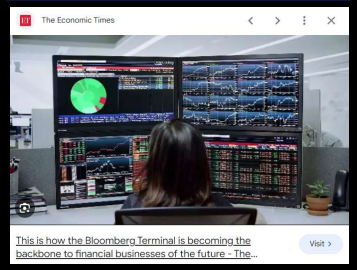
USA–5 Demos of the PHOENIX, AZ DMA vs. the USA...

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles







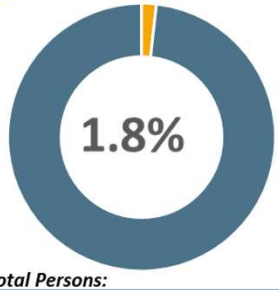
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!



P18+

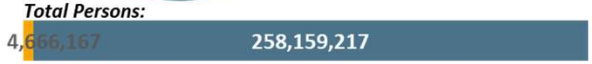
1.8% or 4,666,167 of USA Adults 18 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Typical Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 49.4 years old (1.1% older than average) and have a $82,945 (8.2% lower than average) annual household income.

Percent of Market: Adults 18 or older

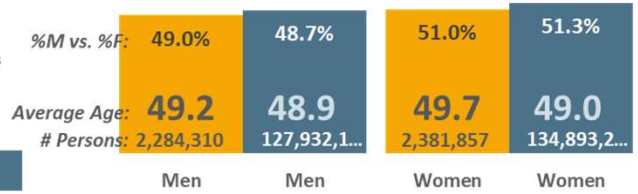


- who Live in the PHOENIX-PRESCOTT, AZ, DMA
- Remainder of USA DMAs

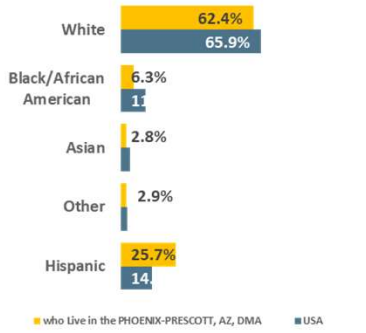
Total Persons:



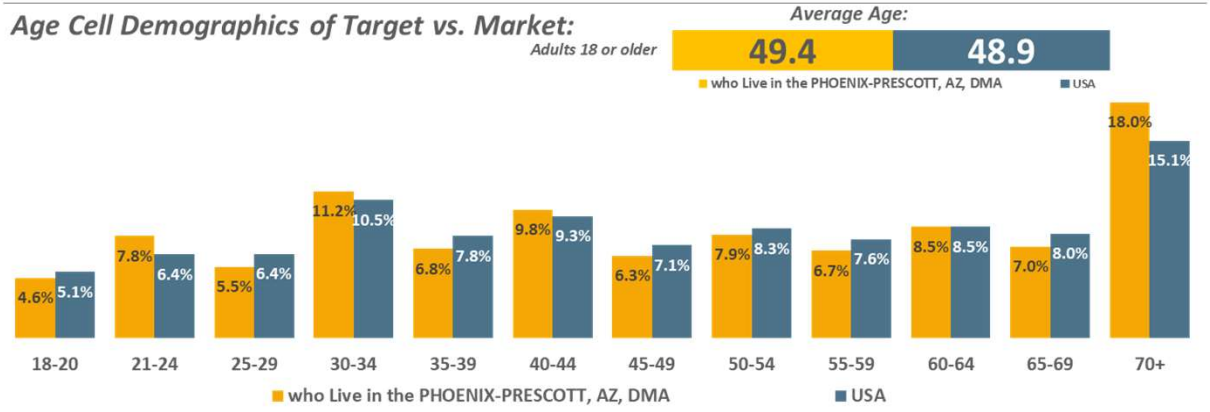
Gender of Target vs. Market: Adults 18 or older



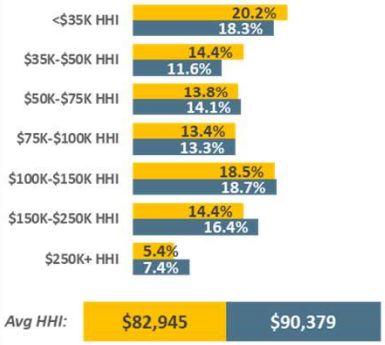
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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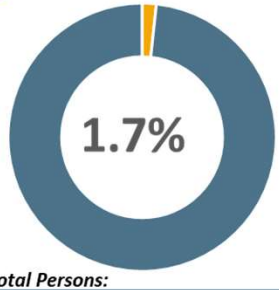
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



P25-54

1.7% or 2,212,675 of USA Adults 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Typical Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 40. years old (.% younger than average) and have a $91,367 (8.8% lower than average) annual household income.

Percent of Market: Adults 25 - 54



- who Live in the PHOENIX-PRESCOTT, AZ, DMA
- Remainder of USA DMAs

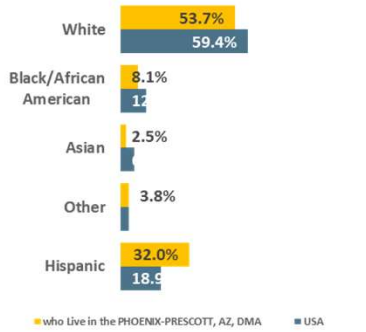
Total Persons:

2,212,675	127,774,820

Gender of Target vs. Market: Adults 25 - 54

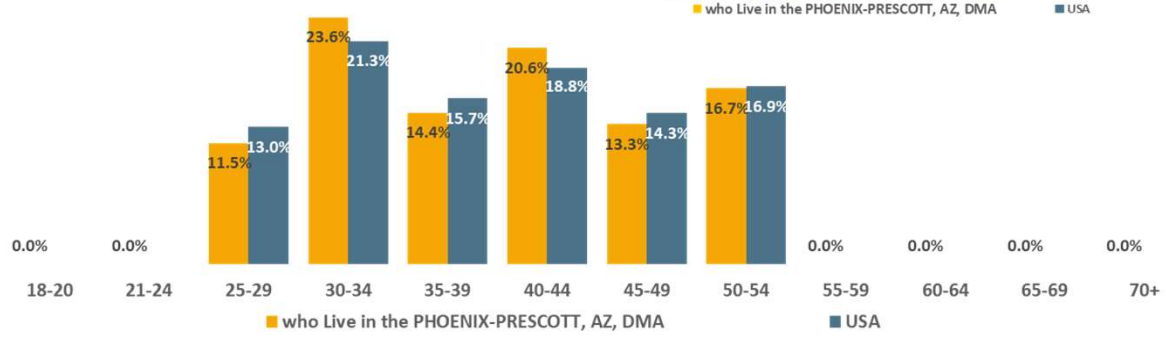
	Men	Men	Women	Women
%M vs. %F:	50.3%	50.0%	49.7%	50.0%
Average Age:	39.8	40.0	40.2	40.1
# Persons:	1,112,389	64,941,797	1,100,286	65,045,698

Ethnicity of Target vs. Market:

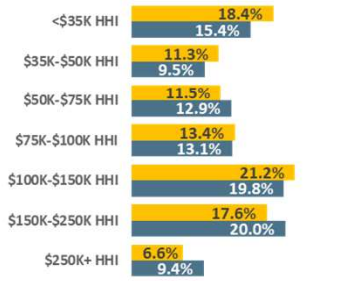


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	40.0	40.0



HHI of Target vs. Market:



Avg HHI:	$91,367	$100,221

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

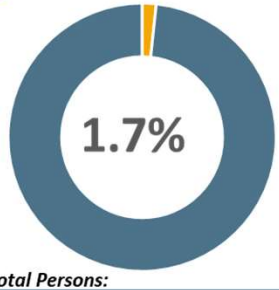
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W25-54

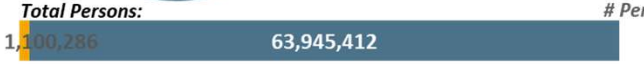
1.7% or 1,100,286 of USA Women 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Typical Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 40.2 years old (.4% older than average) and have a $74,723 (16.9% lower than average) annual household income.

Percent of Market: Women 25 - 54



- who Live in the PHOENIX-PRESCOTT, AZ, DMA
- Remainder of USA DMAs

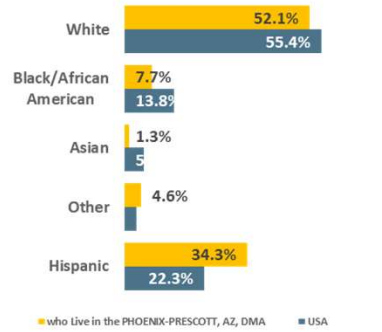
Total Persons:



Gender of Target vs. Market: Women 25 - 54

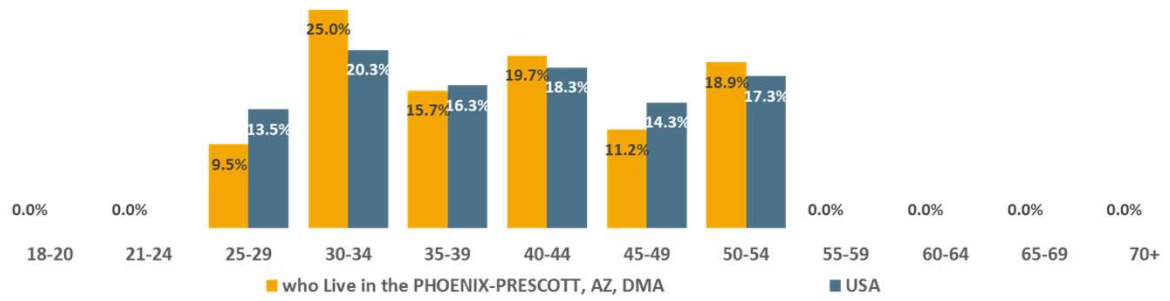
	Men	Men	Women	Women
%M vs. %F:	0.0%		100.0%	100.0%
Average Age:	0.0	0.0	40.2	40.1
# Persons:	0		1,100,286	65,045,698

Ethnicity of Target vs. Market:

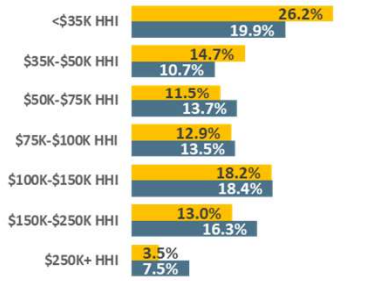


Age Cell Demographics of Target vs. Market:

Women 25 - 54	Average Age: 40.2	40.1



HHI of Target vs. Market:



Avg HHI:	$74,723	$89,873

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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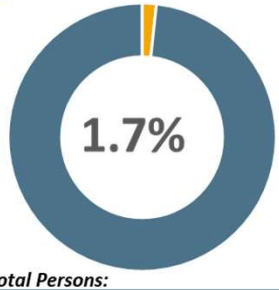
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



M25-54

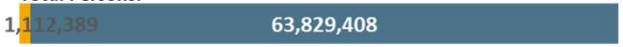
1.7% or 1,112,389 of USA Men 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Typical Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 39.8 years old (.4% younger than average) and have a $107,831 (2.5% lower than average) annual household income.

Percent of Market: Men 25 - 54

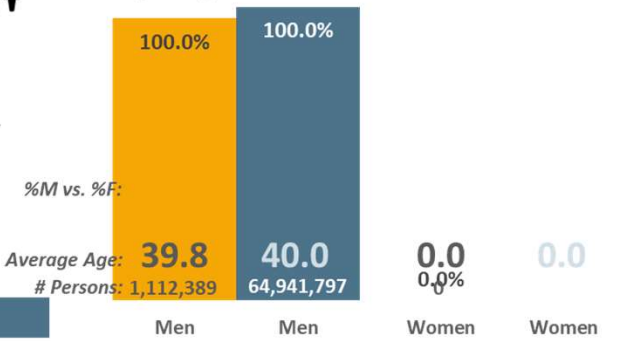


- who Live in the PHOENIX-PRESCOTT, AZ, DMA
- Remainder of USA DMAs

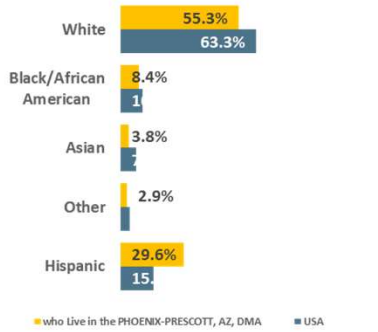
Total Persons:



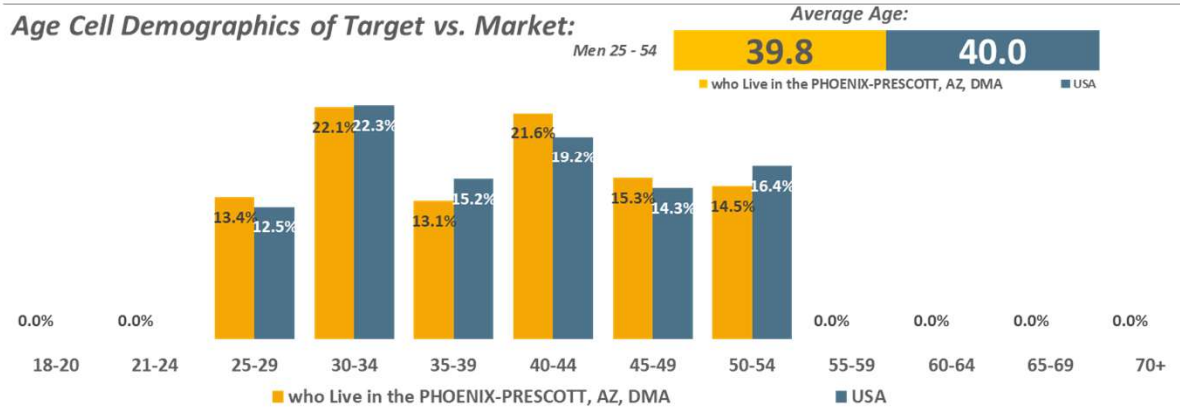
Gender of Target vs. Market: Men 25 - 54



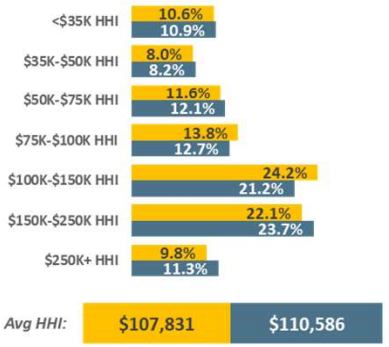
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

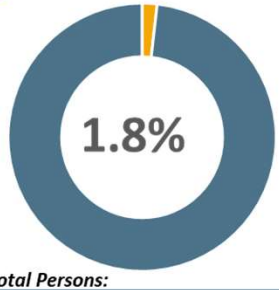
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P50+

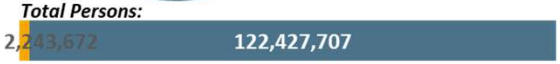
1.8% or 2,243,672 of USA Adults 50 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Typical Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 66.5 years old (1.5% older than average) and have a $80,707 (5.8% lower than average) annual household income.

Percent of Market: Adults 50 or older

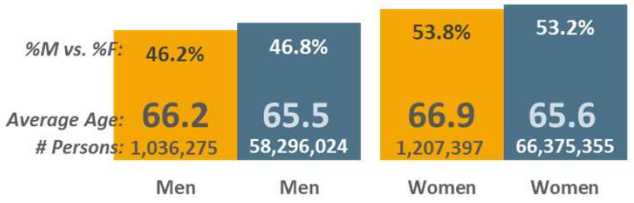


- who Live in the PHOENIX-PRESCOTT, AZ, DMA
- Remainder of USA DMAs

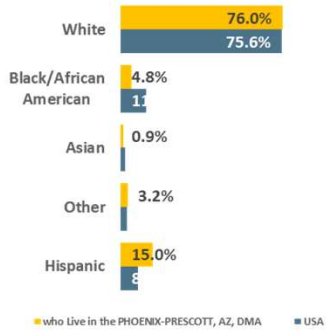
Total Persons:



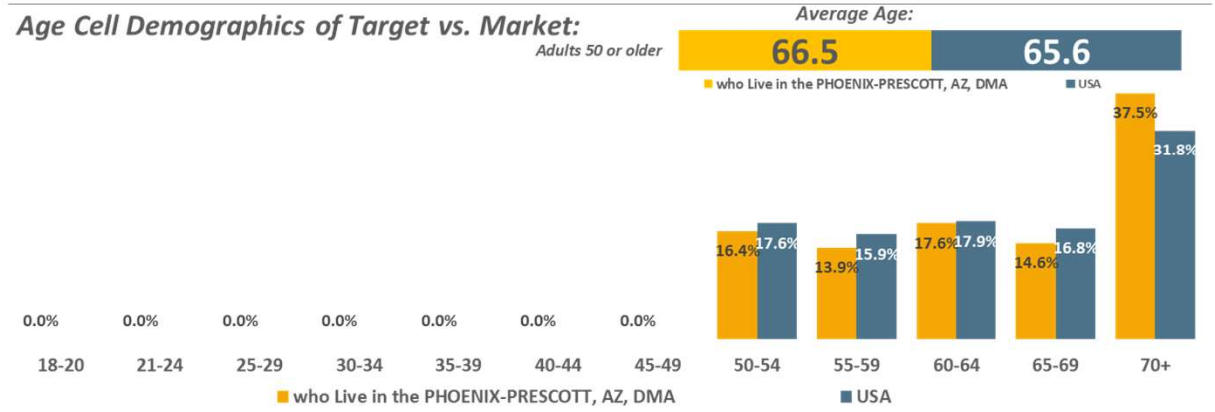
Gender of Target vs. Market: Adults 50 or older



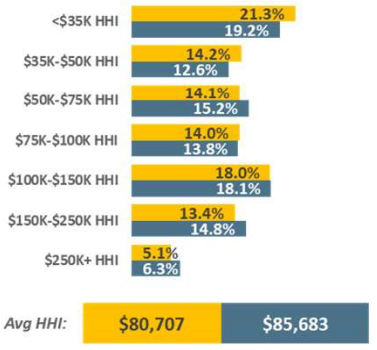
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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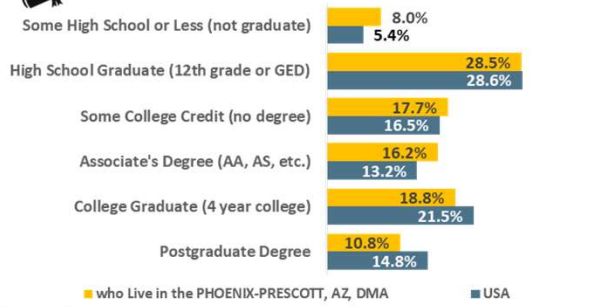
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



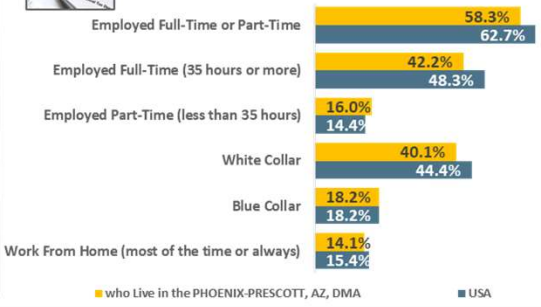
P18+

1.8% or 4,666,167 of USA Adults 18 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 18.4% less likely to be a college graduate, 12.5% less likely to work full-time, .1% more likely to be married, 4.4% less likely to be a parent of 1 or more children under 18.

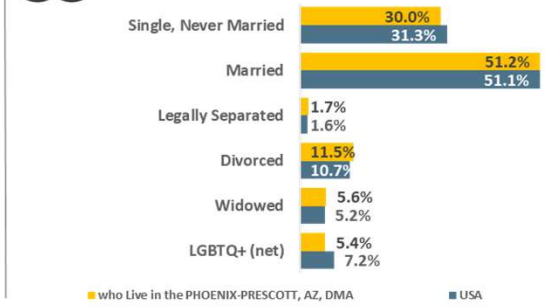
Education Levels: Adults 18 or older



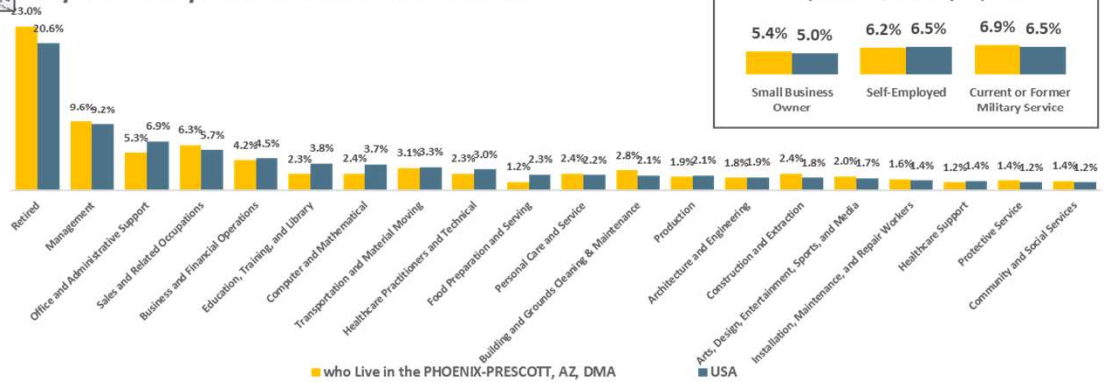
Employment: Adults 18 or older



Marital Status: Adults 18 or older

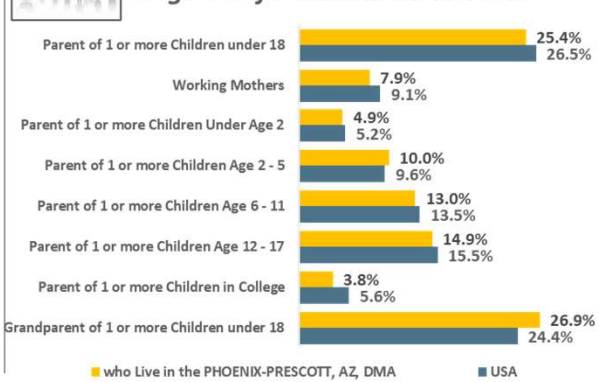


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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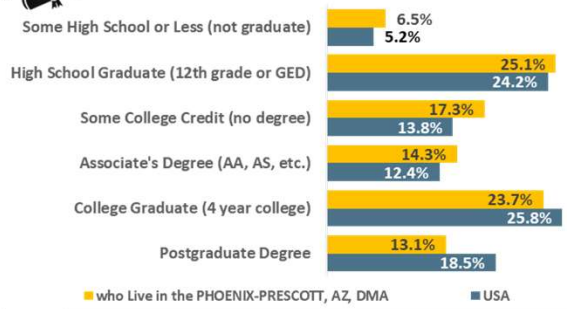
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



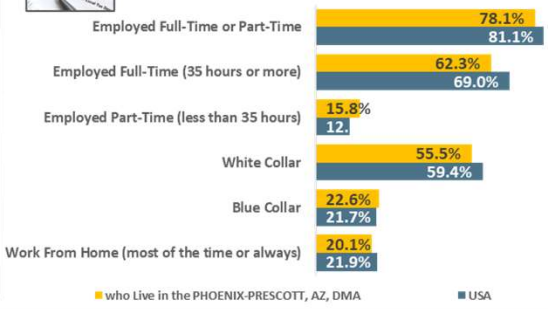
P25-54

1.7% or 2,212,675 of USA Adults 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 17.1% less likely to be a college graduate, 9.6% less likely to work full-time, 2.4% less likely to be married, 2.9% less likely to be a parent of 1 or more children under 18.

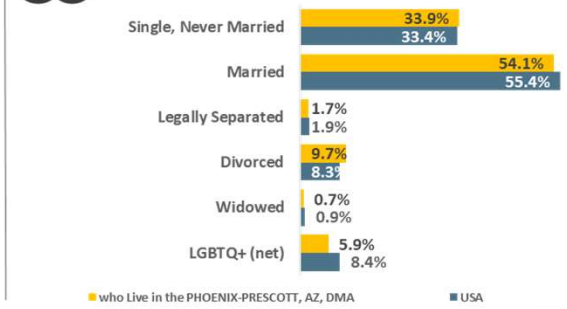
Education Levels: Adults 25 - 54



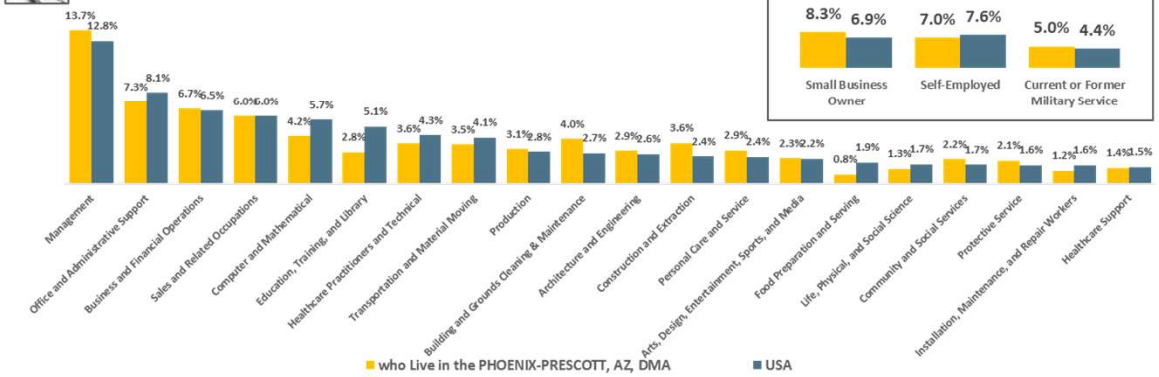
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

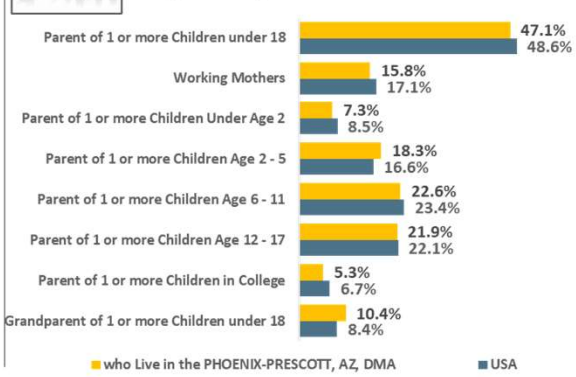


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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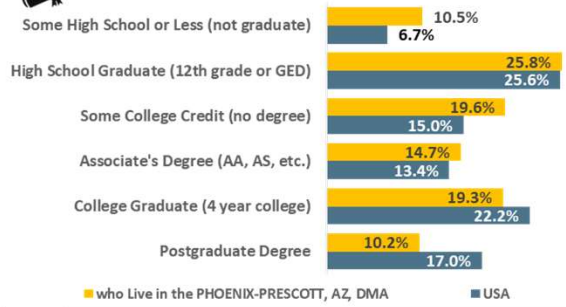
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



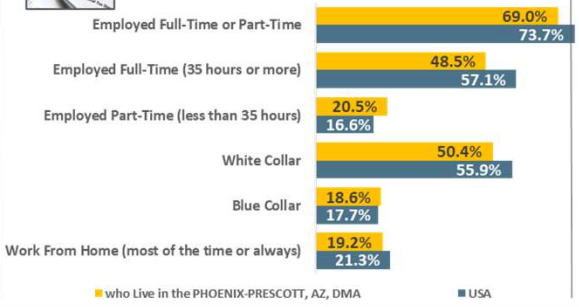
W25-54

1.7% or 1,100,286 of USA Women 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 24.9% less likely to be a college graduate, 15.1% less likely to work full-time, 1.9% less likely to be married, 20.9% more likely to be a grandparent of 1 or more children under 18.

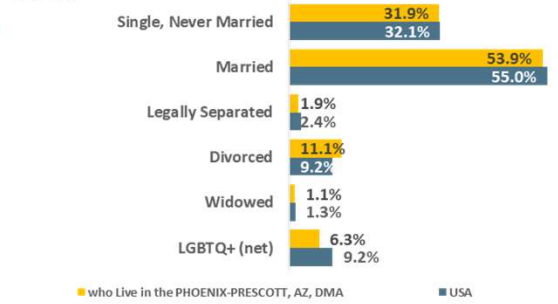
Education Levels: Women 25 - 54



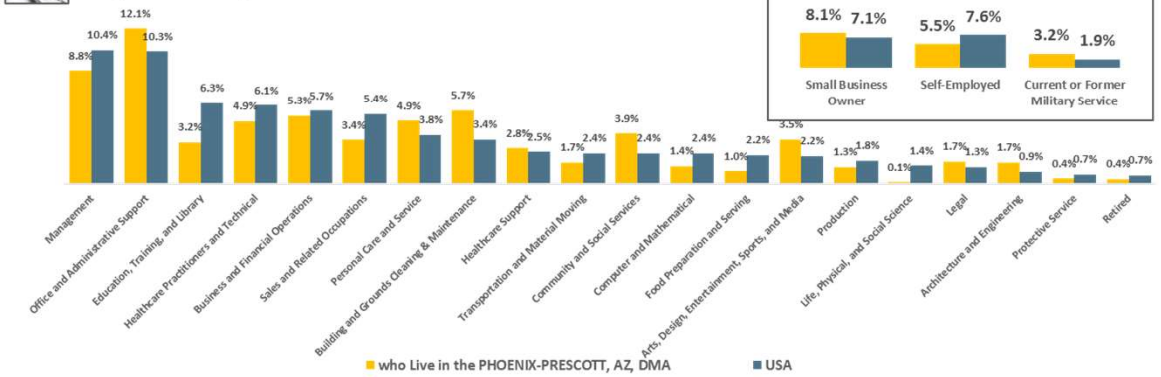
Employment: Women 25 - 54



Marital Status: Women 25 - 54

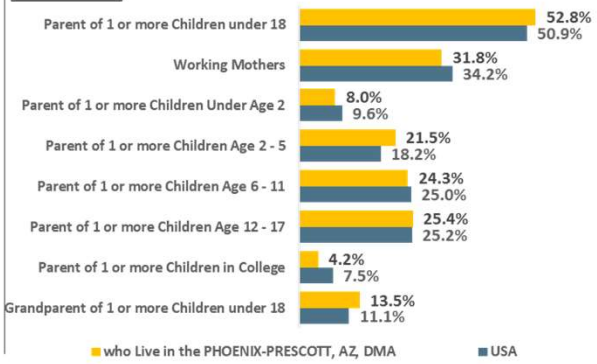


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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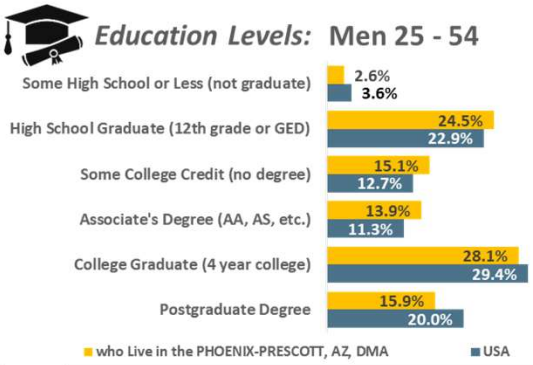
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



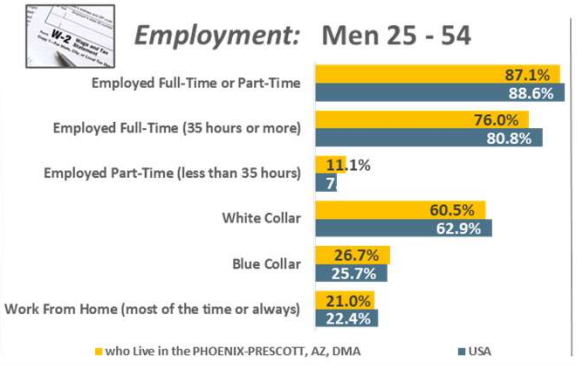
M25-54

1.7% or 1,112,389 of USA Men 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 11.% less likely to be a college graduate, 6.% less likely to work full-time, 2.9% less likely to be married, 10.1% less likely to be a parent of 1 or more children under 18.

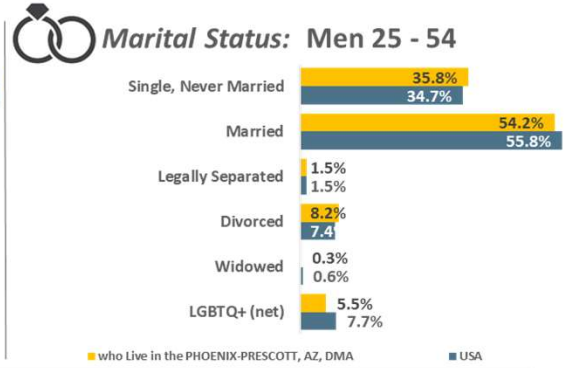
Education Levels: Men 25 - 54



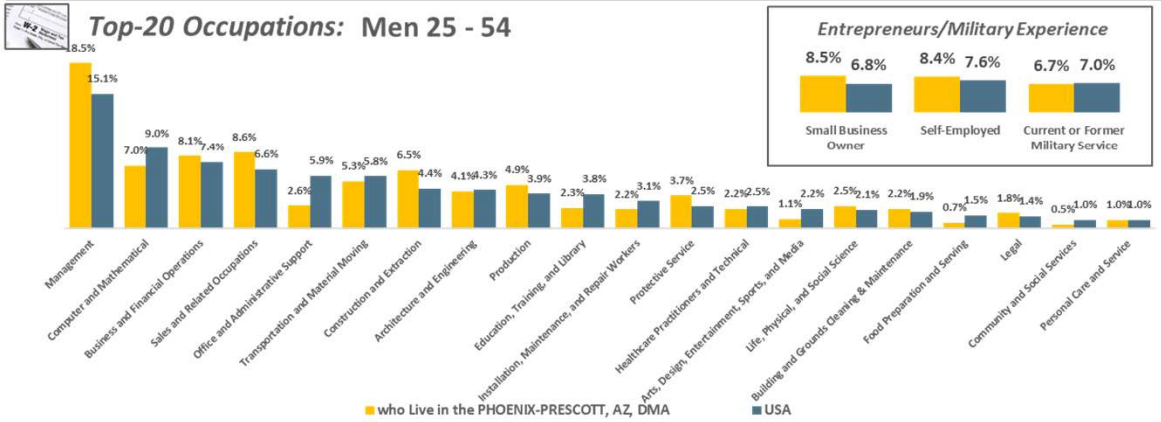
Employment: Men 25 - 54



Marital Status: Men 25 - 54

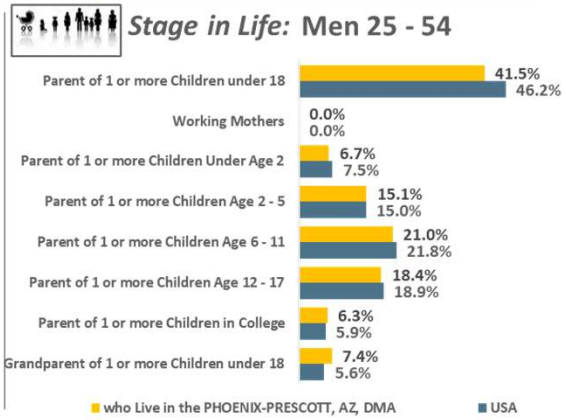


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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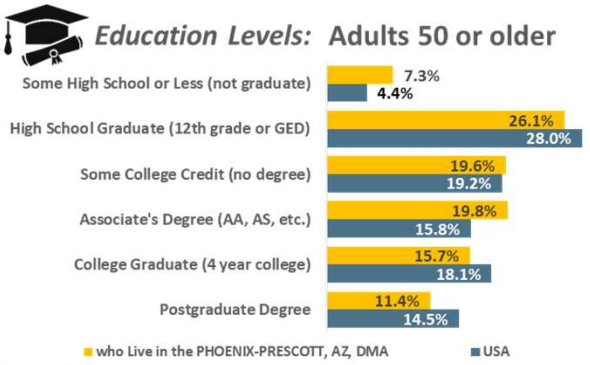
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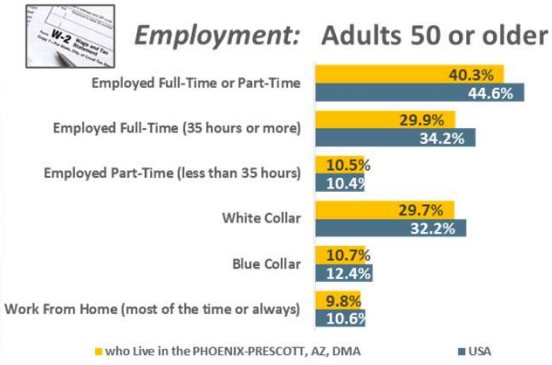
P50+

1.8% or 2,243,672 of USA Adults 50 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 16.8% less likely to be a college graduate, 12.6% less likely to work full-time, 4.% more likely to be married, 9.5% more likely to be a grandparent of 1 or more children under 18.

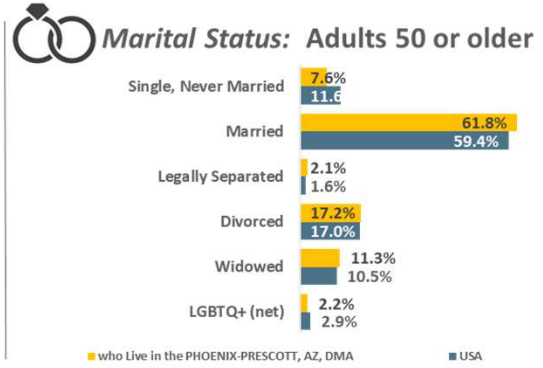
Education Levels: Adults 50 or older



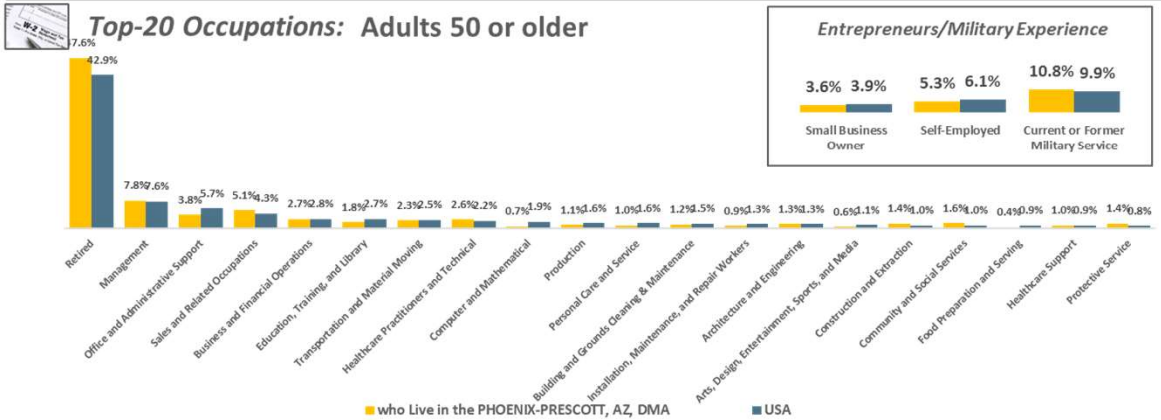
Employment: Adults 50 or older



Marital Status: Adults 50 or older

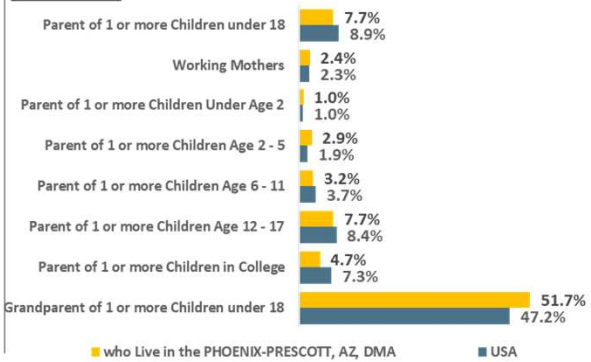


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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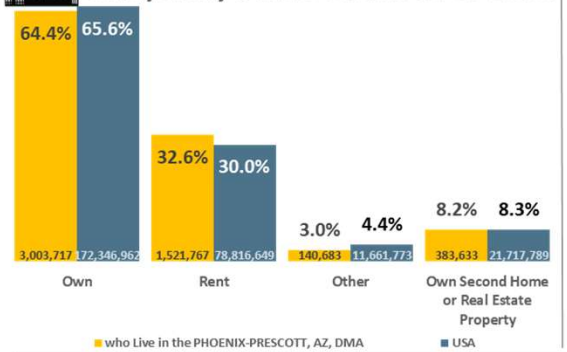
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



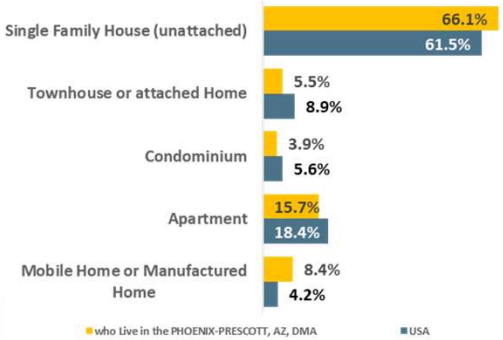
P18+

1.8% or 4,666,167 of USA Adults 18 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 1.8% less likely to own their home, 29.7% more likely to own a higher valued home, 7.5% more likely to have a single-family home, 14.3% more likely to have a dog.

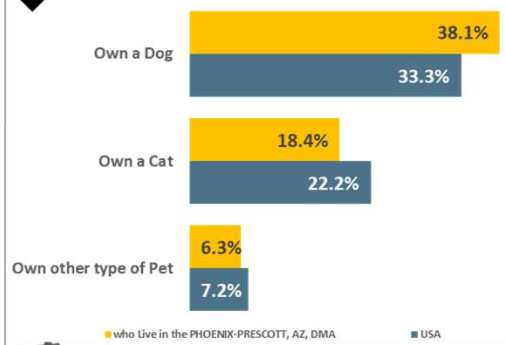
Own/Rent/Other: Adults 18 or older



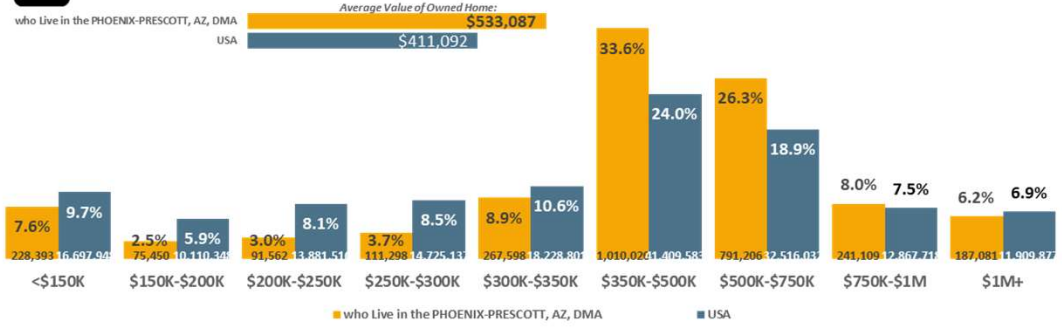
Type of Home: Adults 18 or older



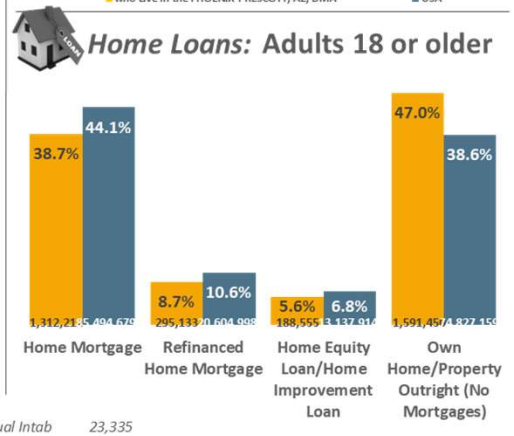
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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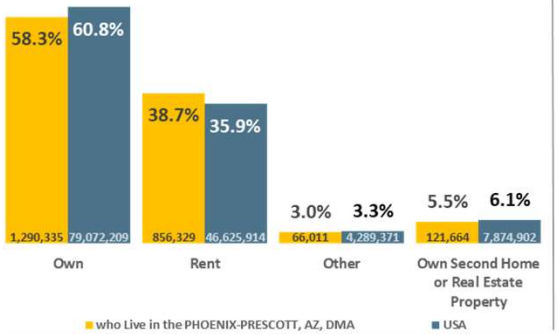
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



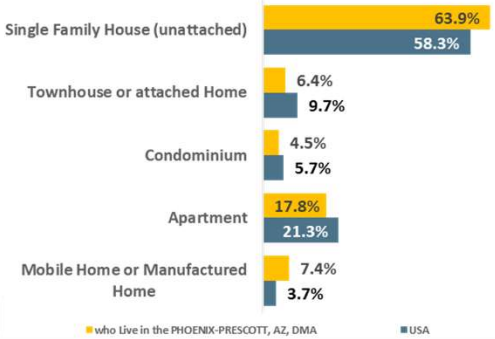
P25-54

1.7% or 2,212,675 of USA Adults 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 4.1% less likely to own their home, 30.2% more likely to own a higher valued home, 9.7% more likely to have a single-family home, 14.6% more likely to have a dog.

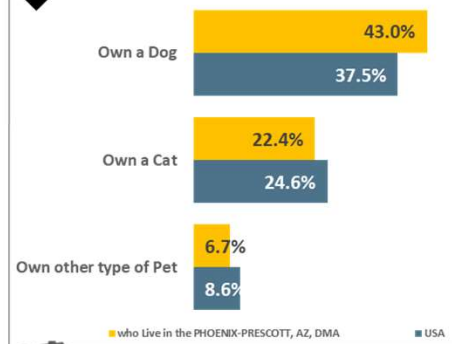
Own/Rent/Other: Adults 25 - 54



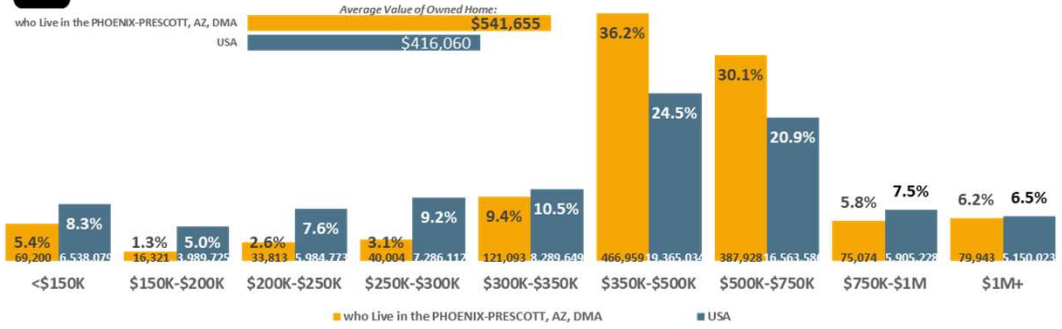
Type of Home: Adults 25 - 54



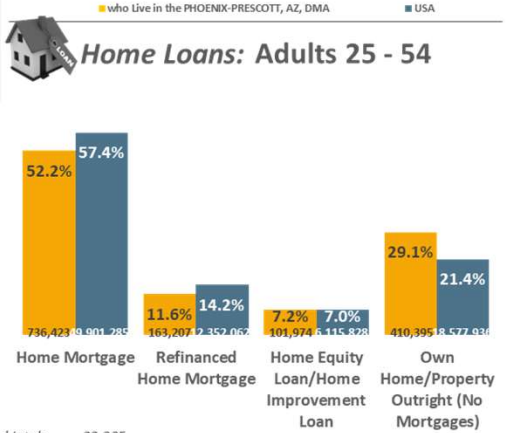
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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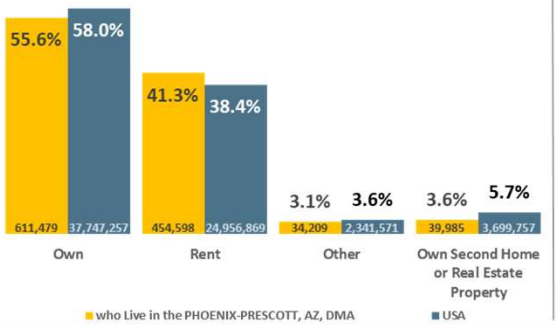
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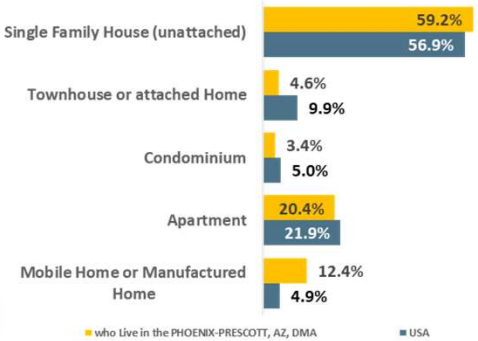
W25-54

1.7% or 1,100,286 of USA Women 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 4.2% less likely to own their home, 23.1% more likely to own a higher valued home, 4.1% more likely to have a single-family home, 9.9% more likely to have a dog.

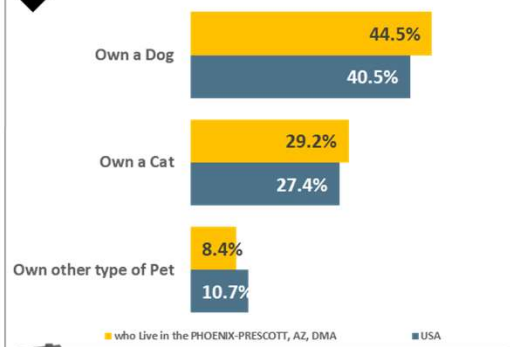
Own/Rent/Other: Women 25 - 54



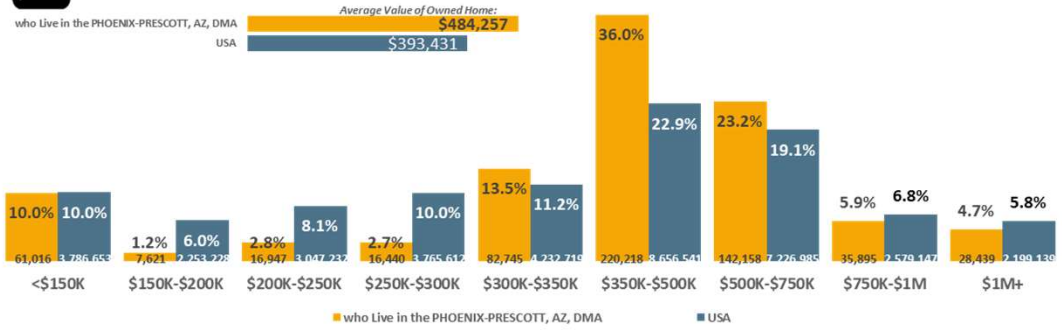
Type of Home: Women 25 - 54



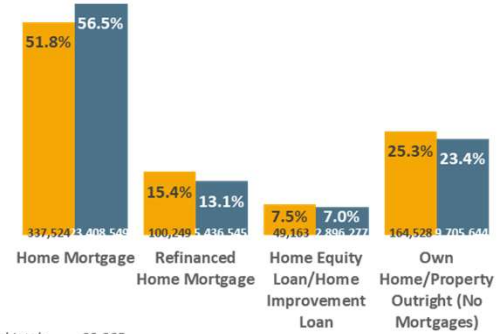
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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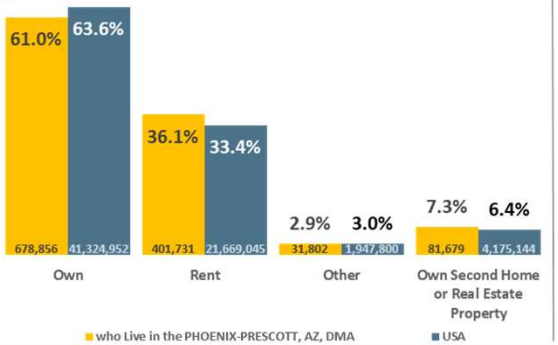
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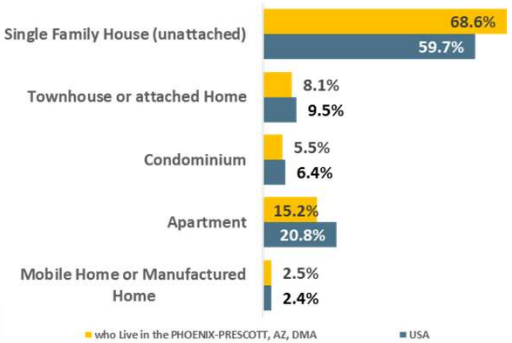
M25-54

1.7% or 1,112,389 of USA Men 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 4.1% less likely to own their home, 35.9% more likely to own a higher valued home, 14.9% more likely to have a single-family home, 20.1% more likely to have a dog.

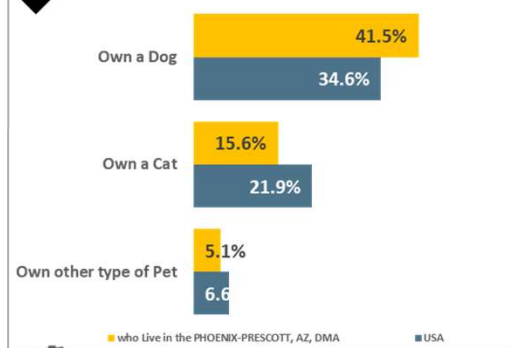
Own/Rent/Other: Men 25 - 54



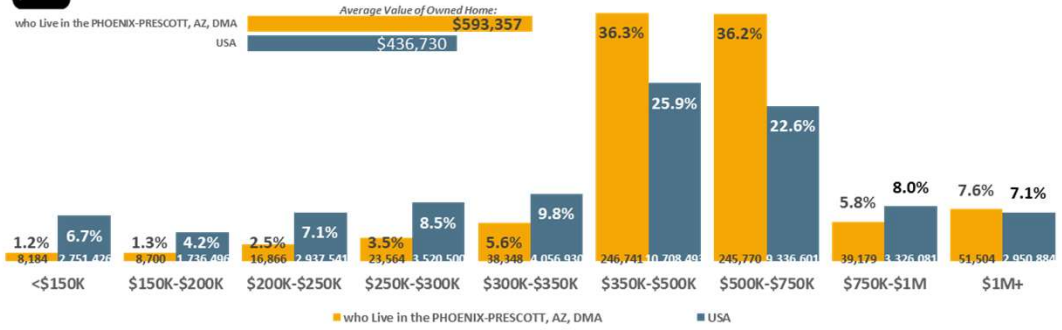
Type of Home: Men 25 - 54



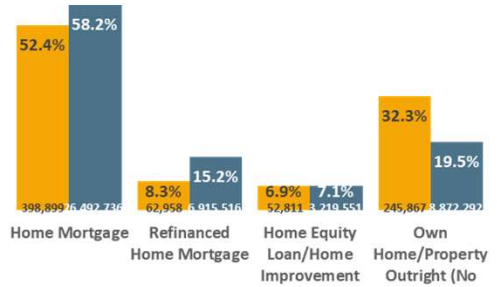
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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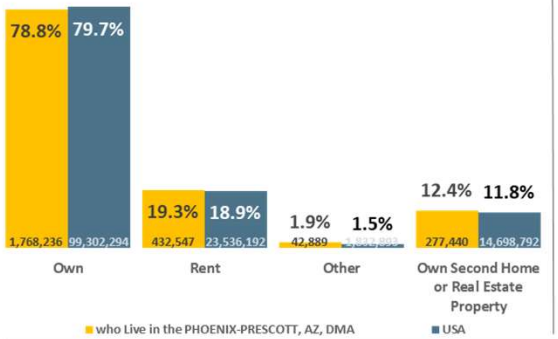
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



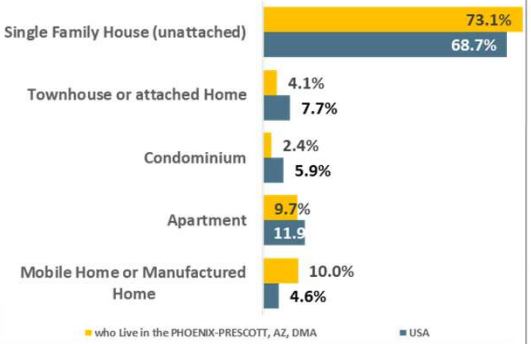
P50+

1.8% or 2,243,672 of USA Adults 50 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 1.1% less likely to own their home, 29.8% more likely to own a higher valued home, 6.3% more likely to have a single-family home, 12.4% more likely to have a dog.

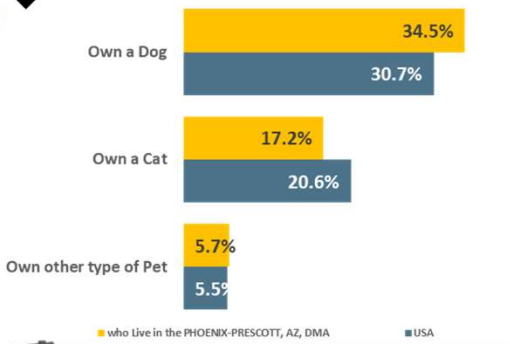
Own/Rent/Other: Adults 50 or older



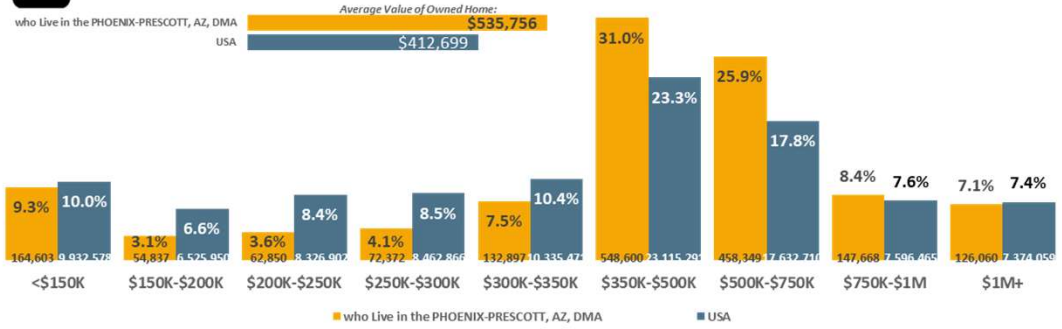
Type of Home: Adults 50 or older



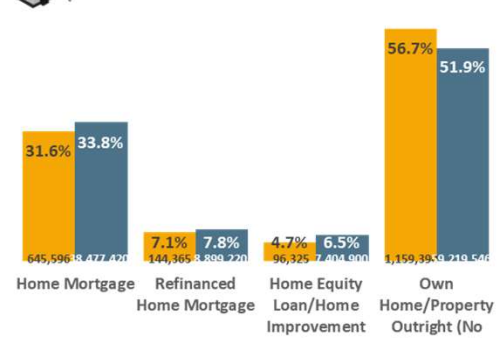
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



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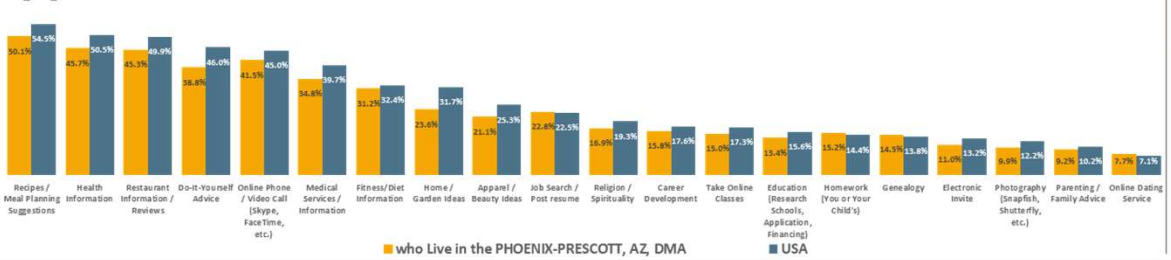
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



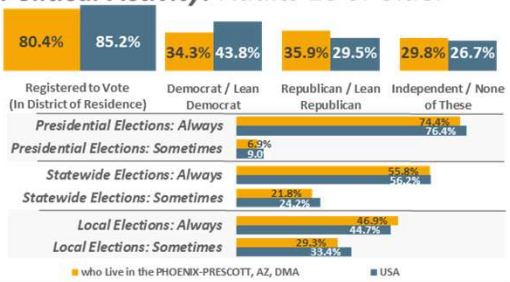
P18+

1.8% or 4,666,167 of USA Adults 18 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 15.8% less likely to look up D-I-Y advice online, 4.8% more likely to always vote in local elections, 10.3% more likely to belong to a gym, 6.1% less likely to fly domestic past yr.

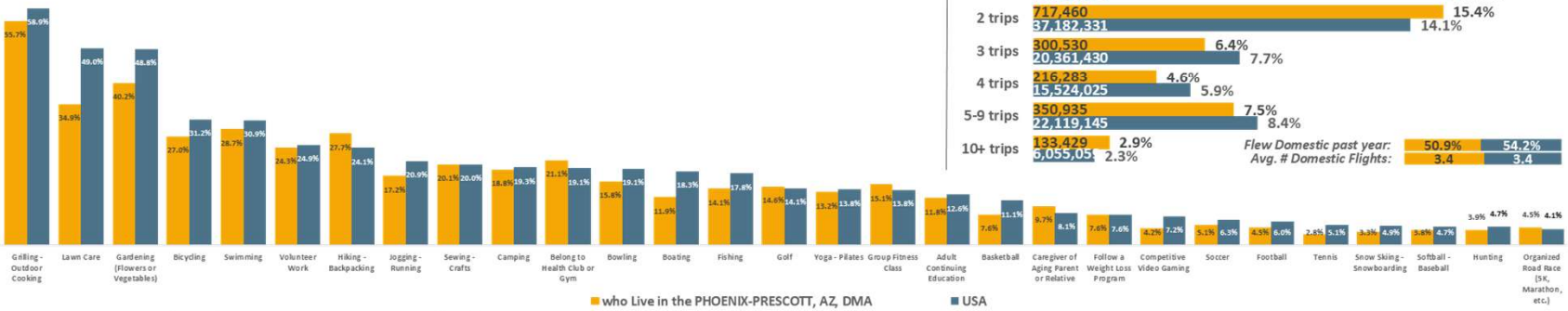
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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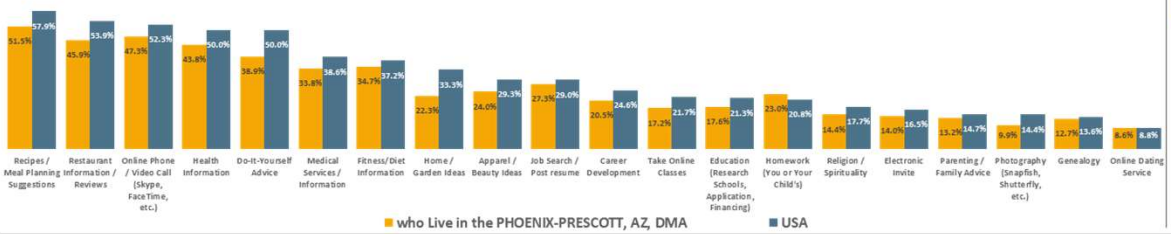
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



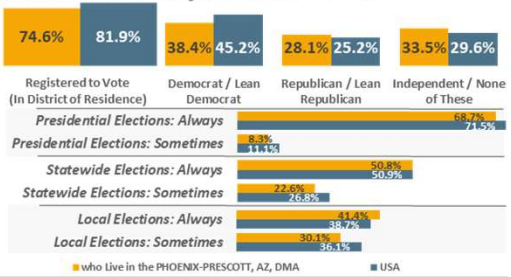
P25-54

1.7% or 2,212,675 of USA Adults 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 22.4% less likely to look up D-I-Y advice online, 6.8% more likely to always vote in local elections, 11.9% more likely to belong to a gym, 13.7% less likely to fly domestic past yr.

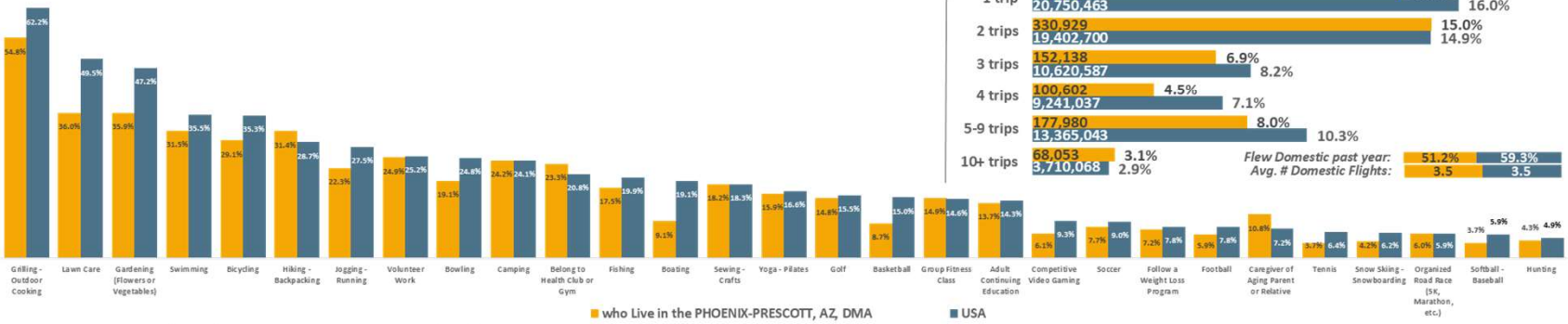
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

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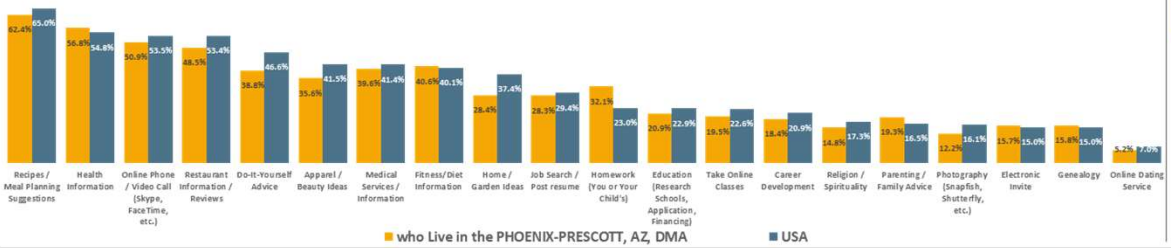
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



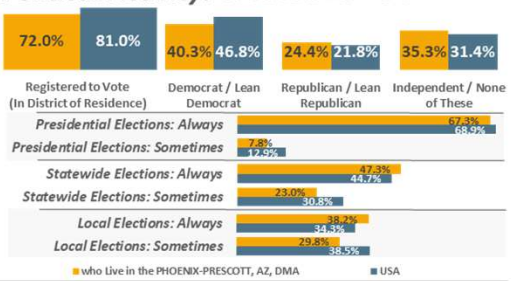
W25-54

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Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 16.7% less likely to look up D-I-Y advice online, 11.4% more likely to always vote in local elections, 8.5% less likely to belong to a gym, 20.1% less likely to fly domestic past yr.

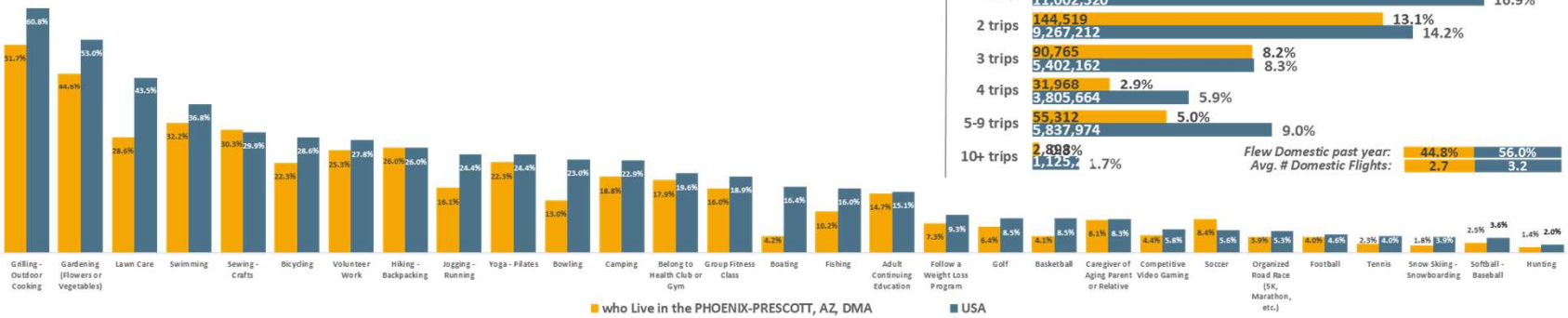
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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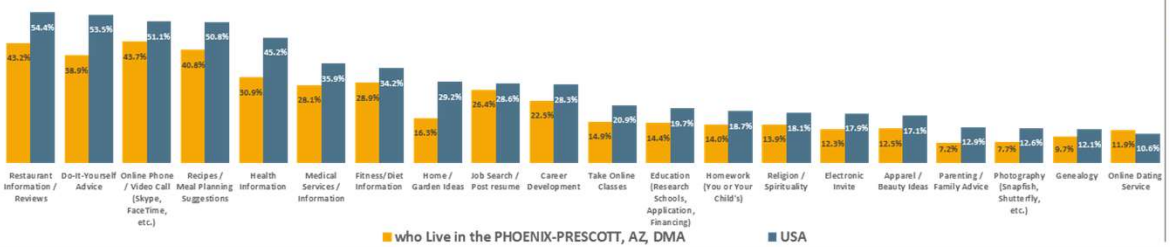
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



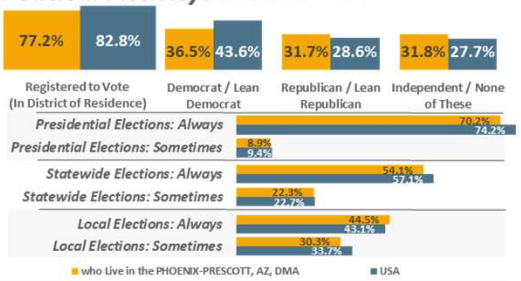
M25-54

1.7% or 1,112,389 of USA Men 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 27.3% less likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 29.9% more likely to belong to a gym, 8.1% less likely to fly domestic past yr.

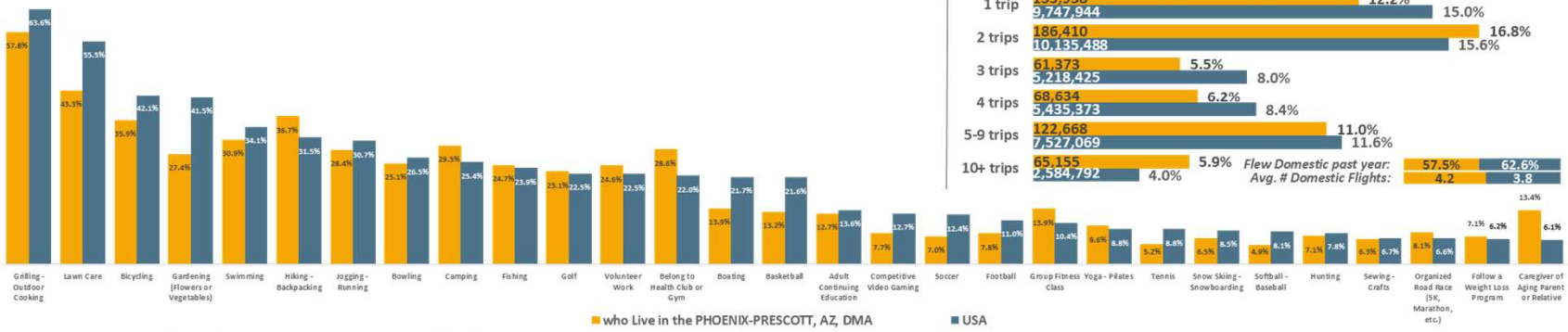
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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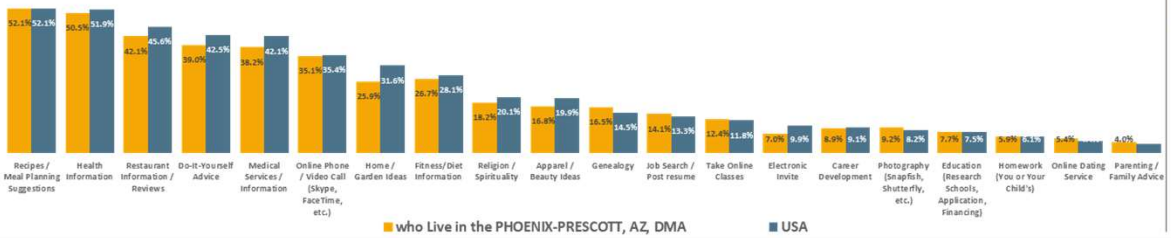
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



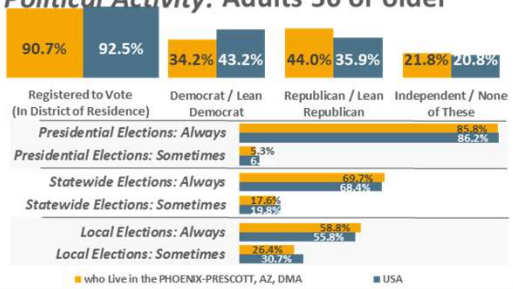
P50+

1.8% or 2,243,672 of USA Adults 50 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 8.2% less likely to look up D-I-Y advice online, 5.3% more likely to always vote in local elections, 12.% more likely to belong to a gym, 6.8% more likely to fly domestic past yr.

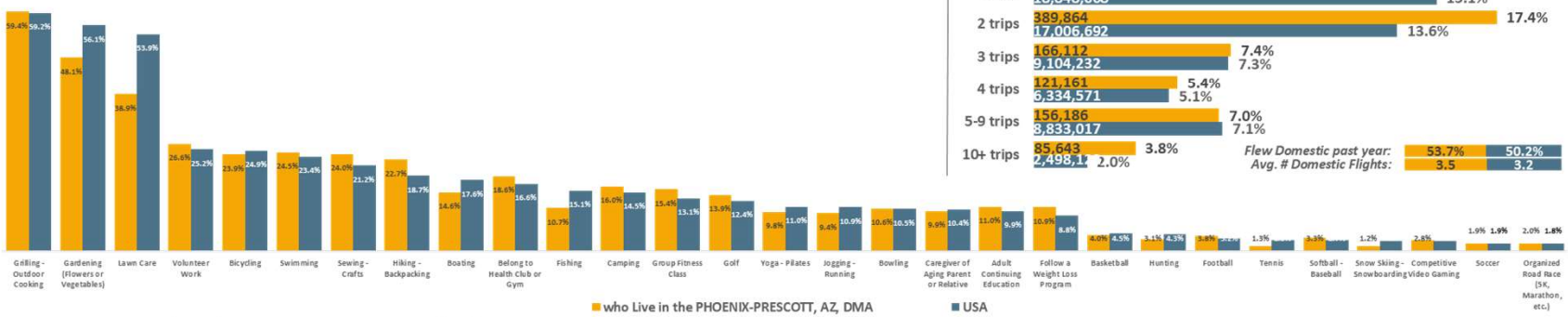
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 50 or older



Past 12-months Domestic Airline Trips: Adults 50 or older

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335



P18+

1.8% or 4,666,167 of USA Adults 18 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 1.4% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 36.2% more likely to use Casinos past yr., 11.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.9% 4,193,411 | 88.6% 232,851,5 29

Avg. Monthly QSR Meals: 7.2 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 77.2% 3,604,375 | 76.1% 199,904,0 91

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the PHOENIX-PRESCOTT, AZ, DMA 770,388 16.5%

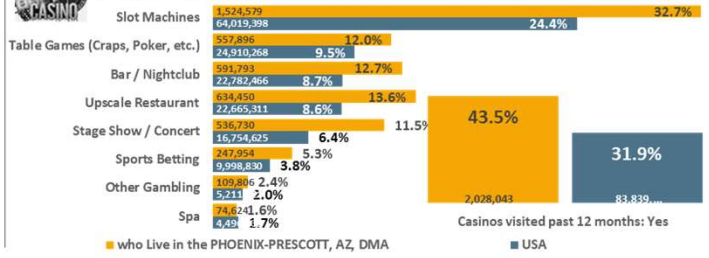
USA 17.7%

Drank Past 30-days: Adults 18 or older



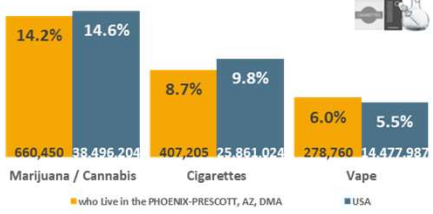
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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P25-54

1.7% or 2,212,675 of USA Adults 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are .5% more likely to use QSRs past mo., 1.% less likely to use Sit-Down Restaurants past mo., 35.3% more likely to use Casinos past yr., 18.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:
91.4%
2,022,189
90.9%
118,186,9
44

Avg. Monthly QSR Meals:
7.6
6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:
75.9%
1,679,336
76.6%
99,619,82
7

Avg. Monthly Sit-Down Restaurant Meals:
4.5
4.1

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



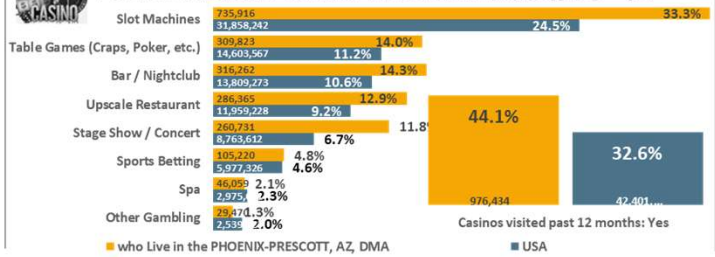
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the PHOENIX-PRESCOTT, AZ, DMA 425,294 19.2%
USA 22.8%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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W25-54

1.7% or 1,100,286 of USA Women 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 1.3% more likely to use QSRs past mo., 1.% less likely to use Sit-Down Restaurants past mo., 35.7% more likely to use Casinos past yr., 31.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



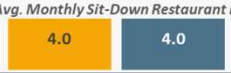
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

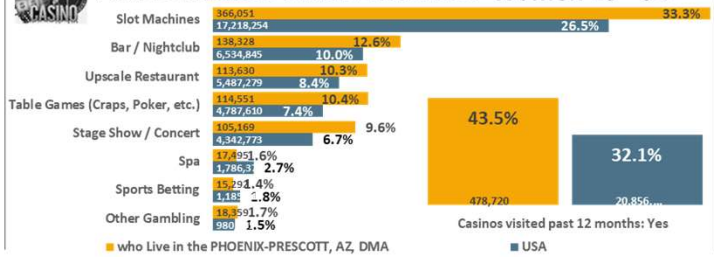


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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M25-54

1.7% or 1,112,389 of USA Men 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are .3% less likely to use QSRs past mo., .9% less likely to use Sit-Down Restaurants past mo., 34.9% more likely to use Casinos past yr., 6.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users: 89.6% 89.8% 996,192 58,328,37 7

Avg. Monthly QSR Meals: 7.8 6.9

Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users: 76.5% 77.2% 850,854 50,131,43 0

Avg. Monthly Sit-Down Restaurant Meals: 5.1 4.1

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the PHOENIX-PRESCOTT, AZ, DMA 170,005 15.3%

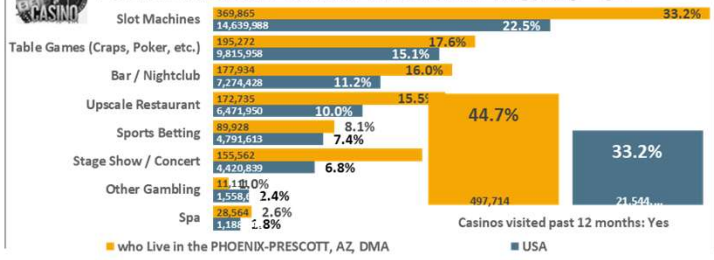
USA 21.0%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



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P50+

1.8% or 2,243,672 of USA Adults 50 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are .3% more likely to use QSRs past mo., 2.6% more likely to use Sit-Down Restaurants past mo., 47.1% more likely to use Casinos past yr., 8.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



Total Monthly QSR Users:
85.5% 85.2%
1,918,793 106,253,325

Avg. Monthly QSR Meals:
6.4 5.7

Past 30-days Sit-Down Restaurant Users: Adults 50 or older



Total Monthly Sit-Down Restaurant Users:
77.2% 75.3%
1,732,338 93,836,290

Avg. Monthly Sit-Down Restaurant Meals:
4.5 4.1

Top-10 Cuisines: Adults 50 or older

(Sit-Down Restaurants Used Past 30-days)



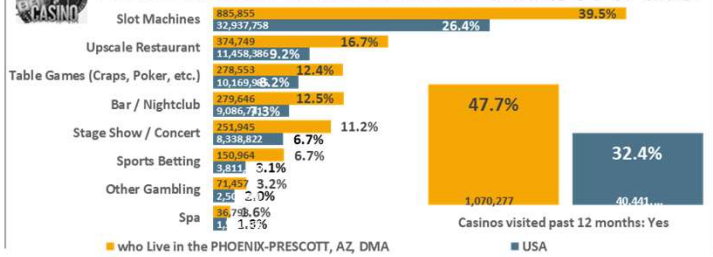
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the PHOENIX-PRESCOTT, AZ, DMA 254,773 11.4%
USA 9.7%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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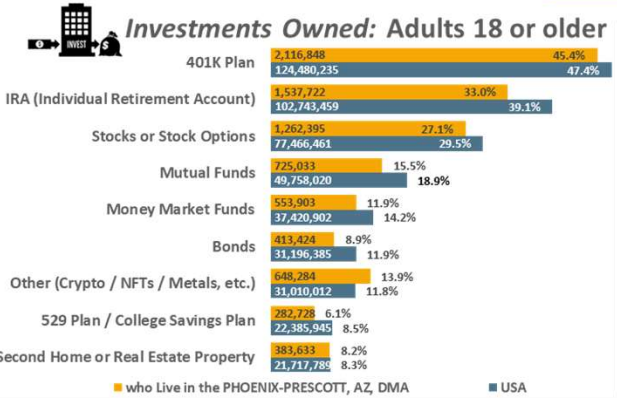
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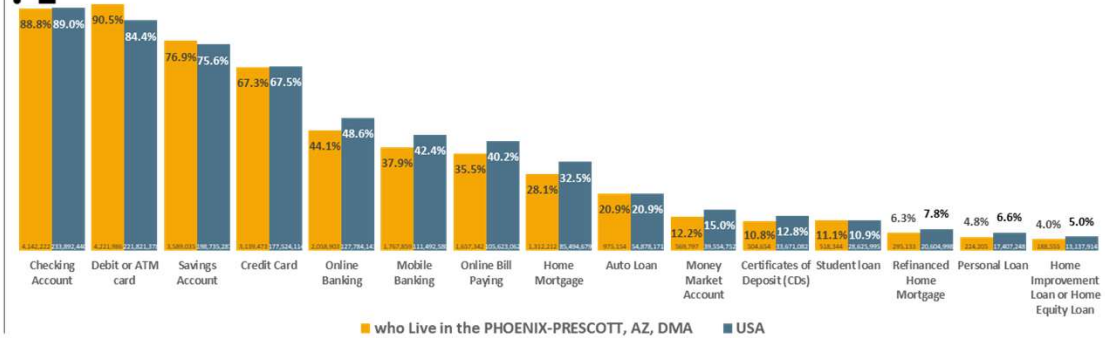
P18+

1.8% or 4,666,167 of USA Adults 18 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 4.2% less likely to have a 401K, .1% more likely to have an Auto Loan, 7.3% less likely to Invest/Trade Stocks Online, 14.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

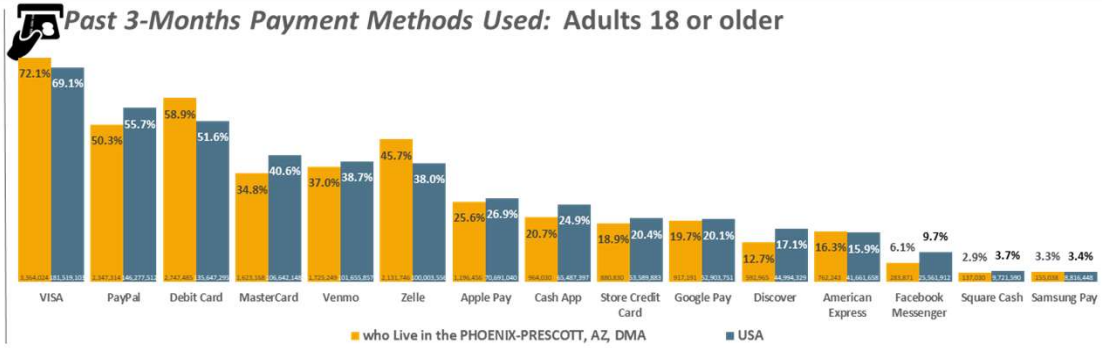


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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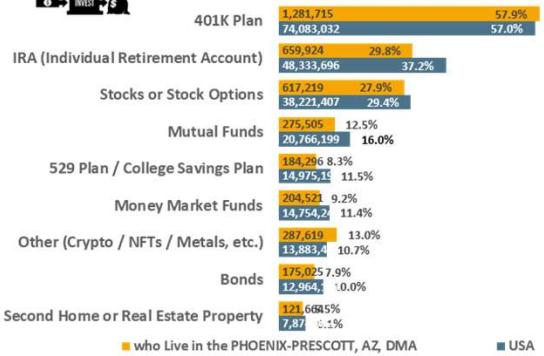
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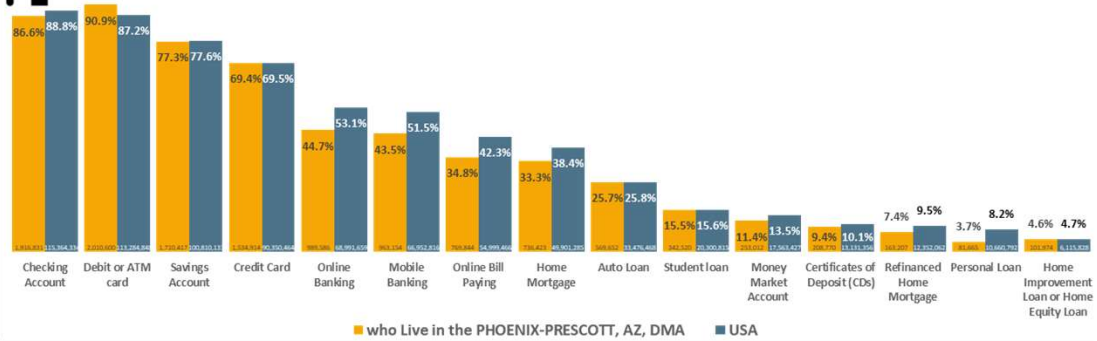
P25-54

1.7% or 2,212,675 of USA Adults 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 1.6% more likely to have a 401K, .% less likely to have an Auto Loan, 8.% less likely to Invest/Trade Stocks Online, 11.5% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

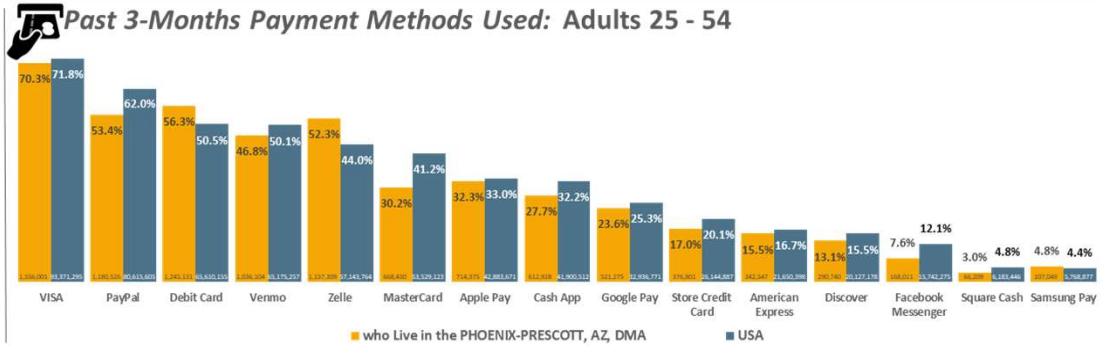


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



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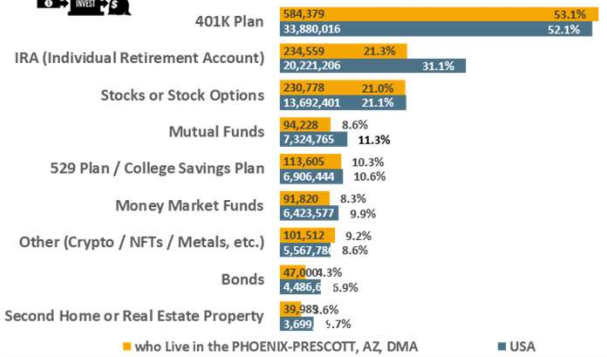


W25-54

1.7% or 1,100,286 of USA Women 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 2.% more likely to have a 401K, 5.% less likely to have an Auto Loan, 4.7% less likely to Invest/Trade Stocks Online, 7.5% more likely to pay with their Debit Card.

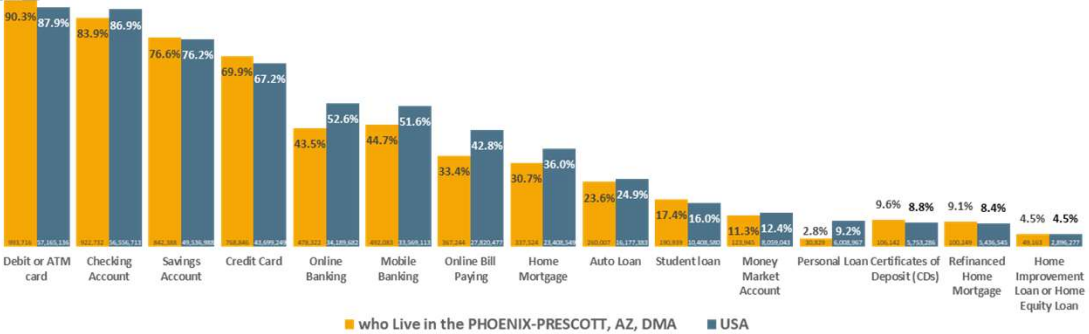
Investments Owned: Women 25 - 54



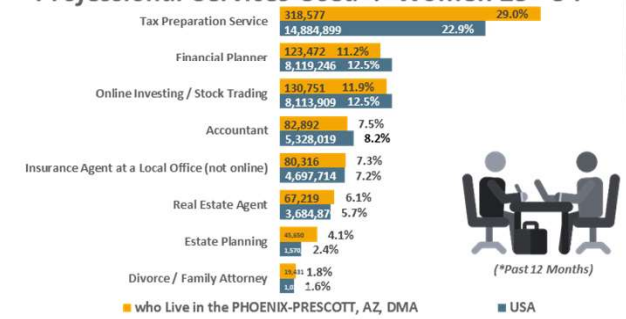


Financial Services Has and/or Uses: Women 25 - 54





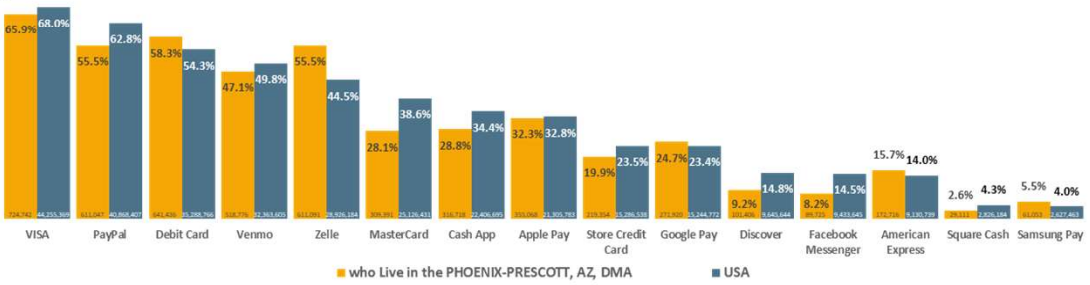
Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54





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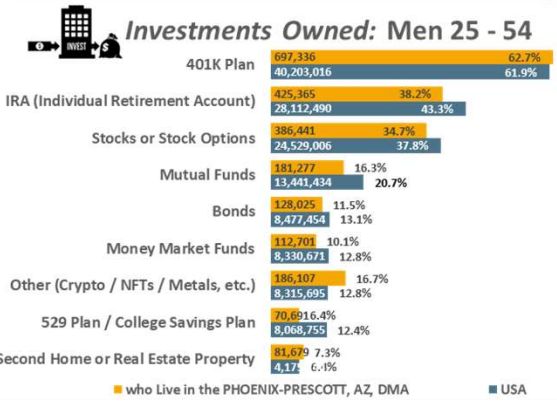
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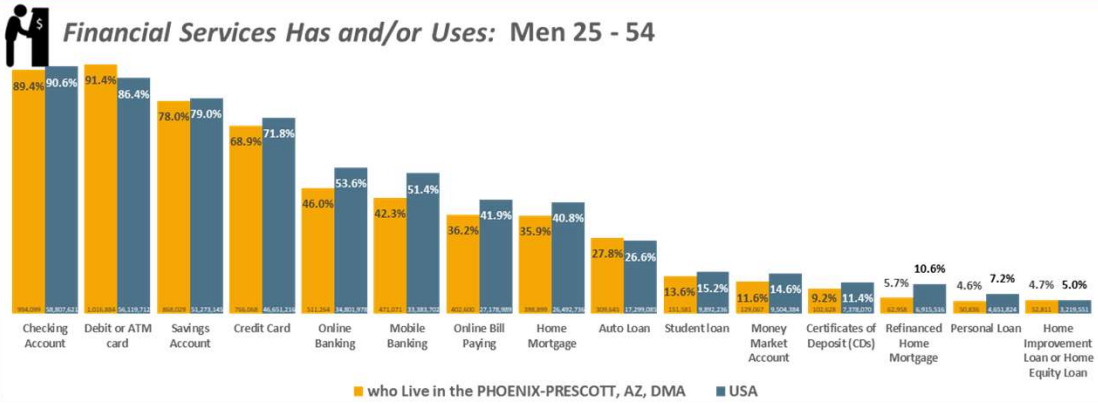
M25-54

1.7% or 1,112,389 of USA Men 25 - 54 Live in the PHOENIX-PRESCOTT, AZ, DMA.
Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA are 1.3% more likely to have a 401K, 4.5% more likely to have an Auto Loan, 9.8% less likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54

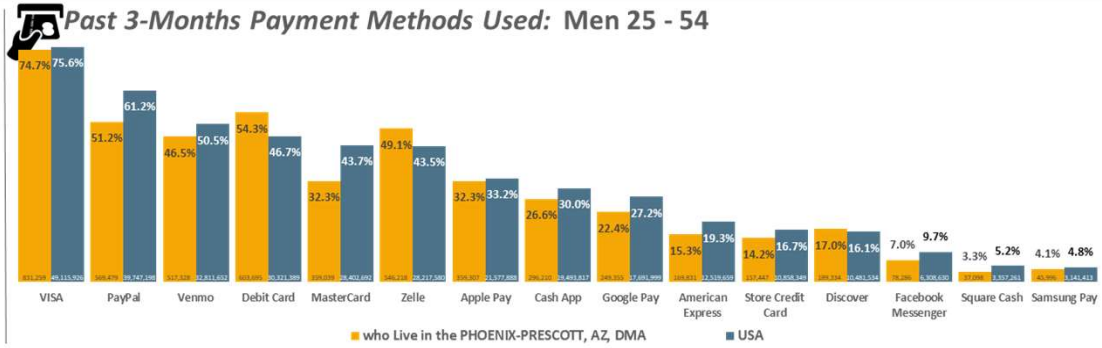


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 54



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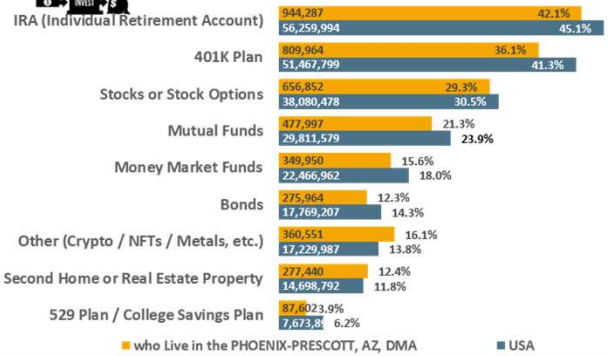
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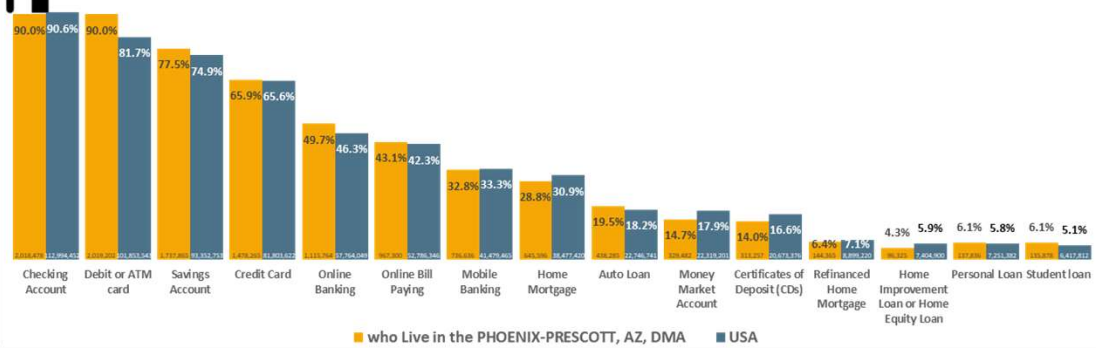
P50+

1.8% or 2,243,672 of USA Adults 50 or older Live in the PHOENIX-PRESCOTT, AZ, DMA.
Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA are 12.6% less likely to have a 401K, 7.1% more likely to have an Auto Loan, 14.9% less likely to Invest/Trade Stocks Online, 21.1% more likely to pay with their Debit Card.

Investments Owned: Adults 50 or older



Financial Services Has and/or Uses: Adults 50 or older

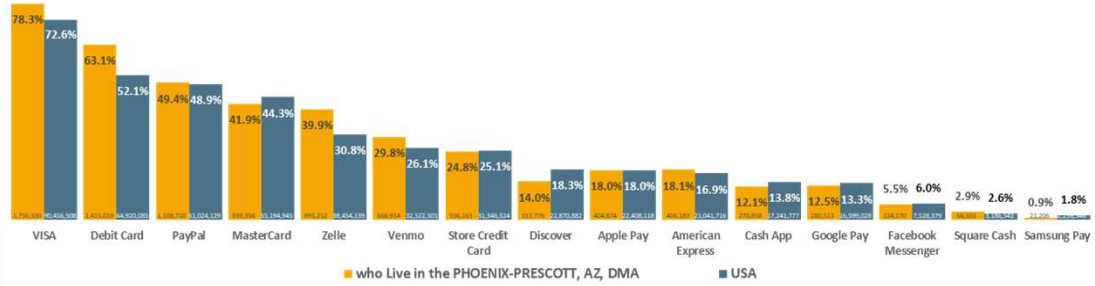


Professional Services Used:* Adults 50 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 50 or older



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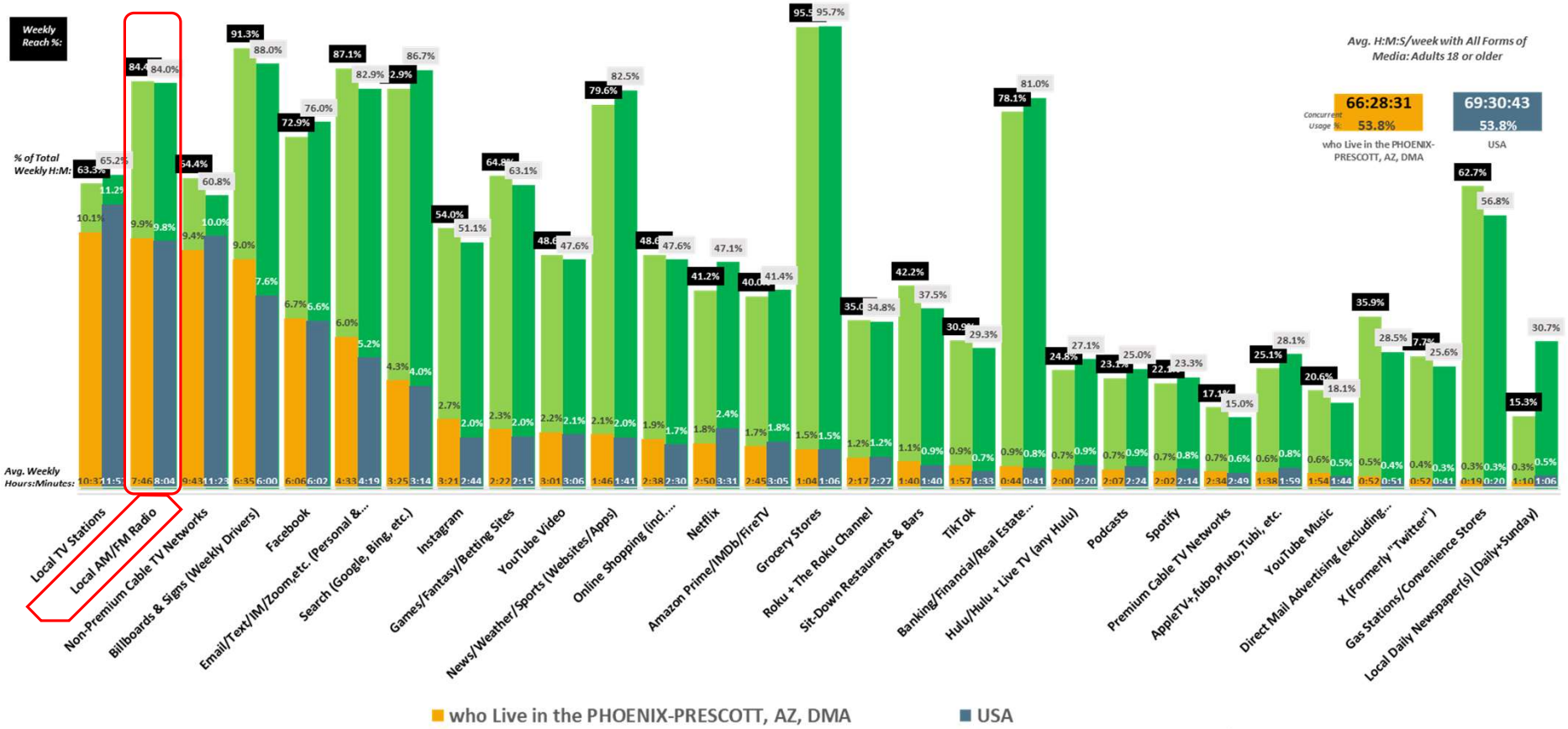
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P18+

Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 2 days, 18 hours, 28 minutes and 31 seconds each week with All Forms of Media.

84.4% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 7 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



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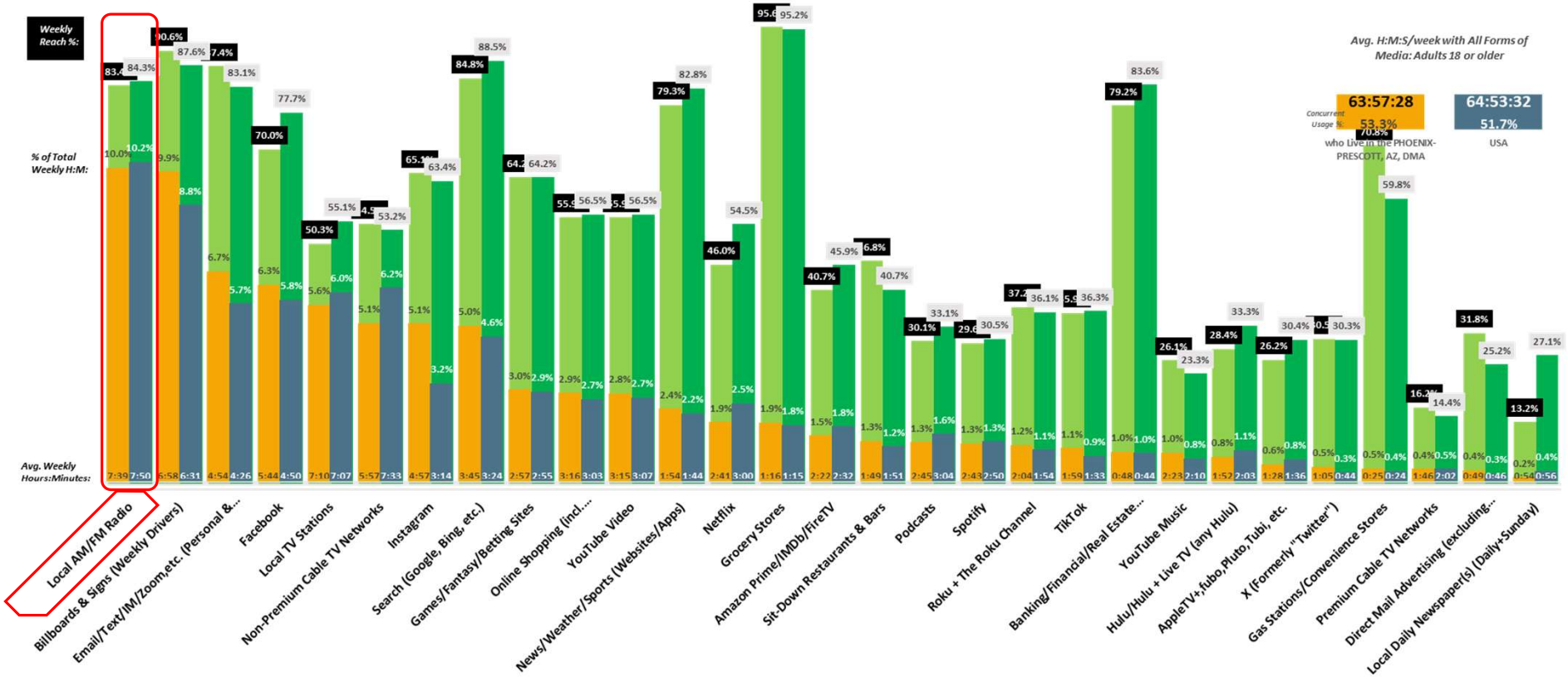
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P25-54

Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 2 days, 15 hours, 57 minutes and 28 seconds each week with All Forms of Media.

83.4% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268 USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

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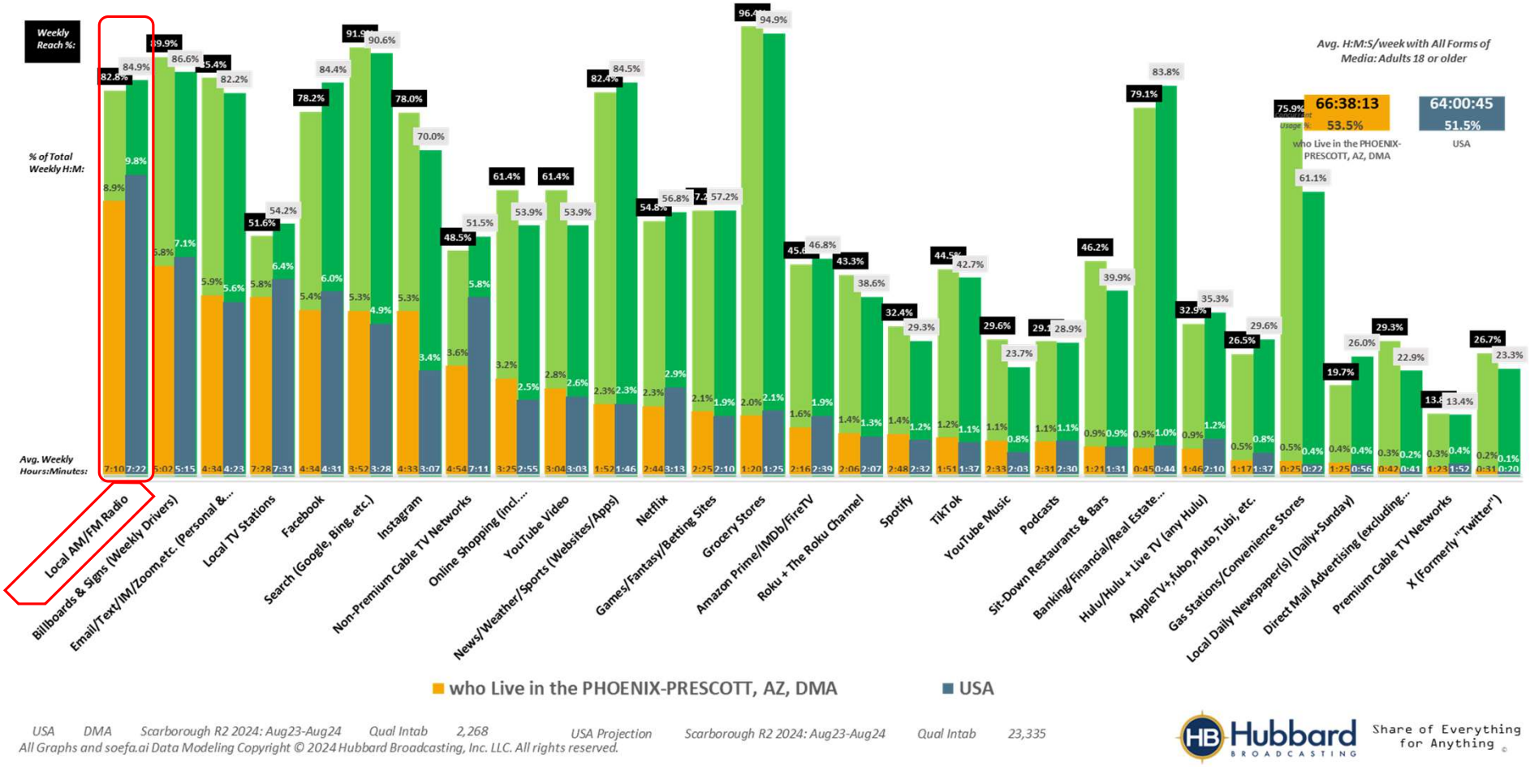
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W25-54

Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 2 days, 18 hours, 38 minutes and 13 seconds each week with All Forms of Media.

82.8% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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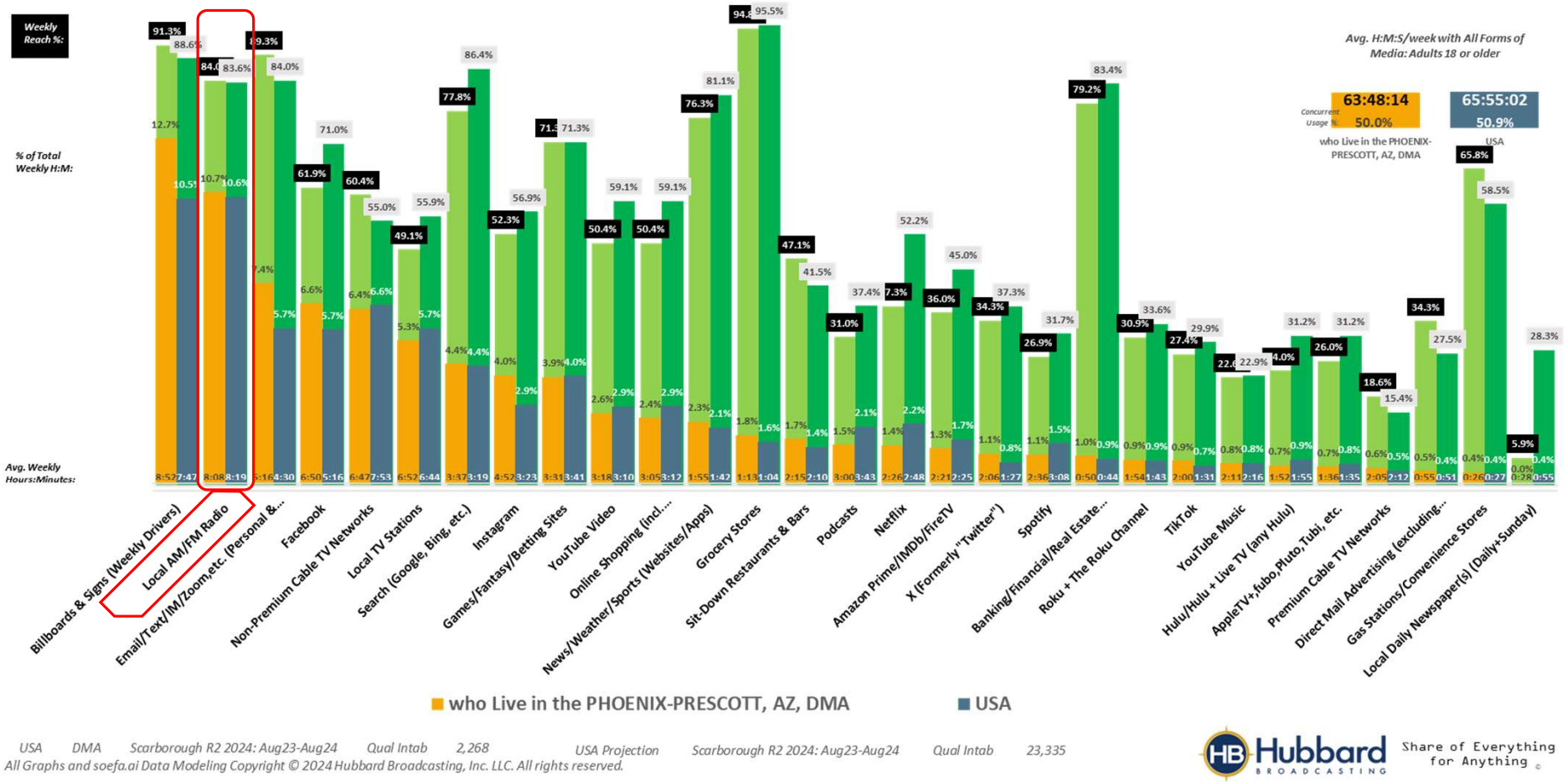
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M25-54

Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 2 days, 15 hours, 48 minutes and 14 seconds each week with All Forms of Media.

84.% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



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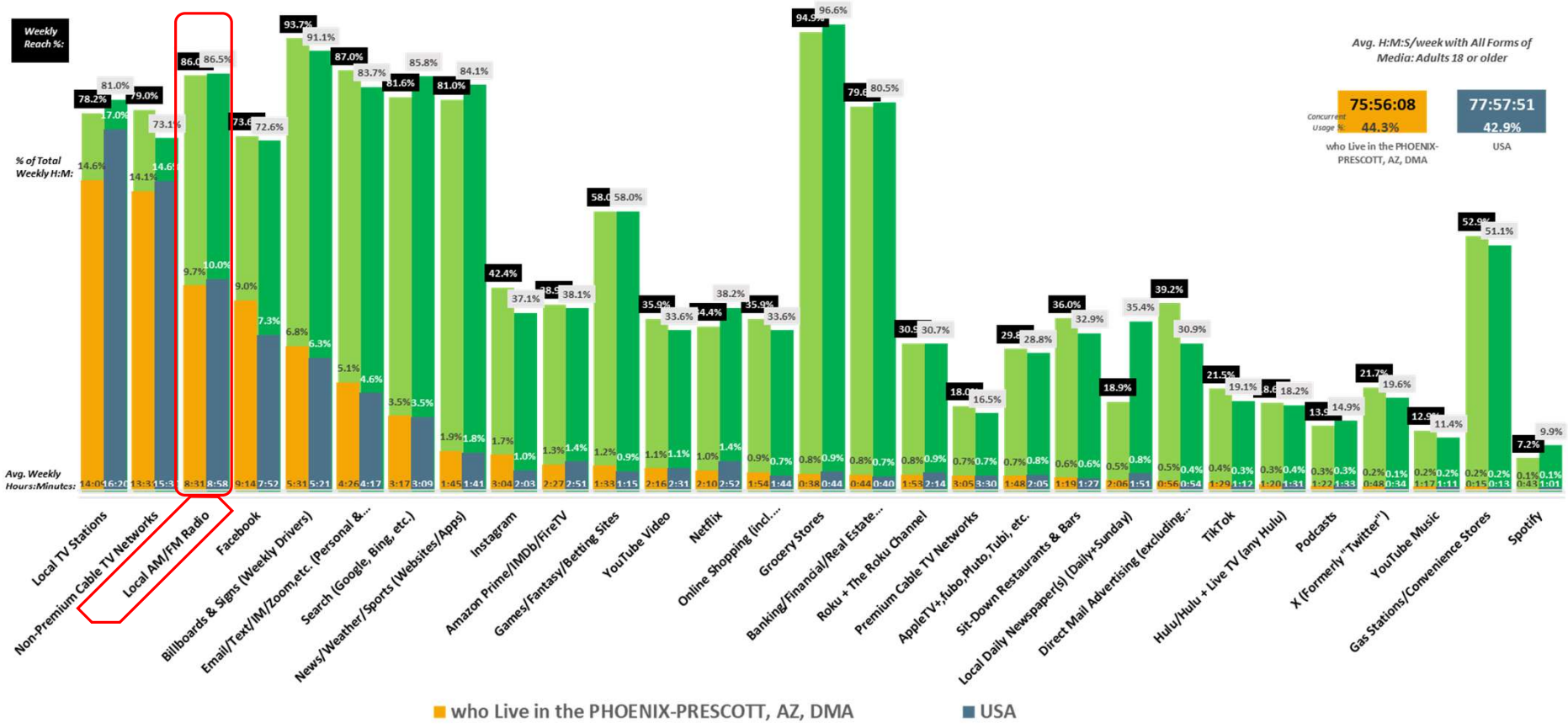
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P50+

Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 3 days, 3 hours, 56 minutes and 8 seconds each week with All Forms of Media.

86.% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 8 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



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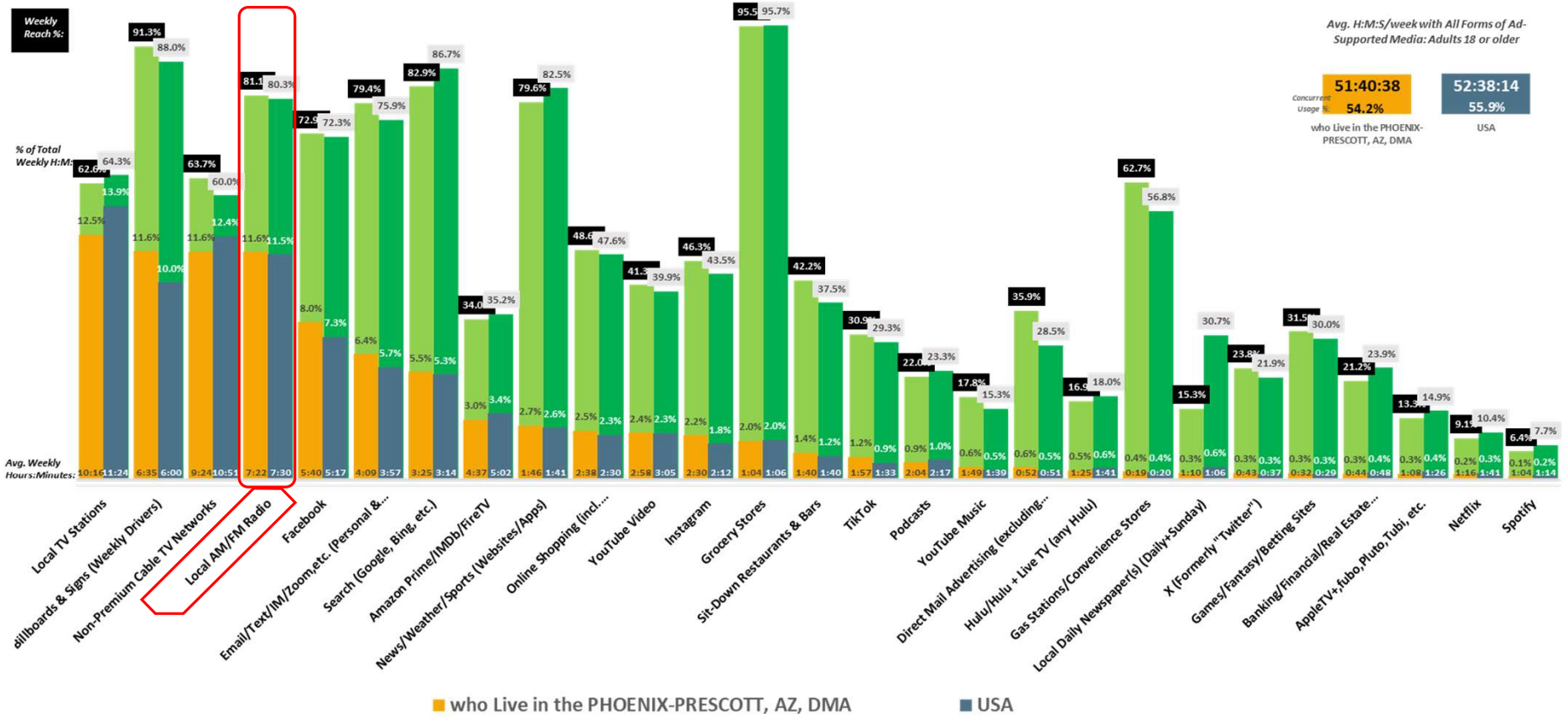
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P18+

Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 2 days, 3 hours, 40 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

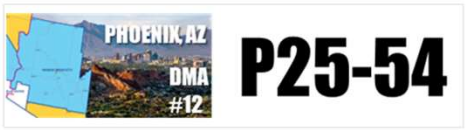
81.1% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



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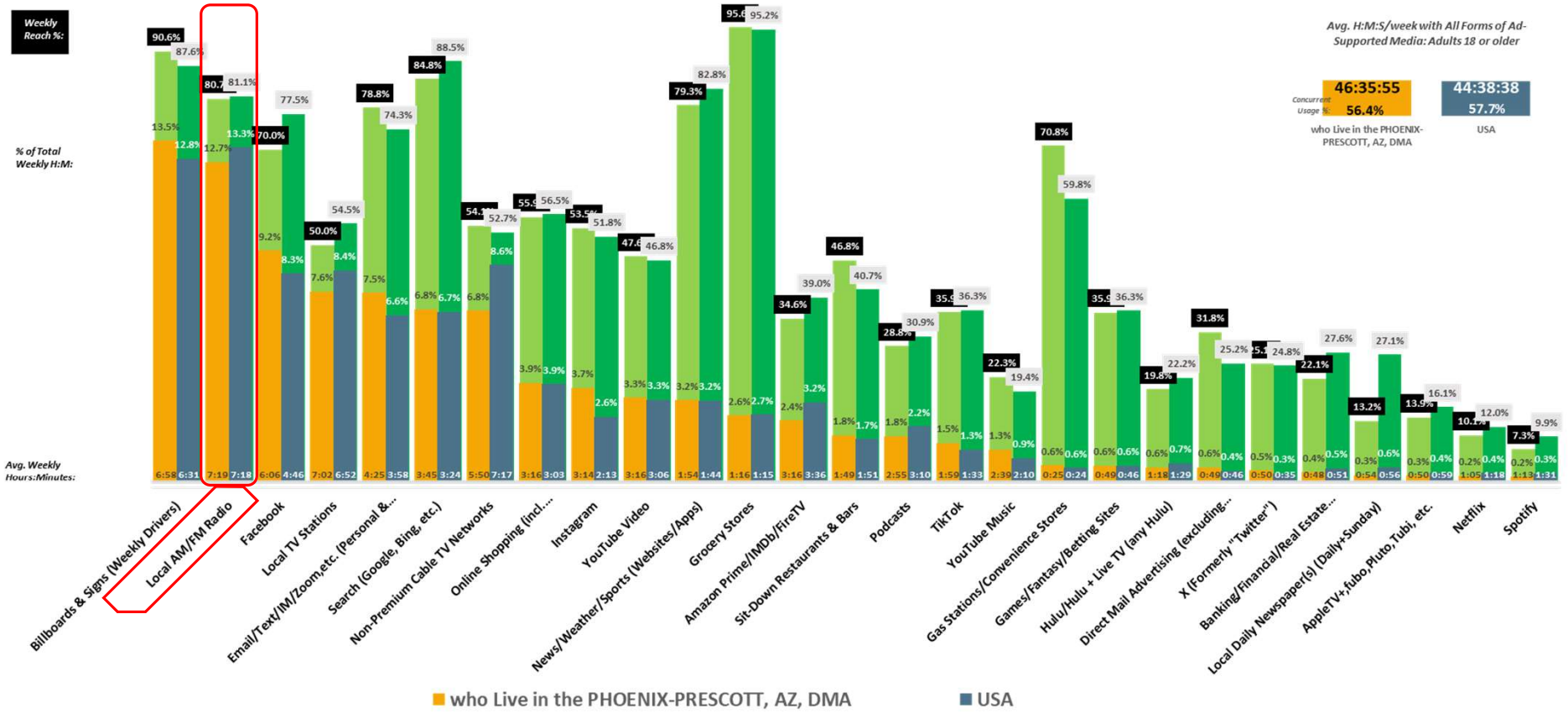
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P25-54

Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 1 days, 22 hours, 35 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

80.7% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



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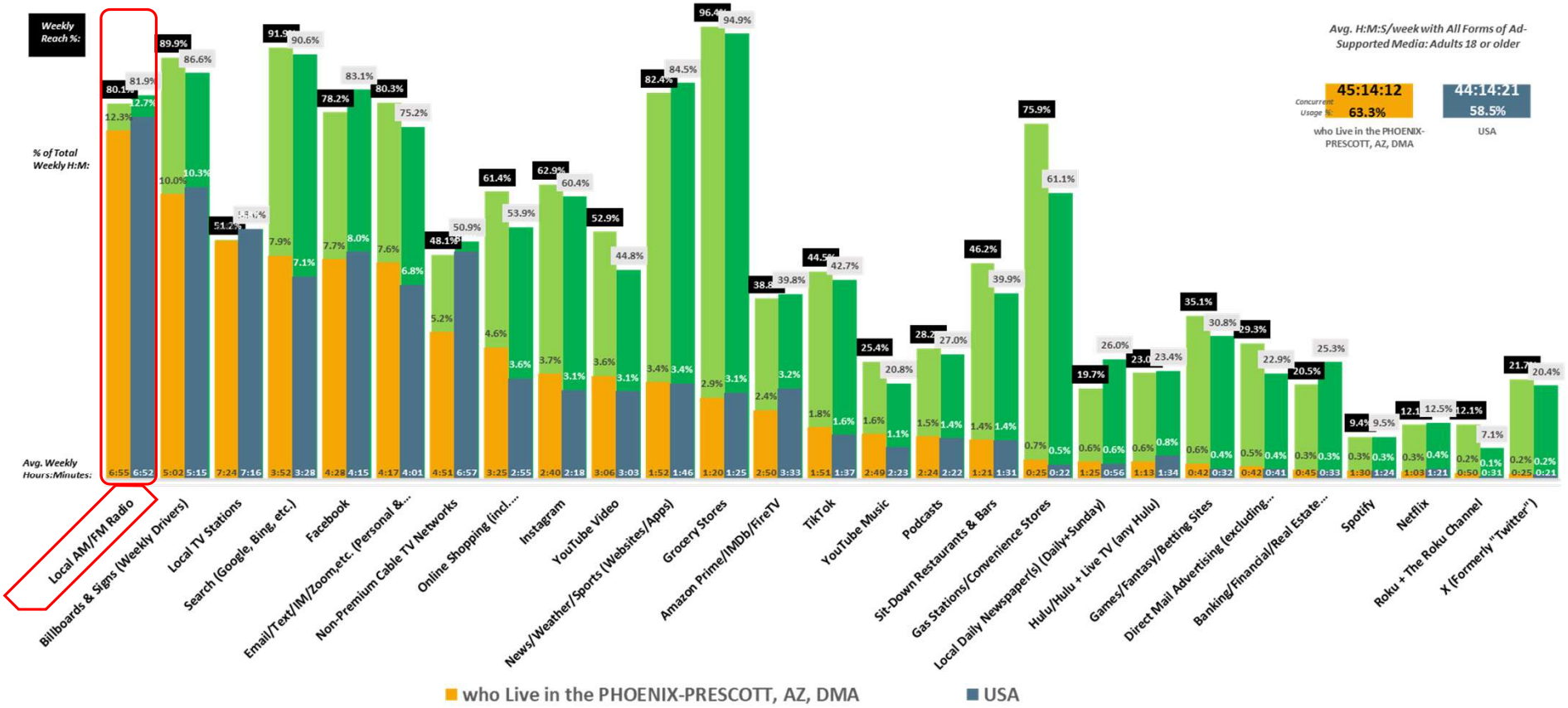
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W25-54

Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 1 days, 21 hours, 14 minutes and 12 seconds each week with All Forms of Ad-Supported Media.

80.1% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 6 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



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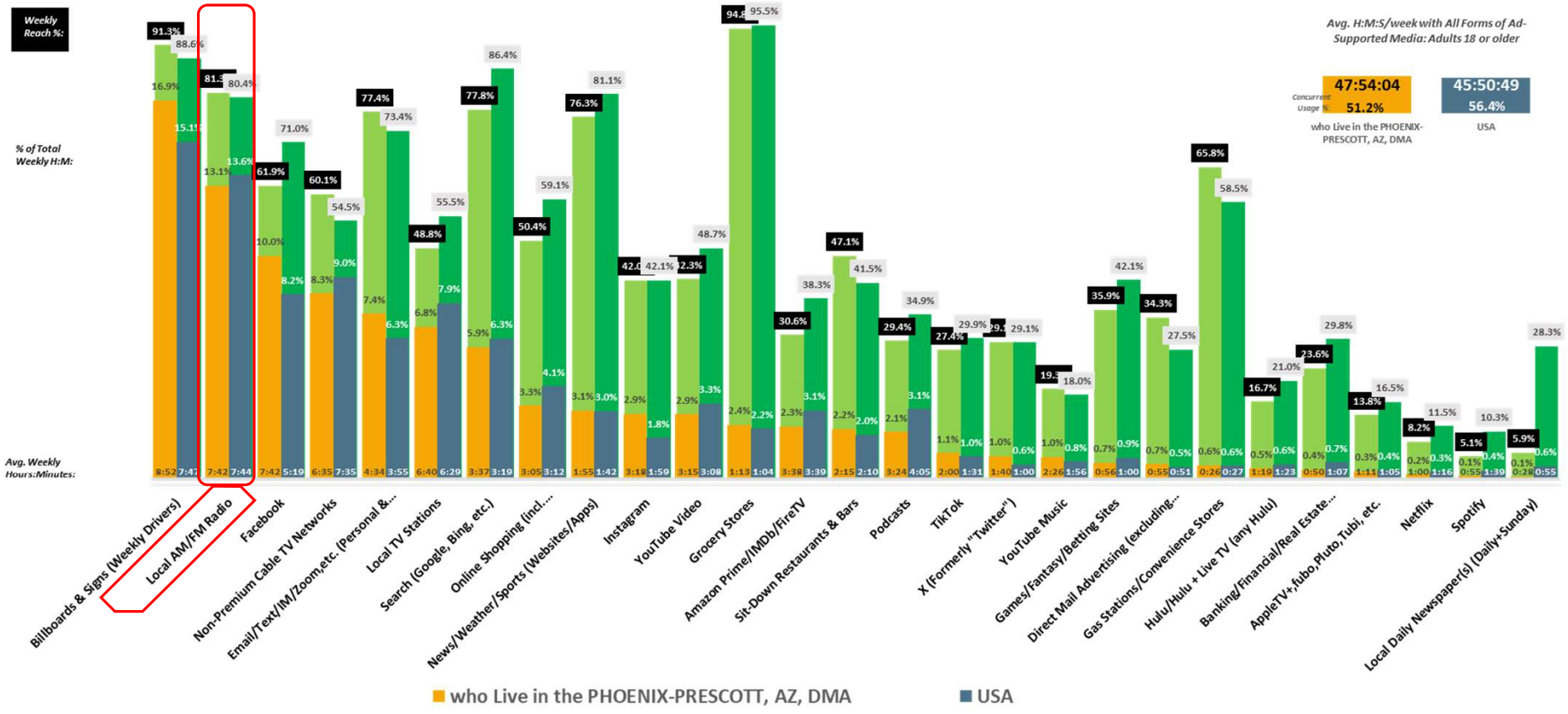
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M25-54

Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 1 days, 23 hours, 54 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

81.3% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 7 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.1% of total time spent with all forms of Ad-Supported Media.



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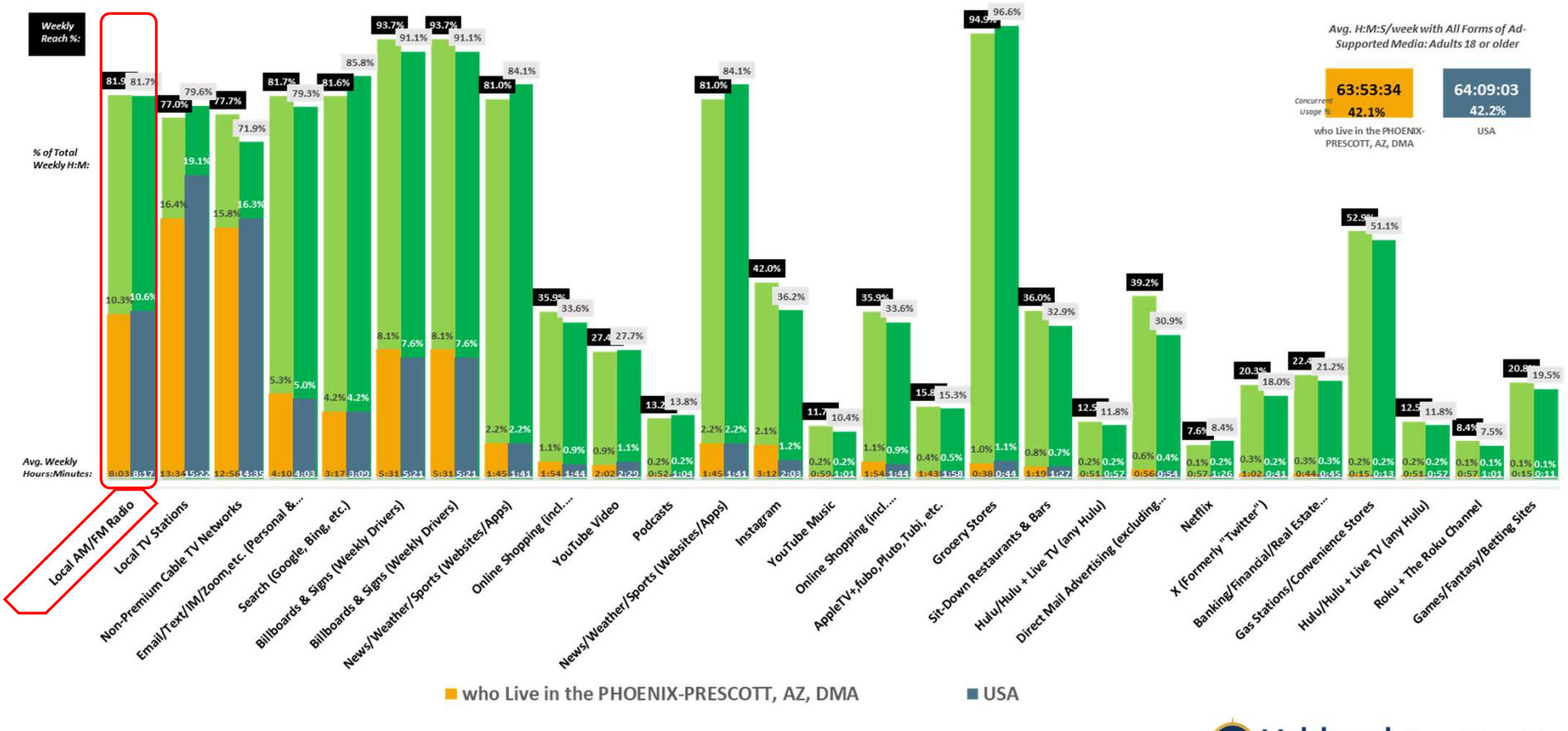
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P50+

Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 1 days, 3 hours, 49 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

81.9% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an avg. of 8 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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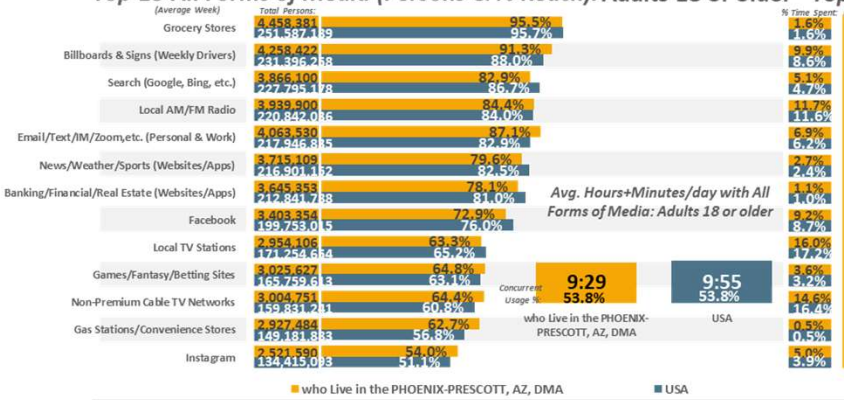
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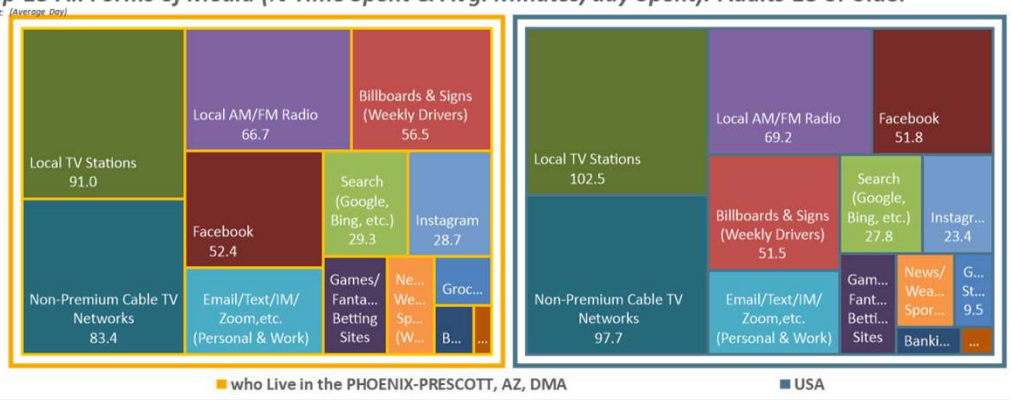
P18+

Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 63.3 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

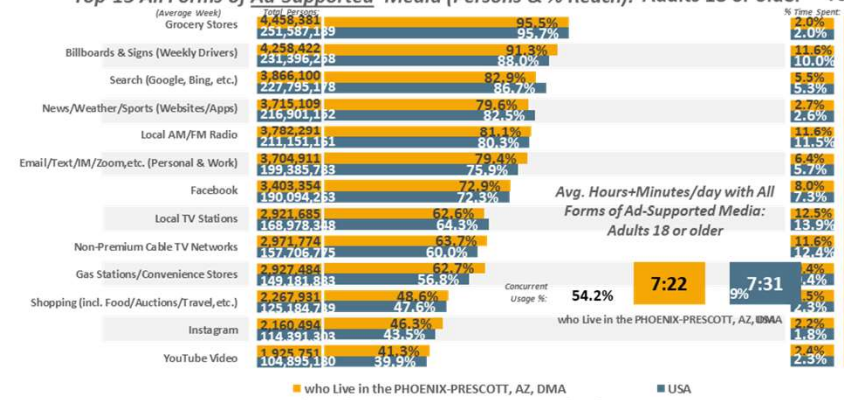
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



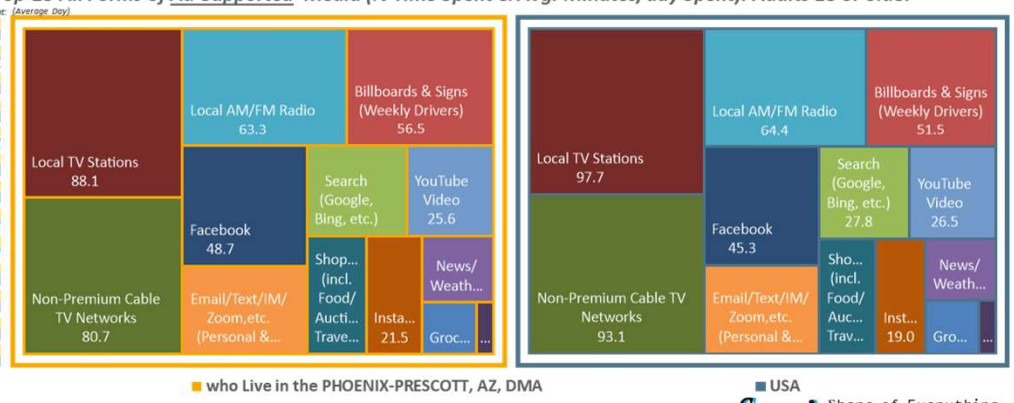
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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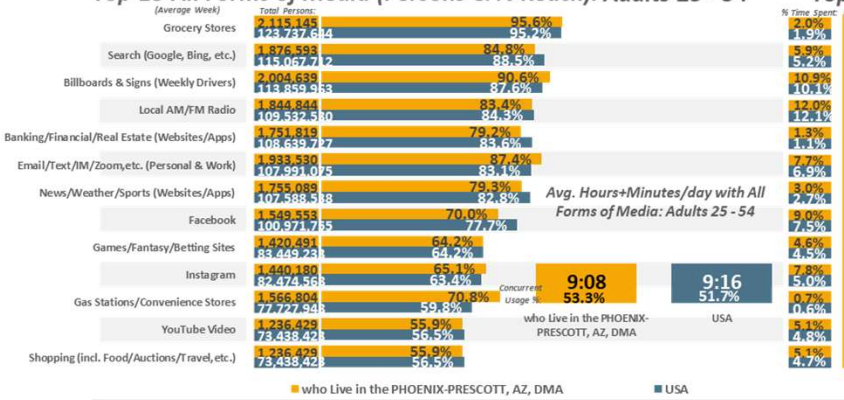
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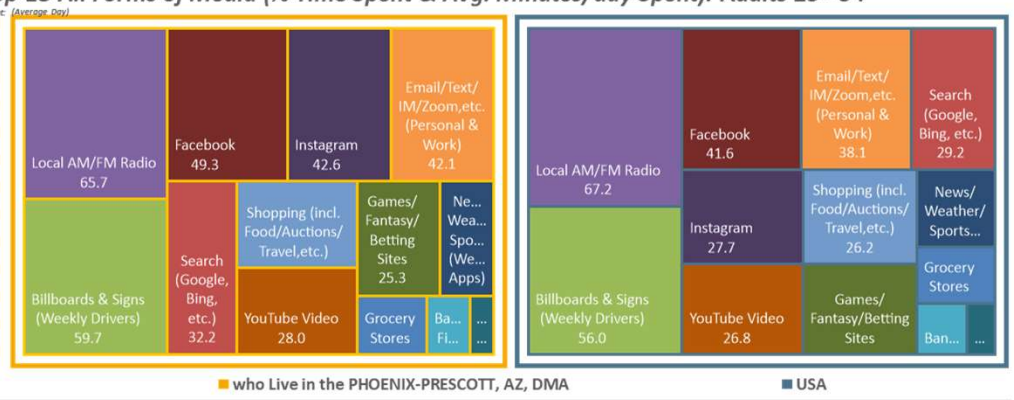
P25-54

Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 6 hours and 39 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

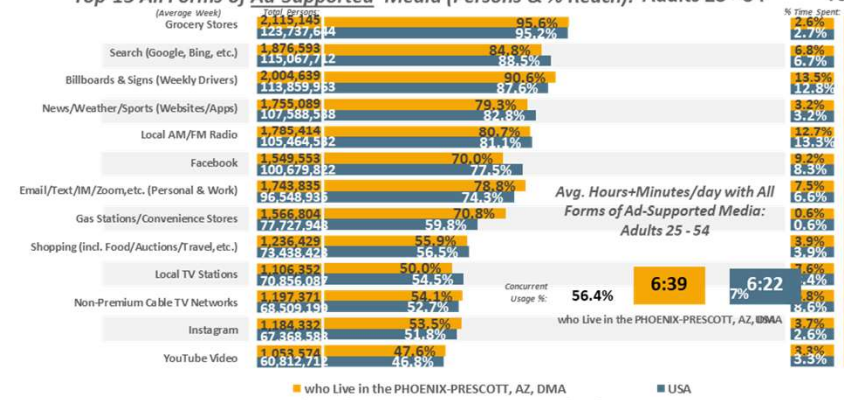
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



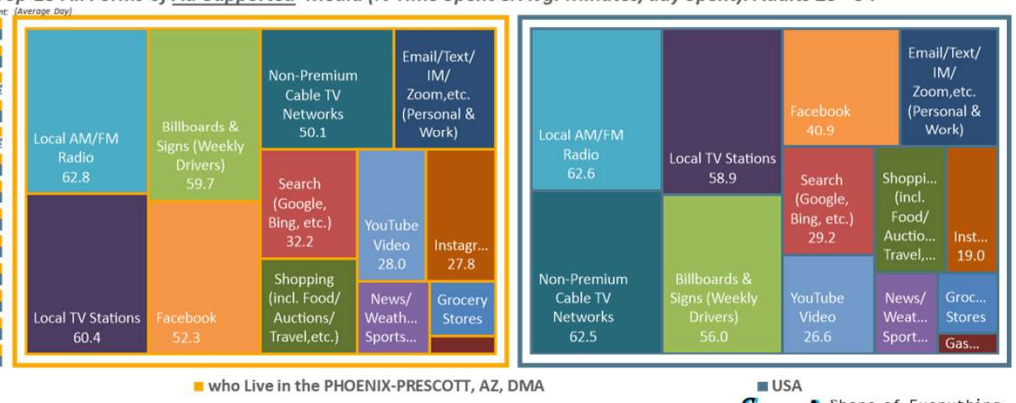
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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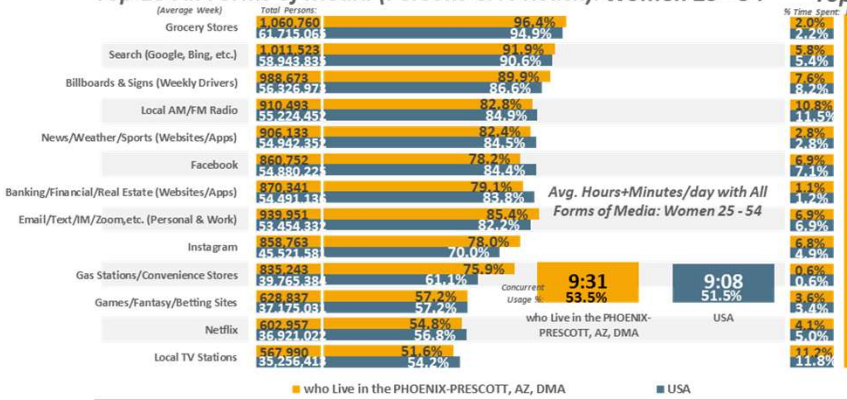
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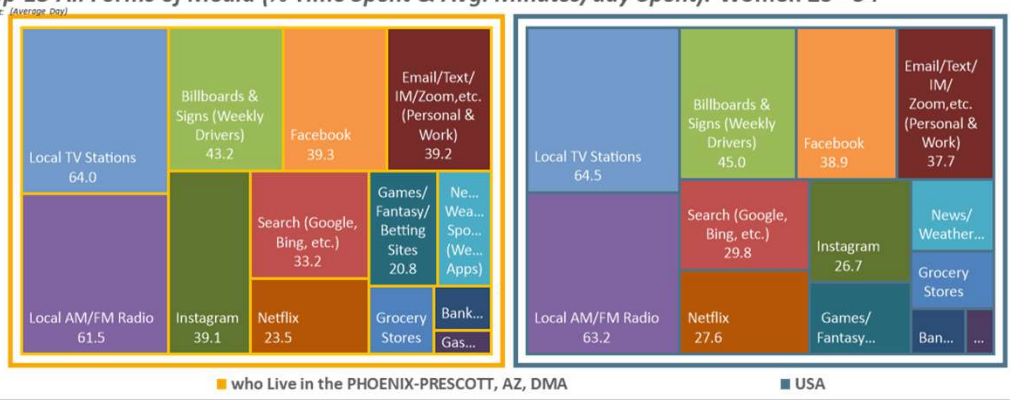
W25-54

Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 6 hours and 27 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 59.4 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

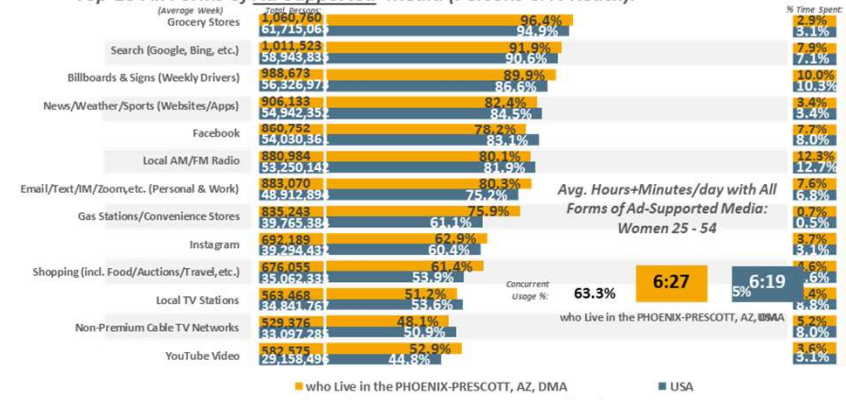
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



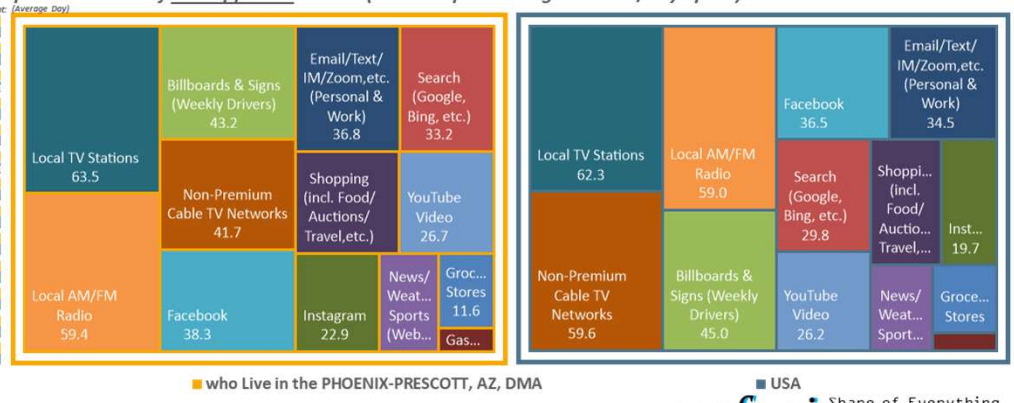
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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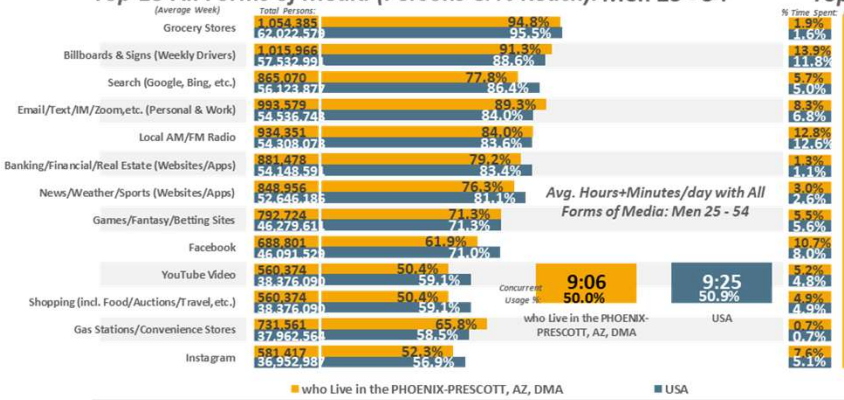
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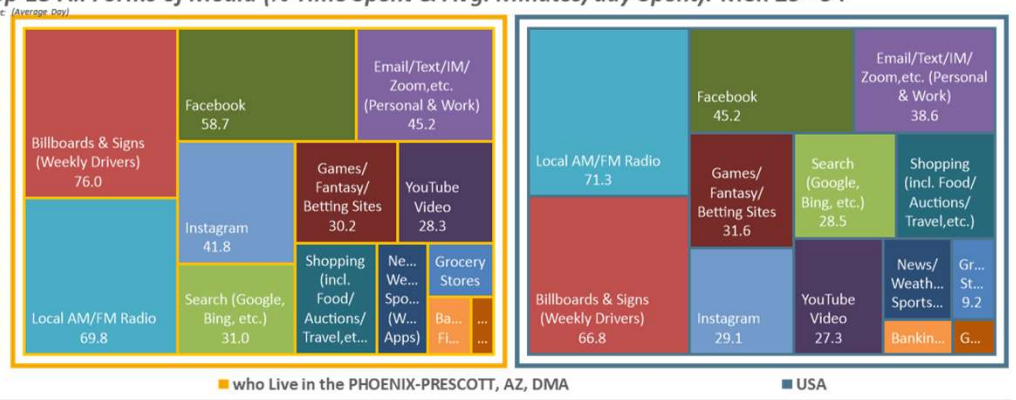
M25-54

Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

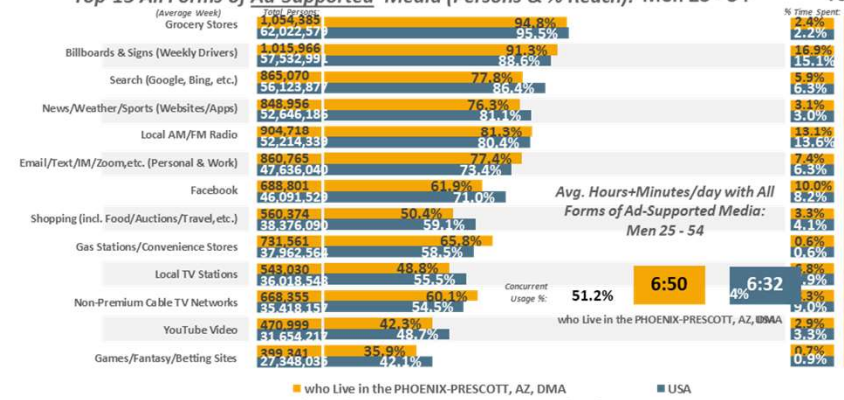
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



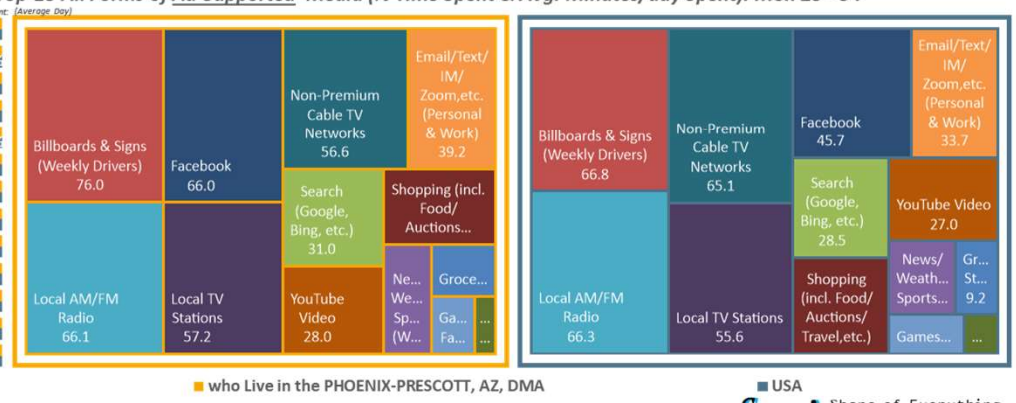
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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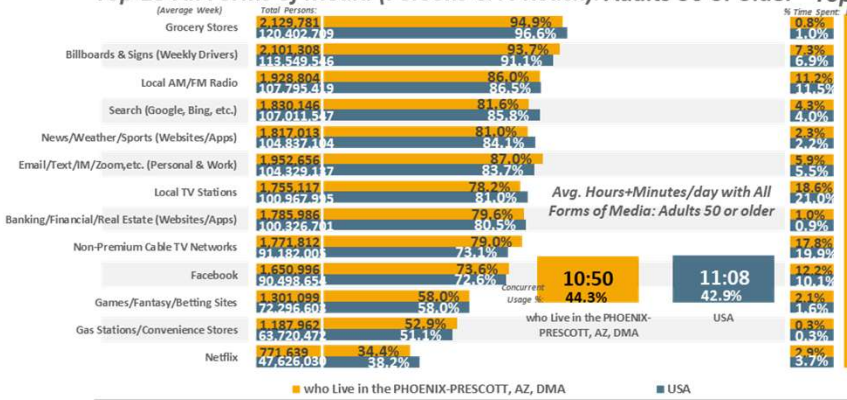
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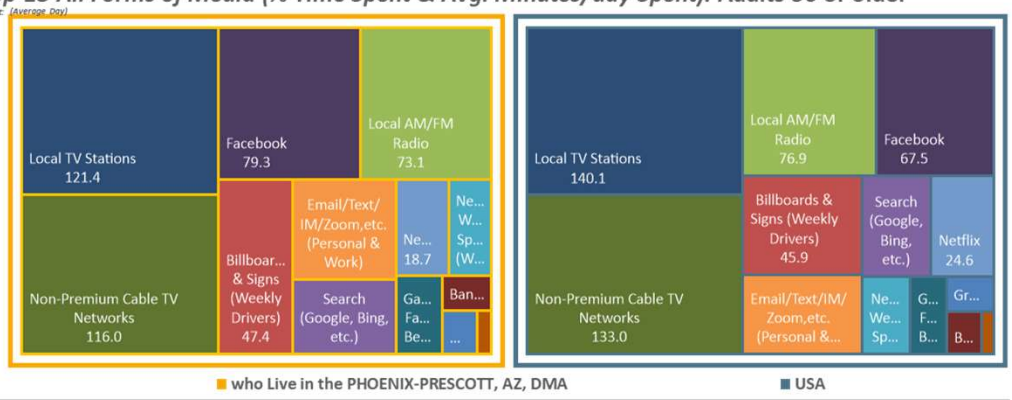
P50+

Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 9 hours and 7 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

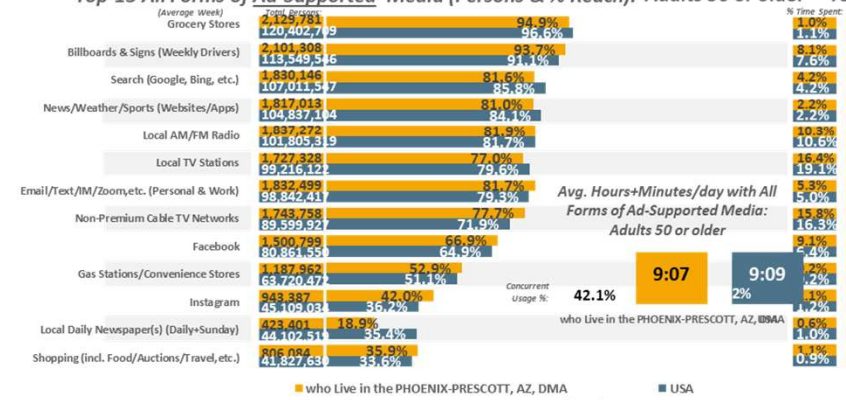
Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older



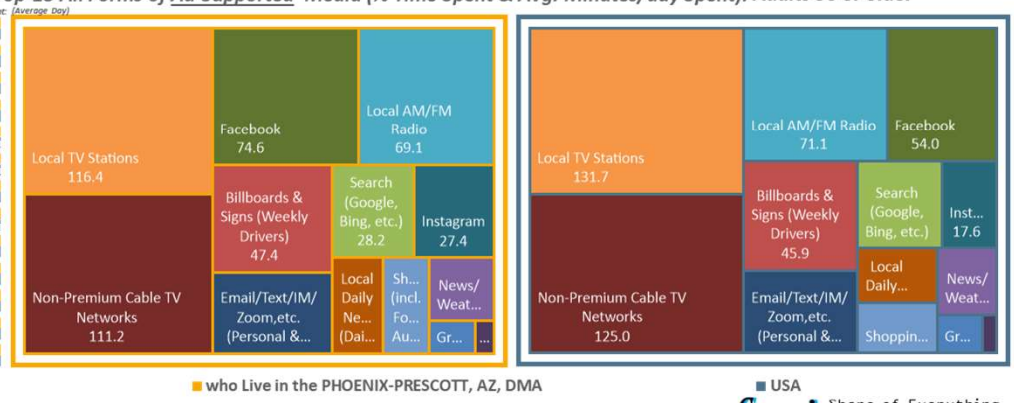
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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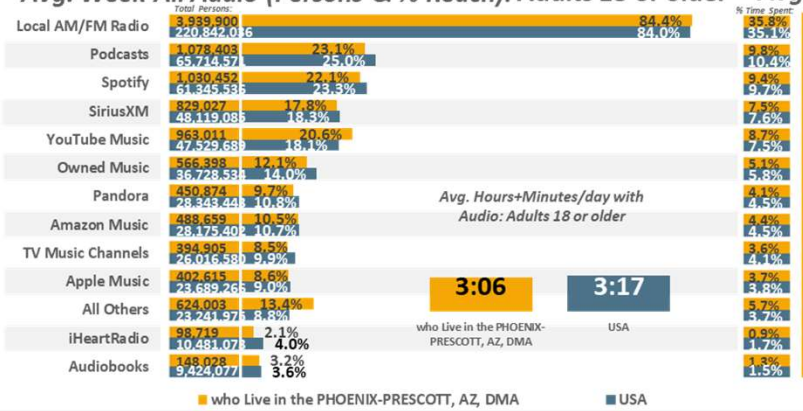
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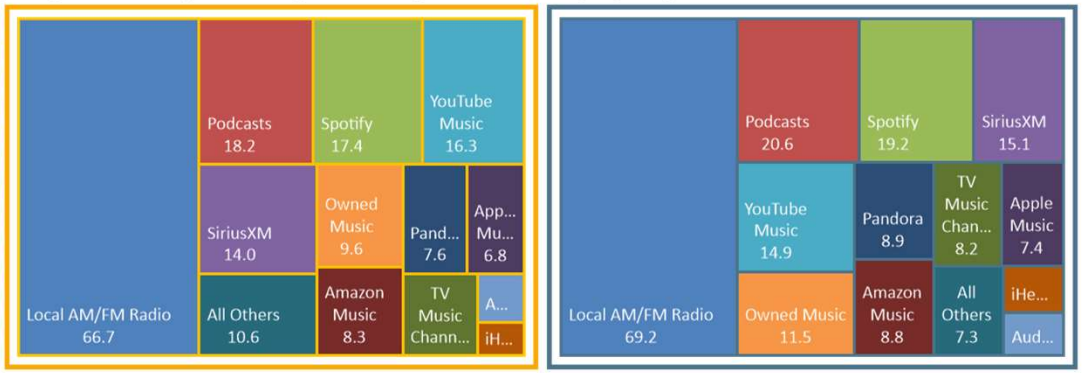
P18+

3,782,291 or 81.1% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

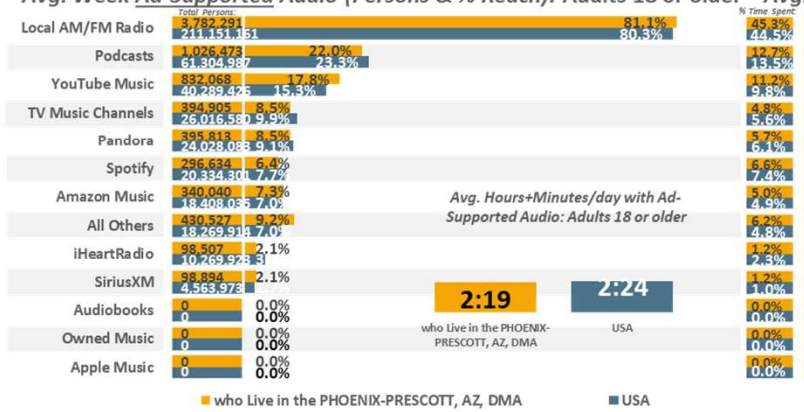
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



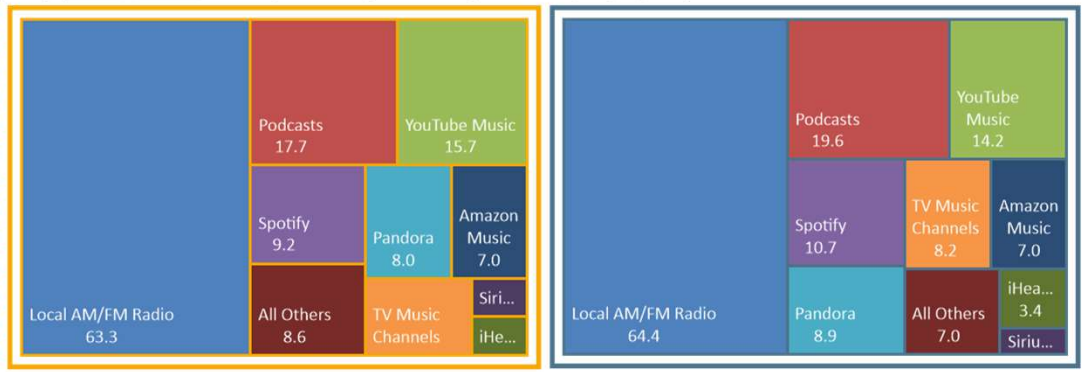
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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Scarborough R1 2024: Jan23-Aug24 USA Projection

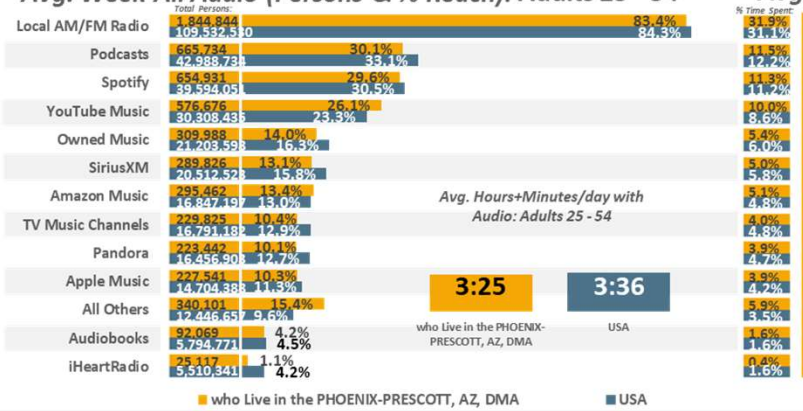
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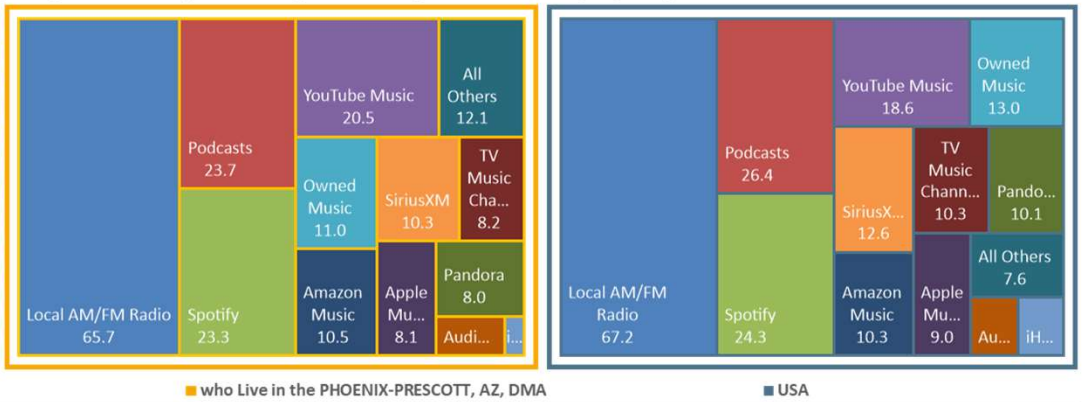
P25-54

1,785,414 or 80.7% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

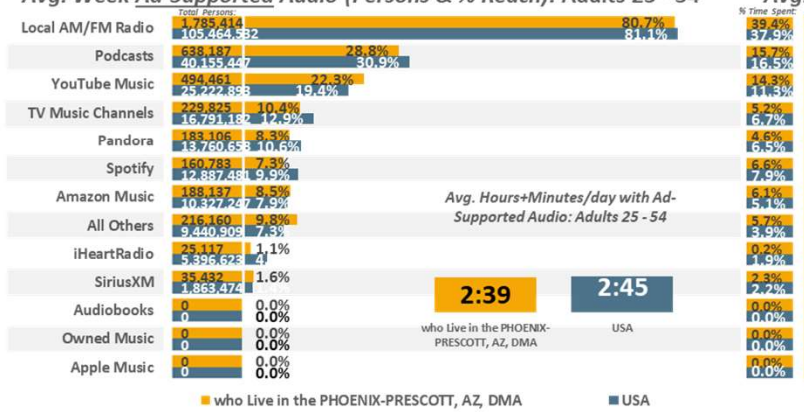
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



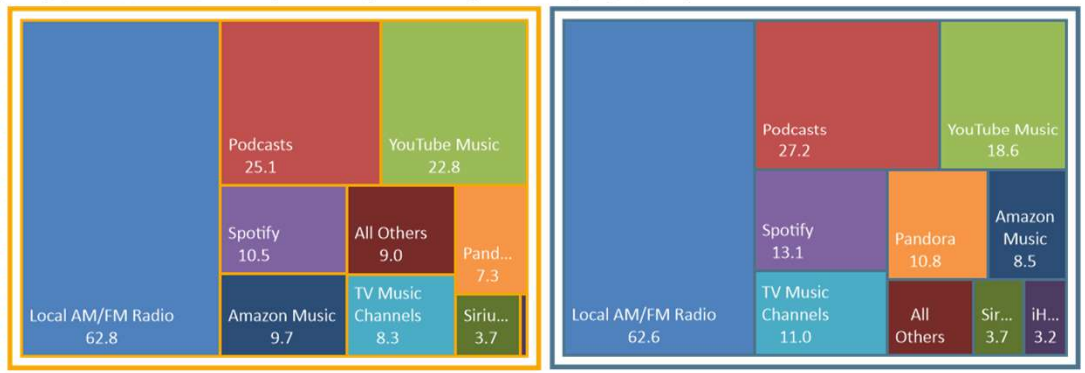
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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Scarborough R1 2024: Jan23-Aug24 USA Projection

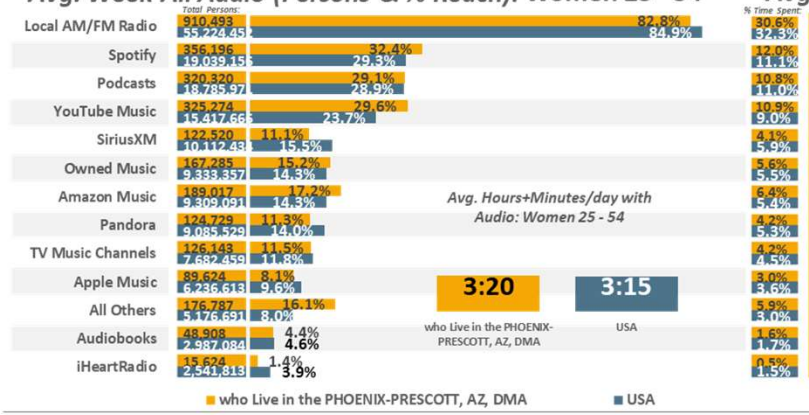
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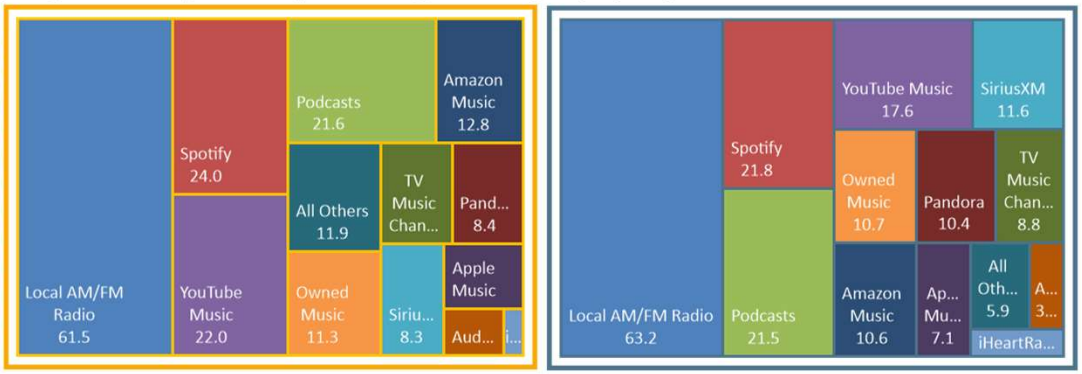
W25-54

880,984 or 80.1% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

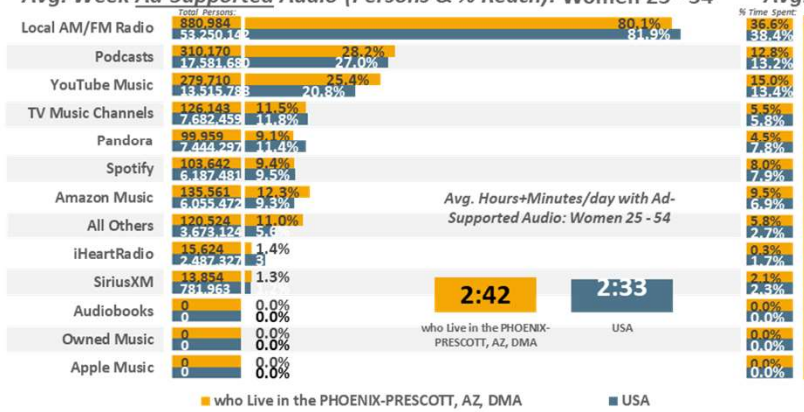
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



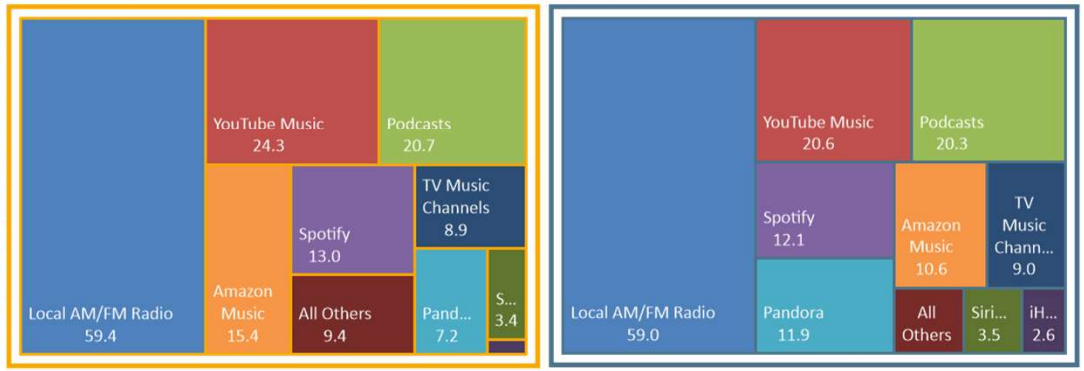
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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Scarborough R1 2024: Jan23-Aug24 USA Projection

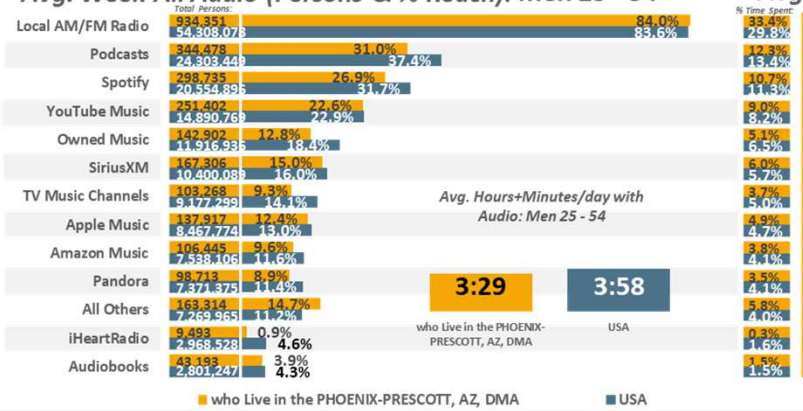
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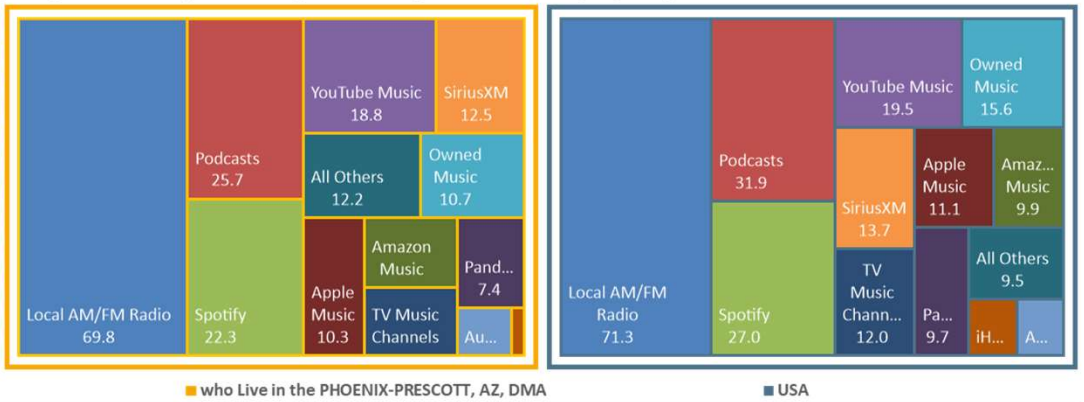
M25-54

904,718 or 81.3% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

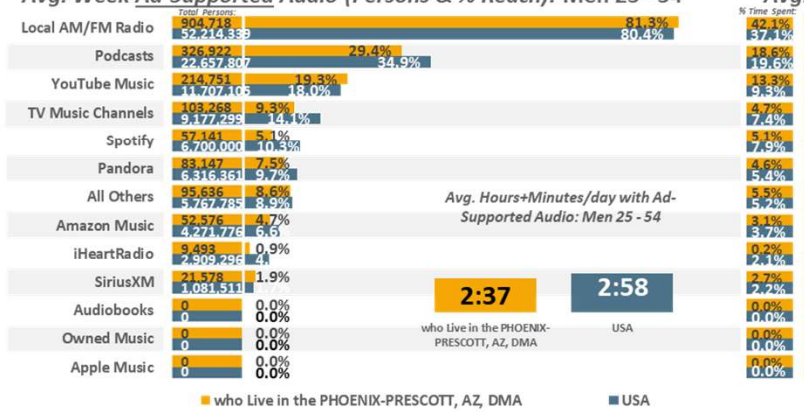
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



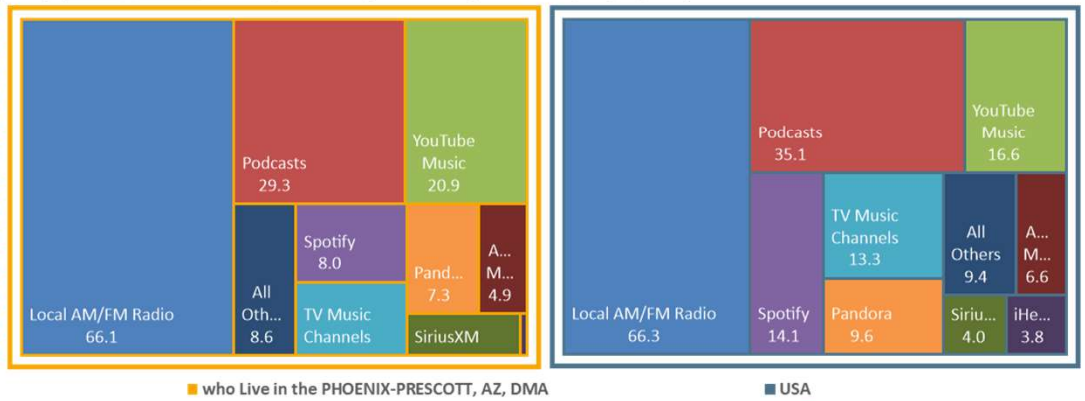
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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Scarborough R1 2024: Jan23-Aug24 USA Projection

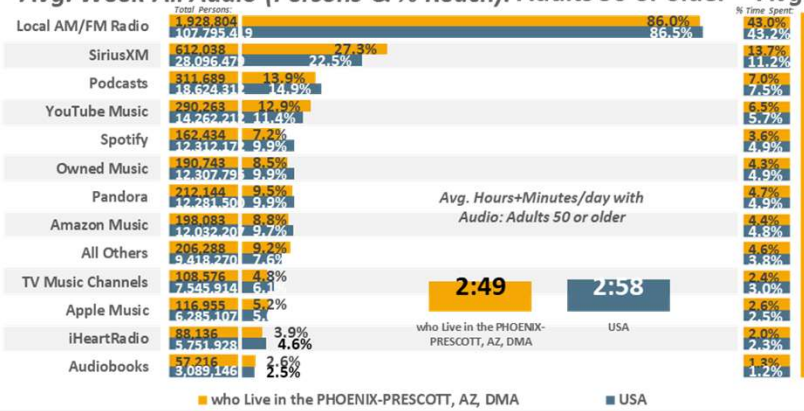
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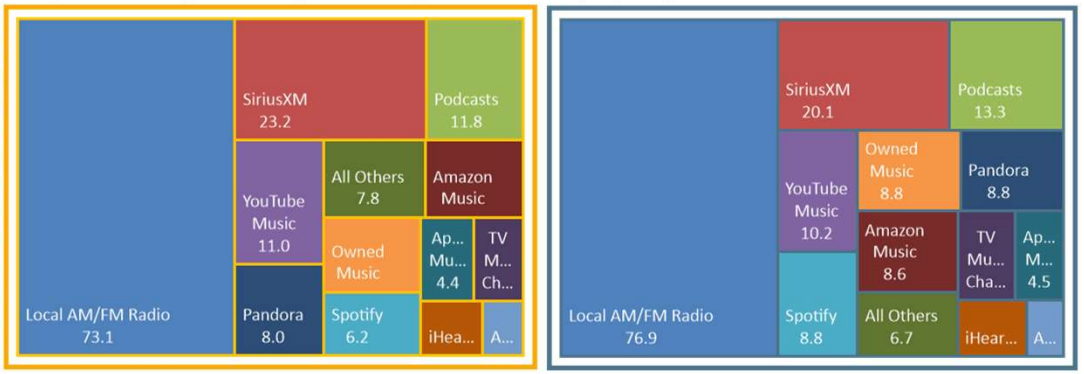
P50+

1,837,272 or 81.9% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 53.5% of all time spent daily with Ad-Supported Audio.

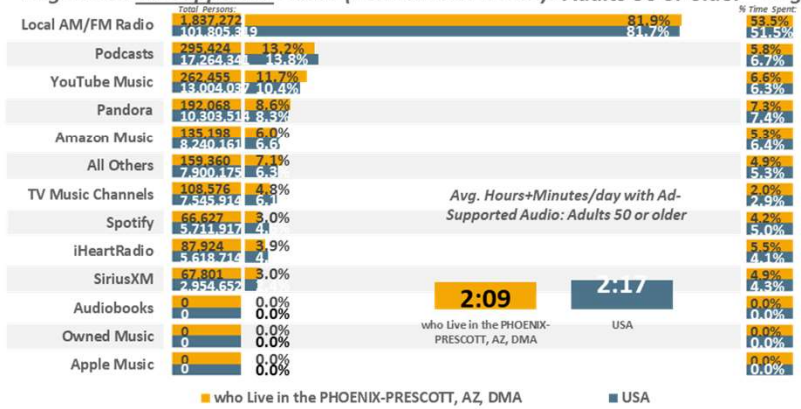
Avg. Week All Audio (Persons & % Reach): Adults 50 or older



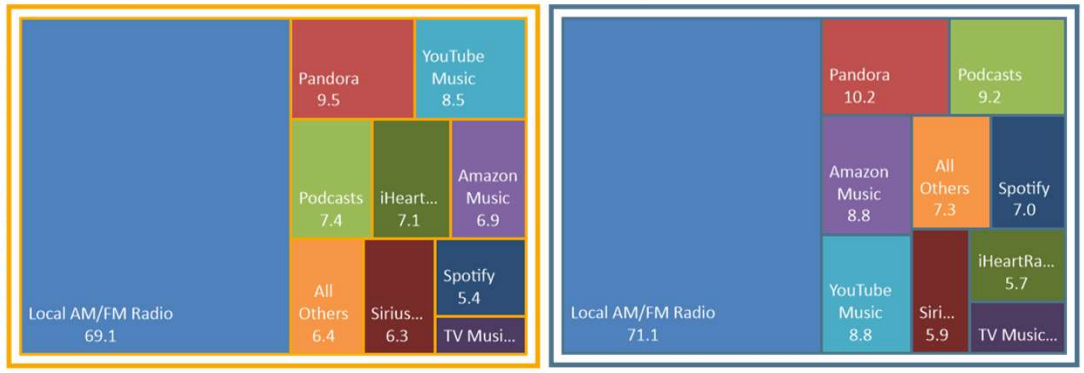
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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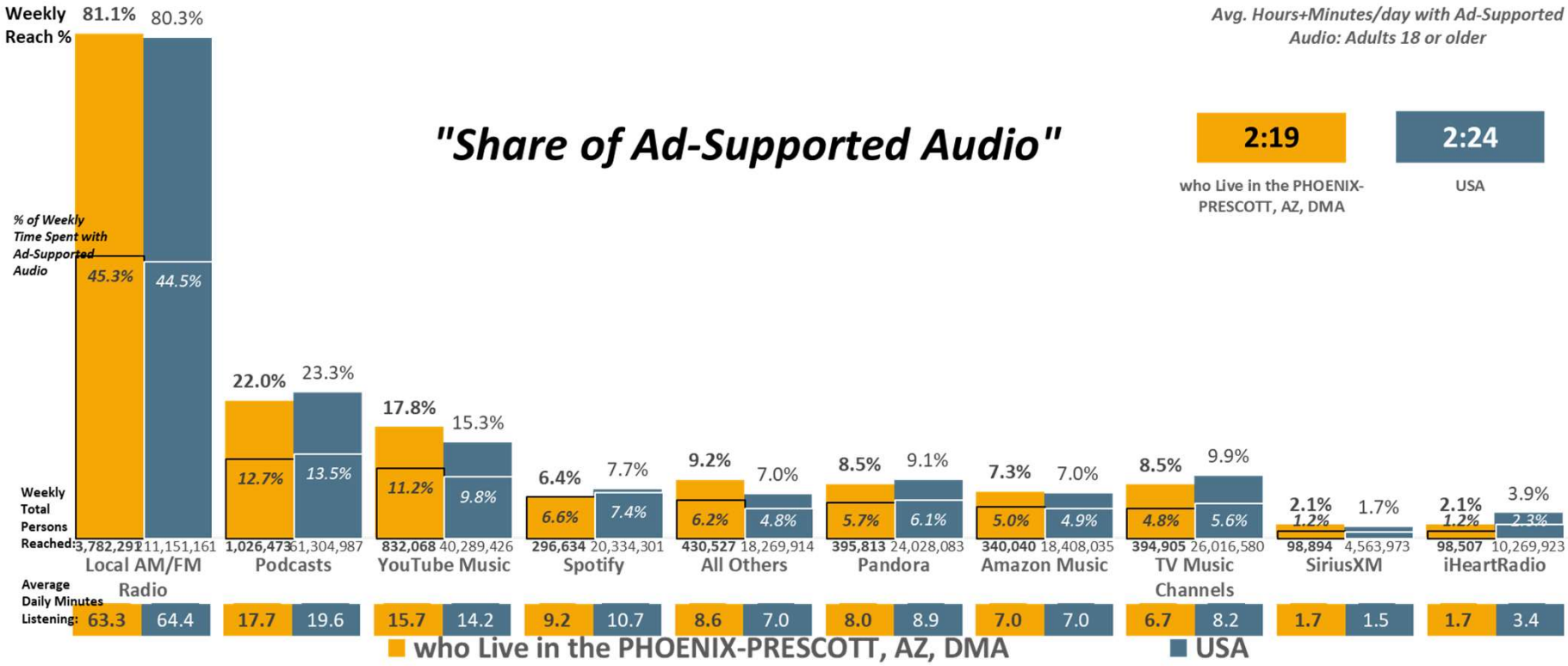
Scarborough R1 2024: Jan23-Aug24 USA Projection

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P18+

3,782,291 or 81.1% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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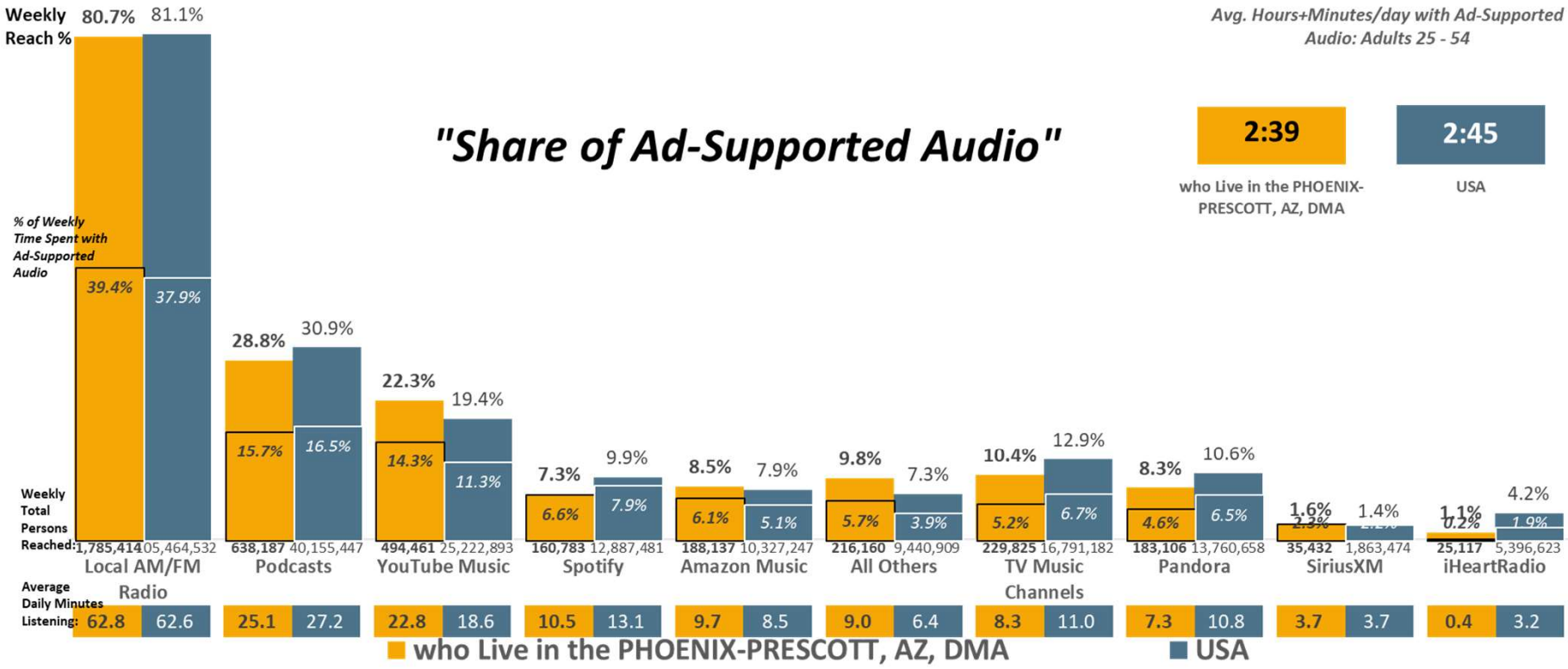
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

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P25-54

1,785,414 or 80.7% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



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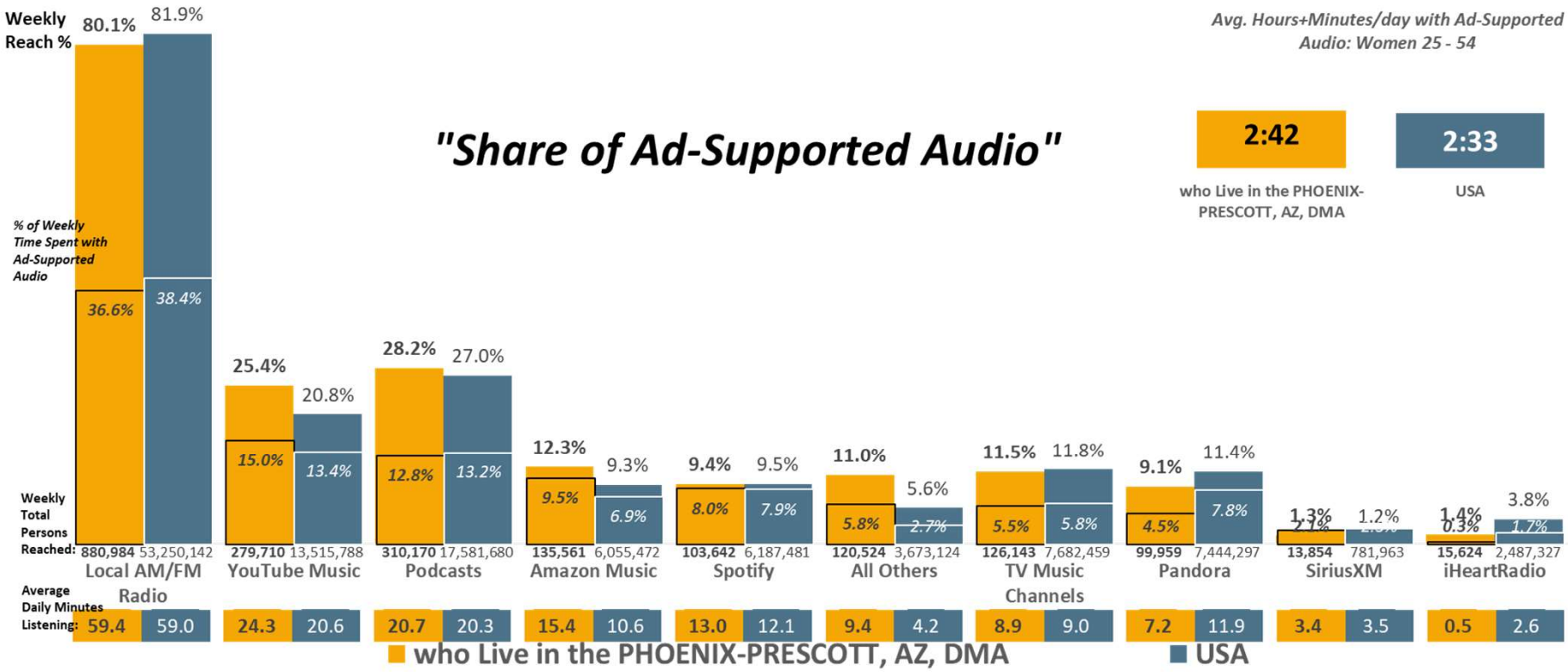
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

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W25-54

880,984 or 80.1% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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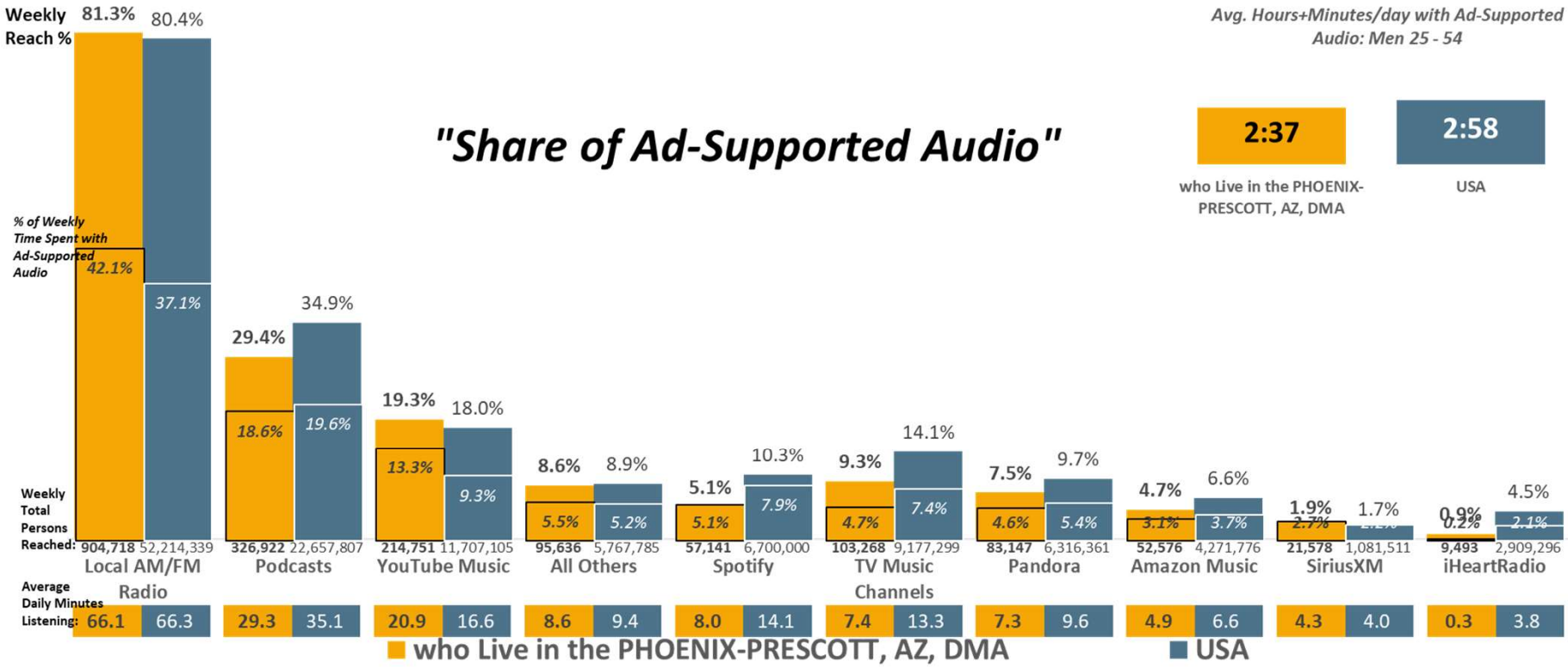
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

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M25-54

904,718 or 81.3% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



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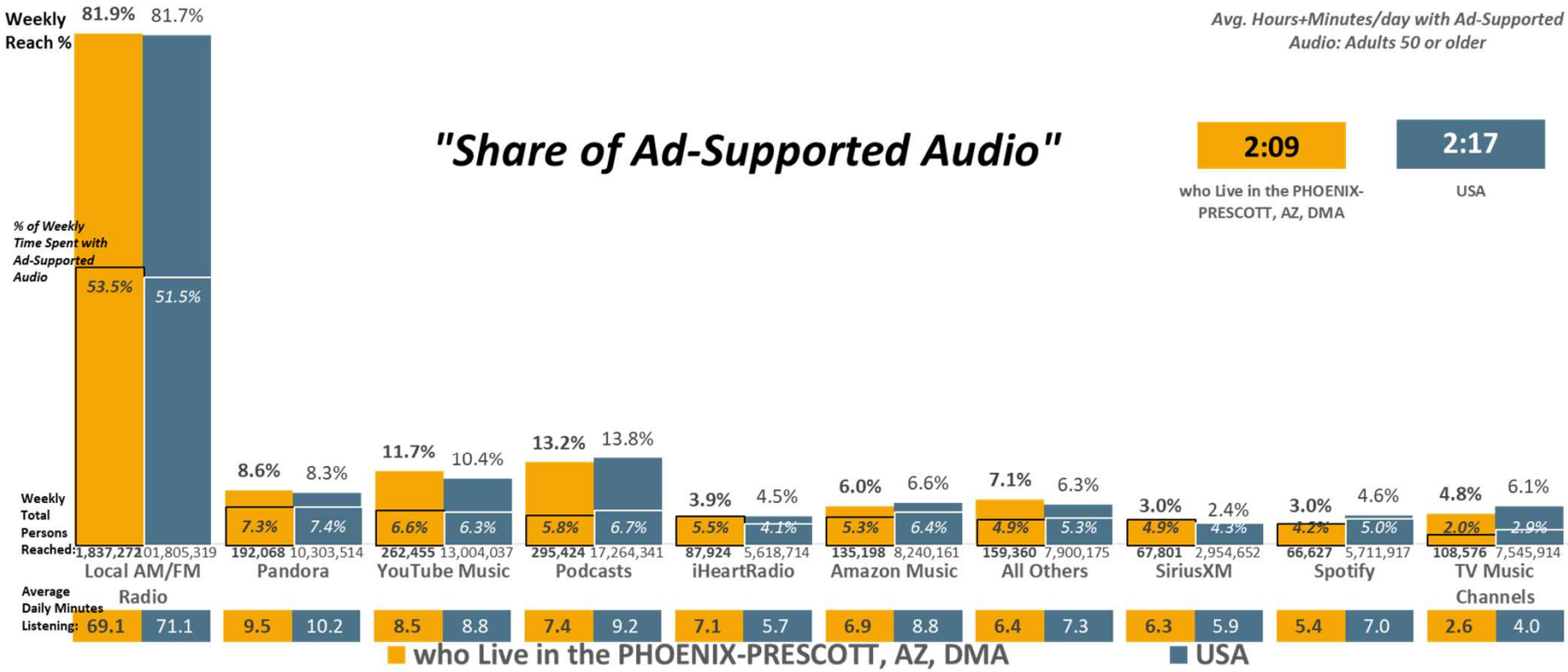
USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

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P50+

1,837,272 or 81.9% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 53.5% of all time spent daily with Ad-Supported Audio.



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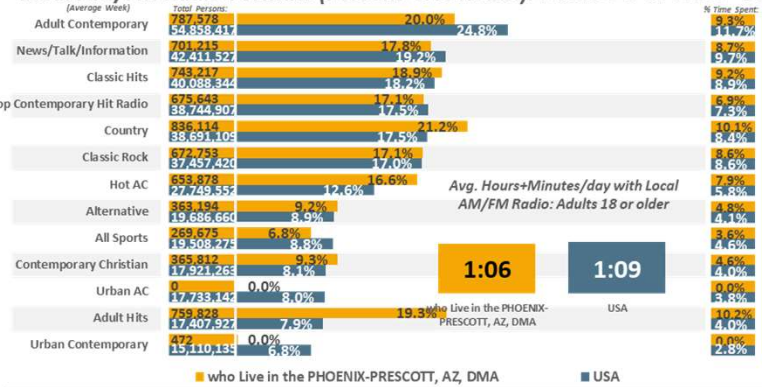
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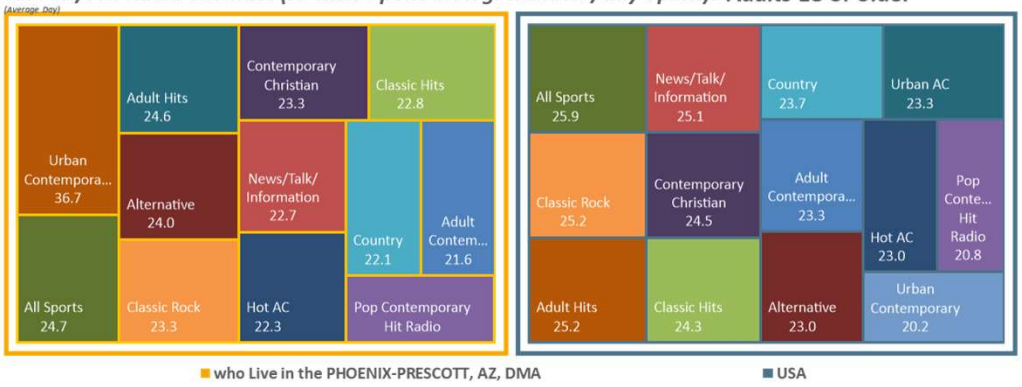
P18+

3,782,291 or 81.1% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Adult Hits, Classic Hits, and Pop Contemporary Hit Radio.

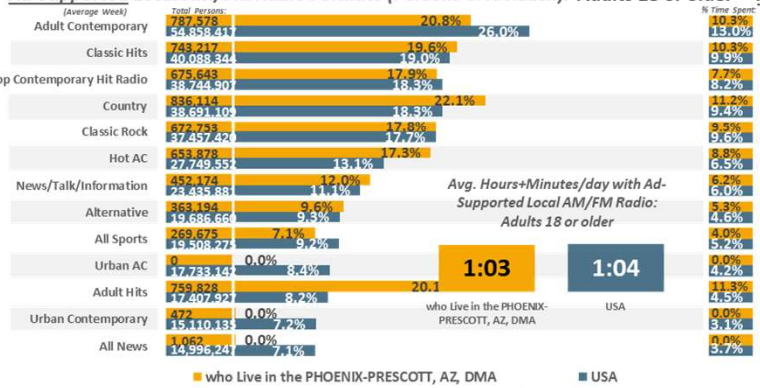
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



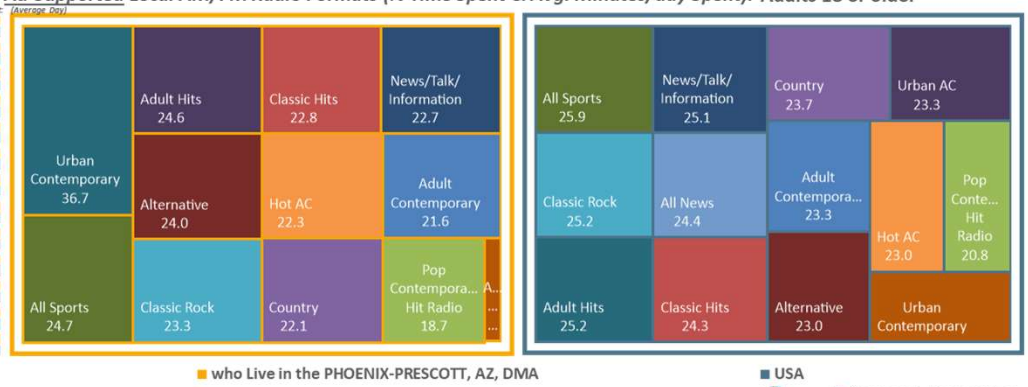
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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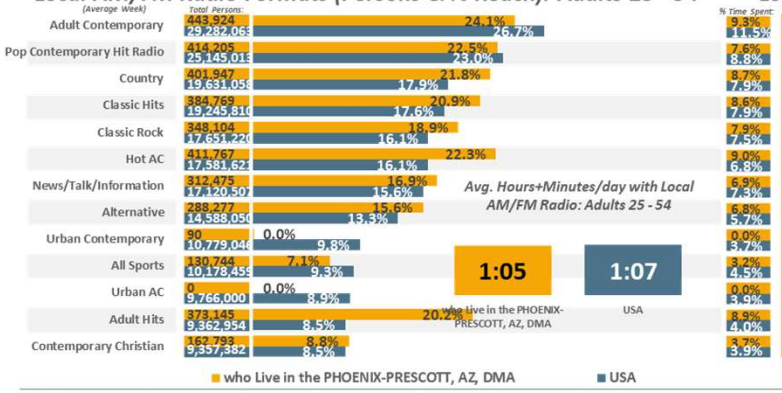
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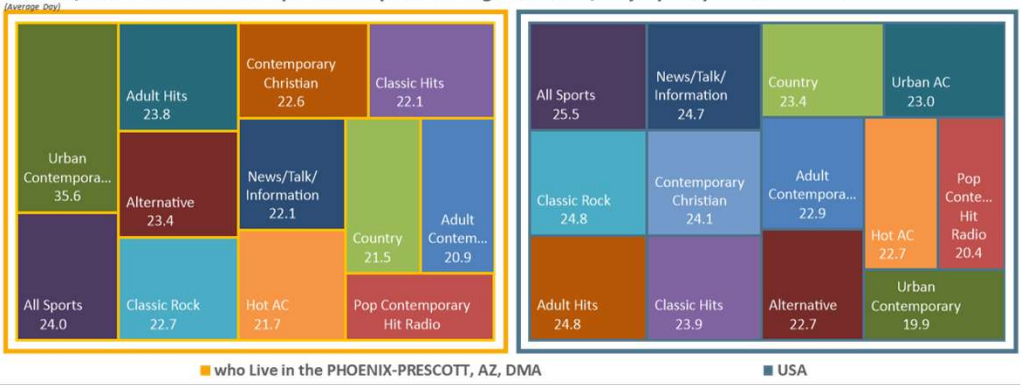
P25-54

1,785,414 or 80.7% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Country, and Classic Hits.

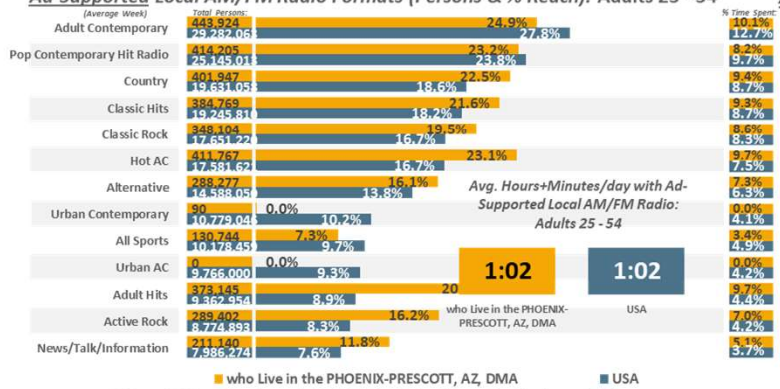
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



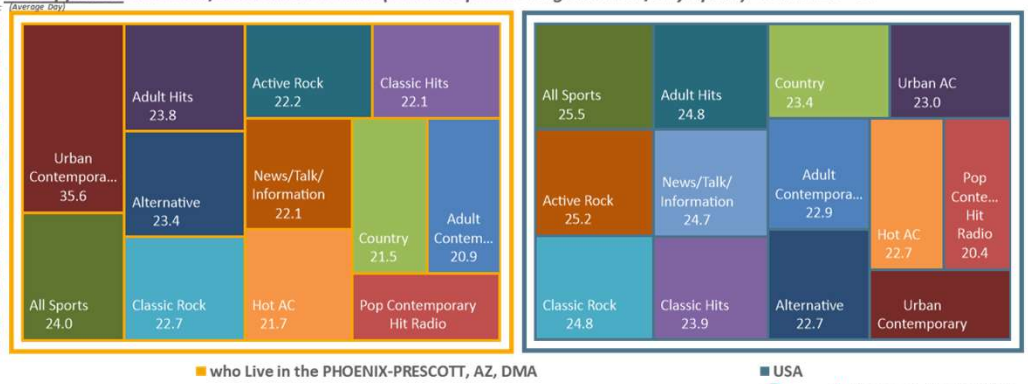
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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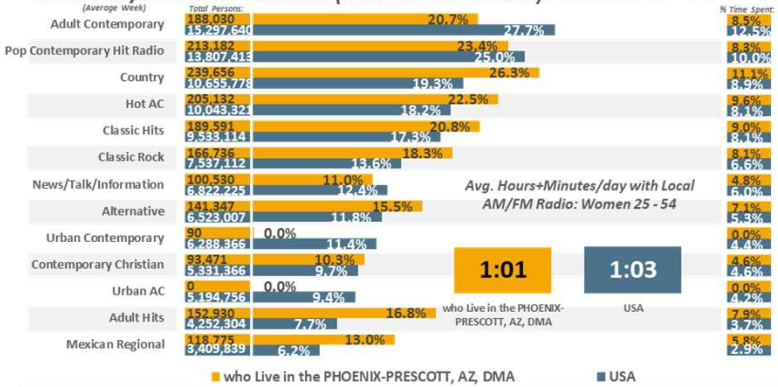
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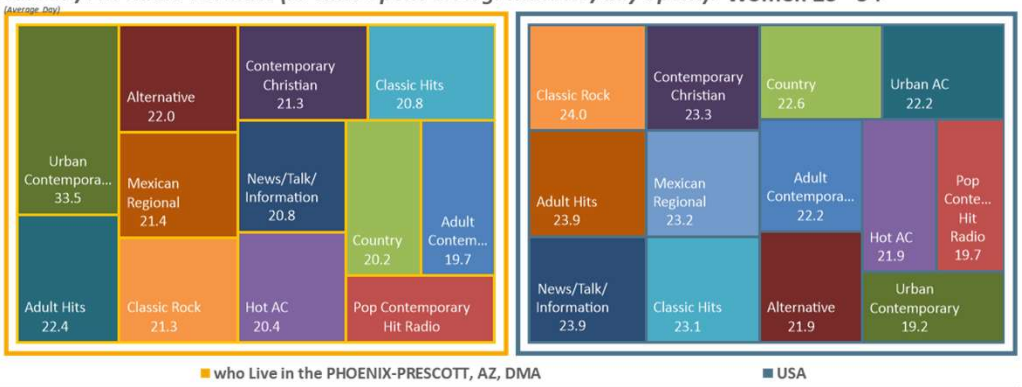
W25-54

880,984 or 80.1% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Pop Contemporary Hit Radio, Hot AC, Classic Hits, and Adult Contemporary.

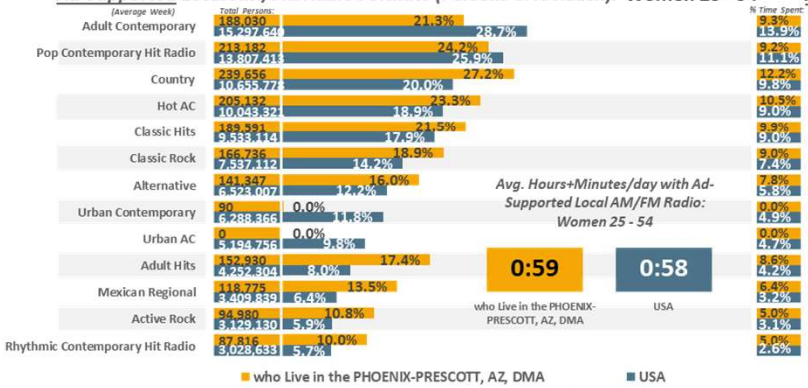
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



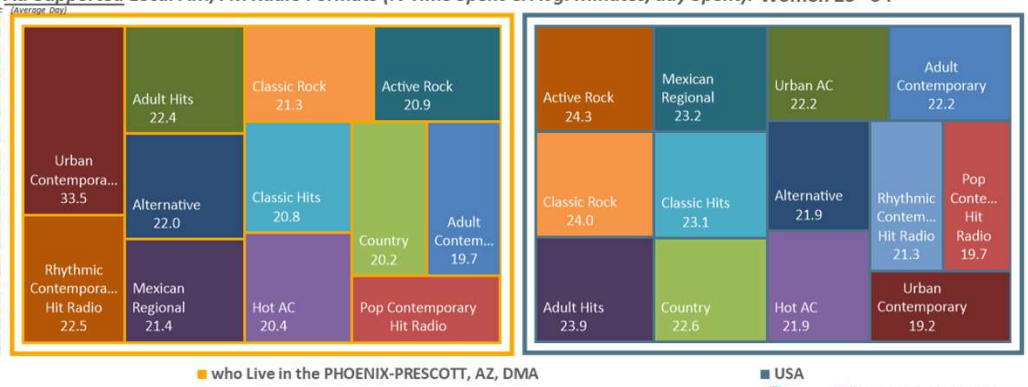
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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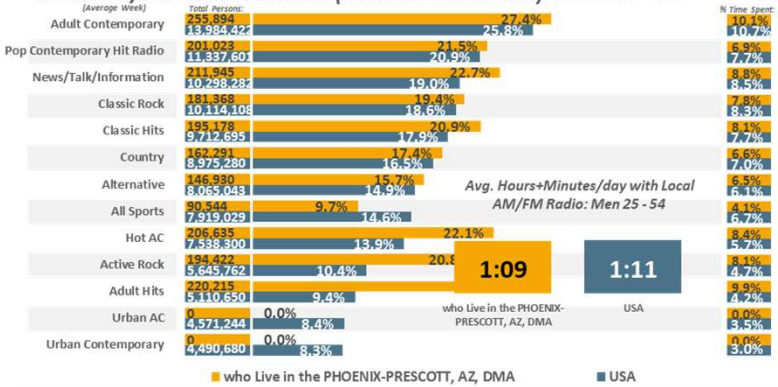
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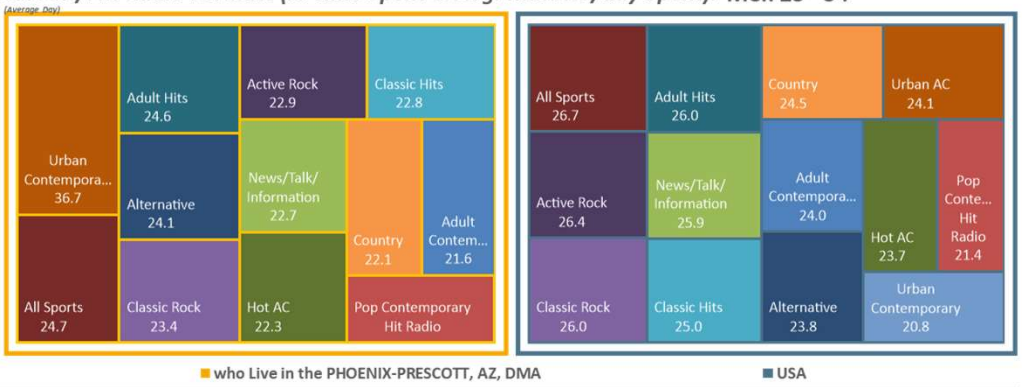
M25-54

904,718 or 81.3% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Hot AC, Pop Contemporary Hit Radio, and Classic Hits.

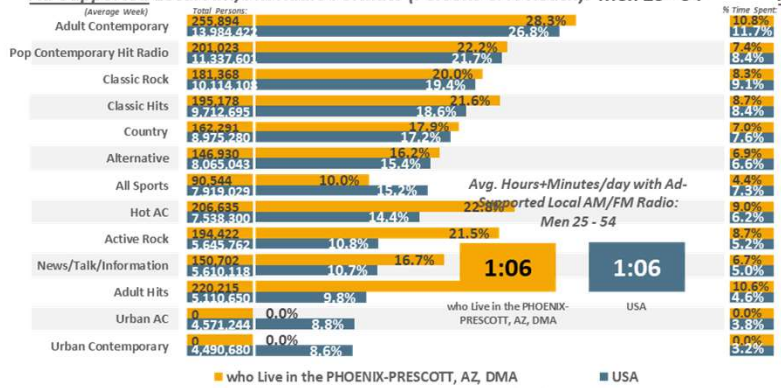
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



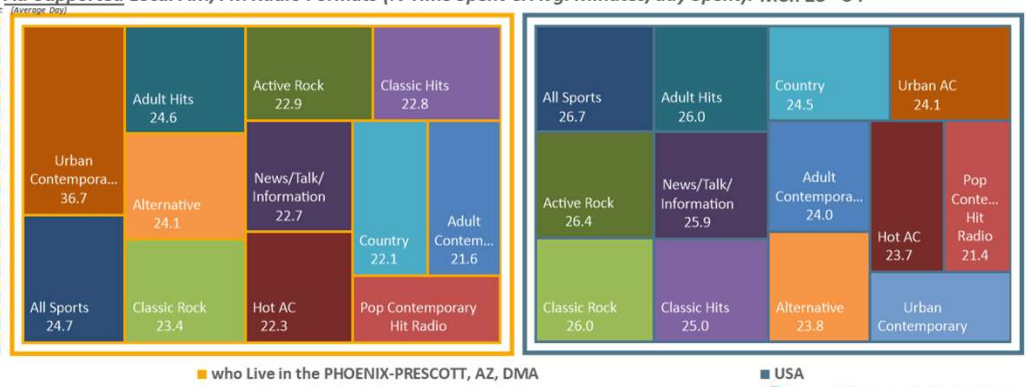
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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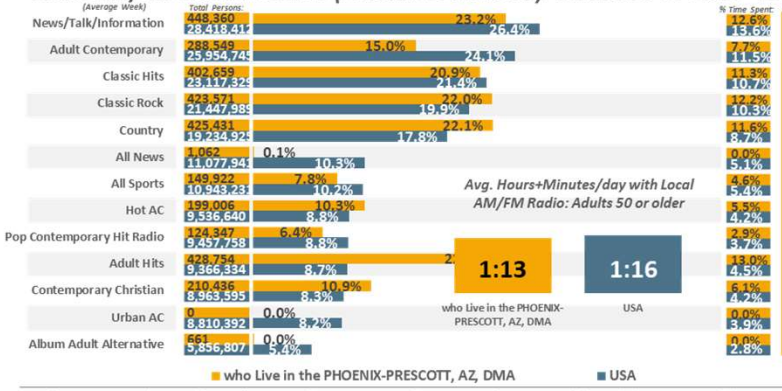
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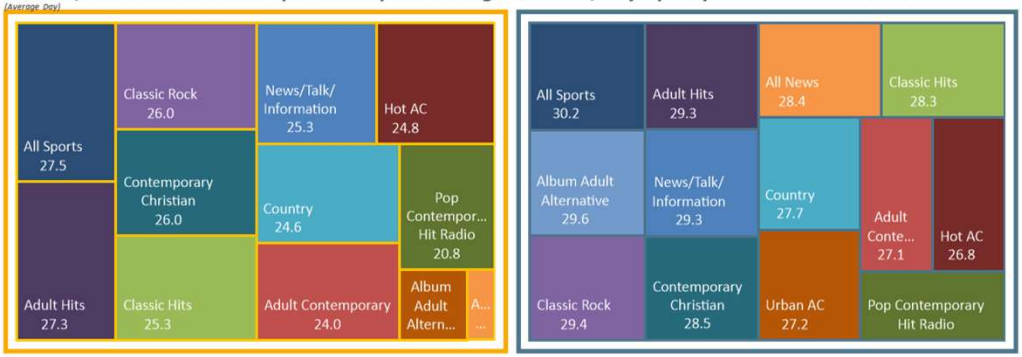
P50+

1,837,272 or 81.9% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Country, Classic Rock, Classic Hits, and News/Talk/Information.

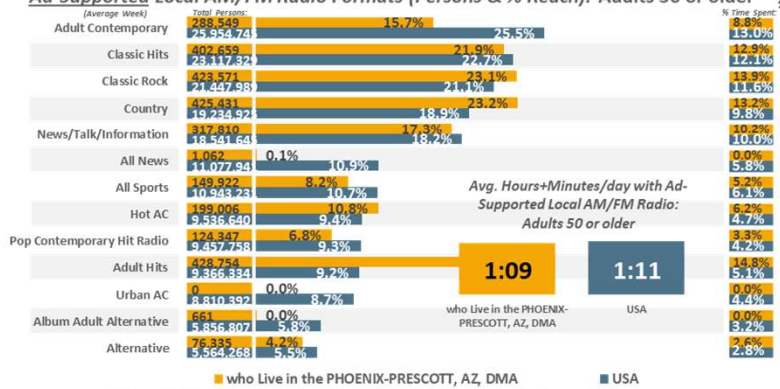
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



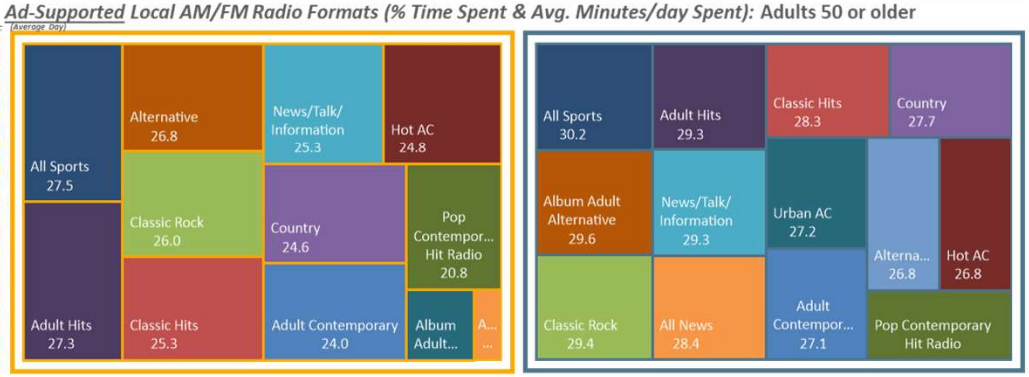
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

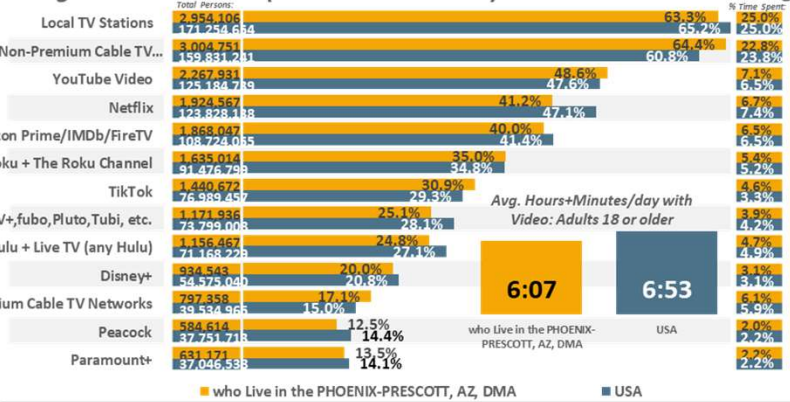
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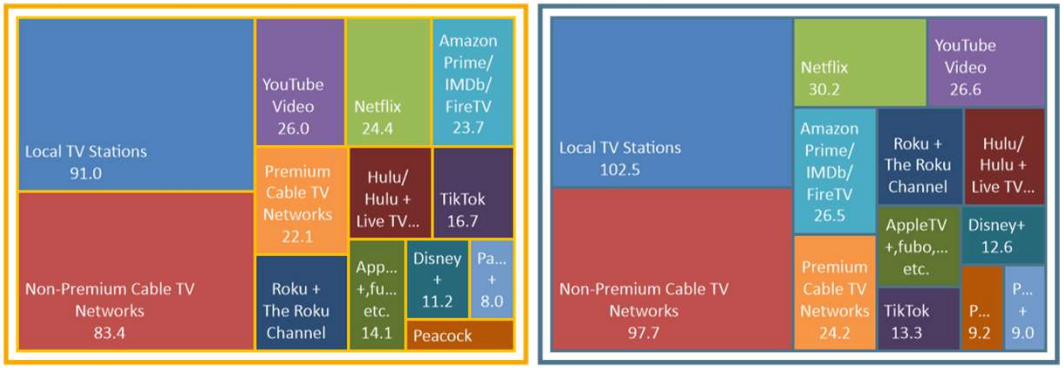
P18+

2,921,685 or 62.6% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 88.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

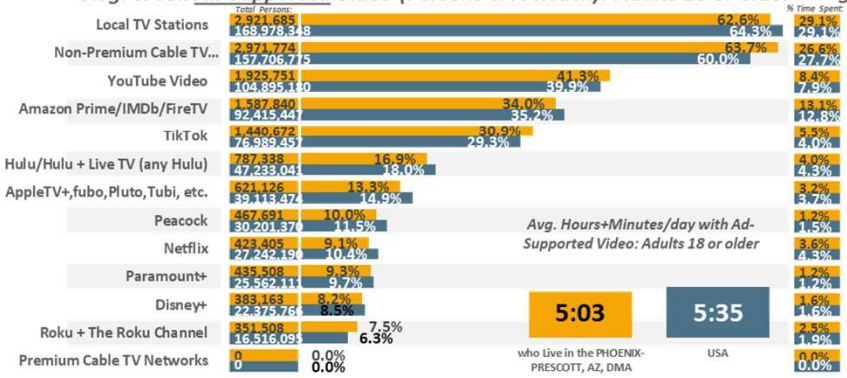
Avg. Week All Video (Persons & % Reach): Adults 18 or older



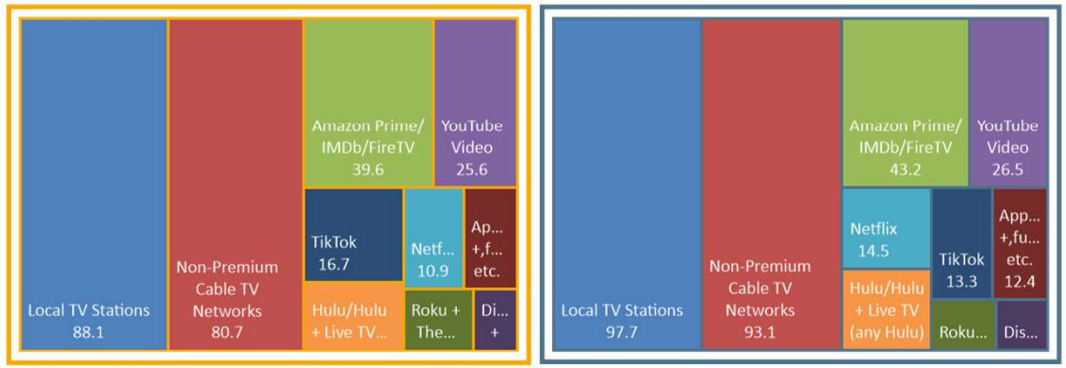
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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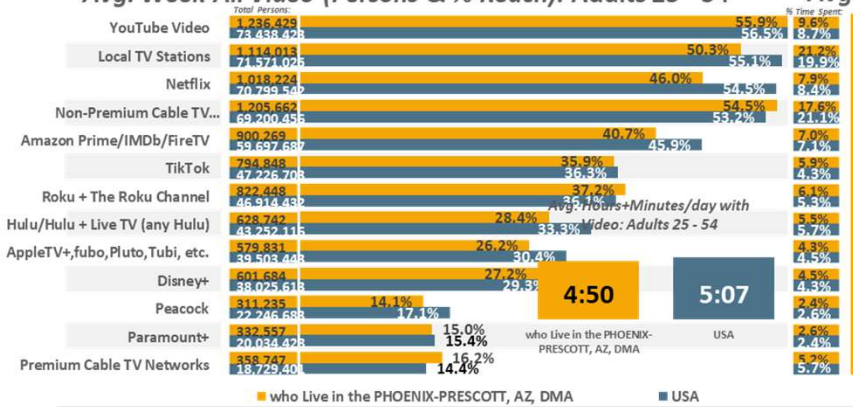
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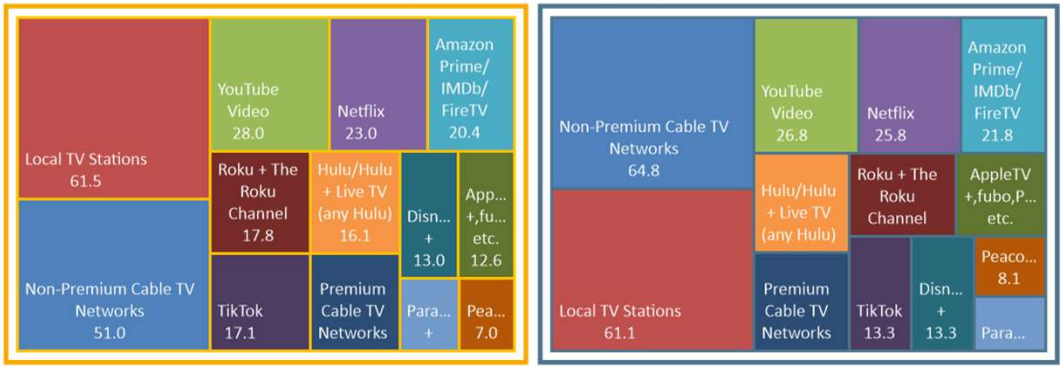
P25-54

1,106,352 or 50.% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 60.4 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

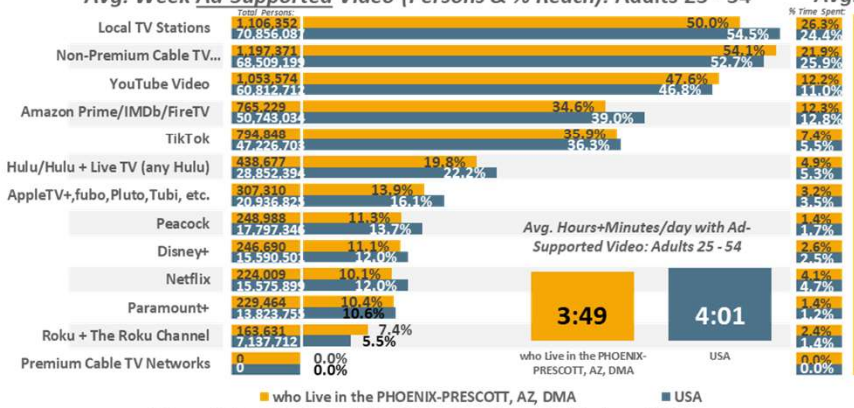
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



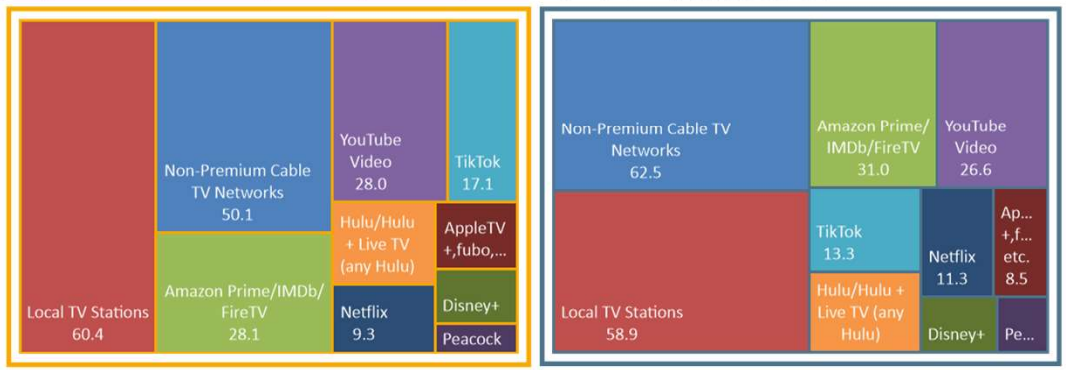
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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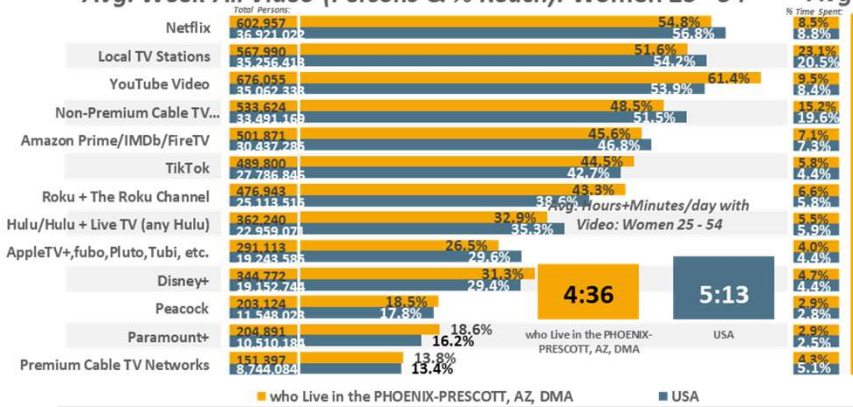
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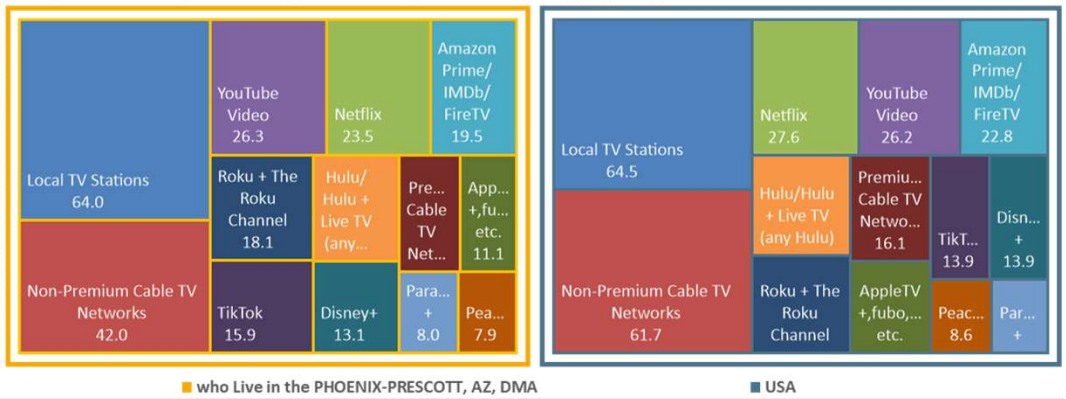
W25-54

563,468 or 51.2% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

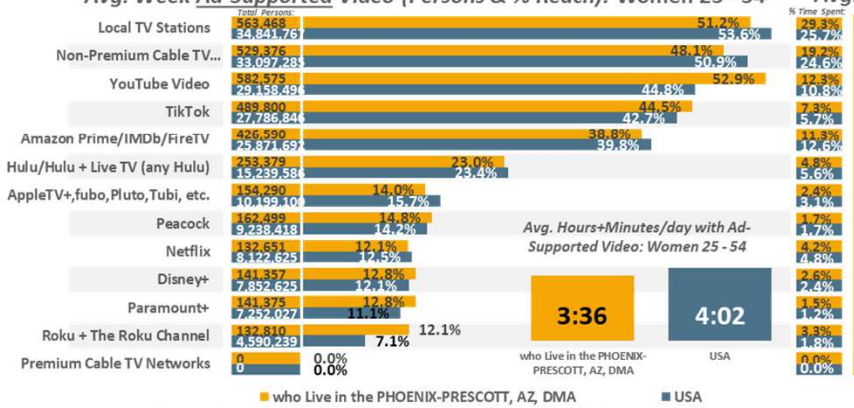
Avg. Week All Video (Persons & % Reach): Women 25 - 54



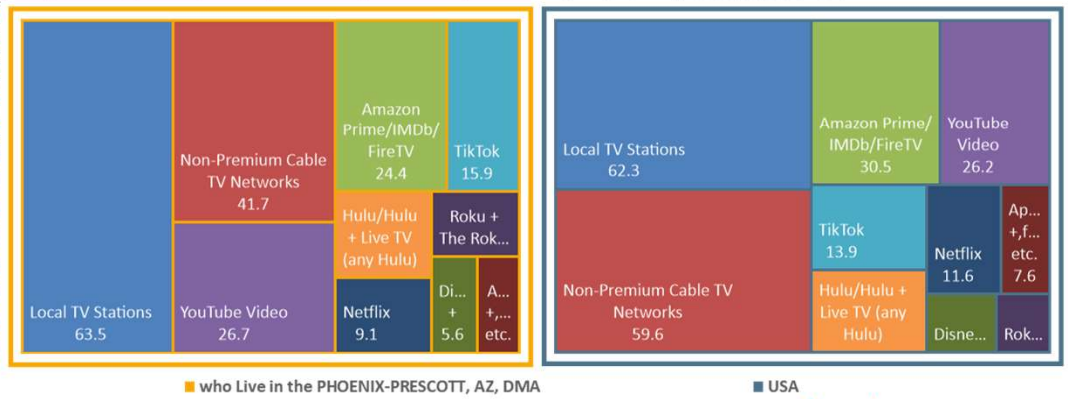
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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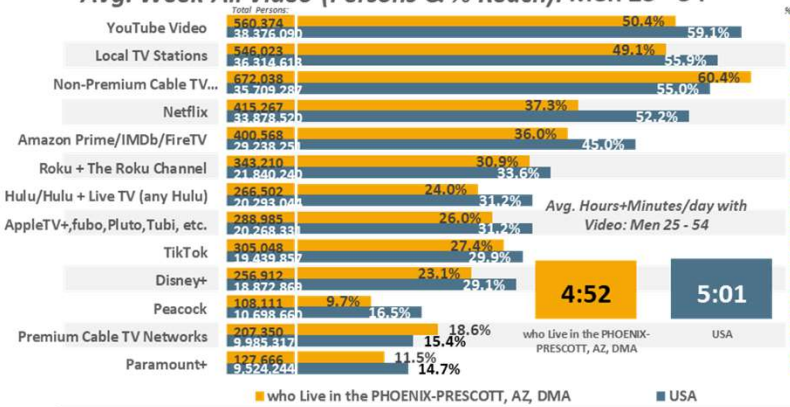
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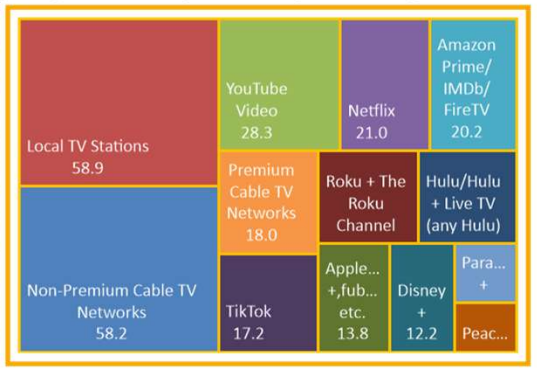
M25-54

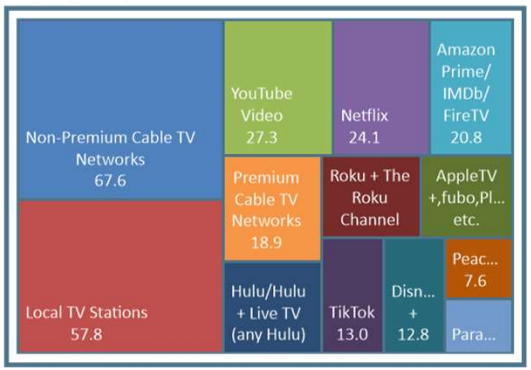
543,030 or 48.8% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 57.2 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Men 25 - 54

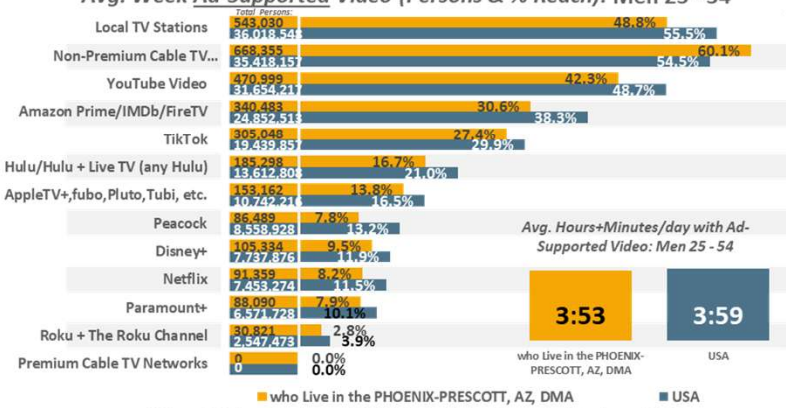


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

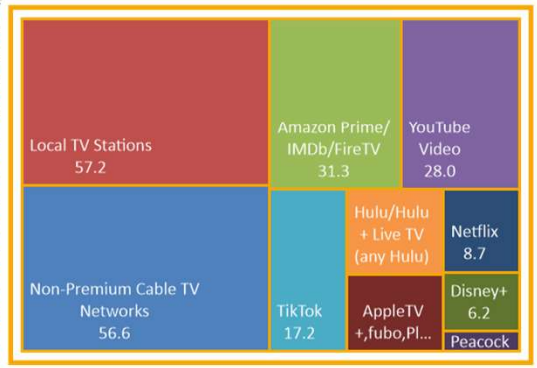


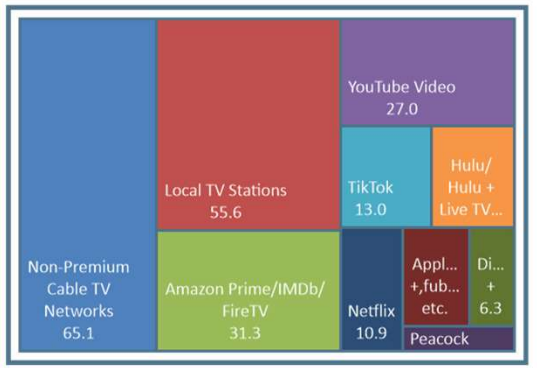


Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





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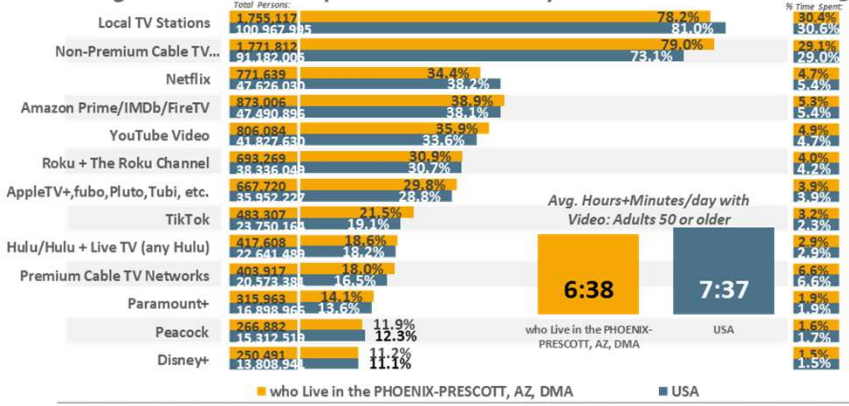
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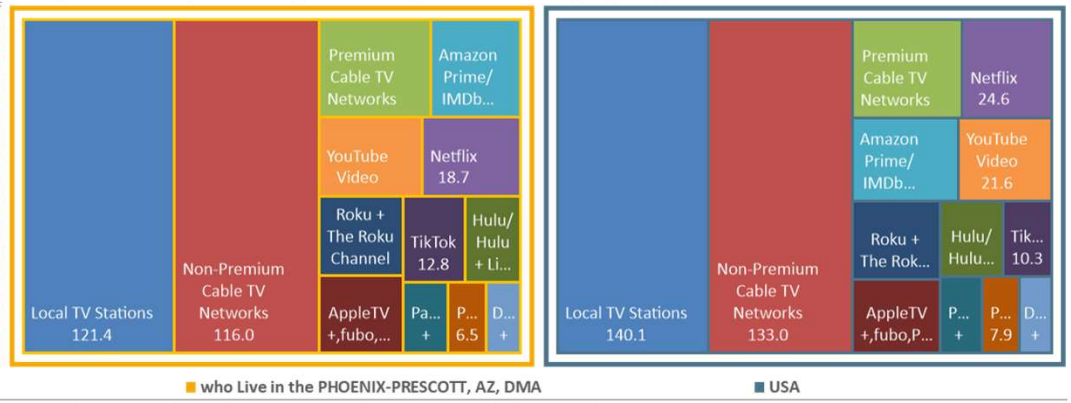
P50+

1,727,328 or 77.% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 116.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

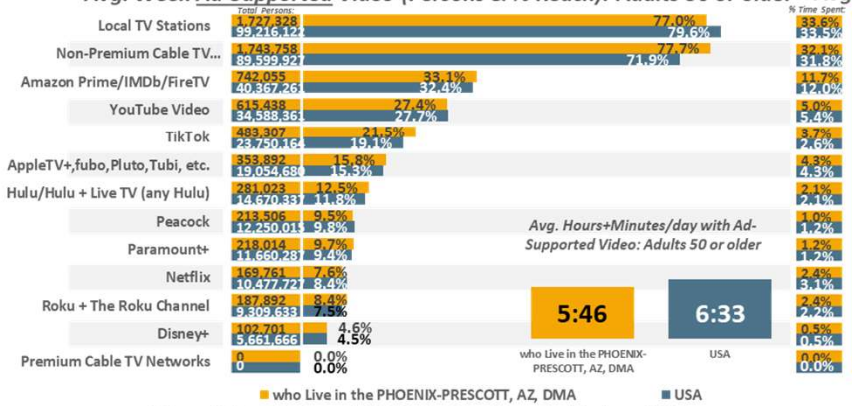
Avg. Week All Video (Persons & % Reach): Adults 50 or older



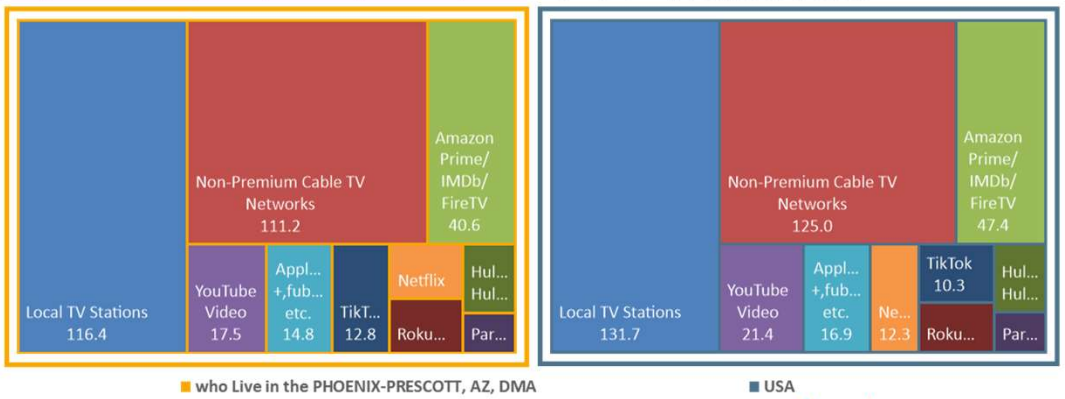
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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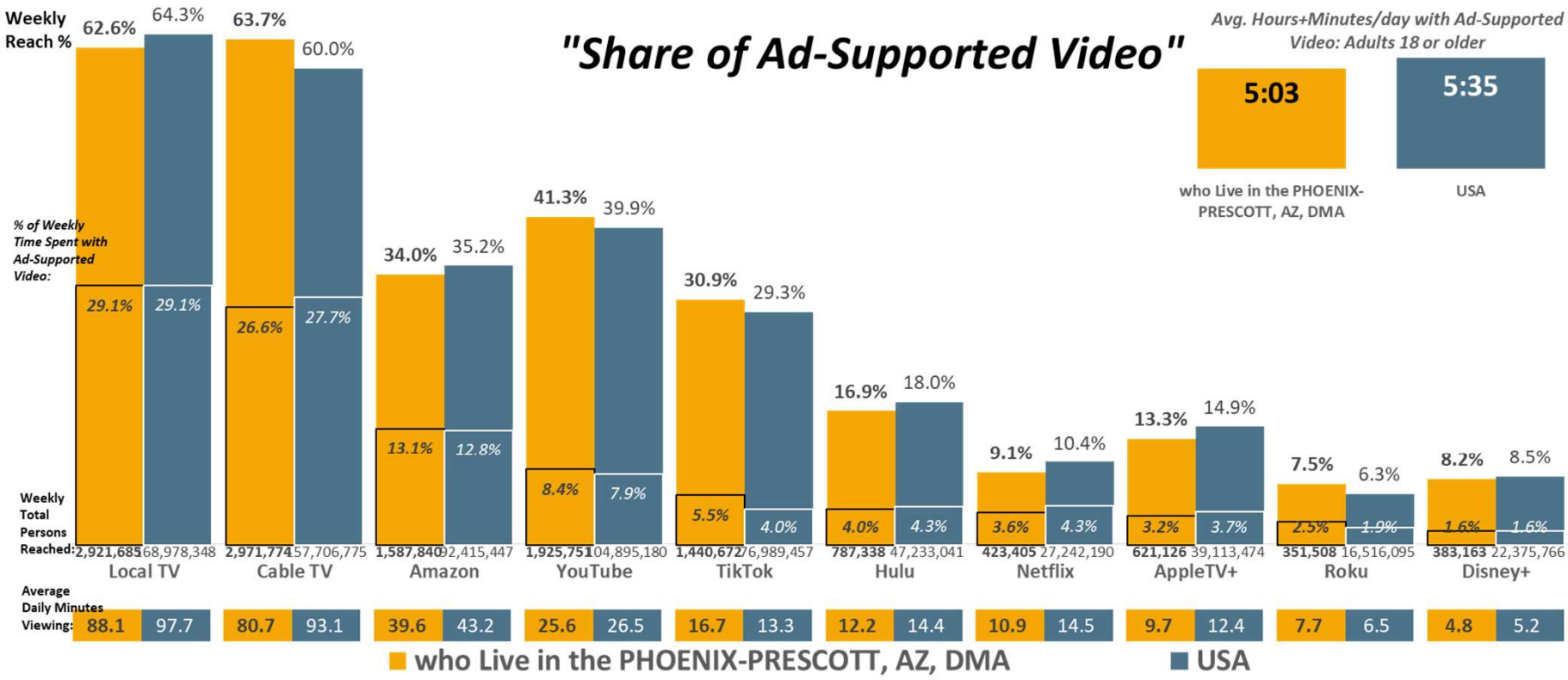
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P18+

2,921,685 or 62.6% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 88.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.



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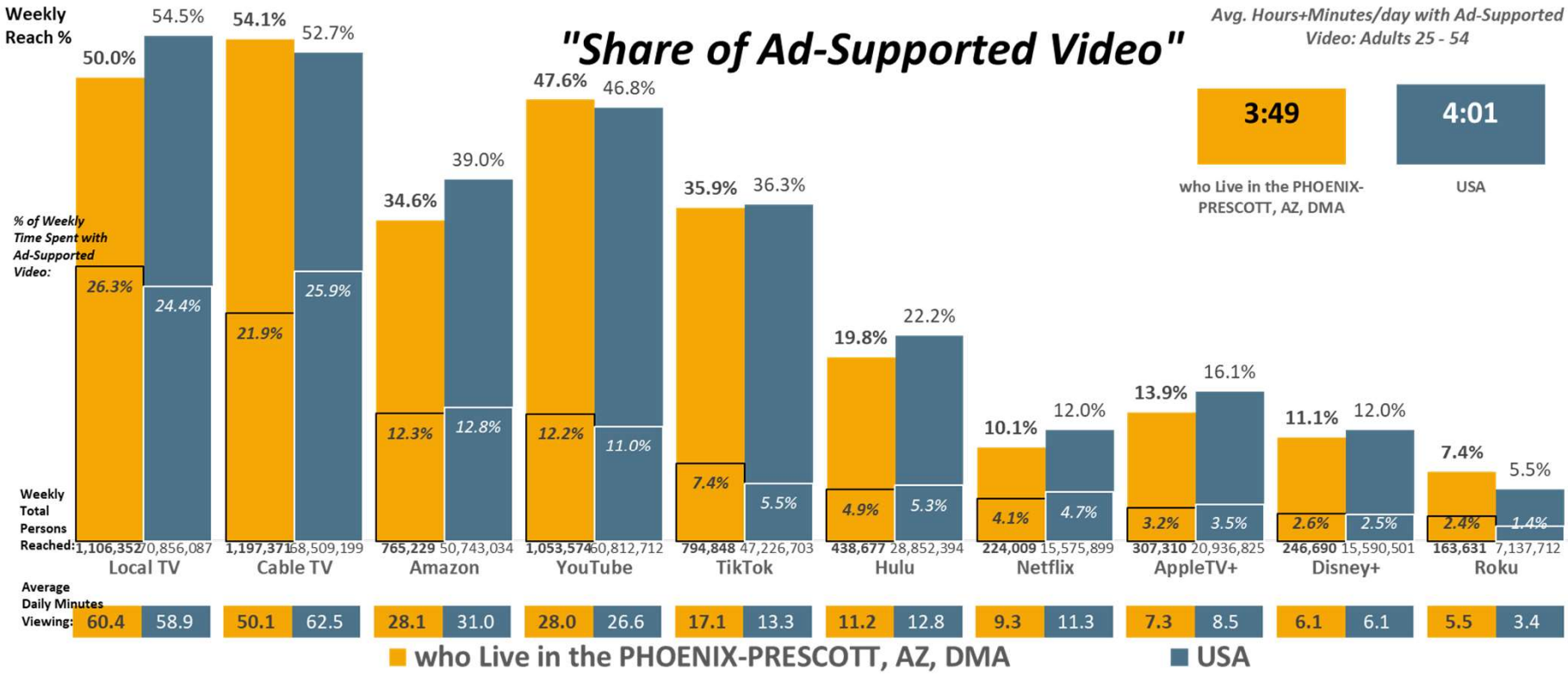
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P25-54

1,106,352 or 50.% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 60.4 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



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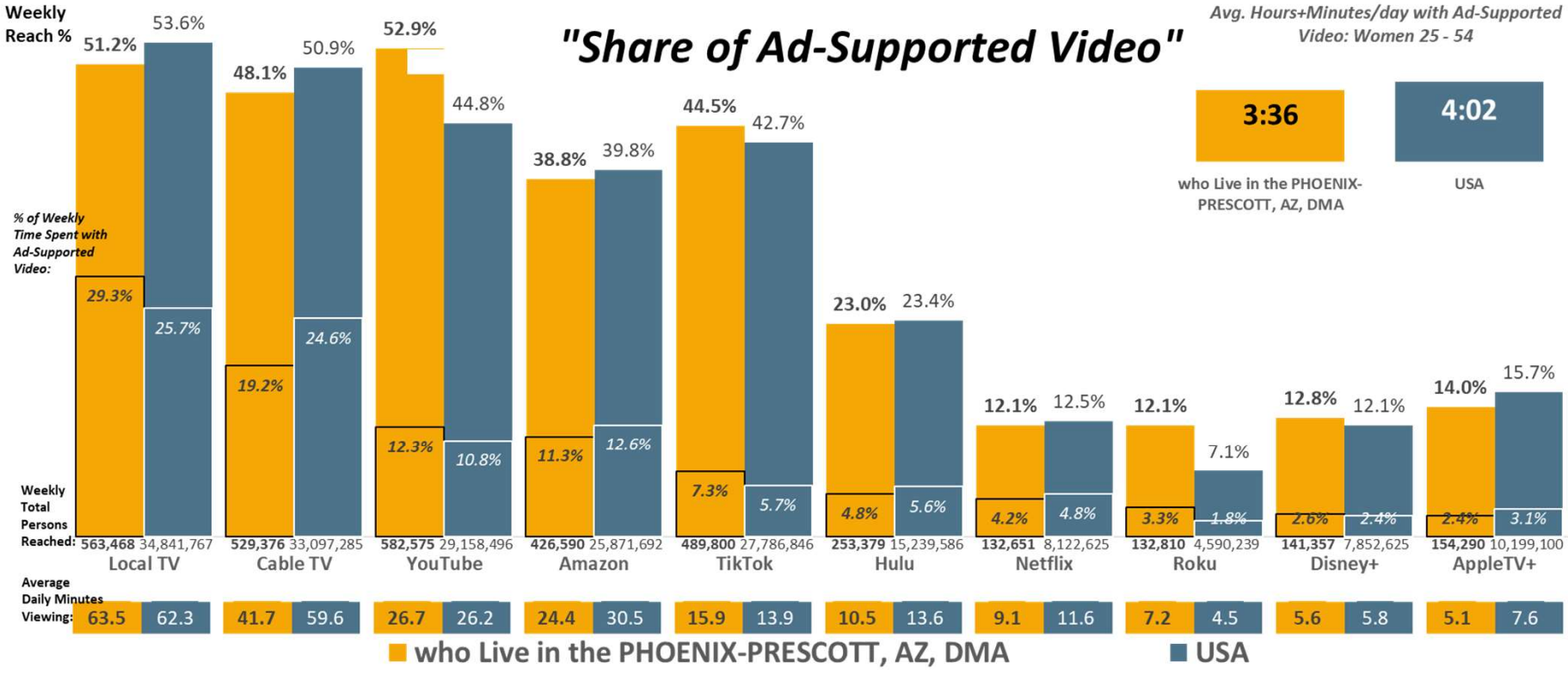
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W25-54

563,468 or 51.2% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.



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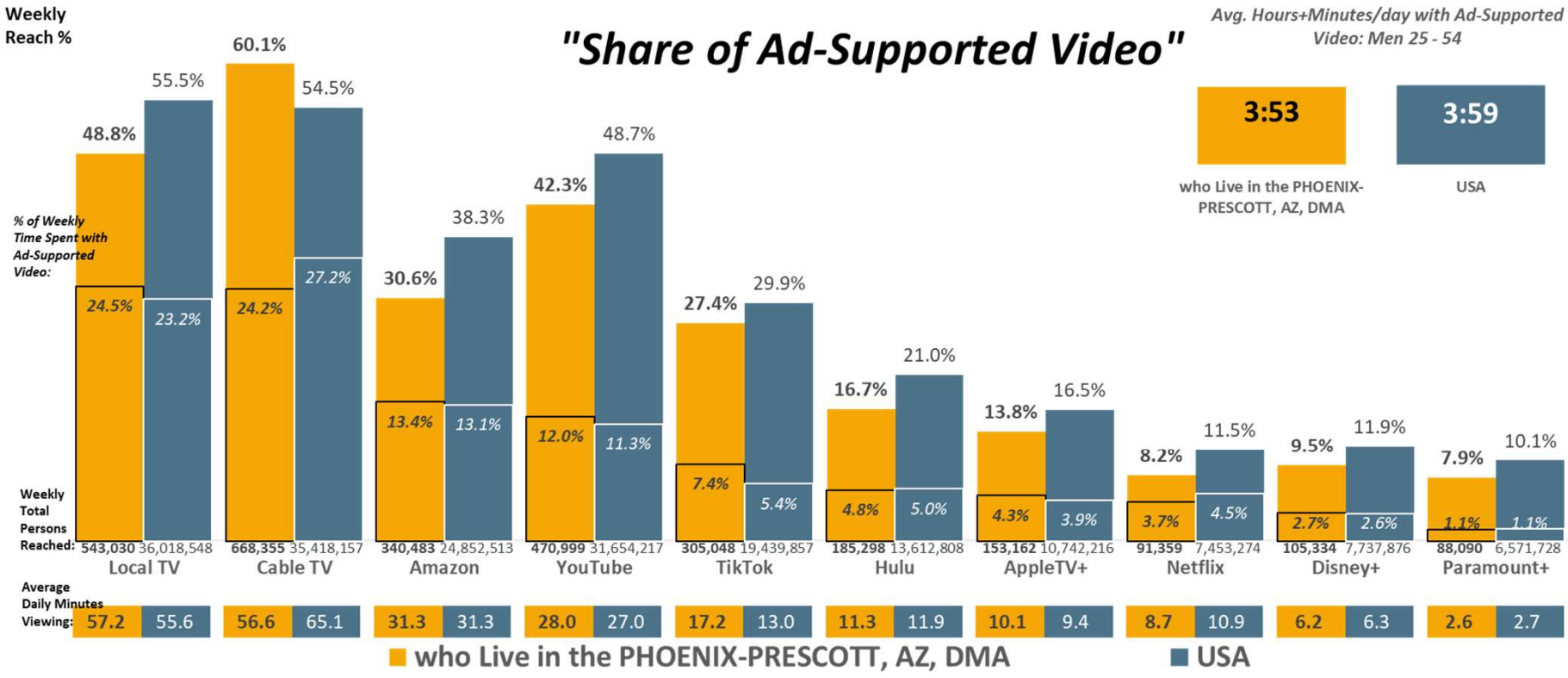
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M25-54

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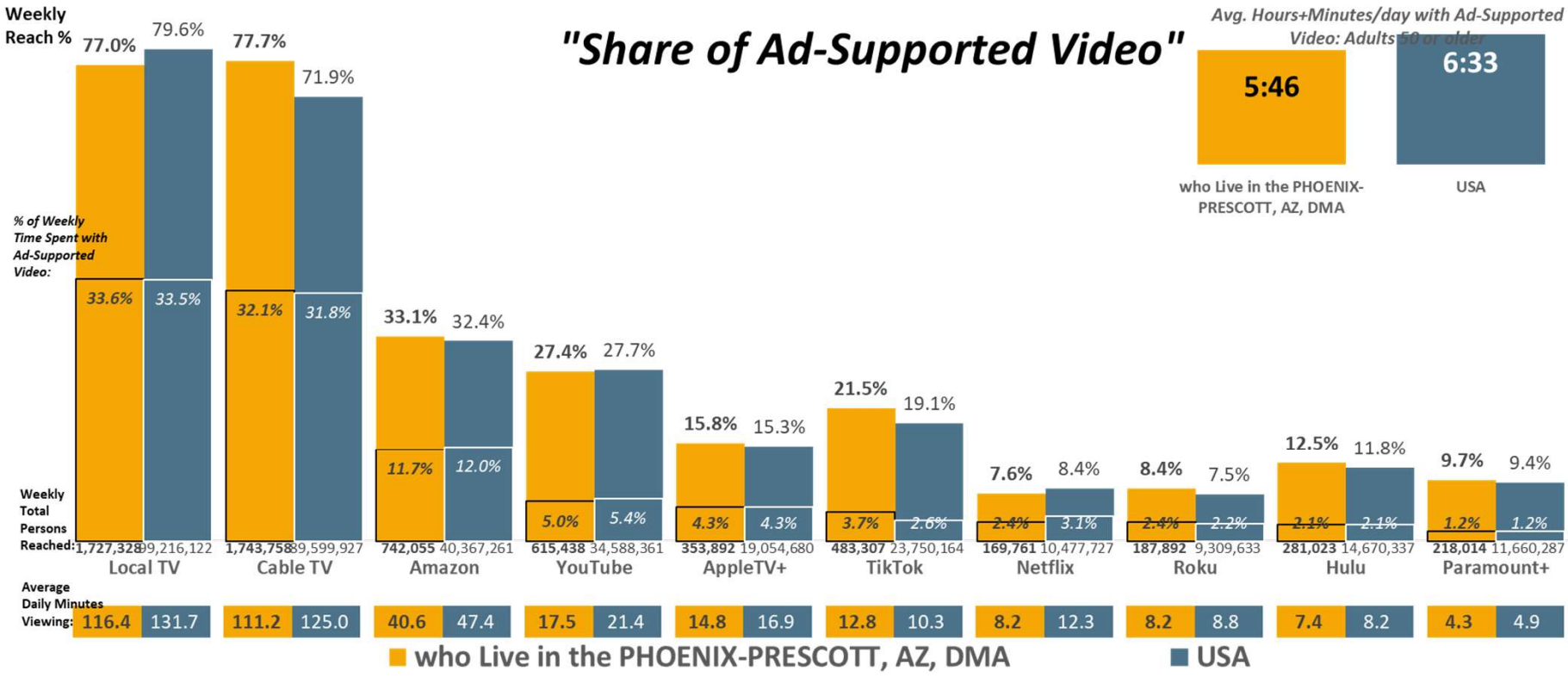
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P50+

1,727,328 or 77.7% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations for an average of 116.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.



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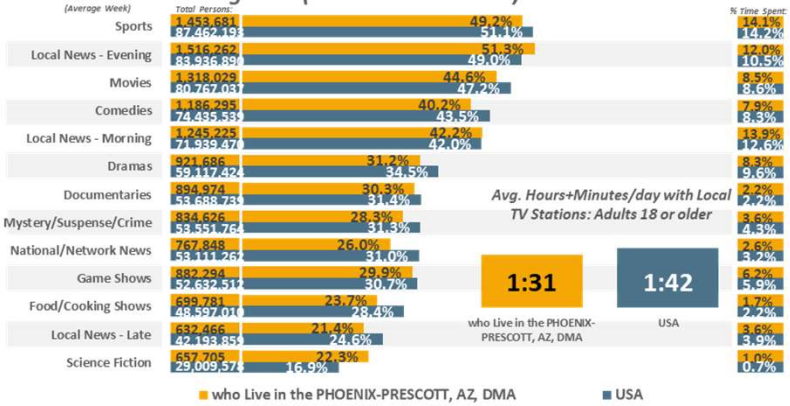
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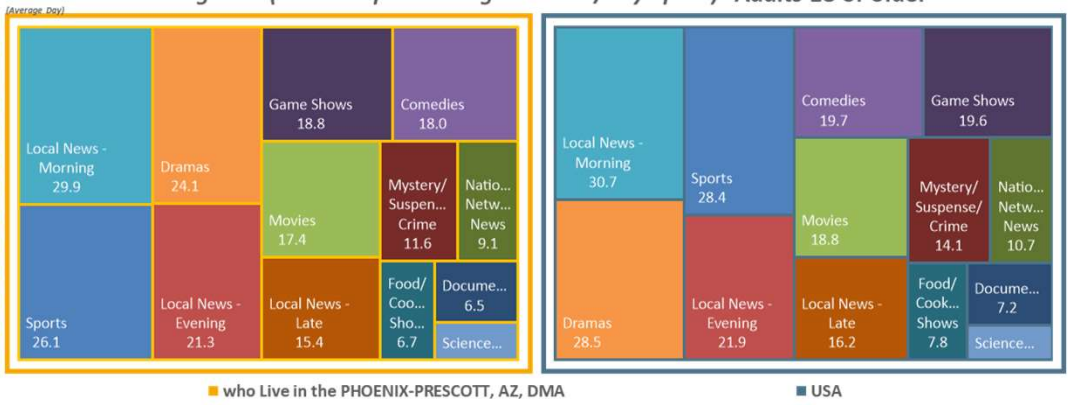
P18+

2,921,685 or 62.6% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

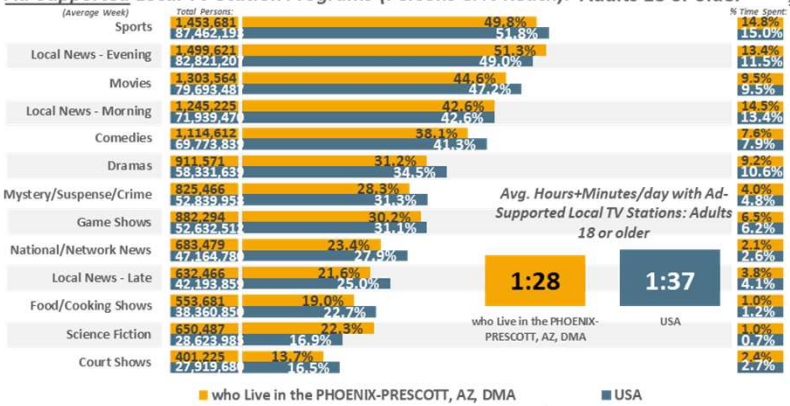
Local TV Station Programs (Persons & % Reach): Adults 18 or older



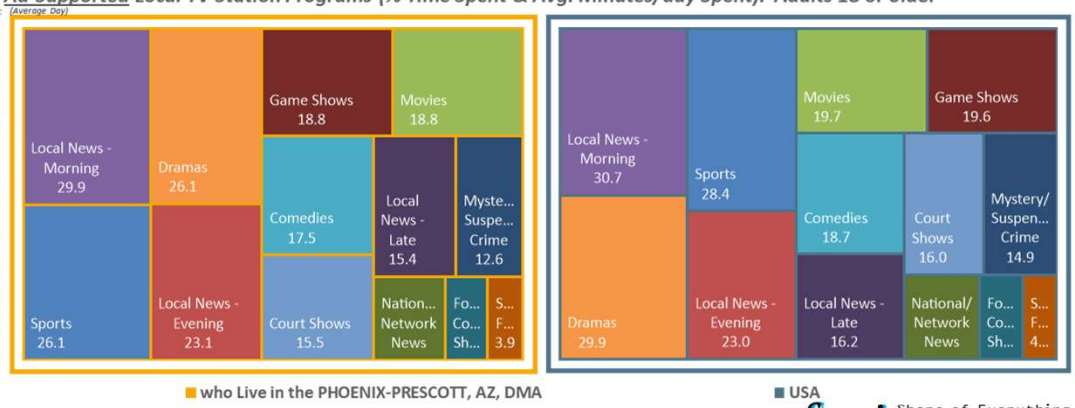
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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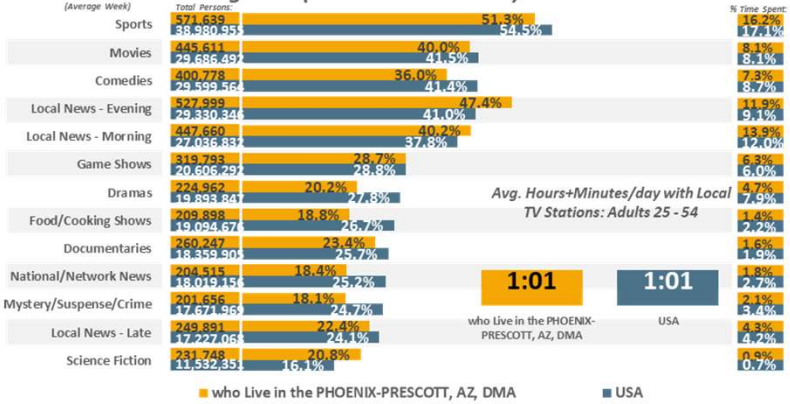
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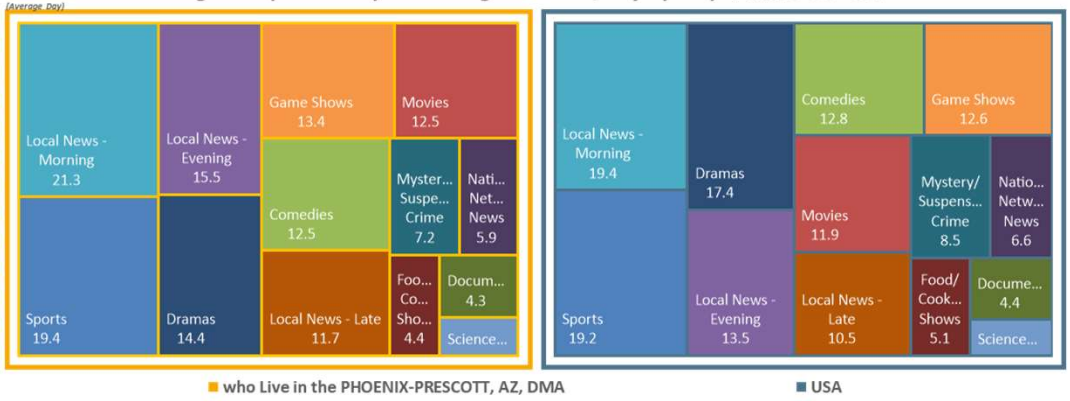
P25-54

1,106,352 or 50.% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

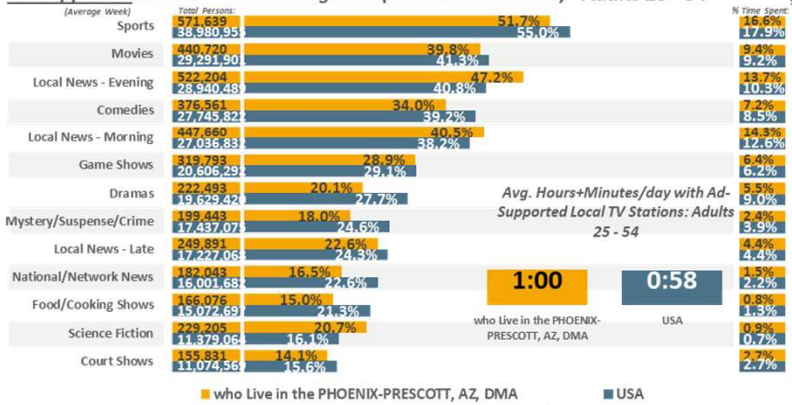
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



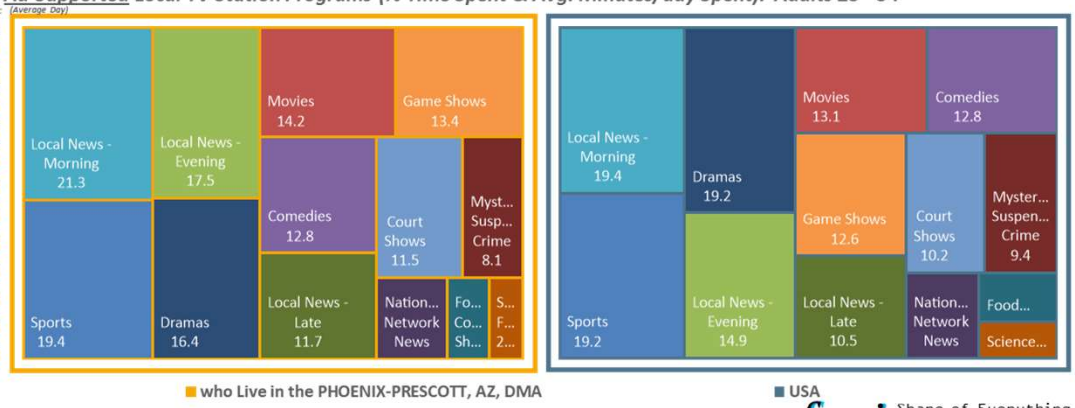
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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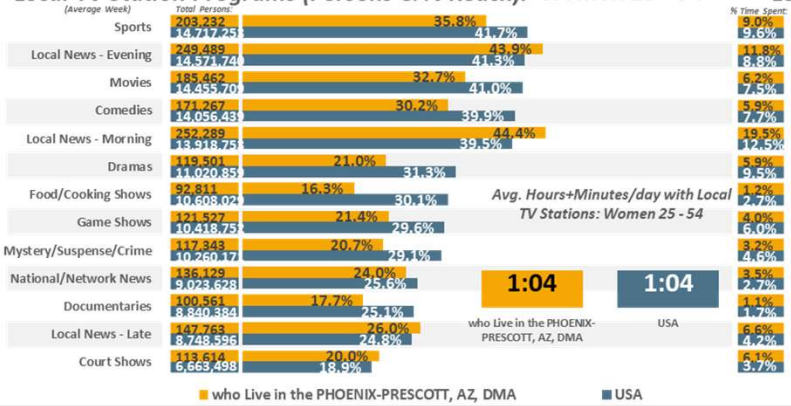
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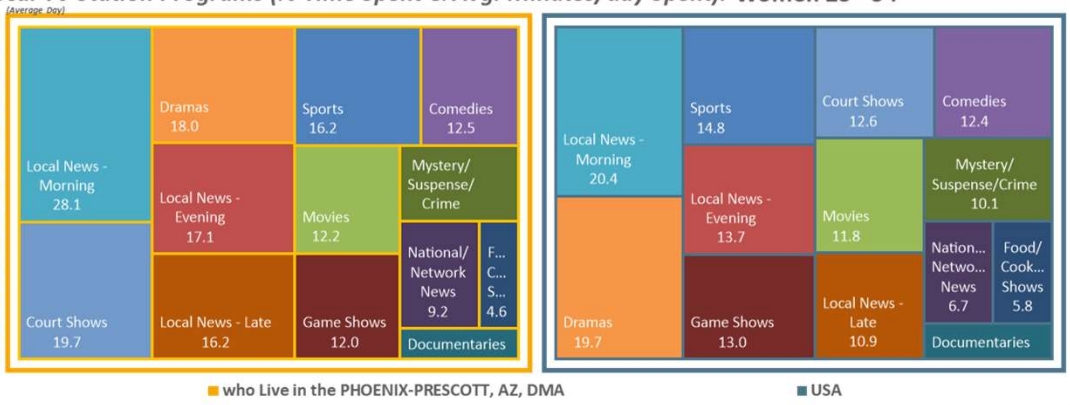
W25-54

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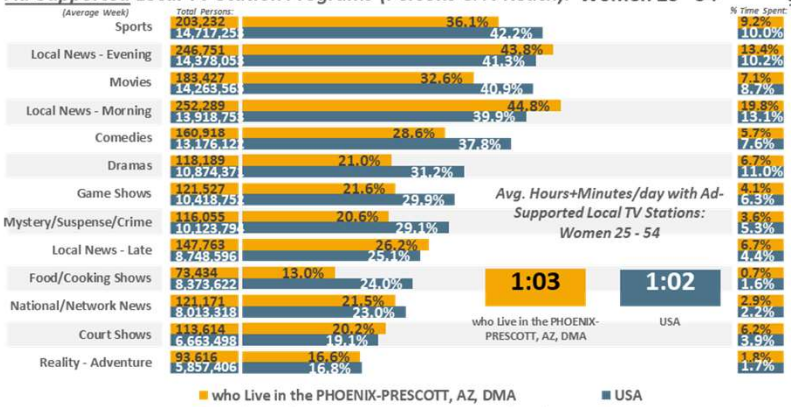
Local TV Station Programs (Persons & % Reach): Women 25 - 54



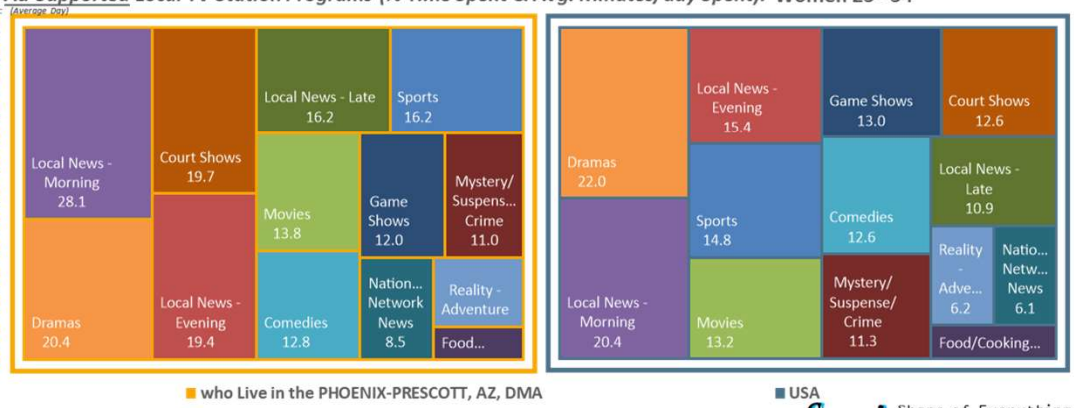
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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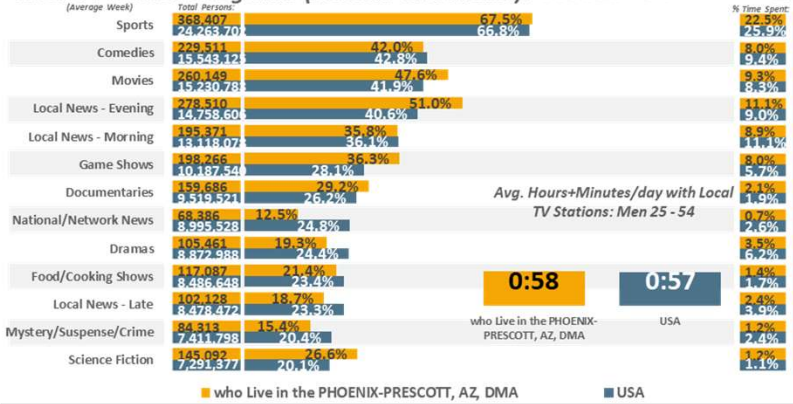
soefa.ai Share of Everything for Anything ©



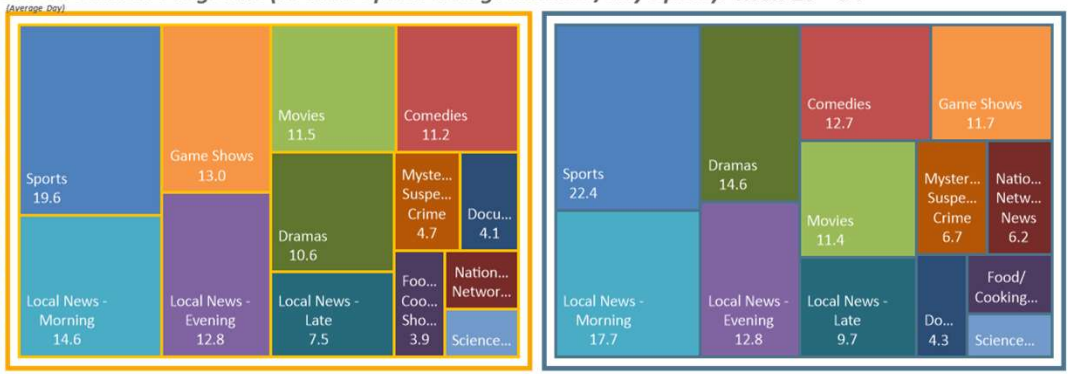
M25-54

543,030 or 48.8% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Game Shows, and Local News - Morning.

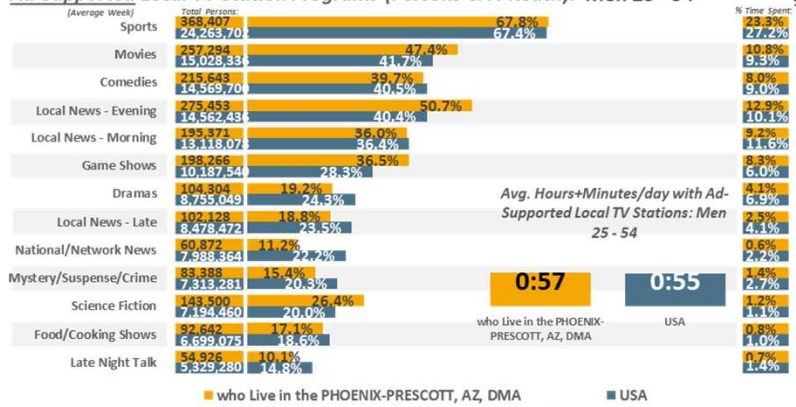
Local TV Station Programs (Persons & % Reach): Men 25 - 54



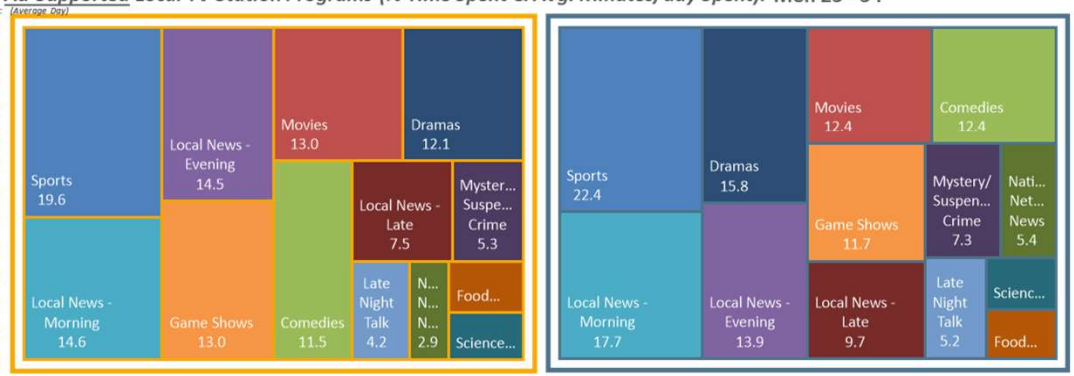
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

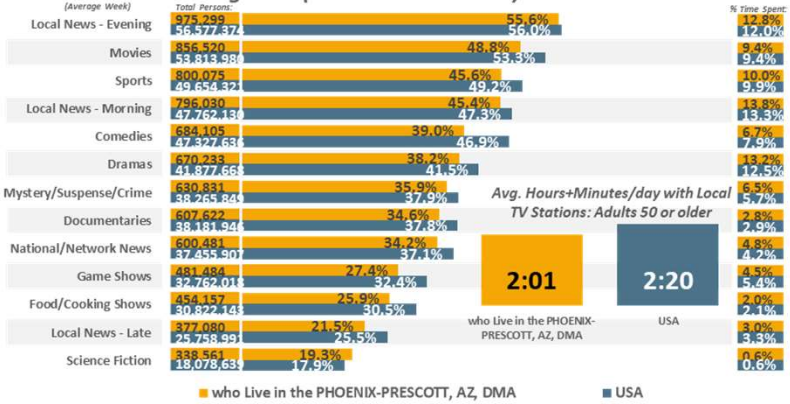
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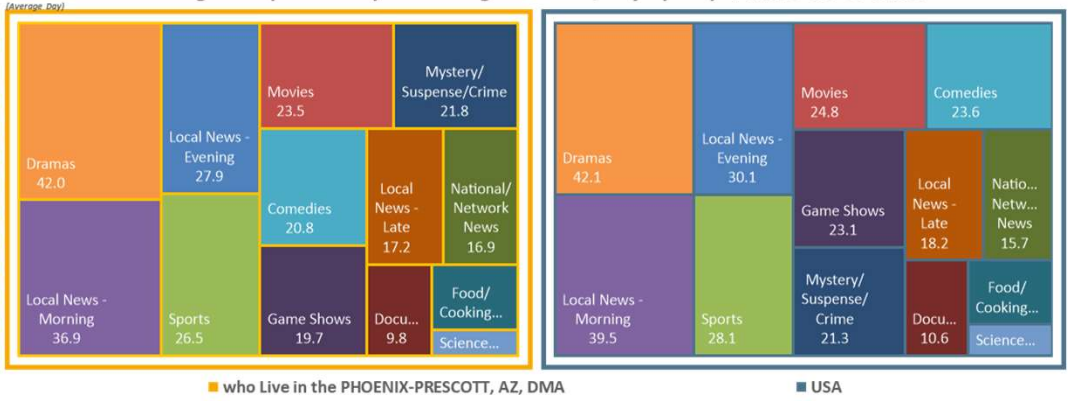
P50+

1,727,328 or 77.% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Dramas, and Comedies.

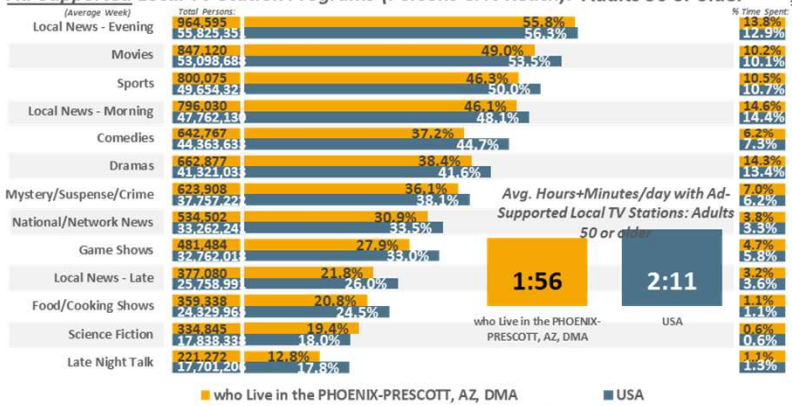
Local TV Station Programs (Persons & % Reach): Adults 50 or older



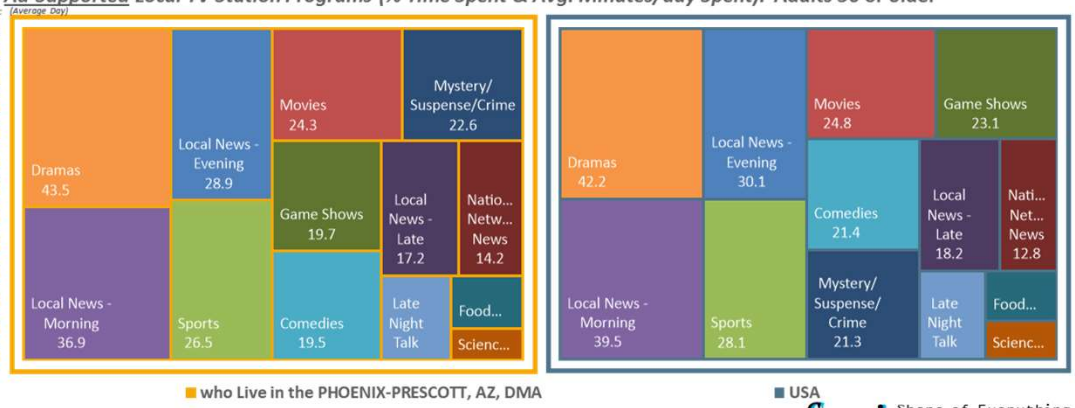
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 50 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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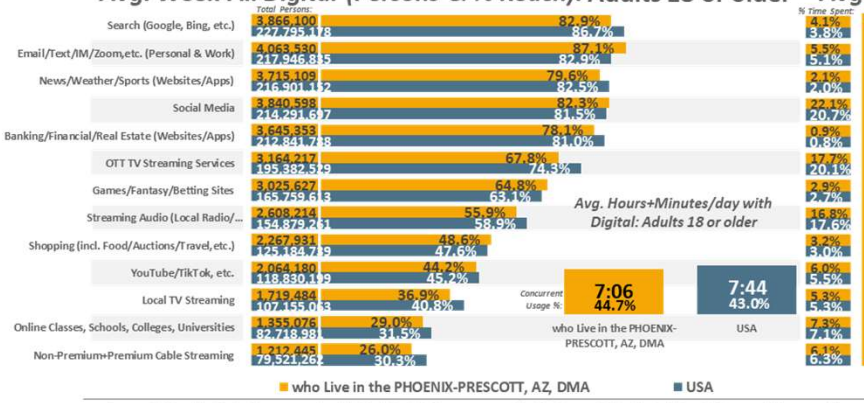
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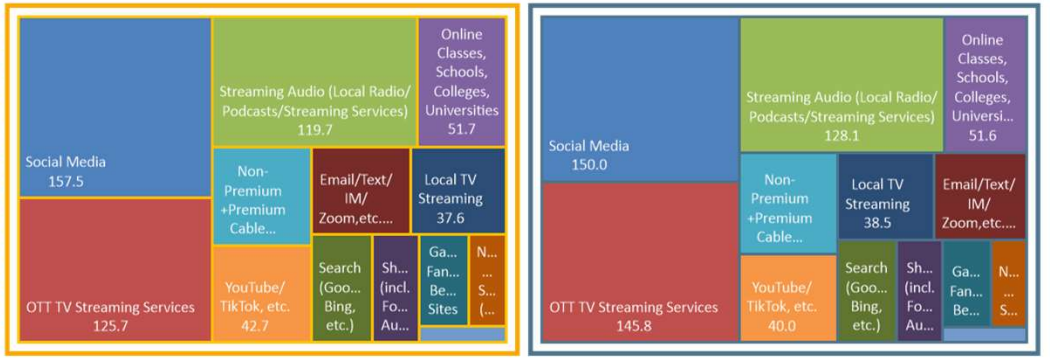
P18+

3,430,016 or 73.5% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Social Media for an average of 140.6 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

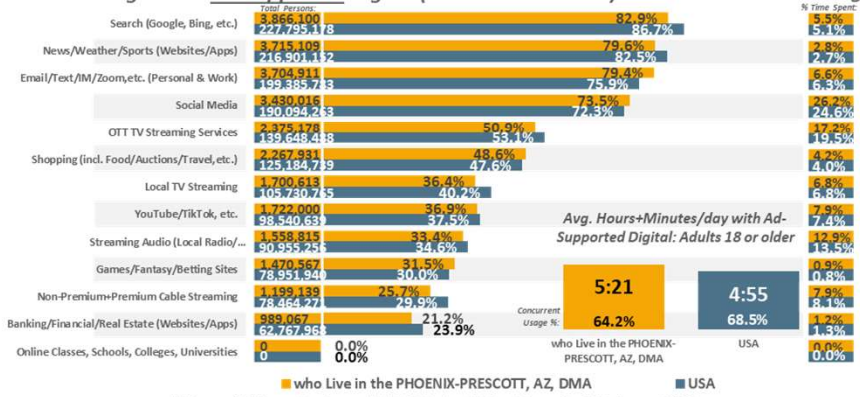
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



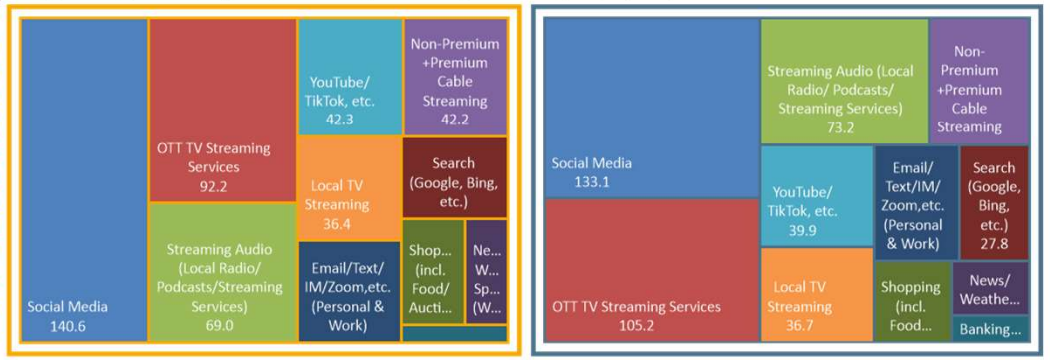
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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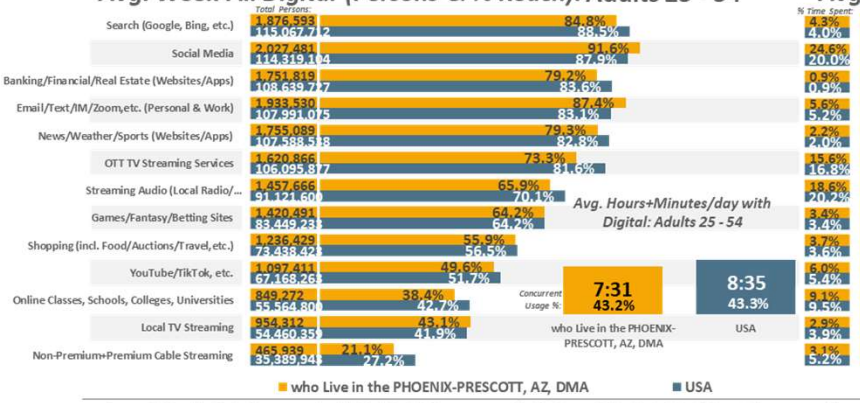
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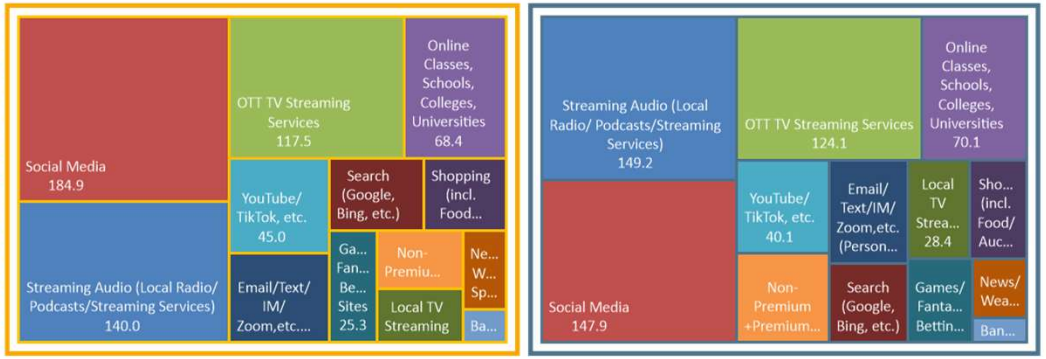
P25-54

1,797,628 or 81.2% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

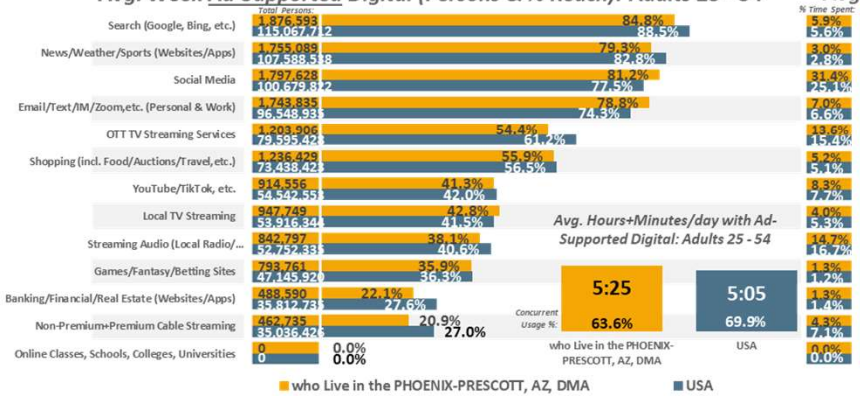
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



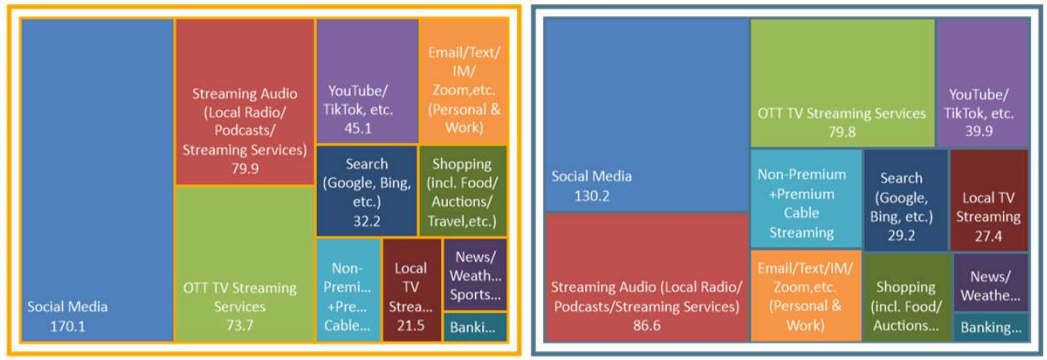
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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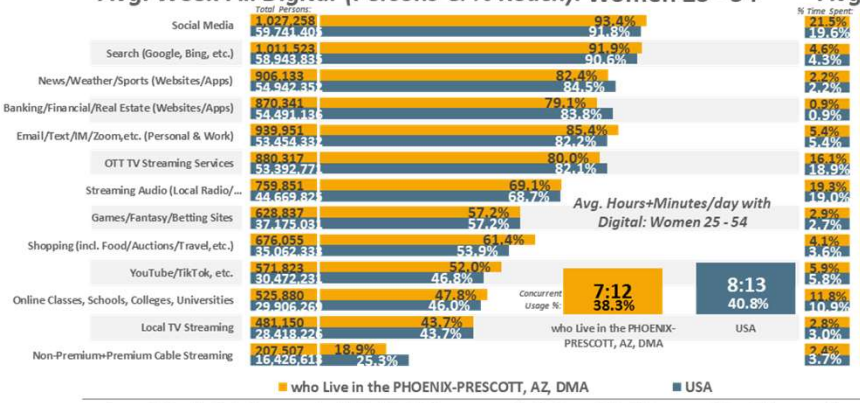
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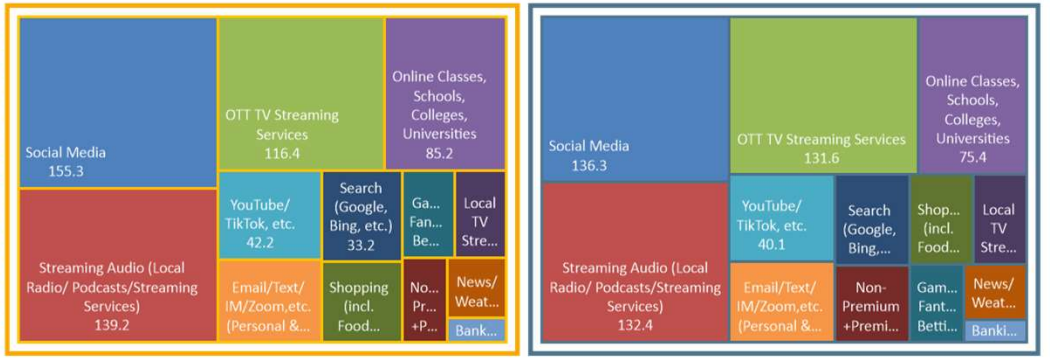
W25-54

867,520 or 78.8% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

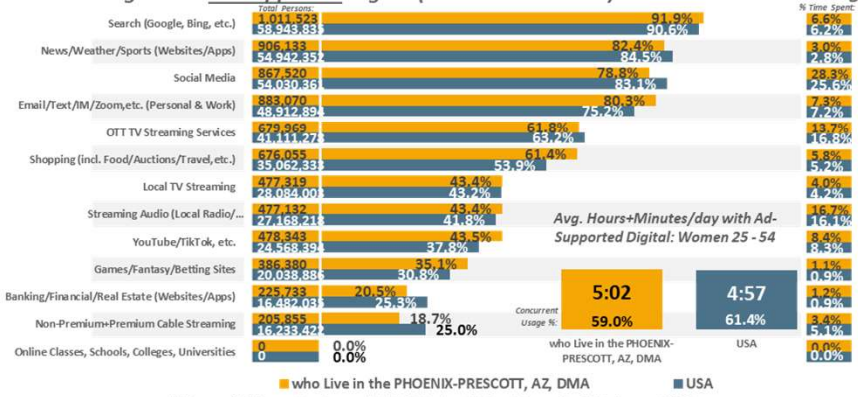
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



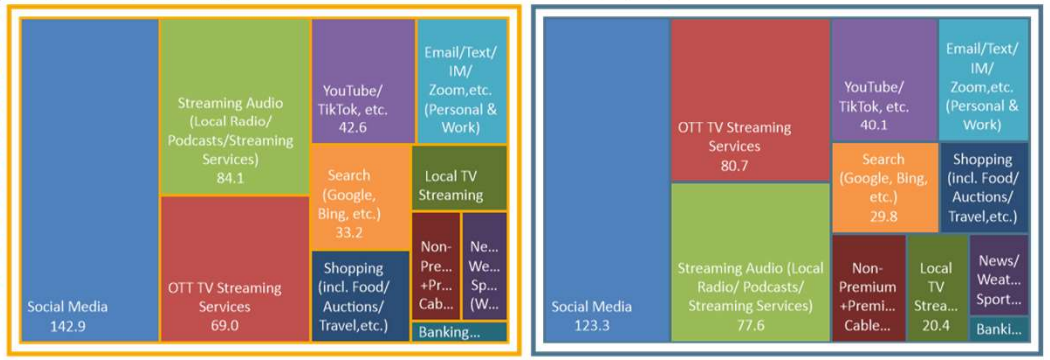
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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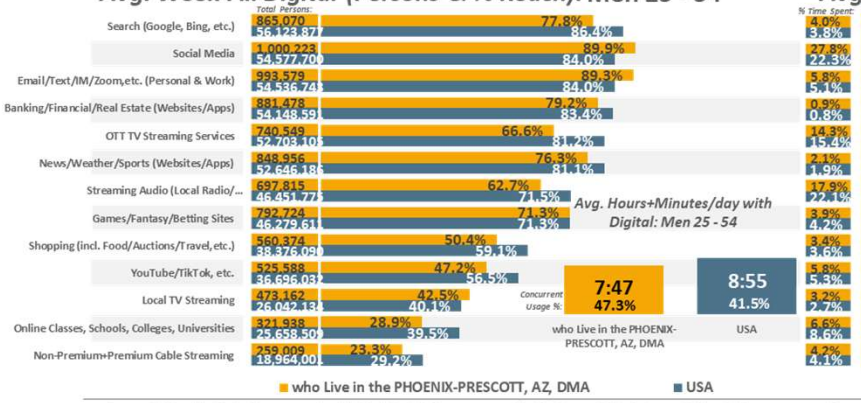
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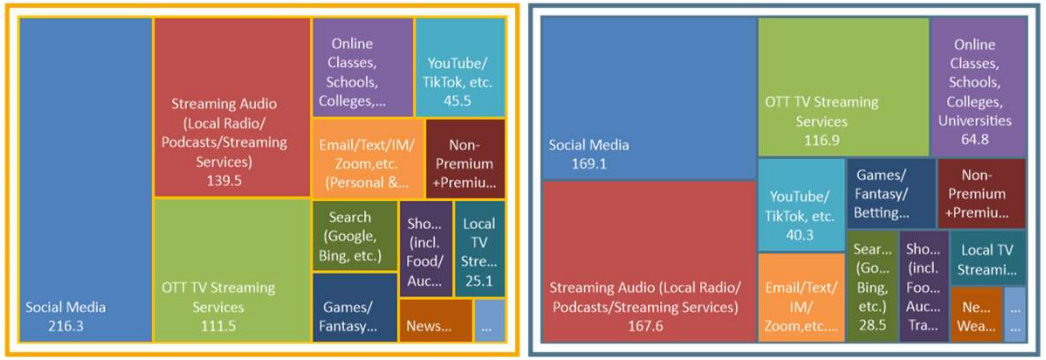
M25-54

930,108 or 83.6% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 34.4% of all time spent daily with Ad-Supported Digital Media.

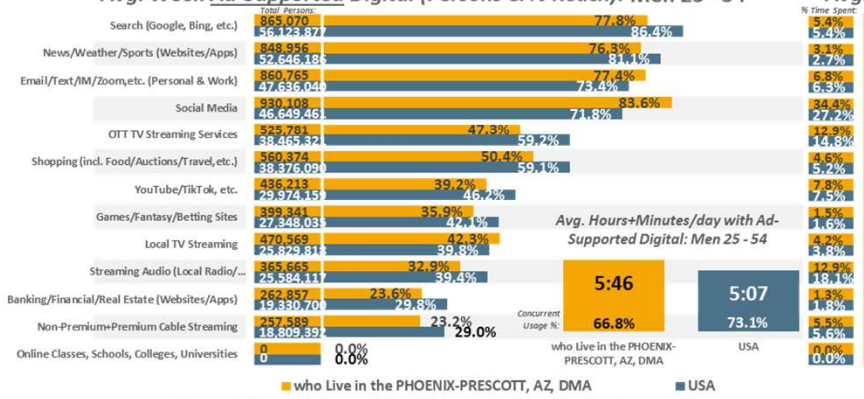
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



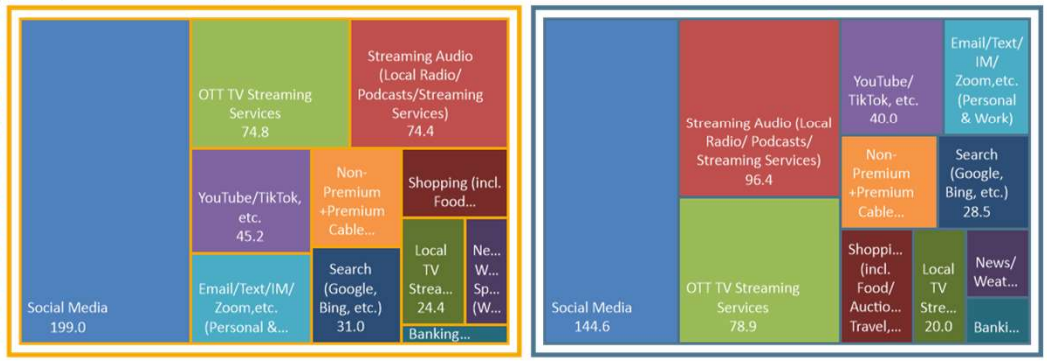
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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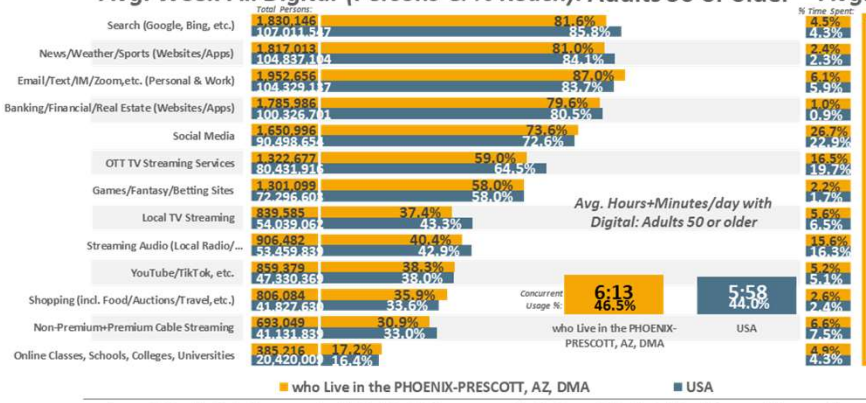
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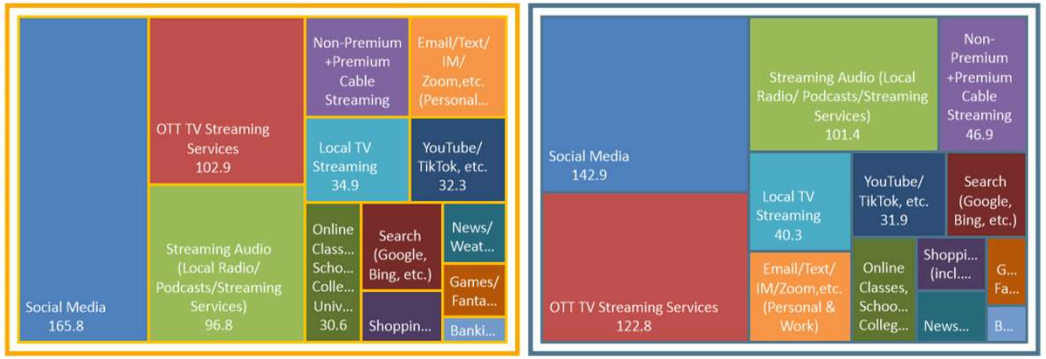
P50+

1,500,799 or 66.9% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Social Media for an average of 150.7 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

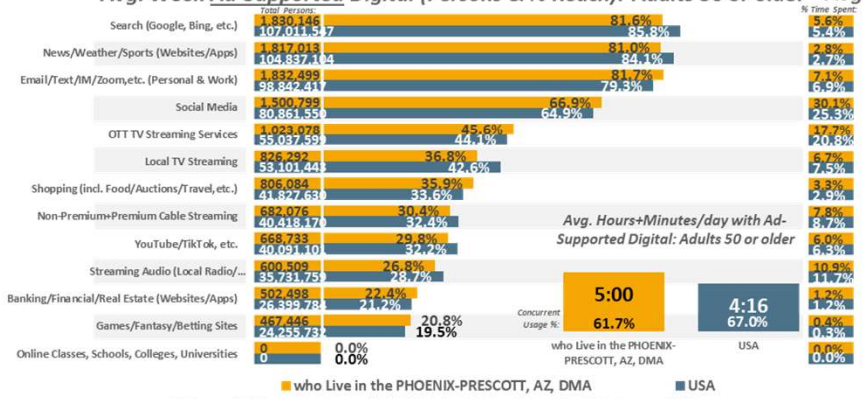
Avg. Week All Digital (Persons & % Reach): Adults 50 or older



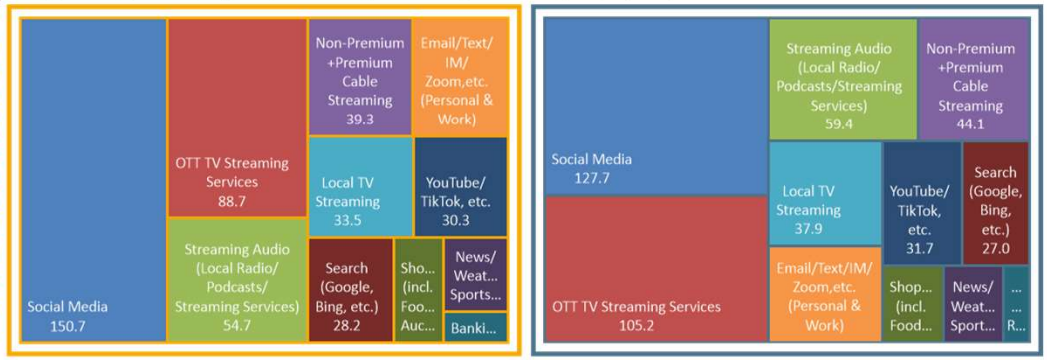
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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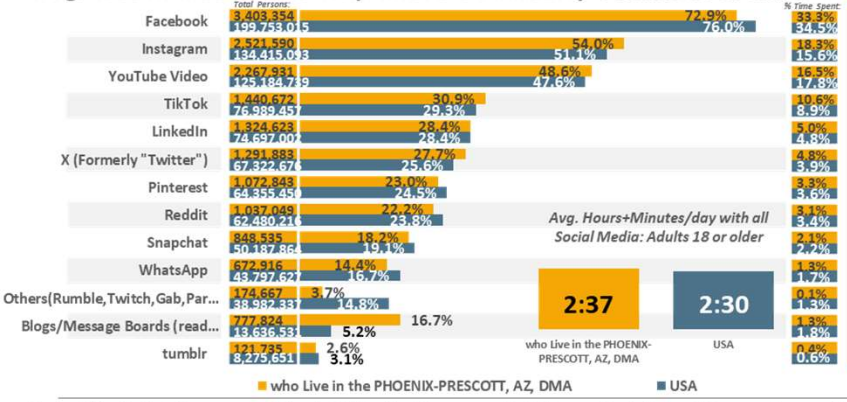
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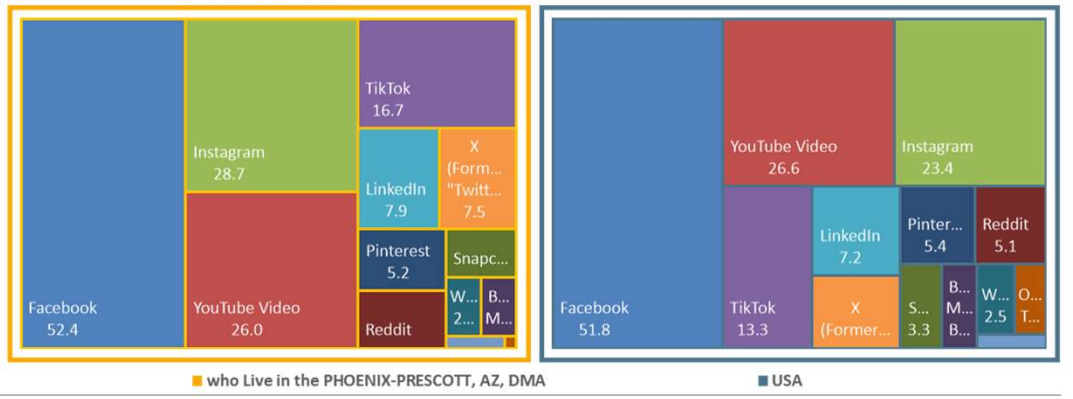
P18+

3,403,354 or 72.9% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 48.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

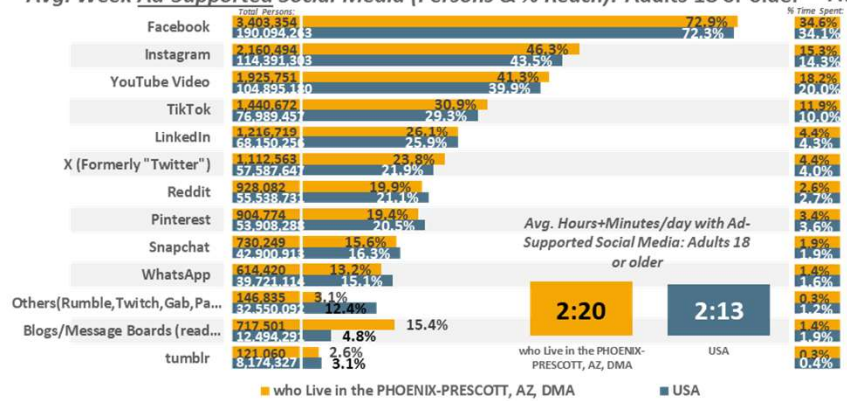
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



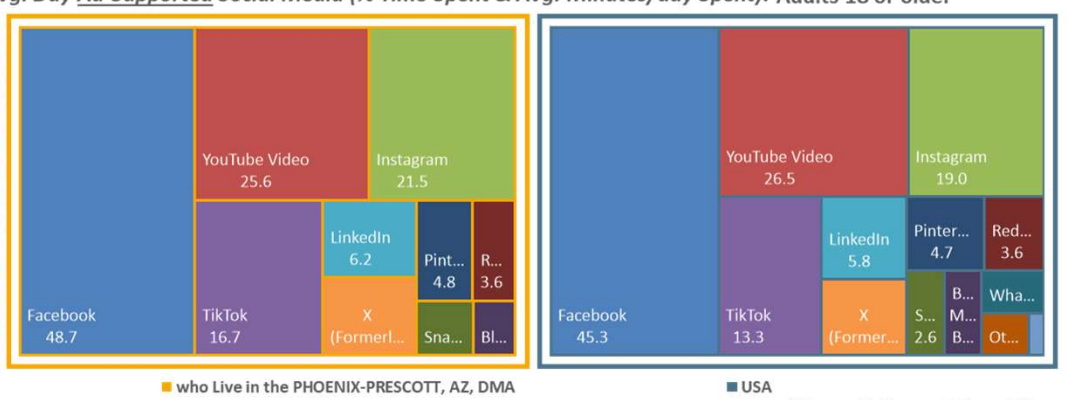
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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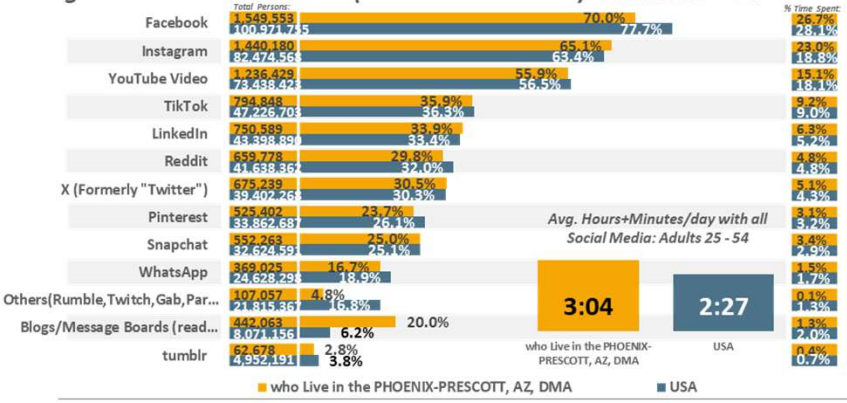
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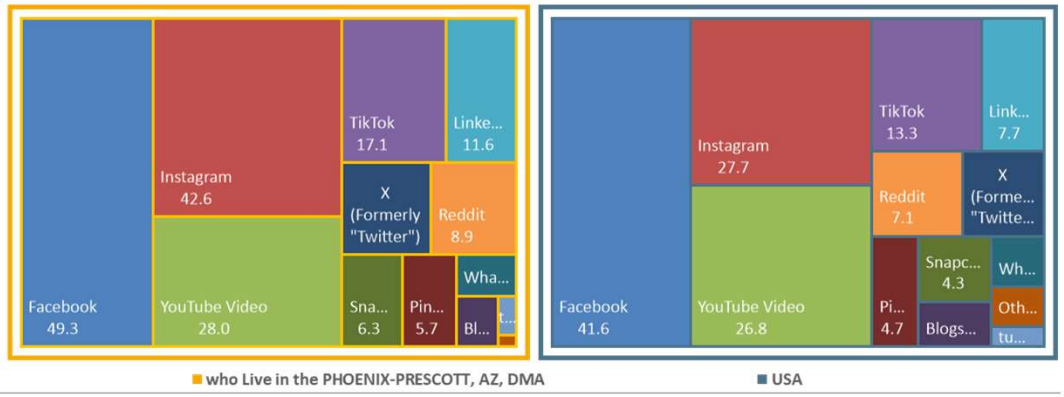
P25-54

1,549,553 or 70.% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 52.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

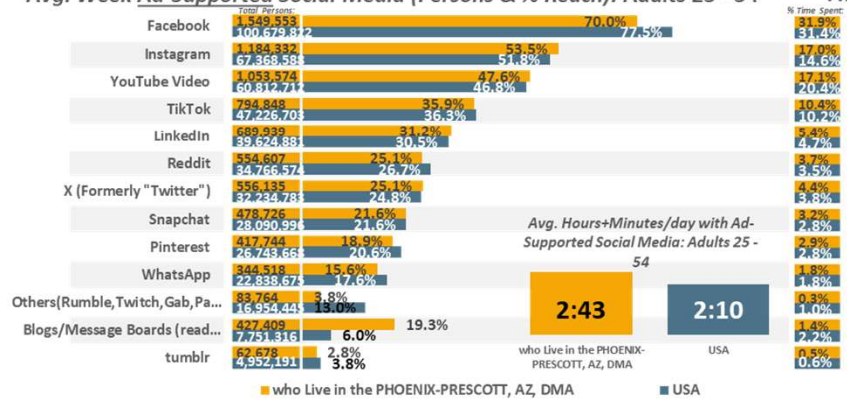
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



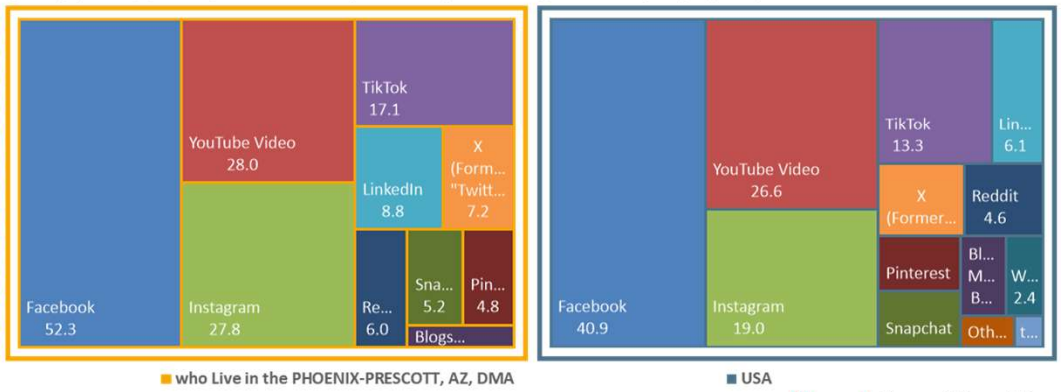
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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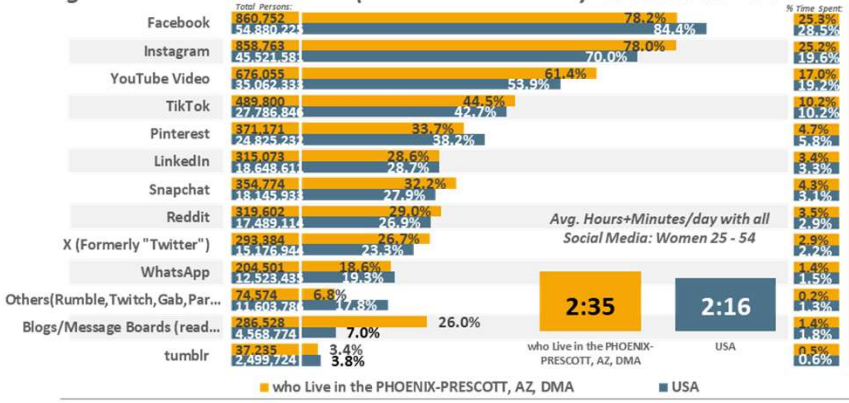
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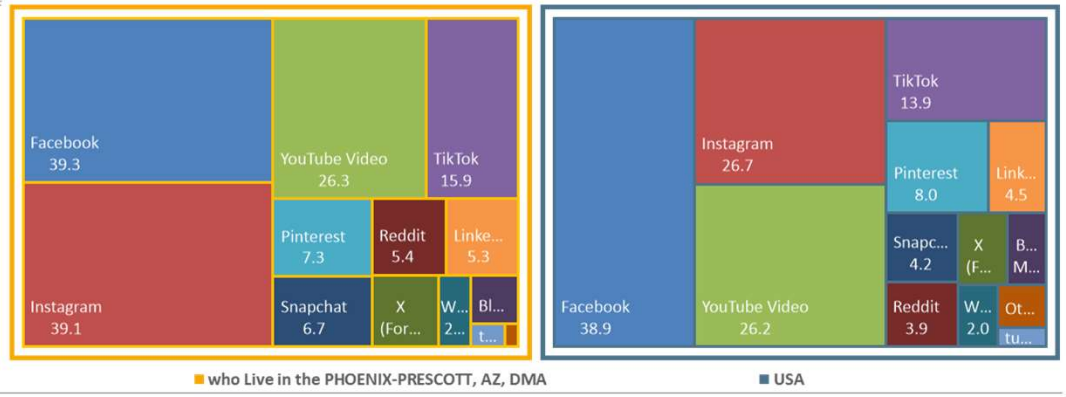
W25-54

860,752 or 78.2% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 38.3 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

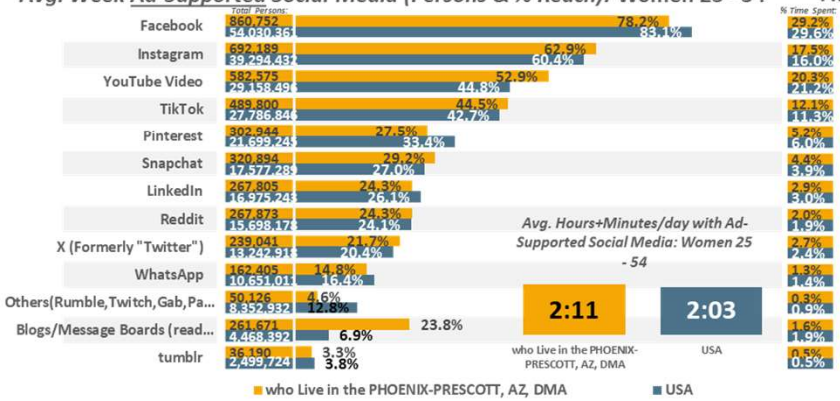
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



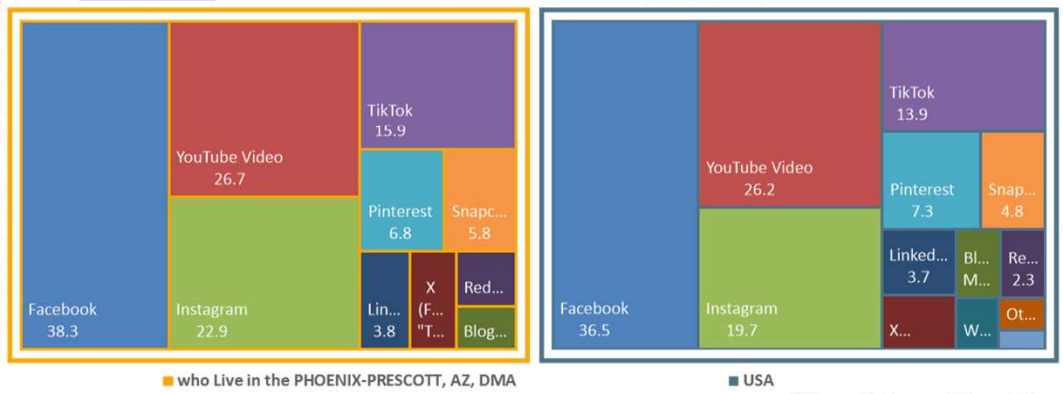
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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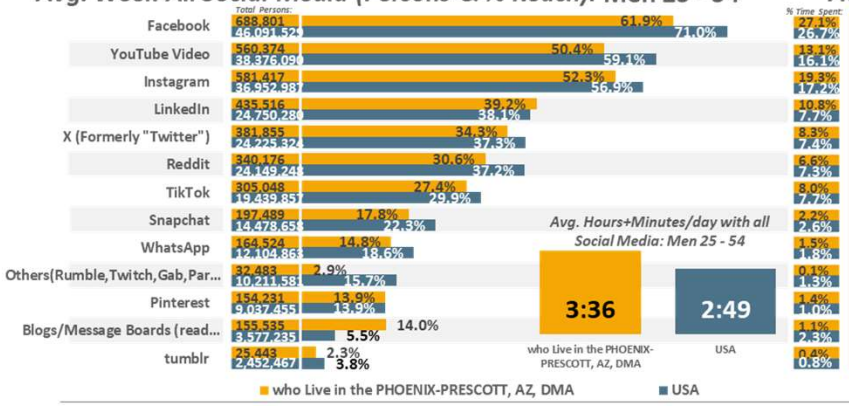
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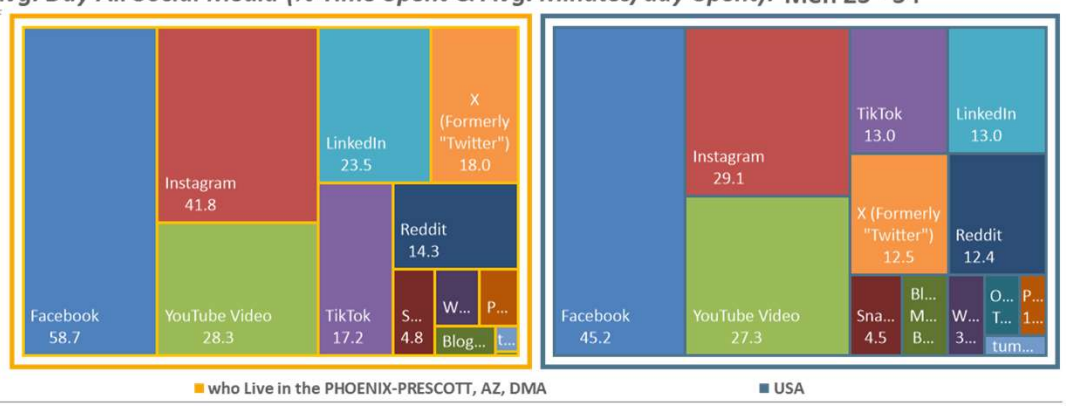
M25-54

688,801 or 61.9% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 66. minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

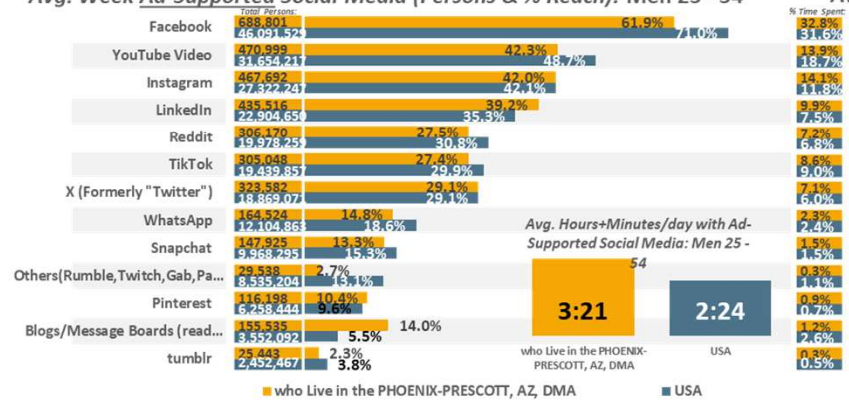
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



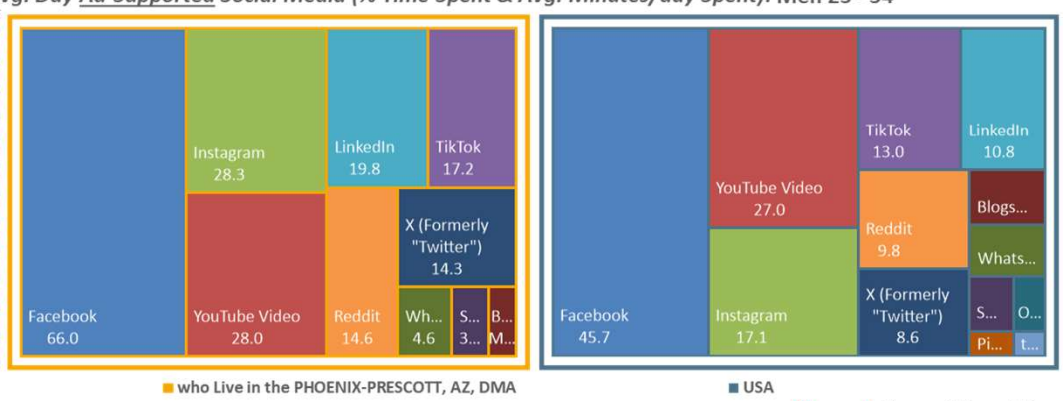
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

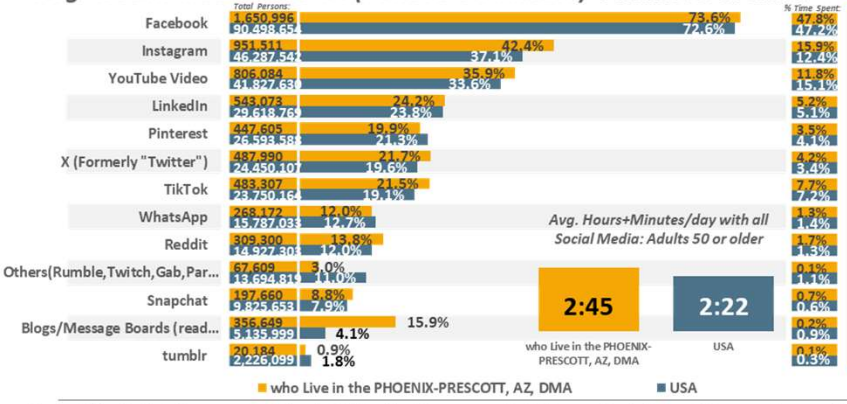
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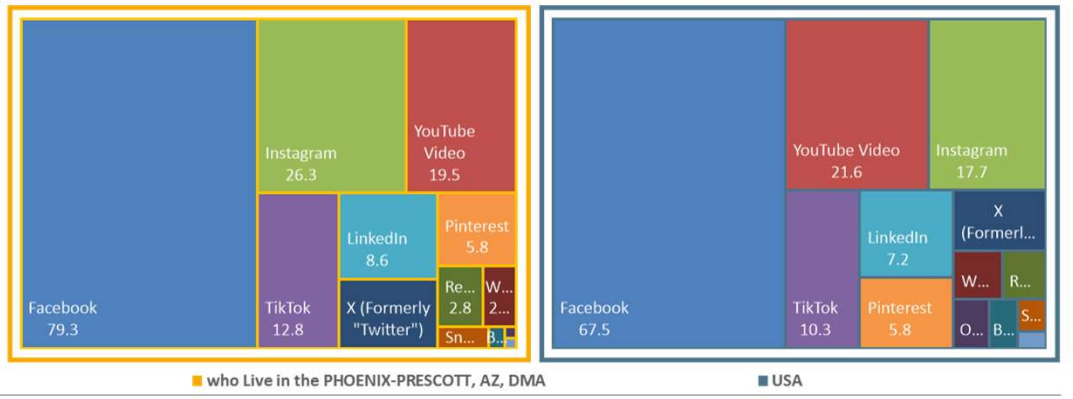
P50+

1,500,799 or 66.9% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 74.6 minutes every day representing 49.5% of all time spent daily with Ad-Supported Social Media.

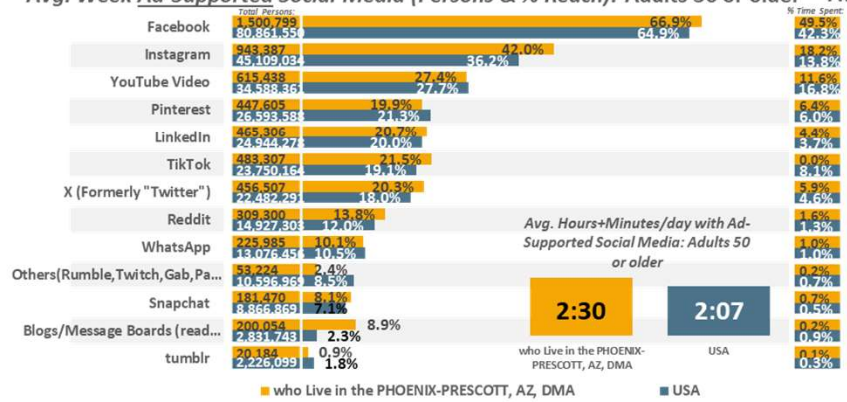
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



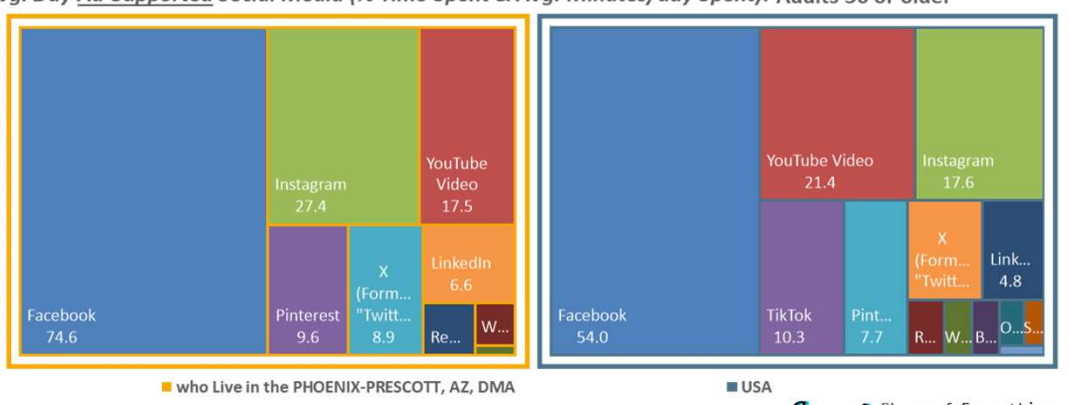
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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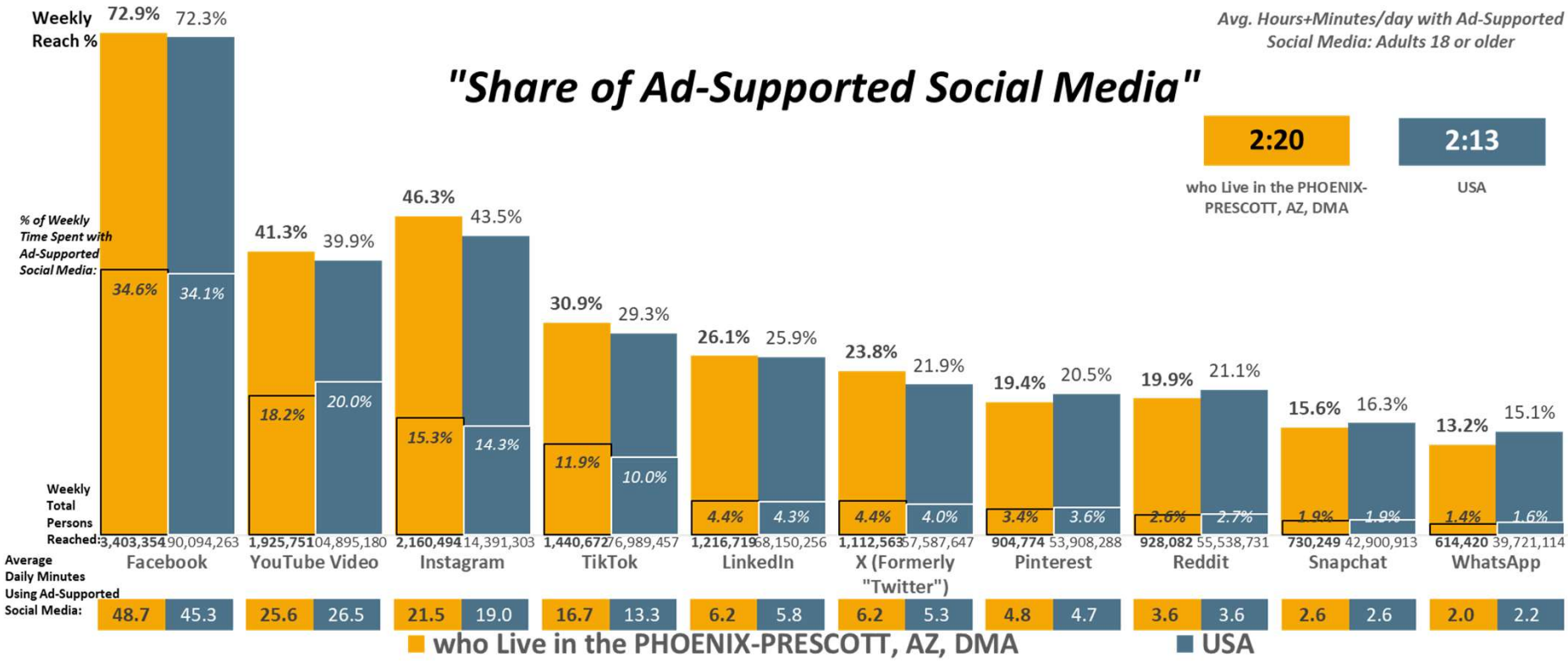
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P18+

3,403,354 or 72.9% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 48.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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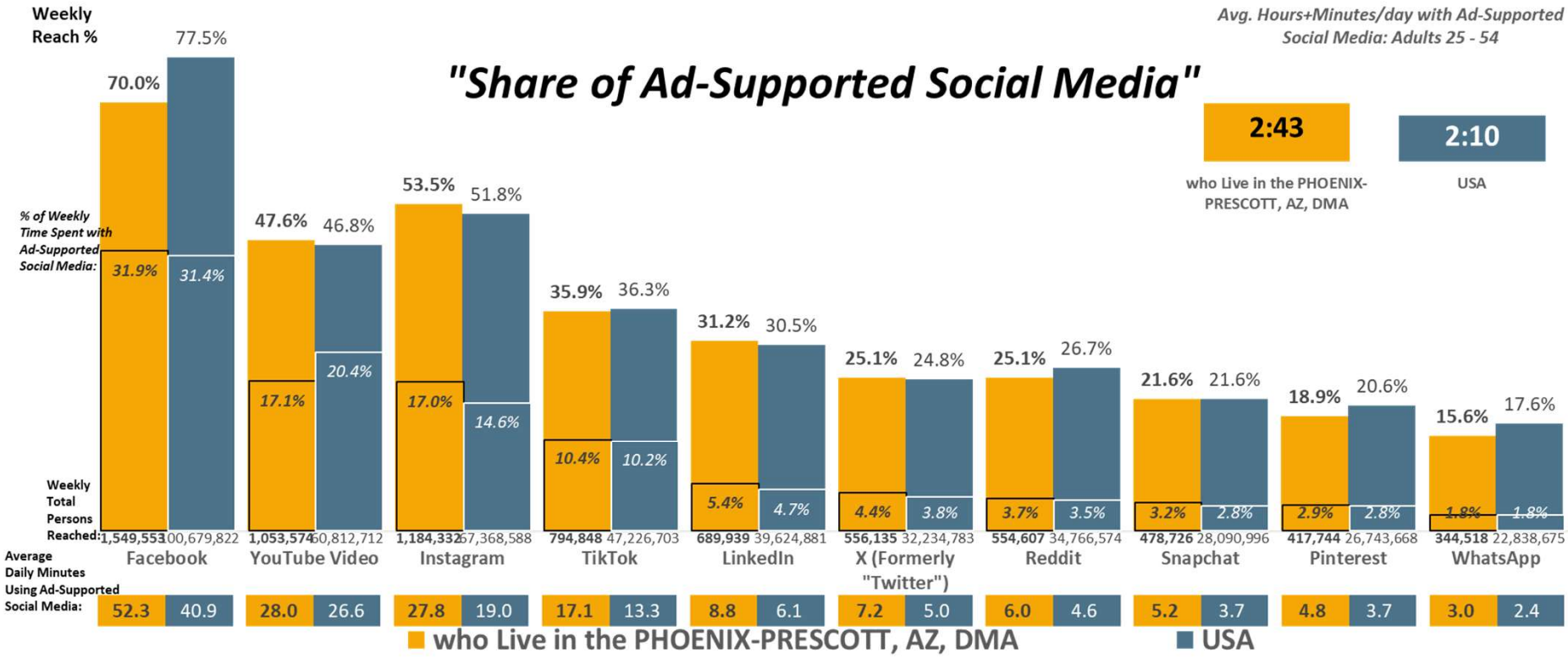
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P25-54

1,549,553 or 70.% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 52.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.



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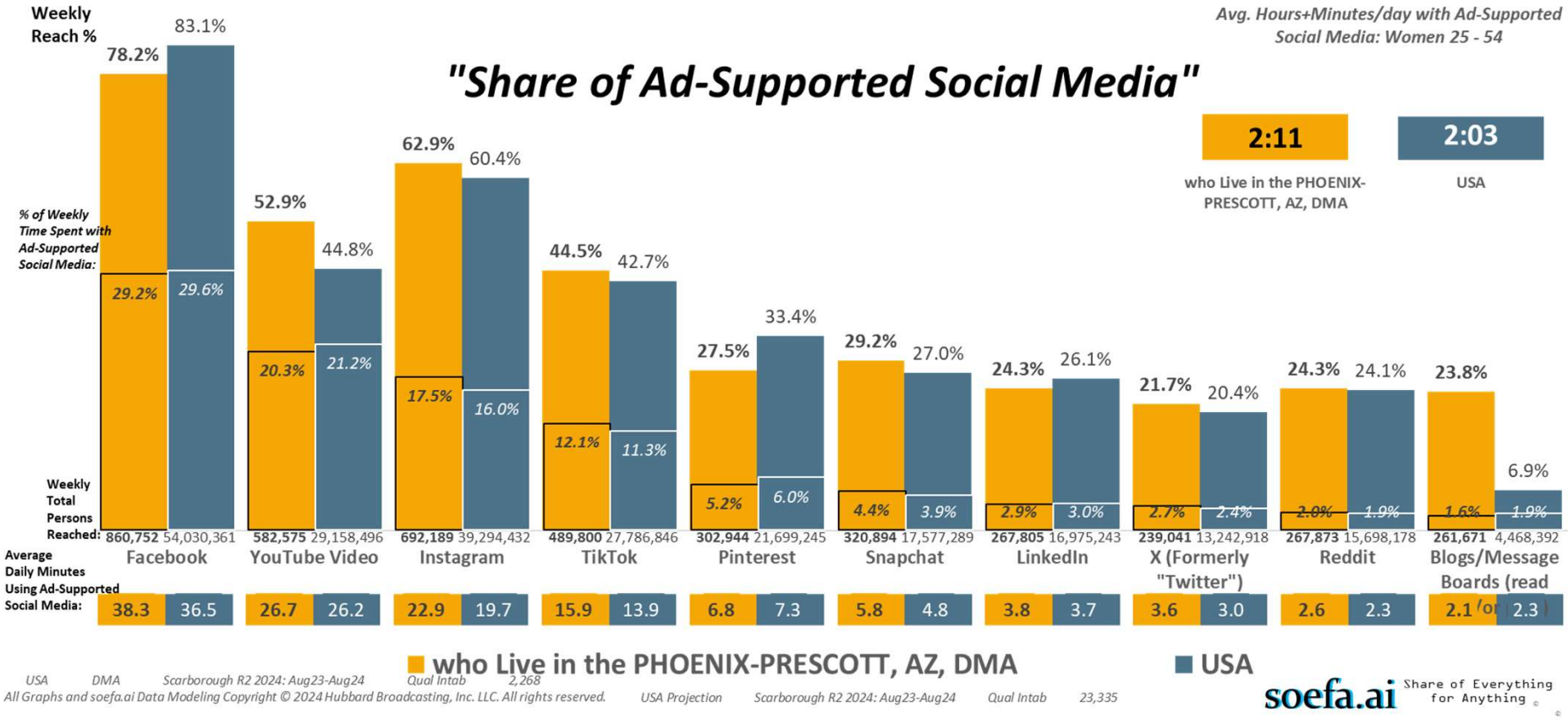
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W25-54

860,752 or 78.2% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 38.3 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.



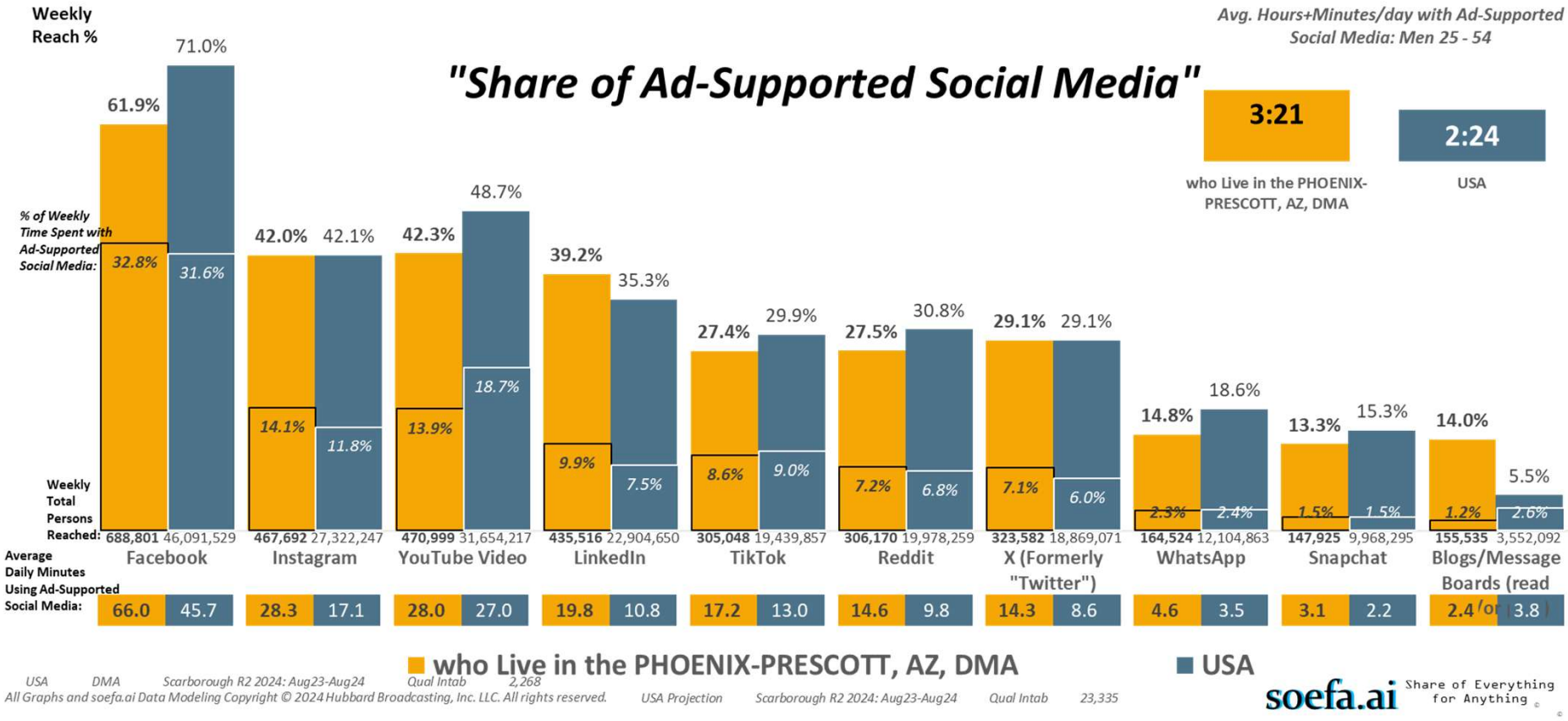
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M25-54

688,801 or 61.9% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 66. minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.



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USA Projection Scarborough R2 2024: Aug23-Aug24 Qual Intab 23,335

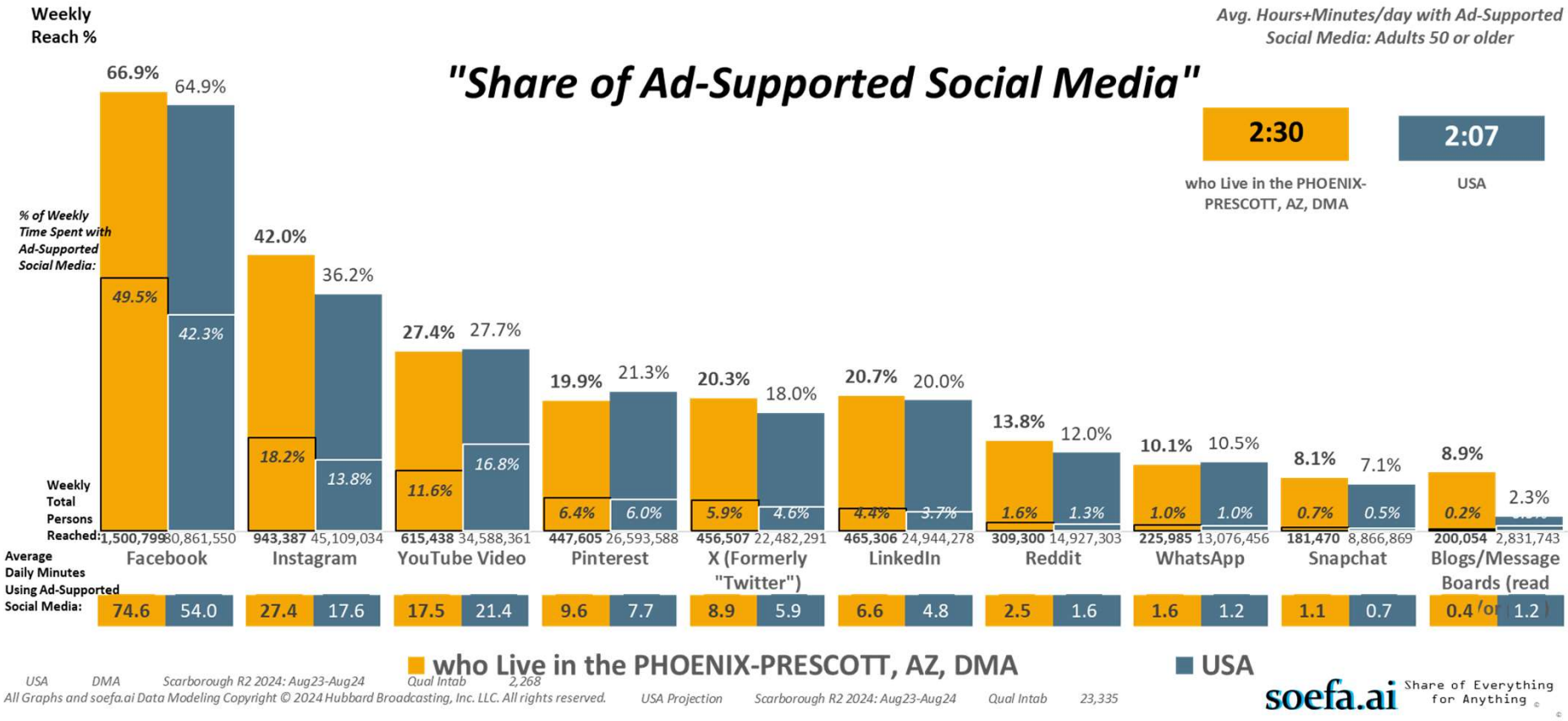
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P50+

1,500,799 or 66.9% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA use Ad-Supported Facebook for an average of 74.6 minutes every day representing 49.5% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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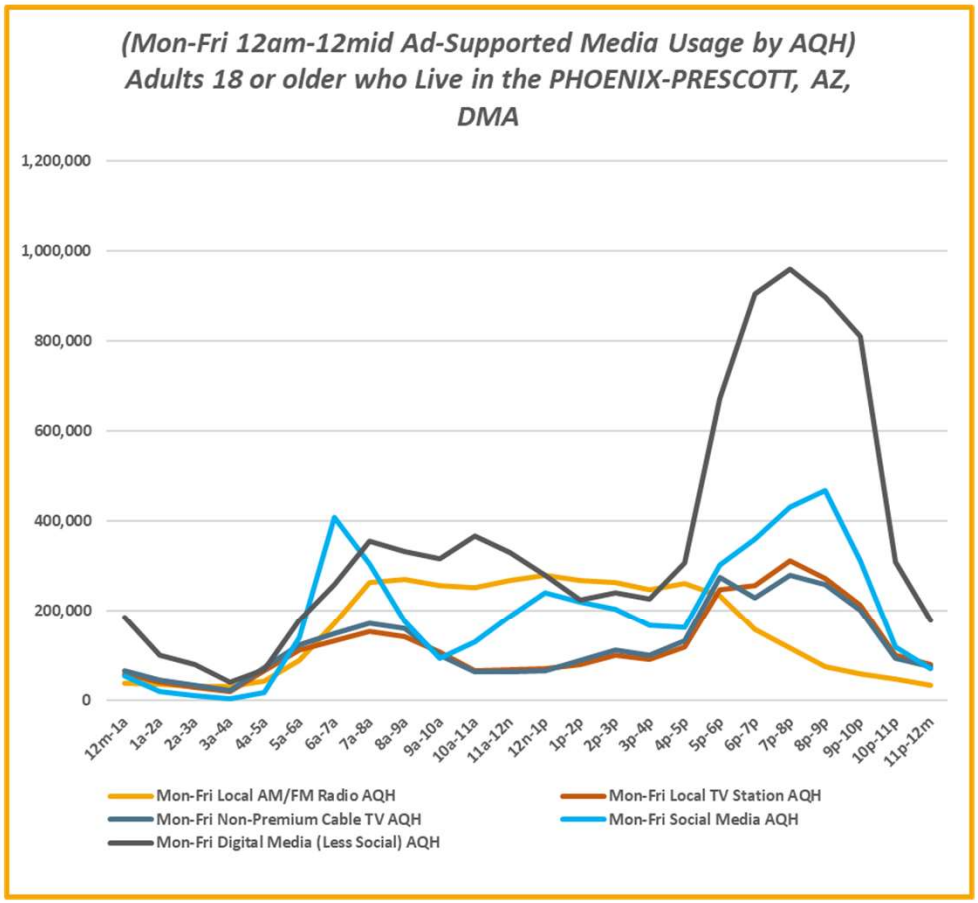
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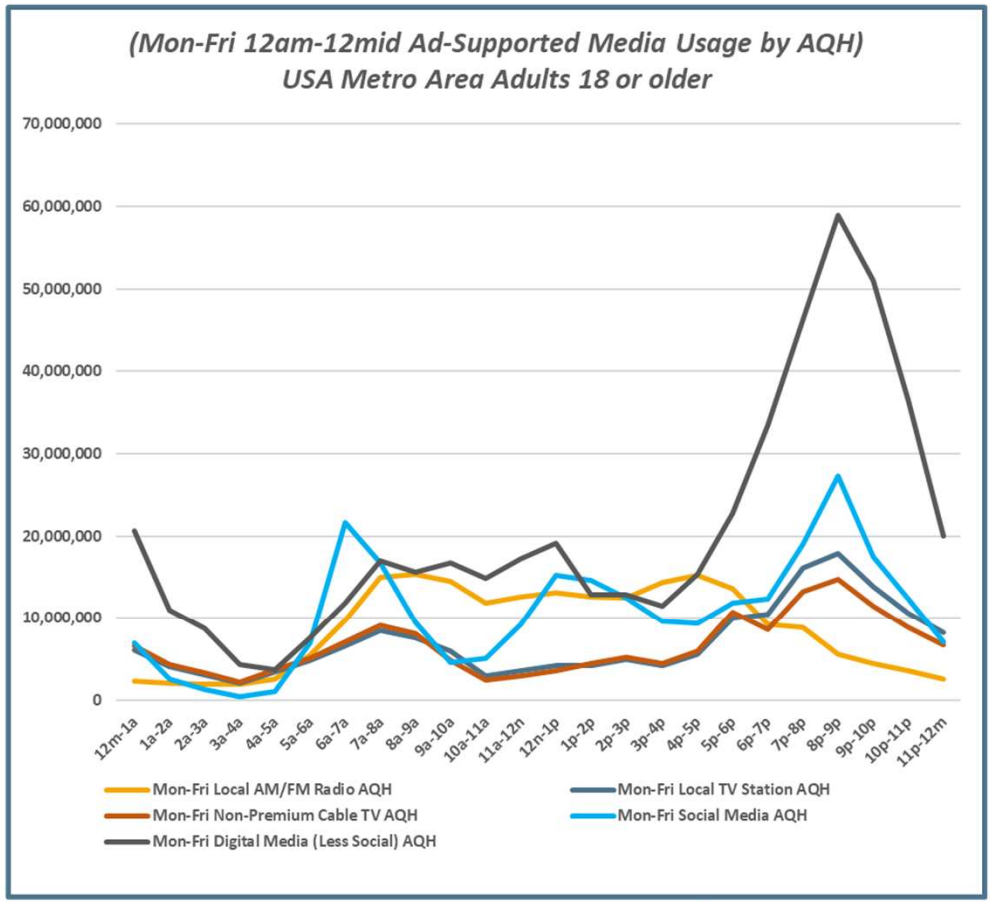
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 370,510; Local Radio: 245,246; Social Media: 227,110; Non-Prem. Cable: 131,229; Local TV: 125,000 reaching Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA.





USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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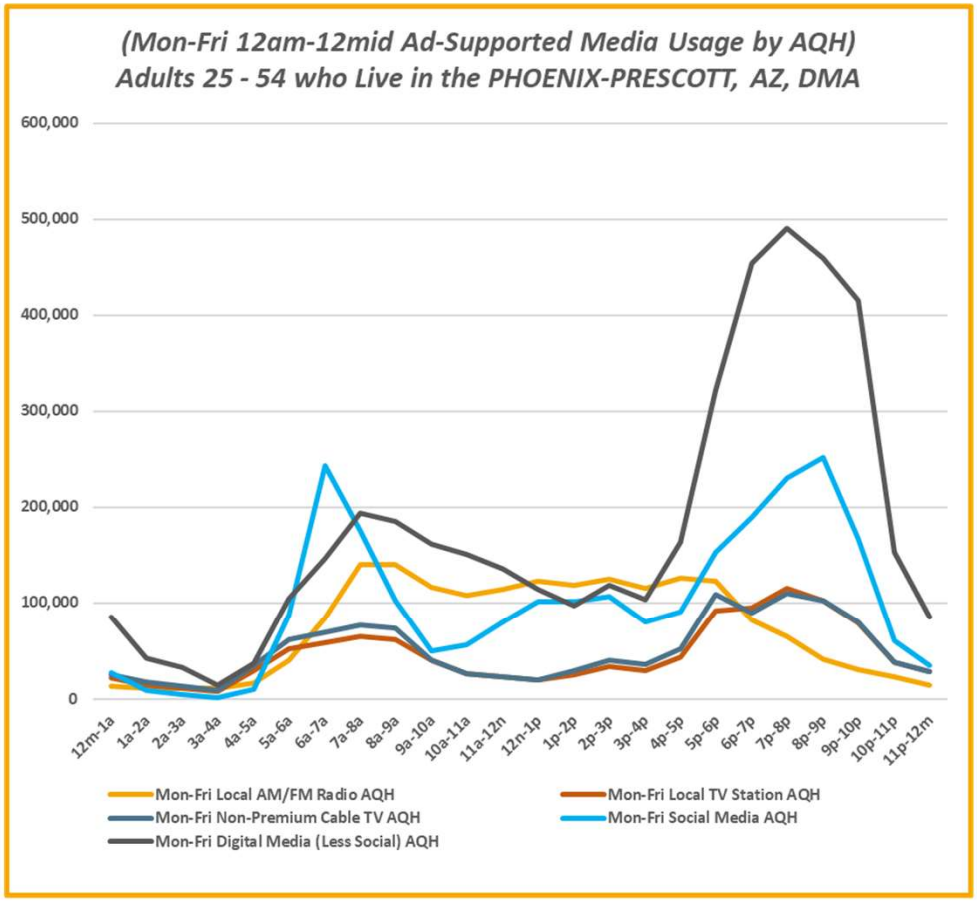
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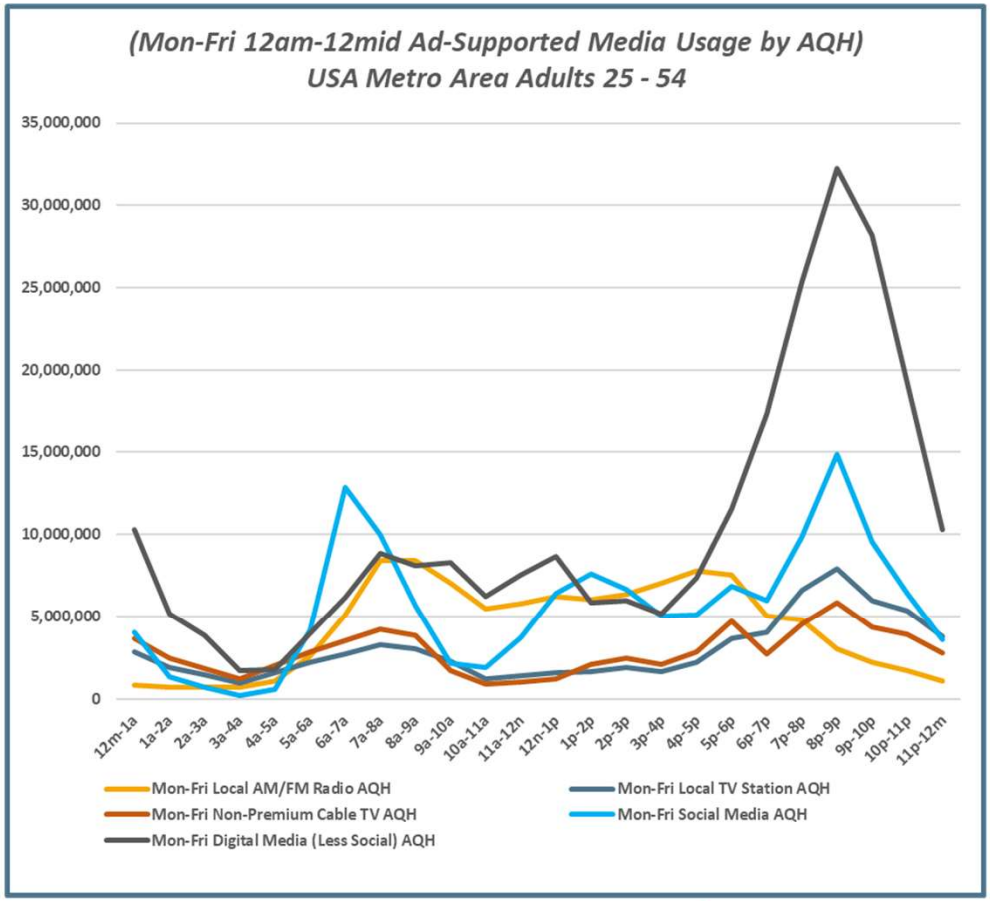
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 180,410; Social Media: 117,428; Local Radio: 116,386; Non-Prem. Cable: 52,364; Local TV: 46,894 reaching Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA.





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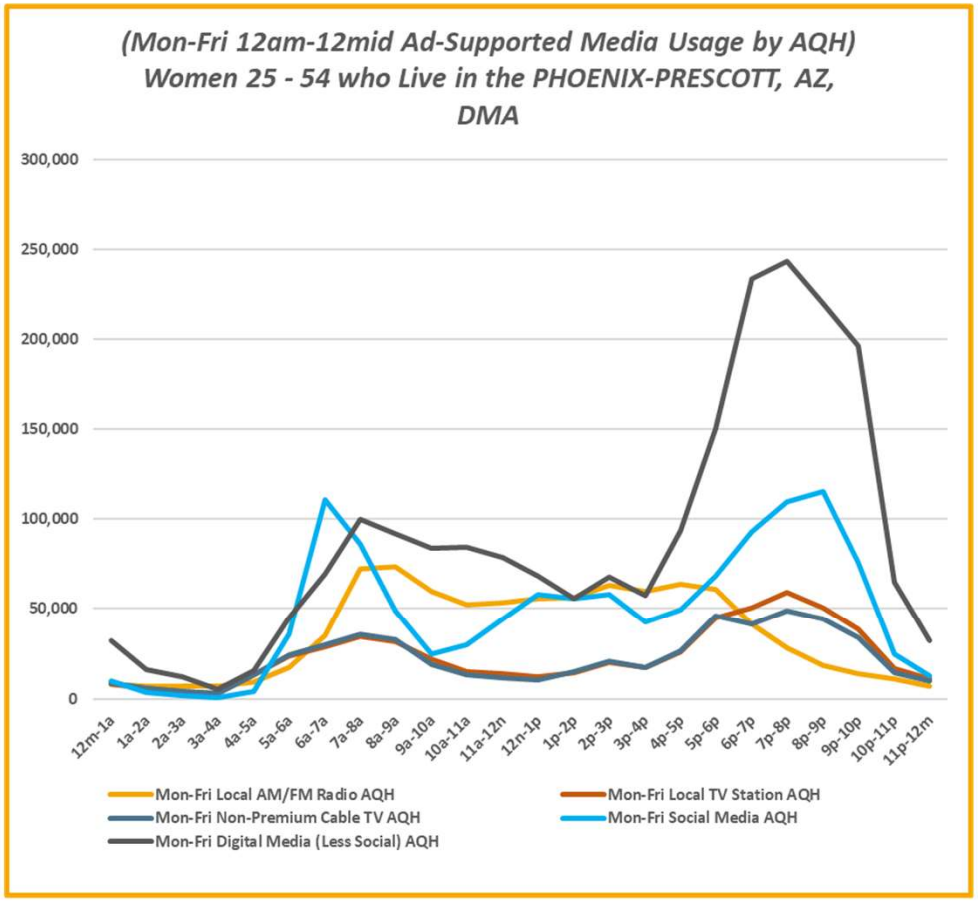
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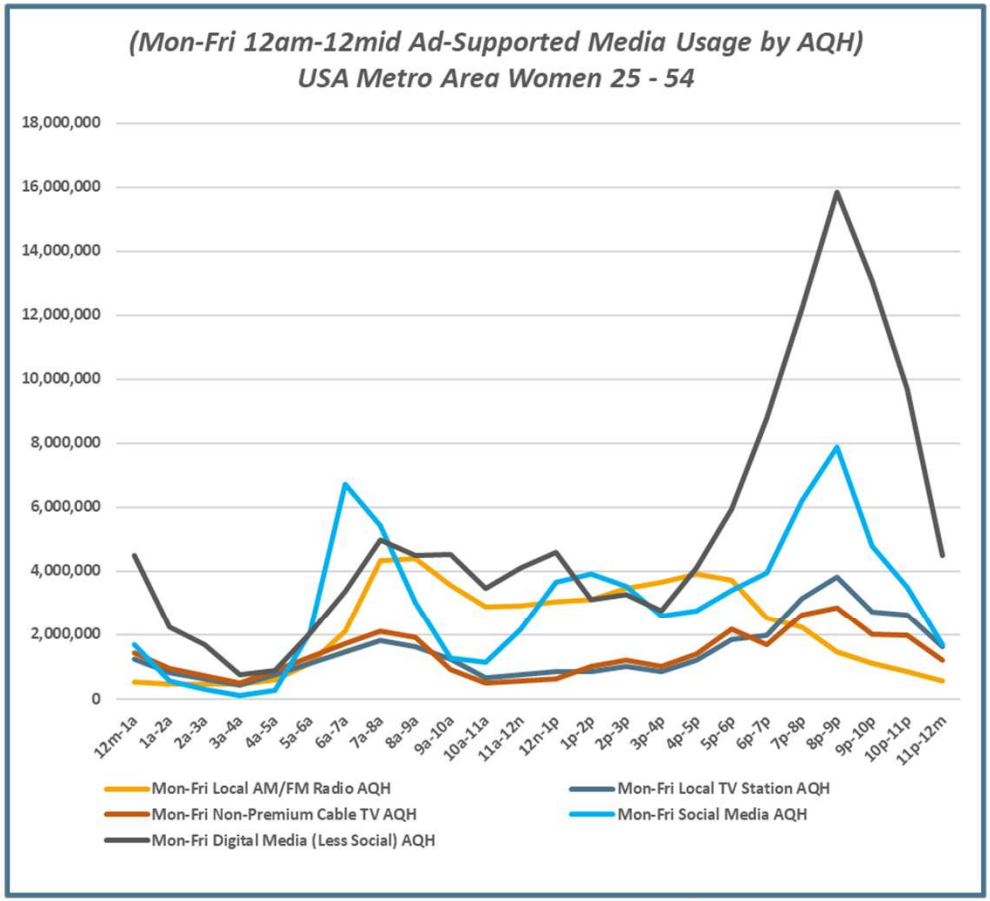
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 95,066; Social Media: 59,216; Local Radio: 57,502; Local TV: 25,356; Non-Prem. Cable: 24,561 reaching Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA.





USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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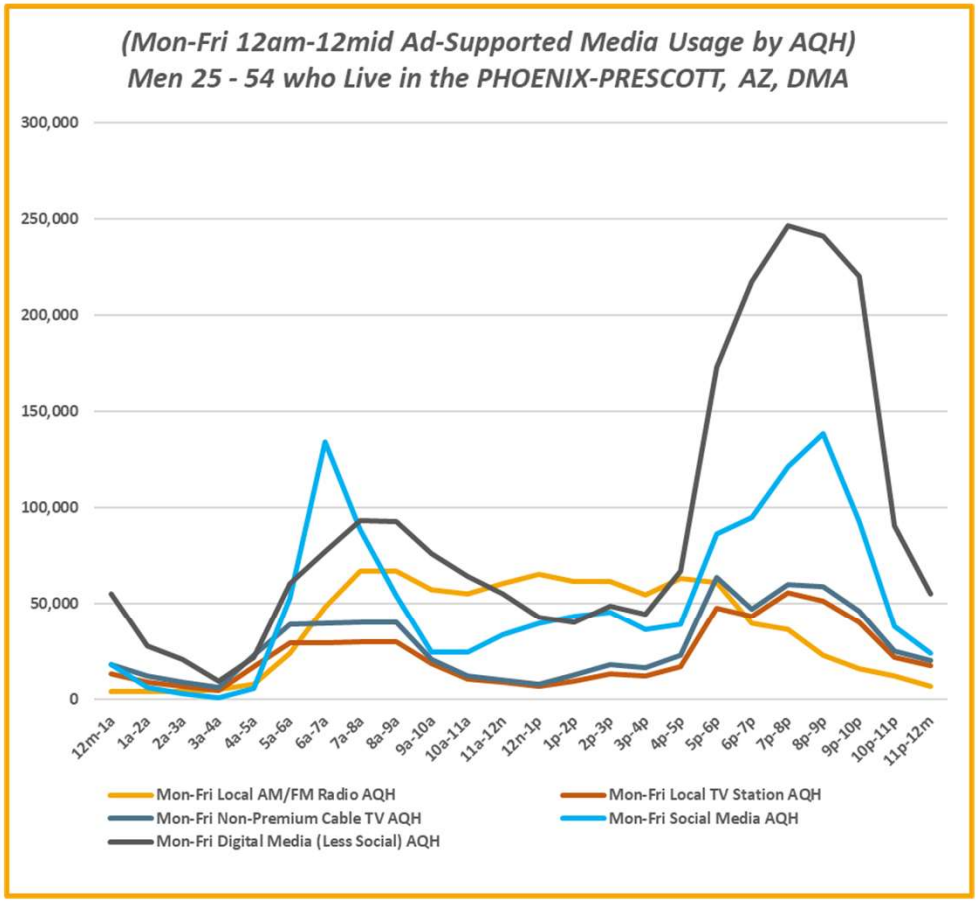
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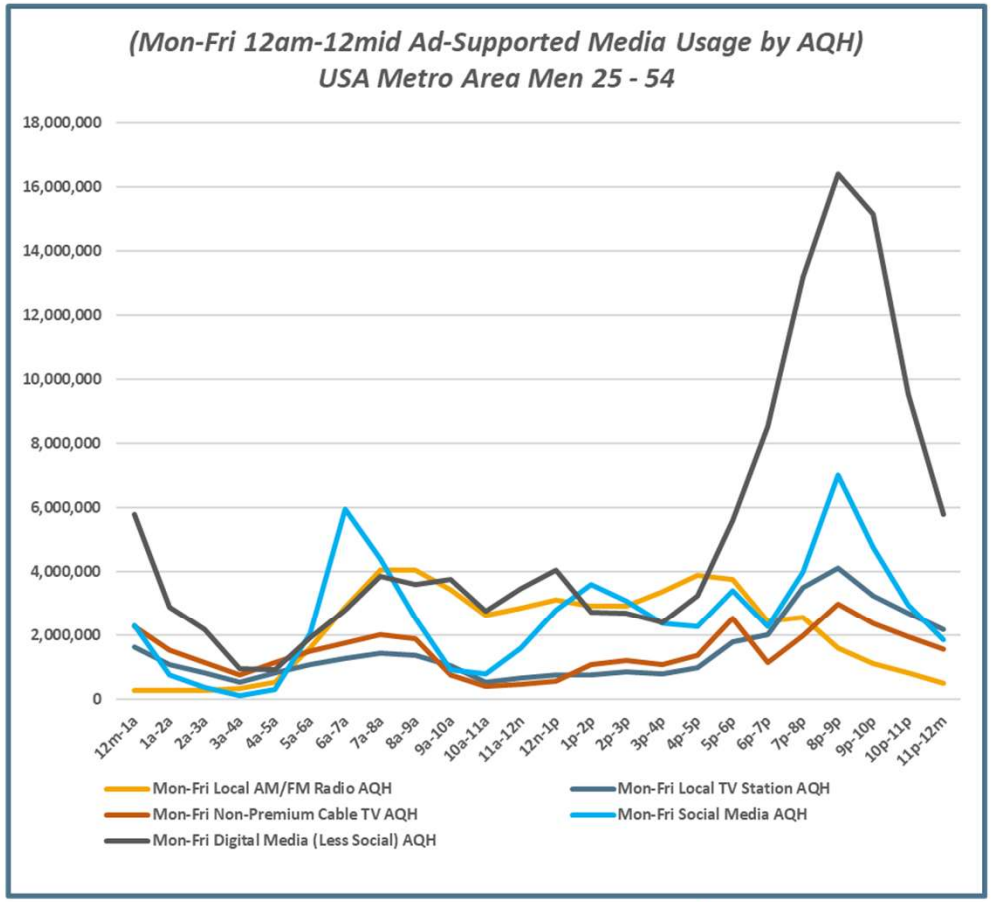
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 84,044; Local Radio: 58,624; Social Media: 57,296; Non-Prem. Cable: 27,102; Local TV: 21,318 reaching Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA.





USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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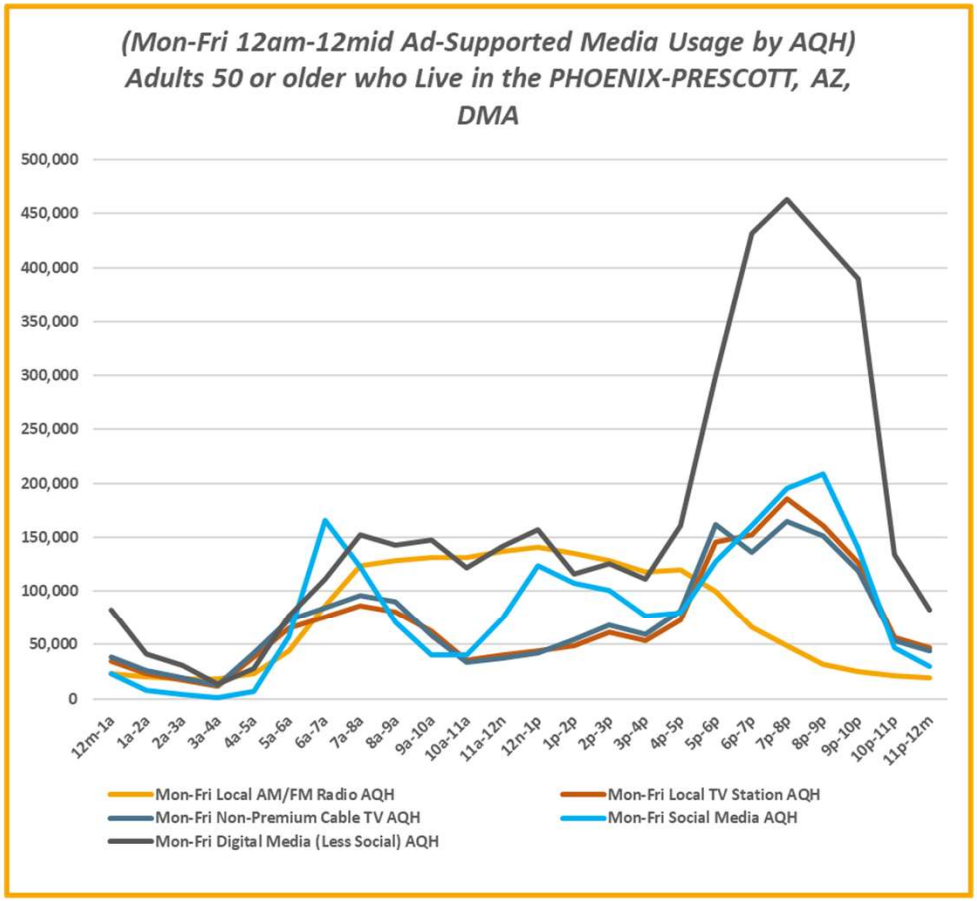
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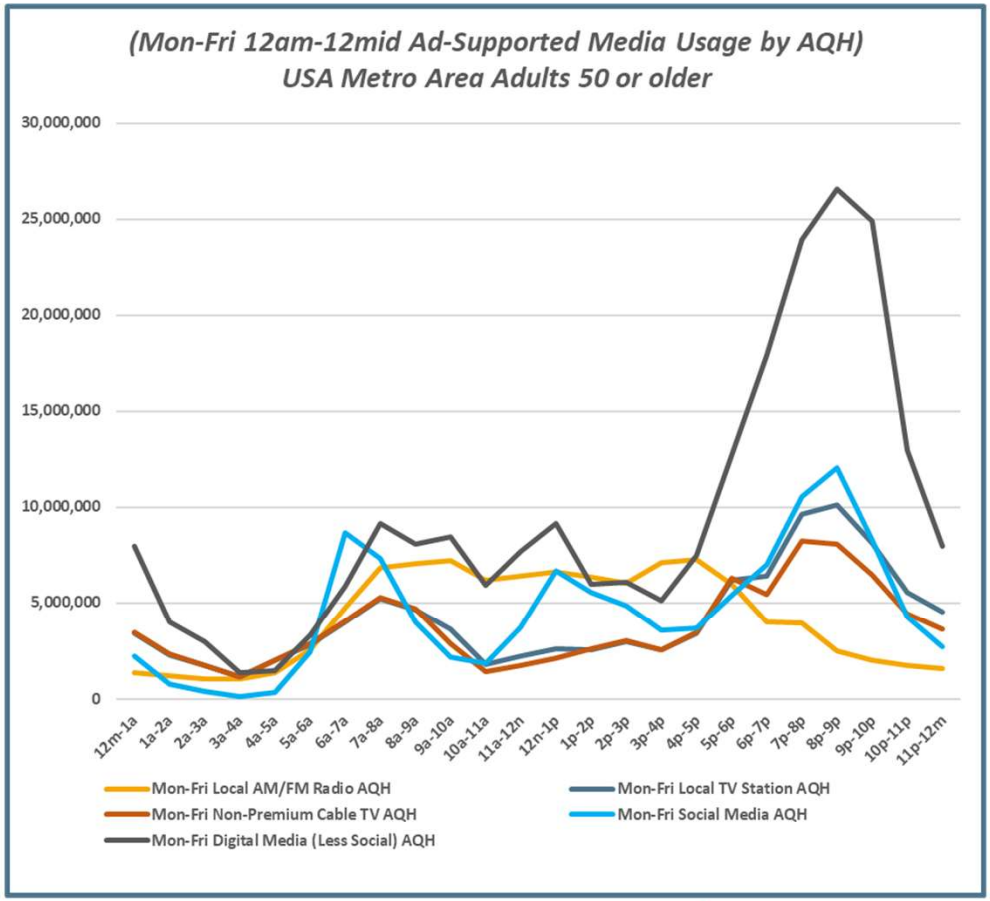
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P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 170,577; Local Radio: 118,805; Social Media: 99,238; Non-Prem. Cable: 76,992; Local TV: 73,904 reaching Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA.





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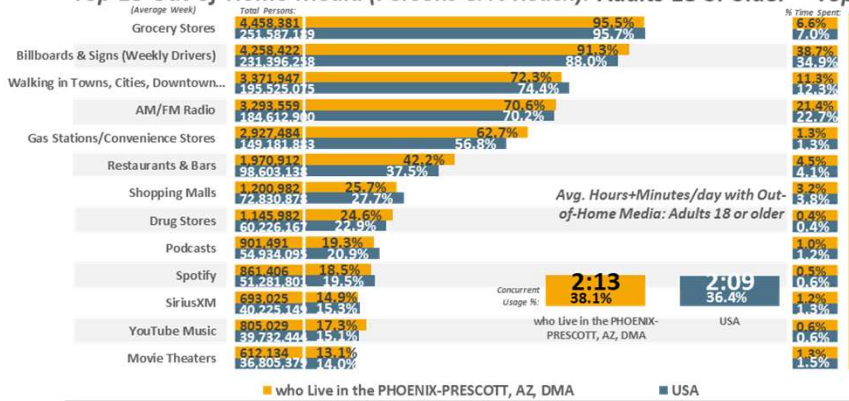
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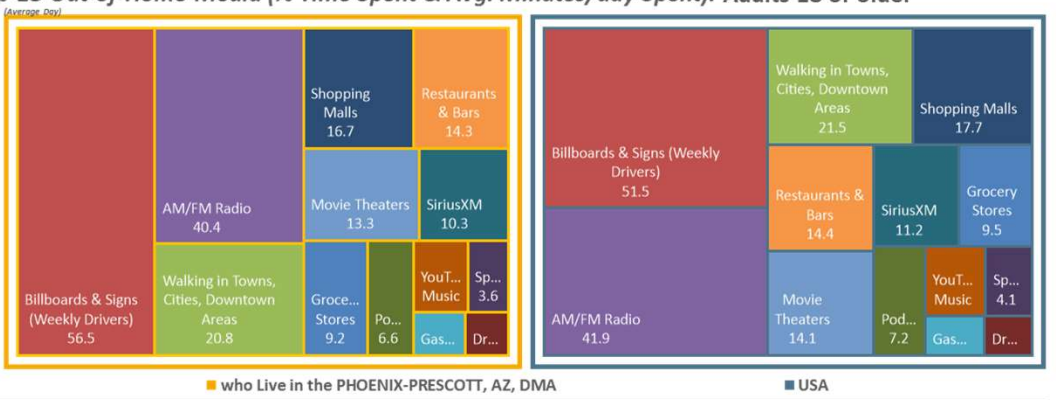
P18+

4,258,422 or 91.3% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 38.3 minutes/day.

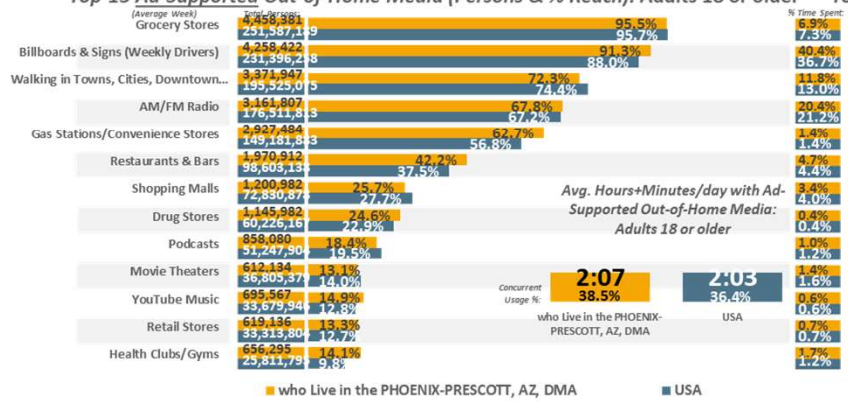
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



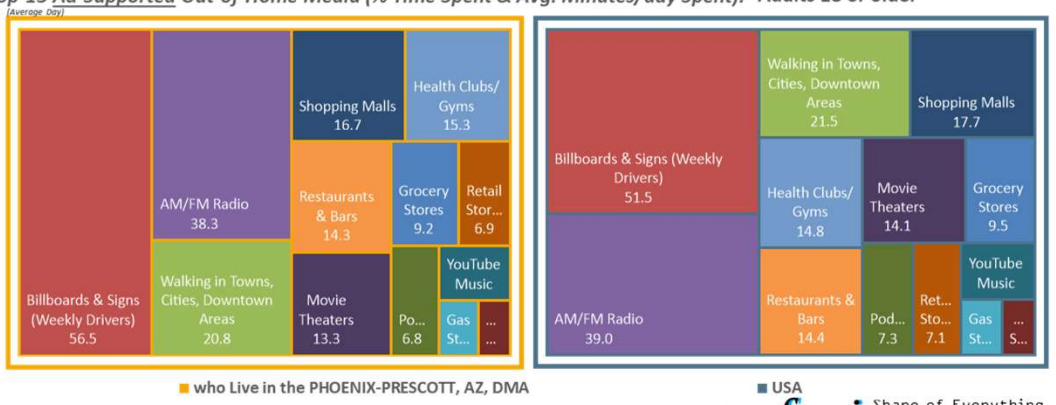
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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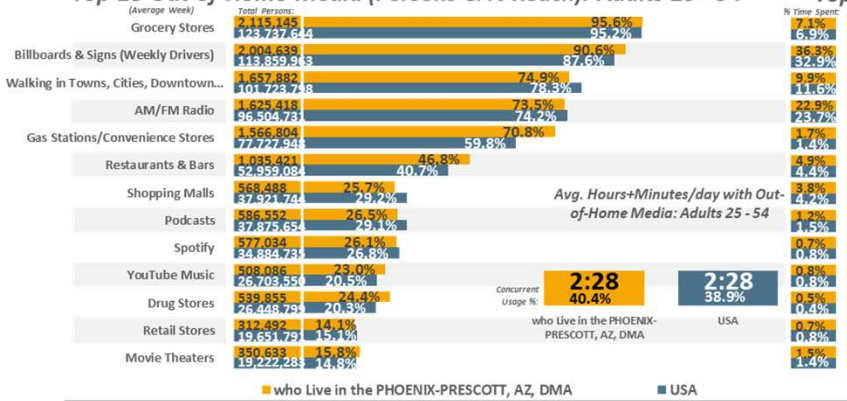
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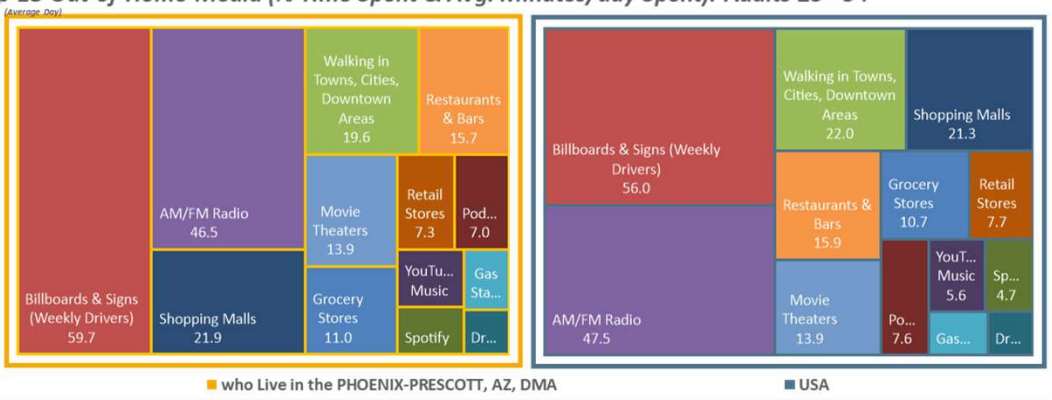
P25-54

2,004,639 or 90.6% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 59.7 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

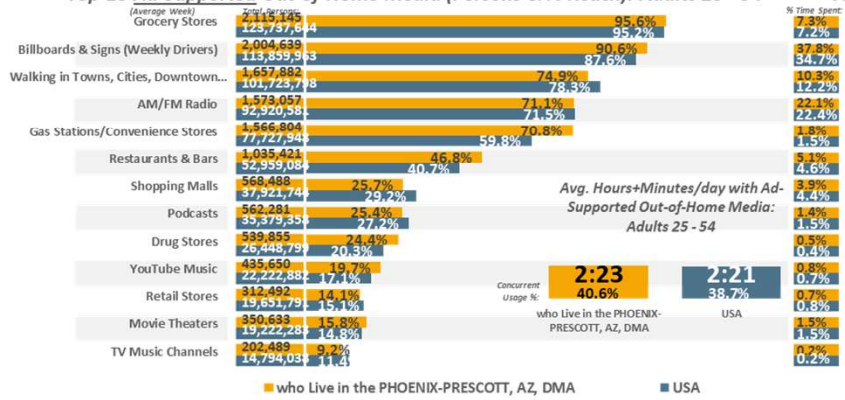
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



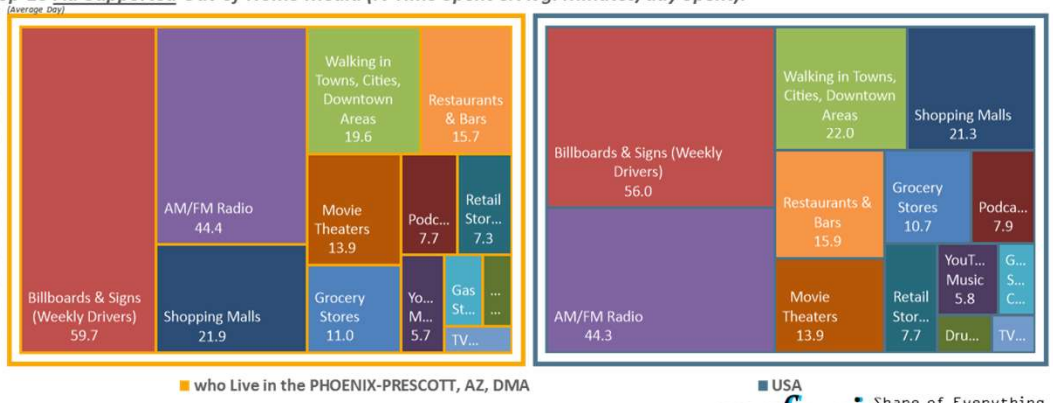
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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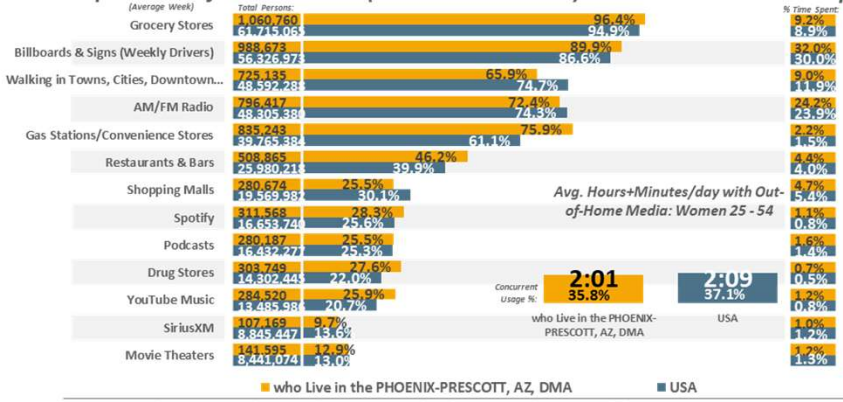
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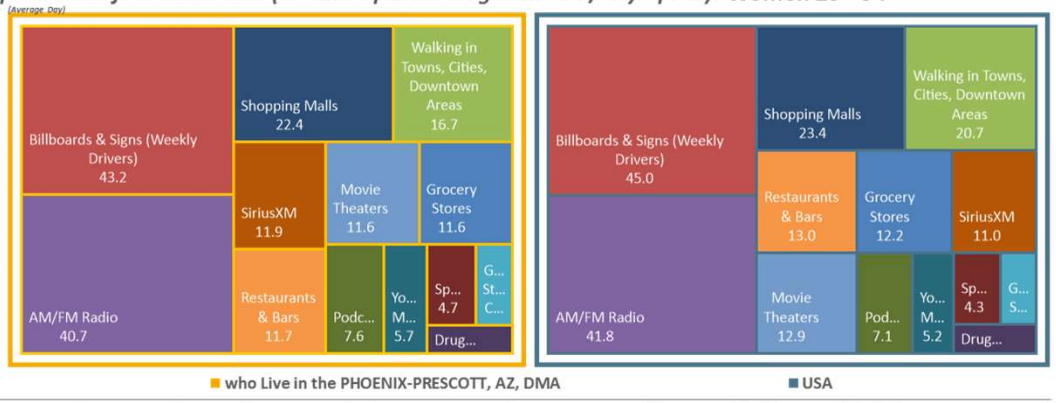
W25-54

988,673 or 89.9% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 43.2 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minutes/day.

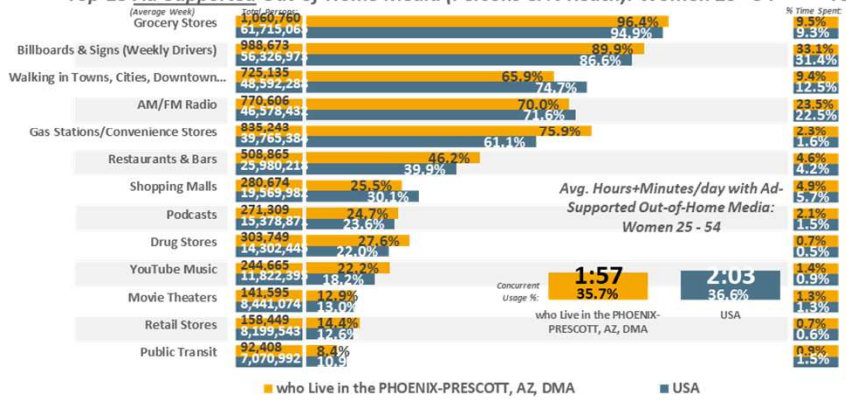
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



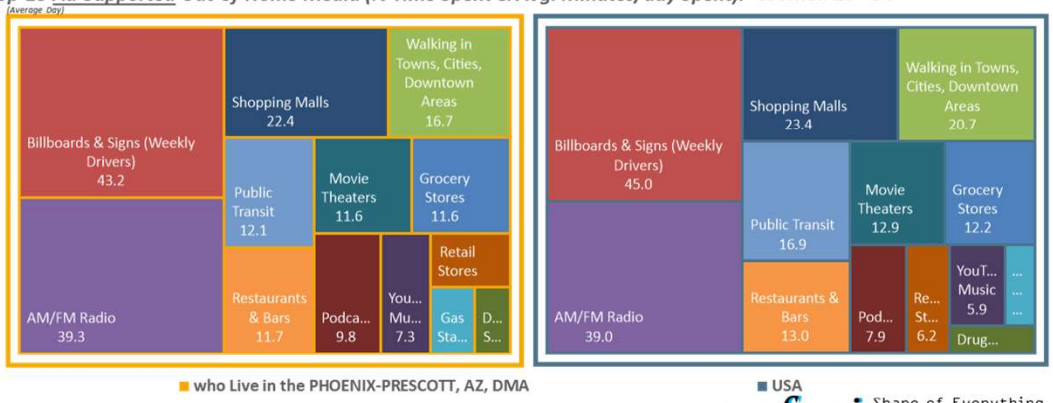
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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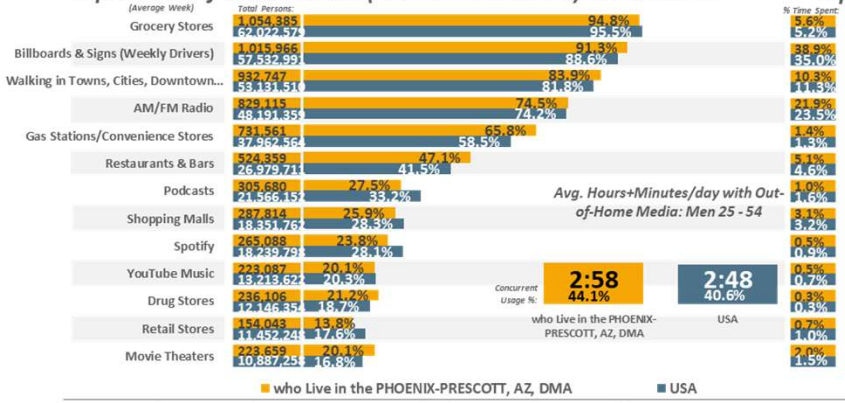
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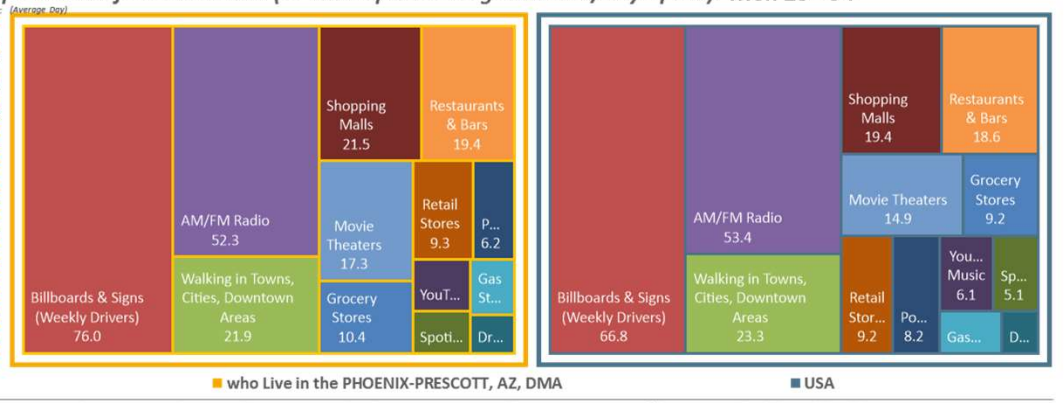
M25-54

1,015,966 or 91.3% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 76. minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 49.6 minutes/day.

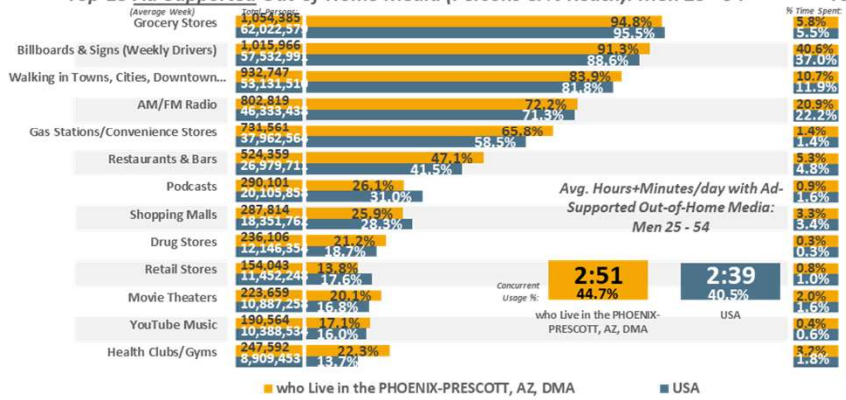
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



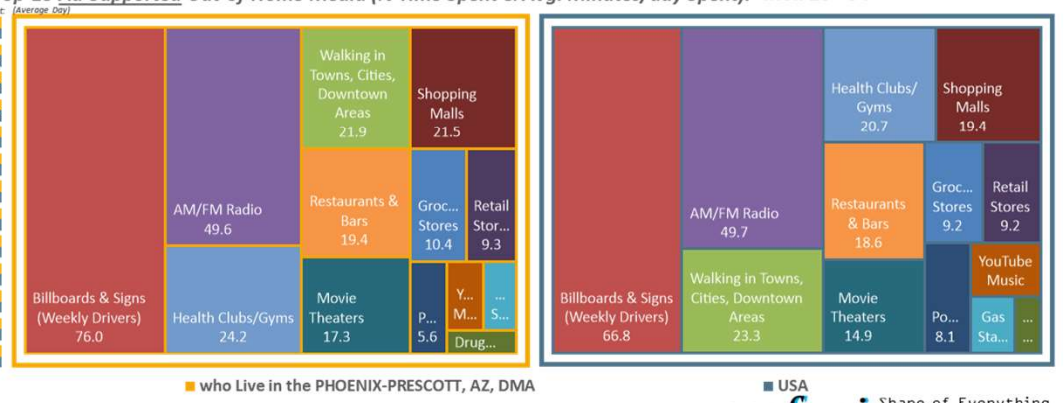
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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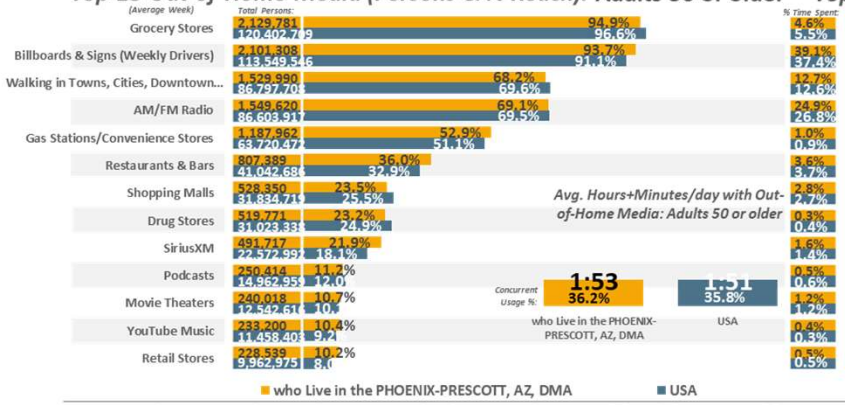
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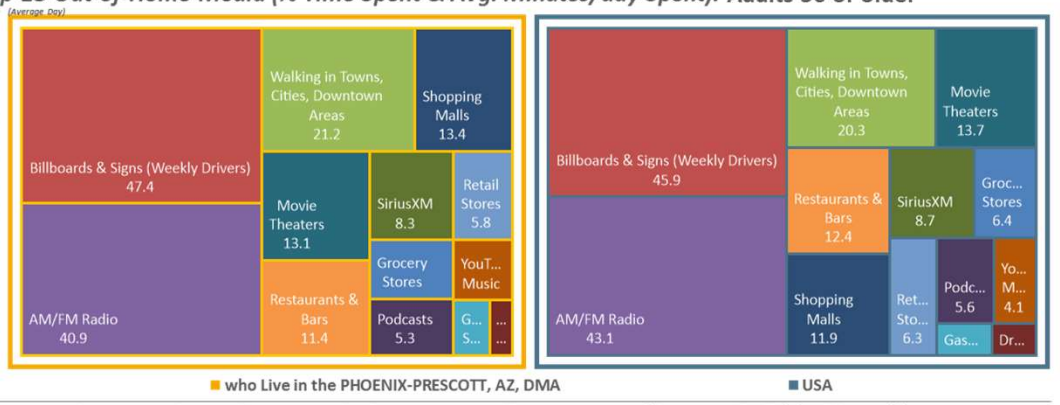
P50+

2,101,308 or 93.7% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 47.4 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

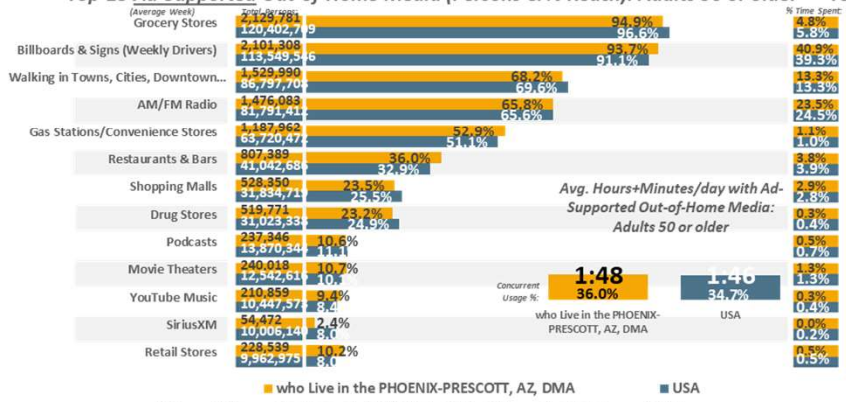
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



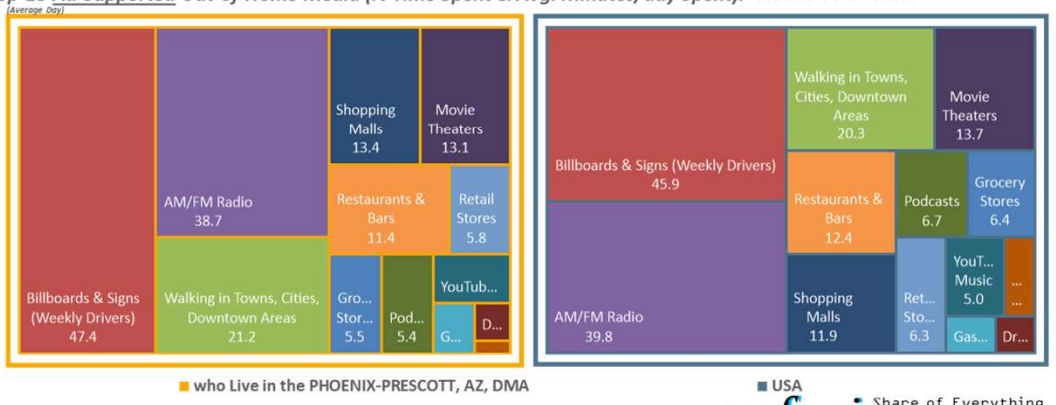
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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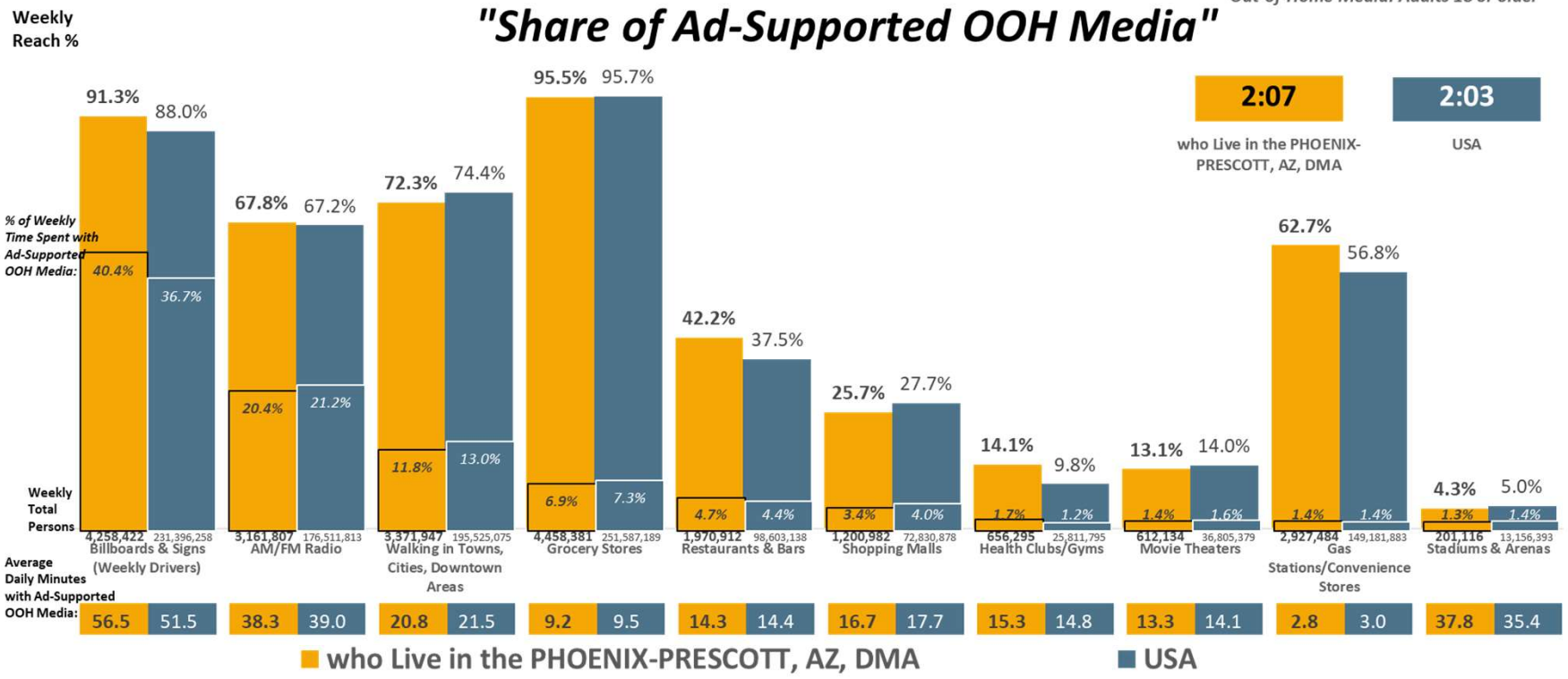


P18+

4,258,422 or 91.3% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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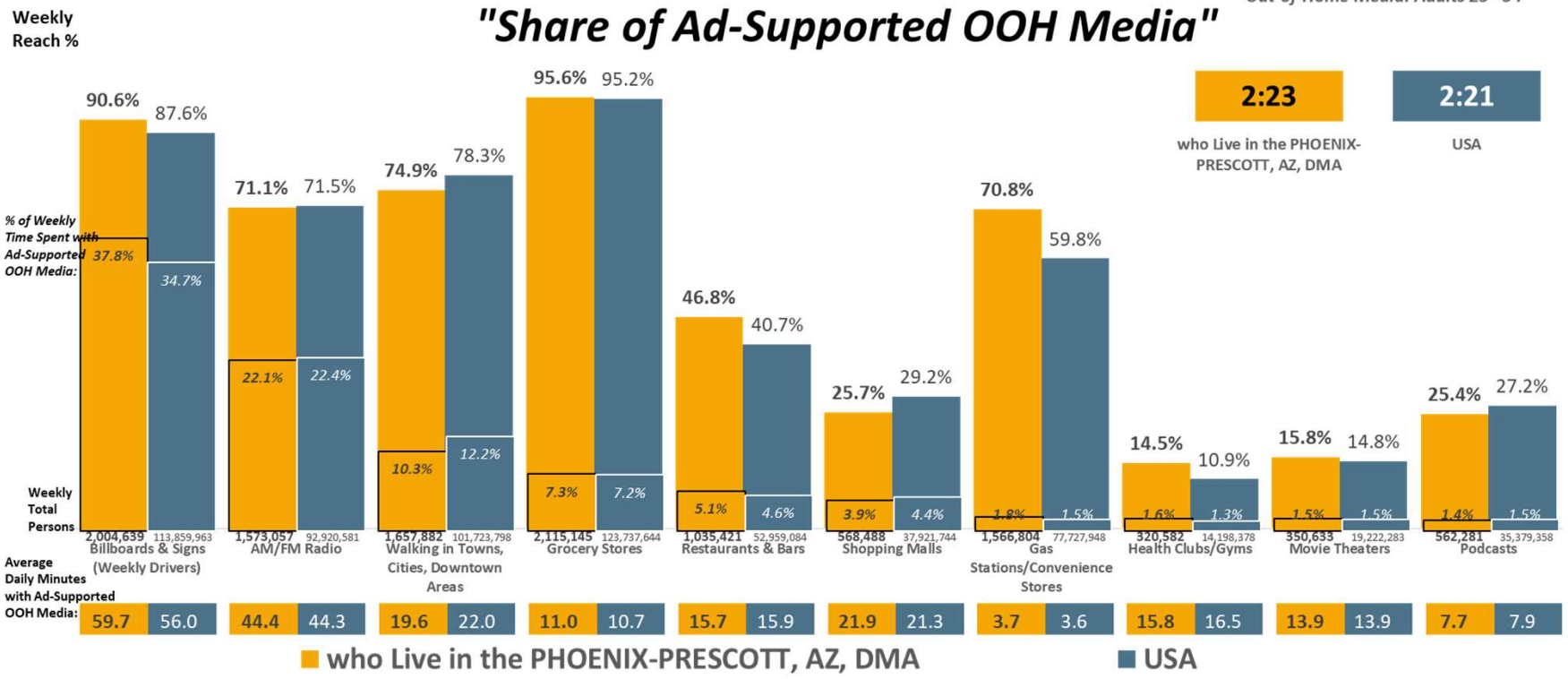


P25-54

2,004,639 or 90.6% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 59.7 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



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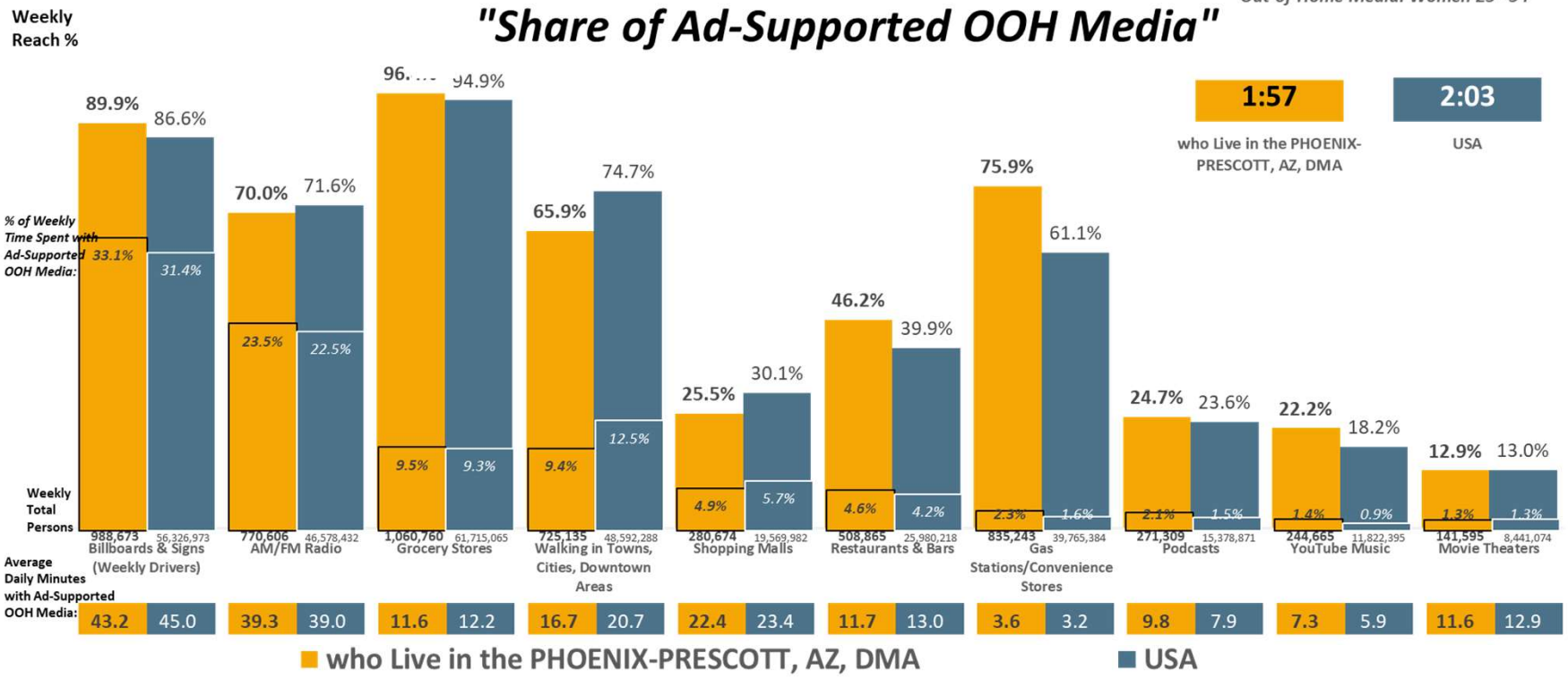


W25-54

988,673 or 89.9% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 43.2 minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



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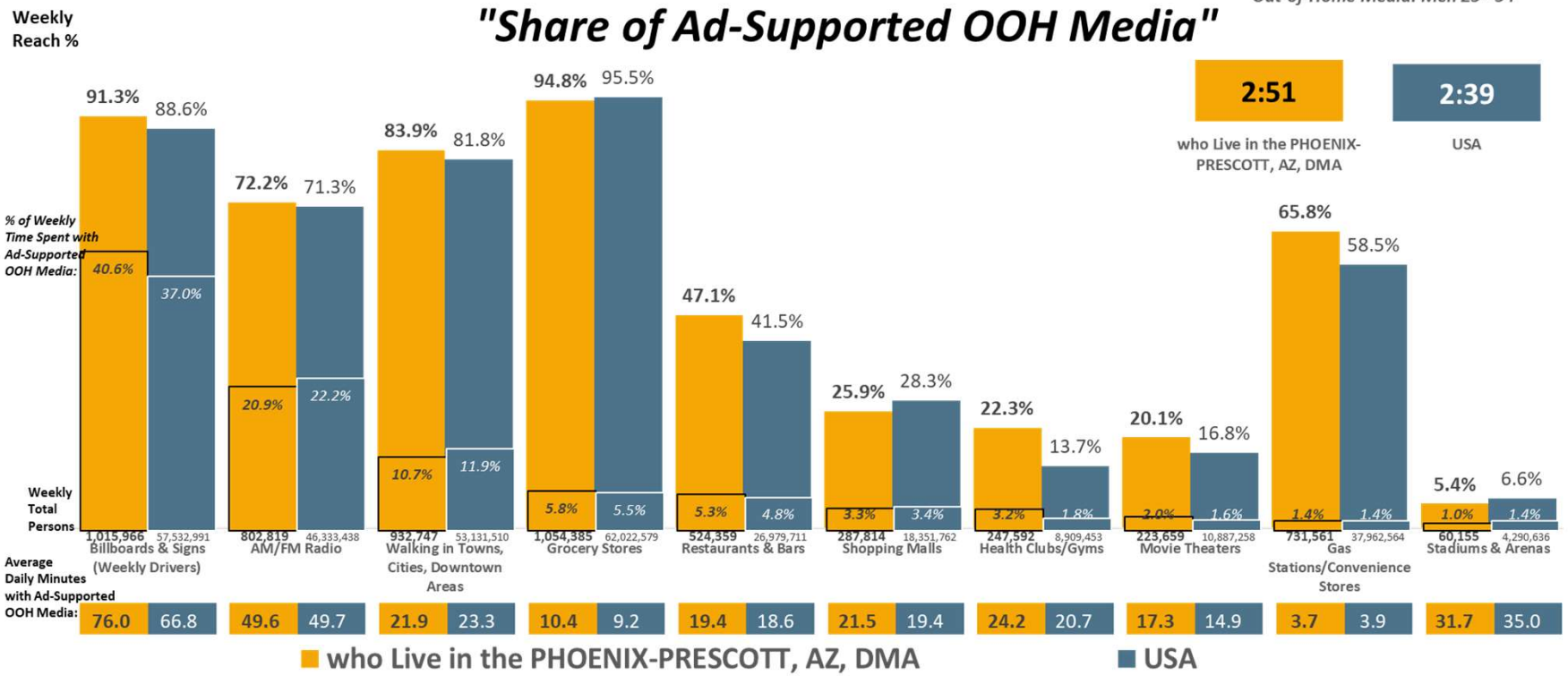


M25-54

1,015,966 or 91.3% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 76. minutes per day driving, seeing Billboards and Signs representing 40.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

"Share of Ad-Supported OOH Media"



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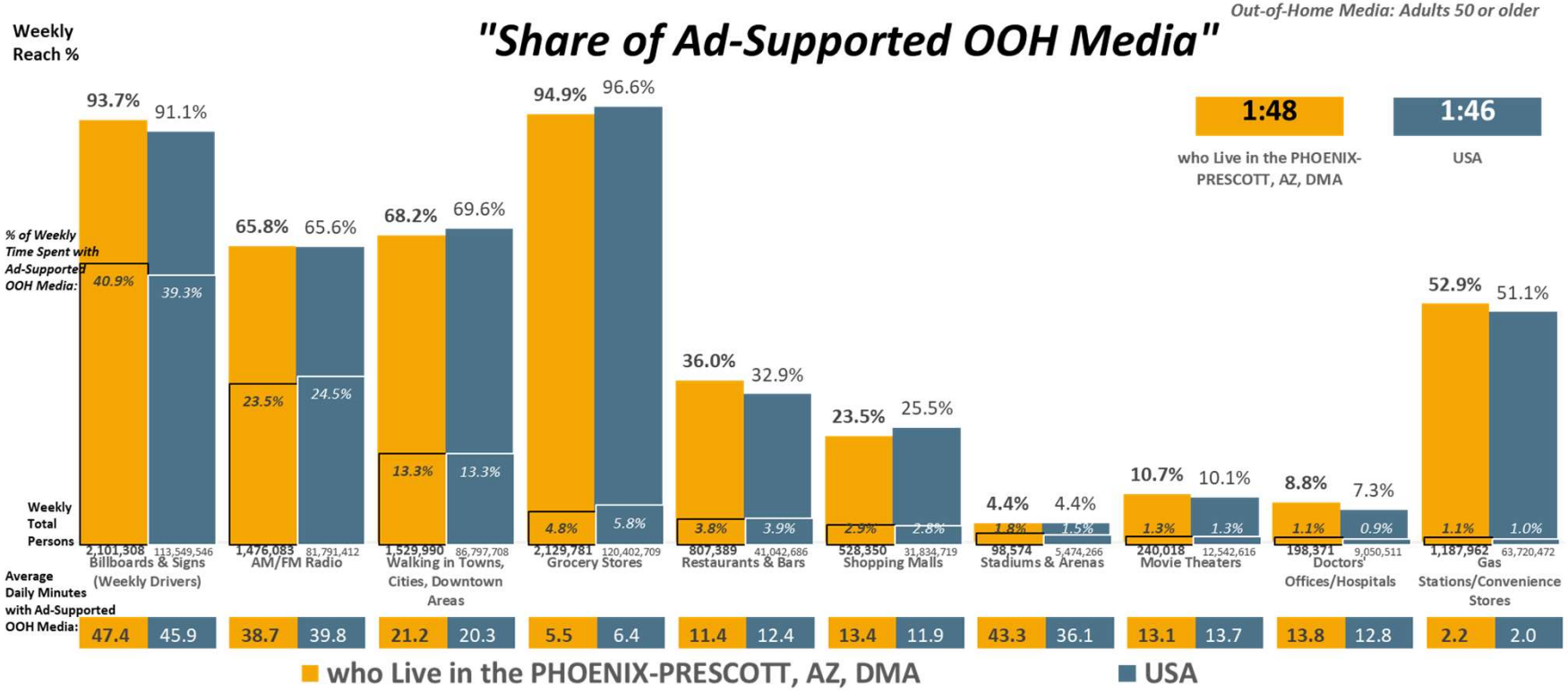


P50+

2,101,308 or 93.7% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA spend an average of 47.4 minutes per day driving, seeing Billboards and Signs representing 40.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 50 or older

"Share of Ad-Supported OOH Media"



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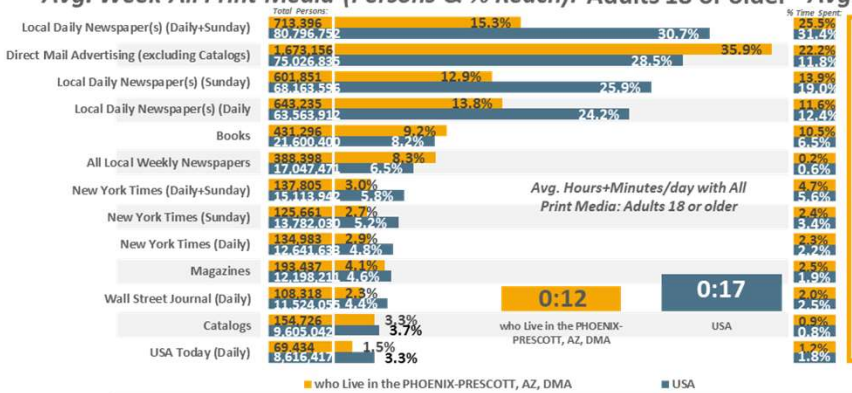
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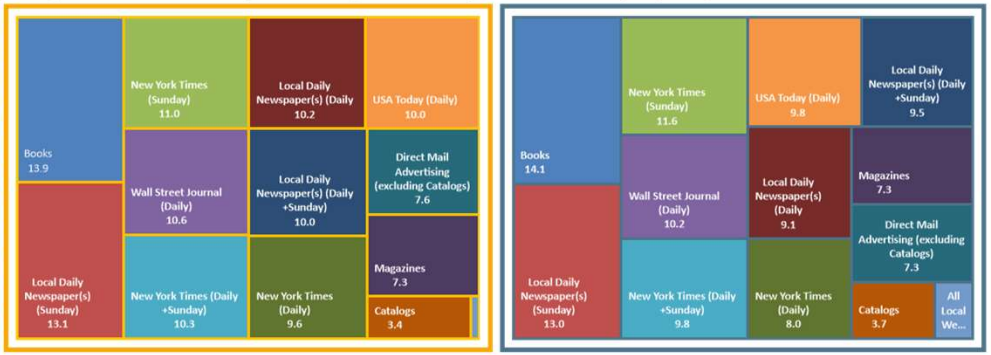
P18+

713,396 or 15.3% of Adults 18 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

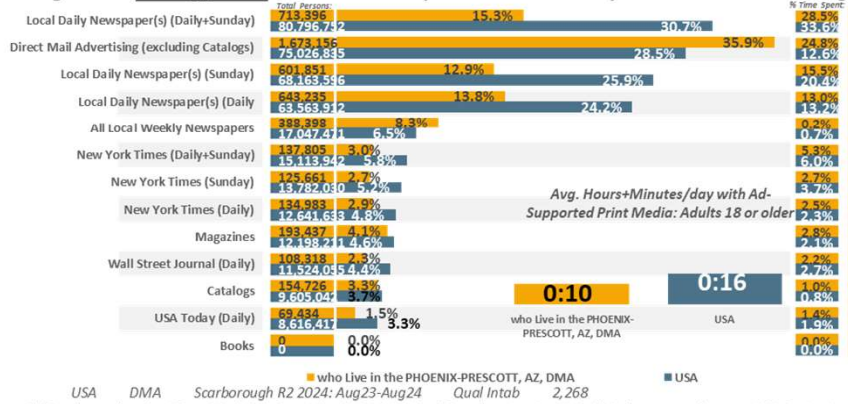
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



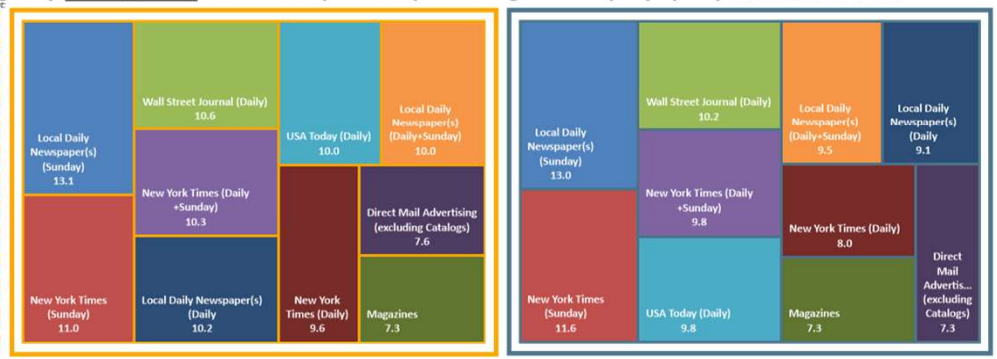
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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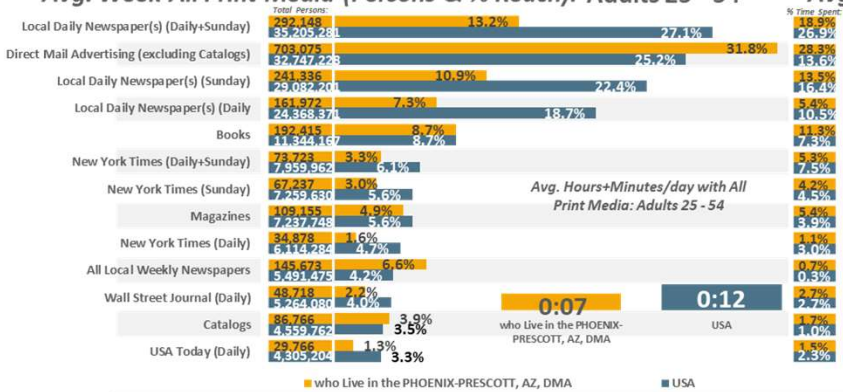
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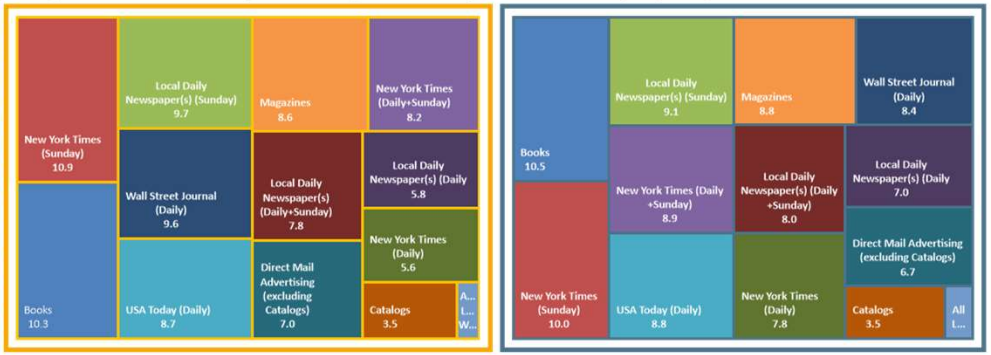
P25-54

703,075 or 31.8% of Adults 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 7. minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

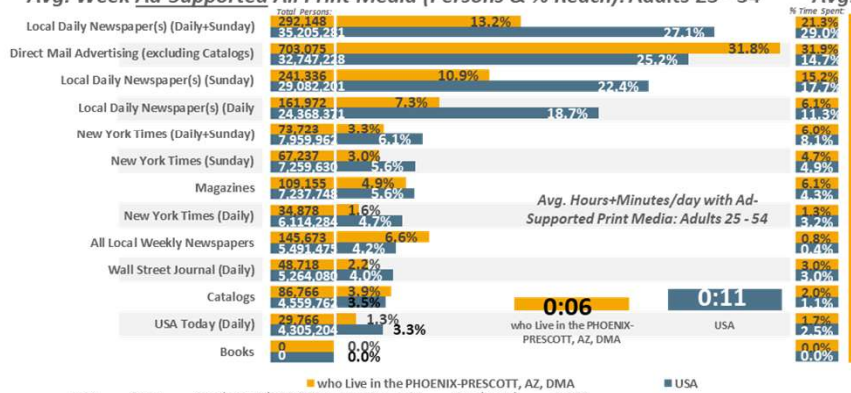
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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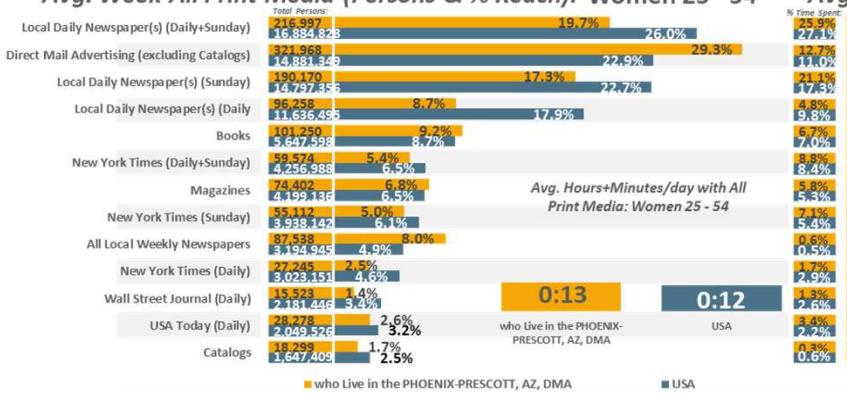
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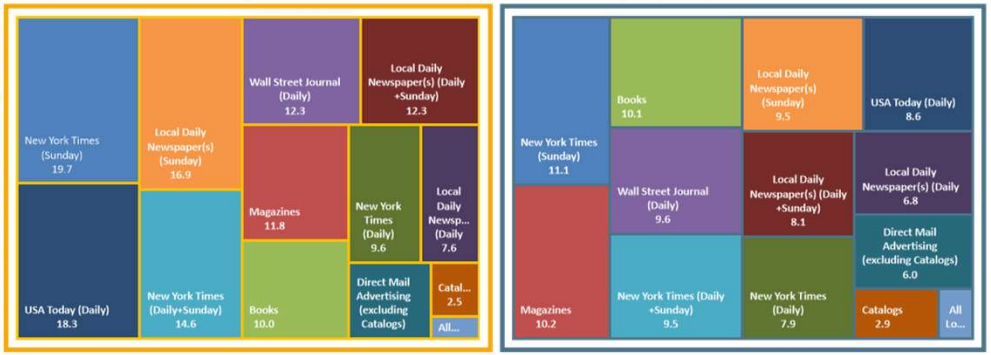
W25-54

216,997 or 19.7% of Women 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.3 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

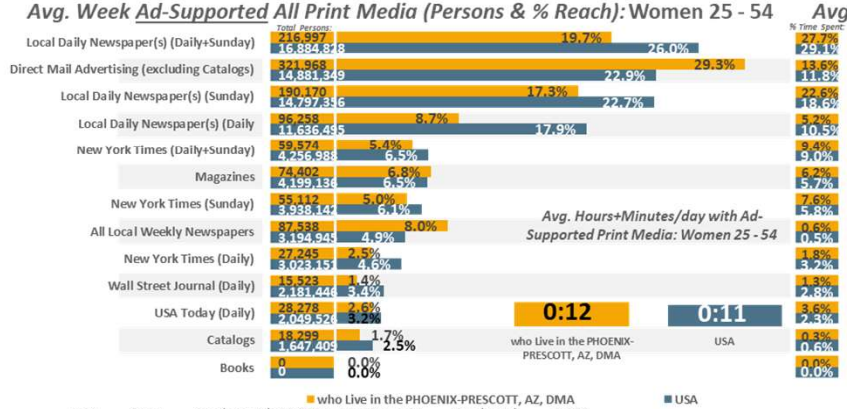
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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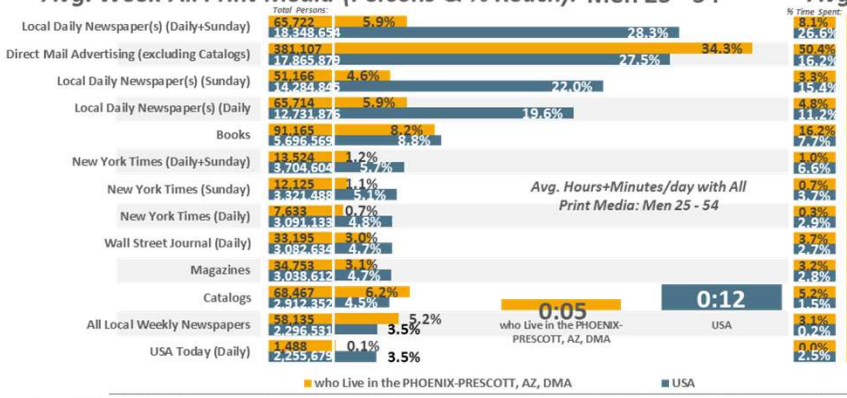
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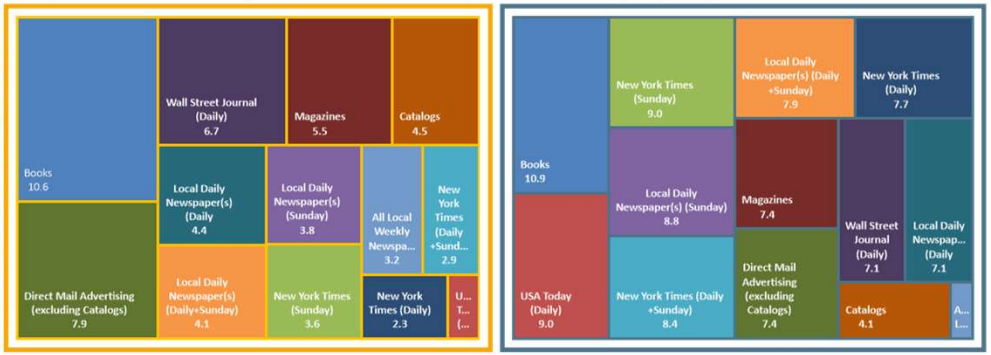
M25-54

381,107 or 34.3% of Men 25 - 54 who Live in the PHOENIX-PRESCOTT, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 7.9 minutes every day representing 60.1% of all time spent daily with All forms of Print Media.

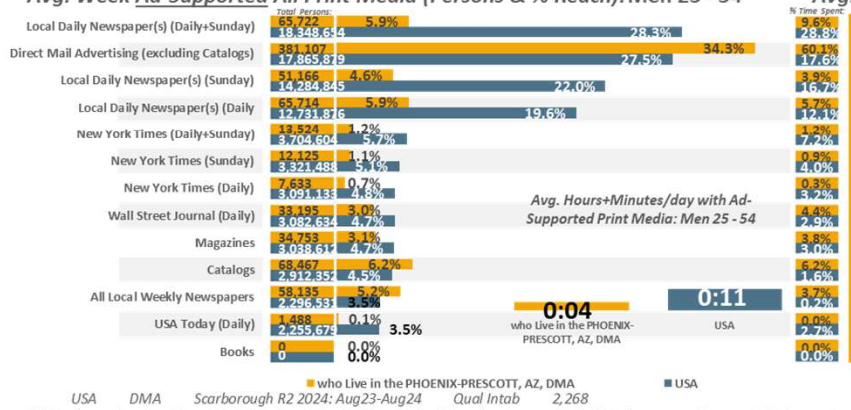
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



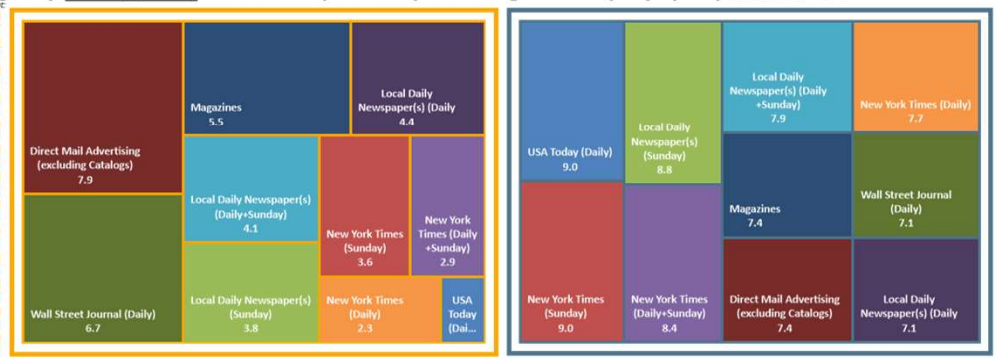
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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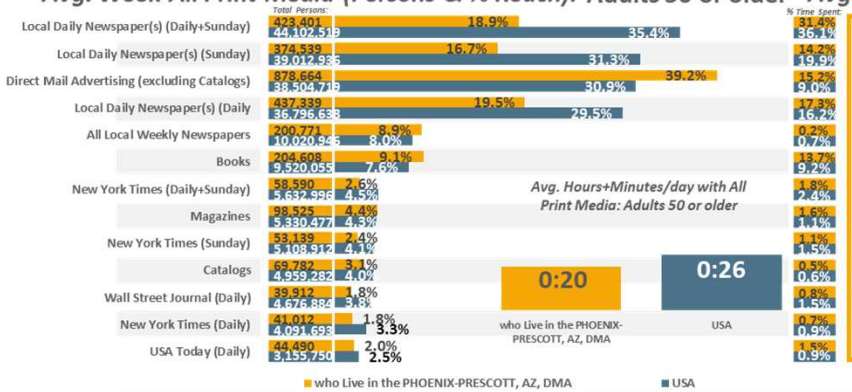
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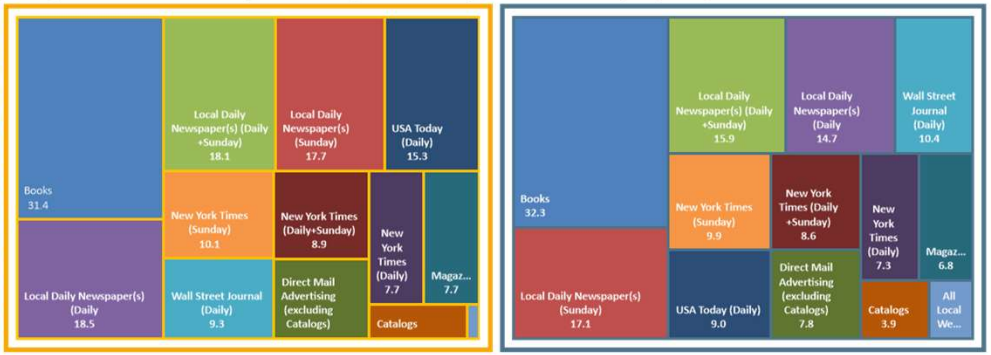
P50+

423,401 or 18.9% of Adults 50 or older who Live in the PHOENIX-PRESCOTT, AZ, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.1 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

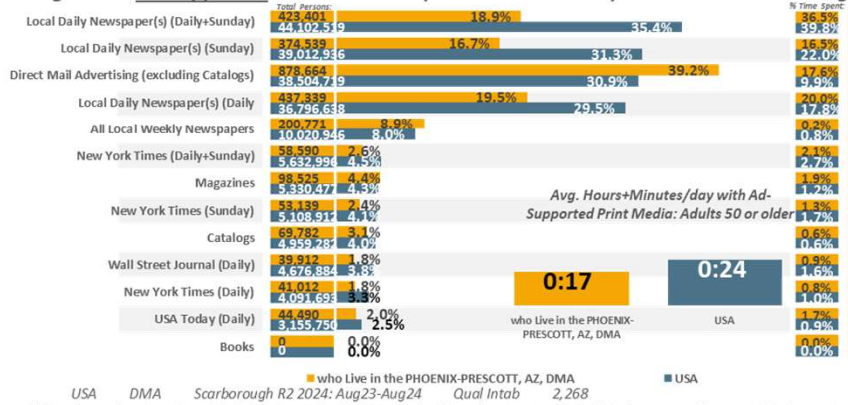
Avg. Week All Print Media (Persons & % Reach): Adults 50 or older



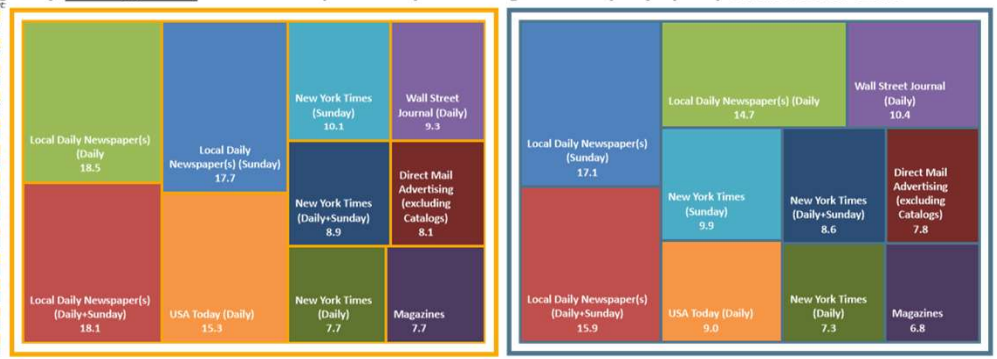
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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