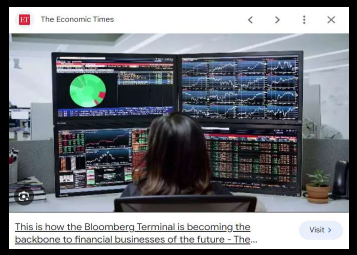
USA–5 Demos of the WASHINGTON, DC DMA vs. the USA...

Brand New Data as of September 30, 2024!

Complete Demographic & Media Use Profiles









P18+, P25-54, W25-54, M25-54, P50+

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

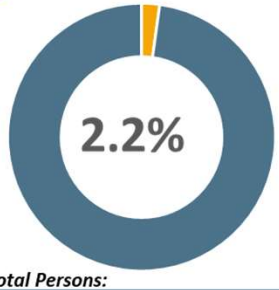
HUBBARD BROADCASTING INC. HB



P18+

2.2% or 5,691,346 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Typical Adults 18 or older who Live in the WASHINGTON, DC, DMA are 47.6 years old (2.5% younger than average) and have a $133,189 (44.% higher than average) annual household income.

Percent of Market: Adults 18 or older

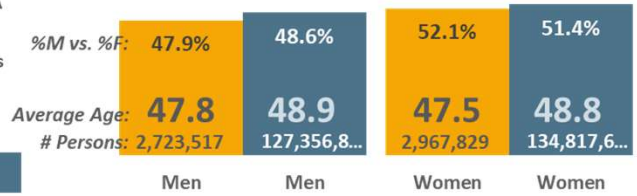


- who Live in the WASHINGTON, DC, DMA
- Remainder of USA DMAs

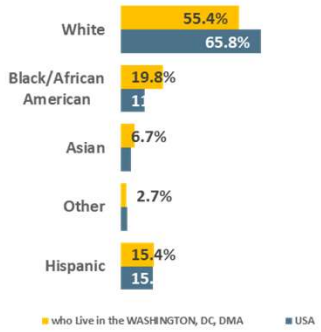
Total Persons:

5,691,346 | 256,483,154

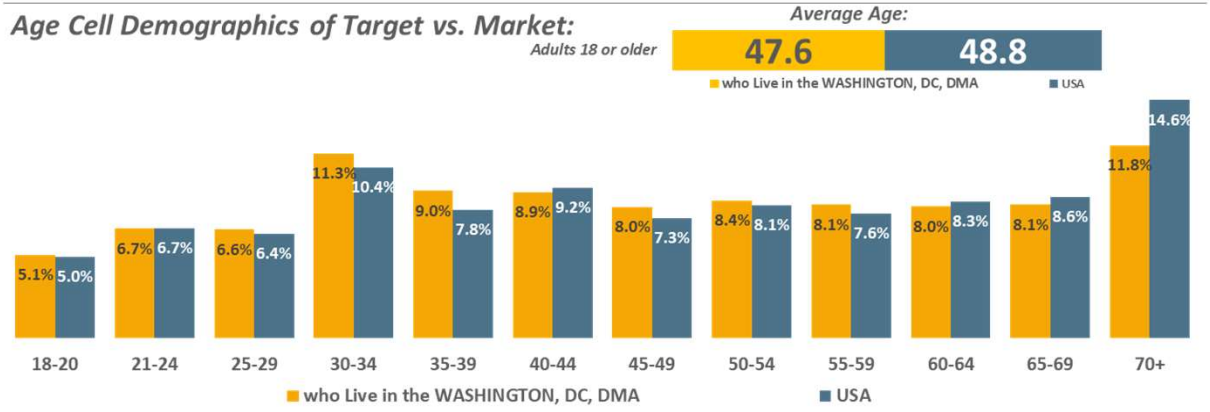
Gender of Target vs. Market: Adults 18 or older



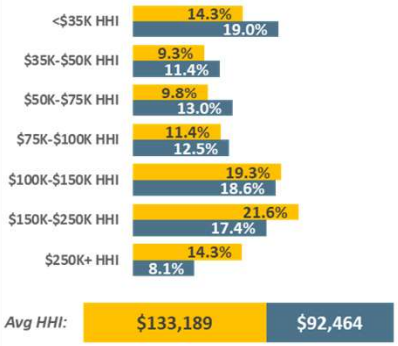
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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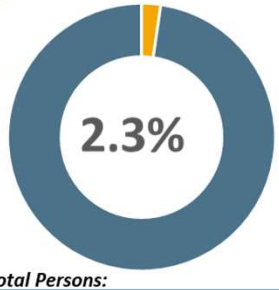
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



P25-54

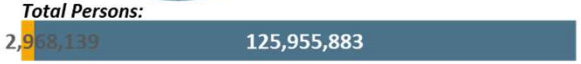
2.3% or 2,968,139 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Typical Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 40. years old (.2% younger than average) and have a $141,303 (39.6% higher than average) annual household income.

Percent of Market: Adults 25 - 54

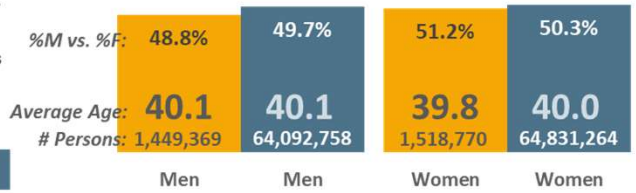


- who Live in the WASHINGTON, DC, DMA
- Remainder of USA DMAs

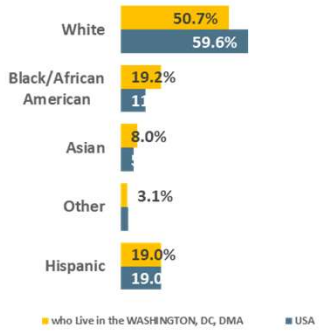
Total Persons:



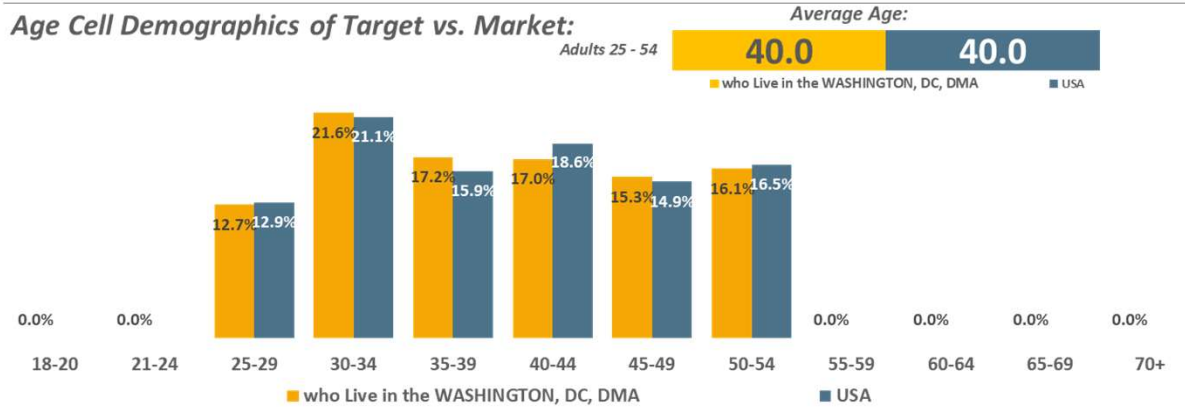
Gender of Target vs. Market: Adults 25 - 54



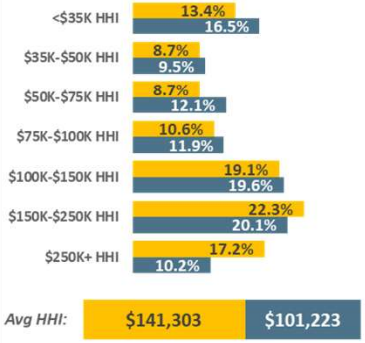
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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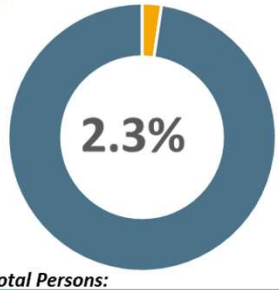
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



W25-54

2.3% or 1,518,770 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Typical Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 39.8 years old (.5% younger than average) and have a $123,002 (38.5% higher than average) annual household income.

Percent of Market: Women 25 - 54

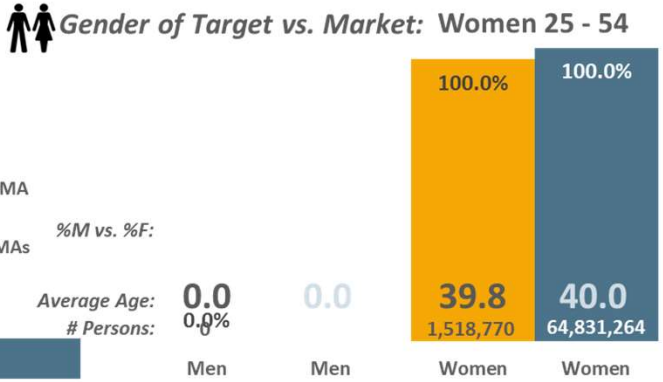


- who Live in the WASHINGTON, DC, DMA
- Remainder of USA DMAs

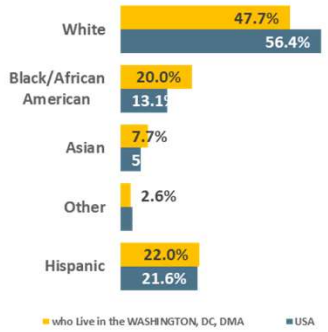
Total Persons:



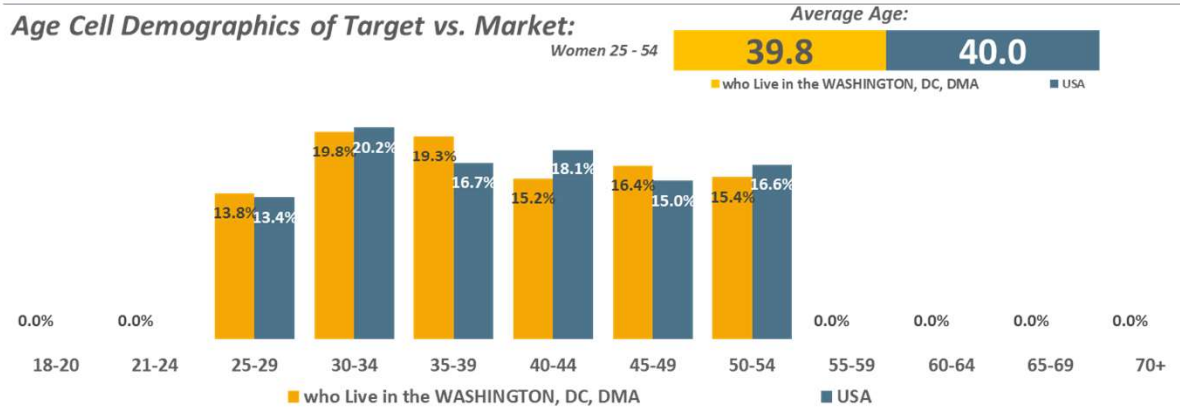
Gender of Target vs. Market: Women 25 - 54



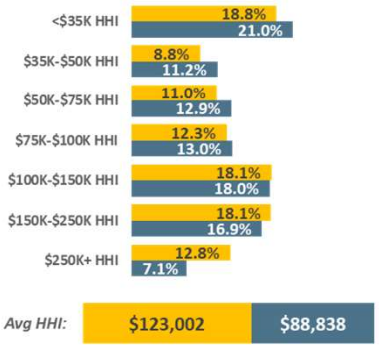
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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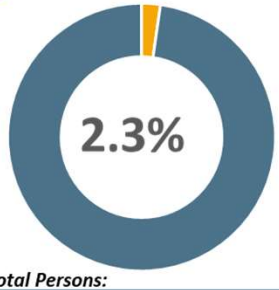
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



M25-54

2.3% or 1,449,369 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Typical Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 40.1 years old (.% older than average) and have a $160,481 (41.1% higher than average) annual household income.

Percent of Market: Men 25 - 54

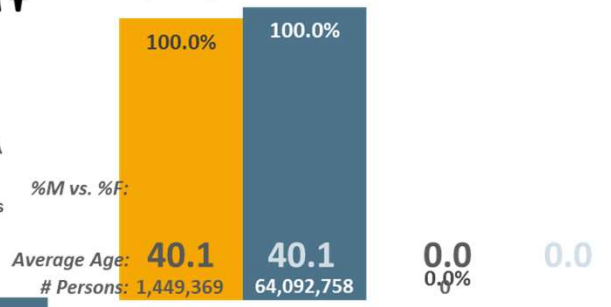


- who Live in the WASHINGTON, DC, DMA
- Remainder of USA DMAs

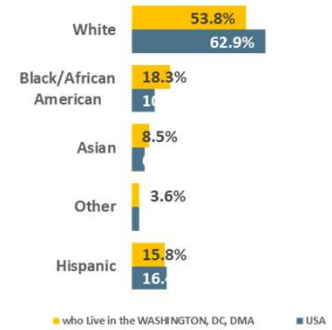
Total Persons:

1,449,369 | 62,643,389

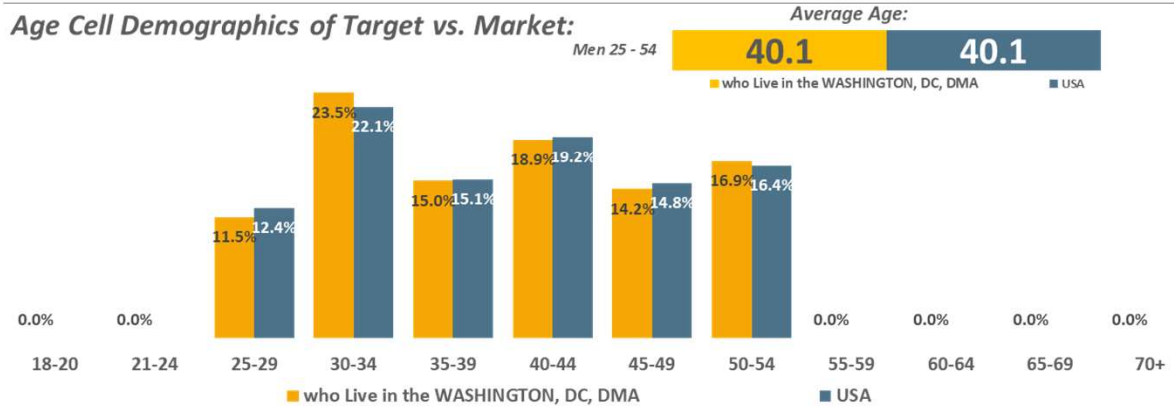
Gender of Target vs. Market: Men 25 - 54



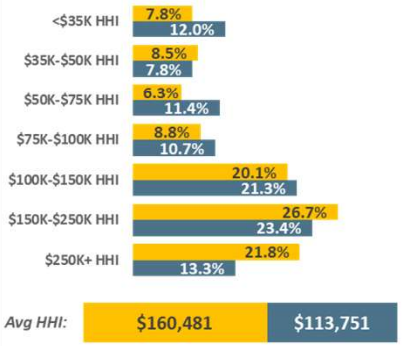
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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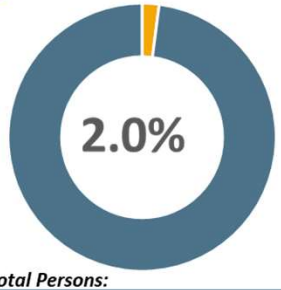
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



P50+

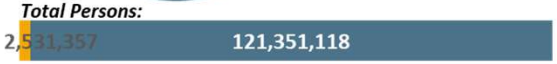
2.% or 2,531,357 of USA Adults 50 or older Live in the WASHINGTON, DC, DMA.
Typical Adults 50 or older who Live in the WASHINGTON, DC, DMA are 64.6 years old (1.4% younger than average) and have a $134,147 (50.1% higher than average) annual household income.

Percent of Market: Adults 50 or older

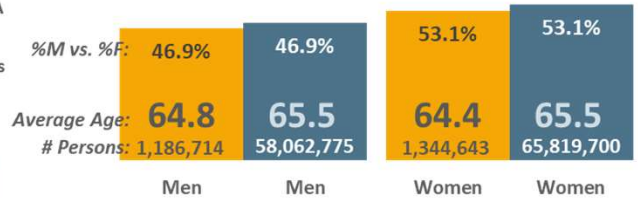


- who Live in the WASHINGTON, DC, DMA
- Remainder of USA DMAs

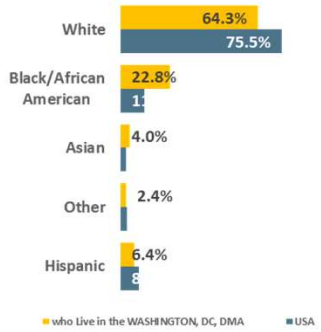
Total Persons:



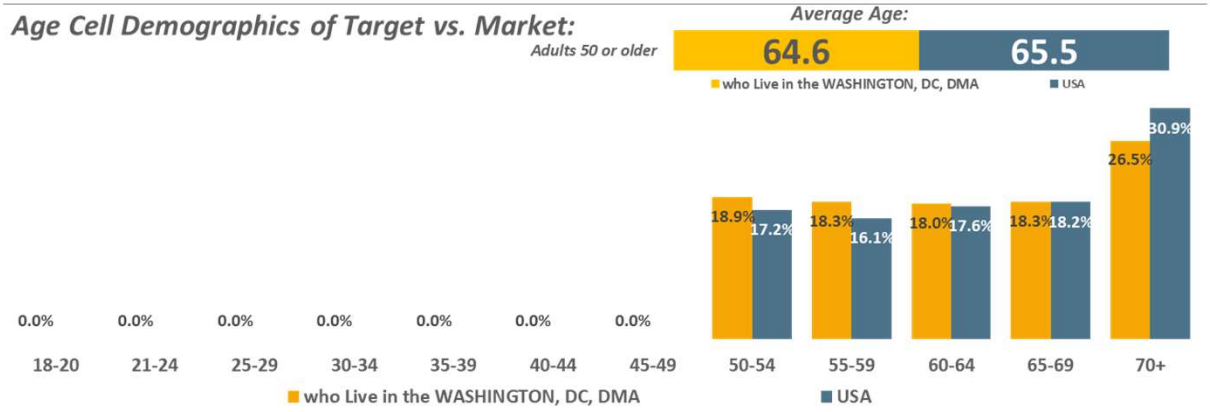
Gender of Target vs. Market: Adults 50 or older



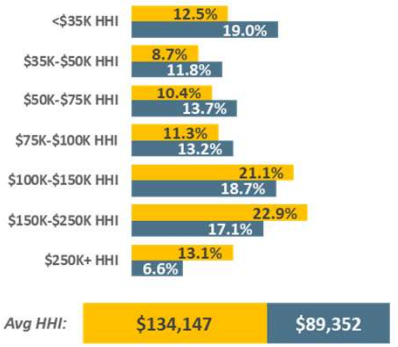
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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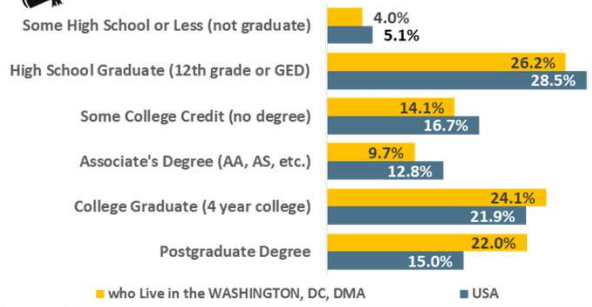
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



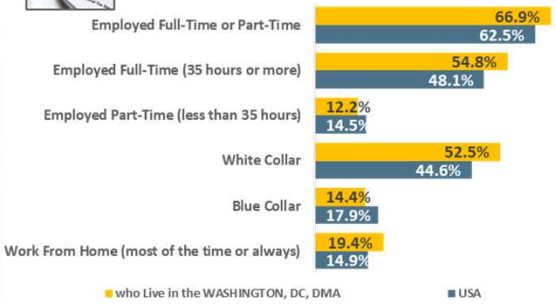
P18+

2.2% or 5,691,346 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are 24.8% more likely to be a college graduate, 14.% more likely to work full-time, 1.3% less likely to be married, 9.3% more likely to be a parent of 1 or more children under 18.

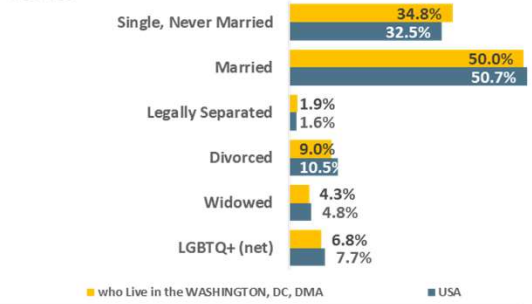
Education Levels: Adults 18 or older



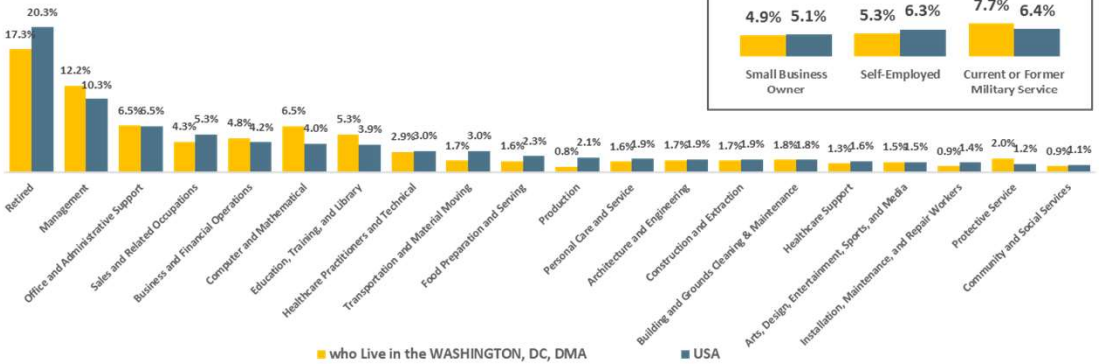
Employment: Adults 18 or older



Marital Status: Adults 18 or older

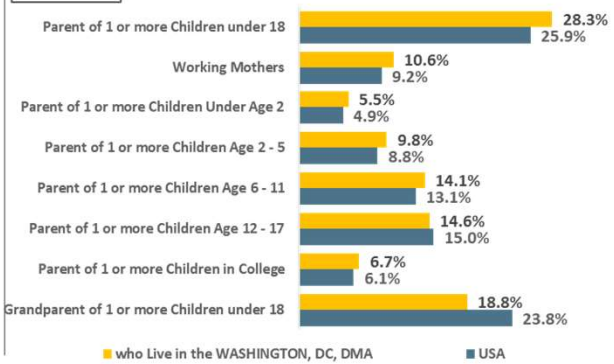


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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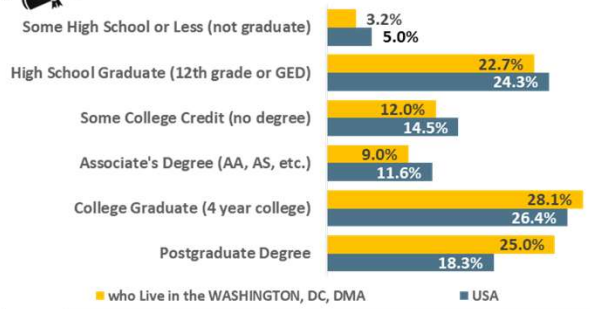
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



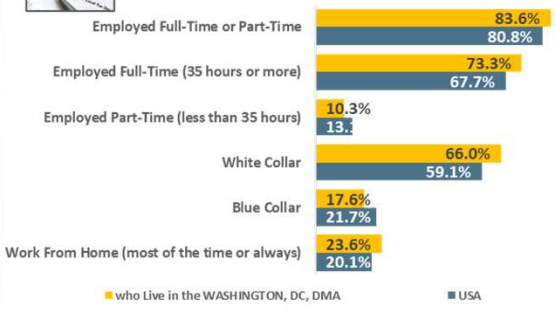
P25-54

2.3% or 2,968,139 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 18.9% more likely to be a college graduate, 8.3% more likely to work full-time, 1.1% more likely to be married, 1.% less likely to be a parent of 1 or more children under 18.

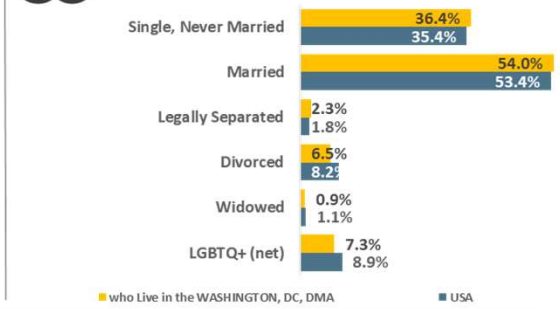
Education Levels: Adults 25 - 54



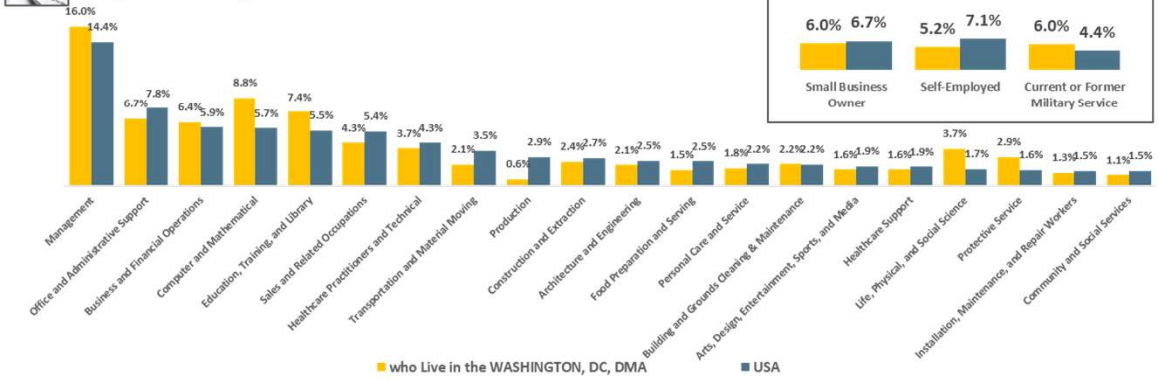
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

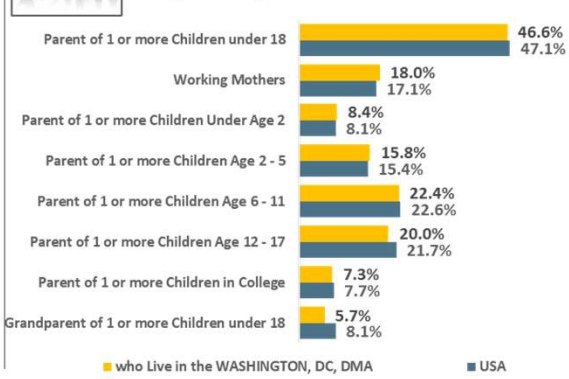


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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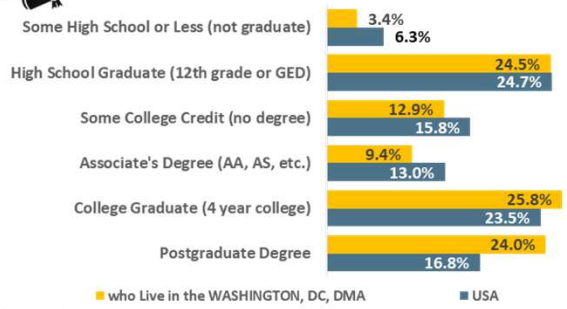
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



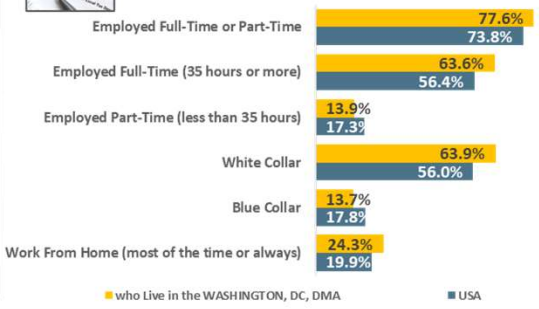
W25-54

2.3% or 1,518,770 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 23.7% more likely to be a college graduate, 12.8% more likely to work full-time, 3.5% less likely to be married, 31.% less likely to be a grandparent of 1 or more children under 18.

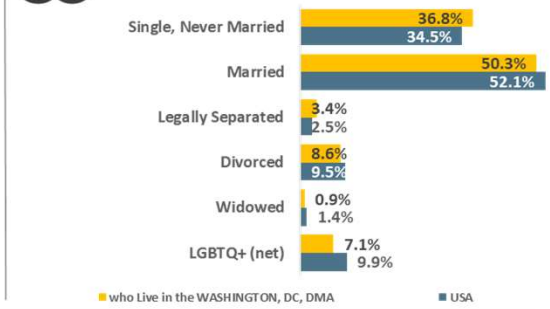
Education Levels: Women 25 - 54



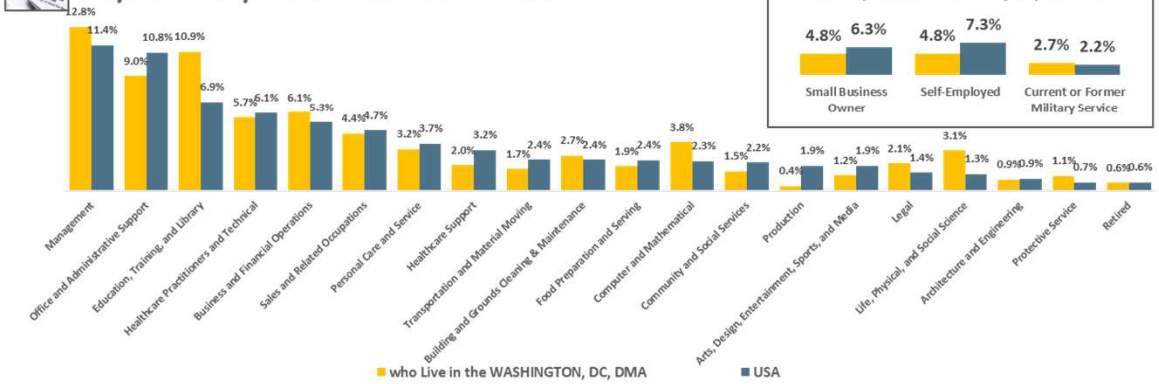
Employment: Women 25 - 54



Marital Status: Women 25 - 54

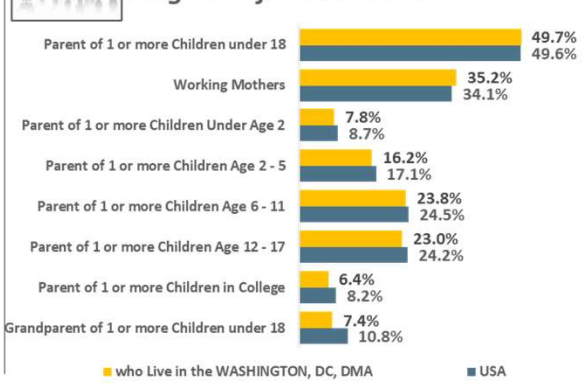


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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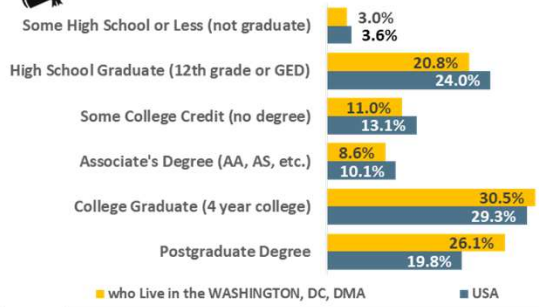
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



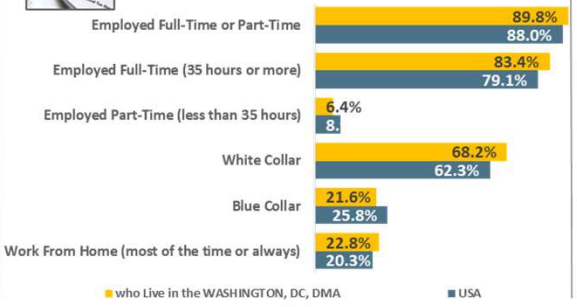
M25-54

2.3% or 1,449,369 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 15.2% more likely to be a college graduate, 5.4% more likely to work full-time, 5.8% more likely to be married, 2.6% less likely to be a parent of 1 or more children under 18.

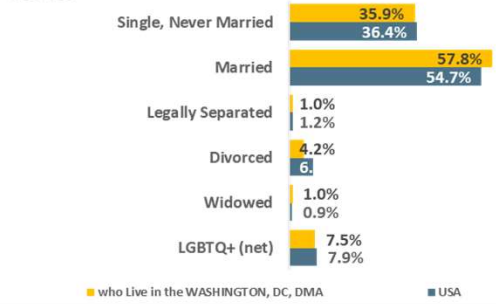
Education Levels: Men 25 - 54



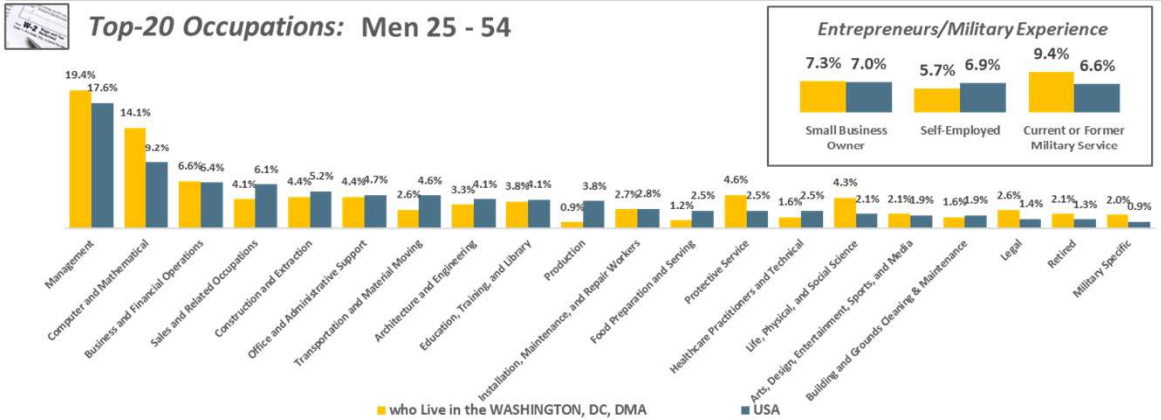
Employment: Men 25 - 54



Marital Status: Men 25 - 54

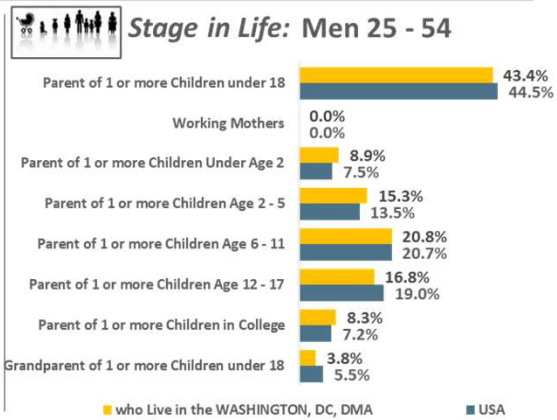


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



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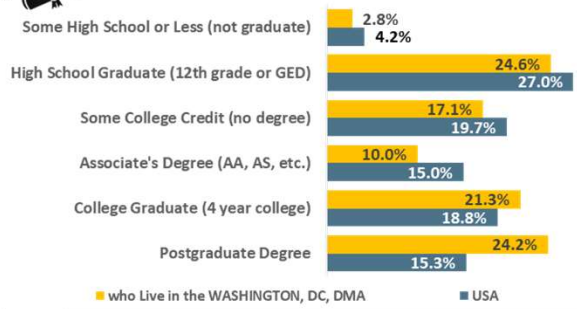
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



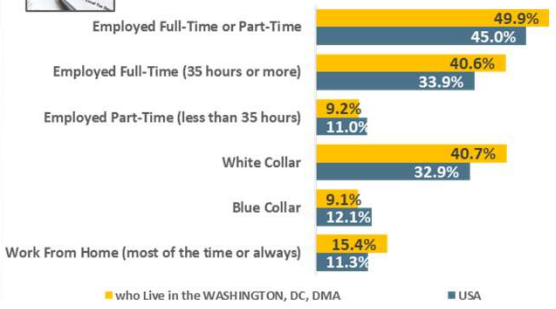
P50+

2.% or 2,531,357 of USA Adults 50 or older Live in the WASHINGTON, DC, DMA.
Adults 50 or older who Live in the WASHINGTON, DC, DMA are 33.5% more likely to be a college graduate, 19.6% more likely to work full-time, 1.9% less likely to be married, 16.3% less likely to be a grandparent of 1 or more children under 18.

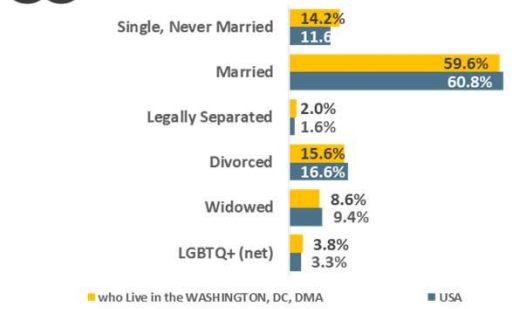
Education Levels: Adults 50 or older



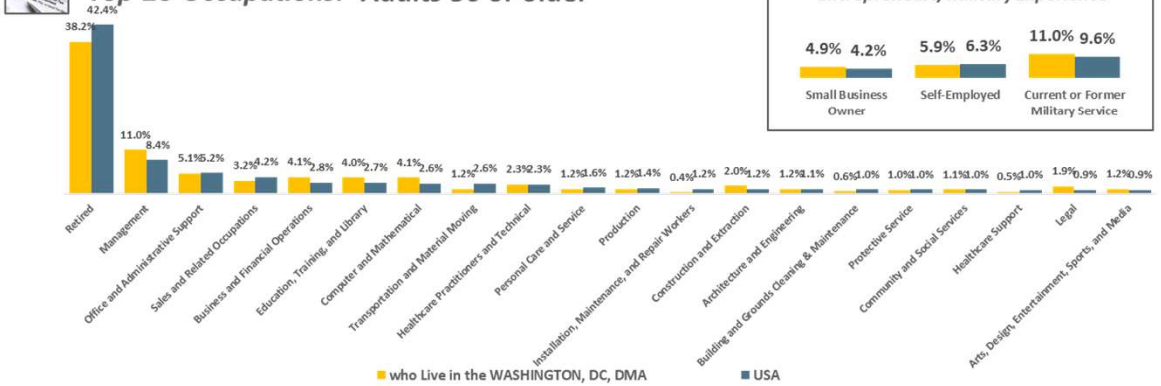
Employment: Adults 50 or older



Marital Status: Adults 50 or older

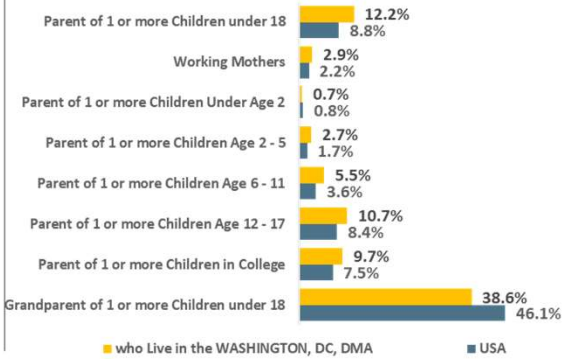


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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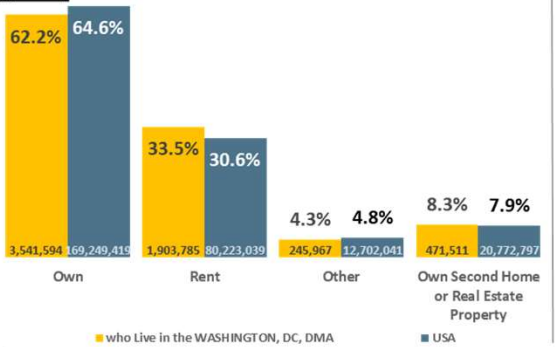
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



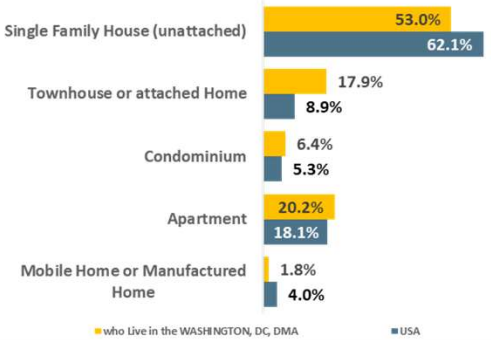
P18+

2.2% or 5,691,346 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are 3.6% less likely to own their home, 53.6% more likely to own a higher valued home, 14.6% less likely to have a single-family home, 11.1% less likely to have a dog.

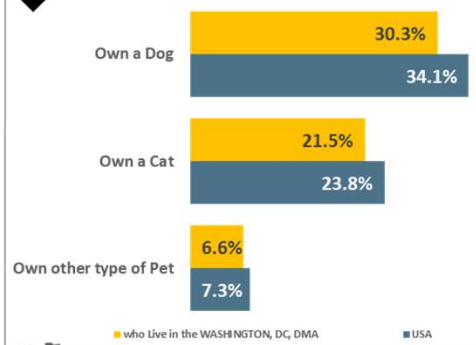
Own/Rent/Other: Adults 18 or older



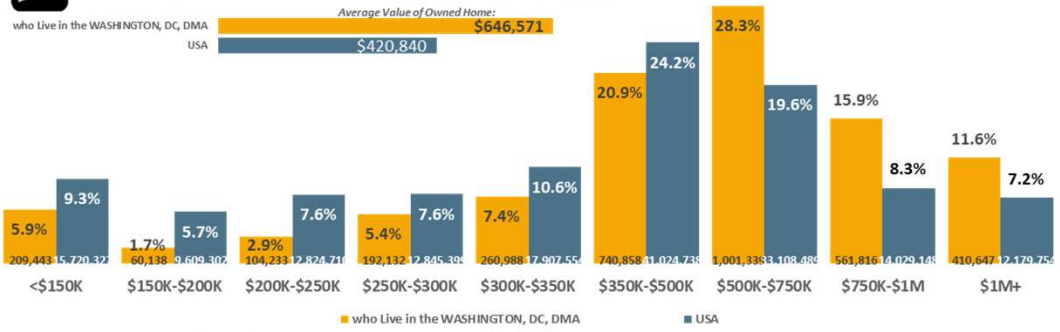
Type of Home: Adults 18 or older



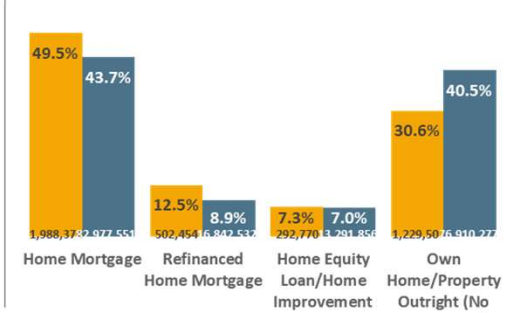
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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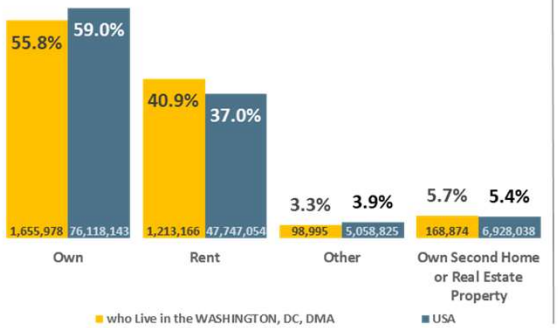
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



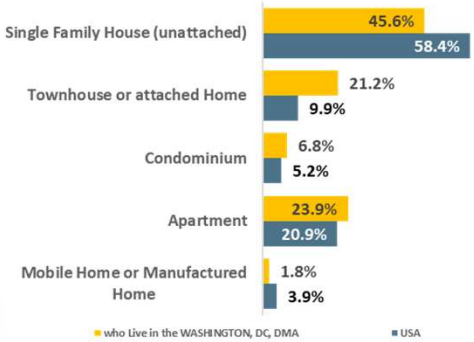
P25-54

2.3% or 2,968,139 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 5.5% less likely to own their home, 52.% more likely to own a higher valued home, 21.9% less likely to have a single-family home, 10.6% less likely to have a dog.

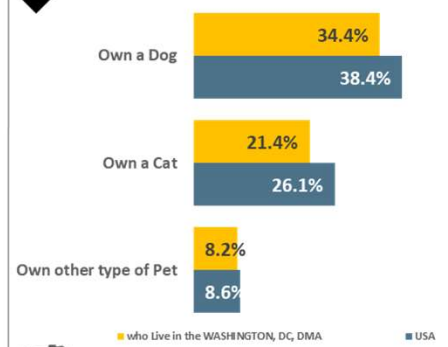
Own/Rent/Other: Adults 25 - 54



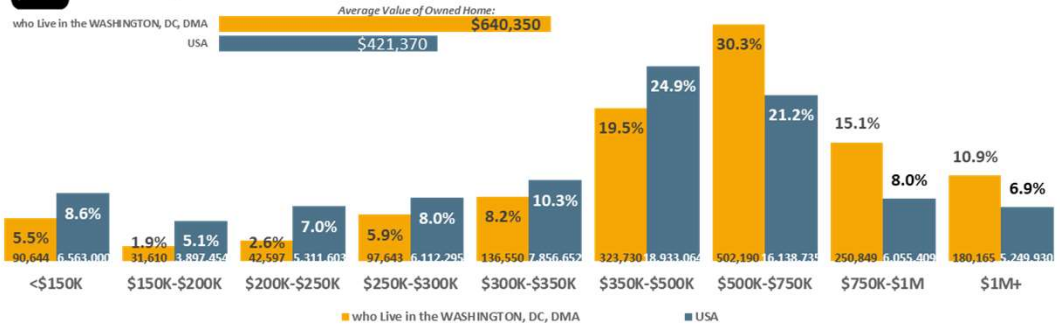
Type of Home: Adults 25 - 54



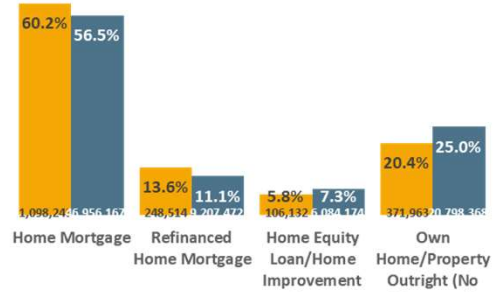
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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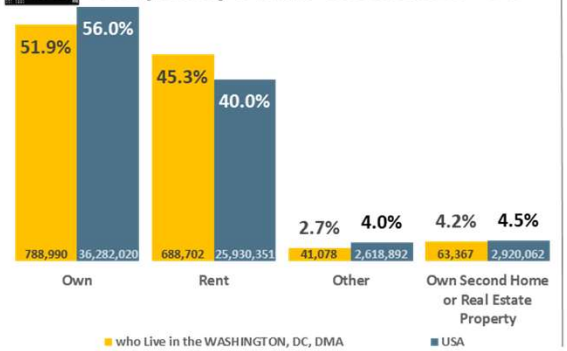
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



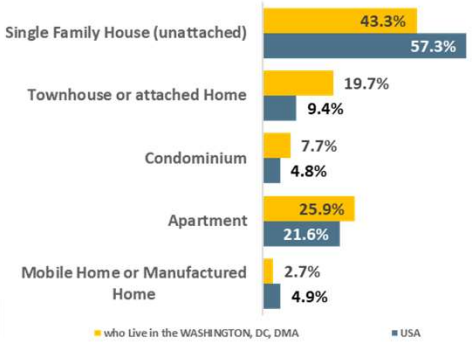
W25-54

2.3% or 1,518,770 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are 7.2% less likely to own their home, 52.5% more likely to own a higher valued home, 24.5% less likely to have a single-family home, 12.% less likely to have a dog.

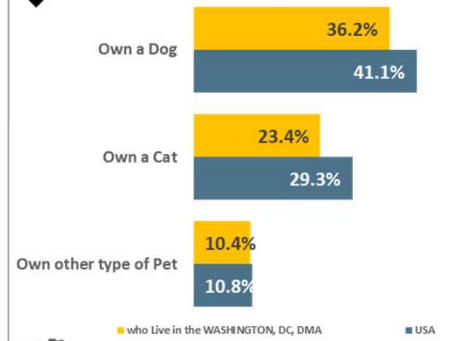
Own/Rent/Other: Women 25 - 54



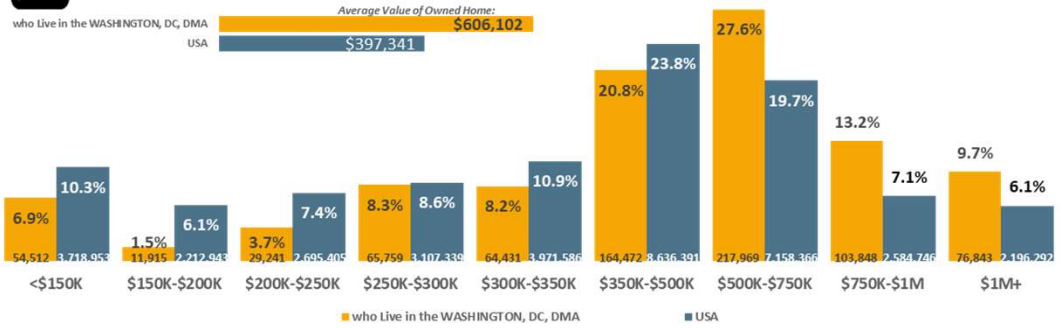
Type of Home: Women 25 - 54



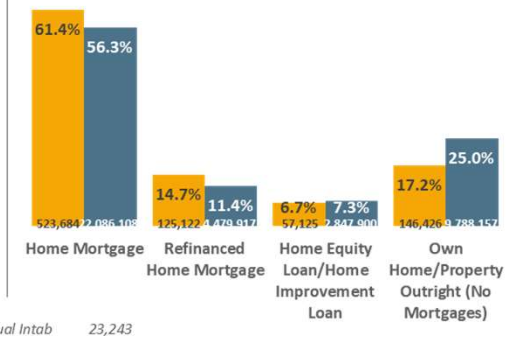
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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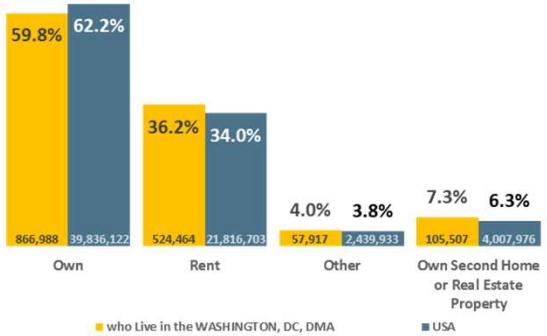
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



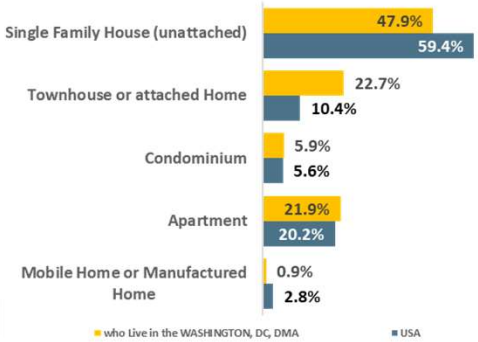
M25-54

2.3% or 1,449,369 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 3.8% less likely to own their home, 51.5% more likely to own a higher valued home, 19.3% less likely to have a single-family home, 9.1% less likely to have a dog.

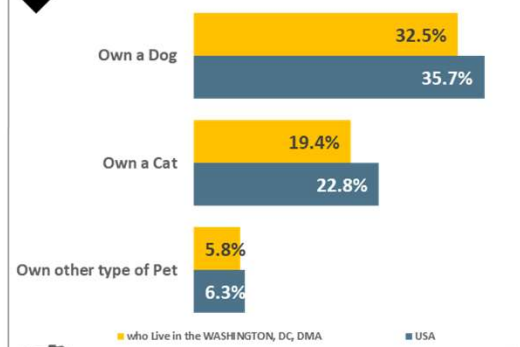
Own/Rent/Other: Men 25 - 54



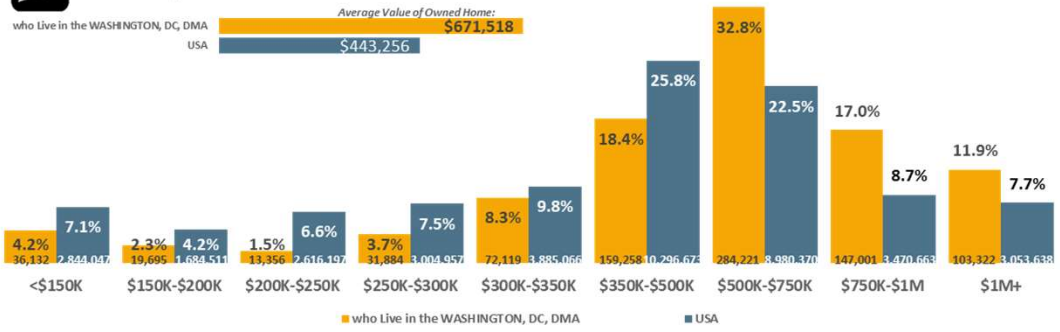
Type of Home: Men 25 - 54



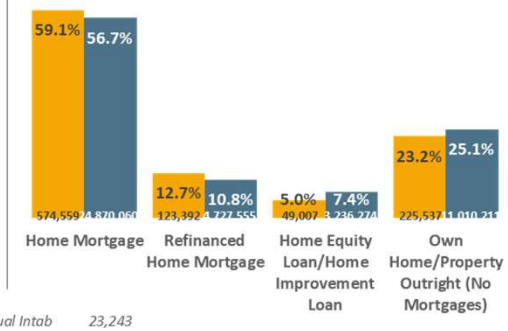
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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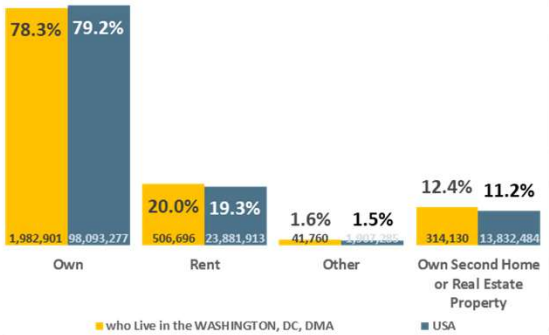
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



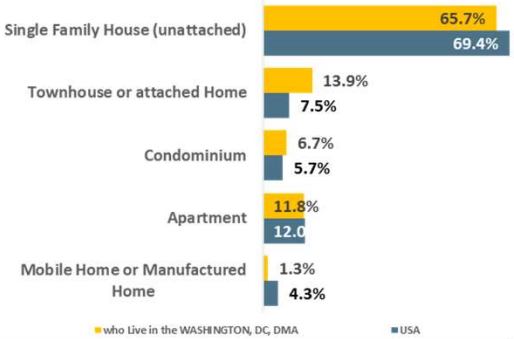
P50+

2.% or 2,531,357 of USA Adults 50 or older Live in the WASHINGTON, DC, DMA.
Adults 50 or older who Live in the WASHINGTON, DC, DMA are 1.1% less likely to own their home, 58.1% more likely to own a higher valued home, 5.3% less likely to have a single-family home, 11.6% less likely to have a dog.

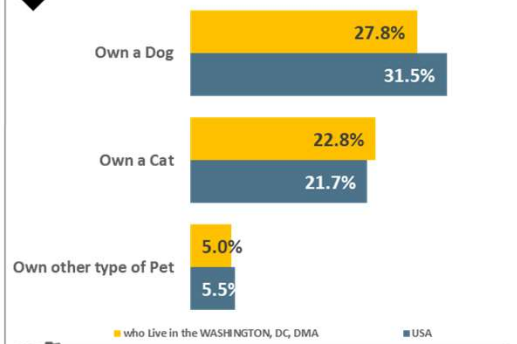
Own/Rent/Other: Adults 50 or older



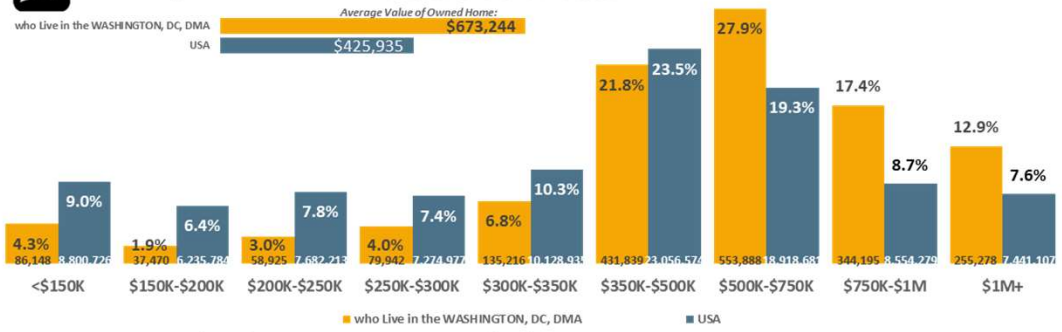
Type of Home: Adults 50 or older



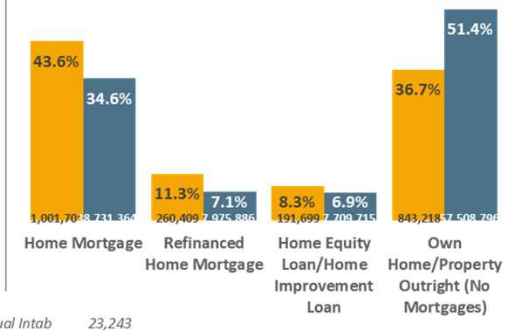
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



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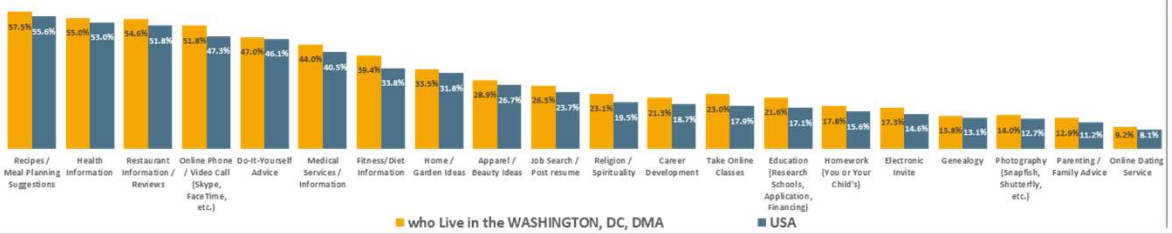
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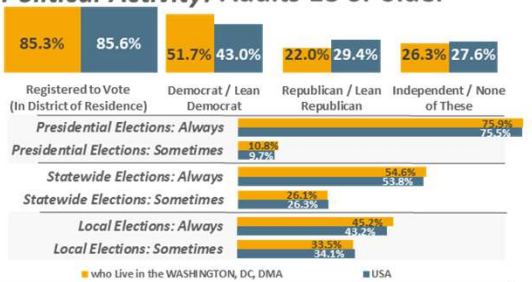
P18+

2.2% or 5,691,346 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are 2.% more likely to look up D-I-Y advice online, 4.6% more likely to always vote in local elections, 4.3% more likely to belong to a gym, 6.% more likely to fly domestic past yr.

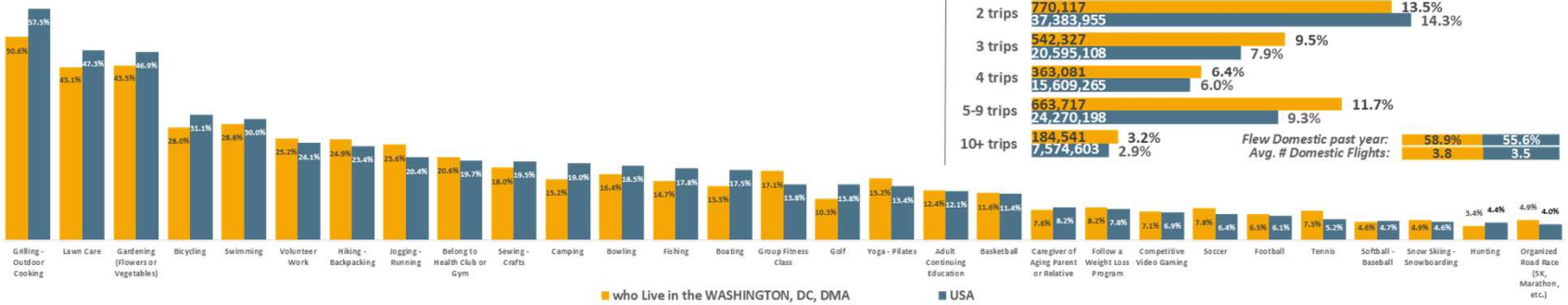
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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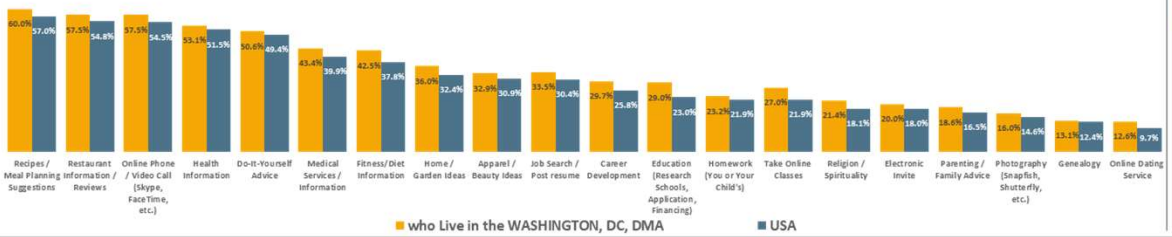
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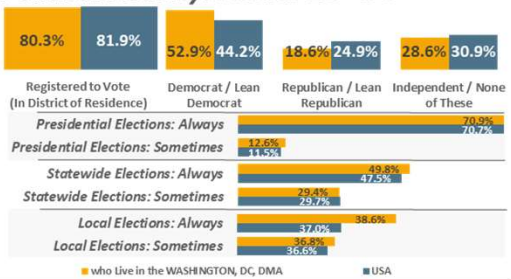
P25-54

2.3% or 2,968,139 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 2.5% more likely to look up D-I-Y advice online, 4.3% more likely to always vote in local elections, 11.8% more likely to belong to a gym, 10.5% more likely to fly domestic past yr.

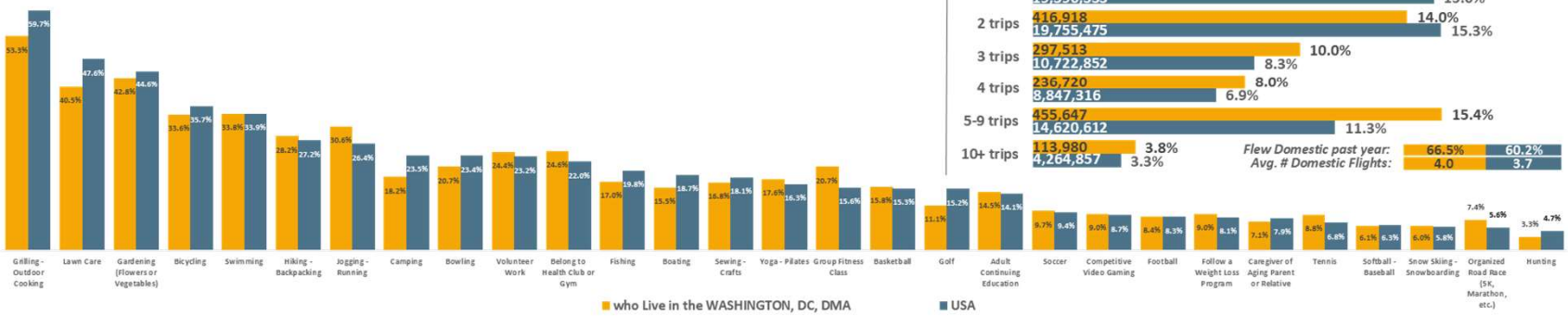
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

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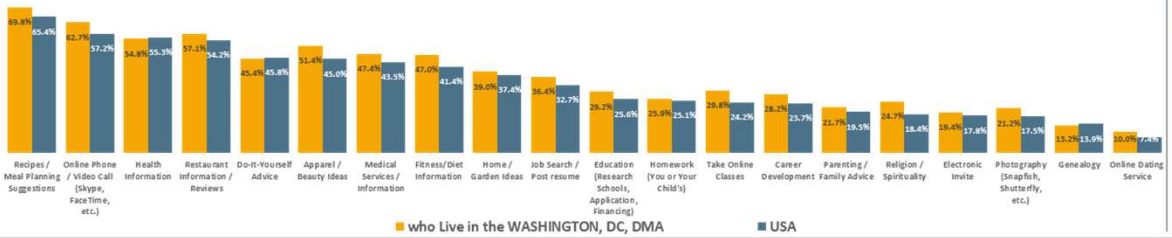
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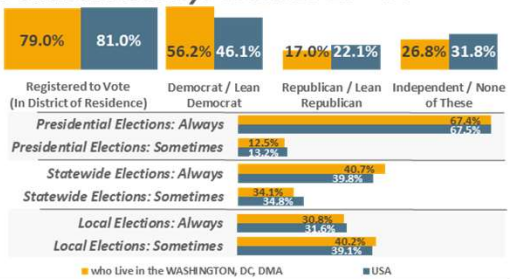
W25-54

2.3% or 1,518,770 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are .9% less likely to look up D-I-Y advice online, 2.5% less likely to always vote in local elections, 4.7% more likely to belong to a gym, 11.% more likely to fly domestic past yr.

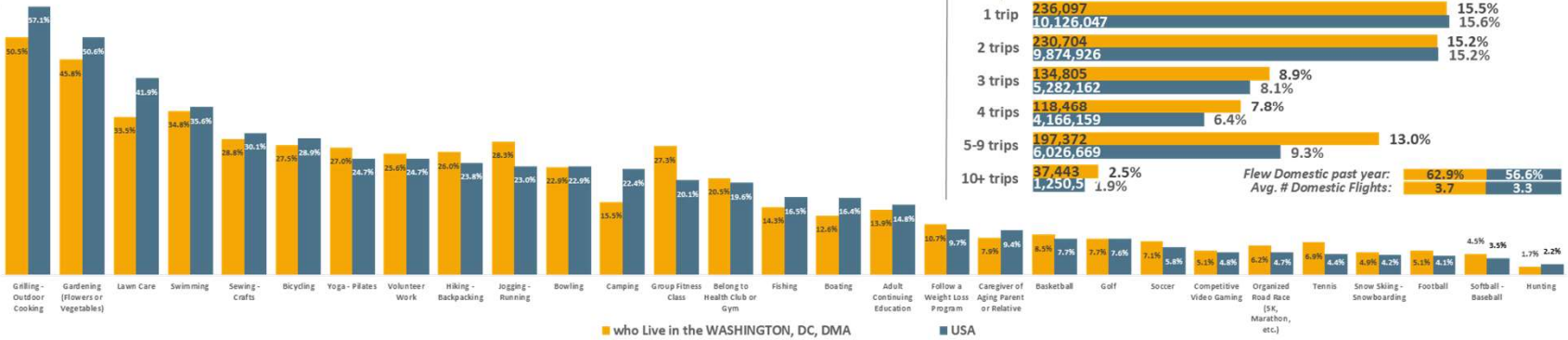
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

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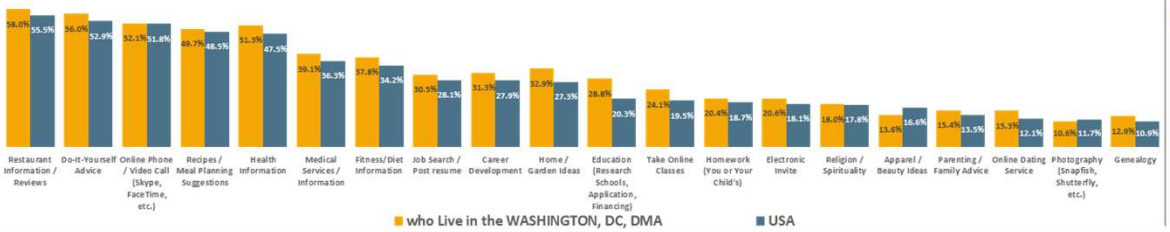
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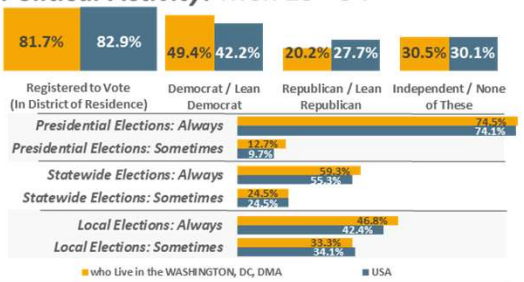
M25-54

2.3% or 1,449,369 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 5.8% more likely to look up D-I-Y advice online, 10.2% more likely to always vote in local elections, 18.2% more likely to belong to a gym, 10.3% more likely to fly domestic past yr.

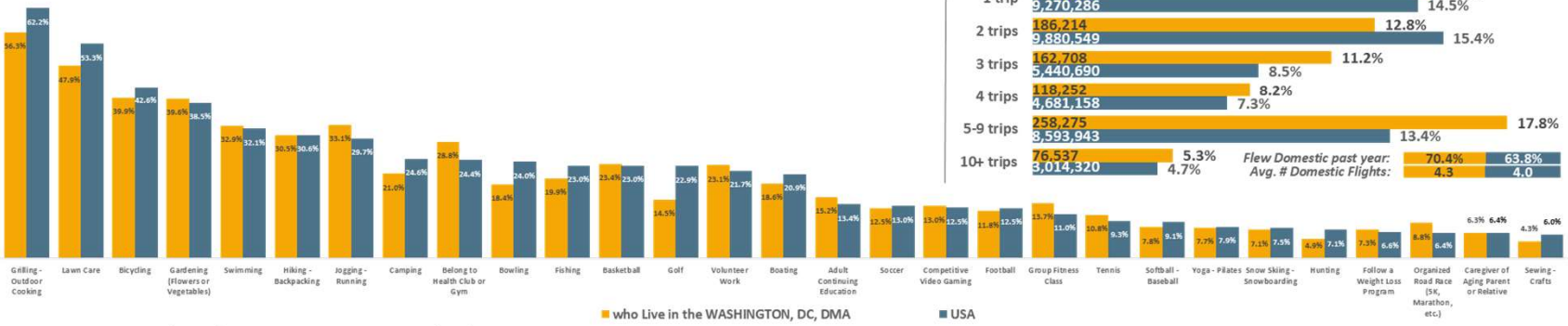
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



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



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

USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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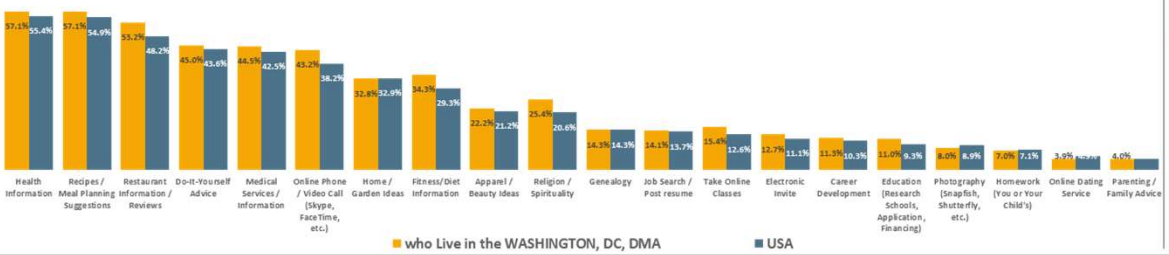
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243



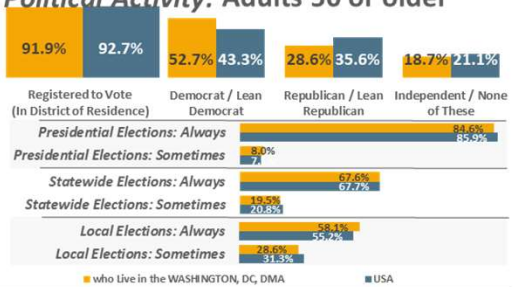
P50+

2.% or 2,531,357 of USA Adults 50 or older Live in the WASHINGTON, DC, DMA.
Adults 50 or older who Live in the WASHINGTON, DC, DMA are 3.2% more likely to look up D-I-Y advice online, 5.3% more likely to always vote in local elections, .8% more likely to belong to a gym, .6% more likely to fly domestic past yr.

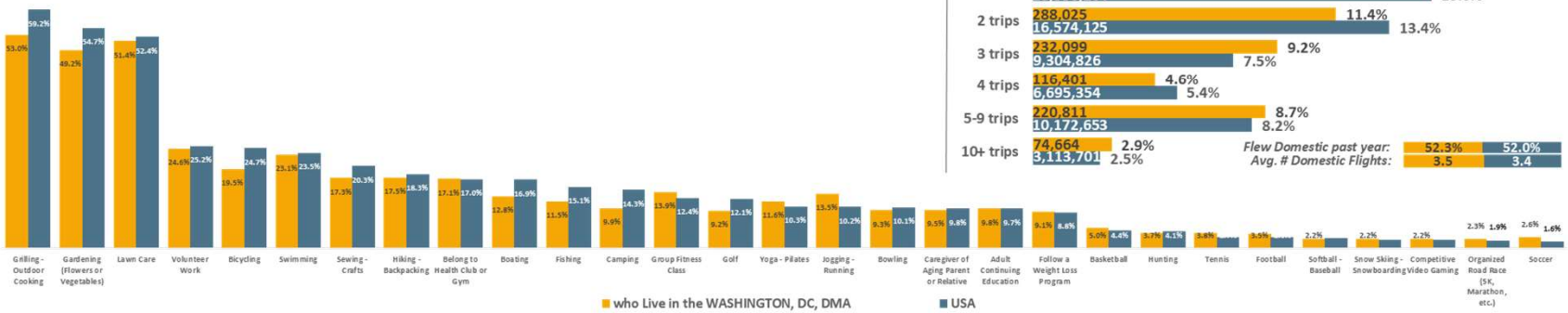
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



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



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

USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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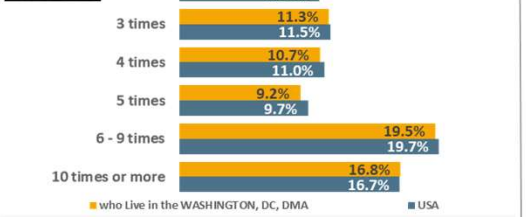


P18+

2.2% or 5,691,346 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are .9% more likely to use QSRs past mo., .4% more likely to use Sit-Down Restaurants past mo., 18.7% less likely to use Casinos past yr., 29.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



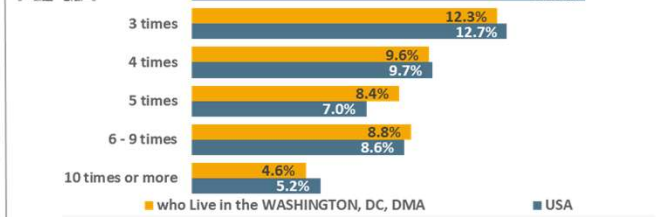


Total Monthly QSR Users:
88.5% 87.7%
5,035,874 229,822,149

Avg. Monthly QSR Meals:
6.3 6.3

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





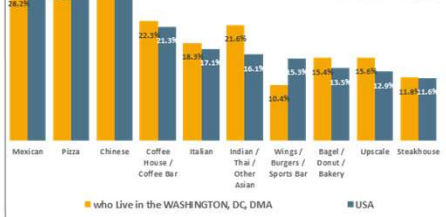
Total Monthly Sit-Down Restaurant Users:
75.0% 74.7%
4,268,446 195,761,148

Avg. Monthly Sit-Down Restaurant Meals:
4.0 4.0

Top-10 Cuisines: Adults 18 or older

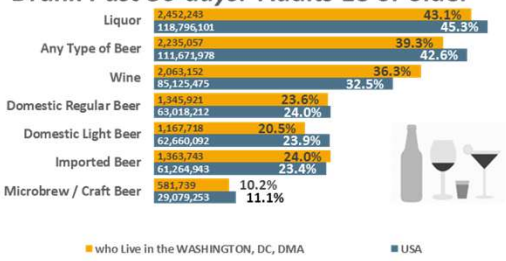
(Sit-Down Restaurants Used Past 30-days)





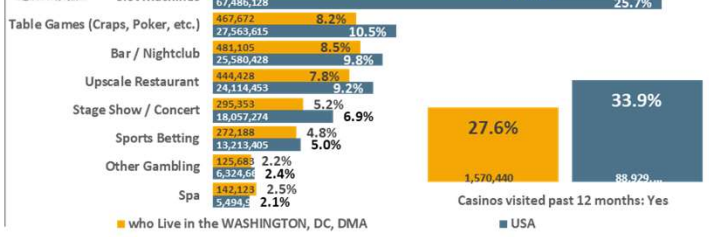
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WASHINGTON, DC, DMA 1,429,610 25.1%
USA 18.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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P25-54

2.3% or 2,968,139 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are .1% less likely to use QSRs past mo., 3.2% more likely to use Sit-Down Restaurants past mo., 19.% less likely to use Casinos past yr., 40.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:
89.9% 89.9%
2,667,158 115,909,976

Avg. Monthly QSR Meals:
6.9 6.8

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



Total Monthly Sit-Down Restaurant Users:
78.1% 75.7%
2,318,415 97,582,469

Avg. Monthly Sit-Down Restaurant Meals:
4.1 4.1

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



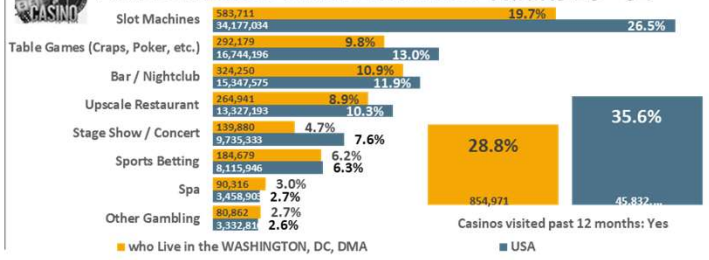
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WASHINGTON, DC, DMA 920,782 31.0%
USA 24.4%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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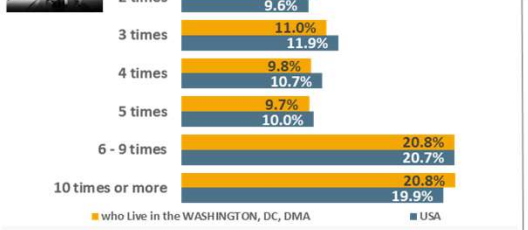


W25-54

2.3% or 1,518,770 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are .1% less likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 24.2% less likely to use Casinos past yr., 37.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54





Total Monthly QSR Users:

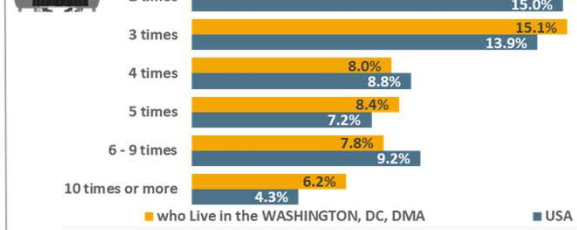


Avg. Monthly QSR Meals:



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

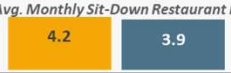




Total Monthly Sit-Down Restaurant Users:



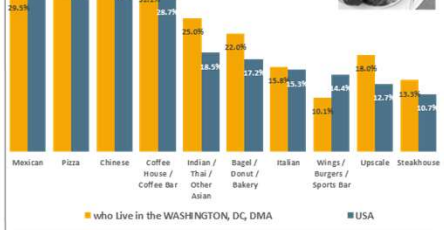
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)

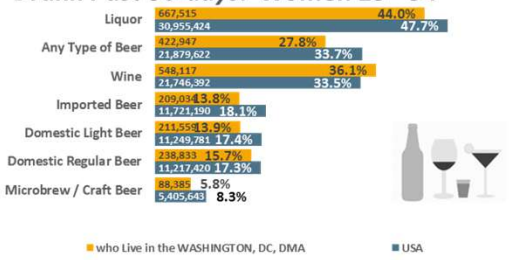




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

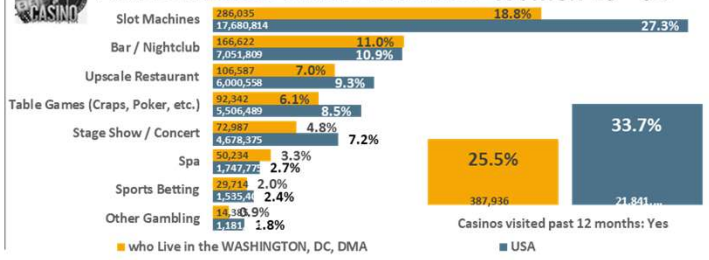


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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M25-54

2.3% or 1,449,369 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are .1% less likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 13.9% less likely to use Casinos past yr., 44.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
88.4% 88.5%
1,281,281 56,707,017

Avg. Monthly QSR Meals:
7.0 6.8

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



Total Monthly Sit-Down Restaurant Users:
80.2% 76.9%
1,162,615 49,270,656

Avg. Monthly Sit-Down Restaurant Meals:
4.1 4.2

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WASHINGTON, DC, DMA 431,540 29.8%
USA 21.8%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



Used Past 30-days: Men 25 - 54



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P50+

2.% or 2,531,357 of USA Adults 50 or older Live in the WASHINGTON, DC, DMA.
Adults 50 or older who Live in the WASHINGTON, DC, DMA are 2.% more likely to use QSRs past mo., .4% more likely to use Sit-Down Restaurants past mo., 18.3% less likely to use Casinos past yr., 4.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



Total Monthly QSR Users:
86.0% 84.3%
2,176,600 104,451,208

Avg. Monthly QSR Meals:
5.7 5.6

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



Total Monthly Sit-Down Restaurant Users:
74.9% 74.6%
1,896,431 92,459,342

Avg. Monthly Sit-Down Restaurant Meals:
4.0 4.0

Top-10 Cuisines: Adults 50 or older

(Sit-Down Restaurants Used Past 30-days)



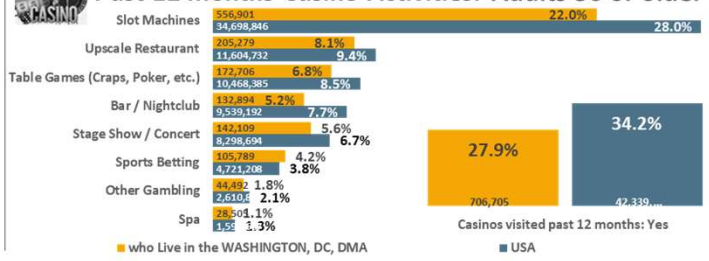
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WASHINGTON, DC, DMA 465,906 18.4%
USA 15,016,718 11.0%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



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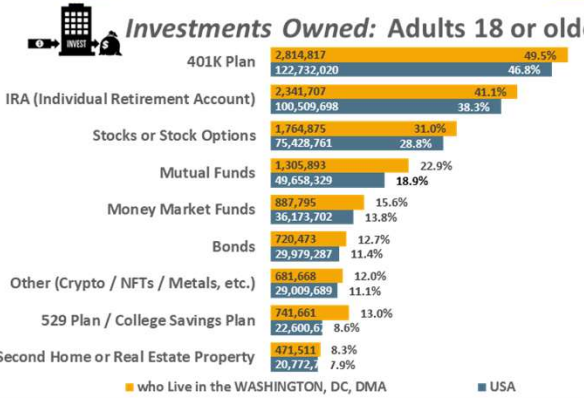
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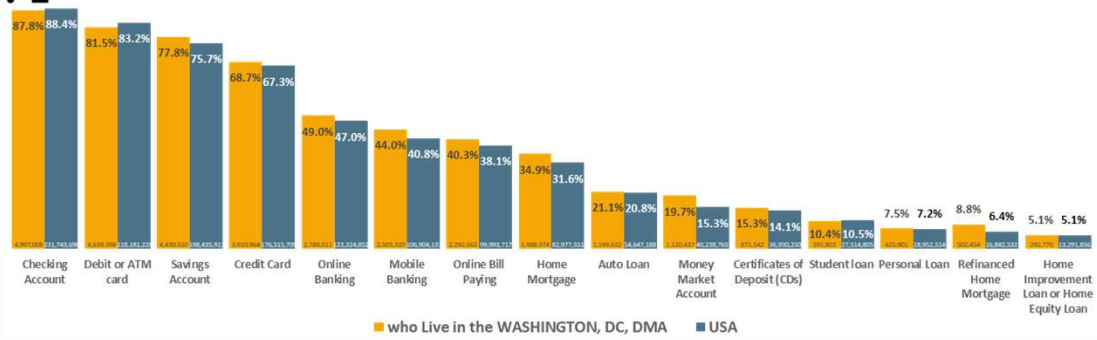
P18+

2.2% or 5,691,346 of USA Adults 18 or older Live in the WASHINGTON, DC, DMA.
Adults 18 or older who Live in the WASHINGTON, DC, DMA are 5.6% more likely to have a 401K, 1.1% more likely to have an Auto Loan, 15.9% more likely to Invest/Trade Stocks Online, 10.% less likely to pay with their Debit Card.

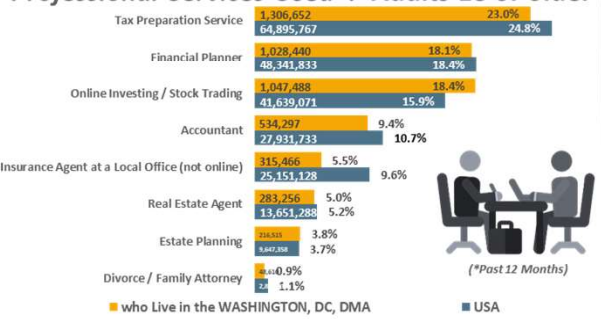
Investments Owned: Adults 18 or older



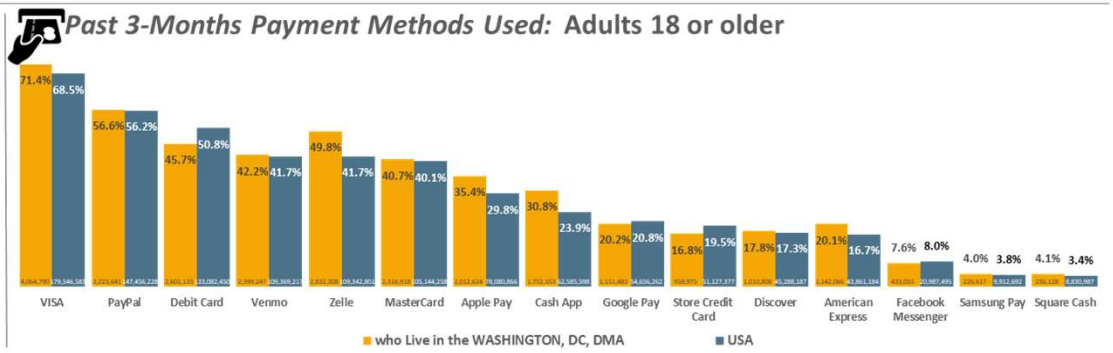
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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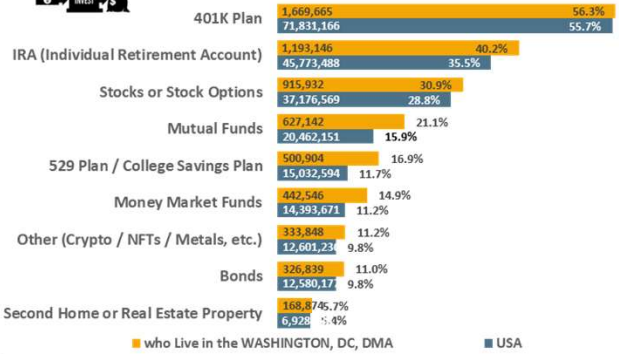
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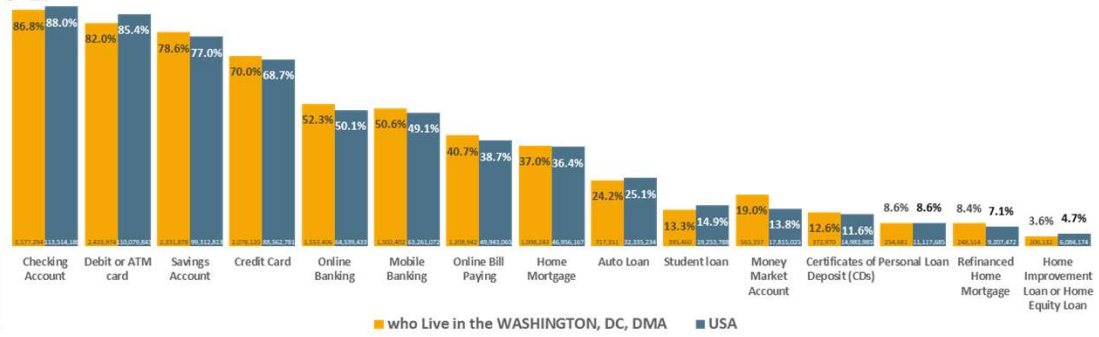
P25-54

2.3% or 2,968,139 of USA Adults 25 - 54 Live in the WASHINGTON, DC, DMA.
Adults 25 - 54 who Live in the WASHINGTON, DC, DMA are 1.% more likely to have a 401K, 3.6% less likely to have an Auto Loan, 17.4% more likely to Invest/Trade Stocks Online, 12.9% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

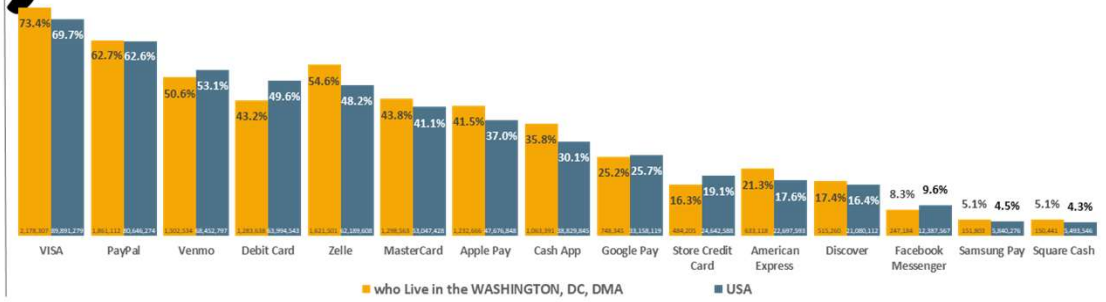


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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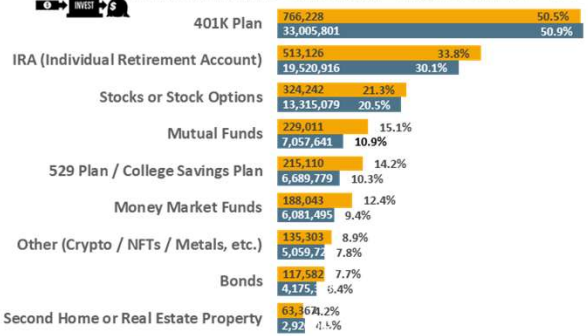


W25-54

2.3% or 1,518,770 of USA Women 25 - 54 Live in the WASHINGTON, DC, DMA.
Women 25 - 54 who Live in the WASHINGTON, DC, DMA are .9% less likely to have a 401K, 16.2% less likely to have an Auto Loan, 26.2% more likely to Invest/Trade Stocks Online, 14.5% less likely to pay with their Debit Card.

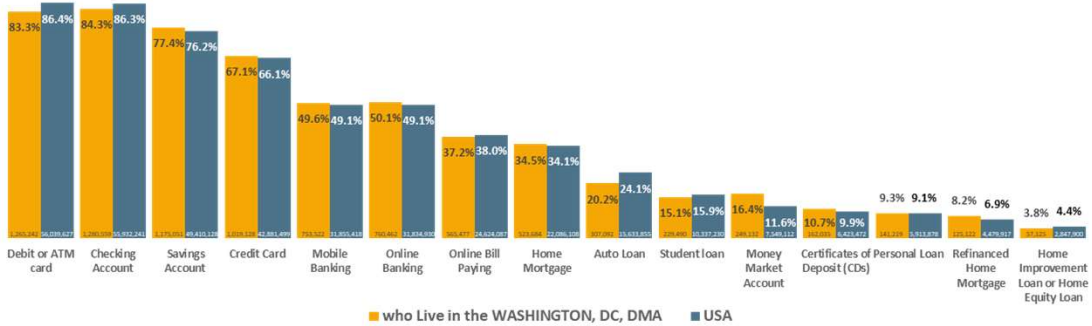
Investments Owned: Women 25 - 54





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





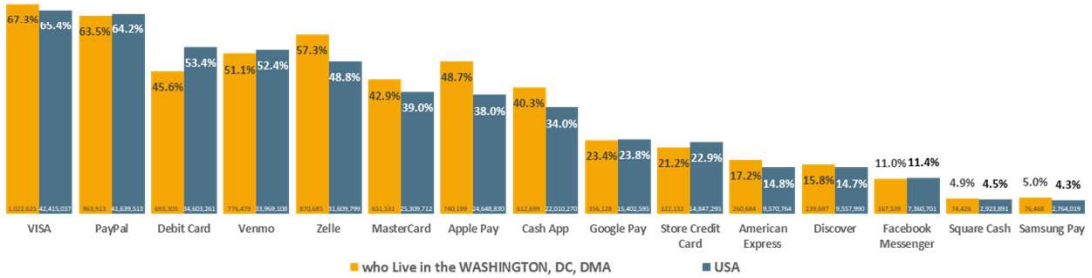
Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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





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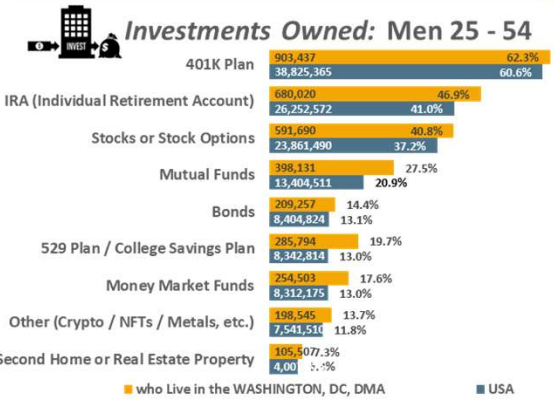
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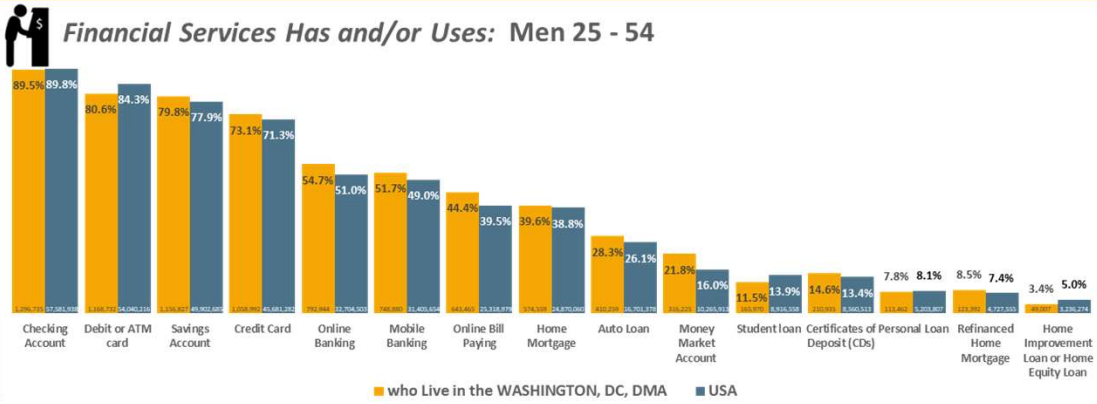
M25-54

2.3% or 1,449,369 of USA Men 25 - 54 Live in the WASHINGTON, DC, DMA.
Men 25 - 54 who Live in the WASHINGTON, DC, DMA are 2.9% more likely to have a 401K, 8.6% more likely to have an Auto Loan, 14.4% more likely to Invest/Trade Stocks Online, 11.2% less likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

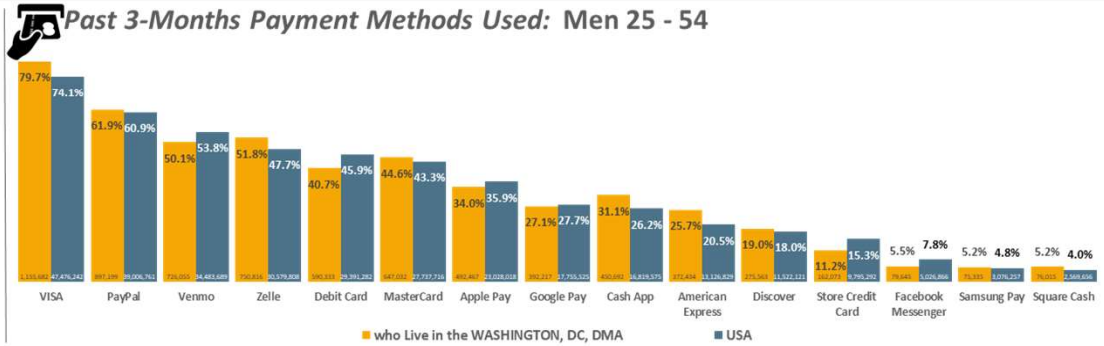


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



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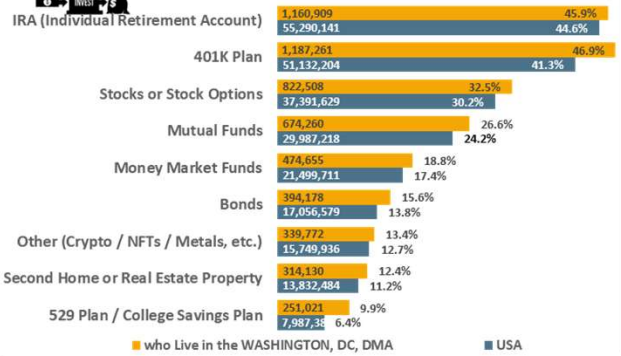


P50+

2.% or 2,531,357 of USA Adults 50 or older Live in the WASHINGTON, DC, DMA.
Adults 50 or older who Live in the WASHINGTON, DC, DMA are 13.6% more likely to have a 401K, 10.% more likely to have an Auto Loan, 17.1% more likely to Invest/Trade Stocks Online, 4.7% less likely to pay with their Debit Card.

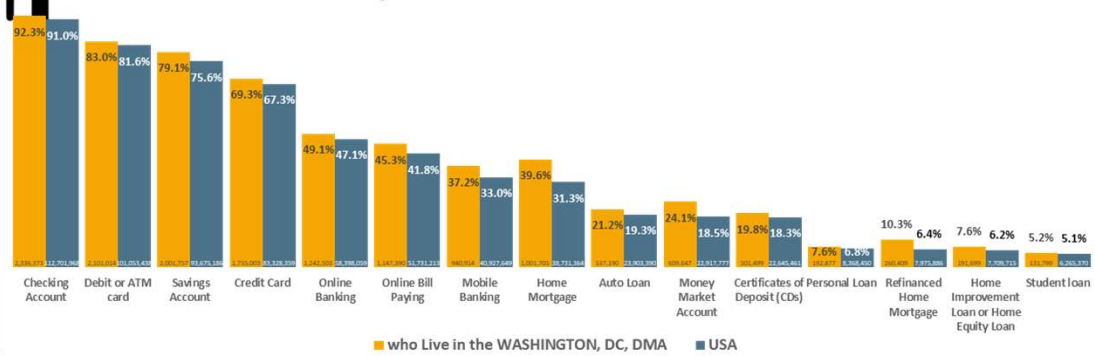
Investments Owned: Adults 50 or older





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



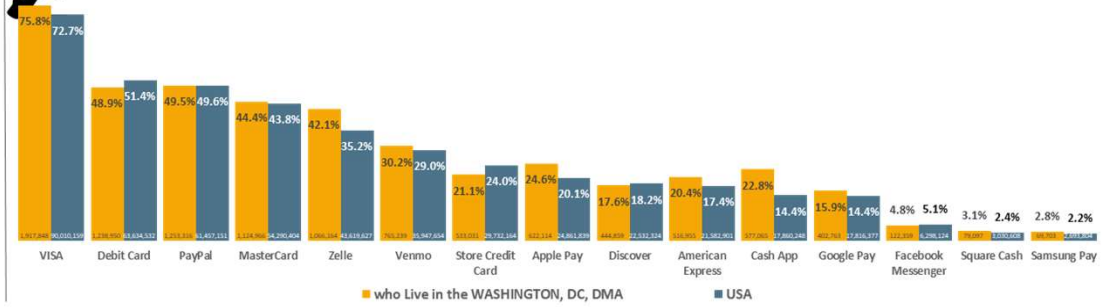


Professional Services Used:* Adults 50 or older



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





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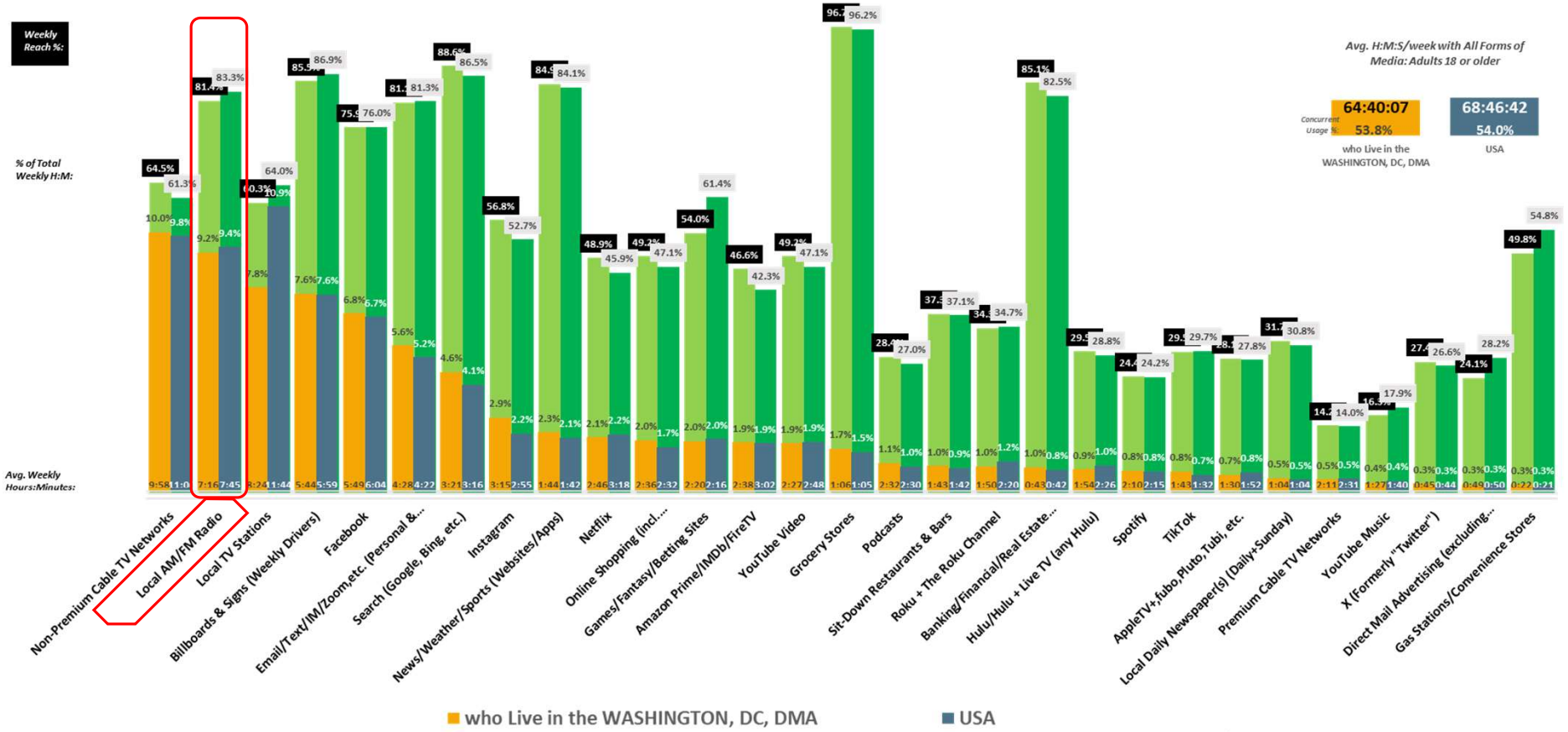
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P18+

Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 16 hours, 40 minutes and 7 seconds each week with All Forms of Media.

81.4% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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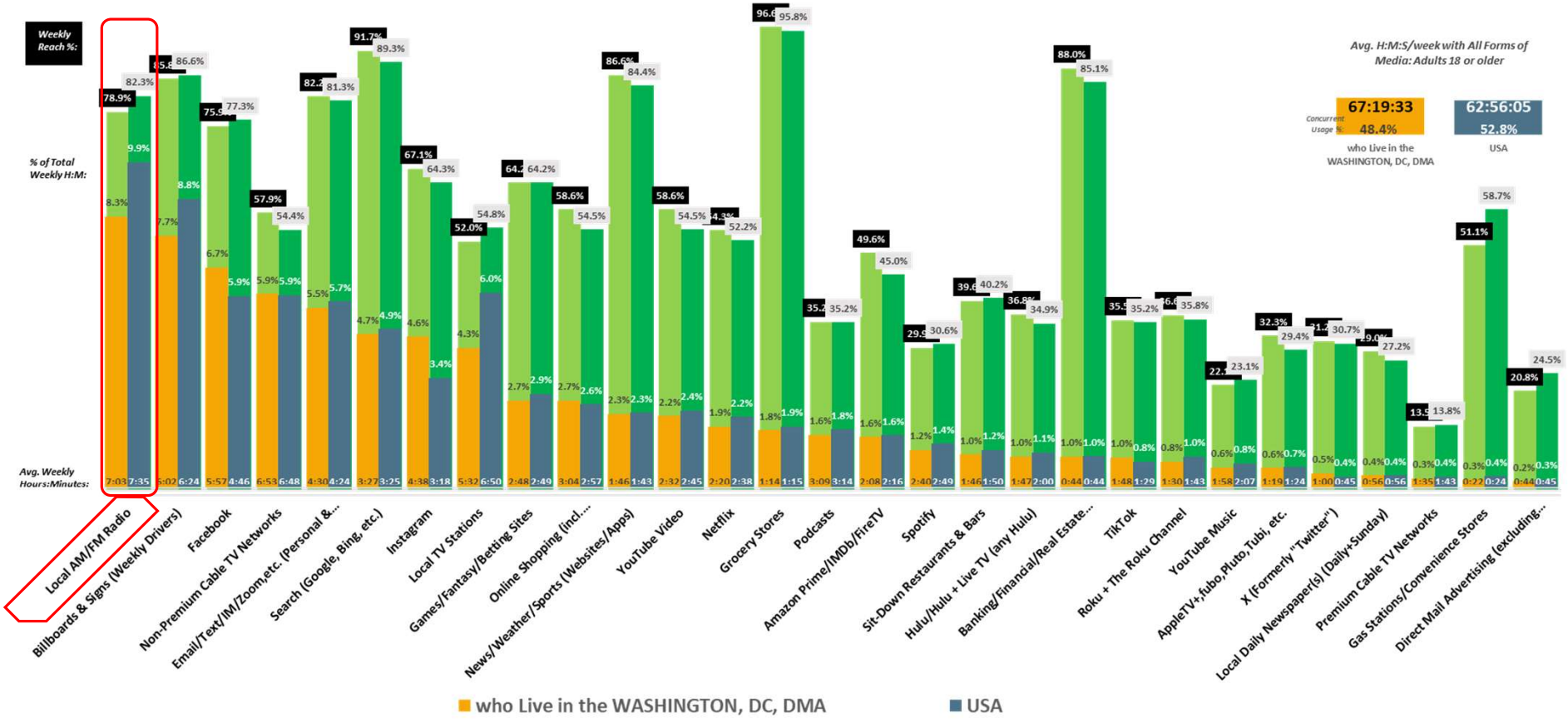
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P25-54

Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 19 hours, 19 minutes and 33 seconds each week with All Forms of Media.

78.9% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



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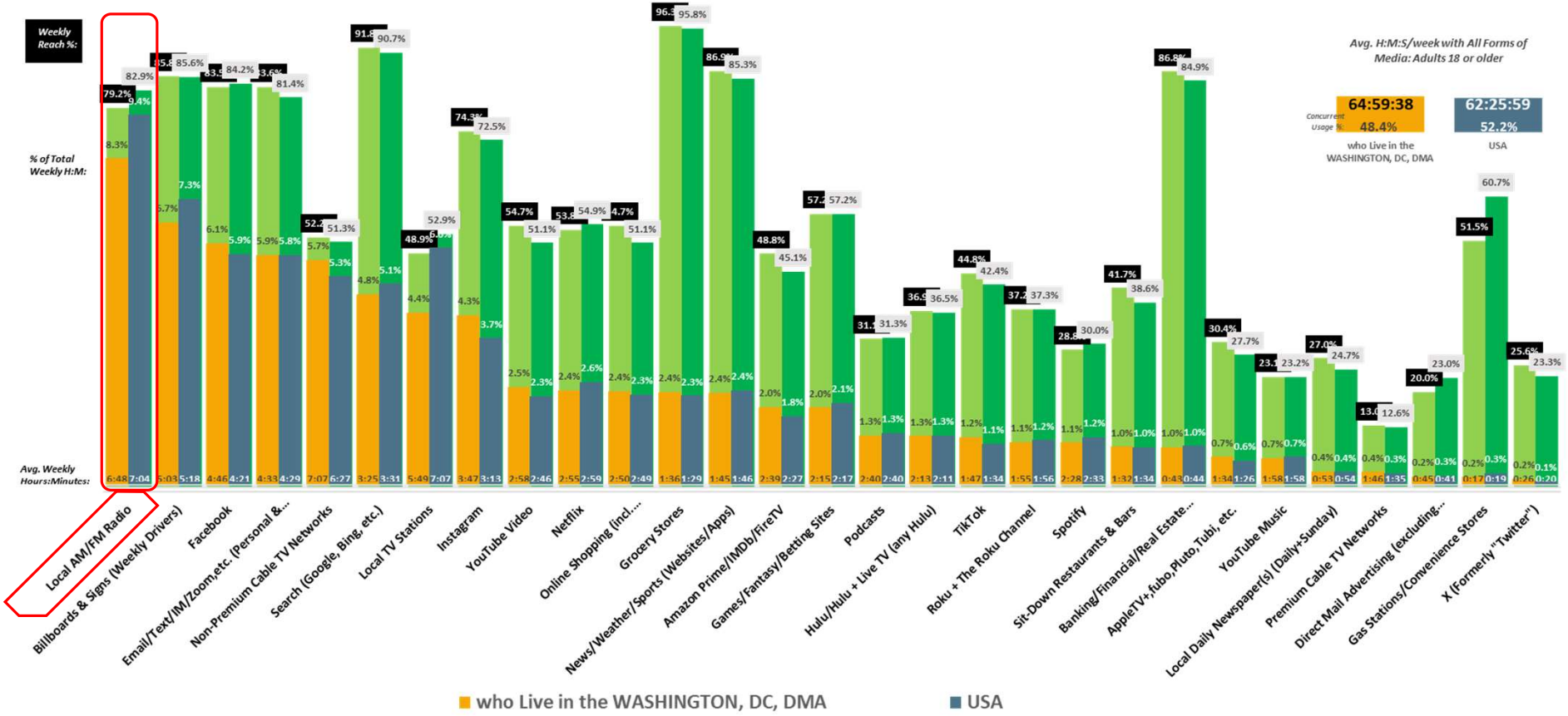
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W25-54

Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 16 hours, 59 minutes and 38 seconds each week with All Forms of Media.

79.2% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



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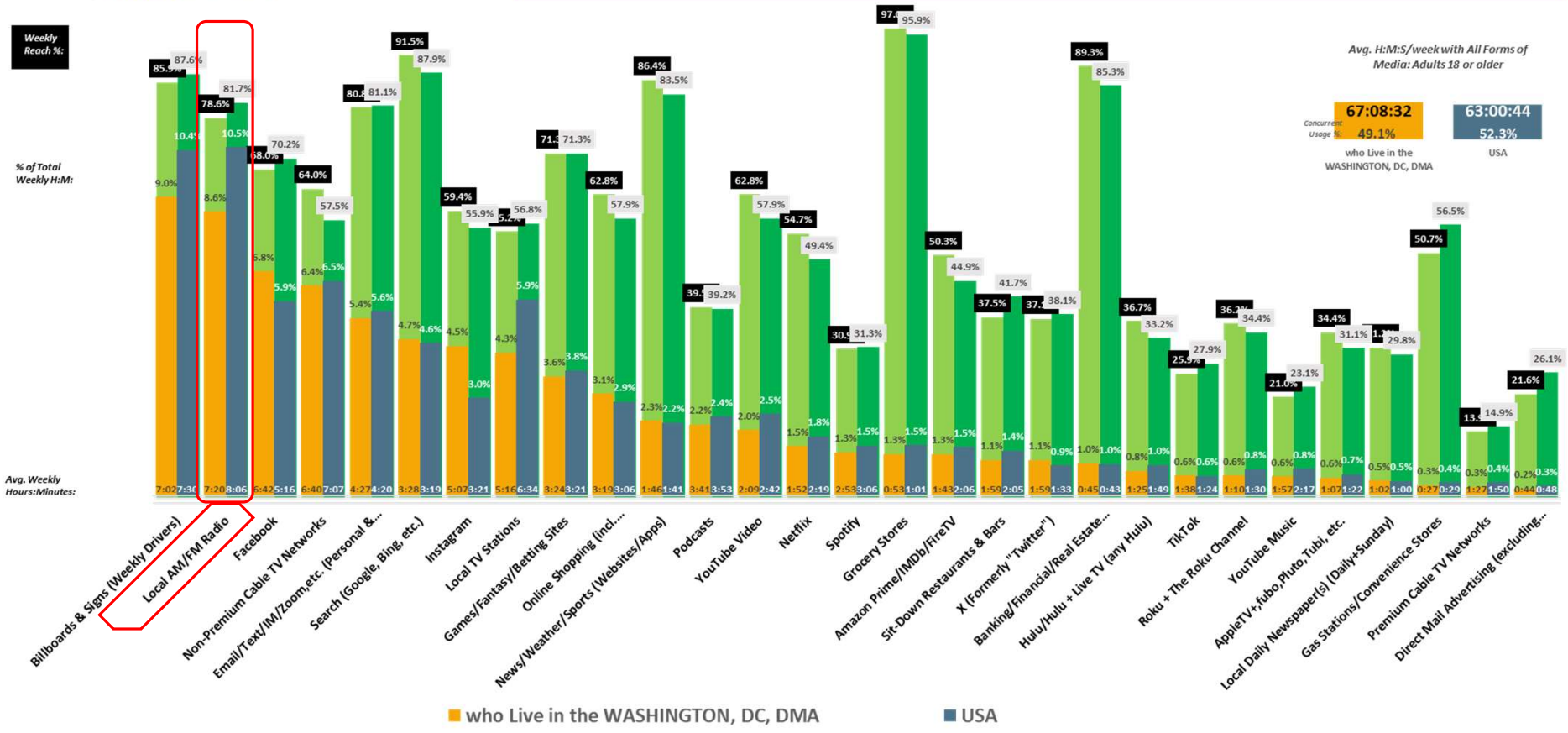
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M25-54

Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 19 hours, 8 minutes and 32 seconds each week with All Forms of Media.

78.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



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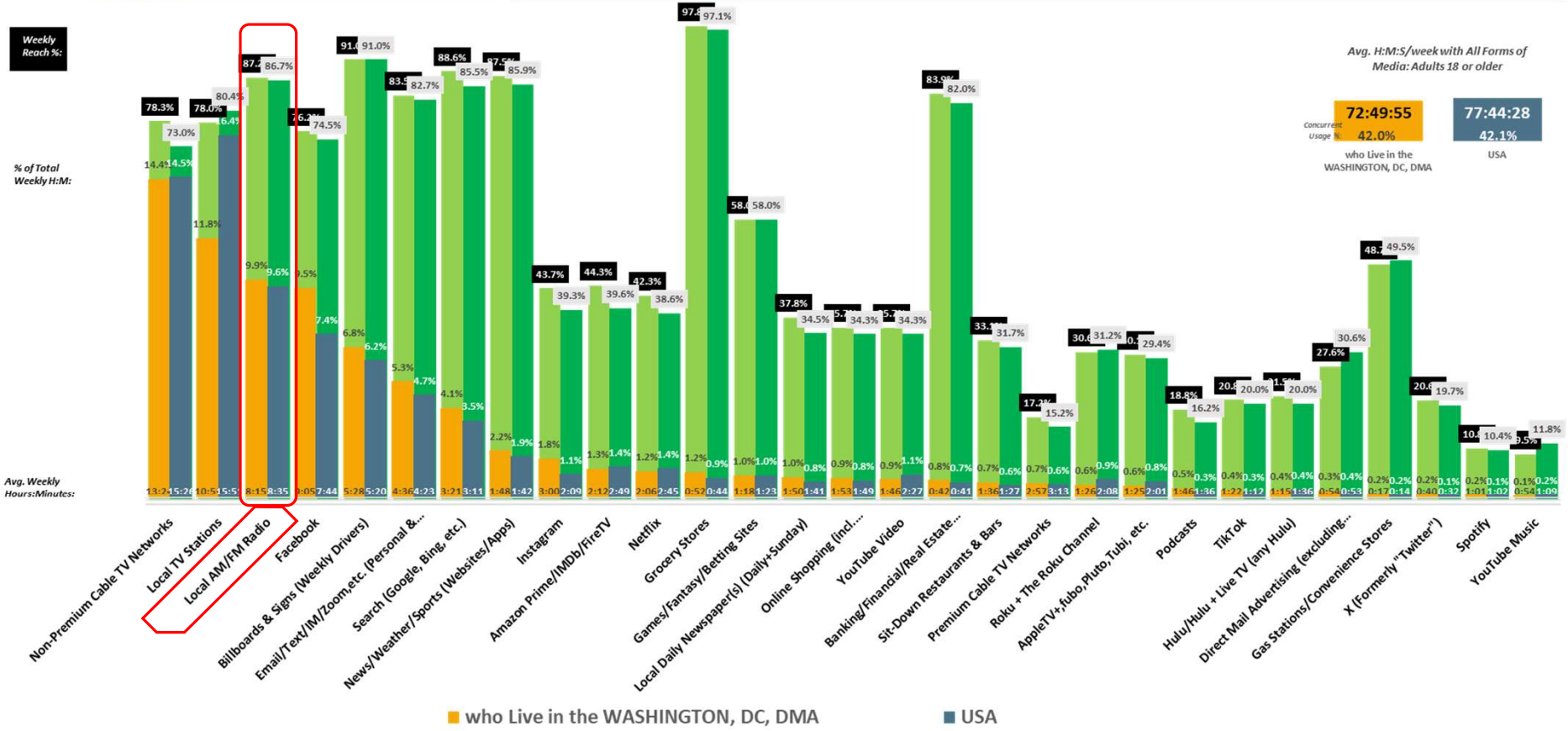
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P50+

Adults 50 or older who Live in the WASHINGTON, DC, DMA spend an average of 3 days, 0 hours, 49 minutes and 55 seconds each week with All Forms of Media.

87.2% of Adults 50 or older who Live in the WASHINGTON, DC, DMA spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



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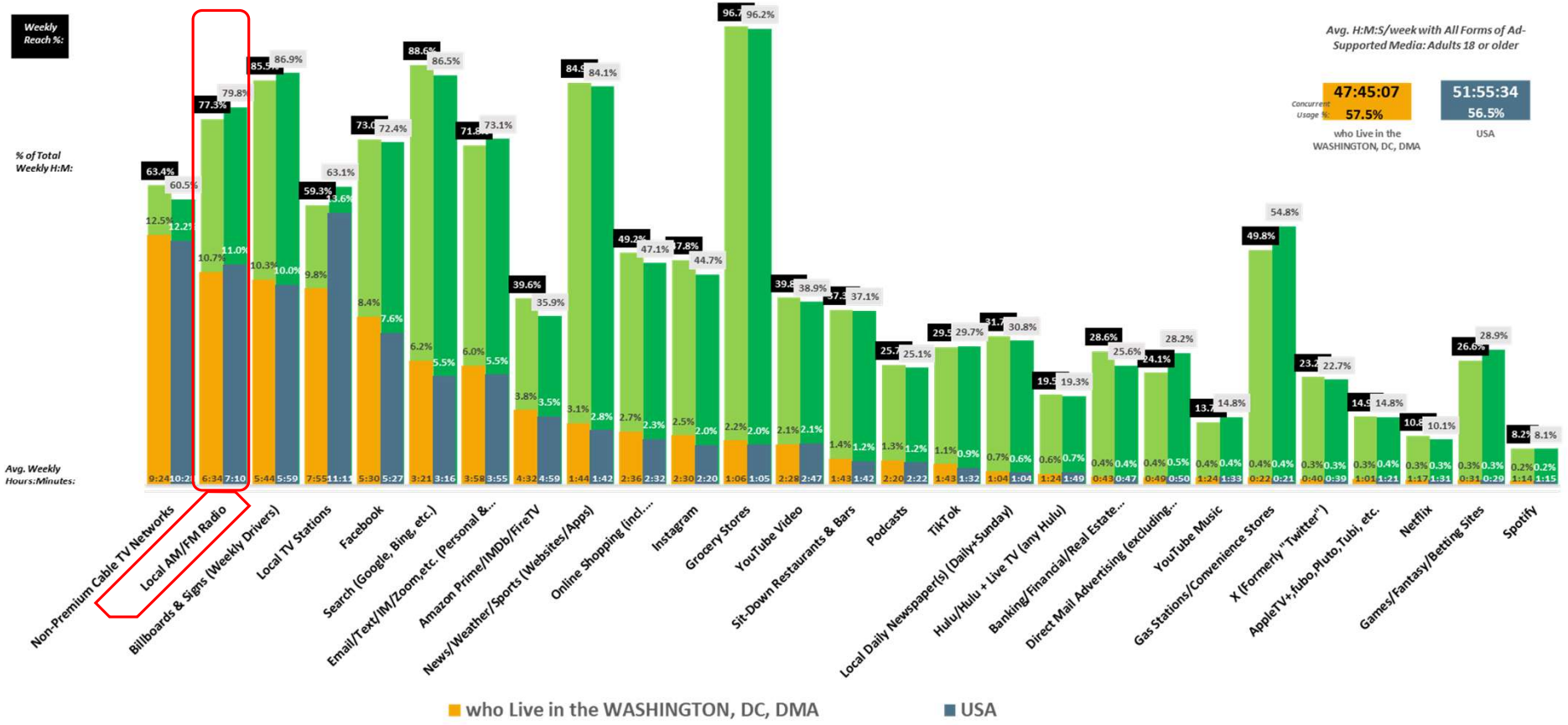
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P18+

Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 23 hours, 45 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

77.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



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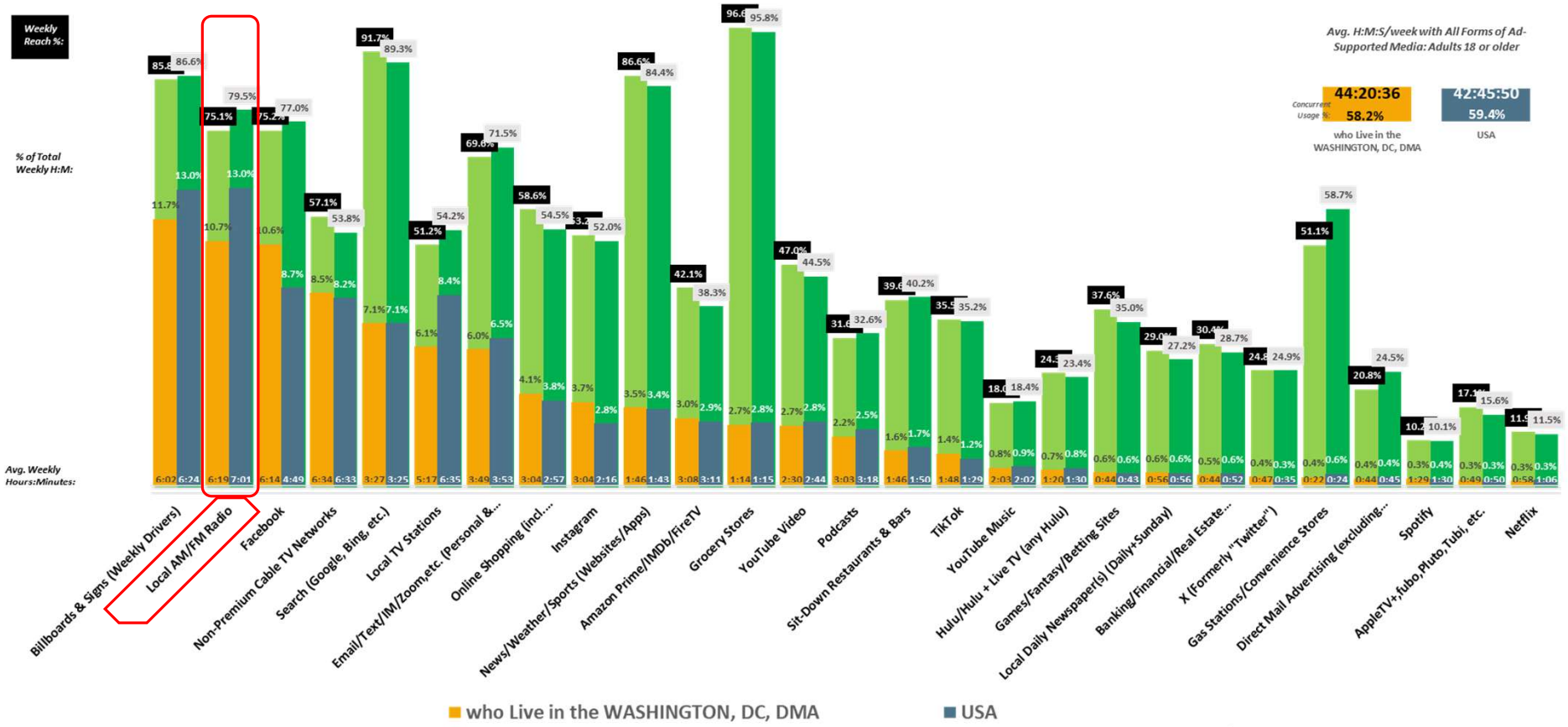
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P25-54

Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 20 hours, 20 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

75.1% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



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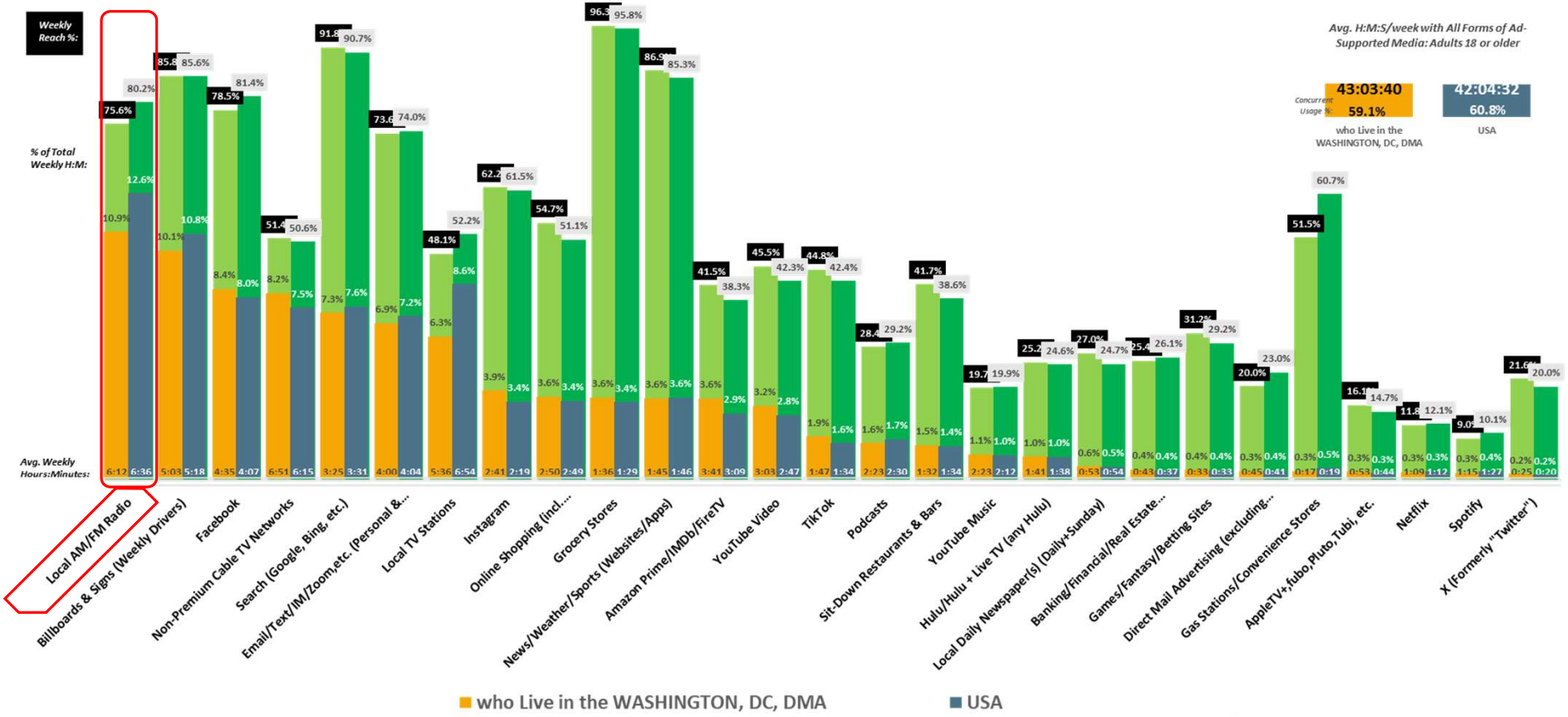
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W25-54

Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 19 hours, 3 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

75.6% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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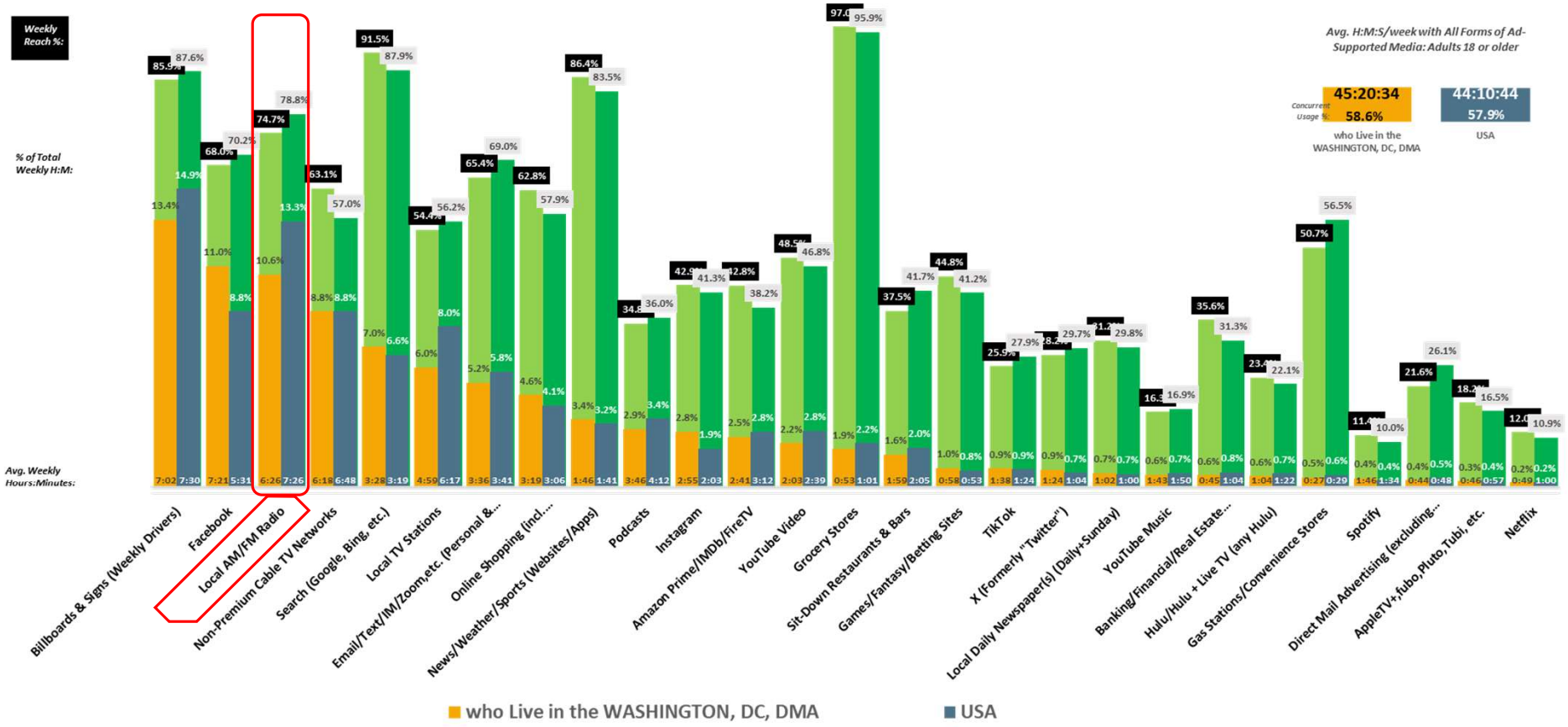
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M25-54

Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 21 hours, 20 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

74.7% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



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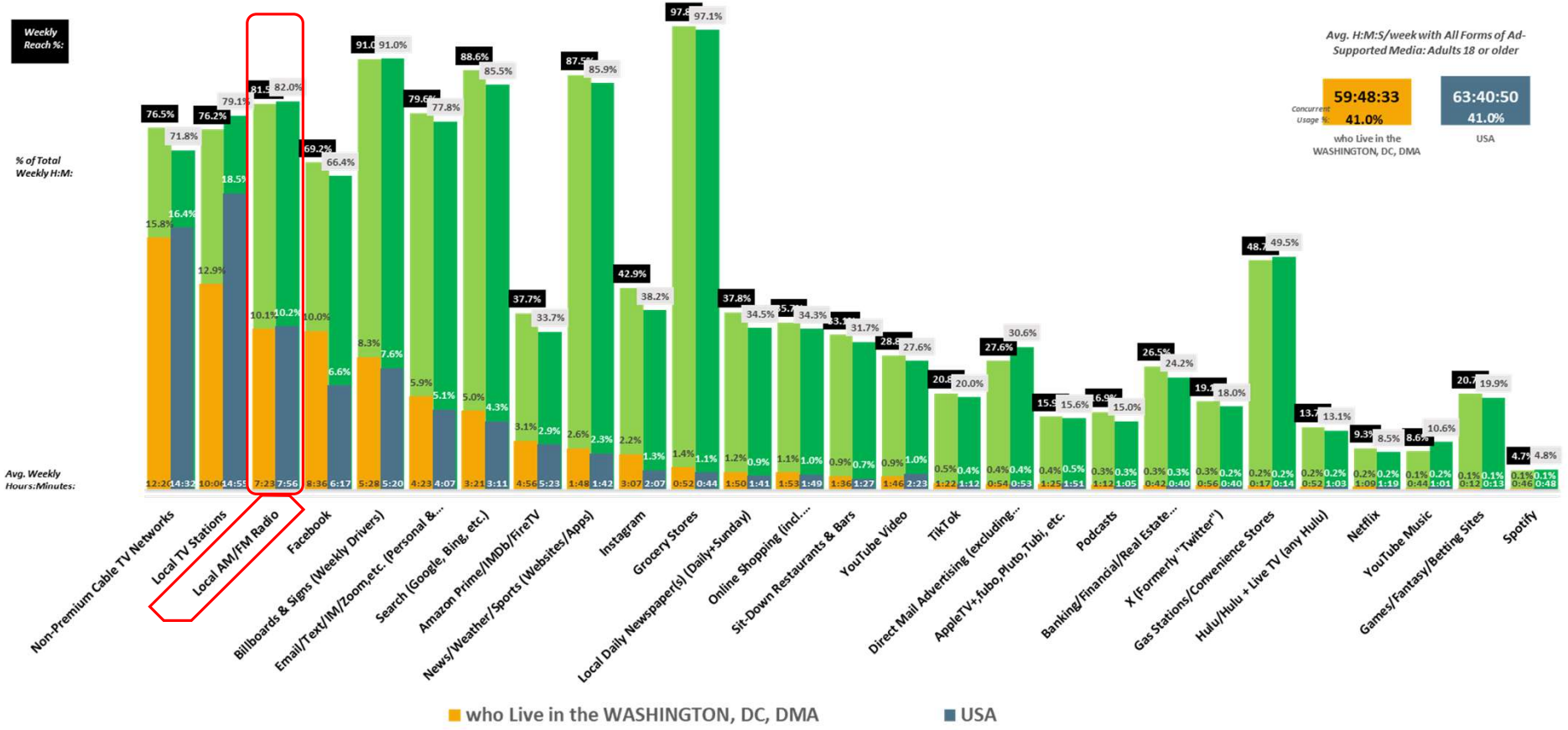
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P50+

Adults 50 or older who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 11 hours, 48 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

81.5% of Adults 50 or older who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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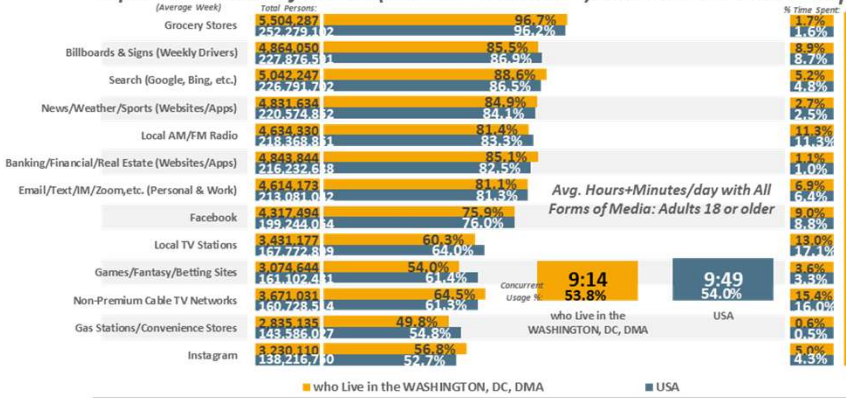
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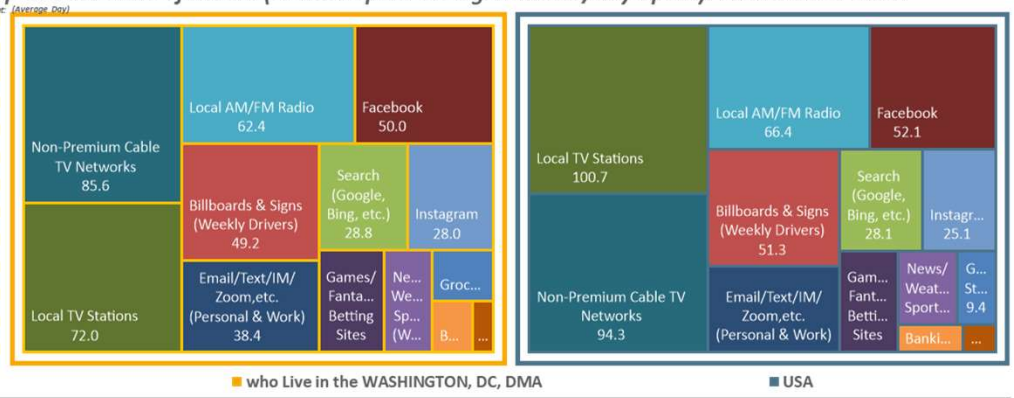
P18+

Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 56.4 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

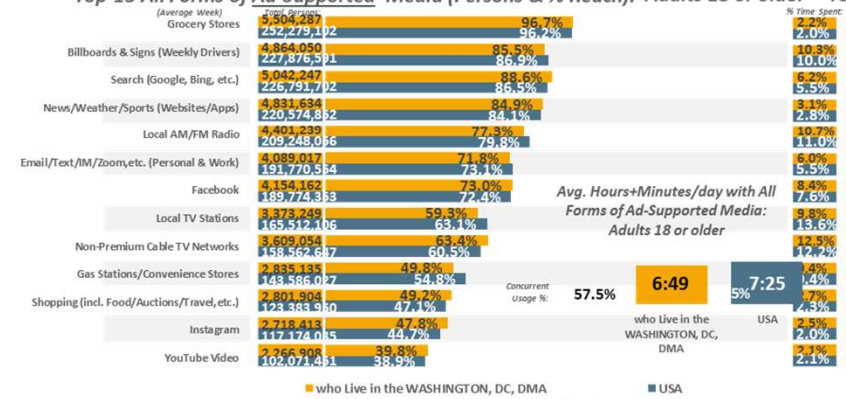
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



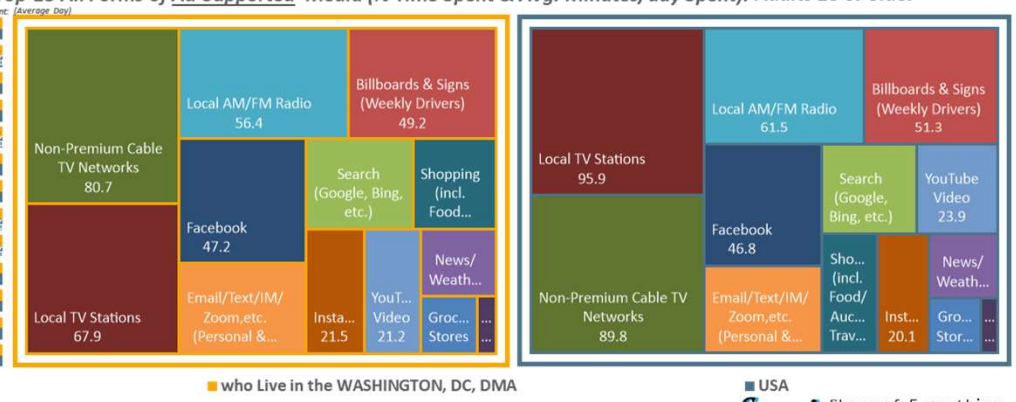
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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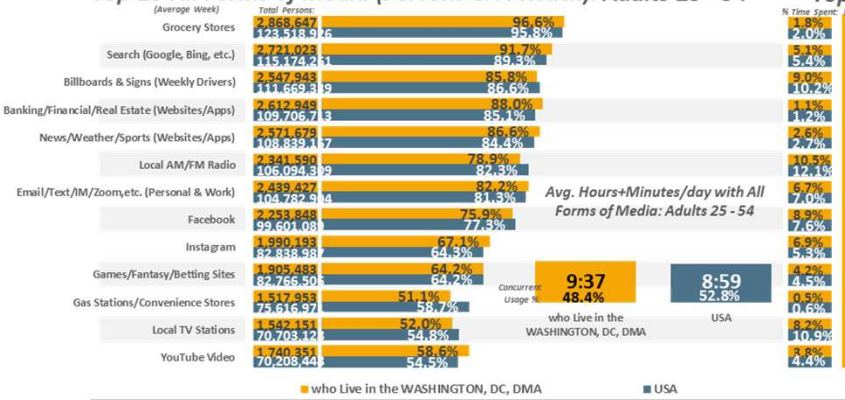
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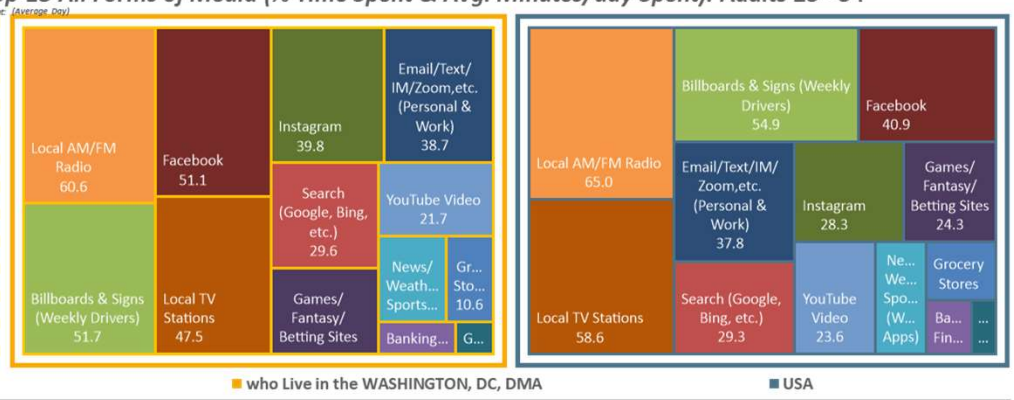
P25-54

Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 20 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 54.2 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

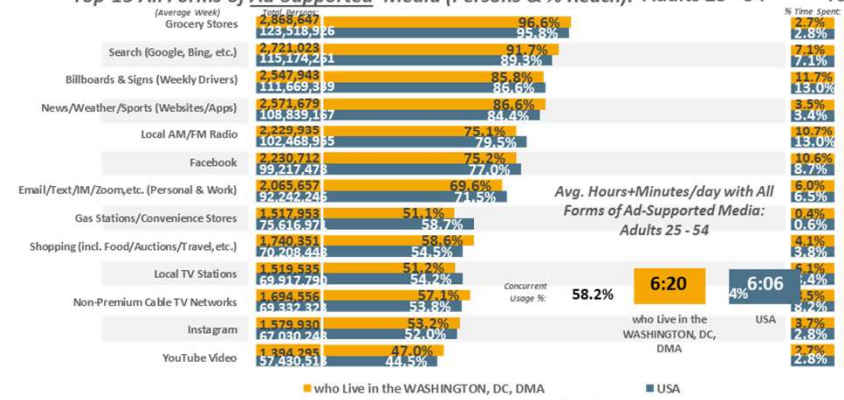
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



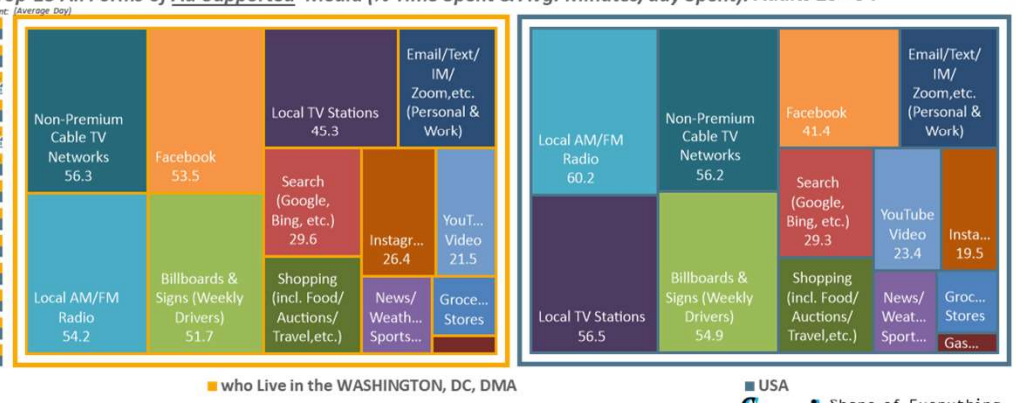
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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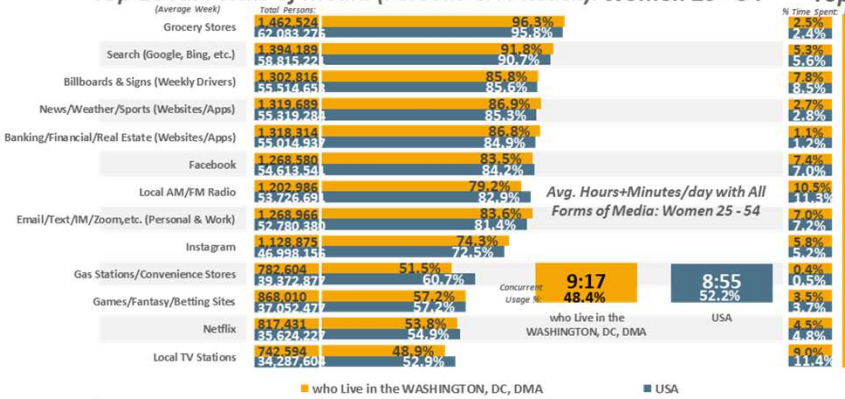
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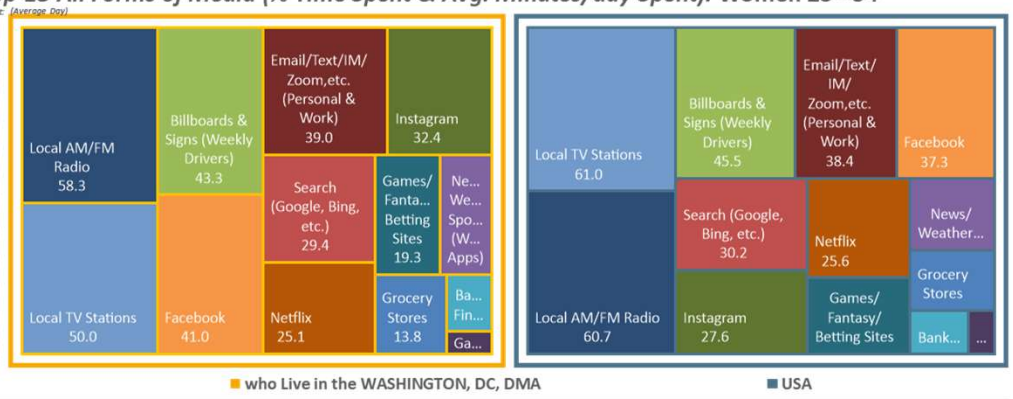
W25-54

Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 9 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 53.1 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

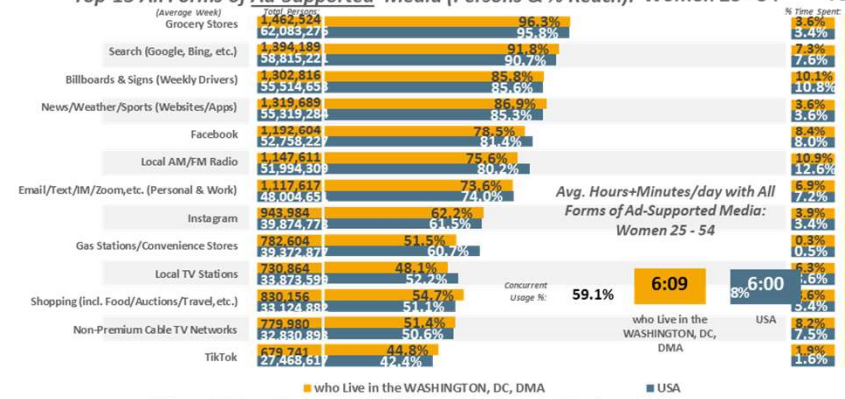
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



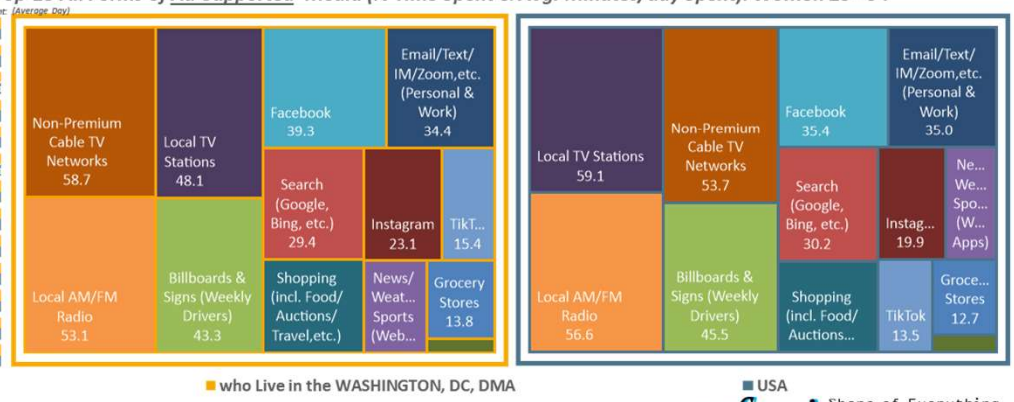
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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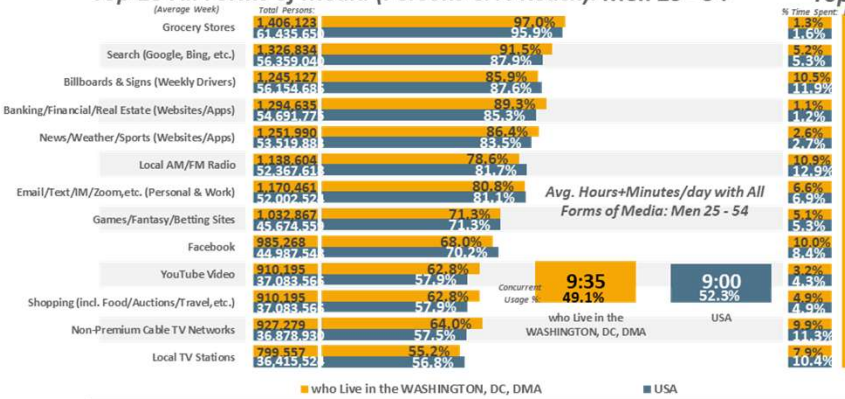
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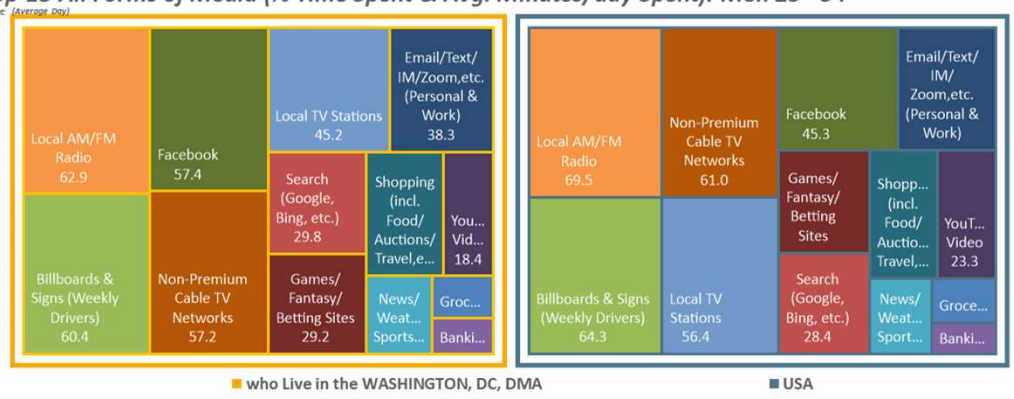
M25-54

Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 74.7% listen to Local AM/FM Radio for an avg. of 55.3 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

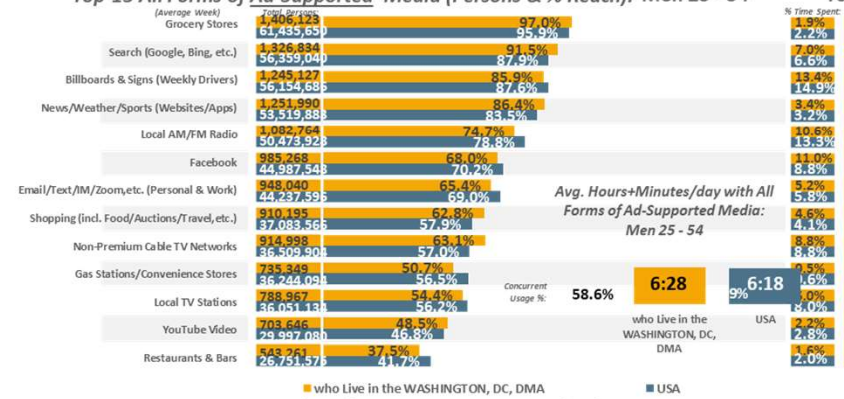
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



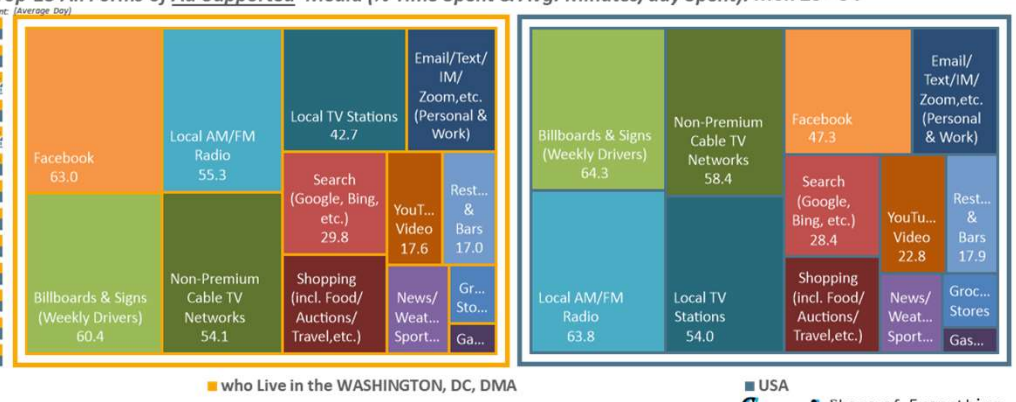
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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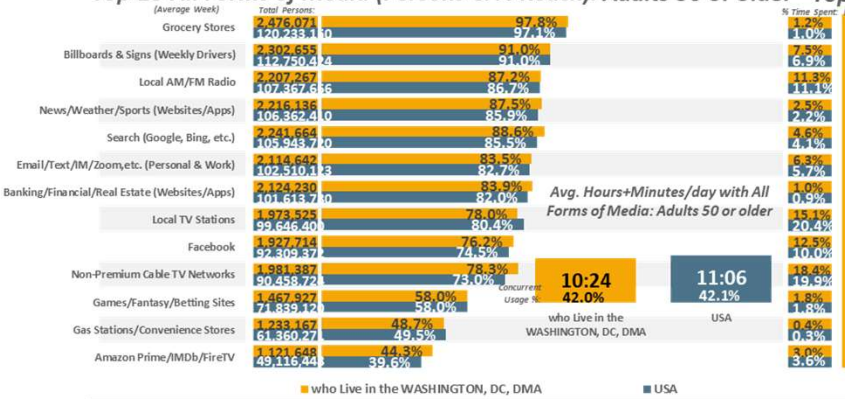
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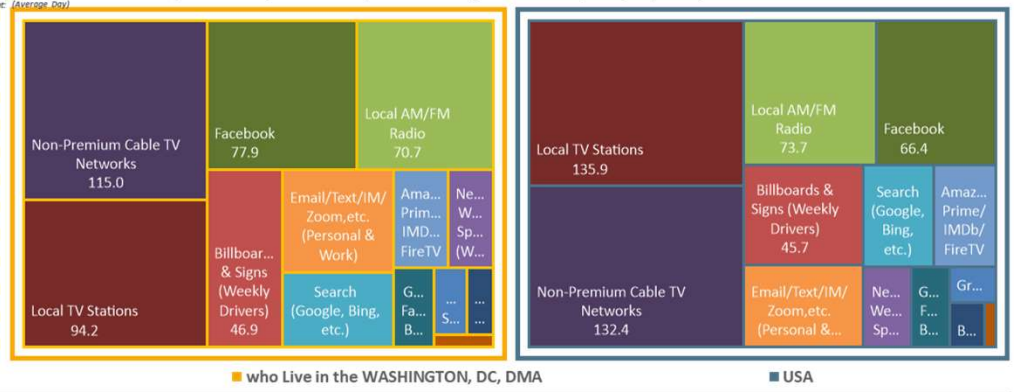
P50+

Adults 50 or older who Live in the WASHINGTON, DC, DMA spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 63.3 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

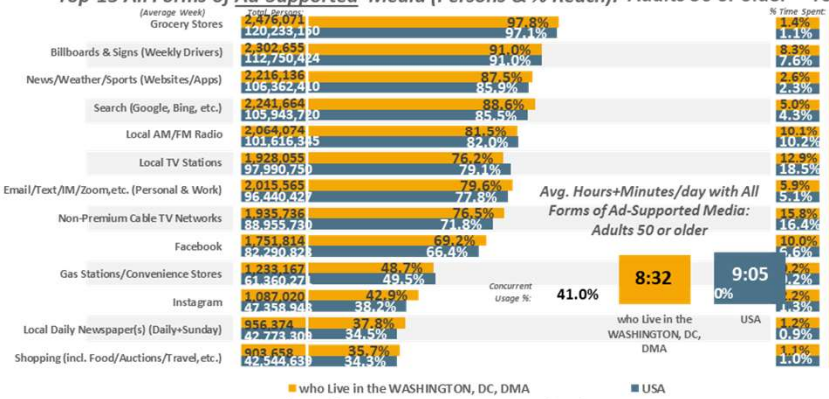
Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older



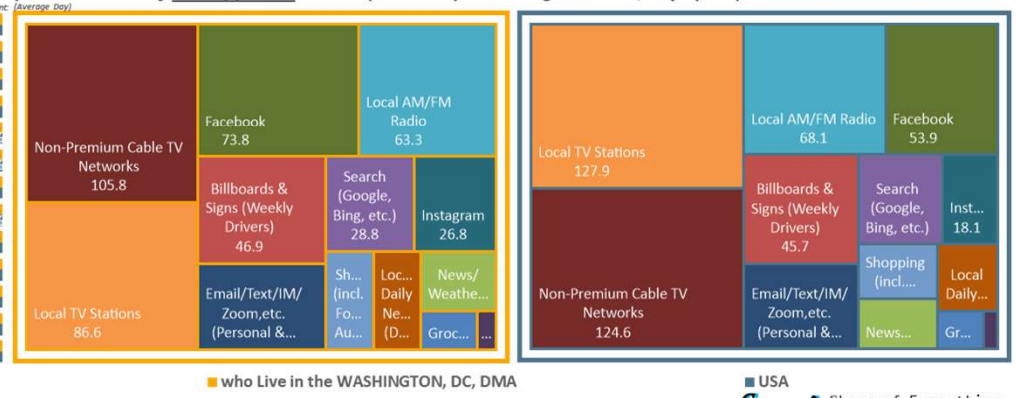
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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



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



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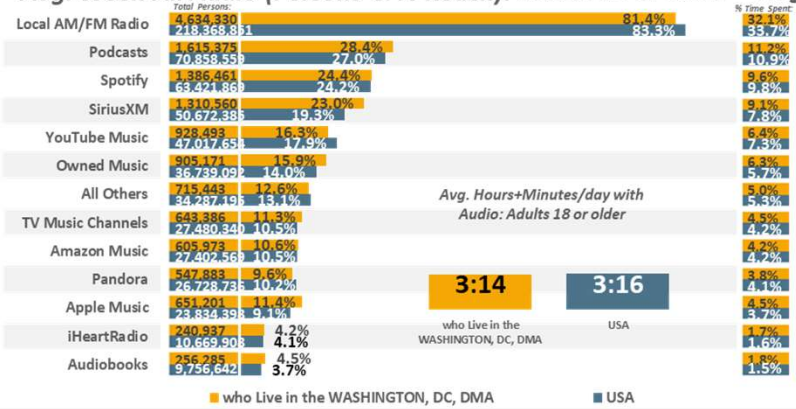
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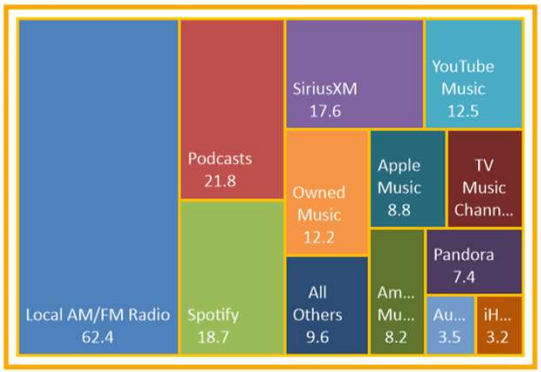


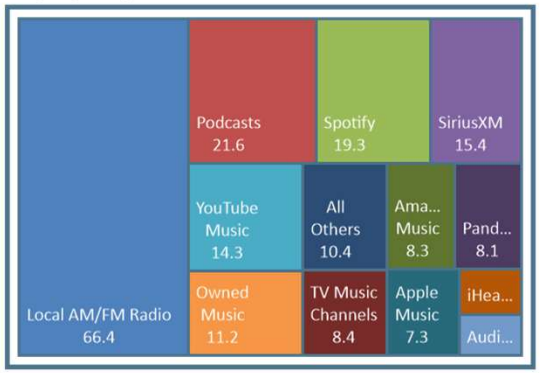
P18+

4,401,239 or 77.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

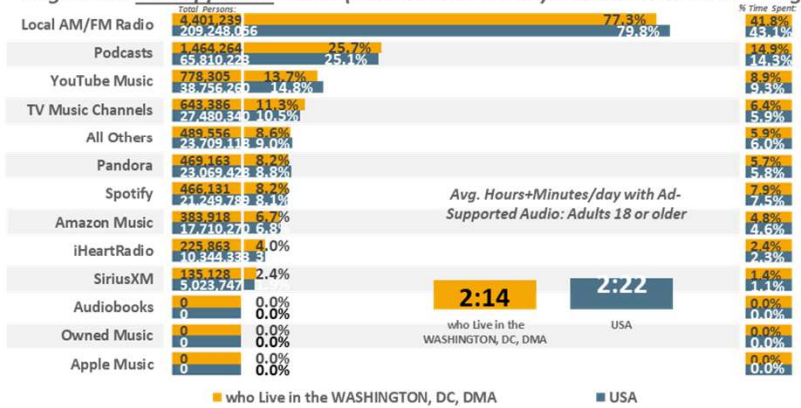
Avg. Week All Audio (Persons & % Reach): Adults 18 or older

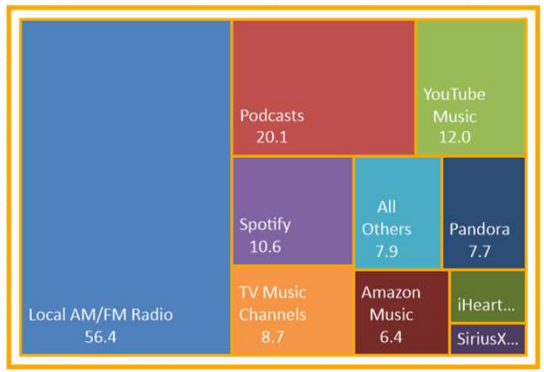


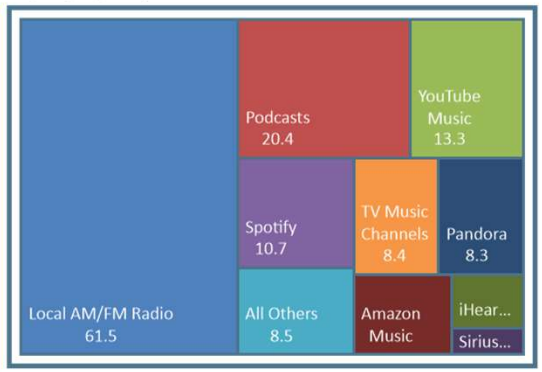




Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older







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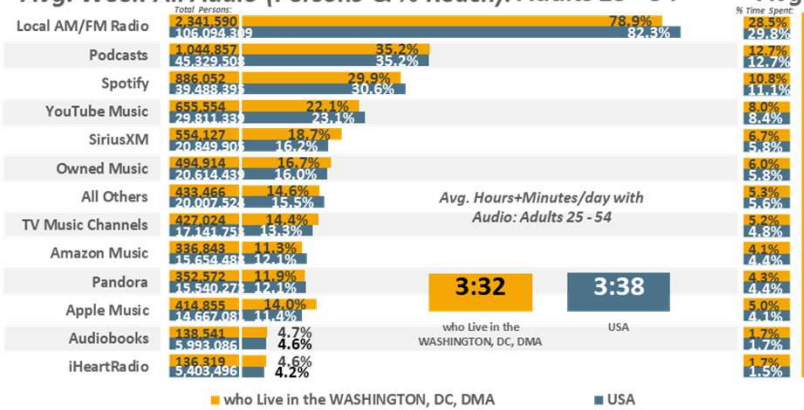
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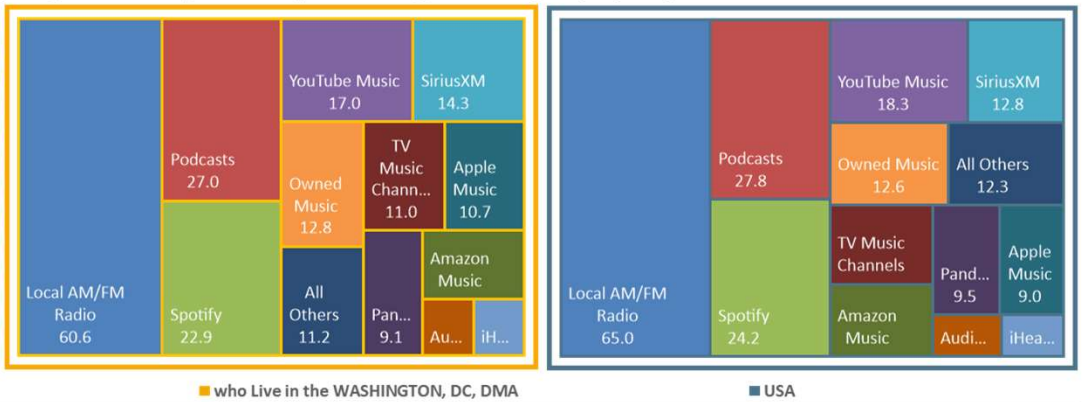
P25-54

2,229,935 or 75.1% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 54.2 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.

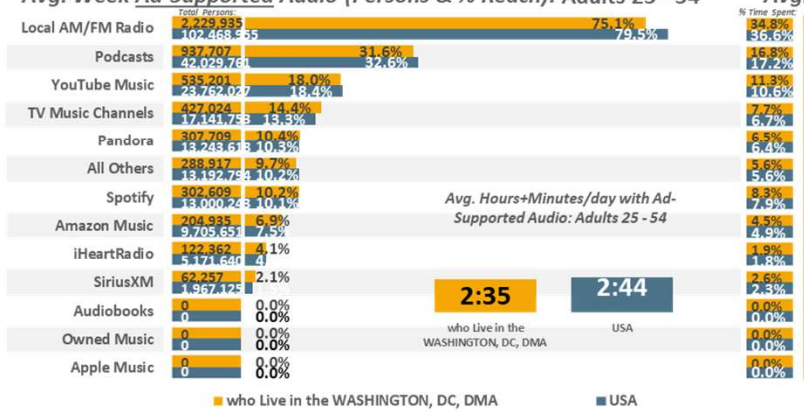
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



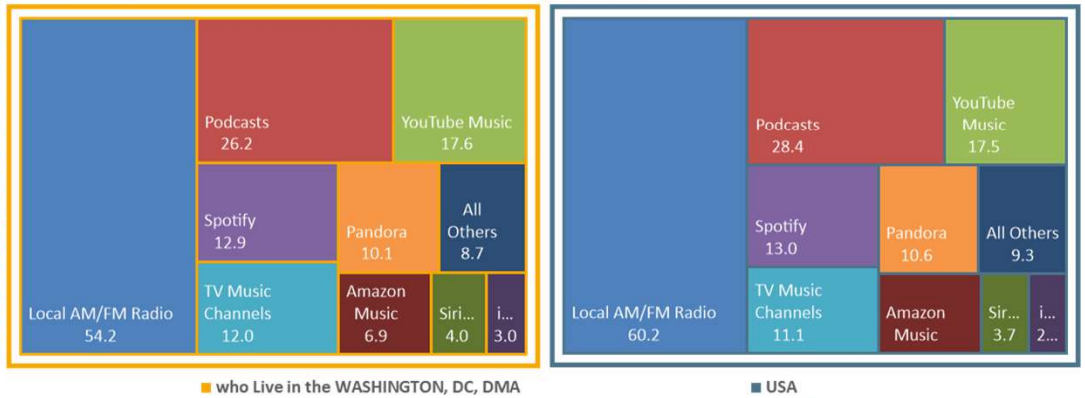
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Scarborough R1 2024: Jan23-Aug24 USA Projection

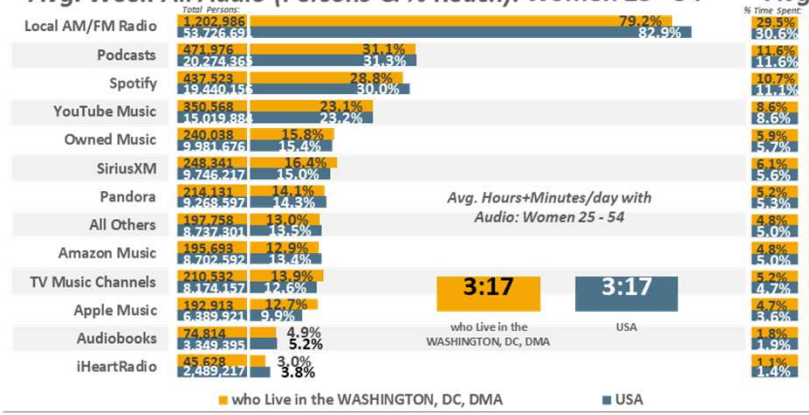
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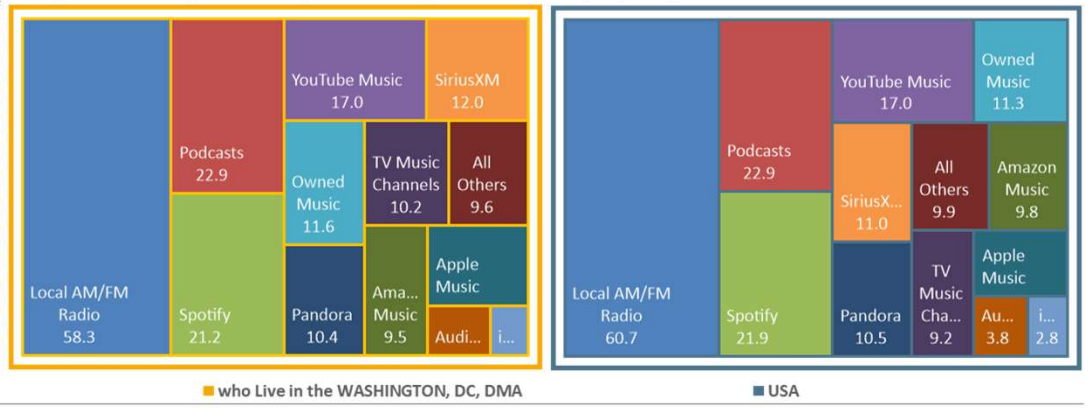
W25-54

1,147,611 or 75.6% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

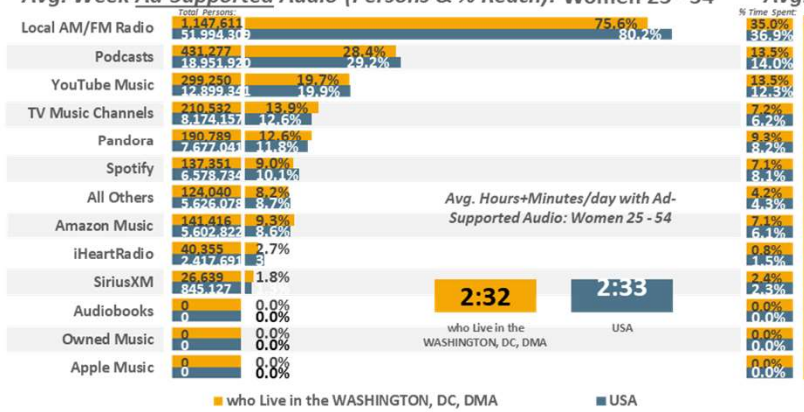
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



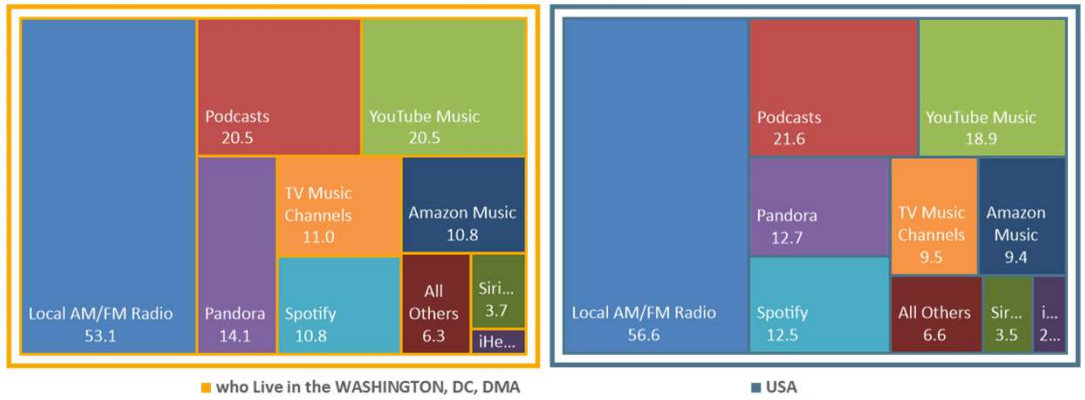
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Scarborough R1 2024: Jan23-Aug24 USA Projection

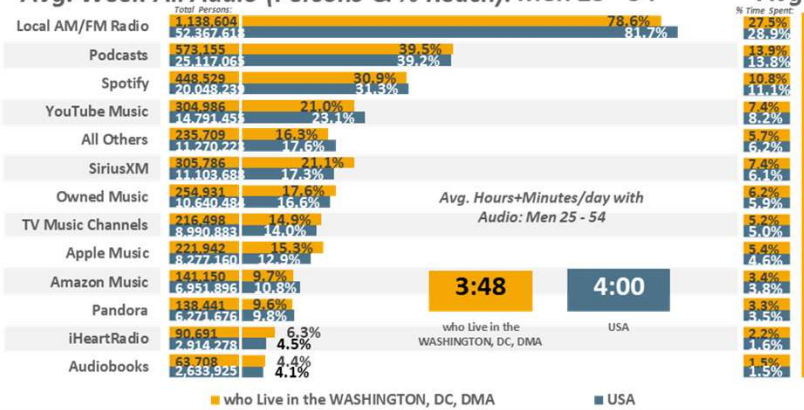
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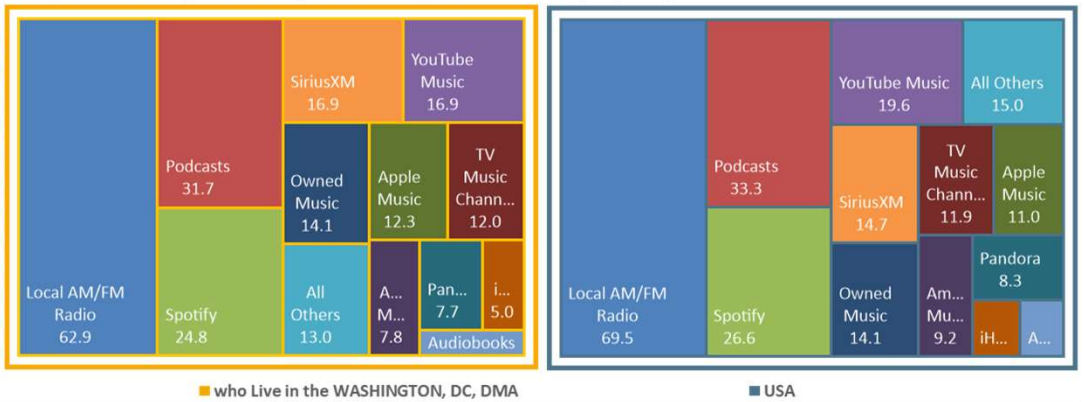
M25-54

1,082,764 or 74.7% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.3 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

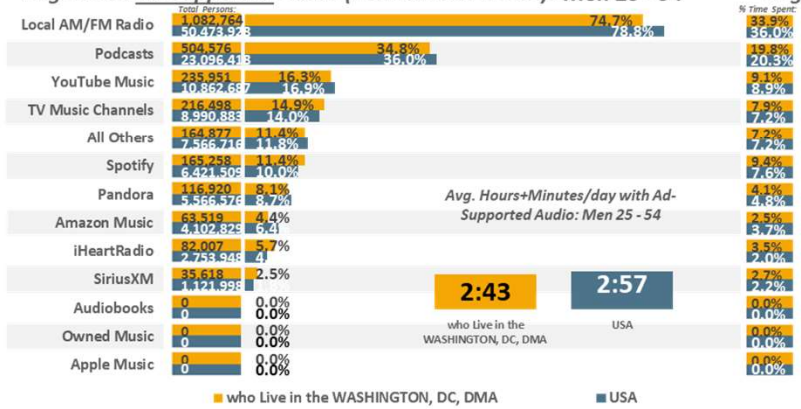
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



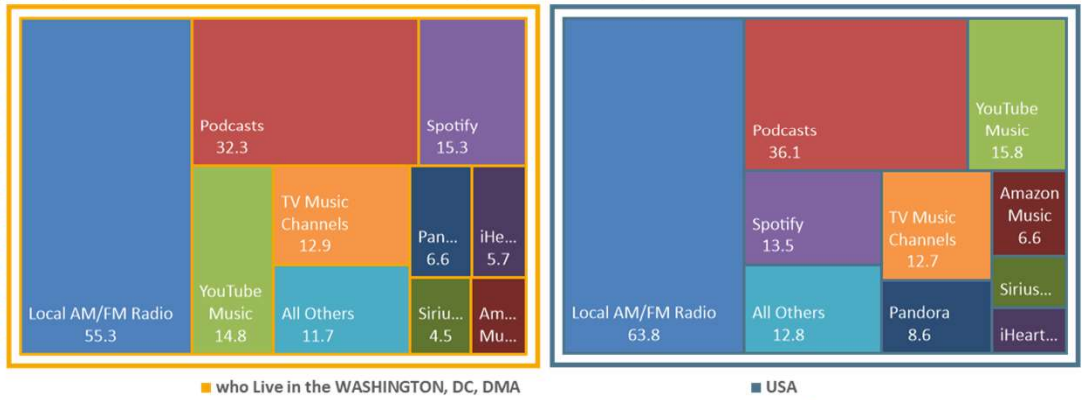
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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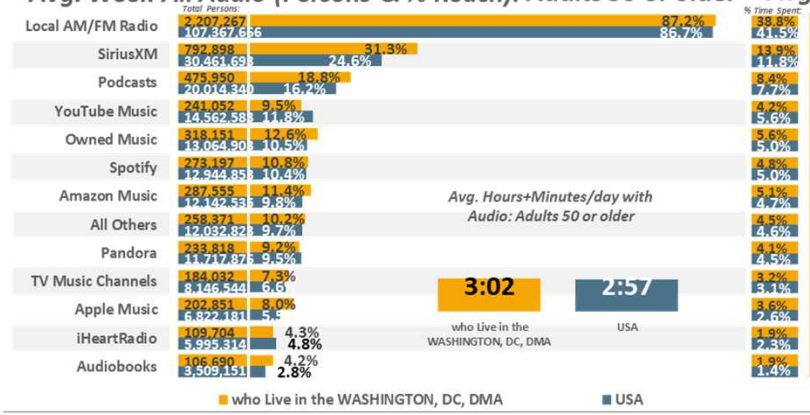
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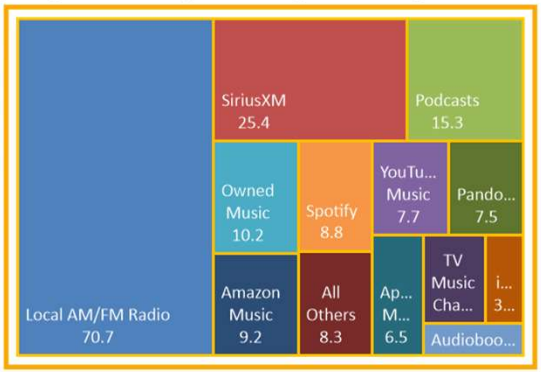


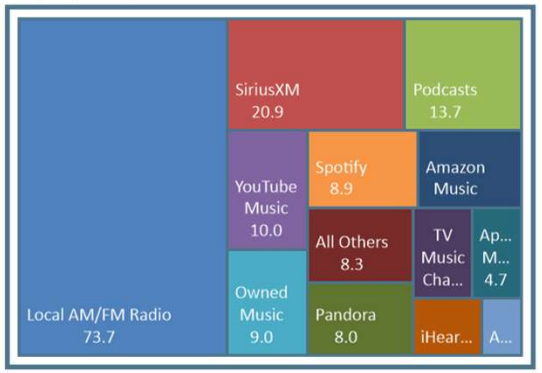
P50+

2,064,074 or 81.5% of Adults 50 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 49.2% of all time spent daily with Ad-Supported Audio.

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

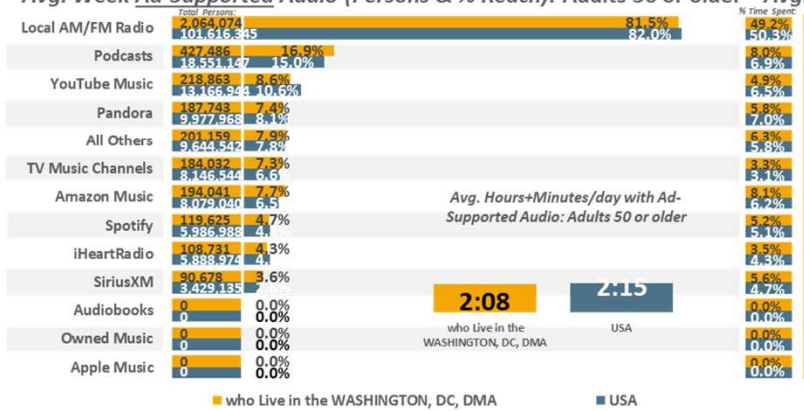


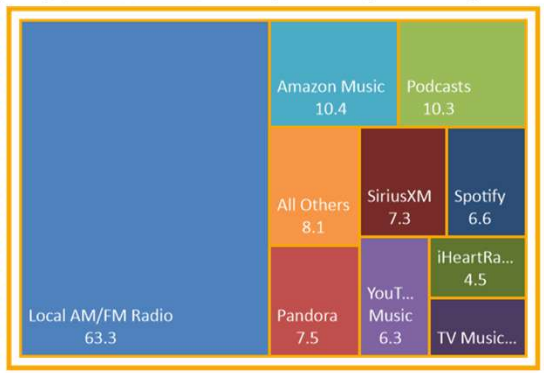


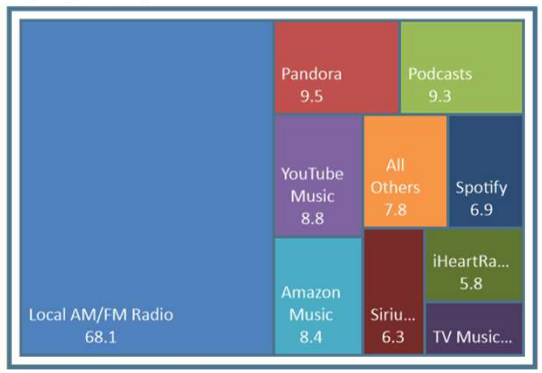


who Live in the WASHINGTON, DC, DMA USA

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







who Live in the WASHINGTON, DC, DMA USA

USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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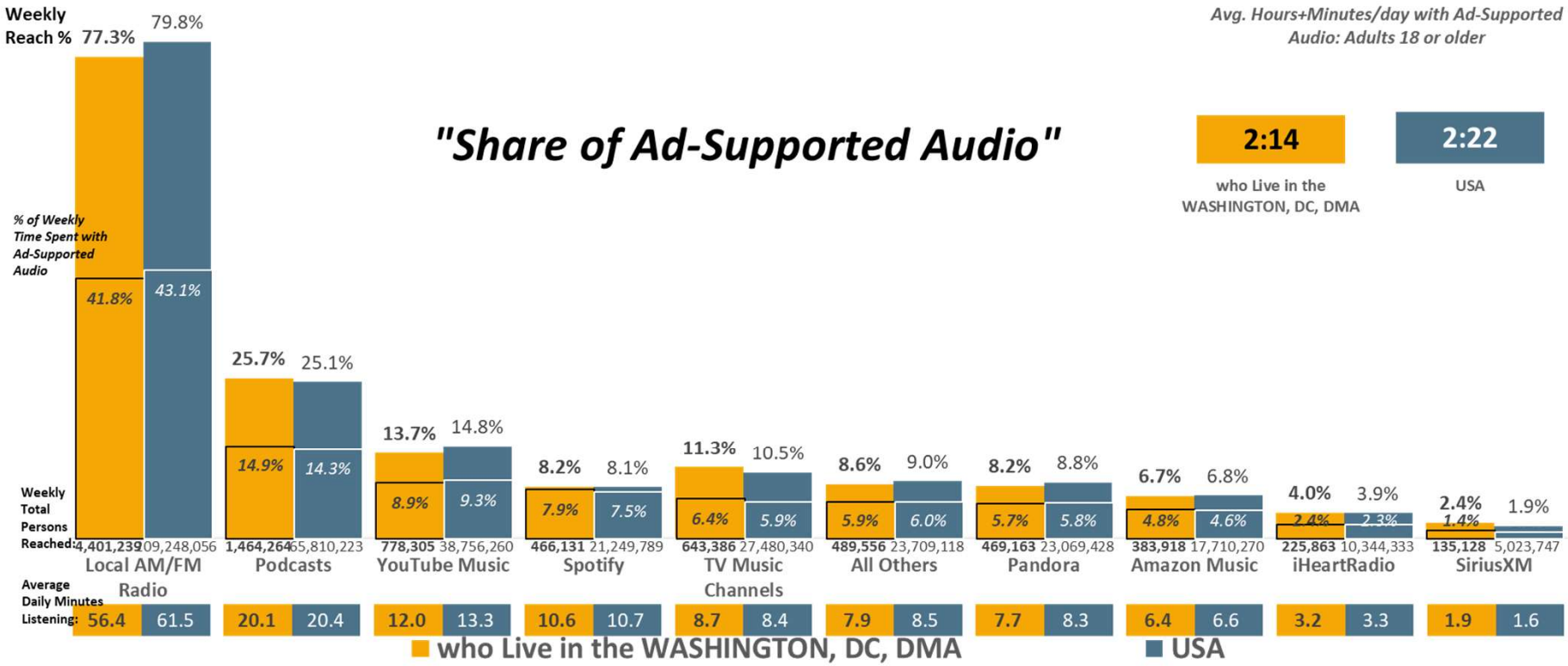
Scarborough R1 2024: Jan23-Aug24 USA Projection

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P18+

4,401,239 or 77.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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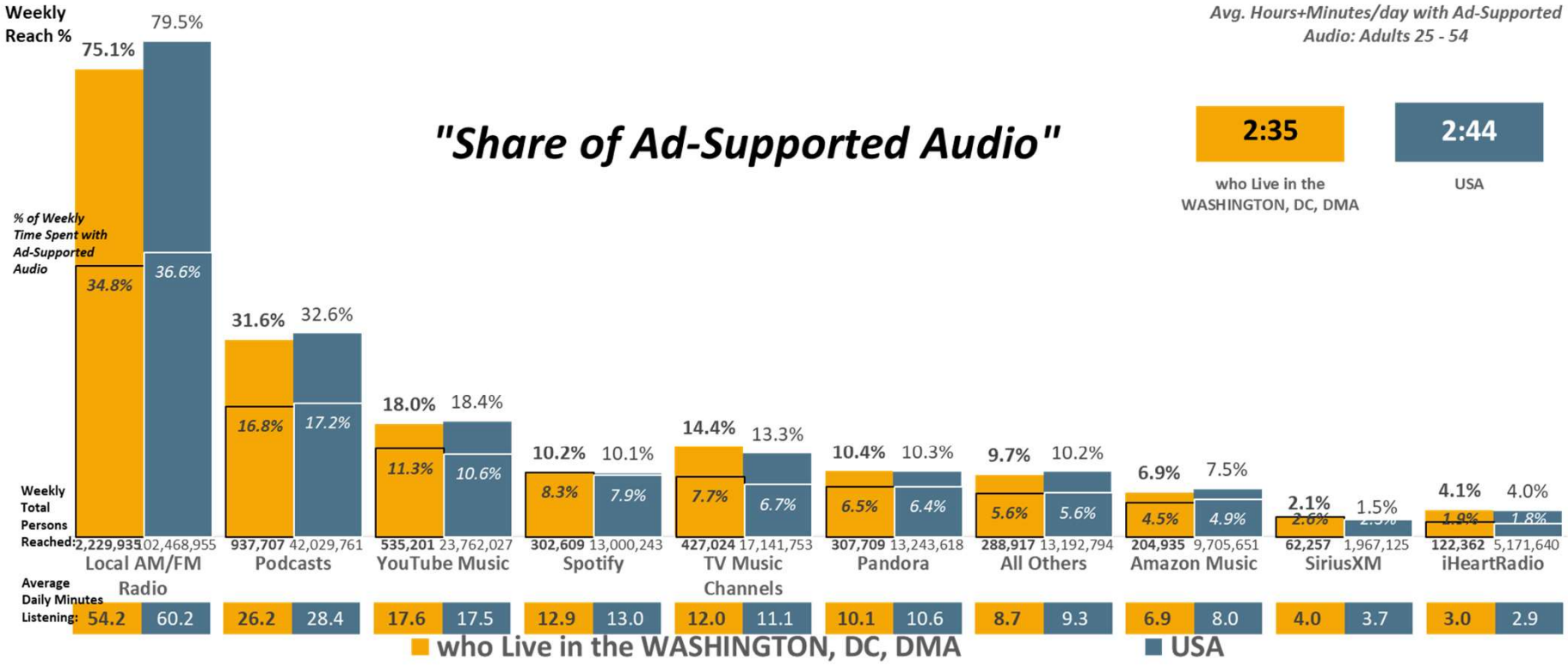
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243

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P25-54

2,229,935 or 75.1% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 54.2 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	All Others	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	75.1%	31.6%	18.0%	10.2%	14.4%	10.4%	9.7%	6.9%	2.1%	4.1%
% of Weekly Time Spent with Ad-Supported Audio	34.8%	16.8%	11.3%	8.3%	7.7%	6.5%	5.6%	4.5%	2.6%	1.9%
Weekly Total Persons Reached:	2,229,935	937,707	535,201	302,609	427,024	307,709	288,917	204,935	62,257	122,362
Average Daily Minutes Listening:	54.2	26.2	17.6	12.9	12.0	10.1	8.7	6.9	4.0	3.0

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	All Others	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	79.5%	32.6%	18.4%	10.1%	13.3%	10.3%	10.2%	7.5%	1.5%	4.0%
% of Weekly Time Spent with Ad-Supported Audio	36.6%	17.2%	10.6%	7.9%	6.7%	6.4%	5.6%	4.9%	2.5%	1.8%
Weekly Total Persons Reached:	102,468,955	42,029,761	23,762,027	13,000,243	17,141,753	13,243,618	13,192,794	9,705,651	1,967,125	5,171,640
Average Daily Minutes Listening:	60.2	28.4	17.5	13.0	11.1	10.6	9.3	8.0	3.7	2.9

USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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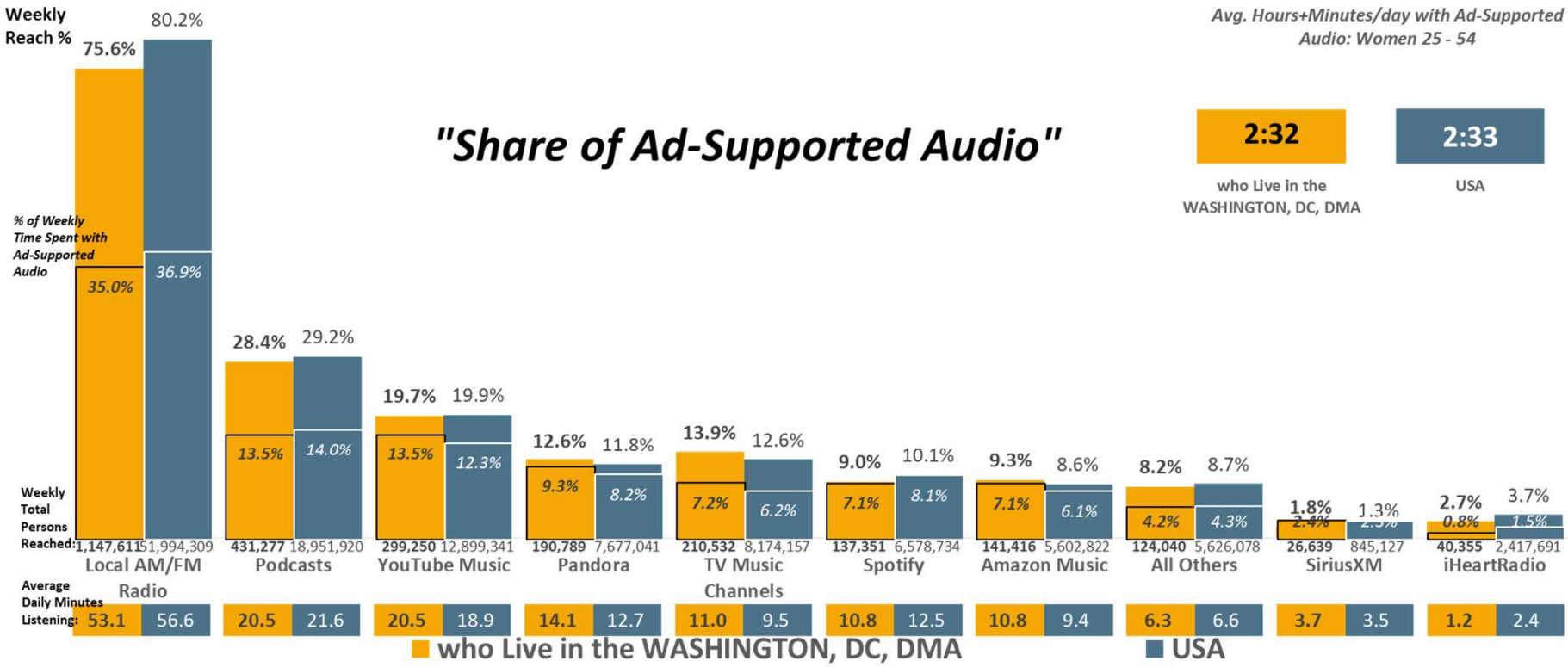
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W25-54

1,147,611 or 75.6% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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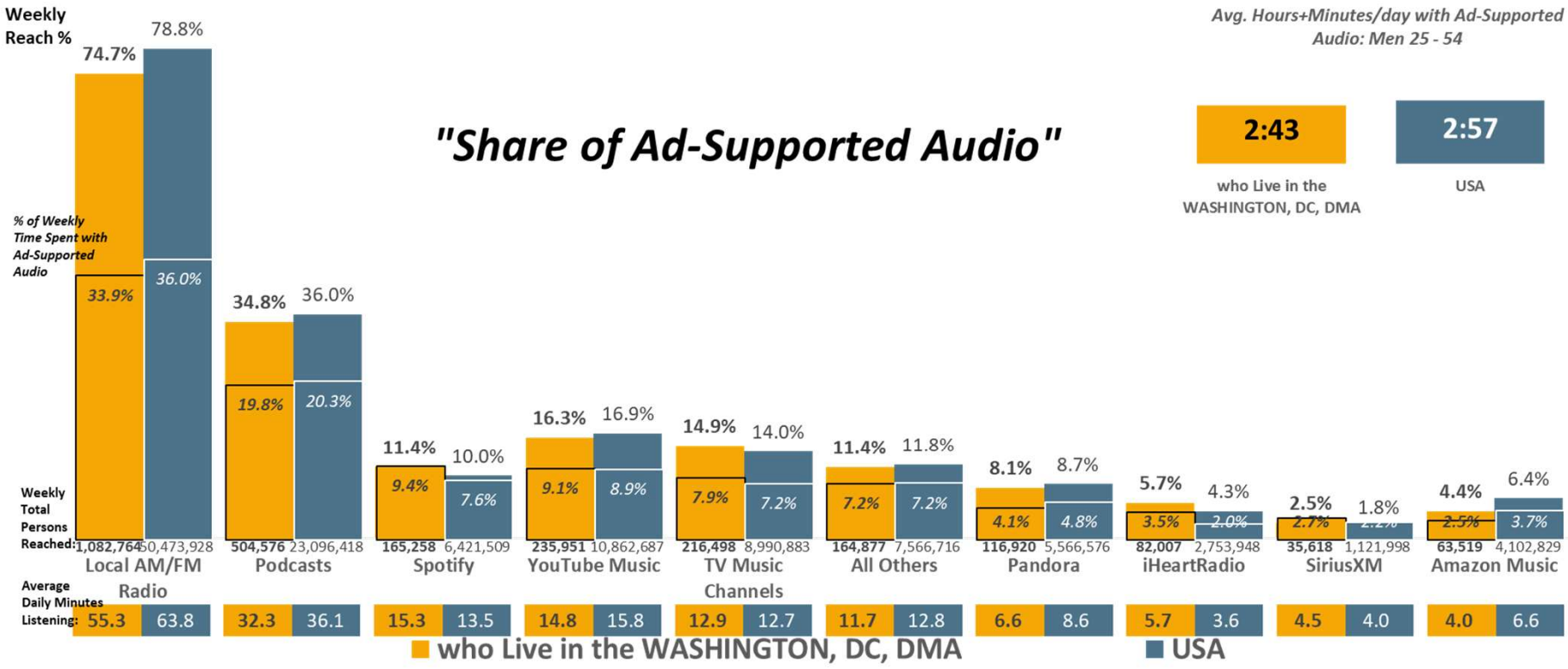
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M25-54

1,082,764 or 74.7% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 55.3 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	YouTube Music	TV Music Channels	All Others	Pandora	iHeartRadio	SiriusXM	Amazon Music
Weekly Reach % (who Live in the WASHINGTON, DC, DMA)	74.7%	34.8%	11.4%	16.3%	14.9%	11.4%	8.1%	5.7%	2.5%	4.4%
Weekly Reach % (USA)	78.8%	36.0%	10.0%	16.9%	14.0%	11.8%	8.7%	4.3%	1.8%	6.4%
% of Weekly Time Spent with Ad-Supported Audio (who Live in the WASHINGTON, DC, DMA)	33.9%	19.8%	9.4%	9.1%	7.9%	7.2%	4.1%	3.5%	2.7%	2.5%
% of Weekly Time Spent with Ad-Supported Audio (USA)	36.0%	20.3%	7.6%	8.9%	7.2%	7.2%	4.8%	2.0%	2.2%	3.7%
Weekly Total Persons Reached: (who Live in the WASHINGTON, DC, DMA)	1,082,764	504,576	165,258	235,951	216,498	164,877	116,920	82,007	35,618	63,519
Weekly Total Persons Reached: (USA)	50,473,928	23,096,418	6,421,509	10,862,687	8,990,883	7,566,716	5,566,576	2,753,948	1,121,998	4,102,829
Average Daily Minutes Listening: (who Live in the WASHINGTON, DC, DMA)	55.3	32.3	15.3	14.8	12.9	11.7	6.6	5.7	4.5	4.0
Average Daily Minutes Listening: (USA)	63.8	36.1	13.5	15.8	12.7	12.8	8.6	3.6	4.0	6.6

USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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P50+

2,064,074 or 81.5% of Adults 50 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 49.2% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 50 or older

2:08	2:15
who Live in the WASHINGTON, DC, DMA	USA

	Local AM/FM Radio	Amazon Music	Podcasts	All Others	Pandora	SiriusXM	Spotify	YouTube Music	iHeartRadio	TV Music Channels
Weekly Reach %	81.5% / 82.0%	7.7% / 6.5%	16.9% / 15.0%	7.9% / 7.8%	7.4% / 8.1%	3.6% / 2.8%	4.7% / 4.8%	8.6% / 10.6%	4.3% / 4.8%	7.3% / 6.6%
% of Weekly Time Spent with Ad-Supported Audio	49.2% / 50.3%	8.1% / 6.2%	8.0% / 6.9%	6.3% / 5.8%	5.8% / 7.0%	5.6% / 4.7%	5.2% / 5.1%	4.9% / 6.5%	3.5% / 4.3%	3.3% / 3.1%
Weekly Total Persons Reached:	2,064,074 / 01,616,345	194,041 / 8,079,040	427,486 / 18,551,147	201,159 / 9,644,542	187,743 / 9,977,968	90,678 / 3,429,135	119,625 / 5,986,988	218,863 / 13,166,944	108,731 / 5,888,974	184,032 / 8,146,544
Average Daily Minutes Listening:	63.3 / 68.1	10.4 / 8.4	10.3 / 9.3	8.1 / 7.8	7.5 / 9.5	7.3 / 6.3	6.6 / 6.9	6.3 / 8.8	4.5 / 5.8	4.2 / 4.2

■ who Live in the WASHINGTON, DC, DMA ■ USA

USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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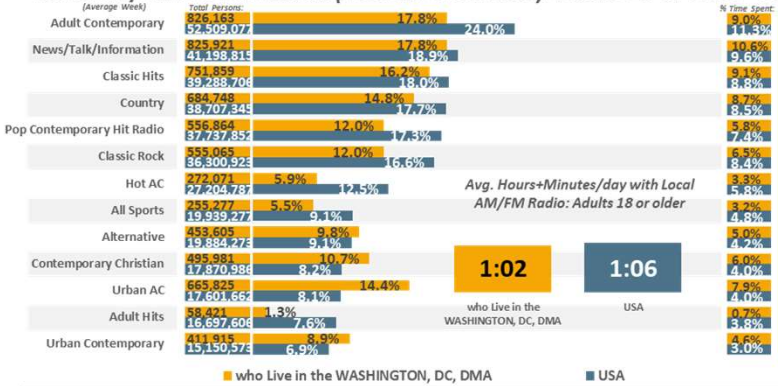
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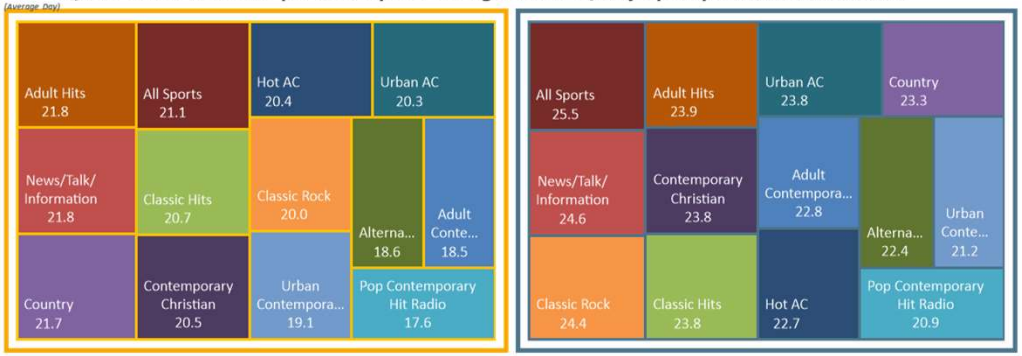
P18+

4,401,239 or 77.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Country, and Urban AC.

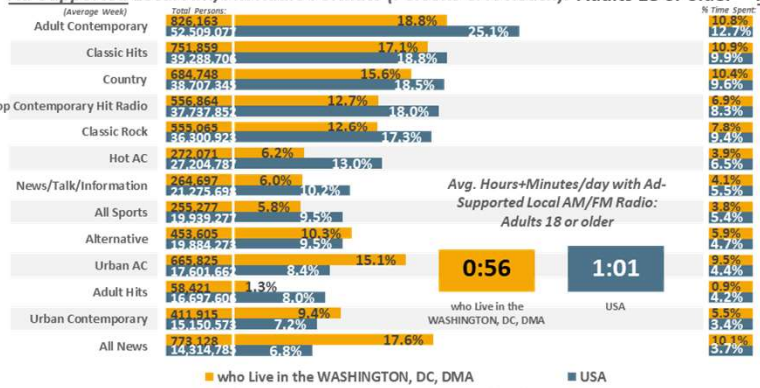
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



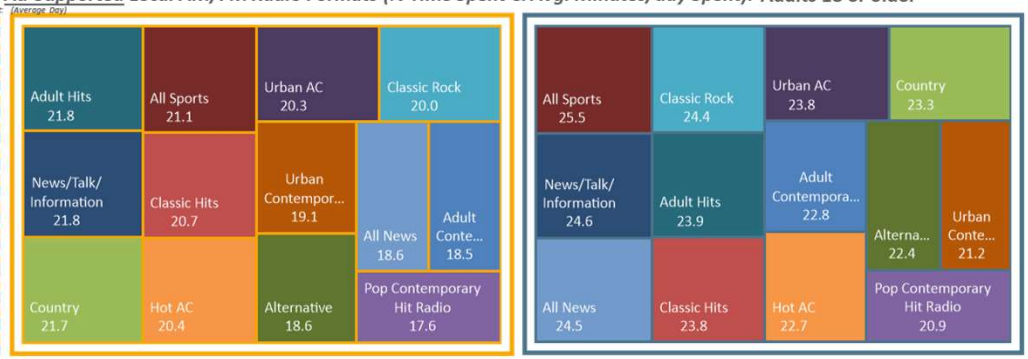
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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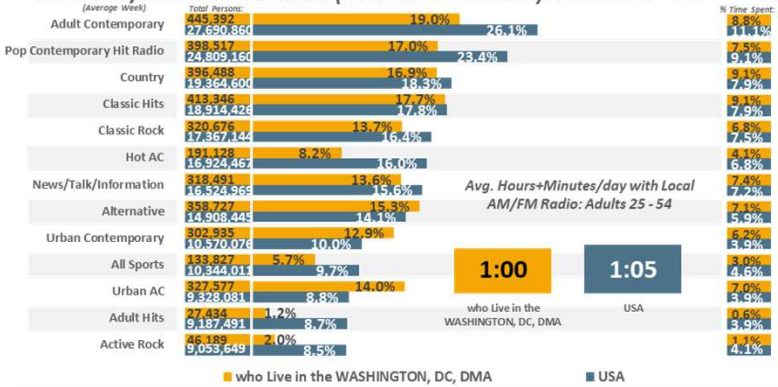
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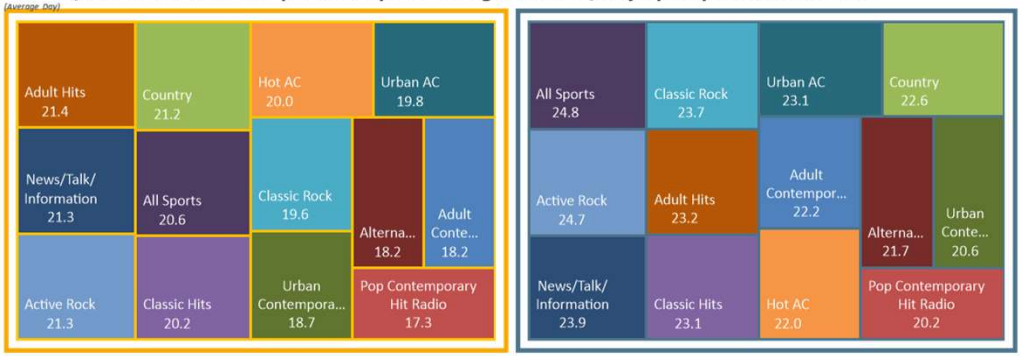
P25-54

2,229,935 or 75.1% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Alternative.

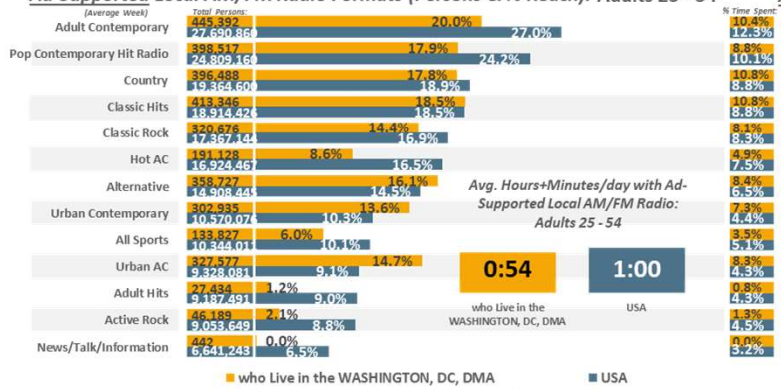
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



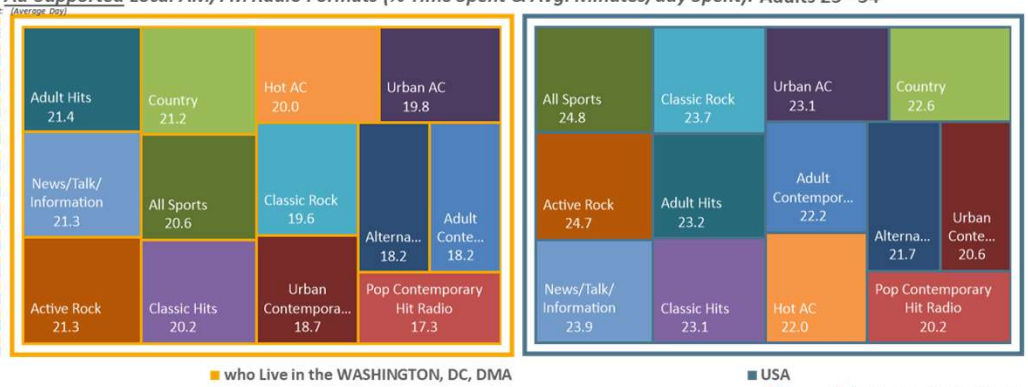
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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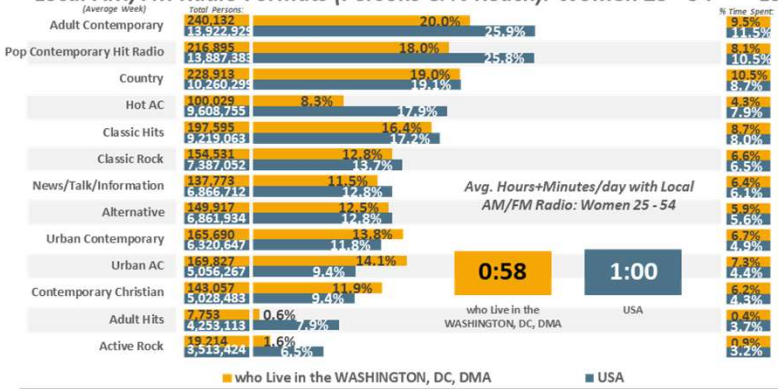
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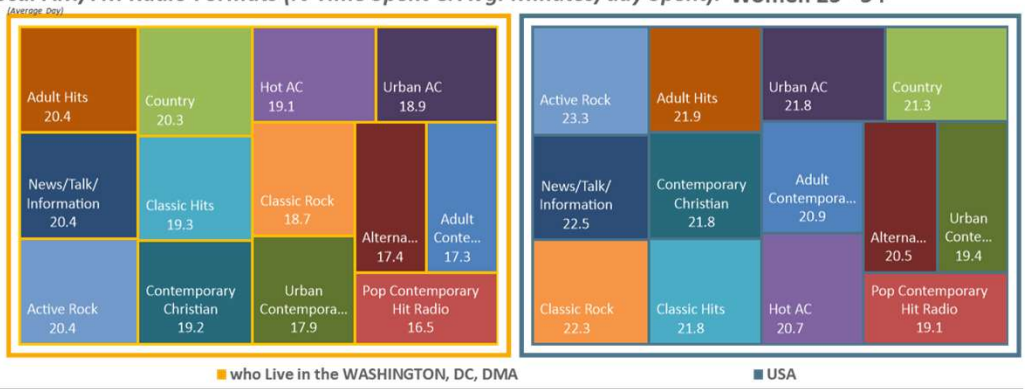
W25-54

1,147,611 or 75.6% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Urban AC.

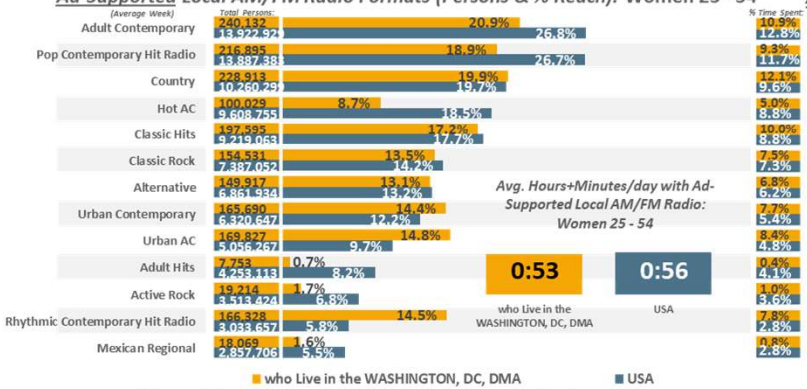
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



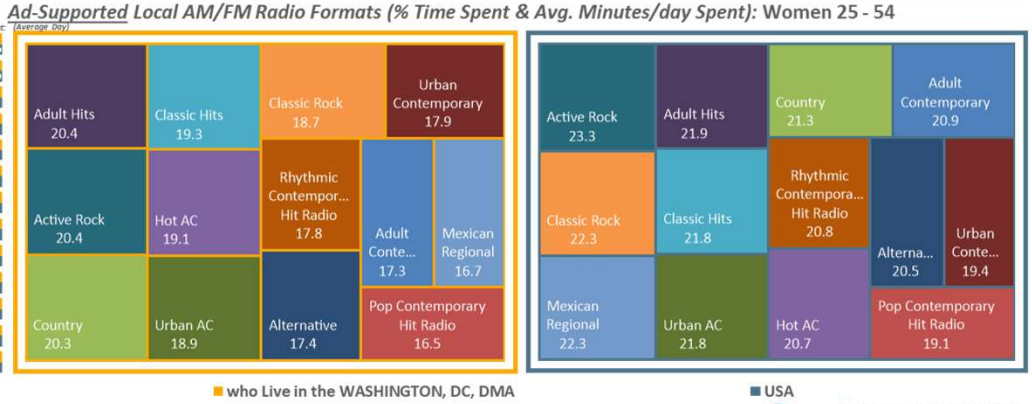
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243

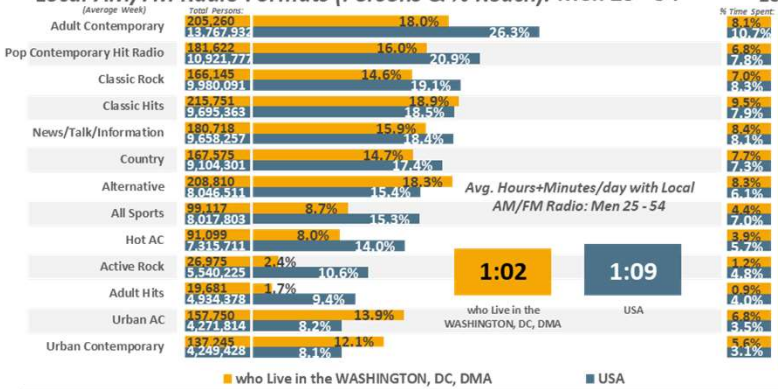
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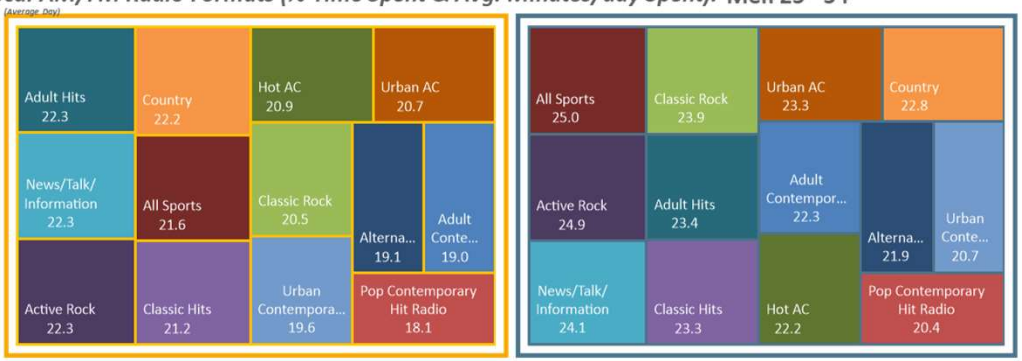
M25-54

1,082,764 or 74.7% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Alternative, Adult Contemporary, All News, and Pop Contemporary Hit Radio.

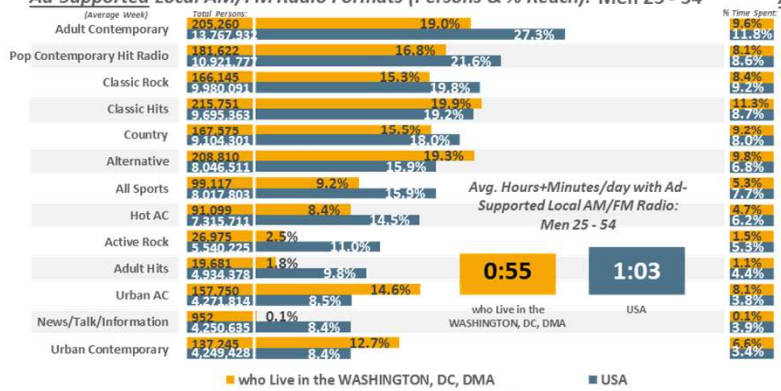
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



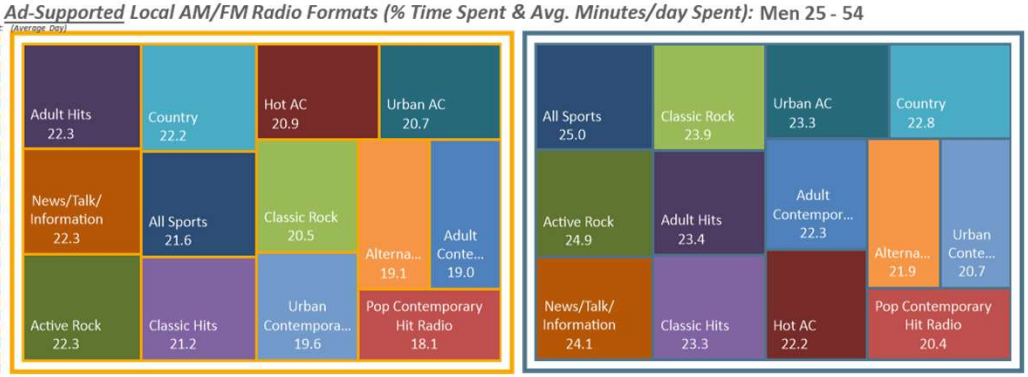
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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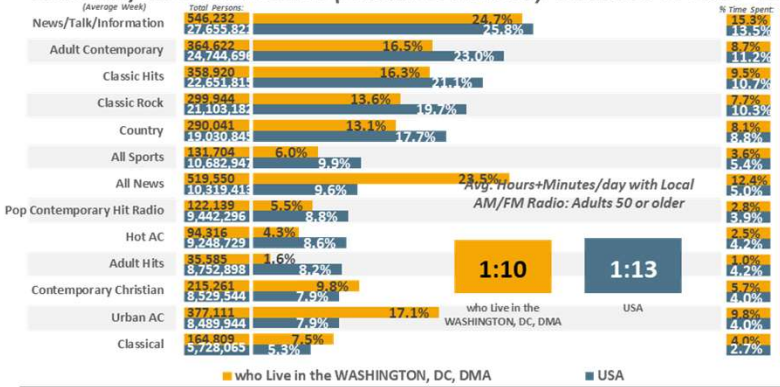
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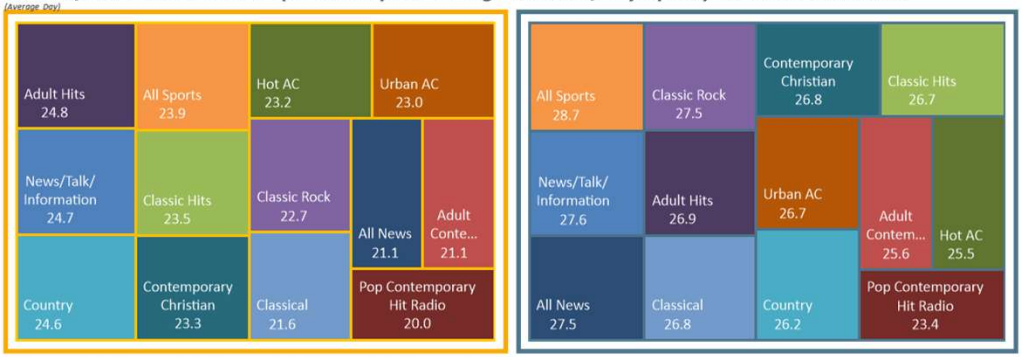
P50+

2,064,074 or 81.5% of Adults 50 or older who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Urban AC, Adult Contemporary, Classic Hits, and Classic Rock.

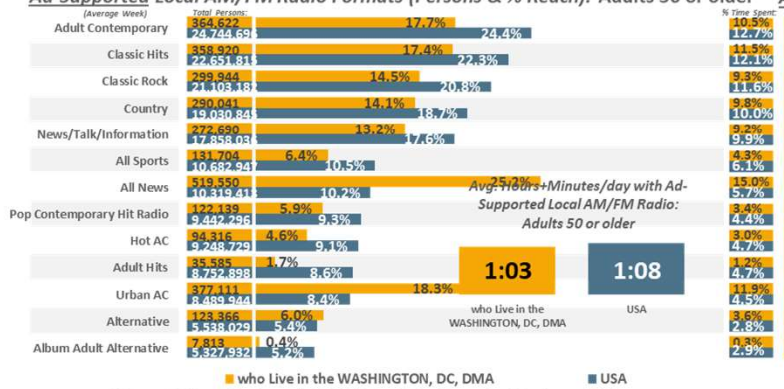
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



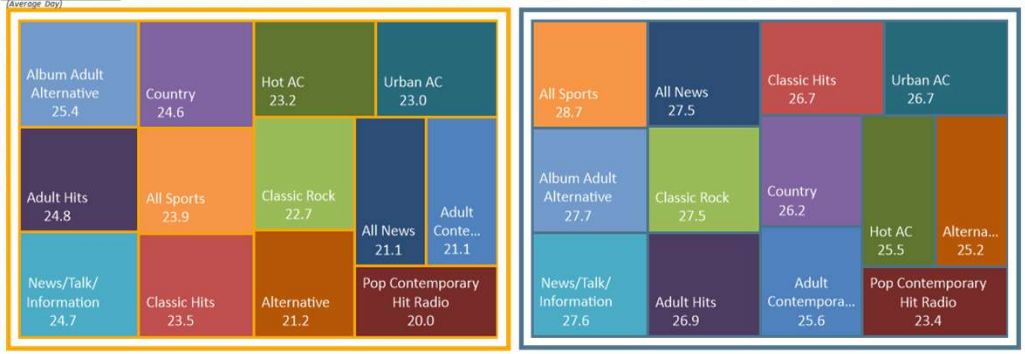
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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



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



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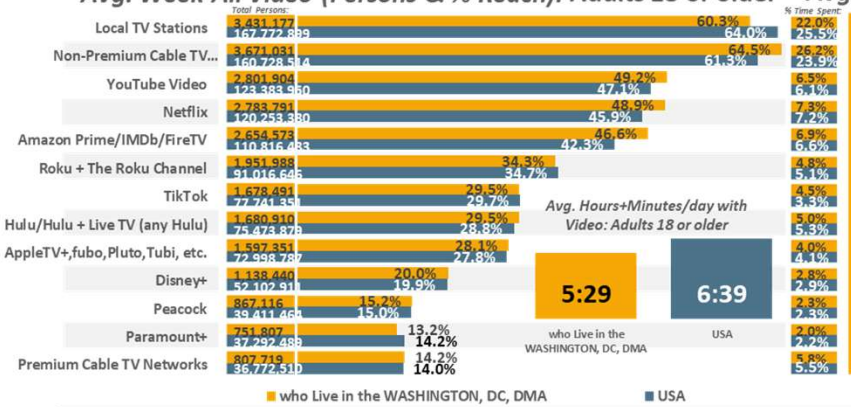
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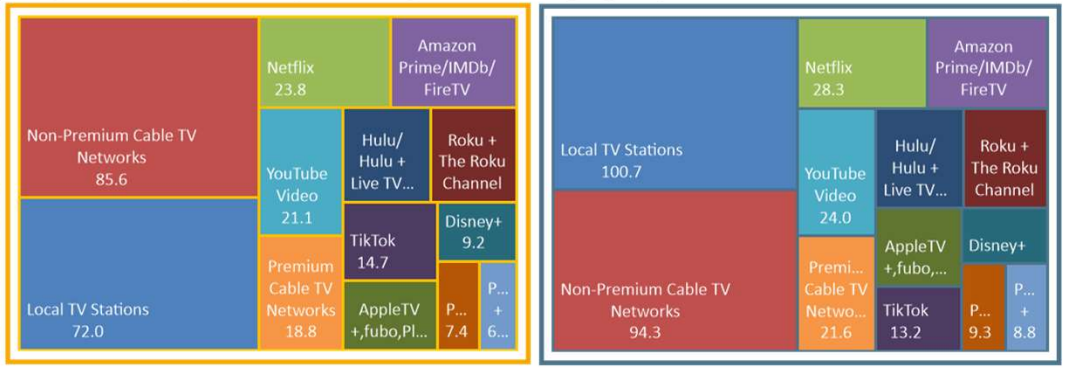
P18+

3,373,249 or 59.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 67.9 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

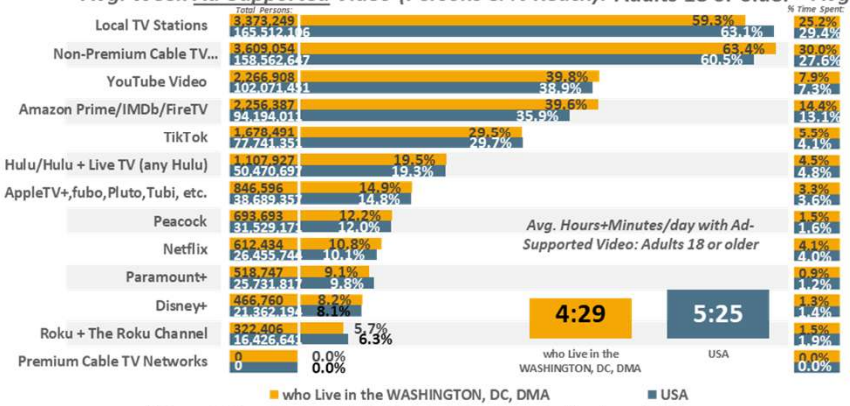
Avg. Week All Video (Persons & % Reach): Adults 18 or older



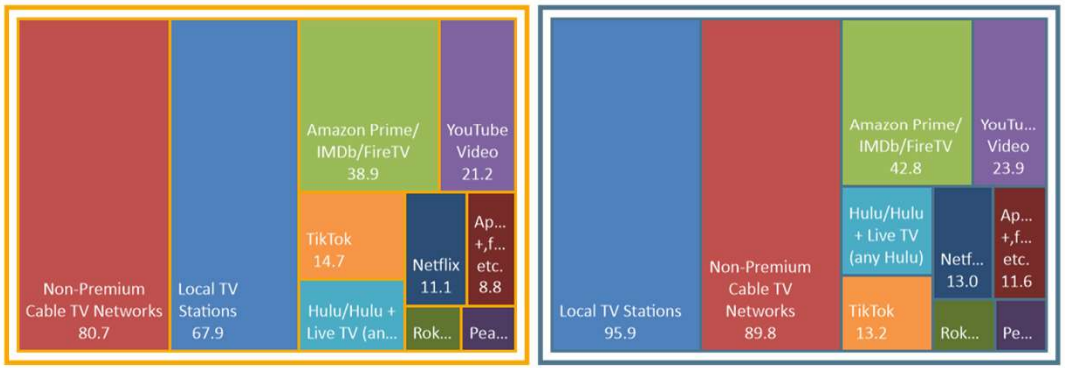
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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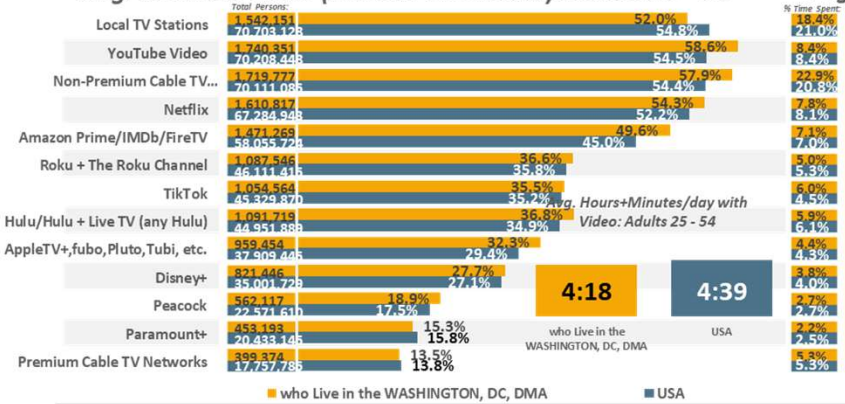
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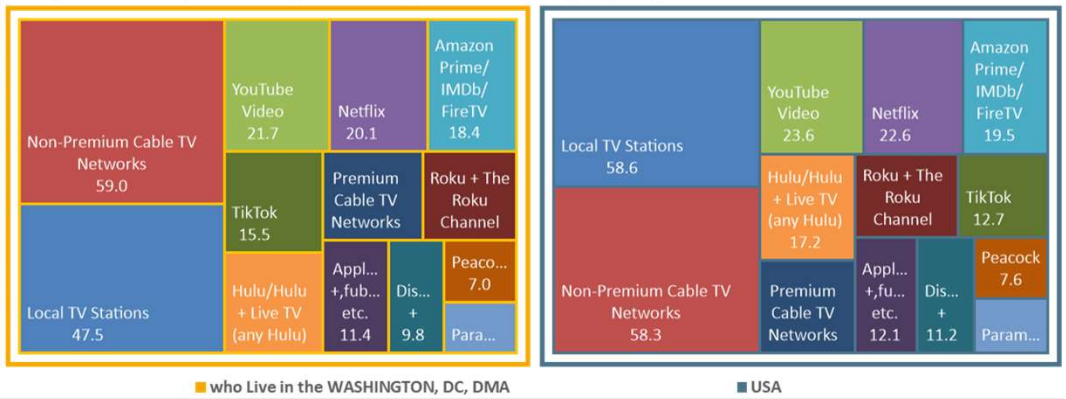
P25-54

1,519,535 or 51.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 45.3 minutes every day representing 22.1% of all time spent daily with Ad-Supported Video.

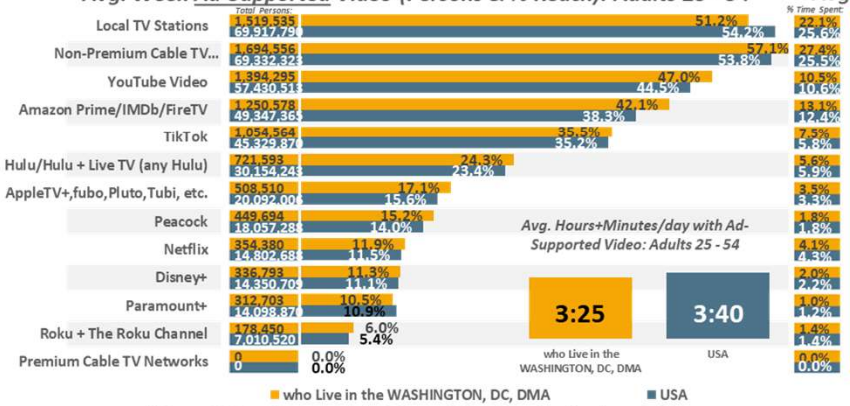
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



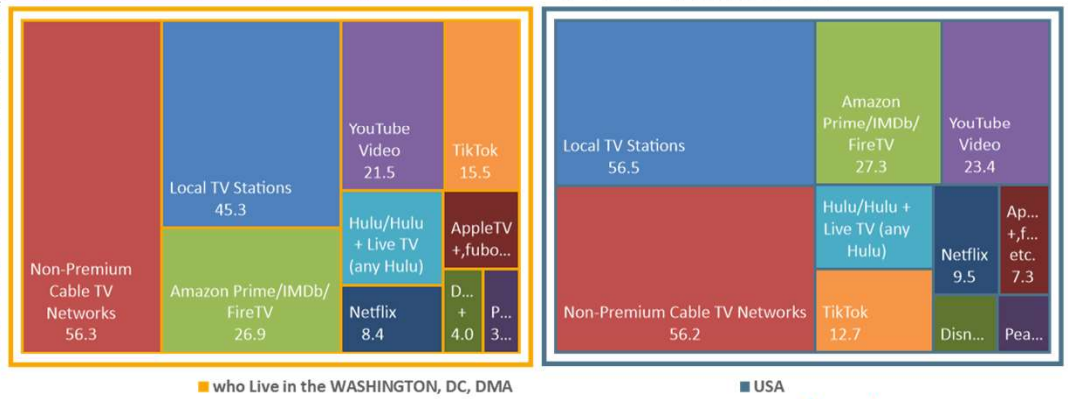
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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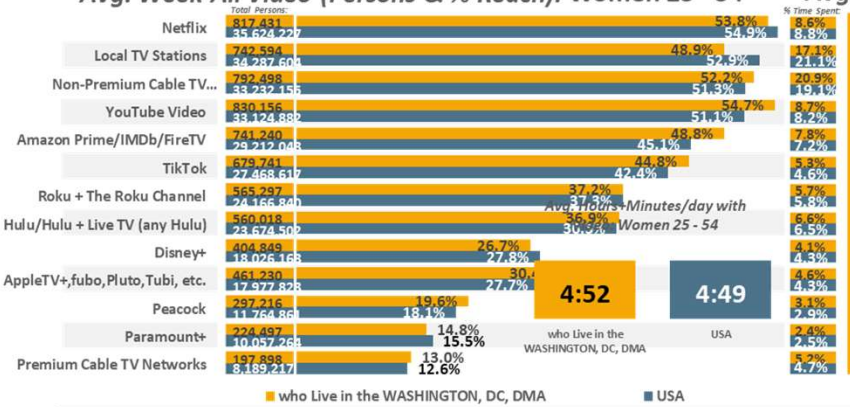
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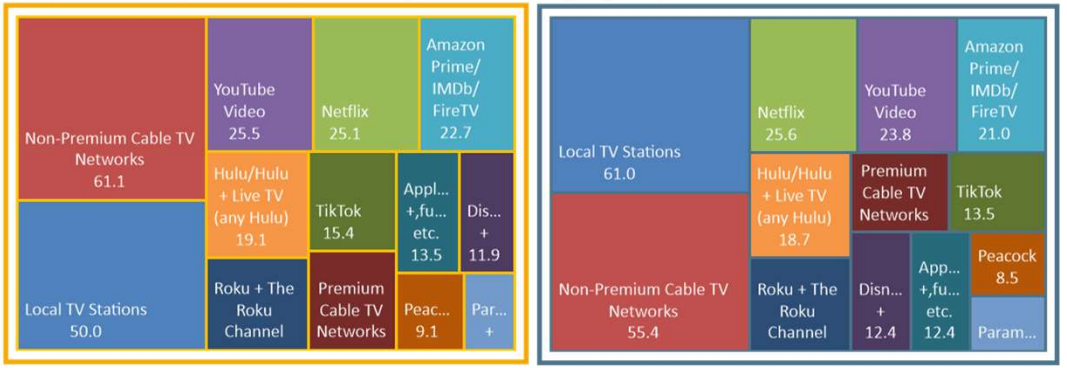
W25-54

730,864 or 48.1% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 48.1 minutes every day representing 21.2% of all time spent daily with Ad-Supported Video.

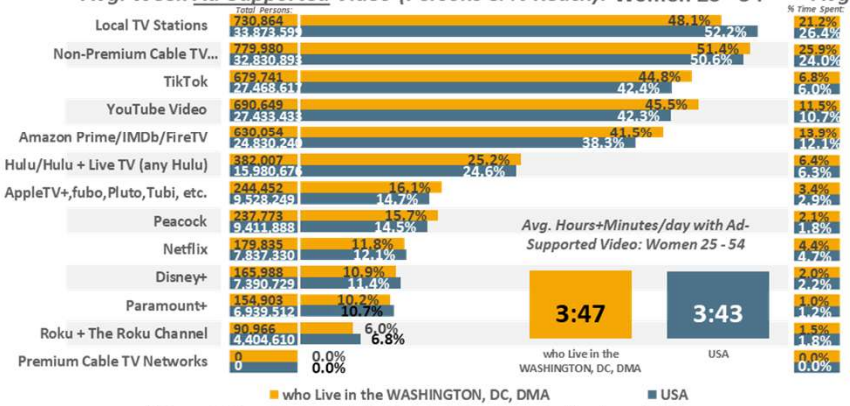
Avg. Week All Video (Persons & % Reach): Women 25 - 54



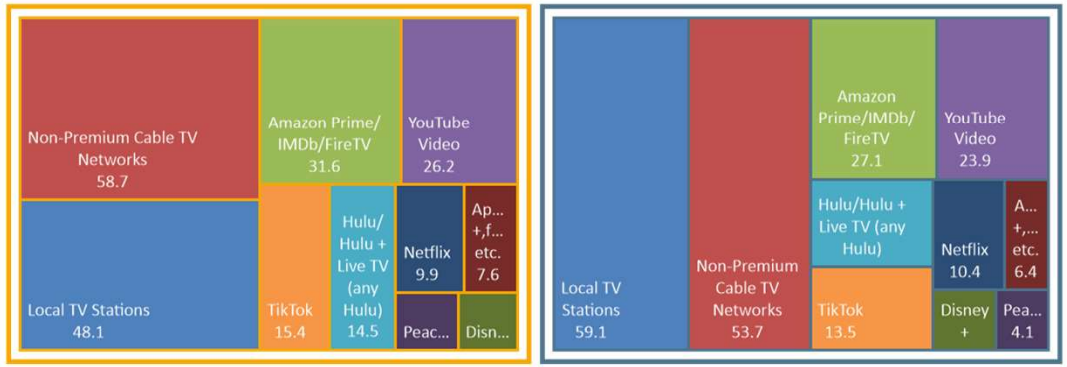
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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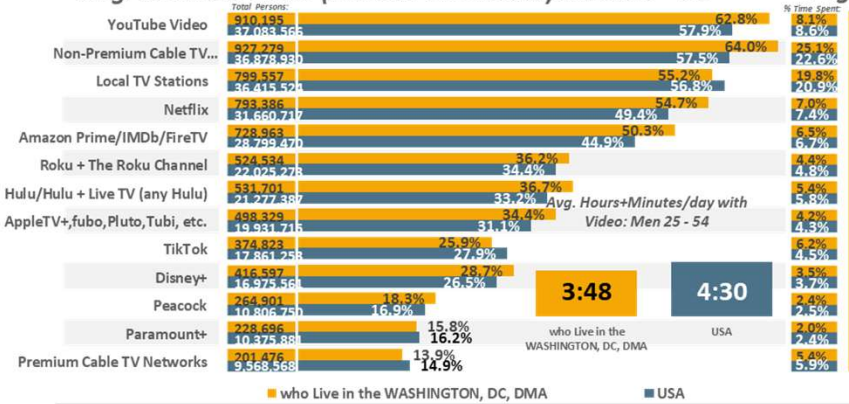
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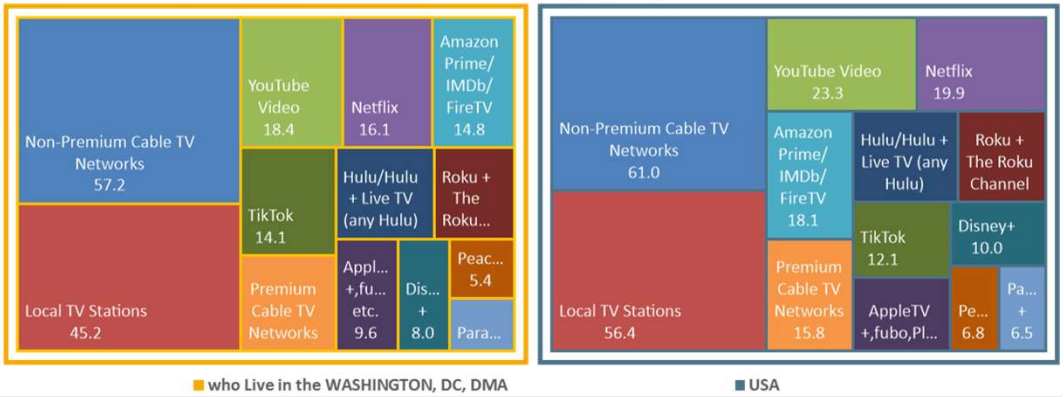
M25-54

788,967 or 54.4% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 42.7 minutes every day representing 23.1% of all time spent daily with Ad-Supported Video.

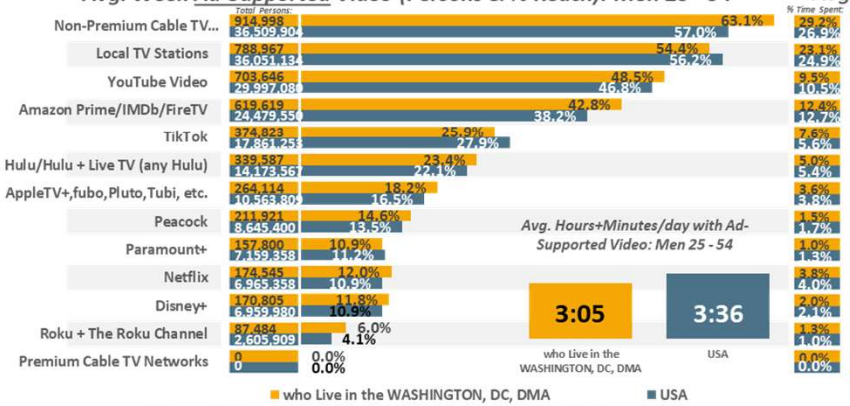
Avg. Week All Video (Persons & % Reach): Men 25 - 54



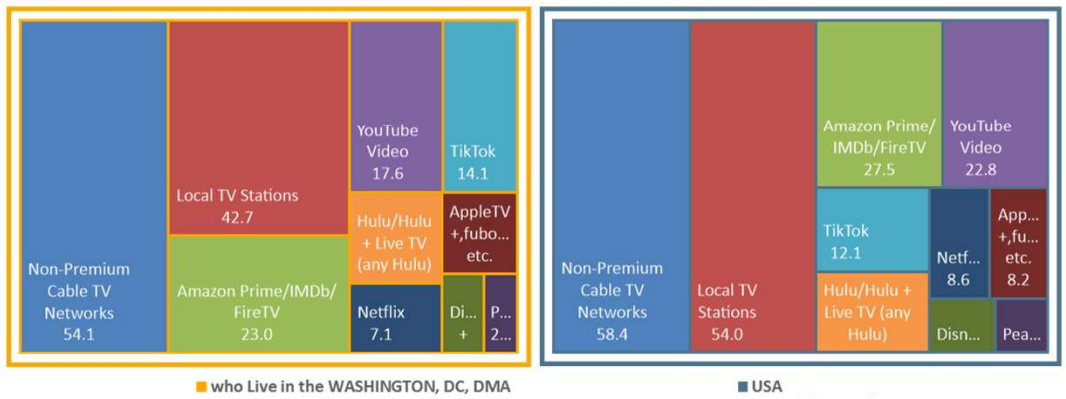
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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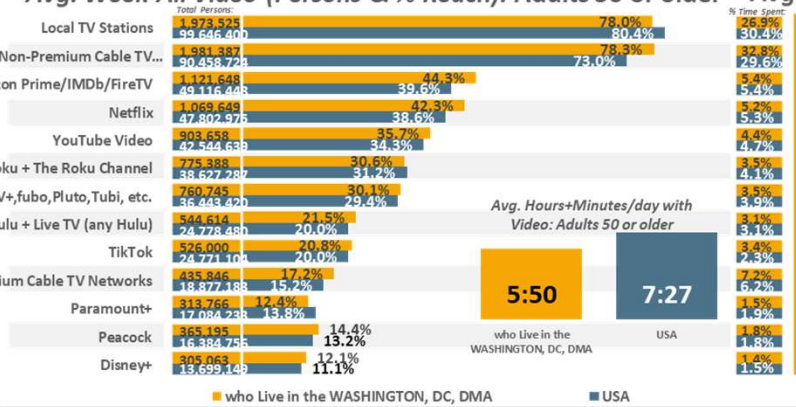
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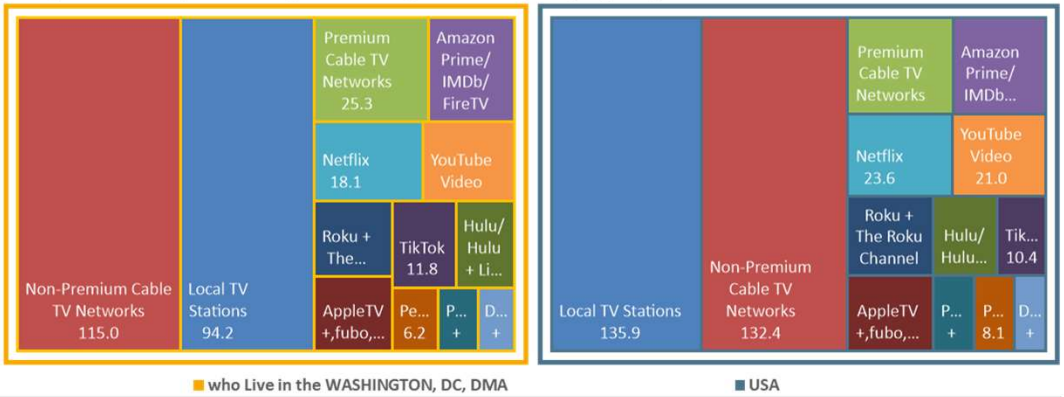
P50+

1,928,055 or 76.2% of Adults 50 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 86.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

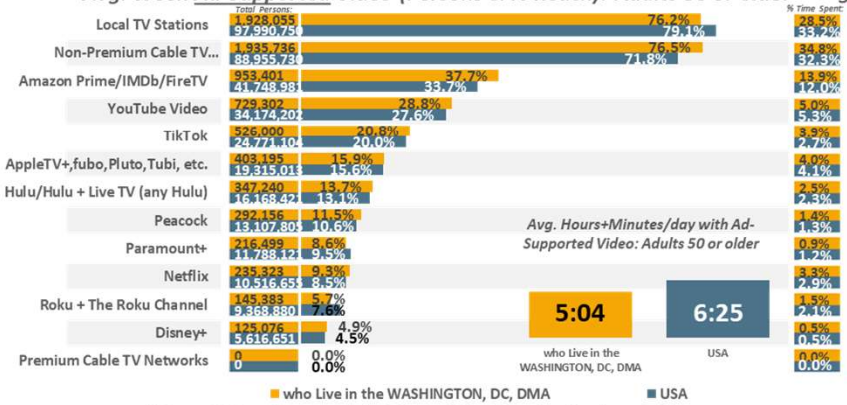
Avg. Week All Video (Persons & % Reach): Adults 50 or older



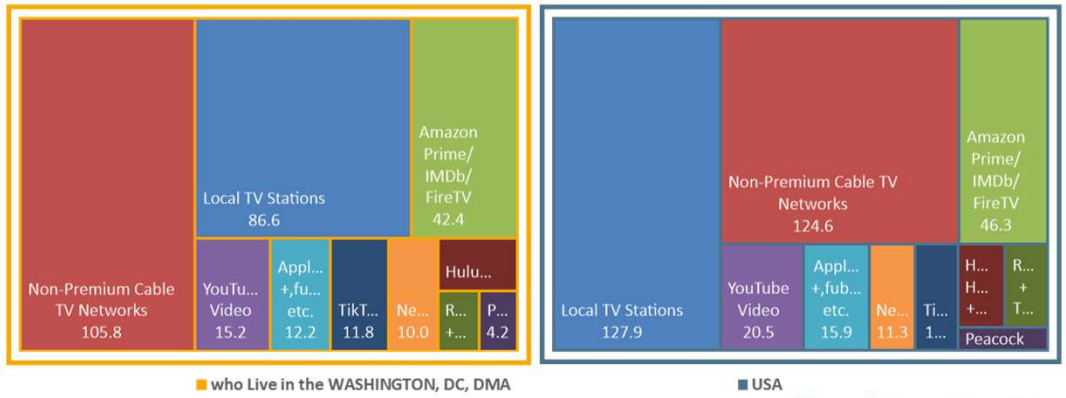
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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



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



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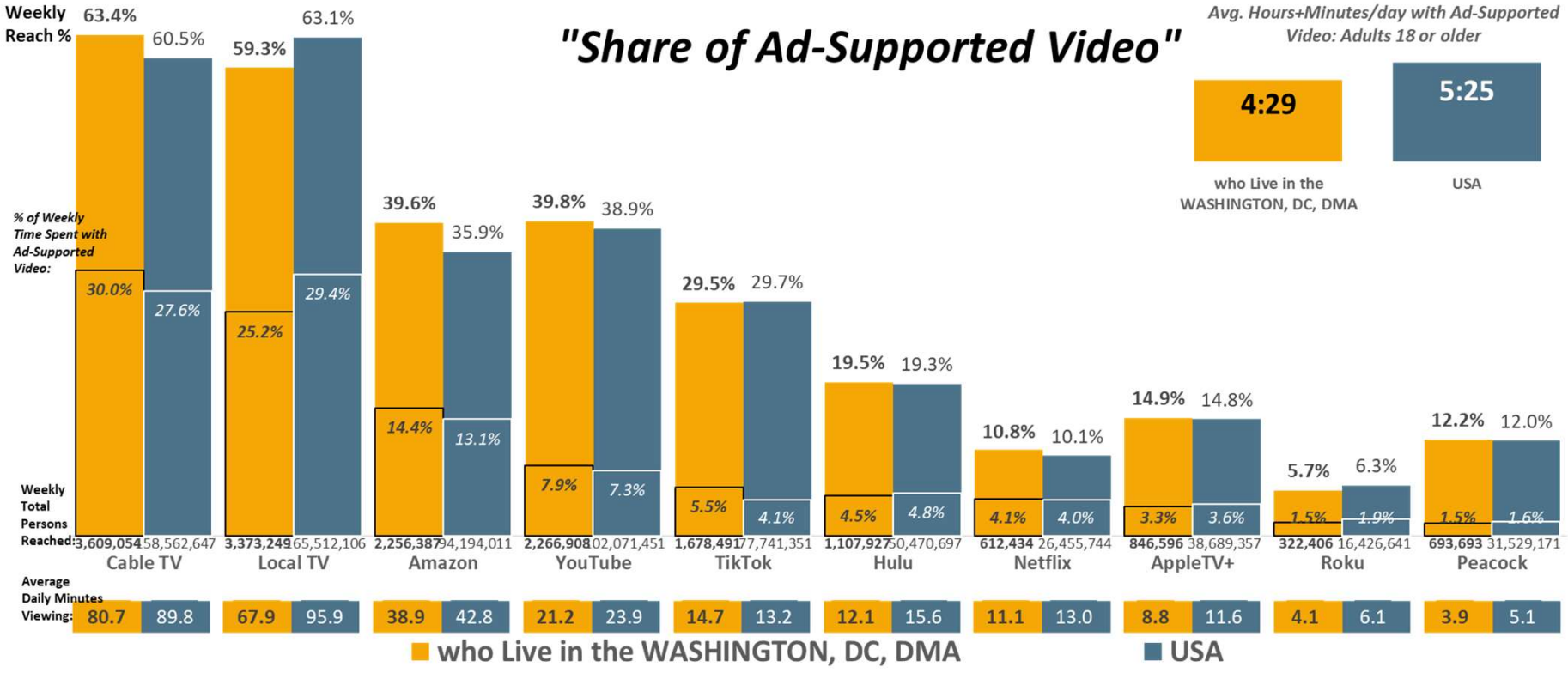
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P18+

3,373,249 or 59.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 67.9 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.



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P25-54

1,519,535 or 51.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 45.3 minutes every day representing 22.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 54

3:25 who Live in the WASHINGTON, DC, DMA

3:40 USA

	Cable TV	Local TV	Amazon	YouTube	TikTok	Hulu	Netflix	AppleTV+	Disney+	Peacock
Weekly Reach %	57.1% / 53.8%	51.2% / 54.2%	42.1% / 38.3%	47.0% / 44.5%	35.5% / 35.2%	24.3% / 23.4%	11.9% / 11.5%	17.1% / 15.6%	11.3% / 11.1%	15.2% / 14.0%
% of Weekly Time Spent with Ad-Supported Video:	27.4% / 25.5%	22.1% / 25.6%	13.1% / 12.4%	10.5% / 10.6%	7.5% / 5.8%	5.6% / 5.9%	4.1% / 4.3%	3.5% / 3.3%	2.0% / 2.2%	1.8% / 1.8%
Weekly Total Persons Reached:	1,694,556 / 69,332,323	1,519,535 / 69,917,790	1,250,578 / 49,347,365	1,394,295 / 57,430,513	1,054,564 / 45,329,870	721,593 / 30,154,243	354,380 / 14,802,688	508,510 / 20,092,006	336,793 / 14,350,709	449,694 / 18,057,288
Average Daily Minutes Viewing:	56.3 / 56.2	45.3 / 56.5	26.9 / 27.3	21.5 / 23.4	15.5 / 12.7	11.5 / 12.9	8.4 / 9.5	7.1 / 7.3	4.0 / 4.8	3.7 / 3.9

■ who Live in the WASHINGTON, DC, DMA ■ USA

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W25-54

730,864 or 48.1% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 48.1 minutes every day representing 21.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Women 25 - 54

	who Live in the WASHINGTON, DC, DMA	USA
	3:47	3:43

	Cable TV	Local TV	Amazon	YouTube	TikTok	Hulu	Netflix	AppleTV+	Peacock	Disney+
Weekly Reach %	51.4% / 50.6%	48.1% / 52.2%	41.5% / 38.3%	45.5% / 42.3%	44.8% / 42.4%	25.2% / 24.6%	11.8% / 12.1%	16.1% / 14.7%	15.7% / 14.5%	10.9% / 11.4%
% of Weekly Time Spent with Ad-Supported Video:	25.9% / 24.0%	21.2% / 26.4%	13.9% / 12.1%	11.5% / 10.7%	6.8% / 6.0%	6.4% / 6.3%	4.4% / 4.7%	3.4% / 2.9%	2.1% / 1.8%	2.0% / 2.2%
Weekly Total Persons Reached:	779,980 / 32,830,893	730,864 / 33,873,599	630,054 / 24,830,240	690,649 / 27,433,433	679,741 / 27,468,617	382,007 / 15,980,676	179,835 / 7,837,330	244,452 / 9,528,249	237,773 / 9,411,888	165,988 / 7,390,729
Average Daily Minutes Viewing:	58.7 / 53.7	48.1 / 59.1	31.6 / 27.1	26.2 / 23.9	15.4 / 13.5	14.5 / 14.1	9.9 / 10.4	7.6 / 6.4	4.8 / 4.1	4.5 / 5.0

■ who Live in the WASHINGTON, DC, DMA ■ USA

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M25-54

788,967 or 54.4% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 42.7 minutes every day representing 23.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Men 25 - 54

3:05 who Live in the WASHINGTON, DC, DMA

3:36 USA

	Cable TV	Local TV	Amazon	YouTube	TikTok	Hulu	Netflix	AppleTV+	Disney+	Peacock
Weekly Reach %	63.1% / 57.0%	54.4% / 56.2%	42.8% / 38.2%	48.5% / 46.8%	25.9% / 27.9%	23.4% / 22.1%	12.0% / 10.9%	18.2% / 16.5%	11.8% / 10.9%	14.6% / 13.5%
% of Weekly Time Spent with Ad-Supported Video:	29.2% / 26.9%	23.1% / 24.9%	12.4% / 12.7%	9.5% / 10.5%	7.6% / 5.6%	5.0% / 5.4%	3.8% / 4.0%	3.6% / 3.8%	2.0% / 2.1%	1.5% / 1.7%
Weekly Total Persons Reached:	914,998 / 36,509,904	788,967 / 36,051,134	619,619 / 24,479,550	703,646 / 29,997,080	374,823 / 17,861,253	339,587 / 14,173,567	174,545 / 6,965,358	264,114 / 10,563,809	170,805 / 6,959,980	211,921 / 8,645,400
Average Daily Minutes Viewing:	54.1 / 58.4	42.7 / 54.0	23.0 / 27.5	17.6 / 22.8	14.1 / 12.1	9.2 / 11.8	7.1 / 8.6	6.7 / 8.2	3.6 / 4.6	2.9 / 3.6

who Live in the WASHINGTON, DC, DMA ■ USA

USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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P50+

1,928,055 or 76.2% of Adults 50 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 86.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 50 or older

5:04 — who Live in the WASHINGTON, DC, DMA

6:25 — USA

	Cable TV	Local TV	Amazon	YouTube	AppleTV+	TikTok	Netflix	Hulu	Roku	Peacock
Weekly Reach %	76.5% / 71.8%	76.2% / 79.1%	37.7% / 33.7%	28.8% / 27.6%	15.9% / 15.6%	20.8% / 20.0%	9.3% / 8.5%	13.7% / 13.1%	5.7% / 7.6%	11.5% / 10.6%
% of Weekly Time Spent with Ad-Supported Video:	34.8% / 32.3%	28.5% / 33.2%	13.9% / 12.0%	5.0% / 5.3%	4.0% / 4.1%	3.9% / 2.7%	3.3% / 2.9%	2.5% / 2.3%	1.5% / 2.1%	1.4% / 1.3%
Weekly Total Persons Reached:	1,935,736 / 88,955,730	1,928,055 / 97,990,750	953,401 / 41,748,981	729,302 / 34,174,202	403,195 / 19,315,013	526,000 / 24,771,104	235,323 / 10,516,655	347,240 / 16,168,421	145,383 / 9,368,880	292,156 / 13,107,805
Average Daily Minutes Viewing:	105.8 / 124.6	86.6 / 127.9	42.4 / 46.3	15.2 / 20.5	12.2 / 15.9	11.8 / 10.4	10.0 / 11.3	7.5 / 9.0	4.5 / 8.2	4.2 / 4.8

who Live in the WASHINGTON, DC, DMA ■ USA

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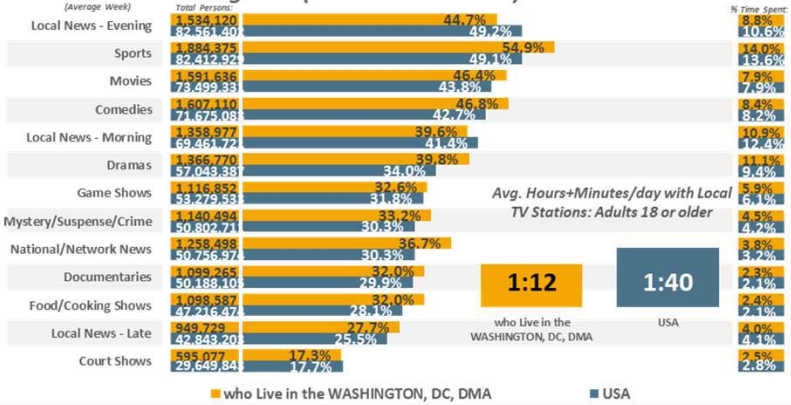
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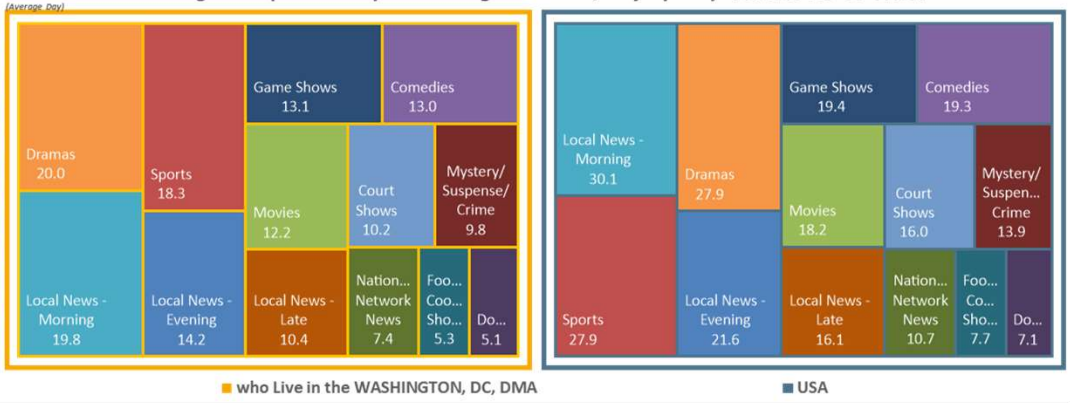
P18+

3,373,249 or 59.3% of Adults 18 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

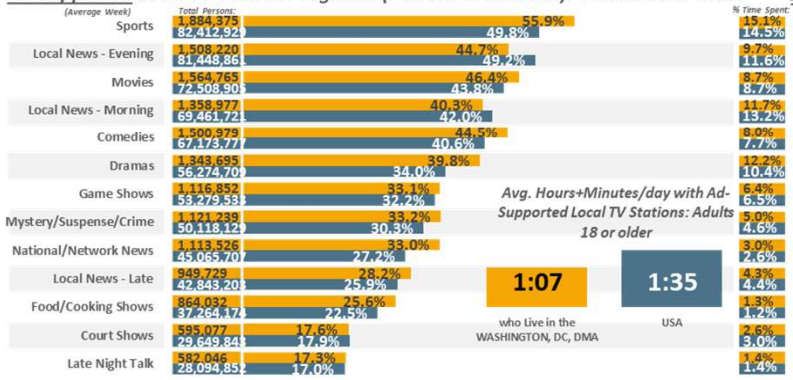
Local TV Station Programs (Persons & % Reach): Adults 18 or older



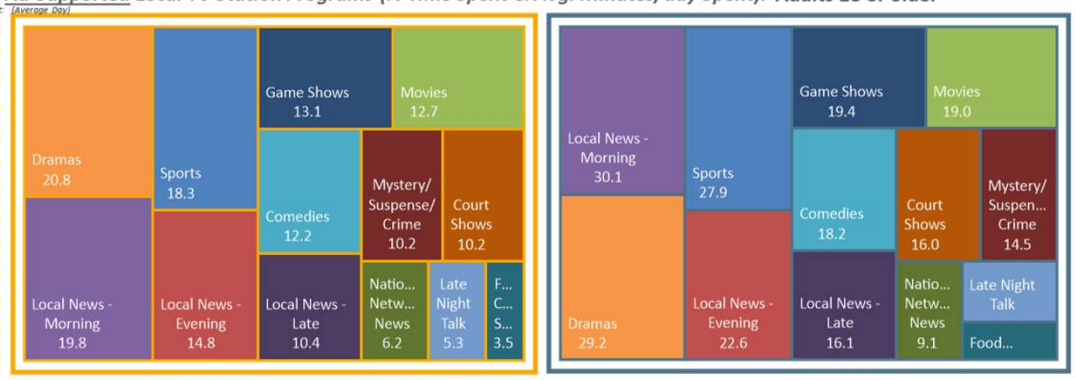
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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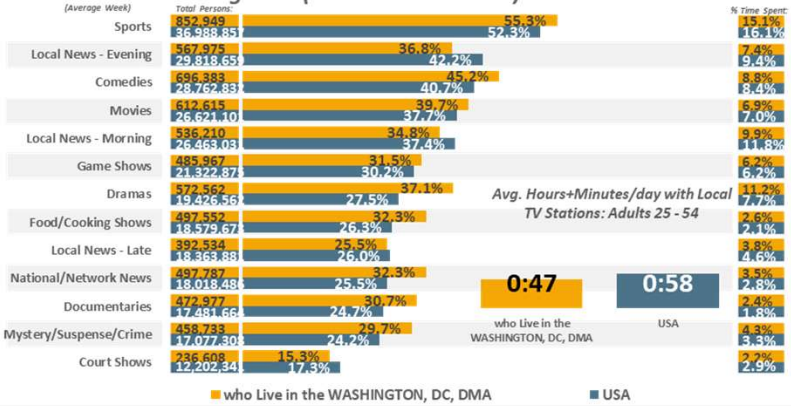
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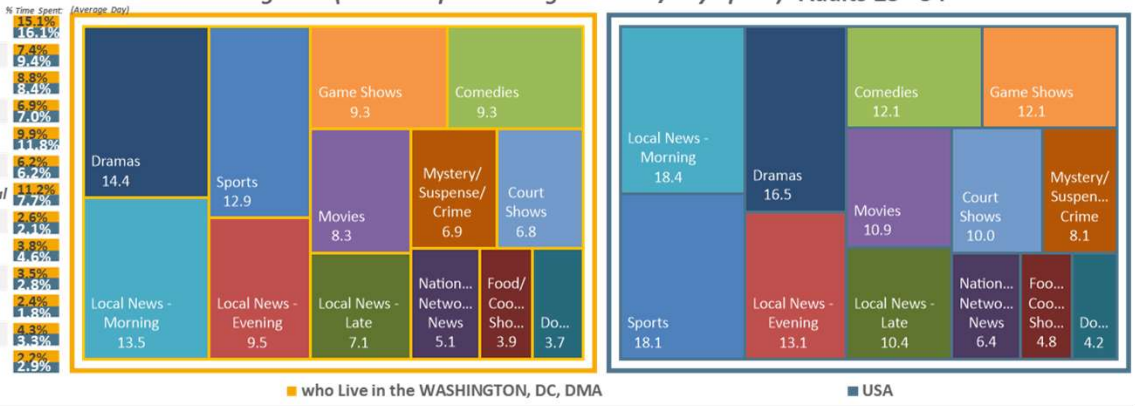
P25-54

1,519,535 or 51.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, Local News - Evening, and Local News - Morning.

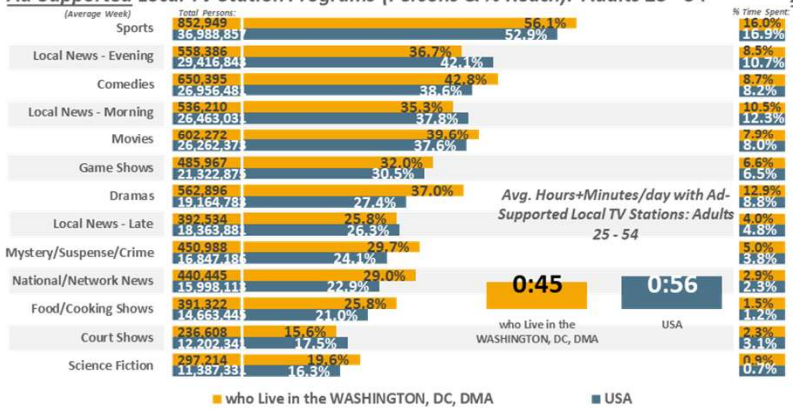
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



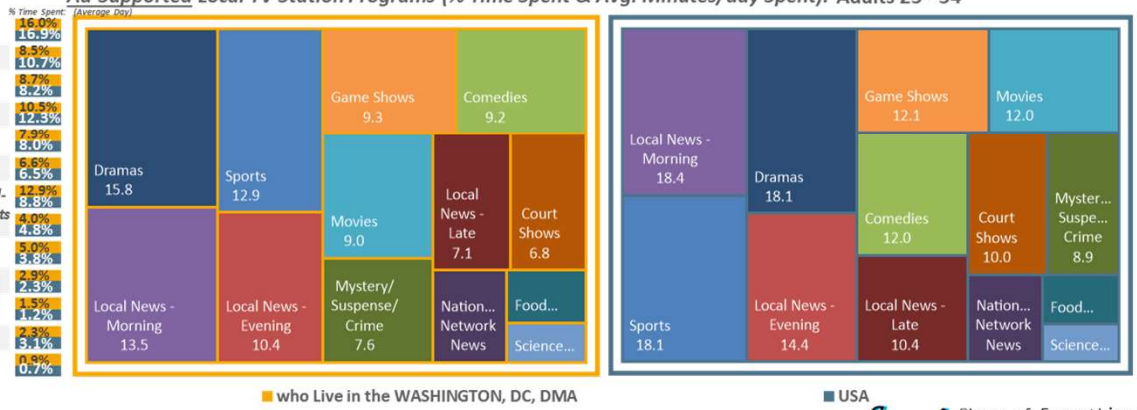
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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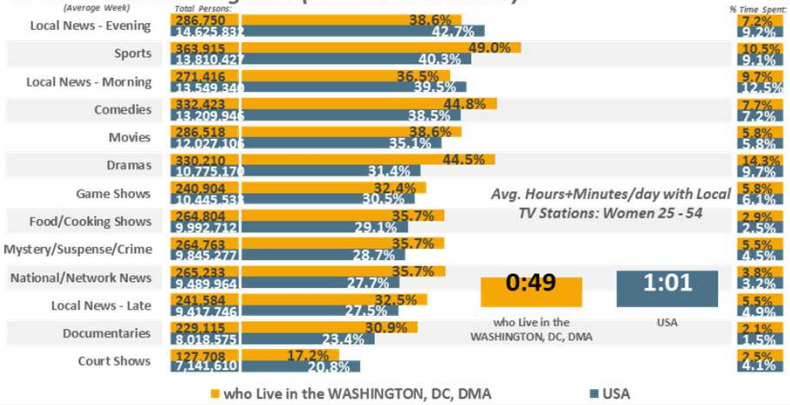
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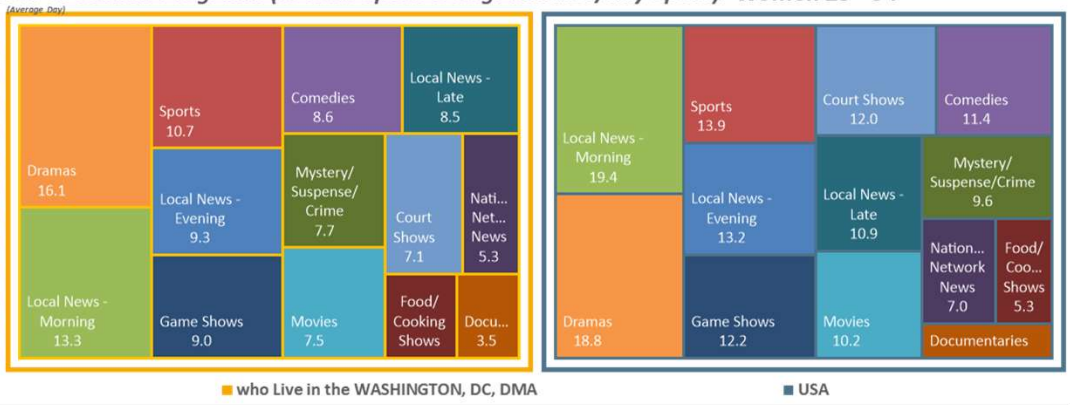
W25-54

730,864 or 48.1% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Dramas, Comedies, Local News - Evening, Movies, and Local News - Morning.

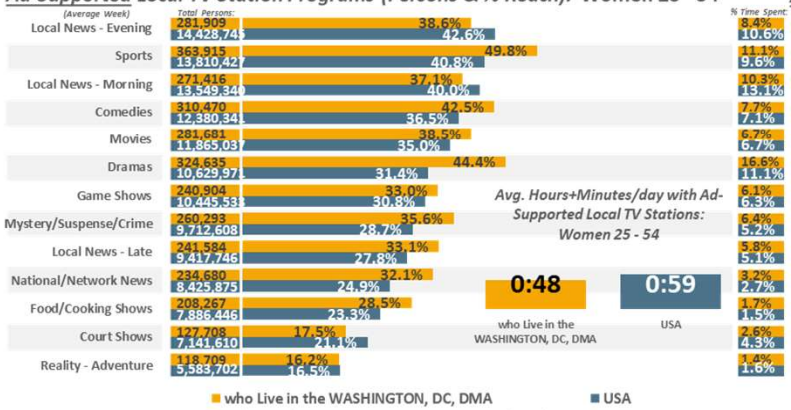
Local TV Station Programs (Persons & % Reach): Women 25 - 54



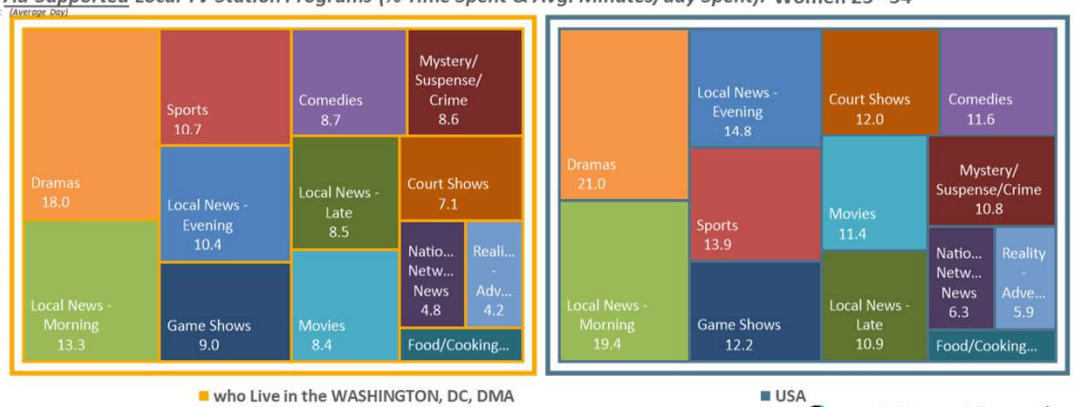
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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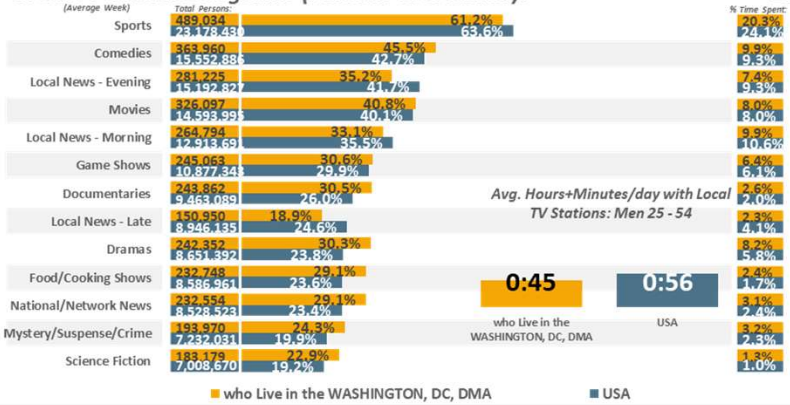
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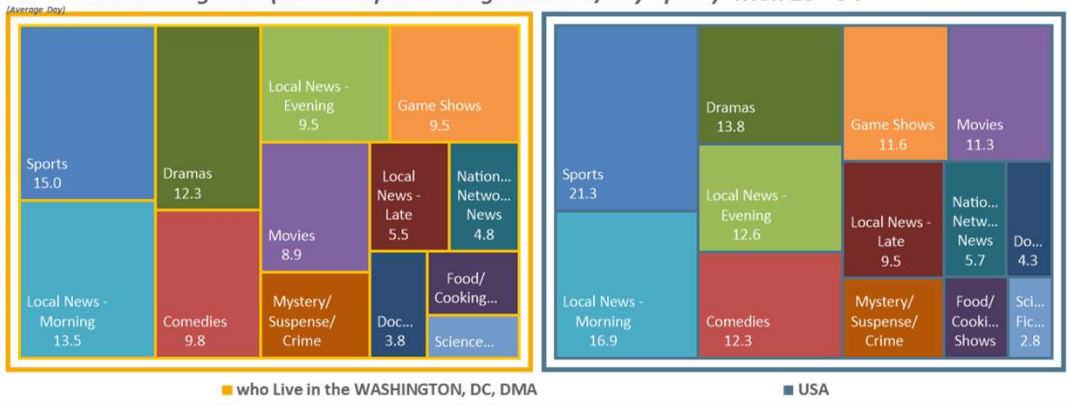
M25-54

788,967 or 54.4% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Game Shows.

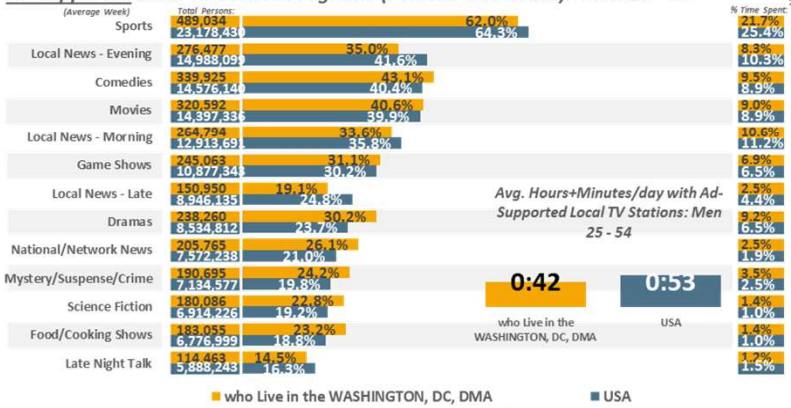
Local TV Station Programs (Persons & % Reach): Men 25 - 54



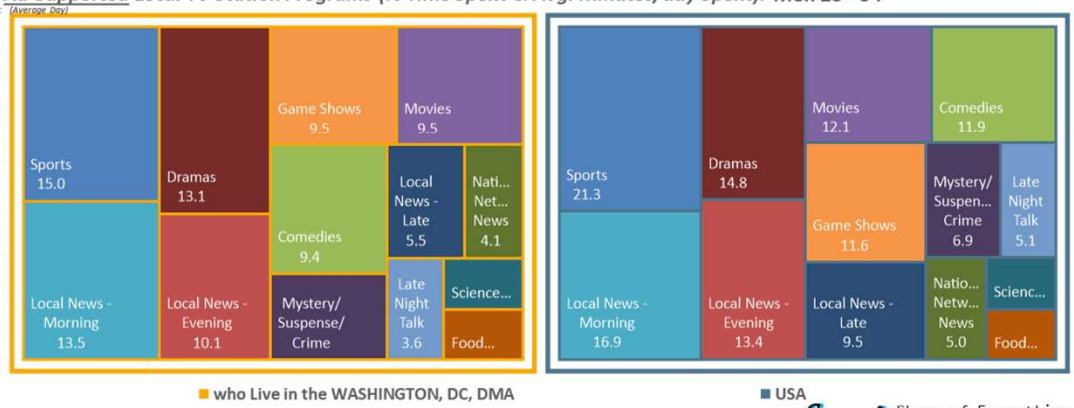
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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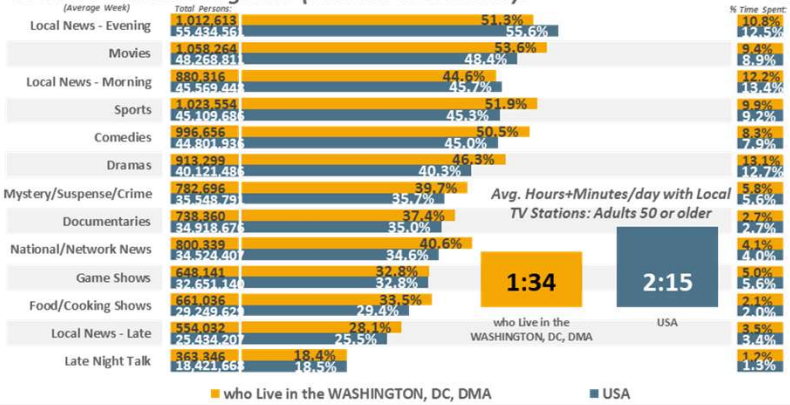
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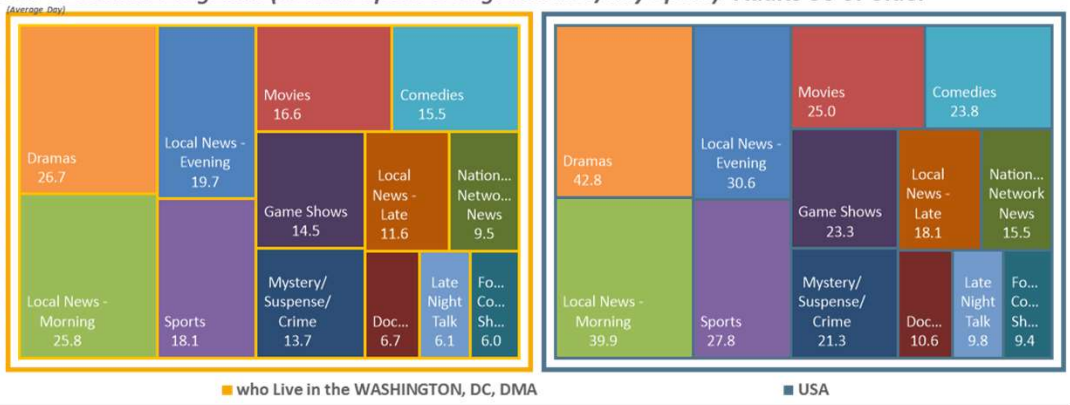
P50+

1,928,055 or 76.2% of Adults 50 or older who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Comedies, Dramas, and Local News - Morning.

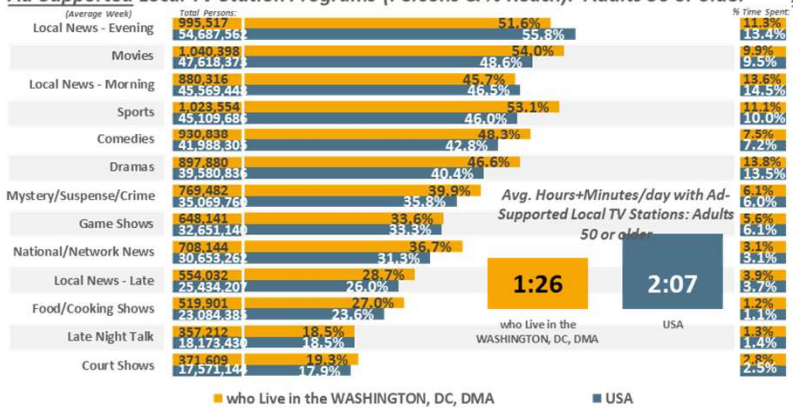
Local TV Station Programs (Persons & % Reach): Adults 50 or older



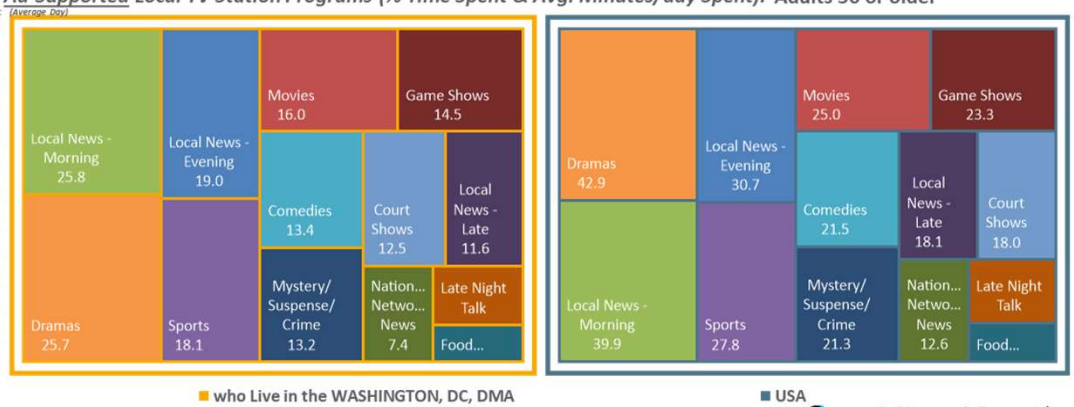
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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



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



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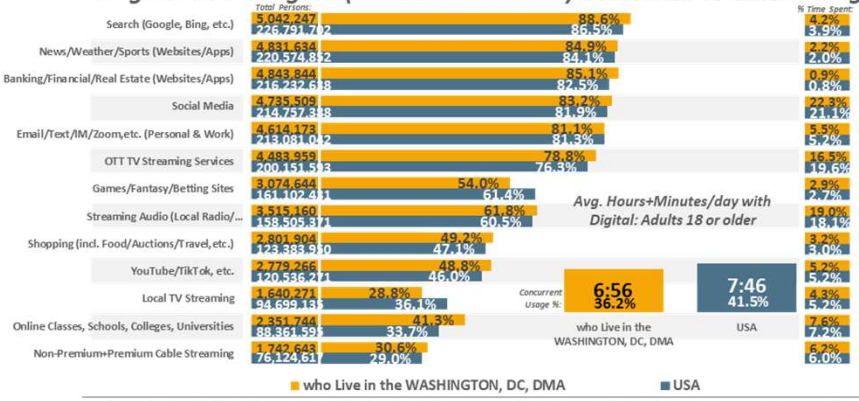
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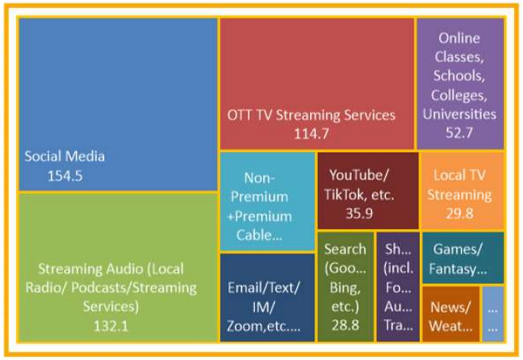
P18+

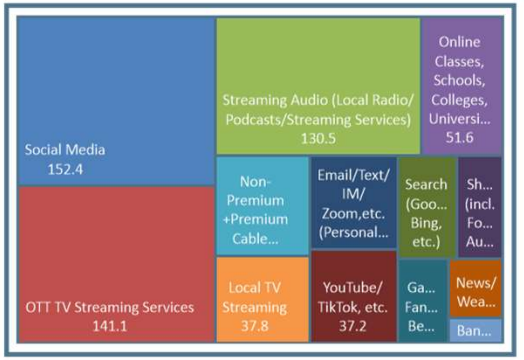
4,154,162 or 73.% of Adults 18 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 135.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

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

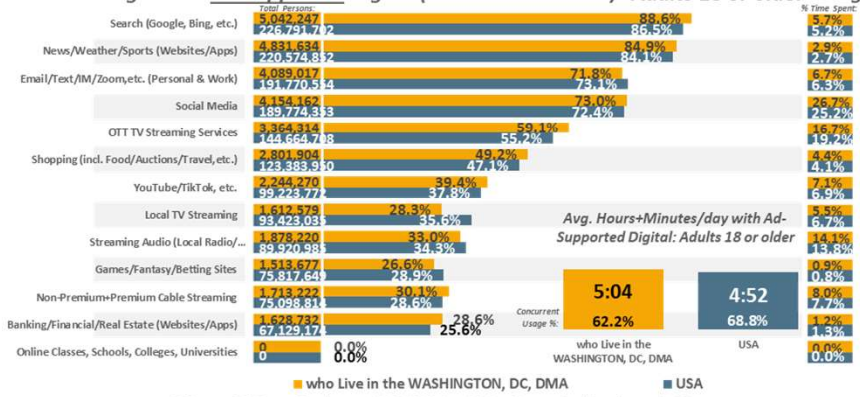


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

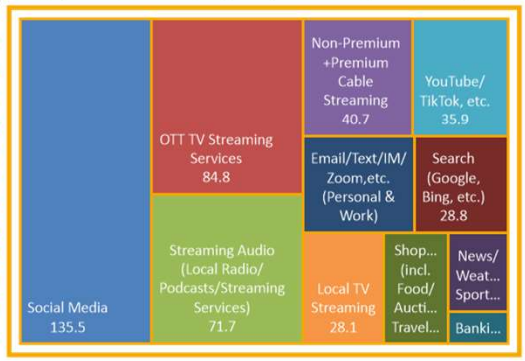


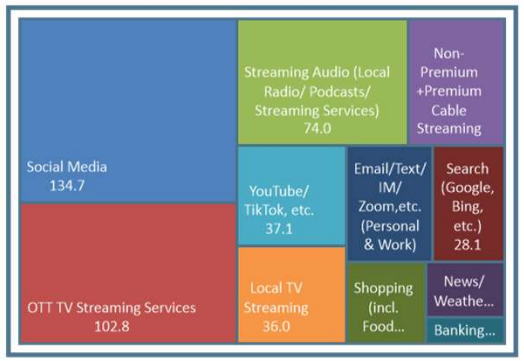


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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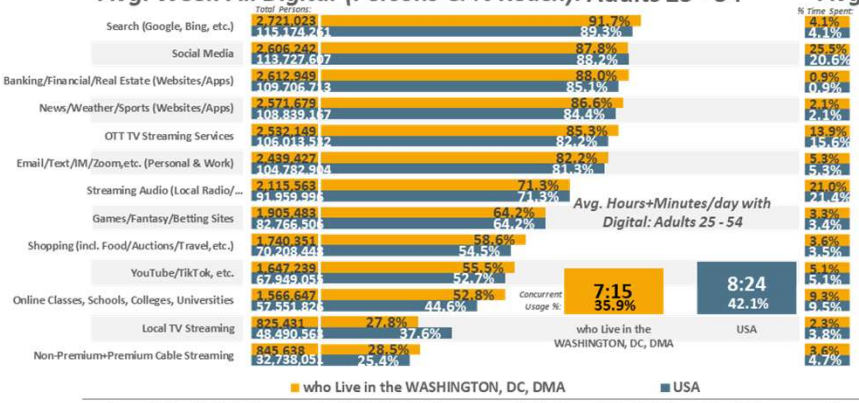
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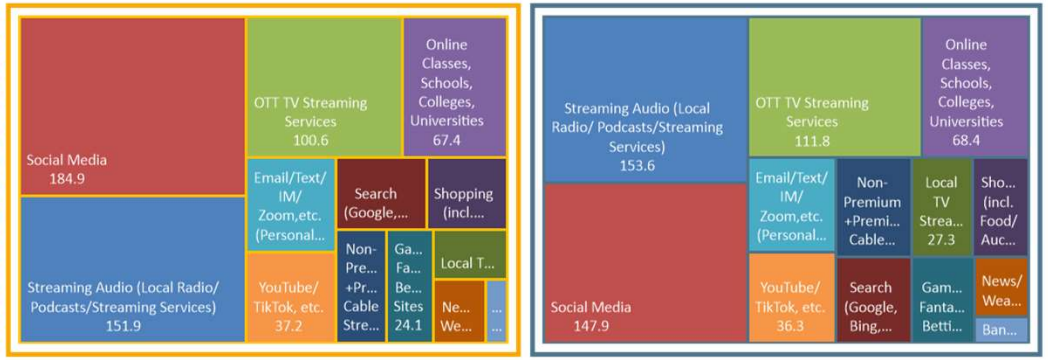
P25-54

2,230,712 or 75.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Digital Media.

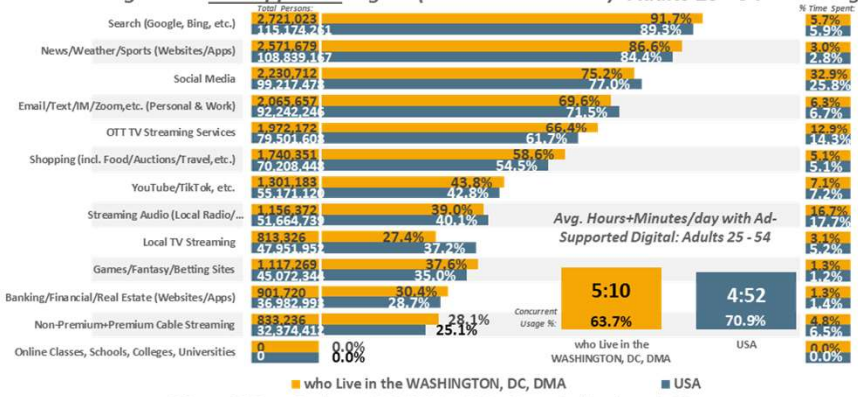
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



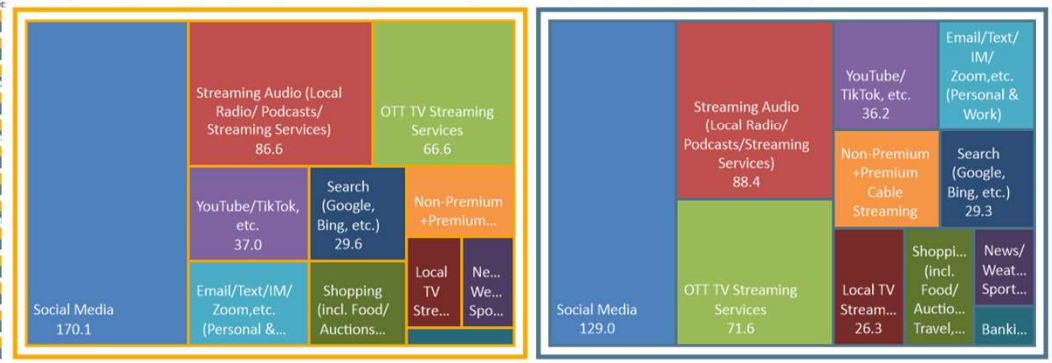
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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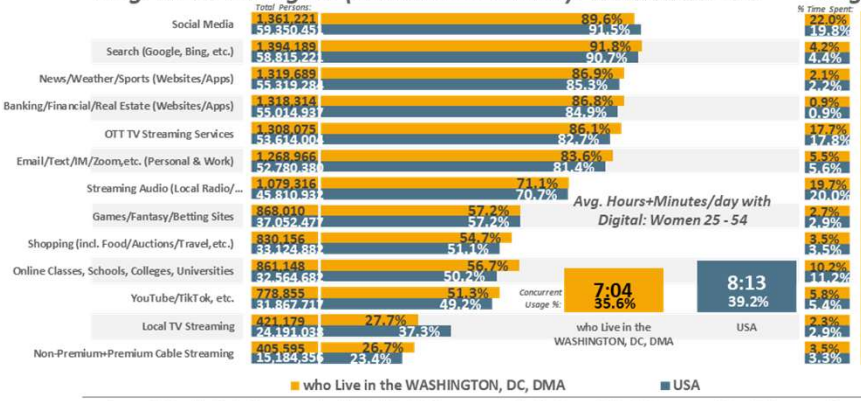
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W25-54

1,192,604 or 78.5% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

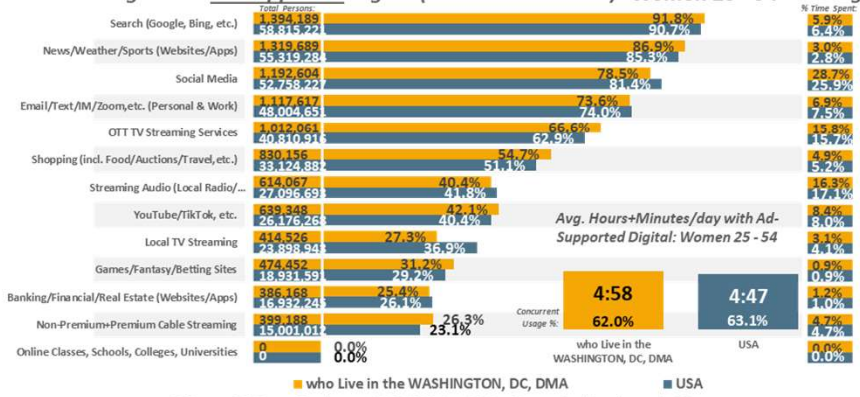
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



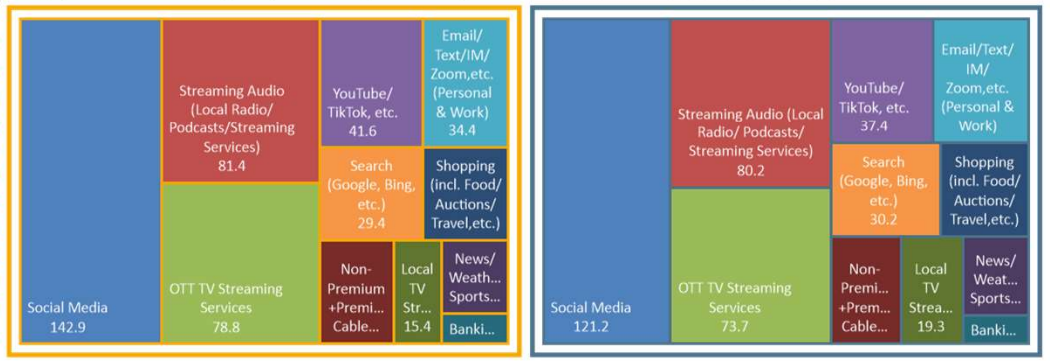
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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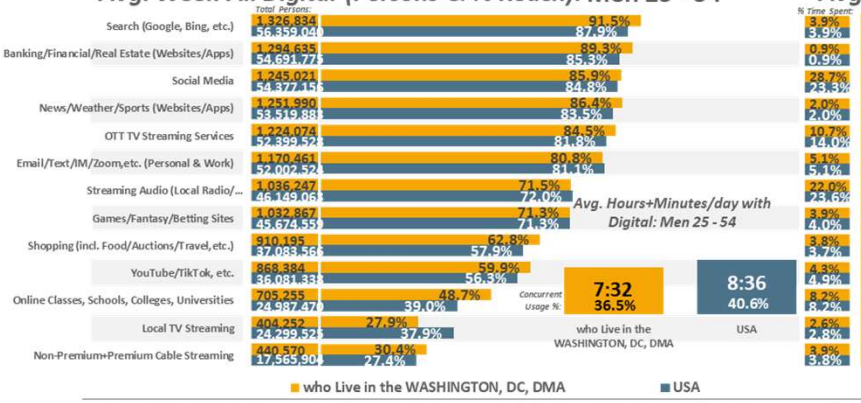
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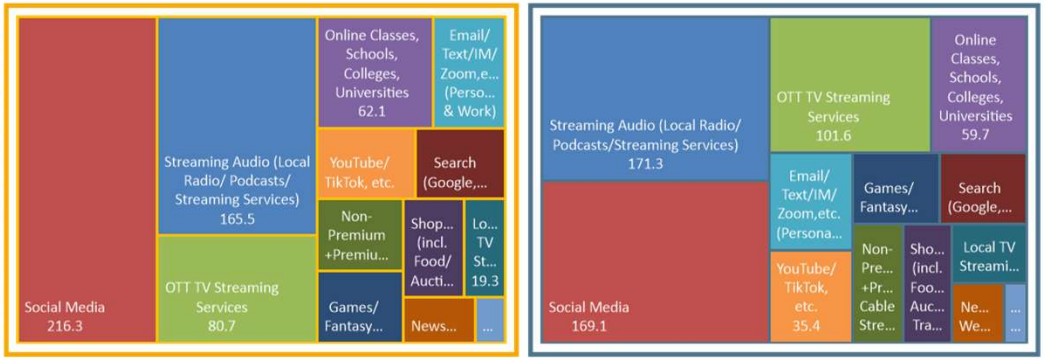
M25-54

1,038,108 or 71.6% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 36.5% of all time spent daily with Ad-Supported Digital Media.

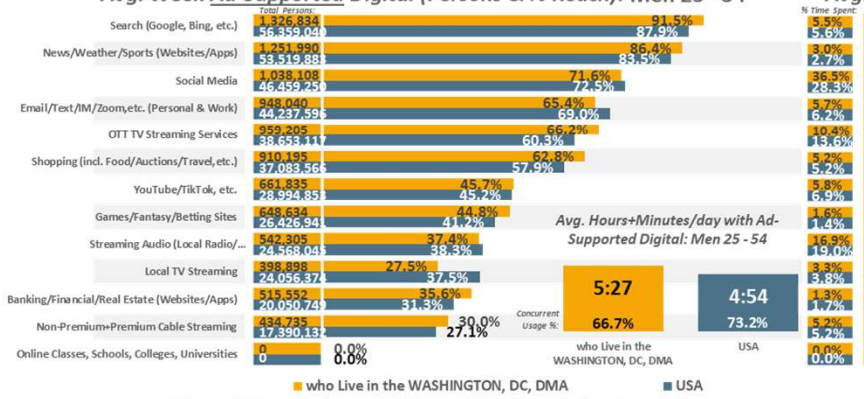
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



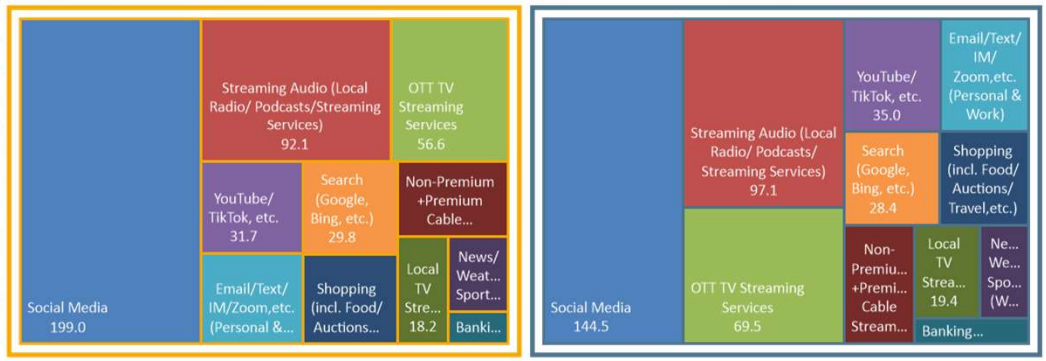
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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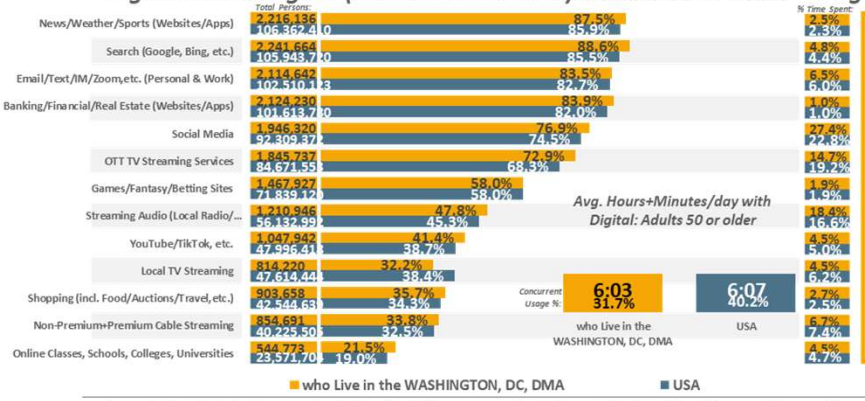
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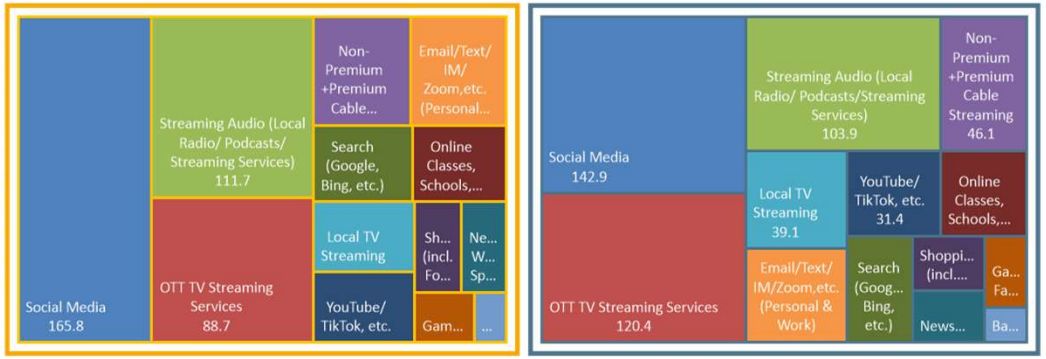
P50+

1,751,814 or 69.2% of Adults 50 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 149.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

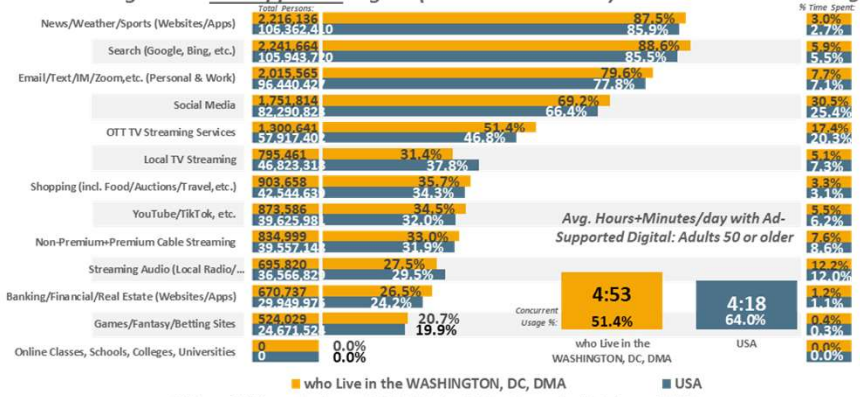
Avg. Week All Digital (Persons & % Reach): Adults 50 or older



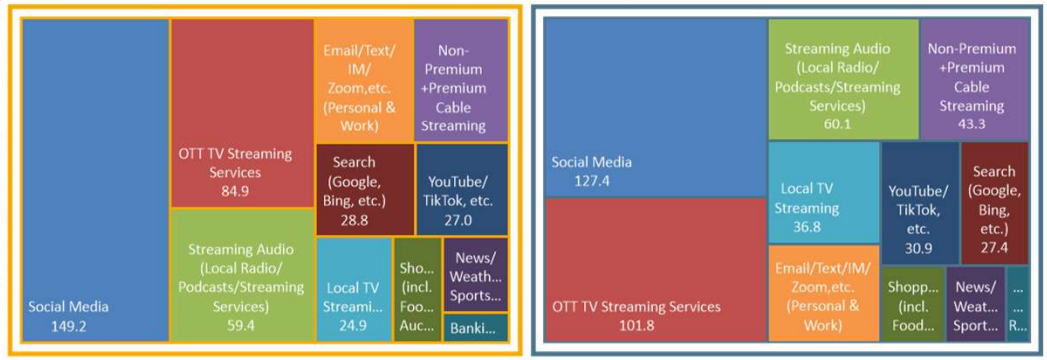
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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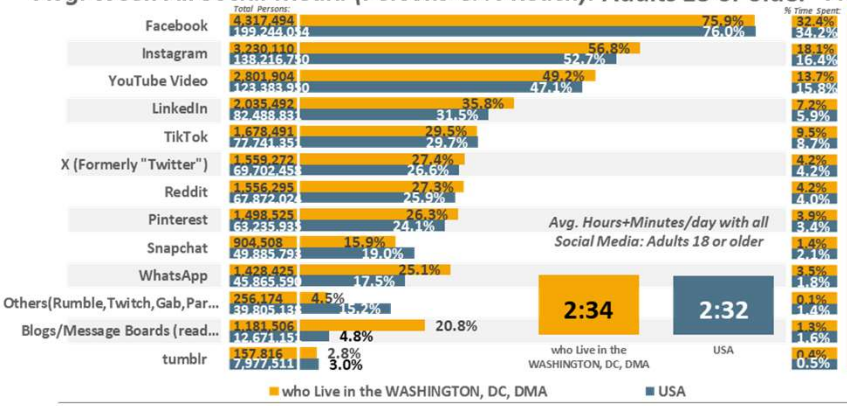
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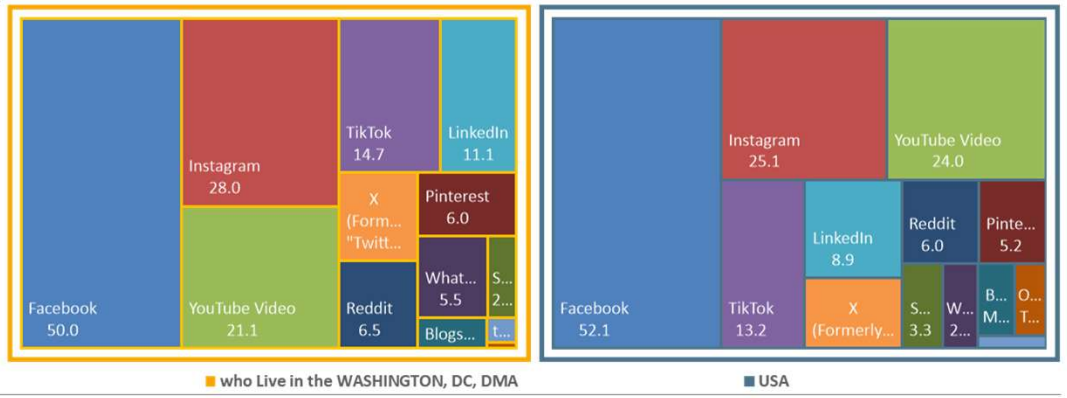
P18+

4,154,162 or 73.% of Adults 18 or older who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

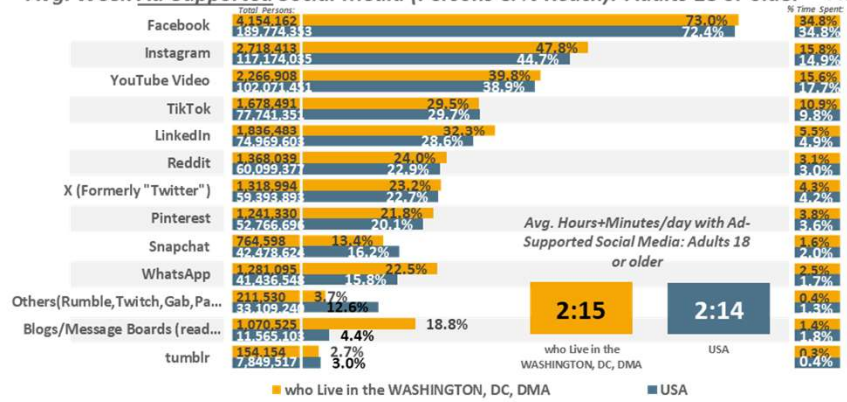
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



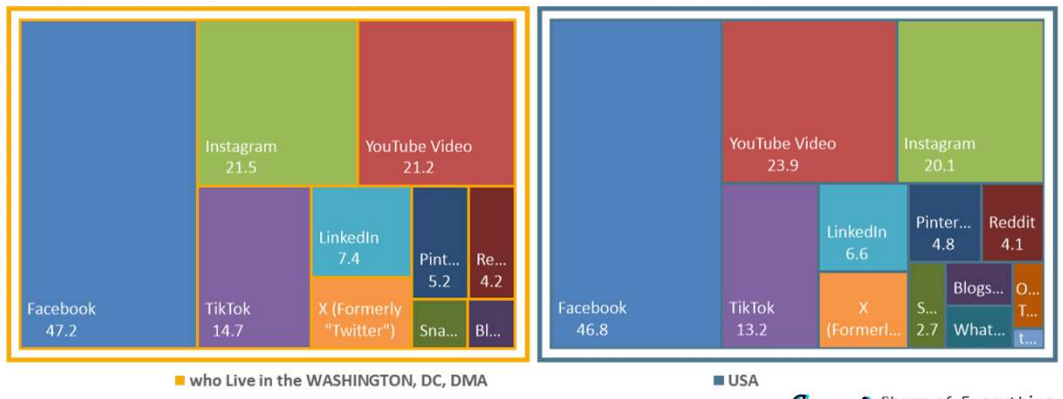
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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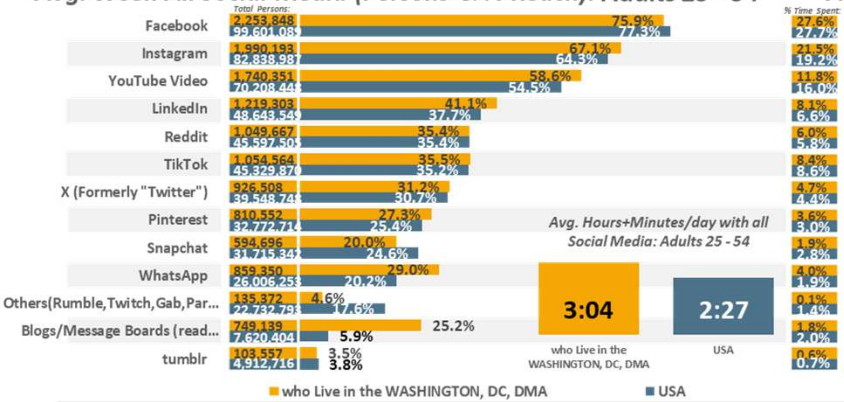
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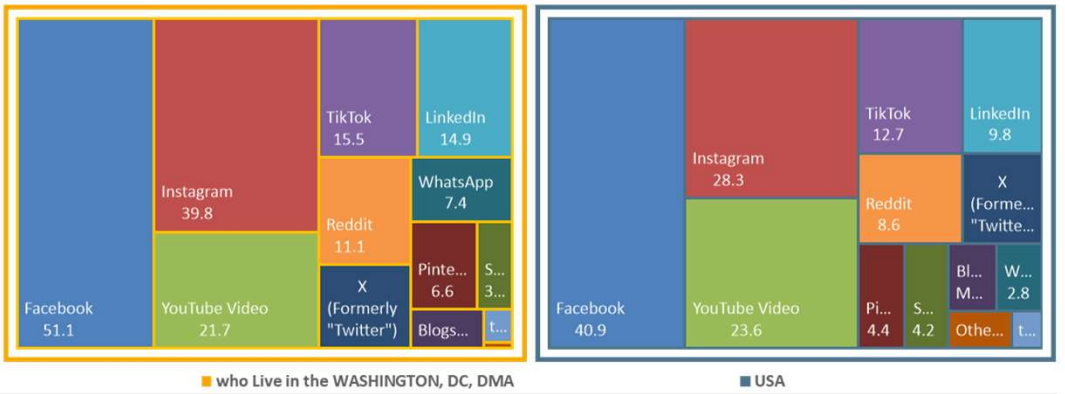
P25-54

2,230,712 or 75.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 53.5 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

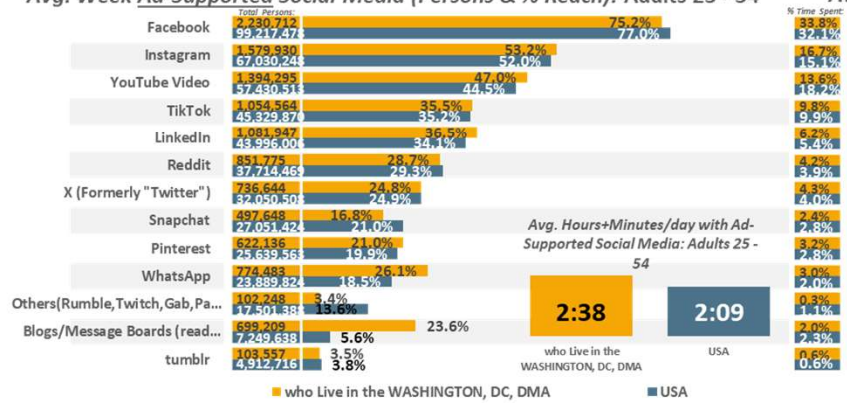
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



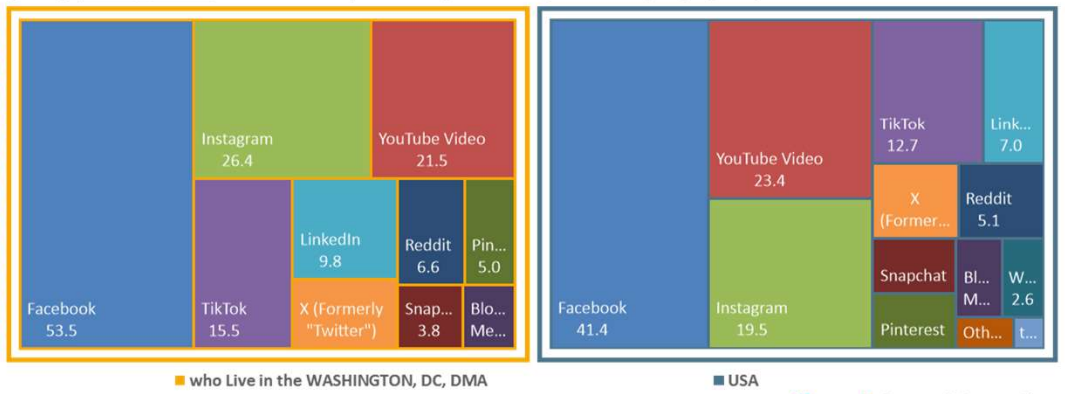
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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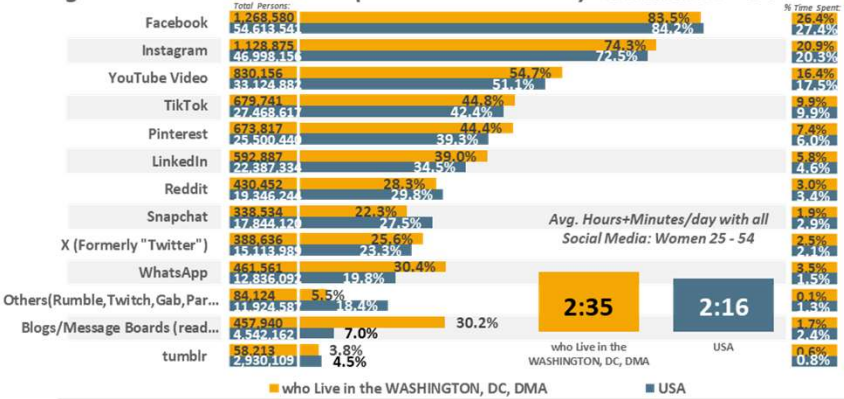
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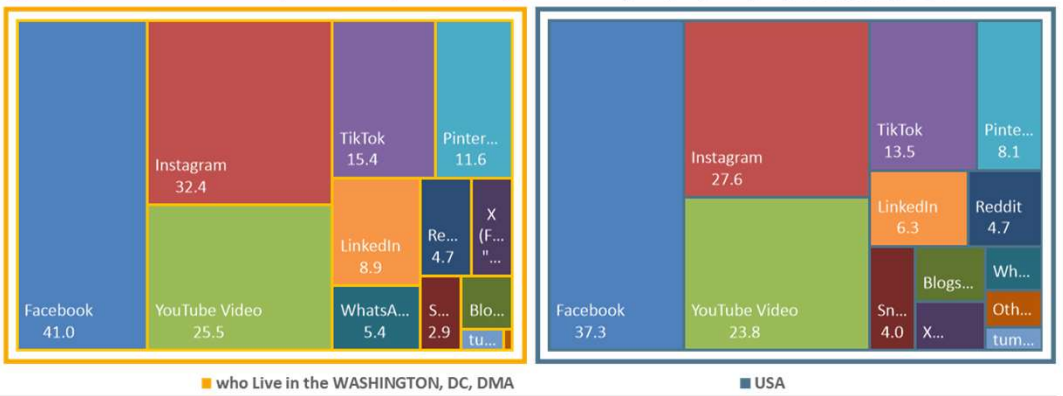
W25-54

1,192,604 or 78.5% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 39.3 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.

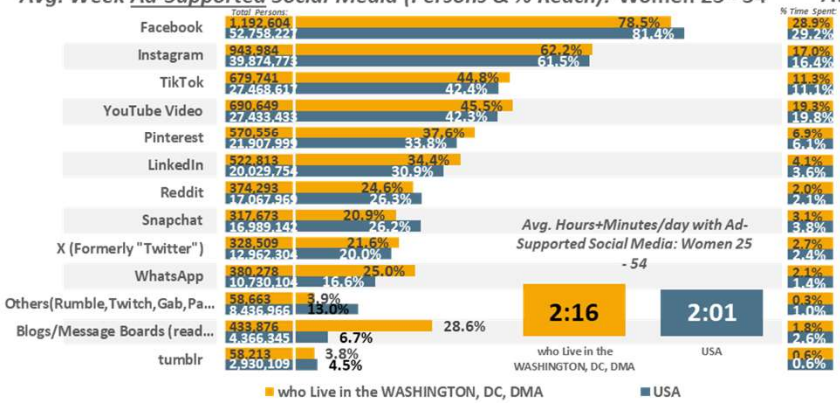
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



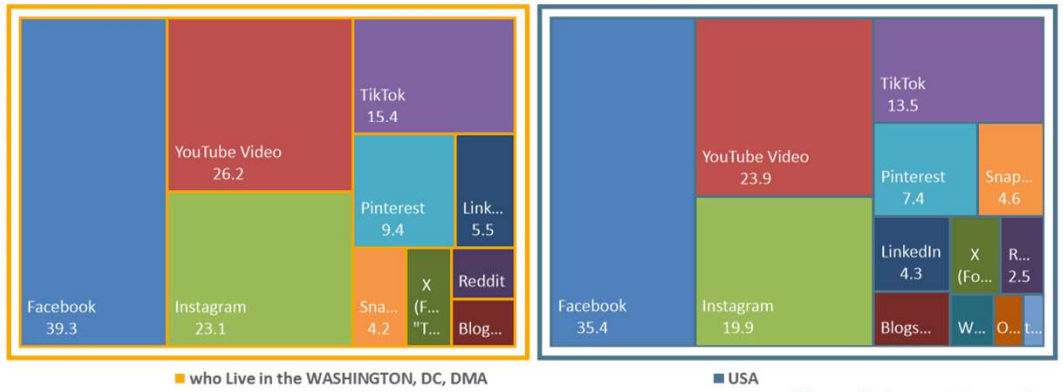
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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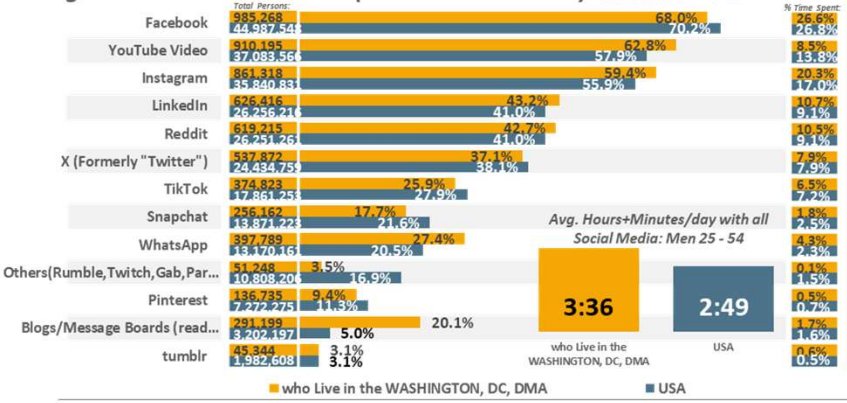
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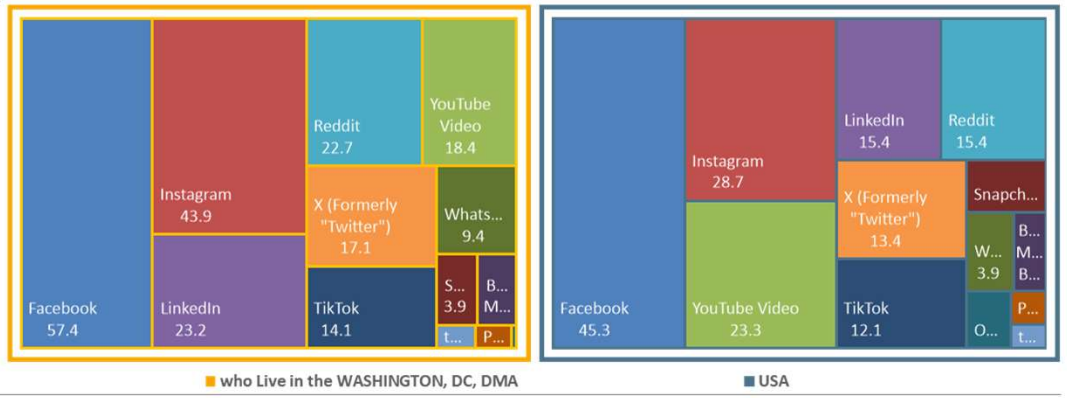
M25-54

985,268 or 68.% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 63. minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

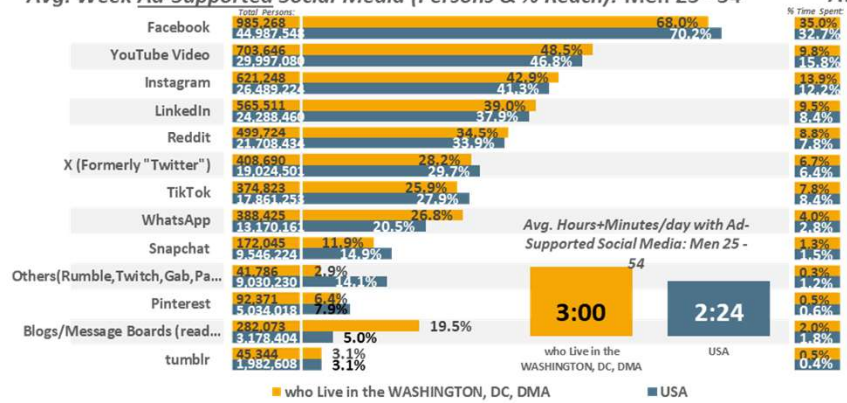
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



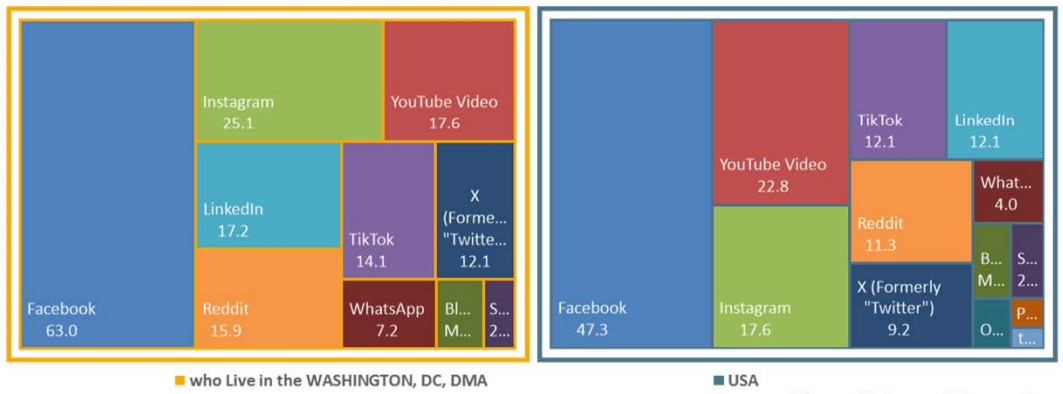
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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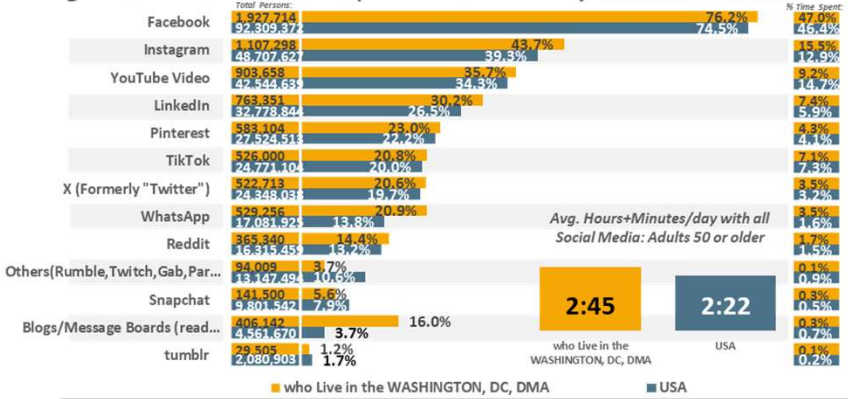
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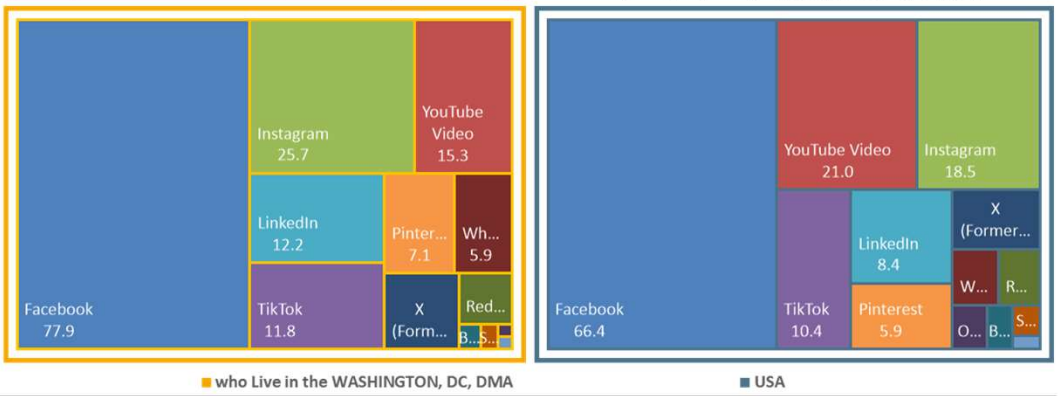
P50+

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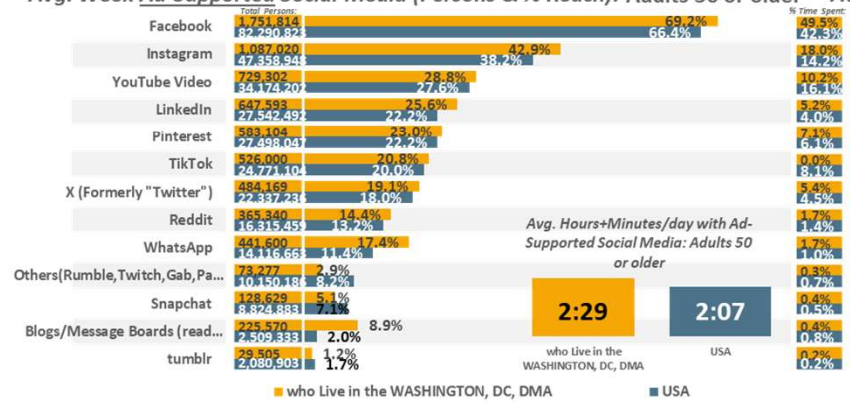
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



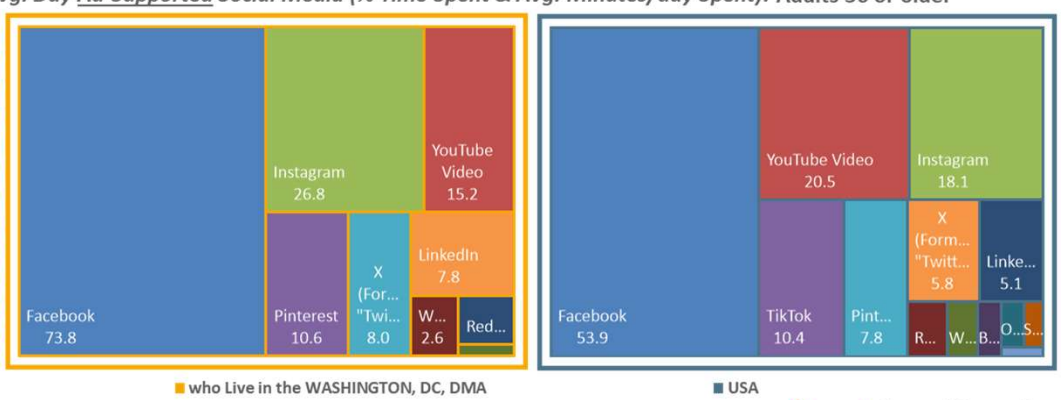
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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



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



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P18+

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

"Share of Ad-Supported Social Media"

2:15 who Live in the WASHINGTON, DC, DMA

2:14 USA

	Facebook	Instagram	YouTube Video	TikTok	LinkedIn	X (Formerly "Twitter")	Pinterest	Reddit	WhatsApp	Snapchat
Weekly Reach %	73.0% / 72.4%	47.8% / 44.7%	39.8% / 38.9%	29.5% / 29.7%	32.3% / 28.6%	23.2% / 22.7%	21.8% / 20.1%	24.0% / 22.9%	22.5% / 15.8%	13.4% / 16.2%
% of Weekly Time Spent with Ad-Supported Social Media:	34.8% / 34.8%	15.8% / 14.9%	15.6% / 17.7%	10.9% / 9.8%	5.5% / 4.9%	4.3% / 4.2%	3.8% / 3.6%	3.1% / 3.0%	2.5% / 1.7%	1.6% / 2.0%
Weekly Total Persons Reached:	4,154,162 / 289,774,353	2,718,413 / 217,174,035	2,266,908 / 202,071,451	1,678,491 / 177,741,351	1,836,483 / 174,969,603	1,318,994 / 159,393,893	1,241,330 / 152,766,696	1,368,039 / 160,099,377	1,281,095 / 141,436,548	764,598 / 142,478,624
Average Daily Minutes Using Ad-Supported Social Media:	47.2 / 46.8	21.5 / 20.1	21.2 / 23.9	14.7 / 13.2	7.4 / 6.6	5.8 / 5.7	5.2 / 4.8	4.2 / 4.1	3.3 / 2.3	2.2 / 2.7

■ who Live in the WASHINGTON, DC, DMA ■ USA

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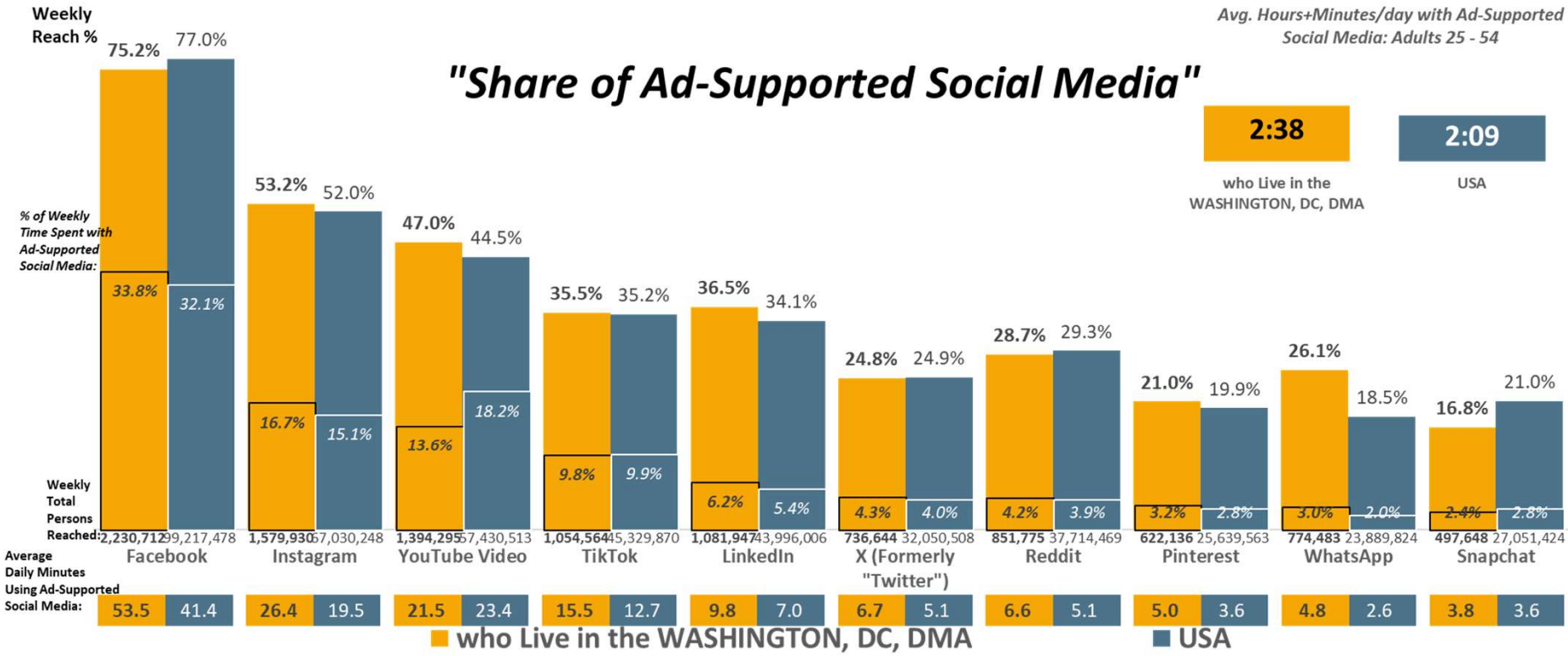
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P25-54

2,230,712 or 75.2% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 53.5 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



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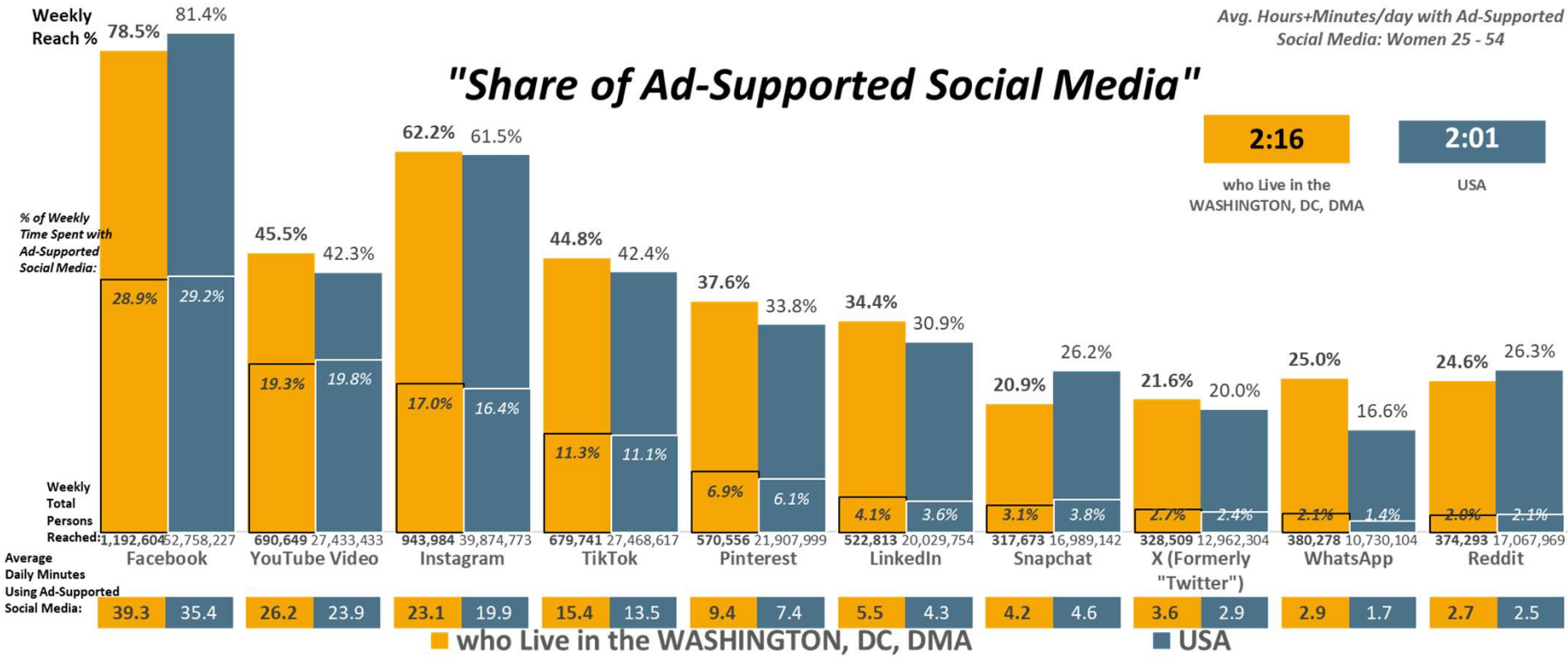
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W25-54

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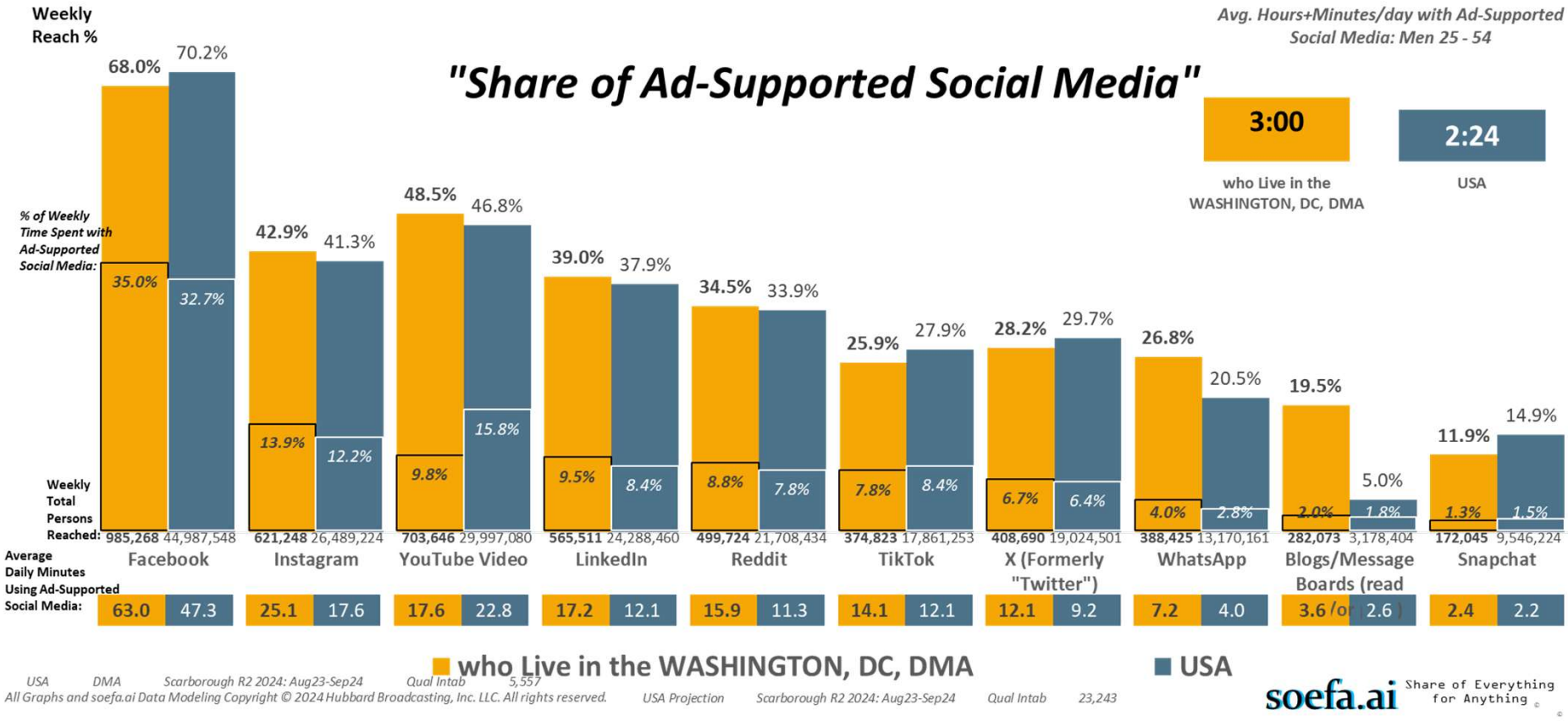
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M25-54

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P50+

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"Share of Ad-Supported Social Media"

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

	who Live in the WASHINGTON, DC, DMA	USA
	2:29	2:07

	Facebook	Instagram	YouTube Video	Pinterest	X (Formerly "Twitter")	LinkedIn	WhatsApp	Reddit	Snapchat	Blogs/Message Boards (read
Weekly Reach %	69.2% / 66.4%	42.9% / 38.2%	28.8% / 27.6%	23.0% / 22.2%	19.1% / 18.0%	25.6% / 22.2%	17.4% / 11.4%	14.4% / 13.2%	5.1% / 7.1%	8.9% / 2.0%
% of Weekly Time Spent with Ad-Supported Social Media:	49.5% / 42.3%	18.0% / 14.2%	10.2% / 16.1%	7.1% / 6.1%	5.4% / 4.5%	5.2% / 4.0%	1.7% / 1.0%	1.7% / 1.4%	0.4% / 0.5%	0.4% /
Weekly Total Persons Reached:	1,751,814 / 82,290,823	1,087,020 / 47,358,948	729,302 / 34,174,202	583,104 / 27,498,047	484,169 / 22,337,236	647,593 / 27,542,492	441,600 / 14,116,663	365,340 / 16,315,459	128,629 / 8,824,883	225,570 / 2,509,333
Average Daily Minutes Using Ad-Supported Social Media:	73.8 / 53.9	26.8 / 18.1	15.2 / 20.5	10.6 / 7.8	8.0 / 5.8	7.8 / 5.1	2.6 / 1.3	2.5 / 1.7	0.6 / 0.7	0.6 / 1.0

■ who Live in the WASHINGTON, DC, DMA ■ USA

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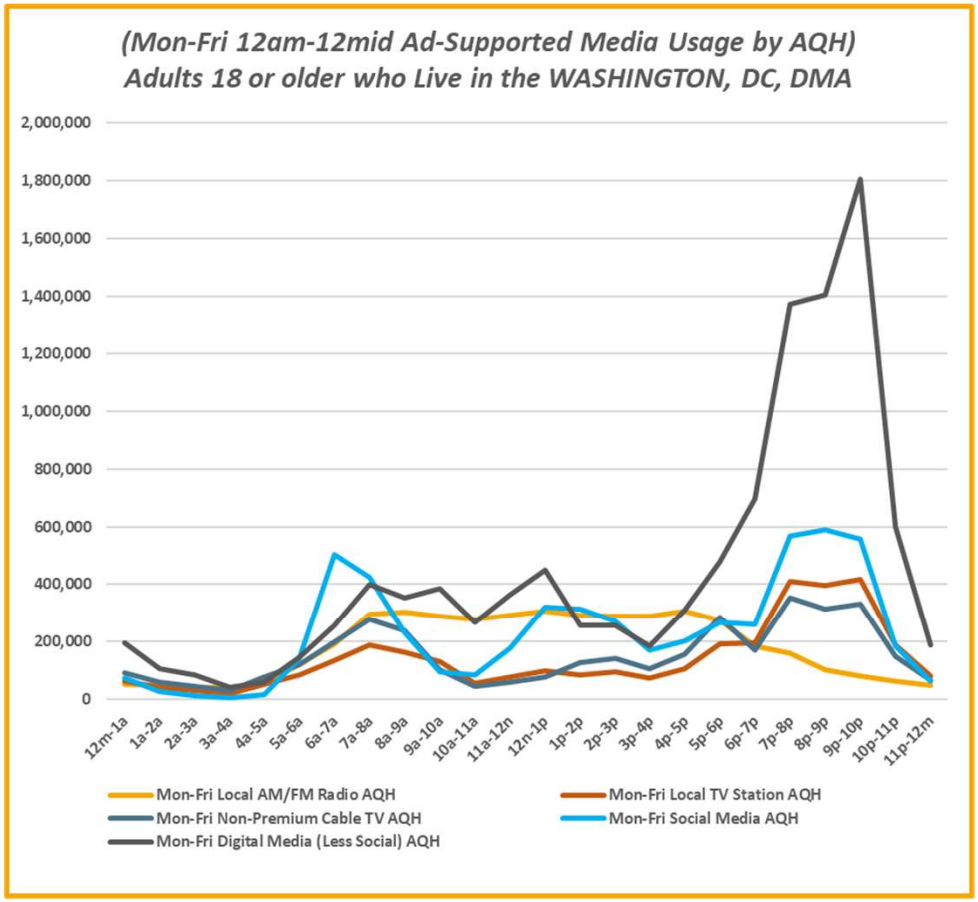
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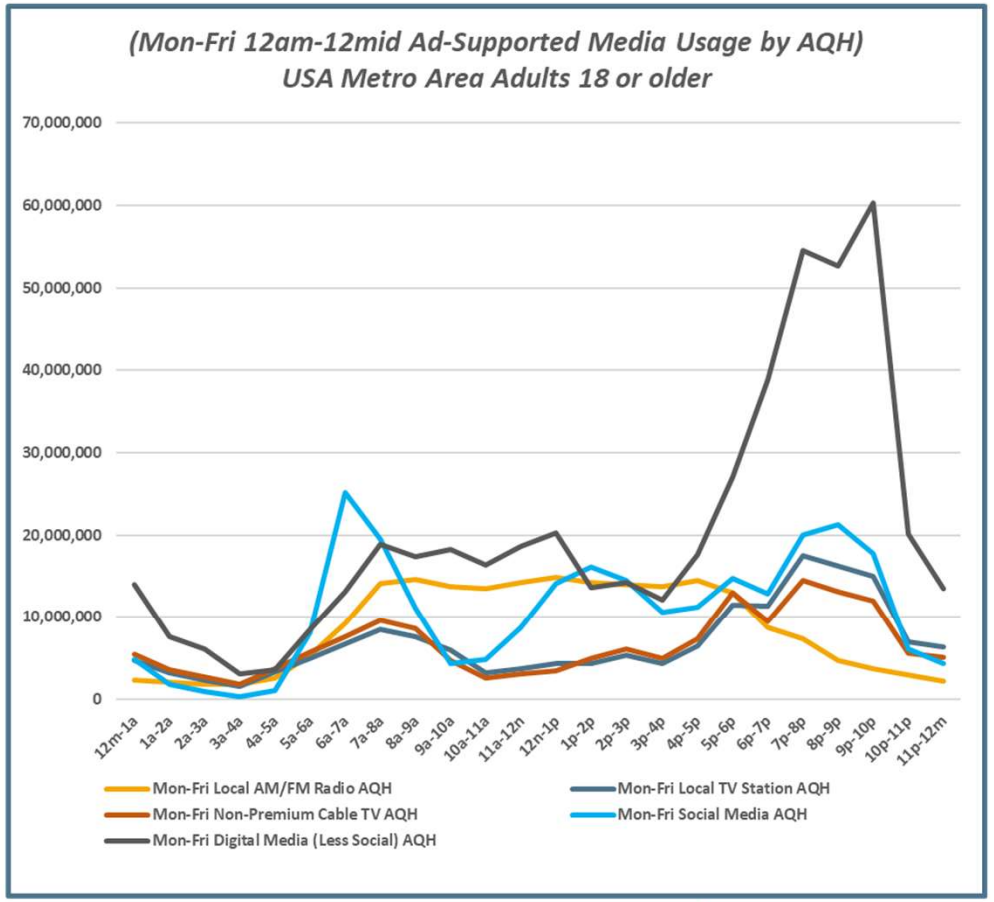
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 358,104; Local Radio: 276,151; Social Media: 255,775; Non-Prem. Cable: 152,148; Local TV: 122,498 reaching Adults 18 or older who Live in the WASHINGTON, DC, DMA.





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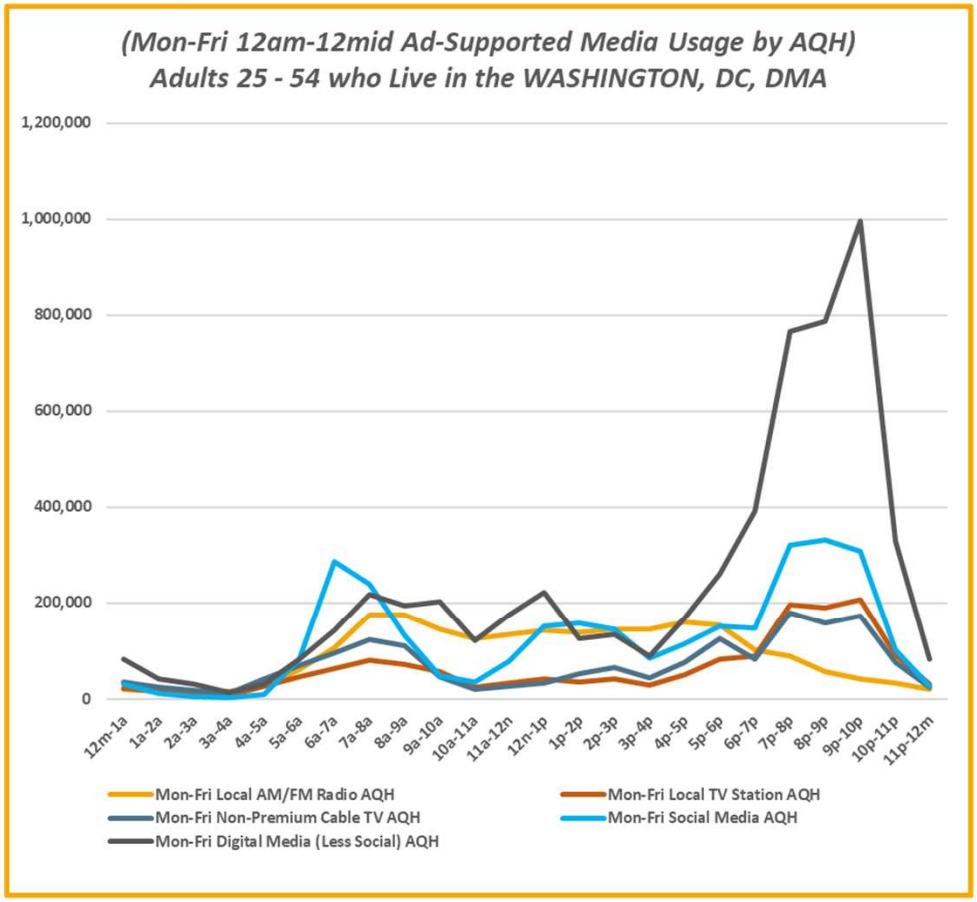
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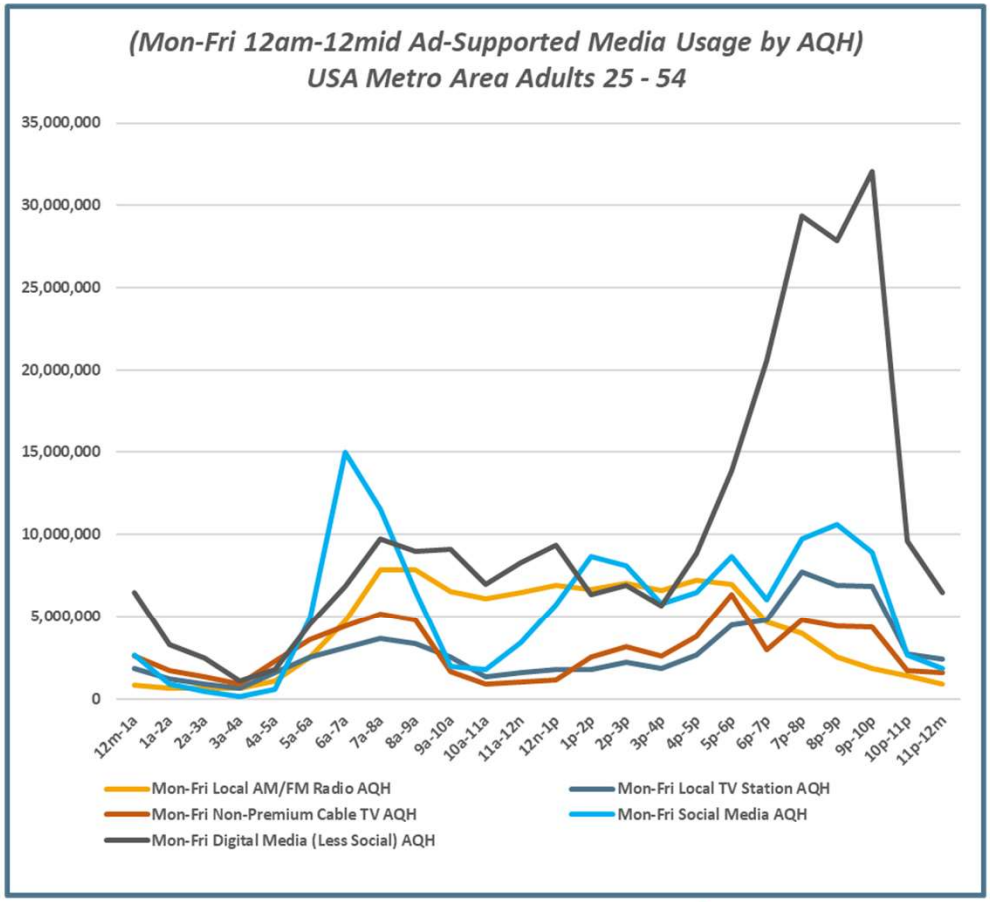
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 187,683; Local Radio: 141,639; Social Media: 135,529; Non-Prem. Cable: 68,701; Local TV: 52,490 reaching Adults 25 - 54 who Live in the WASHINGTON, DC, DMA.





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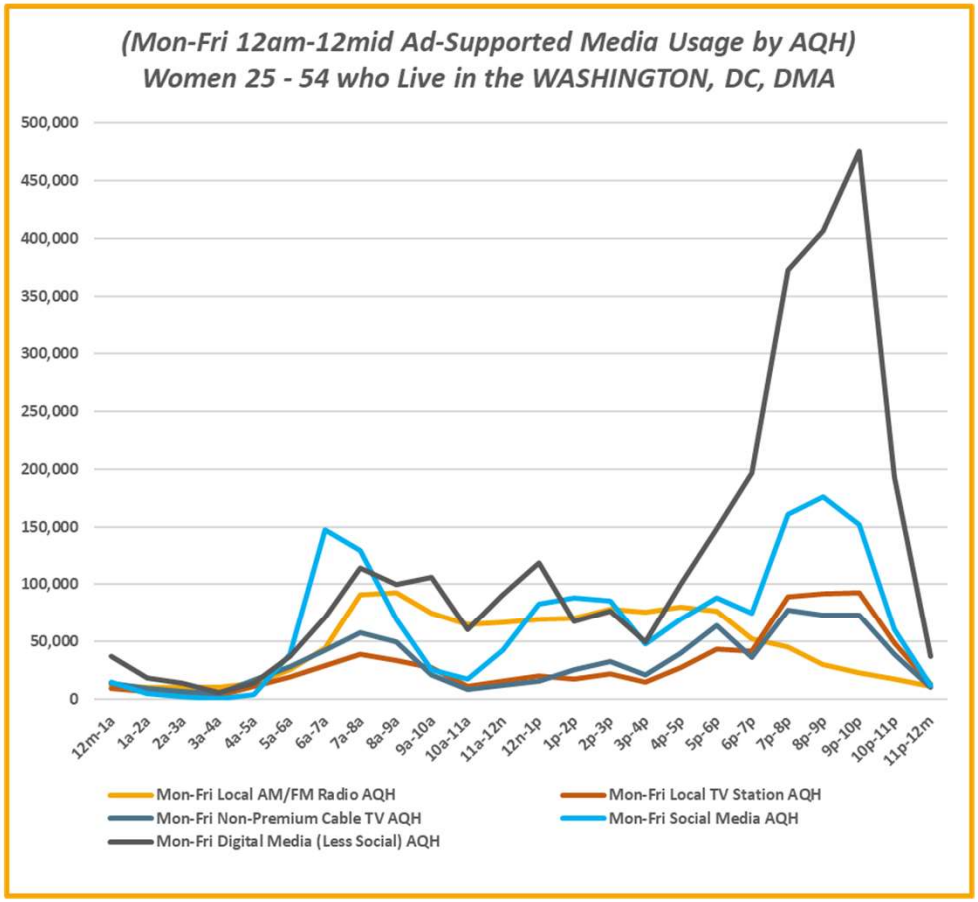
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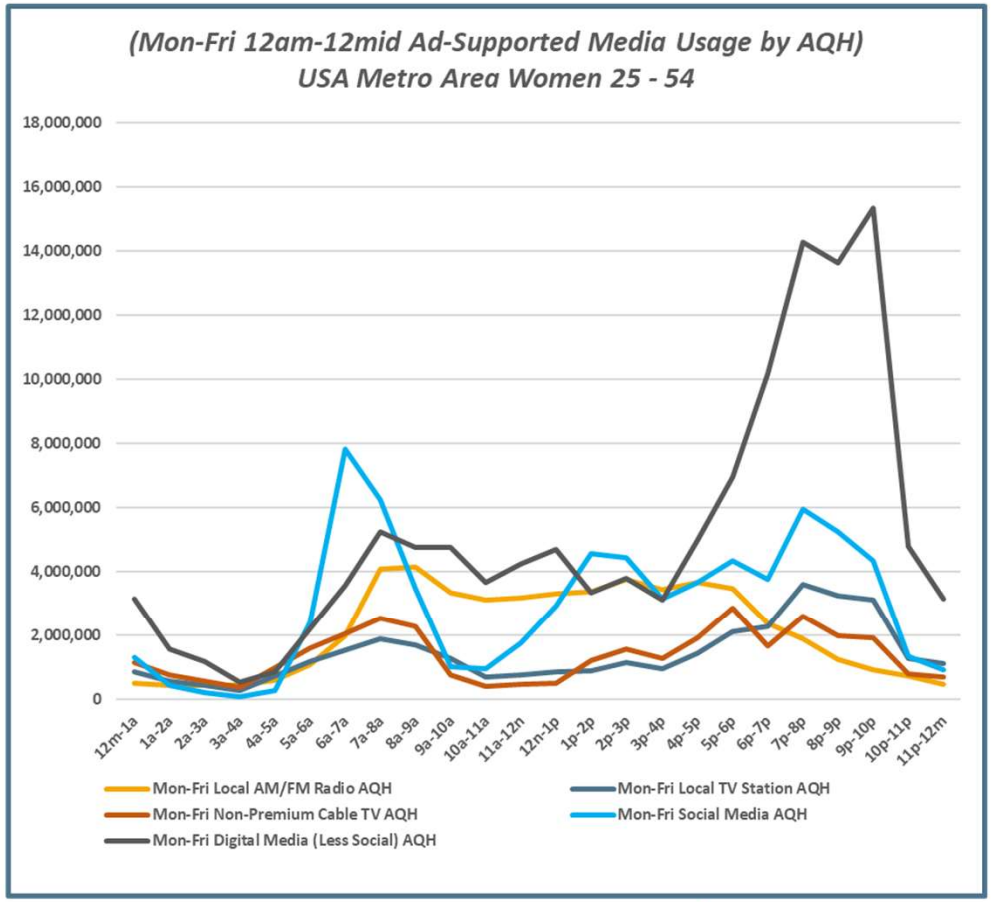
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 100,169; Social Media: 74,657; Local Radio: 72,130; Non-Prem. Cable: 32,954; Local TV: 26,276 reaching Women 25 - 54 who Live in the WASHINGTON, DC, DMA.





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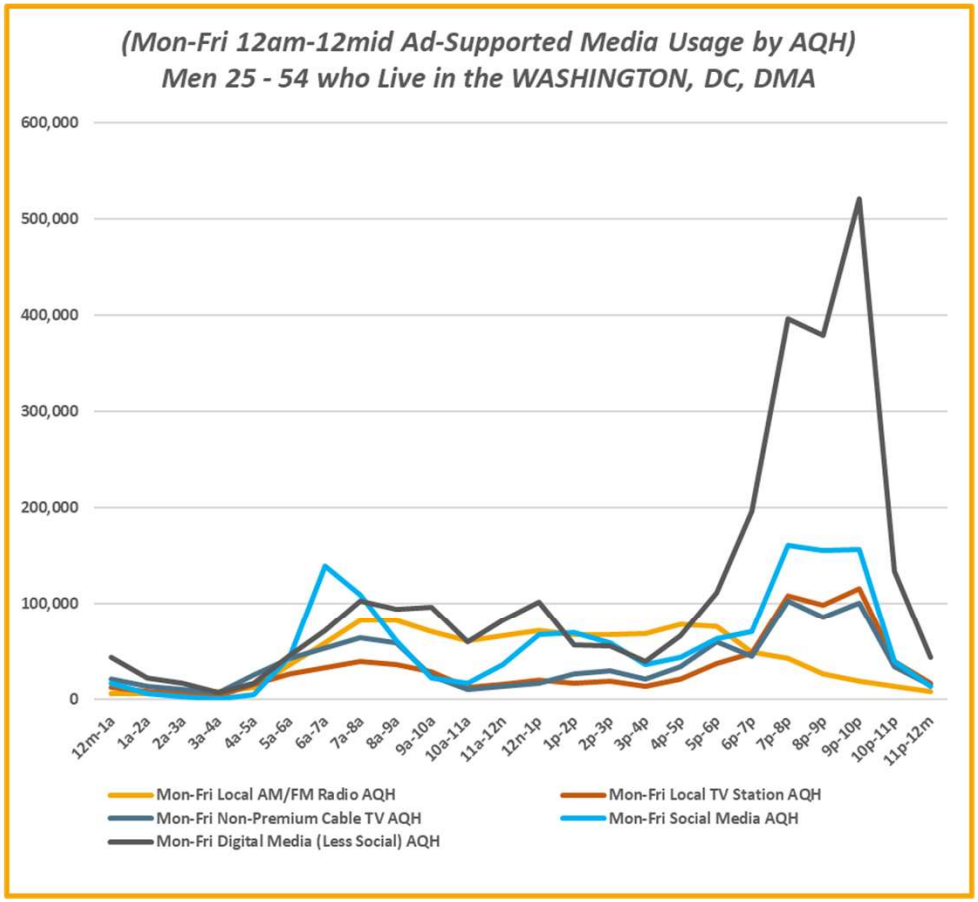
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,243

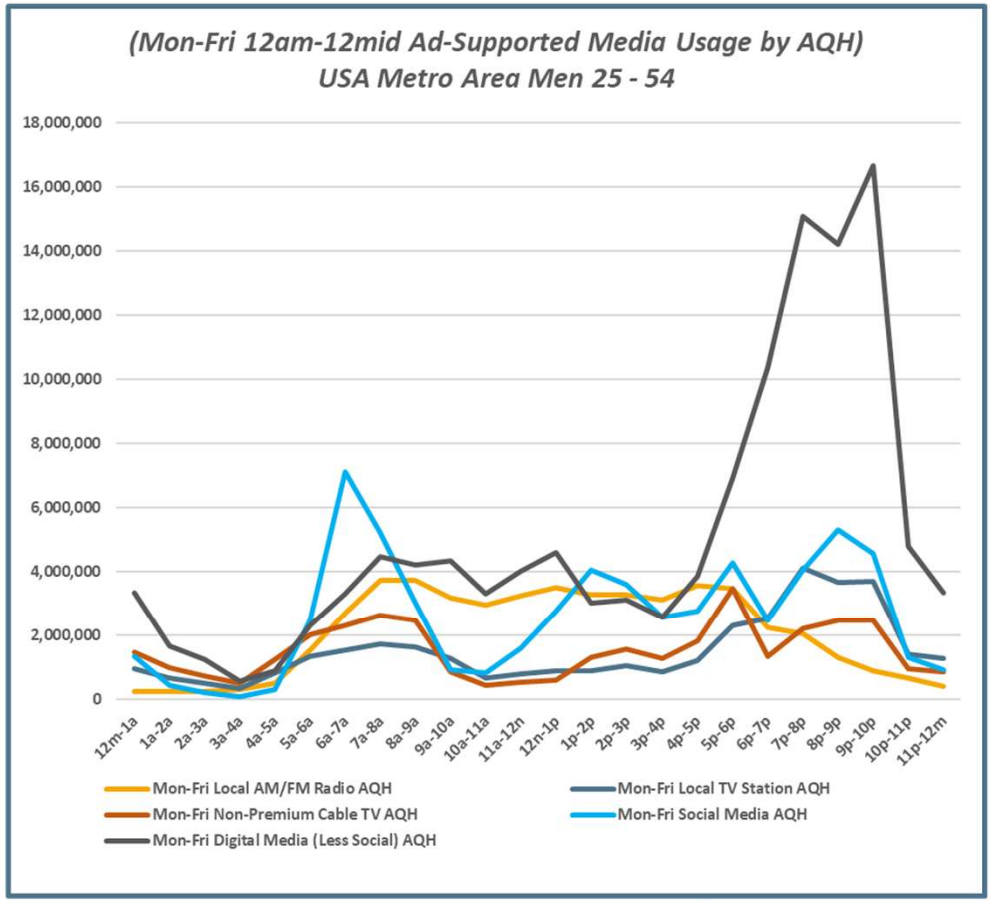
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 87,164; Local Radio: 69,105; Social Media: 60,808; Non-Prem. Cable: 35,270; Local TV: 25,970 reaching Men 25 - 54 who Live in the WASHINGTON, DC, DMA.





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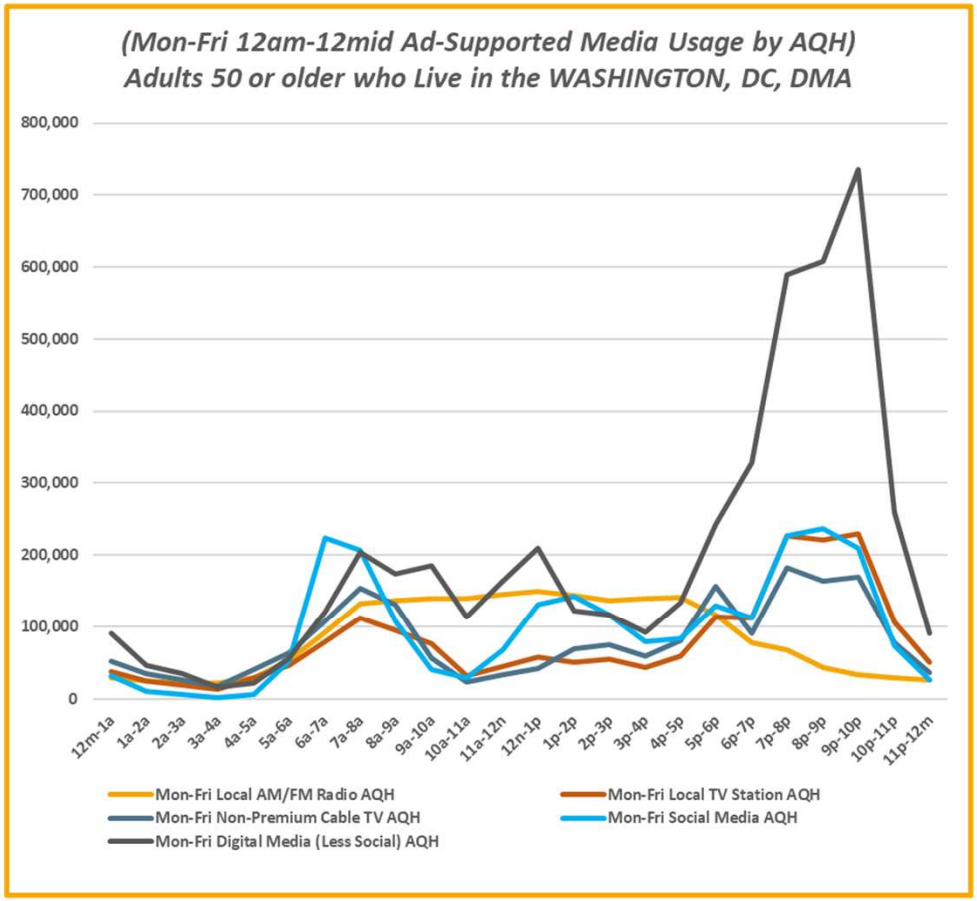
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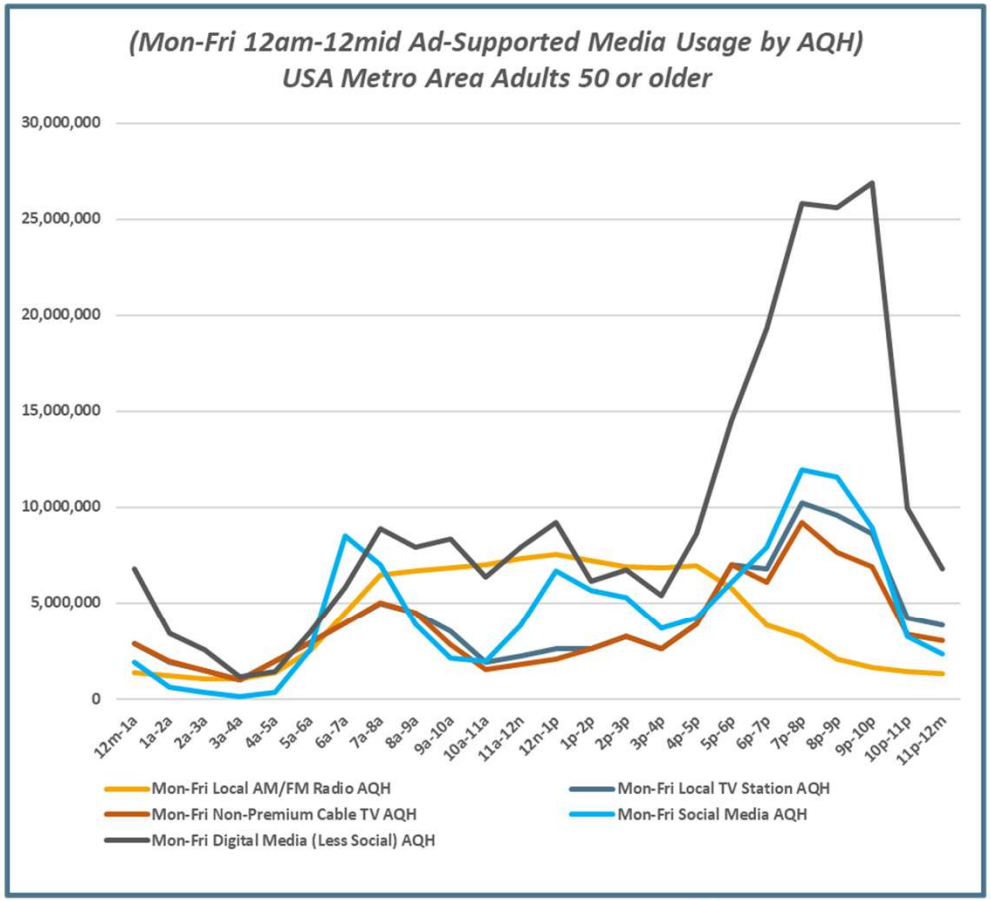
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P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 169,491; Local Radio: 129,762; Social Media: 112,862; Non-Prem. Cable: 82,684; Local TV: 71,243 reaching Adults 50 or older who Live in the WASHINGTON, DC, DMA.





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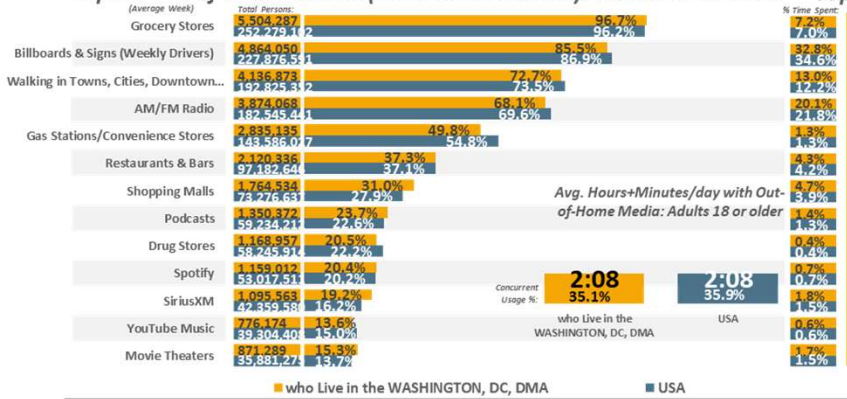
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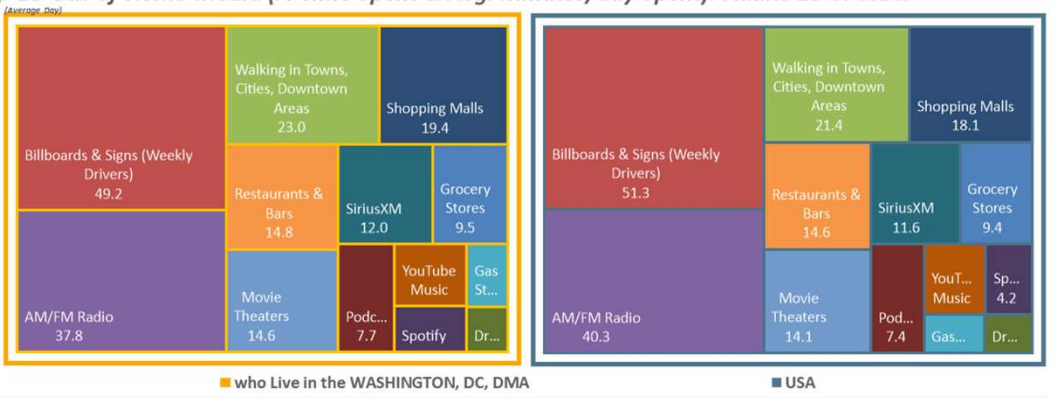
P18+

4,864,050 or 85.5% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 49.2 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minutes/day.

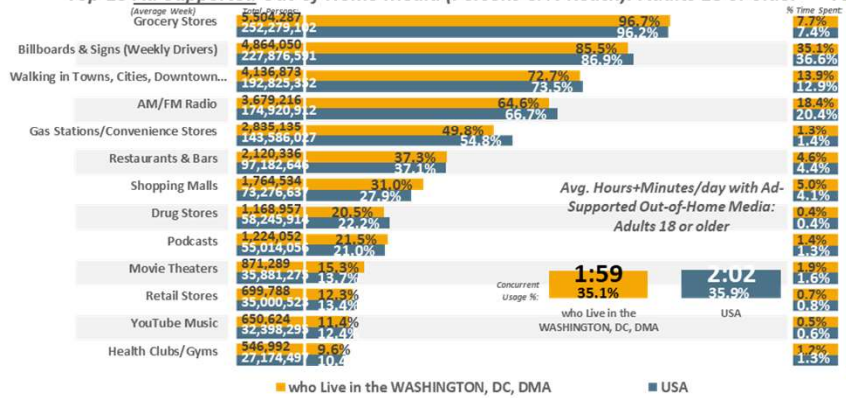
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



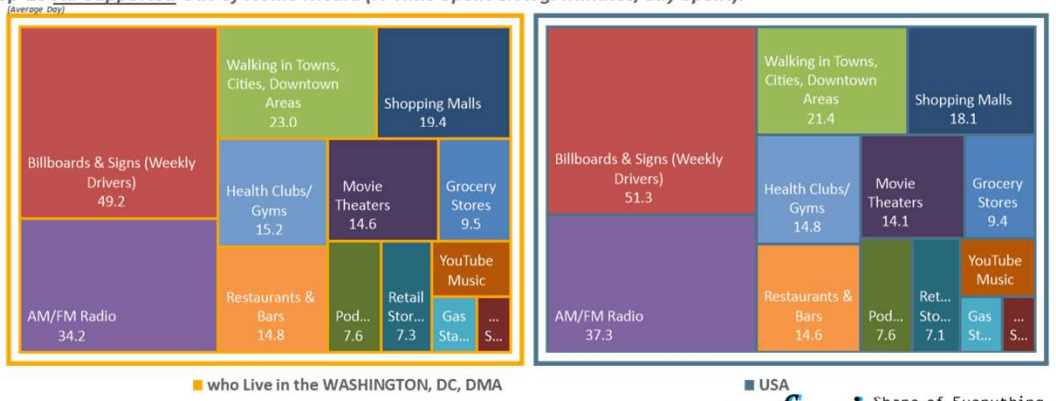
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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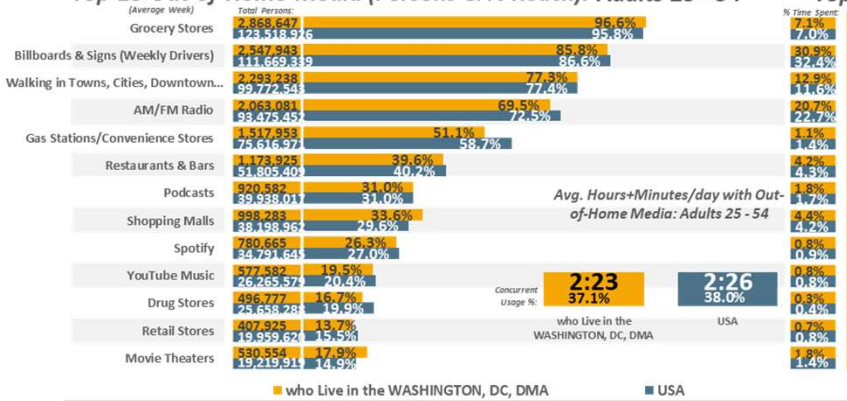
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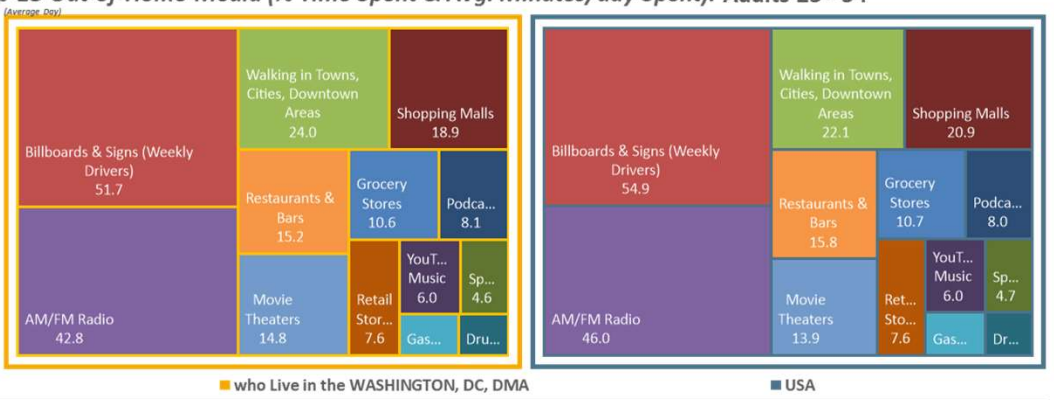
P25-54

2,547,943 or 85.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 51.7 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 38.3 minutes/day.

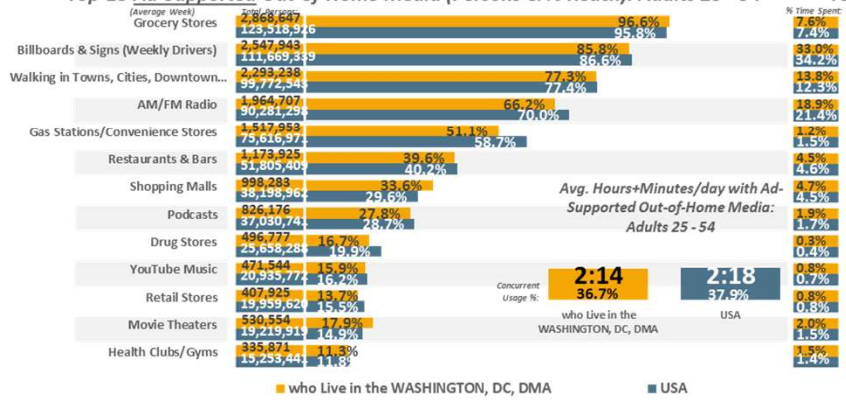
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



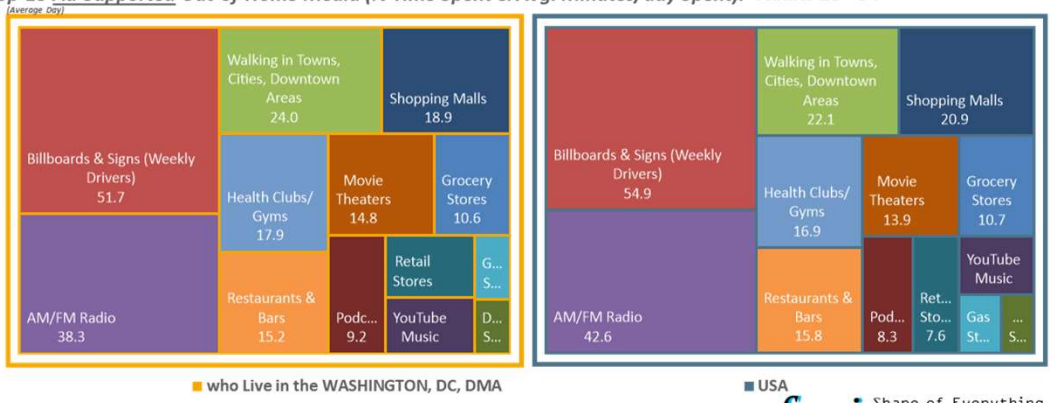
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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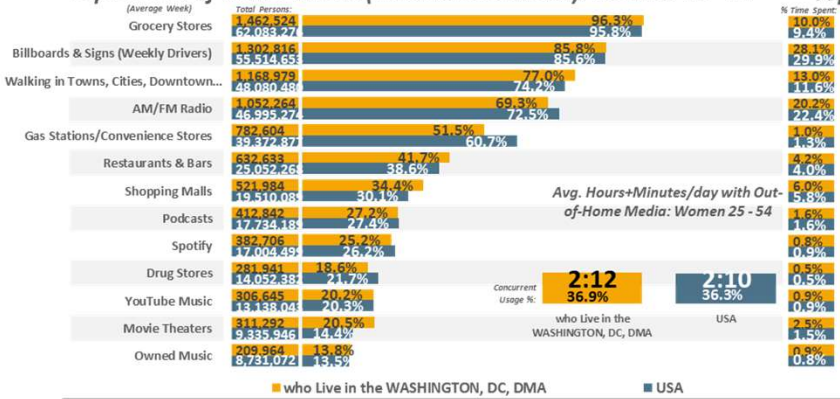
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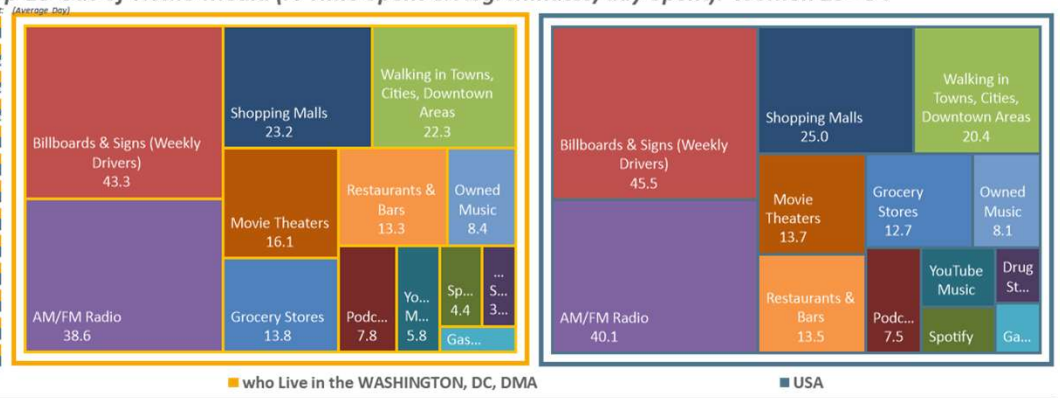
W25-54

1,302,816 or 85.8% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 43.3 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

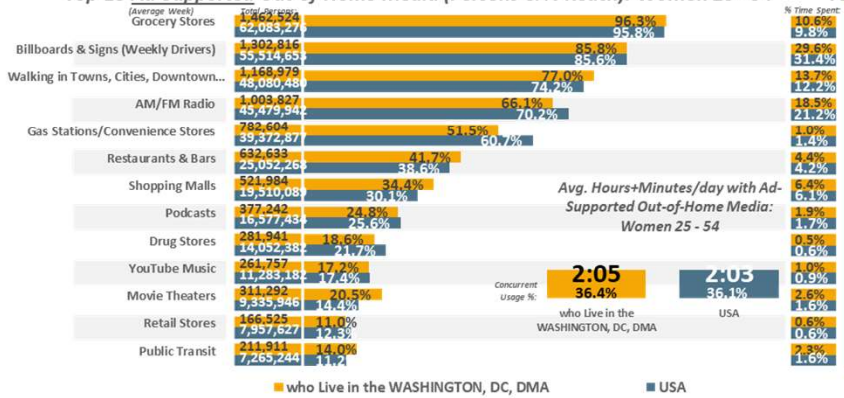
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



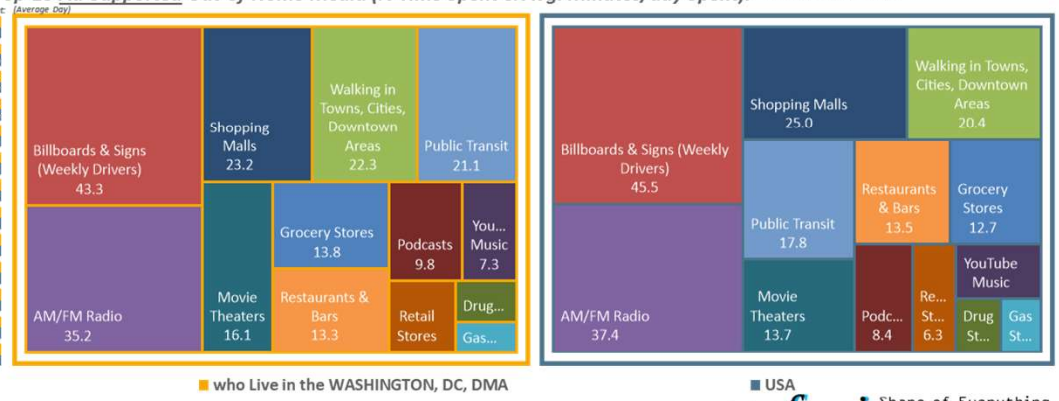
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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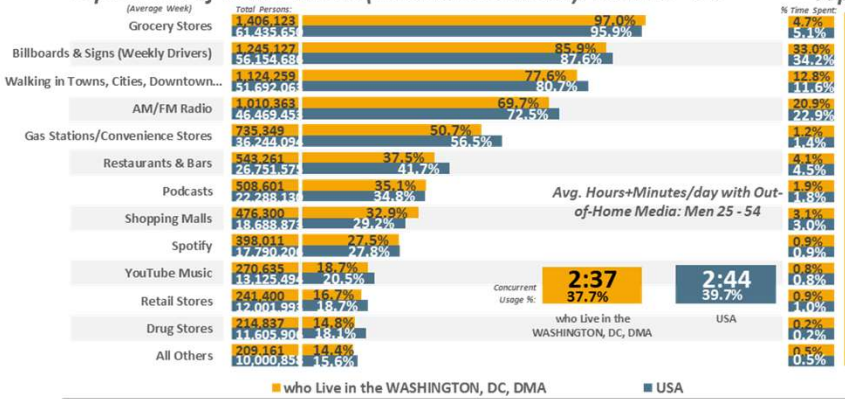
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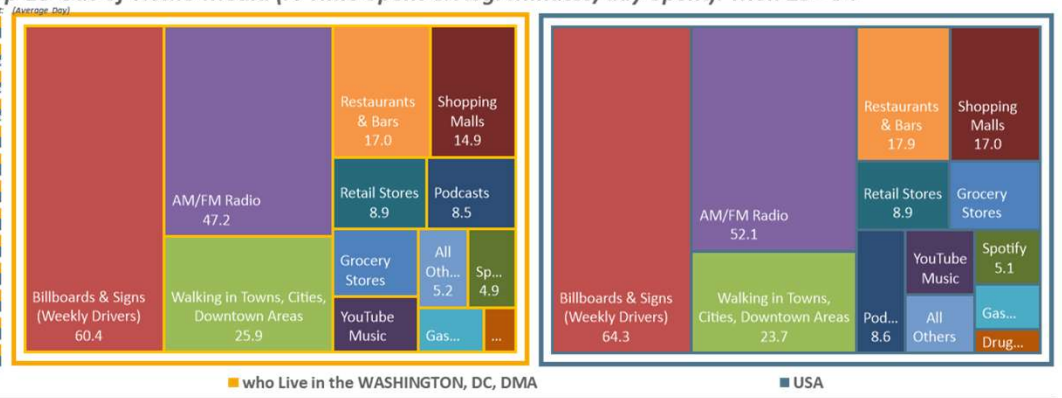
M25-54

1,245,127 or 85.9% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day.

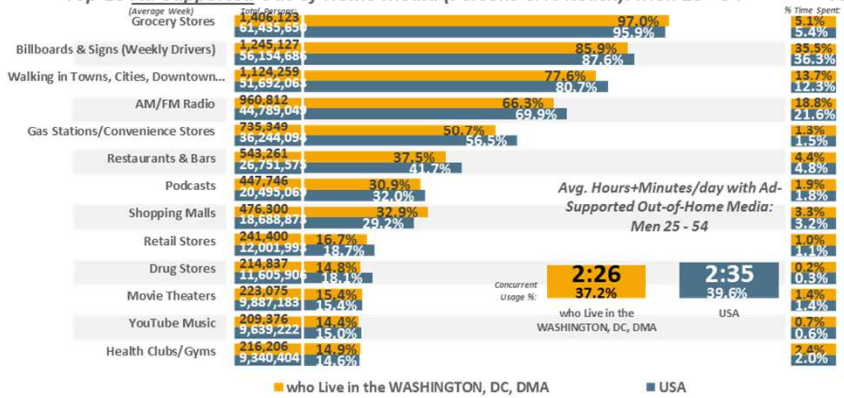
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



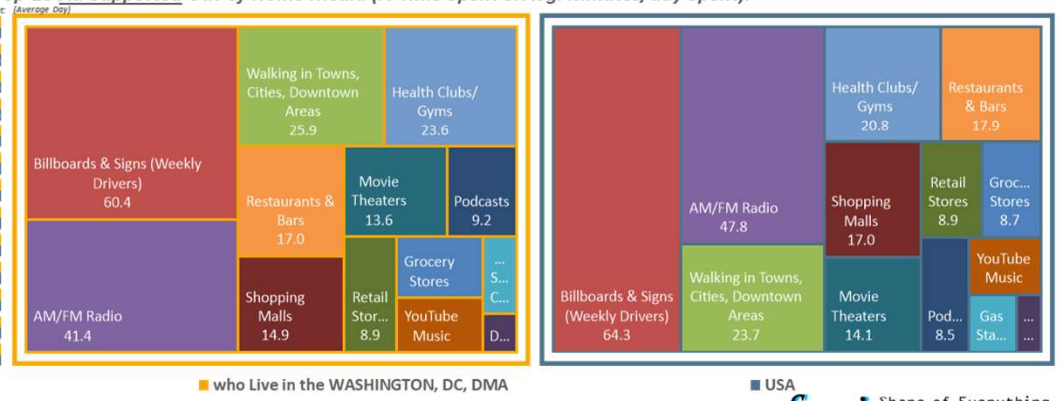
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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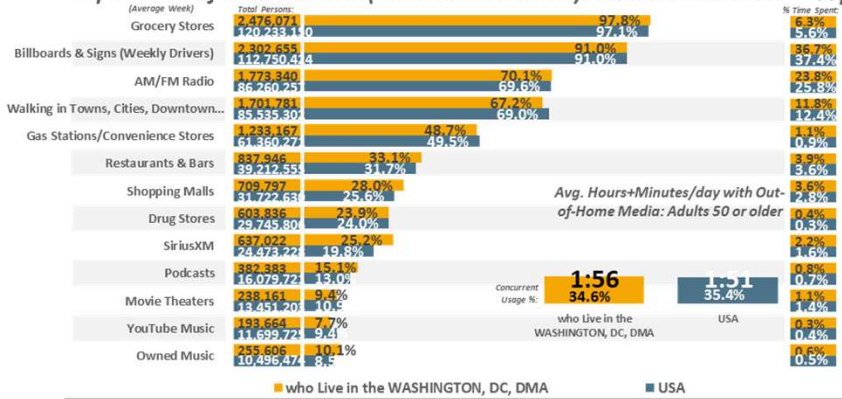
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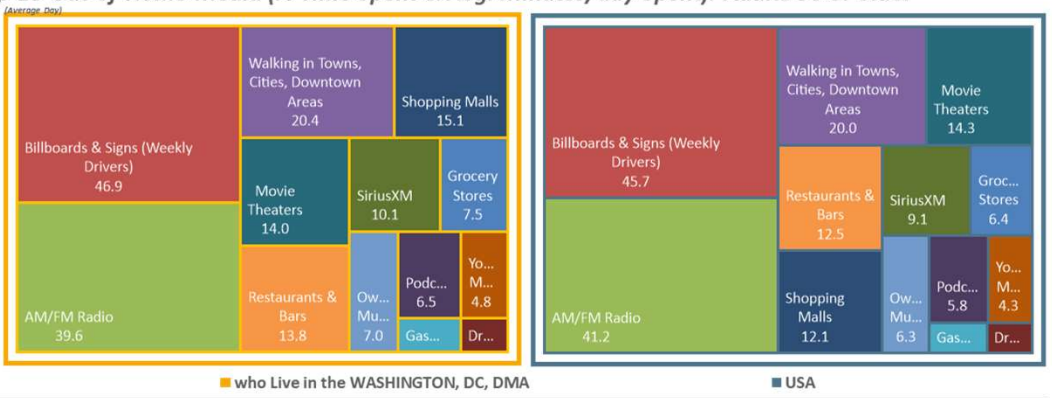
P50+

2,302,655 or 91.% of Adults 50 or older who Live in the WASHINGTON, DC, DMA spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minutes/day.

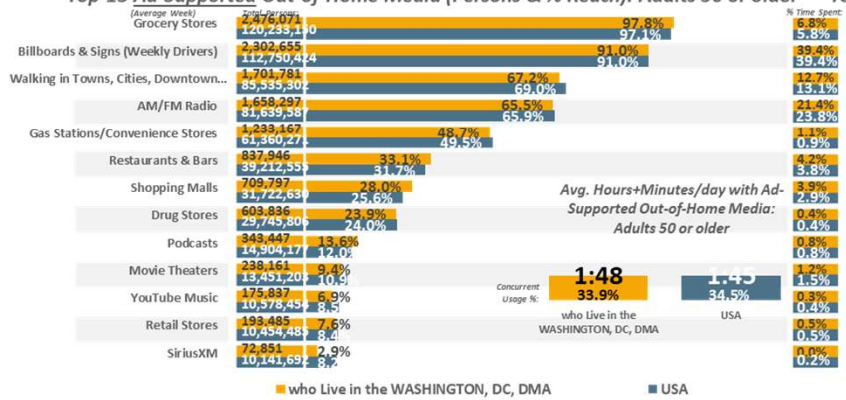
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



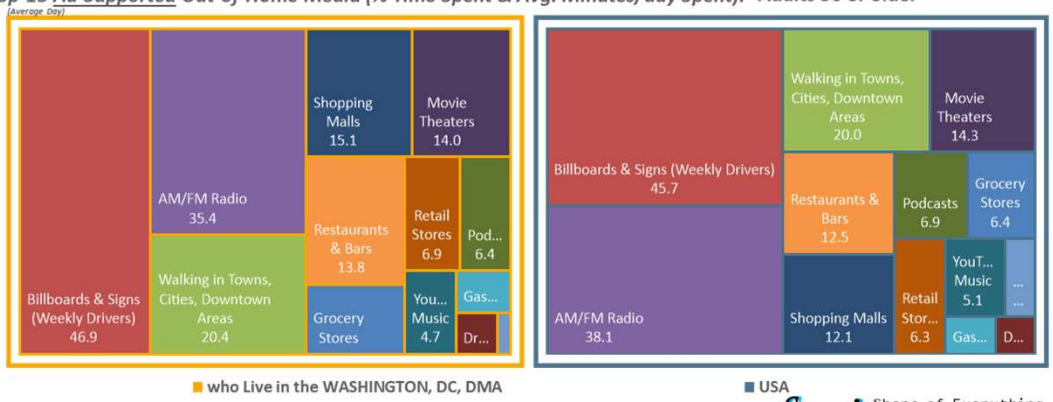
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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



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



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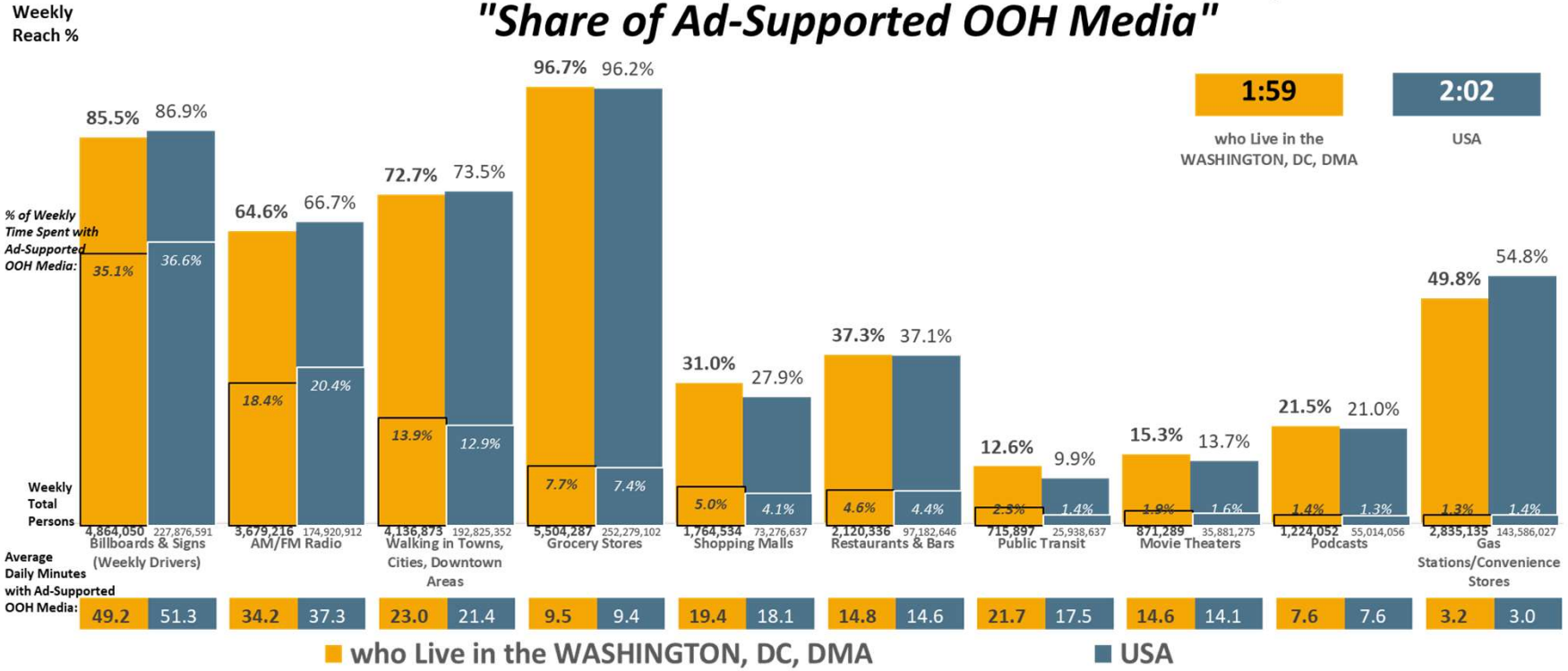


P18+

4,864,050 or 85.5% of Adults 18 or older who Live in the WASHINGTON, DC, DMA spend an average of 49.2 minutes per day driving, seeing Billboards and Signs representing 35.1% 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

"Share of Ad-Supported OOH Media"



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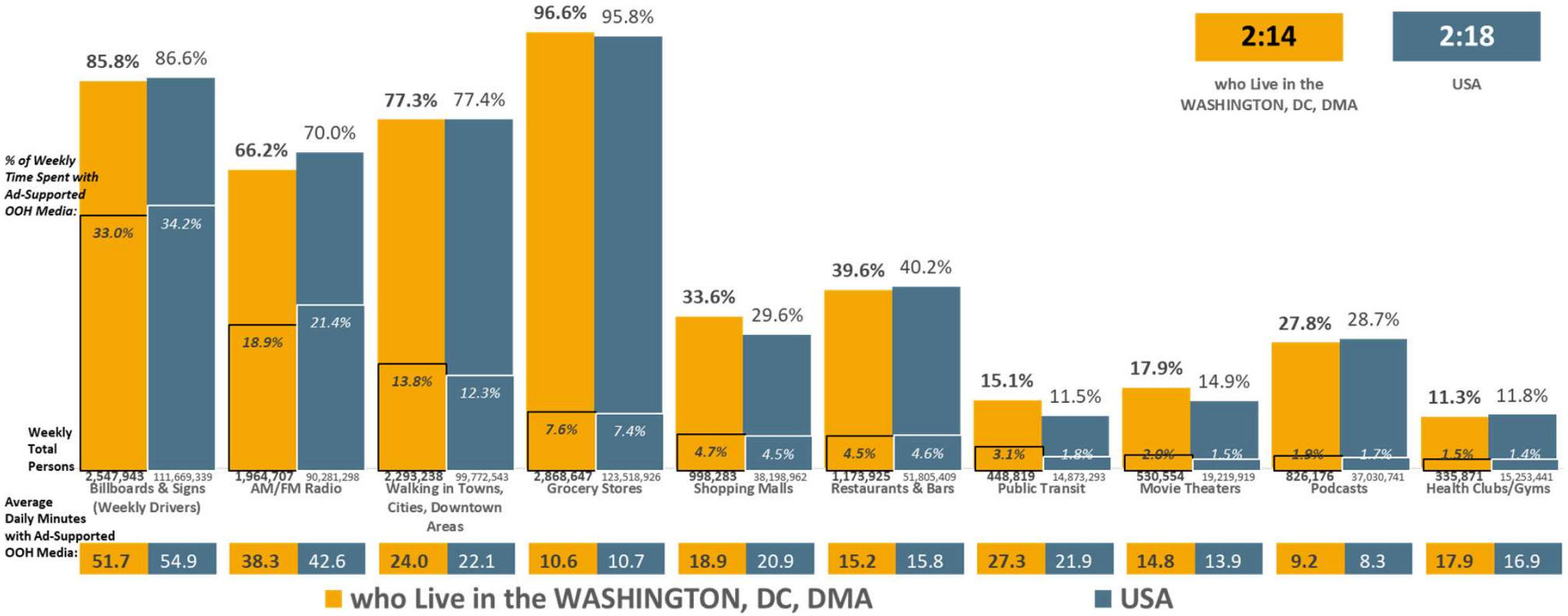


P25-54

2,547,943 or 85.8% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 51.7 minutes per day driving, seeing Billboards and Signs representing 33.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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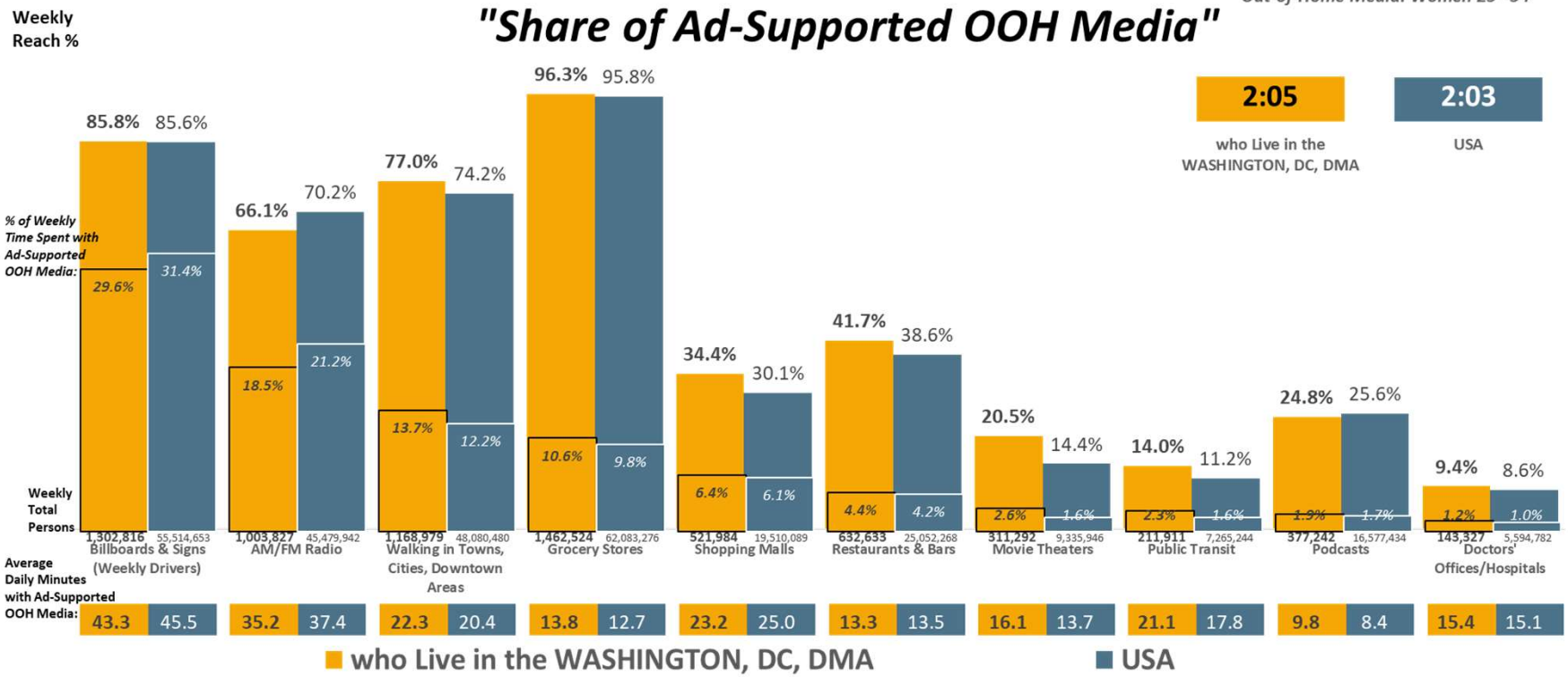


W25-54

1,302,816 or 85.8% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 43.3 minutes per day driving, seeing Billboards and Signs representing 29.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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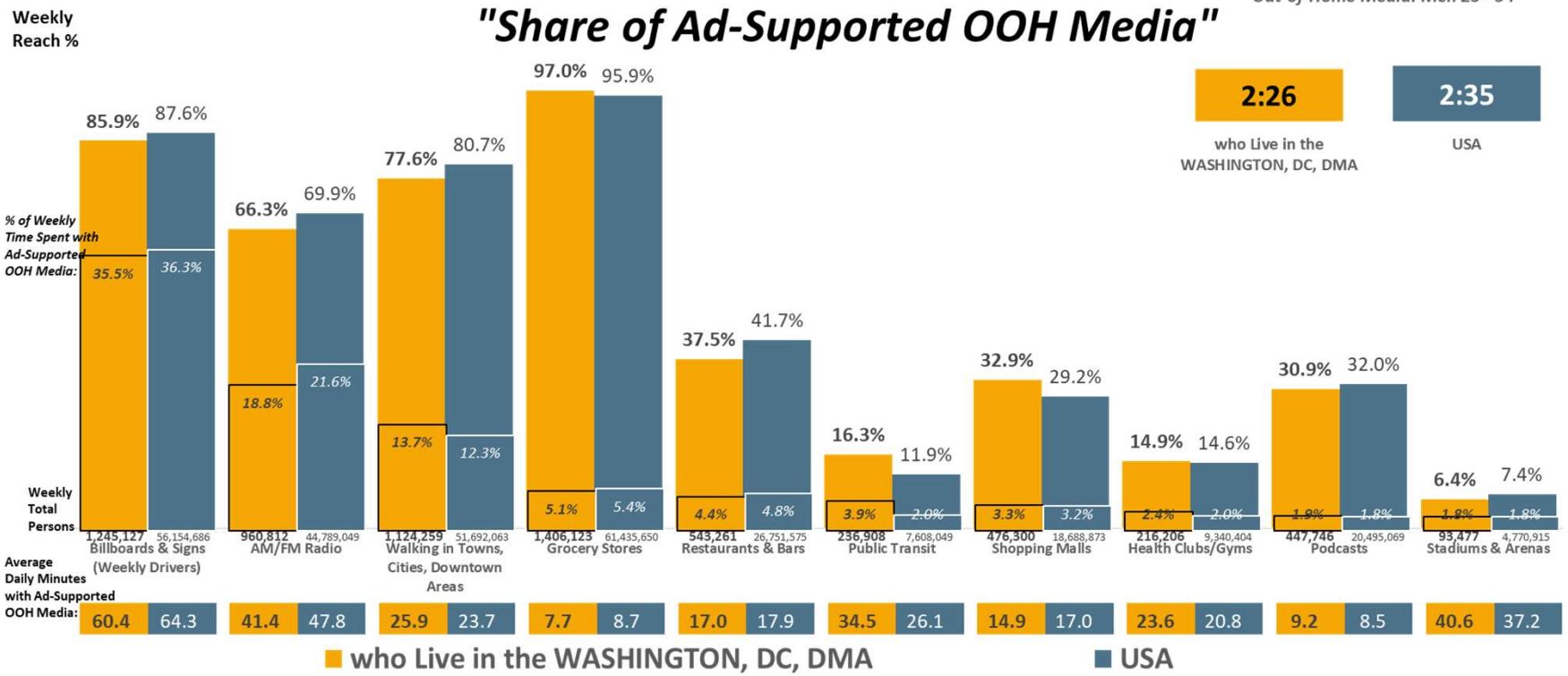


M25-54

1,245,127 or 85.9% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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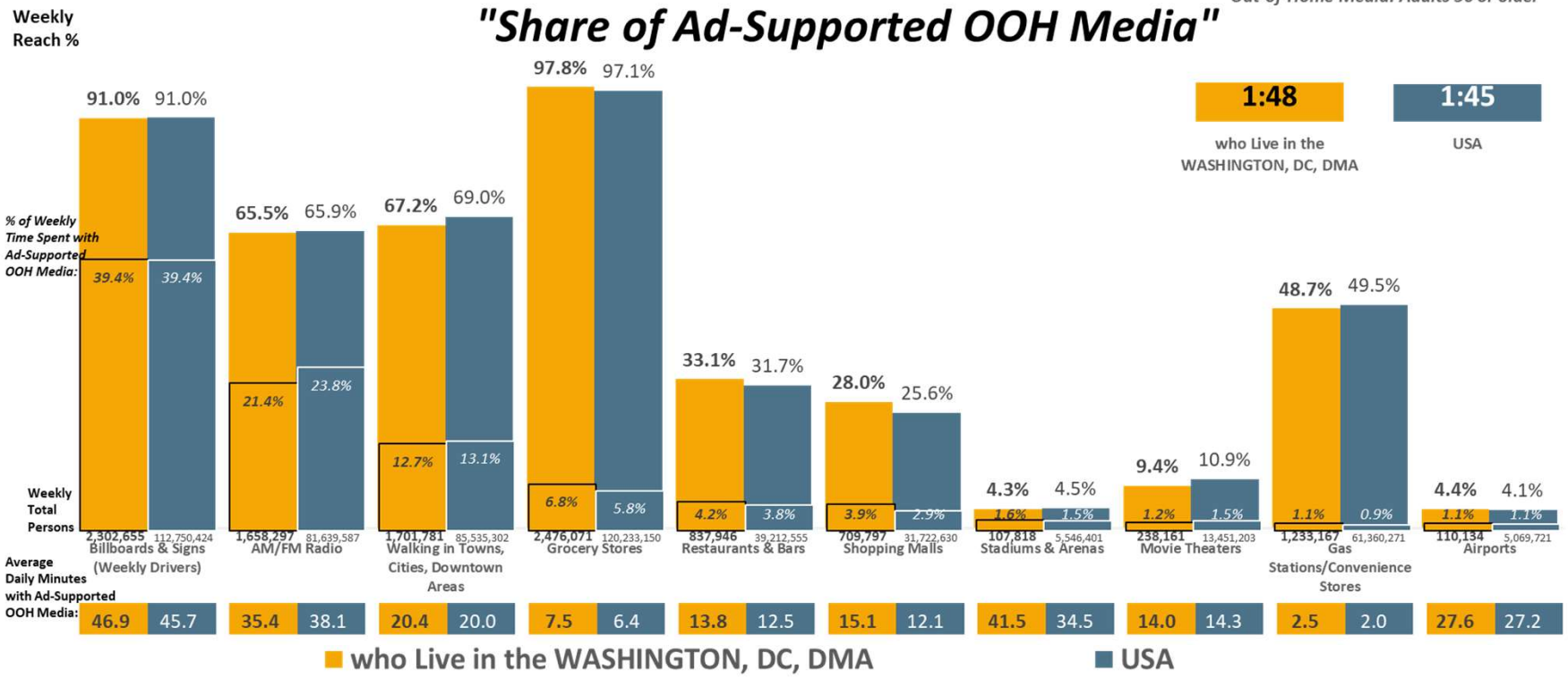


P50+

2,302,655 or 91.% of Adults 50 or older who Live in the WASHINGTON, DC, DMA spend an average of 46.9 minutes per day driving, seeing Billboards and Signs representing 39.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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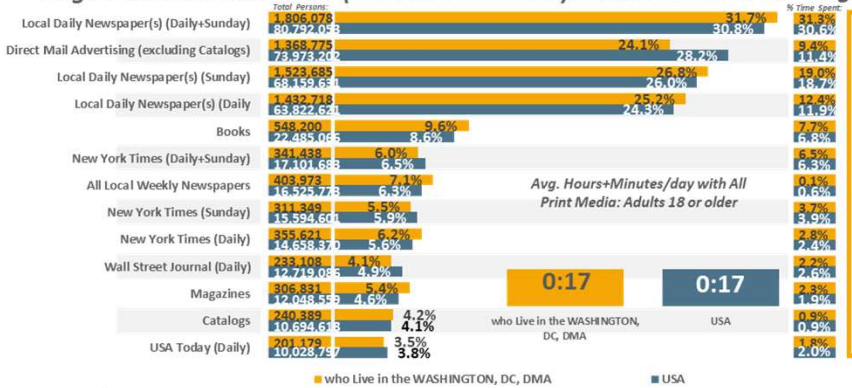
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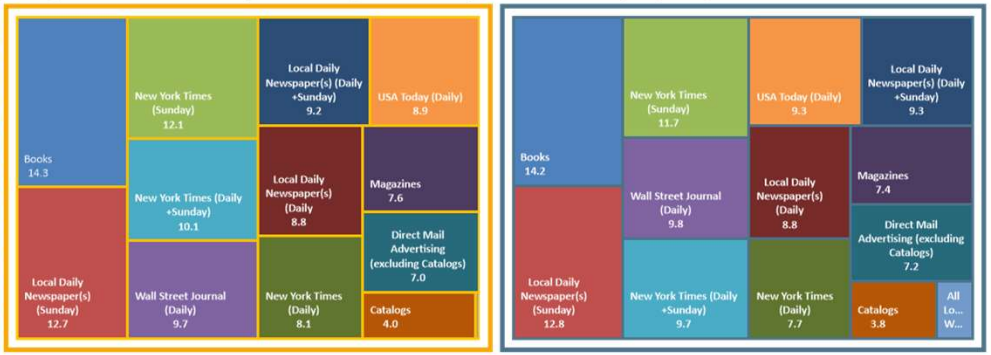
P18+

1,806,078 or 31.7% of Adults 18 or older who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 33.9% of all time spent daily with All forms of Print Media.

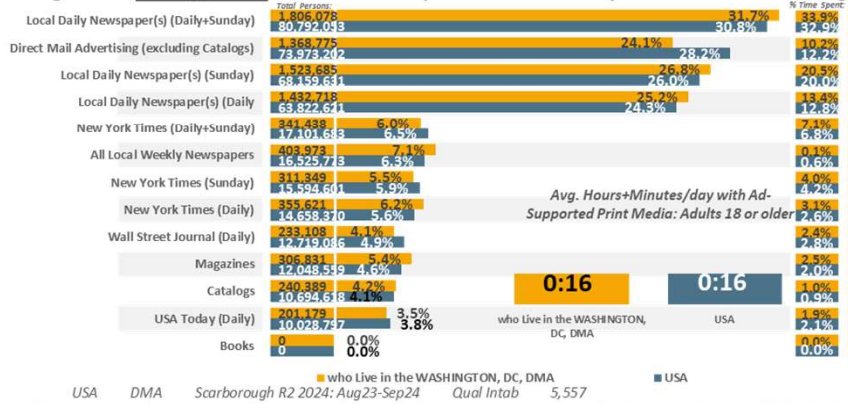
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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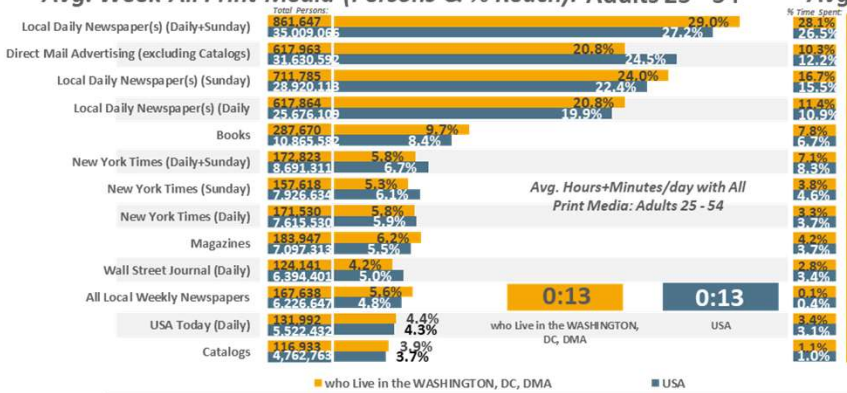
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P25-54

861,647 or 29.% of Adults 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

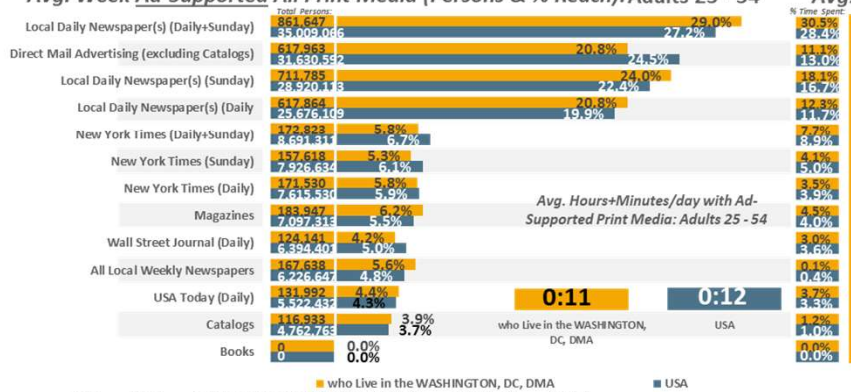
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



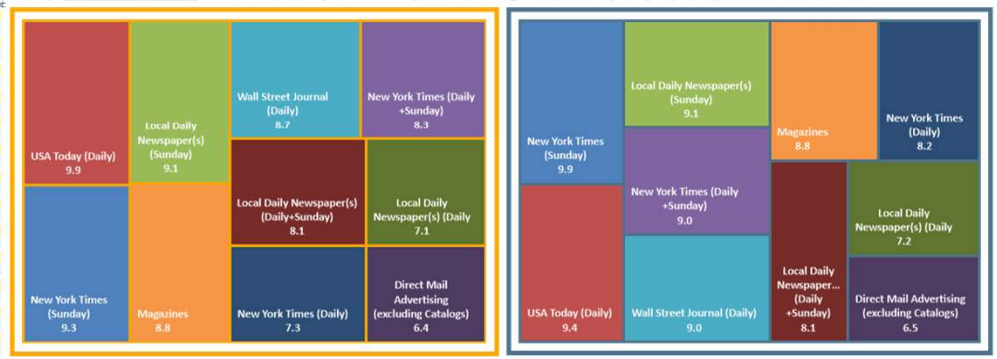
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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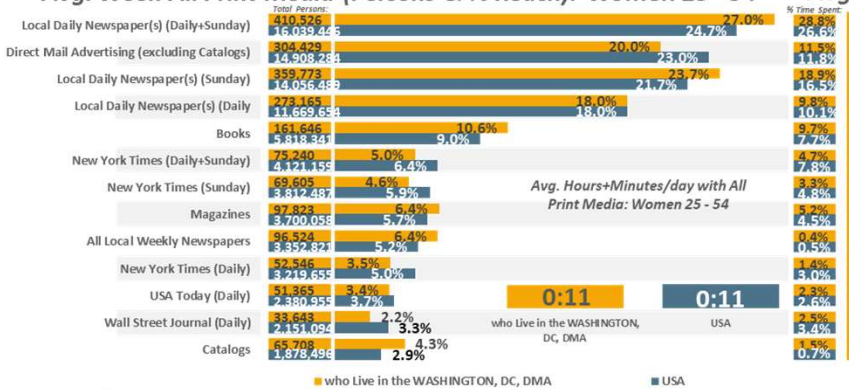
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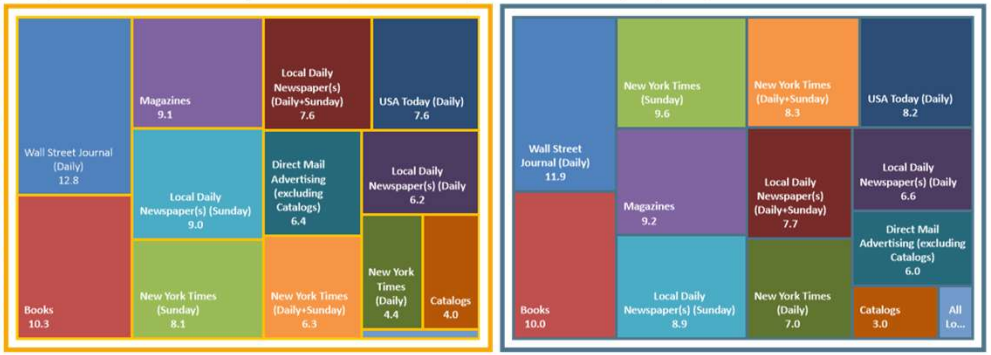
W25-54

410,526 or 27.% of Women 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

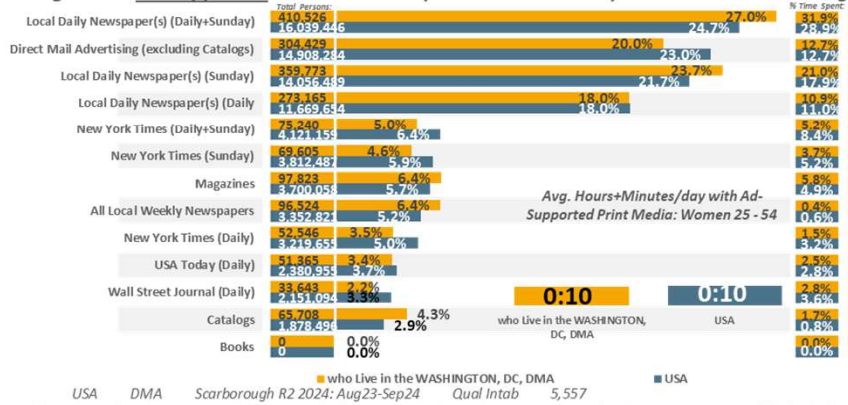
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



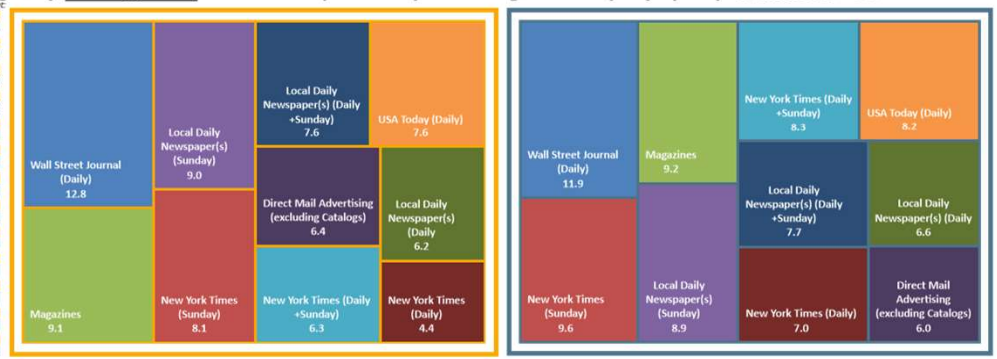
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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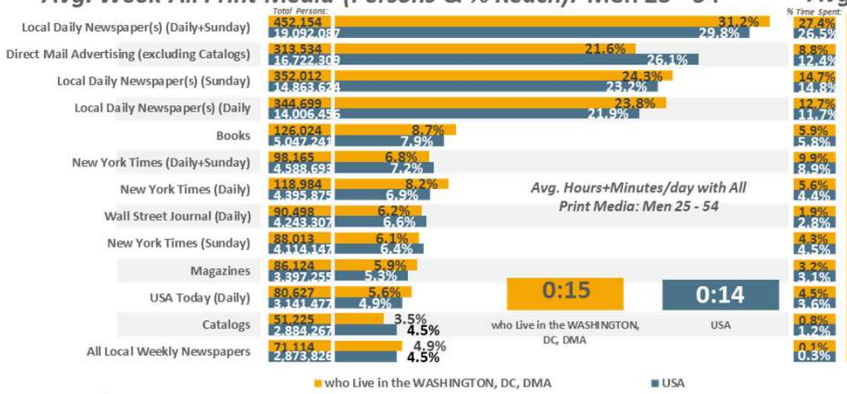
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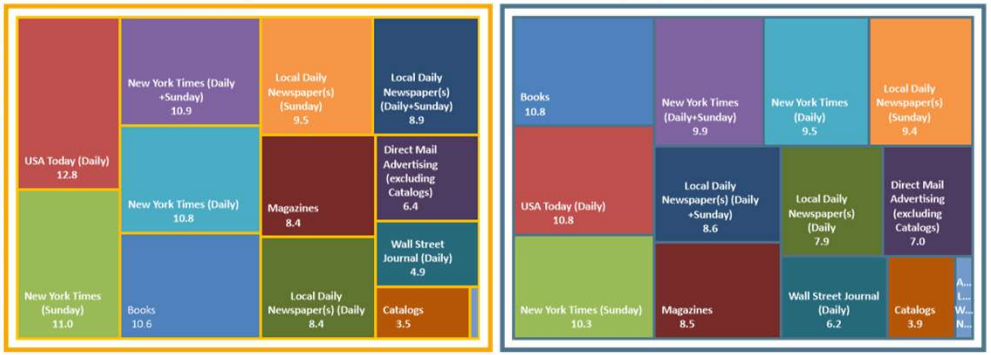
M25-54

452,154 or 31.2% of Men 25 - 54 who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

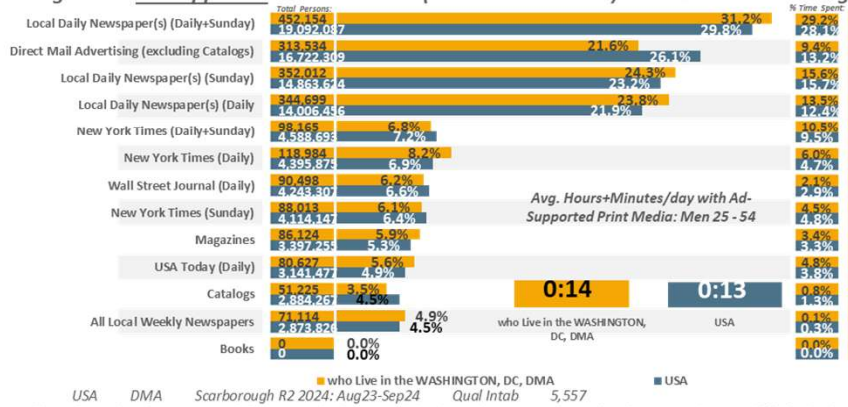
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



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



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



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



USA DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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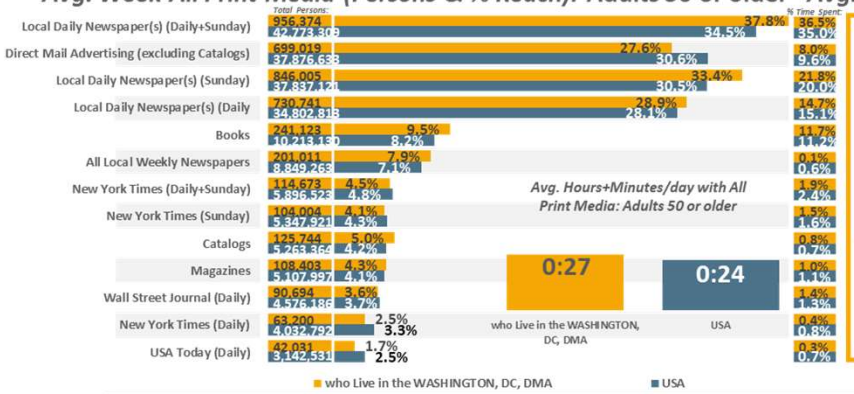
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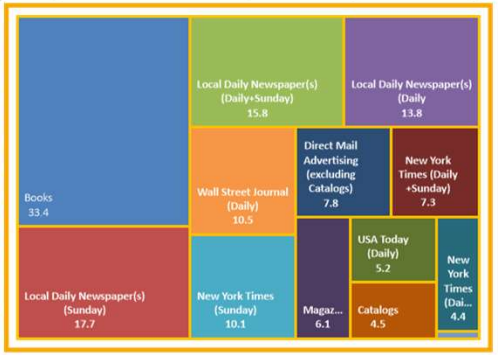


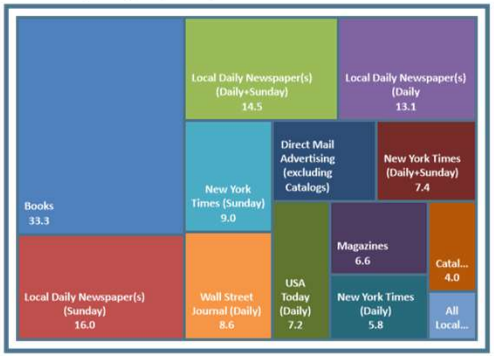
P50+

956,374 or 37.8% of Adults 50 or older who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.8 minutes every day representing 41.3% of all time spent daily with All forms of Print Media.

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

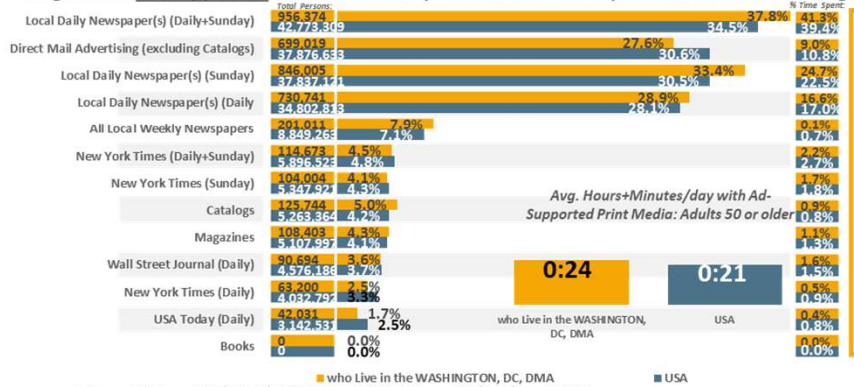


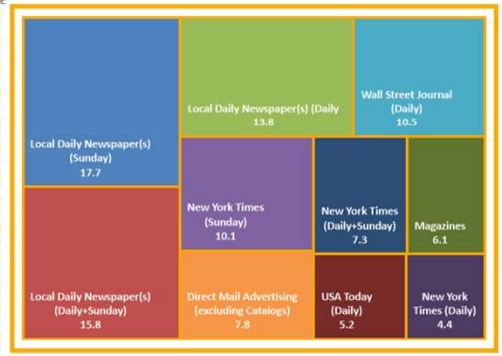


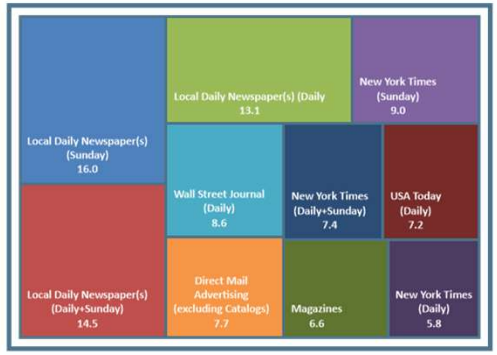


■ who Live in the WASHINGTON, DC, DMA ■ USA

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







■ who Live in the WASHINGTON, DC, DMA ■ USA

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