

**USA+4 DMAs – P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6 months!**

# Complete Demographic & Media Use Profiles



# LIVE NATION®



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6 months as of February 28, 2026.**



## ticketmaster®

## P18+

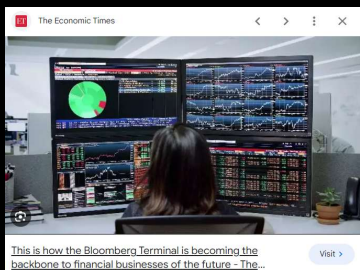


**BERKSHIRE HATHAWAY INC. Vanguard® BlackRock®**



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

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos.  
Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 45.2 years old (7.4% younger than average) and have a \$142,518 (24.3% higher than average) annual household...

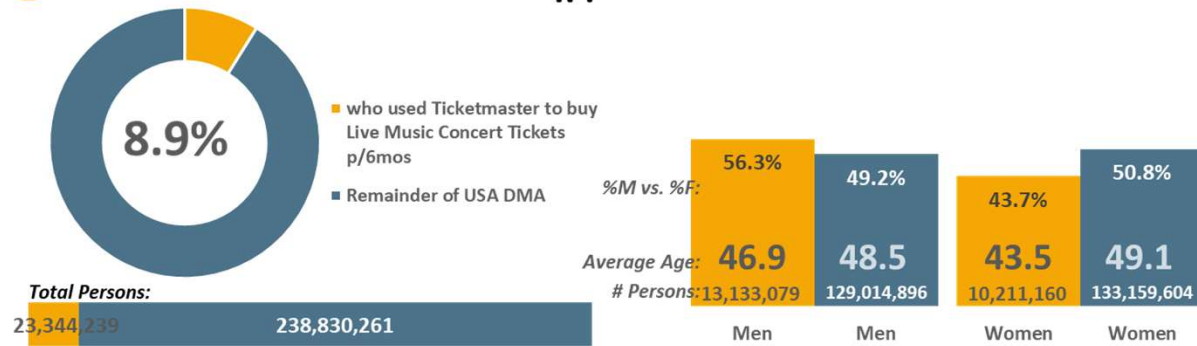


Percent of Market: Adults 18 or older

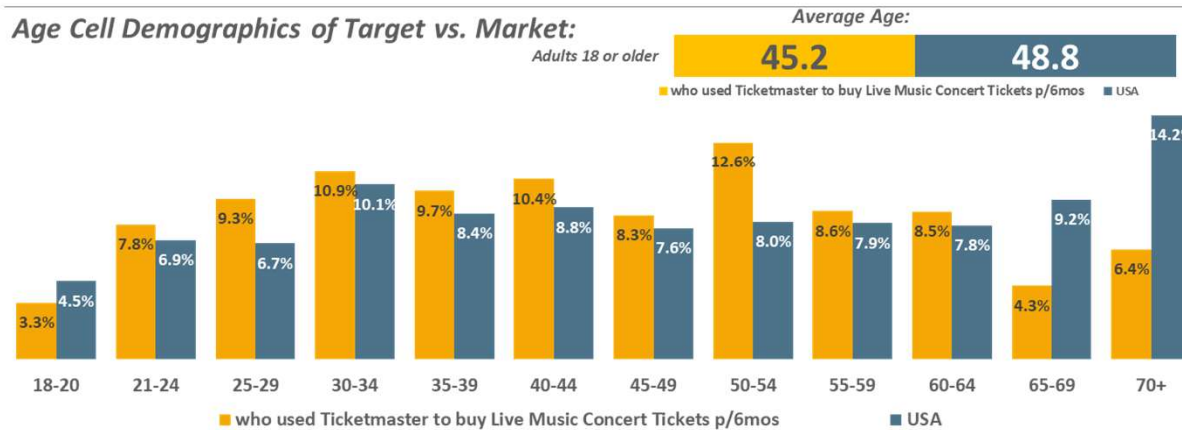


Gender of Target vs. Market: Adults 18 or older

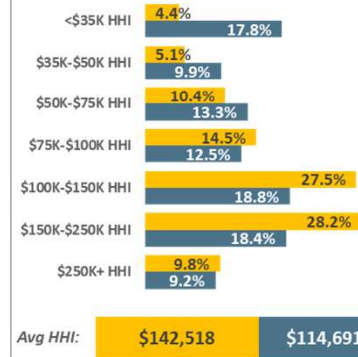
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





9.5% or 717,106 of CHI DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 45.6 years old (5.7% younger than average) and have a \$131,981 (22.8% higher than average) annual household...

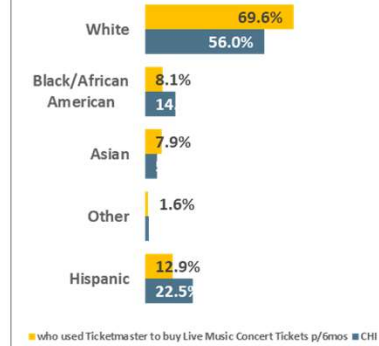
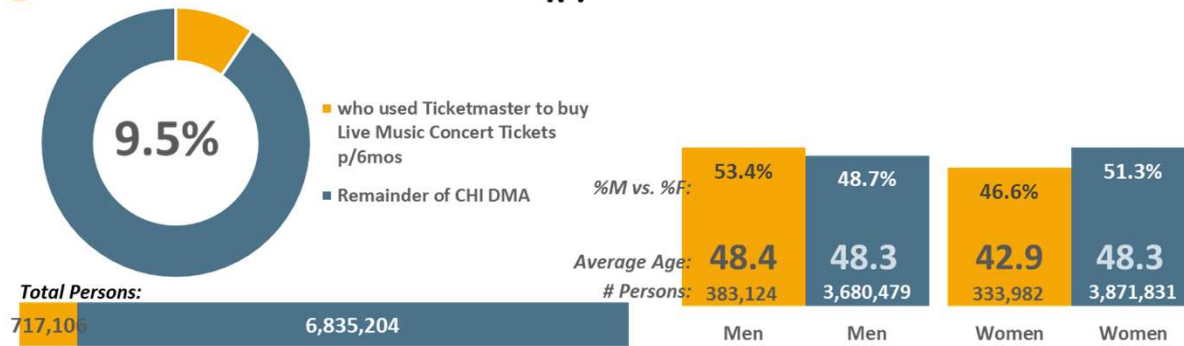


Percent of Market: Adults 18 or older

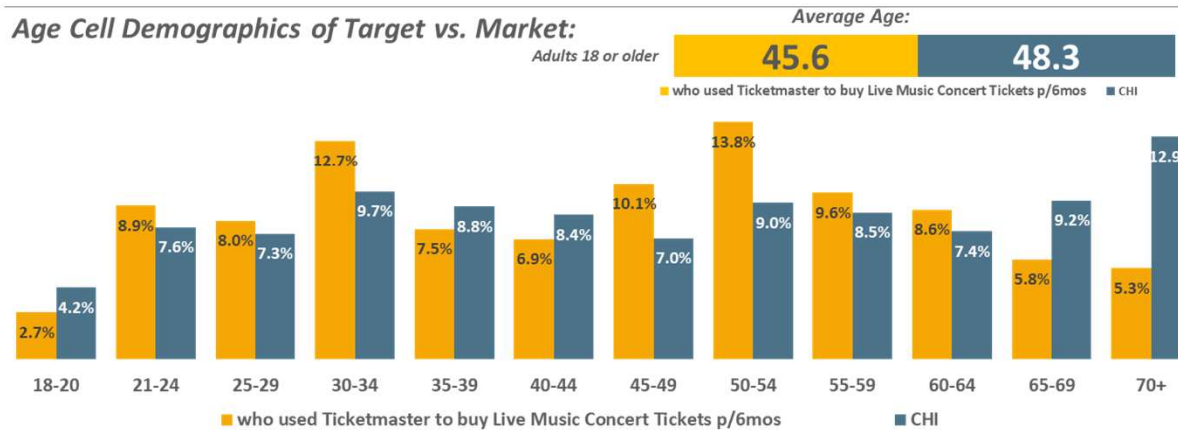


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 383  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



9.3% or 529,865 of WDC DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 41.7 years old (12.9% younger than average) and have a \$160,632 (17.2% higher than average) annual household...

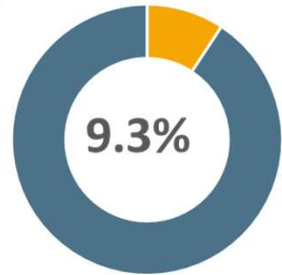


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos  
■ Remainder of WDC DMA

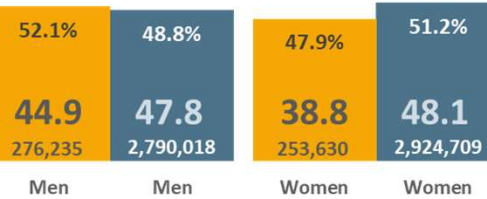
Total Persons:

529,865 5,184,862

%M vs. %F:

Average Age:

# Persons:

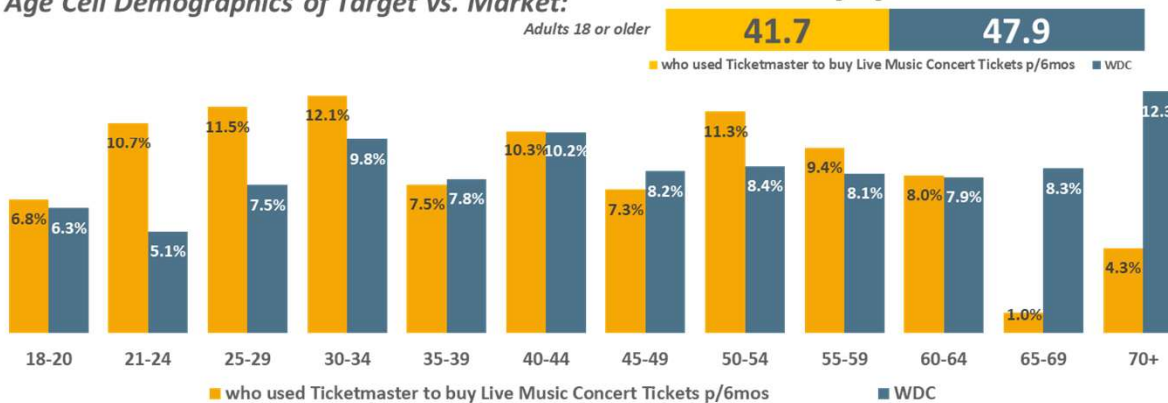


Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ WDC

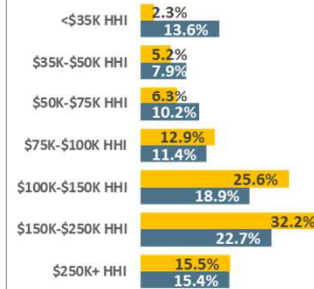


■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos

■ WDC



HHI of Target vs. Market:



Avg HHI:

\$160,632 \$137,019

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



9.2% or 414,373 of SEA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 45.4 years old (5.9% younger than average) and have a \$161,665 (29.5% higher than average) annual household...

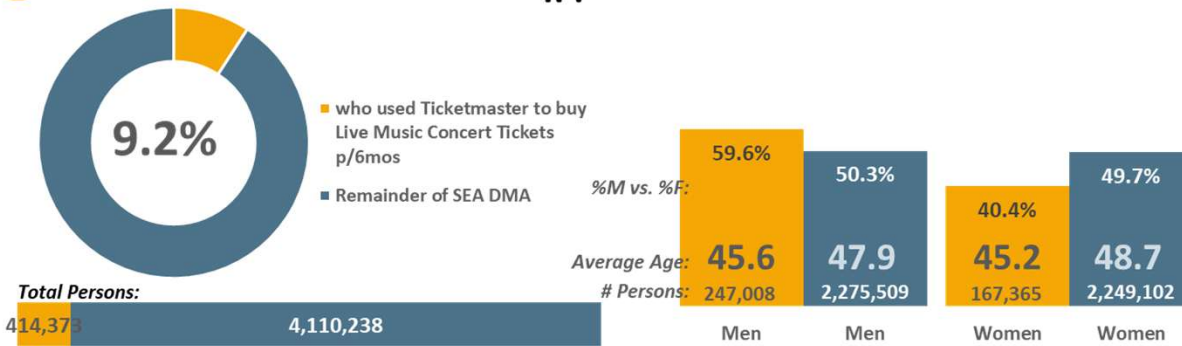


Percent of Market: Adults 18 or older

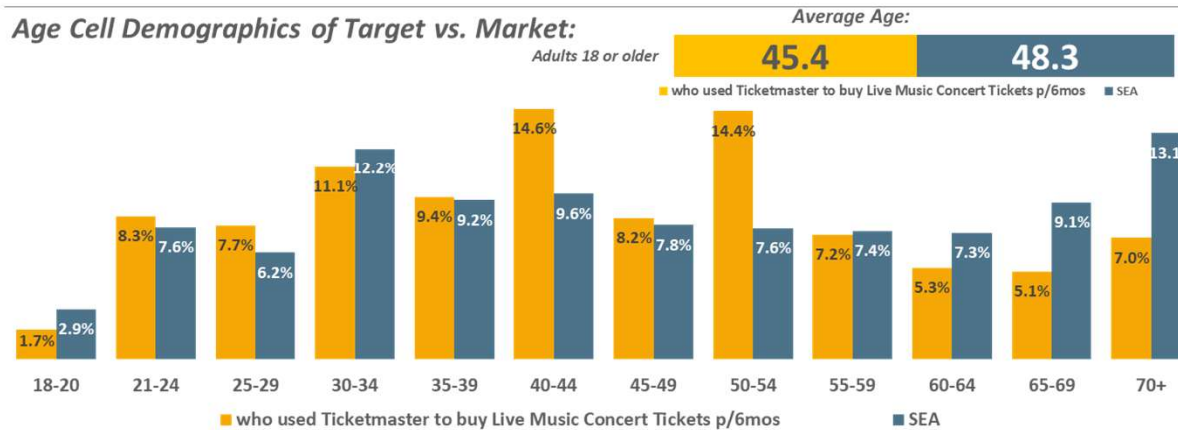


Gender of Target vs. Market: Adults 18 or older

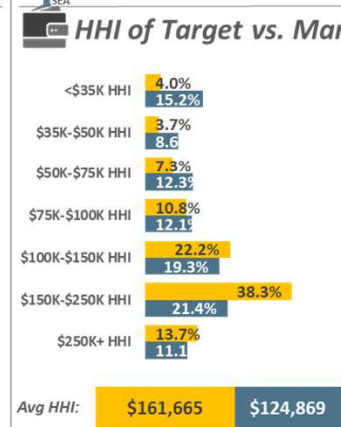
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





8.6% or 415,563 of PHX DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 47.2 years old (3.6% younger than average) and have a \$147,757 (38.% higher than average) annual household income.

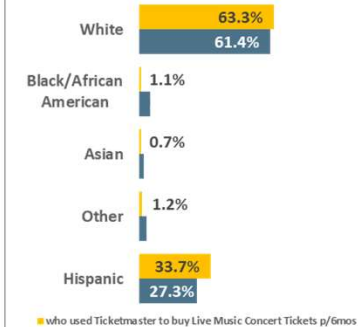
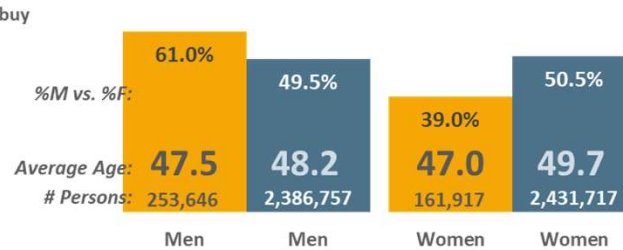
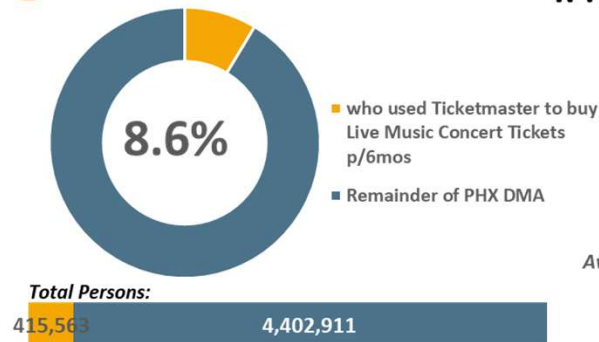


Percent of Market: Adults 18 or older

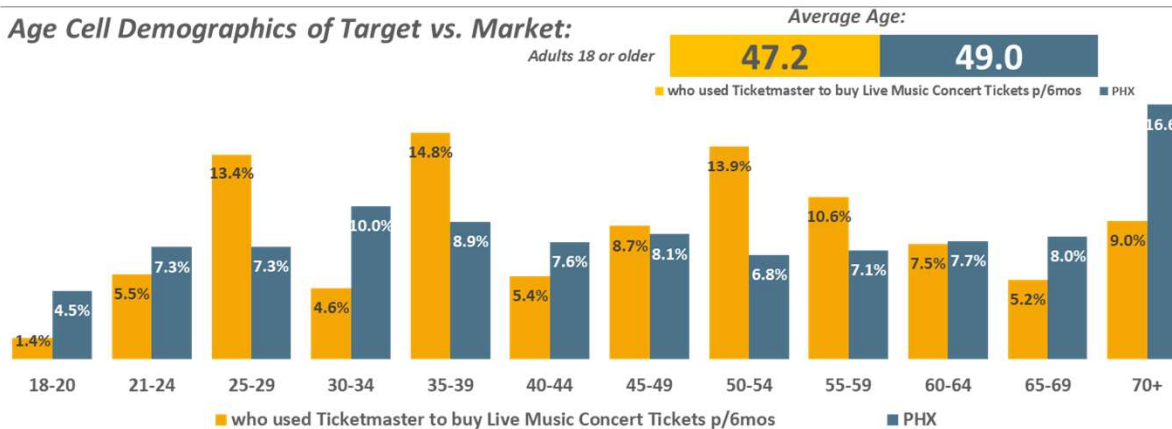


Gender of Target vs. Market: Adults 18 or older

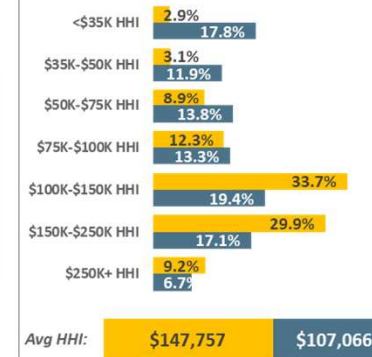
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$147,757 (Target) / \$107,066 (Market)

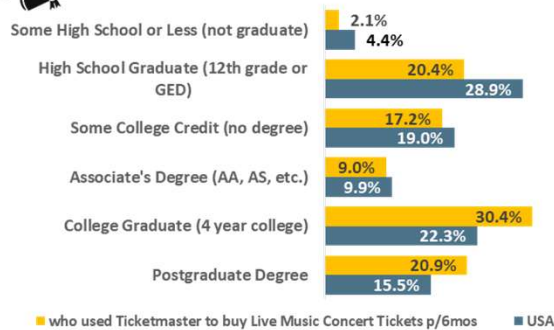




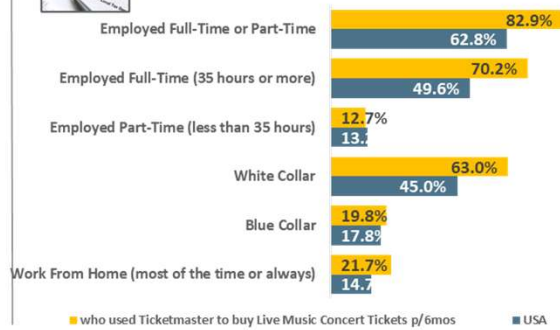
8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets... Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 35.6% more likely to be a college graduate, 41.4% more likely to work full-time, 6.1% more likely to be married, 14.2% more likely to be a parent of 1 or more children u



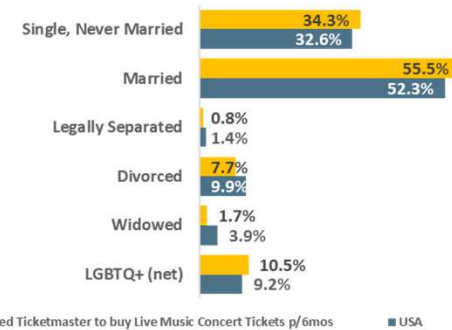
### Education Levels: Adults 18 or older



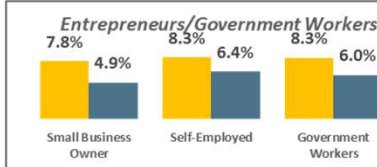
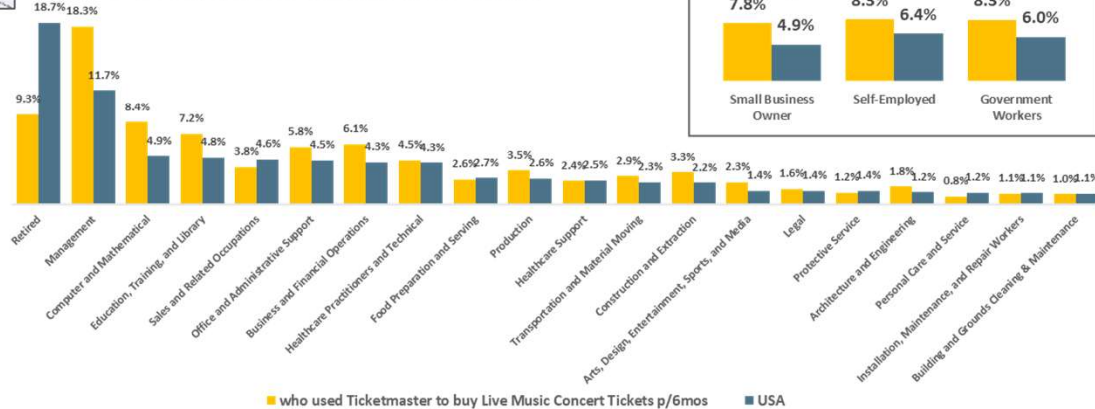
### Employment: Adults 18 or older



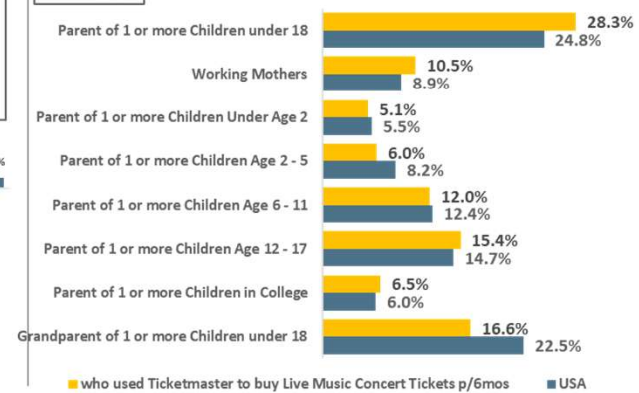
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older



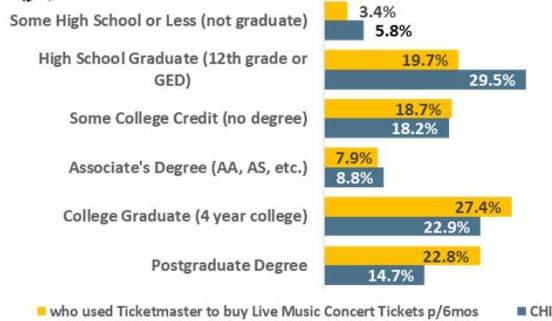
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

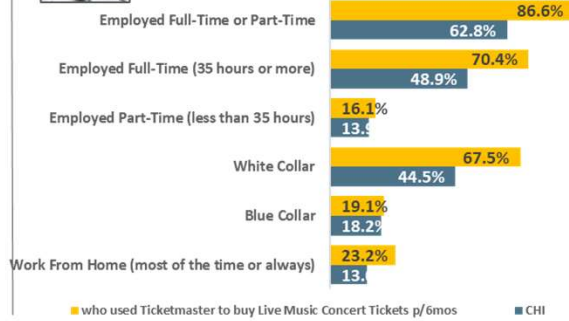


9.5% or 717,106 of CHI DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 33.6% more likely to be a college graduate, 44.1% more likely to work full-time, 9.1% more likely to be married, 3.2% more likely to be a parent of 1 or more children un

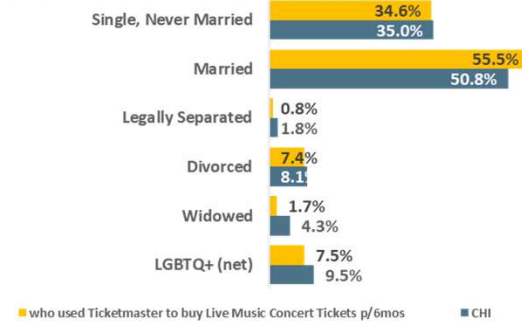
## Education Levels: Adults 18 or older



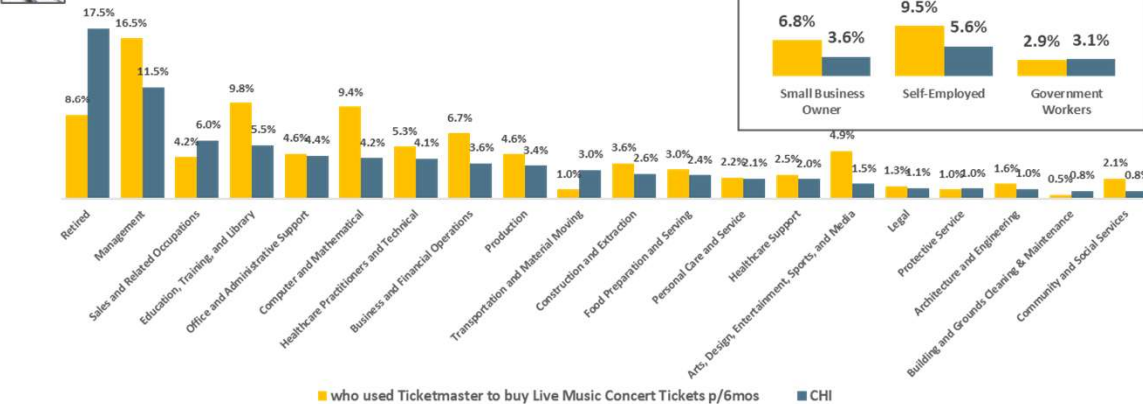
## Employment: Adults 18 or older



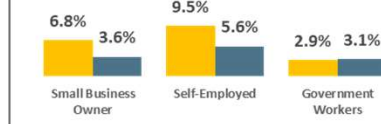
## Marital Status: Adults 18 or older



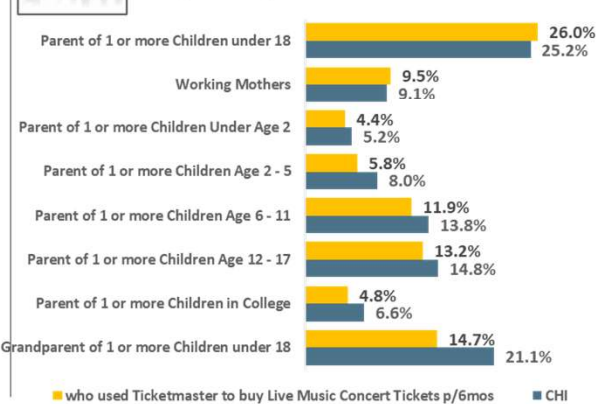
## Top-20 Occupations: Adults 18 or older



## Entrepreneurs/Government Workers



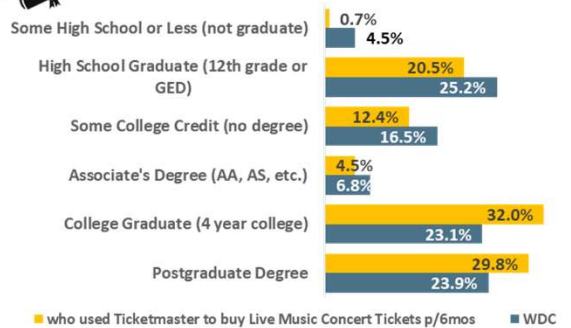
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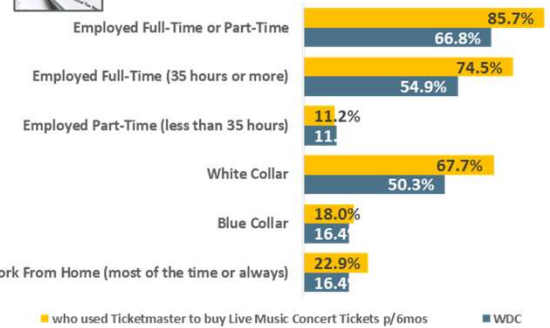


9.3% or 529,865 of WDC DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 31.6% more likely to be a college graduate, 35.8% more likely to work full-time, 13.% less likely to be married, .5% less likely to be a parent of 1 or more children und

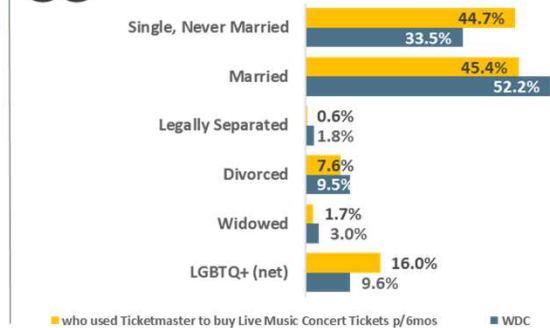
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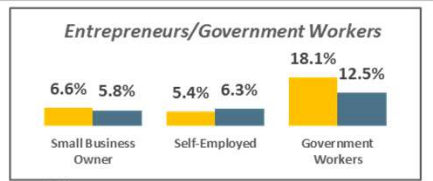
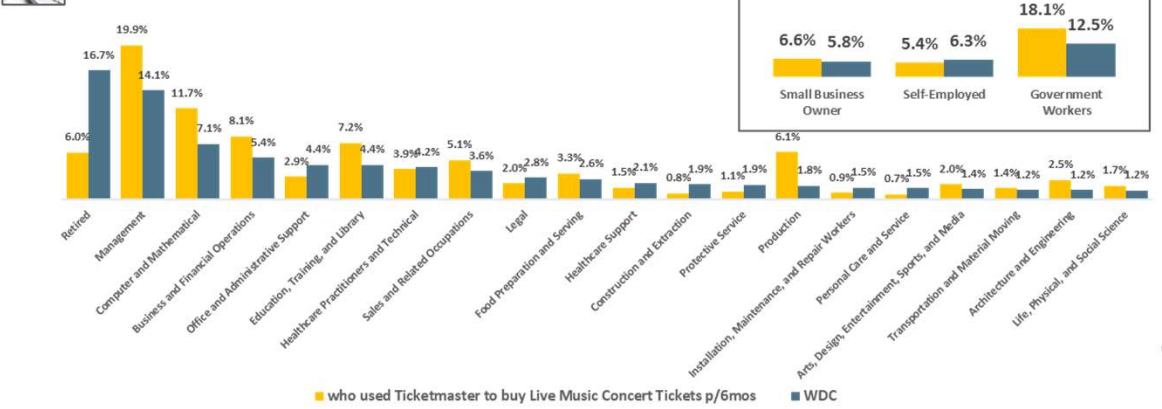
## Employment: Adults 18 or older



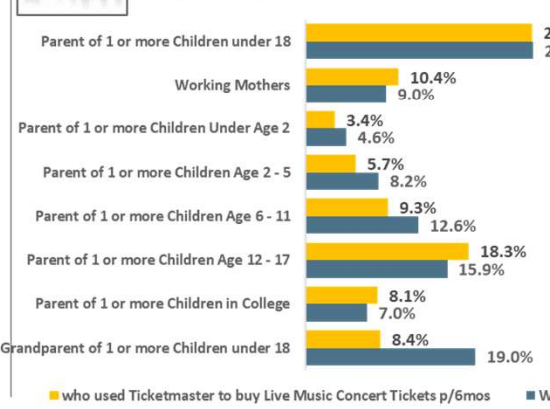
## Marital Status: Adults 18 or older



## Top-20 Occupations: Adults 18 or older



## Stage in Life: Adults 18 or older



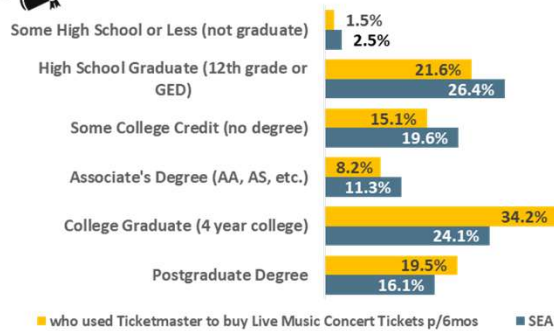




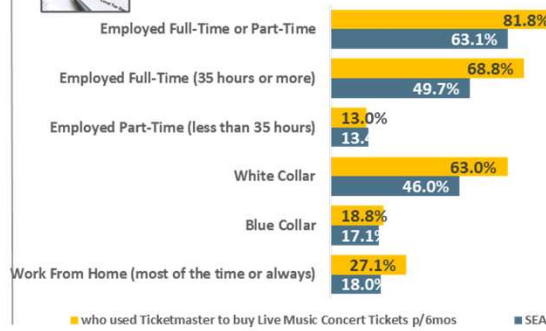
9.2% or 414,373 of SEA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 33.4% more likely to be a college graduate, 38.3% more likely to work full-time, 13.7% more likely to be married, 1.9% more likely to be a parent of 1 or more children u



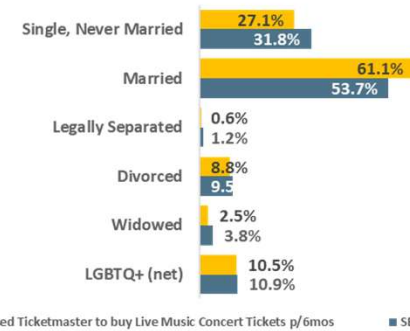
### Education Levels: Adults 18 or older



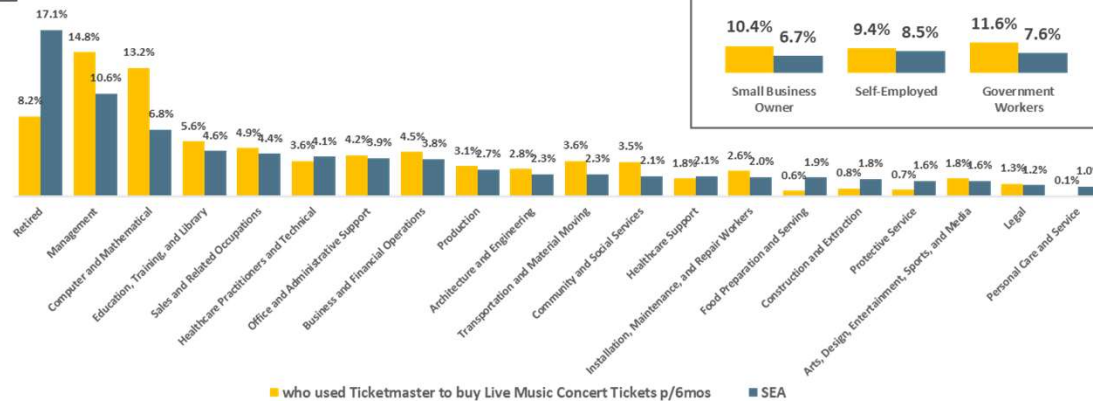
### Employment: Adults 18 or older



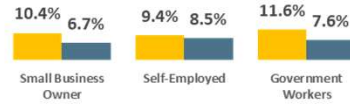
### Marital Status: Adults 18 or older



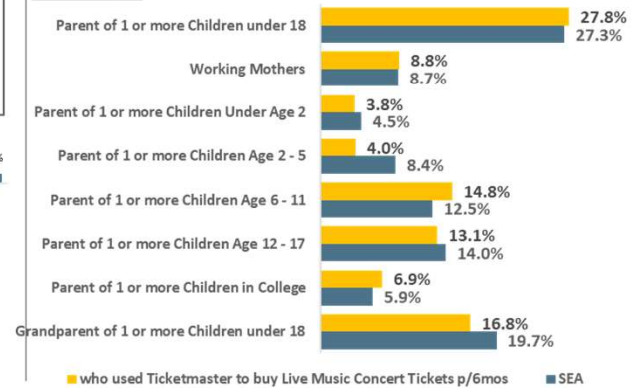
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



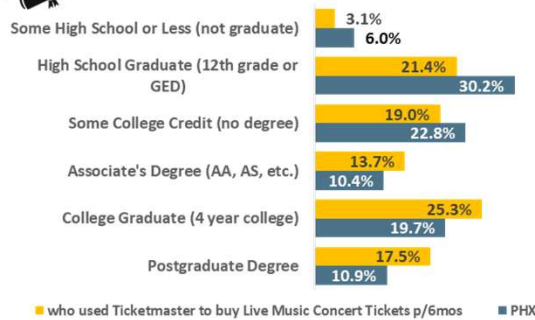




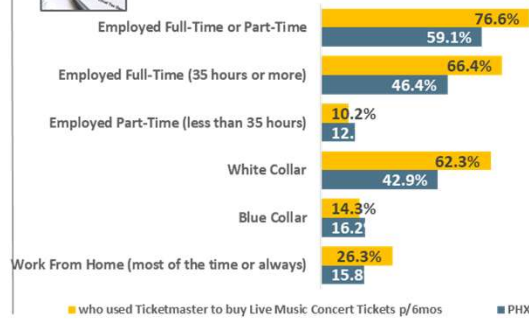
8.6% or 415,563 of PHX DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 39.7% more likely to be a college graduate, 43.% more likely to work full-time, 22.4% more likely to be married, 5.% less likely to be a parent of 1 or more children und



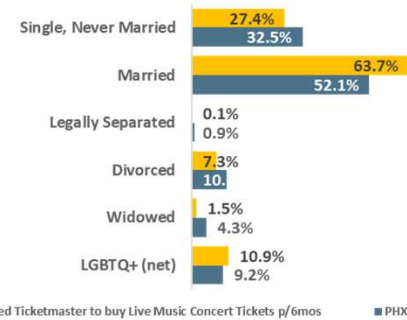
### Education Levels: Adults 18 or older



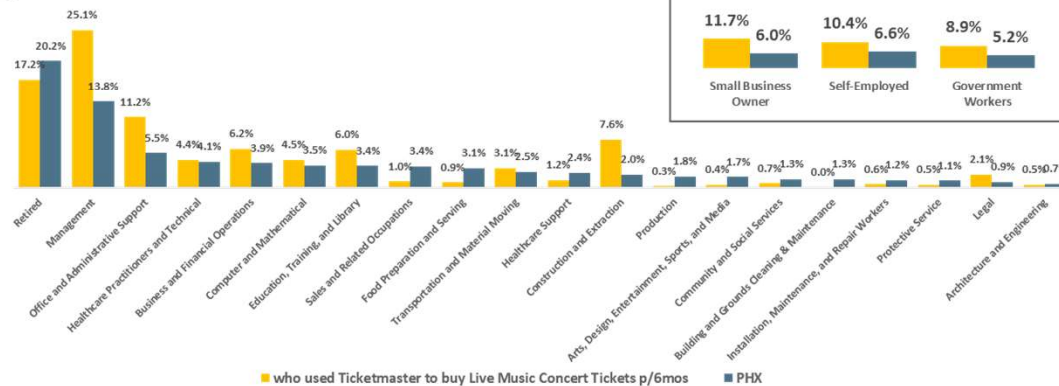
### Employment: Adults 18 or older



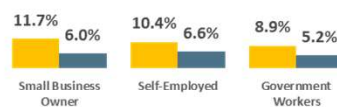
### Marital Status: Adults 18 or older



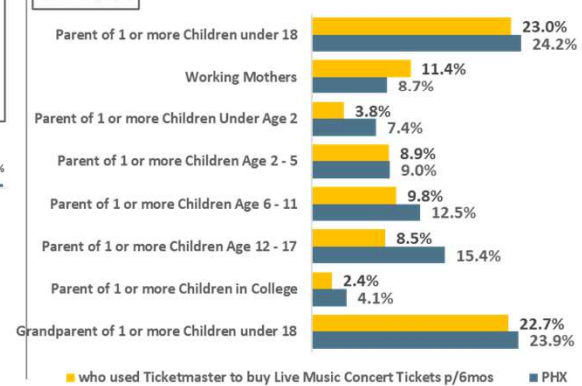
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers

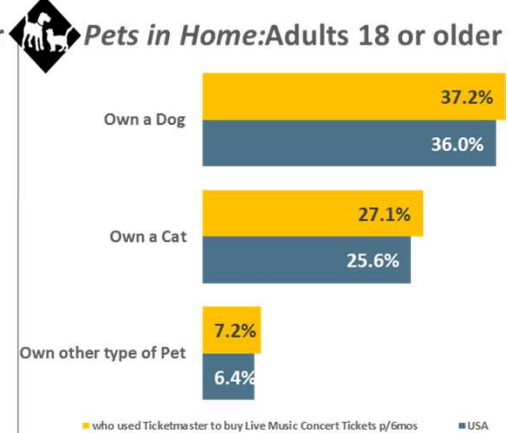
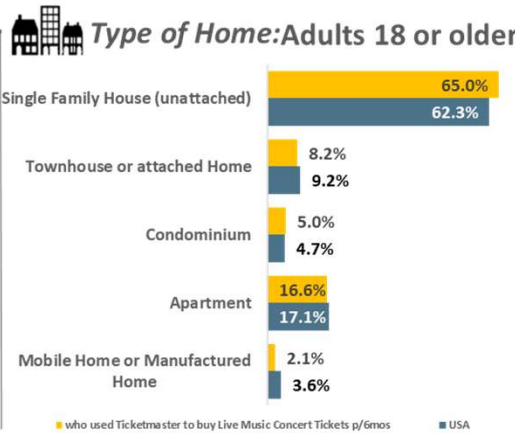
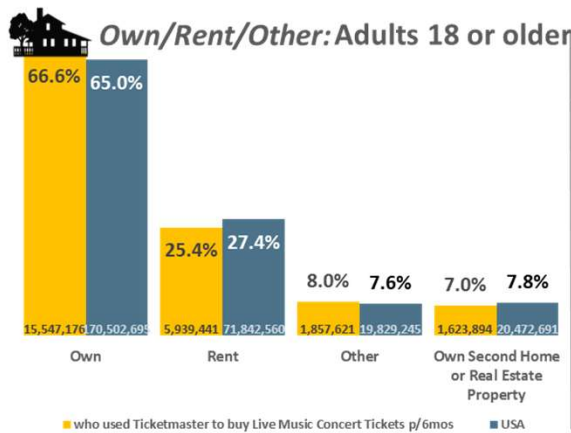


### Stage in Life: Adults 18 or older

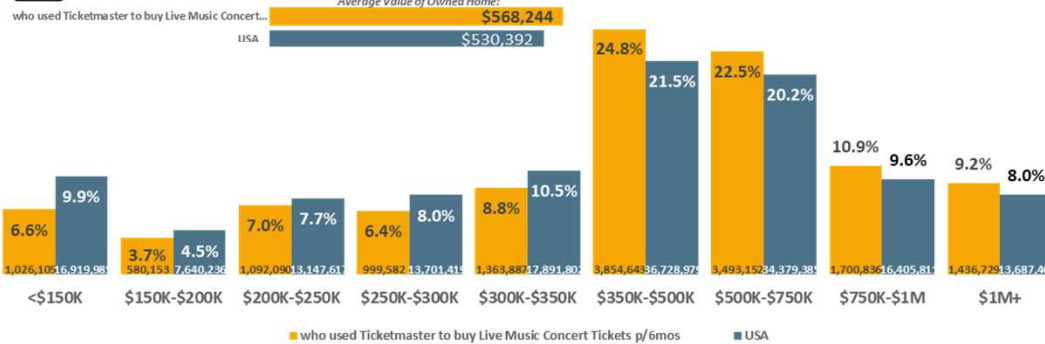




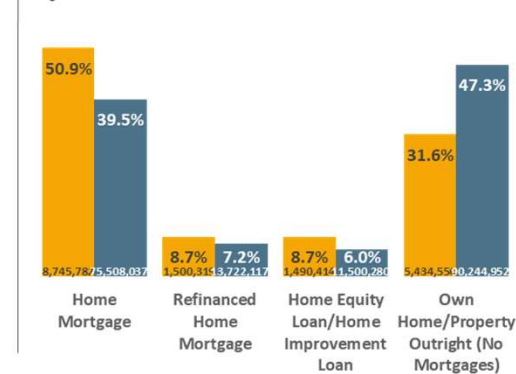
8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 2.4% more likely to own their home, 7.1% more likely to own a higher valued home, 4.4% more likely to have a single-family home, 3.4% more likely to have a dog.



**Value of Owned Home: Adults 18 or older**



**Home Loans: Adults 18 or older**



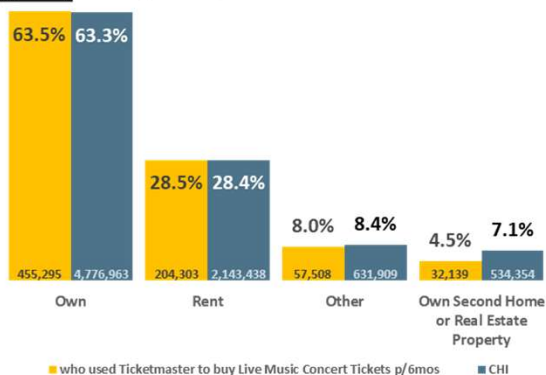
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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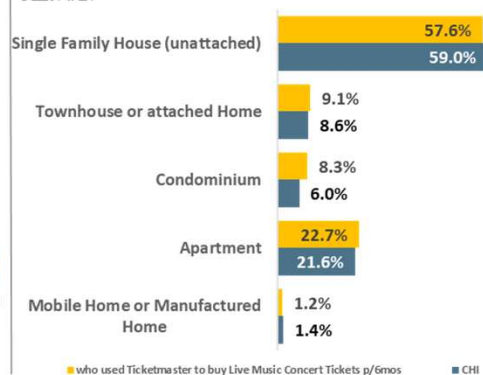


9.5% or 717,106 of CHI DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are .4% more likely to own their home, 6.6% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 6.6% less likely to have a dog.

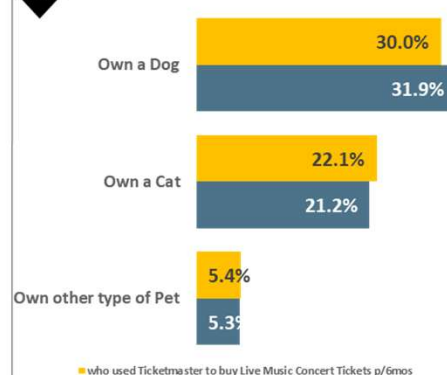
### Own/Rent/Other: Adults 18 or older



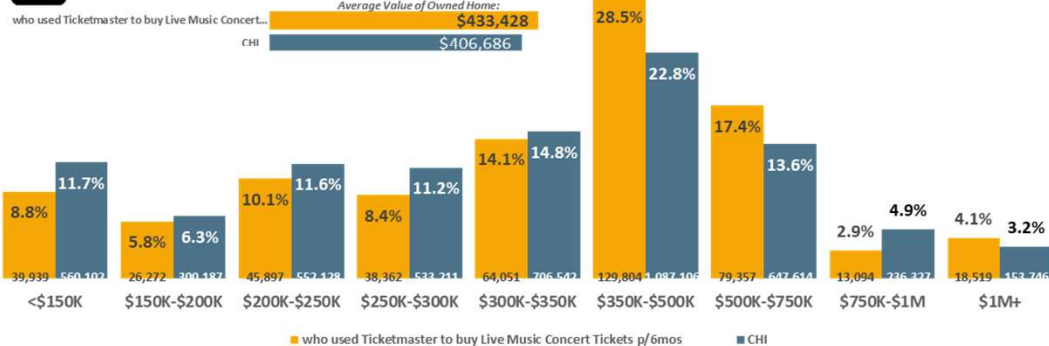
### Type of Home: Adults 18 or older



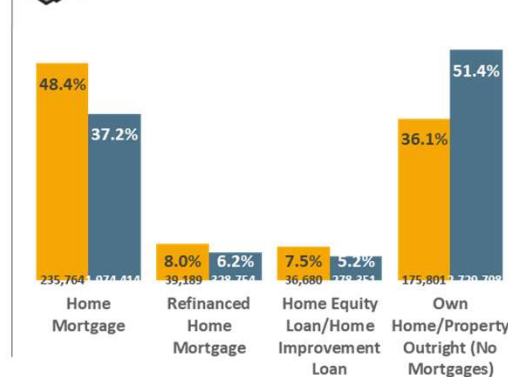
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



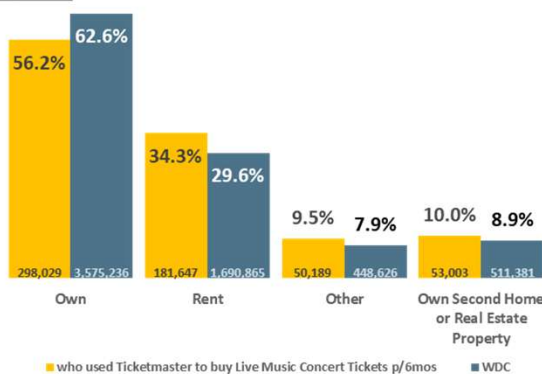
### Home Loans: Adults 18 or older



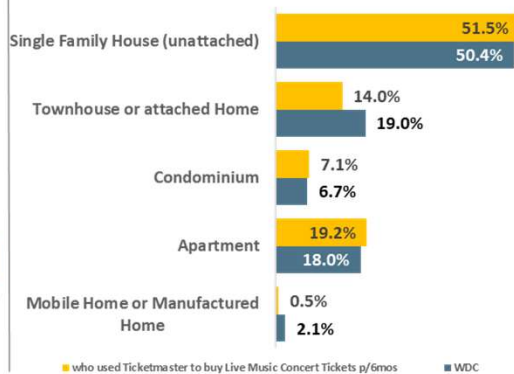


9.3% or 529,865 of WDC DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 10.1% less likely to own their home, 1.8% more likely to own a higher valued home, 2.2% more likely to have a single-family home, 3.5% more likely to have a dog.

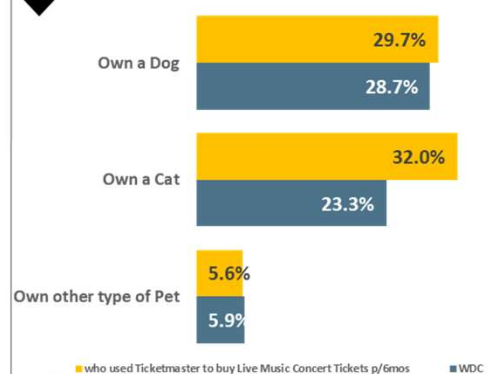
### Own/Rent/Other: Adults 18 or older



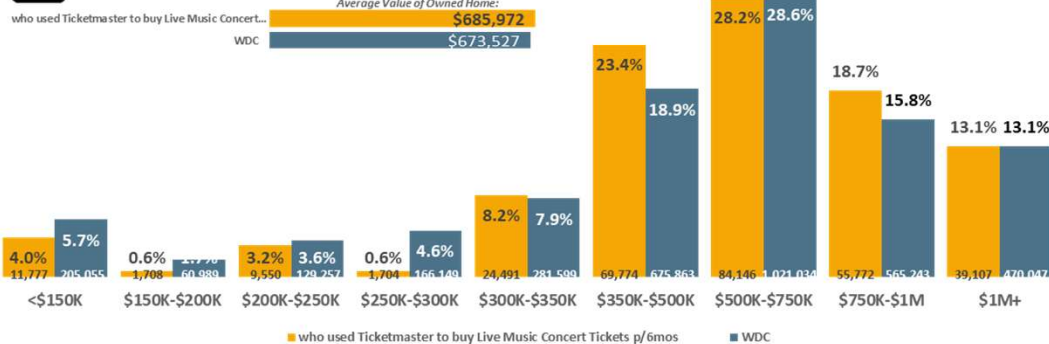
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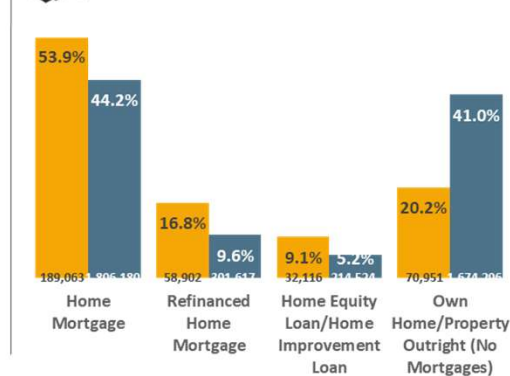
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



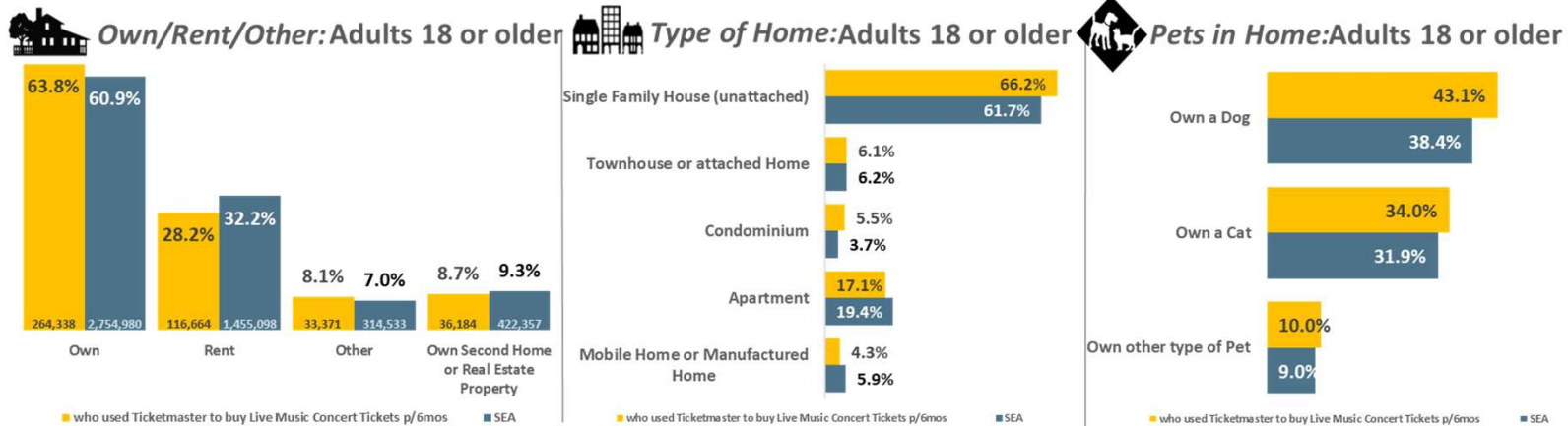
### Home Loans: Adults 18 or older



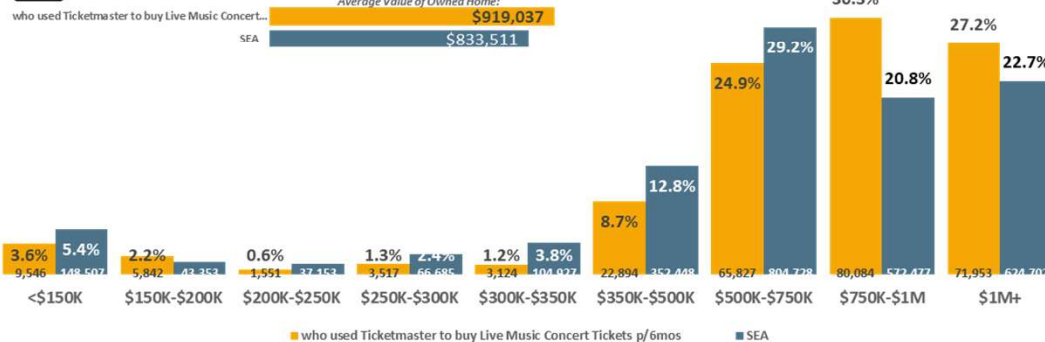




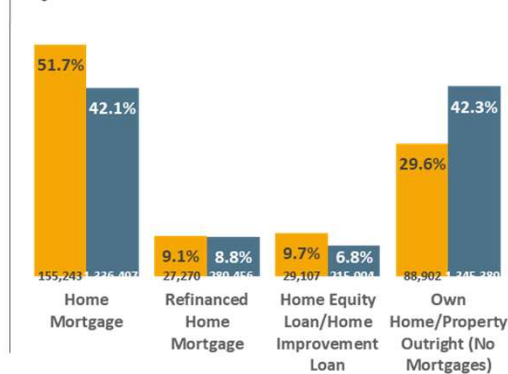
9.2% or 414,373 of SEA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 4.8% more likely to own their home, 10.3% more likely to own a higher valued home, 7.4% more likely to have a single-family home, 12.3% more likely to have a dog.



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

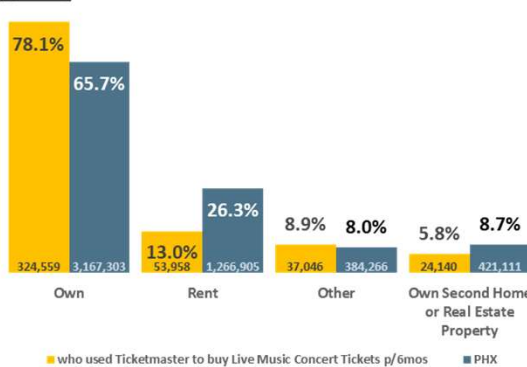




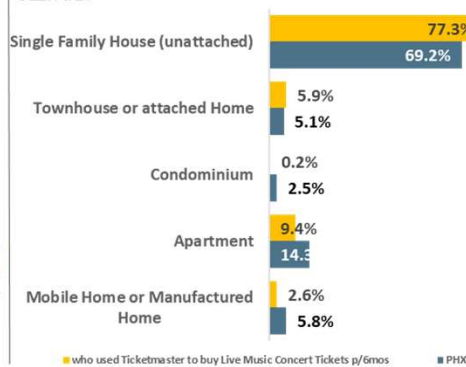
8.6% or 415,563 of PHX DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 18.8% more likely to own their home, 6.2% more likely to own a higher valued home, 11.6% more likely to have a single-family home, 8.5% more likely to have a dog.



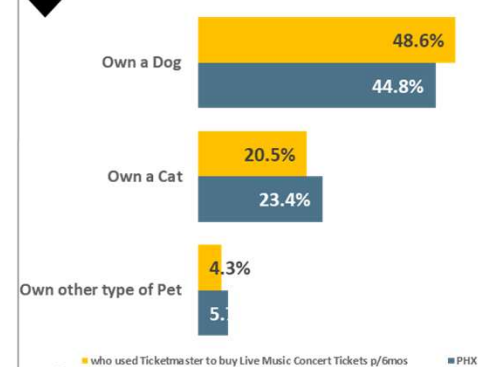
### Own/Rent/Other: Adults 18 or older



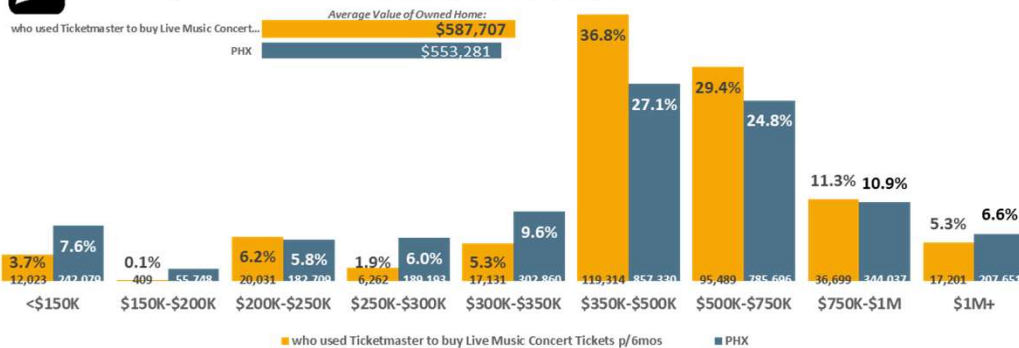
### Type of Home: Adults 18 or older



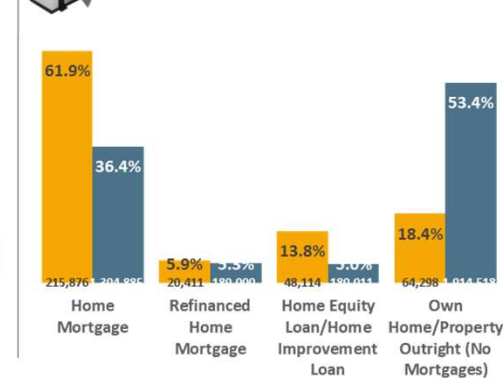
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

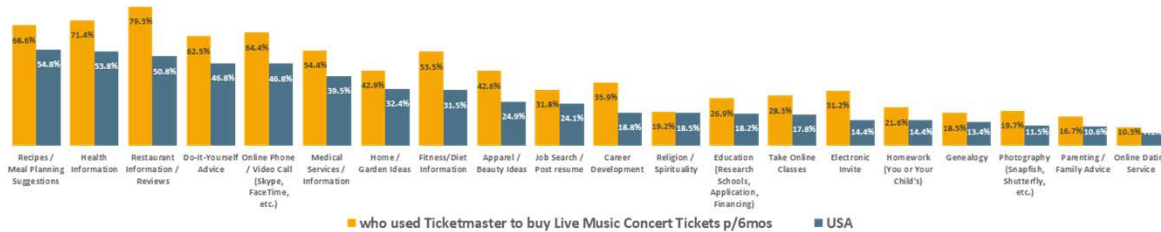




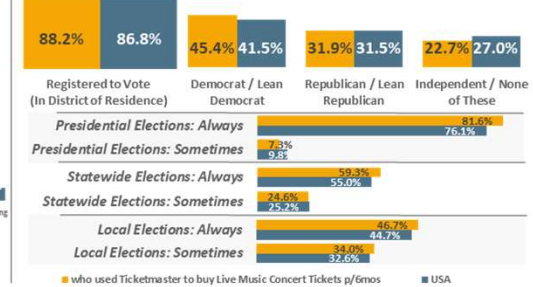
8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets... Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 33.3% more likely to look up D-I-Y advice online, 4.3% more likely to always vote in local elections, 14.6% more likely to belong to a gym, 18.6% more likely to fly dome



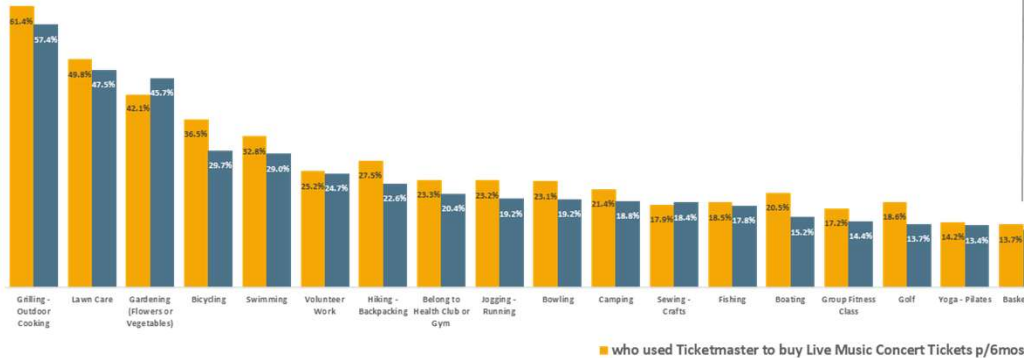
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



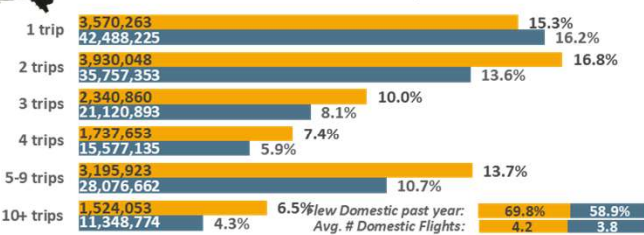
### Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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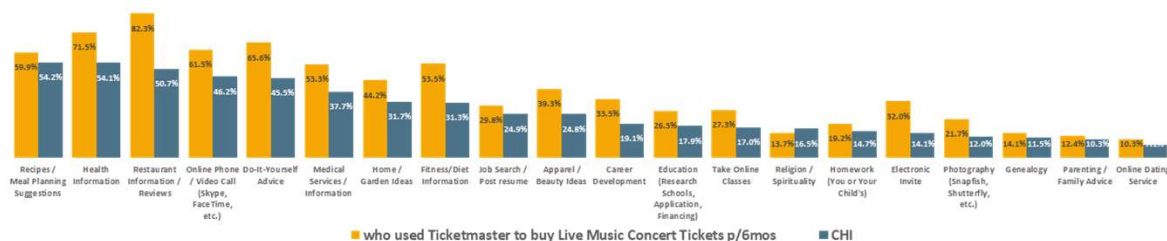
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



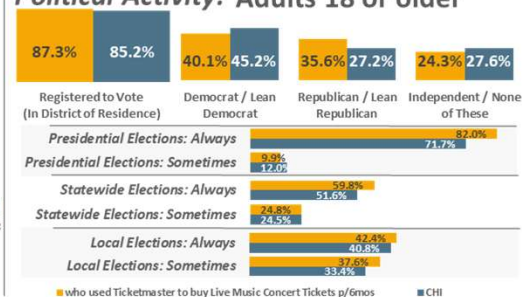
9.5% or 717,106 of CHI DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 44.% more likely to look up D-I-Y advice online, 4.% more likely to always vote in local elections, 16.9% more likely to belong to a gym, 17.9% more likely to fly domest



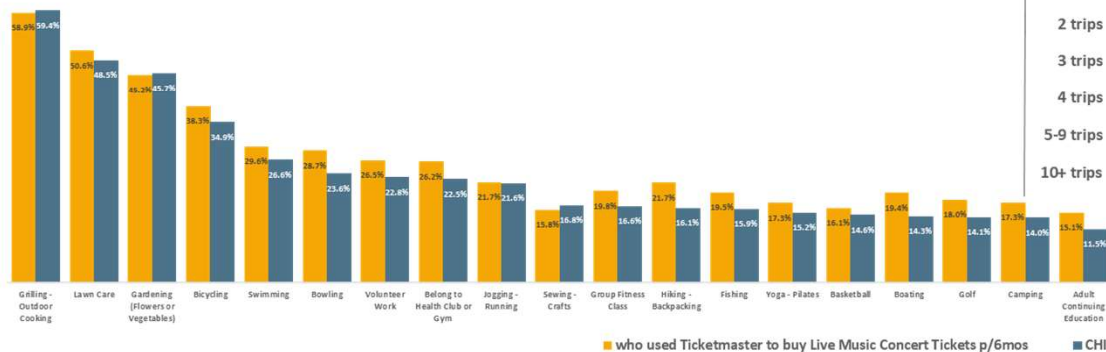
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



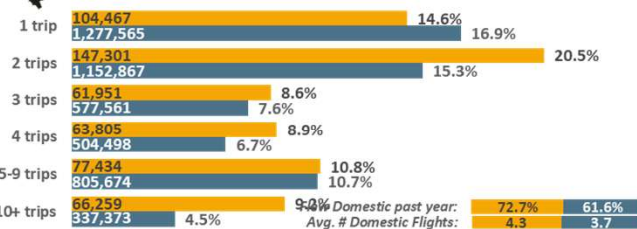
### Political Activity: Adults 18 or older



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



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



Domestic past year: 72.7% vs 61.6%  
Avg. # Domestic Flights: 4.3 vs 3.7

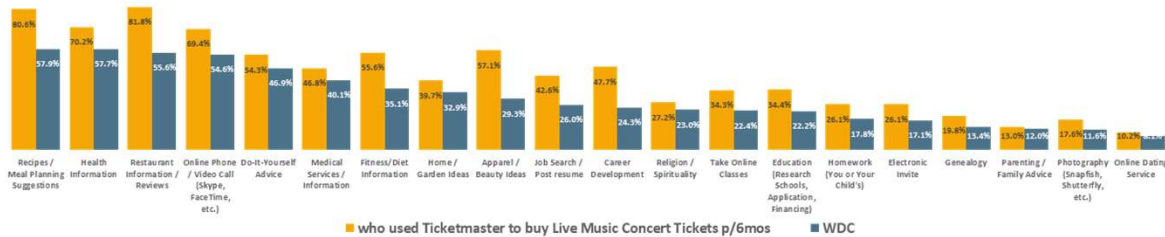




9.3% or 529,865 of WDC DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 15.7% more likely to look up D-I-Y advice online, .3% more likely to always vote in local elections, 13.2% more likely to belong to a gym, 13.8% more likely to fly domes



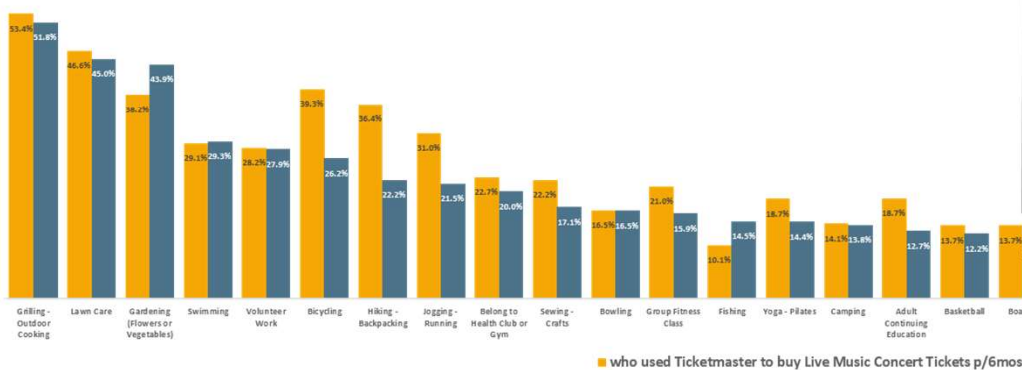
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ WDC

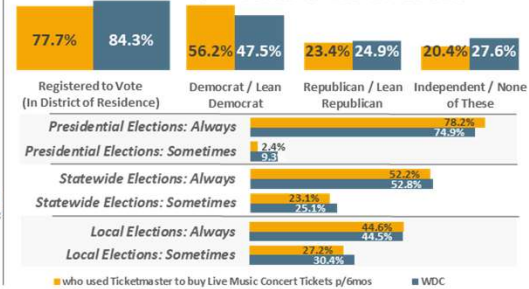


### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ WDC

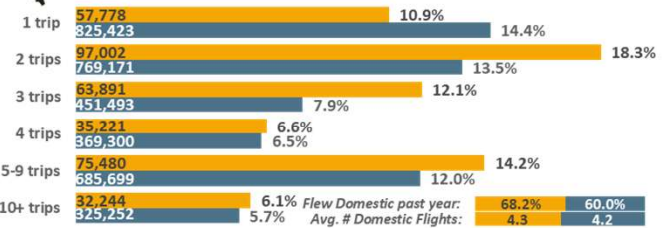
### Political Activity: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ WDC



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



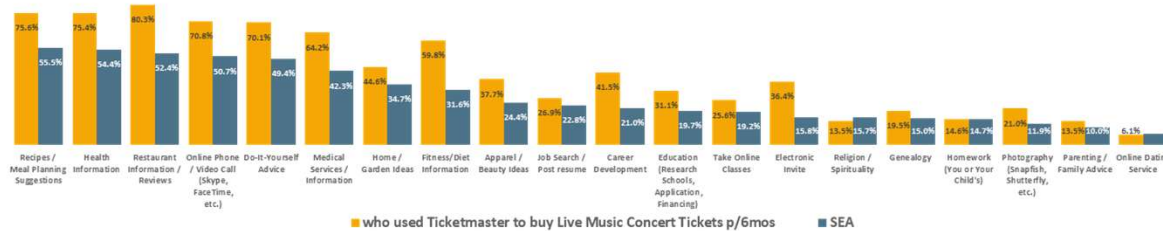
Flew Domestic past year: 68.2% vs 60.0%  
Avg. # Domestic Flights: 4.3 vs 4.2



9.2% or 414,373 of SEA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 41.9% more likely to look up D-I-Y advice online, 3.4% less likely to always vote in local elections, 14.8% less likely to belong to a gym, 23.% more likely to fly domes



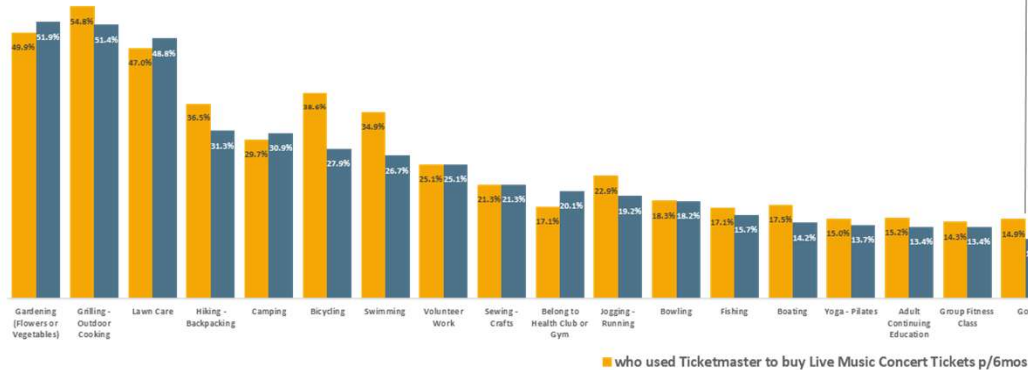
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ SEA



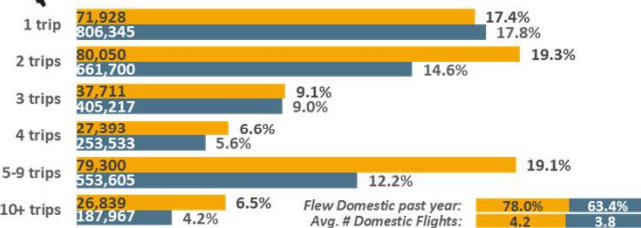
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ SEA



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



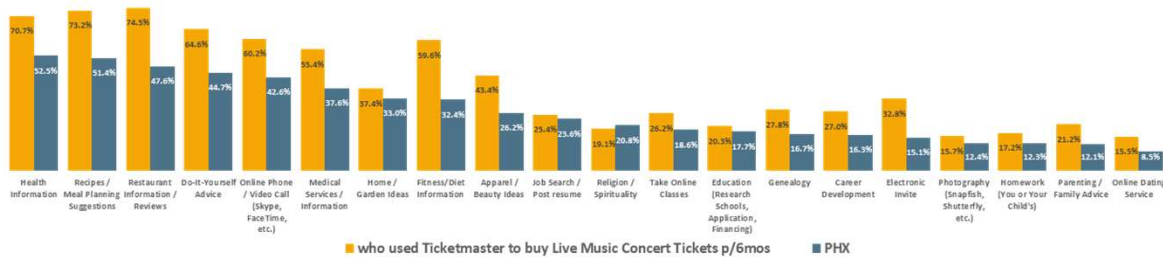
Flew Domestic past year: 78.0% vs 63.4%  
Avg. # Domestic Flights: 4.2 vs 3.8



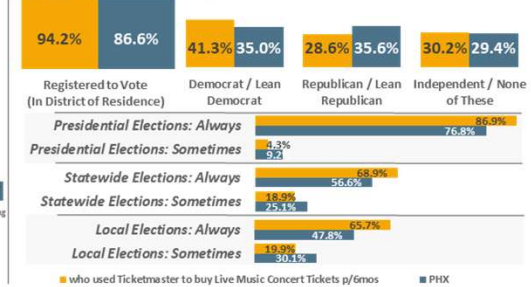
8.6% or 415,563 of PHX DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 44.6% more likely to look up D-I-Y advice online, 37.4% more likely to always vote in local elections, 24.2% more likely to belong to a gym, 18.9% more likely to fly dom



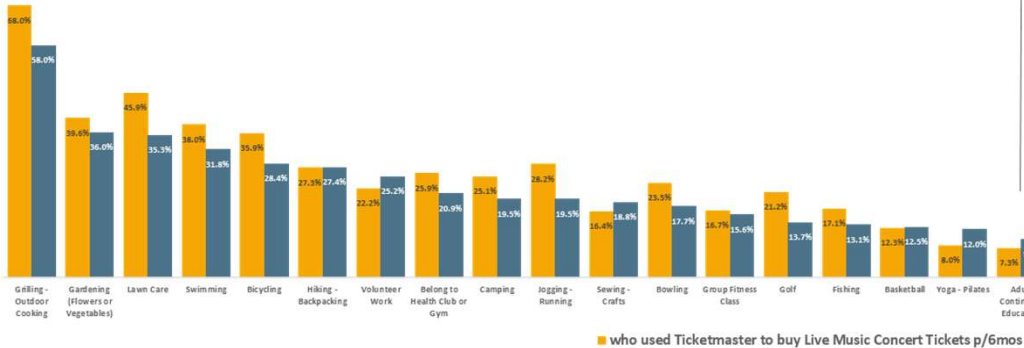
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



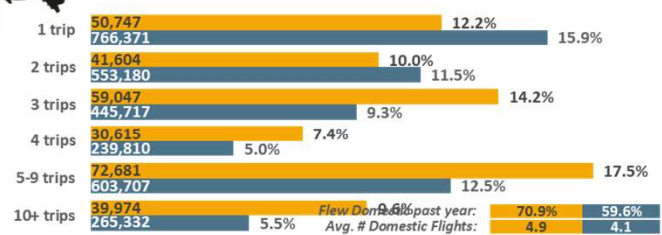
### Political Activity: Adults 18 or older



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



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

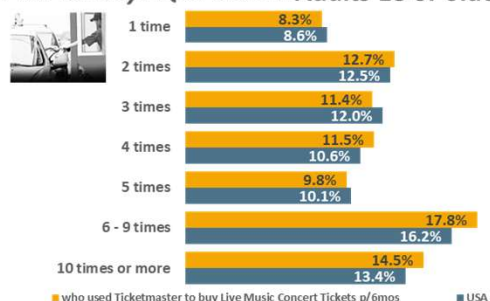


Flew Domestic last year: 70.9%  
Avg. # Domestic Flights: 4.9

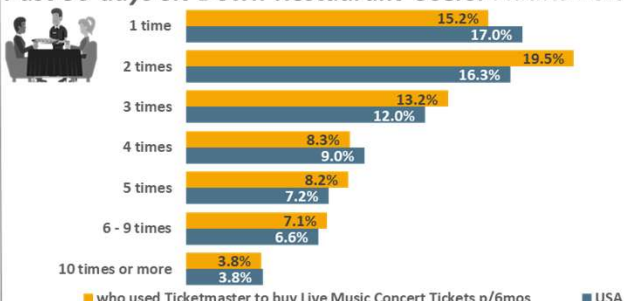


8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 3.% more likely to use QSRs past mo., 4.7% more likely to use Sit-Down Restaurants past mo., 4.6% more likely to use Casinos past yr., 13.8% less likely to smoke cigaret

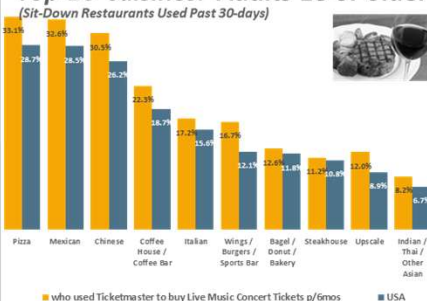
### Past 30-days QSR Users: Adults 18 or older



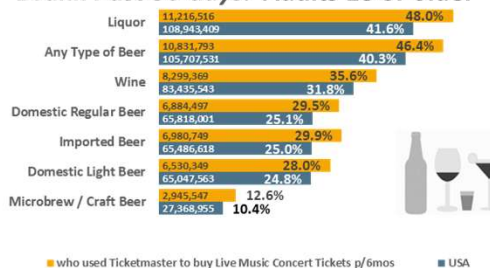
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



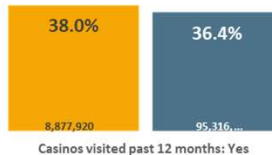
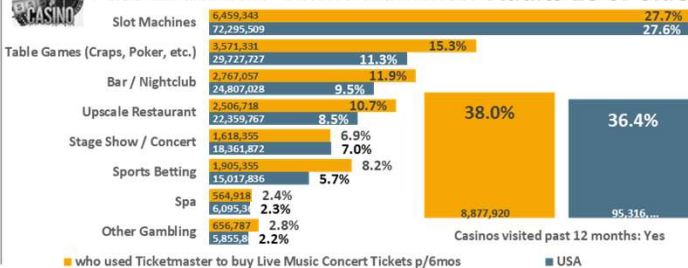
### Top-10 Cuisines: Adults 18 or older



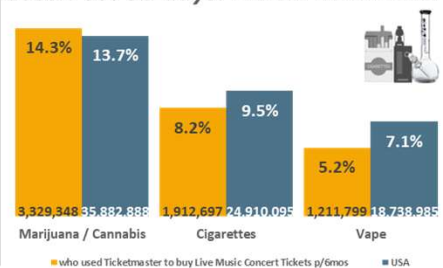
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

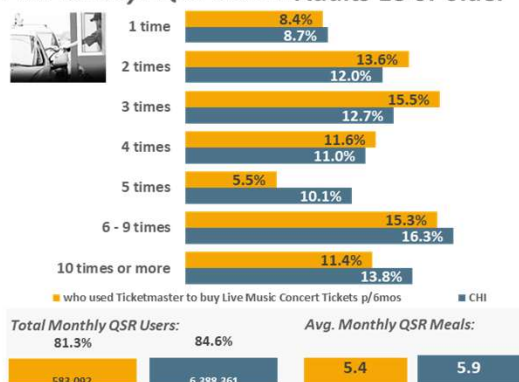




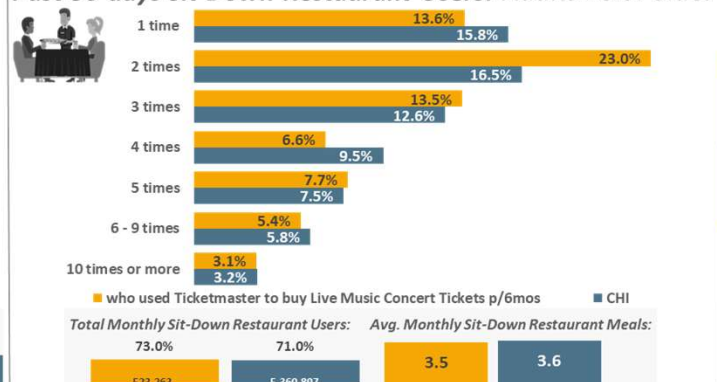


9.5% or 717,106 of CHI DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 3.9% less likely to use QSRs past mo., 2.8% more likely to use Sit-Down Restaurants past mo., 11.5% more likely to use Casinos past yr., 31.4% less likely to smoke cigar

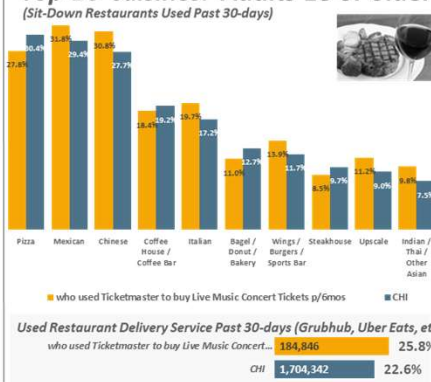
### Past 30-days QSR Users: Adults 18 or older



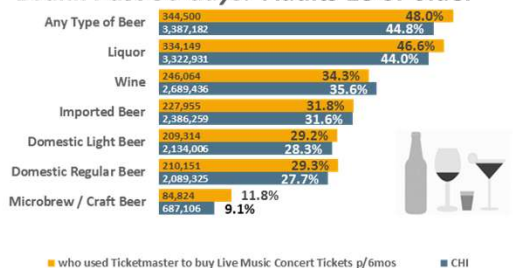
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



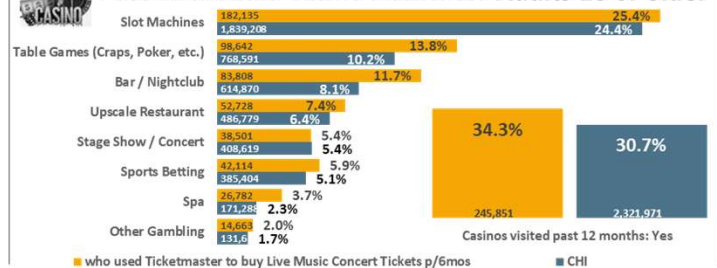
### Top-10 Cuisines: Adults 18 or older



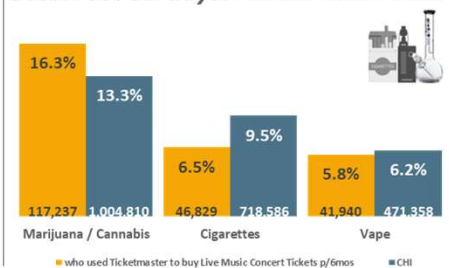
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



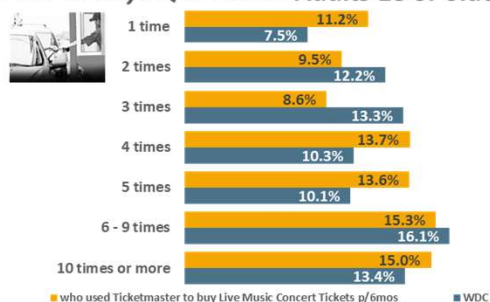
### Used Past 30-days: Adults 18 or older



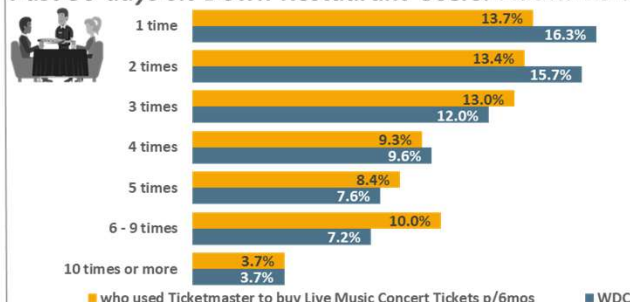


9.3% or 529,865 of WDC DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 4.9% more likely to use QSRs past mo., .7% less likely to use Sit-Down Restaurants past mo., 11% less likely to use Casinos past yr., 34.2% less likely to smoke cigaret

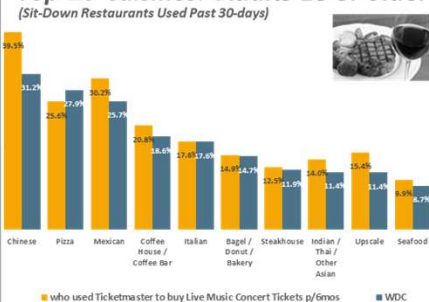
### Past 30-days QSR Users: Adults 18 or older



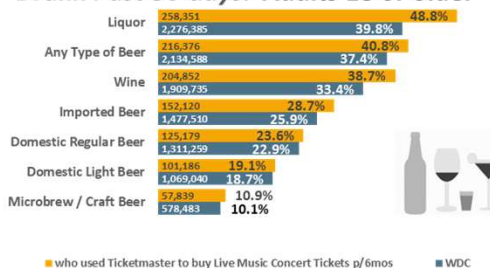
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



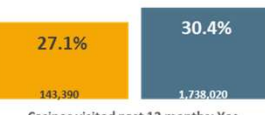
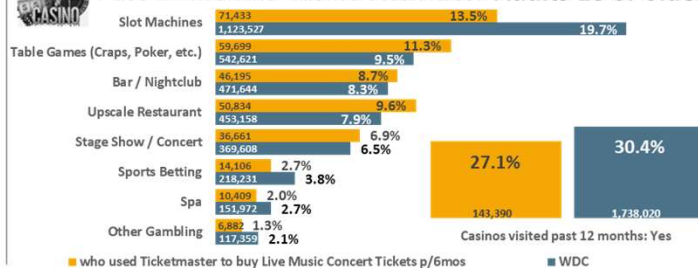
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



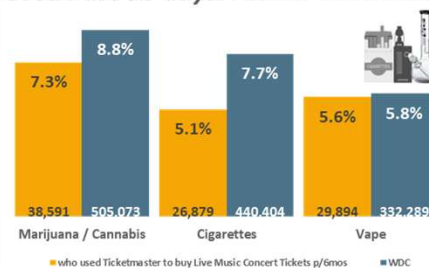
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



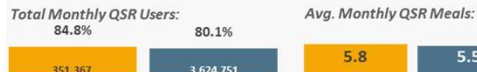
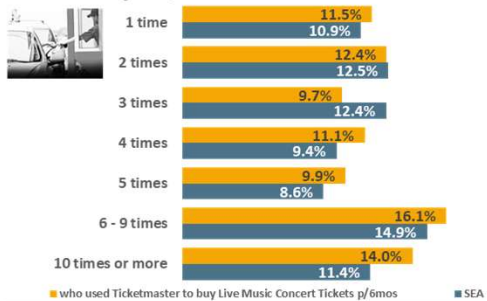
### Used Past 30-days: Adults 18 or older



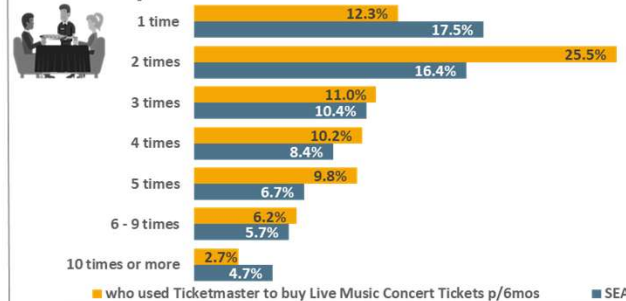


9.2% or 414,373 of SEA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 5.8% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 6.7% less likely to use Casinos past yr., 14.8% less likely to smoke cigar

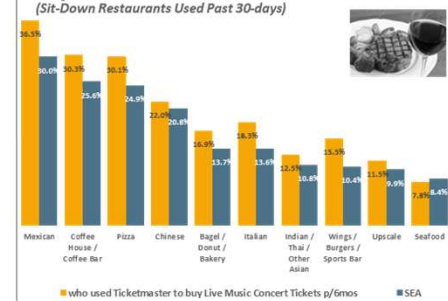
### Past 30-days QSR Users: Adults 18 or older



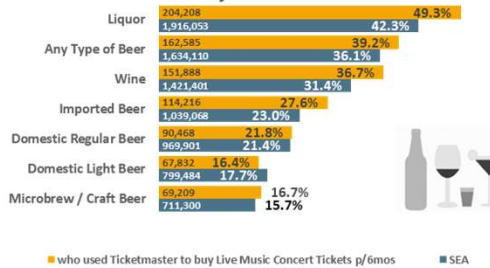
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



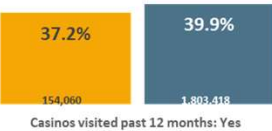
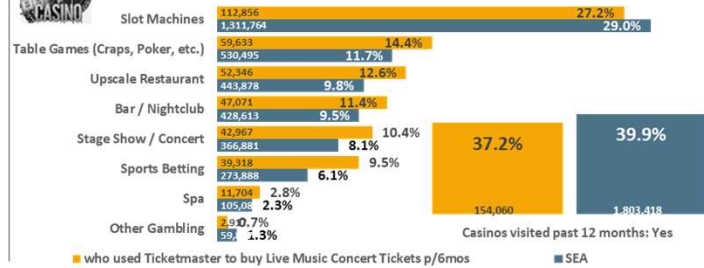
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



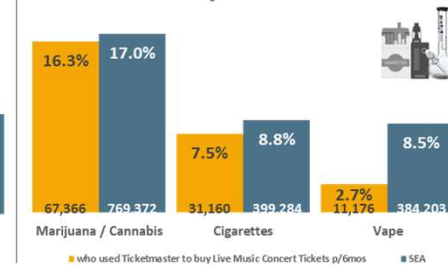
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



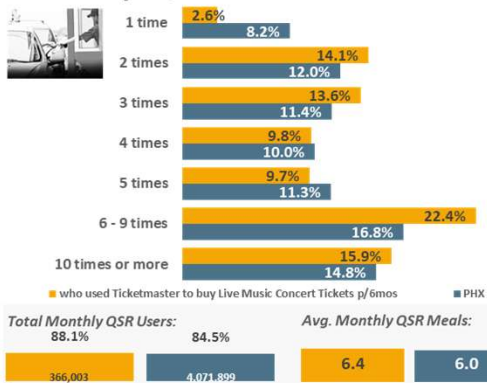
### Used Past 30-days: Adults 18 or older



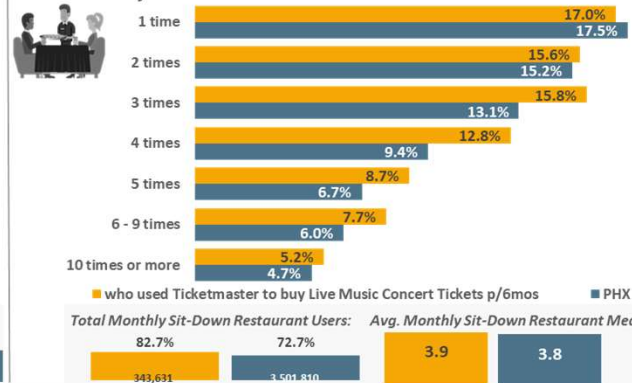


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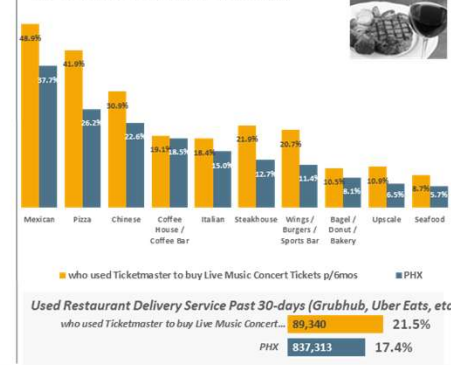
### Past 30-days QSR Users: Adults 18 or older



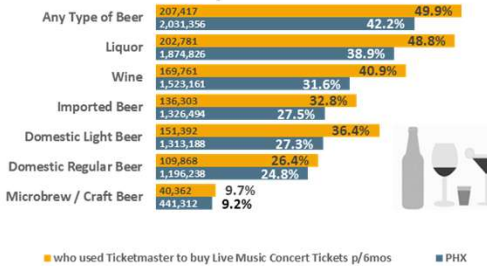
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



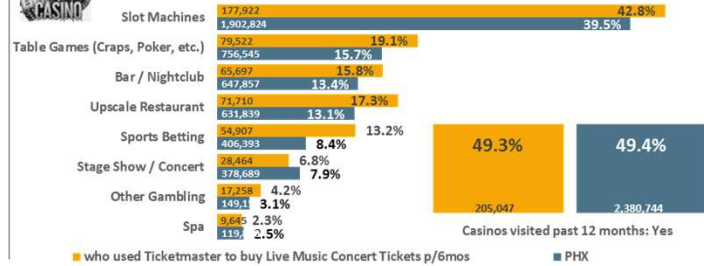
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



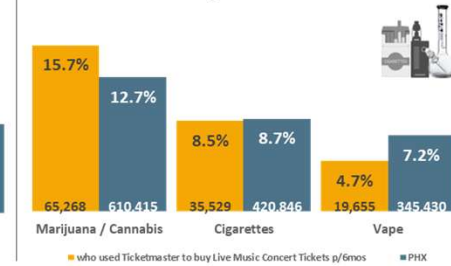
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older



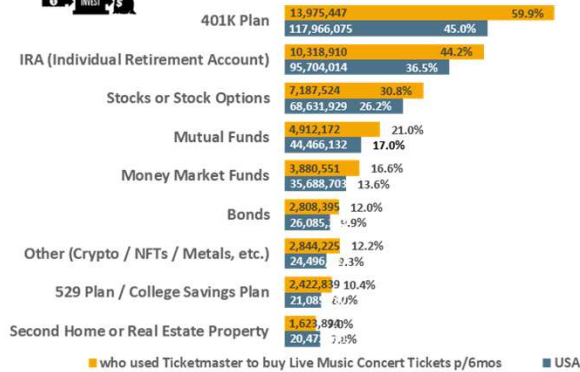




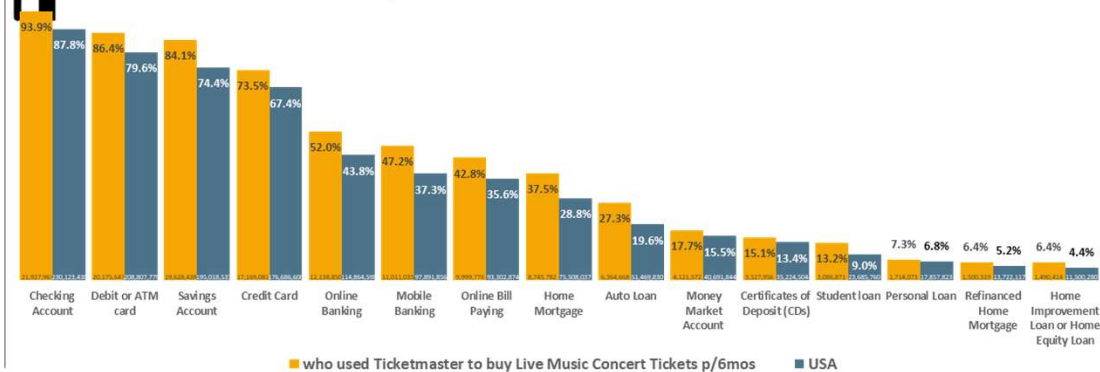
8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets... Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 33.1% more likely to have a 401K, 38.9% more likely to have an Auto Loan, 33.2% more likely to Invest/Trade Stocks Online, .3% more likely to pay with their Debit Card.



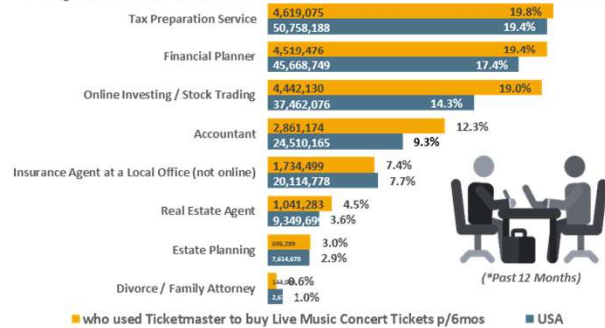
### Investments Owned: Adults 18 or older



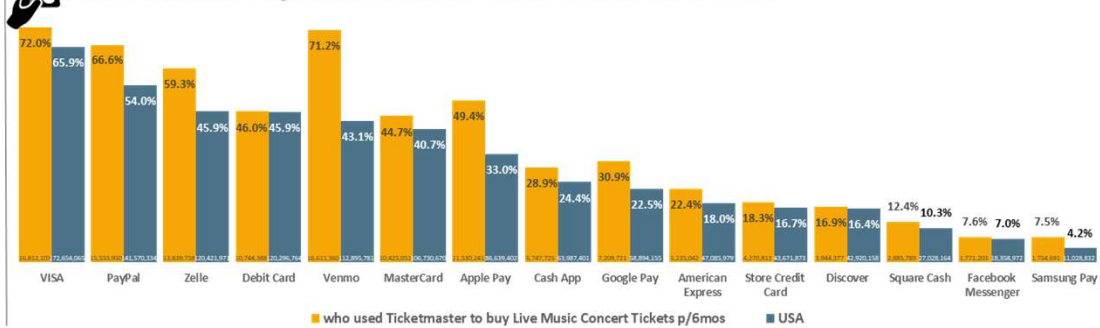
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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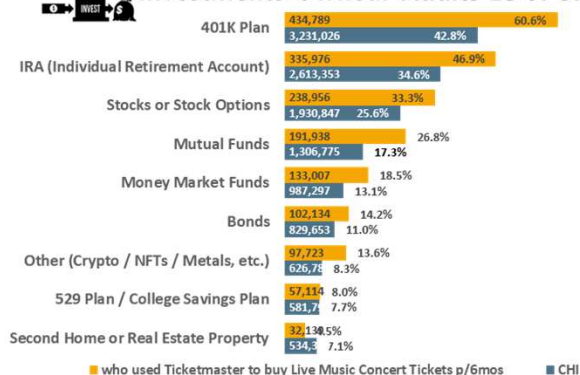
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



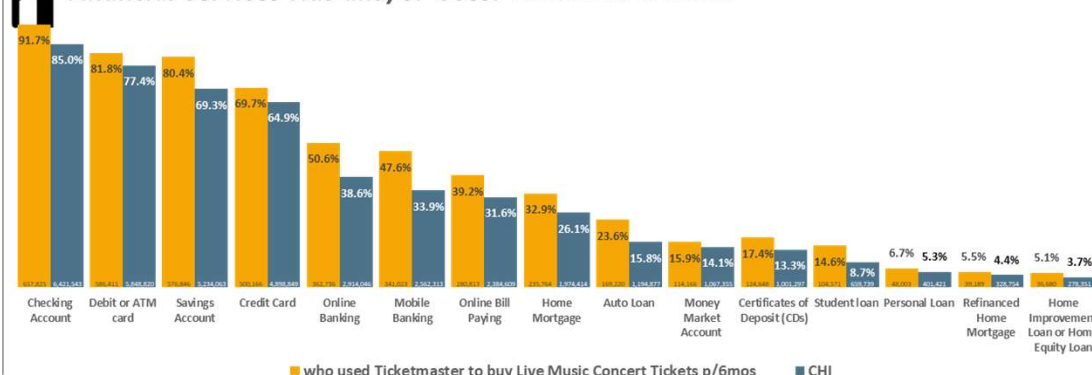
9.5% or 717,106 of CHI DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 41.7% more likely to have a 401K, 49.2% more likely to have an Auto Loan, 29.4% more likely to Invest/Trade Stocks Online, .6% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



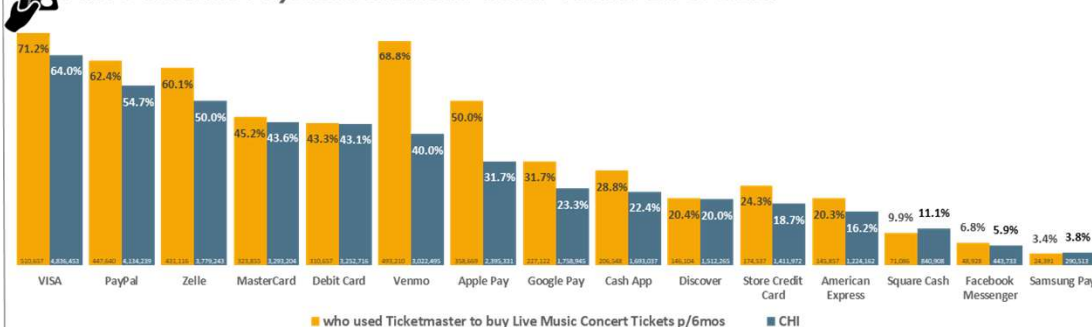
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

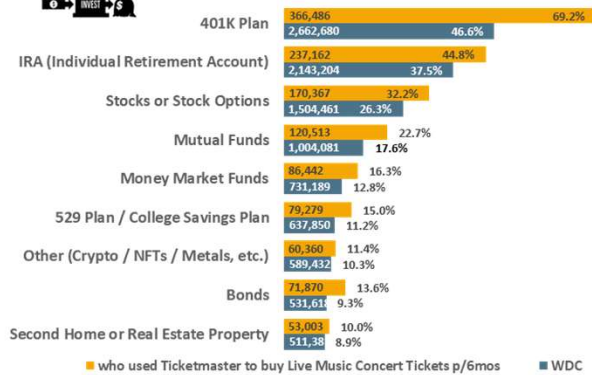




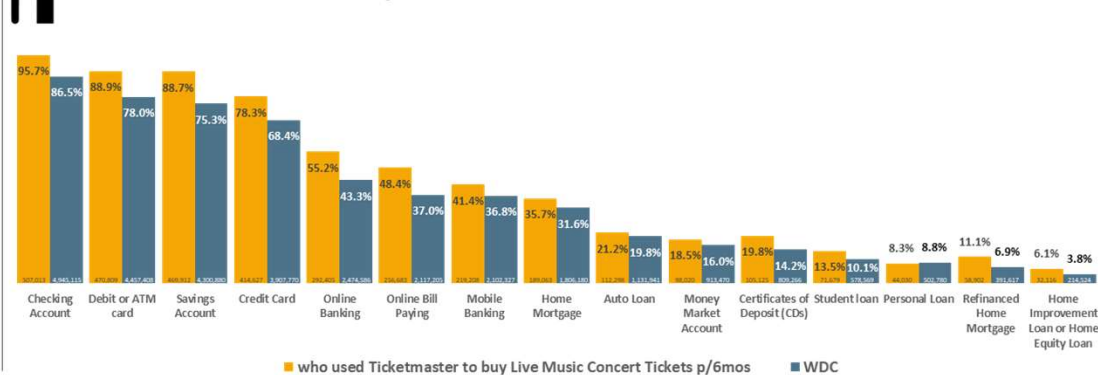
9.3% or 529,865 of WDC DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 48.4% more likely to have a 401K, 7.7% more likely to have an Auto Loan, 37.6% more likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.



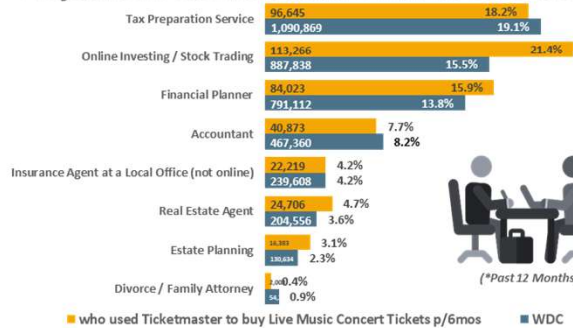
### Investments Owned: Adults 18 or older



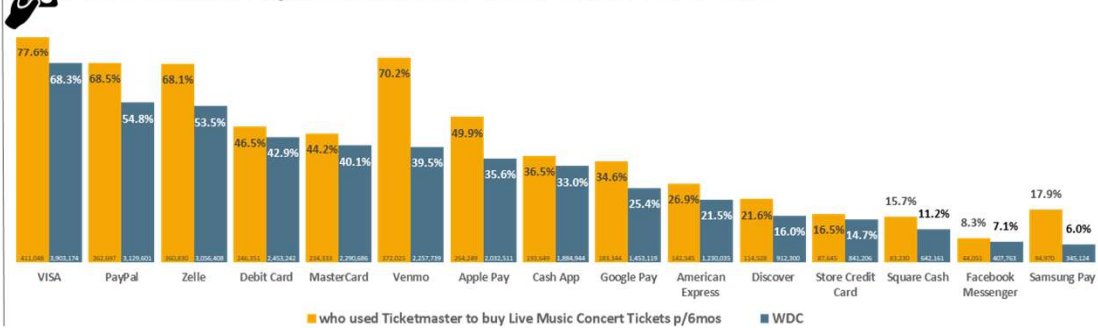
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





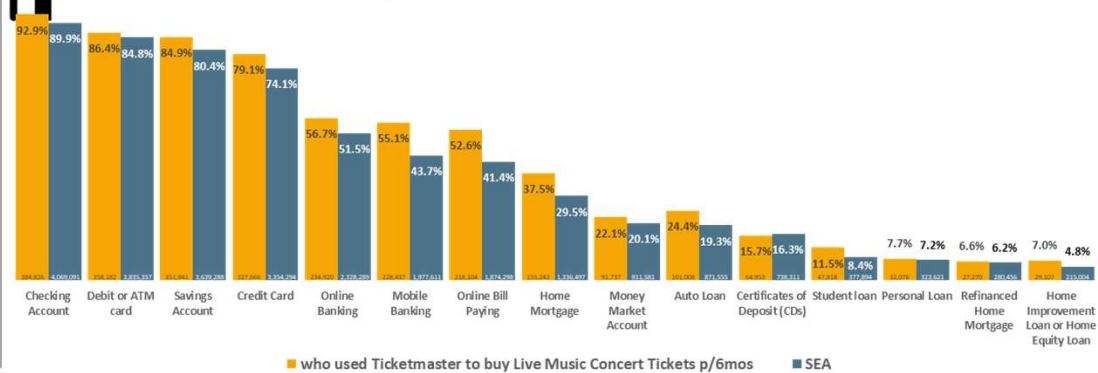
9.2% or 414,373 of SEA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 20.6% more likely to have a 401K, 26.5% more likely to have an Auto Loan, 61.9% more likely to Invest/Trade Stocks Online, 8.7% less likely to pay with their Debit Card.



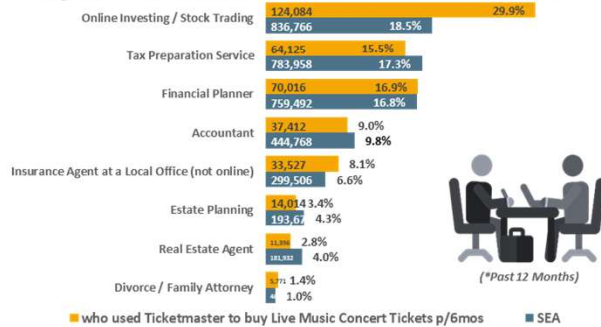
### Investments Owned: Adults 18 or older



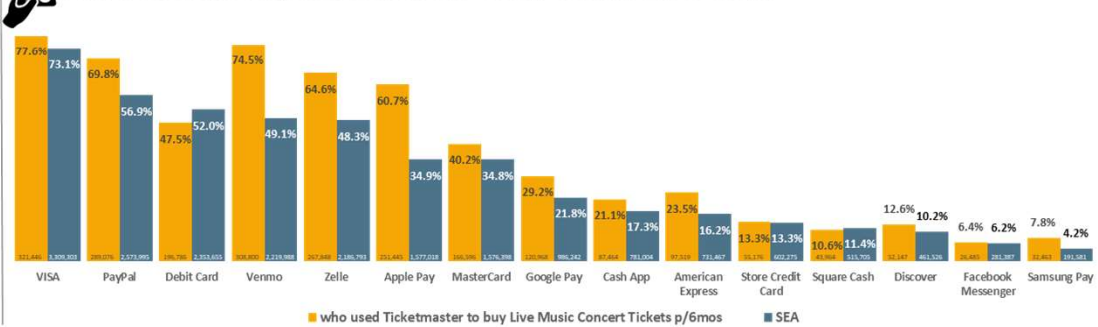
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



(\*Past 12 Months)

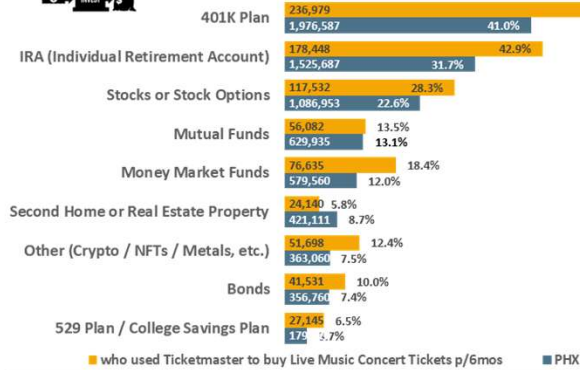




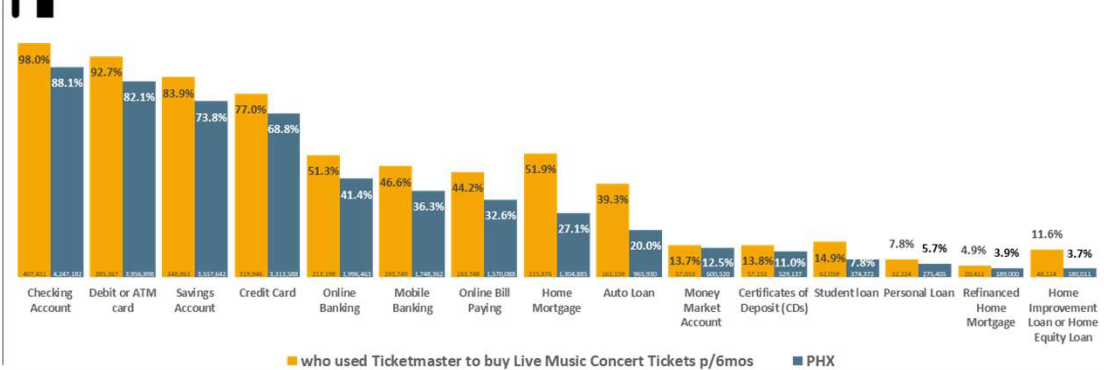
8.6% or 415,563 of PHX DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 39.% more likely to have a 401K, 95.9% more likely to have an Auto Loan, 50.3% more likely to Invest/Trade Stocks Online, 8.6% more likely to pay with their Debit Card.



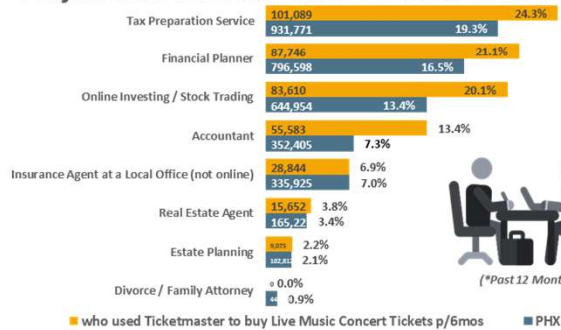
### Investments Owned: Adults 18 or older



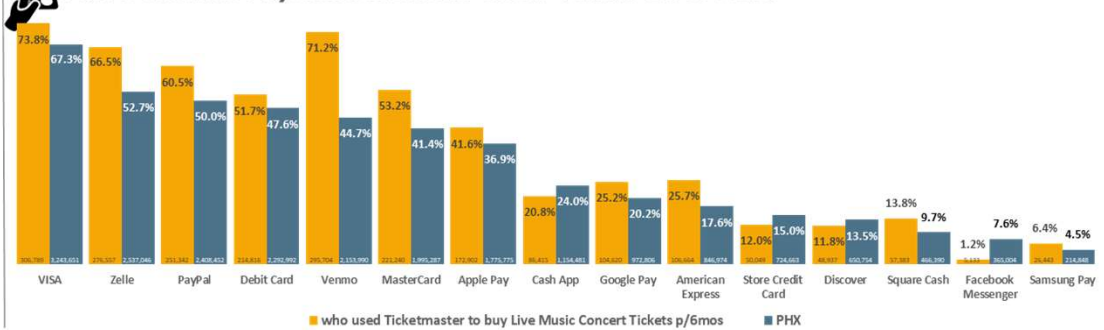
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

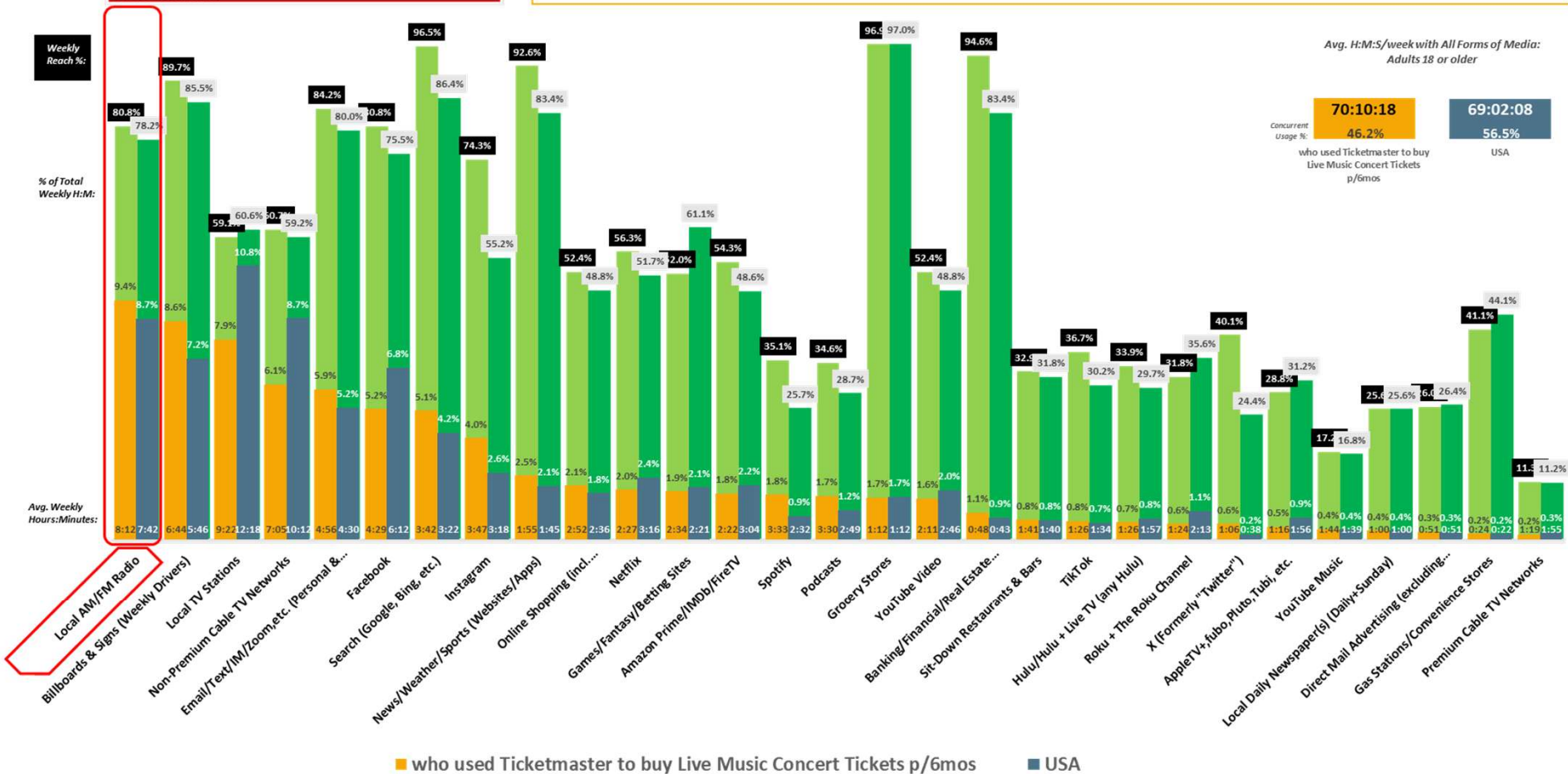


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 218  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 22 hours, 10 minutes and 18 seconds each week with All Forms of Media.  
 80.8% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



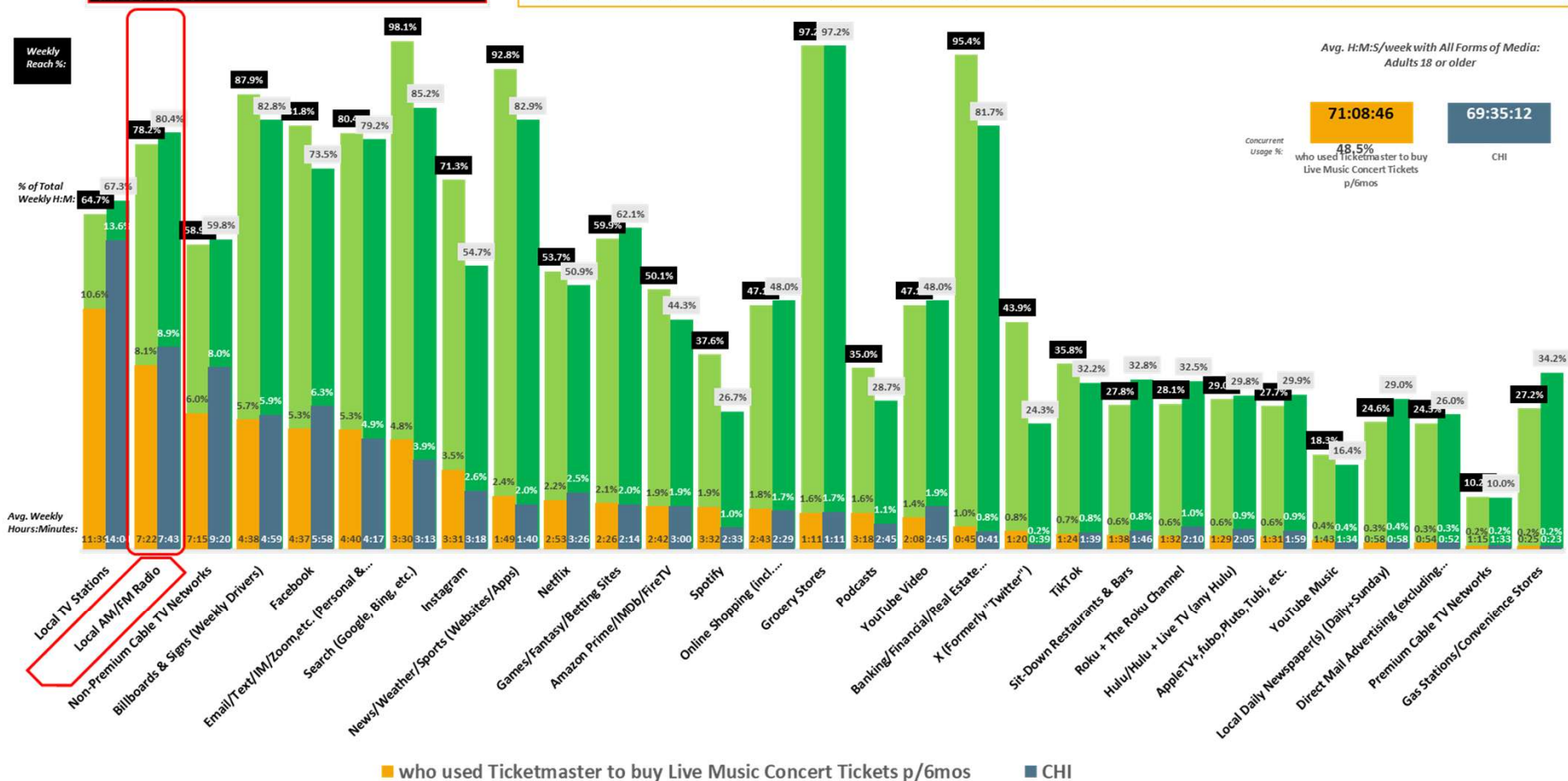
Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

Concurrent Usage %  
 70:10:18  
 46.2%  
 who used Ticketmaster to buy Live Music Concert Tickets p/6mos

69:02:08  
 56.5%  
 USA

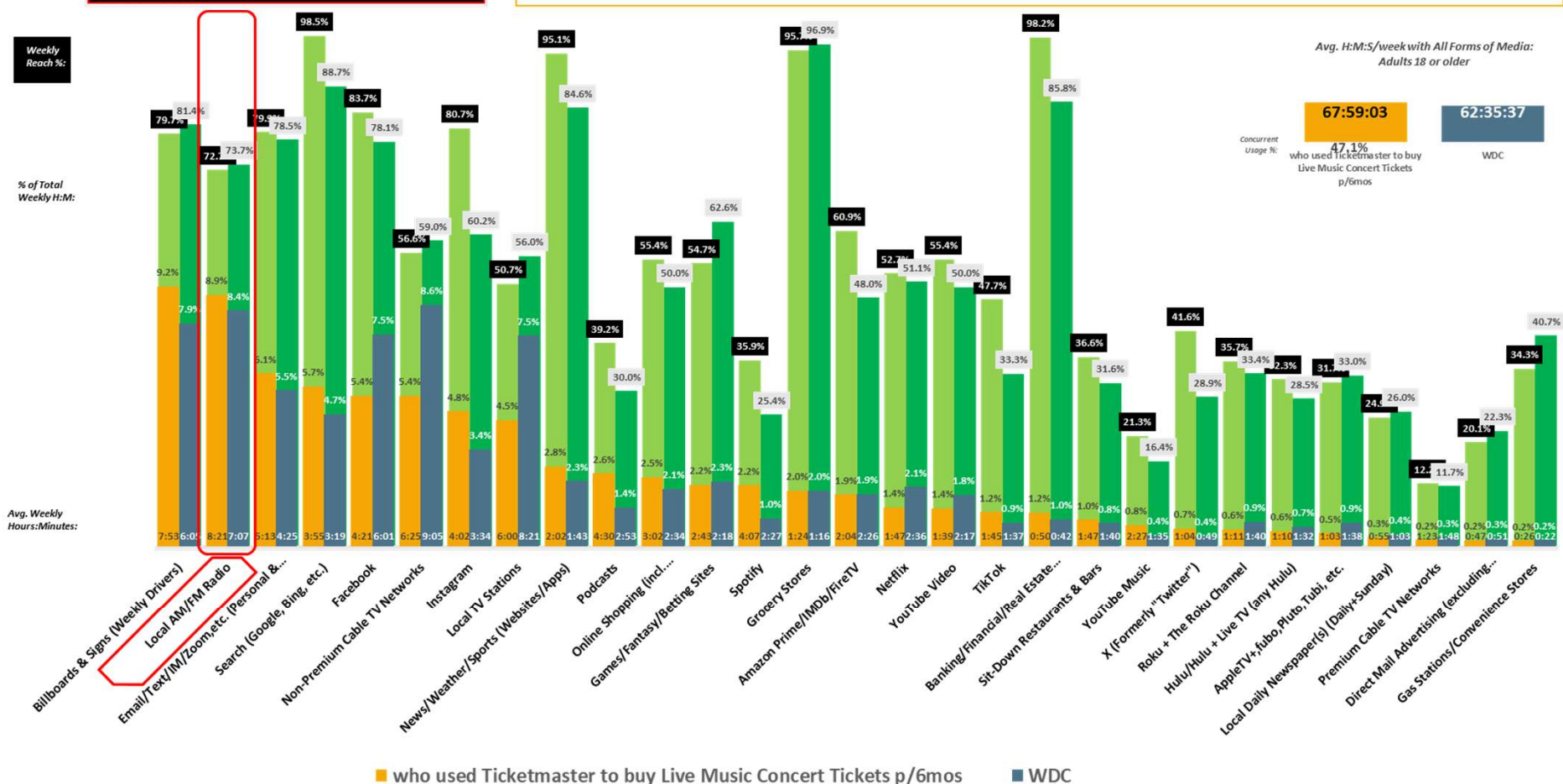


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 23 hours, 8 minutes and 46 seconds each week with All Forms of Media.  
 78.2% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 19 hours, 59 minutes and 3 seconds each week with All Forms of Media.  
 72.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

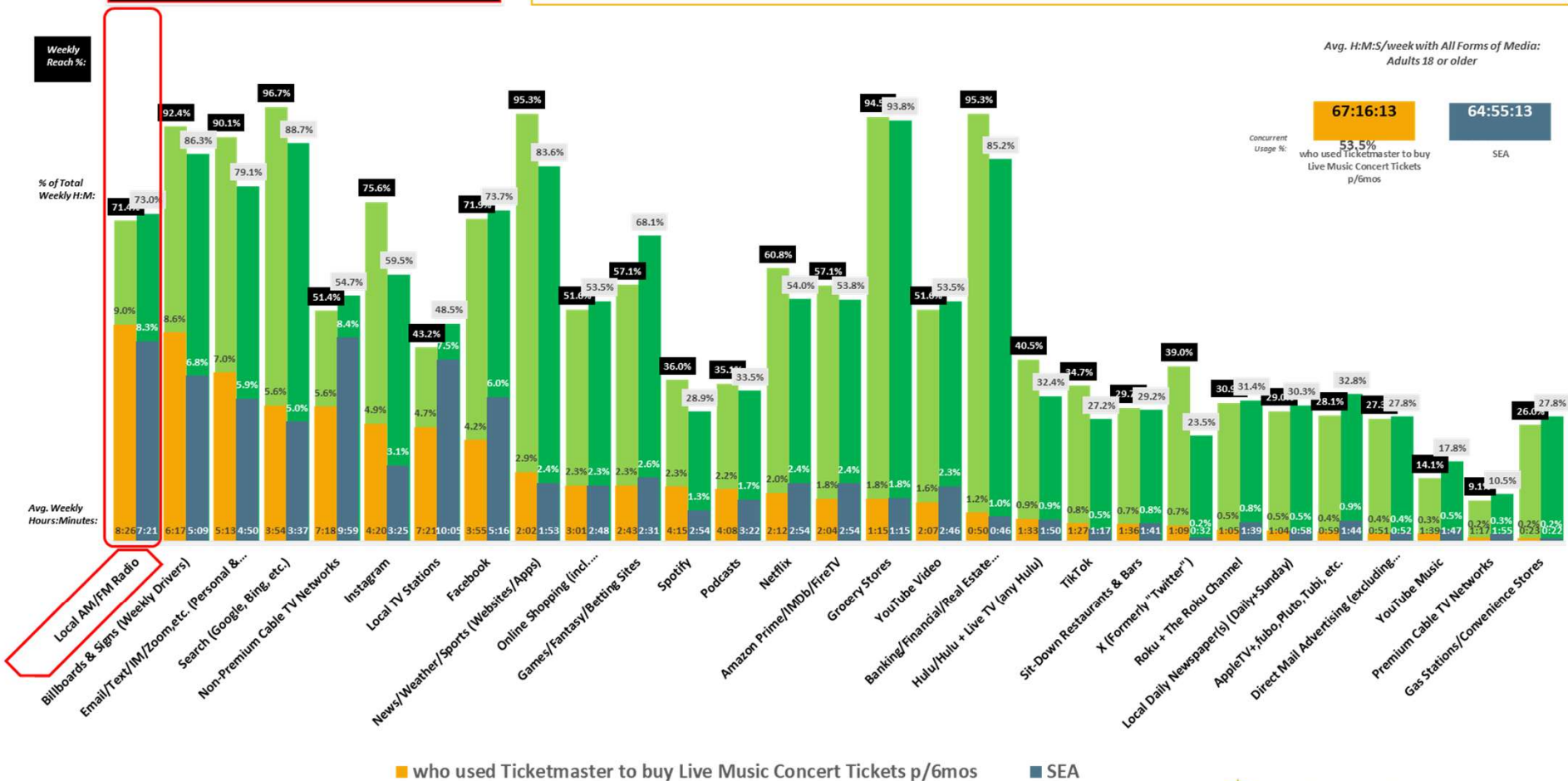
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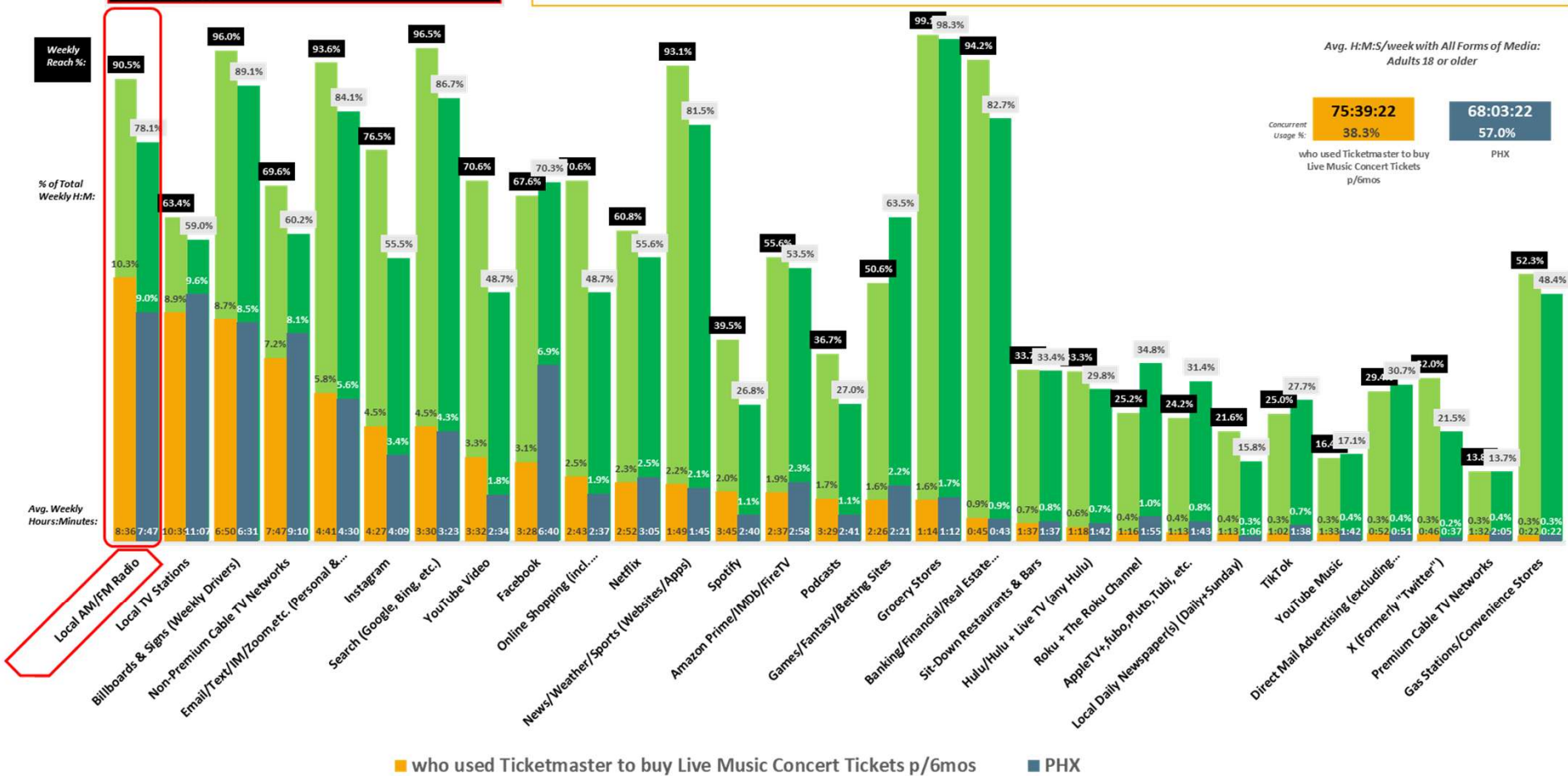


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 19 hours, 16 minutes and 13 seconds each week with All Forms of Media.  
 71.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.



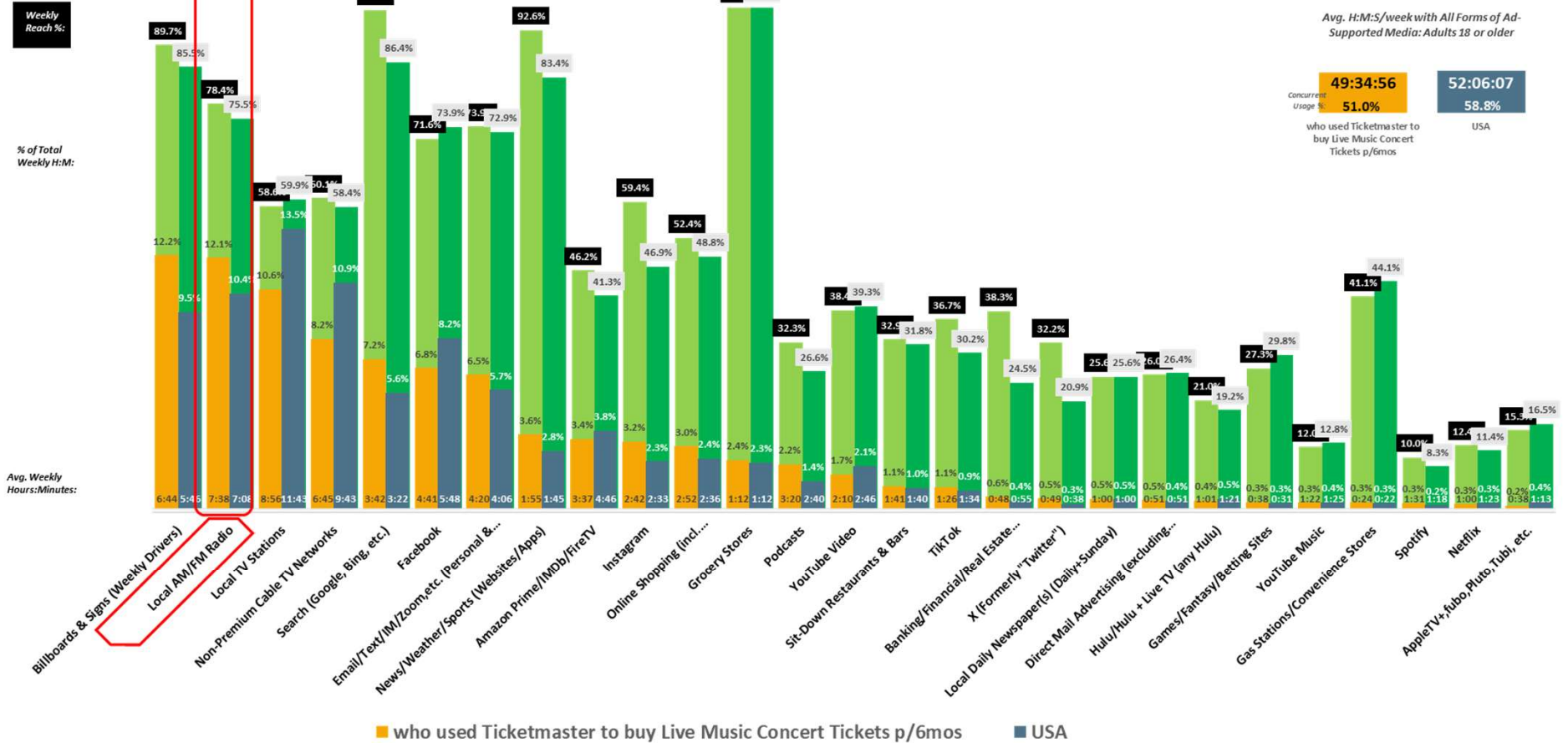


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 3 days, 3 hours, 39 minutes and 22 seconds each week with All Forms of Media.  
 90.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



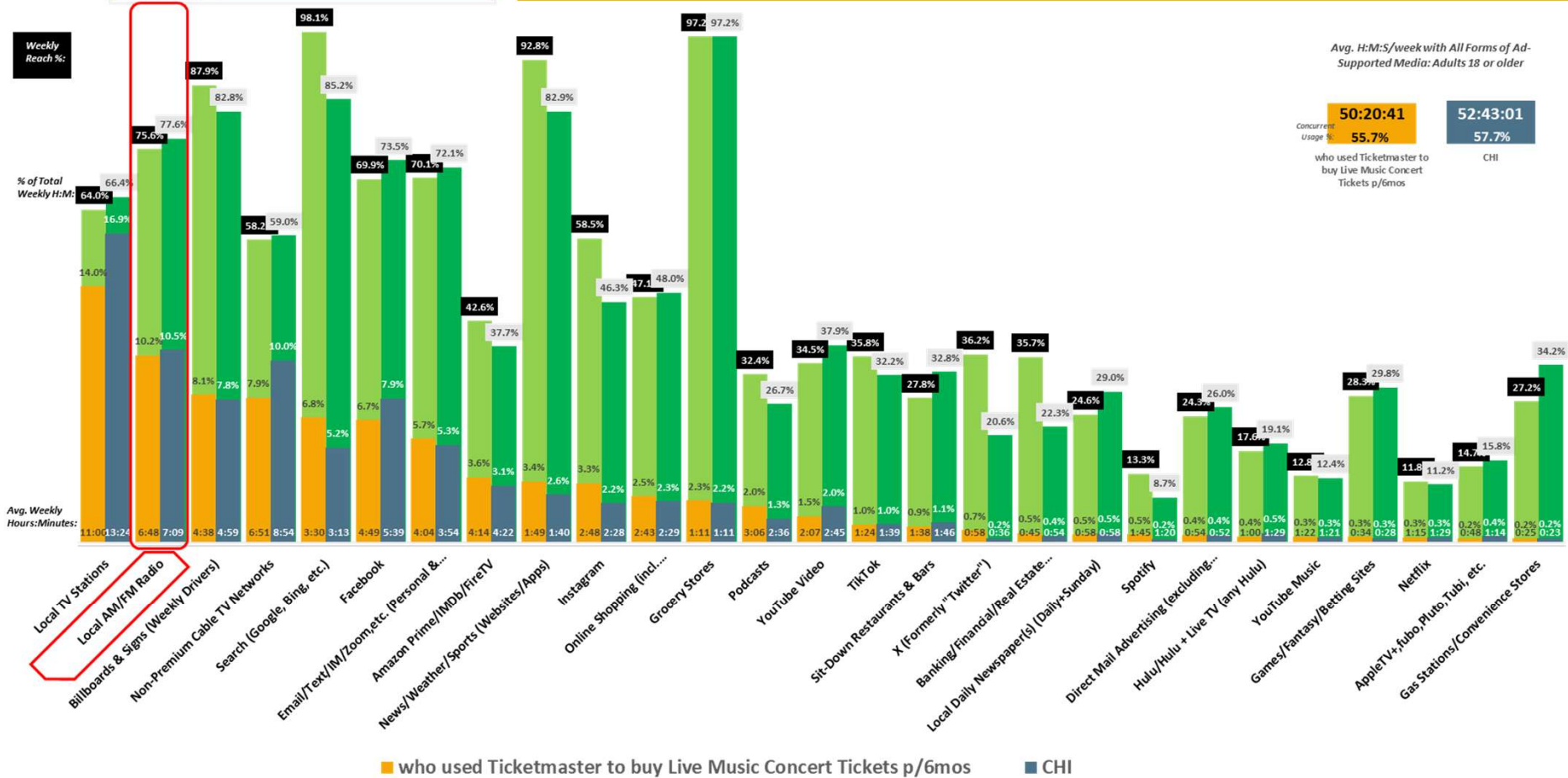


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 1 hour, 34 minutes and 56 seconds each week with All Forms of Ad-Supported Media.  
 78.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported





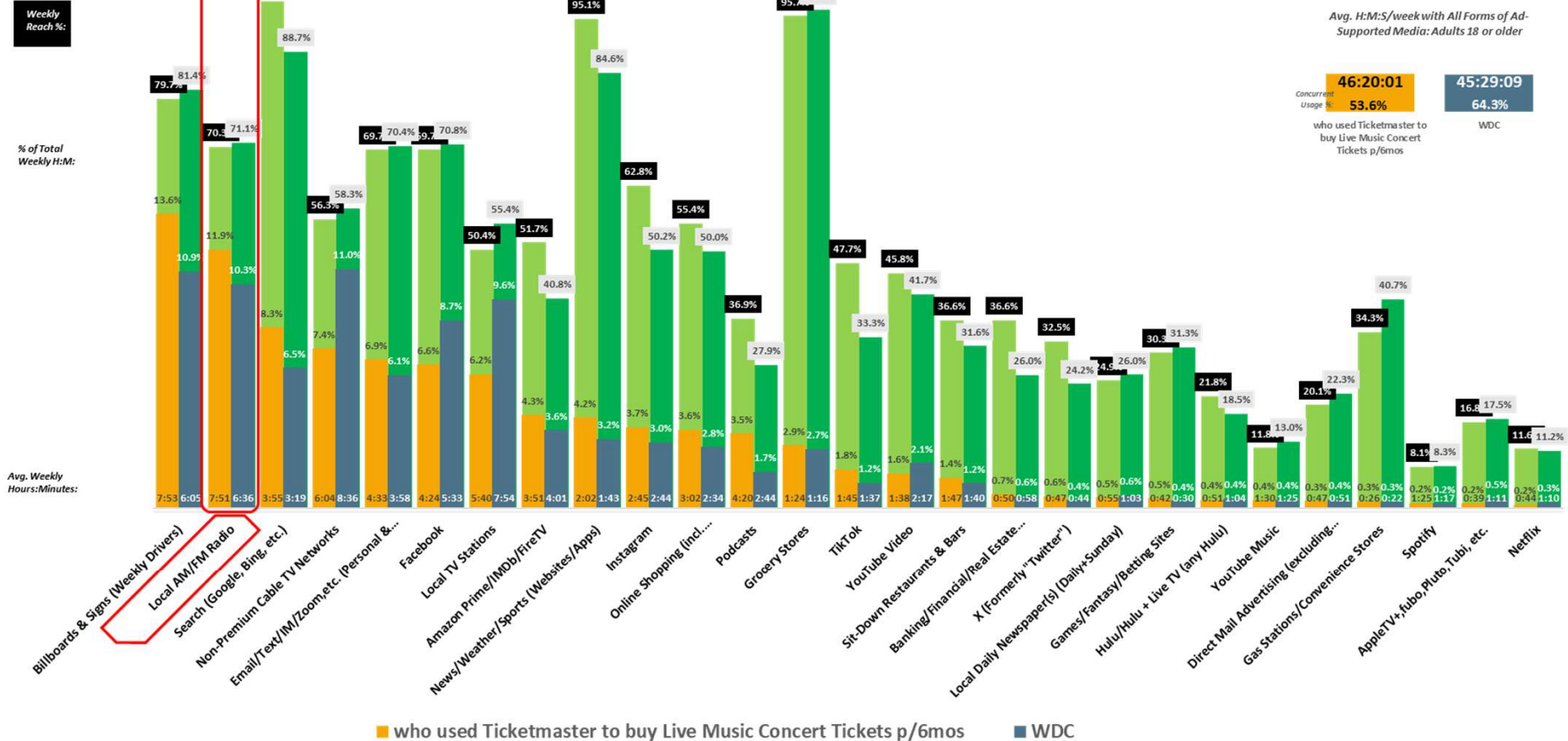
Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 2 hours, 20 minutes and 41 seconds each week with All Forms of Ad-Supported Media.  
 75.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported





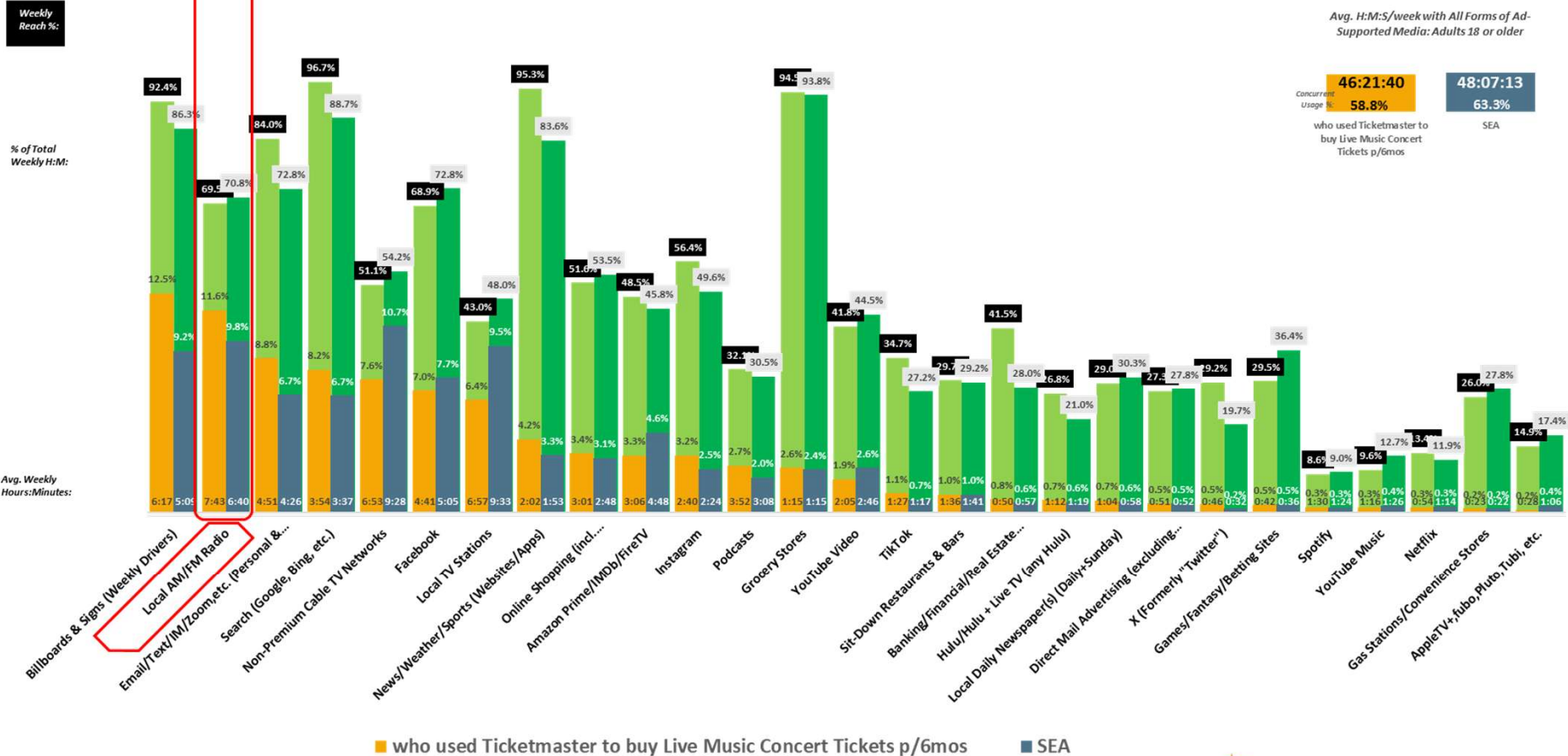


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 1 days, 22 hours, 20 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 70.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported



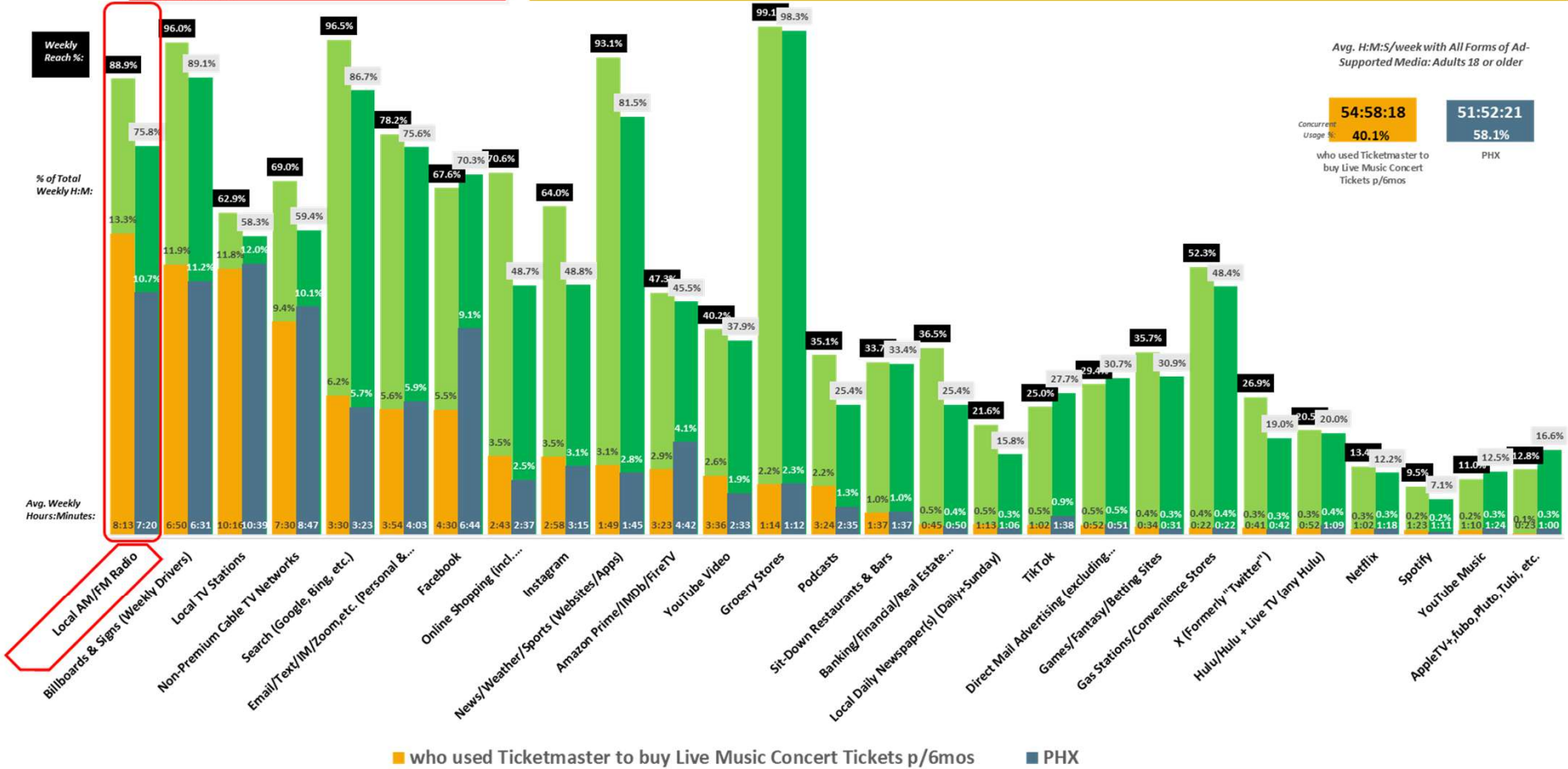


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 1 days, 22 hours, 21 minutes and 40 seconds each week with All Forms of Ad-Supported Media.  
 69.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported





Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 6 hours, 58 minutes and 18 seconds each week with All Forms of Ad-Supported Media.  
 88.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported

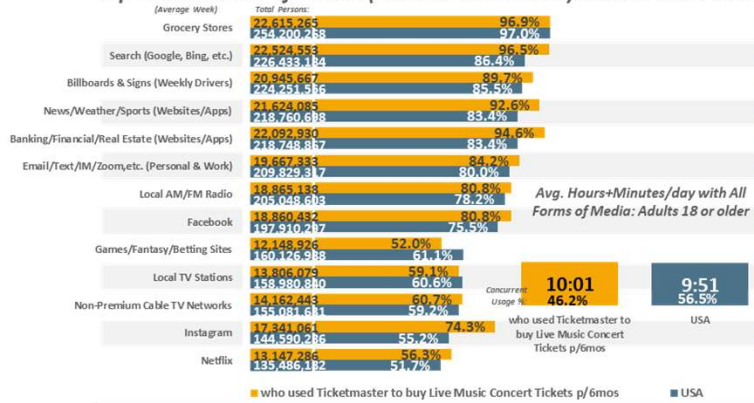




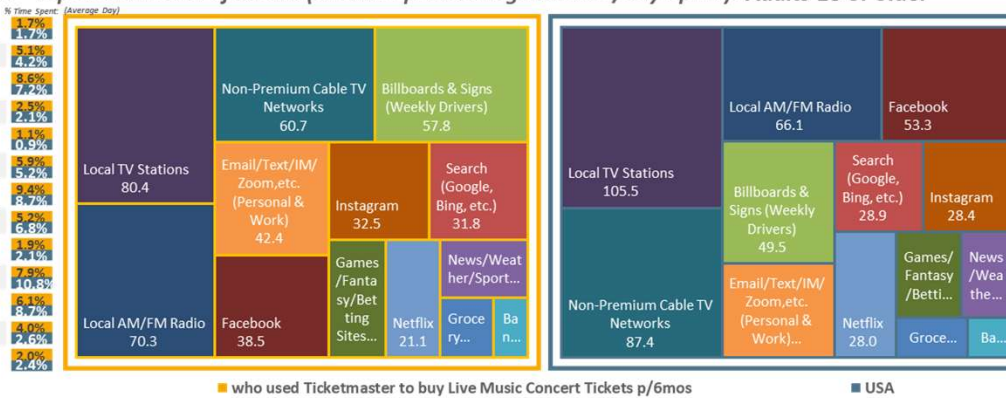


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day. (Local Radio delivers 12.1% of Time with Ad-Supported Media.)

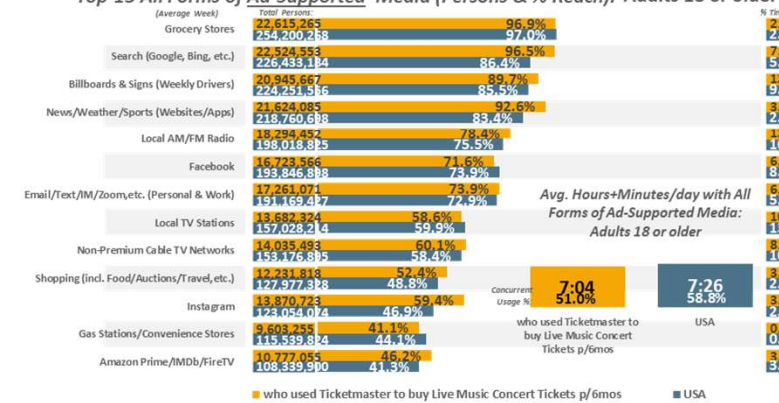
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



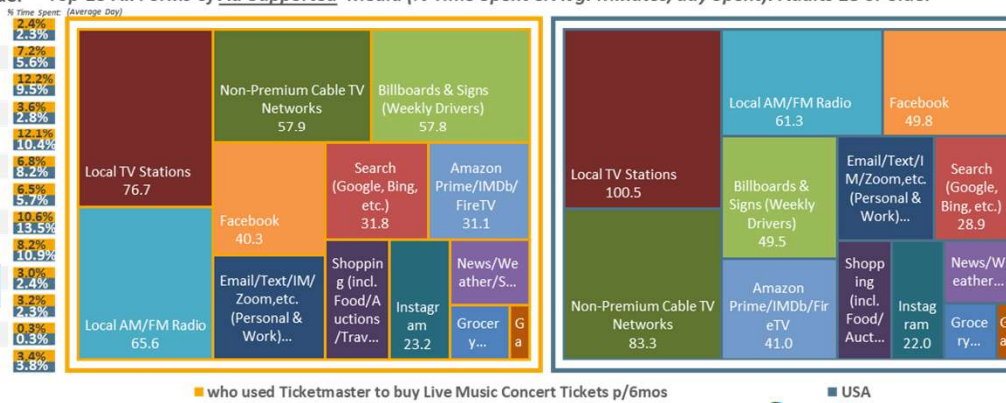
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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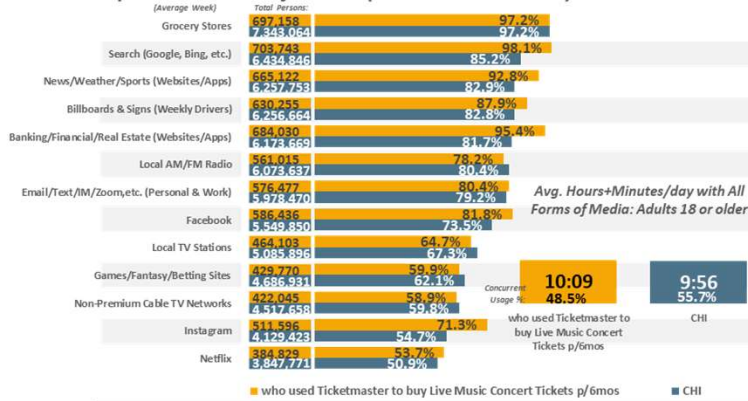
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



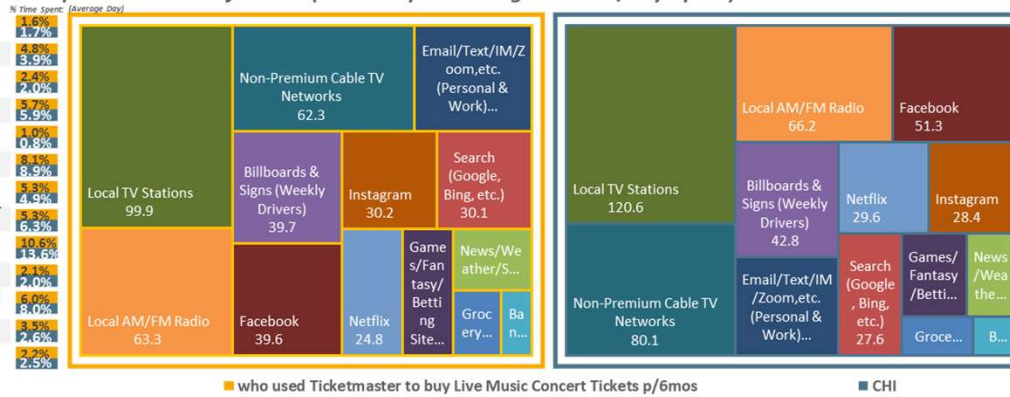


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 7 hours and 11 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

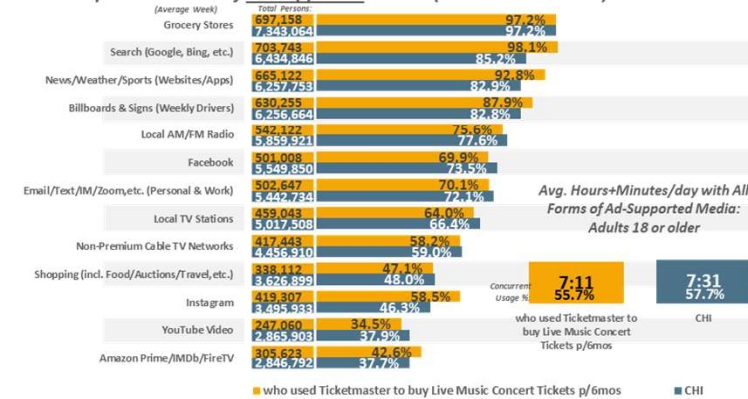
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



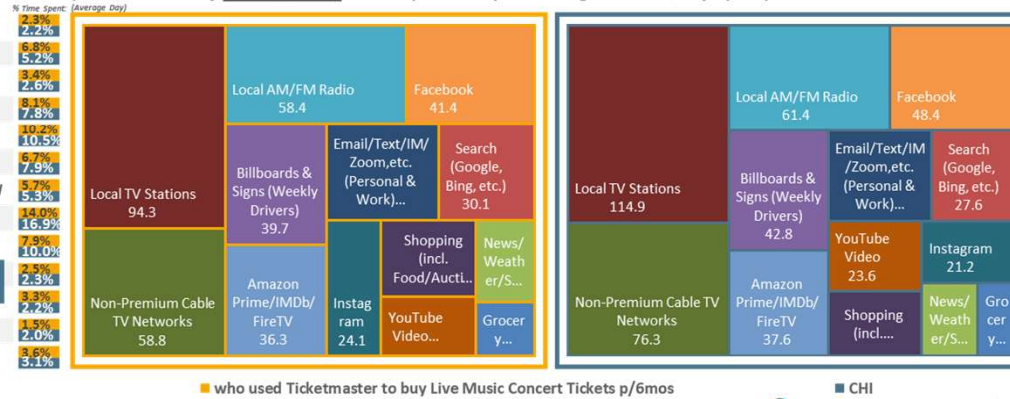
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

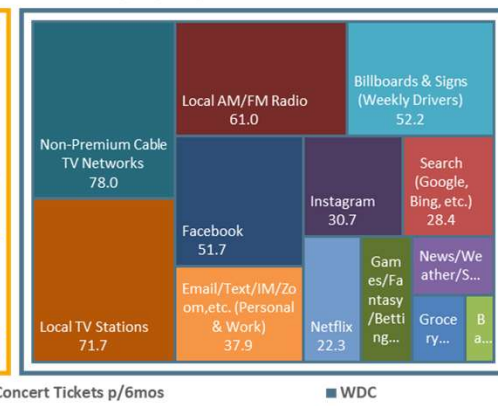
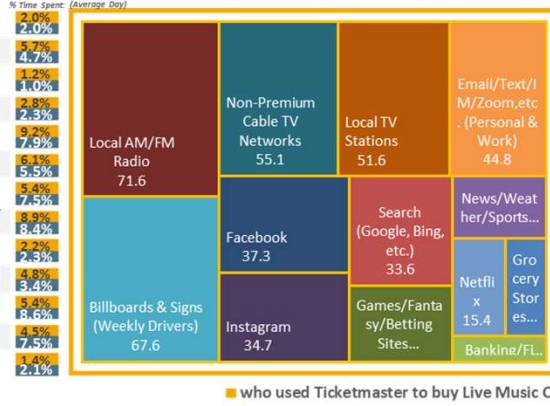
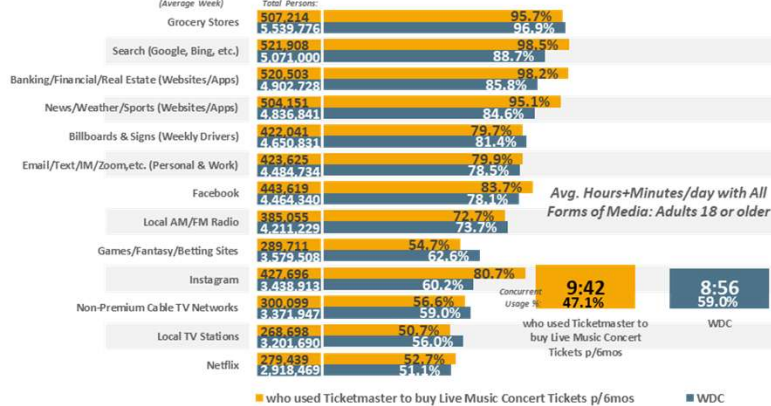




Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 6 hours and 37 minutes each day with All Forms of Ad-Supported Media. 70.3% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. (Local Radio delivers 11.9% of Time with Ad-Supported Media.)

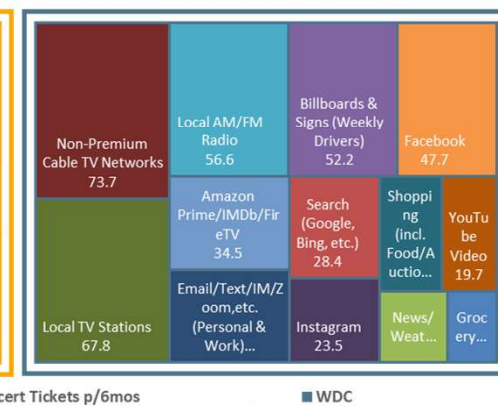
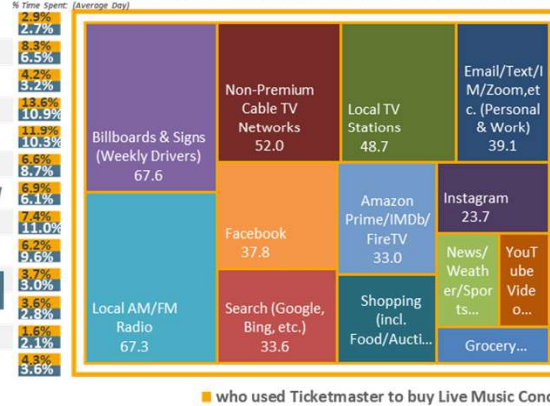
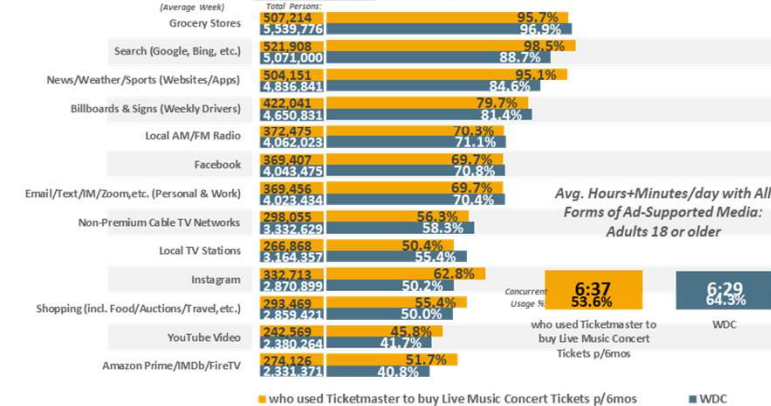
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



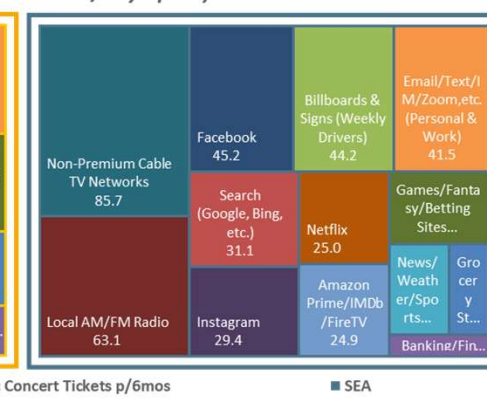
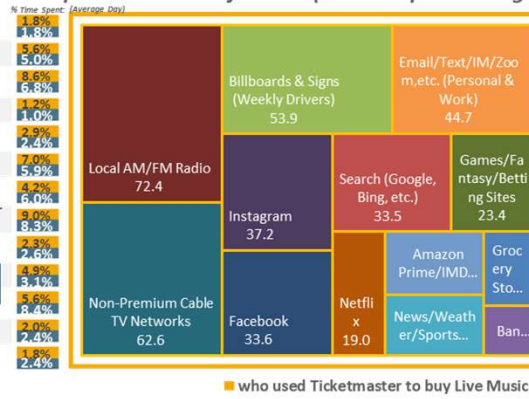
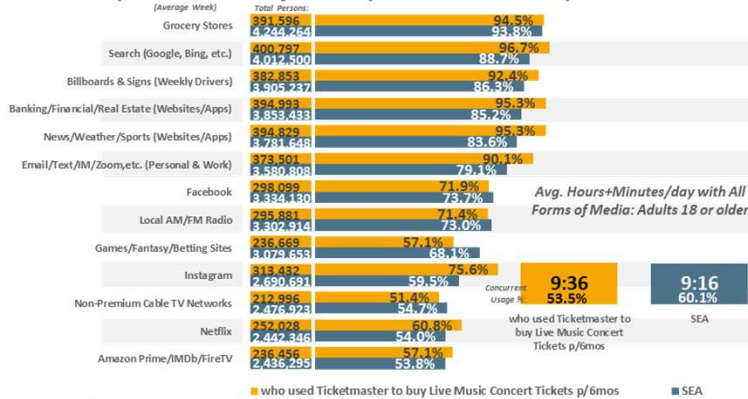




Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 6 hours and 37 minutes each day with All Forms of Ad-Supported Media. 69.5% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day.(Local Radio delivers 11.6% of Time with Ad-Supported Media.)

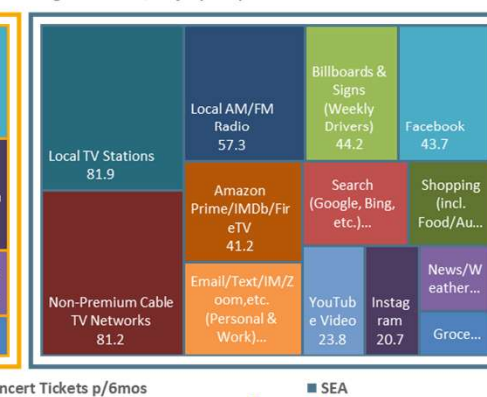
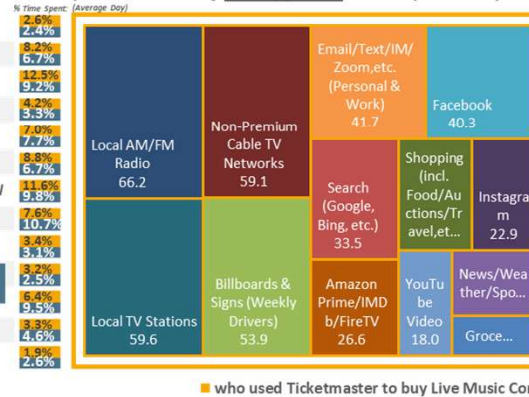
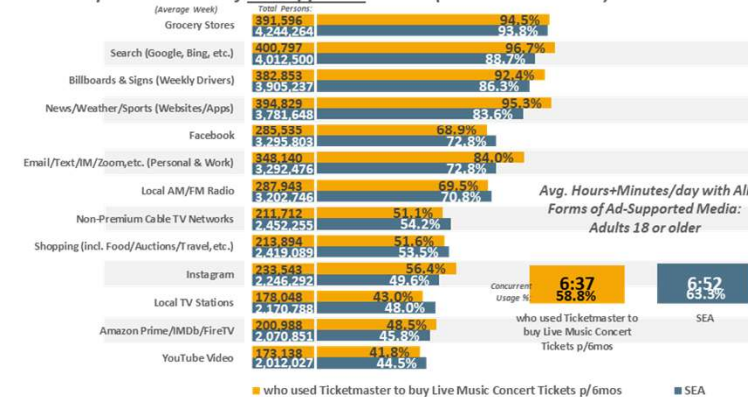
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

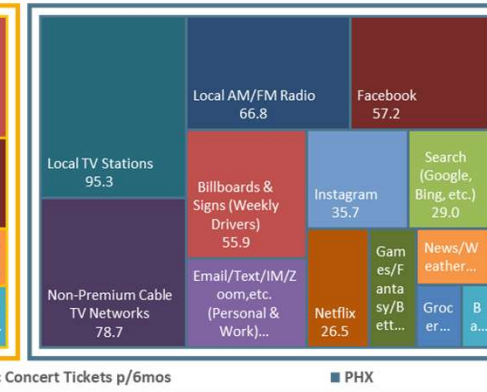
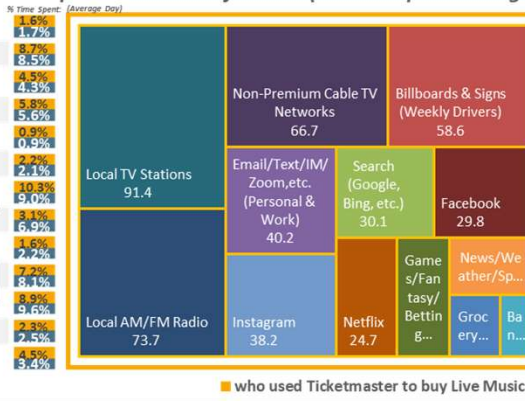
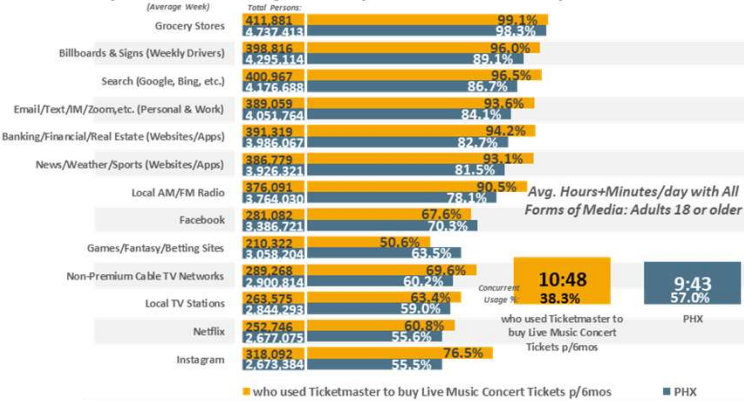
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



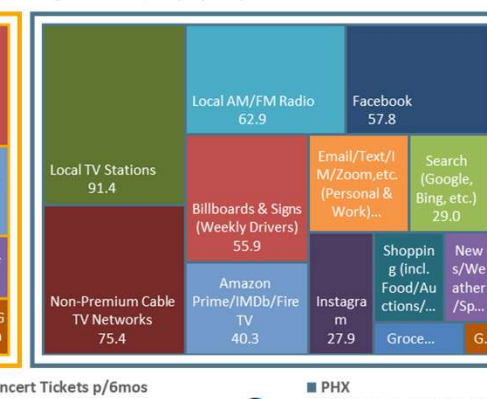
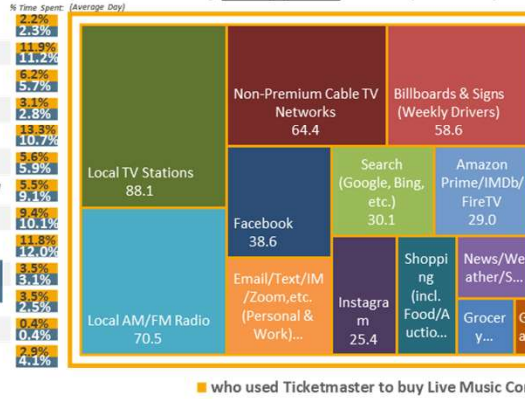
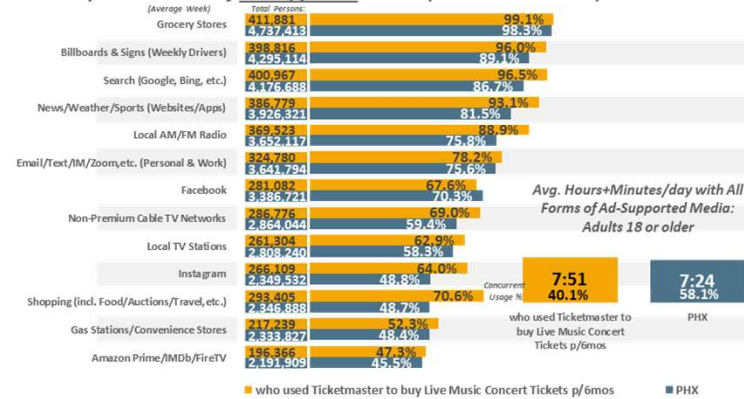


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 88.9% listen to Local AM/FM Radio for an avg. of 70.5 minutes/day.(Local Radio delivers 13.3% of Time with Ad-Supported Media.)

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 218  
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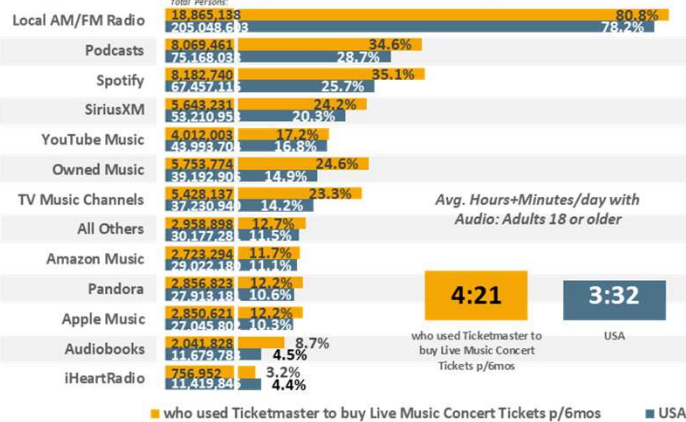
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



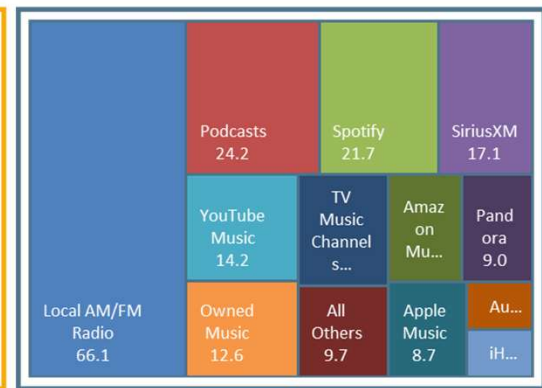
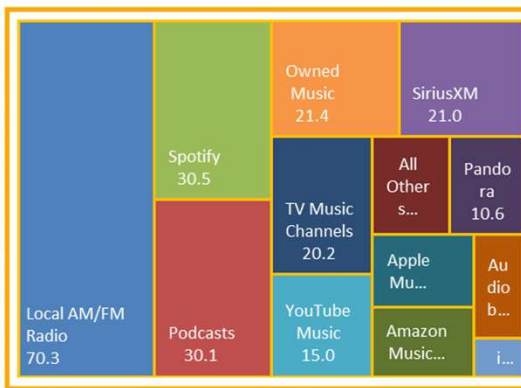


18,294,452 or 78.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

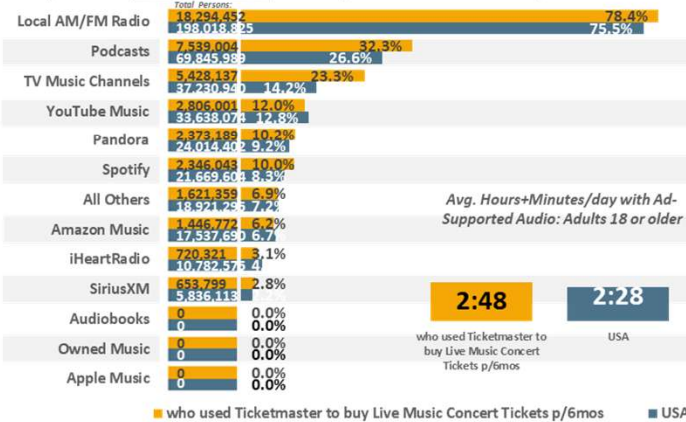
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



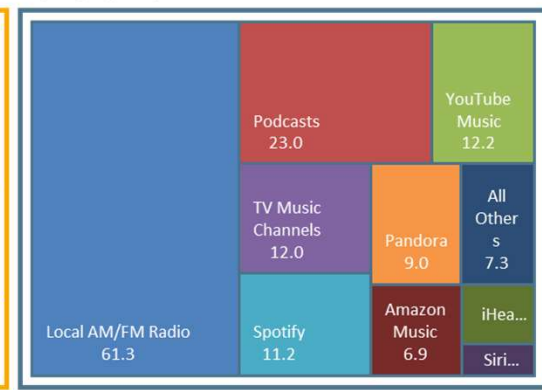
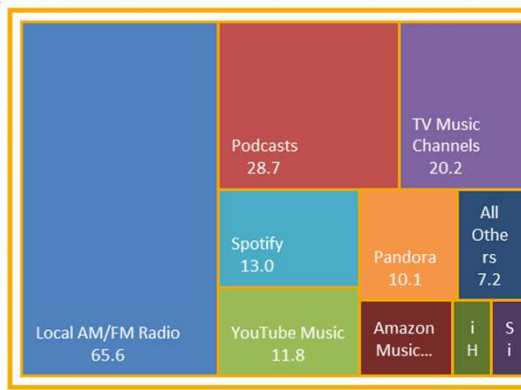
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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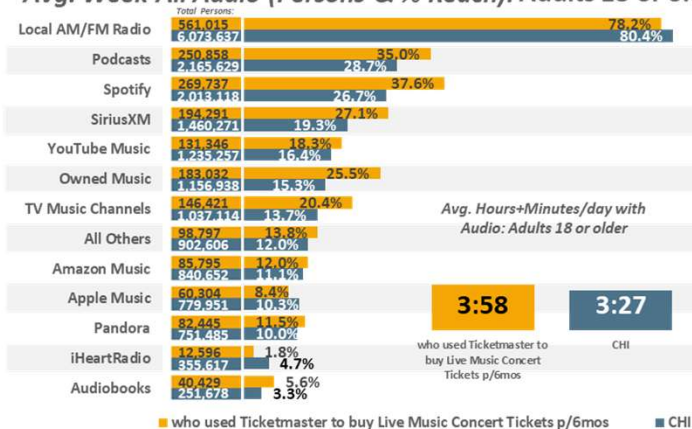
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

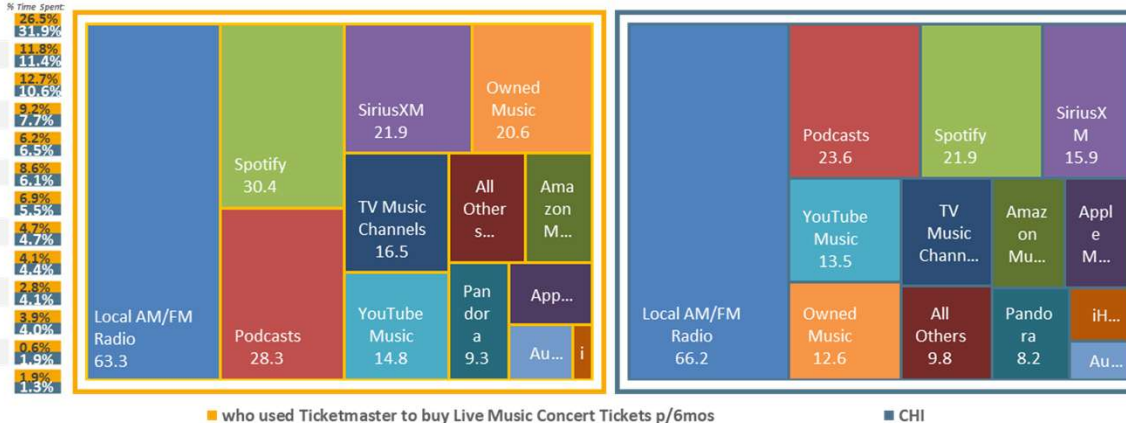


542,122 or 75.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

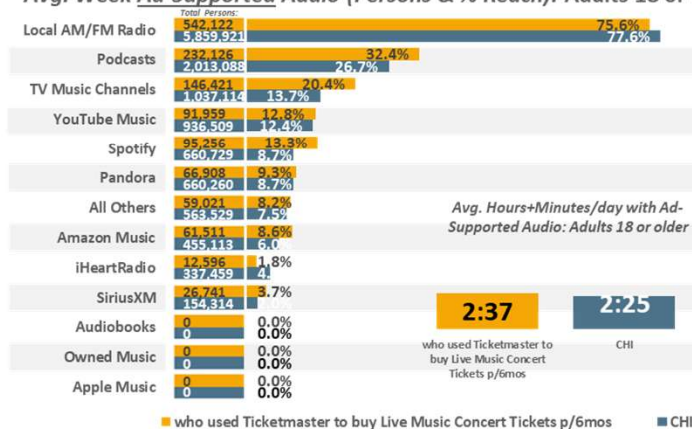
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



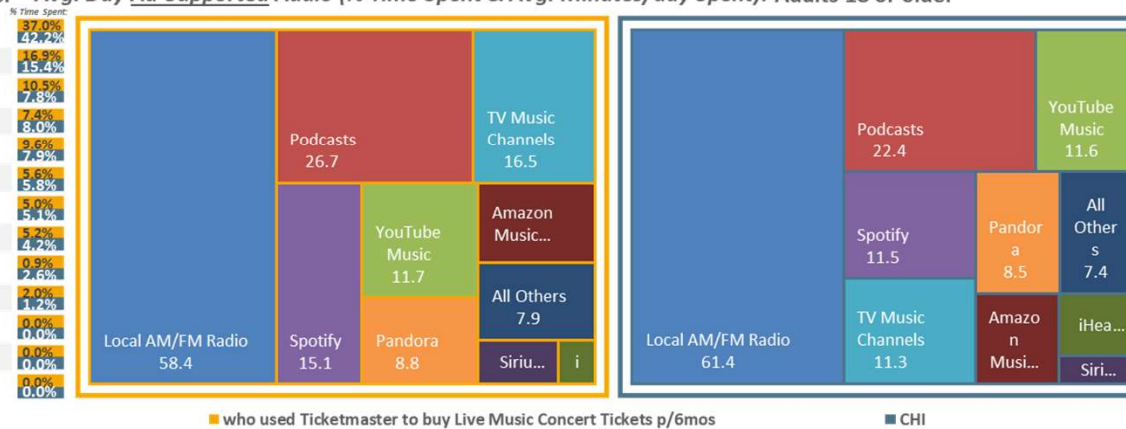
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



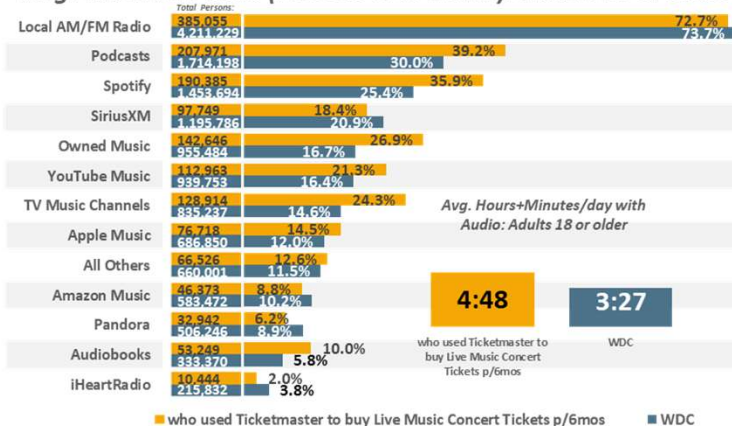
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



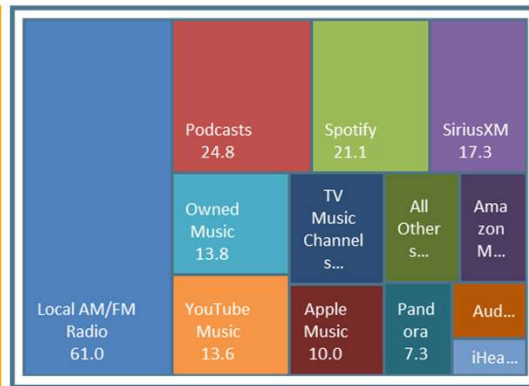
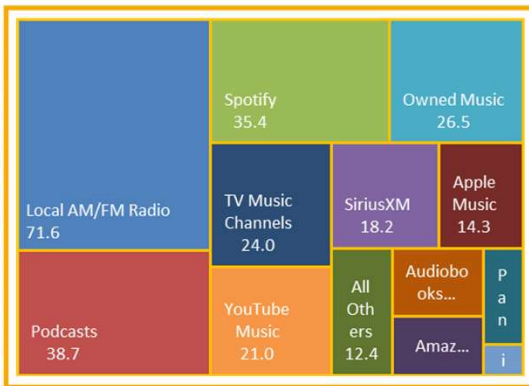


372,475 or 70.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

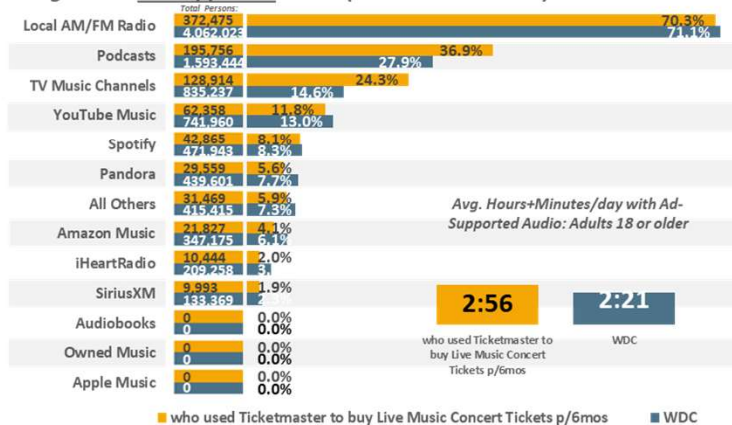
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



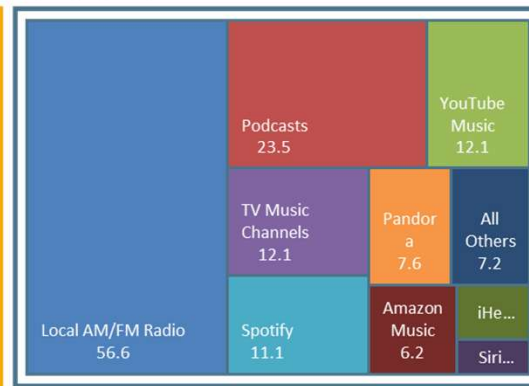
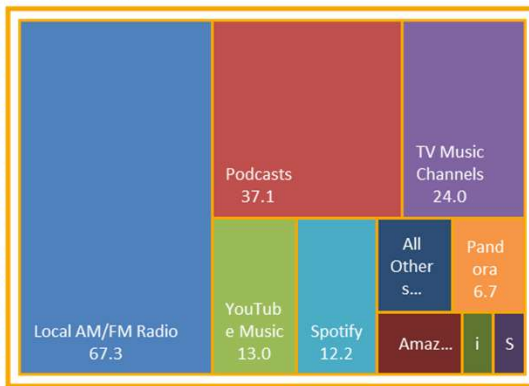
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

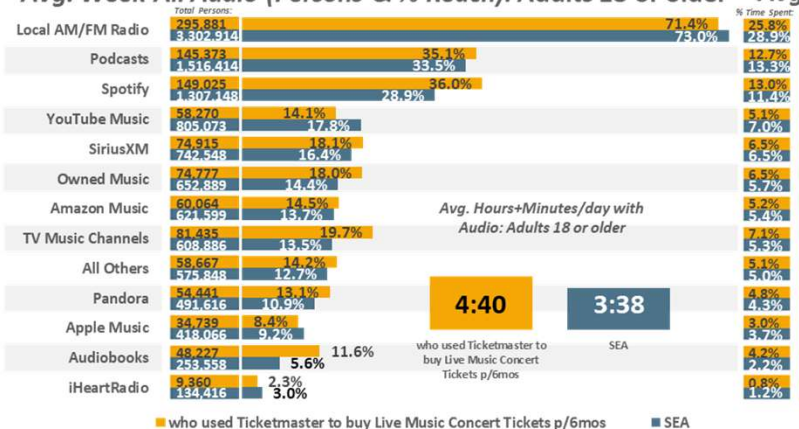




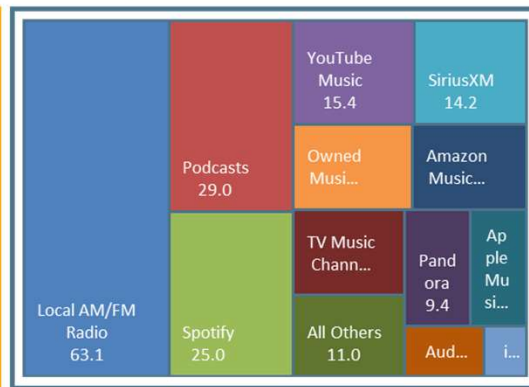
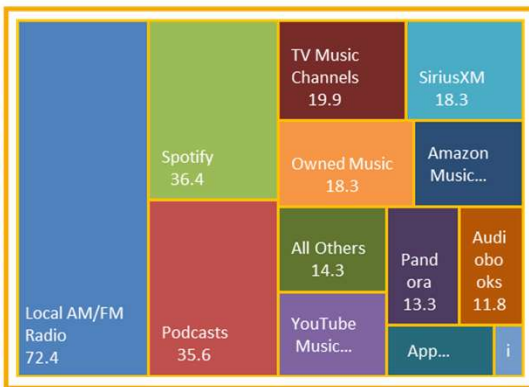


287,943 or 69.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

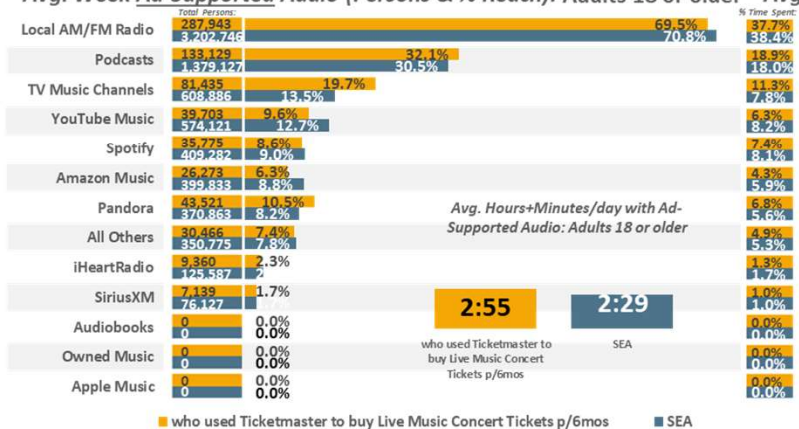
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



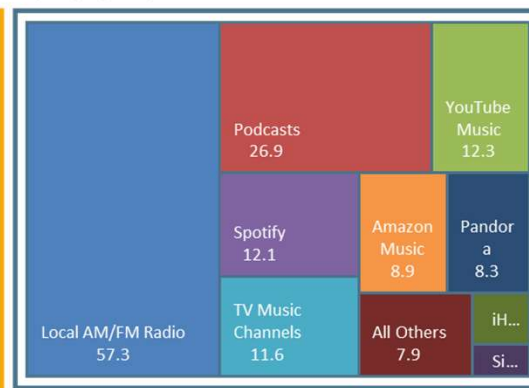
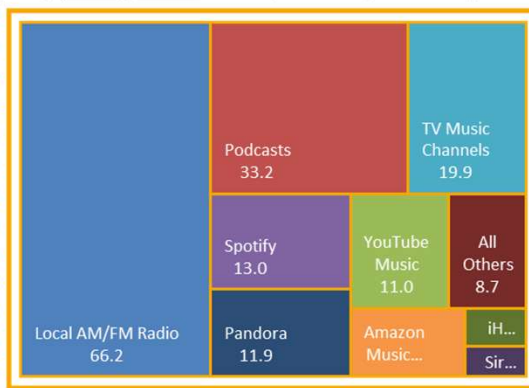
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 364  
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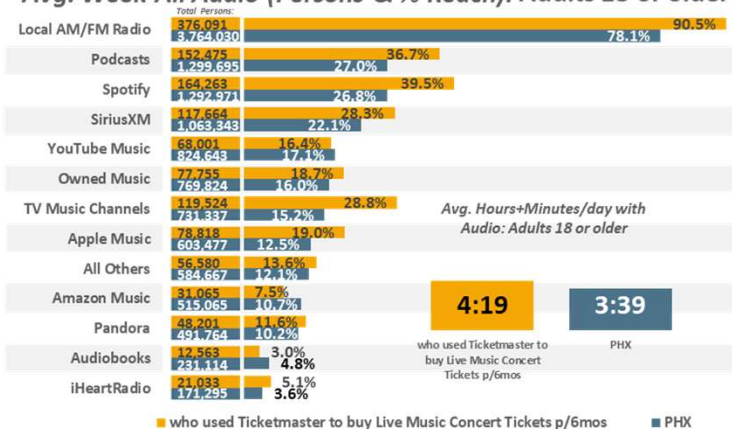
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



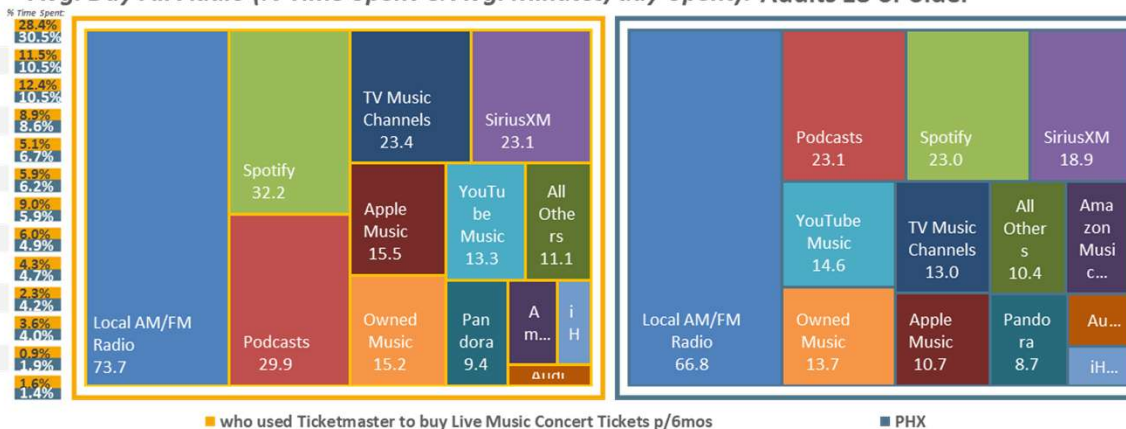


369,523 or 88.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

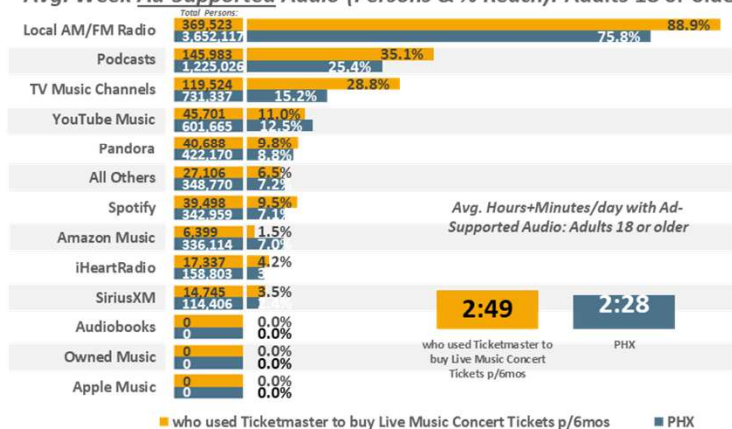
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



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



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



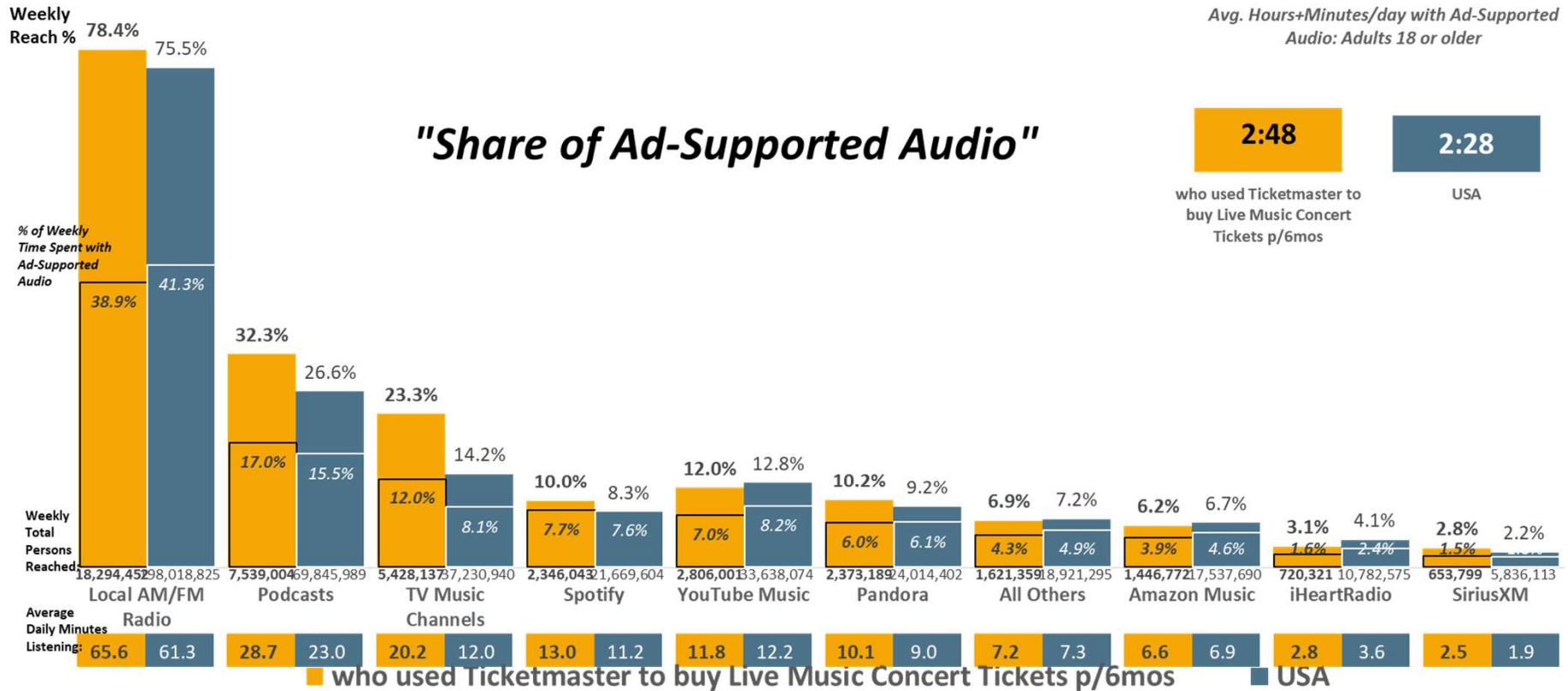
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 218  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

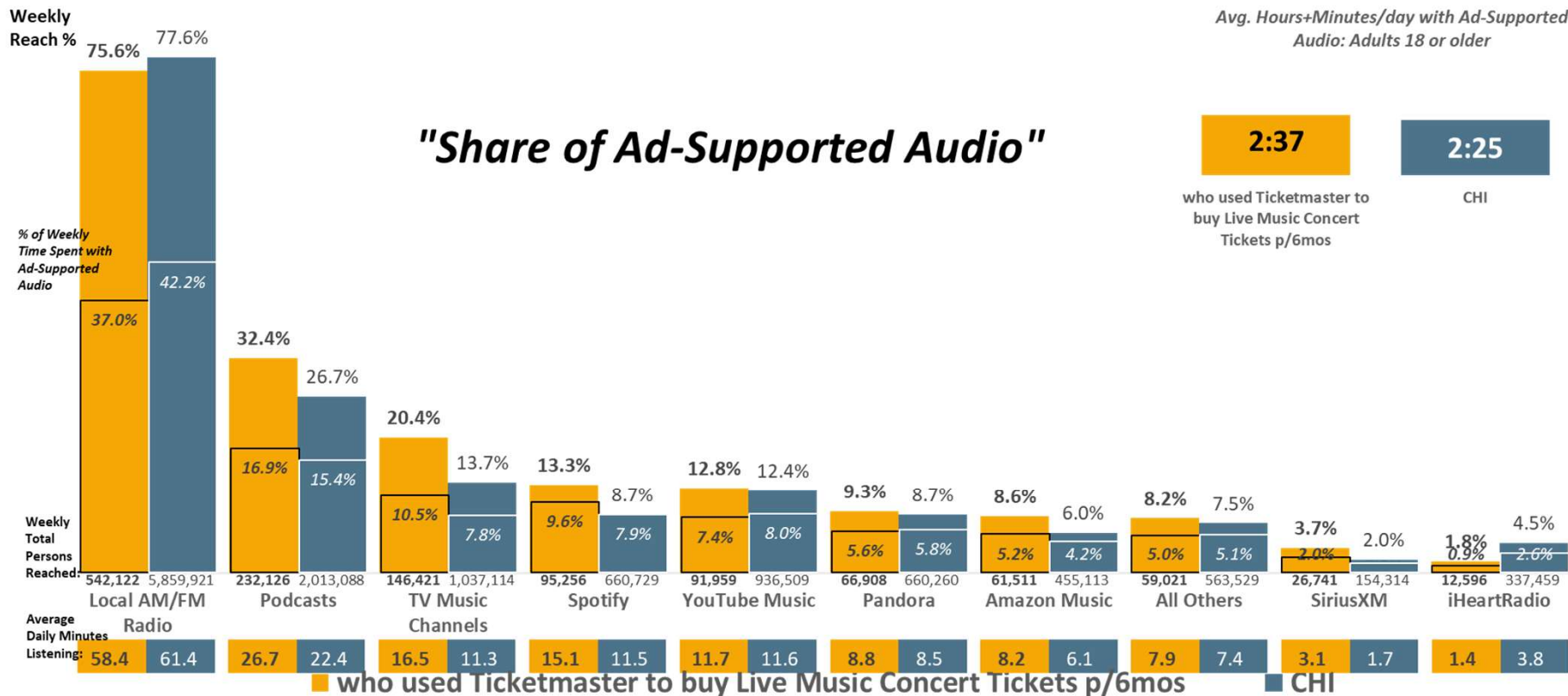


18,294,452 or 78.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



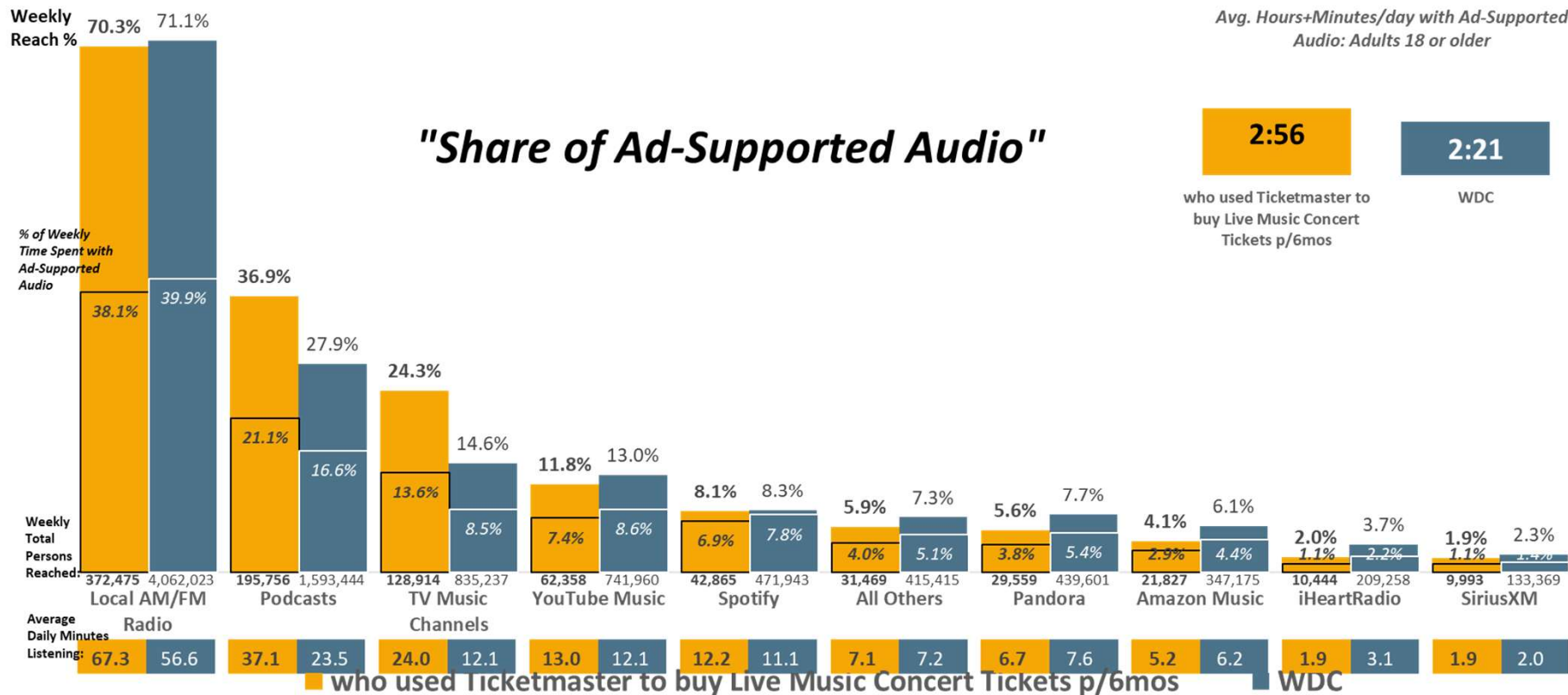


542,122 or 75.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.





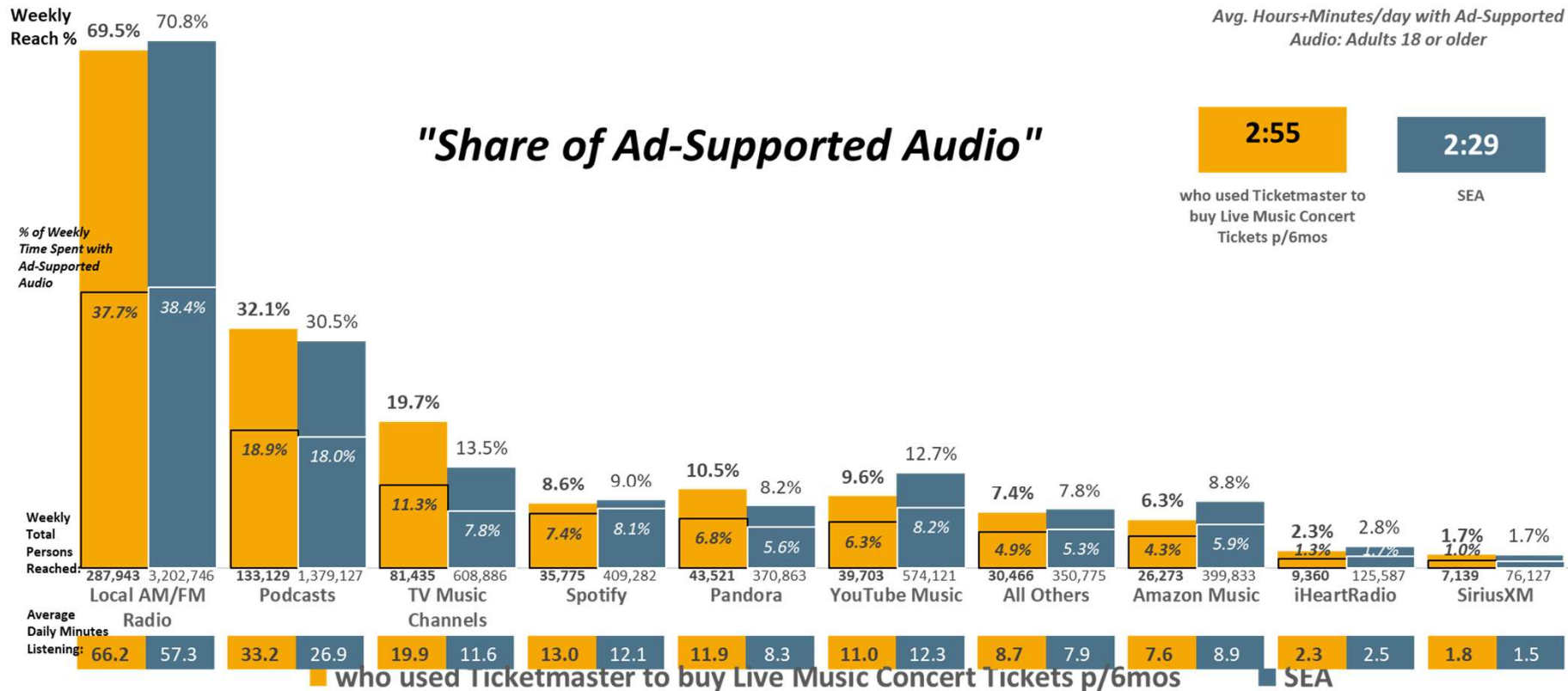
372,475 or 70.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

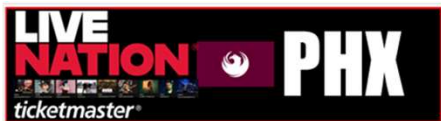




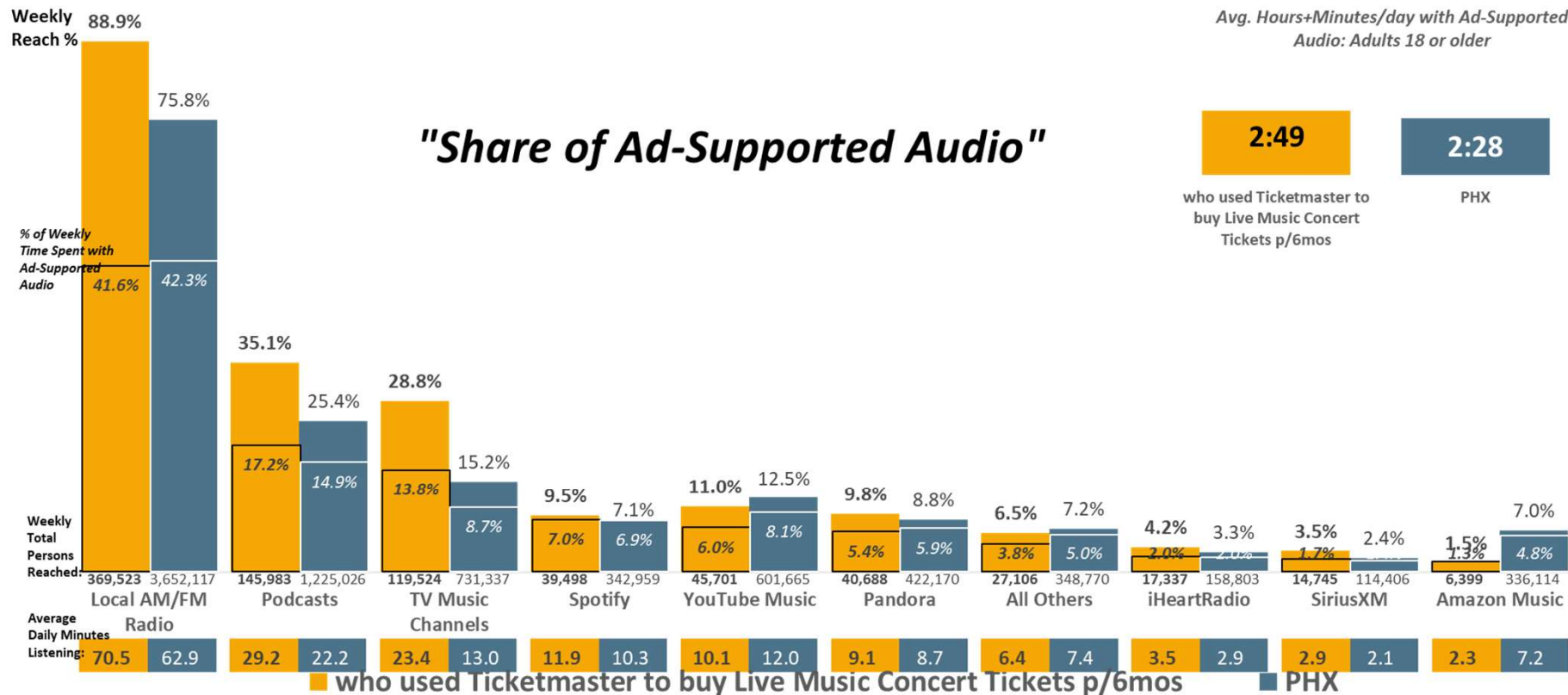


287,943 or 69.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.





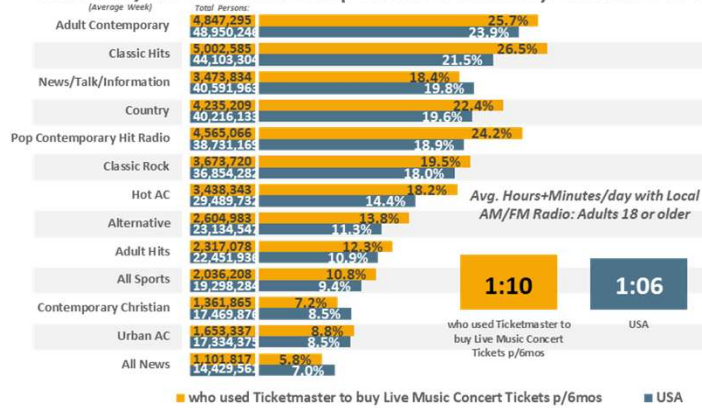
369,523 or 88.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.





18,294,452 or 78.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Classic Rock

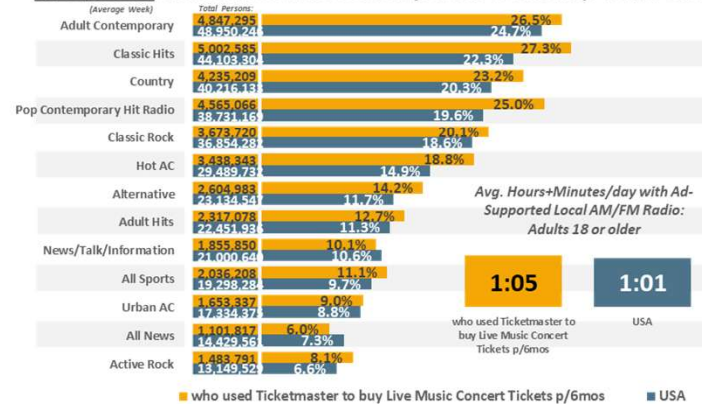
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



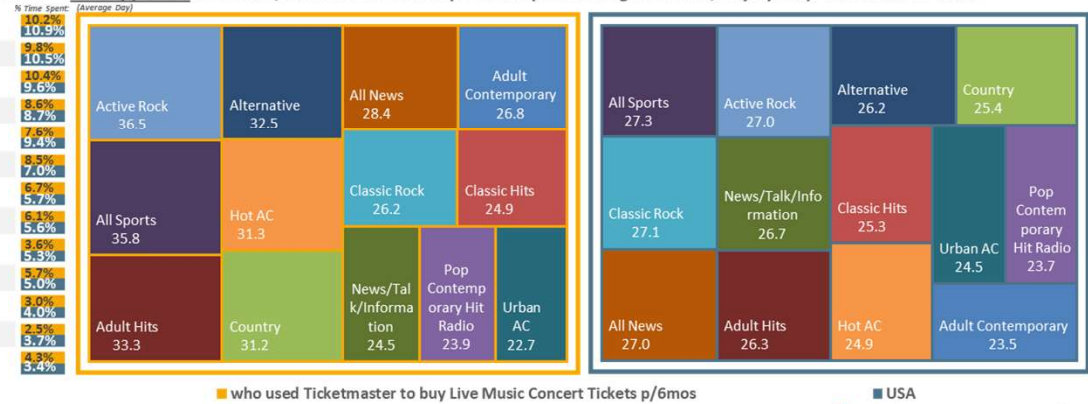
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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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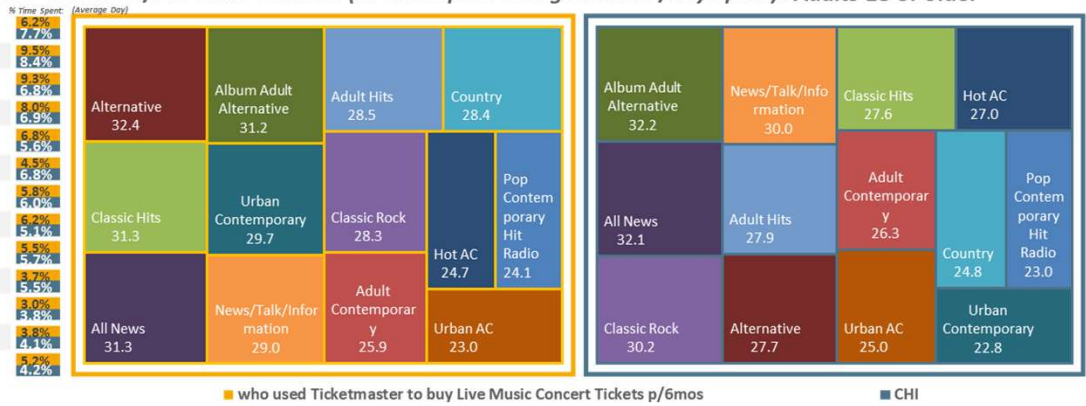
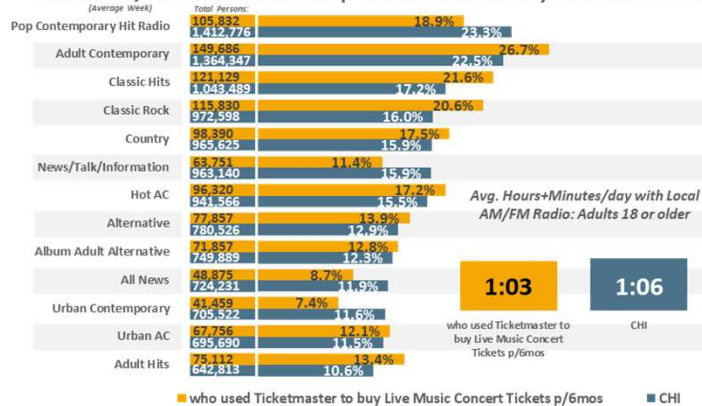
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



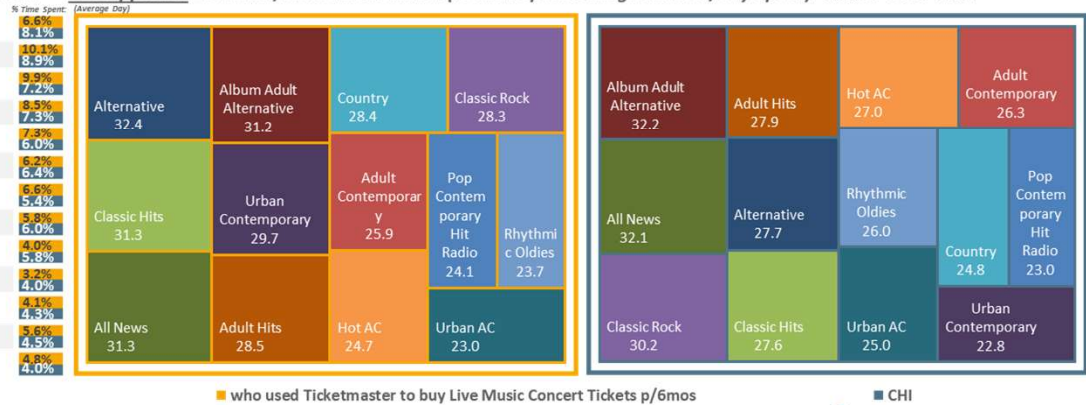
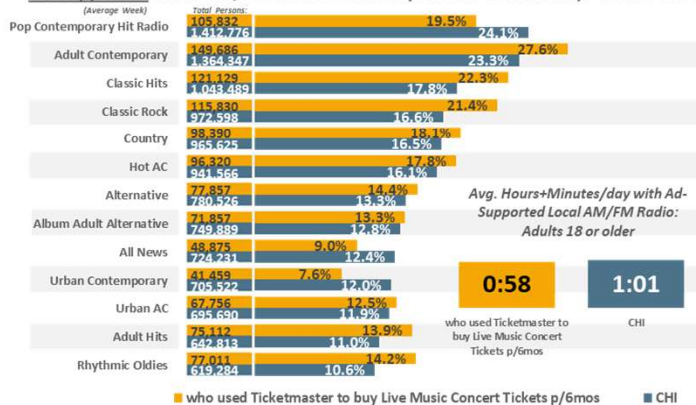


542,122 or 75.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

**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**

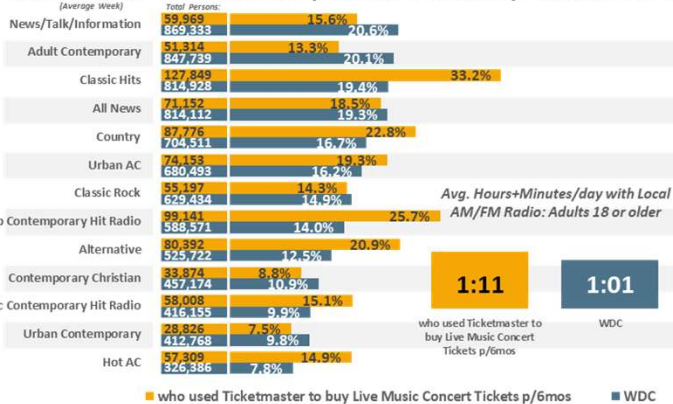




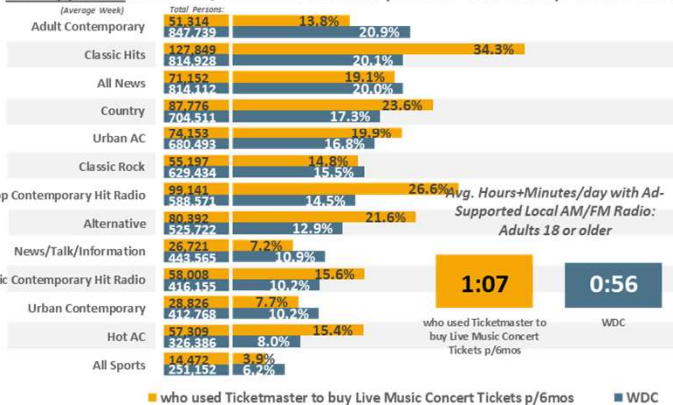


372,475 or 70.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Country, Alternative, and Urban AC.

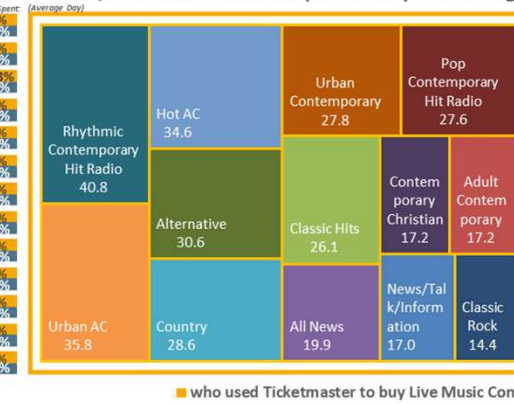
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**



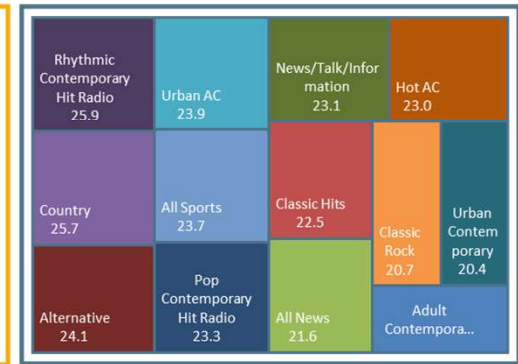
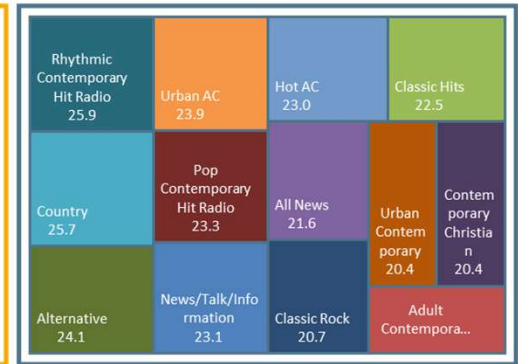
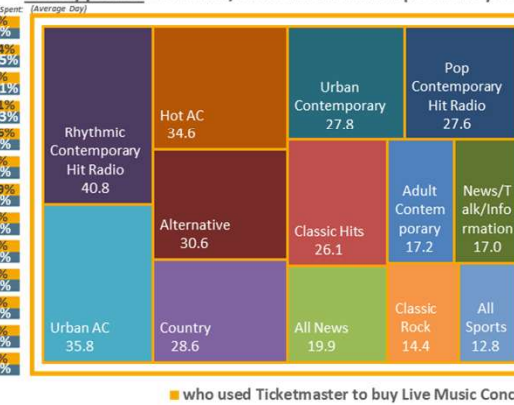
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**



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



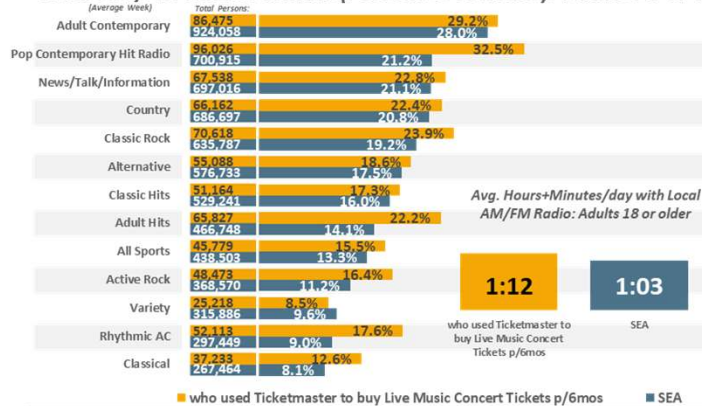
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



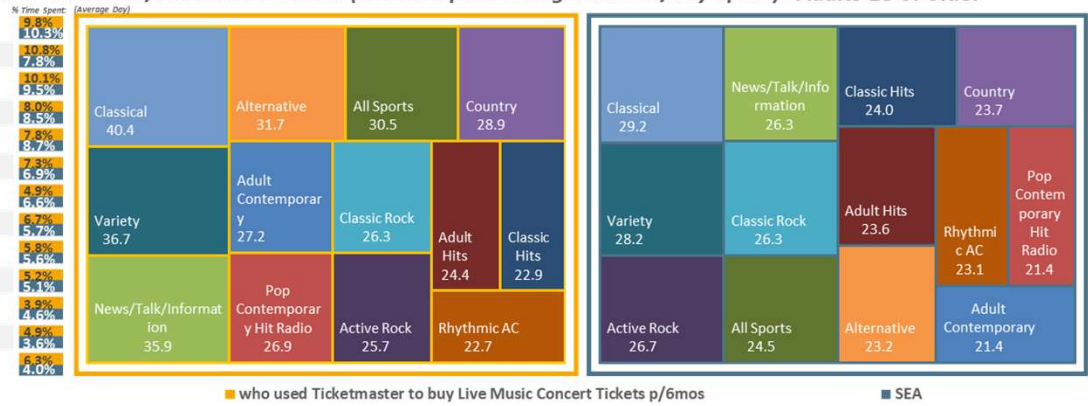


287,943 or 69.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Country, and Adult Hits.

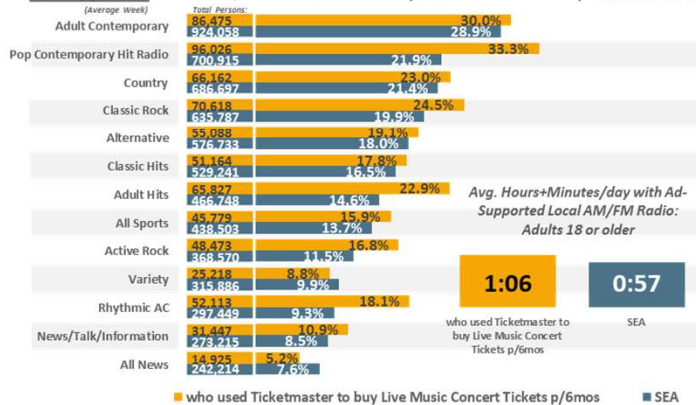
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



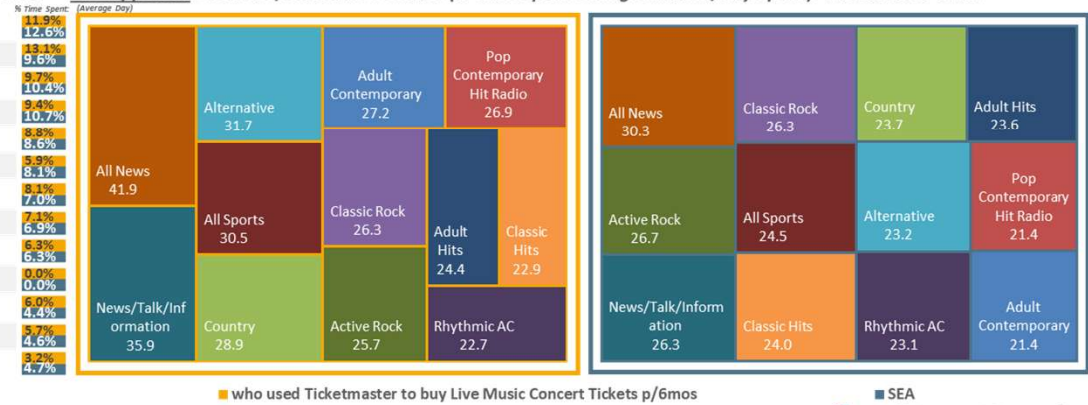
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



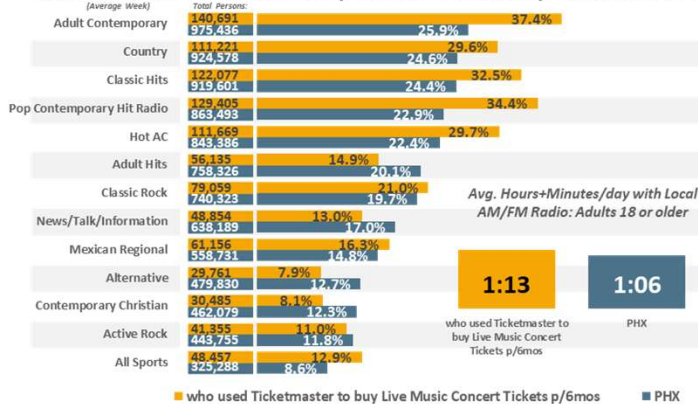
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



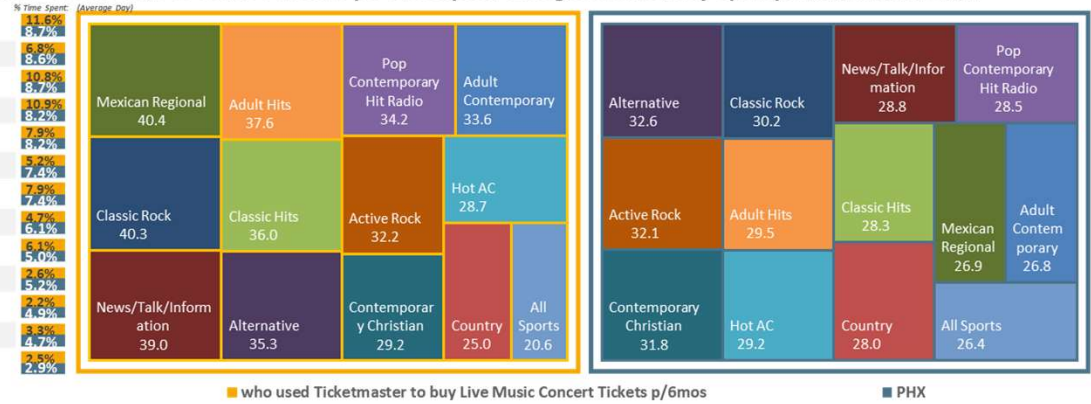


369,523 or 88.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Country.

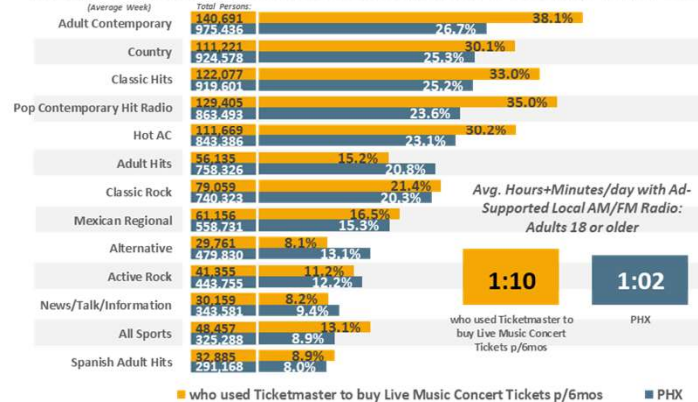
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



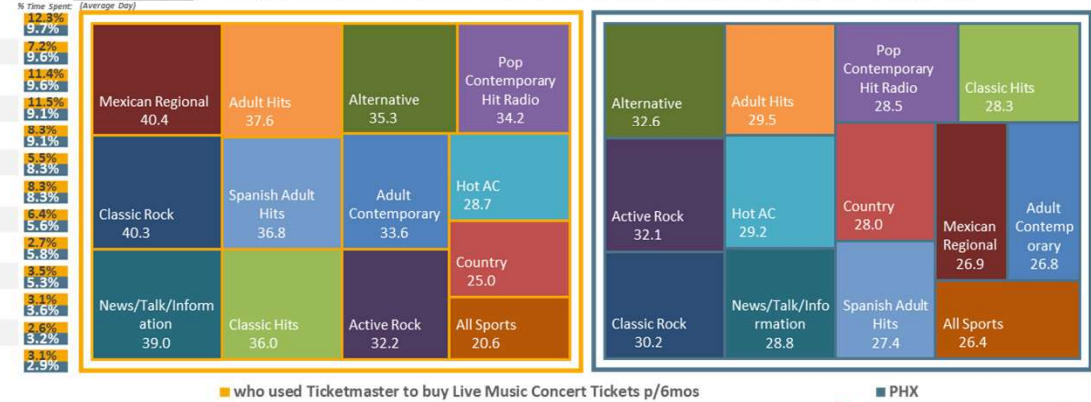
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



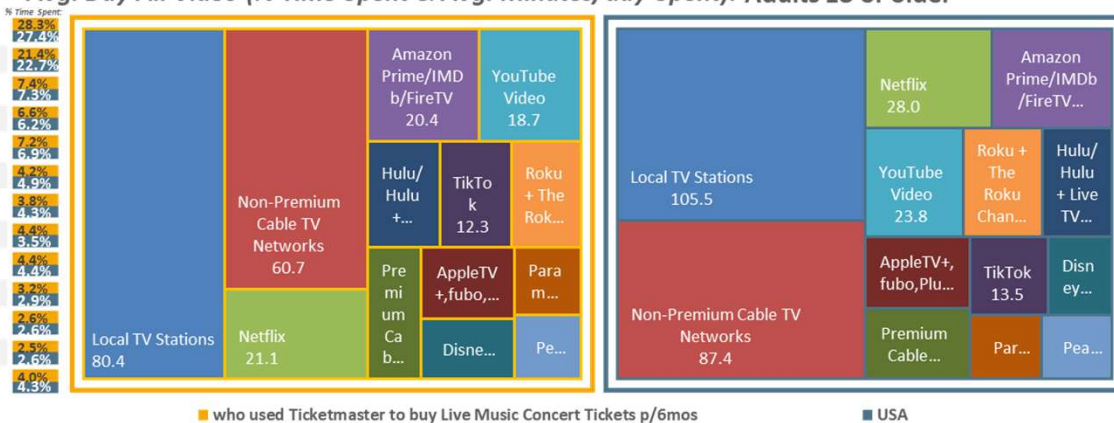
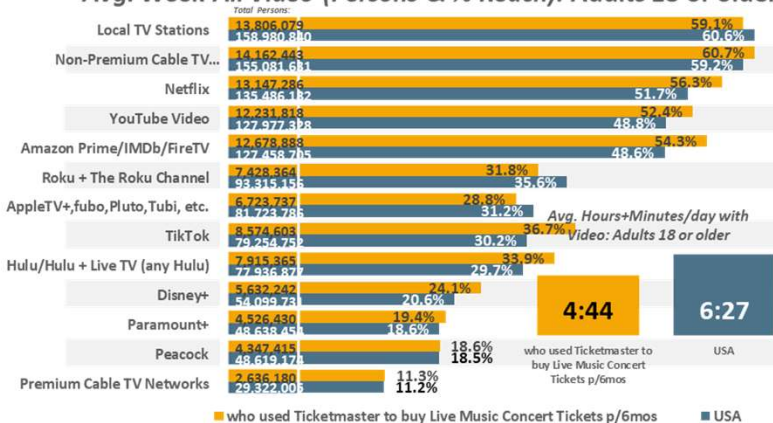




13,682,324 or 58.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 76.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

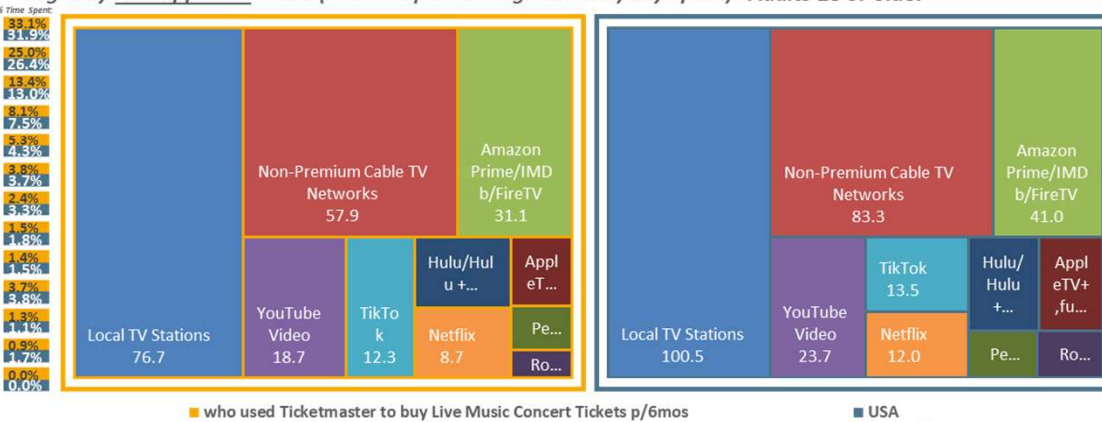
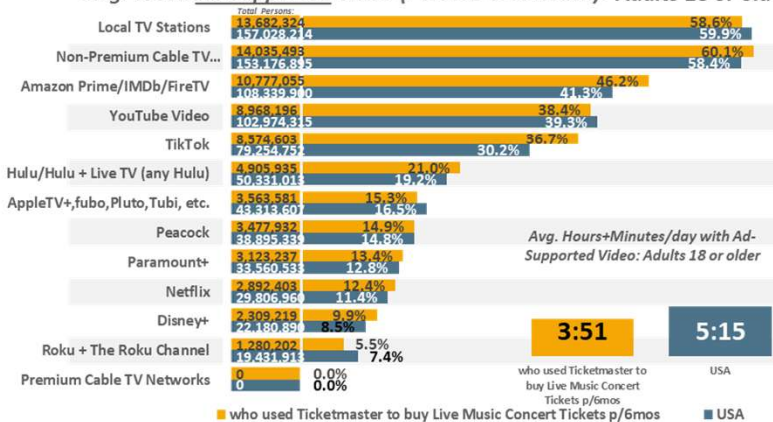
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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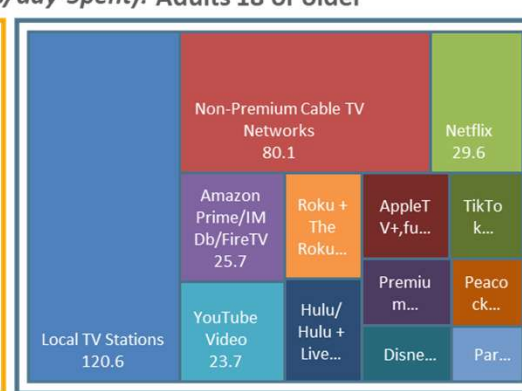
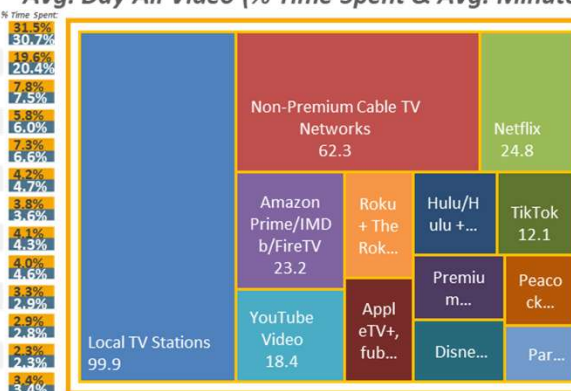
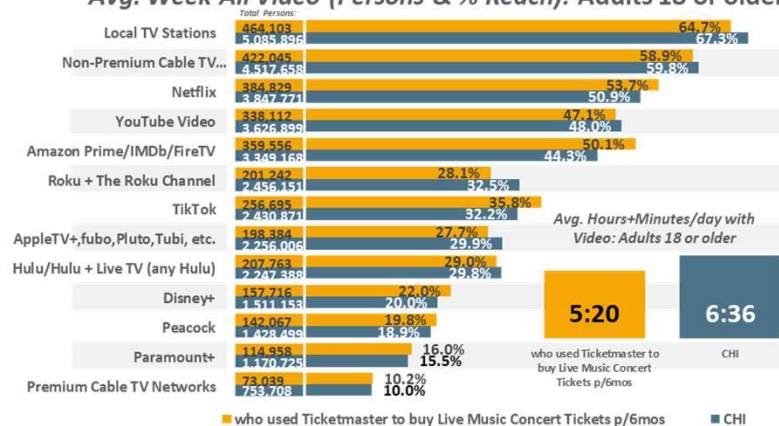
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



459,043 or 64.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day  
representing 36.4% of all time spent daily with Ad-Supported Video.

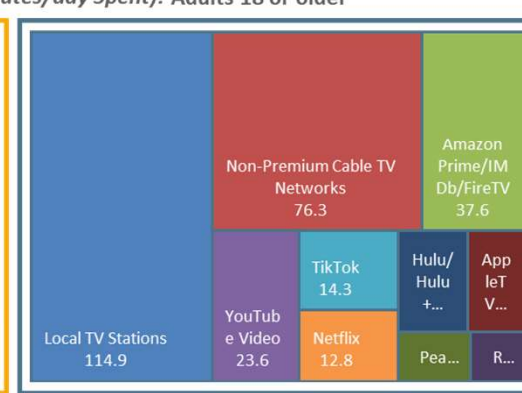
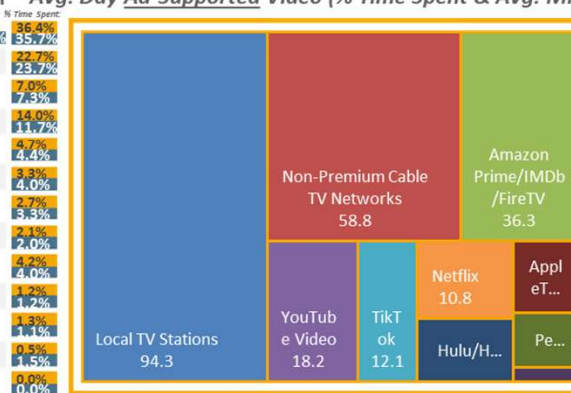
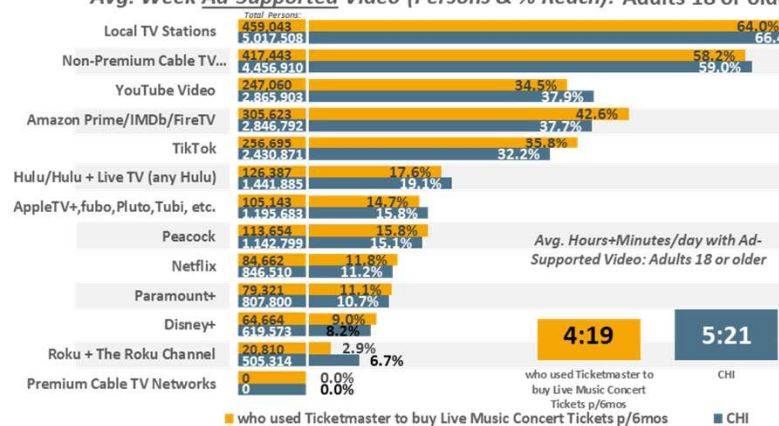
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 383  
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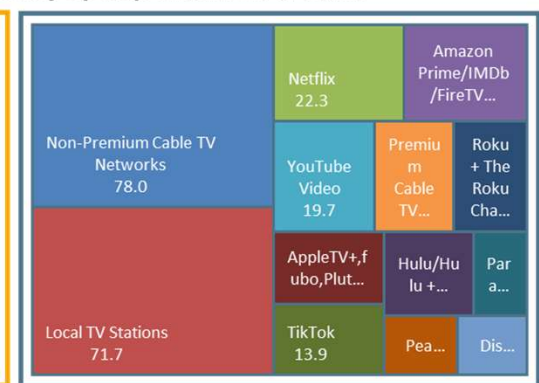
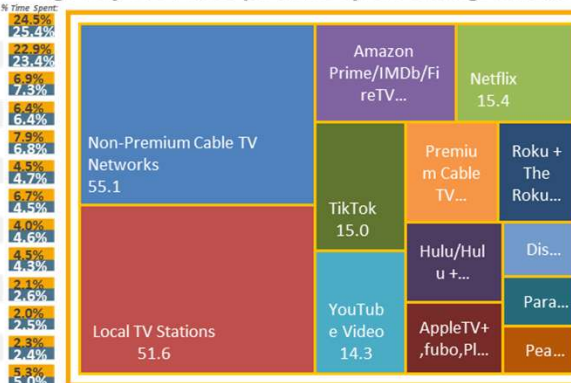
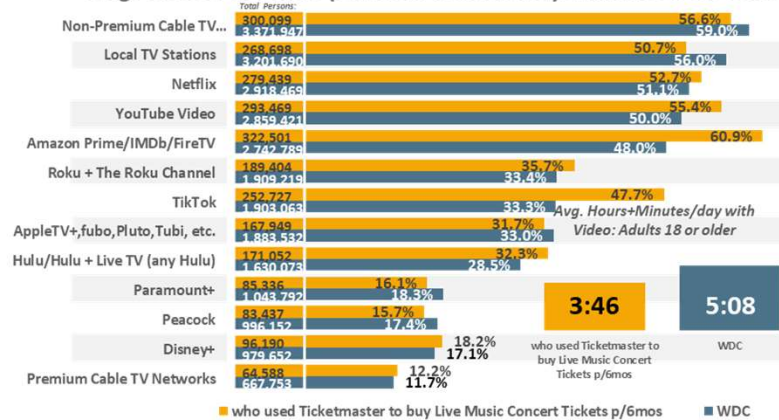
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



266,868 or 50.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations for an average of 48.7 minutes every day  
representing 25.7% of all time spent daily with Ad-Supported Video.

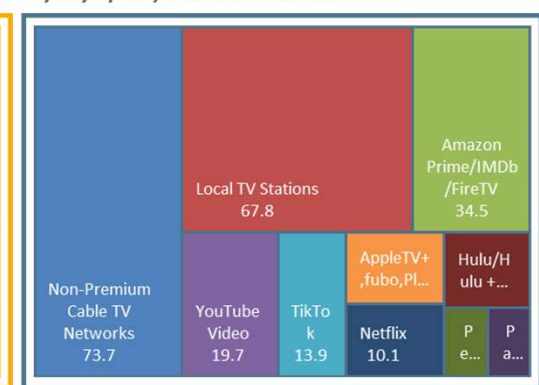
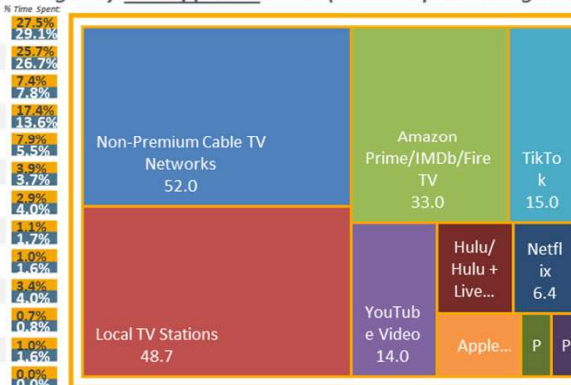
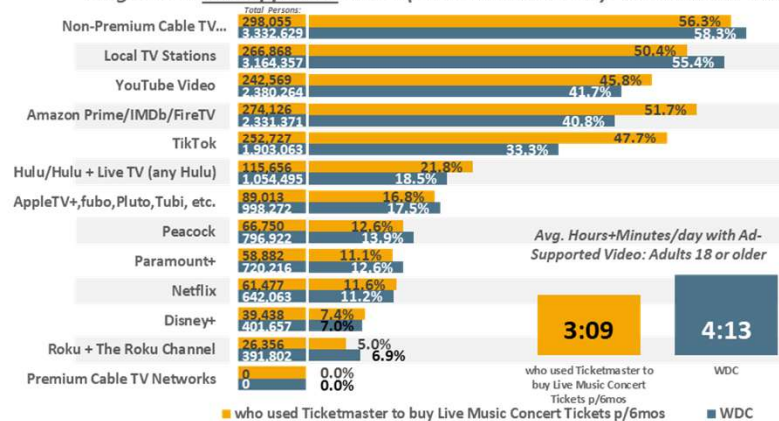
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

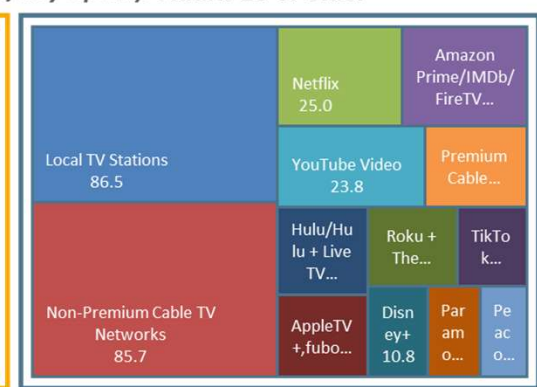
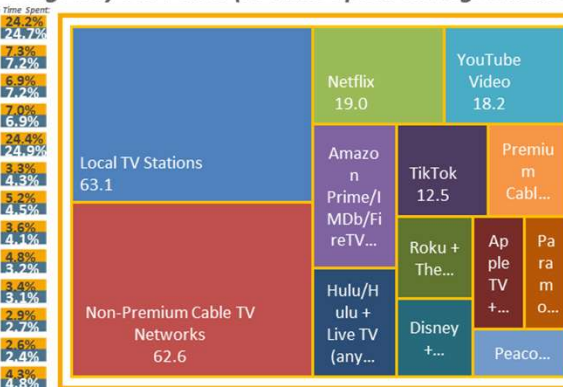
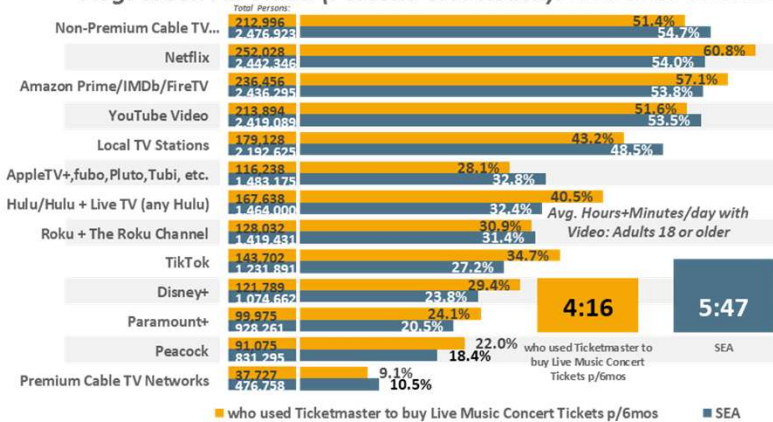




178,048 or 43.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations for an average of 59.6 minutes every day  
representing 28.2% of all time spent daily with Ad-Supported Video.

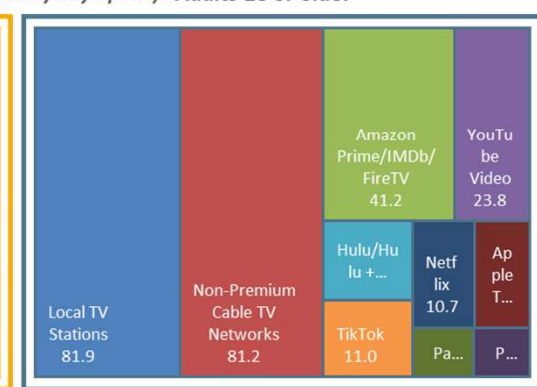
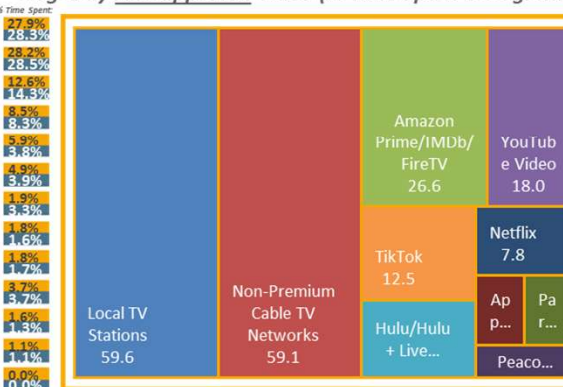
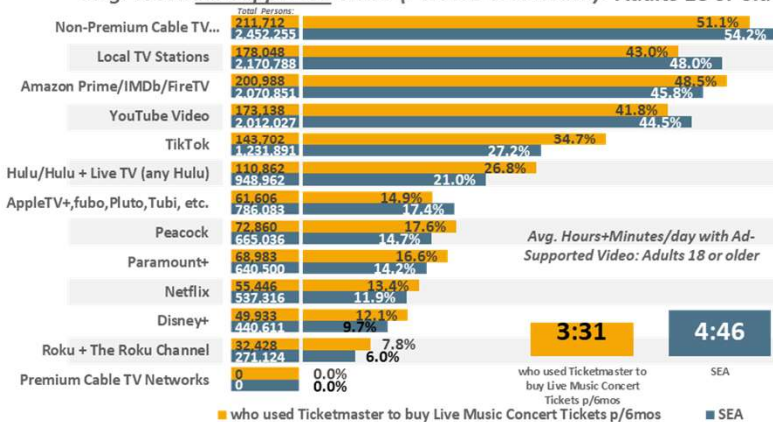
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 364  
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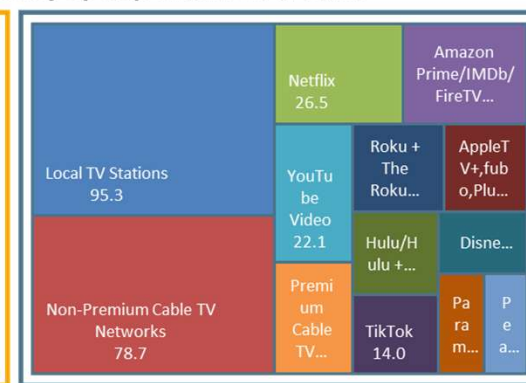
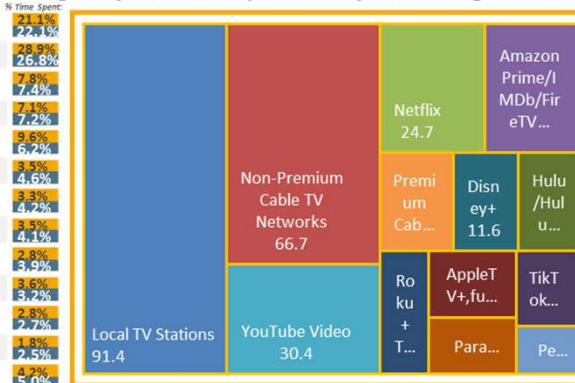
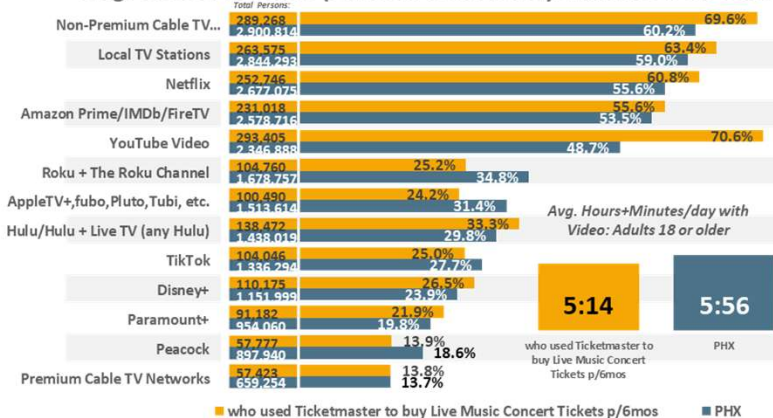
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



261,304 or 62.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations for an average of 88.1 minutes every day  
representing 35.1% of all time spent daily with Ad-Supported Video.

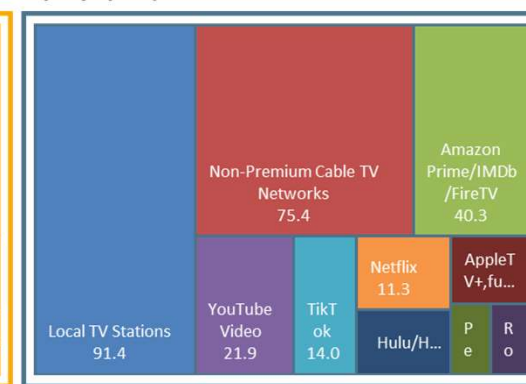
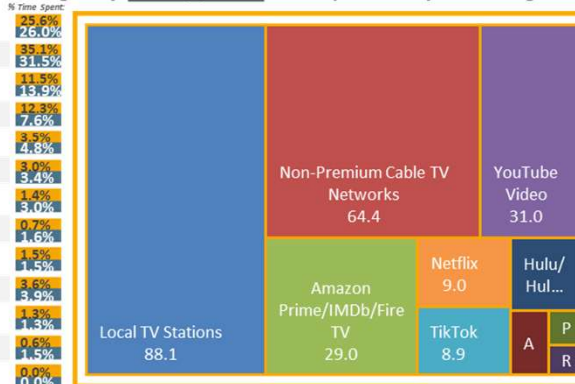
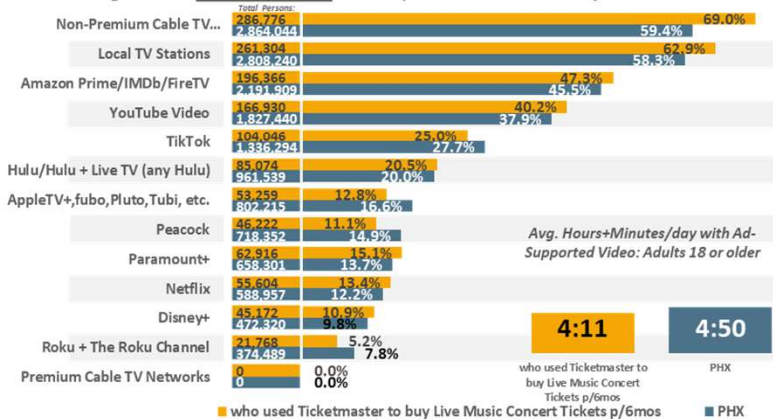
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 218  
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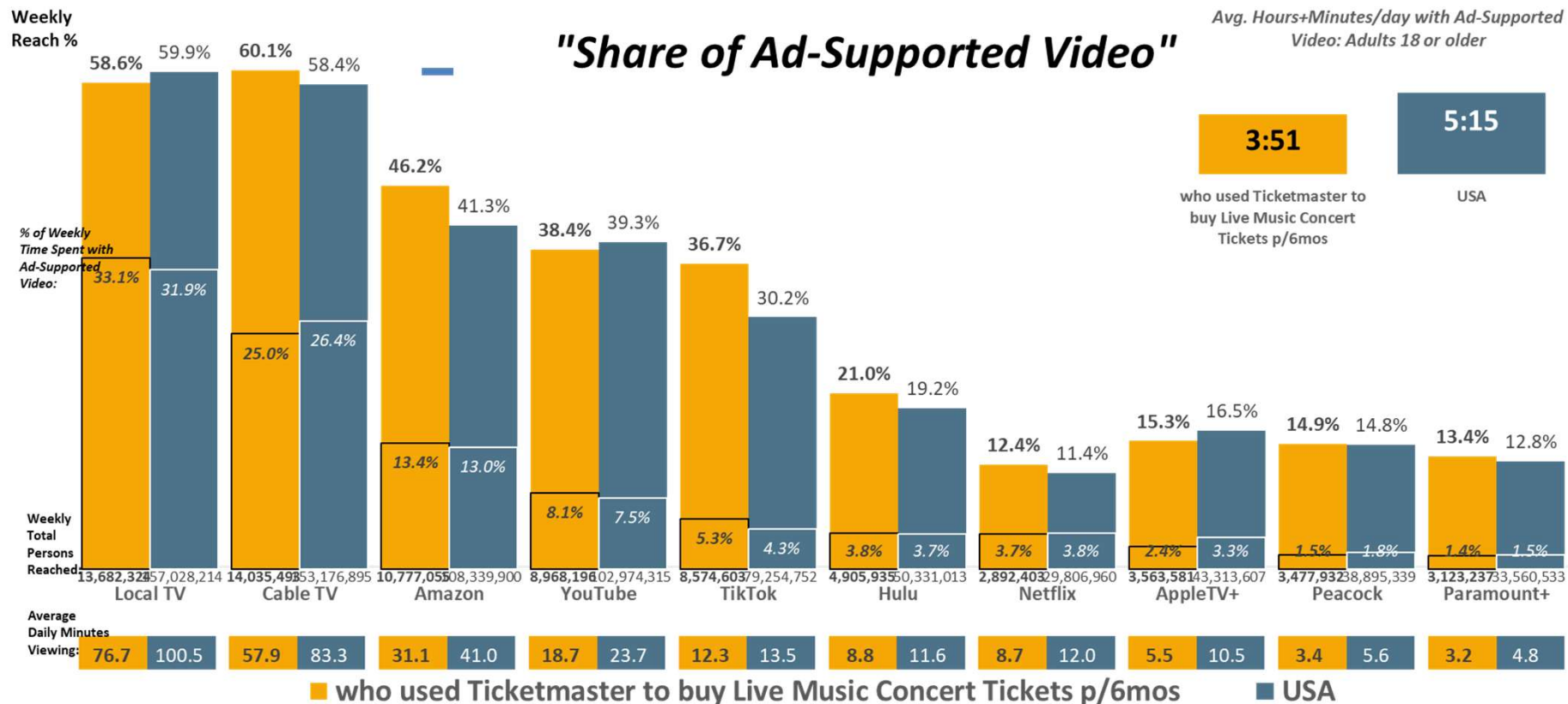
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



13,682,324 or 58.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 76.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110  
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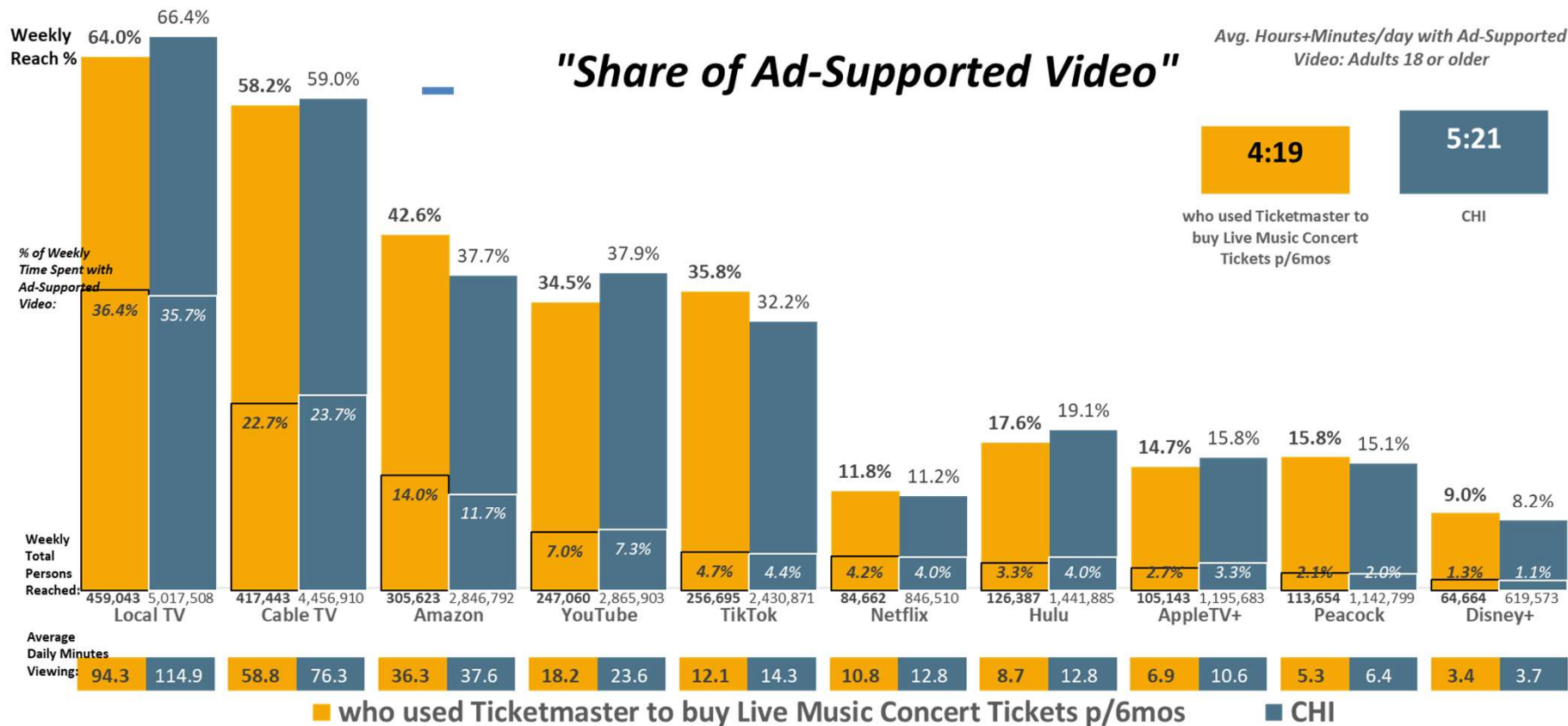
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





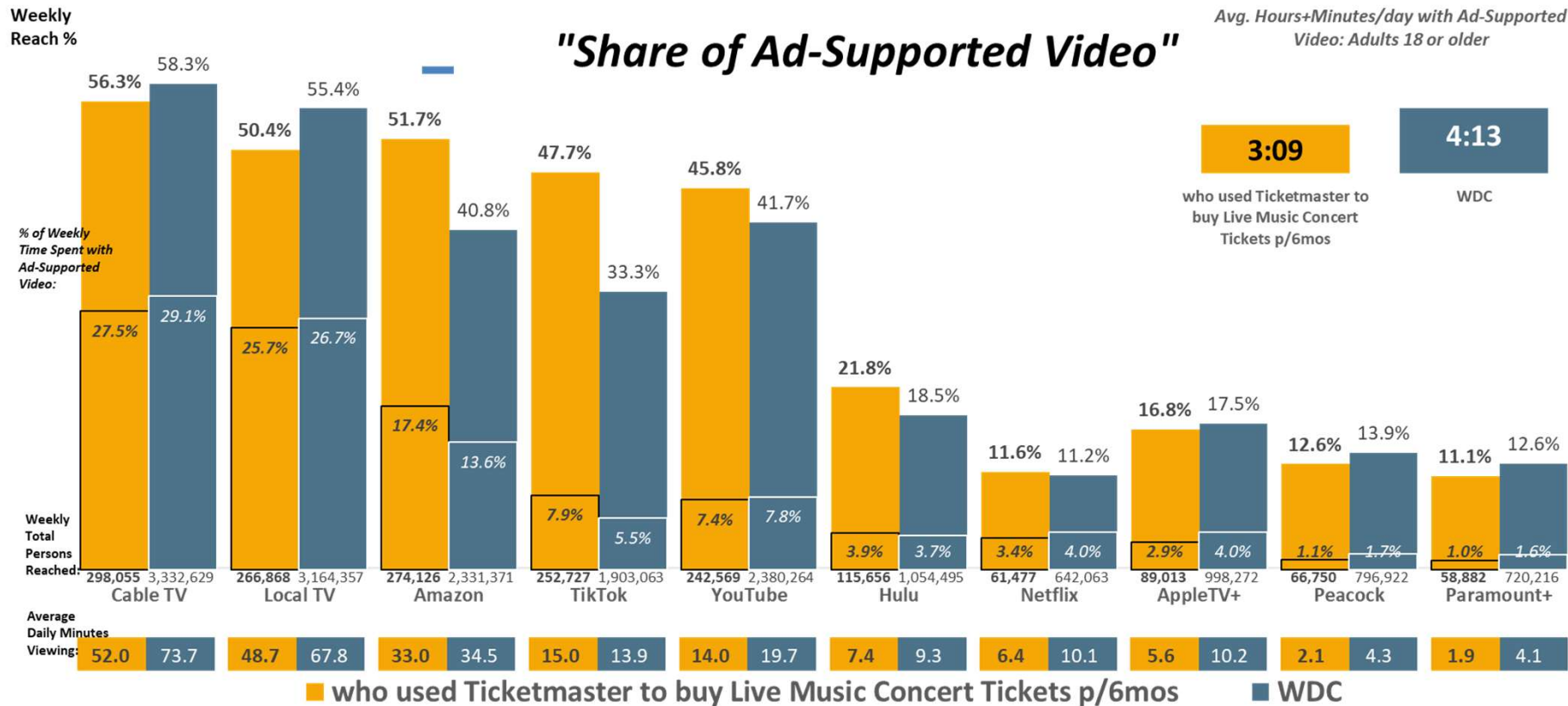
459,043 or 64.0% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



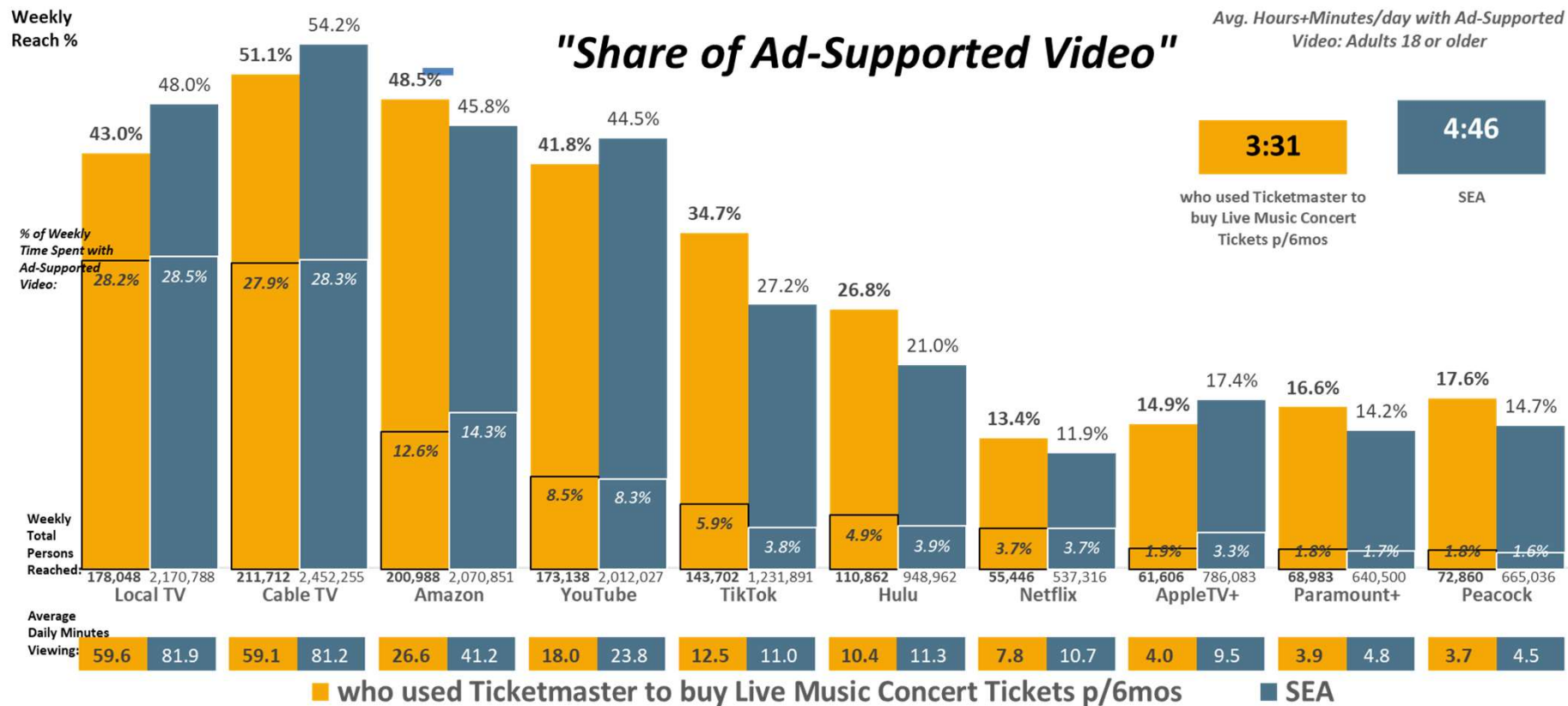


266,868 or 50.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 48.7 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.





178,048 or 43.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations for an average of 59.6 minutes every day  
representing 28.2% of all time spent daily with Ad-Supported Video.

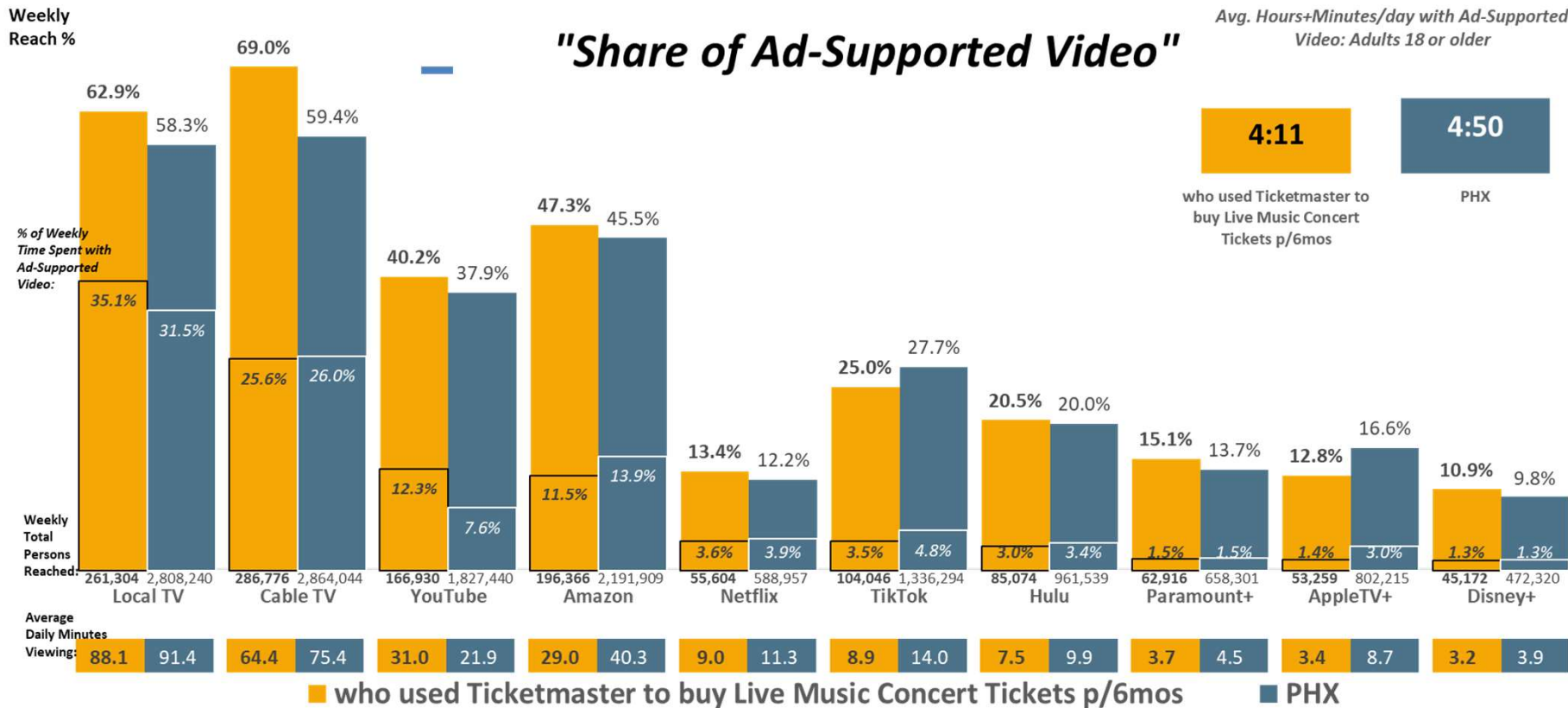






261,304 or 62.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 88.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

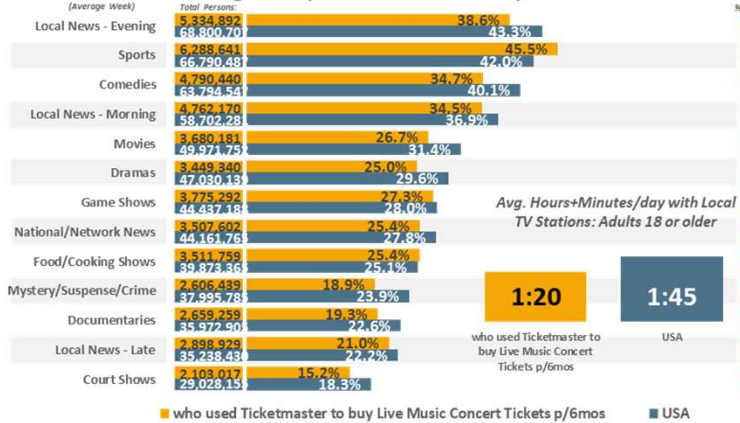
## "Share of Ad-Supported Video"



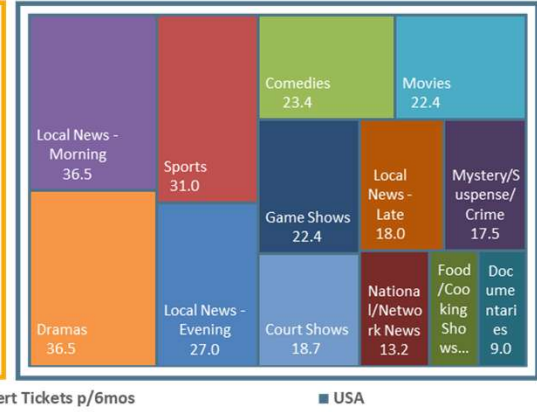
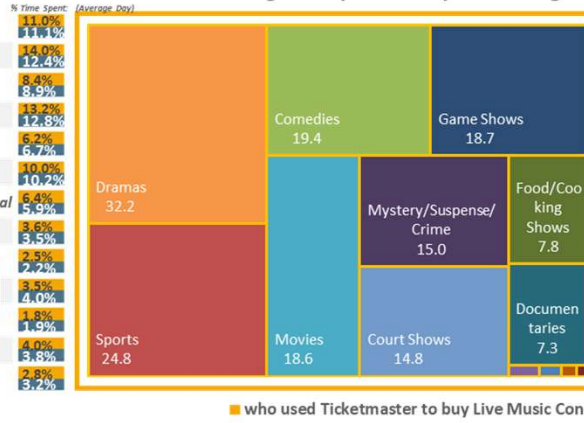


13,682,324 or 58.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

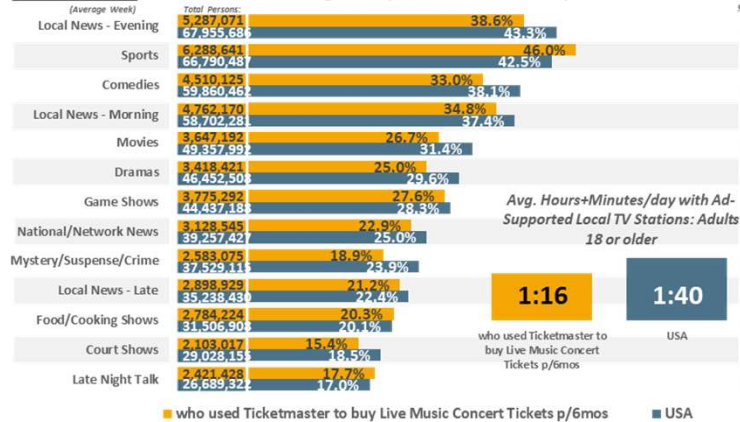
Local TV Station Programs (Persons & % Reach): Adults 18 or older



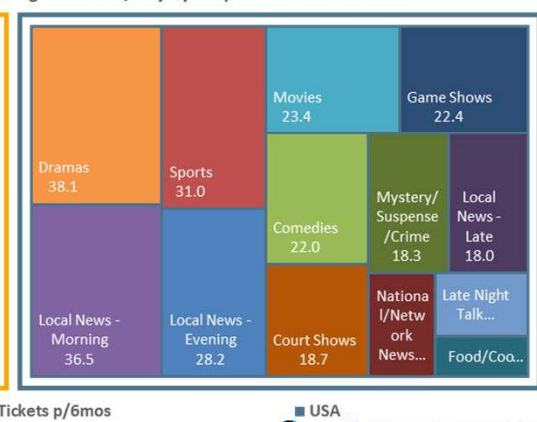
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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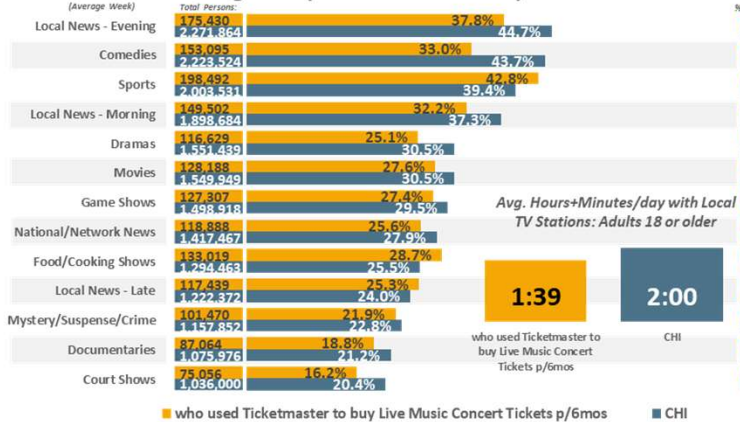
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

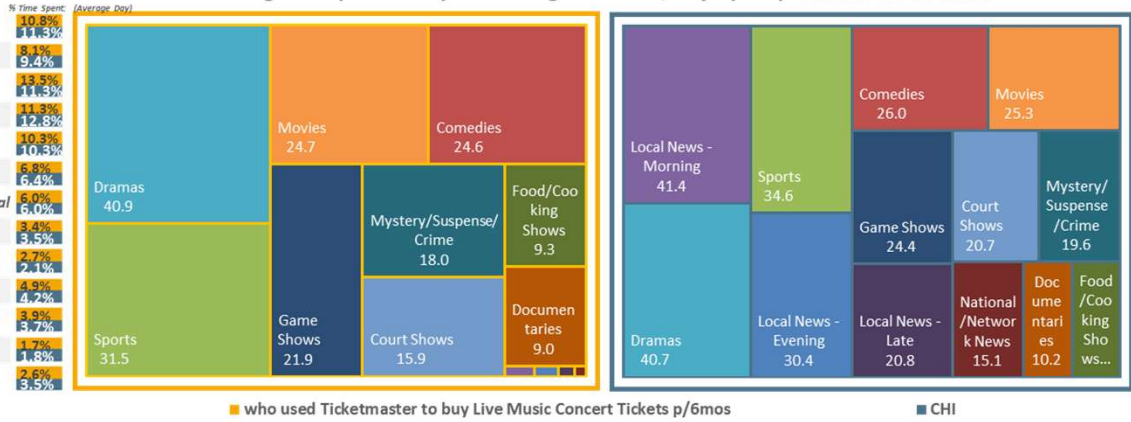


459,043 or 64.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

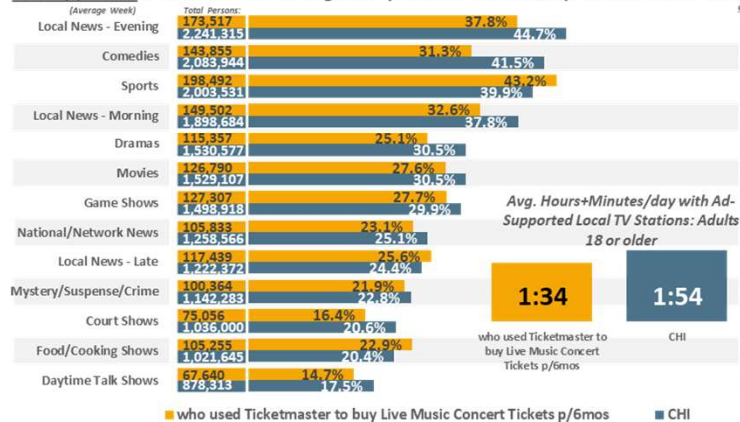
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



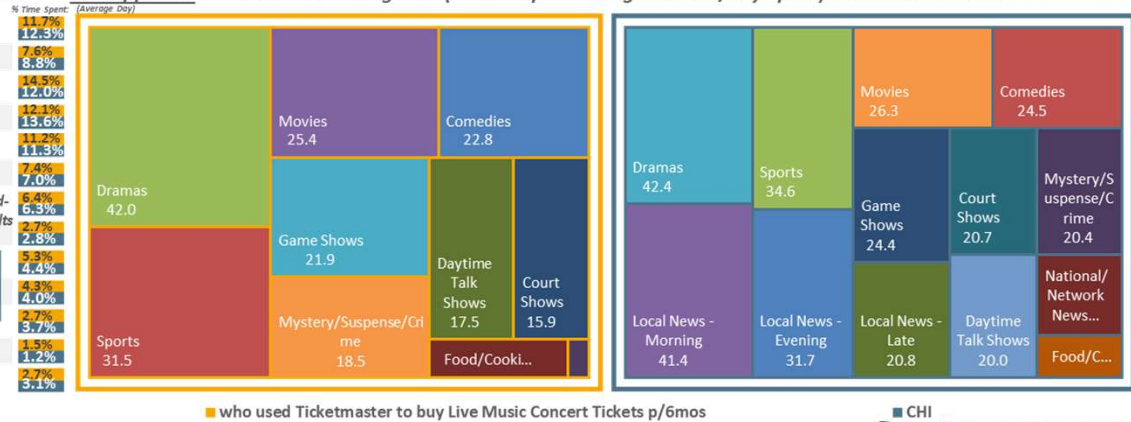
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

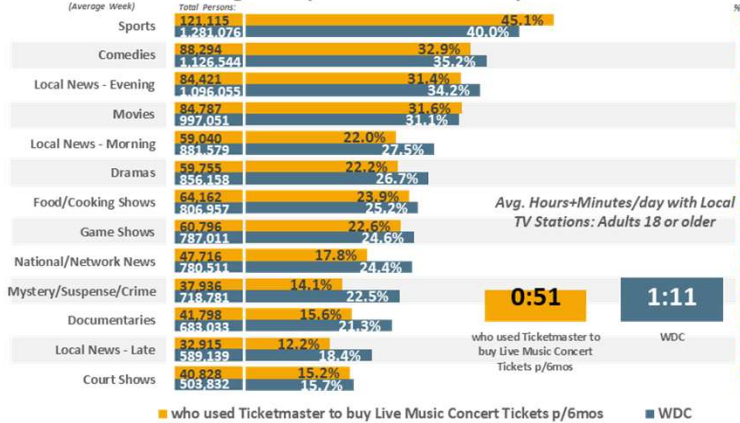




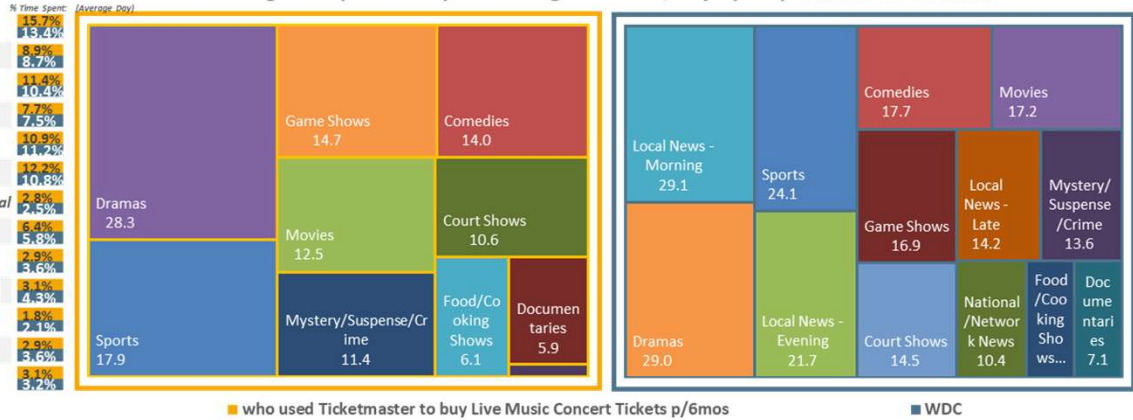


266,868 or 50.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Game Shows, and Dramas.

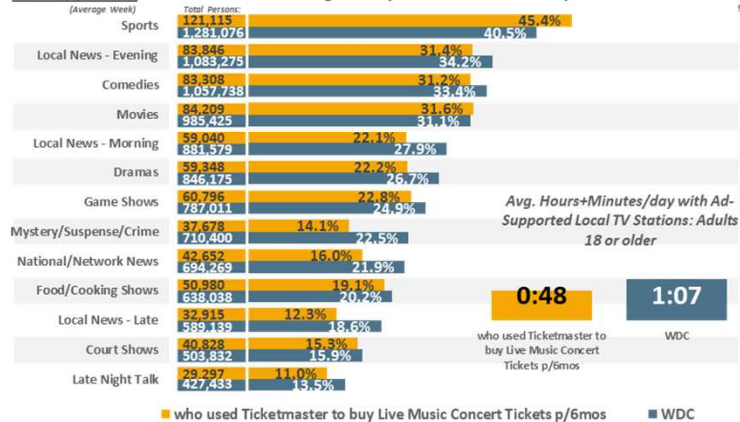
Local TV Station Programs (Persons & % Reach): Adults 18 or older



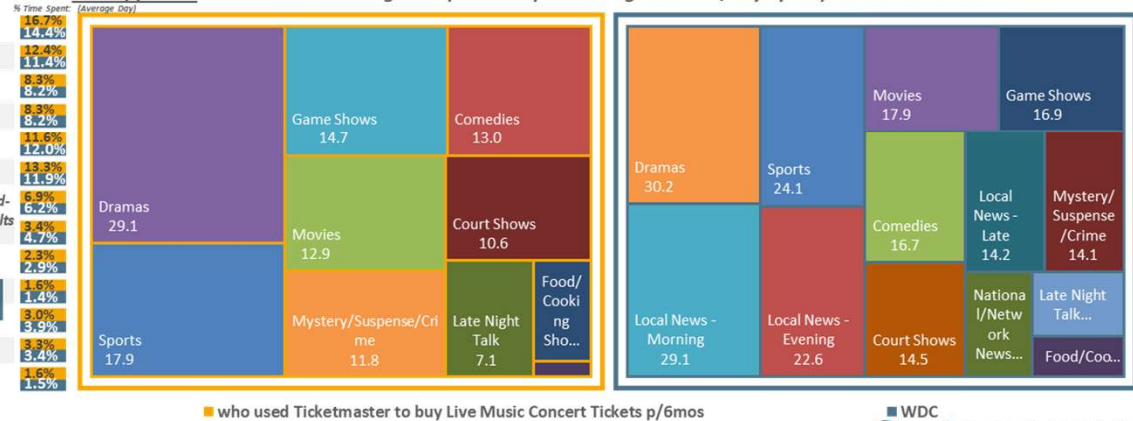
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596  
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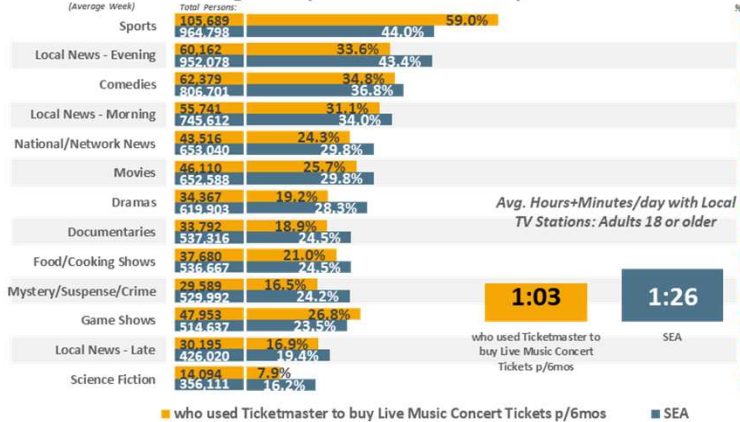
soefa.ai WDC Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

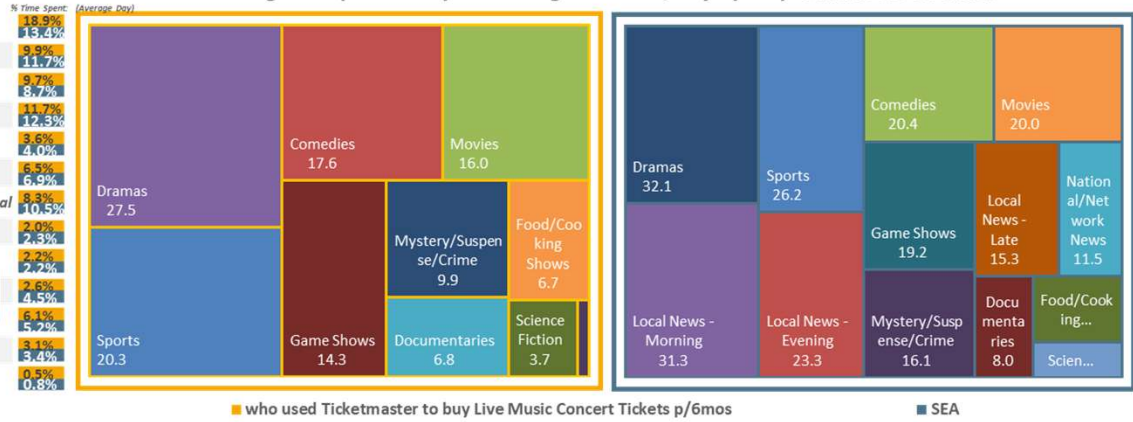


178,048 or 43.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

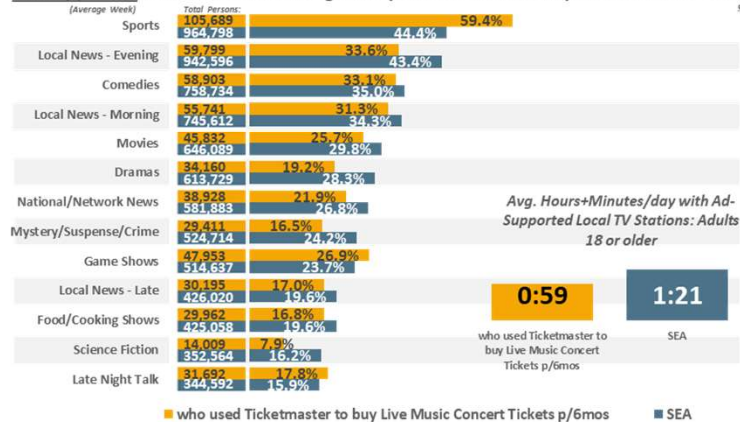
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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

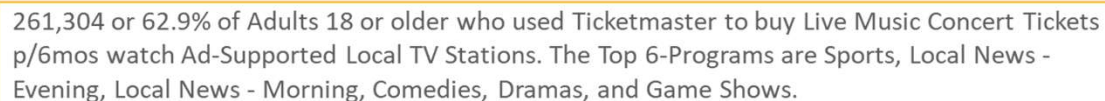


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older

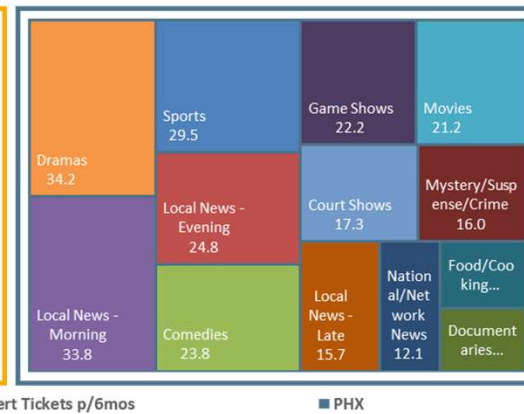
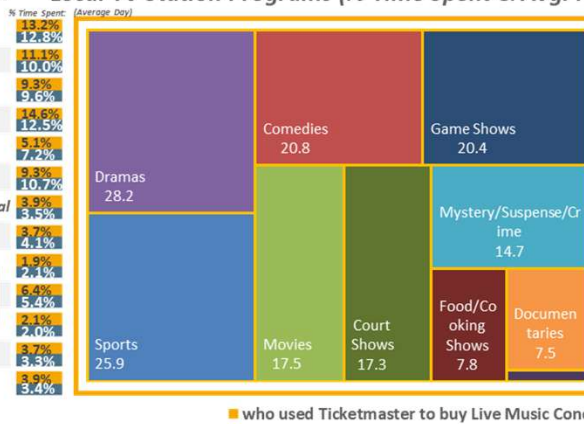


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

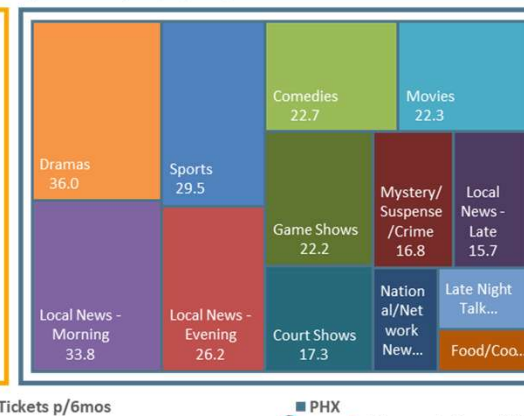
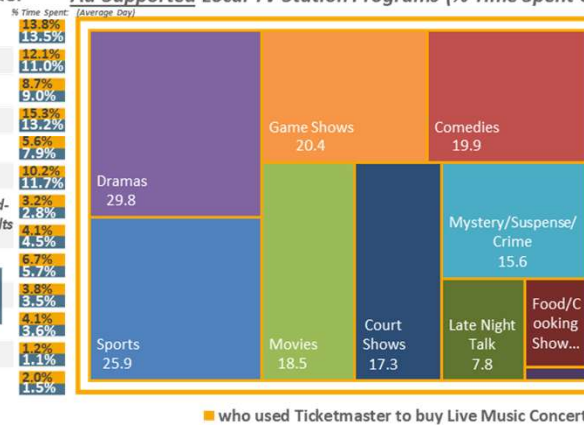




**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



■ PHX  
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*[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]*

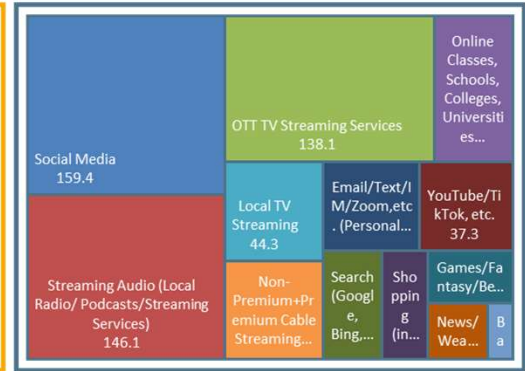
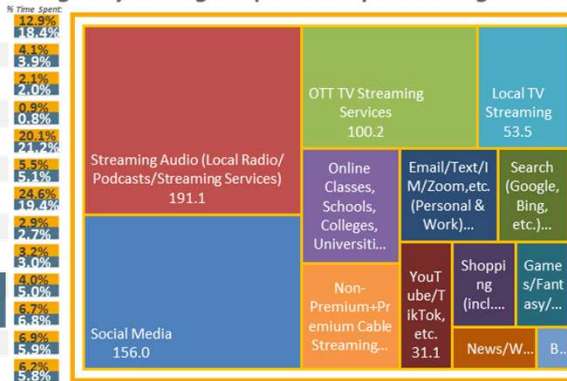
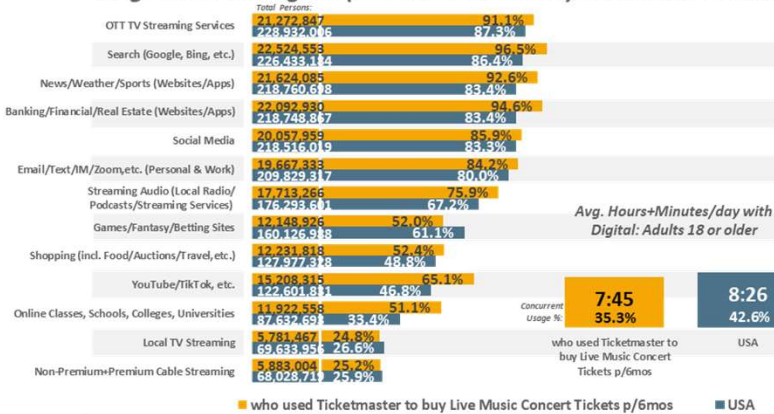




16,723,566 or 71.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Social Media for an average of 130.1 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

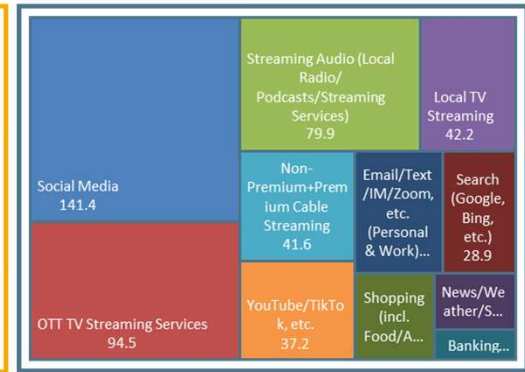
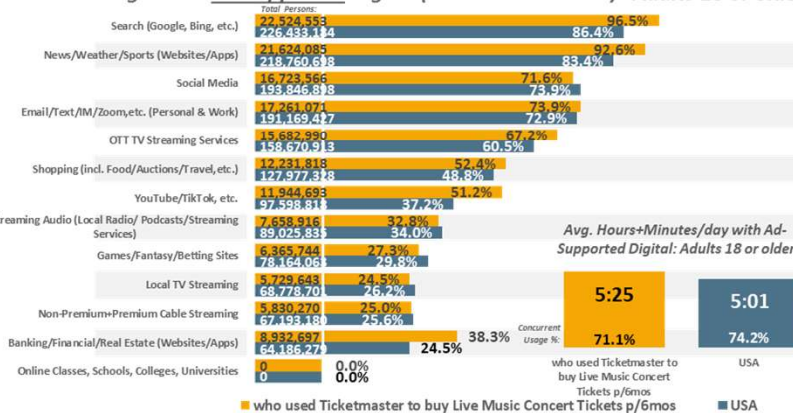
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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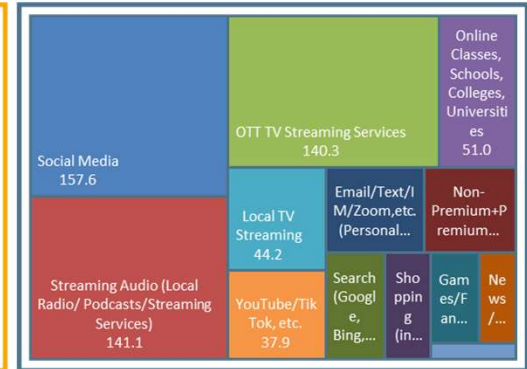
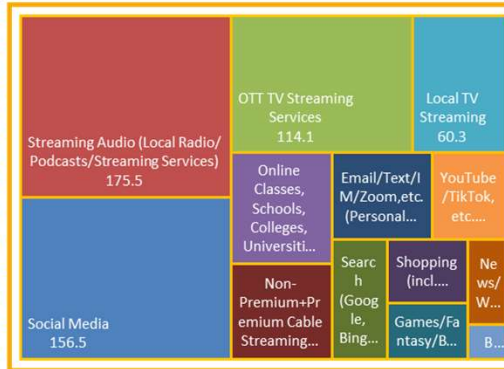
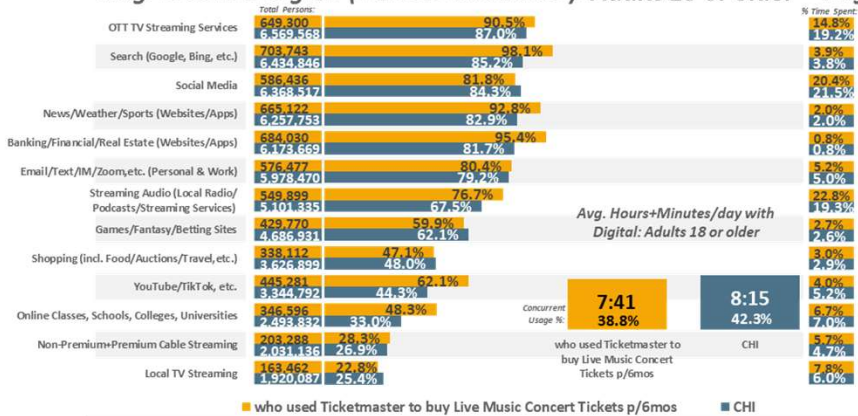
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



501,008 or 69.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Social Media for an average of 133.7 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

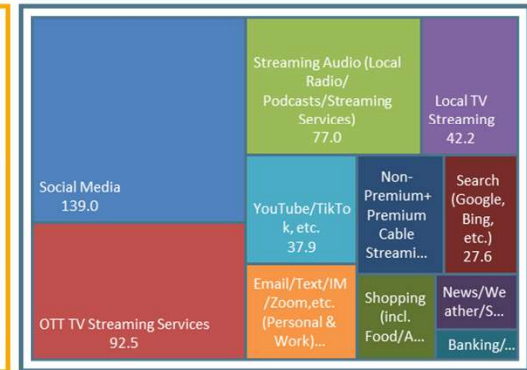
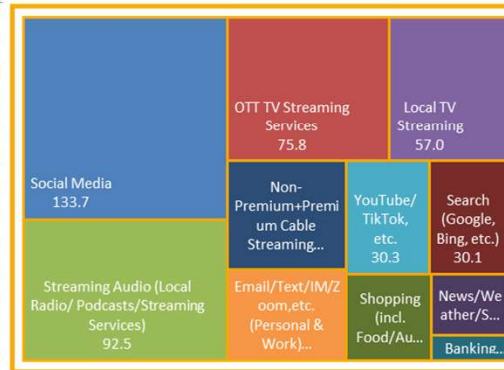
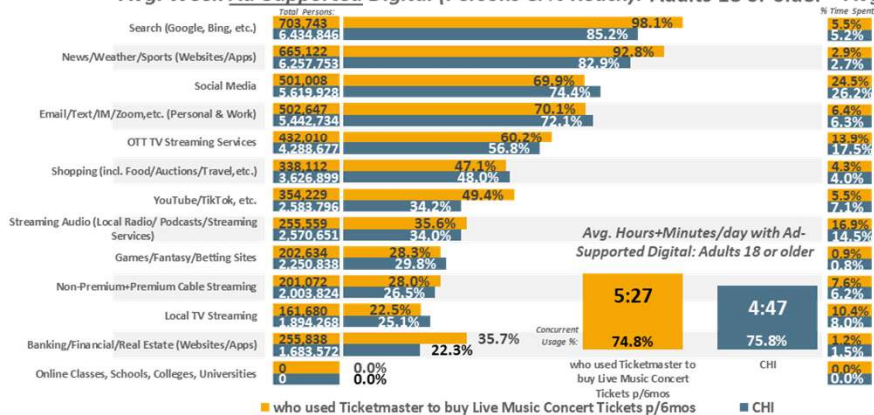
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



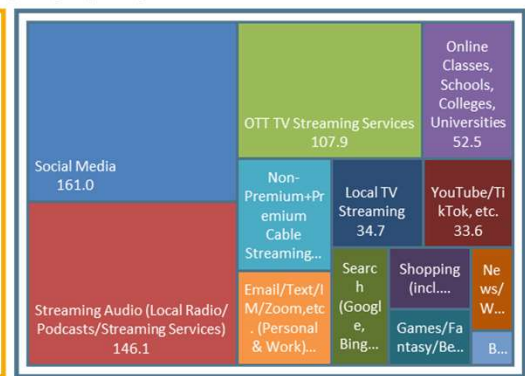
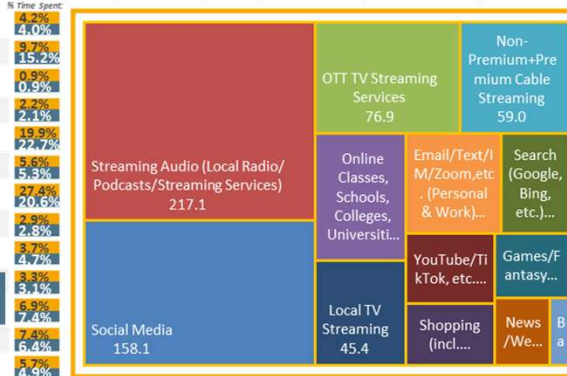
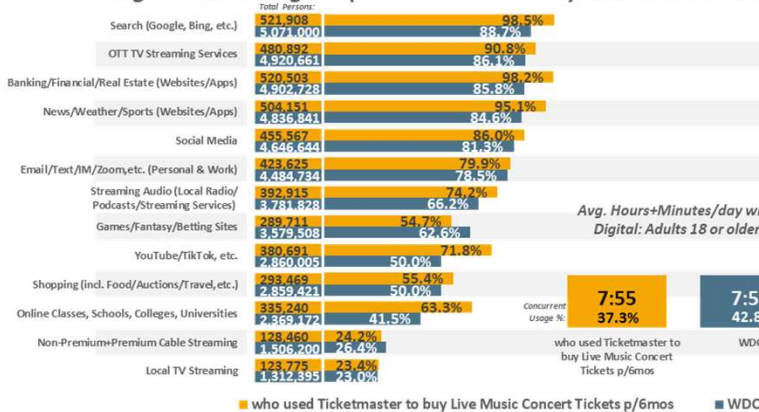




369,407 or 69.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Social Media for an average of 128.2 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

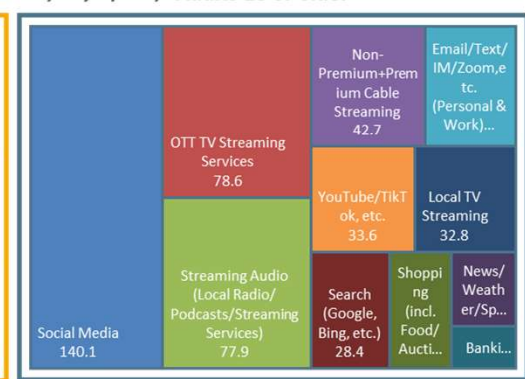
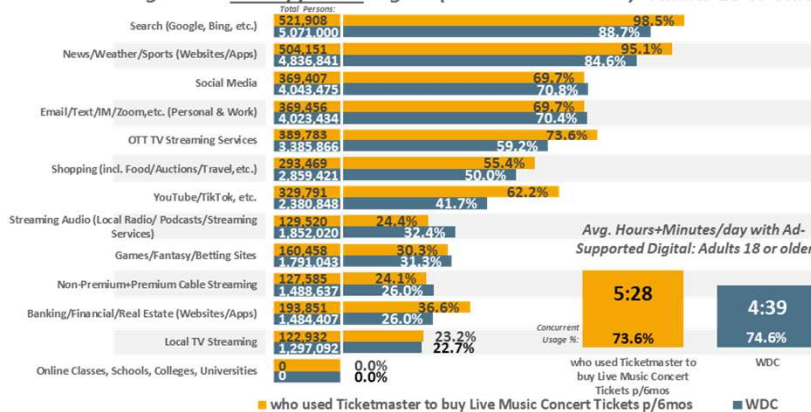
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

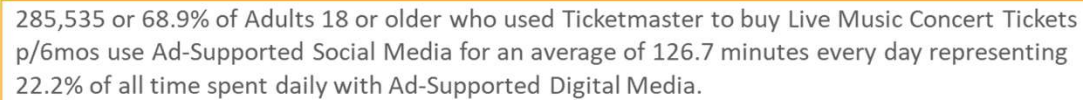


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596  
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]





Activity	Total Persons	% Time Spent	% Time Spent
OTT TV Streaming Services	381,218	92.0%	11.1%
Search (Google, Bing, etc.)	400,793	96.7%	8.6%
Banking/Financial/Real Estate (Websites/Apps)	394,934	95.3%	4.1%
Social Media	367,635	88.7%	0.9%
News/Weather/Sports (Websites/Apps)	394,829	95.3%	19.8%
Email/Text/IM/Zoom/etc. (Personal & Work)	373,501	90.1%	2.7%
Streaming Audio (Local Radio/Podcasts/Streaming Services)	314,557	75.9%	5.4%
Games/Fantasy/Betting Sites	236,669	57.1%	15.5%
Shopping (incl. Food/Auctions/Travel, etc.)	213,834	51.6%	25.2%
YouTube/TikTok, etc.	228,171	49.7%	20.6%
Online Classes, Schools, Colleges, Universities	190,179	45.9%	2.8%
Local TV Streaming	81,326	19.6%	2.9%
Non-Premium+Premium Cable Streaming	93,895	23.0%	3.2%

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

**8:13** Concurrent Usage %

**8:29** SEA

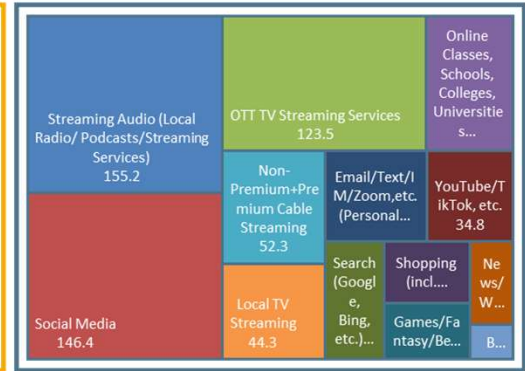
who used Ticketmaster to buy Live Music Concert Tickets p/6mos

**36.9%**

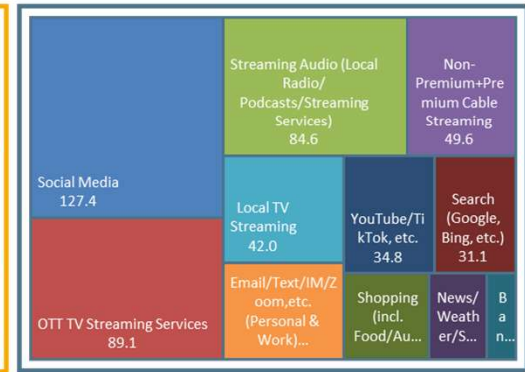
**42.5%**

**7.0%**

**7.0%**



Activity	Total Persons	Hours	Minutes	% of Total Time	% of Total Time (Ad-Supported)
Search (Google, Bing, etc.)	400,797	401,700	96.7%	5.9%	5.7%
News/Weather/Sports (Websites/Apps)	394,849	373,458	95.3%	3.0%	2.9%
Social Media	295,555	295,803	68.9%	22.2%	21.7%
Email/Text/IM/Zoom/etc. (Personal & Work)	348,140	329,476	74.8%	23.7%	23.4%
OTT TV Streaming Services	311,850	309,818	84.0%	7.3%	6.9%
Shopping (incl. Food/Auctions/Travel, etc.)	213,894	219,089	75.3%	10.9%	16.2%
YouTube/TikTok, etc.	248,415	249,089	51.6%	4.5%	4.4%
Games/Fantasy/Betting Sites	122,165	131,509	59.9%	5.3%	1.6%
Earning Audio (Local Radio/ Podcasts/Streaming Services)	164,641	164,541	40.7%	1.9%	0.9%
Banking/Financial/Real Estate (Websites/Apps)	139,316	178,737	29.5%	17.9%	15.3%
Local TV Streaming	171,830	126,844	34.8%	1.3%	1.5%
Non-Premium+Premium Cable Str Streaming	80,836	74,973	41.5%	1.3%	1.5%
Online Classes, Schools, Colleges, Universities	94,820	77,003	19.5%	9.5%	0.0%



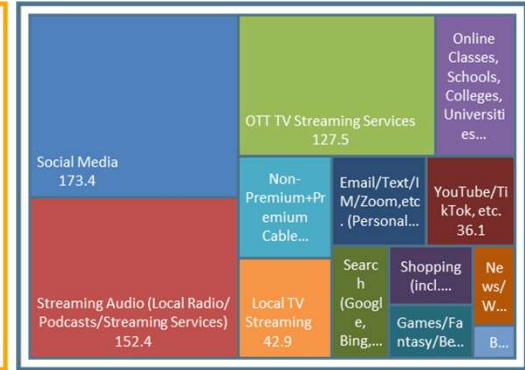
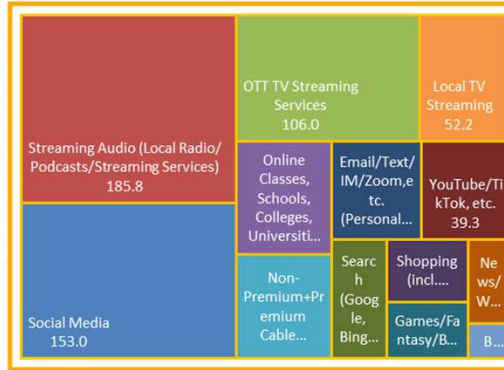
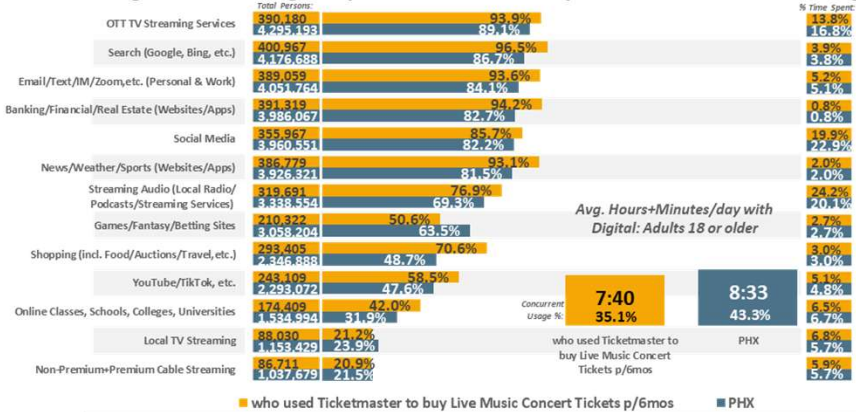
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



310,410 or 74.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Social Media for an average of 133.4 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

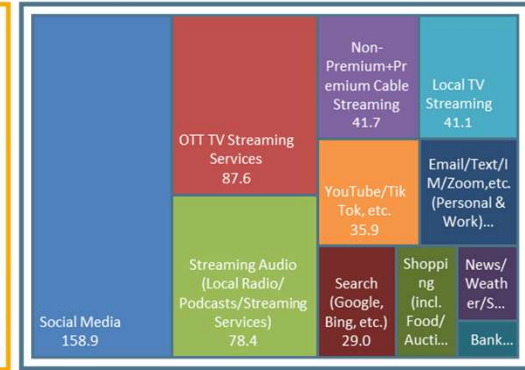
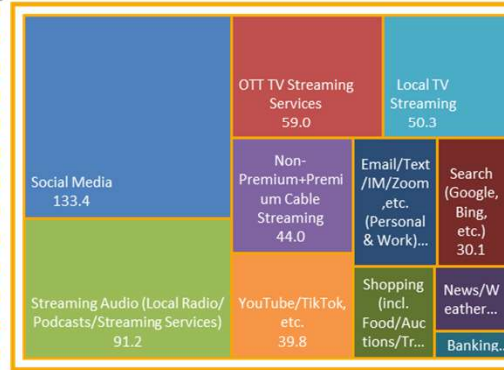
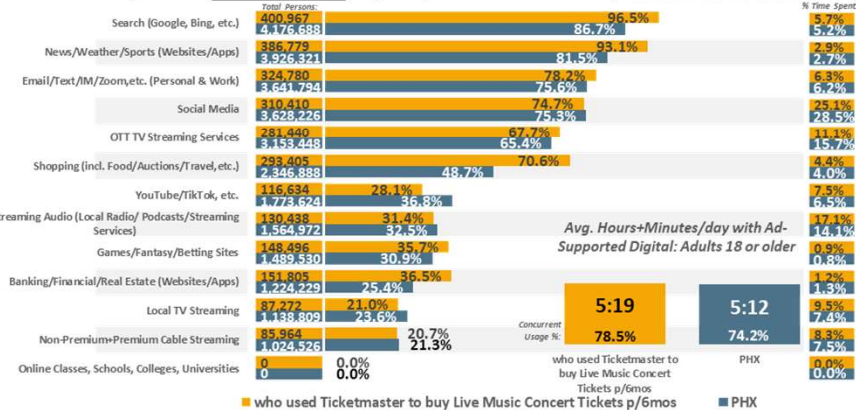
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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

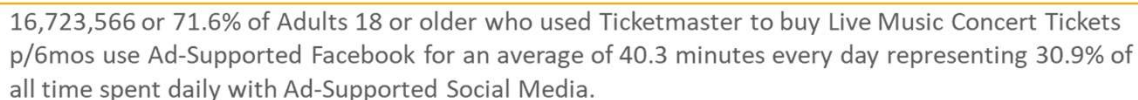


**Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older**

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







App	Total Persons	Time Spent (Hours:Minutes)	% of Total Time
Facebook	18,860,432	197:31:02	24.7%
Instagram	17,341,061	144:59:24	20.8%
YouTube Video	14,231,818	1:17:42:18	17.5%
LinkedIn	11,895,799	80:19:56	12.0%
TikTok	8,574,603	75:25:75	9.8%
Reddit	10,861,955	77:28:53	5.5%
X	9,352,183	65:15:52	8.2%
Pinterest	5,931,598	59:15:43	5.1%
WhatsApp	6,578,839	51:15:10	6.1%
Snapchat	5,798,230	47:29:23	6.1%
Others (Rumble, Threads, ...)	1,648,800	40:49:16	2.4%
Blogs/Message Boards (read...)	7,337,566	1:16:28:33	3.0%
tumblr	962,533	3:23:32	2.3%

Avg. Hours+Minutes/day with all Social Media: Adults 18 or older

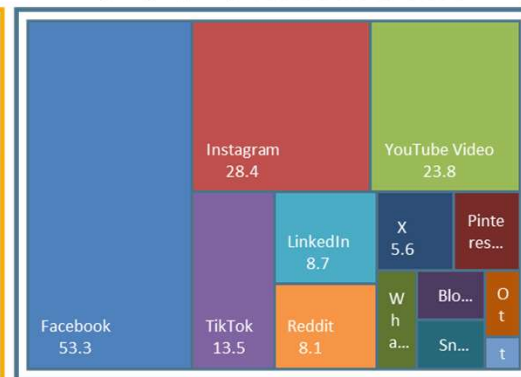
2:36 (US)

2:39 (USA)

who used Ticketmaster to buy Live Music Concert Tickets p/6mos

who used Ticketmaster to buy Live Music Concert Tickets p/6mos

USA



**Platform**

**USA**

**USA**

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

Platform	USA (%)	USA (%)
Facebook	71.6%	73.9%
Instagram	46.9%	59.4%
YouTube Video	38.4%	39.4%
TikTok	36.7%	30.2%
LinkedIn	43.7%	27.9%
Reddit	38.9%	26.2%
X	32.2%	20.9%
Pinterest	28.0%	19.0%
WhatsApp	24.0%	17.9%
Snapchat	20.0%	15.6%
Others (Rumble, Threads, ...)	5.5%	12.9%
Blogs/Message Boards (read...)	4.8%	3.8%
tumblr	3.8%	3.3%

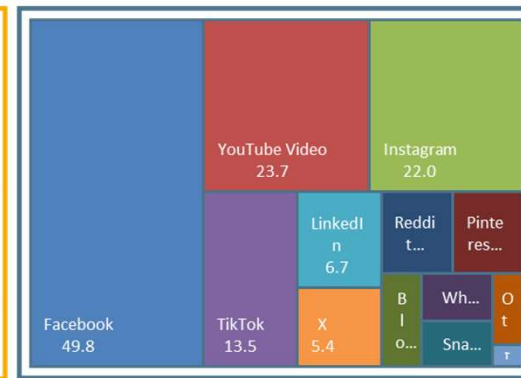
**2:10**

**2:21**

**who used Ticketmaster to buy Live Music Concert Tickets p/6mos**

**who used Ticketmaster to buy Live Music Concert Tickets p/6mos**

**USA**



■ USA  
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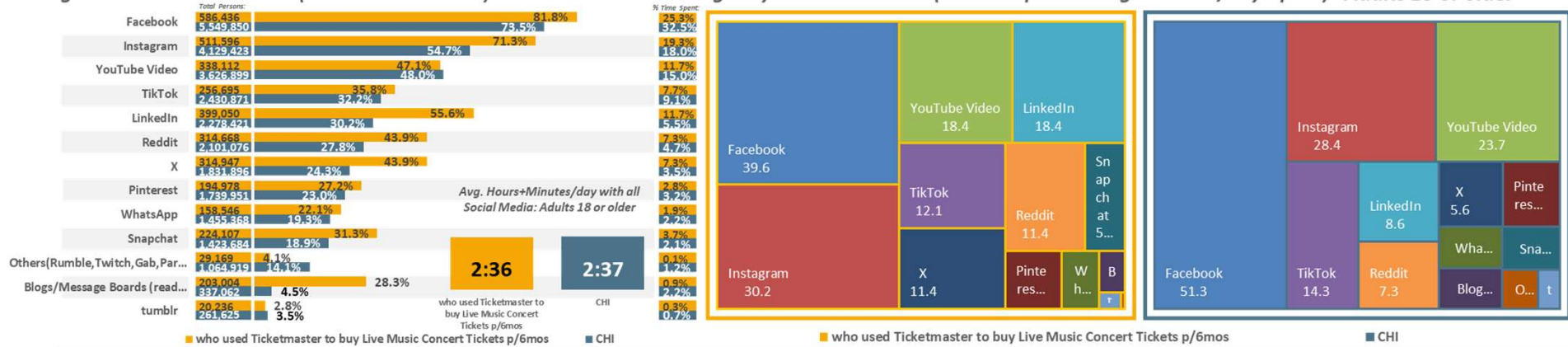
(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)



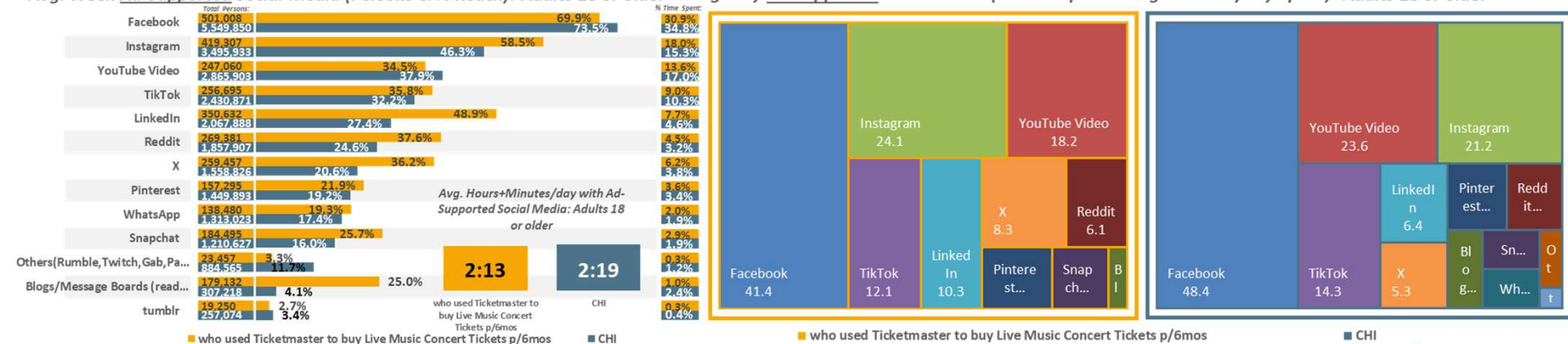


501,008 or 69.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 41.4 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

**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**



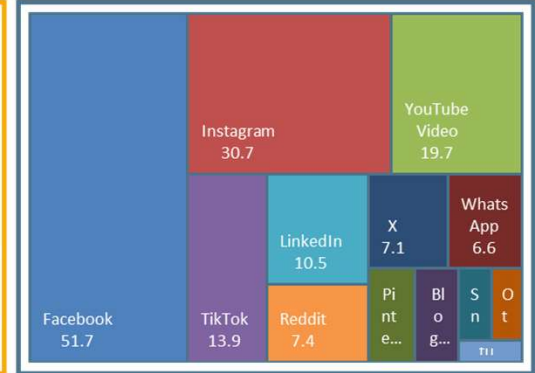
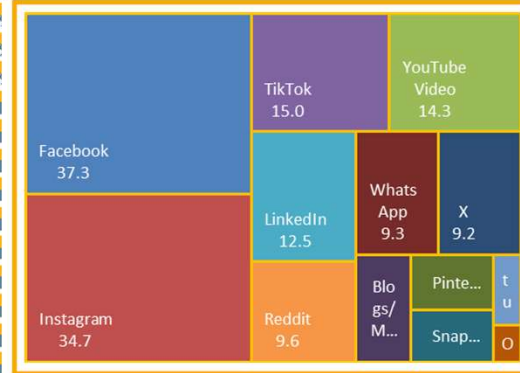
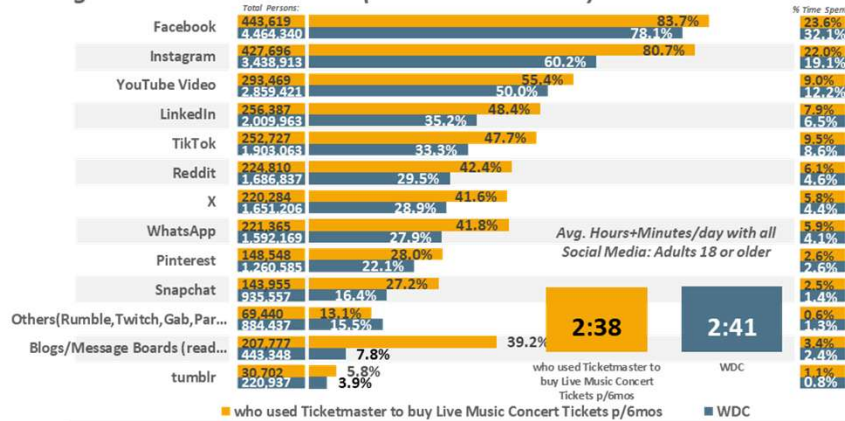
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



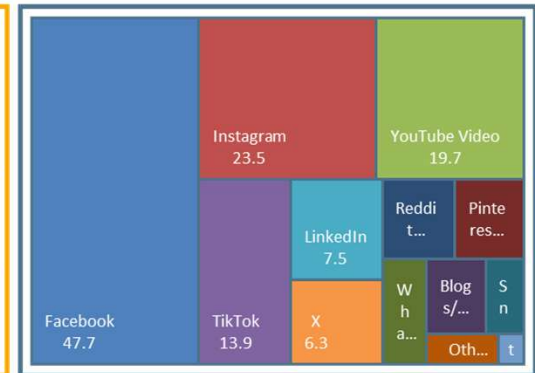
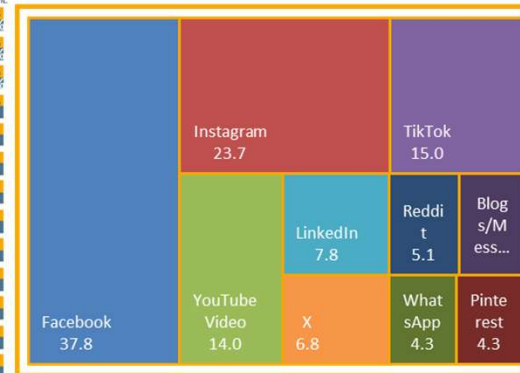
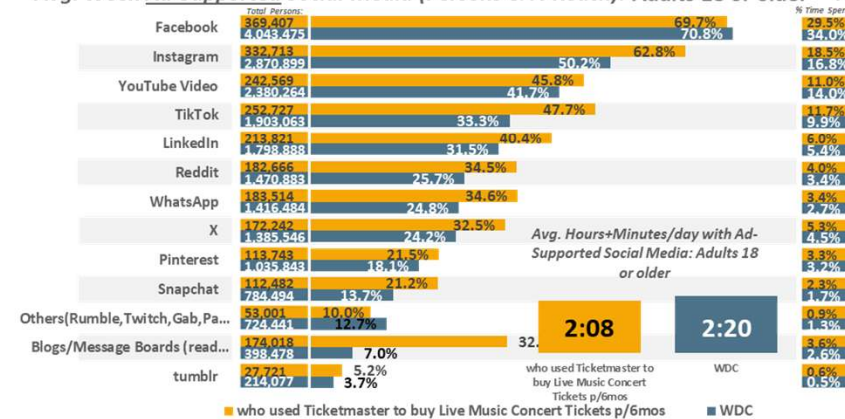


369,407 or 69.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 37.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596  
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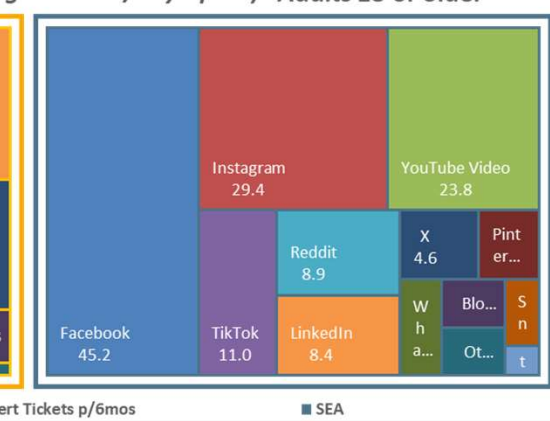
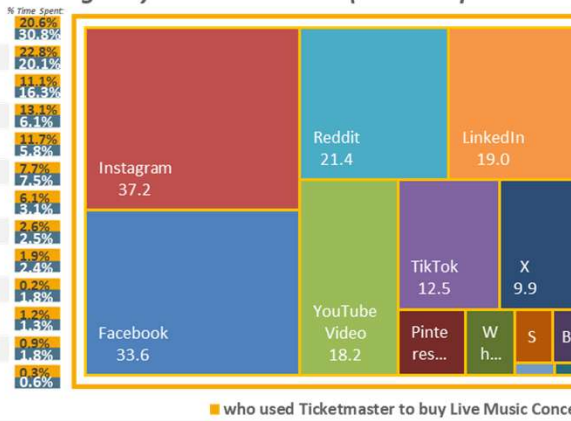
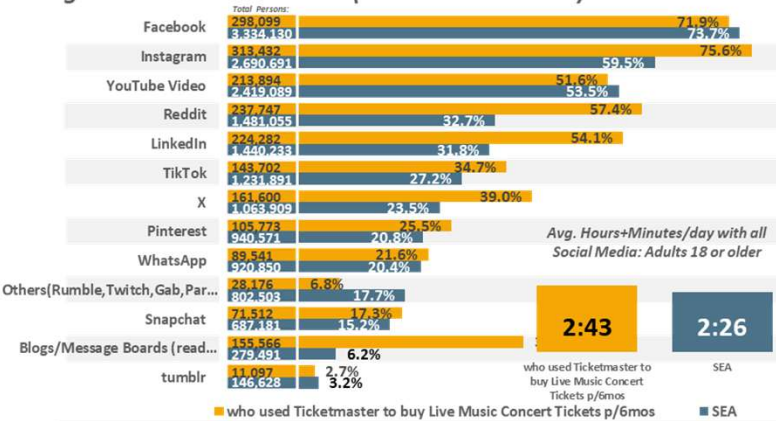
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

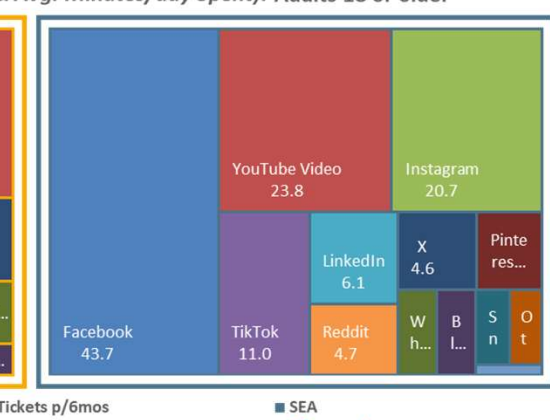
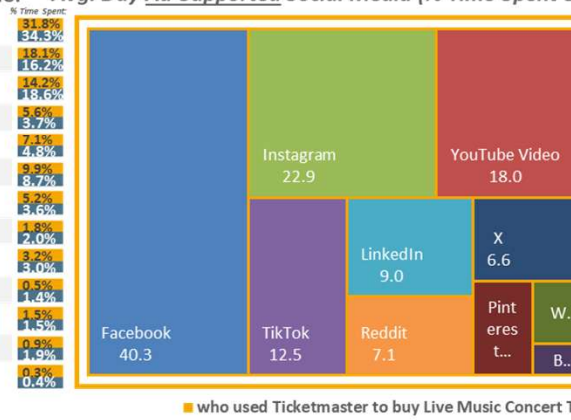
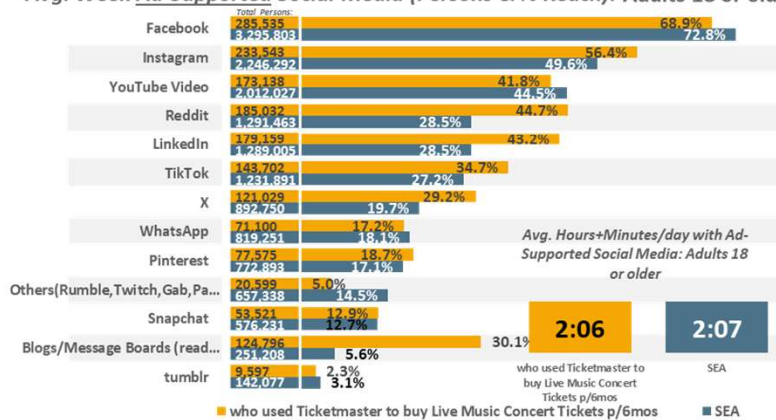


285,535 or 68.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

**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**



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 364  
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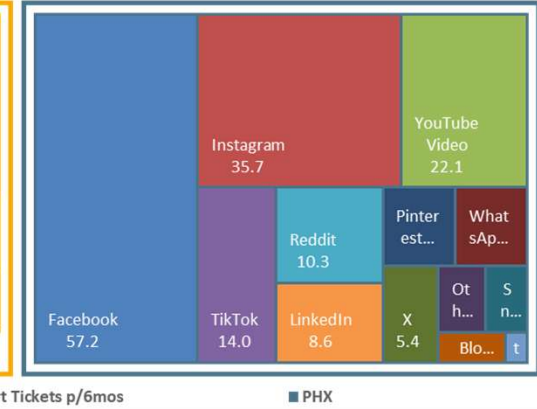
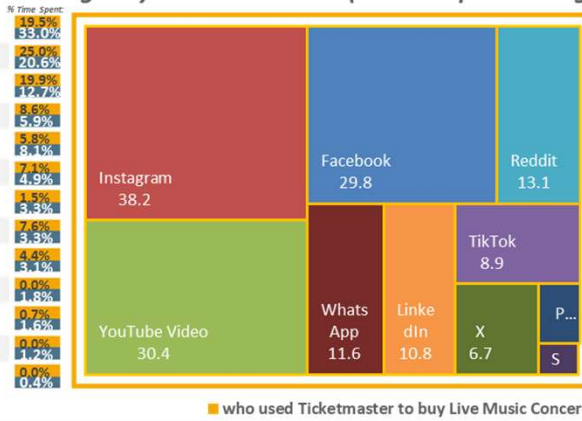
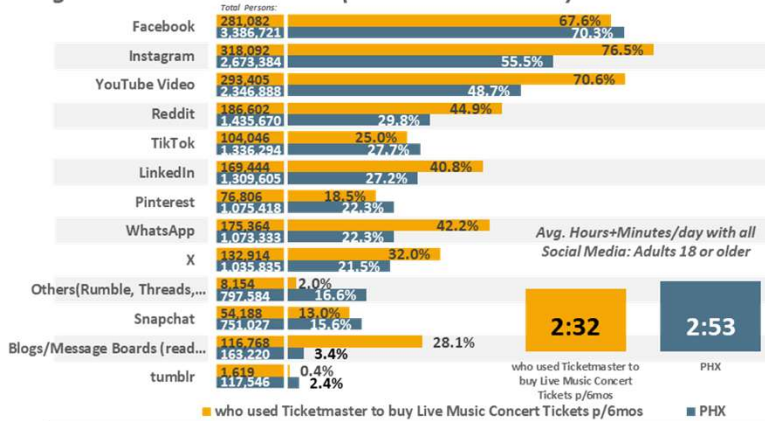
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



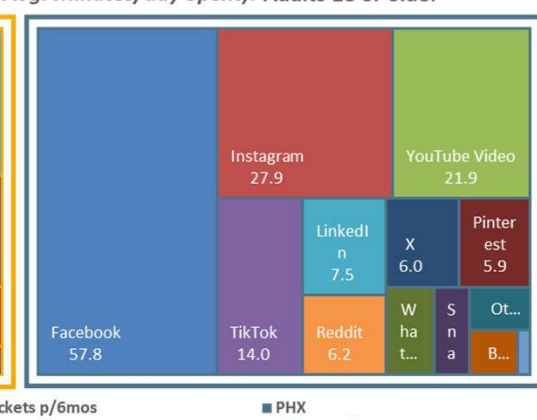
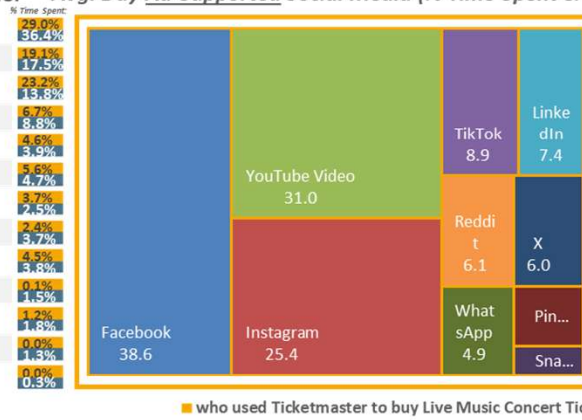
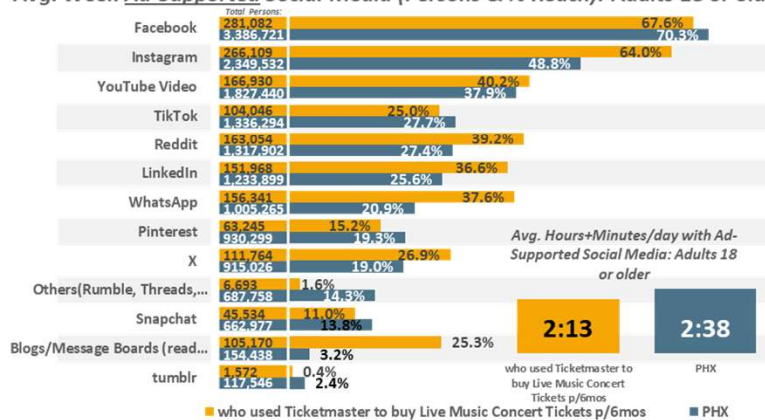


281,082 or 67.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 38.6 minutes every day representing 29.0% of all time spent daily with Ad-Supported Social Media.

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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 218  
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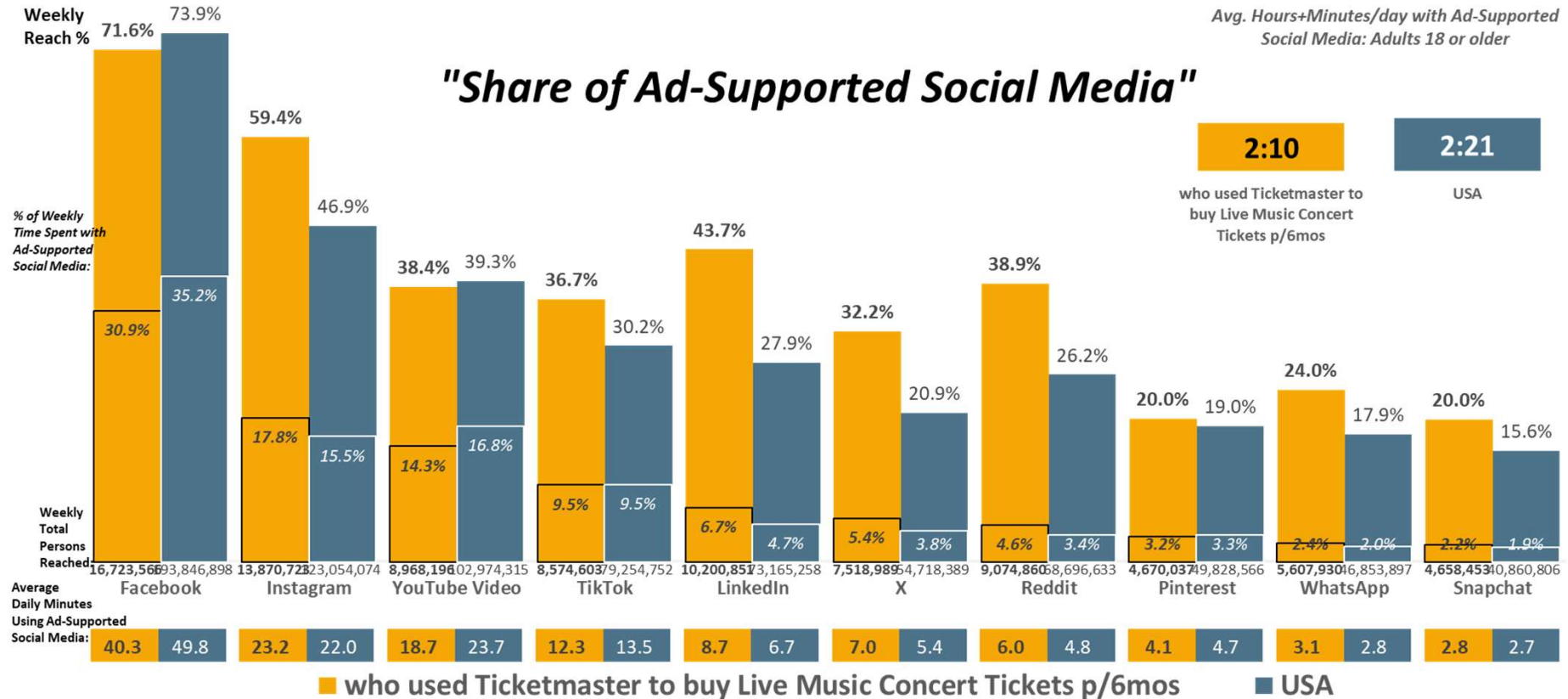
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



16,723,566 or 71.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226 Scarborough R1 2026: Sep24-Feb26  
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110

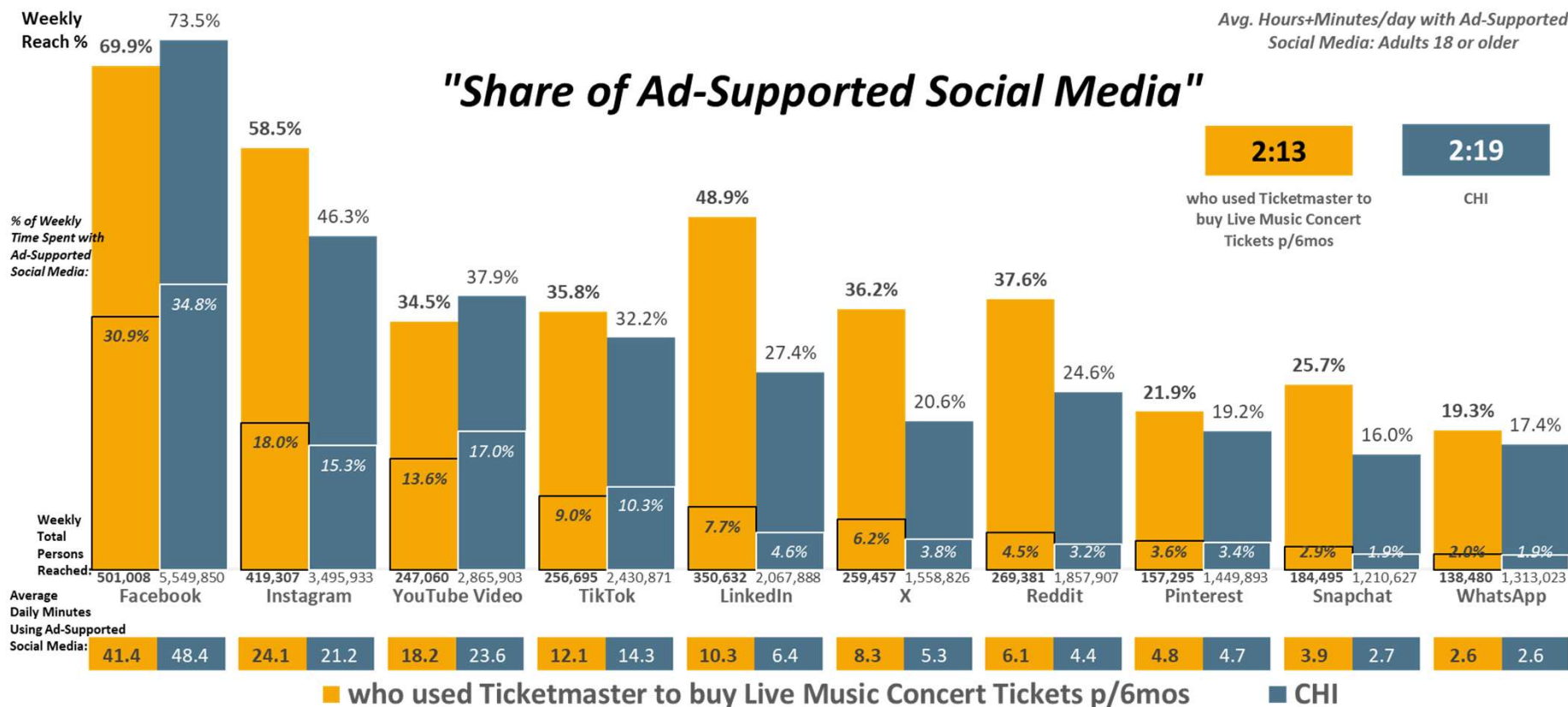
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



501,008 or 69.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 41.4 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 383  
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

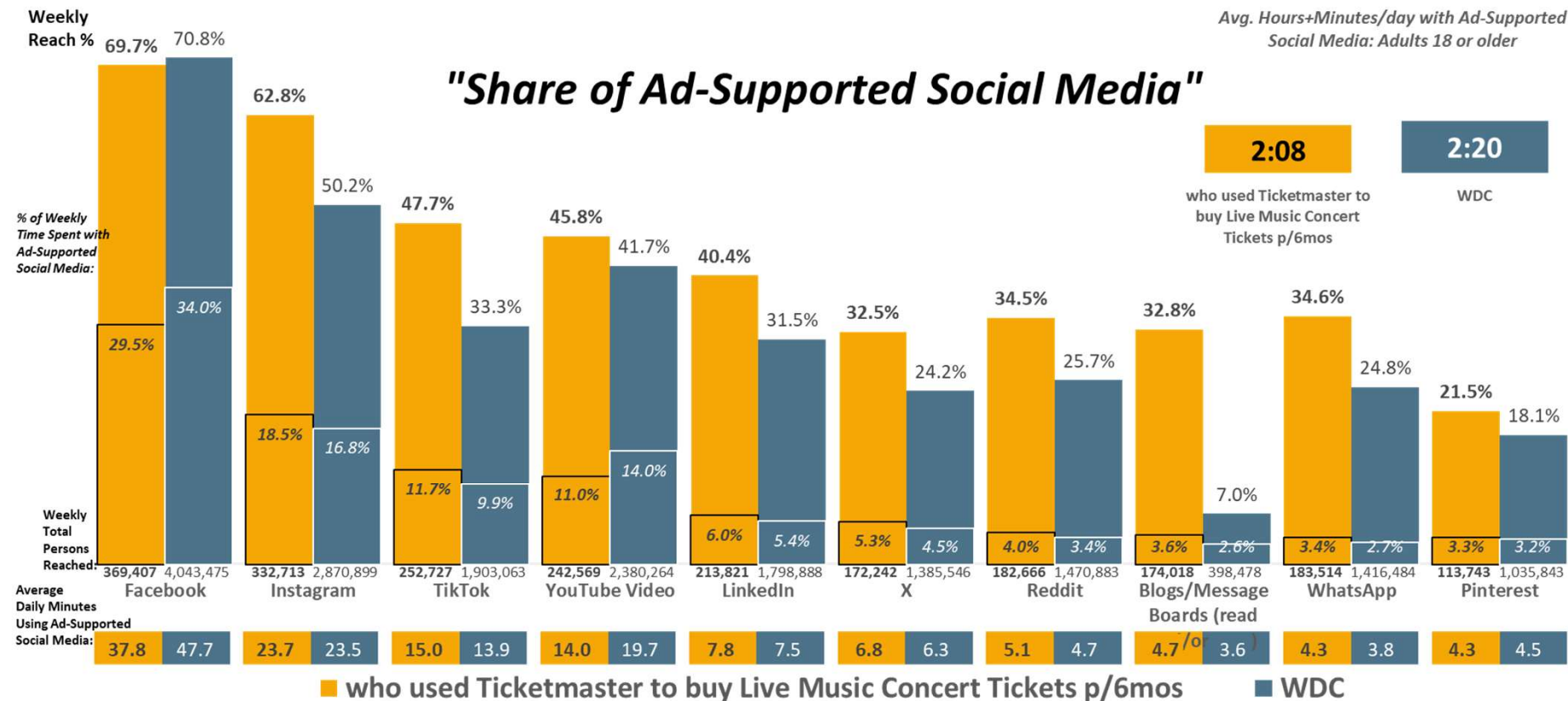
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





369,407 or 69.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 37.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.



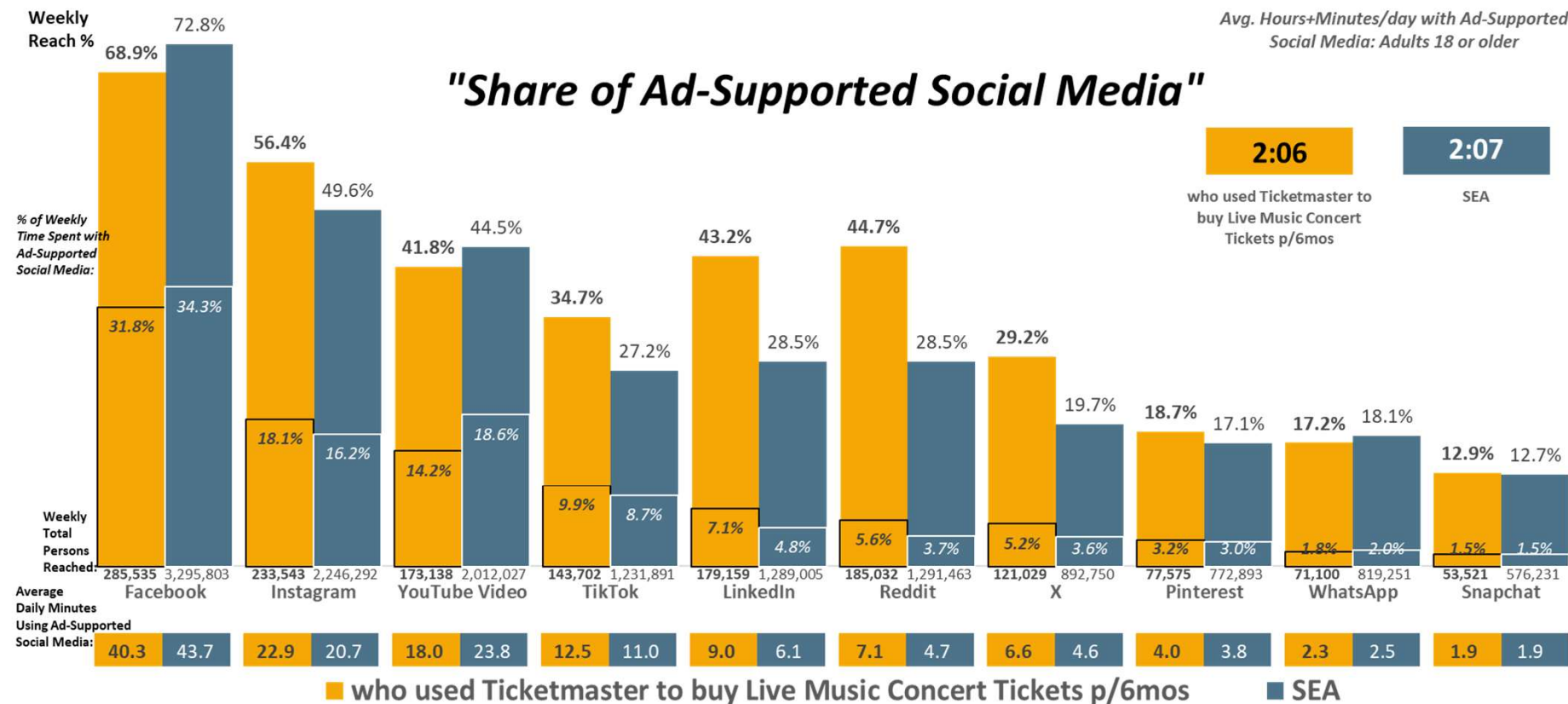
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



285,535 or 68.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.



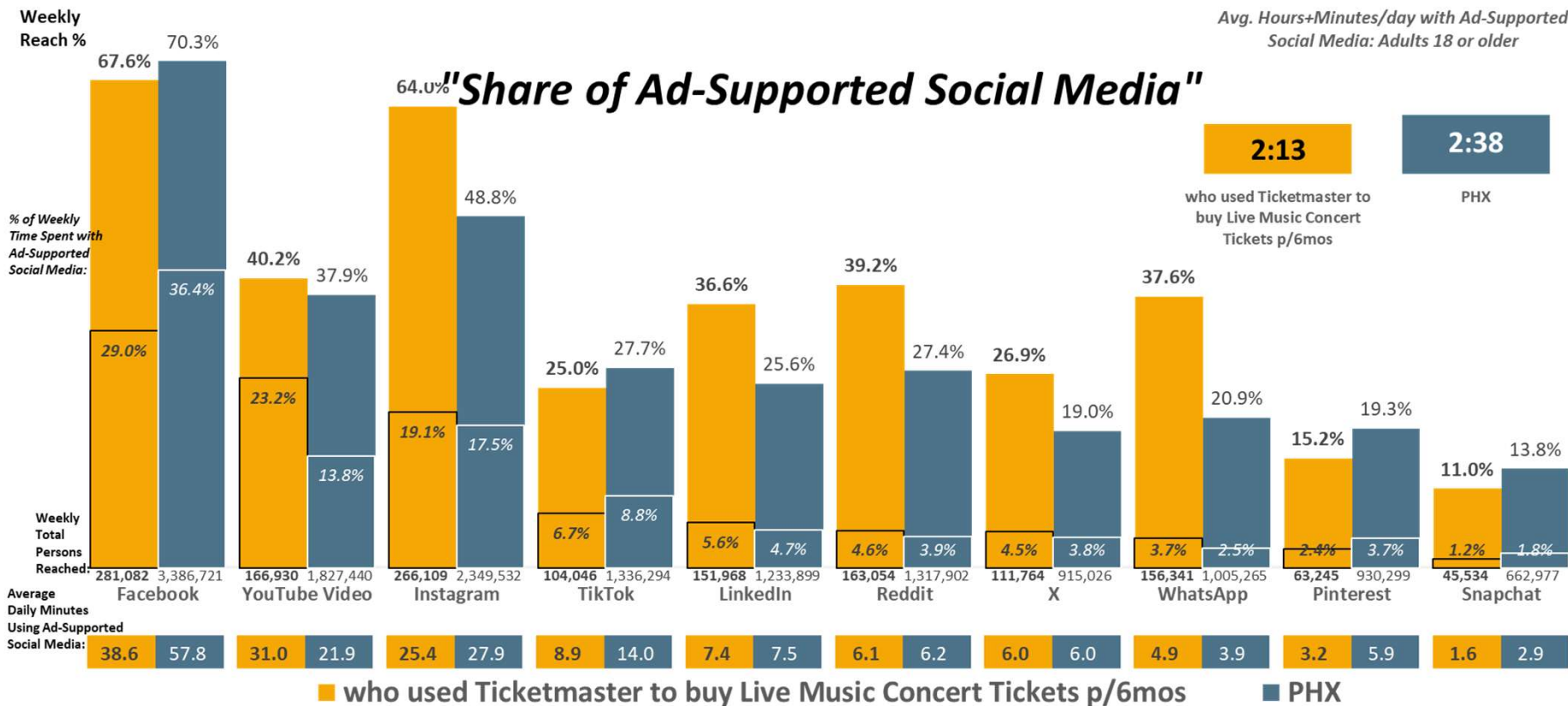
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 364 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



281,082 or 67.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 38.6 minutes every day representing 29.0% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 218  
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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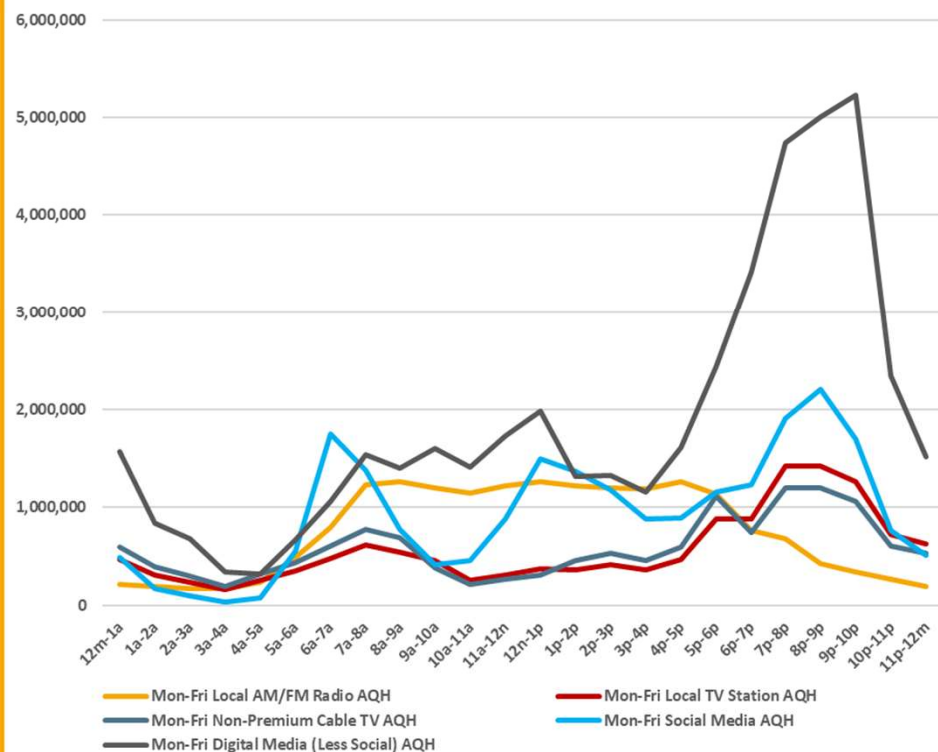
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



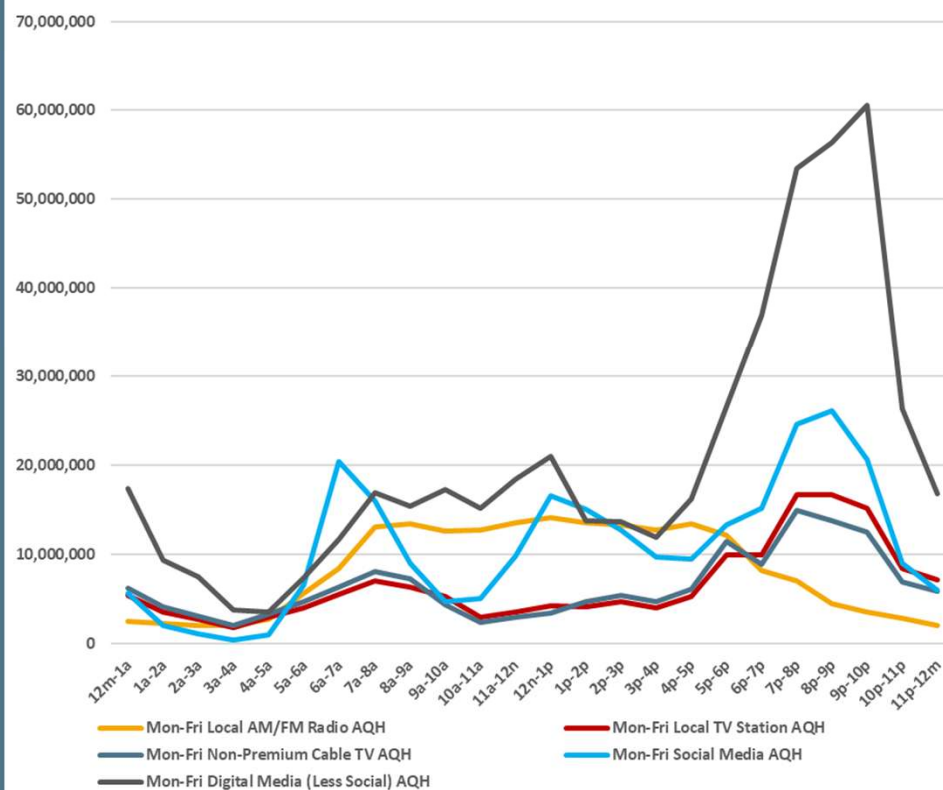


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,693,822;  
Local Radio: 1,146,917; Social Media: 1,067,301; Non-Prem. Cable: 551,773; Local TV:  
495,021 reaching Adults 18 or older who used Ticketmaster to buy Live Musi

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos*



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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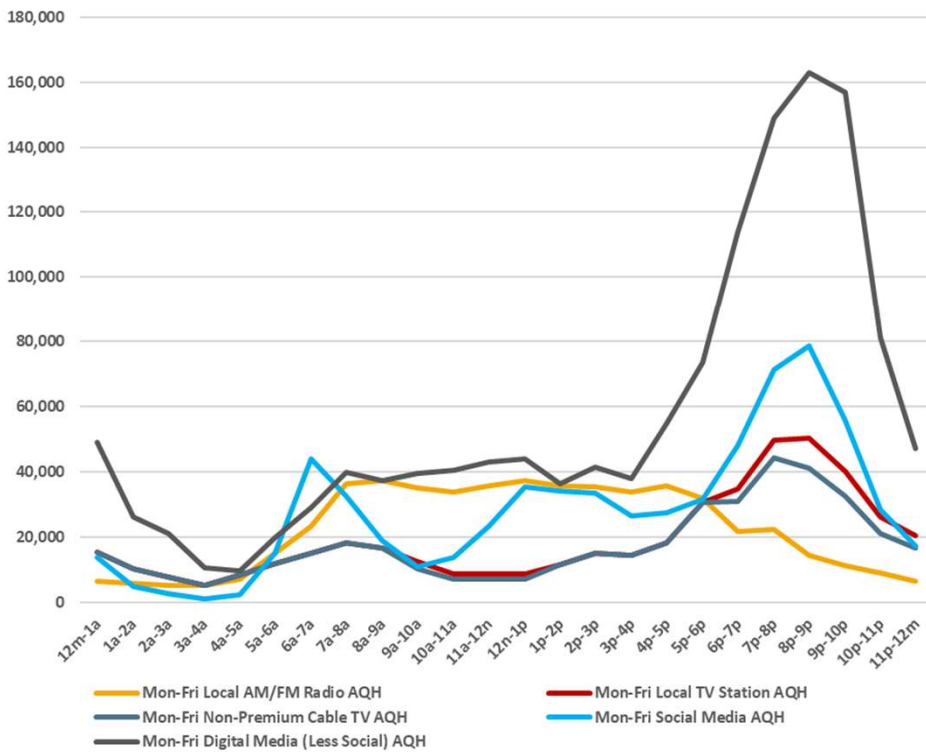
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

soefa.ai Share of Everything for Anything

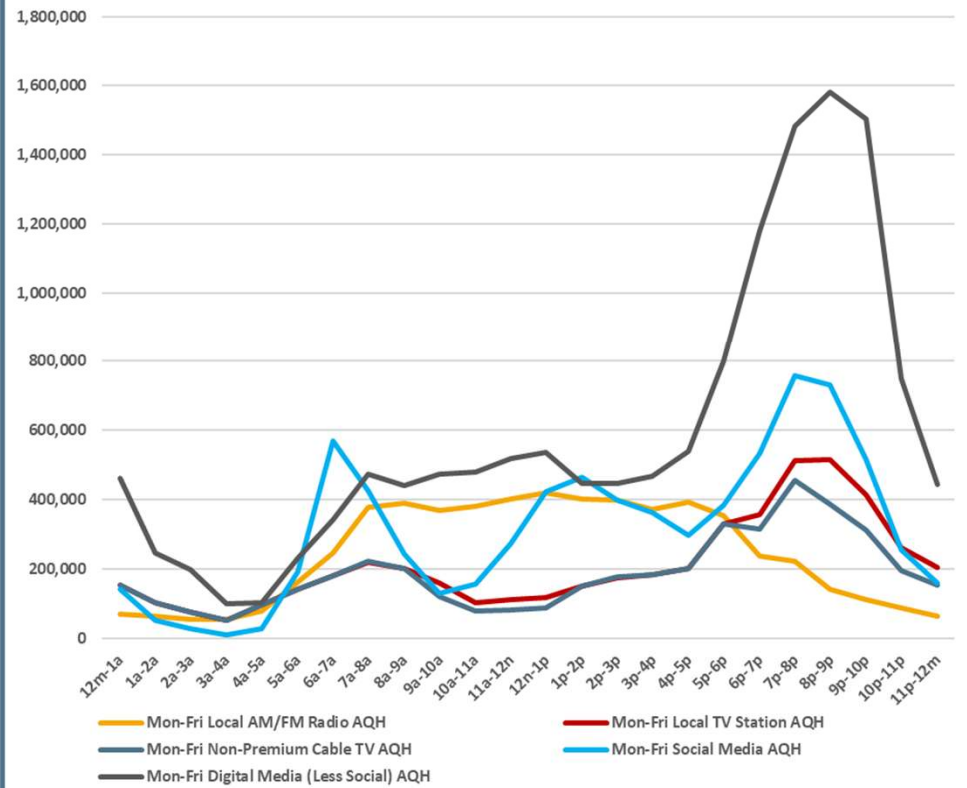


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,562; Local Radio: 33,319; Social Media: 29,257; Local TV: 16,409; Non-Prem. Cable: 15,579 reaching Adults 18 or older who used Ticketmaster to buy Live Music Concert T

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos



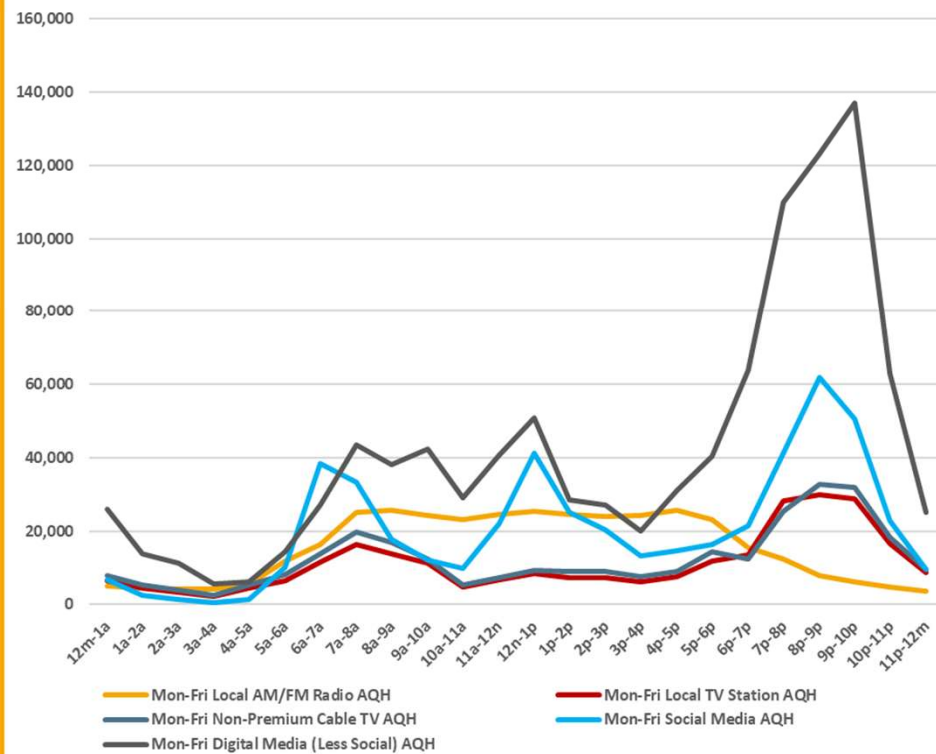
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CHI Metro Area Adults 18 or older



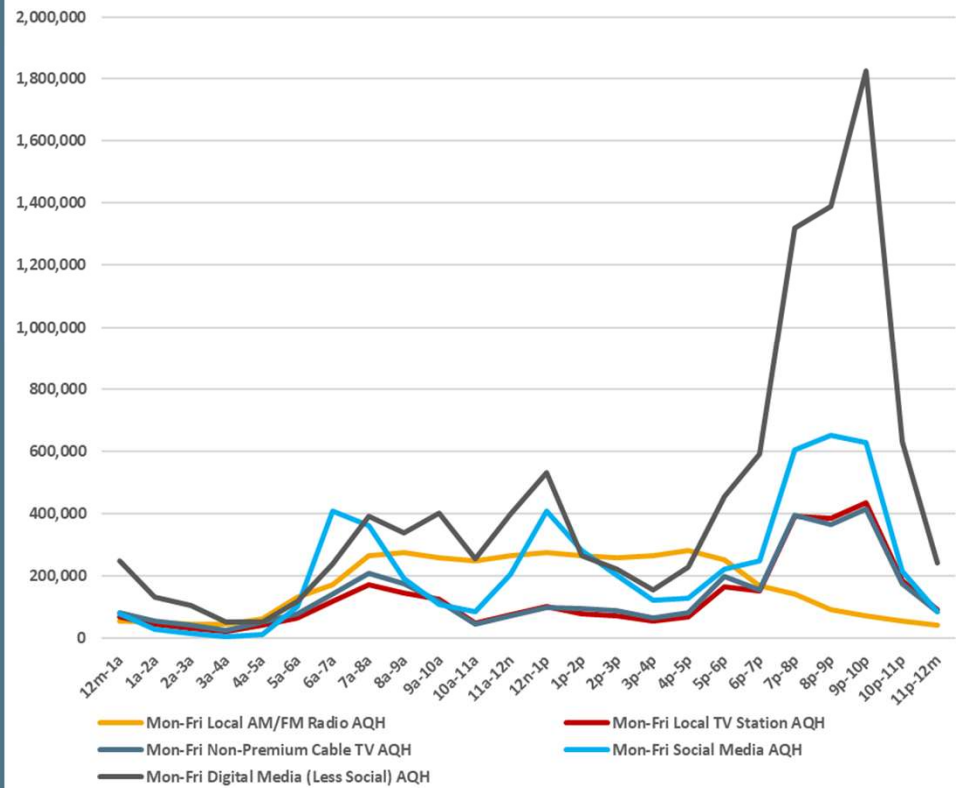


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,135;  
Local Radio: 23,232; Social Media: 22,022; Non-Prem. Cable: 11,270; Local TV: 9,774  
reaching Adults 18 or older who used Ticketmaster to buy Live Music Concert Ti

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos



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

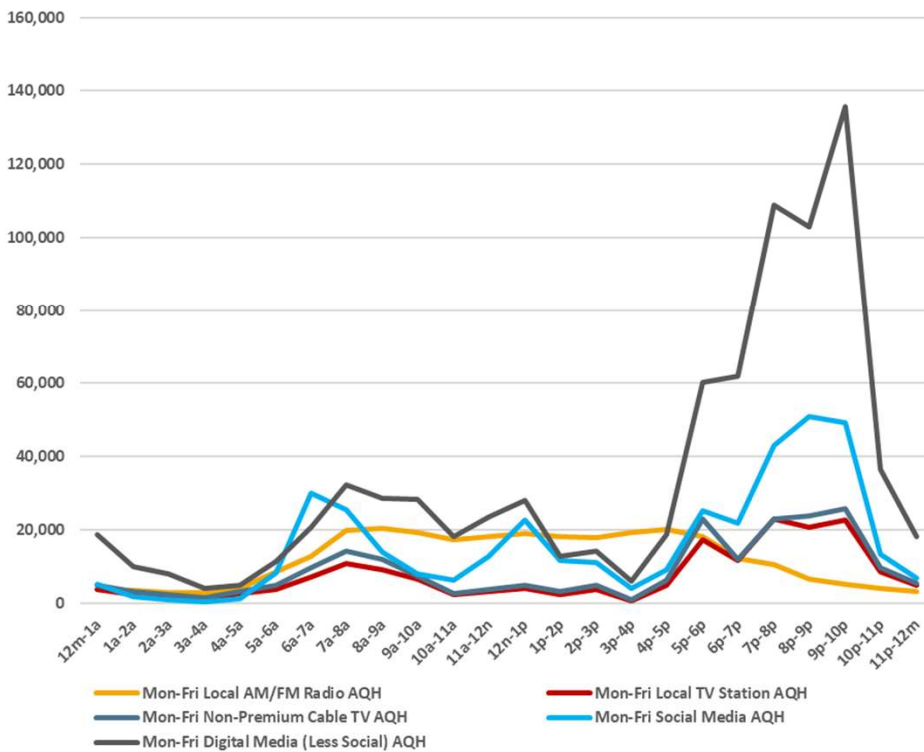




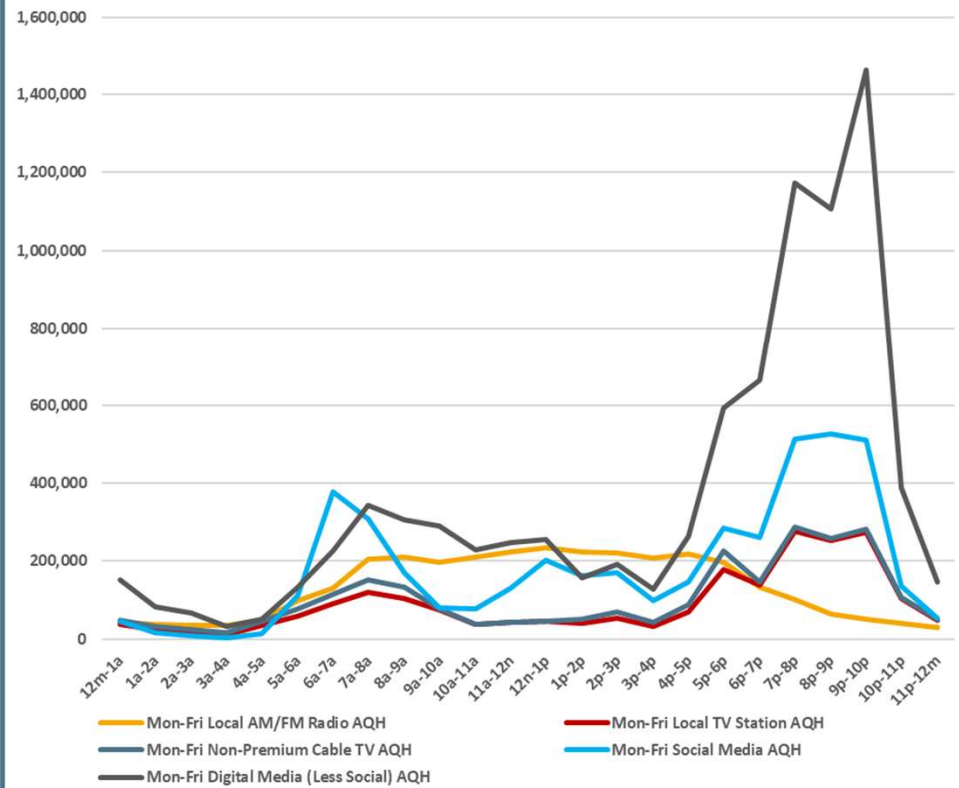


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,142;  
Local Radio: 17,910; Social Media: 15,505; Non-Prem. Cable: 7,991; Local TV: 6,423  
reaching Adults 18 or older who used Ticketmaster to buy Live Music Concert Tic

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos



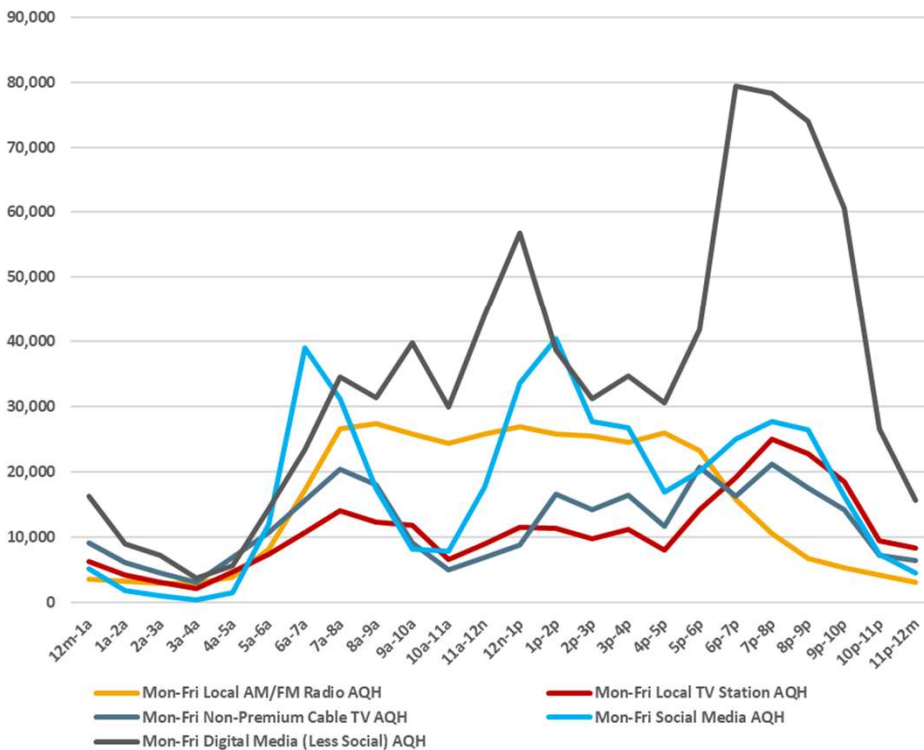
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
SEA Metro Area Adults 18 or older



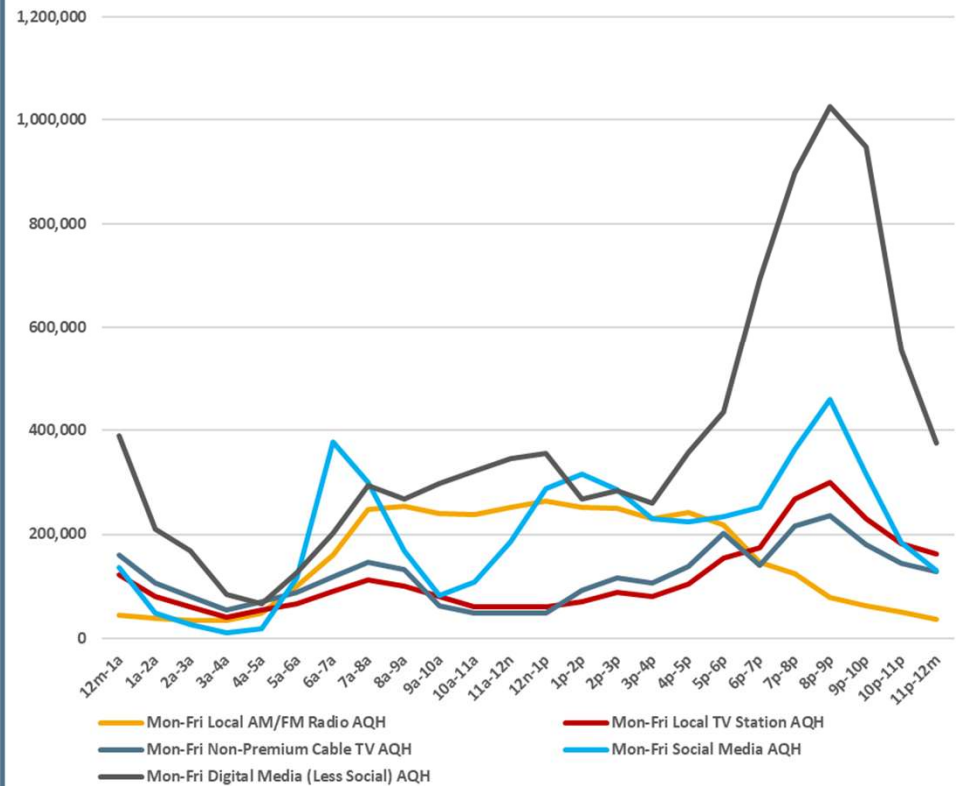


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,713;  
Local Radio: 24,239; Social Media: 23,983; Non-Prem. Cable: 13,826; Local TV: 11,506  
reaching Adults 18 or older who used Ticketmaster to buy Live Music Concert T

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos



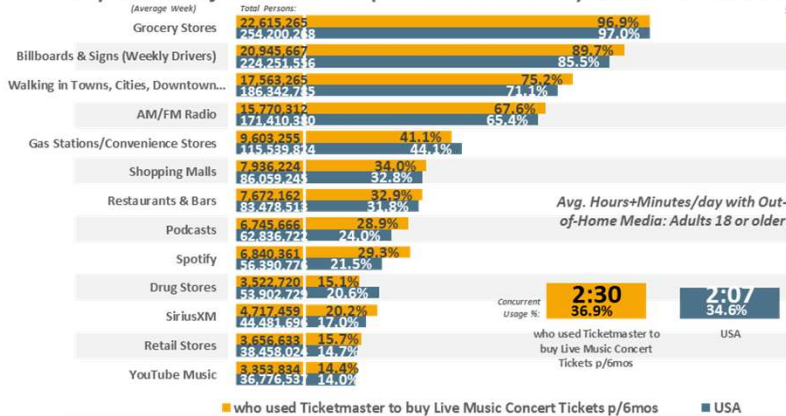
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHX Metro Area Adults 18 or older



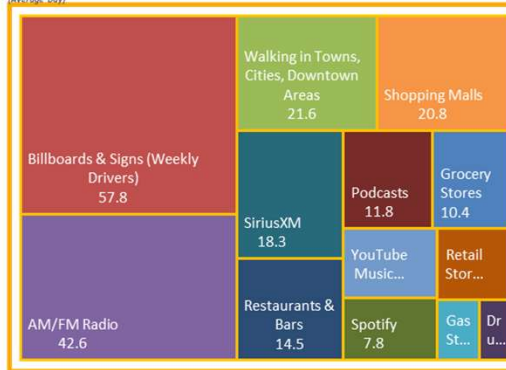


20,945,667 or 89.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 39.7

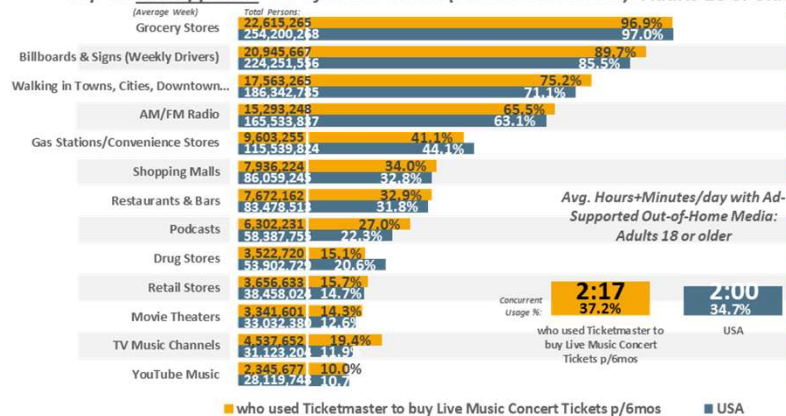
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



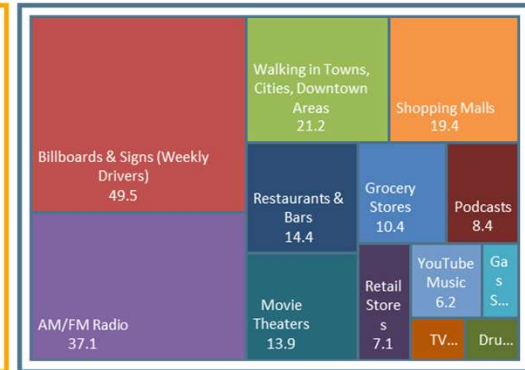
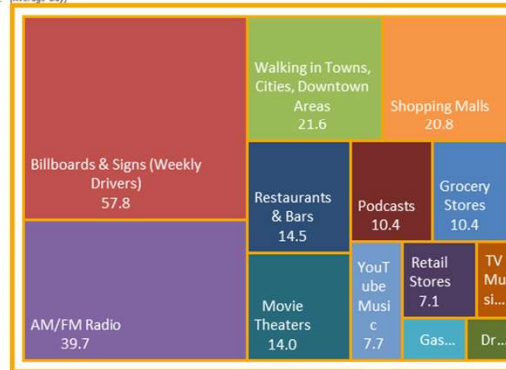
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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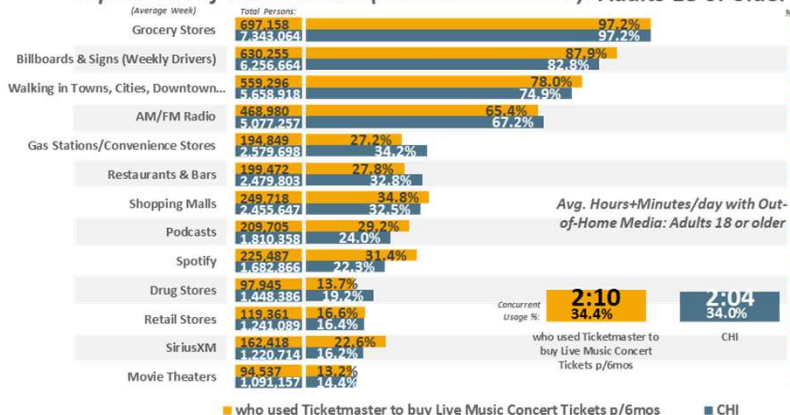
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



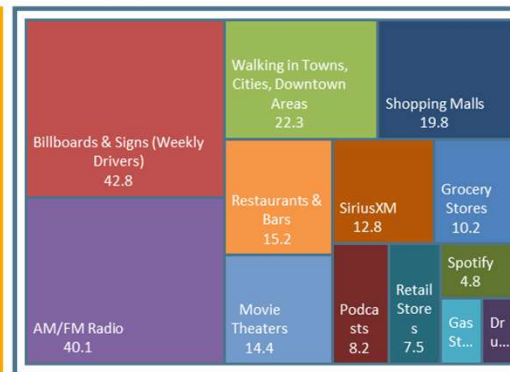
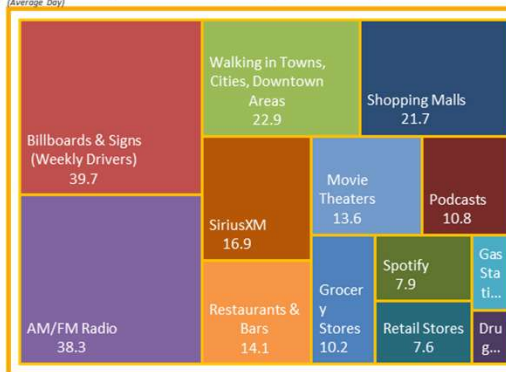


630,255 or 87.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 39.7 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 35.4 mi

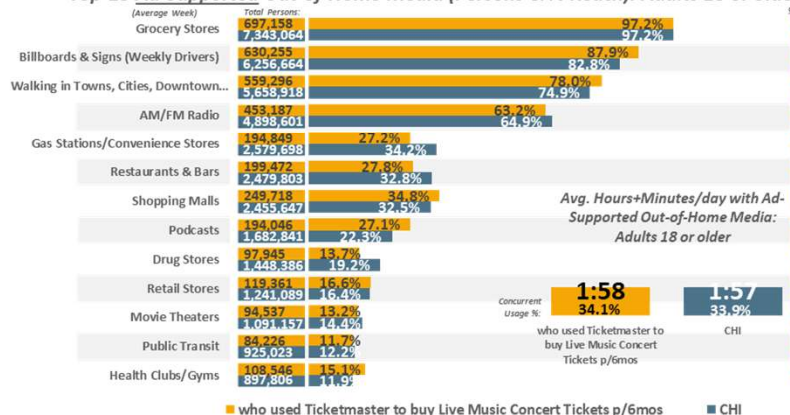
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



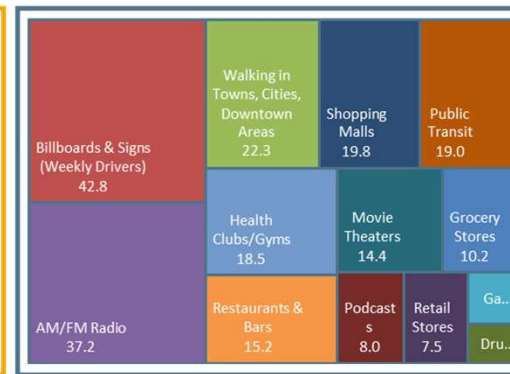
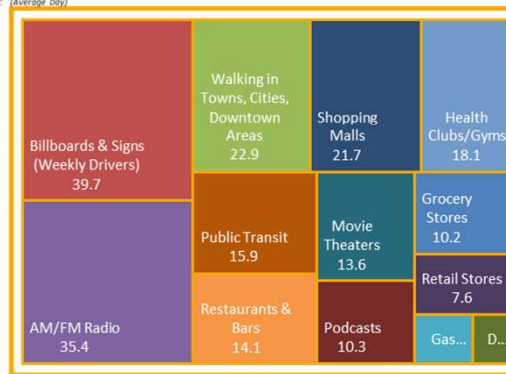
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 383  
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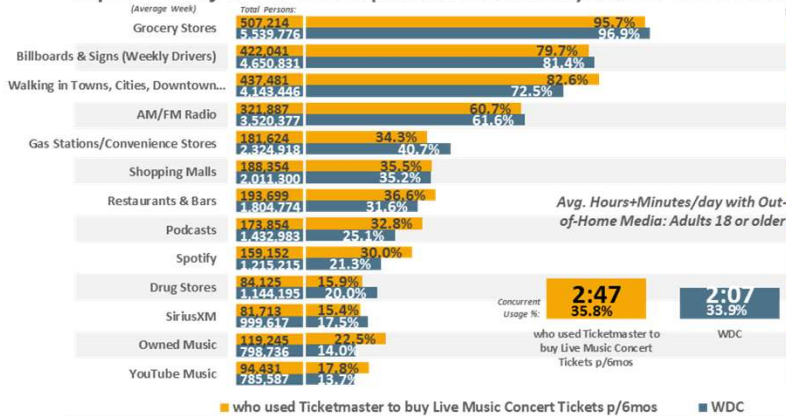
soefa.ai Share of Everything for Anything

[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

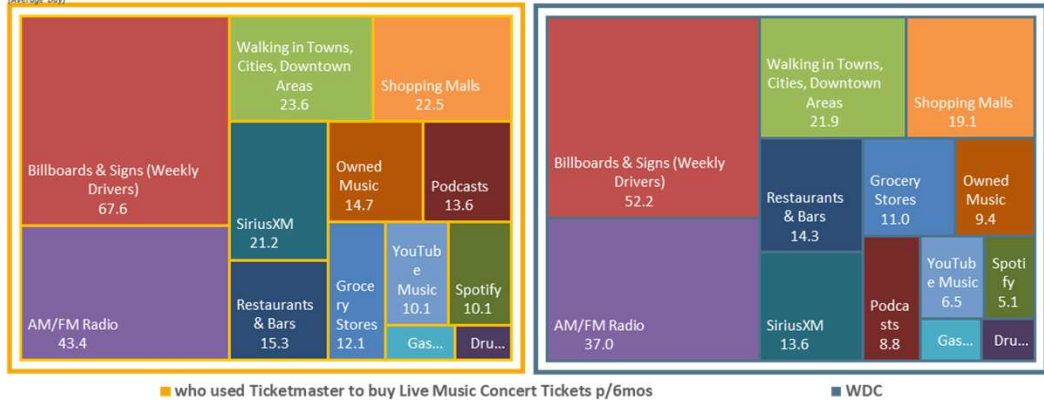


422,041 or 79.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 67.6 minutes per day driving, seeing Billboards and Signs. 58.8% Listen to Local Radio Stations Out-of-Home for an average of 40.8 mi

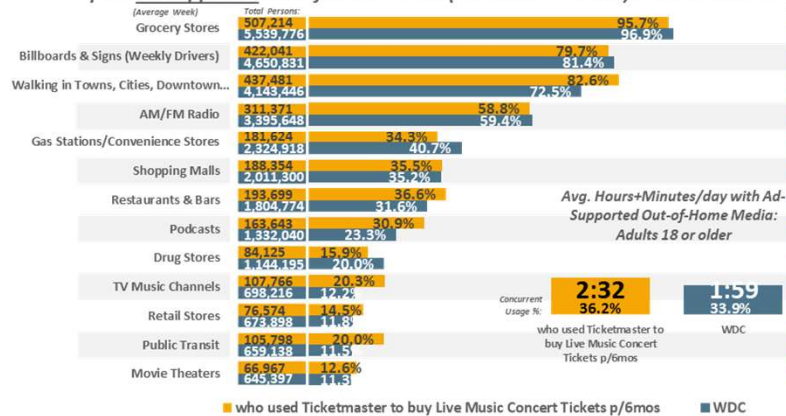
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



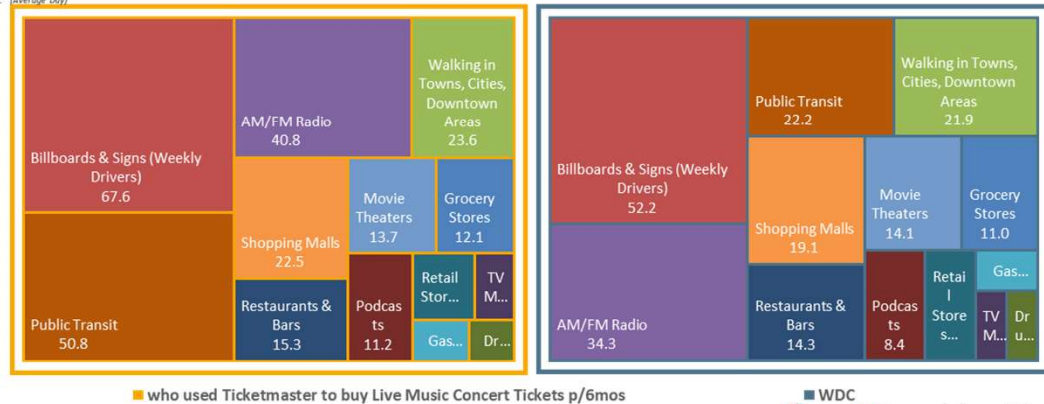
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596  
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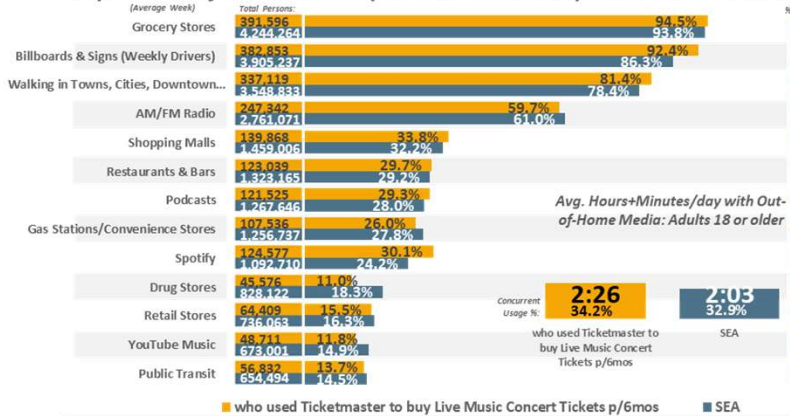
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



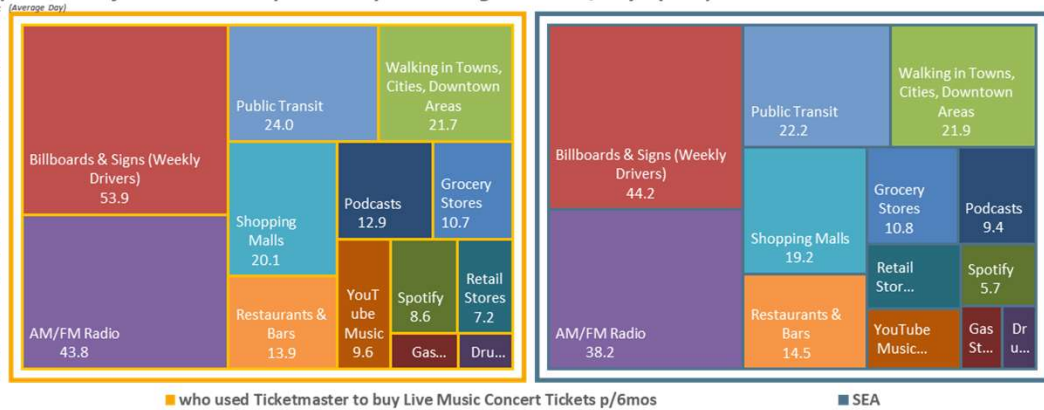


382,853 or 92.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 53.9 minutes per day driving, seeing Billboards and Signs. 58.1% Listen to Local Radio Stations Out-of-Home for an average of 40.1 mi

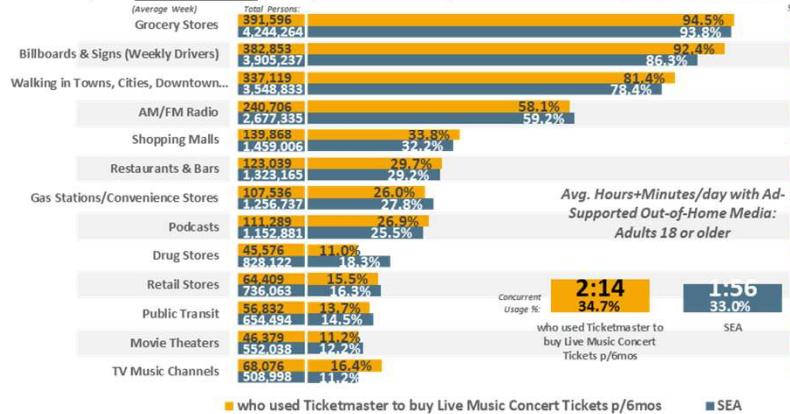
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



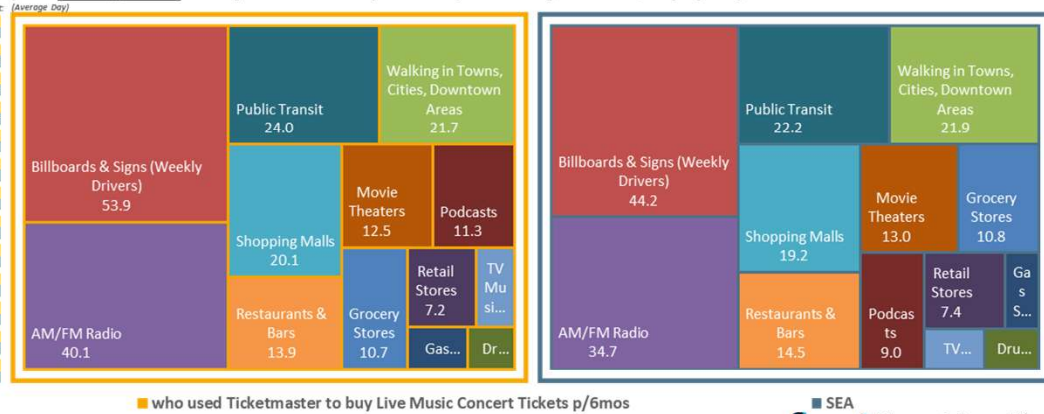
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

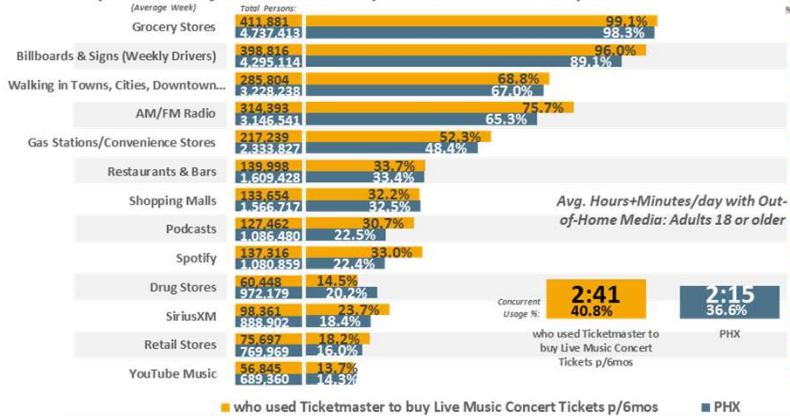




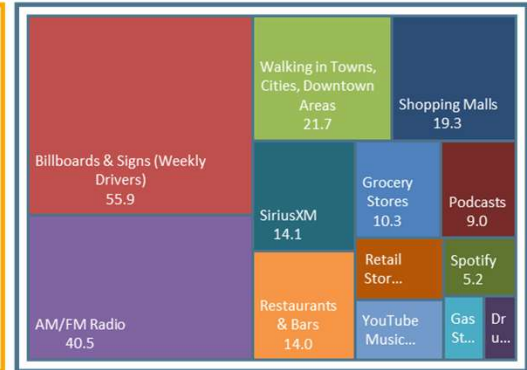
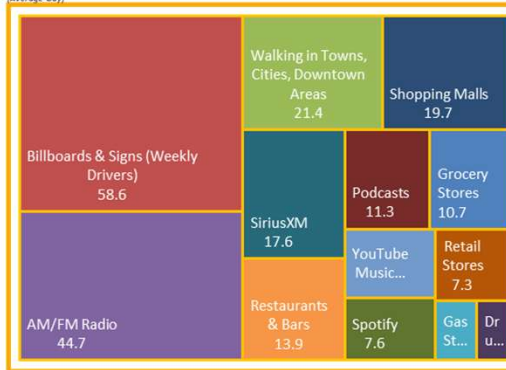


398,816 or 96.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 58.6 minutes per day driving, seeing Billboards and Signs. 74.3% Listen to Local Radio Stations Out-of-Home for an average of 42.7 min

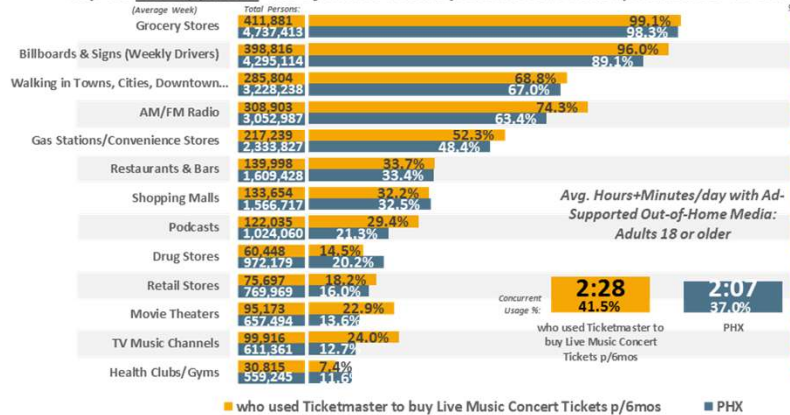
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



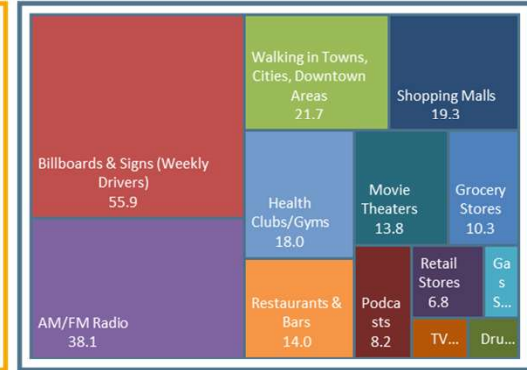
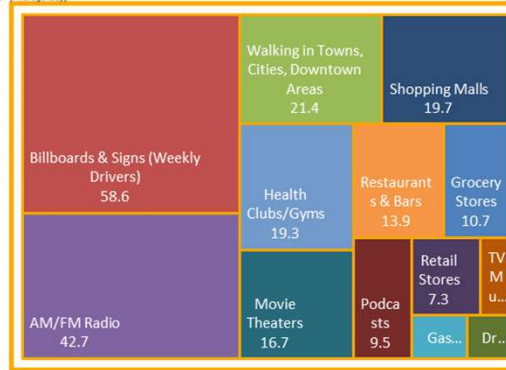
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 218  
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

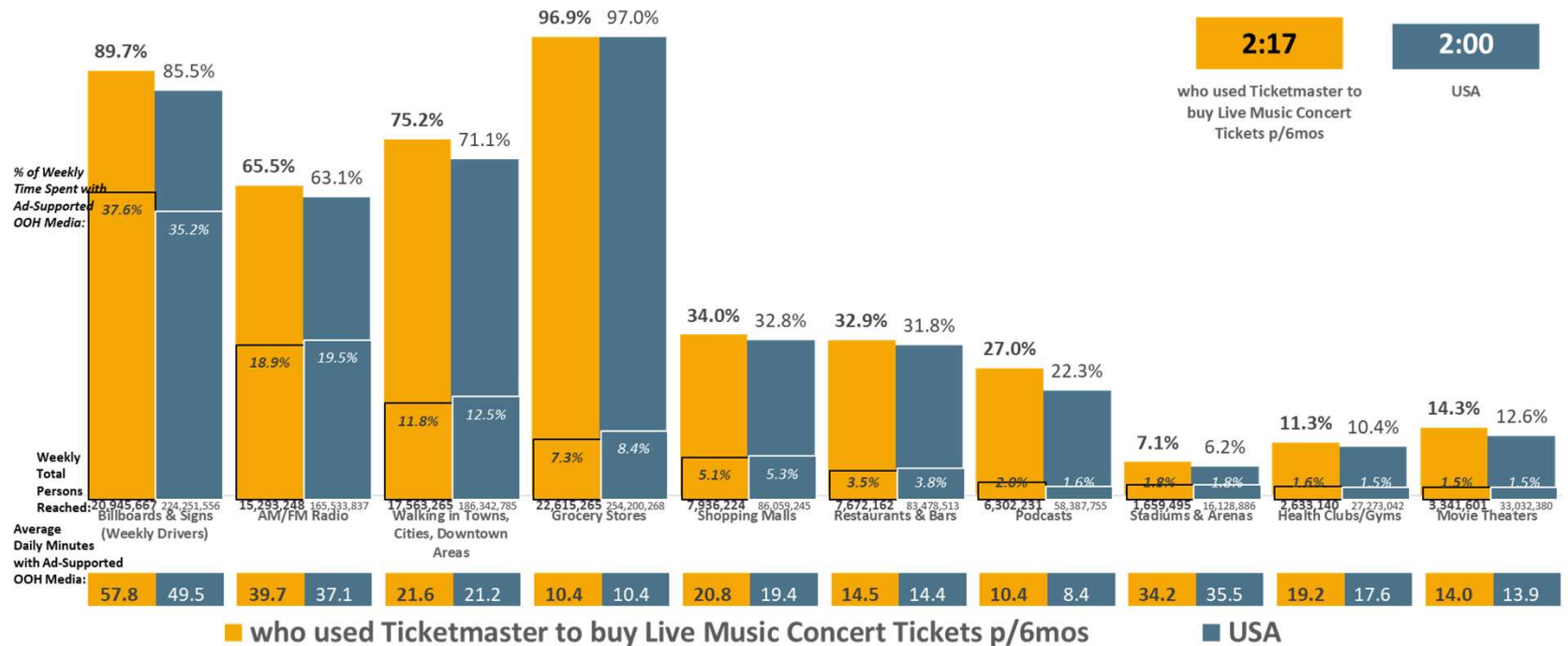


20,945,667 or 89.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 57.8 minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110  
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

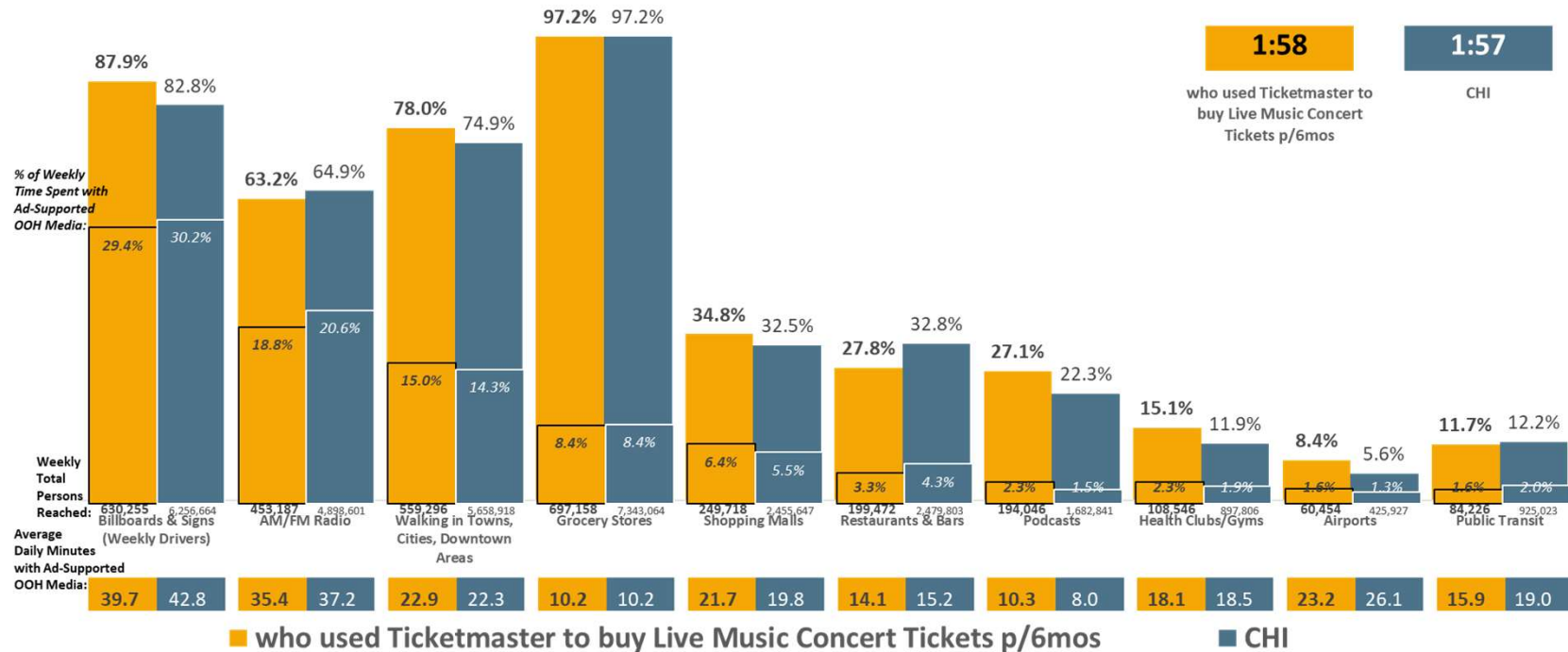


630,255 or 87.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 39.7 minutes per day driving, seeing Billboards and Signs representing 29.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 383  
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



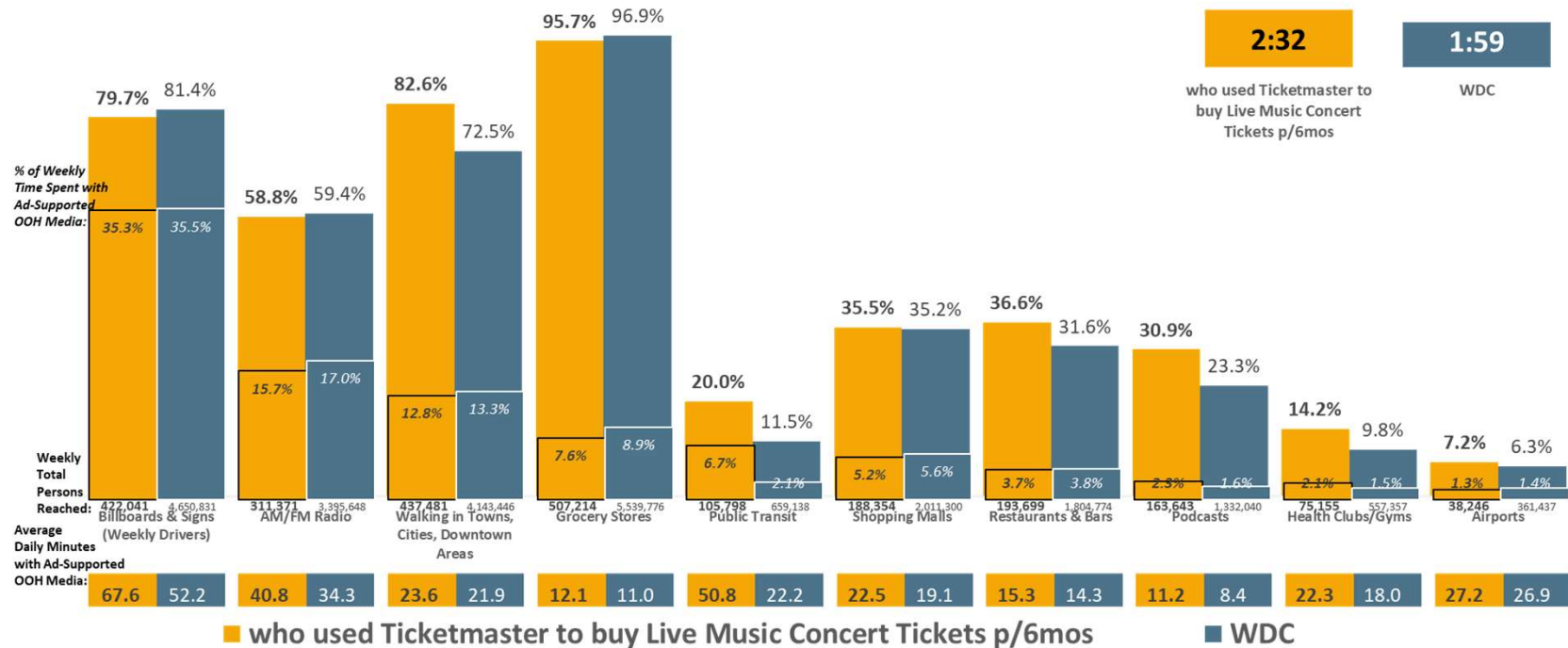


422,041 or 79.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 67.6 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

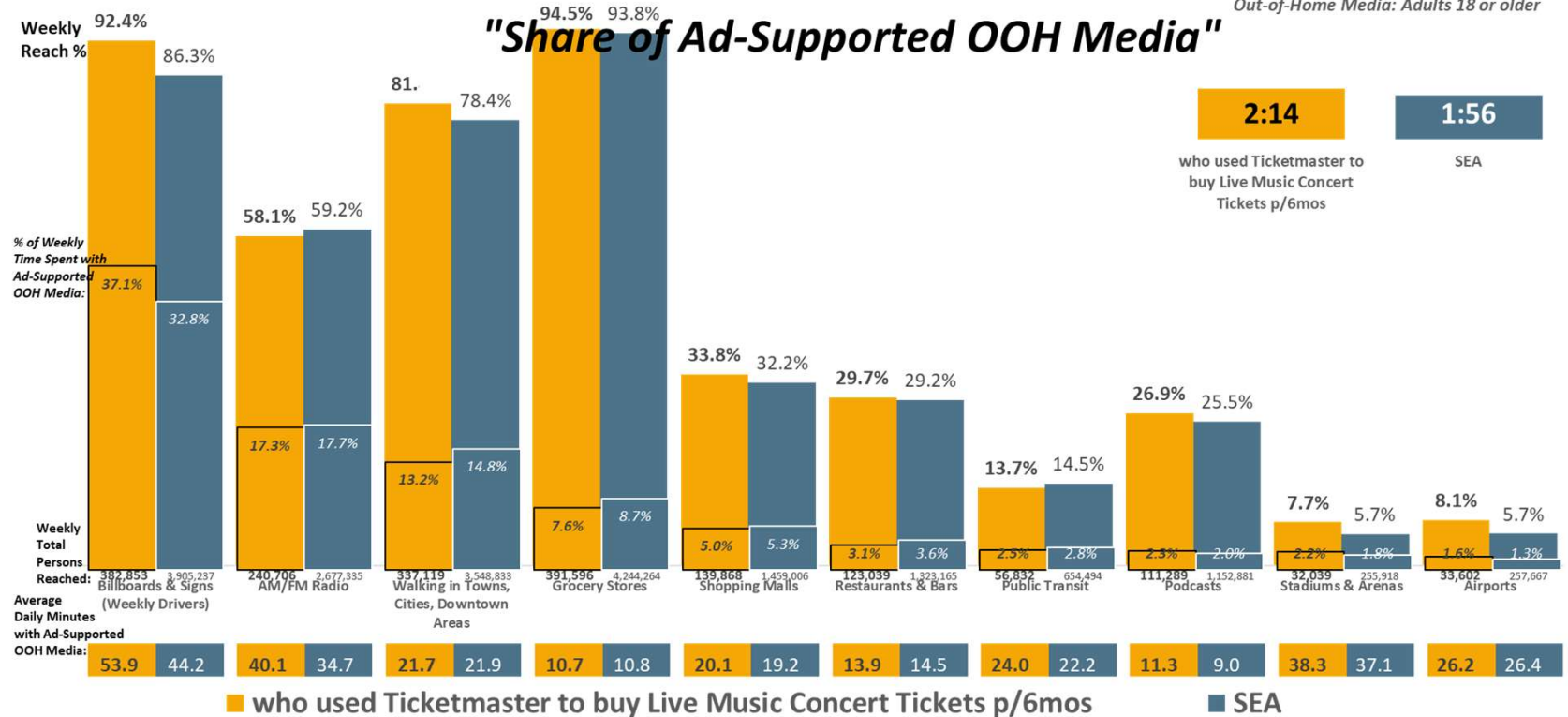
soefa.ai Share of Everything for Anything

[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



382,853 or 92.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 53.9 minutes per day driving, seeing Billboards and Signs representing 37.1% 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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 364 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
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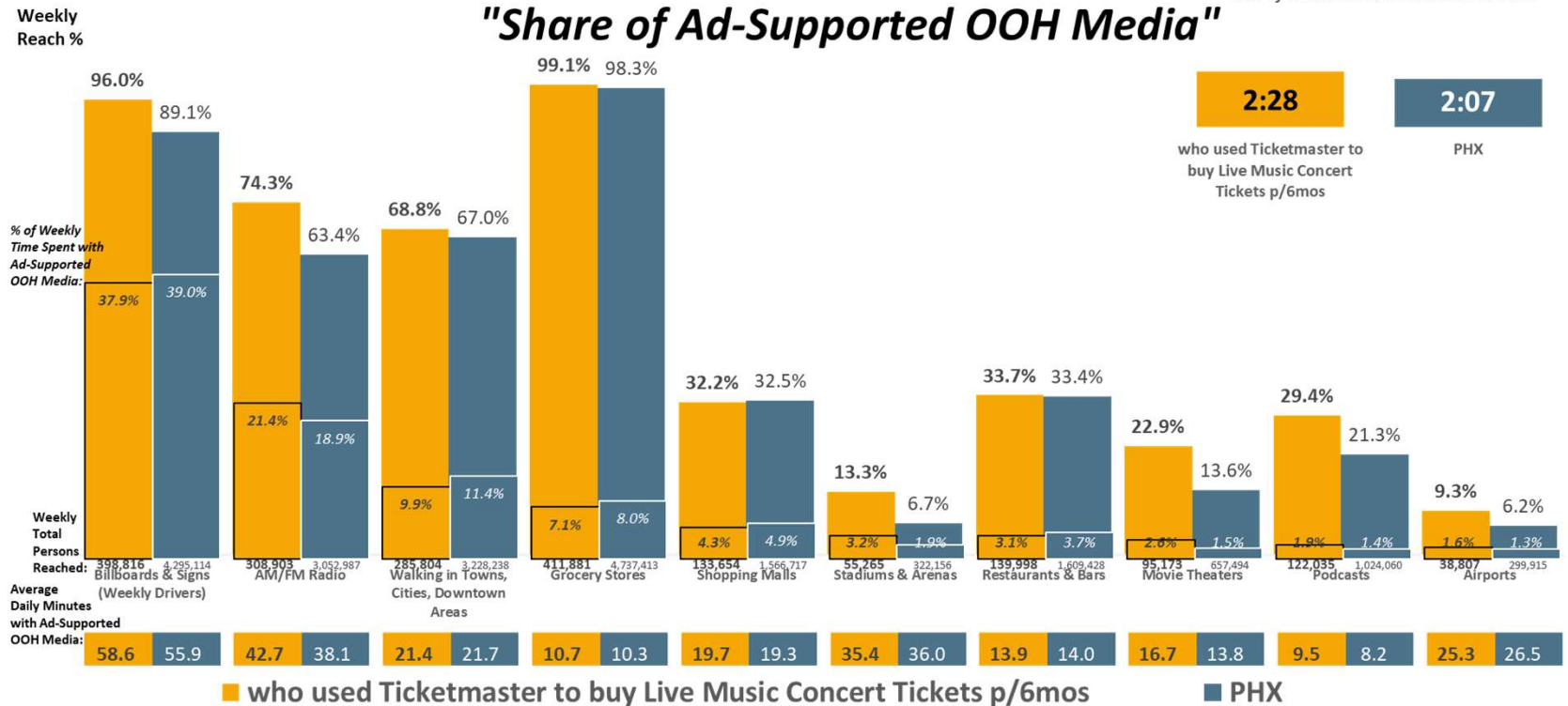
soefa.ai Share of Everything for Anything

[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



398,816 or 96.0% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 58.6 minutes per day driving, seeing Billboards and Signs representing 37.9% 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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 218  
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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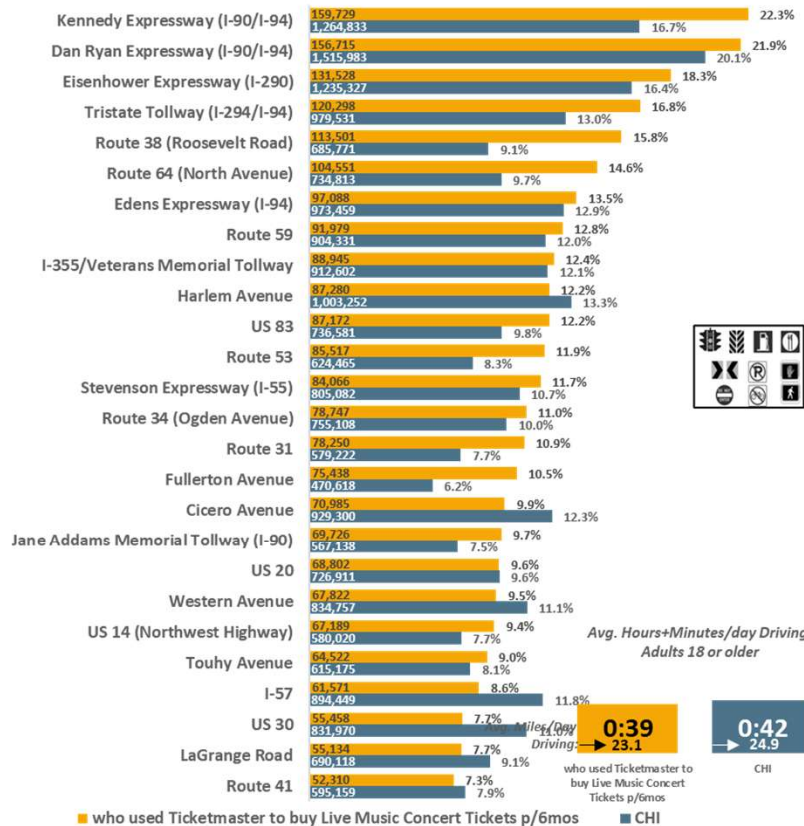
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



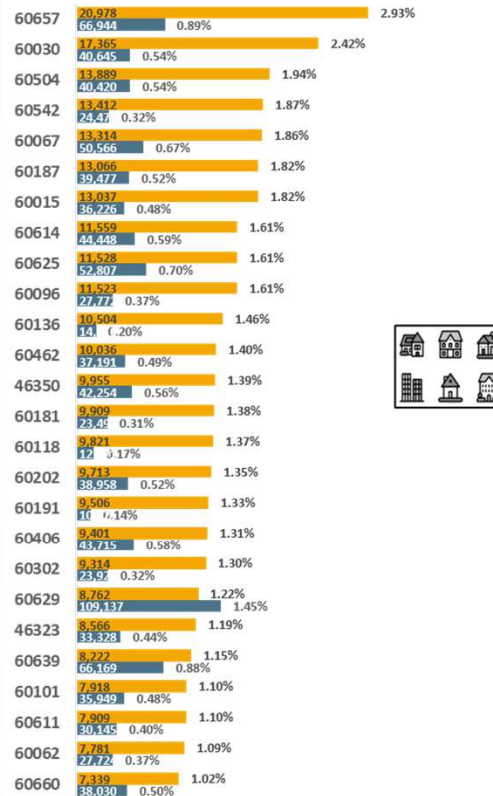


630,255 or 87.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 39.7 minutes per day driving an average of 23.1 miles each day and are 74.3% more likely to use Route 38 (Roosevelt Road) than the Me

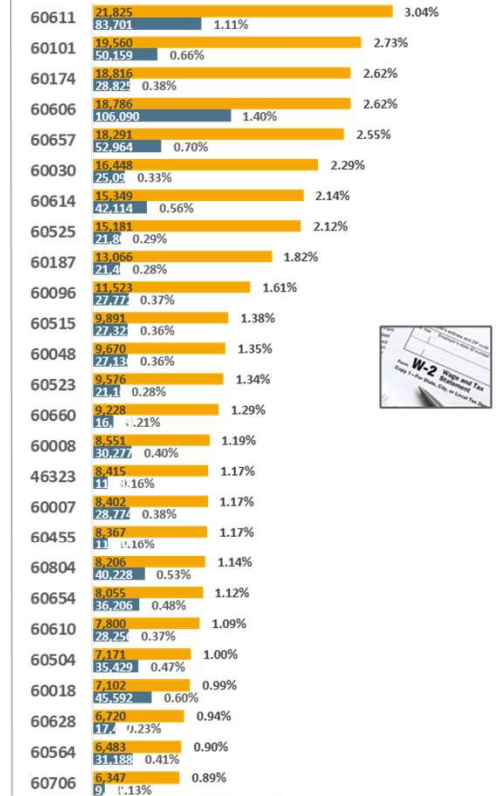
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

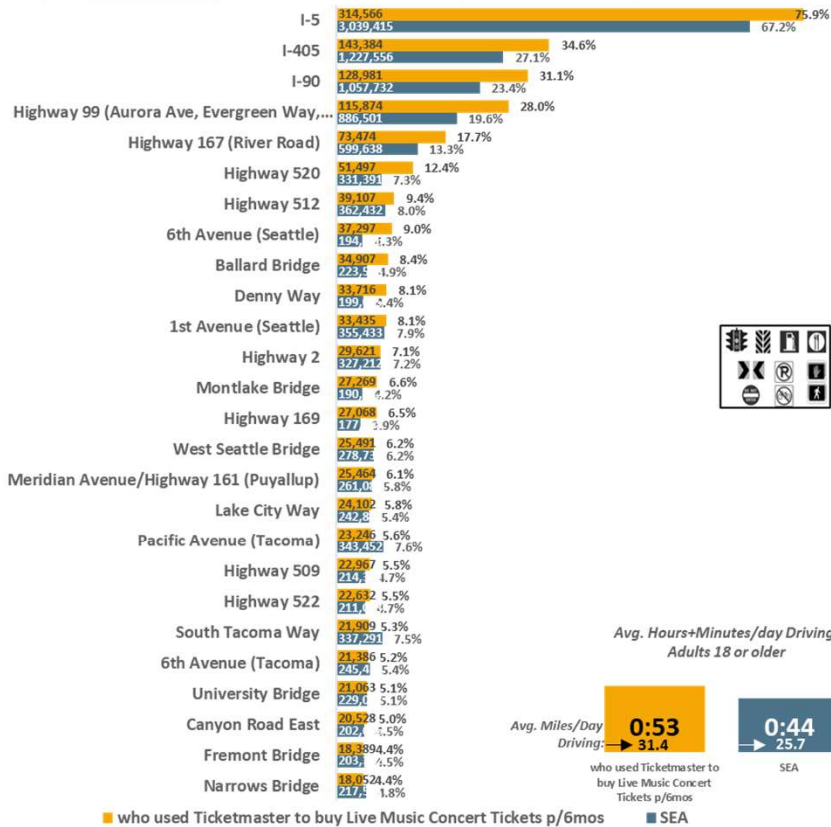




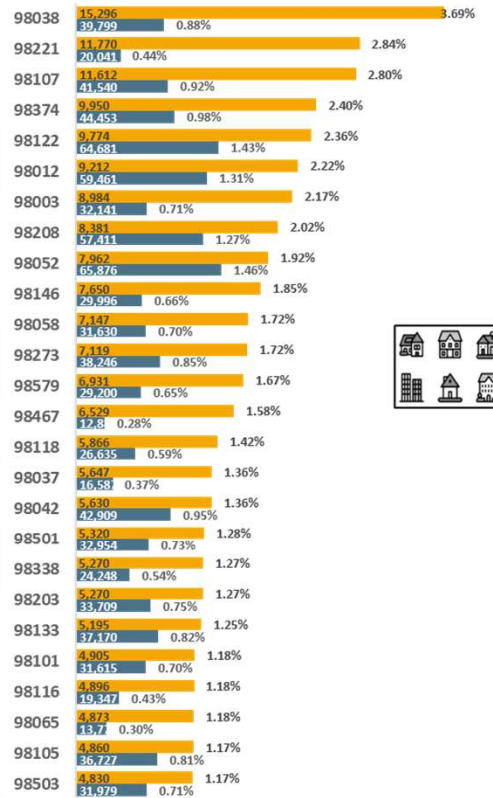


382,853 or 92.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 53.9 minutes per day driving an average of 31.4 miles each day and are 109.3% more likely to use 6th Avenue (Seattle) than the Metro

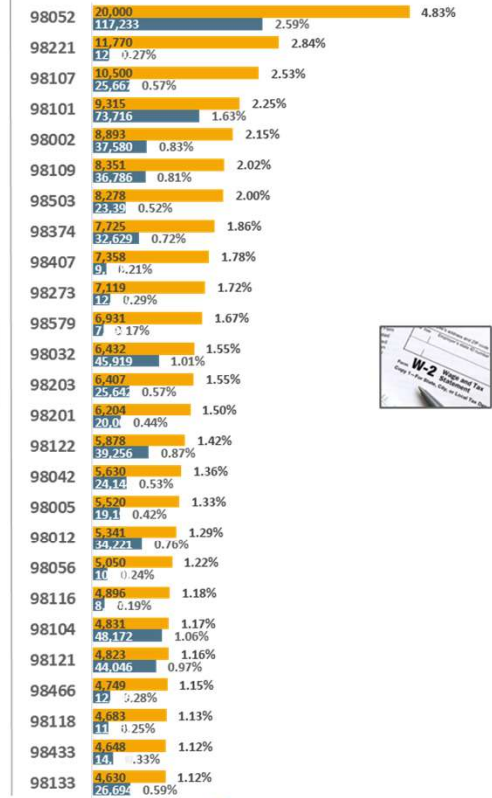
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

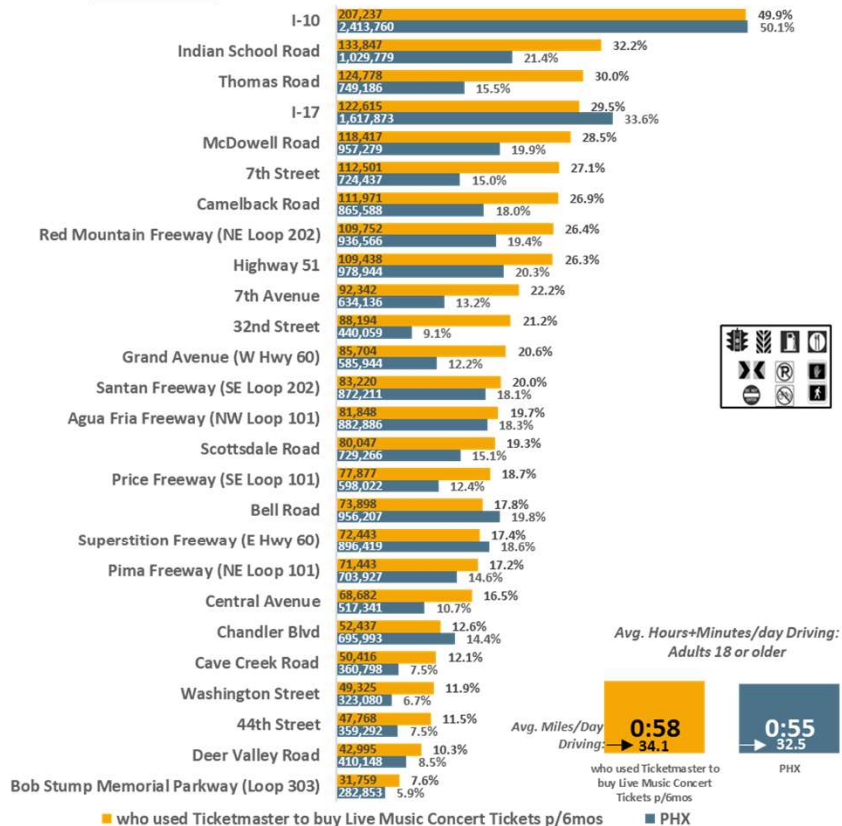




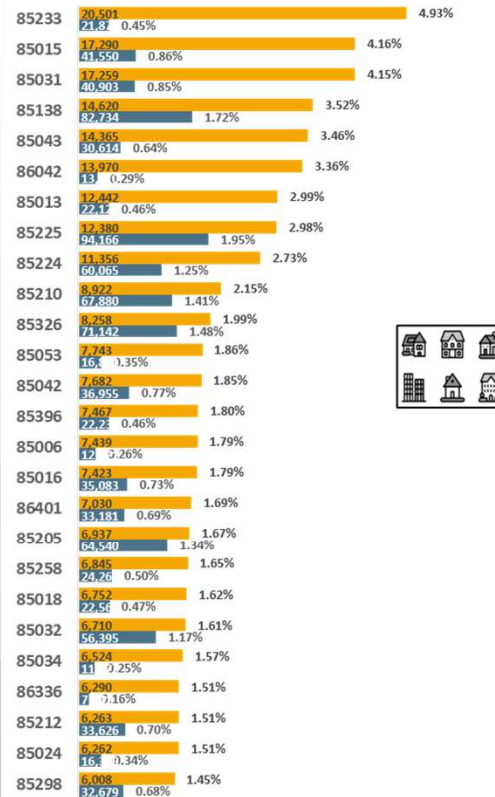


398,816 or 96.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 58.6 minutes per day driving an average of 34.1 miles each day and are 132.4% more likely to use 32nd Street than the Metro average.

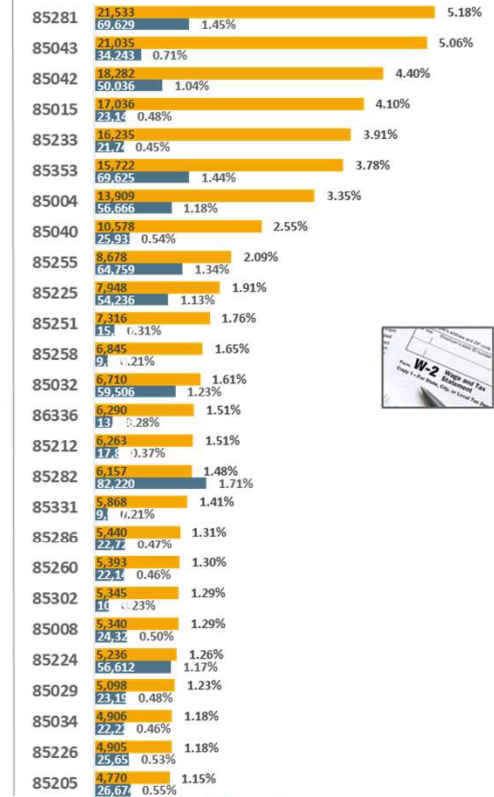
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



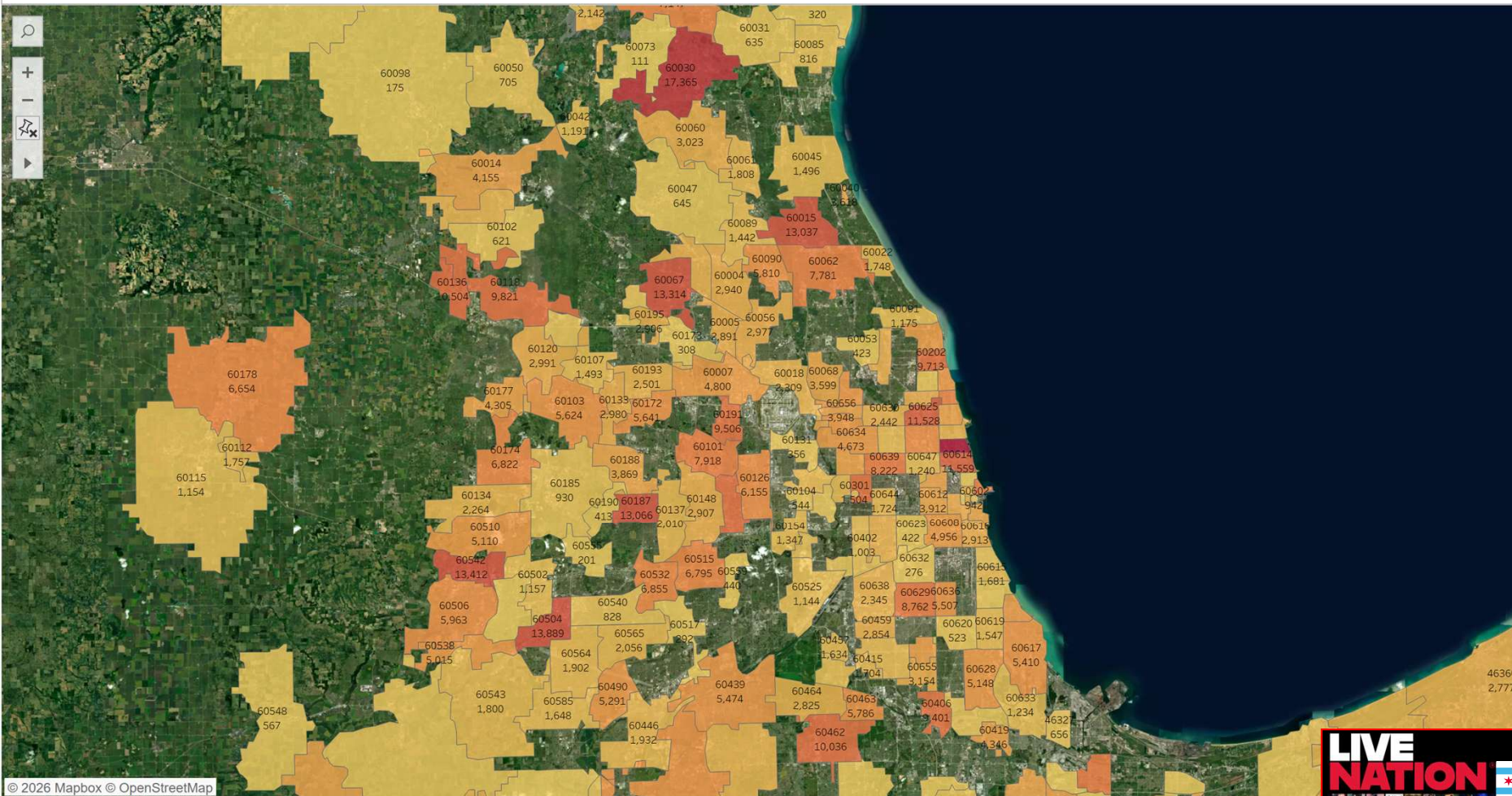
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



# Top Residential Zip Codes: (Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos)



SUM(Adults 18 or older...



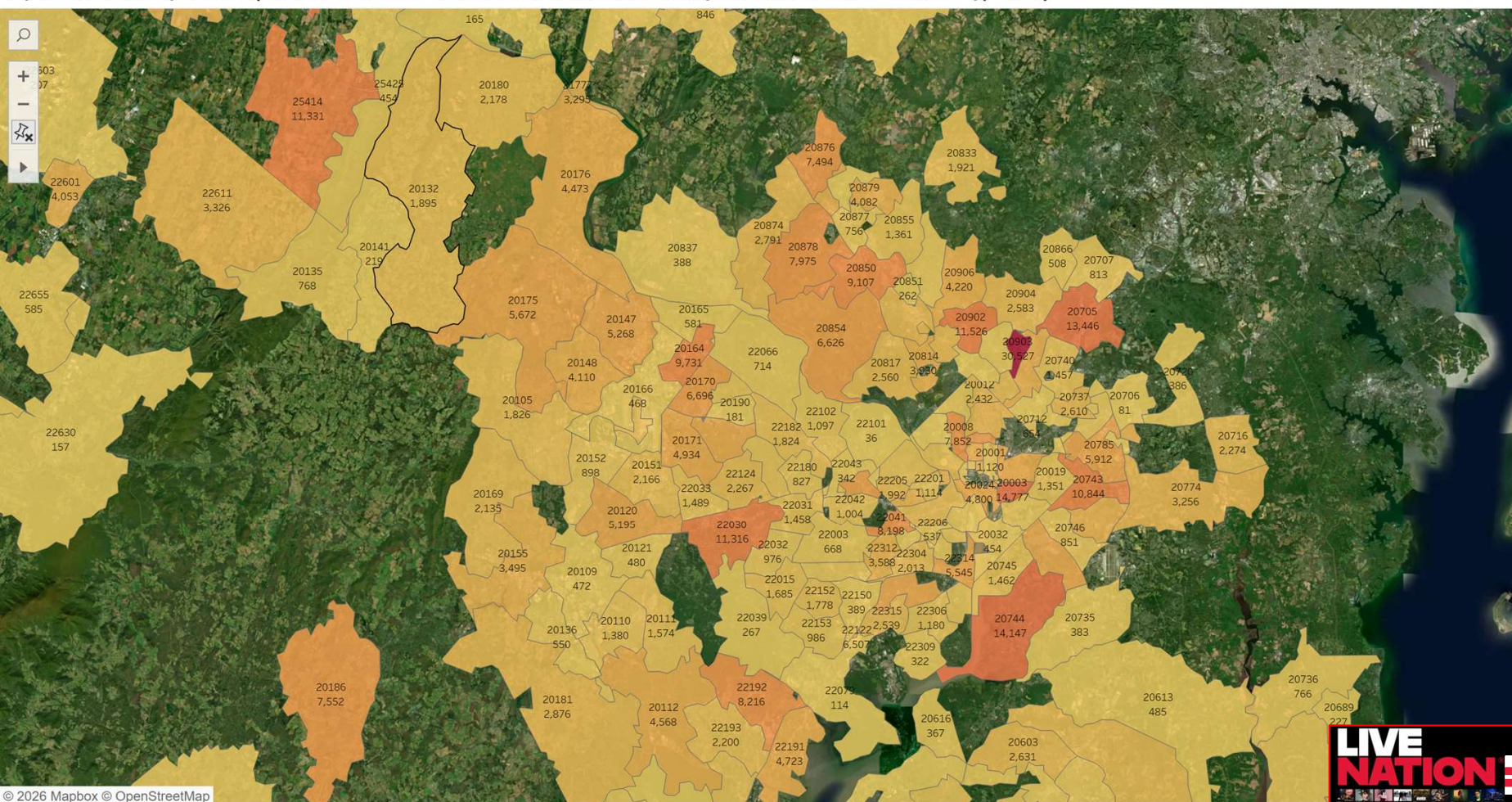
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 383  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



**Top Residential Zip Codes: (Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos)**



SUM(Adults 18 or older...

5	30,527
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**LIVE**  
**NATION**  **WDC**  

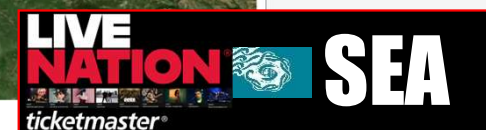
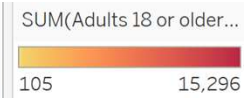
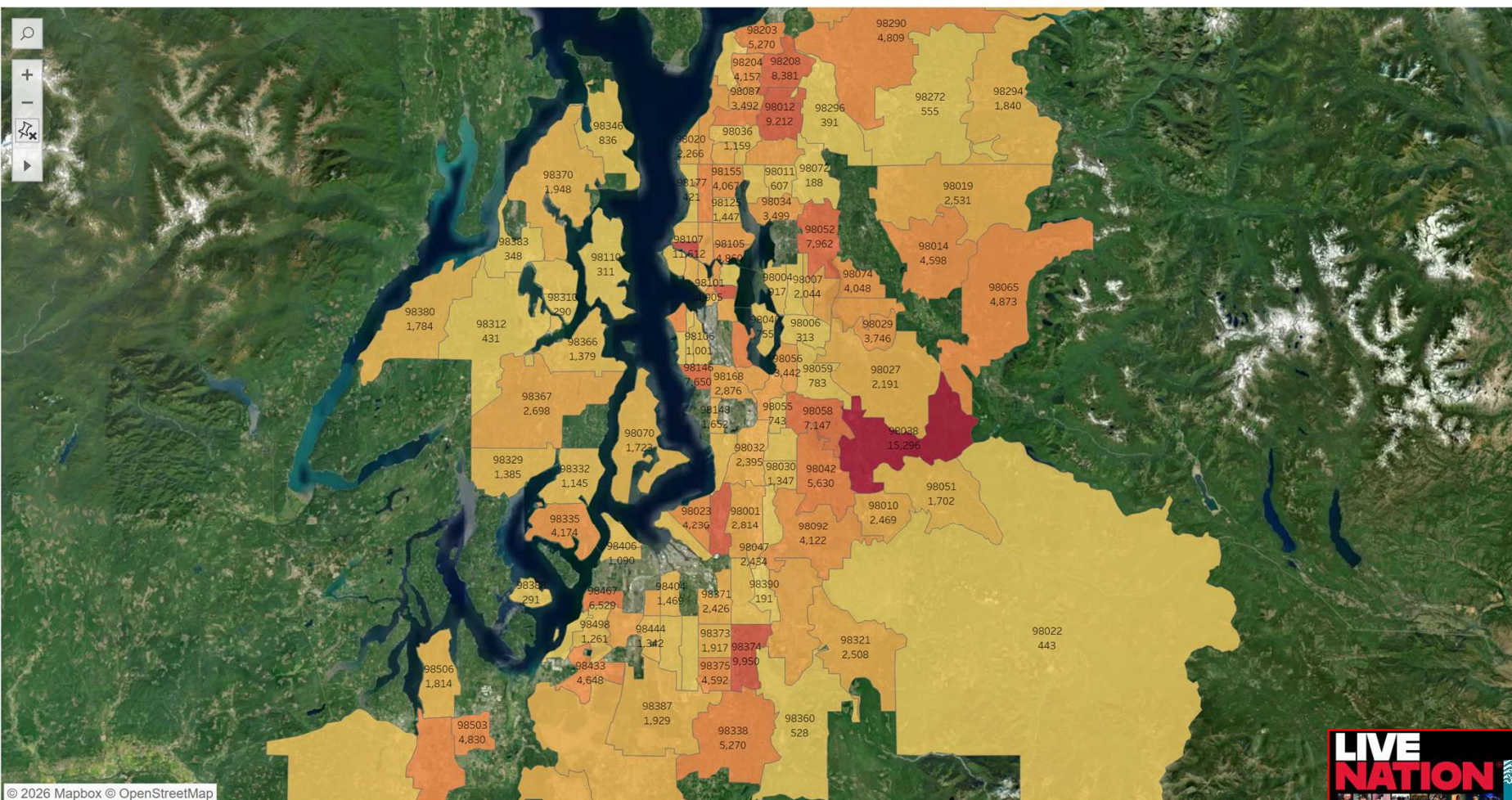

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WDC DMA Scarborough R2 2025: Oct.24-Aug.25 Qual Intab 596  
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*[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]*

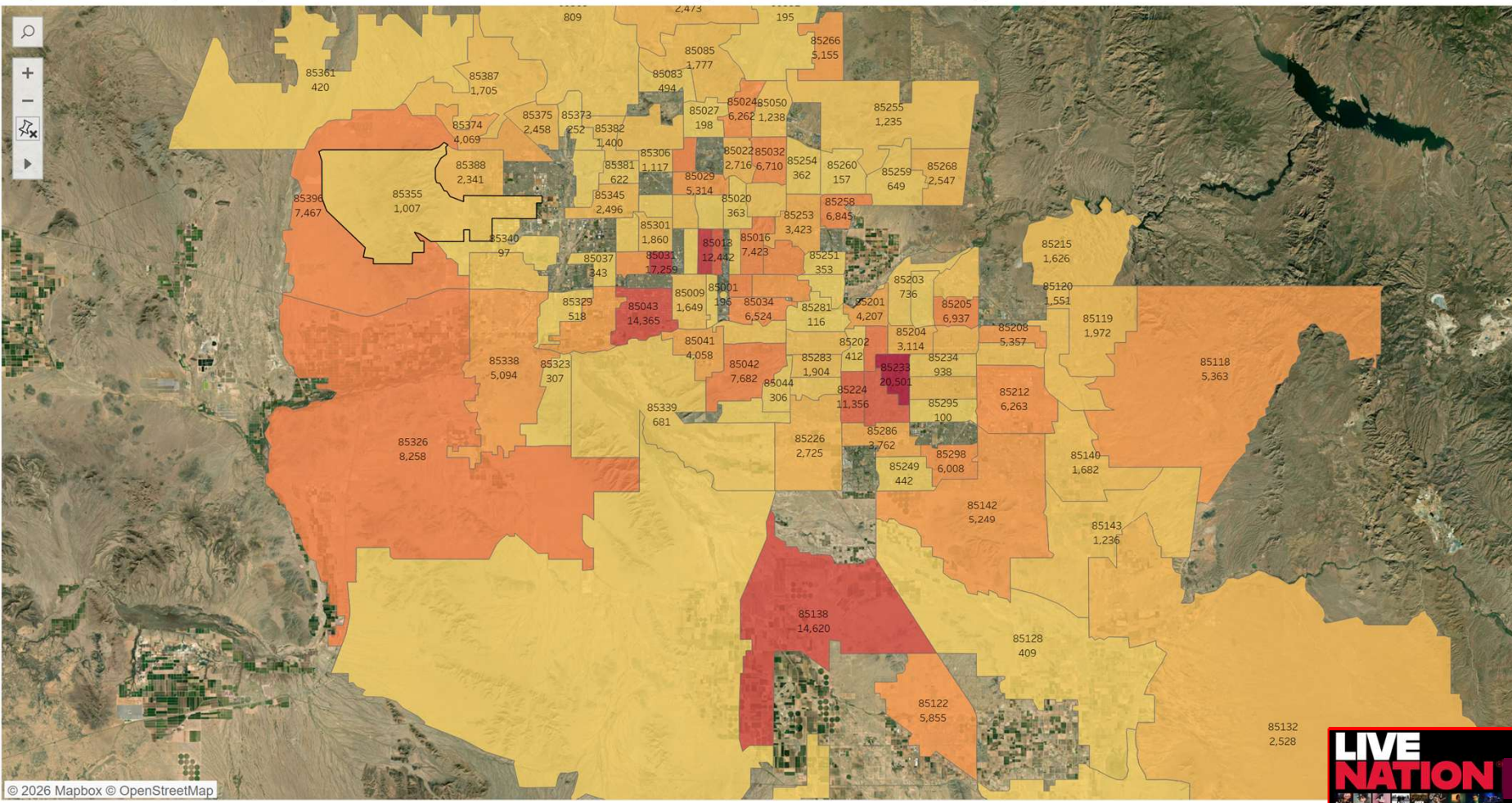


# Top Residential Zip Codes: (Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos)



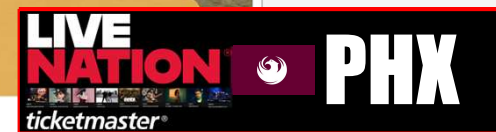


# Top Residential Zip Codes: (Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos)



SUM(Adults 18 or older...  
21 20,501

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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intob 218  
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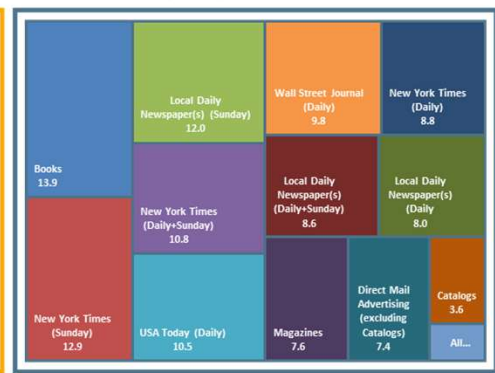
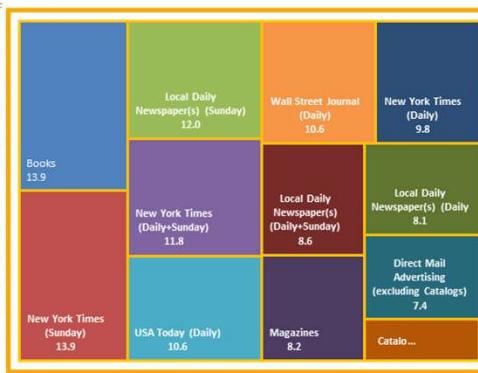
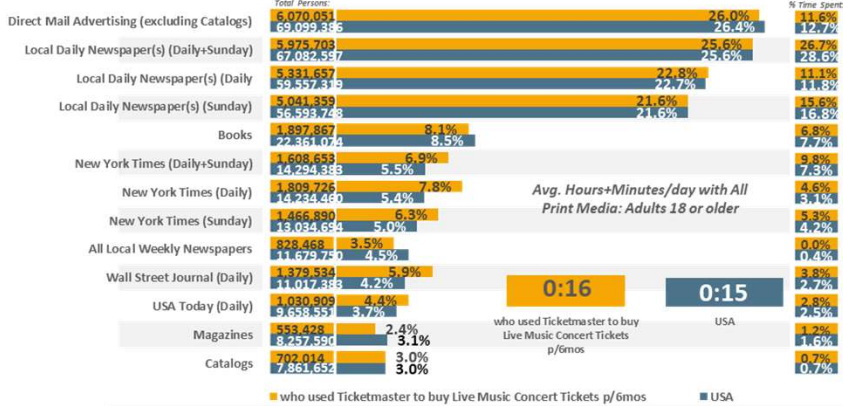
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

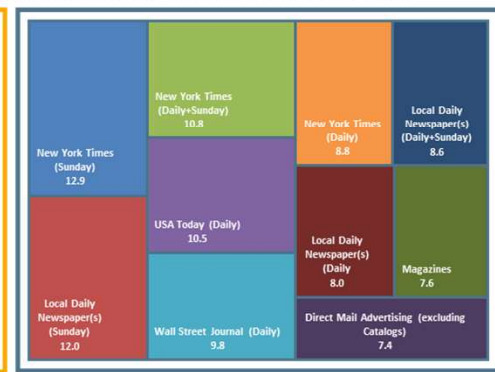
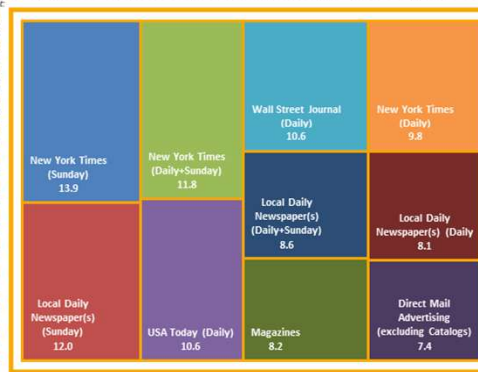
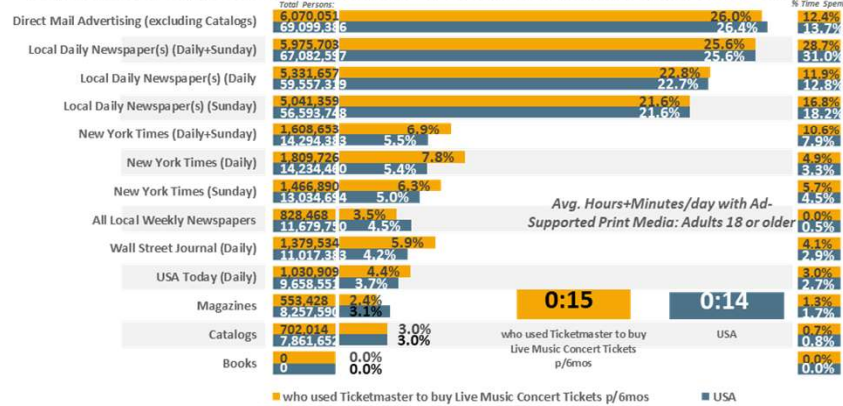


5,975,703 or 25.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.7% of all time spent daily with All forms of Print

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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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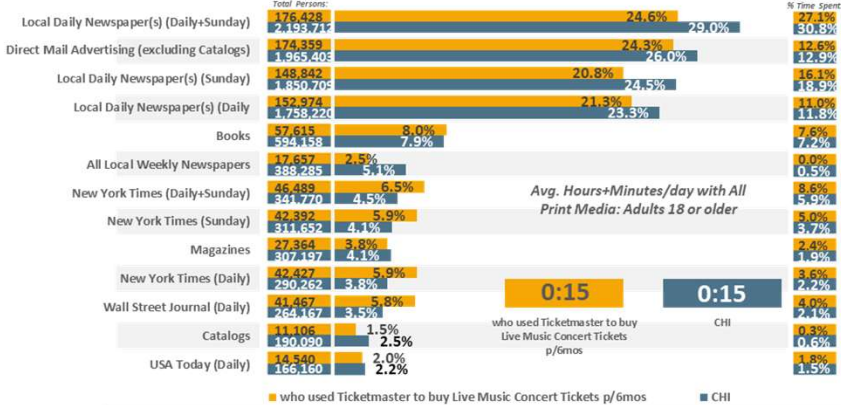
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



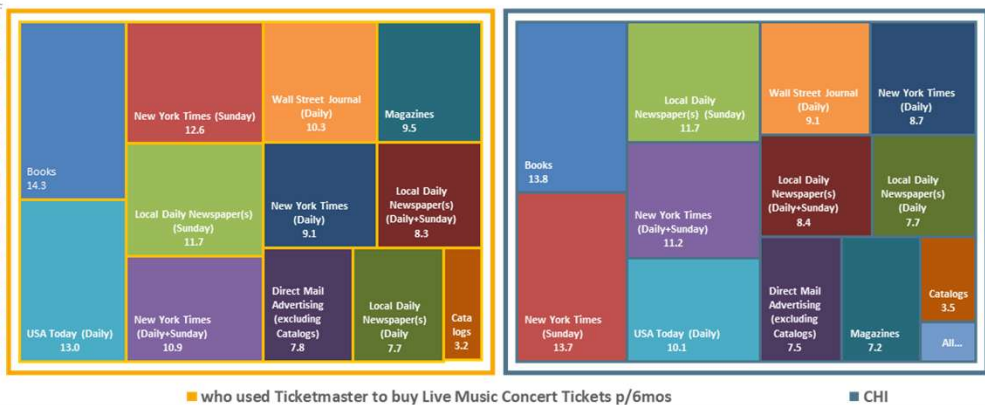


176,428 or 24.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.3% of all time spent daily with All forms of Print

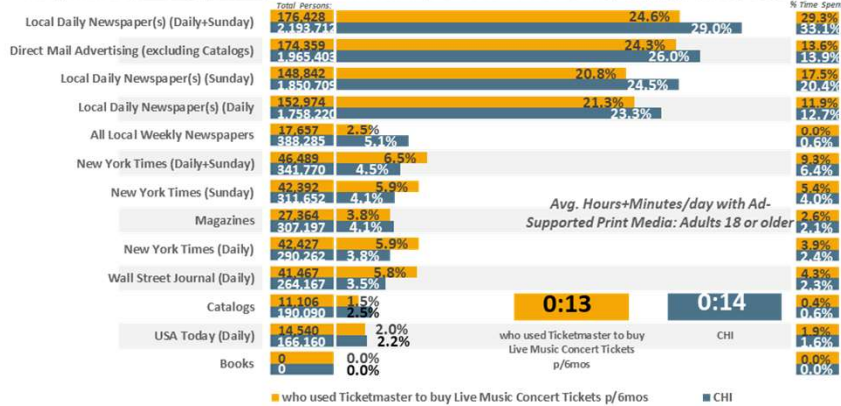
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



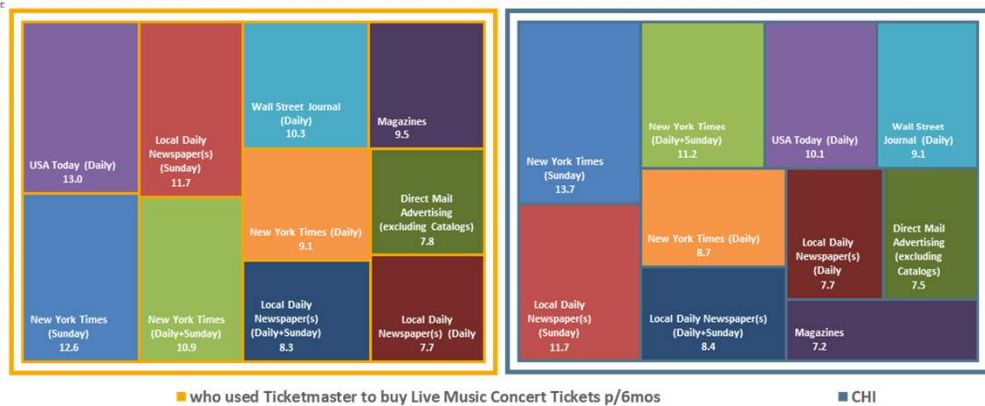
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



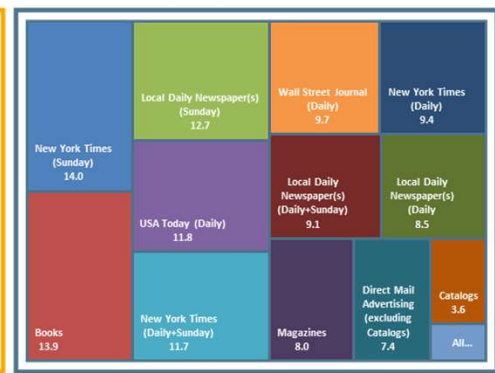
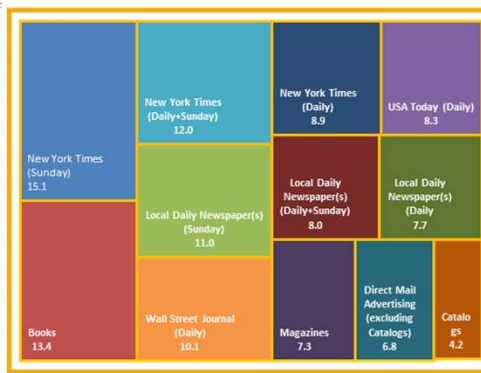
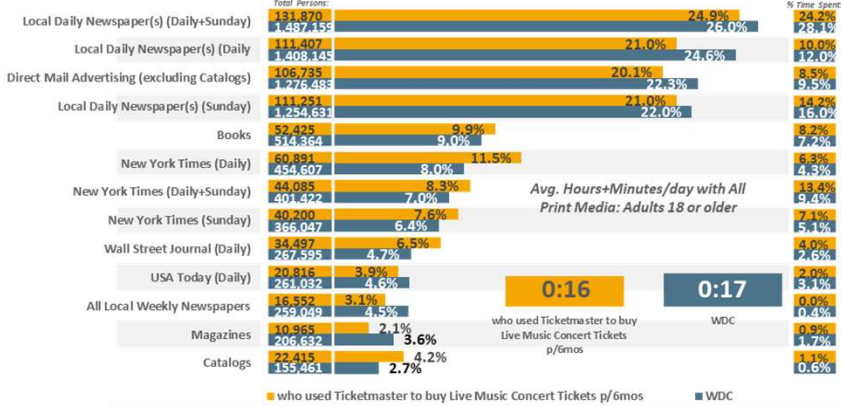
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



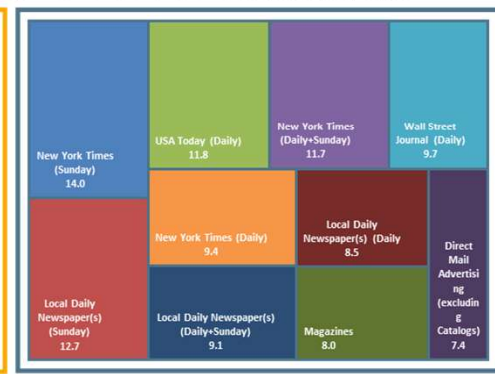
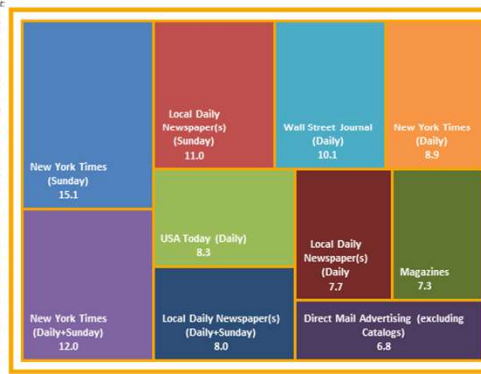
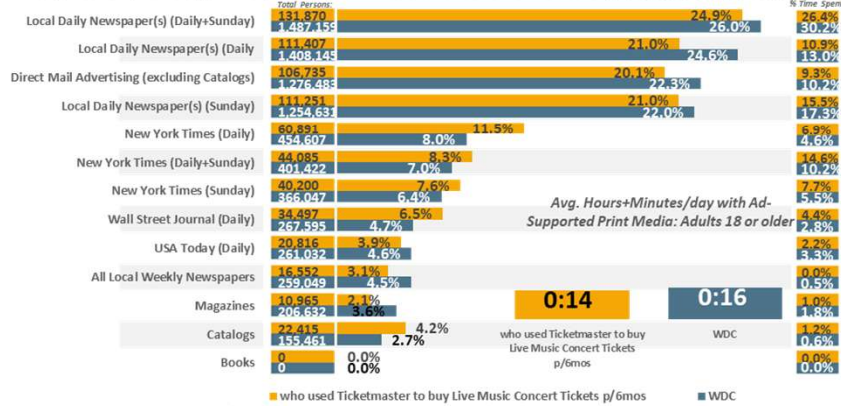


131,870 or 24.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 26.4% of all time spent daily with All forms of Print M

**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**



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596  
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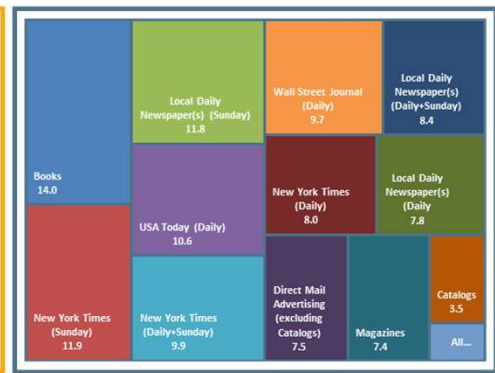
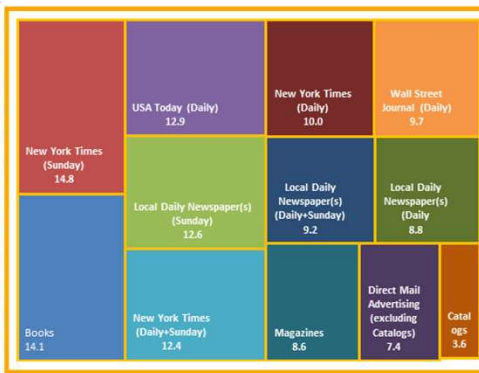
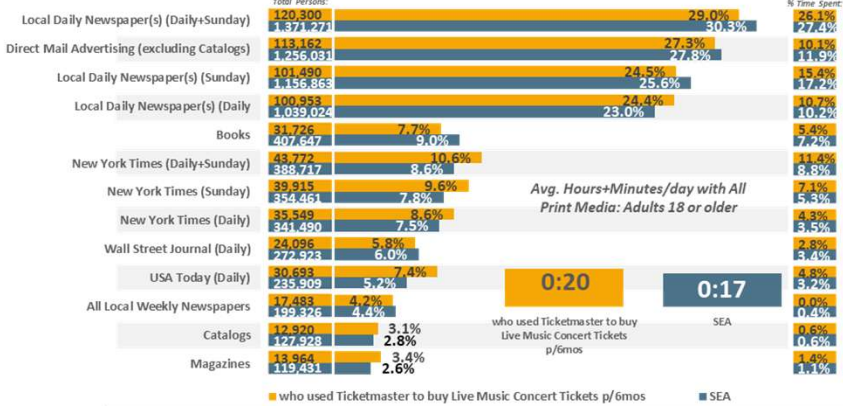
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

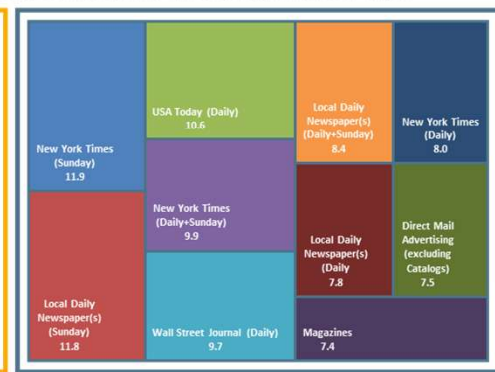
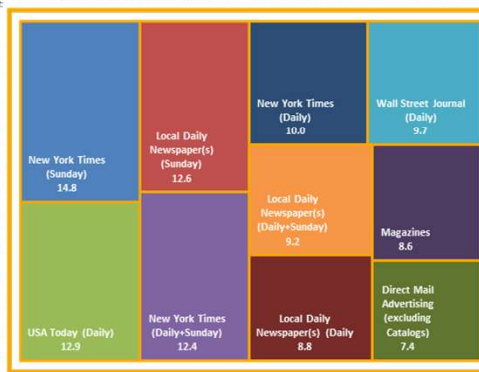
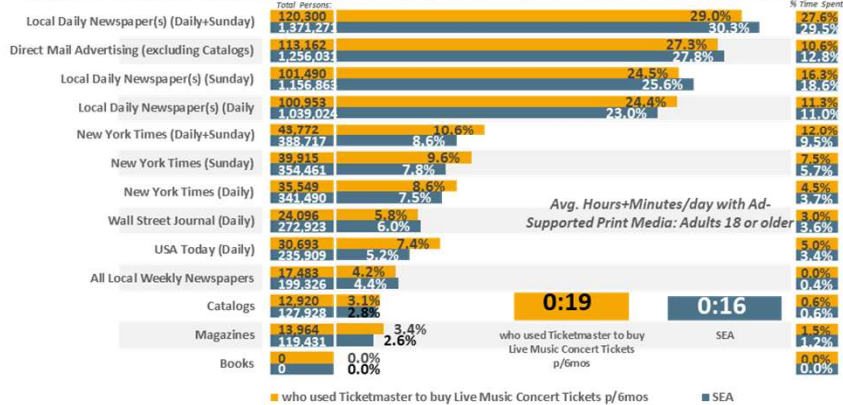


120,300 or 29.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 27.6% of all time spent daily with All forms of Print M

**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**

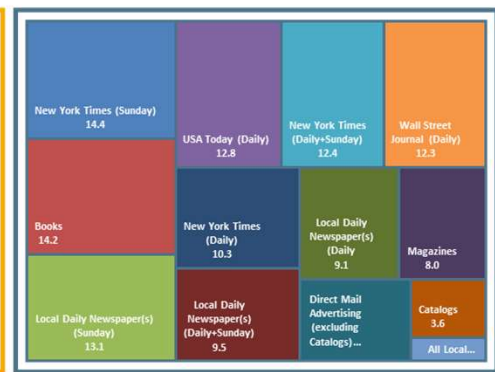
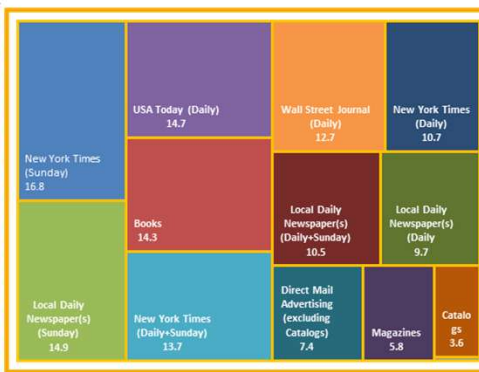
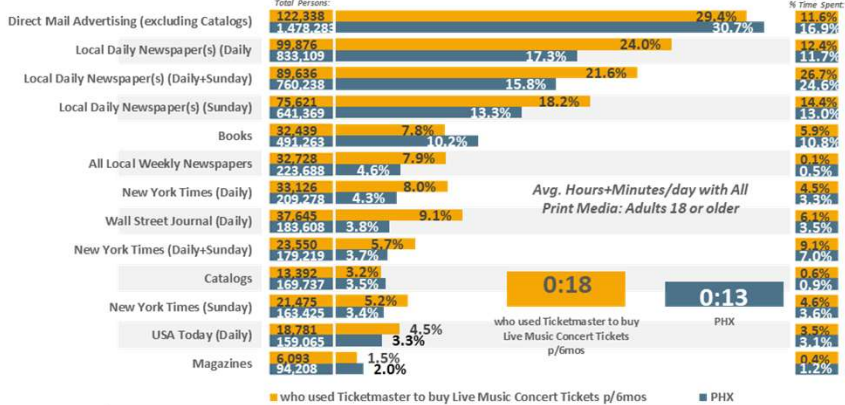




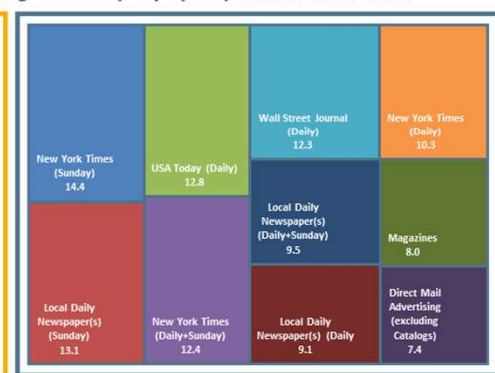
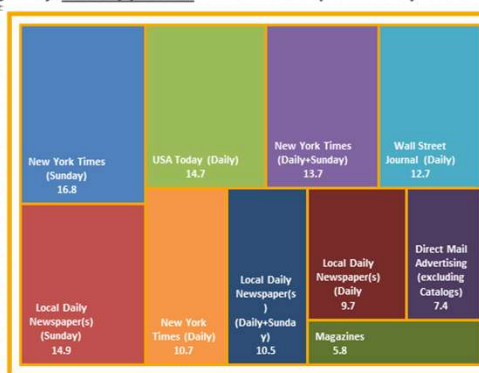
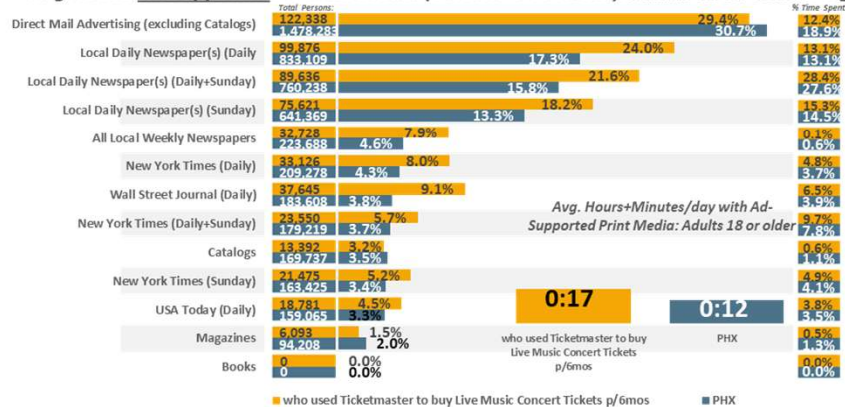


89,636 or 21.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 28.4% of all time spent daily with All forms of Print

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



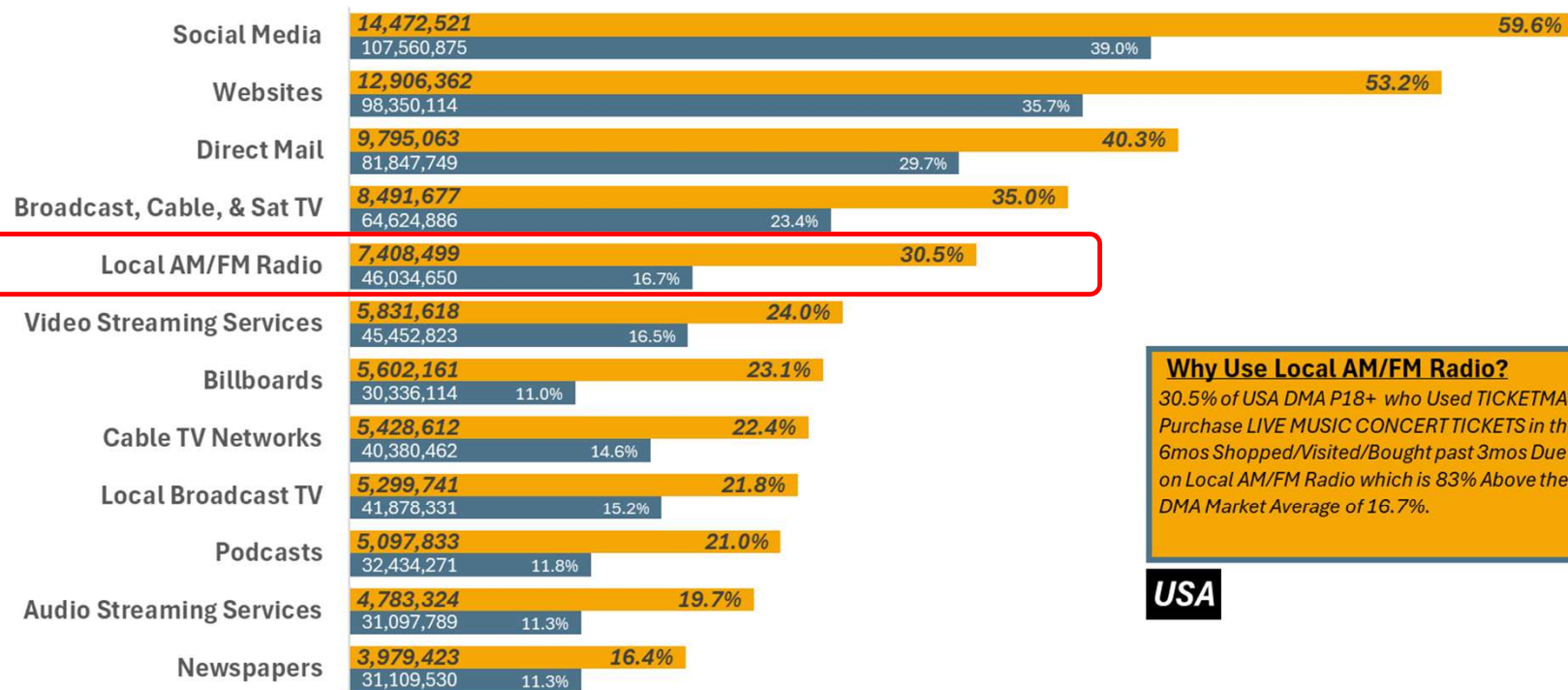
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

30.5% of USA DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 83% Above the USA DMA Market Average of 16.7%.

USA

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR1 2026: Sep24-Feb26 Qual Intab: 2458

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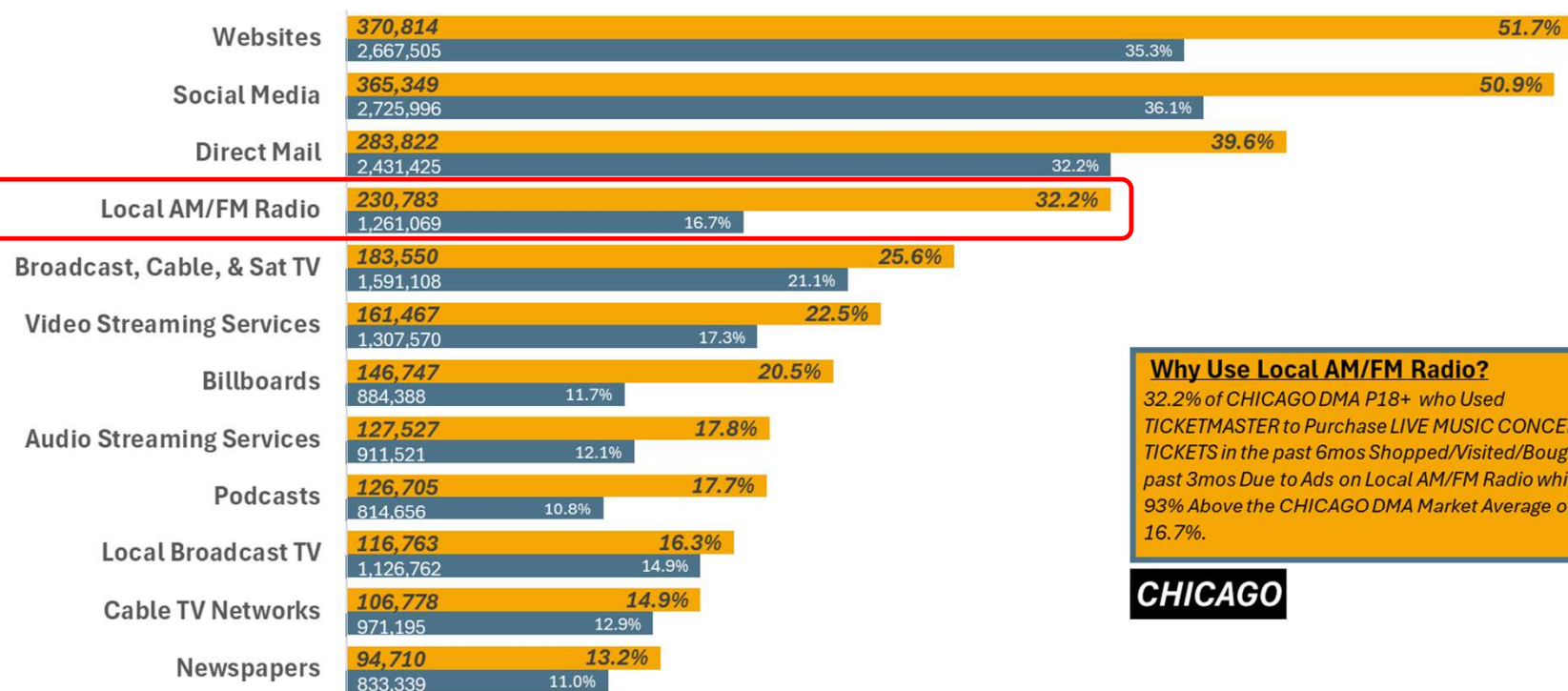
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



## "Advertising Actions"

P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

32.2% of CHICAGO DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 93% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 383

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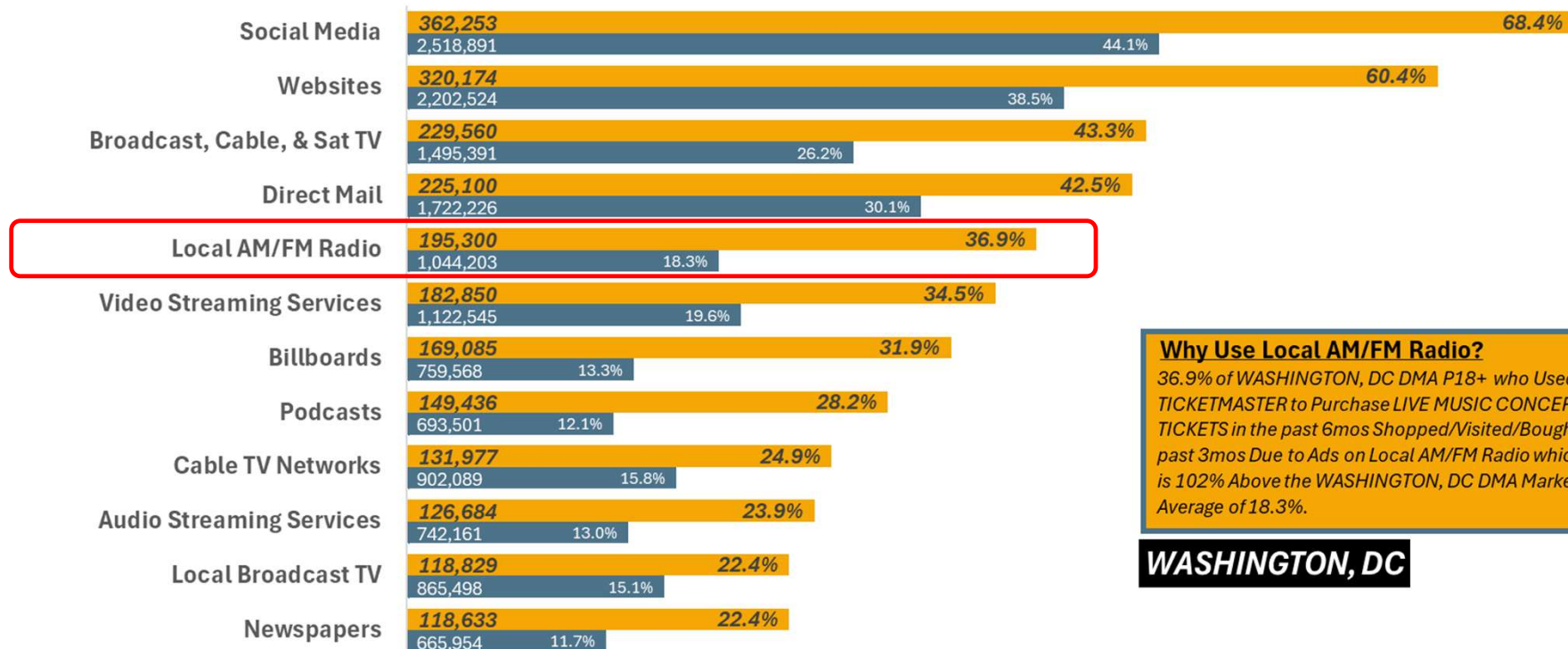
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





## "Advertising Actions"

P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

36.9% of WASHINGTON, DC DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 102% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 596

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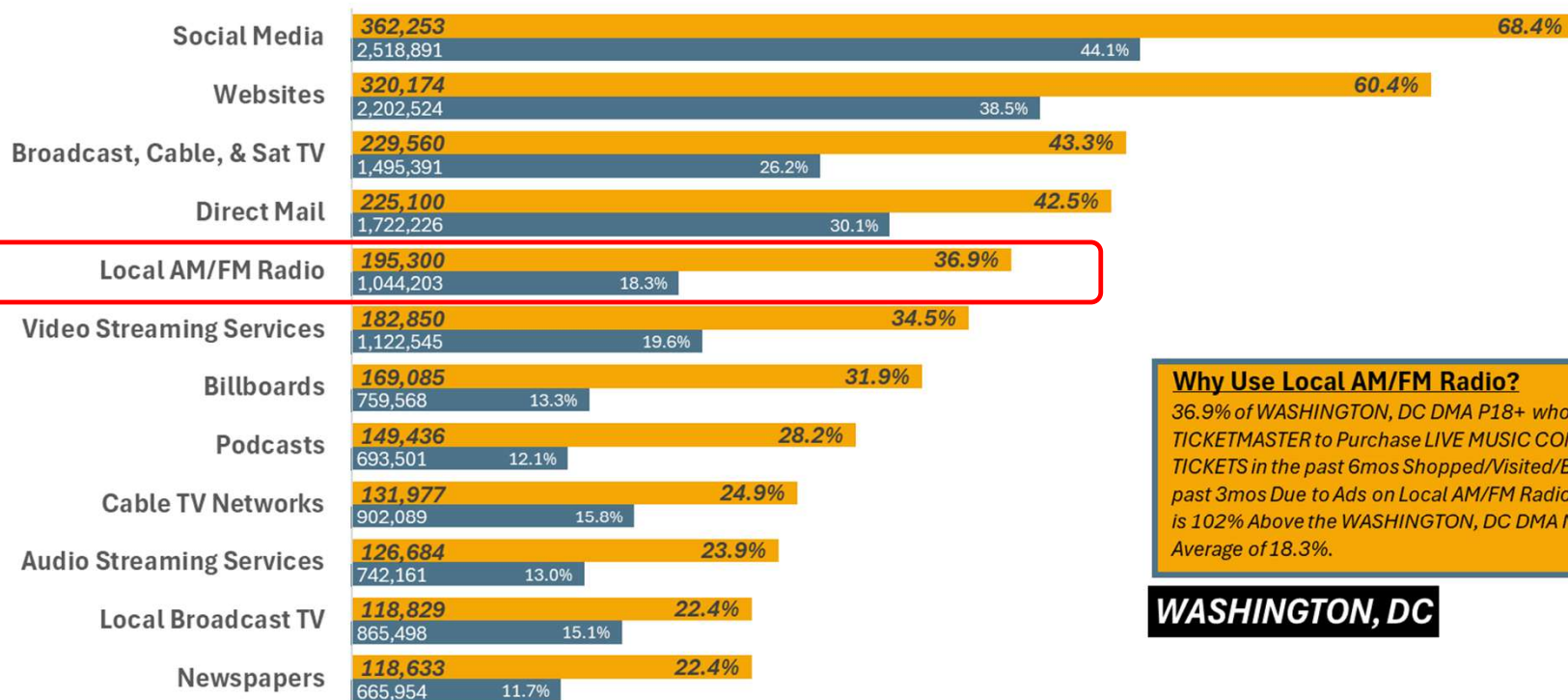
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



## "Advertising Actions"

P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



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WASHINGTON, DC

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 596

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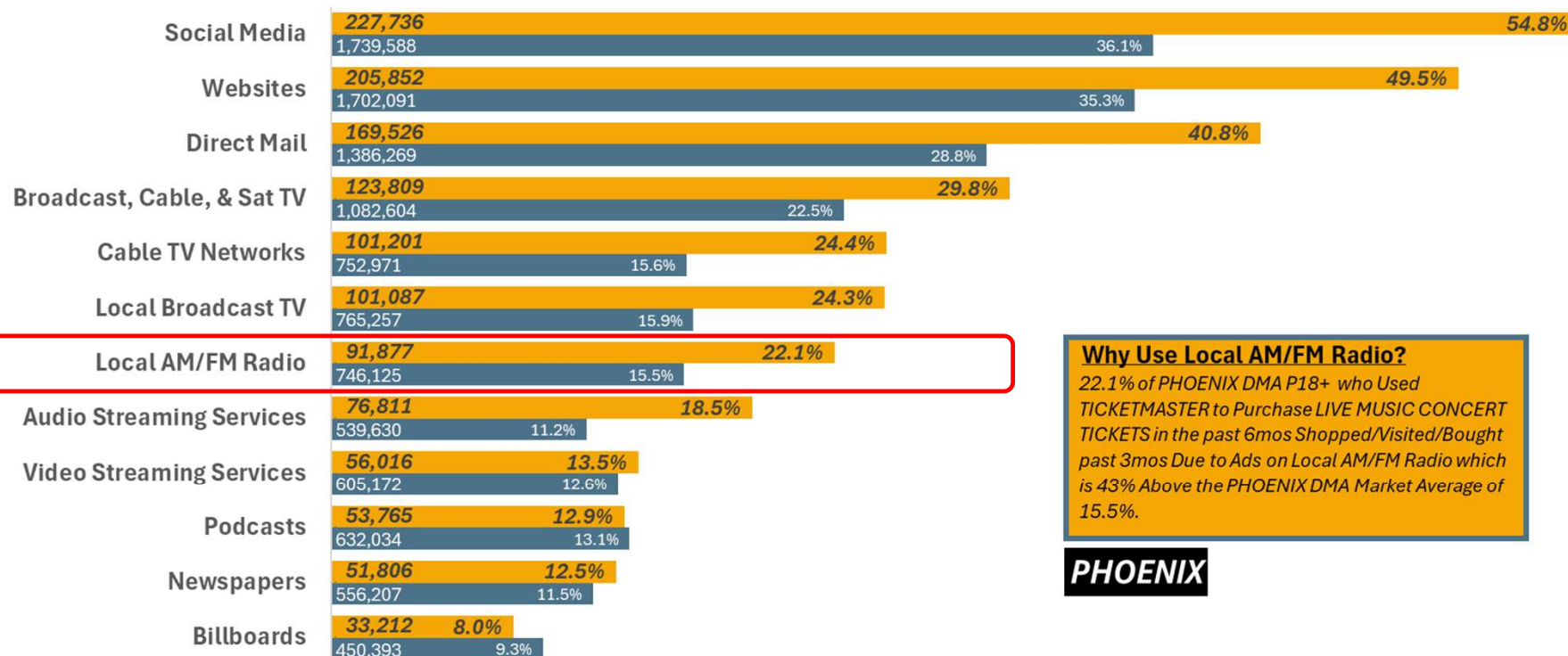
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



## "Advertising Actions"

**P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

22.1% of PHOENIX DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the PHOENIX DMA Market Average of 15.5%.

**PHOENIX**

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 218

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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]