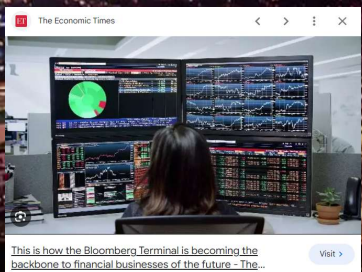


USA+4 DMAs – P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P25-64** who Participated in Company Purchasing Decisions for Business Travel/Conventions in the past 12 months as of March 31, 2026.



LAS Vegas

CONVENTION AND VISITORS AUTHORITY



P25-64

Vanguard BlackRock

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

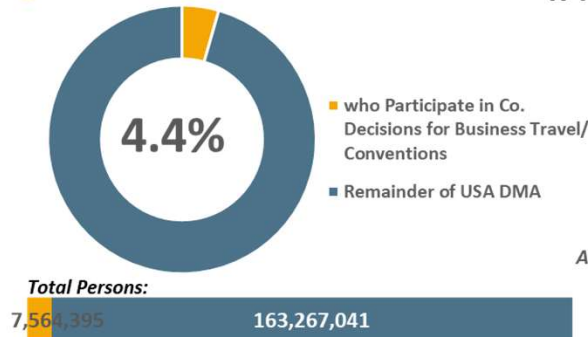
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



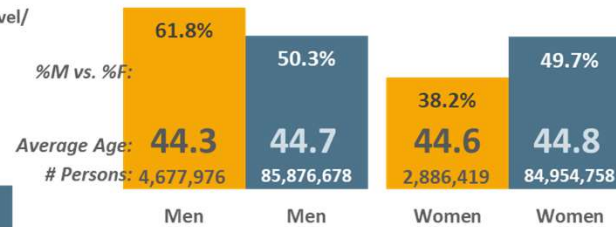


4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.
 Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 44.4 years old
 (.6% younger than average) and have a \$184,234 (46.8% higher than average) annual household income.

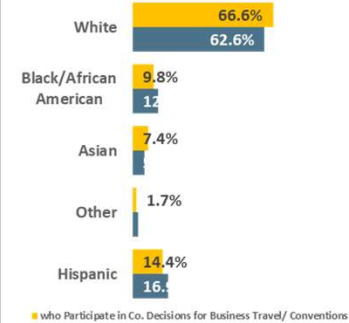
Percent of Market: Adults 25 - 64



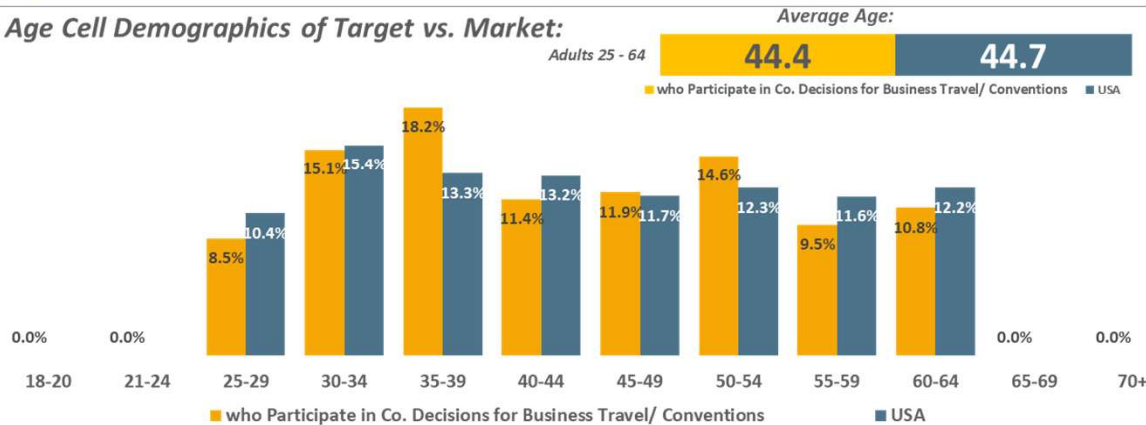
Gender of Target vs. Market: Adults 25 - 64



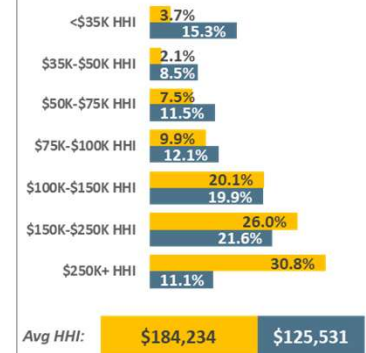
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.0% or 153,509 of CHI DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.
 Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 43.2 years old
 (3.6% younger than average) and have a \$158,478 (31.3% higher than average) annual household income.

Percent of Market: Adults 25 - 64



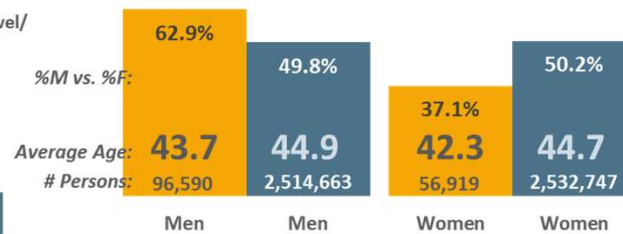
■ who Participate in Co. Decisions for Business Travel/ Conventions
 ■ Remainder of CHI DMA

Total Persons:

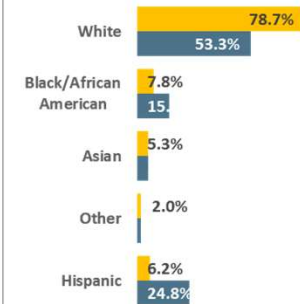
153,509 4,893,901



Gender of Target vs. Market: Adults 25 - 64

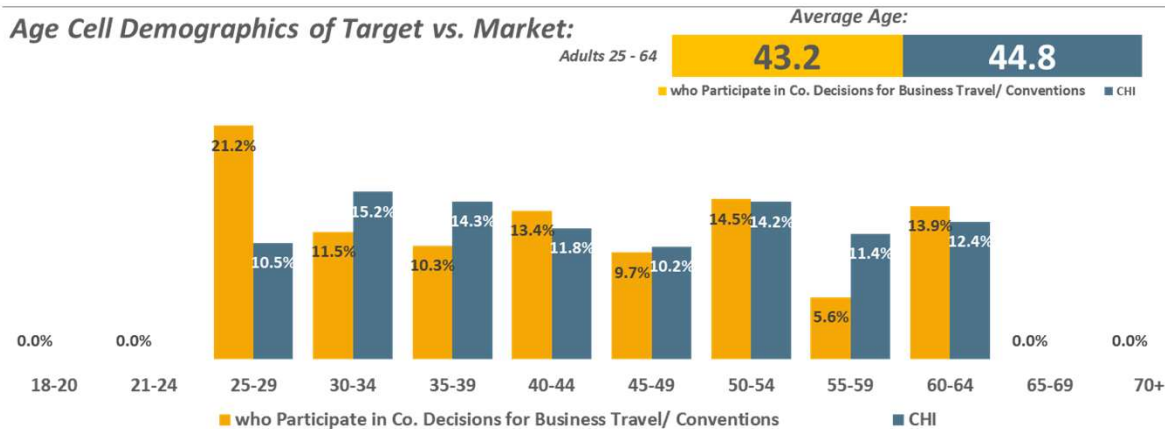


Ethnicity of Target vs. Market:



■ who Participate in Co. Decisions for Business Travel/ Conventions ■ CHI

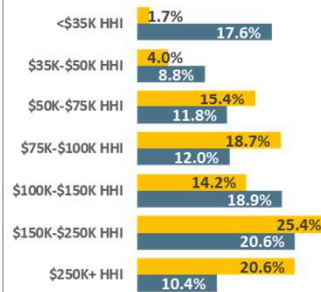
Age Cell Demographics of Target vs. Market:



■ who Participate in Co. Decisions for Business Travel/ Conventions

■ CHI

HHI of Target vs. Market:

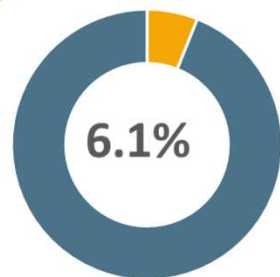


Avg HHI: \$158,478 \$120,676



6.1% or 235,260 of WDC DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 45.7 years old (2.2% older than average) and have a \$198,685 (37.7% higher than average) annual household income.

Percent of Market: Adults 25 - 64



■ who Participate in Co. Decisions for Business Travel/ Conventions
■ Remainder of WDC DMA

Total Persons:
235,260 3,646,079

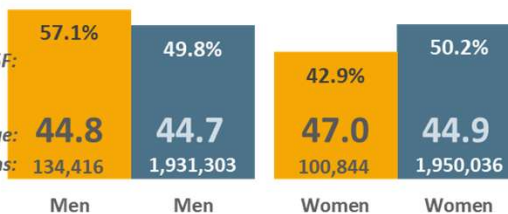


Gender of Target vs. Market: Adults 25 - 64

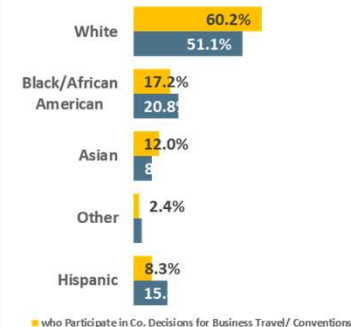
%M vs. %F:

Average Age:

Persons:



Ethnicity of Target vs. Market:



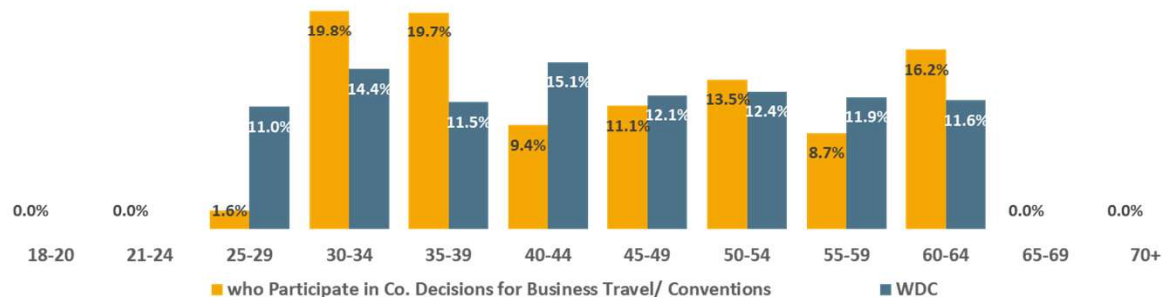
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 25 - 64



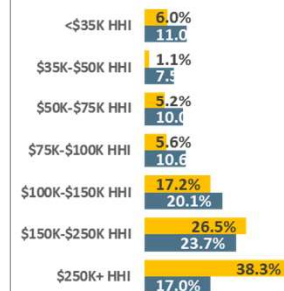
■ who Participate in Co. Decisions for Business Travel/ Conventions ■ WDC



■ who Participate in Co. Decisions for Business Travel/ Conventions

■ WDC

HHI of Target vs. Market:



Avg HHI: \$198,685 \$144,274



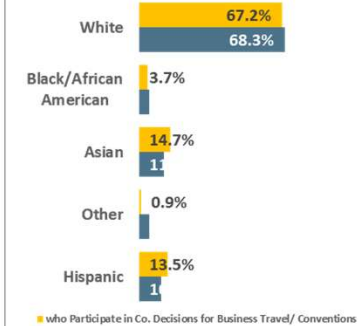
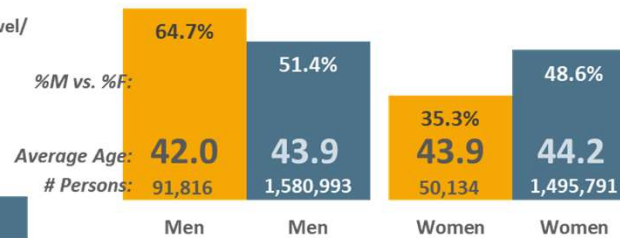
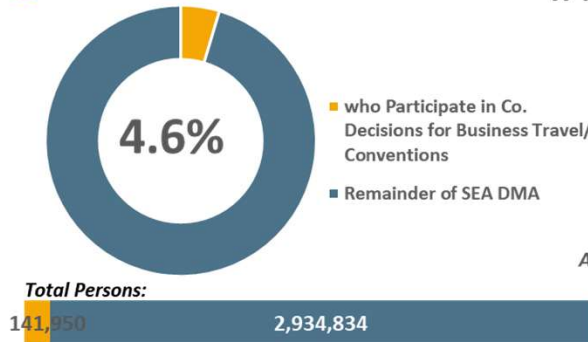
4.6% or 141,950 of SEA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.
Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 42.7 years old
(3.0% younger than average) and have a \$204,398 (49.2% higher than average) annual household income.

Percent of Market: Adults 25 - 64



Gender of Target vs. Market: Adults 25 - 64

Ethnicity of Target vs. Market:



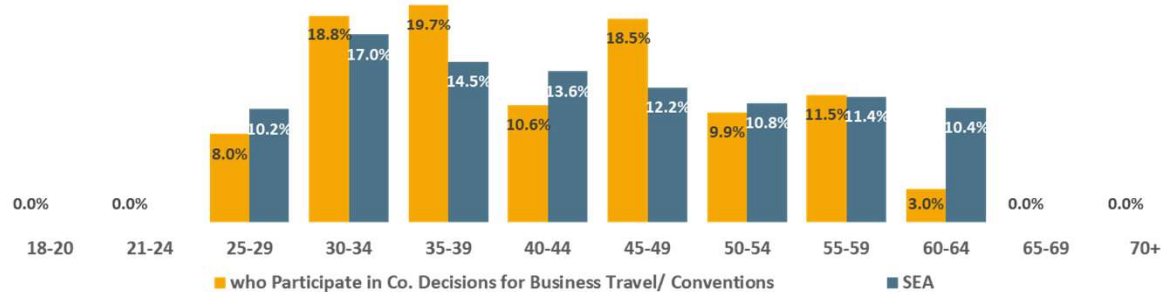
Age Cell Demographics of Target vs. Market:

Average Age:

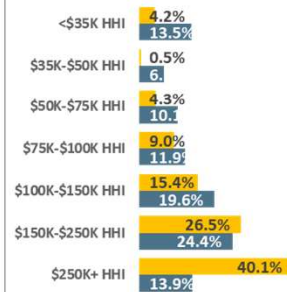
Adults 25 - 64

42.7 (Target) vs 44.0 (SEA)

who Participate in Co. Decisions for Business Travel/ Conventions (SEA)



HHI of Target vs. Market:

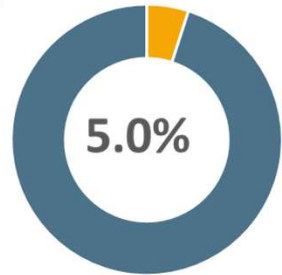


Avg HHI: \$204,398 (Target) vs \$137,025 (SEA)



5.0% or 152,826 of PHX DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.
 Typical Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 42.8 years old
 (3.3% younger than average) and have a \$191,506 (67.1% higher than average) annual household income.

Percent of Market: Adults 25 - 64

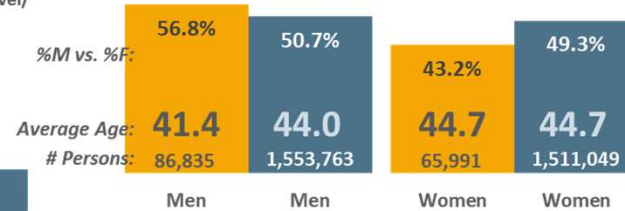


■ who Participate in Co. Decisions for Business Travel/ Conventions
 ■ Remainder of PHX DMA

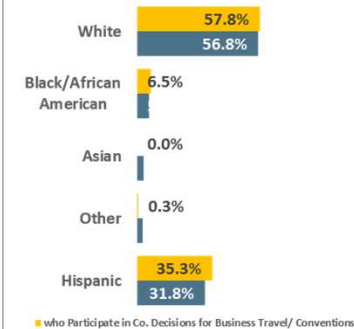
Total Persons:
 152,826 2,911,986



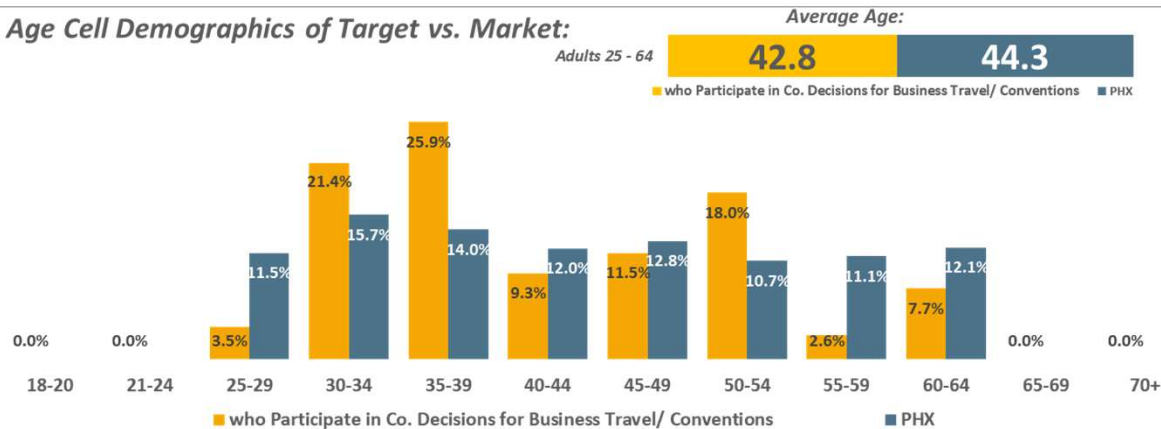
Gender of Target vs. Market: Adults 25 - 64



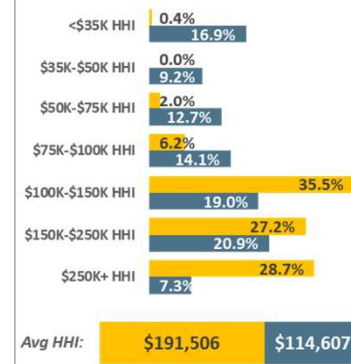
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



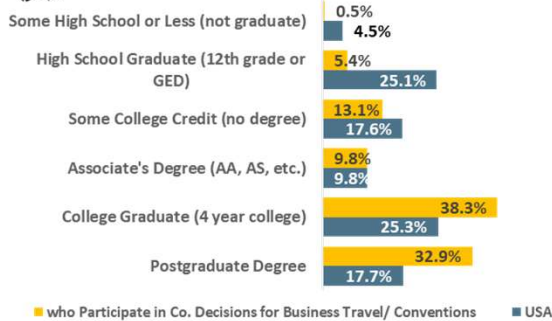
HHI of Target vs. Market:



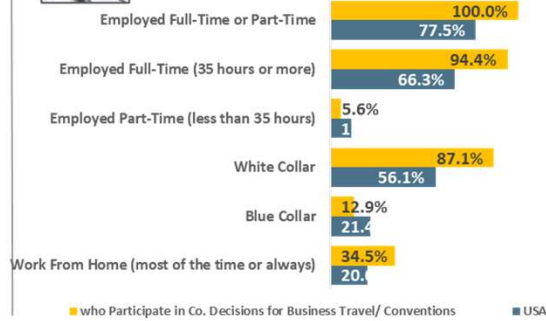


4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 65.3% more likely to be a college graduate, 42.4% more likely to work full-time, 22.5% more likely to be married, 14.5% more likely to be a parent of 1 or more children u

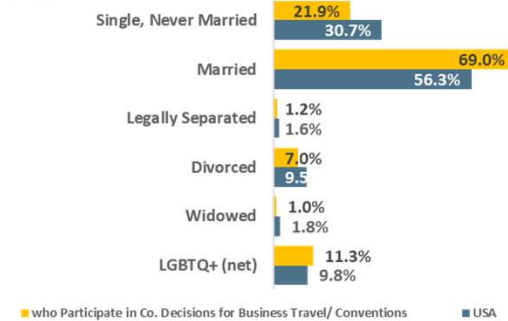
Education Levels: Adults 25 - 64



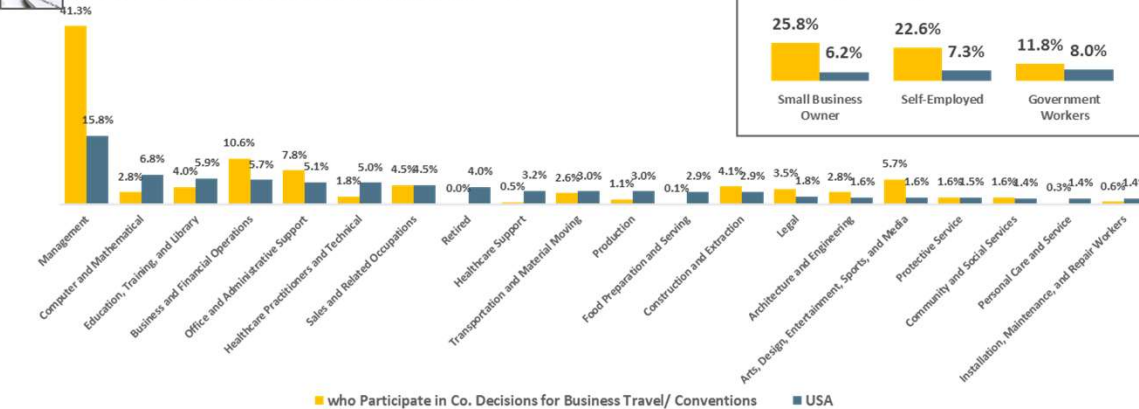
Employment: Adults 25 - 64



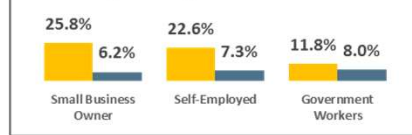
Marital Status: Adults 25 - 64



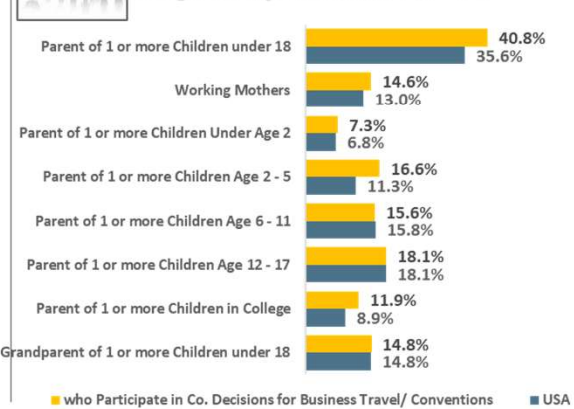
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



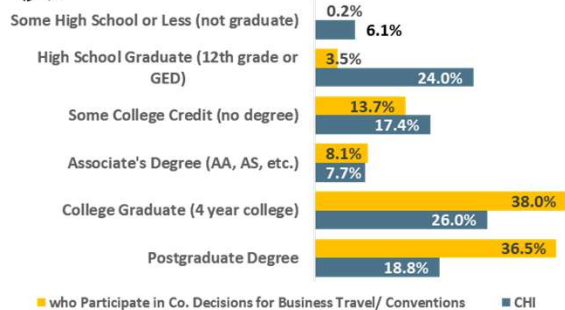
Stage in Life: Adults 25 - 64



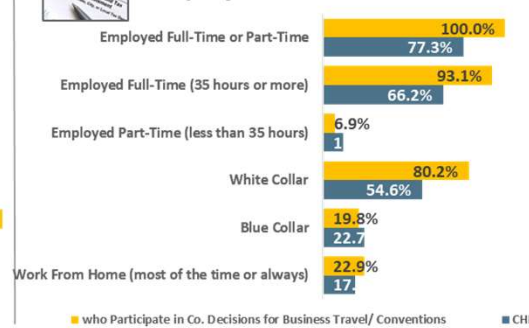


3.3% or 153,509 of CHI DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 66.2% more likely to be a college graduate, 40.7% more likely to work full-time, 35.5% more likely to be married, 22.6% more likely to be a parent of 1 or more children u

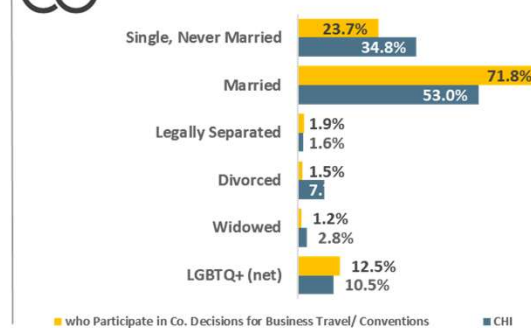
Education Levels: Adults 25 - 64



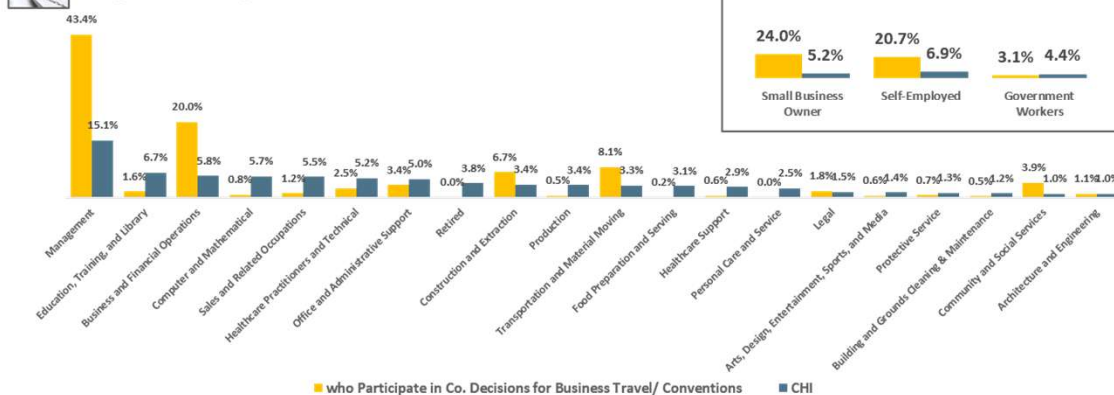
Employment: Adults 25 - 64



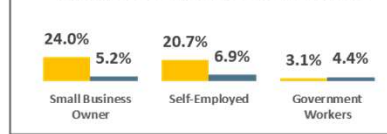
Marital Status: Adults 25 - 64



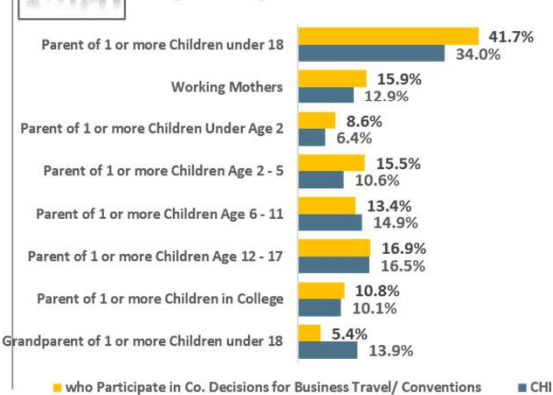
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



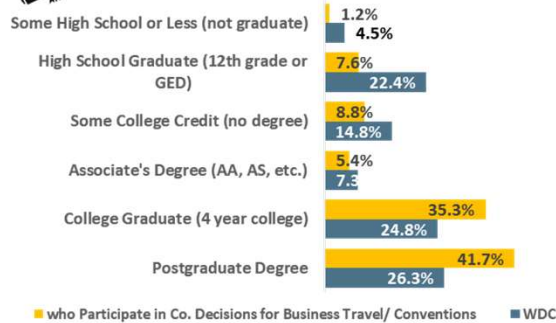
Stage in Life: Adults 25 - 64



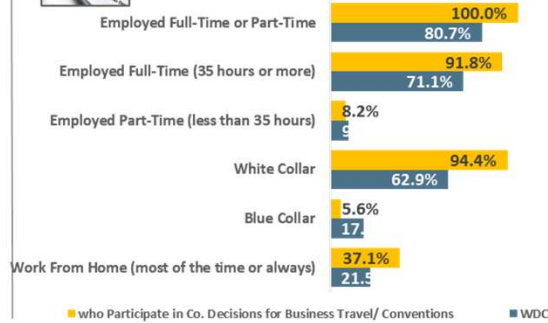


6.1% or 235,260 of WDC DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 50.8% more likely to be a college graduate, 29.% more likely to work full-time, 17.3% more likely to be married, 3.% more likely to be a parent of 1 or more children unde

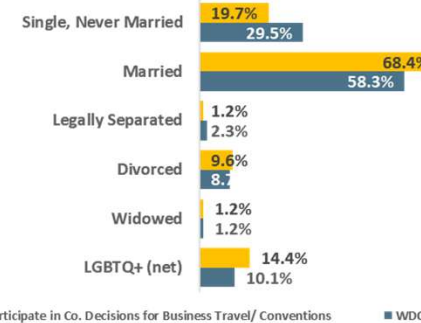
Education Levels: Adults 25 - 64



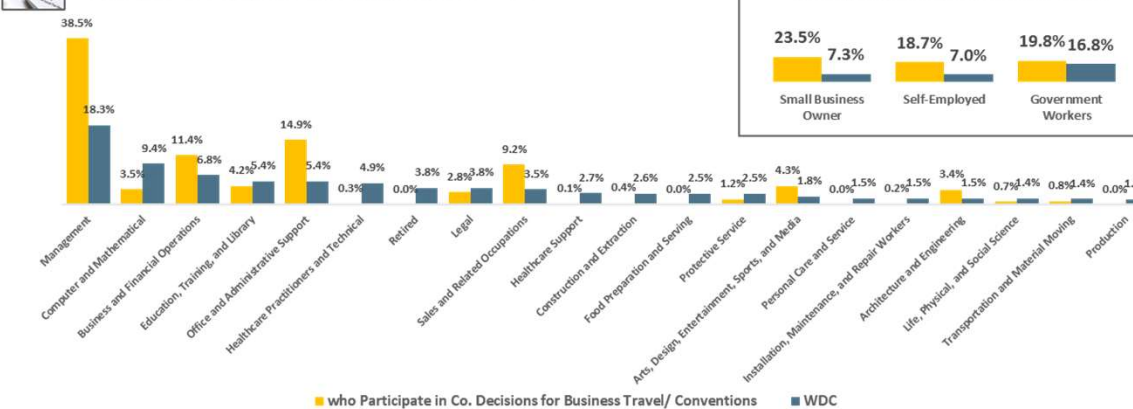
Employment: Adults 25 - 64



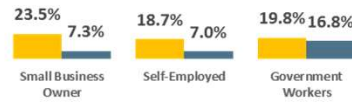
Marital Status: Adults 25 - 64



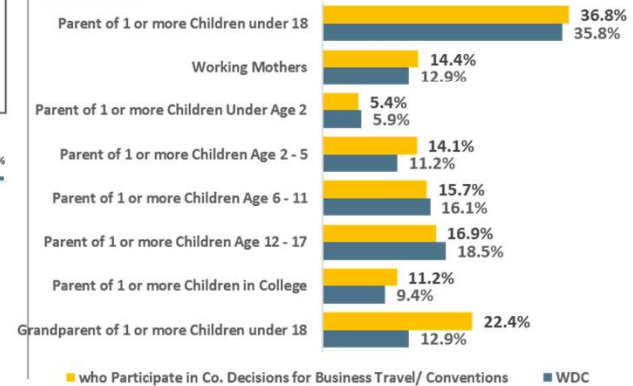
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



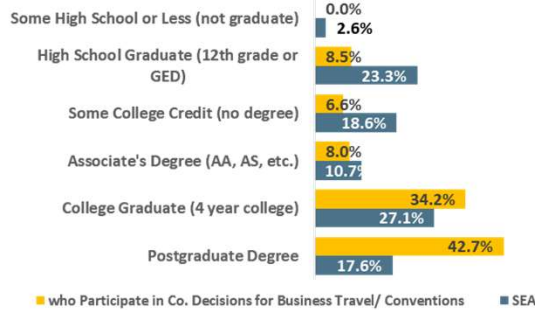
Stage in Life: Adults 25 - 64



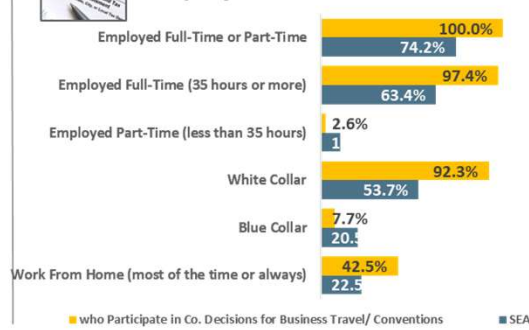


4.6% or 141,950 of SEA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 71.9% more likely to be a college graduate, 53.8% more likely to work full-time, 23.% more likely to be married, 27.2% more likely to be a parent of 1 or more children un

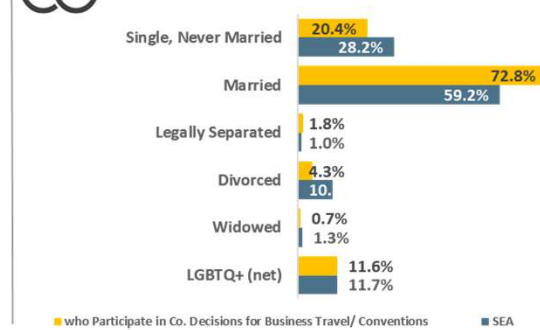
Education Levels: Adults 25 - 64



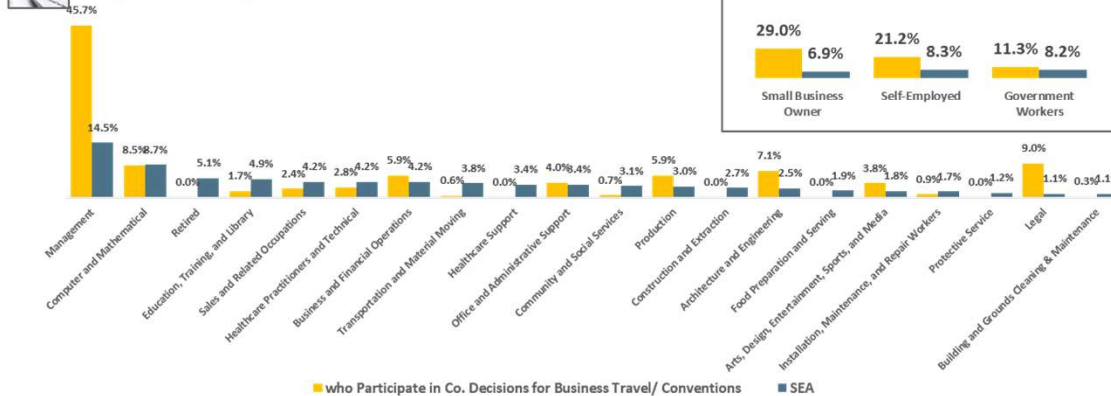
Employment: Adults 25 - 64



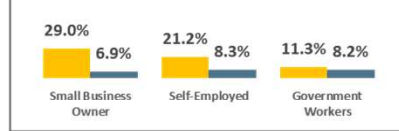
Marital Status: Adults 25 - 64



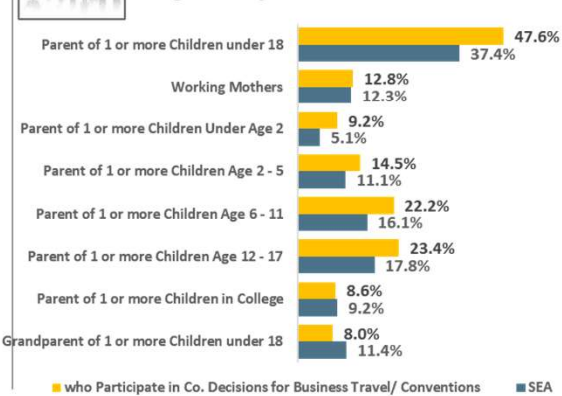
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



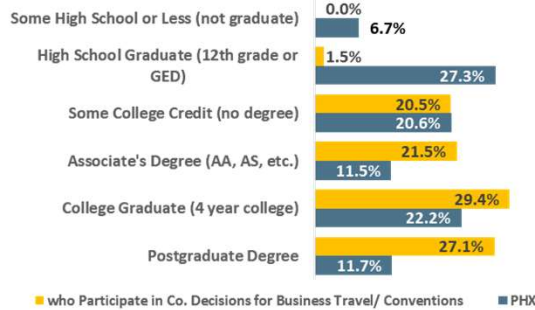
Stage in Life: Adults 25 - 64



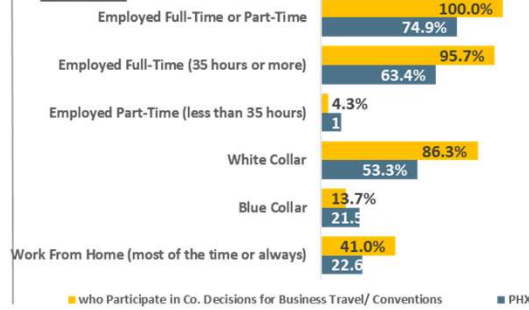


5.1% or 152,826 of PHX DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 66.9% more likely to be a college graduate, 51.1% more likely to work full-time, 16.1% more likely to be married, 17.1% more likely to be a parent of 1 or more children and

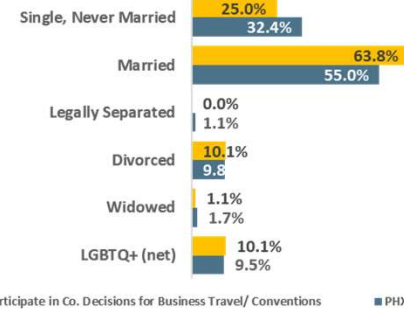
Education Levels: Adults 25 - 64



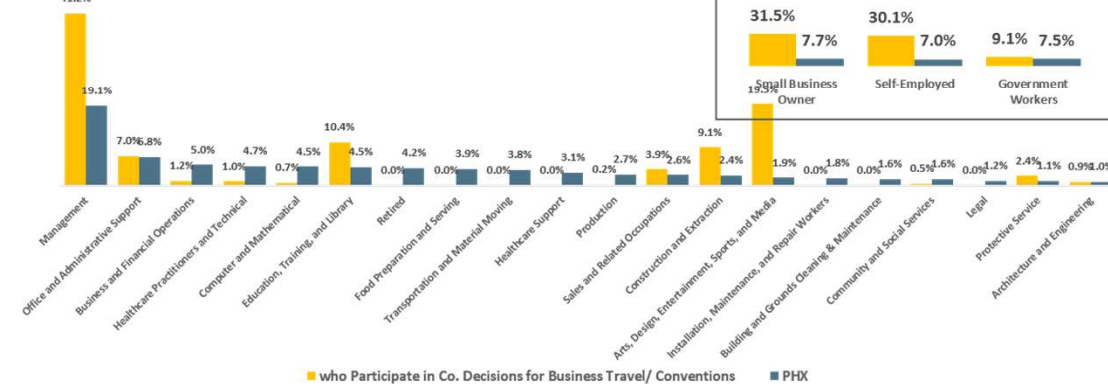
Employment: Adults 25 - 64



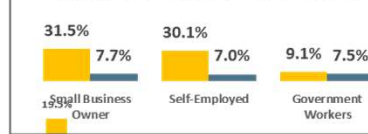
Marital Status: Adults 25 - 64



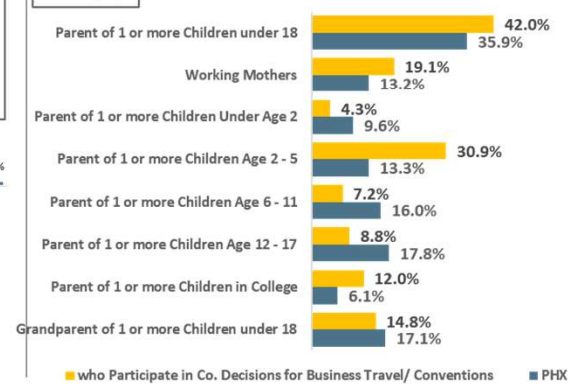
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



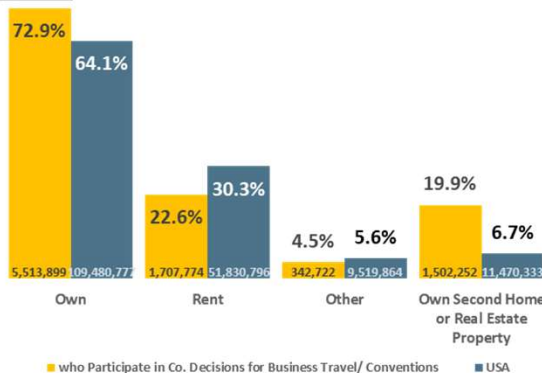
Stage in Life: Adults 25 - 64



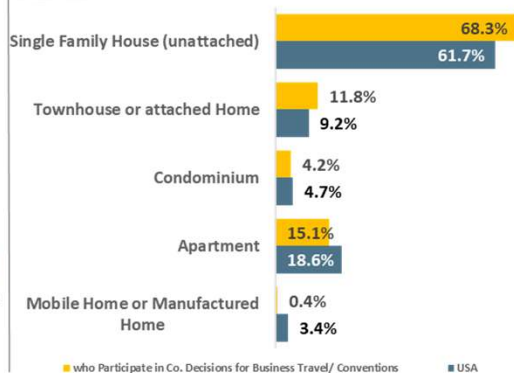


4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 13.7% more likely to own their home, 33.6% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 16.2% more likely to have a dog.

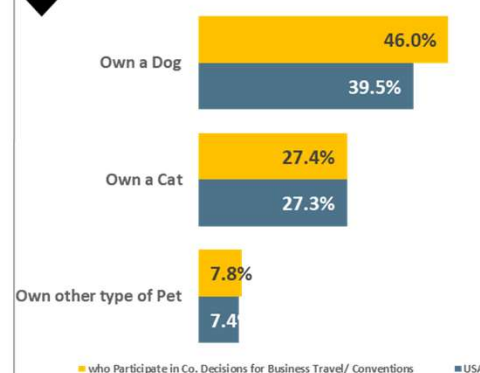
Own/Rent/Other: Adults 25 - 64



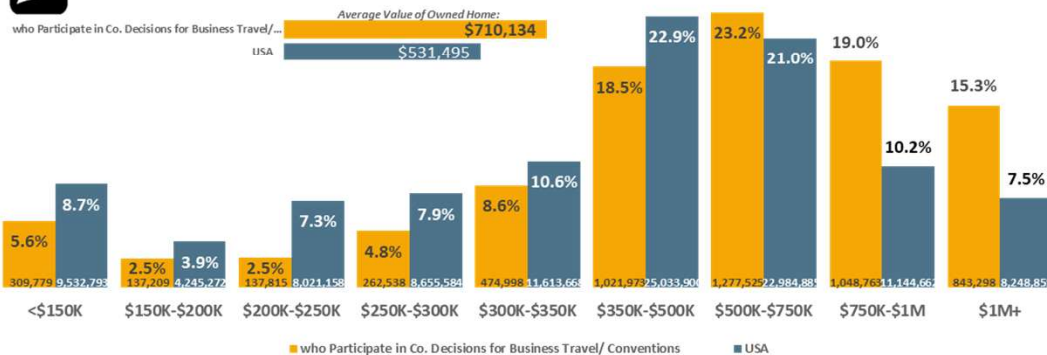
Type of Home: Adults 25 - 64



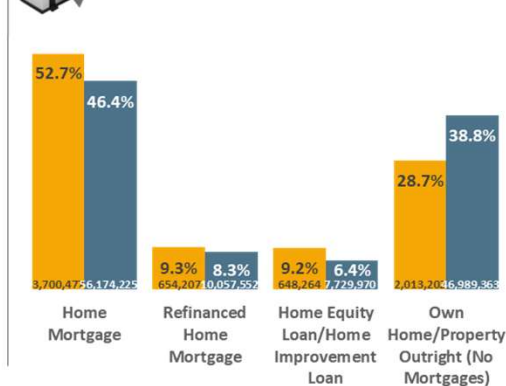
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

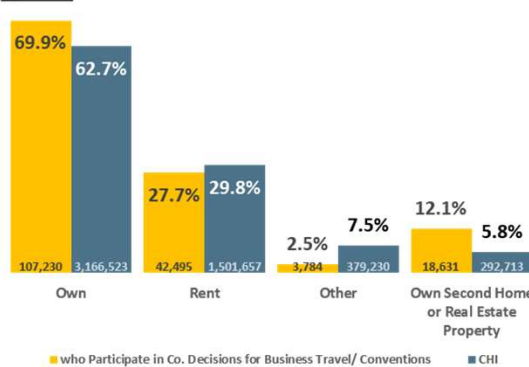




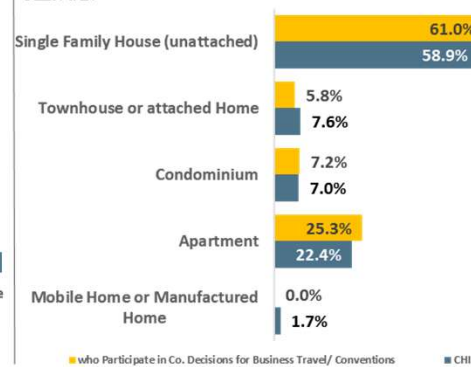
3.1% or 153,509 of CHI DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 11.3% more likely to own their home, 19.2% more likely to own a higher valued home, 3.6% more likely to have a single-family home, 57.6% more likely to have a dog.



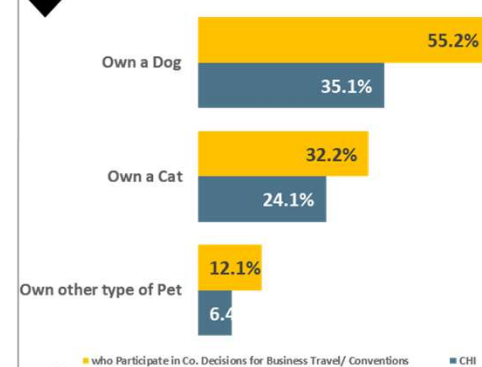
Own/Rent/Other: Adults 25 - 64



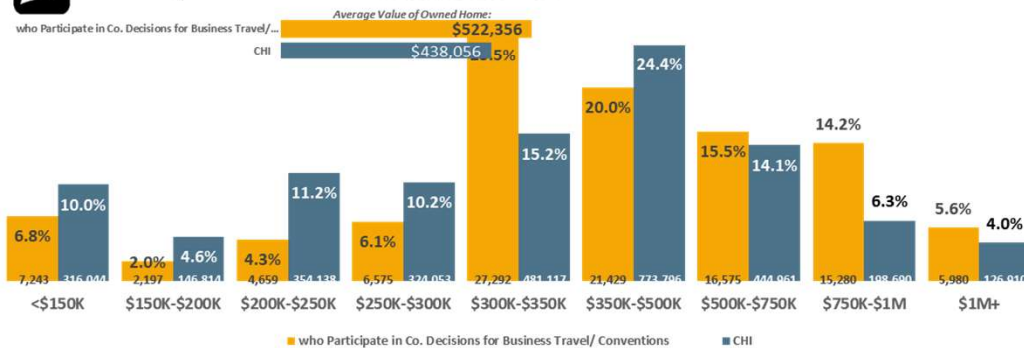
Type of Home: Adults 25 - 64



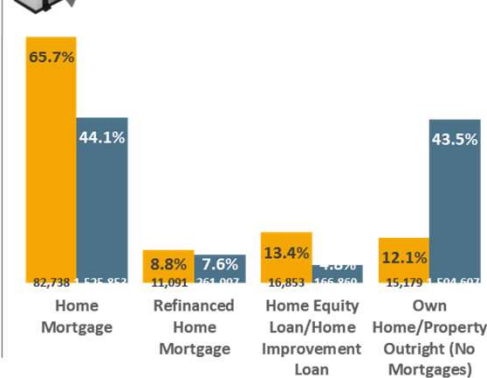
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



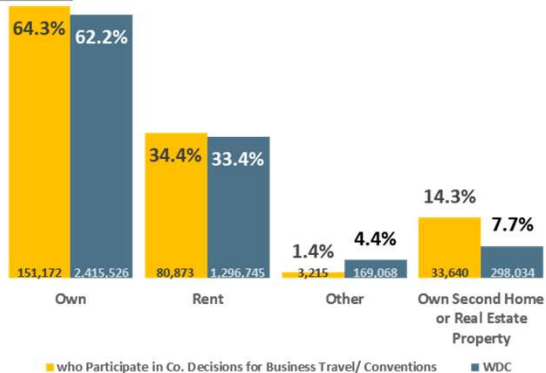
Home Loans: Adults 25 - 64



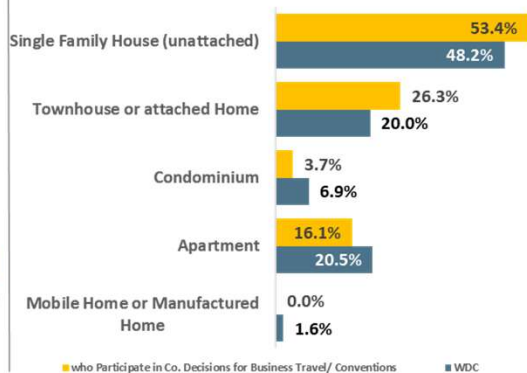


6.1% or 235,260 of WDC DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 3.3% more likely to own their home, 24.1% more likely to own a higher valued home, 10.6% more likely to have a single-family home, 25.3% more likely to have a dog.

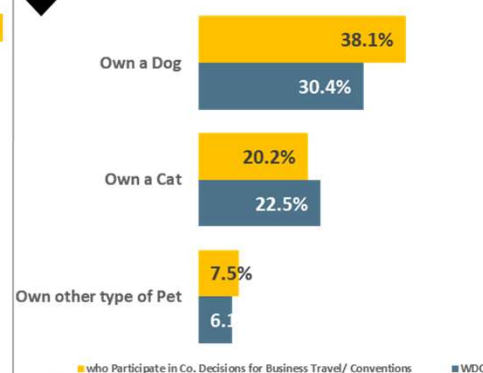
Own/Rent/Other: Adults 25 - 64



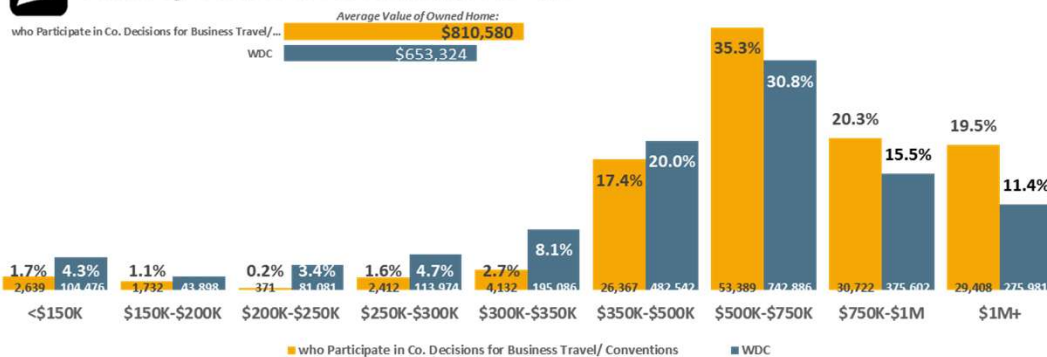
Type of Home: Adults 25 - 64



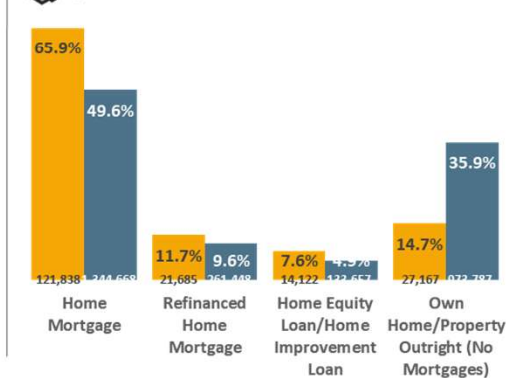
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

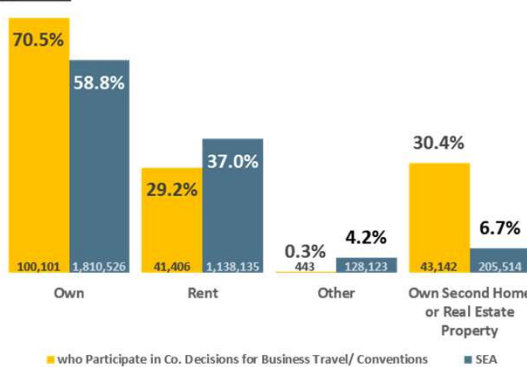




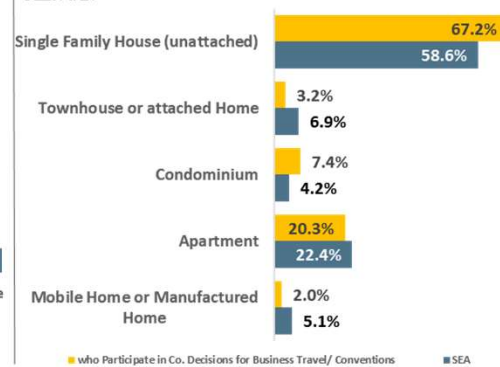
4.6% or 141,950 of SEA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 19.8% more likely to own their home, 32.3% more likely to own a higher valued home, 14.7% more likely to have a single-family home, 5.3% less likely to have a dog.



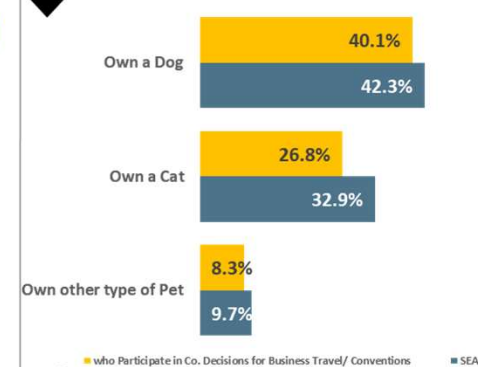
Own/Rent/Other: Adults 25 - 64



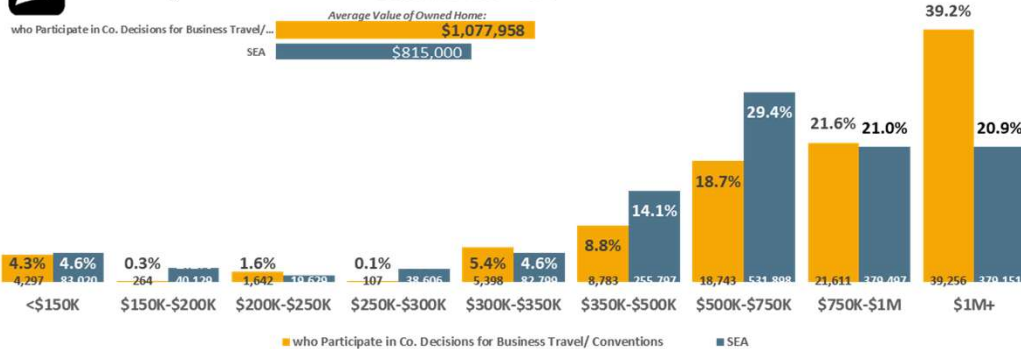
Type of Home: Adults 25 - 64



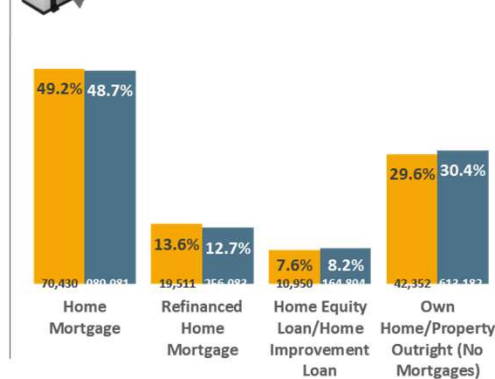
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

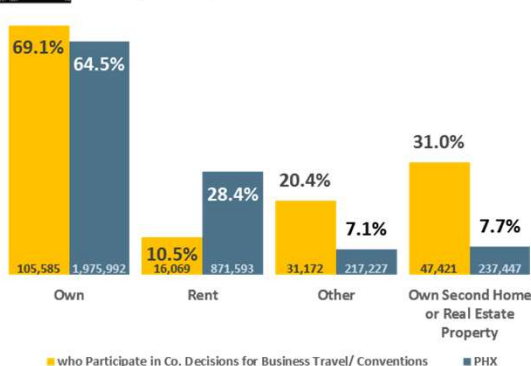




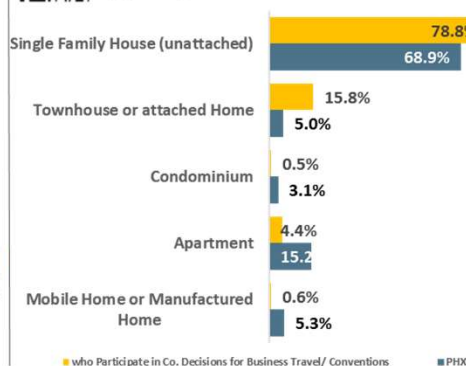
5.1% or 152,826 of PHX DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 7.2% more likely to own their home, 25.2% more likely to own a higher valued home, 14.4% more likely to have a single-family home, 2.9% more likely to have a dog.



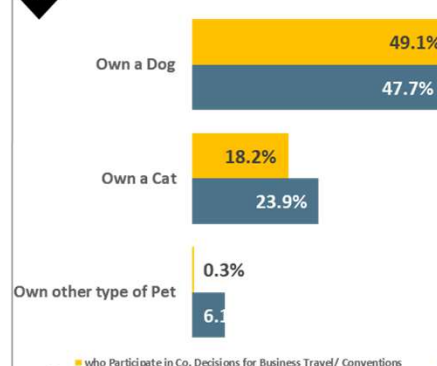
Own/Rent/Other: Adults 25 - 64



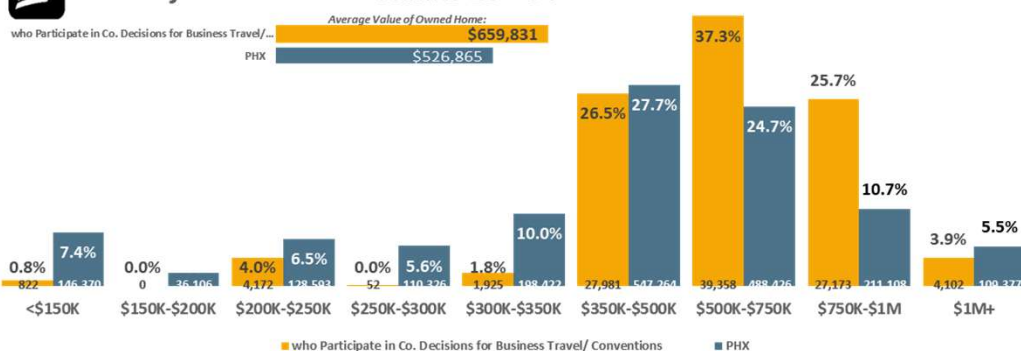
Type of Home: Adults 25 - 64



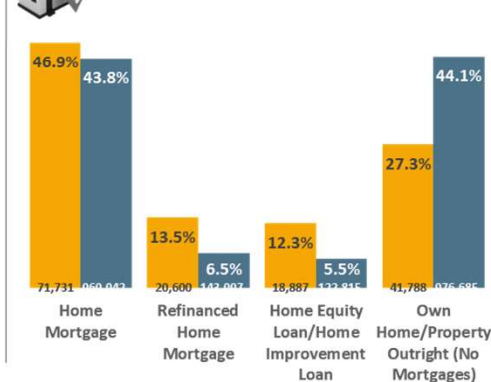
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

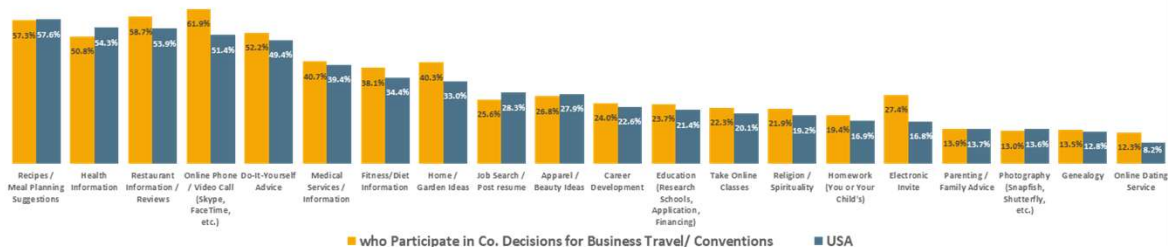




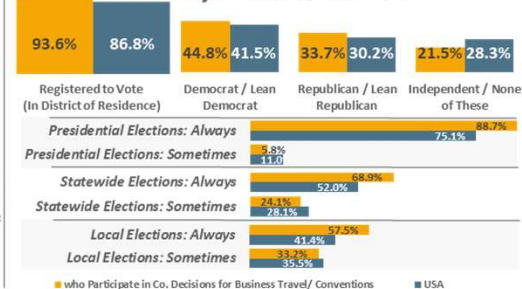
4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 5.7% more likely to look up D-I-Y advice online, 38.8% more likely to always vote in local elections, 43.3% more likely to belong to a gym, 41.2% more likely to fly domes



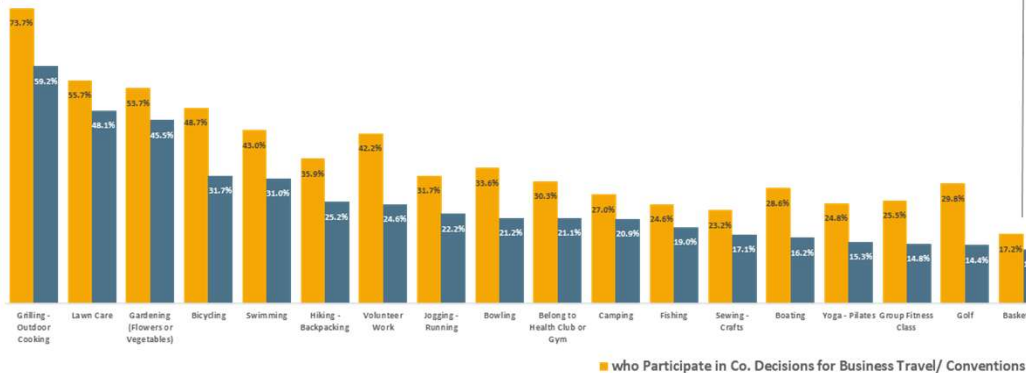
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



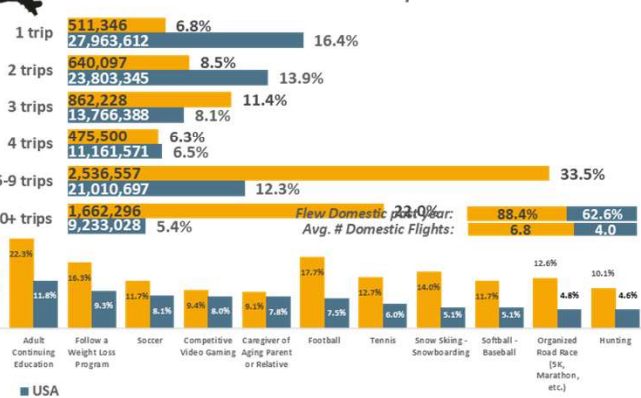
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



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

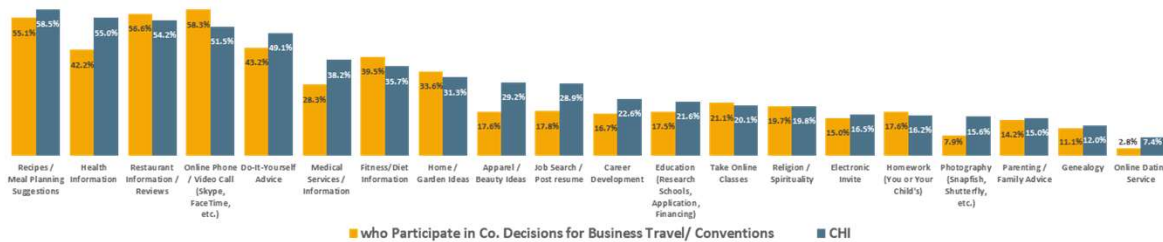




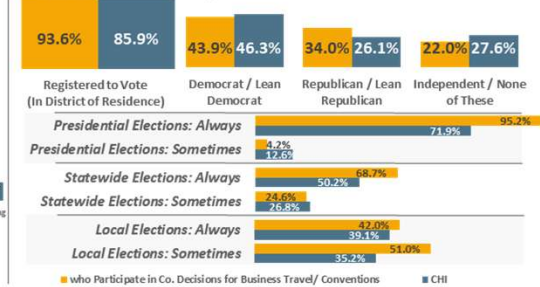
3.3% or 153,509 of CHI DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 11.9% less likely to look up D-I-Y advice online, 7.6% more likely to always vote in local elections, 60.2% more likely to belong to a gym, 32.% more likely to fly domestic



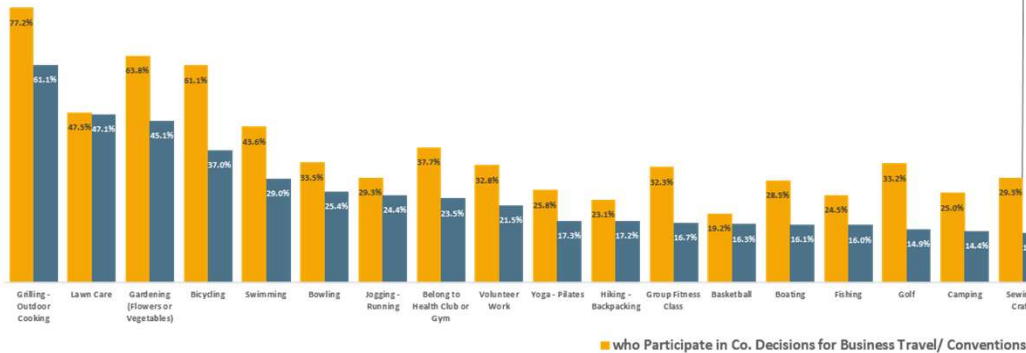
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



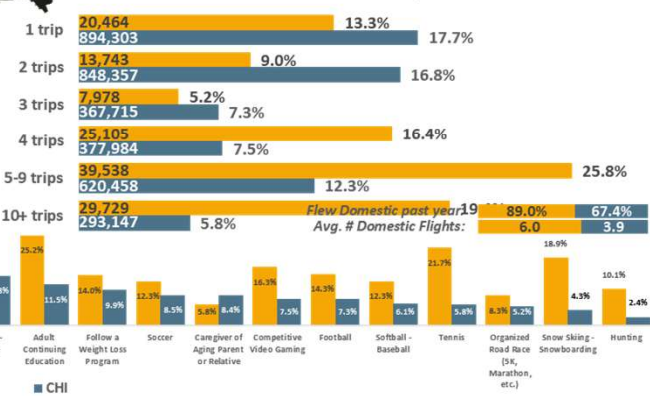
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



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

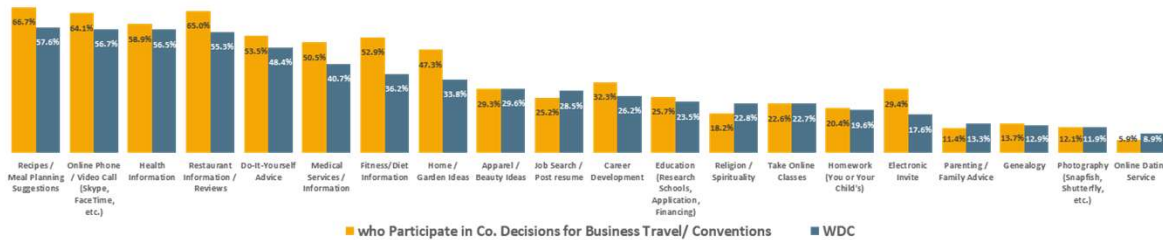




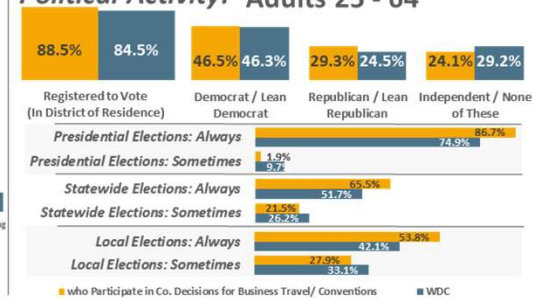
6.1% or 235,260 of WDC DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 10.5% more likely to look up D-I-Y advice online, 27.8% more likely to always vote in local elections, 4.7% less likely to belong to a gym, 32.8% more likely to fly domes



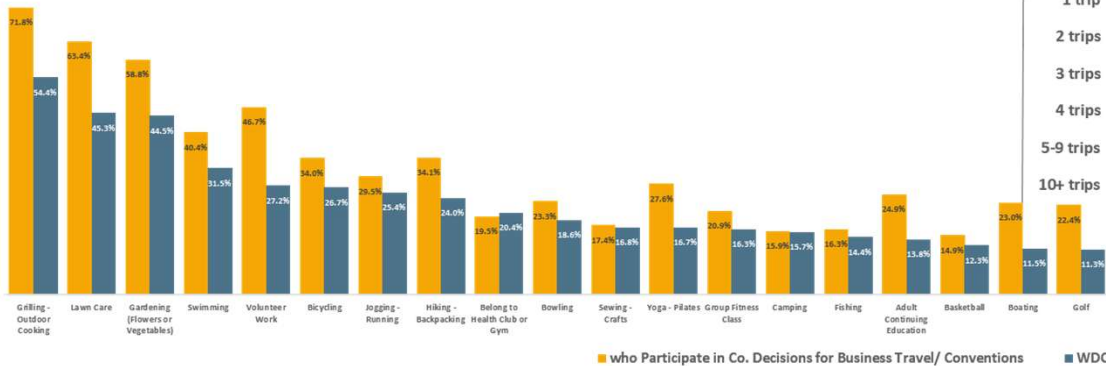
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



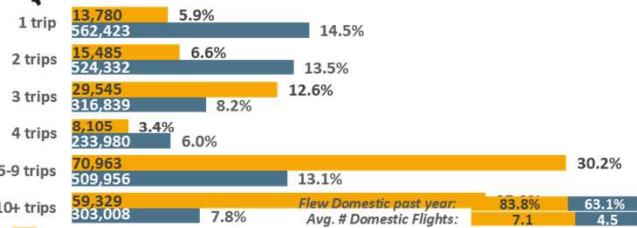
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



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



Flew Domestic past year: 83.8%
Avg. # Domestic Flights: 7.1



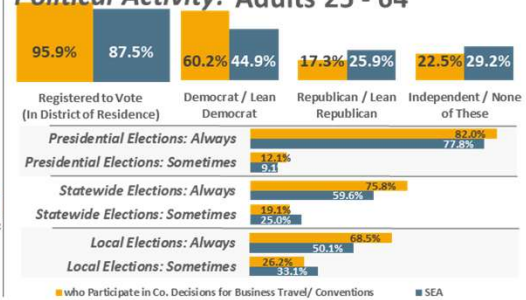
4.6% or 141,950 of SEA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 14.6% less likely to look up D-I-Y advice online, 36.7% more likely to always vote in local elections, 62.1% more likely to belong to a gym, 39.5% more likely to fly dome



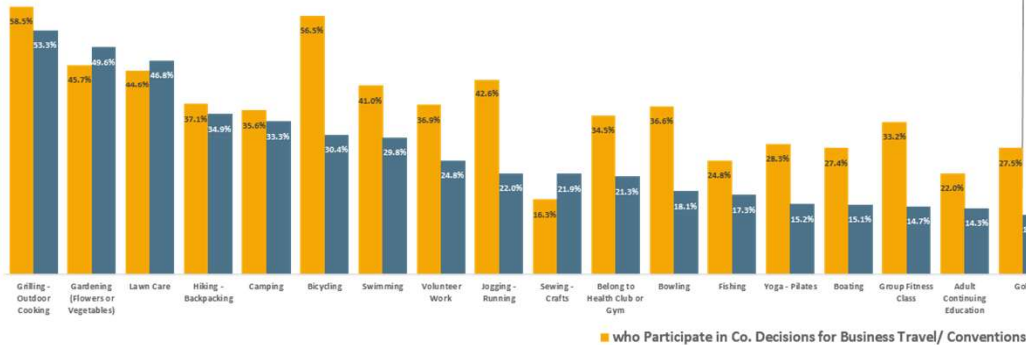
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



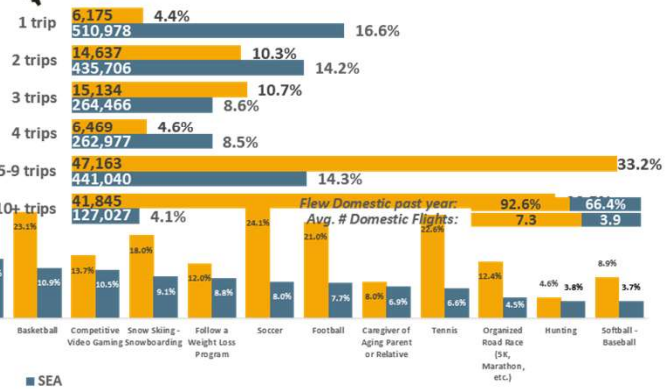
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



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

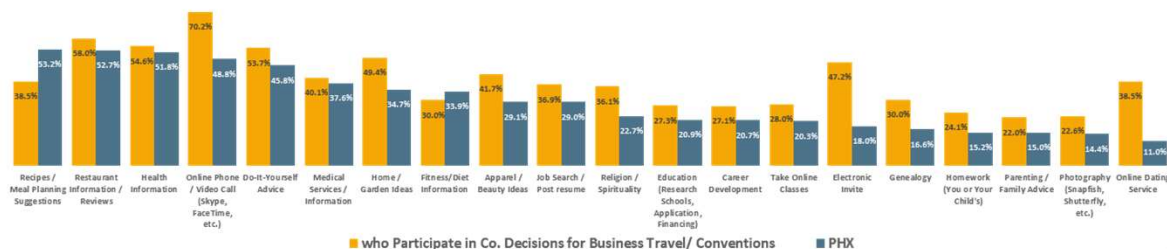




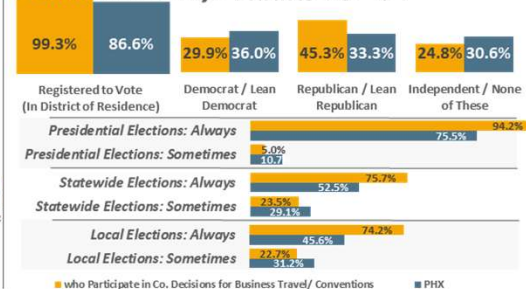
5.5% or 152,826 of PHX DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 17.4% more likely to look up D-I-Y advice online, 62.6% more likely to always vote in local elections, 72.8% more likely to belong to a gym, 58.1% more likely to fly dome



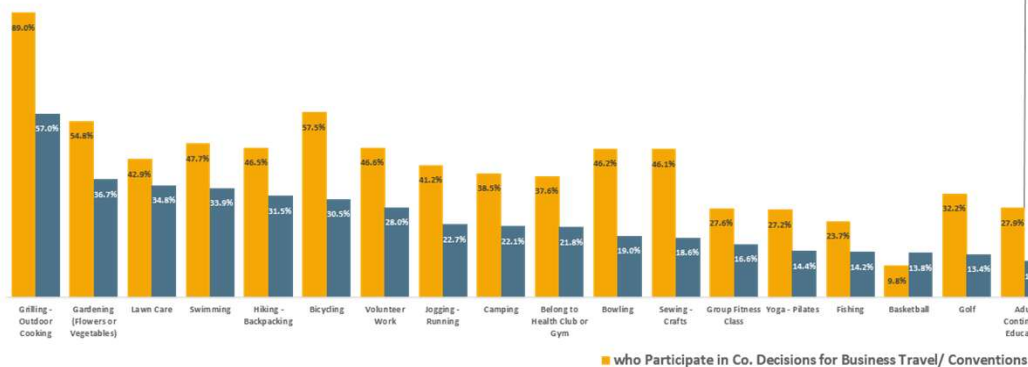
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



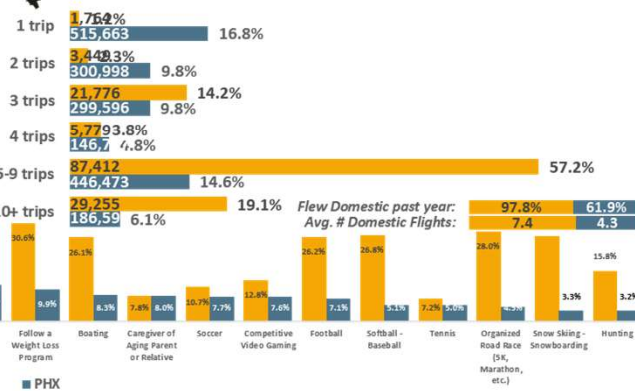
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



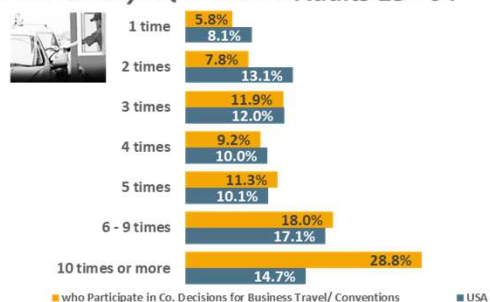
Past 12-months Domestic Airline Trips: Adults 25 - 64



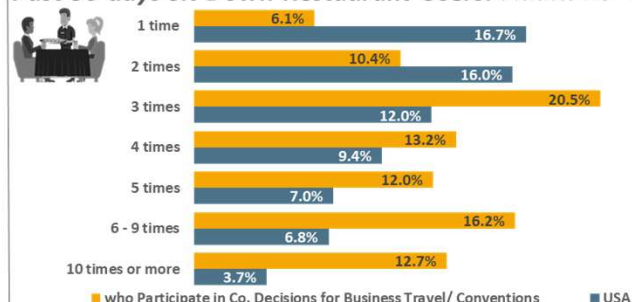


4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 9.% more likely to use QSRs past mo., 27.2% more likely to use Sit-Down Restaurants past mo., 43.4% more likely to use Casinos past yr., 14.6% less likely to smoke cigare

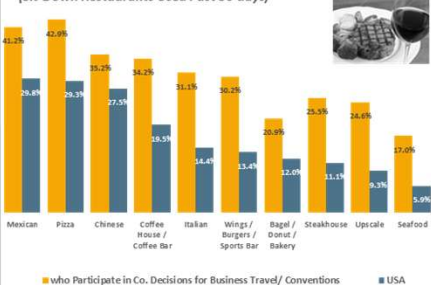
Past 30-days QSR Users: Adults 25 - 64



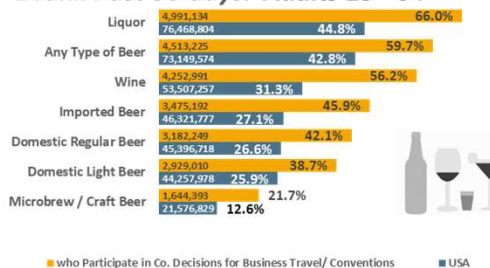
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



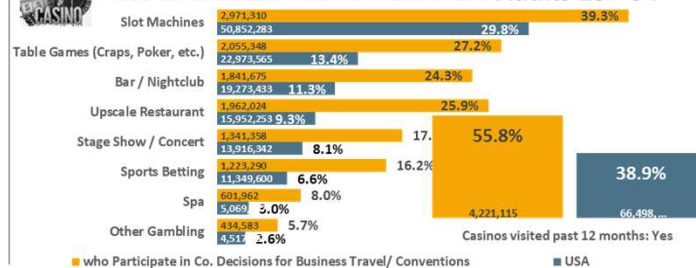
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



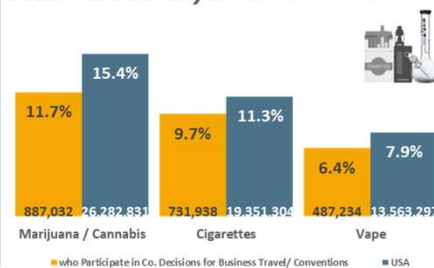
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



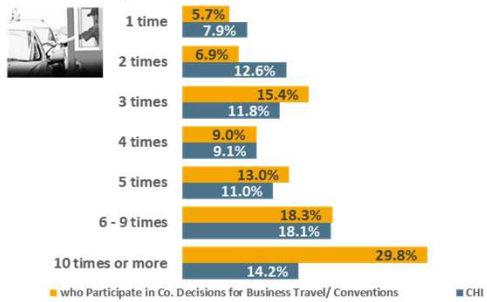
Used Past 30-days: Adults 25 - 64



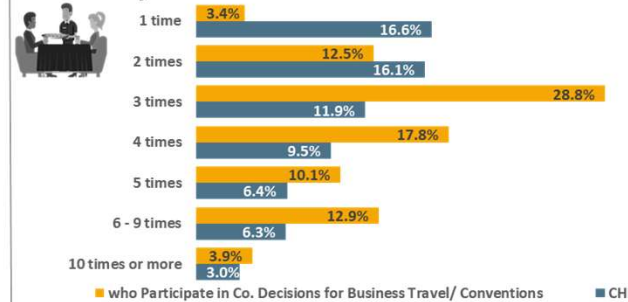


3.3% or 153,509 of CHI DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 15.8% more likely to use QSRs past mo., 28.1% more likely to use Sit-Down Restaurants past mo., 48.3% more likely to use Casinos past yr., 31.4% more likely to smoke ciga

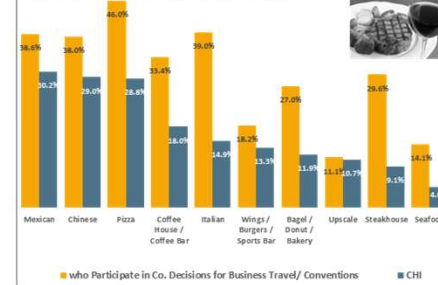
Past 30-days QSR Users: Adults 25 - 64



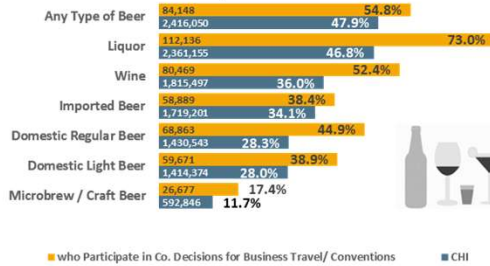
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



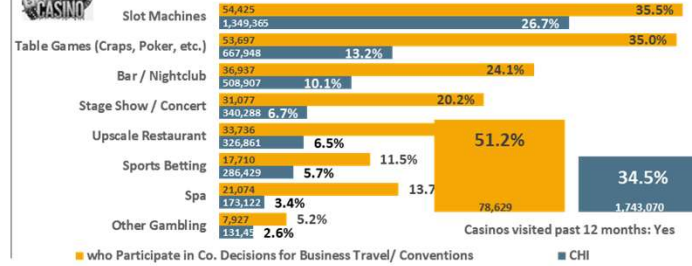
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



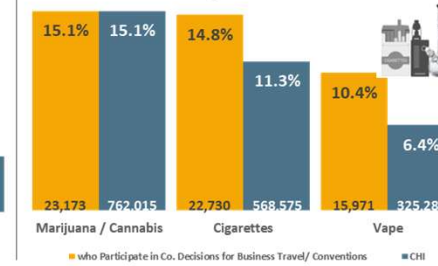
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



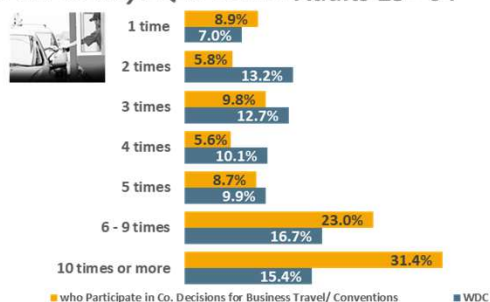
Used Past 30-days: Adults 25 - 64



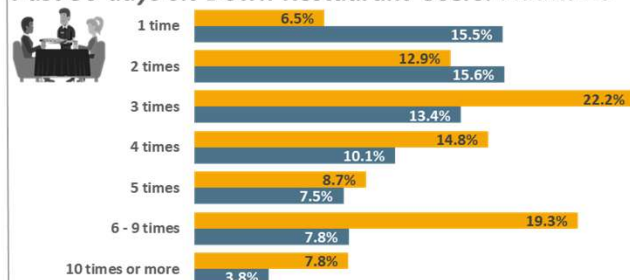


6.1% or 235,260 of WDC DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 9.7% more likely to use QSRs past mo., 25.% more likely to use Sit-Down Restaurants past mo., 61.4% more likely to use Casinos past yr., 37.6% more likely to smoke cigare

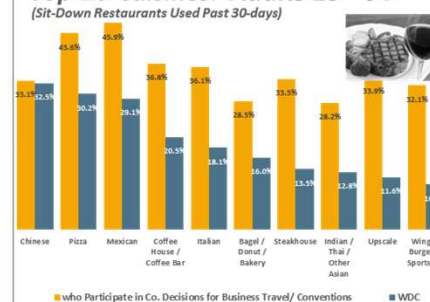
Past 30-days QSR Users: Adults 25 - 64



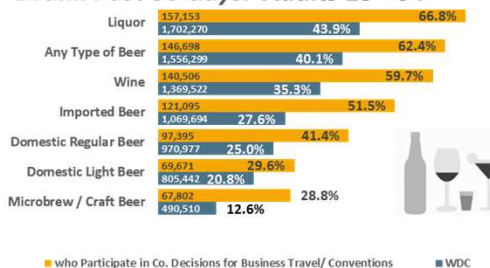
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



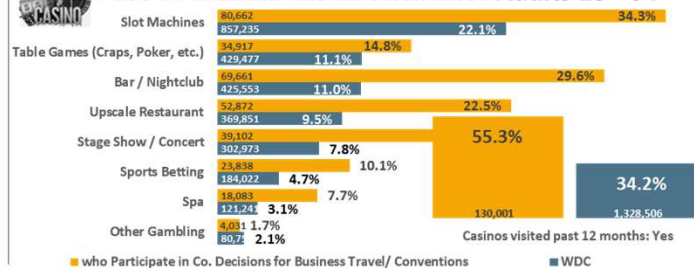
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



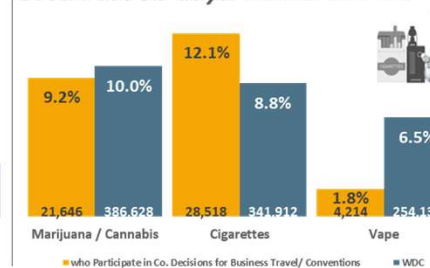
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



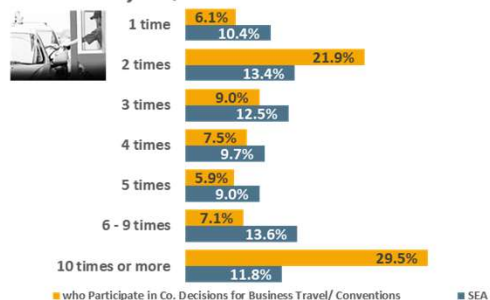
Used Past 30-days: Adults 25 - 64



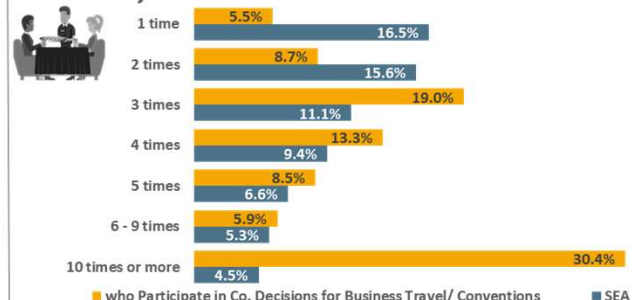


4.6% or 141,950 of SEA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 8.2% more likely to use QSRs past mo., 32.2% more likely to use Sit-Down Restaurants past mo., 30.5% more likely to use Casinos past yr., 26.6% more likely to smoke cigar

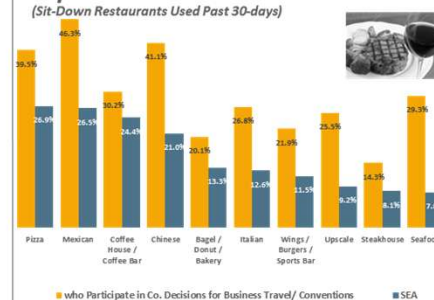
Past 30-days QSR Users: Adults 25 - 64



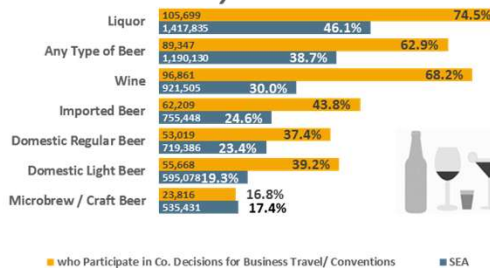
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



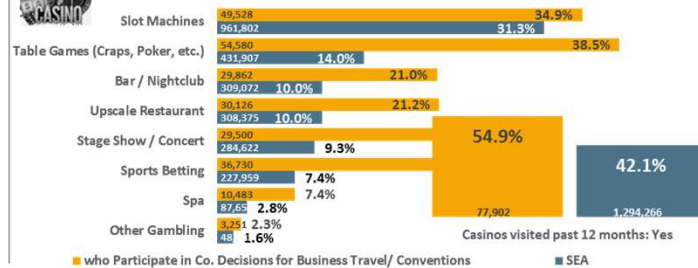
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



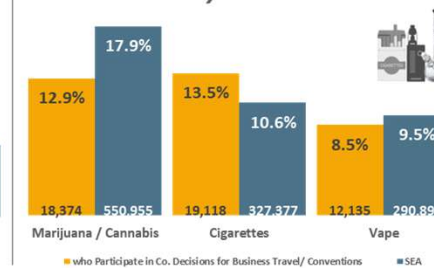
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



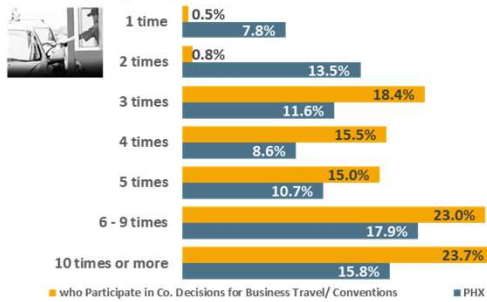
Used Past 30-days: Adults 25 - 64



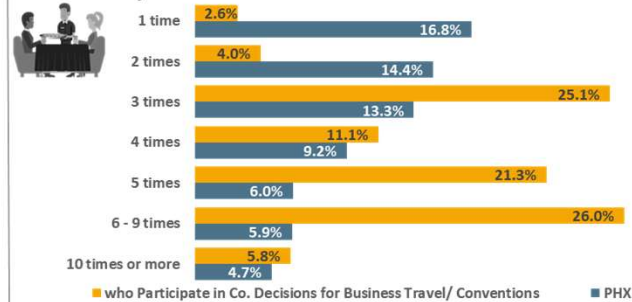


5.5% or 152,826 of PHX DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 12.7% more likely to use QSRs past mo., 36.6% more likely to use Sit-Down Restaurants past mo., 61.6% more likely to use Casinos past yr., 86.2% less likely to smoke ciga

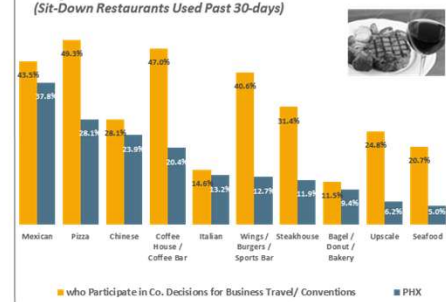
Past 30-days QSR Users: Adults 25 - 64



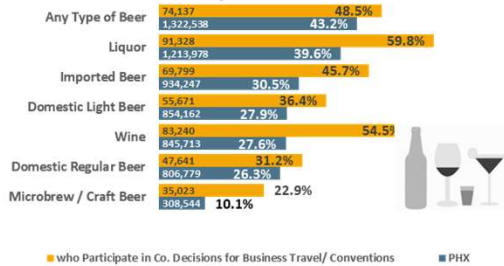
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



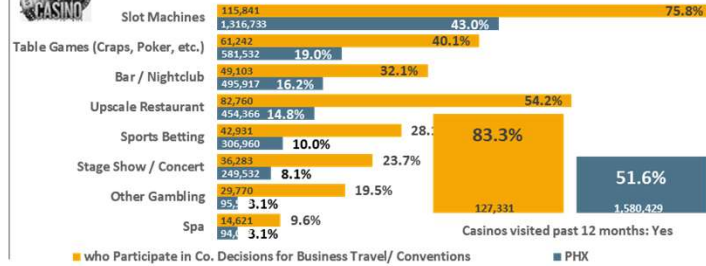
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



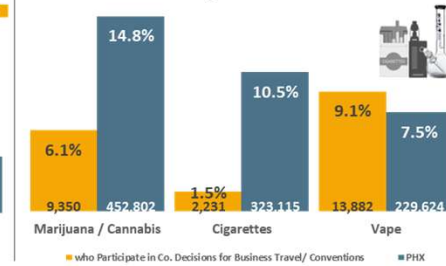
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64

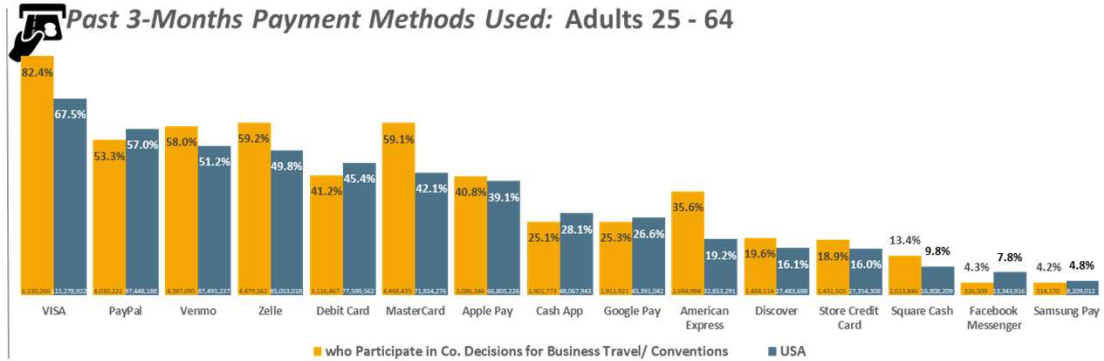
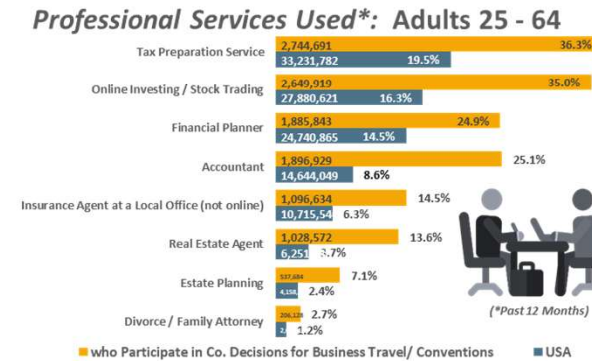
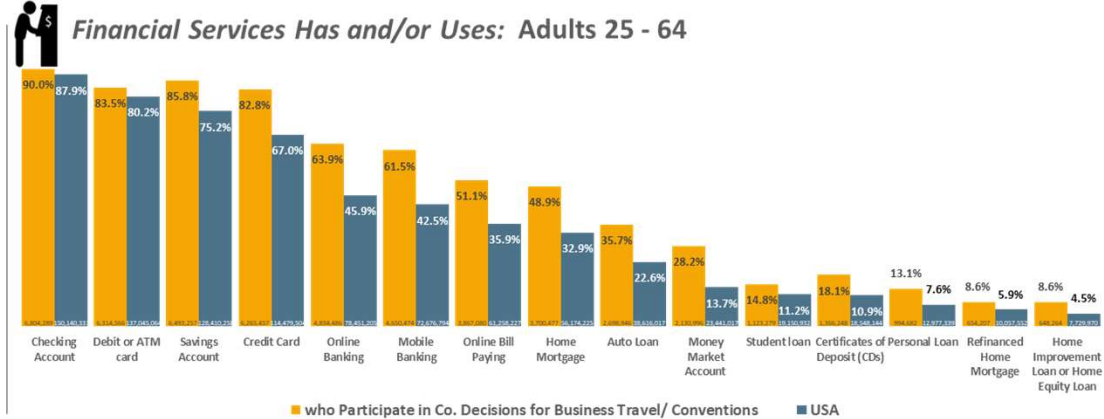
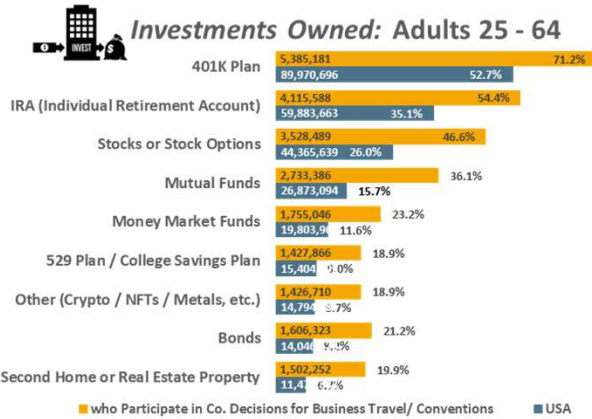


Used Past 30-days: Adults 25 - 64





4.4% or 7,564,395 of USA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 35.2% more likely to have a 401K, 57.8% more likely to have an Auto Loan, 114.6% more likely to Invest/Trade Stocks Online, 9.3% less likely to pay with their Debit Card.

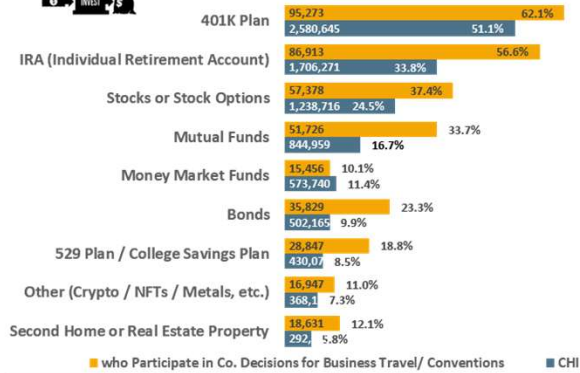




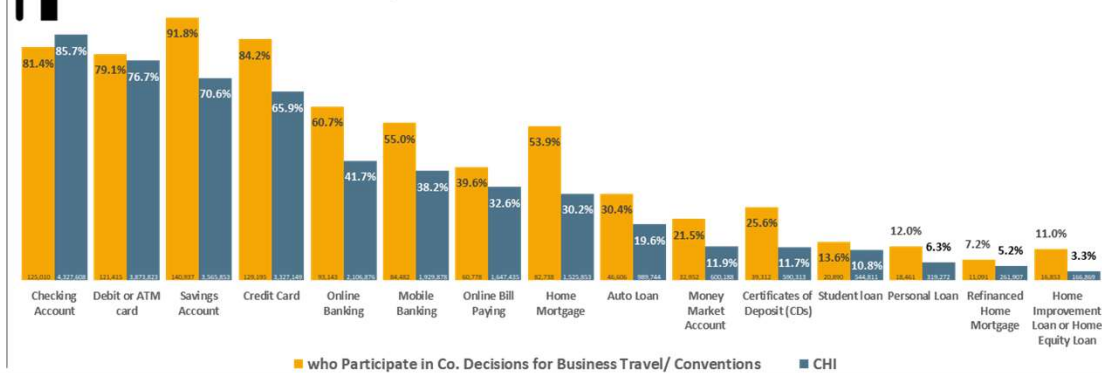
3.0% or 153,509 of CHI DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions.
 Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 21.4% more likely to have a 401K, 54.8% more likely to have an Auto Loan, 104.8% more likely to Invest/Trade Stocks Online, 8.9% more likely to pay with their Debit Card.



Investments Owned: Adults 25 - 64



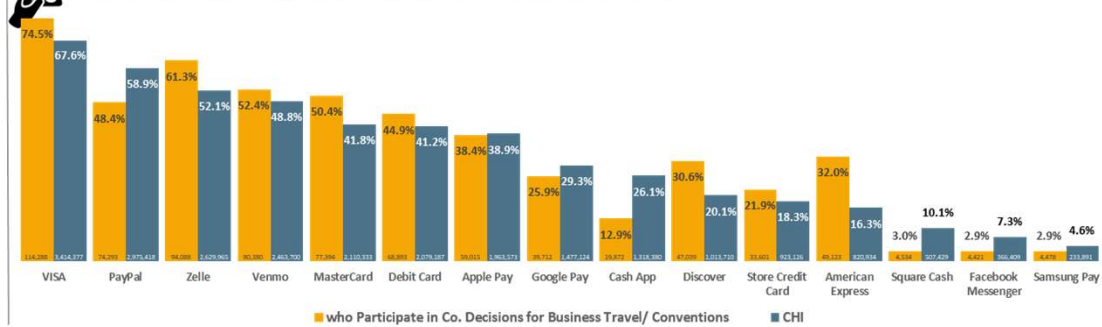
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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

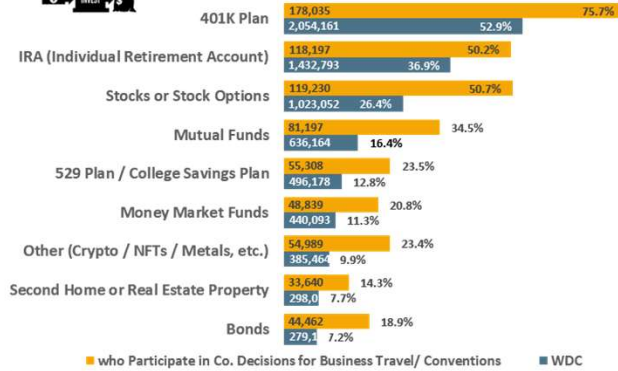




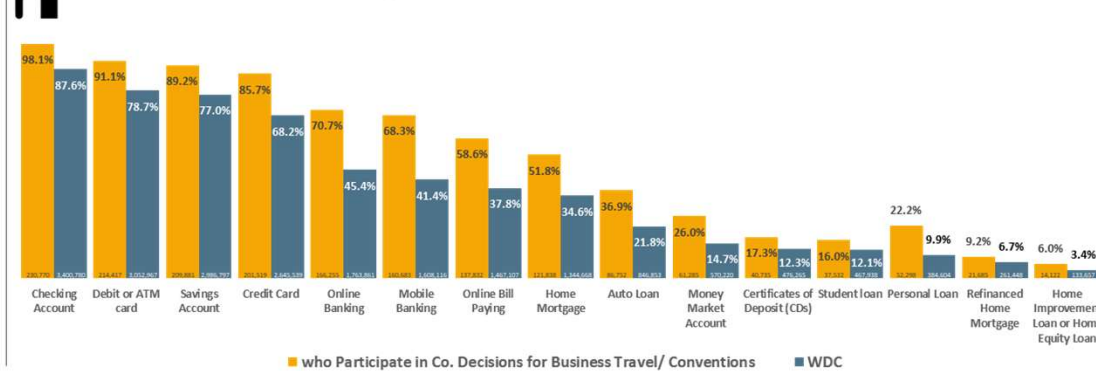
6.1% or 235,260 of WDC DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 43.3% more likely to have a 401K, 69.9% more likely to have an Auto Loan, 102.5% more likely to Invest/Trade Stocks Online, 4.1% more likely to pay with their Debit Card.



Investments Owned: Adults 25 - 64



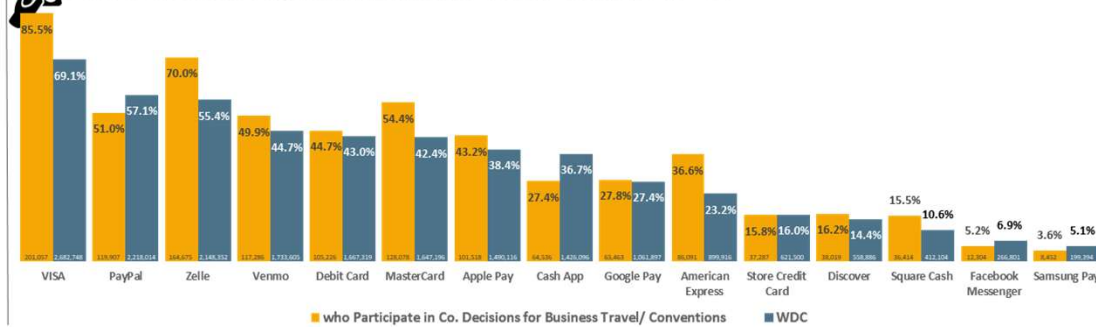
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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

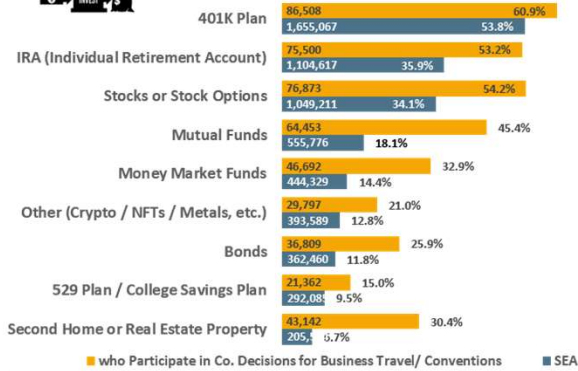




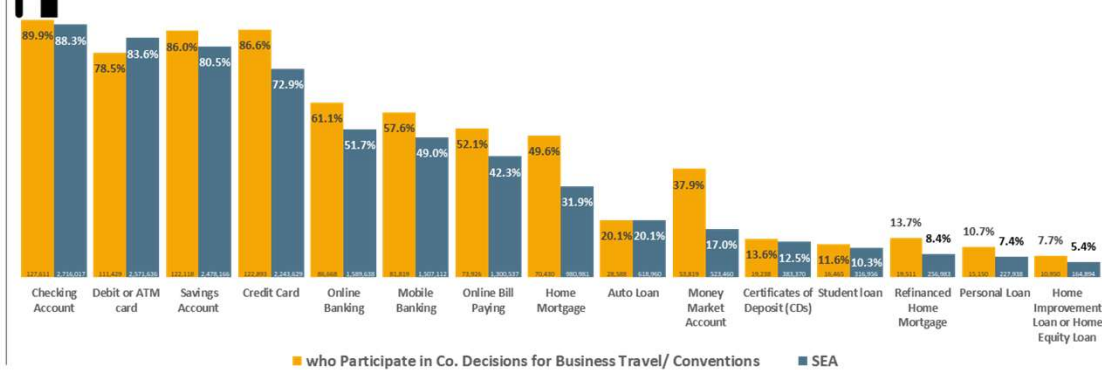
4.6% or 141,950 of SEA DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 13.3% more likely to have a 401K, .1% more likely to have an Auto Loan, 82.2% more likely to Invest/Trade Stocks Online, 32.8% less likely to pay with their Debit Card.



Investments Owned: Adults 25 - 64



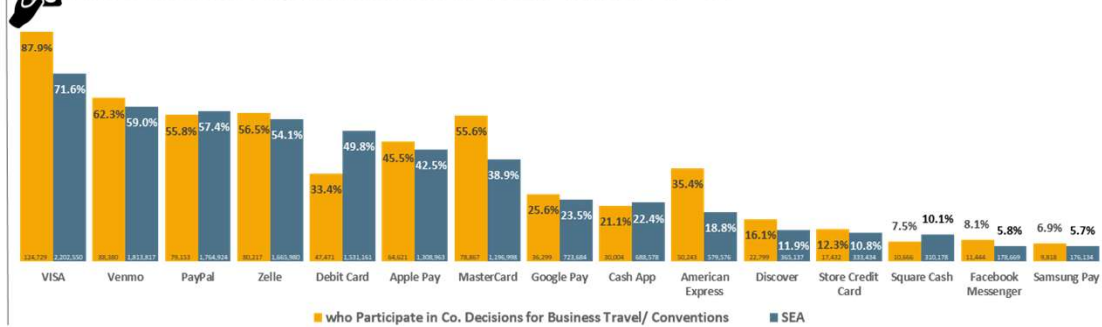
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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

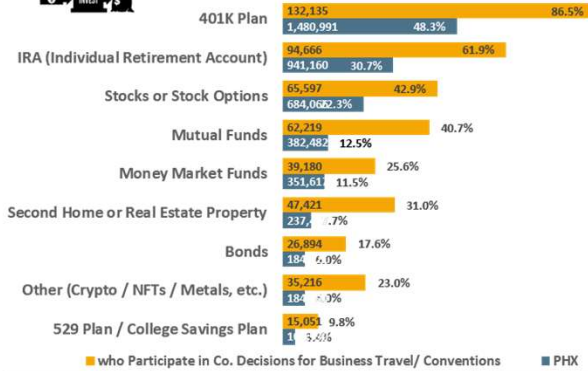




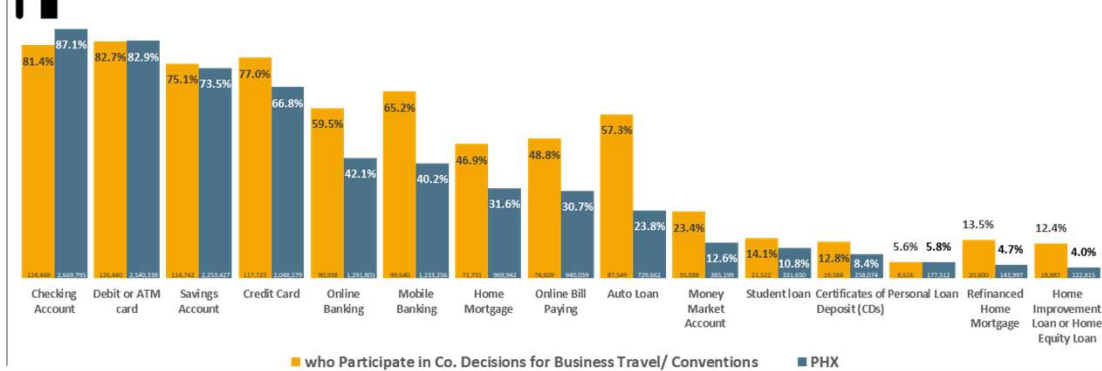
5.5% or 152,826 of PHX DMA Adults 25 - 64 Participate in Co. Decisions for Business Travel/ Conventions. Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions are 78.9% more likely to have a 401K, 140.6% more likely to have an Auto Loan, 110.9% more likely to Invest/Trade Stocks Online, 17.8% less likely to pay with their Debit Car



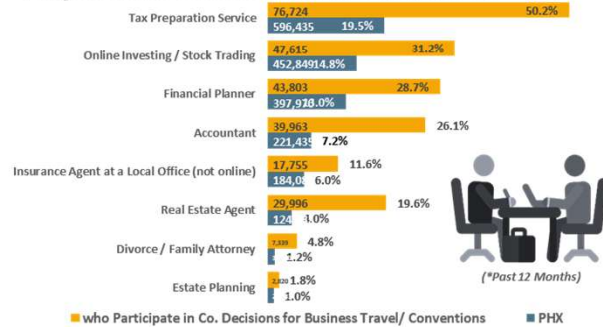
Investments Owned: Adults 25 - 64



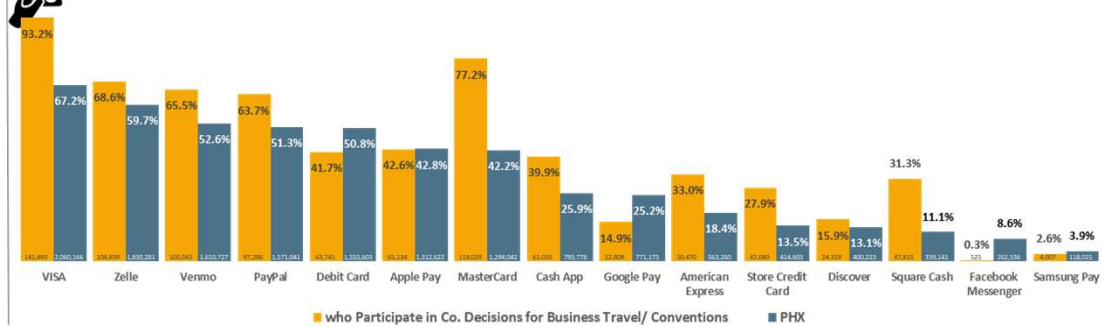
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64

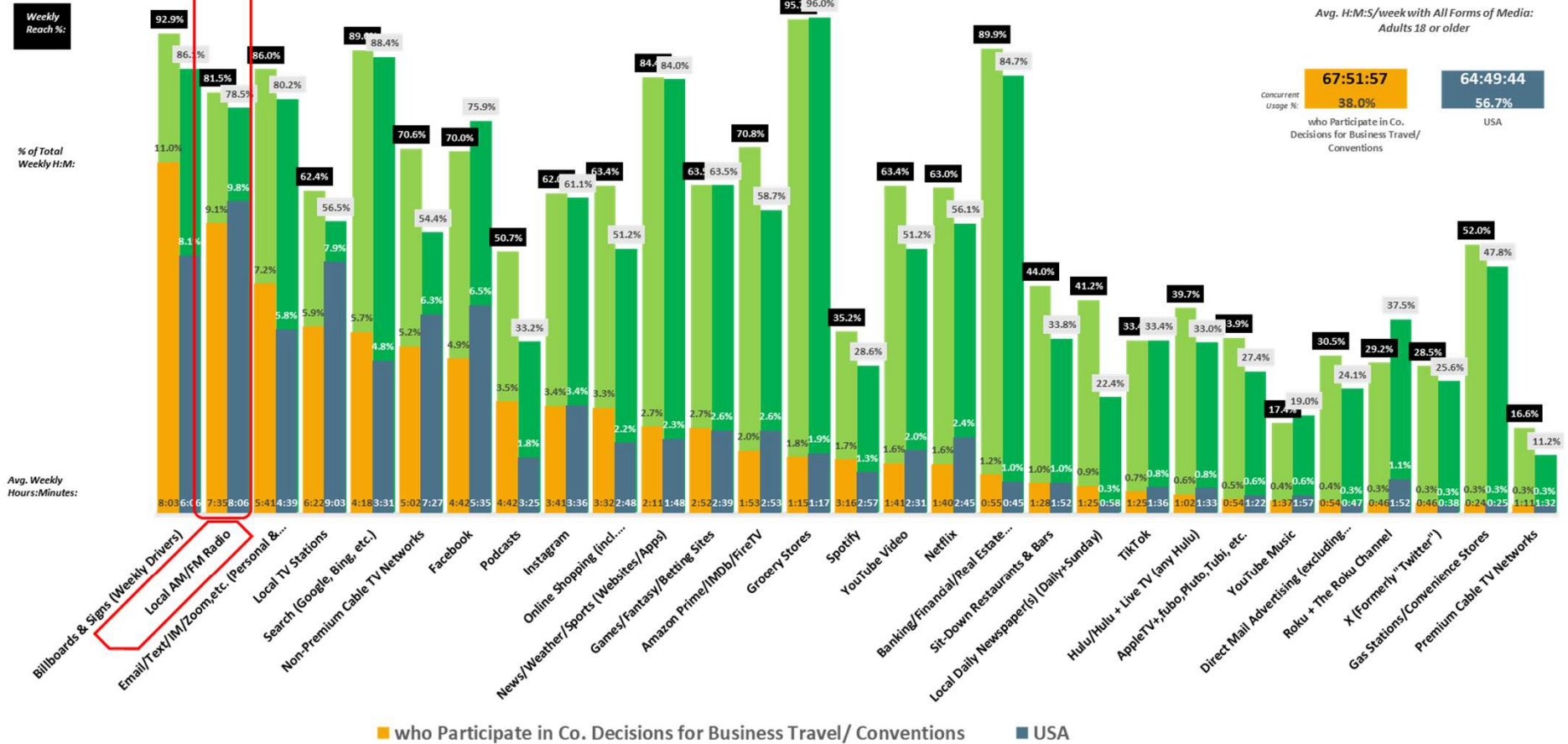


Past 3-Months Payment Methods Used: Adults 25 - 64



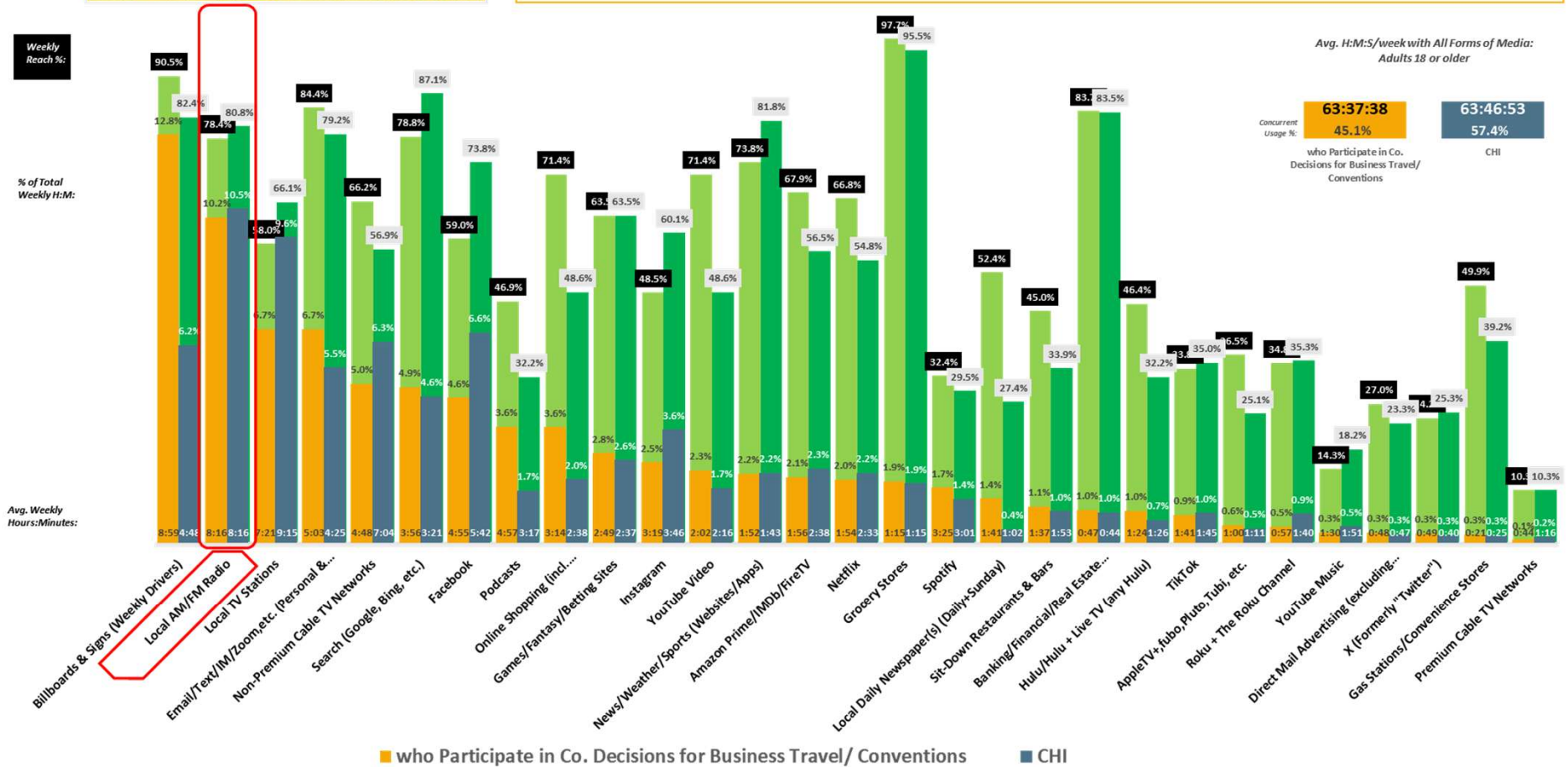


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 19 hours, 51 minutes and 57 seconds each week with All Forms of Media.
 81.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



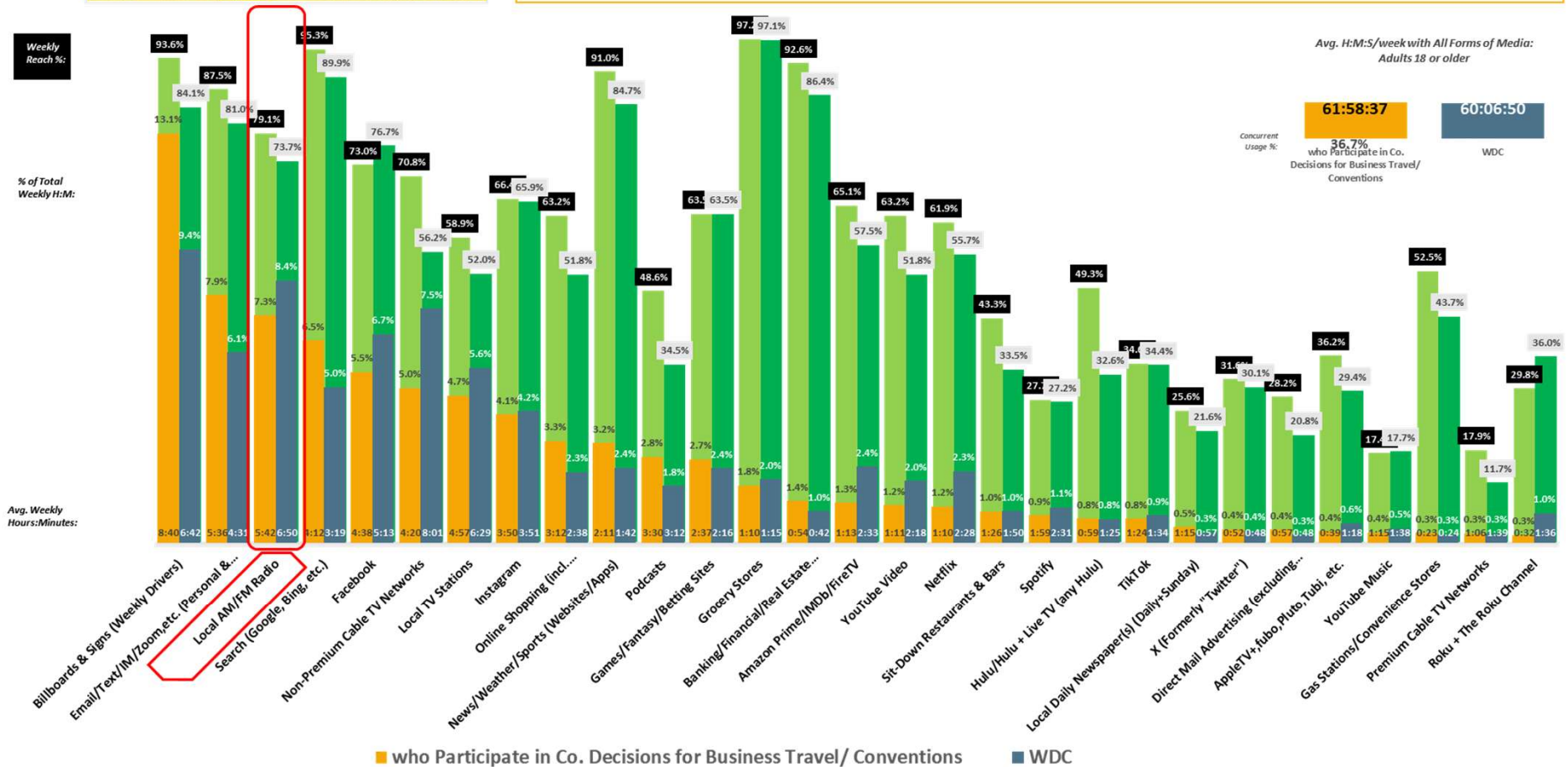


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 15 hours, 37 minutes and 38 seconds each week with All Forms of Media.
 78.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



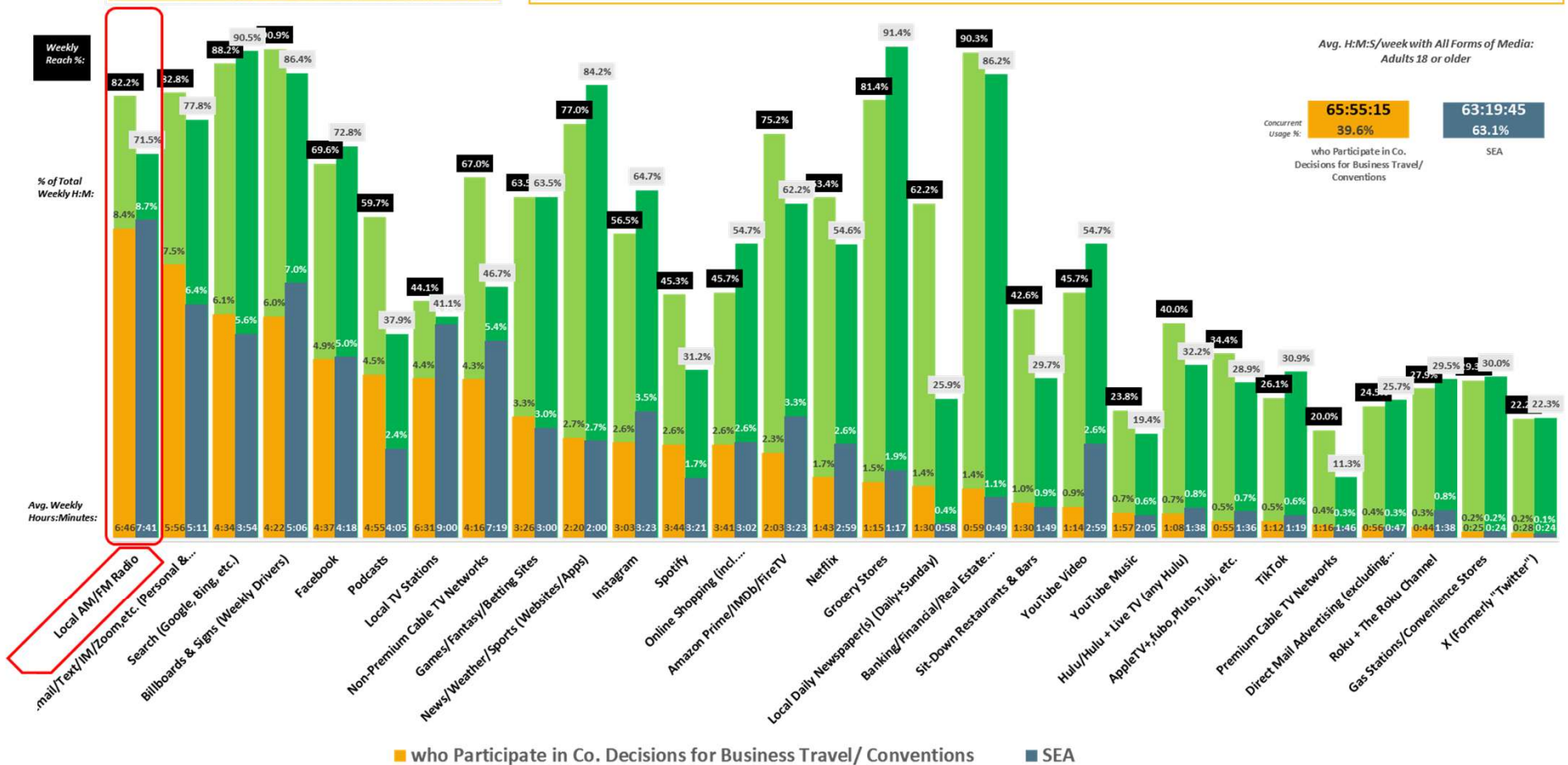


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 13 hours, 58 minutes and 37 seconds each week with All Forms of Media.
 79.1% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 5 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.





Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 17 hours, 55 minutes and 15 seconds each week with All Forms of Media.
 82.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 6 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.

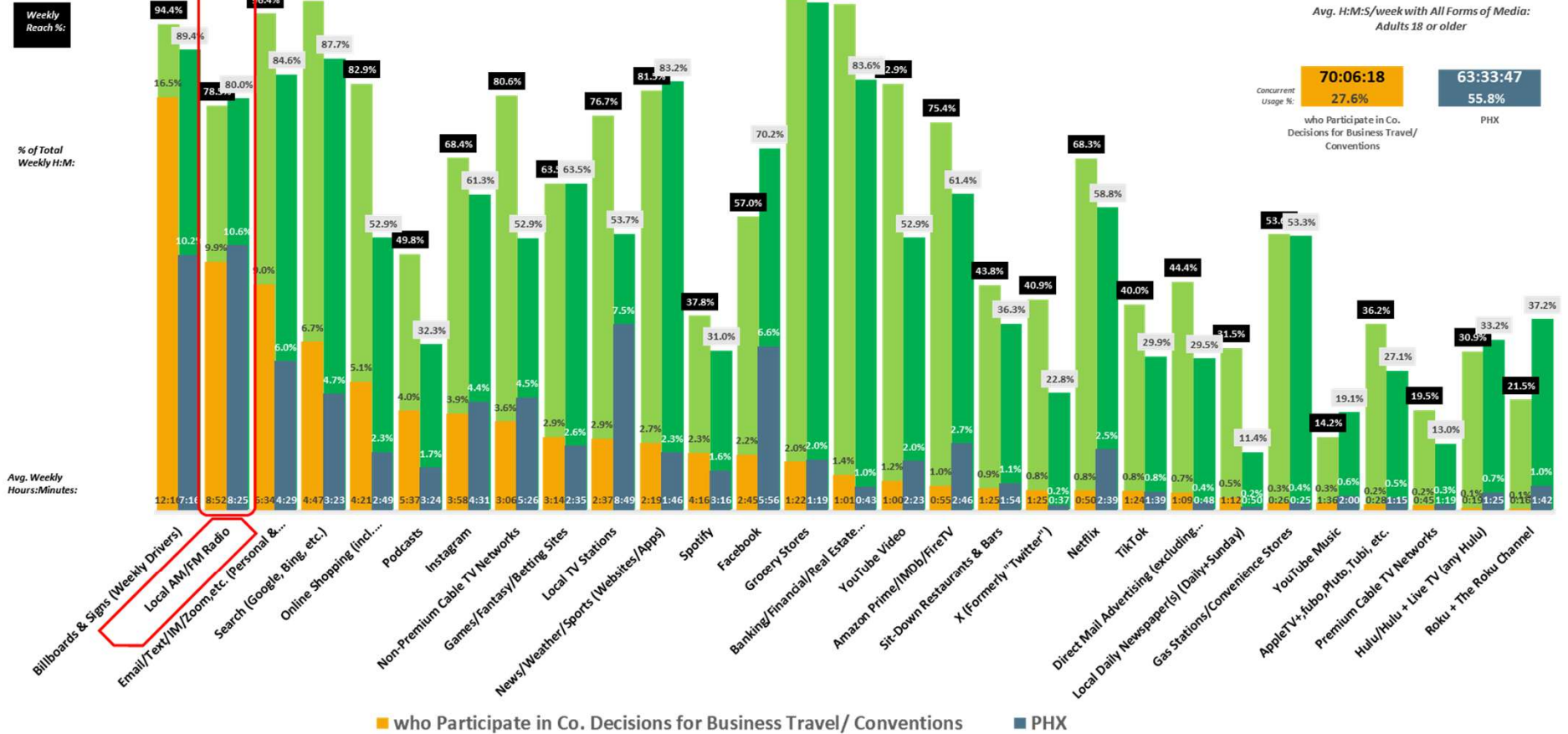


Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %: **65:55:15** 39.6%
 who Participate in Co. Decisions for Business Travel/ Conventions
63:19:45 63.1%
 SEA

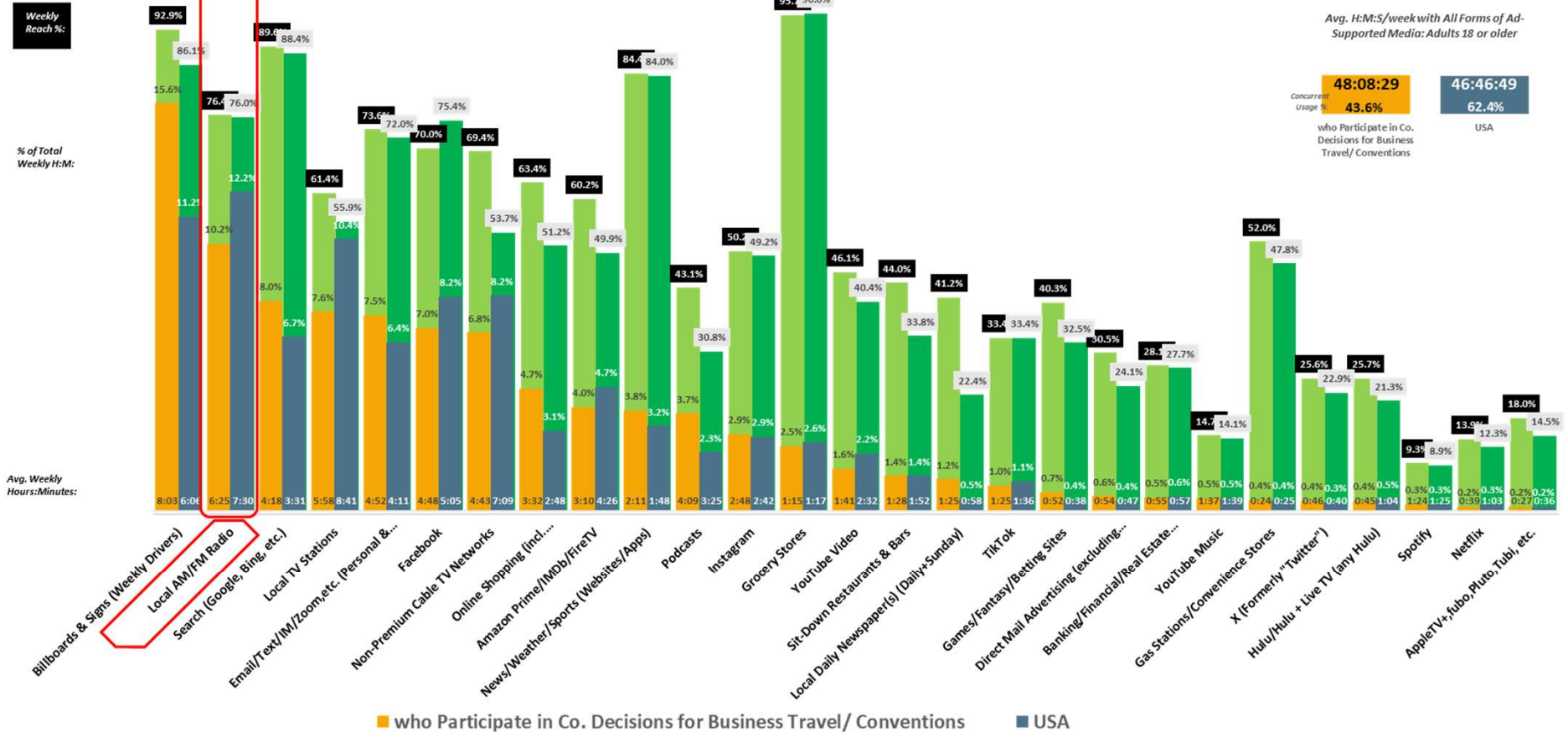


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 22 hours, 6 minutes and 18 seconds each week with All Forms of Media.
 78.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



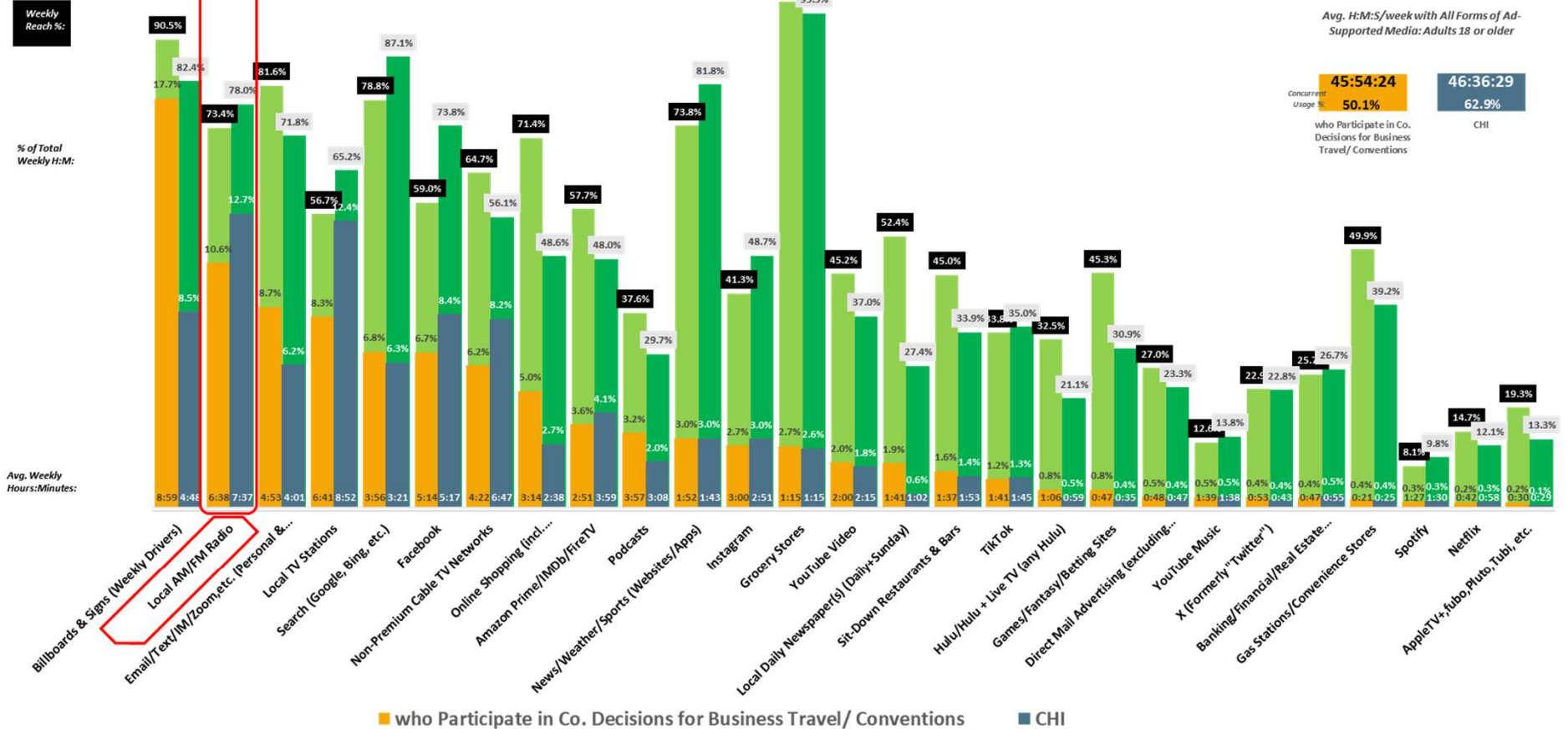


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 2 days, 0 hours, 8 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 76.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 6 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported



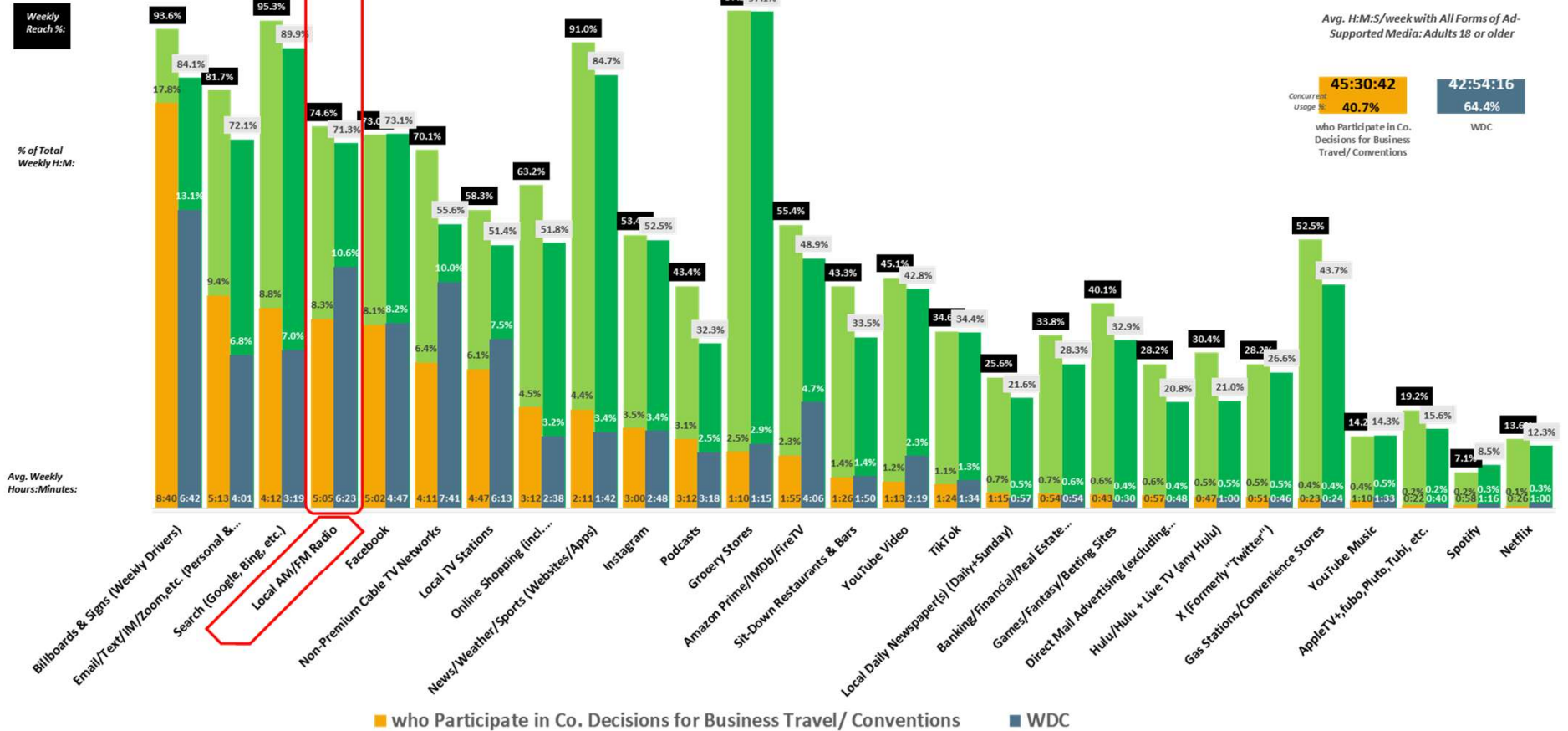


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 1 days, 21 hours, 54 minutes and 24 seconds each week with All Forms of Ad-Supported Media.
 73.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 6 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported



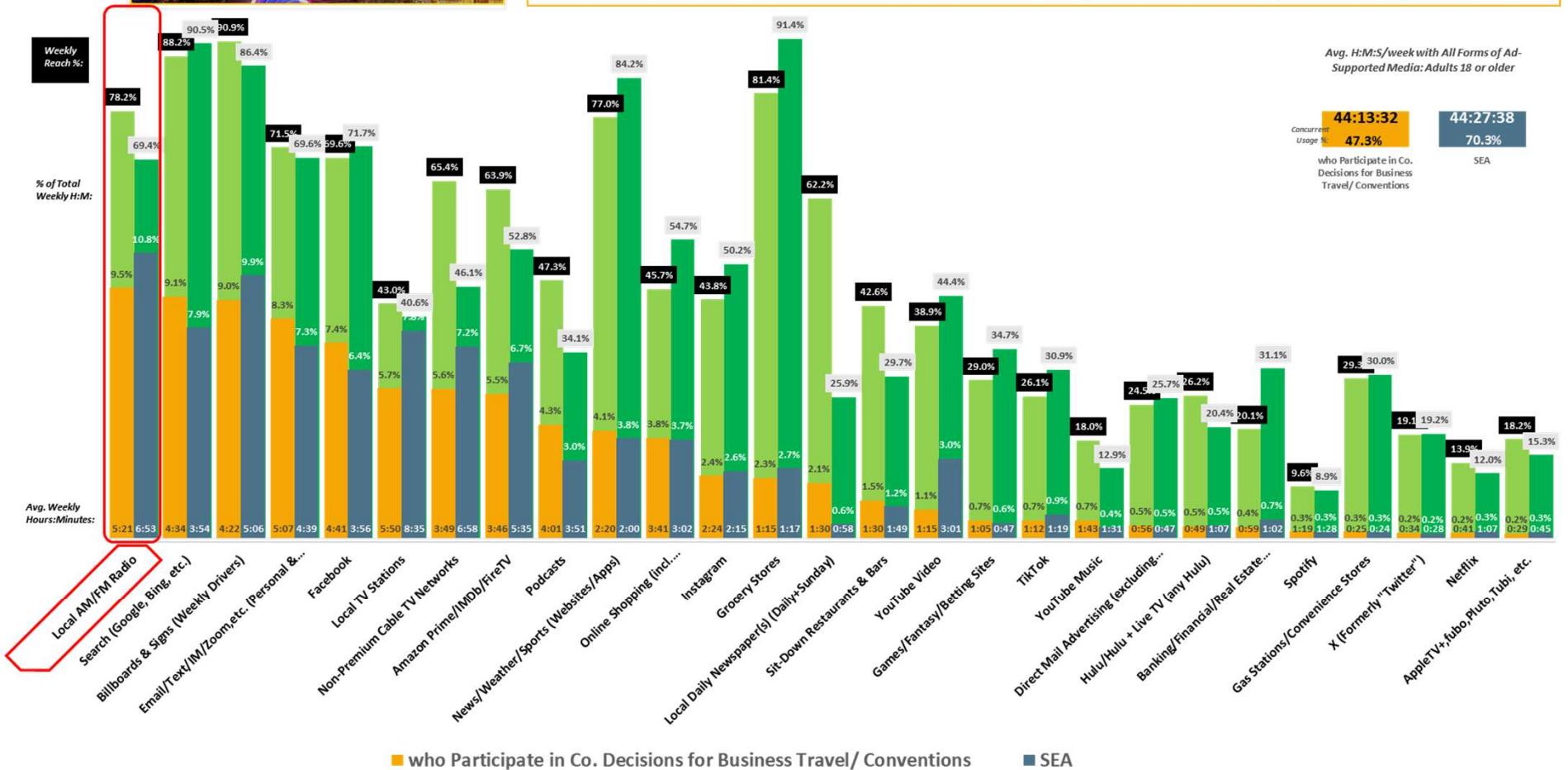


Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 1 days, 21 hours, 30 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
 74.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 5 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Me





Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 1 days, 20 hours, 13 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
 78.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 5 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported M



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

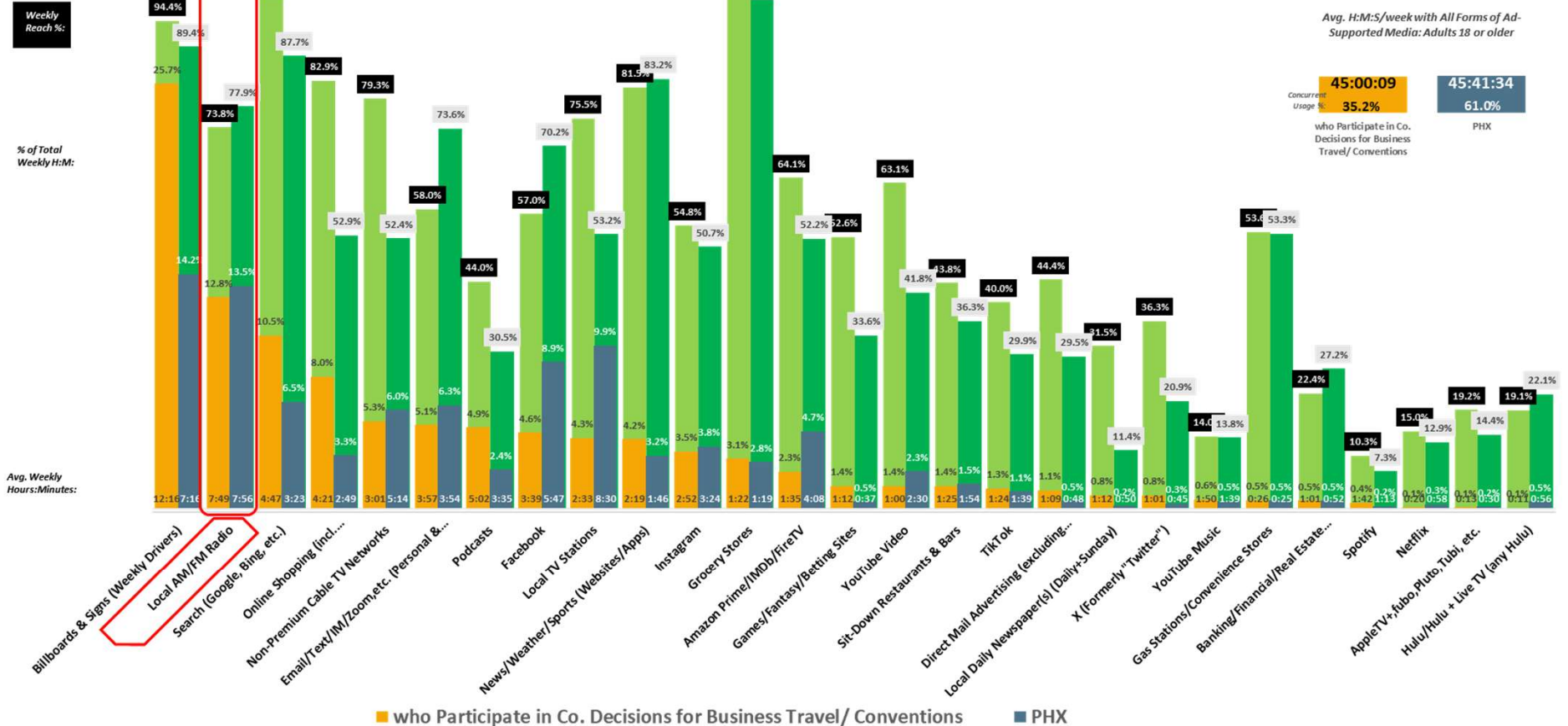
44:13:32	44:27:38
Concurrent Usage %	SEA
47.3%	70.3%

who Participate in Co. Decisions for Business Travel/ Conventions

■ who Participate in Co. Decisions for Business Travel/ Conventions ■ SEA



Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 1 days, 21 hours, 0 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 73.8% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported

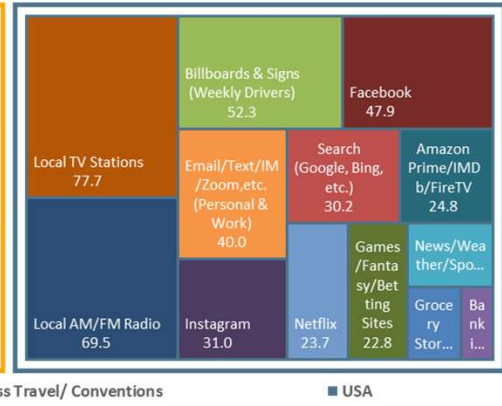
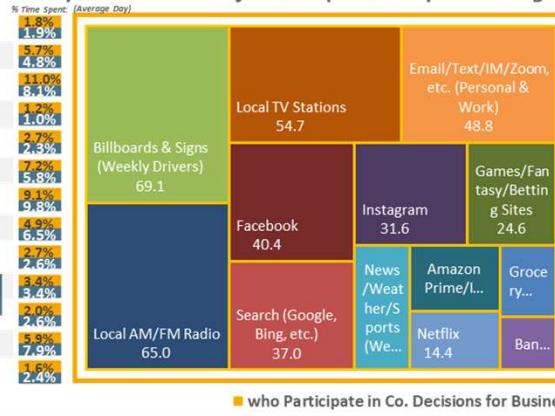
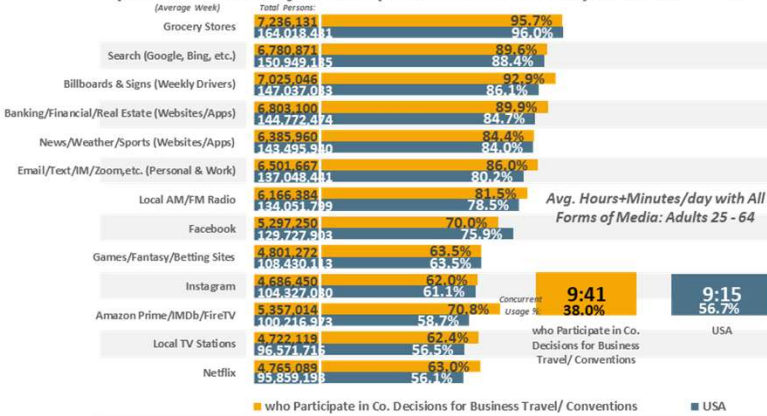




Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 55.1 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

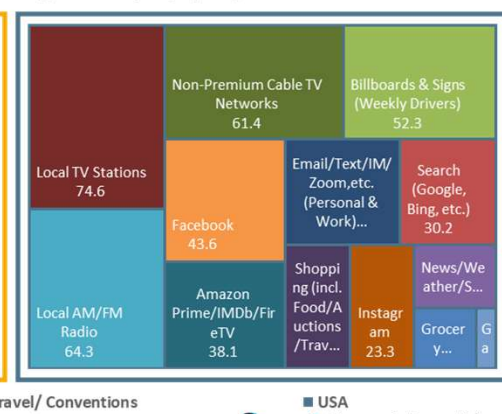
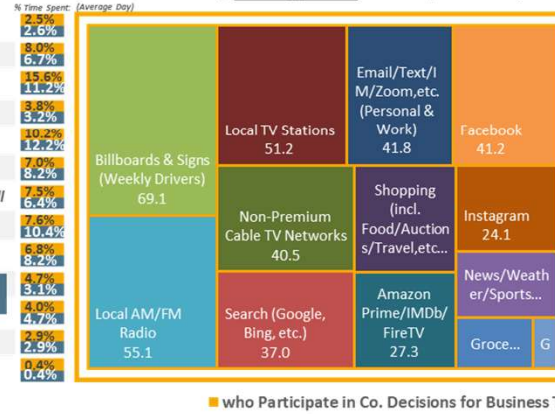
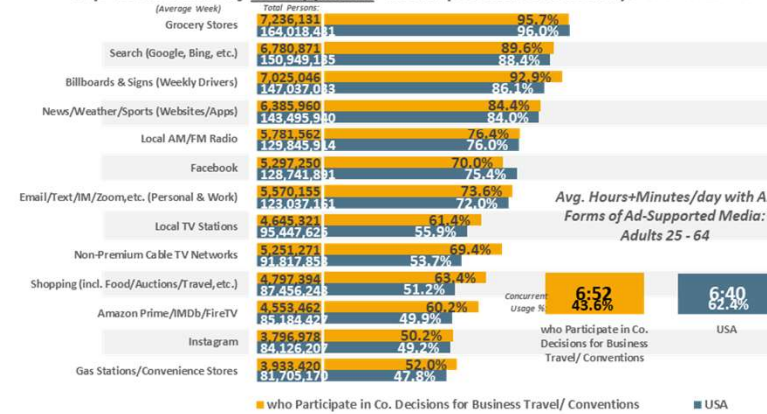
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

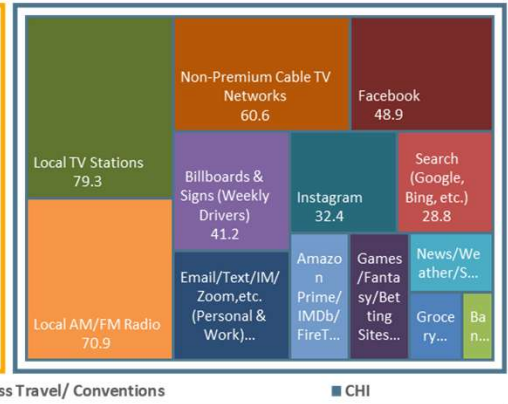
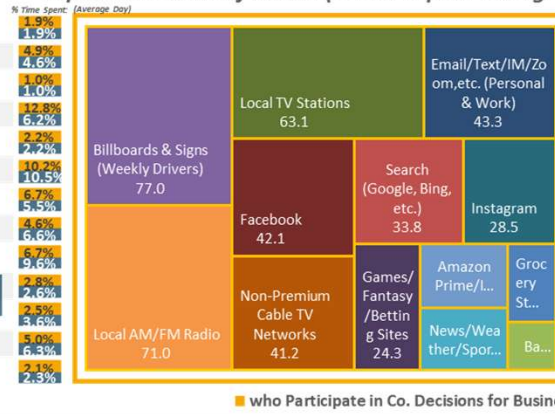
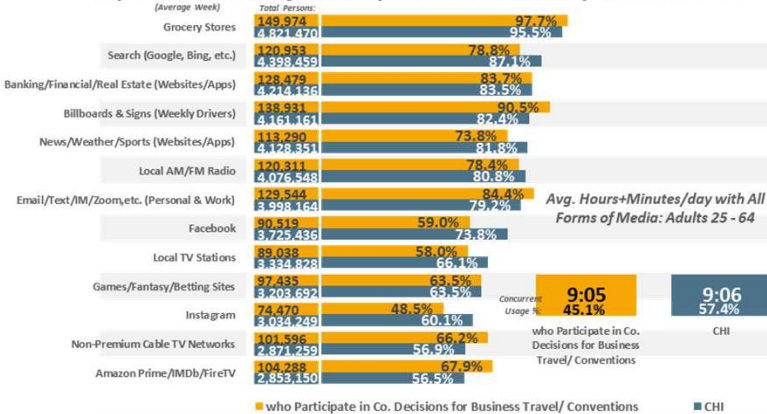
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

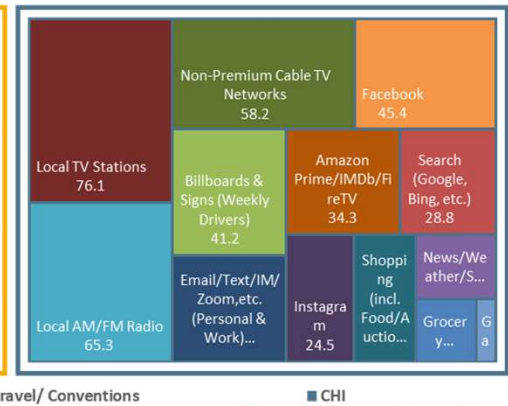
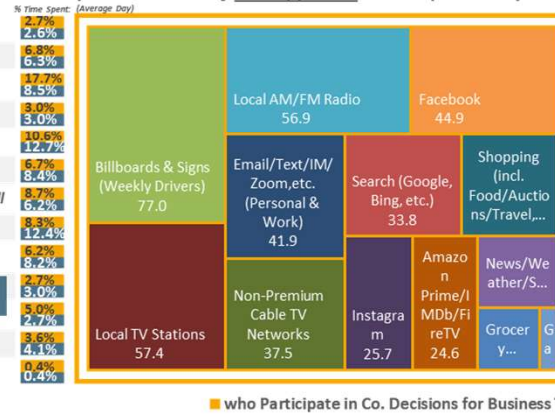
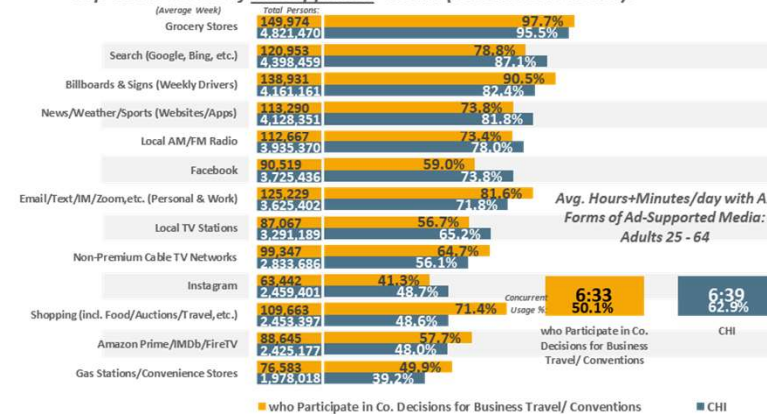
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

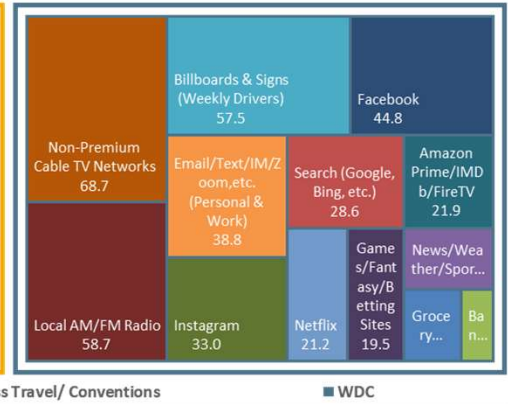
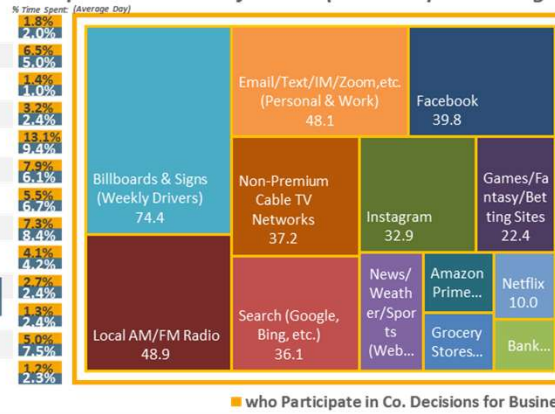
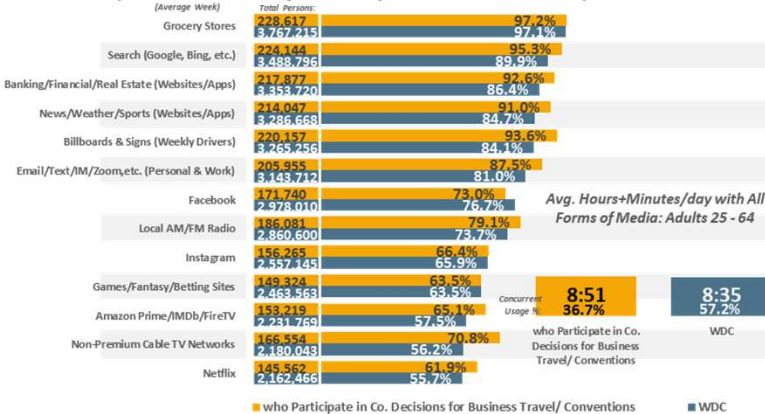
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 6 hours and 30 minutes each day with All Forms of Ad-Supported Media. 74.6% listen to Local AM/FM Radio for an avg. of 43.6 minutes/day. (Local Radio delivers 8.3% of Time with Ad-Supported Media.)

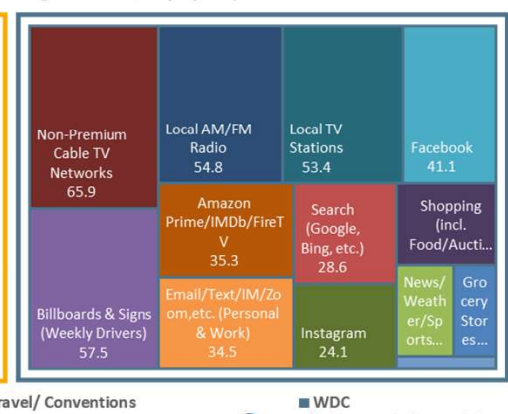
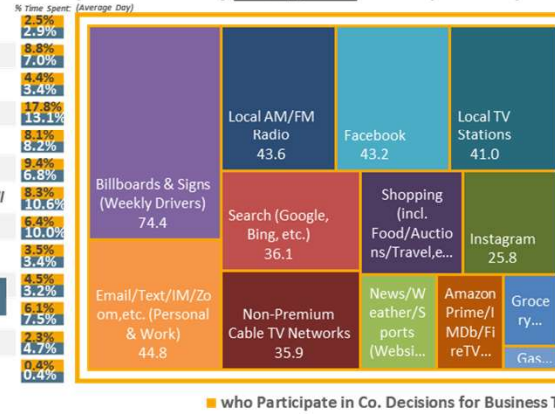
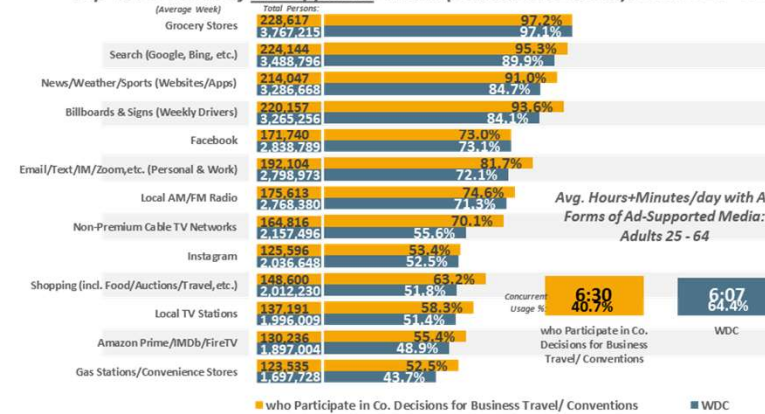
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 270
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

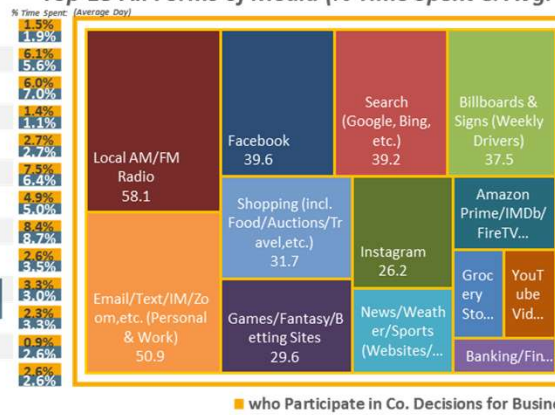
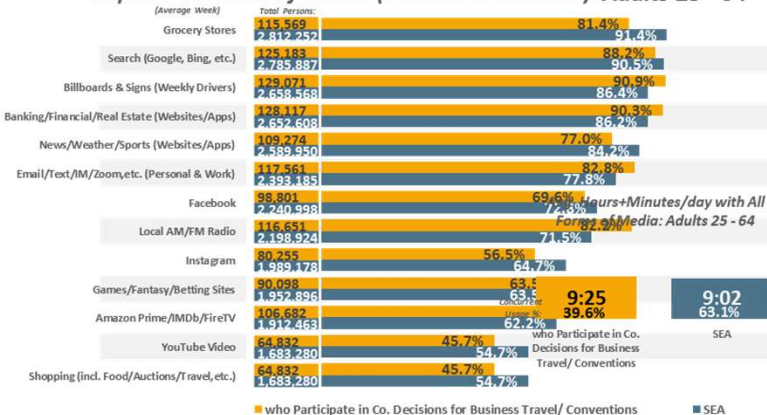
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 6 hours and 19 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 45.9 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

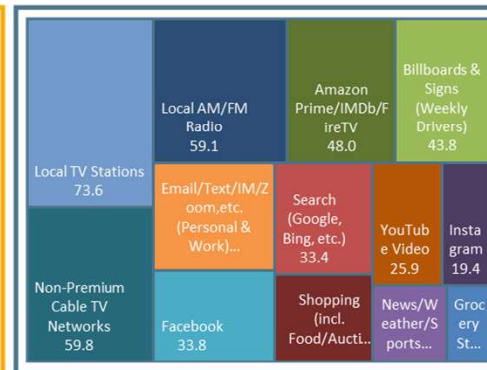
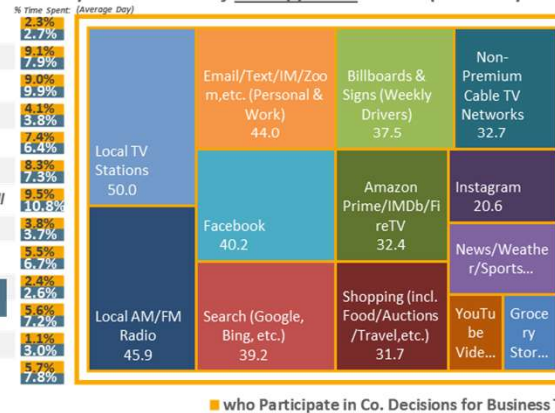
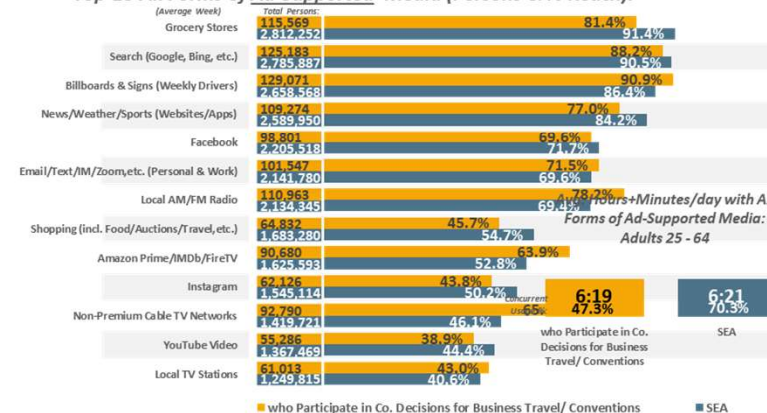
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 156
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

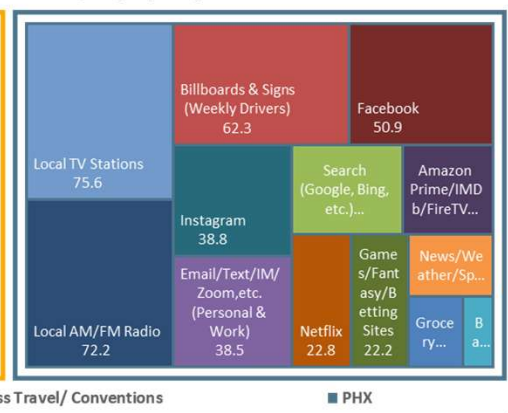
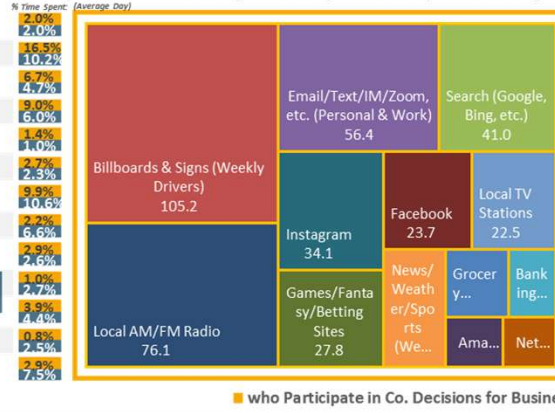
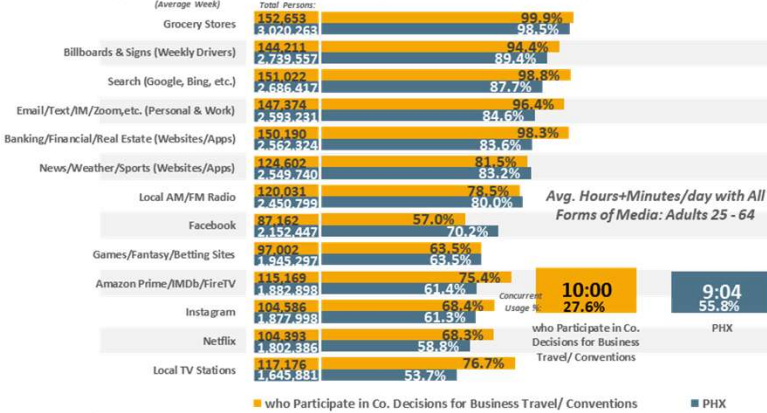
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 6 hours and 25 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 67. minutes/day. (Local Radio delivers 12.8% of Time with Ad-Supported Media.)

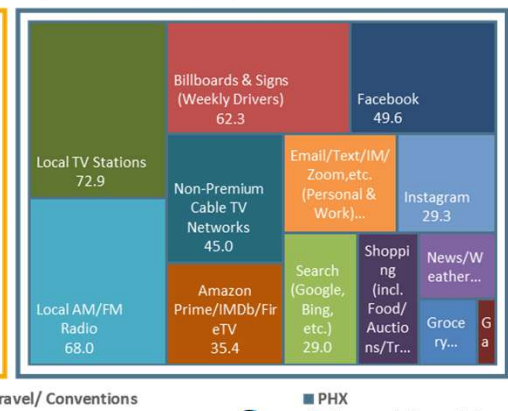
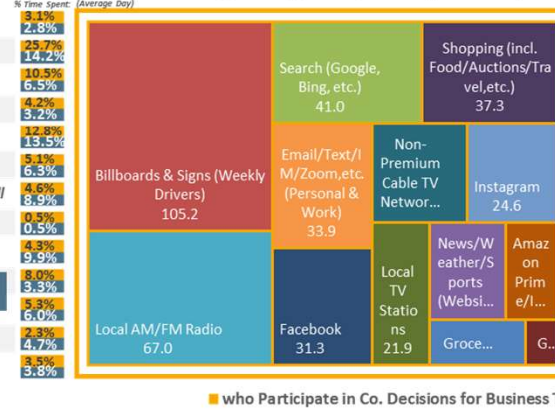
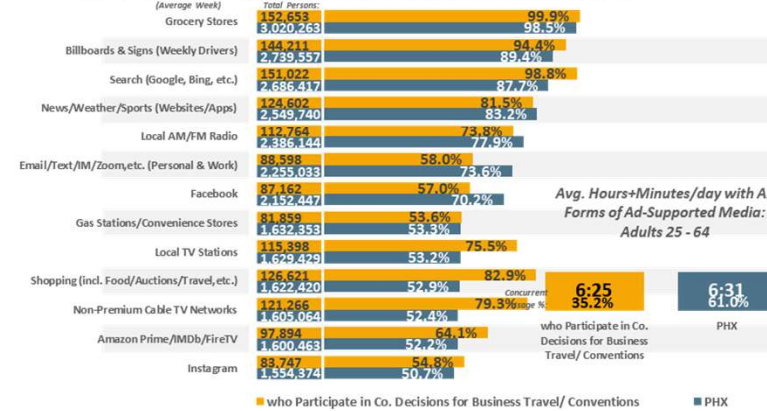
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

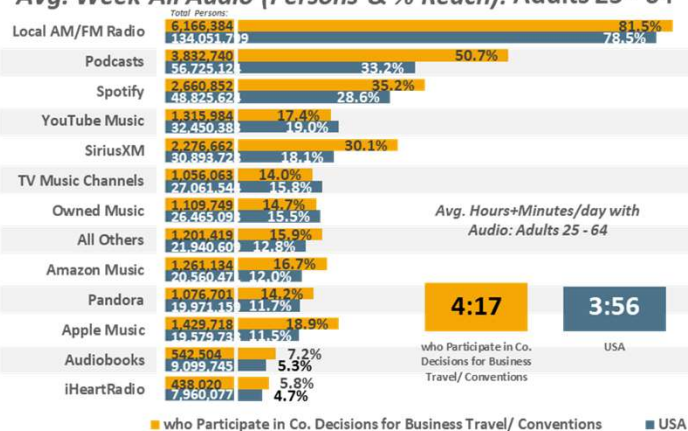
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

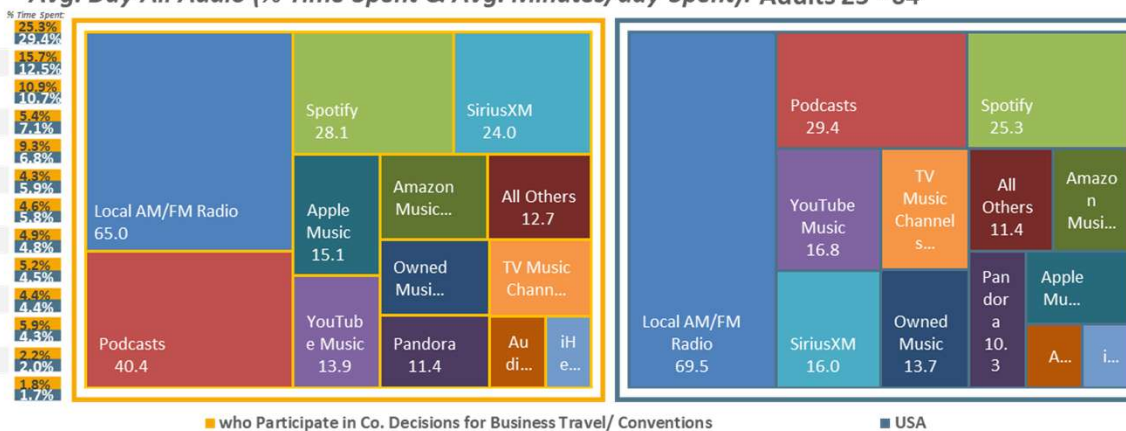


5,781,562 or 76.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions listen to Ad-Supported Local AM/FM Radio for an average of 55.1 minutes every day representing 32.1% of all time spent daily with Ad-Supported Audio.

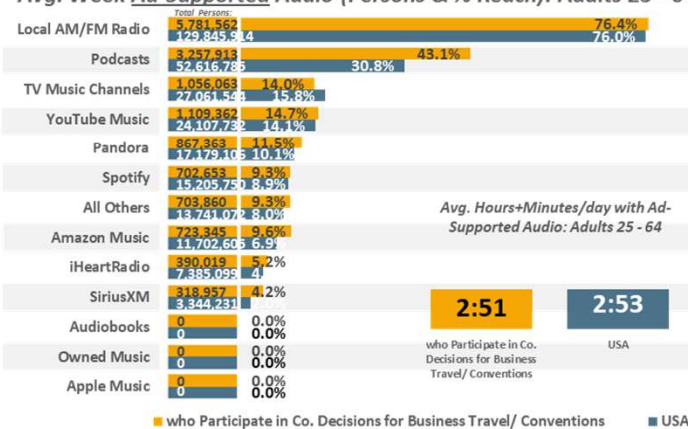
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



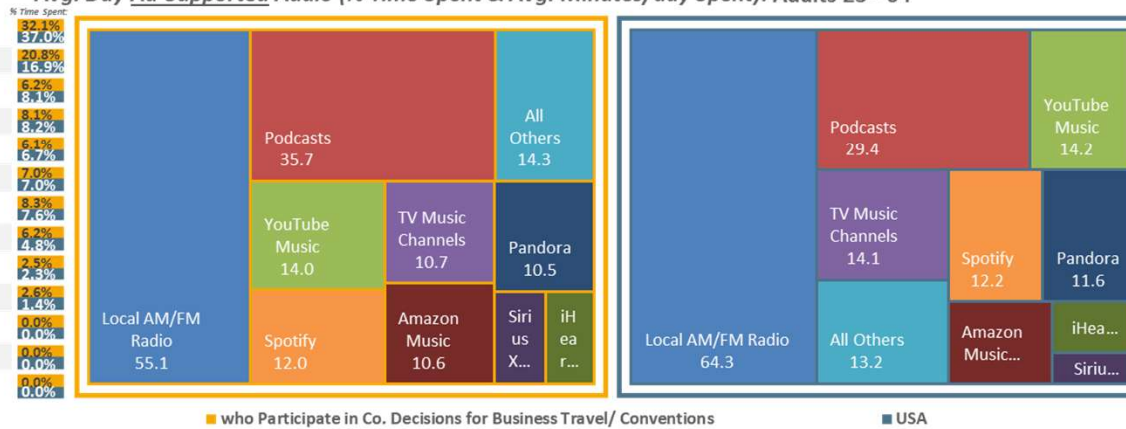
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



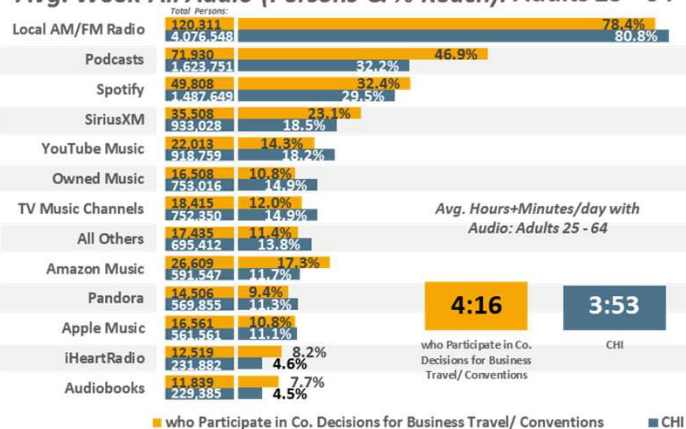
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



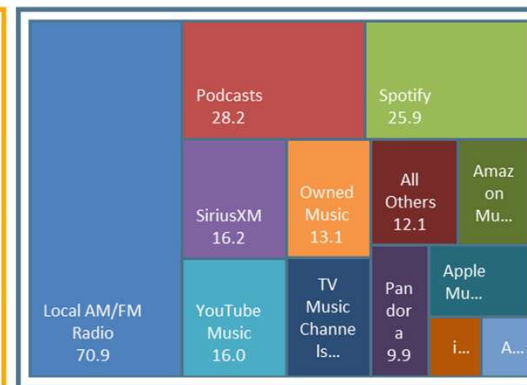
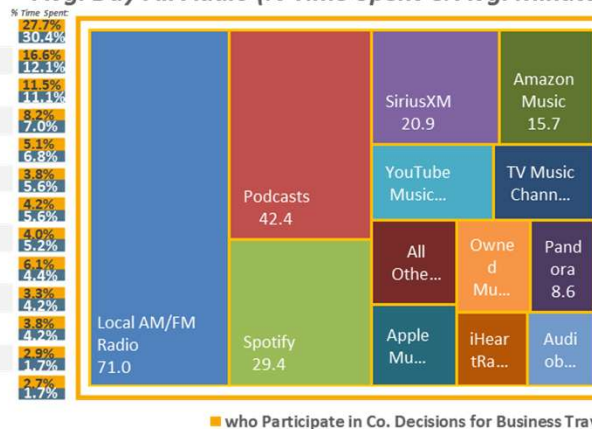


112,667 or 73.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.

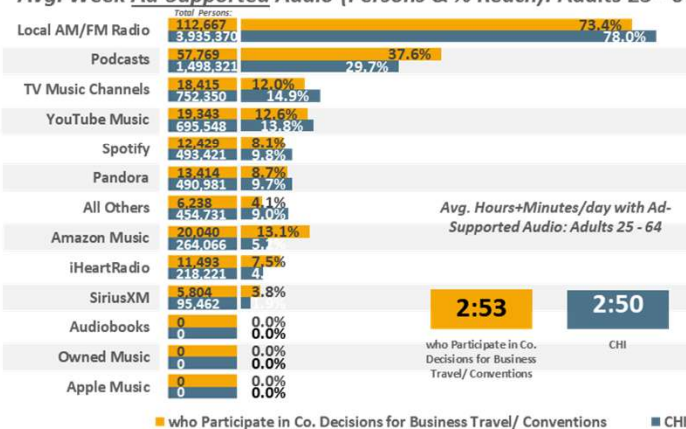
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



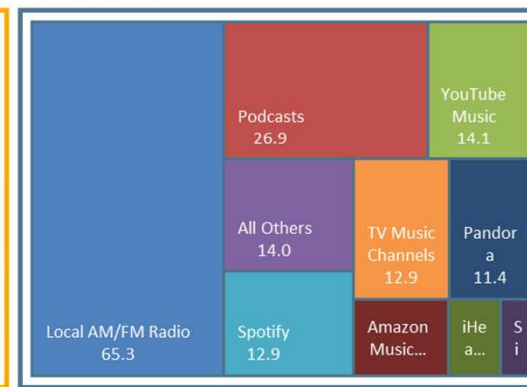
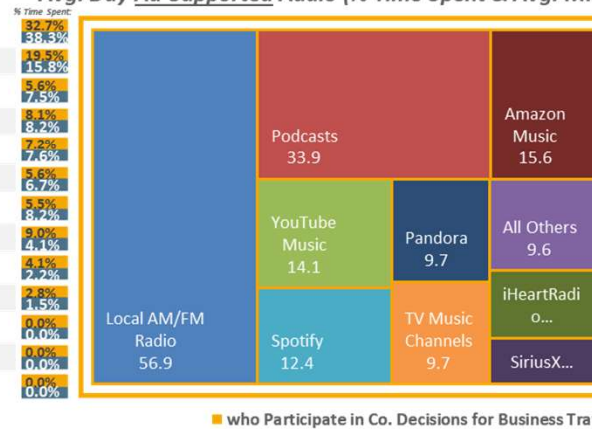
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



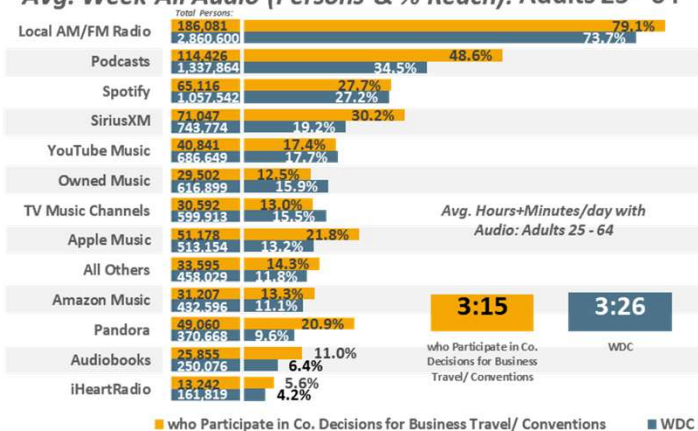
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



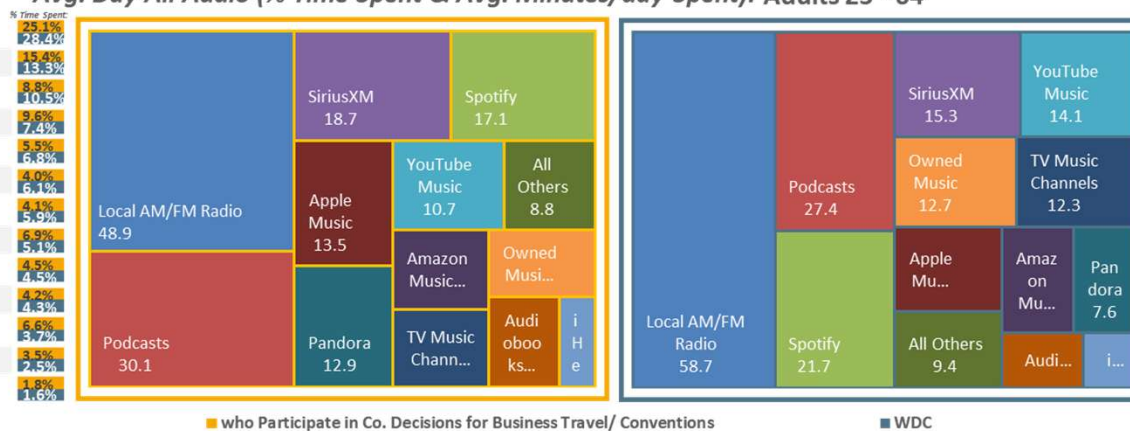


175,613 or 74.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 43.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

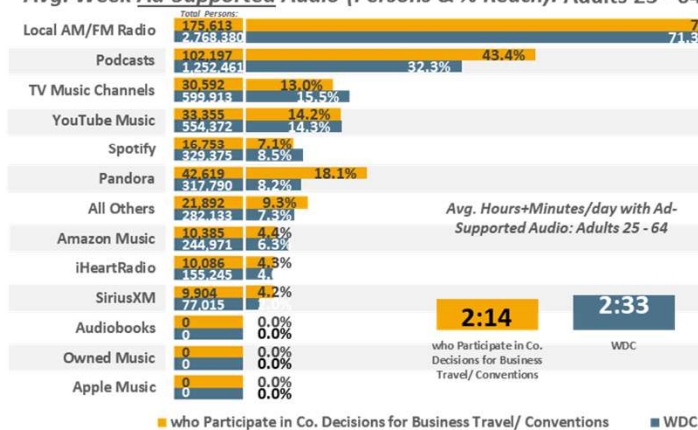
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



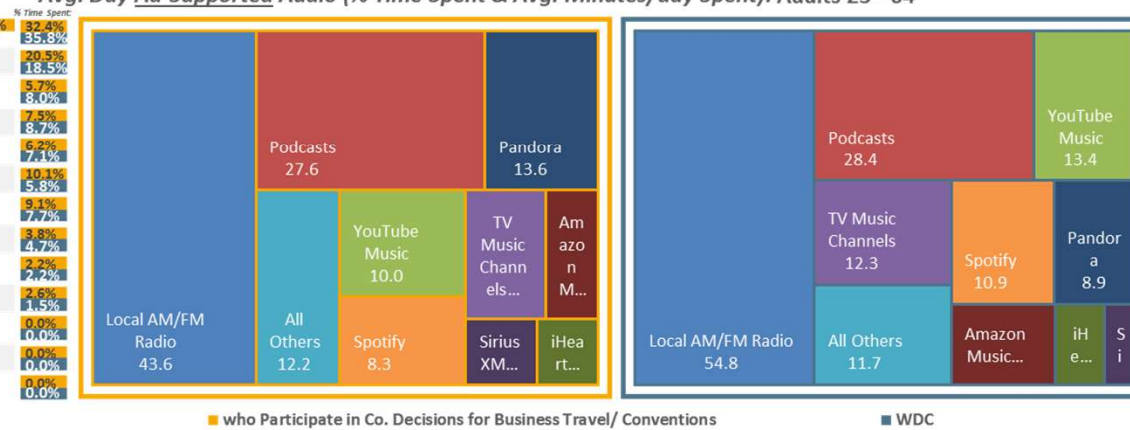
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



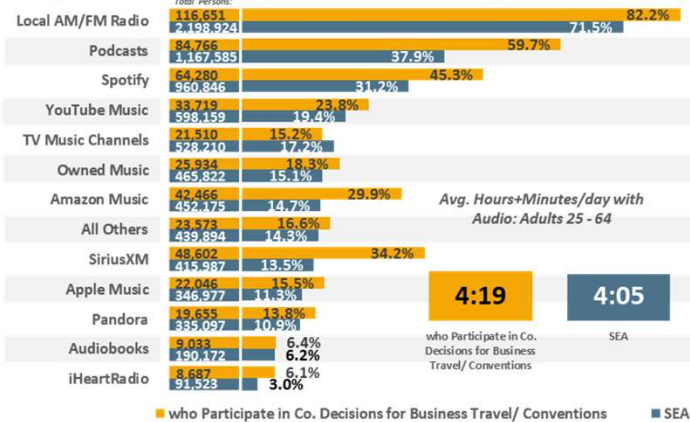
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



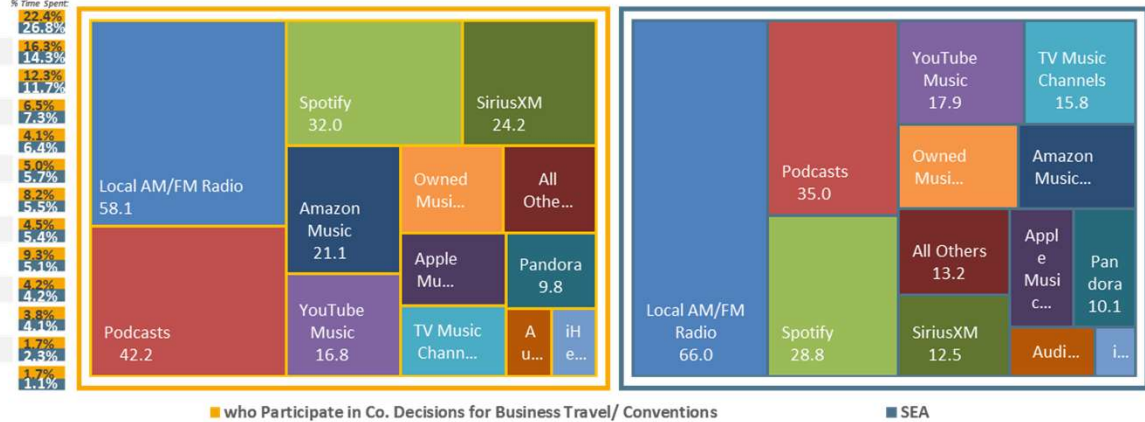


110,963 or 78.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 45.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Audio.

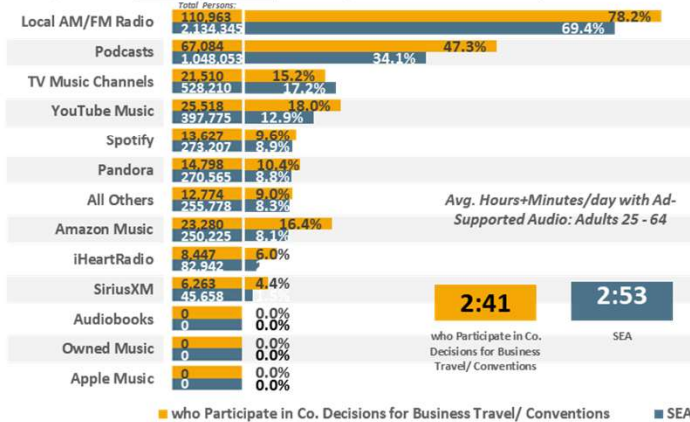
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



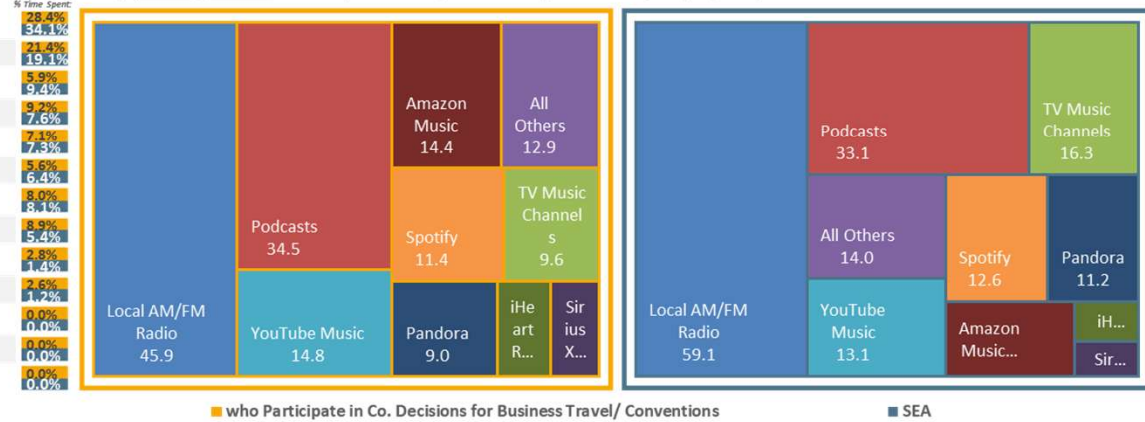
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



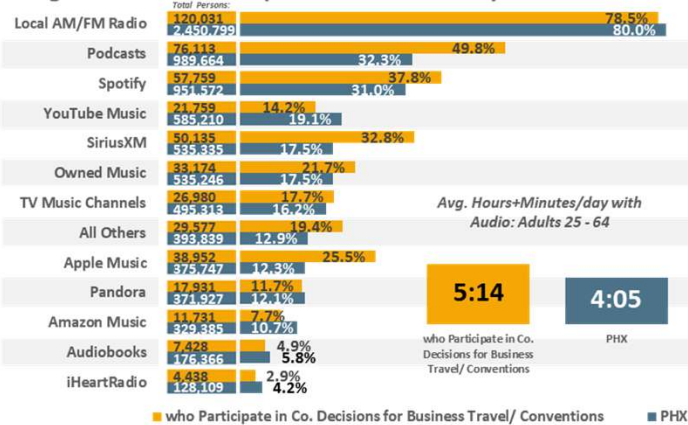
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



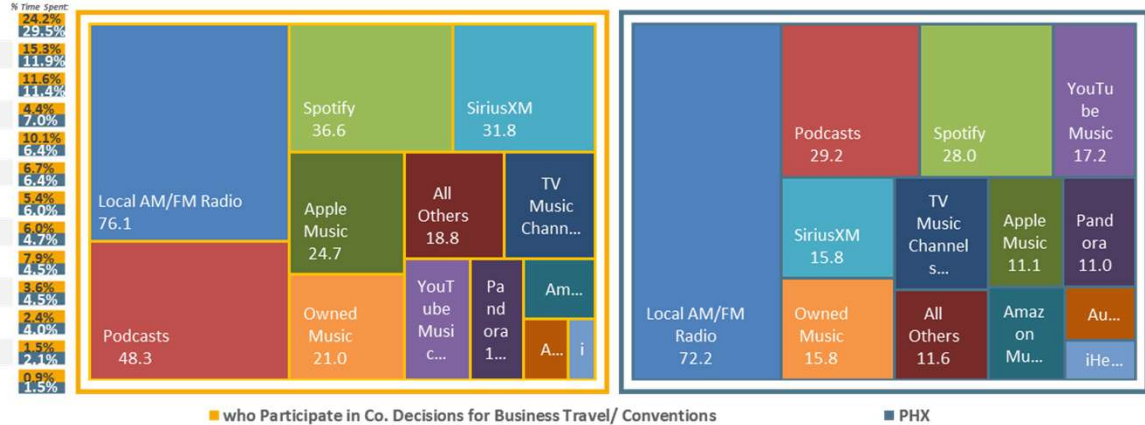


112,764 or 73.8% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

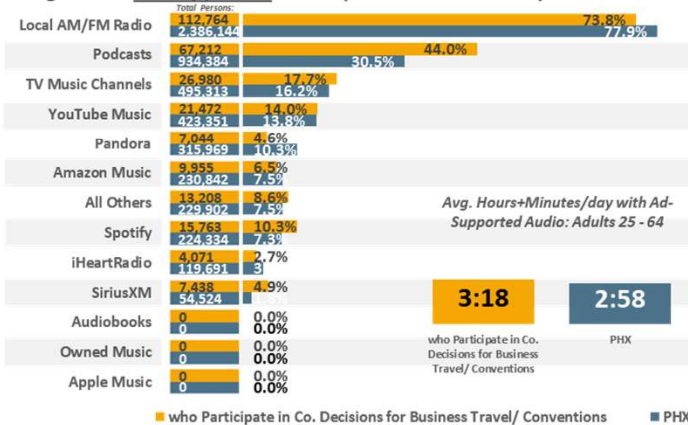
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



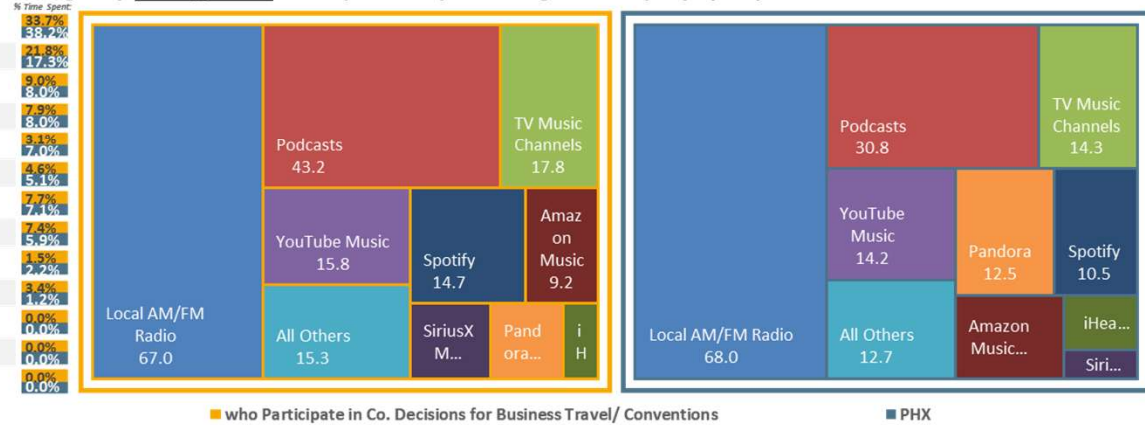
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



5,781,562 or 76.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 55.1 minutes every day representing 32.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 76.4% 76.0%

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

"Share of Ad-Supported Audio"

2:51

2:53

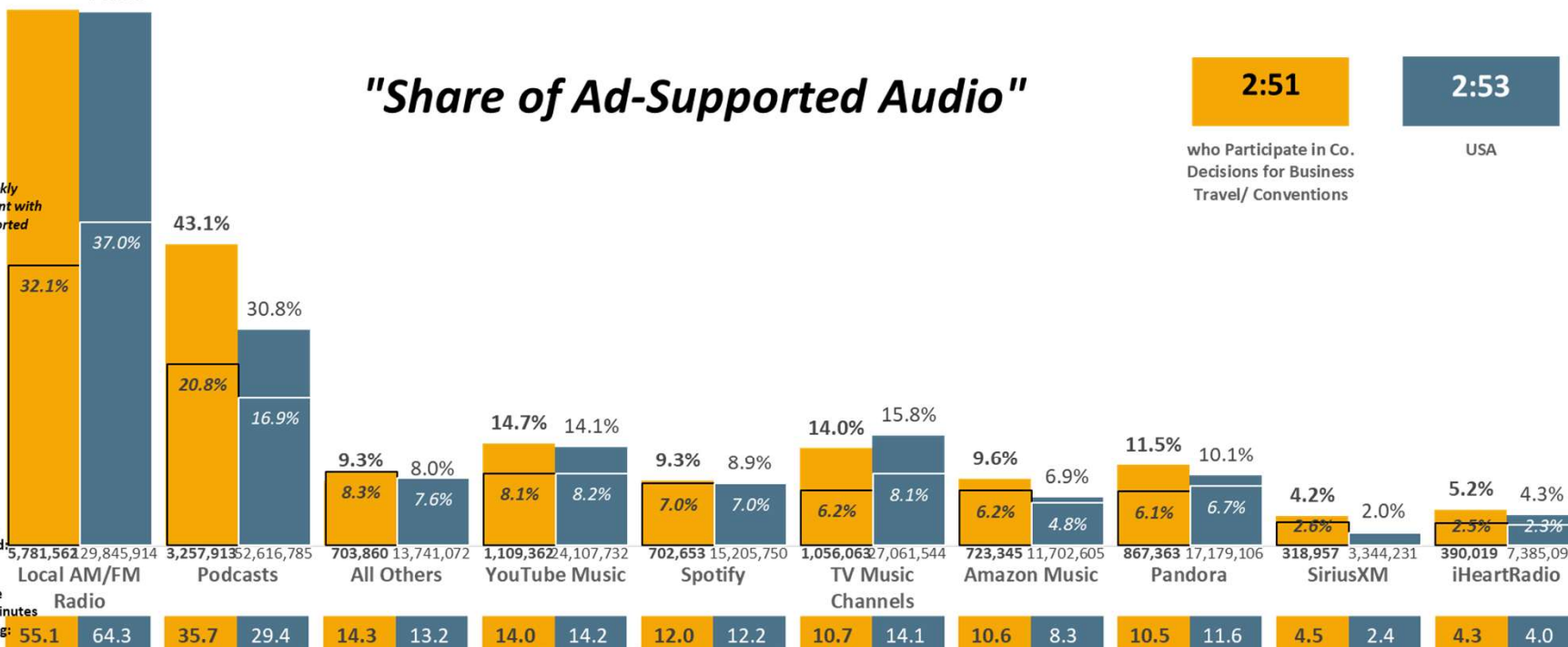
who Participate in Co. Decisions for Business Travel/ Conventions

USA

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached

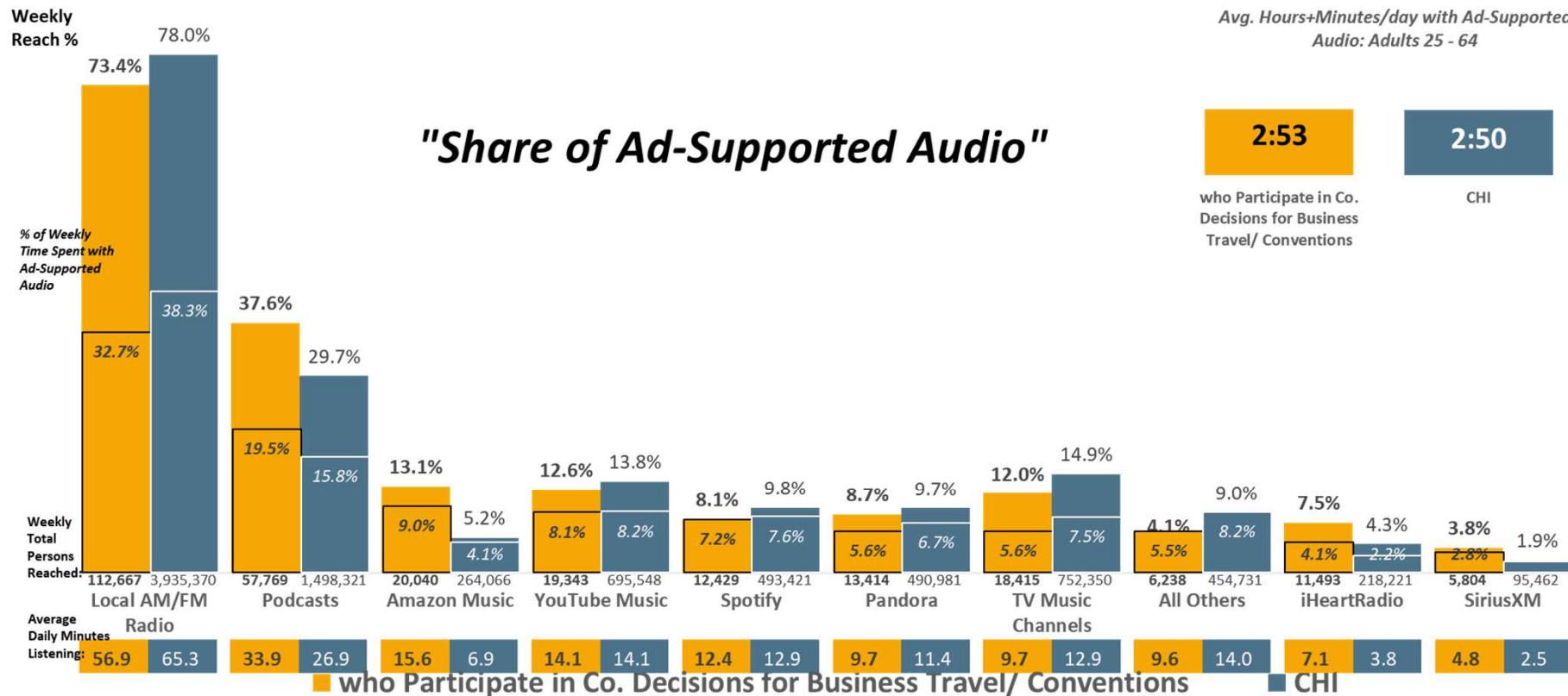
Average Daily Minutes Listening



who Participate in Co. Decisions for Business Travel/ Conventions USA

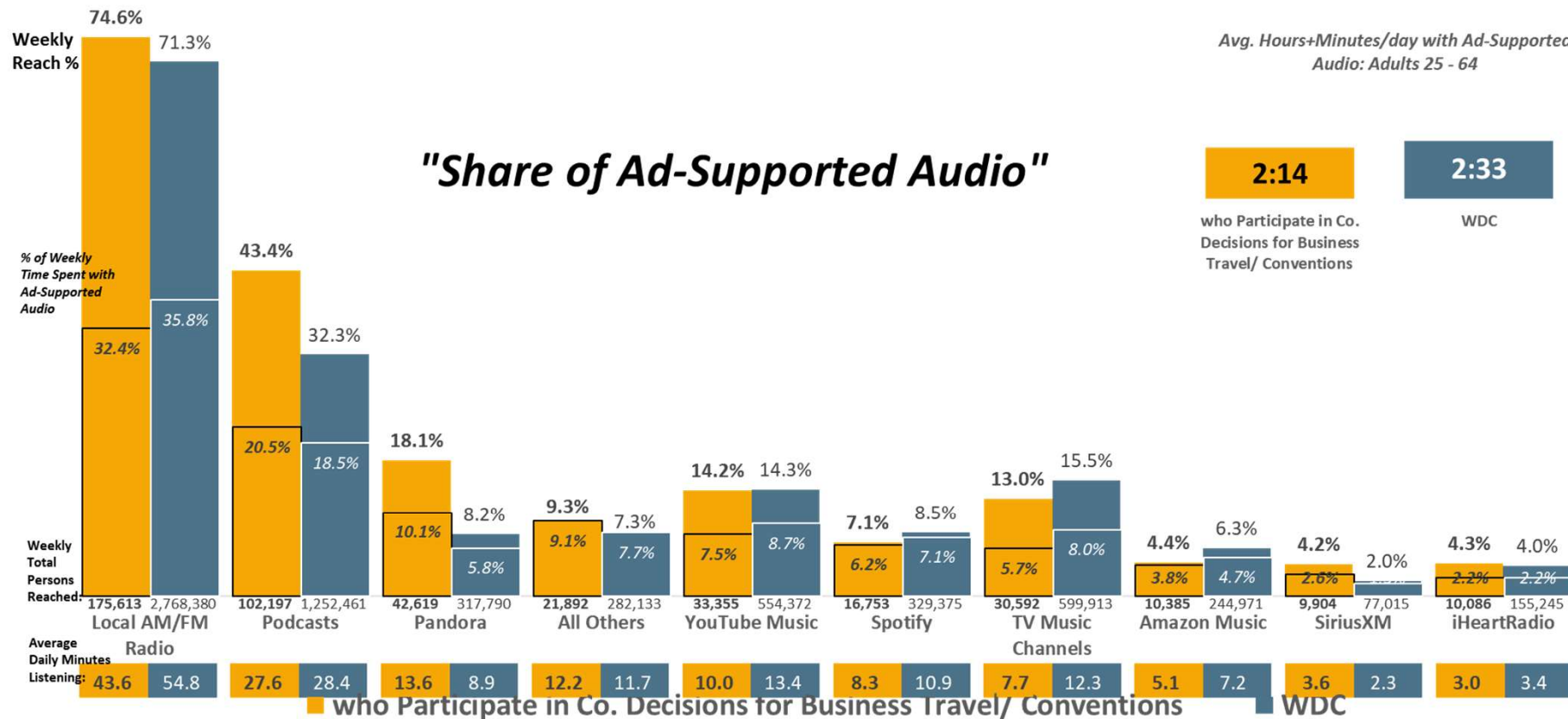


112,667 or 73.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.



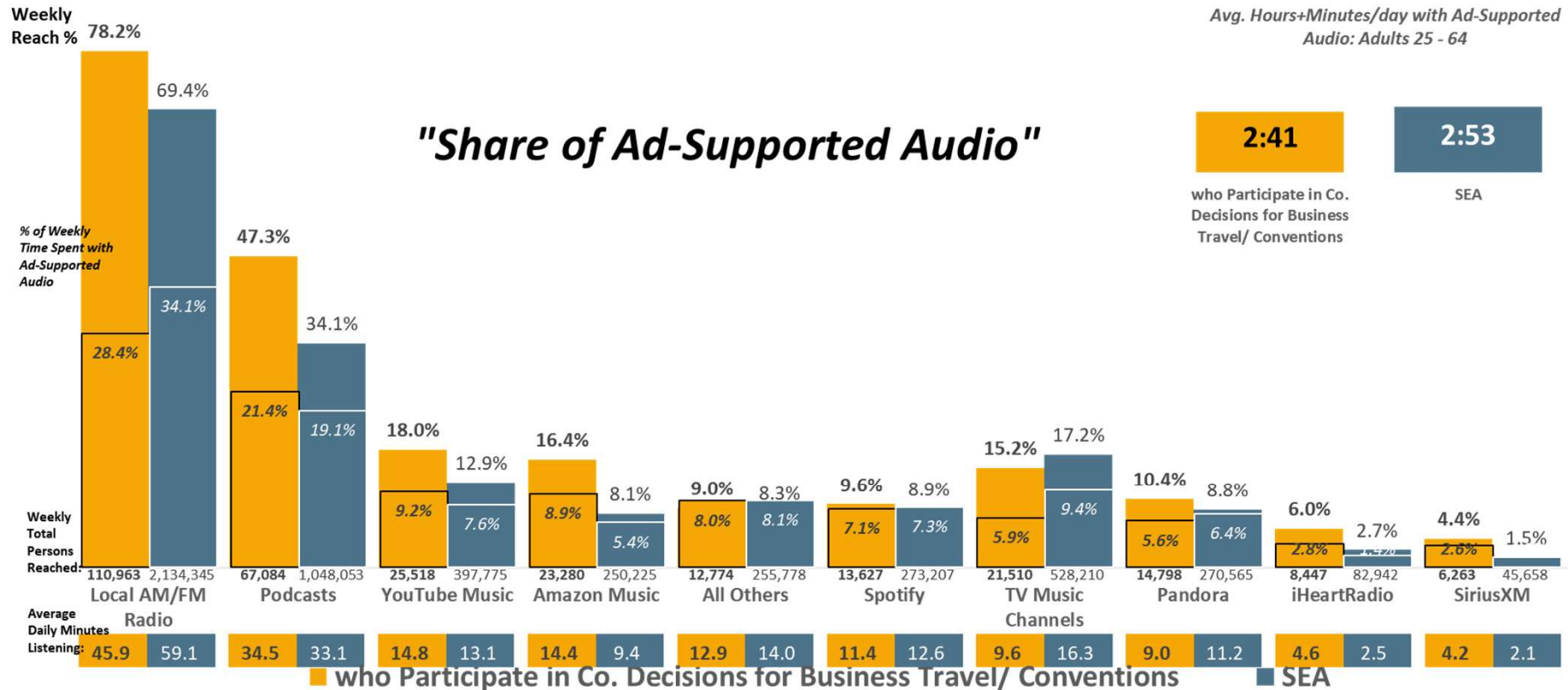


175,613 or 74.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 43.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



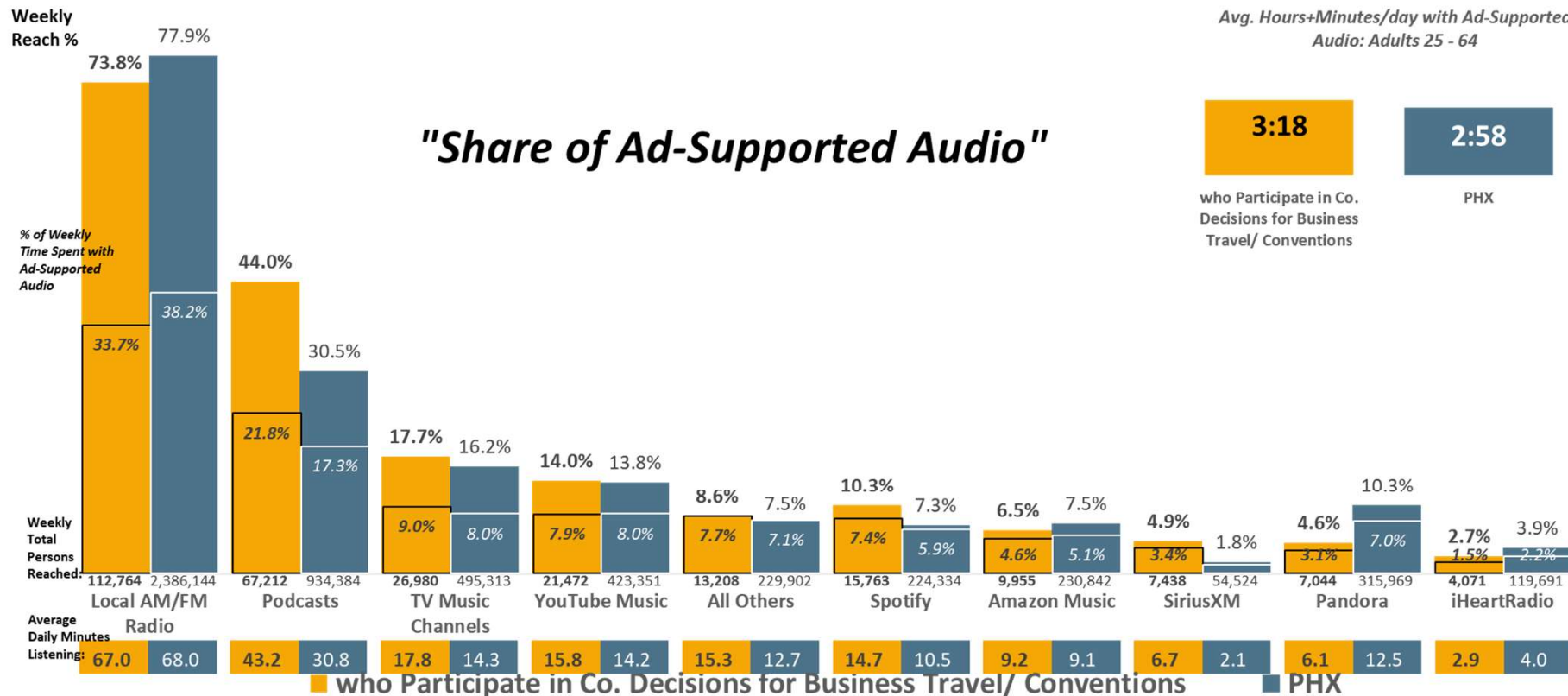


110,963 or 78.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 45.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Audio.





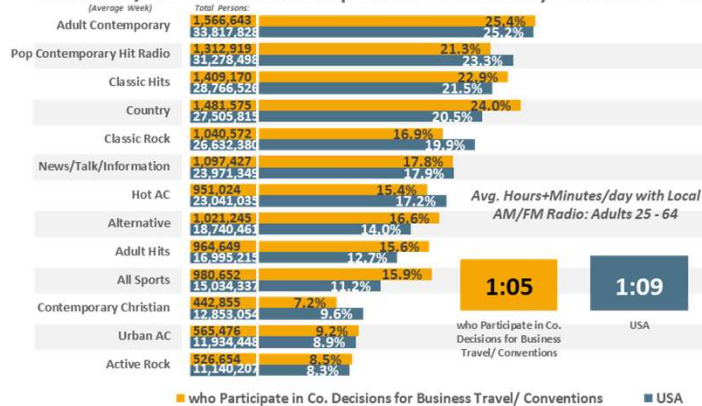
112,764 or 73.8% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.



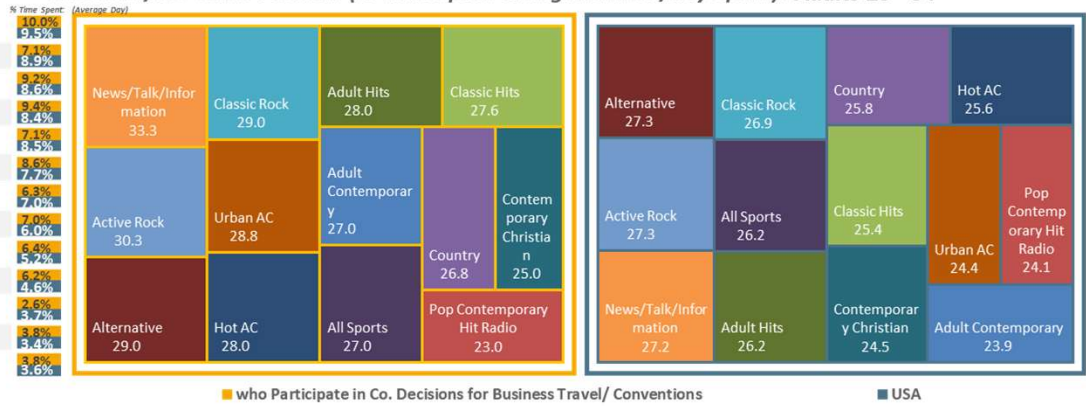


5,781,562 or 76.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

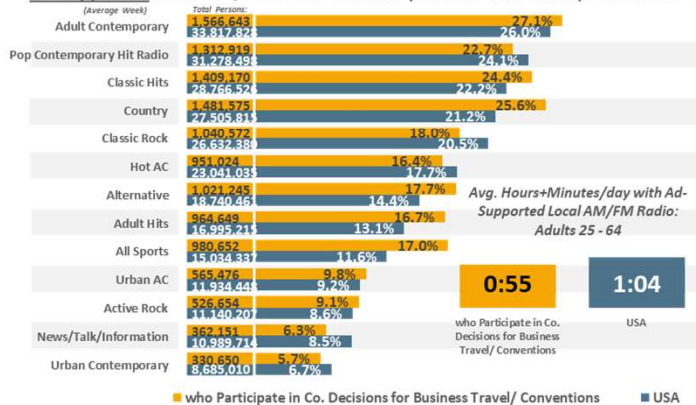
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



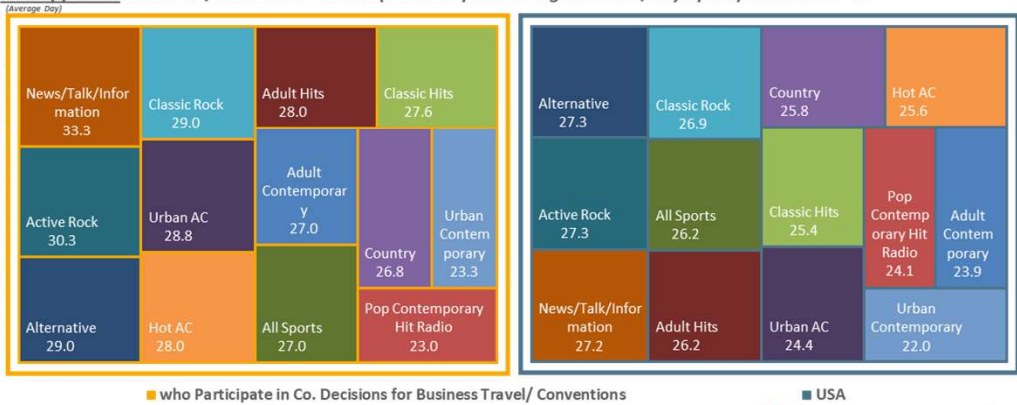
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



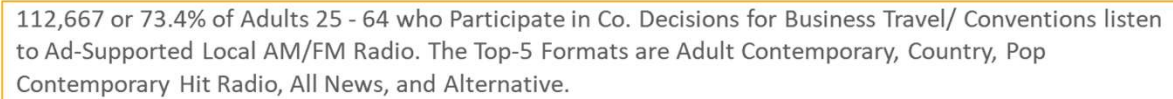
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



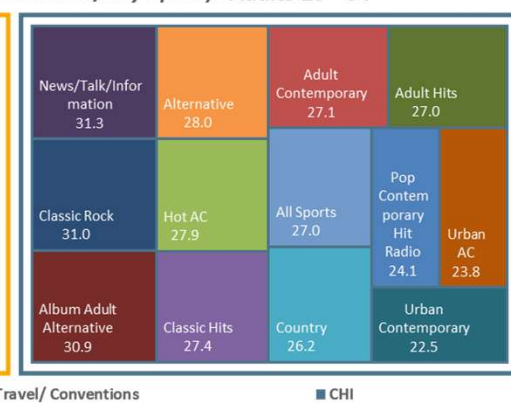
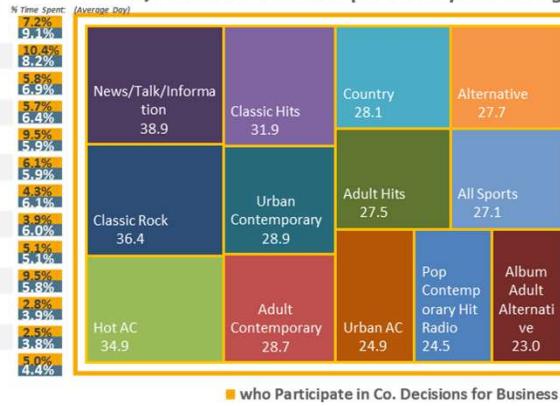
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

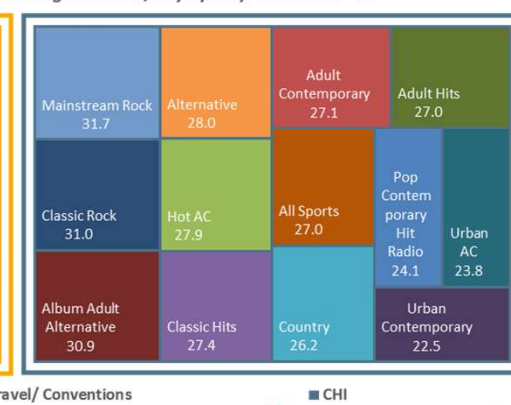
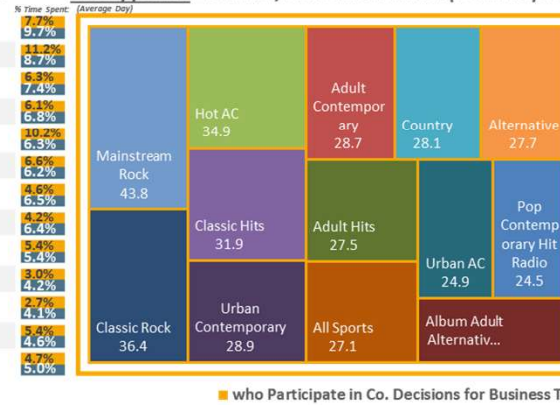
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



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



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

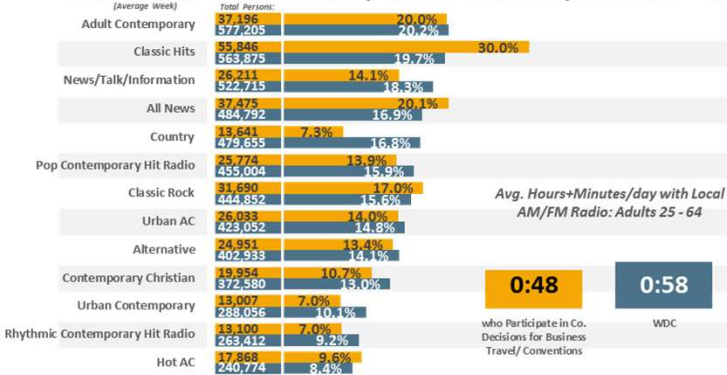


■ CHI
soefa.ai Share of Everything
for Anything ©



175,613 or 74.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, All News, Adult Contemporary, Classic Rock, and Urban AC.

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

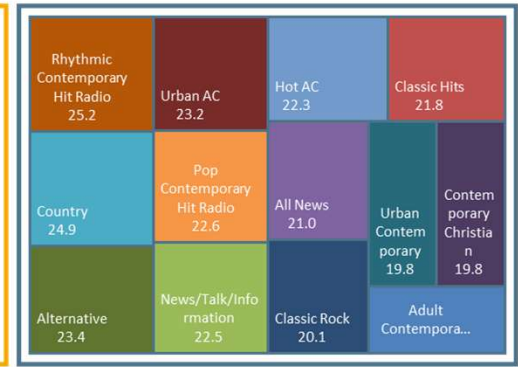
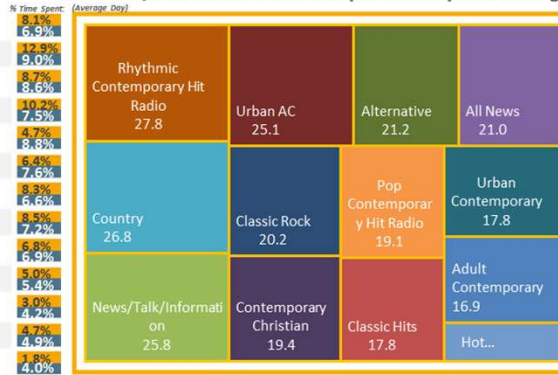


Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 25 - 64

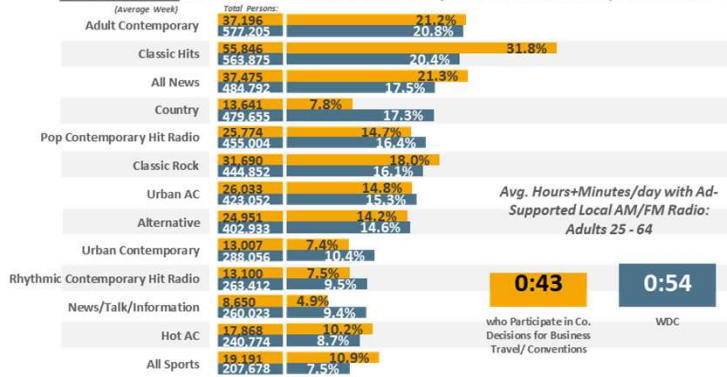
0:48 (who Participate in Co. Decisions for Business Travel/ Conventions)

0:58 (WDC)

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



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

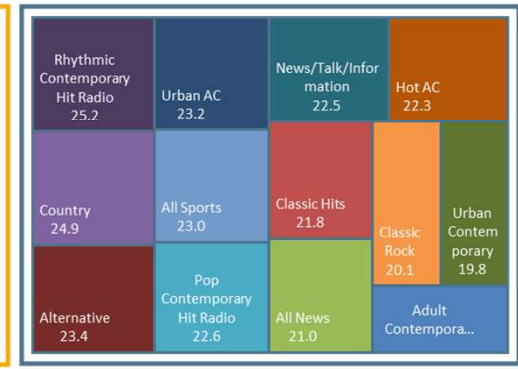
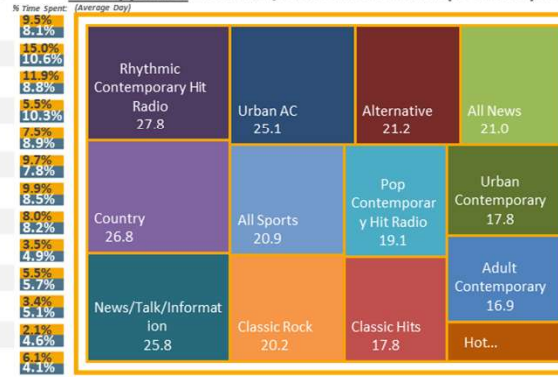


Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 25 - 64

0:43 (who Participate in Co. Decisions for Business Travel/ Conventions)

0:54 (WDC)

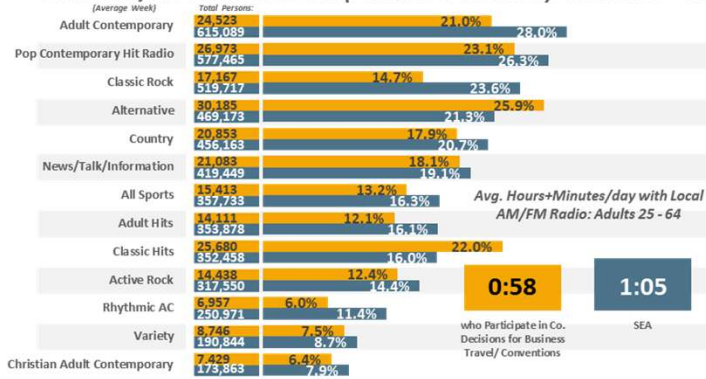
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



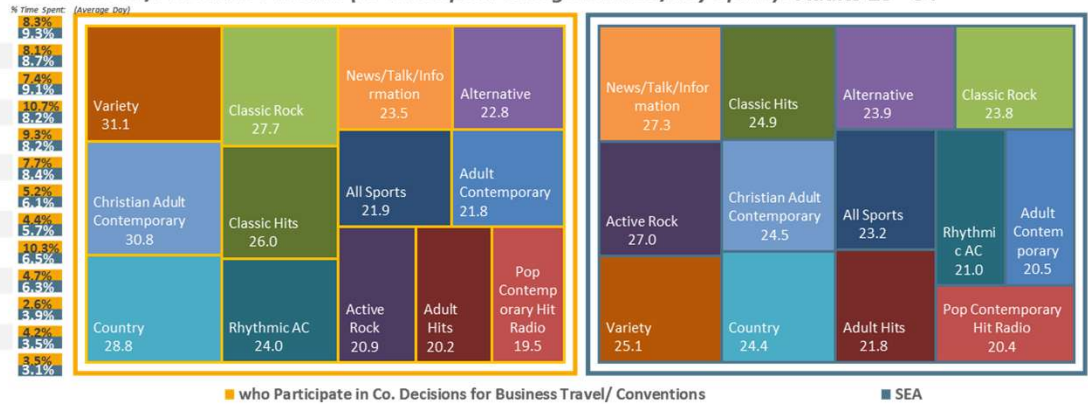


110,963 or 78.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, and Country.

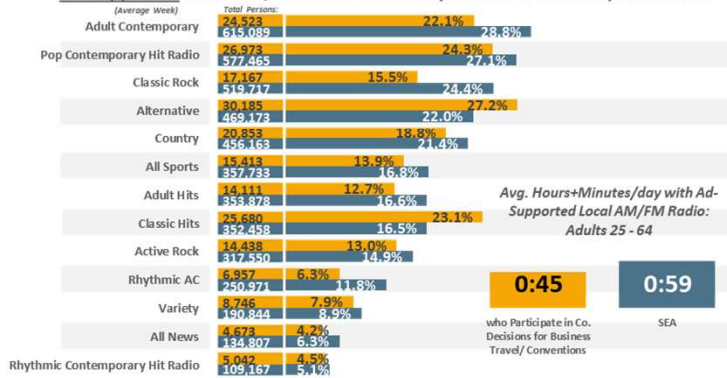
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



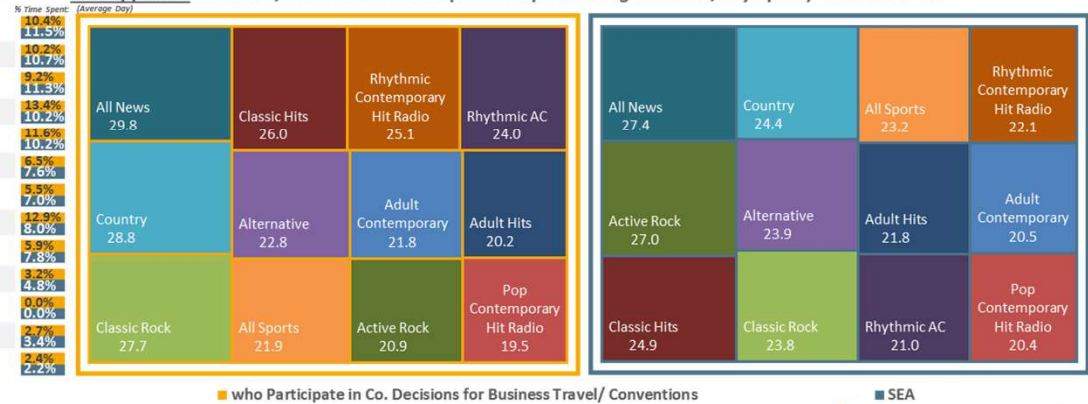
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 156
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

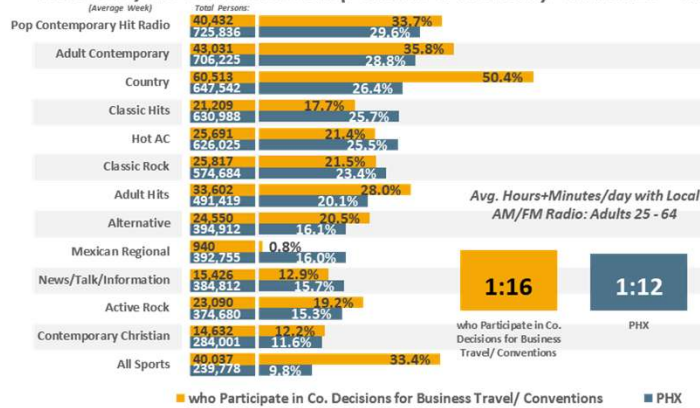
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

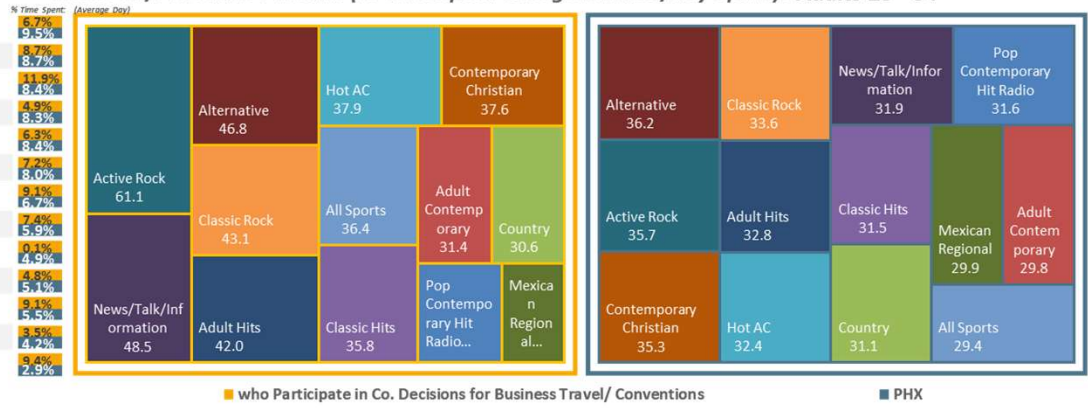


112,764 or 73.8% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, All Sports, and Adult Hits.

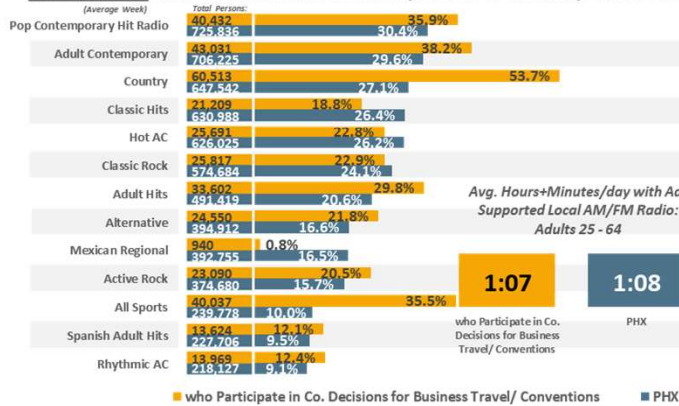
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



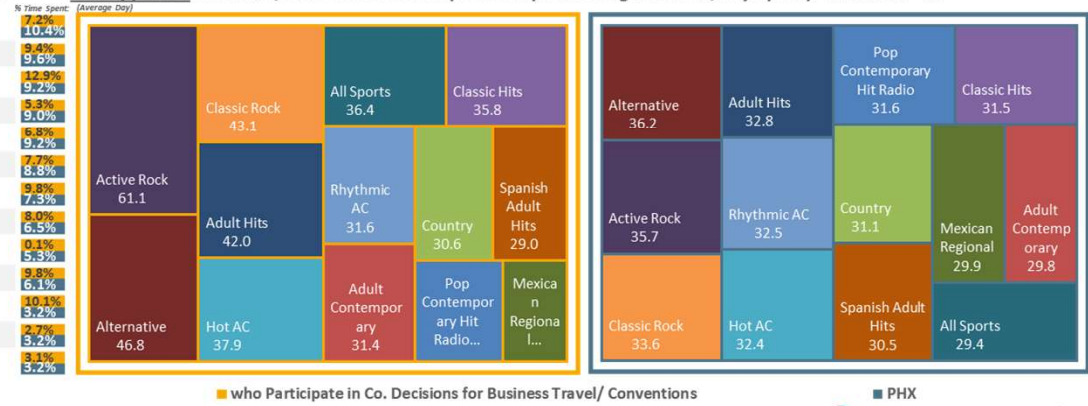
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

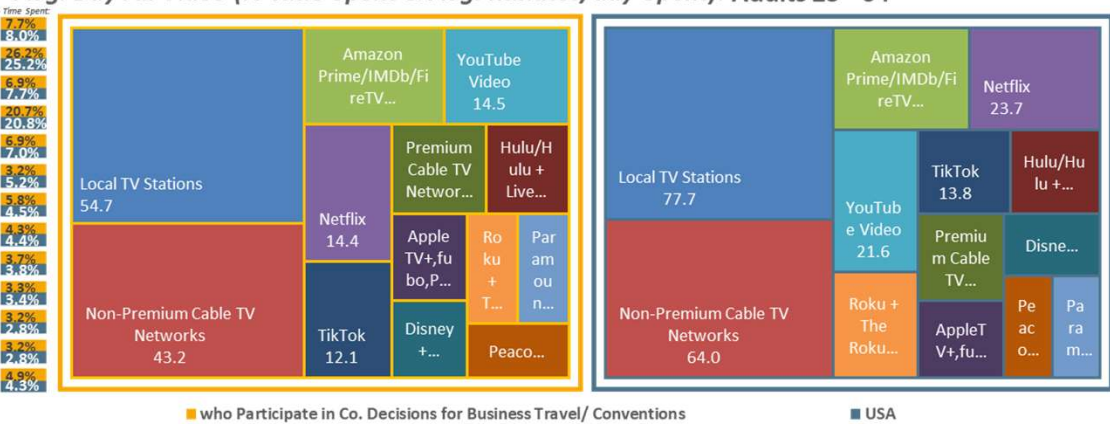
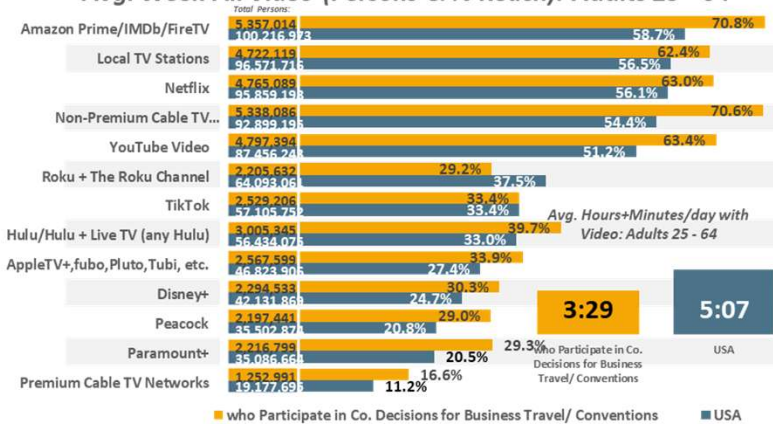
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



4,645,321 or 61.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

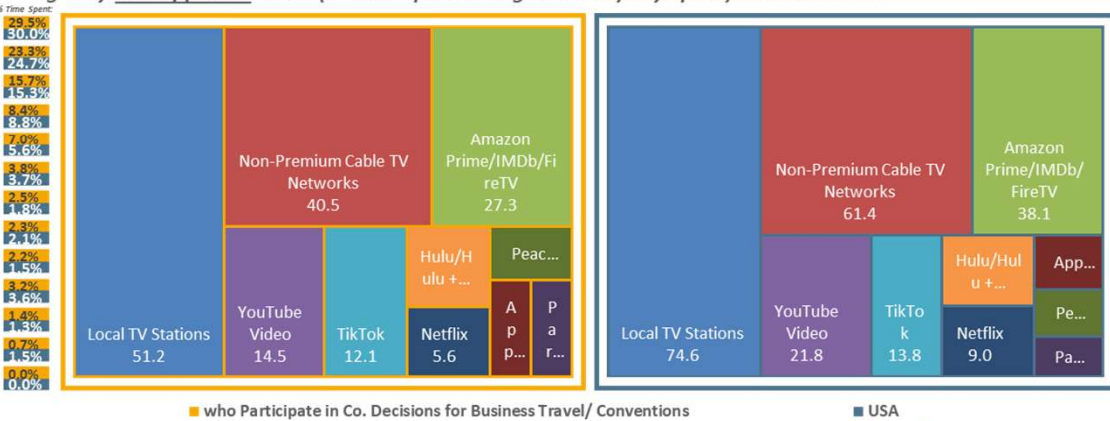
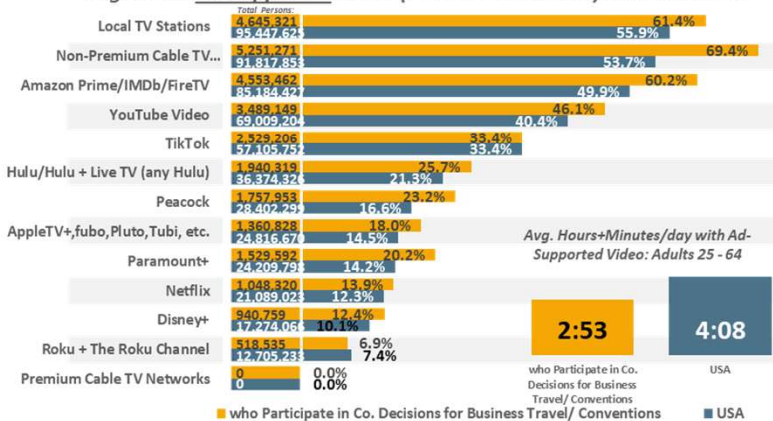
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

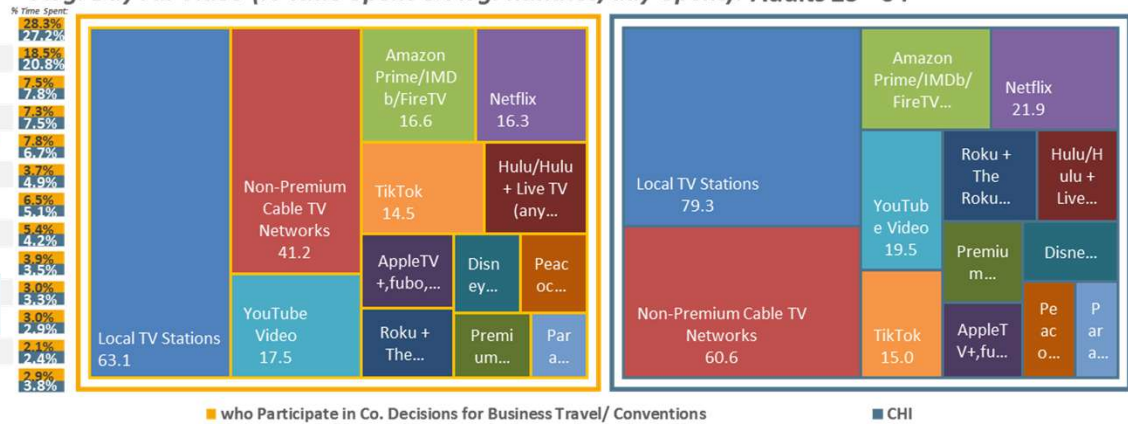
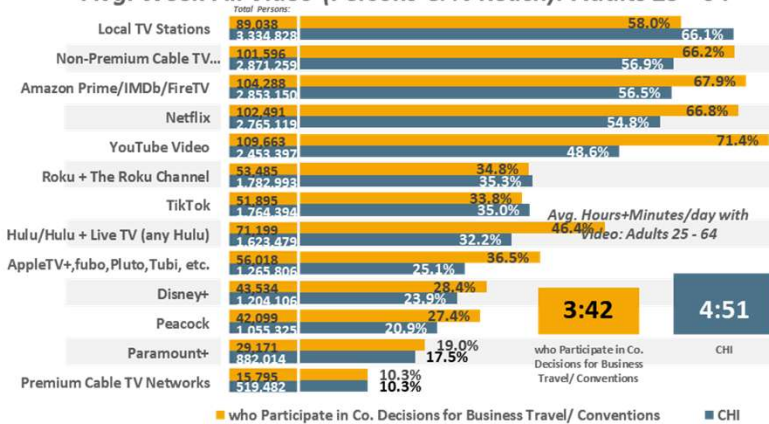
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



87,067 or 56.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 57.4 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

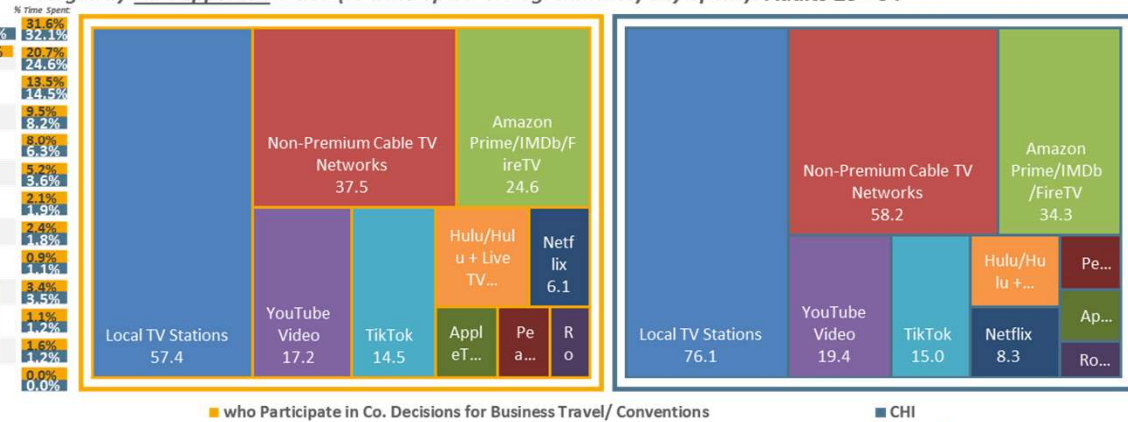
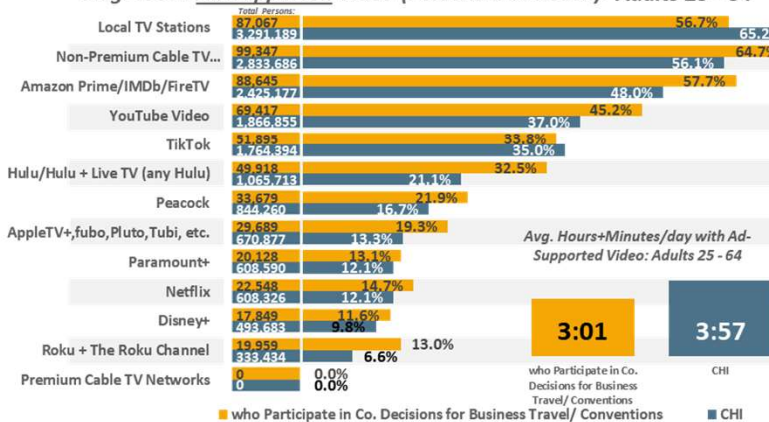
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

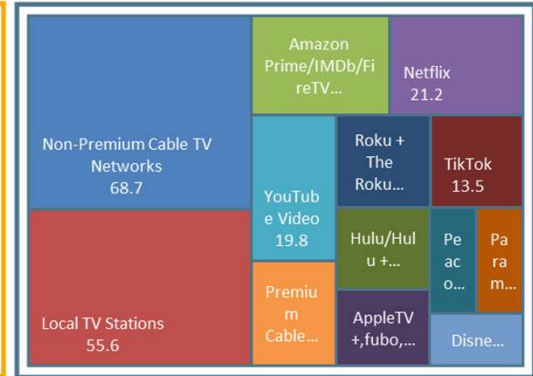
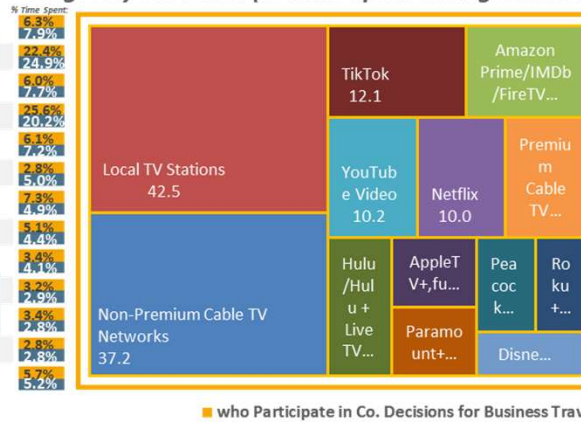
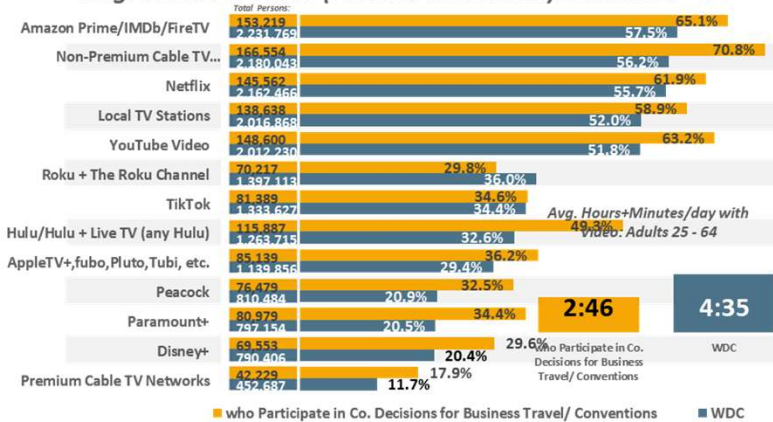
Company purchasing decisions participated in post 12 months: Business travel/convention arrangements



137,191 or 58.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 41. minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

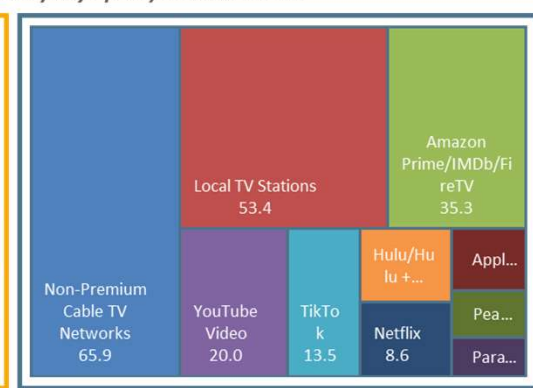
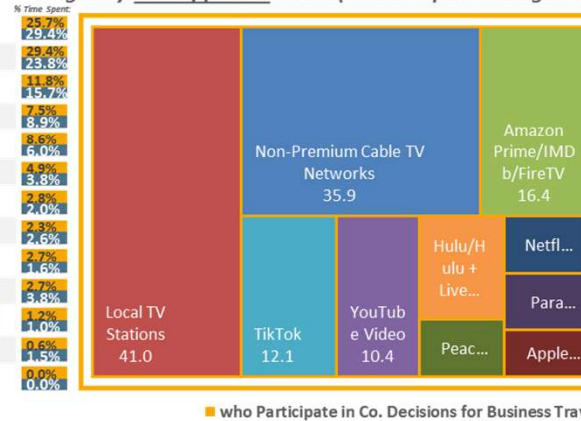
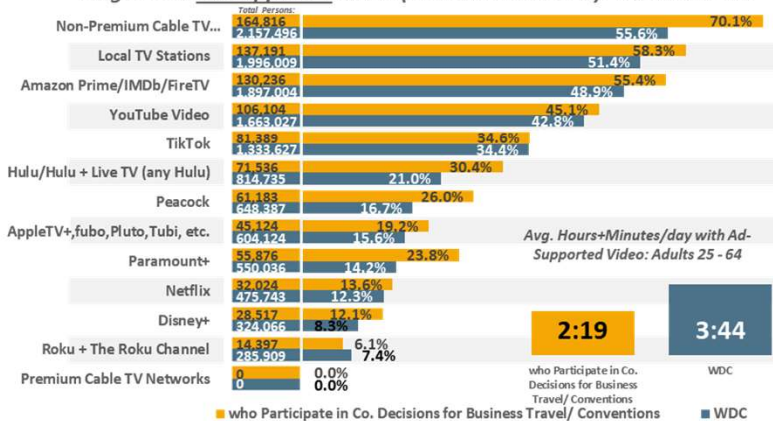
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 270
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

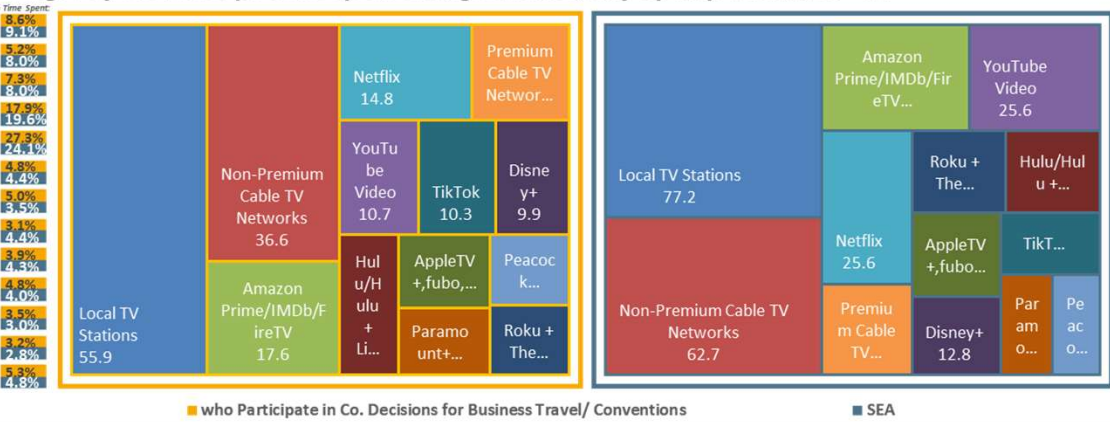
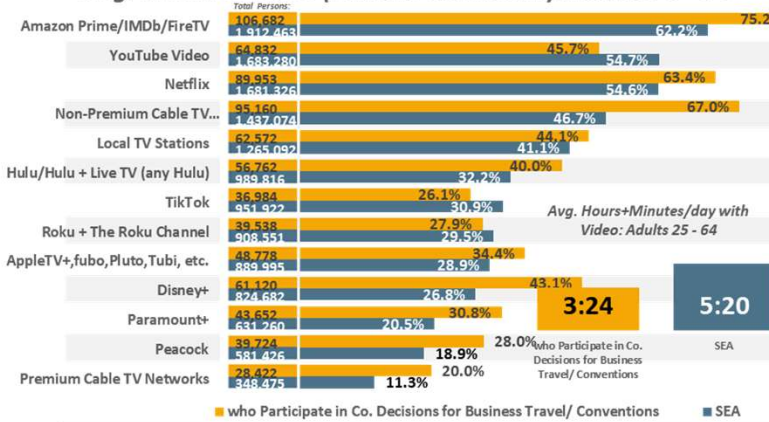
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



61,013 or 43.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 50. minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

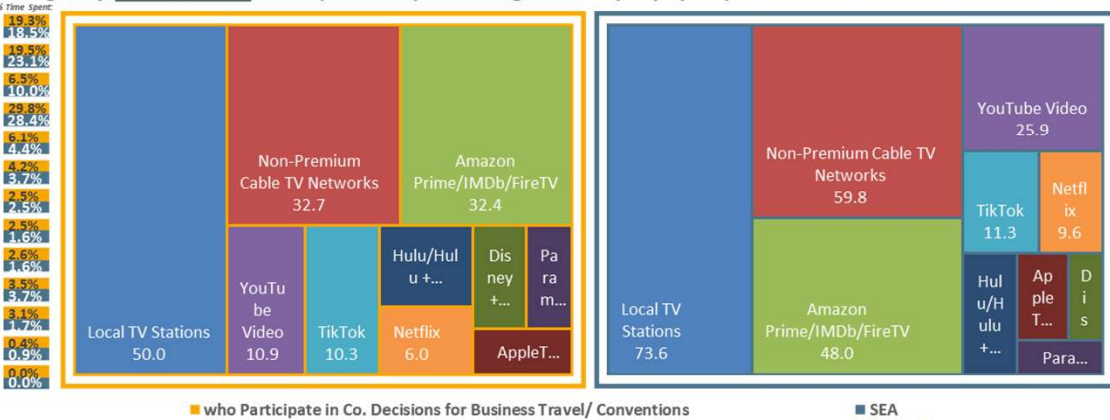
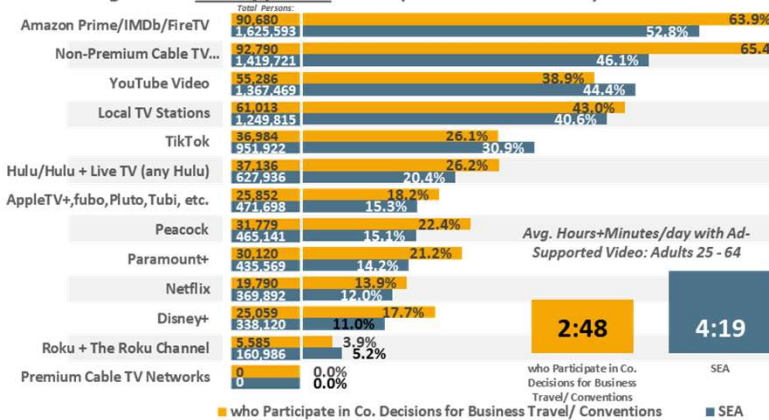
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

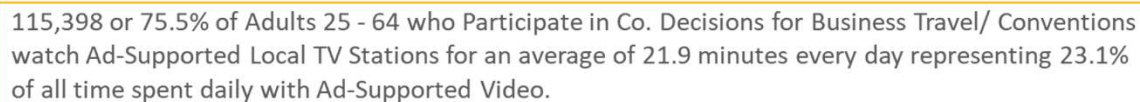
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



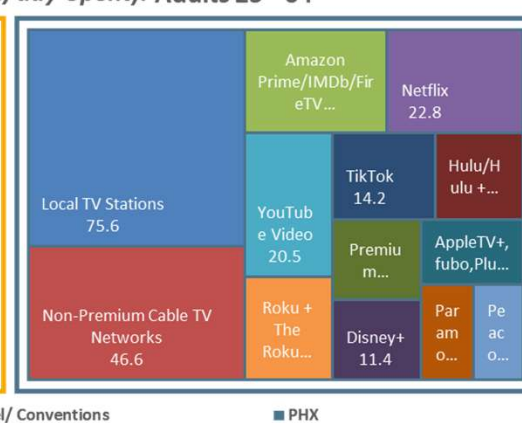
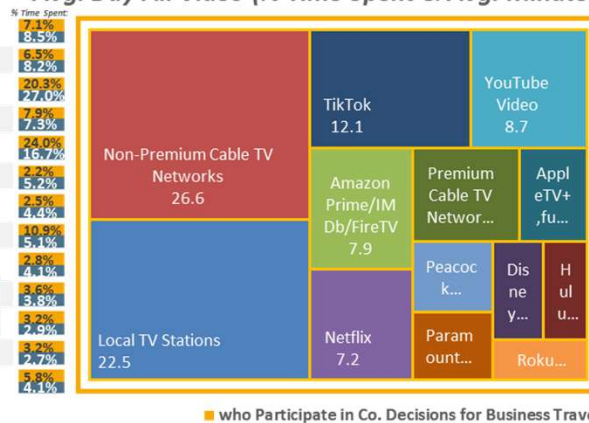
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

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

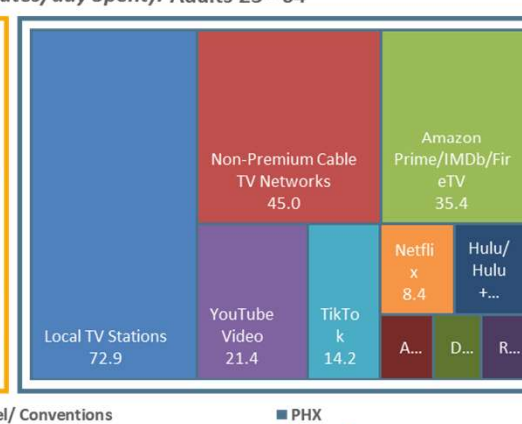
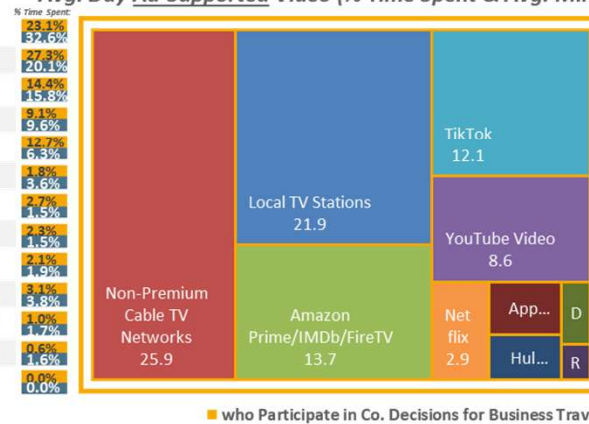




Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



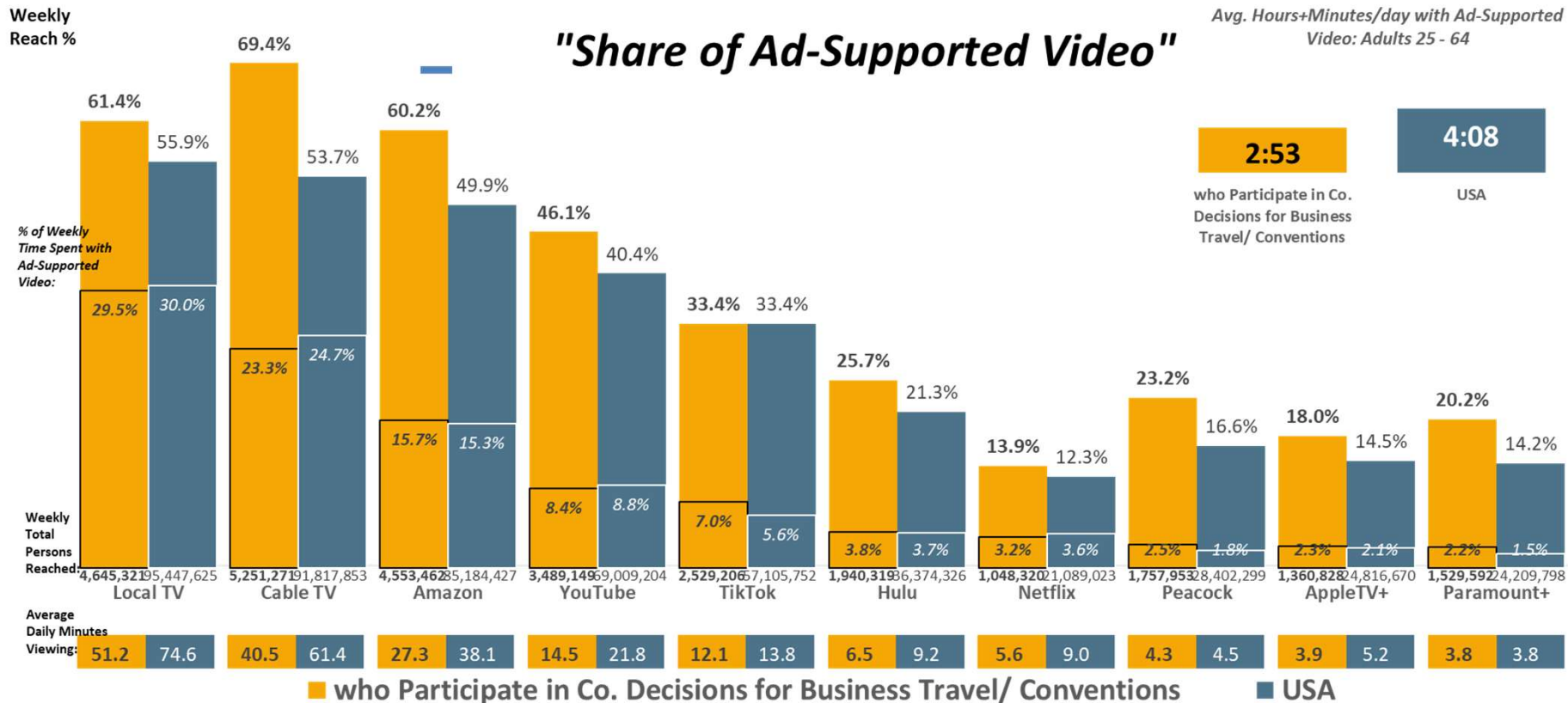
■ PHX
soefa.ai Share of Everything
for Anything.®

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



4,645,321 or 61.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

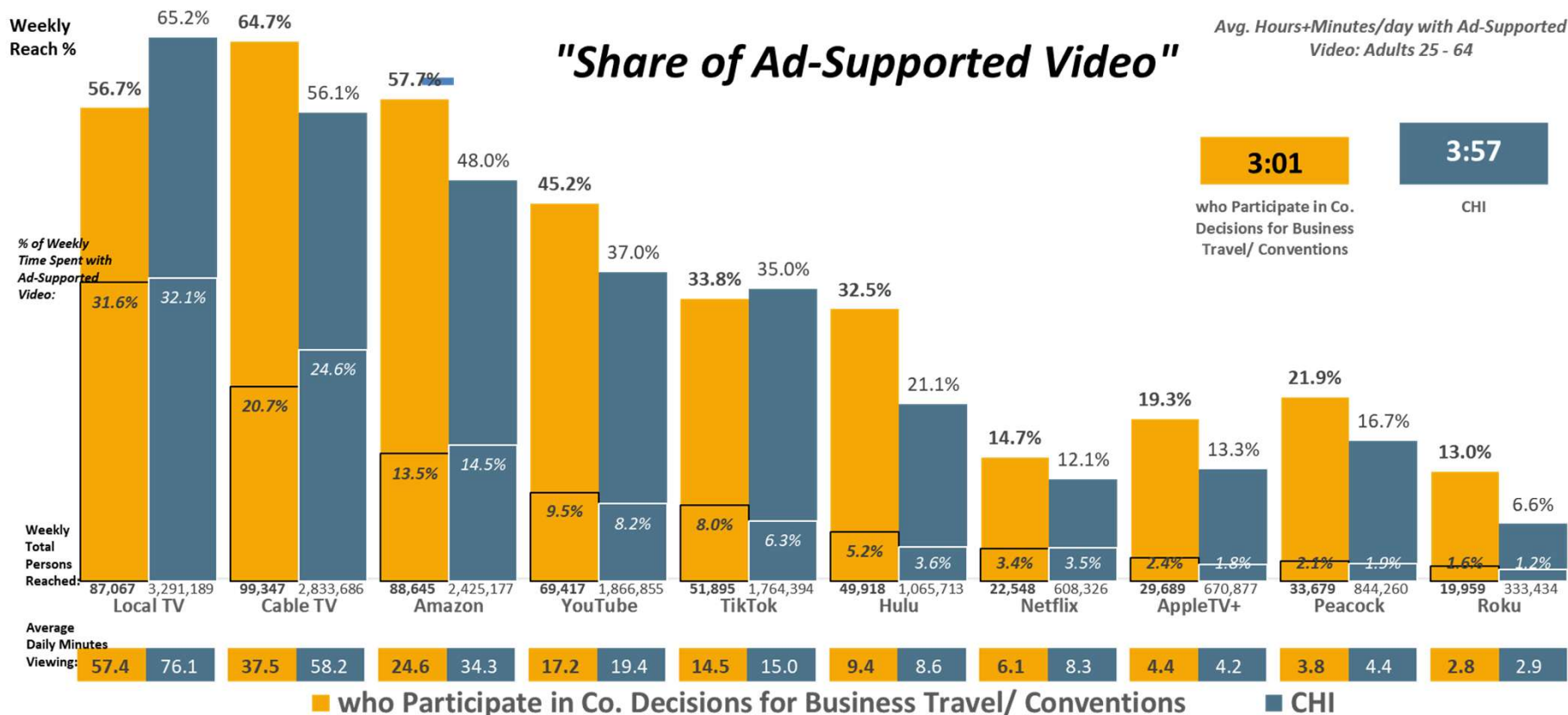
2:53
who Participate in Co. Decisions for Business Travel/ Conventions

4:08
USA



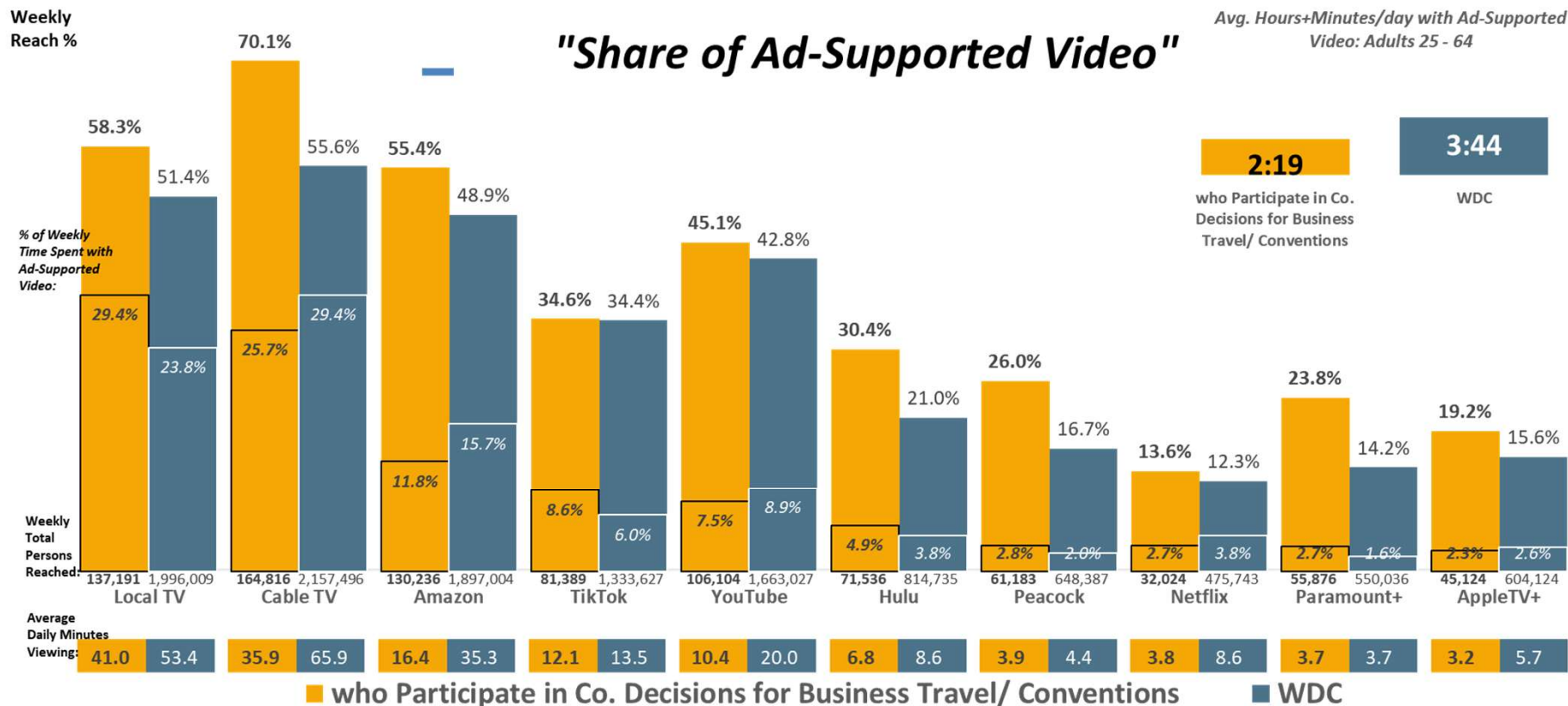
87,067 or 56.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 57.4 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





137,191 or 58.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 41. minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 270 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

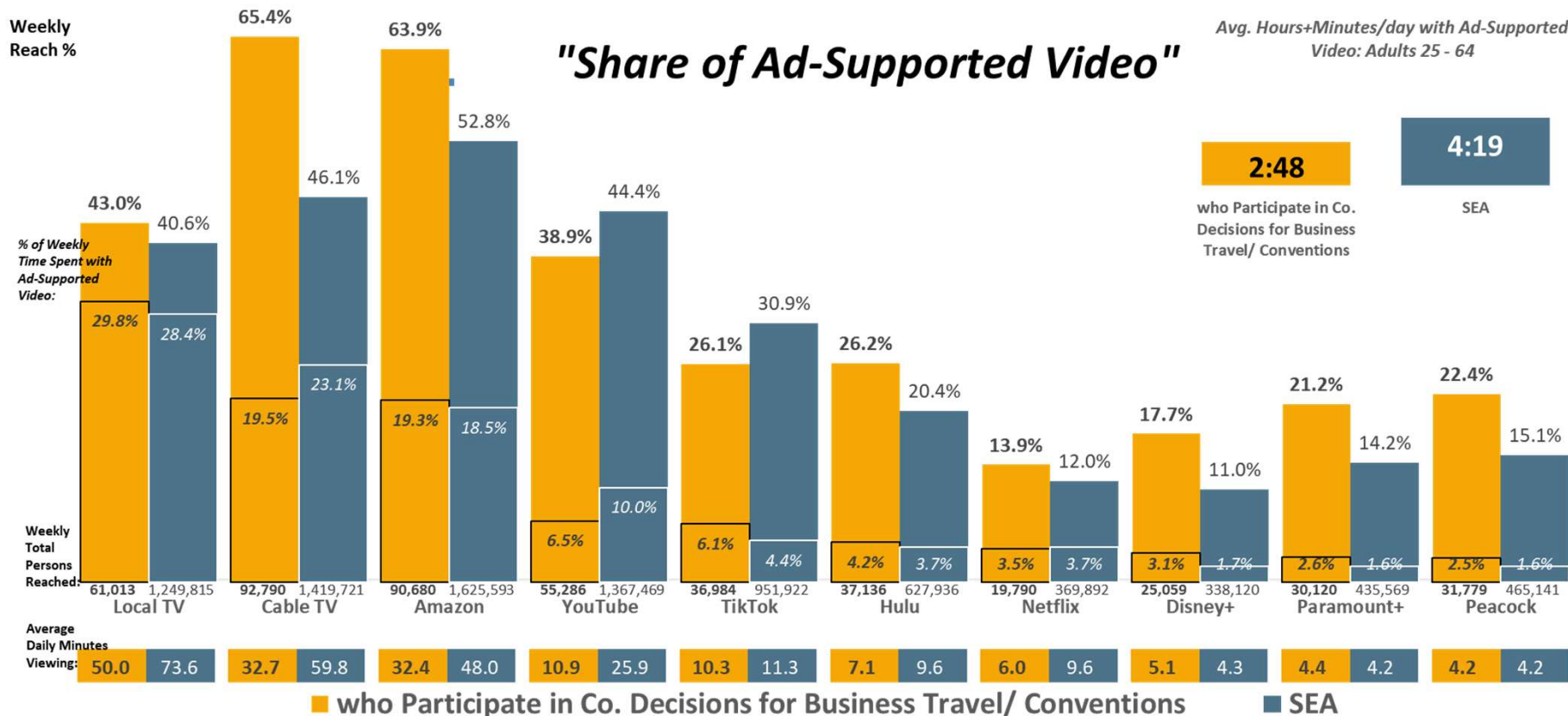
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



61,013 or 43.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 50. minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

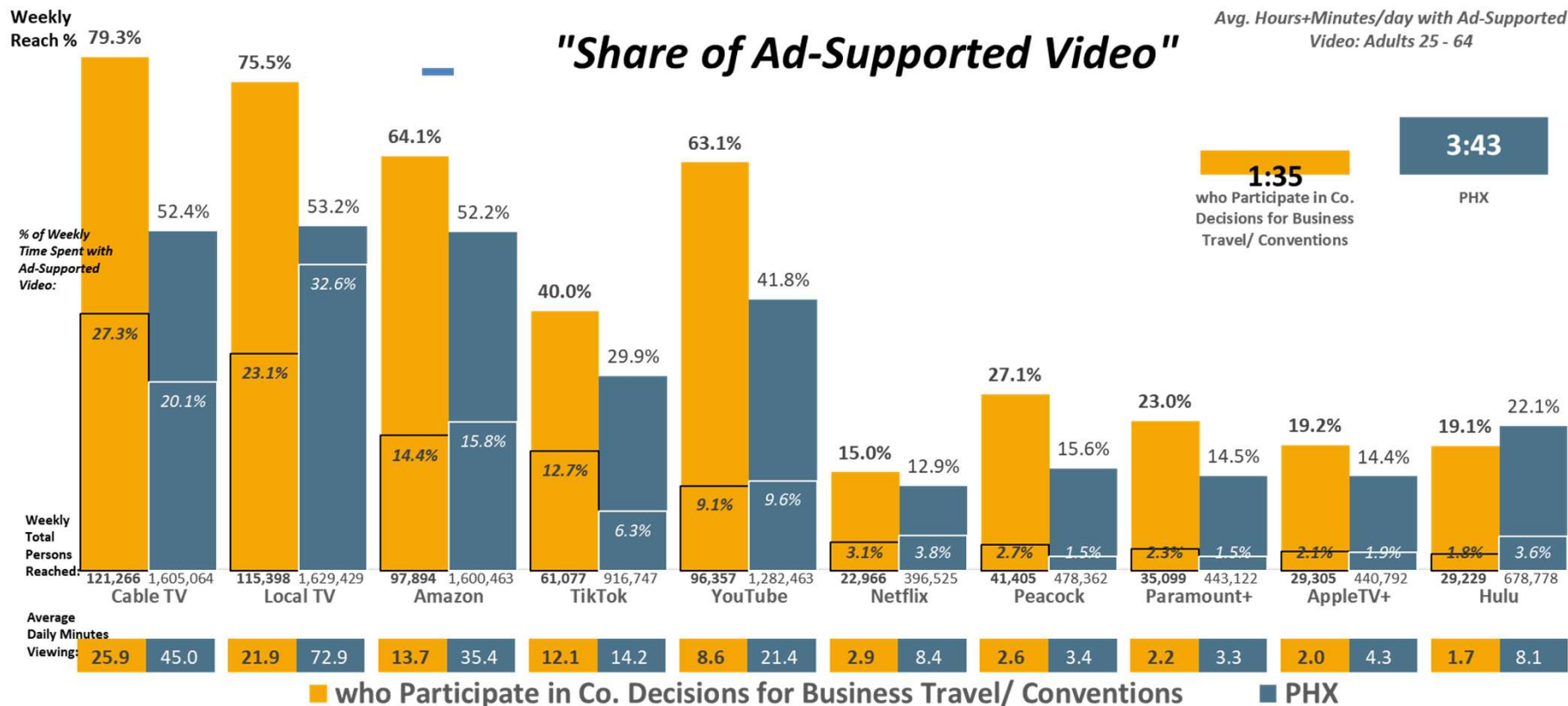
"Share of Ad-Supported Video"





115,398 or 75.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations for an average of 21.9 minutes every day representing 23.1% of all time spent daily with Ad-Supported Video.

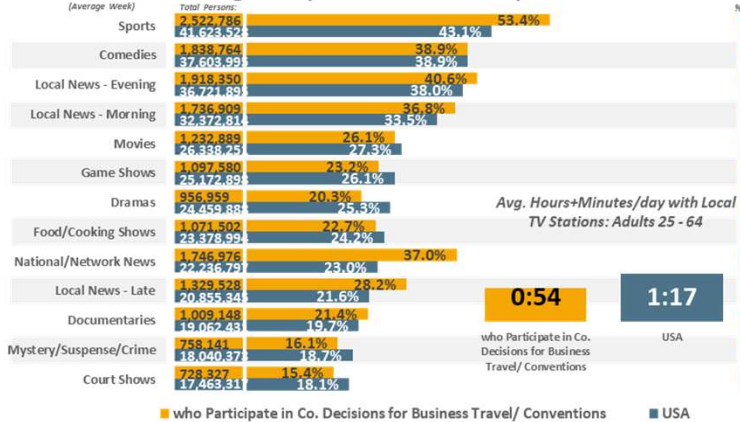
"Share of Ad-Supported Video"



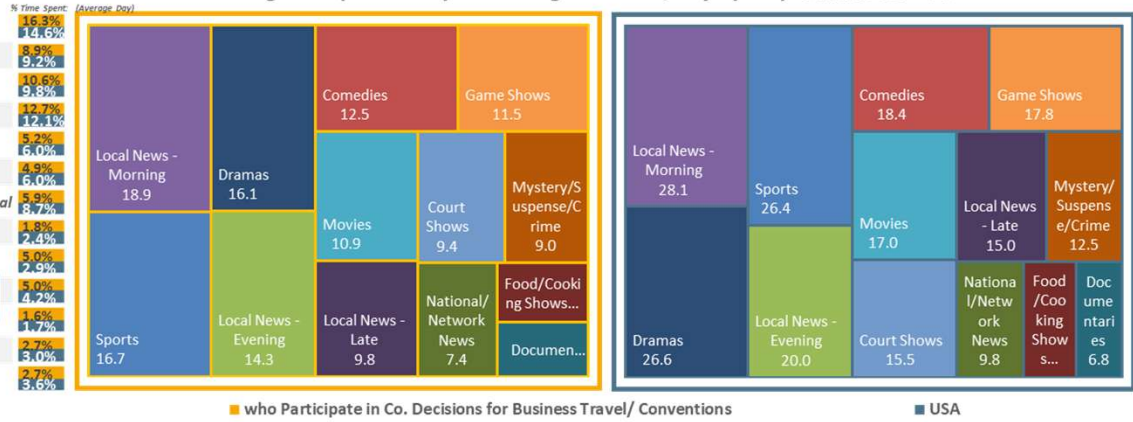


4,645,321 or 61.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Lo

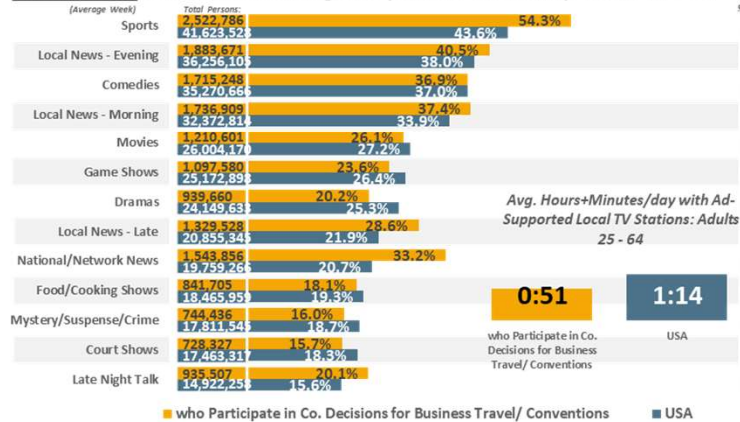
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



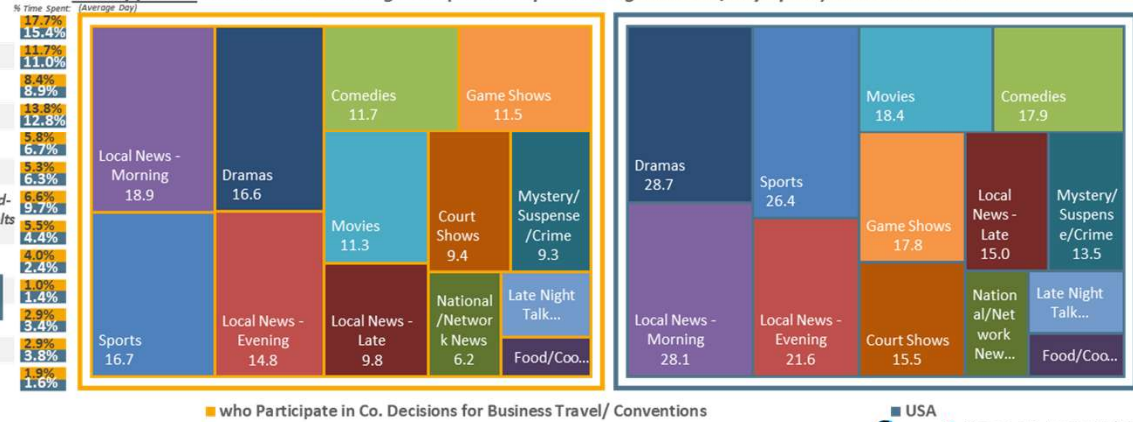
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



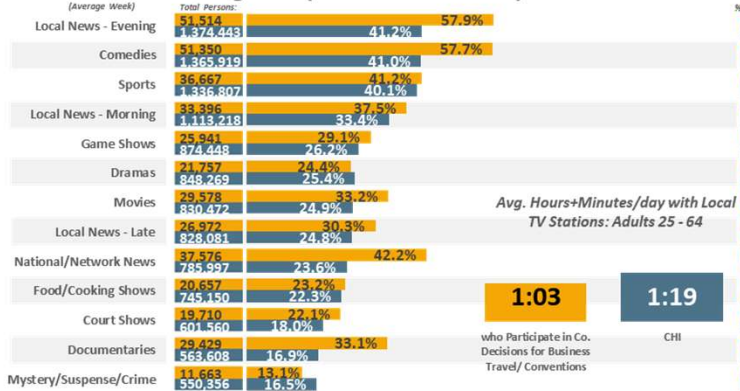
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



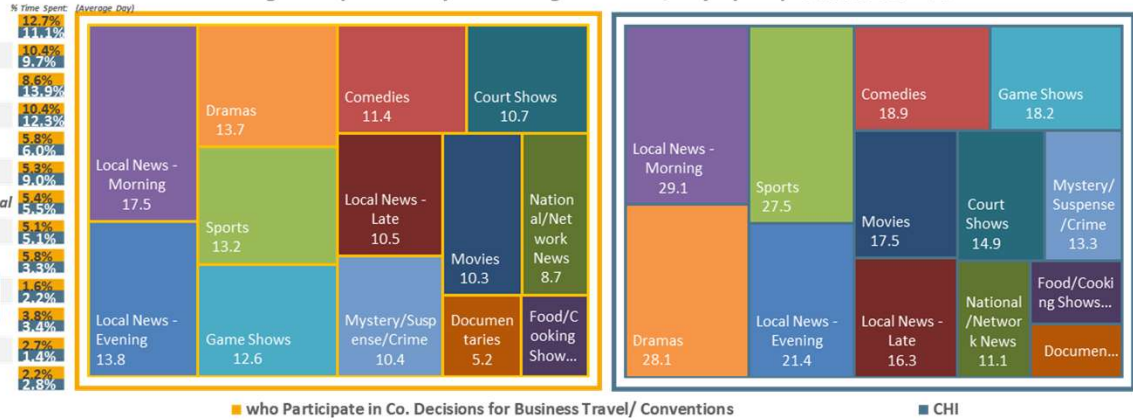


87,067 or 56.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, National/Network News, and Late

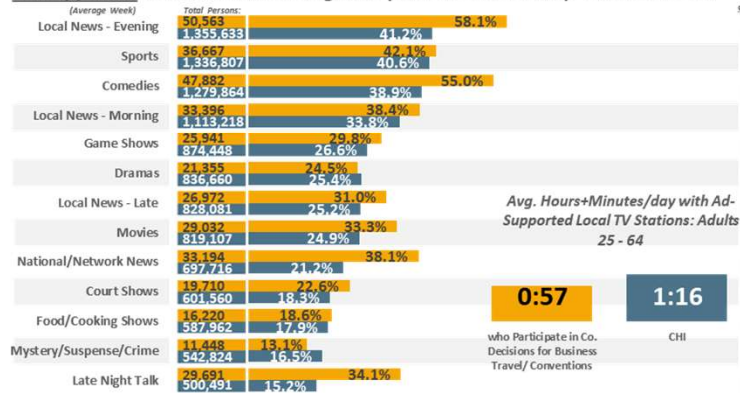
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



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



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



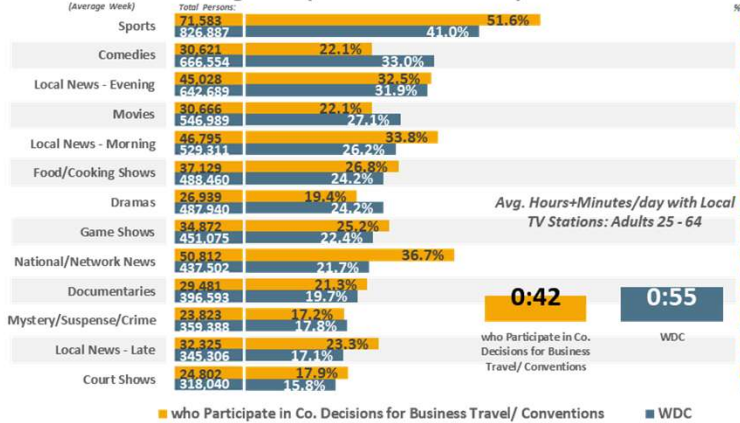
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



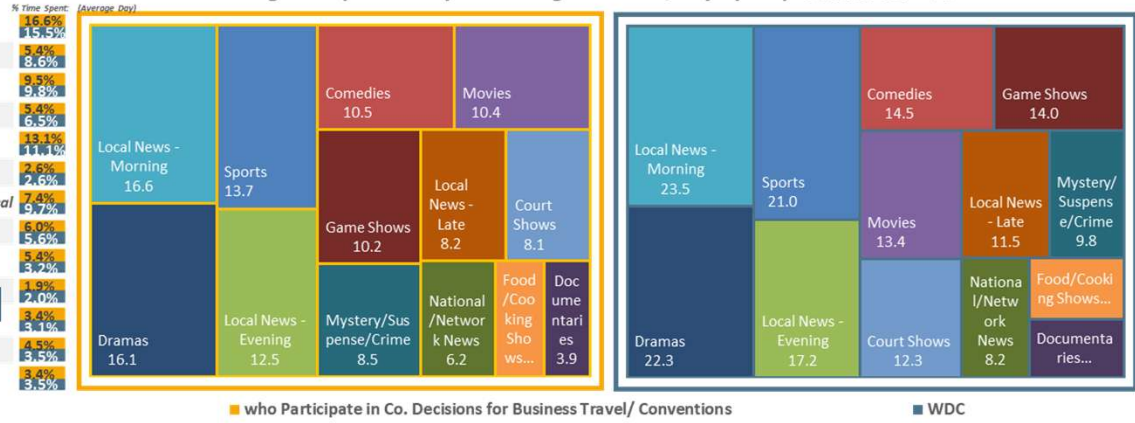


137,191 or 58.3% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, National/Network News, Local News - Evening, Game Shows, and Lo

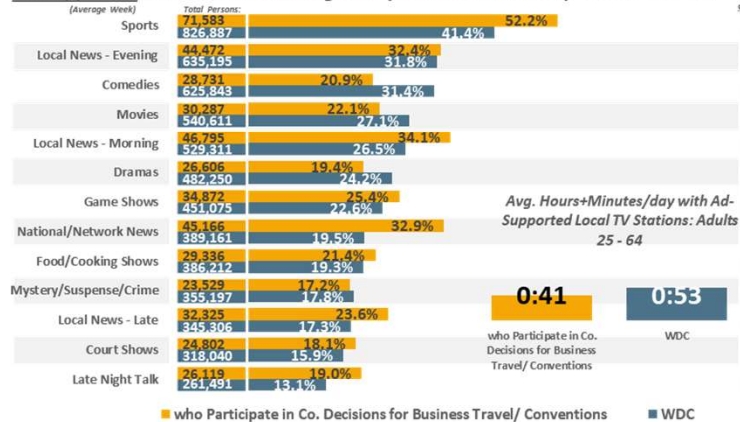
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



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



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 270
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

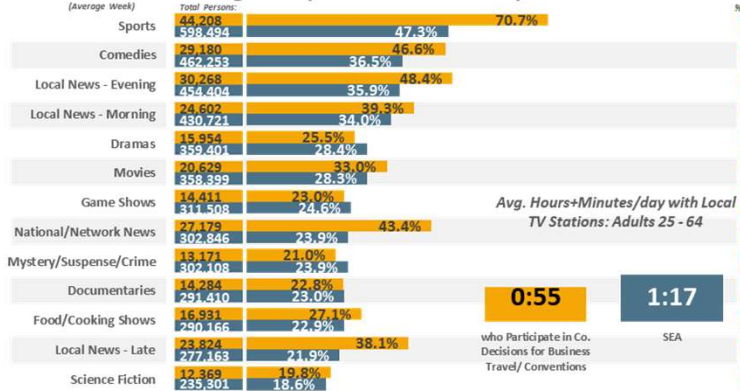
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

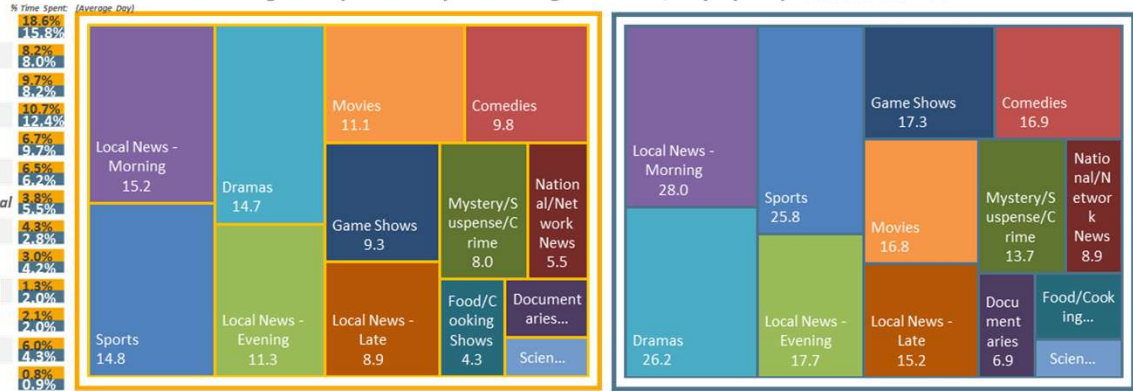


61,013 or 43.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Local

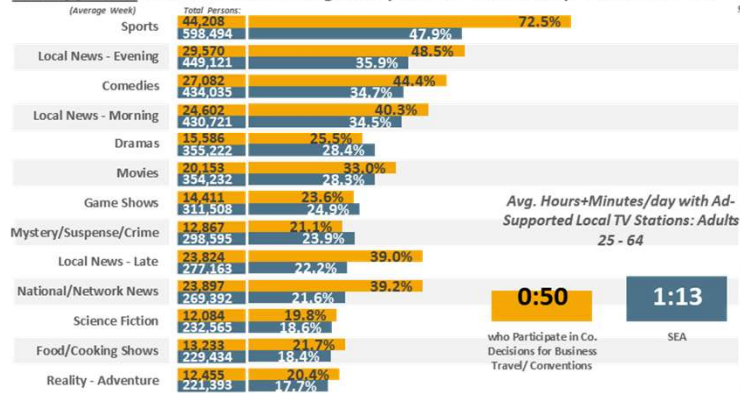
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



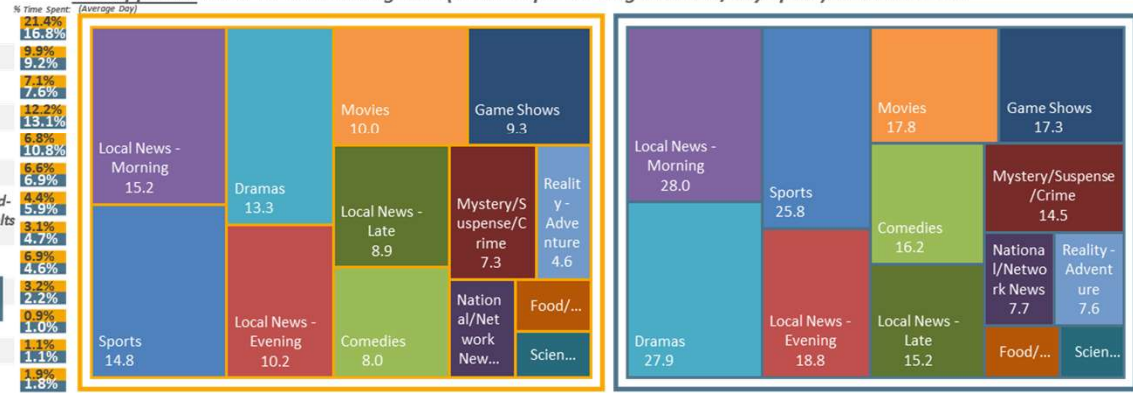
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



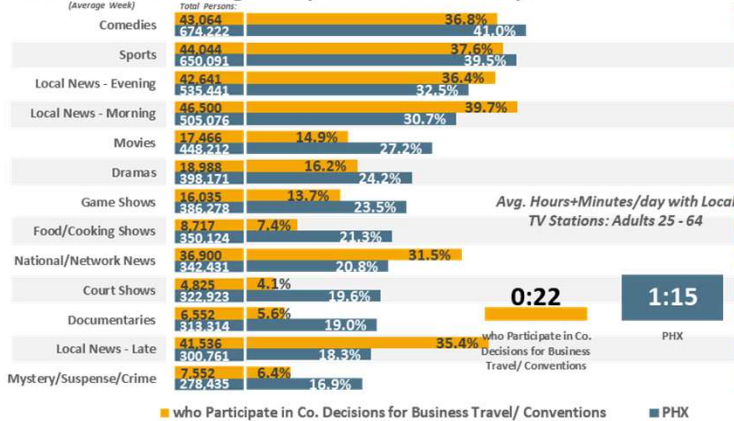
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



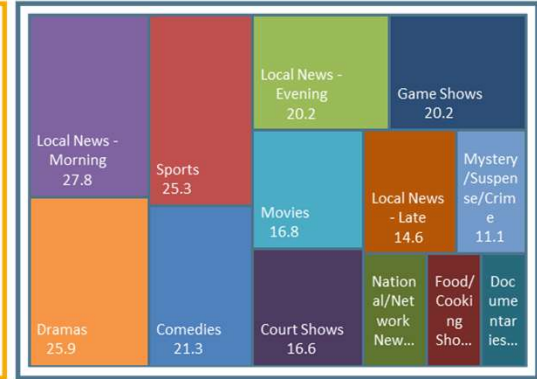
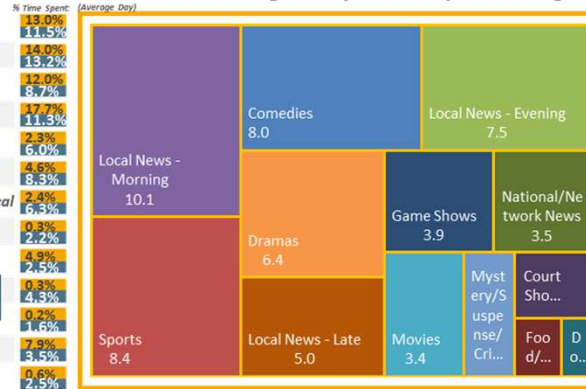


115,398 or 75.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Local News - Late, Comedies, and National

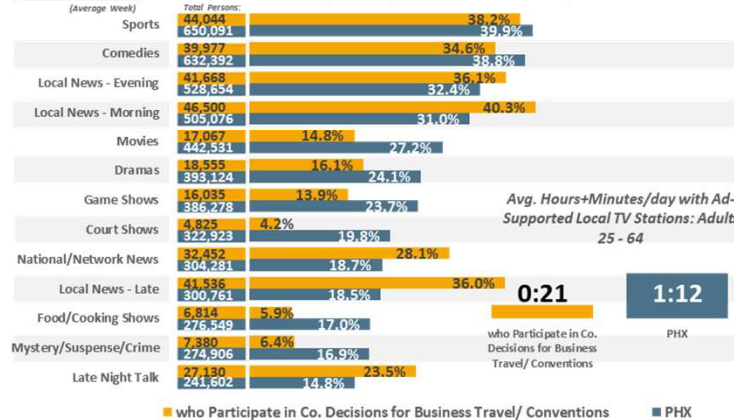
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



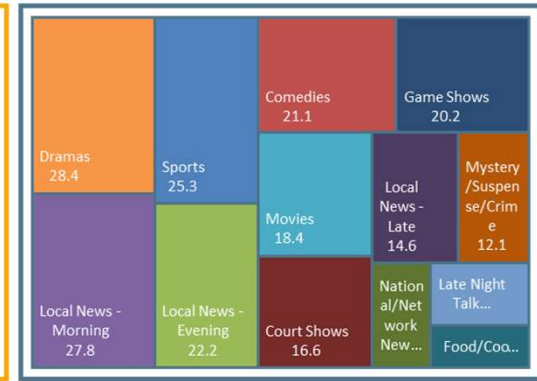
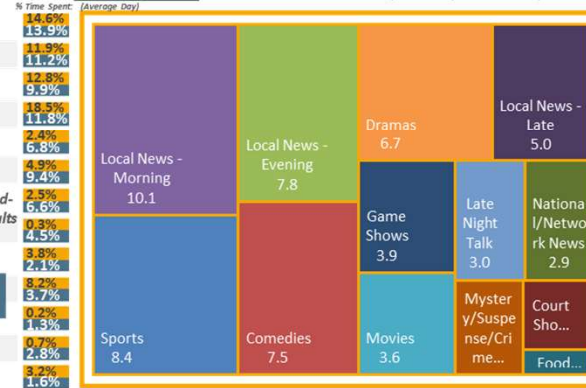
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



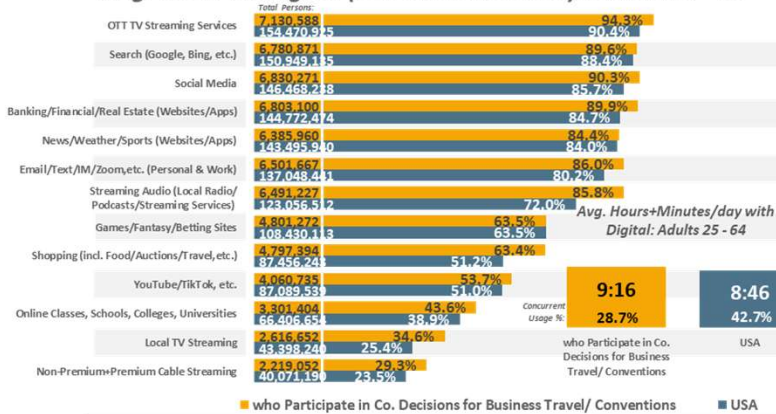
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



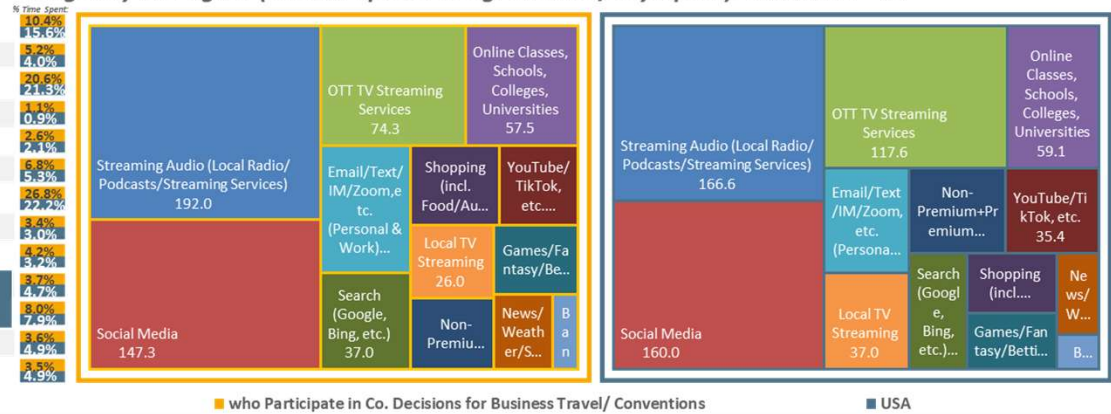


6,032,175 or 79.7% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions use Ad-Supported Social Media for an average of 135.5 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

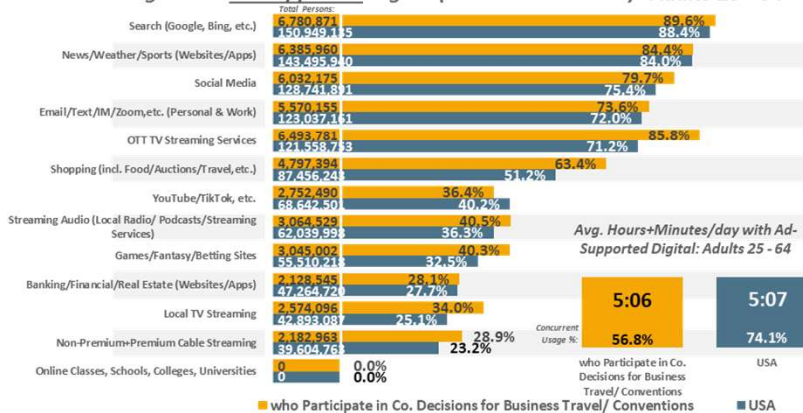
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



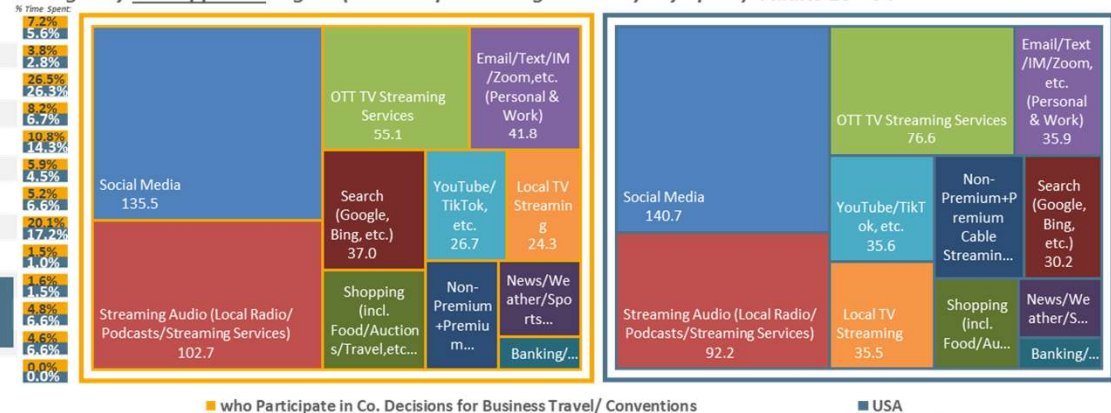
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

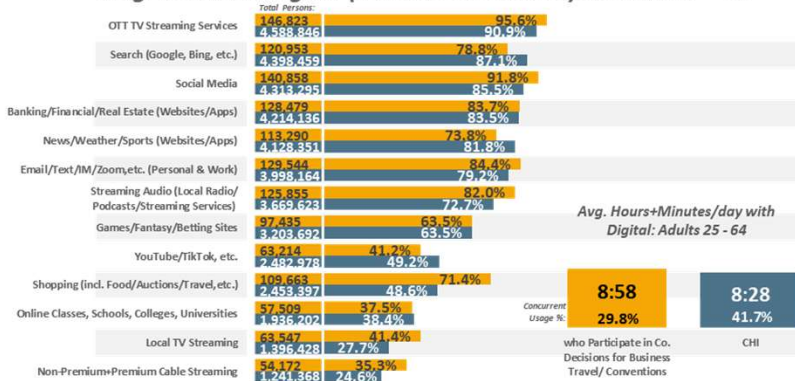
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



130,804 or 85.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Social Media for an average of 147.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

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



Avg. Hours+Minutes/day with Digital: Adults 25 - 64

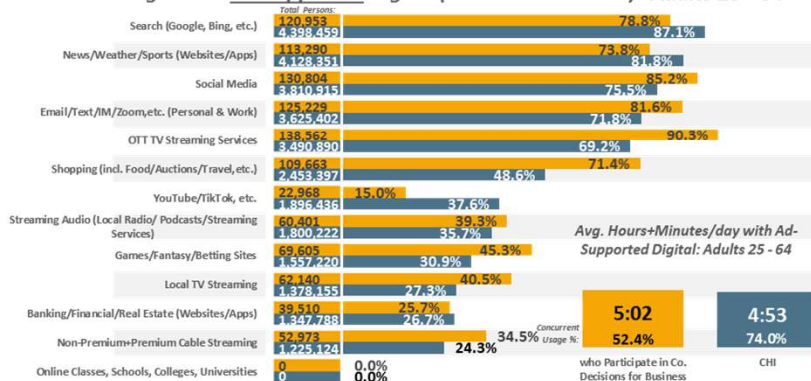
8:58

29.8%

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



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

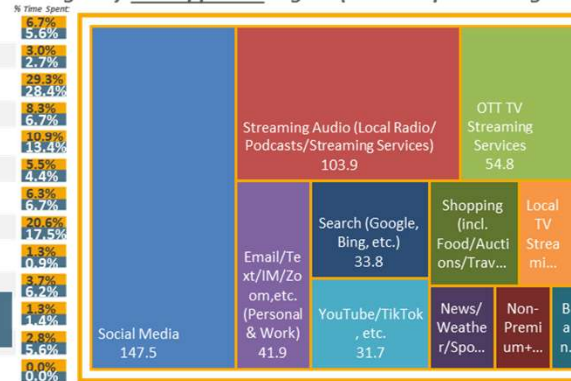


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 25 - 64

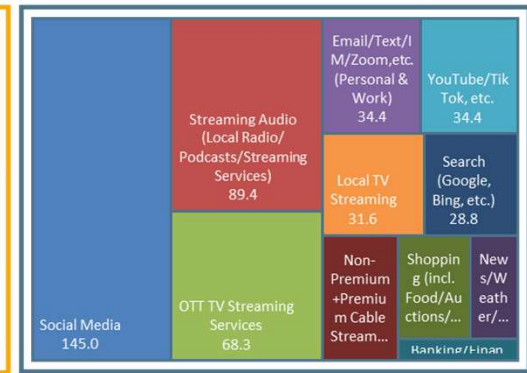
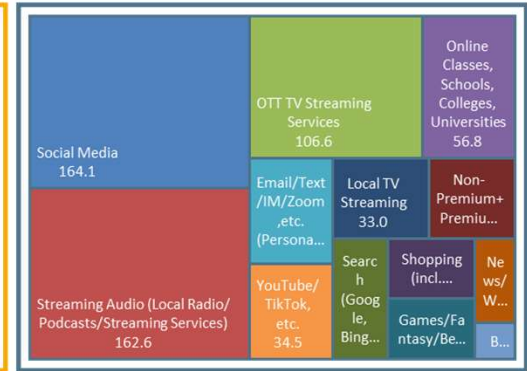
5:02

52.4%

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

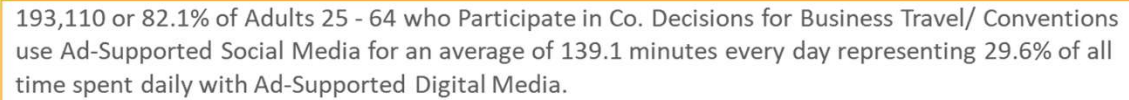


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

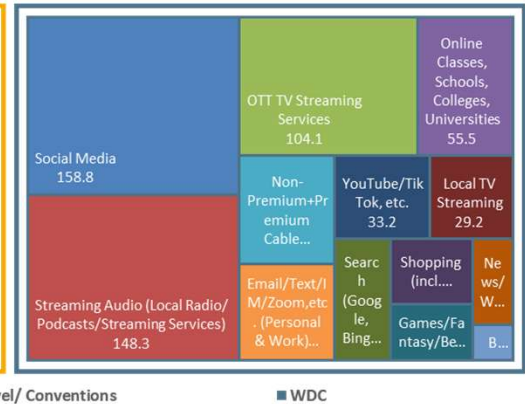
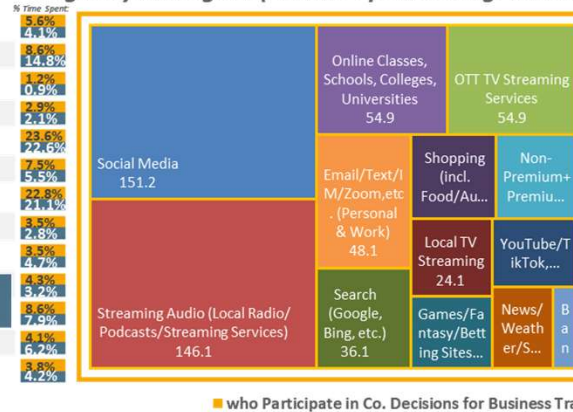


soefa.ai Share of Everything for Anything

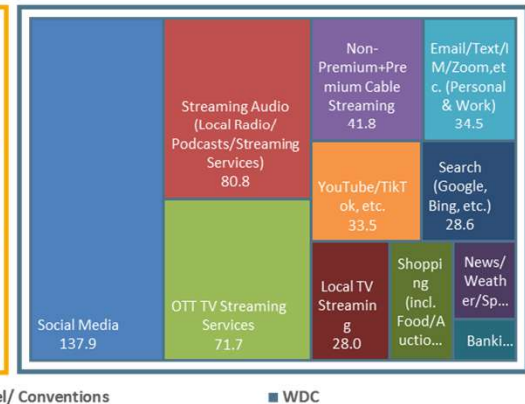
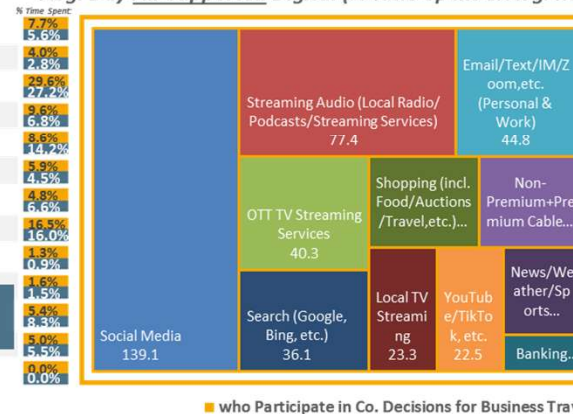
Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



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



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

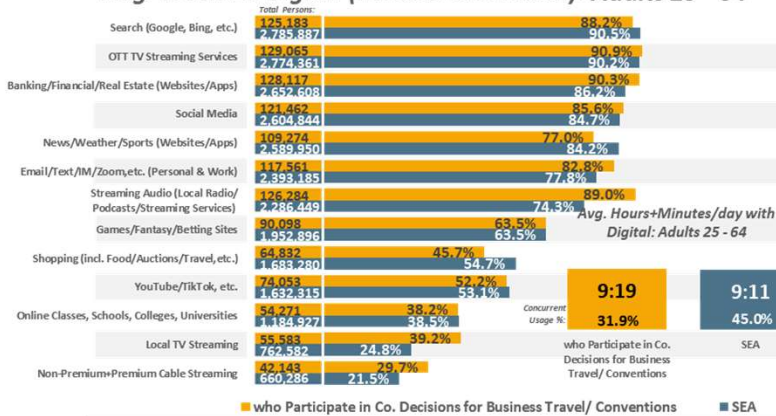


■ WDC
soefa.ai Share of Everything
for Anything ©

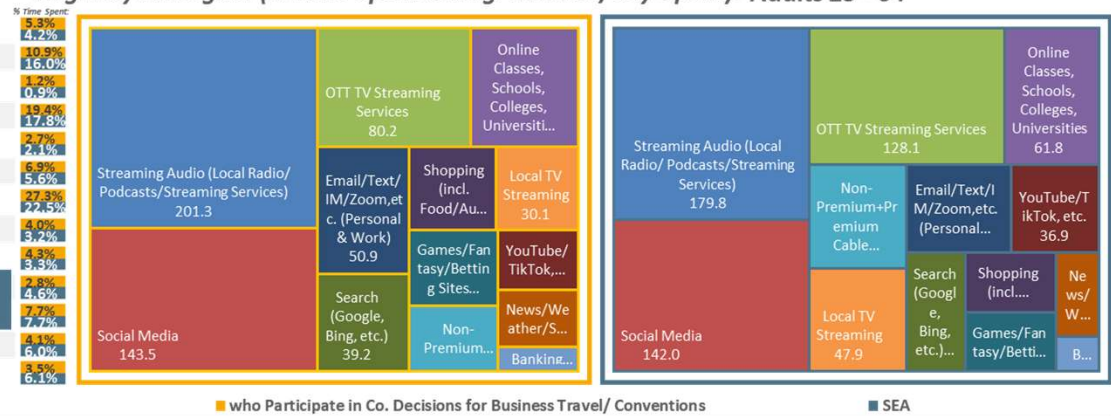


102,490 or 72.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Social Media for an average of 132. minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

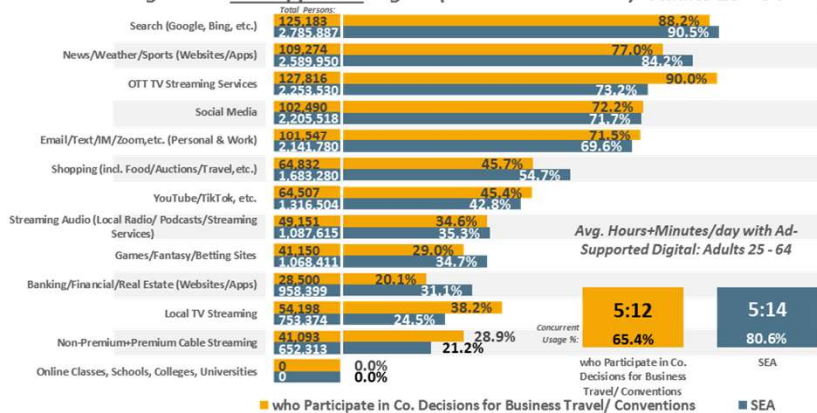
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



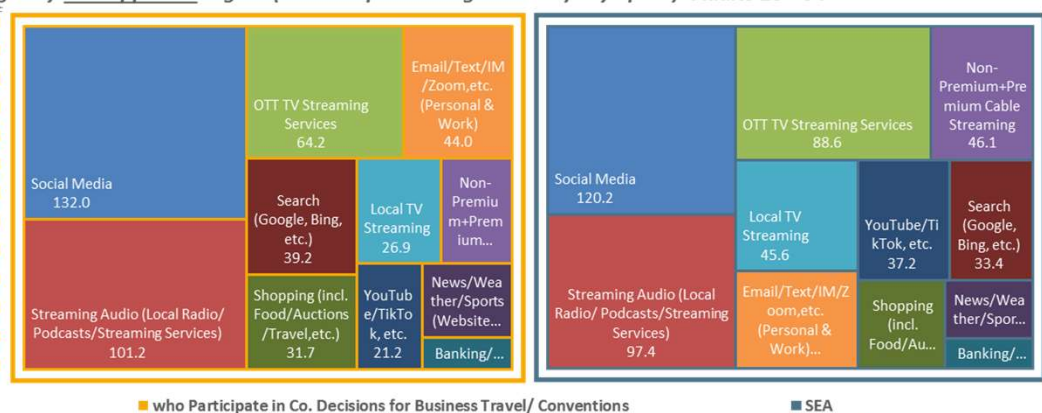
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 156
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

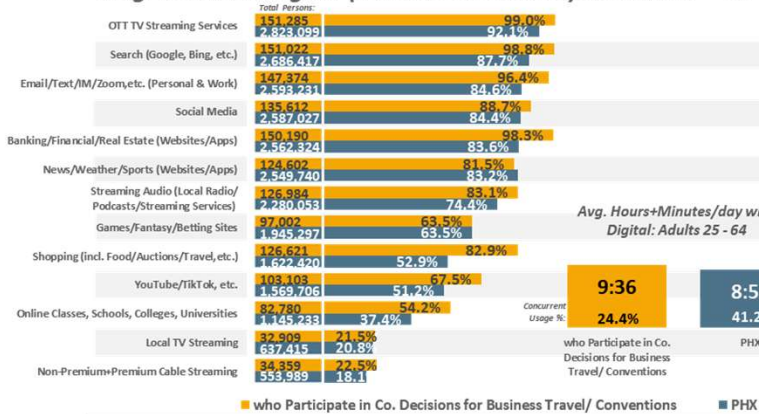
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



118,368 or 77.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Social Media for an average of 123.5 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

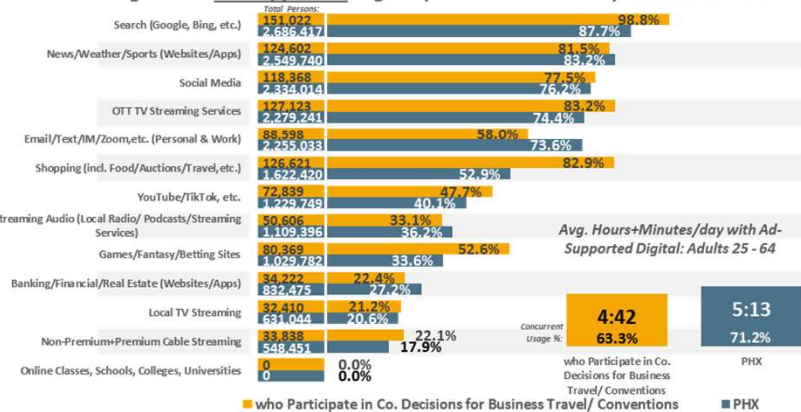
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



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



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

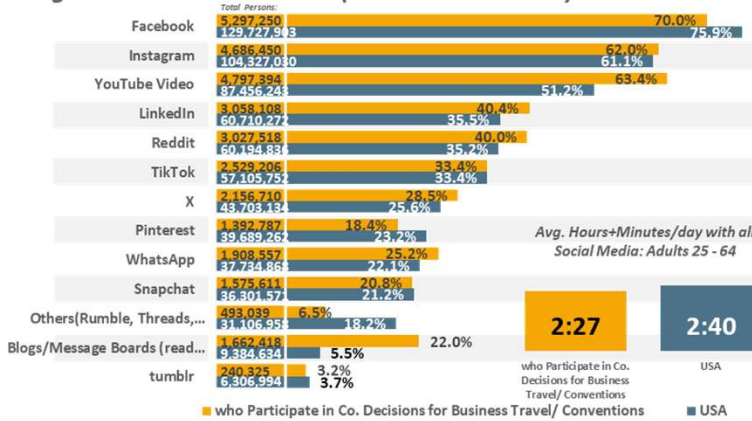
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

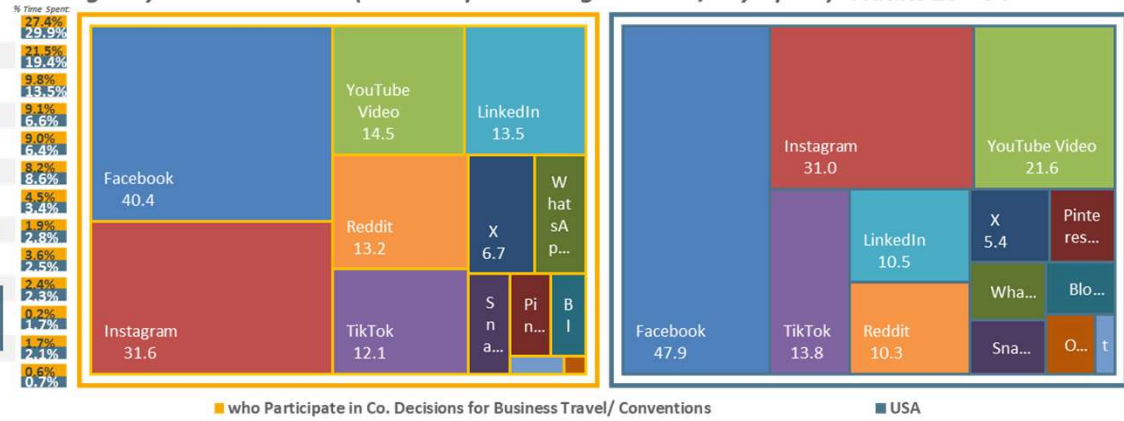


5,297,250 or 70.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 41.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

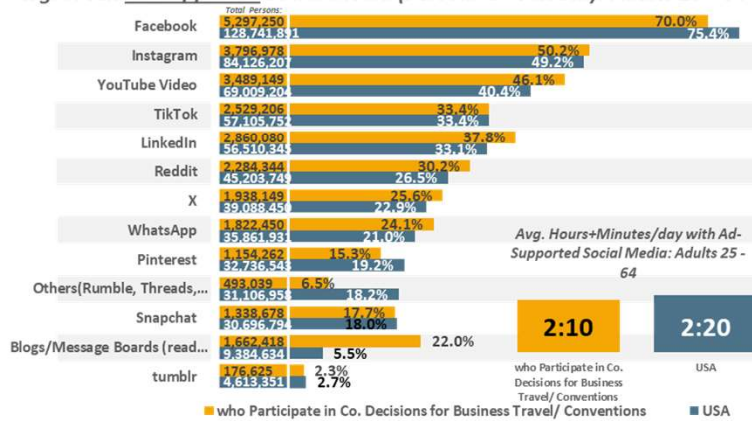
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



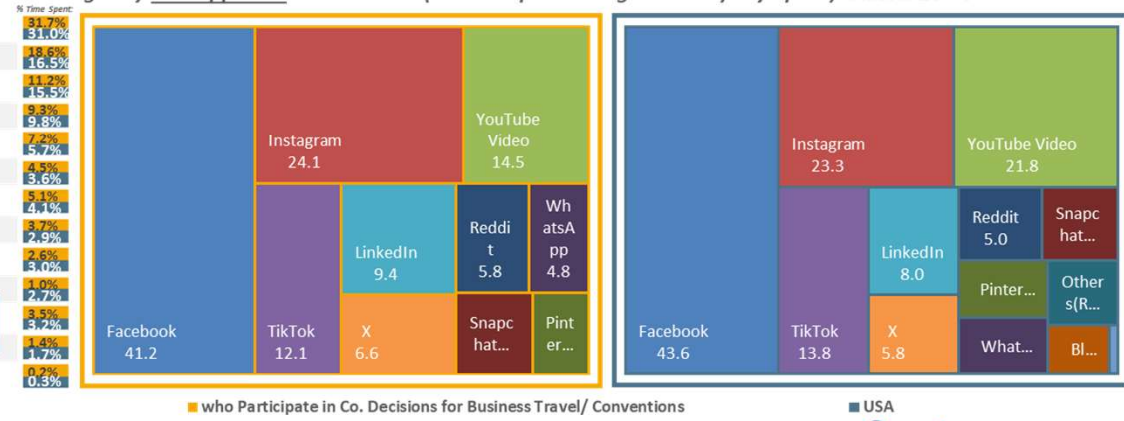
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



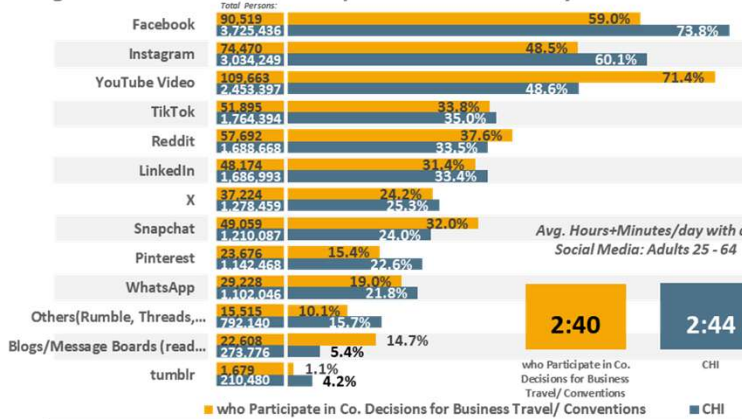
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



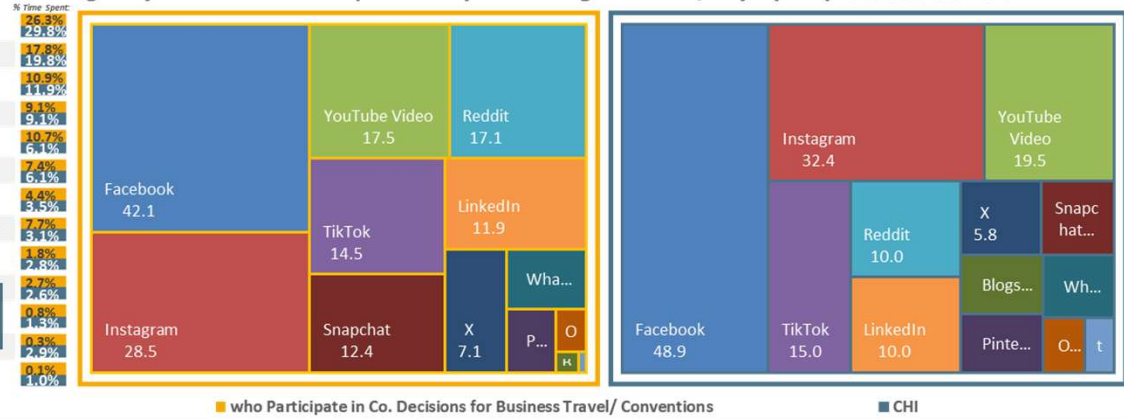


90,519 or 59.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 44.9 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.

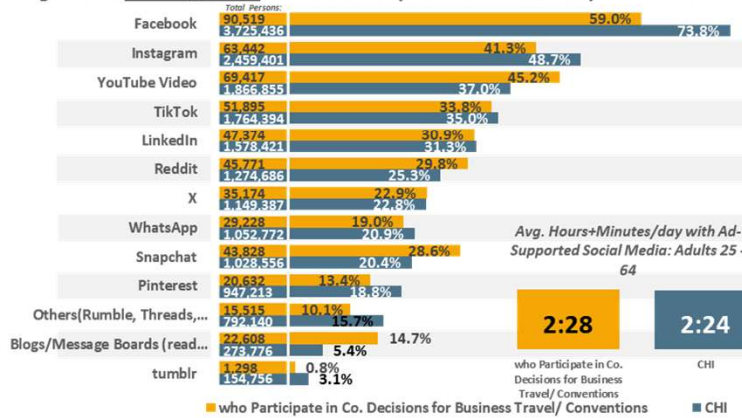
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



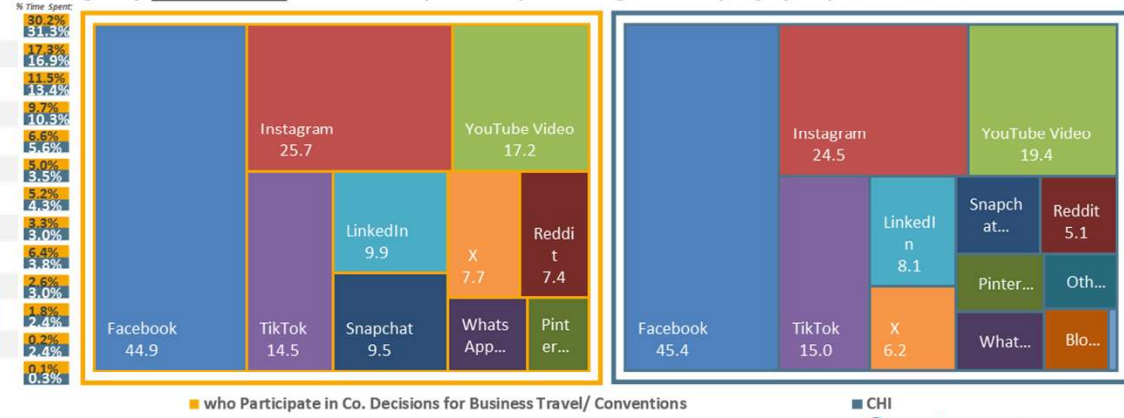
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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

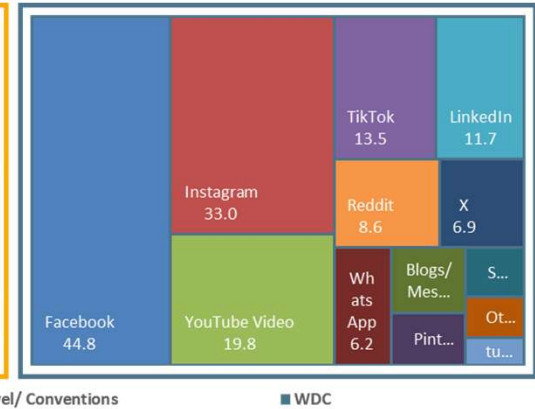
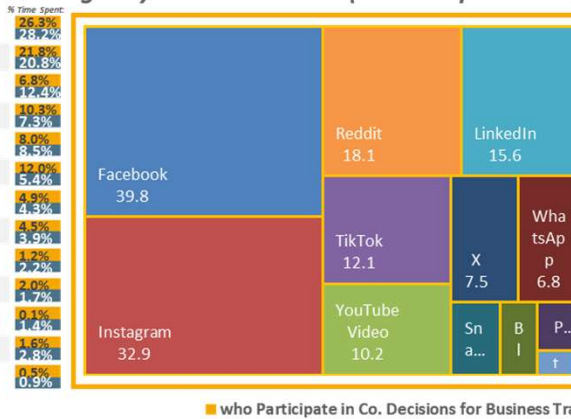
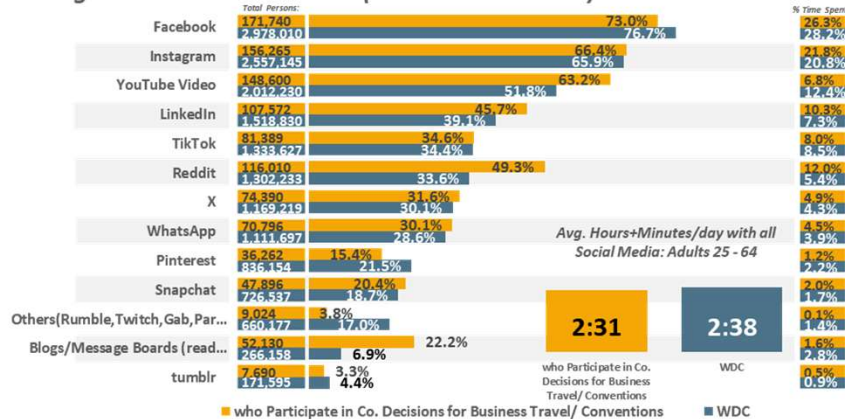




171,740 or 73.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 43.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

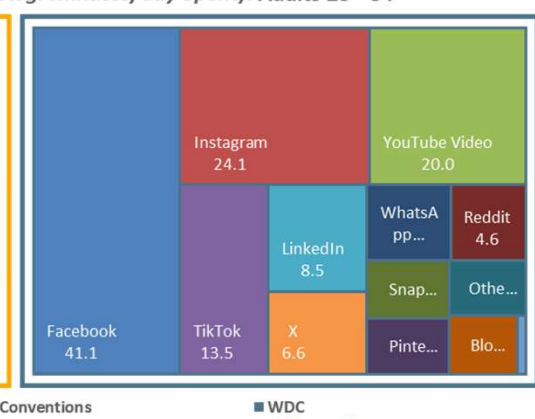
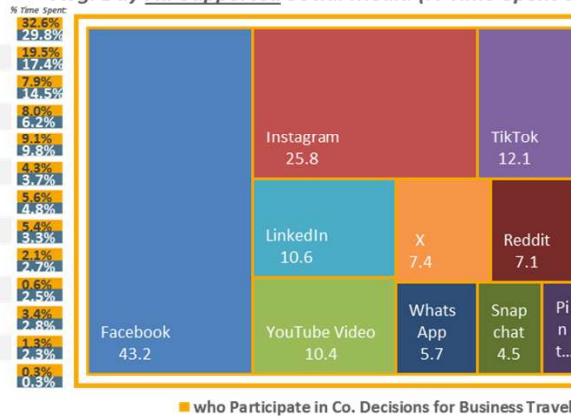
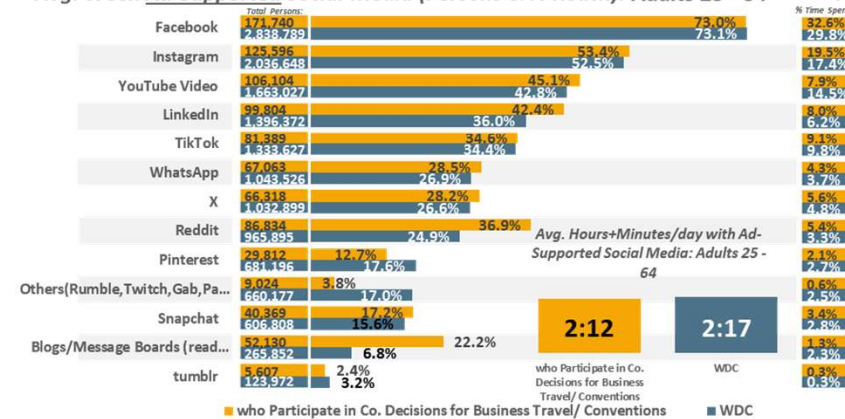
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 270
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

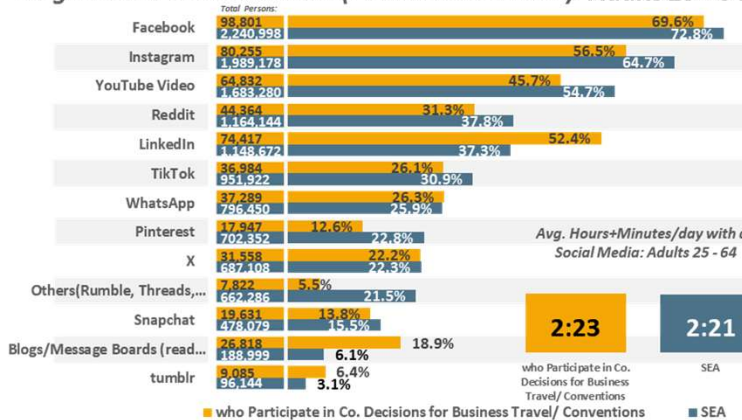
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

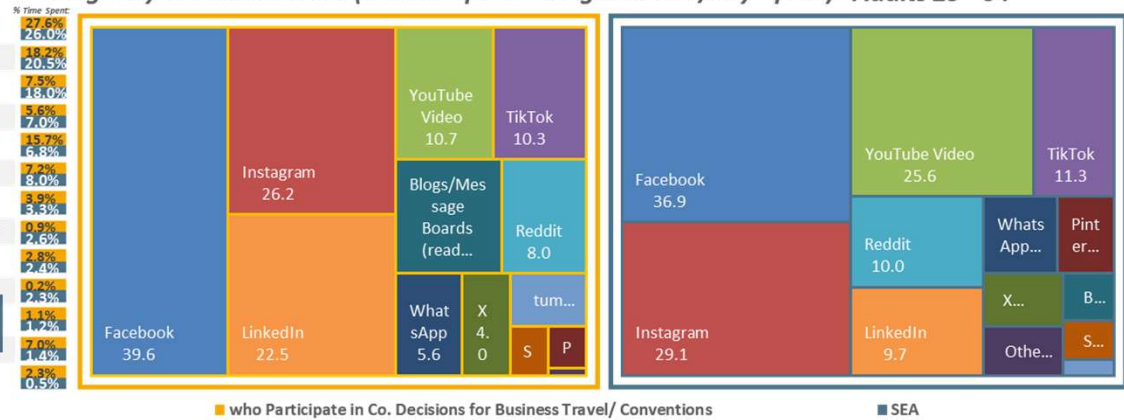


98,801 or 69.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 40.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

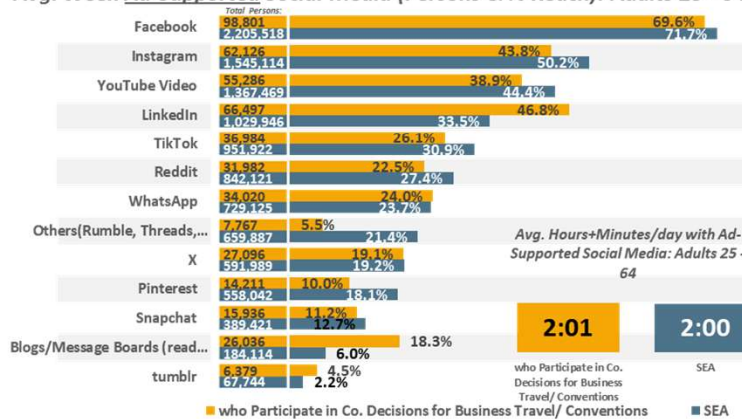
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



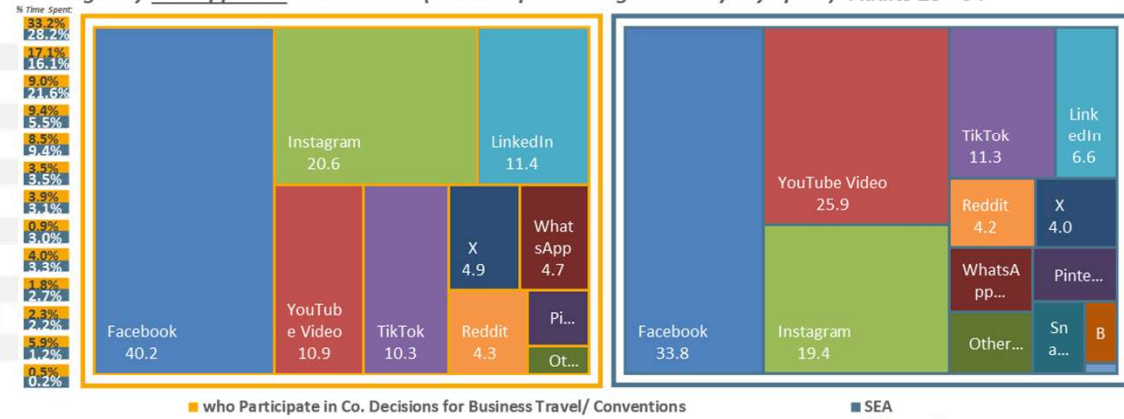
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



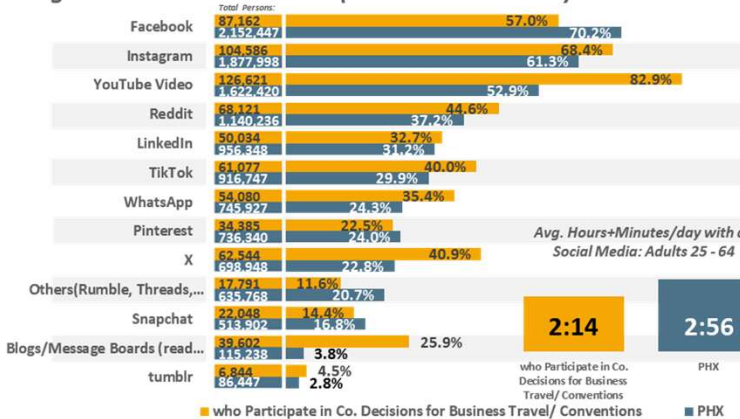
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



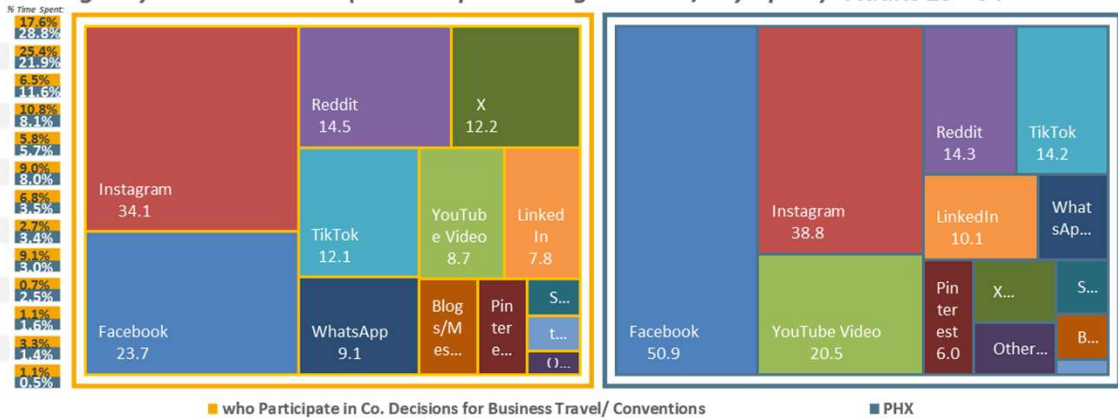


87,162 or 57.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 31.3 minutes every day representing 26.7% of all time spent daily with Ad-Supported Social Media.

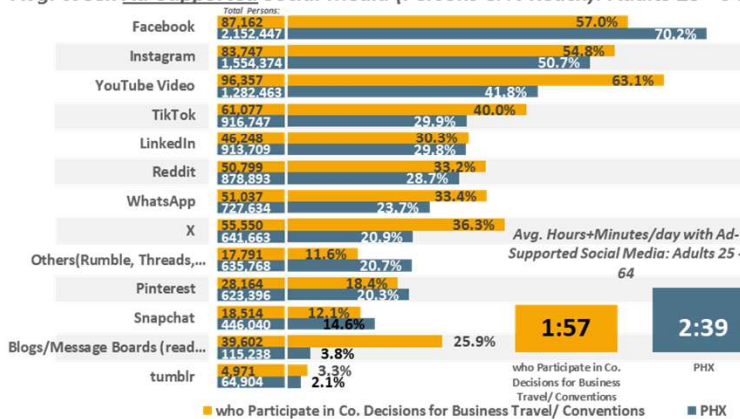
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



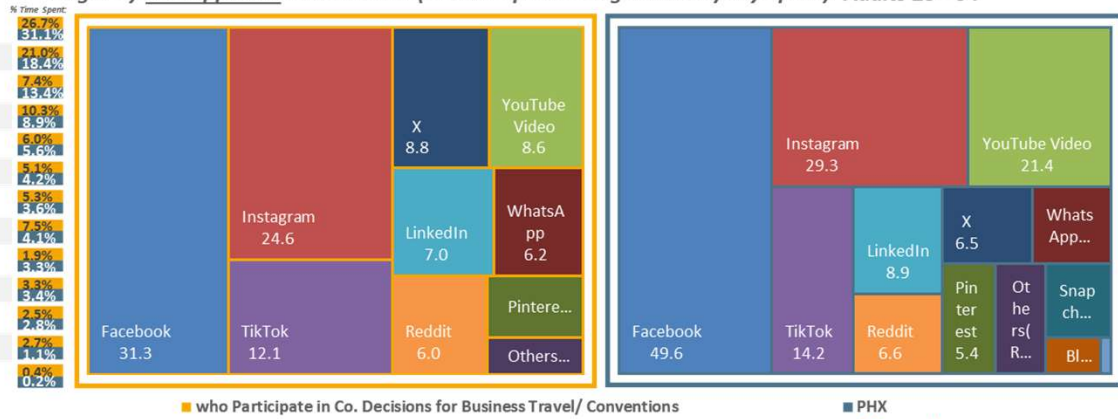
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



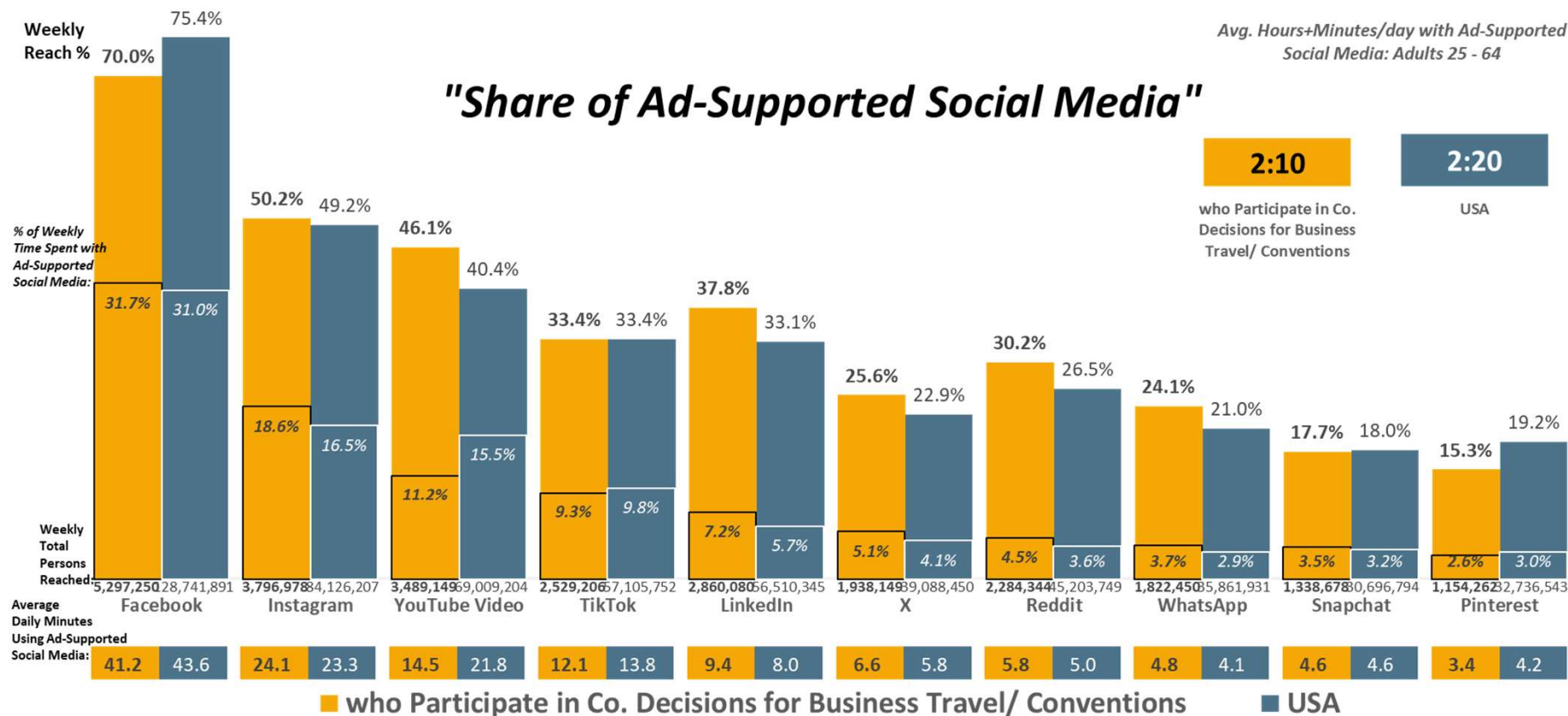
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





5,297,250 or 70.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 41.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

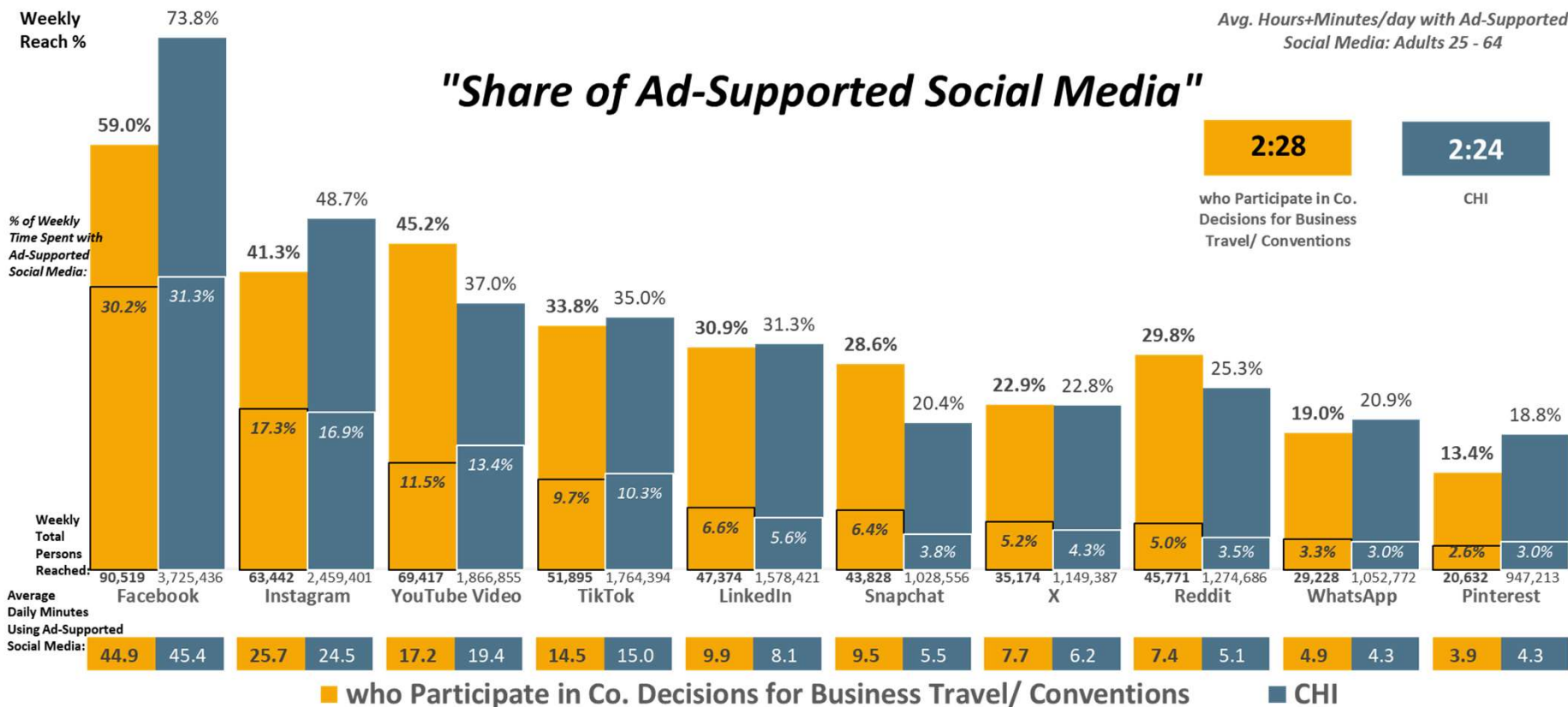
"Share of Ad-Supported Social Media"





90,519 or 59.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 44.9 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

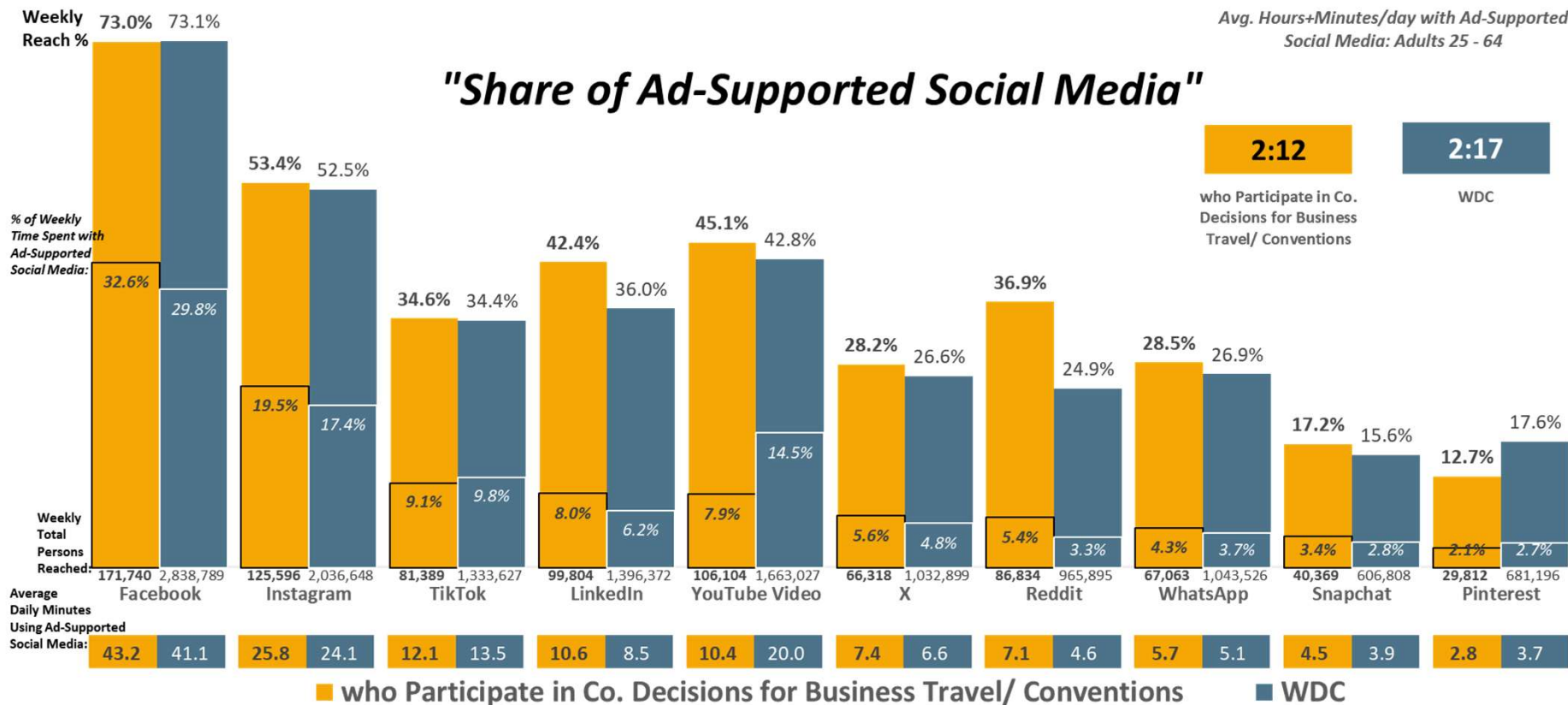
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



171,740 or 73.% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 43.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 270 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

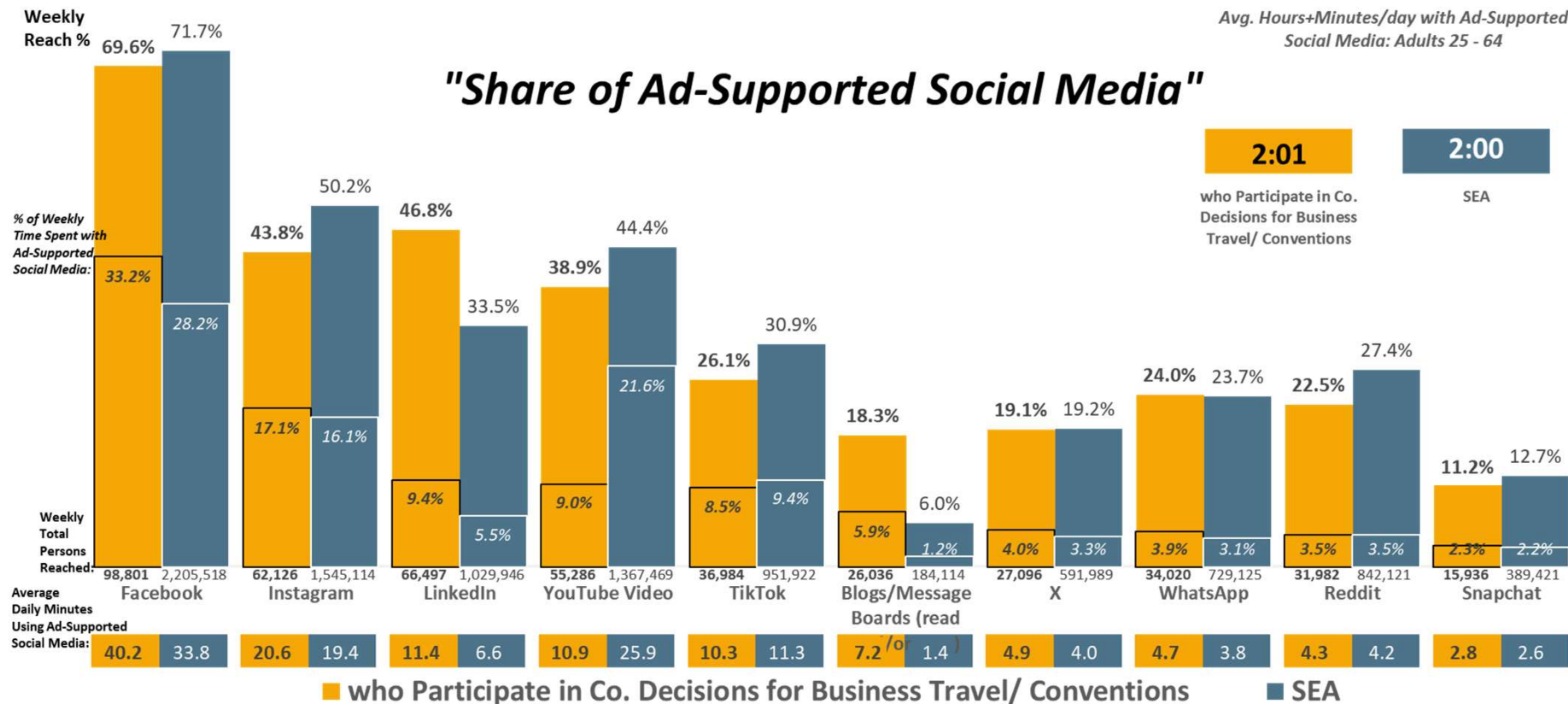
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



98,801 or 69.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 40.2 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 156 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

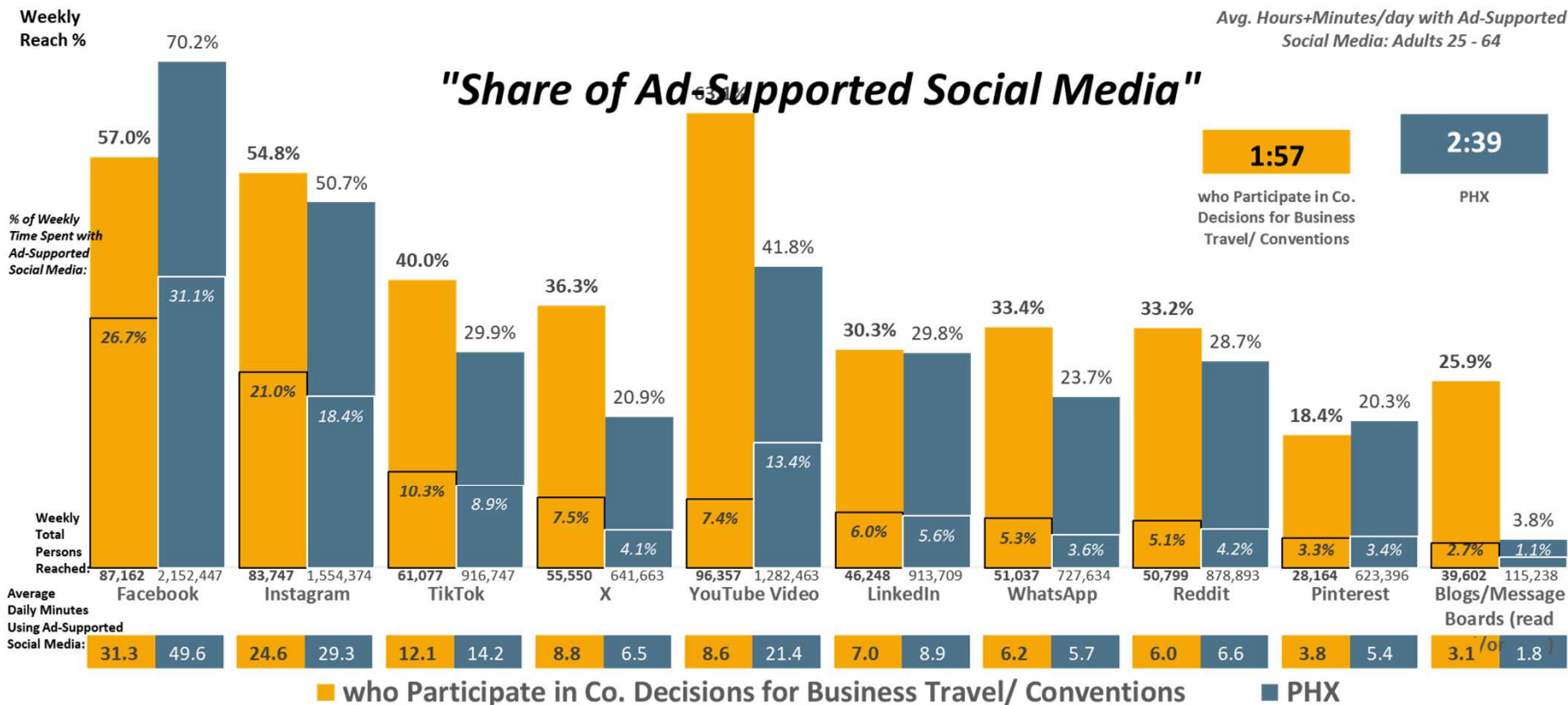
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



87,162 or 57.0% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions use Ad-Supported Facebook for an average of 31.3 minutes every day representing 26.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

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

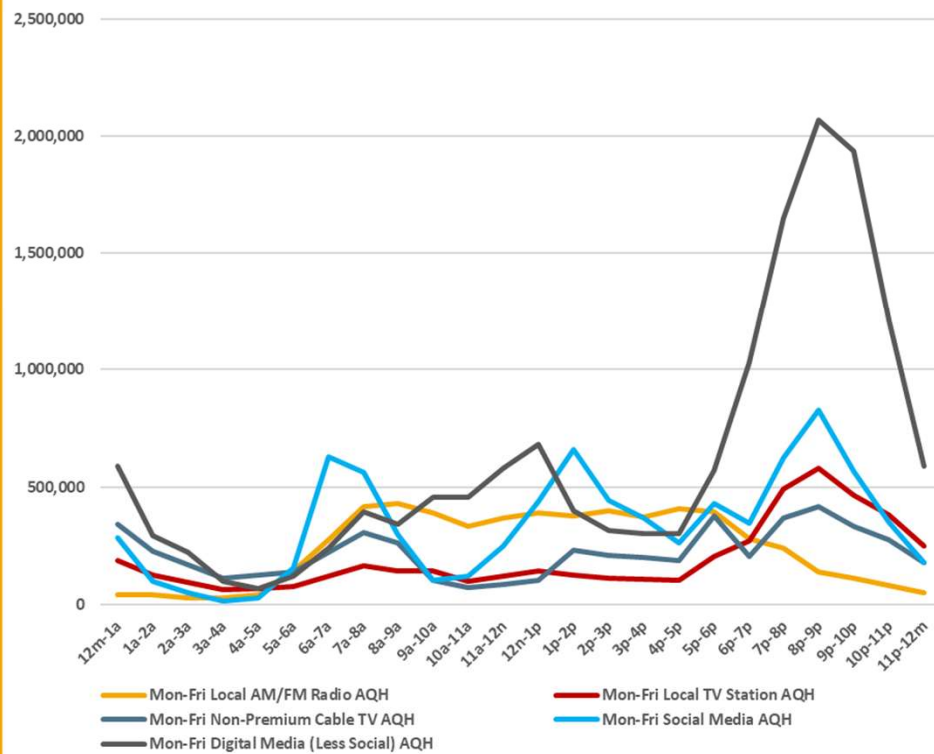
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

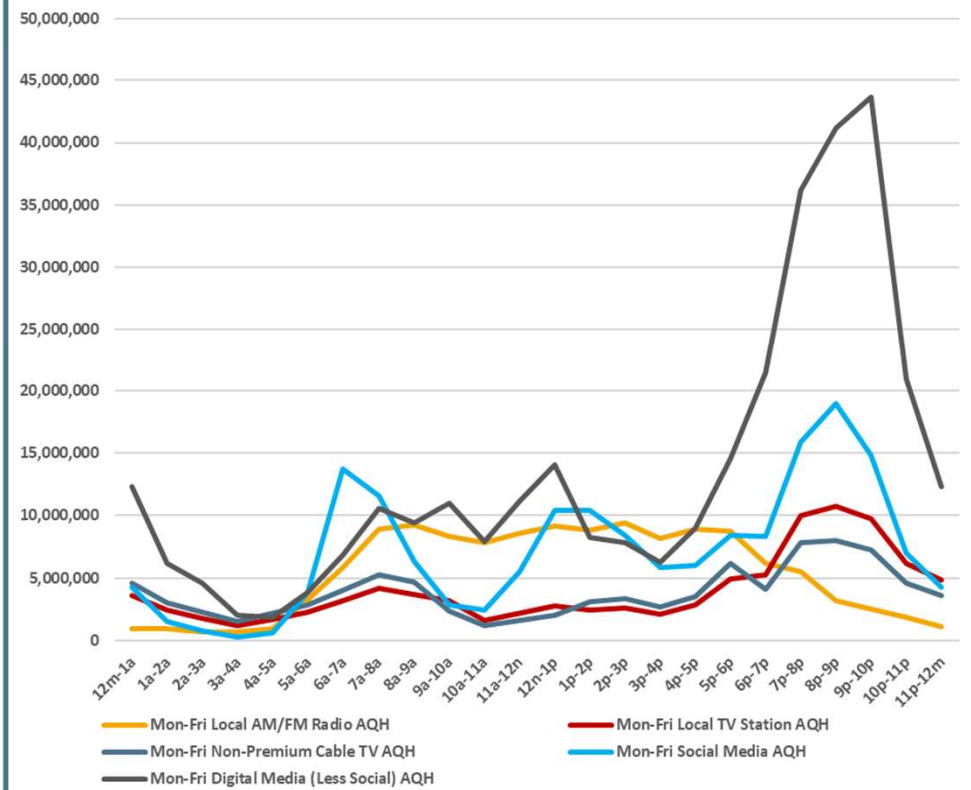


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 467,355;
Social Media: 377,730; Local Radio: 372,041; Non-Prem. Cable: 197,339; Local TV: 143,770
reaching Adults 25 - 64 who Participate in Co. Decisions for Business Tr

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Participate in Co. Decisions for Business
Travel/ Conventions



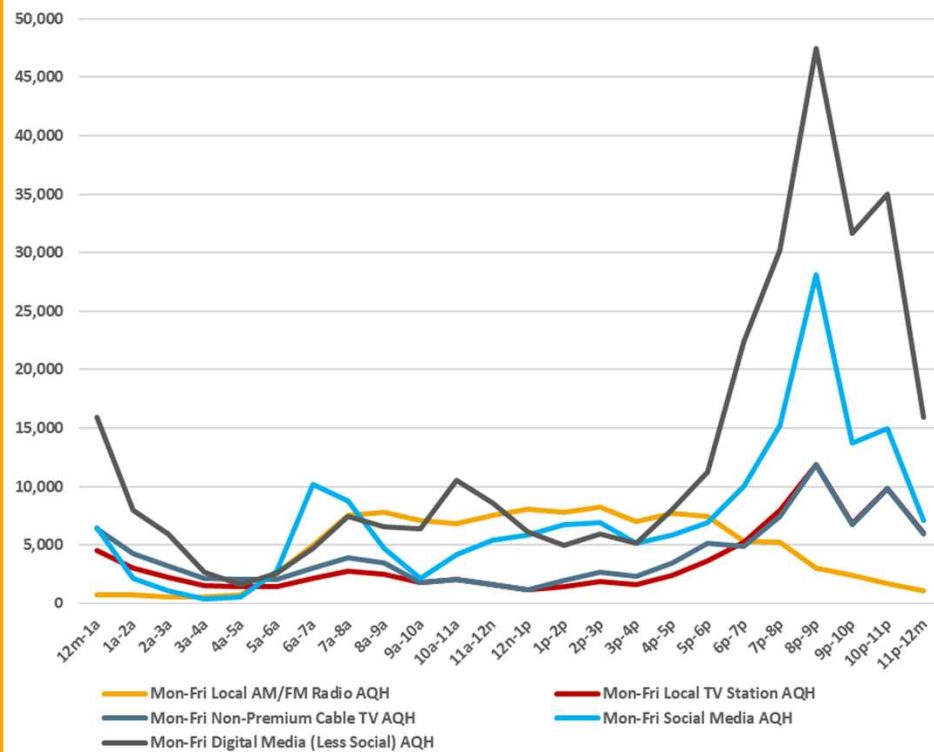
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



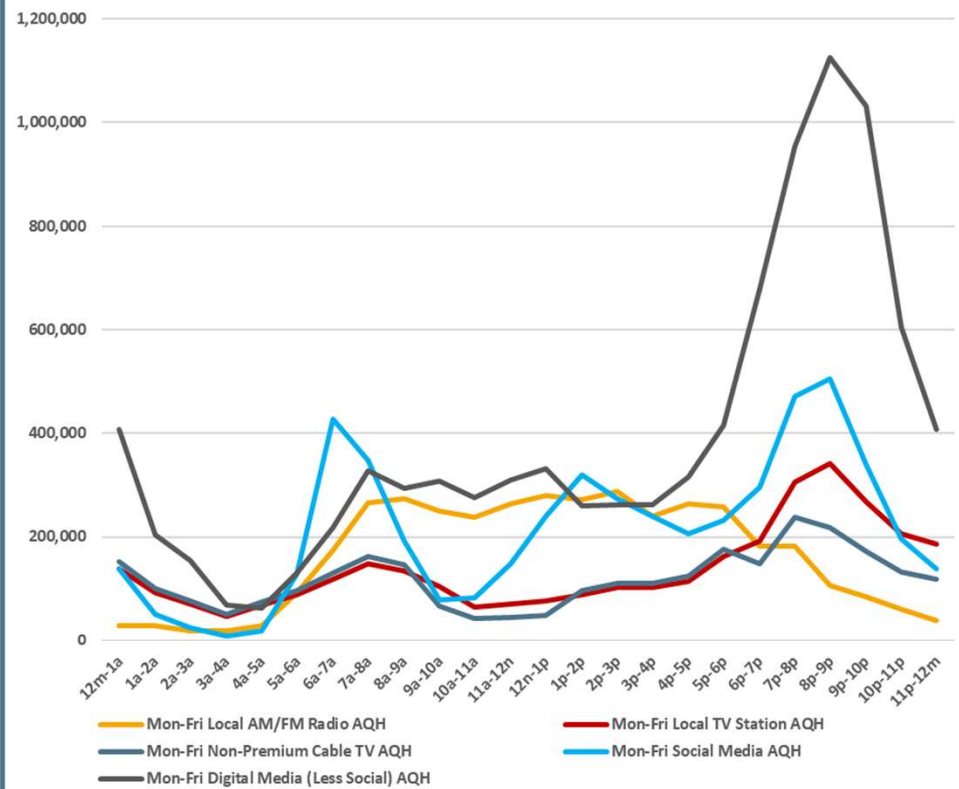


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,327; Local Radio: 7,177; Social Media: 6,369; Non-Prem. Cable: 2,887; Local TV: 2,334 reaching Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conv

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Participate in Co. Decisions for Business
Travel/ Conventions



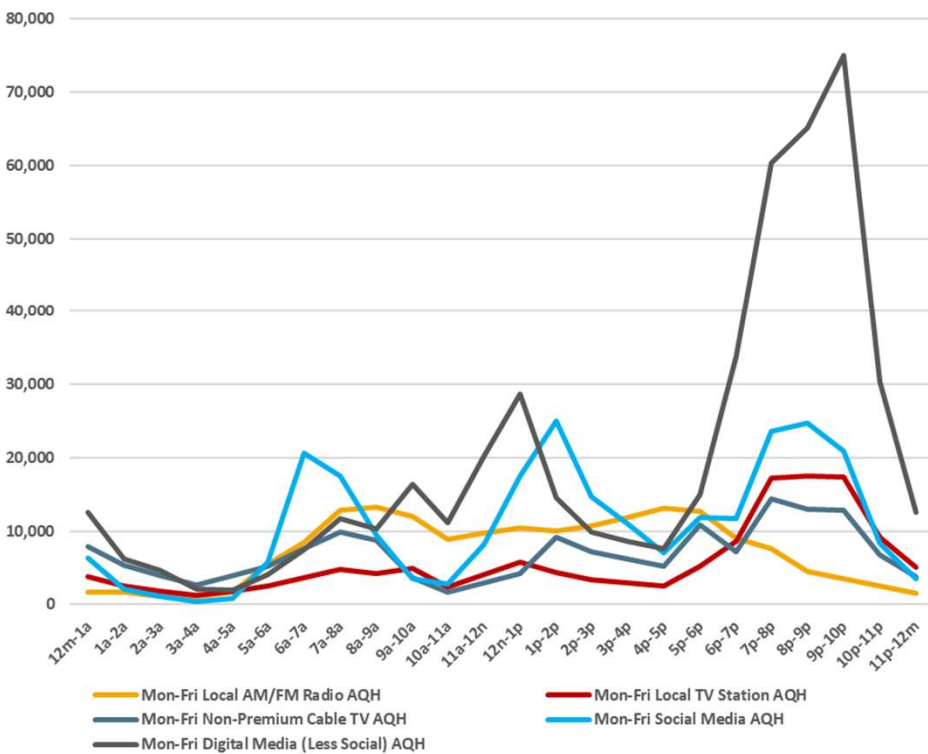
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 25 - 64



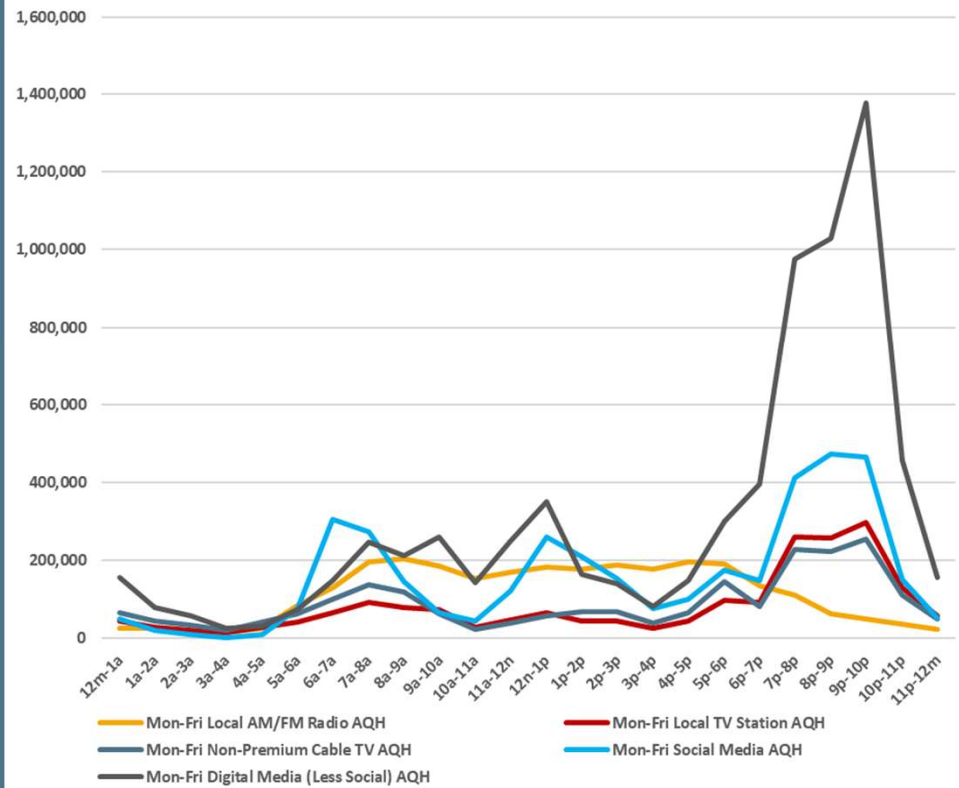


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,038;
 Social Media: 12,387; Local Radio: 11,010; Non-Prem. Cable: 6,529; Local TV: 4,373
 reaching Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ C

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Participate in Co. Decisions for Business
Travel/ Conventions



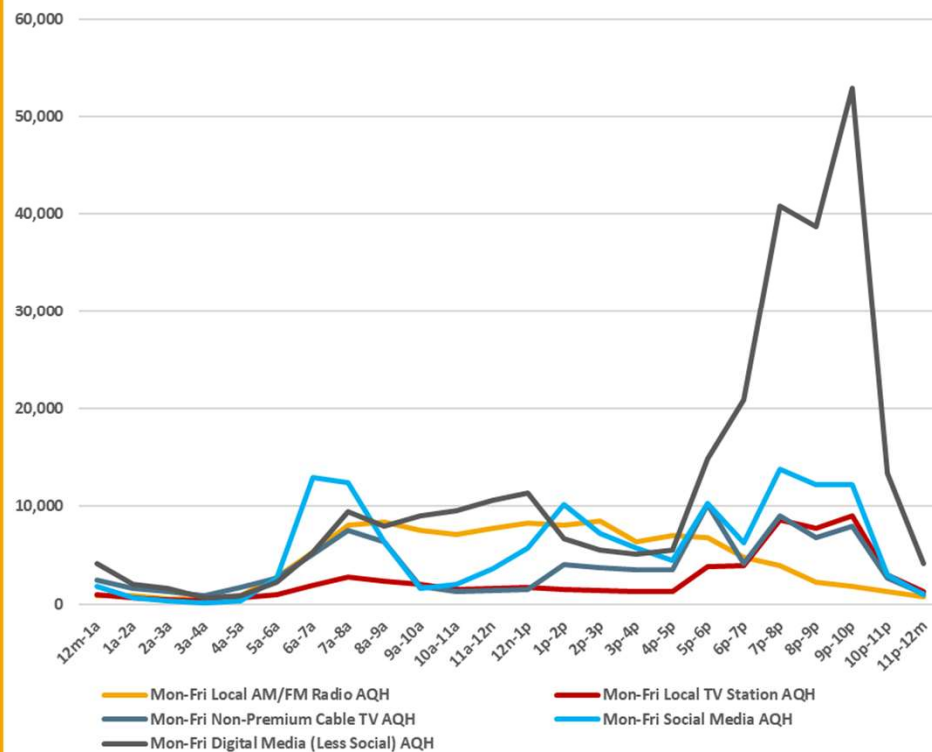
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 25 - 64



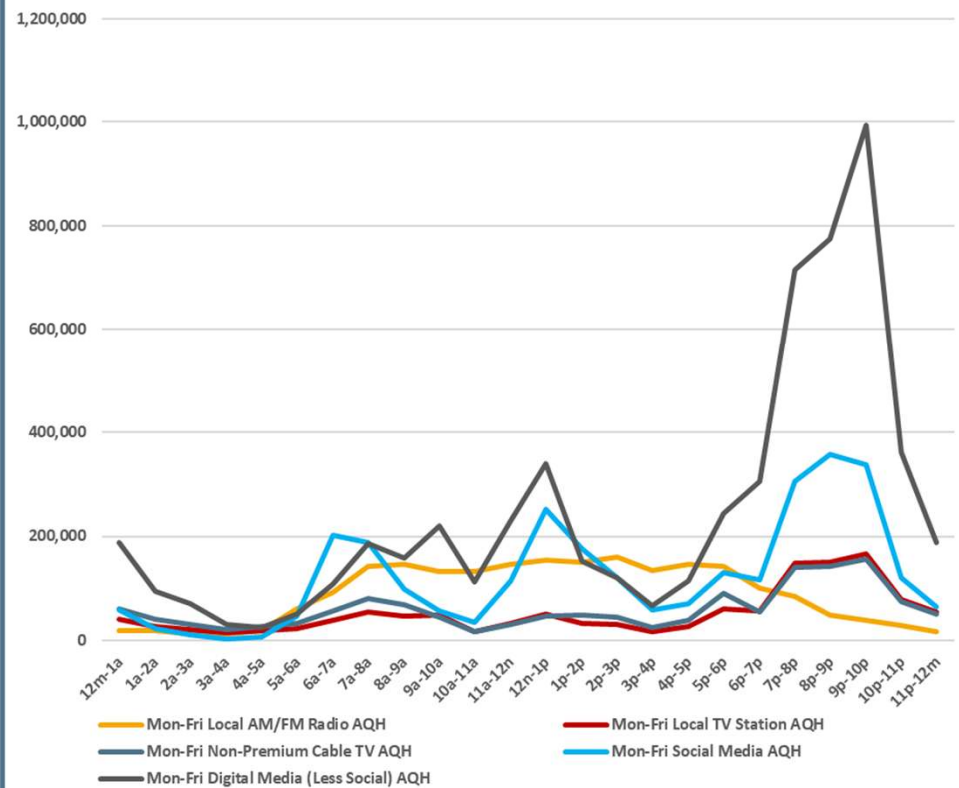


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,393; Local Radio: 7,260; Social Media: 6,861; Non-Prem. Cable: 4,177; Local TV: 2,099 reaching Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conv

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions



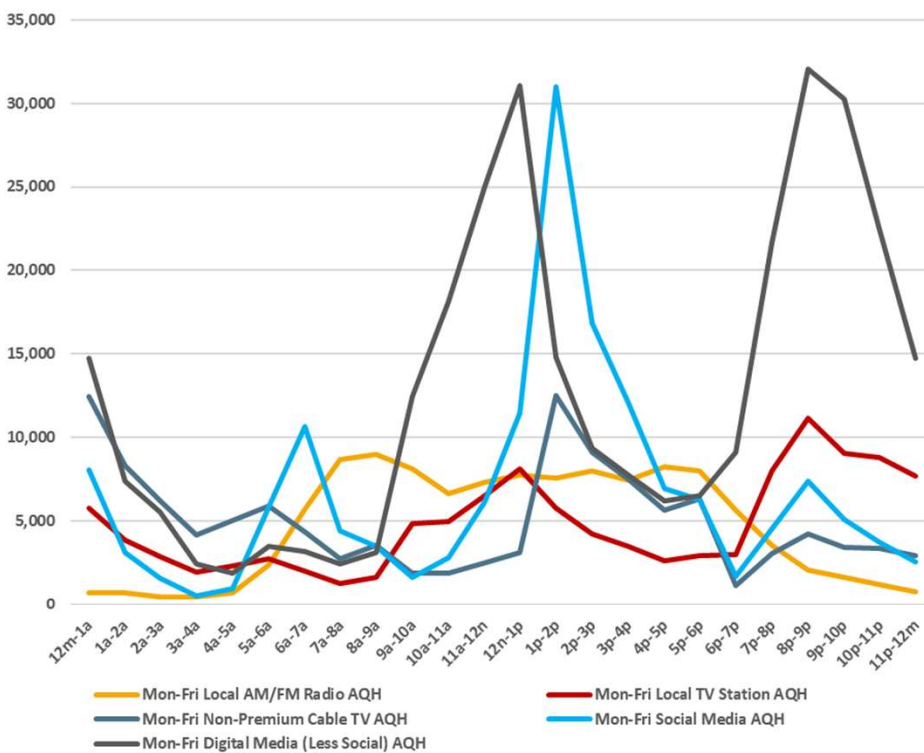
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 25 - 64



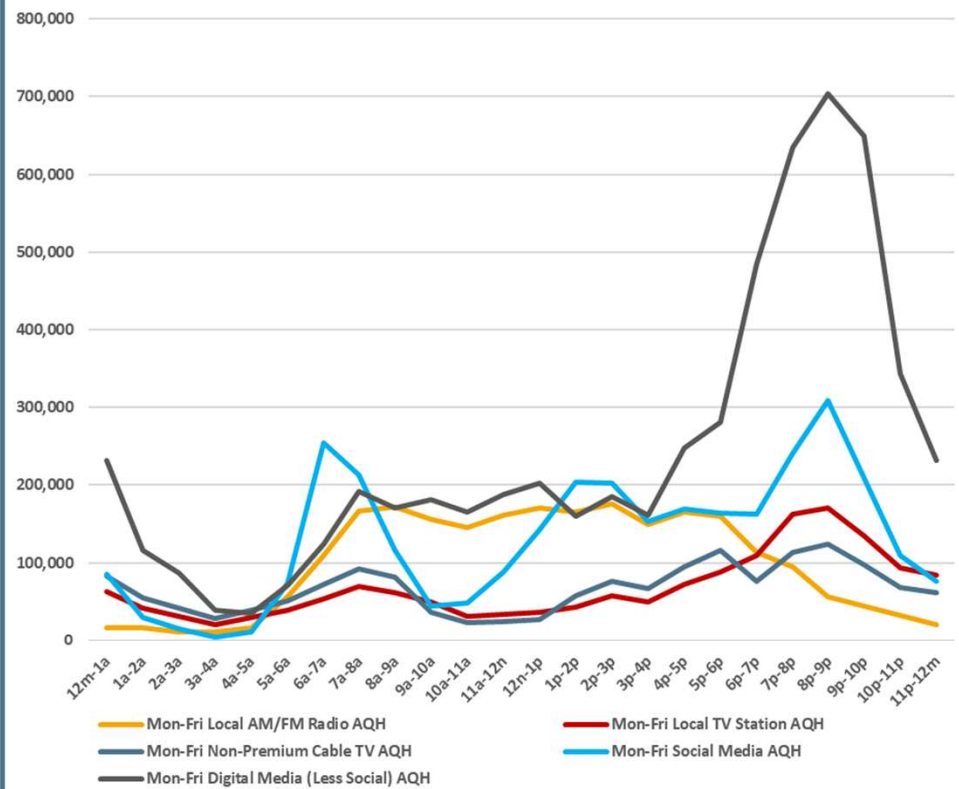


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,476;
Social Media: 8,875; Local Radio: 7,547; Non-Prem. Cable: 4,779; Local TV: 3,947 reaching
Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Con

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Participate in Co. Decisions for Business
Travel/ Conventions



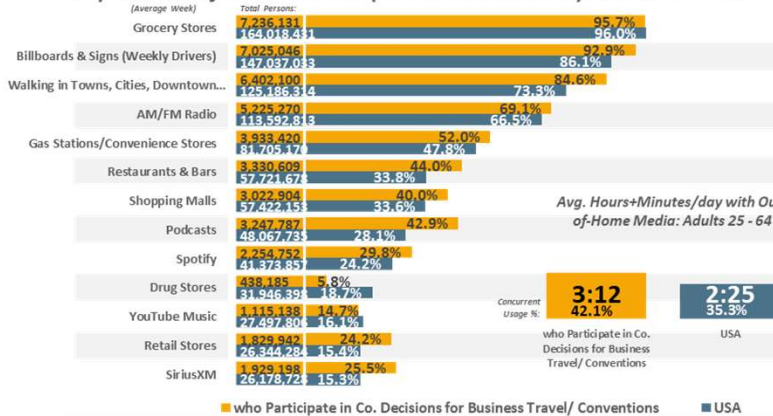
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 25 - 64



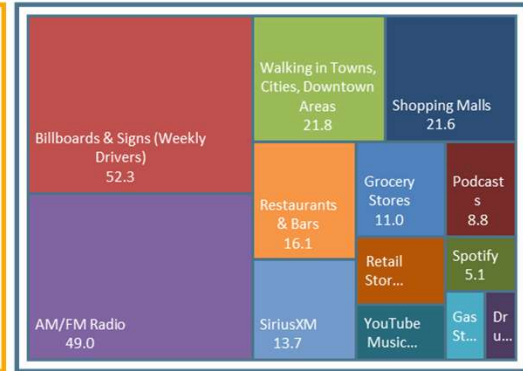
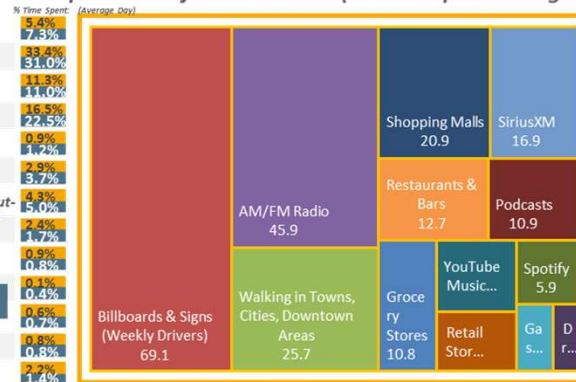


7,025,046 or 92.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/
Conventions spend an average of 69.1 minutes per day driving, seeing Billboards and Signs. 64.8%
Listen to Local Radio Stations Out-of-Home for an average of 38.9 m

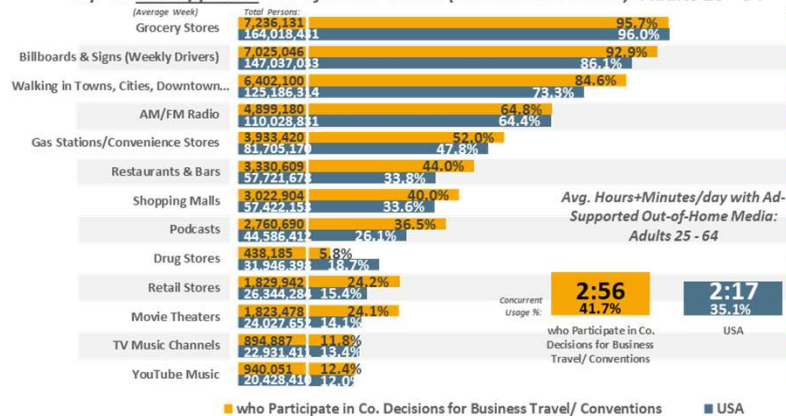
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



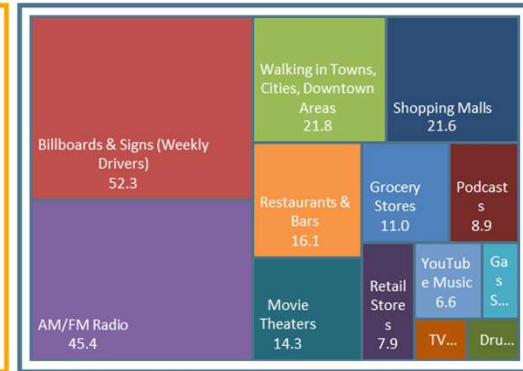
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

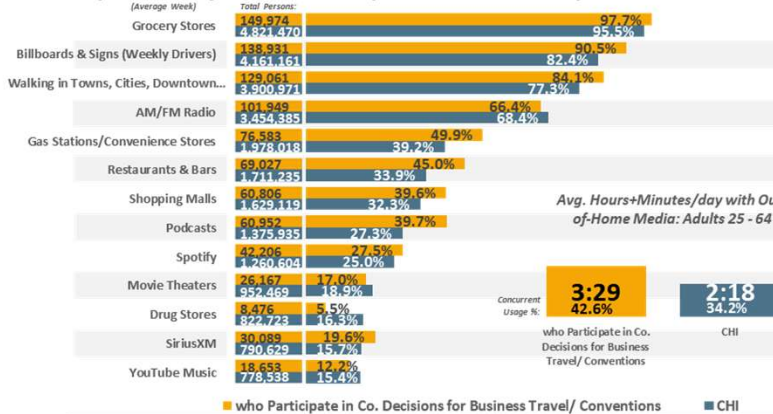
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

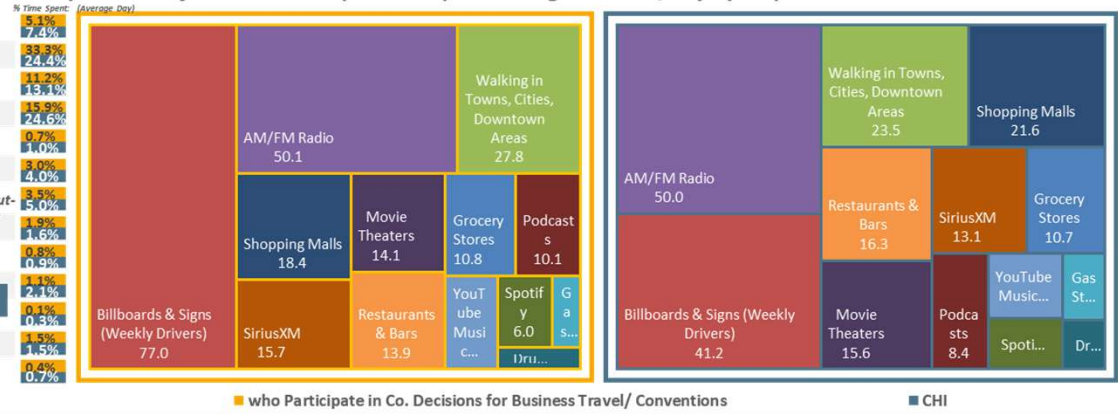


138,931 or 90.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 77. minutes per day driving, seeing Billboards and Signs. 62.2% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minu

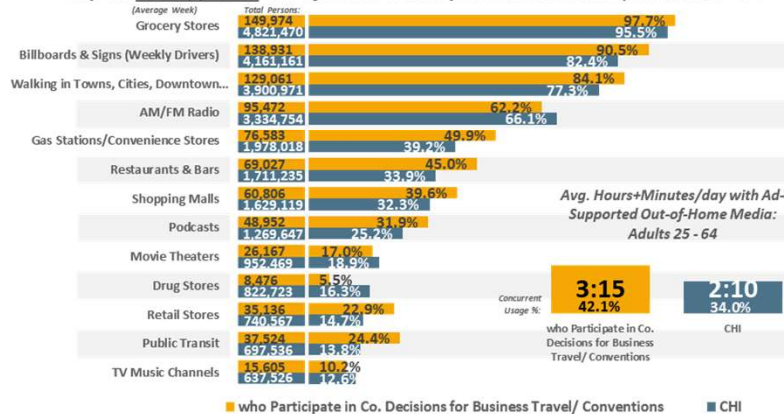
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



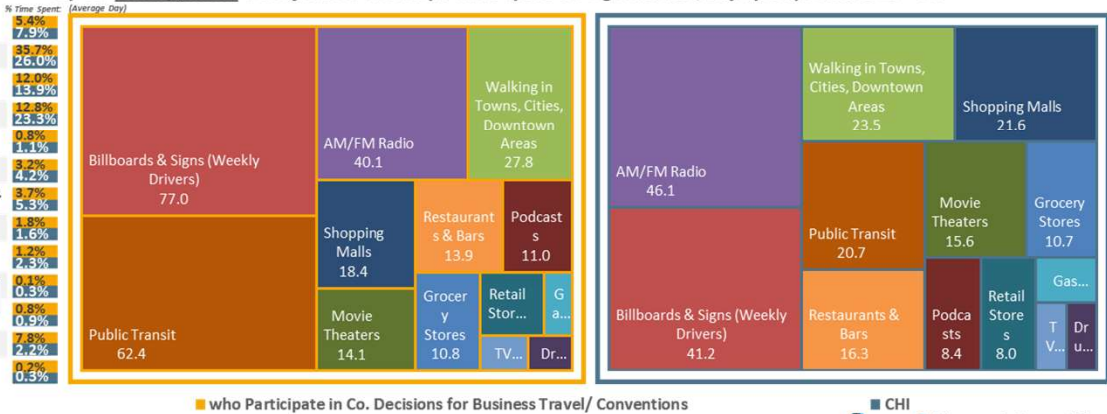
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

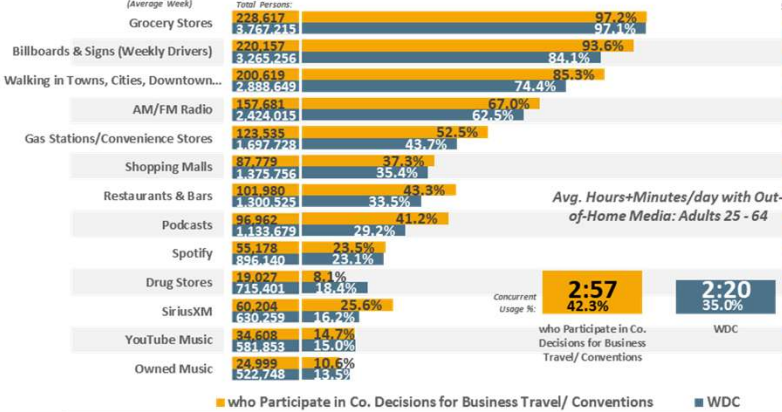
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

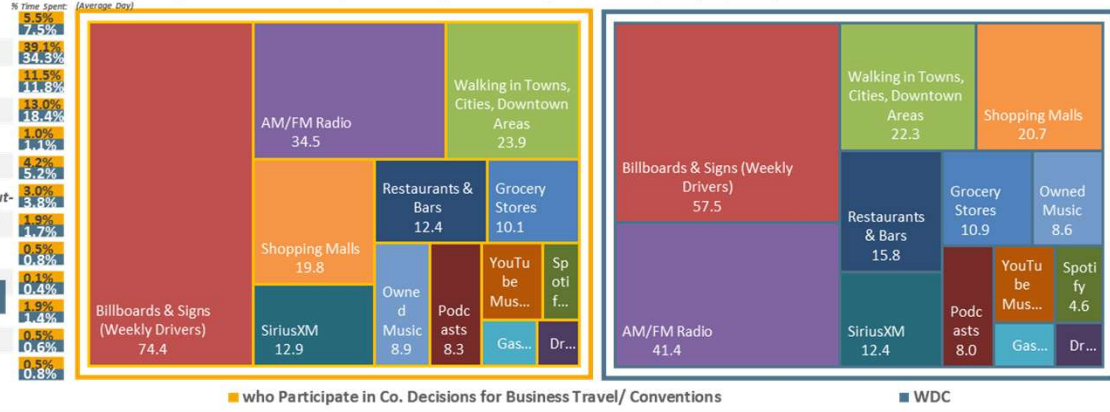


220,157 or 93.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 74.4 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 30.7 min

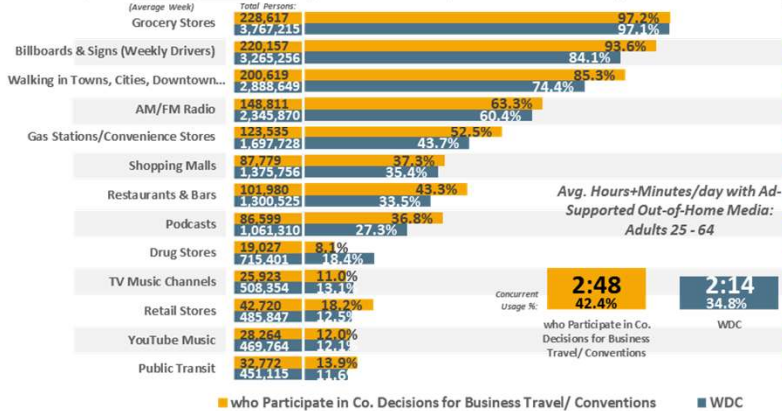
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



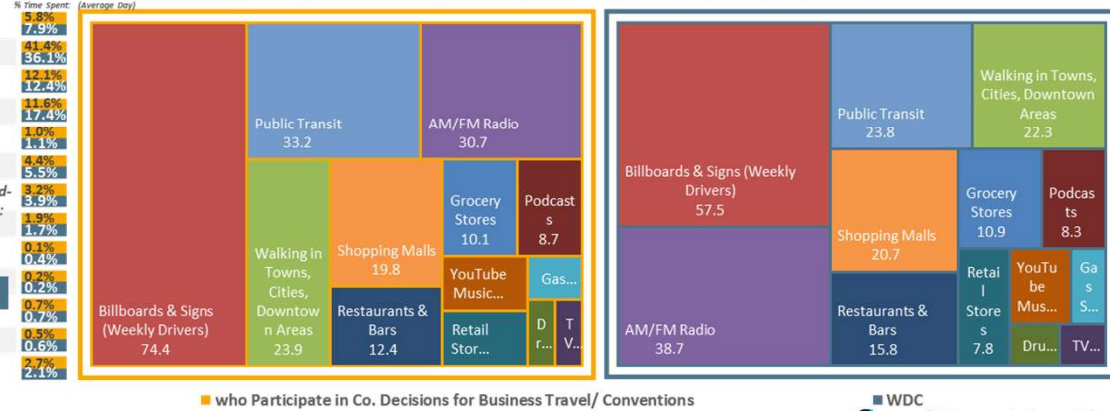
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 270
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

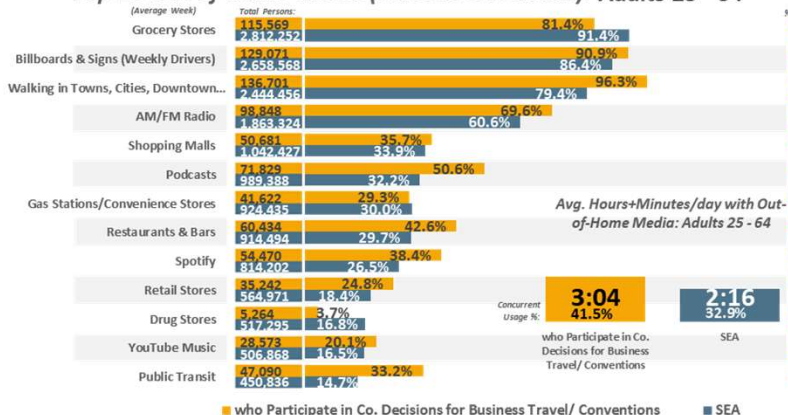
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

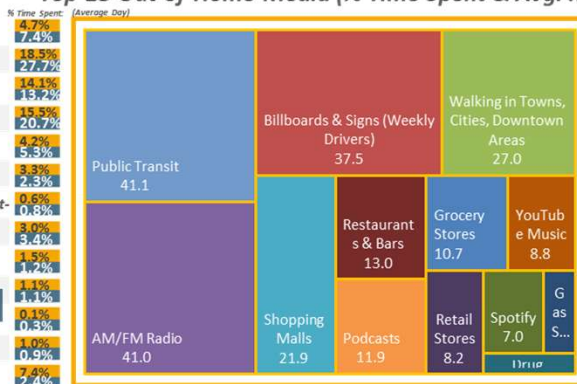


129,071 or 90.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 37.5 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 32.4 min

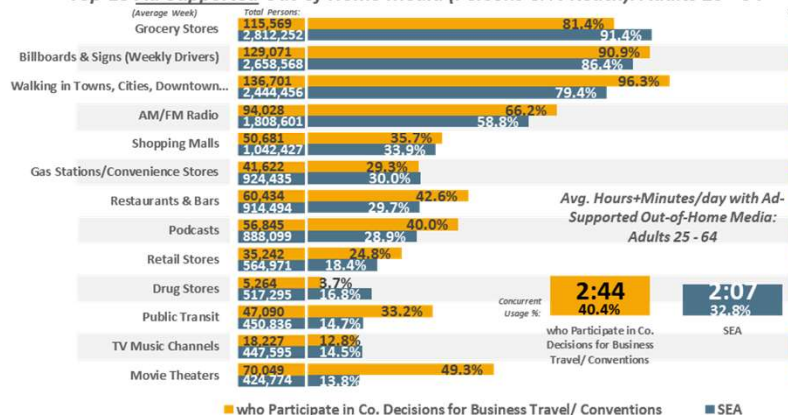
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



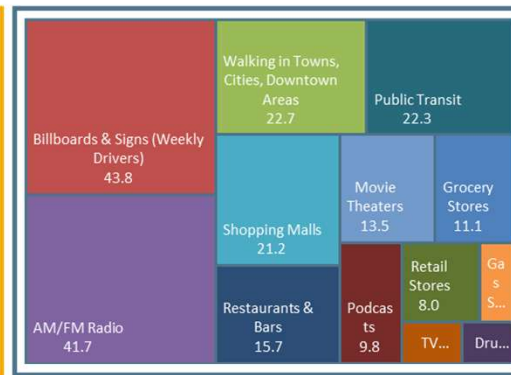
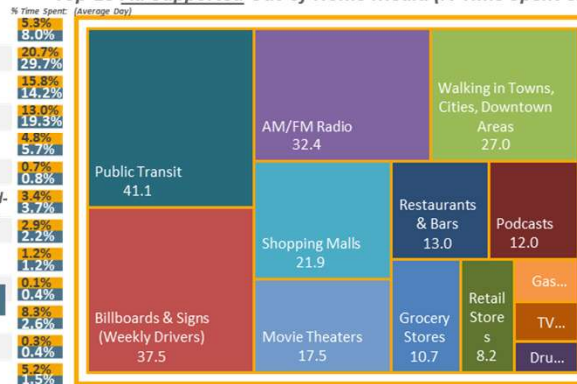
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 156
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

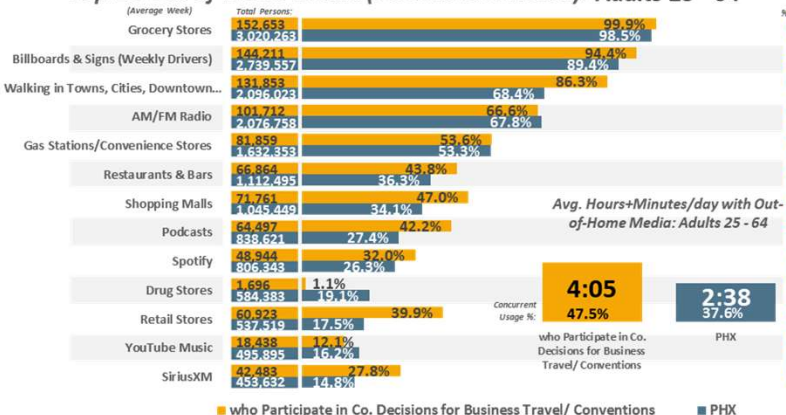
SEA
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

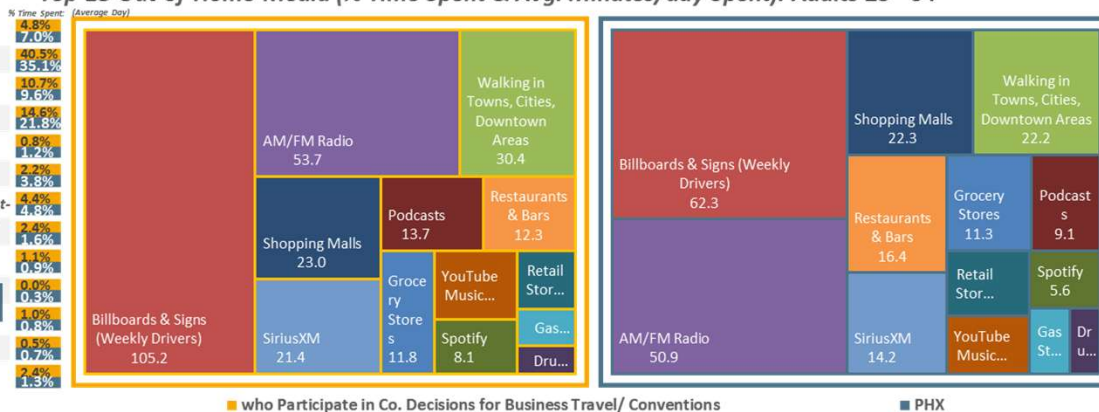


144,211 or 94.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 105.2 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 47.3 mi

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



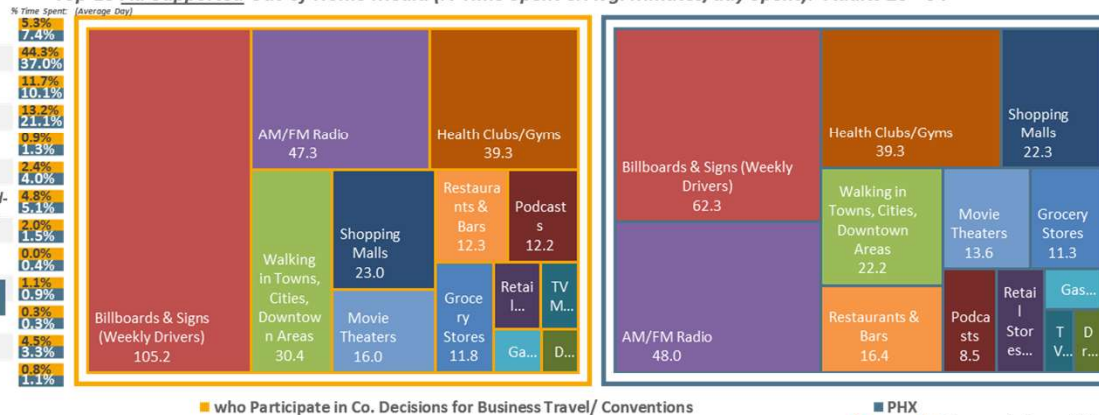
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

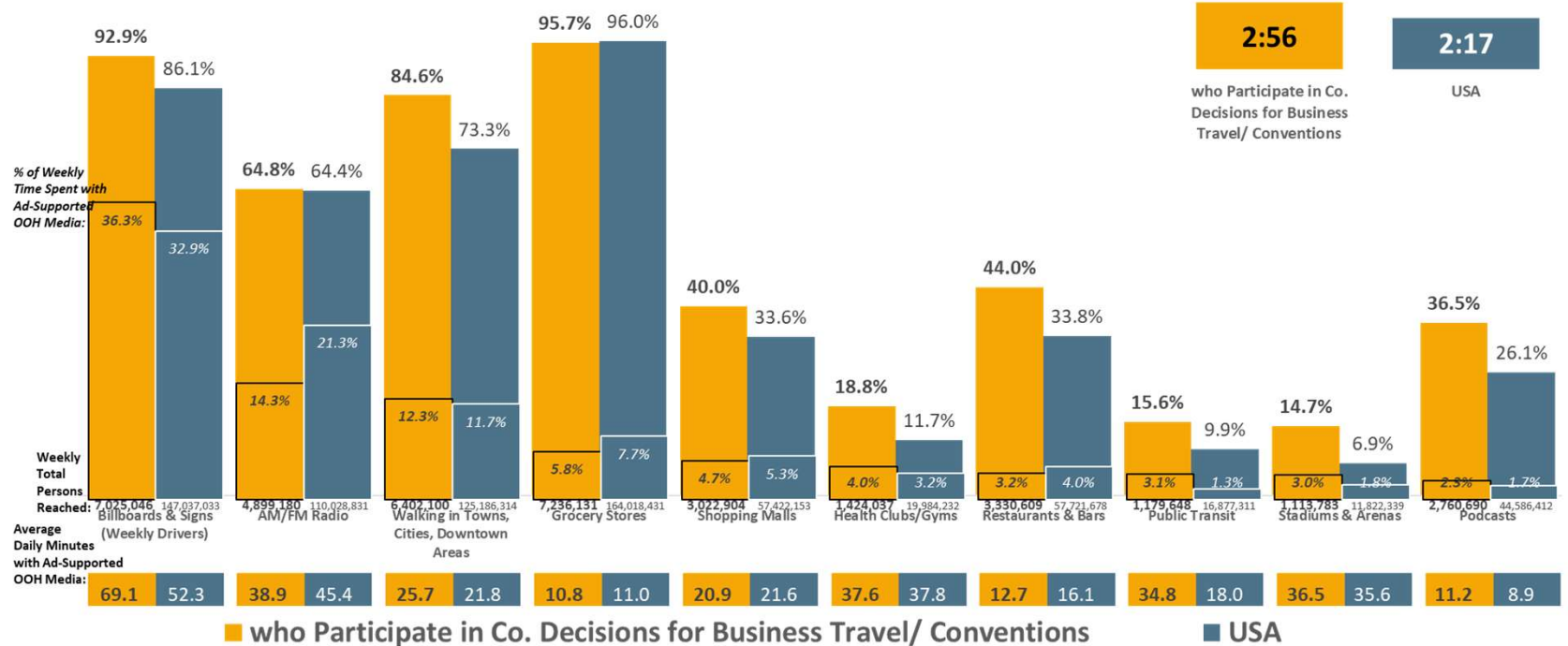


7,025,046 or 92.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 69.1 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:56

who Participate in Co. Decisions for Business Travel/ Conventions

2:17

USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,554

soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

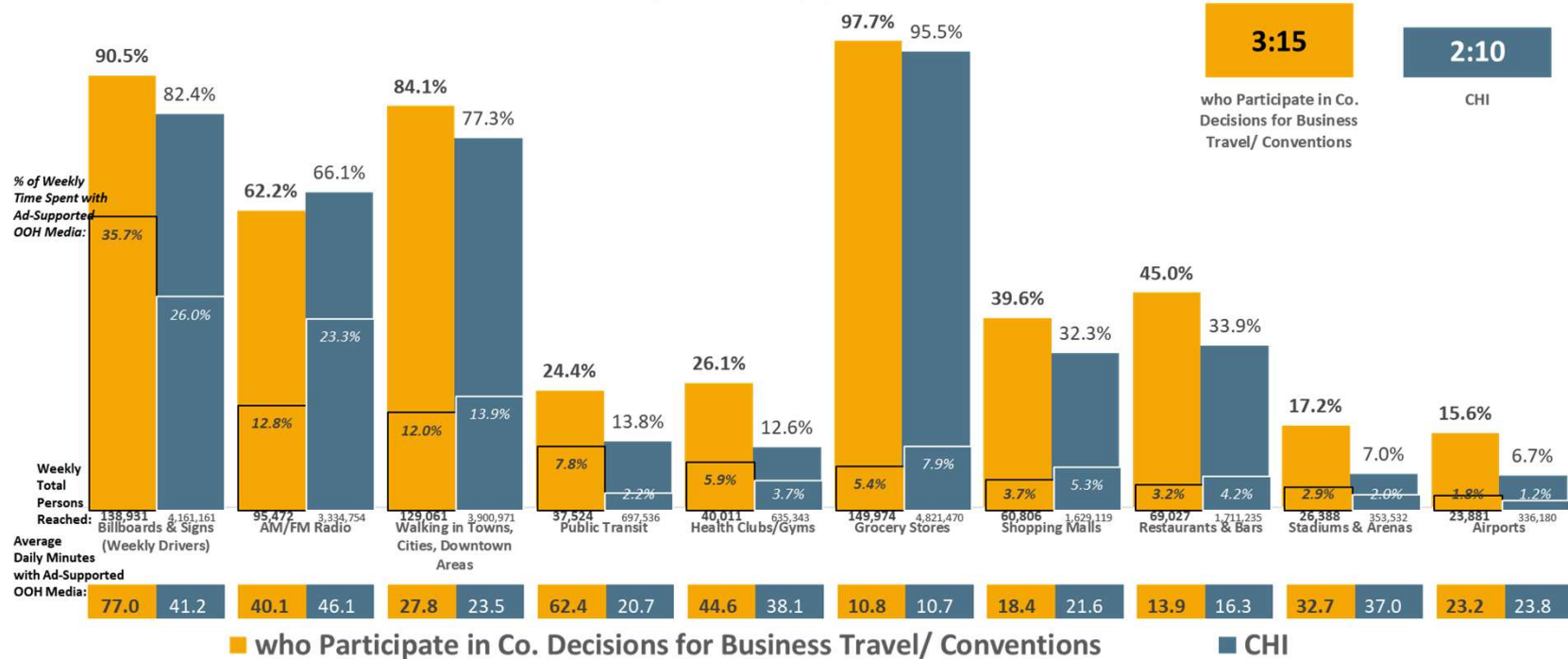


138,931 or 90.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 77. minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

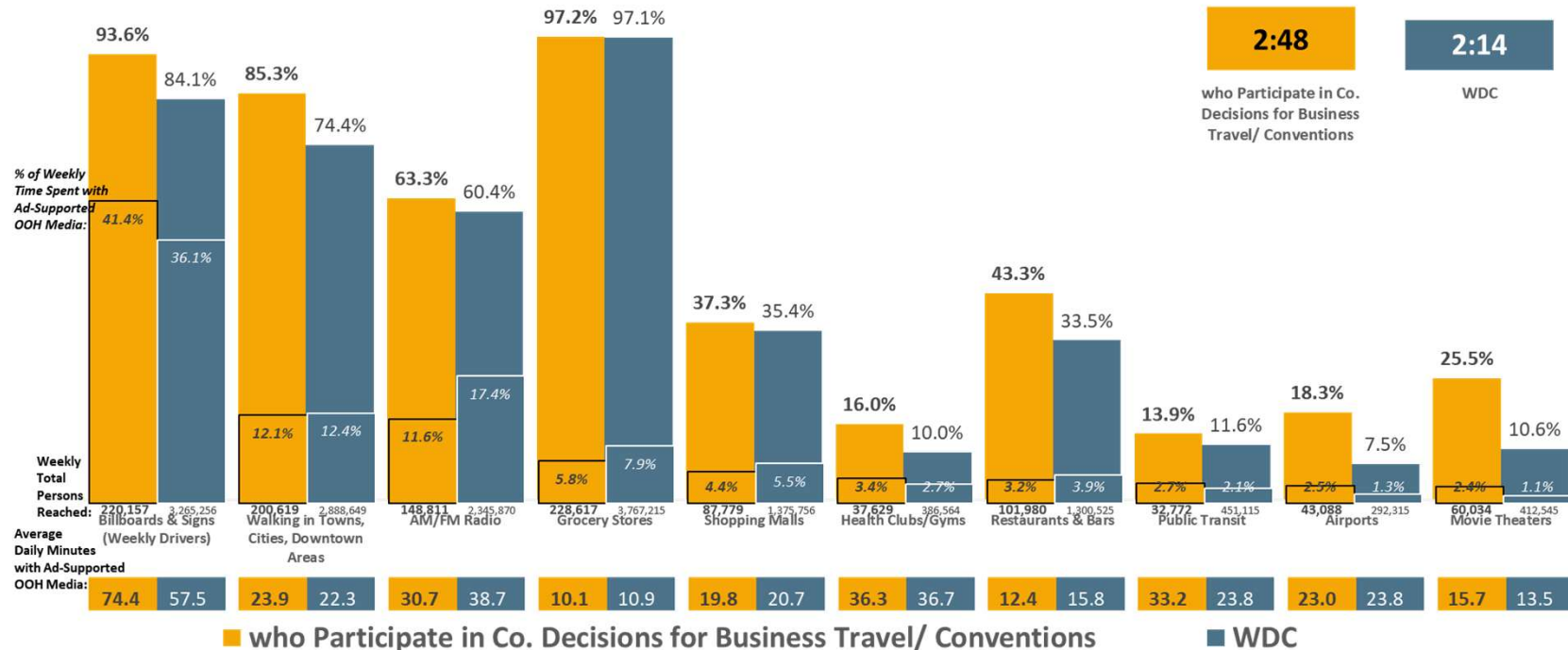


220,157 or 93.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 74.4 minutes per day driving, seeing Billboards and Signs representing 41.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 270 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

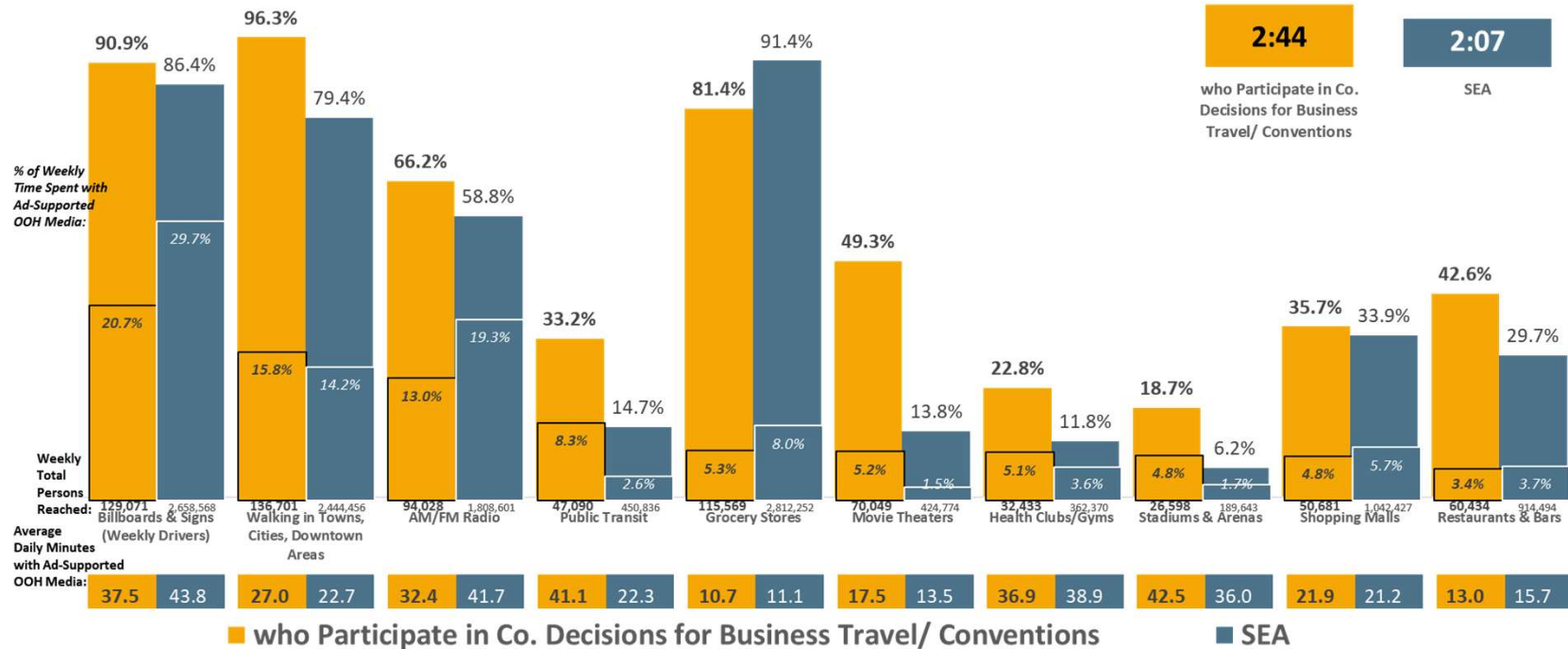


129,071 or 90.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 37.5 minutes per day driving, seeing Billboards and Signs representing 20.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



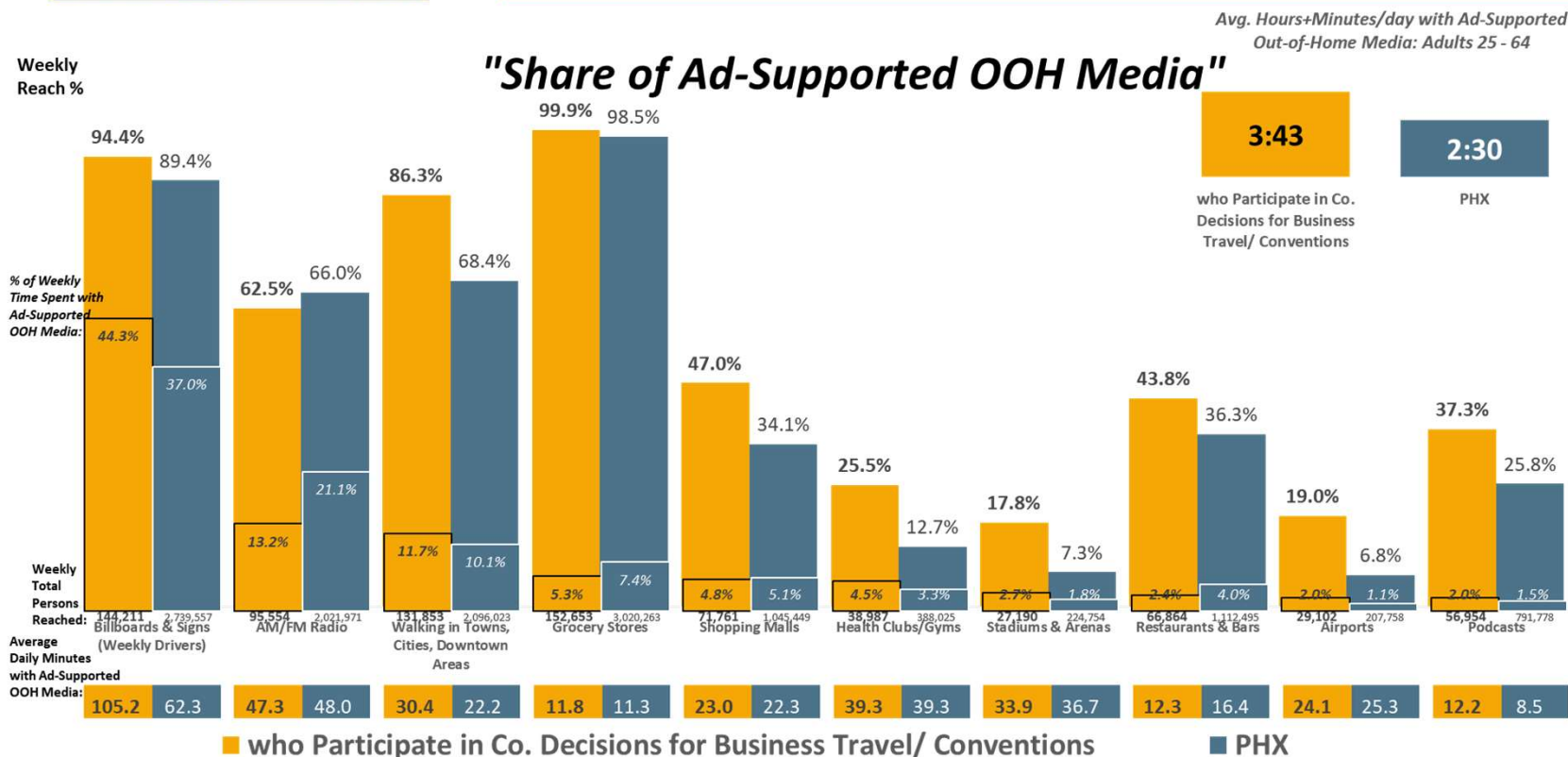
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 156 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



144,211 or 94.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 105.2 minutes per day driving, seeing Billboards and Signs representing 44.3% of all Time Spent with Ad-Supported Out-of-Home Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 80
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

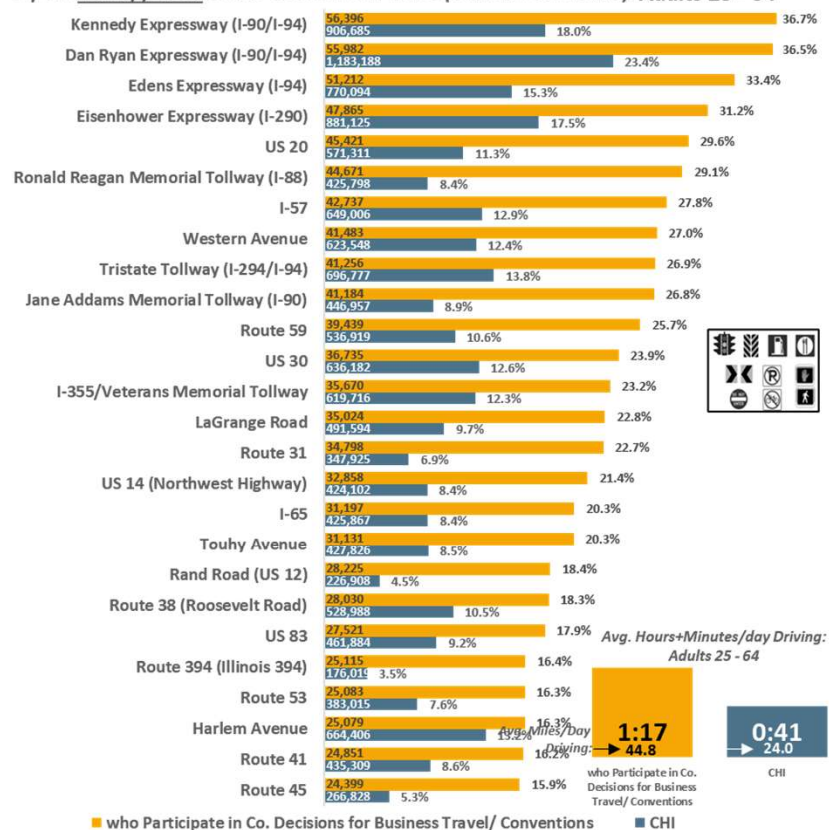
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

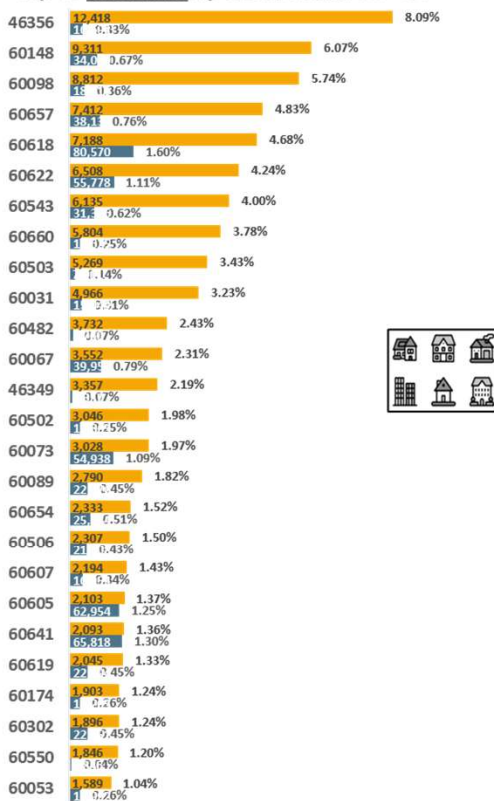


138,931 or 90.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 77. minutes per day driving an average of 44.8 miles each day and are 309.% more likely to use Rand Road (US 12) than the Metro averag

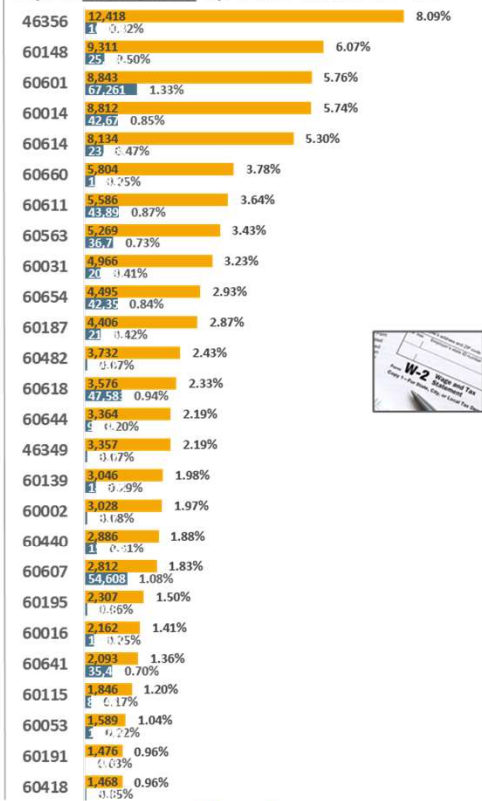
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



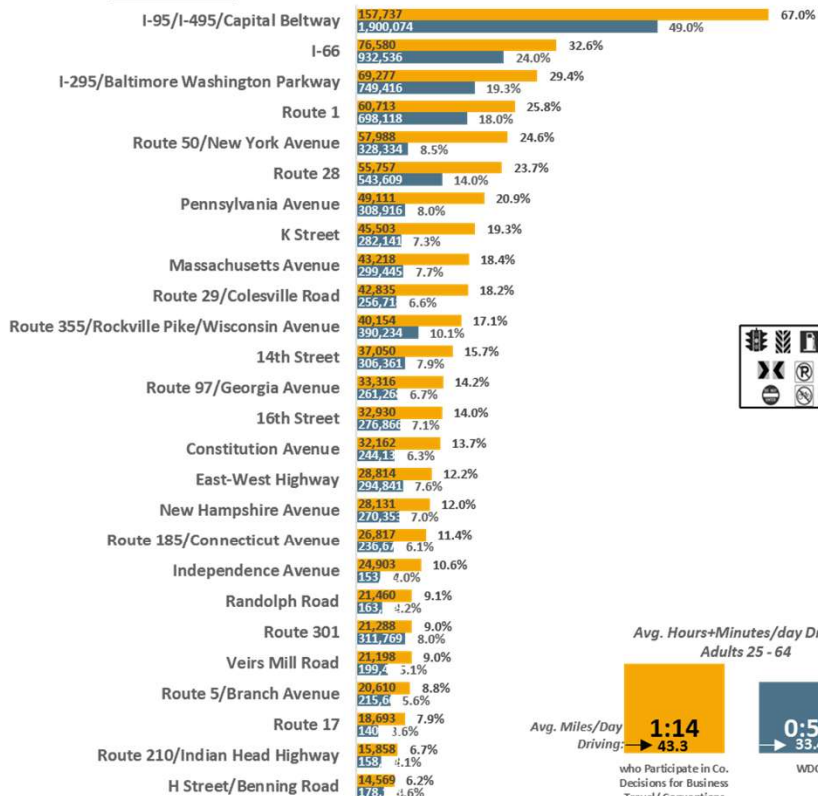
Top-26 Employment Zip Codes: Adults 25 - 64





220,157 or 93.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 74.4 minutes per day driving an average of 43.3 miles each day and are 191.4% more likely to use Route 50/New York Avenue than the Met

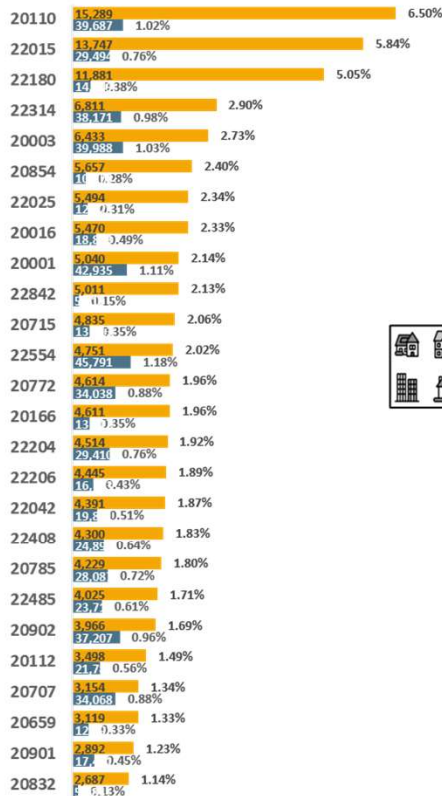
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



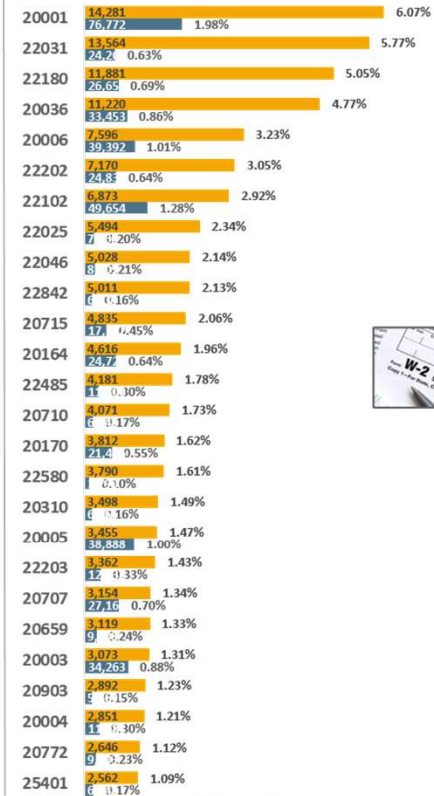
Avg. Hours+Minutes/day Driving:
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

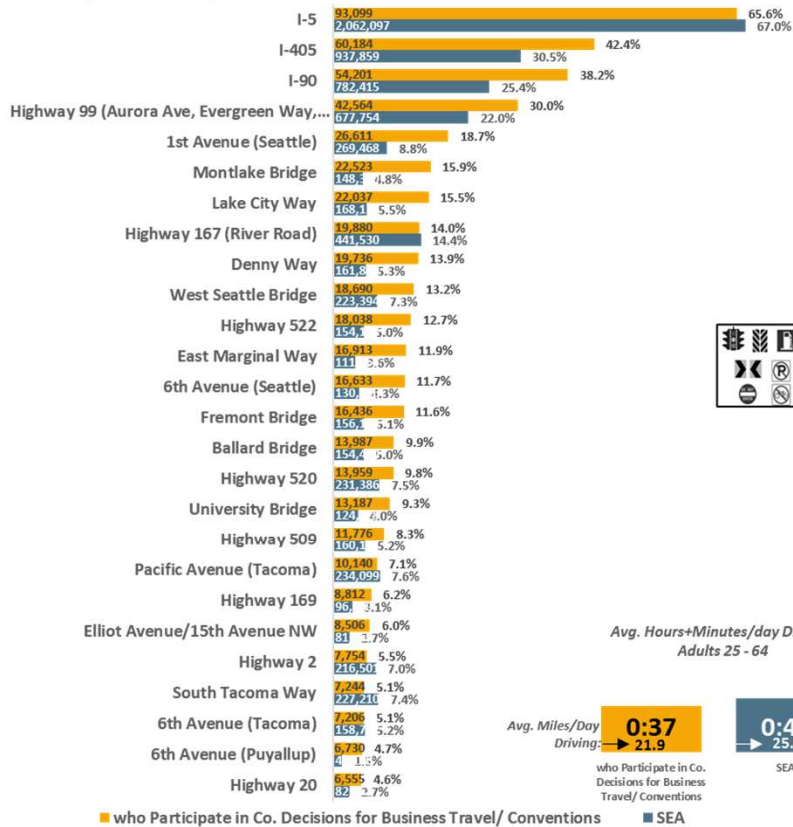


soefa.ai Share of Everything for Anything

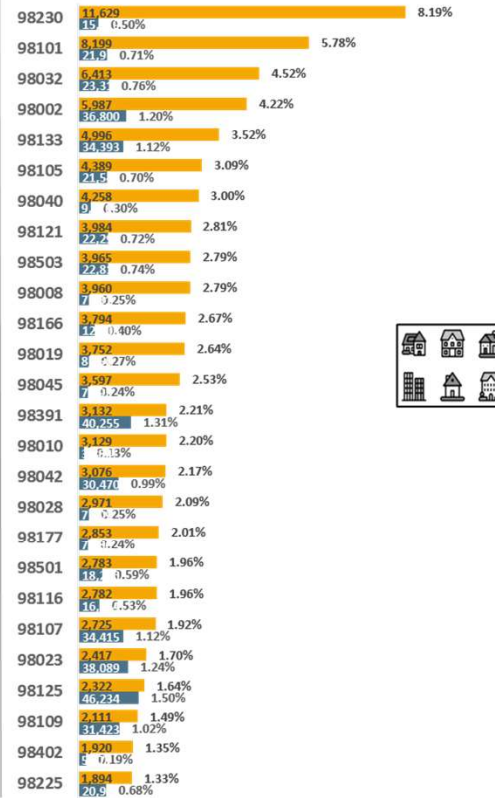


129,071 or 90.9% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 37.5 minutes per day driving an average of 21.9 miles each day and are 230.1% more likely to use East Marginal Way than the Metro aver

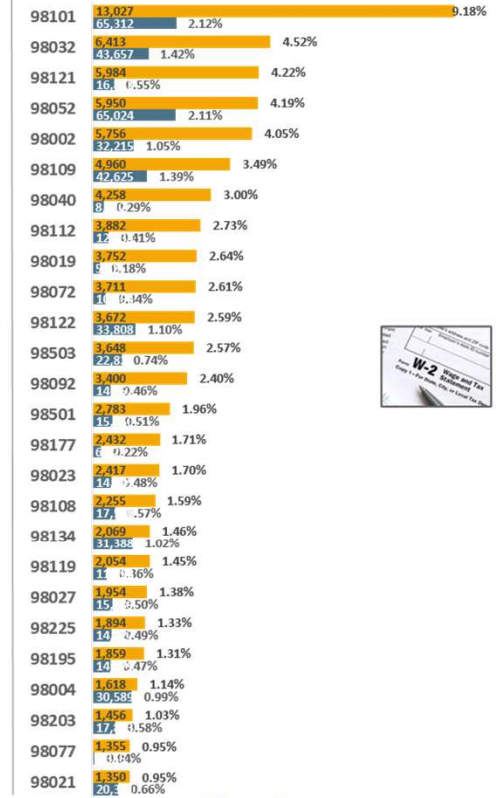
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



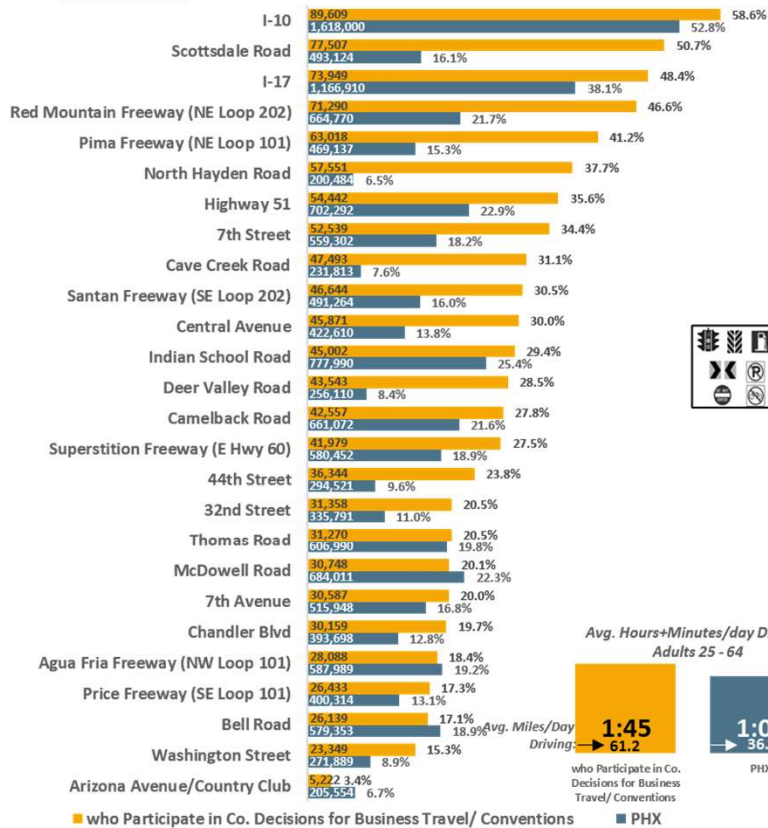
Top-26 Employment Zip Codes: Adults 25 - 64



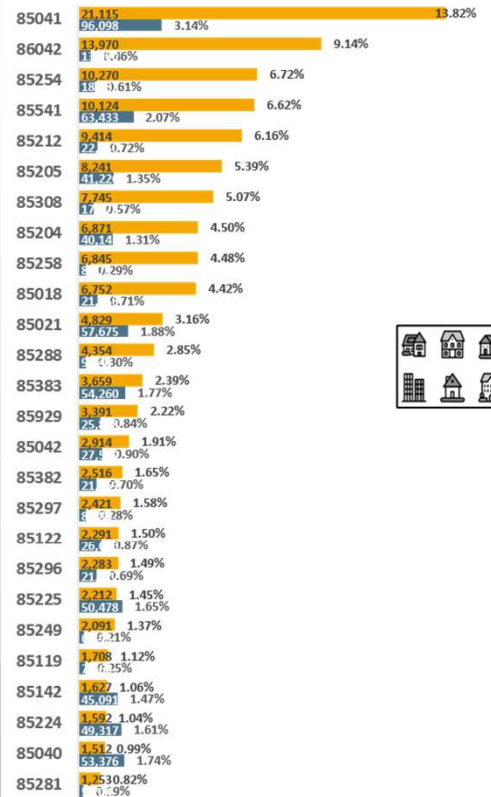


144,211 or 94.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions spend an average of 105.2 minutes per day driving an average of 61.2 miles each day and are 475.7% more likely to use North Hayden Road than the Metro ave

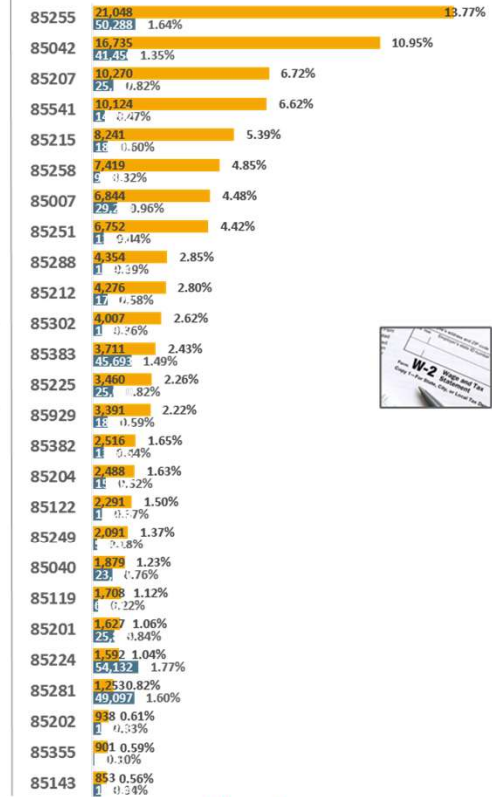
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



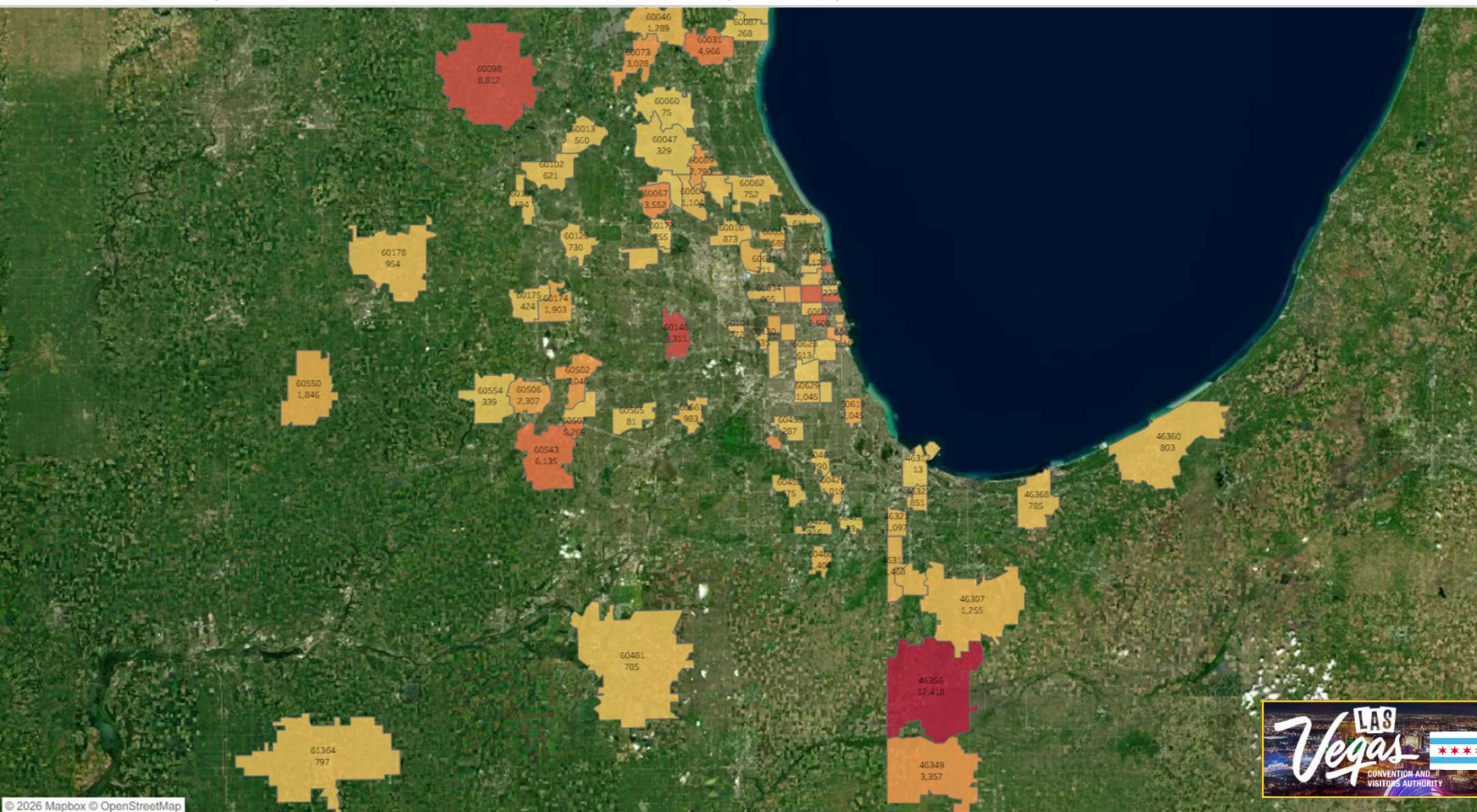
Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



Top Residential Zip Codes: (Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions)



SUM(Adults 25 - 64 wh...
13 12,418



© 2026 Mapbox © OpenStreetMap

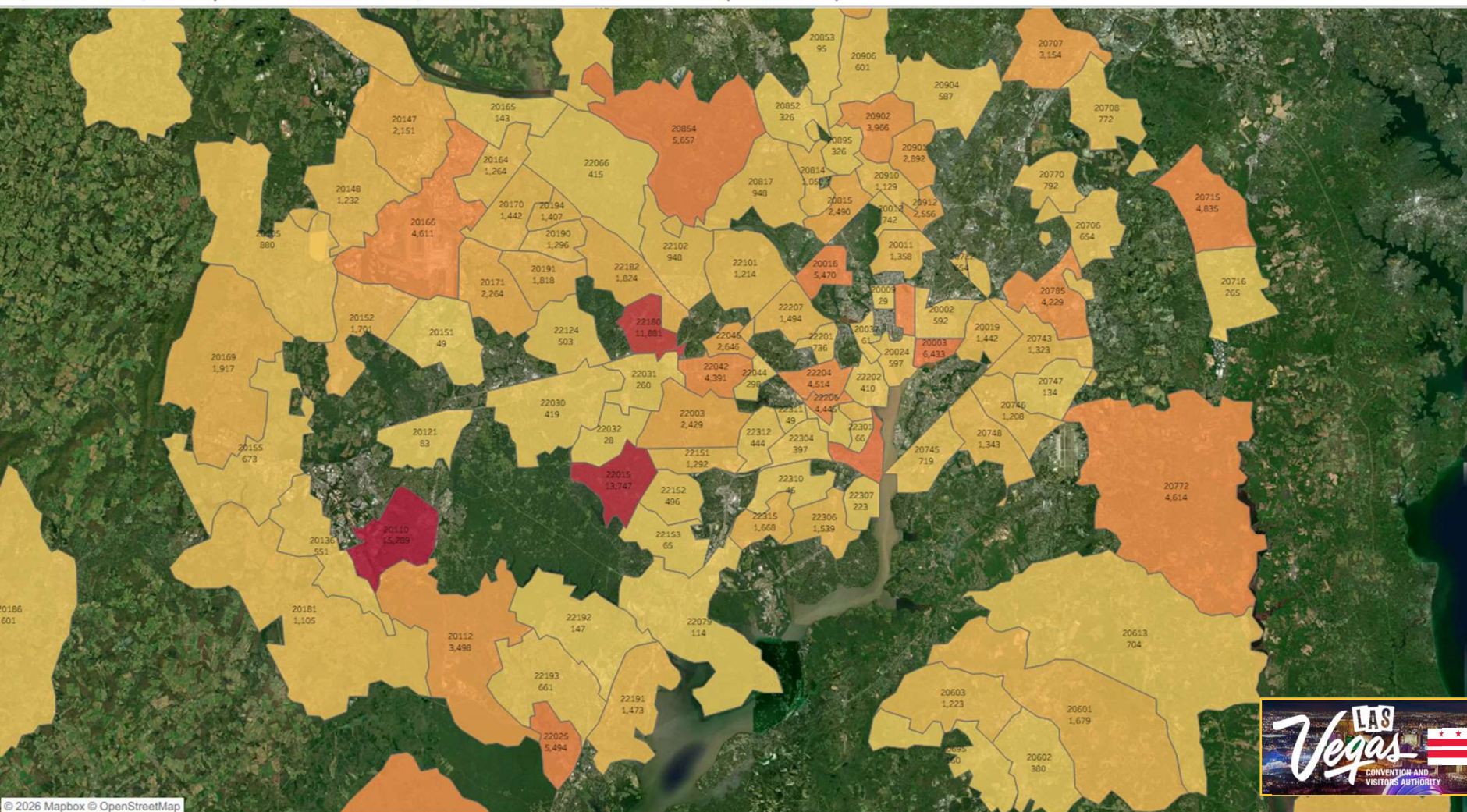
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116

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

soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

Top Residential Zip Codes: (Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions)



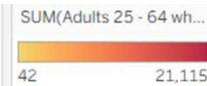
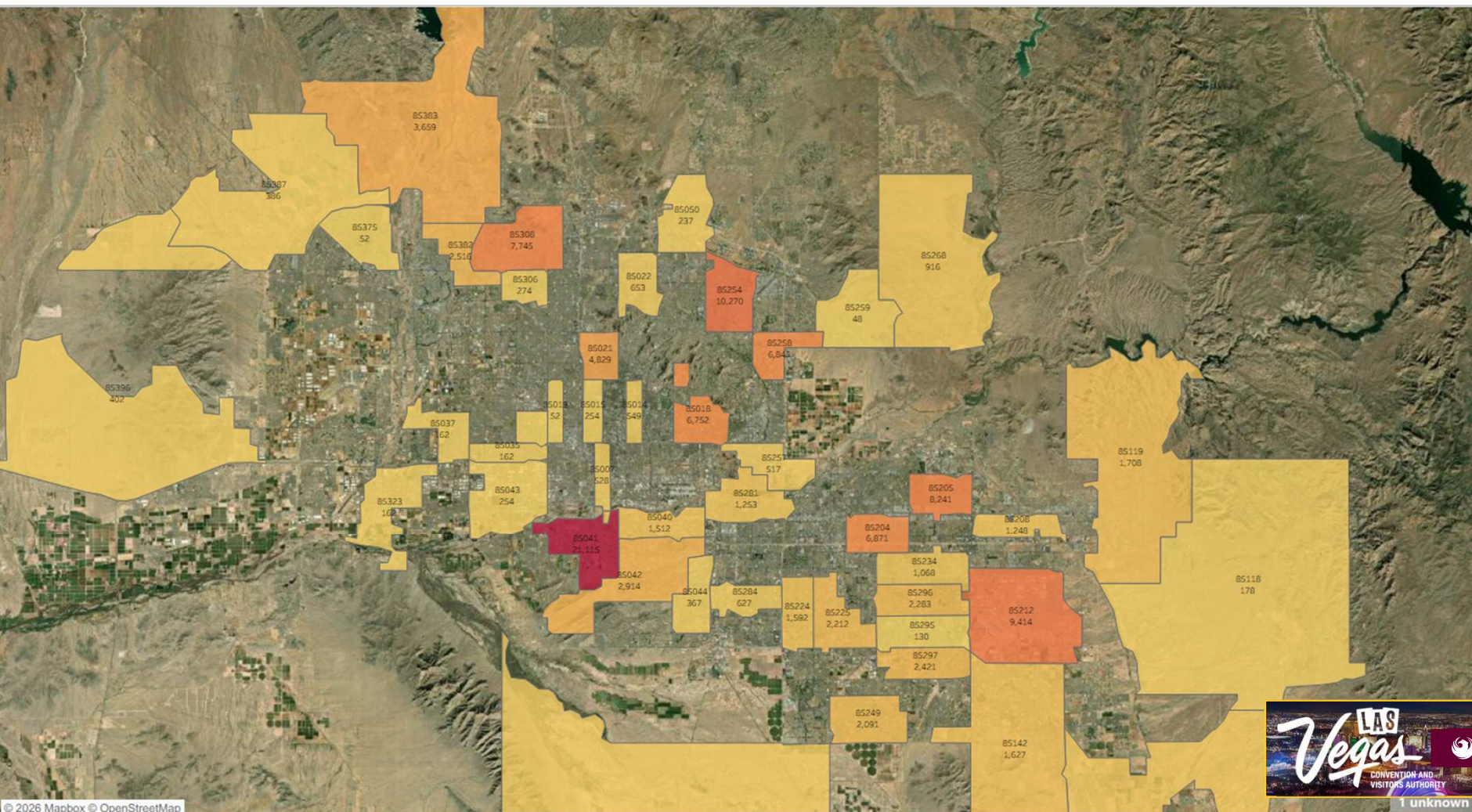
SUM(Adults 25 - 64 wh...



soefa.ai Share of Everything
for Anything.

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

Top Residential Zip Codes: (Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions)



© 2026 Mapbox © OpenStreetMap



1 unknown

PHX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 80

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

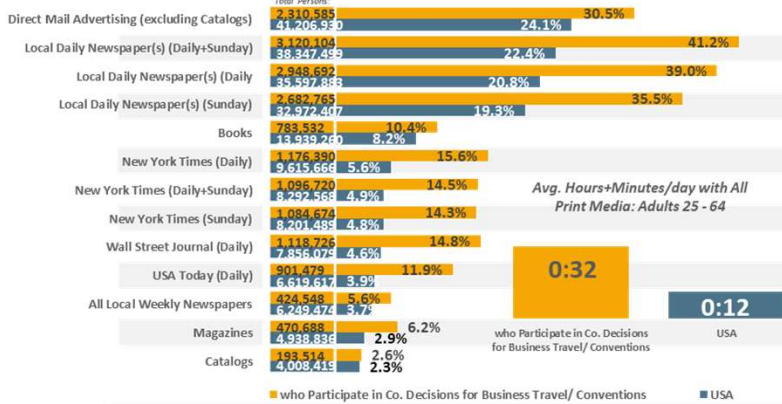
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

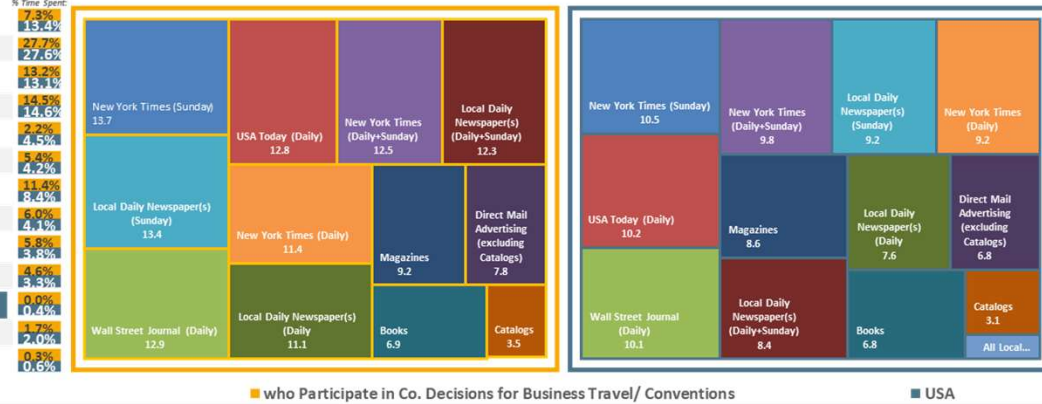


3,120,104 or 41.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.3 minutes every day representing 28.3% of all time spent daily with All forms of Print

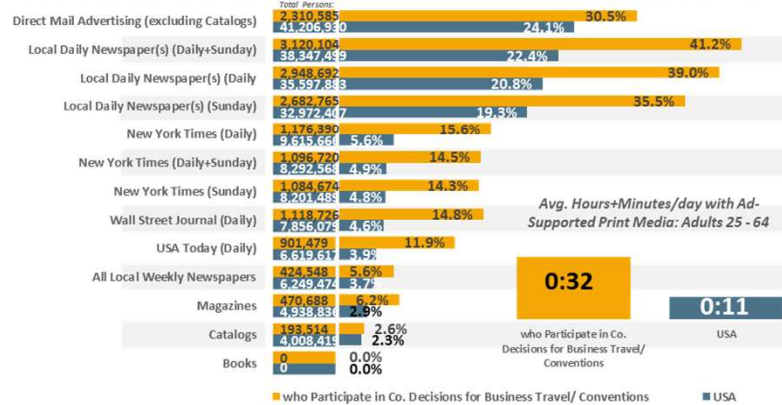
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 868
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

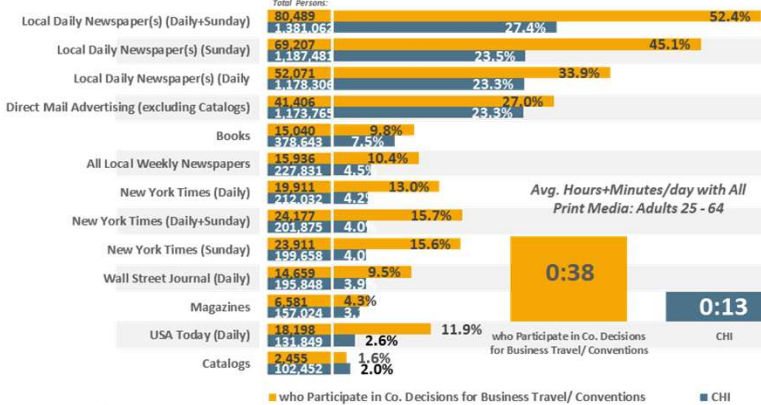
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements

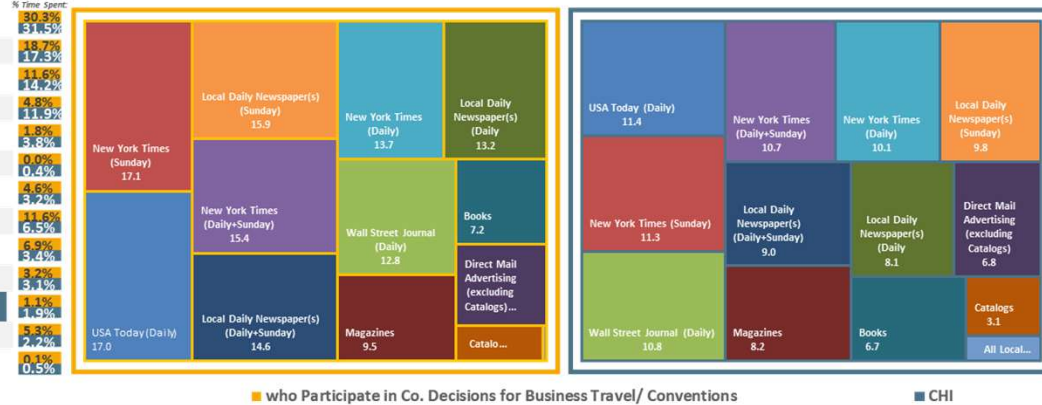


80,489 or 52.4% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.6 minutes every day representing 30.9% of all time spent daily with All forms of Print M

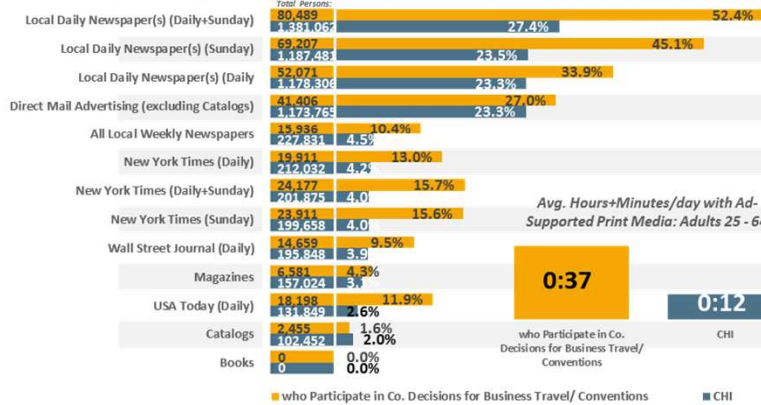
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



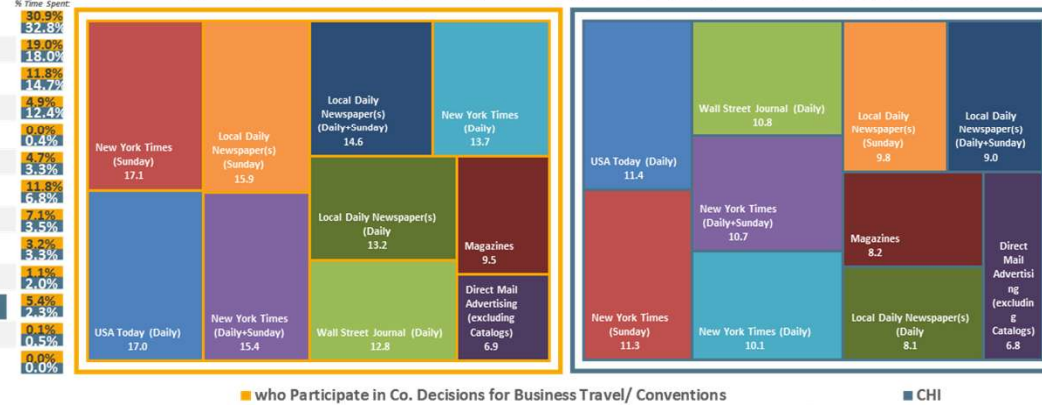
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



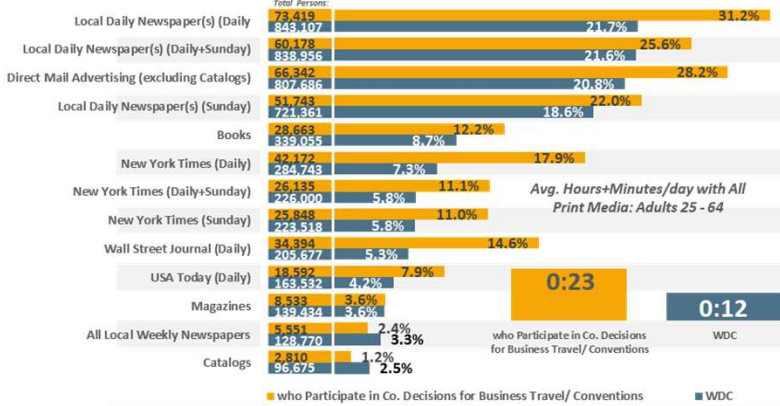
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



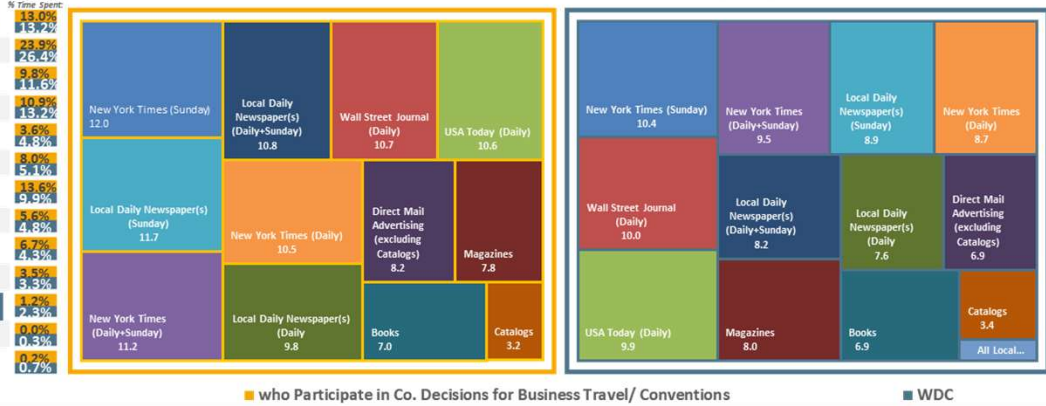


60,178 or 25.6% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 24.8% of all time spent daily with All forms of Print M

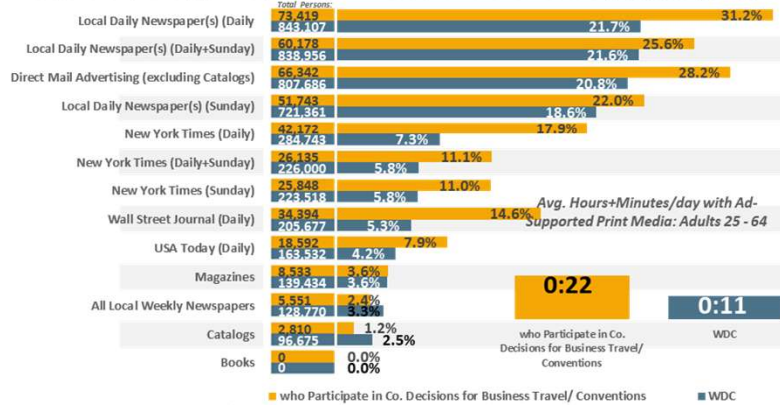
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



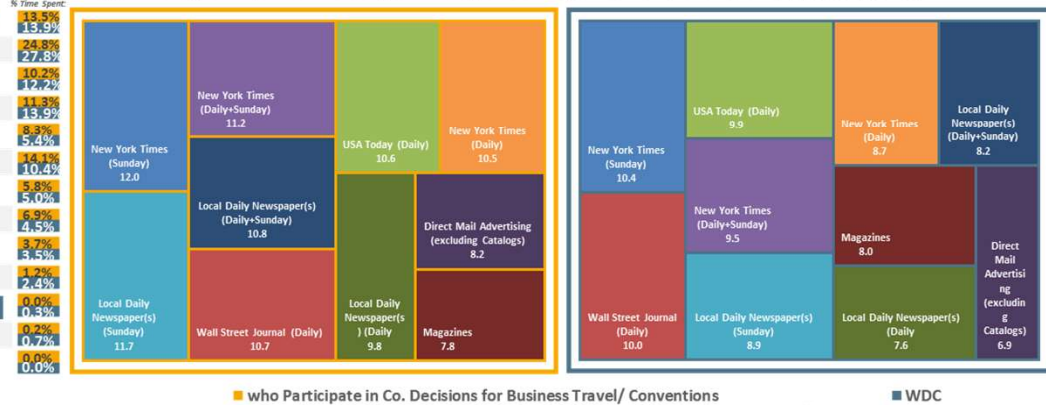
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



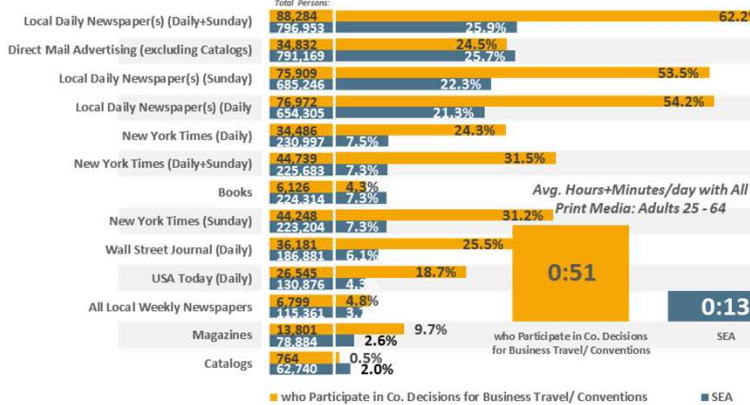
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



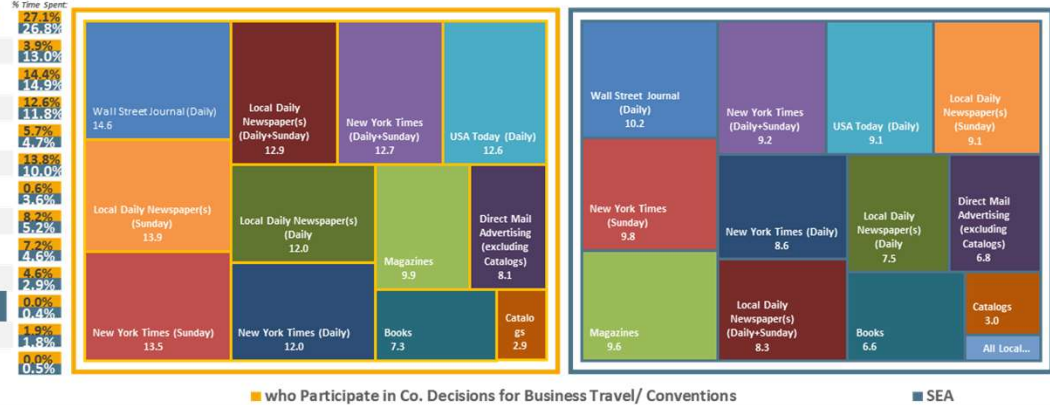


88,284 or 62.2% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 27.2% of all time spent daily with All forms of Print M

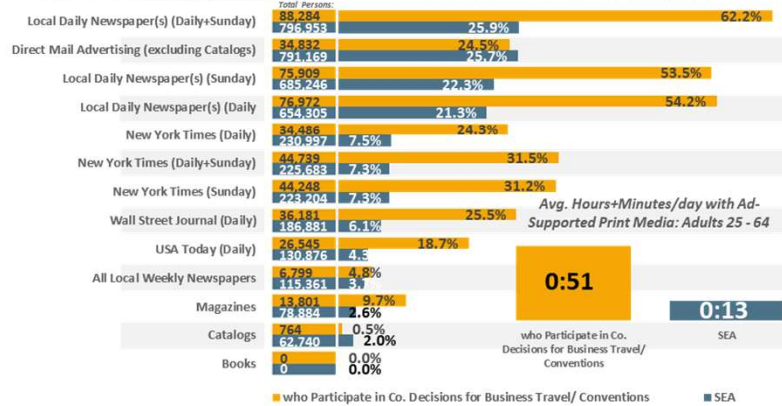
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



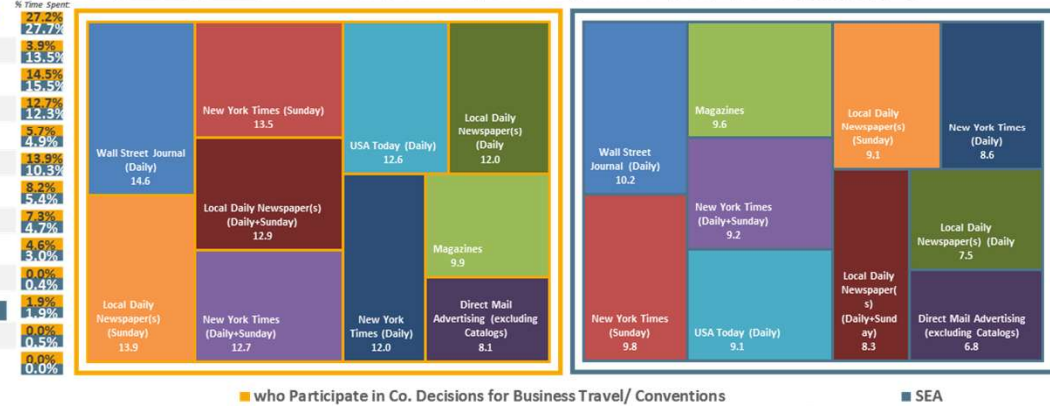
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



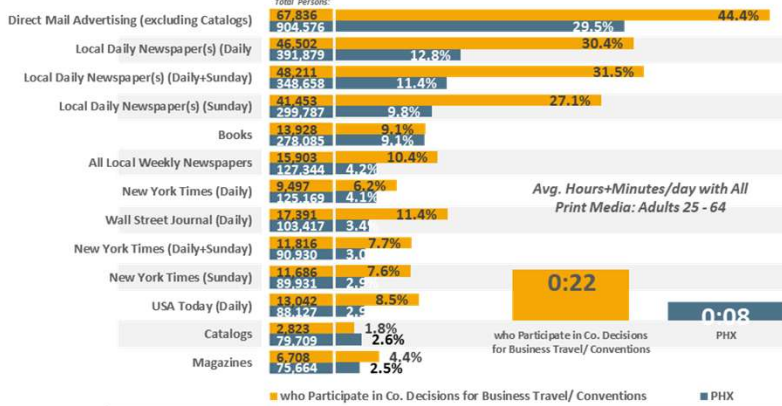
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



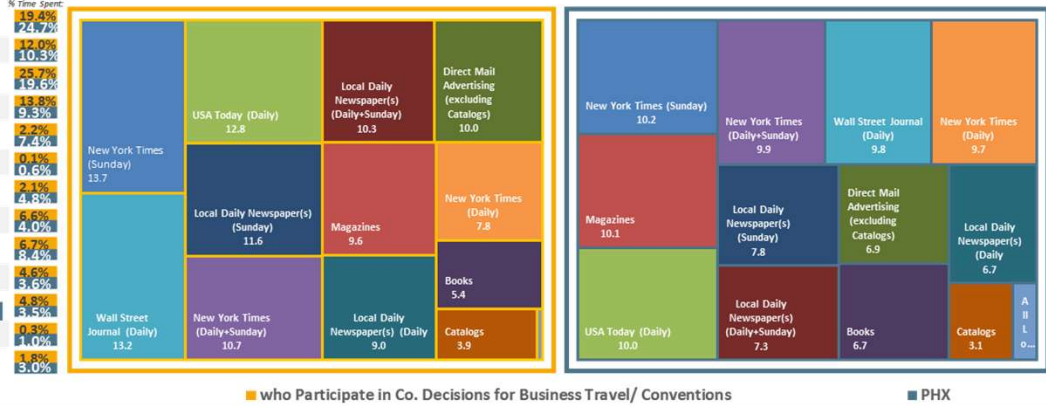


48,211 or 31.5% of Adults 25 - 64 who Participate in Co. Decisions for Business Travel/ Conventions read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 26.3% of all time spent daily with All forms of Print M

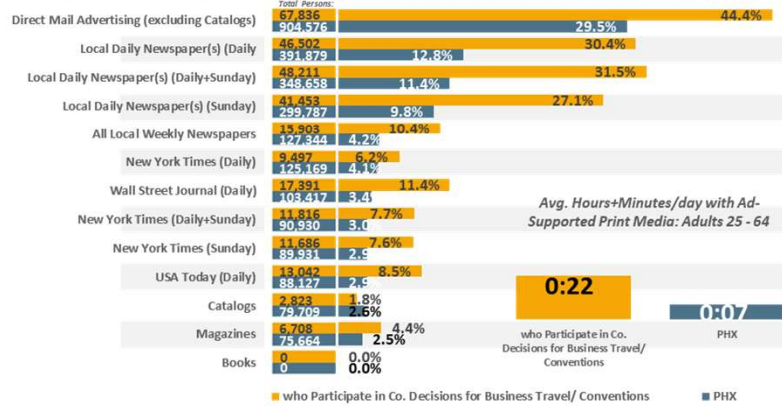
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



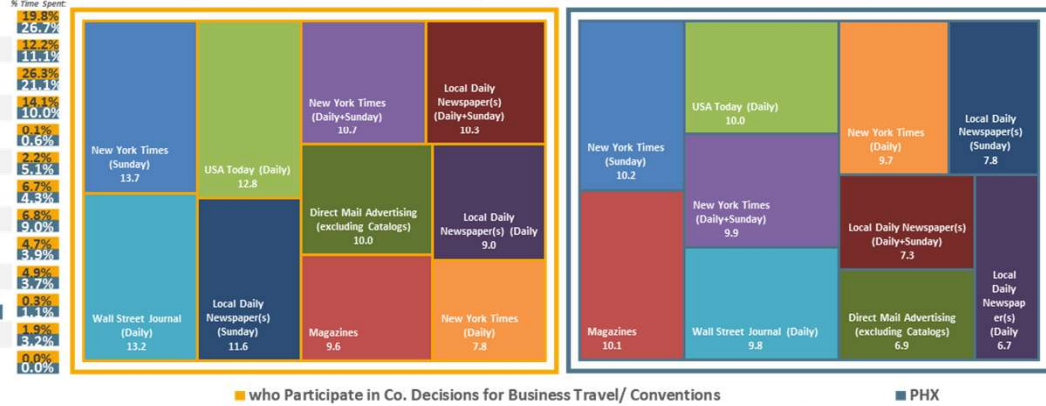
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



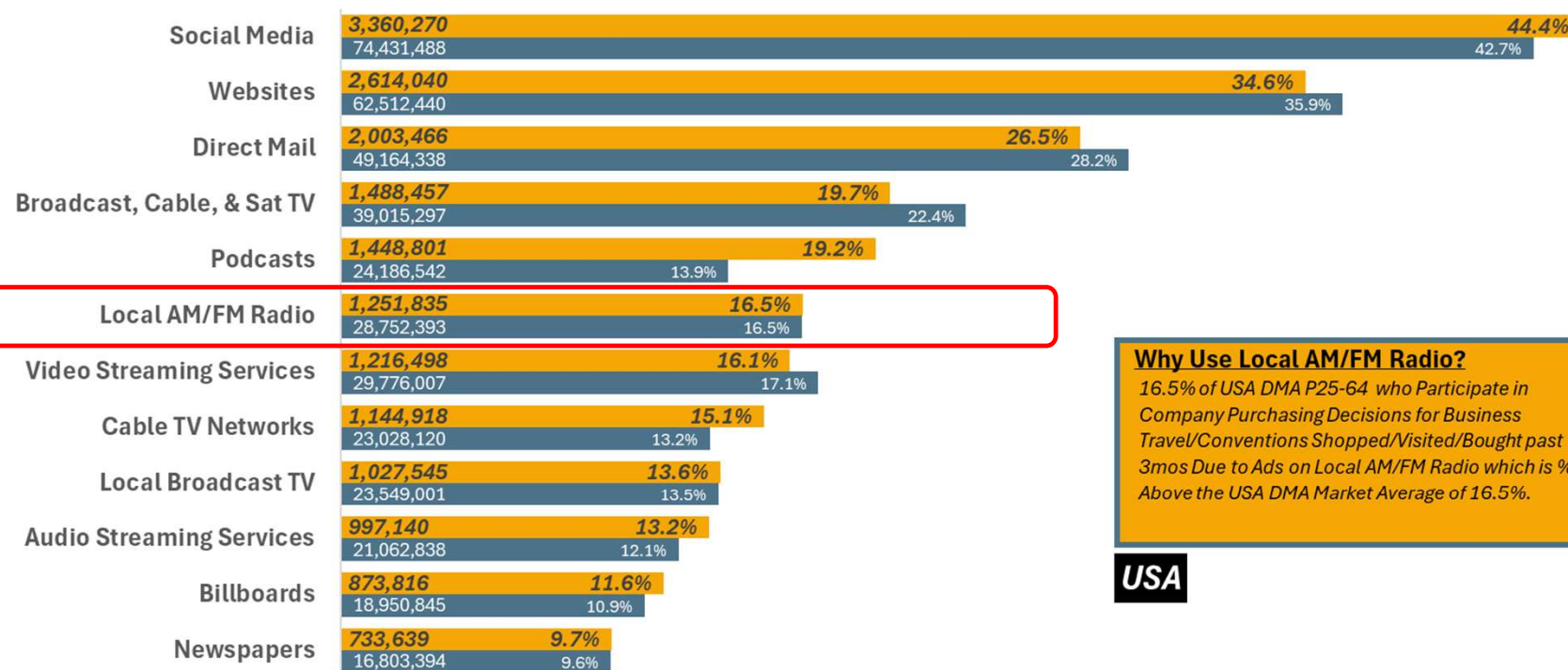
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





"Advertising Actions"

P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of USA DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 16.5%.

USA

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026: Oct24-Mar26 Qual Intab: 772

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

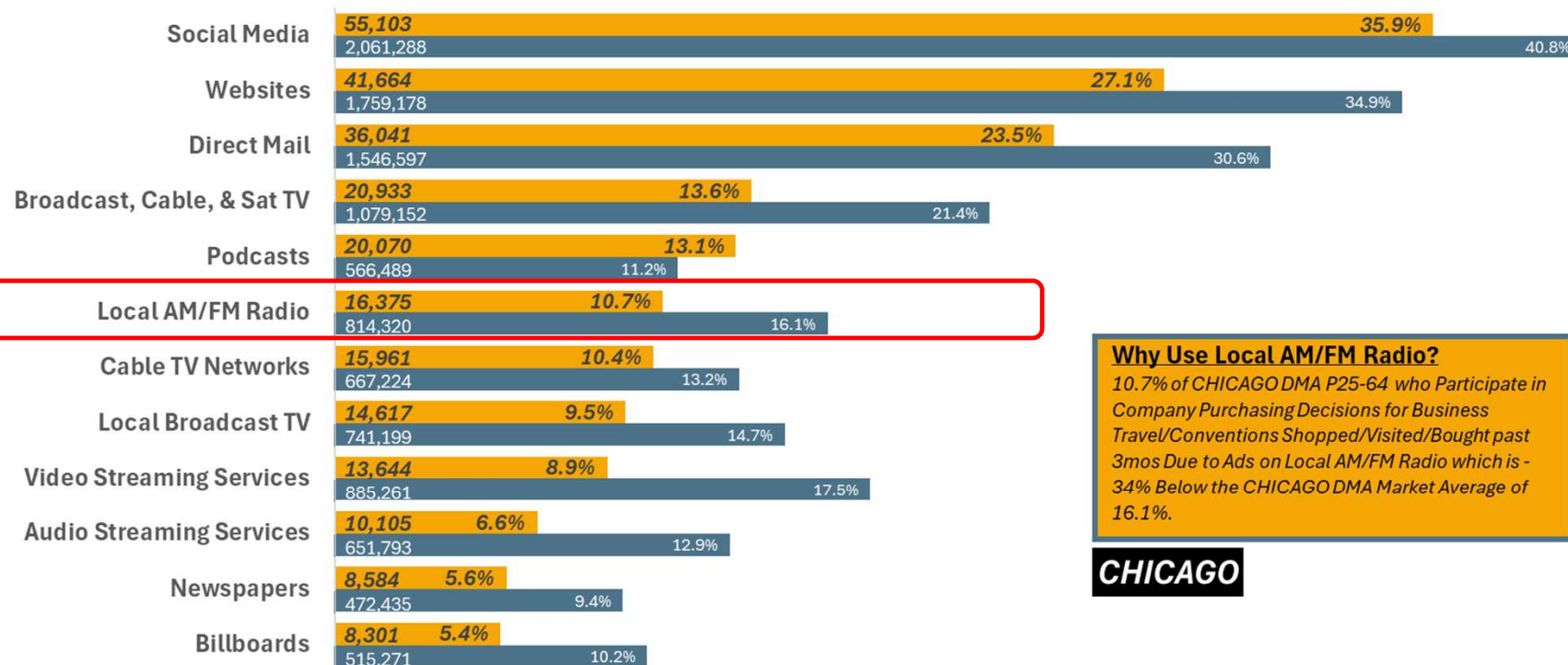
soefa.ai Share of Everything for Anything ©

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



"Advertising Actions"

P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.7% of CHICAGO DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 34% Below the CHICAGO DMA Market Average of 16.1%.

CHICAGO

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 102

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

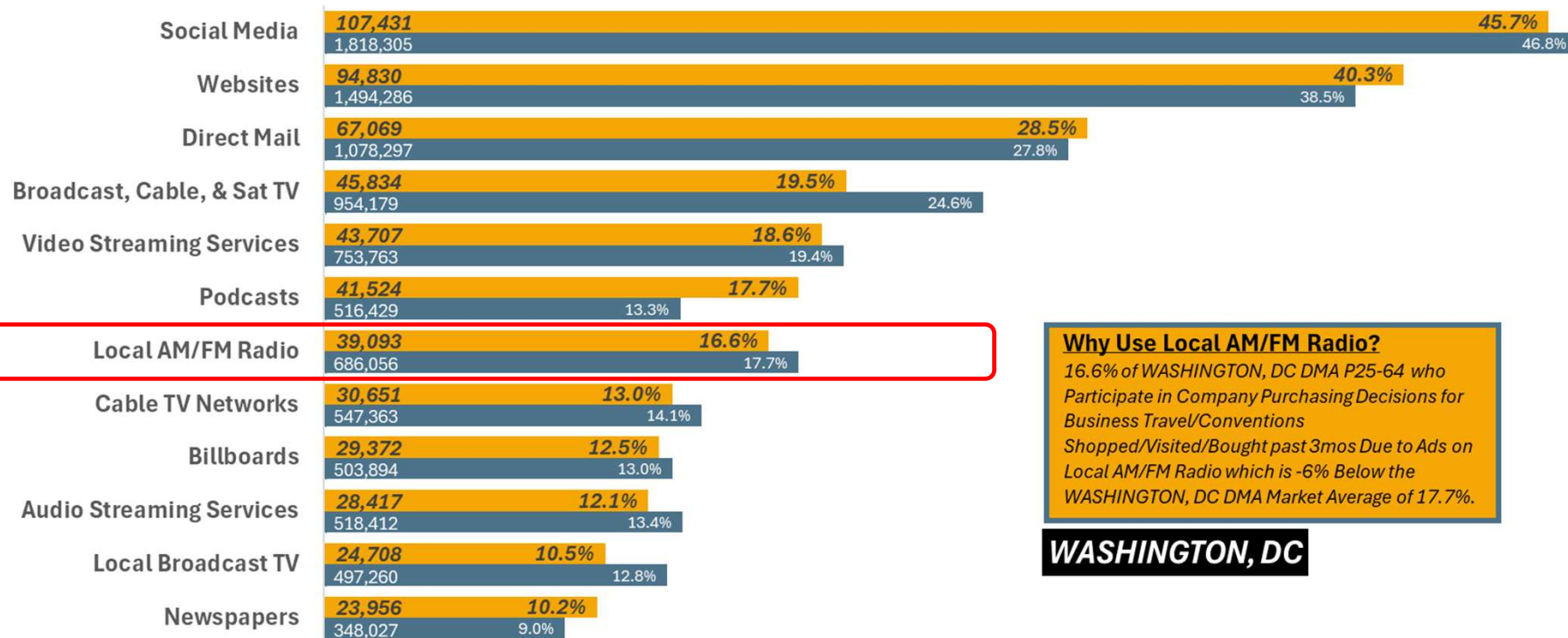
soefa.ai Share of Everything for Anything ©

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



"Advertising Actions"

P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.6% of WASHINGTON, DC DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the WASHINGTON, DC DMA Market Average of 17.7%.

WASHINGTON, DC

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 250

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

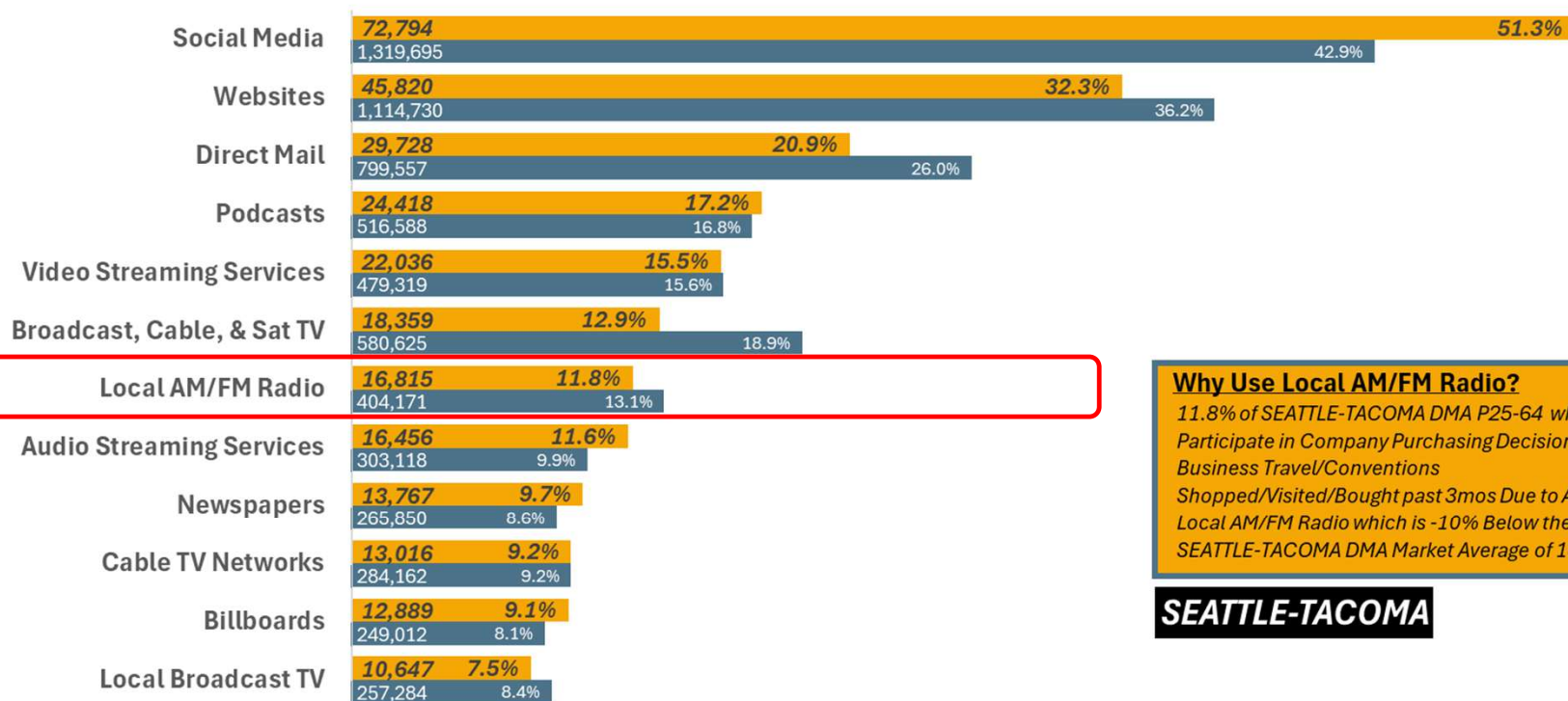
soefa.ai Share of Everything for Anything ®

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



"Advertising Actions"

P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.8% of SEATTLE-TACOMA DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the SEATTLE-TACOMA DMA Market Average of 13.1%.

SEATTLE-TACOMA

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 138

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

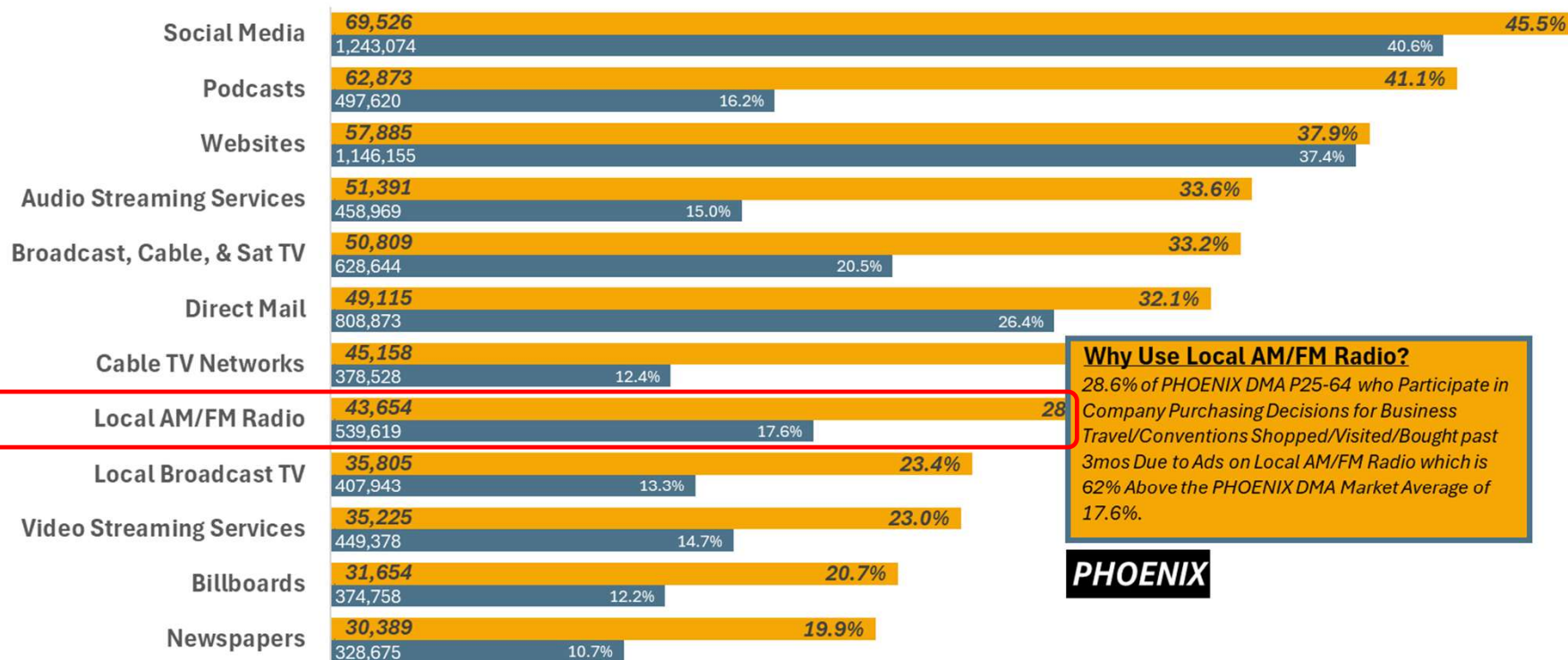
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements



"Advertising Actions"

P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

28.6% of PHOENIX DMA P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 62% Above the PHOENIX DMA Market Average of 17.6%.

PHOENIX

■ P25-64 who Participate in Company Purchasing Decisions for Business Travel/Conventions (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 69

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

soefa.ai Share of Everything for Anything ®

Company purchasing decisions participated in past 12 months: Business travel/convention arrangements