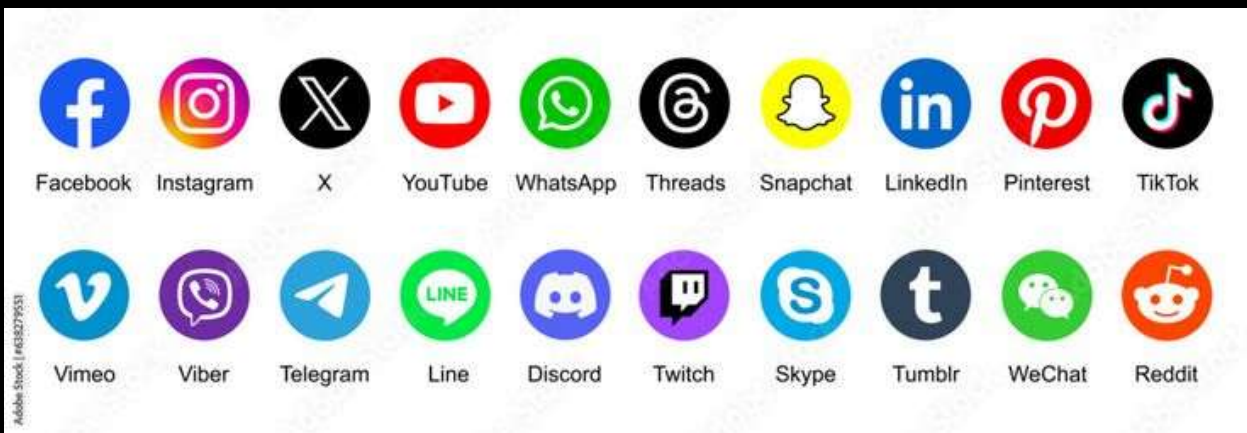
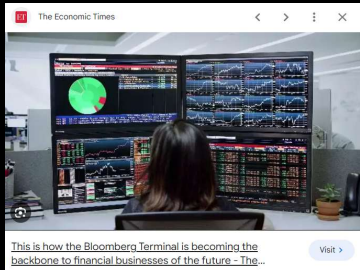


USA+4 DMAs – P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA** P18+ who Became a Follower of a **SOCIAL MEDIA INFLUENCER** in the past 30 days as of August 31, 2025.



FOLLOWING

**USA**
FOLLOWING

**CHI**
FOLLOWING

**WDC**
FOLLOWING

**SEA**
FOLLOWING

**PHX**
FOLLOWING

P18+



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

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 42.2 years old (13.3% younger than average) and have a \$88,363 (7.4% lower than average) annual household...

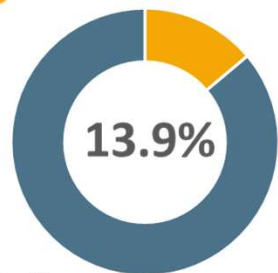


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- Remainder of USA DMAs

Total Persons:

36,376,505 225,797,995

%M vs. %F:

Average Age:

Persons:

42.3%

43.0

15,384,851

49.2%

48.5

129,073,6...

57.7%

41.4

20,991,654

50.8%

49.0

133,100,8...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

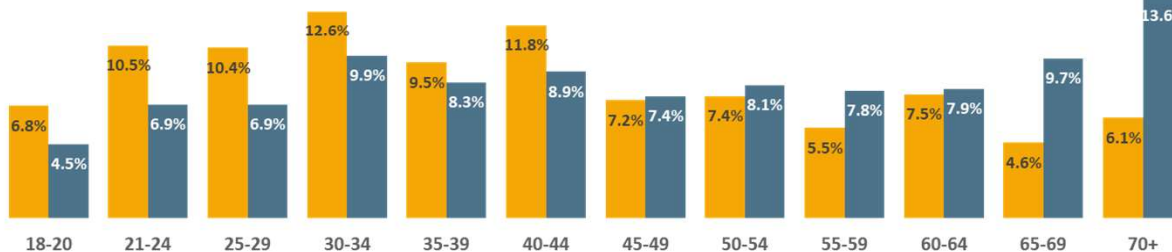
Average Age:

Adults 18 or older

42.2

48.7

- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- USA

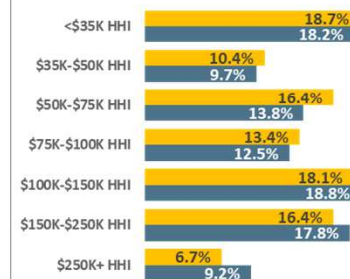


who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA



HHI of Target vs. Market:



Avg HHI:

\$88,363

\$95,398

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



13.1% or 991,152 of CHI DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 41.6 years old (13.9% younger than average) and have a \$96,735 (10.% lower than average) annual household...

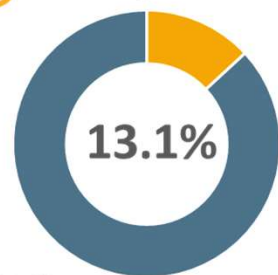


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- Remainder of CHI DMA

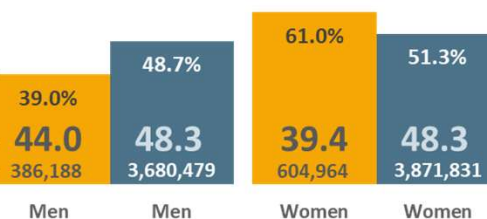
Total Persons:

991,152 6,561,158

%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

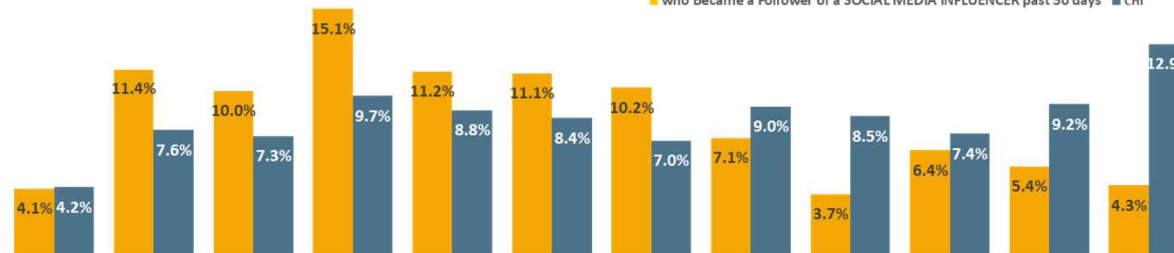
Average Age:

Adults 18 or older

41.6

48.3

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days CHI



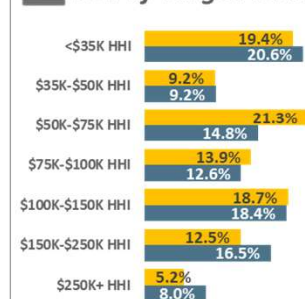
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

CHI

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 592

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HHI of Target vs. Market:



Avg HHI:

\$96,735 \$107,489

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



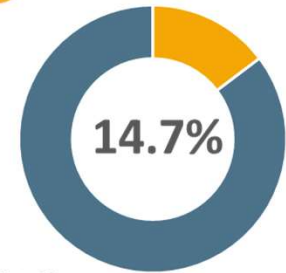
14.7% or 840,020 of WDC DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 41.6 years old (13.2% younger than average) and have a \$128,524 (6.2% lower than average) annual household...



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



■ who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
■ Remainder of WDC DMA

Total Persons:

840,020 4,874,707

%M vs. %F:

Average Age:

Persons:

43.2%

43.1

363,034

48.8%

47.8

2,790,018

56.8%

40.2

476,986

51.2%

48.1

2,924,709

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

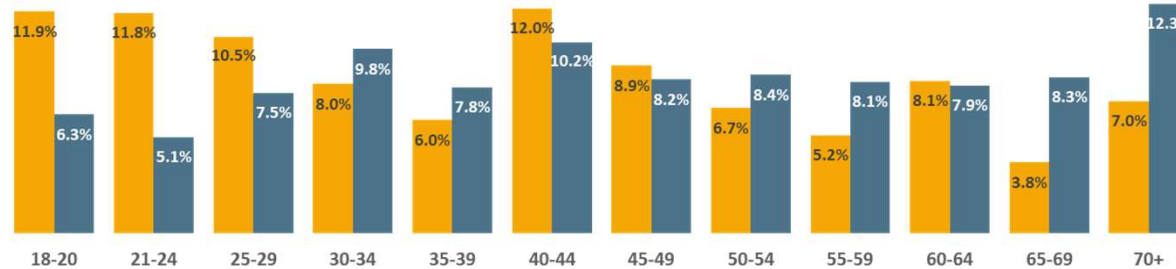
Average Age:

Adults 18 or older

41.6

47.9

■ who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days ■ WDC



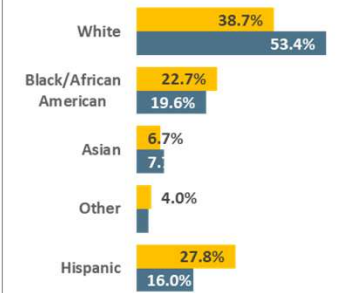
■ who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

■ WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 845

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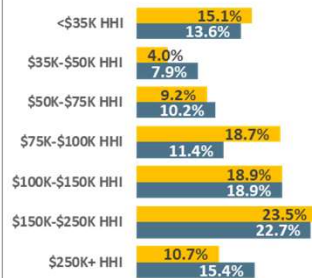
Ethnicity of Target vs. Market:



■ who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

■ WDC

HHI of Target vs. Market:



Avg HHI:

\$128,524

\$137,019

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



14.1% or 638,684 of SEA DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 44. years old (8.9% younger than average) and have a \$118,443 (5.1% lower than average) annual household...

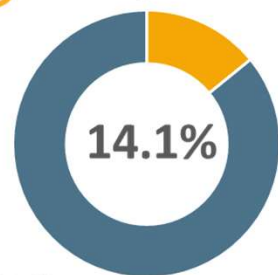


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- Remainder of SEA DMA

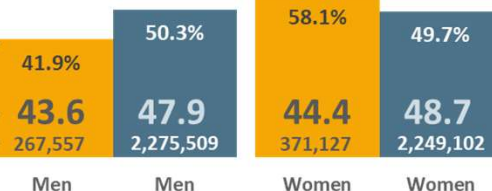
Total Persons:



%M vs. %F:

Average Age:

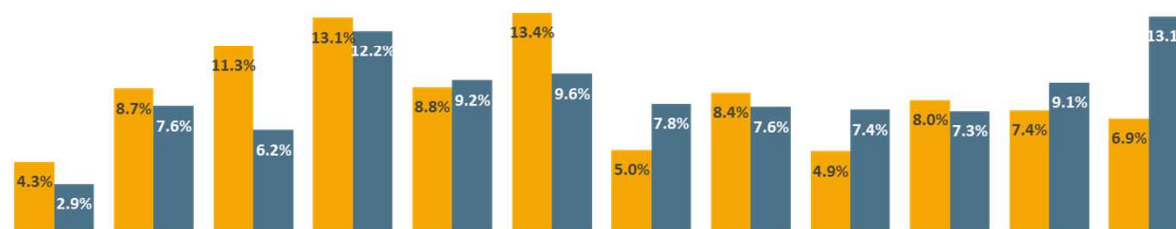
Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

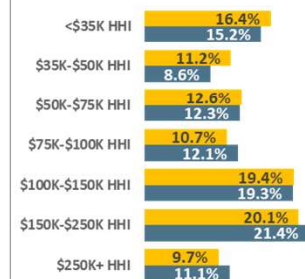


who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

SEA

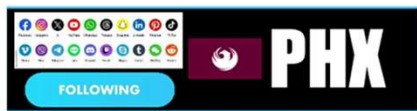


HHI of Target vs. Market:



Avg HHI:





12.3% or 587,391 of PHX DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 40. years old (17.7% younger than average) and have a \$95,259 (9.6% lower than average) annual household...

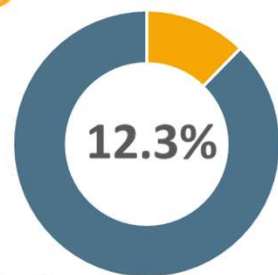


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- Remainder of PHX DMA

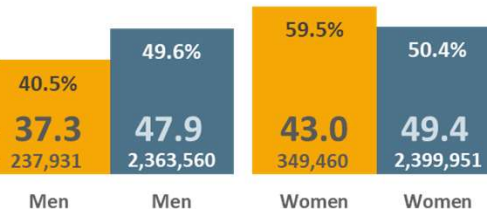
Total Persons:

587,391 4,176,120

%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

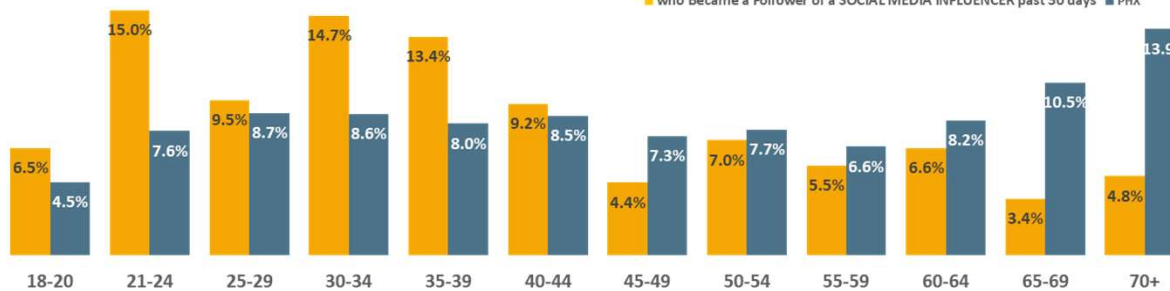
Average Age:

Adults 18 or older

40.0

48.6

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days PHX

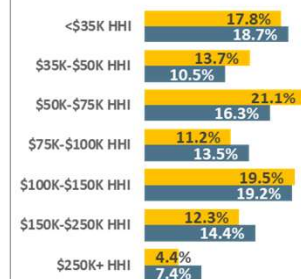


who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

PHX



HHI of Target vs. Market:

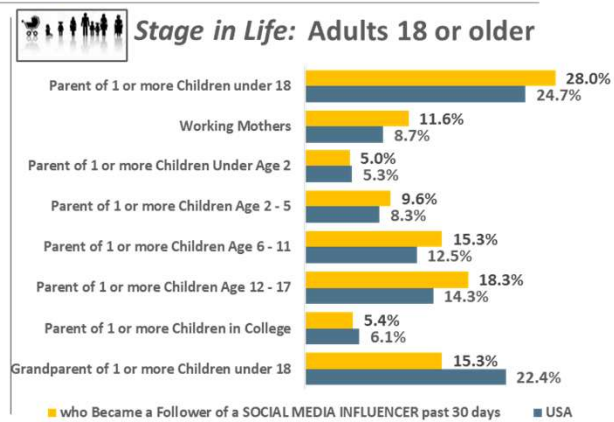
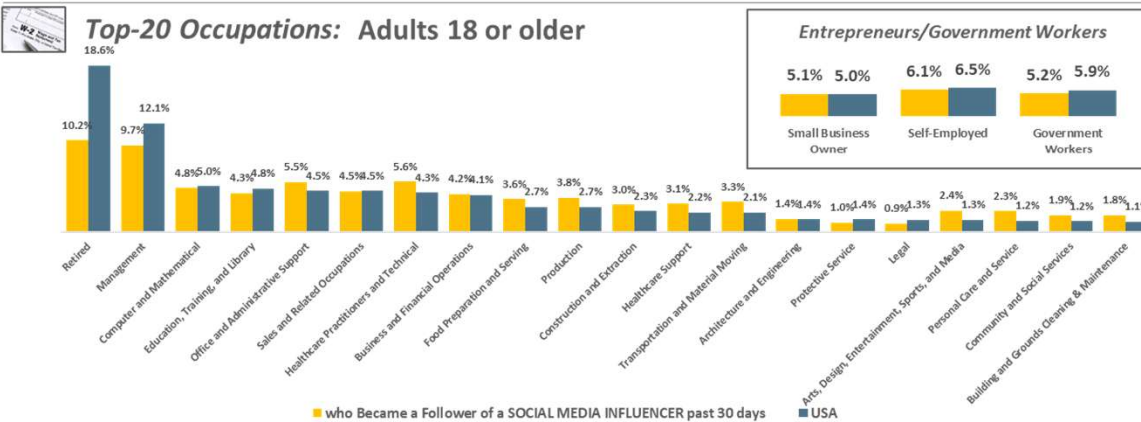
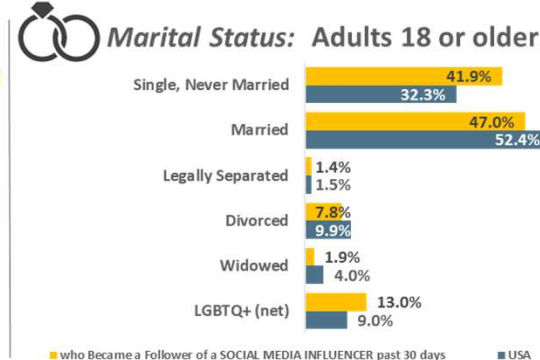
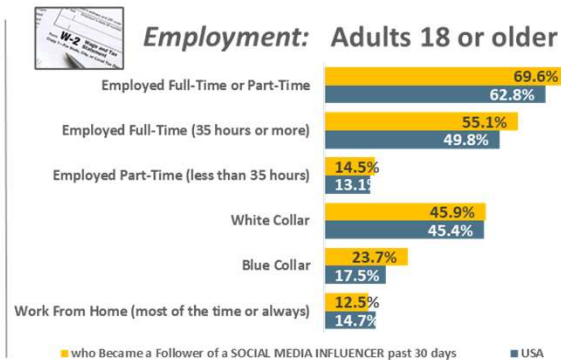
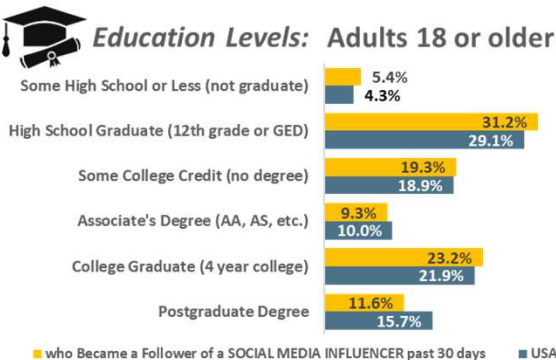


Avg HHI:

\$95,259 \$105,341



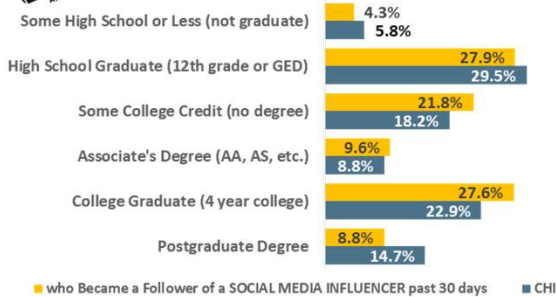
13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 7.5% less likely to be a college graduate, 10.7% more likely to work full-time, 10.4% less likely to be married, 13.6% more likely to be a parent of 1 or more children



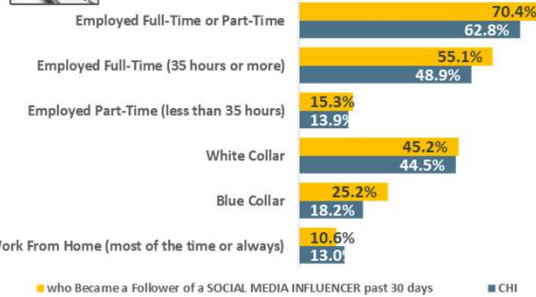


13.1% or 991,152 of CHI DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.1% less likely to be a college graduate, 12.7% more likely to work full-time, 18.1% less likely to be married, 16.1% more likely to be a parent of 1 or more children

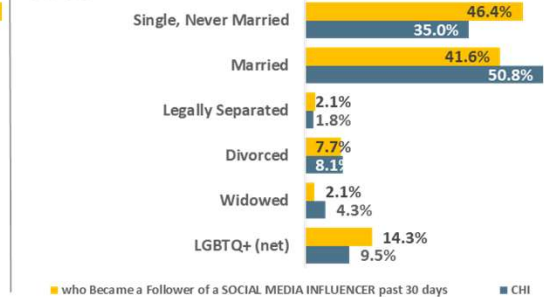
Education Levels: Adults 18 or older



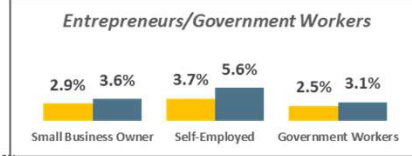
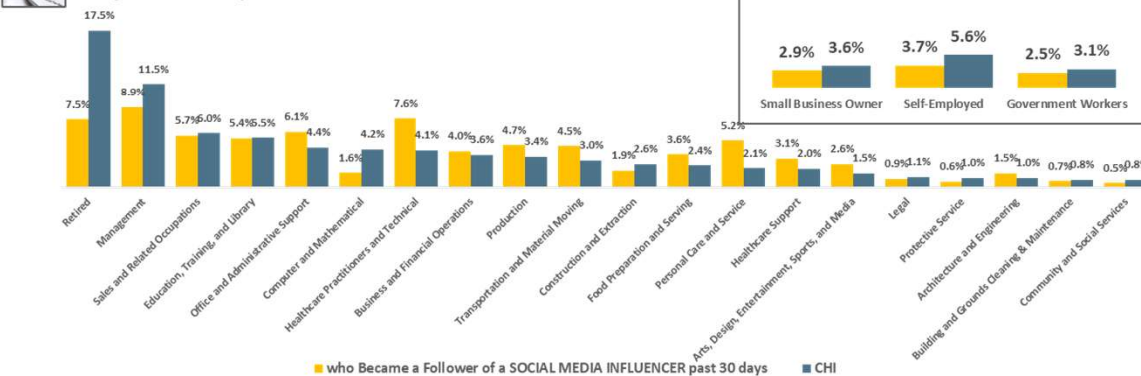
Employment: Adults 18 or older



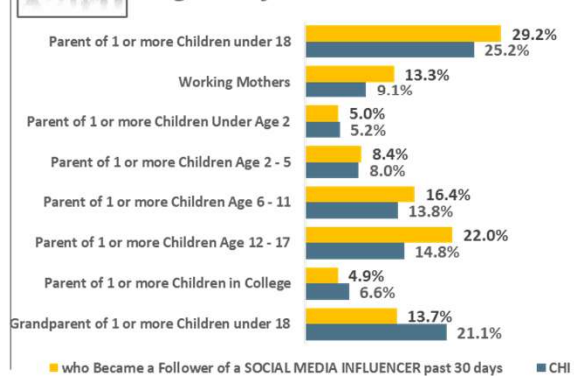
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

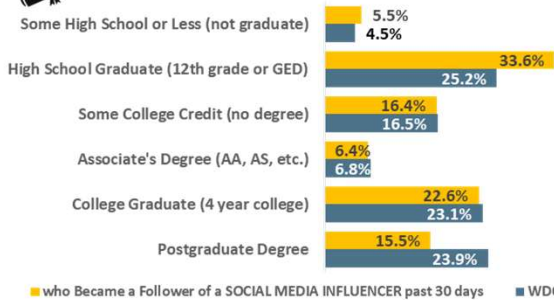




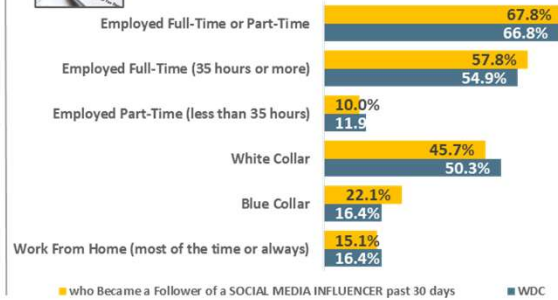
14.7% or 840,020 of WDC DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 19.% less likely to be a college graduate, 5.3% more likely to work full-time, 9.4% less likely to be married, 2.5% less likely to be a parent of 1 or more children und



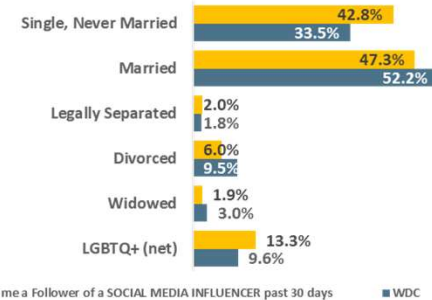
Education Levels: Adults 18 or older



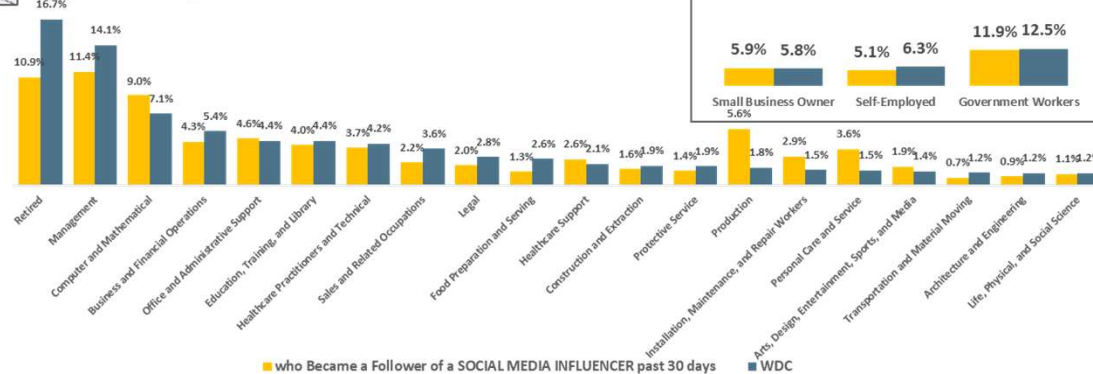
Employment: Adults 18 or older



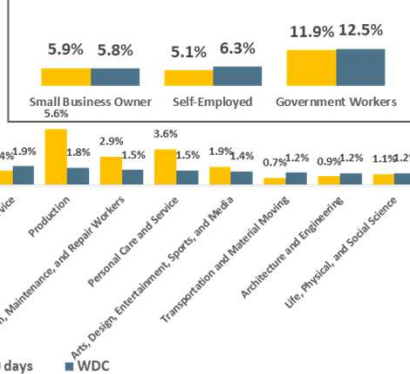
Marital Status: Adults 18 or older



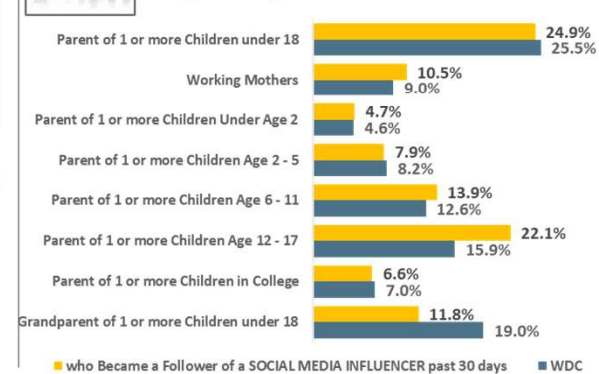
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



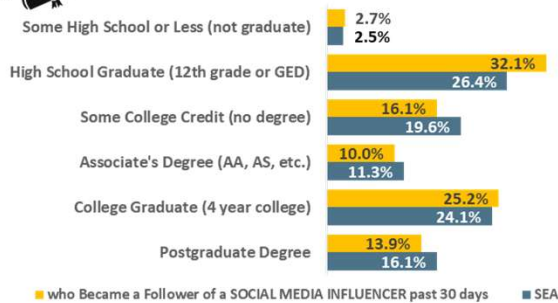
Stage in Life: Adults 18 or older



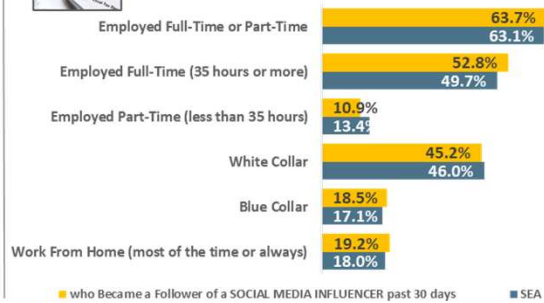


14.1% or 638,684 of SEA DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 2.9% less likely to be a college graduate, 6.2% more likely to work full-time, .5% less likely to be married, 1.6% less likely to be a parent of 1 or more children unde

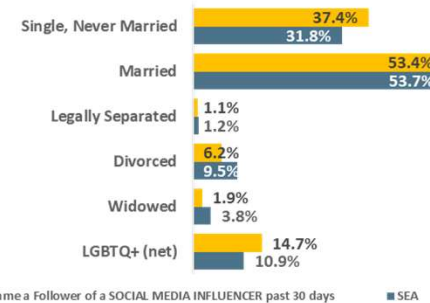
Education Levels: Adults 18 or older



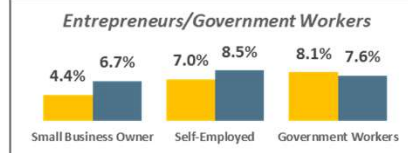
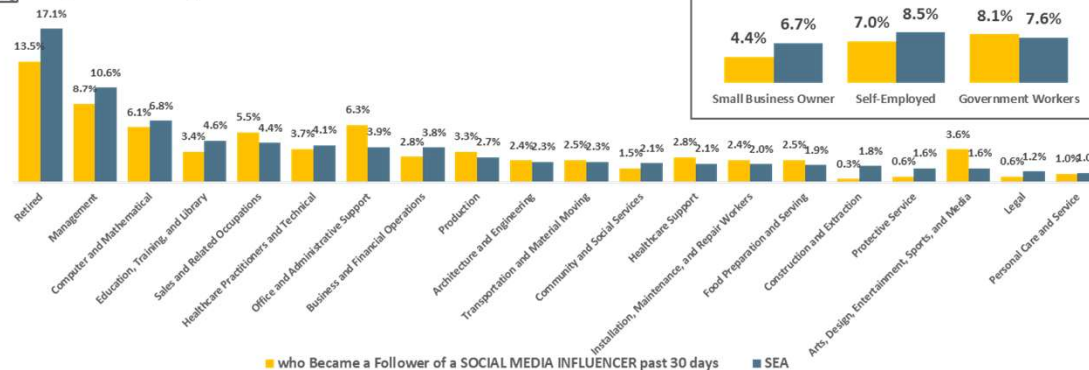
Employment: Adults 18 or older



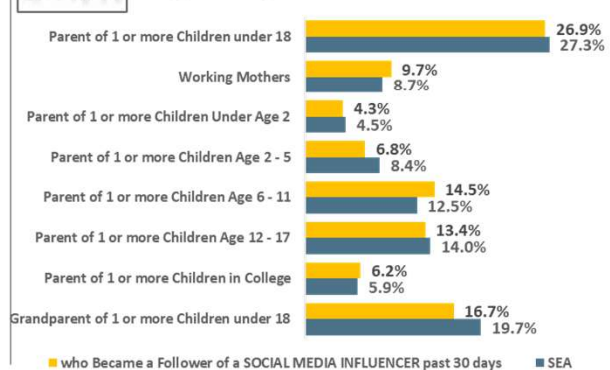
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



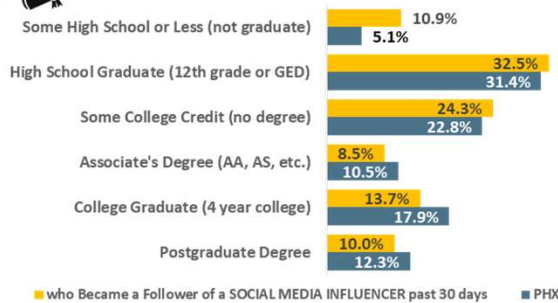
Stage in Life: Adults 18 or older



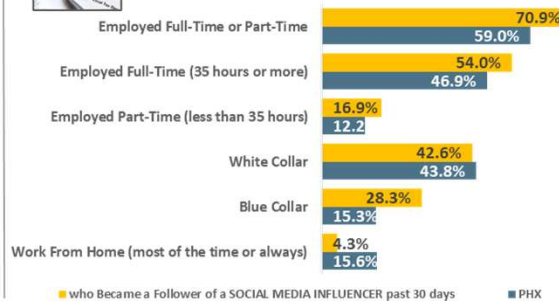


12.3% or 587,391 of PHX DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
 Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 21.5% less likely to be a college graduate, 15.1% more likely to work full-time, 7.2% less likely to be married, 36.2% more likely to be a parent of 1 or more children

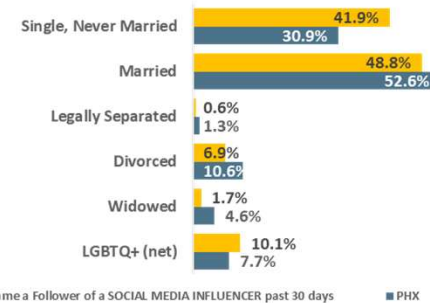
Education Levels: Adults 18 or older



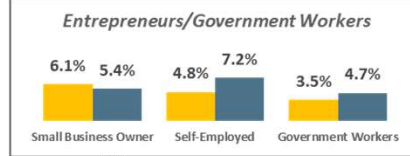
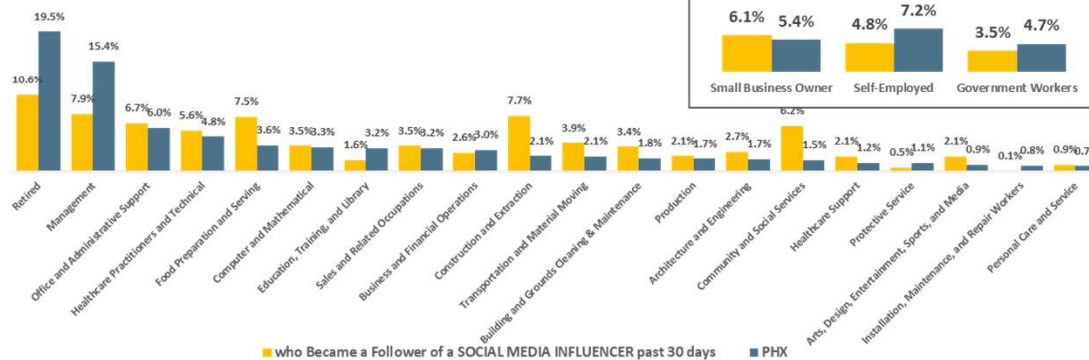
Employment: Adults 18 or older



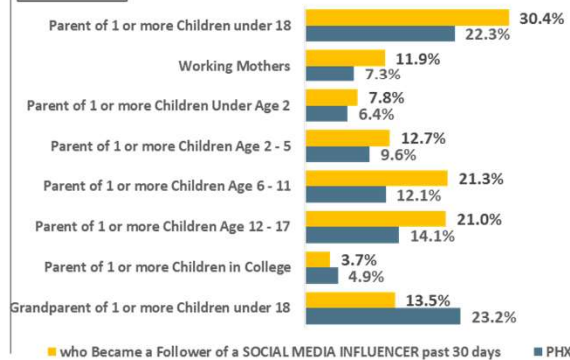
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



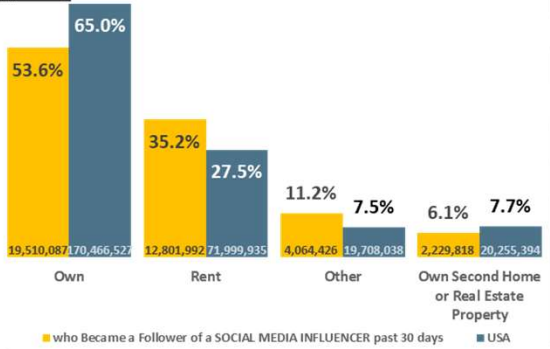
Stage in Life: Adults 18 or older



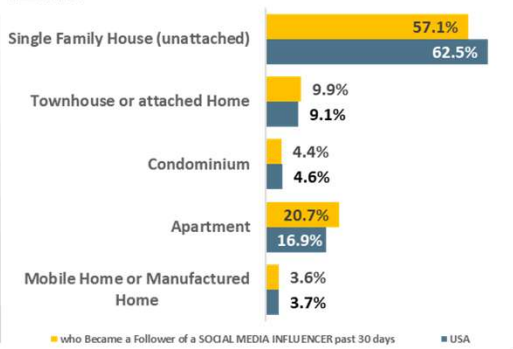


13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 17.5% less likely to own their home, 15.% more likely to own a higher valued home, 8.7% less likely to have a single-family home, 1.3% less likely to have a dog.

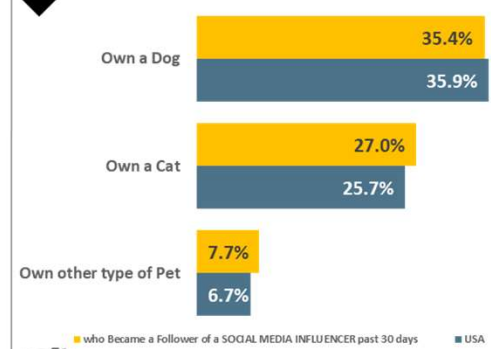
Own/Rent/Other: Adults 18 or older



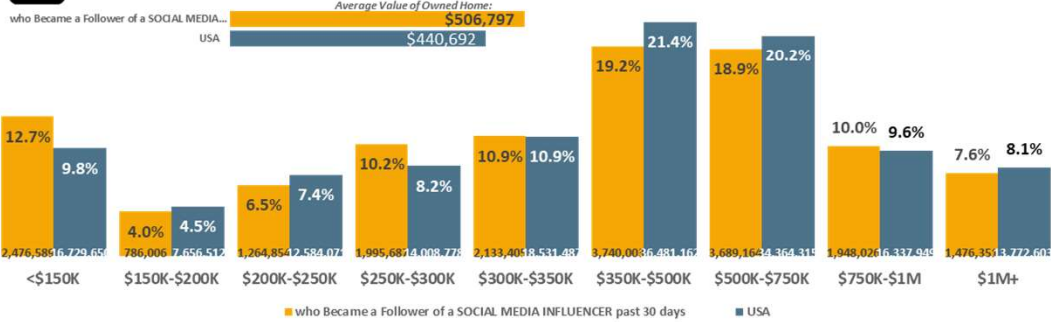
Type of Home: Adults 18 or older



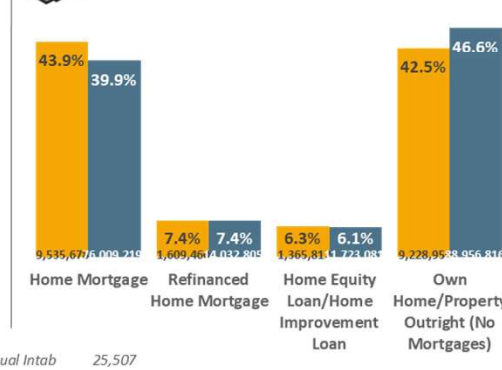
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



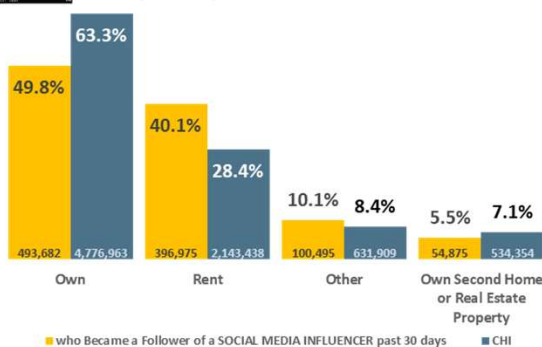
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

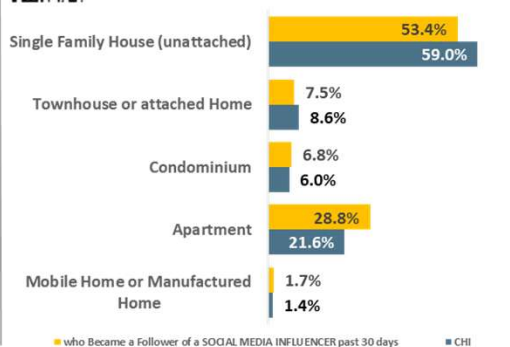


13.1% or 991,152 of CHI DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 21.3% less likely to own their home, 8.9% more likely to own a lower valued home, 9.5% less likely to have a single-family home, 5.7% more likely to have a dog.

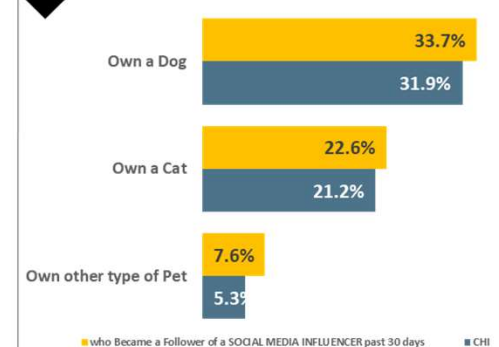
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



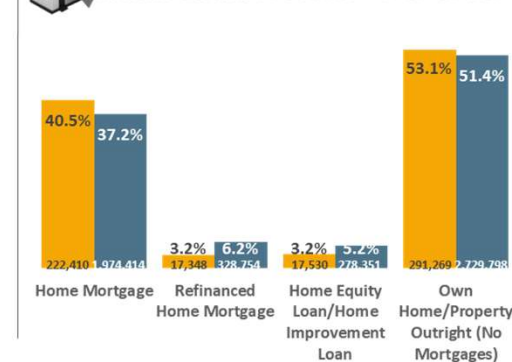
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



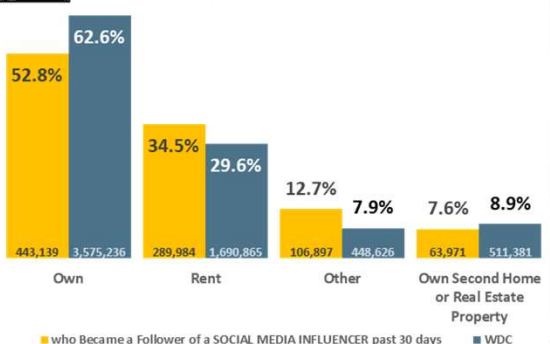
Home Loans: Adults 18 or older



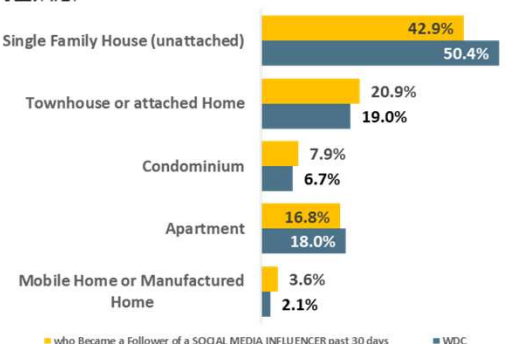


14.7% or 840,020 of WDC DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 15.7% less likely to own their home, 13.1% more likely to own a lower valued home, 14.8% less likely to have a single-family home, 3.2% less likely to have a dog.

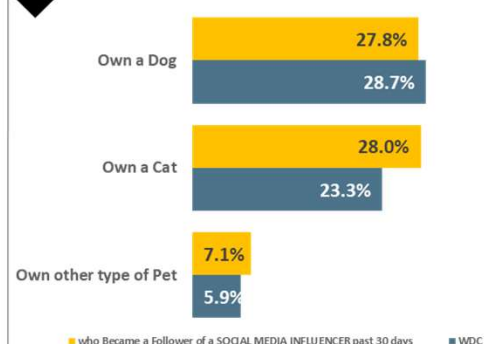
Own/Rent/Other: Adults 18 or older



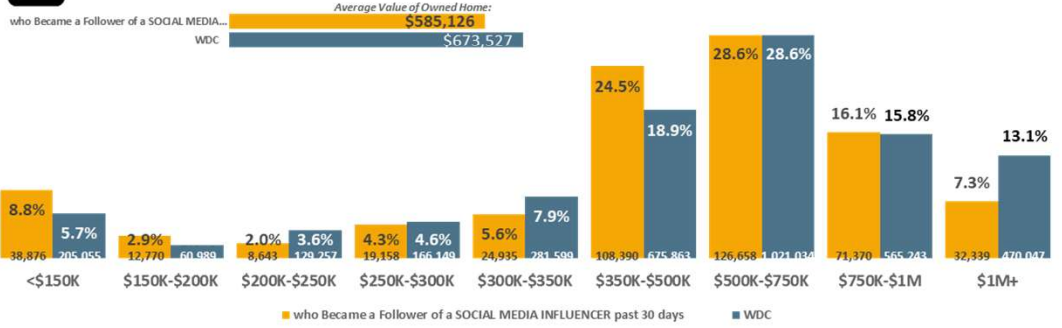
Type of Home: Adults 18 or older



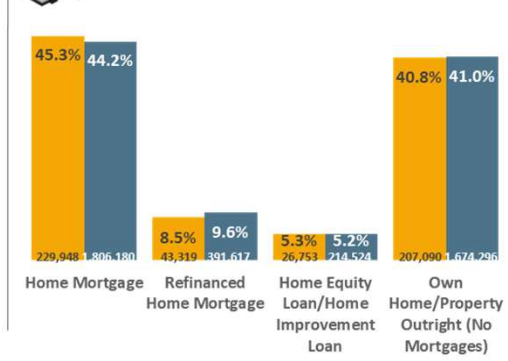
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



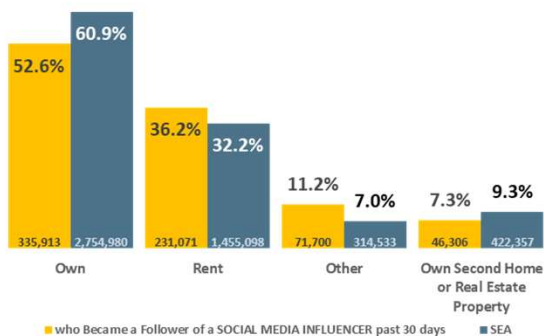
Home Loans: Adults 18 or older



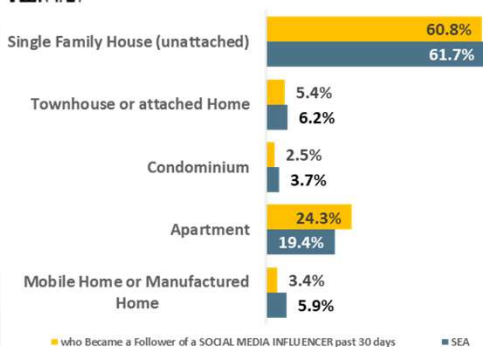


14.1% or 638,684 of SEA DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 13.6% less likely to own their home, 3.4% more likely to own a higher valued home, 1.4% less likely to have a single-family home, 1.3% less likely to have a dog.

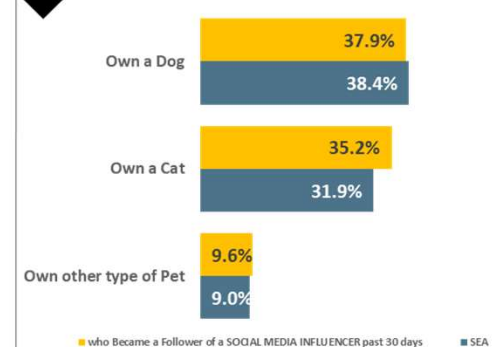
Own/Rent/Other: Adults 18 or older



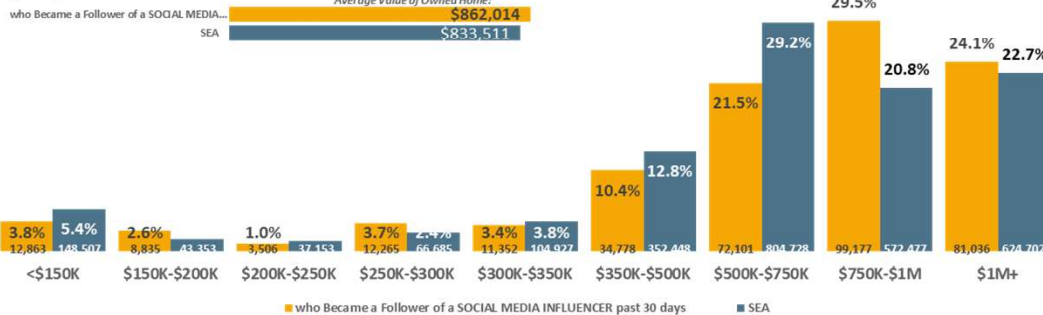
Type of Home: Adults 18 or older



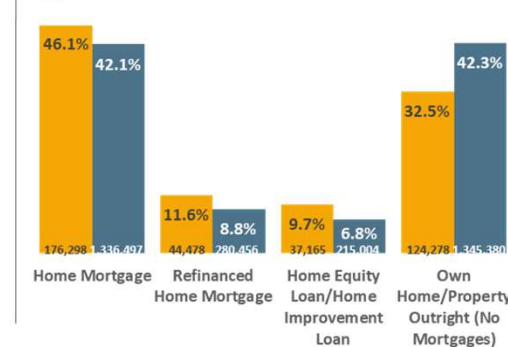
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



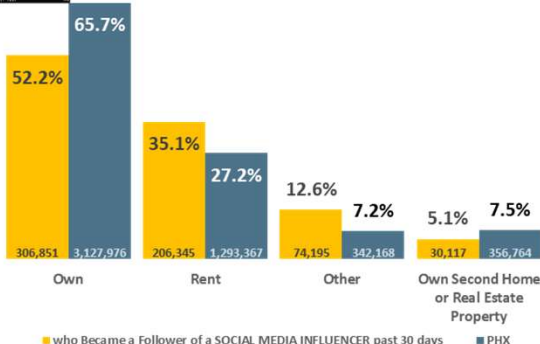
Home Loans: Adults 18 or older



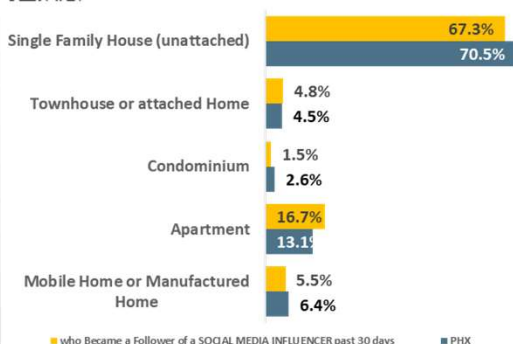


12.3% or 587,391 of PHX DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 20.4% less likely to own their home, 15.9% more likely to own a lower valued home, 4.5% less likely to have a single-family home, 16.4% more likely to have a dog.

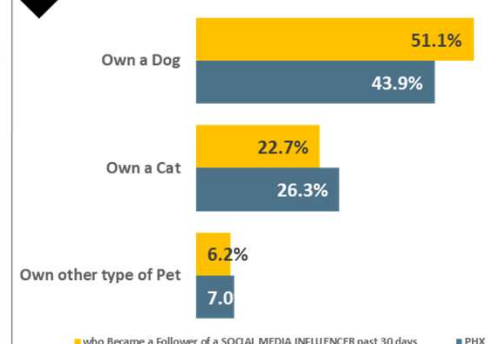
Own/Rent/Other: Adults 18 or older



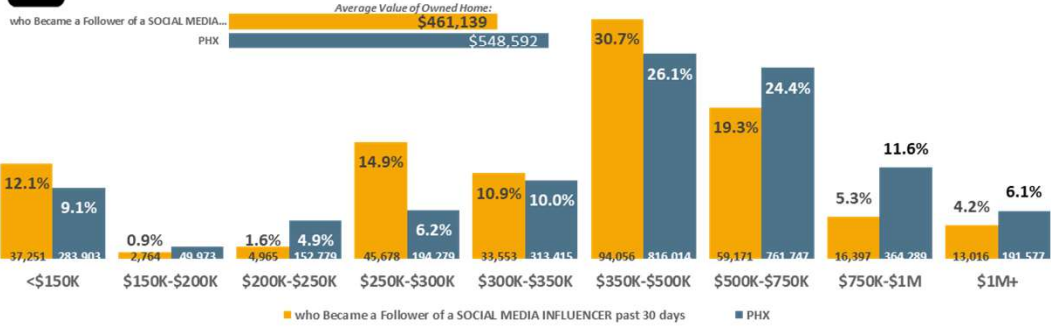
Type of Home: Adults 18 or older



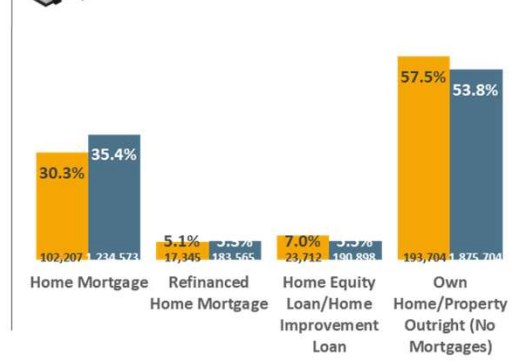
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

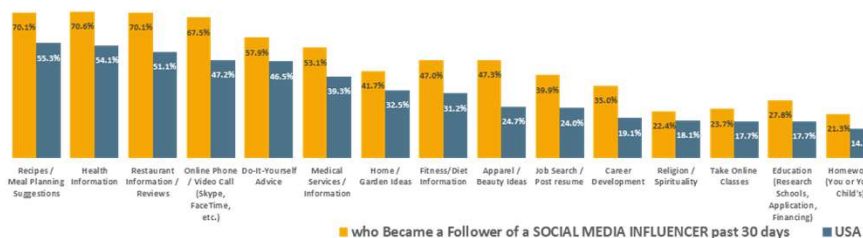




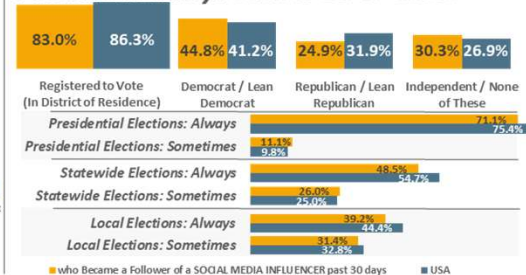
13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 24.6% more likely to look up D-I-Y advice online, 11.7% less likely to always vote in local elections, 3.4% less likely to belong to a gym, 3.9% more likely to fly dome



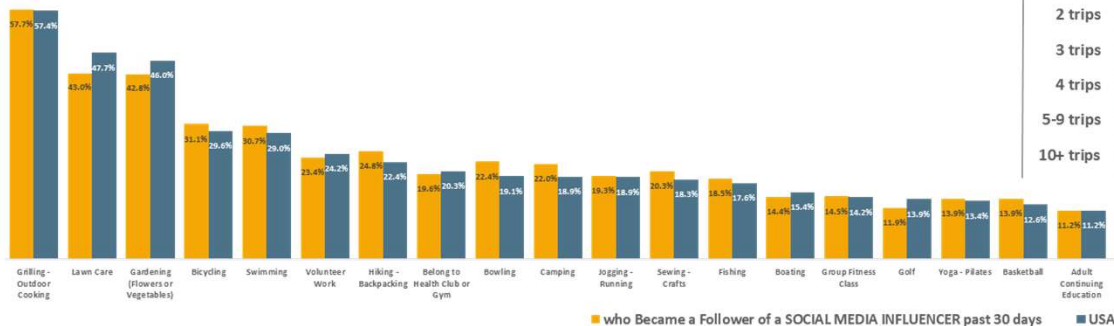
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



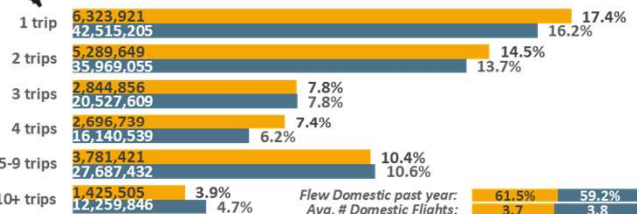
Political Activity: Adults 18 or older



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



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



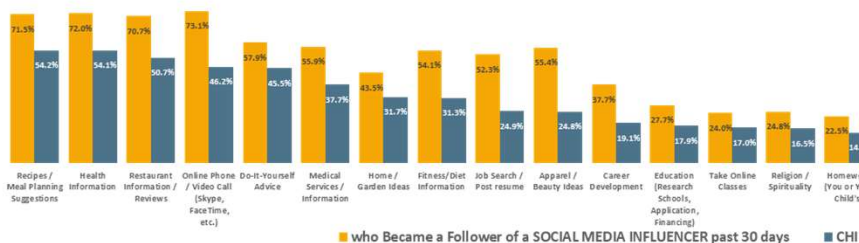
Flew Domestic past year: 61.5%
Avg. # Domestic Flights: 3.7



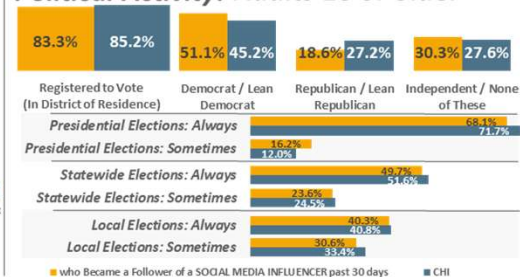
13.1% or 991,152 of CHI DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 27.2% more likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 5.4% more likely to belong to a gym, .6% more likely to fly domestic



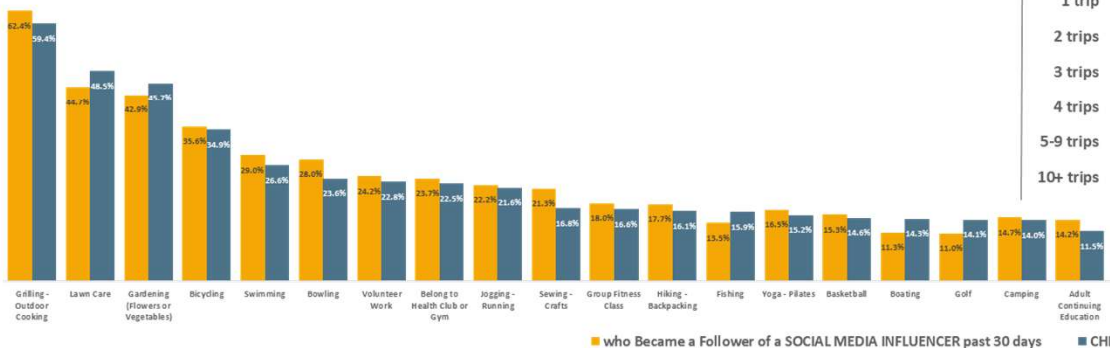
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



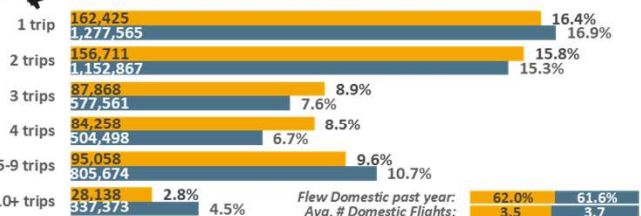
Political Activity: Adults 18 or older



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



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

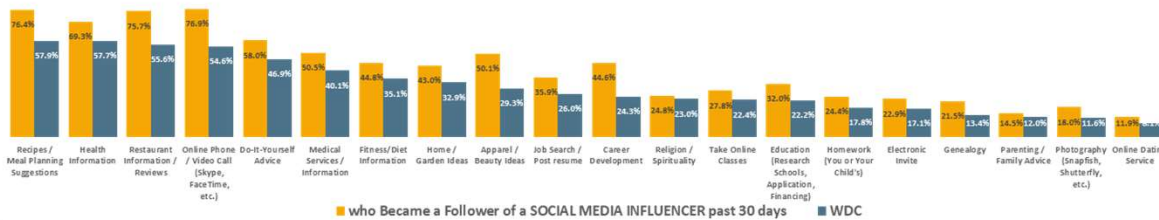




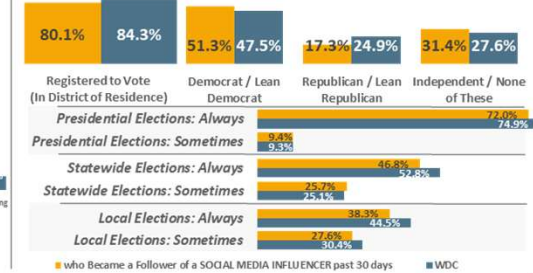
14.7% or 840,020 of WDC DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 23.6% more likely to look up D-I-Y advice online, 13.9% less likely to always vote in local elections, 10.1% more likely to belong to a gym, 8.7% more likely to fly dom



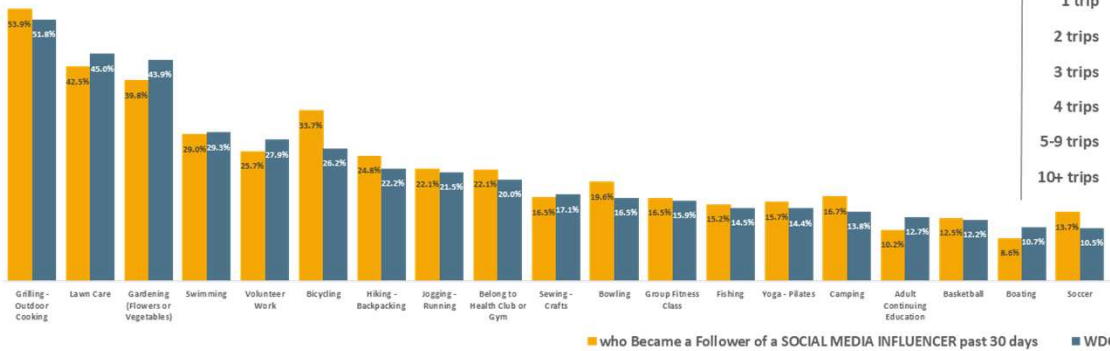
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



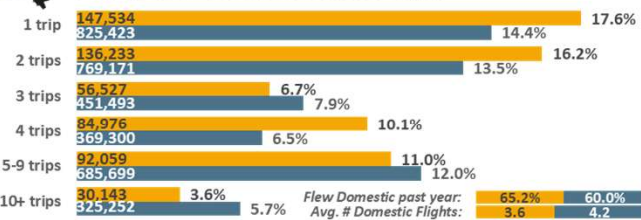
Political Activity: Adults 18 or older



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



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



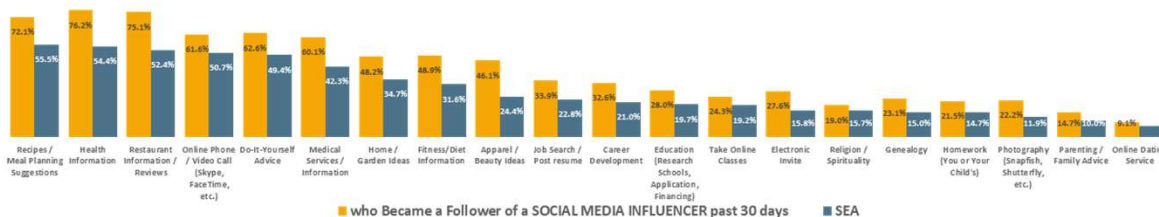
Flew Domestic past year: 65.2% vs 60.0%
Avg. # Domestic Flights: 3.6 vs 4.2



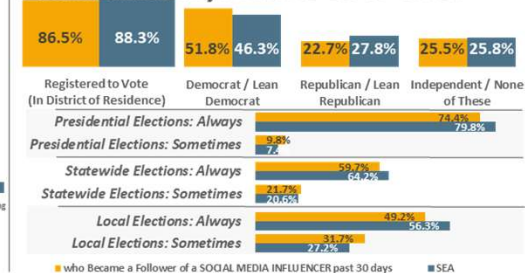
14.1% or 638,684 of SEA DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
 Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 26.8% more likely to look up D-I-Y advice online, 12.6% less likely to always vote in local elections, 31.7% less likely to belong to a gym, 1.6% more likely to fly dom



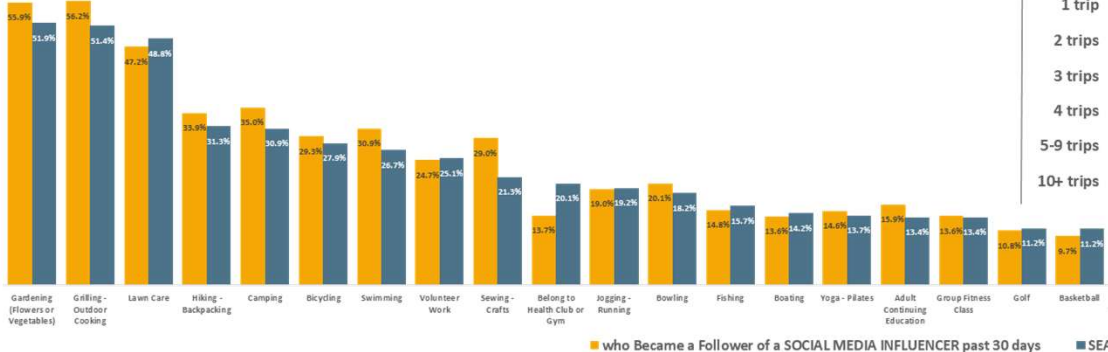
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



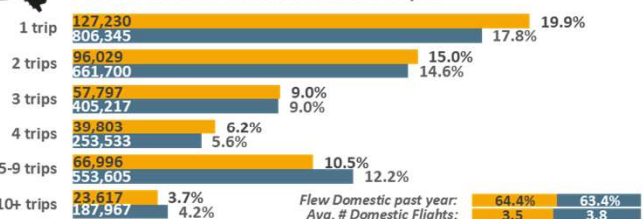
Political Activity: Adults 18 or older



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



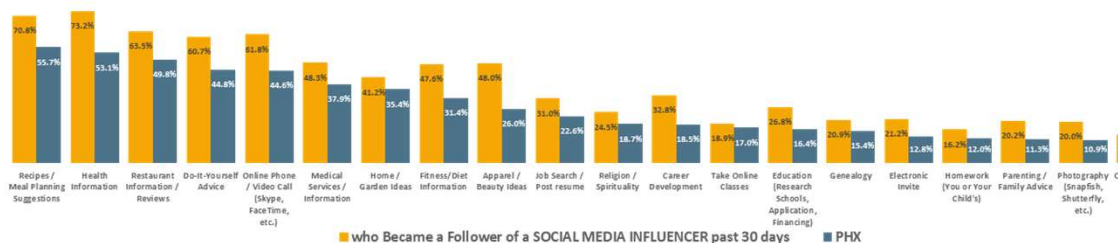
Past 12-months Domestic Airline Trips: Adults 18 or older



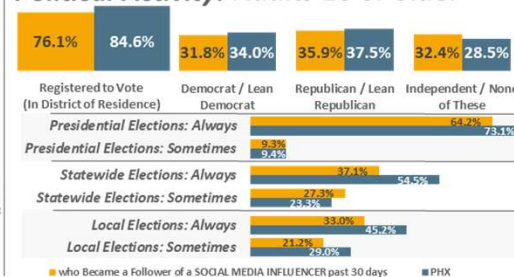


12.3% or 587,391 of PHX DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
 Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 35.5% more likely to look up D-I-Y advice online, 26.9% less likely to always vote in local elections, 2.1% less likely to belong to a gym, 3.% more likely to fly domes

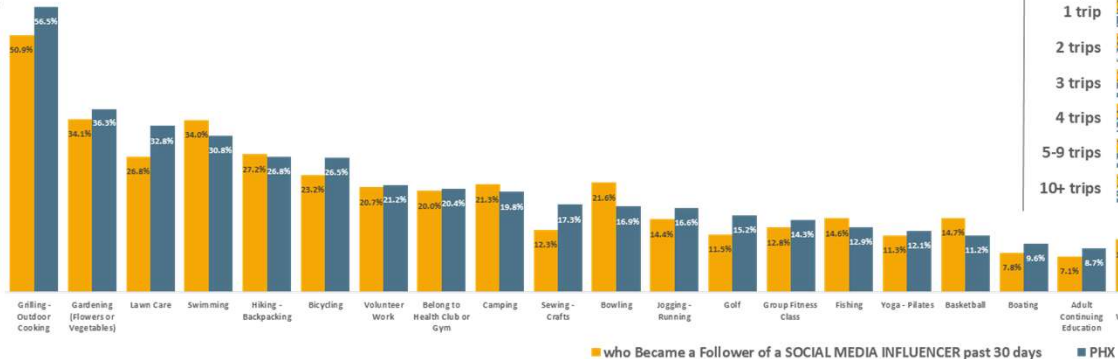
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



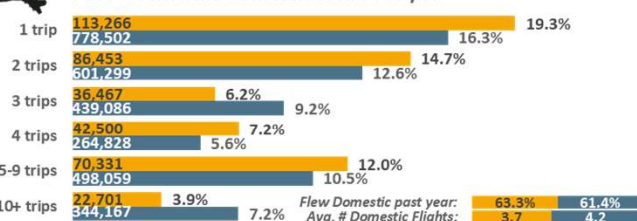
Political Activity: Adults 18 or older



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



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

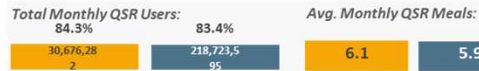
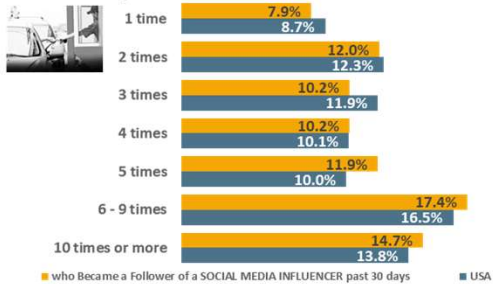


Flew Domestic past year: 63.3%
 Avg. # Domestic Flights: 3.7

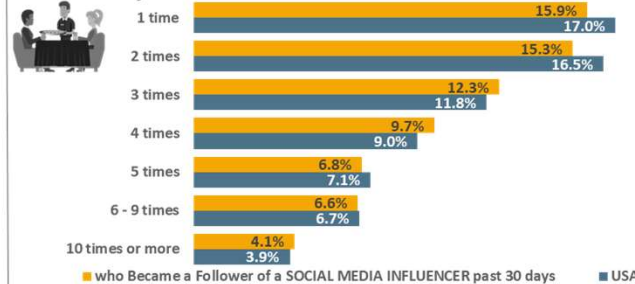


13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 1.1% more likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., .1% more likely to use Casinos past yr., 1.6% less likely to smoke cigaret

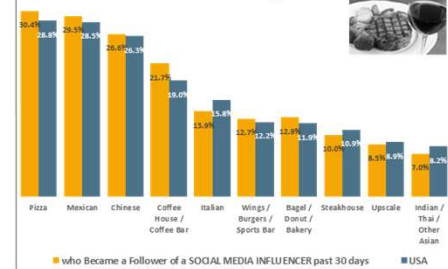
Past 30-days QSR Users: Adults 18 or older



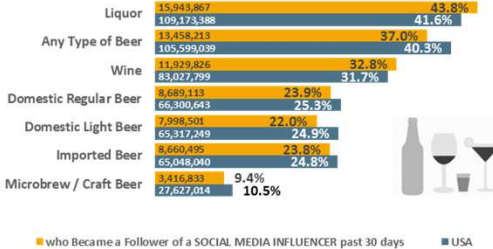
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



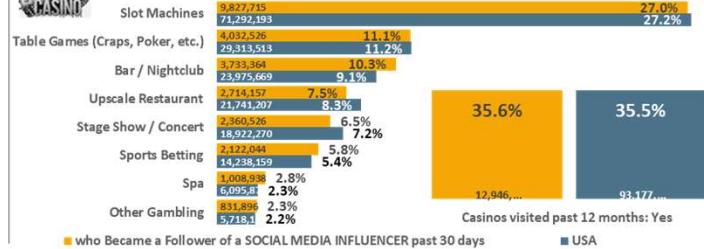
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



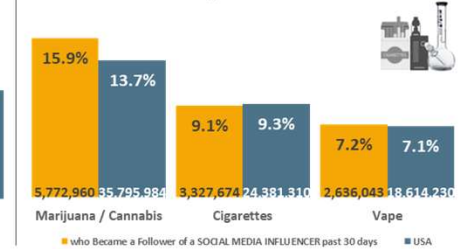
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



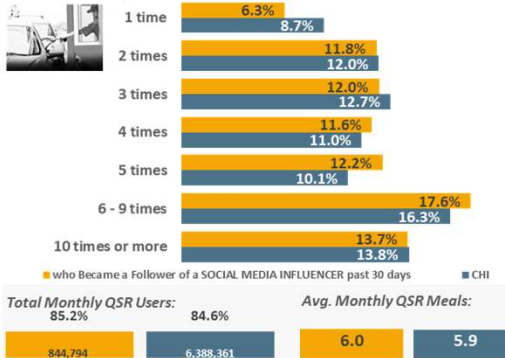
Used Past 30-days: Adults 18 or older



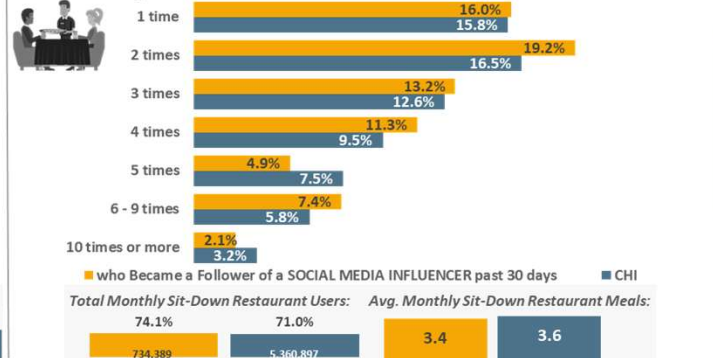


13.1% or 991,152 of CHI DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are .8% more likely to use QSRs past mo., 4.4% more likely to use Sit-Down Restaurants past mo., 7.1% less likely to use Casinos past yr., 25.8% less likely to smoke cigare

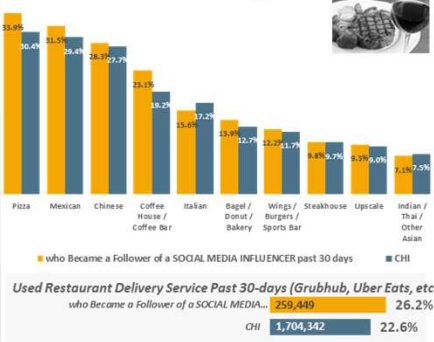
Past 30-days QSR Users: Adults 18 or older



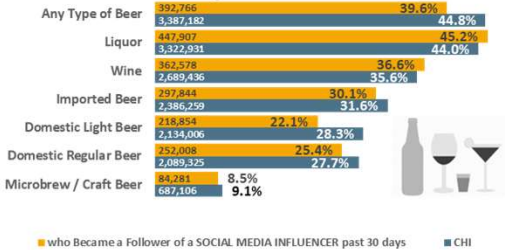
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



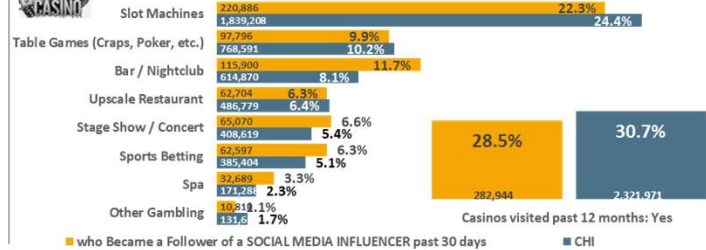
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



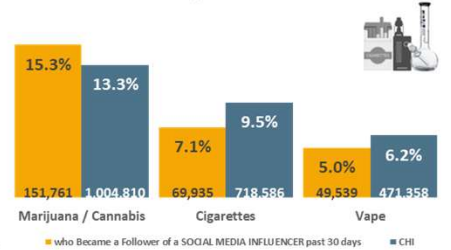
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



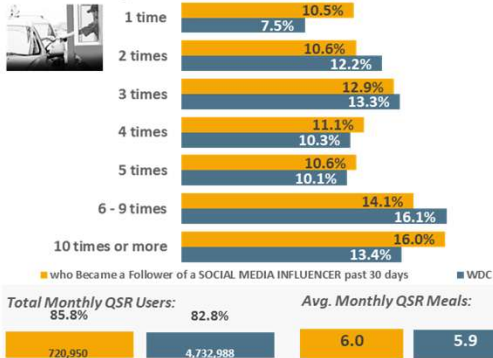
Used Past 30-days: Adults 18 or older



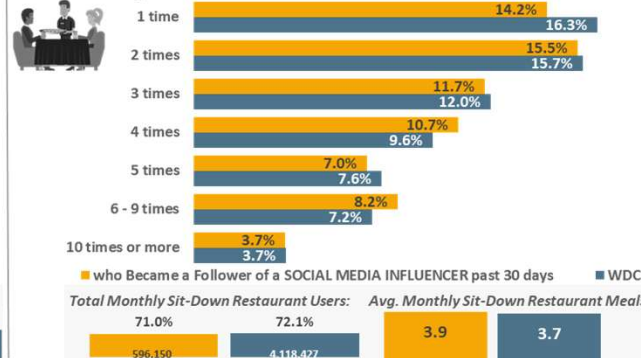


14.7% or 840,020 of WDC DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.6% more likely to use QSRs past mo., 1.5% less likely to use Sit-Down Restaurants past mo., 6.5% more likely to use Casinos past yr., 11.1% less likely to smoke cigar

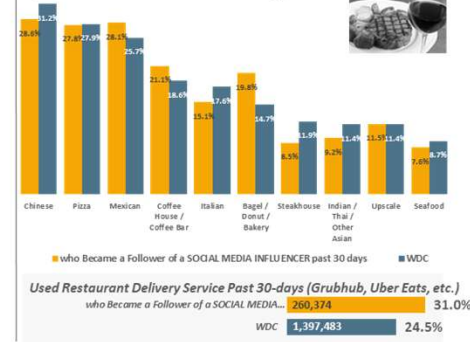
Past 30-days QSR Users: Adults 18 or older



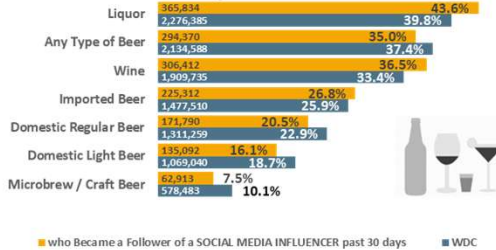
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



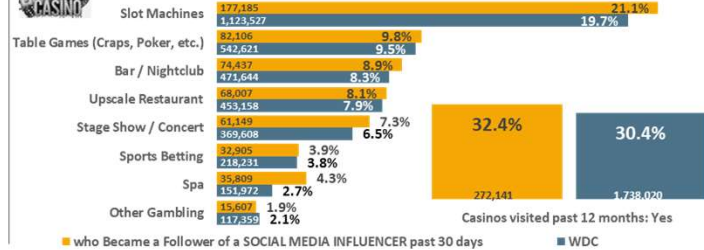
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



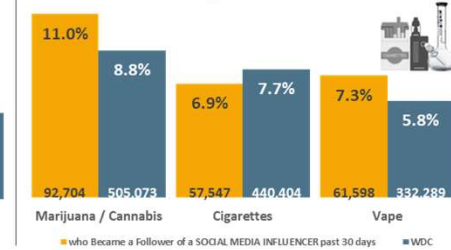
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



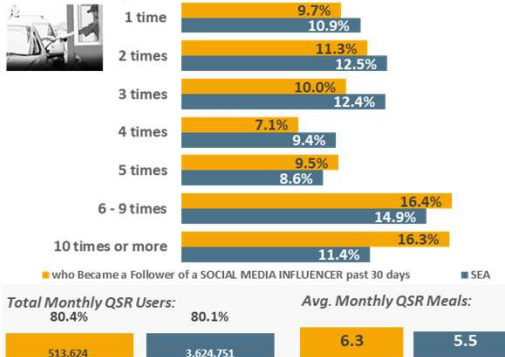
Used Past 30-days: Adults 18 or older



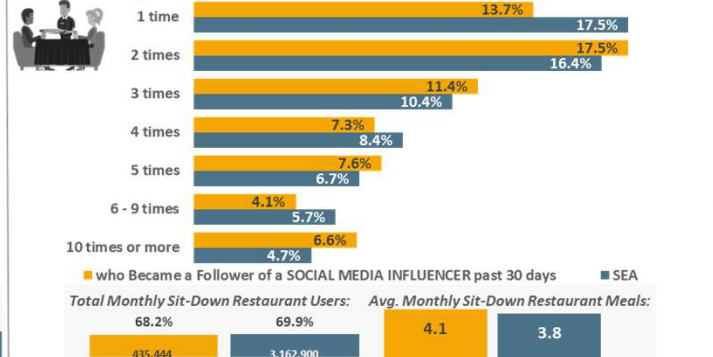


14.1% or 638,684 of SEA DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are .4% more likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 4.3% less likely to use Casinos past yr., 10.2% more likely to smoke cigare

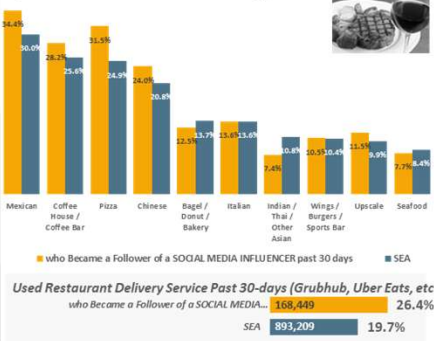
Past 30-days QSR Users: Adults 18 or older



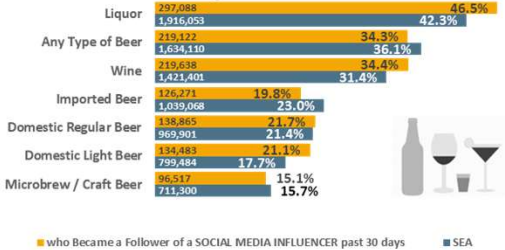
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



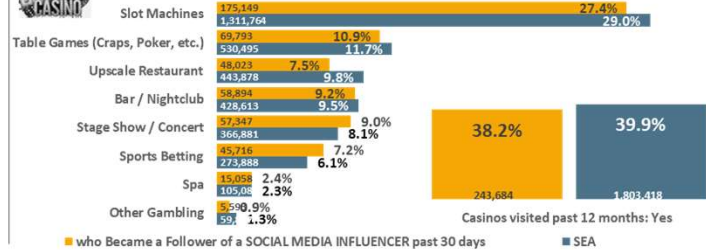
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



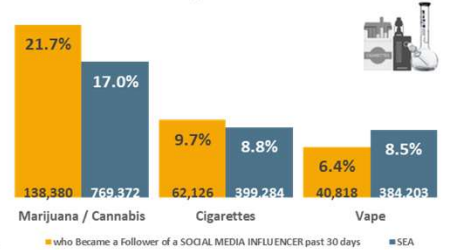
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



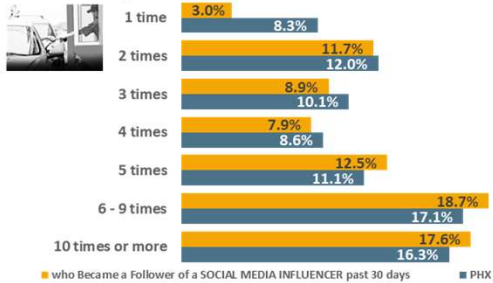
Used Past 30-days: Adults 18 or older





12.3% or 587,391 of PHX DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.7% less likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 4.5% more likely to use Casinos past yr., 29.9% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older

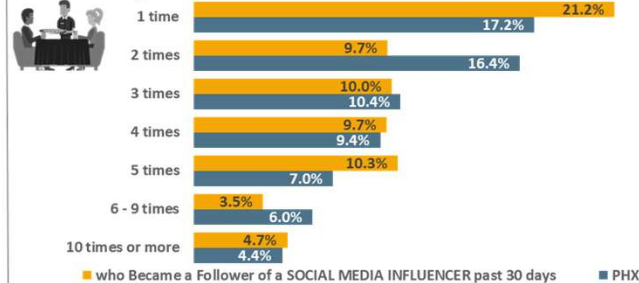


Total Monthly QSR Users: 80.3%
471,898

Avg. Monthly QSR Meals: 6.9
3,925,699

83.5%

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

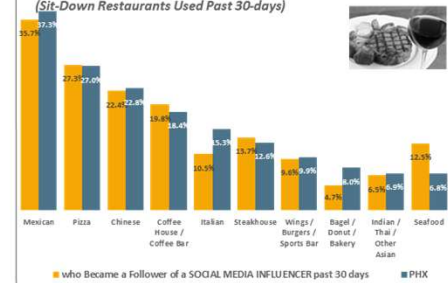


Total Monthly Sit-Down Restaurant Users: 70.8%
3,372,000

Avg. Monthly Sit-Down Restaurant Meals: 3.7
405,776

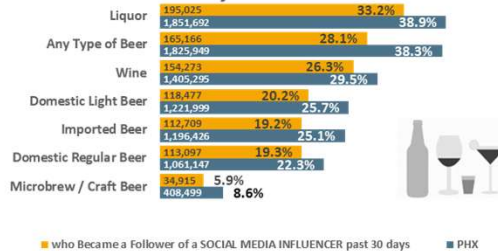
69.1%

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



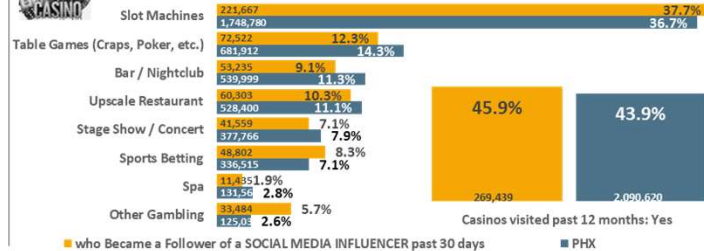
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Became a Follower of a SOCIAL MEDIA... 101,554 17.3%
PHX 785,235 16.5%

Drank Past 30-days: Adults 18 or older



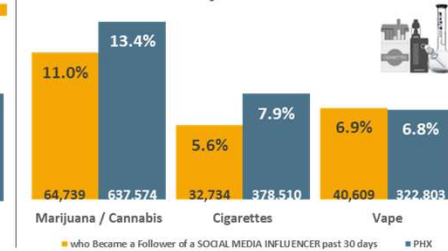
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 302
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Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
269,439 45.9%
2,020,620 43.9%

Used Past 30-days: Adults 18 or older



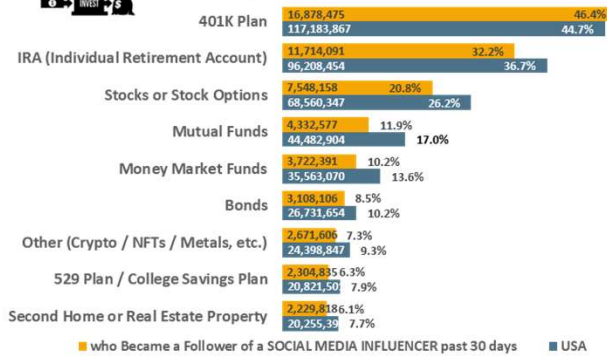
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



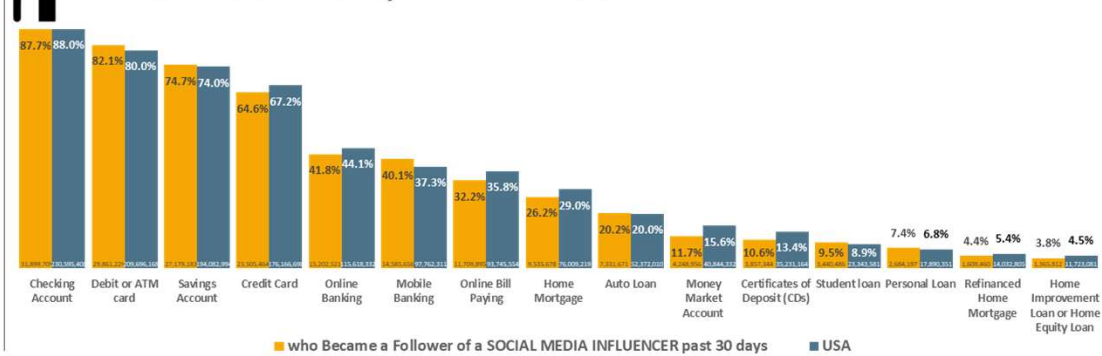
13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.8% more likely to have a 401K, .9% more likely to have an Auto Loan, 11.8% less likely to Invest/Trade Stocks Online, 6.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



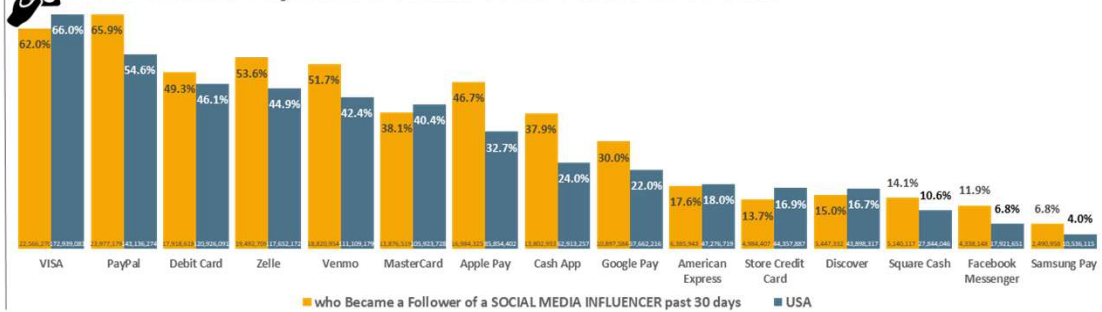
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



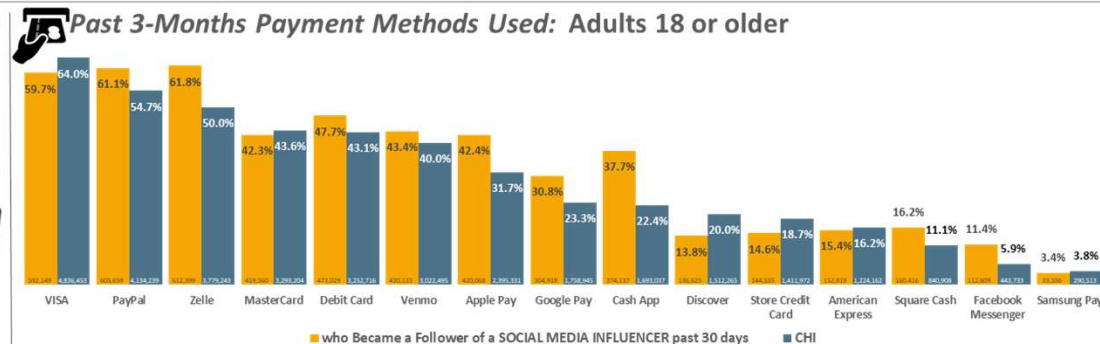
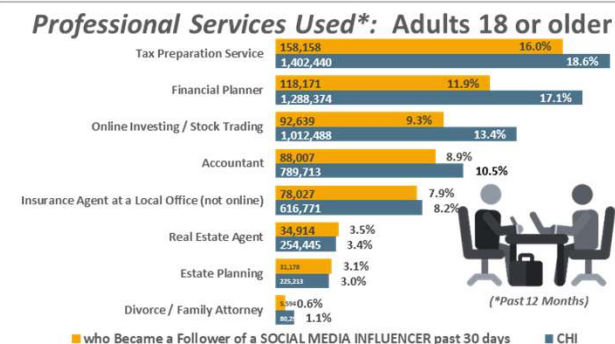
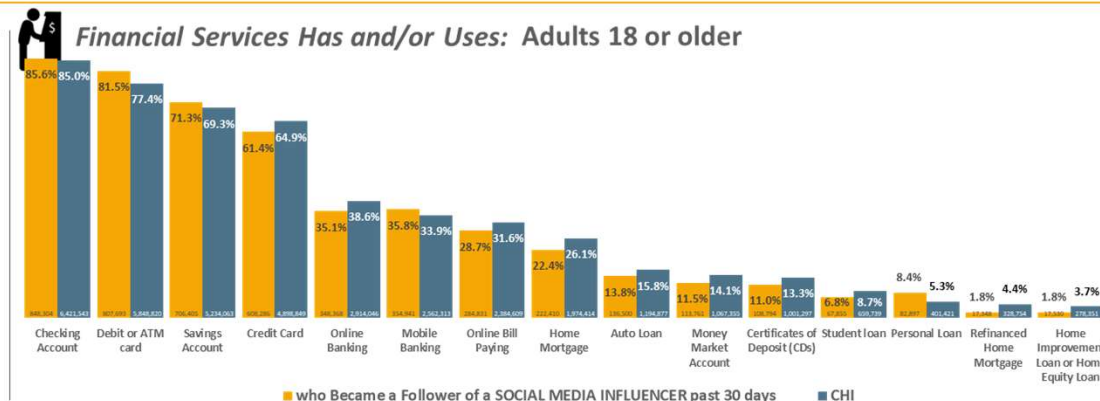
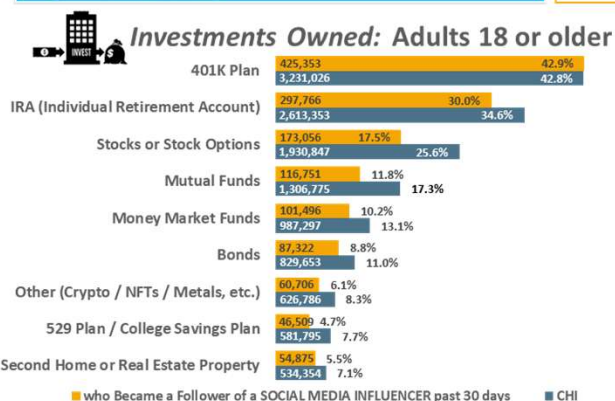
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



13.1% or 991,152 of CHI DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are .3% more likely to have a 401K, 13.% less likely to have an Auto Loan, 30.3% less likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Card.

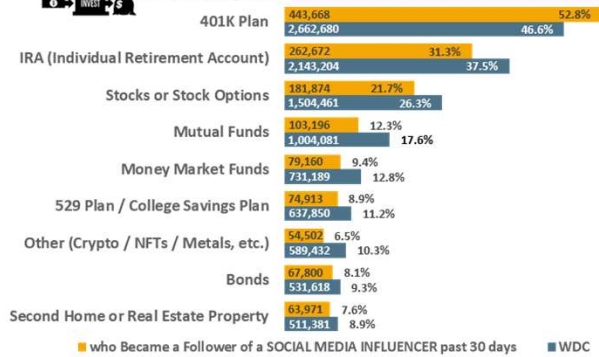




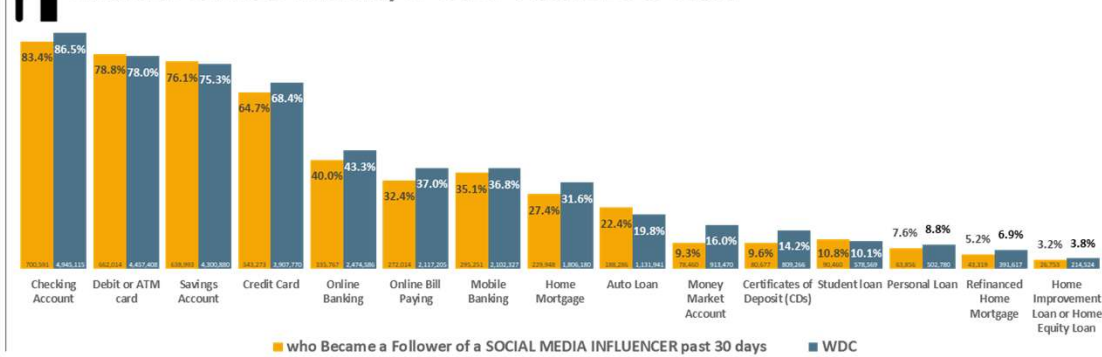
14.7% or 840,020 of WDC DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 13.4% more likely to have a 401K, 13.2% more likely to have an Auto Loan, 4.9% less likely to Invest/Trade Stocks Online, 7.2% more likely to pay with their Debit Card.



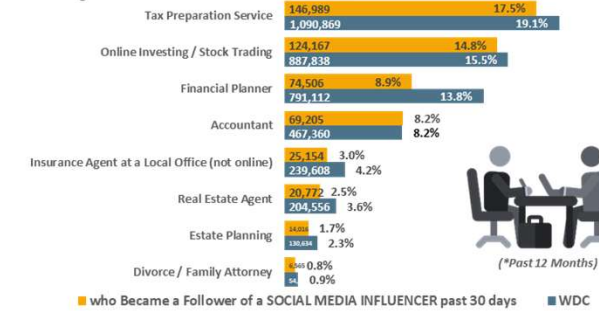
Investments Owned: Adults 18 or older



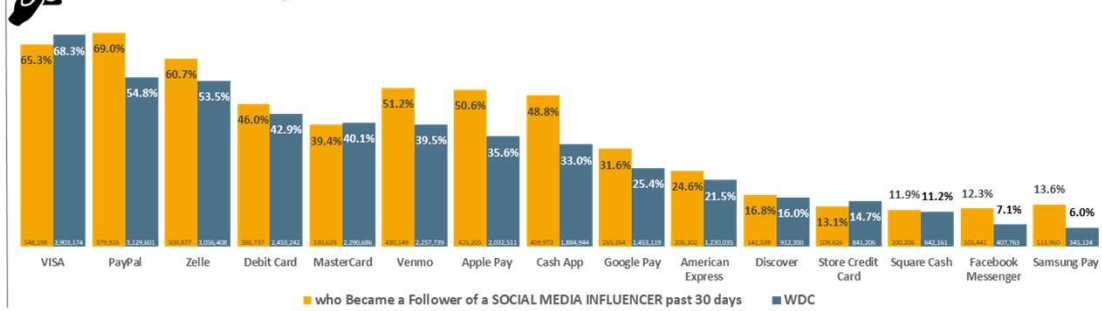
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

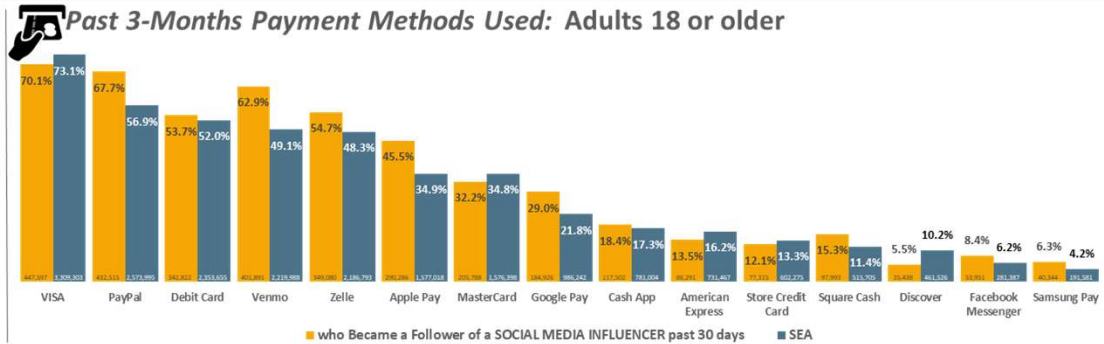
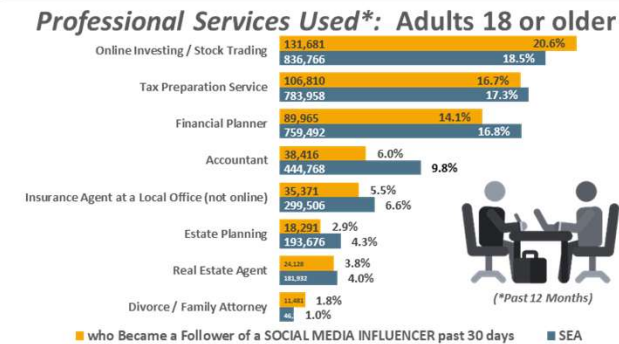
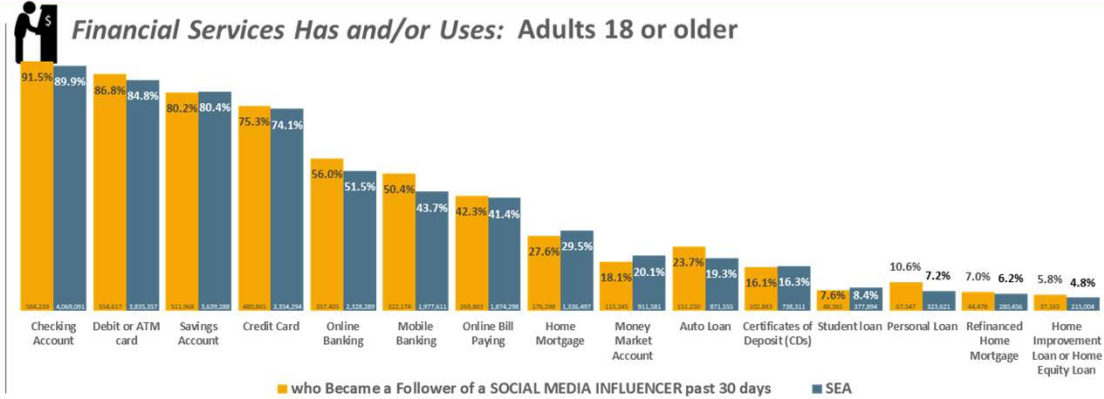
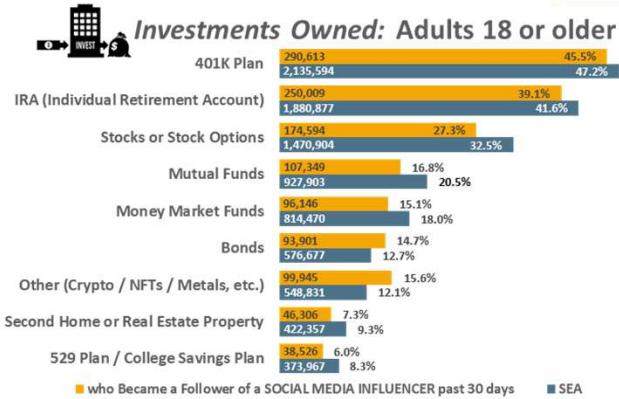


Past 3-Months Payment Methods Used: Adults 18 or older



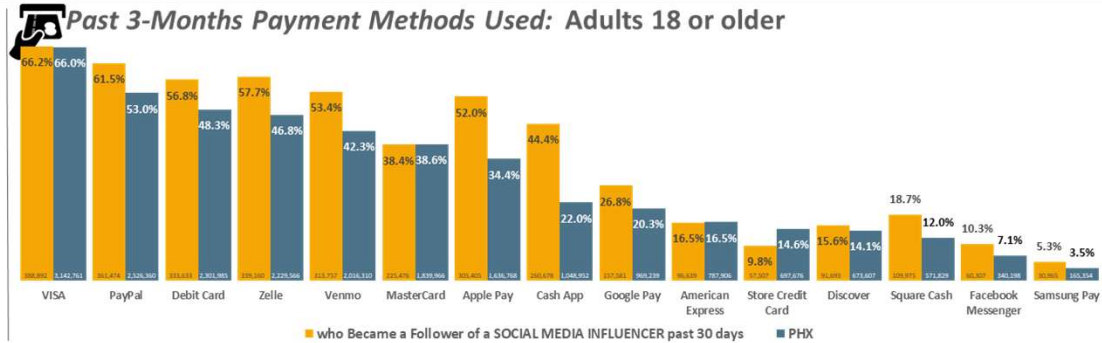
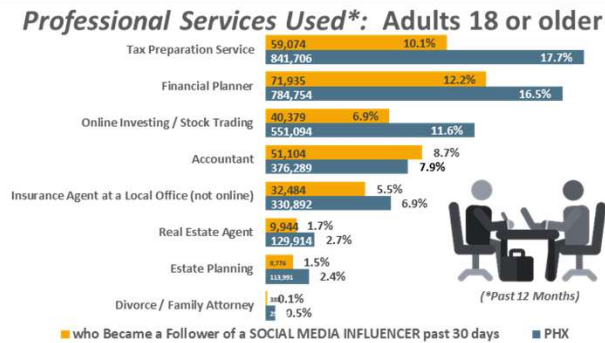
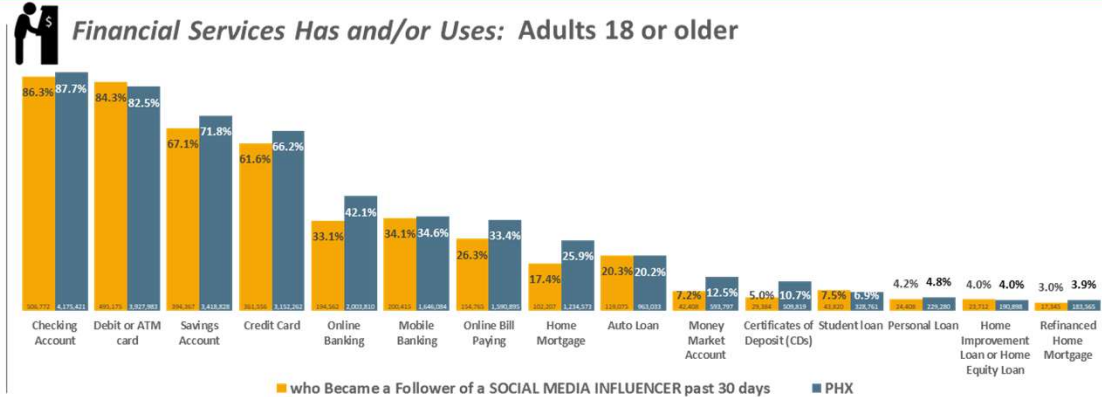
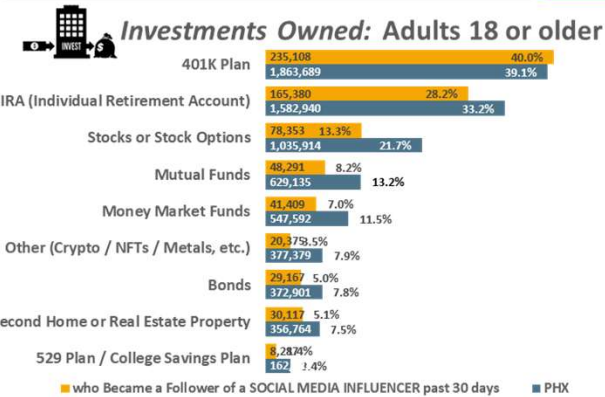


14.1% or 638,684 of SEA DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.6% less likely to have a 401K, 22.9% more likely to have an Auto Loan, 11.5% more likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.



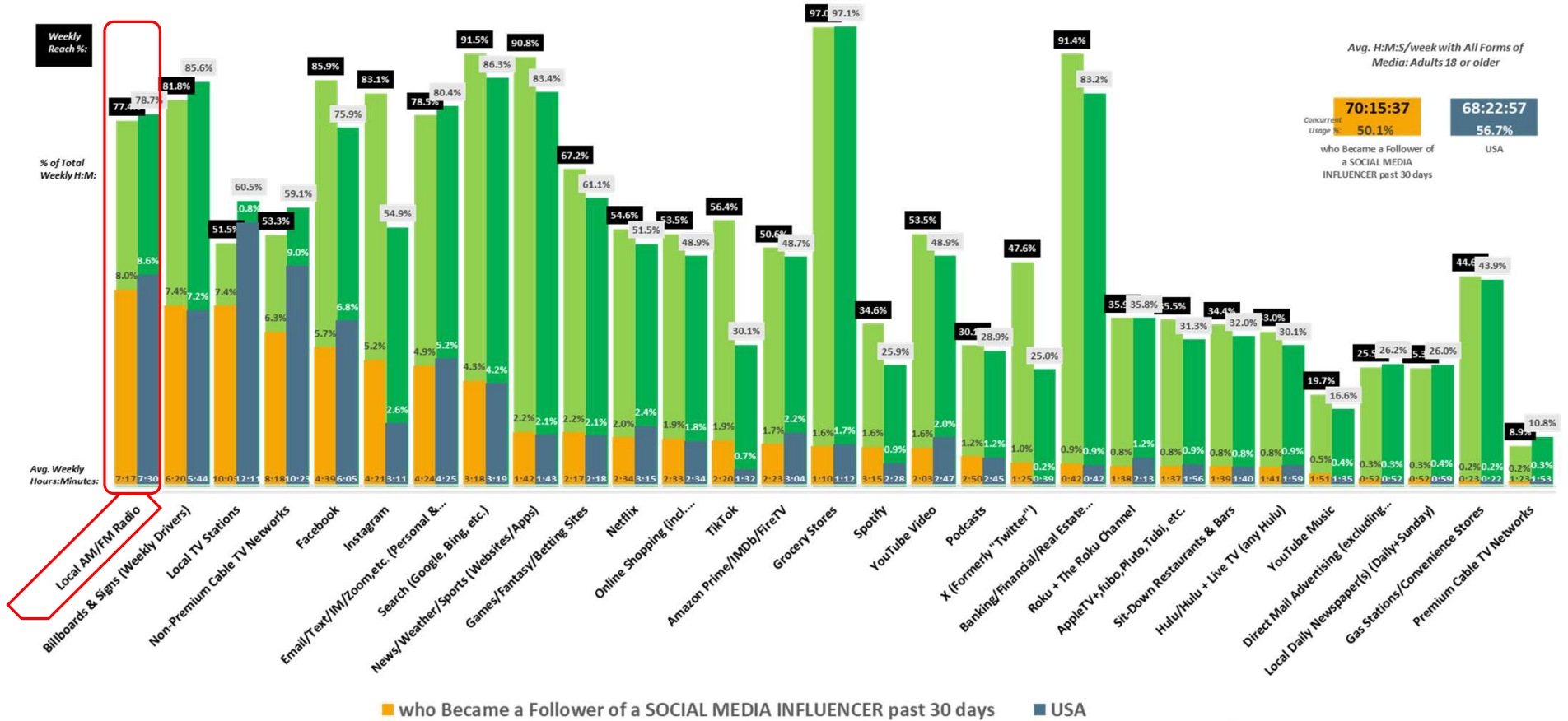


12.3% or 587,391 of PHX DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 2.3% more likely to have a 401K, .3% more likely to have an Auto Loan, 40.6% less likely to Invest/Trade Stocks Online, 17.5% more likely to pay with their Debit Card.





Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 22 hours, 15 minutes and 37 seconds each week with All Forms of Media.
77.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.0% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

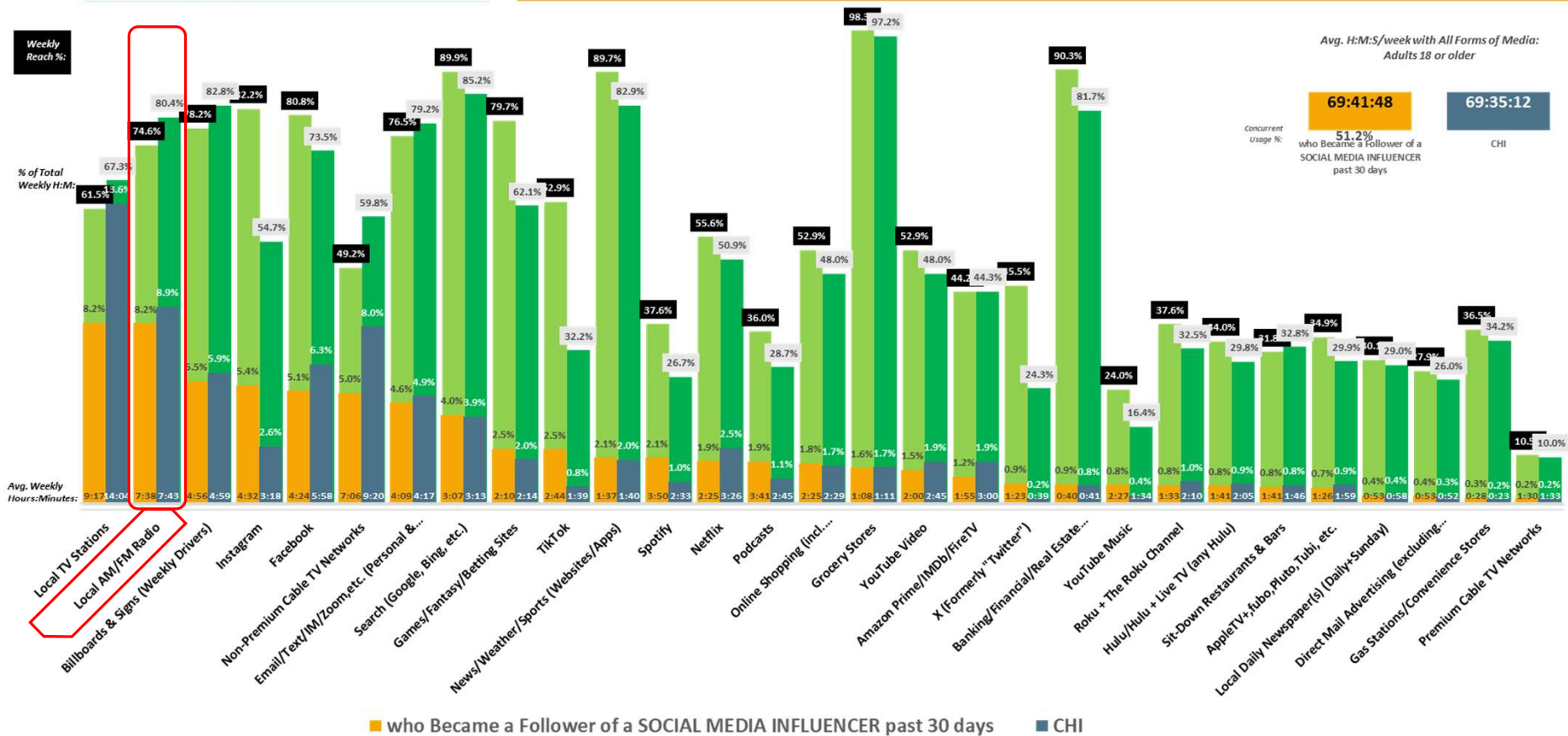


Share of Everything for Anything.

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

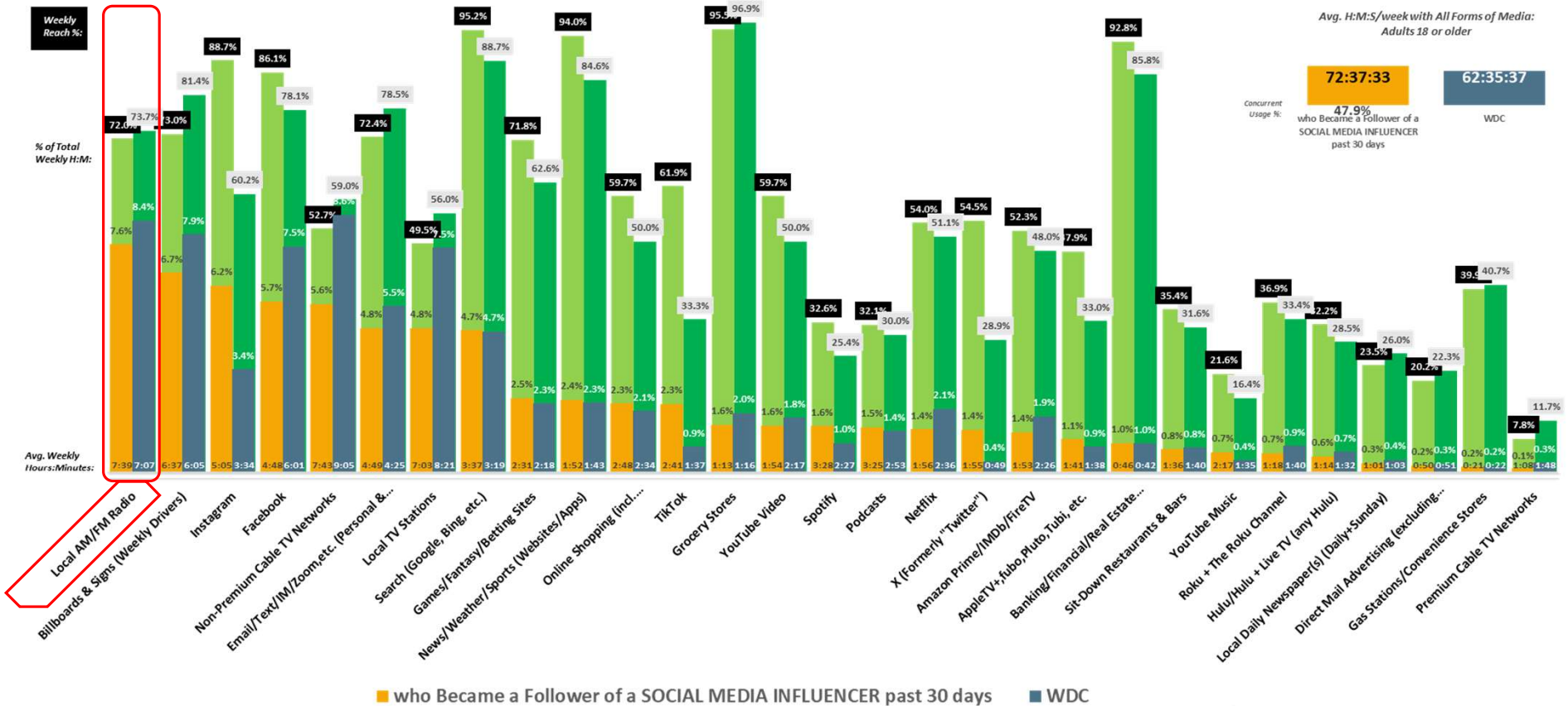


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 21 hours, 41 minutes and 48 seconds each week with All Forms of Media.
74.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.





Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 3 days, 0 hours, 37 minutes and 33 seconds each week with All Forms of Media.
72.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 845 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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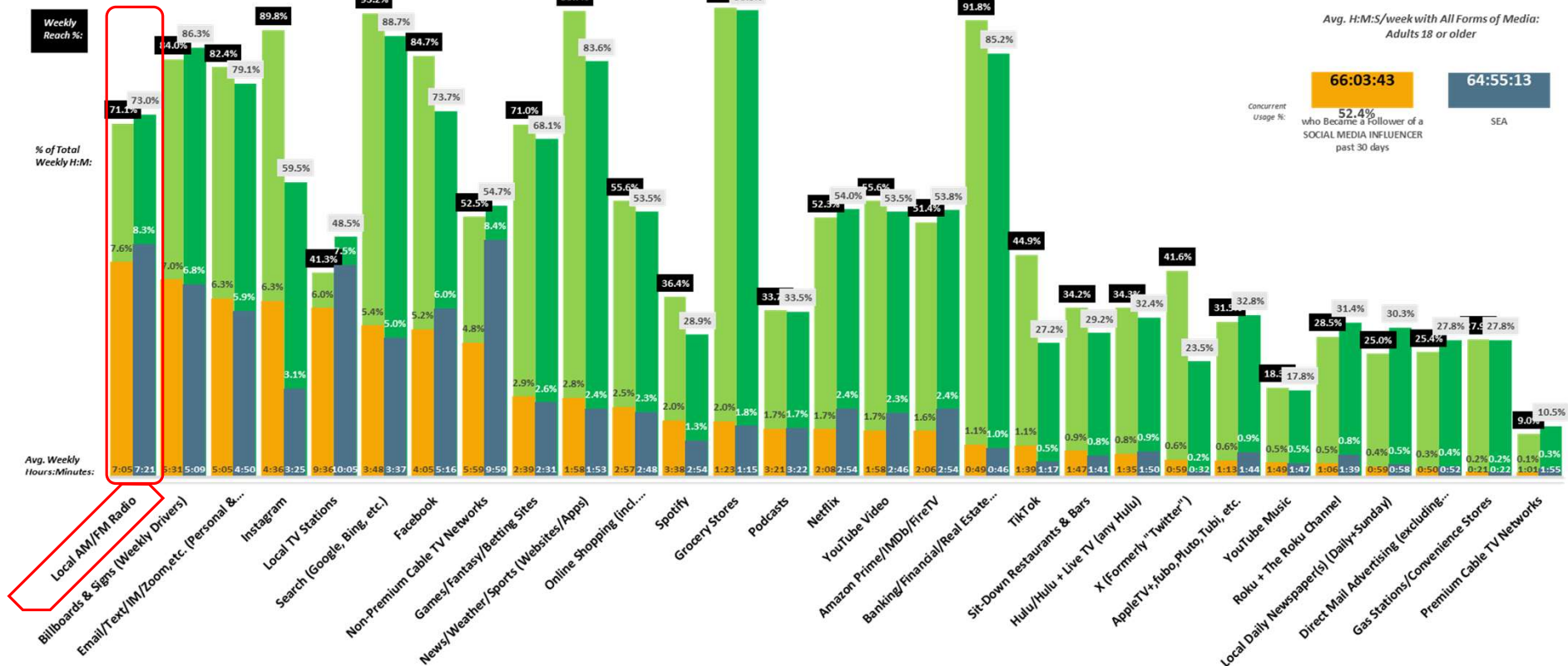


Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 18 hours, 3 minutes and 43 seconds each week with All Forms of Media.
 71.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



■ who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days ■ SEA

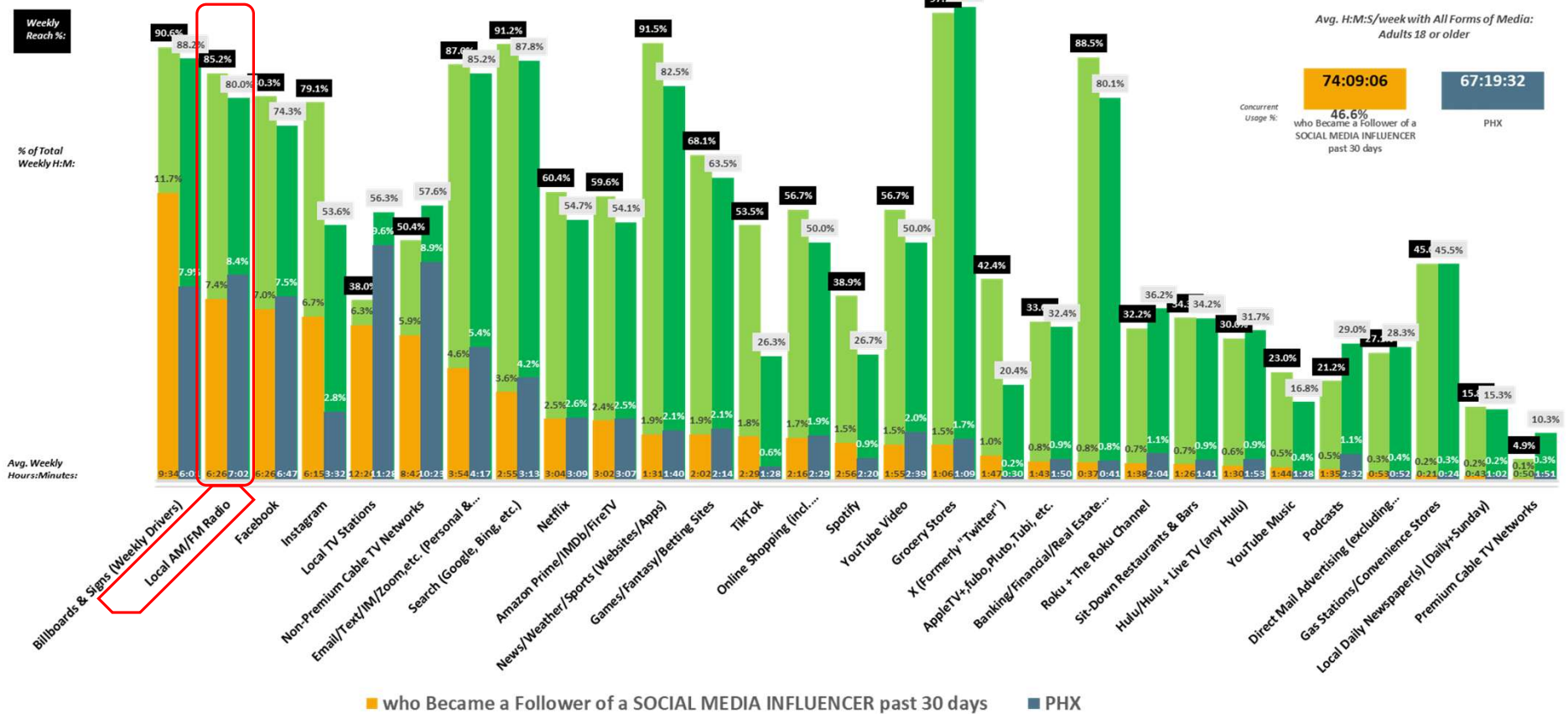
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 563 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

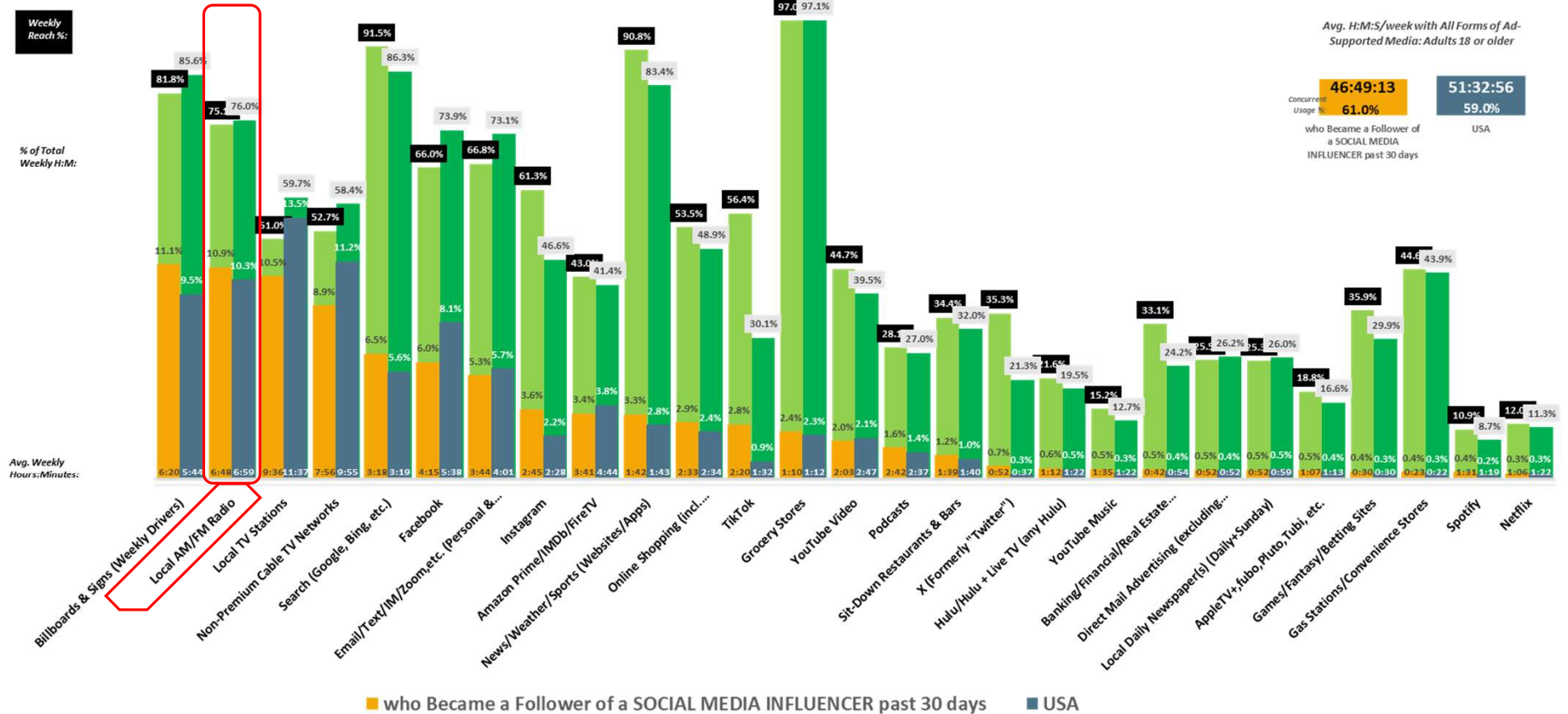


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 3 days, 2 hours, 9 minutes and 6 seconds each week with All Forms of Media.
 85.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



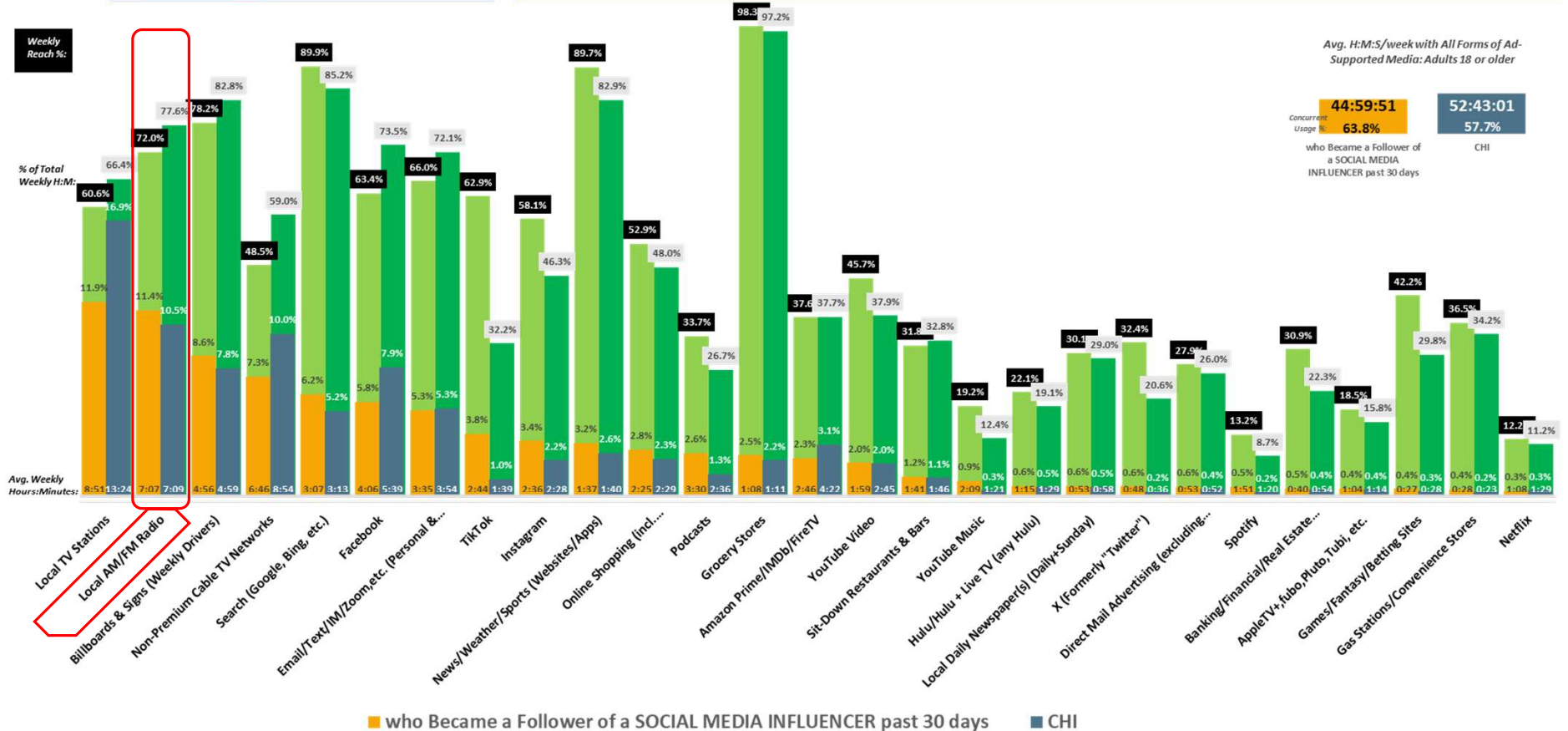


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 1 days, 22 hours, 49 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
75.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supporte

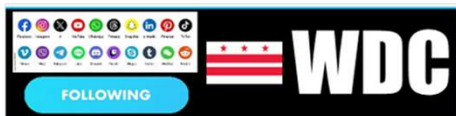




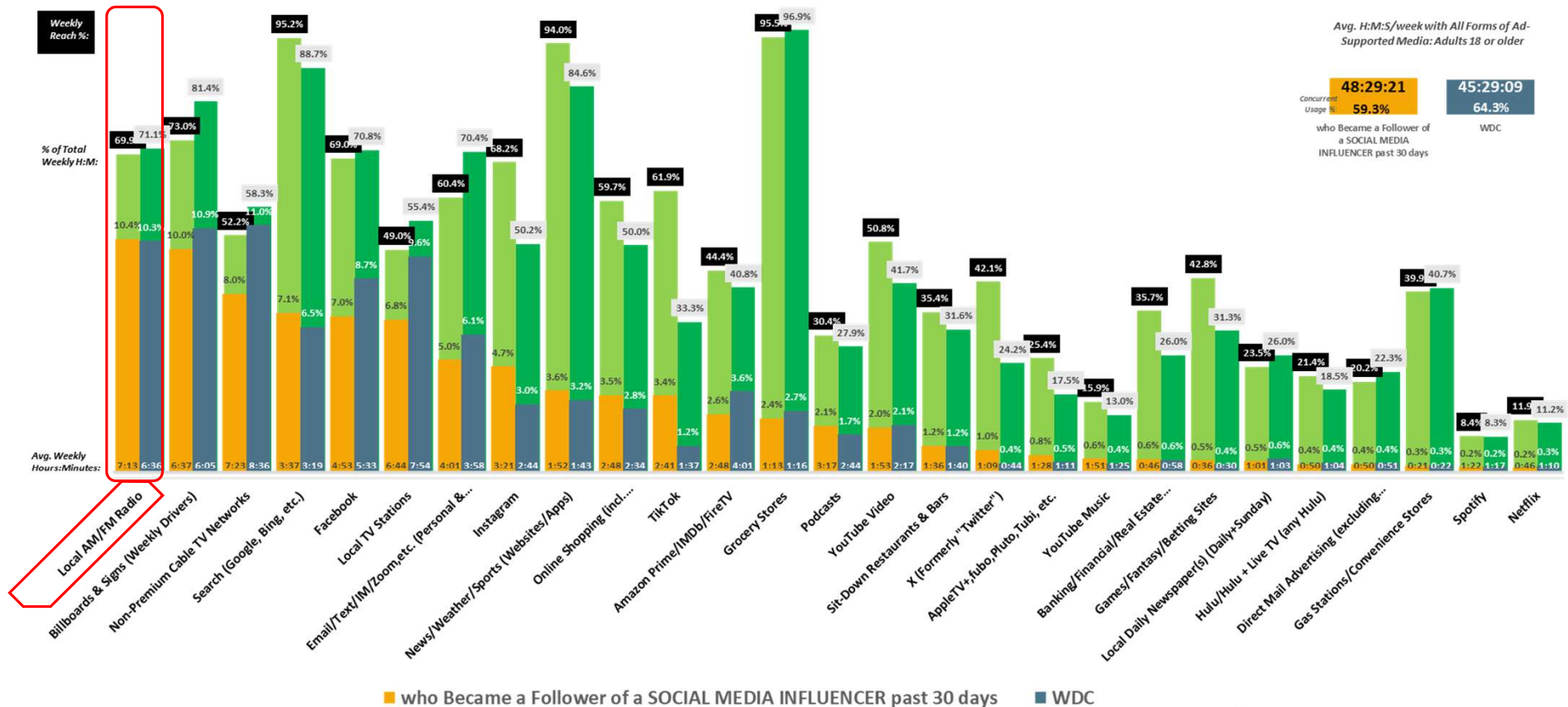
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 1 days, 20 hours, 59 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
72.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported



■ who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days ■ CHI

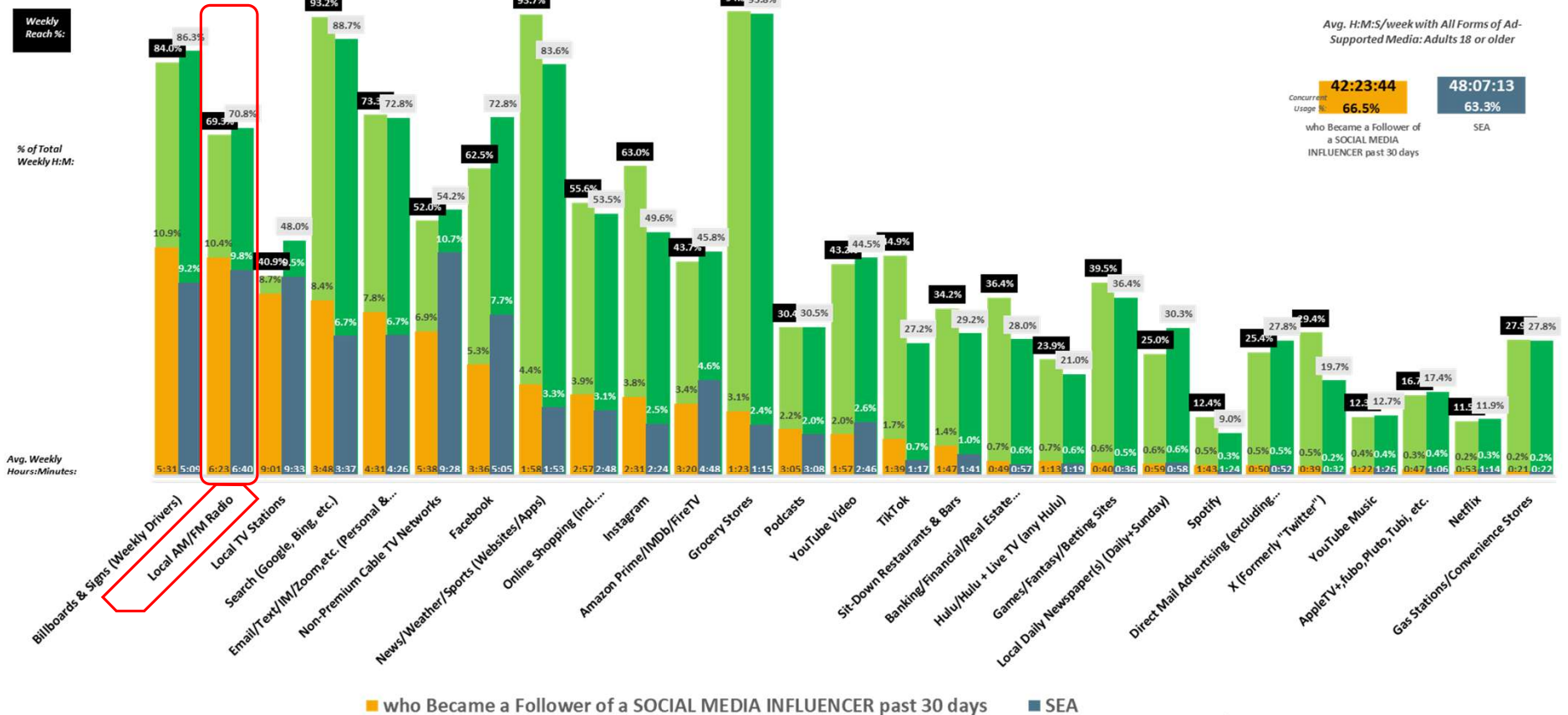


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 0 hours, 29 minutes and 21 seconds each week with All Forms of Ad-Supported Media.
69.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supporte



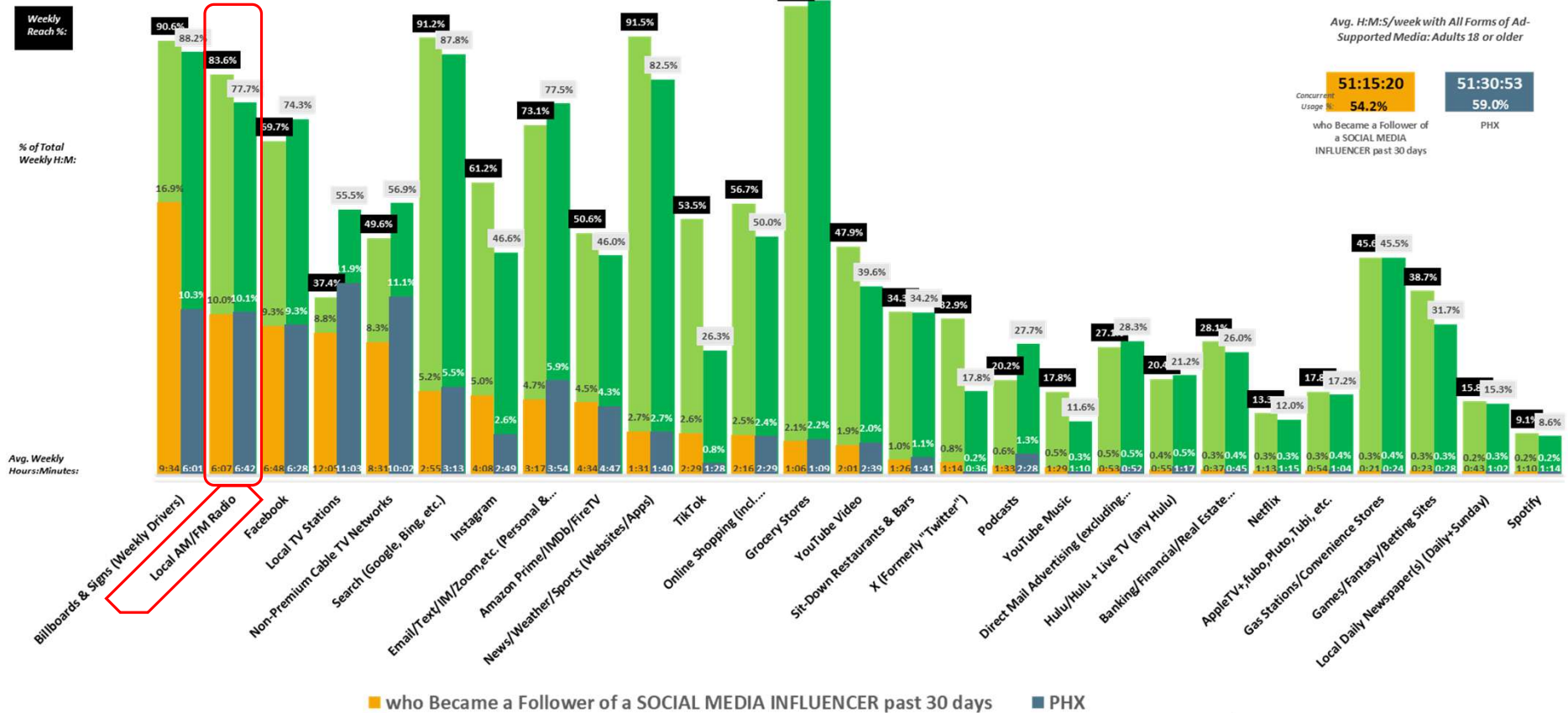


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 1 days, 18 hours, 23 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 69.3% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supporte





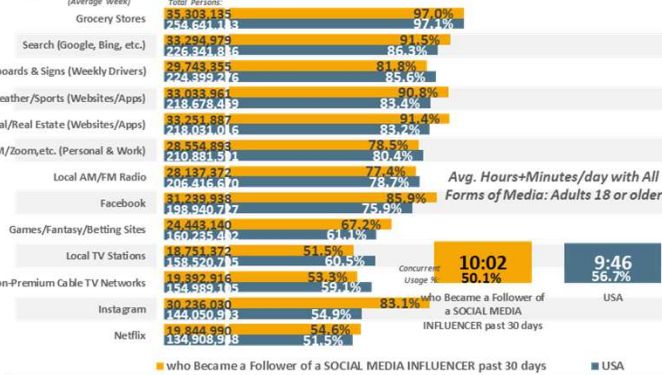
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 3 hours, 15 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
83.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported



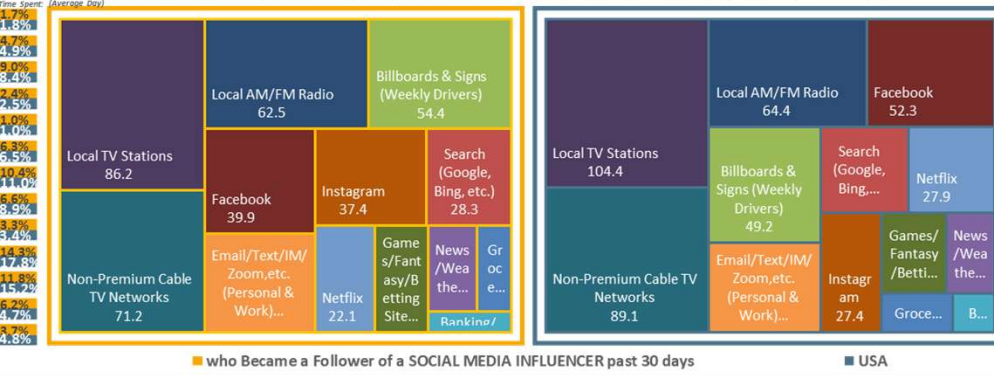


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 6 hours and 41 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

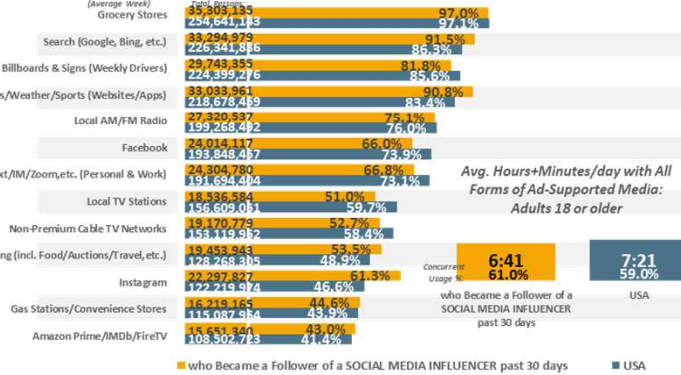
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



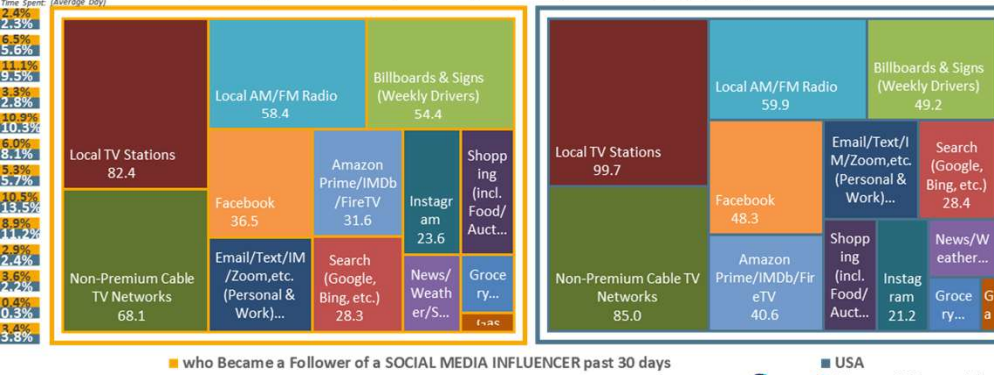
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

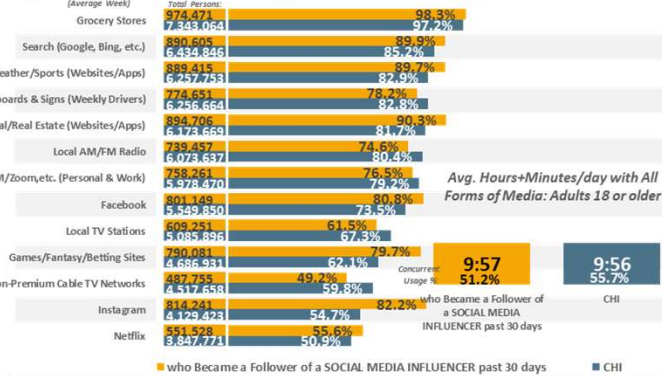
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

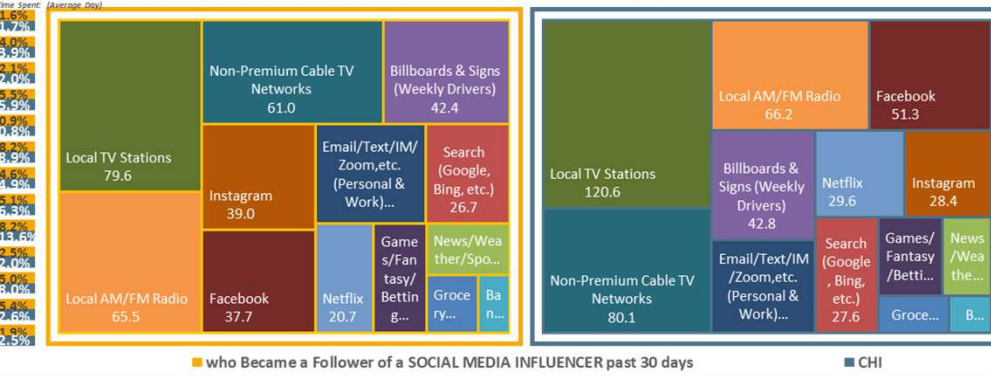


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 6 hours and 25 minutes each day with All Forms of Ad-Supported Media. 72.% listen to Local AM/FM Radio for an avg. of 61. minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

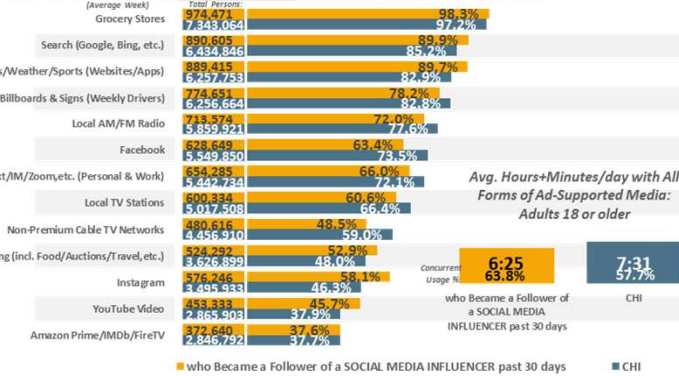
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



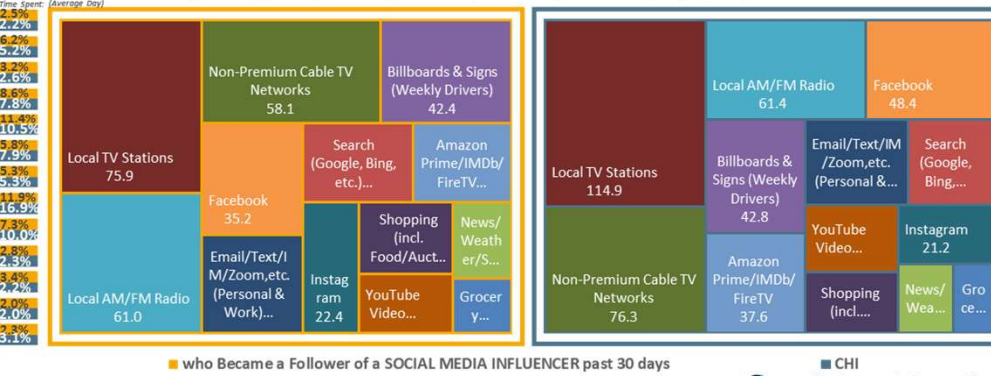
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

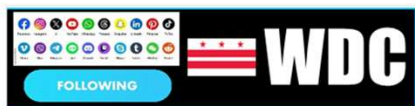


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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

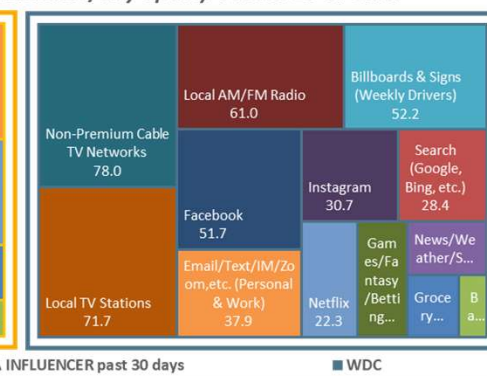
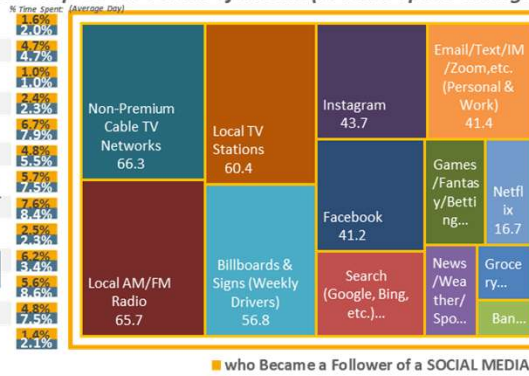
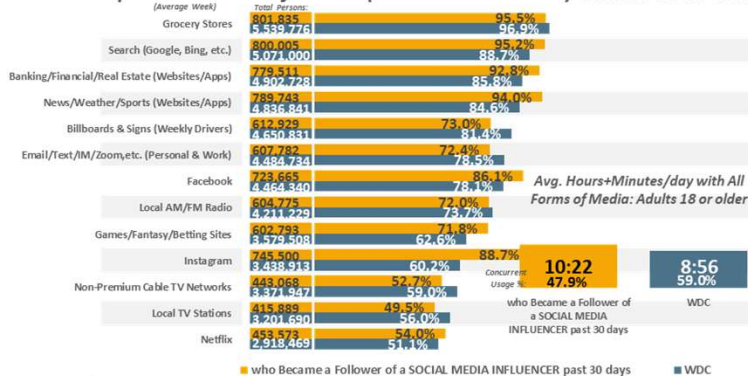




Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 6 hours and 55 minutes each day with All Forms of Ad-Supported Media. 69.9% listen to Local AM/FM Radio for an avg. of 61.9 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

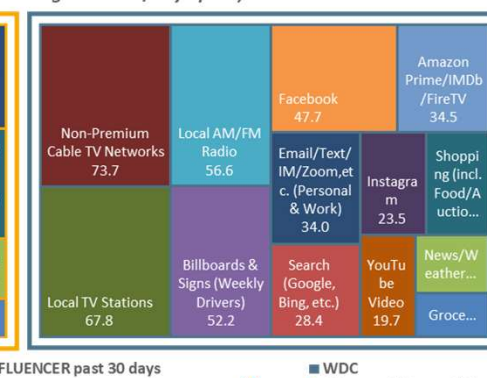
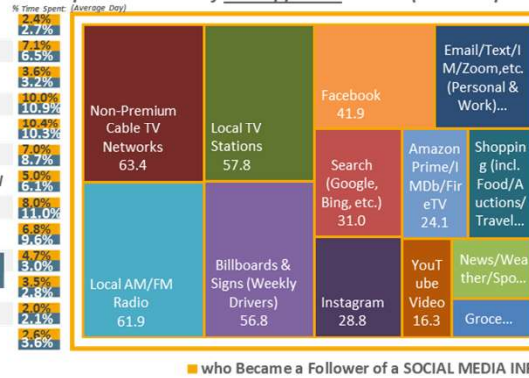
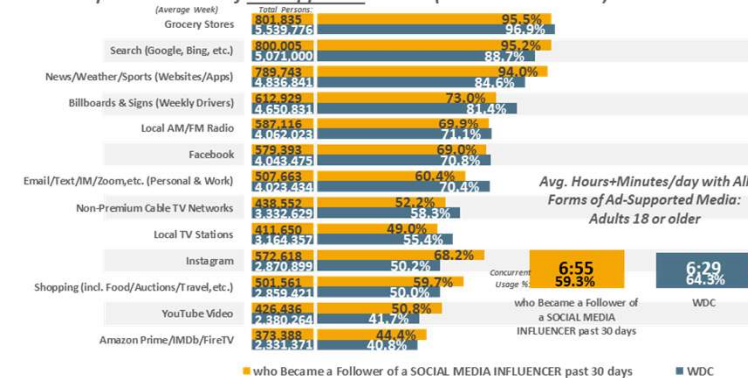
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

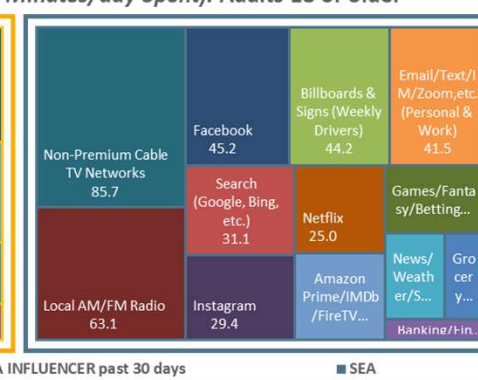
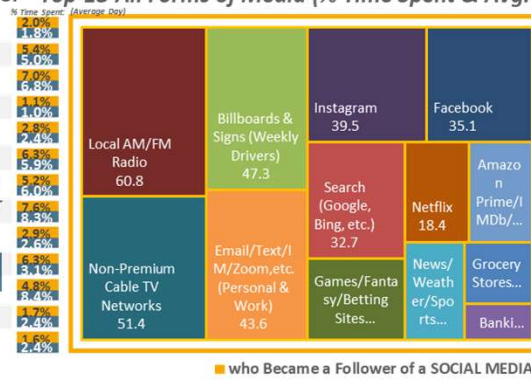
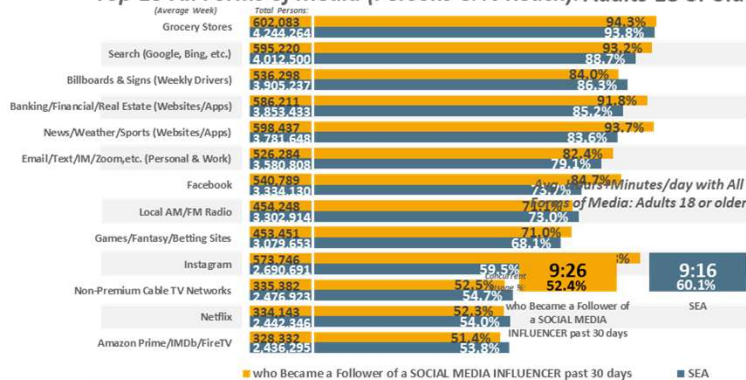




Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 6 hours and 3 minutes each day with All Forms of Ad-Supported Media. 69.3% listen to Local AM/FM Radio for an avg. of 54.8 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

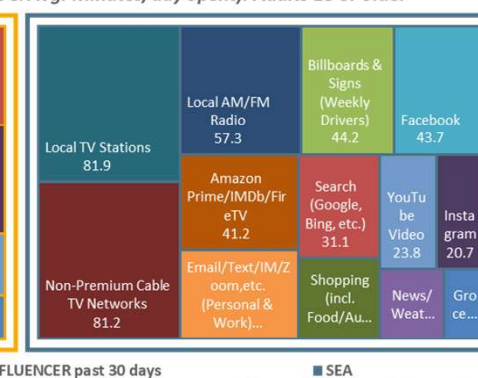
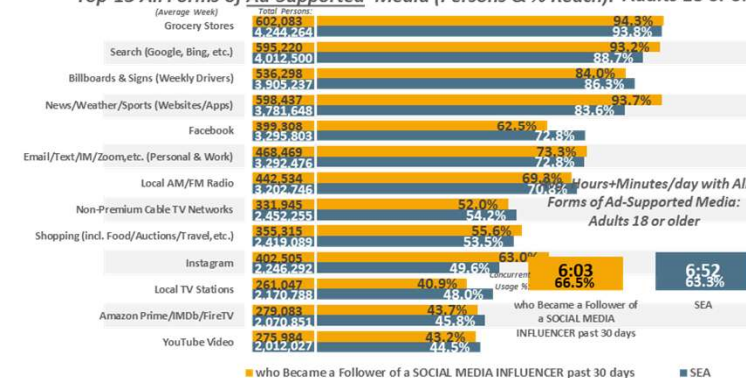
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 563
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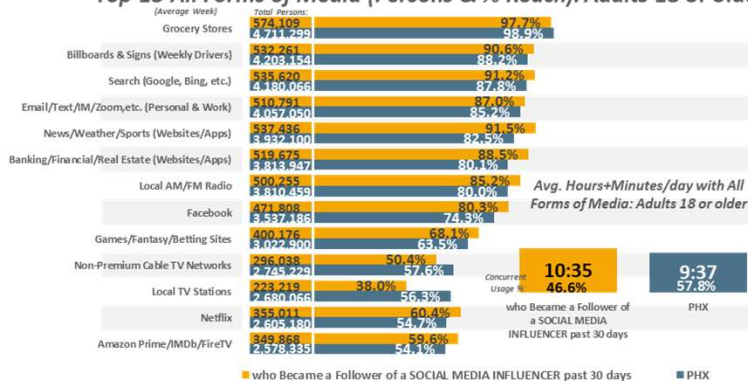
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

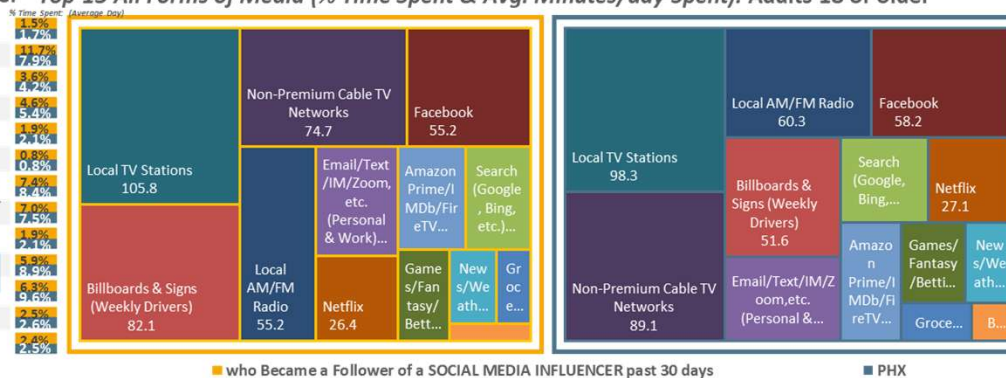


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 52.5 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

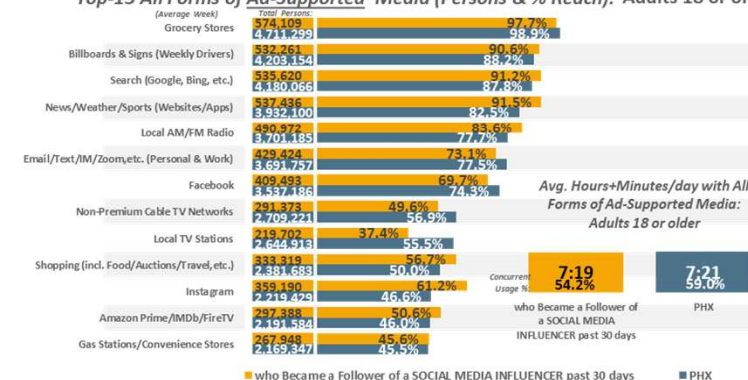
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



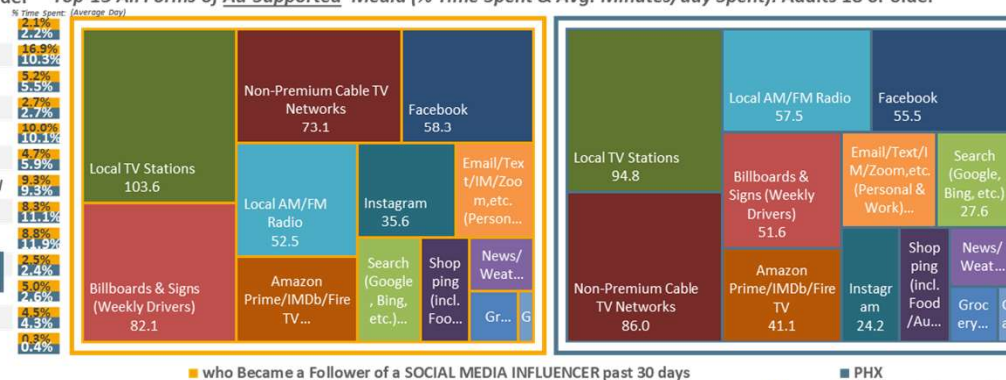
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



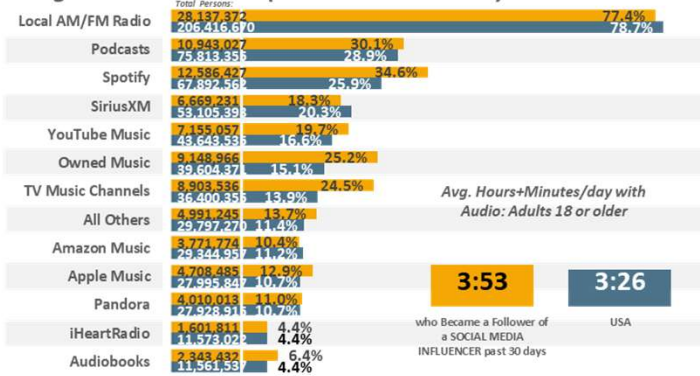
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





27,320,537 or 75.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

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



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

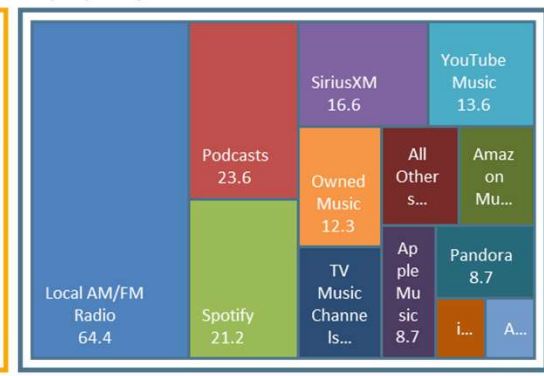
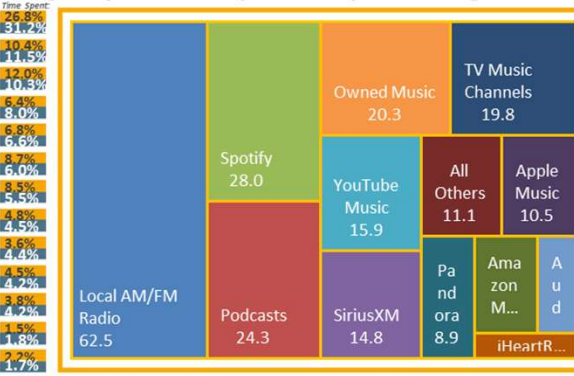
3:53

3:26

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA

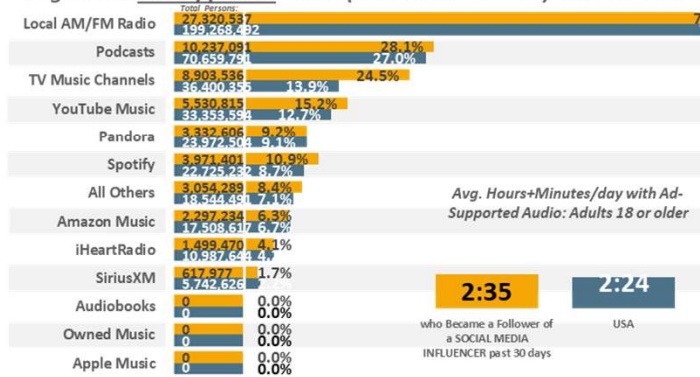
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA

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



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

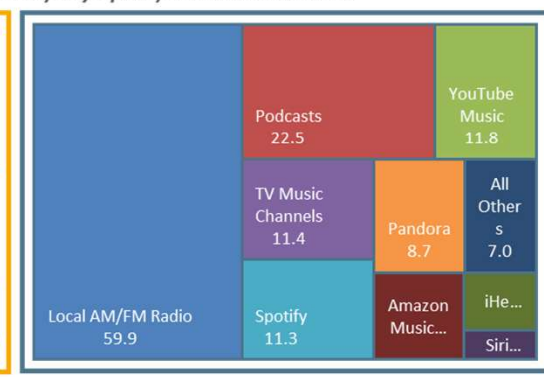
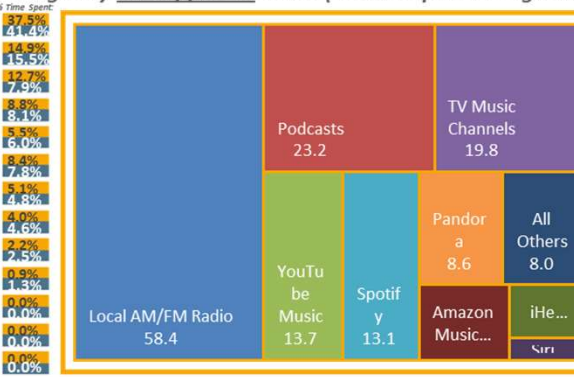
2:35

2:24

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA

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



who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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Scarborough R2 2025: Sep24-Aug25 USA Projection

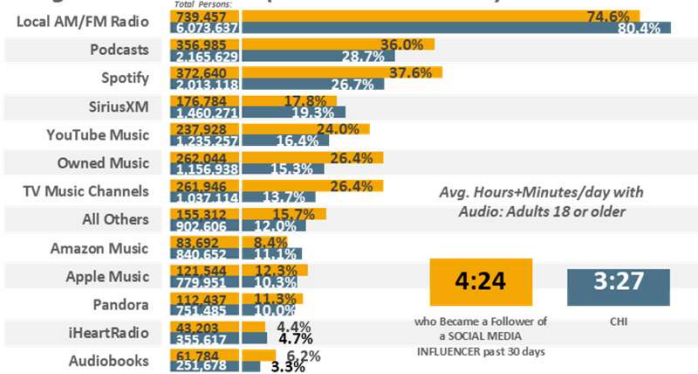
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



713,574 or 72.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

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



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

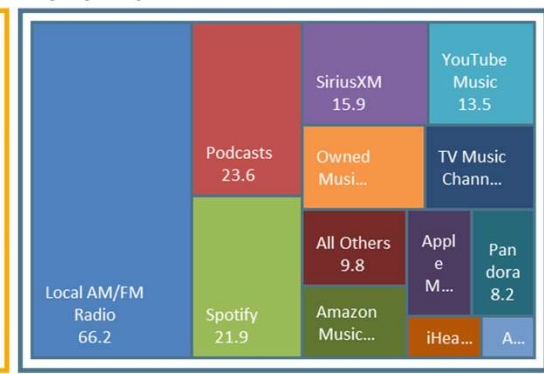
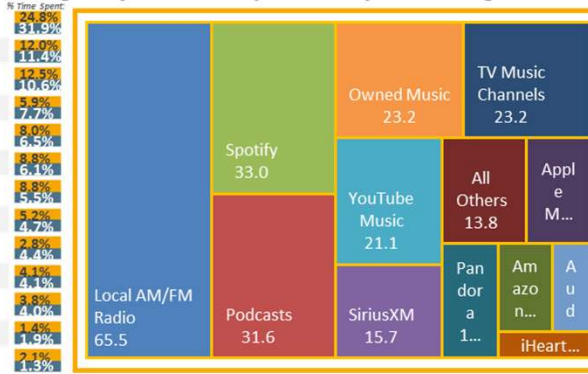
4:24

3:27

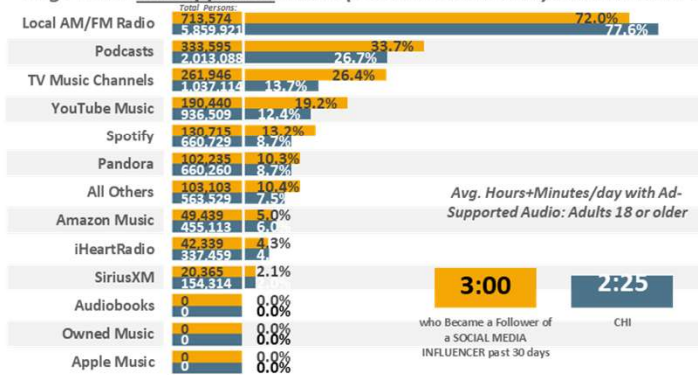
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

CHI

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

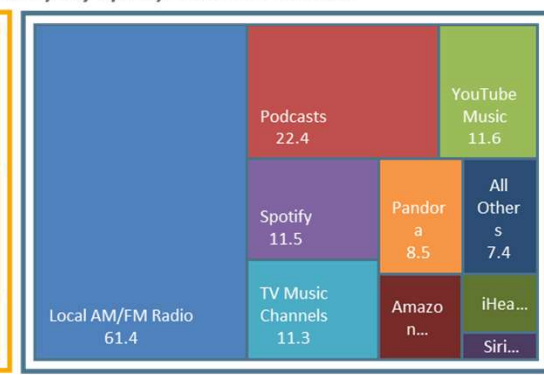
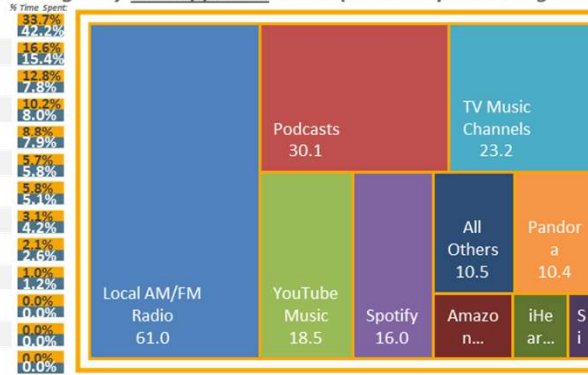
3:00

2:25

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

CHI

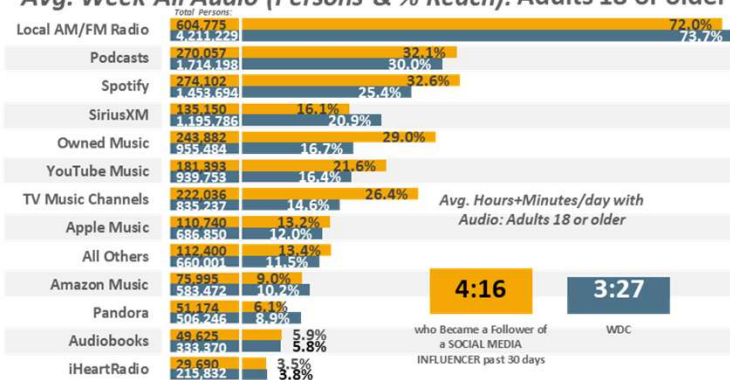
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





587,116 or 69.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

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



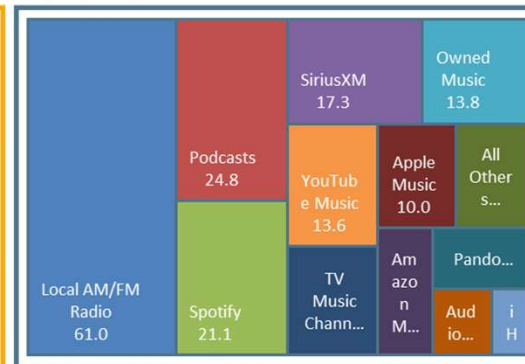
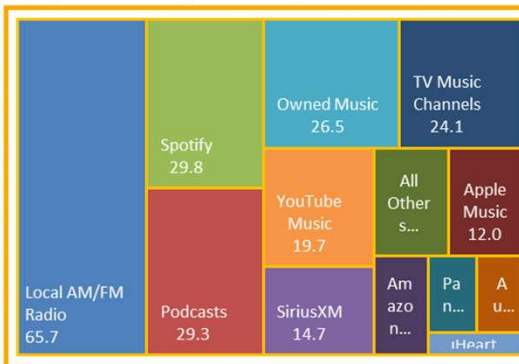
4:16

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

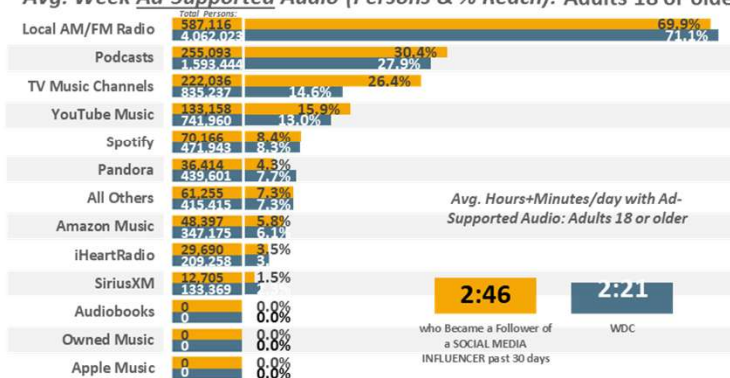
3:27

WDC

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



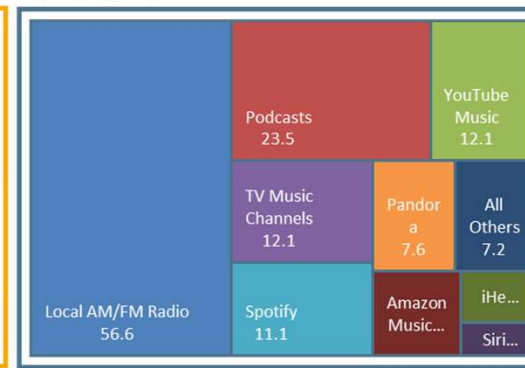
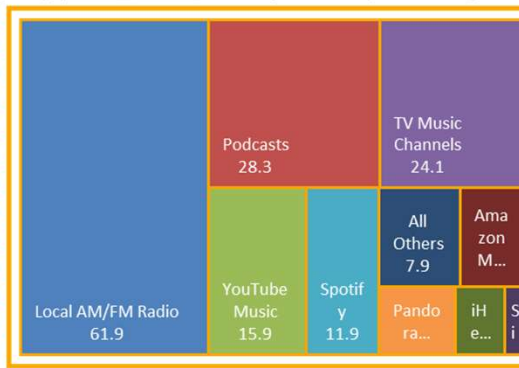
2:46

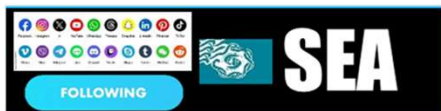
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

2:21

WDC

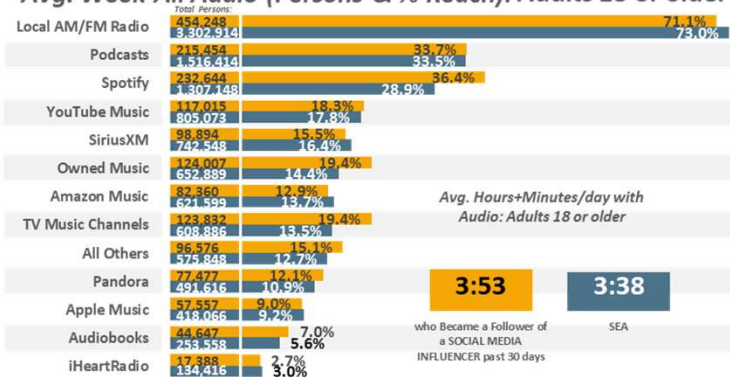
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





442,534 or 69.3% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

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



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

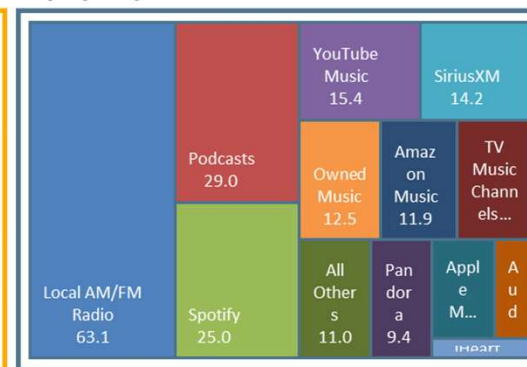
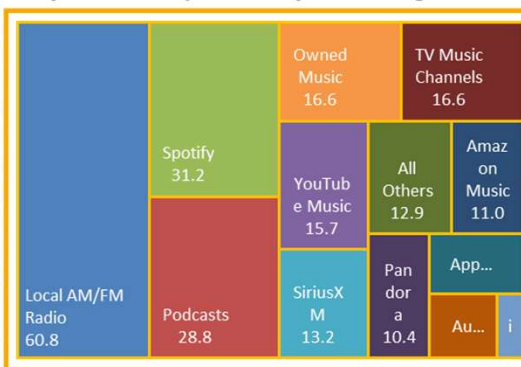
3:53

3:38

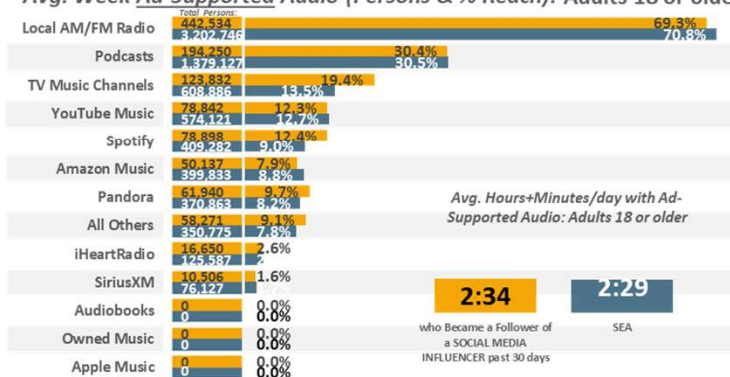
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

SEA

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

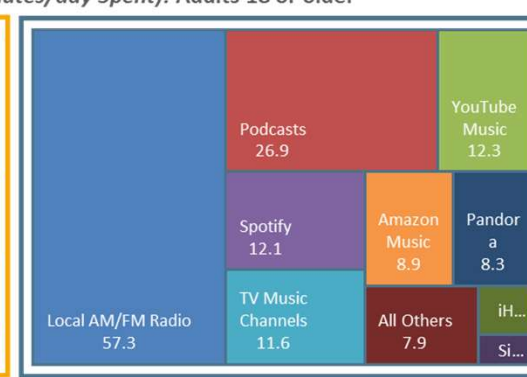
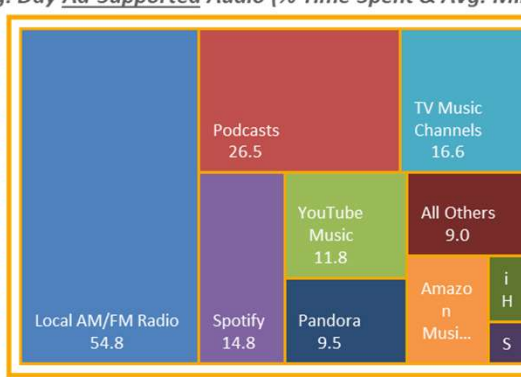
2:34

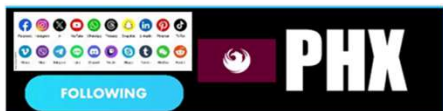
2:29

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

SEA

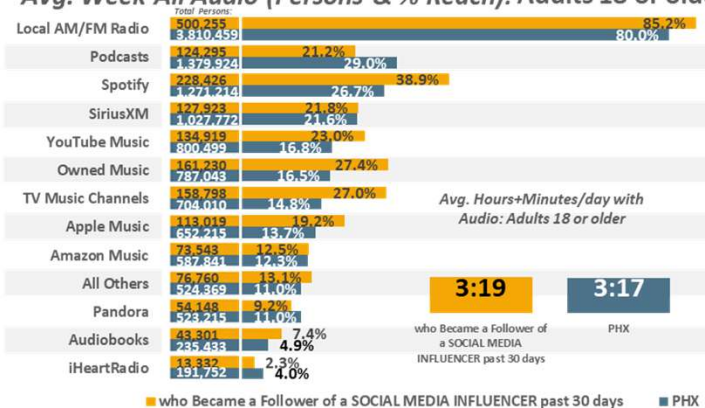
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



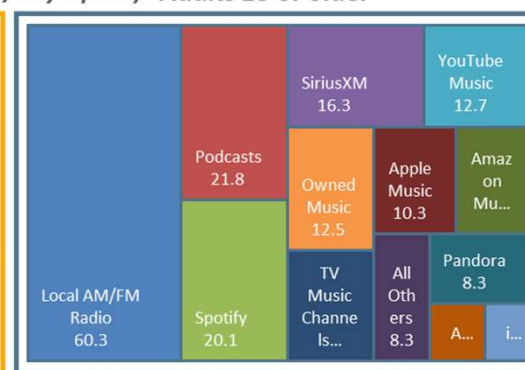
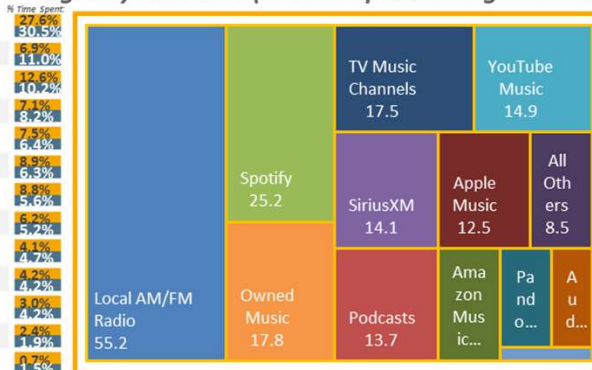


490,972 or 83.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.5 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

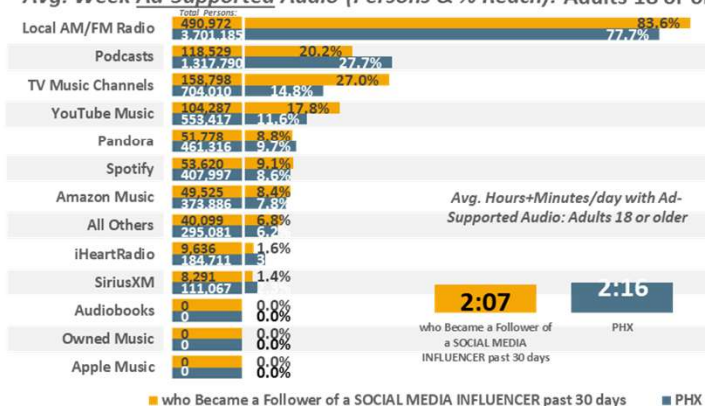
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



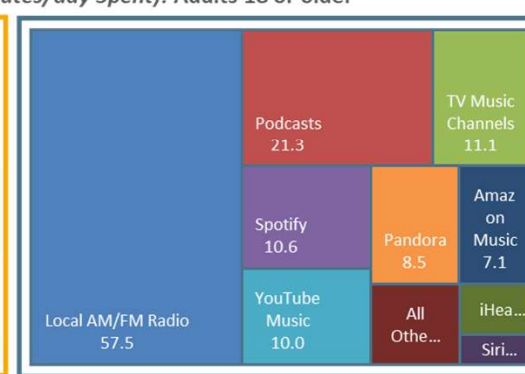
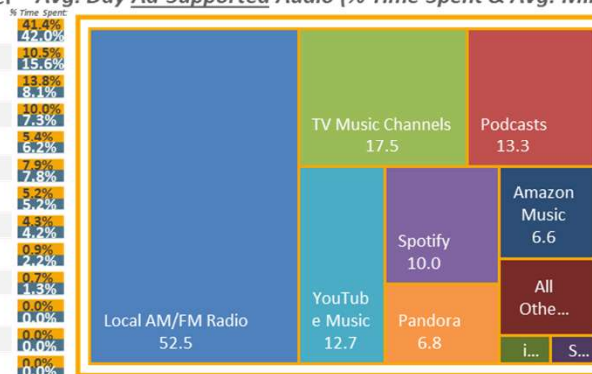
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

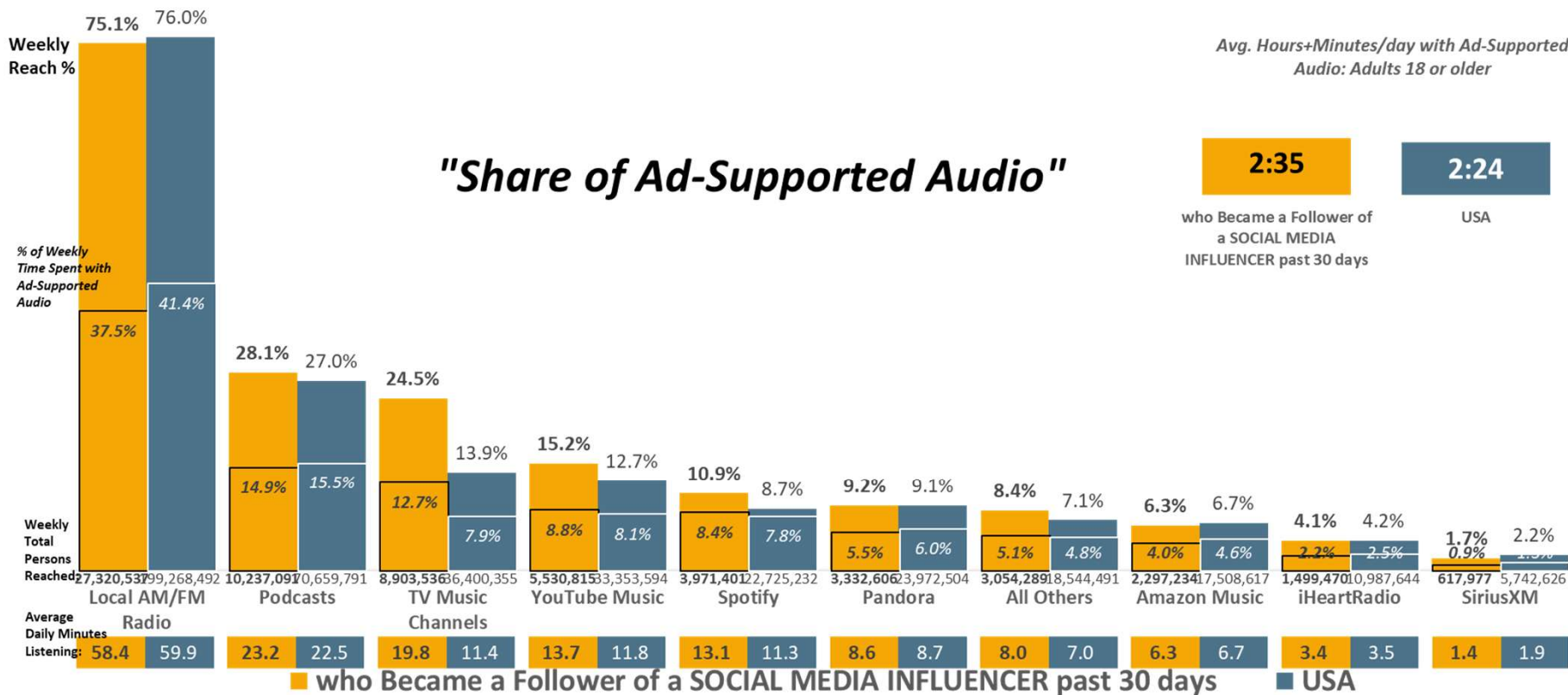


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



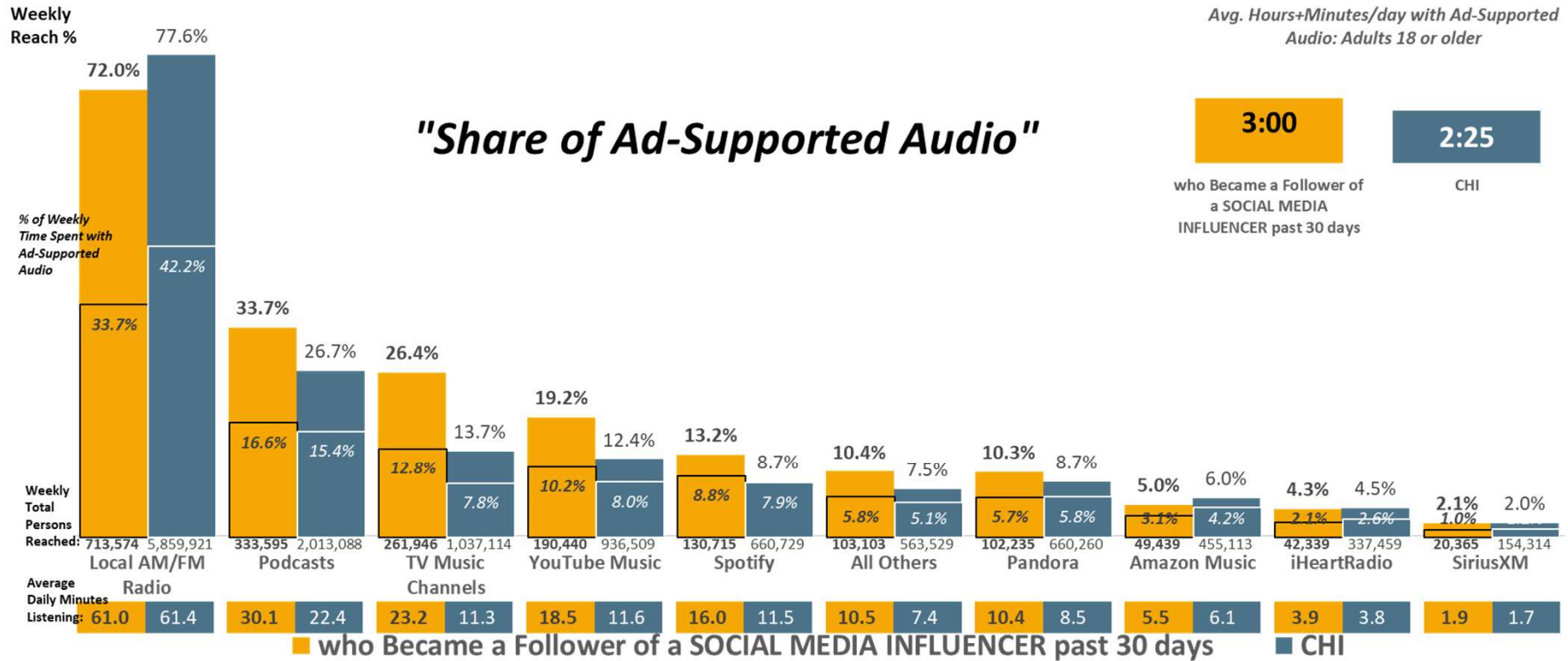


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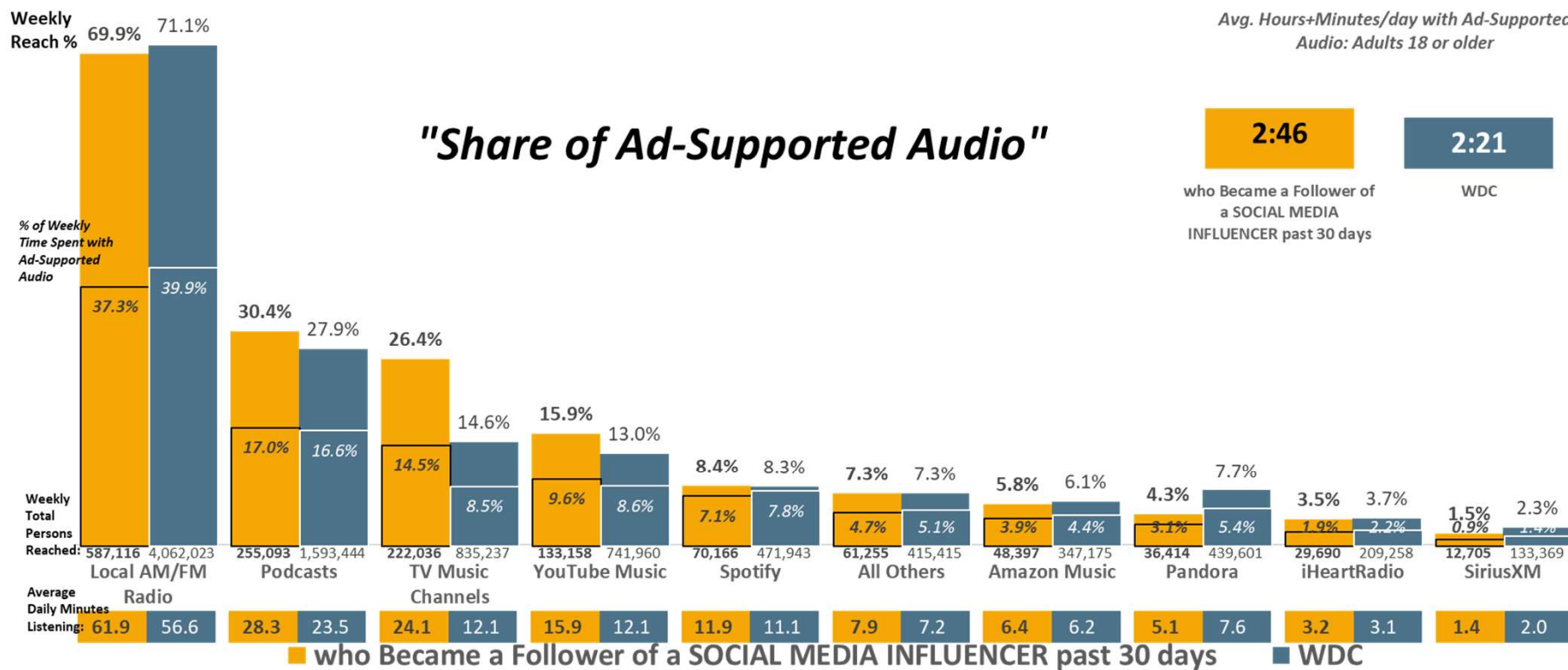


713,574 or 72.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.





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Weekly Reach % 69.3% 70.8%

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

"Share of Ad-Supported Audio"

2:34

2:29

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

SEA

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached: 442,534 3,202,746

Average Daily Minutes Listening: 54.8 57.3

35.4% 38.4%

30.4% 30.5%

17.1% 18.0%

19.4%

10.7% 7.8%

13.5%

12.4% 9.0%

9.6%

12.3% 12.7%

7.7%

9.7% 8.2%

6.1%

9.1% 7.8%

5.8%

7.9% 8.8%

5.1%

2.6% 2.8%

1.5%

1.6% 1.7%

0.9%

16,650 125,587

10,506 76,127

54.8 57.3

26.5 26.9

16.6 11.6

14.8 12.1

11.8 12.3

9.5 8.3

9.0 7.9

7.9 8.9

2.3 2.5

1.4 1.5

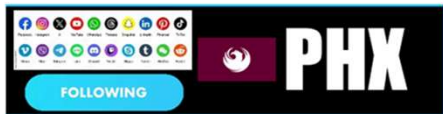
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 563 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



490,972 or 83.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.5 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

"Share of Ad-Supported Audio"

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

2:07

2:16

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

PHX

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

PHX

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 302
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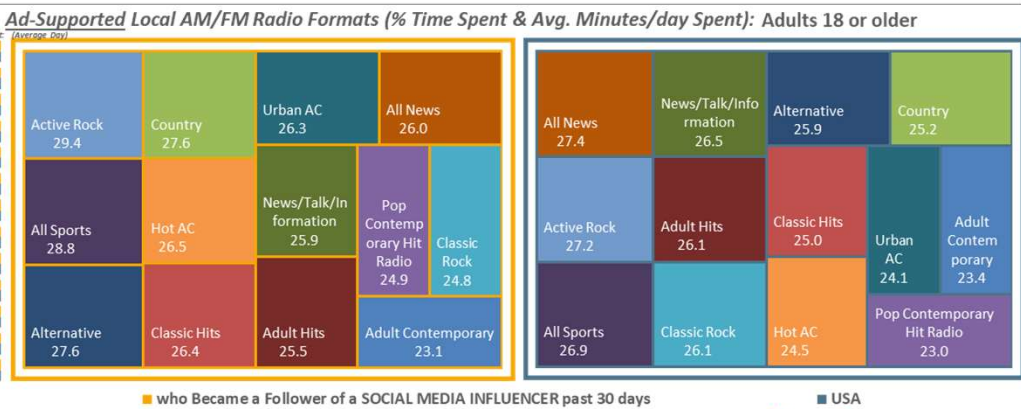
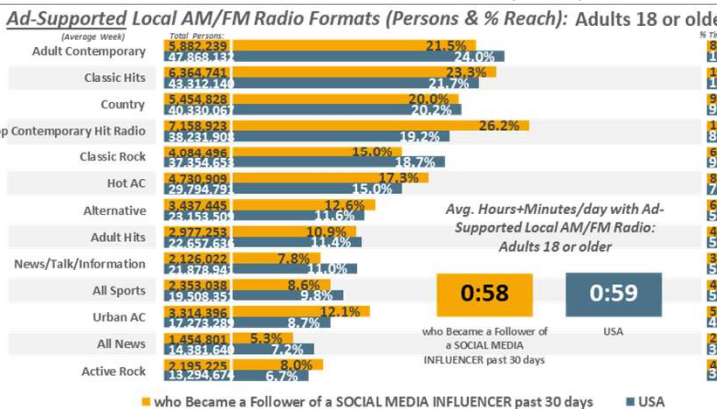
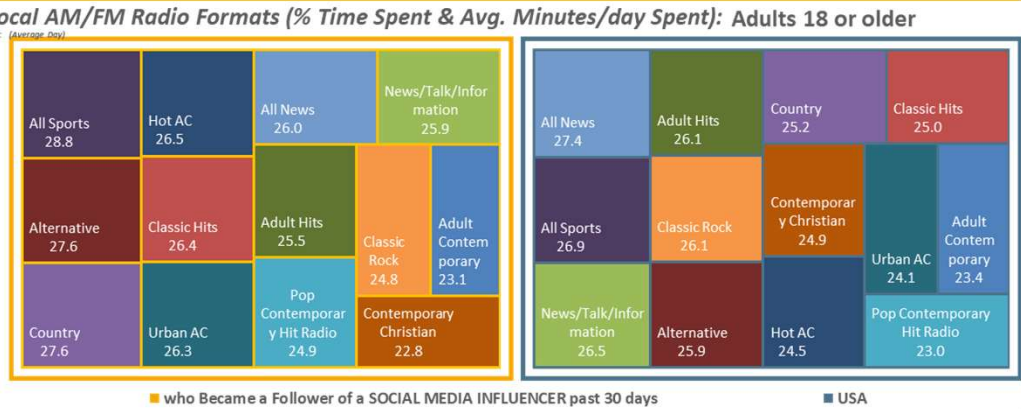
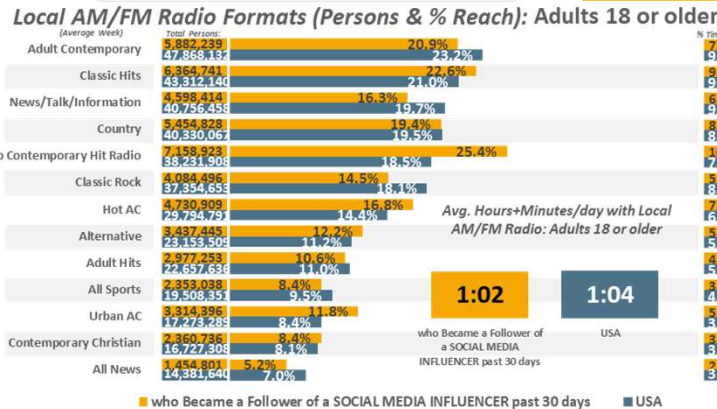
PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



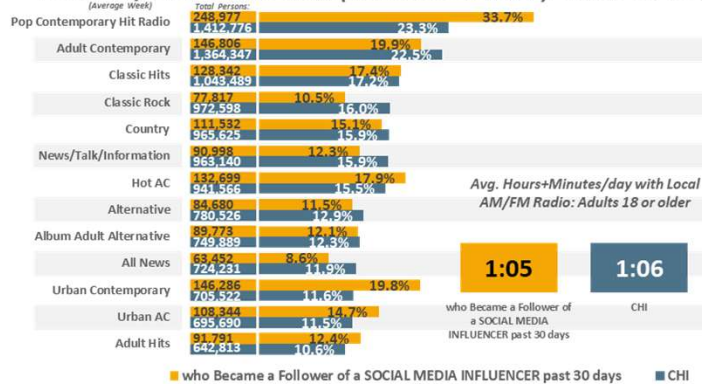
27,320,537 or 75.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Country, and Hot AC.



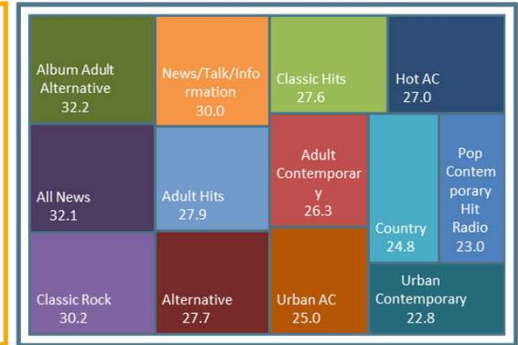
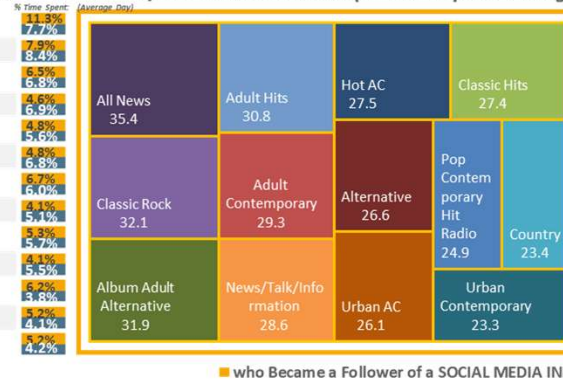


713,574 or 72.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Urban Contemporary, Hot AC, and Classic H

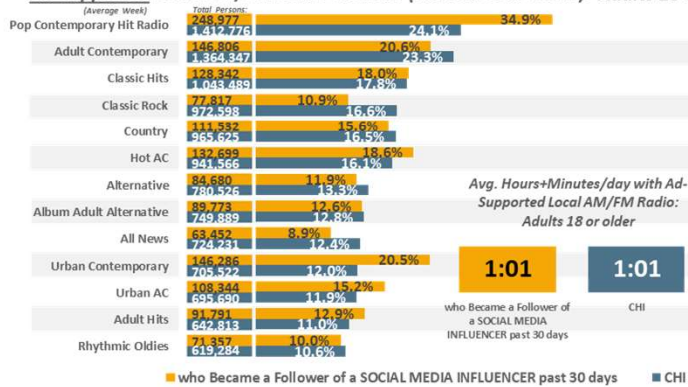
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



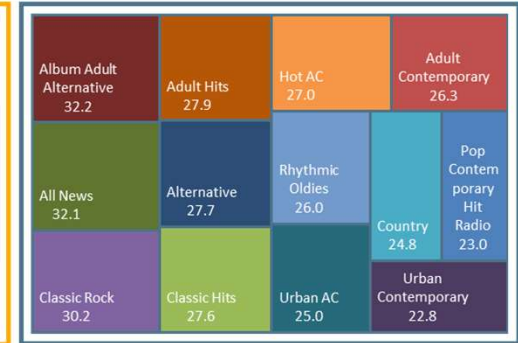
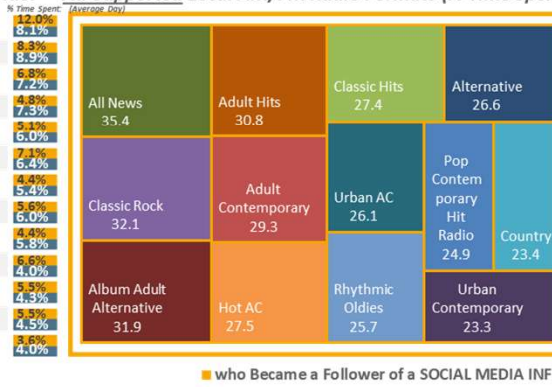
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

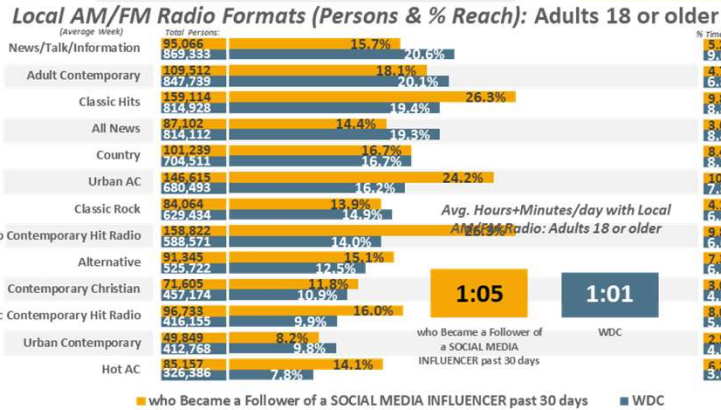


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

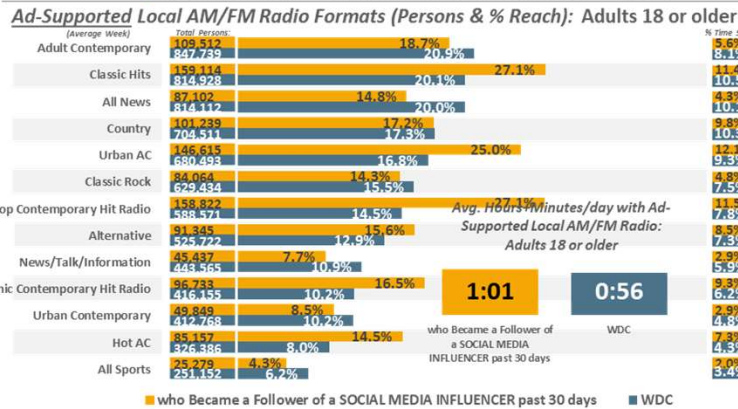
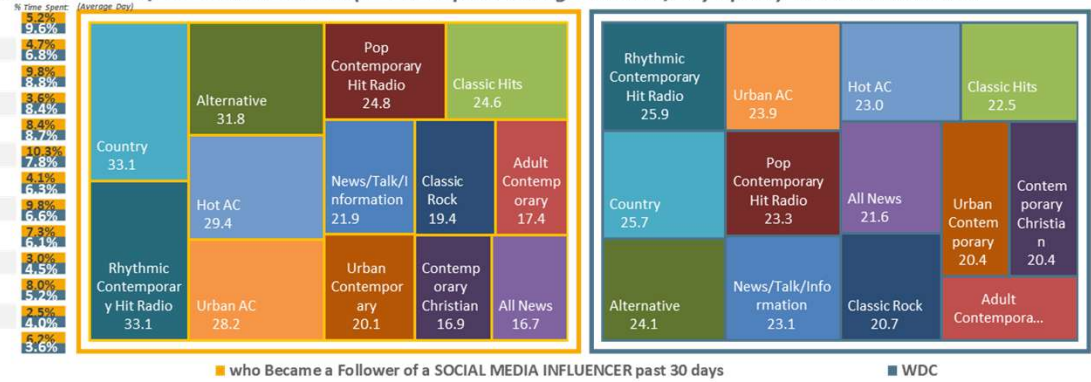




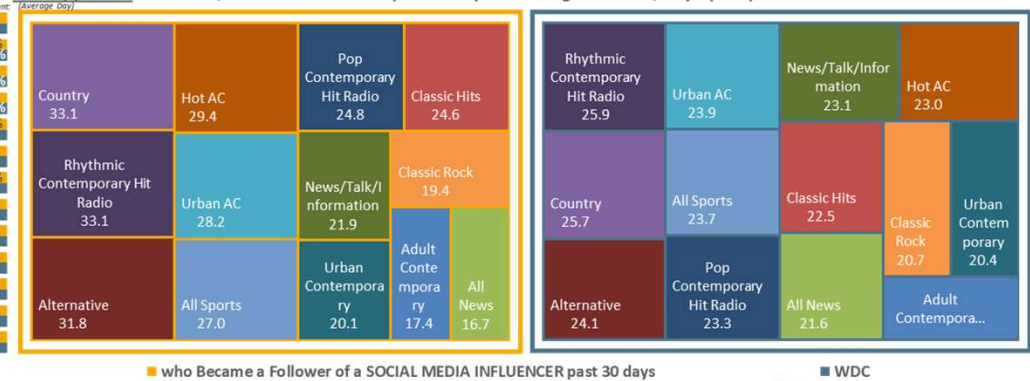
587,116 or 69.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Urban AC, Adult Contemporary, and Country.



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 845
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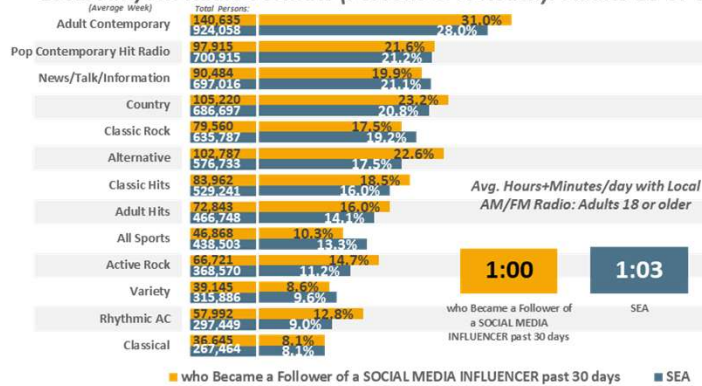
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

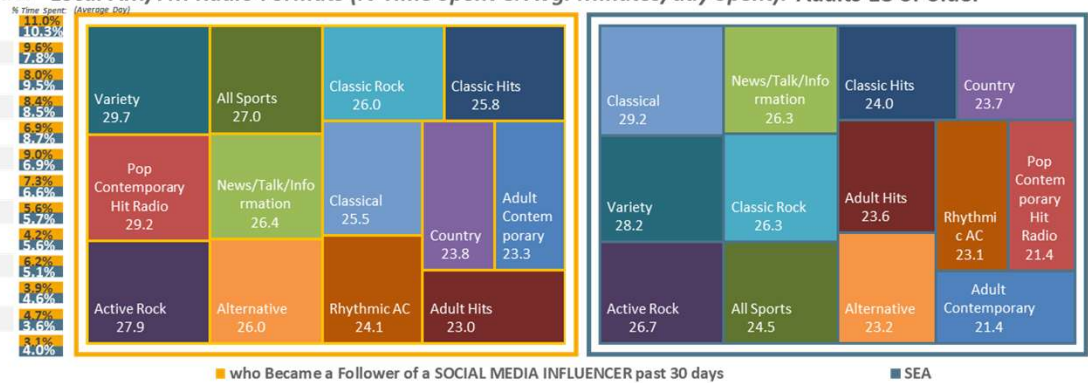


442,534 or 69.3% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Alternative, Pop Contemporary Hit Radio, and Classic Hits.

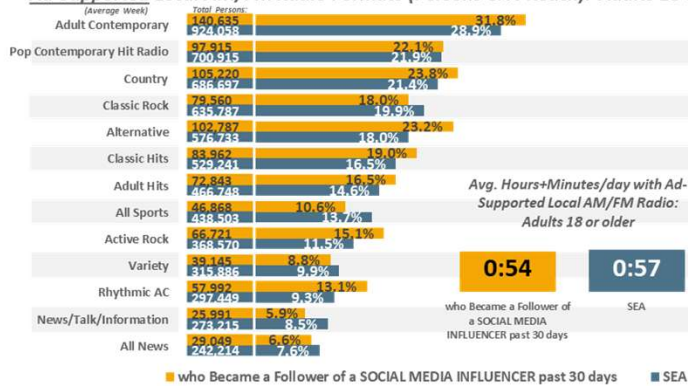
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



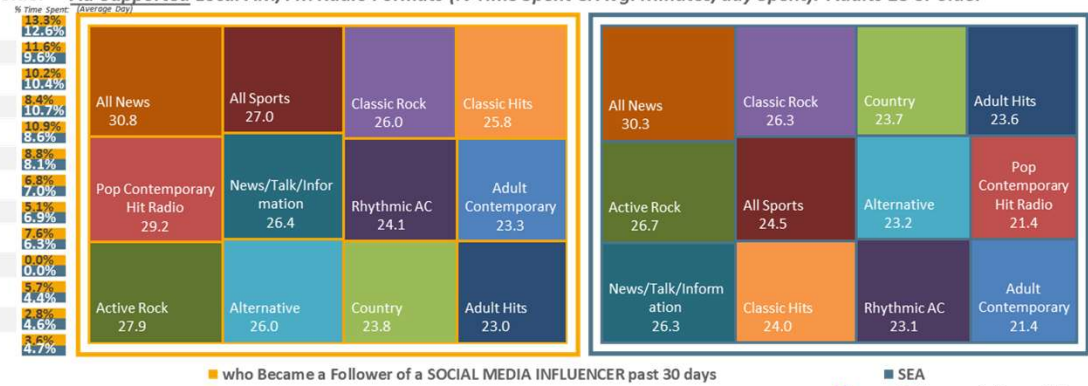
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



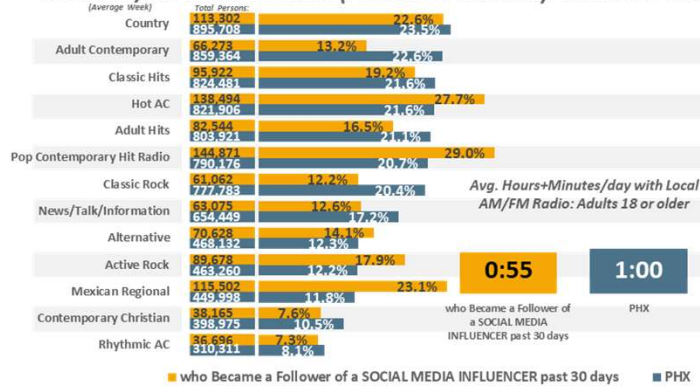
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



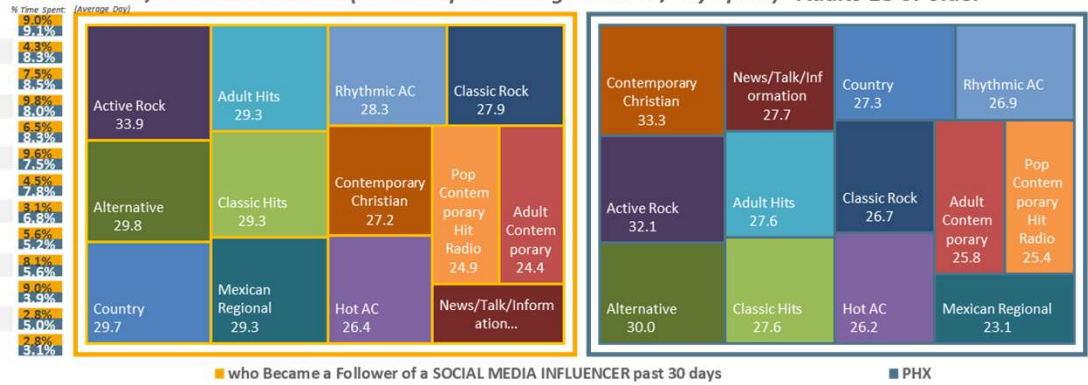


490,972 or 83.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Mexican Regional, Country, and Classic Hits.

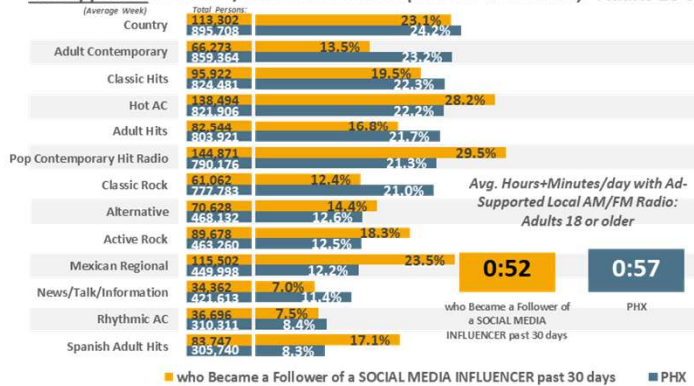
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



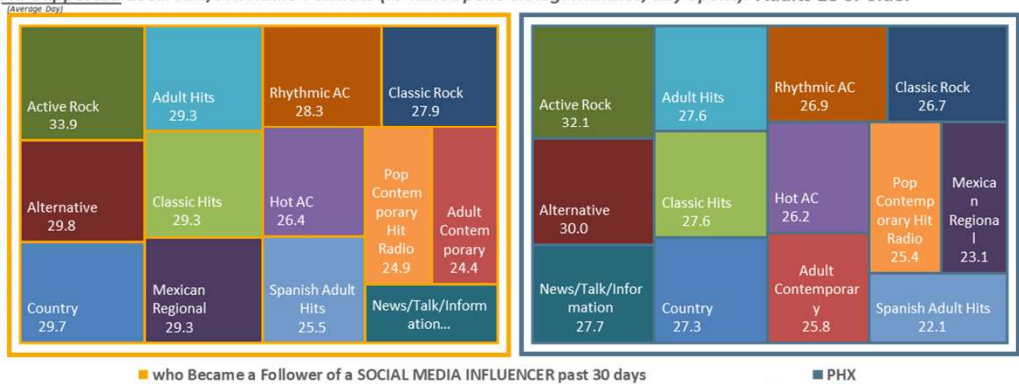
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 302
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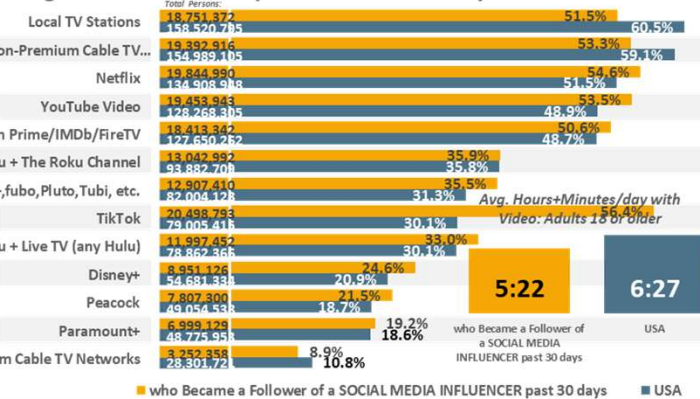
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

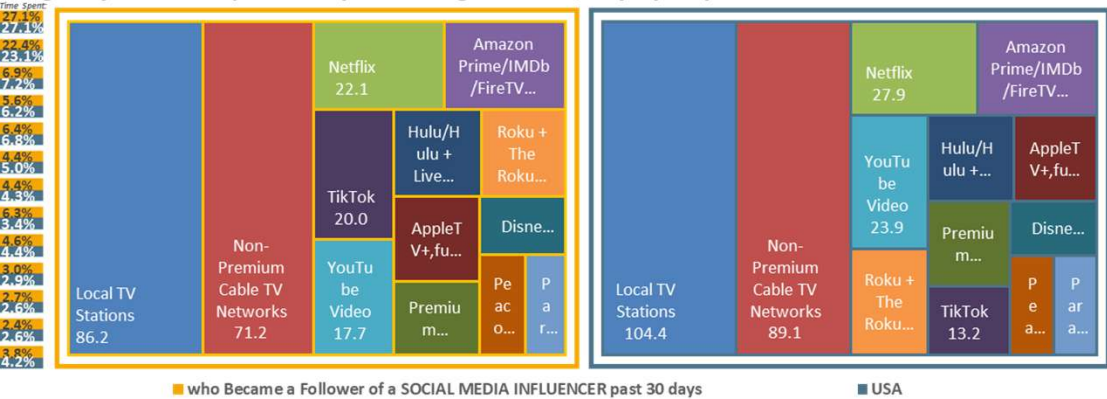


18,536,584 or 51.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 82.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

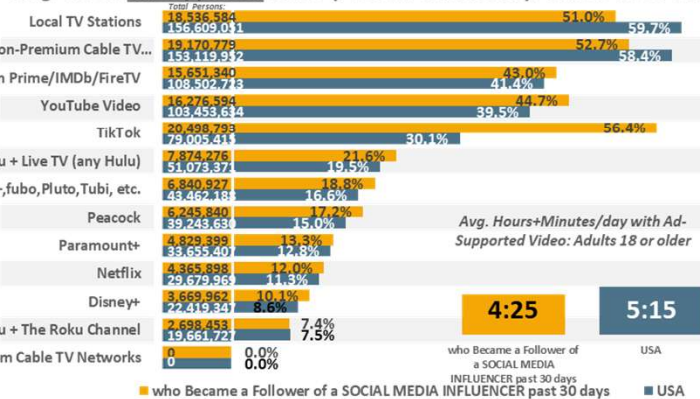
Avg. Week All Video (Persons & % Reach): Adults 18 or older



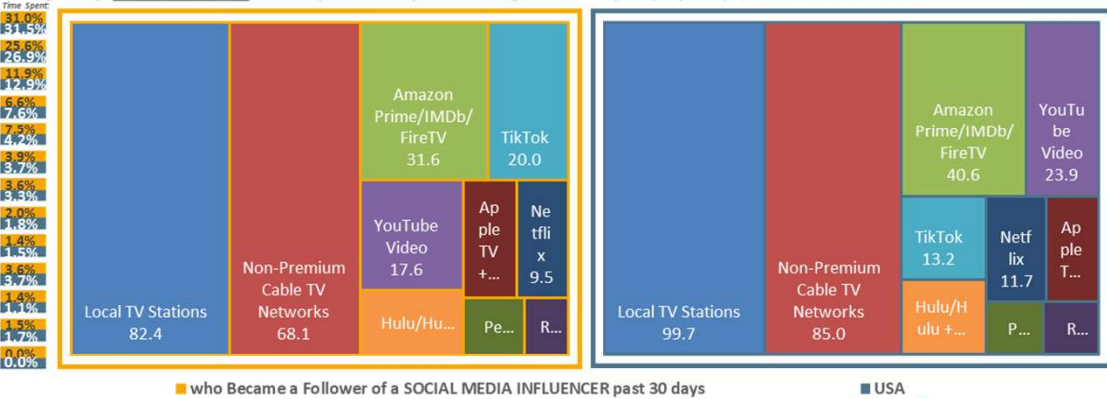
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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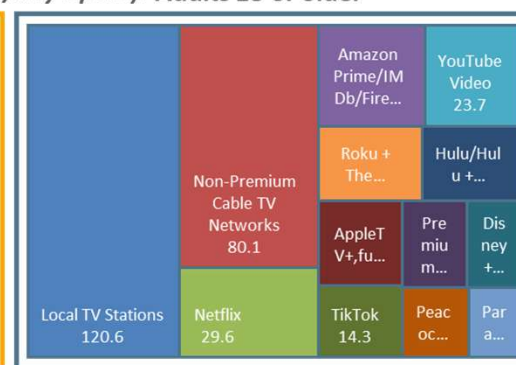
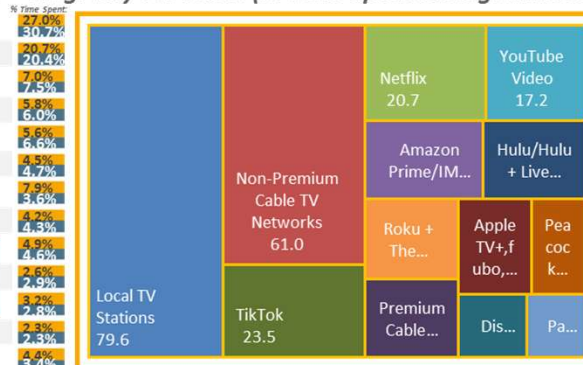
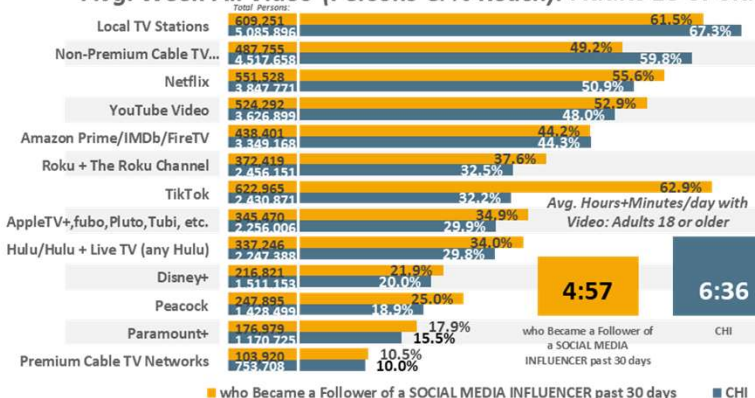
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



600,334 or 60.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 75.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

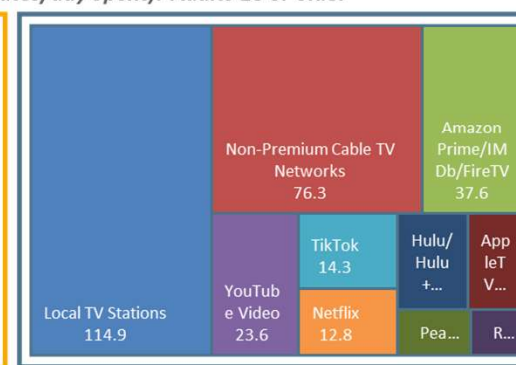
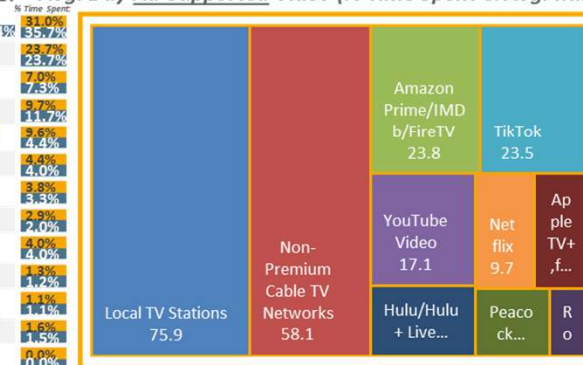
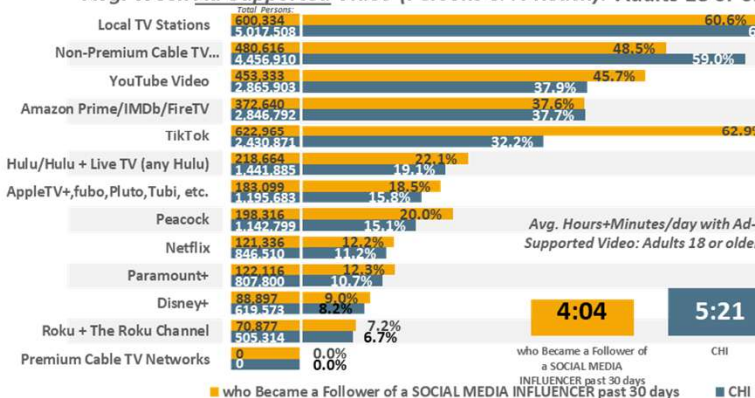
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

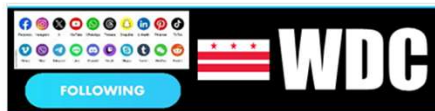
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 592
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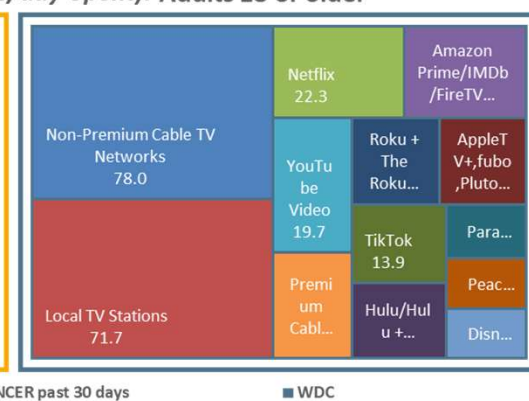
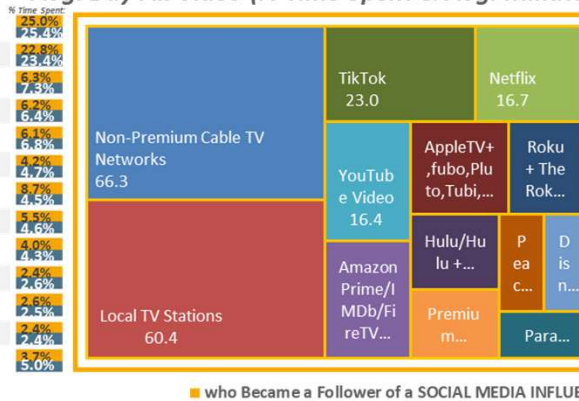
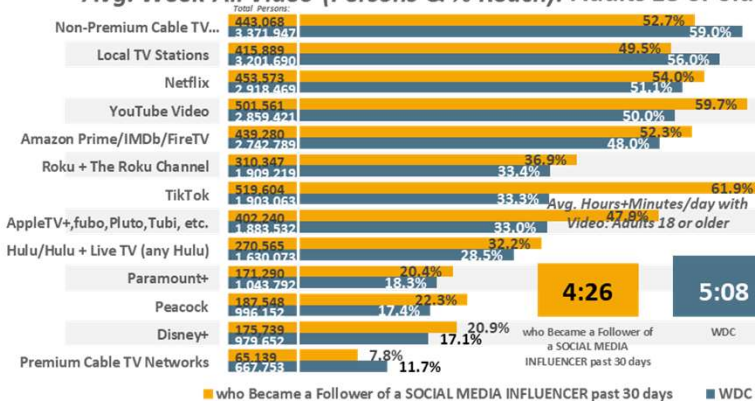
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



411,650 or 49.0% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 57.8 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

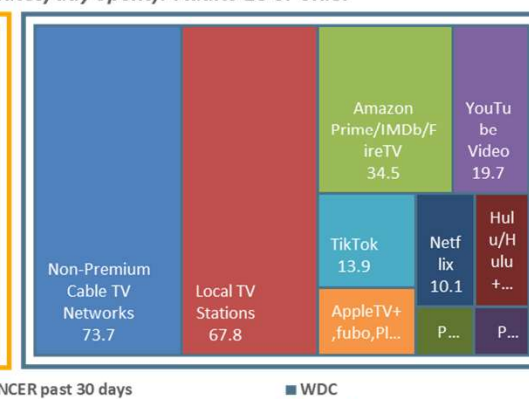
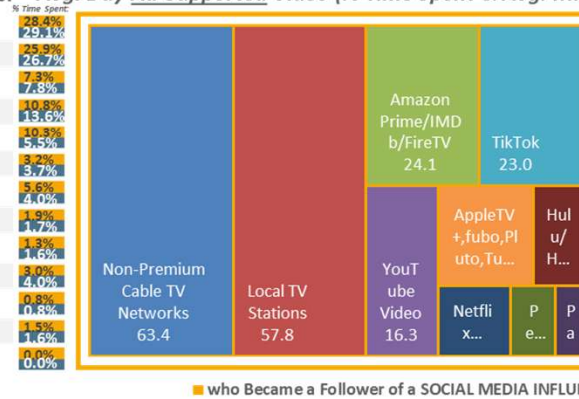
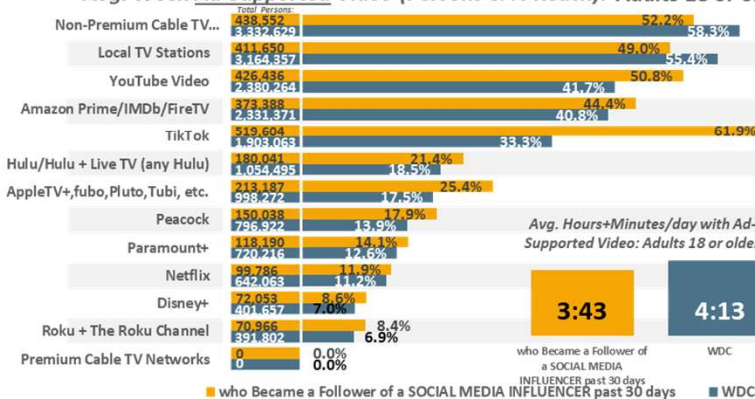
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 845
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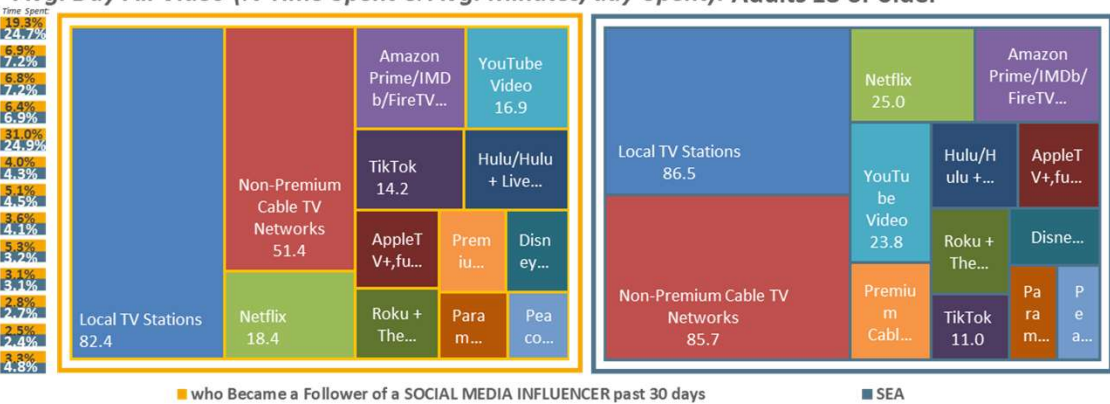
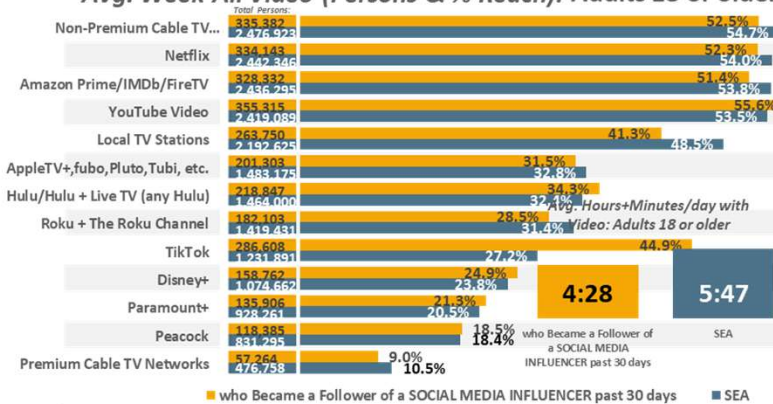
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



261,047 or 40.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 77.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

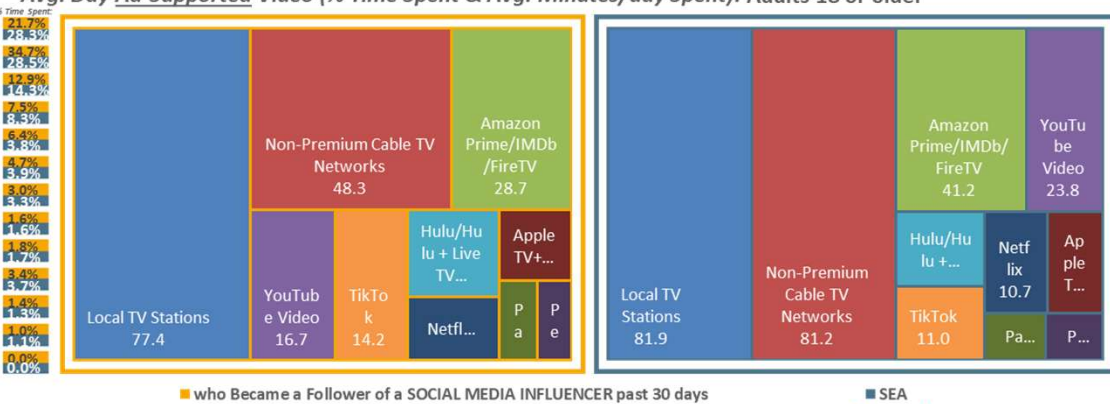
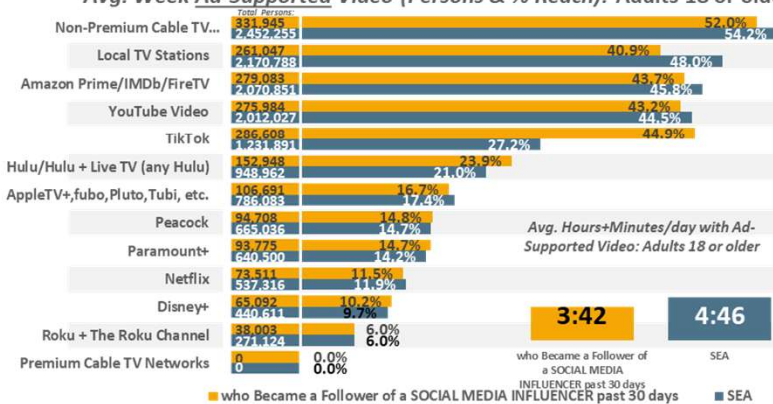
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 563
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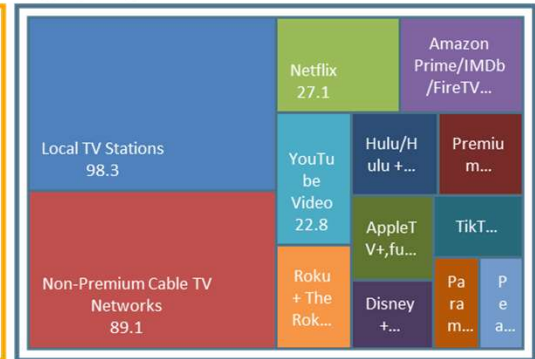
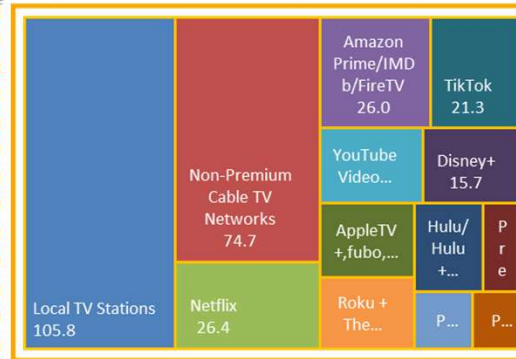
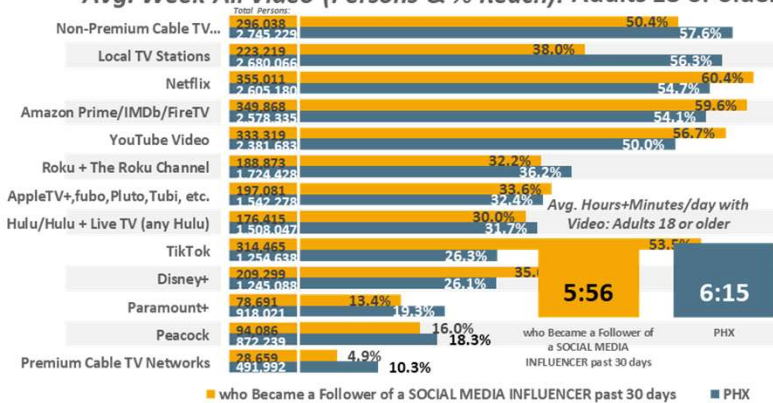
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



219,702 or 37.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 103.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

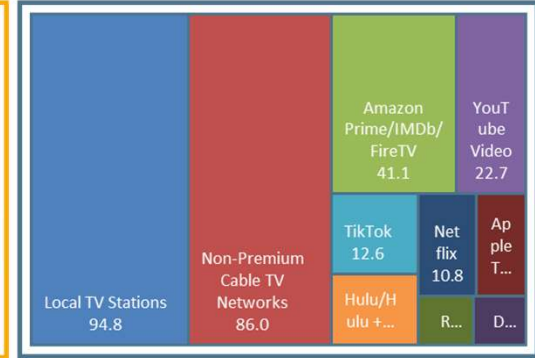
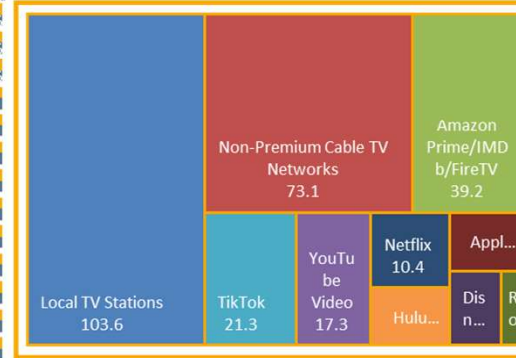
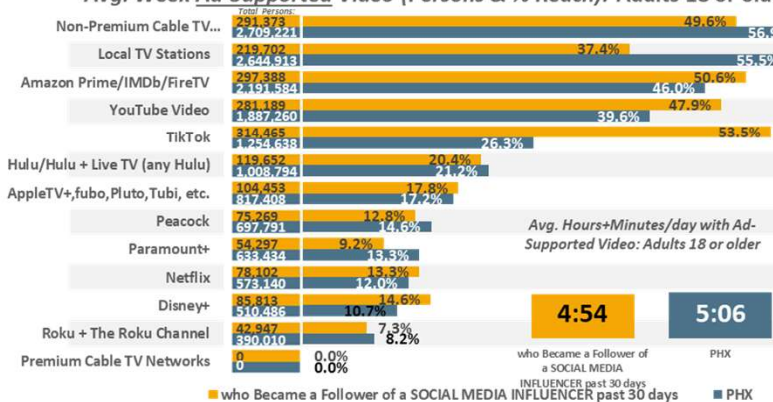
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 302
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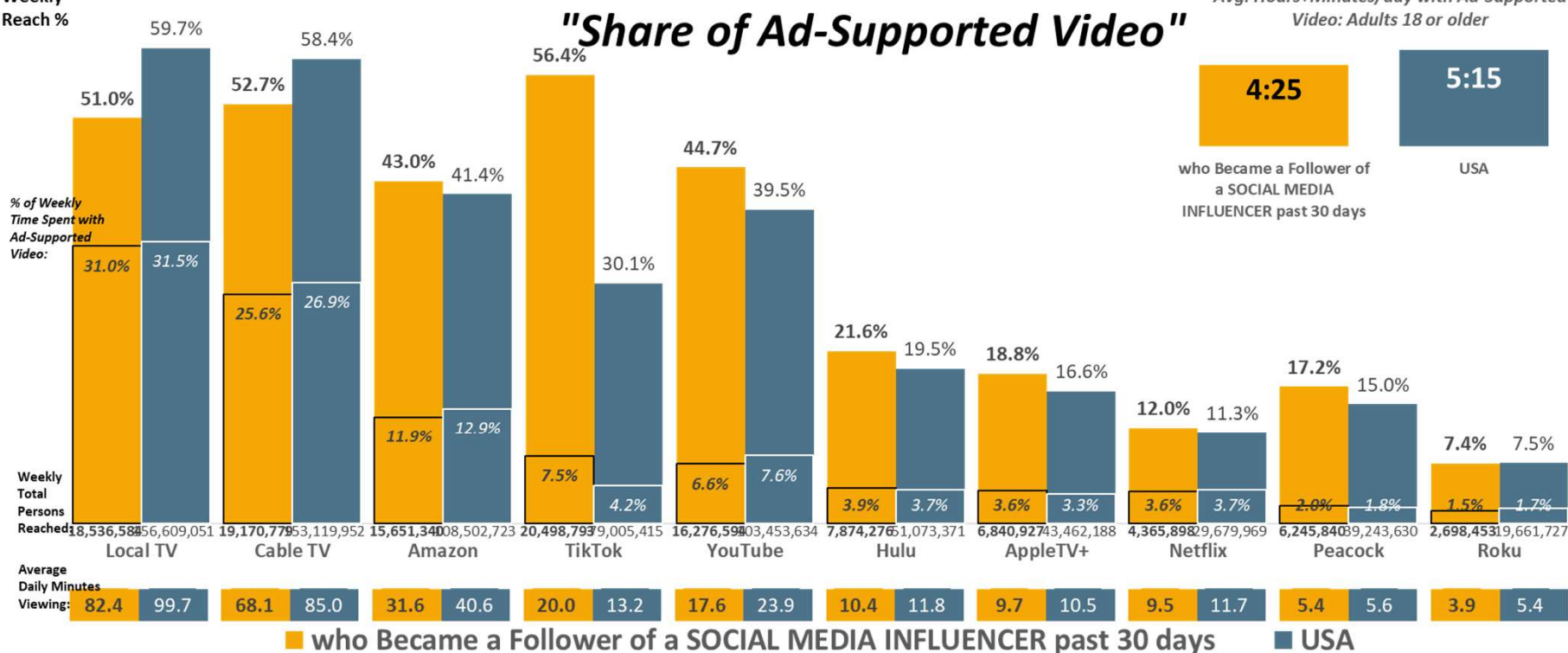
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



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Weekly Reach %



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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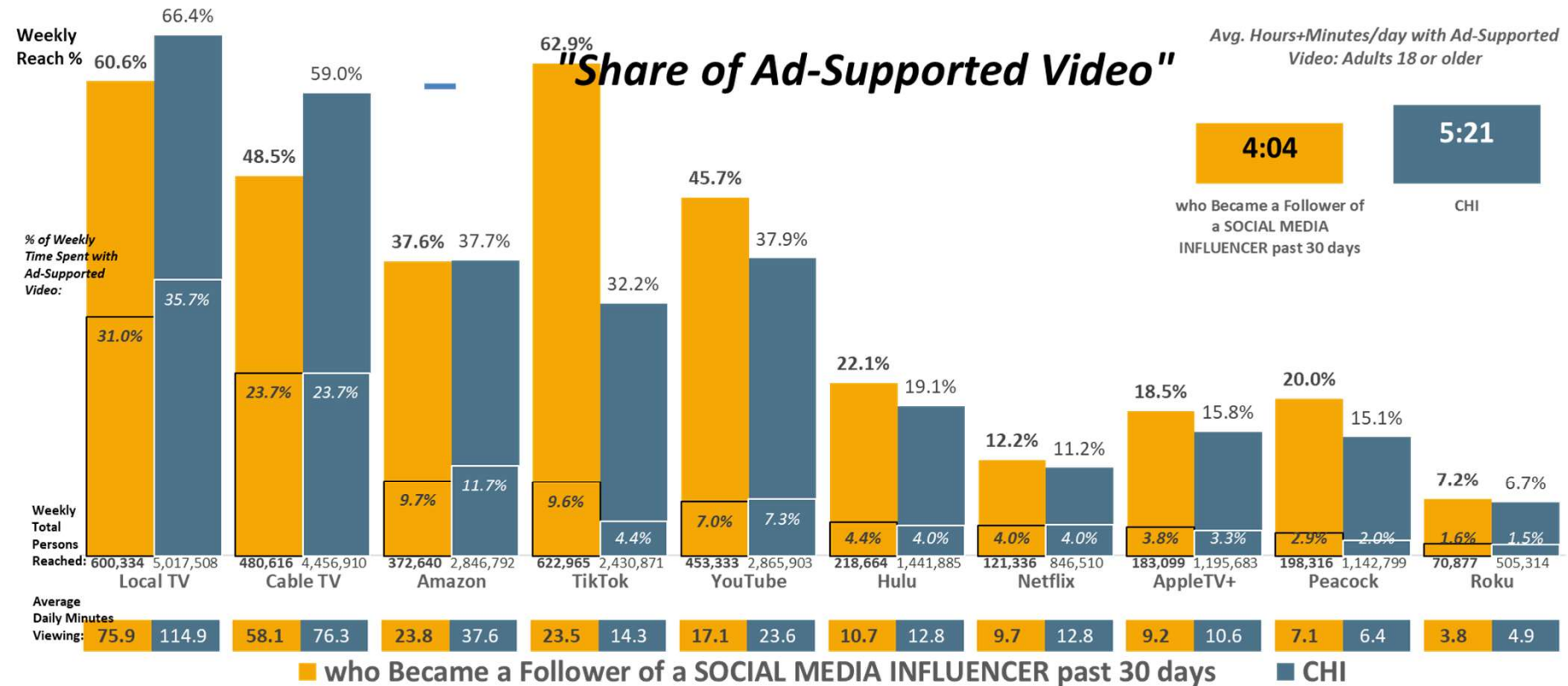
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

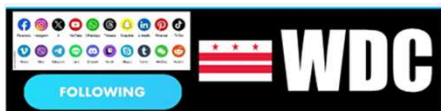
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

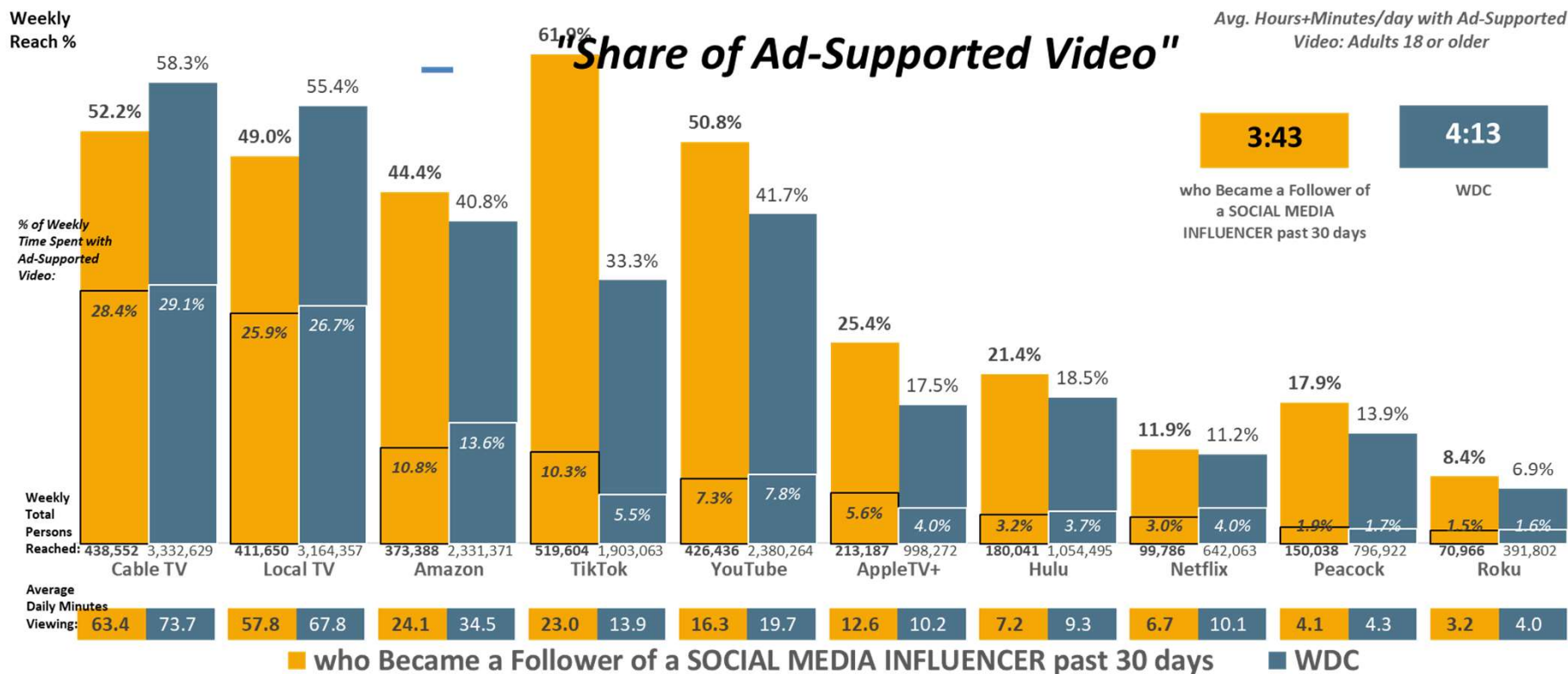


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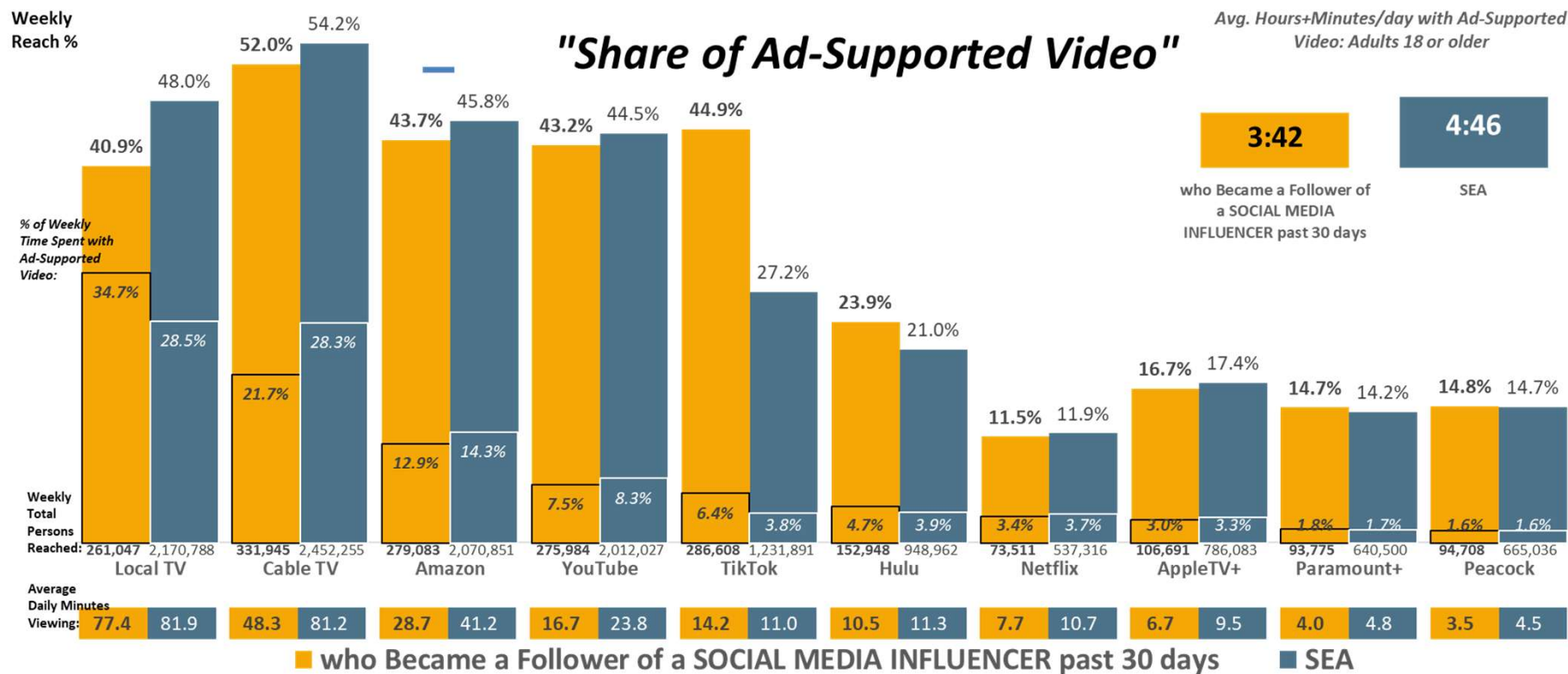


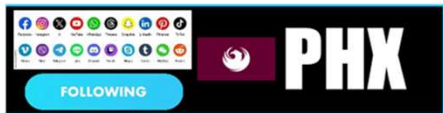
411,650 or 49.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 57.8 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



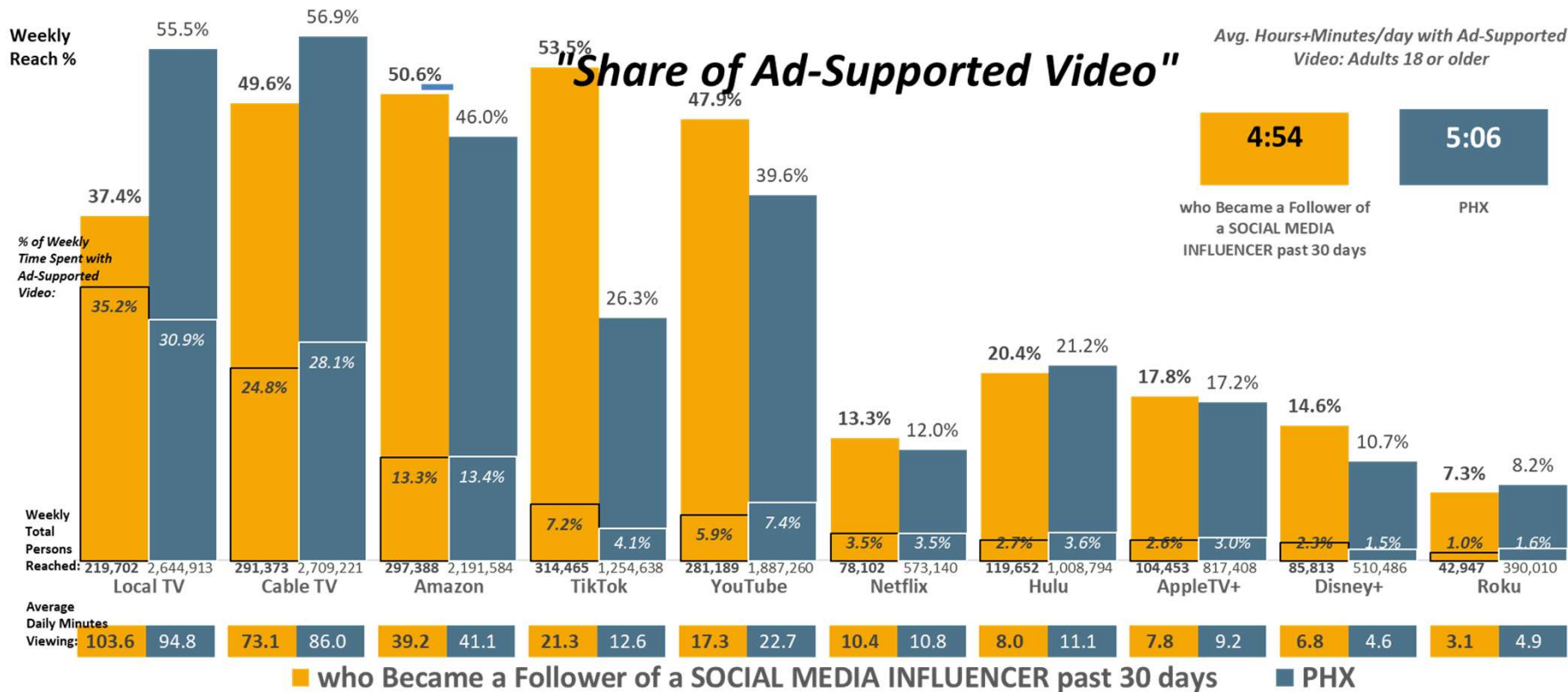


261,047 or 40.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 77.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.





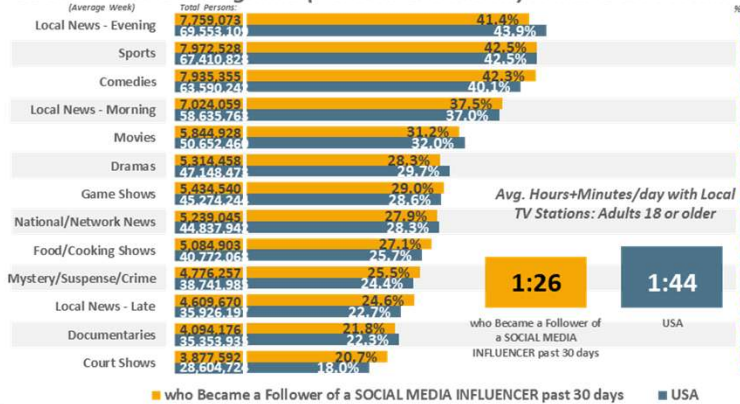
219,702 or 37.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 103.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.



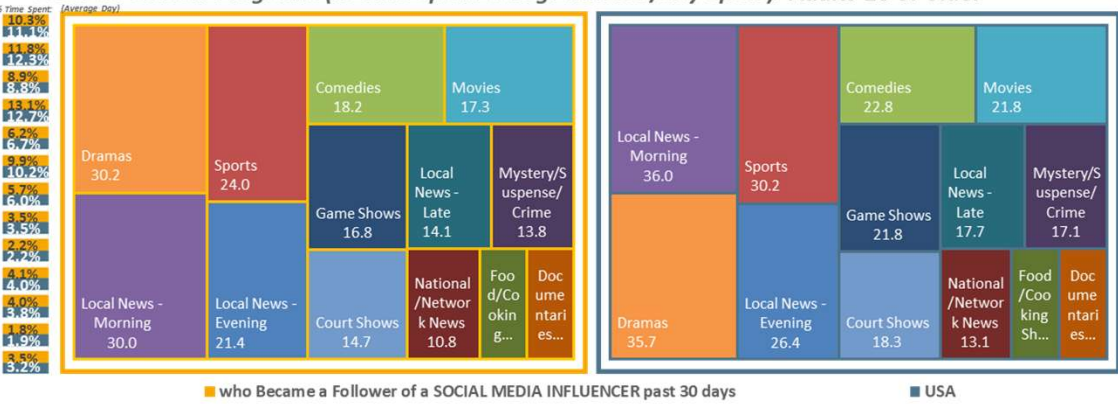


18,536,584 or 51.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

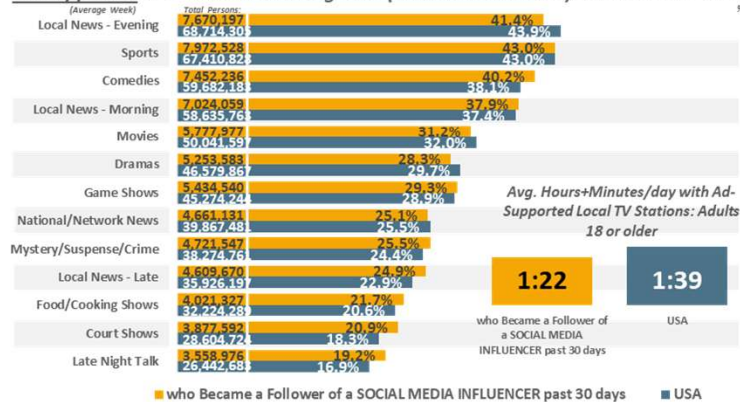
Local TV Station Programs (Persons & % Reach): Adults 18 or older



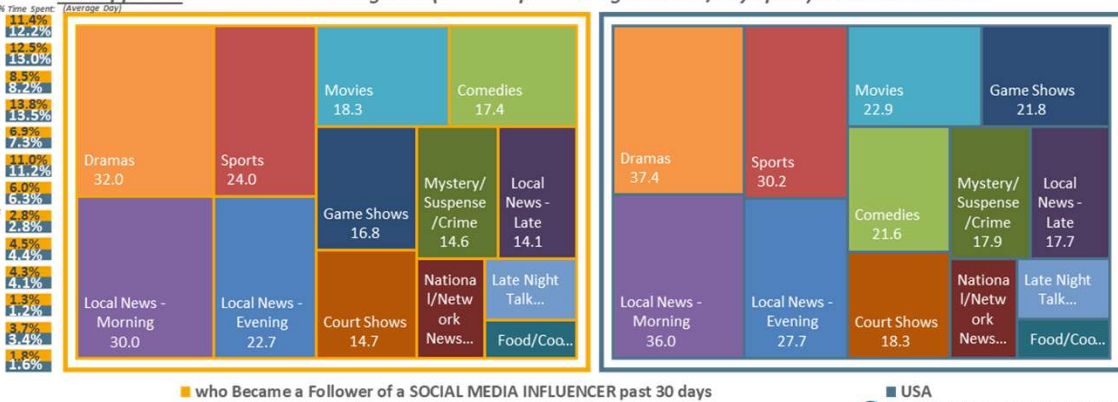
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



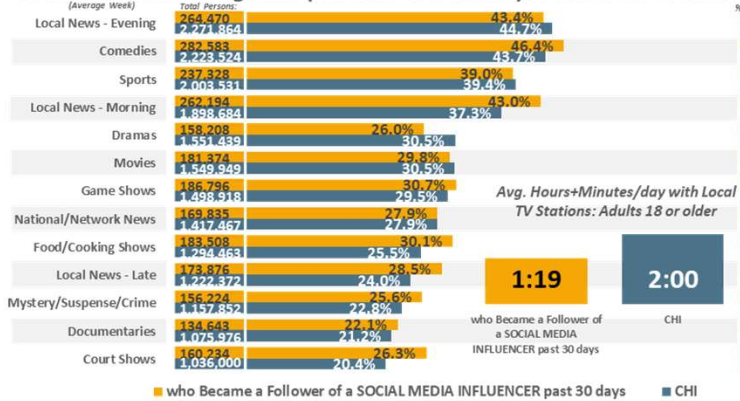
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



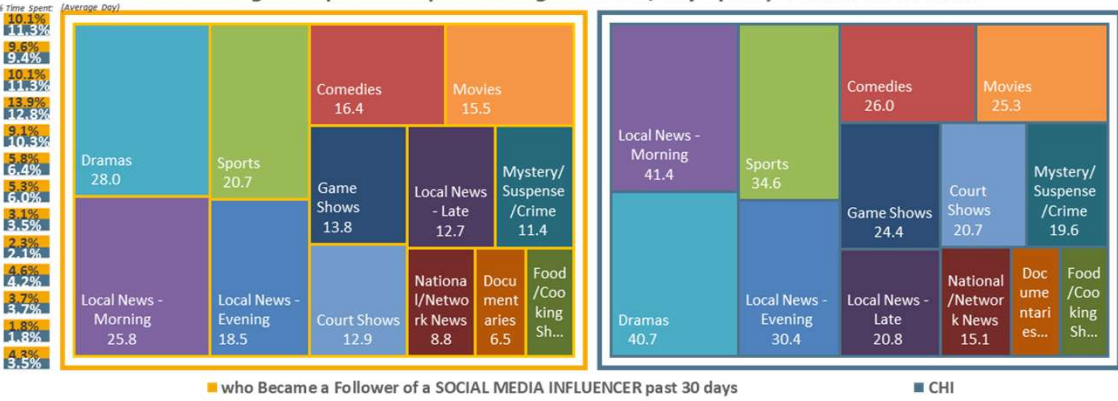


600,334 or 60.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Sports, Game Shows, and Movies.

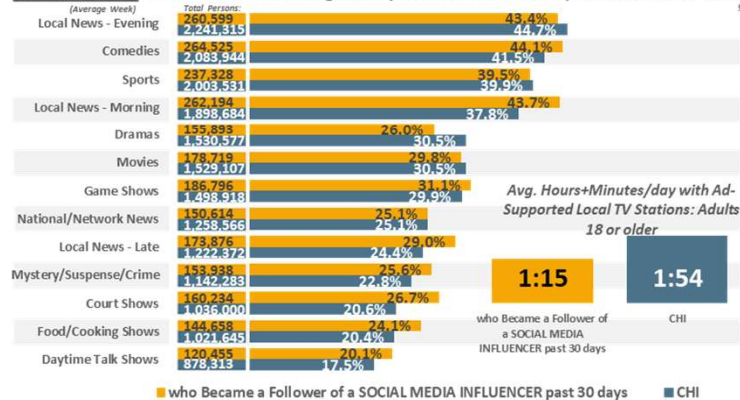
Local TV Station Programs (Persons & % Reach): Adults 18 or older



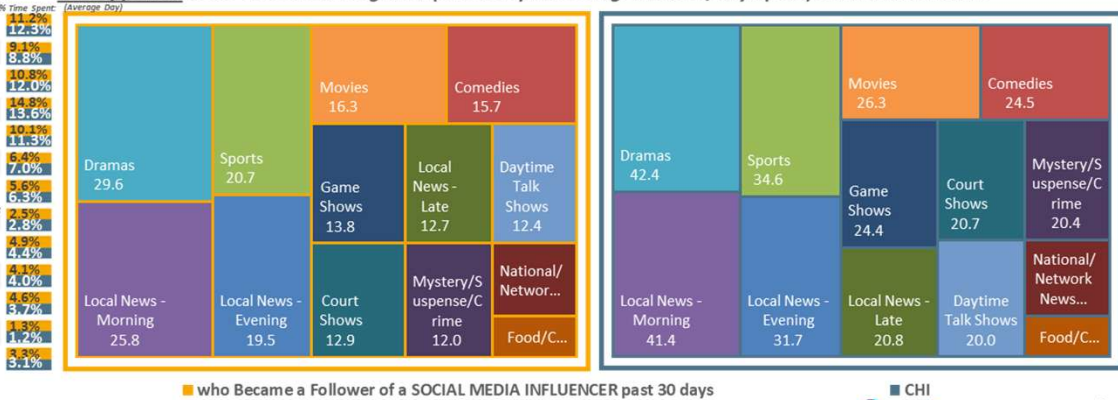
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



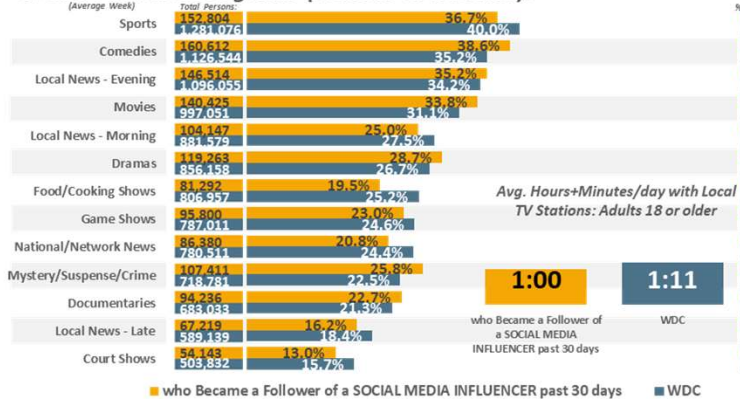
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



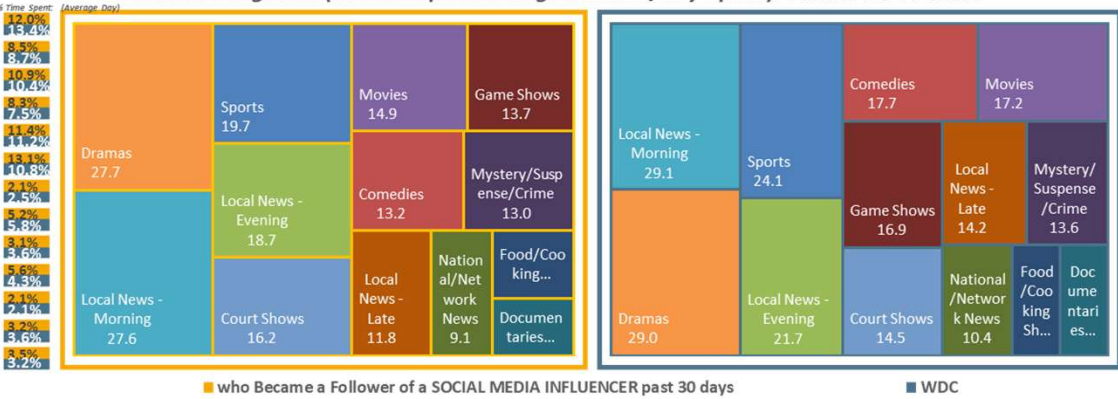


411,650 or 49.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Dramas, and Mystery/Suspense/Crime.

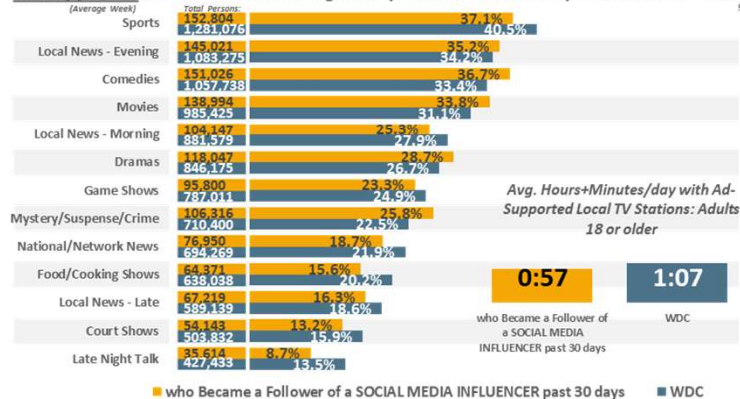
Local TV Station Programs (Persons & % Reach): Adults 18 or older



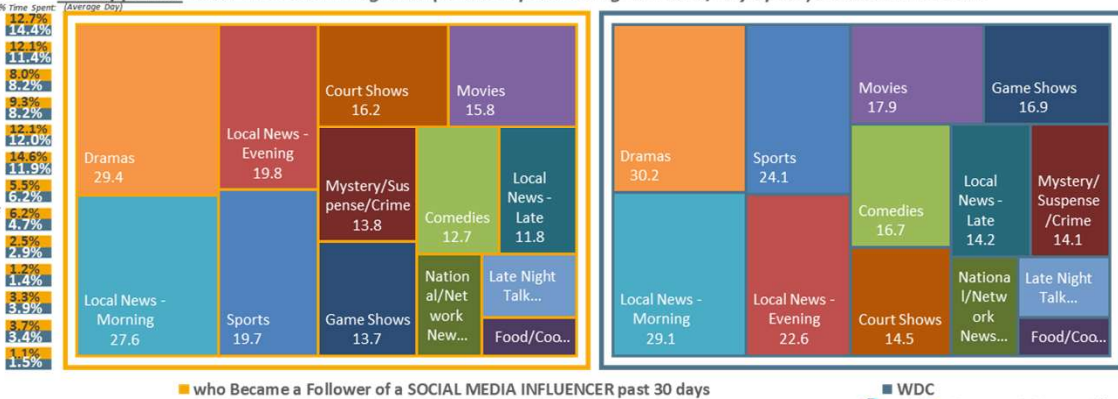
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

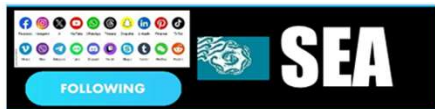


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



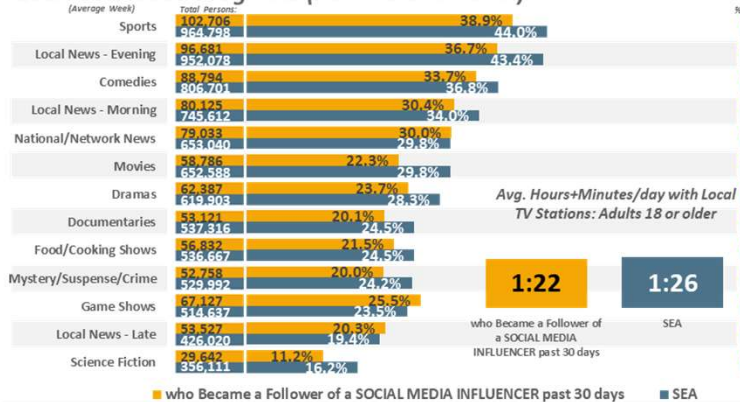
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



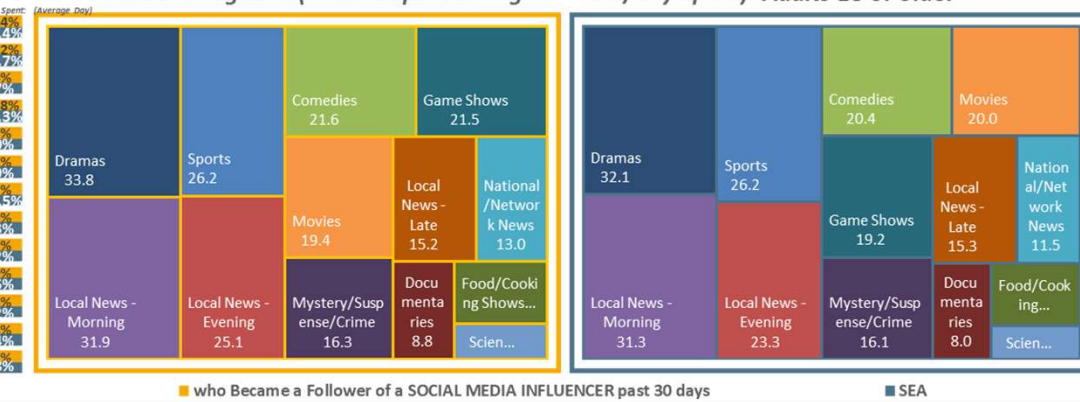


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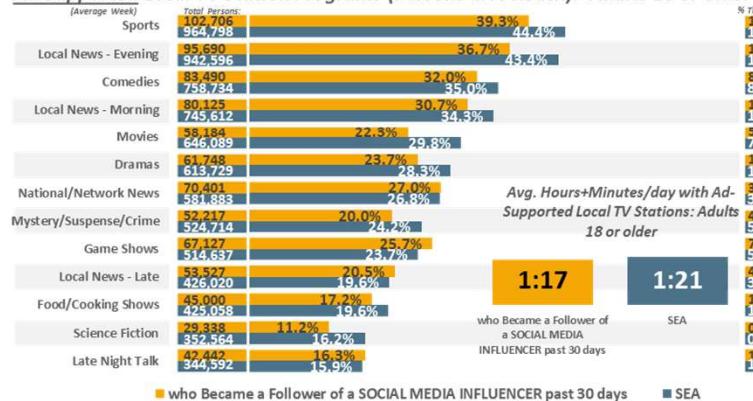
Local TV Station Programs (Persons & % Reach): Adults 18 or older



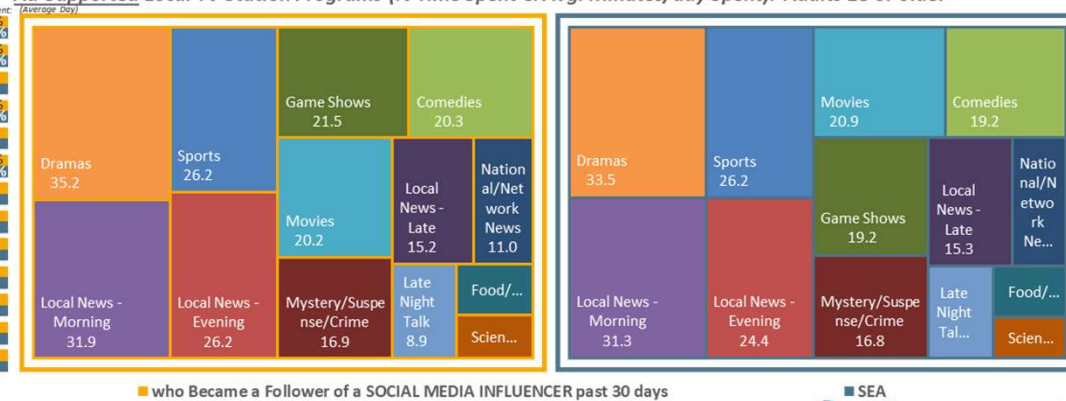
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

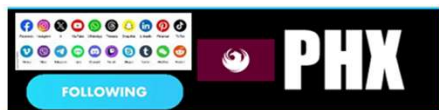


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



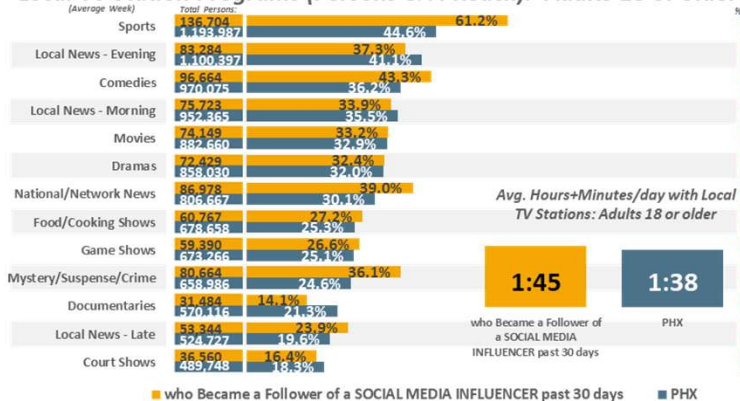
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



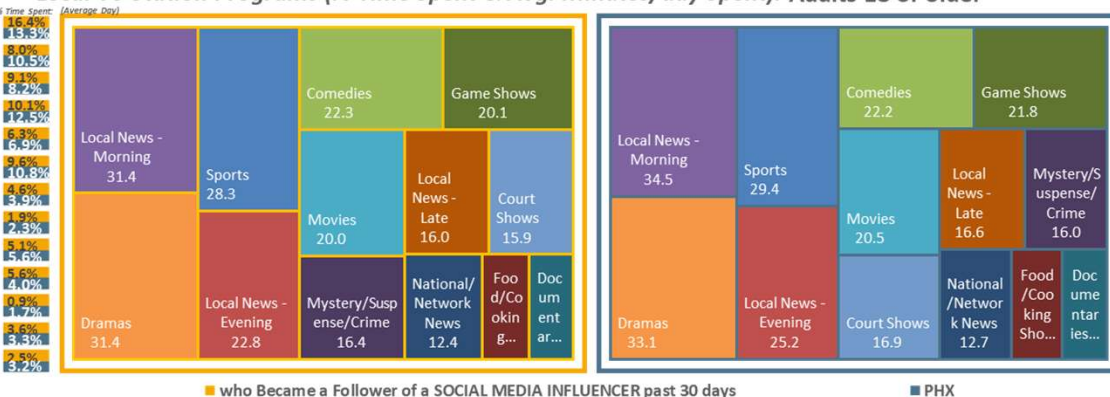


219,702 or 37.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Mystery/Suspense/Crime, National/Network News, and

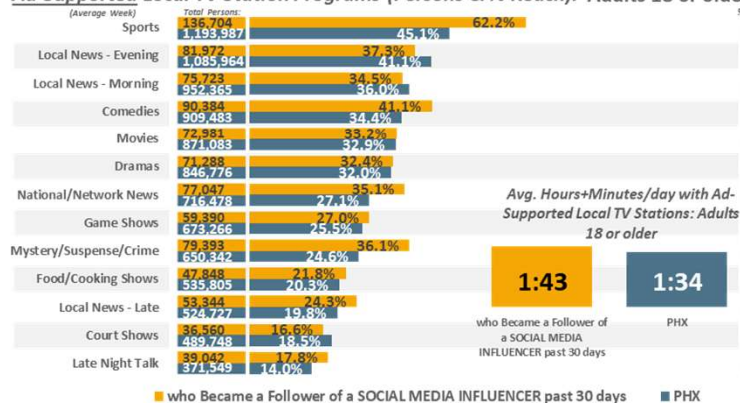
Local TV Station Programs (Persons & % Reach): Adults 18 or older



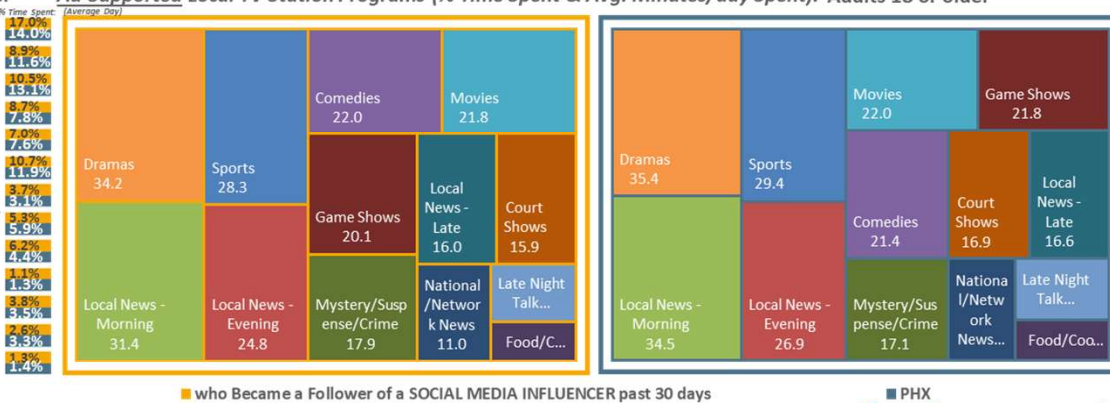
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

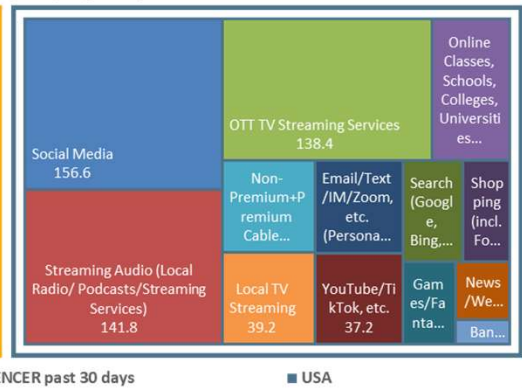
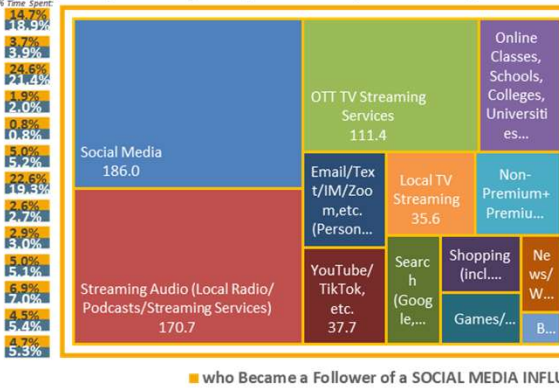
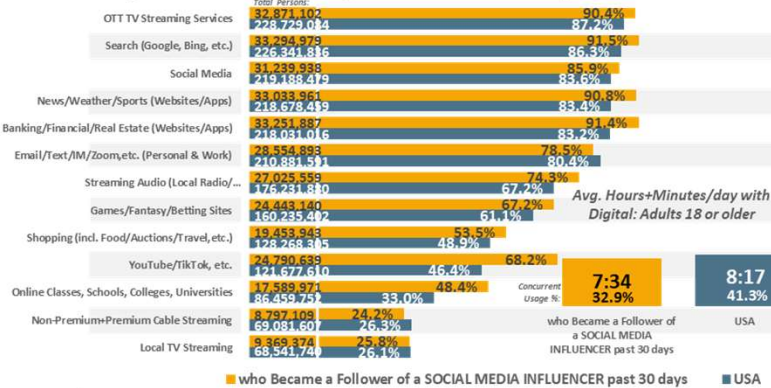




24,014,117 or 66.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 143. minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

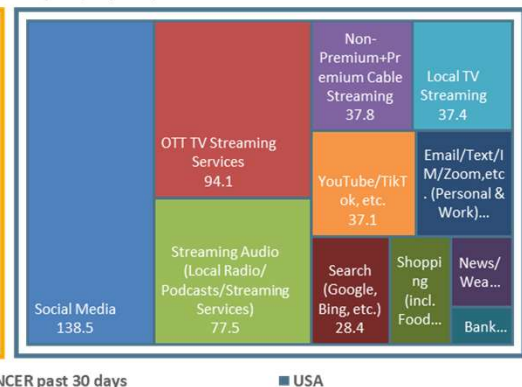
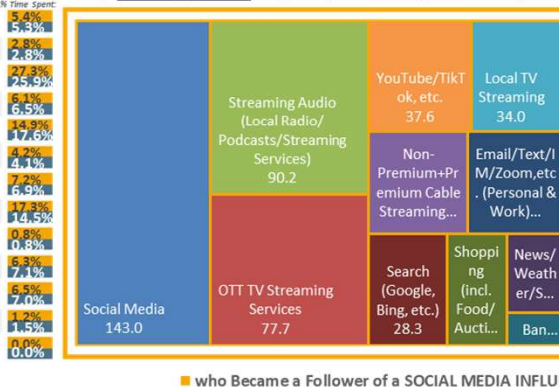
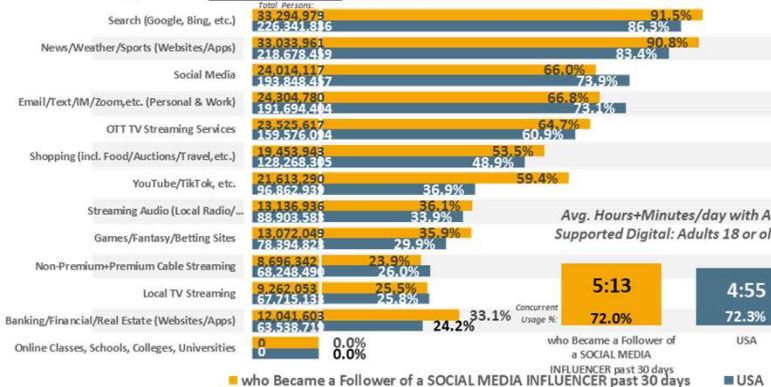
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

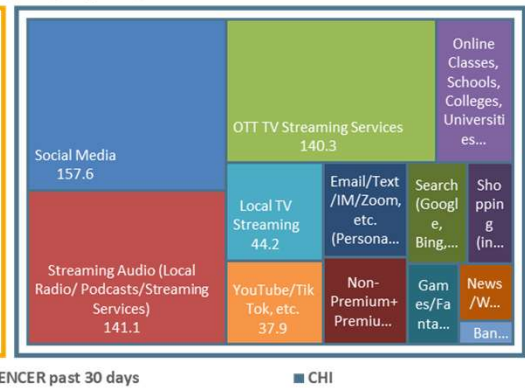
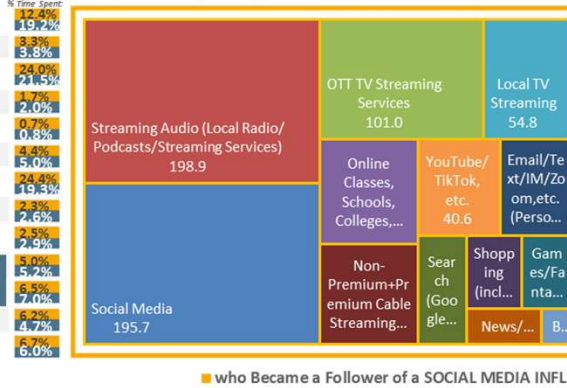
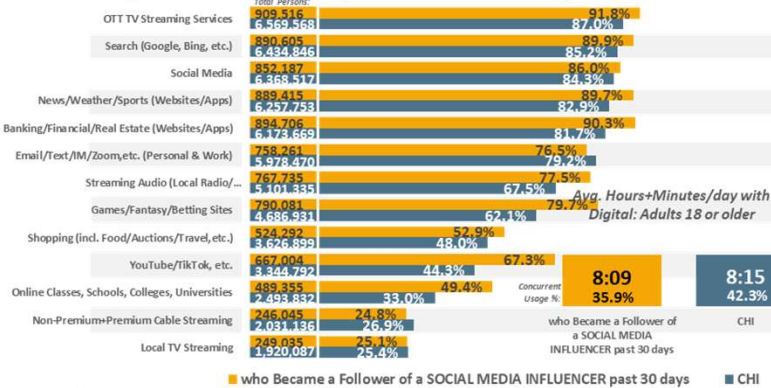




628,649 or 63.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 144.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

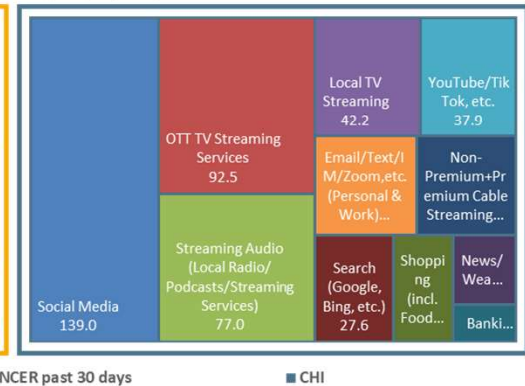
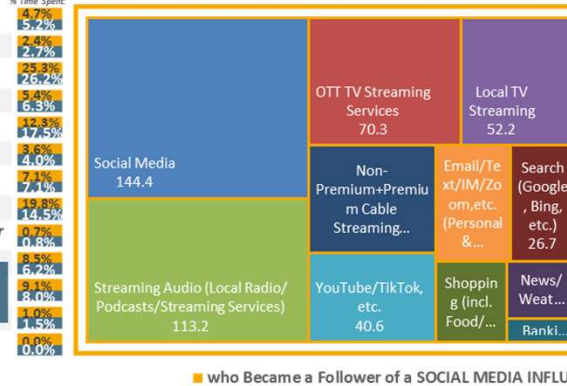
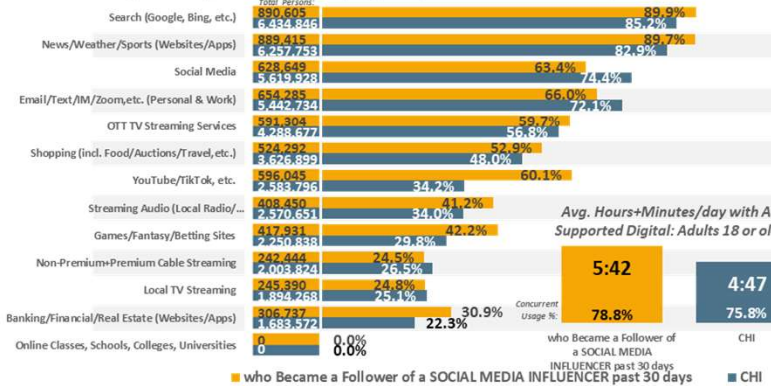
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

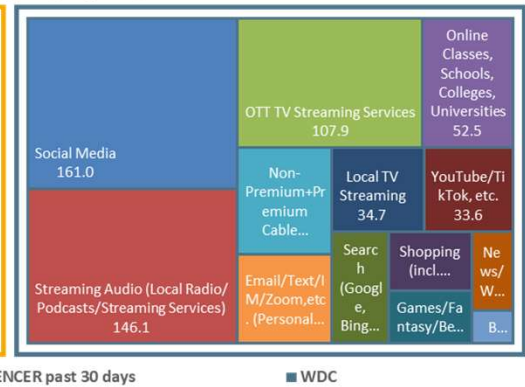
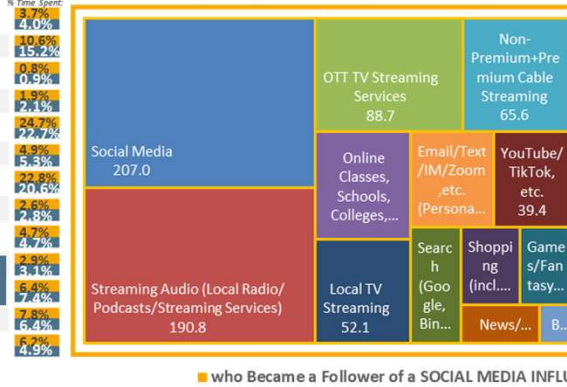
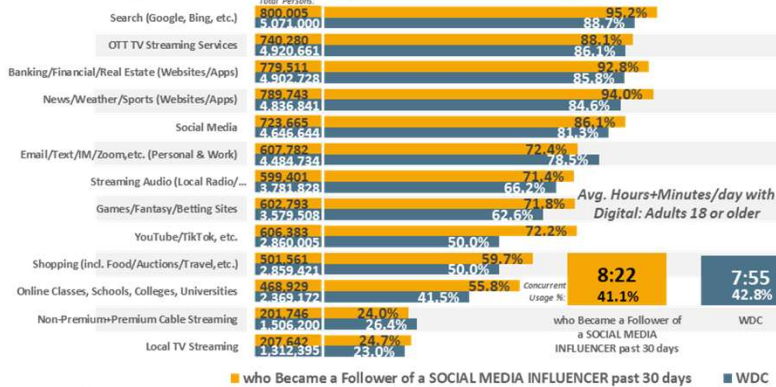




579,393 or 69.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 165.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

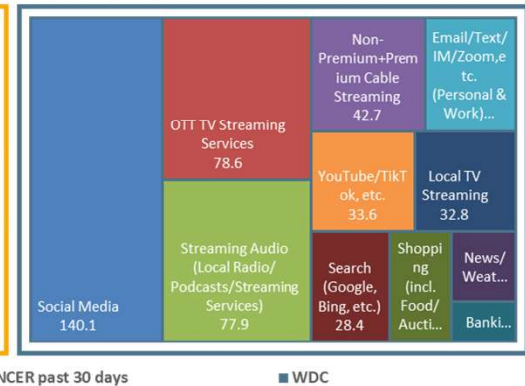
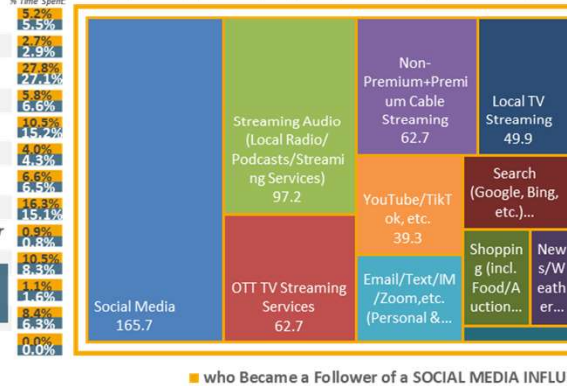
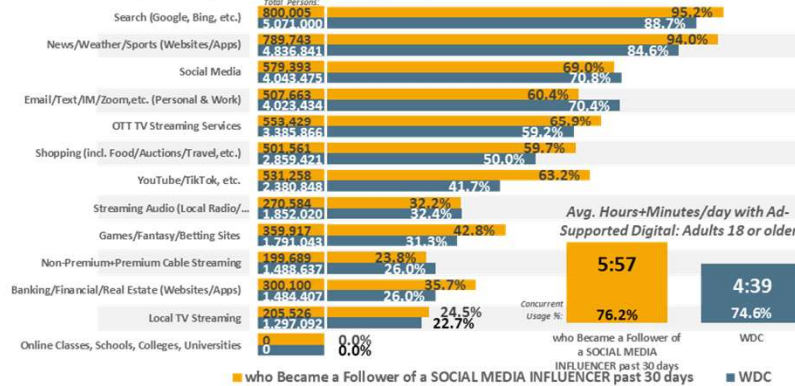
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 845
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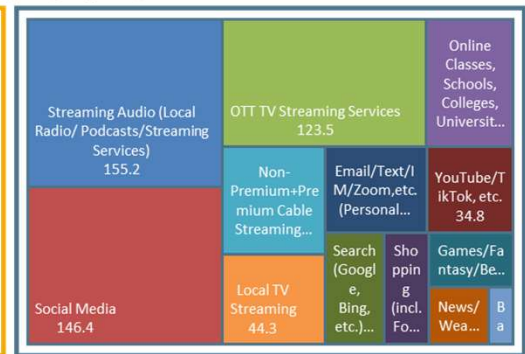
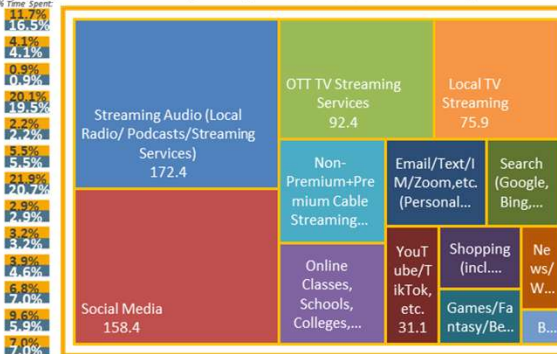
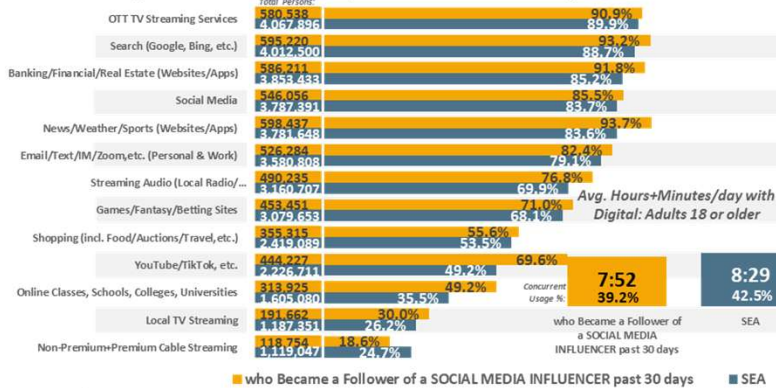
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



399,308 or 62.5% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 115.8 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

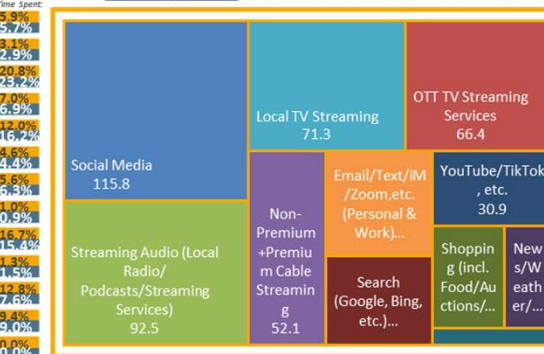
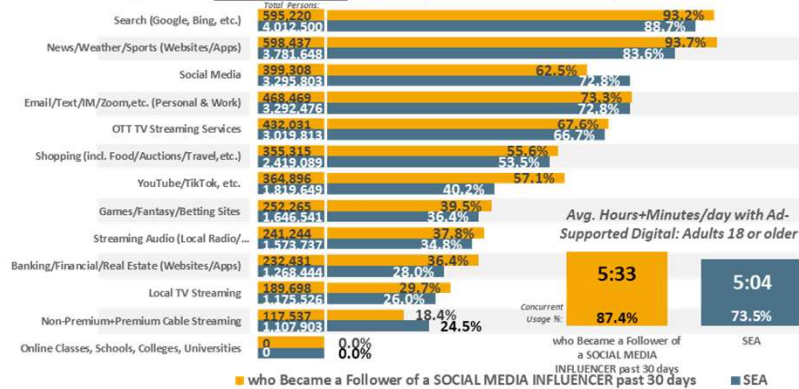
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 563
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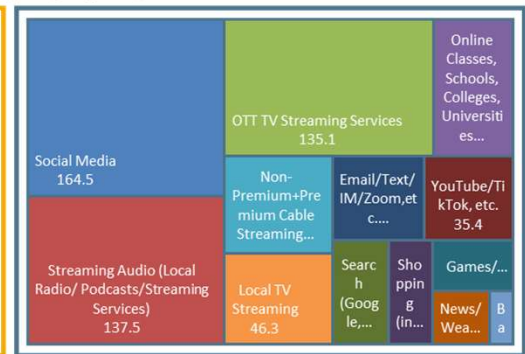
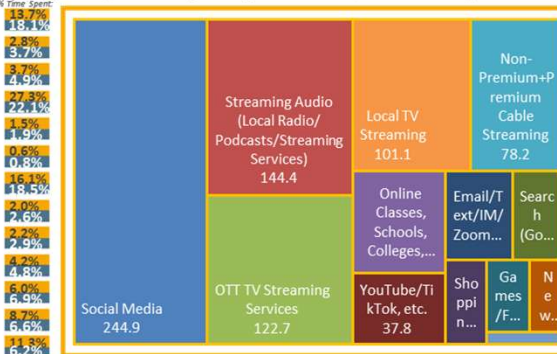
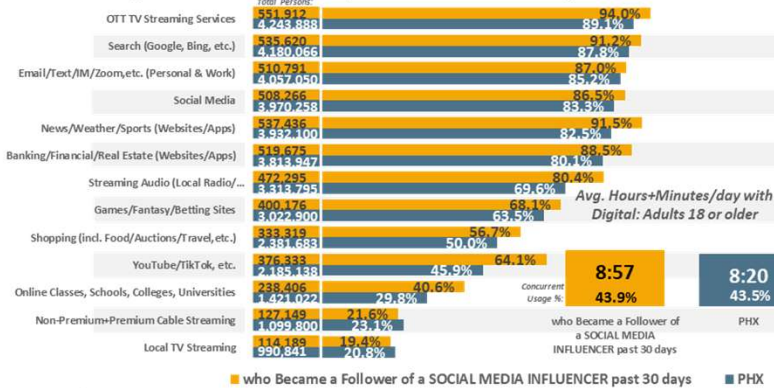
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



409,493 or 69.7% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 197.3 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

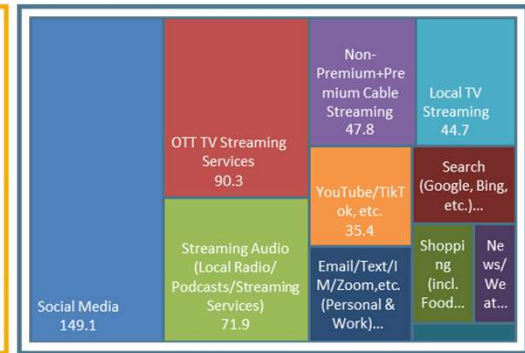
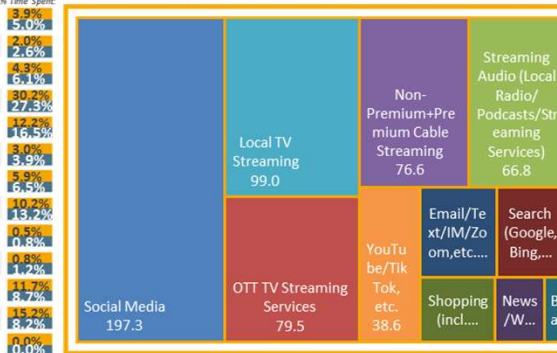
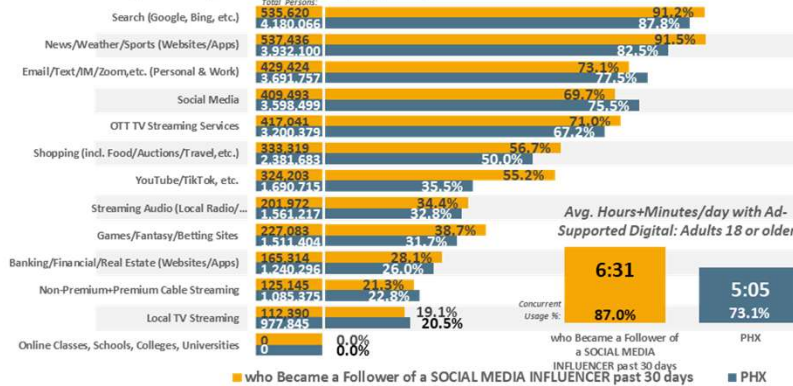
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 302
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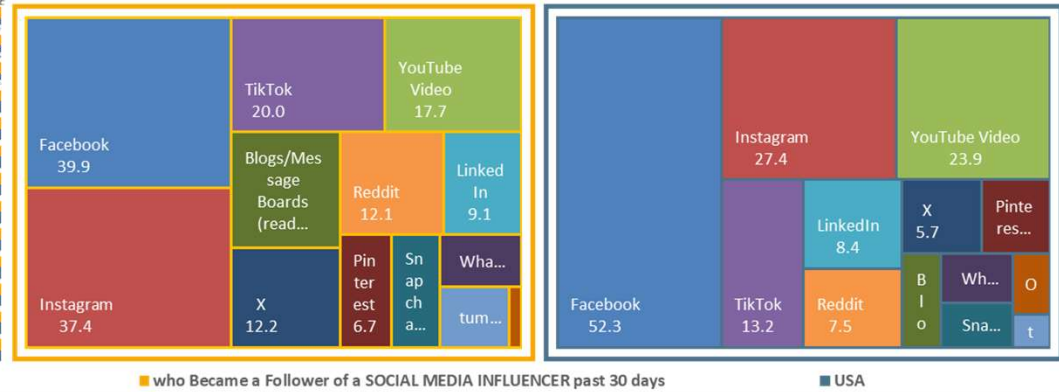
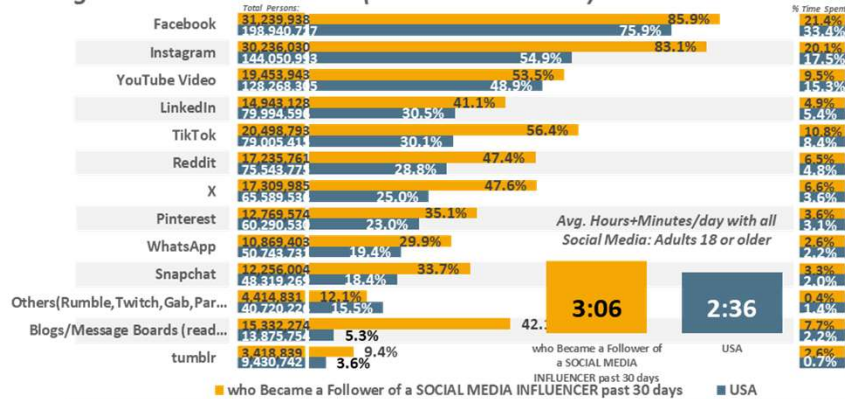
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

PHX
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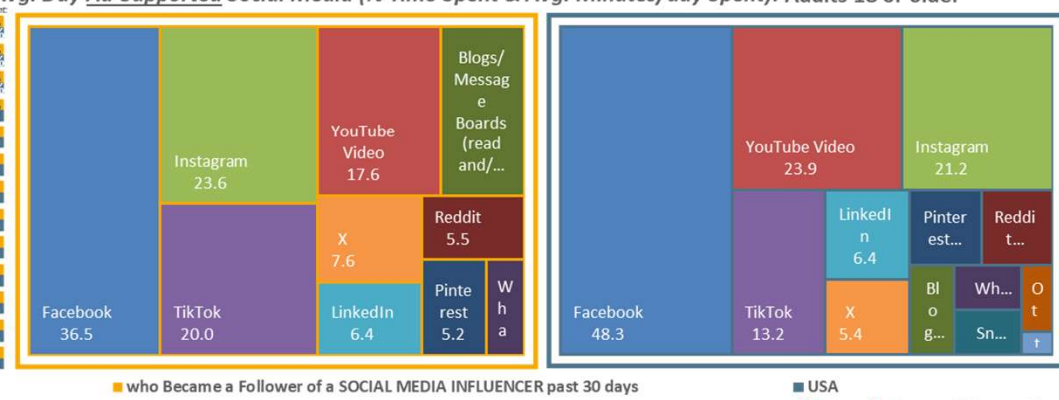
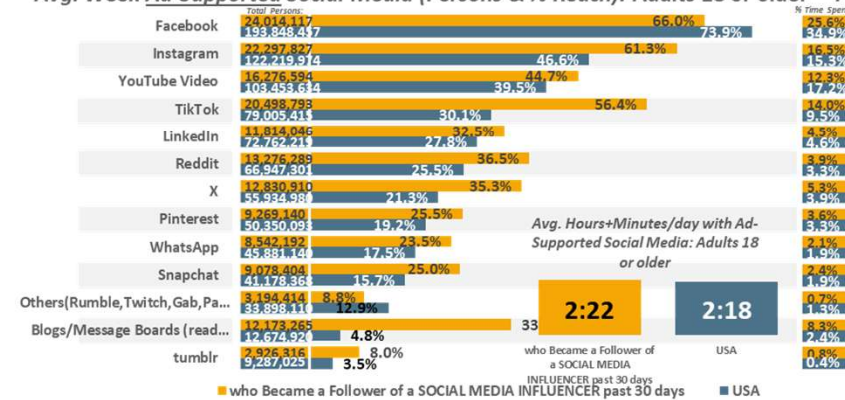


24,014,117 or 66.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 25.6% of all time spent daily with Ad-Supported Social Media.

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



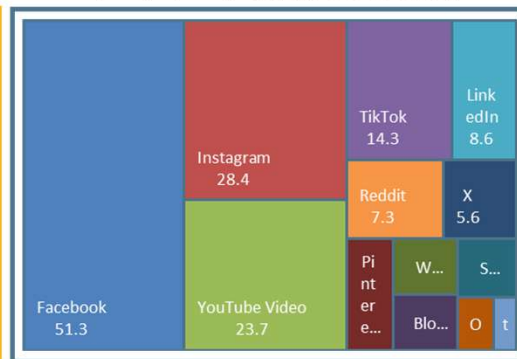
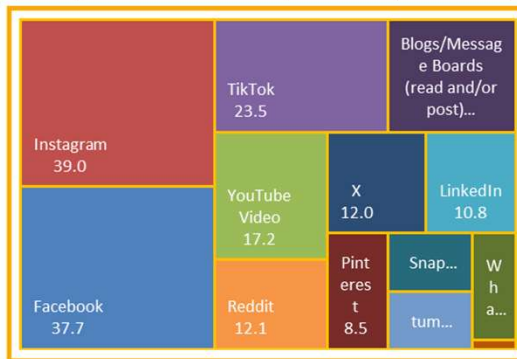
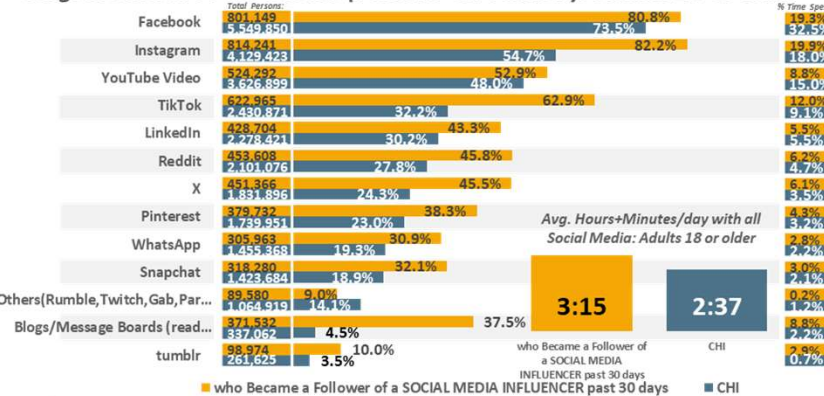
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



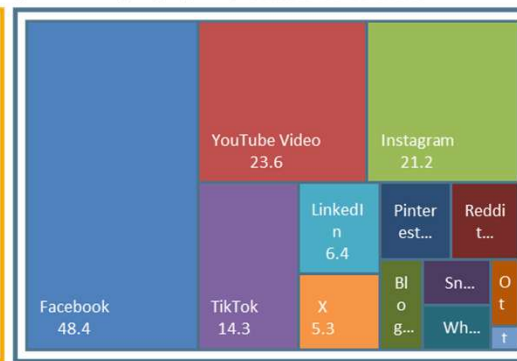
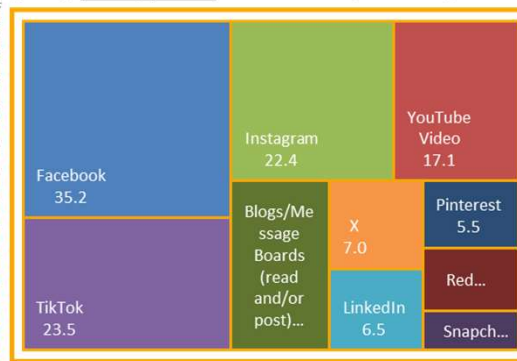
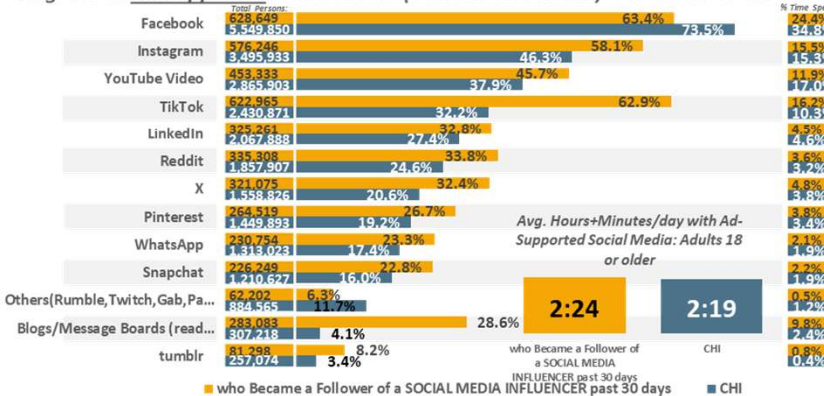


628,649 or 63.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 35.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Social Media.

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**



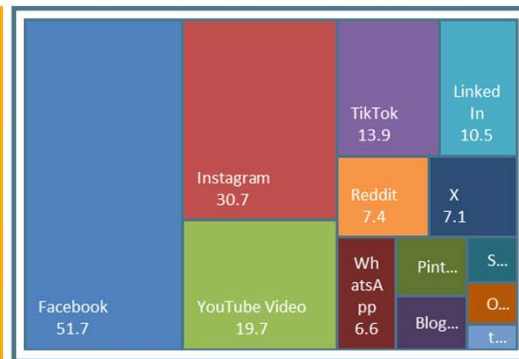
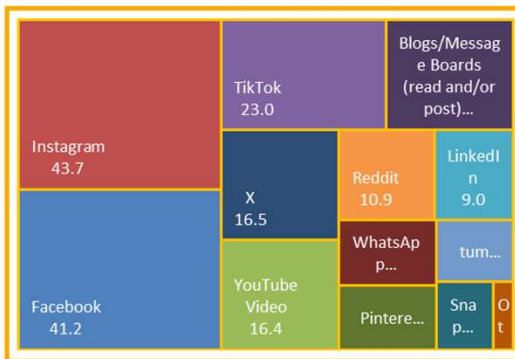
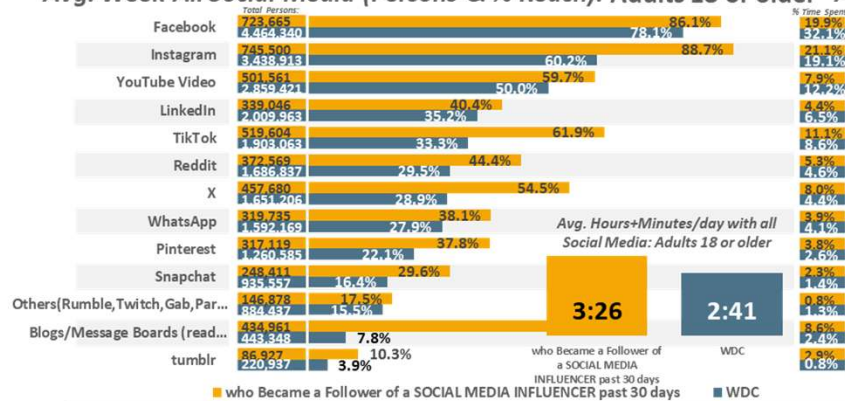
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



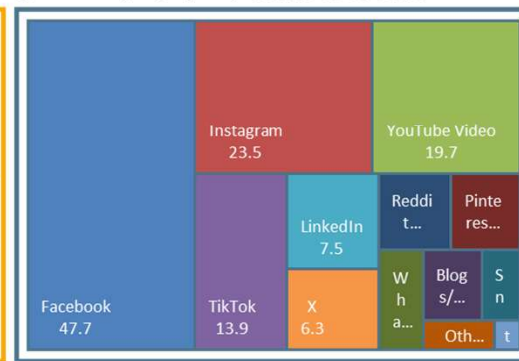
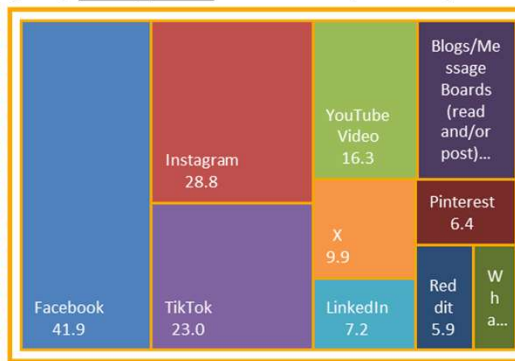
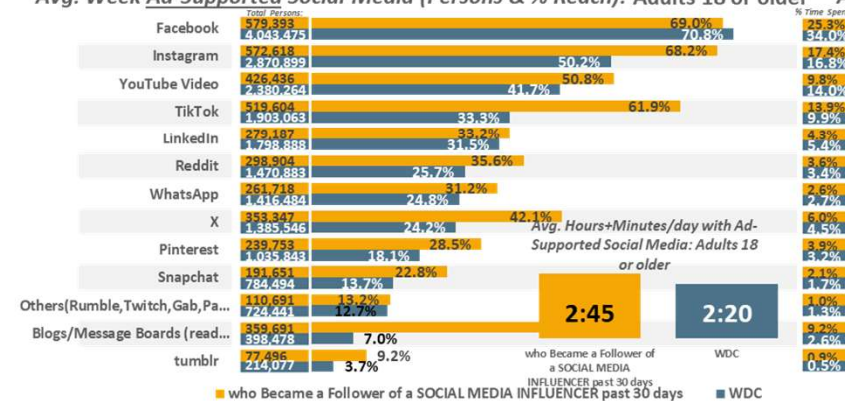


579,393 or 69.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 41.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 845
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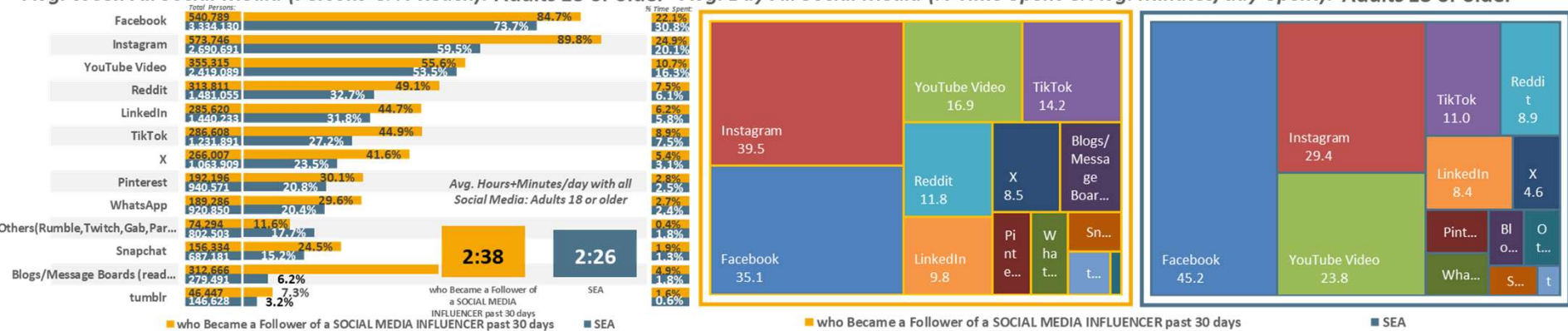
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

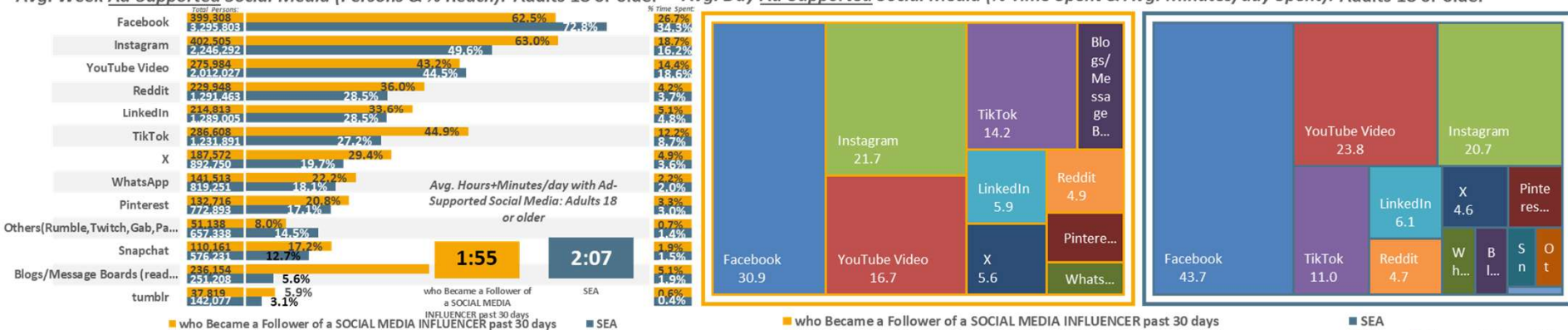


399,308 or 62.5% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 30.9 minutes every day representing 26.7% of all time spent daily with Ad-Supported Social Media.

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



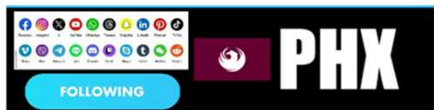
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 563
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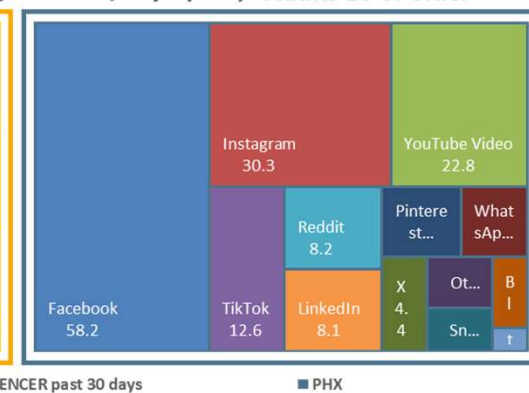
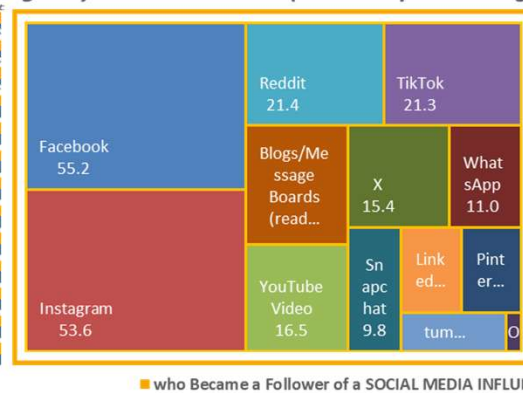
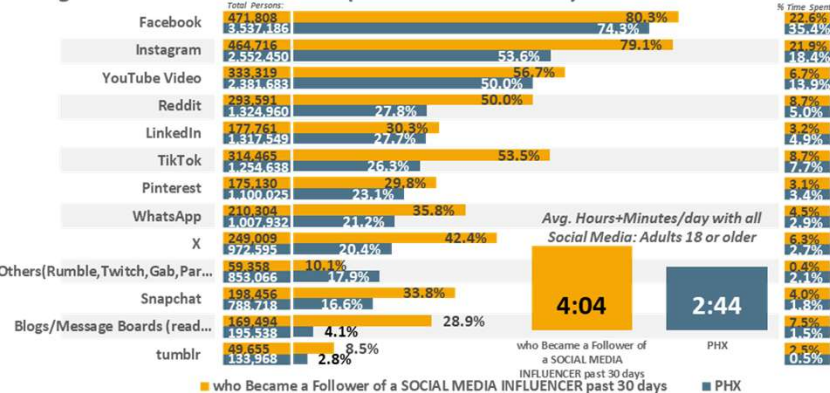
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

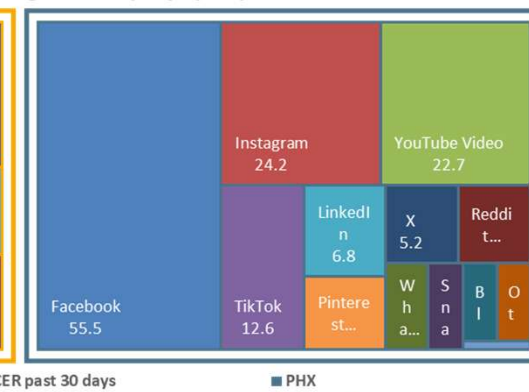
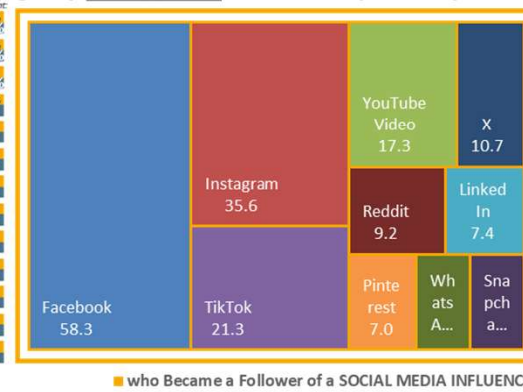
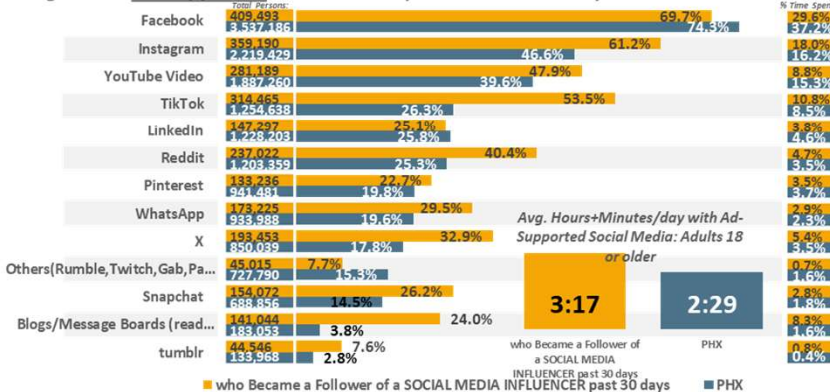


409,493 or 69.7% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 58.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

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



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



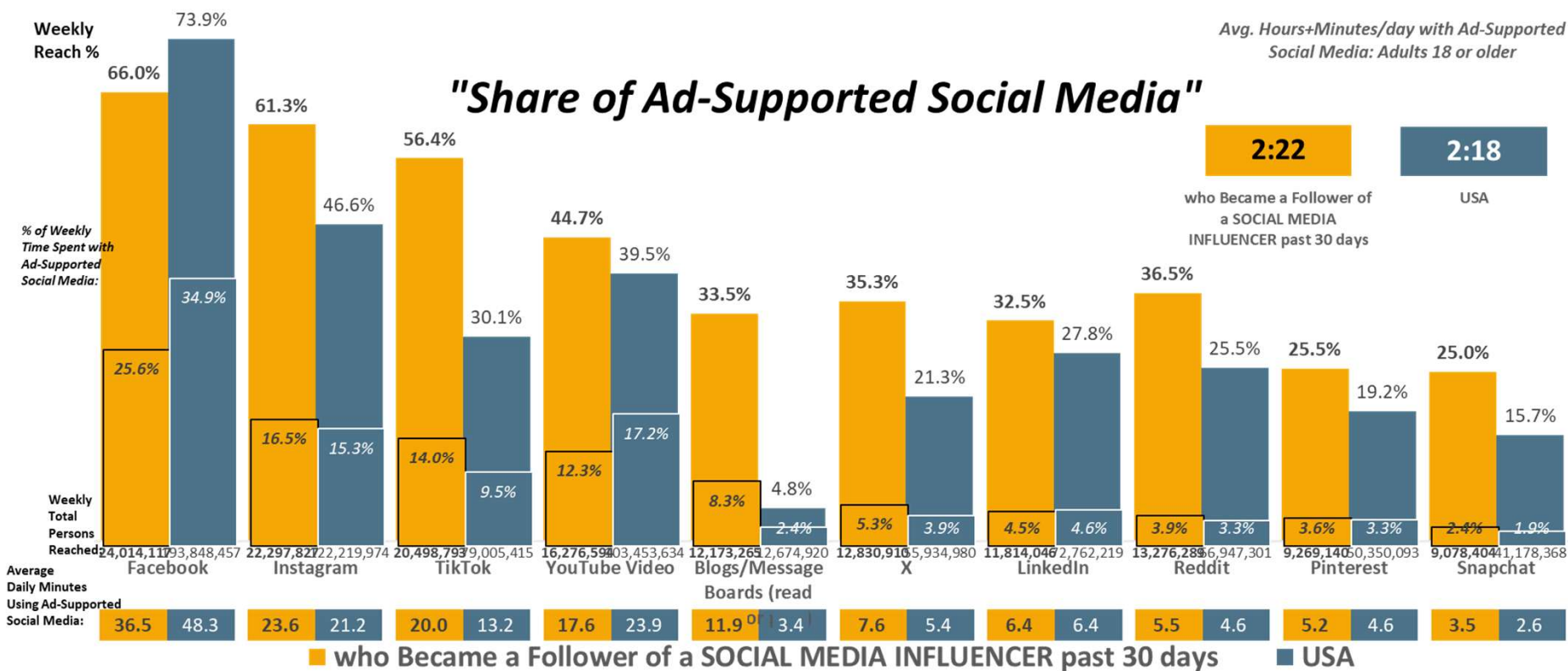
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 302
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



24,014,117 or 66.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 25.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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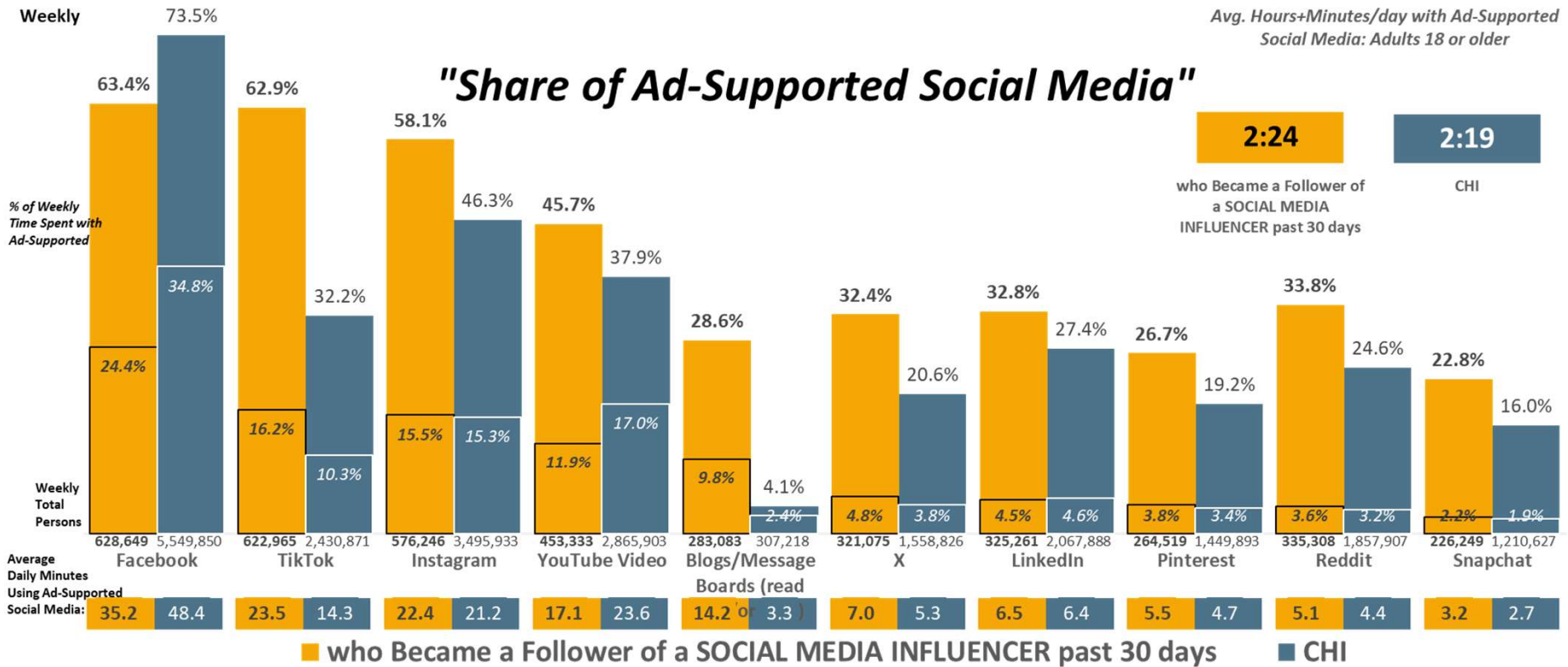
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

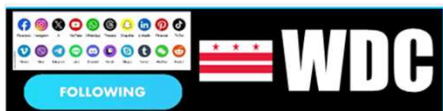
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

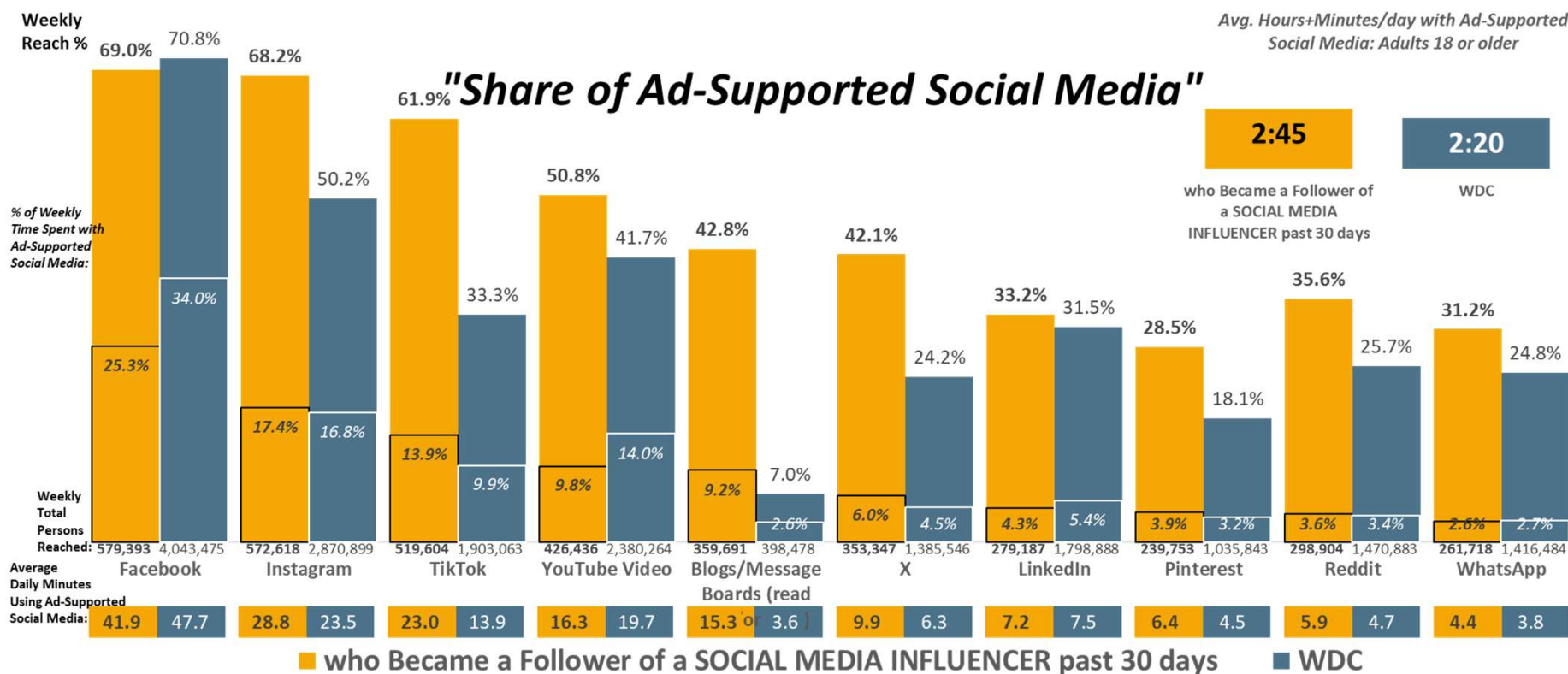


628,649 or 63.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 35.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Social Media.



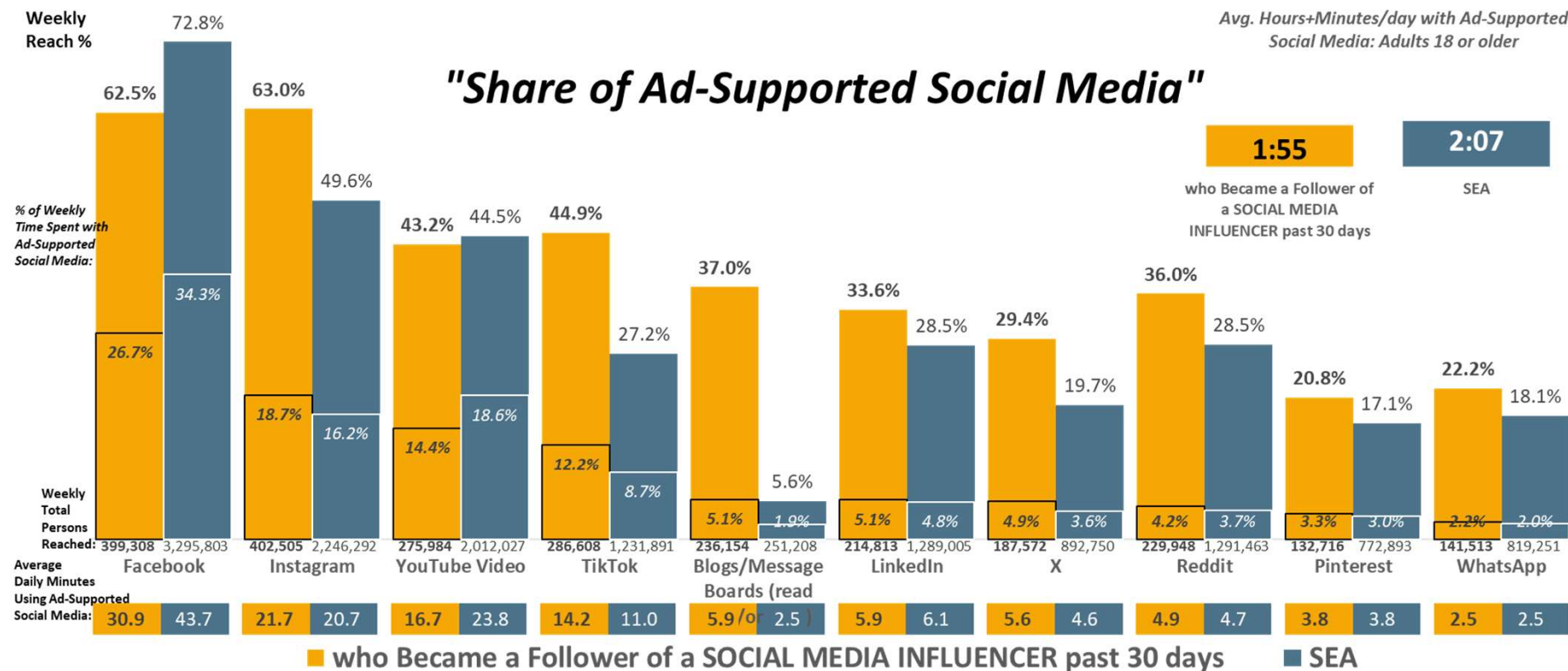


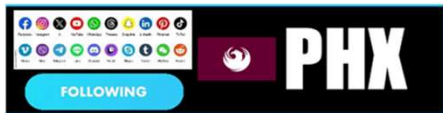
579,393 or 69.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 41.9 minutes every day representing 25.3% of all time spent daily with Ad-Supported Social Media.





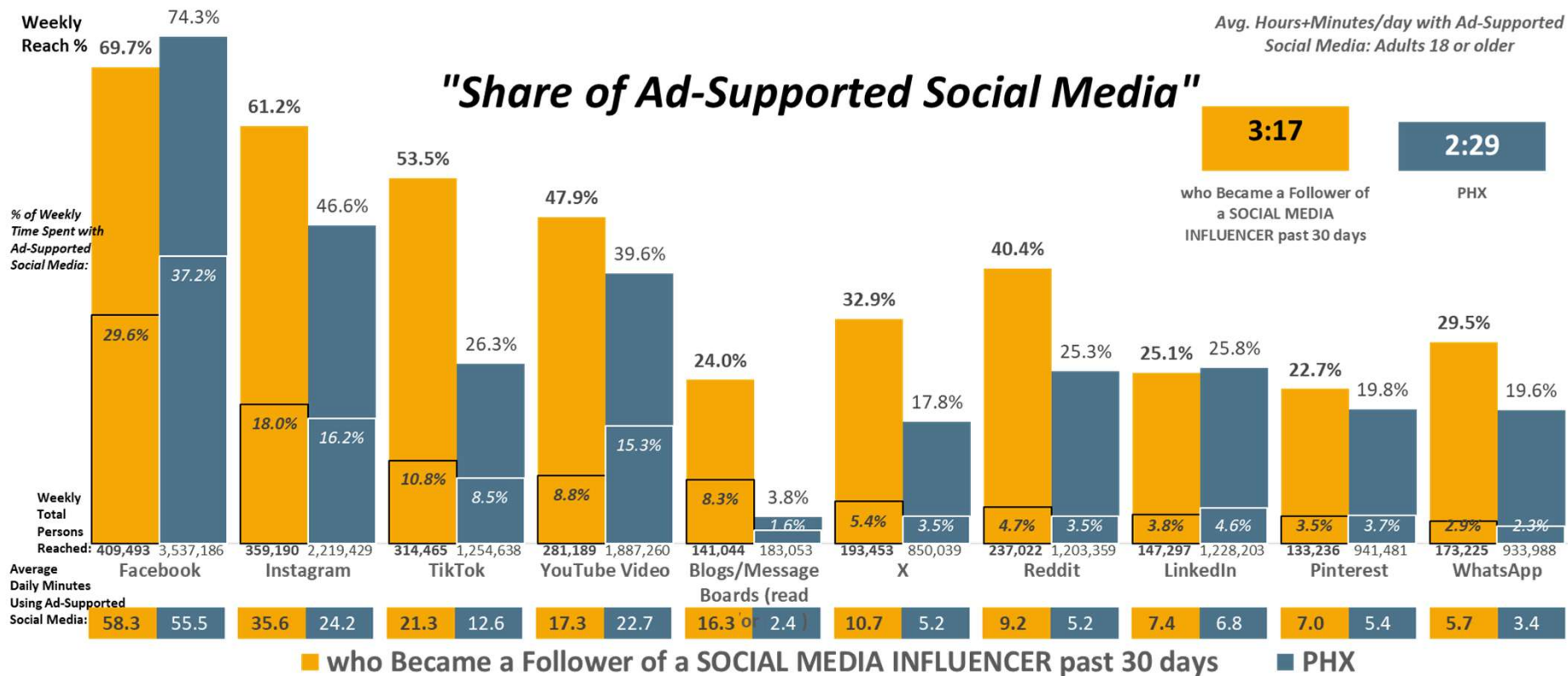
399,308 or 62.5% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 30.9 minutes every day representing 26.7% of all time spent daily with Ad-Supported Social Media.





409,493 or 69.7% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 58.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

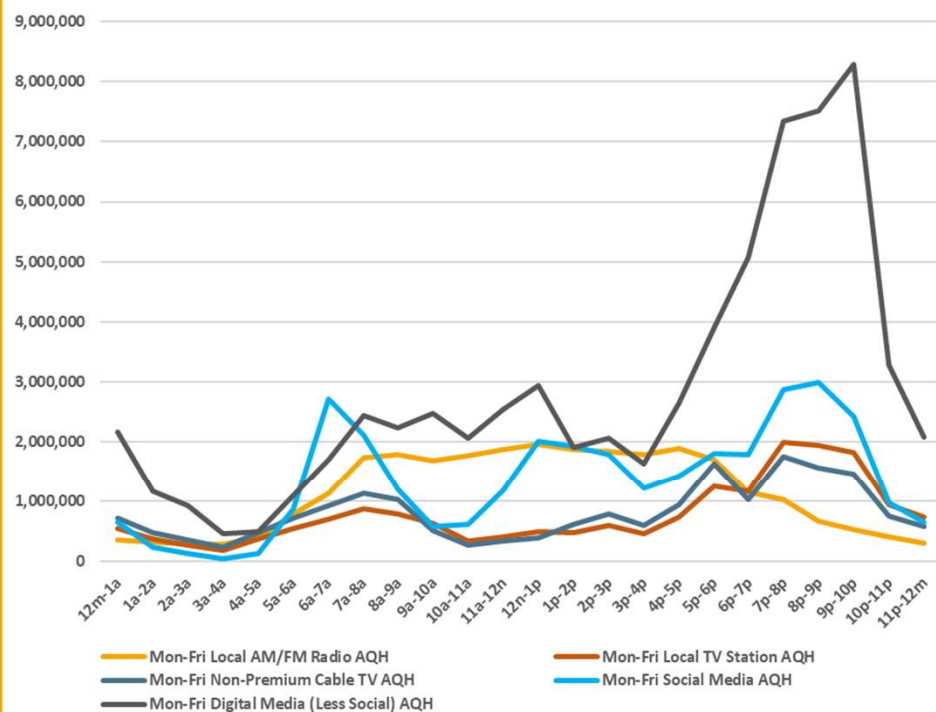
"Share of Ad-Supported Social Media"



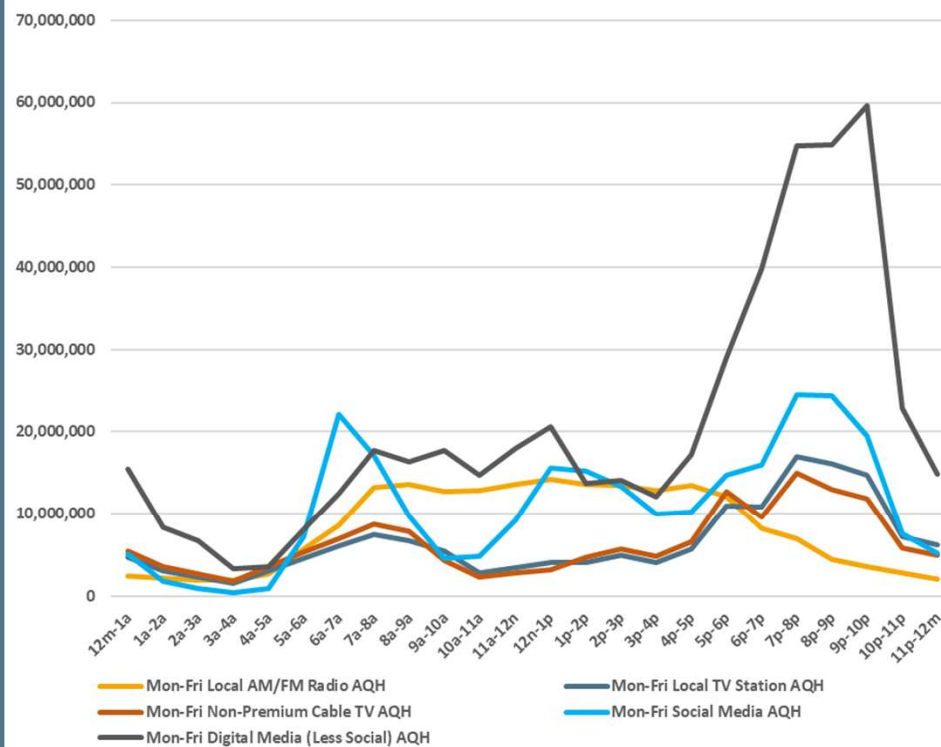


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,580,716; Local Radio: 1,697,113; Social Media: 1,557,749; Non-Prem. Cable: 779,932; Local TV: 683,072 reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days



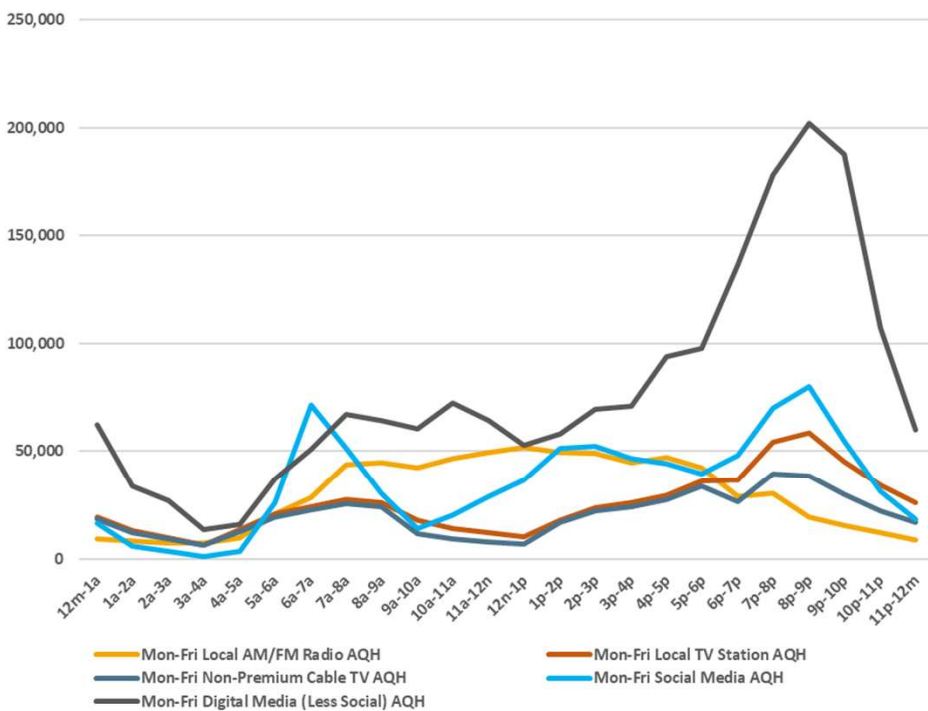
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older



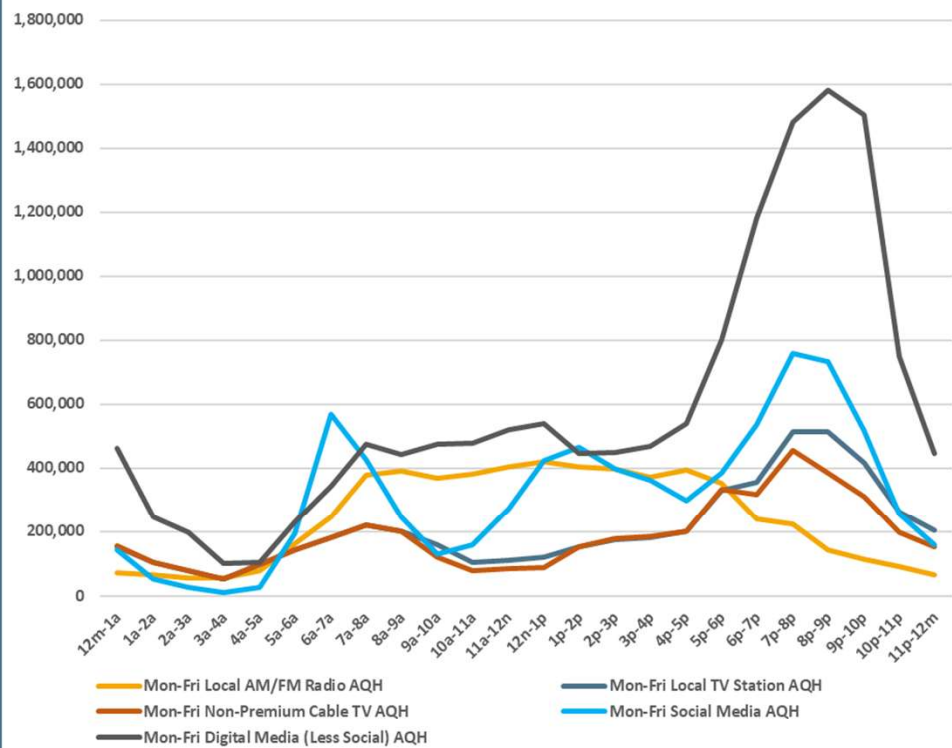


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 73,622; Local Radio: 43,593; Social Media: 40,983; Local TV: 23,065; Non-Prem. Cable: 19,758 reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCE

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL
MEDIA INFLUENCER past 30 days



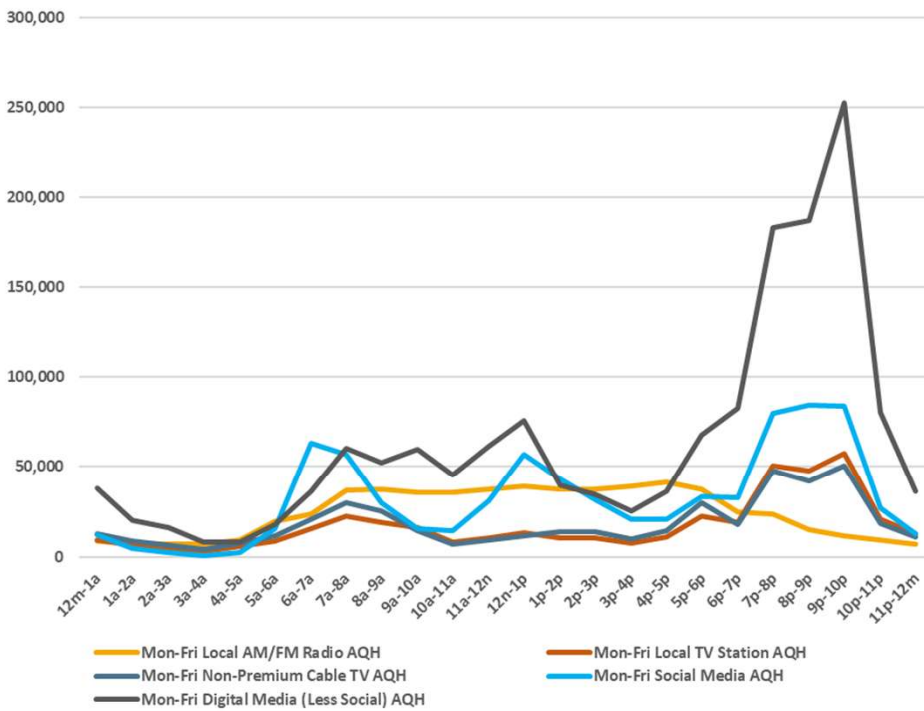
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



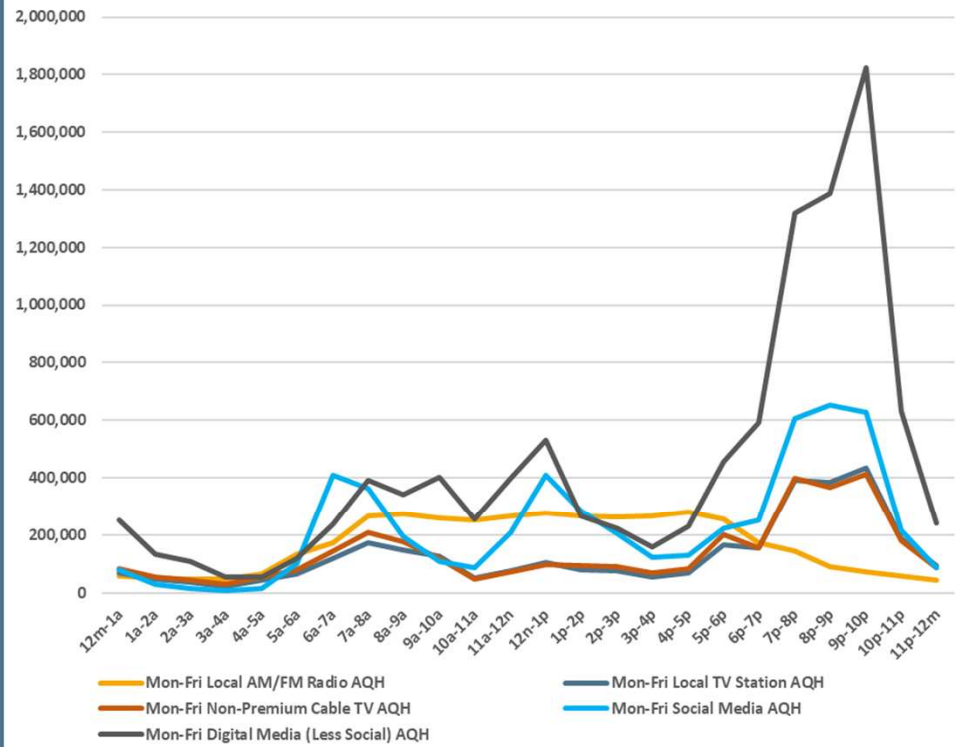


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 52,141; Local Radio: 35,621; Social Media: 34,705; Non-Prem. Cable: 16,773; Local TV: 14,212 reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCE

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL
MEDIA INFLUENCER past 30 days



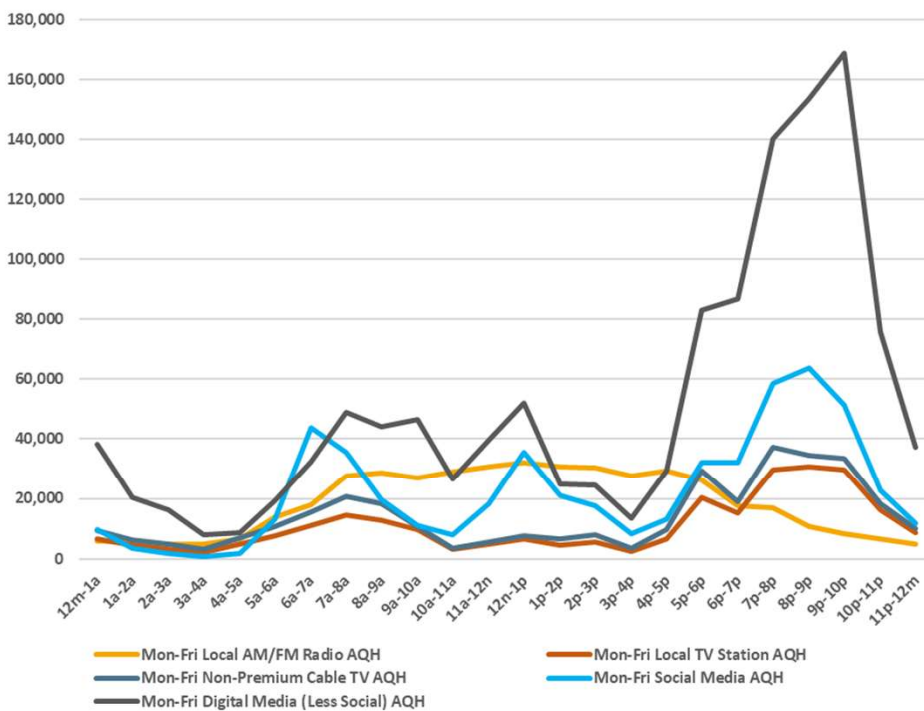
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older



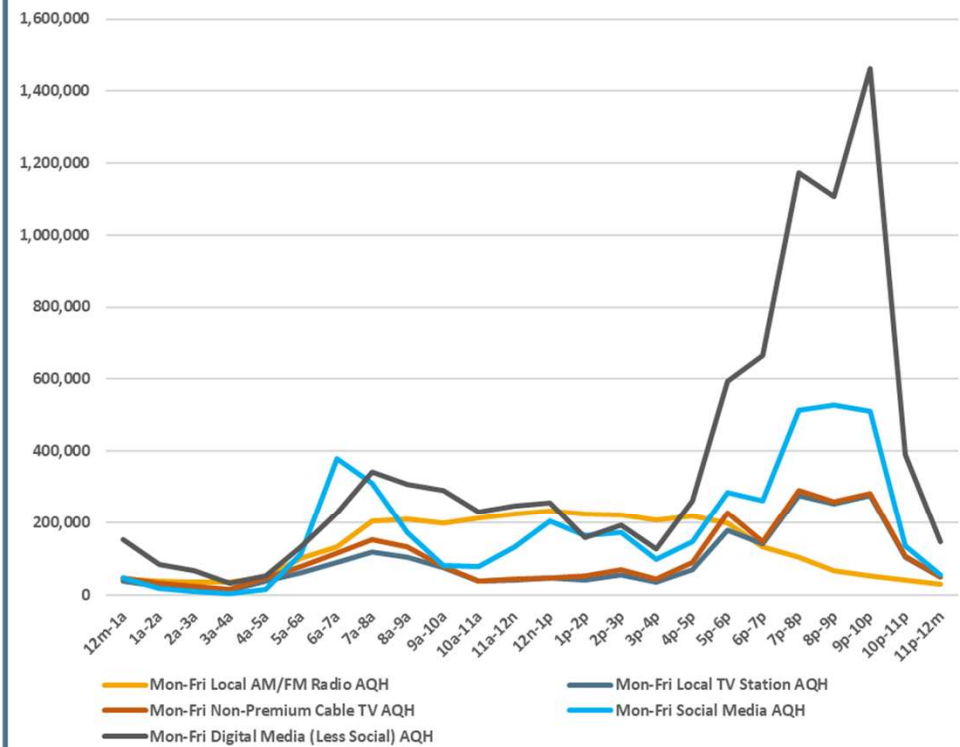


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,474;
Local Radio: 27,220; Social Media: 22,786; Non-Prem. Cable: 12,112; Local TV: 9,004
reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL
MEDIA INFLUENCER past 30 days



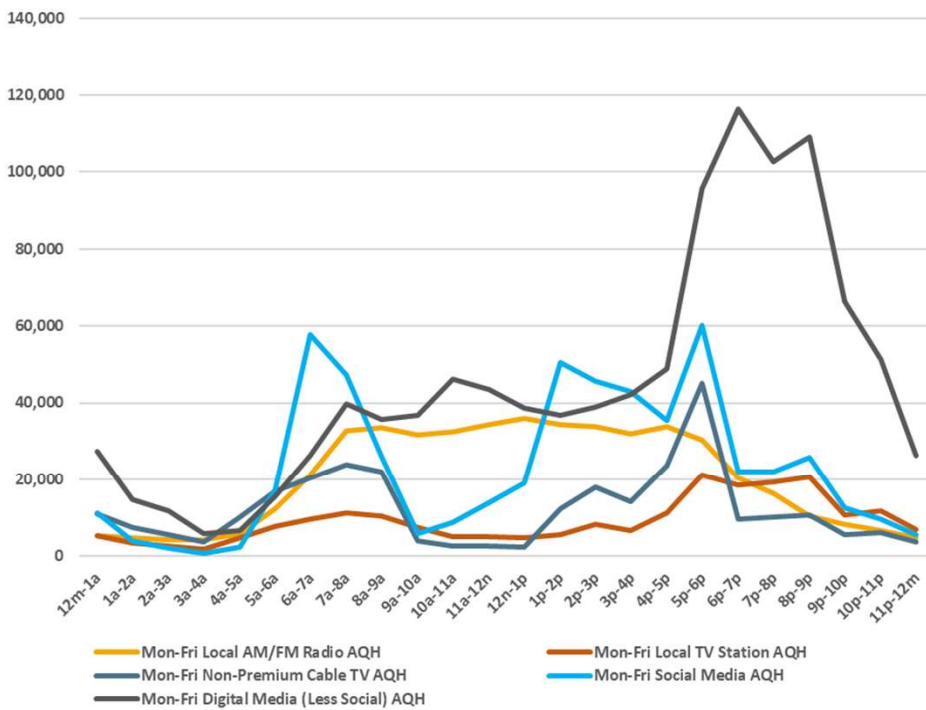
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



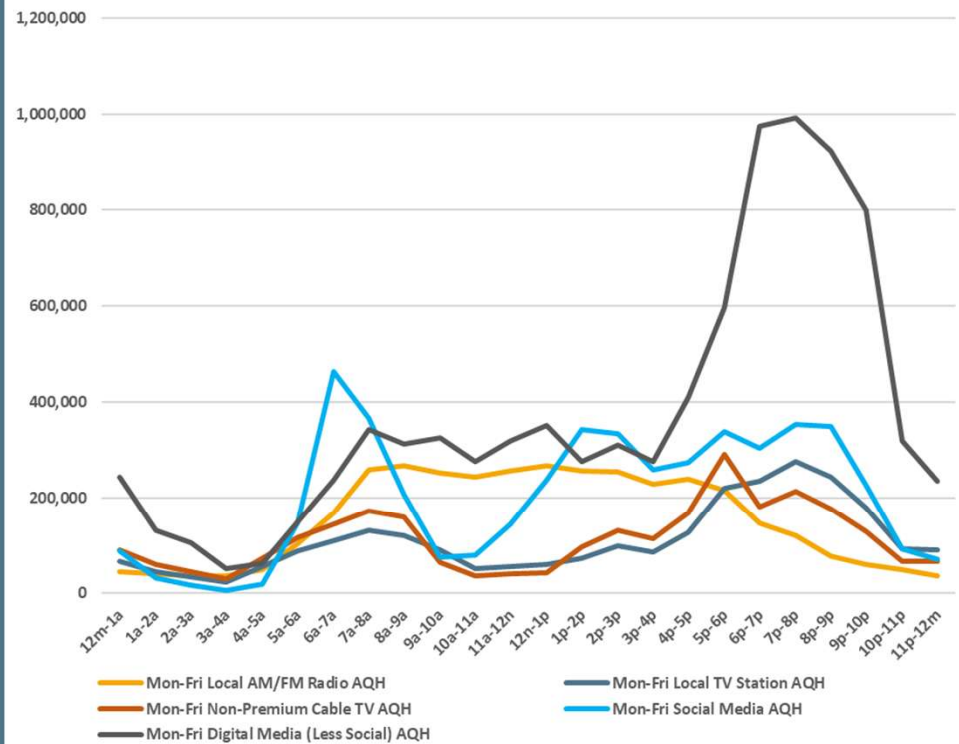


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,658; Social Media: 33,508; Local Radio: 31,314; Non-Prem. Cable: 15,421; Local TV: 9,594 reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL
MEDIA INFLUENCER past 30 days



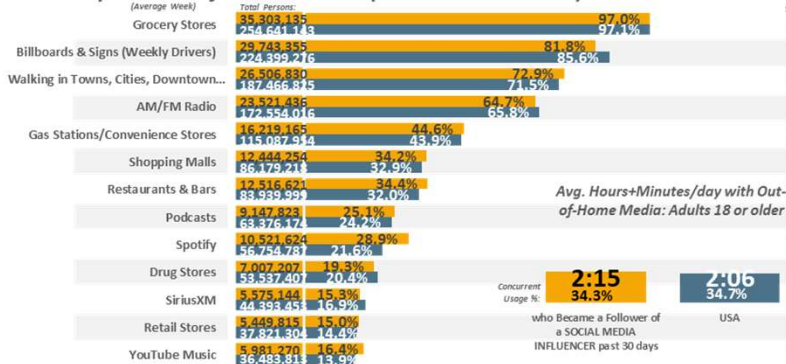
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



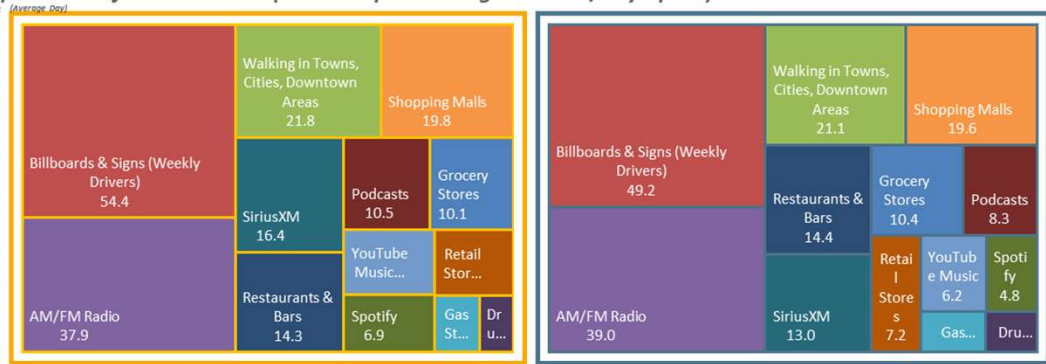


29,743,355 or 81.8% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 35.

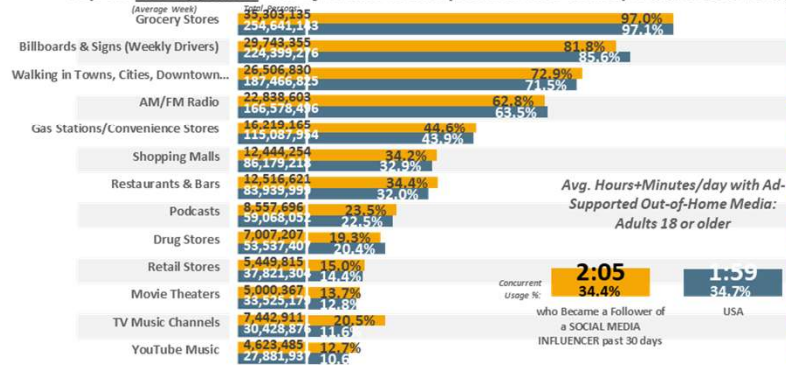
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



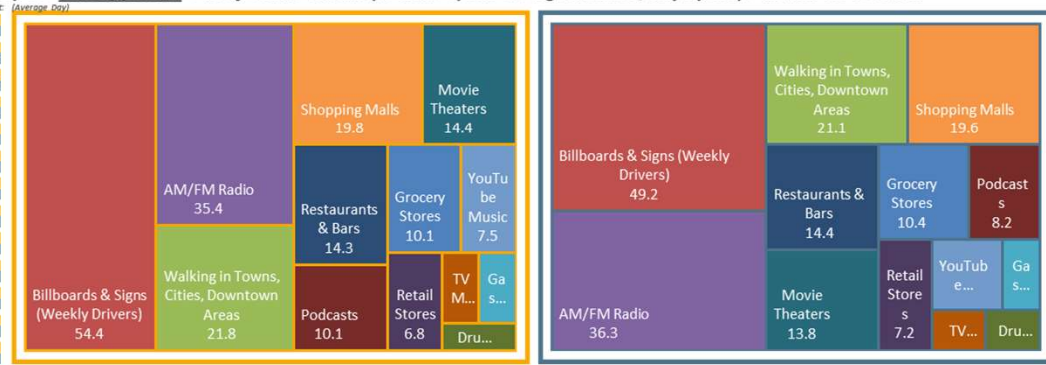
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



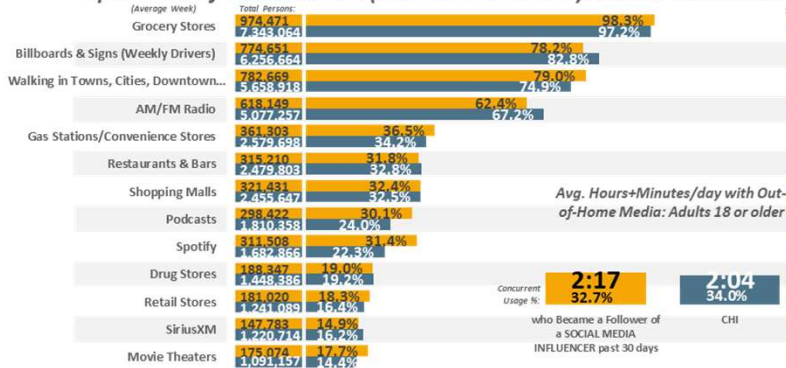
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





774,651 or 78.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 42.4 minutes per day driving, seeing Billboards and Signs. 60.2% Listen to Local Radio Stations Out-of-Home for an average of 37. mi

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

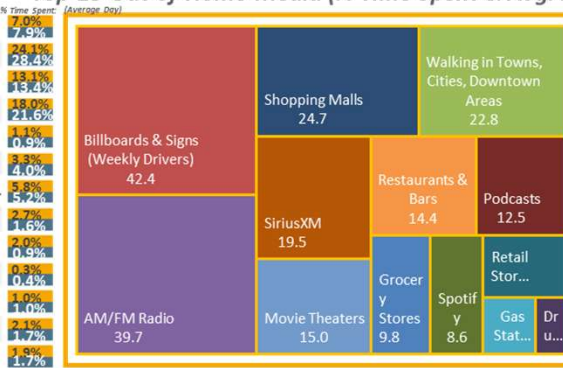


Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:17 32.7% CHI 2:04 34.0%

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

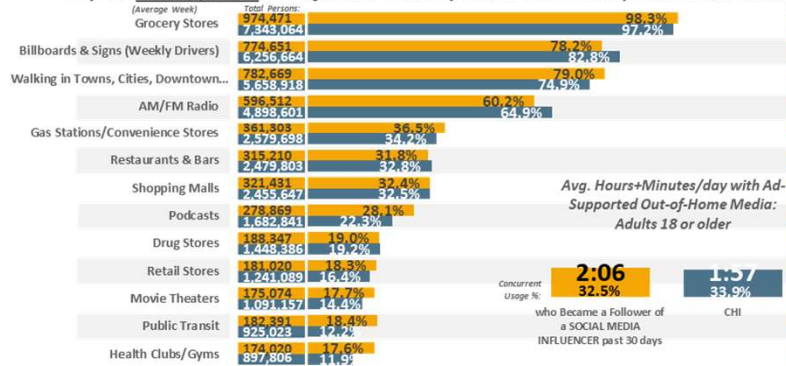
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

CHI

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

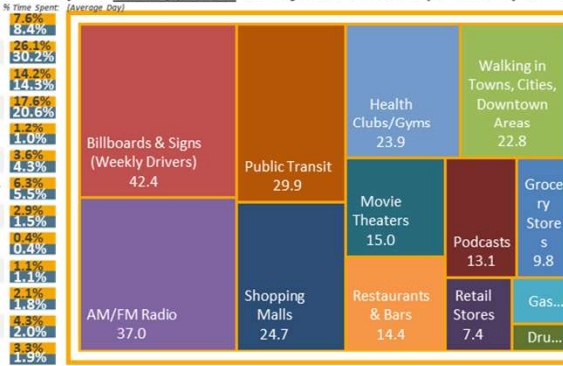


Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:06 32.5% CHI 1:57 33.9%

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

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



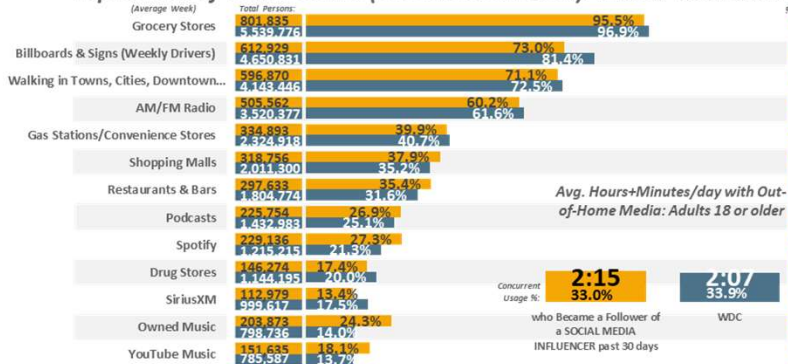
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

CHI

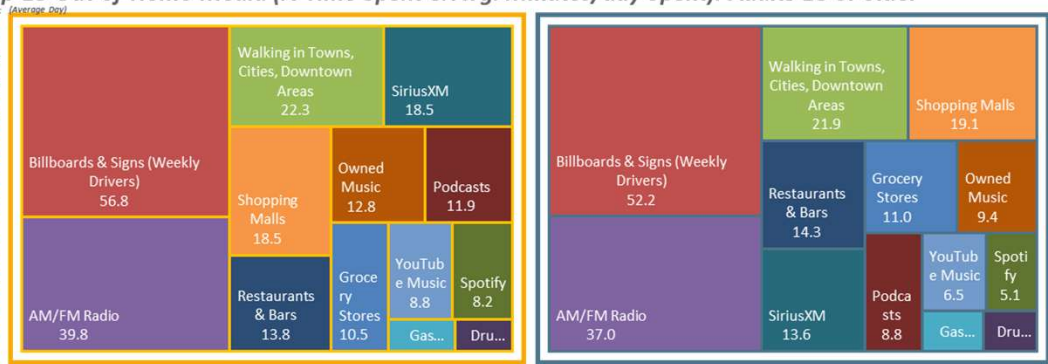


612,929 or 73.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 58.4% Listen to Local Radio Stations Out-of-Home for an average of 37.5 mi

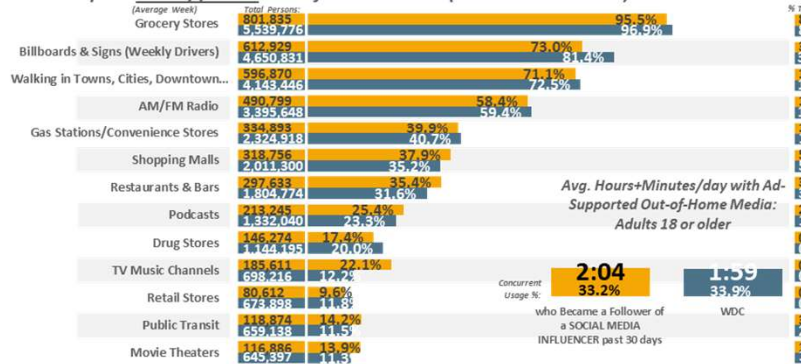
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



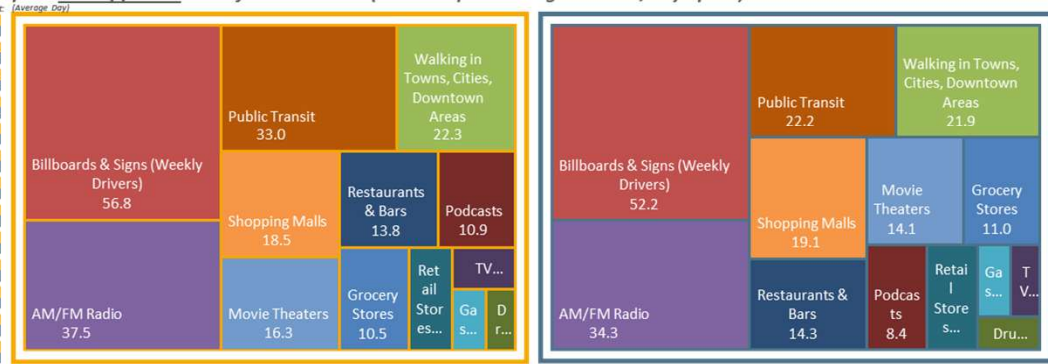
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



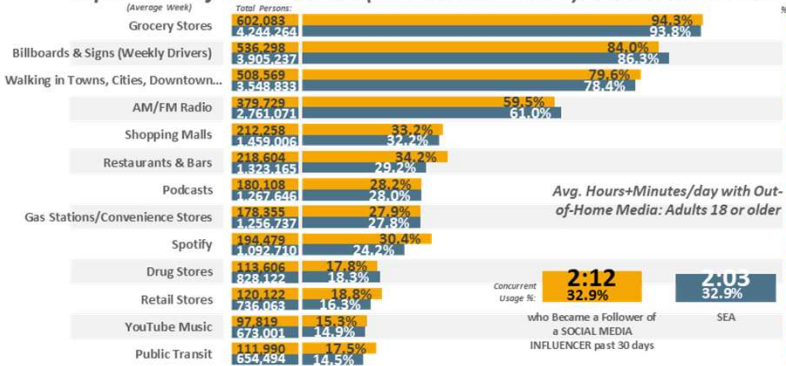
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



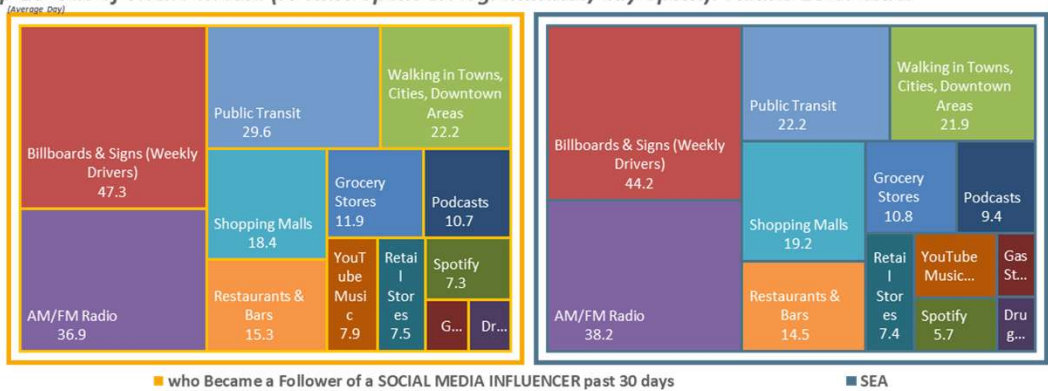


536,298 or 84.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 47.3 minutes per day driving, seeing Billboards and Signs. 57.9% Listen to Local Radio Stations Out-of-Home for an average of 33.2 mi

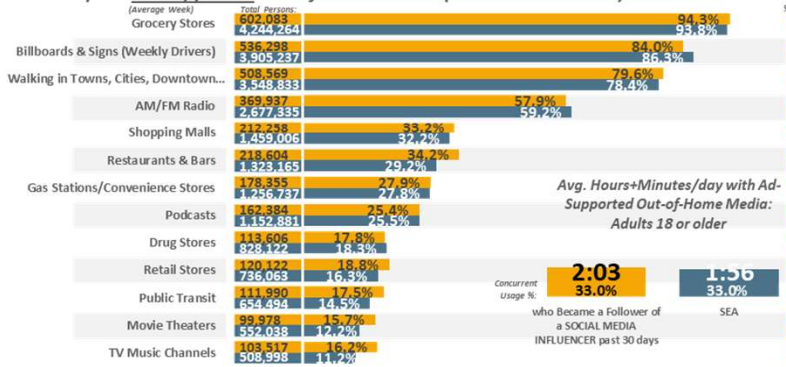
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



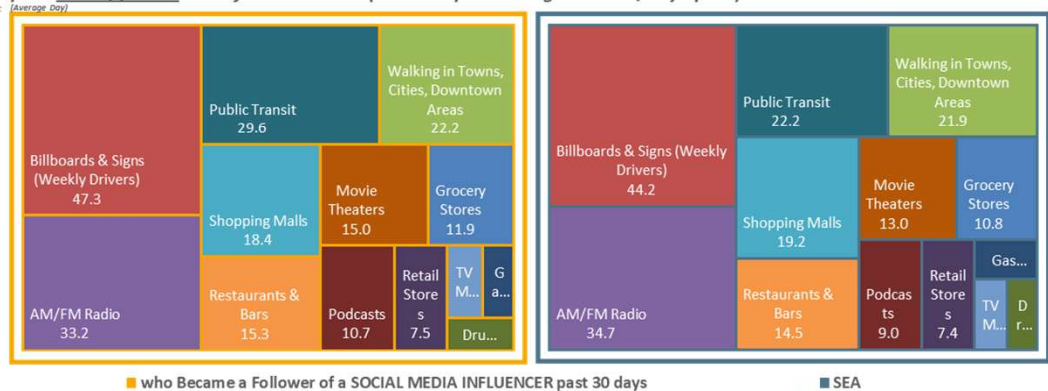
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



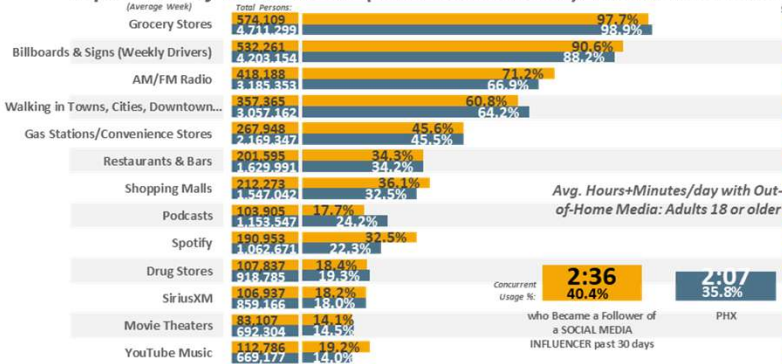
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



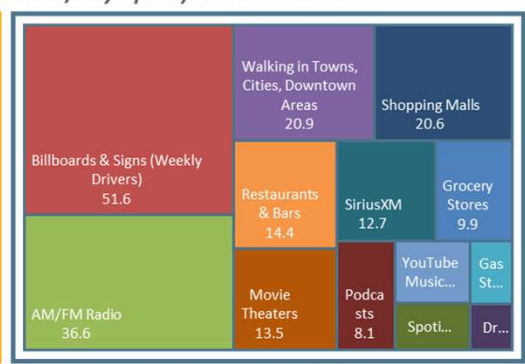
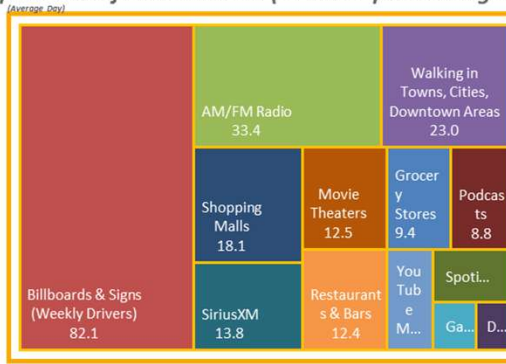


532,261 or 90.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 82.1 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 31.8 m

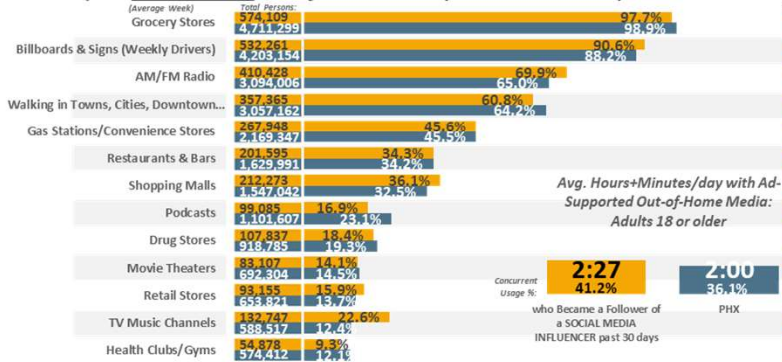
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



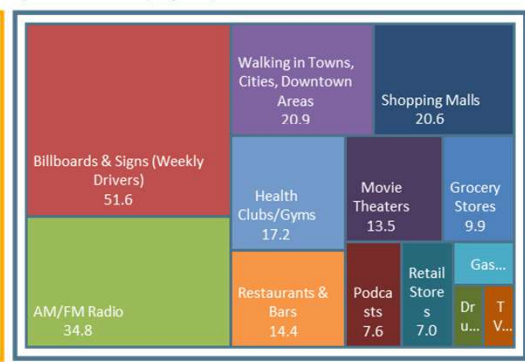
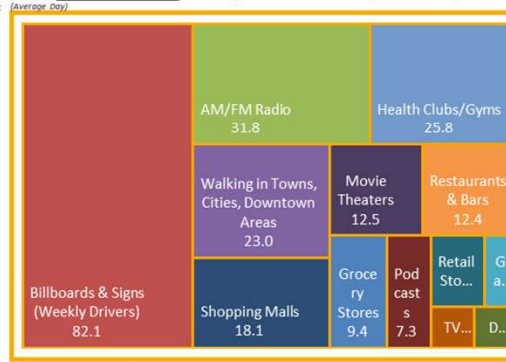
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



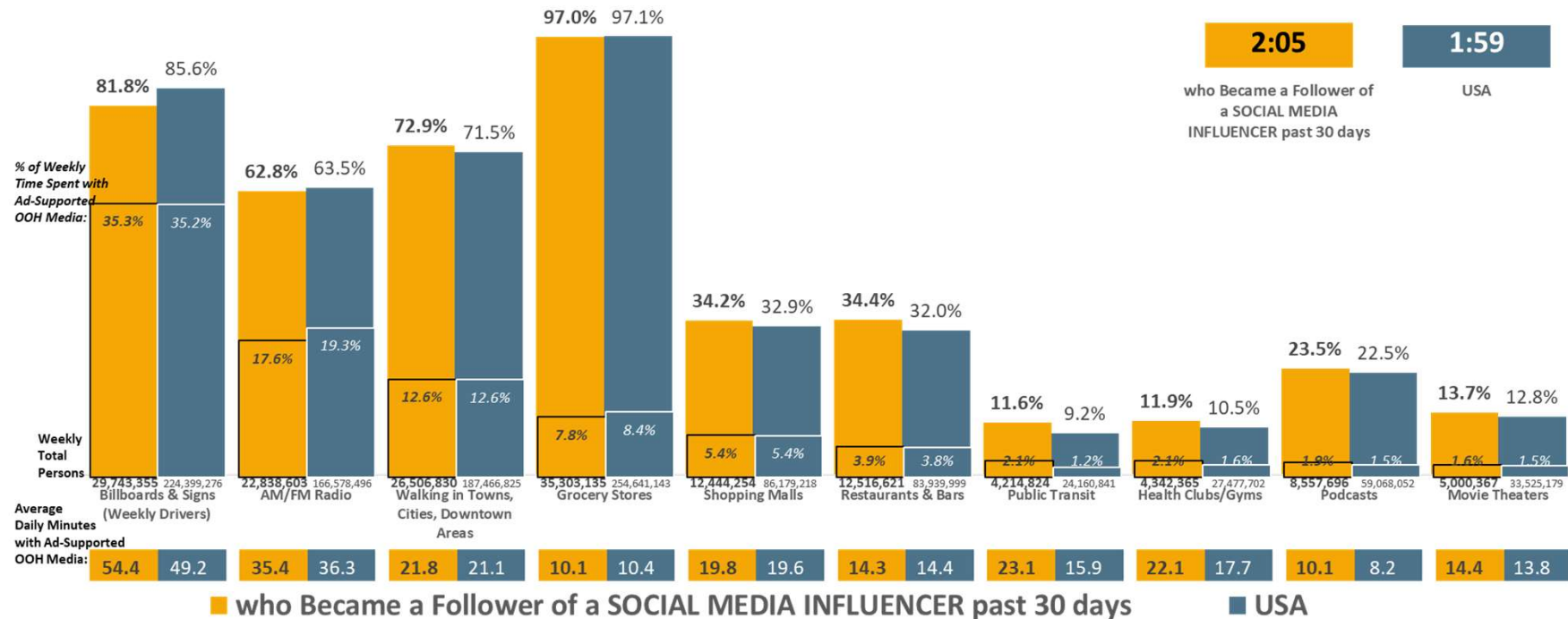


29,743,355 or 81.8% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Medi

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

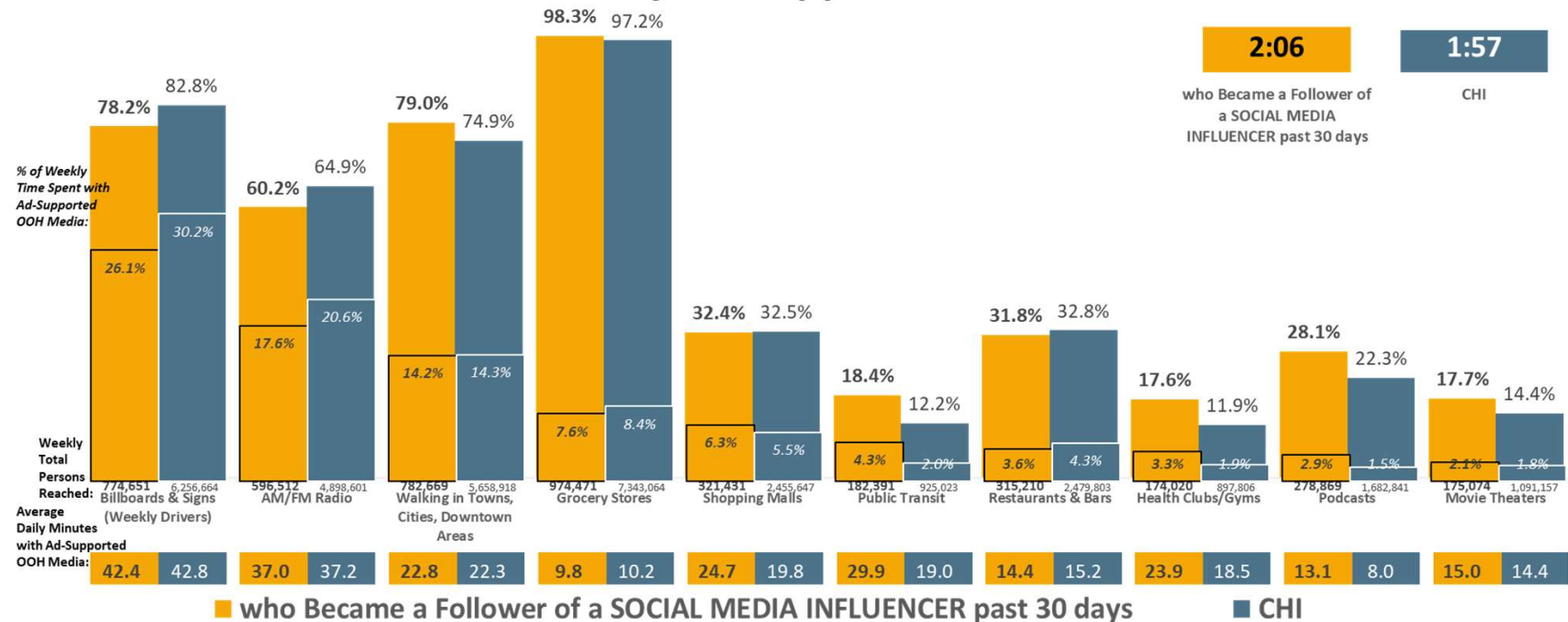


774,651 or 78.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 42.4 minutes per day driving, seeing Billboards and Signs representing 26.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 592
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

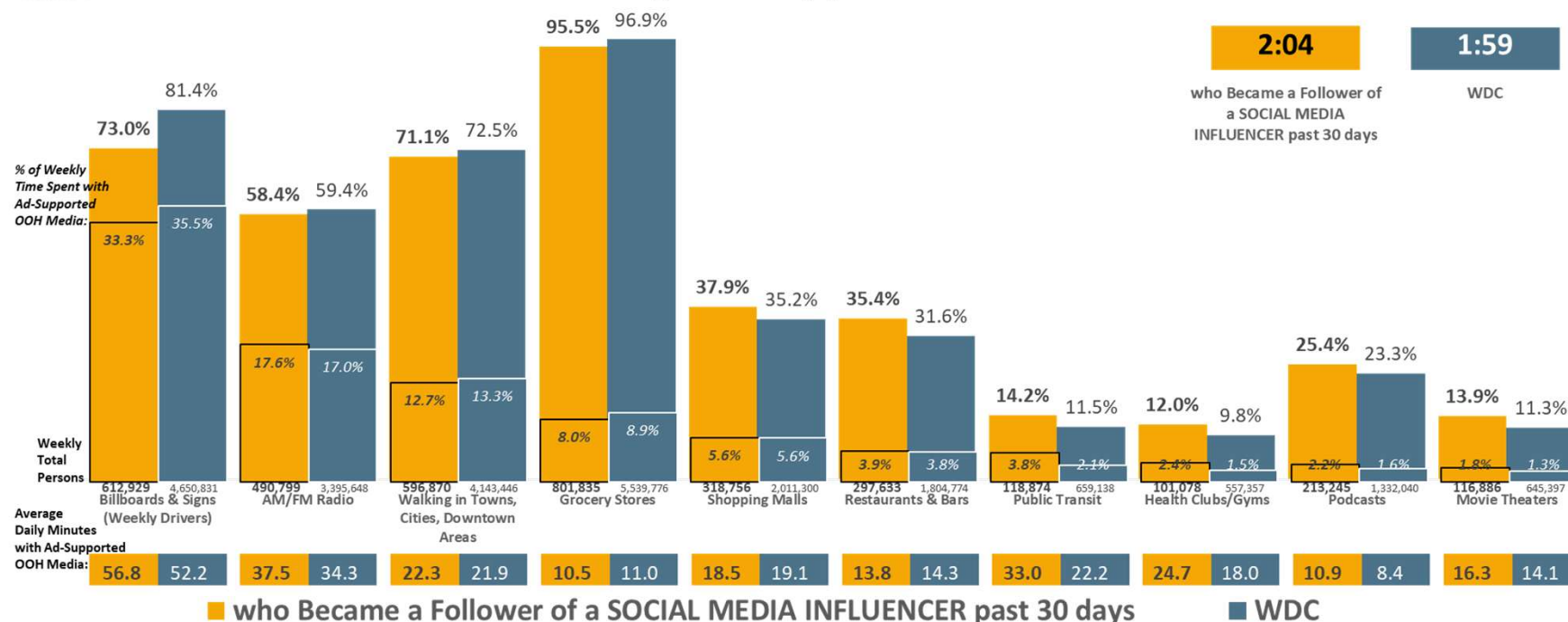


612,929 or 73.0% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 845 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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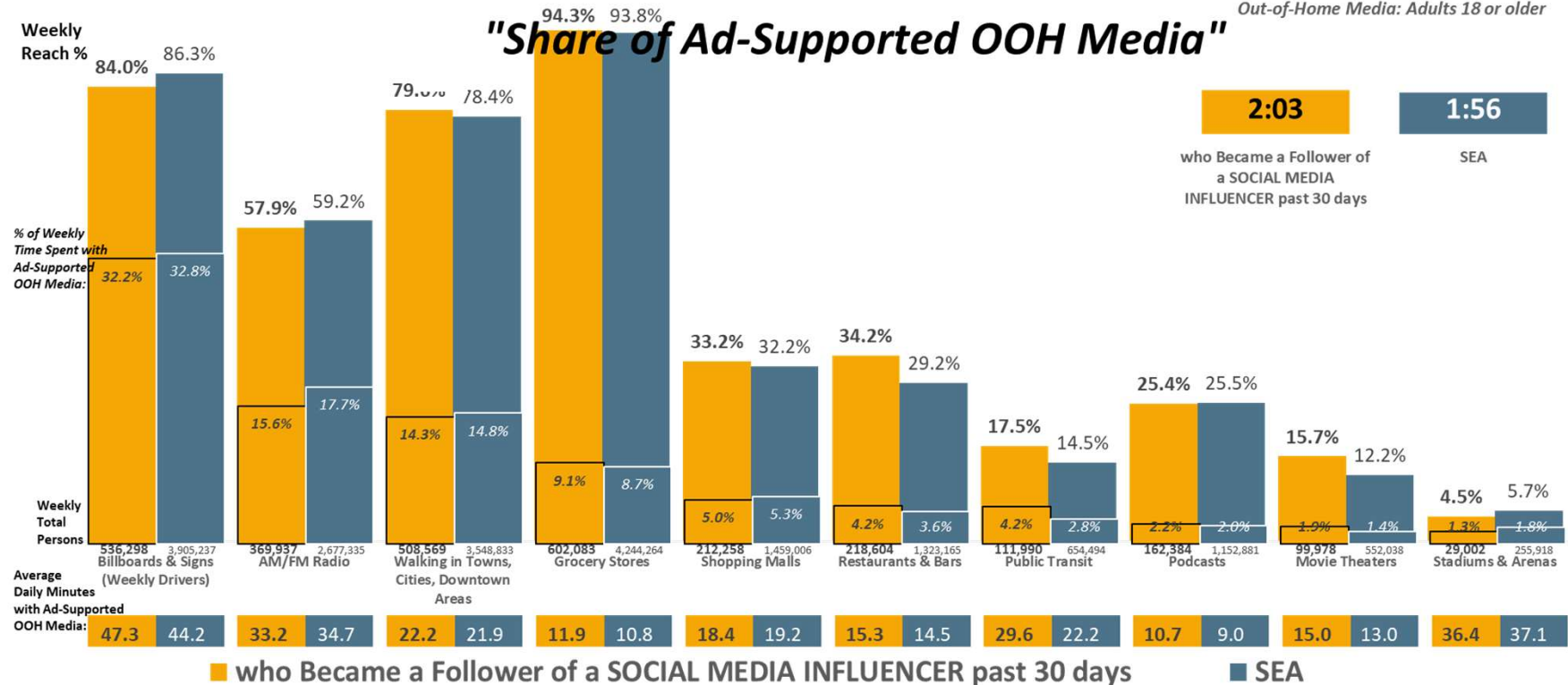
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



536,298 or 84.0% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 47.3 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 563 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

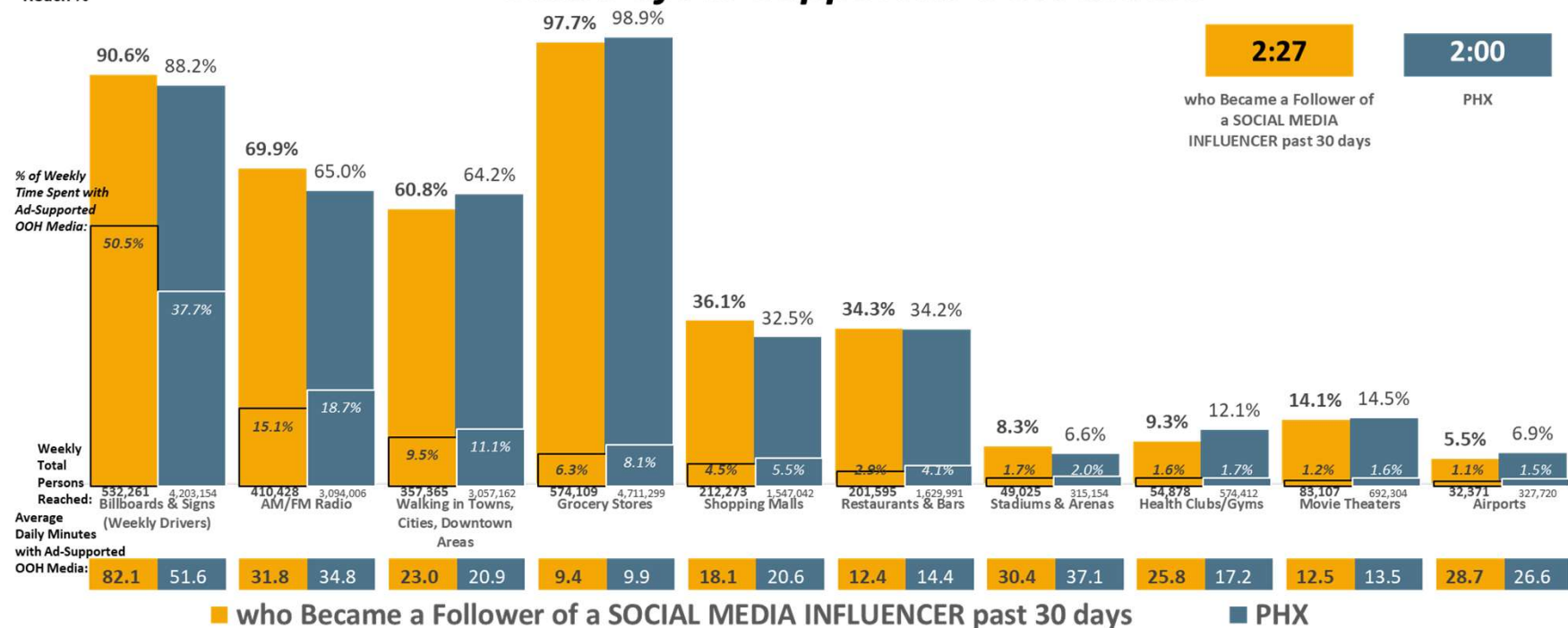


532,261 or 90.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 82.1 minutes per day driving, seeing Billboards and Signs representing 50.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 302
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

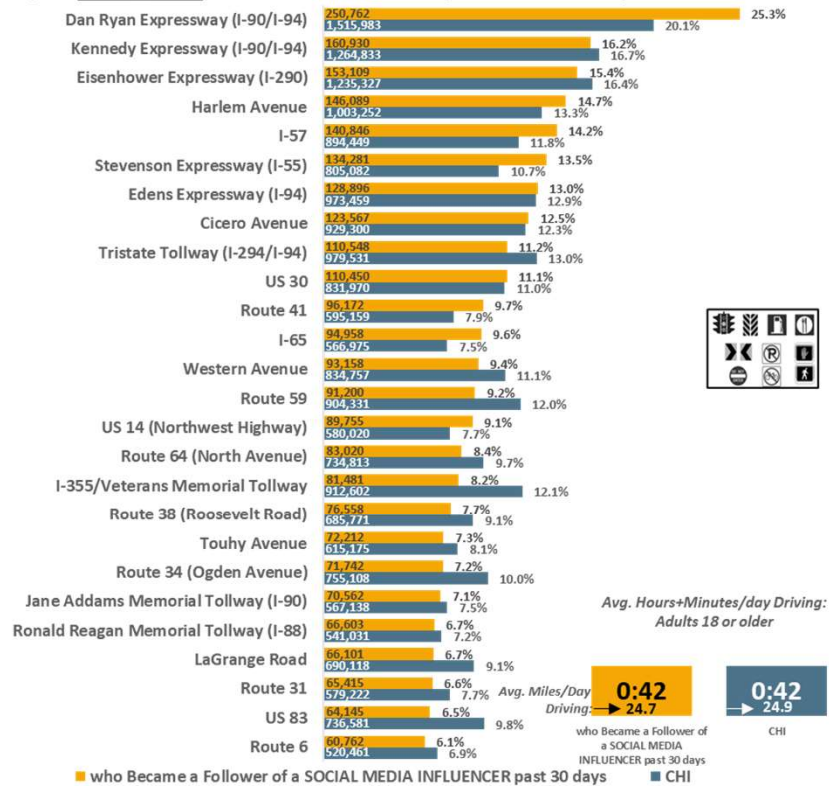
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

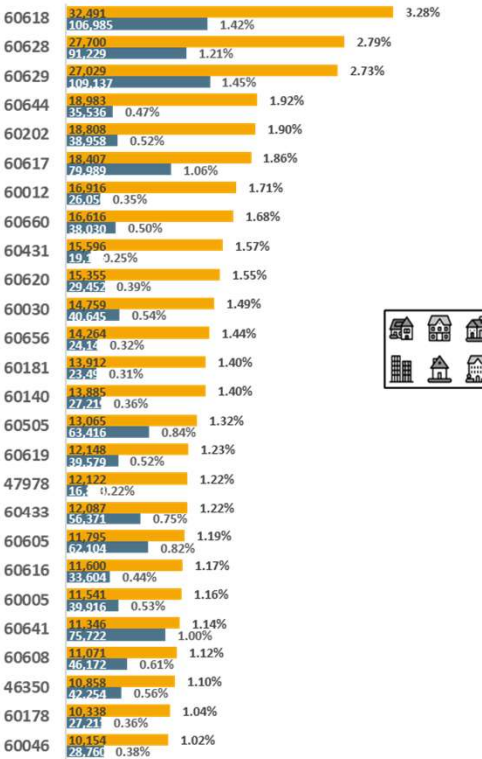


774,651 or 78.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 42.4 minutes per day driving an average of 24.7 miles each day and are 27.6% more likely to use I-65 than the Metro average.

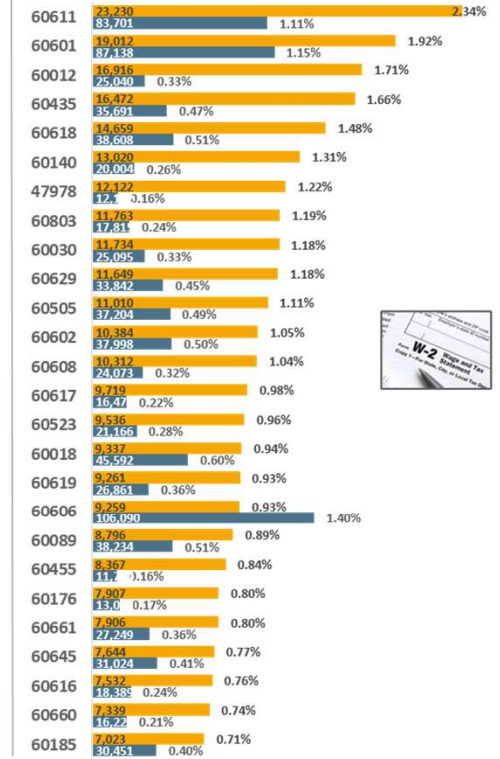
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



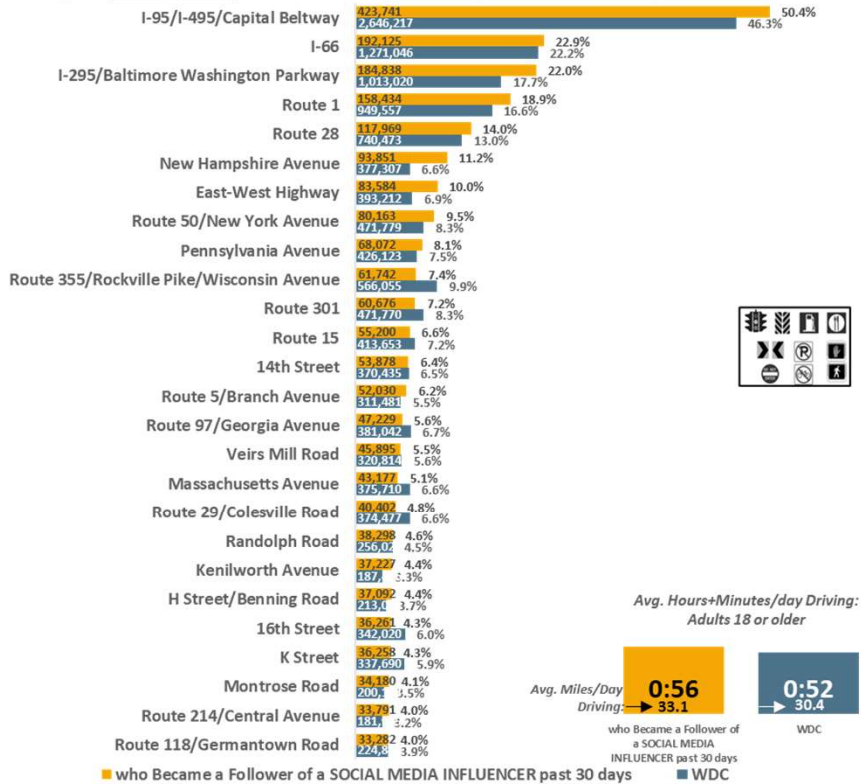
Top-26 Employment Zip Codes: Adults 18 or older





612,929 or 73.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 56.8 minutes per day driving an average of 33.1 miles each day and are 69.2% more likely to use New Hampshire Avenue than the Metro a

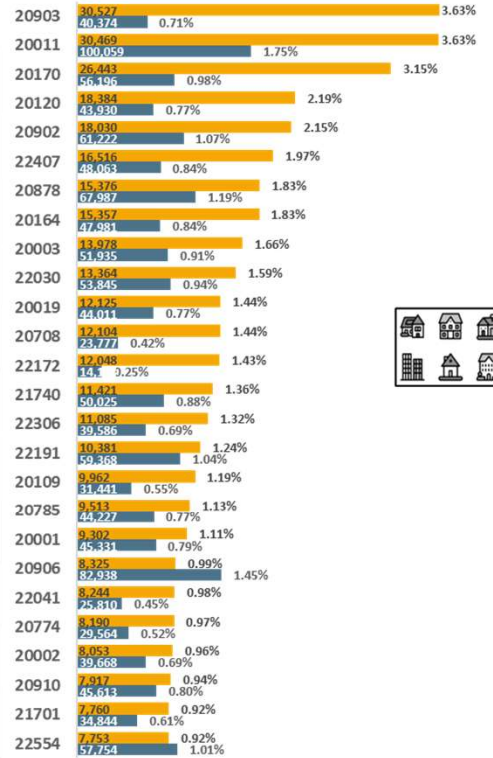
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



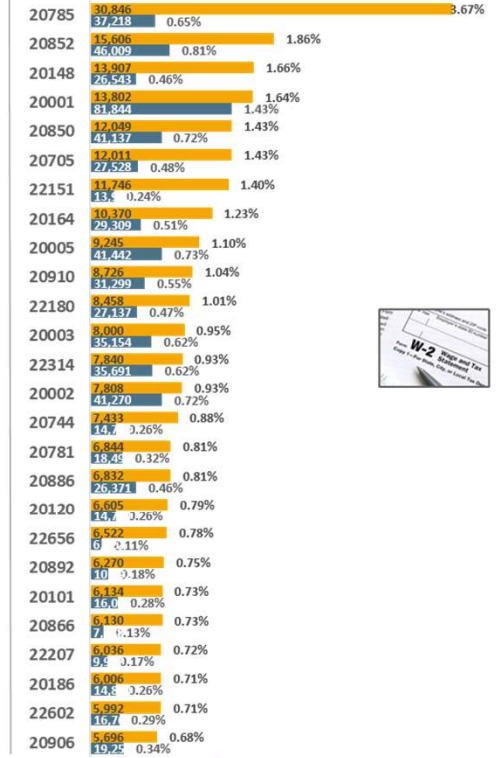
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

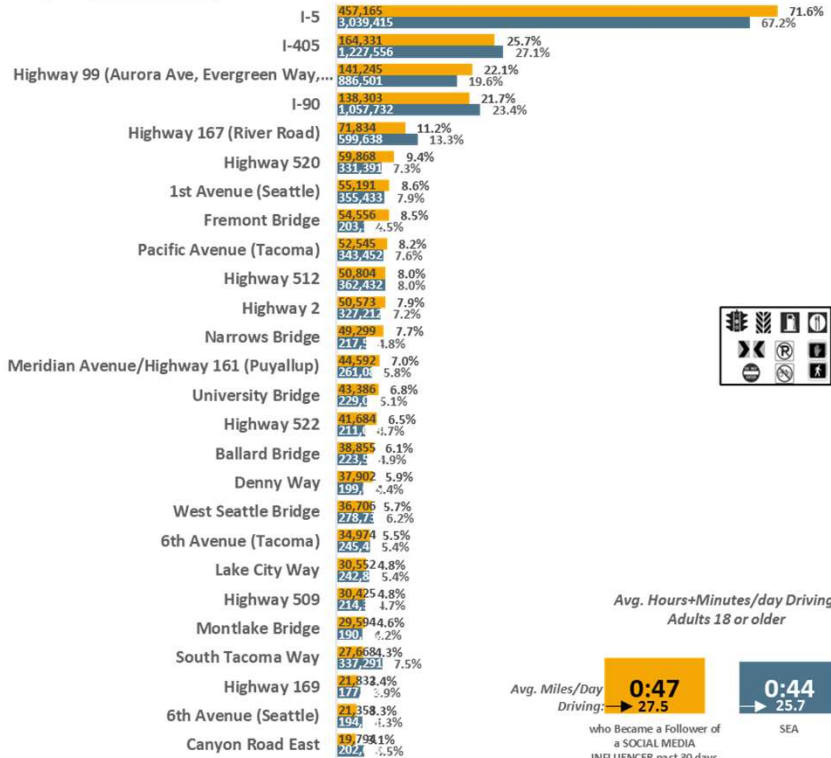


soefa.ai Share of Everything for Anything

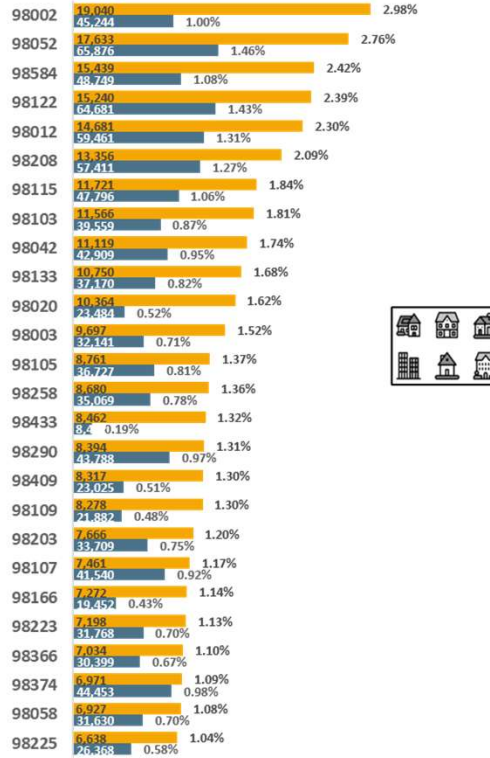


536,298 or 84.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 47.3 minutes per day driving an average of 27.5 miles each day and are 90.% more likely to use Fremont Bridge than the Metro average.

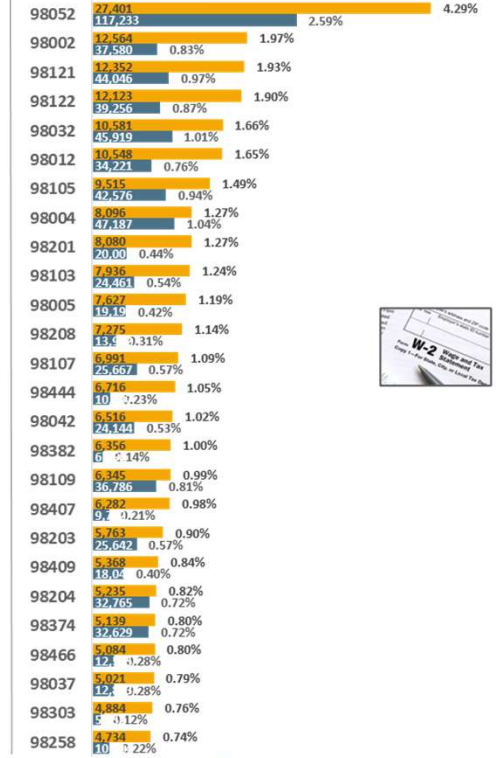
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



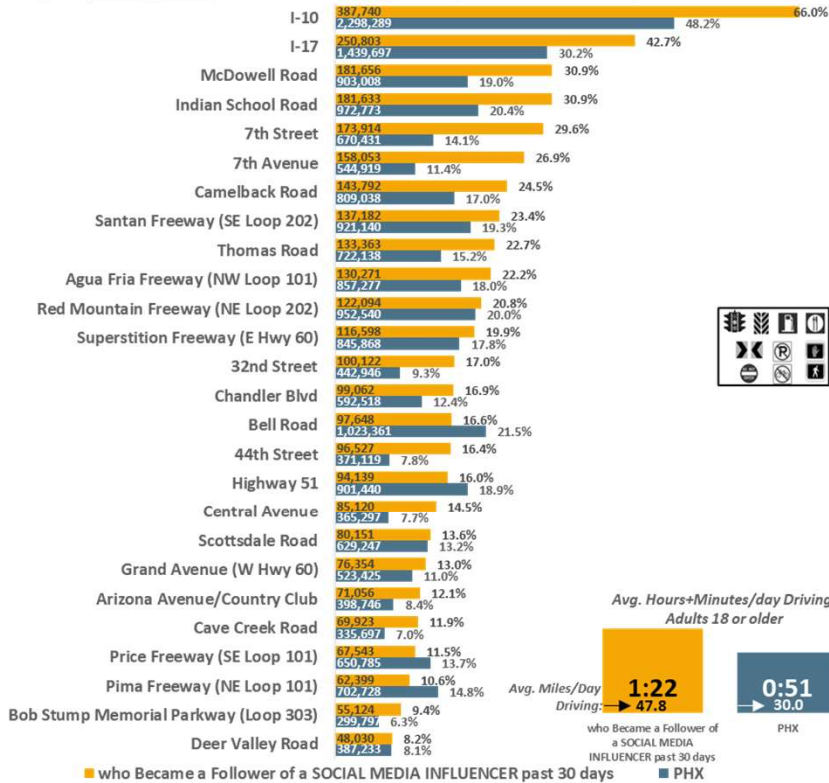
Top-26 Employment Zip Codes: Adults 18 or older



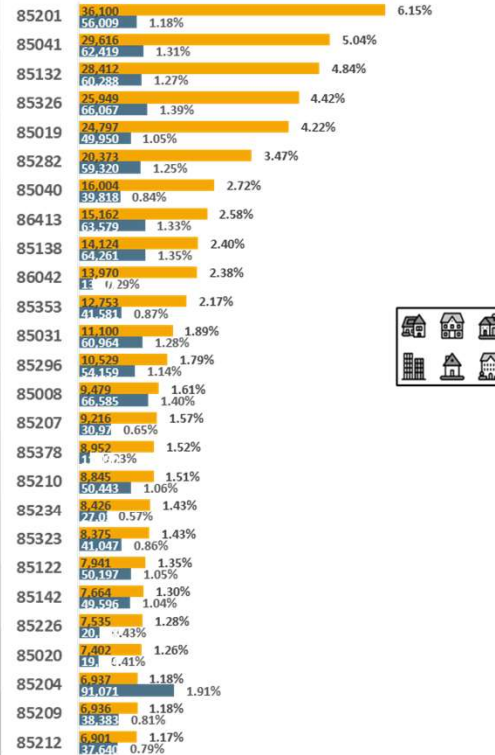


532,261 or 90.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 82.1 minutes per day driving an average of 47.8 miles each day and are 135.2% more likely to use 7th Avenue than the Metro average.

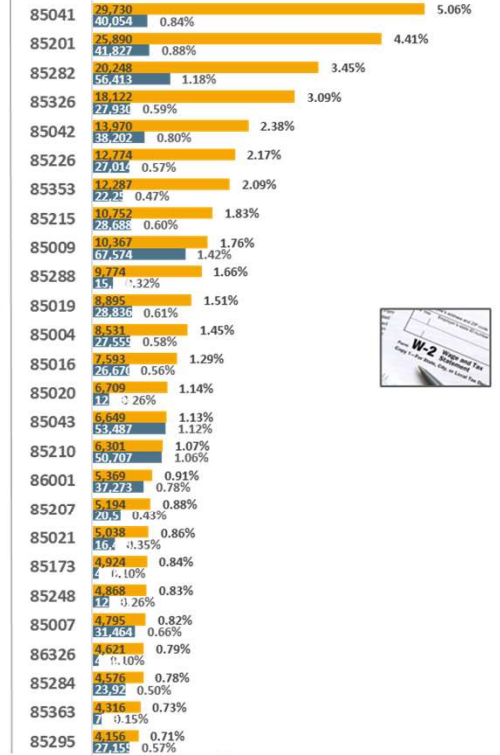
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



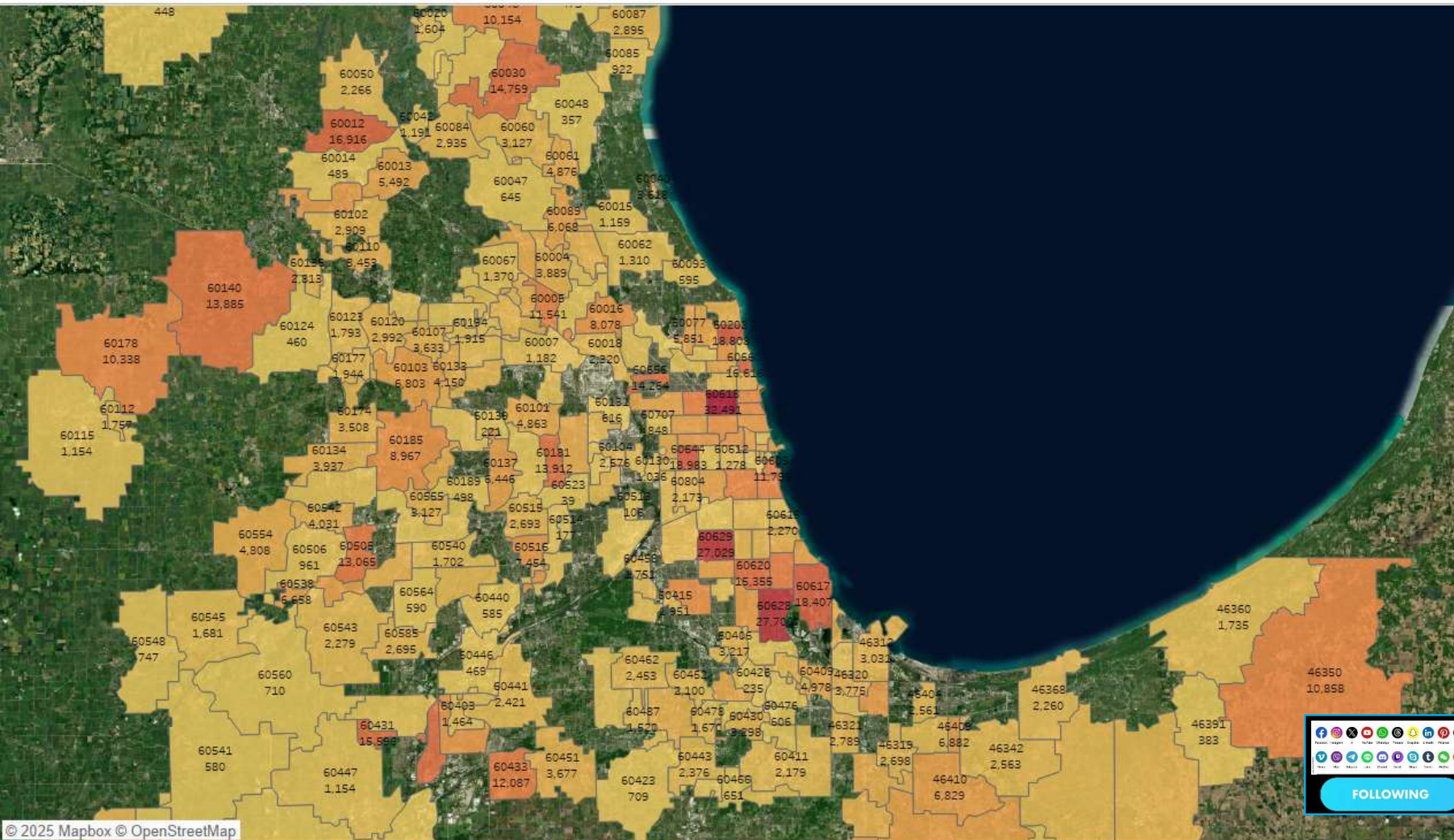
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days)



FOLLOWING

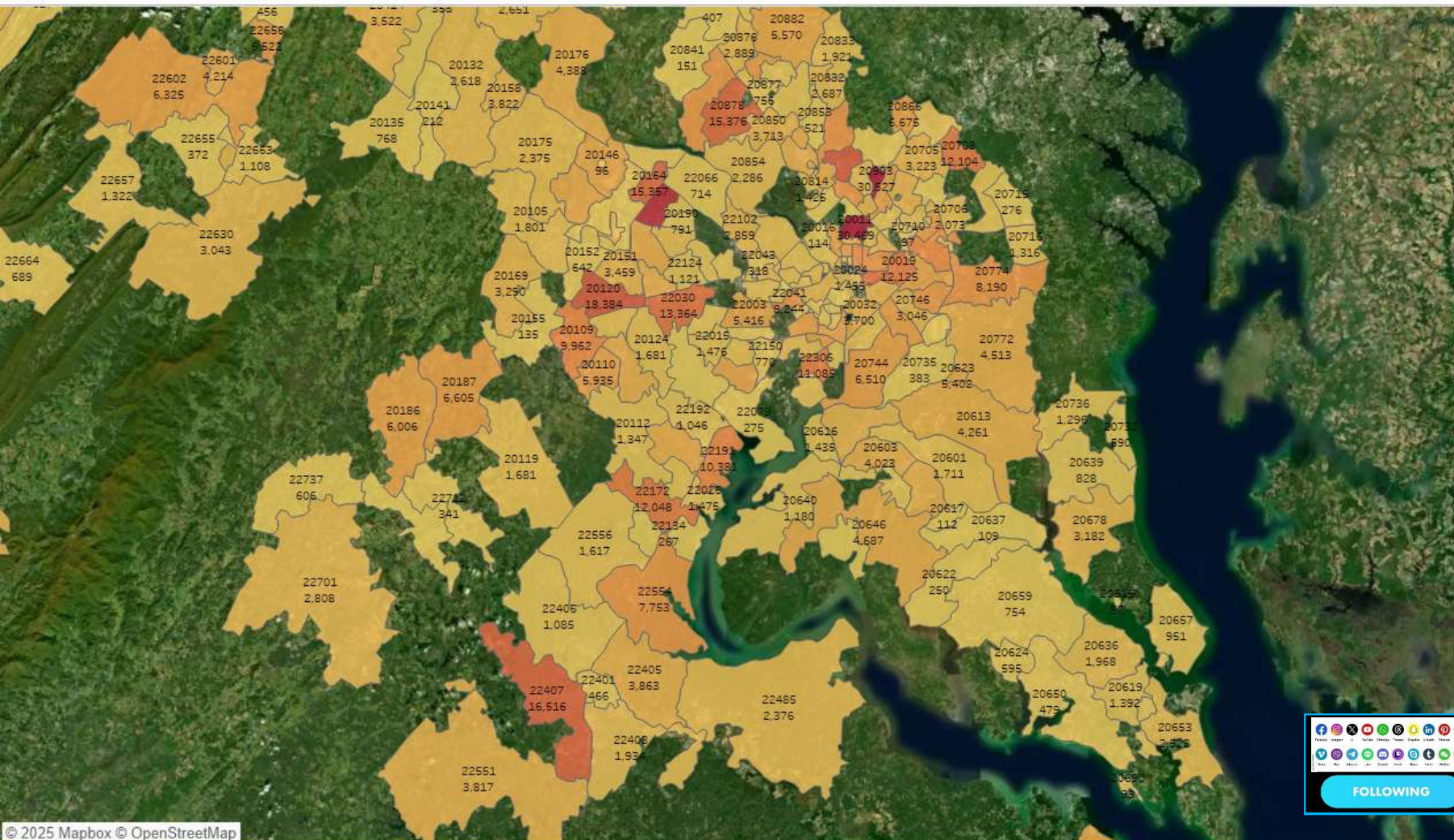
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CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intob 592
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

Top Residential Zip Codes: (Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days)



SUM(Adults 18 or older ...
16 30,527

FOLLOWING

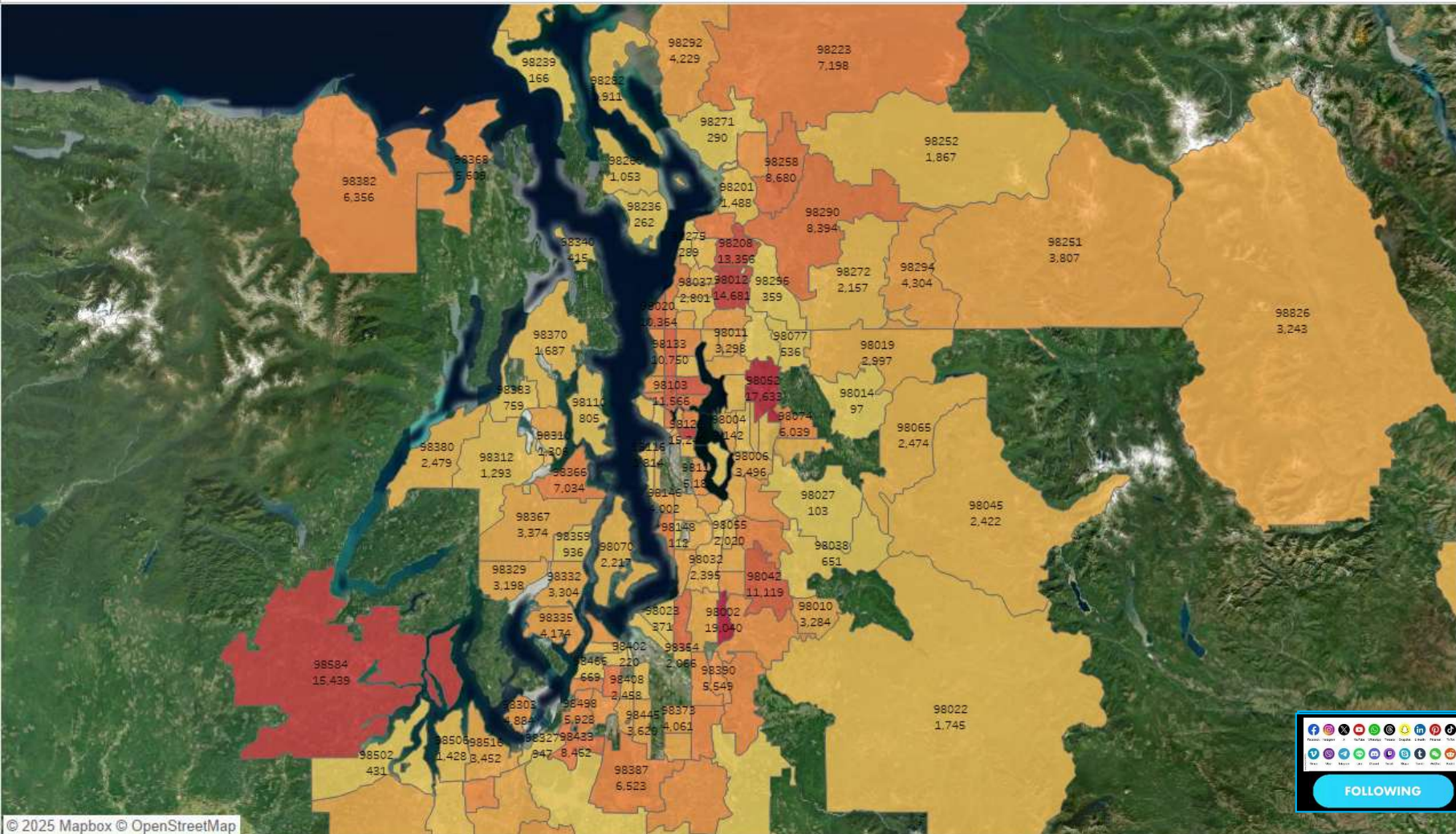
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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 845
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

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for Anything

Top Residential Zip Codes: (Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days)



SUM(Adults 18 or older ...
97 19,040

FOLLOWING

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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 563
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

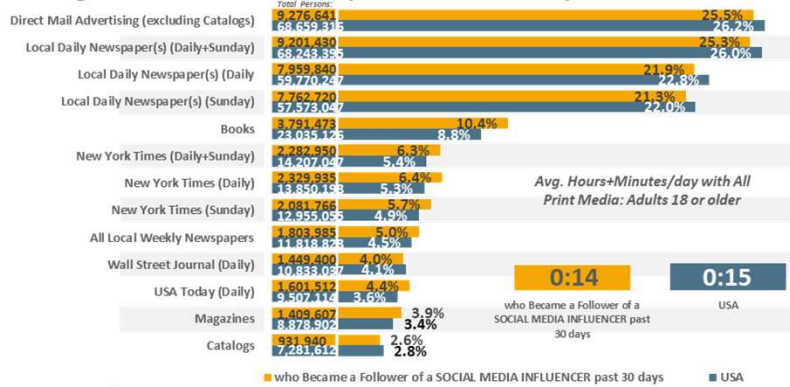


PHX

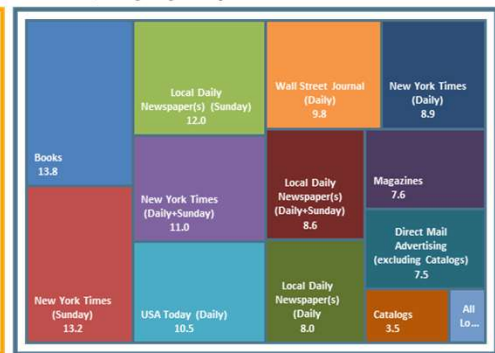
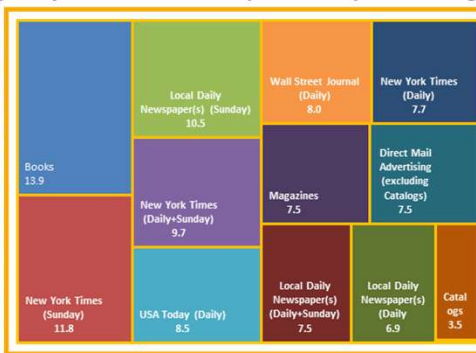


9,201,430 or 25.3% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 29.2% of all time spent daily with All forms of Pri

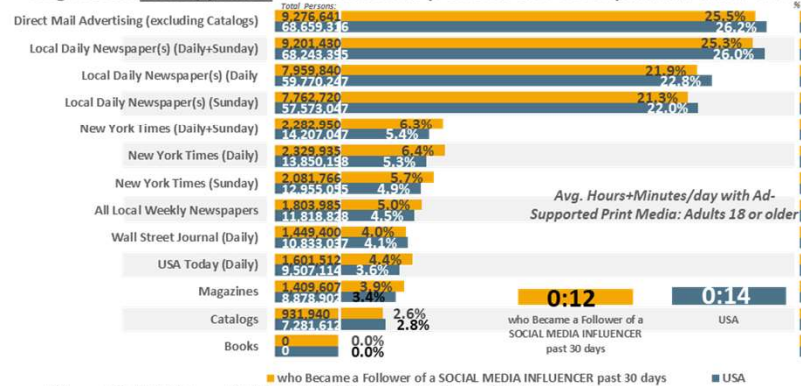
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



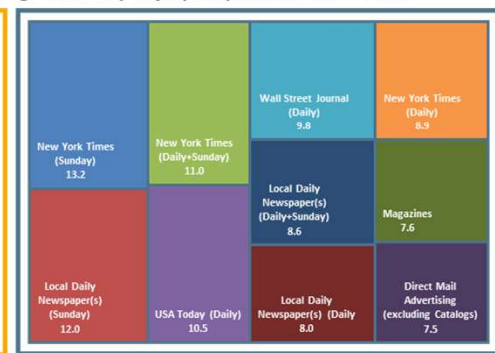
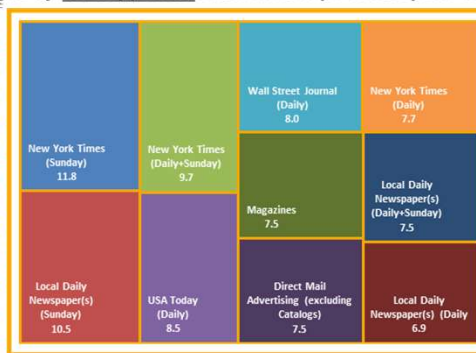
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



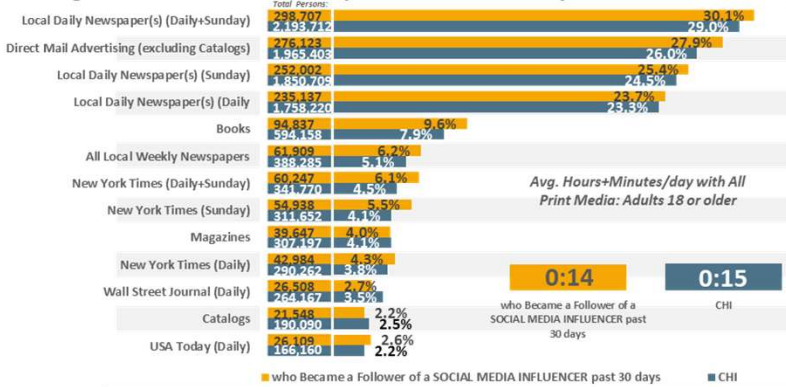
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



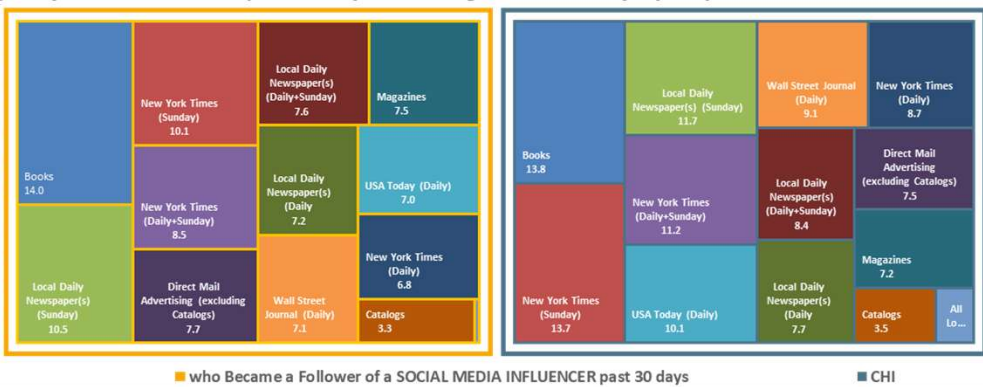


298,707 or 30.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 32.8% of all time spent daily with All forms of Print

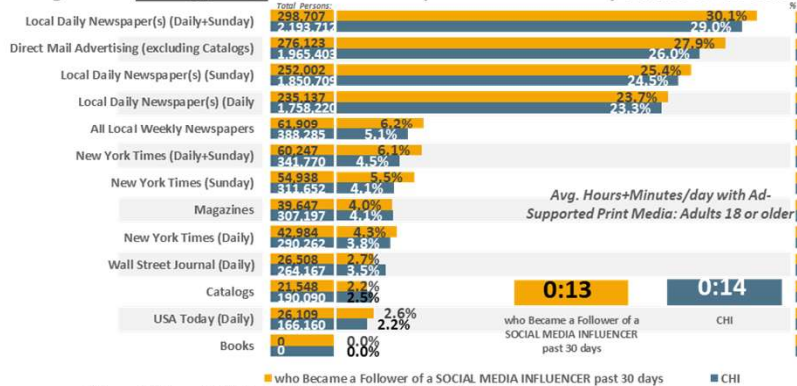
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



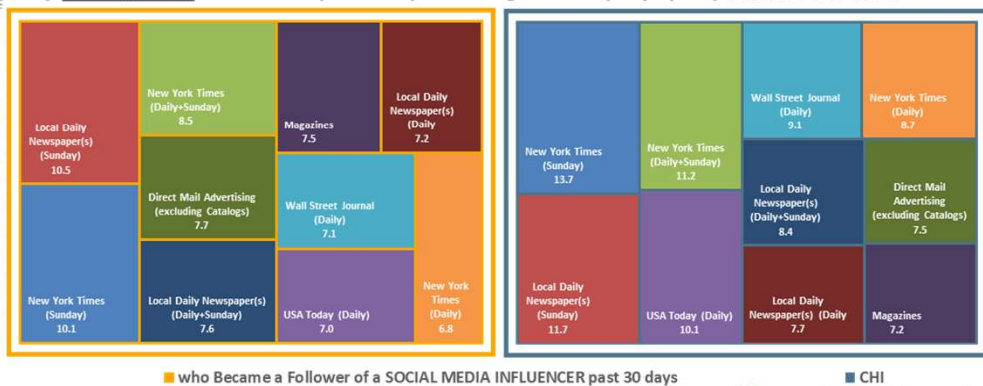
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



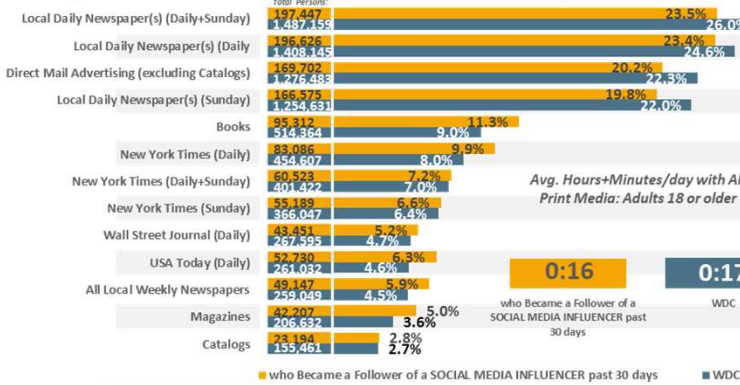
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



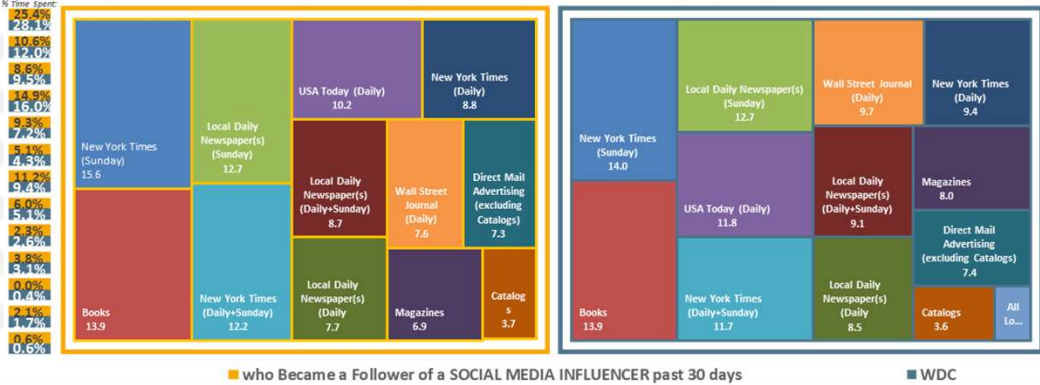


197,447 or 23.5% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 28.% of all time spent daily with All forms of Print

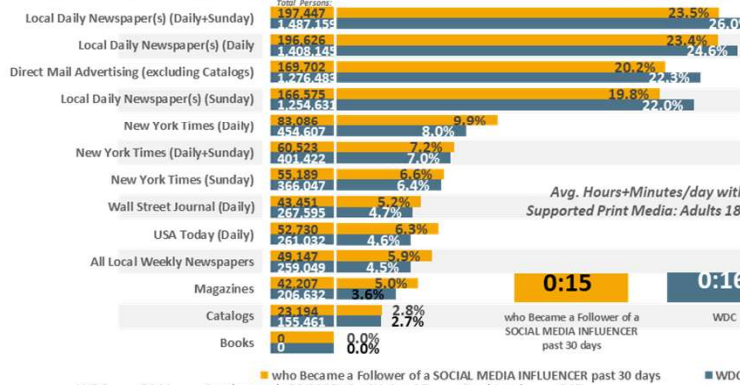
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



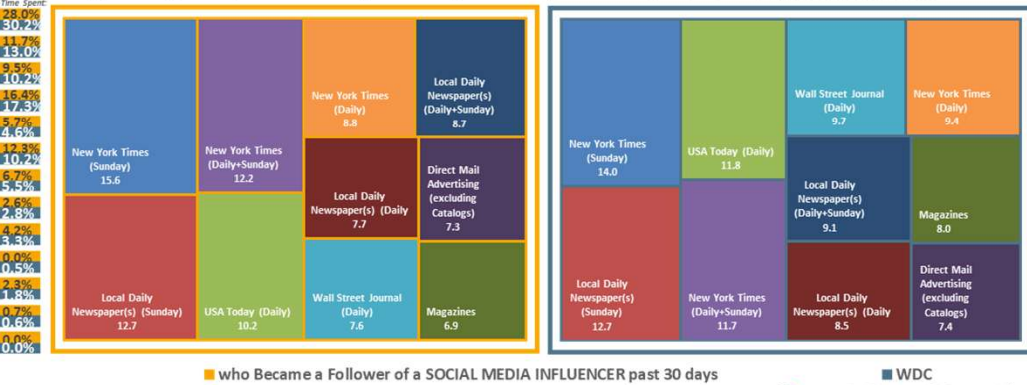
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



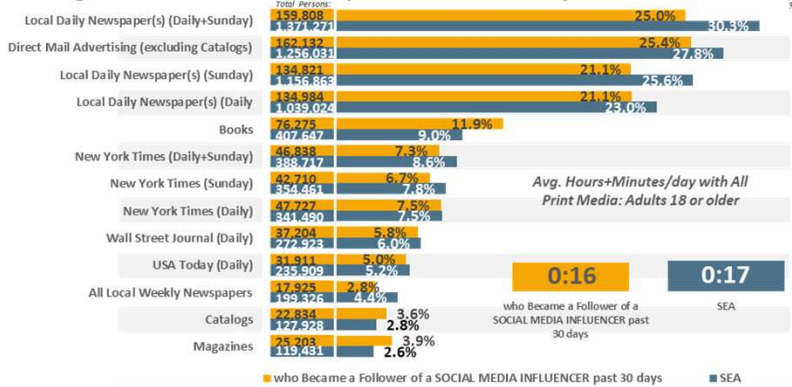
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



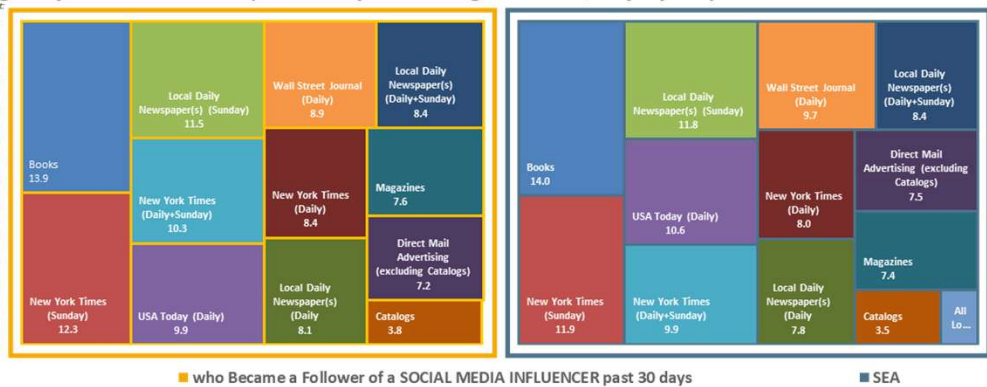


159,808 or 25.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 28.7% of all time spent daily with All forms of Print

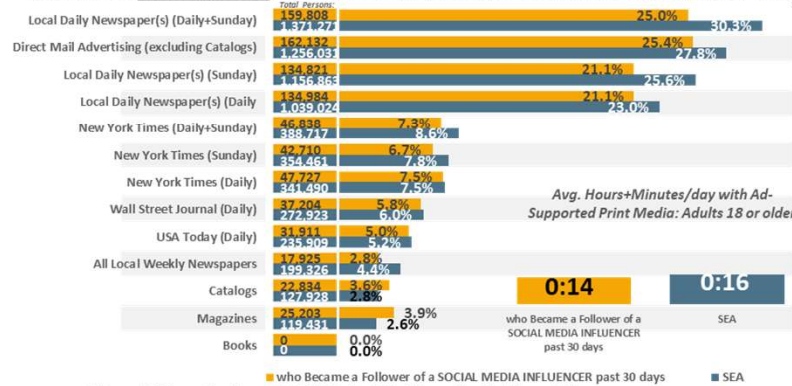
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



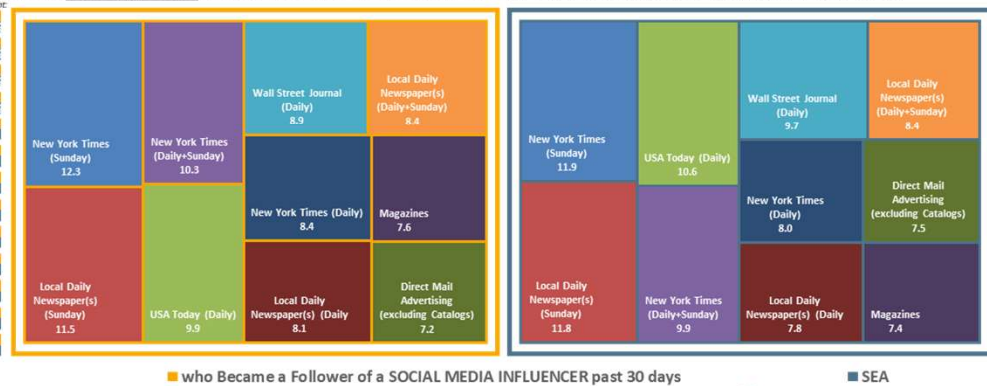
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



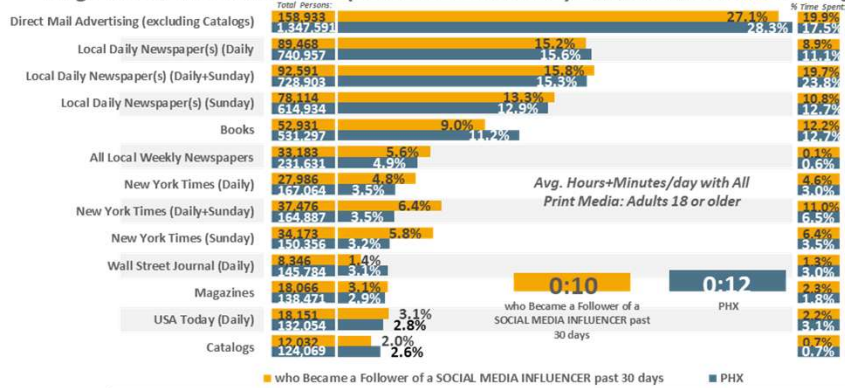
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



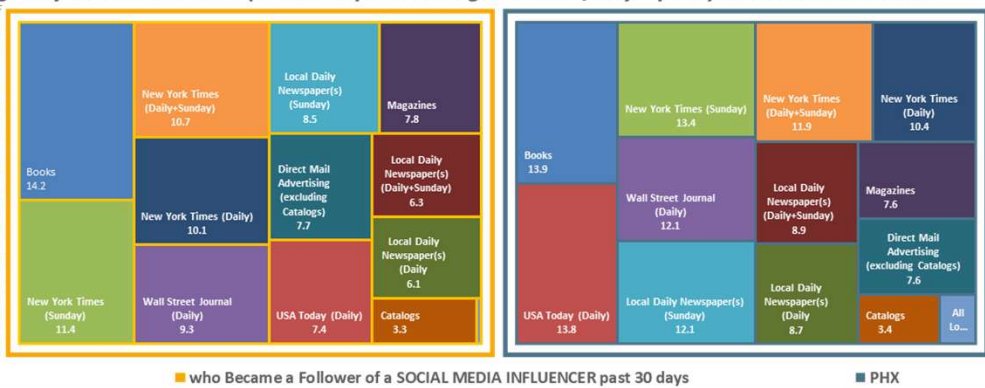


158,933 or 27.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 22.7% of all time spent daily with All forms of

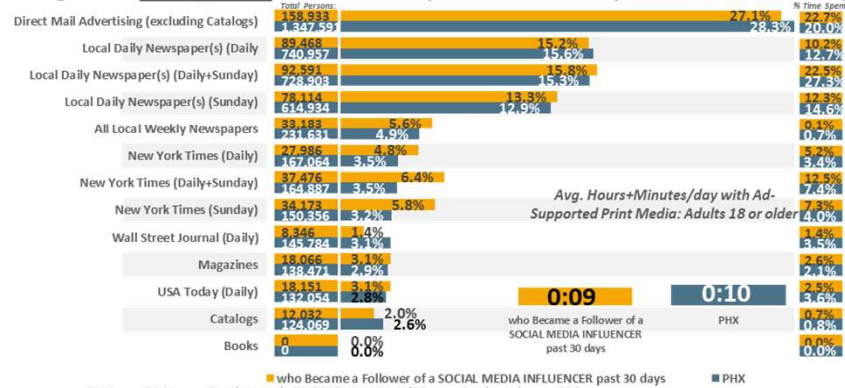
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



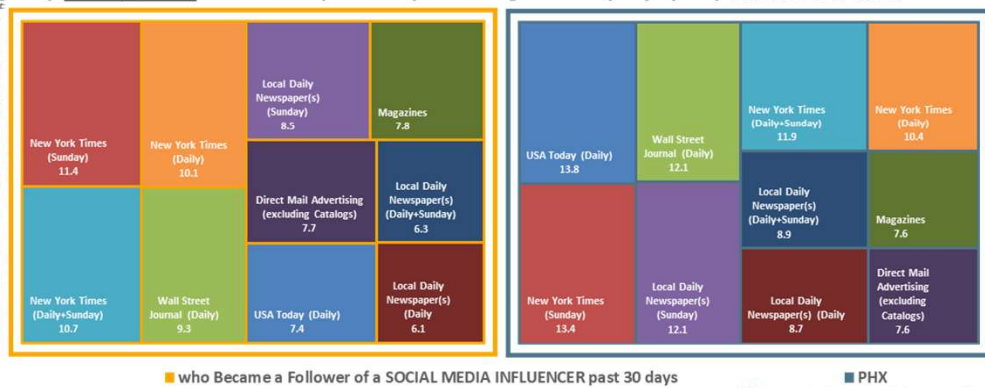
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



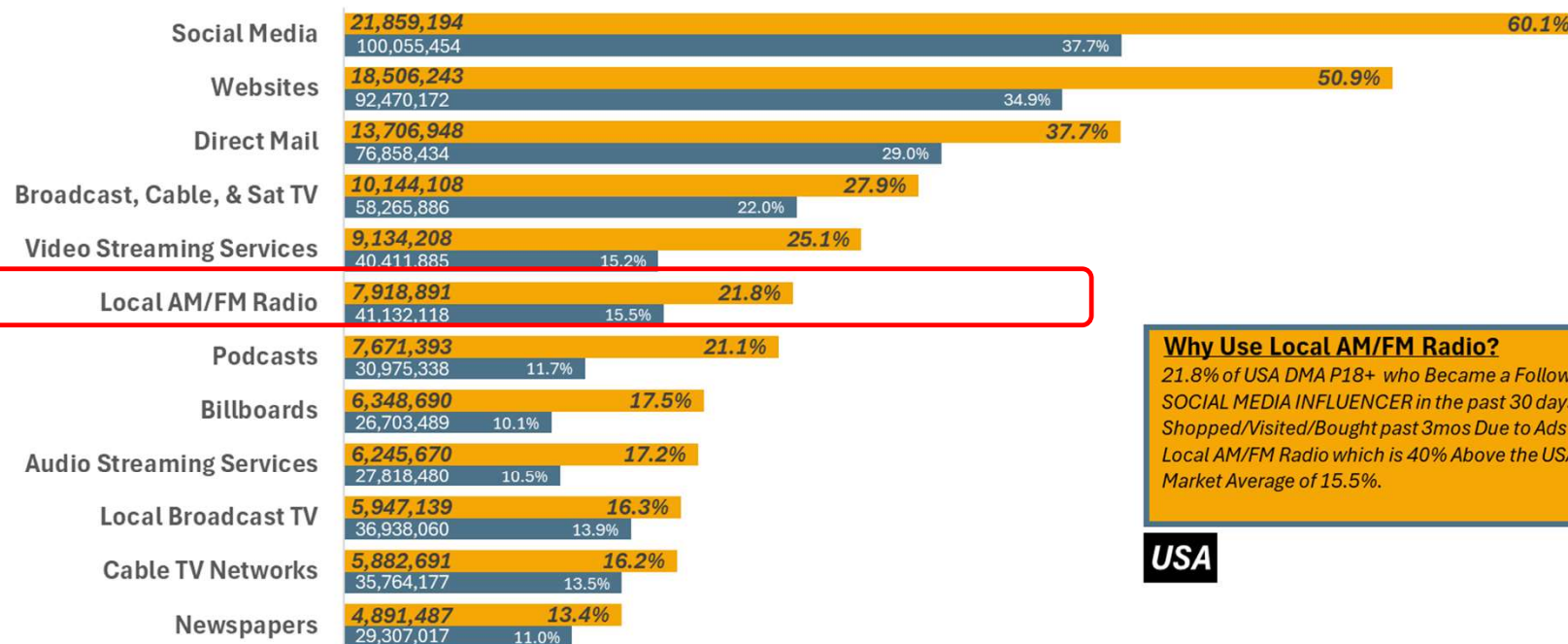
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





"Advertising Actions"

**P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

21.8% of USA DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the USA DMA Market Average of 15.5%.

USA

■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 3445
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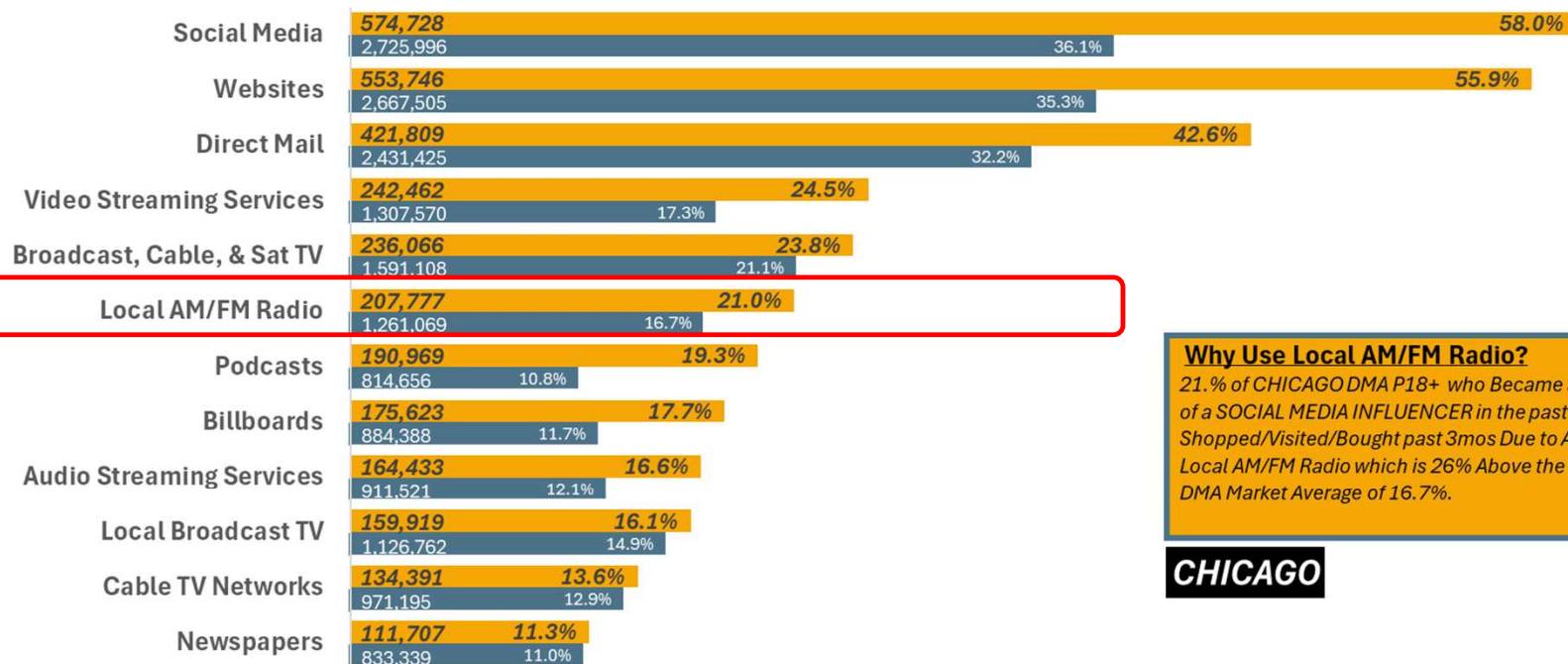
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



"Advertising Actions"

**P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

21. % of CHICAGO DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 26% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

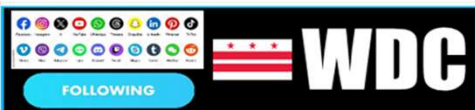
■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 592
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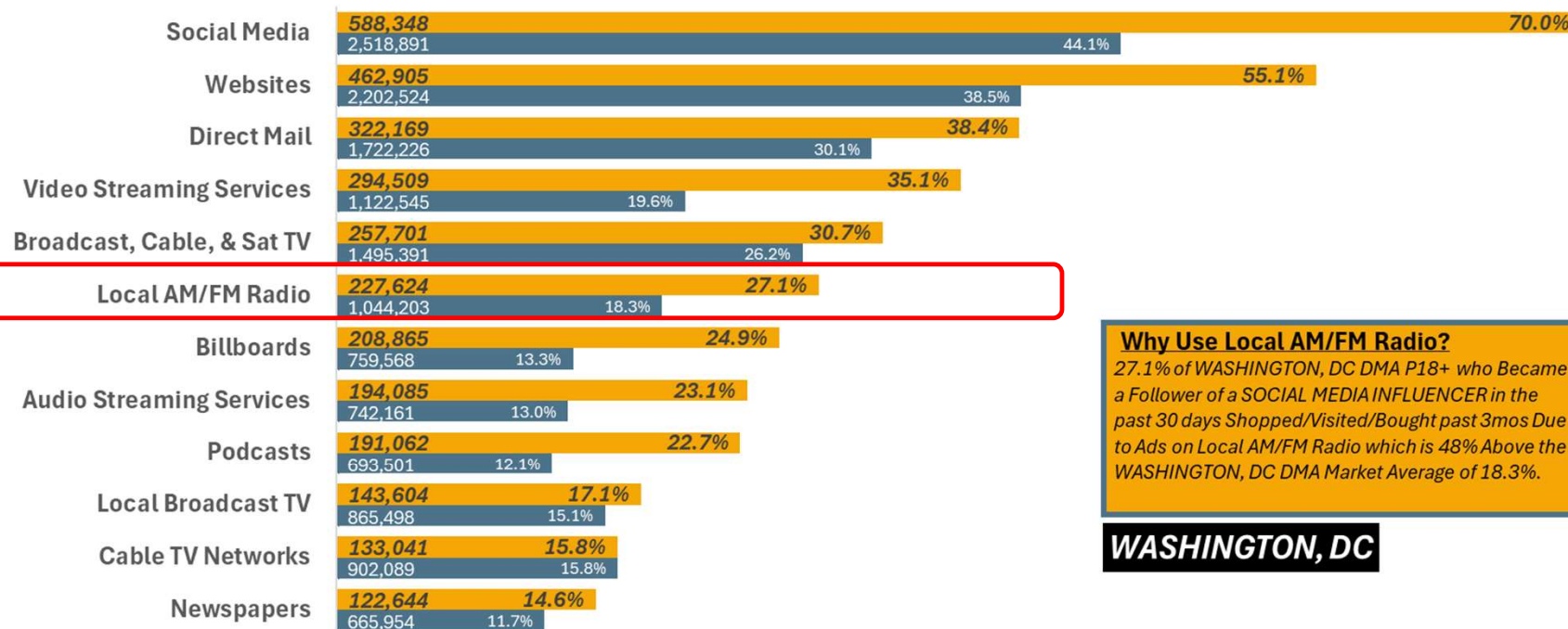
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



"Advertising Actions"

P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

27.1% of WASHINGTON, DC DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

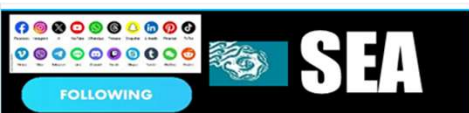
■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 845
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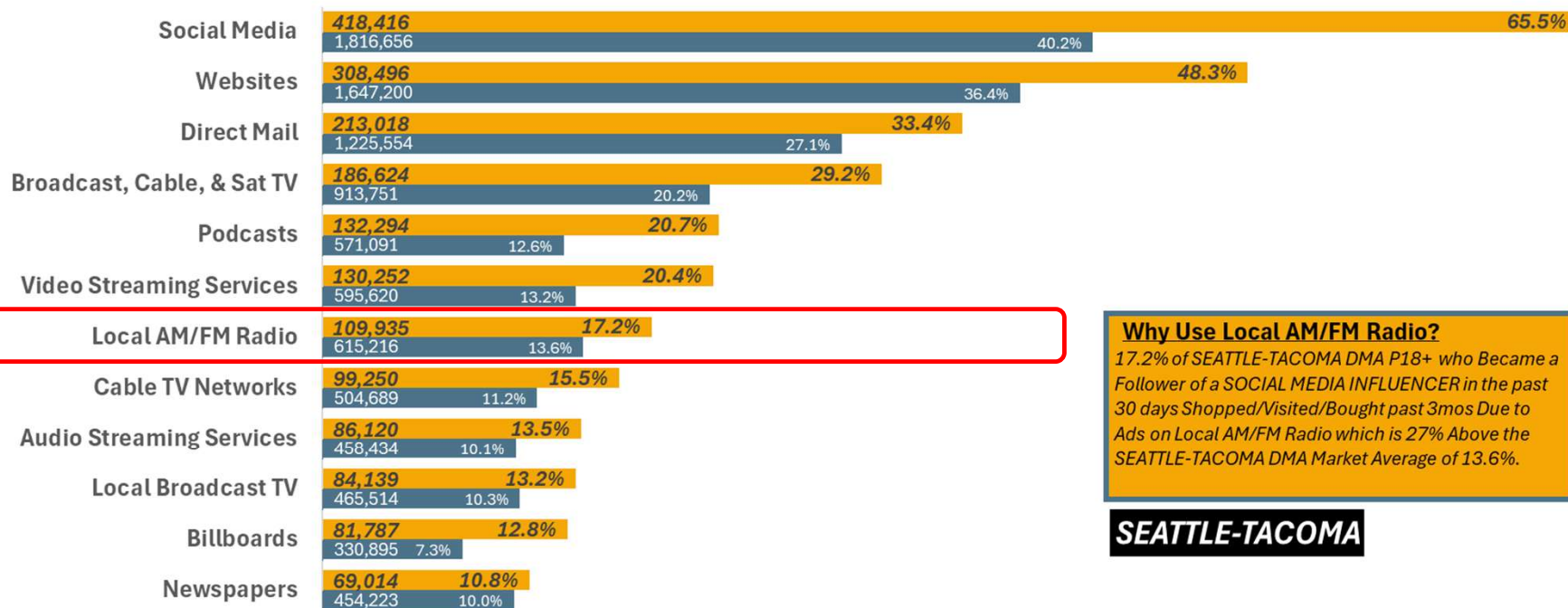
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



"Advertising Actions"

P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.2% of SEATTLE-TACOMA DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 27% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

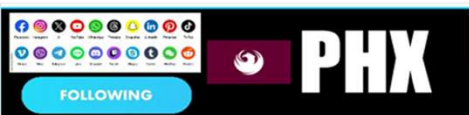
■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 563
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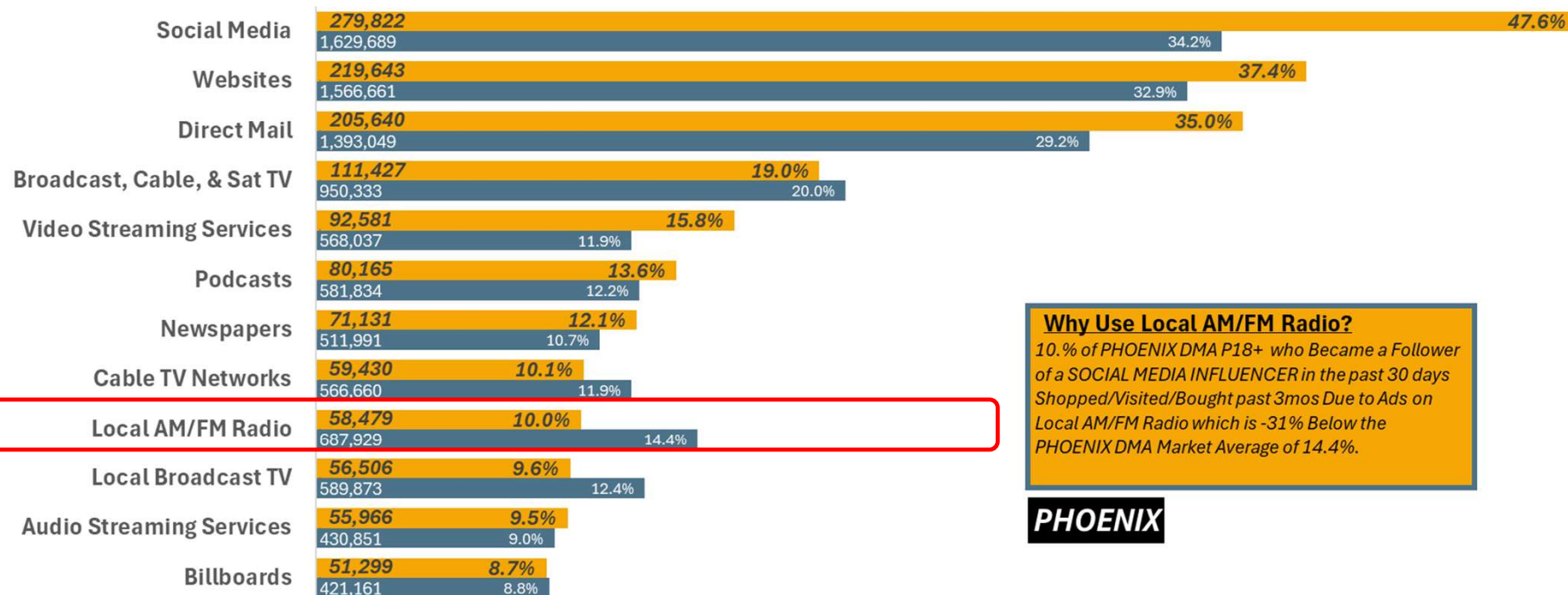
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



"Advertising Actions"

**P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

10.% of PHOENIX DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -31% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 302
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Social media activities done past 30 days: Follow/become a fan of a celebrity/personality