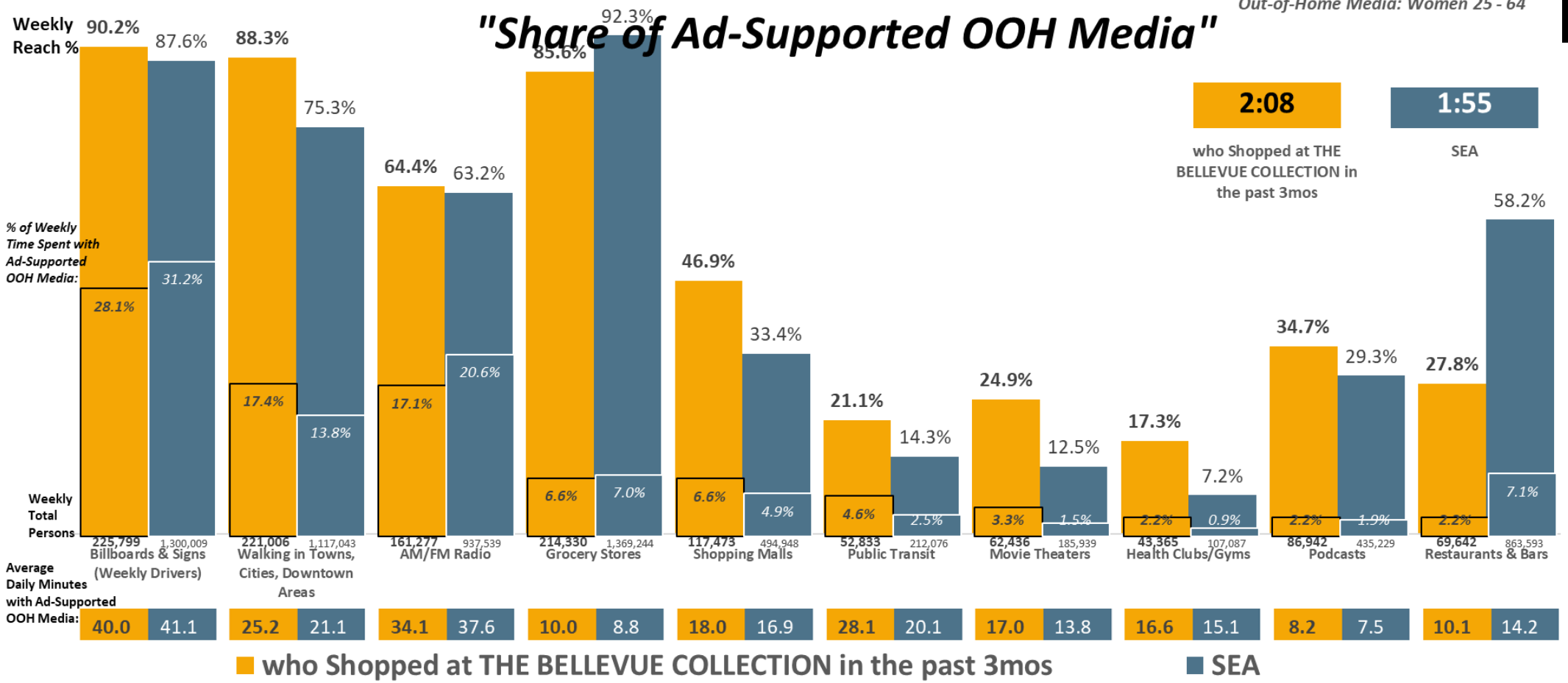
Malls shopped/visited past 3 months: Bellevue Collection

THE BELLEVUE COLLECTION™

225,799 or 90.2% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 40. minutes per day driving, seeing Billboards and Signs representing 28.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64

W25-64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

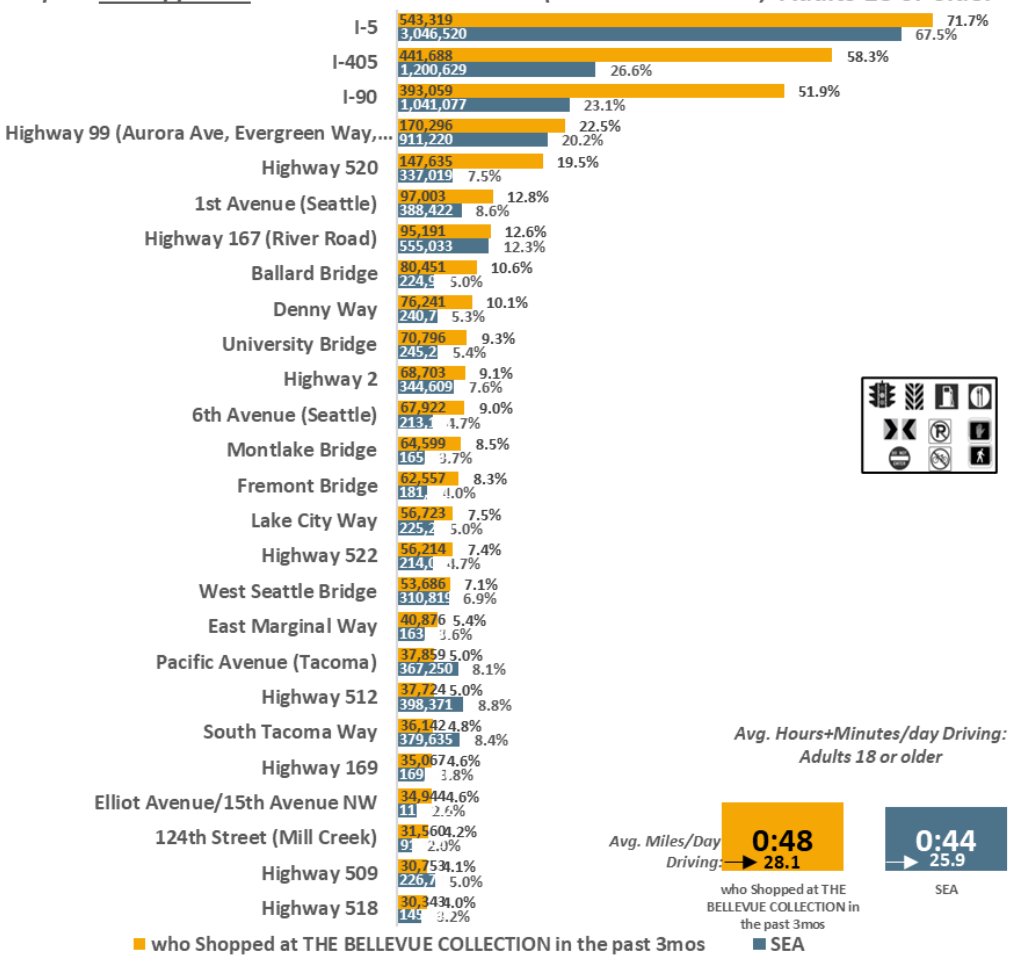
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 KIXI · 2060 Digital

THE BELLEVUE COLLECTION™

683,109 or 90.1% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 48.4 minutes per day driving an average of 28.1 miles each day and are 160.9% more likely to use Highway 520 than the Metro average.

P18+

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



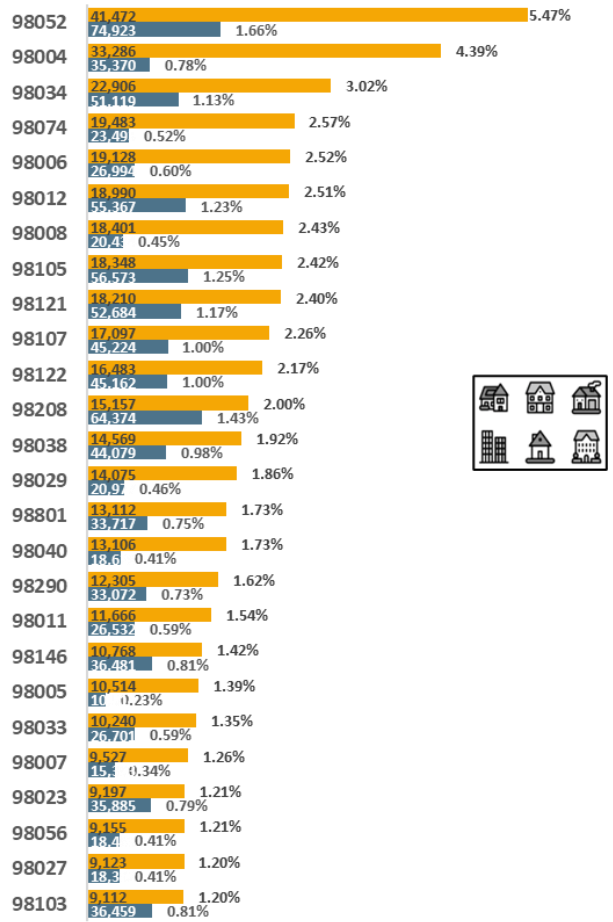
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

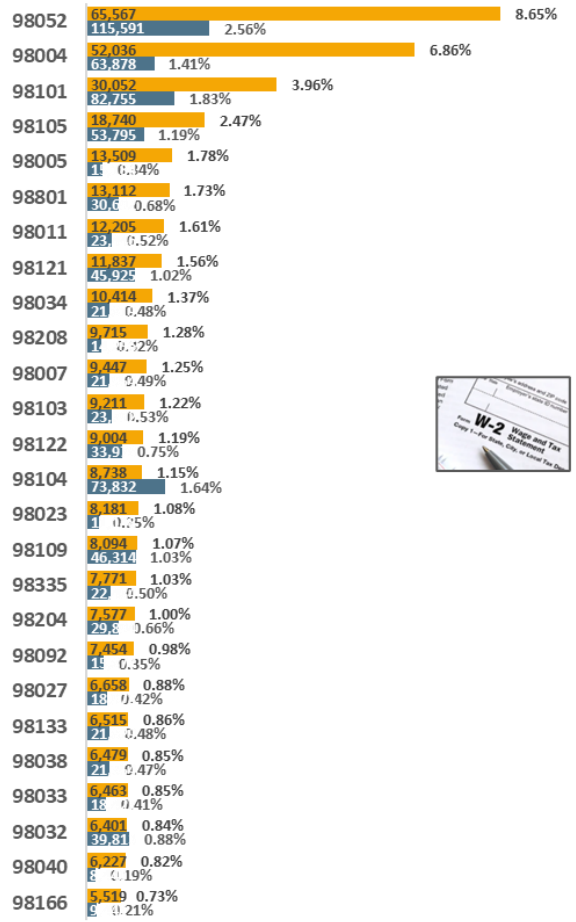
0:48 → 28.1 who Shopped at THE BELLEVUE COLLECTION in the past 3mos

0:44 → 25.9 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

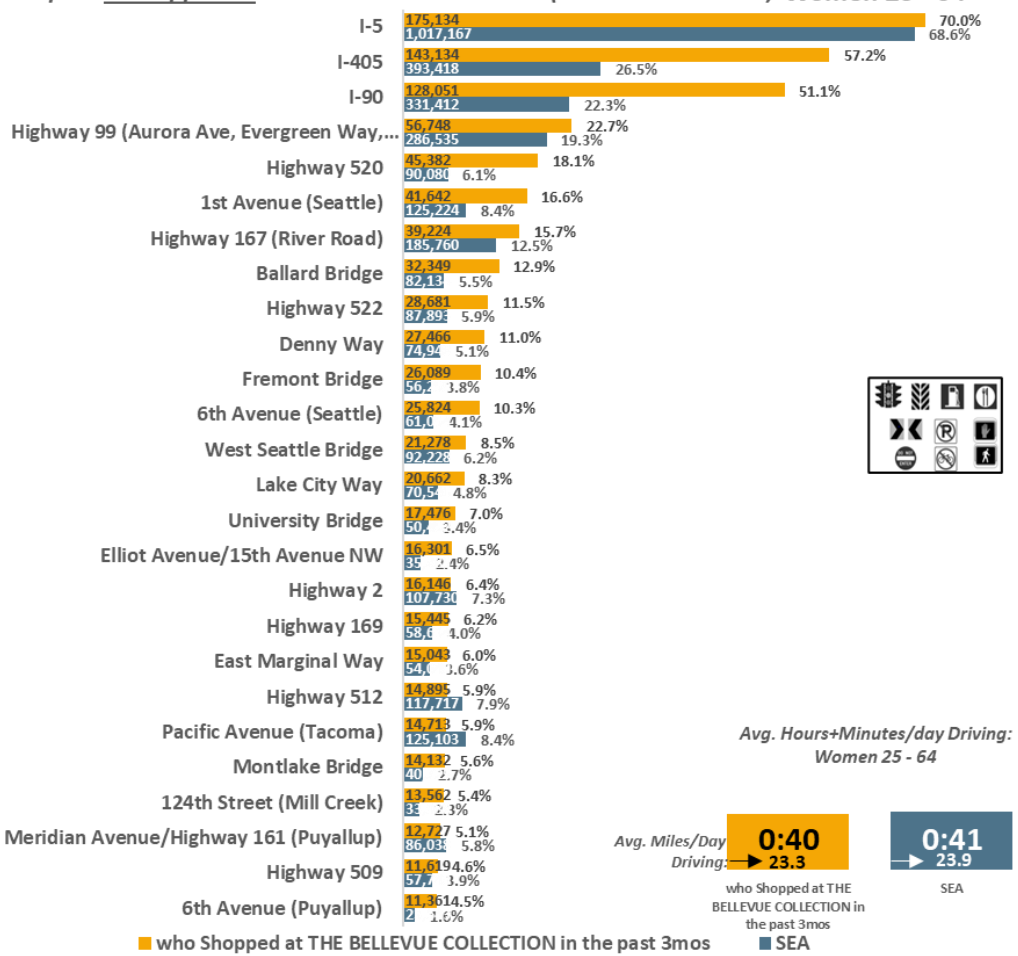
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060Digital

THE BELLEVUE COLLECTION™

225,799 or 90.2% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos spend an average of 40. minutes per day driving an average of 23.3 miles each day and are 198.5% more likely to use Highway 520 than the Metro average.

W25-64

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64



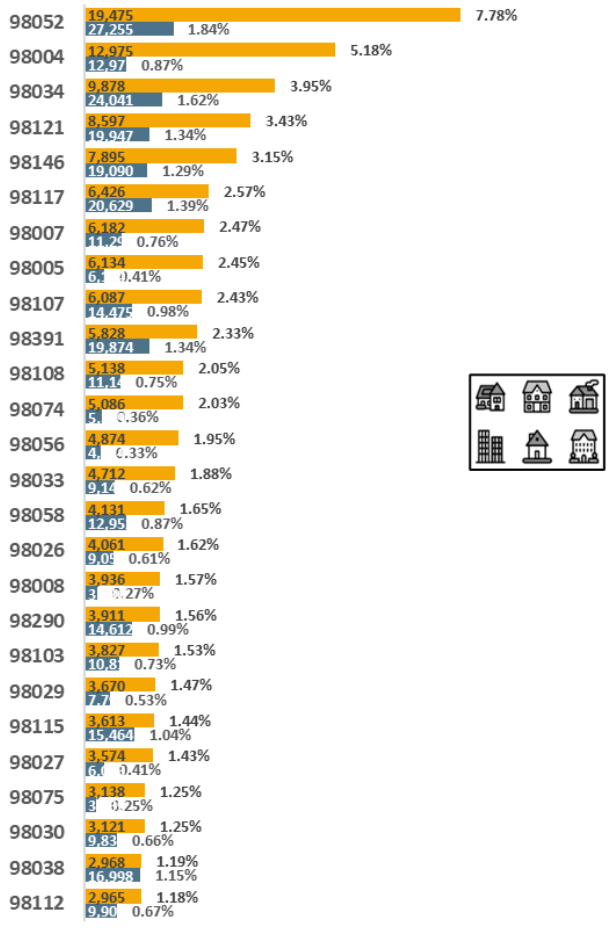
Avg. Hours+Minutes/day Driving: Women 25 - 64

Avg. Miles/Day Driving:

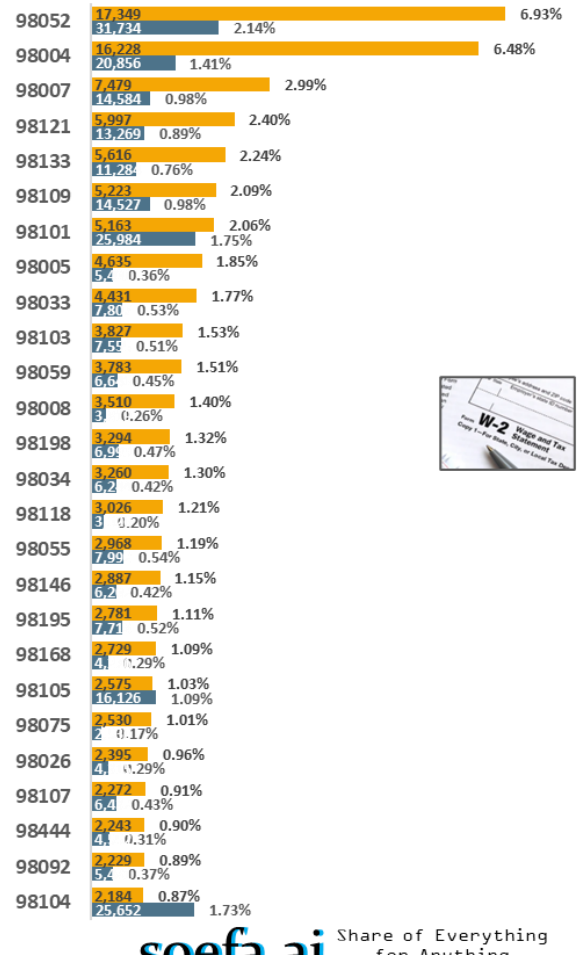
0:40 → 23.3 who Shopped at THE BELLEVUE COLLECTION in the past 3mos

0:41 → 23.9 SEA

Top-26 Residential Zip Codes: Women 25 - 64



Top-26 Employment Zip Codes: Women 25 - 64



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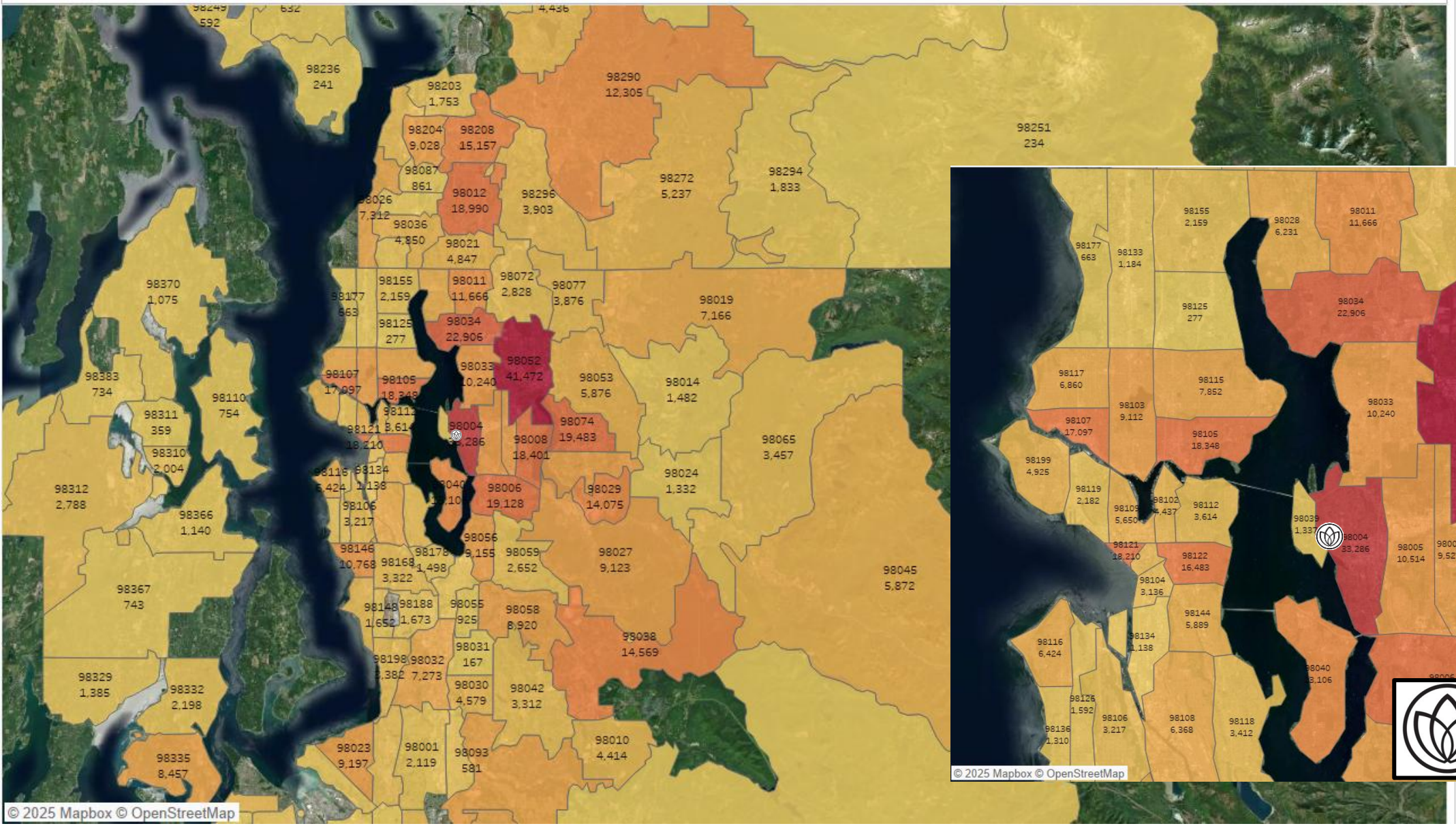
Malls shopped/visited past 3 months: Bellevue Collection

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

Top Residential Zip Codes: (Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos)

SUM(Adults 18 or older ...
167 41,472

P18+



THE BELLEVUE COLLECTION™

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 671

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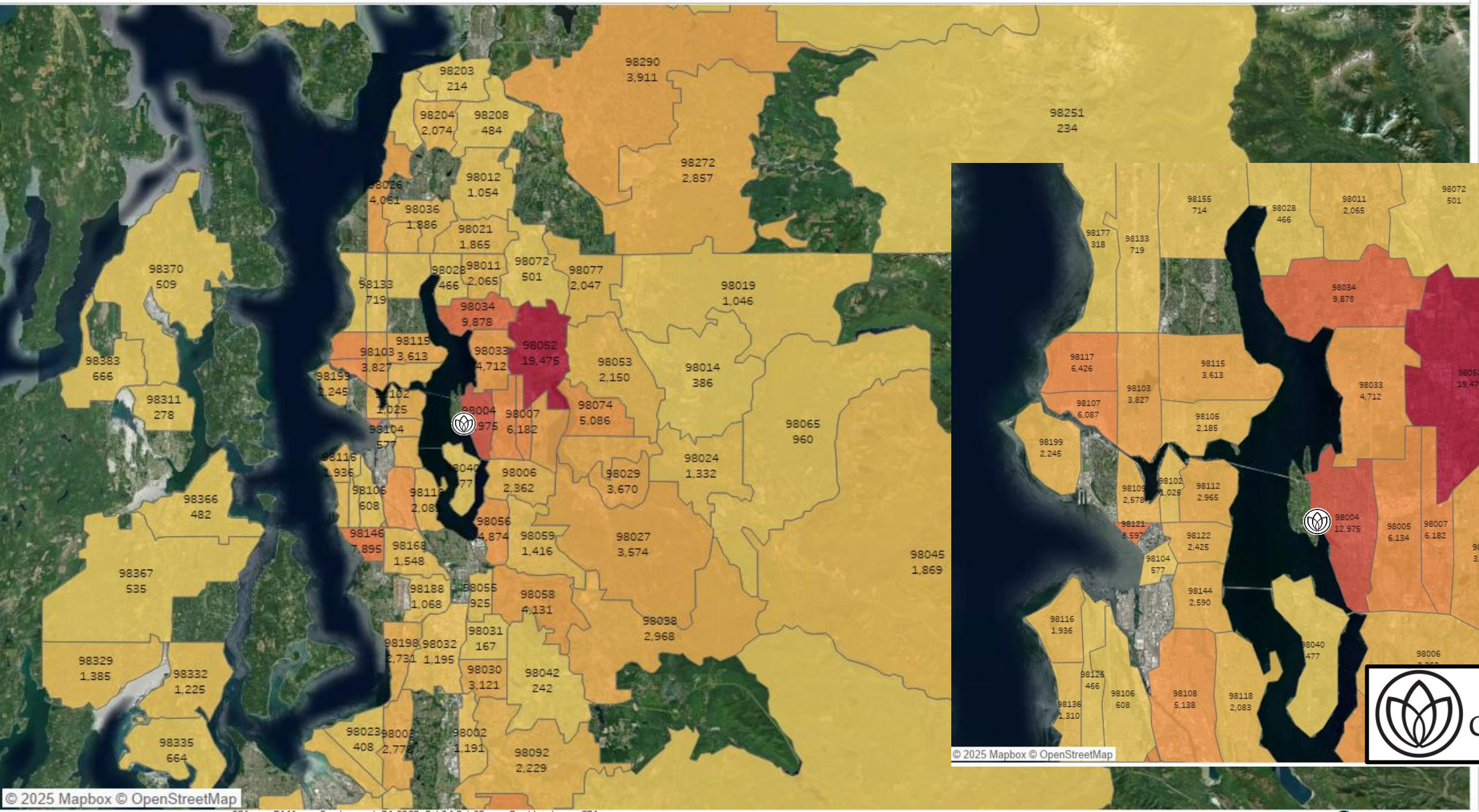
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HUBBARD RADIO

Malls shopped/visited past 3 months: Bellevue Collection

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

Top Residential Zip Codes: (Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos)



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Malls shopped/visited past 3 months: Bellevue Collection

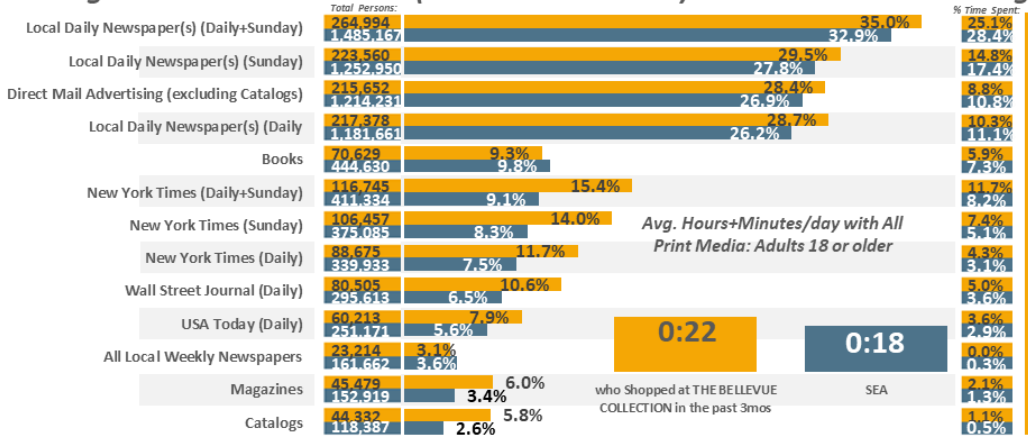
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THE BELLEVUE COLLECTION™

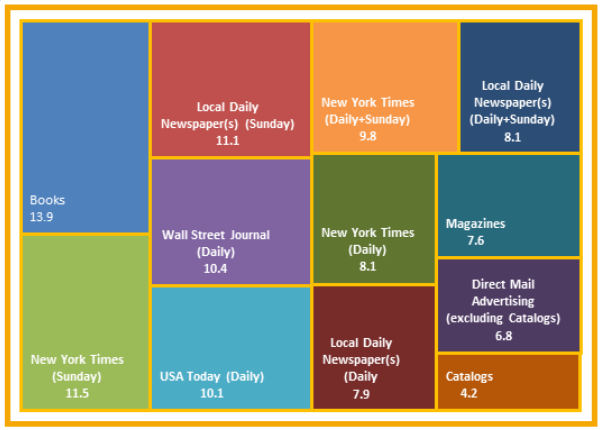
264,994 or 35.% of Adults 18 or older who Shopped at THE BELLEVUE COLLECTION in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

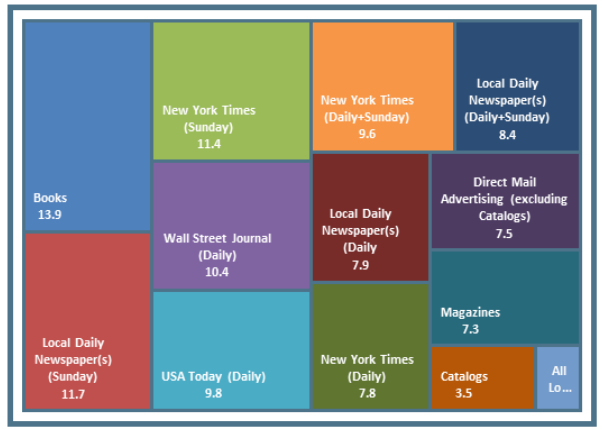
P18+

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

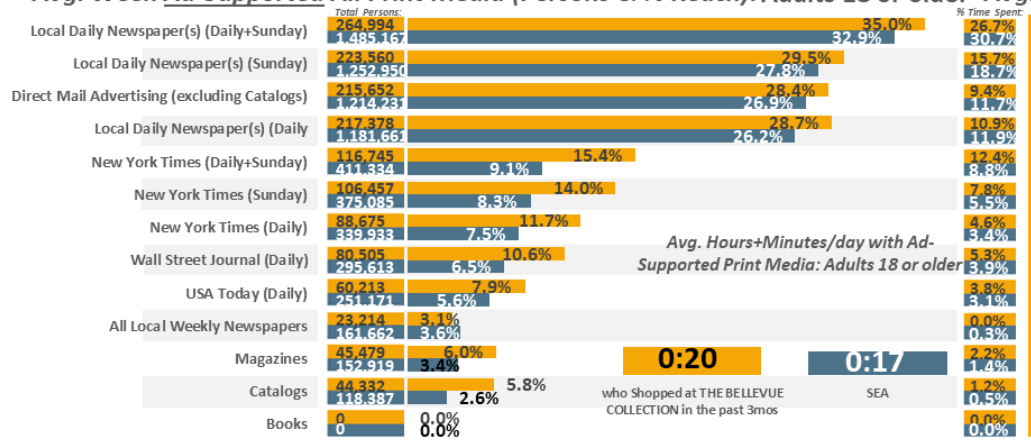


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

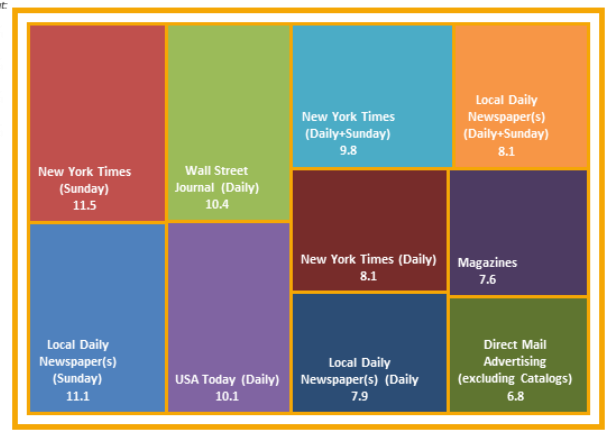


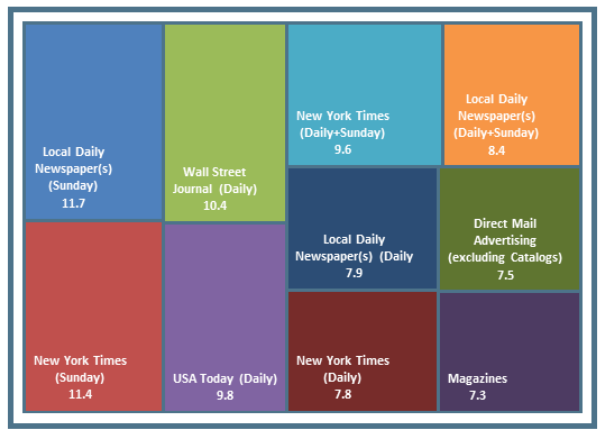


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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Malls shopped/visited past 3 months: Bellevue Collection

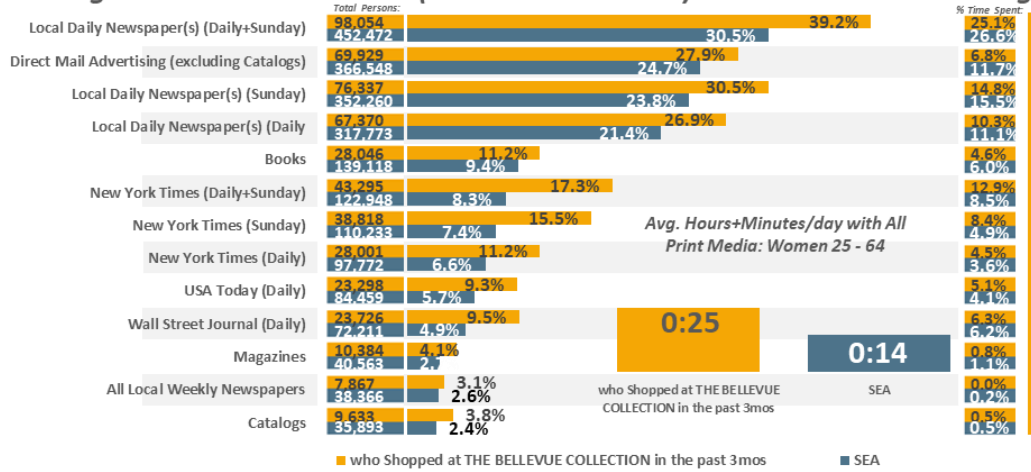
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060Digital

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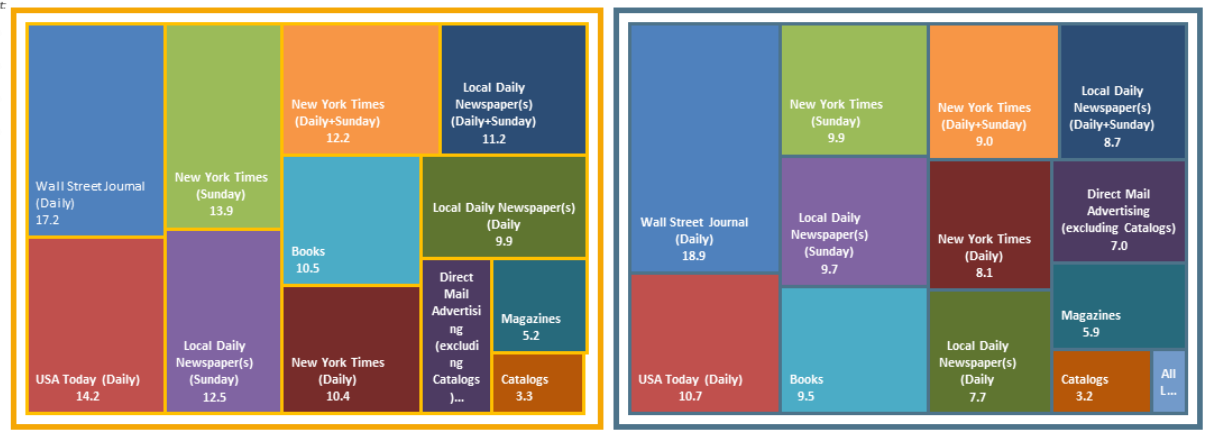
98,054 or 39.2% of Women 25 - 64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 26.3% of all time spent daily with All forms of Print Media.

W25-64

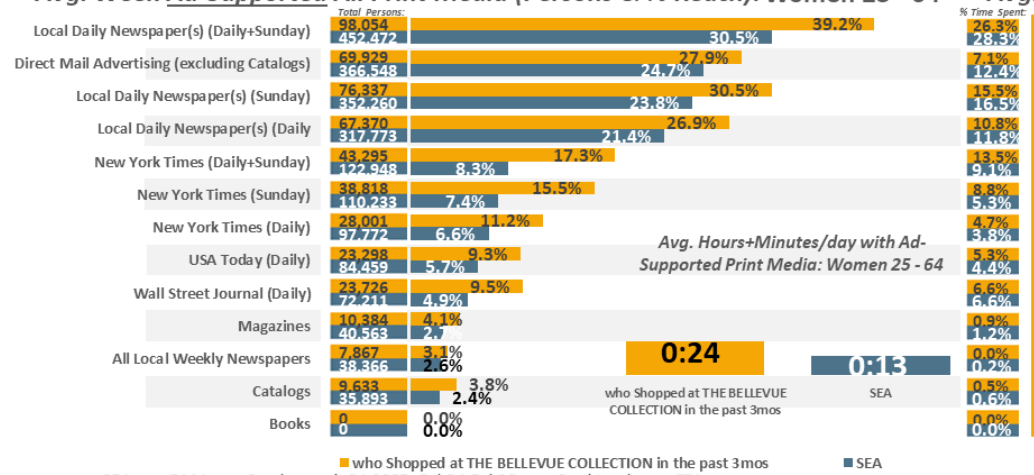
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



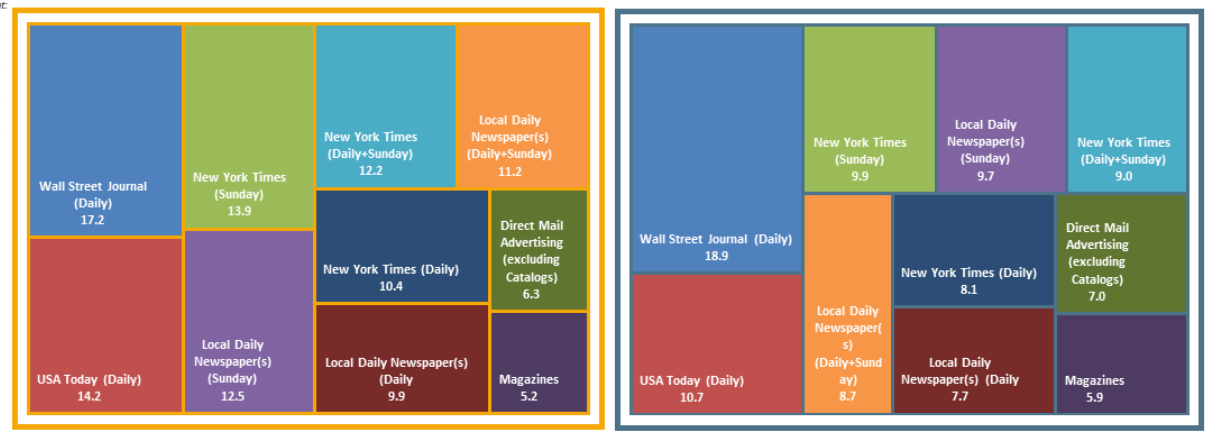
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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Malls shopped/visited past 3 months: Bellevue Collection

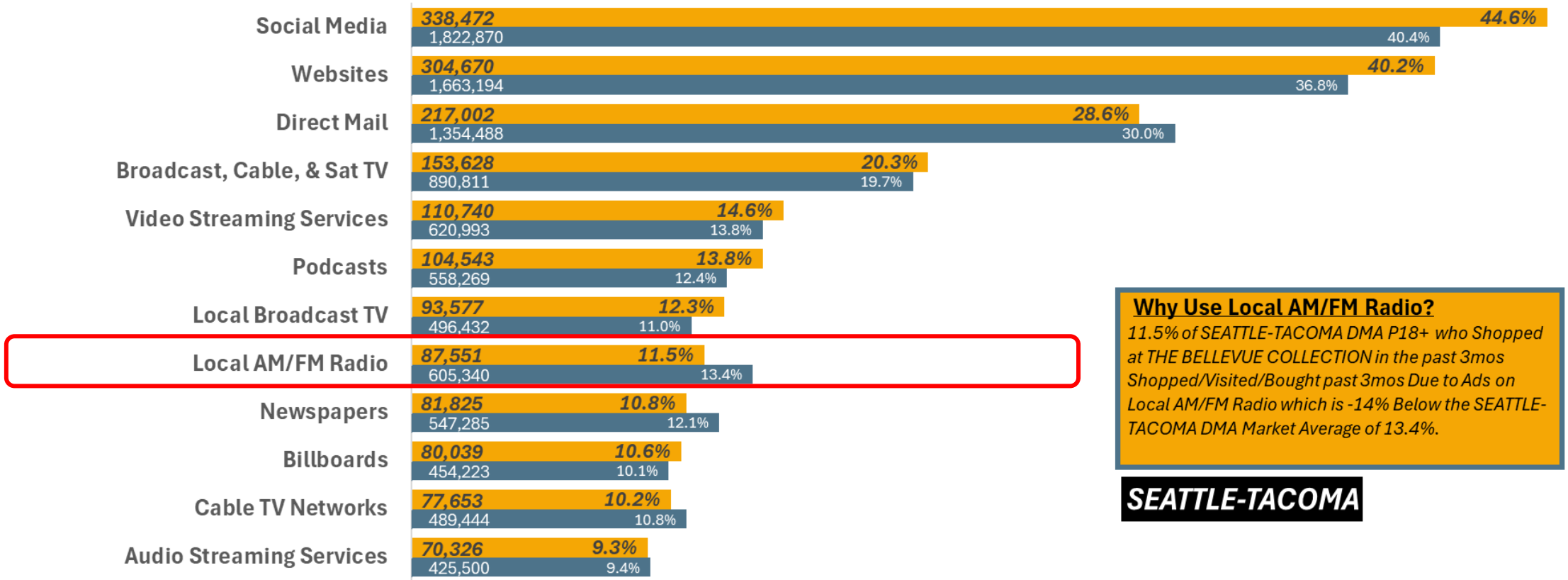
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION · warm 106.9 · 98.9 THE BULL · AM 880 K·I·X·I · 2060 Digital

THE BELLEVUE COLLECTION™

"Advertising Actions"

P18+

P18+ who Shopped at THE BELLEVUE COLLECTION in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.5% of SEATTLE-TACOMA DMA P18+ who Shopped at THE BELLEVUE COLLECTION in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 671

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Malls shopped/visited past 3 months: Bellevue Collection

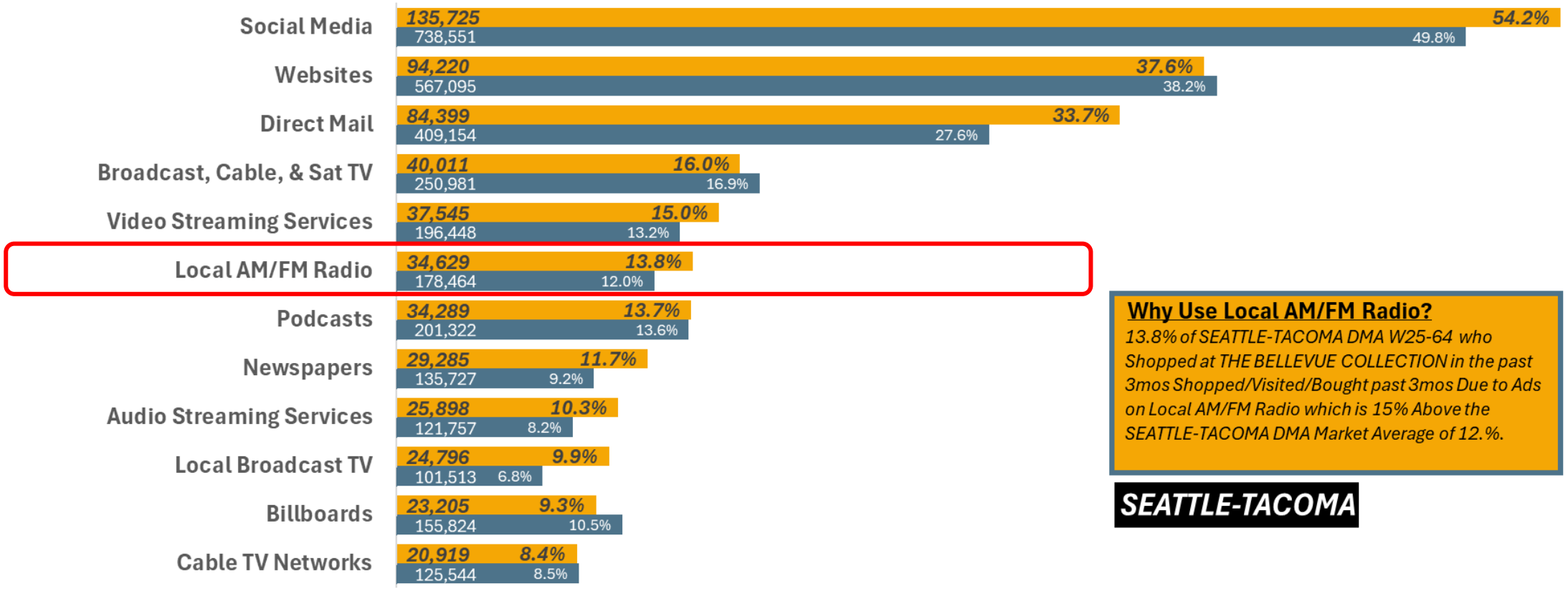
MOViN 92.5 SEATTLE'S #1 HIT MUSIC STATION | warm 106.9 | 98.9 THE BULL | AM 880 K·I·X·I | 2060 Digital

THE BELLEVUE COLLECTION™

"Advertising Actions"

W25-64

W25-64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.8% of SEATTLE-TACOMA DMA W25-64 who Shopped at THE BELLEVUE COLLECTION in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the SEATTLE-TACOMA DMA Market Average of 12.%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 274

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Malls shopped/visited past 3 months: Bellevue Collection

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