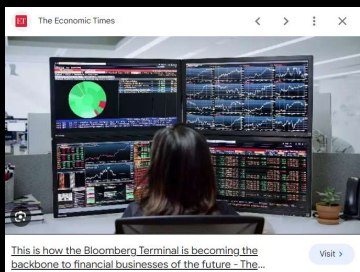


USA+4 DMAs – P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days!

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 Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days** as of March 31, 2026.



腾讯游戏
Tencent Games



Vanguard

BlackRock



USA



CHI



WDC



SEA



PHX

P18+

Hubbard
media that connects

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

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days.
Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 36.2 years old
(25.8% younger than average) and have a \$102,262 (12.8% lower than average) annual household income.

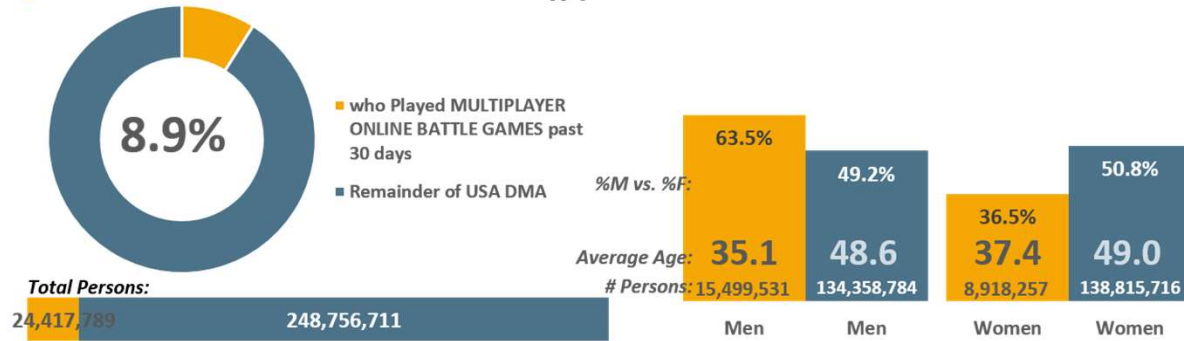


Percent of Market: Adults 18 or older

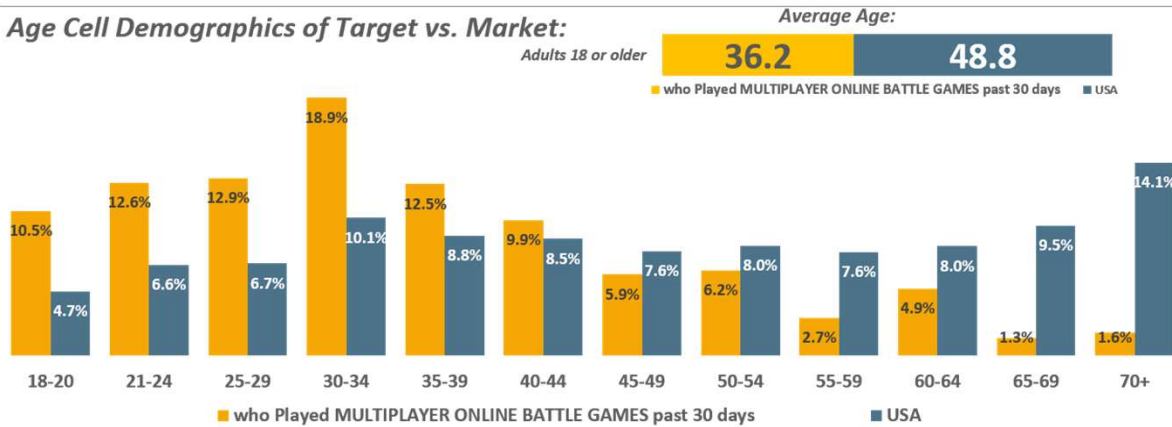


Gender of Target vs. Market: Adults 18 or older

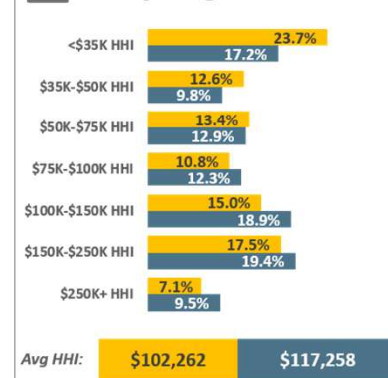
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



8.4% or 643,800 of CHI DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days.
 Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 36. years old
 (25.6% younger than average) and have a \$101,116 (10.1% lower than average) annual household income.

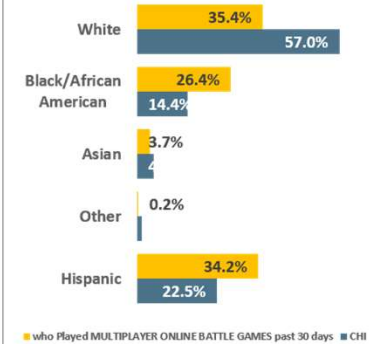
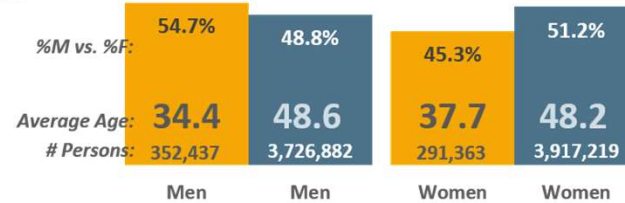
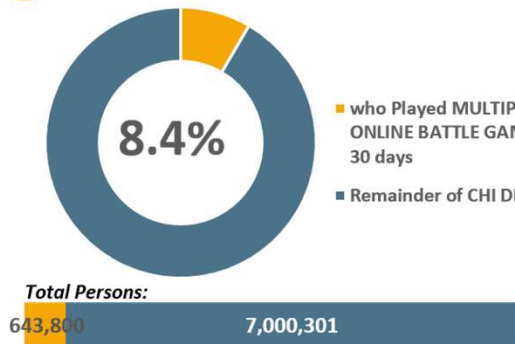


Percent of Market: Adults 18 or older

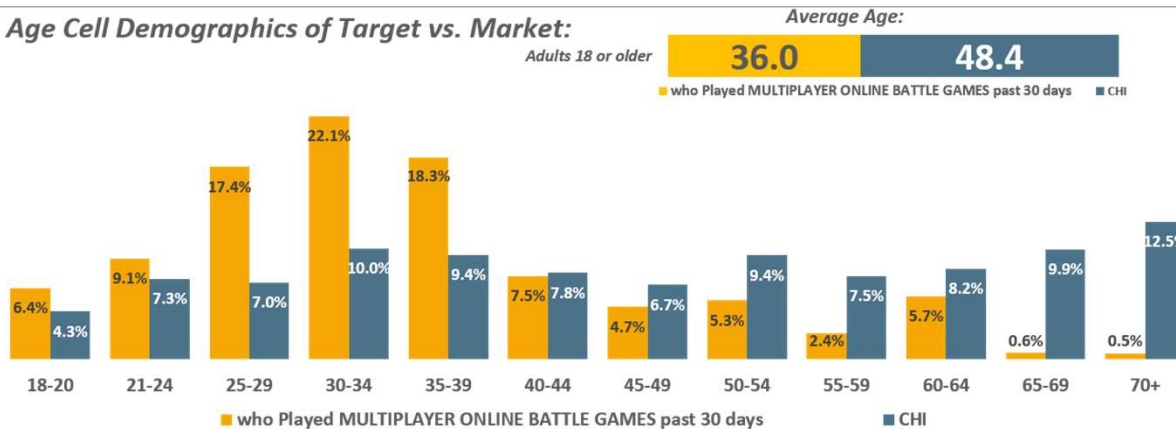


Gender of Target vs. Market: Adults 18 or older

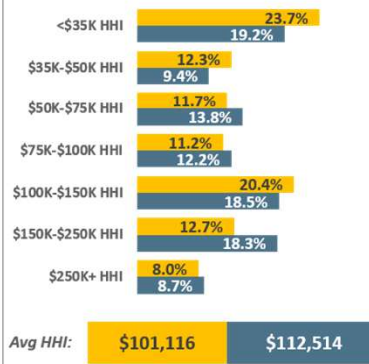
Ethnicity of Target vs. Market:



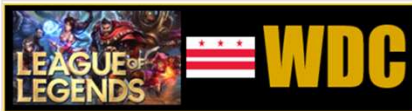
Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:
 \$101,116 (Target) vs \$112,514 (Market)



8.9% or 514,475 of WDC DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 35.6 years old (25.8% younger than average) and have a \$125,433 (10.% lower than average) annual household income.

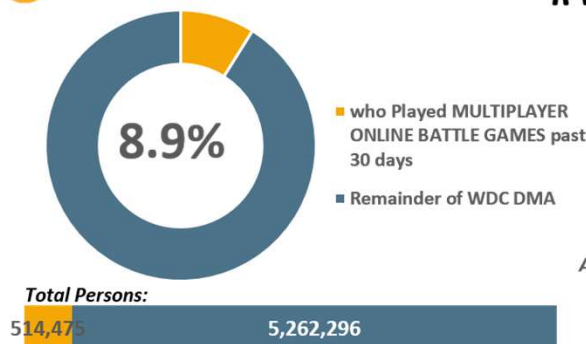


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

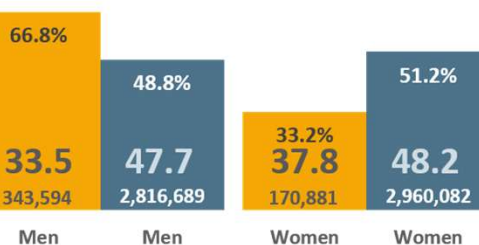
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

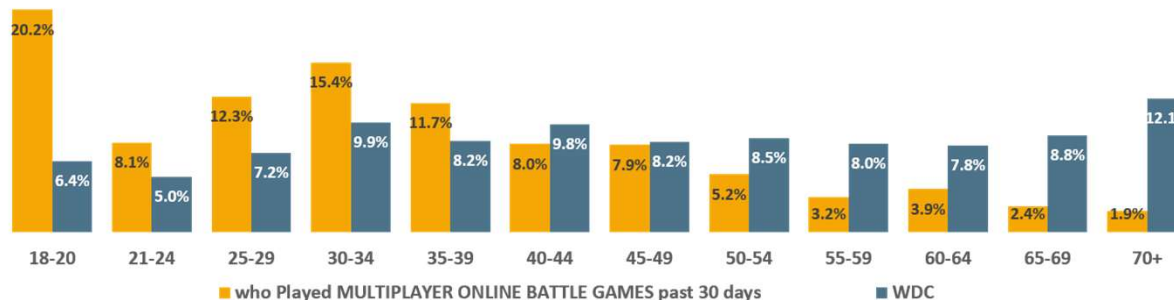
Average Age:

Adults 18 or older

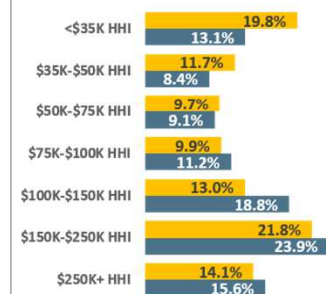
35.6

48.0

■ who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days ■ WDC



HHI of Target vs. Market:



Avg HHI:

\$125,433

\$139,294



8.9% or 405,739 of SEA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 36.9 years old (23.5% younger than average) and have a \$121,006 (6% lower than average) annual household income.

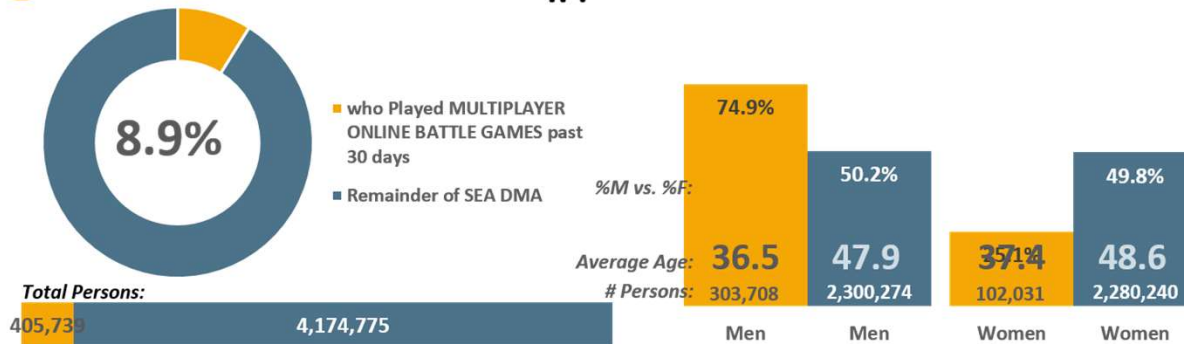


Percent of Market: Adults 18 or older

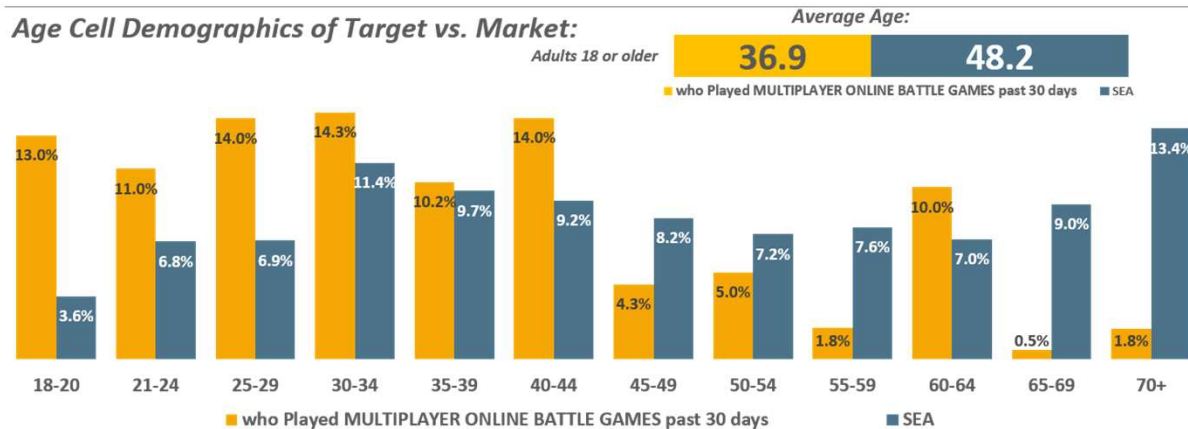


Gender of Target vs. Market: Adults 18 or older

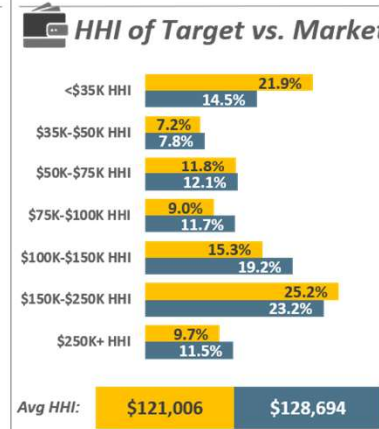
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

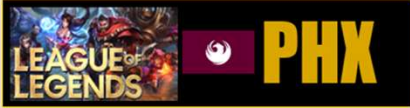


HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



11.1% or 536,104 of PHX DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Typical Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 35.7 years old (27.1% younger than average) and have a \$82,270 (23.2% lower than average) annual household income.

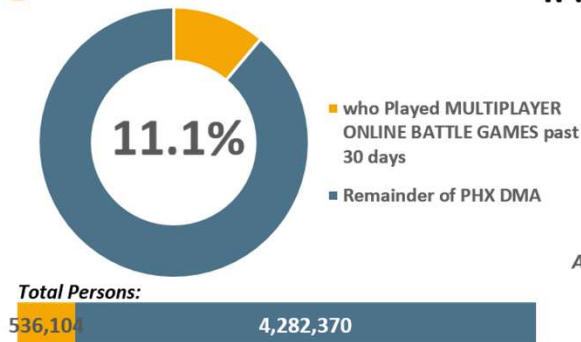


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

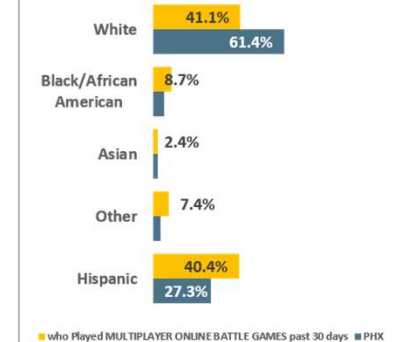
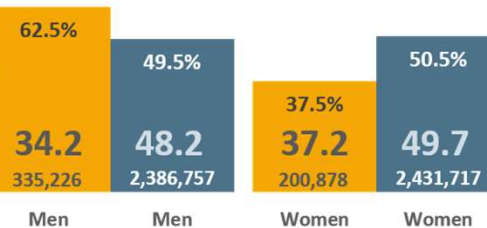
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

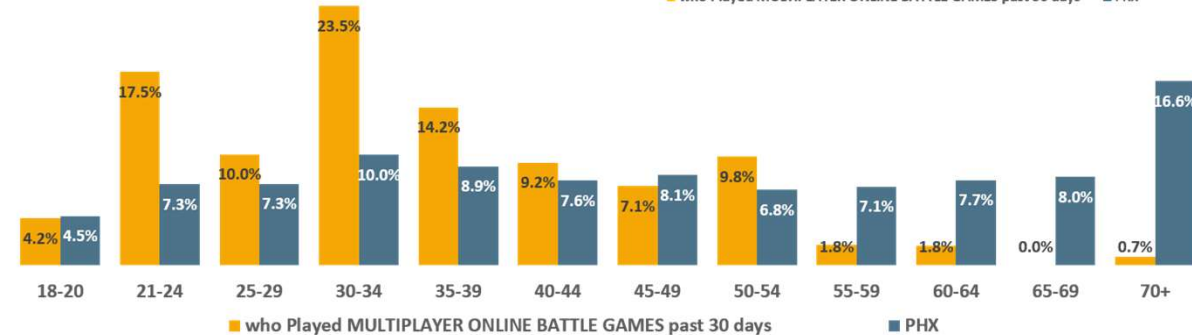
Persons:



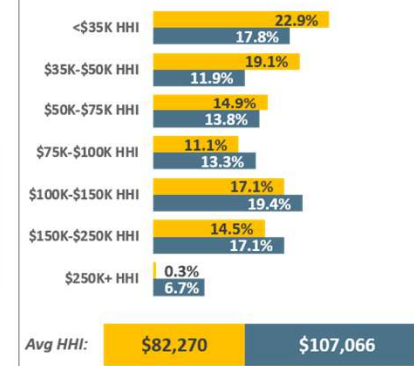
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 228
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

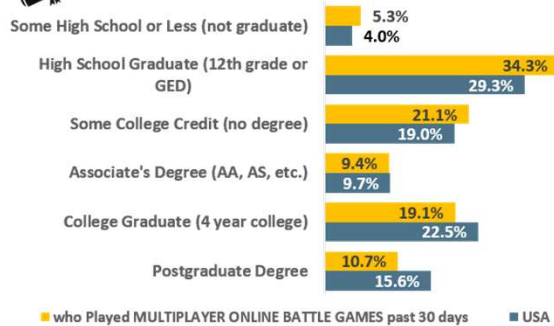
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



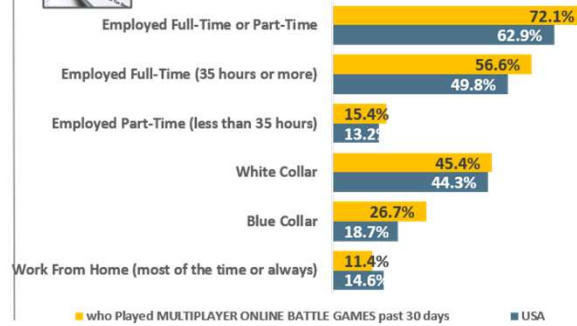
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 21.6% less likely to be a college graduate, 13.8% more likely to work full-time, 22.9% less likely to be married, 45.2% more likely to be a parent of 1 or more children under 1



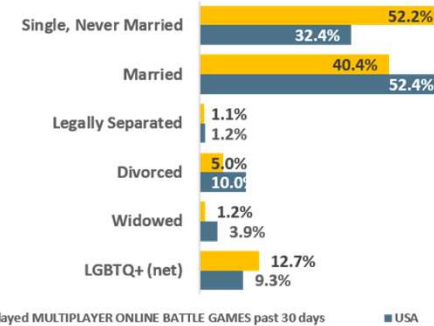
Education Levels: Adults 18 or older



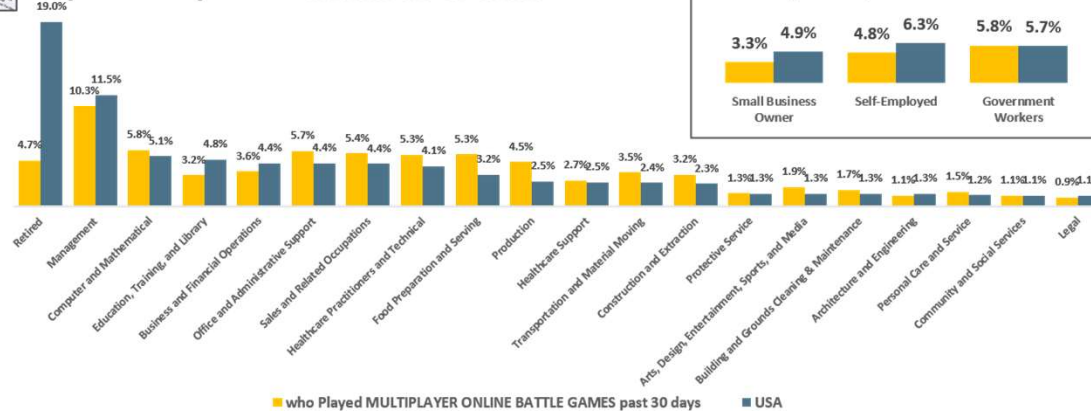
Employment: Adults 18 or older



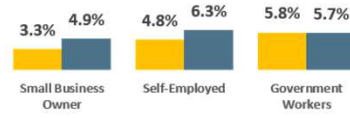
Marital Status: Adults 18 or older



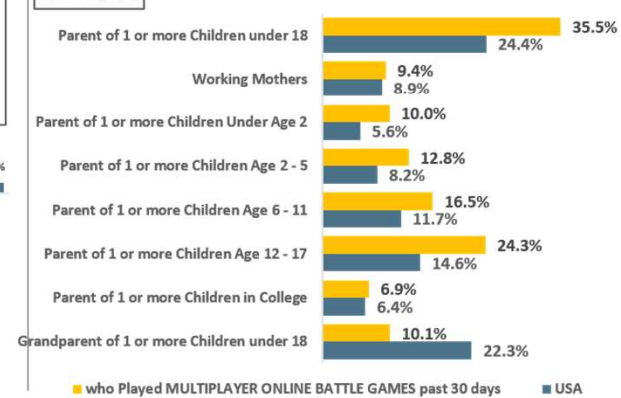
Top-20 Occupations: Adults 18 or older

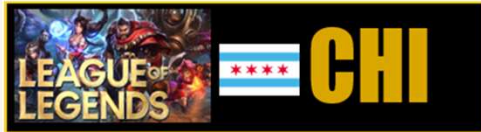


Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

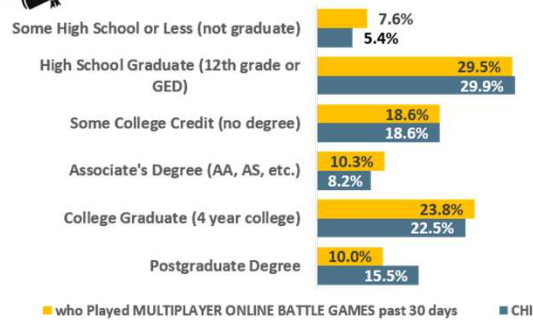




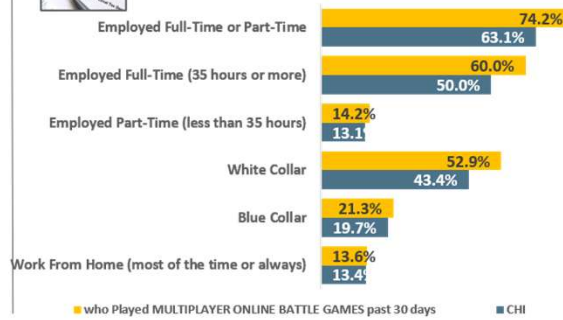
8.4% or 643,800 of CHI DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 10.6% less likely to be a college graduate, 20.% more likely to work full-time, 28.% less likely to be married, 62.8% more likely to be a parent of 1 or more children under 18.



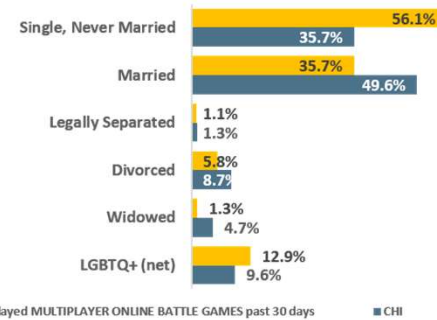
Education Levels: Adults 18 or older



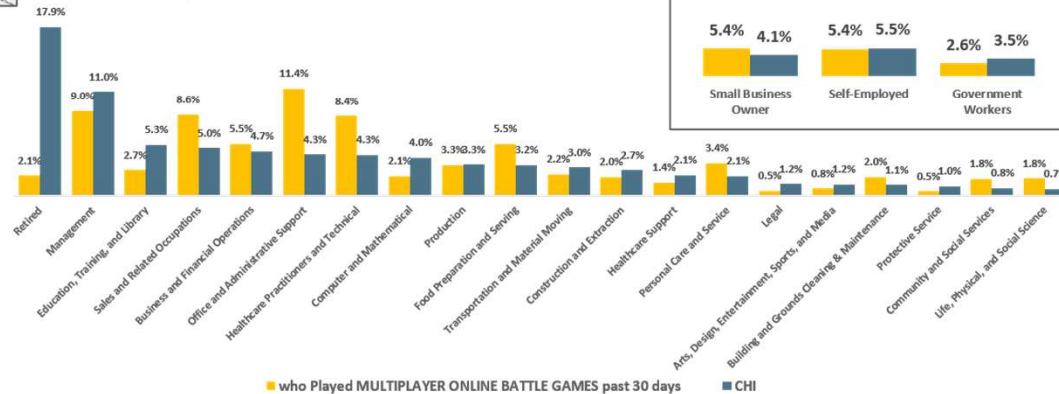
Employment: Adults 18 or older



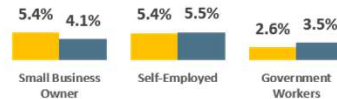
Marital Status: Adults 18 or older



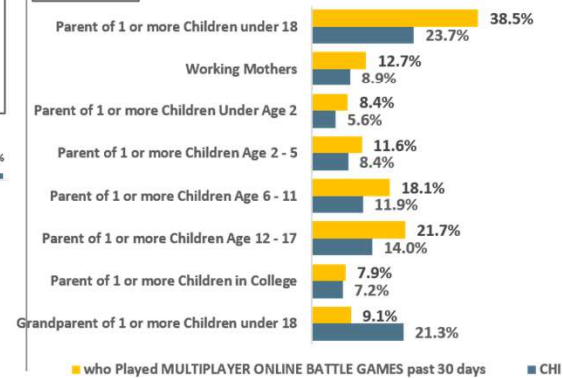
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

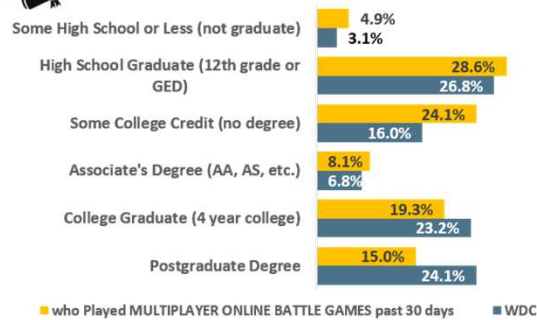




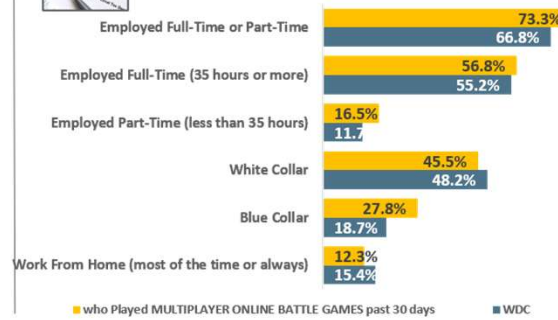
8.9% or 514,475 of WDC DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 27.5% less likely to be a college graduate, 3.% more likely to work full-time, 19.1% less likely to be married, 20.8% more likely to be a parent of 1 or more children under 18.



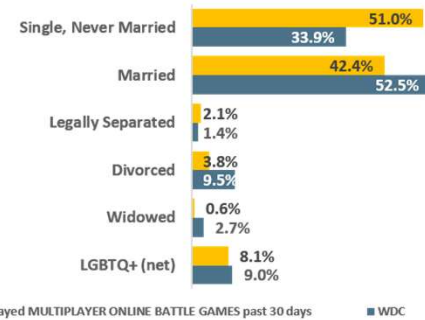
Education Levels: Adults 18 or older



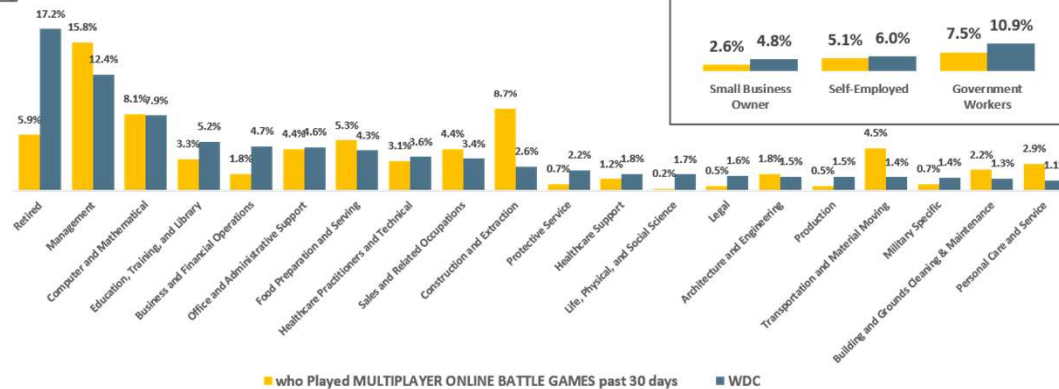
Employment: Adults 18 or older



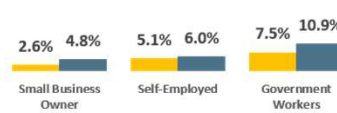
Marital Status: Adults 18 or older



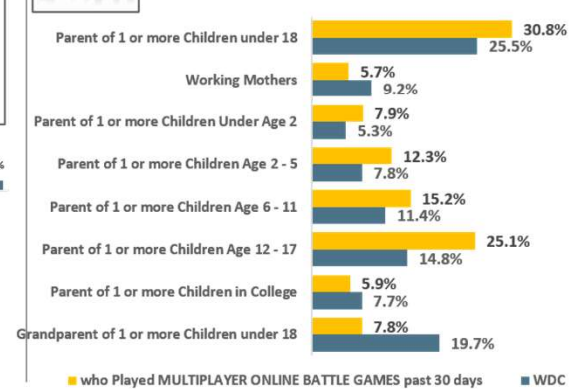
Top-20 Occupations: Adults 18 or older

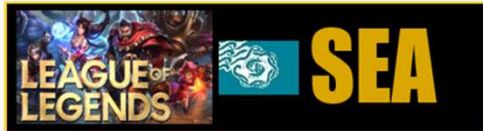


Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

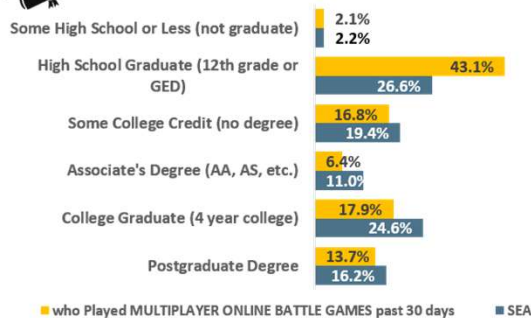




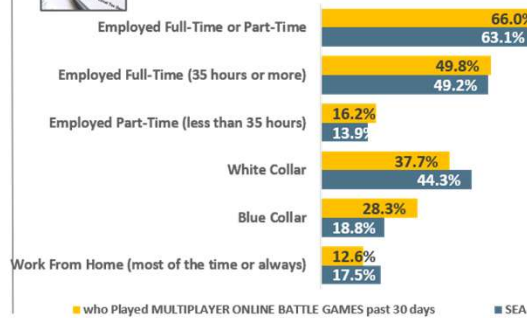
8.9% or 405,739 of SEA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 22.7% less likely to be a college graduate, 1.3% more likely to work full-time, 18.6% less likely to be married, 14.6% more likely to be a parent of 1 or more children under 18



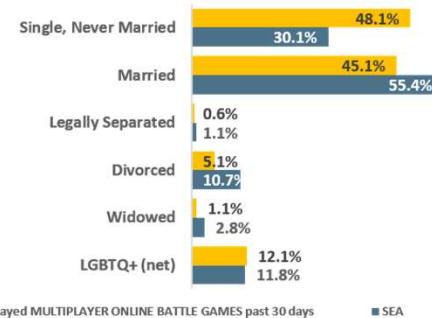
Education Levels: Adults 18 or older



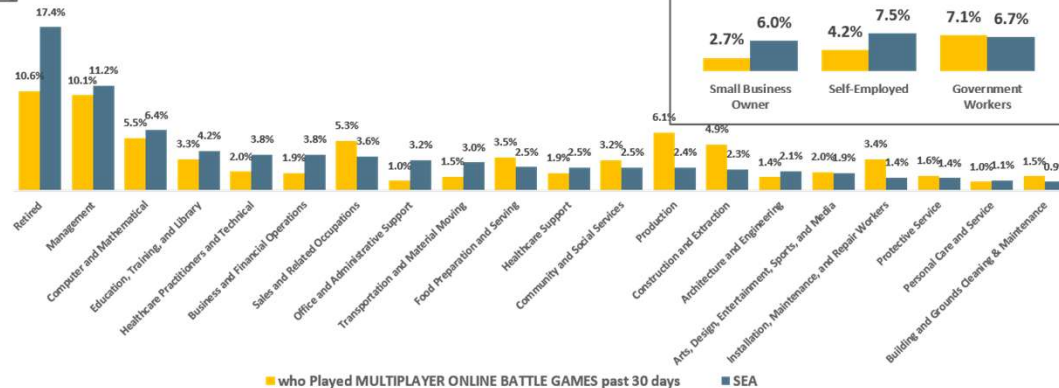
Employment: Adults 18 or older



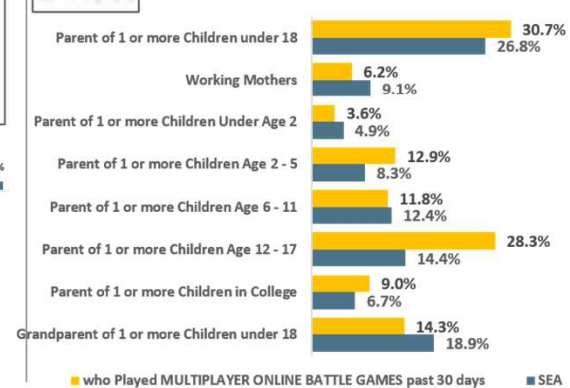
Marital Status: Adults 18 or older

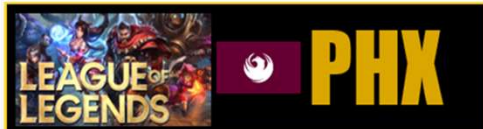


Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

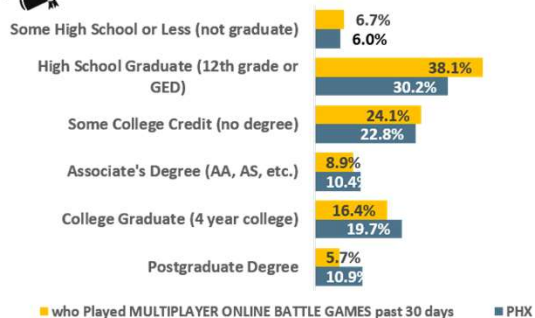




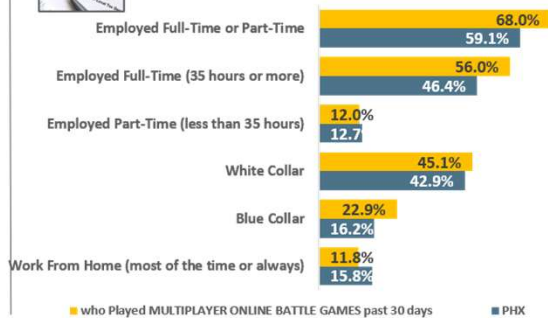
11.1% or 536,104 of PHX DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 27.7% less likely to be a college graduate, 20.7% more likely to work full-time, 27.2% less likely to be married, 72.9% more likely to be a parent of 1 or more children under 1



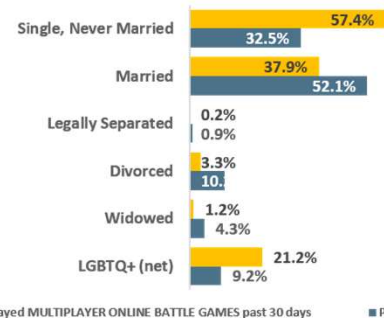
Education Levels: Adults 18 or older



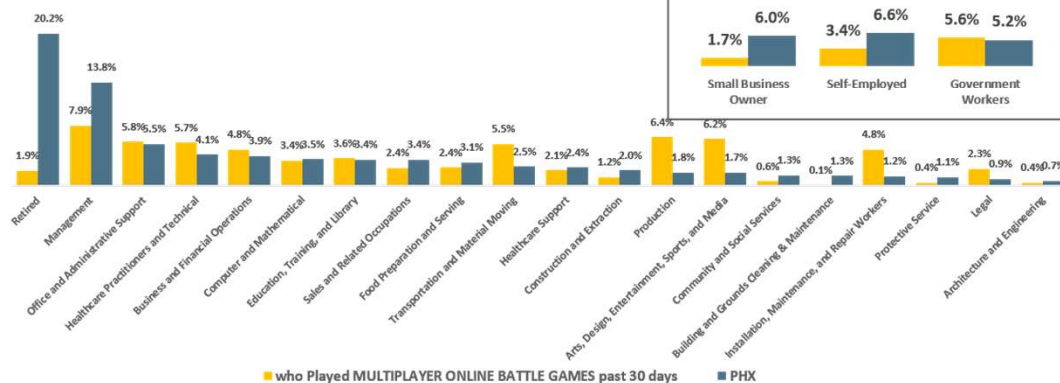
Employment: Adults 18 or older



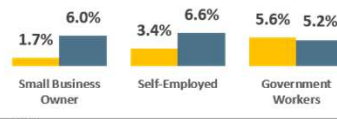
Marital Status: Adults 18 or older



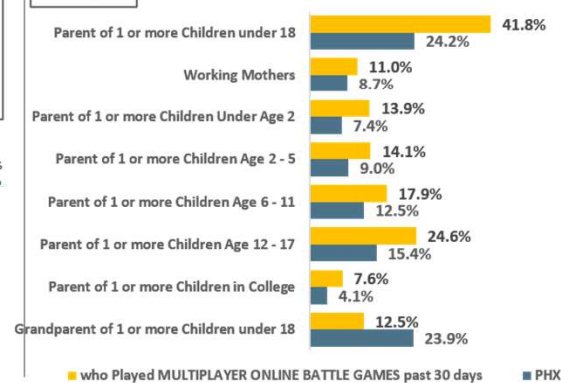
Top-20 Occupations: Adults 18 or older

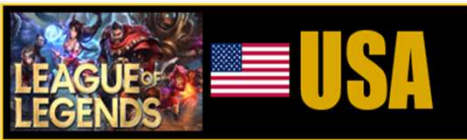


Entrepreneurs/Government Workers

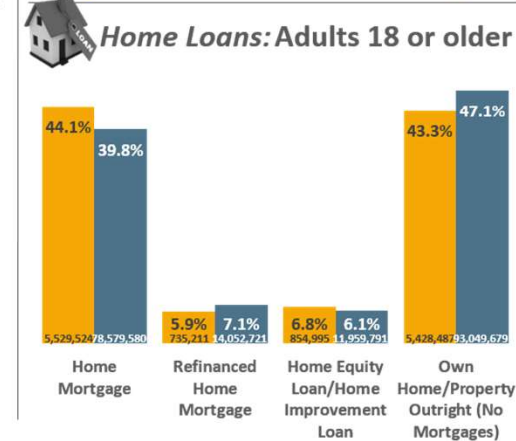
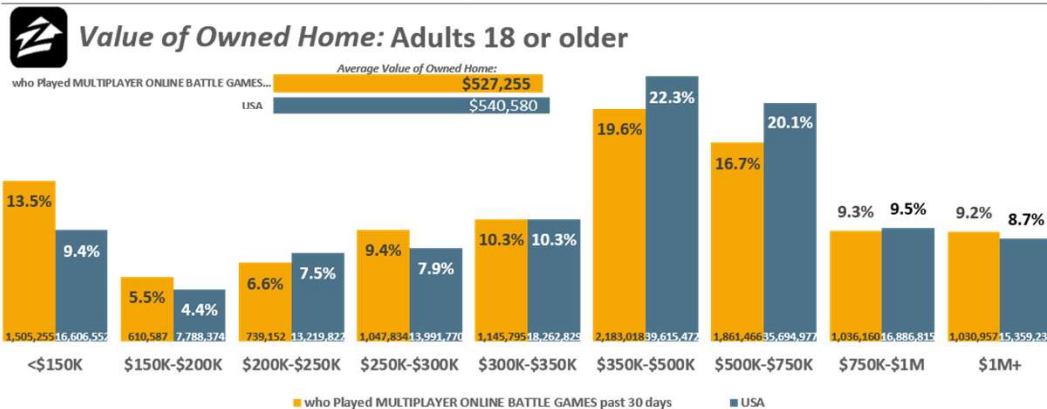
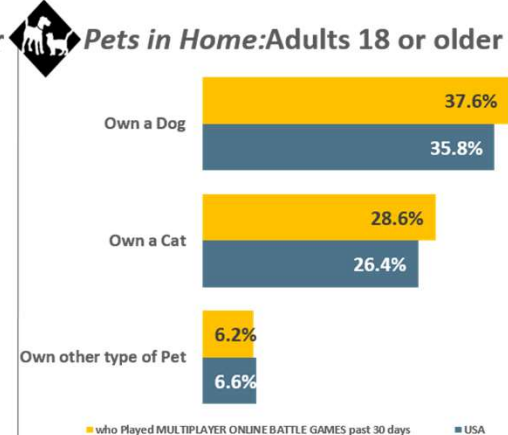
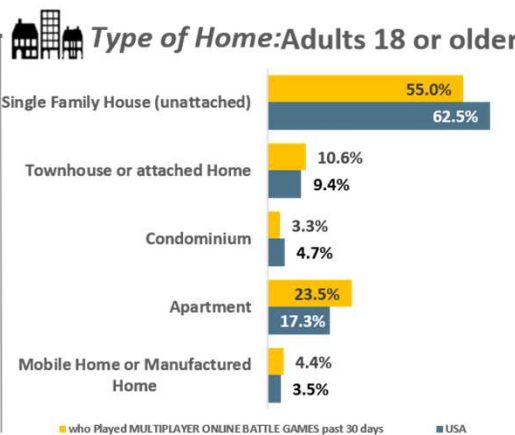
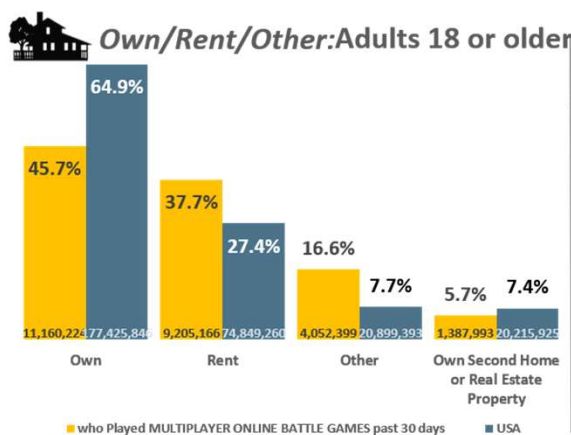


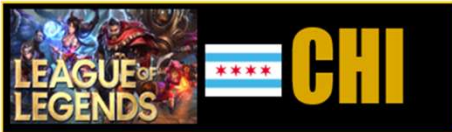
Stage in Life: Adults 18 or older





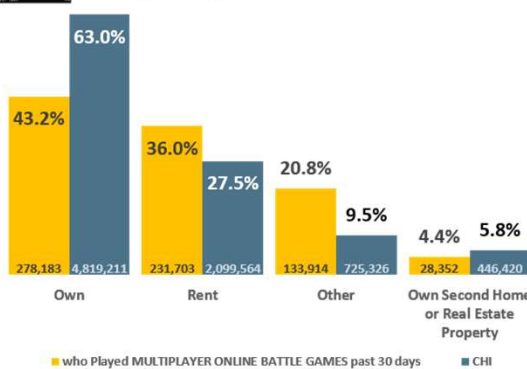
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 29.6% less likely to own their home, 2.5% more likely to own a lower valued home, 11.9% less likely to have a single-family home, 5% more likely to have a dog.



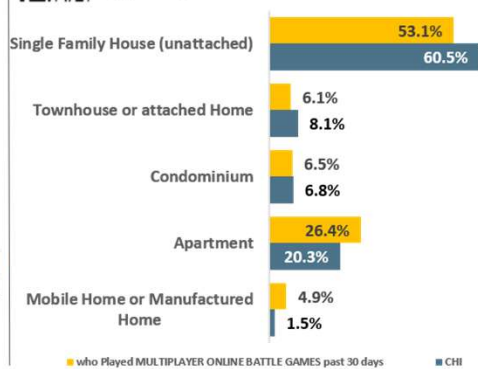


8.4% or 643,800 of CHI DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 31.5% less likely to own their home, 10.8% more likely to own a lower valued home, 12.2% less likely to have a single-family home, 5.5% more likely to have a dog.

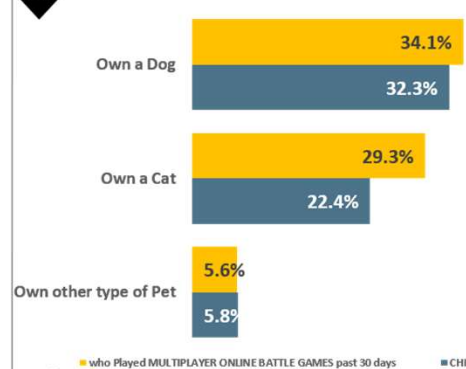
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



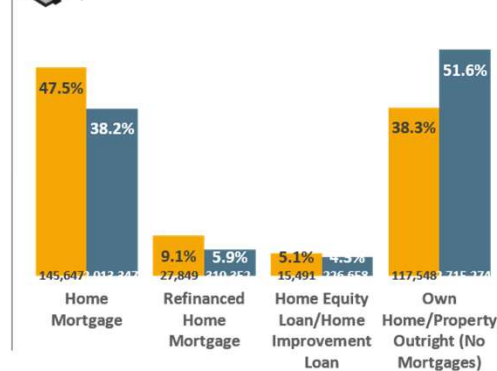
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



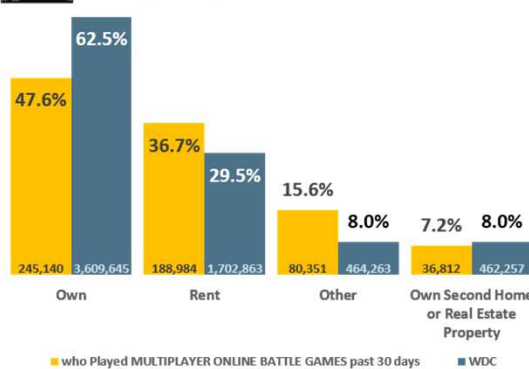
Home Loans: Adults 18 or older



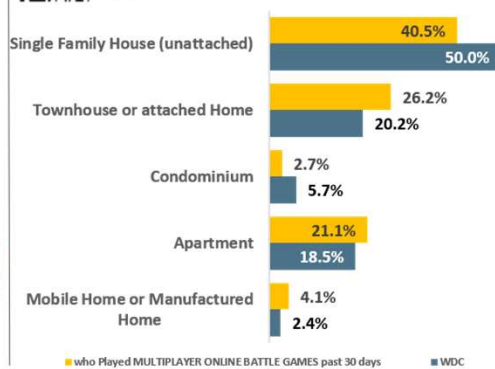


8.9% or 514,475 of WDC DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 23.7% less likely to own their home, 8.1% more likely to own a higher valued home, 19.% less likely to have a single-family home, .7% less likely to have a dog.

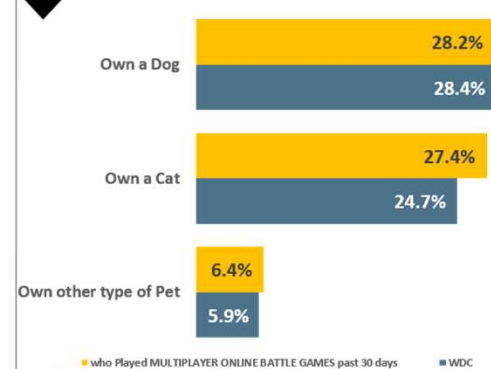
Own/Rent/Other: Adults 18 or older



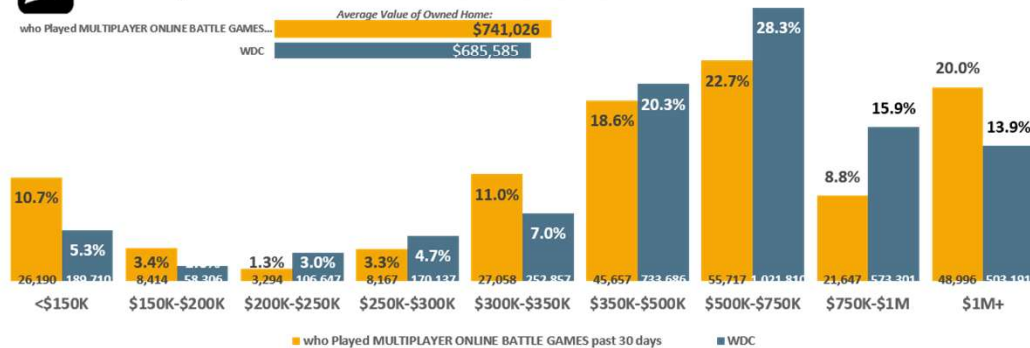
Type of Home: Adults 18 or older



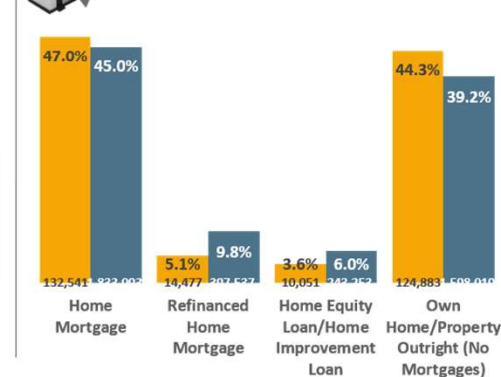
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



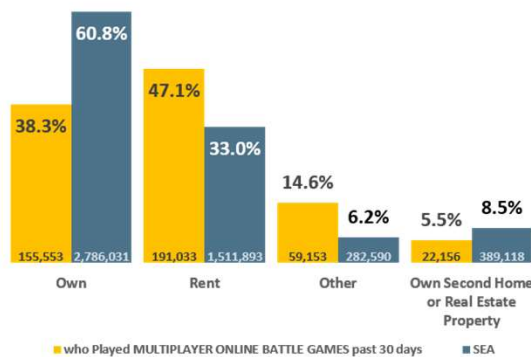
Home Loans: Adults 18 or older



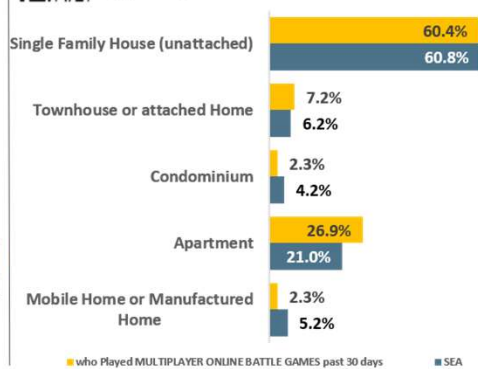


8.9% or 405,739 of SEA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 37.% less likely to own their home, 4.% more likely to own a higher valued home, .7% less likely to have a single-family home, 3.6% more likely to have a dog.

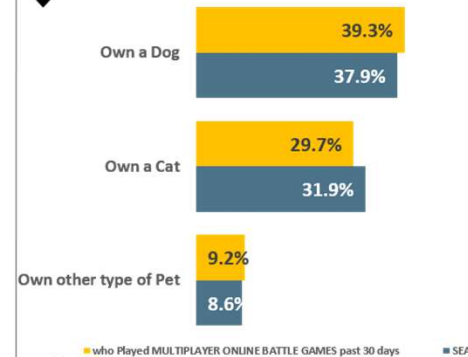
Own/Rent/Other: Adults 18 or older



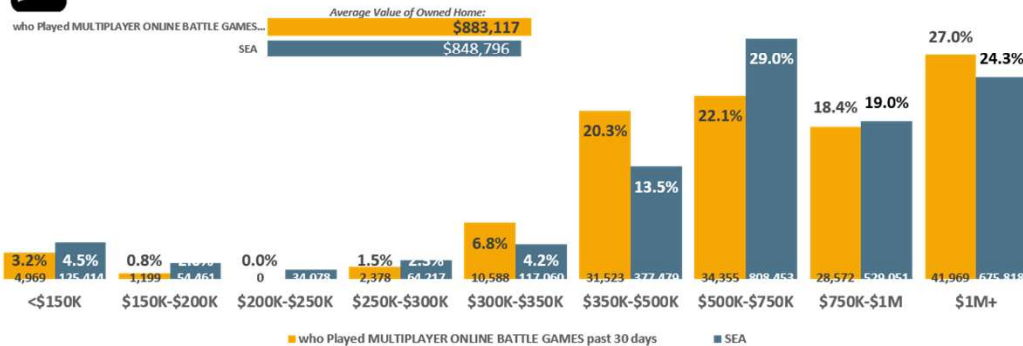
Type of Home: Adults 18 or older



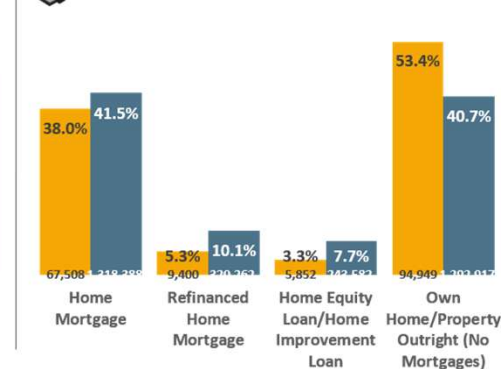
Pets in Home: Adults 18 or older

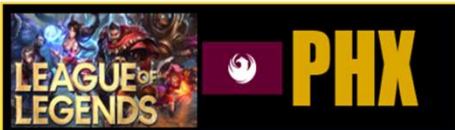


Value of Owned Home: Adults 18 or older



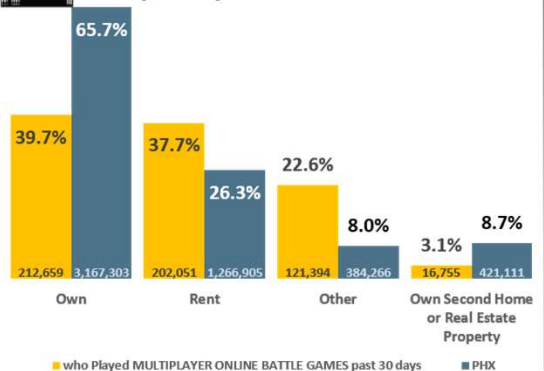
Home Loans: Adults 18 or older



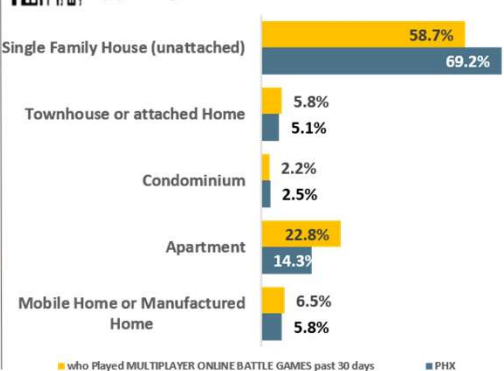


11.1% or 536,104 of PHX DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 39.7% less likely to own their home, 16.8% more likely to own a lower valued home, 15.3% less likely to have a single-family home, .7% less likely to have a dog.

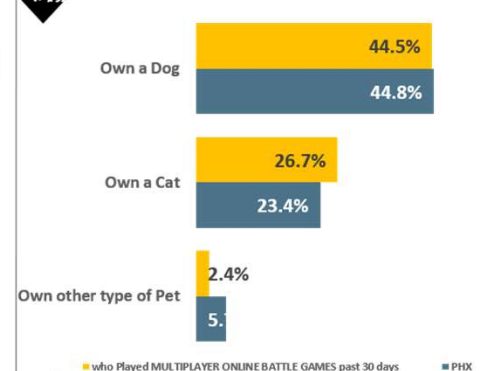
Own/Rent/Other: Adults 18 or older



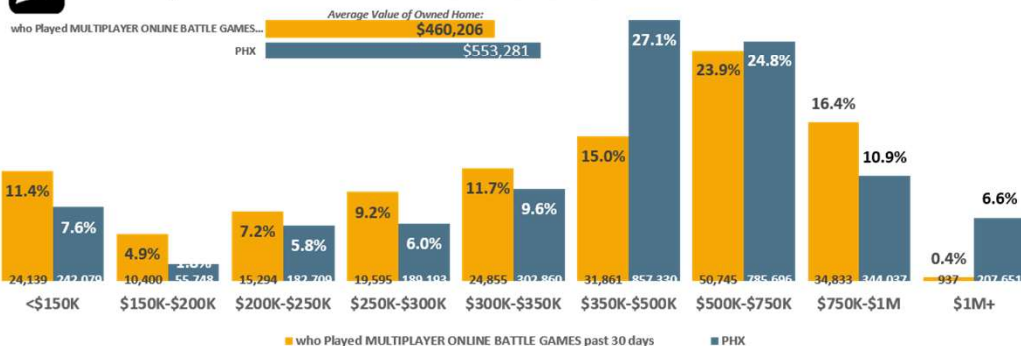
Type of Home: Adults 18 or older



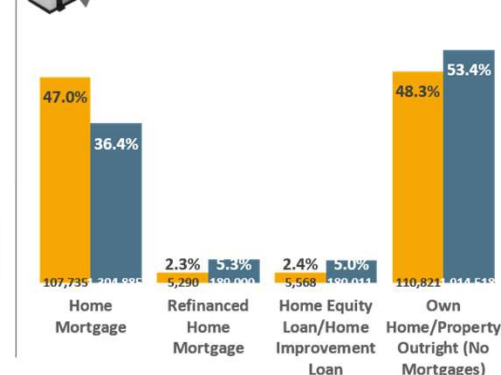
Pets in Home: Adults 18 or older

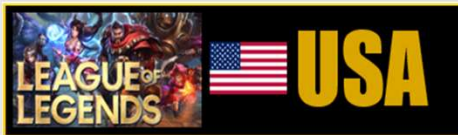


Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

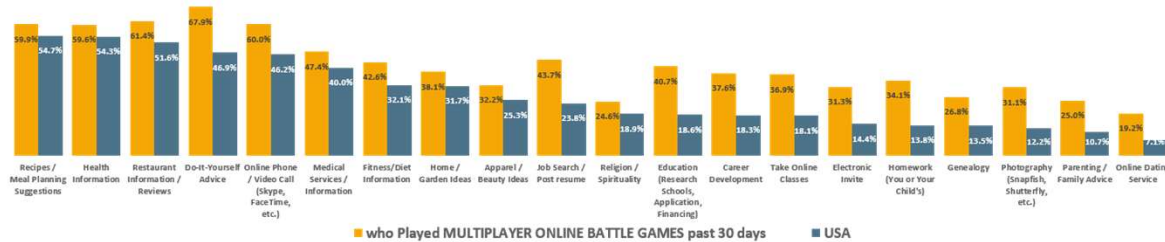




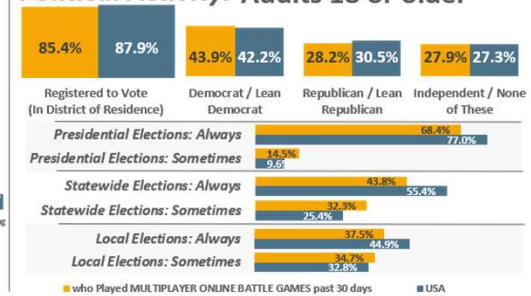
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 44.6% more likely to look up D-I-Y advice online, 16.4% less likely to always vote in local elections, .9% more likely to belong to a gym, 3.4% more likely to fly domestic past



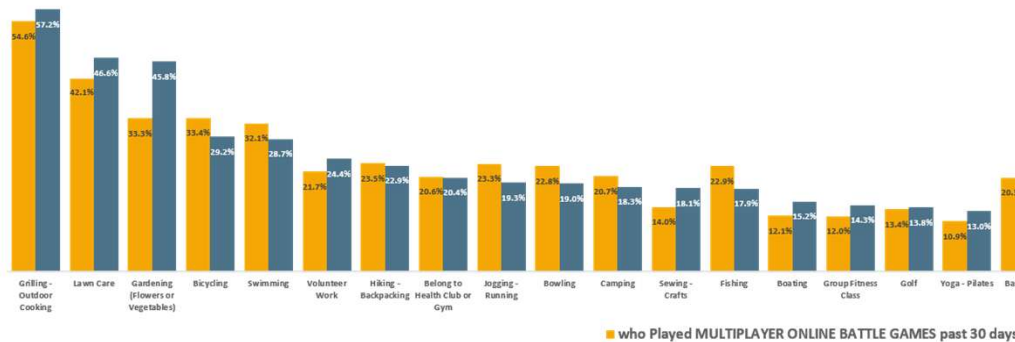
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



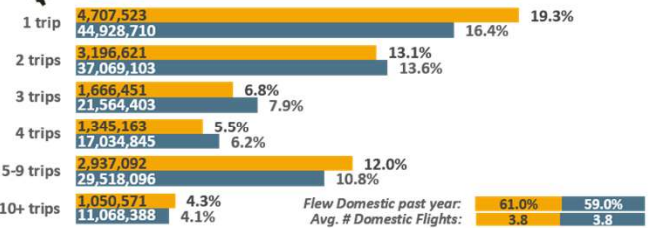
Political Activity: Adults 18 or older



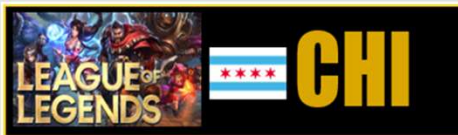
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



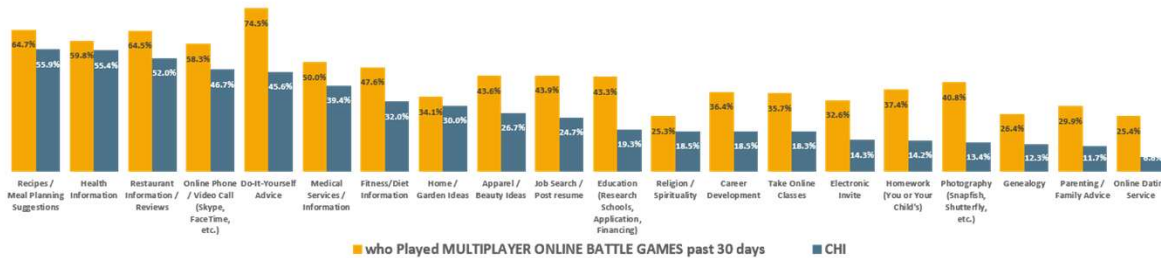
Flew Domestic past year: 61.0%
Avg. # Domestic Flights: 3.8



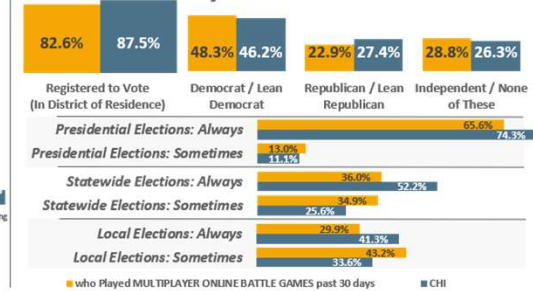
8.4% or 643,800 of CHI DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 63.5% more likely to look up D-I-Y advice online, 27.7% less likely to always vote in local elections, 4.1% more likely to belong to a gym, 2.2% more likely to fly domestic pas



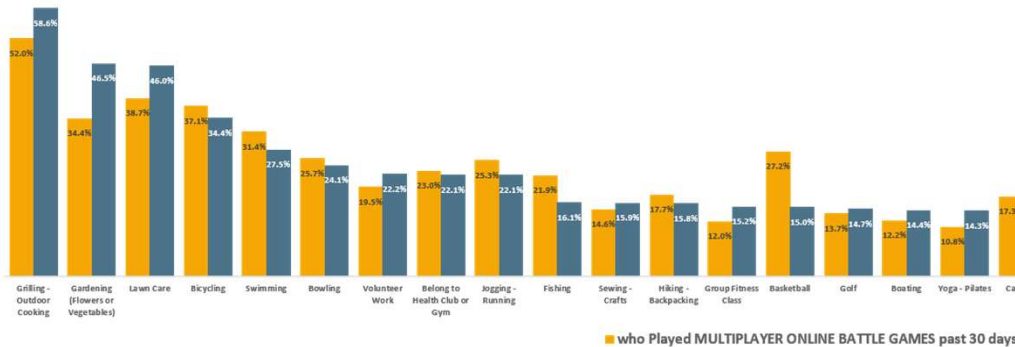
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



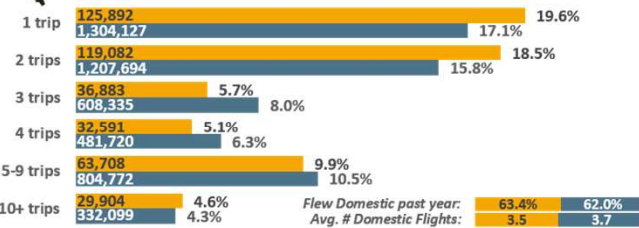
Political Activity: Adults 18 or older

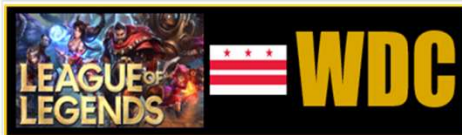


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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

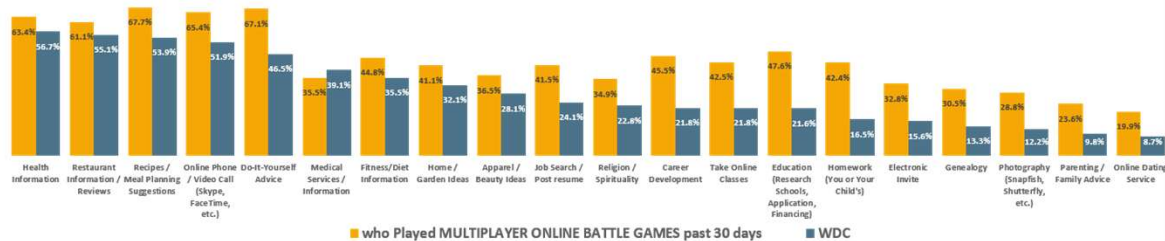




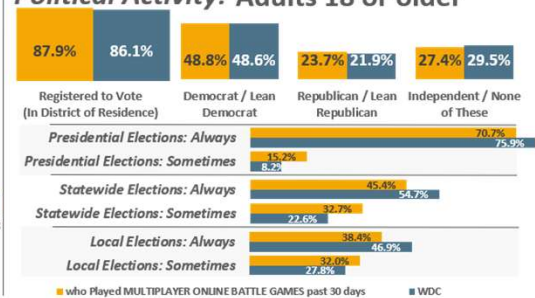
8.9% or 514,475 of WDC DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 44.4% more likely to look up D-I-Y advice online, 18.2% less likely to always vote in local elections, 17.7% more likely to belong to a gym, 14.% more likely to fly domestic pa



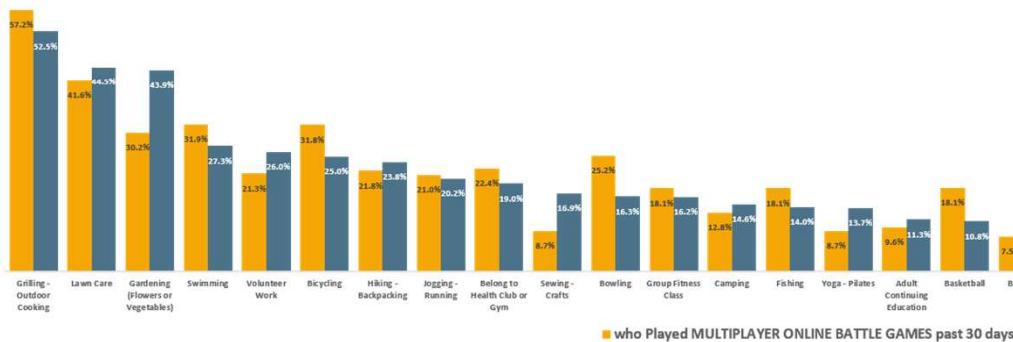
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



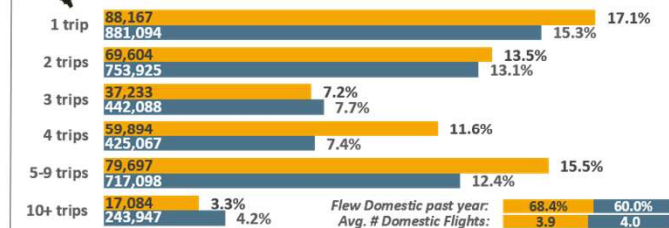
Political Activity: Adults 18 or older

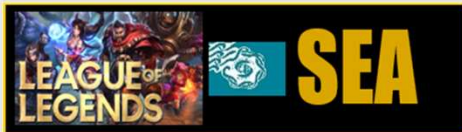


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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

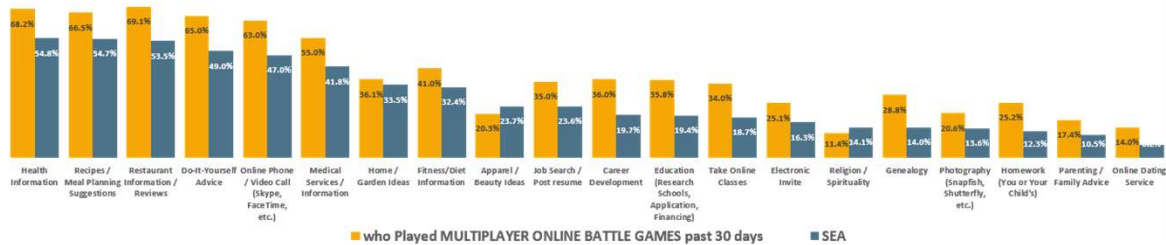




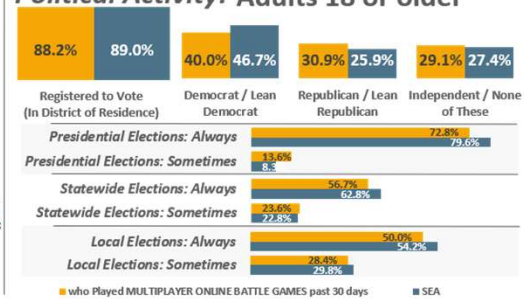
8.9% or 405,739 of SEA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 32.7% more likely to look up D-I-Y advice online, 7.8% less likely to always vote in local elections, 11.4% more likely to belong to a gym, 5.4% more likely to fly domestic pas



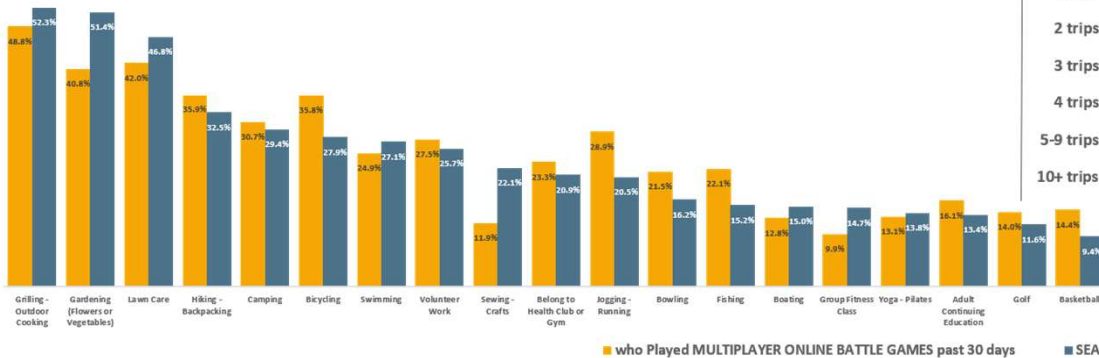
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



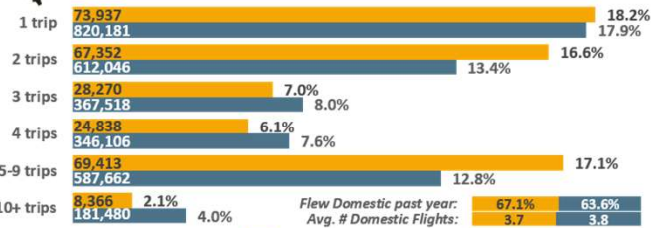
Political Activity: Adults 18 or older

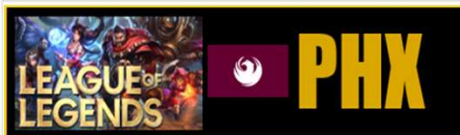


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

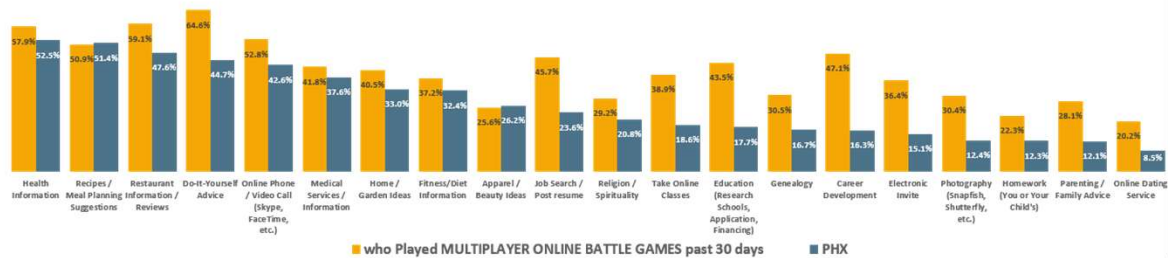




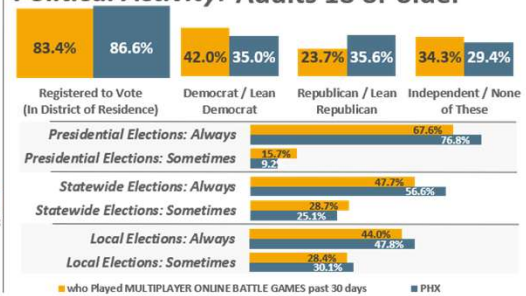
11.1% or 536,104 of PHX DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 44.6% more likely to look up D-I-Y advice online, 8.% less likely to always vote in local elections, 20.8% less likely to belong to a gym, 3.7% more likely to fly domestic past



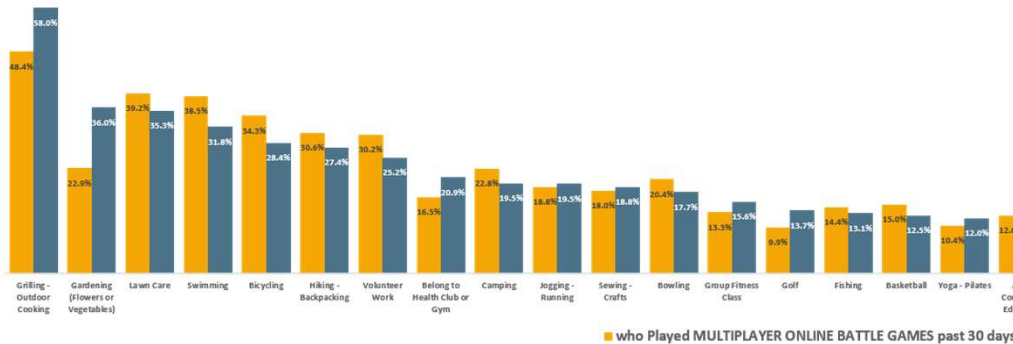
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



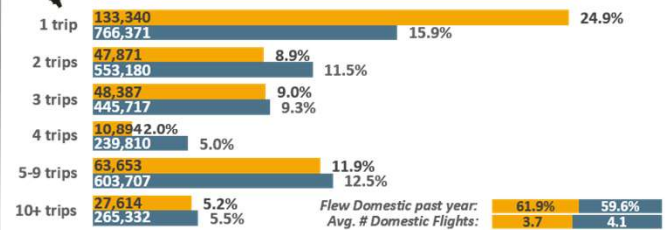
Political Activity: Adults 18 or older



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



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

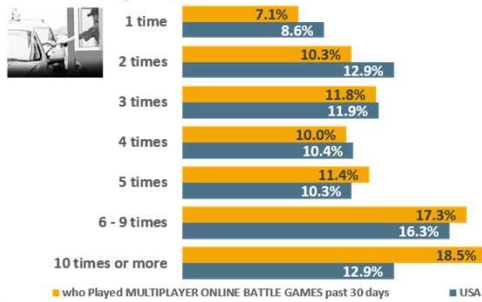


Flew Domestic past year: 61.9%
Avg. # Domestic Flights: 3.7



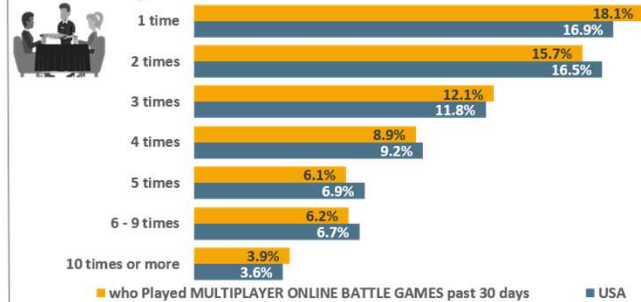
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 3.6% more likely to use QSRs past mo., .6% less likely to use Sit-Down Restaurants past mo., 15.2% more likely to use Casinos past yr., 32.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



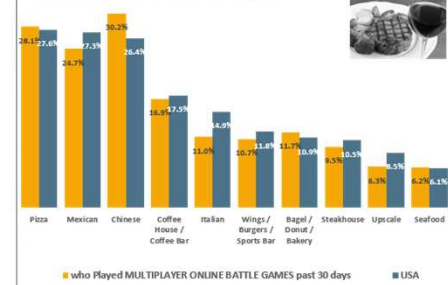
Total Monthly QSR Users:	86.3%	83.3%
Avg. Monthly QSR Meals:	6.6	5.7
	21,081,910	227,580,847

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



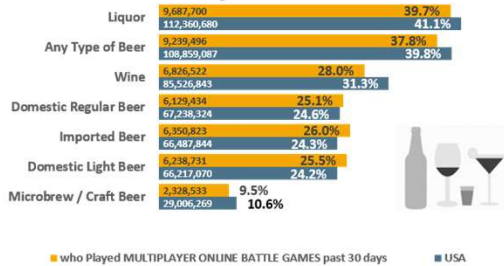
Total Monthly Sit-Down Restaurant Users:	71.0%	71.5%
Avg. Monthly Sit-Down Restaurant Meals:	3.6	3.6
	17,339,801	195,235,468

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

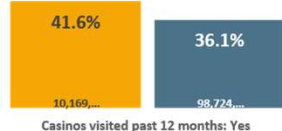
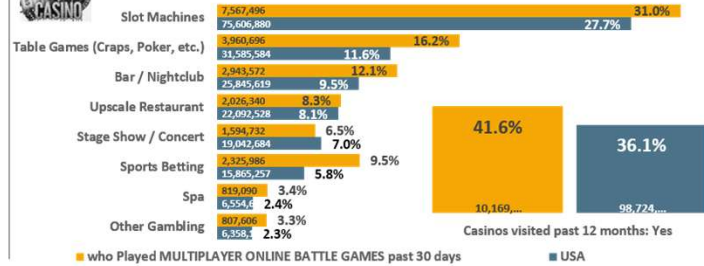


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	26.6%	19.9%
	6,497,180	54,331,216

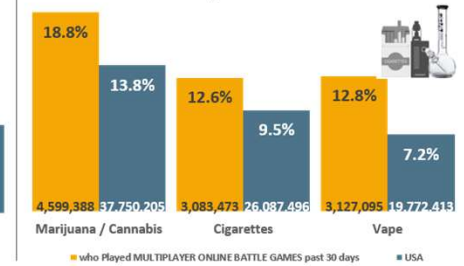
Drank Past 30-days: Adults 18 or older

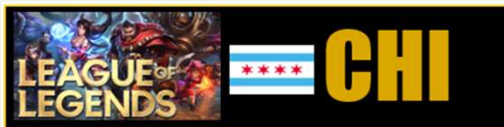


Past 12 months Casino Activities: Adults 18 or older



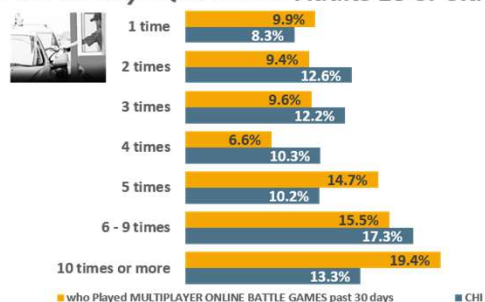
Used Past 30-days: Adults 18 or older



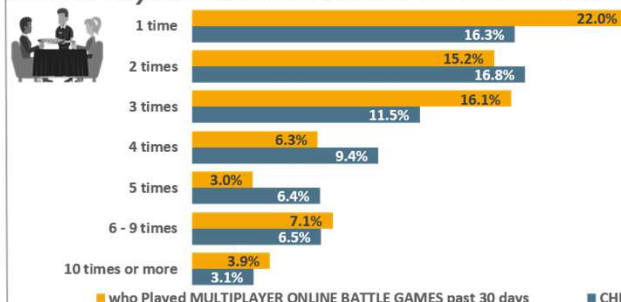


8.4% or 643,800 of CHI DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 1.% more likely to use QSRs past mo., 5.3% more likely to use Sit-Down Restaurants past mo., 7.% more likely to use Casinos past yr., 58.2% more likely to smoke cigarettes.

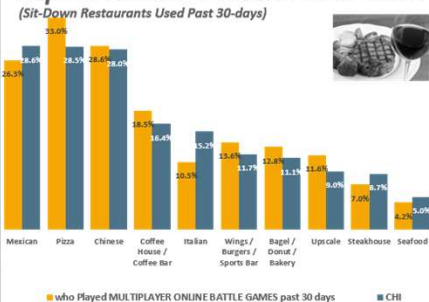
Past 30-days QSR Users: Adults 18 or older



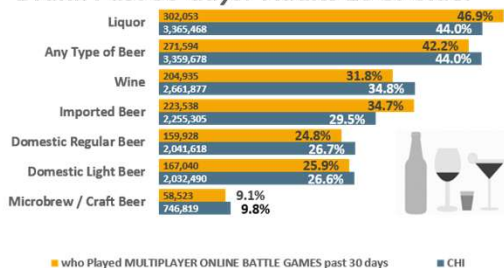
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



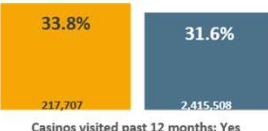
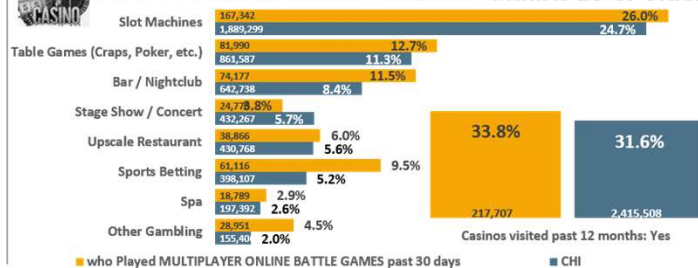
Top-10 Cuisines: Adults 18 or older



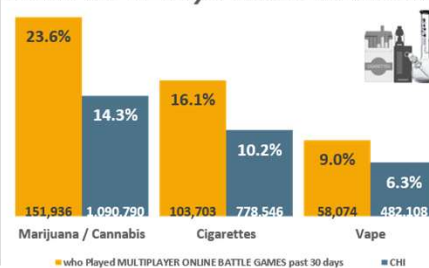
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



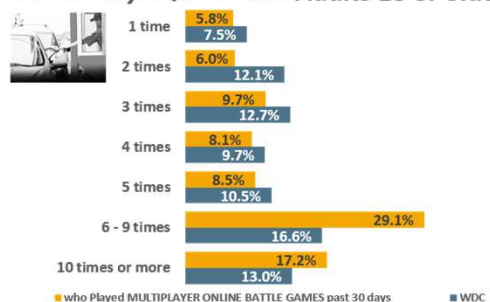
Used Past 30-days: Adults 18 or older



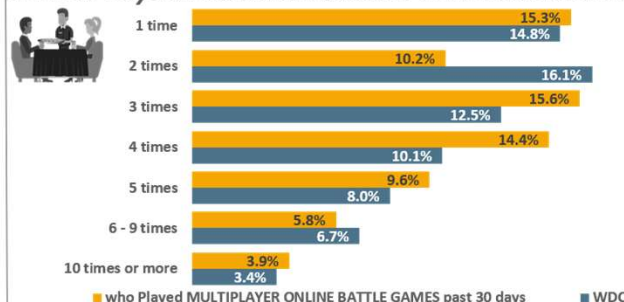


8.9% or 514,475 of WDC DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 2.8% more likely to use QSRs past mo., 4.4% more likely to use Sit-Down Restaurants past mo., 39.7% more likely to use Casinos past yr., 3.6% less likely to smoke cigarettes.

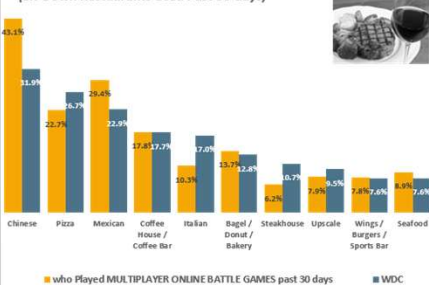
Past 30-days QSR Users: Adults 18 or older



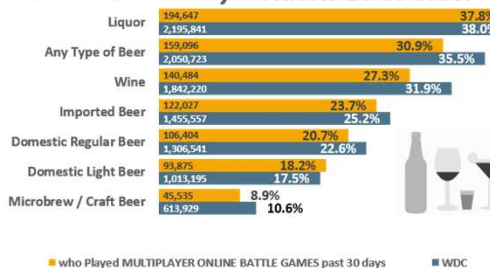
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



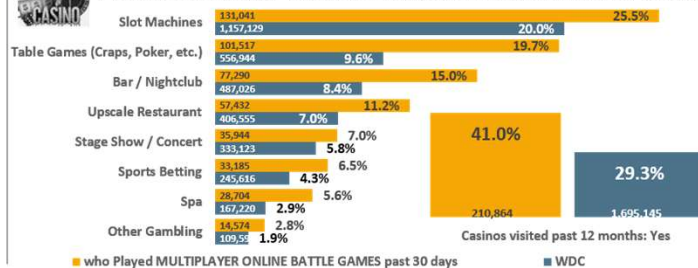
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



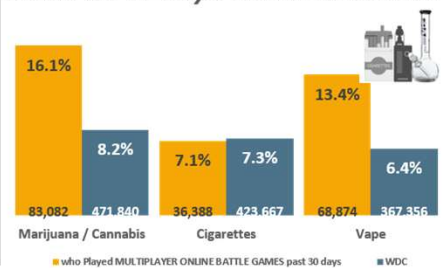
Drank Past 30-days: Adults 18 or older

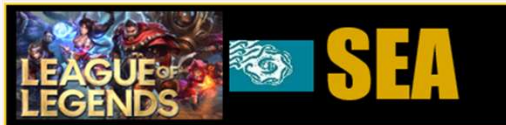


Past 12 months Casino Activities: Adults 18 or older



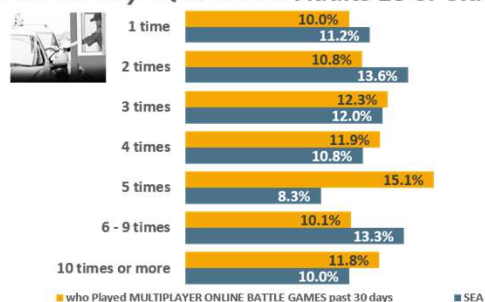
Used Past 30-days: Adults 18 or older



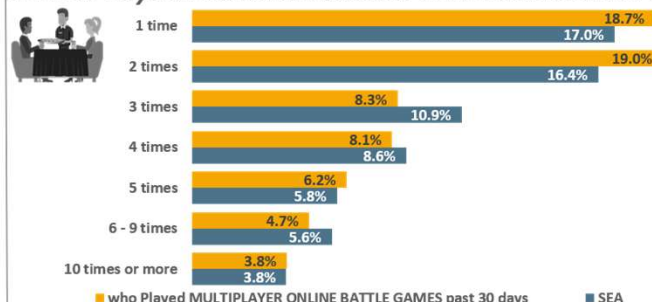


8.9% or 405,739 of SEA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 3.6% more likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 5.8% more likely to use Casinos past yr., 7.2% less likely to smoke cigarettes.

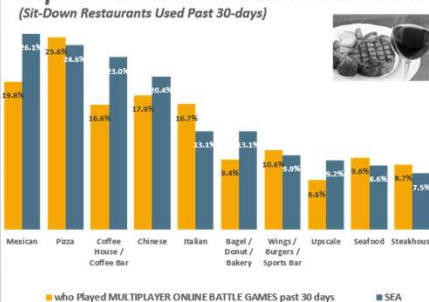
Past 30-days QSR Users: Adults 18 or older



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



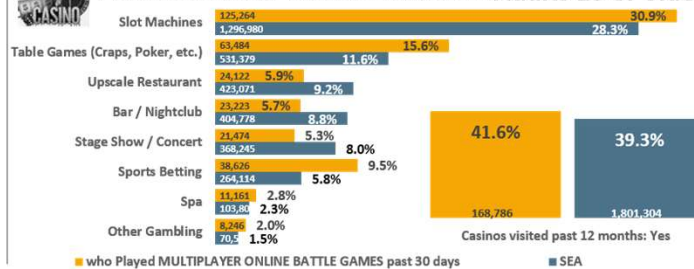
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



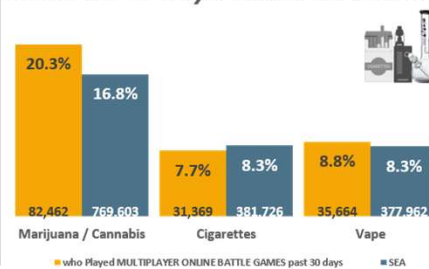
Drank Past 30-days: Adults 18 or older

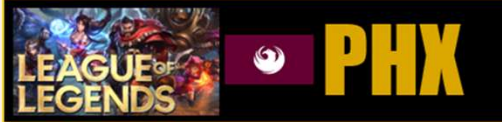


Past 12 months Casino Activities: Adults 18 or older



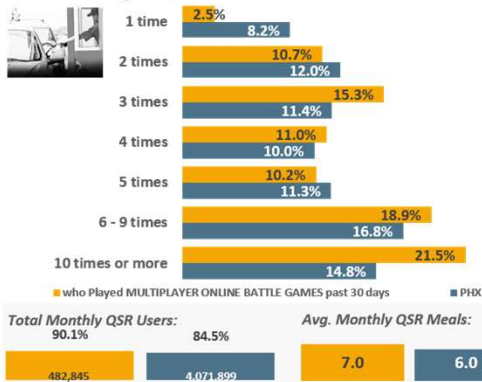
Used Past 30-days: Adults 18 or older



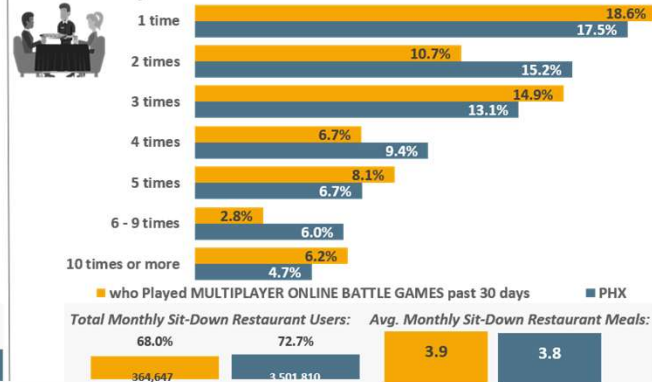


11.1% or 536,104 of PHX DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 6.6% more likely to use QSRs past mo., 6.4% less likely to use Sit-Down Restaurants past mo., 8.5% more likely to use Casinos past yr., 44.5% more likely to smoke cigarettes.

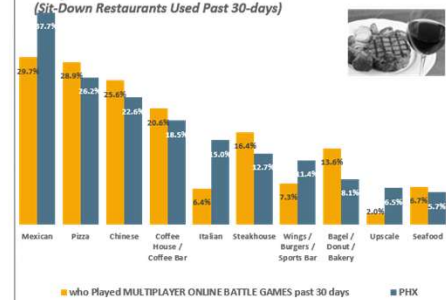
Past 30-days QSR Users: Adults 18 or older



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

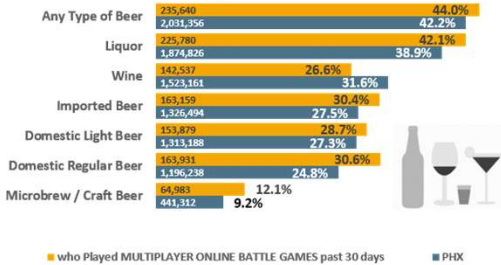


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

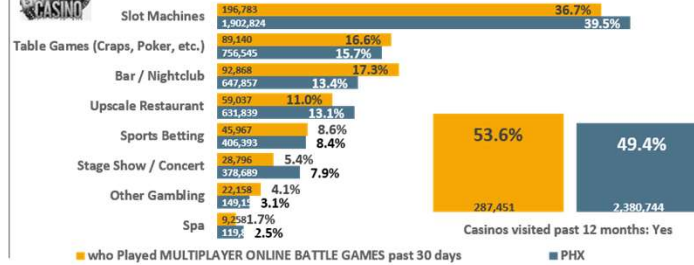


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Played MULTIPLAYER ONLINE BATTLE GAMES... 118,579 (22.1%)
 PHX 837,313 (17.4%)

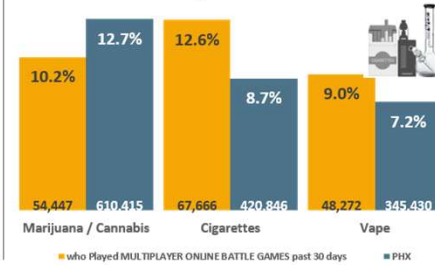
Drank Past 30-days: Adults 18 or older

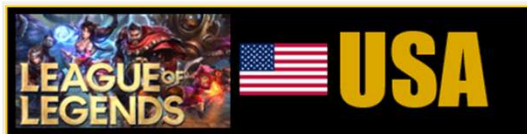


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

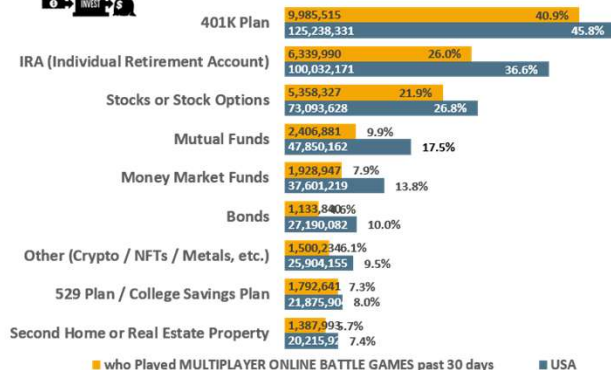




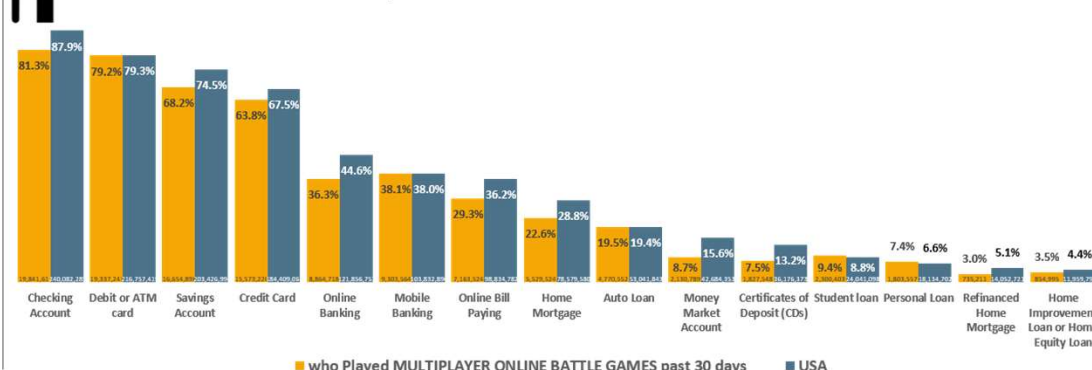
8.9% or 24,417,789 of USA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 10.8% less likely to have a 401K, .6% more likely to have an Auto Loan, 8.6% less likely to Invest/Trade Stocks Online, 6.2% more likely to pay with their Debit Card.



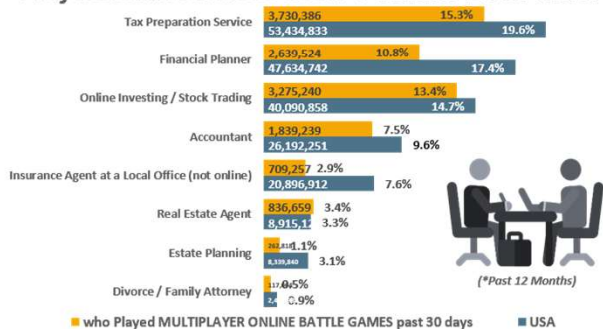
Investments Owned: Adults 18 or older



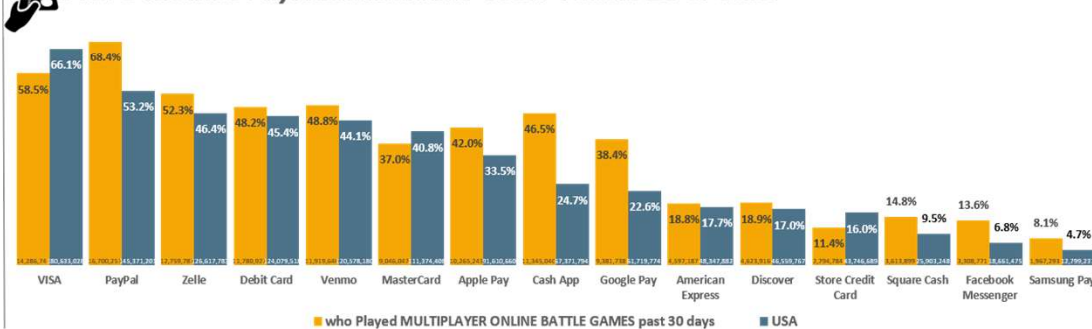
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

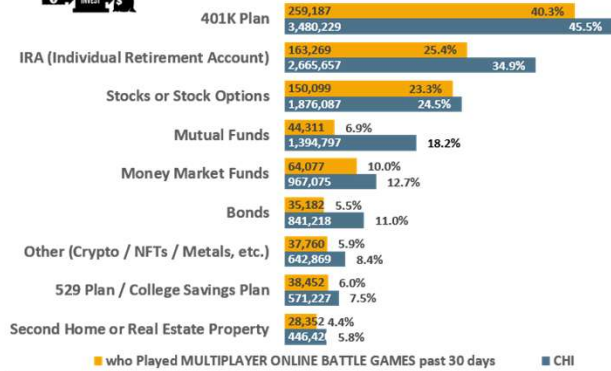




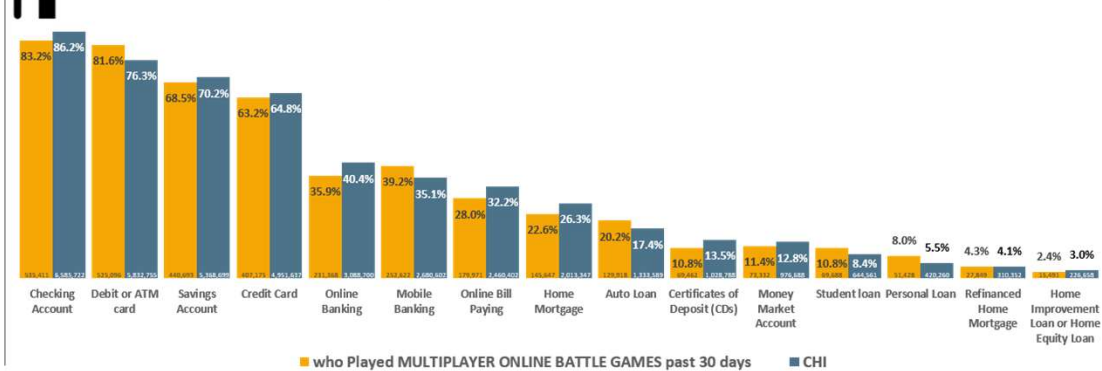
8.4% or 643,800 of CHI DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 11.6% less likely to have a 401K, 15.7% more likely to have an Auto Loan, 26.9% more likely to Invest/Trade Stocks Online, 10.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



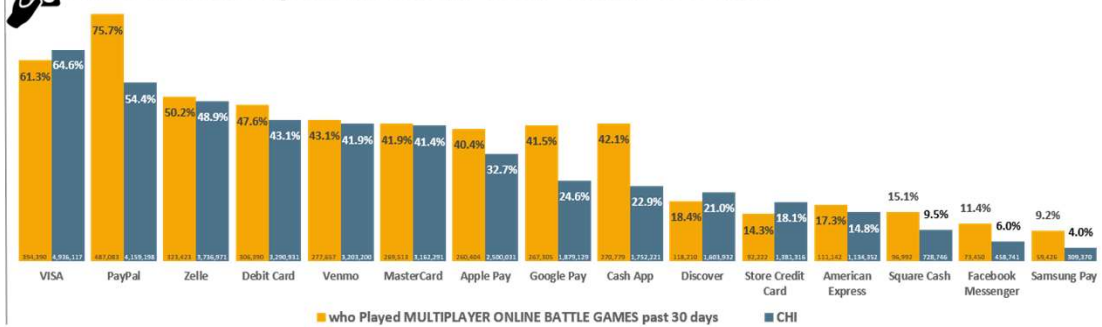
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

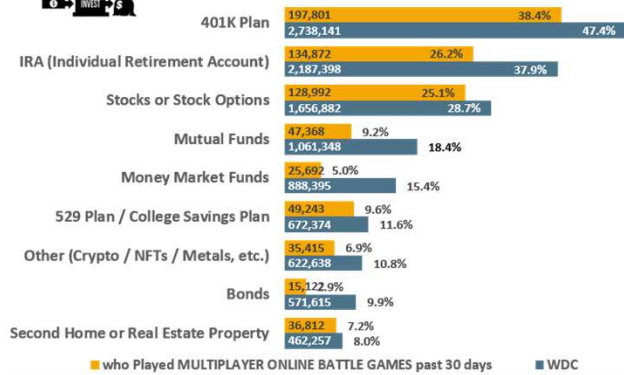




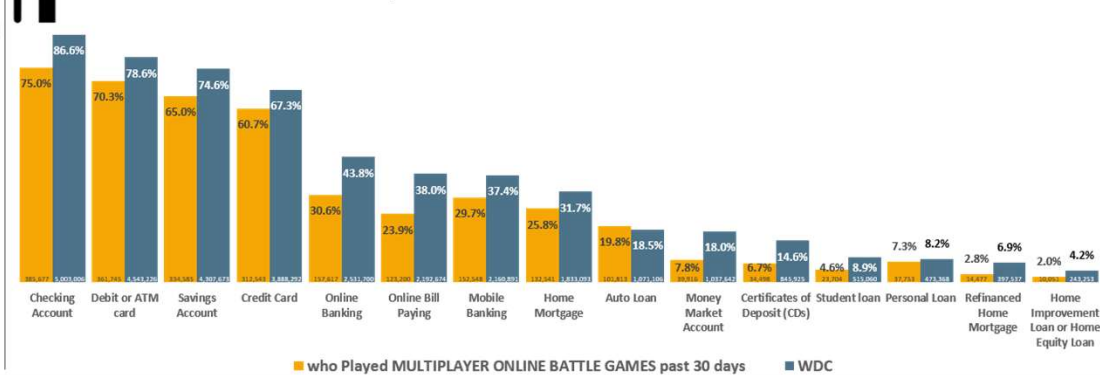
8.9% or 514,475 of WDC DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 18.9% less likely to have a 401K, 6.7% more likely to have an Auto Loan, 21.4% less likely to Invest/Trade Stocks Online, 2.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



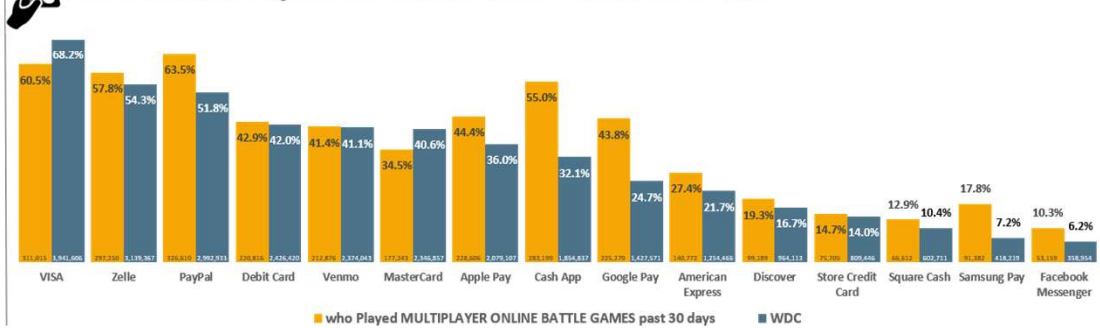
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

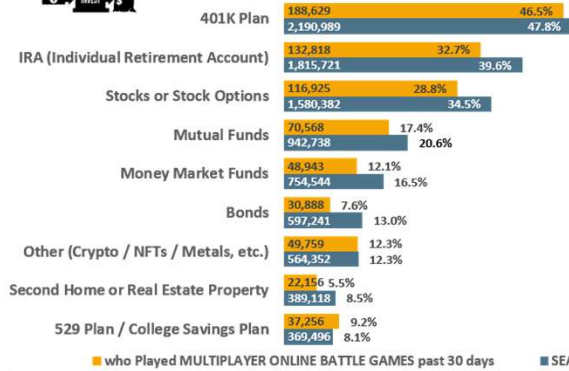




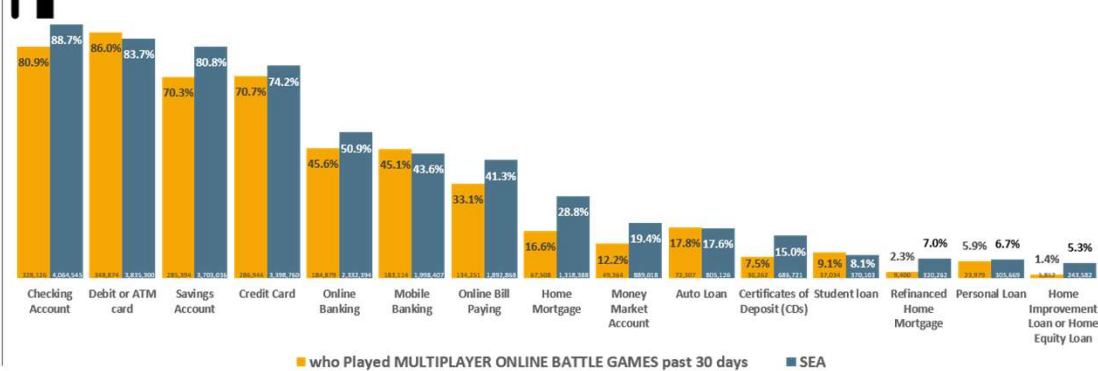
8.9% or 405,739 of SEA DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 2.8% less likely to have a 401K, 1.4% more likely to have an Auto Loan, 16.3% less likely to Invest/Trade Stocks Online, 13.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



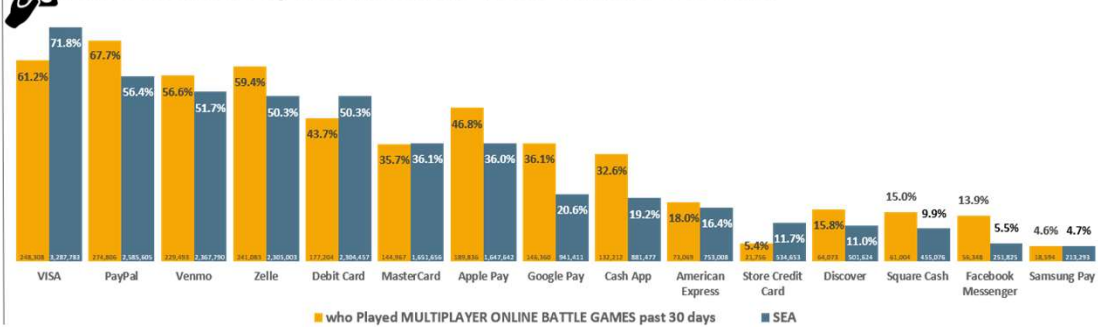
Financial Services Has and/or Uses: Adults 18 or older

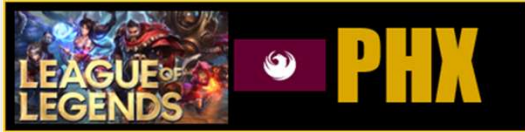


Professional Services Used*: Adults 18 or older



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

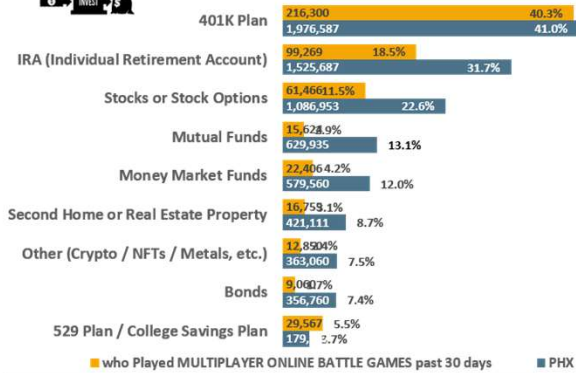




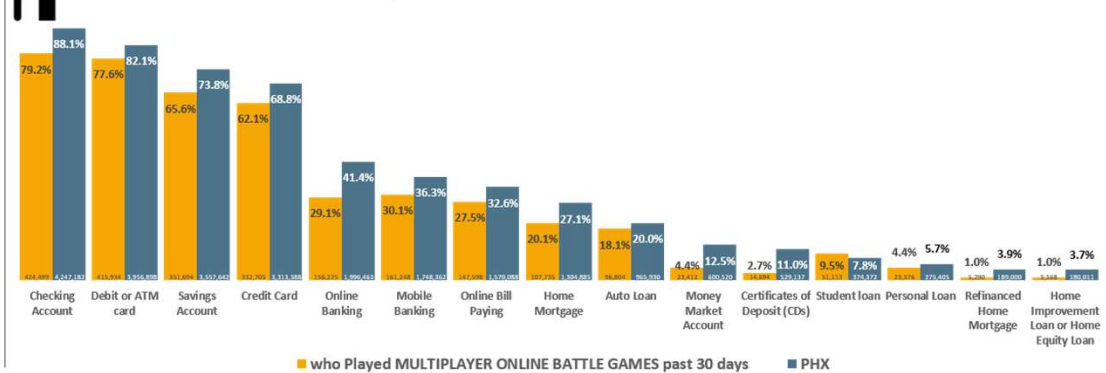
11.1% or 536,104 of PHX DMA Adults 18 or older Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days. Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days are 1.6% less likely to have a 401K, 9.9% less likely to have an Auto Loan, 44.1% less likely to Invest/Trade Stocks Online, 7.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



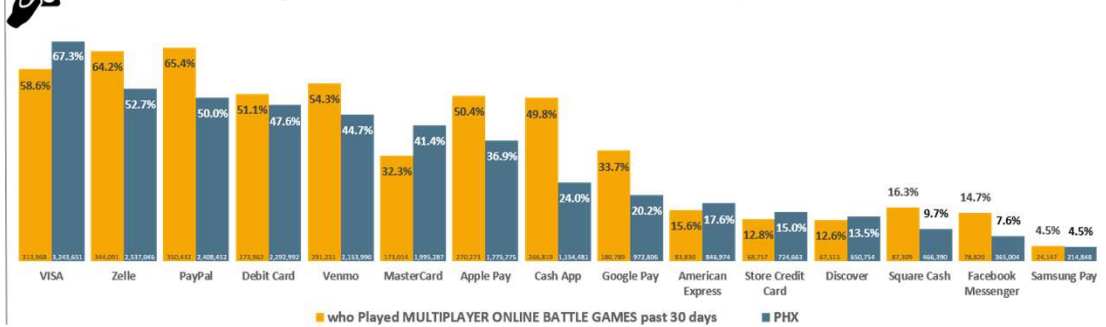
Financial Services Has and/or Uses: Adults 18 or older

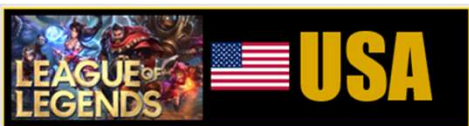


Professional Services Used*: Adults 18 or older



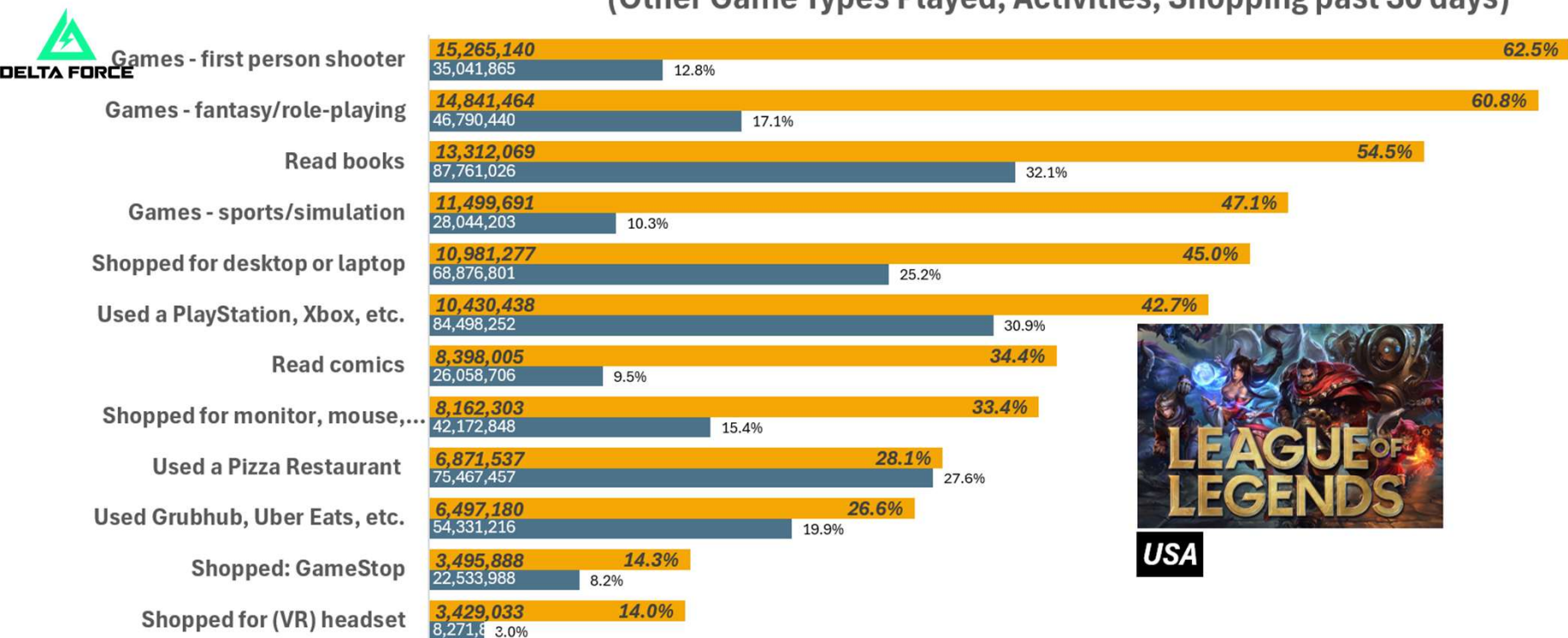
Past 3-Months Payment Methods Used: Adults 18 or older





"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



USA

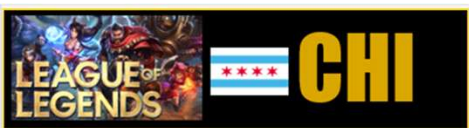
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

■ P18+ USA (Other Game Types Played, Activities, Shopping past 30 days)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1889
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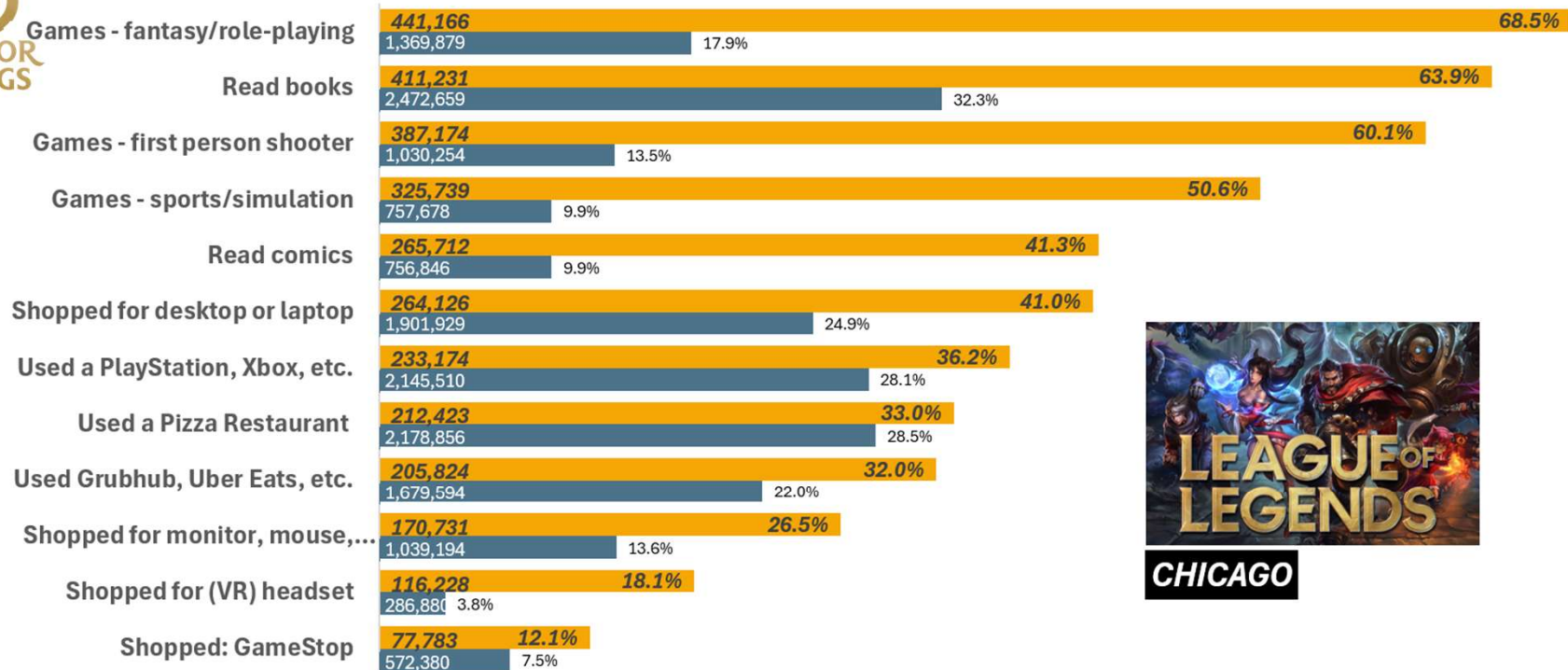
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



CHICAGO

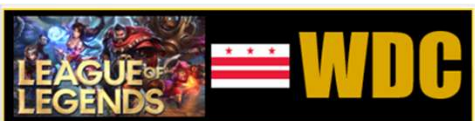
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

■ P18+ CHICAGO (Other Game Types Played, Activities, Shopping past 30 days)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 295
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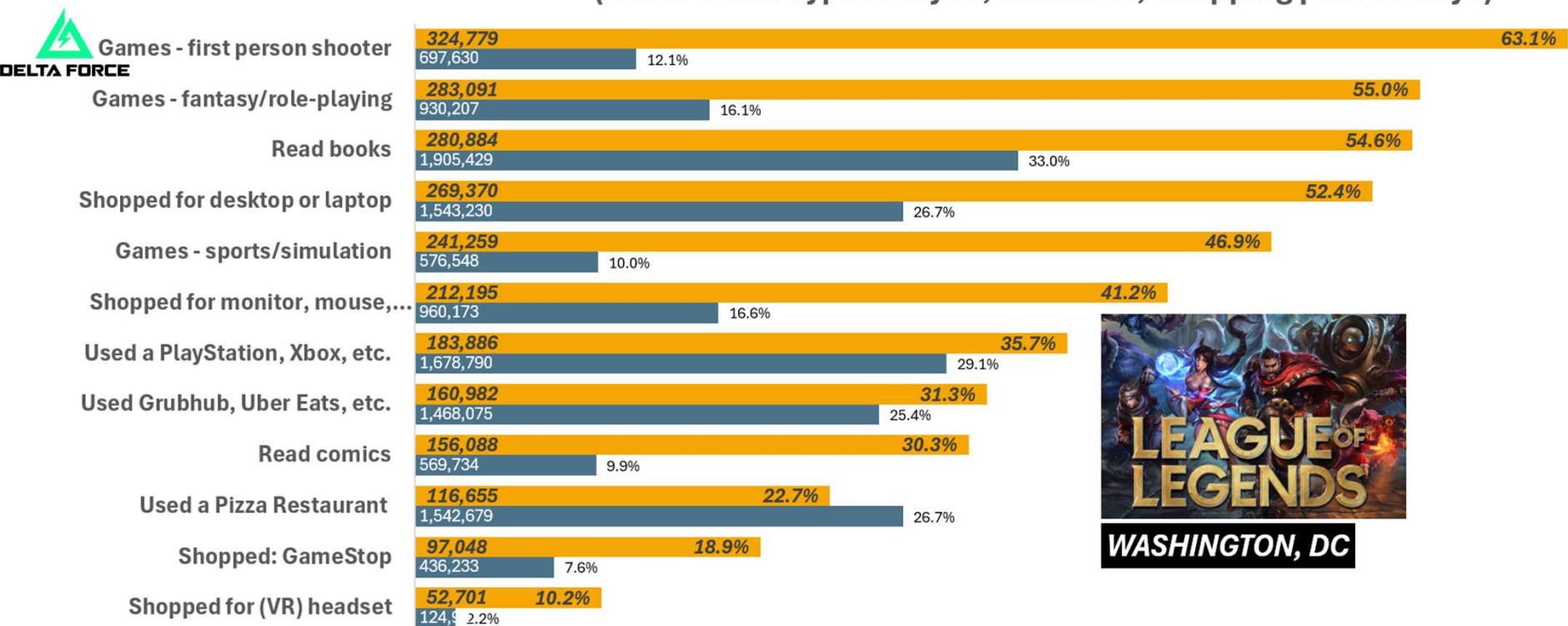
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

■ P18+ WASHINGTON, DC (Other Game Types Played, Activities, Shopping past 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 524

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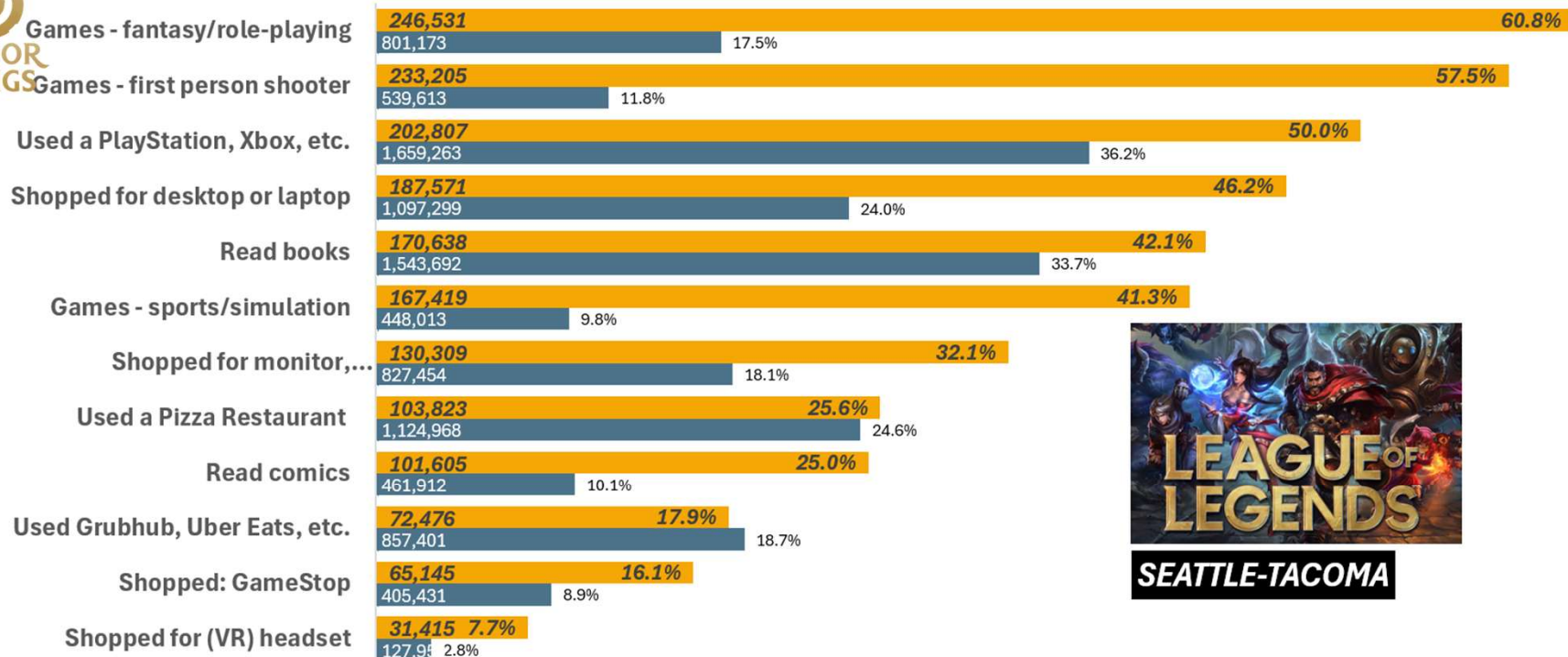
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



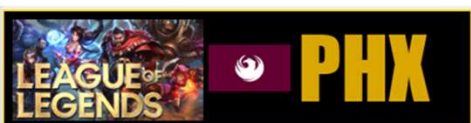
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

■ P18+ SEATTLE-TACOMA (Other Game Types Played, Activities, Shopping past 30 days)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 294
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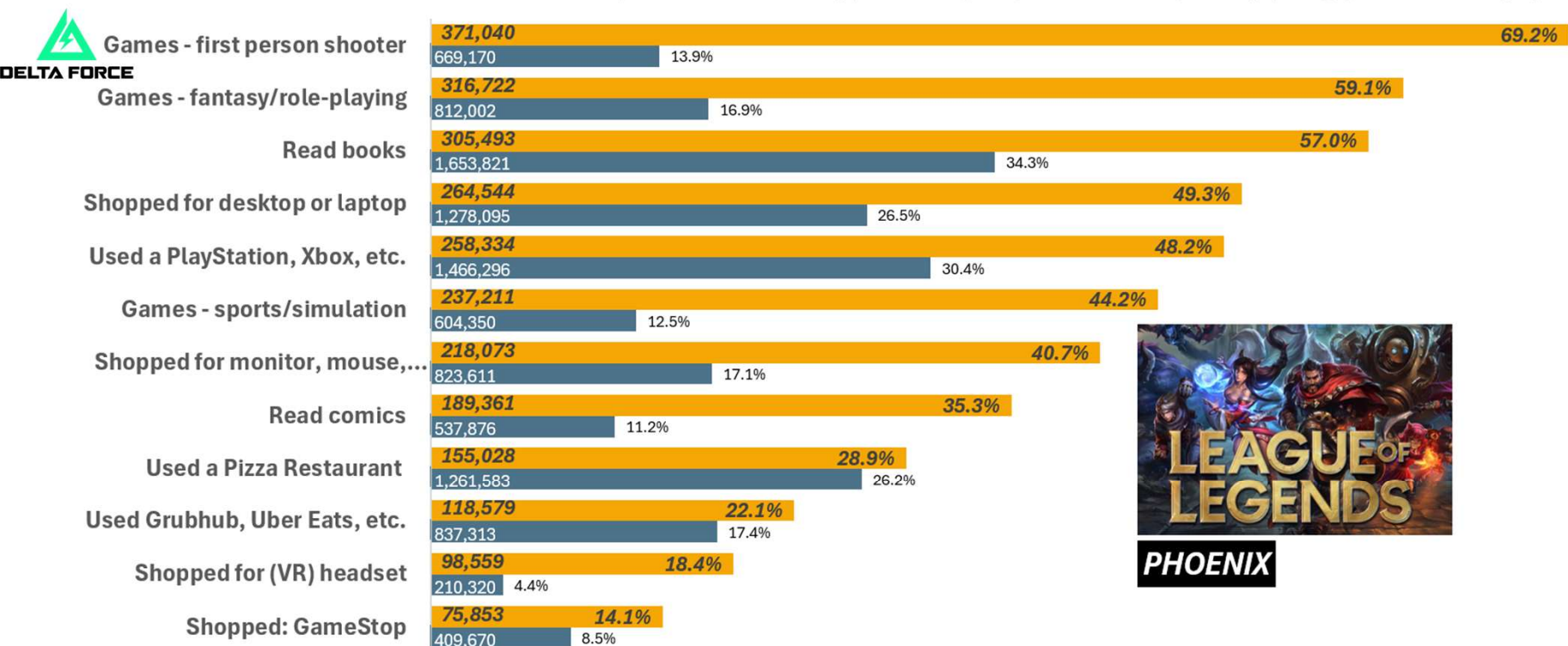
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Games, Activities, Shopping"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Other Game Types Played, Activities, Shopping past 30 days)



■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Other Game Types Played, Activities, Shopping past 30 days)

■ P18+ PHOENIX (Other Game Types Played, Activities, Shopping past 30 days)

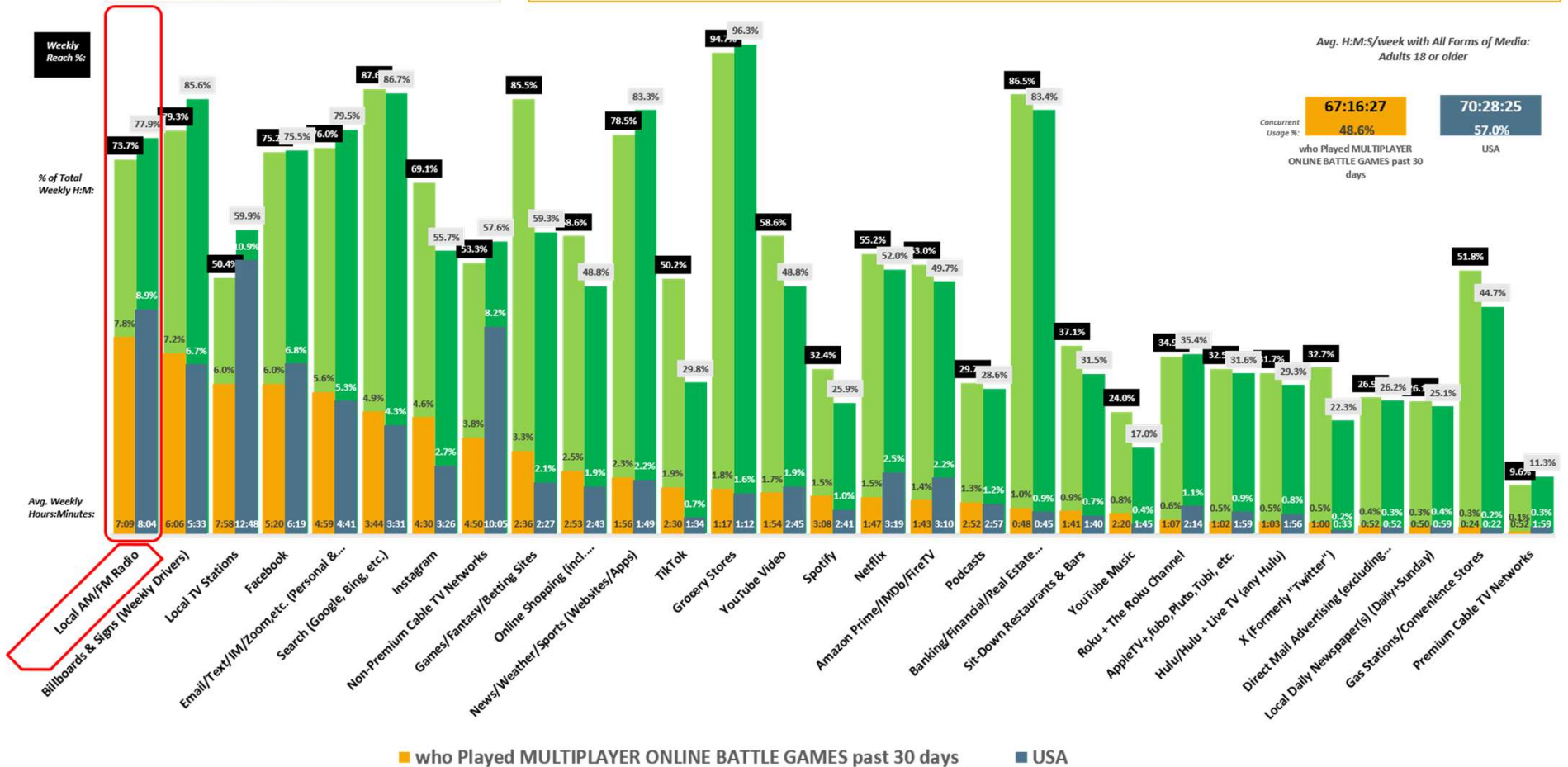
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 228
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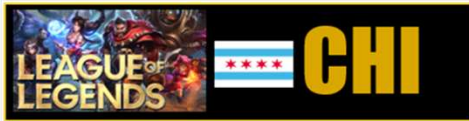
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

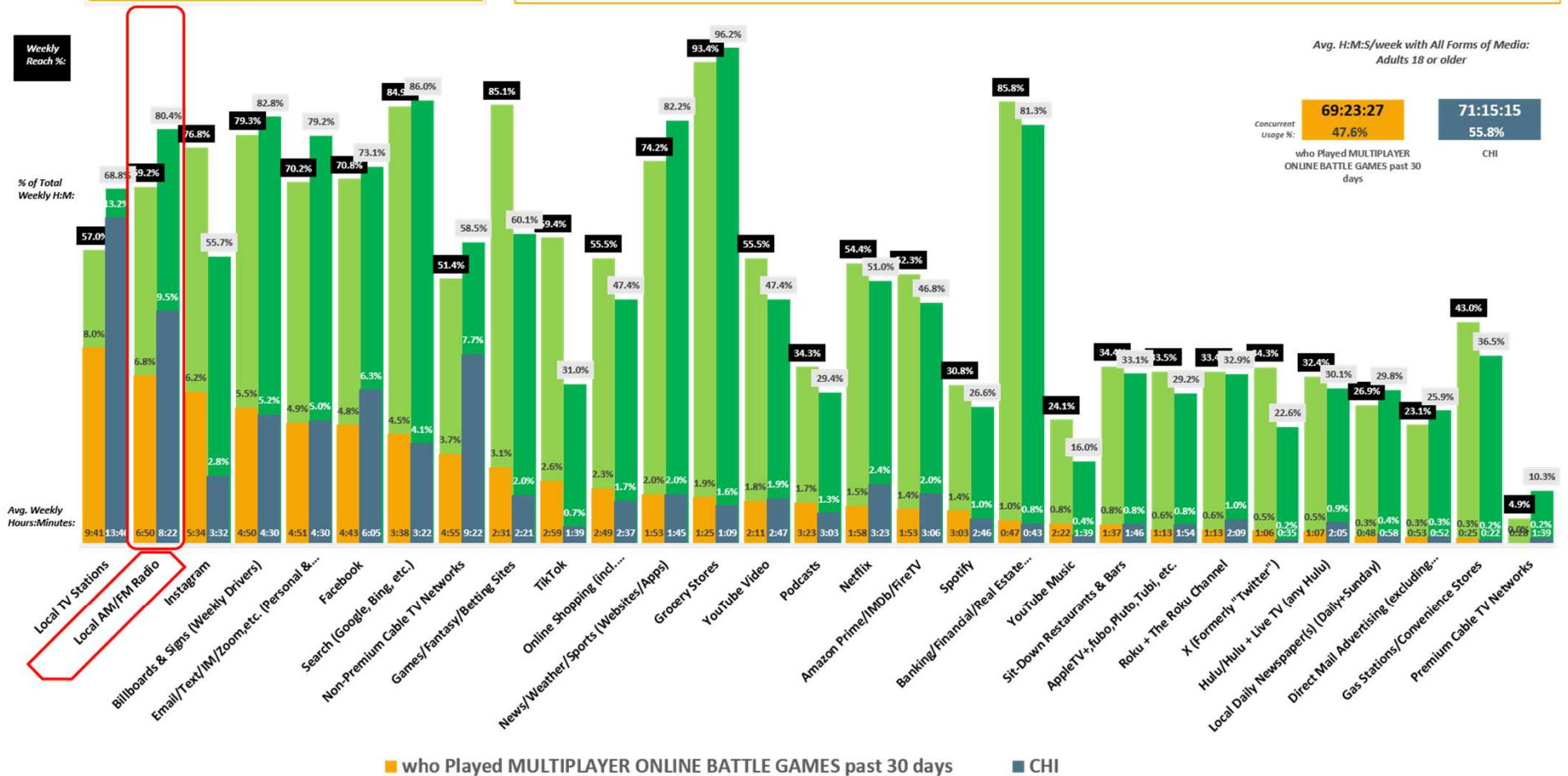


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 2 days, 19 hours, 16 minutes and 27 seconds each week with All Forms of Media.
73.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 7 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



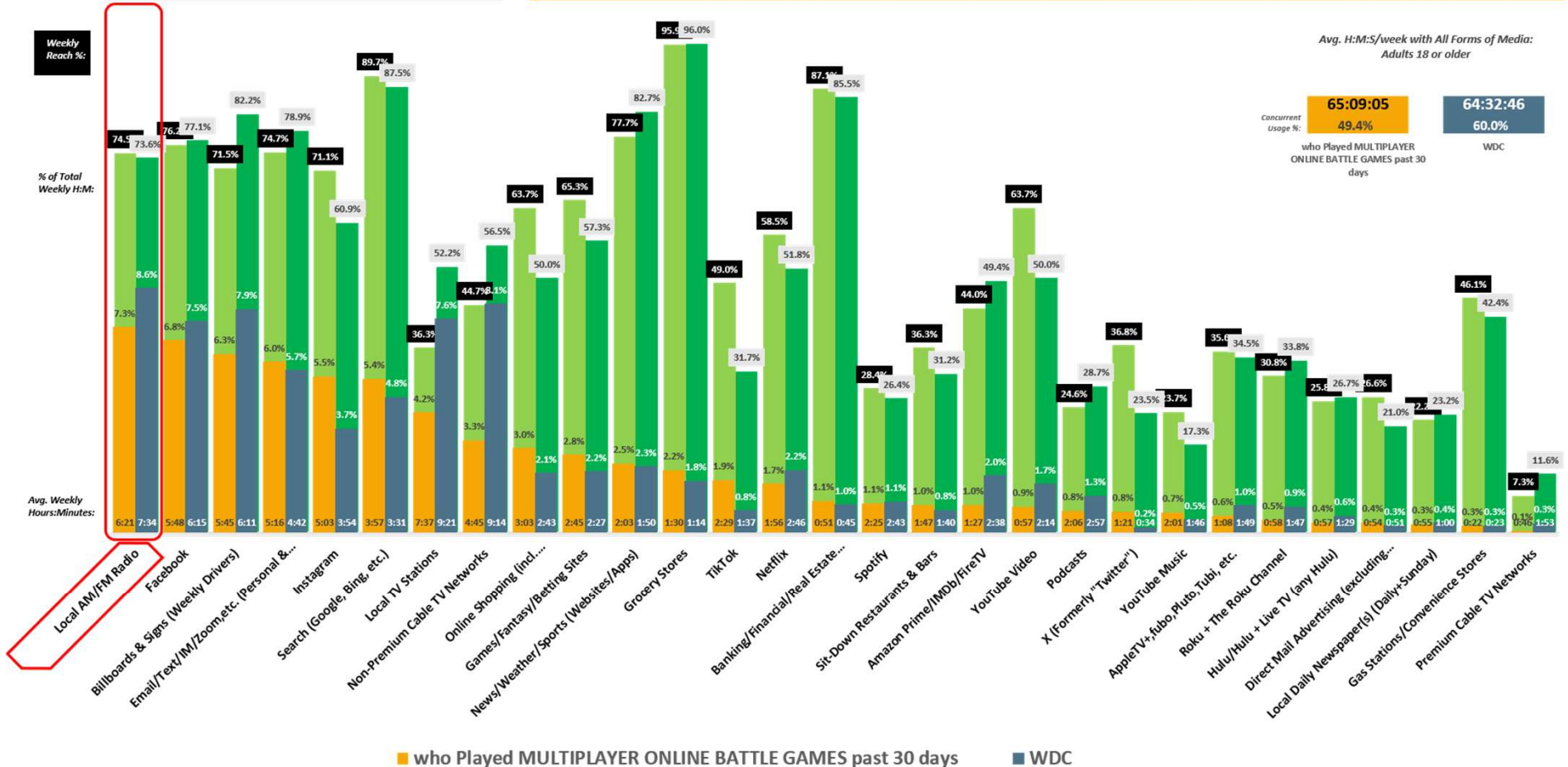


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 2 days, 21 hours, 23 minutes and 27 seconds each week with All Forms of Media.
69.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



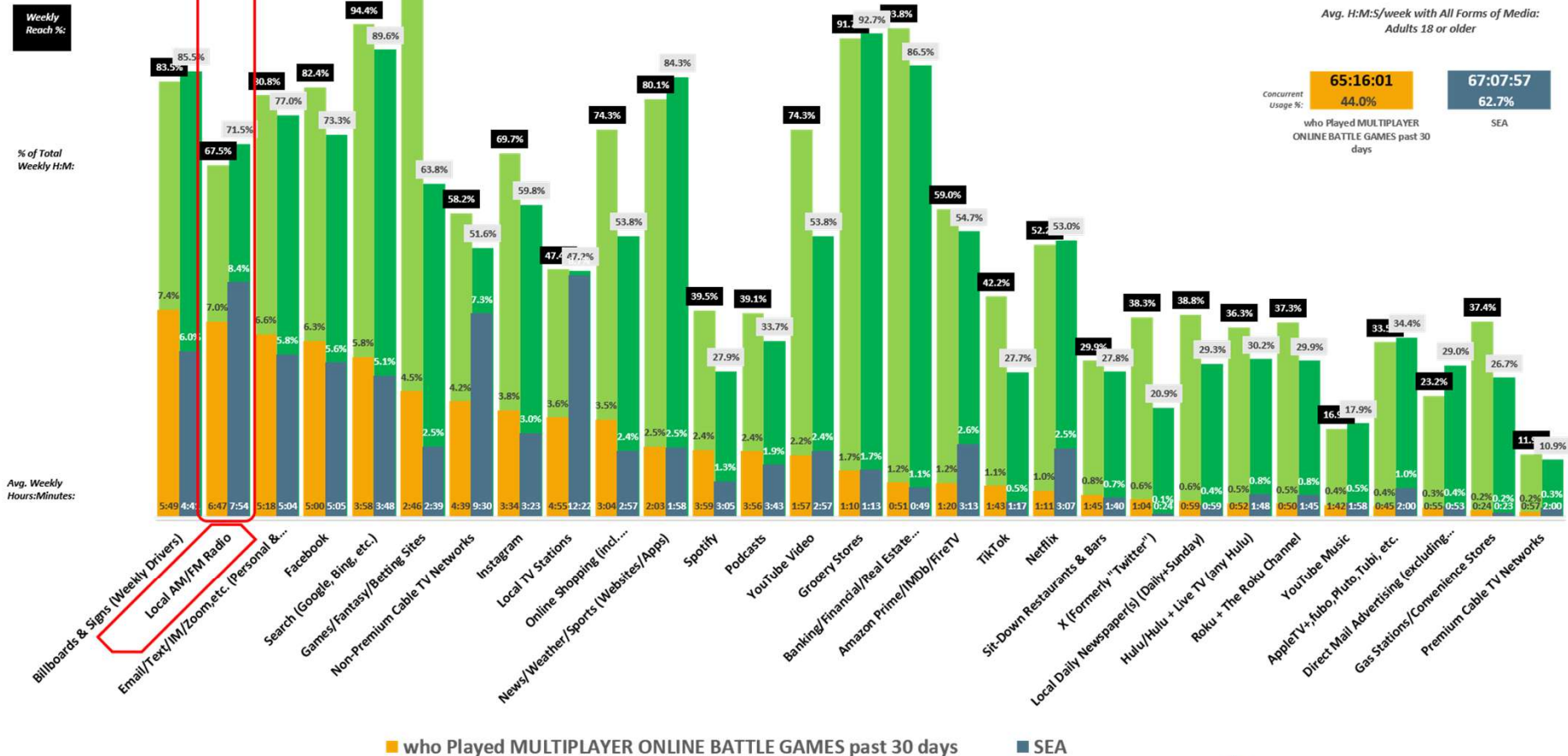


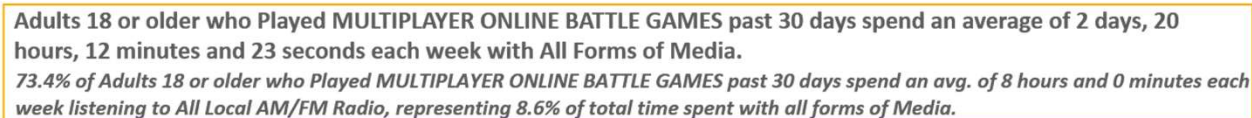
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 2 days, 17 hours, 9 minutes and 5 seconds each week with All Forms of Media.
 74.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.





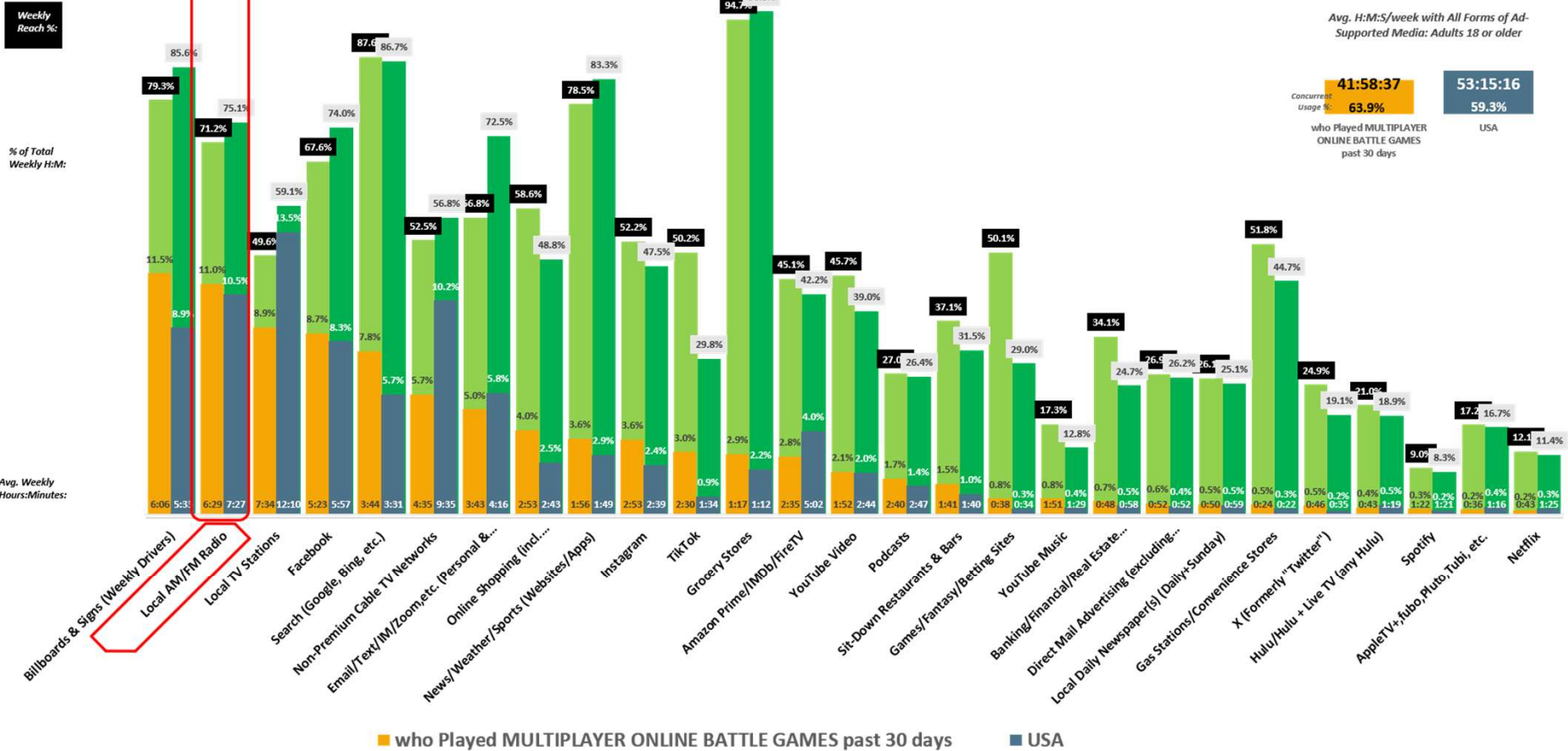
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 2 days, 17 hours, 16 minutes and 1 seconds each week with All Forms of Media.
 67.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.

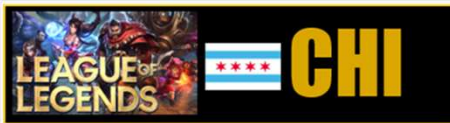




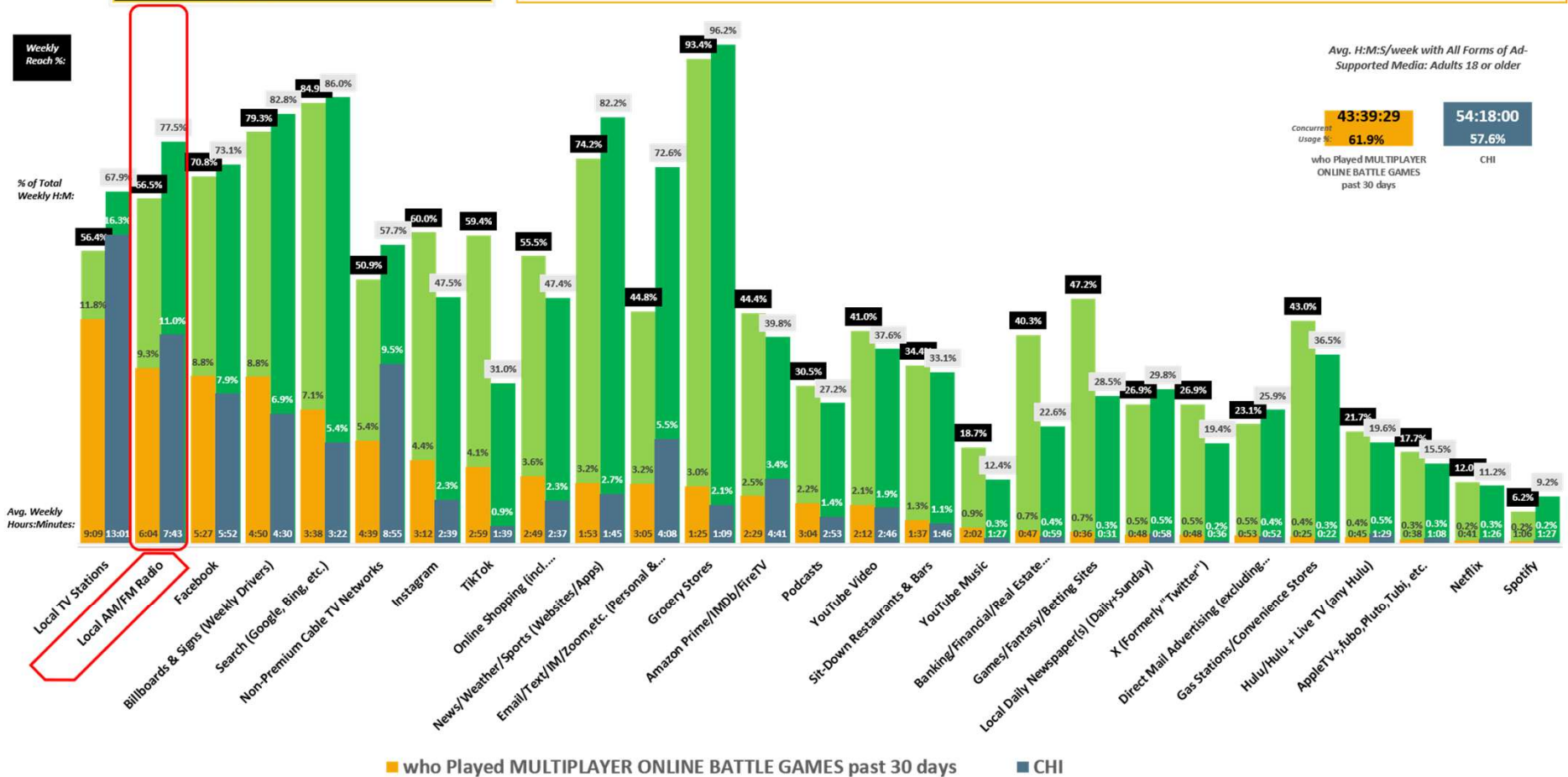


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 17 hours, 58 minutes and 37 seconds each week with All Forms of Ad-Supported Media.
 71.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



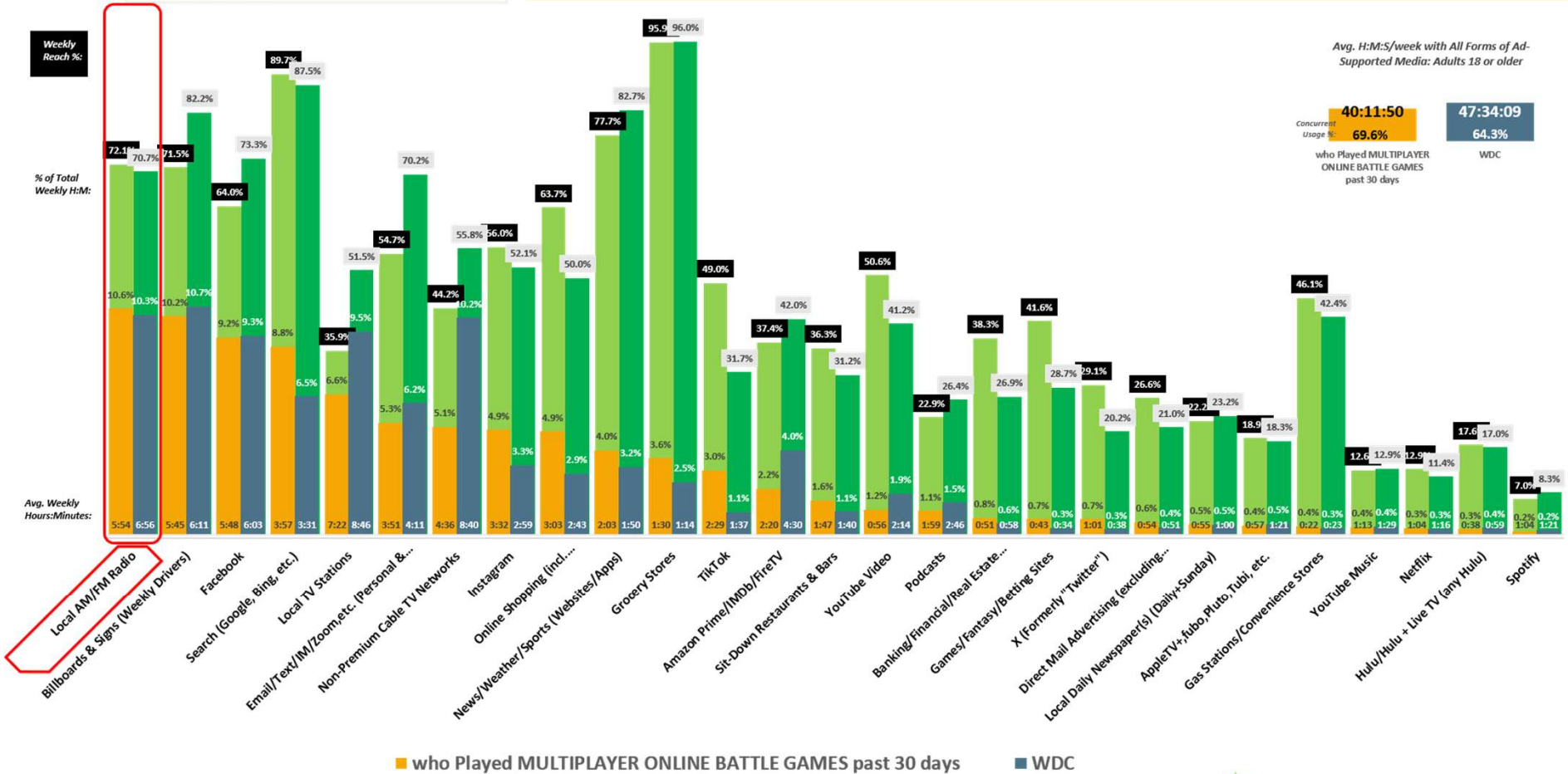


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 19 hours, 39 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 66.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.



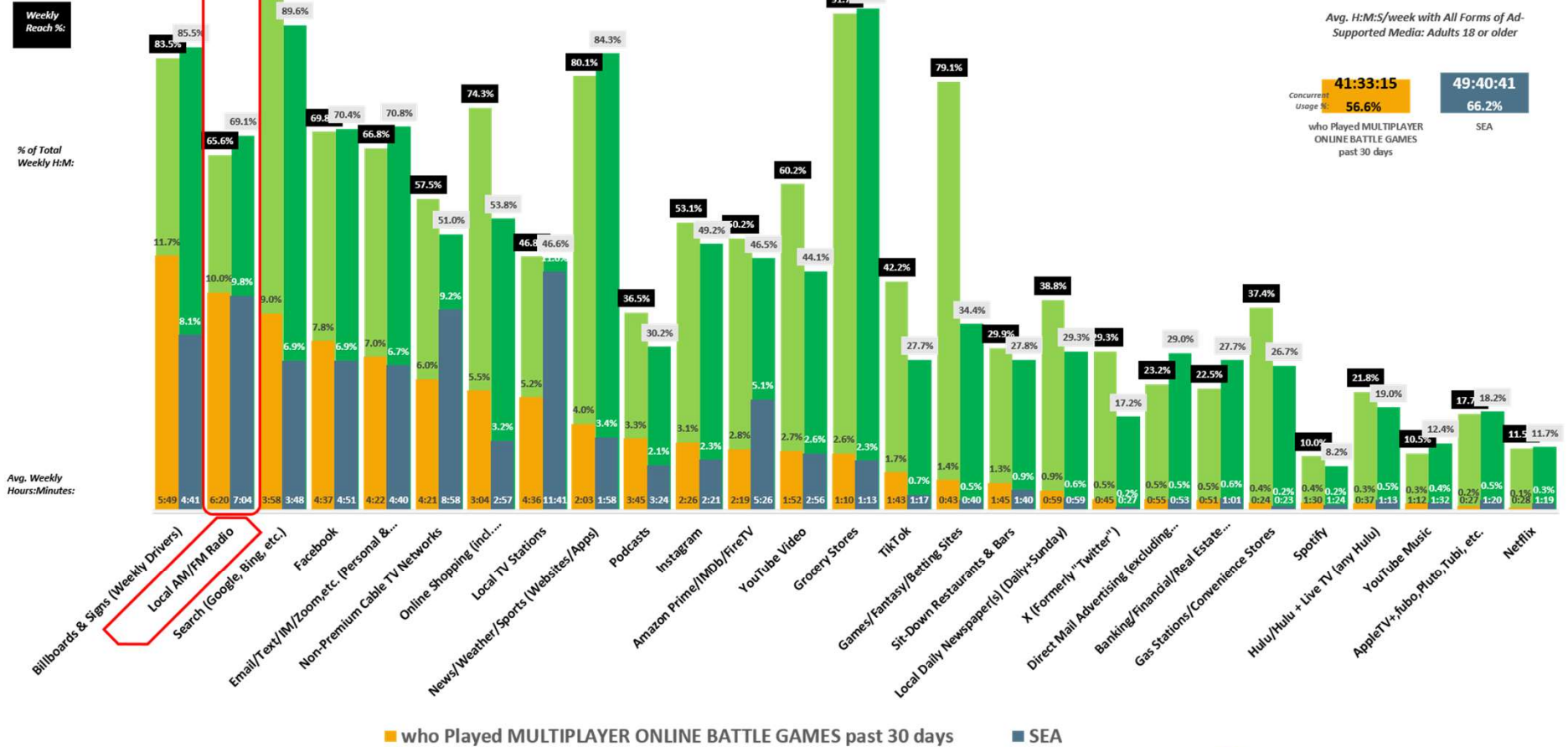


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 16 hours, 11 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 72.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 5 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.





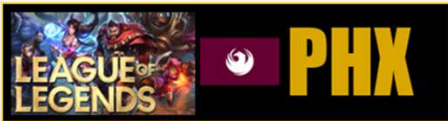
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 17 hours, 33 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
 65.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 6 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.0% of total time spent with all forms of Ad-Supported Media.



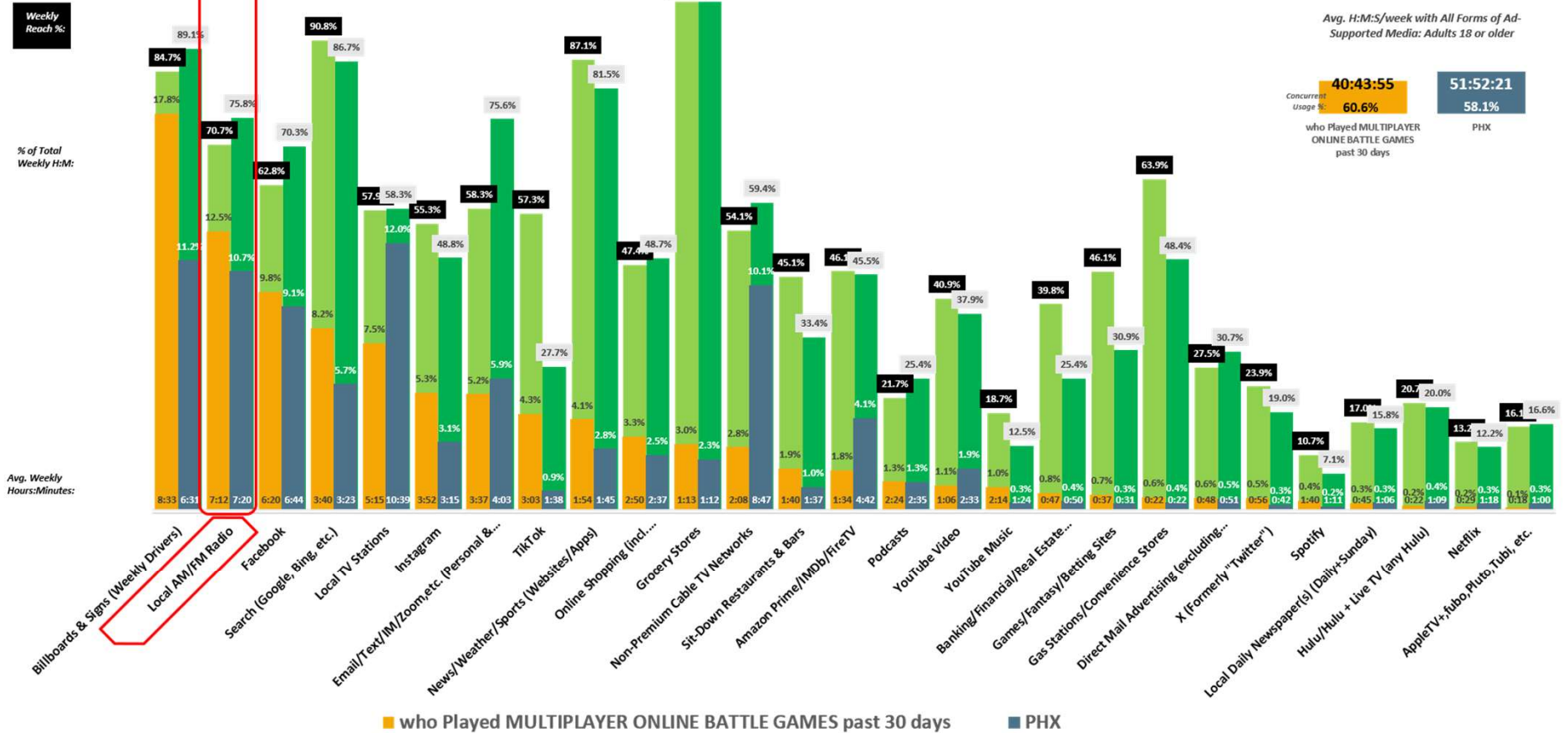
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

41:33:15
 Concurrent Usage %: **56.6%**
 who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days

49:40:41
 66.2%
 SEA



Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 1 days, 16 hours, 43 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 70.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.

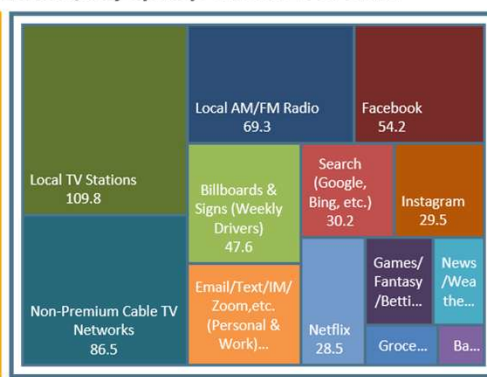
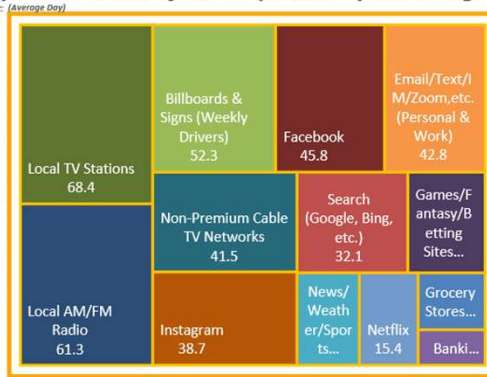
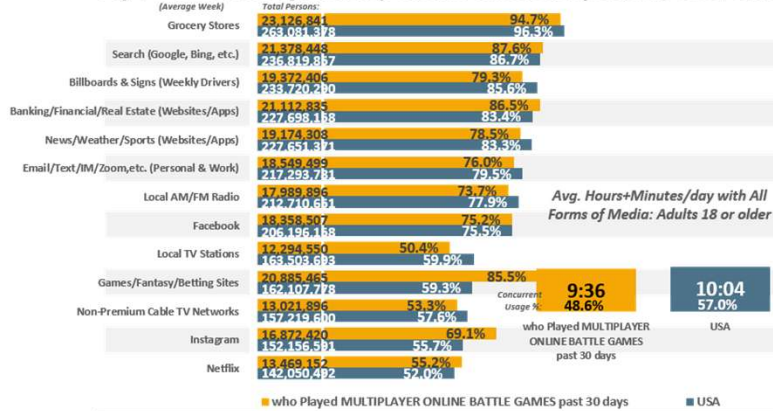




Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 55.6 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

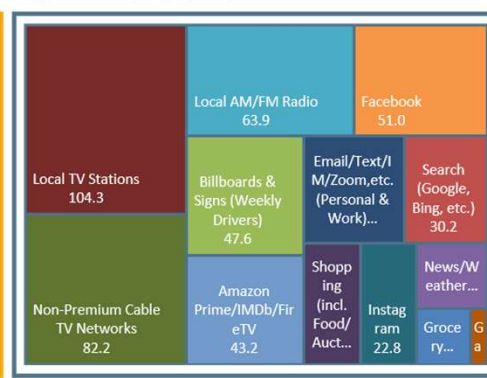
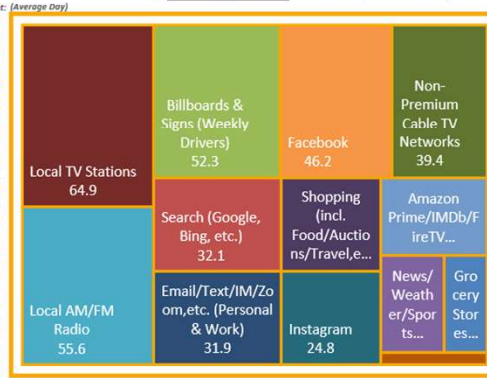
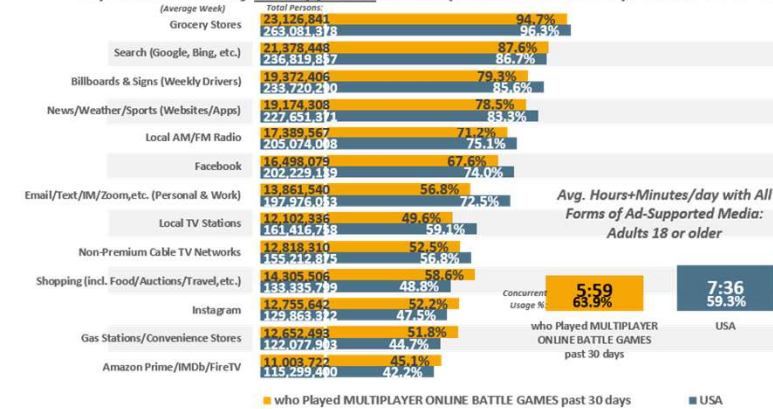
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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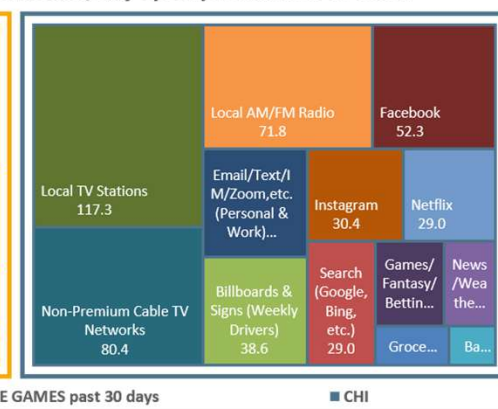
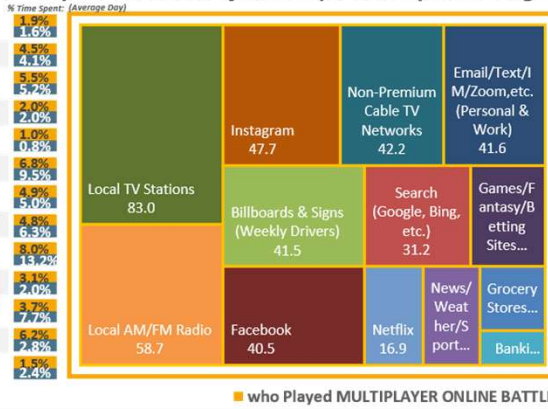
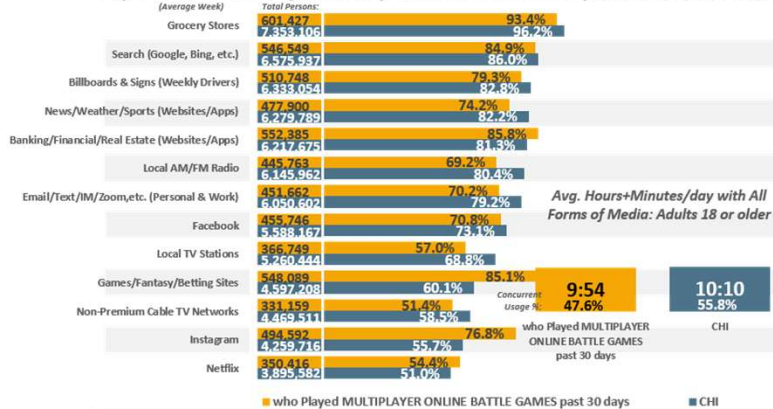
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 6 hours and 14 minutes each day with All Forms of Ad-Supported Media. 66.5% listen to Local AM/FM Radio for an avg. of 52.1 minutes/day.(Local Radio delivers 9.3% of Time with Ad-Supported Media.)

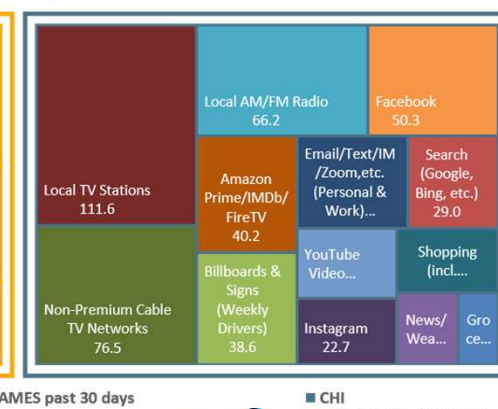
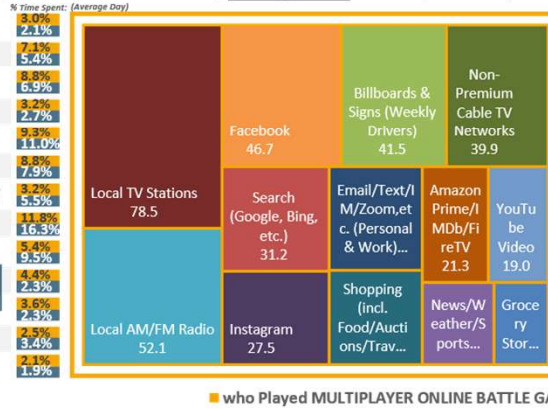
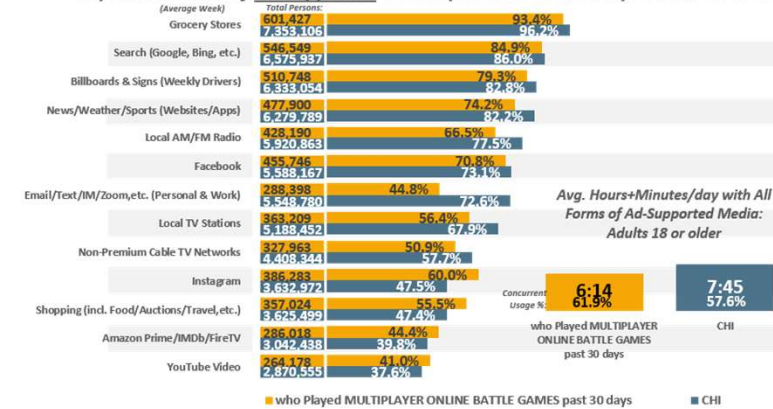
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

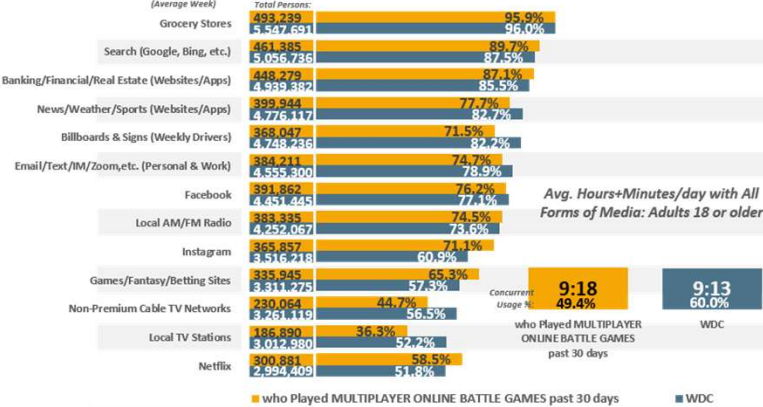
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



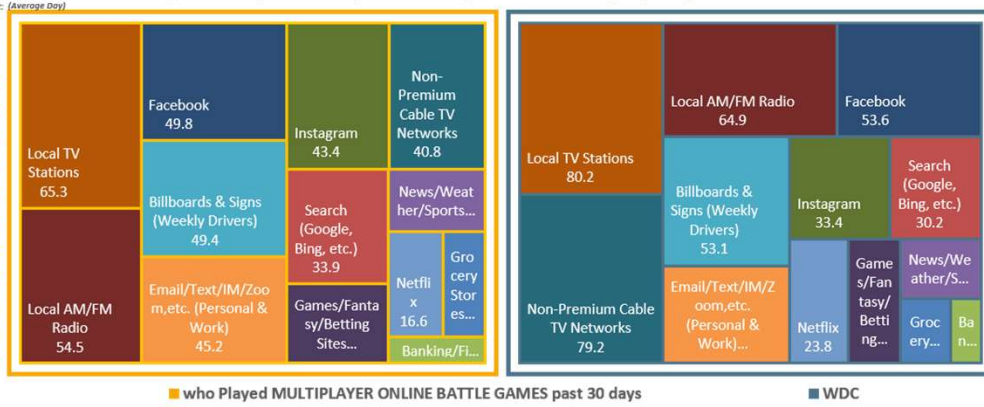


Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 5 hours and 44 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 50.6 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

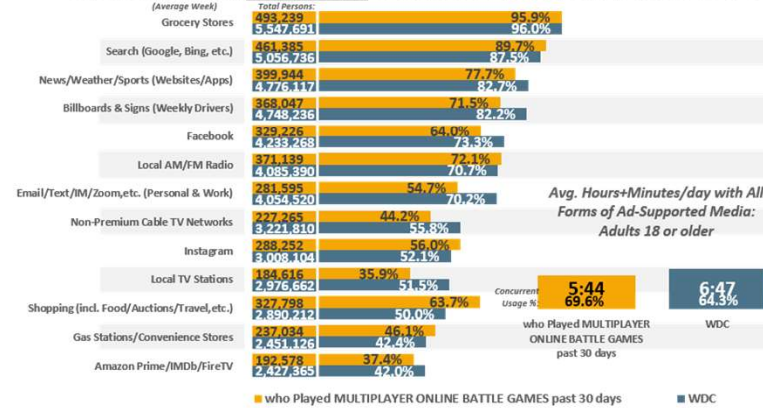
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



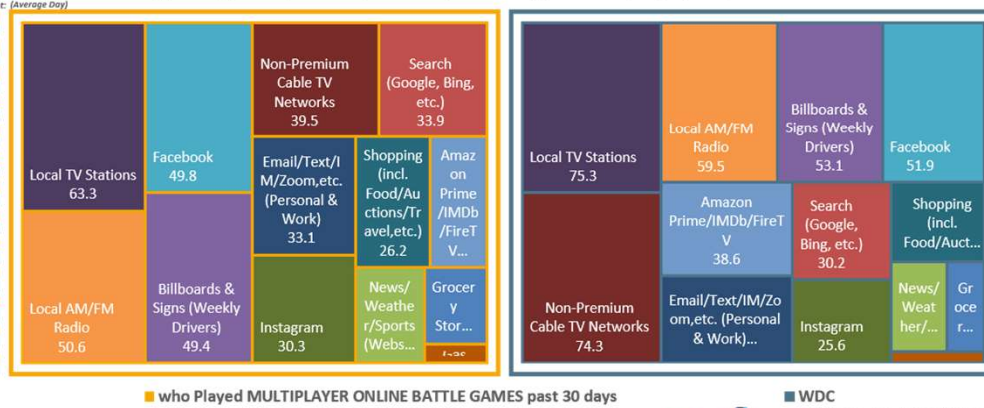
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

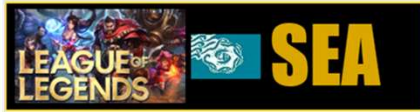


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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

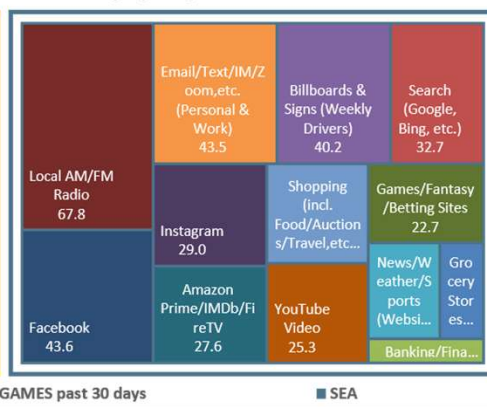
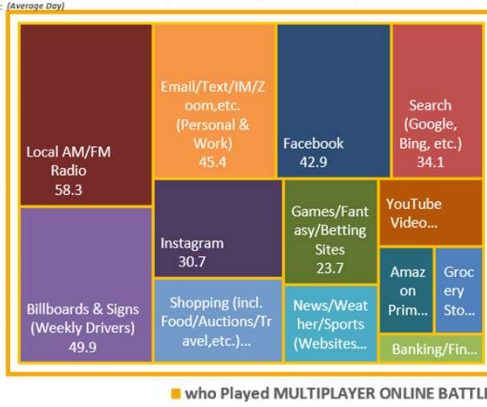
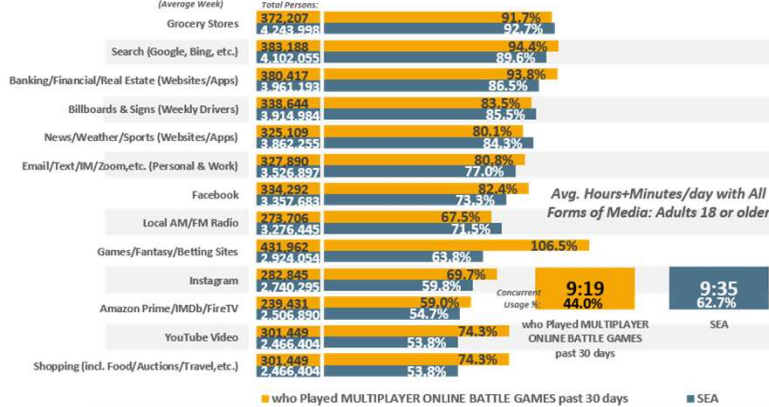




Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 5 hours and 56 minutes each day with All Forms of Ad-Supported Media. 65.6% listen to Local AM/FM Radio for an avg. of 54.4 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

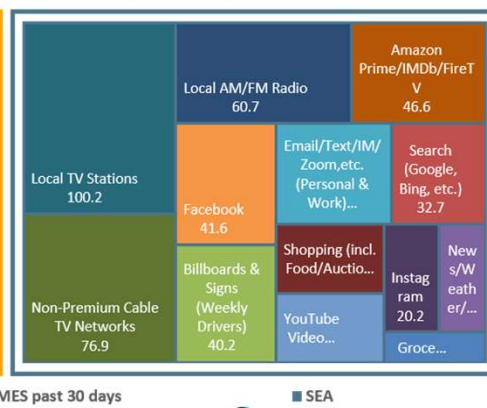
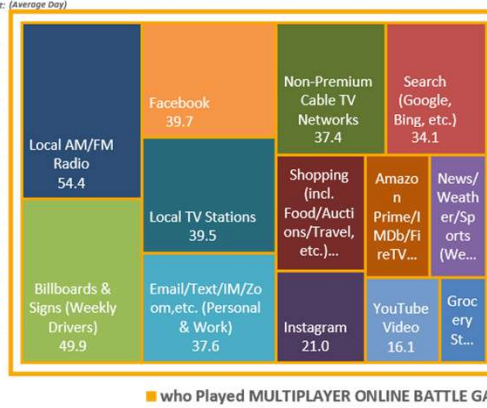
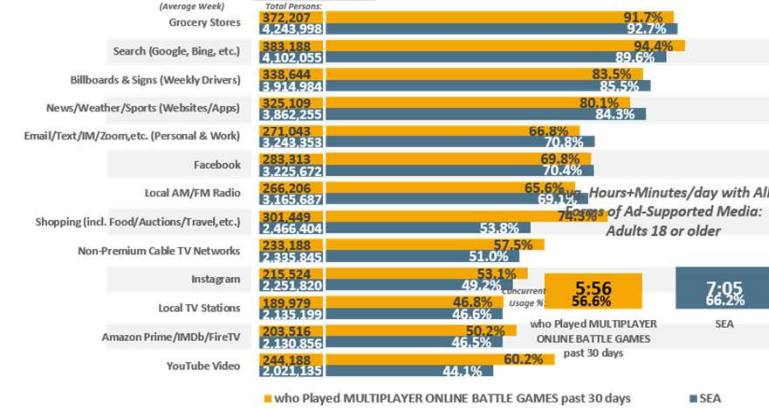
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

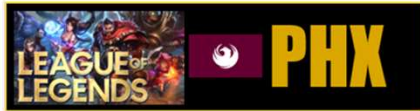
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

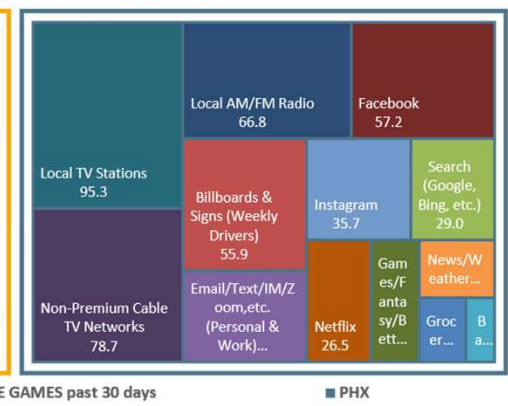
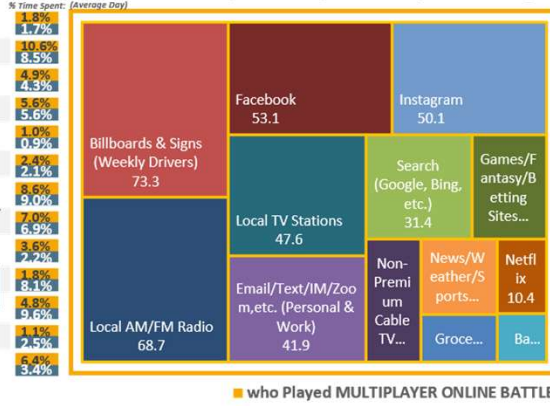
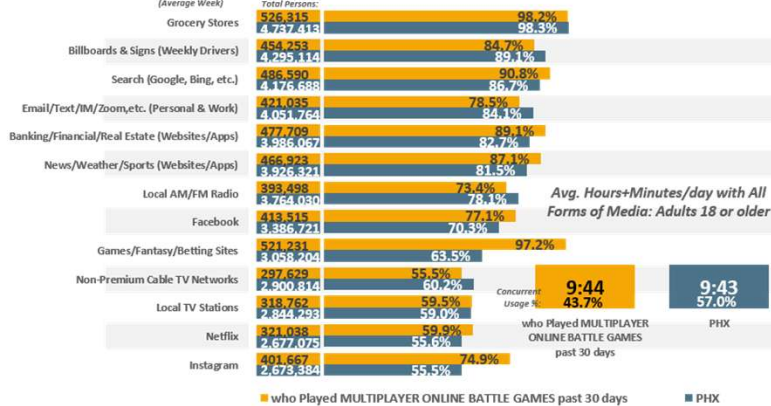




Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 5 hours and 49 minutes each day with All Forms of Ad-Supported Media. 70.7% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. (Local Radio delivers 12.5% of Time with Ad-Supported Media.)

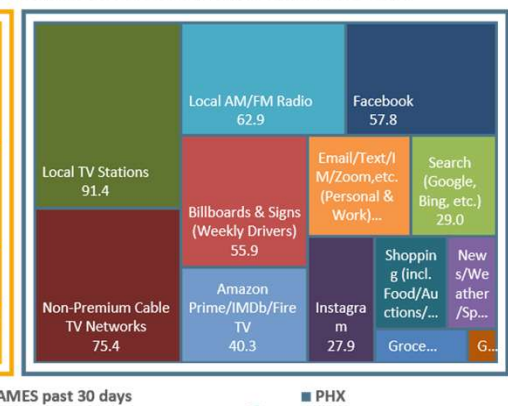
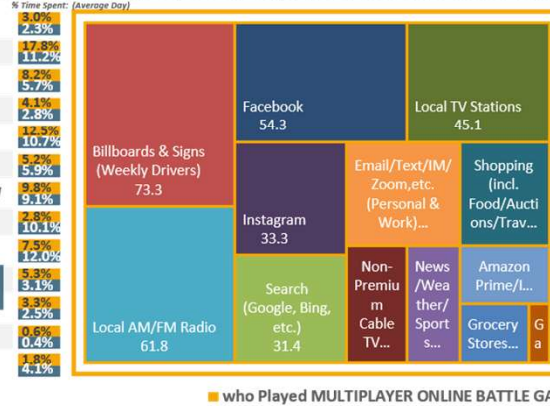
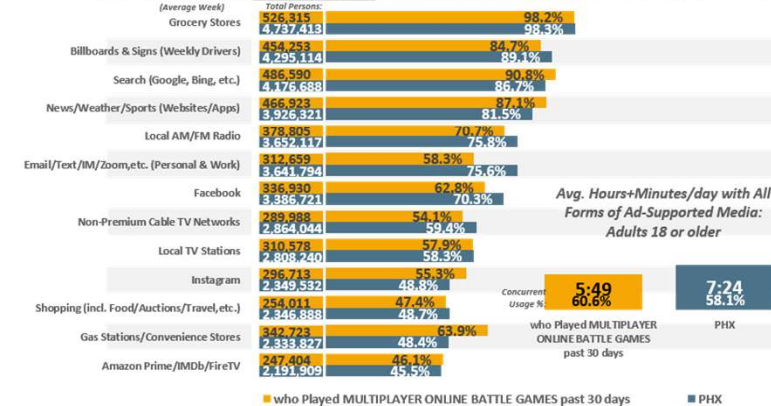
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 228
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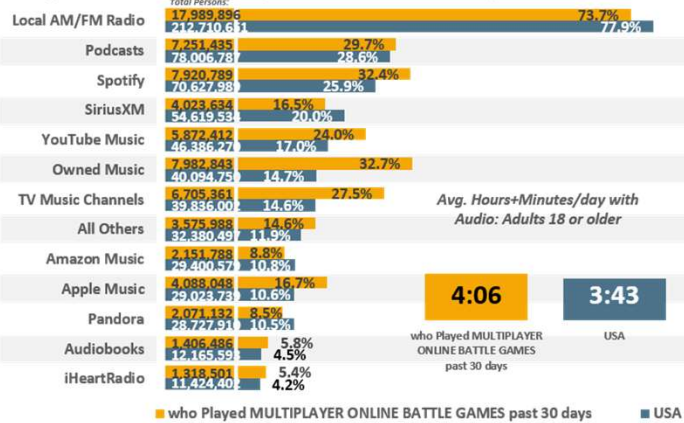
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

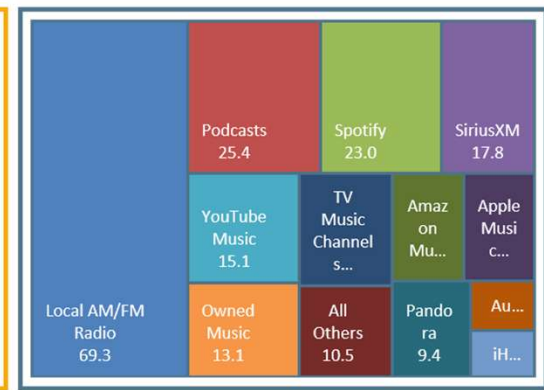
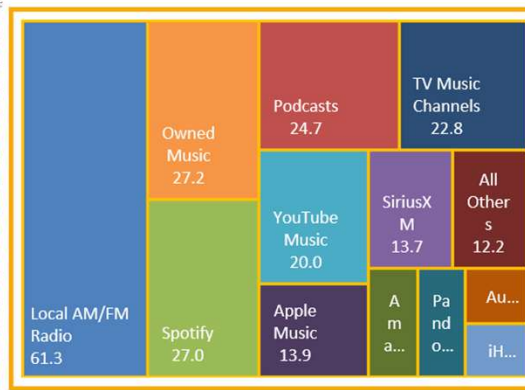


17,389,567 or 71.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

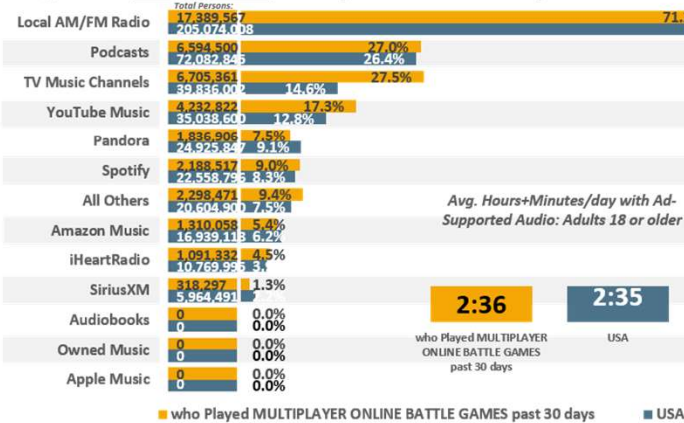
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



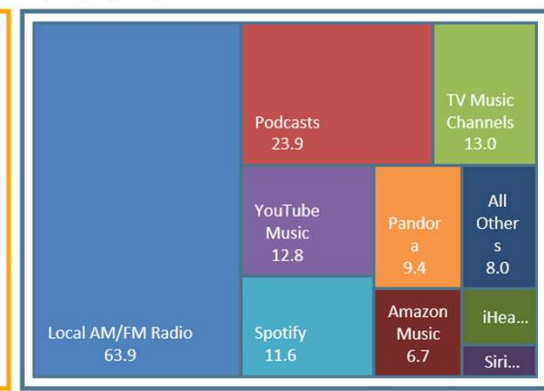
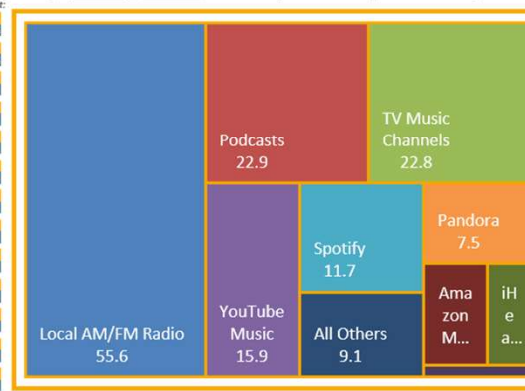
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



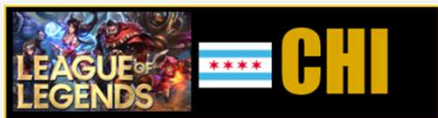
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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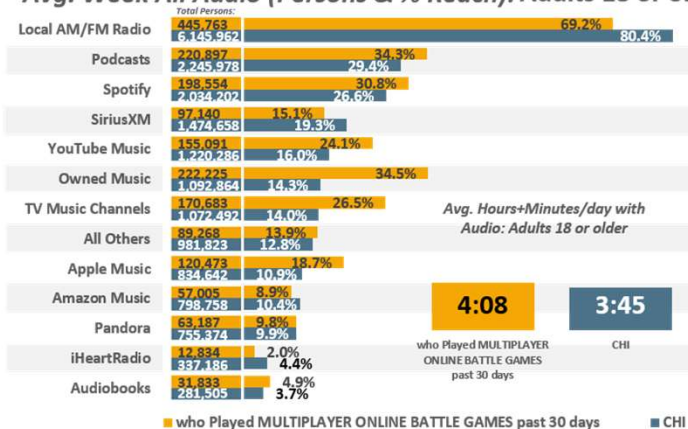
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

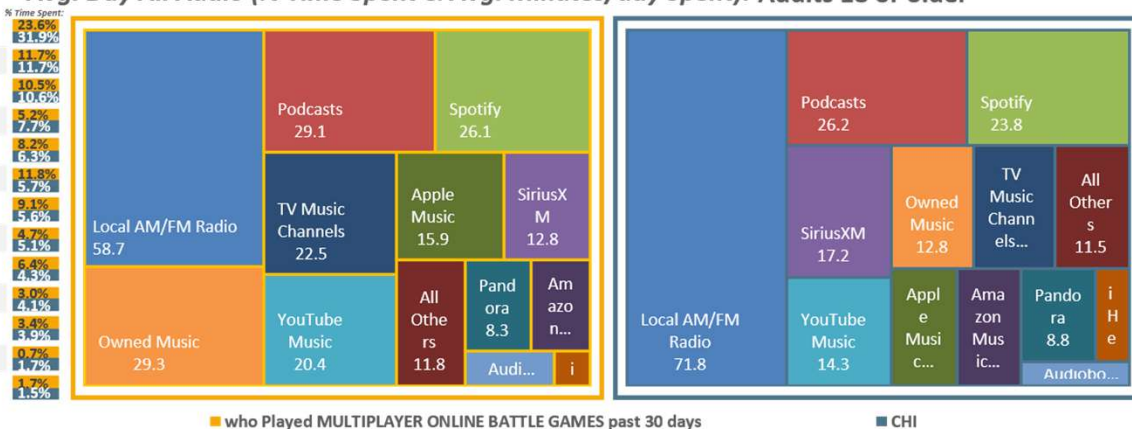


428,190 or 66.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.

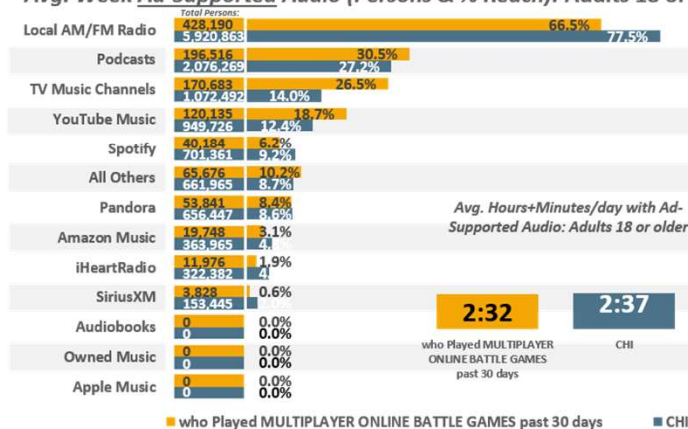
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



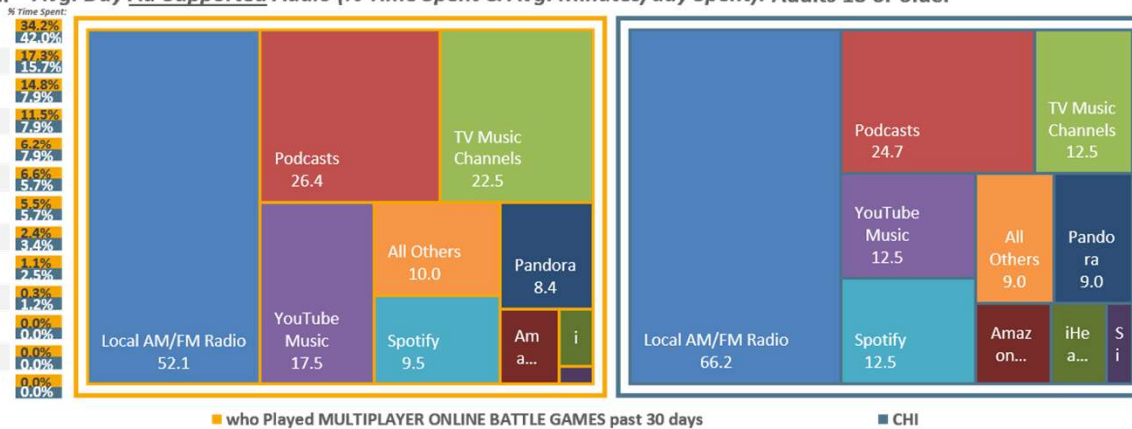
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 295
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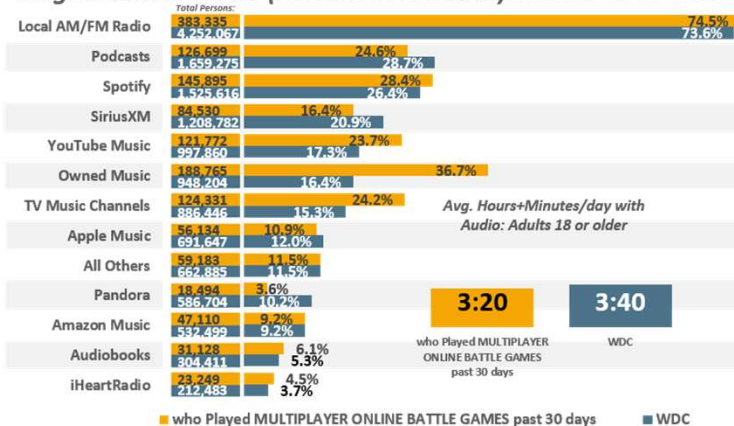
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

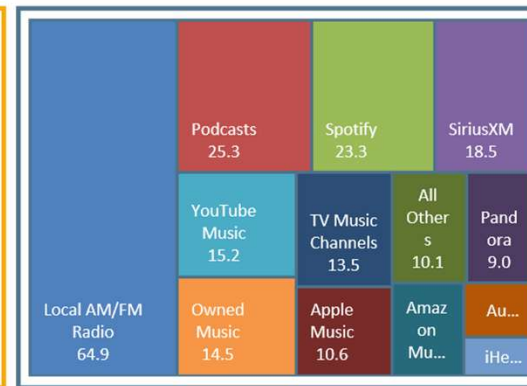
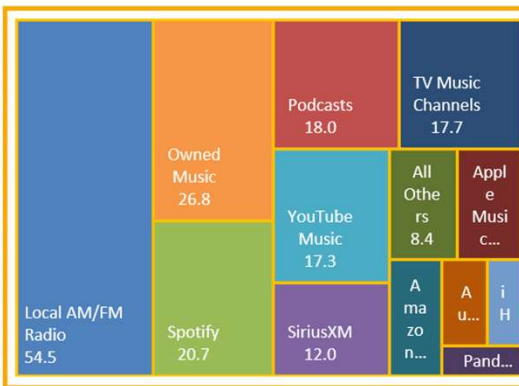


371,139 or 72.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.6 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

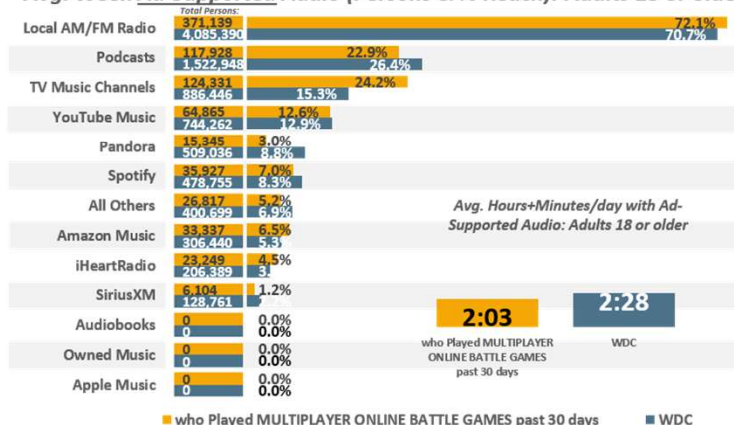
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



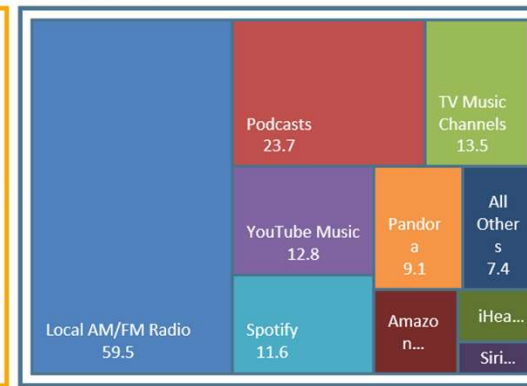
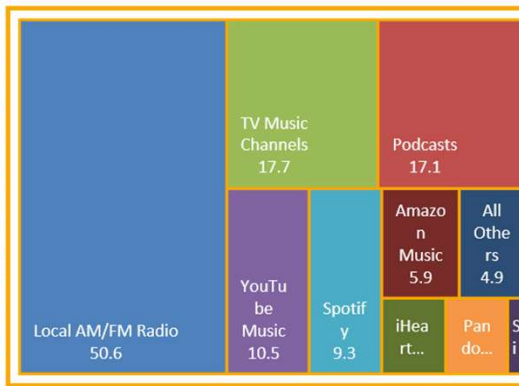
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



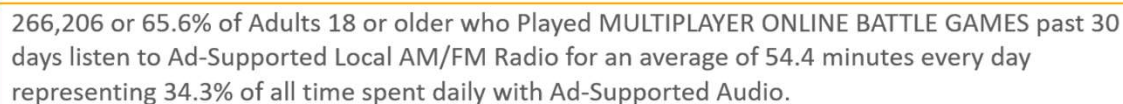
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



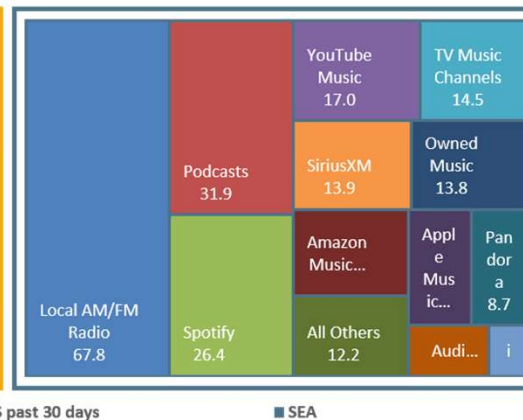
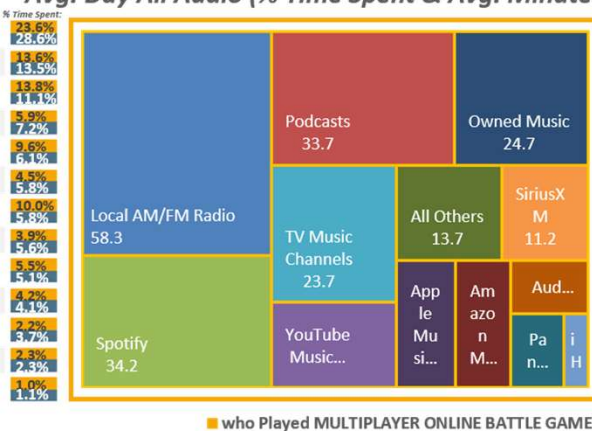
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 524
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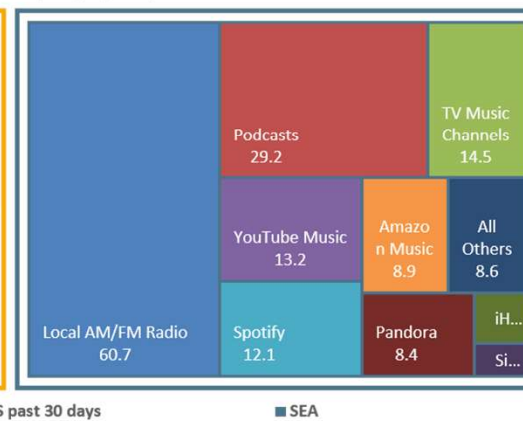
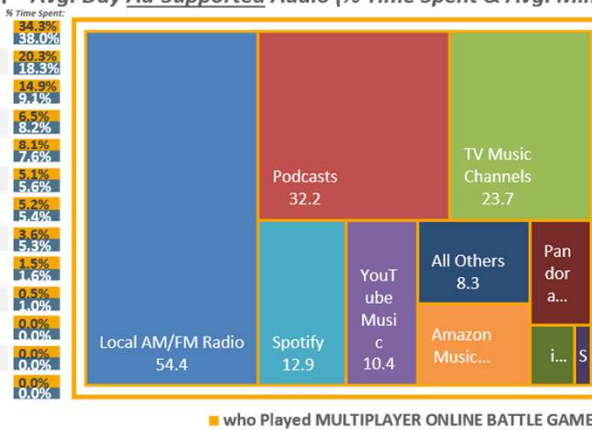
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



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

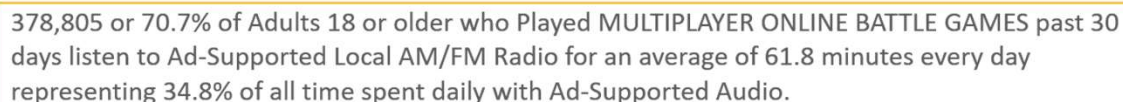


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

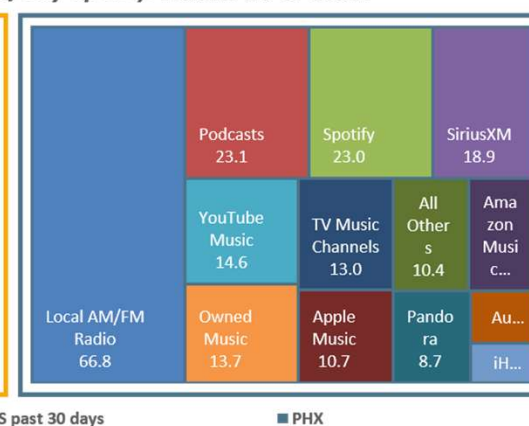
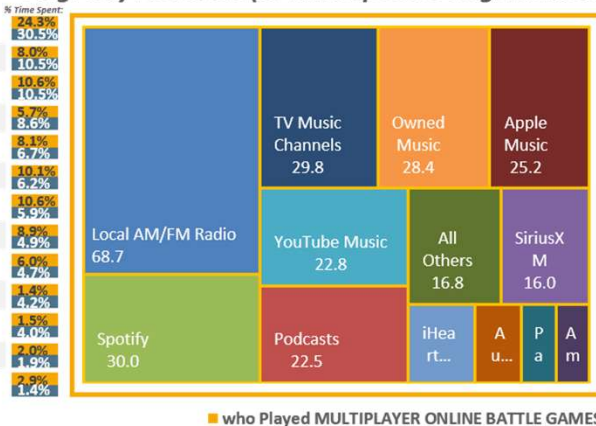


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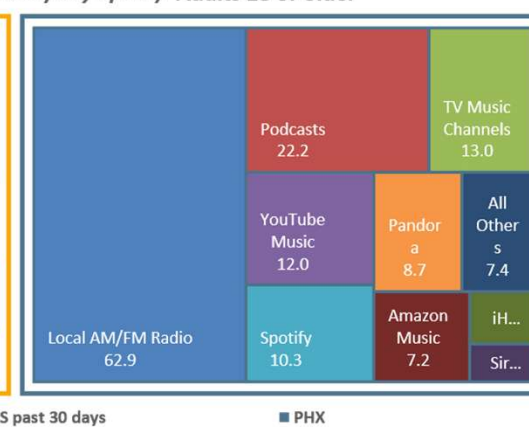
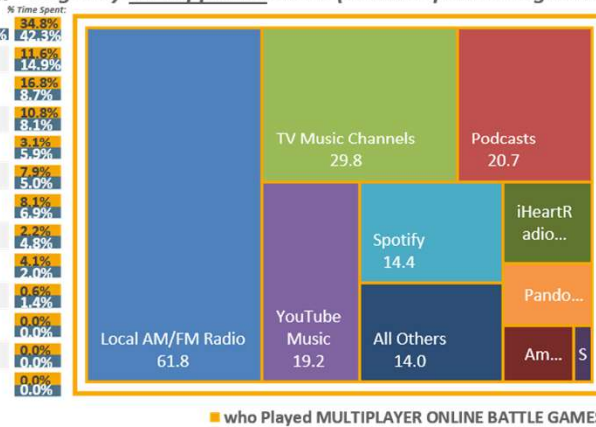
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



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

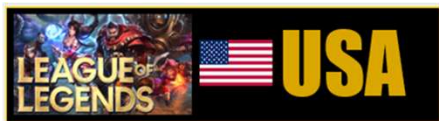


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

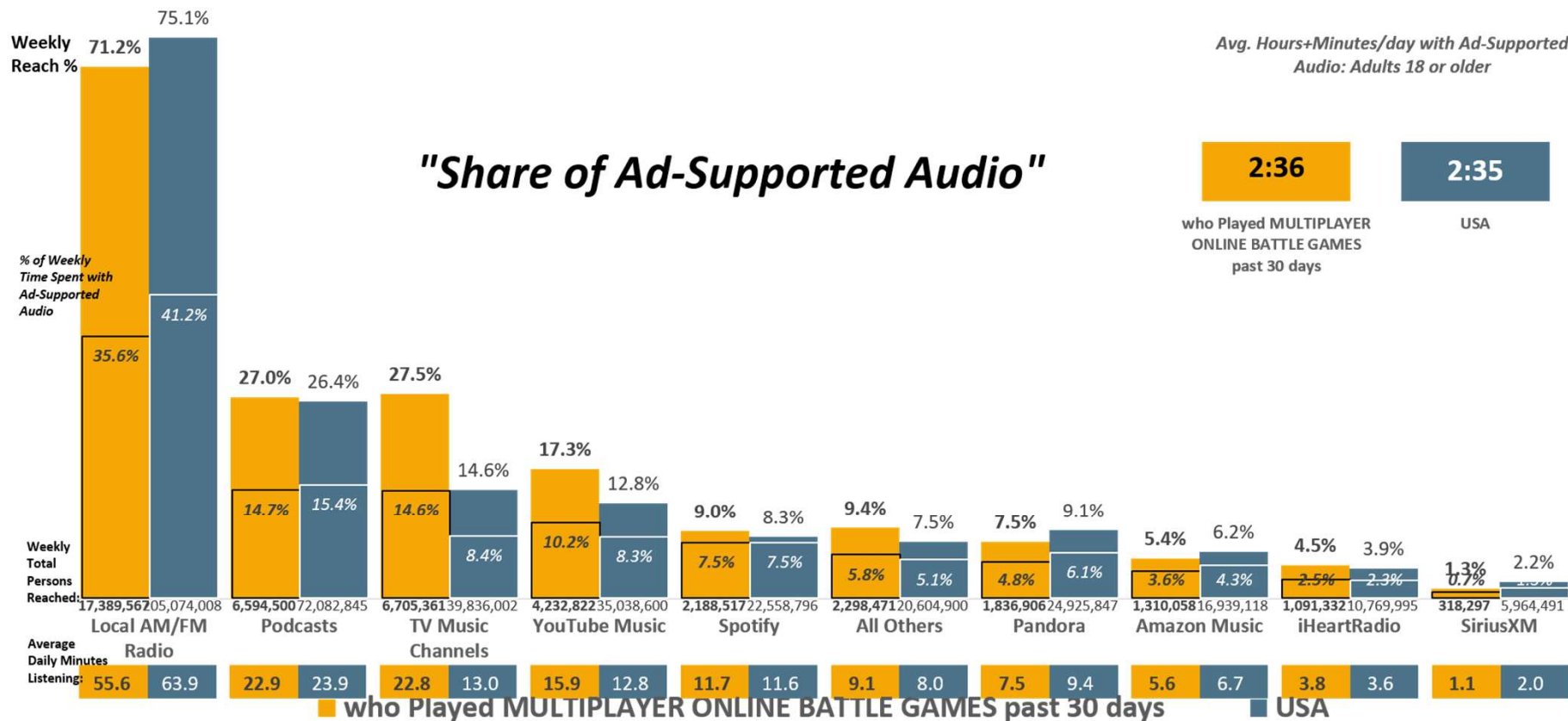


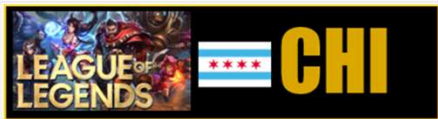
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

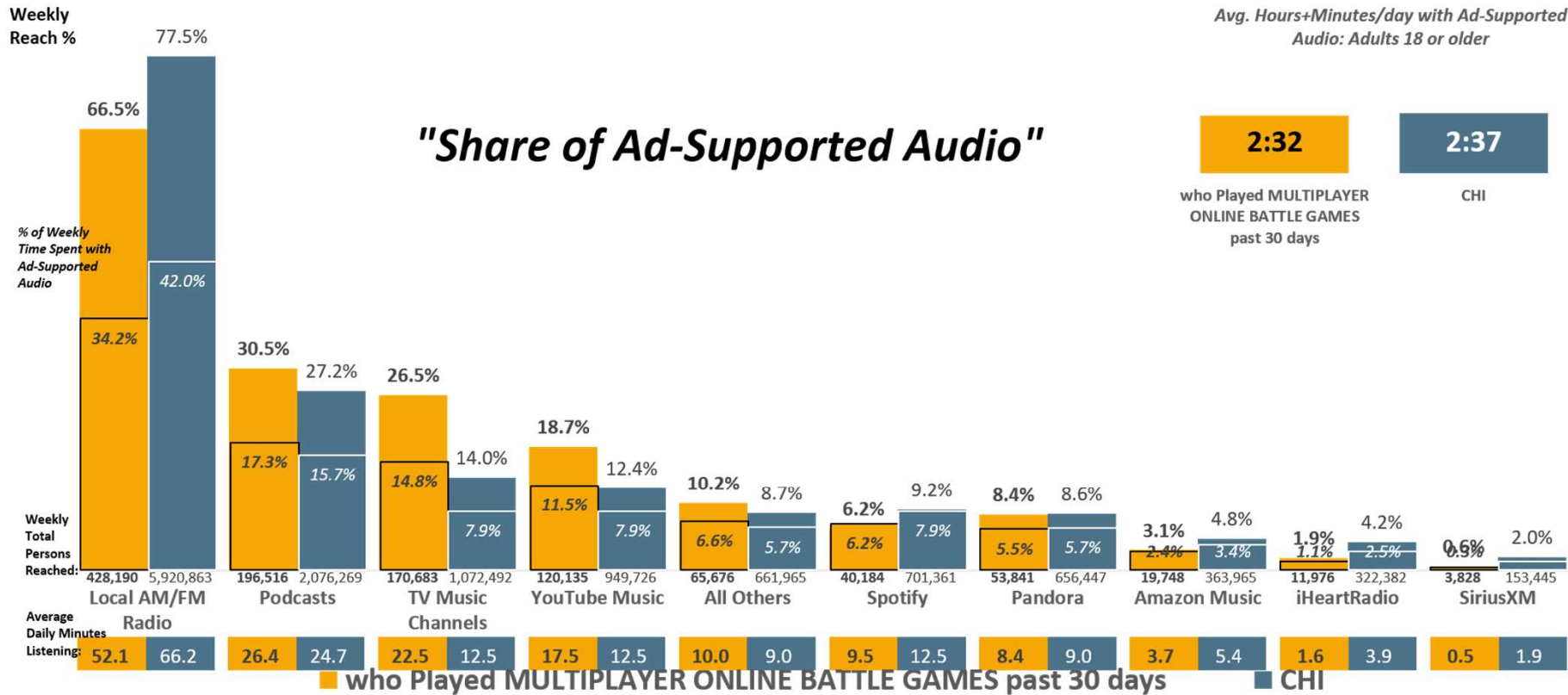


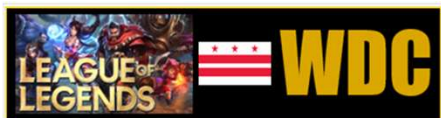
17,389,567 or 71.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.



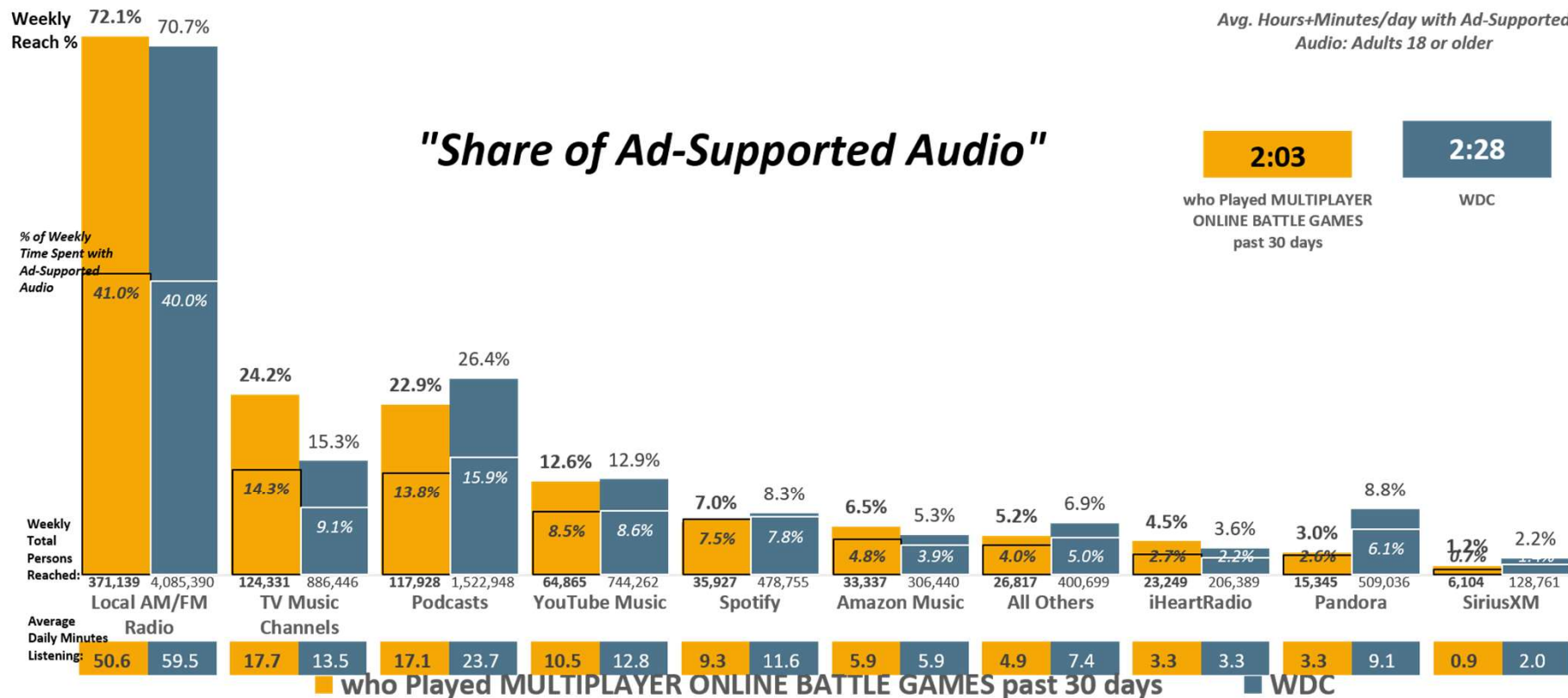


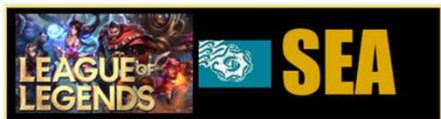
428,190 or 66.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.



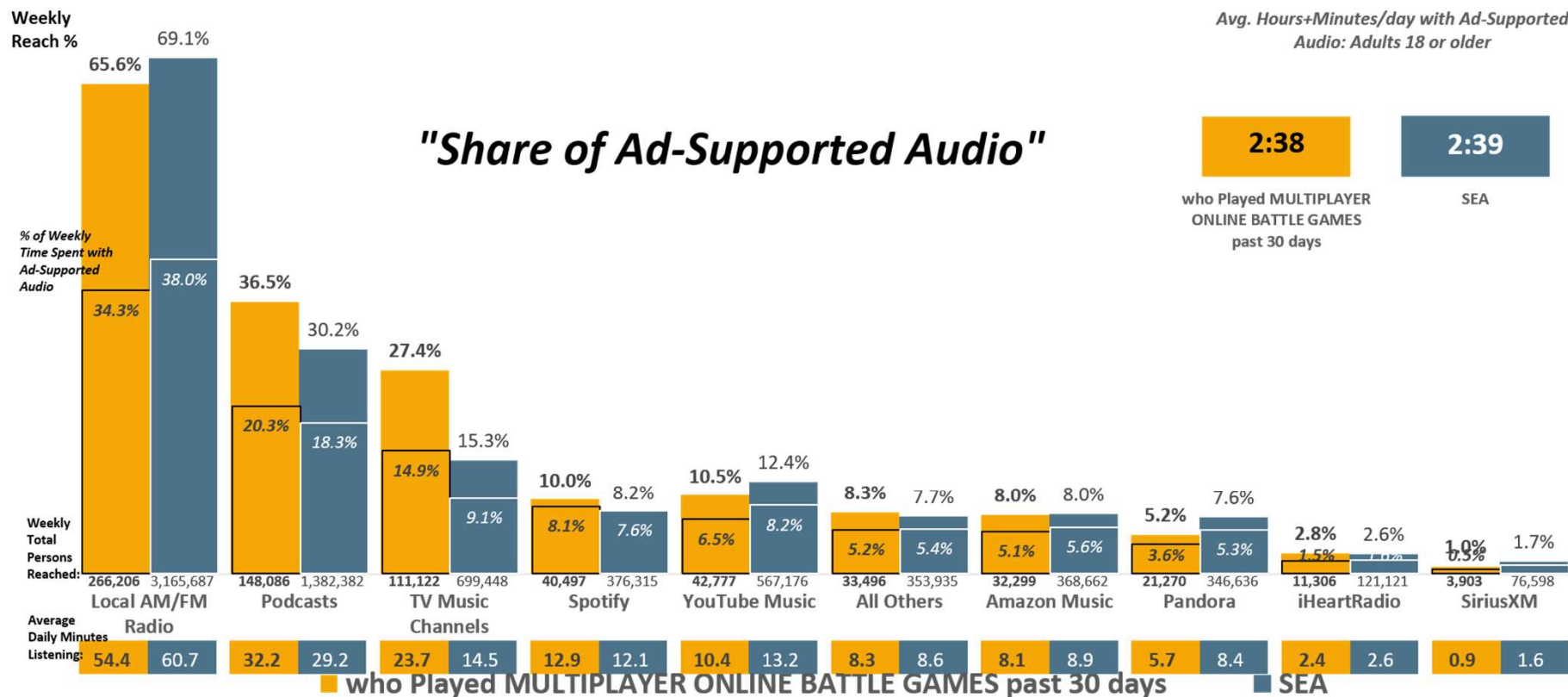


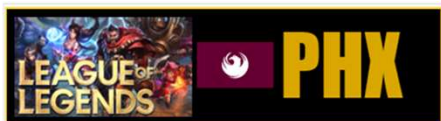
371,139 or 72.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.6 minutes every day representing 41.0% of all time spent daily with Ad-Supported Audio.



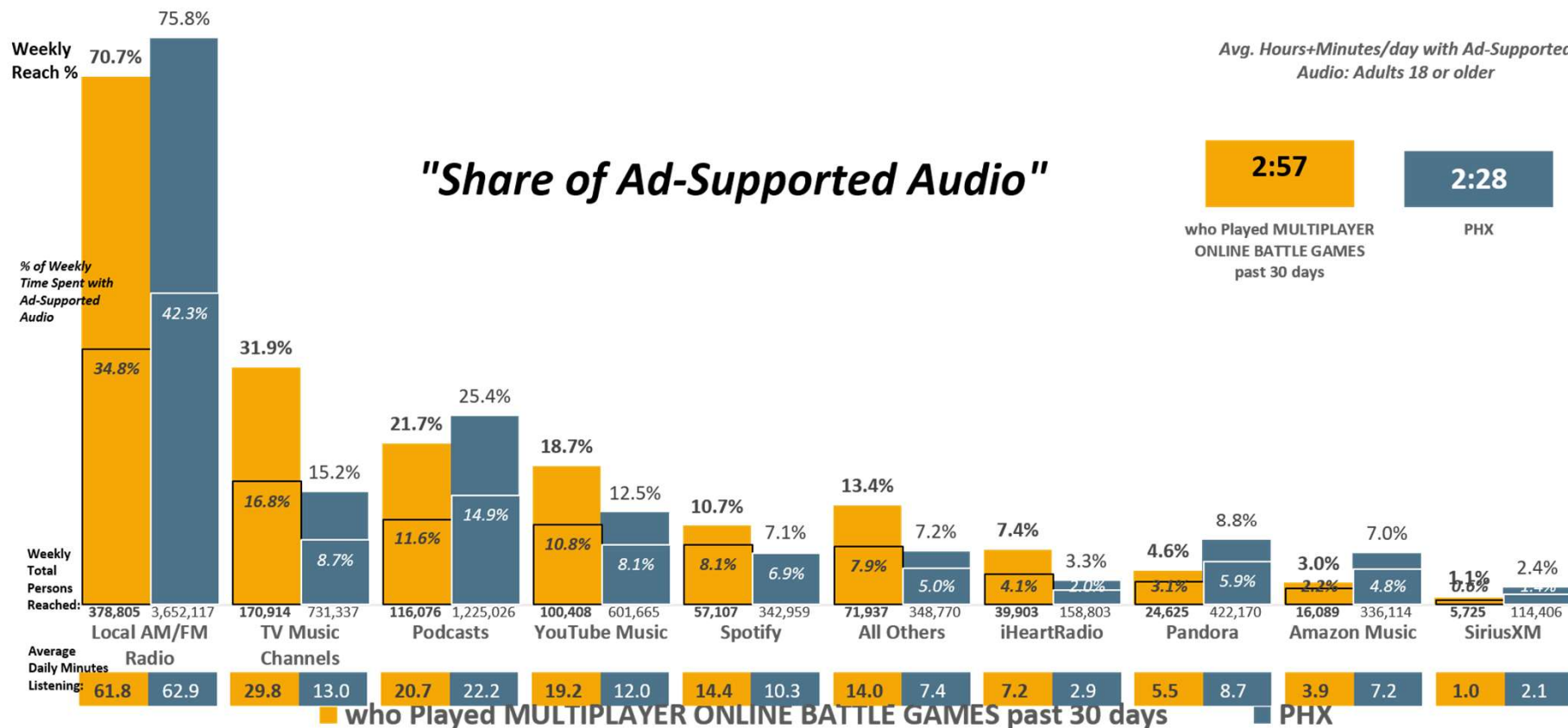


266,206 or 65.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.





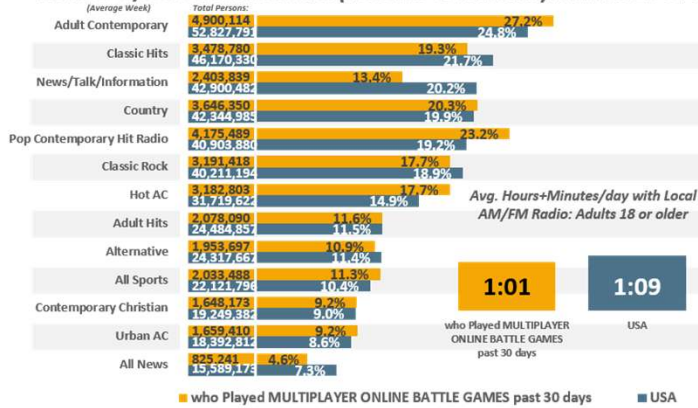
378,805 or 70.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.



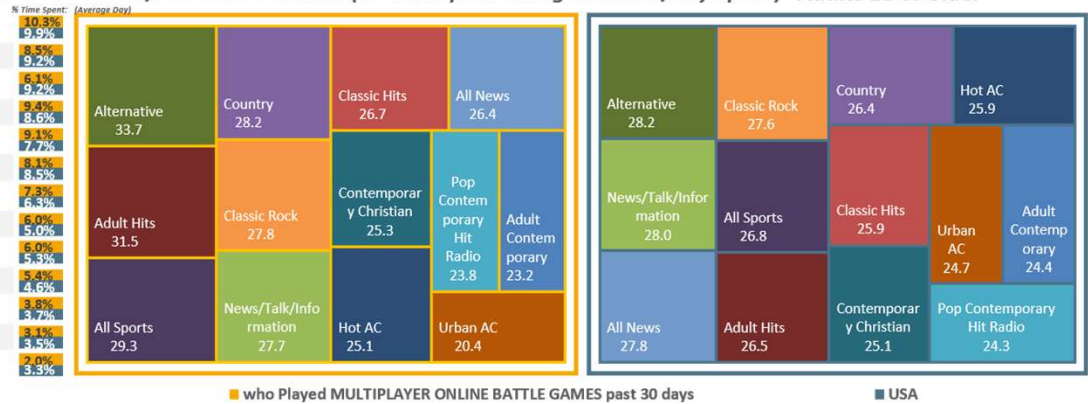


17,389,567 or 71.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

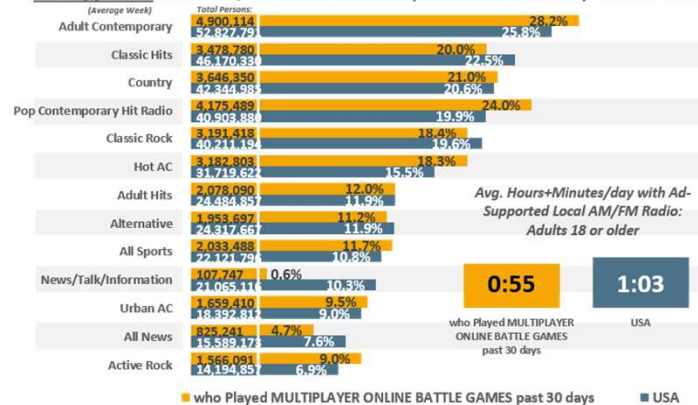
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



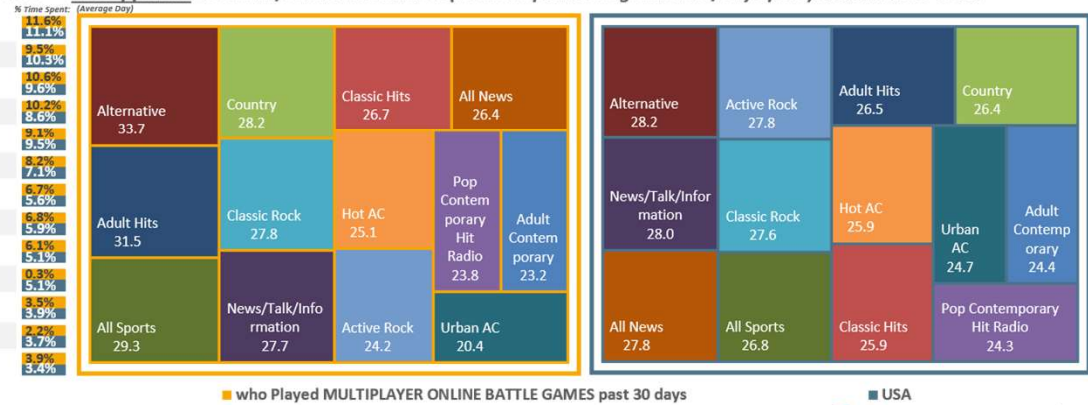
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



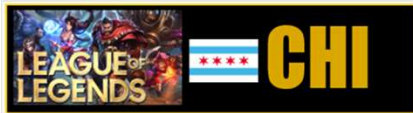
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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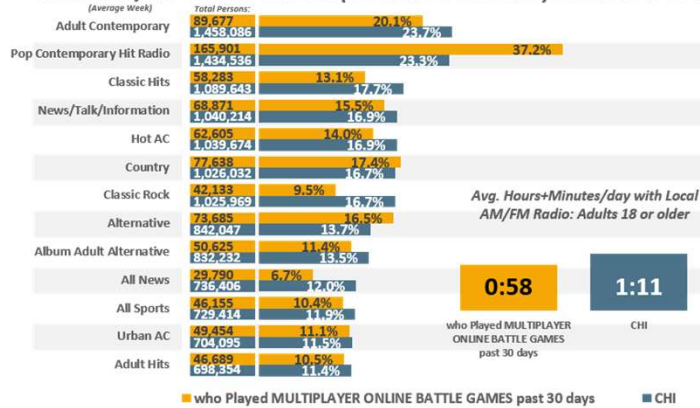
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

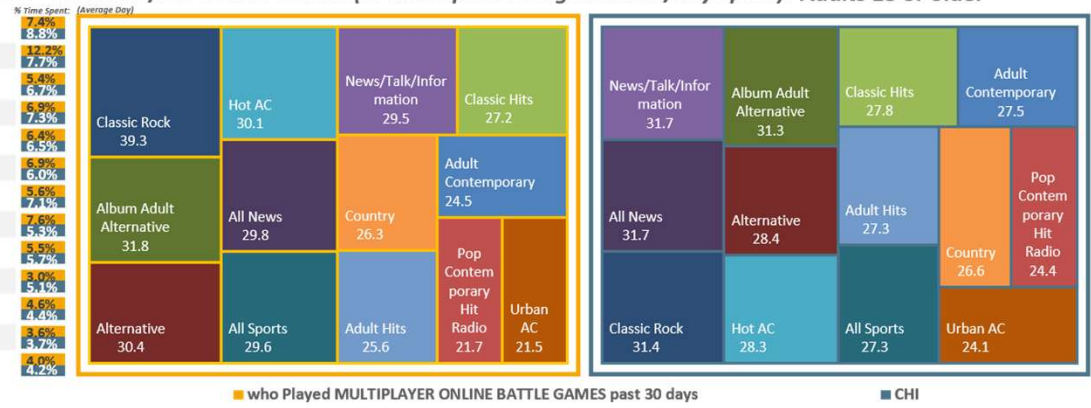


428,190 or 66.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Urban Contemporary, Country, and Alternative.

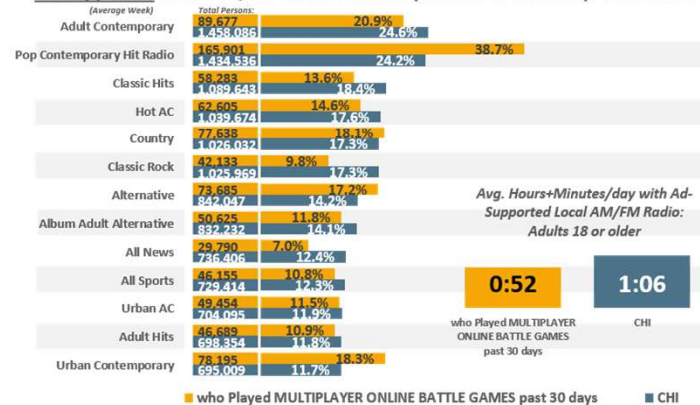
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



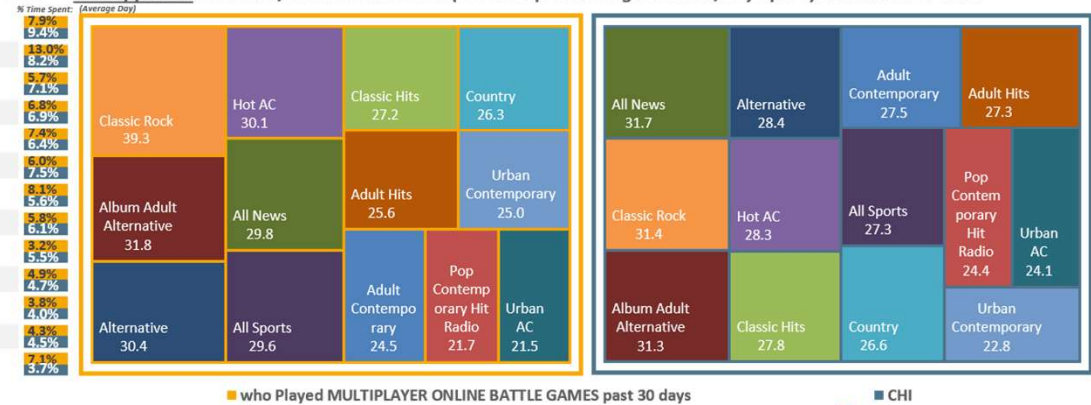
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

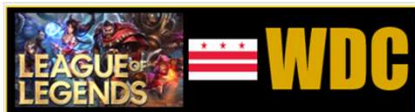


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



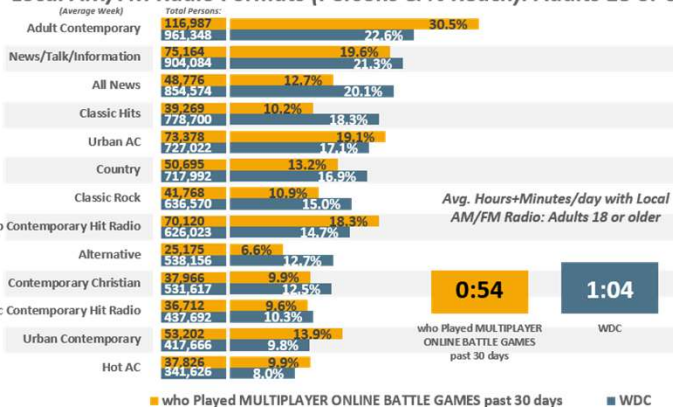
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



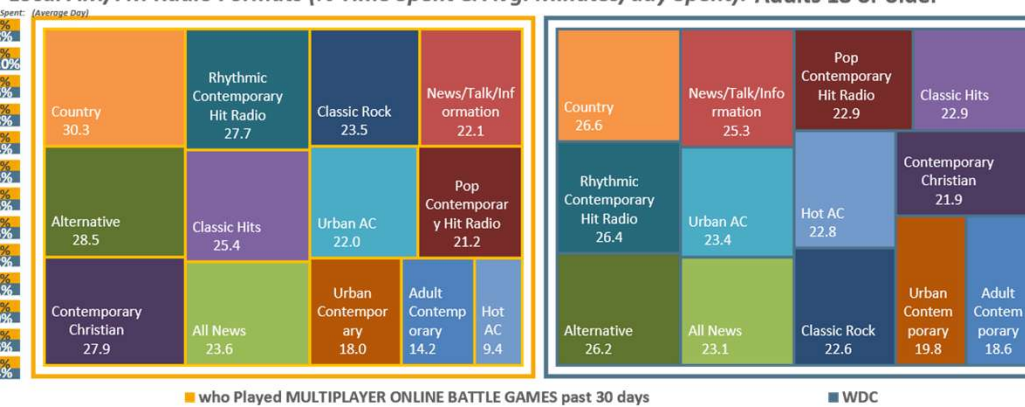


371,139 or 72.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Pop Contemporary Hit Radio, Urban Contemporary, and Country.

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



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



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



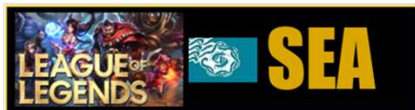
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 524
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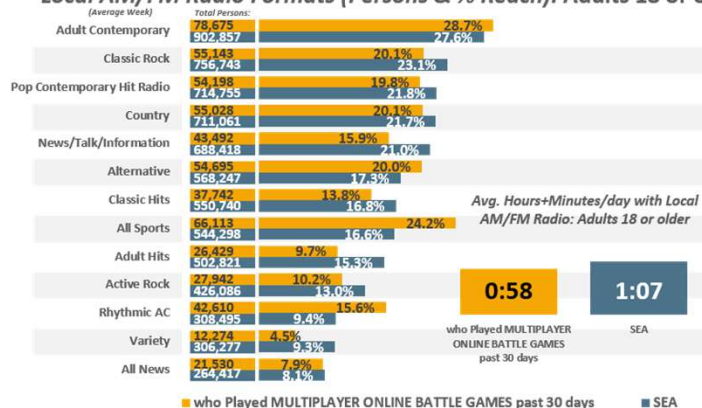
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

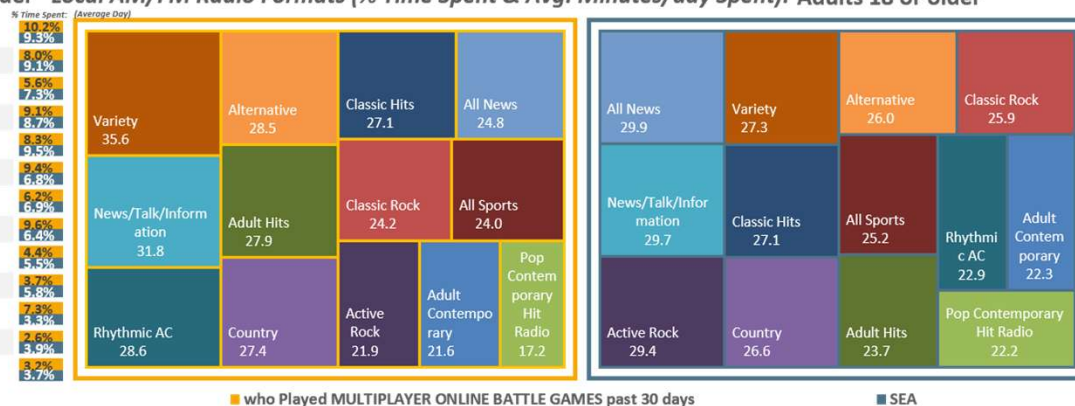


266,206 or 65.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All Sports, Classic Rock, Country, and Alternative.

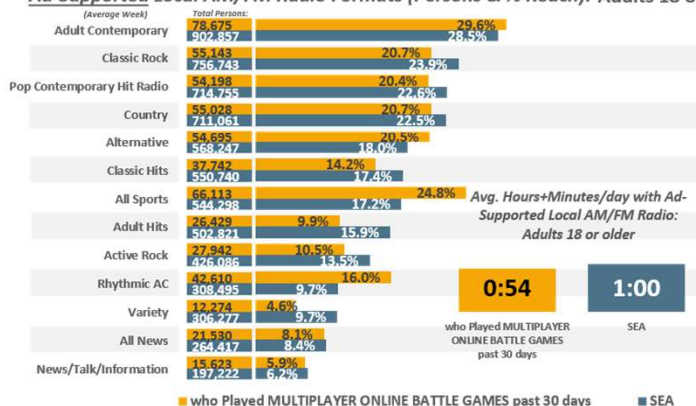
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



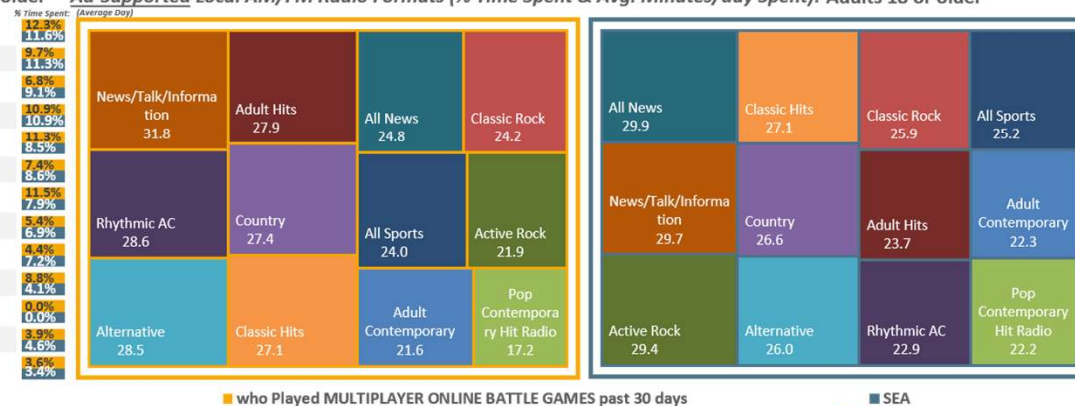
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

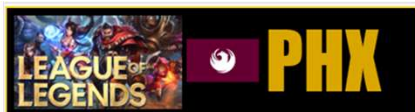


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



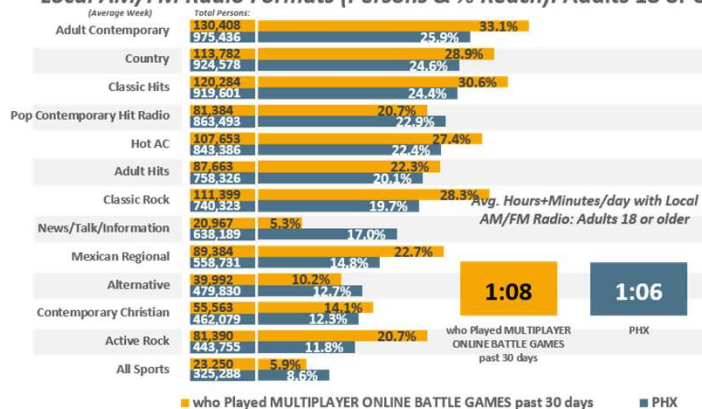
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



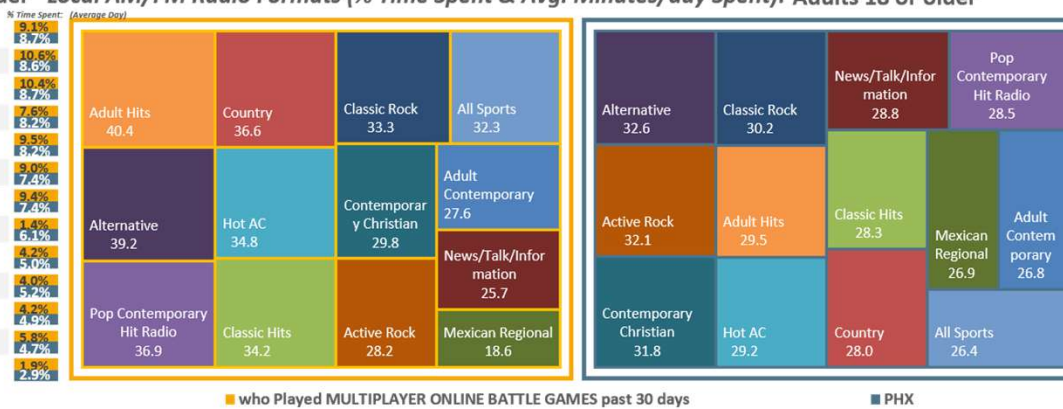


378,805 or 70.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Hot AC.

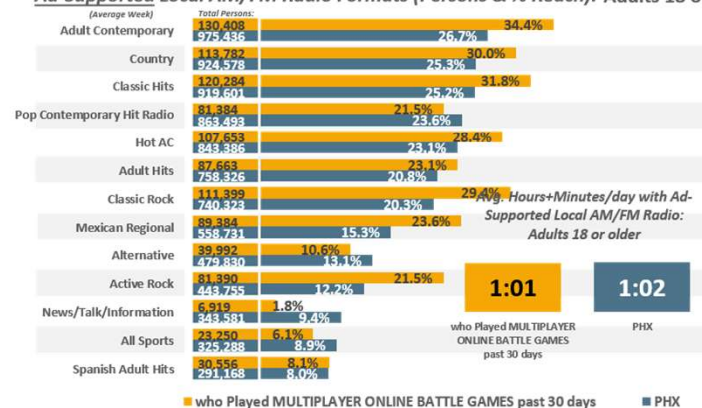
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



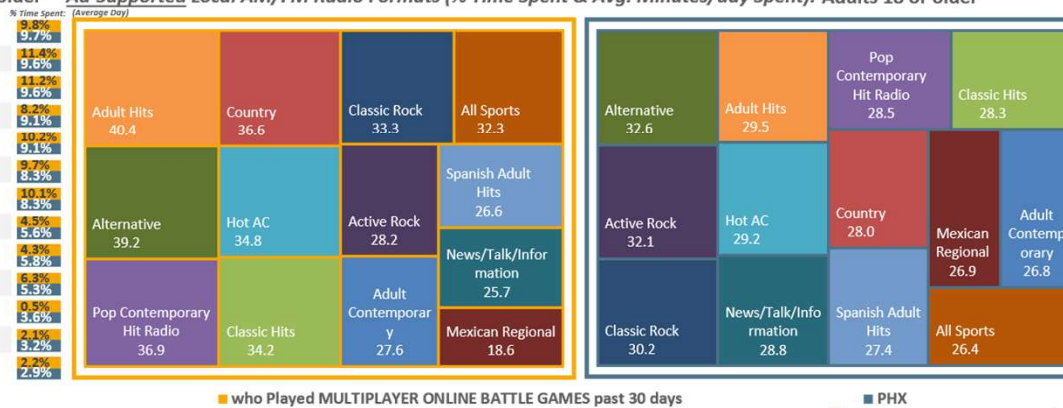
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 228
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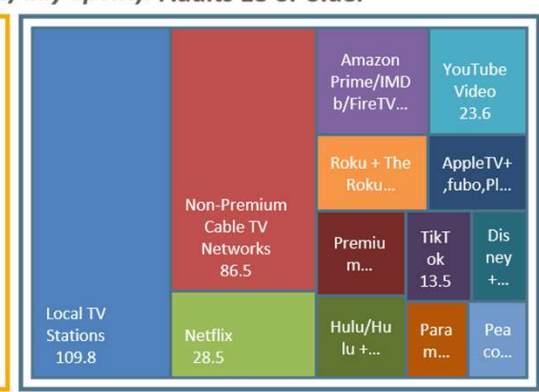
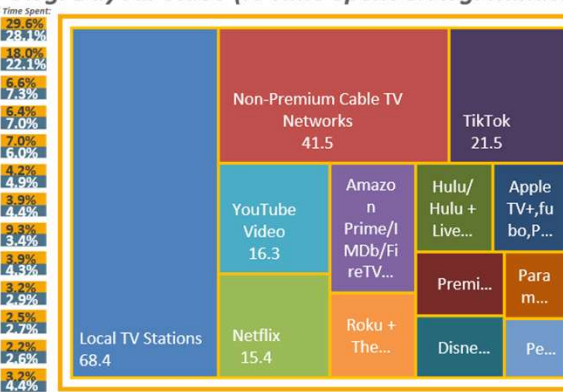
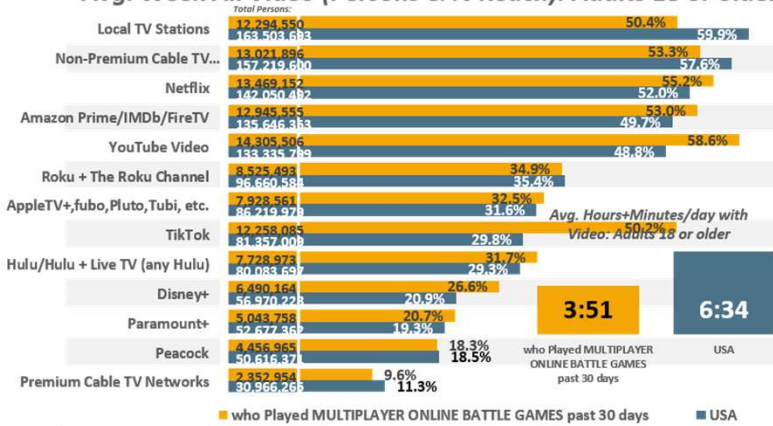
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



12,102,336 or 49.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 64.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

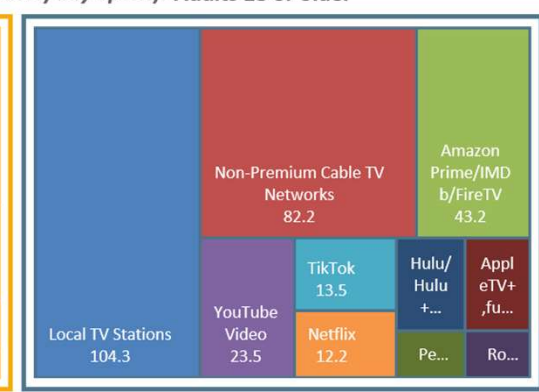
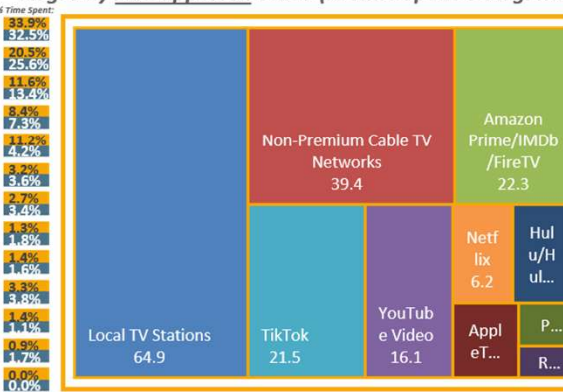
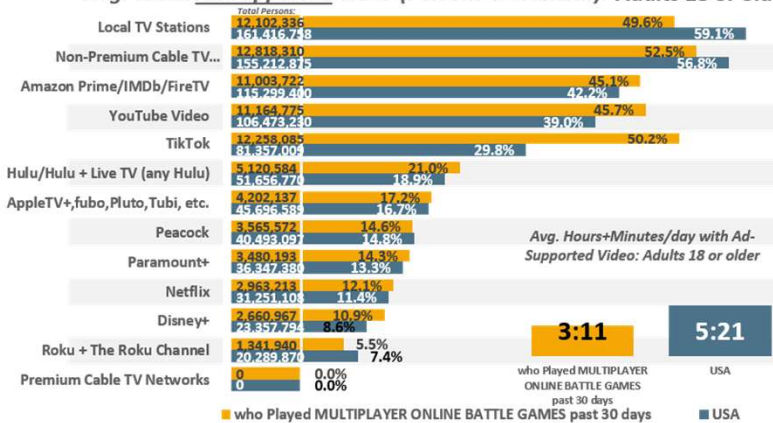
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

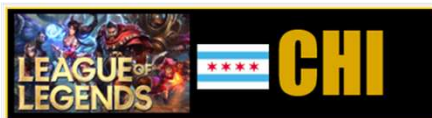
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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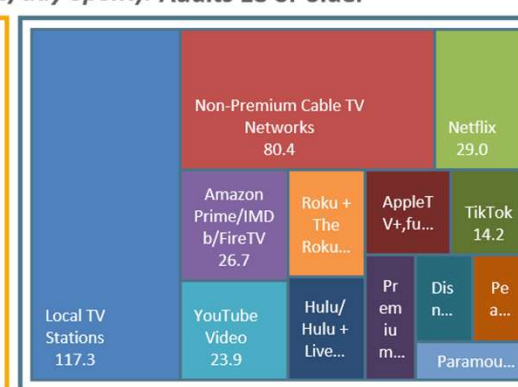
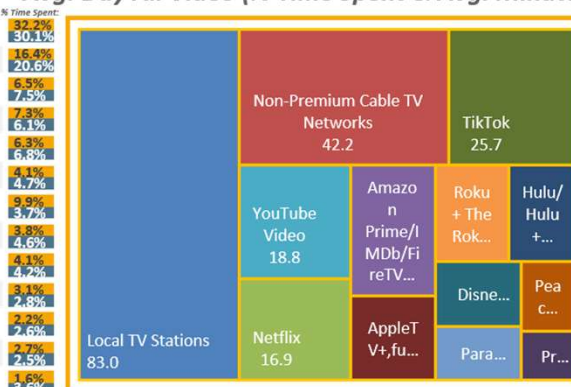
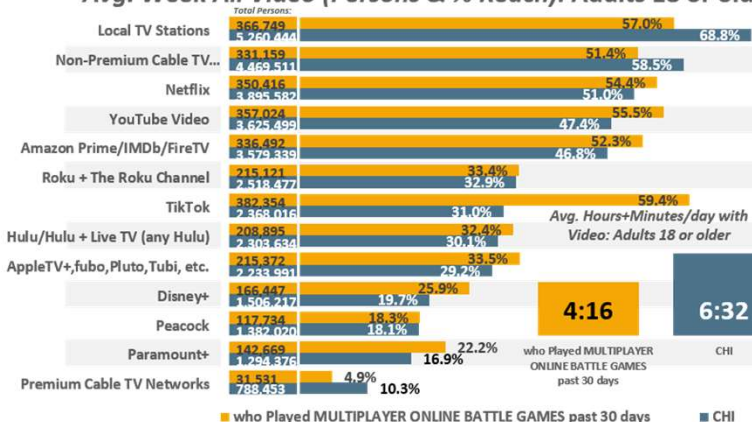
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



363,209 or 56.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 78.5 minutes every day representing 37.0% of all time spent daily with Ad-Supported Video.

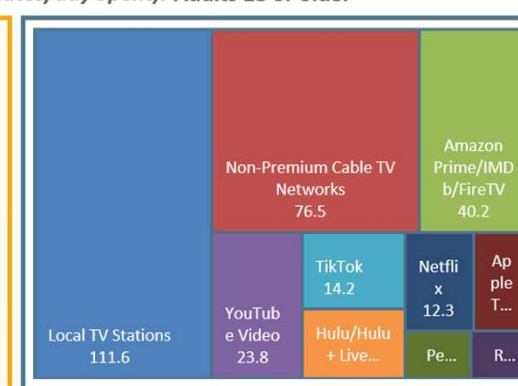
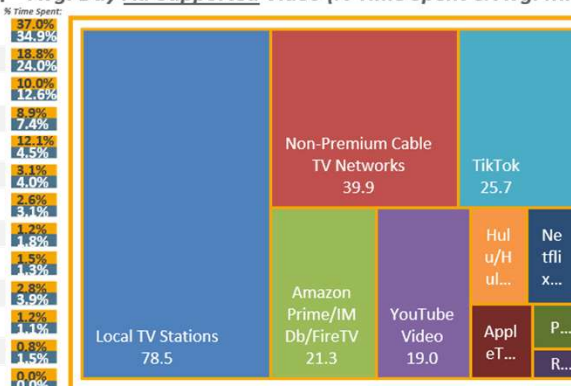
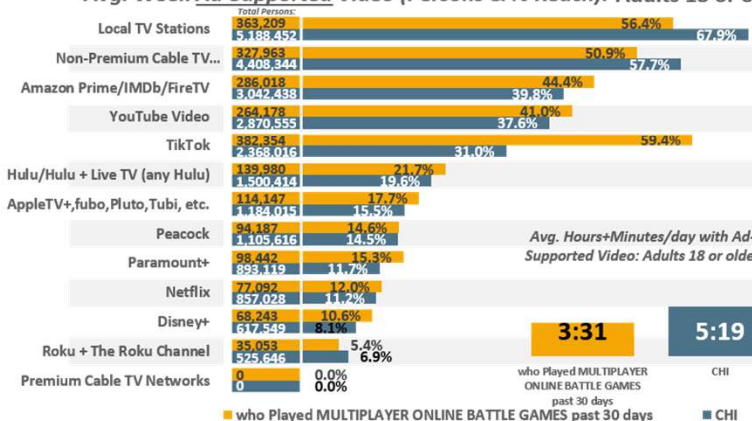
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R1 2026: Feb25-Feb26 Qual Intab 295
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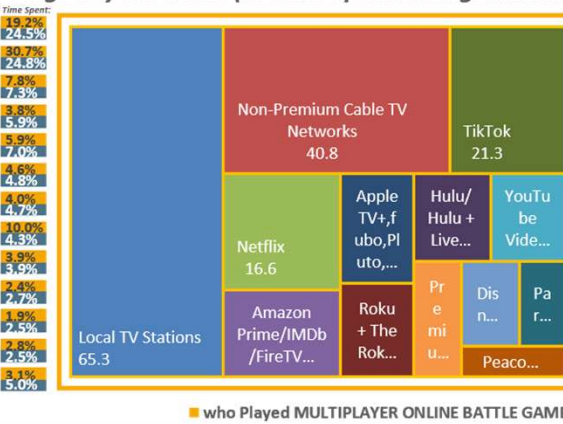
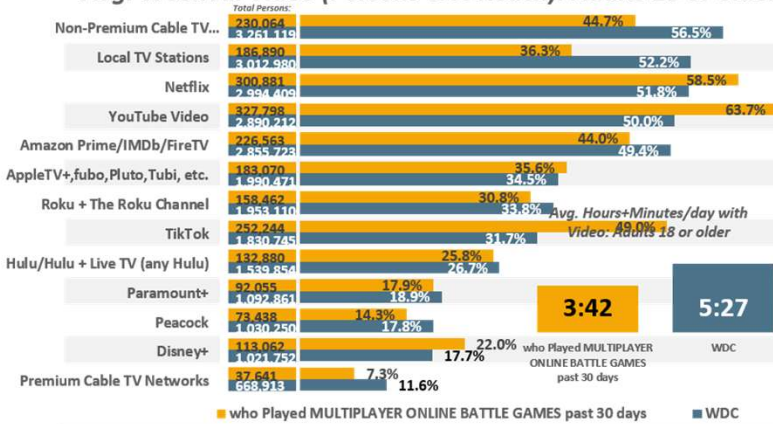
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



184,616 or 35.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 63.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

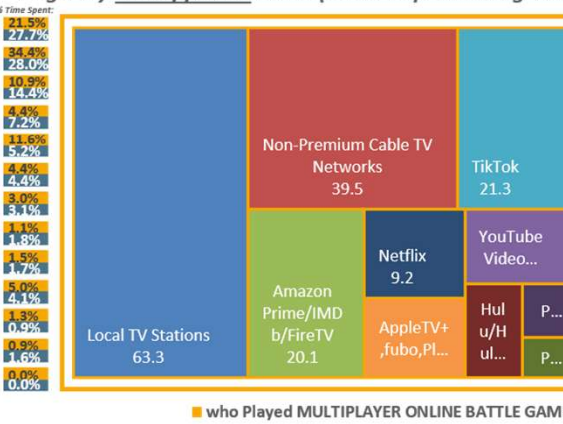
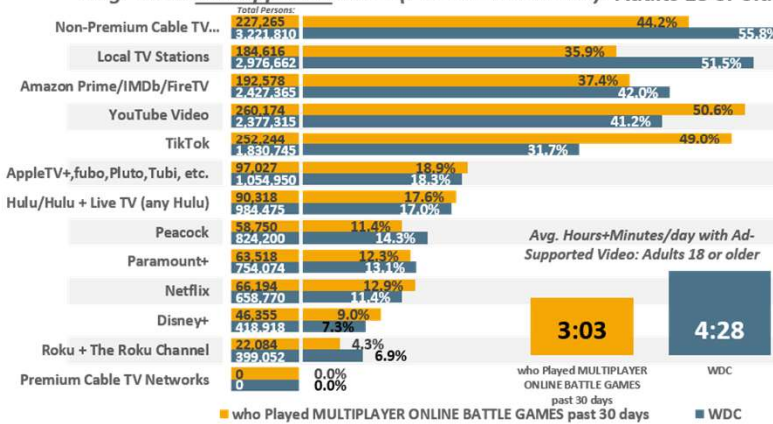
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 524
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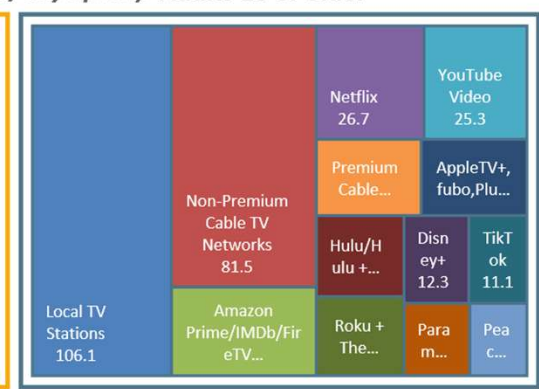
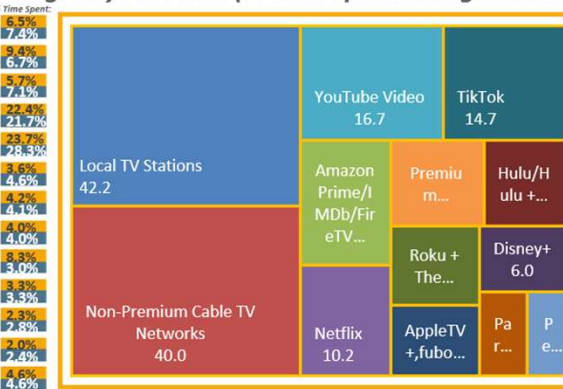
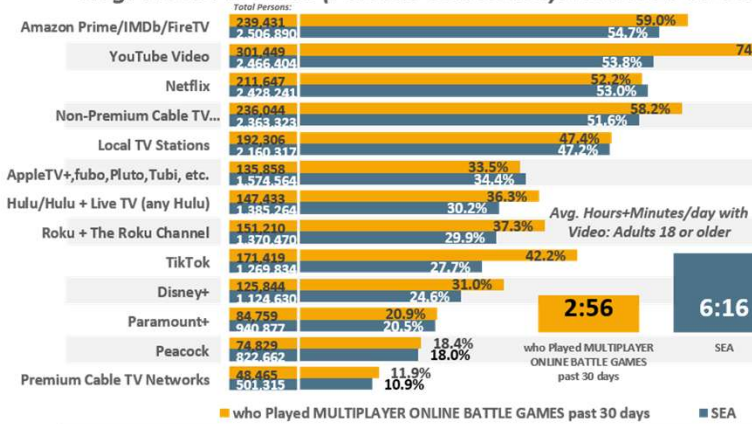
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



189,979 or 46.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 39.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

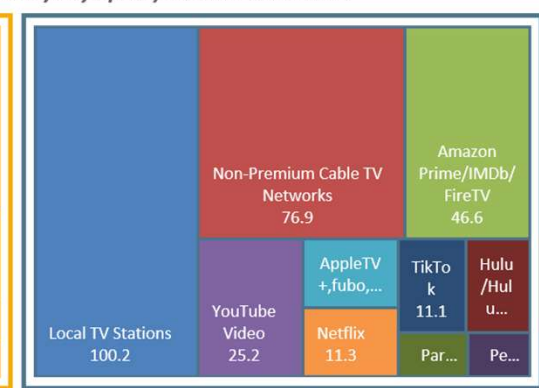
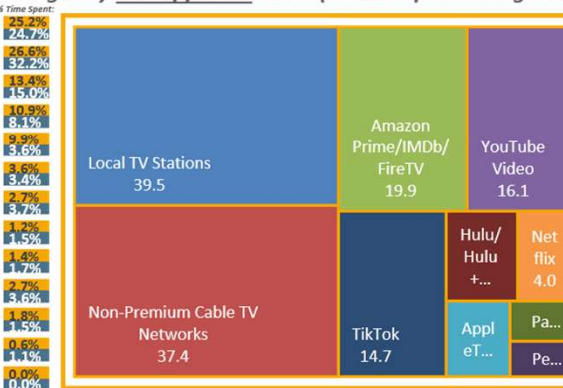
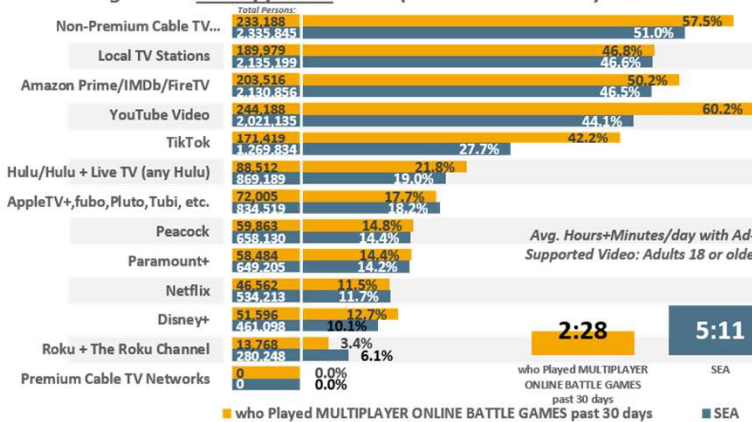
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

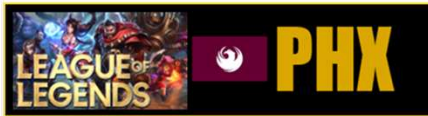
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294
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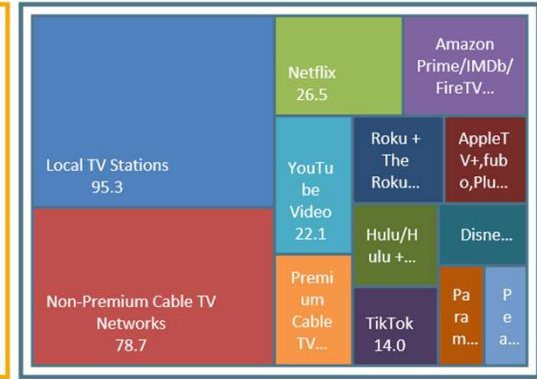
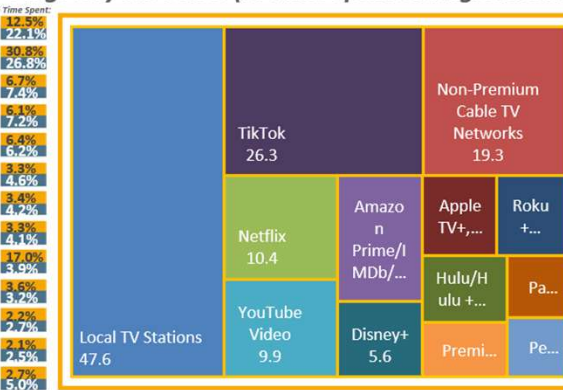
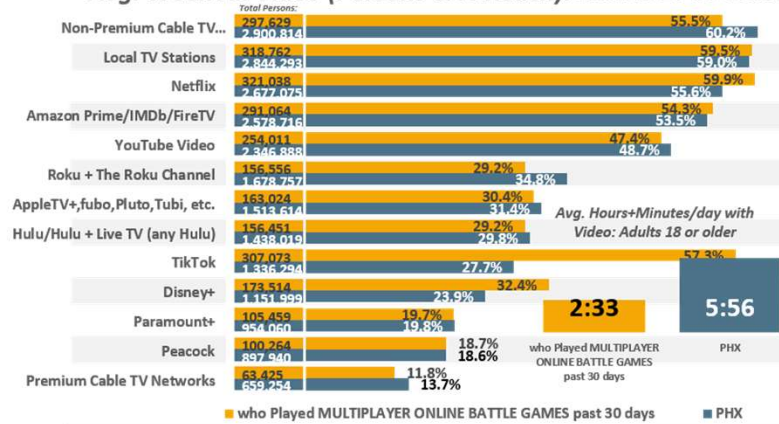
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



310,578 or 57.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 45.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Video.

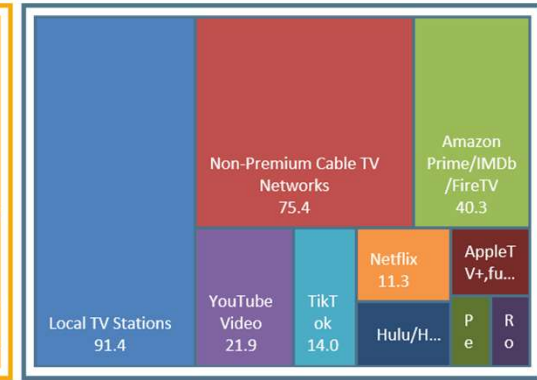
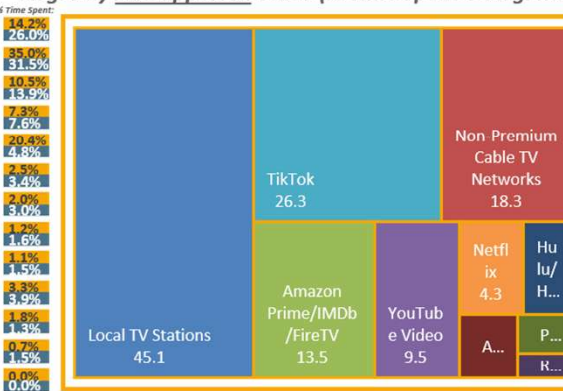
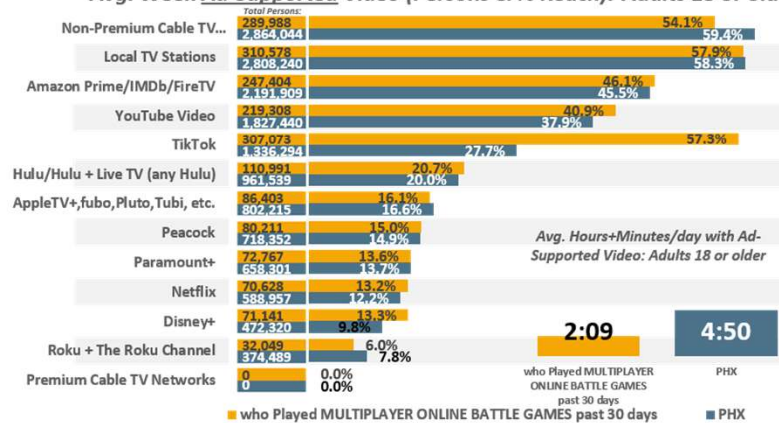
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



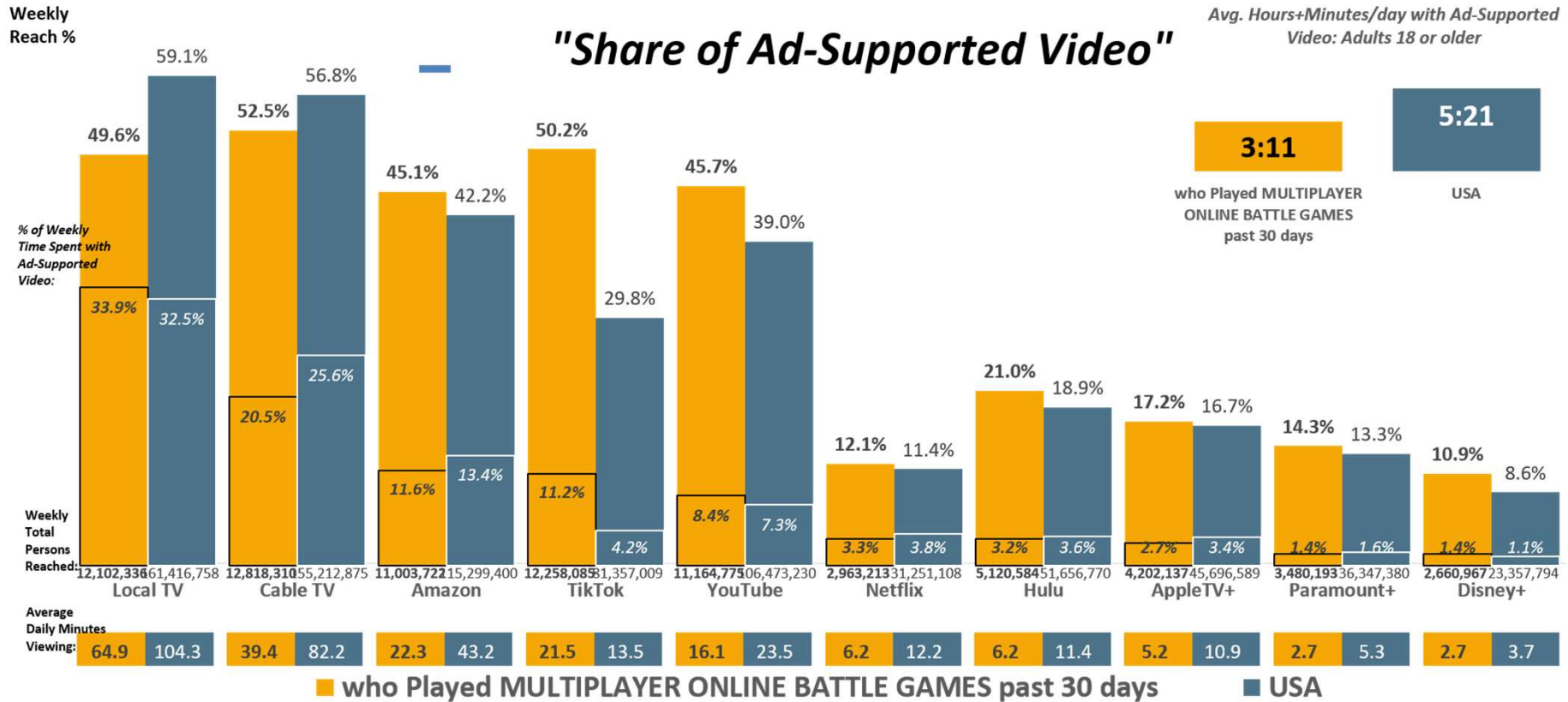
PHX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 228
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



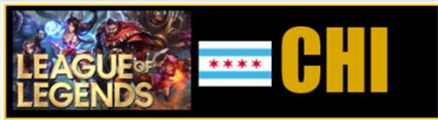
12,102,336 or 49.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 64.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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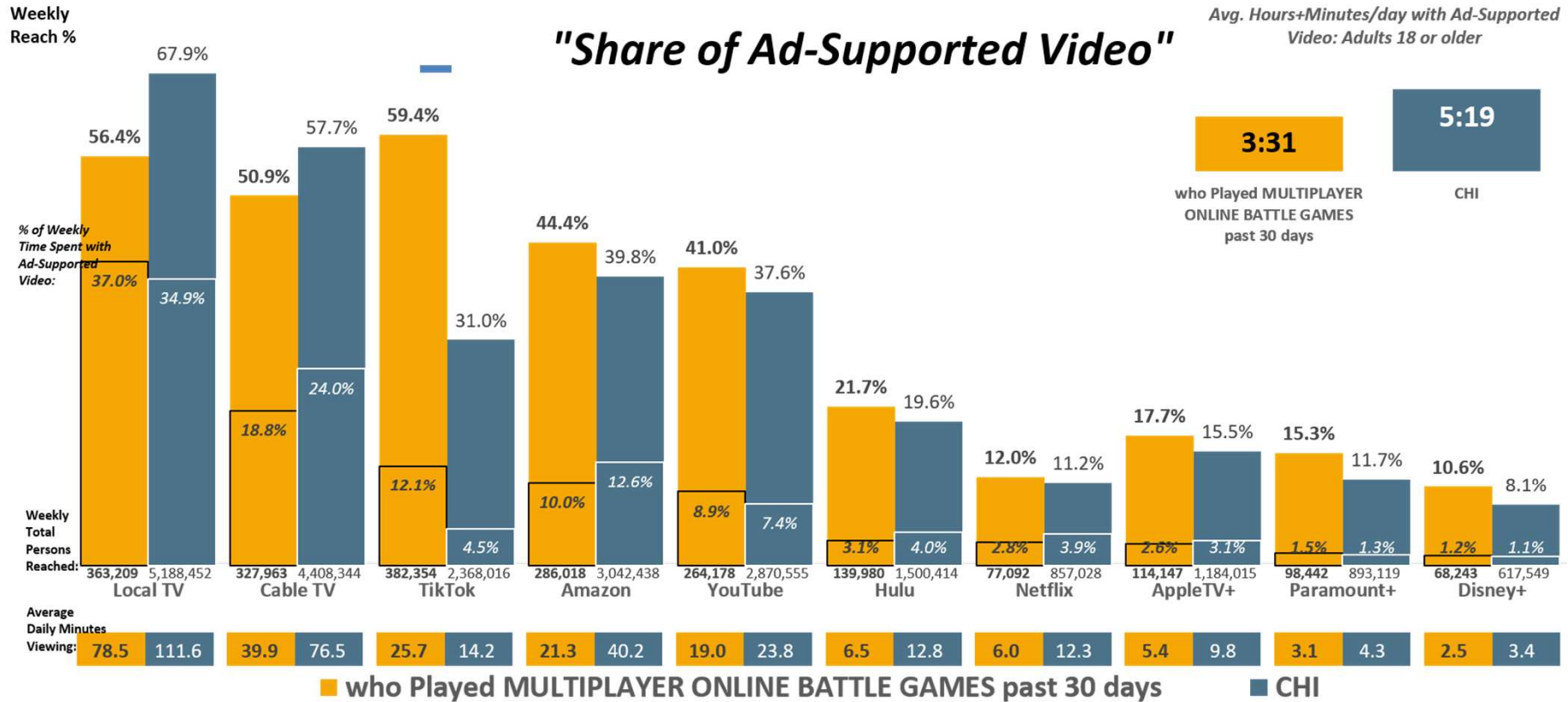
soefa.ai Share of Everything for Anything

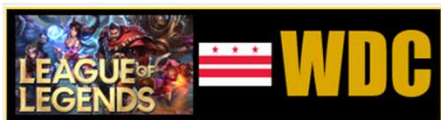
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



363,209 or 56.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 78.5 minutes every day representing 37.0% of all time spent daily with Ad-Supported Video.

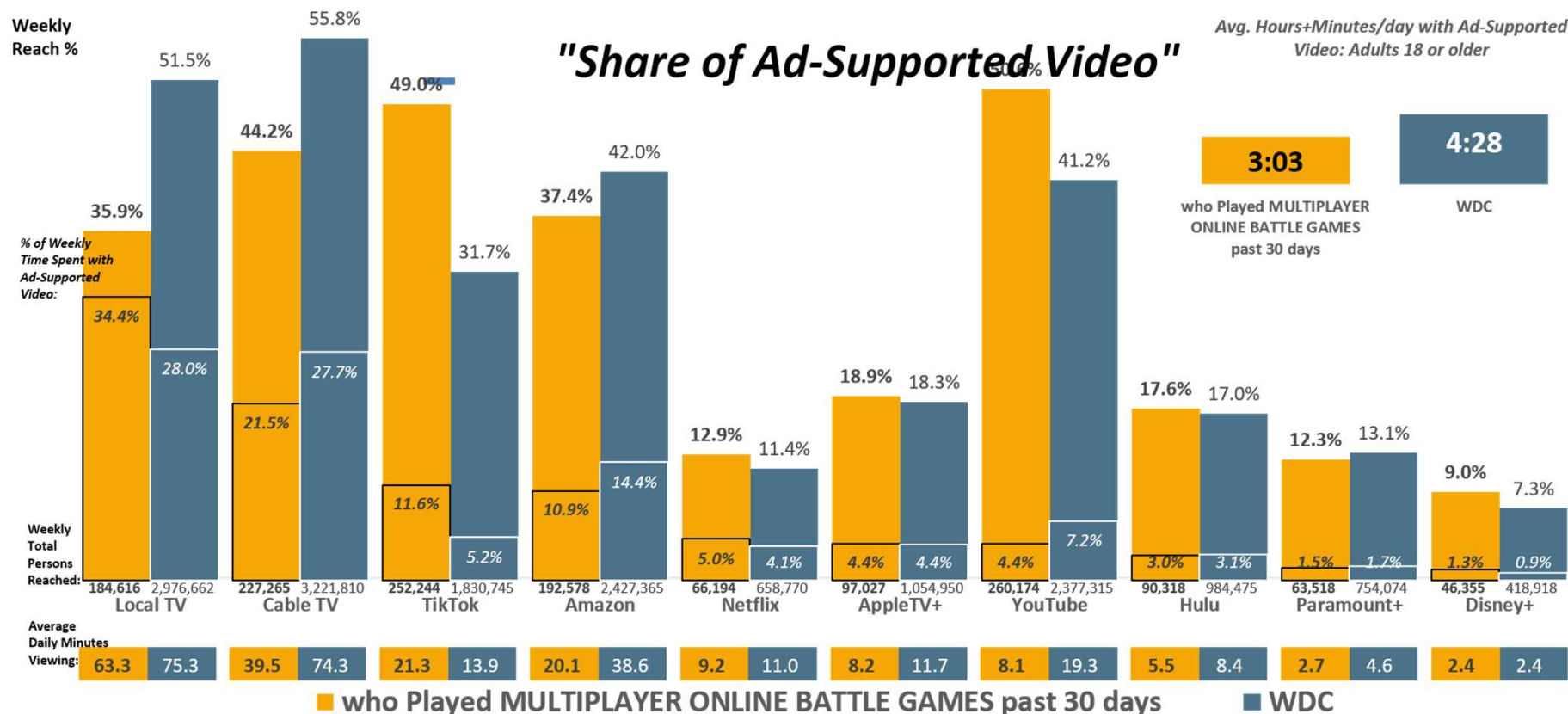
"Share of Ad-Supported Video"

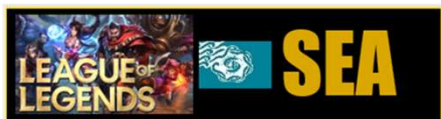




184,616 or 35.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 63.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



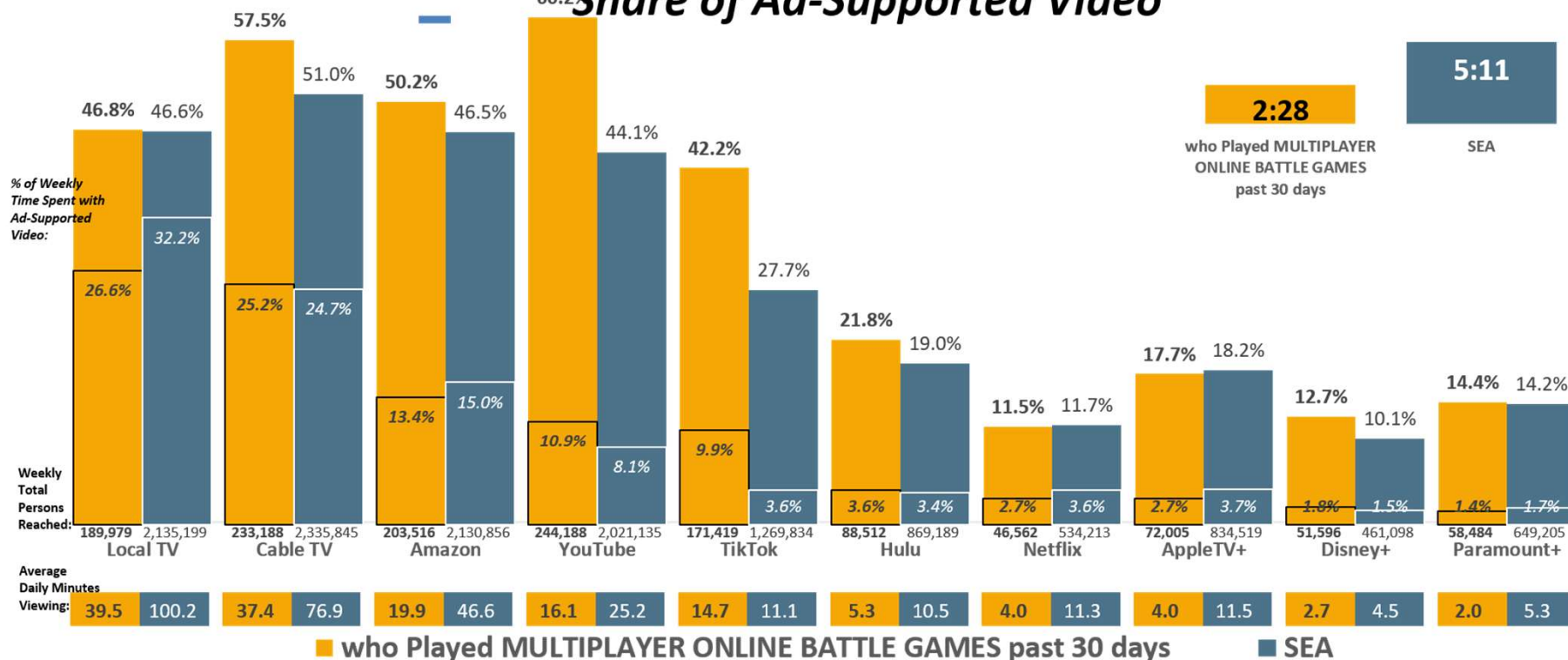


189,979 or 46.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 39.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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

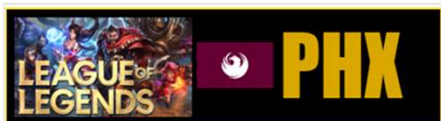


■ who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days ■ SEA

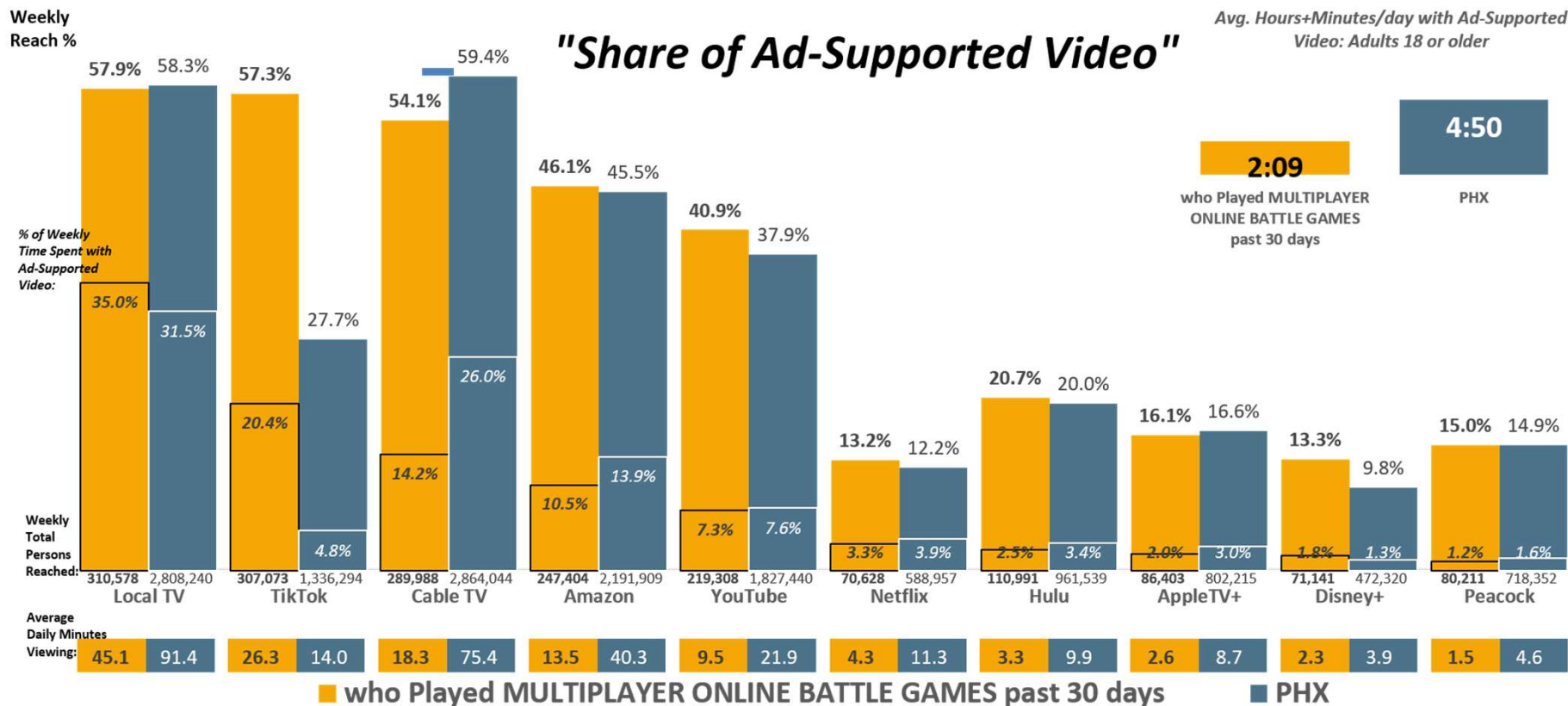
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



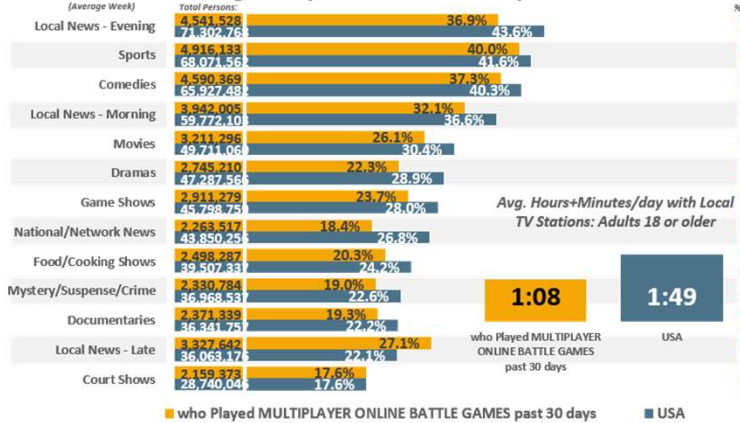
310,578 or 57.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations for an average of 45.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Video.



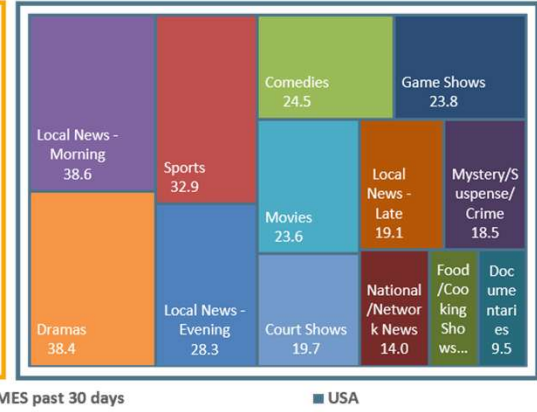
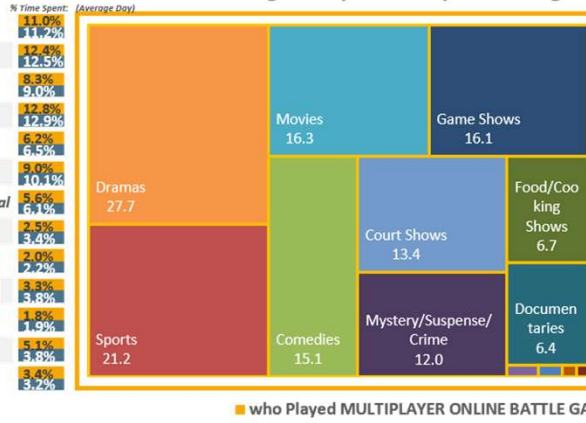


12,102,336 or 49.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Local News - Late, and Movies.

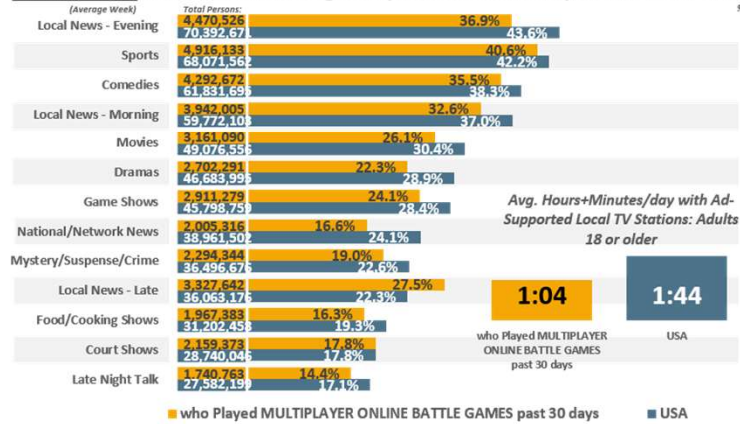
Local TV Station Programs (Persons & % Reach): Adults 18 or older



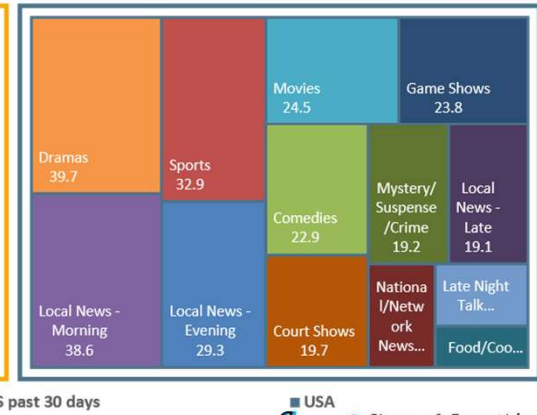
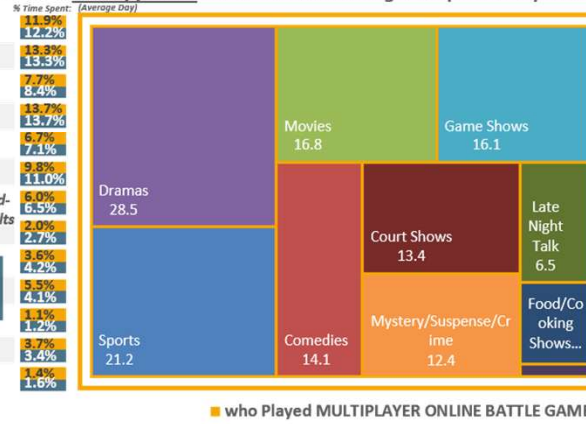
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

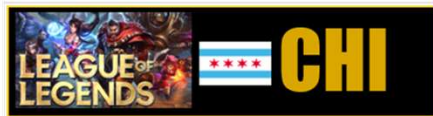


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days

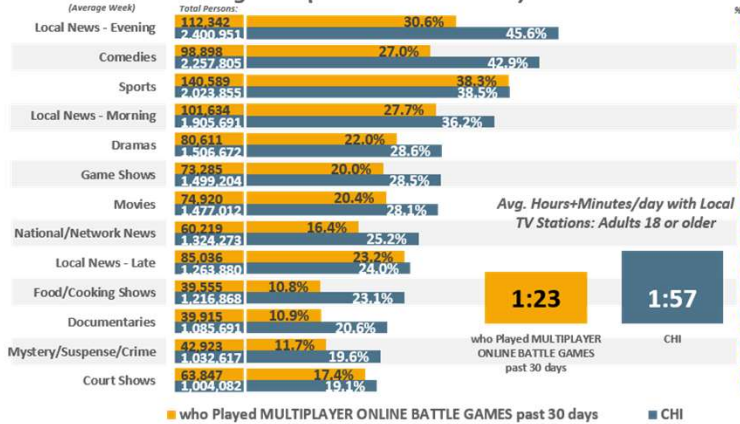
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

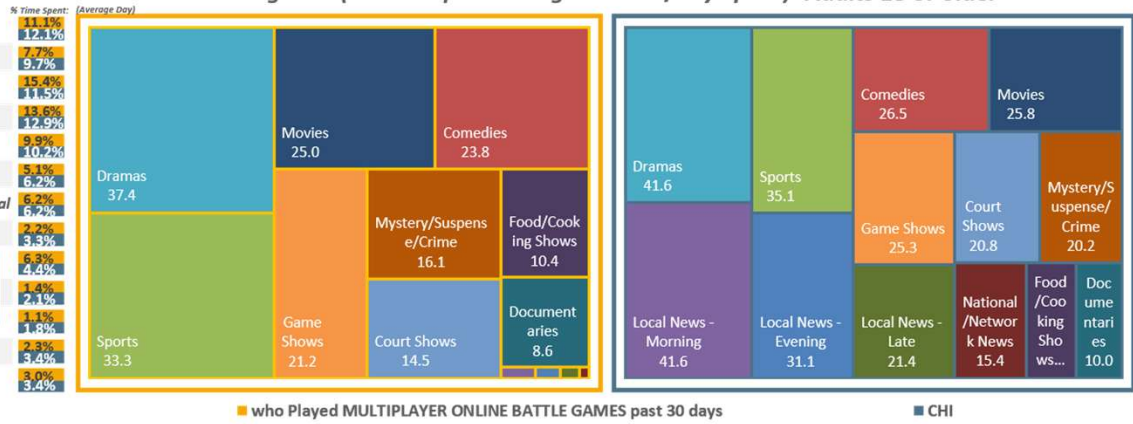


363,209 or 56.4% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Dramas.

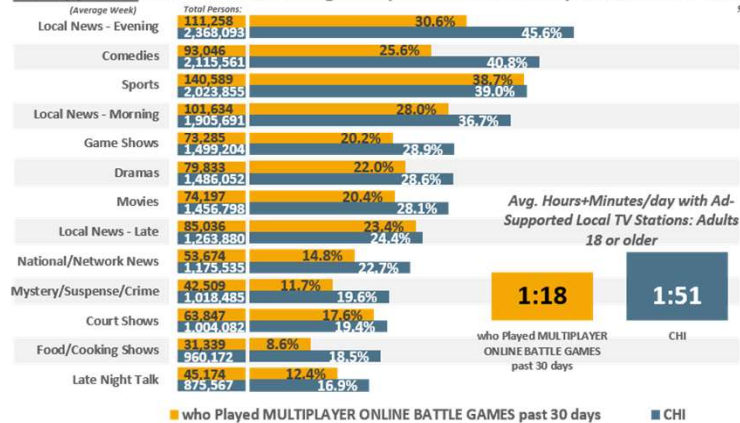
Local TV Station Programs (Persons & % Reach): Adults 18 or older



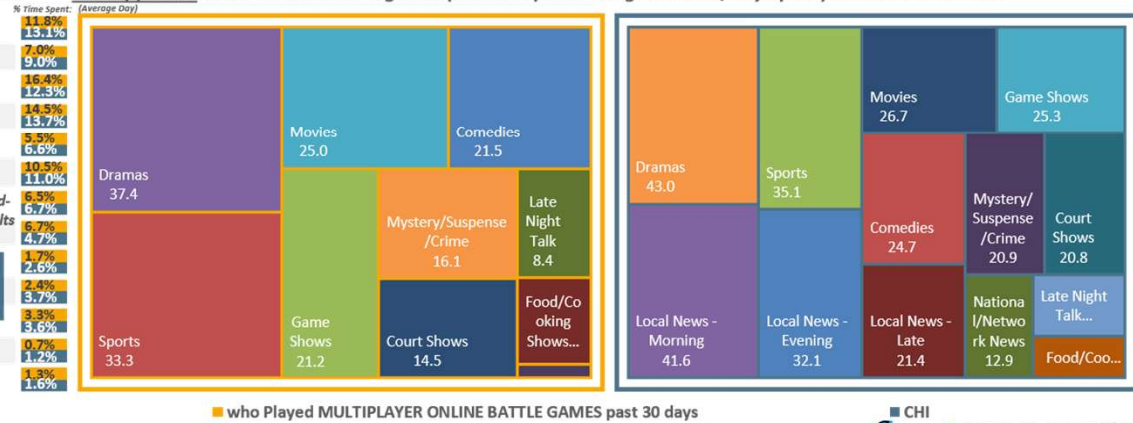
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



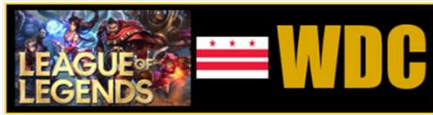
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 295
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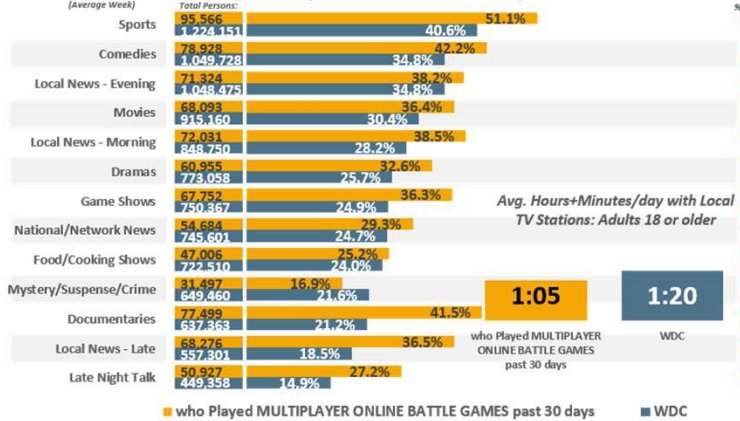
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

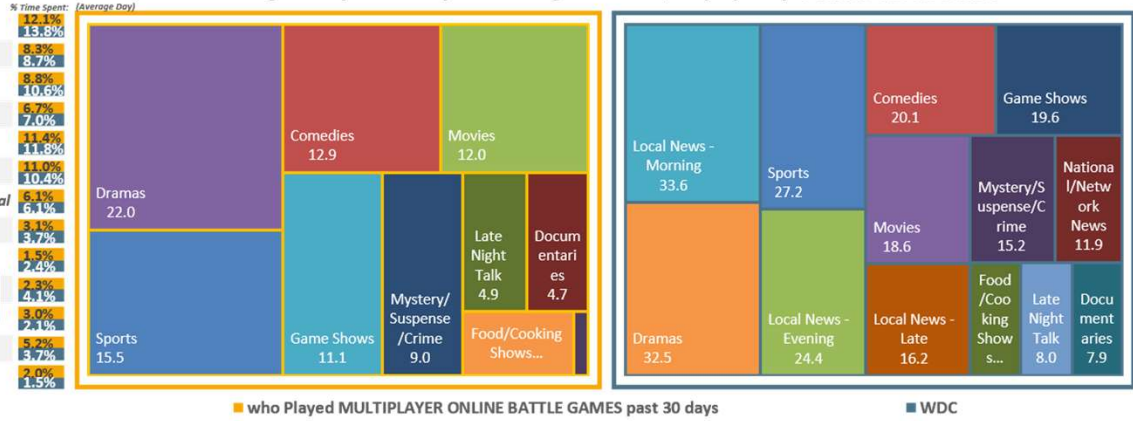


184,616 or 35.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Local News - Late, and Game Shows.

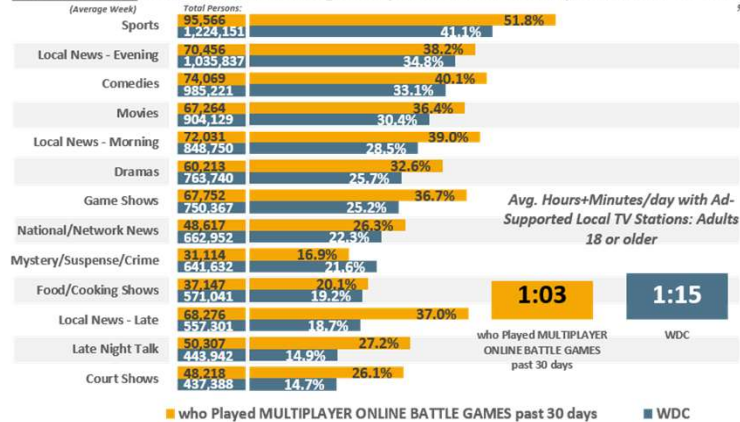
Local TV Station Programs (Persons & % Reach): Adults 18 or older



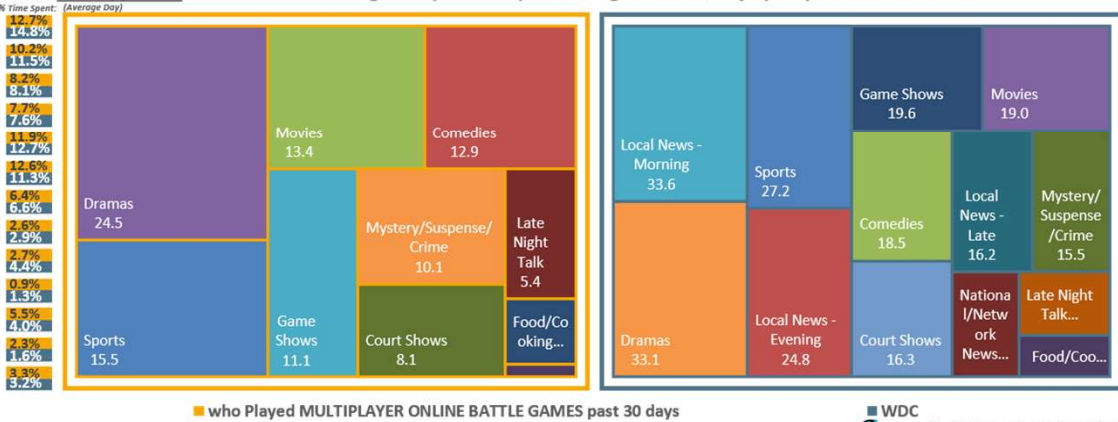
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 524
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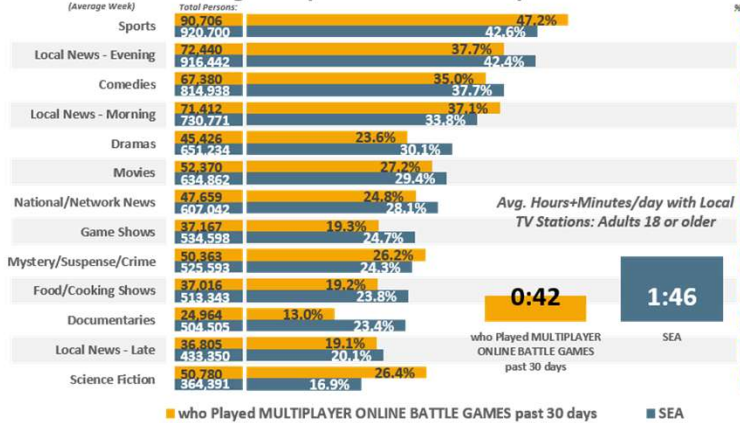
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

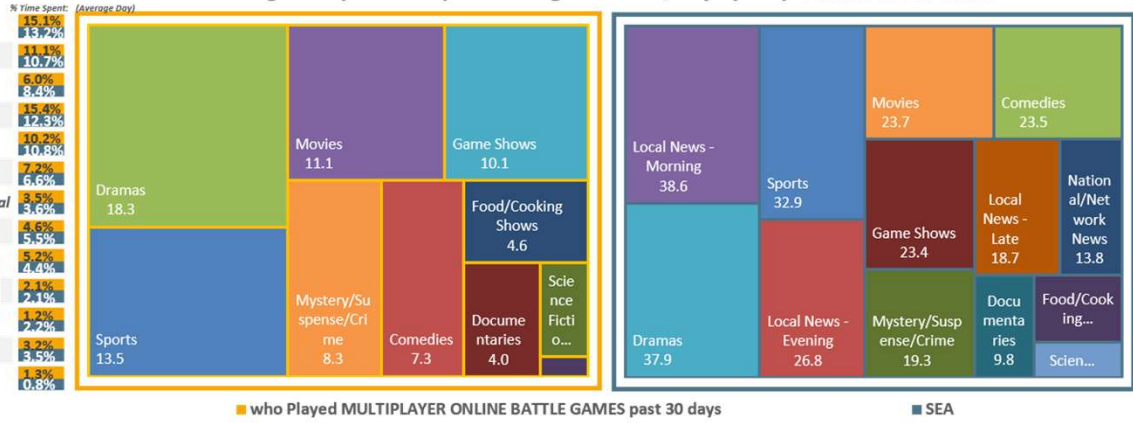


189,979 or 46.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Science Fiction.

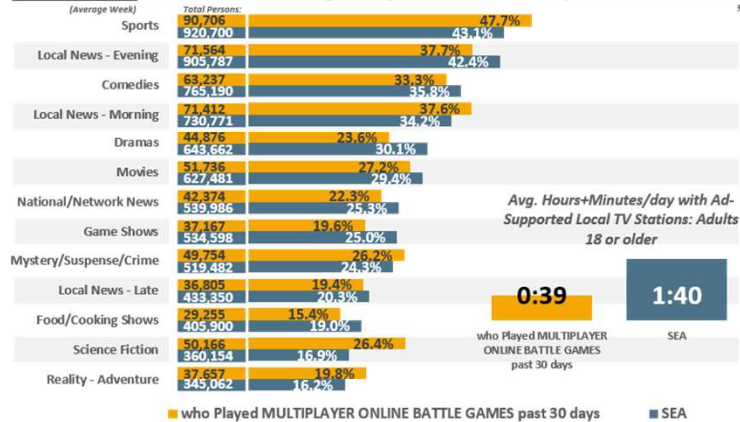
Local TV Station Programs (Persons & % Reach): Adults 18 or older



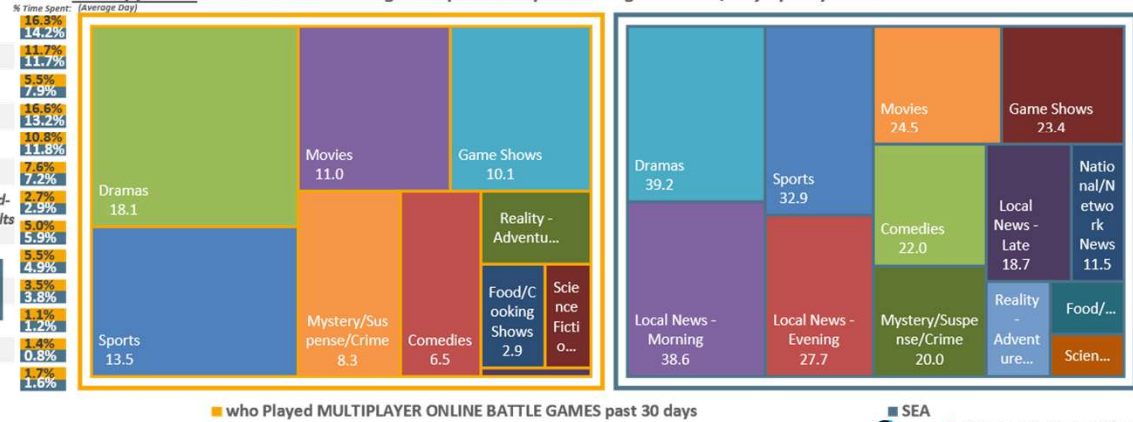
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

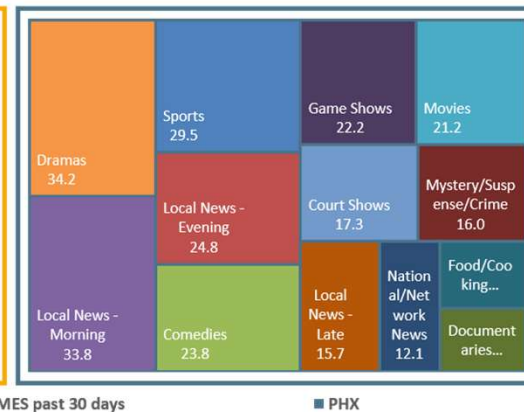
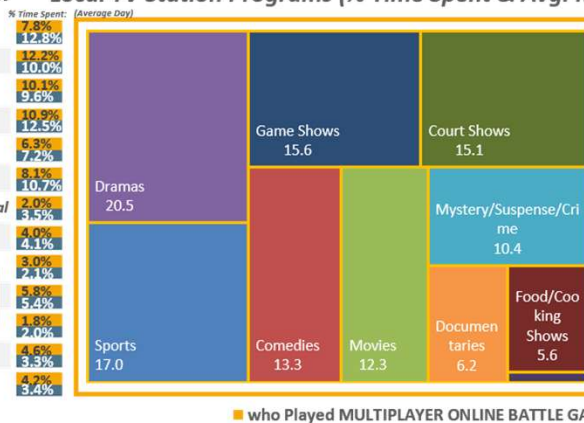


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

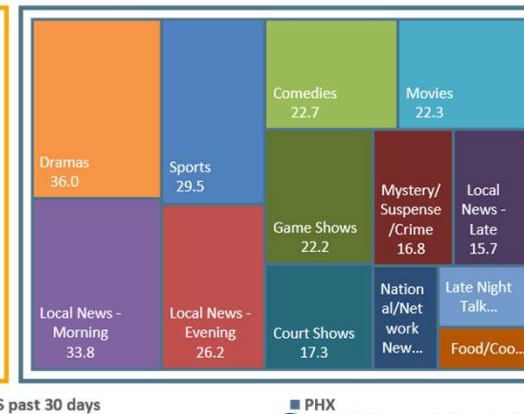
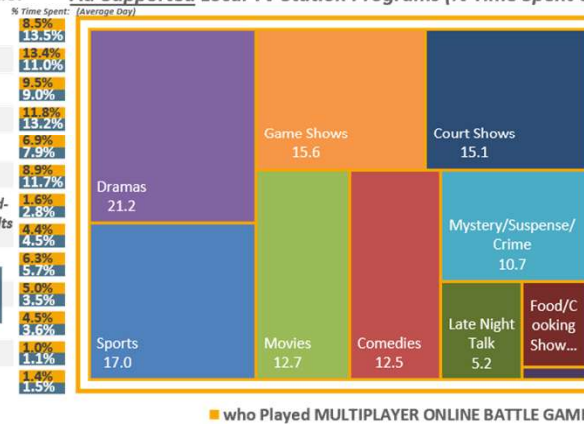




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

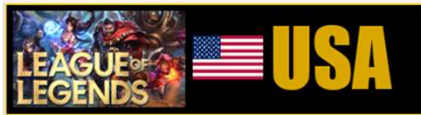


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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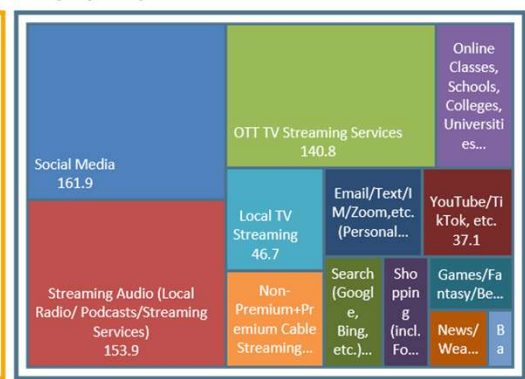
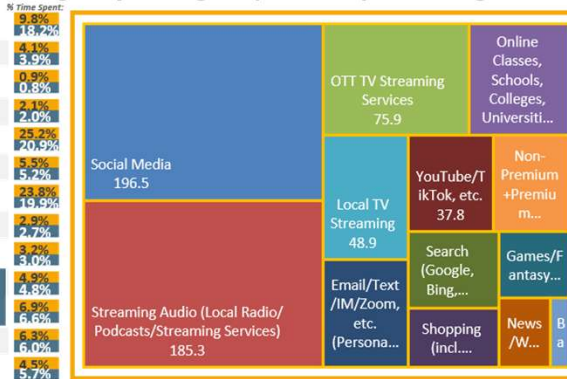
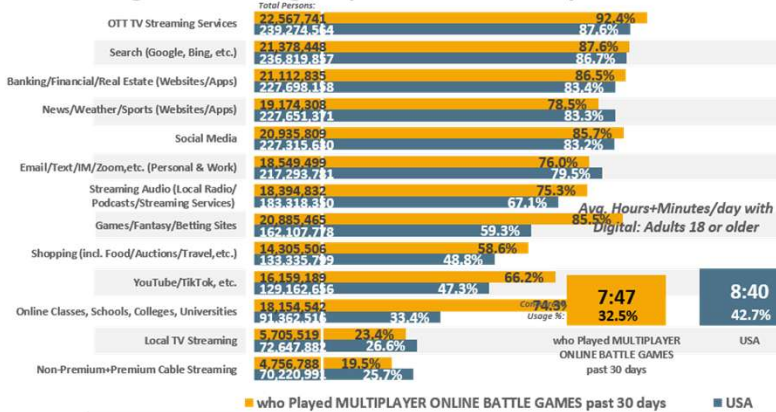
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



16,498,079 or 67.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Social Media for an average of 154.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

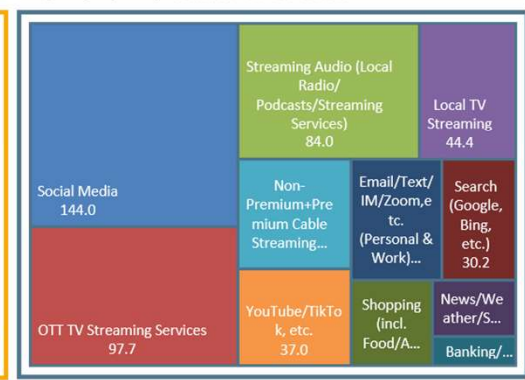
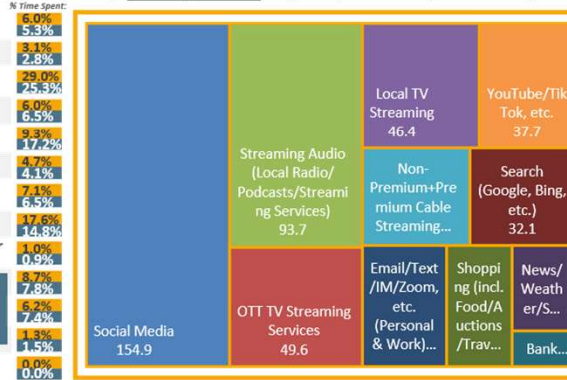
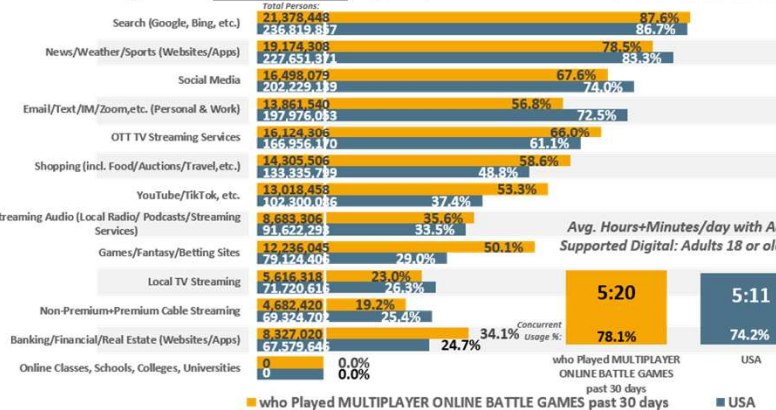
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

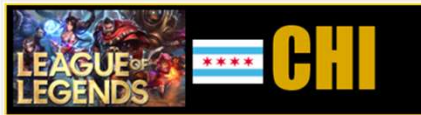
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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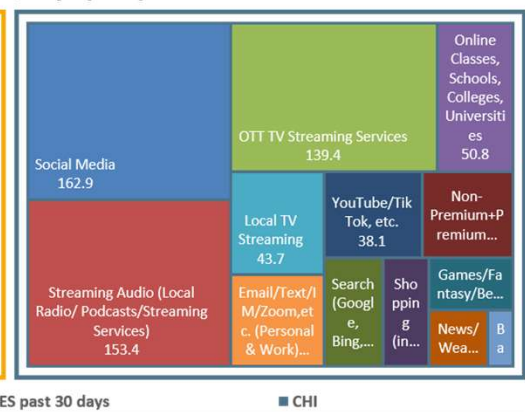
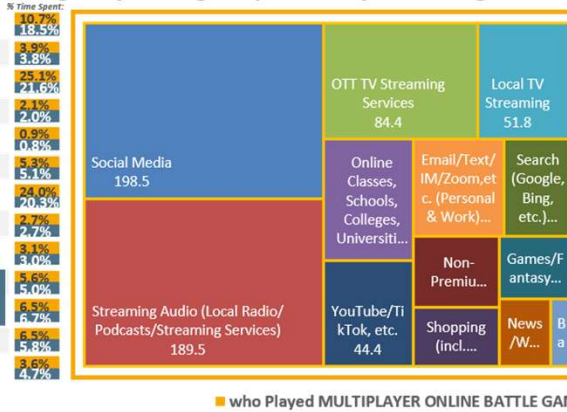
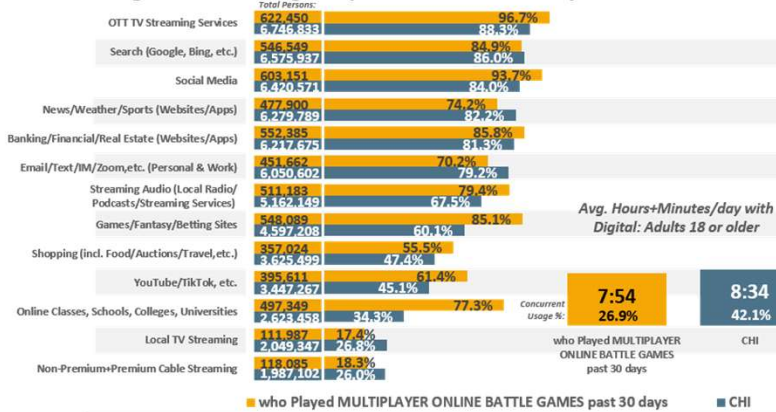
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



491,024 or 76.3% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Social Media for an average of 161.6 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

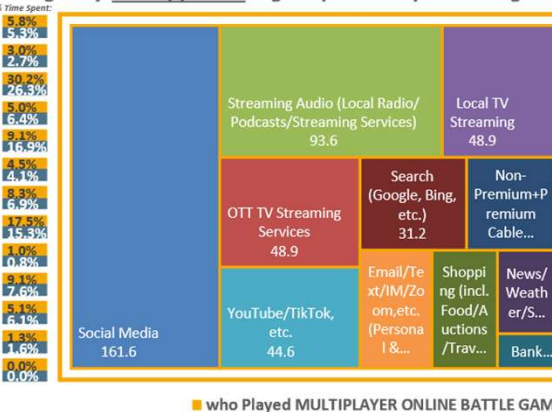
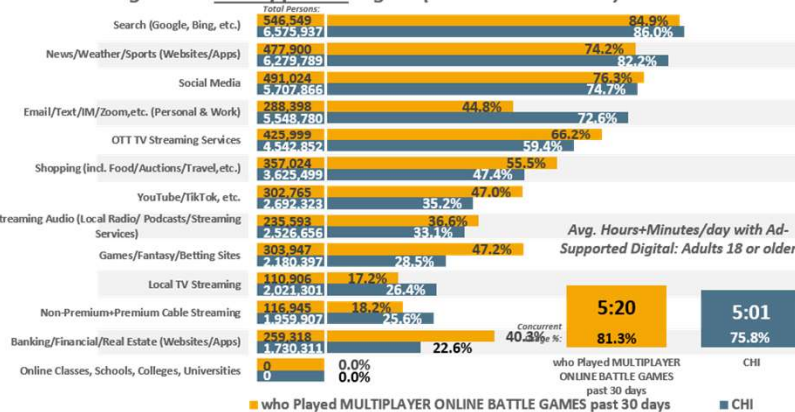
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



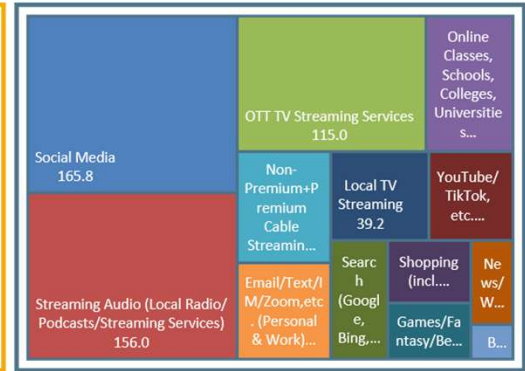
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 295
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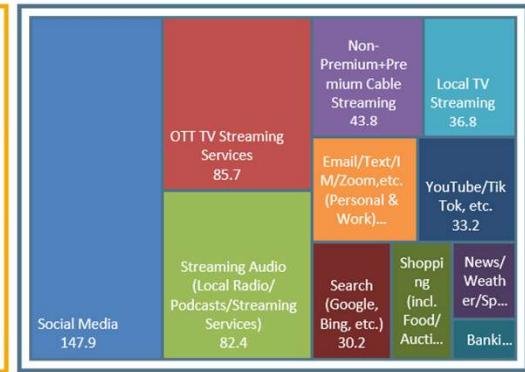
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



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

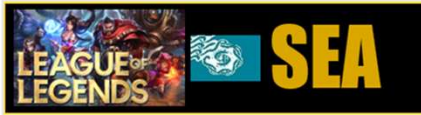


Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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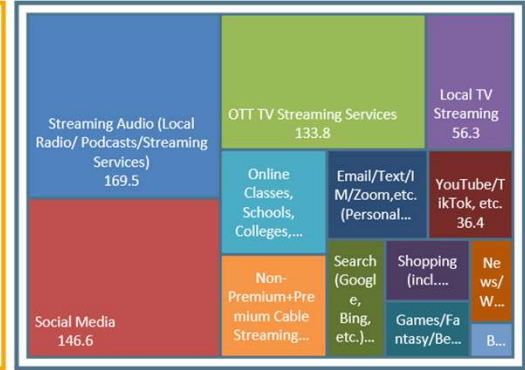
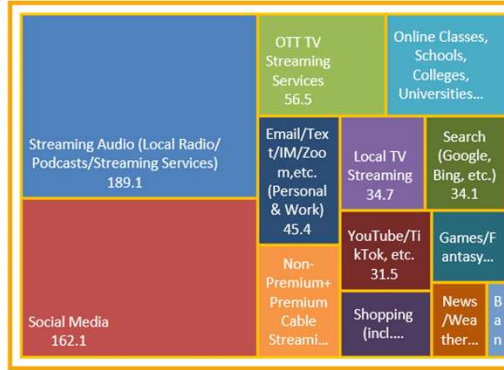
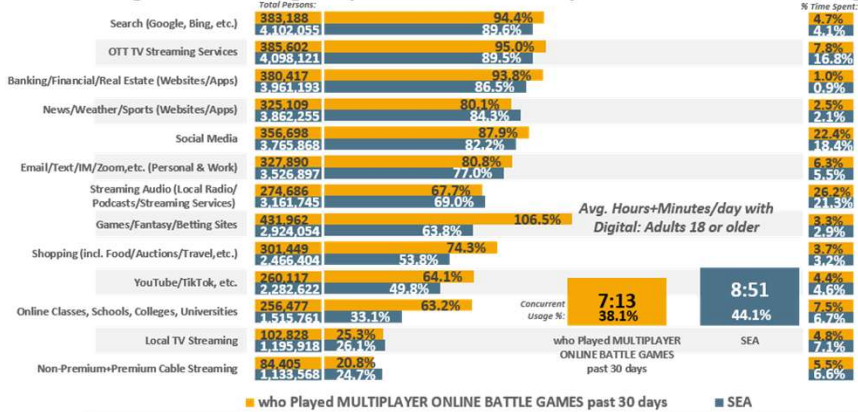
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



283,313 or 69.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Social Media for an average of 128.8 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

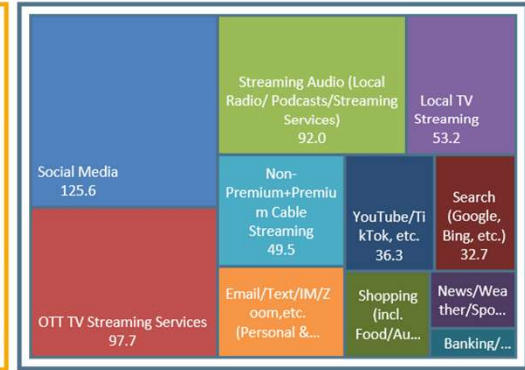
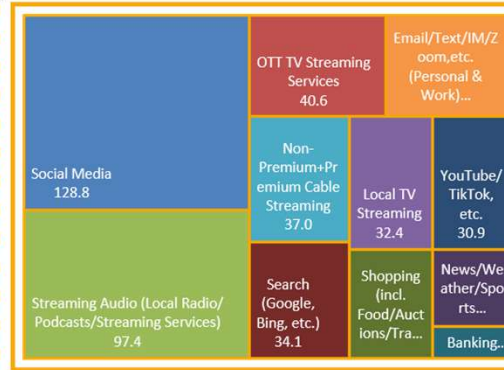
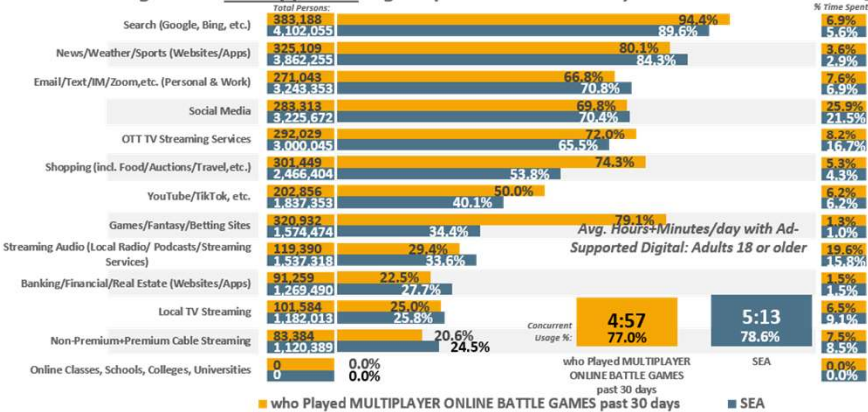
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

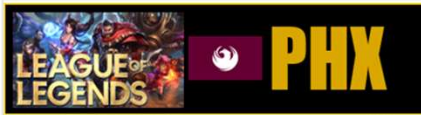
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294
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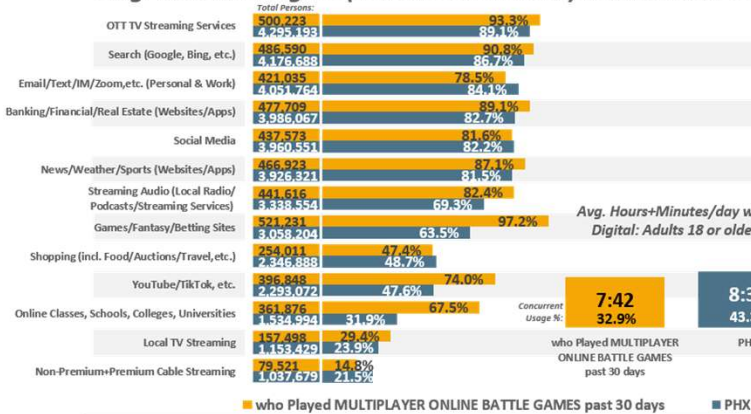
Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



336,930 or 62.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Social Media for an average of 171.4 minutes every day representing 33.5% of all time spent daily with Ad-Supported Digital Media.

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

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

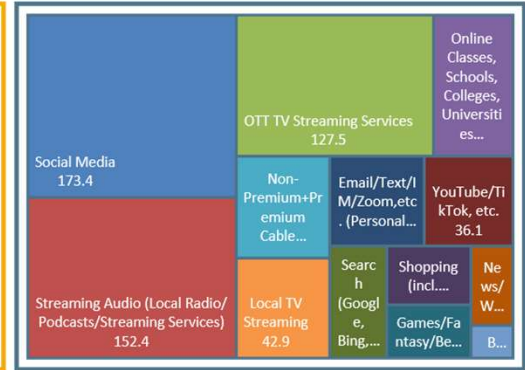
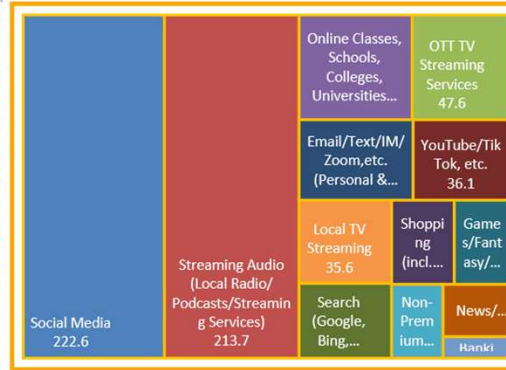


Avg. Hours+Minutes/day with Digital: Adults 18 or older

7:42
32.9%

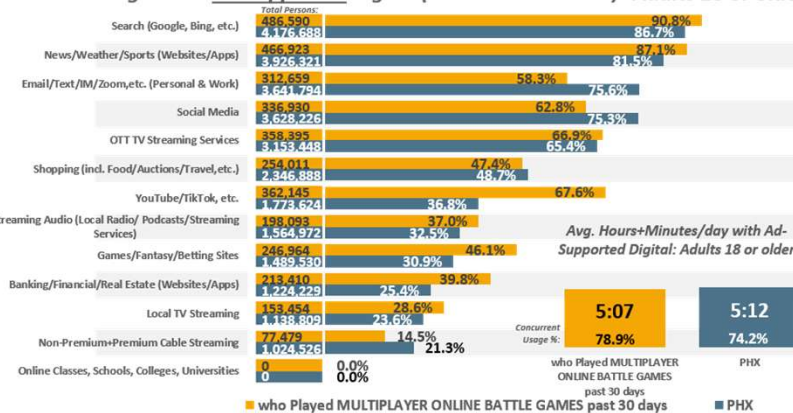
8:33
43.3%

PHX



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

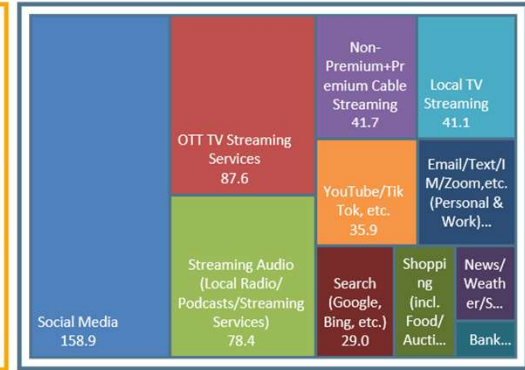
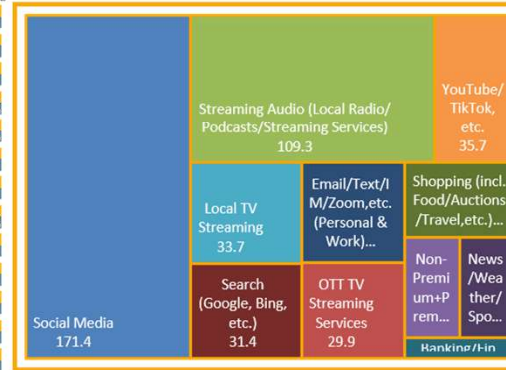


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 18 or older

5:07
78.9%

5:12
74.2%

PHX



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 228
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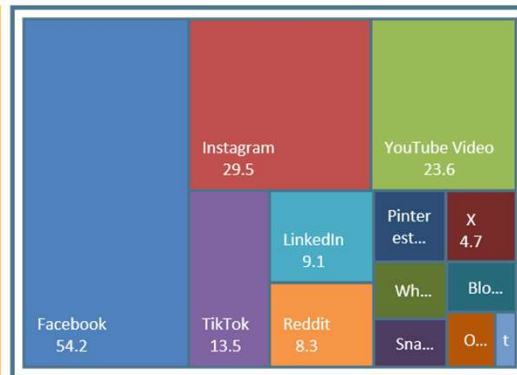
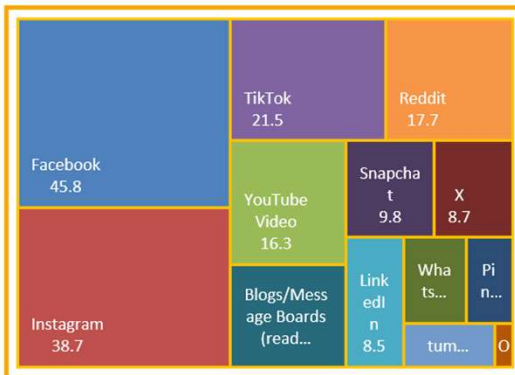
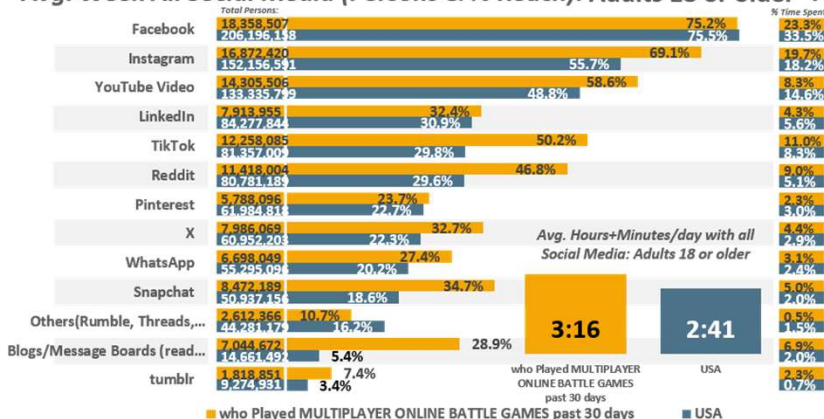
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

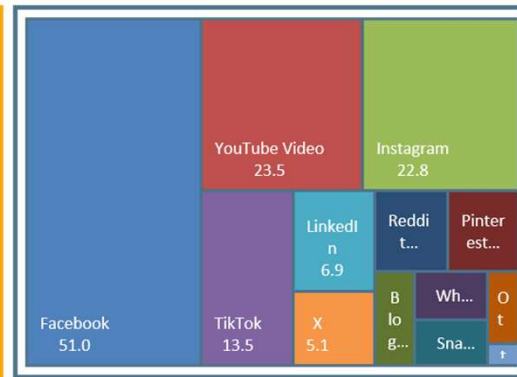
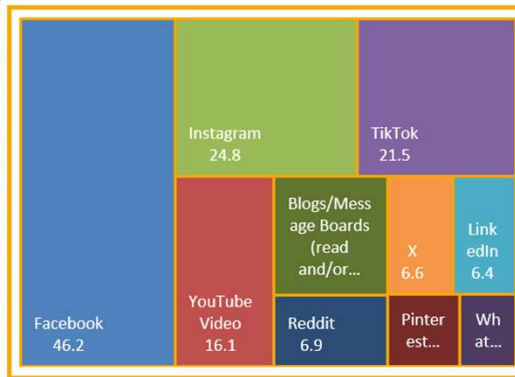
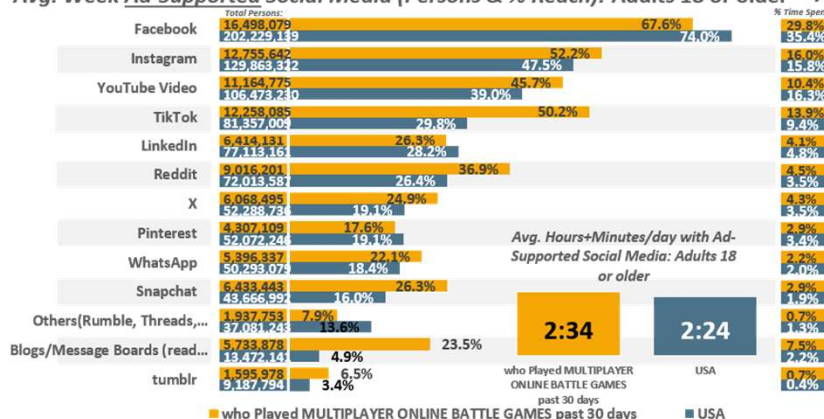


16,498,079 or 67.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

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**



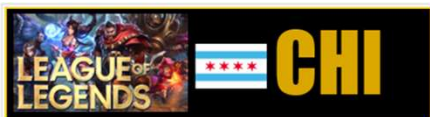
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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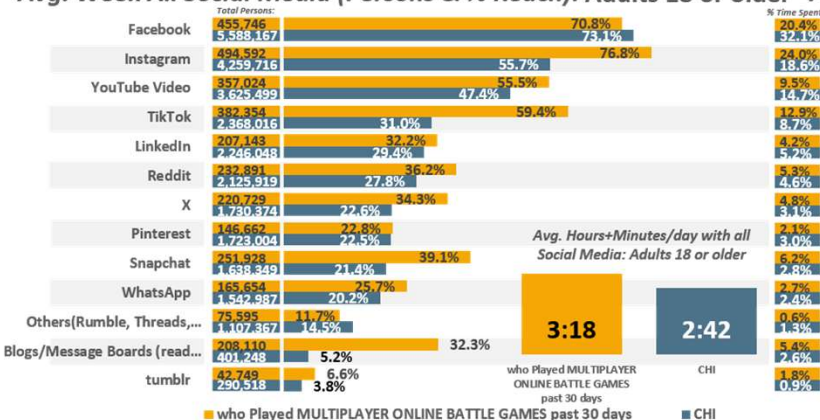
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

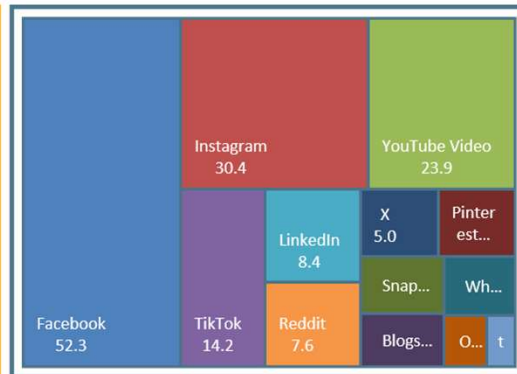
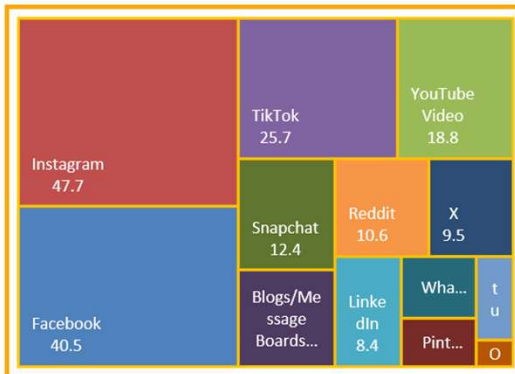


455,746 or 70.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.

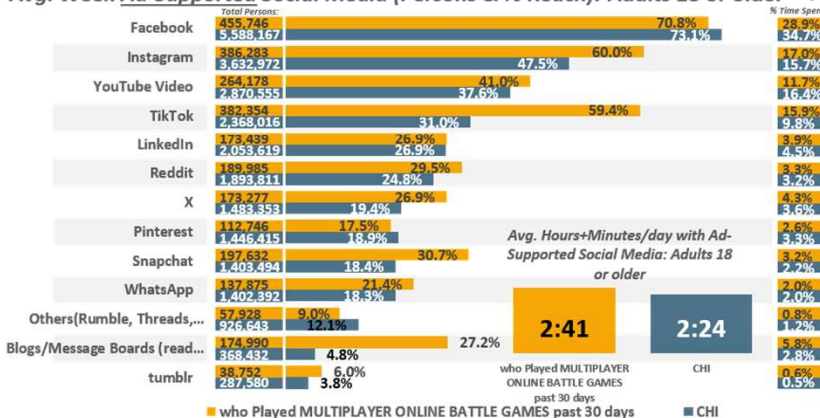
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



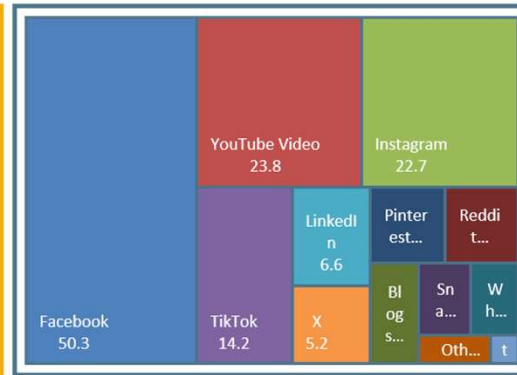
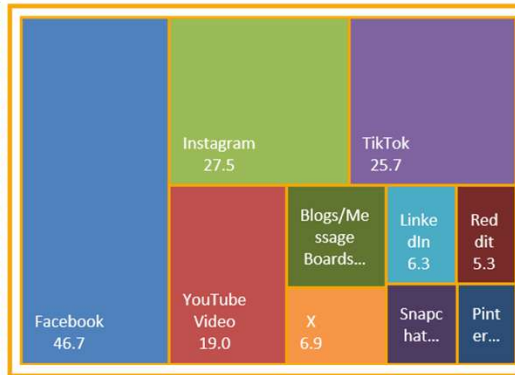
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



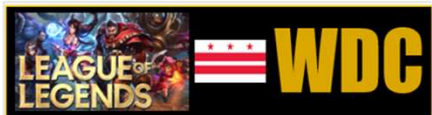
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 295
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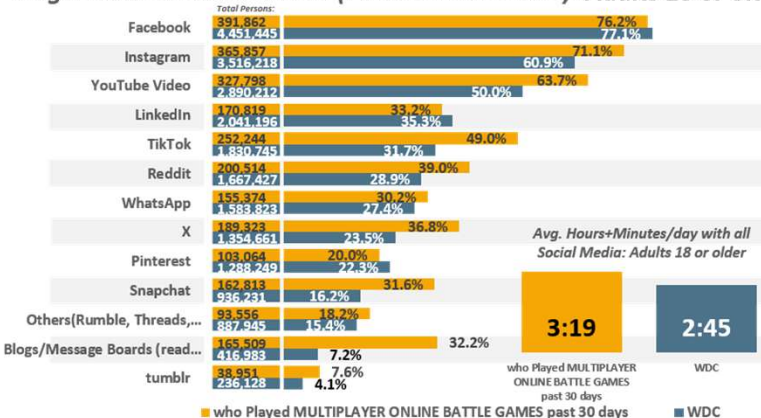
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

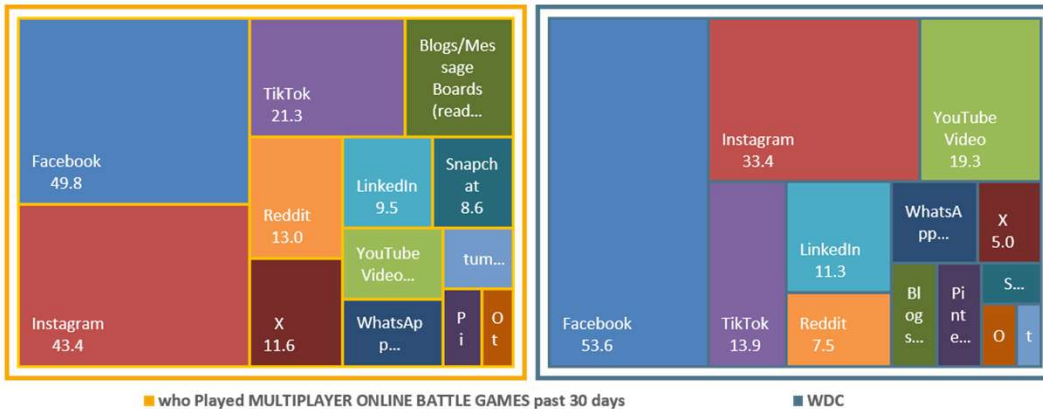


329,226 or 64.0% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 49.8 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.

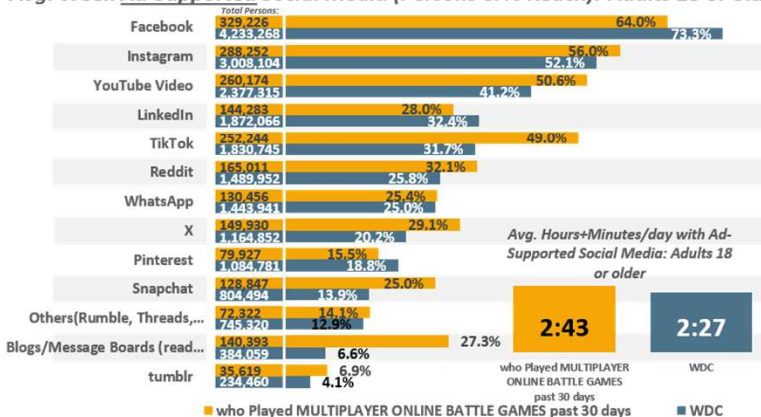
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



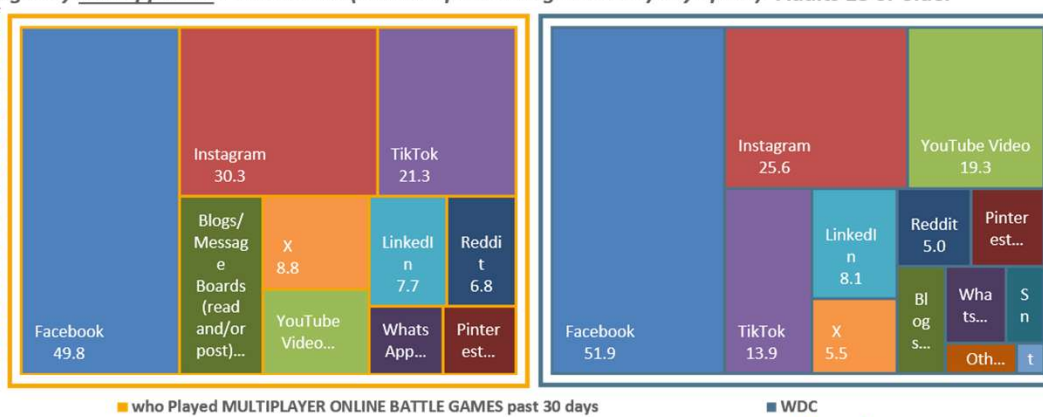
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



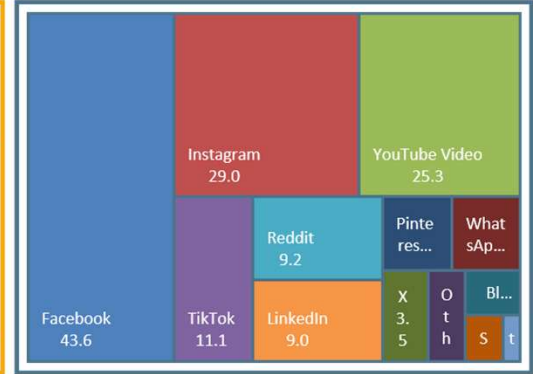
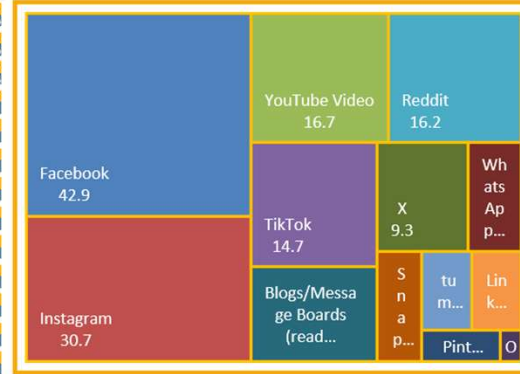
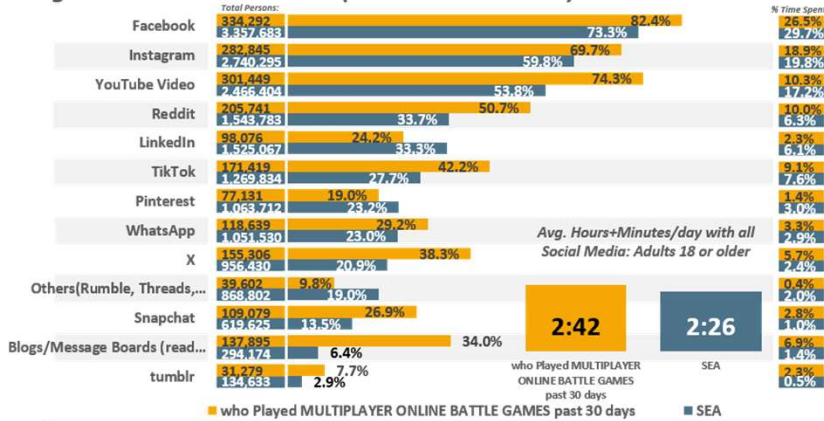
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



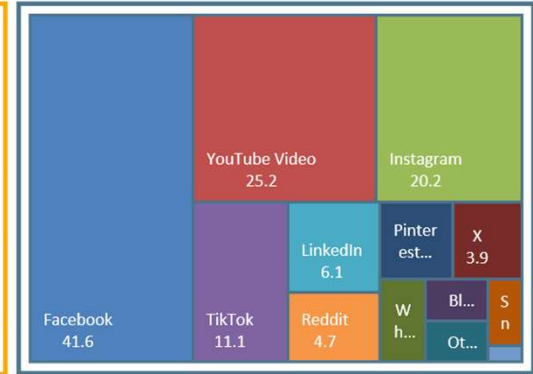
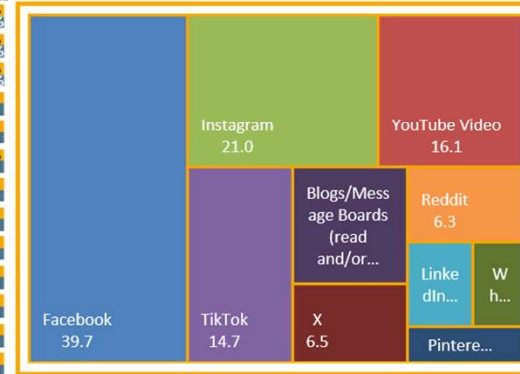
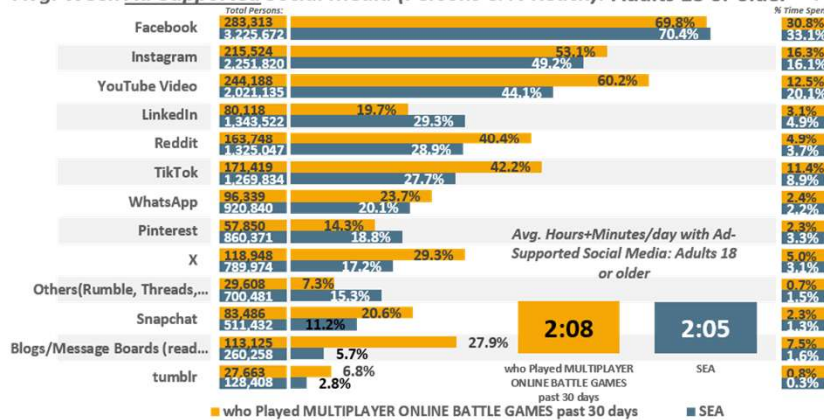


283,313 or 69.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 39.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

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**



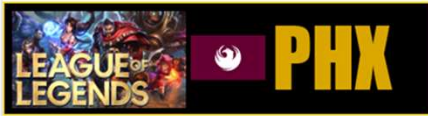
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294
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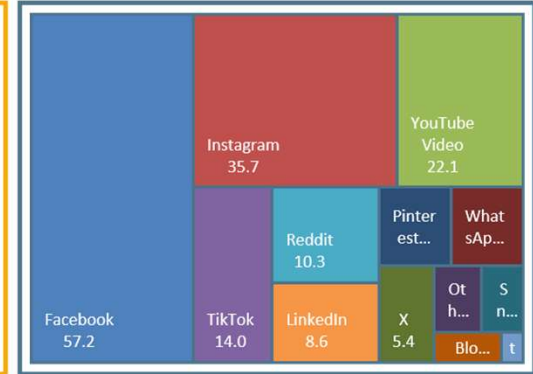
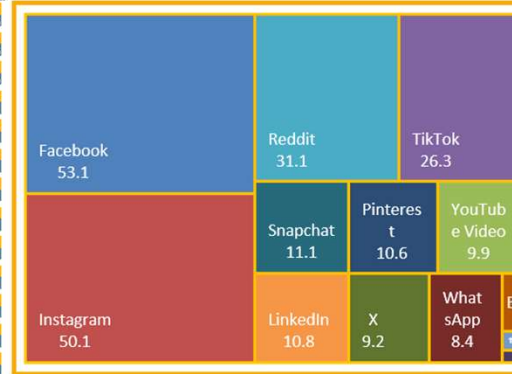
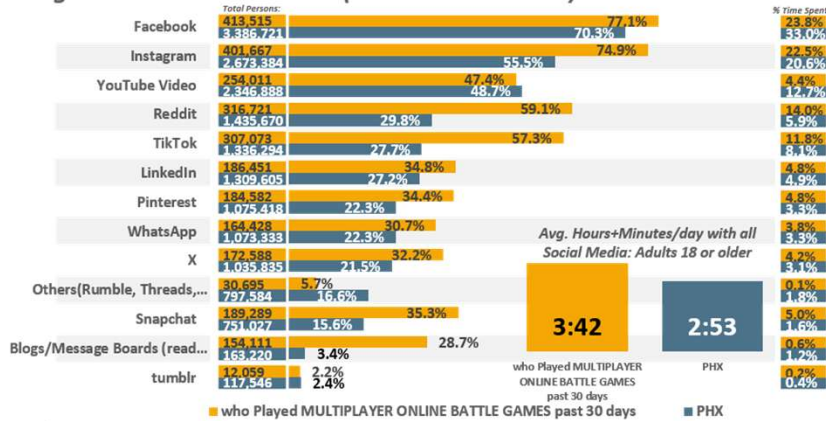
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

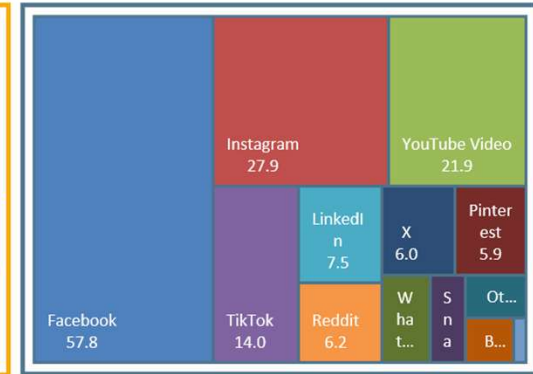
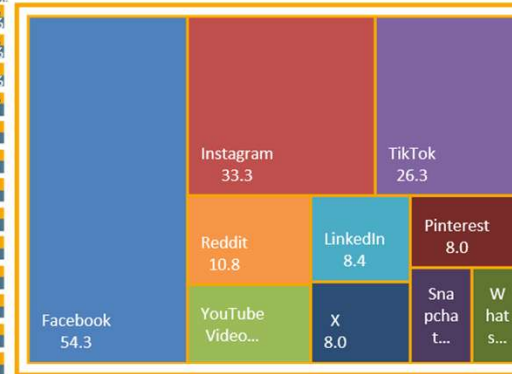
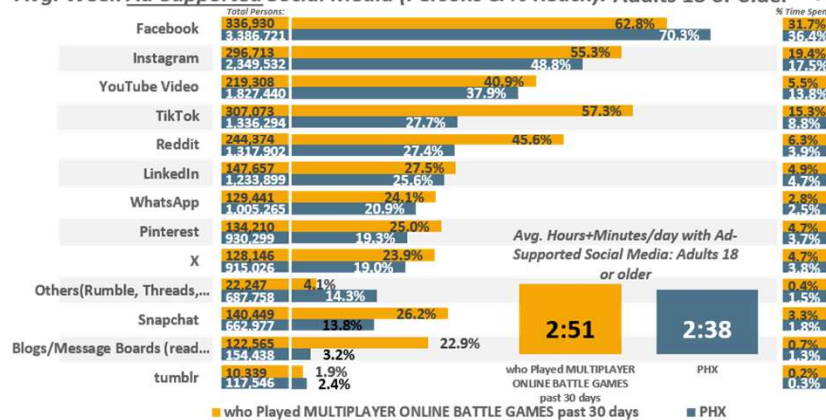


336,930 or 62.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 54.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

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

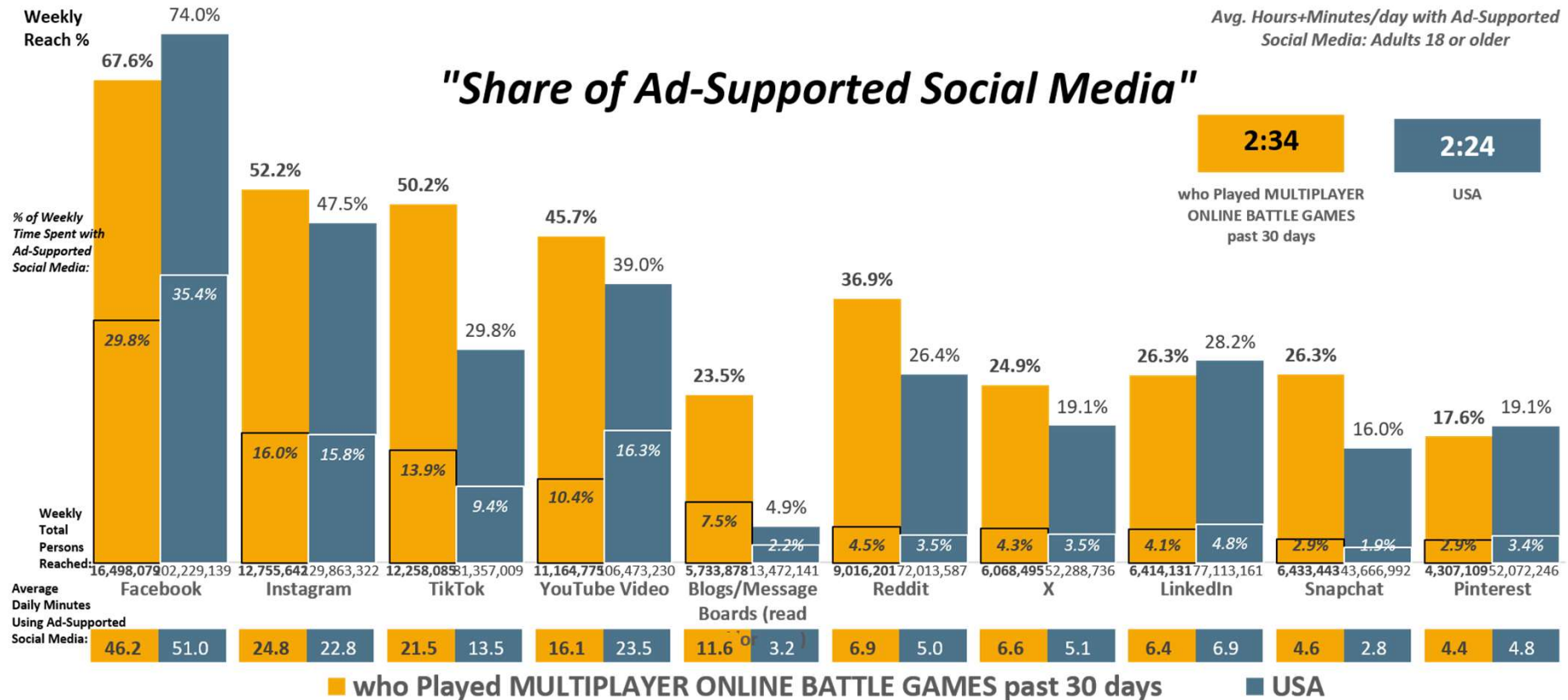


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





16,498,079 or 67.6% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

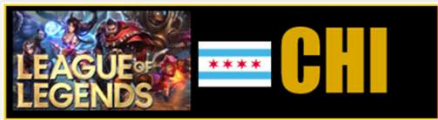


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889 Scarborough R1 2026: Jan25-Mar26
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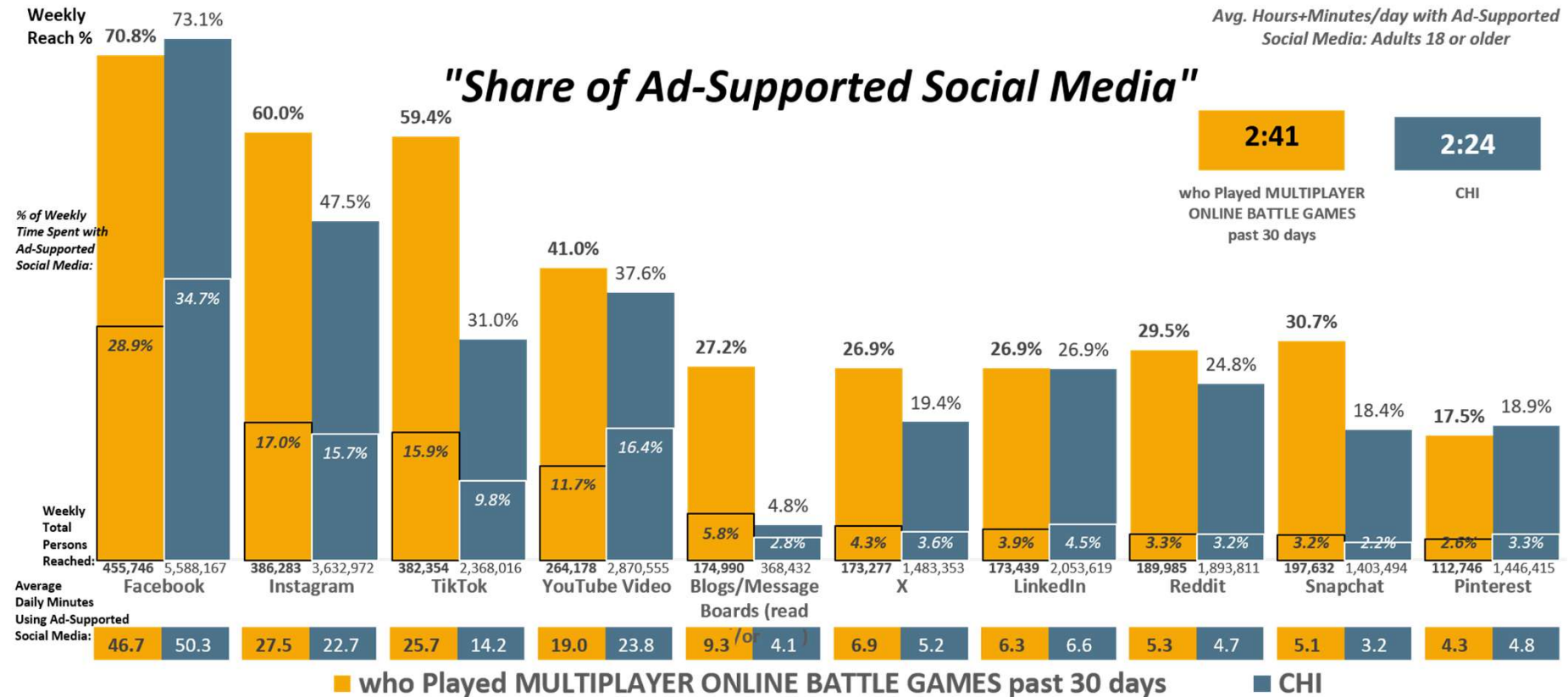
USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

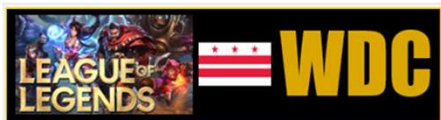
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



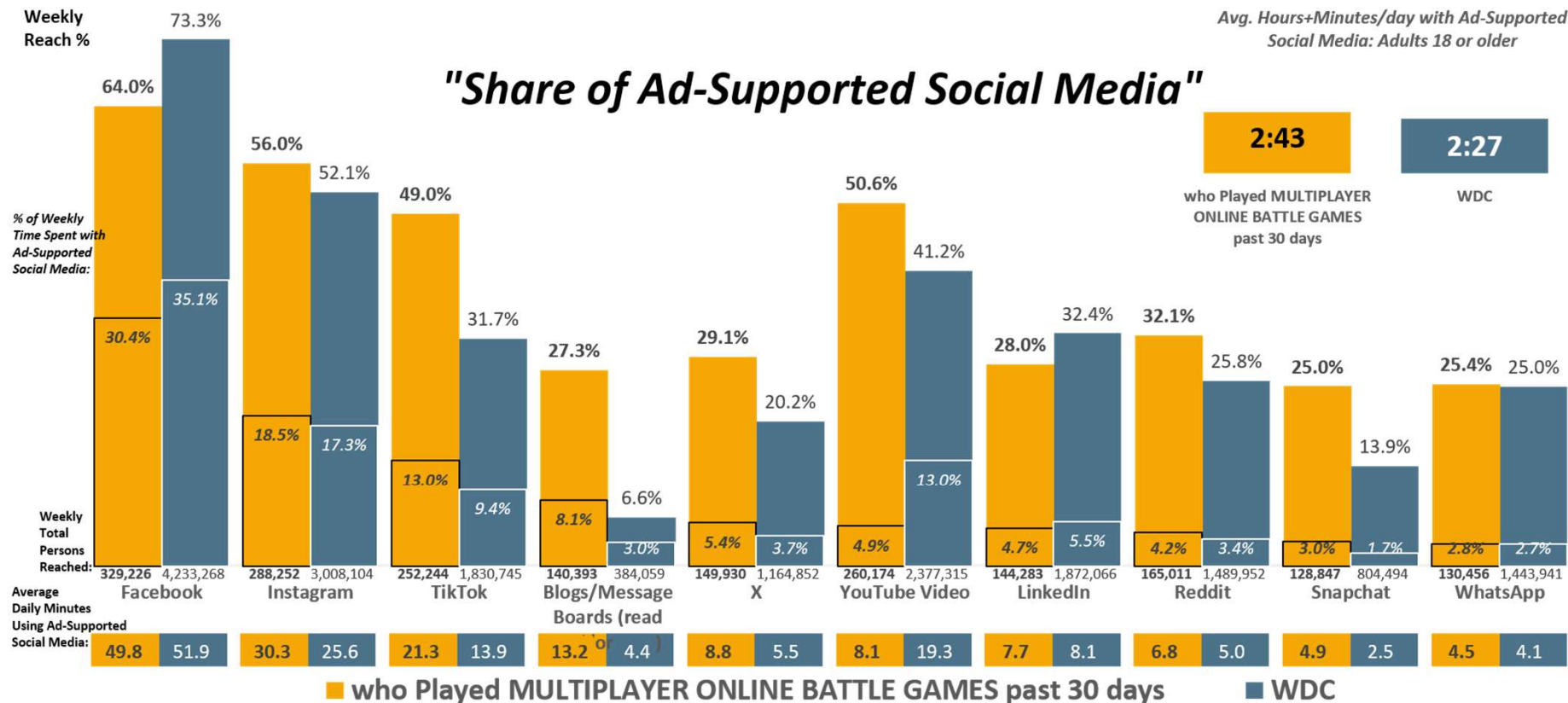
455,746 or 70.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.





329,226 or 64.% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 49.8 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.

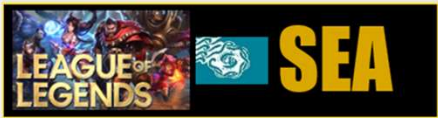
"Share of Ad-Supported Social Media"



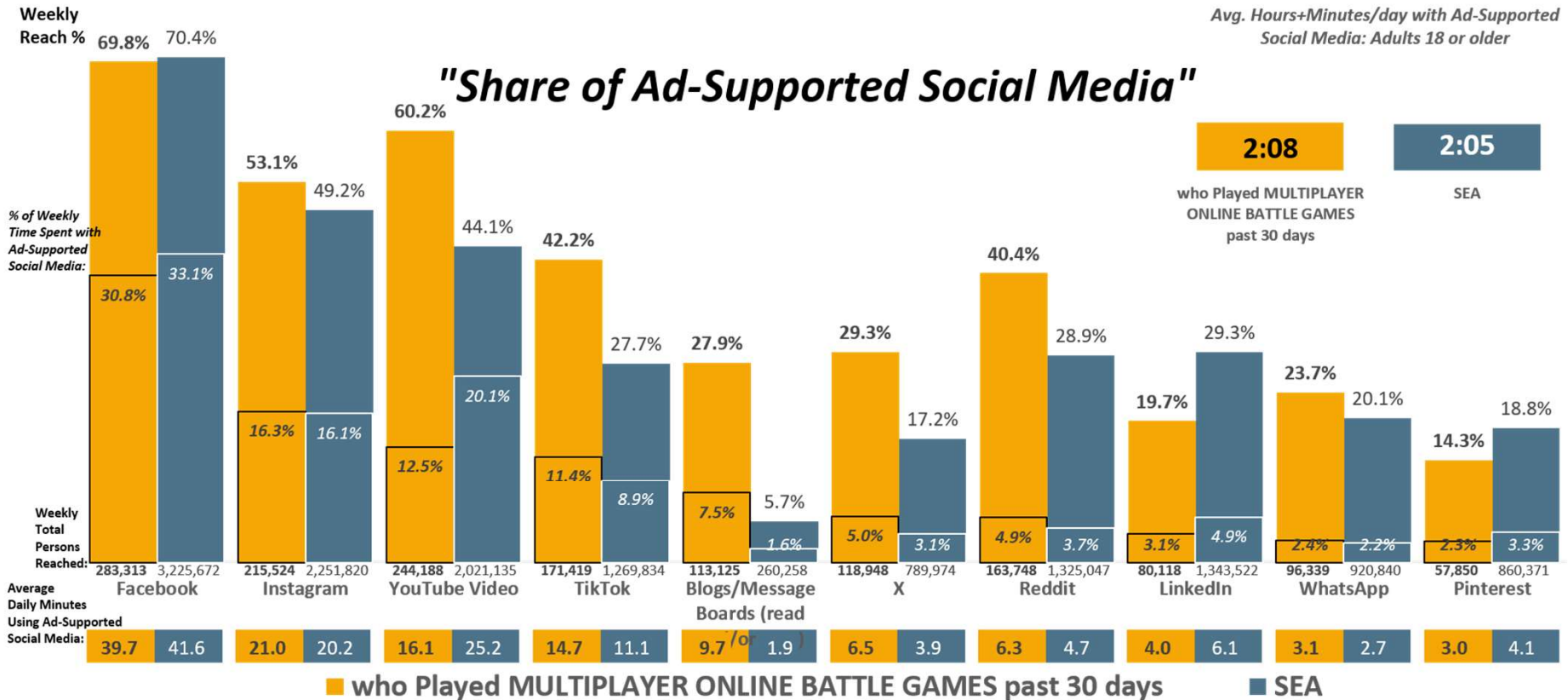
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 524 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



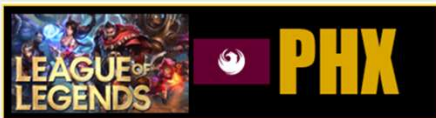
283,313 or 69.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 39.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.



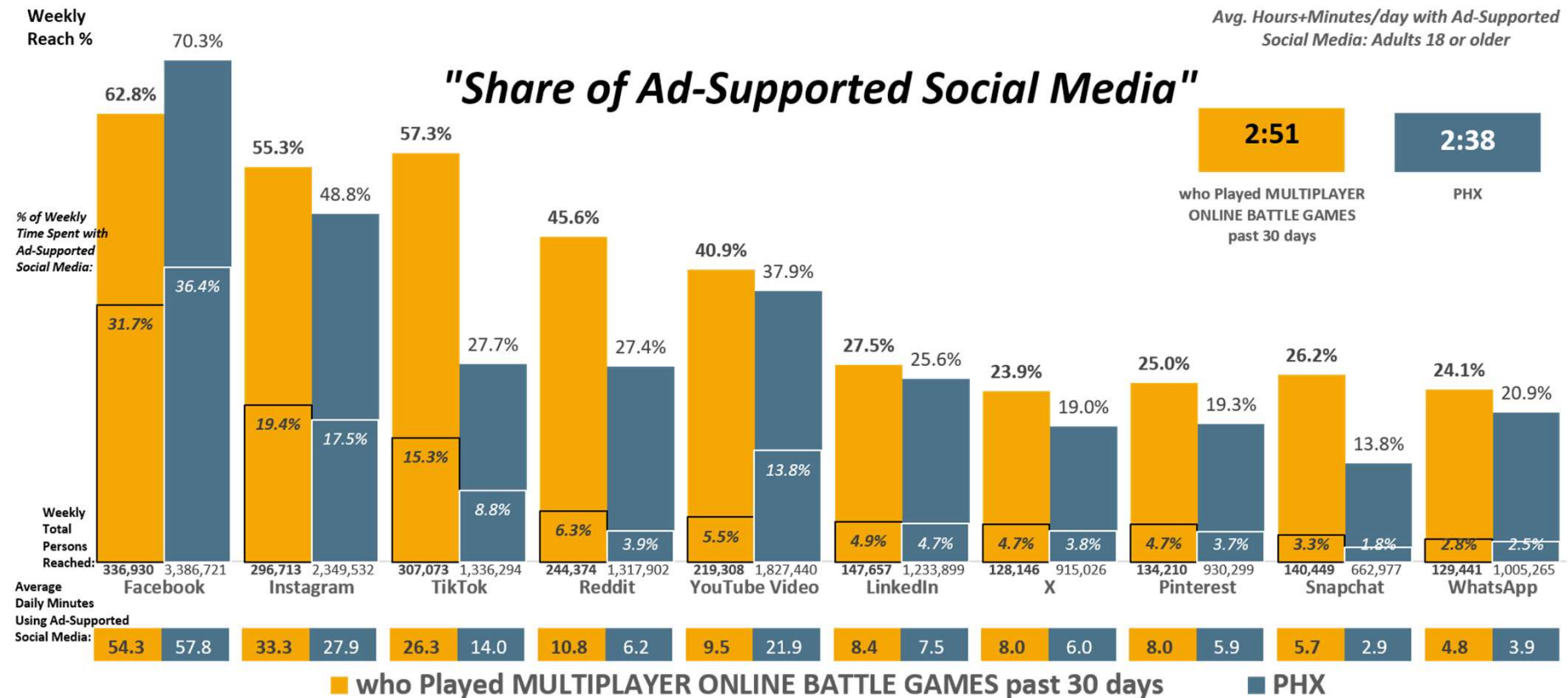
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



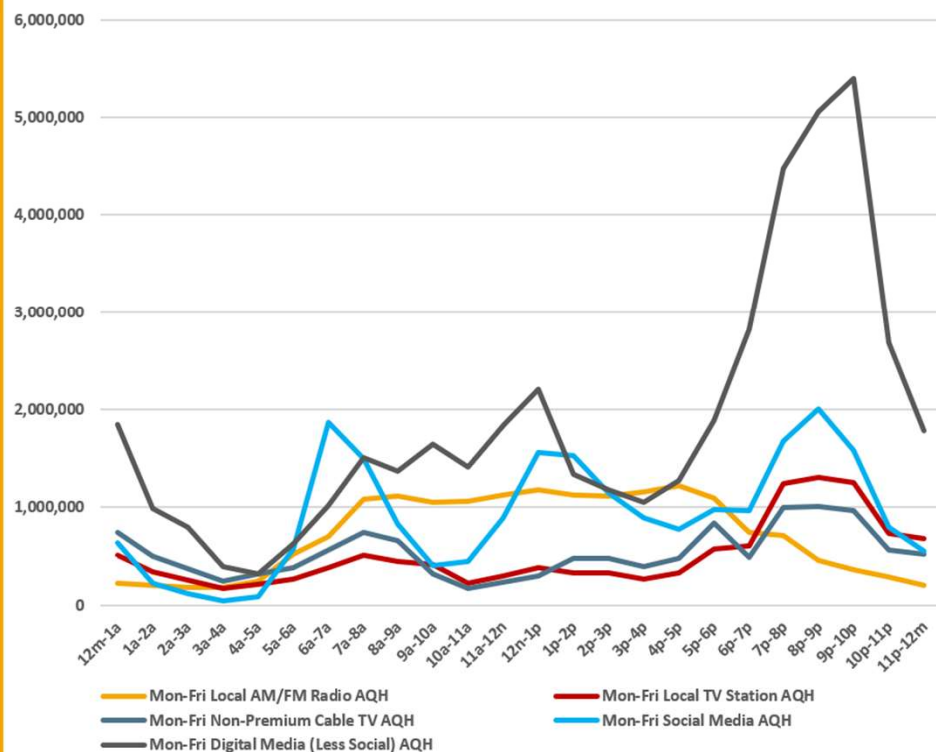
336,930 or 62.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days use Ad-Supported Facebook for an average of 54.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.



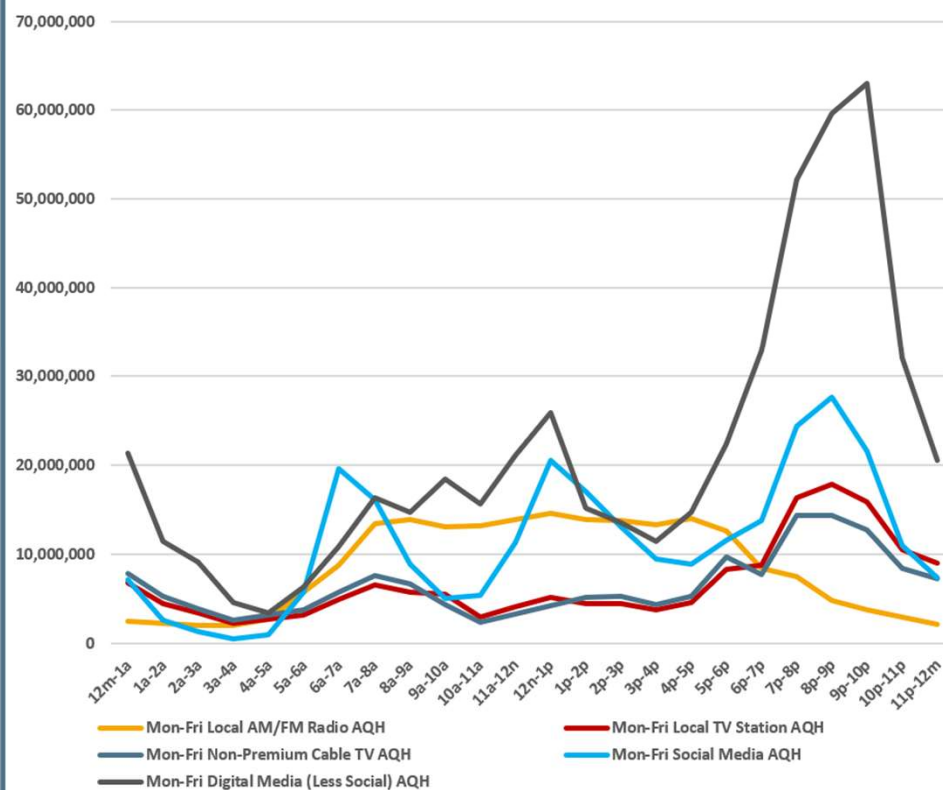


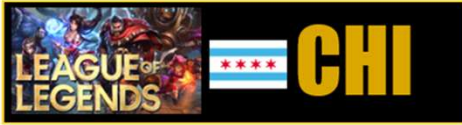
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,582,636;
Local Radio: 1,061,473; Social Media: 1,060,658; Non-Prem. Cable: 474,688; Local TV:
394,038 reaching Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE G

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



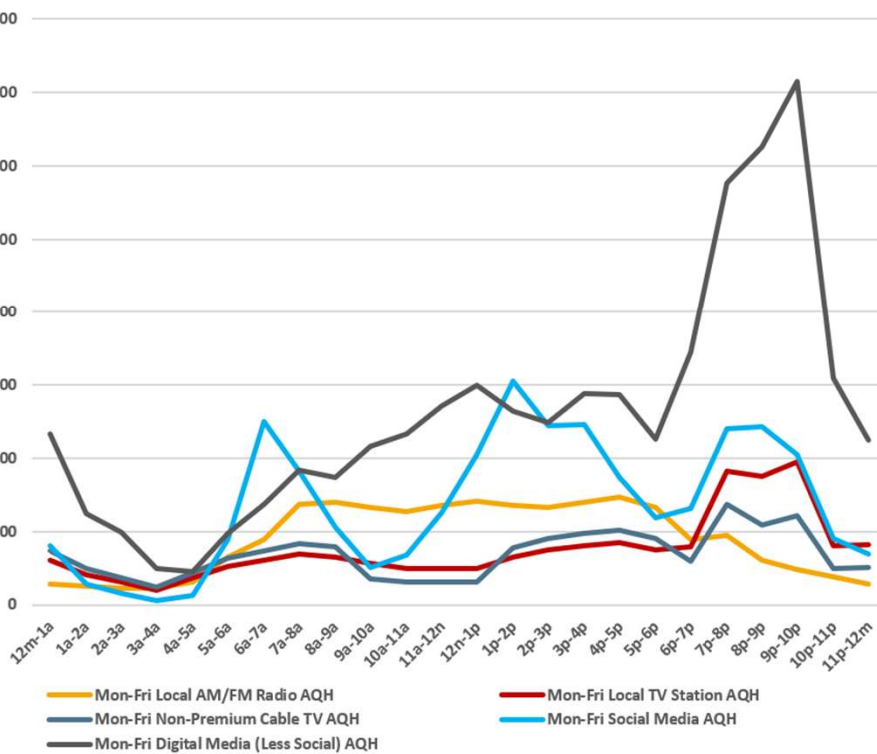
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



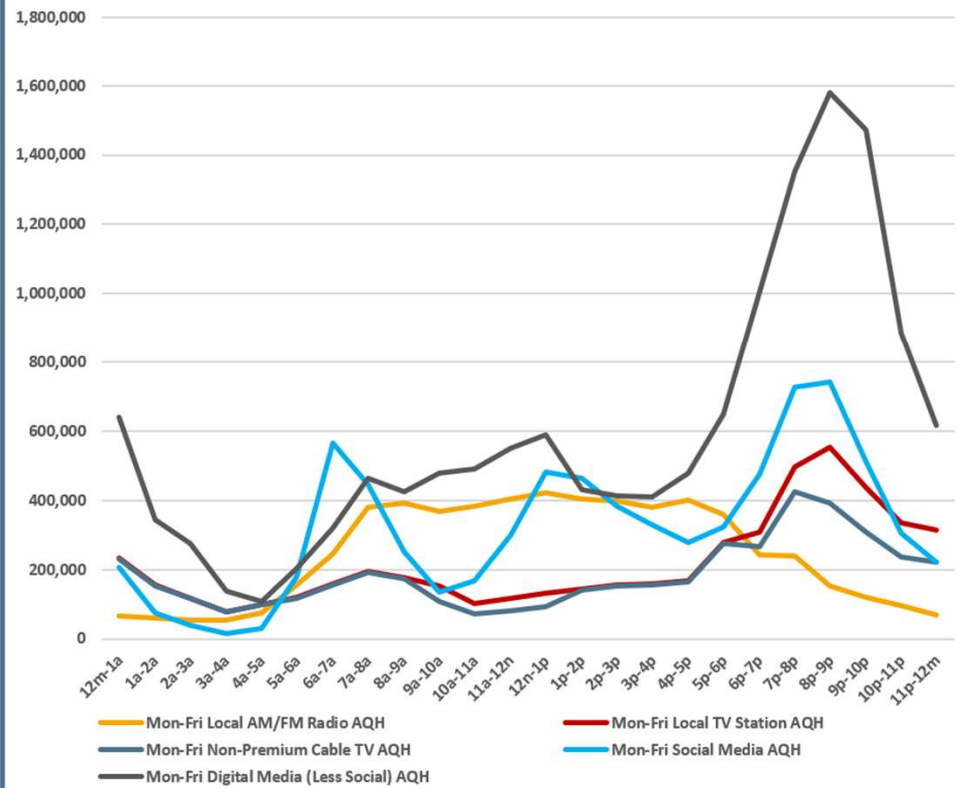


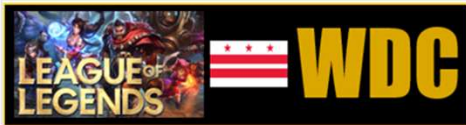
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,821;
Social Media: 33,981; Local Radio: 25,817; Non-Prem. Cable: 13,541; Local TV: 13,221
reaching Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 3

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



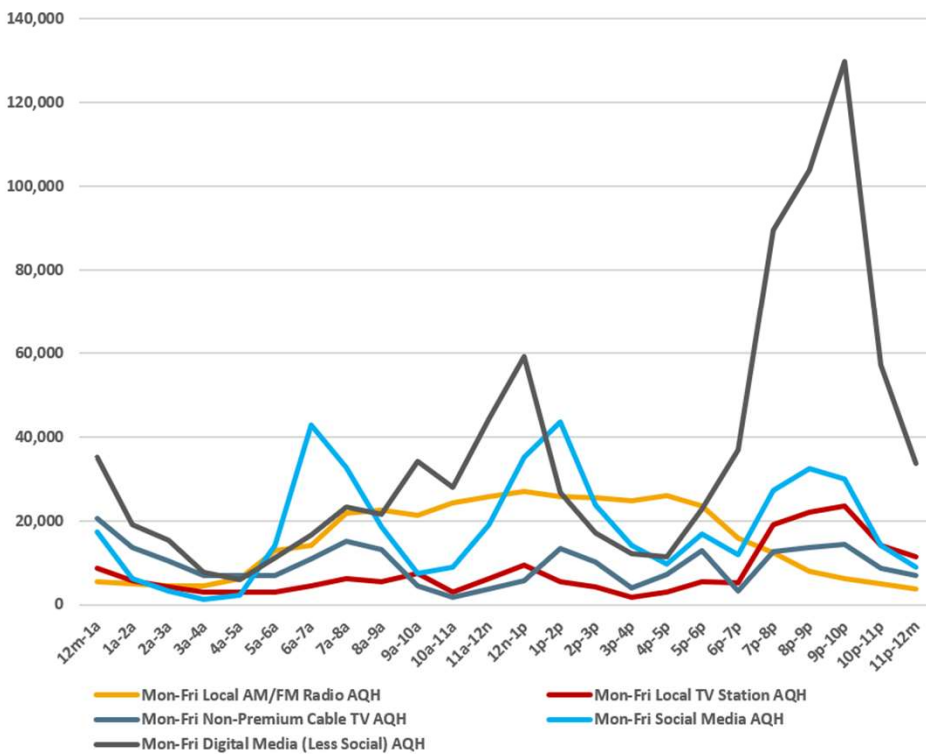
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



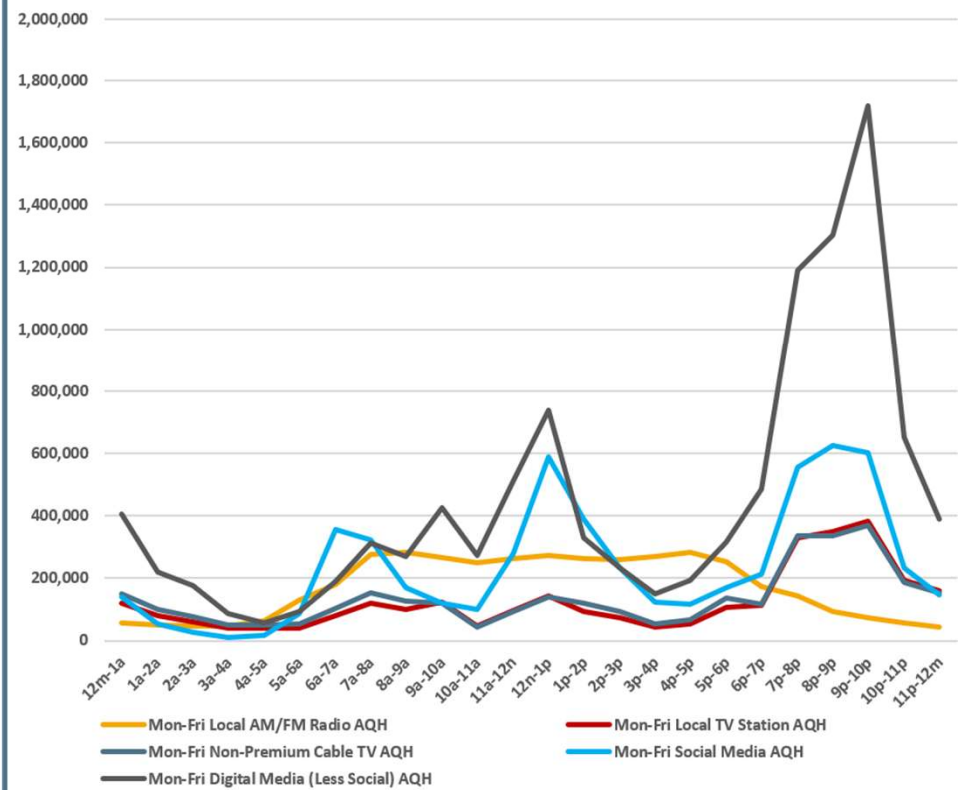


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,200;
Local Radio: 22,923; Social Media: 21,849; Non-Prem. Cable: 8,152; Local TV: 5,162
reaching Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



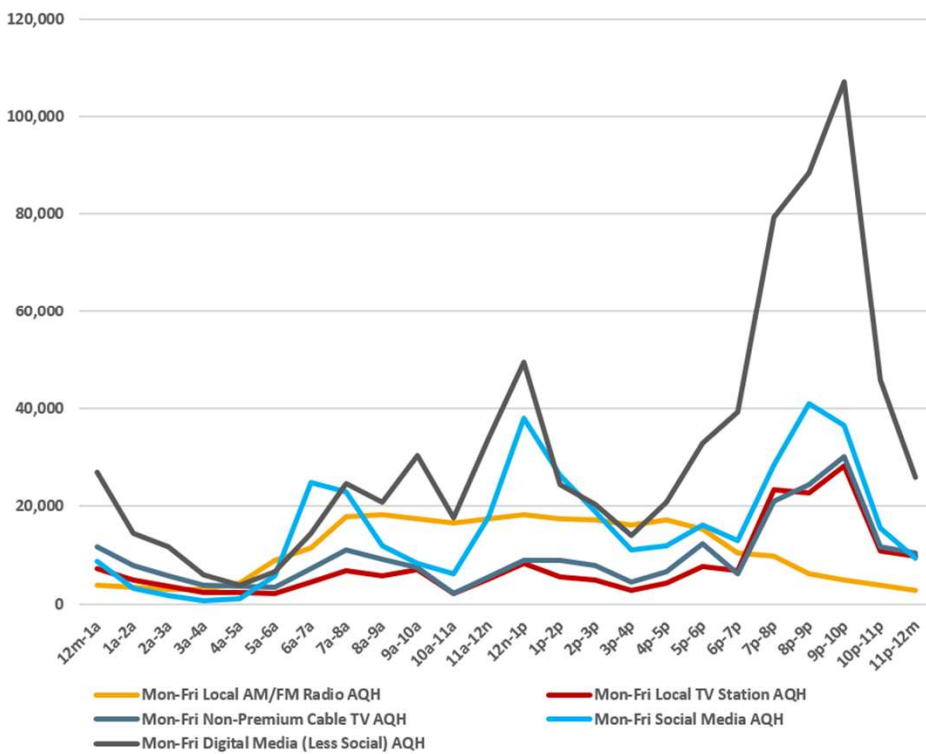
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



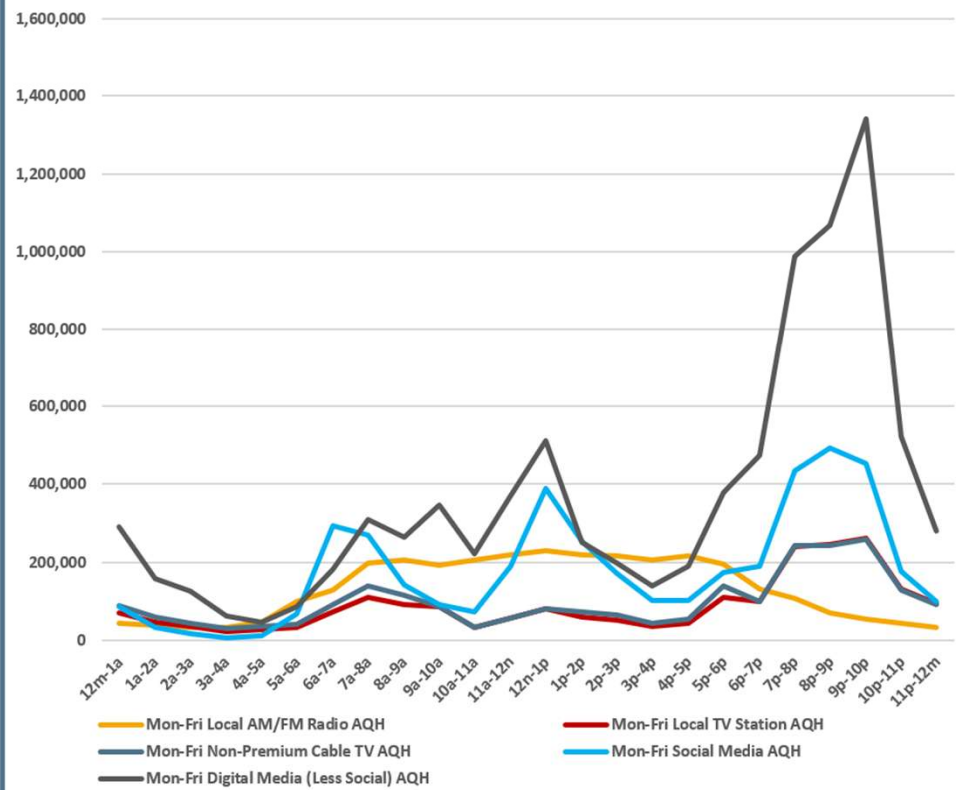


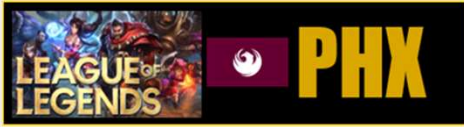
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,405;
Social Media: 17,520; Local Radio: 16,273; Non-Prem. Cable: 7,594; Local TV: 5,556
reaching Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



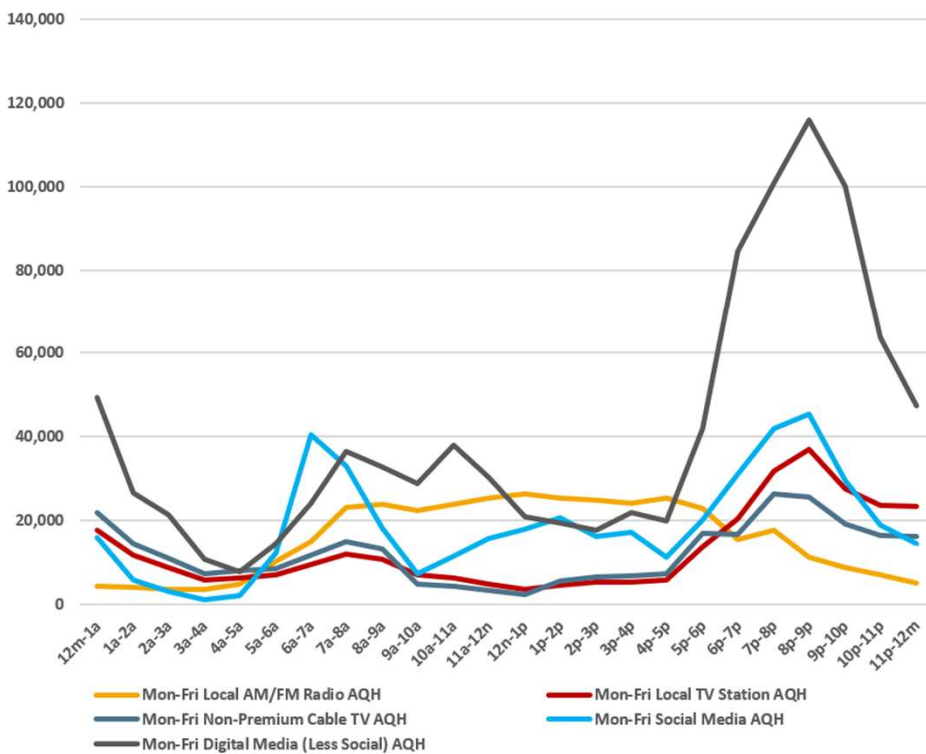
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



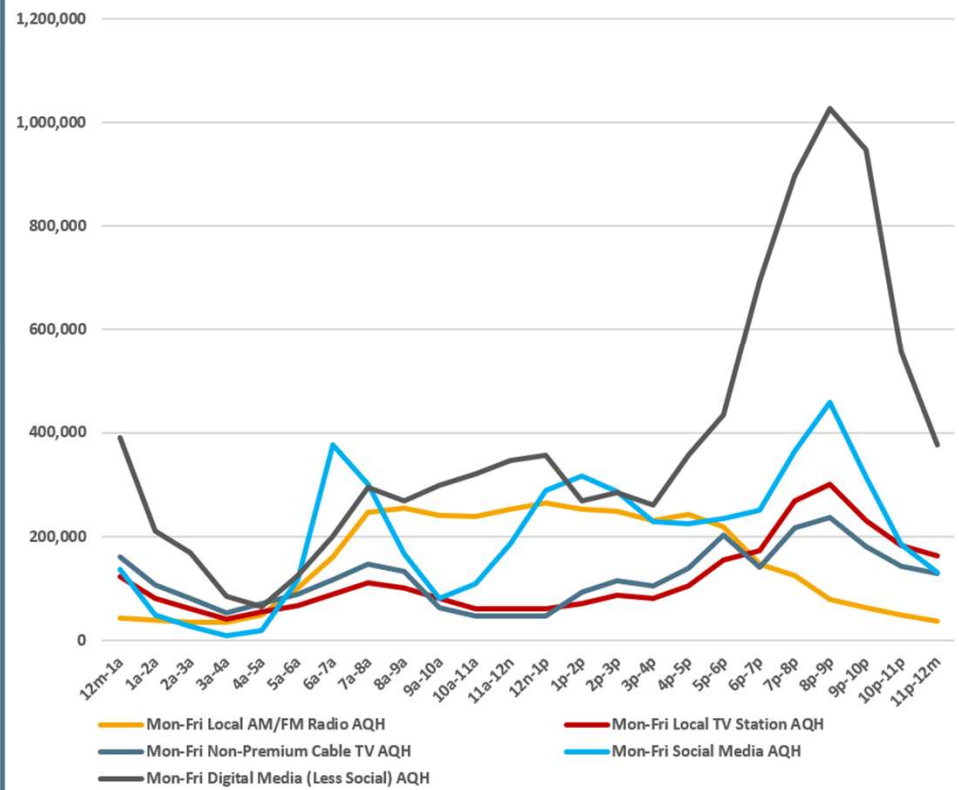


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,066;
Local Radio: 22,923; Social Media: 20,077; Non-Prem. Cable: 8,868; Local TV: 8,426
reaching Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE
GAMES past 30 days



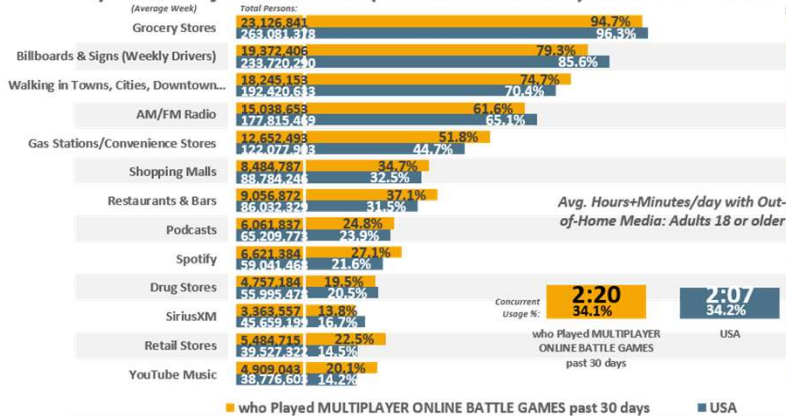
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



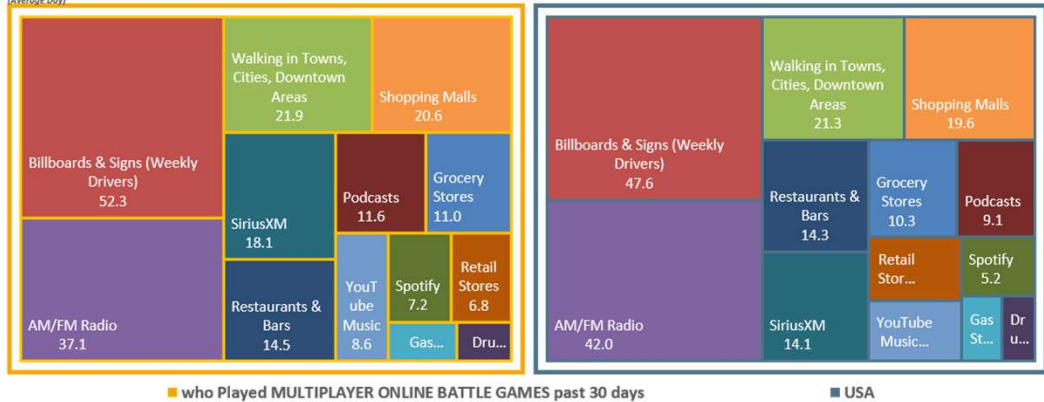


19,372,406 or 79.3% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 33.7 minute

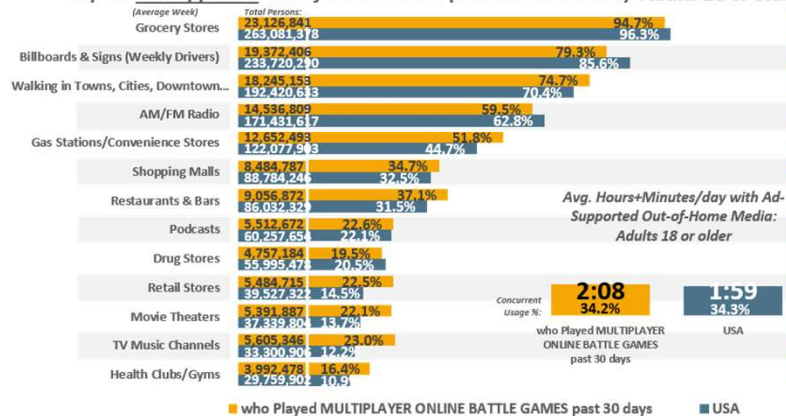
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



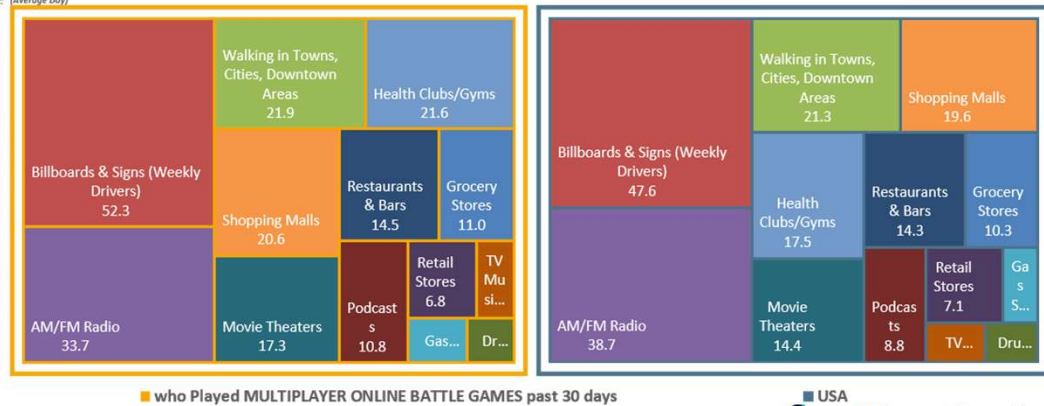
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



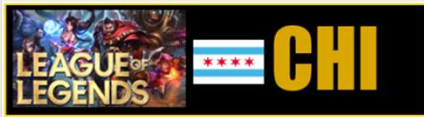
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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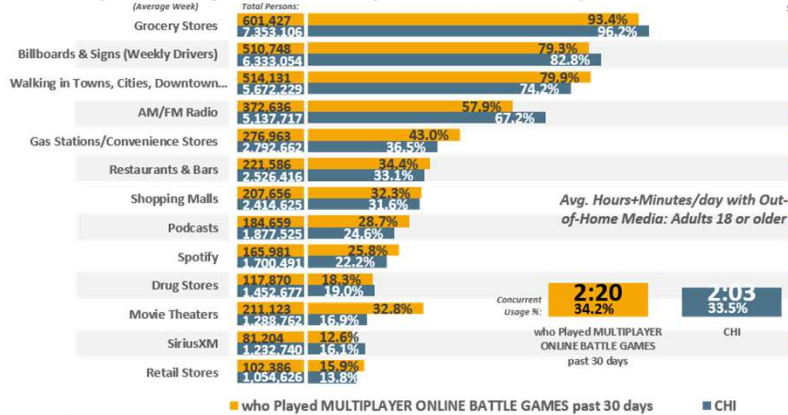
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

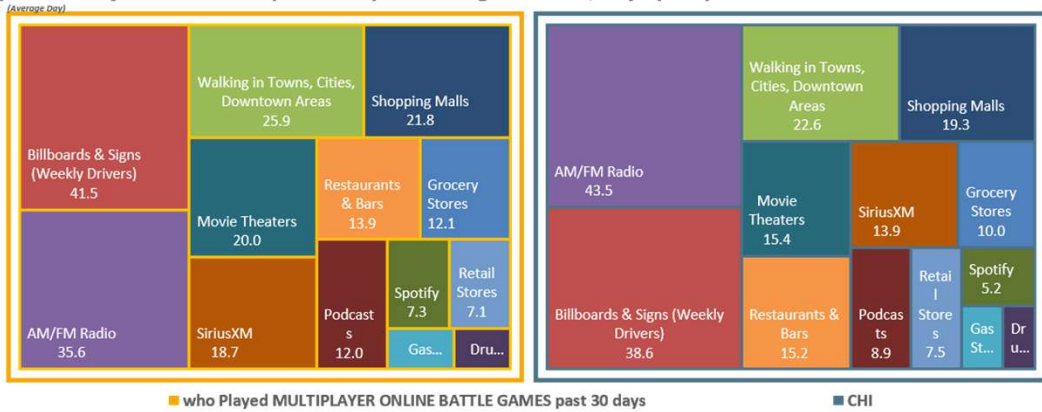


510,748 or 79.3% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 41.5 minutes per day driving, seeing Billboards and Signs. 55.6% Listen to Local Radio Stations Out-of-Home for an average of 31.6 minutes/d

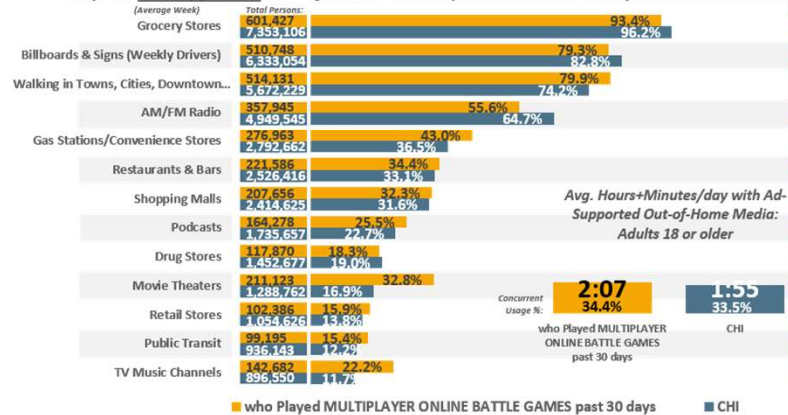
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



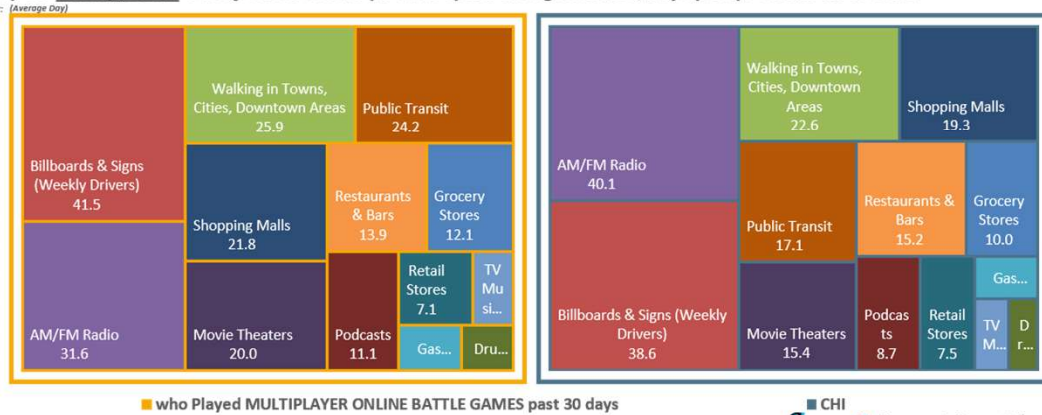
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 295
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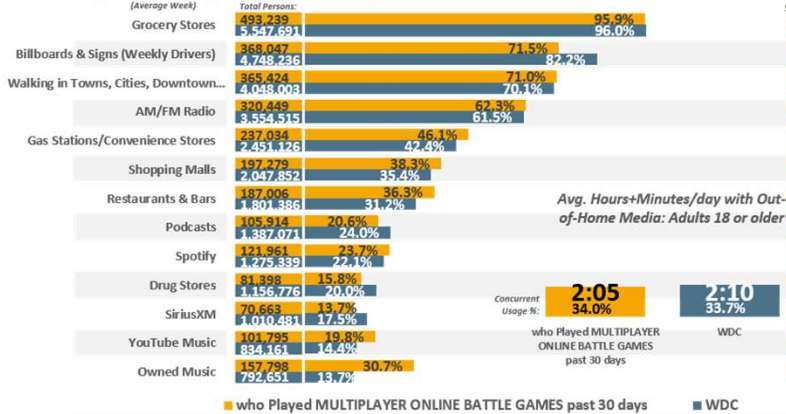
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

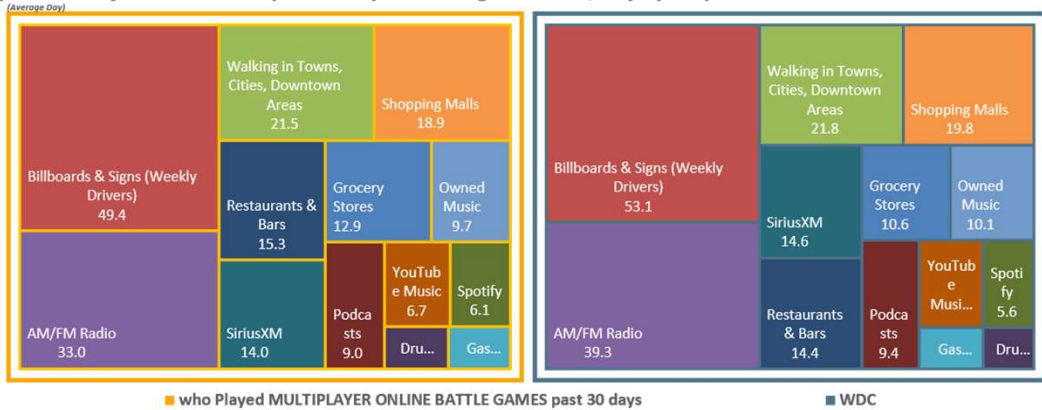


368,047 or 71.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 30.7 minutes/d

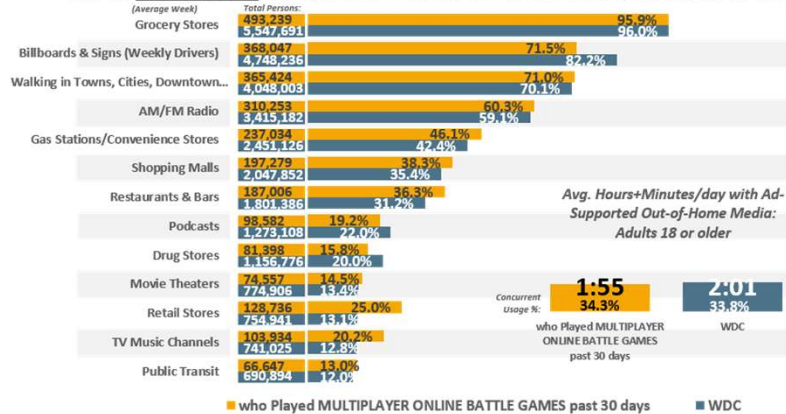
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



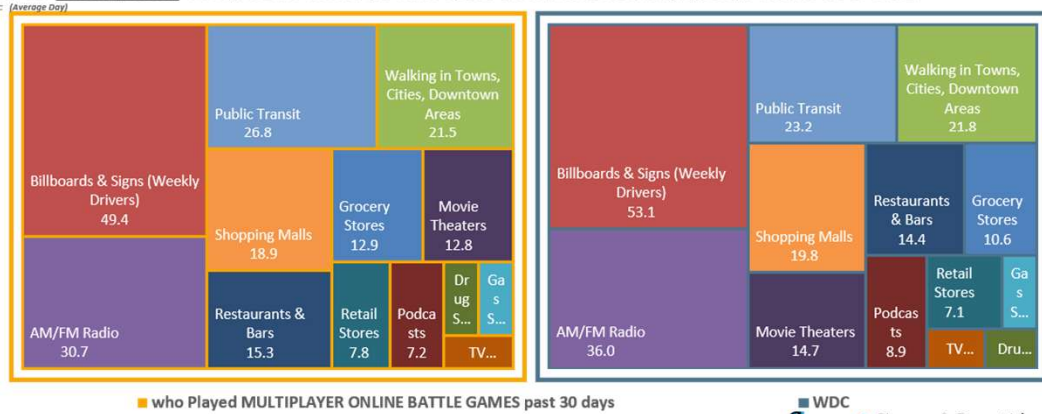
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



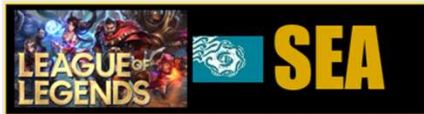
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 524
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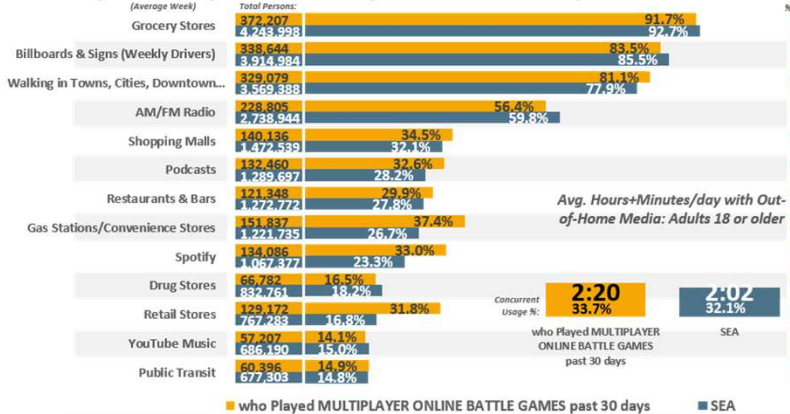
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

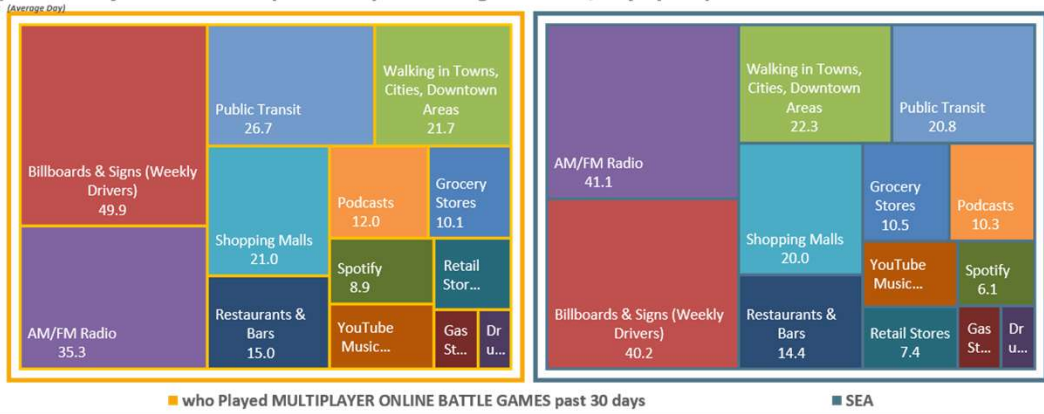


338,644 or 83.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 54.8% Listen to Local Radio Stations Out-of-Home for an average of 32.9 minutes/d

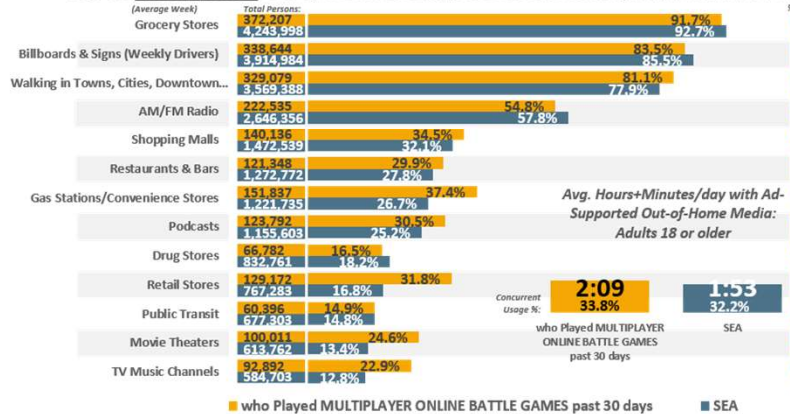
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



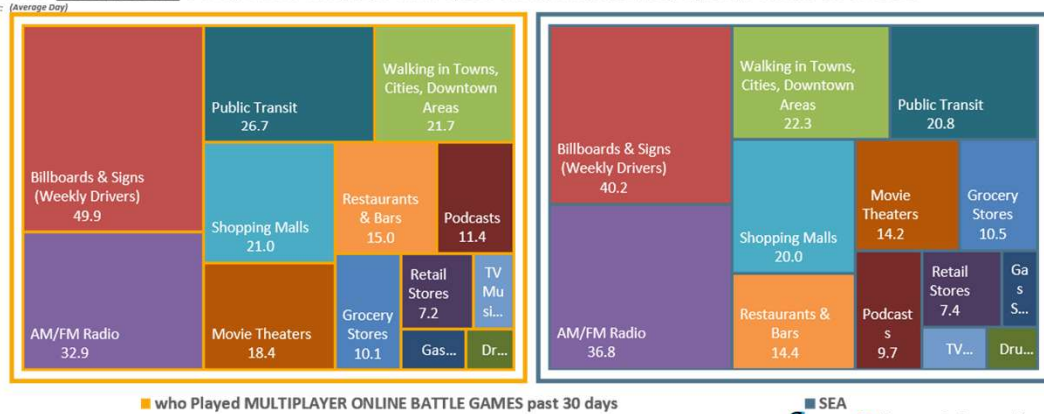
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



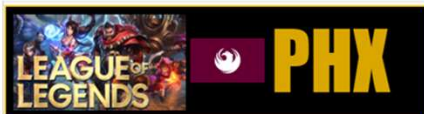
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294
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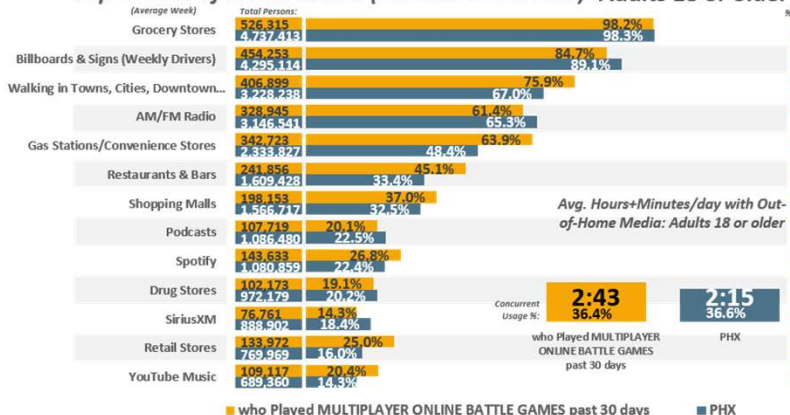
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

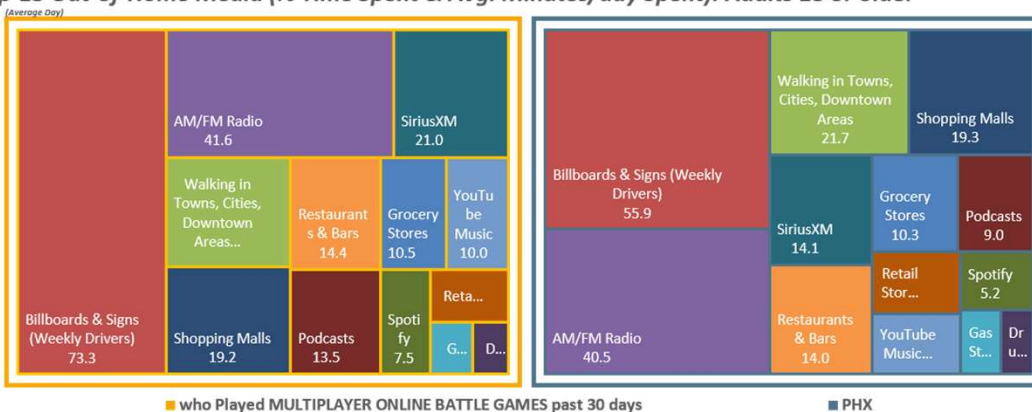


454,253 or 84.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 73.3 minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minutes/d

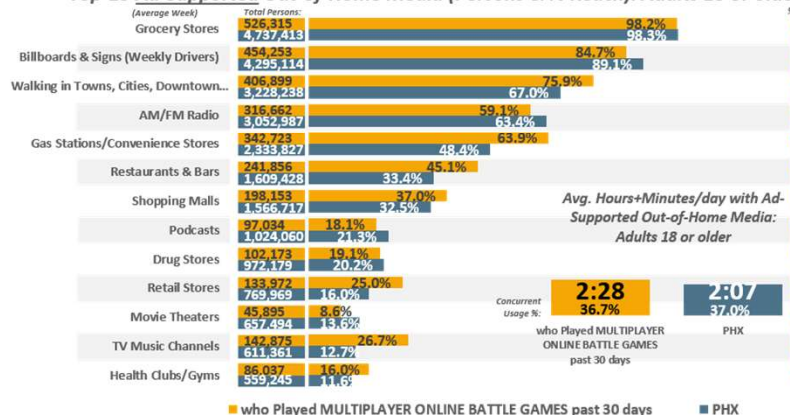
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



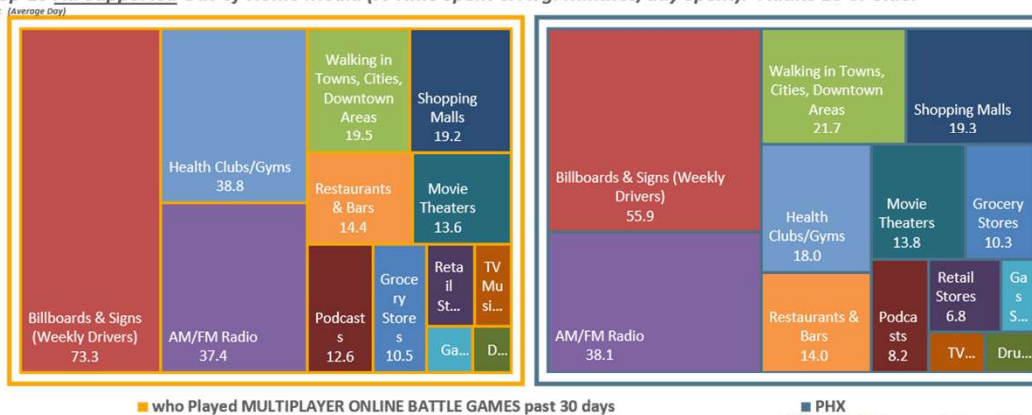
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



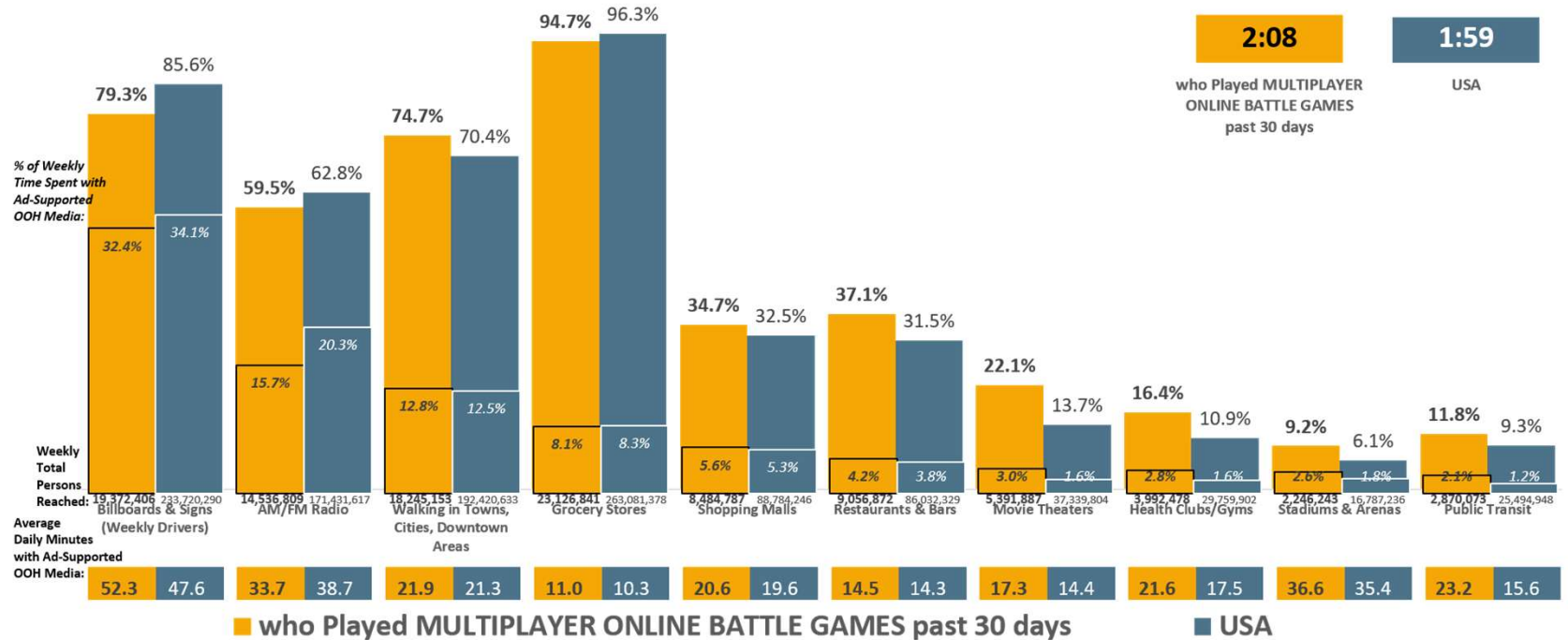


19,372,406 or 79.3% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 32.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

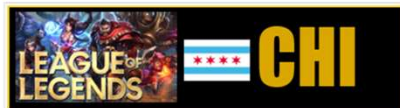
"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

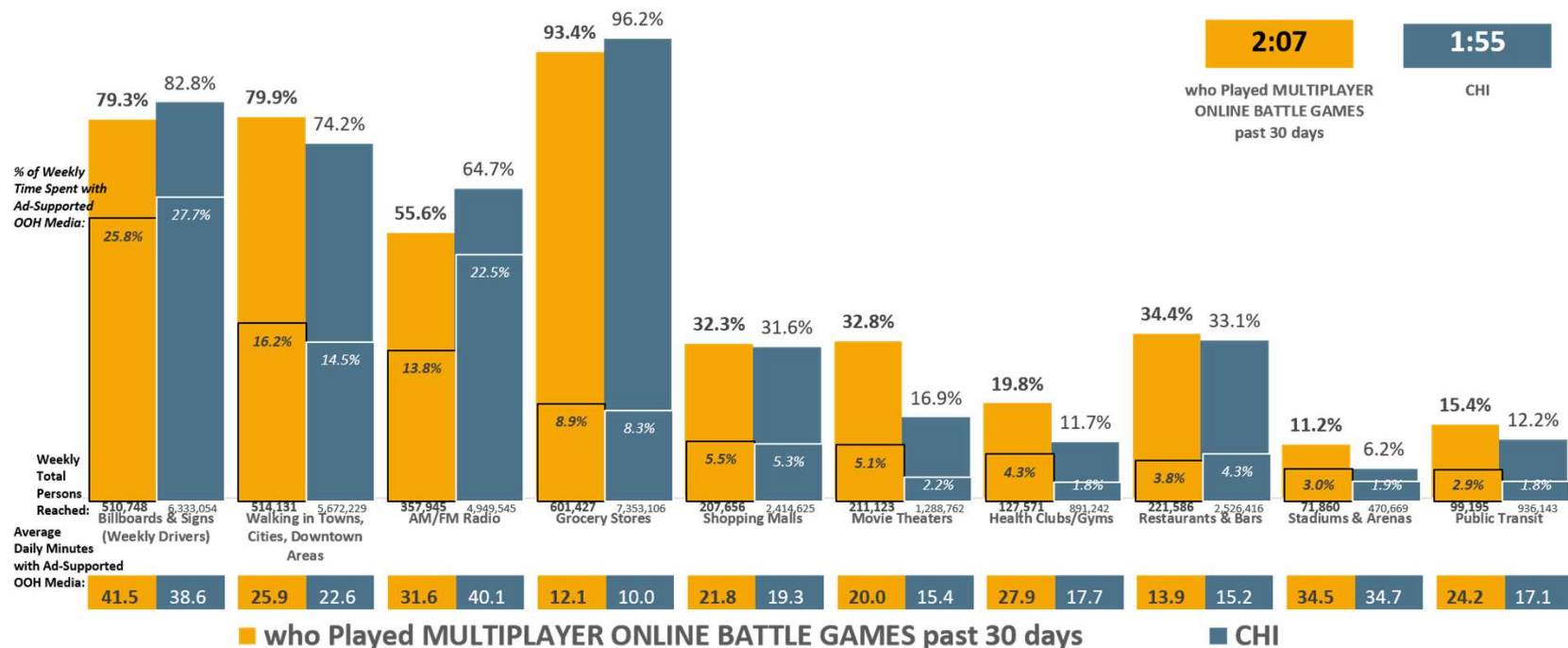


510,748 or 79.3% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 41.5 minutes per day driving, seeing Billboards and Signs representing 25.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 295
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

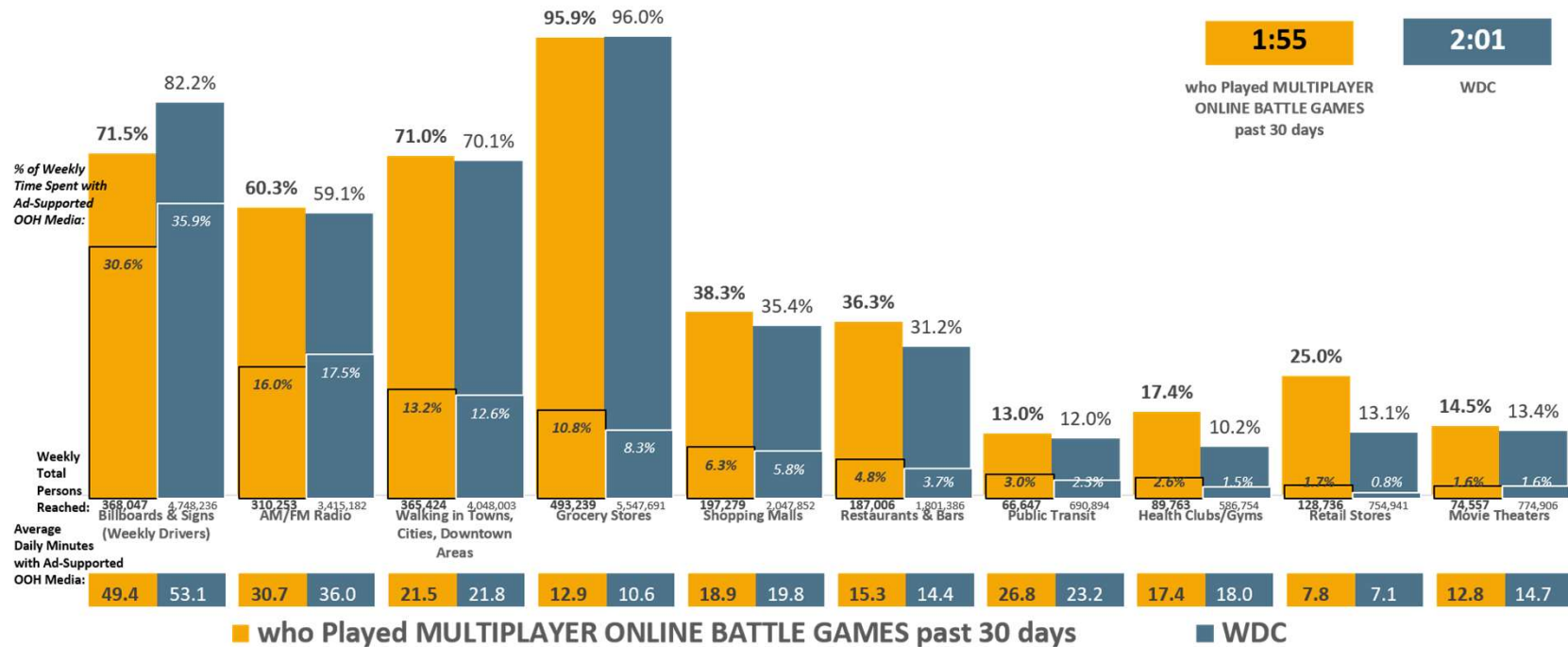


368,047 or 71.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

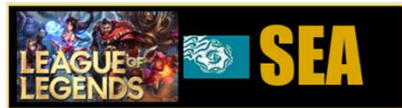
"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 524 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

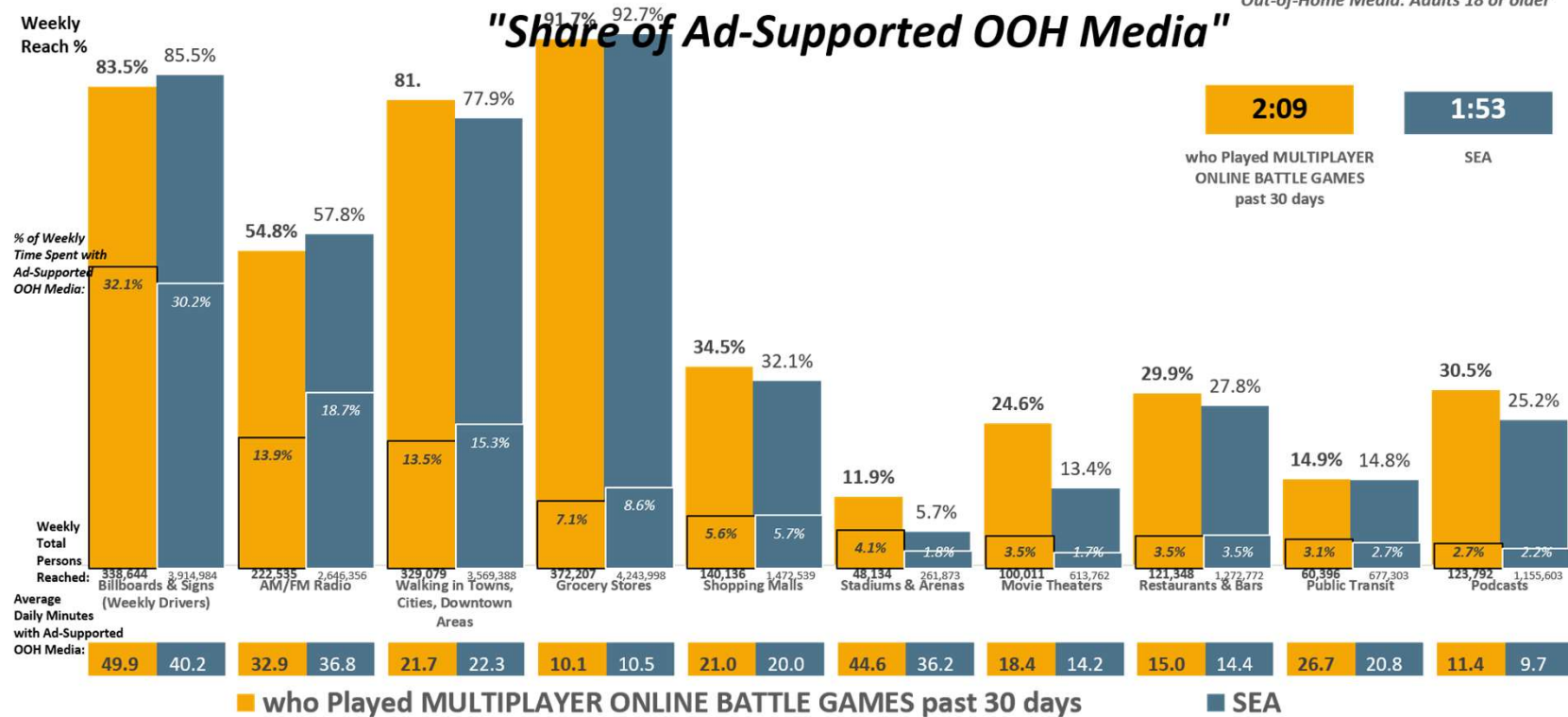
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



338,644 or 83.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

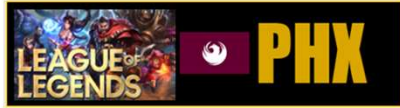
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

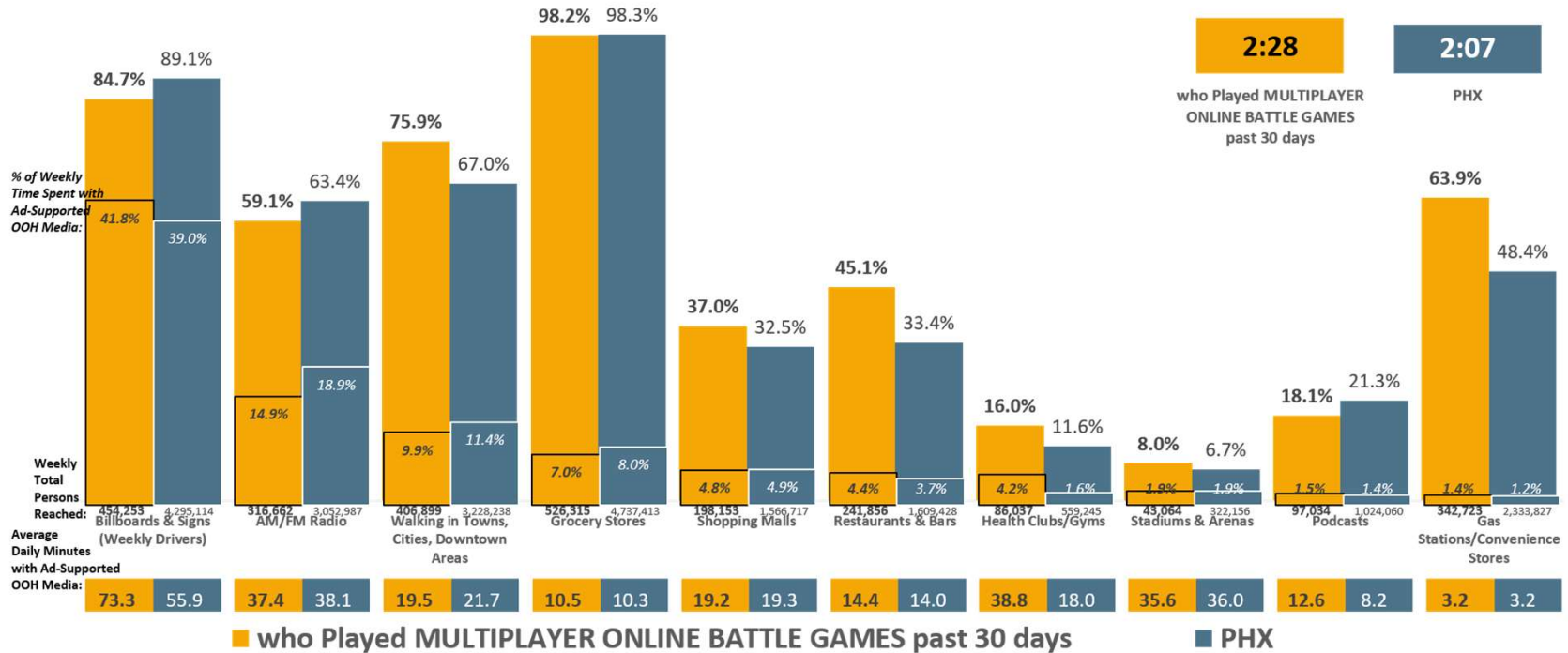


454,253 or 84.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 73.3 minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 228
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

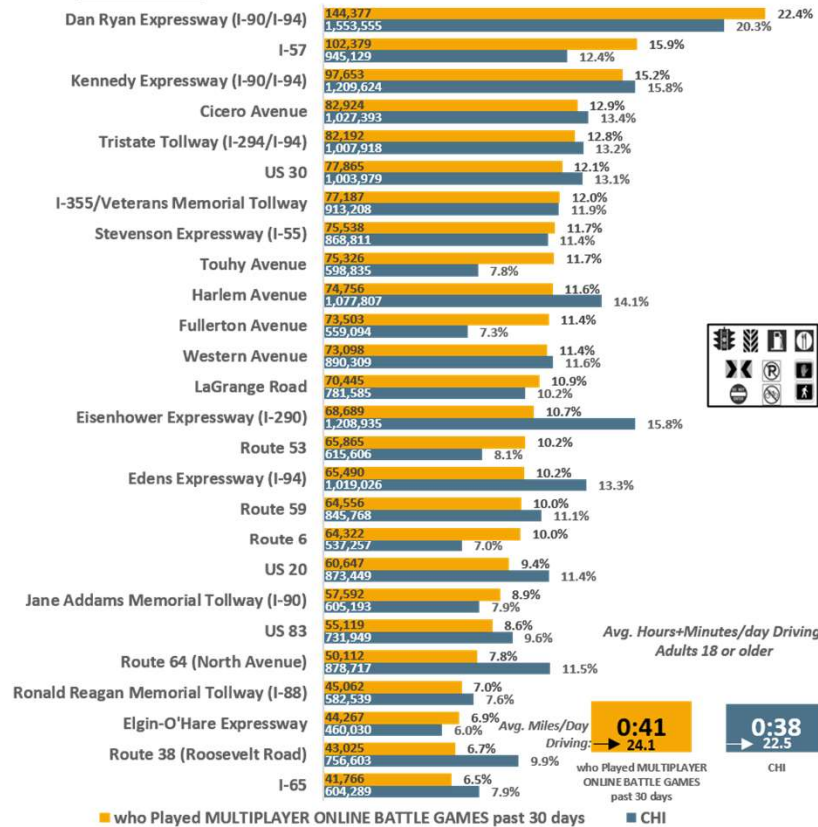
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

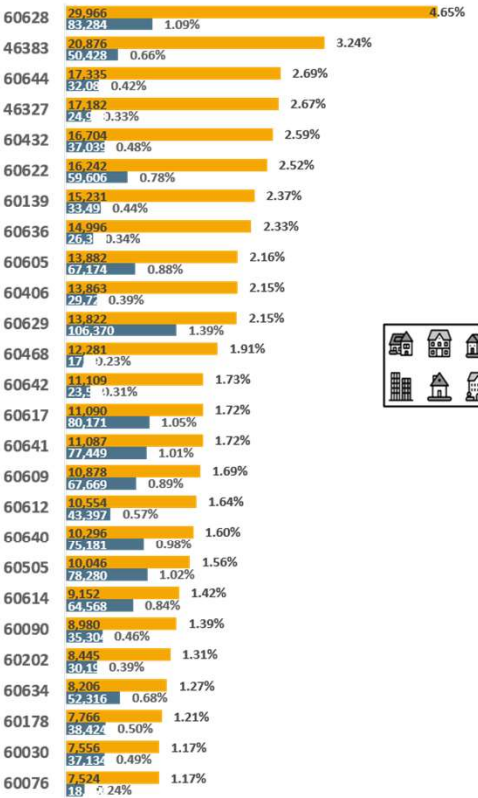


510,748 or 79.3% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 41.5 minutes per day driving an average of 24.1 miles each day and are 56.1% more likely to use Fullerton Avenue than the Metro average.

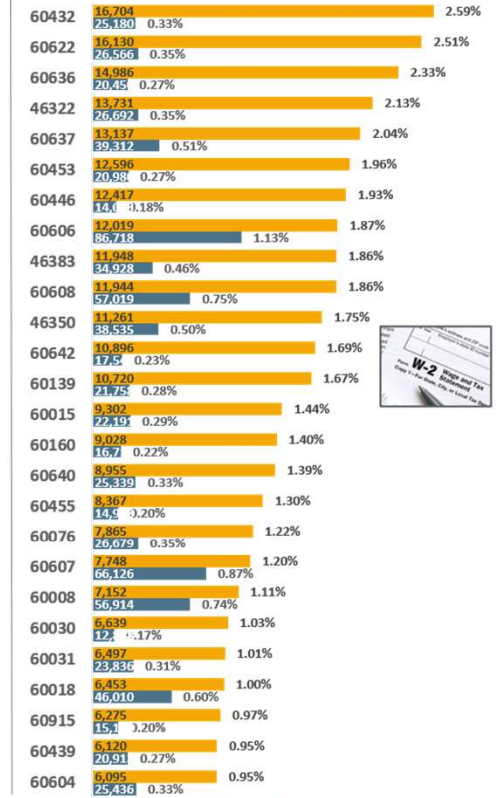
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



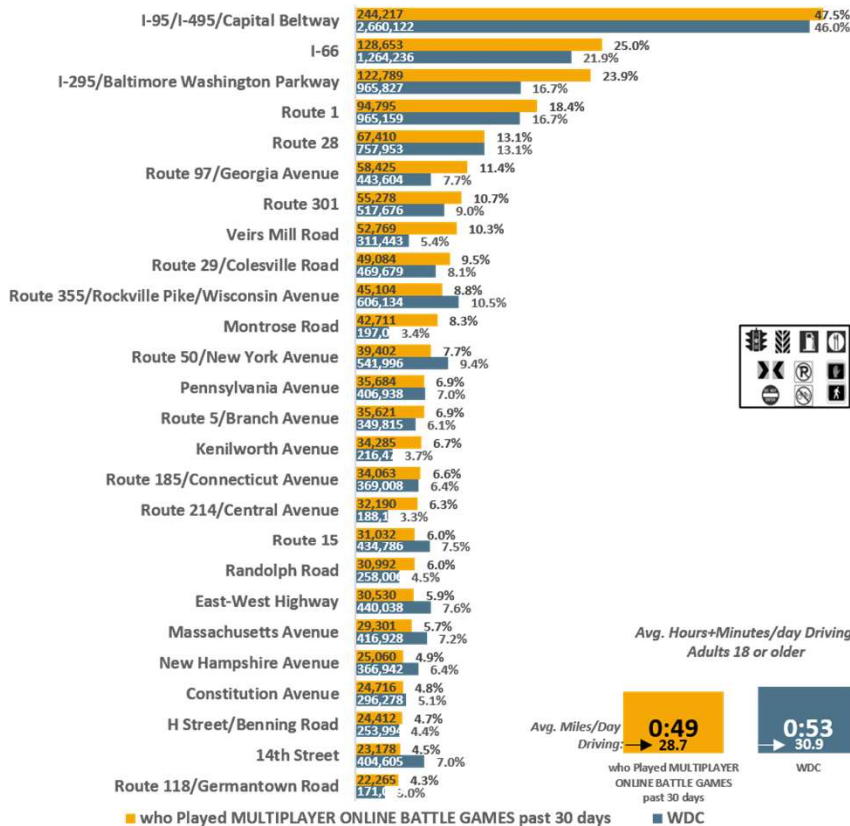
Top-26 Employment Zip Codes: Adults 18 or older





368,047 or 71.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 49.4 minutes per day driving an average of 28.7 miles each day and are 143.4% more likely to use Montrose Road than the Metro average.

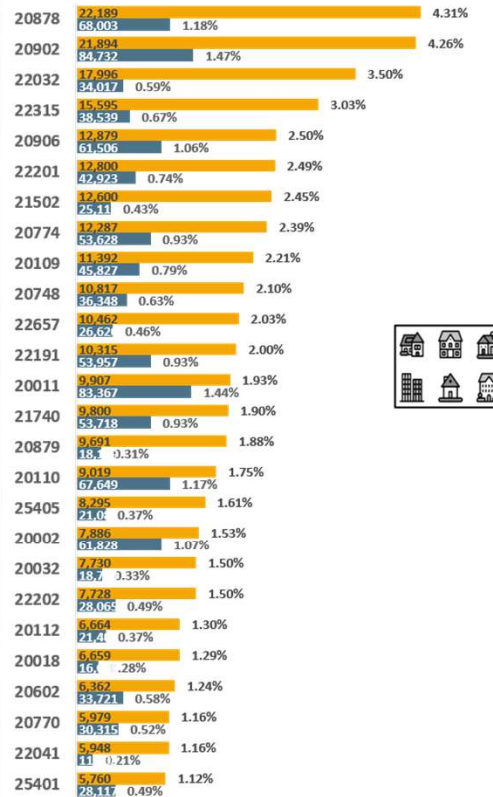
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



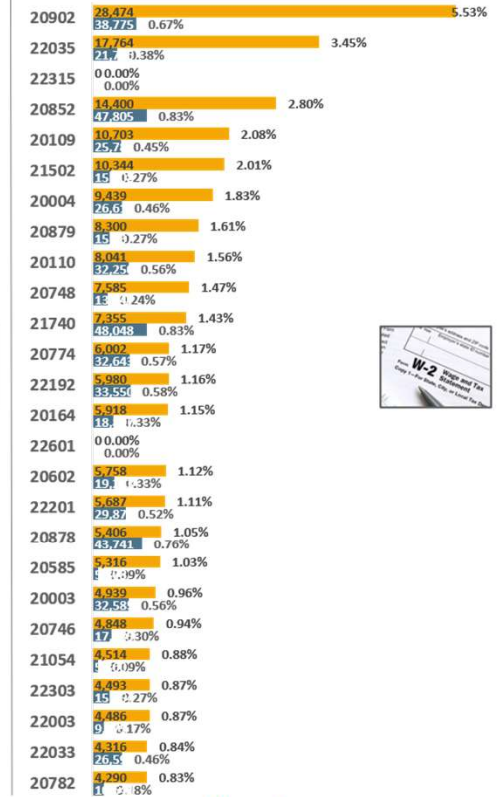
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

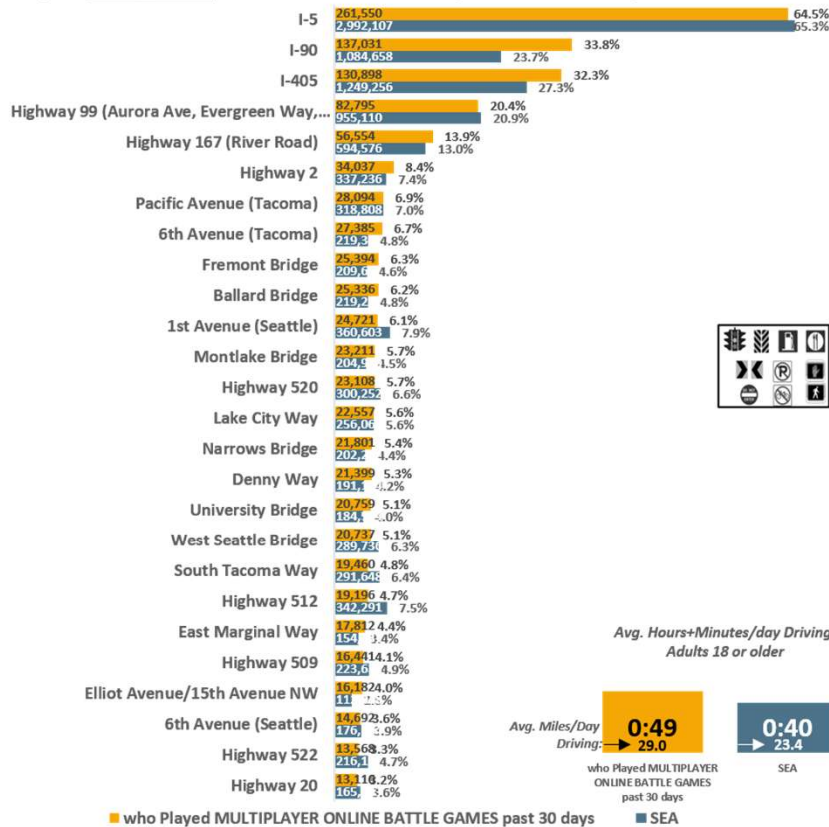


soefa.ai Share of Everything for Anything

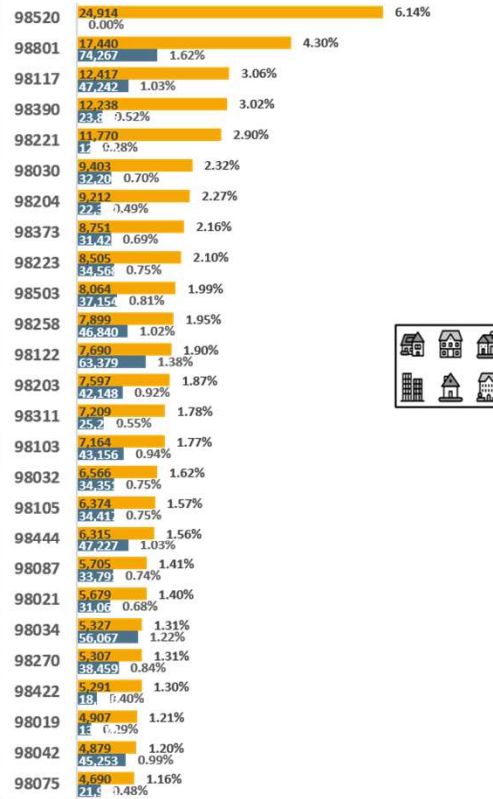


338,644 or 83.5% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 49.9 minutes per day driving an average of 29. miles each day and are 42.6% more likely to use I-90 than the Metro average.

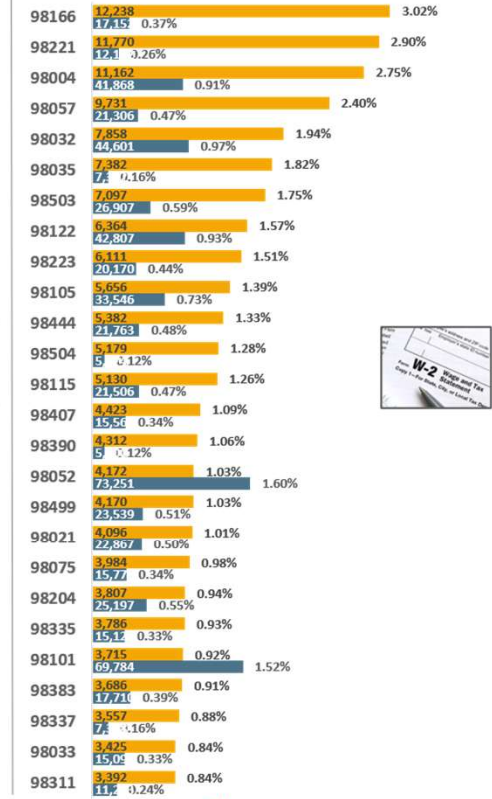
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

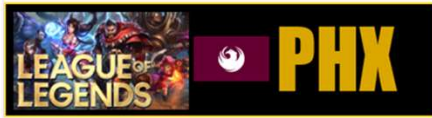


Top-26 Residential Zip Codes: Adults 18 or older



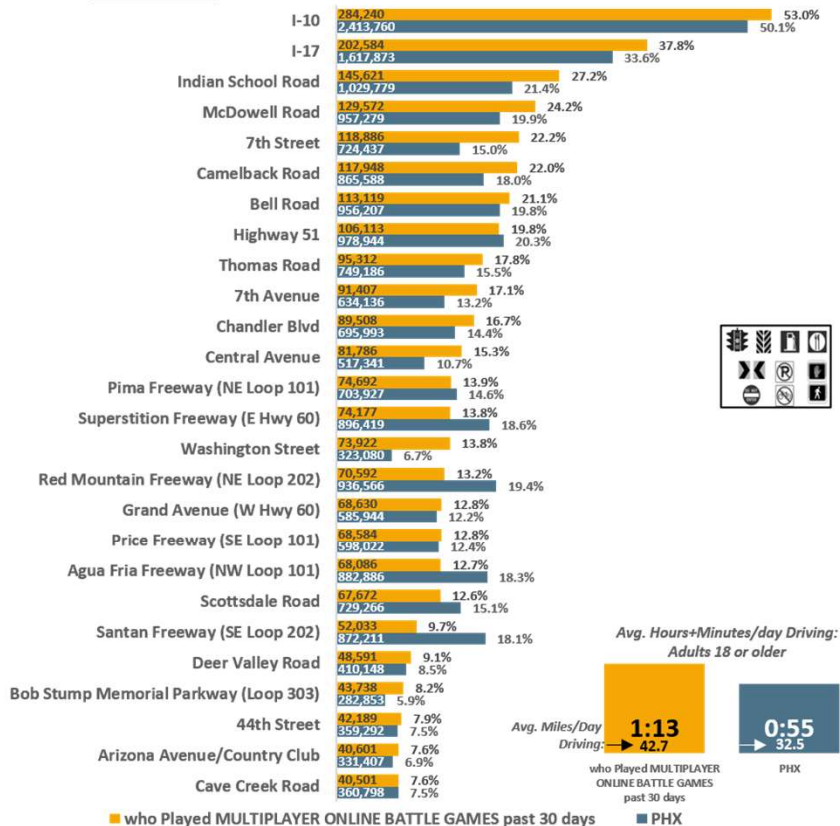
Top-26 Employment Zip Codes: Adults 18 or older



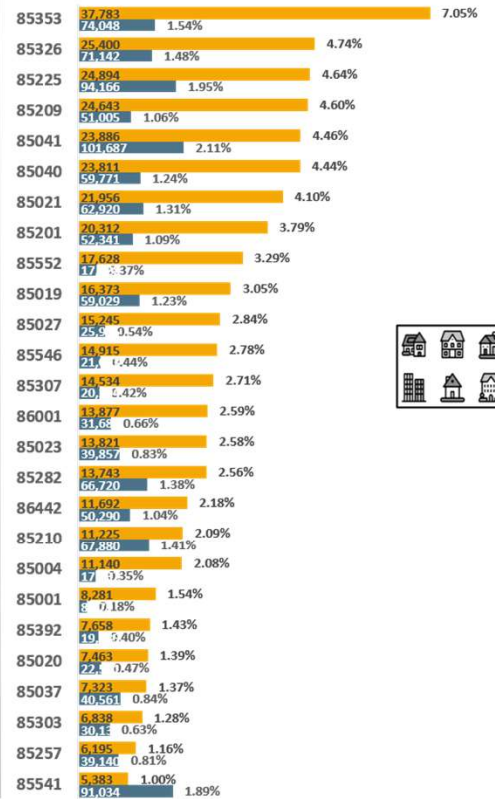


454,253 or 84.7% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days spend an average of 73.3 minutes per day driving an average of 42.7 miles each day and are 105.6% more likely to use Washington Street than the Metro average.

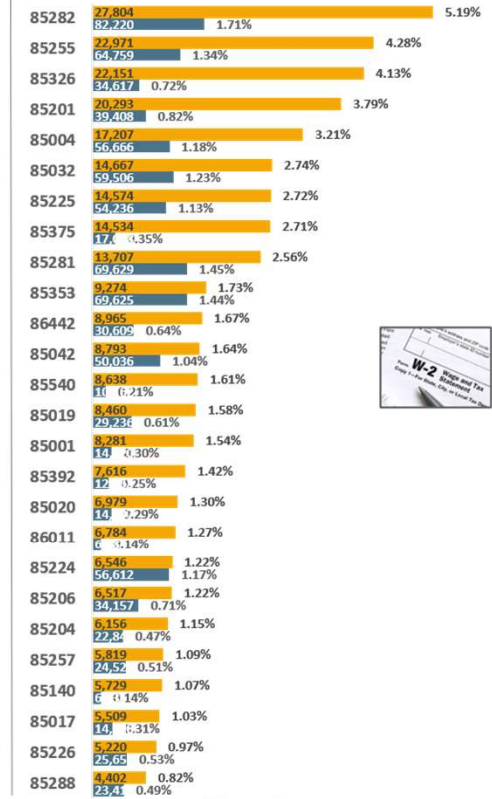
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



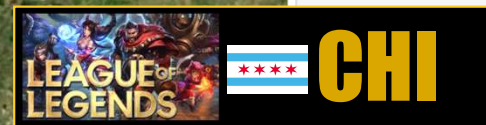
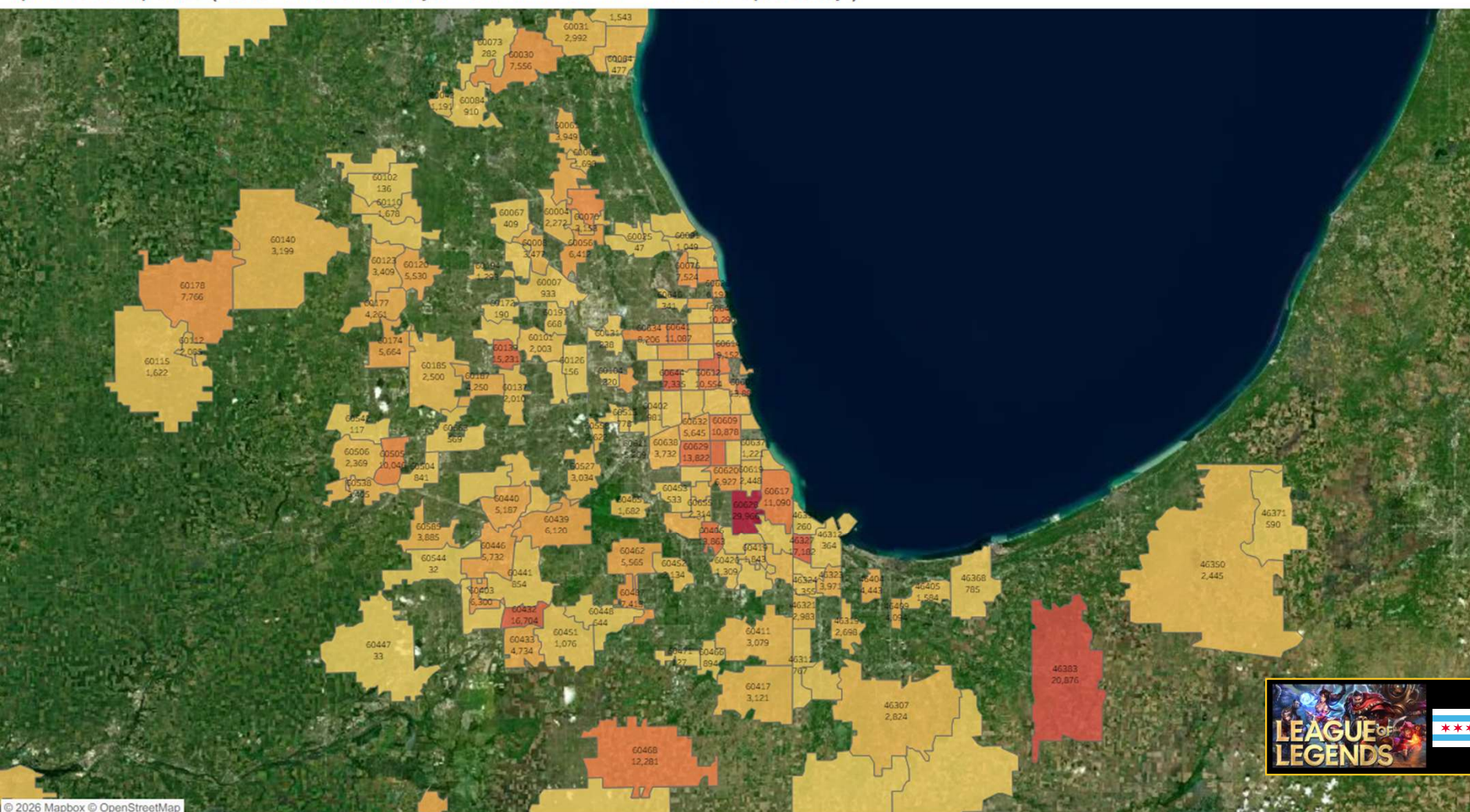
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days)



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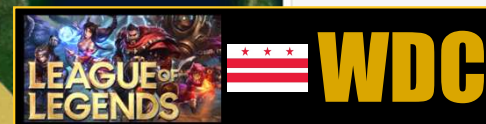
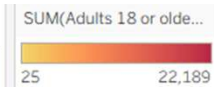
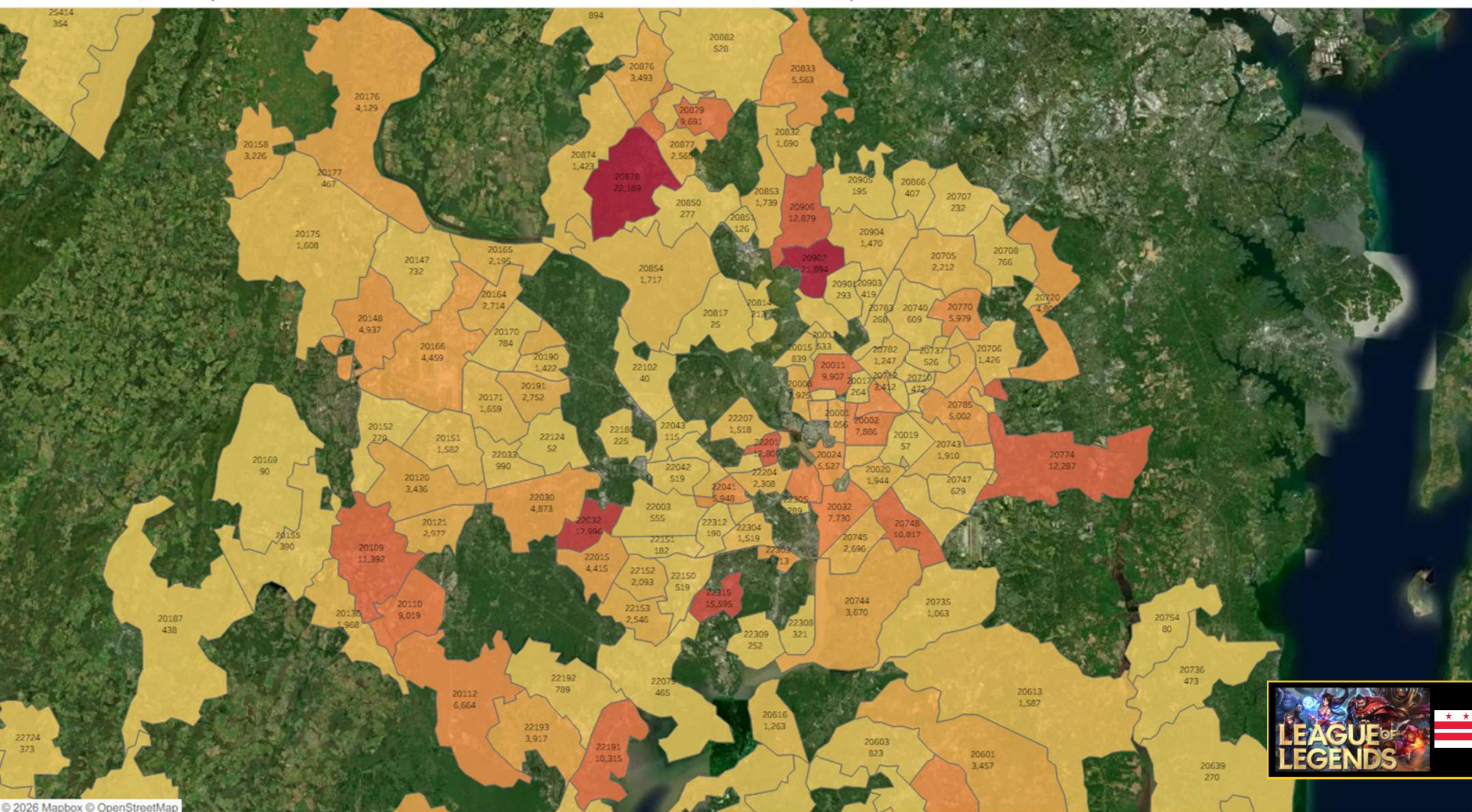
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 295

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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

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Top Residential Zip Codes: (Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days)



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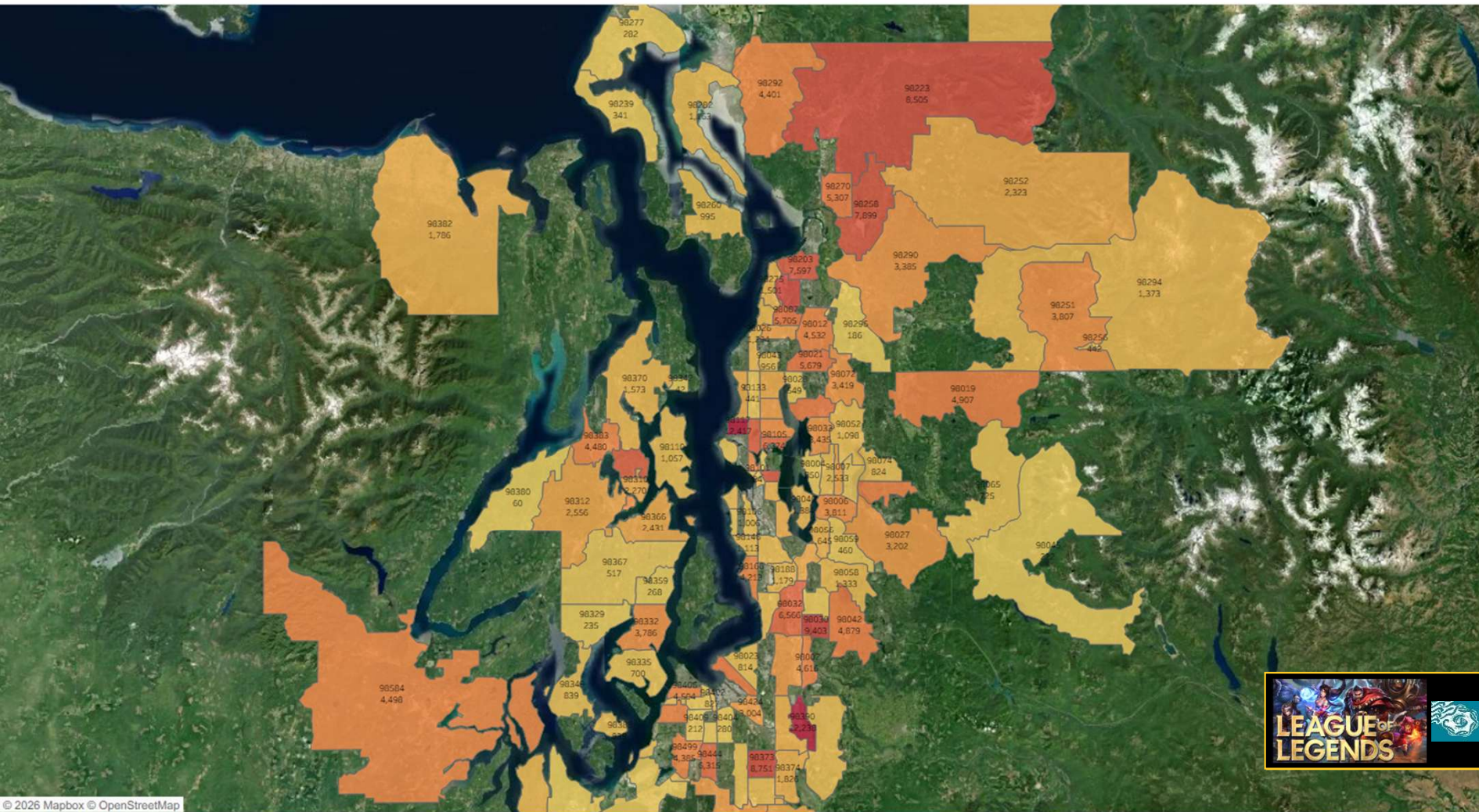
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 524

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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

Top Residential Zip Codes: (Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days)



SUM(Adults 18 or olde...
42 12,417



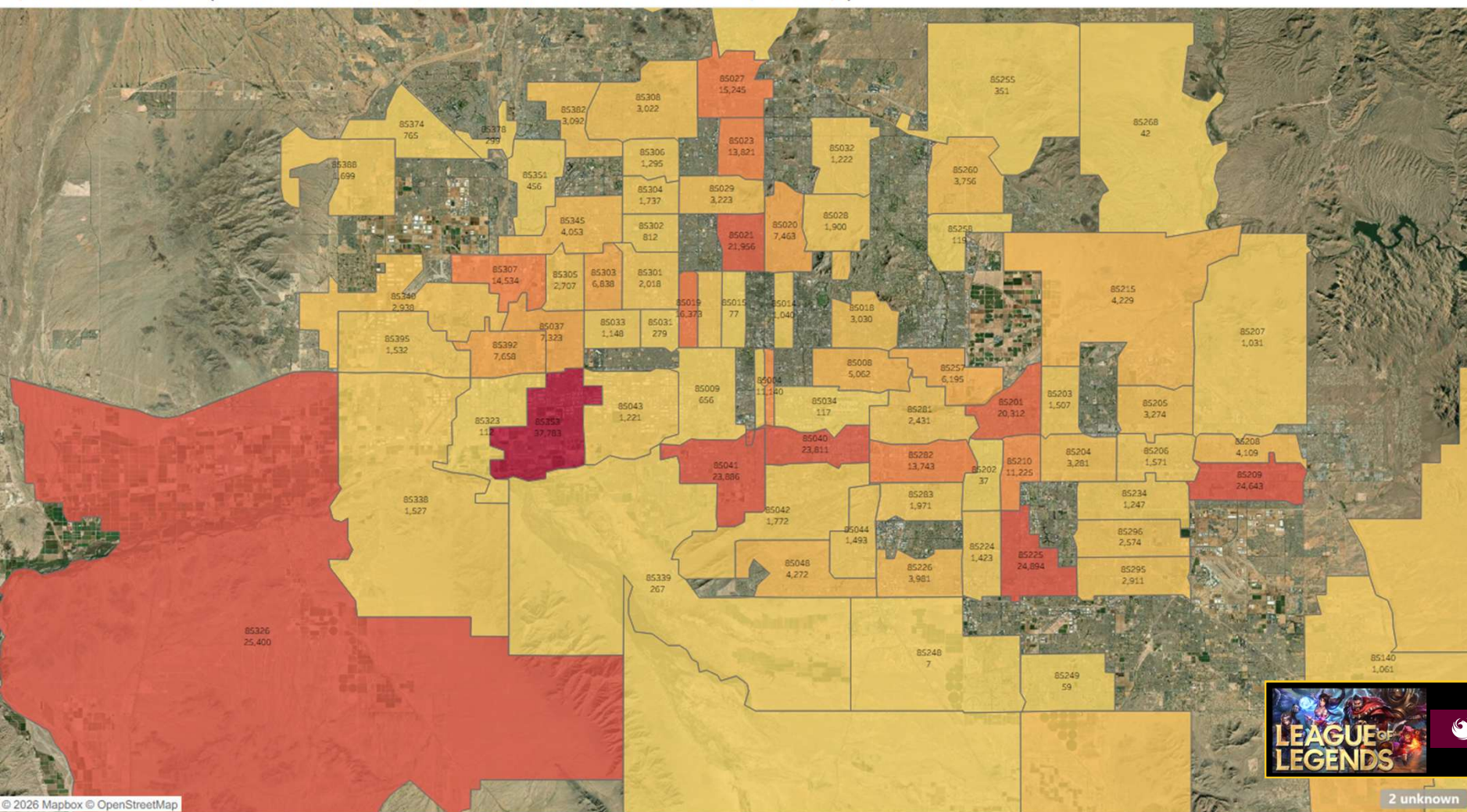
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SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 294
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

Top Residential Zip Codes: (Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days)



SUM(Adults 18 or olde...



PHX

2 unknown

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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 228

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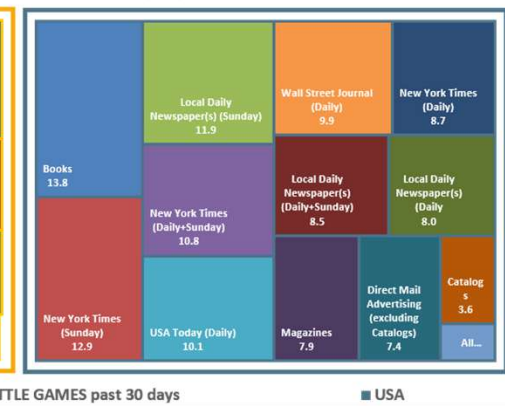
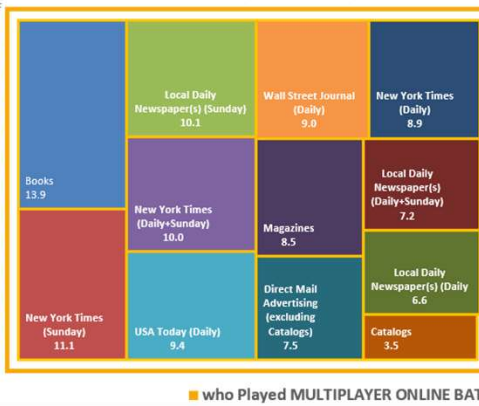
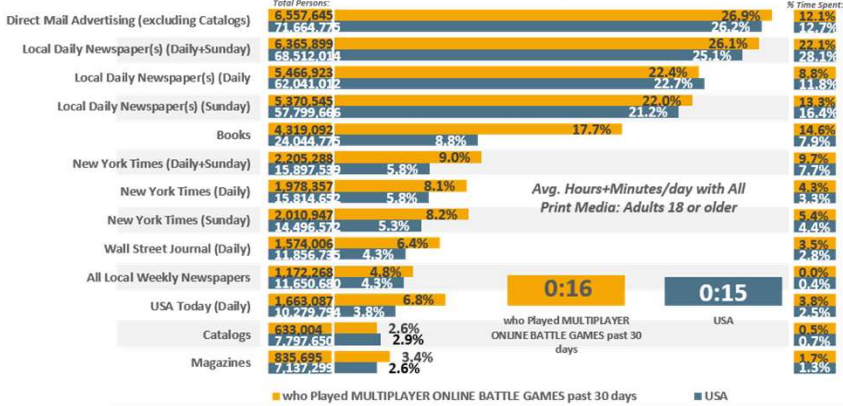
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

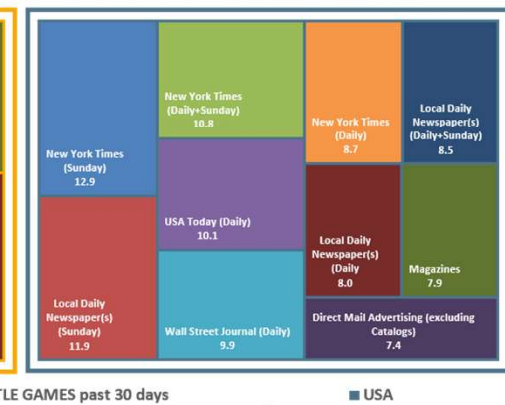
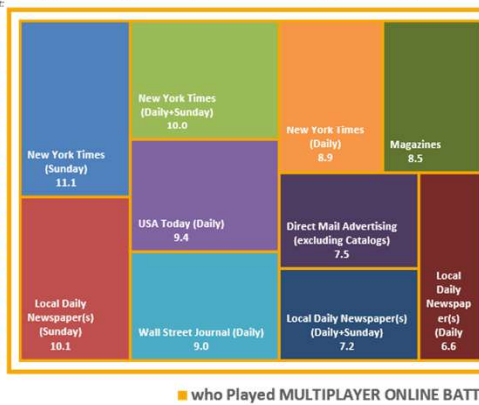
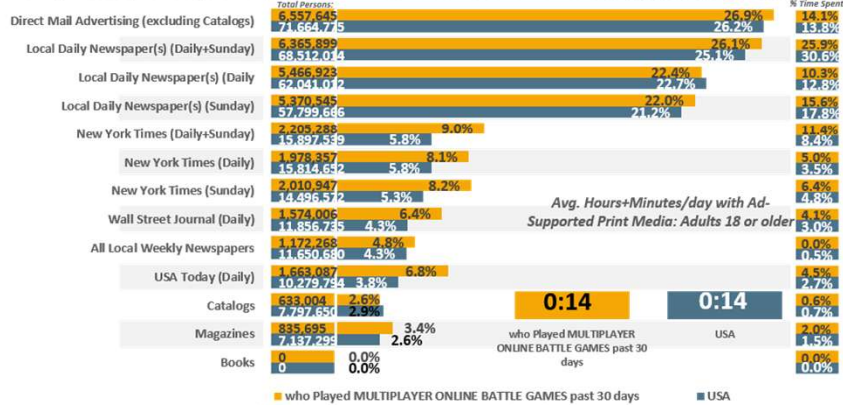


6,365,899 or 26.1% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 25.9% of all time spent daily with All forms of Print Media

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



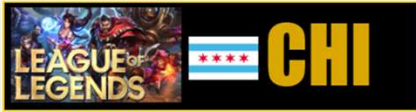
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,889
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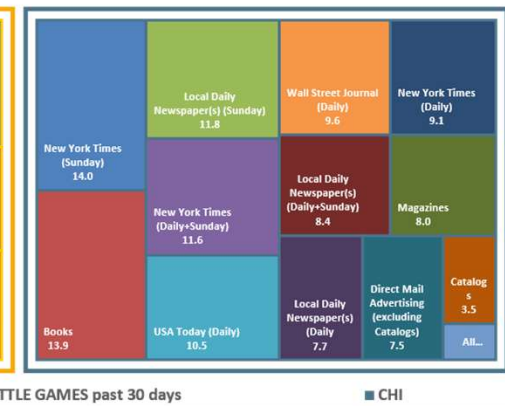
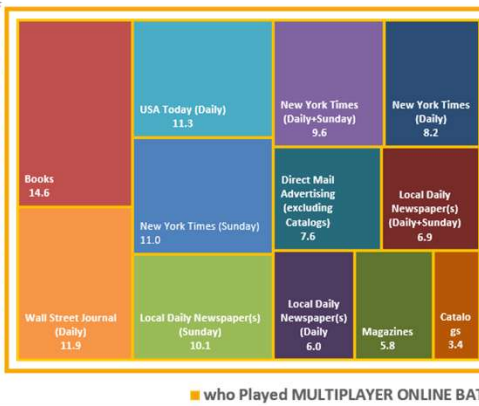
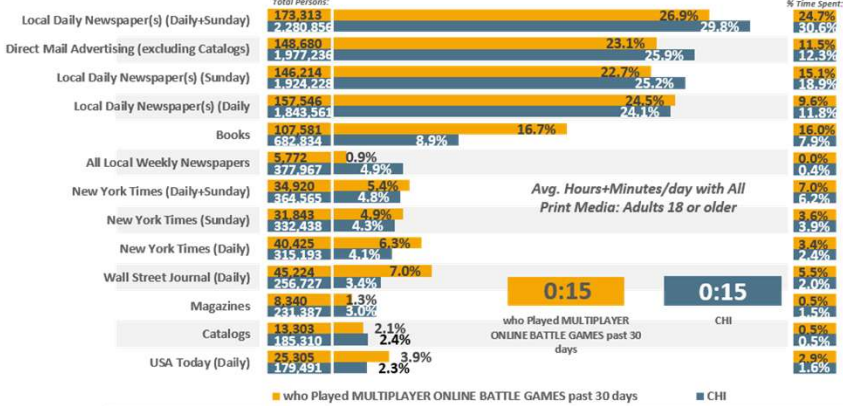
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)

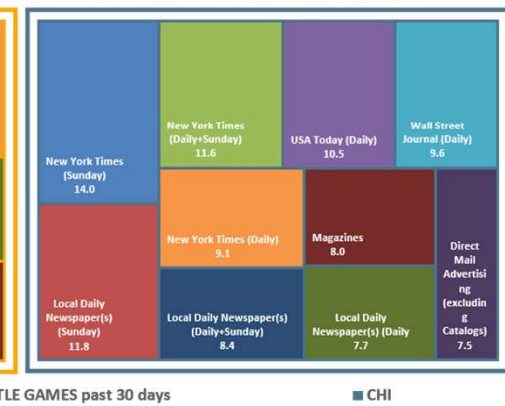
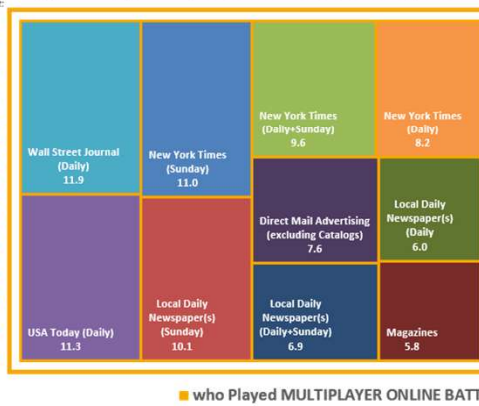
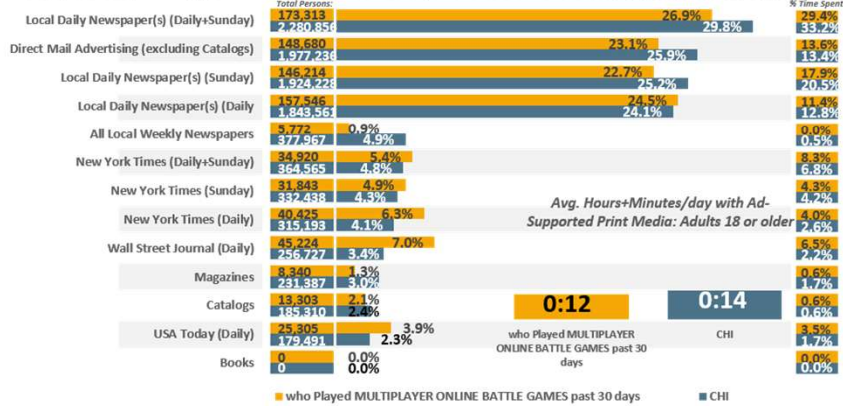


173,313 or 26.9% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

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



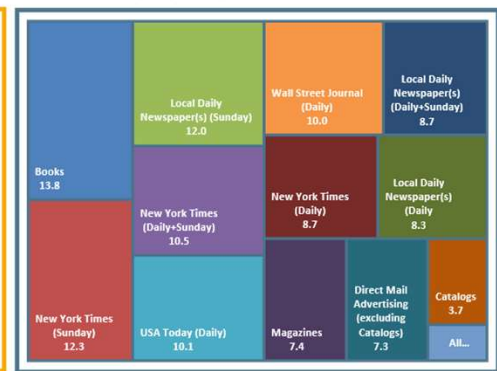
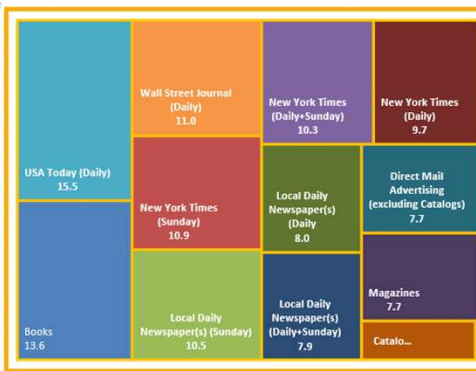
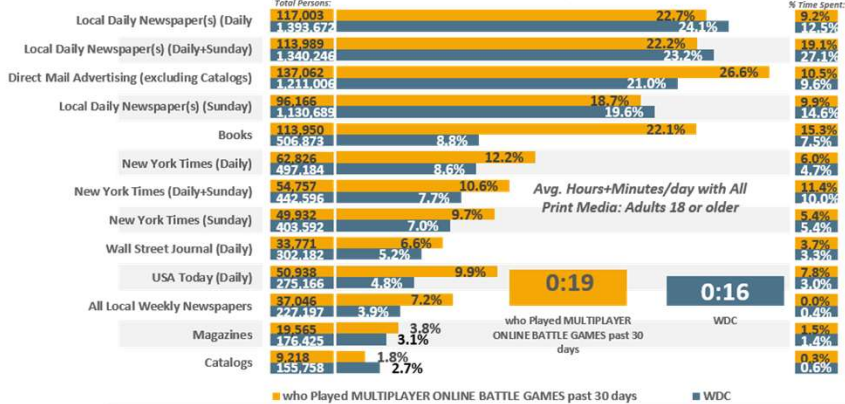
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



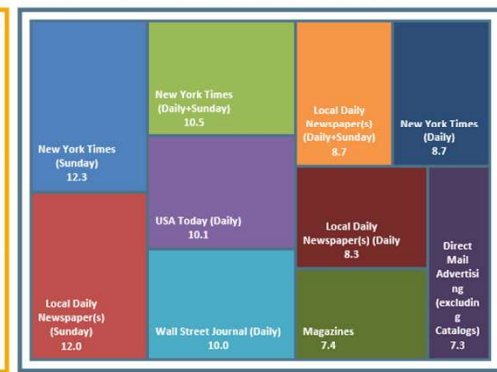
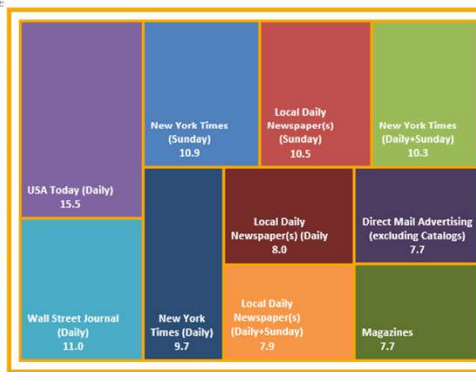
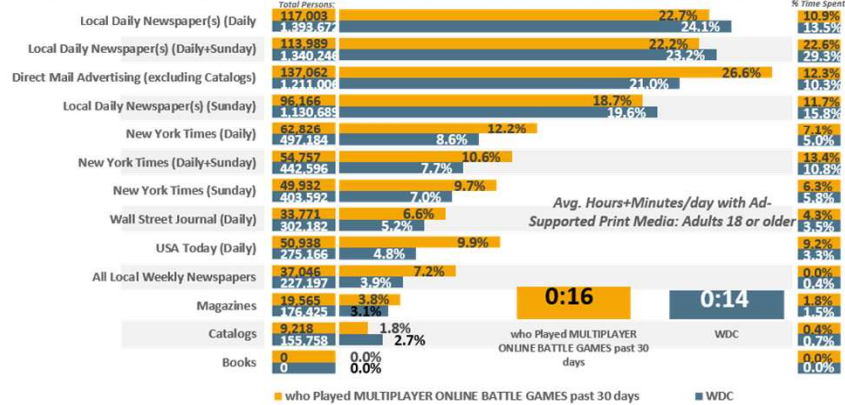


113,989 or 22.2% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 22.6% of all time spent daily with All forms of Print Media.

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**



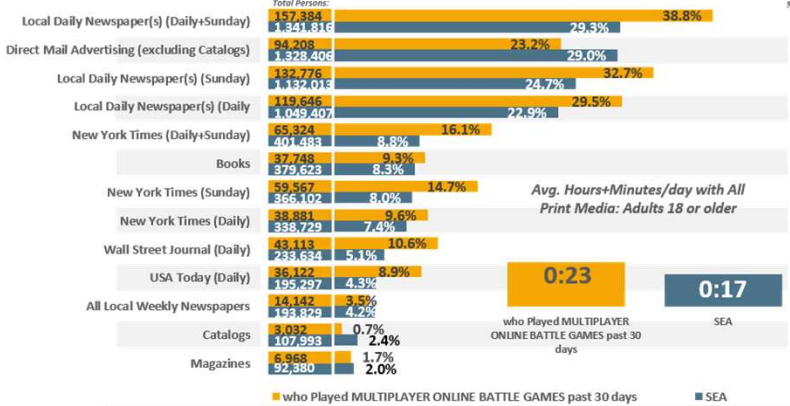
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



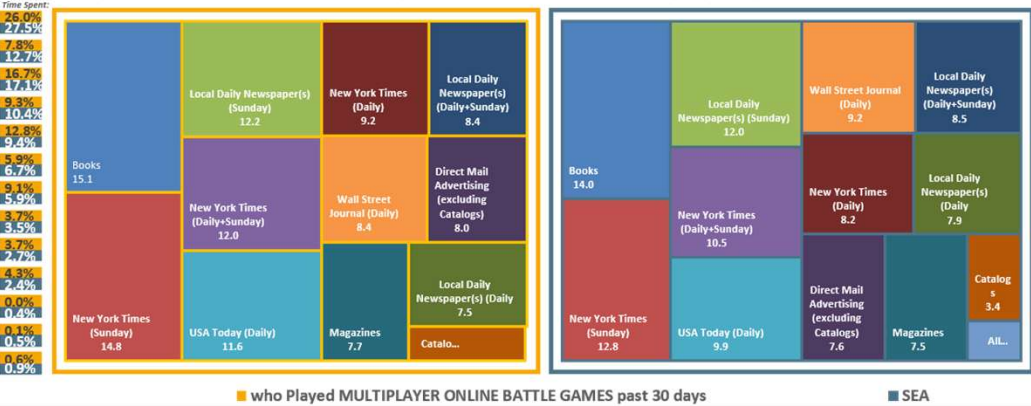


157,384 or 38.8% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

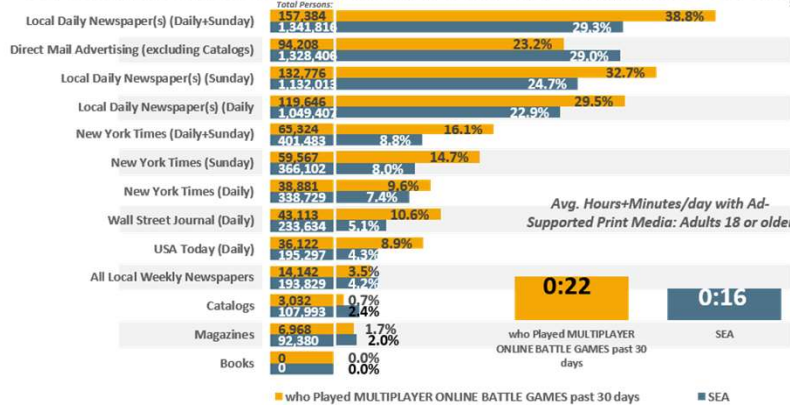
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



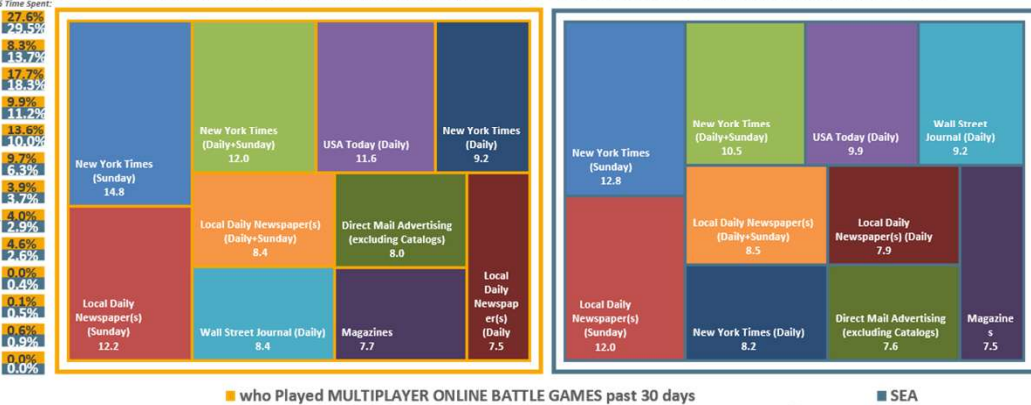
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

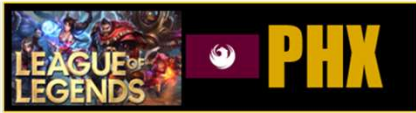


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



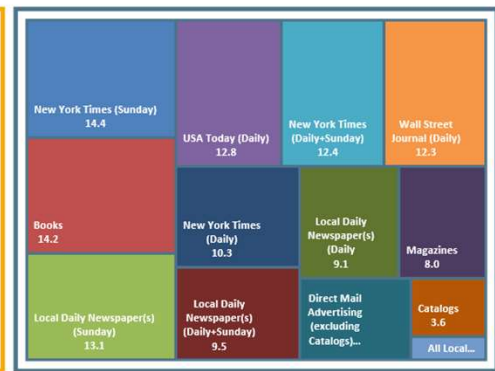
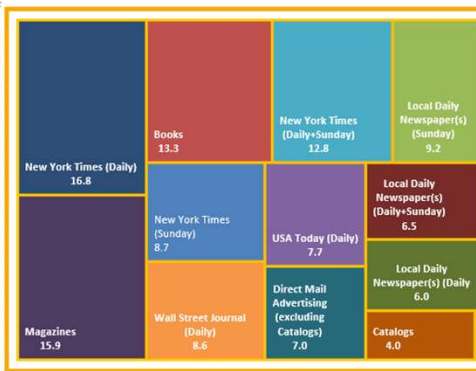
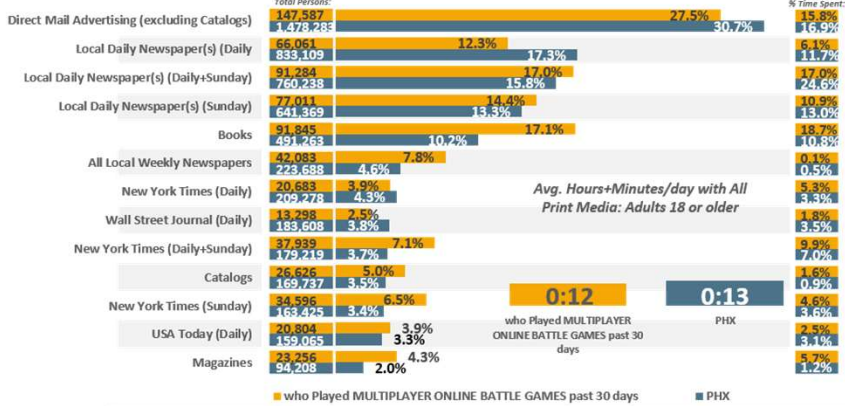
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



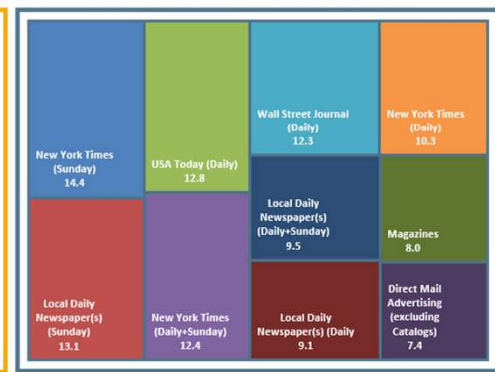
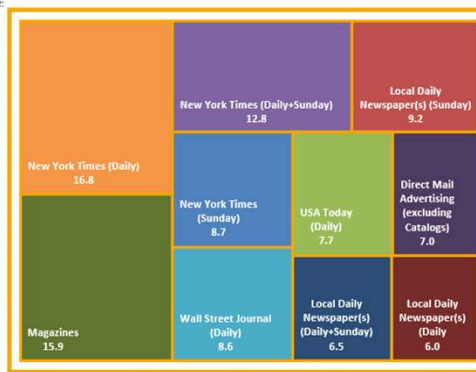
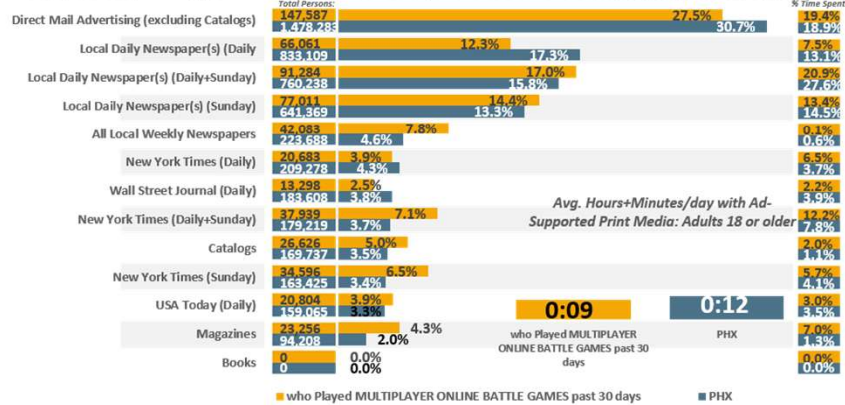


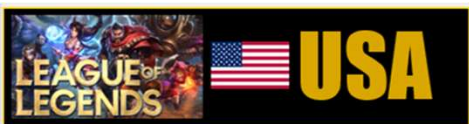
91,284 or 17.% of Adults 18 or older who Played MULTIPLAYER ONLINE BATTLE GAMES past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.5 minutes every day representing 20.9% of all time spent daily with All forms of Print Media.

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



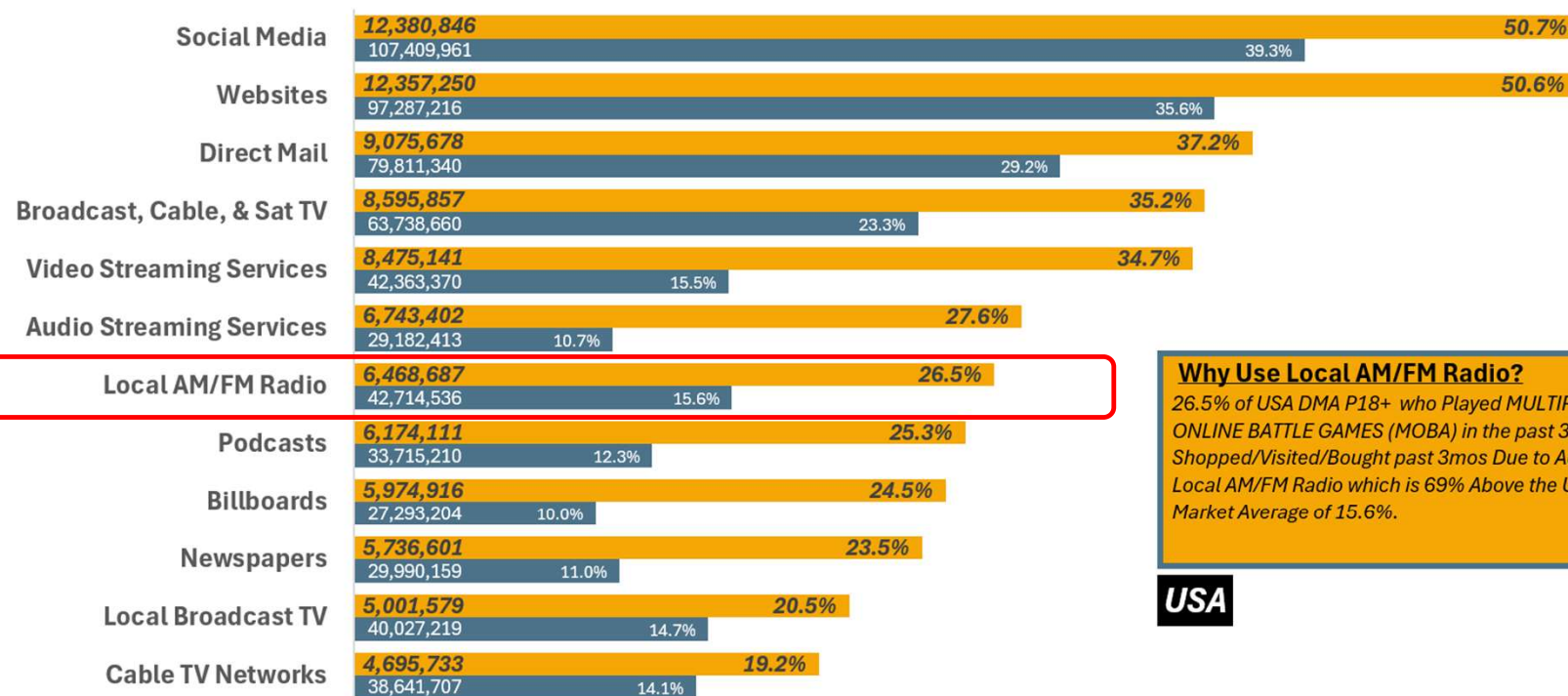
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

26.5% of USA DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 69% Above the USA DMA Market Average of 15.6%.

USA

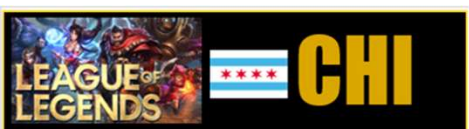
P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1889
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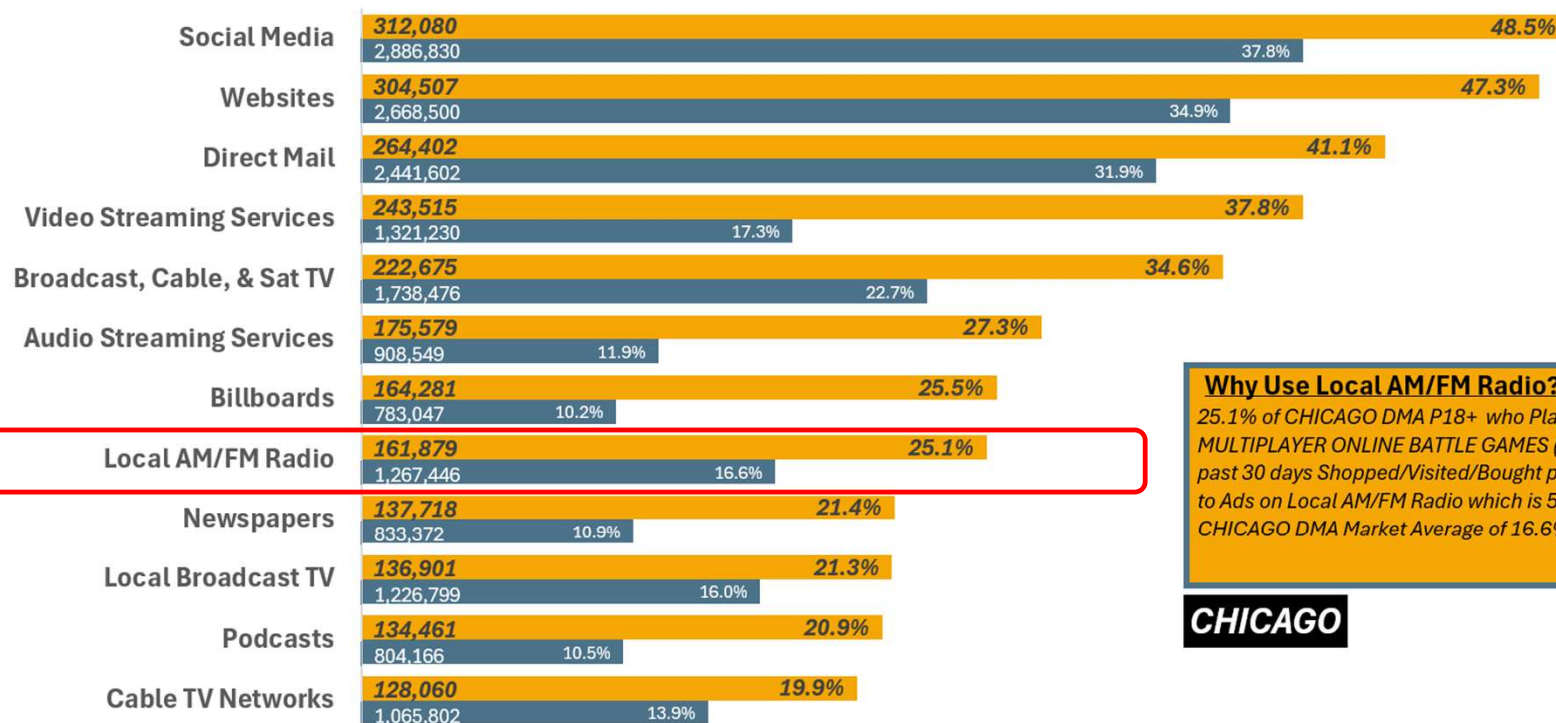
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Advertising Actions"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

25.1% of CHICAGO DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 52% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

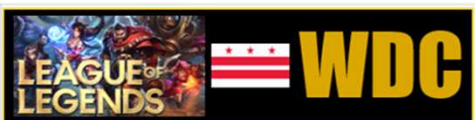
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 295
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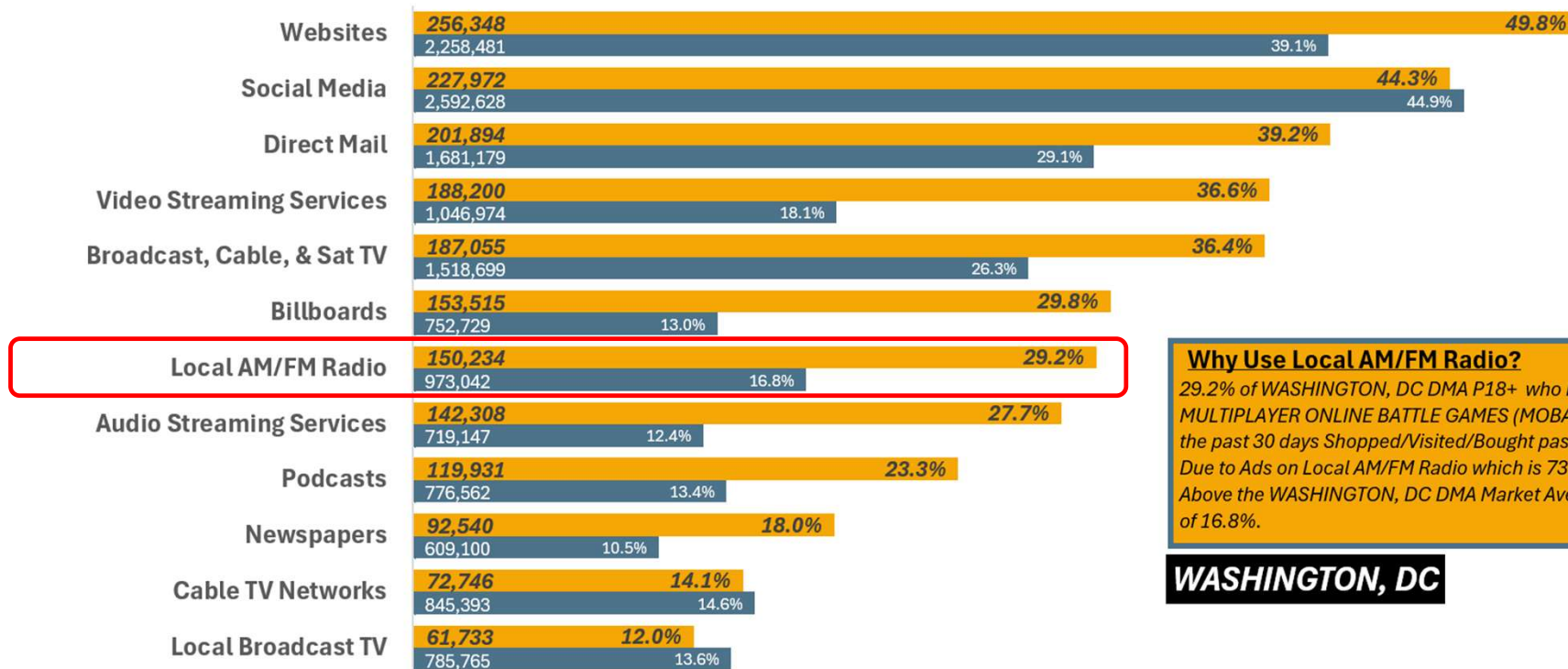
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Advertising Actions"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

29.2% of WASHINGTON, DC DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 73% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

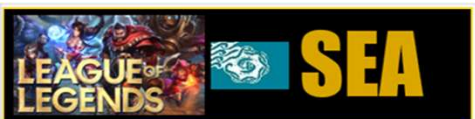
■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 524

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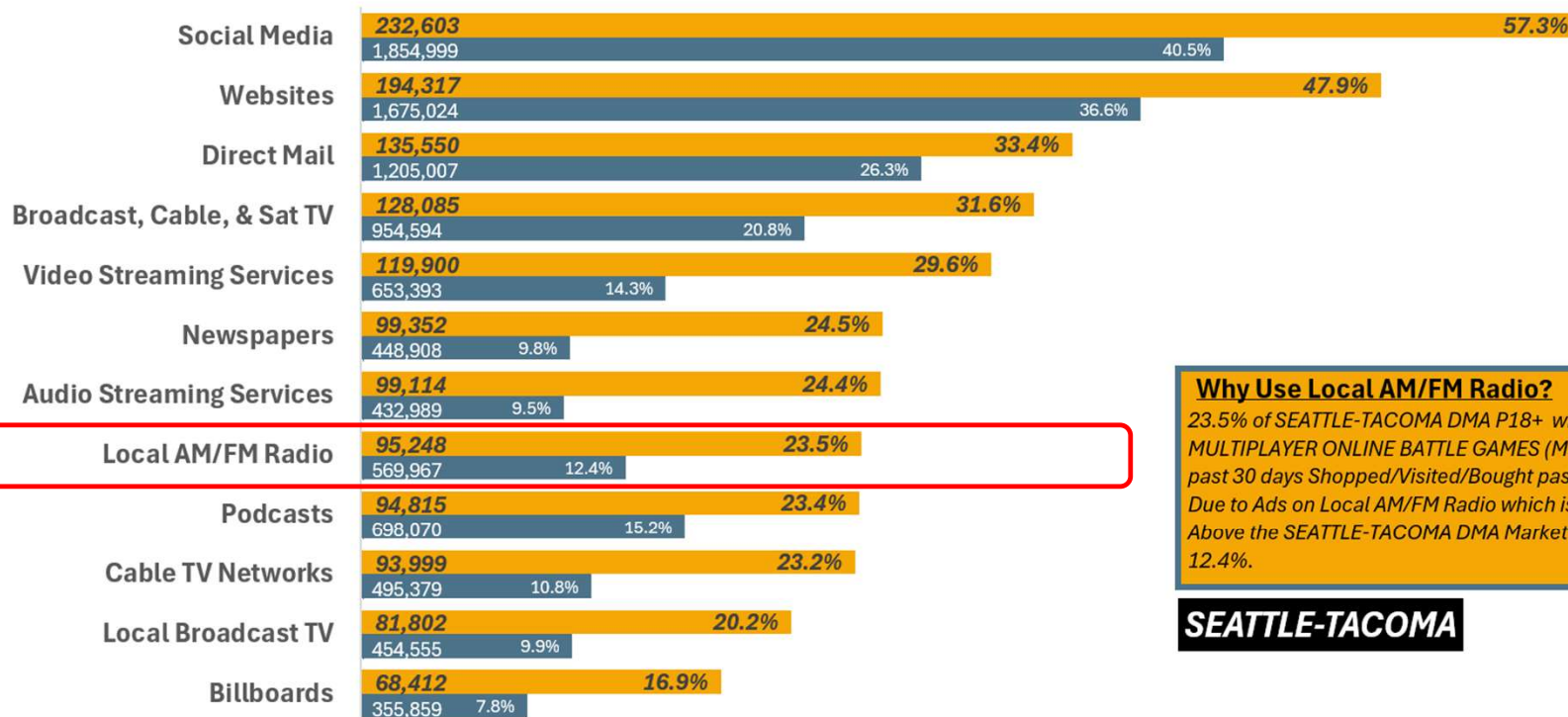
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Advertising Actions"

**P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

23.5% of SEATTLE-TACOMA DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 89% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

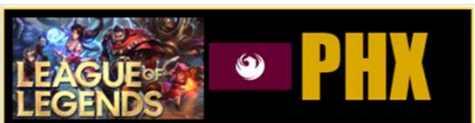
■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 294
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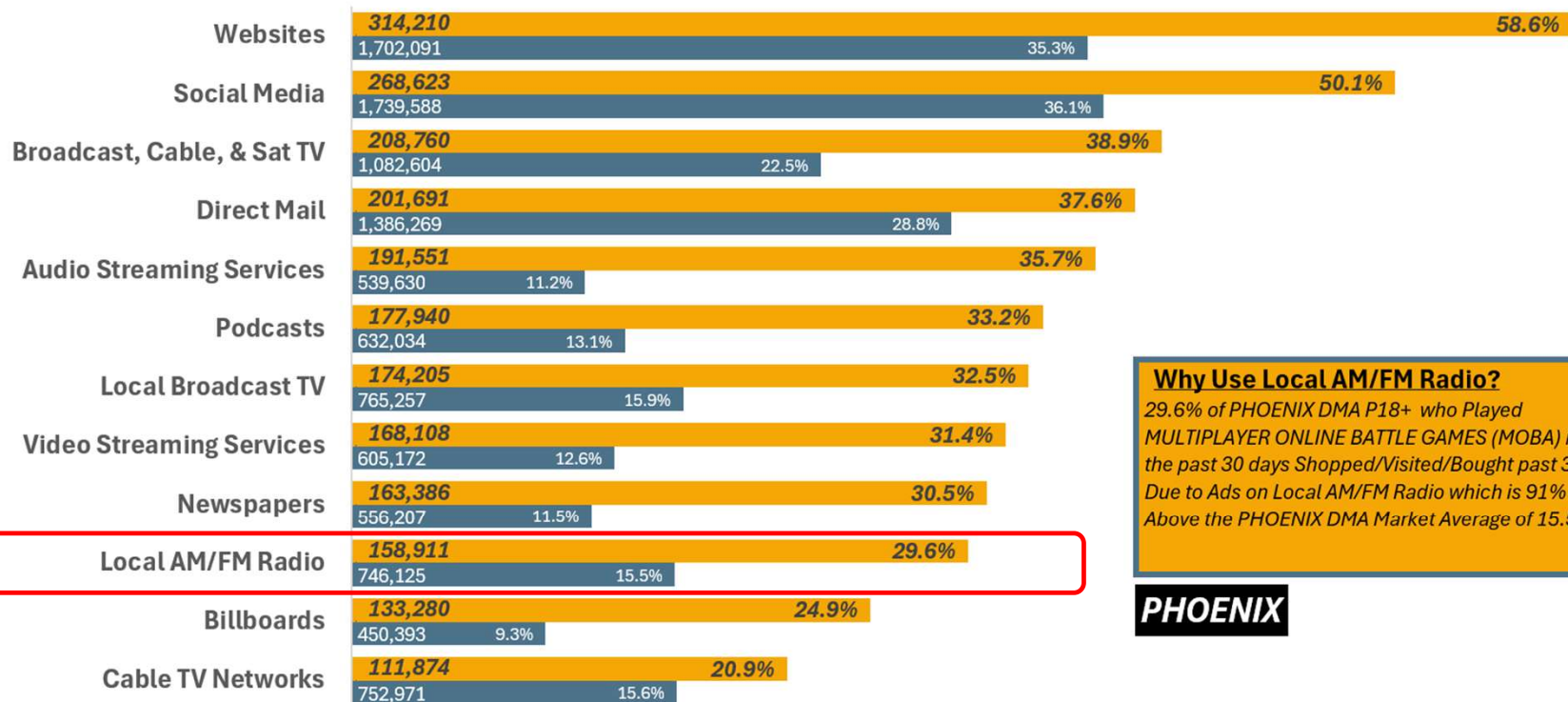
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)



"Advertising Actions"

P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

29.6% of PHOENIX DMA P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 91% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Played MULTIPLAYER ONLINE BATTLE GAMES (MOBA) in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 228
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Ways used Internet/apps past 30 days on any device: Entertainment: Games - multiplayer online battle arena (MOBA)