USA–5 Demos of the Seattle-Tacoma, WA DMA vs. the USA...

Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles









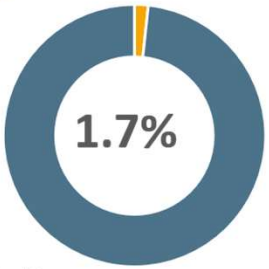
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!



P18+

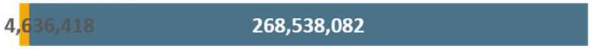
1.7% or 4,636,418 of USA DMA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 48.1 years old (1.5% younger than average) and have a $132,704 (31.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

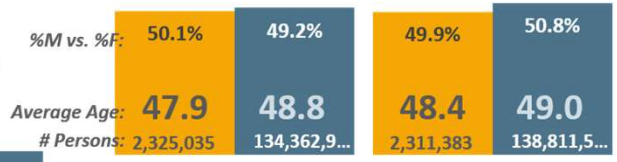


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMA

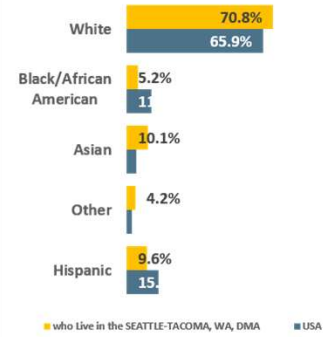
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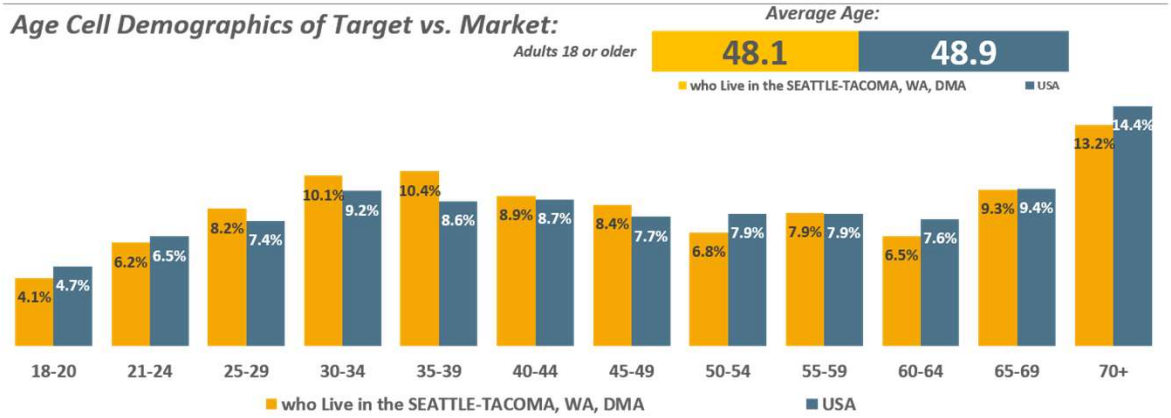
Gender of Target vs. Market: Adults 18 or older



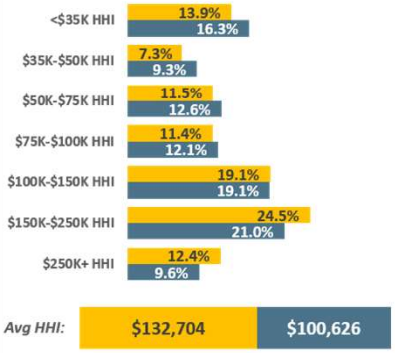
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

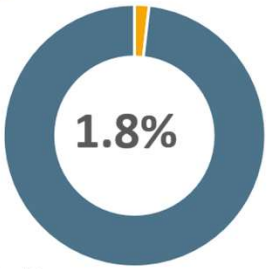
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P25-54

1.8% or 2,447,262 of USA DMA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.4 years old (1.3% younger than average) and have a $138,945 (30.9% higher than average) annual household income.

Percent of Market: Adults 25 - 54

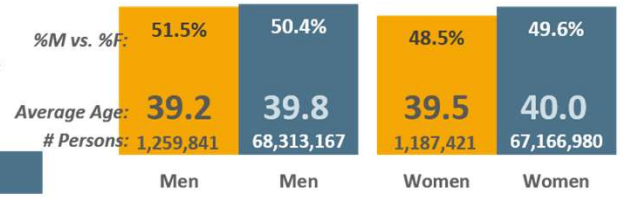


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMA

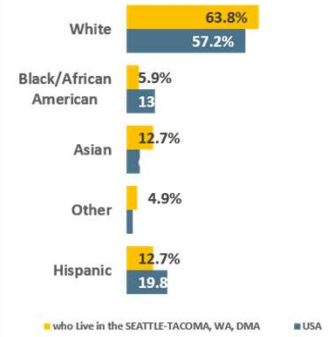
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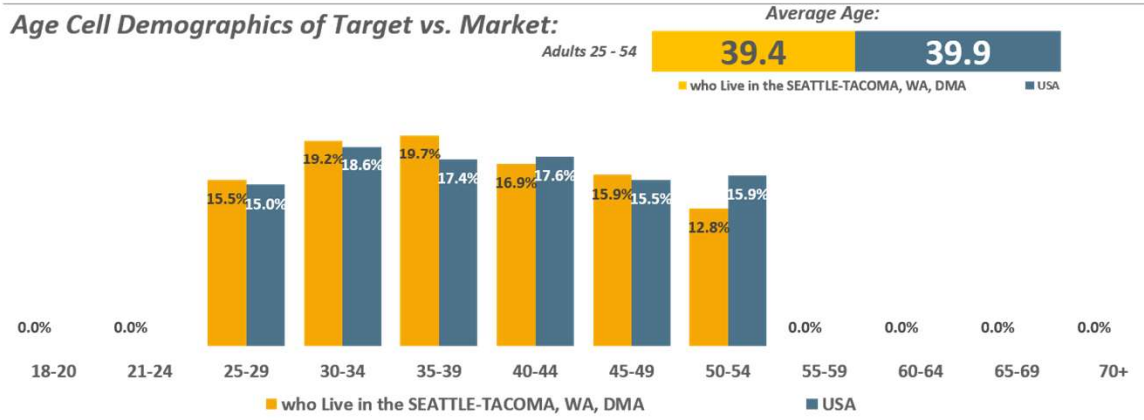
Gender of Target vs. Market: Adults 25 - 54



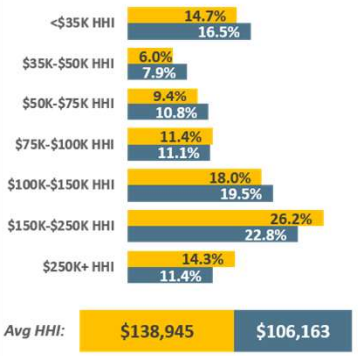
Ethnicity of Target vs. Market:



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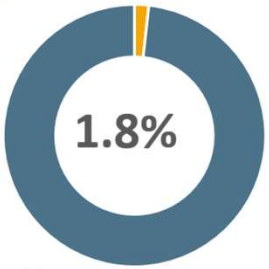
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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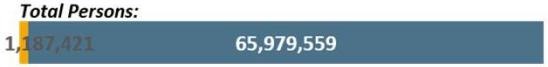


1.8% or 1,187,421 of USA DMA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.5 years old (1.1% younger than average) and have a $126,706 (30.6% higher than average) annual household income.

Percent of Market: Women 25 - 54



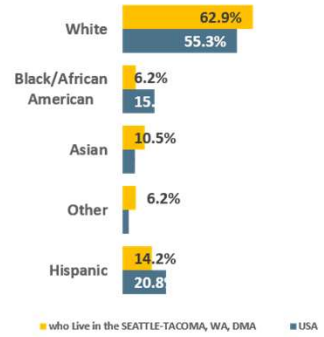
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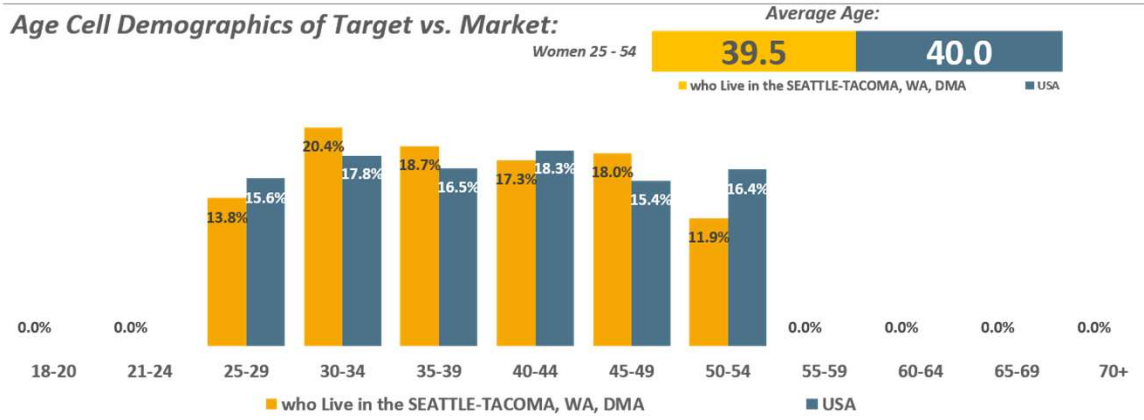
Gender of Target vs. Market: Women 25 - 54



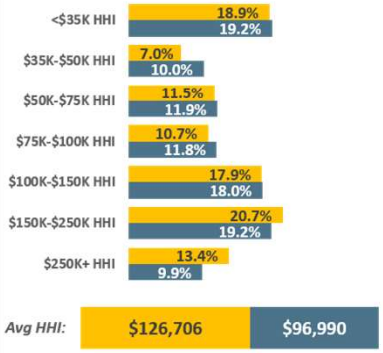
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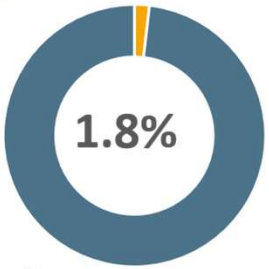
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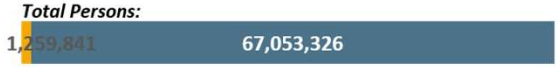


M25-54

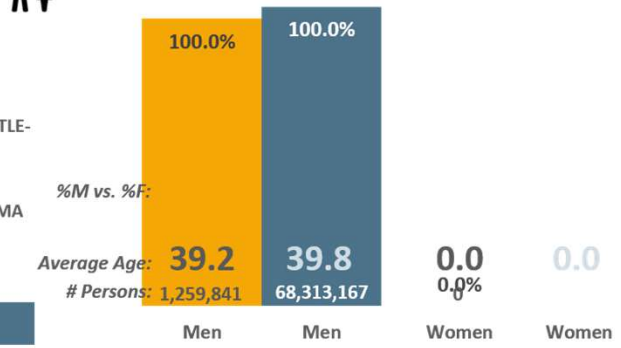
1.8% or 1,259,841 of USA DMA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 39.2 years old (1.6% younger than average) and have a $150,481 (30.6% higher than average) annual household income.

Percent of Market: Men 25 - 54

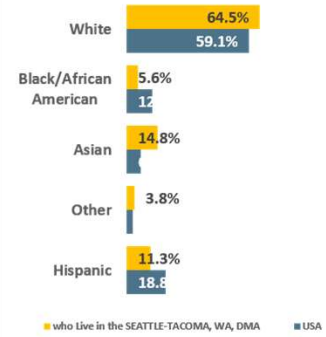




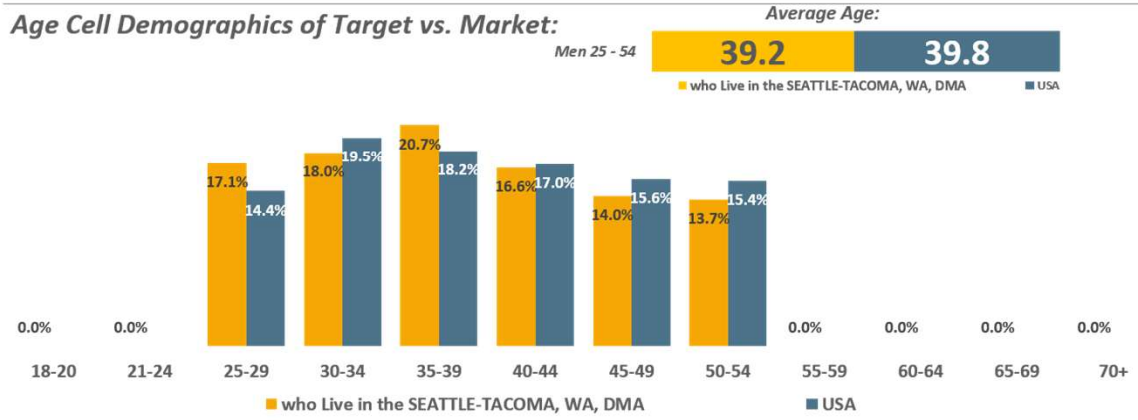
Gender of Target vs. Market: Men 25 - 54



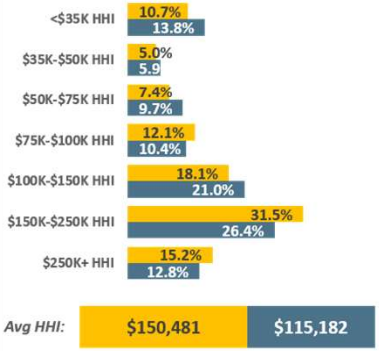
Ethnicity of Target vs. Market:



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HHI of Target vs. Market:



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

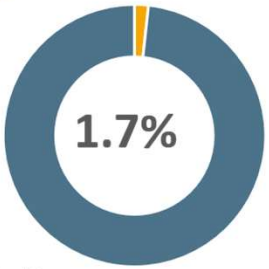
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P35-64

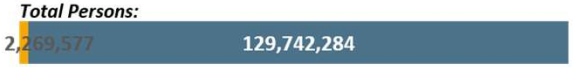
1.7% or 2,269,577 of USA DMA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Typical Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 48.8 years old (1.7% younger than average) and have a $145,724 (29.6% higher than average) annual household income.

Percent of Market: Adults 35 - 64

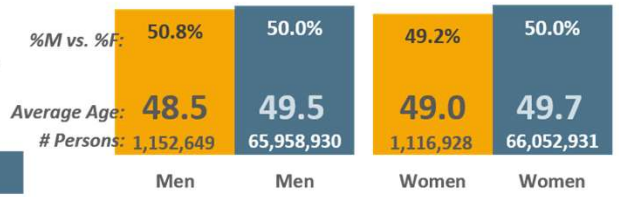


- who Live in the SEATTLE-TACOMA, WA, DMA
- Remainder of USA DMA

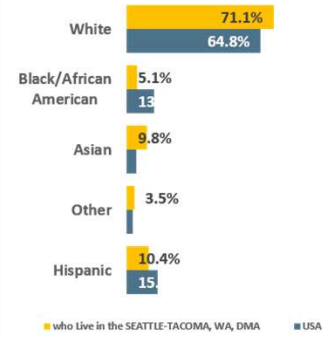
Total Persons:



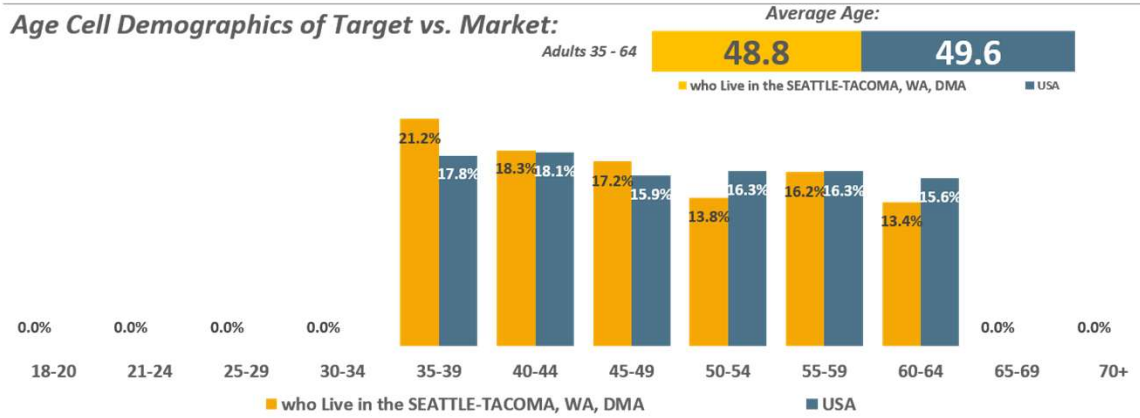
Gender of Target vs. Market: Adults 35 - 64



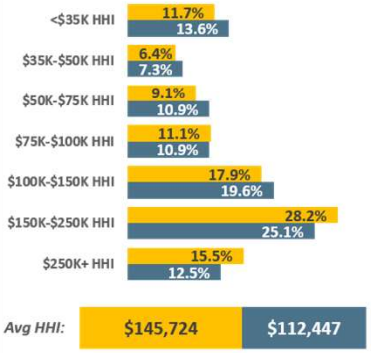
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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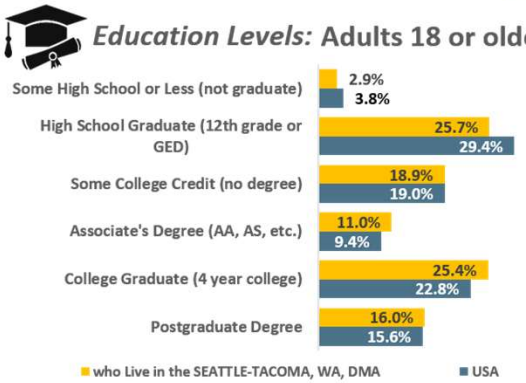
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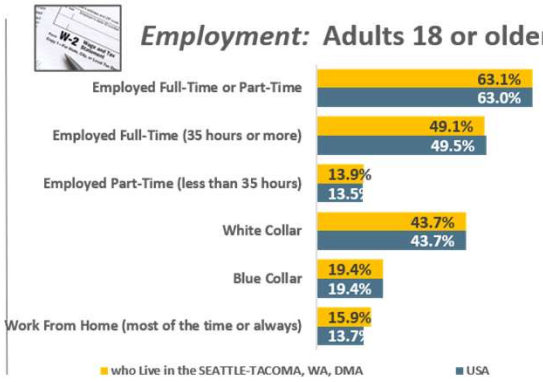
P18+

1.7% or 4,636,418 of USA DMA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 7.8% more likely to be a college graduate, .7% less likely to work full-time, 5.5% more likely to be married, 3.5% more likely to be a parent of 1 or more children under 18.

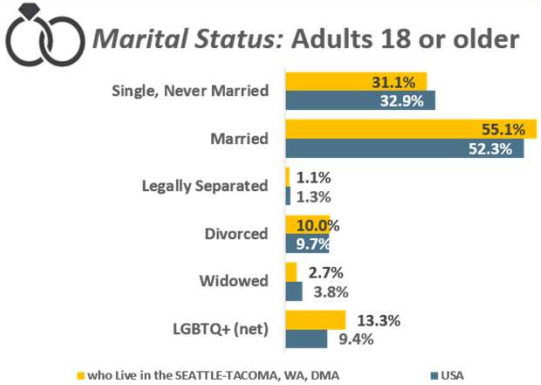
Education Levels: Adults 18 or older



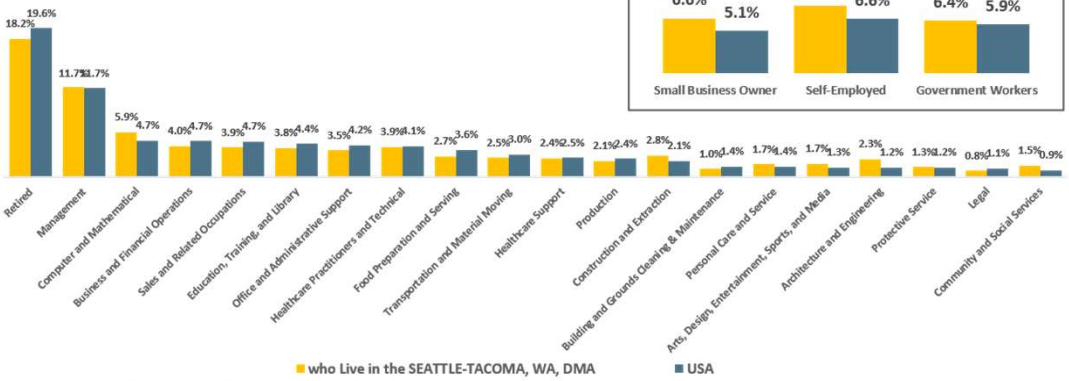
Employment: Adults 18 or older



Marital Status: Adults 18 or older

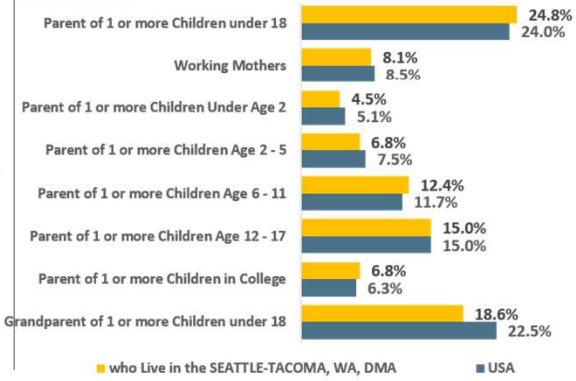


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



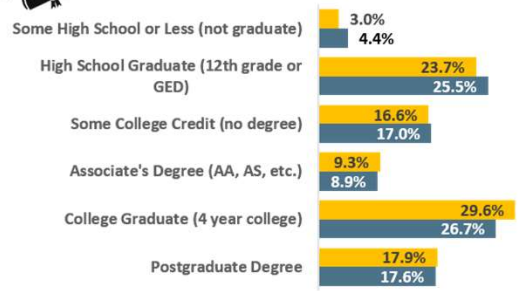
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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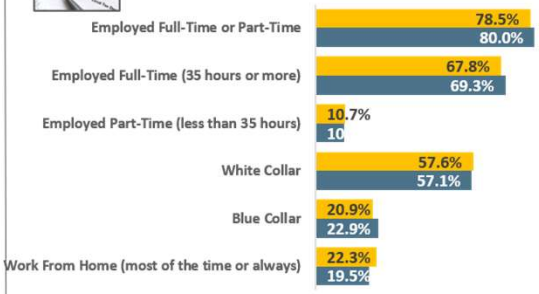


1.8% or 2,447,262 of USA DMA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 7.2% more likely to be a college graduate, 2.2% less likely to work full-time, 3.4% more likely to be married, 3.2% less likely to be a parent of 1 or more children under 18.

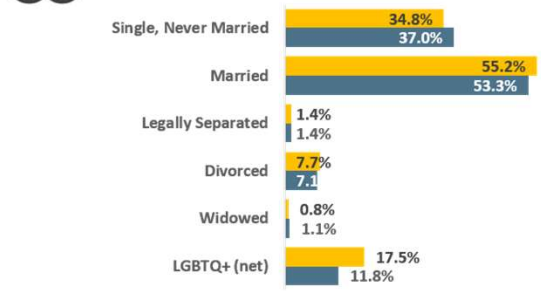
Education Levels: Adults 25 - 54



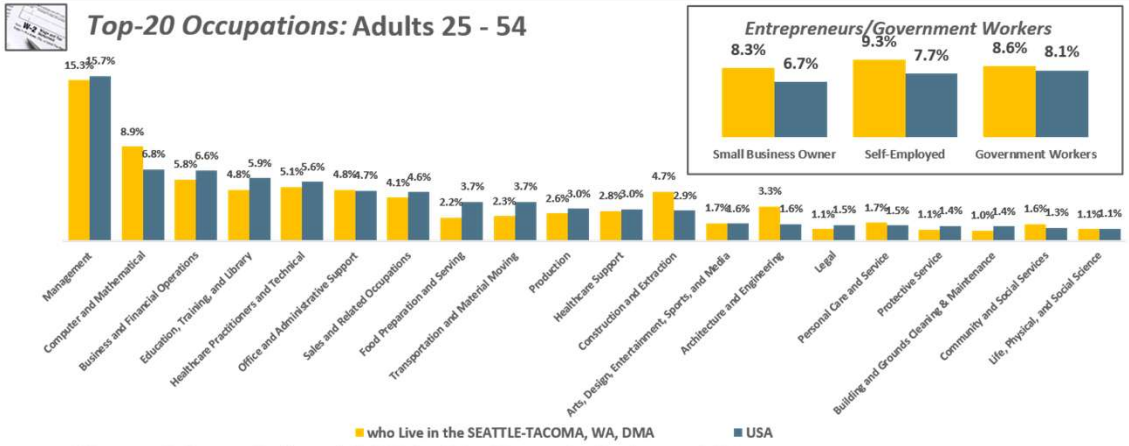
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

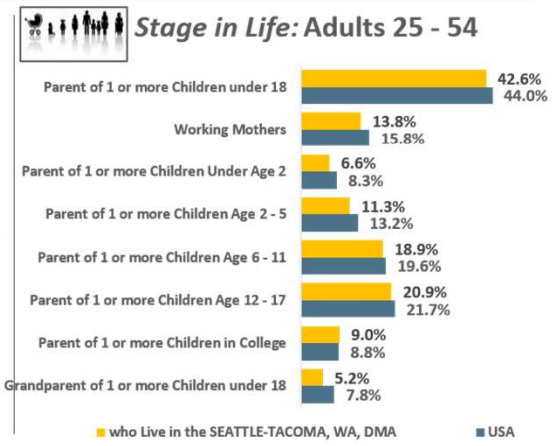


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



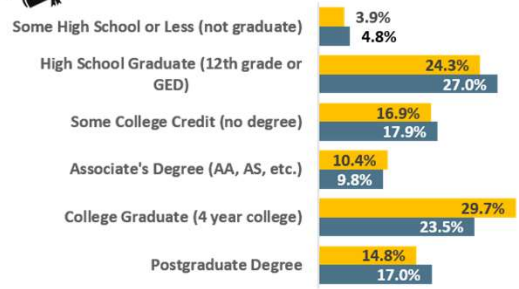
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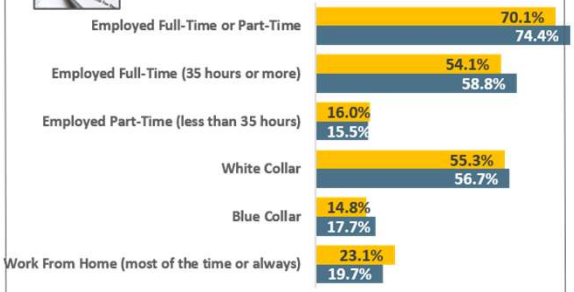


1.8% or 1,187,421 of USA DMA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 9.7% more likely to be a college graduate, 8.1% less likely to work full-time, 7.6% more likely to be married, 1.7% less likely to be a parent of 1 or more children under 18.

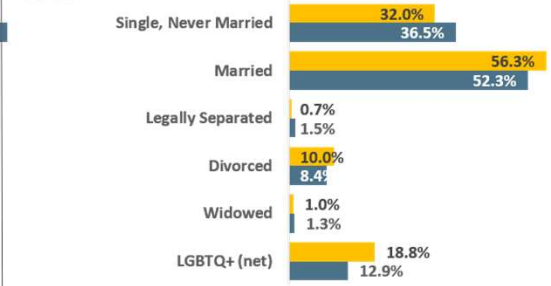
Education Levels: Women 25 - 54



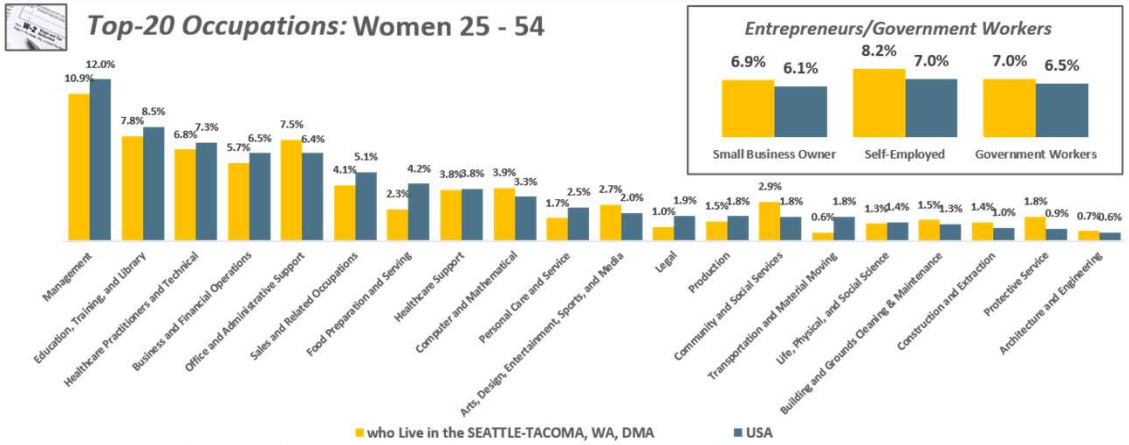
Employment: Women 25 - 54



Marital Status: Women 25 - 54

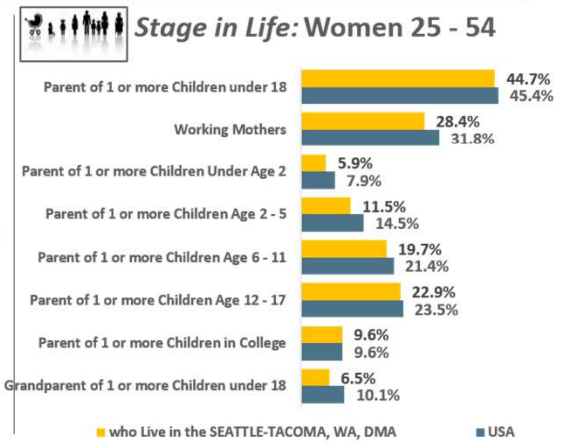


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



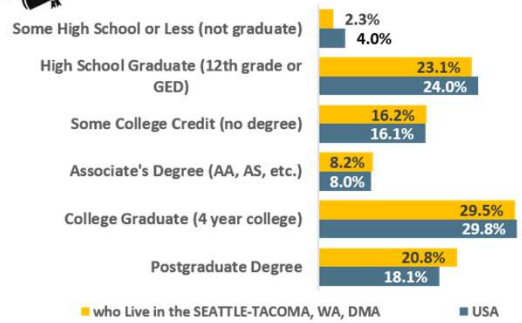
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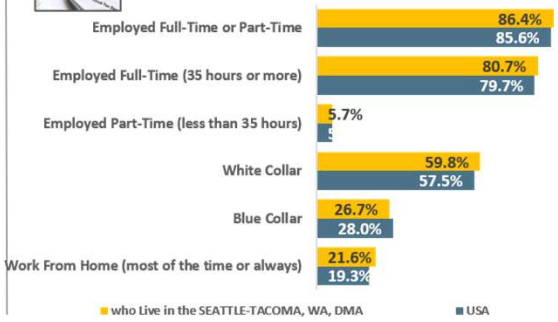


1.8% or 1,259,841 of USA DMA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.9% more likely to be a college graduate, 1.3% more likely to work full-time, .5% less likely to be married, 4.7% less likely to be a parent of 1 or more children under 18.

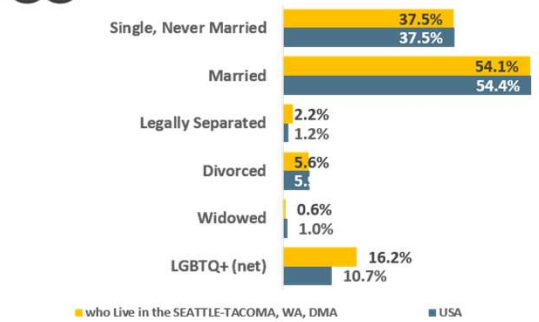
Education Levels: Men 25 - 54



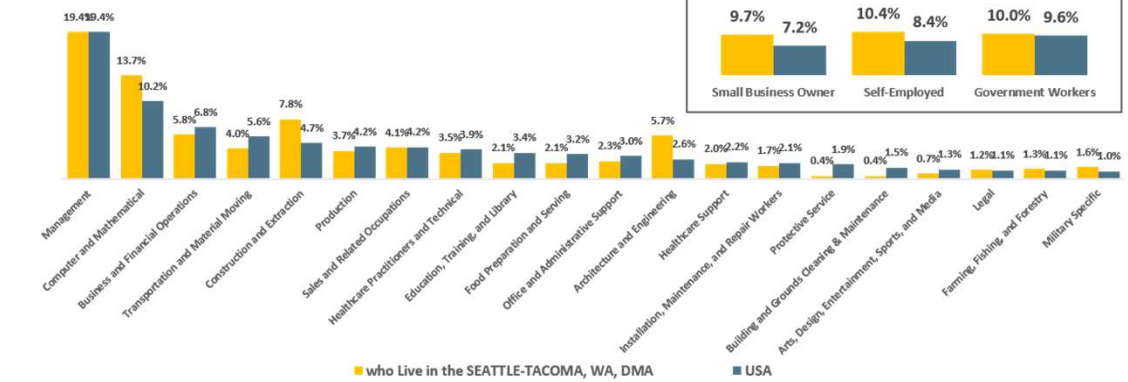
Employment: Men 25 - 54



Marital Status: Men 25 - 54

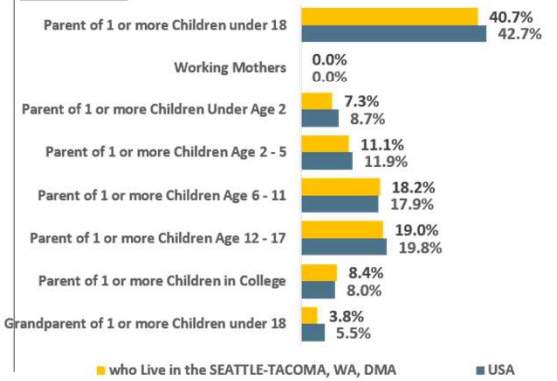


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Men 25 - 54



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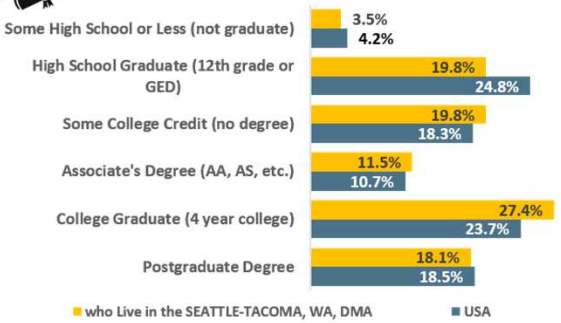
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P35-64

1.7% or 2,269,577 of USA DMA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 8.% more likely to be a college graduate, 5.7% less likely to work full-time, 6.7% more likely to be married, 23.8% less likely to be a grandparent of 1 or more children under 18.

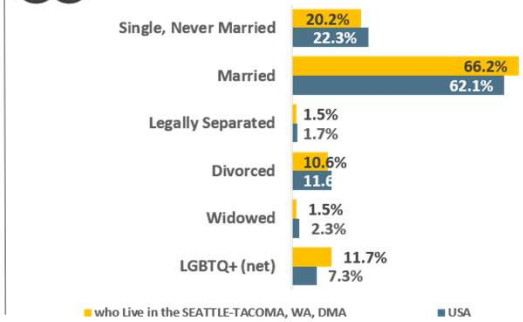
Education Levels: Adults 35 - 64



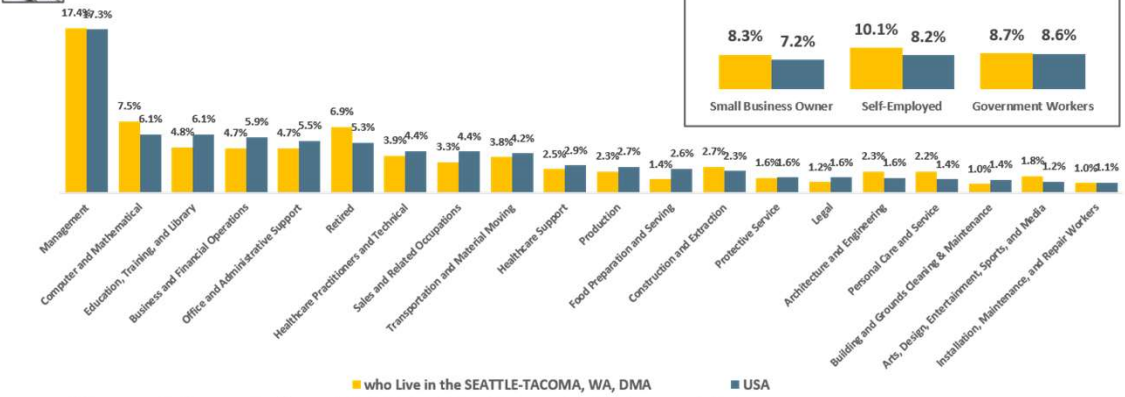
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

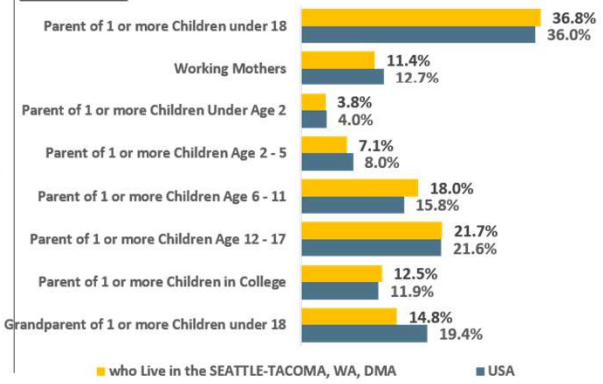


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



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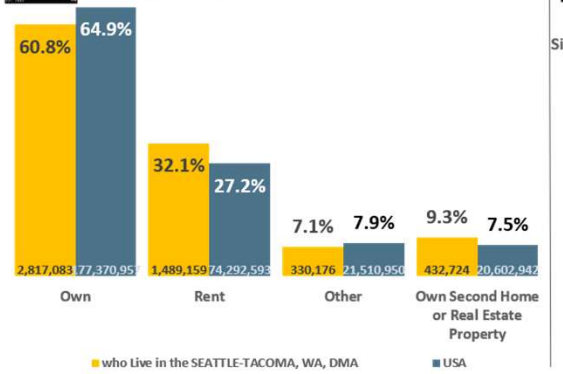
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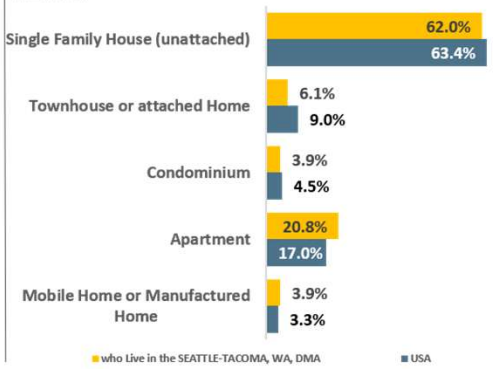
P18+

1.7% or 4,636,418 of USA DMA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 6.4% less likely to own their home, 88.4% more likely to own a higher valued home, 2.2% less likely to have a single-family home, 11.4% more likely to have a dog.

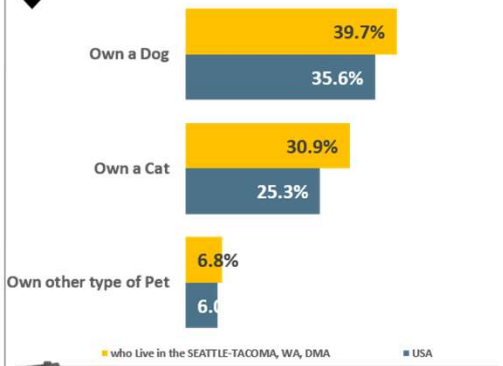
Own/Rent/Other: Adults 18 or older



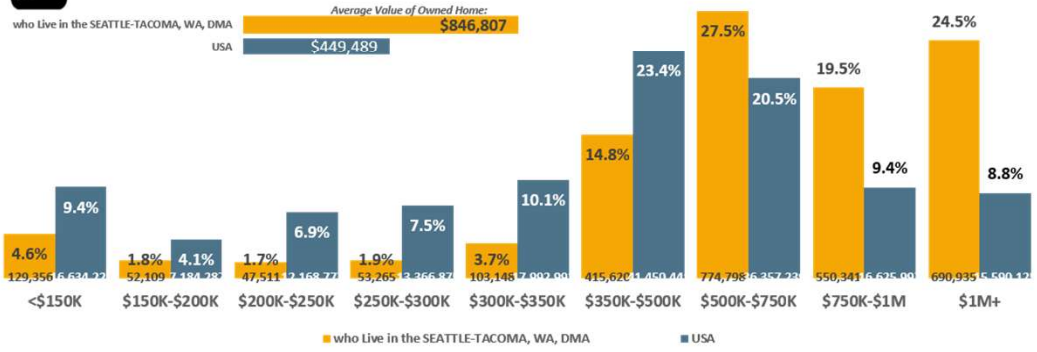
Type of Home: Adults 18 or older



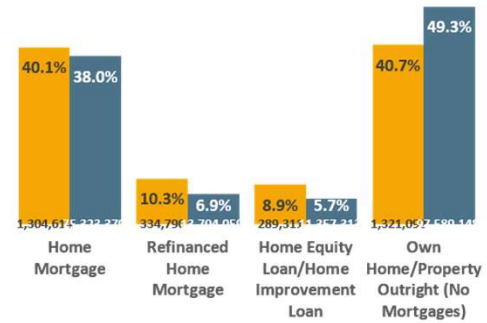
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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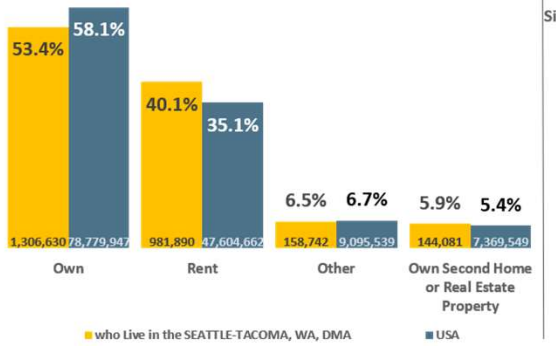
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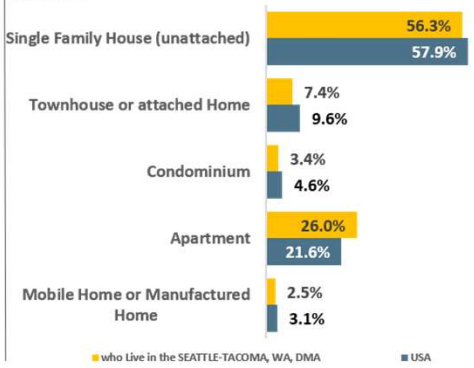
P25-54

1.8% or 2,447,262 of USA DMA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 8.2% less likely to own their home, 80.6% more likely to own a higher valued home, 2.6% less likely to have a single-family home, 15.2% more likely to have a dog.

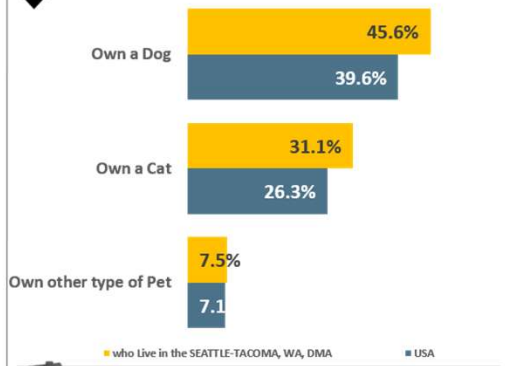
Own/Rent/Other: Adults 25 - 54



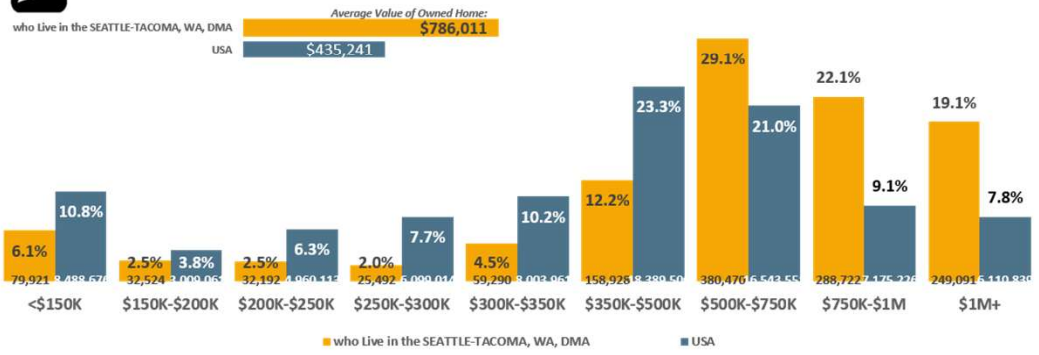
Type of Home: Adults 25 - 54



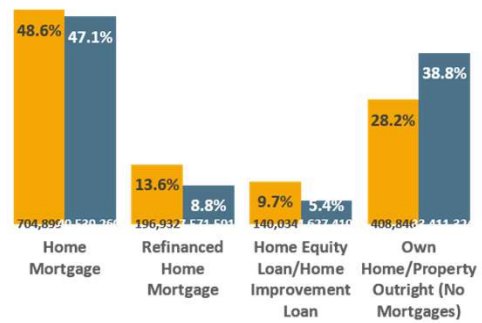
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



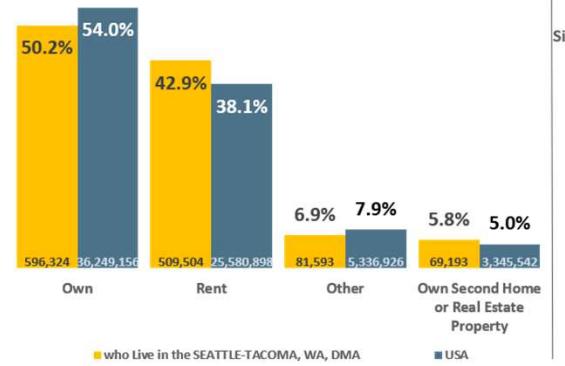
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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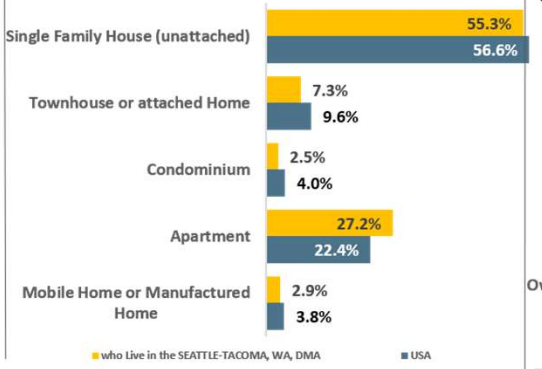


1.8% or 1,187,421 of USA DMA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 6.9% less likely to own their home, 79.7% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 21.4% more likely to have a dog.

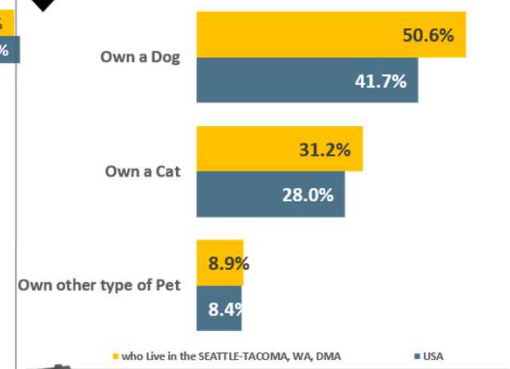
Own/Rent/Other: Women 25 - 54



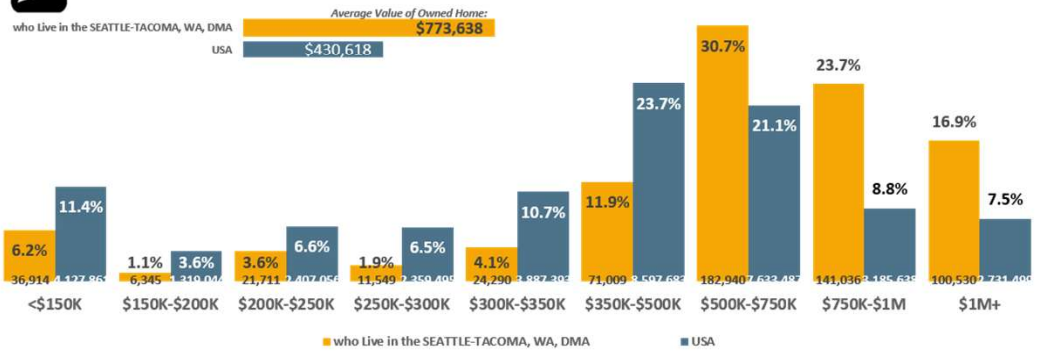
Type of Home: Women 25 - 54



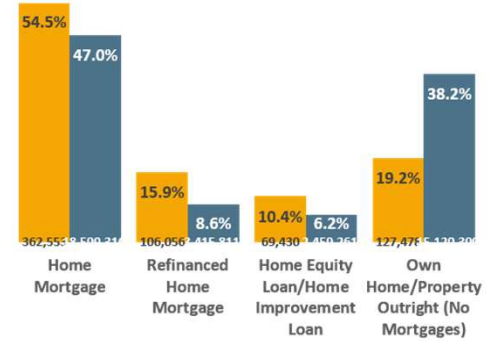
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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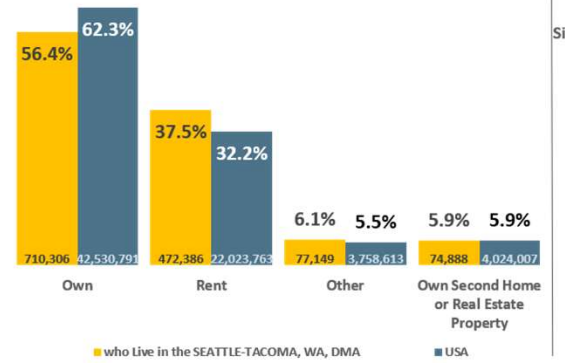
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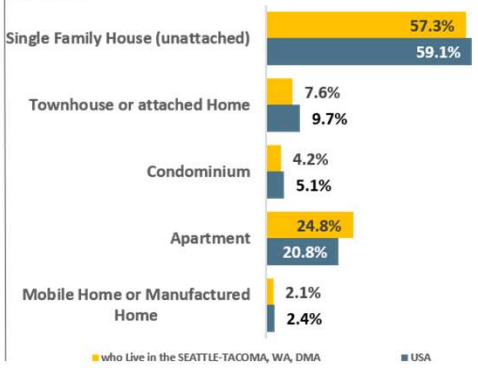
M25-54

1.8% or 1,259,841 of USA DMA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 9.4% less likely to own their home, 81.3% more likely to own a higher valued home, 3.% less likely to have a single-family home, 8.9% more likely to have a dog.

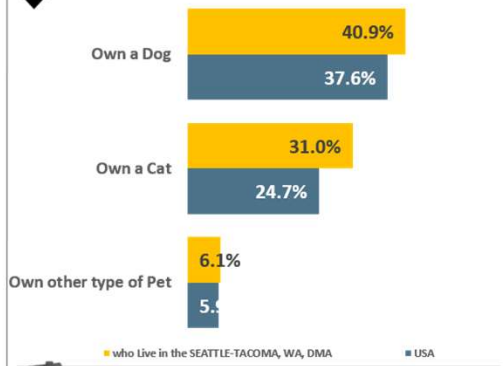
Own/Rent/Other: Men 25 - 54



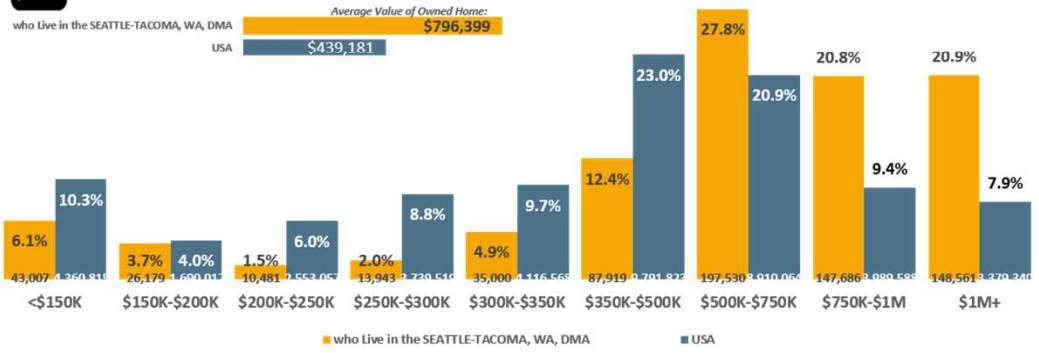
Type of Home: Men 25 - 54



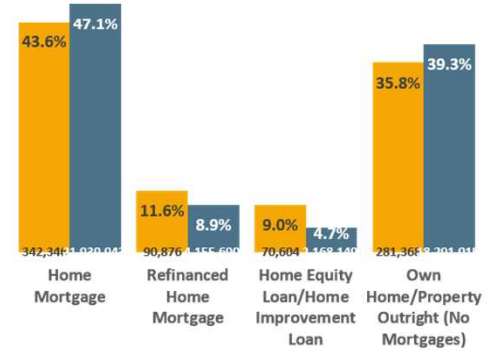
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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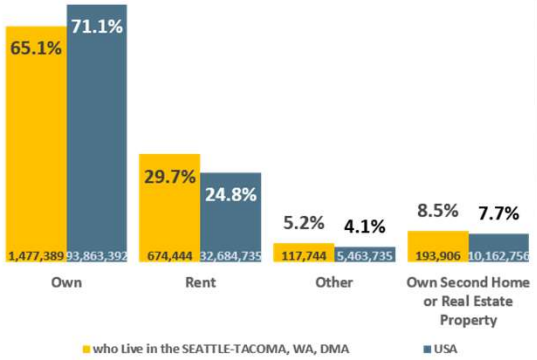
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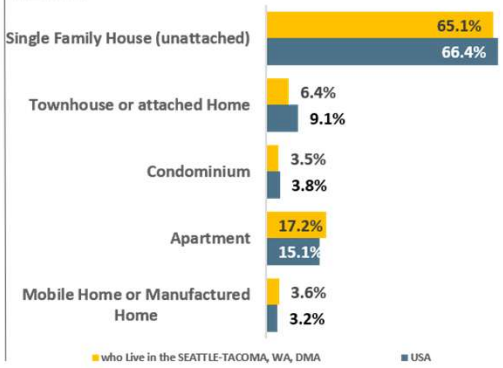
P35-64

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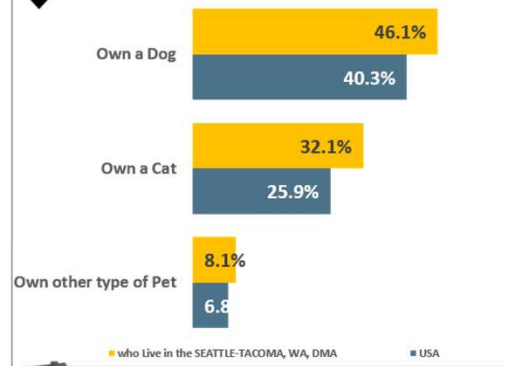
Own/Rent/Other: Adults 35 - 64



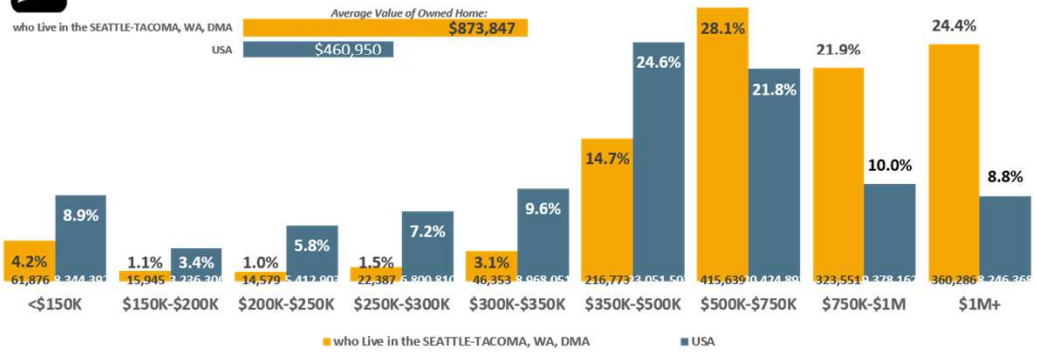
Type of Home: Adults 35 - 64



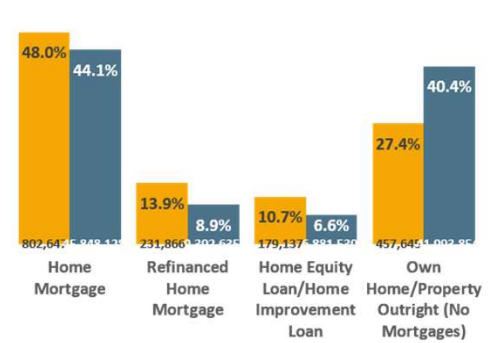
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



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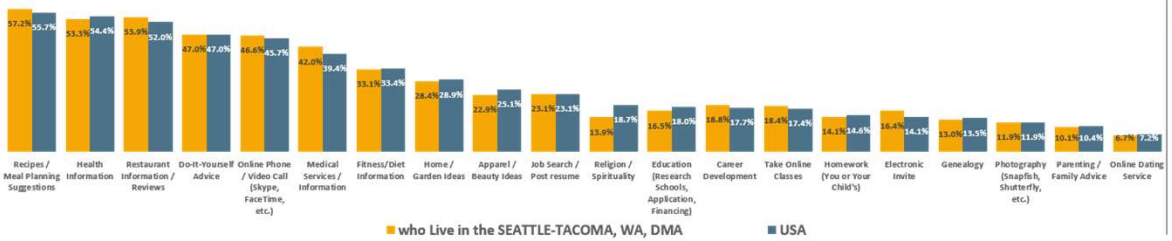
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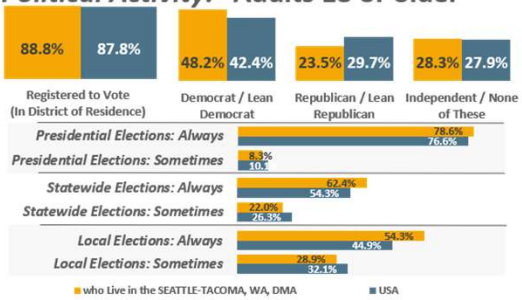
P18+

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Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are .% more likely to look up D-I-Y advice online, 20.8% more likely to always vote in local elections, 4.7% less likely to belong to a gym, 7.9% more likely to fly domestic past yr.

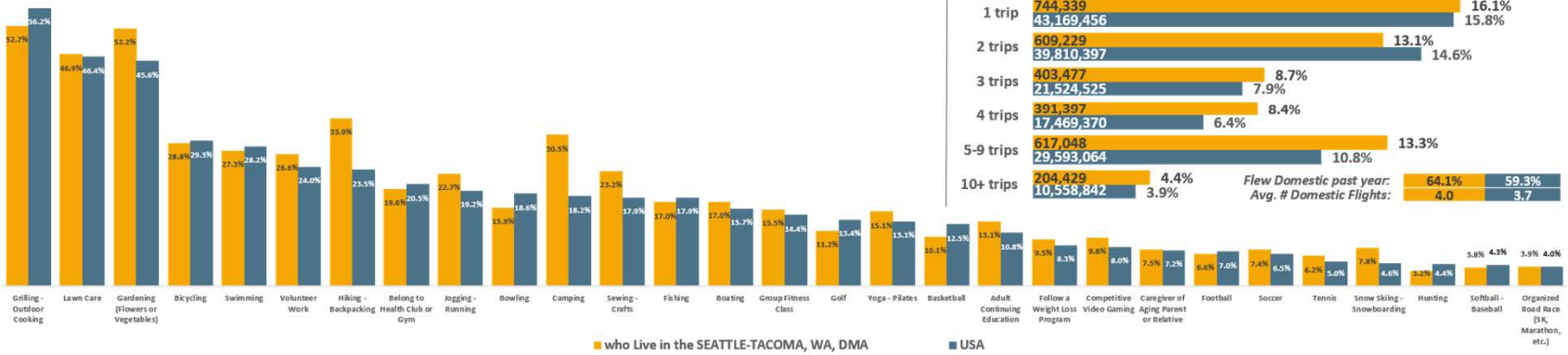
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

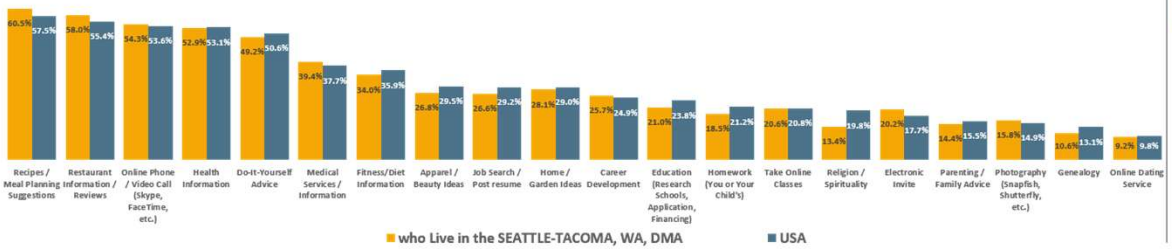
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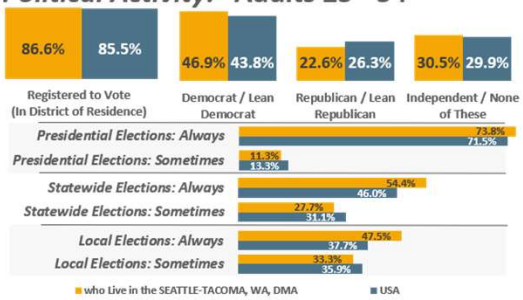
P25-54

1.8% or 2,447,262 of USA DMA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 2.8% less likely to look up D-I-Y advice online, 25.9% more likely to always vote in local elections, 9.5% less likely to belong to a gym, 8.2% more likely to fly domestic past yr.

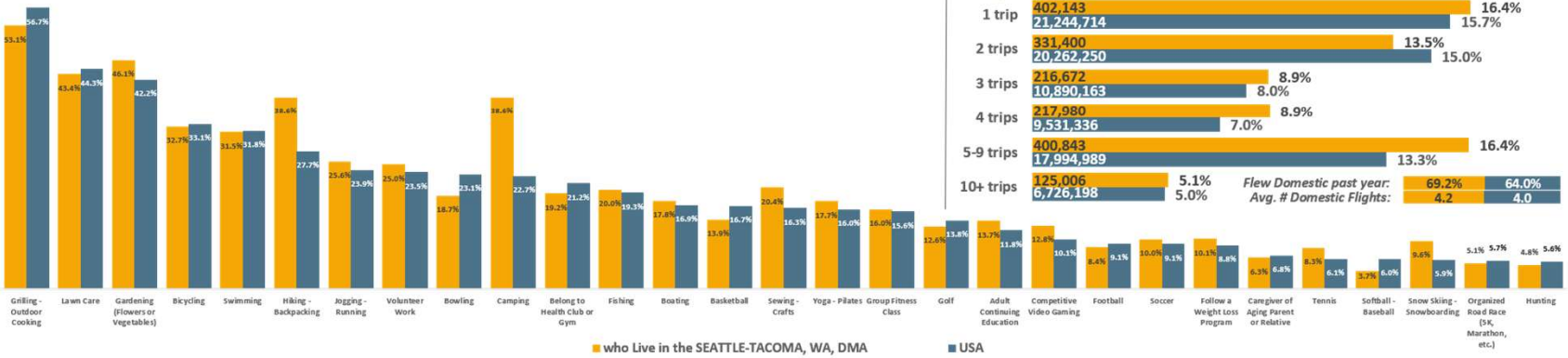
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Past 12-months Domestic Airline Trips: Adults 25 - 54

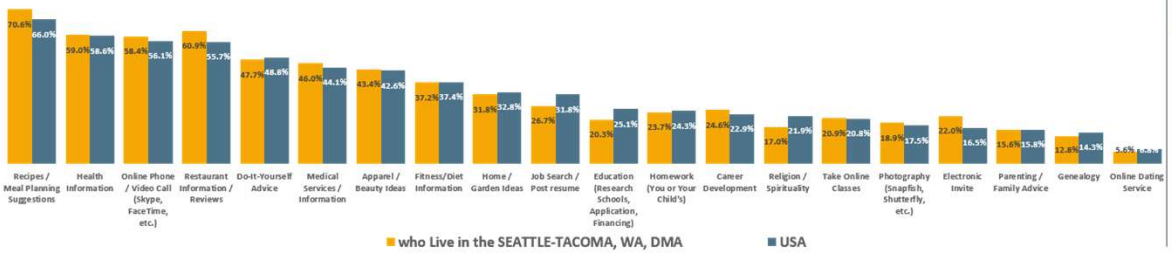
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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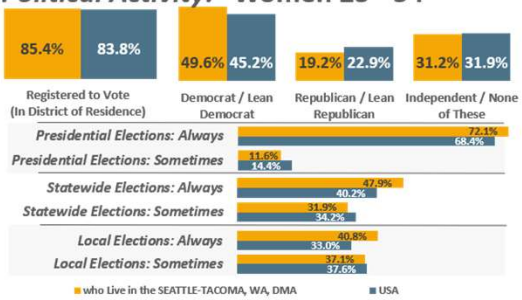


1.8% or 1,187,421 of USA DMA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 2.1% less likely to look up D-I-Y advice online, 23.7% more likely to always vote in local elections, 8.1% less likely to belong to a gym, 9.6% more likely to fly domestic past yr.

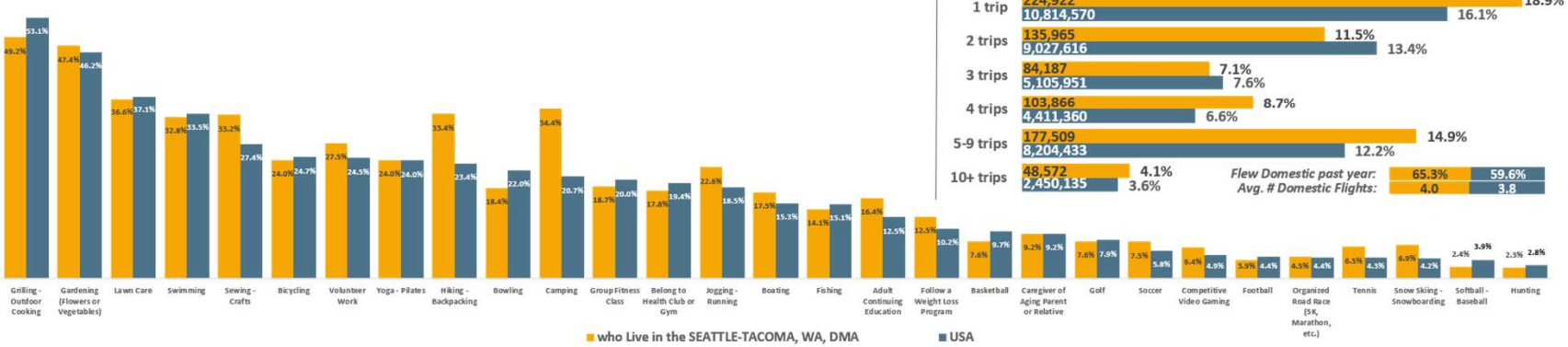
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



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



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

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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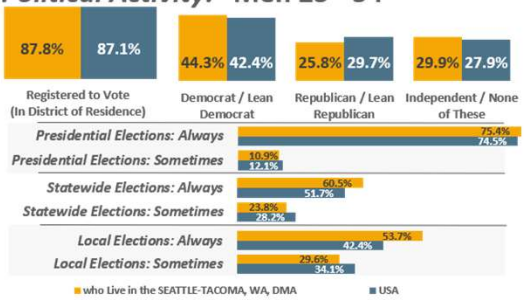


1.8% or 1,259,841 of USA DMA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 3.6% less likely to look up D-I-Y advice online, 26.9% more likely to always vote in local elections, 11.% less likely to belong to a gym, 6.9% more likely to fly domestic past yr.

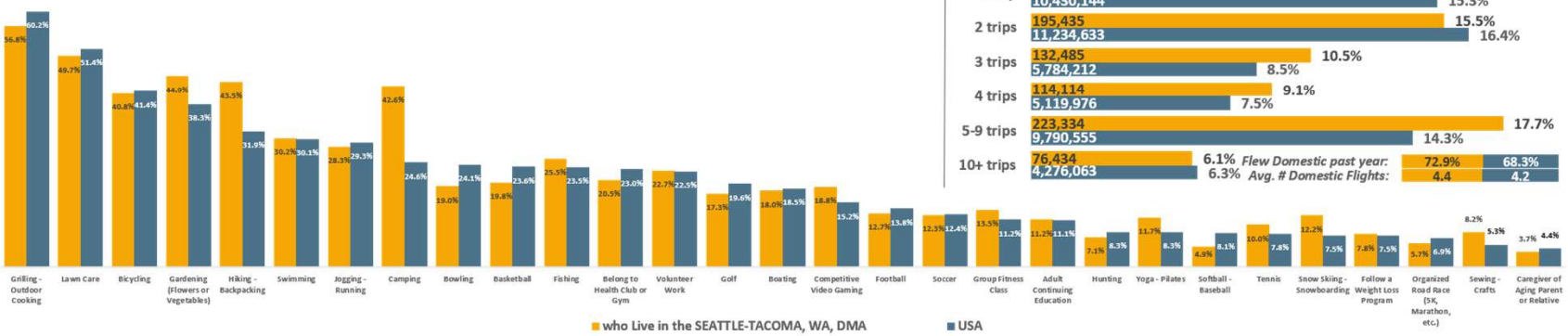
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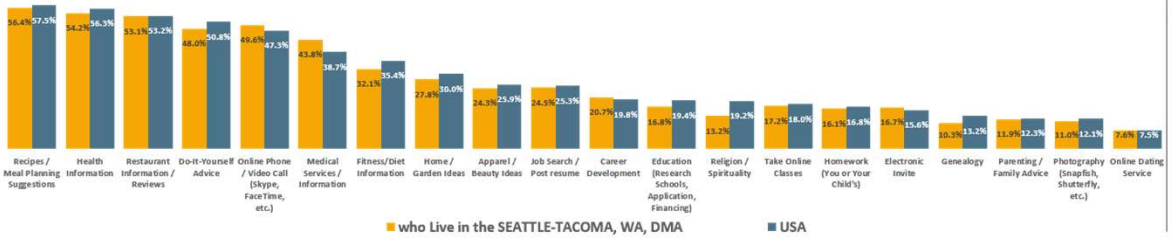
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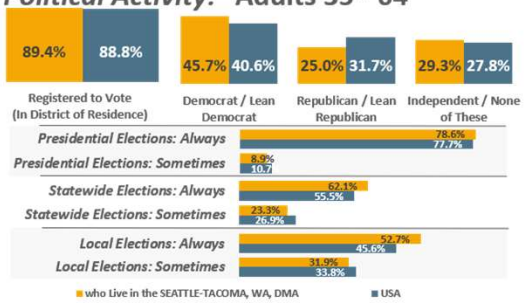
P35-64

1.7% or 2,269,577 of USA DMA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 5.6% less likely to look up D-I-Y advice online, 15.6% more likely to always vote in local elections, 3.7% less likely to belong to a gym, 7.1% more likely to fly domestic past yr.

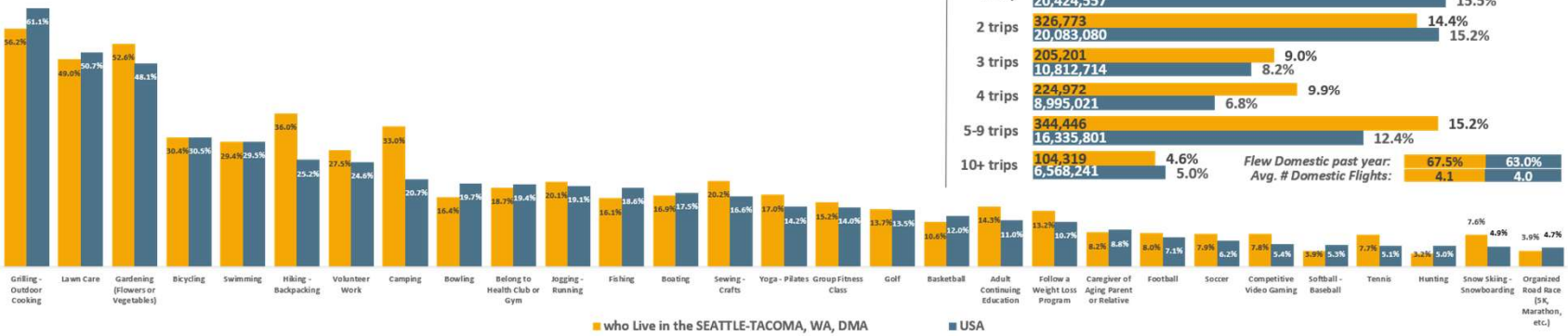
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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P18+

1.7% or 4,636,418 of USA DMA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 5.6% less likely to use QSRs past mo., 3.4% less likely to use Sit-Down Restaurants past mo., 15.9% more likely to use Casinos past yr., 3.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

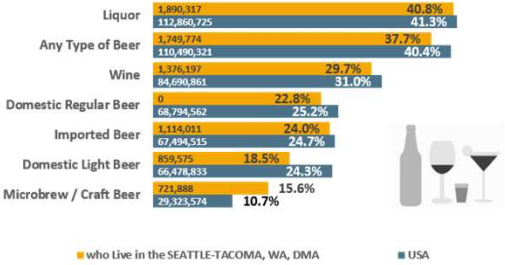
(Sit-Down Restaurants Used Past 30-days)



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

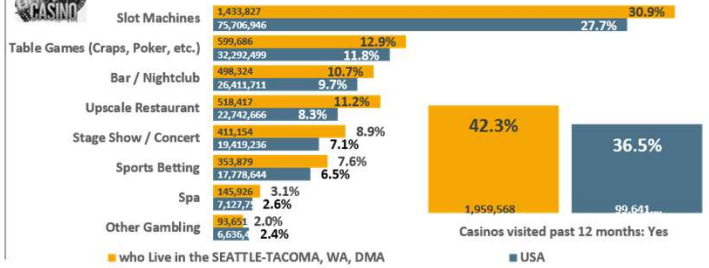


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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P25-54

1.8% or 2,447,262 of USA DMA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 3.7% less likely to use QSRs past mo., 1.7% less likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 9.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

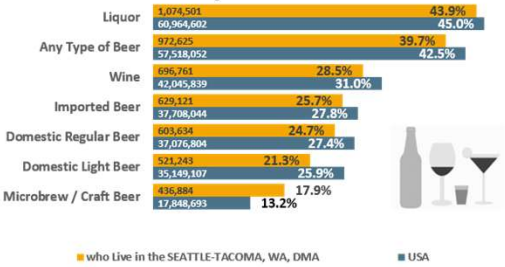
(Sit-Down Restaurants Used Past 30-days)



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

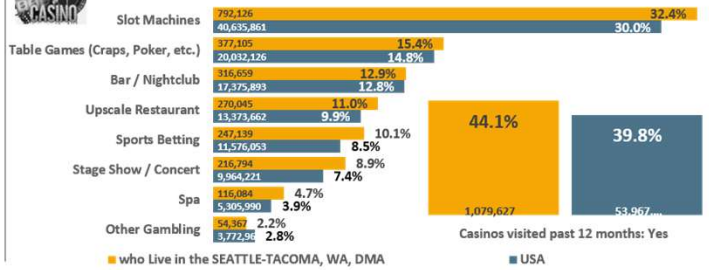


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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1.8% or 1,187,421 of USA DMA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 6.5% less likely to use QSRs past mo., 3.4% less likely to use Sit-Down Restaurants past mo., 15.4% more likely to use Casinos past yr., 15.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

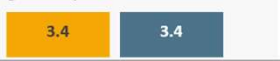
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



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.)

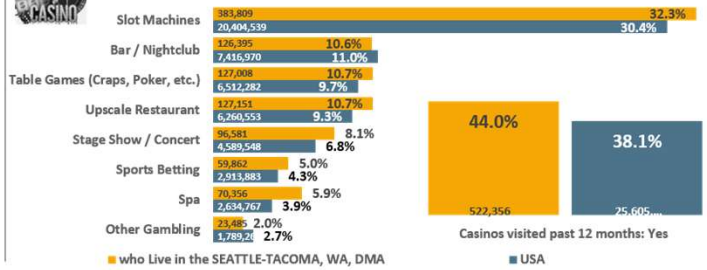


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

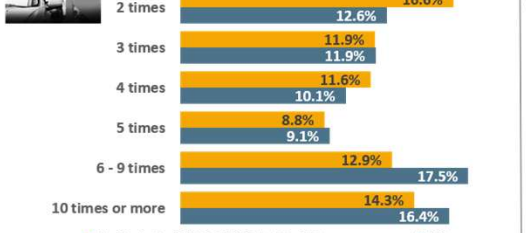
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1.8% or 1,259,841 of USA DMA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are .9% less likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 6.5% more likely to use Casinos past yr., 31.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



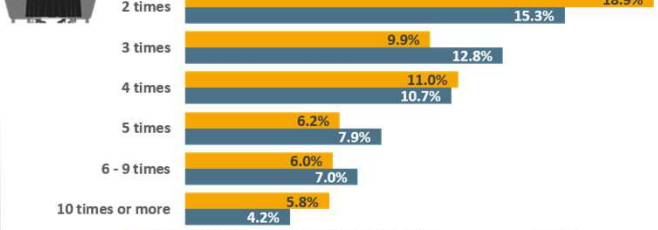


Total Monthly QSR Users:
83.1% 1,046,350
83.8% 57,262,168

Avg. Monthly QSR Meals:
5.7
6.3

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





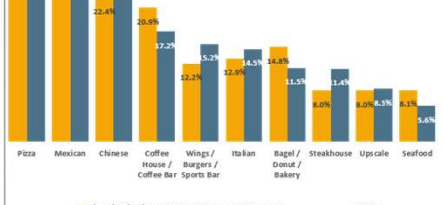
Total Monthly Sit-Down Restaurant Users:
72.1% 908,859
72.3% 49,406,220

Avg. Monthly Sit-Down Restaurant Meals:
4.0
3.9

Top-10 Cuisines: Men 25 - 54

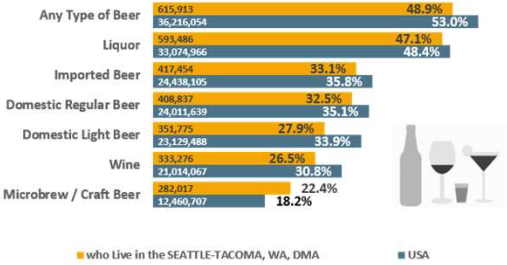
(Sit-Down Restaurants Used Past 30-days)





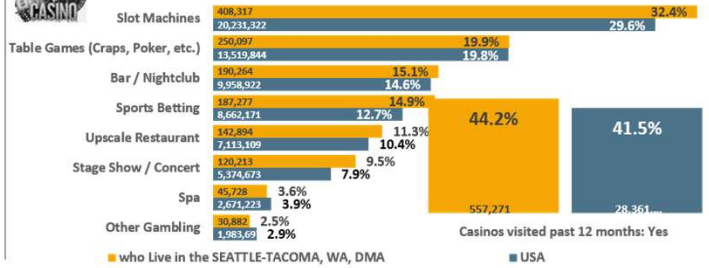
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the SEATTLE-TACOMA, WA, DMA 329,953 26.2%
USA 16,976,085 24.9%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Casinos visited past 12 months: Yes
44.2% 557,271
41.5% 28,361,...

Used Past 30-days: Men 25 - 54



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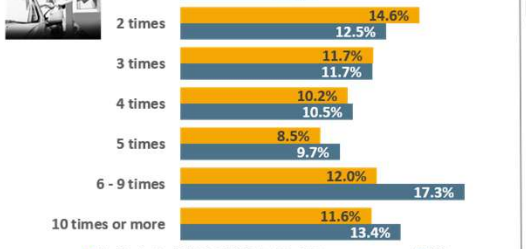


P35-64

1.7% or 2,269,577 of USA DMA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are 5.7% less likely to use QSRs past mo., 2.8% less likely to use Sit-Down Restaurants past mo., 14.8% more likely to use Casinos past yr., 11.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64





Total Monthly QSR Users:

78.9% | 83.7%

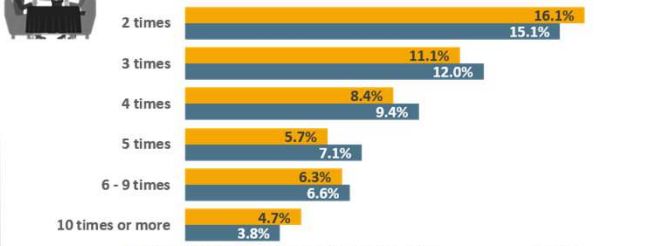
1,791,630 | 110,475,2 58

Avg. Monthly QSR Meals:

5.4 | 5.9

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64





Total Monthly Sit-Down Restaurant Users:

68.5% | 70.5%

1,554,998 | 93,065,15 9

Avg. Monthly Sit-Down Restaurant Meals:

3.8 | 3.7

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



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

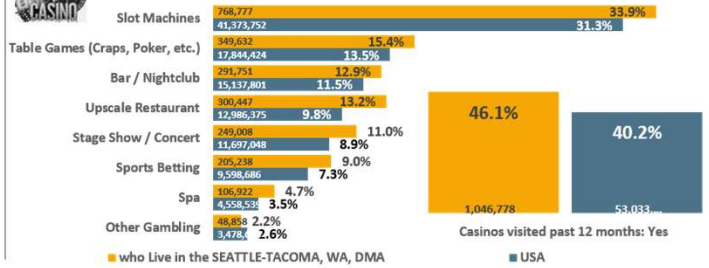
who Live in the SEATTLE-TACOMA, WA, DMA	487,918	21.5%
USA	27,369,99 5	20.7%

Drank Past 30-days: Adults 35 - 64



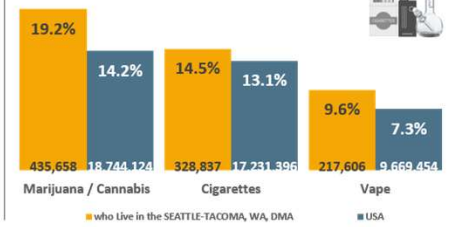
Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64





USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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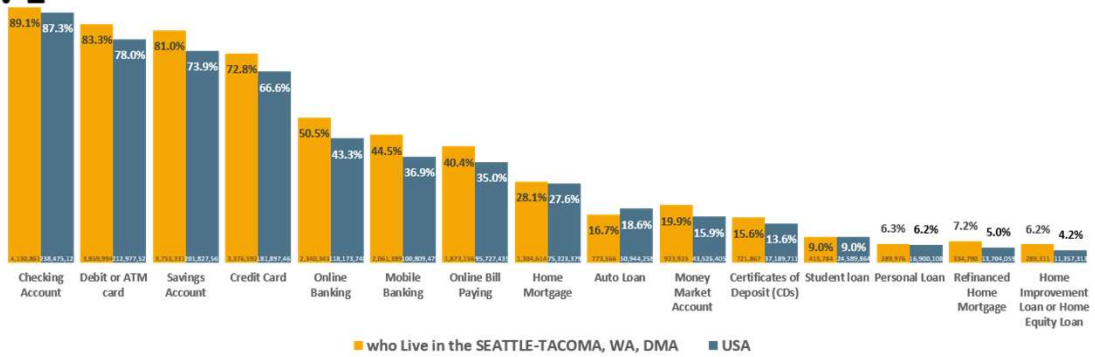
P18+

1.7% or 4,636,418 of USA DMA Adults 18 or older Live in the SEATTLE-TACOMA, WA, DMA.
Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA are 3.1% more likely to have a 401K, 10.5% less likely to have an Auto Loan, 39.3% more likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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



Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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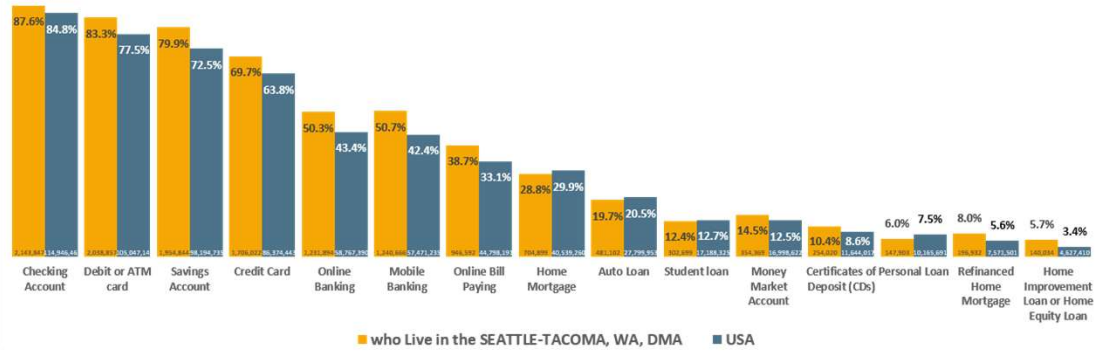
P25-54

1.8% or 2,447,262 of USA DMA Adults 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 2.3% more likely to have a 401K, 4.2% less likely to have an Auto Loan, 30.8% more likely to Invest/Trade Stocks Online, 11.1% more likely to pay with their Debit Card.

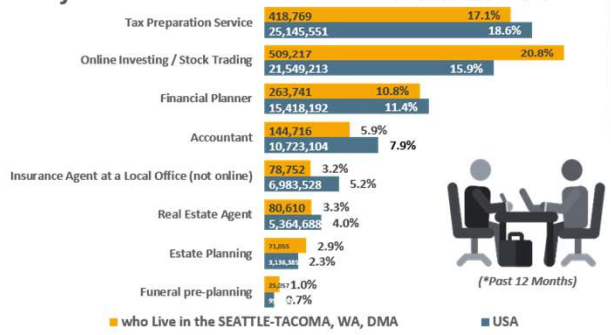
Investments Owned: Adults 25 - 54



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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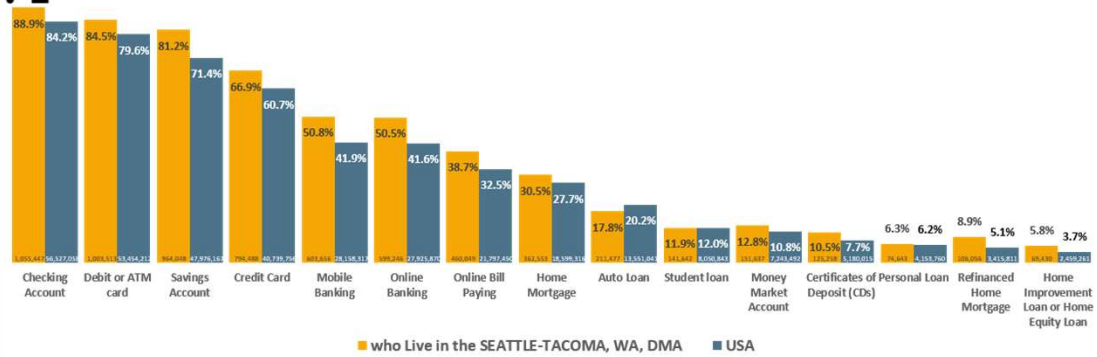


1.8% or 1,187,421 of USA DMA Women 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are 4.6% more likely to have a 401K, 11.7% less likely to have an Auto Loan, 50.8% more likely to Invest/Trade Stocks Online, 7.5% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

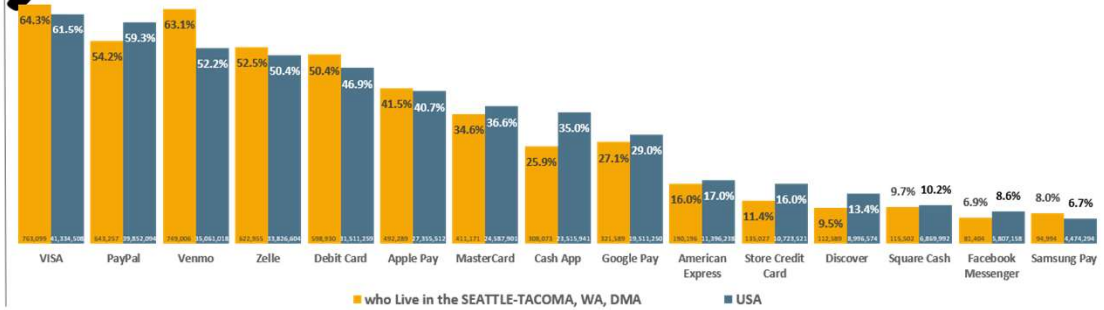


Professional Services Used:* Women 25 - 54



(*Past 12 Months)

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



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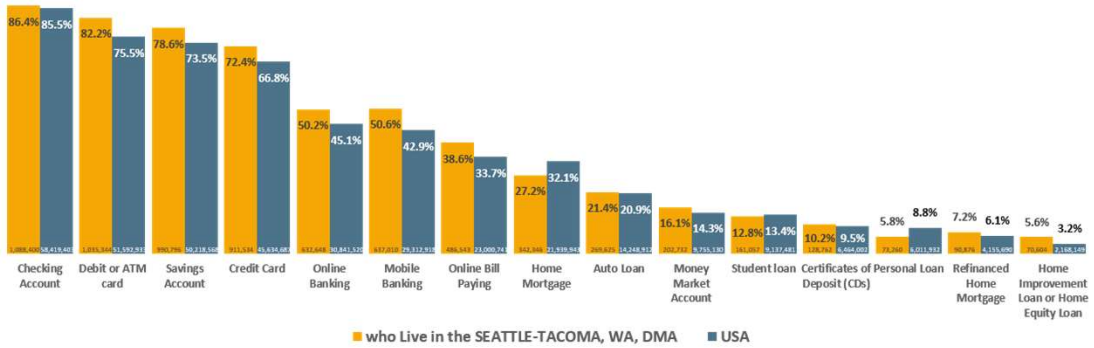
M25-54

1.8% or 1,259,841 of USA DMA Men 25 - 54 Live in the SEATTLE-TACOMA, WA, DMA.
Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA are .2% more likely to have a 401K, 2.6% more likely to have an Auto Loan, 20.1% more likely to Invest/Trade Stocks Online, 15.2% more likely to pay with their Debit Card.

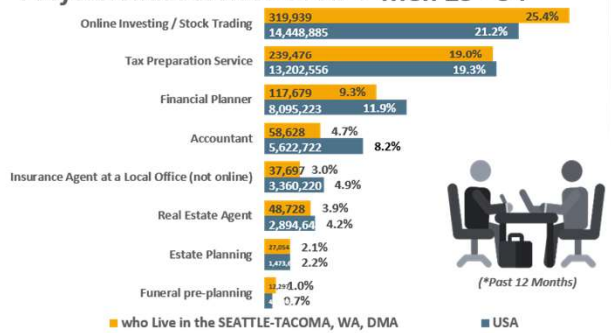
Investments Owned: Men 25 - 54



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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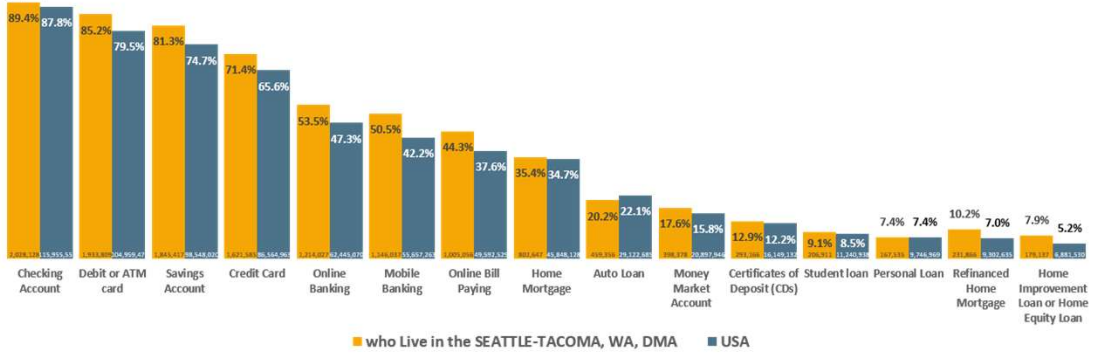
P35-64

1.7% or 2,269,577 of USA DMA Adults 35 - 64 Live in the SEATTLE-TACOMA, WA, DMA.
Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA are .1% more likely to have a 401K, 8.3% less likely to have an Auto Loan, 50.8% more likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Card.

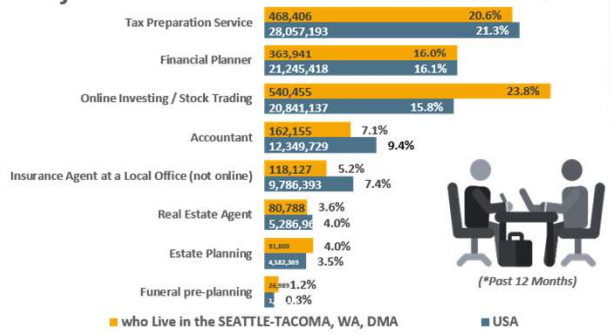
Investments Owned: Adults 35 - 64



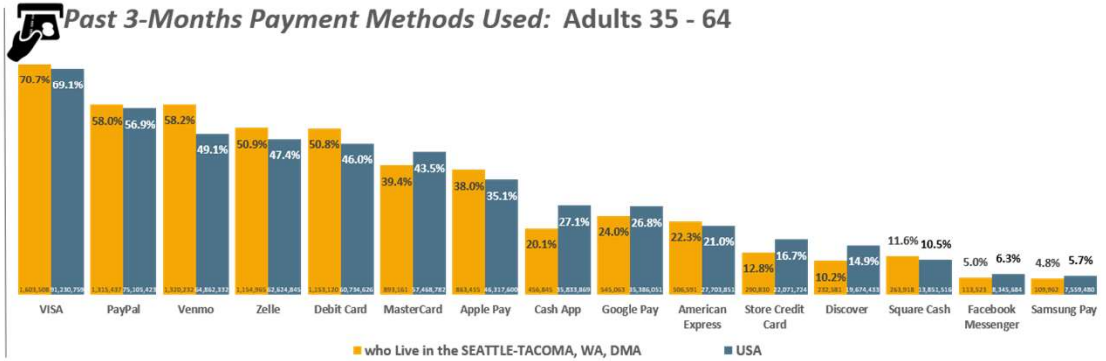
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



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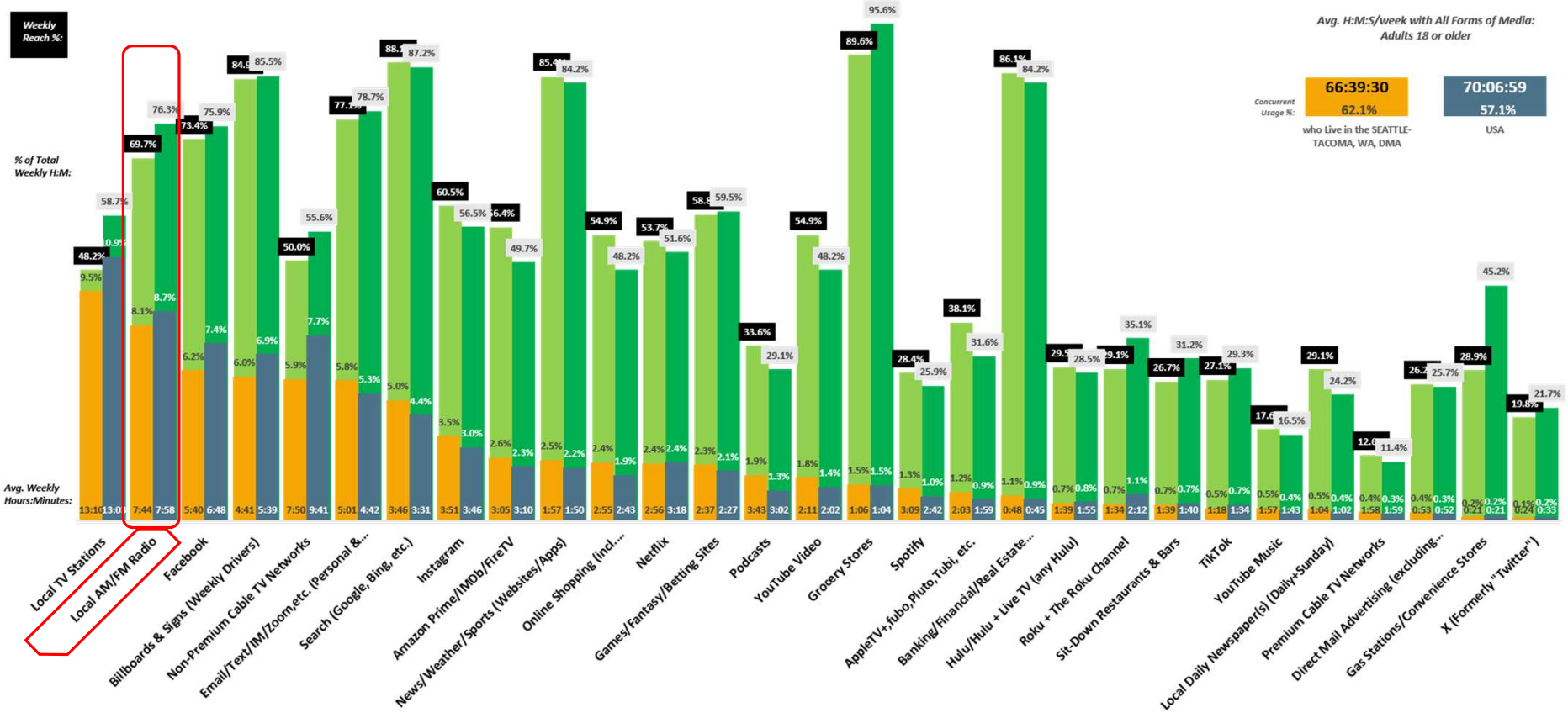
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P18+

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 18 hours, 39 minutes and 30 seconds each week with All Forms of Media.

69.7% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



■ who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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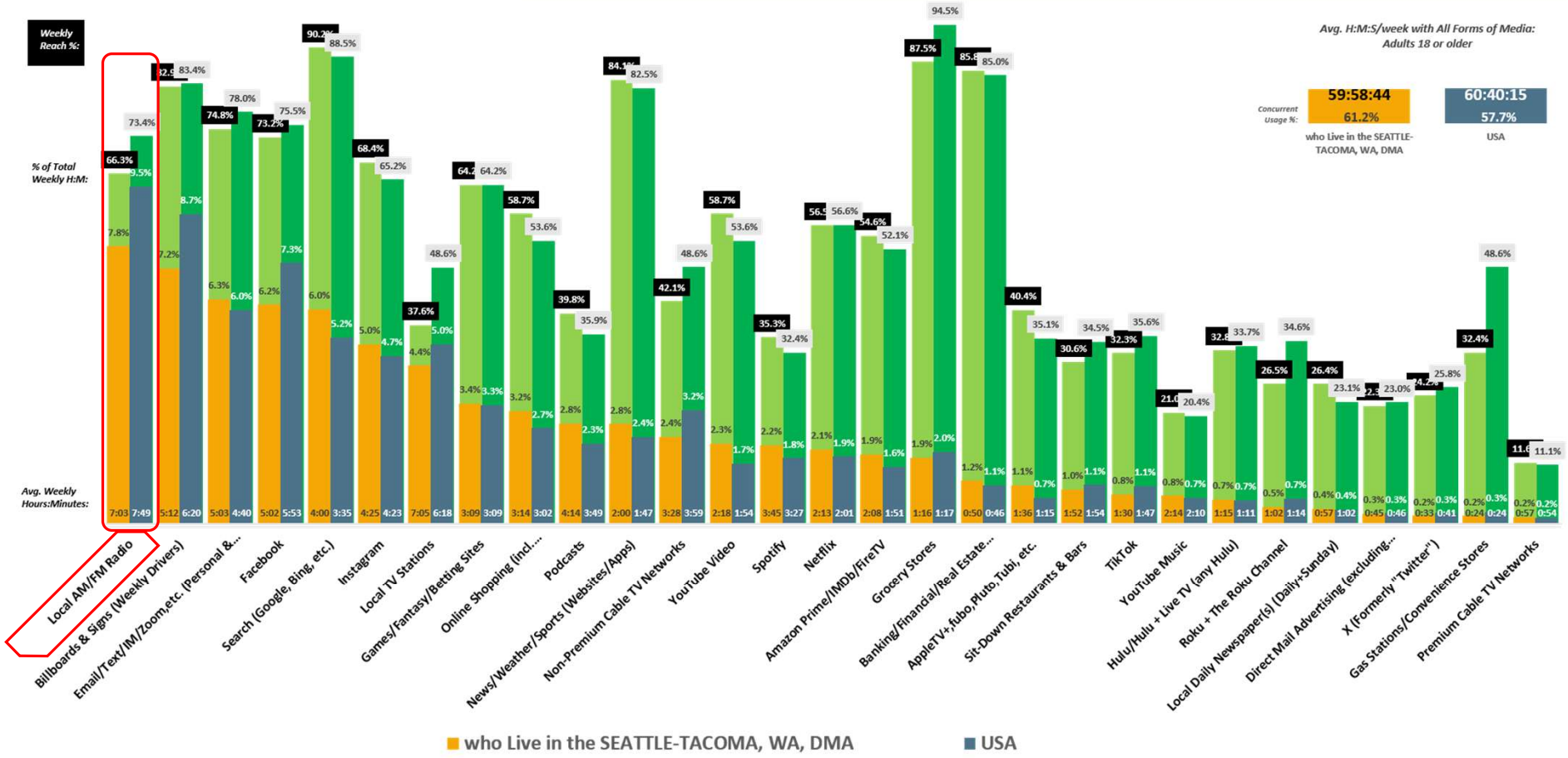
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P25-54

Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 11 hours, 58 minutes and 44 seconds each week with All Forms of Media.

66.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

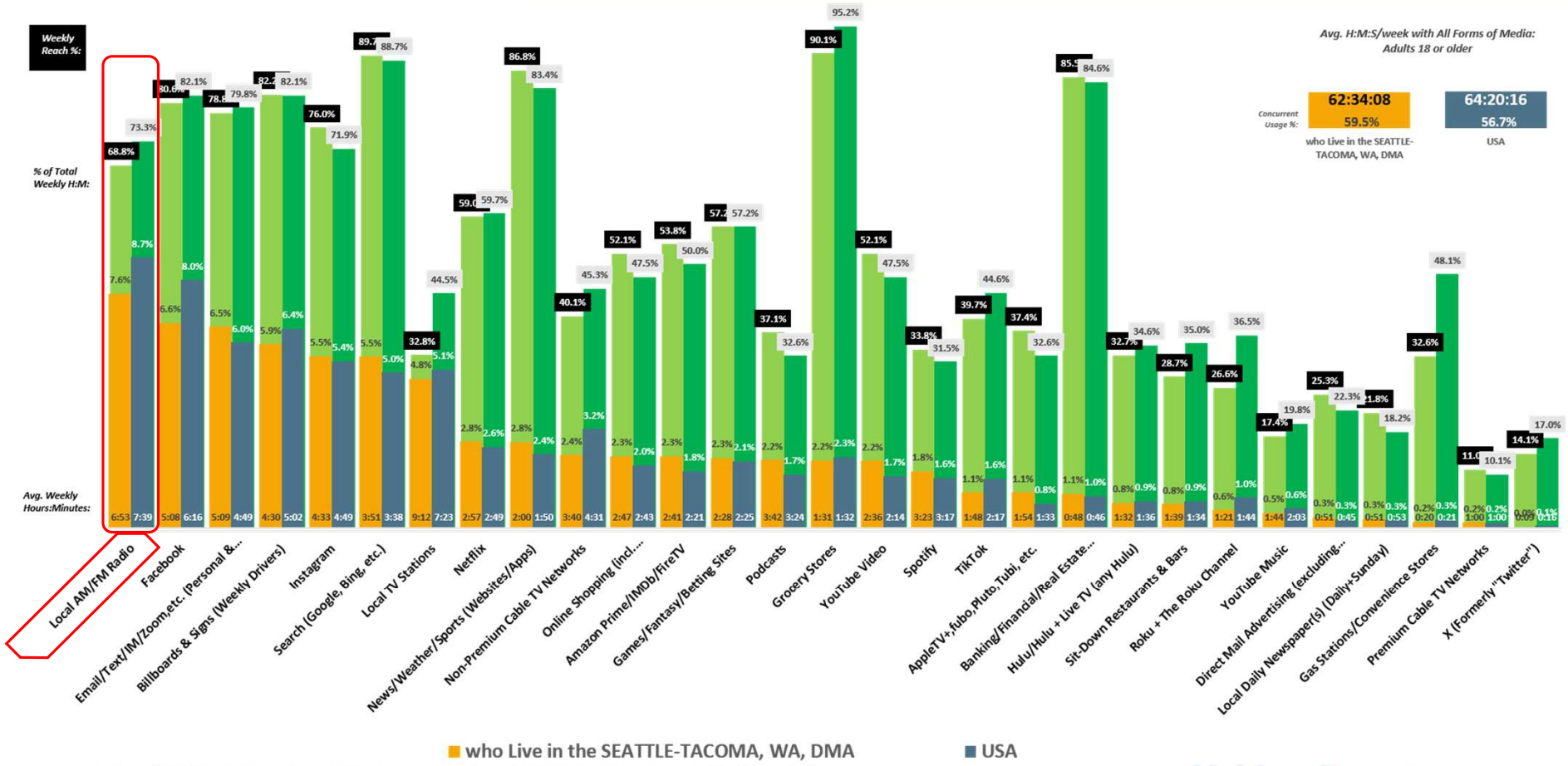
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Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 14 hours, 34 minutes and 8 seconds each week with All Forms of Media.

68.8% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199 USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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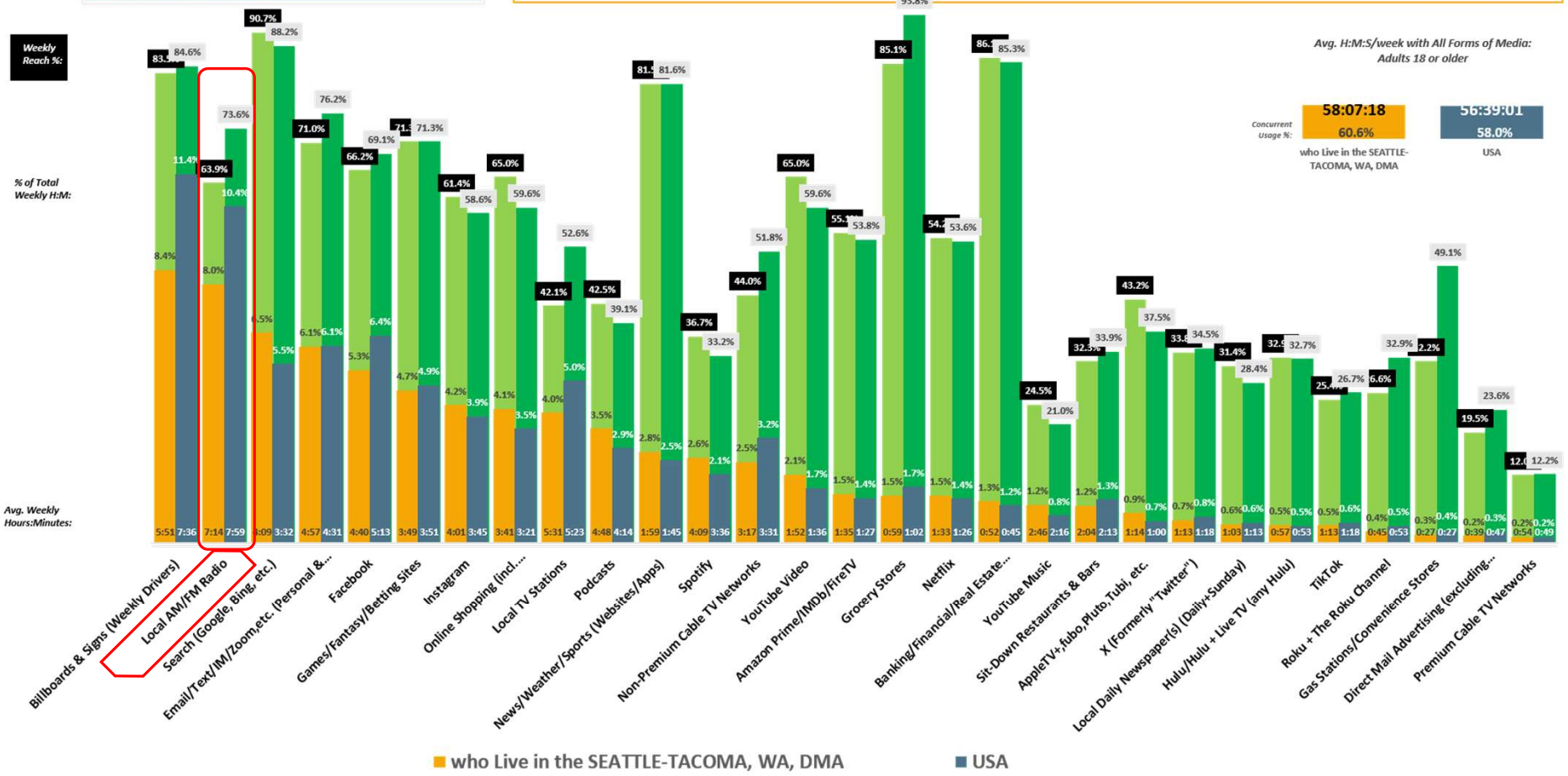
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M25-54

Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 10 hours, 7 minutes and 18 seconds each week with All Forms of Media.

63.9% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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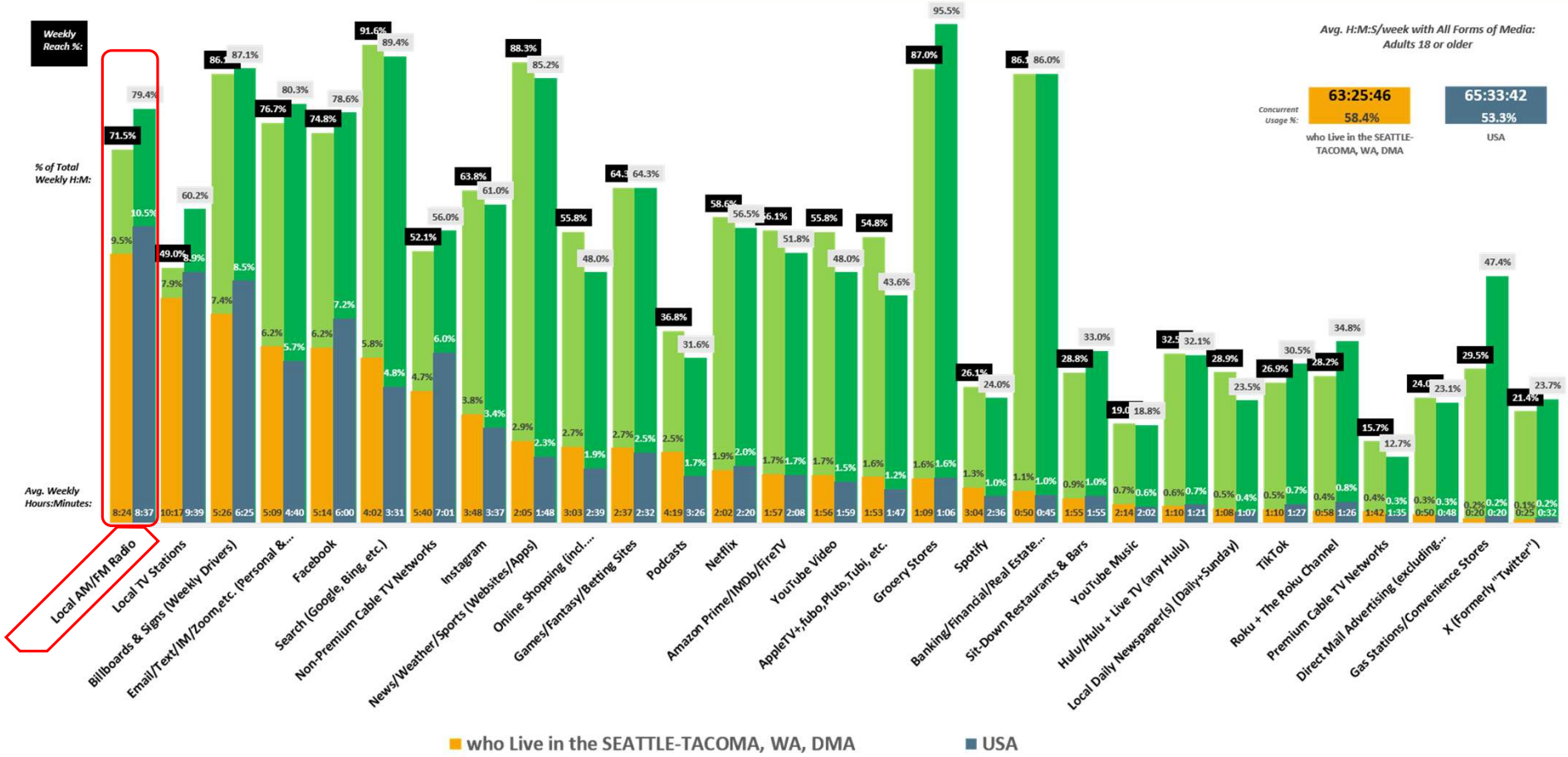
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P35-64

Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 15 hours, 25 minutes and 46 seconds each week with All Forms of Media.

71.5% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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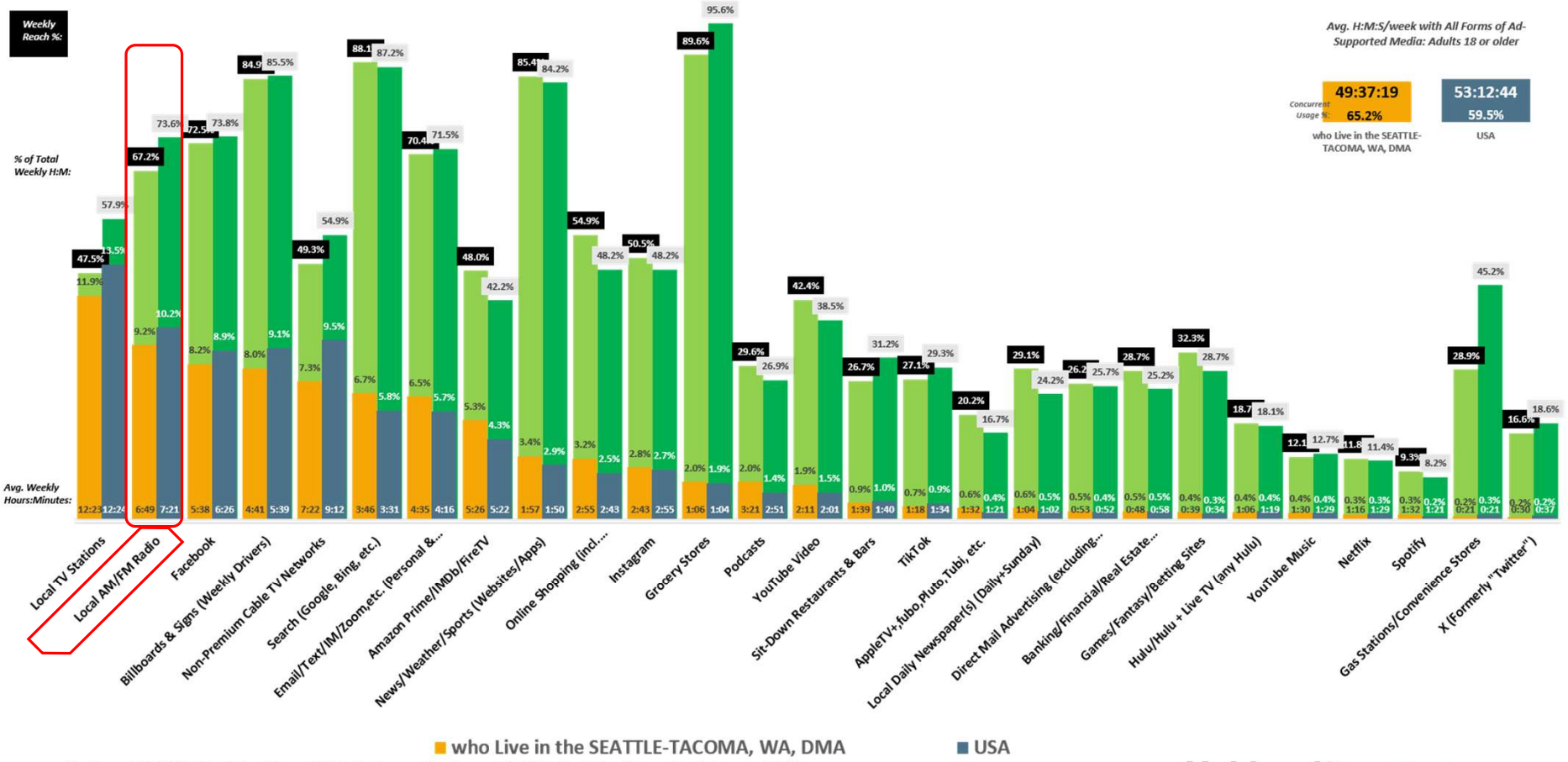
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P18+

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 2 days, 1 hours, 37 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

67.2% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.



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USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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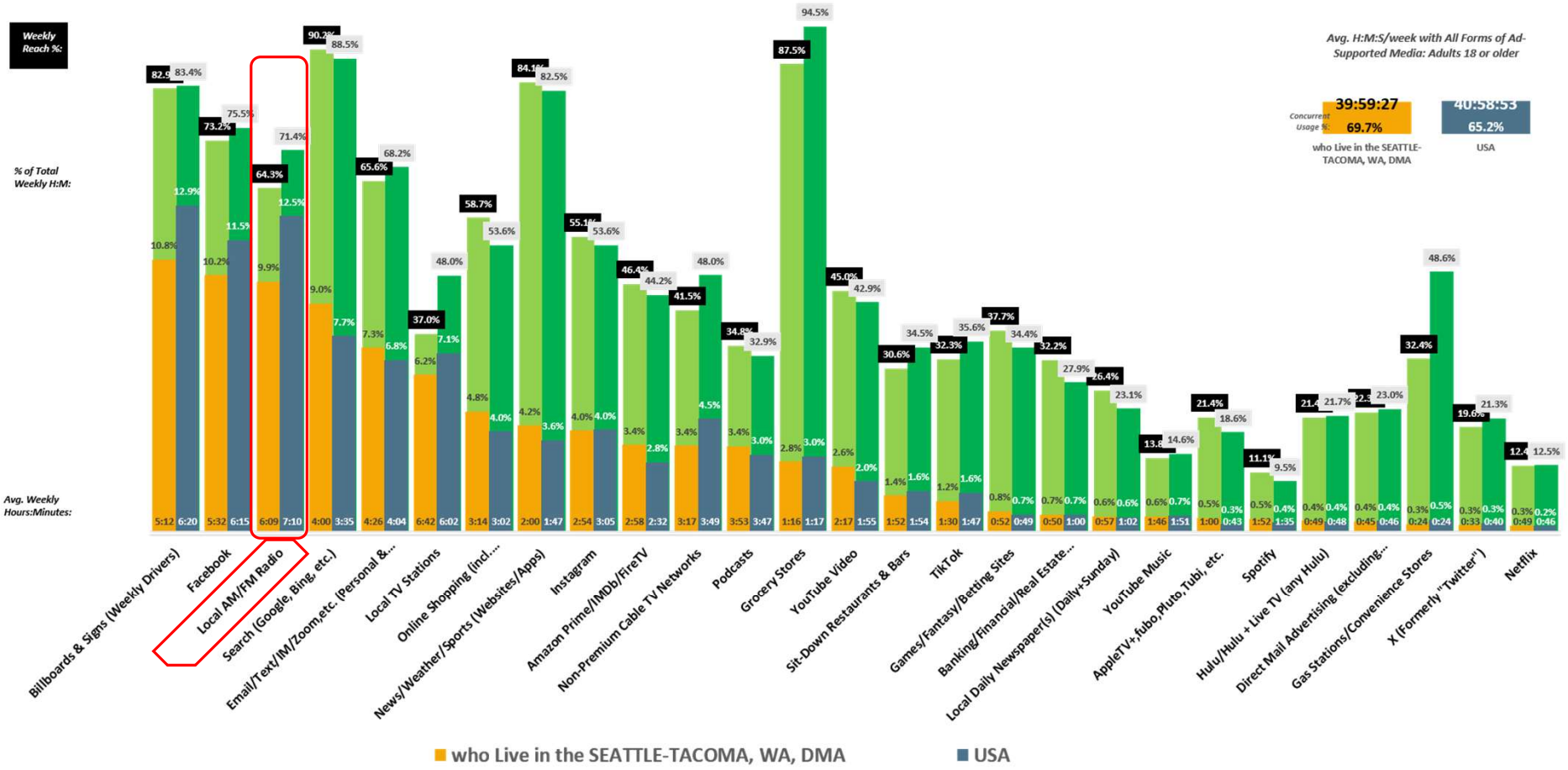
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P25-54

Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 15 hours, 59 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

64.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



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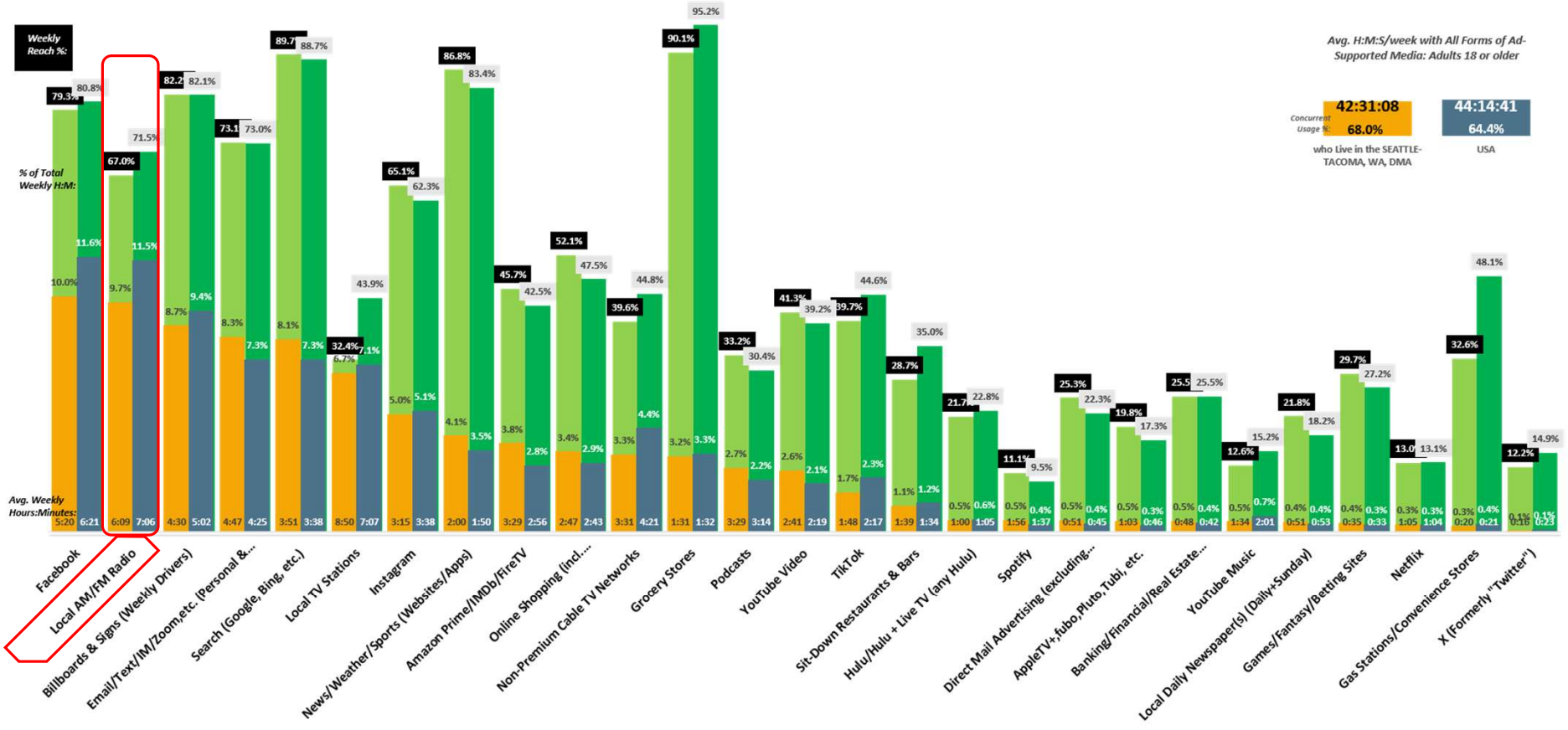
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Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 18 hours, 31 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

67.% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



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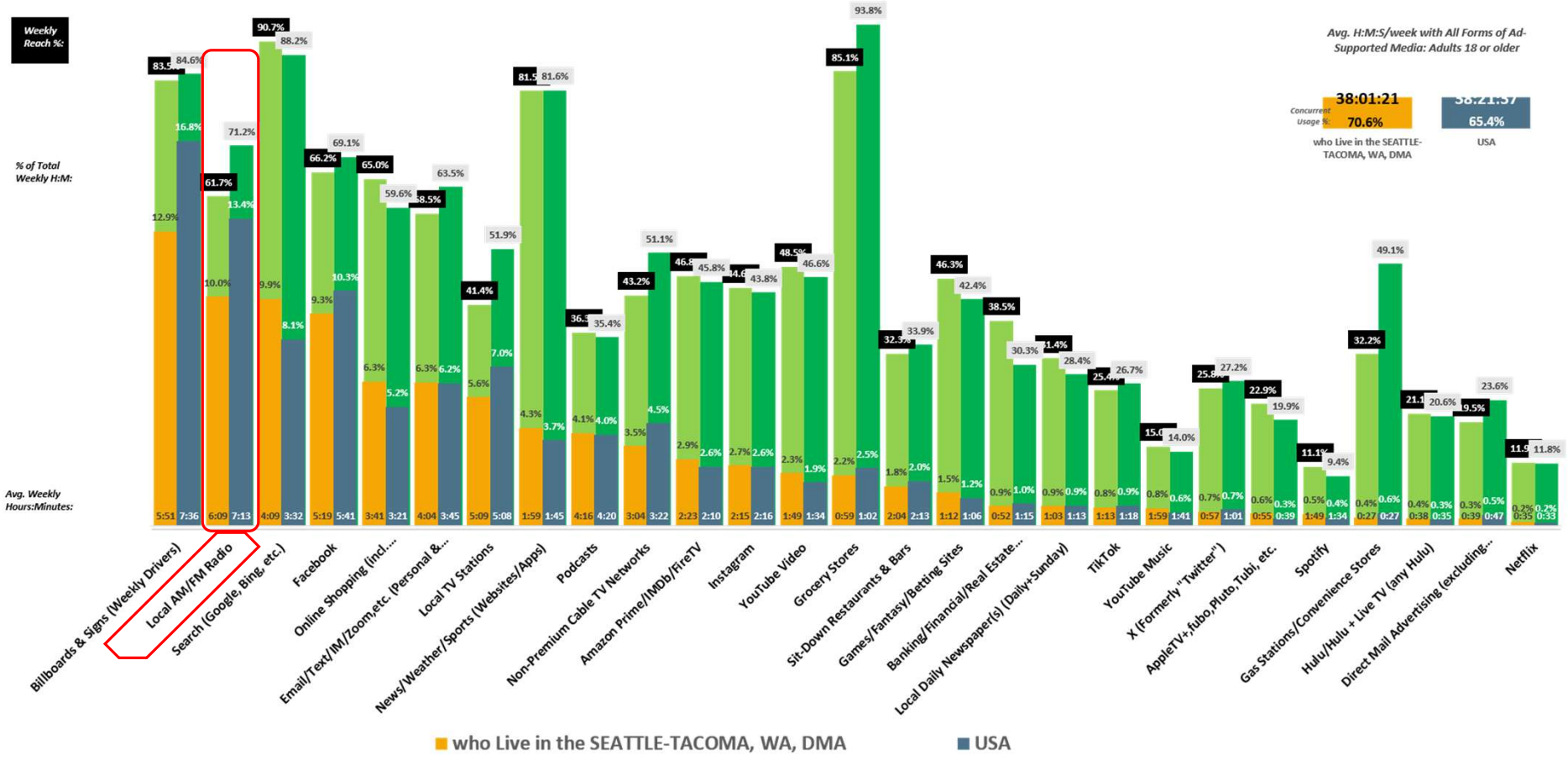
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Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 14 hours, 1 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

61.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 6 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



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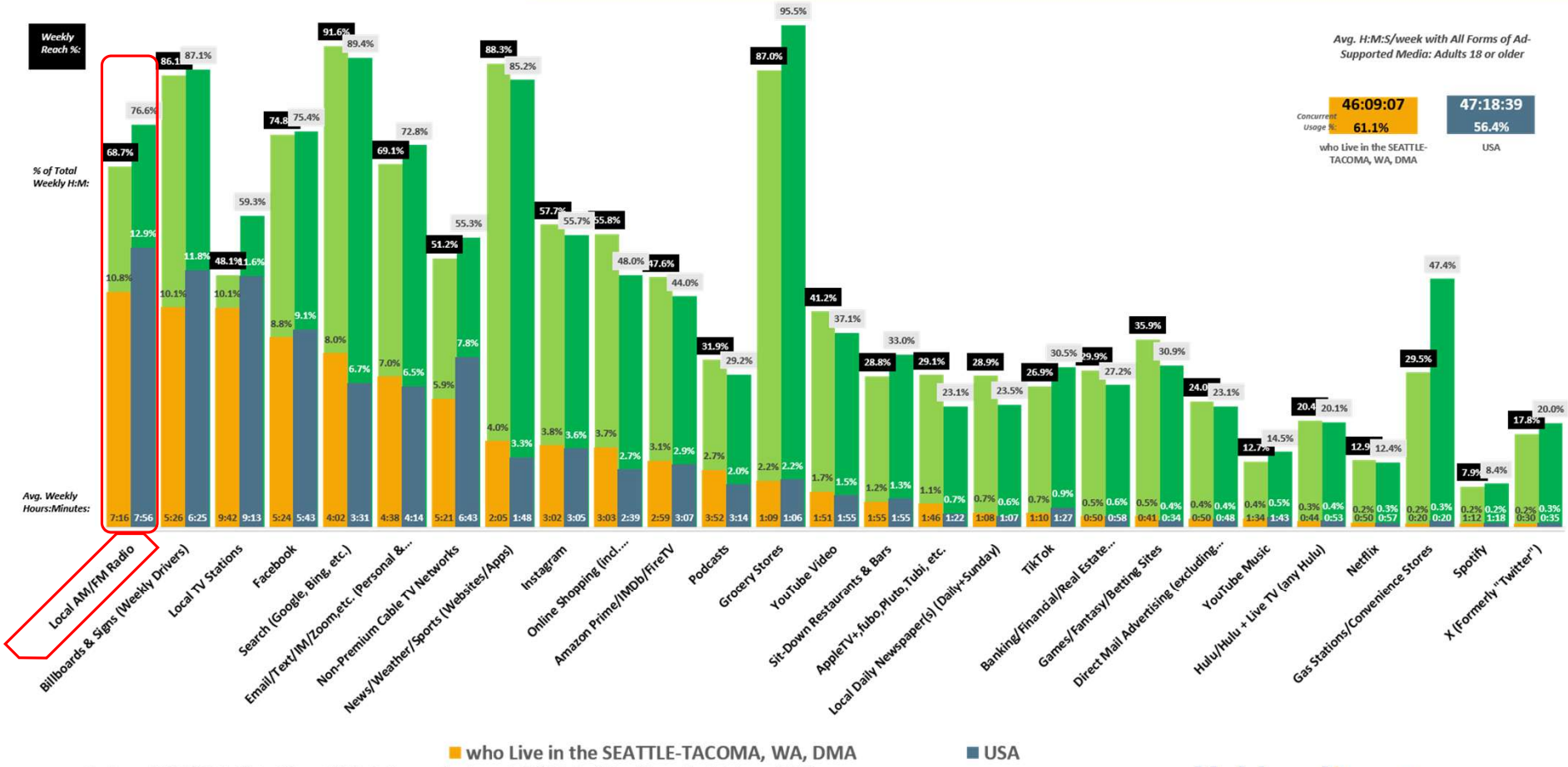
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P35-64

Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 1 days, 22 hours, 9 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

68.7% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



■ who Live in the SEATTLE-TACOMA, WA, DMA ■ USA

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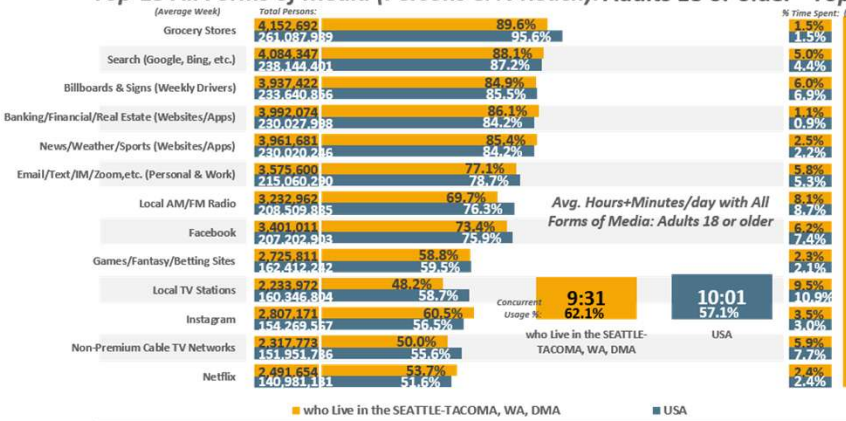
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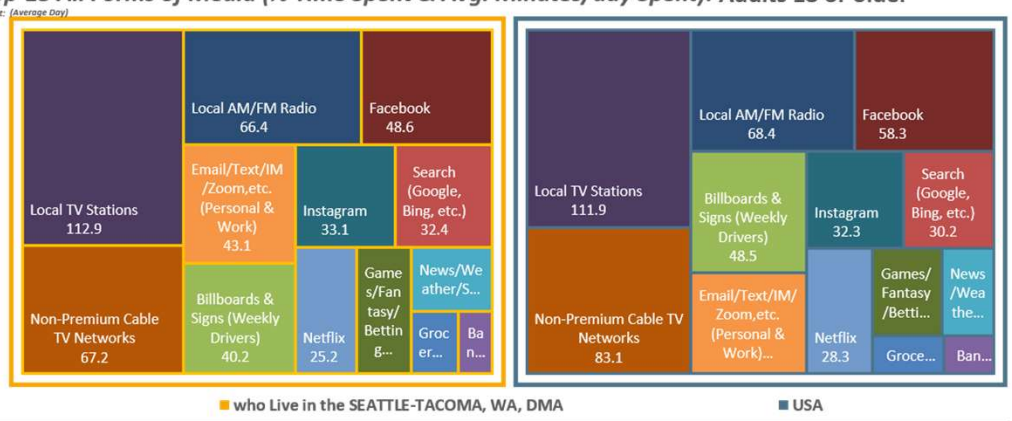
P18+

Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 67.2% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

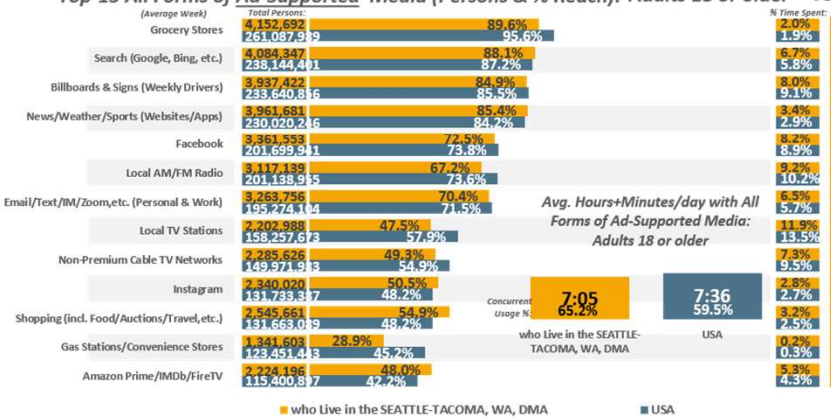
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



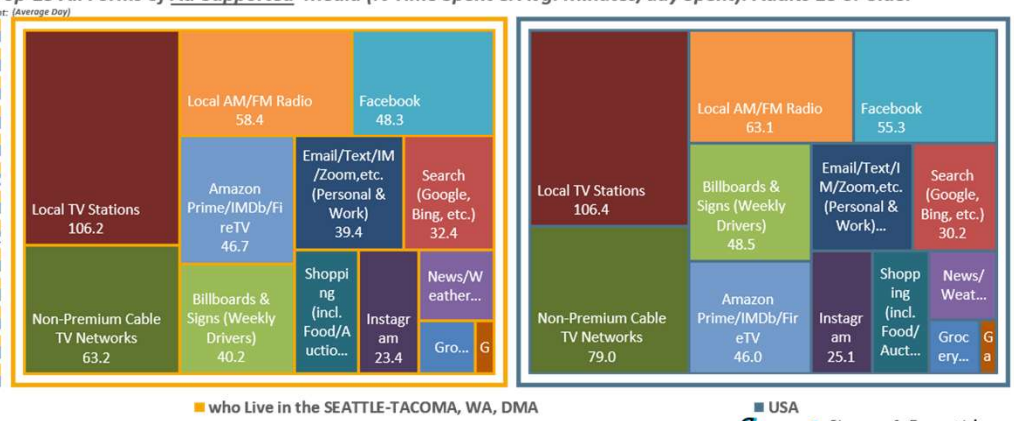
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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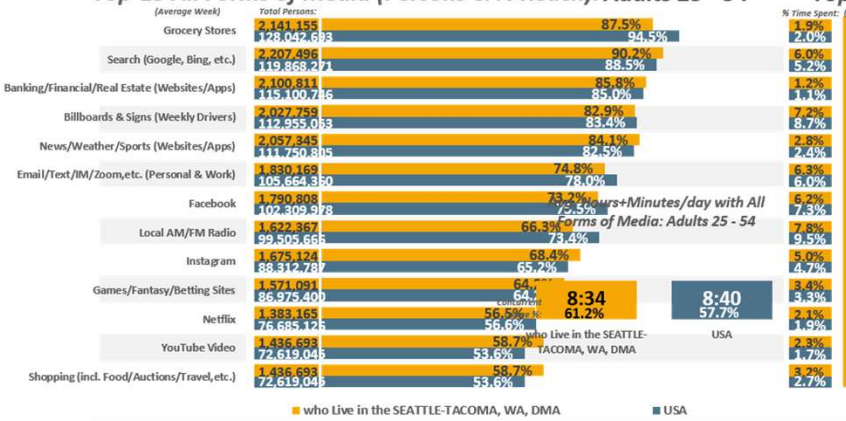
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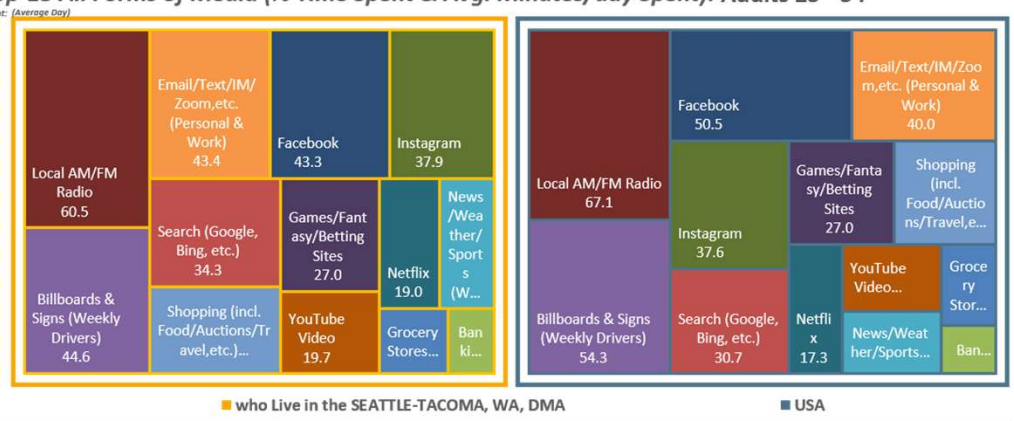
P25-54

Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 42 minutes each day with All Forms of Ad-Supported Media. 64.3% listen to Local AM/FM Radio for an avg. of 52.8 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

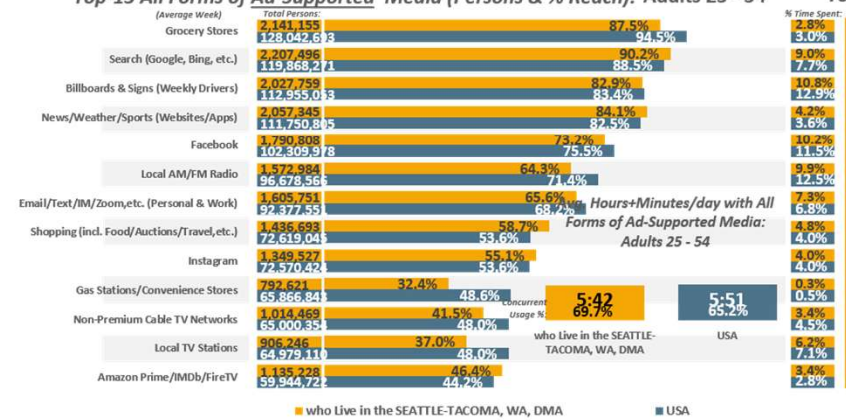
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



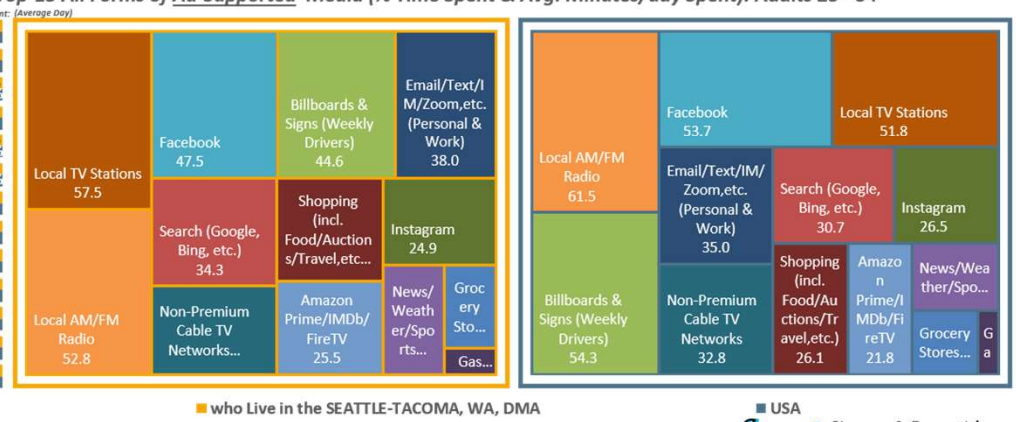
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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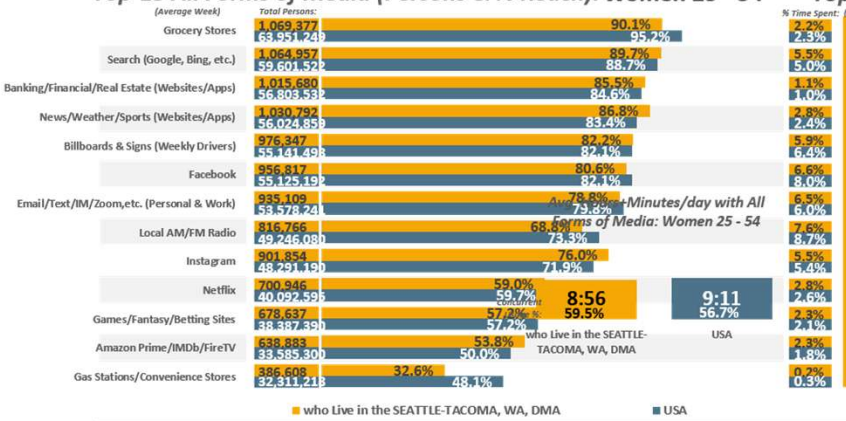
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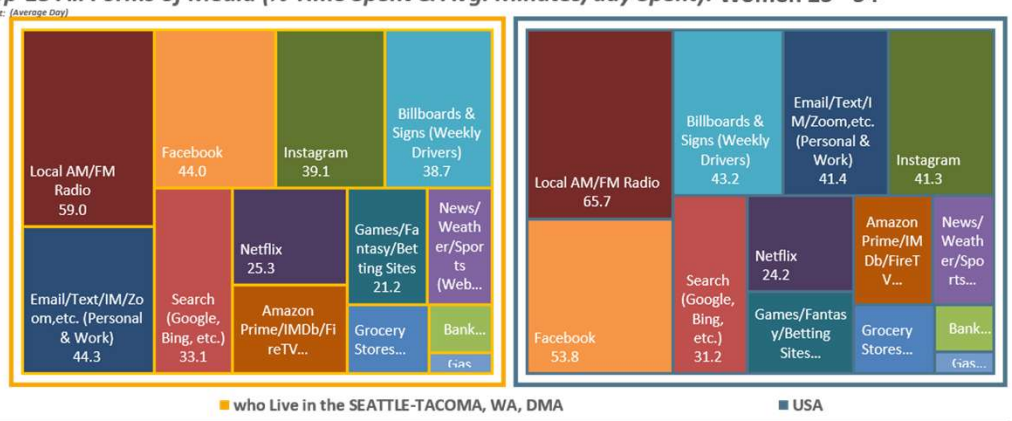


Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 6 hours and 4 minutes each day with All Forms of Ad-Supported Media. 67.% listen to Local AM/FM Radio for an avg. of 52.8 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

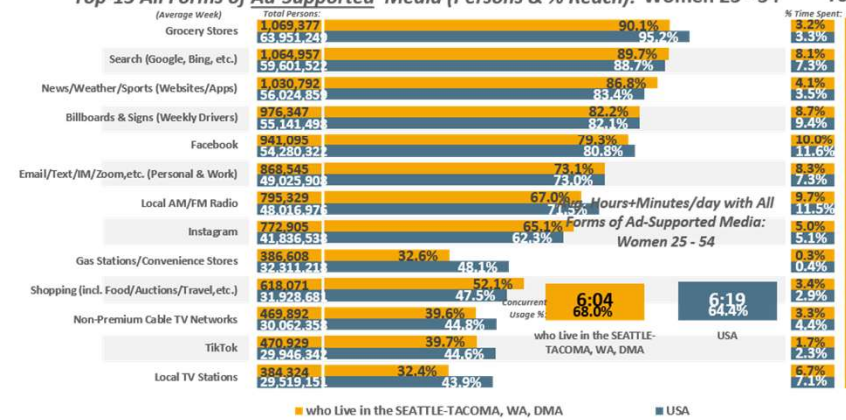
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



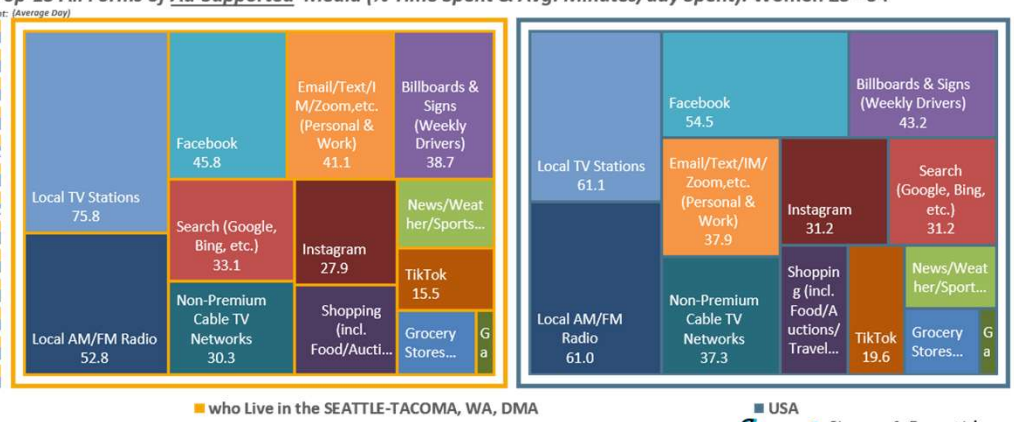
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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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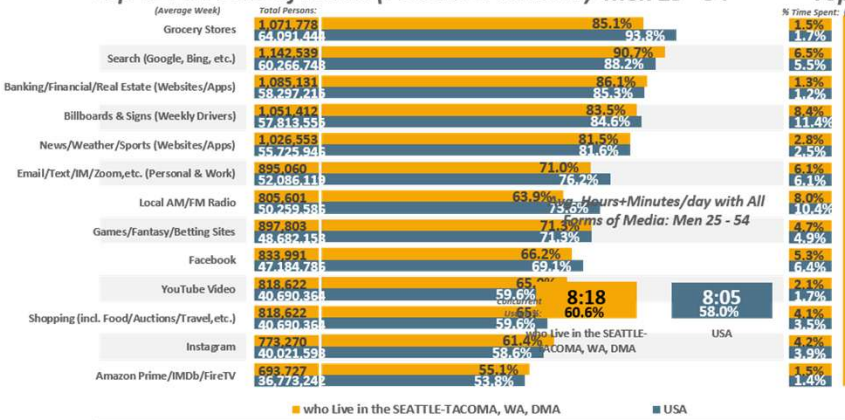
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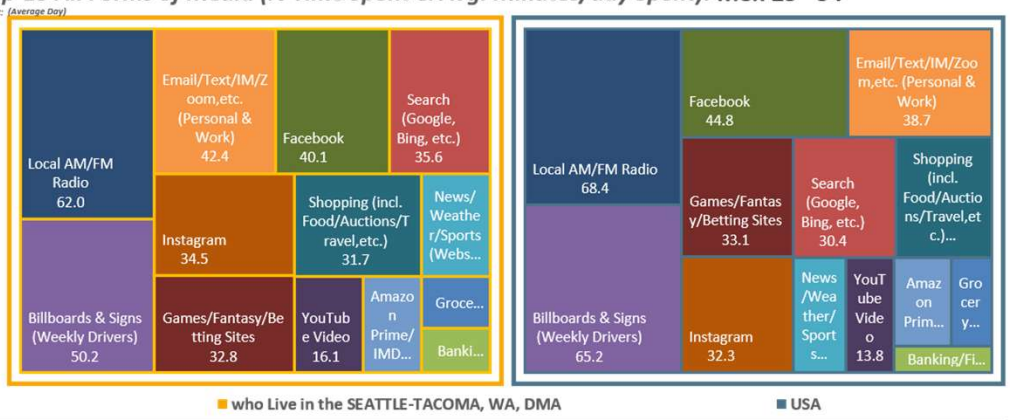


Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 5 hours and 25 minutes each day with All Forms of Ad-Supported Media. 61.7% listen to Local AM/FM Radio for an avg. of 52.8 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

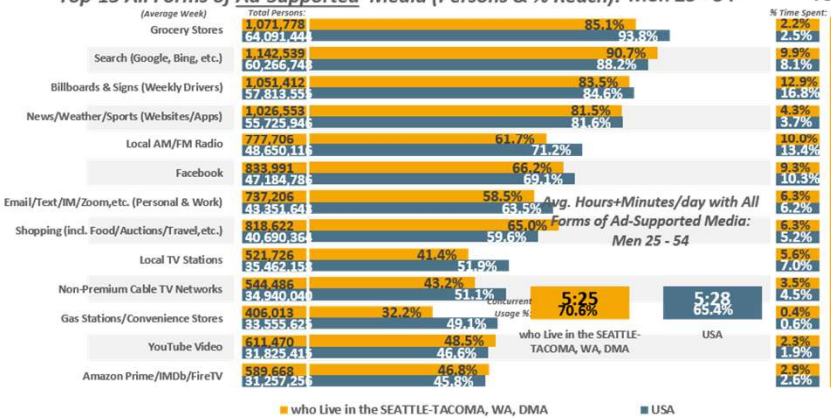
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



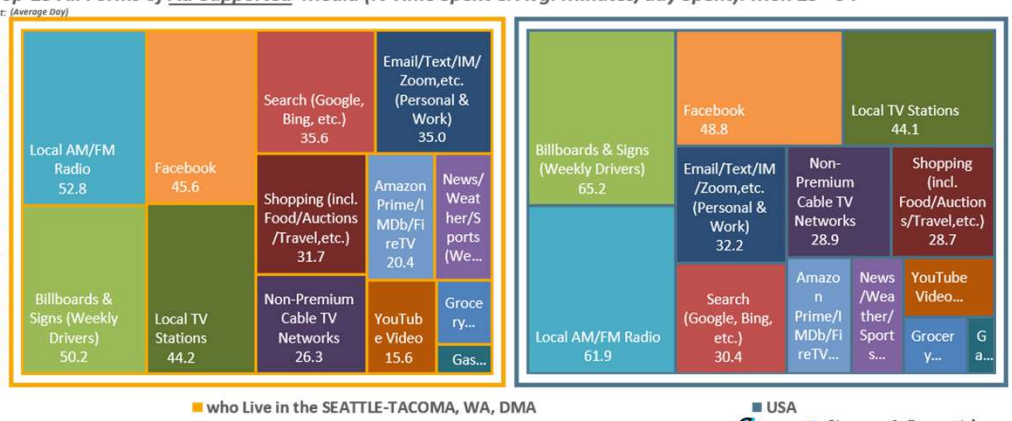
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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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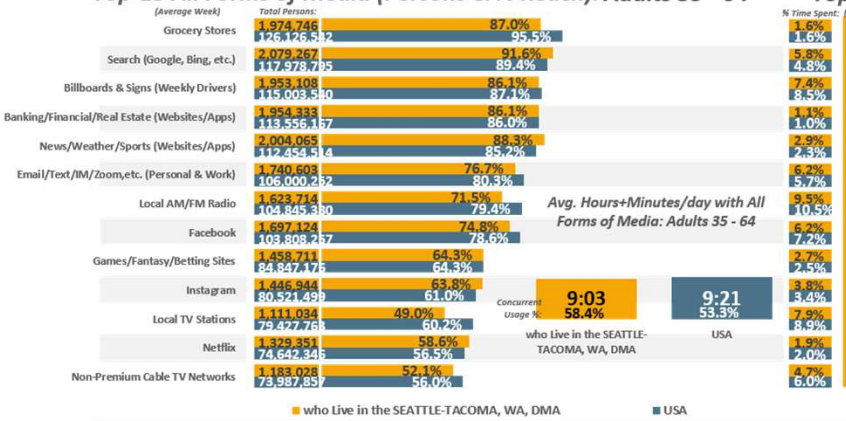
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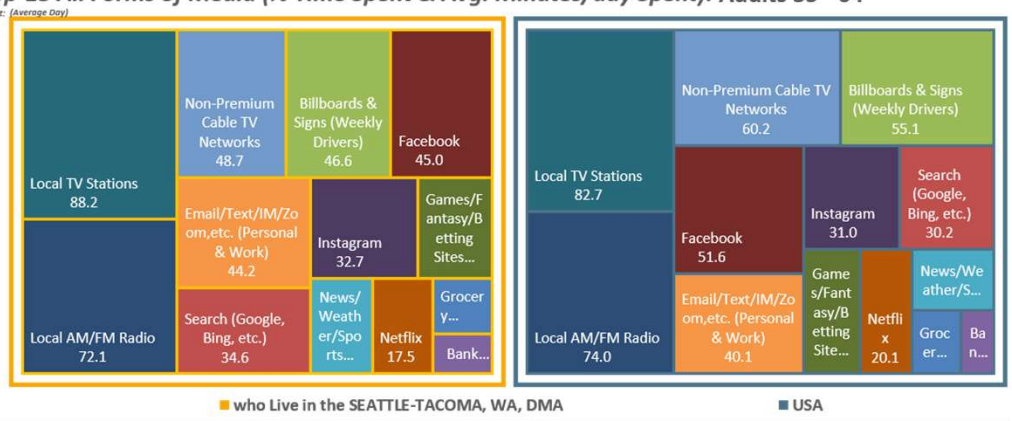
P35-64

Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 6 hours and 35 minutes each day with All Forms of Ad-Supported Media. 68.7% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

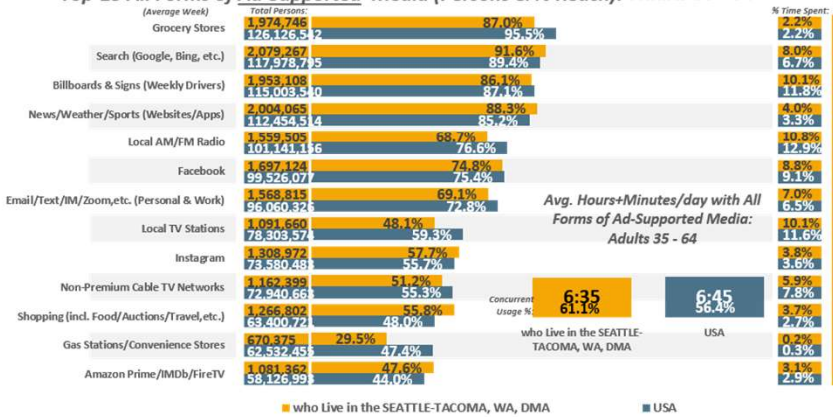
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



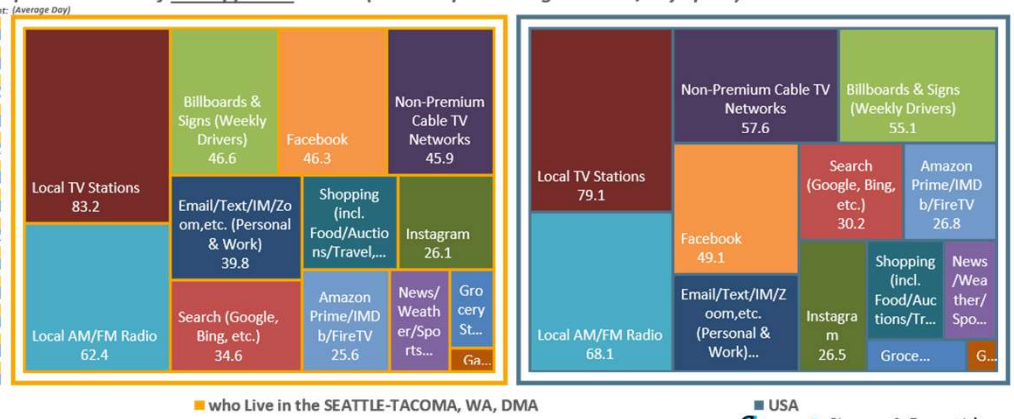
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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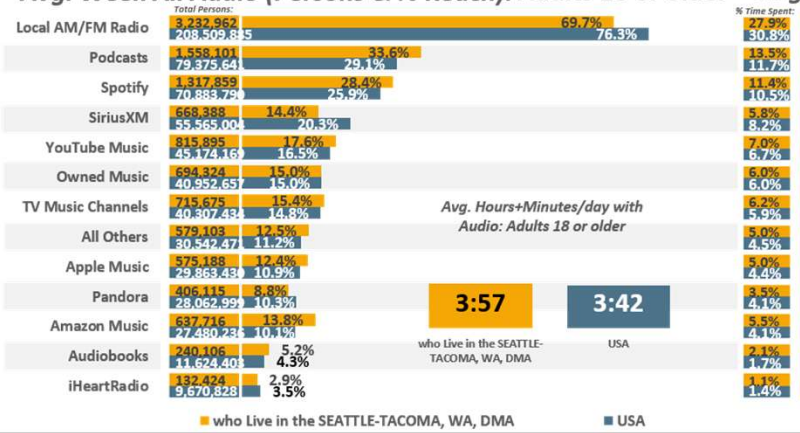
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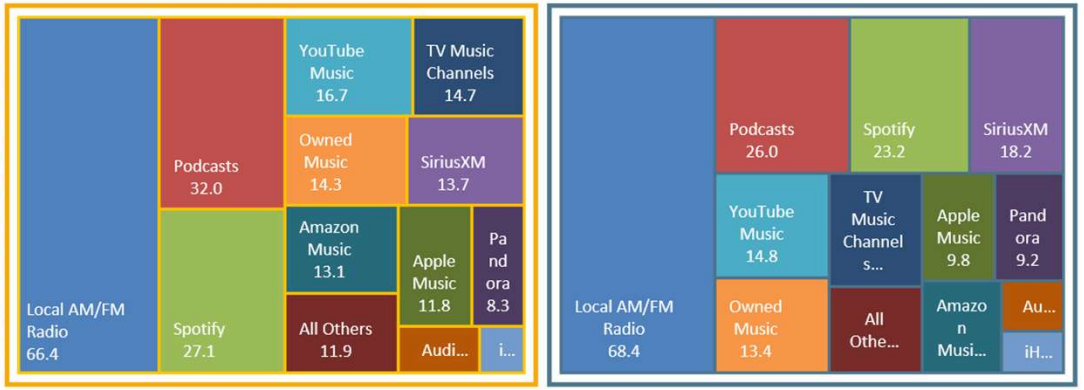
P18+

3,117,139 or 67.2% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

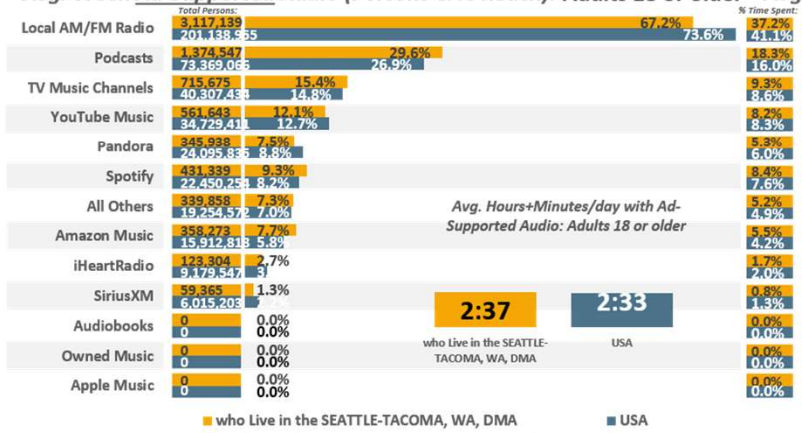
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



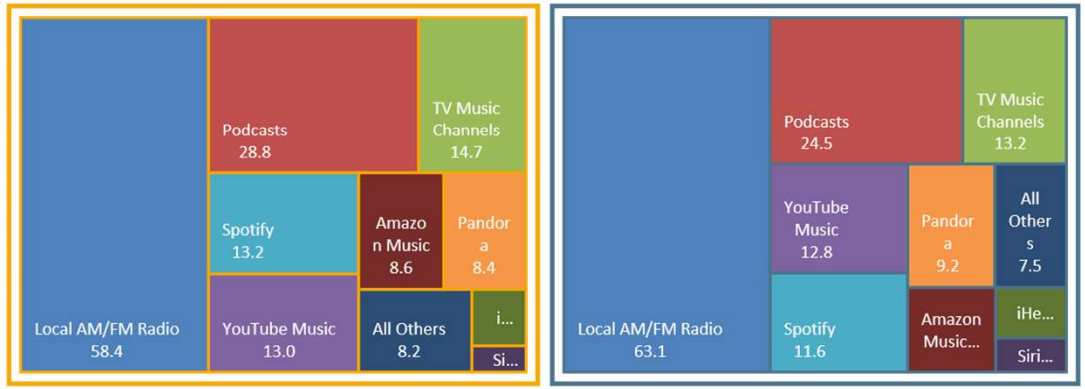
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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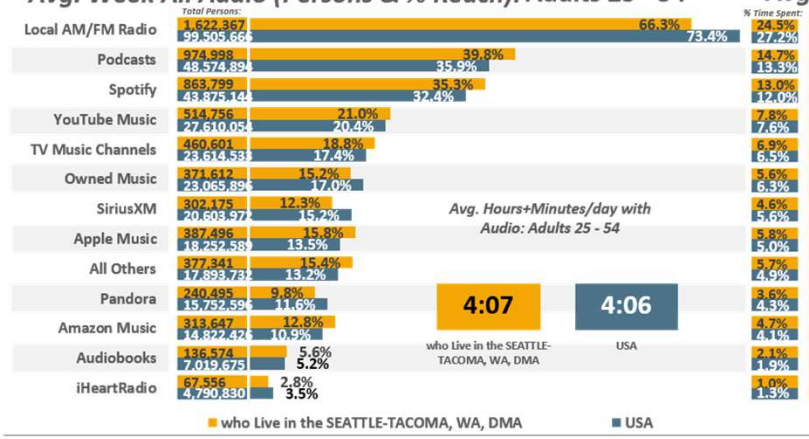
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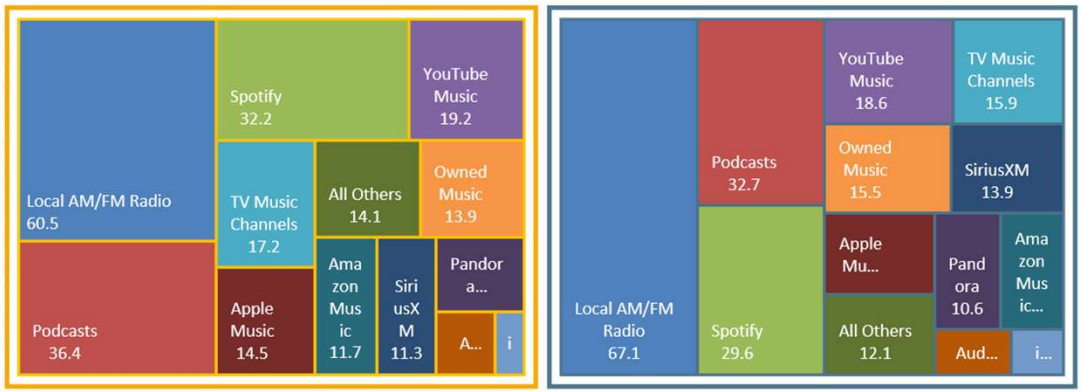
P25-54

1,572,984 or 64.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 31.5% of all time spent daily with Ad-Supported Audio.

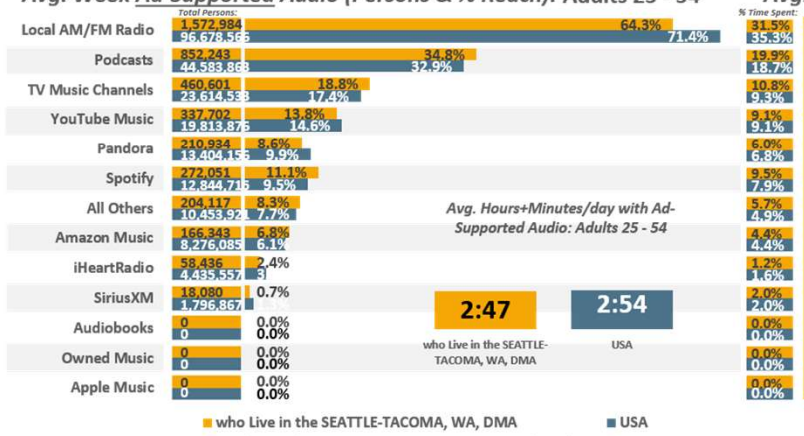
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



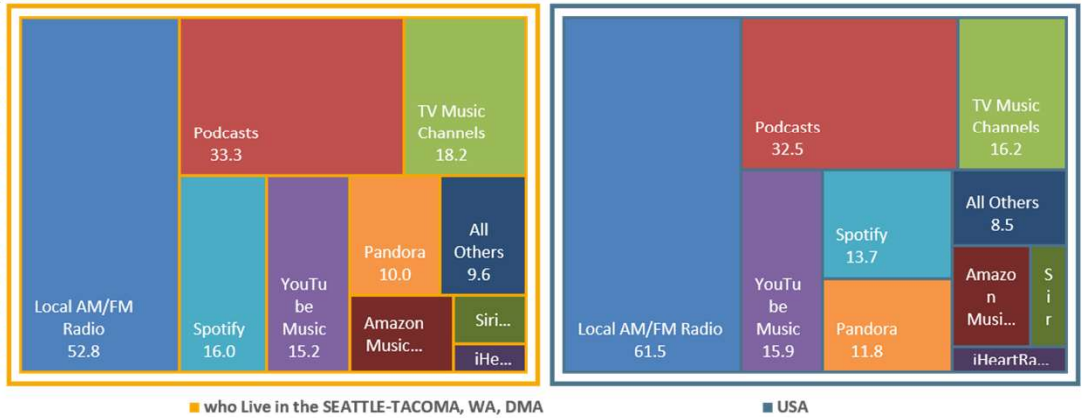
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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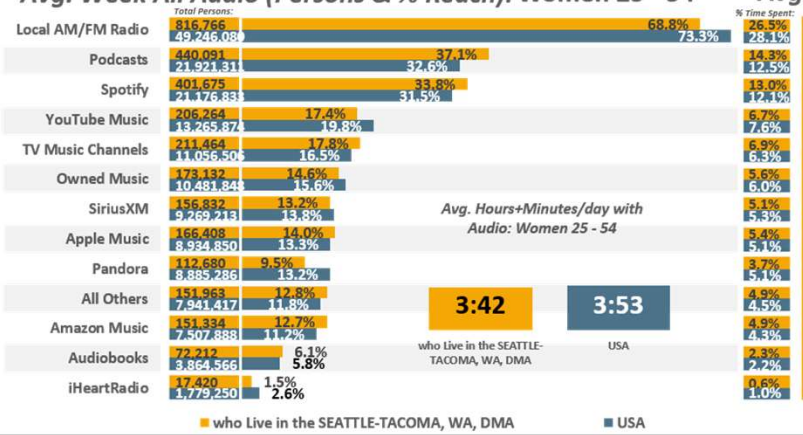
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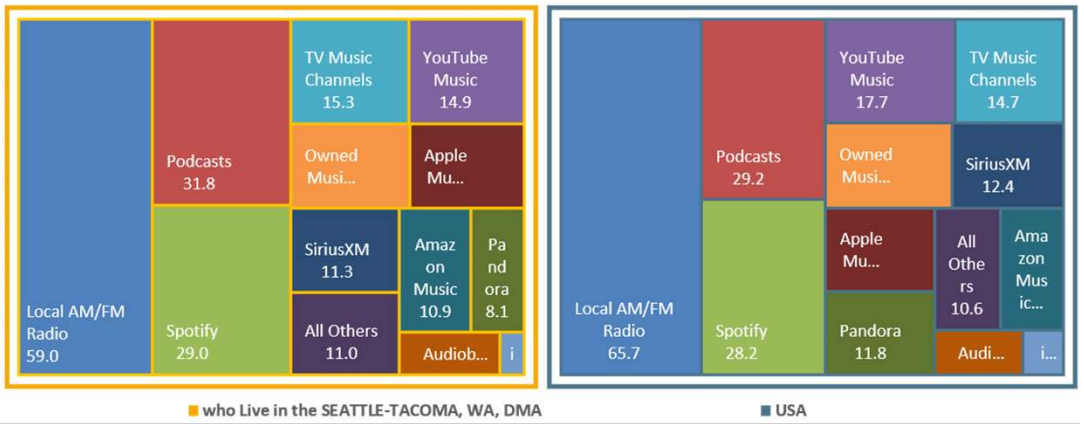


795,329 or 67.% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.

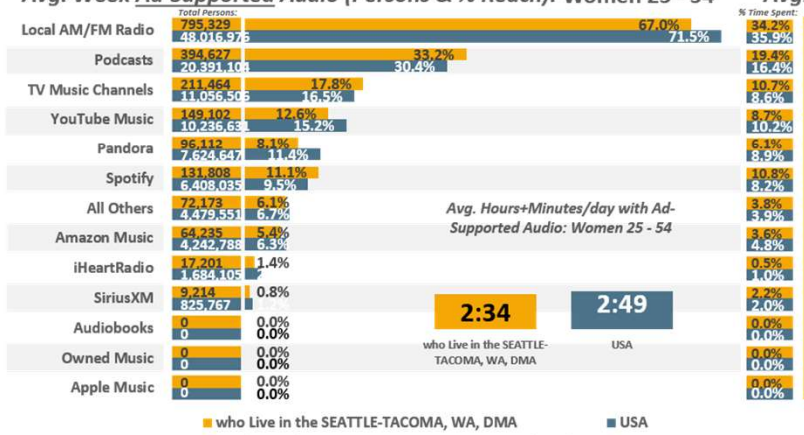
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



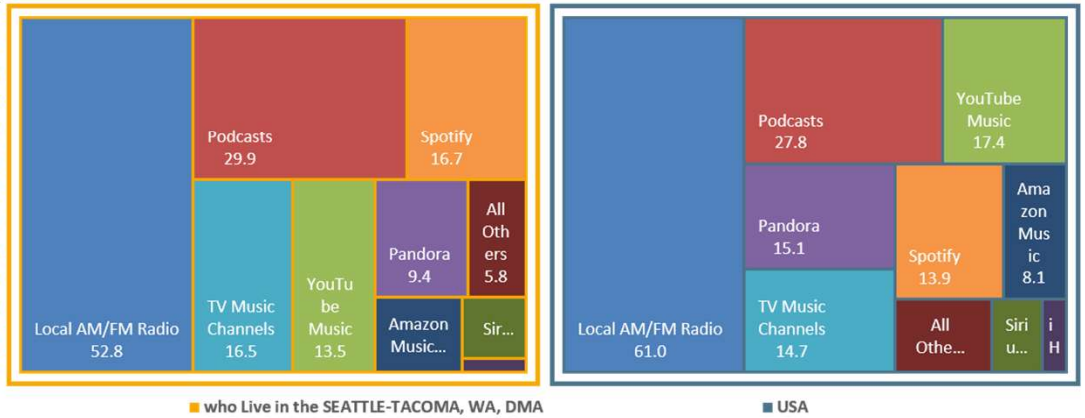
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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 2026: Sep25-Aug26 Qual Intab 3,931

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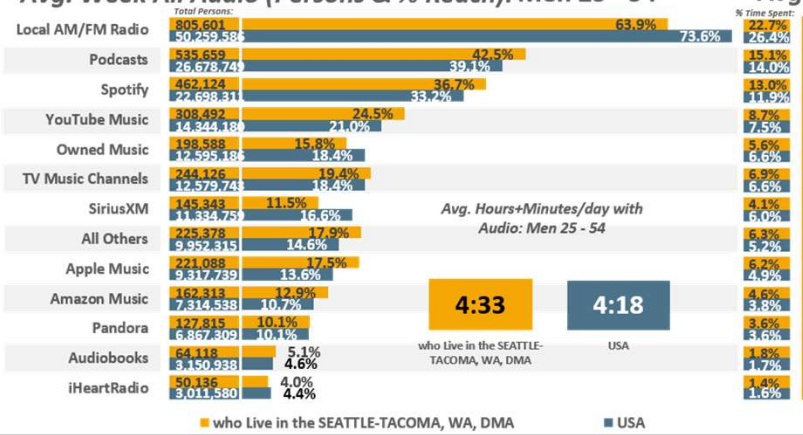
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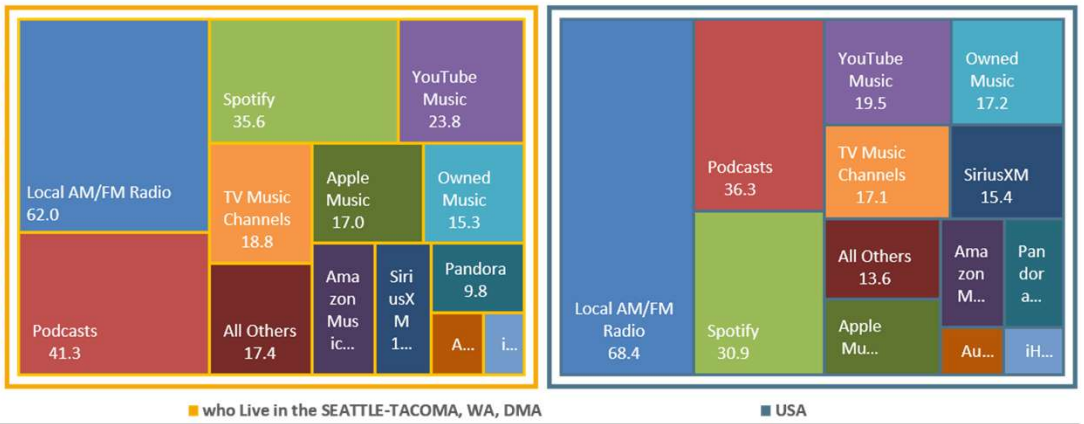
M25-54

777,706 or 61.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 29.% of all time spent daily with Ad-Supported Audio.

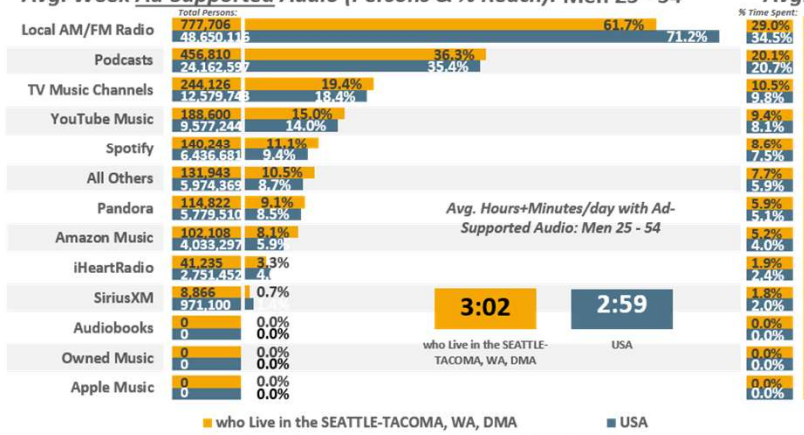
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



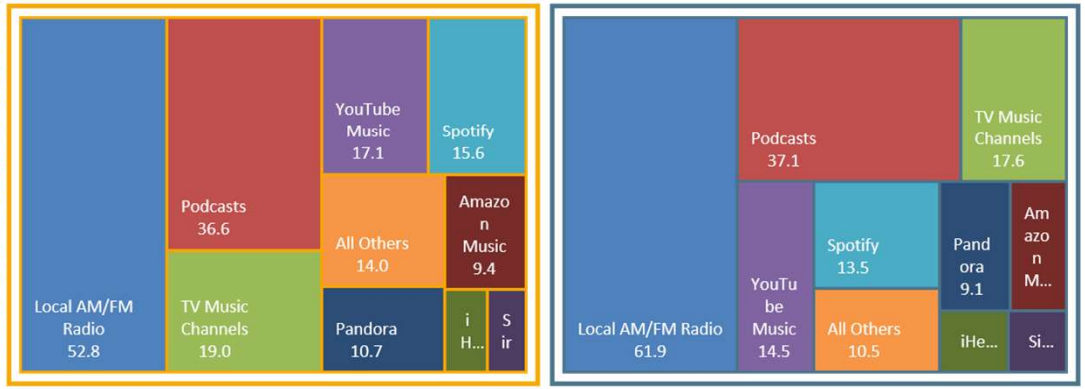
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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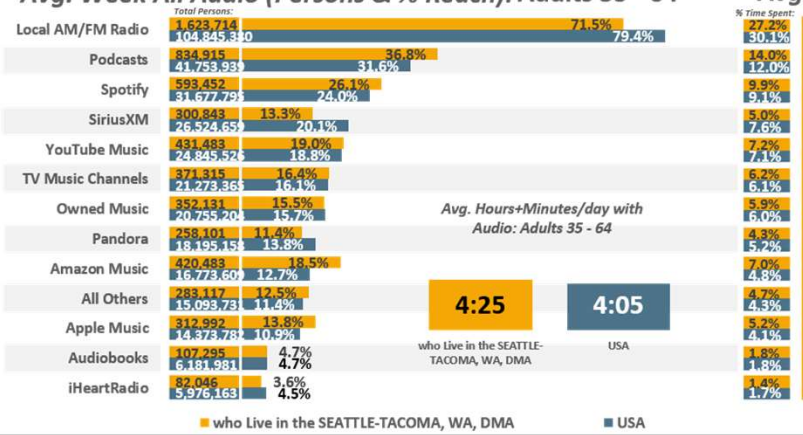
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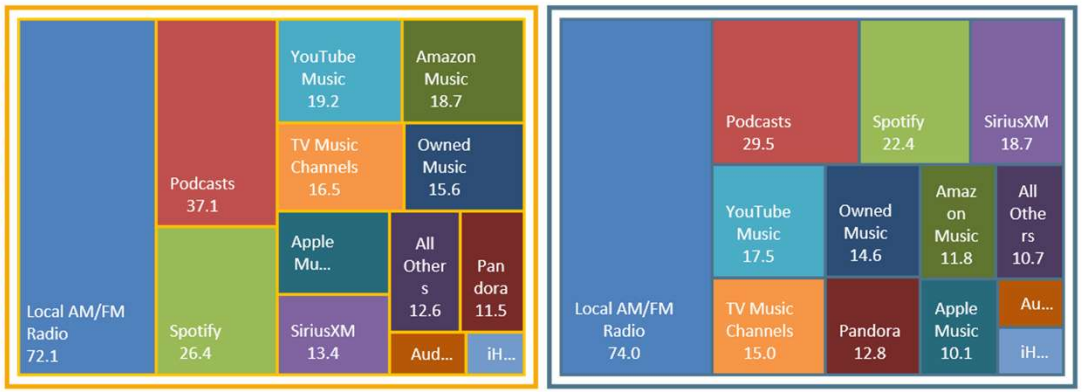
P35-64

1,559,505 or 68.7% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.

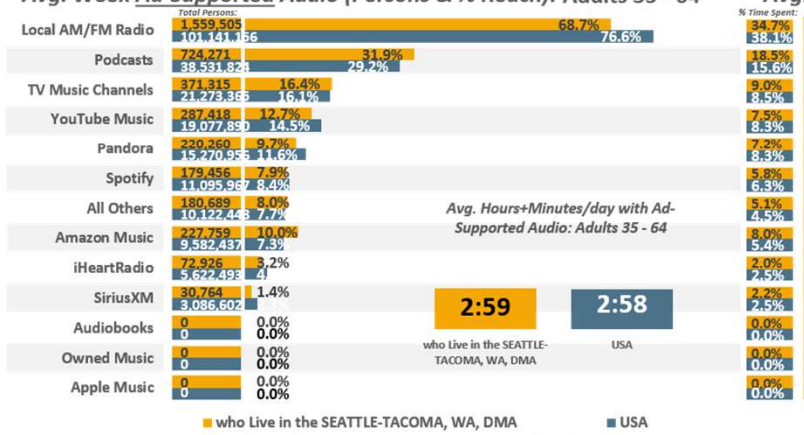
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



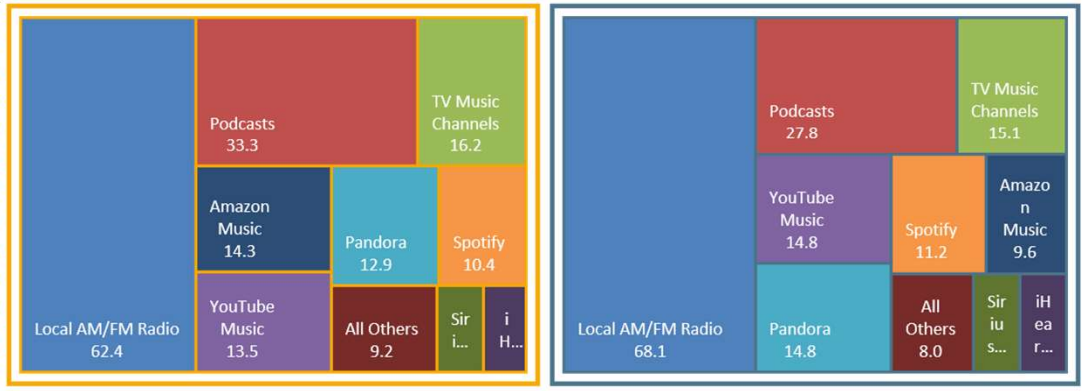
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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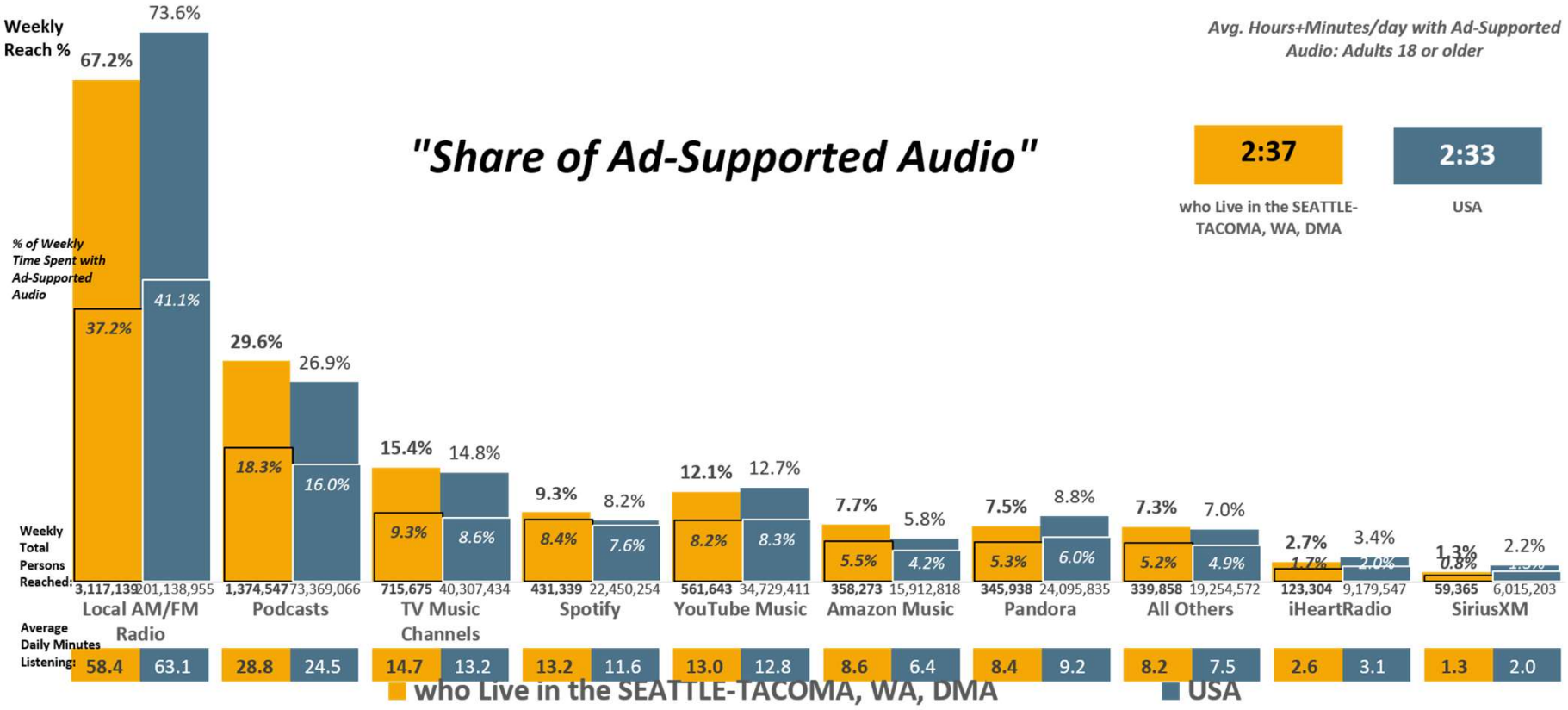
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P18+

3,117,139 or 67.2% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

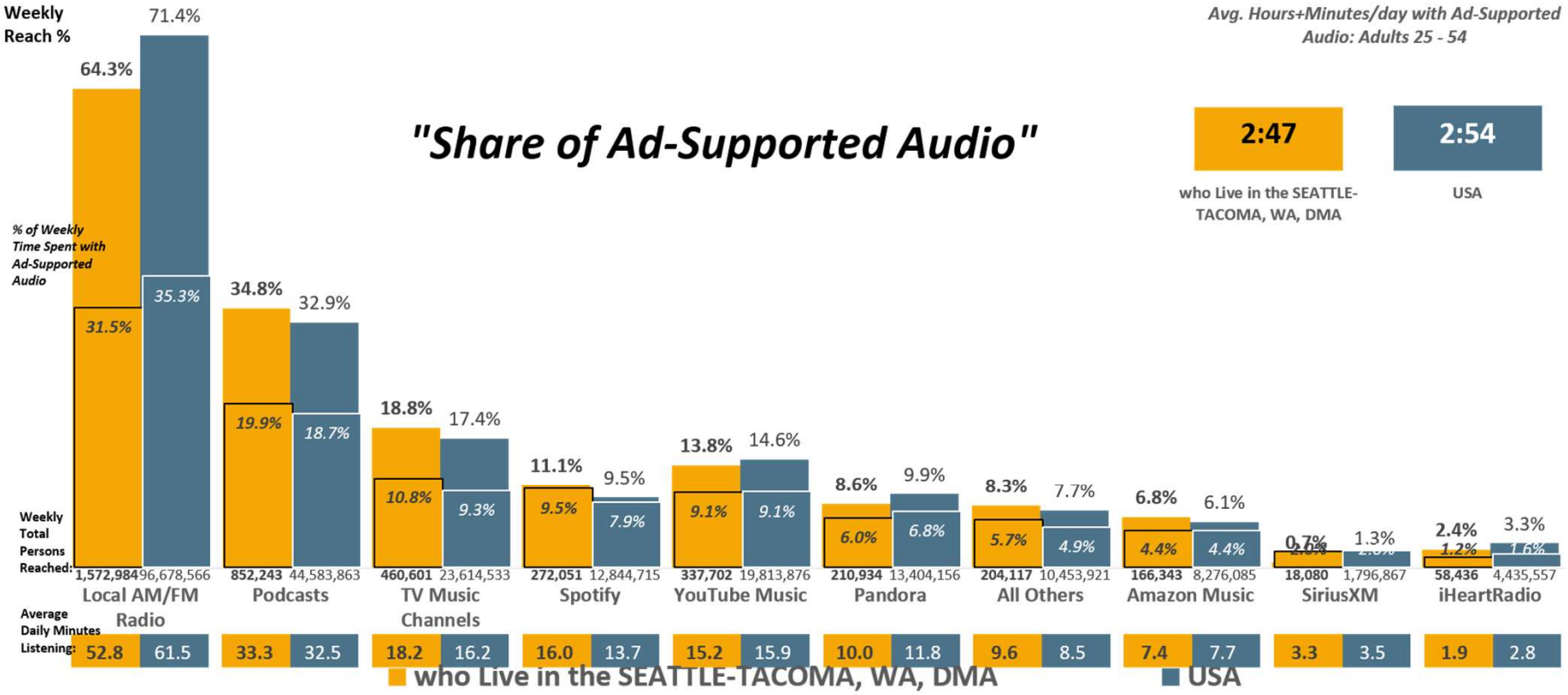
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P25-54

1,572,984 or 64.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 31.5% of all time spent daily with Ad-Supported Audio.



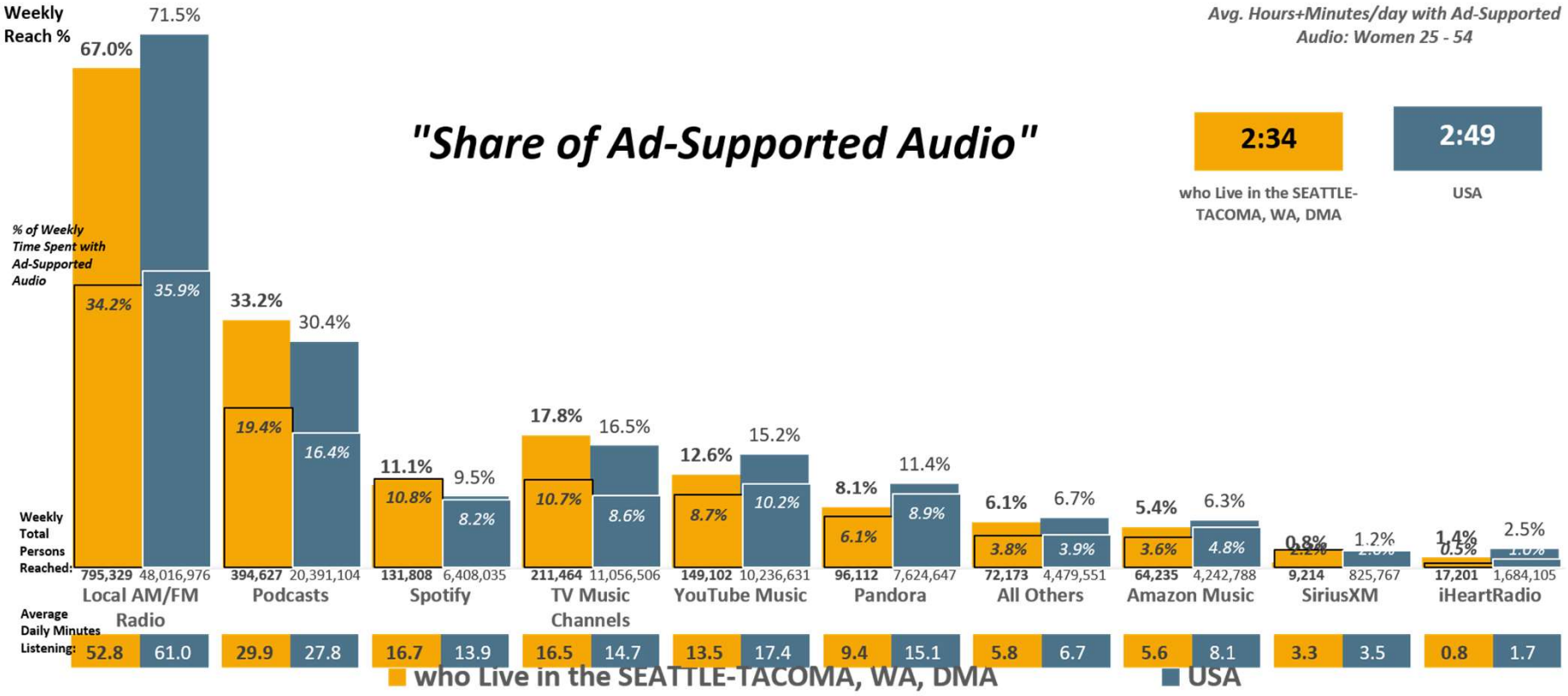
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795,329 or 67.% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.



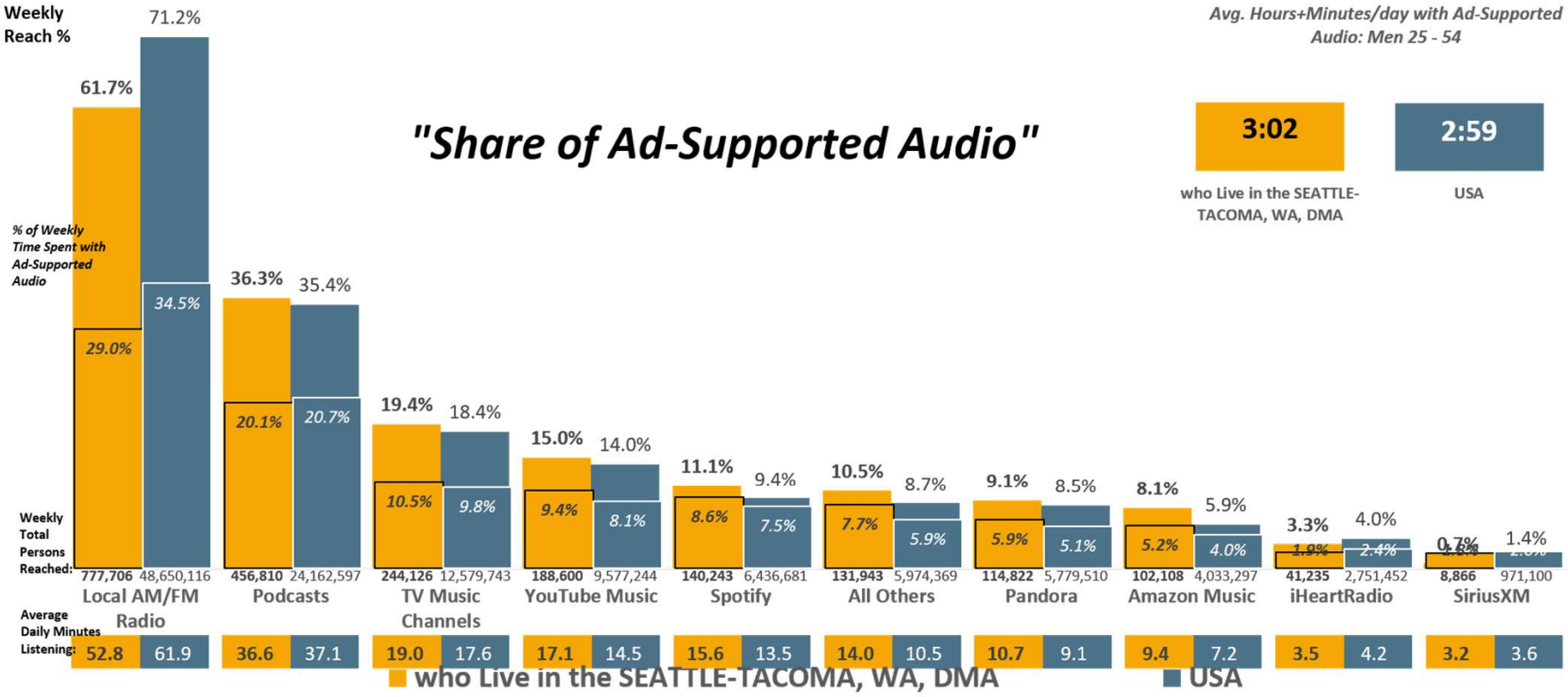
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777,706 or 61.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 29.% of all time spent daily with Ad-Supported Audio.



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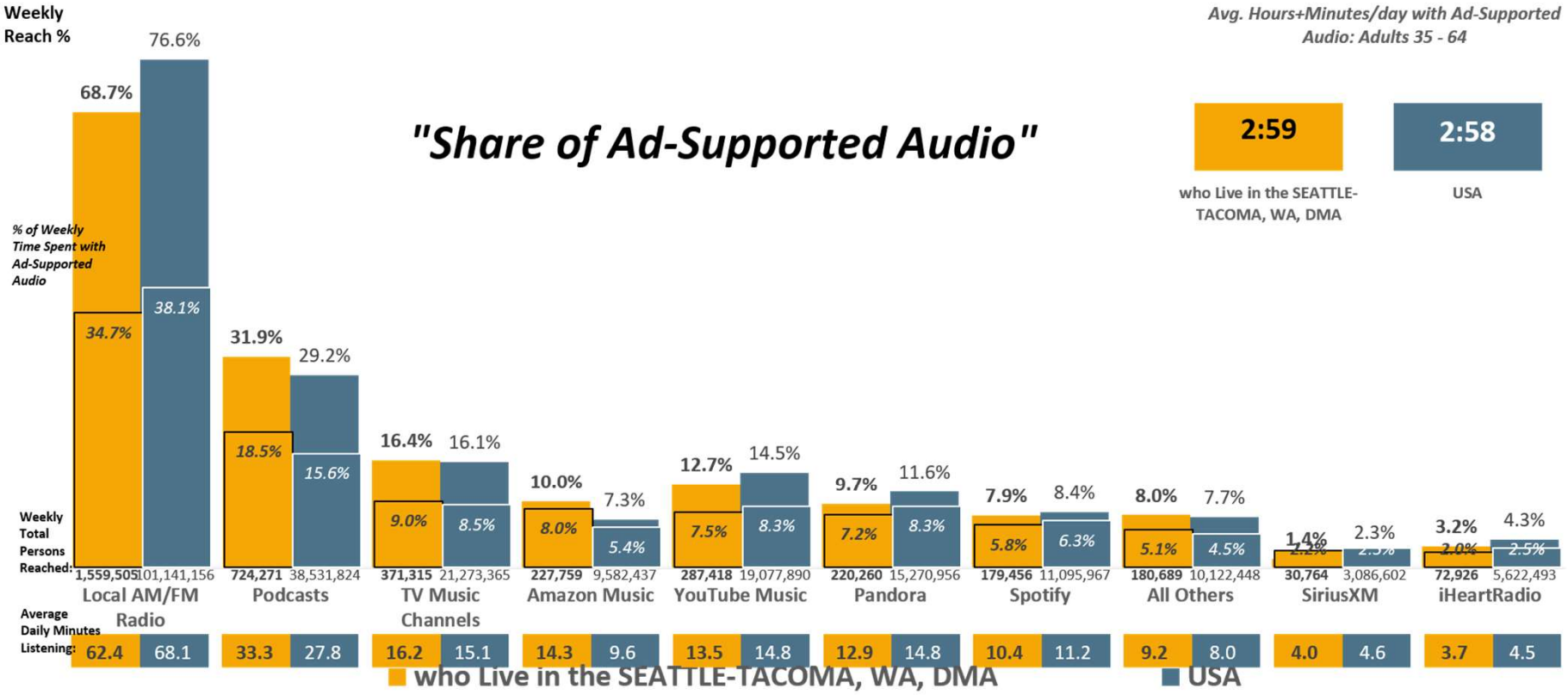
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P35-64

1,559,505 or 68.7% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	Amazon Music	YouTube Music	Pandora	Spotify	All Others	SiriusXM	iHeartRadio
Weekly Reach % (who Live in the SEATTLE-TACOMA, WA, DMA)	68.7%	31.9%	16.4%	10.0%	12.7%	9.7%	7.9%	8.0%	1.4%	3.2%
Weekly Reach % (USA)	76.6%	29.2%	16.1%	7.3%	14.5%	11.6%	8.4%	7.7%	2.3%	4.3%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the SEATTLE-TACOMA, WA, DMA)	34.7%	18.5%	9.0%	8.0%	7.5%	7.2%	5.8%	5.1%	2.2%	2.0%
% of Weekly Time Spent with Ad-Supported Audio (USA)	38.1%	15.6%	8.5%	5.4%	8.3%	8.3%	6.3%	4.5%	2.5%	2.5%
Weekly Total Persons Reached: (who Live in the SEATTLE-TACOMA, WA, DMA)	1,559,505	724,271	371,315	227,759	287,418	220,260	179,456	180,689	30,764	72,926
Weekly Total Persons Reached: (USA)	101,141,156	38,531,824	21,273,365	9,582,437	19,077,890	15,270,956	11,095,967	10,122,448	3,086,602	5,622,493
Average Daily Minutes Listening: (who Live in the SEATTLE-TACOMA, WA, DMA)	62.4	33.3	16.2	14.3	13.5	12.9	10.4	9.2	4.0	3.7
Average Daily Minutes Listening: (USA)	68.1	27.8	15.1	9.6	14.8	14.8	11.2	8.0	4.6	4.5

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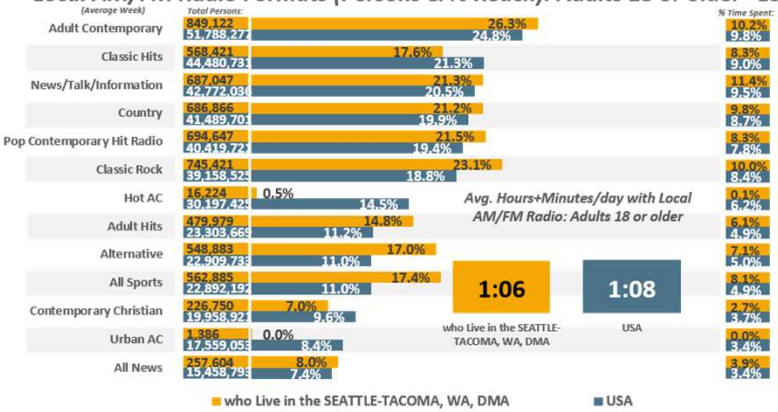
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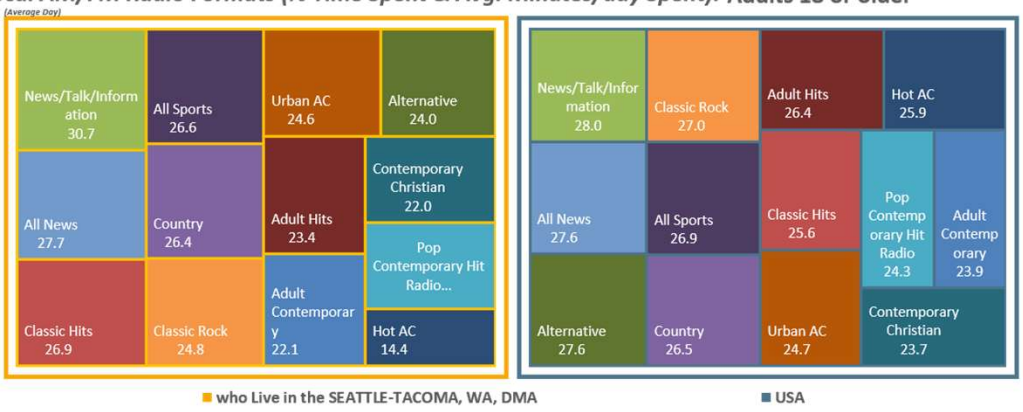
P18+

3,117,139 or 67.2% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

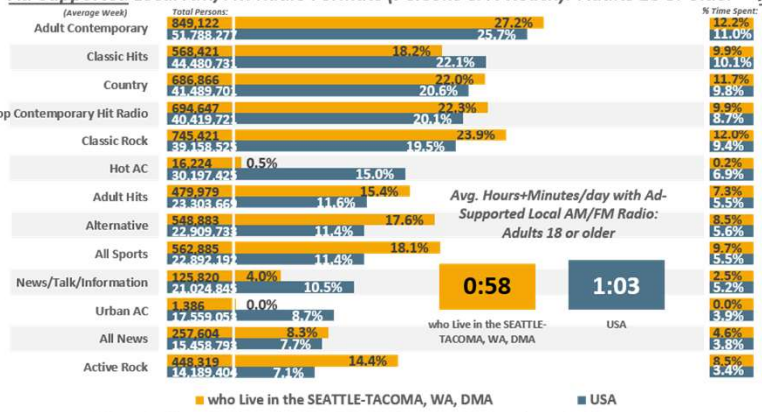
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



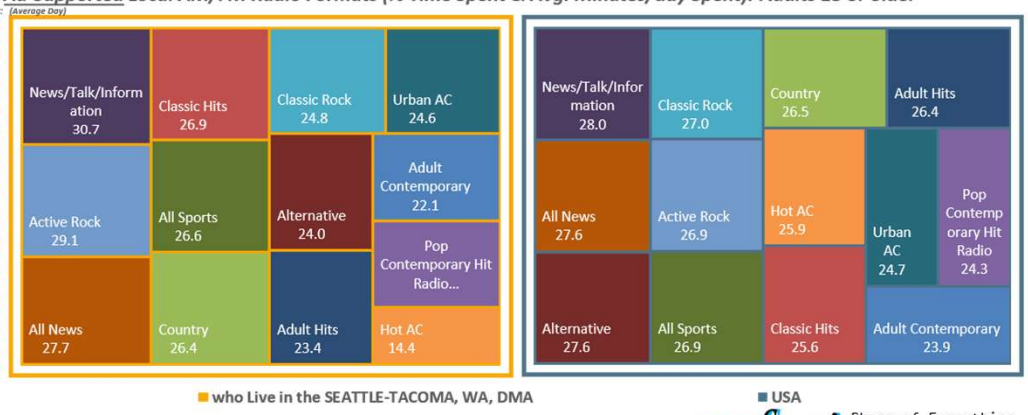
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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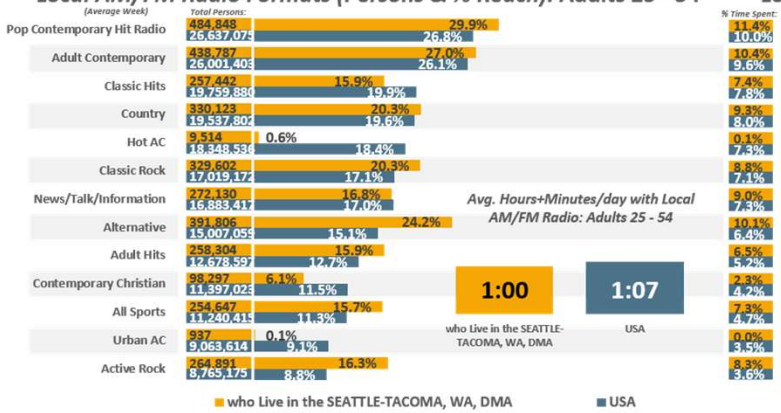
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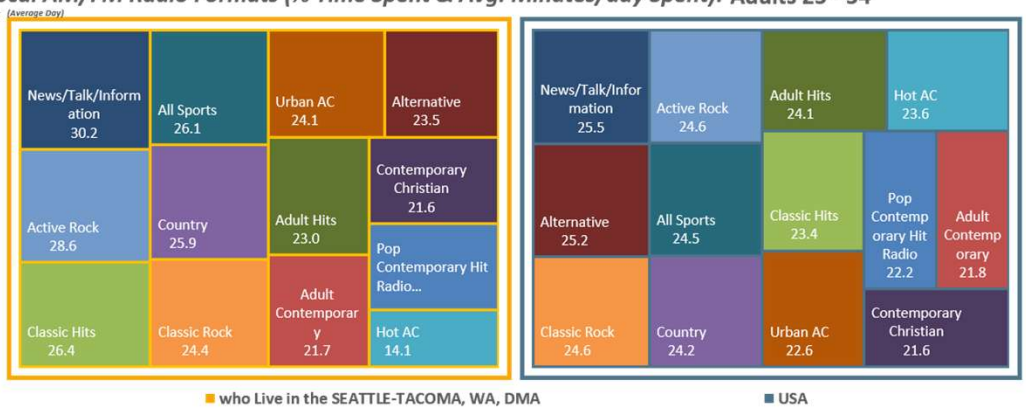
P25-54

1,572,984 or 64.3% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Country, and Classic Rock.

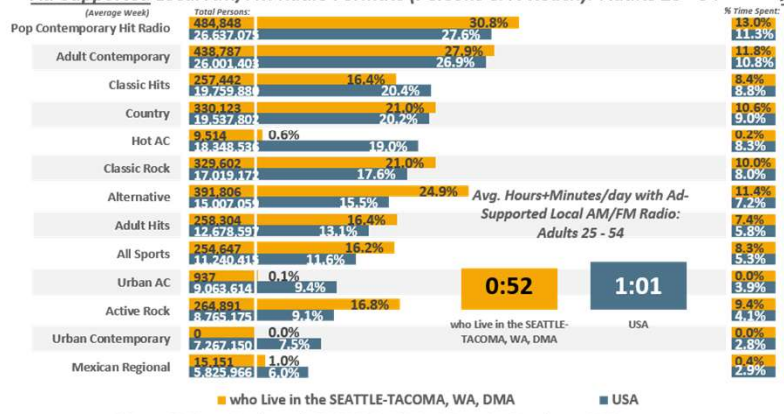
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



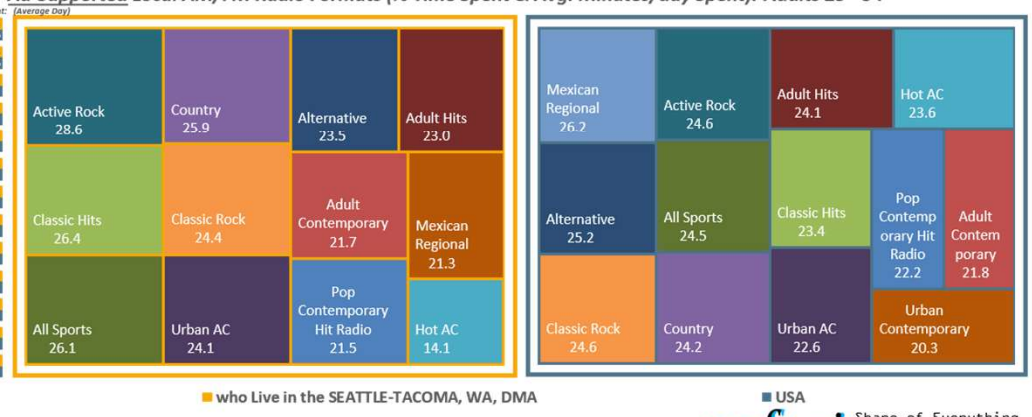
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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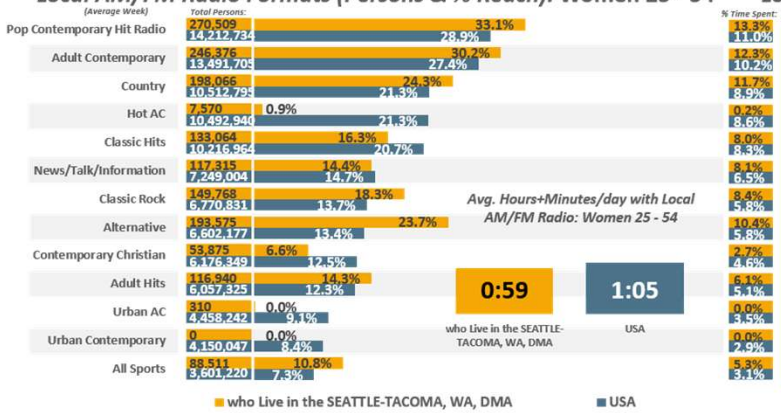
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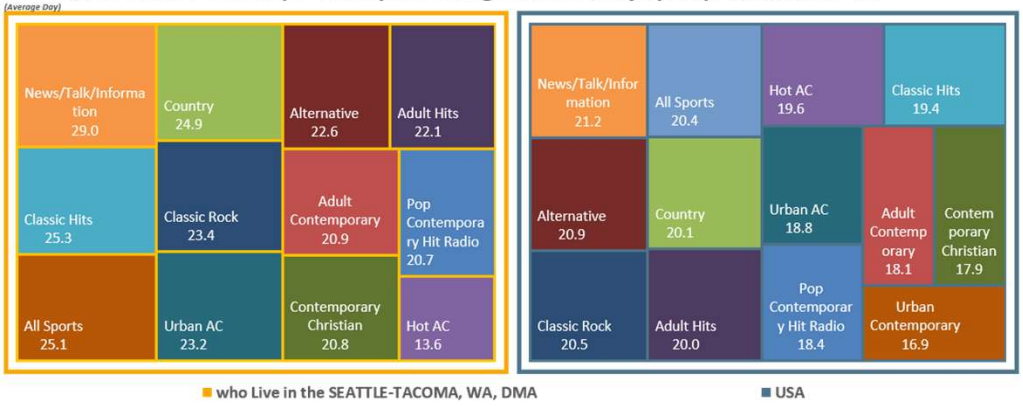


795,329 or 67.% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Alternative, and Classic Rock.

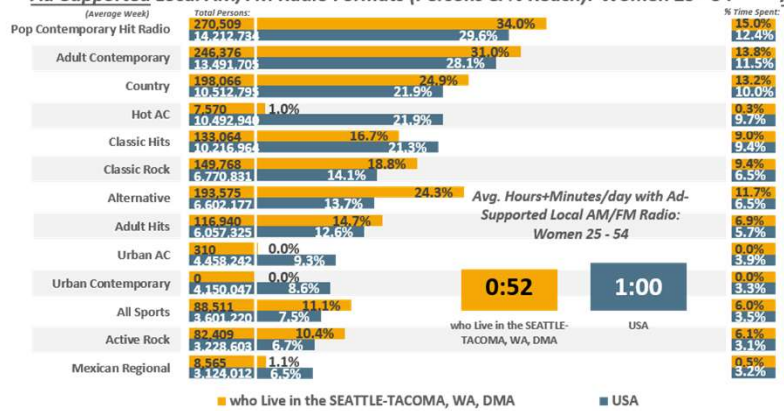
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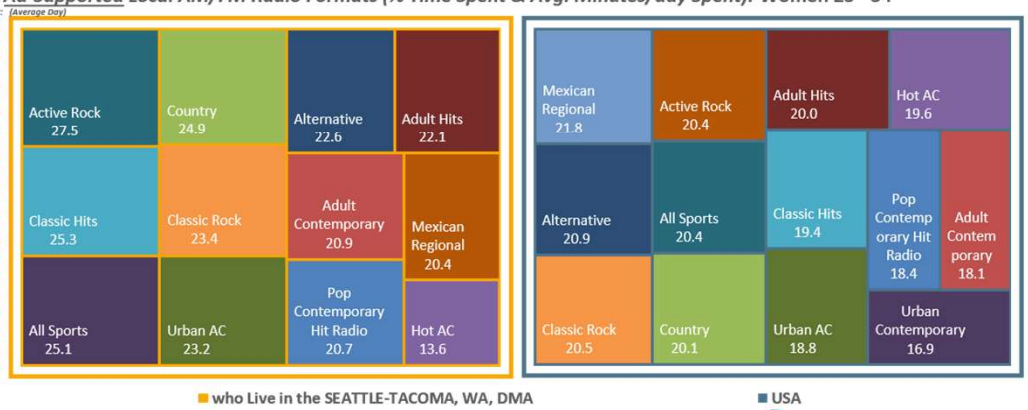
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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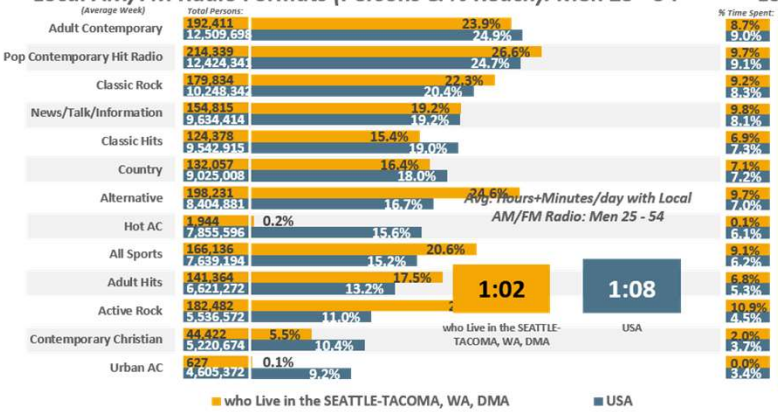
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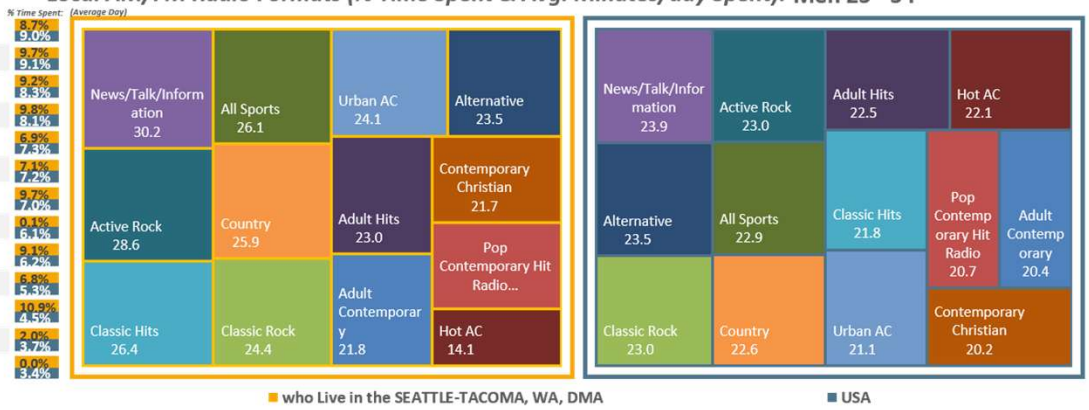


777,706 or 61.7% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Alternative, Adult Contemporary, Active Rock, and Classic Rock.

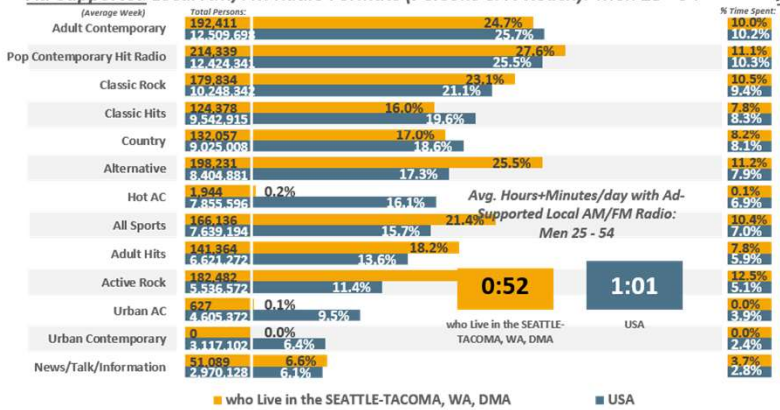
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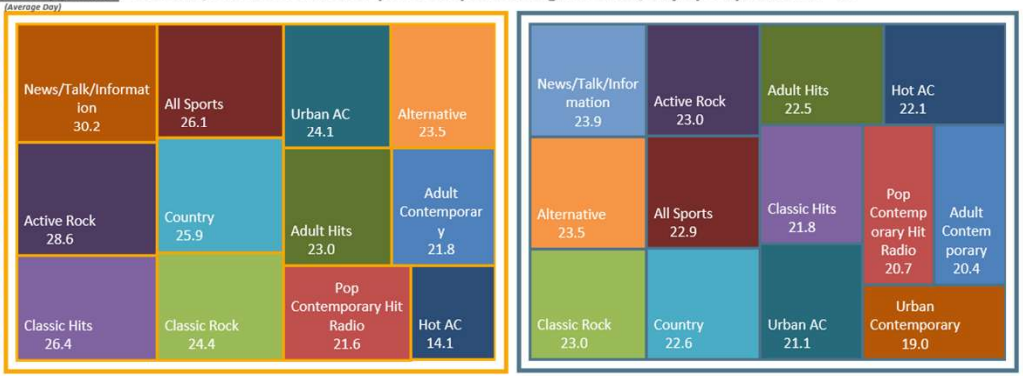
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



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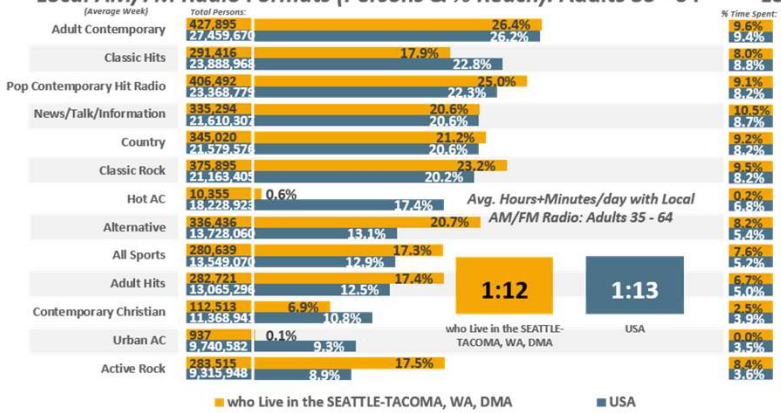
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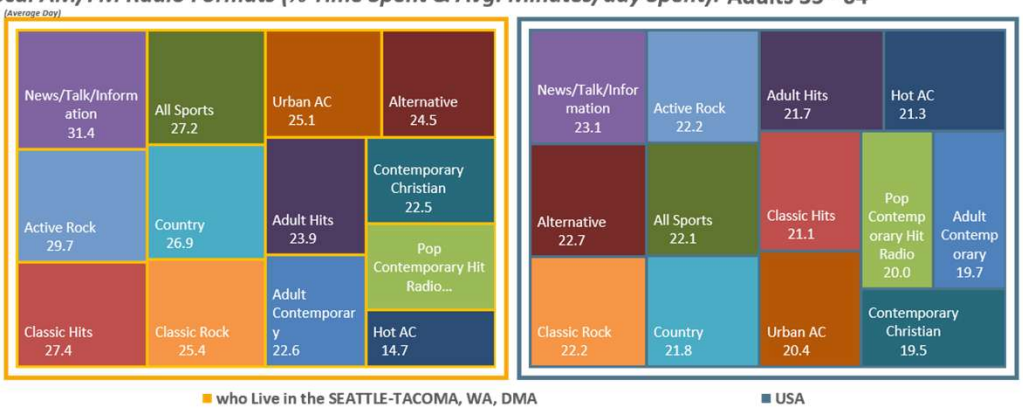


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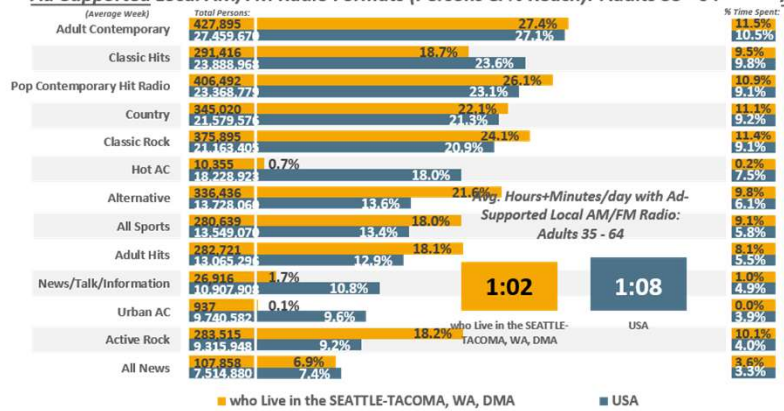
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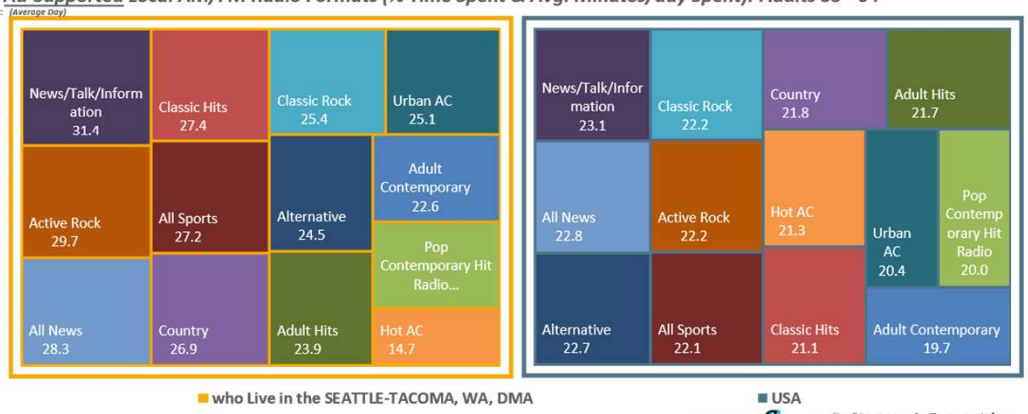
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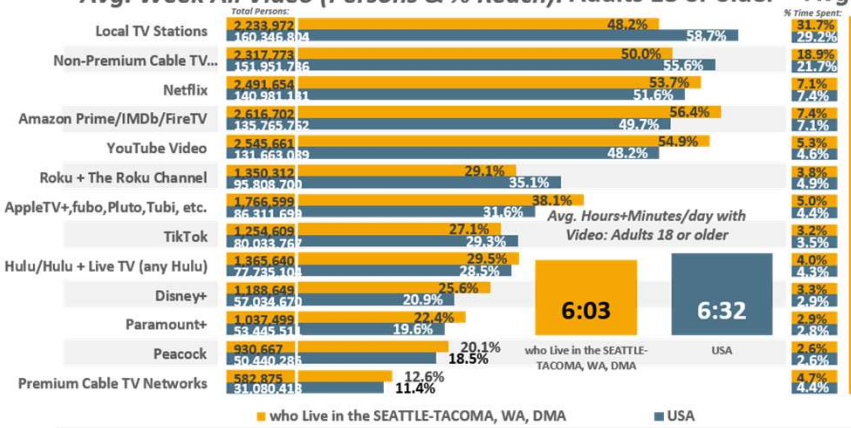
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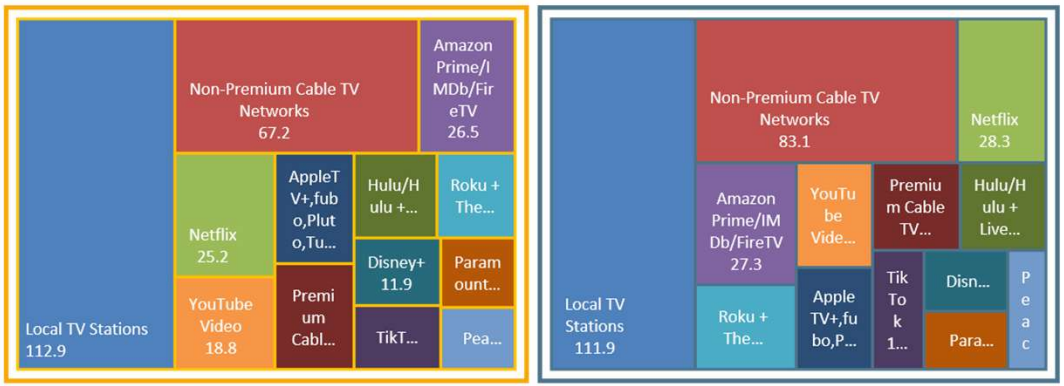
P18+

2,202,988 or 47.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 106.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Video.

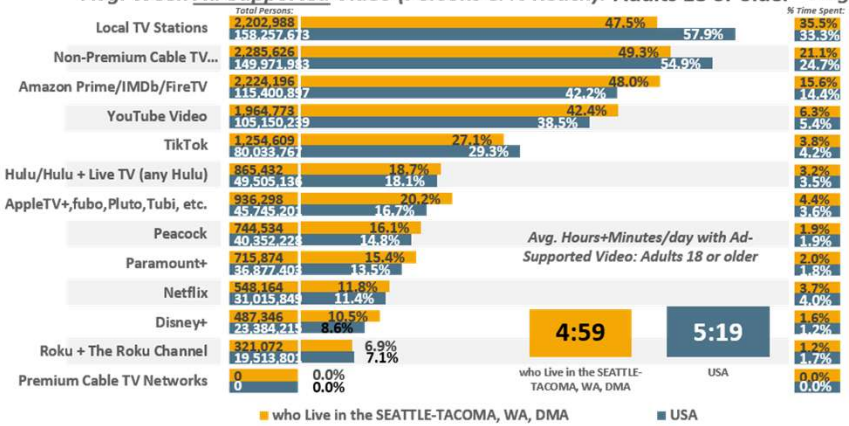
Avg. Week All Video (Persons & % Reach): Adults 18 or older



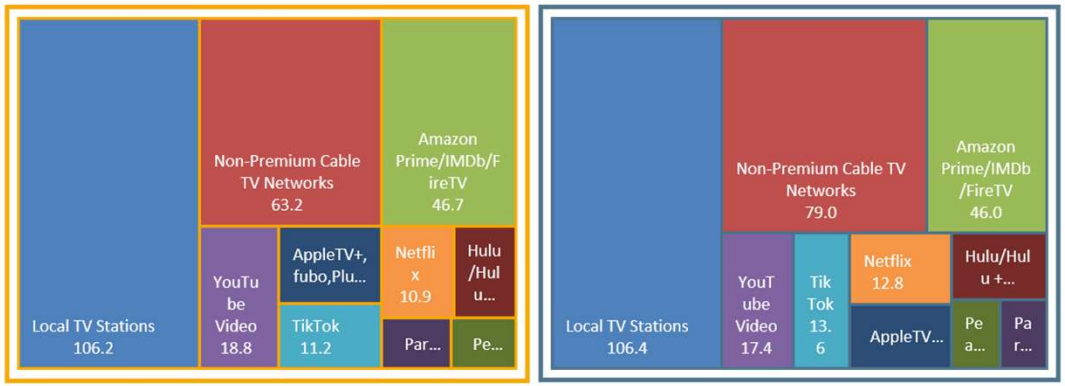
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

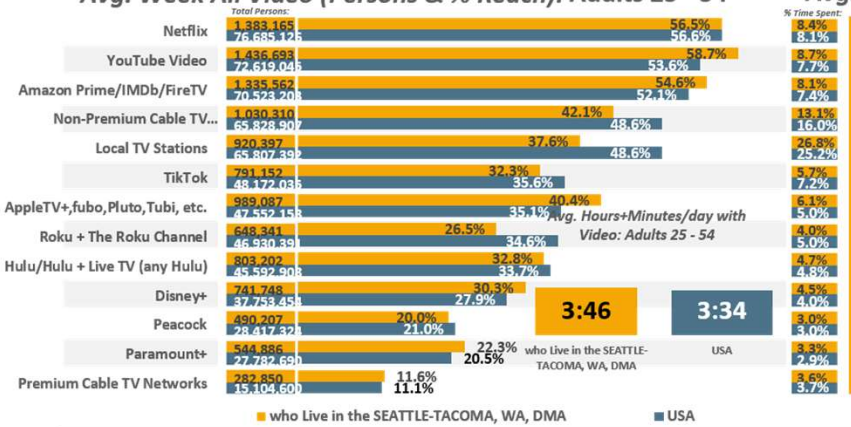
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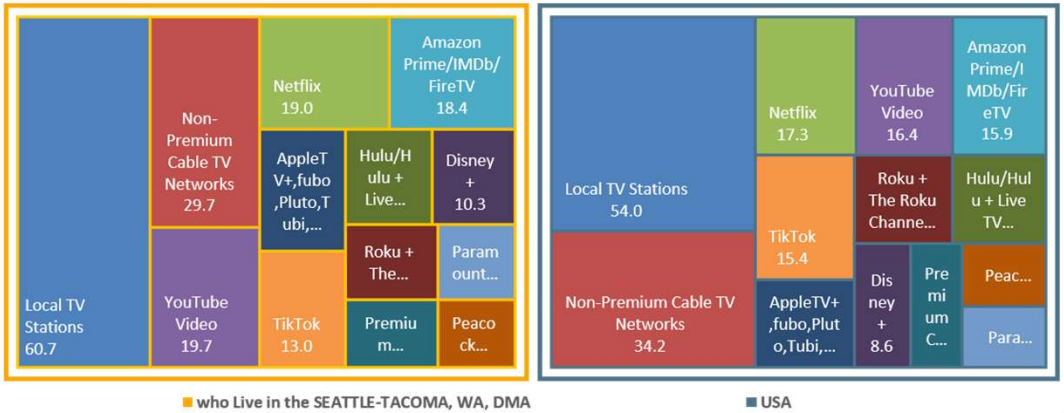


906,246 or 37.% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 57.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

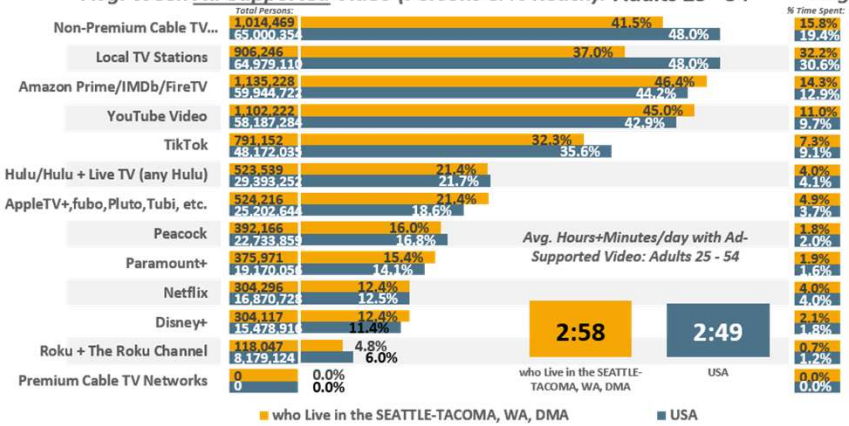
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



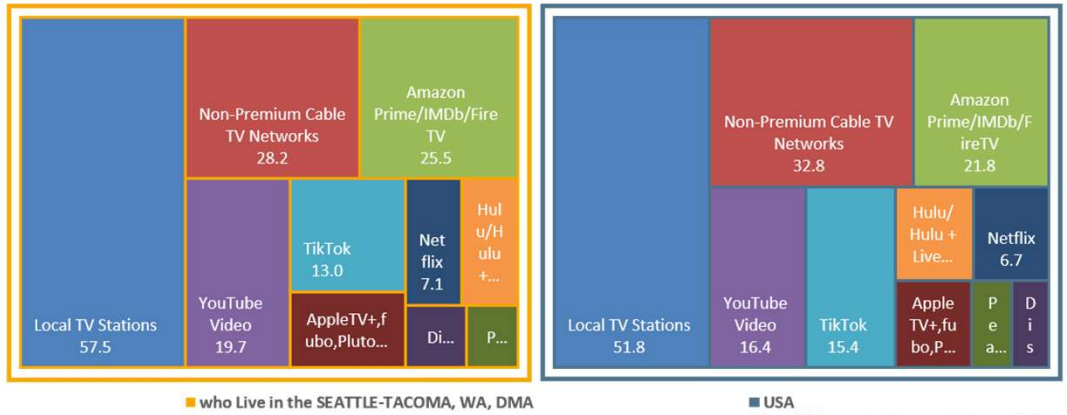
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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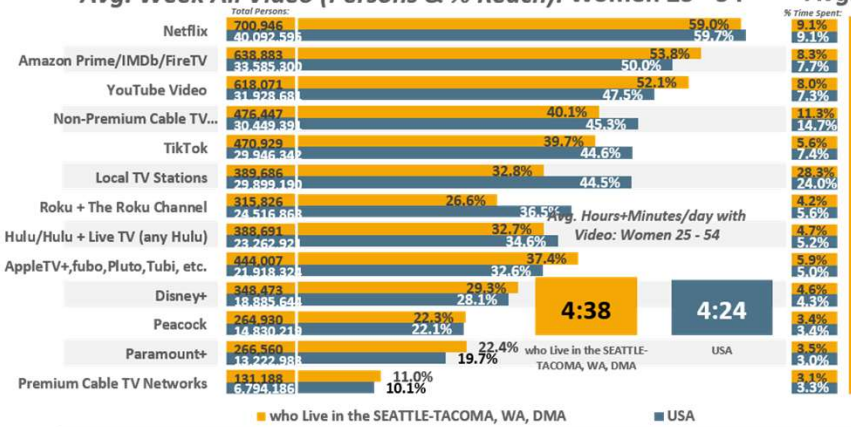
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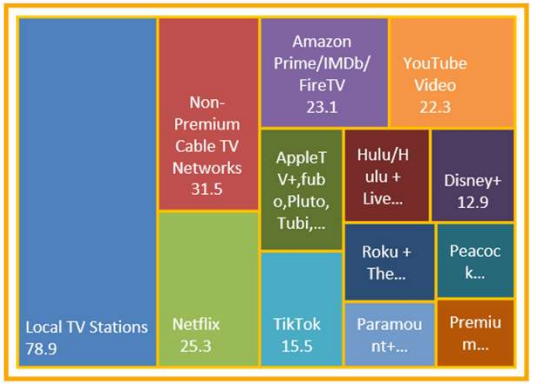


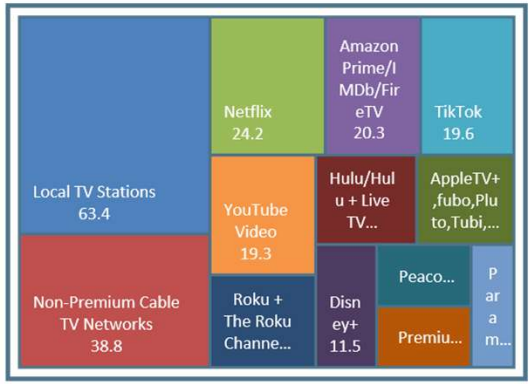
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Avg. Week All Video (Persons & % Reach): Women 25 - 54

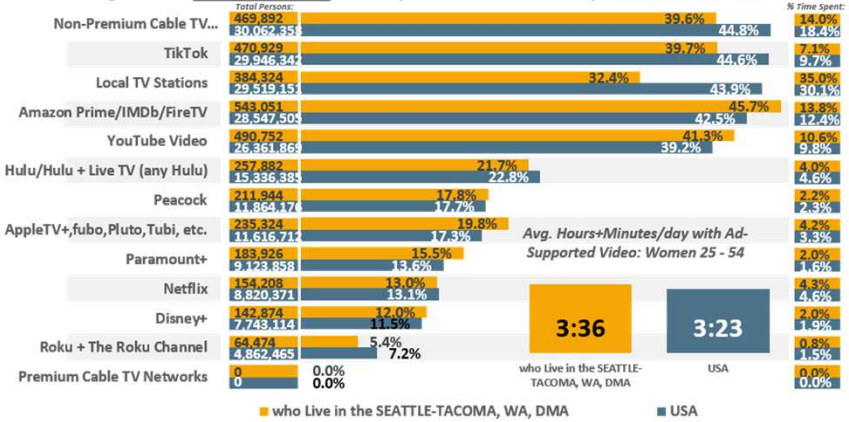


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

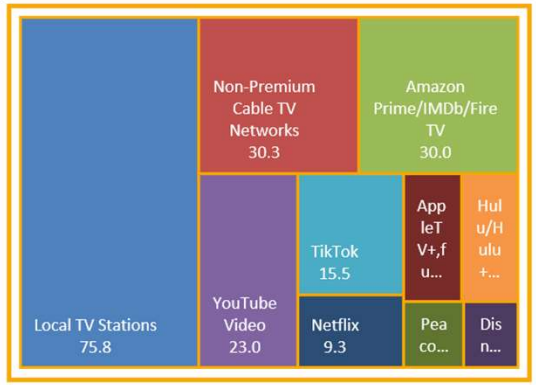


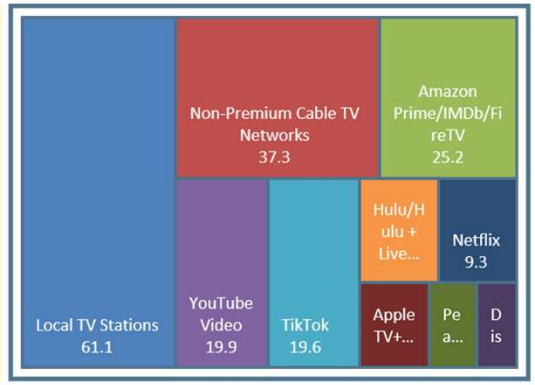


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



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USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

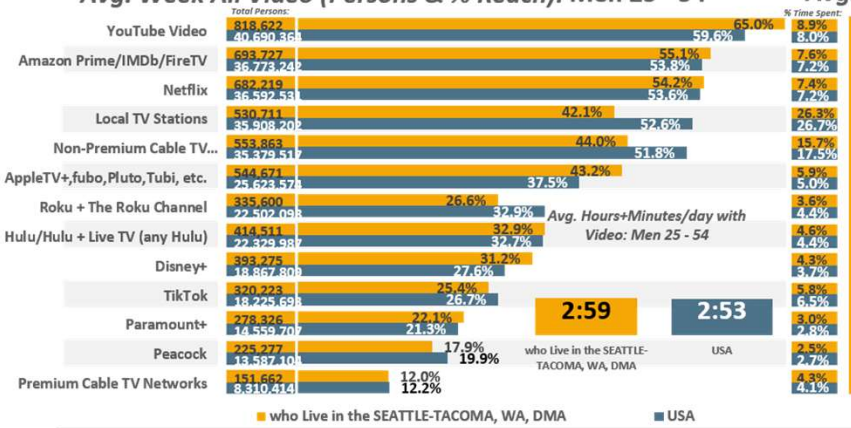
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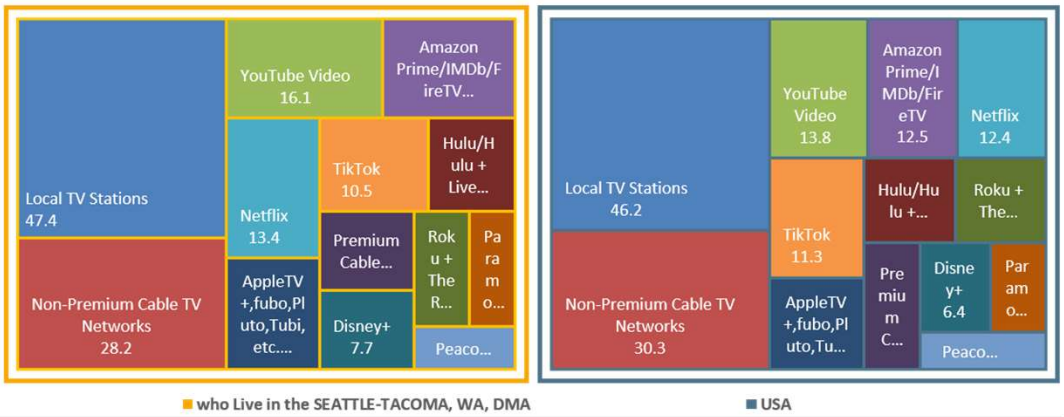


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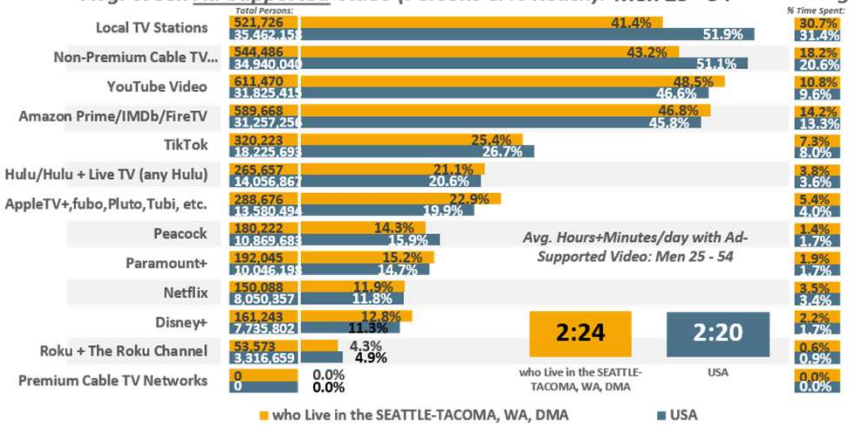
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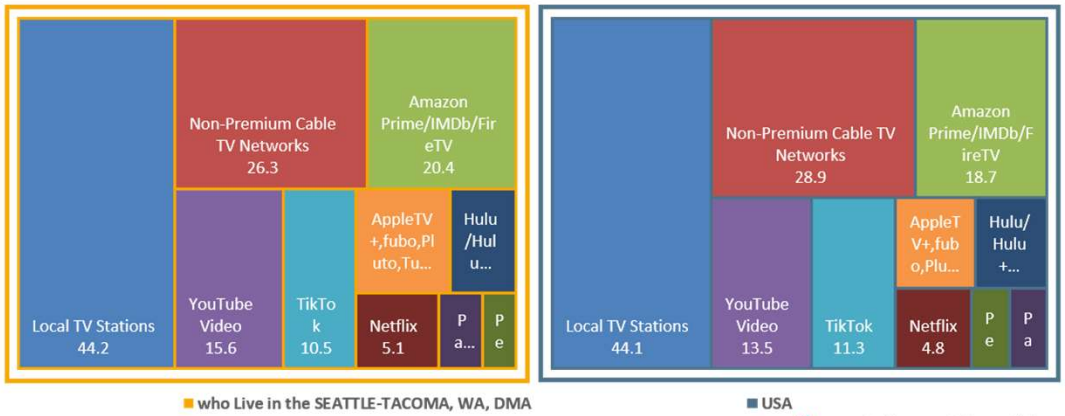
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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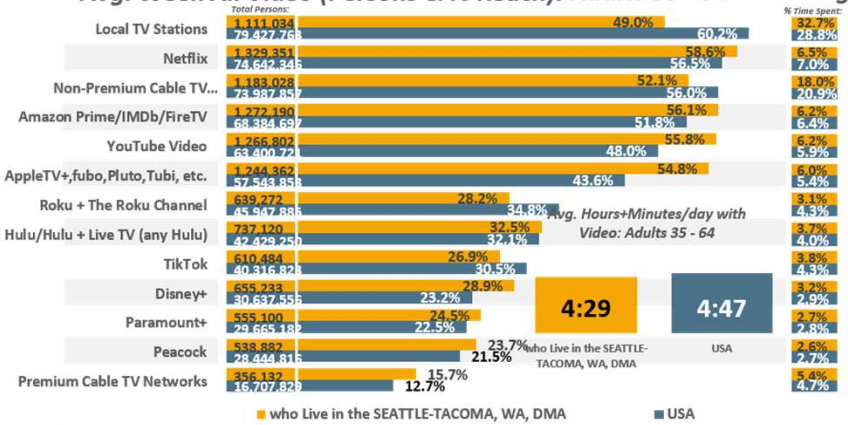
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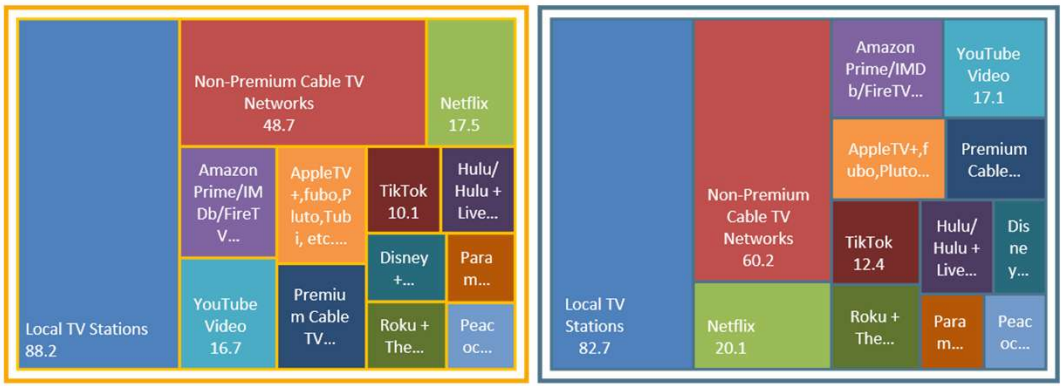


1,091,660 or 48.1% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 83.2 minutes every day representing 37.3% of all time spent daily with Ad-Supported Video.

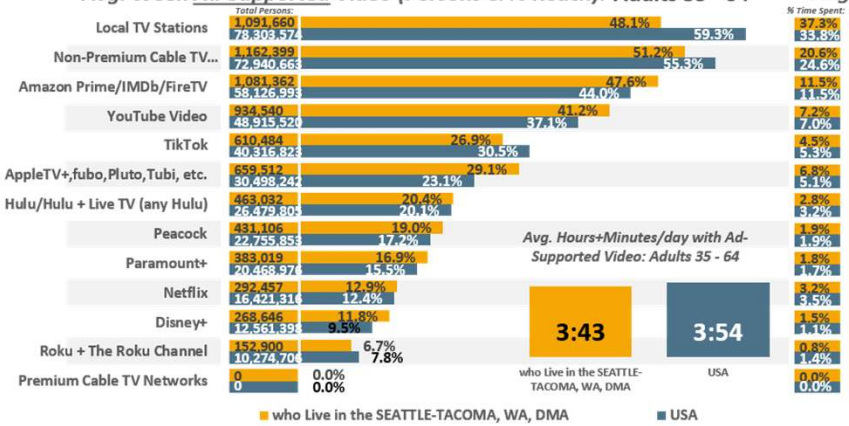
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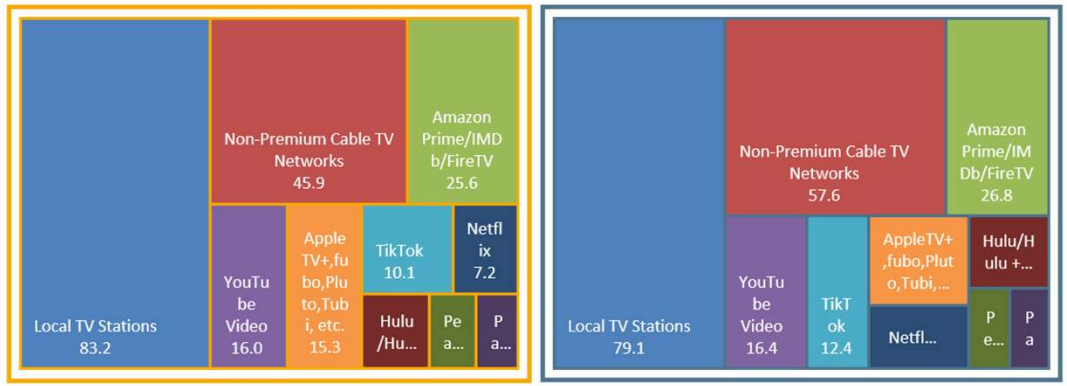
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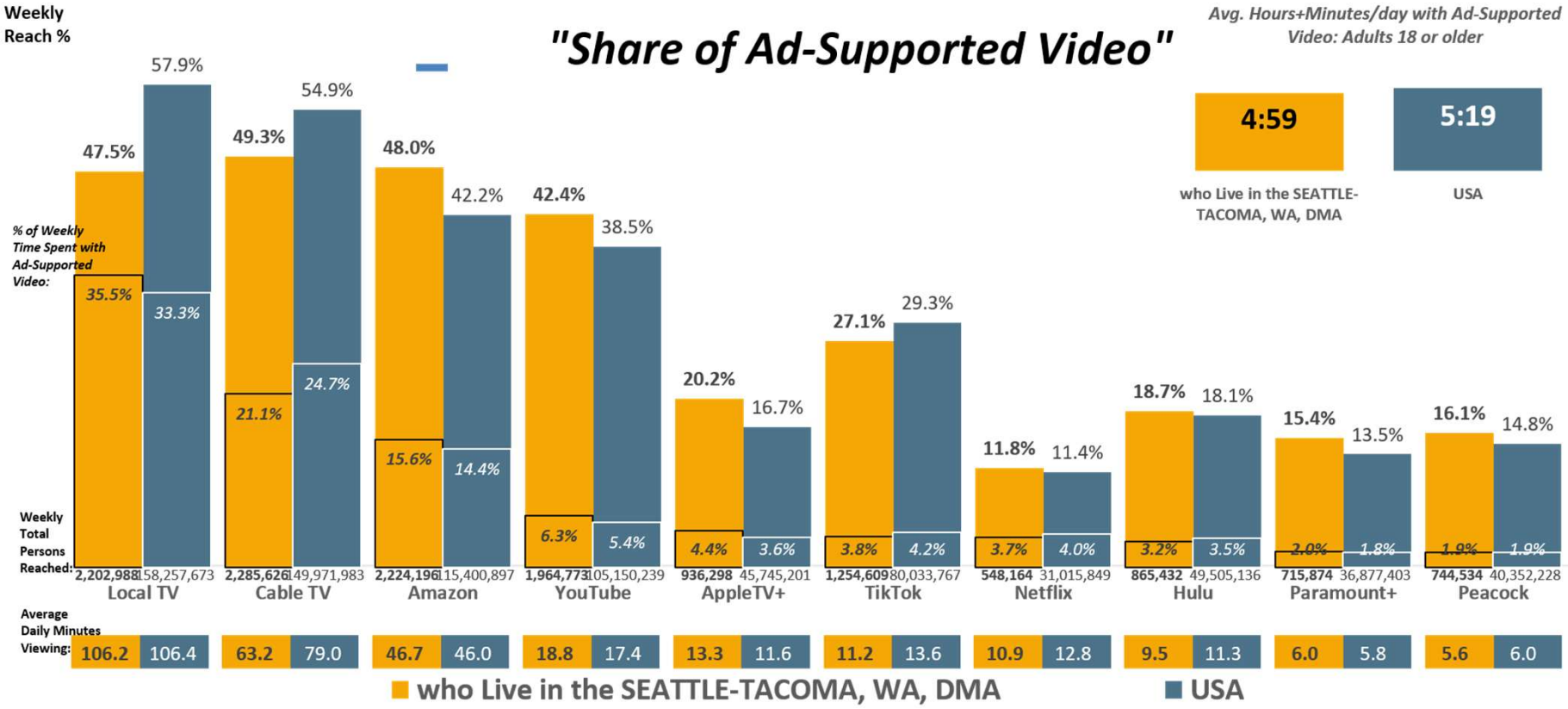
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P18+

2,202,988 or 47.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations for an average of 106.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Video.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

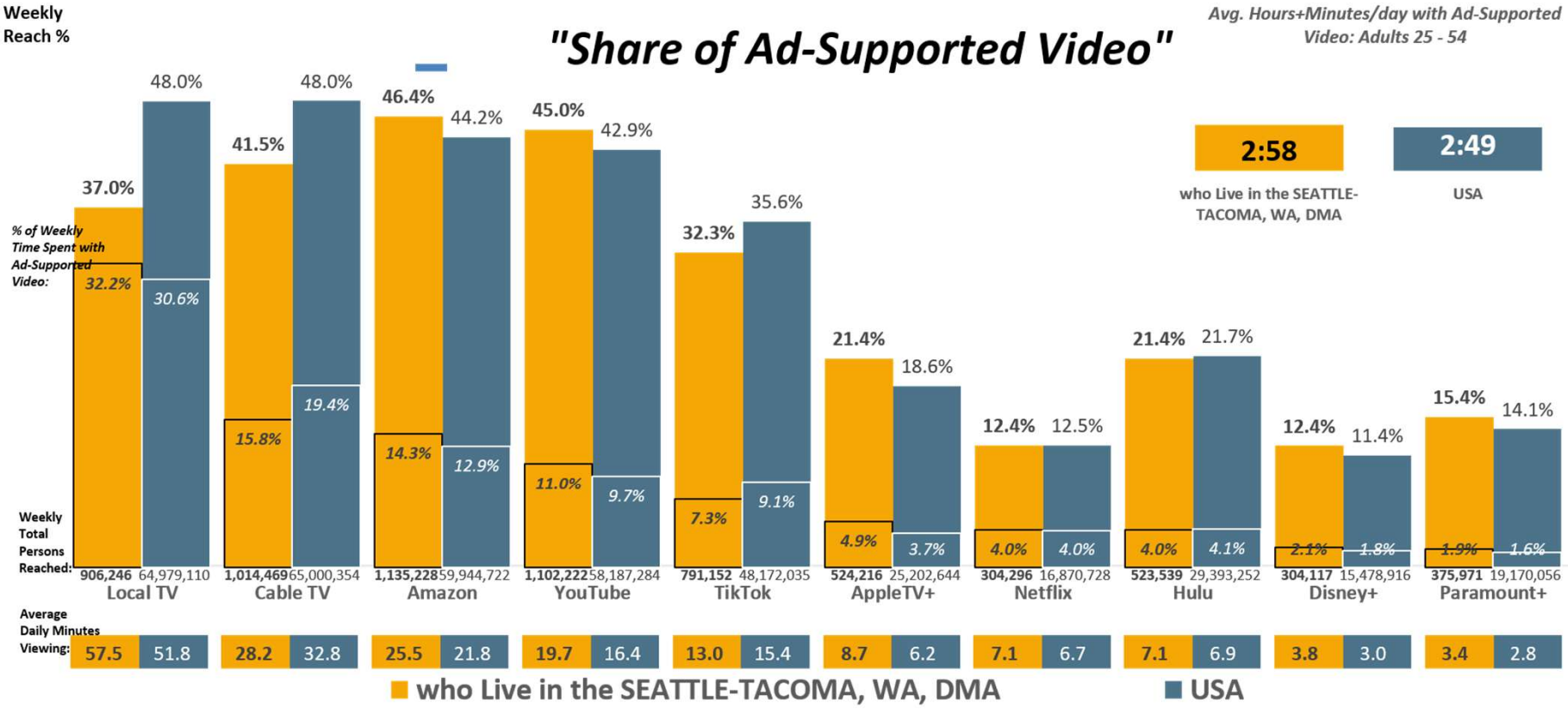
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P25-54

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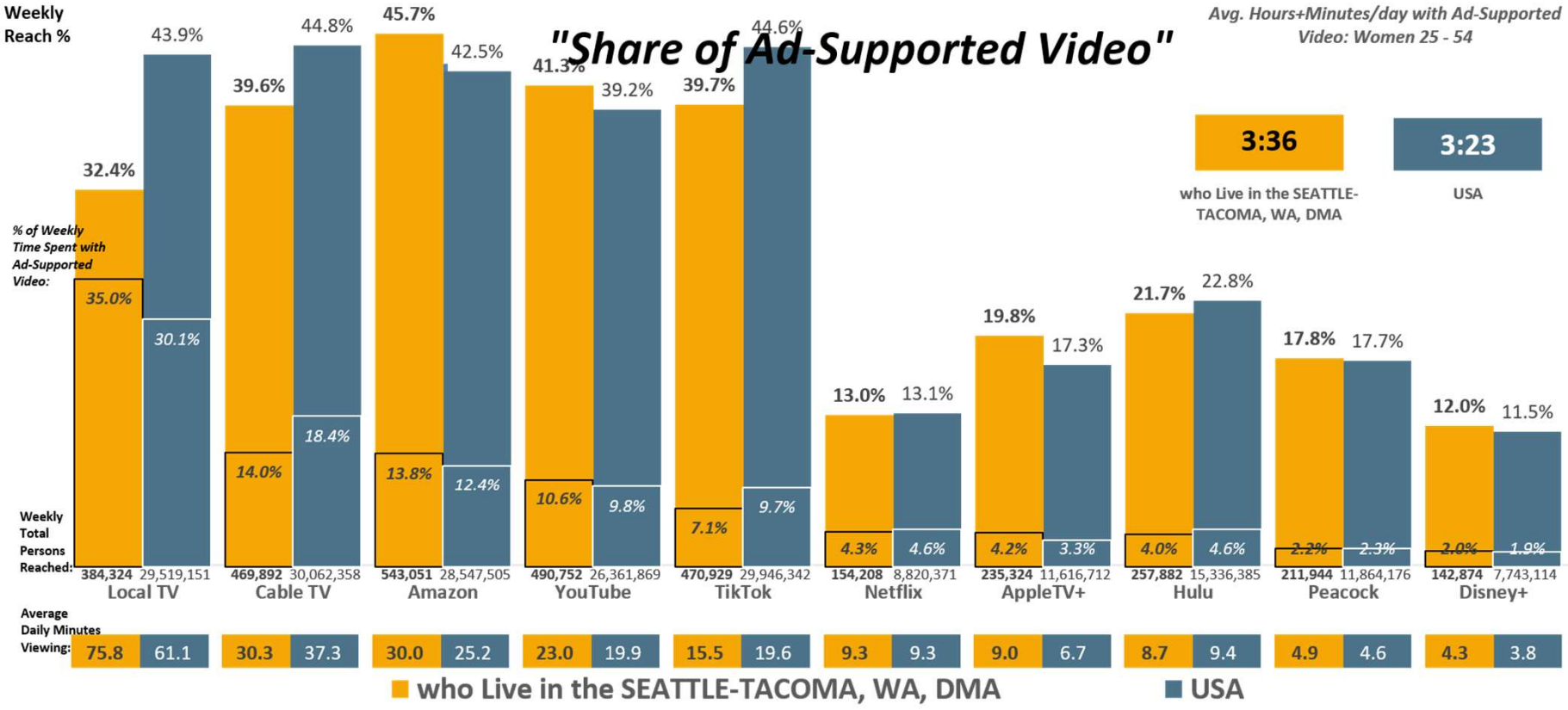
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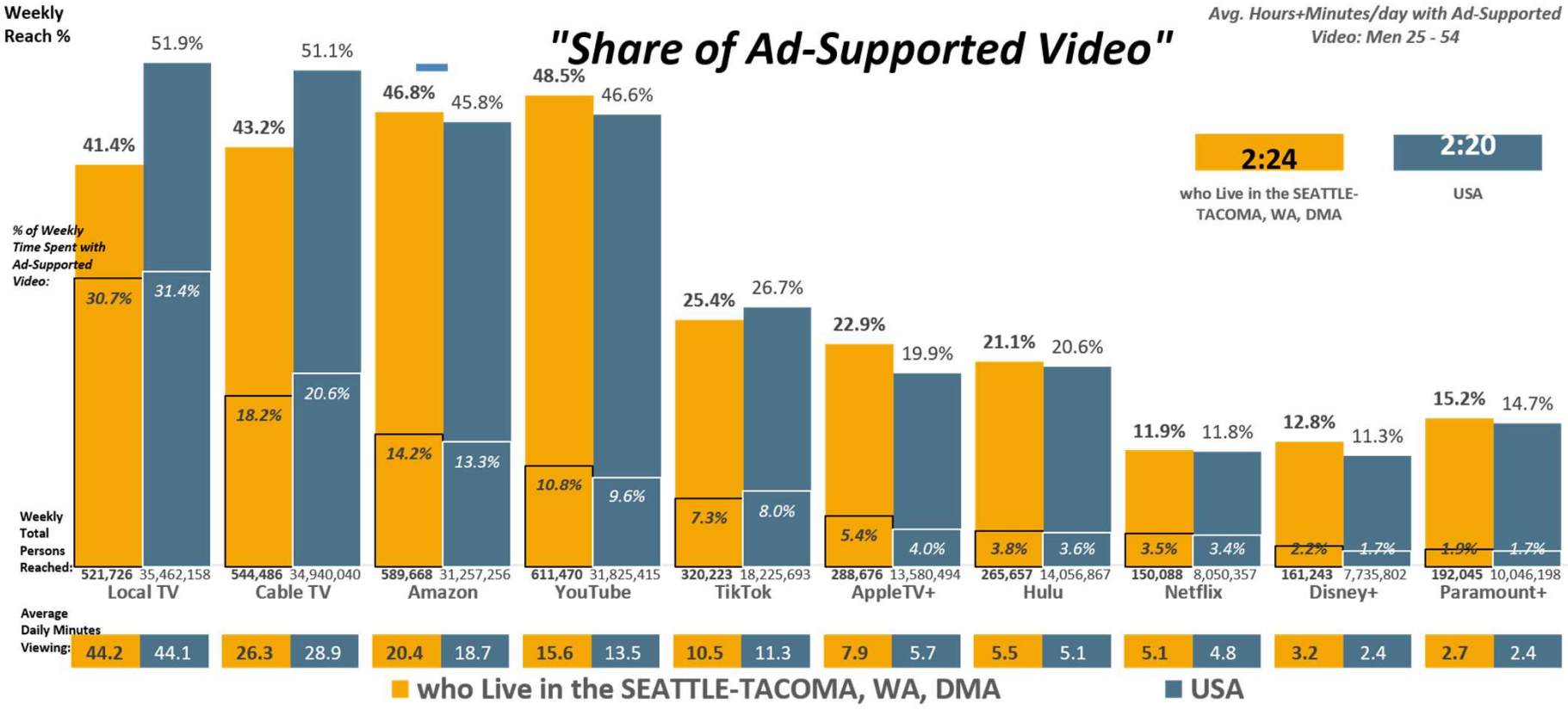
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M25-54

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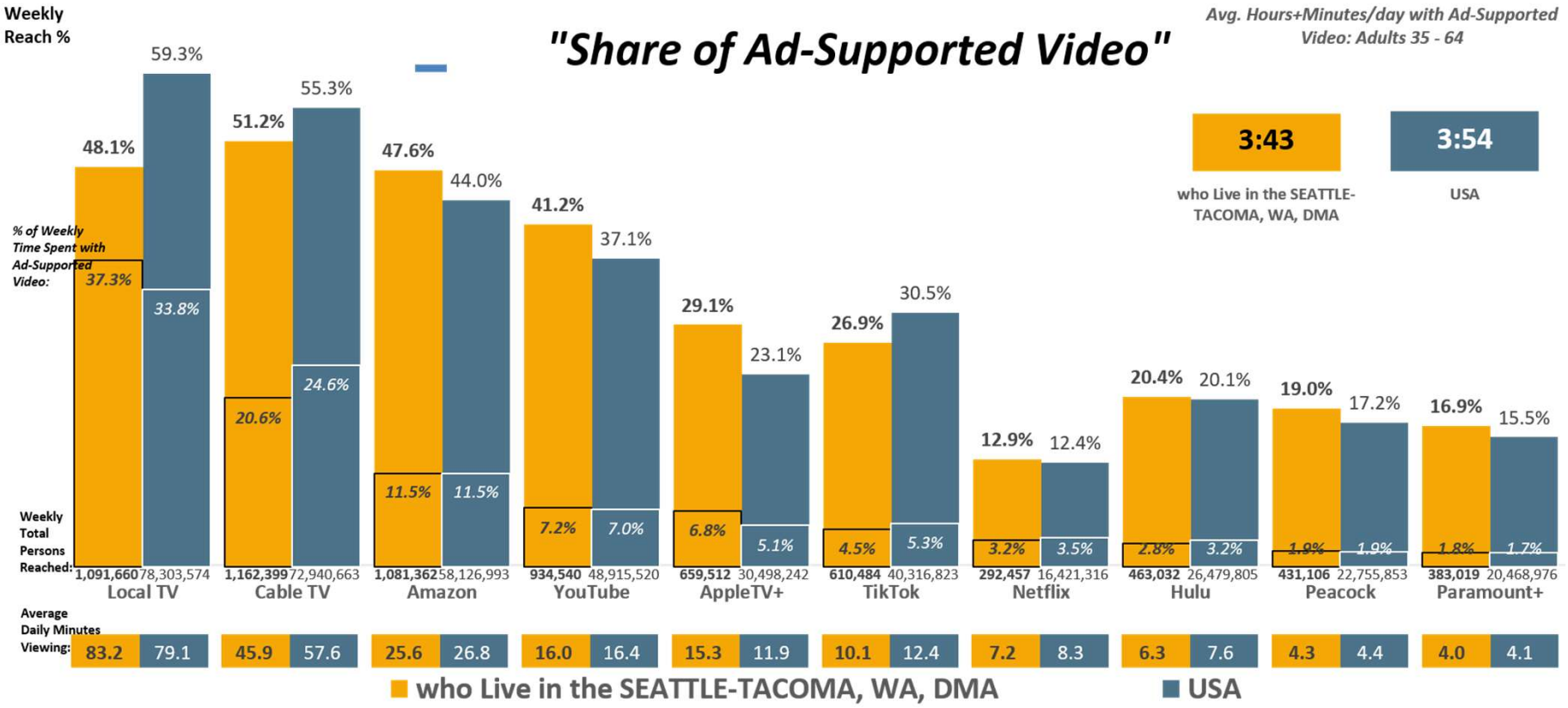
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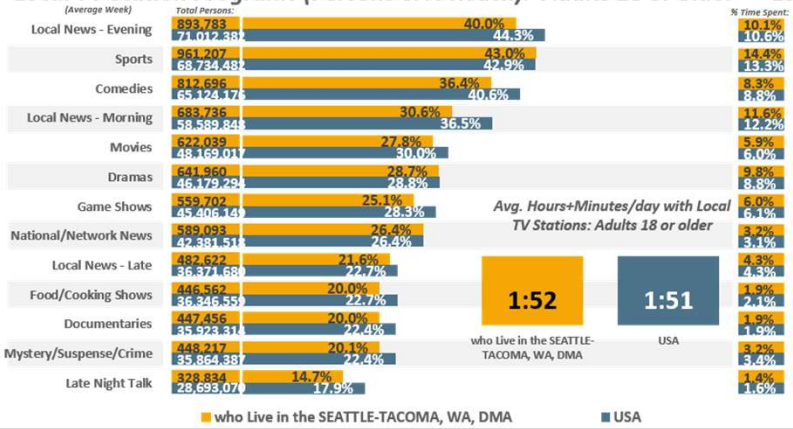
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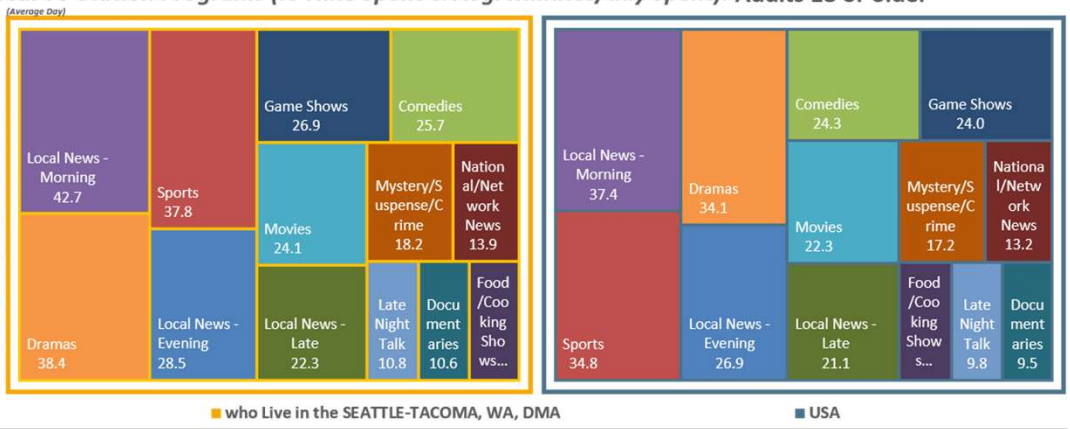
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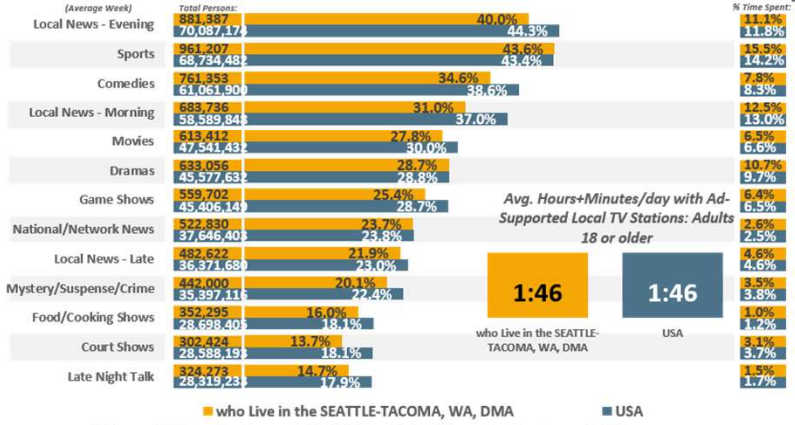
Local TV Station Programs (Persons & % Reach): Adults 18 or older



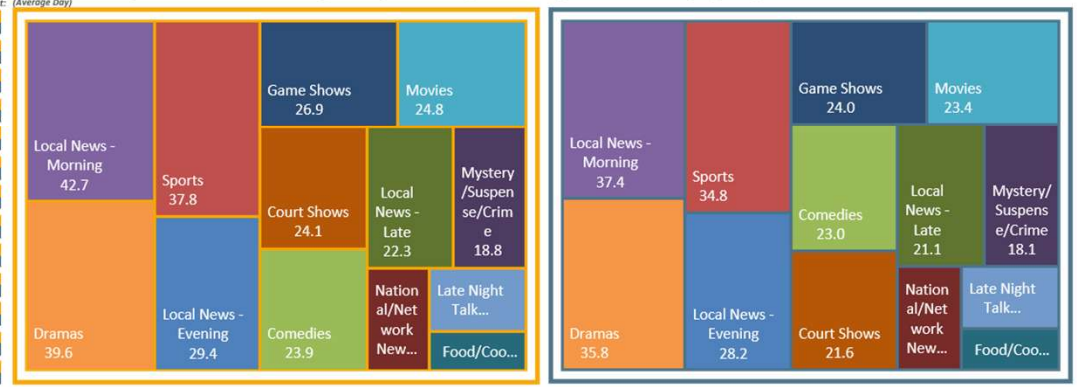
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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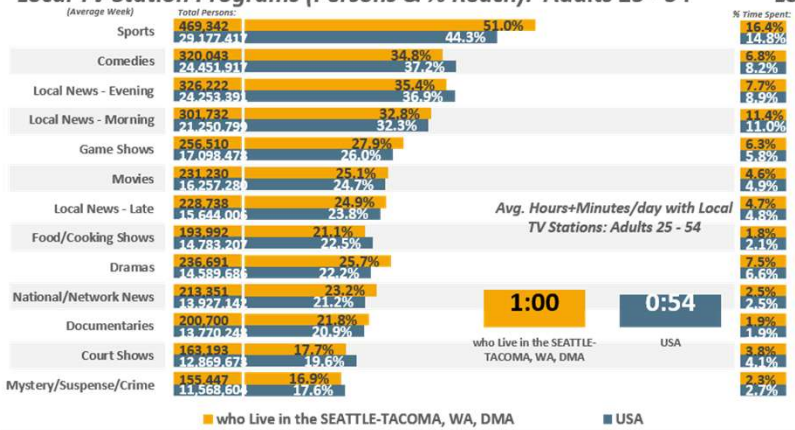
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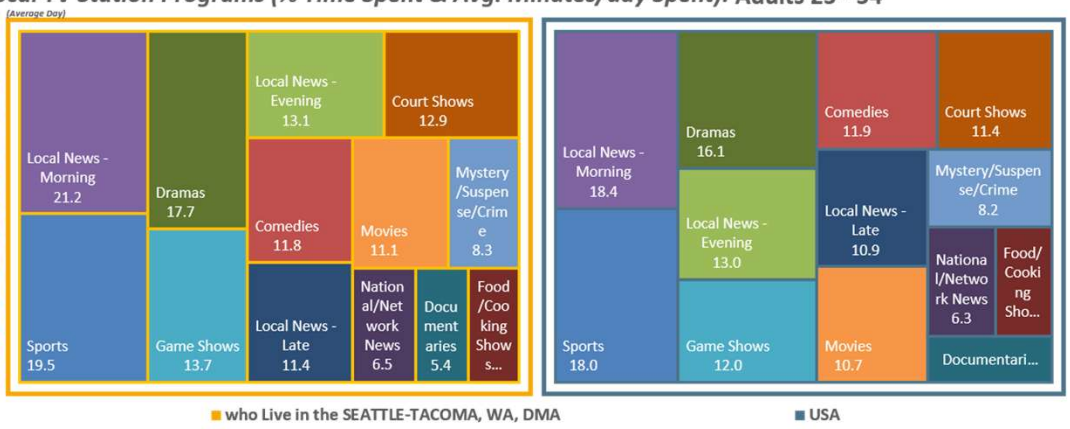
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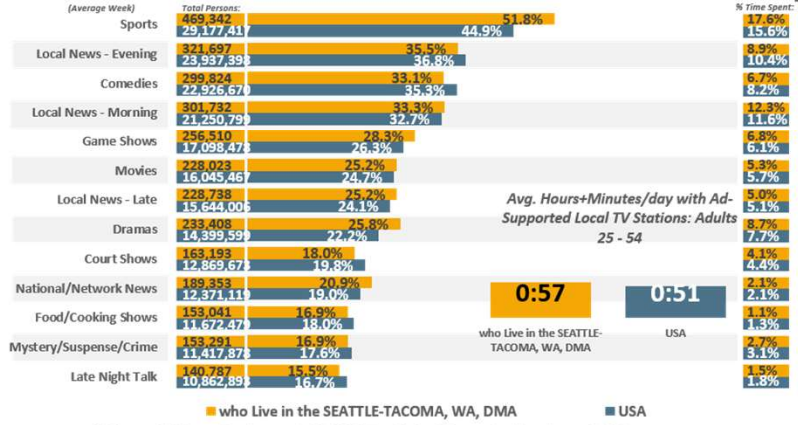
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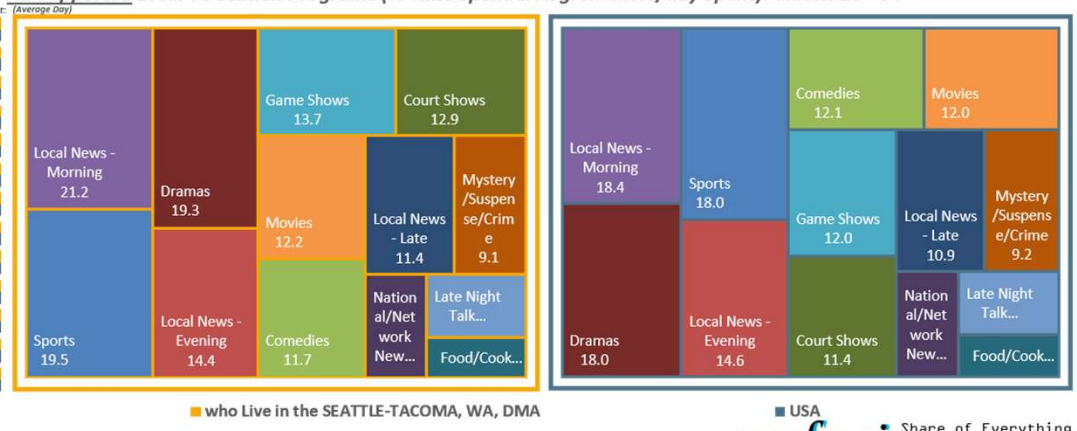
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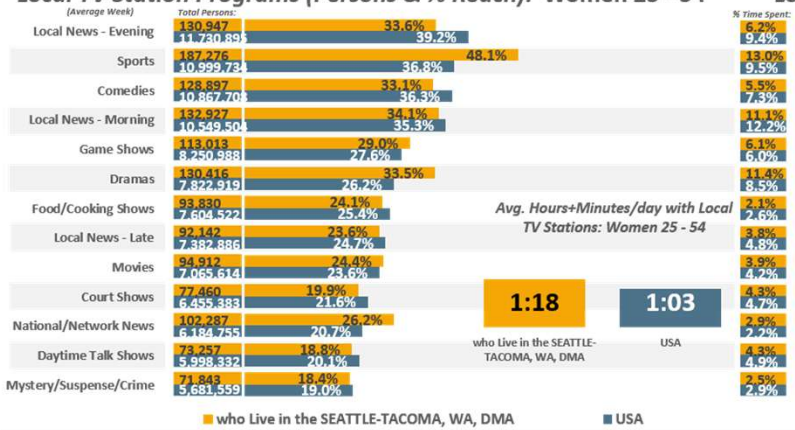
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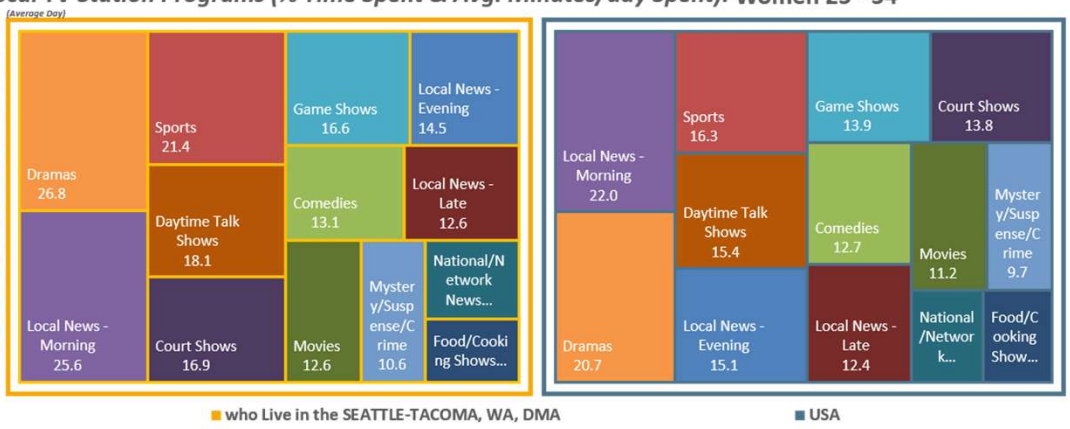


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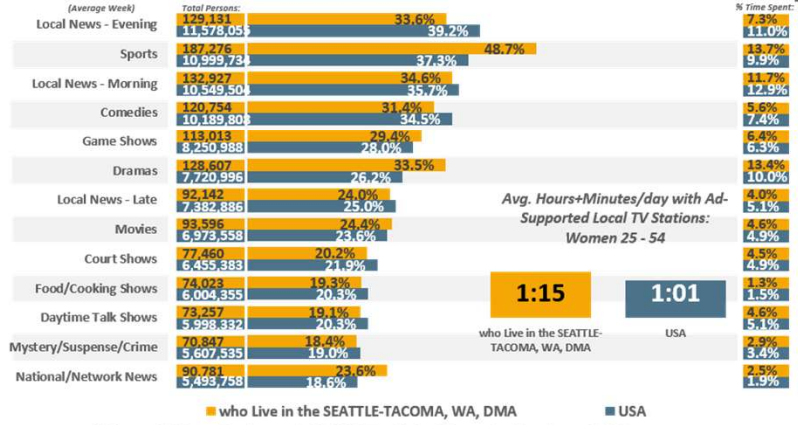
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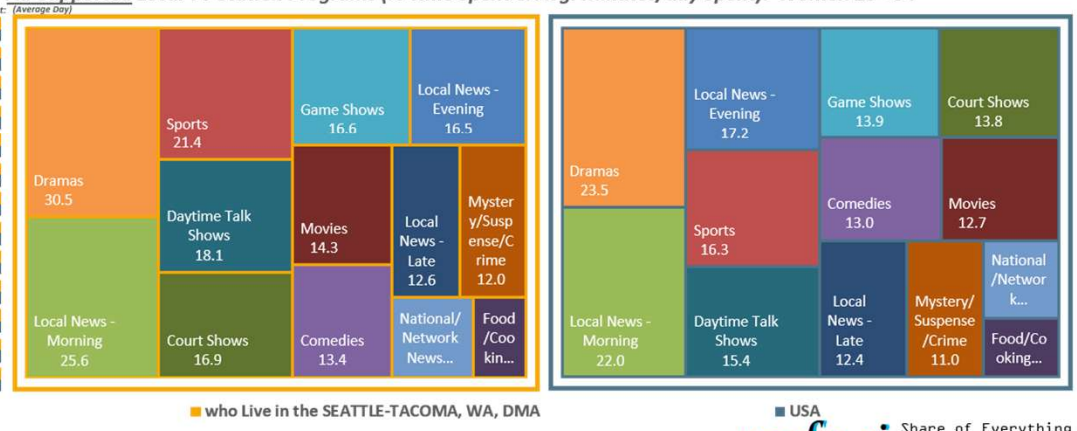
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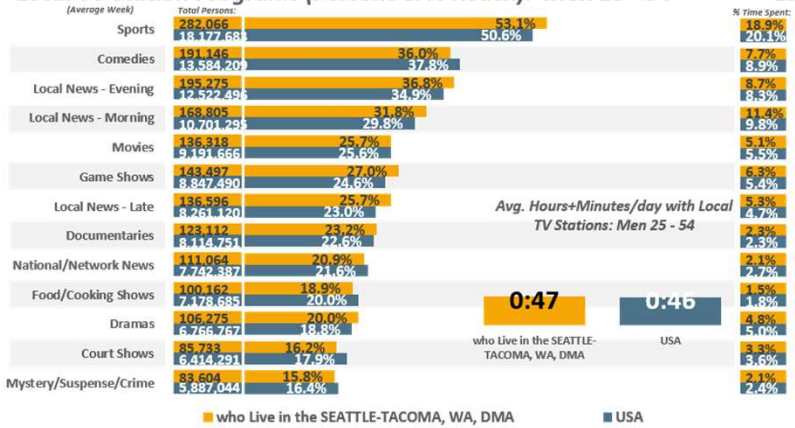
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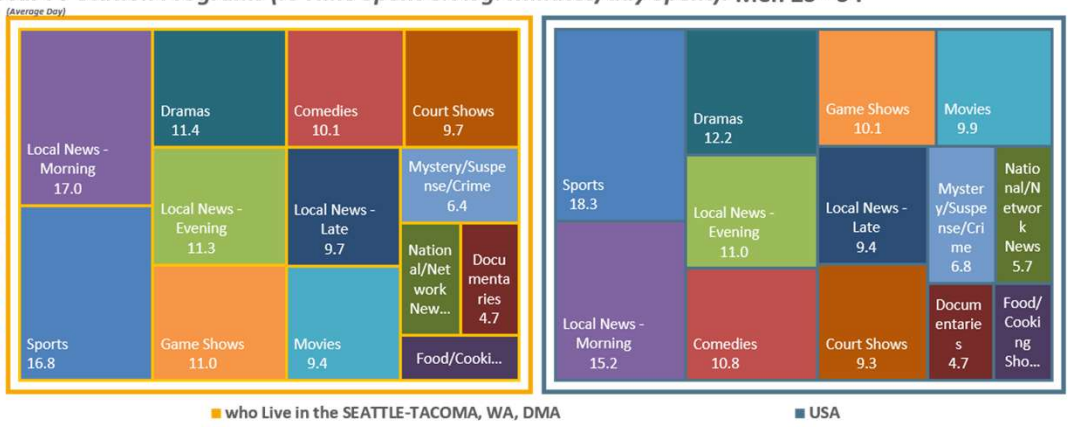


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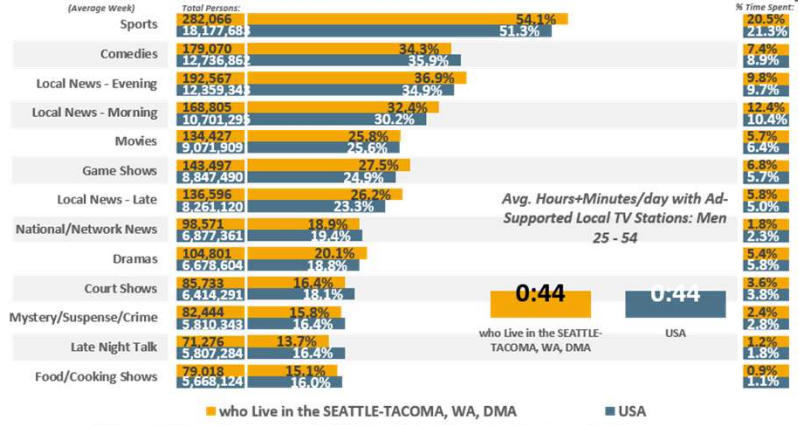
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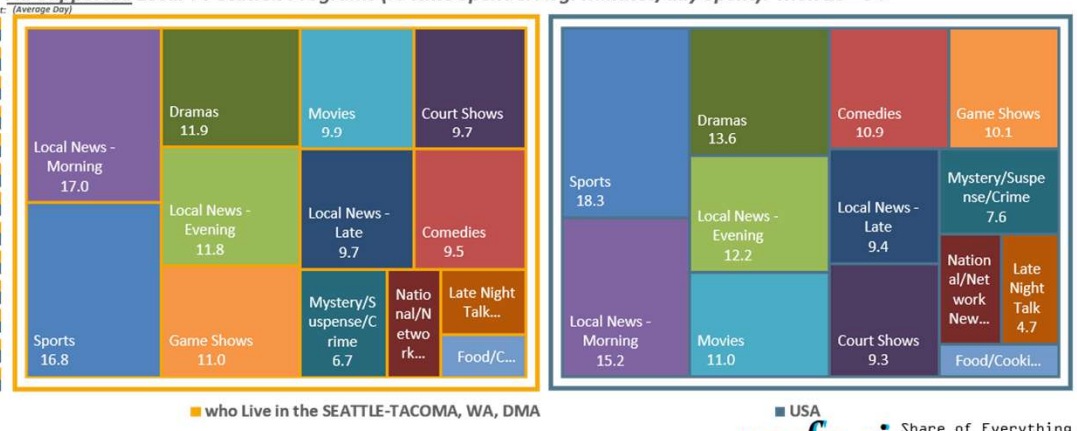
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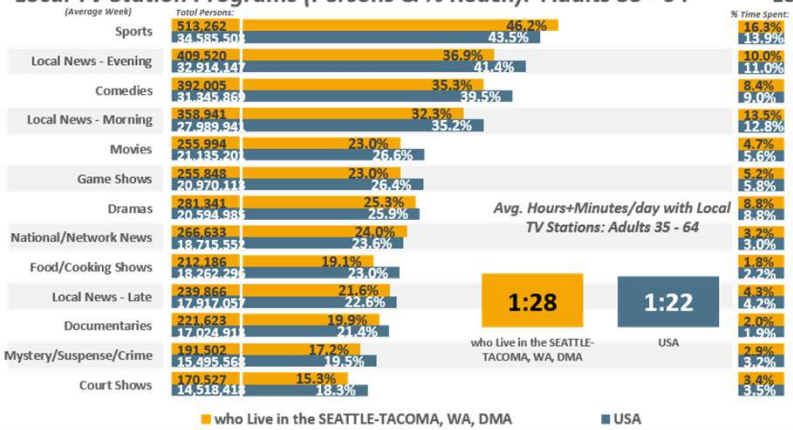
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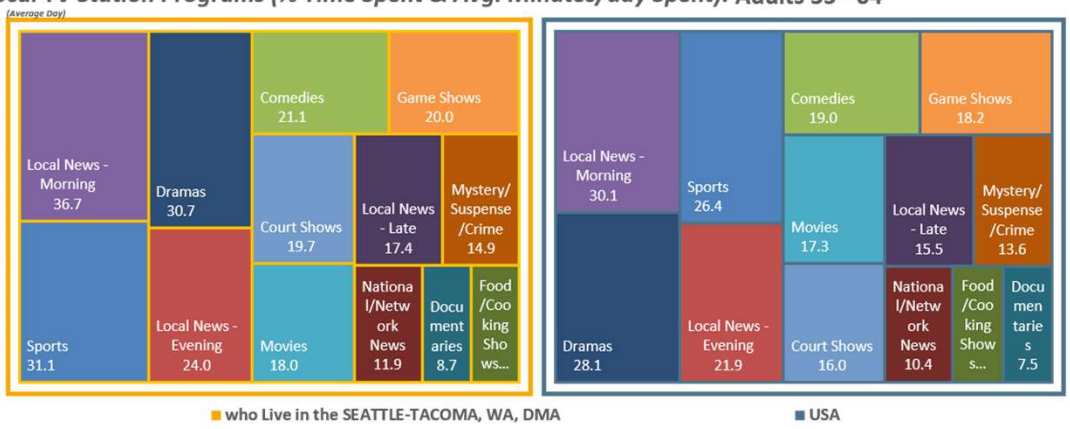


1,091,660 or 48.1% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Game Shows.

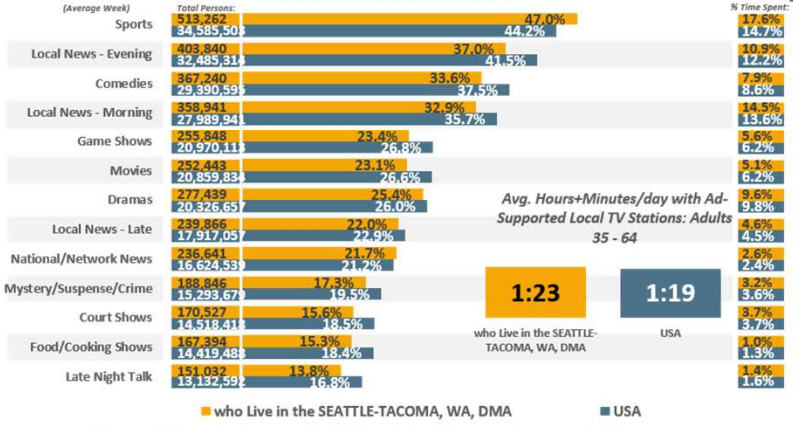
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



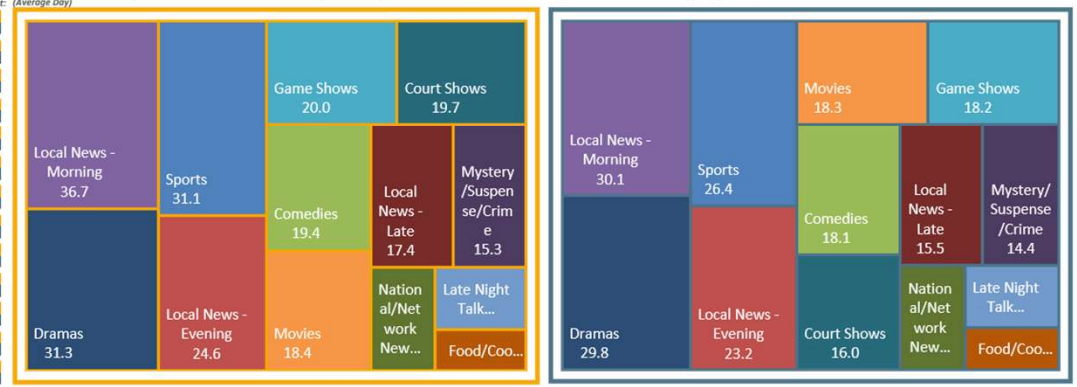
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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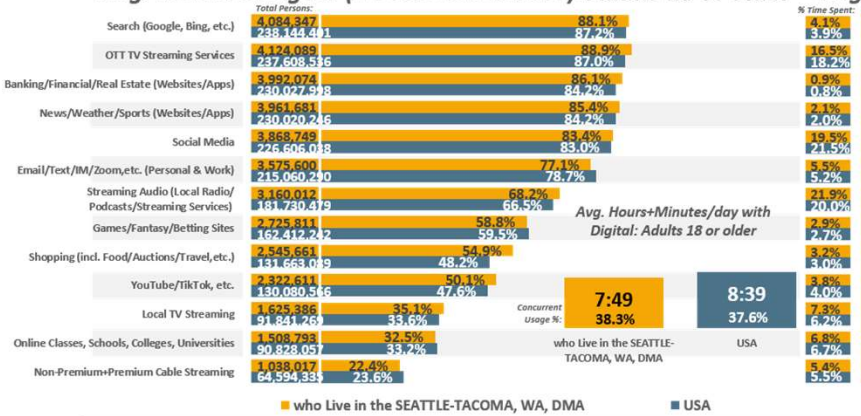
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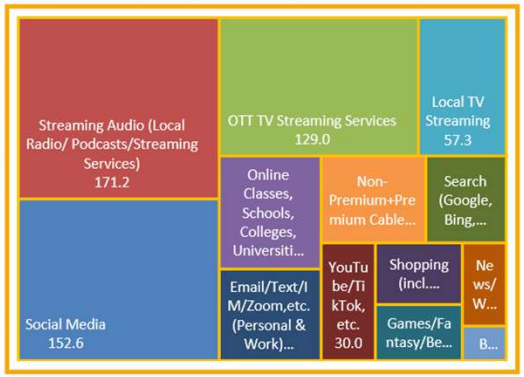
P18+

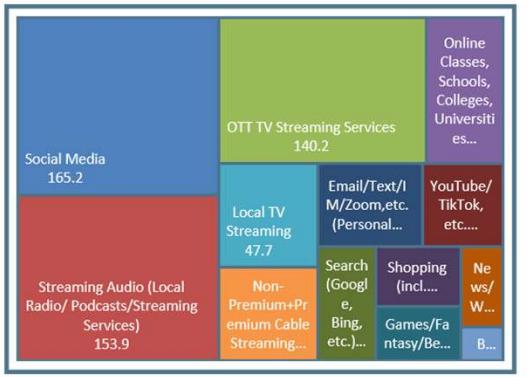
3,361,553 or 72.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 132.6 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

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

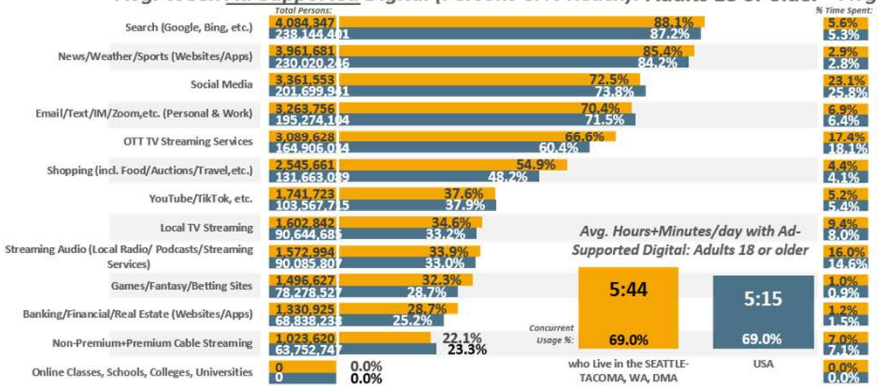


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

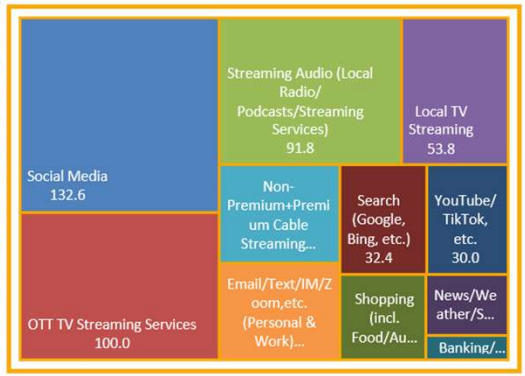


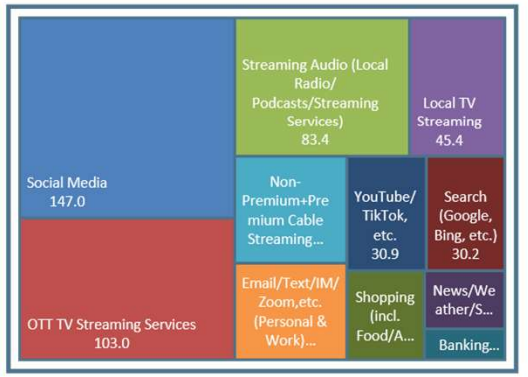


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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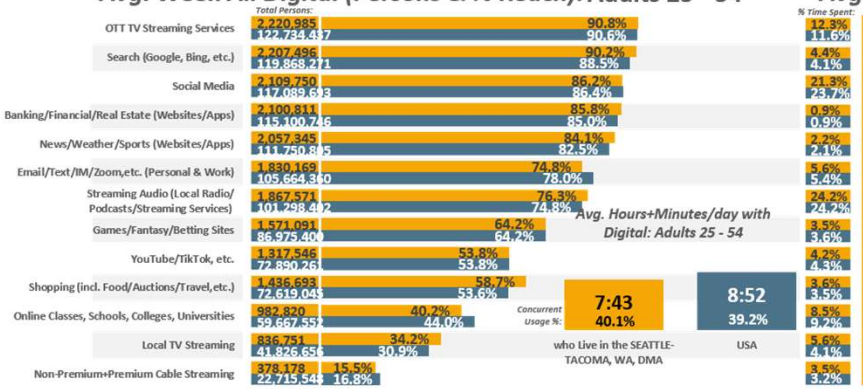
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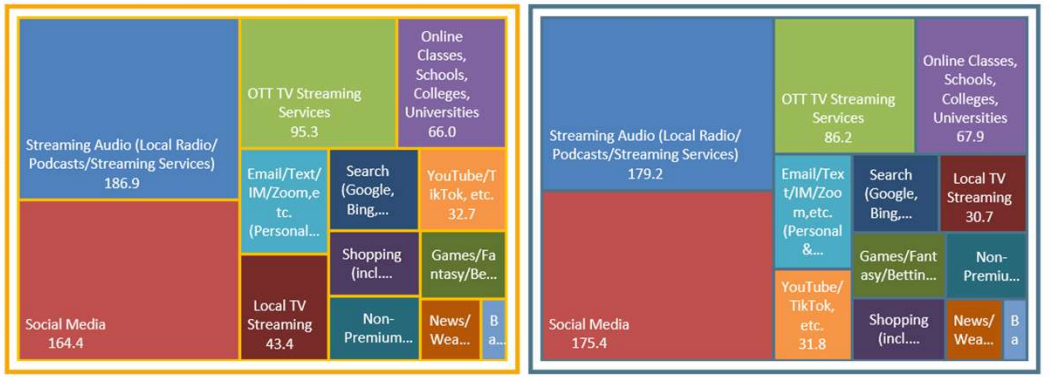


1,832,533 or 74.9% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 151.2 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

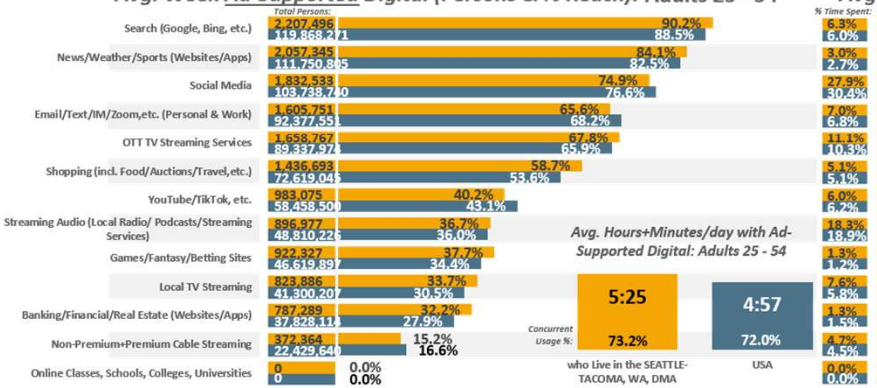
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



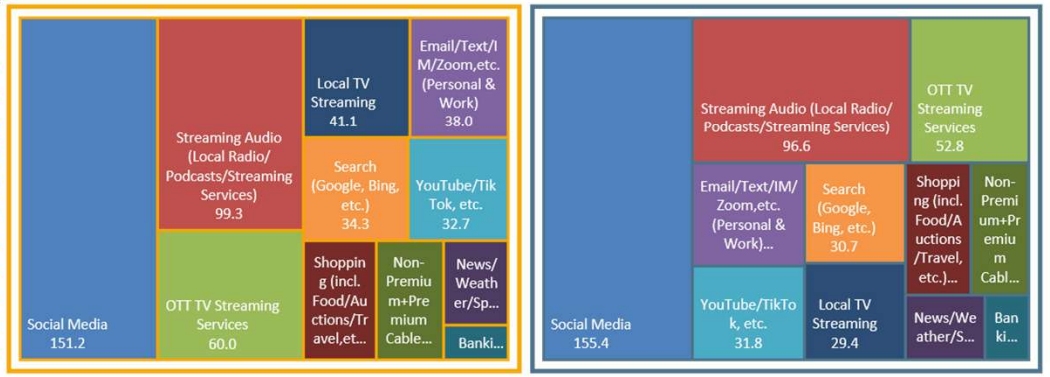
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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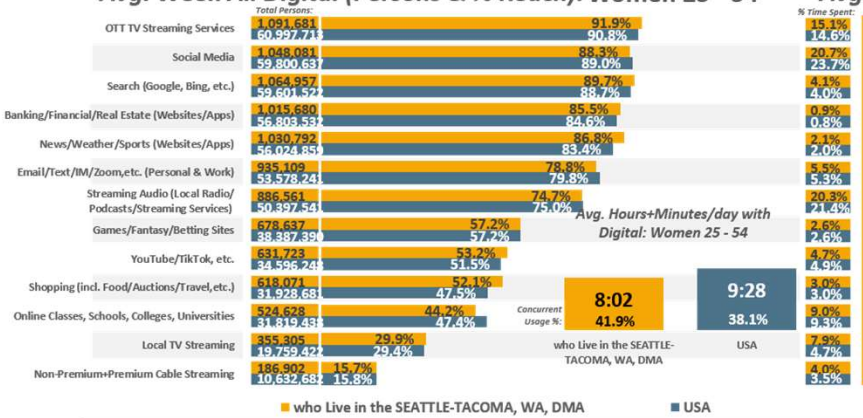
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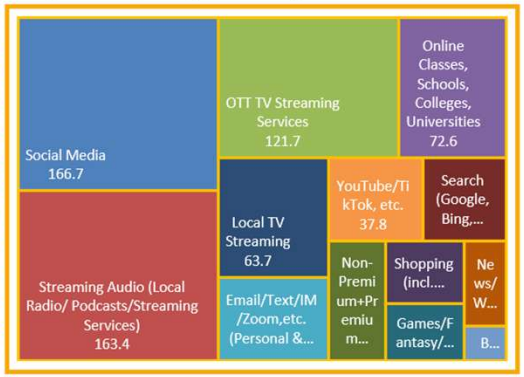


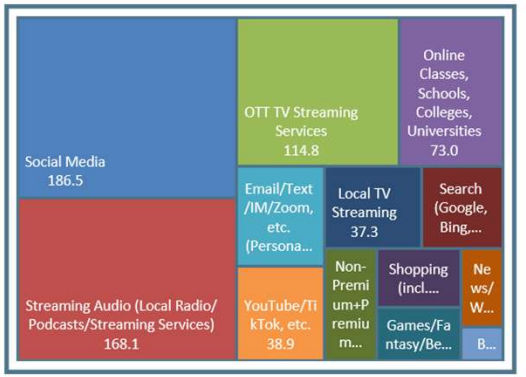
941,095 or 79.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 153.3 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

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

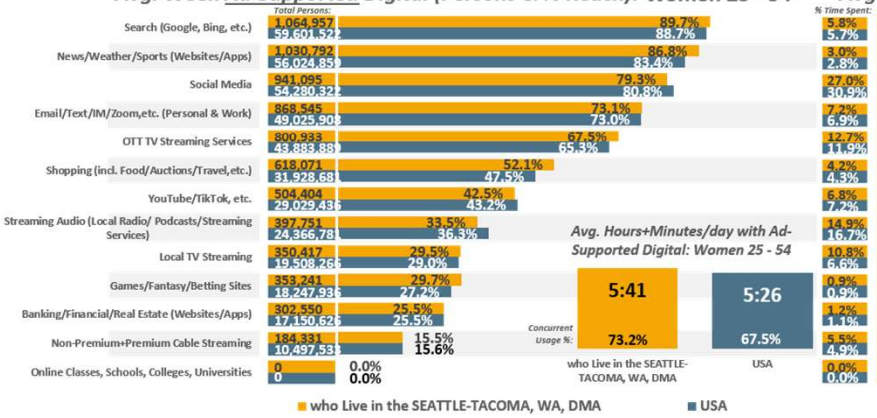


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

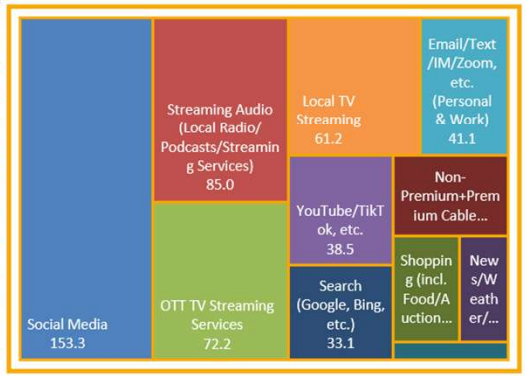


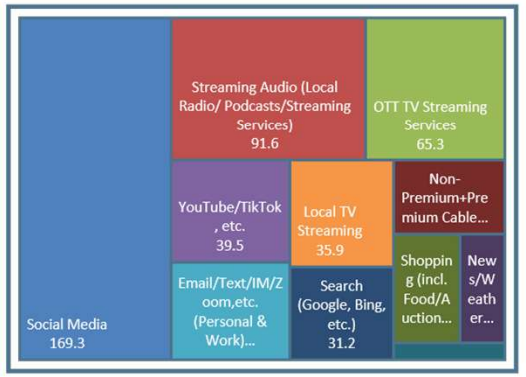


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



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





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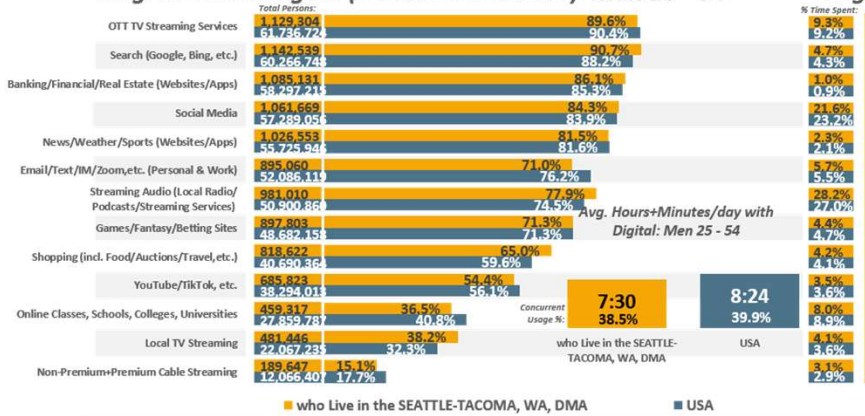
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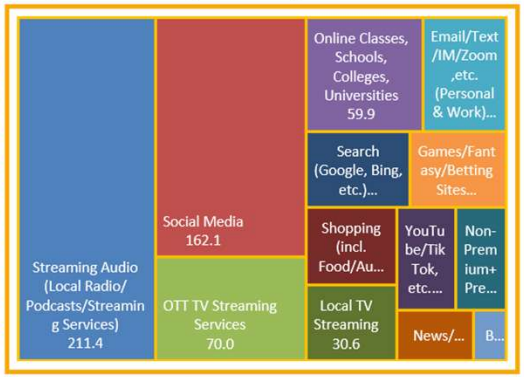


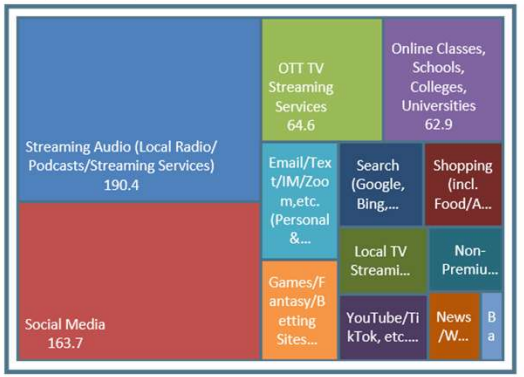
891,438 or 70.8% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 149.1 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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

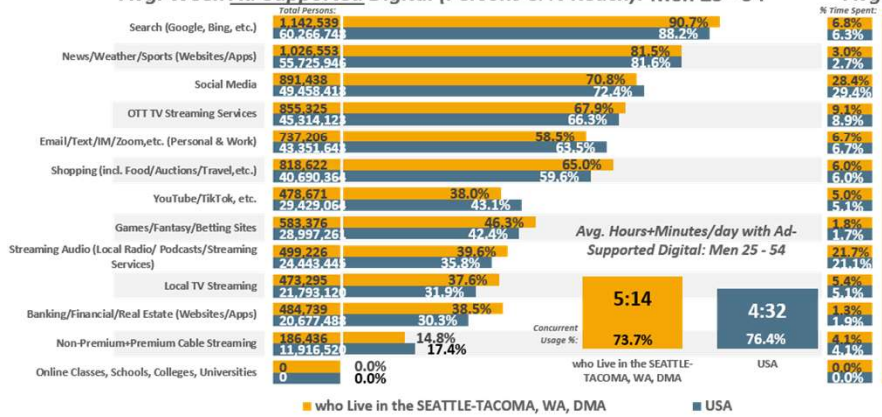


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

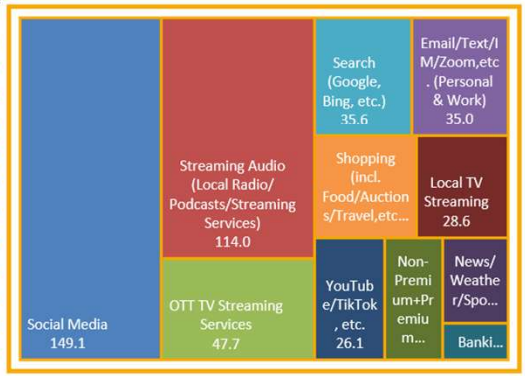


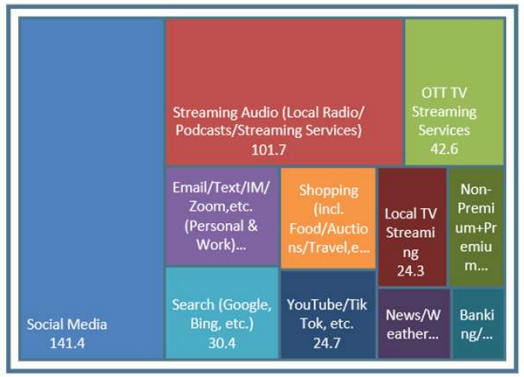


Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



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





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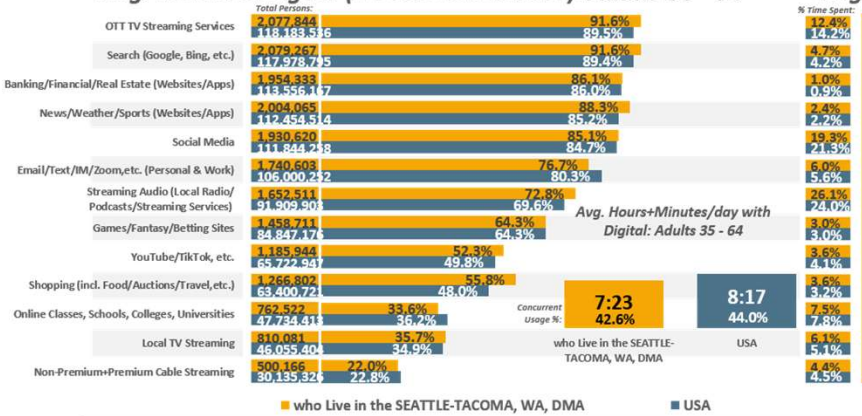
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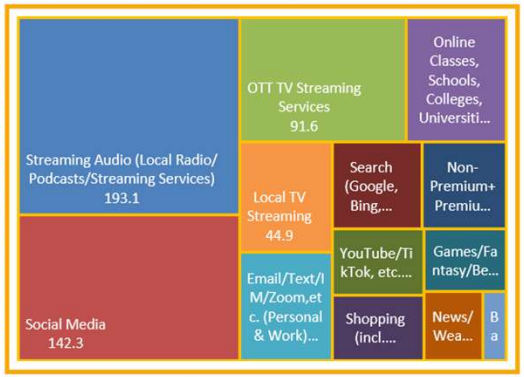


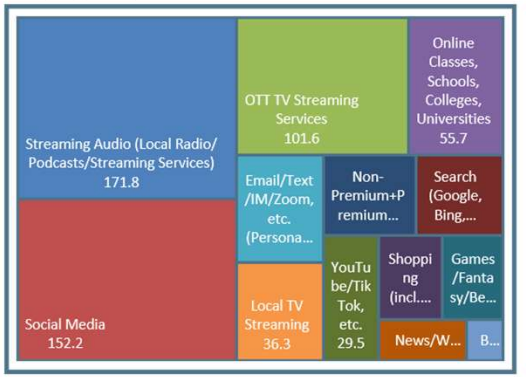
1,700,779 or 74.9% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Social Media for an average of 131. minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

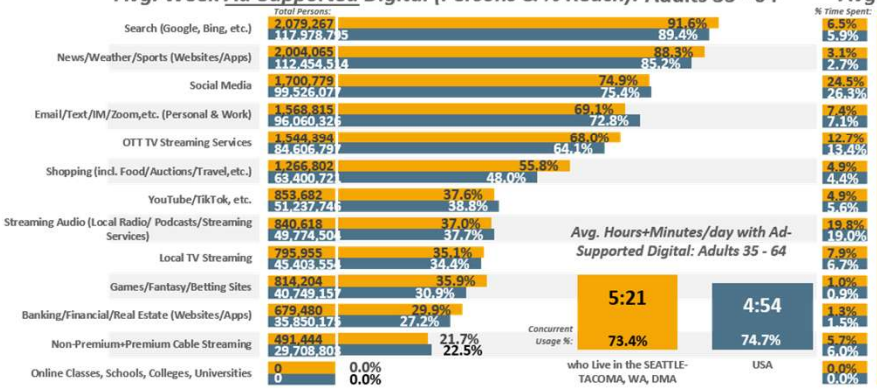


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

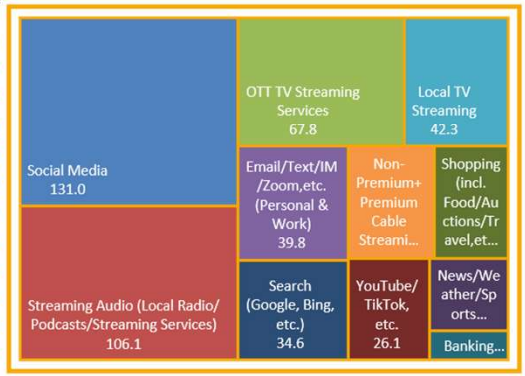




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





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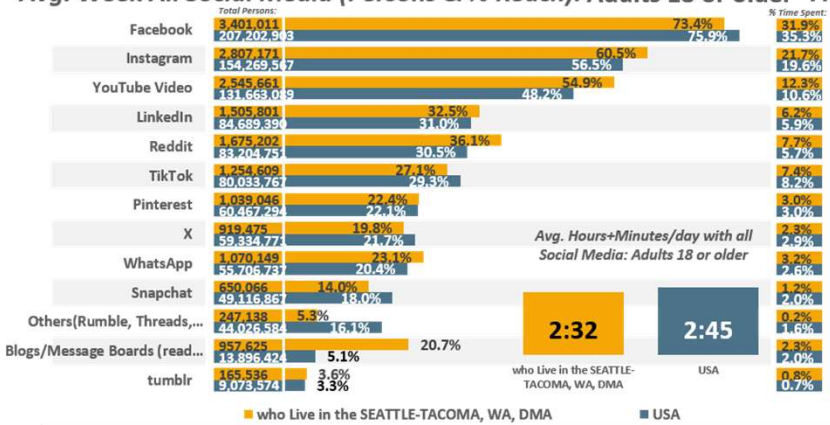
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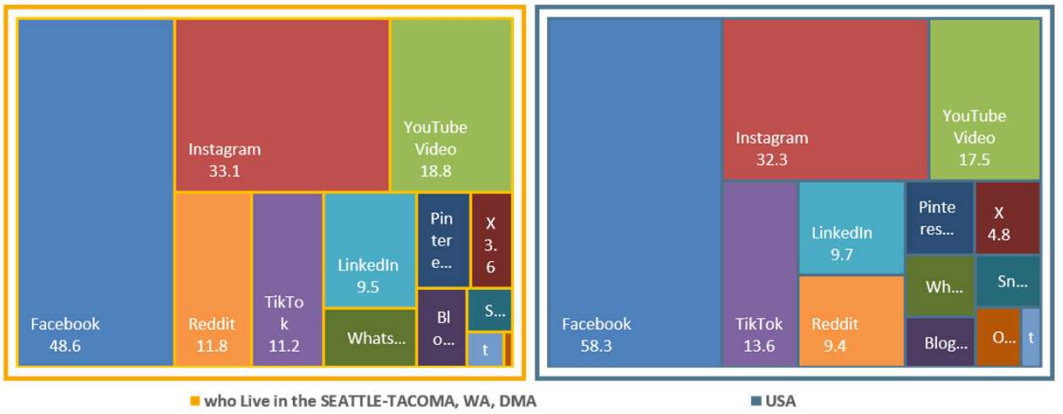
P18+

3,361,553 or 72.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 48.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

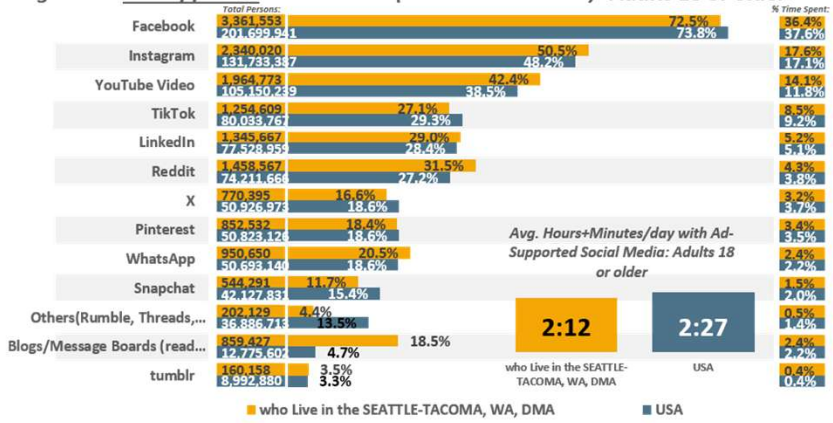
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



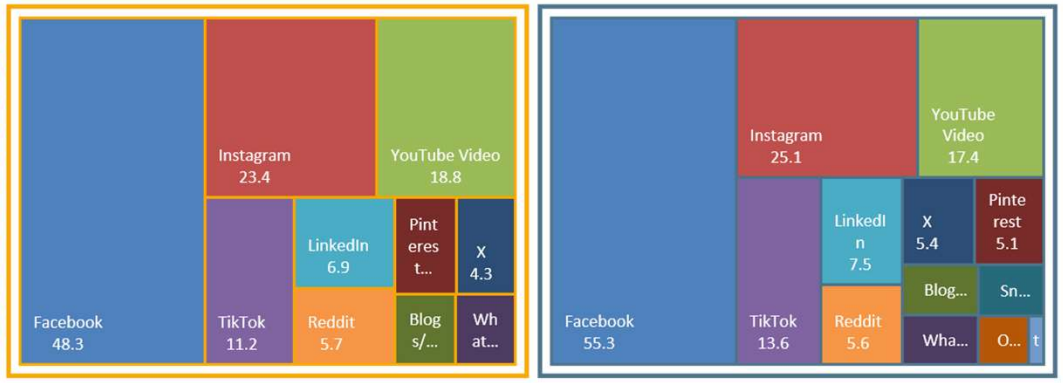
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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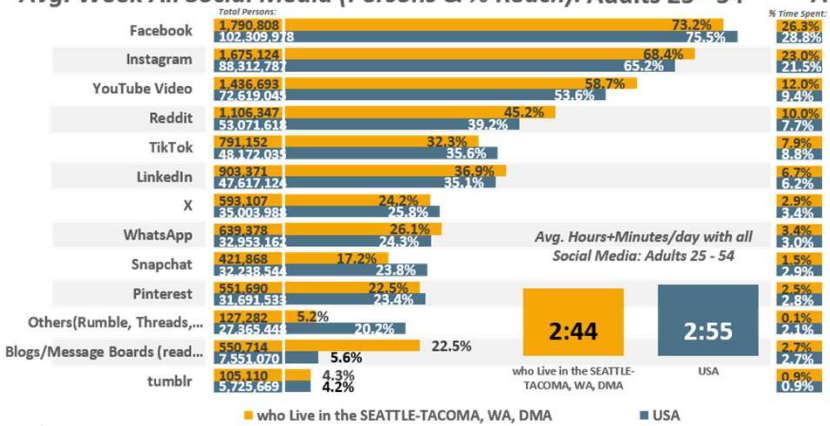
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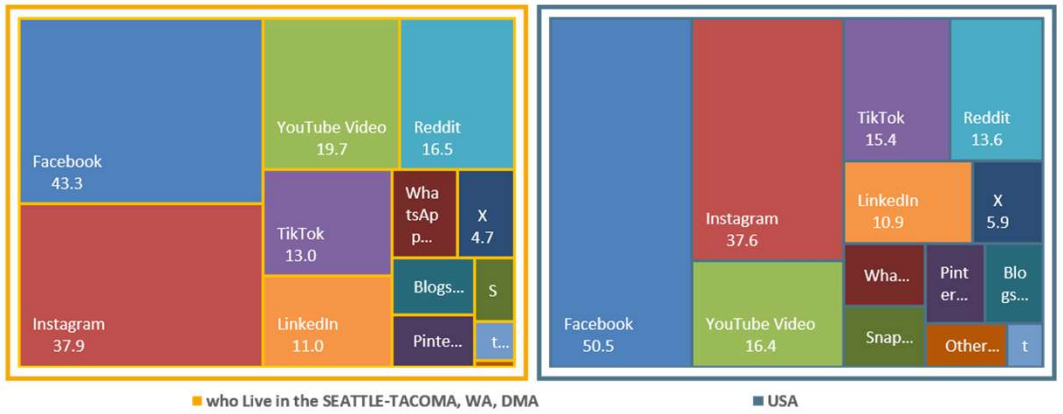
P25-54

1,790,808 or 73.2% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 47.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

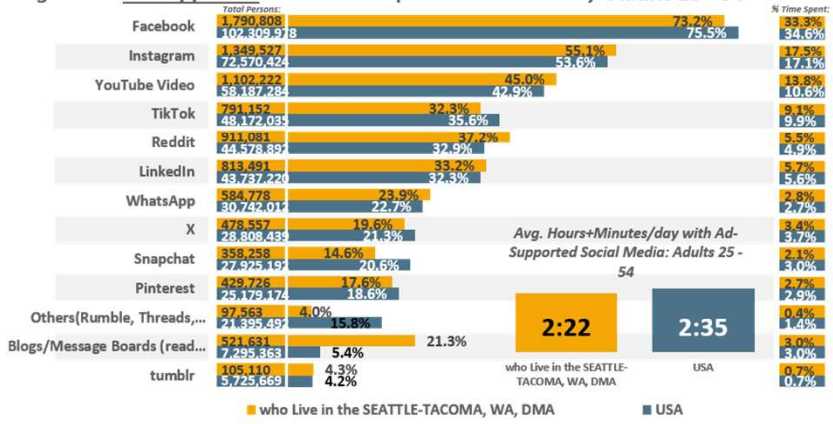
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



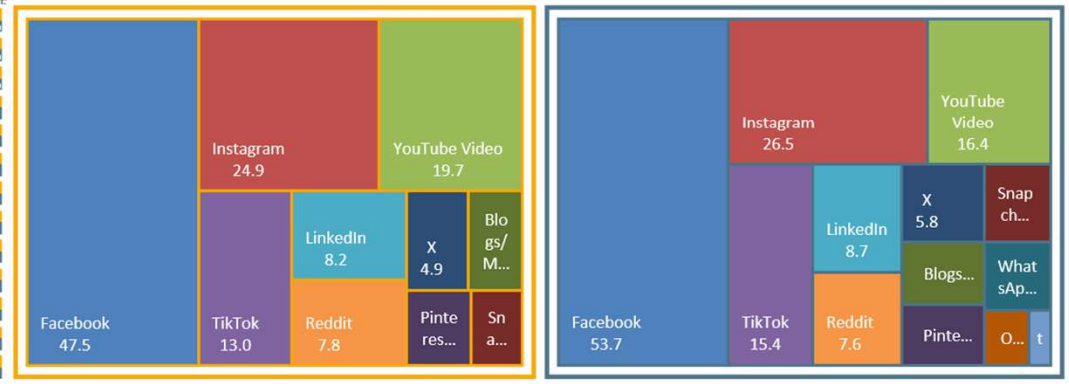
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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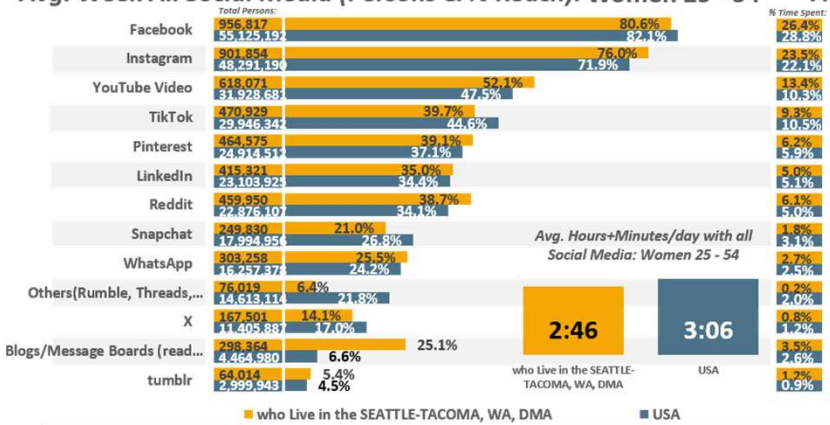
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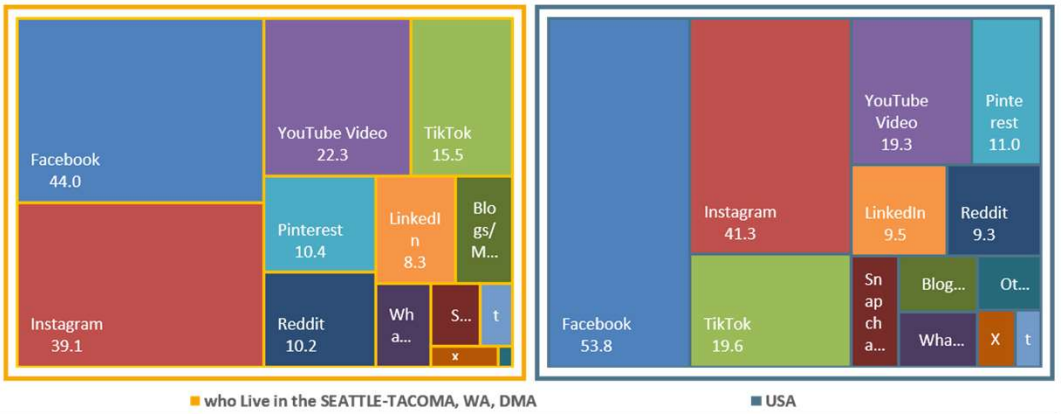


941,095 or 79.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 45.8 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

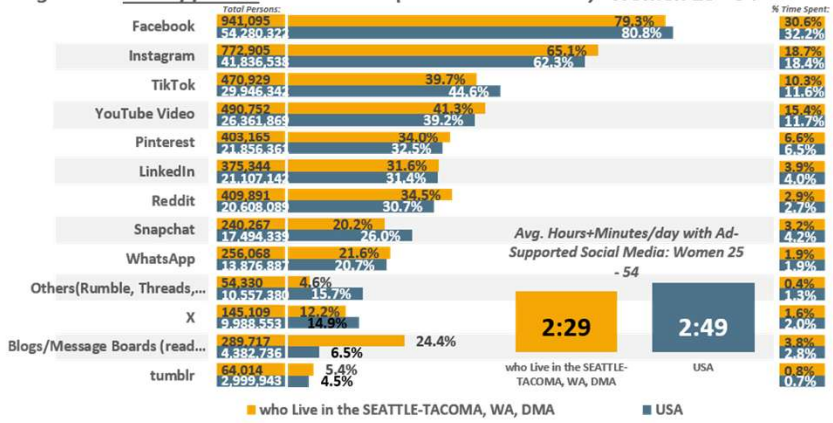
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



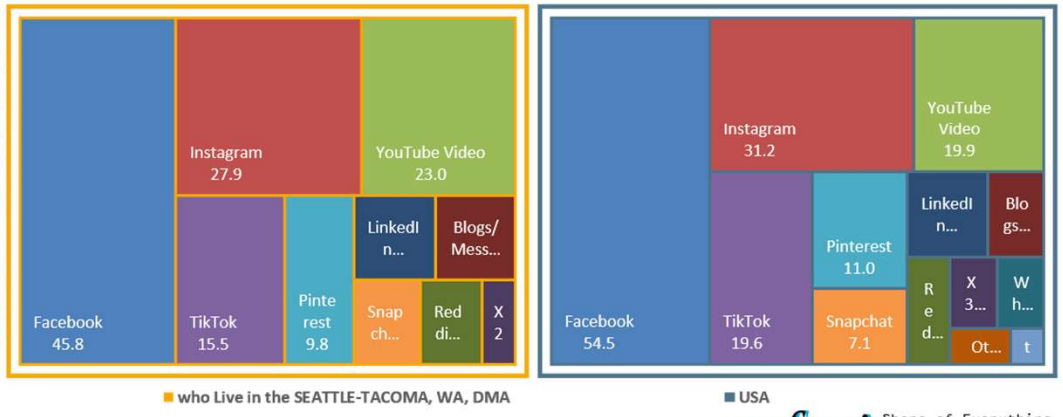
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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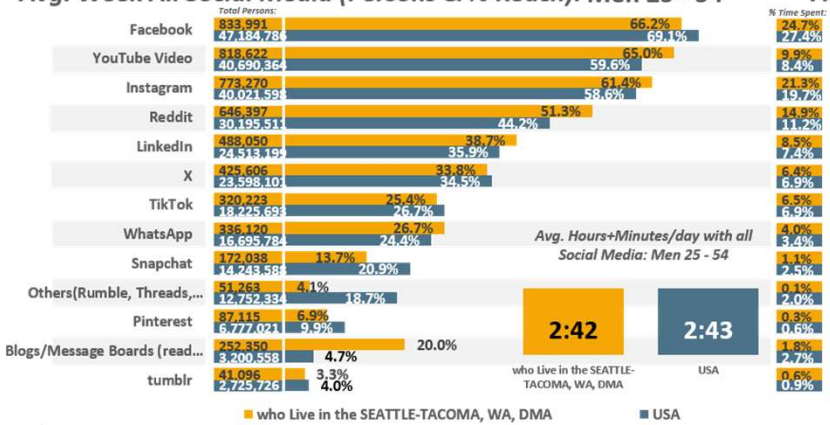
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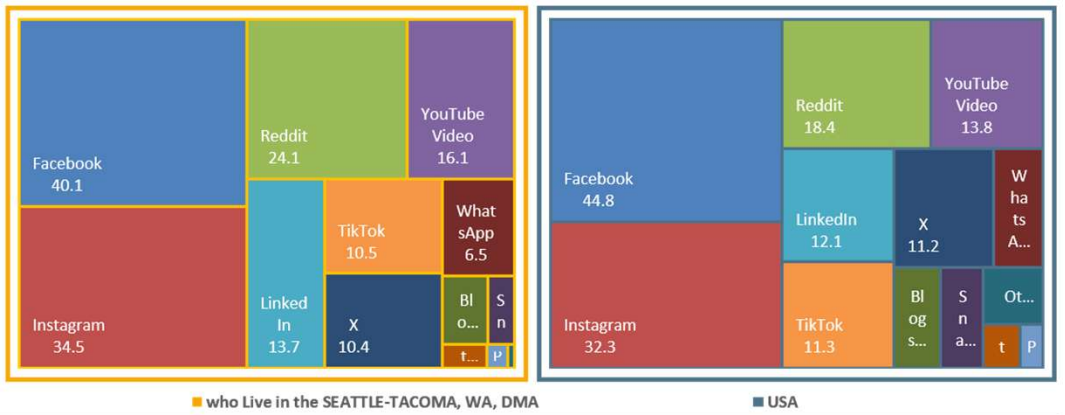


833,991 or 66.2% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 45.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

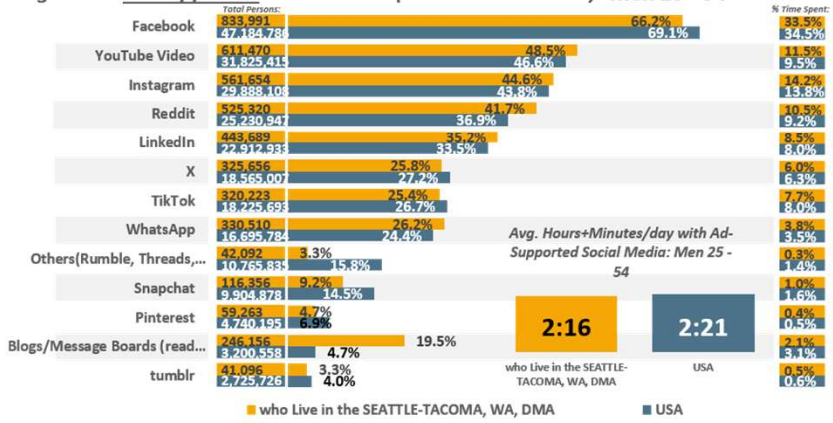
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



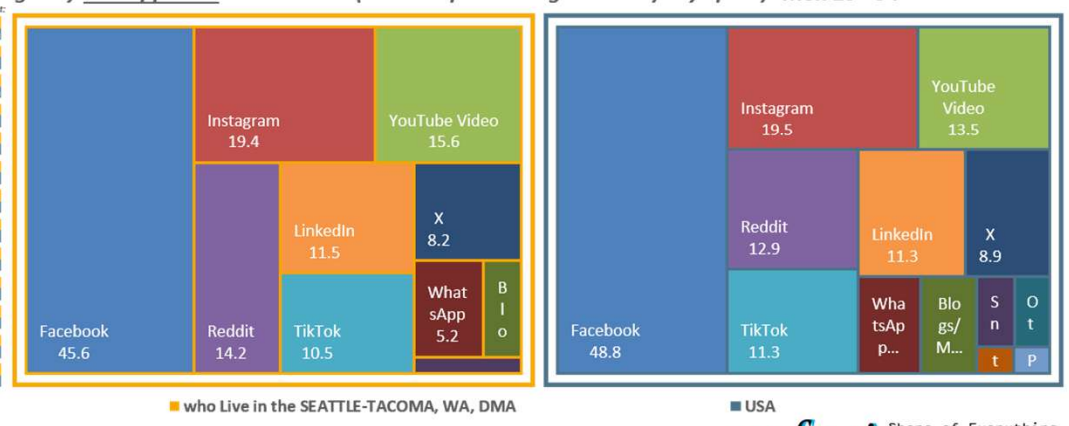
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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 2026: Sep25-Aug26 Qual Intab 3,931

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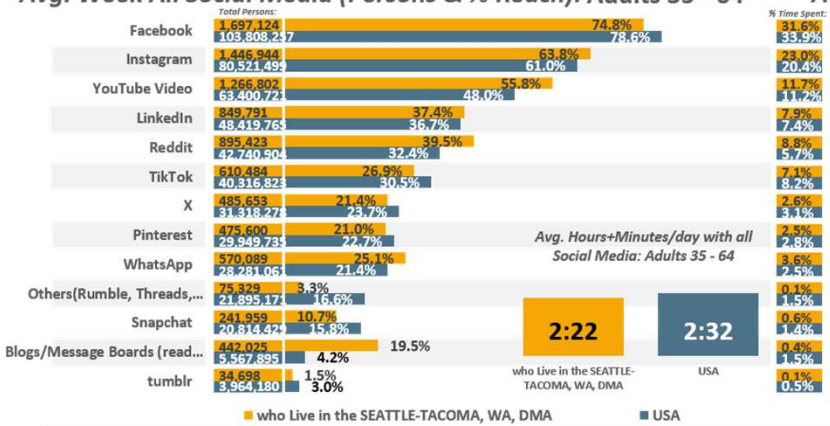
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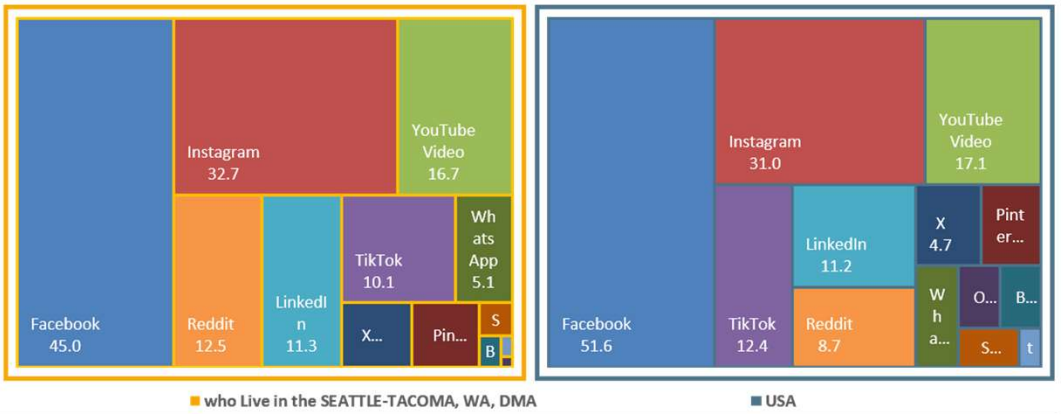
P35-64

1,697,124 or 74.8% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 46.3 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

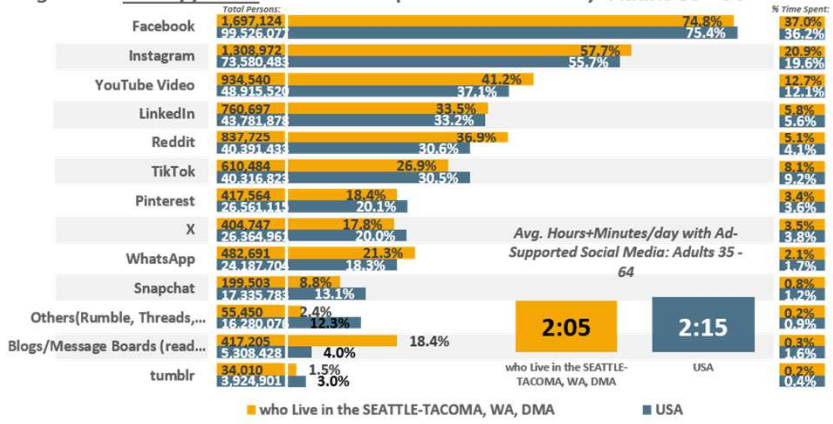
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



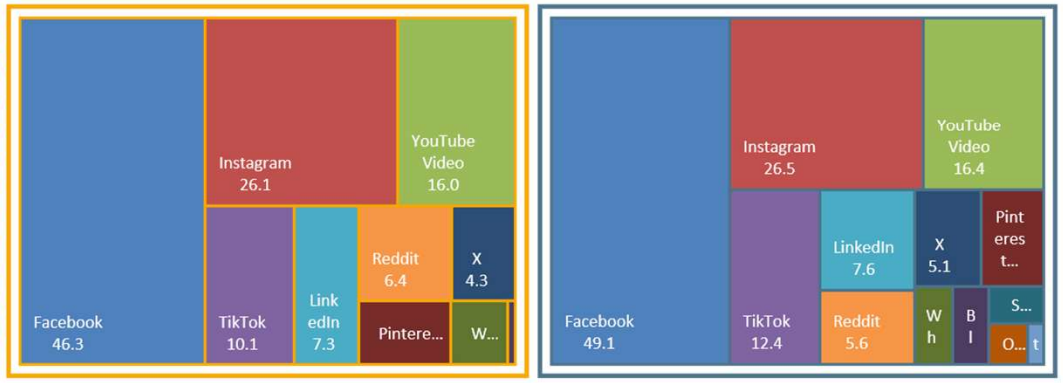
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

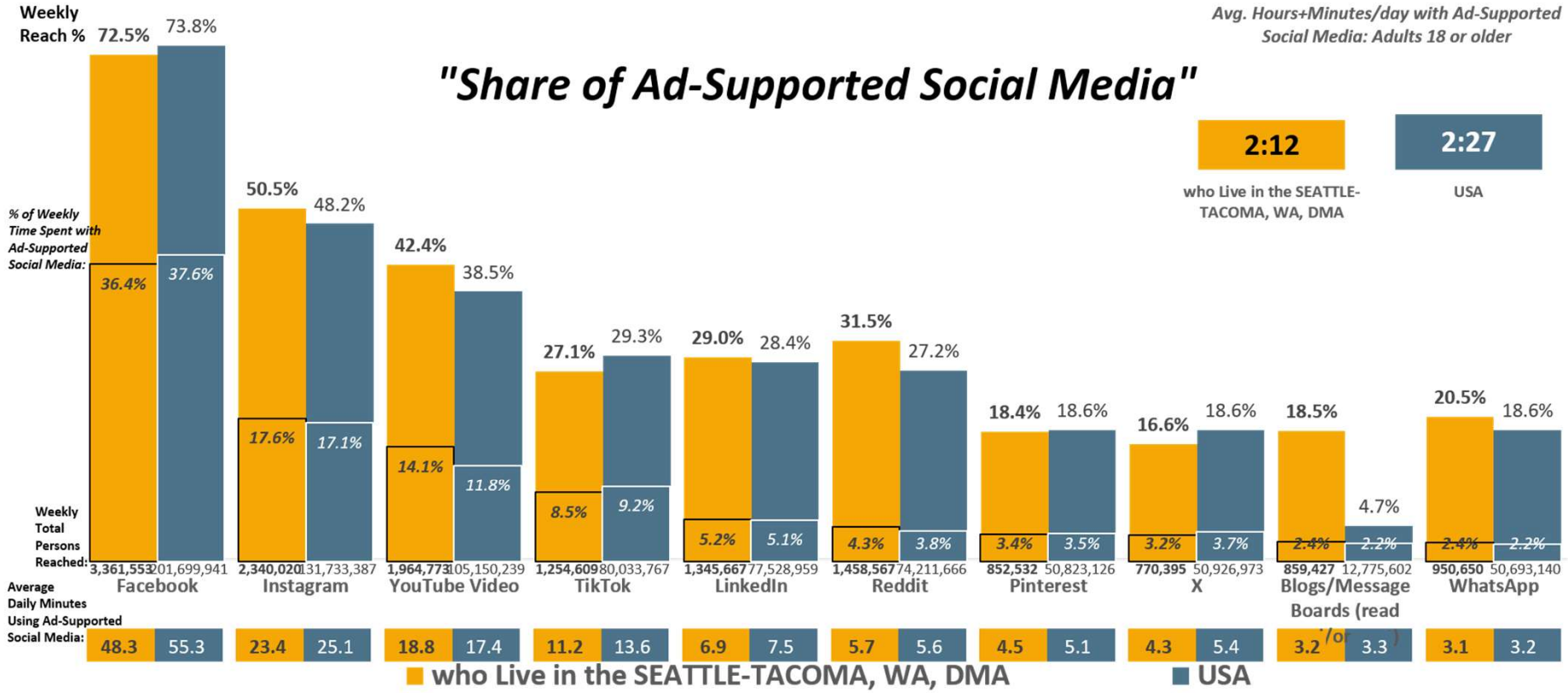
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P18+

3,361,553 or 72.5% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 48.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

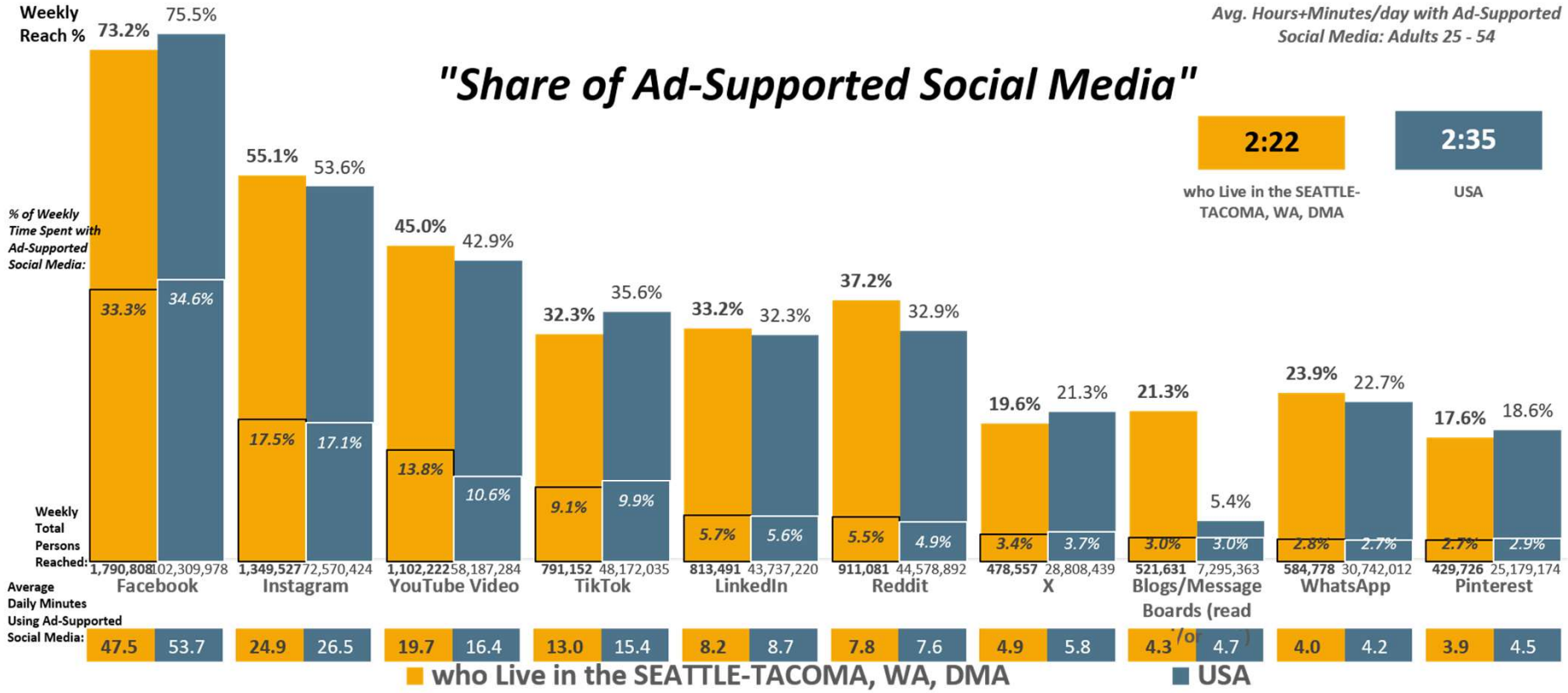
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P25-54

1,790,808 or 73.2% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 47.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



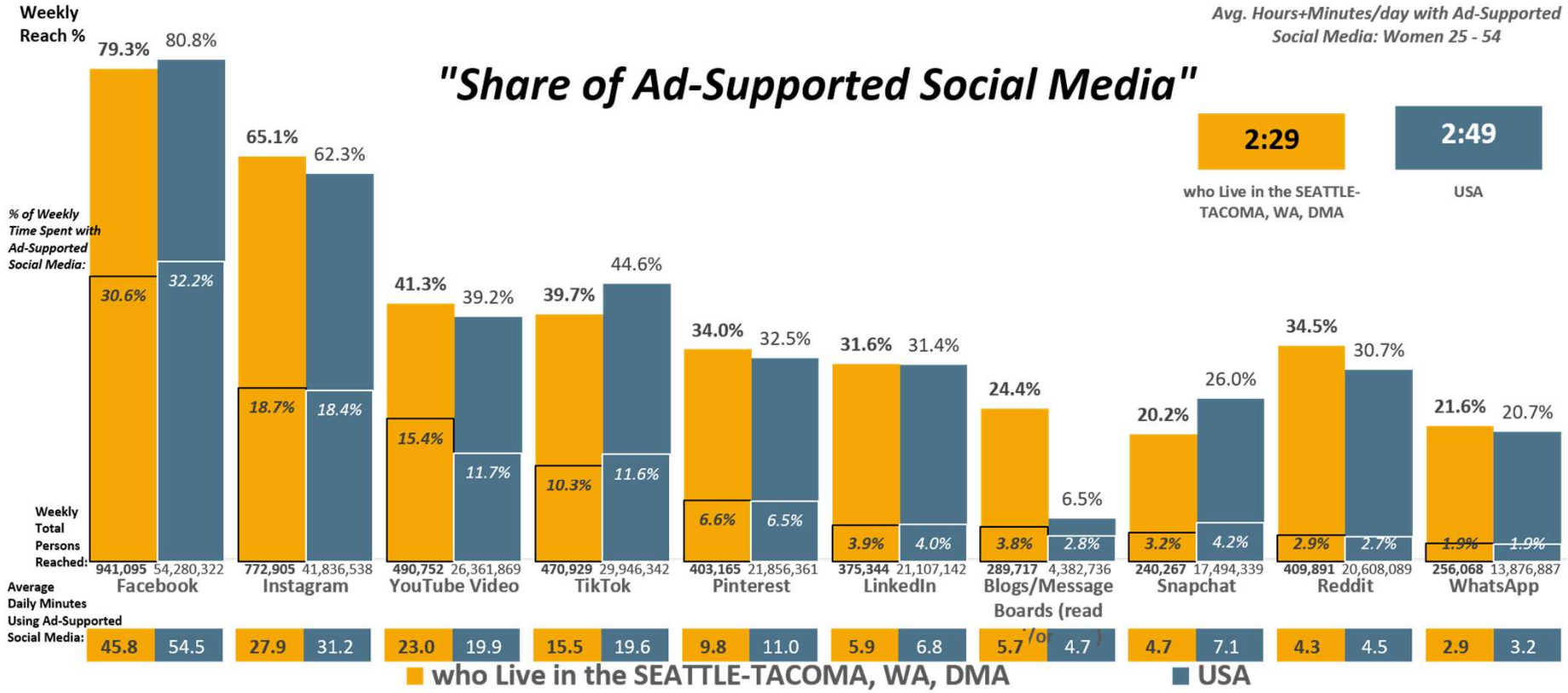
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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941,095 or 79.3% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 45.8 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

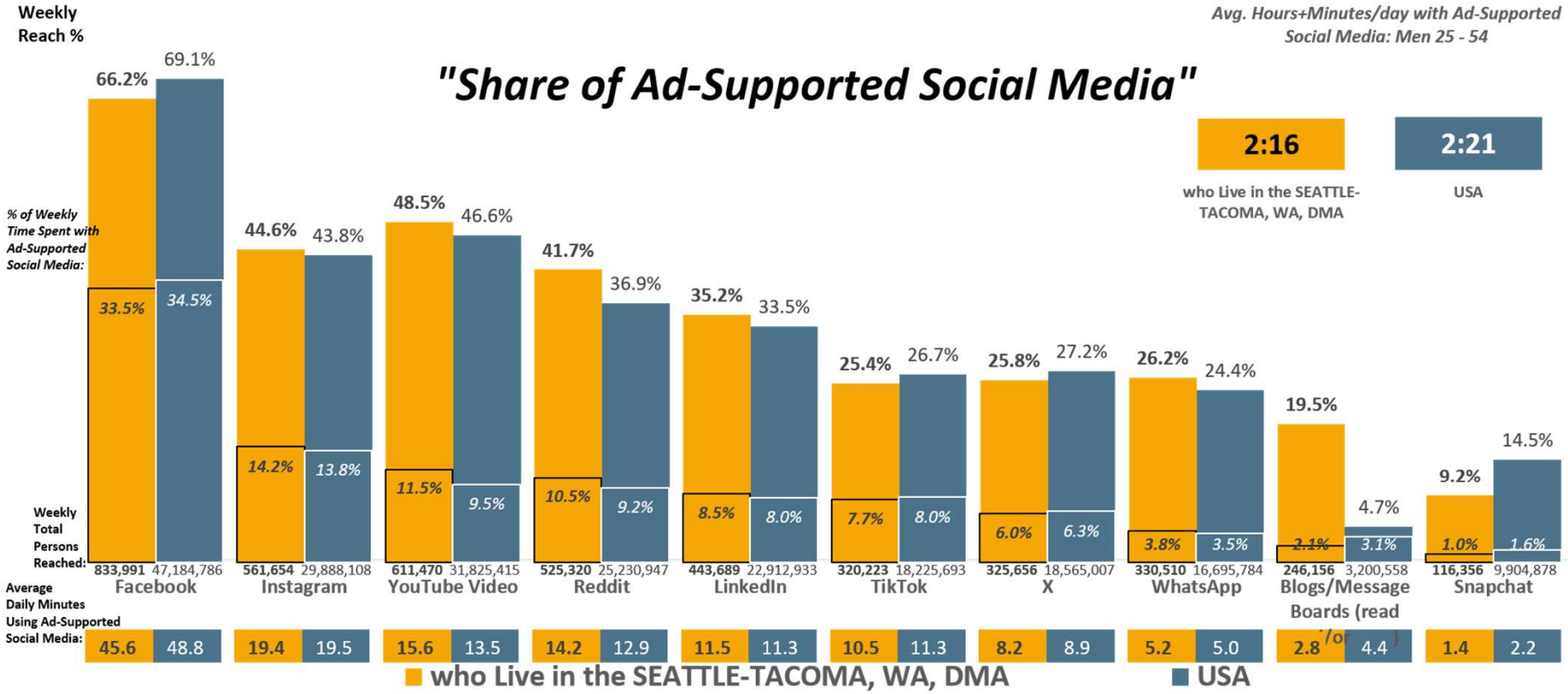
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M25-54

833,991 or 66.2% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 45.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

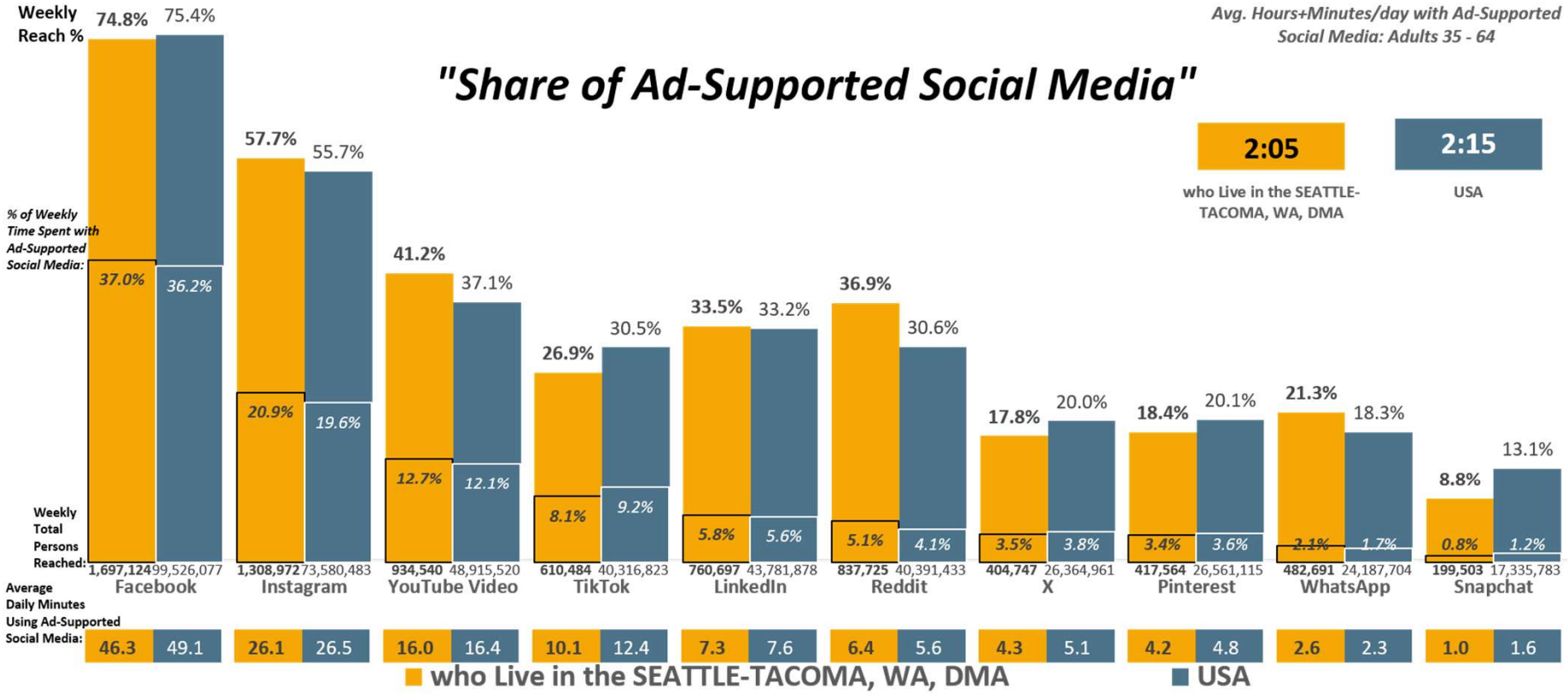
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P35-64

1,697,124 or 74.8% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA use Ad-Supported Facebook for an average of 46.3 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

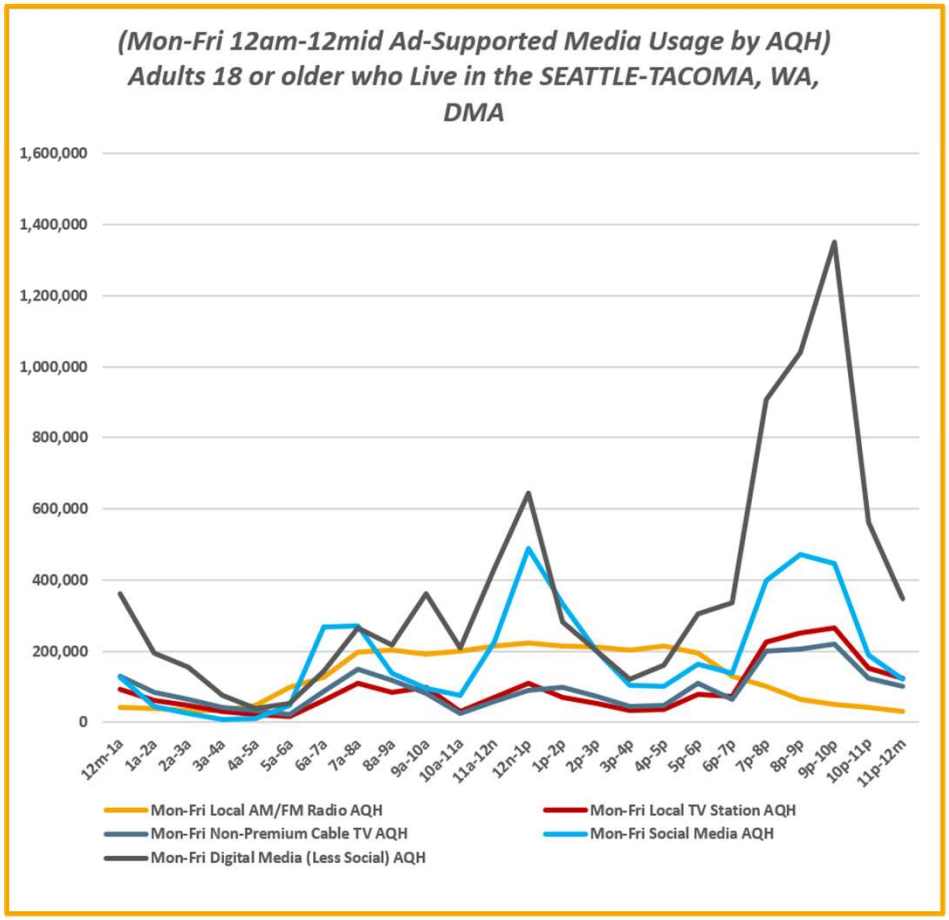
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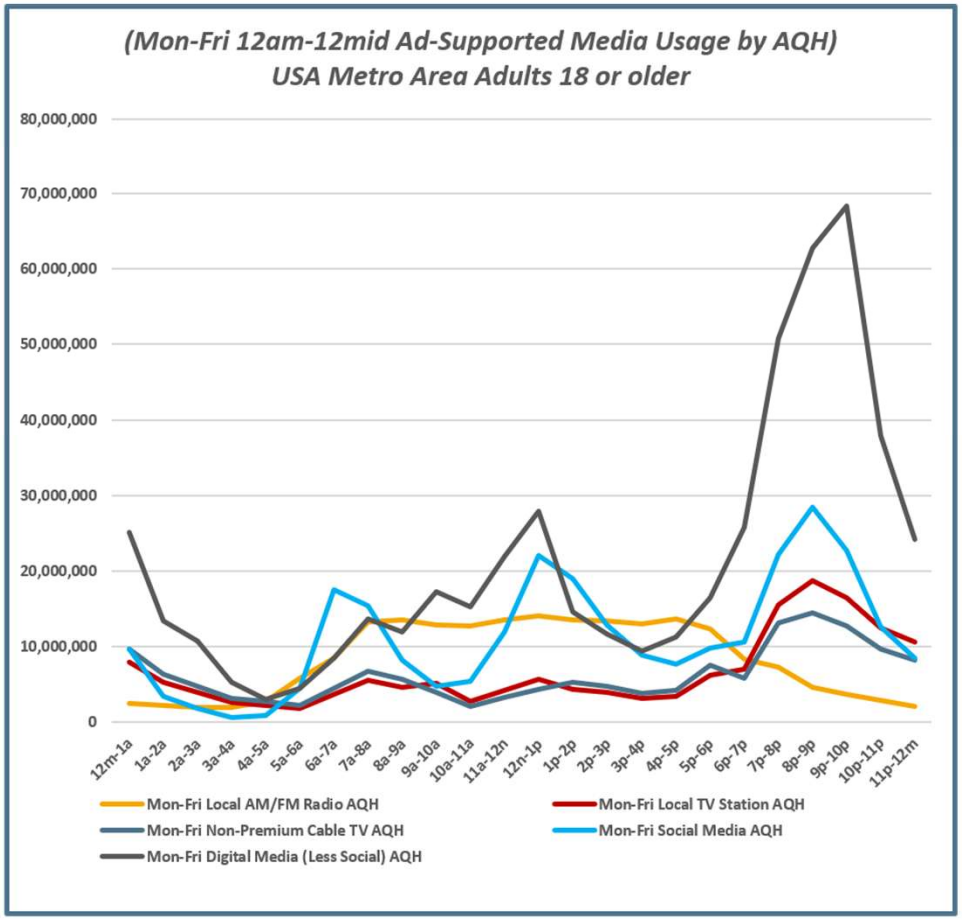
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 283,357; Social Media: 200,699; Local Radio: 194,580; Non-Prem. Cable: 81,085; Local TV: 70,143 reaching Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA.





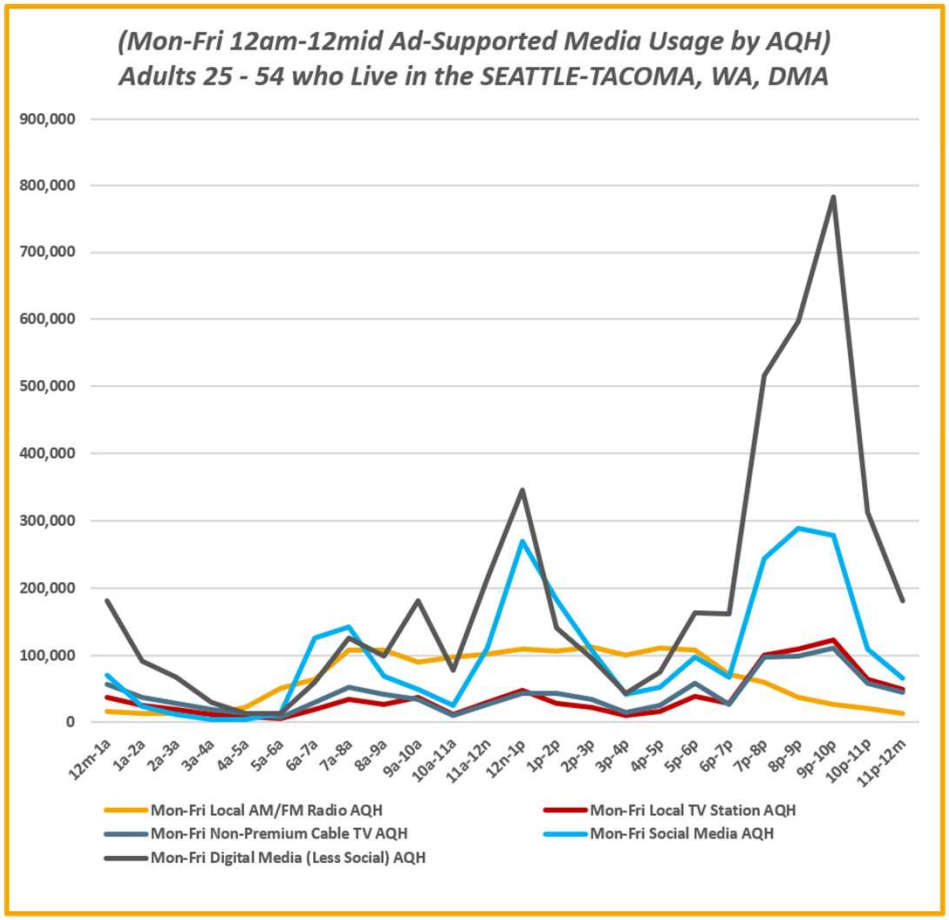
USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

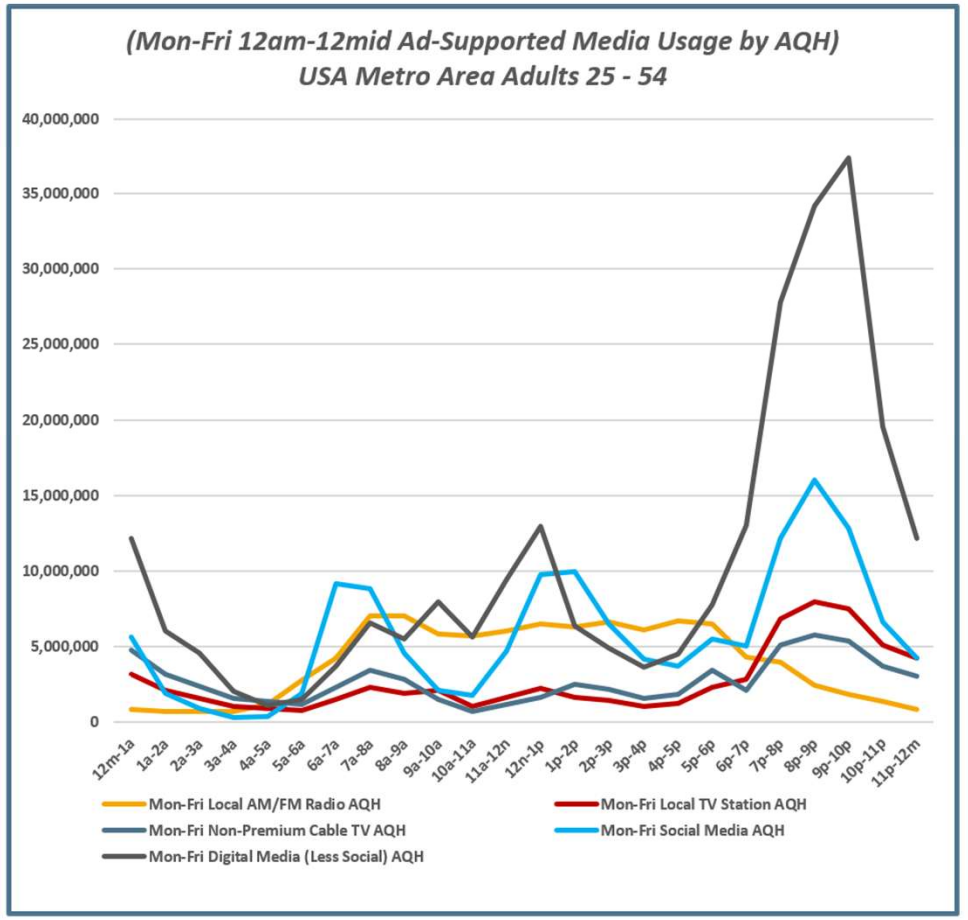
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 137,039; Social Media: 103,177; Local Radio: 98,884; Non-Prem. Cable: 33,927; Local TV: 27,051 reaching Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.





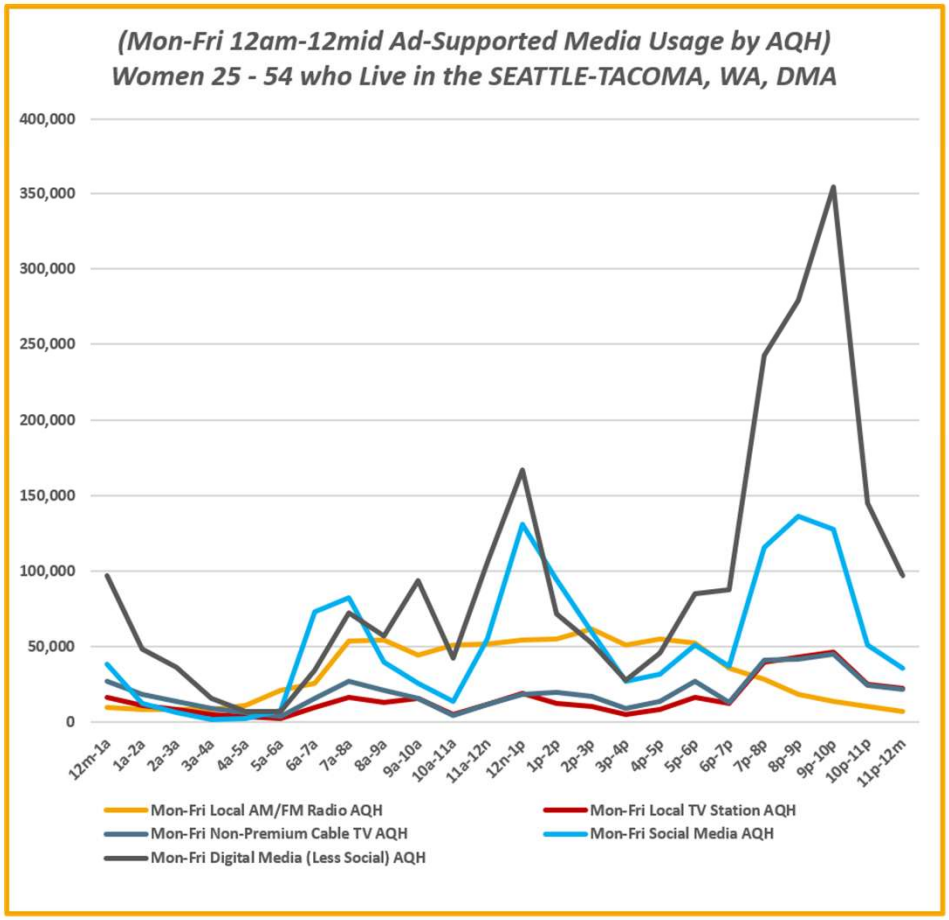
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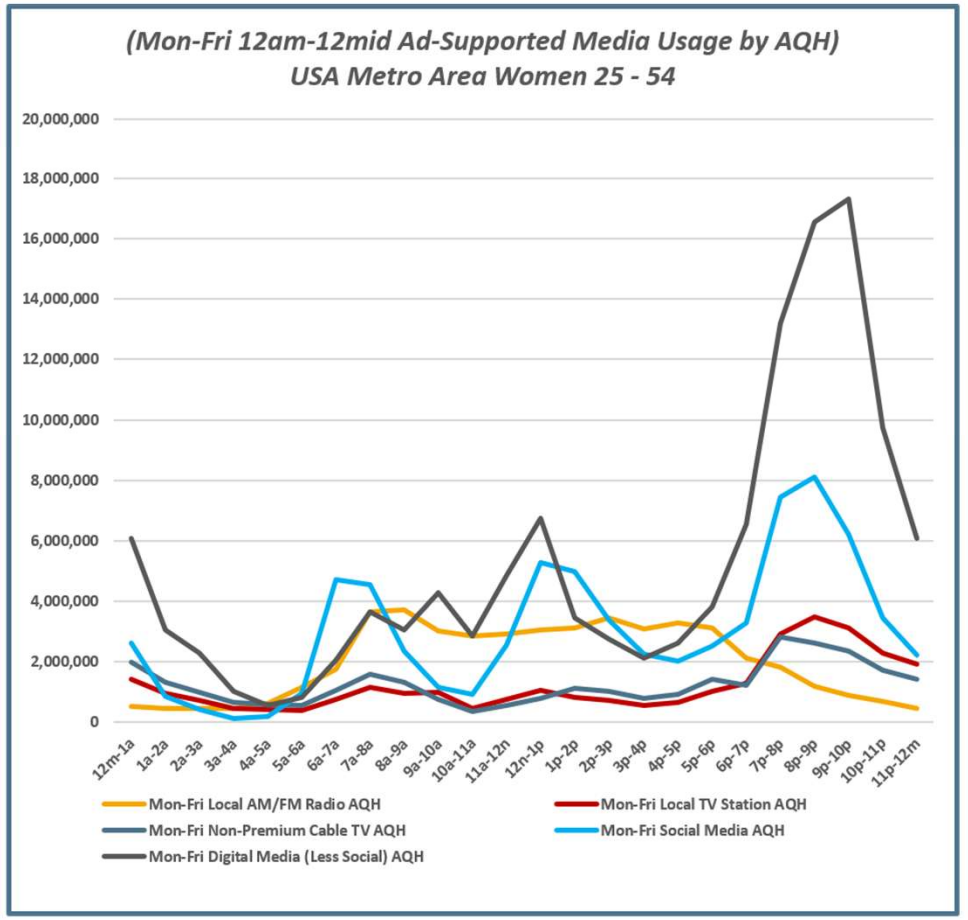
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 72,515; Social Media: 55,724; Local Radio: 49,825; Non-Prem. Cable: 16,626; Local TV: 12,206 reaching Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.





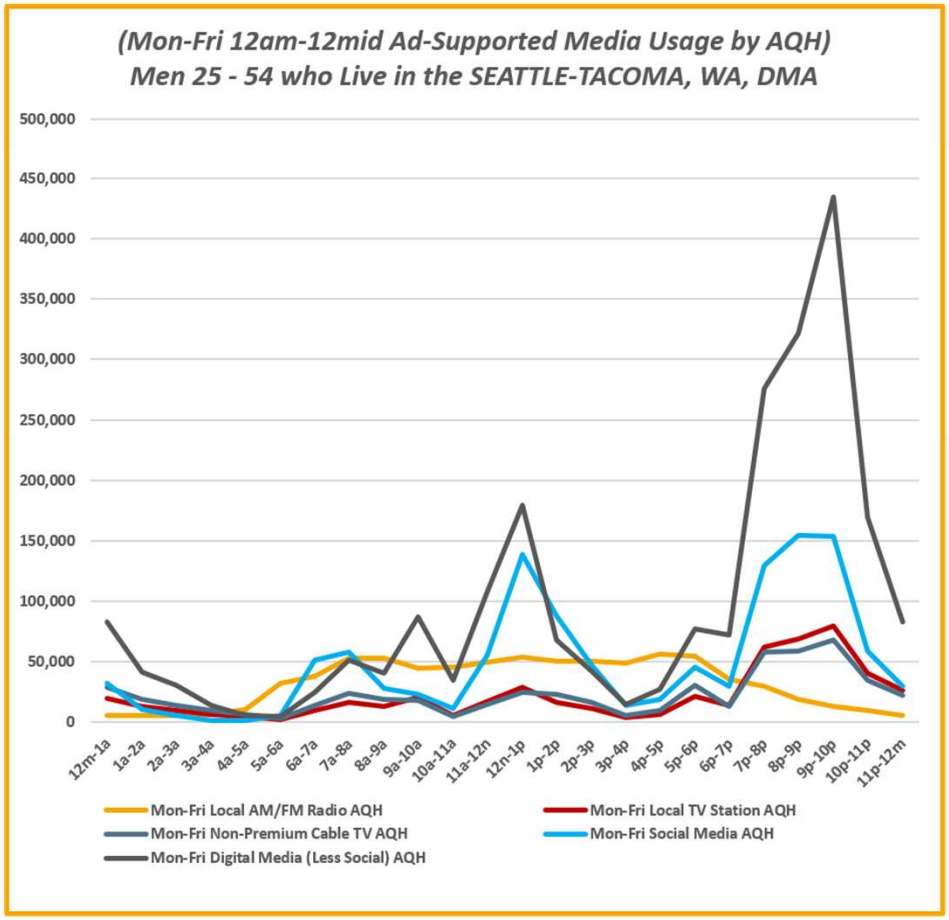
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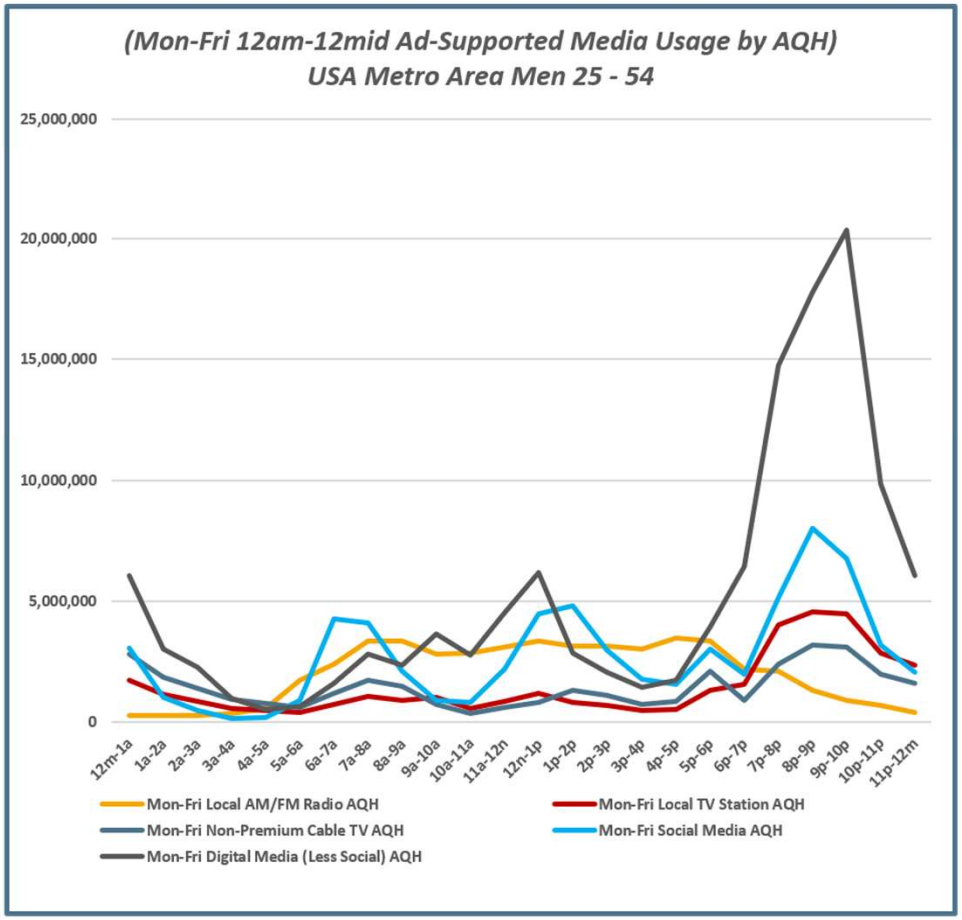
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 63,692; Local Radio: 48,706; Social Media: 46,980; Non-Prem. Cable: 16,872; Local TV: 14,358 reaching Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA.





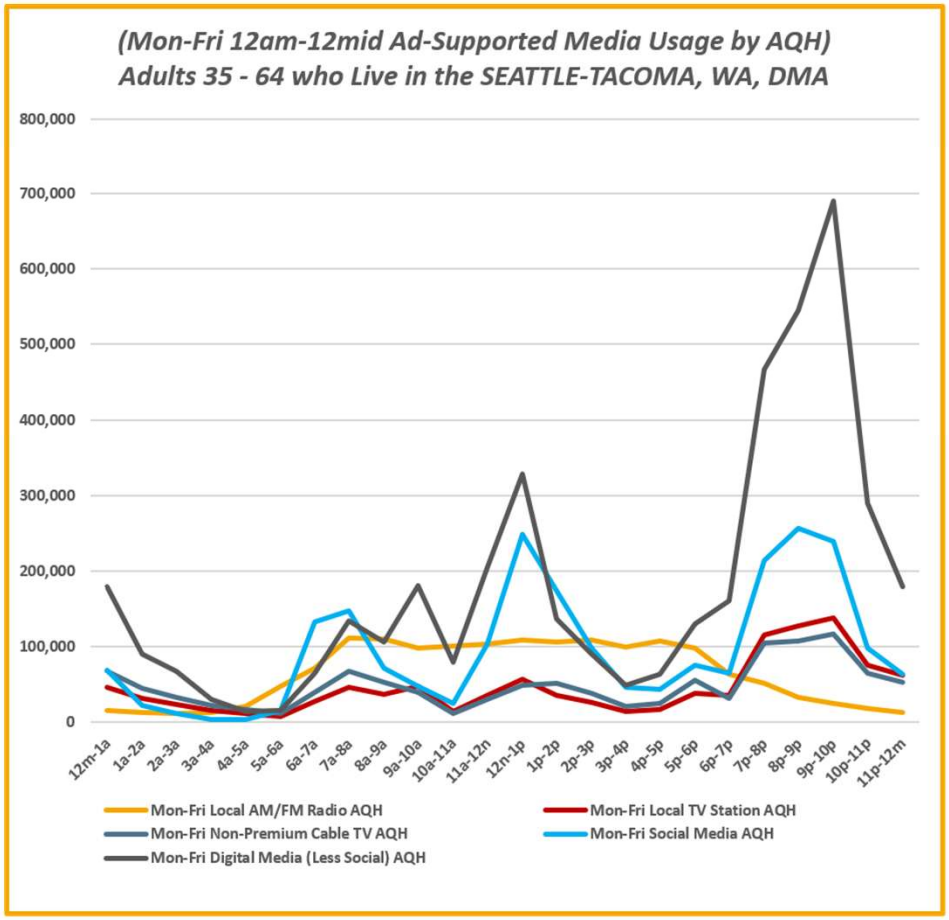
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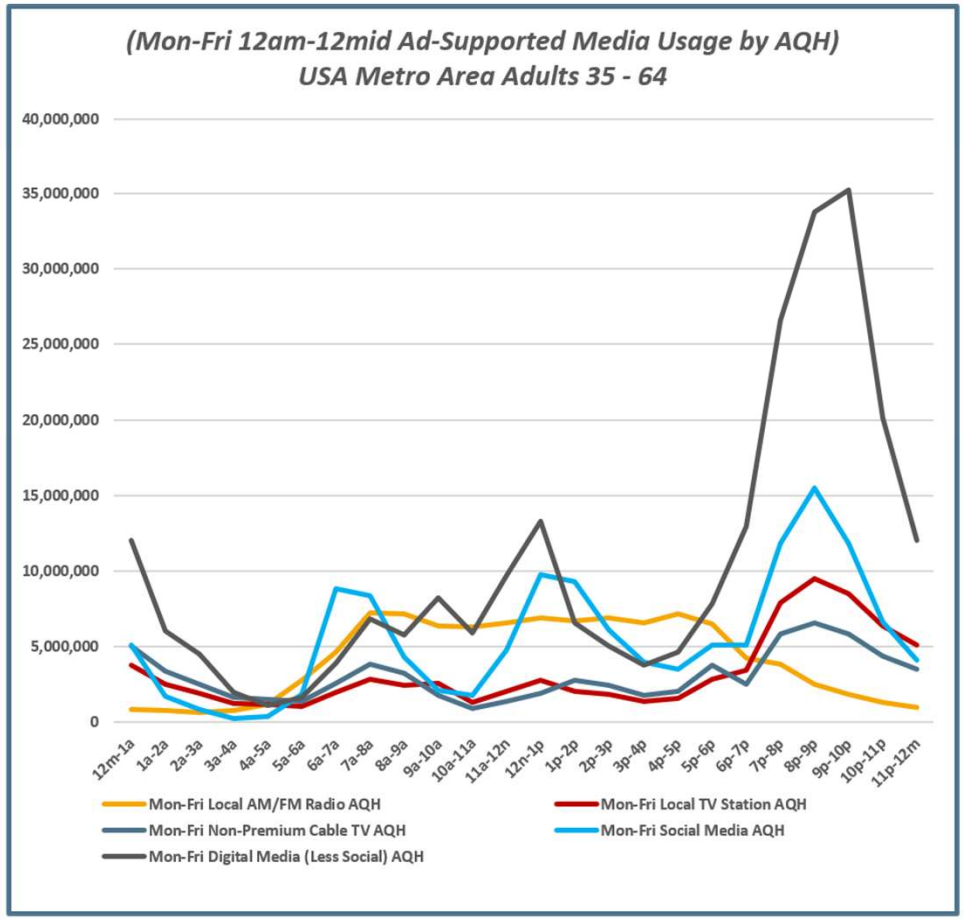
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 133,048; Local Radio: 99,523; Social Media: 98,486; Non-Prem. Cable: 39,691; Local TV: 33,509 reaching Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA.





USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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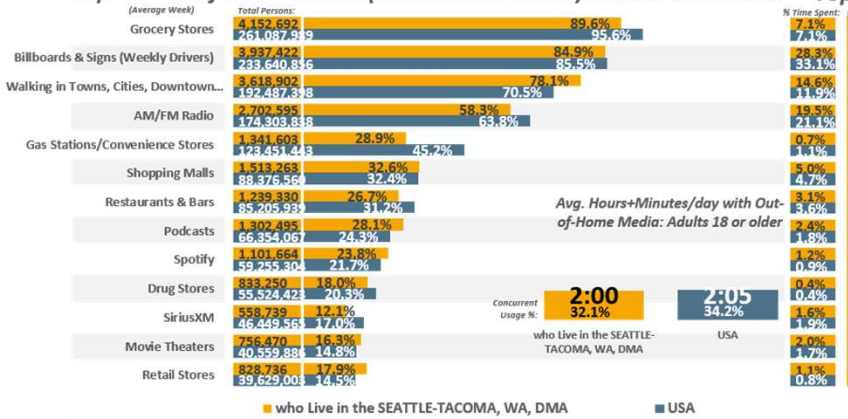
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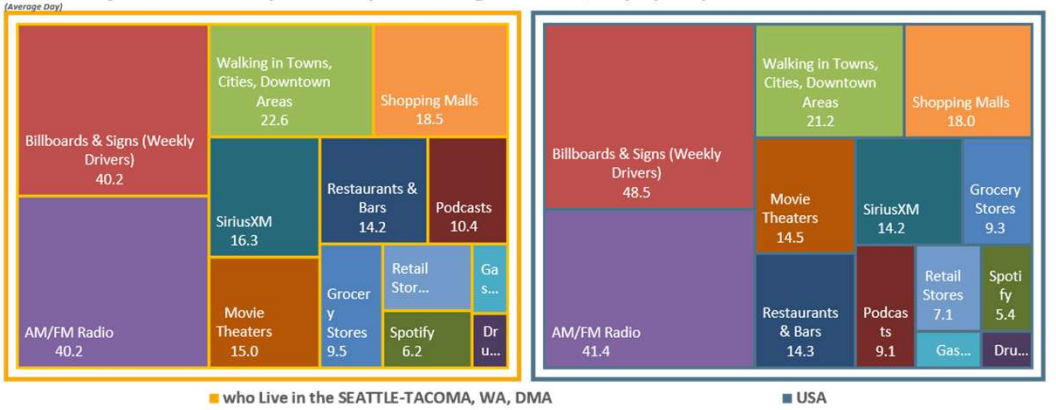
P18+

3,937,422 or 84.9% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 40.2 minutes per day driving, seeing Billboards and Signs. 56.2% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minutes/day.

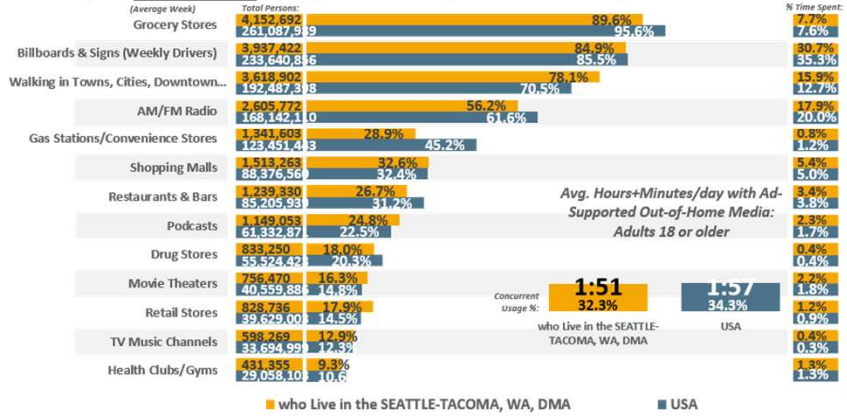
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



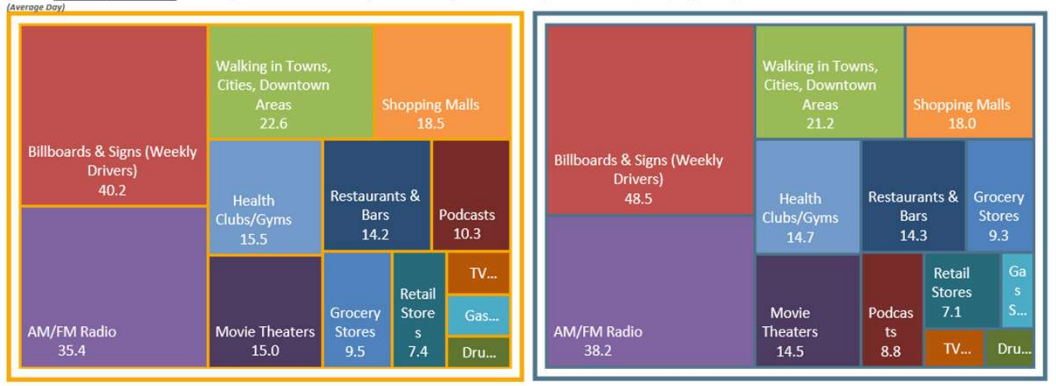
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Sep25-Aug26 Qual Intab 3,931

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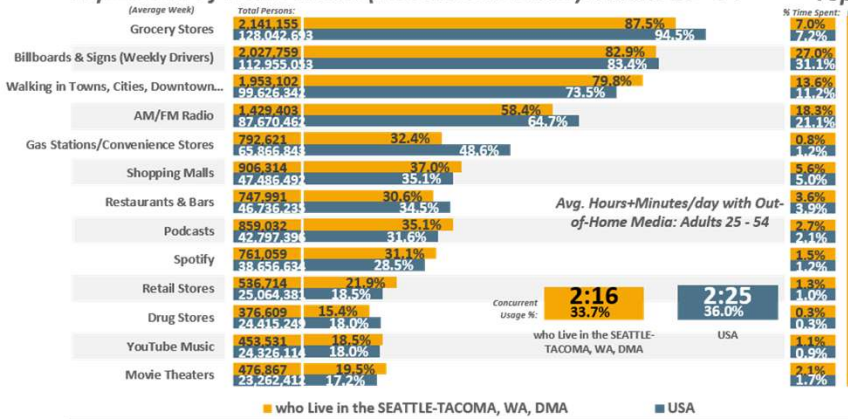
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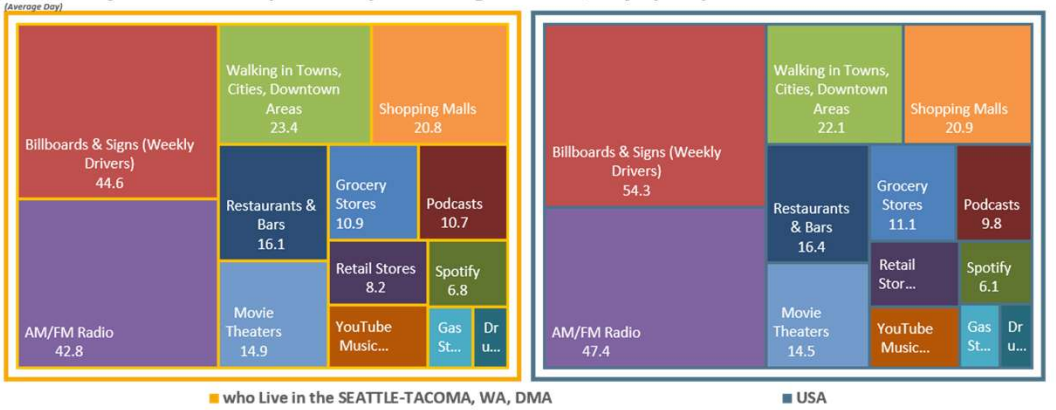
P25-54

2,027,759 or 82.9% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 44.6 minutes per day driving, seeing Billboards and Signs. 56.6% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minutes/day.

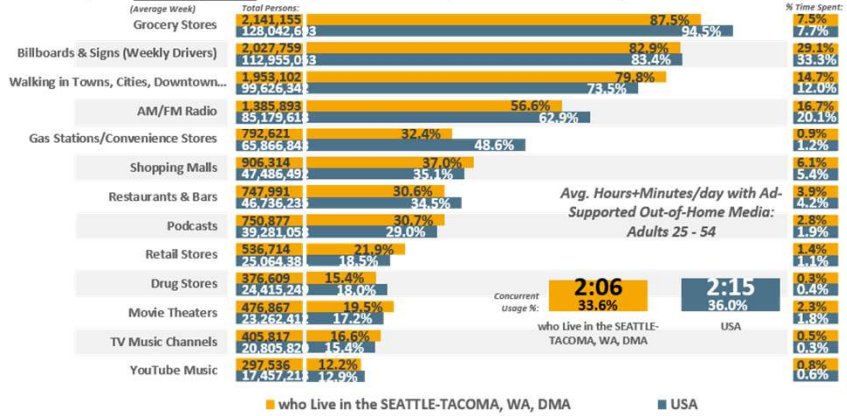
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



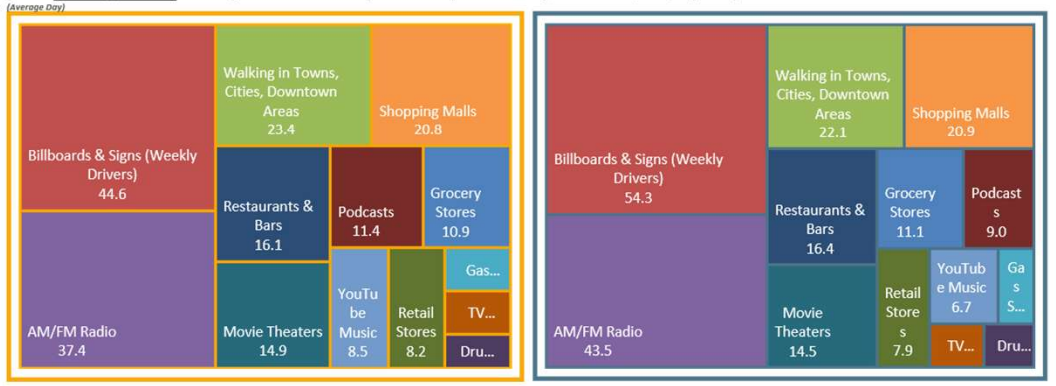
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

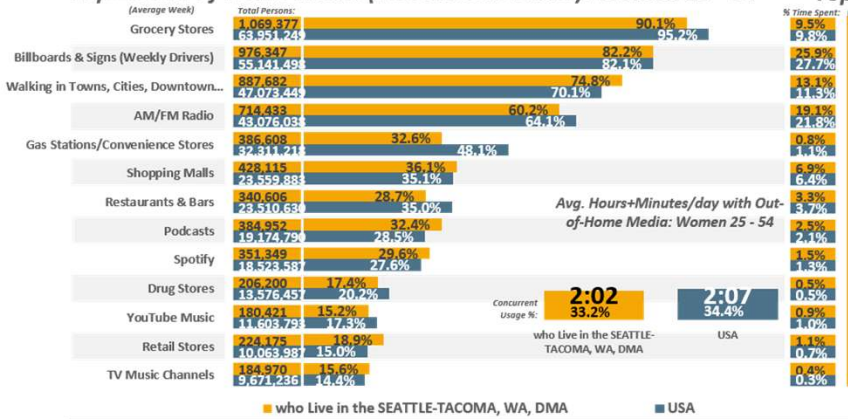
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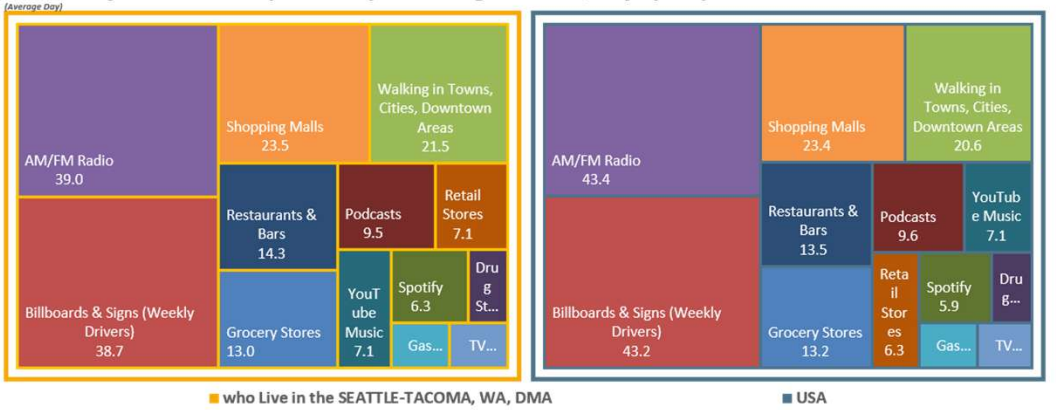


976,347 or 82.2% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 38.7 minutes per day driving, seeing Billboards and Signs. 58.6% Listen to Local Radio Stations Out-of-Home for an average of 35. minutes/day.

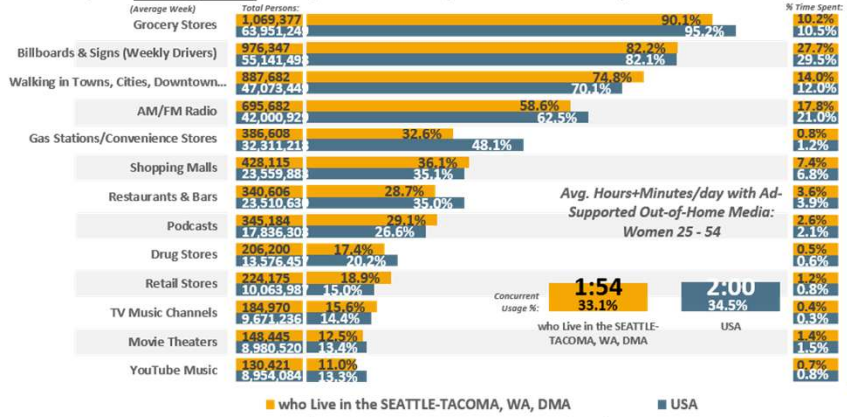
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



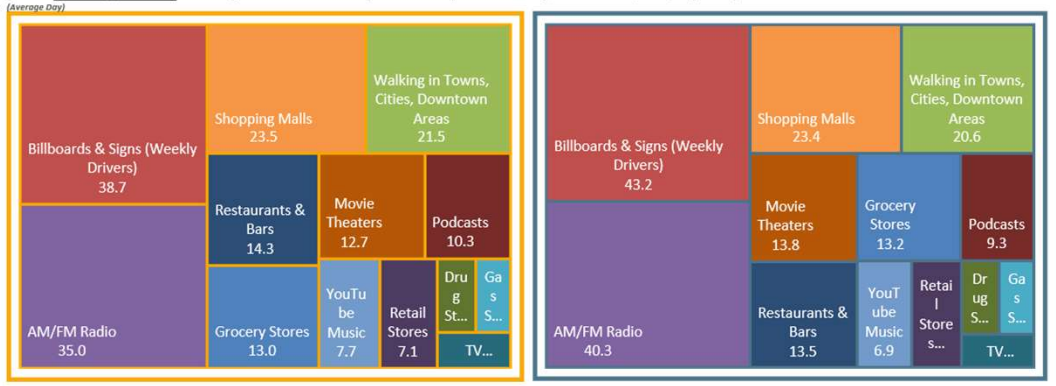
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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 2026: Sep25-Aug26 Qual Intab 3,931

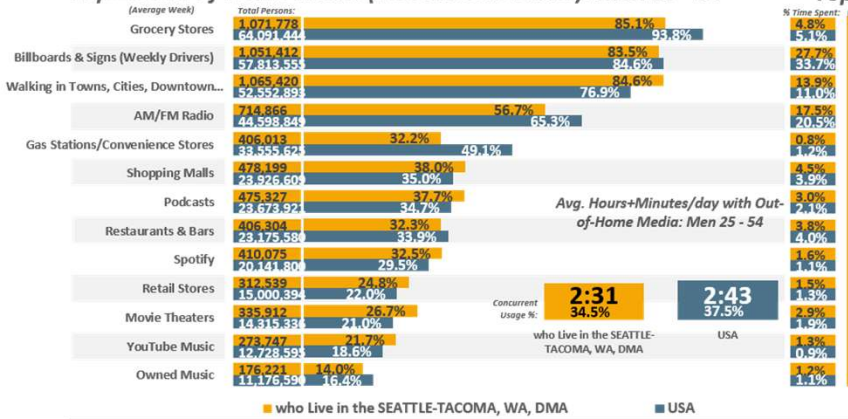
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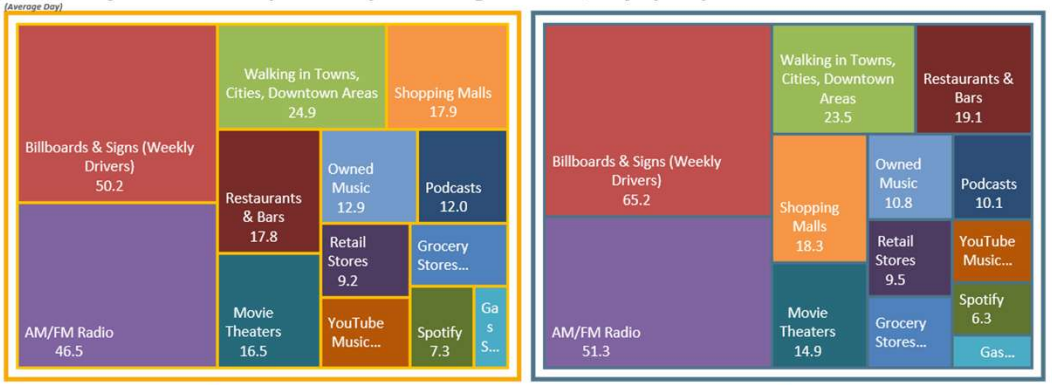


1,051,412 or 83.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 54.8% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes/day.

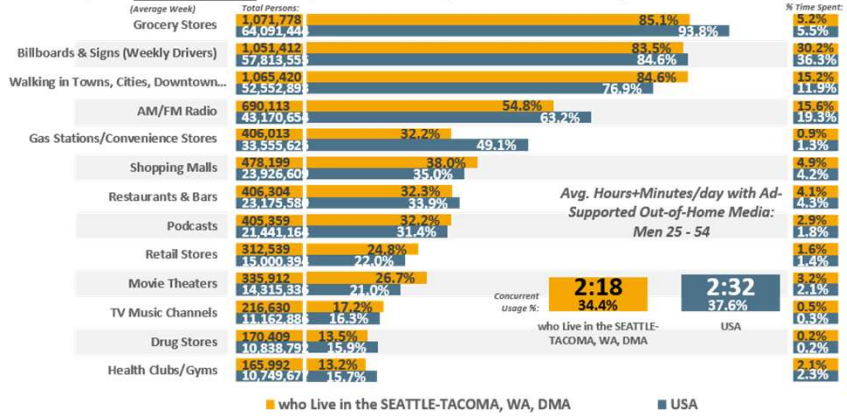
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



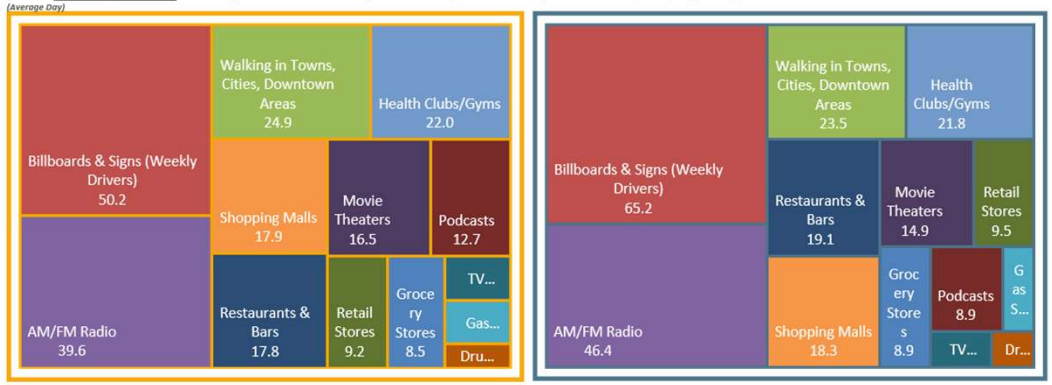
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

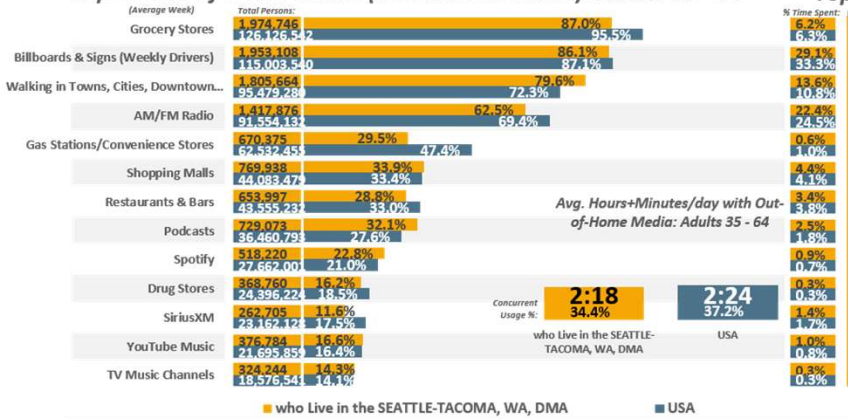
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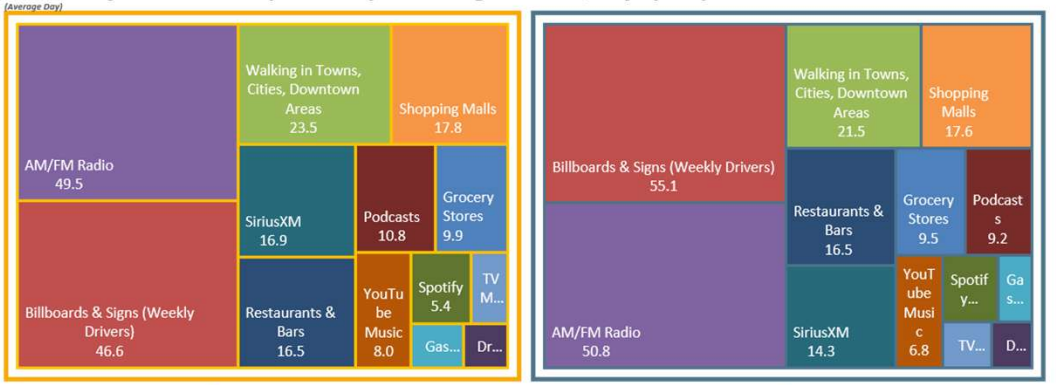


1,953,108 or 86.1% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

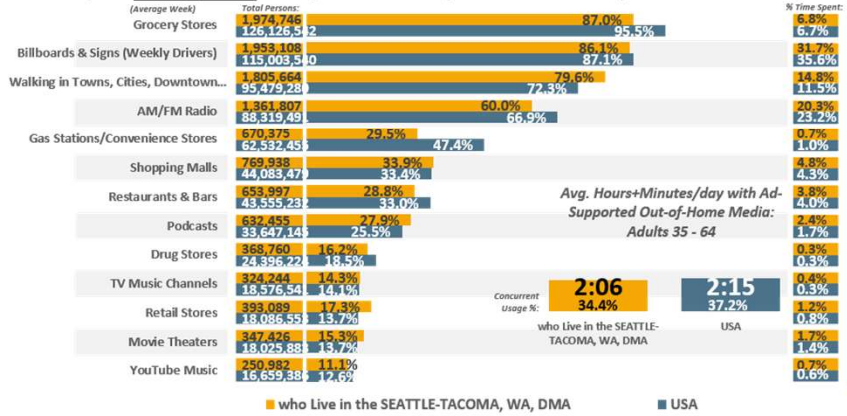
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



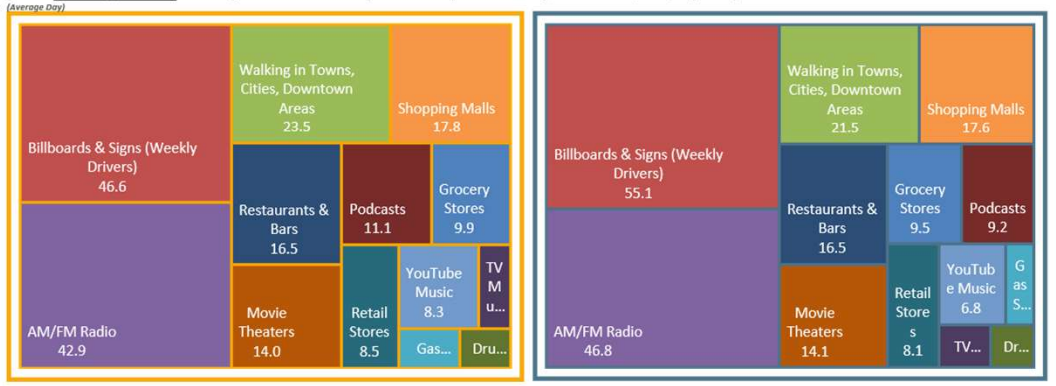
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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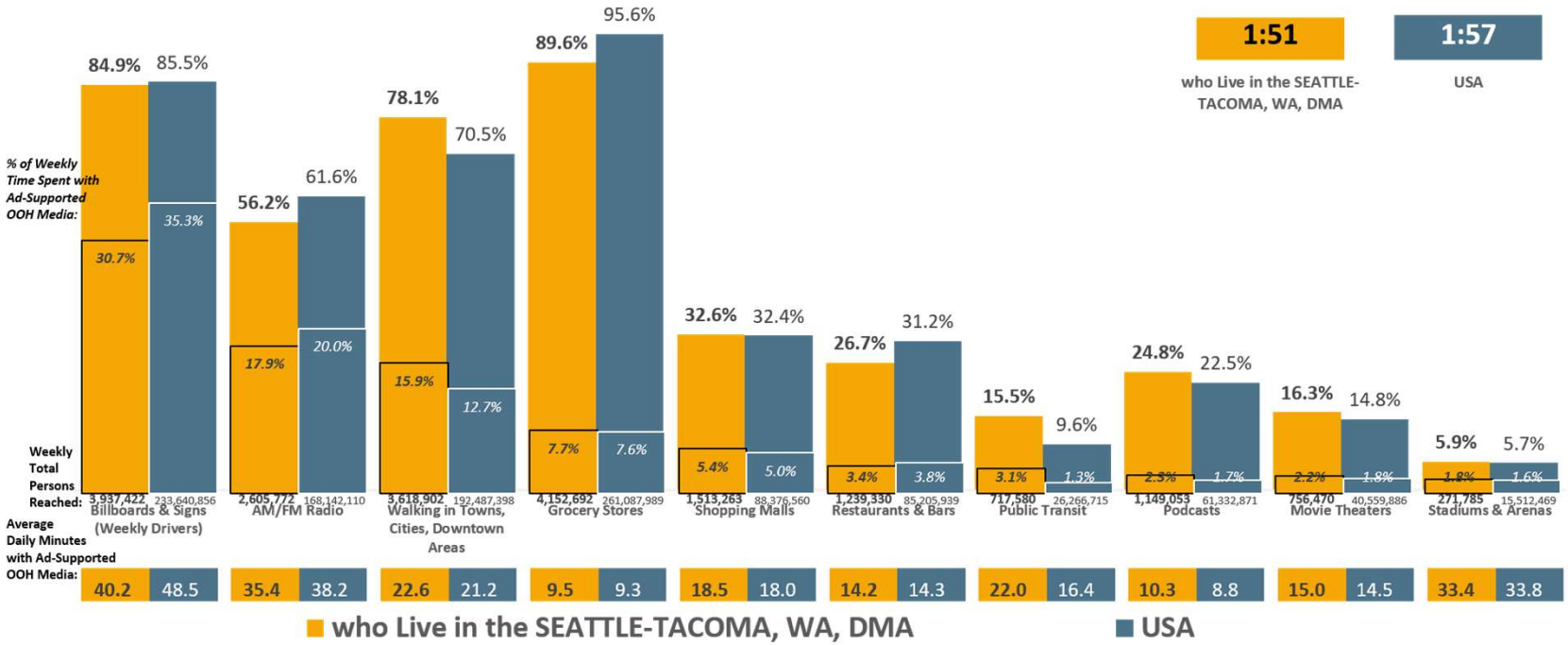


P18+

3,937,422 or 84.9% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 40.2 minutes per day driving, seeing Billboards and Signs representing 30.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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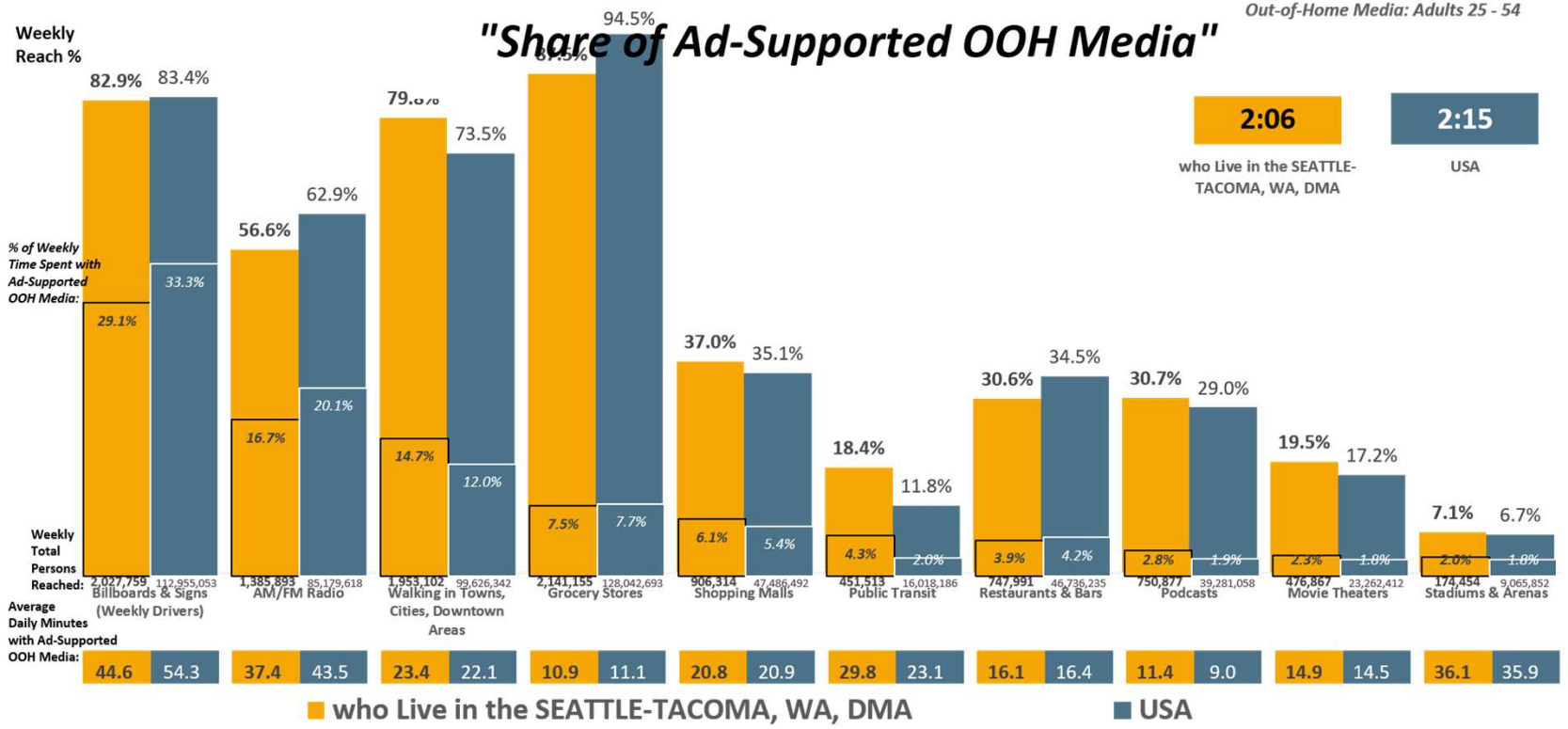


P25-54

2,027,759 or 82.9% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 44.6 minutes per day driving, seeing Billboards and Signs representing 29.1% 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"



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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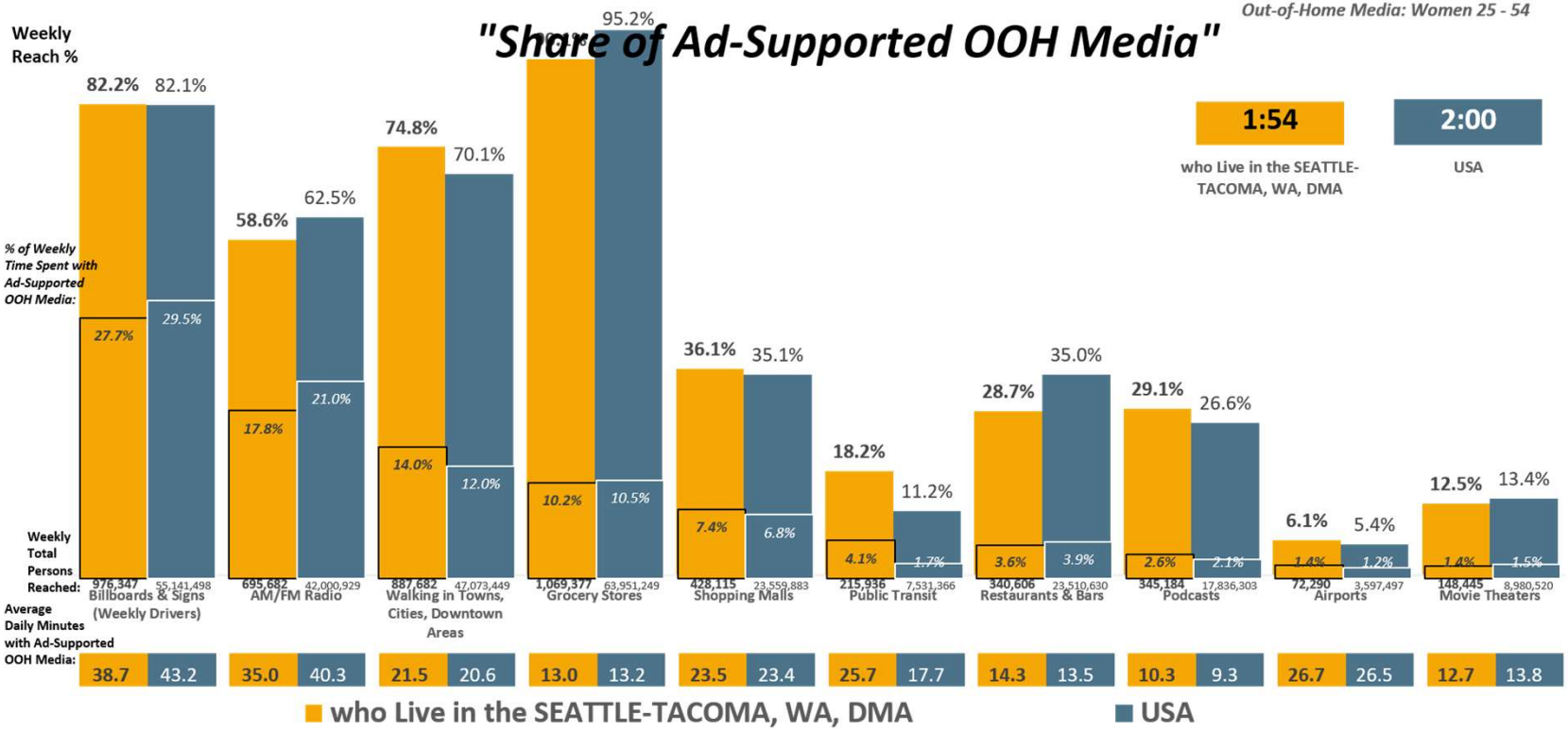
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976,347 or 82.2% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 38.7 minutes per day driving, seeing Billboards and Signs representing 27.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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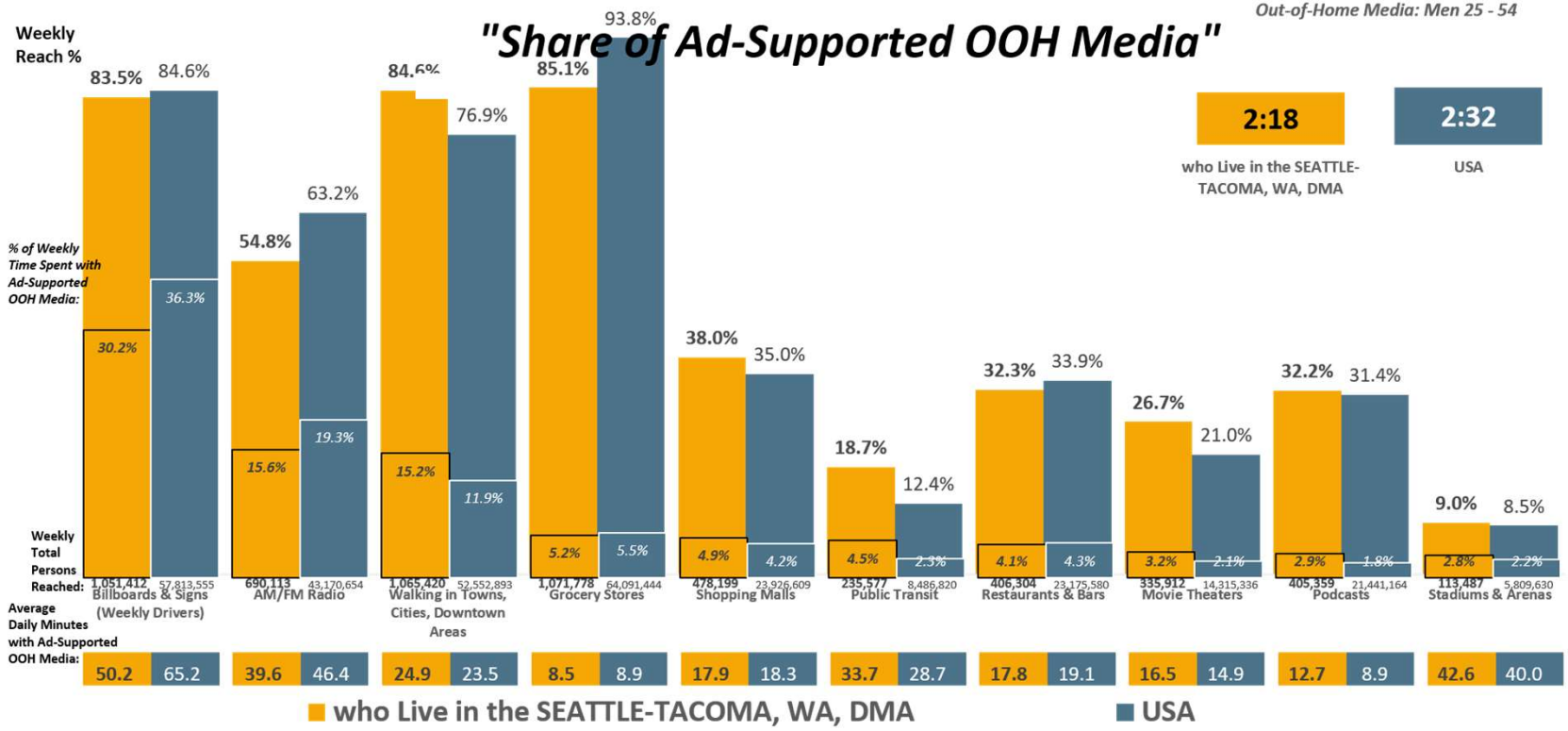
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1,051,412 or 83.5% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 50.2 minutes per day driving, seeing Billboards and Signs representing 30.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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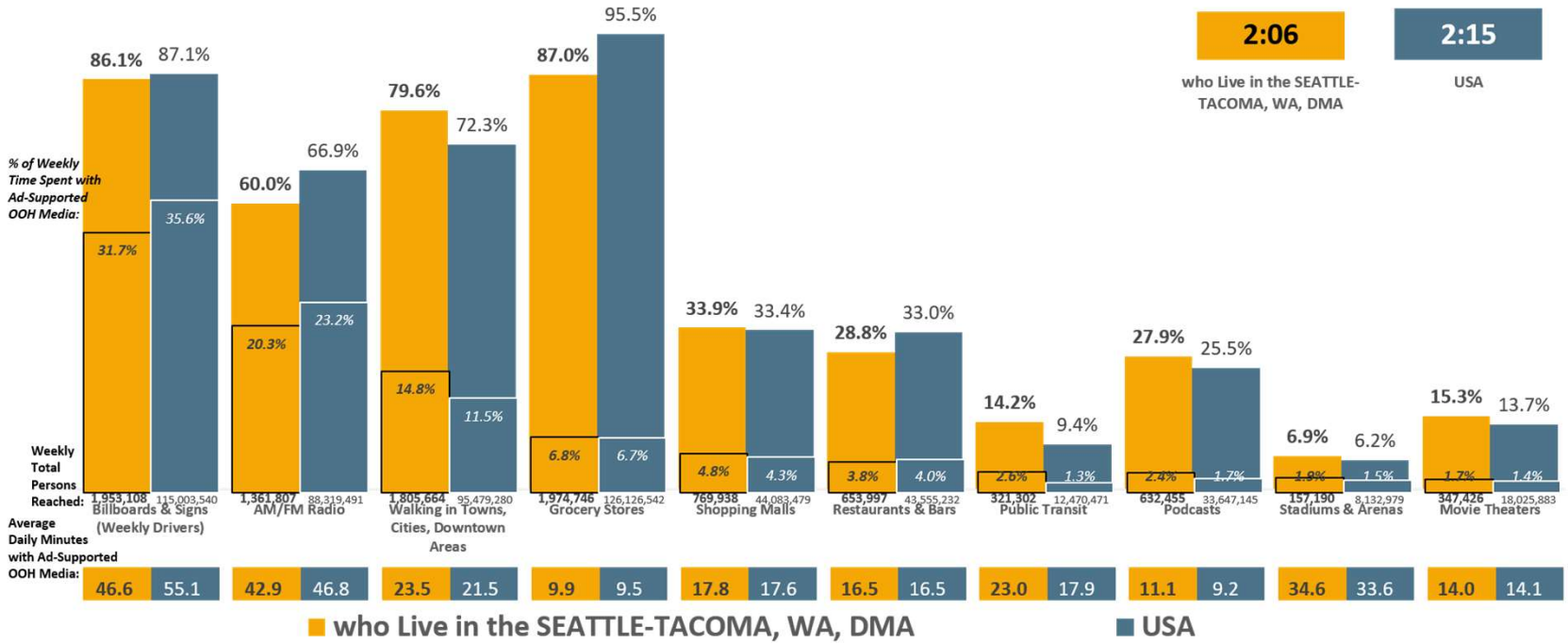
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1,953,108 or 86.1% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA spend an average of 46.6 minutes per day driving, seeing Billboards and Signs representing 31.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931 Scarborough R2 2026: Mar25-Aug26 USA Projection Scarborough R2 2026: Mar25-Aug26 Qual Intab 24,199

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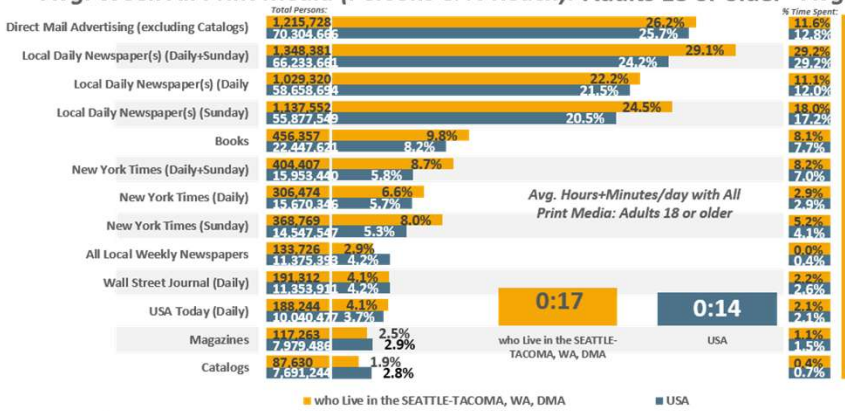
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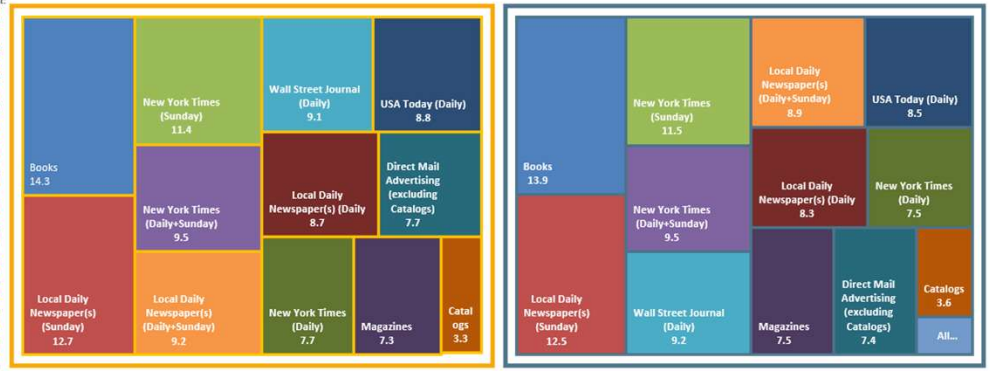
P18+

1,348,381 or 29.1% of Adults 18 or older who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

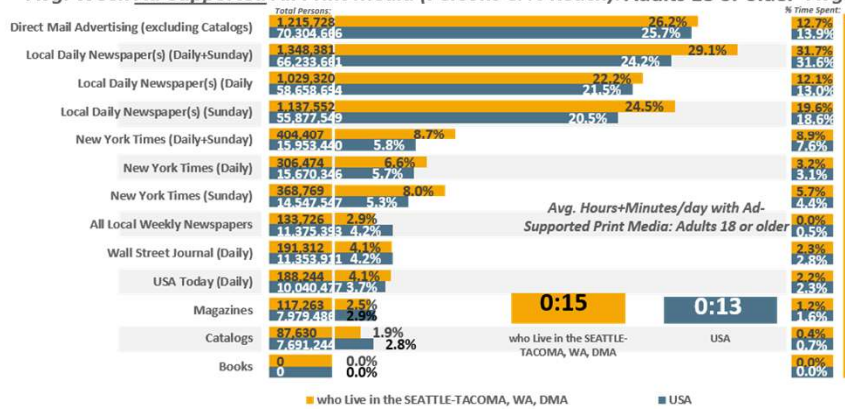
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



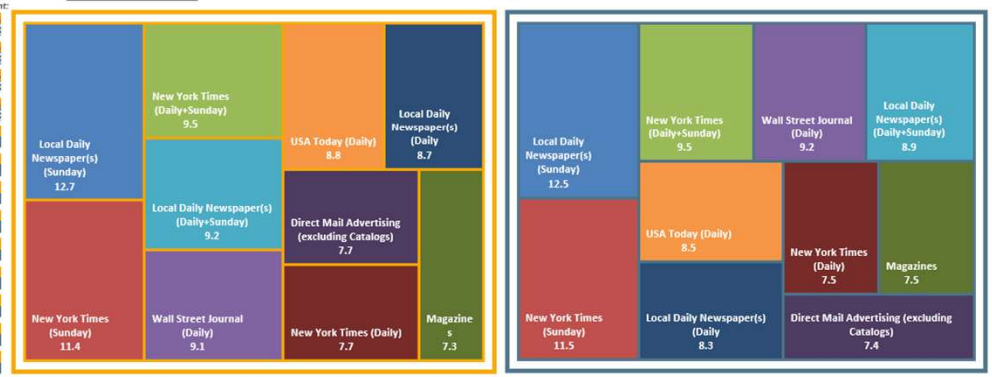
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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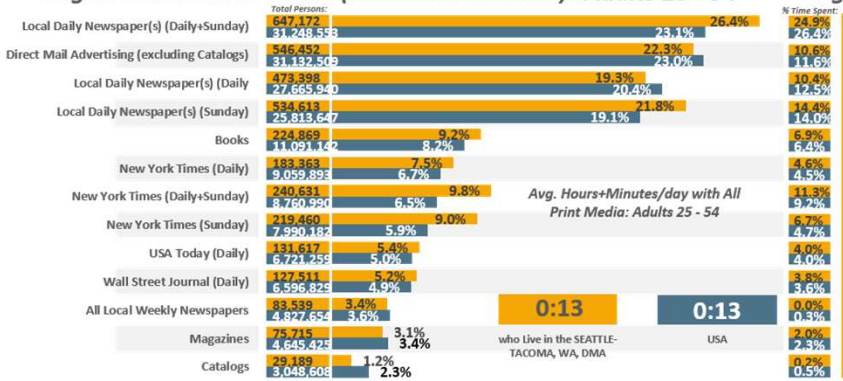
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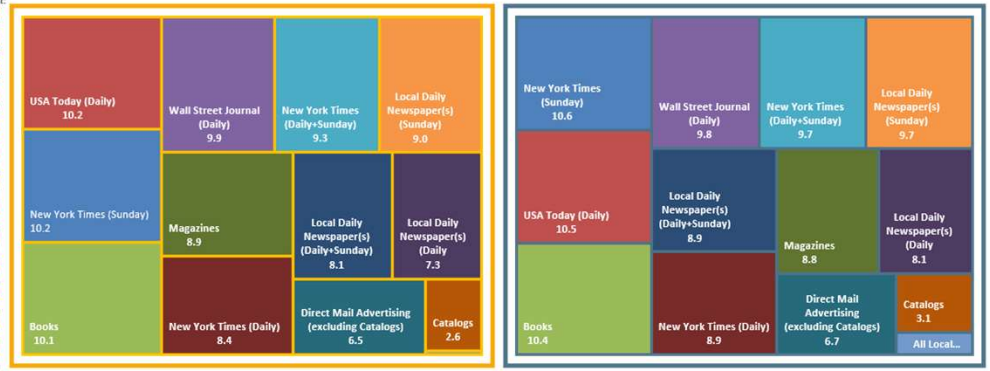
P25-54

647,172 or 26.4% of Adults 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

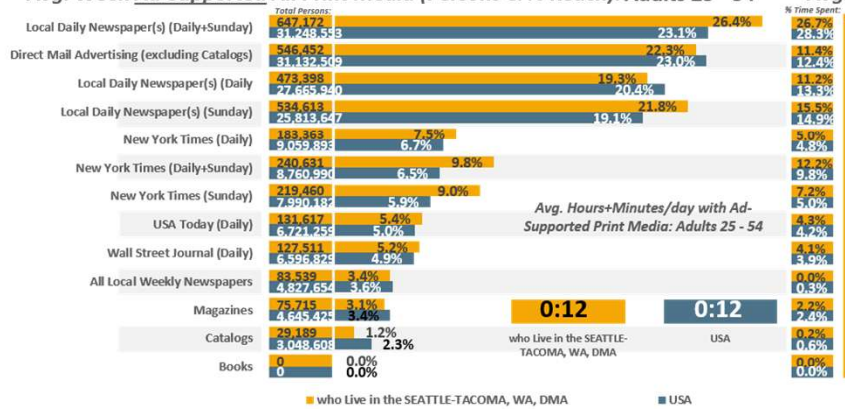
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

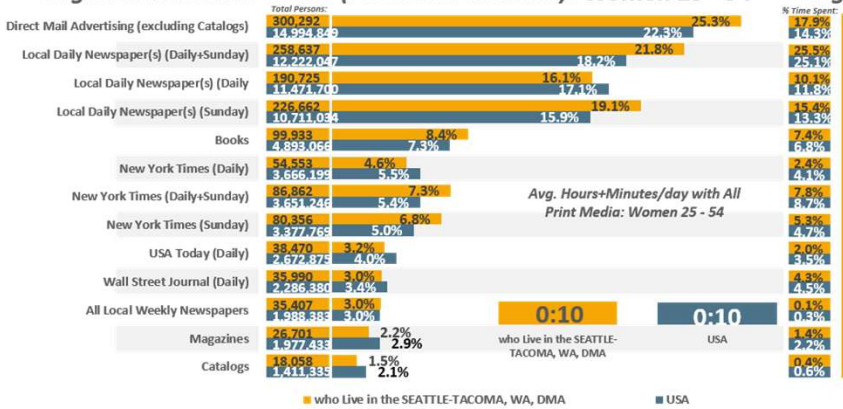
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258,637 or 21.8% of Women 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

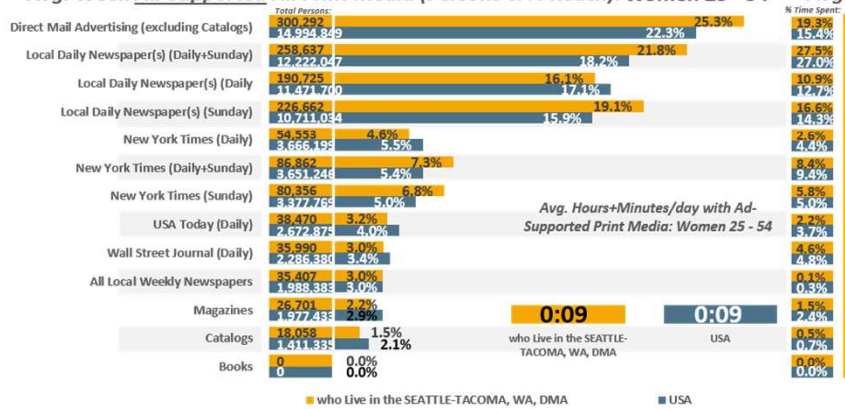
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



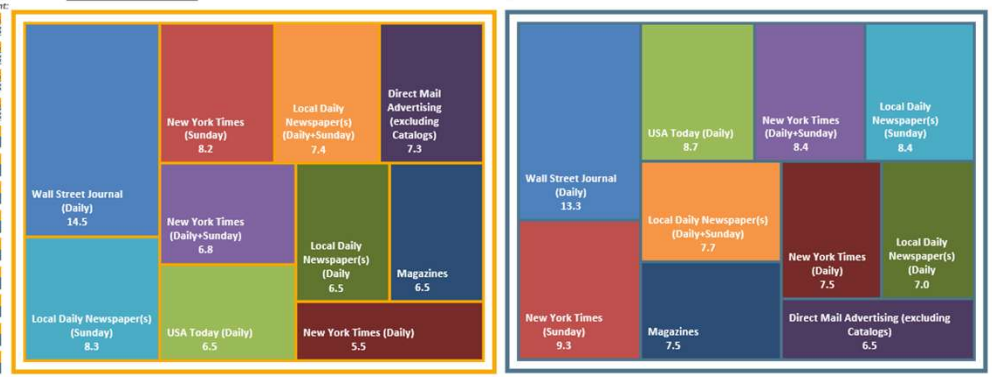
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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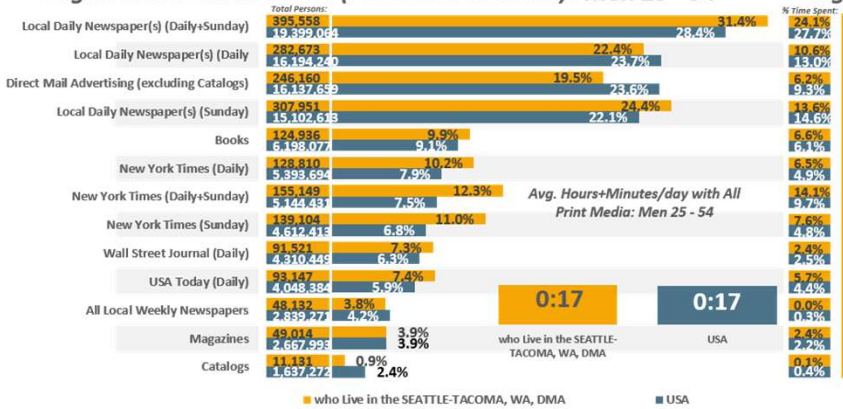
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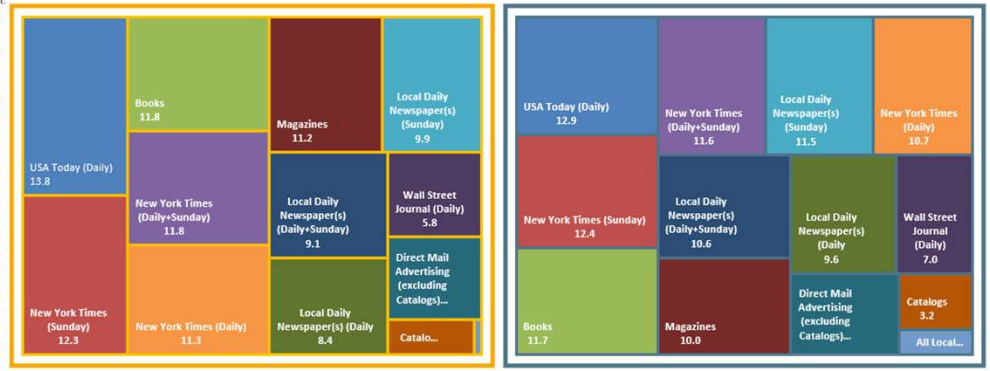
M25-54

395,558 or 31.4% of Men 25 - 54 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

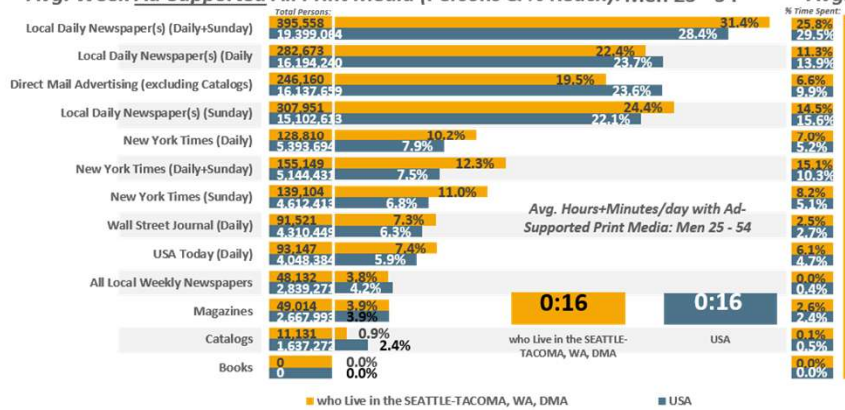
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



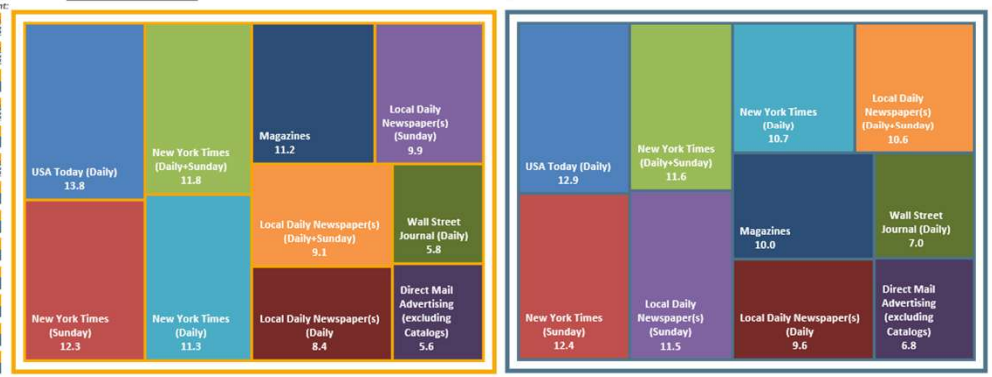
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

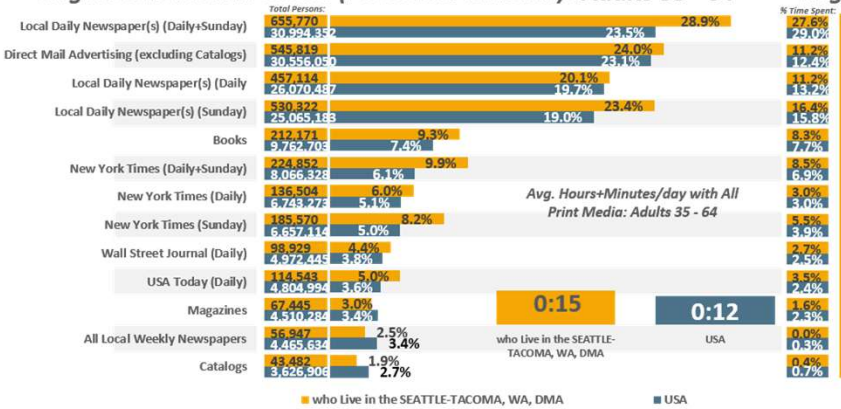
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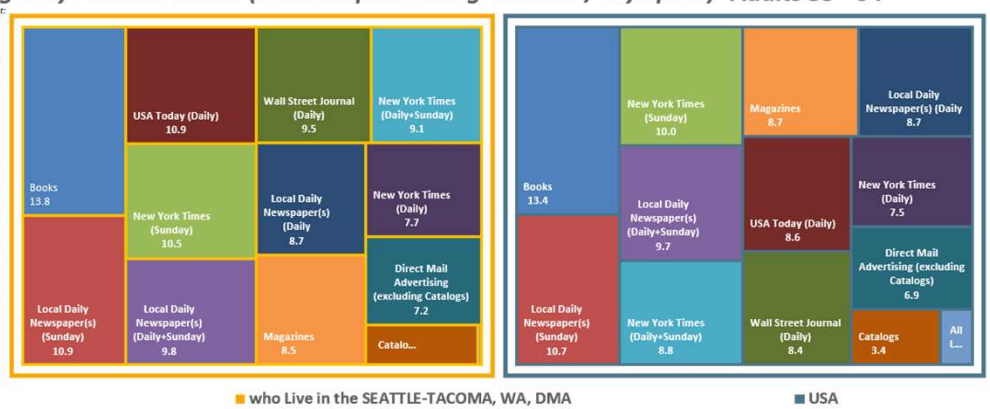


655,770 or 28.9% of Adults 35 - 64 who Live in the SEATTLE-TACOMA, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

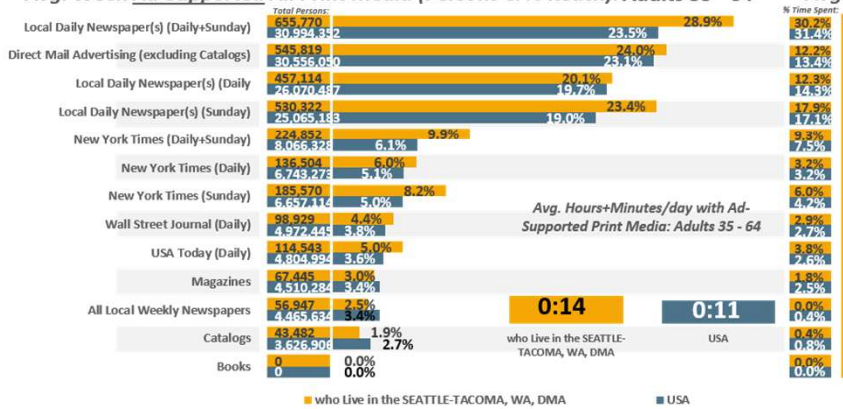
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



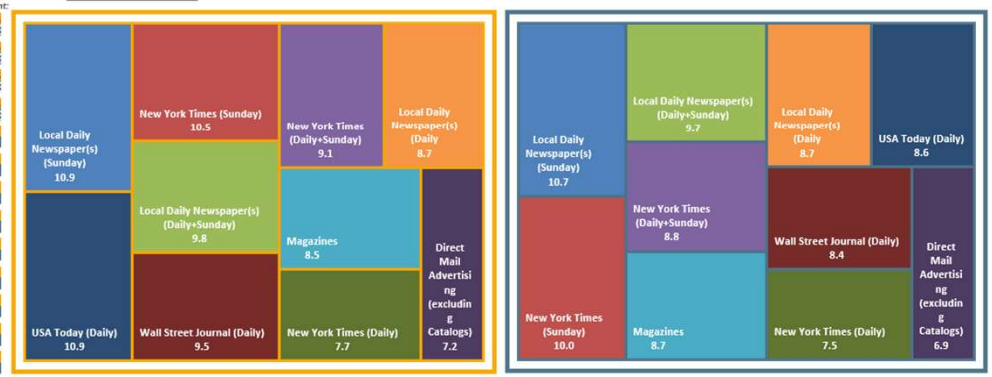
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,931

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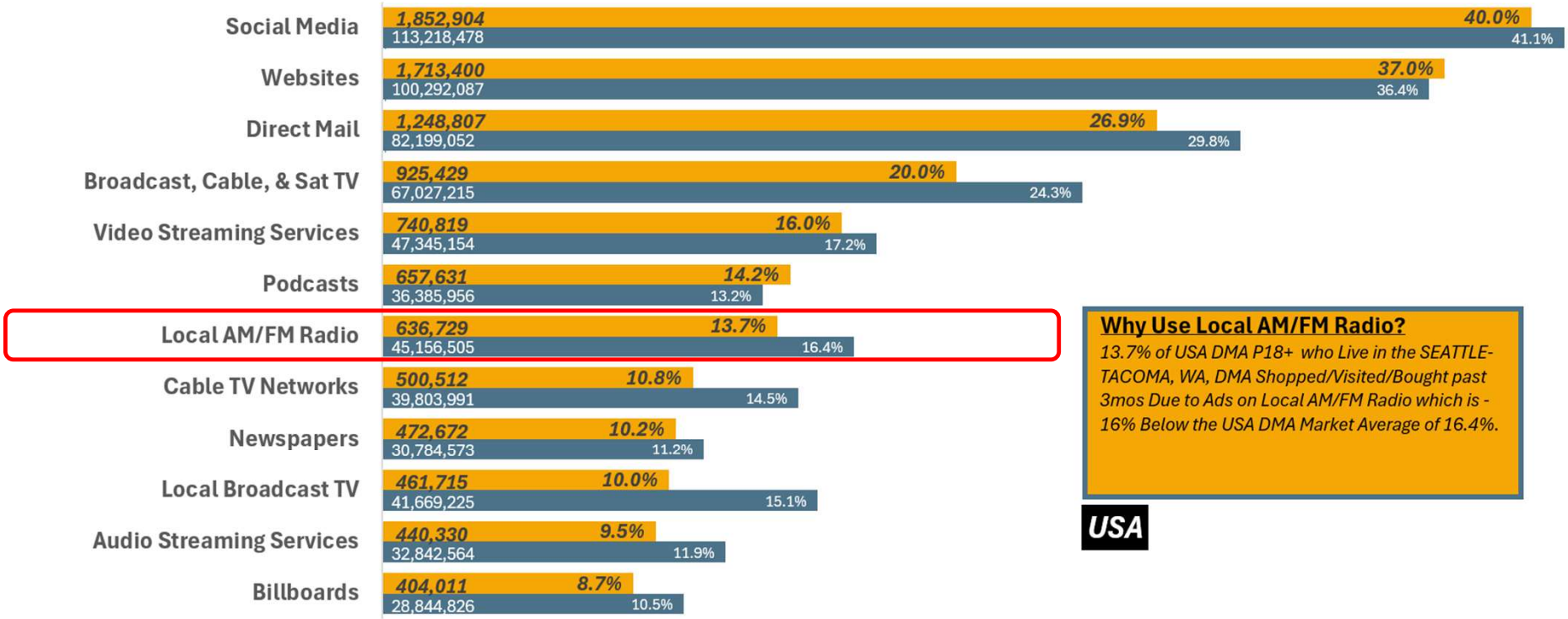
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P18+

"Advertising Actions"

P18+ who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.7% of USA DMA P18+ who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the USA DMA Market Average of 16.4%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 24199

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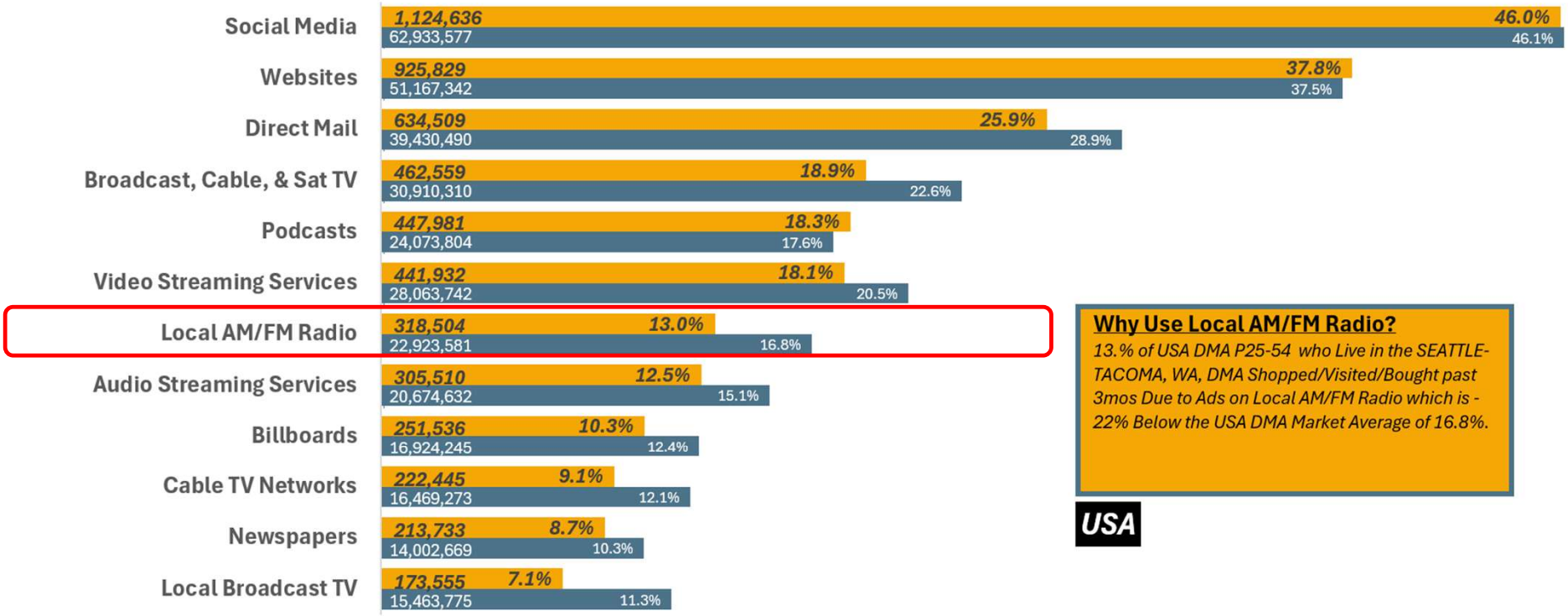
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P25-54

"Advertising Actions"

P25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.% of USA DMA P25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the USA DMA Market Average of 16.8%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 11191

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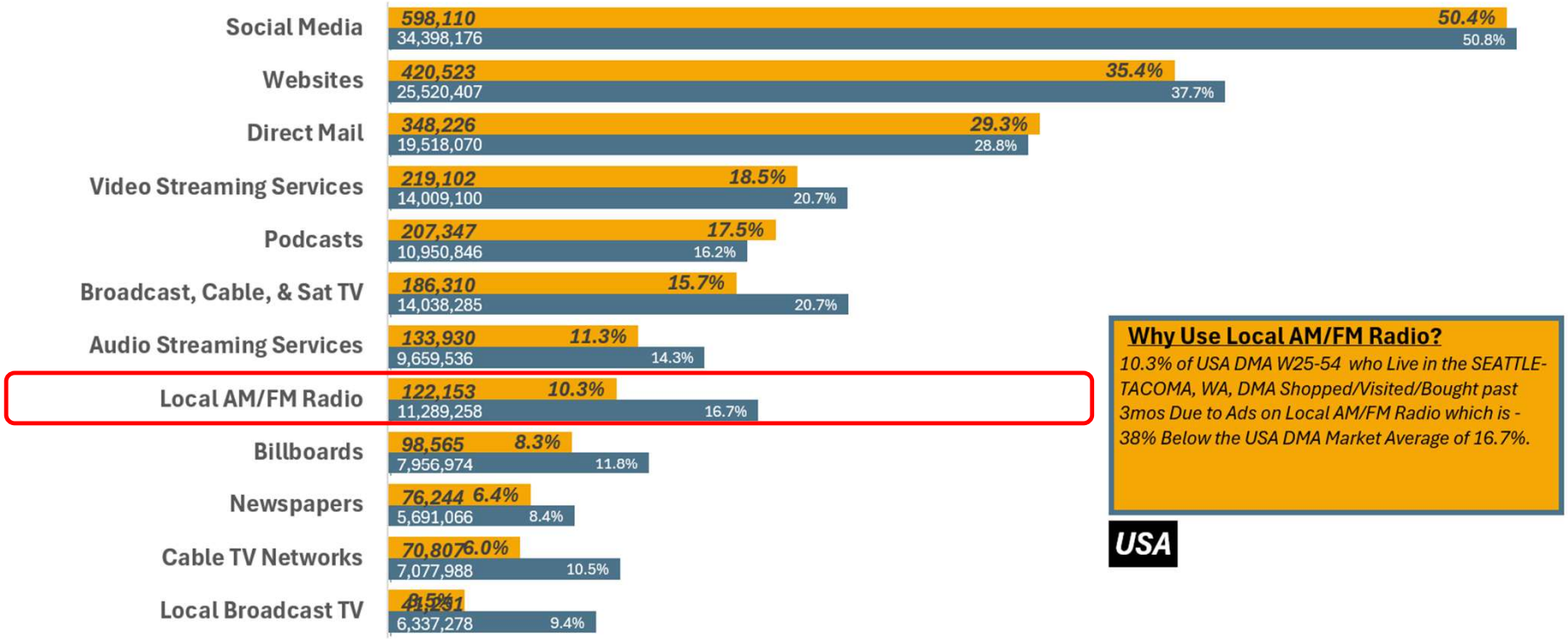
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W25-54

"Advertising Actions"

W25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.3% of USA DMA W25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -38% Below the USA DMA Market Average of 16.7%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 6395

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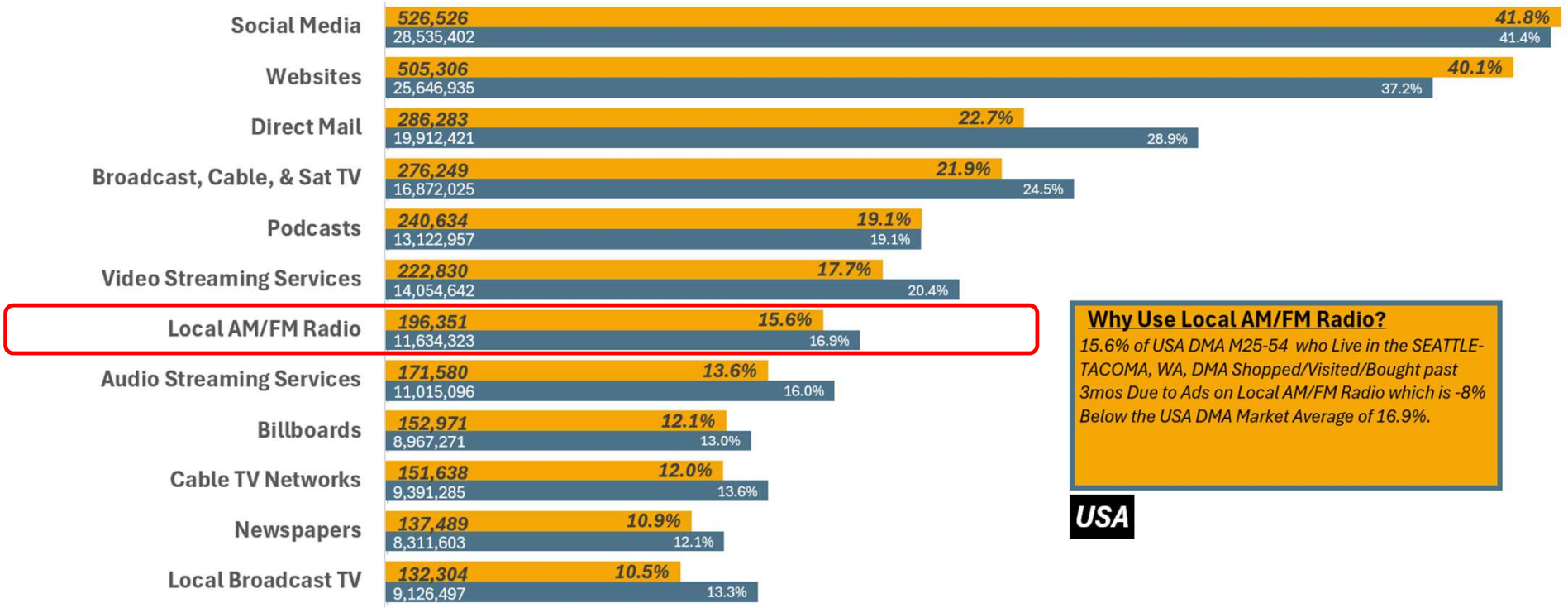
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M25-54

"Advertising Actions"

M25-54 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.6% of USA DMA M25-54 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the USA DMA Market Average of 16.9%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 4796

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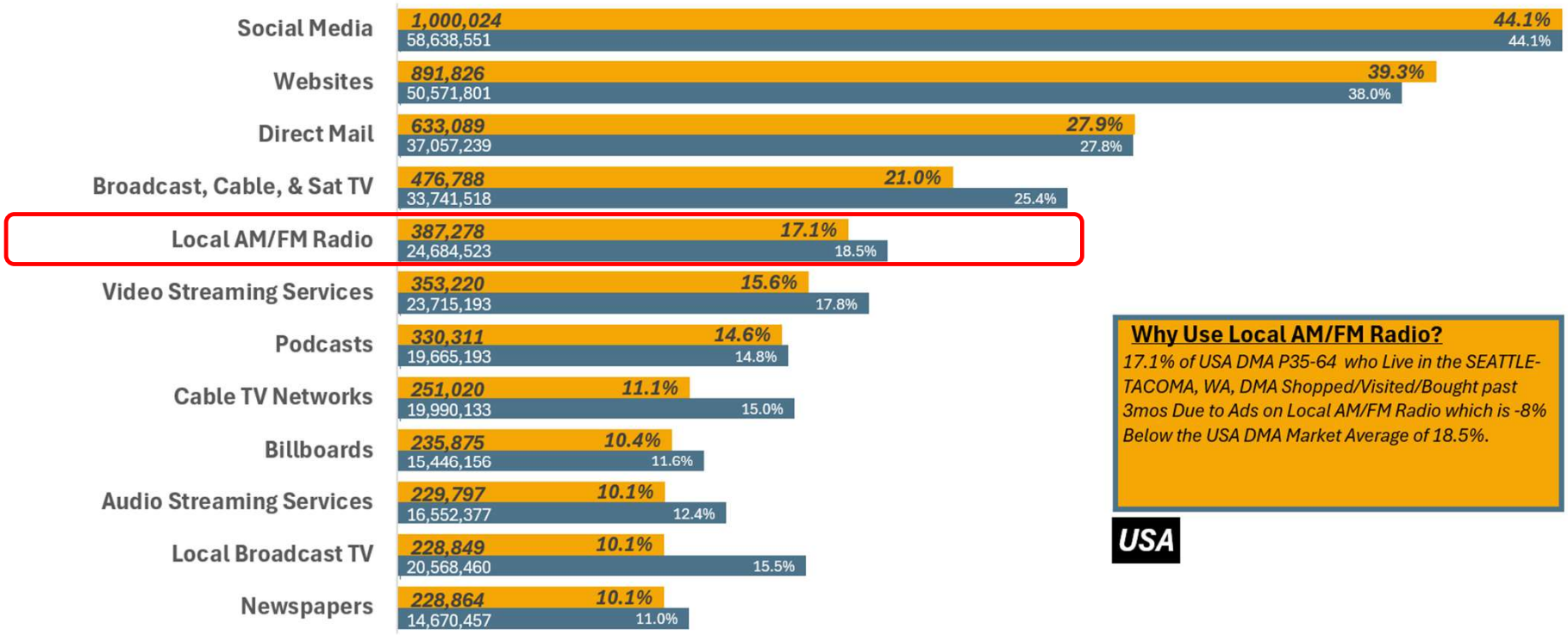
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P35-64

"Advertising Actions"

P35-64 who Live in the SEATTLE-TACOMA, WA, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.1% of USA DMA P35-64 who Live in the SEATTLE-TACOMA, WA, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the USA DMA Market Average of 18.5%.

USA

USA DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 12207

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