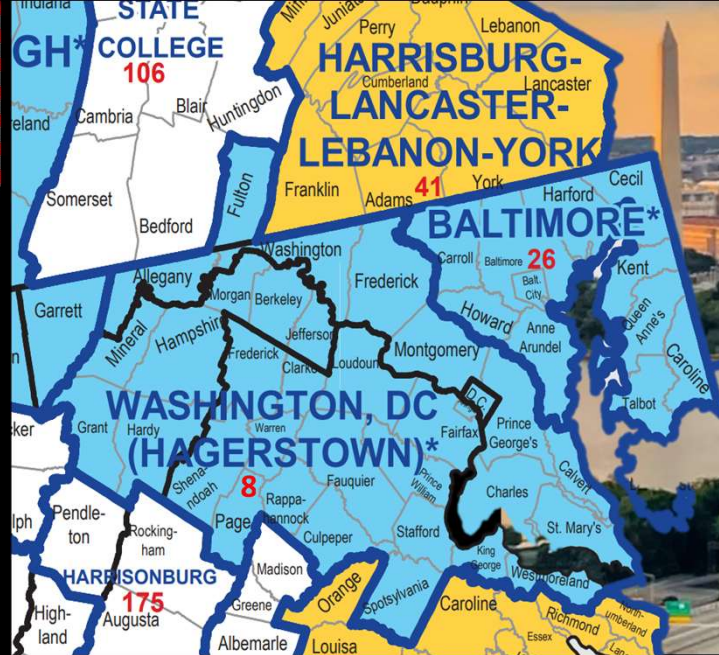
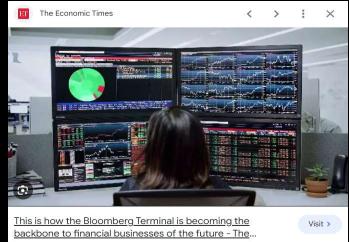


USA-5 WASHINGTON, DC DMA PRO TEAM past 12mos GAME ATTENDERS!

Brand New Data as of March 31, 2026!

Complete Demographic & Media Use Profiles



DMA

#8 P18+



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

Events attended/places visited past 12 months: Washington Capitals hockey game Events attended/places visited past 12 months: Washington Commanders football game Events attended/places visited past 12 months: Washington Mystics women's basketball game
Events attended/places visited past 12 months: Washington Nationals baseball game Events attended/places visited past 12 months: Washington Wizards basketball game



6.7% or 384,772 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game in the past 12mos. Typical Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos are 48.2 years old (.4% older than average) and have a \$204,390 (46.7% higher than average) annual household income.

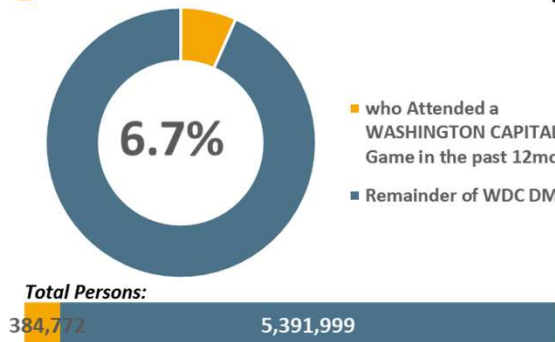


Percent of Market: Adults 18 or older



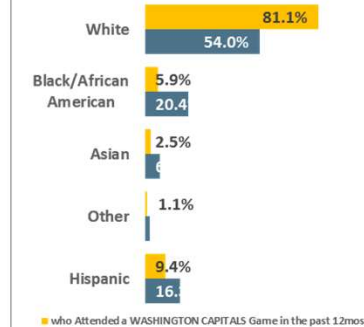
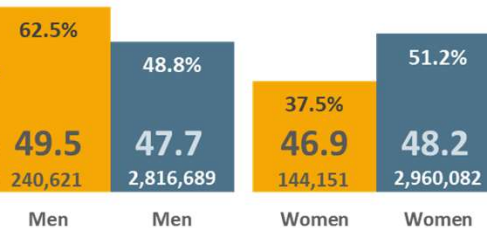
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:
Persons:

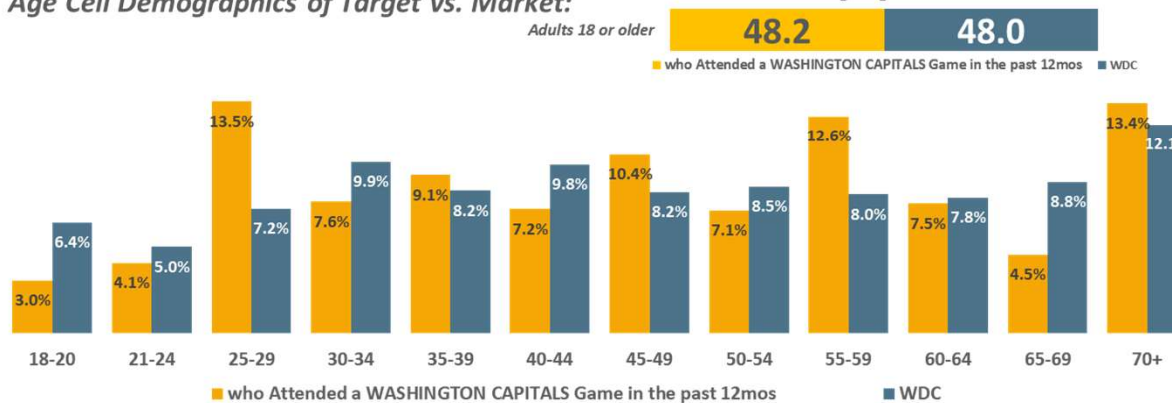


Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

who Attended a WASHINGTON CAPITALS Game in the past 12mos



HHI of Target vs. Market:





7.3% or 422,334 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Typical Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 48.2 years old (.5% older than average) and have a \$173,381 (24.5% higher than average) annual household income.

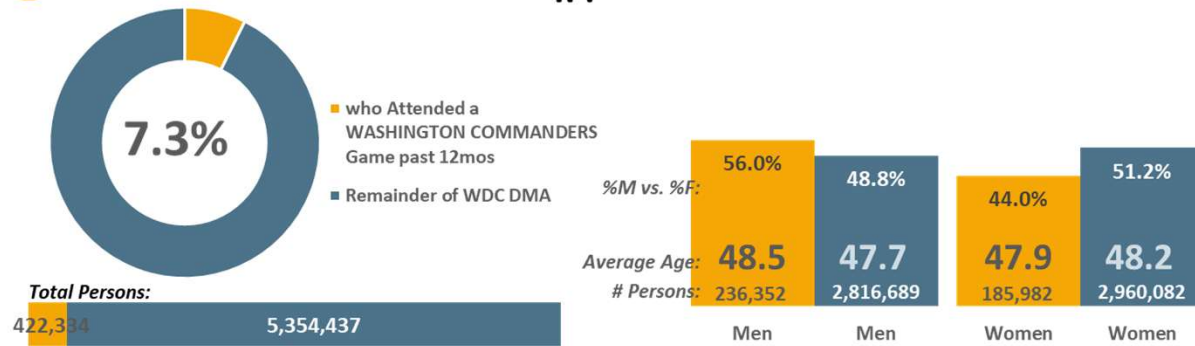


Percent of Market: Adults 18 or older



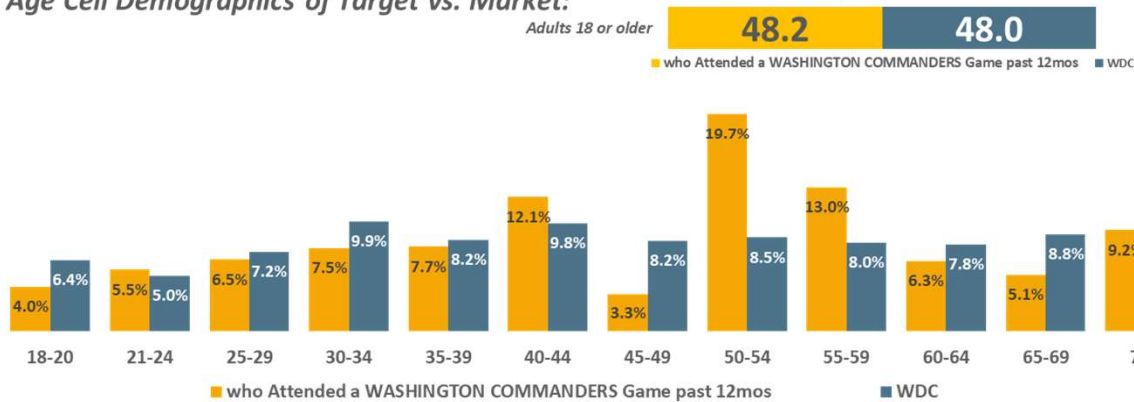
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

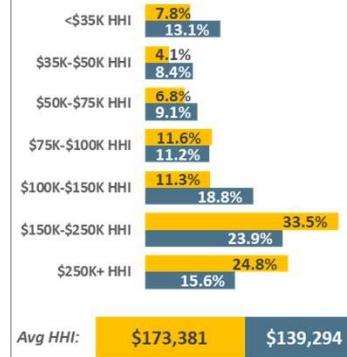


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





1.8% or 105,175 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game in the past 12mos. Typical Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos are 46.4 years old (3.3% younger than average) and have a \$145,894 (4.7% higher than average) annual household income.

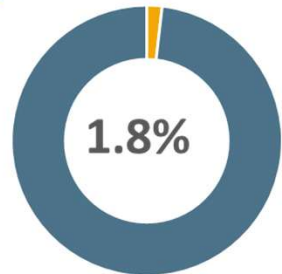


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Attended a WASHINGTON MYSTICS Game in the past 12mos
■ Remainder of WDC DMA

Total Persons:

105,175 5,671,596

%M vs. %F:

Average Age:

Persons:

46.0%

50.9

48,388

48.8%

47.7

2,816,689

54.0%

42.3

56,787

51.2%

48.2

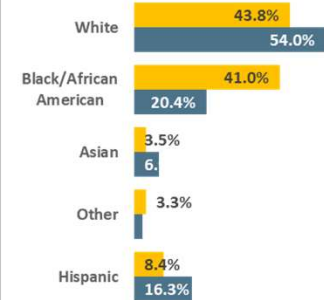
2,960,082

Men

Men

Women

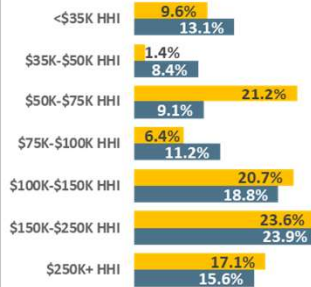
Women



■ who Attended a WASHINGTON MYSTICS Game in the past 12mos



HHI of Target vs. Market:



Avg HHI:

\$145,894

\$139,294

Age Cell Demographics of Target vs. Market:

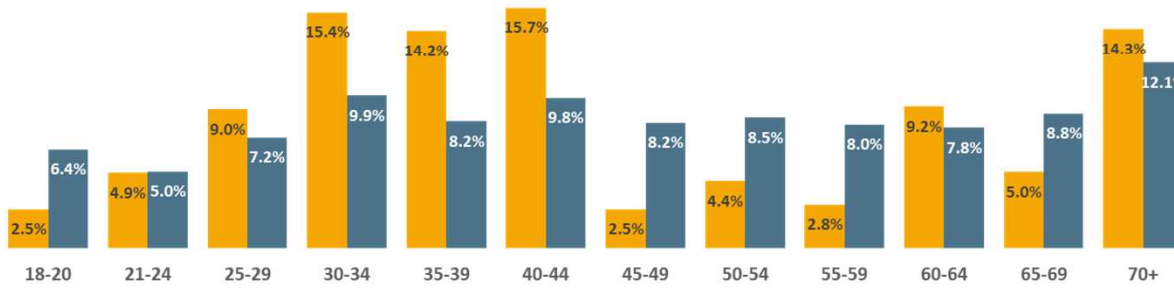
Average Age:

Adults 18 or older

46.4

48.0

■ who Attended a WASHINGTON MYSTICS Game in the past 12mos ■ WDC



■ who Attended a WASHINGTON MYSTICS Game in the past 12mos

■ WDC



17.6% or 1,018,817 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Typical Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 47.3 years old (1.5% younger than average) and have a \$184,372 (32.4% higher than average) annual household income.

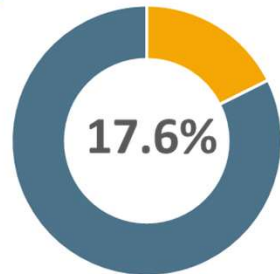


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Attended a WASHINGTON NATIONALS Game past 12mos
■ Remainder of WDC DMA

Total Persons:

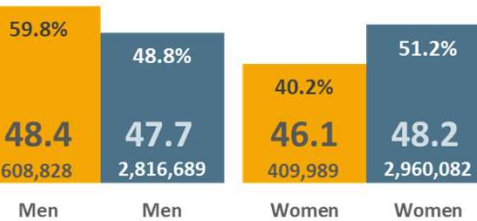
1,018,817

4,757,954

%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

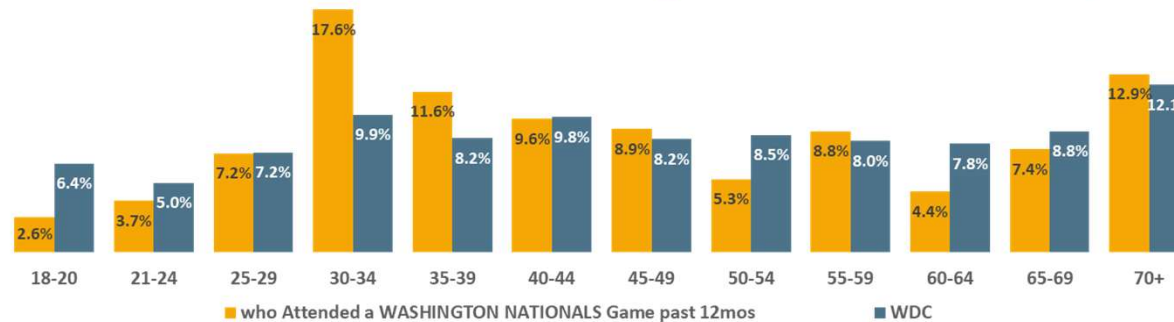
Average Age:

Adults 18 or older

47.3

48.0

■ who Attended a WASHINGTON NATIONALS Game past 12mos ■ WDC

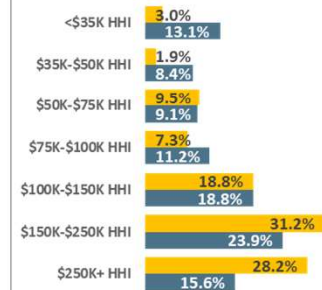


■ who Attended a WASHINGTON NATIONALS Game past 12mos

■ WDC



HHI of Target vs. Market:



Avg HHI:

\$184,372

\$139,294

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 980
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Events attended/places visited past 12 months: Washington Nationals baseball game



4.4% or 253,143 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos.
Typical Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 41.8 years old
(12.9% younger than average) and have a \$156,064 (12.% higher than average) annual household income.

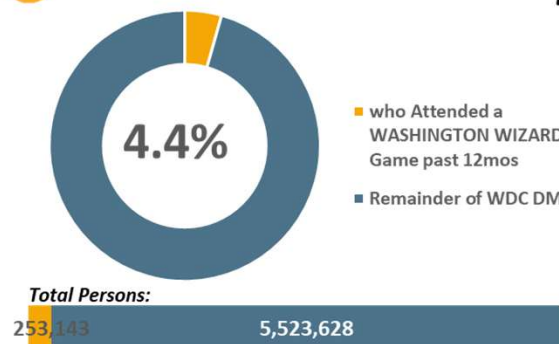


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

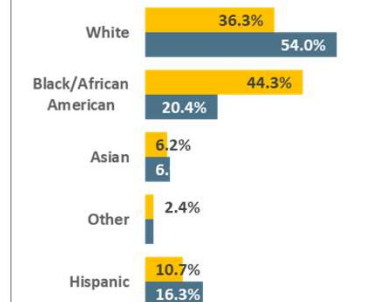
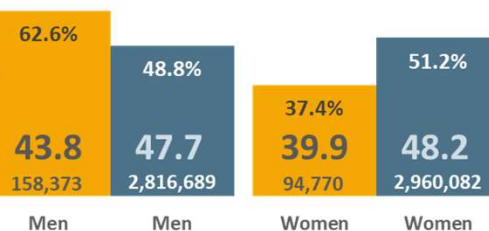
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:

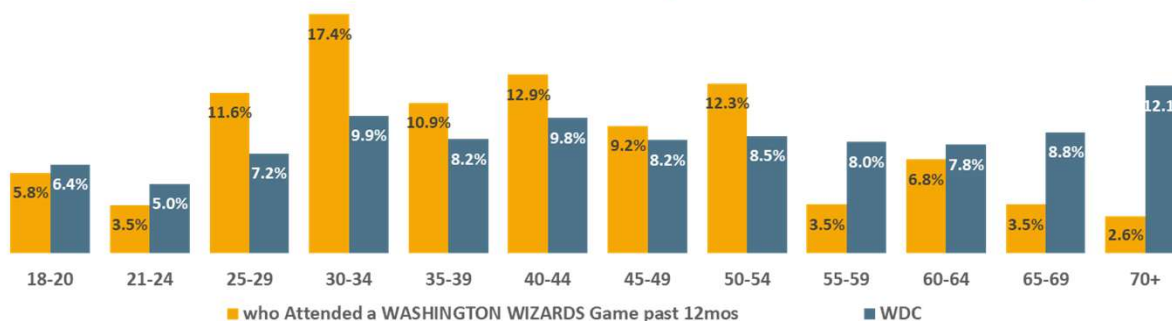


who Attended a WASHINGTON WIZARDS Game past 12mos WDC

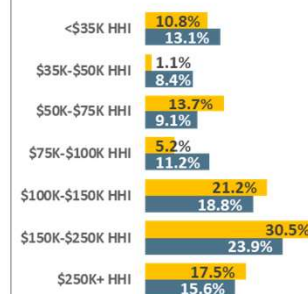
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



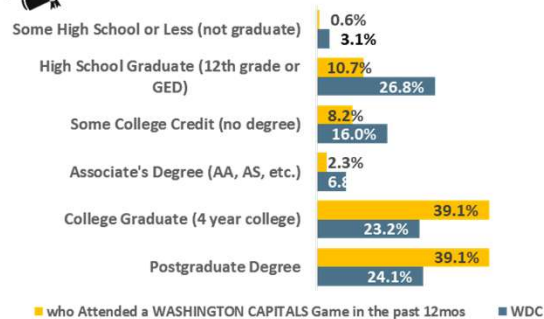
Avg HHI: \$156,064 \$139,294



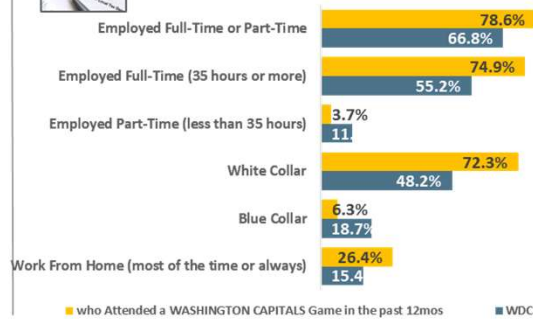
6.7% or 384,772 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game in the past... Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos are 65.2% more likely to be a college graduate, 35.8% more likely to work full-time, 15.2% more likely to be married, .7% less likely to be a parent of 1 or more children under 1



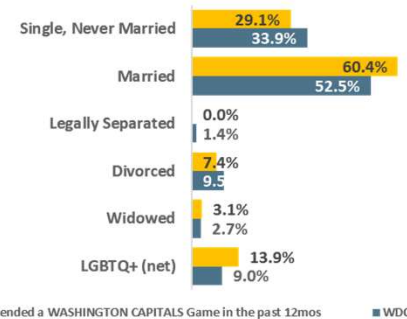
Education Levels: Adults 18 or older



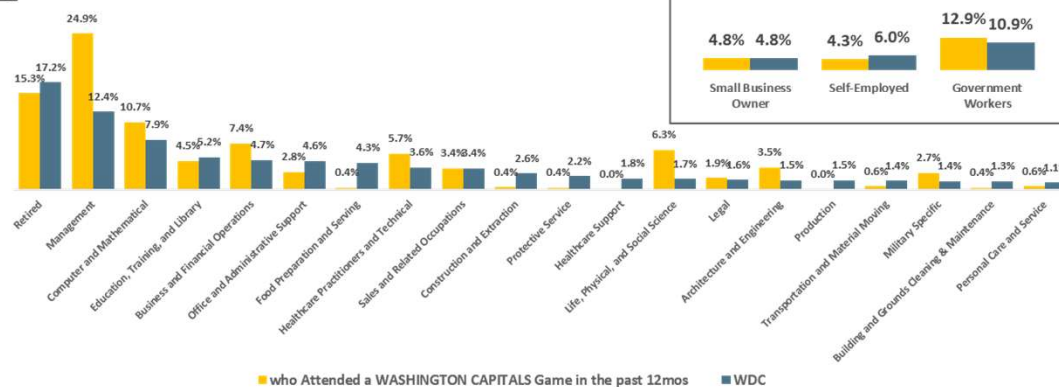
Employment: Adults 18 or older



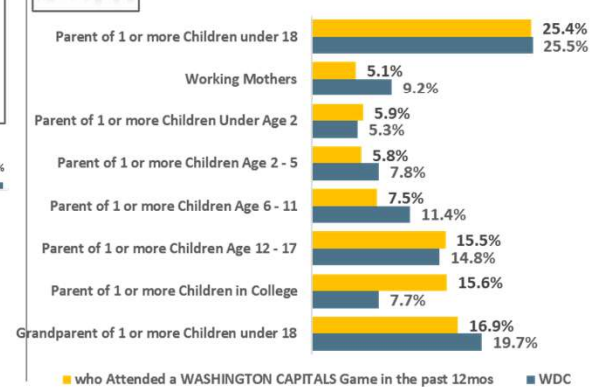
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

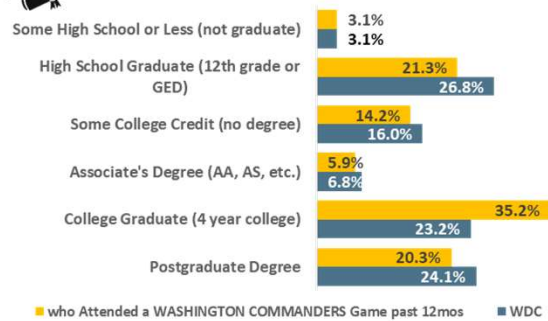




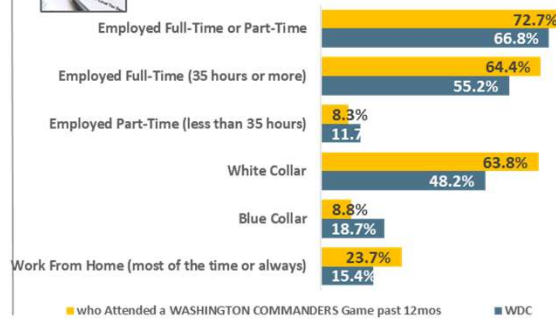
7.3% or 422,334 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 17.4% more likely to be a college graduate, 16.7% more likely to work full-time, 6.8% less likely to be married, 14.3% more likely to be a parent of 1 or more children under 18.



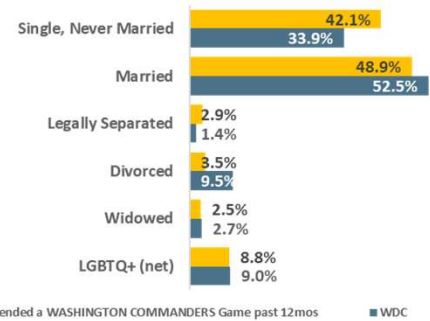
Education Levels: Adults 18 or older



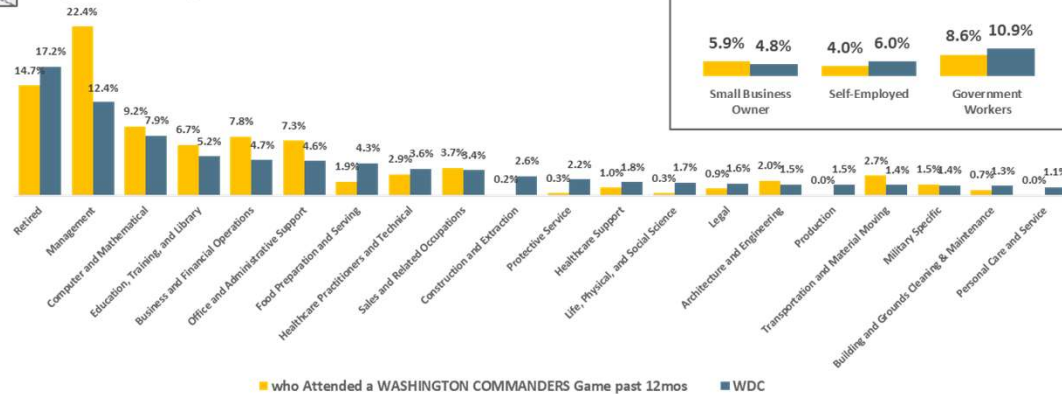
Employment: Adults 18 or older



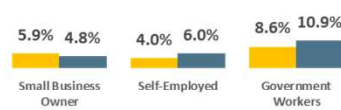
Marital Status: Adults 18 or older



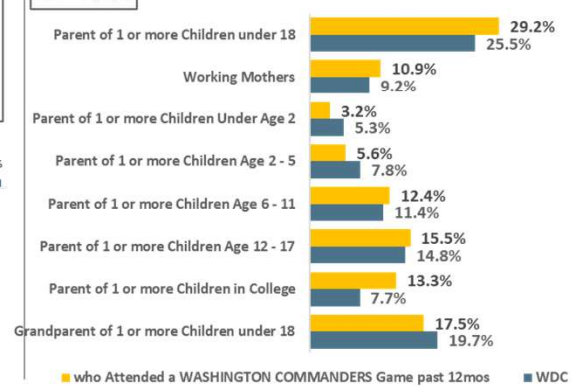
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

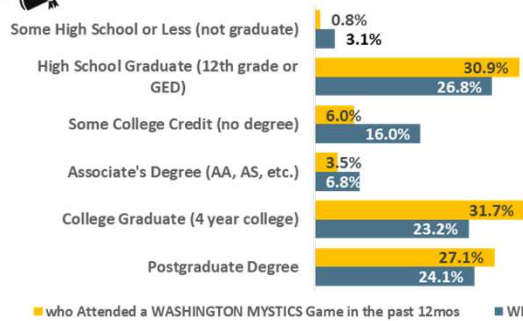




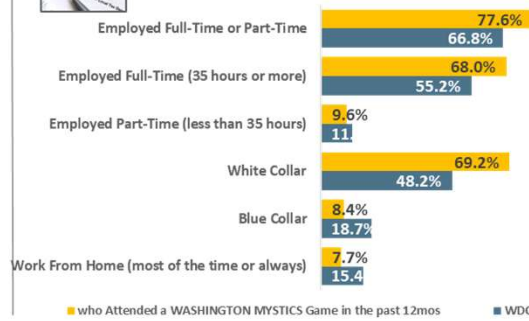
1.8% or 105,175 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos are 24.3% more likely to be a college graduate, 23.3% more likely to work full-time, 17.1% less likely to be married, 4.5% more likely to be a parent of 1 or more children under 1



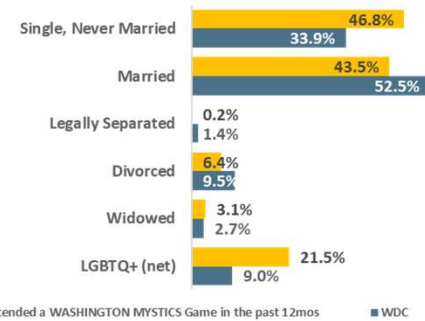
Education Levels: Adults 18 or older



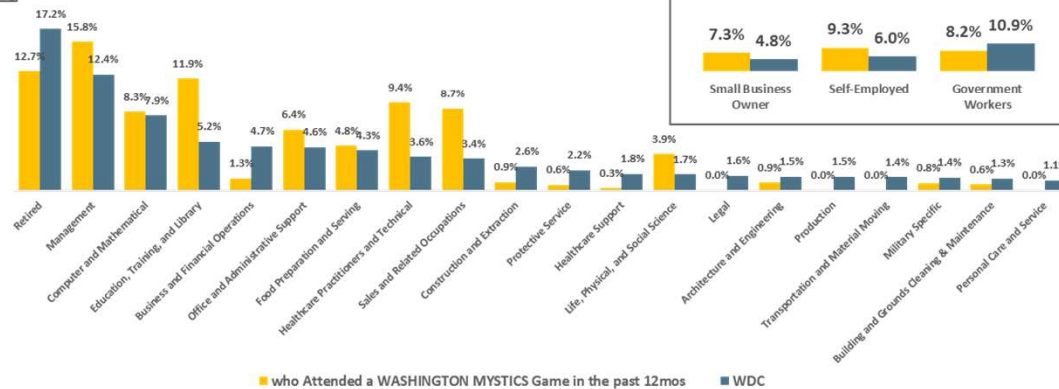
Employment: Adults 18 or older



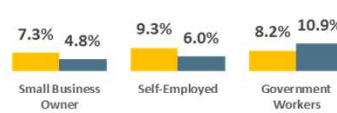
Marital Status: Adults 18 or older



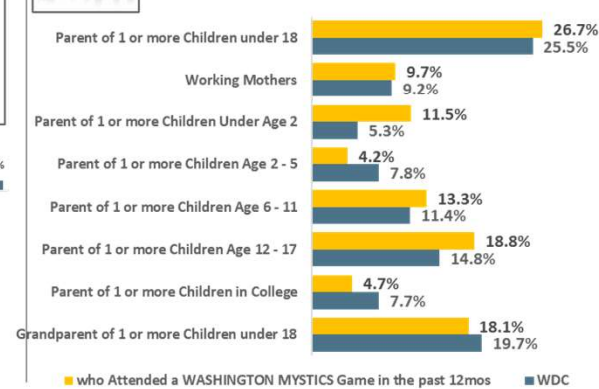
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



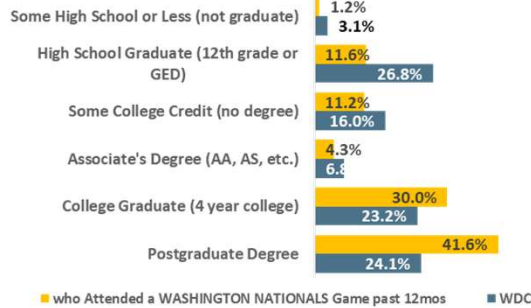
Stage in Life: Adults 18 or older



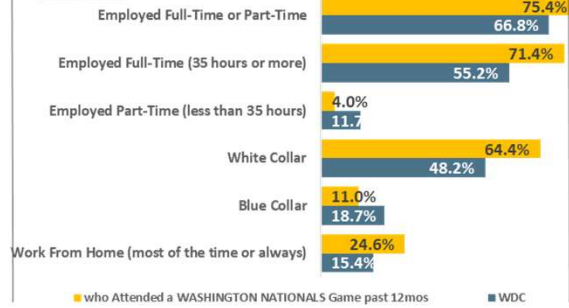


17.6% or 1,018,817 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 51.2% more likely to be a college graduate, 29.4% more likely to work full-time, 9% more likely to be married, 16.9% more likely to be a parent of 1 or more children under 18.

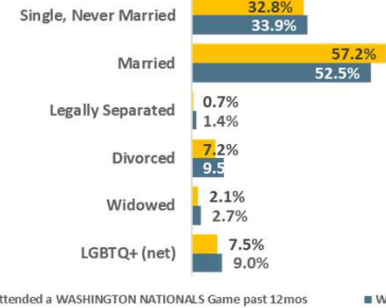
Education Levels: Adults 18 or older



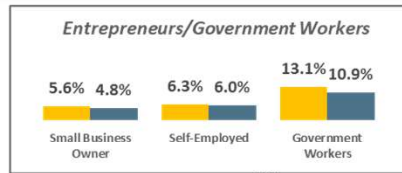
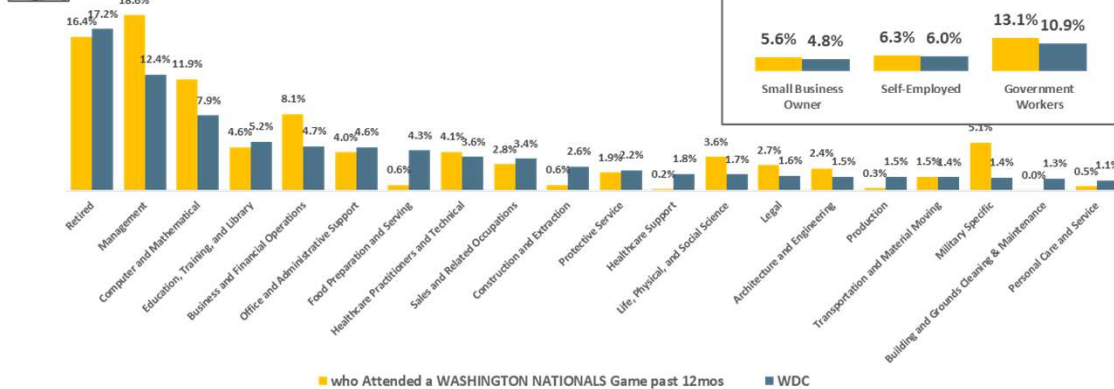
Employment: Adults 18 or older



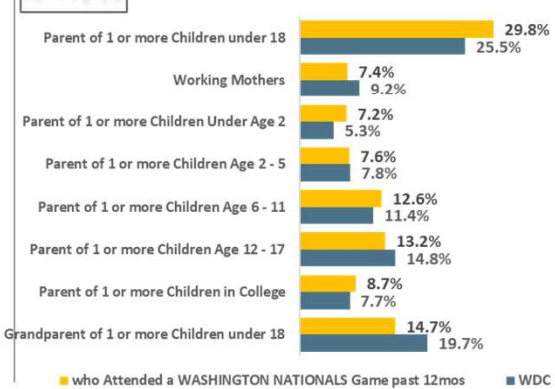
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

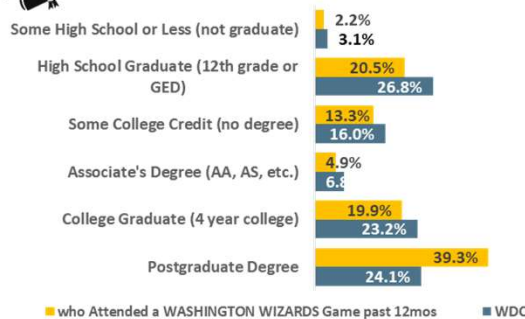




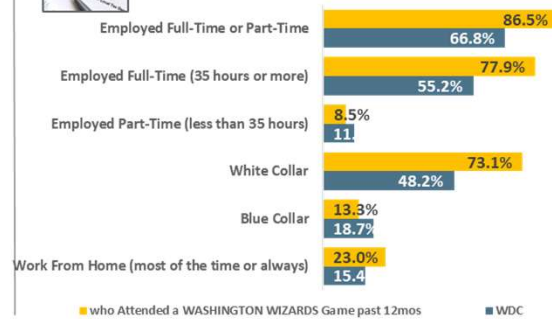
4.4% or 253,143 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 25.1% more likely to be a college graduate, 41.2% more likely to work full-time, 11.1% less likely to be married, 21.3% more likely to be a parent of 1 or more children under 18.



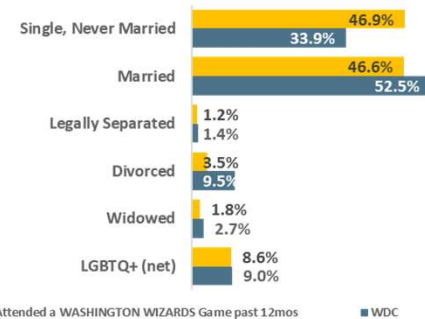
Education Levels: Adults 18 or older



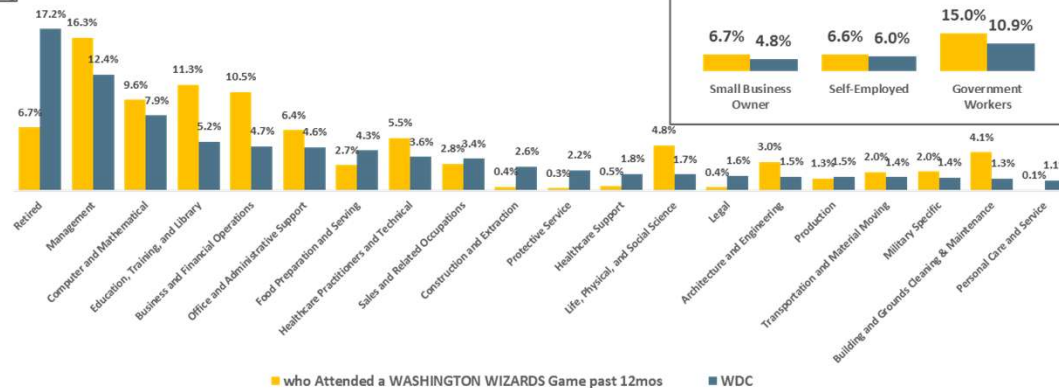
Employment: Adults 18 or older



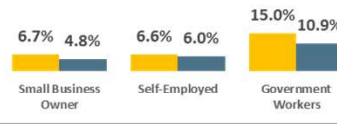
Marital Status: Adults 18 or older



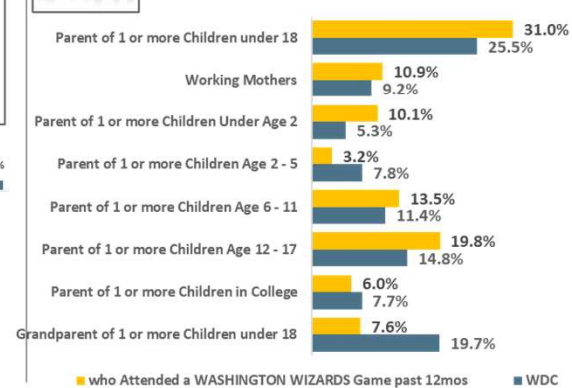
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

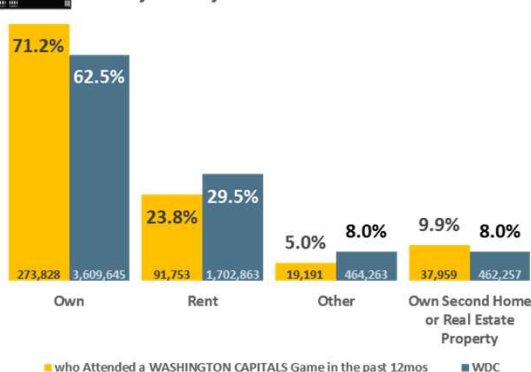




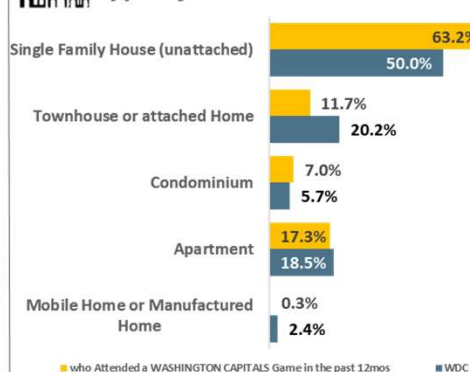
6.7% or 384,772 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos are 13.9% more likely to own their home, 34.8% more likely to own a higher valued home, 26.4% more likely to have a single-family home, 40.7% more likely to have a dog.



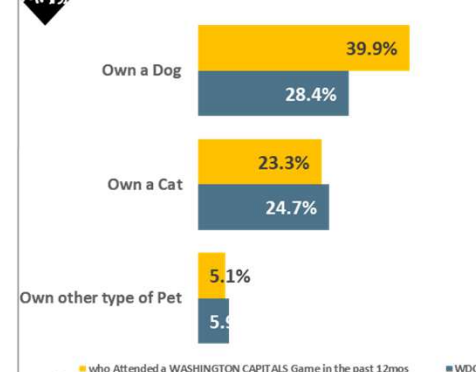
Own/Rent/Other: Adults 18 or older



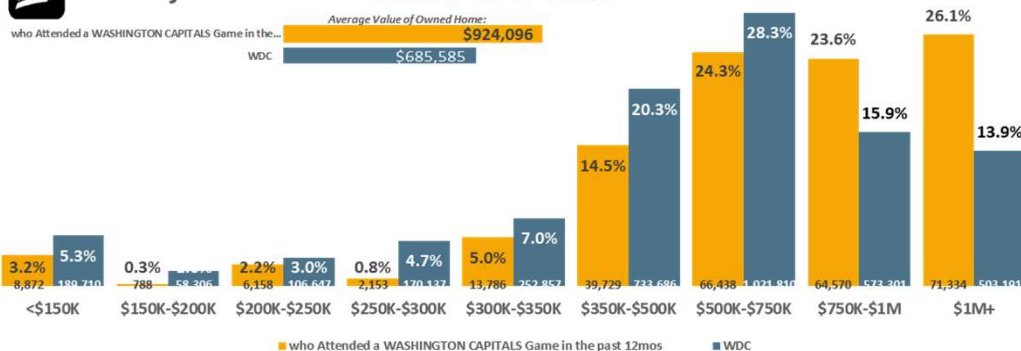
Type of Home: Adults 18 or older



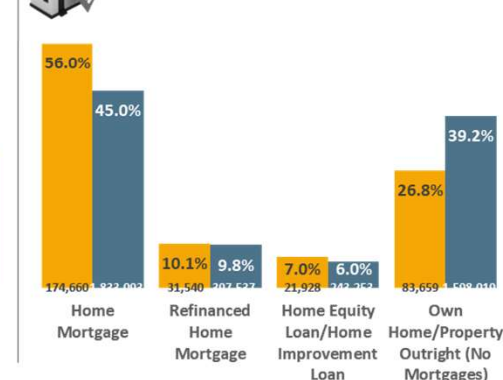
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



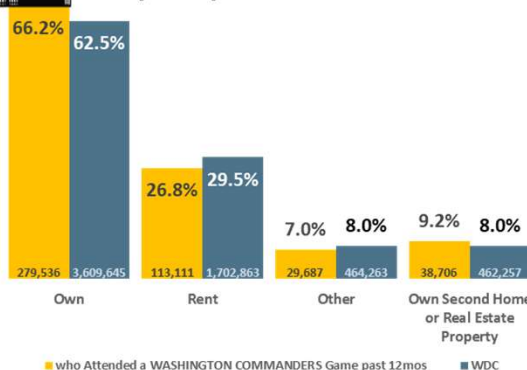
Home Loans: Adults 18 or older



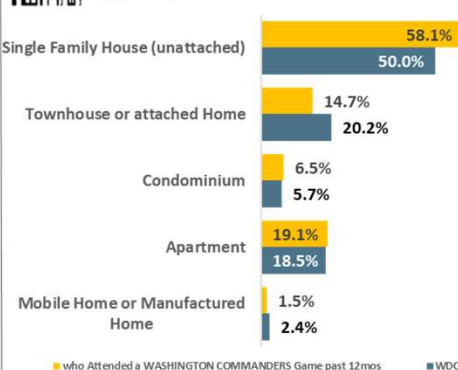


7.3% or 422,334 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 5.9% more likely to own their home, 14.1% more likely to own a higher valued home, 16.% more likely to have a single-family home, 8.9% more likely to have a dog.

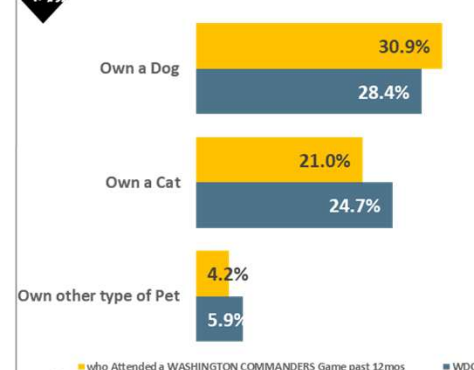
Own/Rent/Other: Adults 18 or older



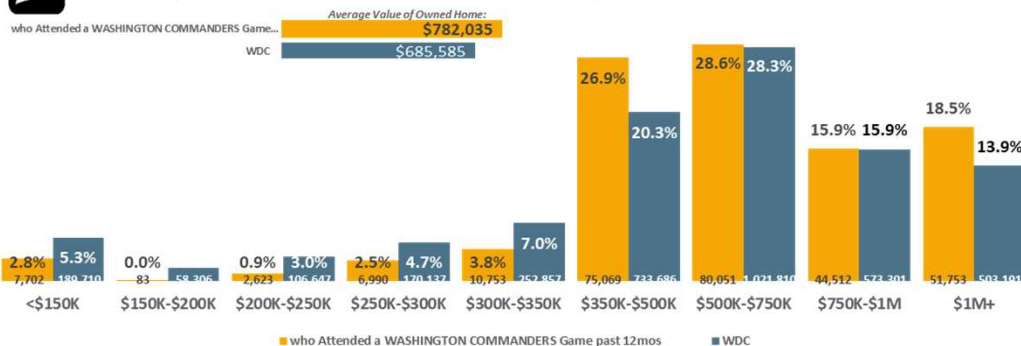
Type of Home: Adults 18 or older



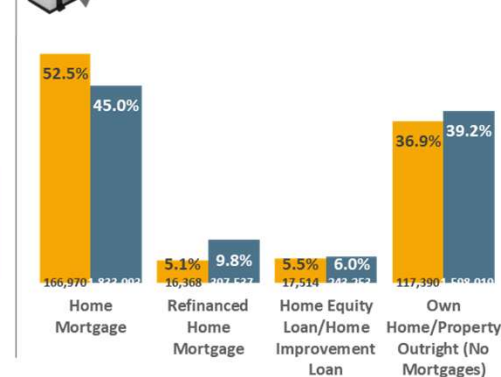
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



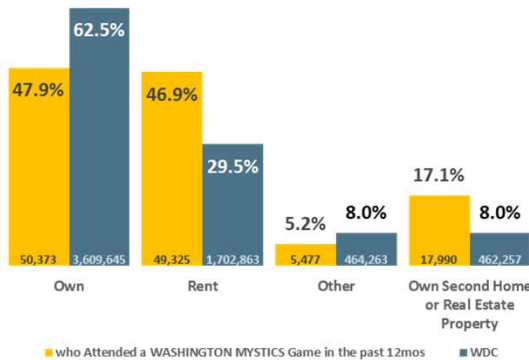


WDC

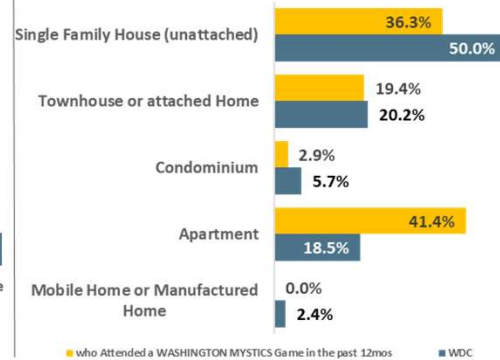
1.8% or 105,175 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos are 23.4% less likely to own their home, 16.9% more likely to own a higher valued home, 27.5% less likely to have a single-family home, 27.2% less likely to have a dog.



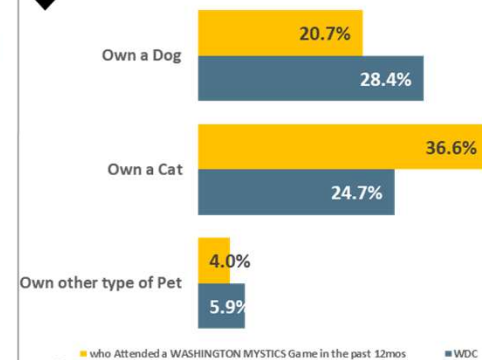
Own/Rent/Other: Adults 18 or older



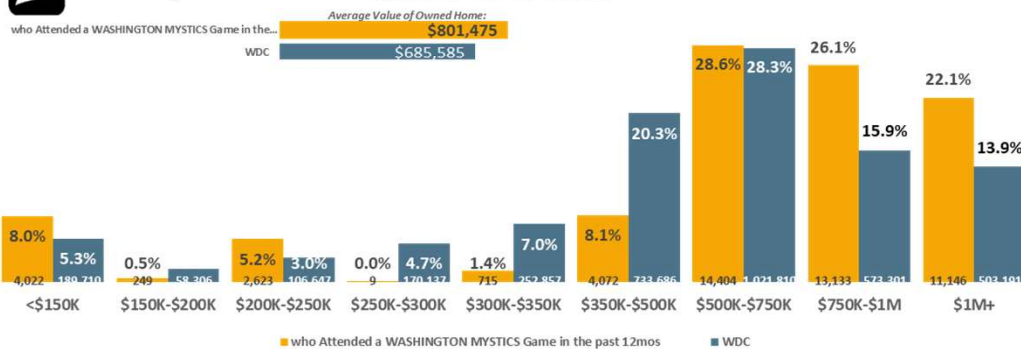
Type of Home: Adults 18 or older



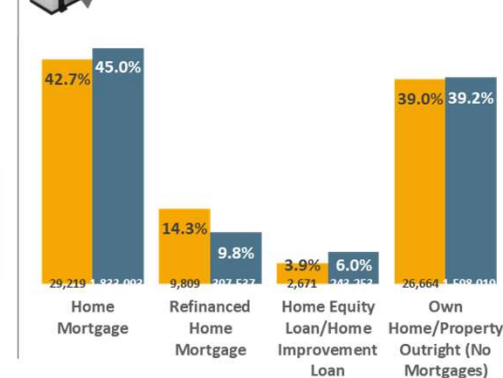
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

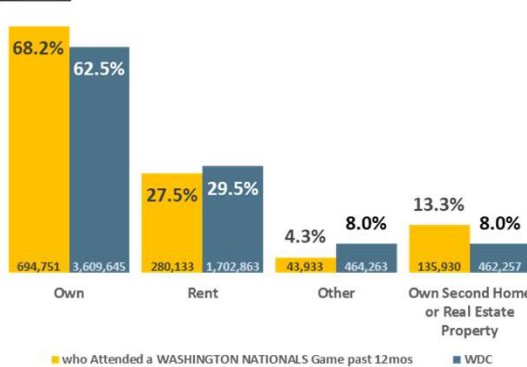




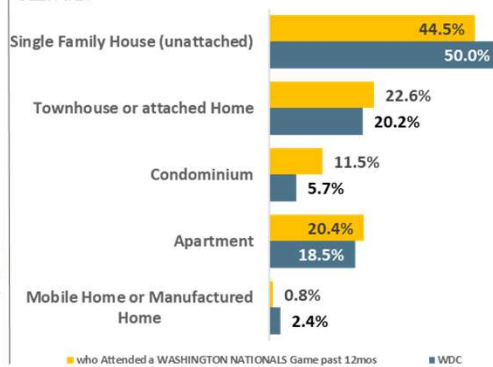
17.6% or 1,018,817 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 9.1% more likely to own their home, 23.9% more likely to own a higher valued home, 11.1% less likely to have a single-family home, 14.6% more likely to have a dog.



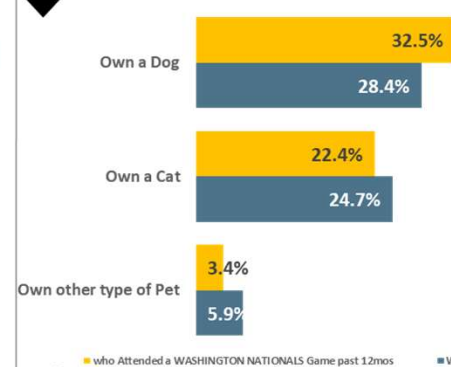
Own/Rent/Other: Adults 18 or older



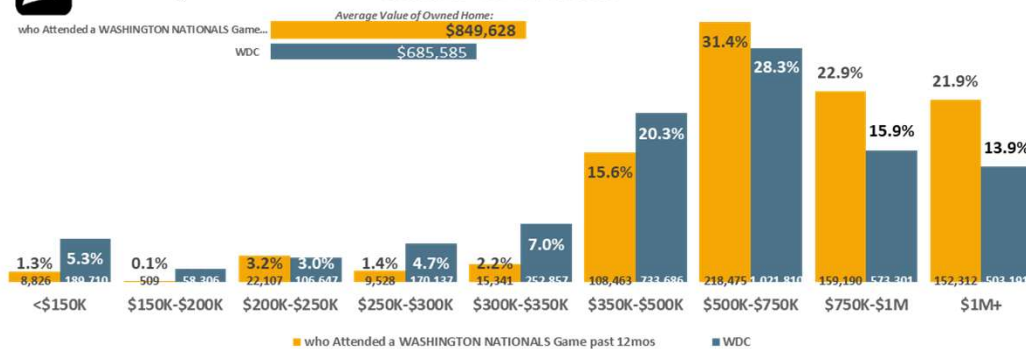
Type of Home: Adults 18 or older



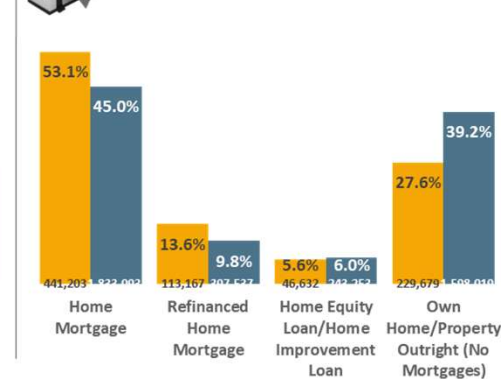
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



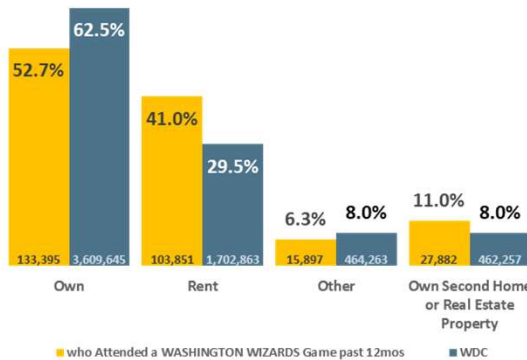


WDC

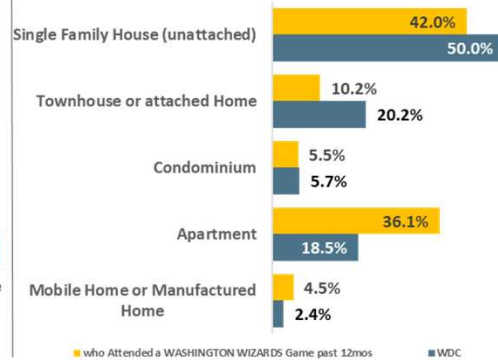
4.4% or 253,143 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 15.7% less likely to own their home, 3.2% more likely to own a higher valued home, 16.2% less likely to have a single-family home, 16.8% more likely to have a dog.



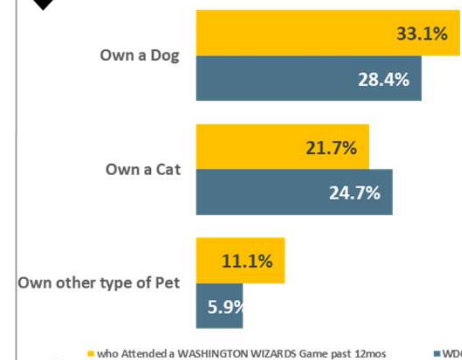
Own/Rent/Other: Adults 18 or older



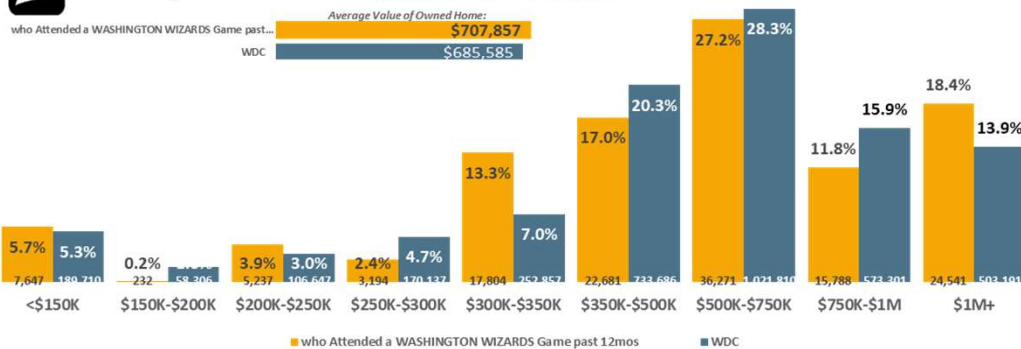
Type of Home: Adults 18 or older



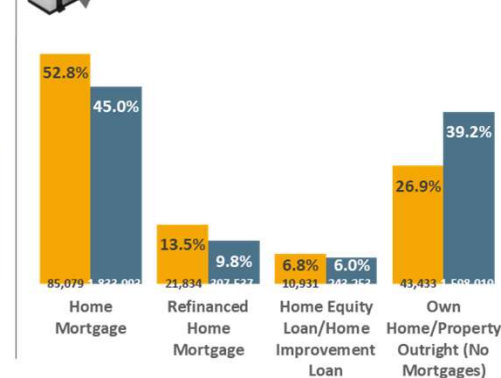
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

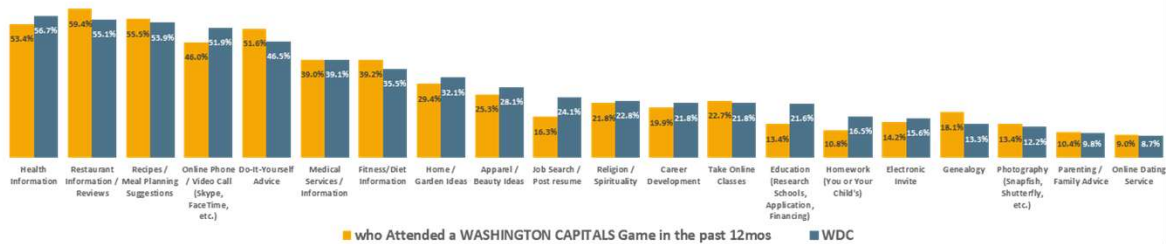




6.7% or 384,772 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos are 11.1% more likely to look up D-I-Y advice online, 32.% more likely to always vote in local elections, 50.4% more likely to belong to a gym, 50.6% more likely to fly domestic

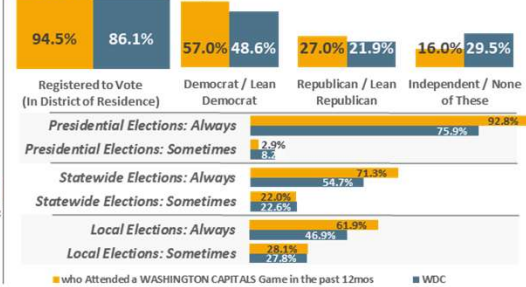


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Attended a WASHINGTON CAPITALS Game in the past 12mos ■ WDC

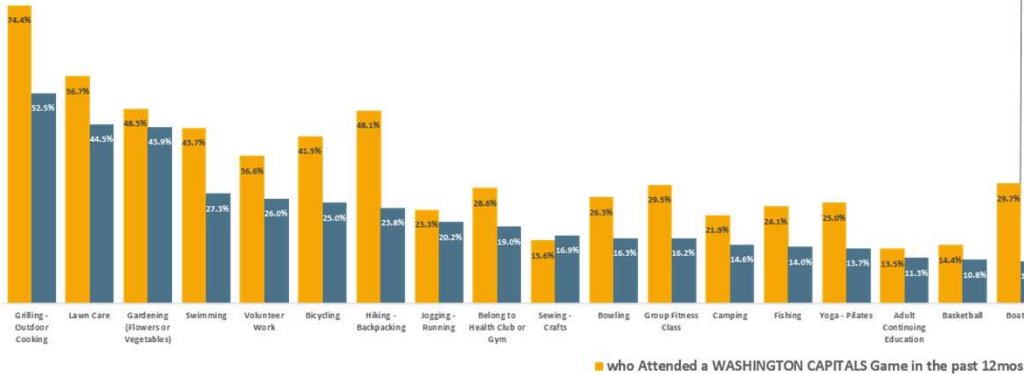
Political Activity: Adults 18 or older



■ who Attended a WASHINGTON CAPITALS Game in the past 12mos ■ WDC



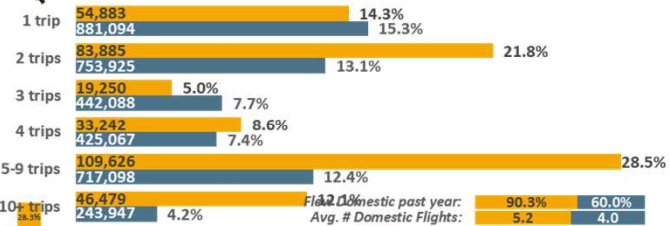
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Attended a WASHINGTON CAPITALS Game in the past 12mos ■ WDC



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



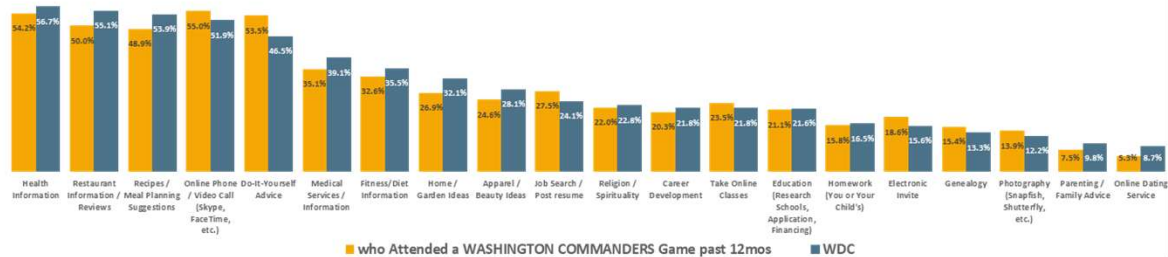
Flights Domestic past year: 90.3% vs 60.0%
Avg. # Domestic Flights: 5.2 vs 4.0



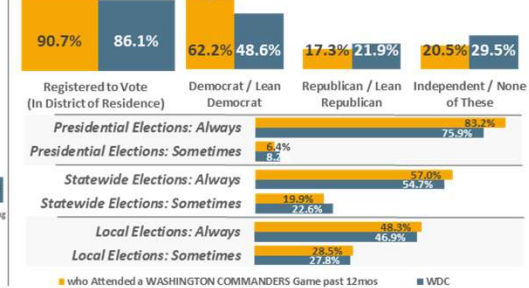
7.3% or 422,334 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 15.1% more likely to look up D-I-Y advice online, 3.% more likely to always vote in local elections, 31.3% more likely to belong to a gym, 44.5% more likely to fly domestic past y



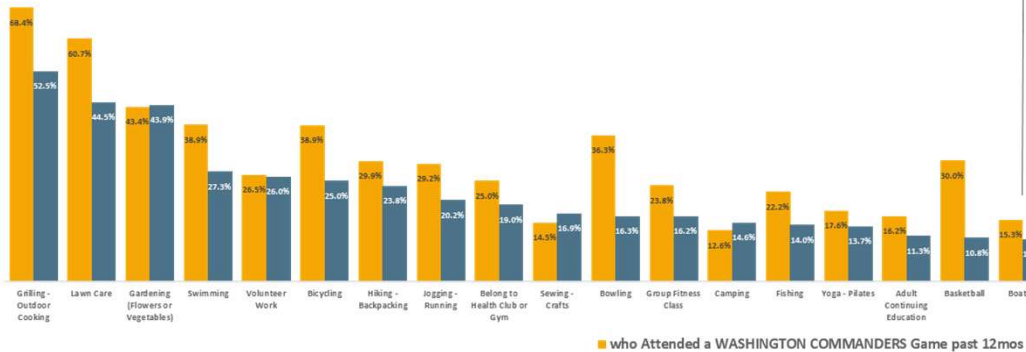
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



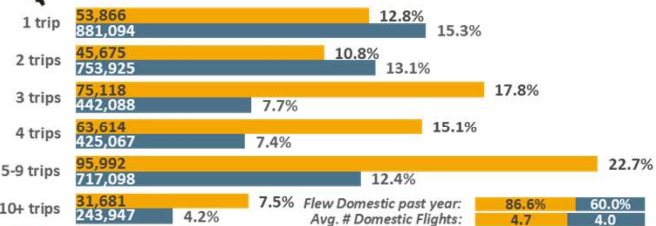
Political Activity: Adults 18 or older



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



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



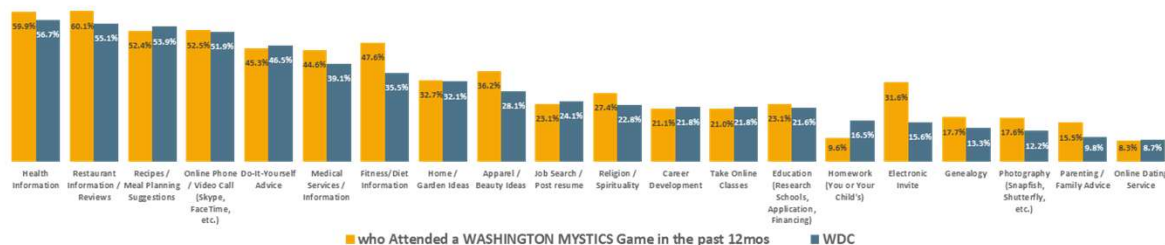
Flew Domestic past year: 86.6%
Avg. # Domestic Flights: 4.7



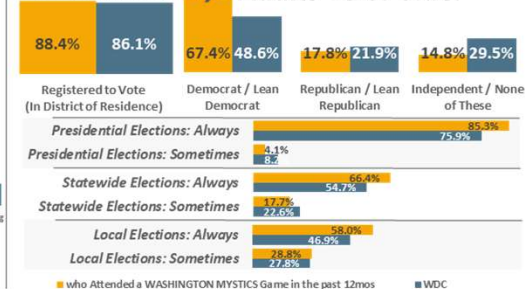
1.8% or 105,175 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos are 2.6% less likely to look up D-I-Y advice online, 23.6% more likely to always vote in local elections, 1.8% more likely to belong to a gym, 39.1% more likely to fly domestic pa



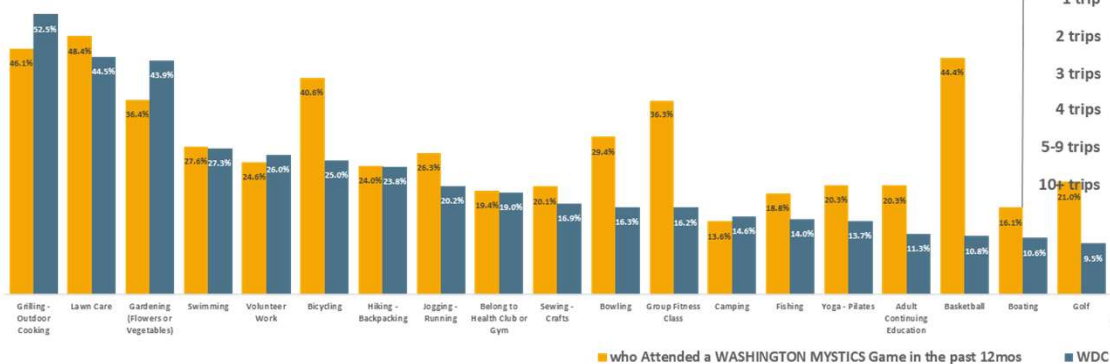
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



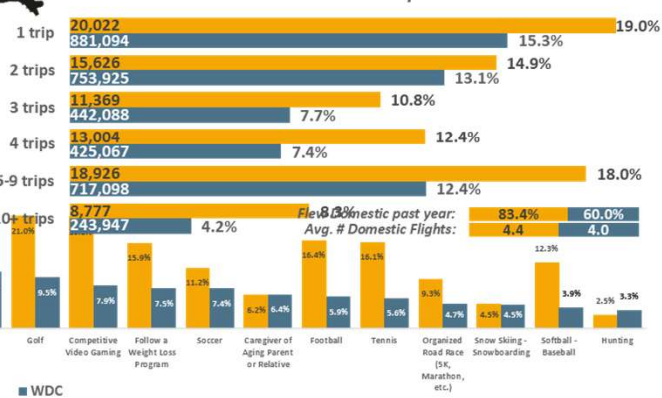
Political Activity: Adults 18 or older



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



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

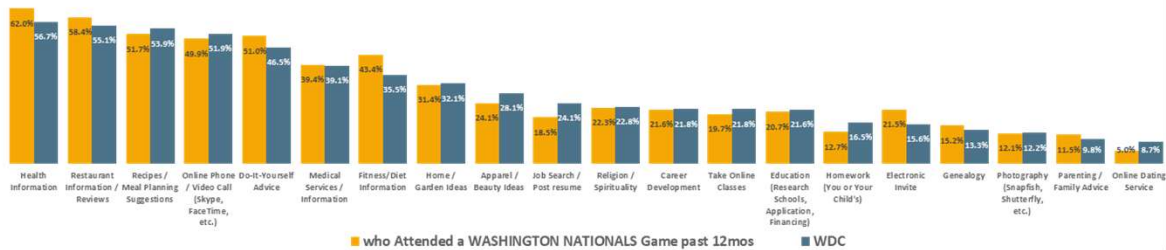




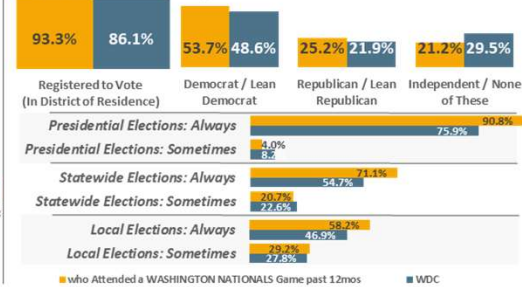
17.6% or 1,018,817 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 9.8% more likely to look up D-I-Y advice online, 24.% more likely to always vote in local elections, 51.8% more likely to belong to a gym, 39.4% more likely to fly domestic past yr



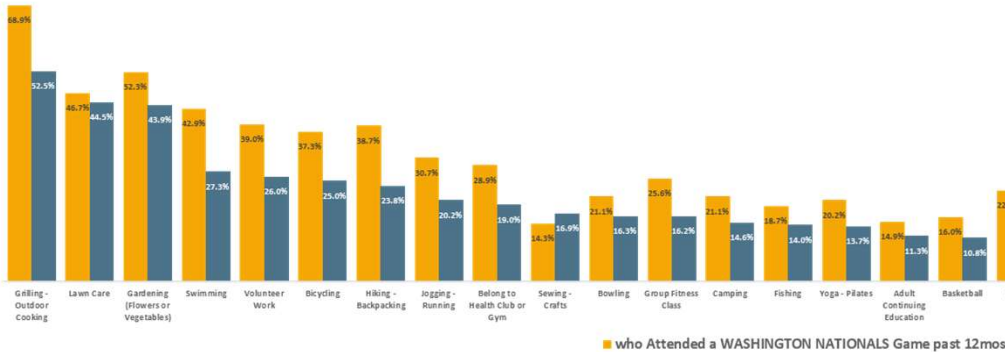
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



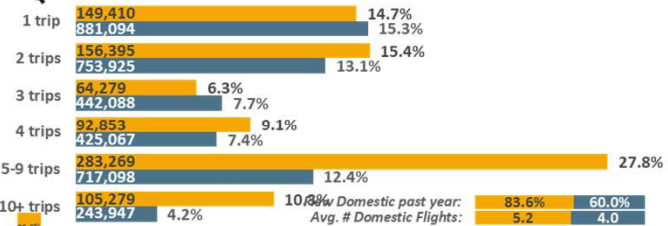
Political Activity: Adults 18 or older



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



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



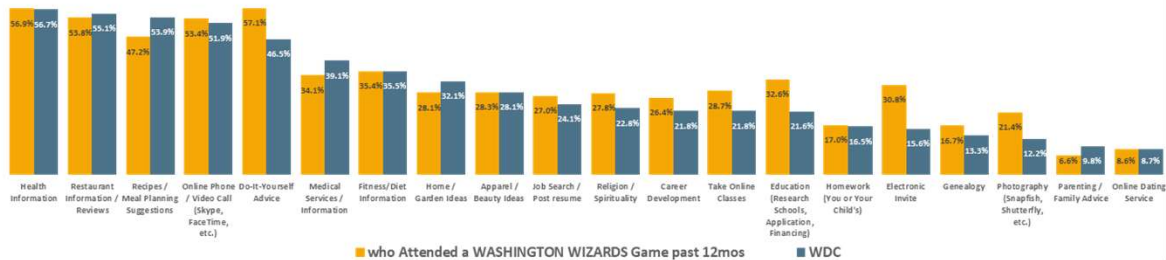
Domestic past year: 83.6%
Avg. # Domestic Flights: 5.2



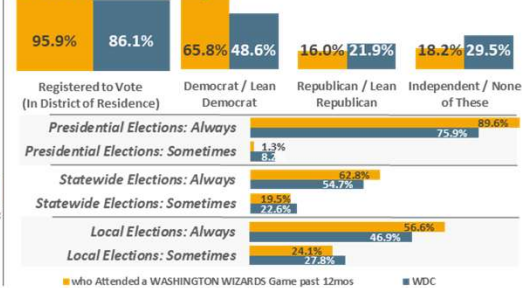
4.4% or 253,143 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 22.9% more likely to look up D-I-Y advice online, 20.7% more likely to always vote in local elections, 67.5% more likely to belong to a gym, 44.1% more likely to fly domestic past yr



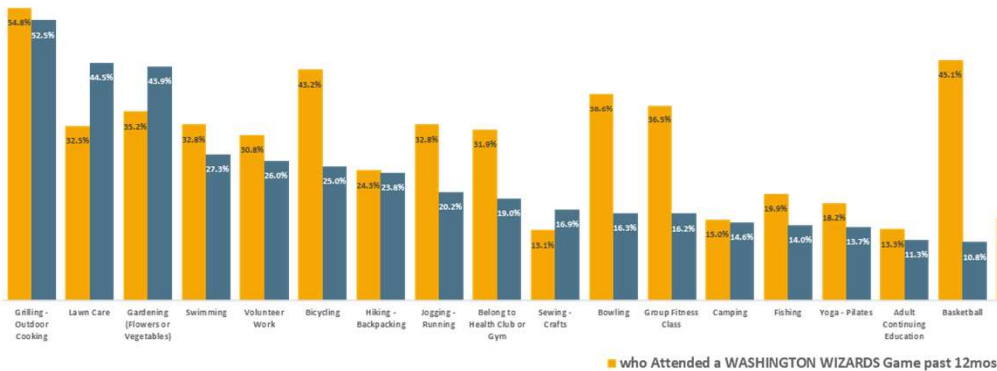
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



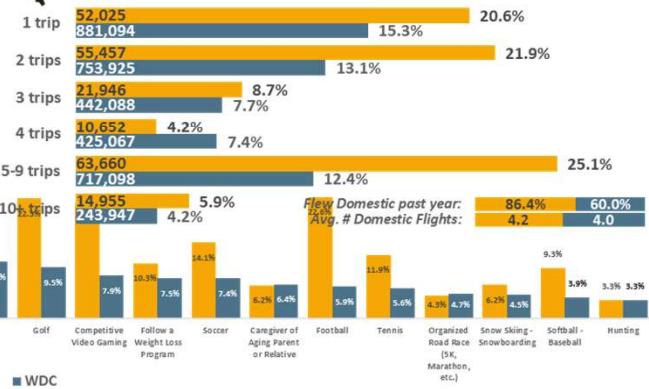
Political Activity: Adults 18 or older



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



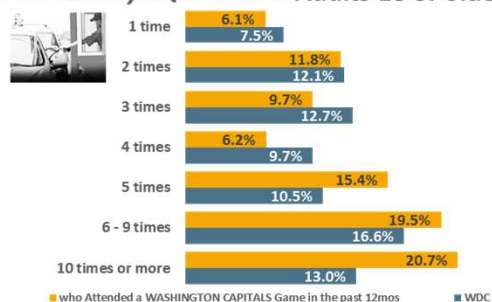
Past 12-months Domestic Airline Trips: Adults 18 or older



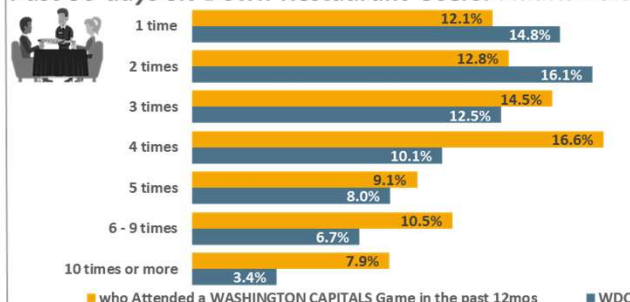


6.7% or 384,772 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos are 8.8% more likely to use QSRs past mo., 16.6% more likely to use Sit-Down Restaurants past mo., 45.2% more likely to use Casinos past yr., 27.2% less likely to smoke cigarette

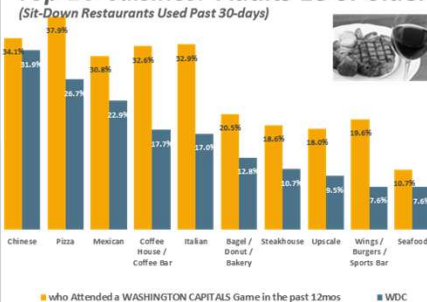
Past 30-days QSR Users: Adults 18 or older



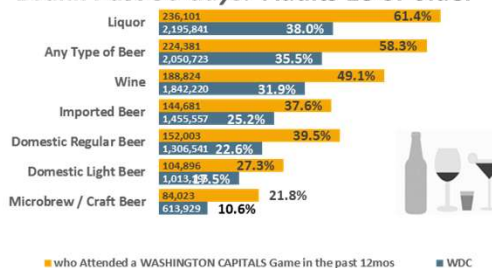
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Top-10 Cuisines: Adults 18 or older



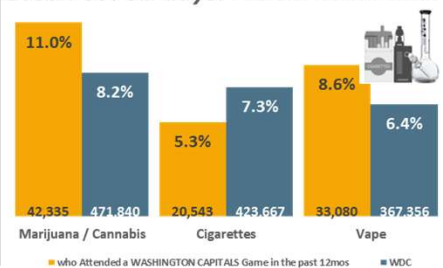
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



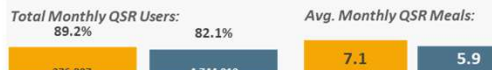
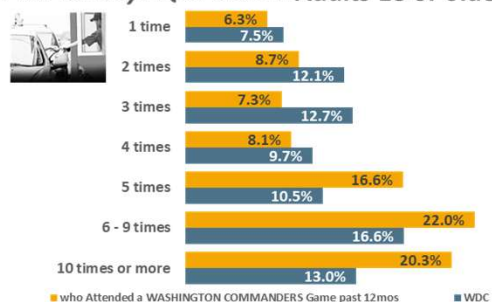
Used Past 30-days: Adults 18 or older



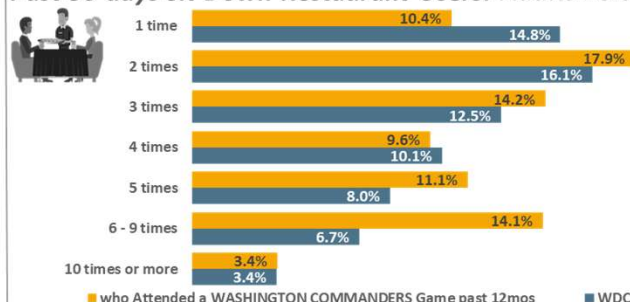


7.3% or 422,334 of WDC DMA Adults 18 or older Attended a WASHINGTON COMMANDERS Game past 12mos. Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos are 8.6% more likely to use QSRs past mo., 12.9% more likely to use Sit-Down Restaurants past mo., 97.3% more likely to use Casinos past yr., 49.2% more likely to smoke cigarettes.

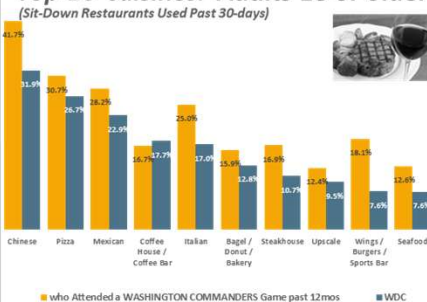
Past 30-days QSR Users: Adults 18 or older



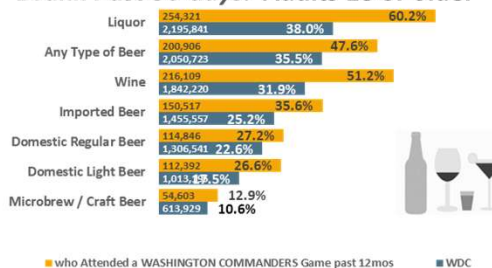
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



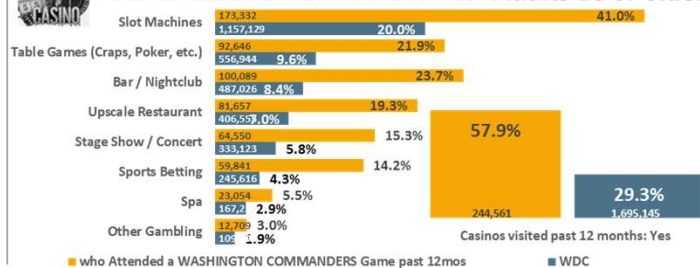
Top-10 Cuisines: Adults 18 or older



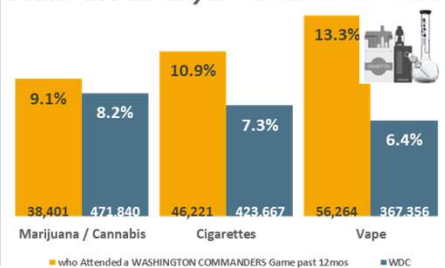
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



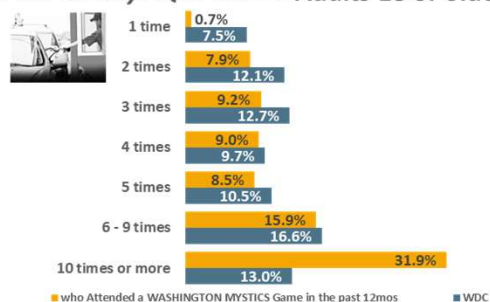
Used Past 30-days: Adults 18 or older





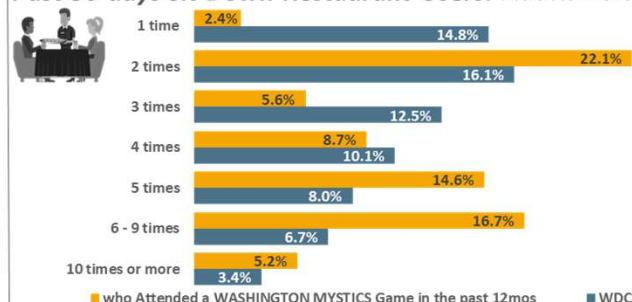
1.8% or 105,175 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos are 1.1% more likely to use QSRs past mo., 5% more likely to use Sit-Down Restaurants past mo., 112.1% more likely to use Casinos past yr., 14.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



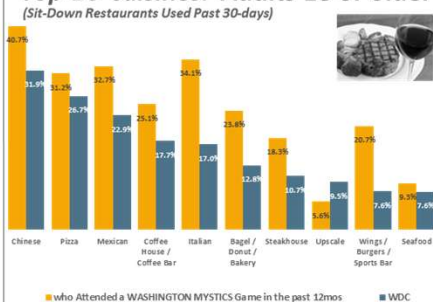
Total Monthly QSR Users: 83.1% (DMA) vs 82.1% (WDC)
Avg. Monthly QSR Meals: 8.7 (DMA) vs 5.9 (WDC)

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



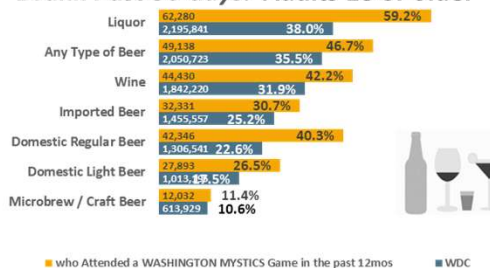
Total Monthly Sit-Down Restaurant Users: 75.2% (DMA) vs 71.6% (WDC)
Avg. Monthly Sit-Down Restaurant Meals: 5.0 (DMA) vs 3.7 (WDC)

Top-10 Cuisines: Adults 18 or older

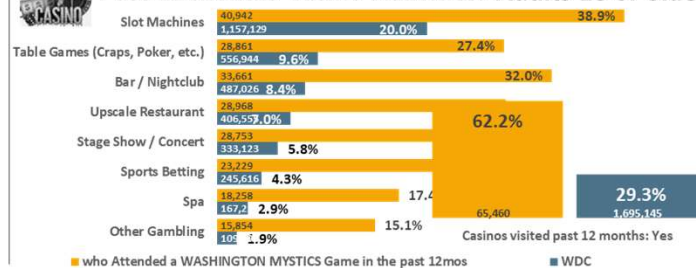


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Attended a WASHINGTON MYSTICS Game in the... 31,233 (DMA) vs 1,468,075 (WDC)
 29.7% vs 25.4%

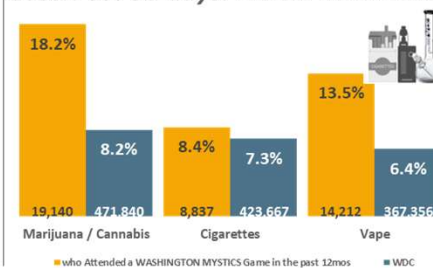
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



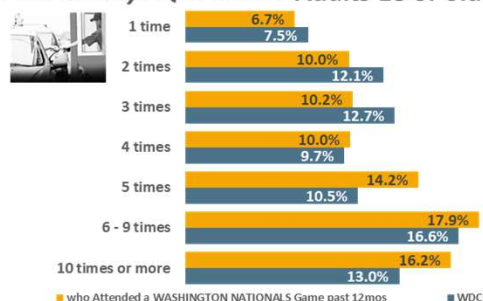
Used Past 30-days: Adults 18 or older



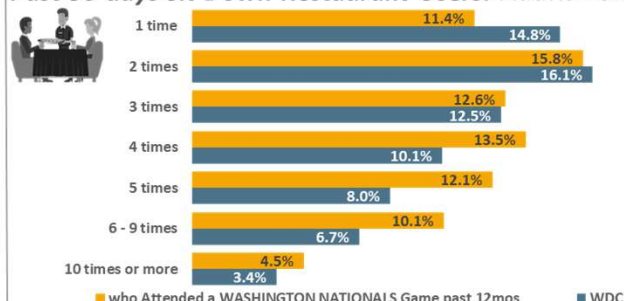


17.6% or 1,018,817 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 3.6% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 29.1% more likely to use Casinos past yr., 28.8% less likely to smoke cigarettes.

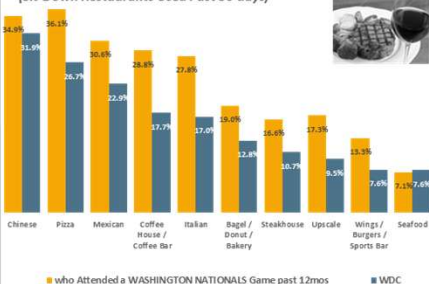
Past 30-days QSR Users: Adults 18 or older



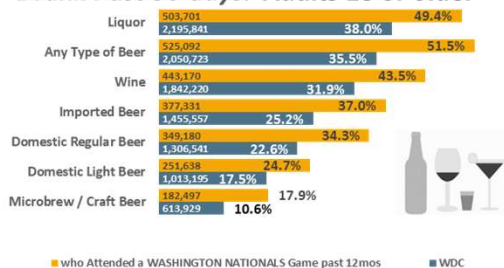
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



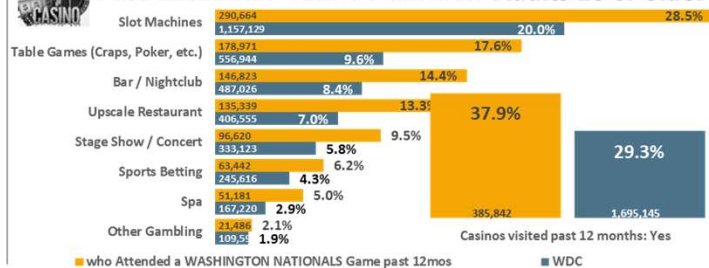
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



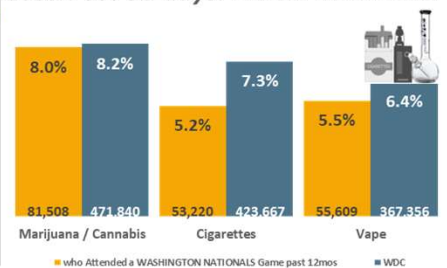
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



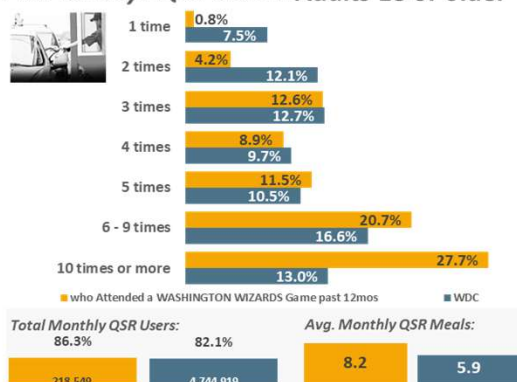
Used Past 30-days: Adults 18 or older



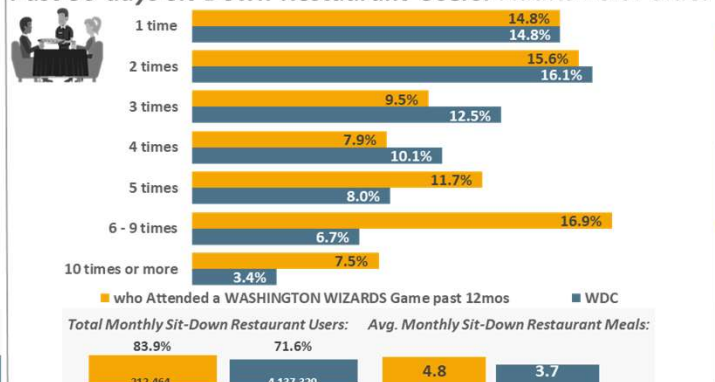


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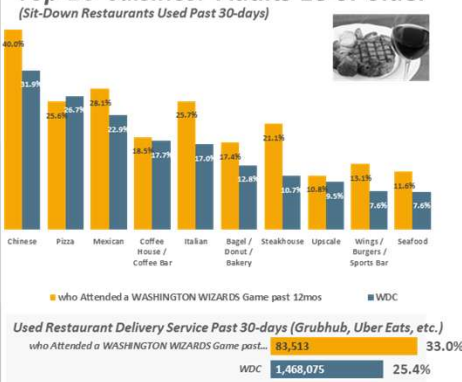
Past 30-days QSR Users: Adults 18 or older



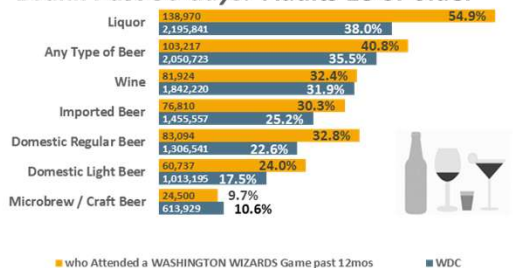
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



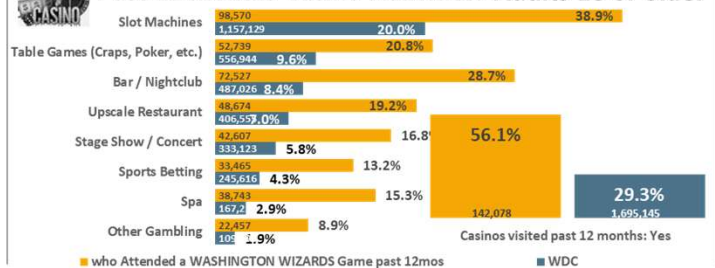
Top-10 Cuisines: Adults 18 or older



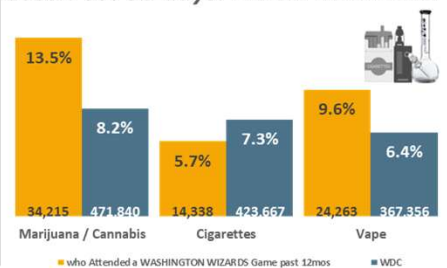
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

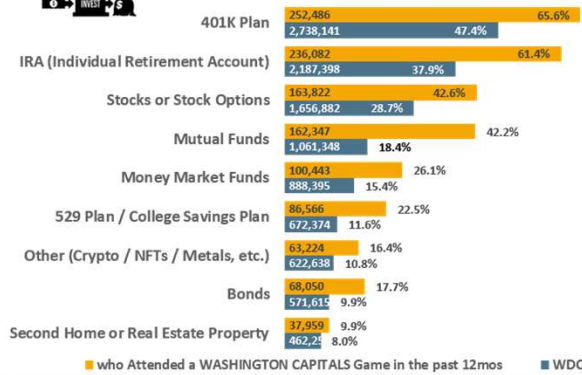




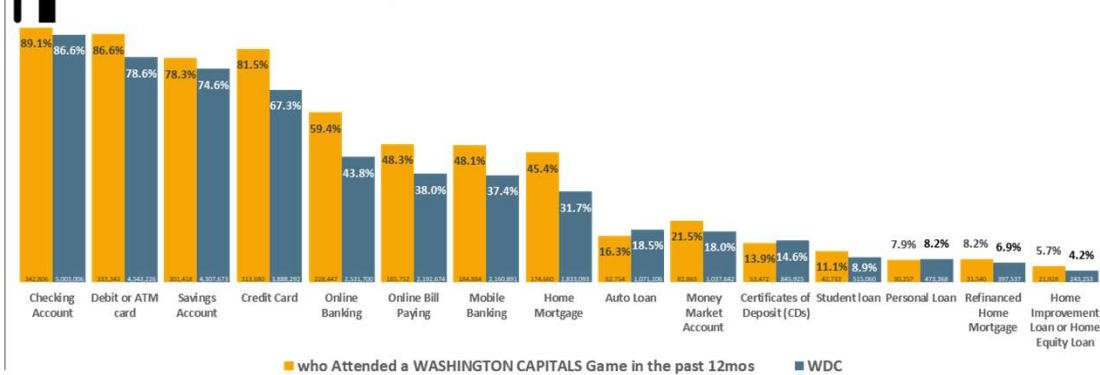
6.7% or 384,772 of WDC DMA Adults 18 or older Attended a WASHINGTON CAPITALS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos are 38.4% more likely to have a 401K, 12.% less likely to have an Auto Loan, 68.9% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



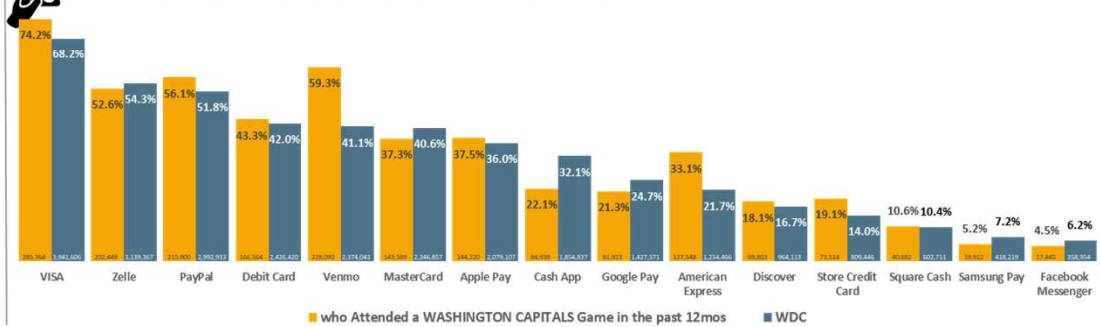
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

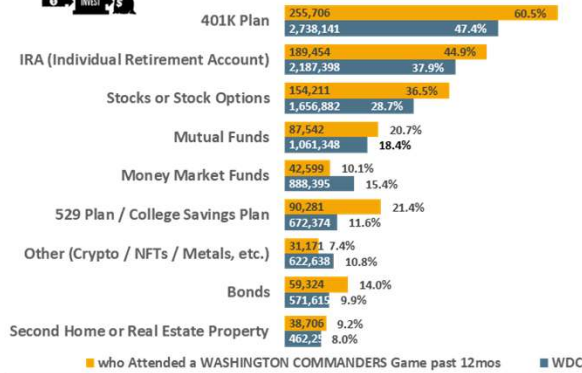




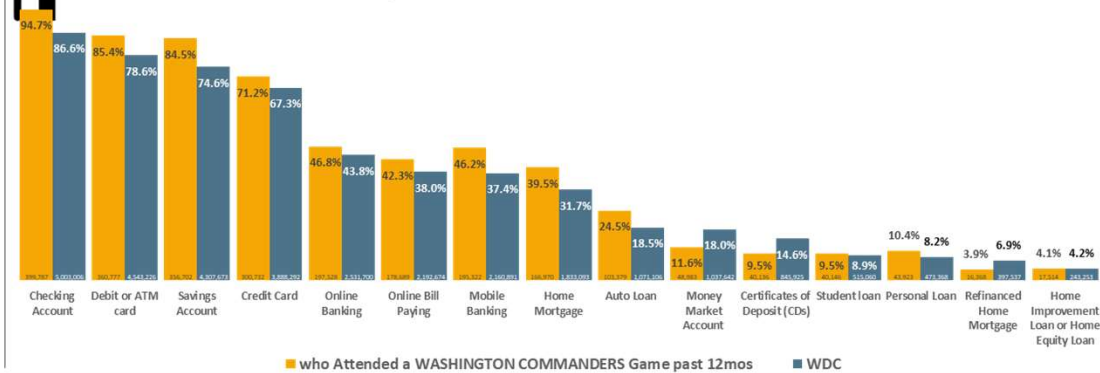
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Investments Owned: Adults 18 or older



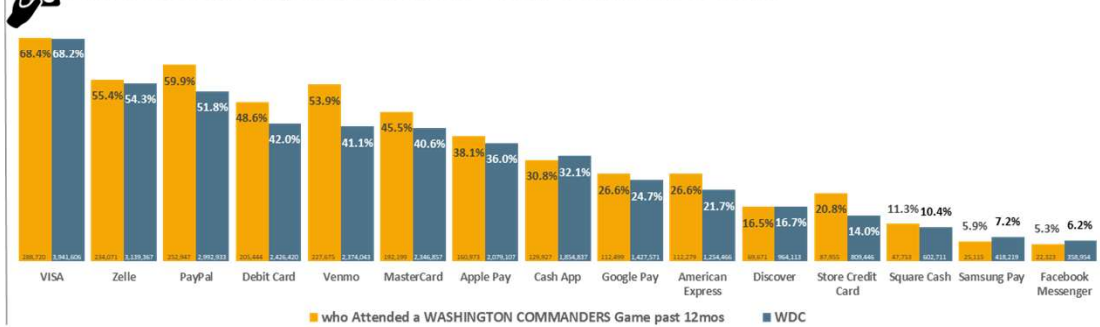
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Professional Services Used*: Adults 18 or older



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

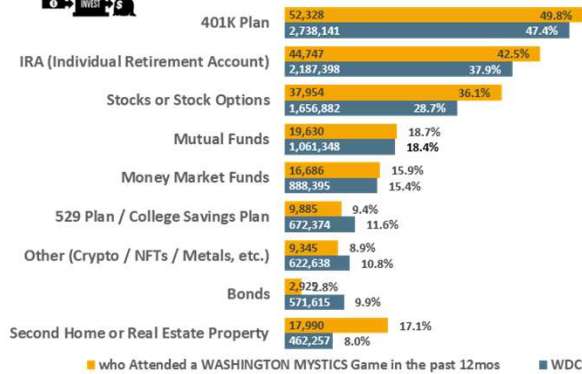




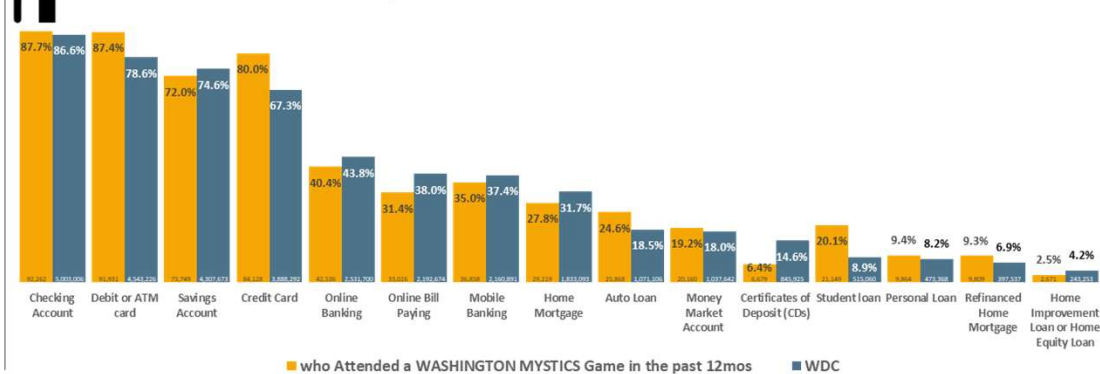
1.8% or 105,175 of WDC DMA Adults 18 or older Attended a WASHINGTON MYSTICS Game in the past 12mos. Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos are 5.0% more likely to have a 401K, 32.6% more likely to have an Auto Loan, 21.1% less likely to Invest/Trade Stocks Online, 5.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



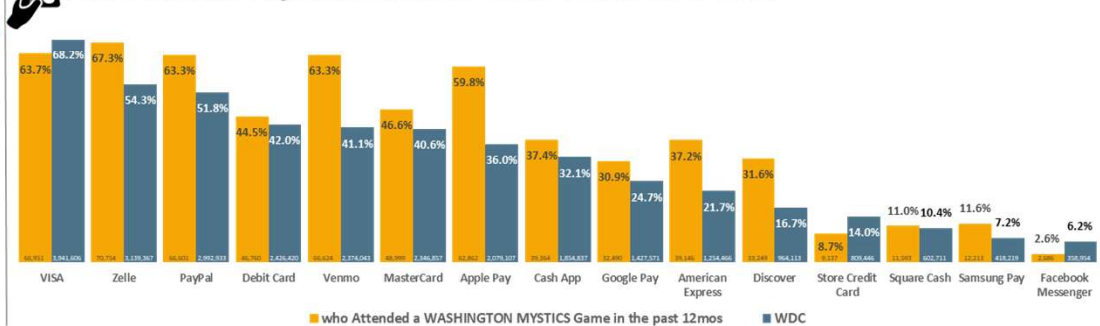
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





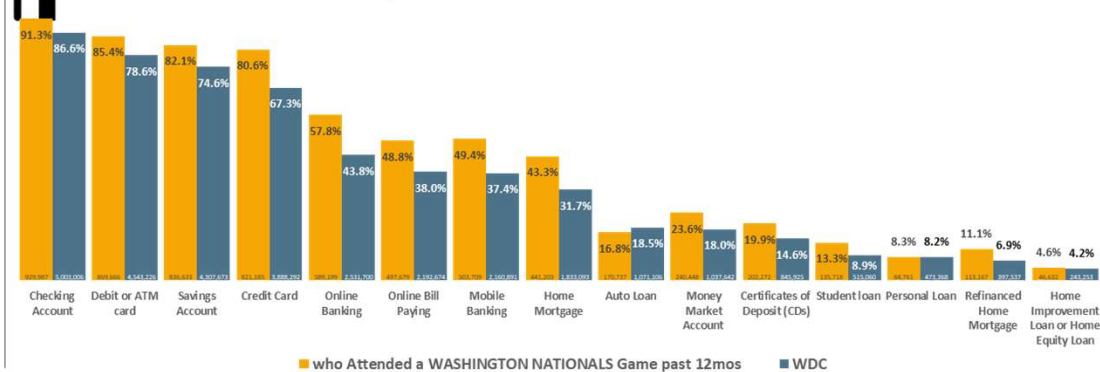
17.6% or 1,018,817 of WDC DMA Adults 18 or older Attended a WASHINGTON NATIONALS Game past 12mos. Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos are 29.1% more likely to have a 401K, 9.6% less likely to have an Auto Loan, 78.3% more likely to Invest/Trade Stocks Online, 4.3% less likely to pay with their Debit Card.



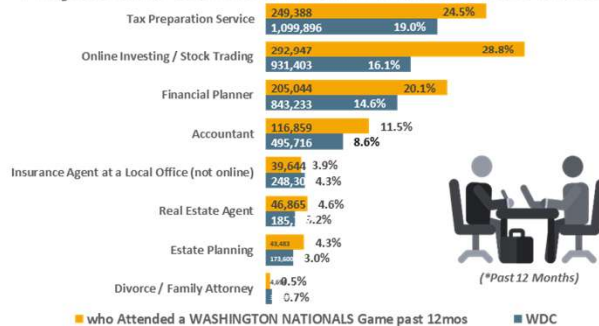
Investments Owned: Adults 18 or older



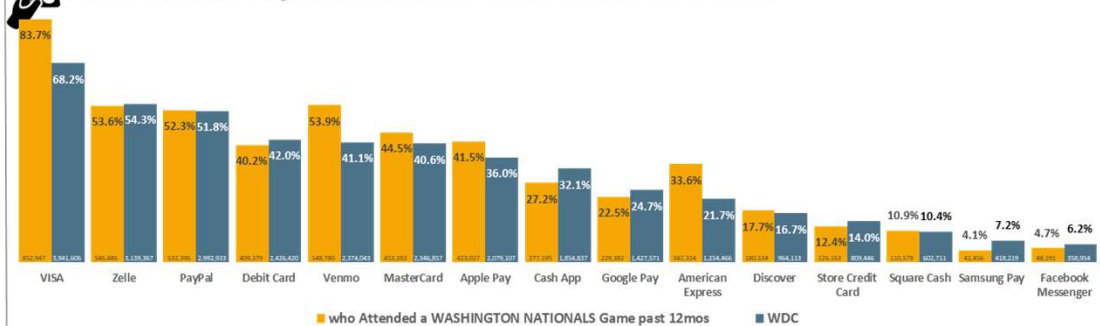
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

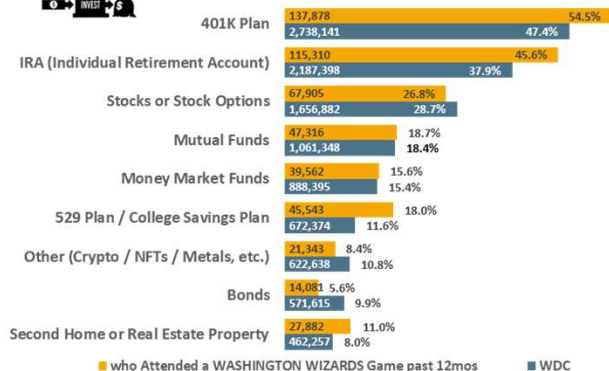




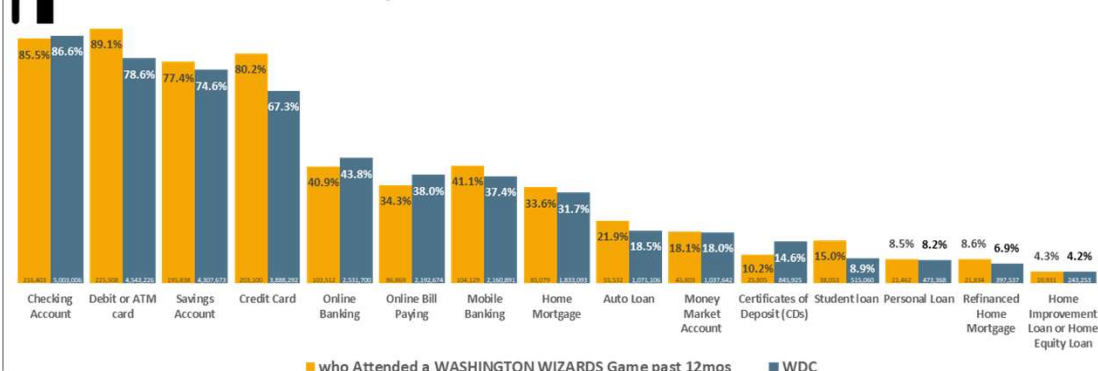
4.4% or 253,143 of WDC DMA Adults 18 or older Attended a WASHINGTON WIZARDS Game past 12mos. Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos are 14.9% more likely to have a 401K, 18.3% more likely to have an Auto Loan, 2.1% more likely to Invest/Trade Stocks Online, 16.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



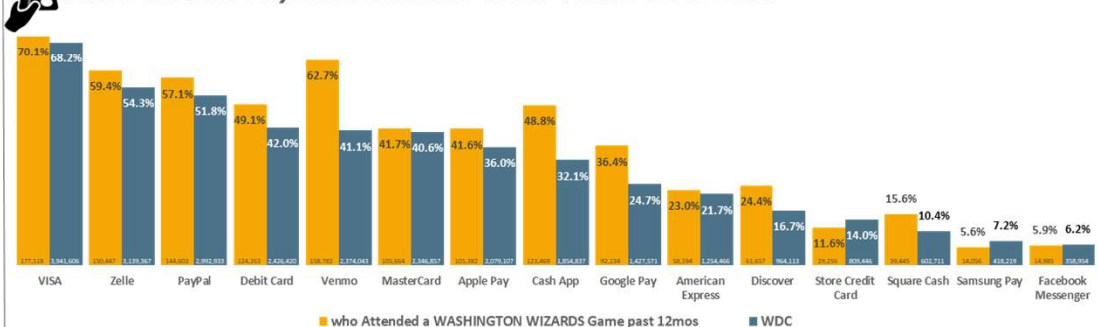
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

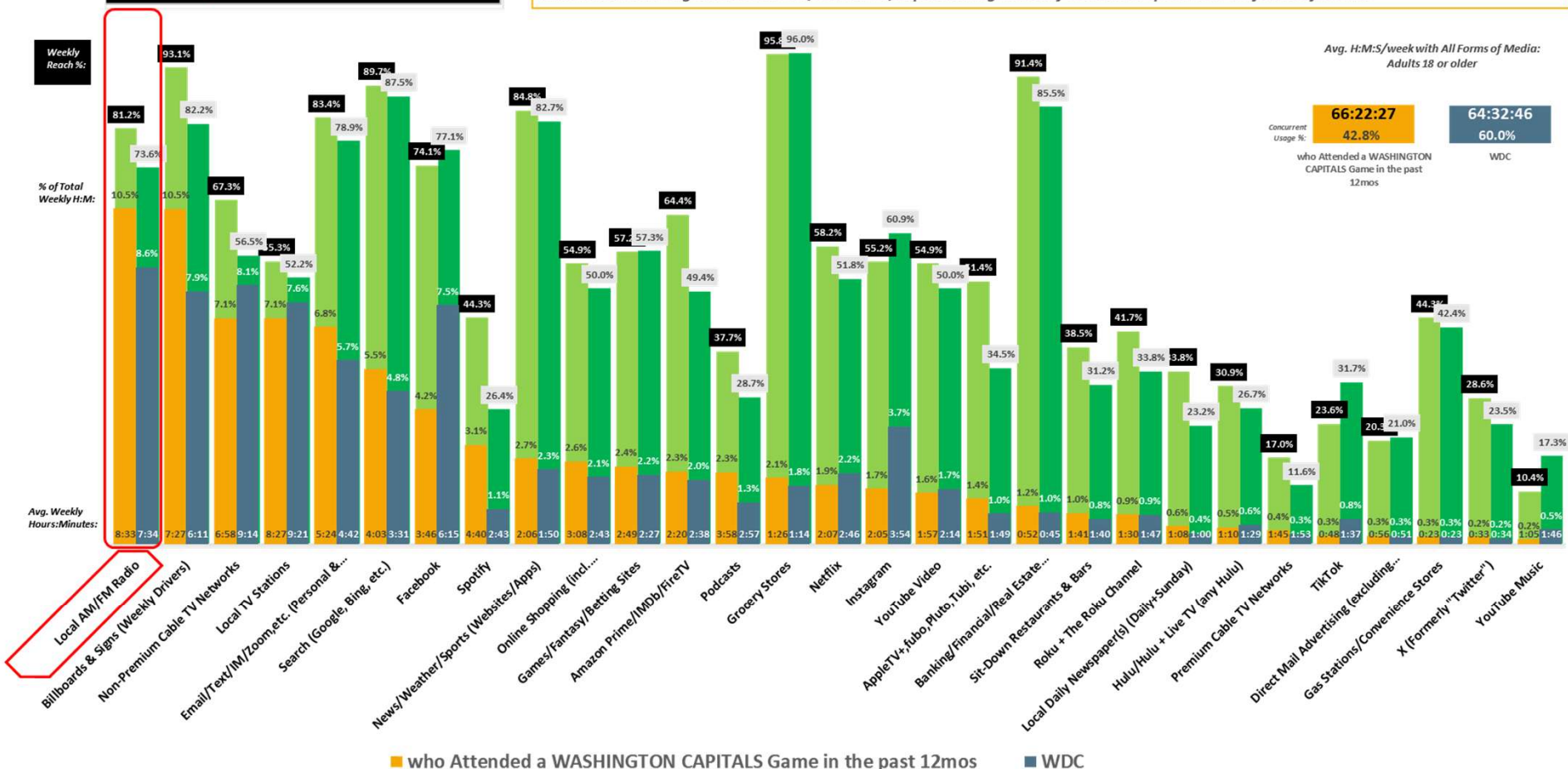


Past 3-Months Payment Methods Used: Adults 18 or older



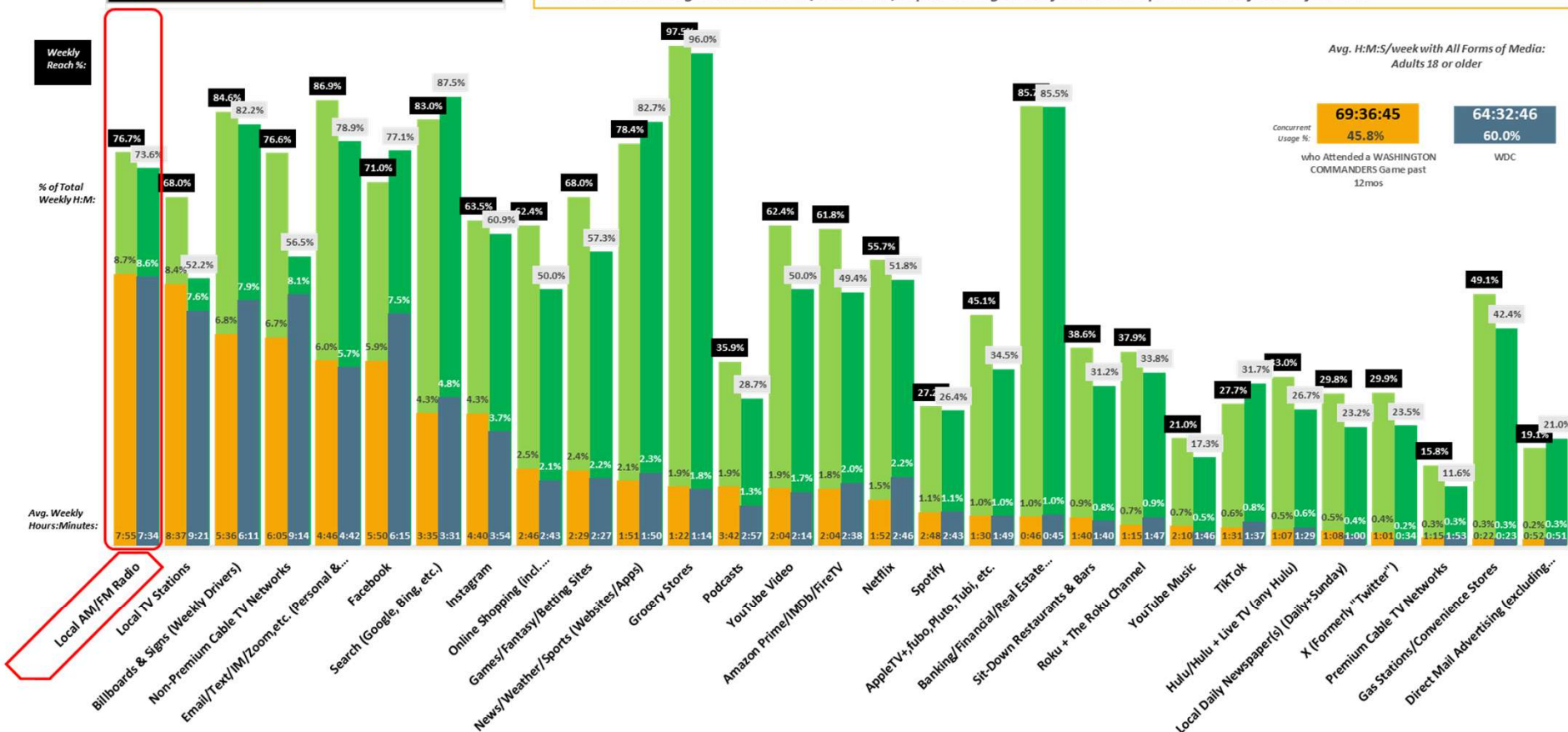


Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos spend an average of 2 days, 18 hours, 22 minutes and 27 seconds each week with All Forms of Media.
 81.2% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.





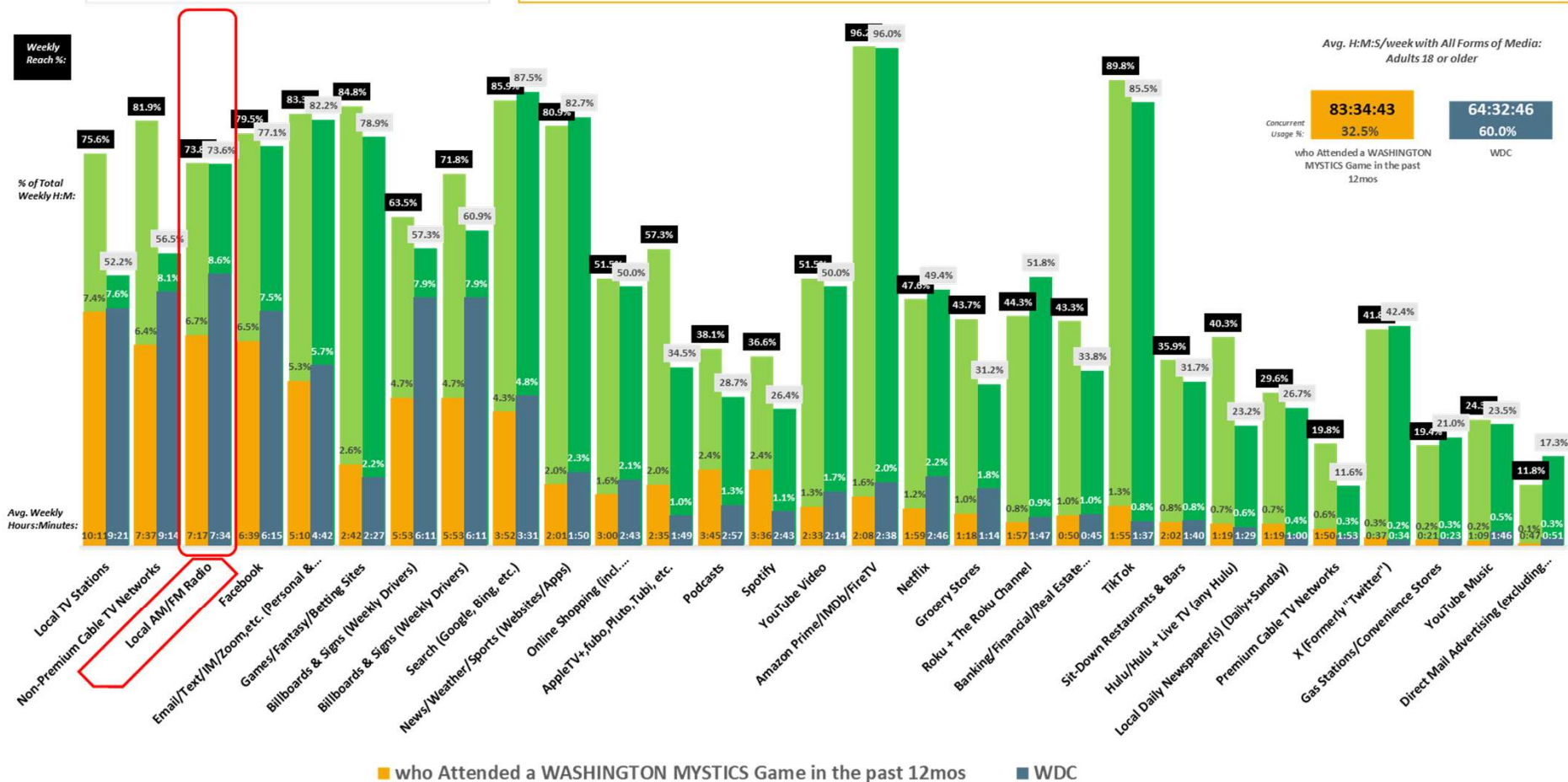
Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 2 days, 21 hours, 36 minutes and 45 seconds each week with All Forms of Media.
 76.7% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an avg. of 7 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



■ who Attended a WASHINGTON COMMANDERS Game past 12mos ■ WDC

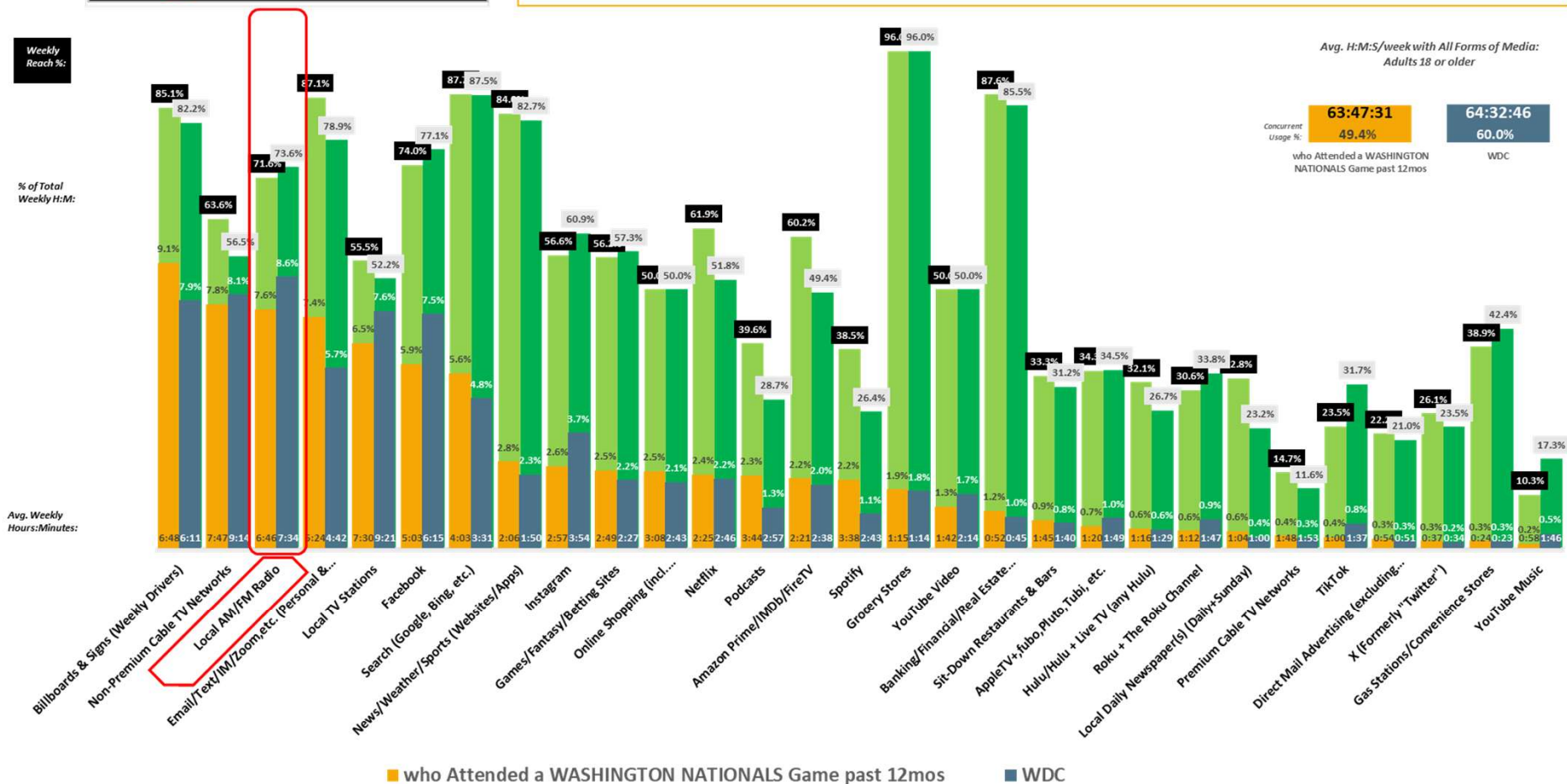


Adults 25 - 64 who Attended a WASHINGTON MYSTICS Game in the past 12mos spend an average of 3 days, 11 hours, 34 minutes and 43 seconds each week with All Forms of Media.
 73.8% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos spend an avg. of 7 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.



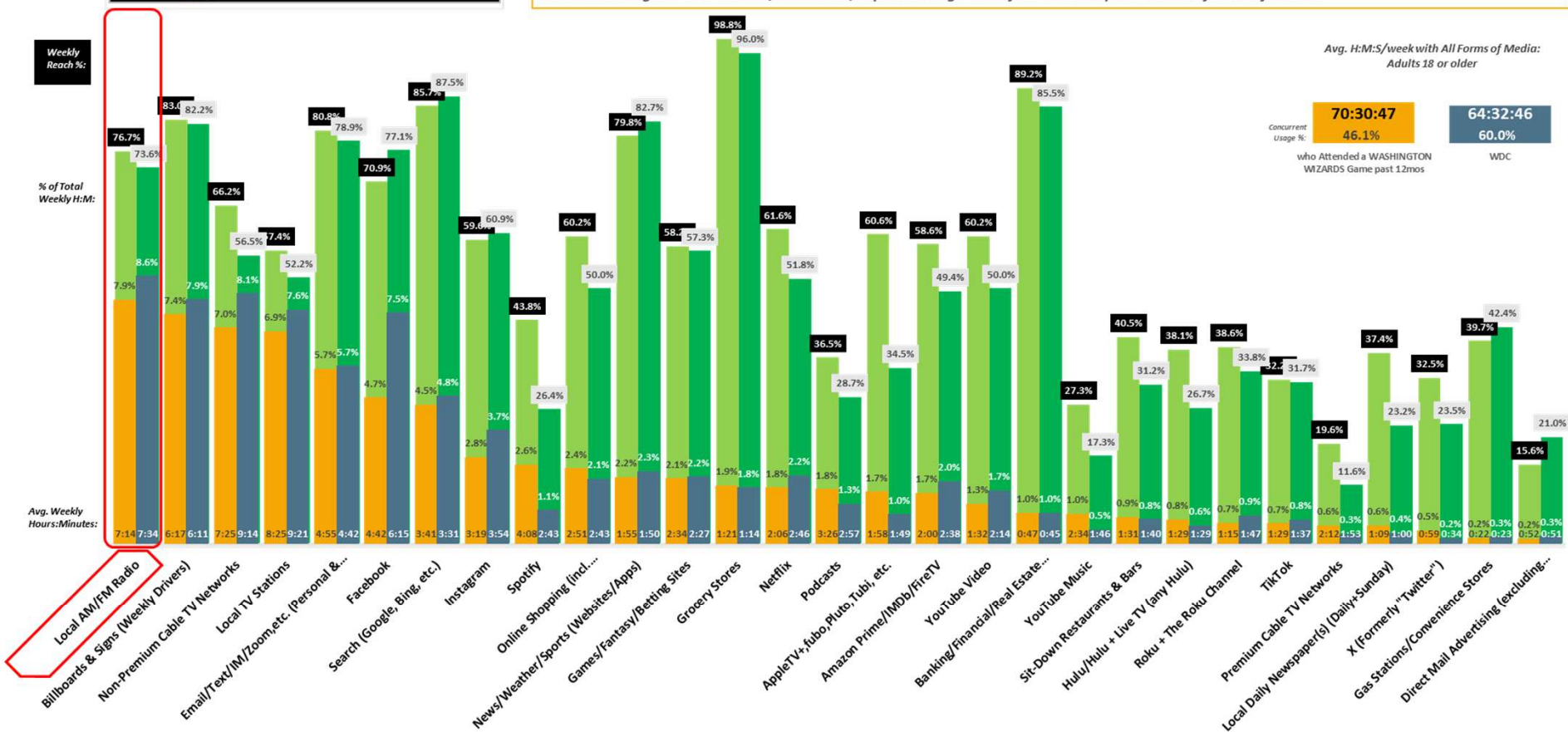


Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 2 days, 15 hours, 47 minutes and 31 seconds each week with All Forms of Media.
 71.6% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an avg. of 6 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



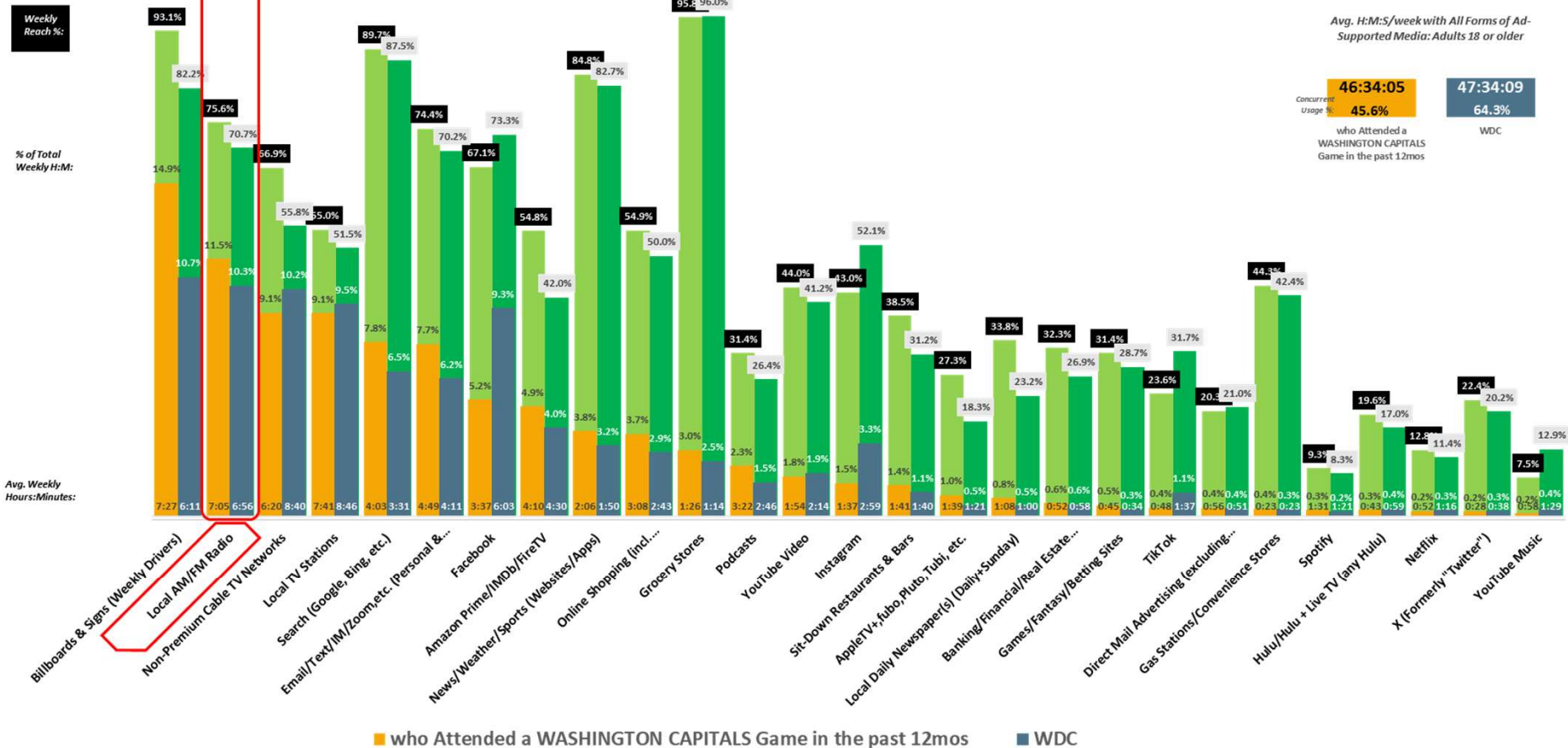


Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 2 days, 22 hours, 30 minutes and 47 seconds each week with All Forms of Media.
 76.7% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



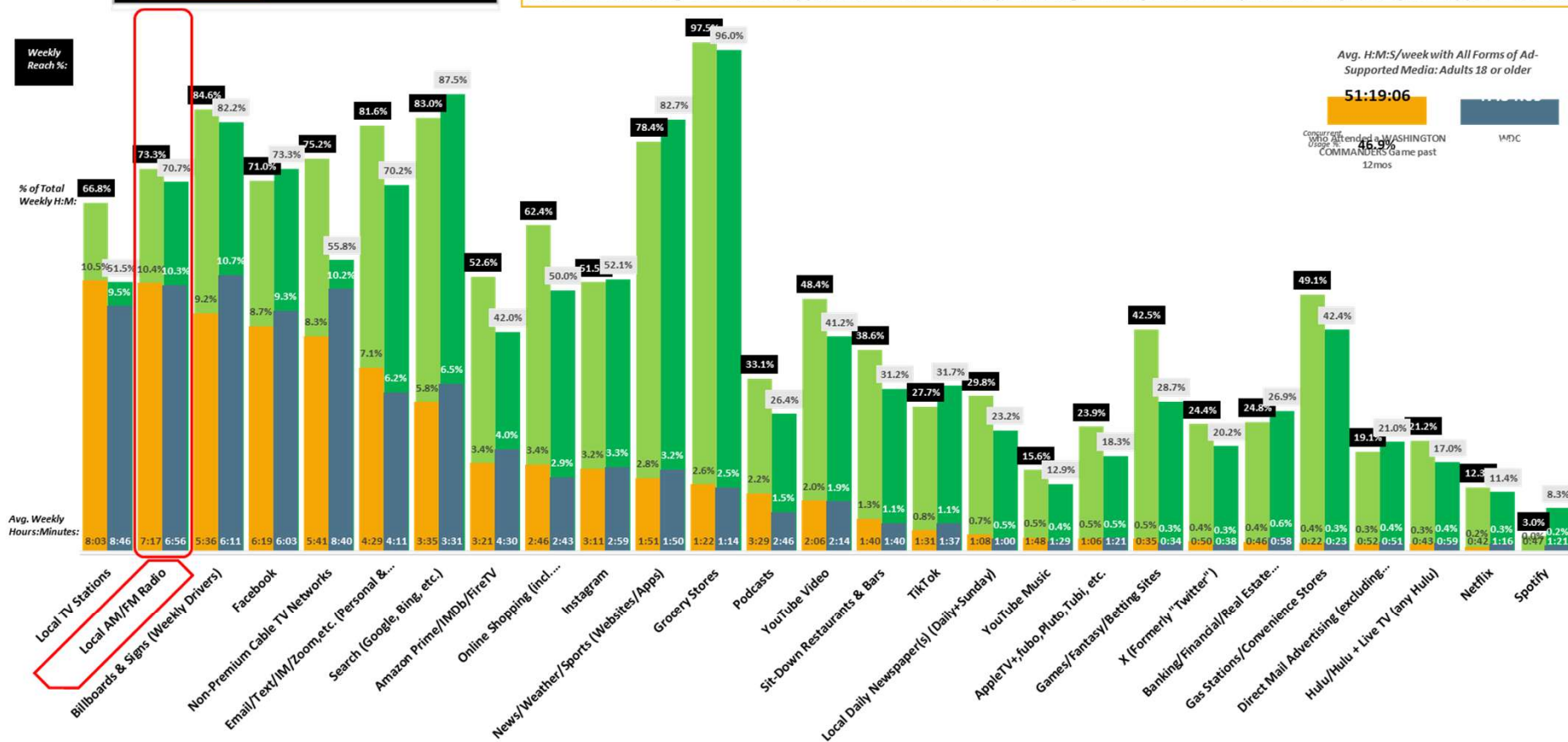


Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos spend an average of 1 days, 22 hours, 34 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
 75.6% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos spend an avg. of 7 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media



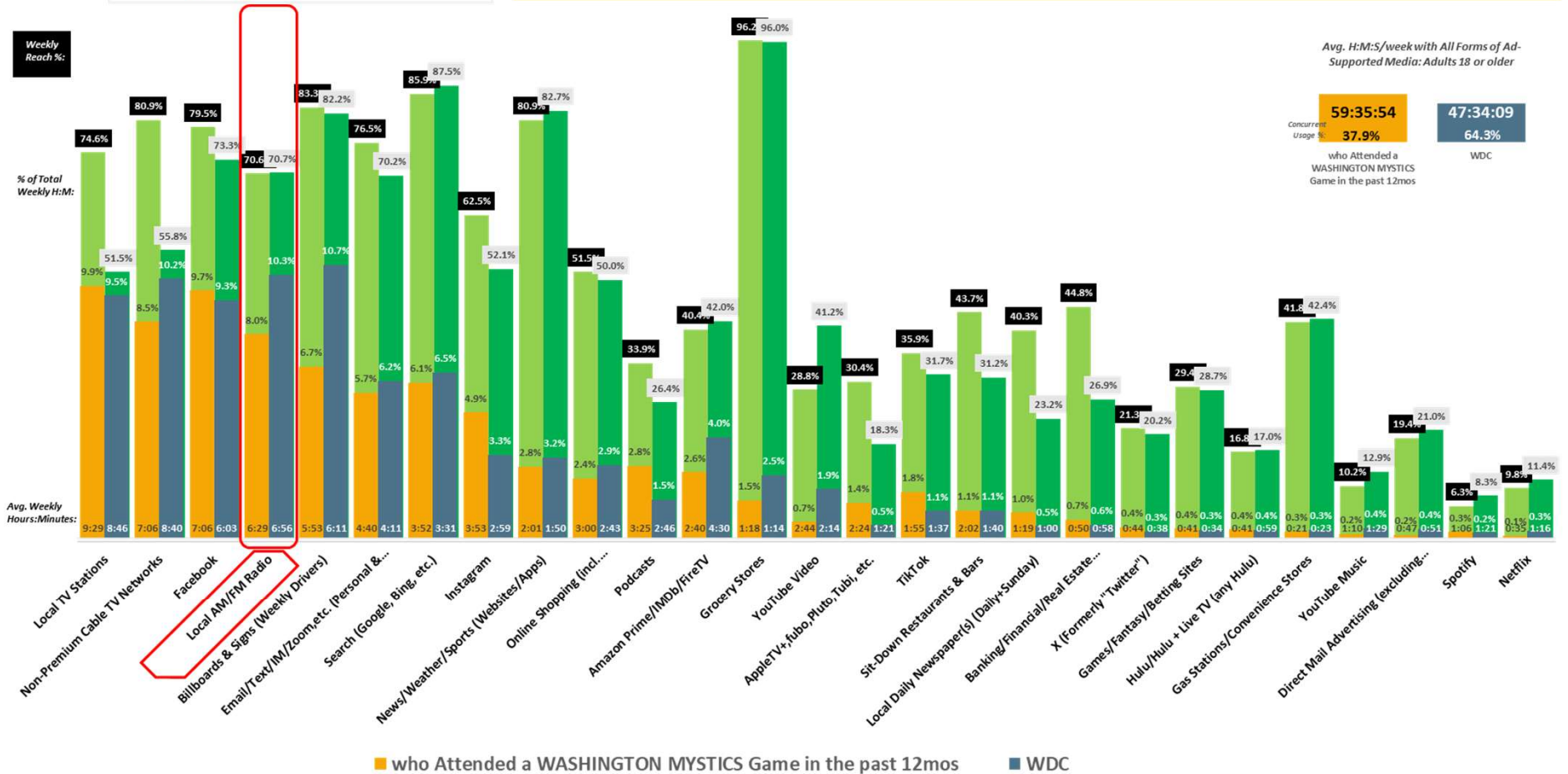


Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 2 days, 3 hours, 19 minutes and 6 seconds each week with All Forms of Ad-Supported Media.
 73.3% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 who Attended a WASHINGTON MYSTICS Game in the past 12mos spend an average of 2 days, 11 hours, 35 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
 70.6% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos spend an avg. of 6 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported Media.



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

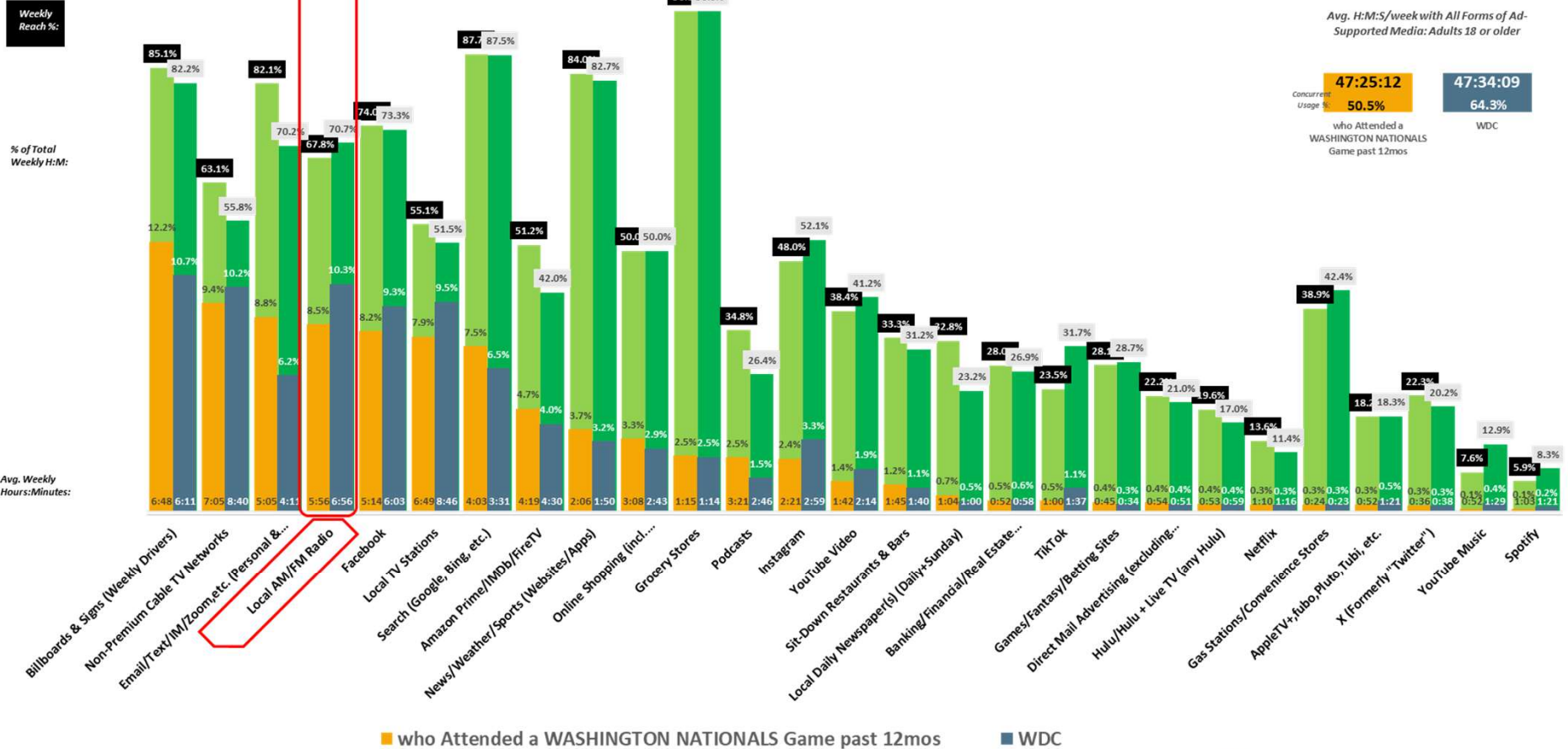
59:35:54
 Concurrent Usage % **37.9%**

47:34:09
 WDC

who Attended a WASHINGTON MYSTICS Game in the past 12mos



Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 1 days, 23 hours, 25 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 67.8% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an avg. of 5 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Media.

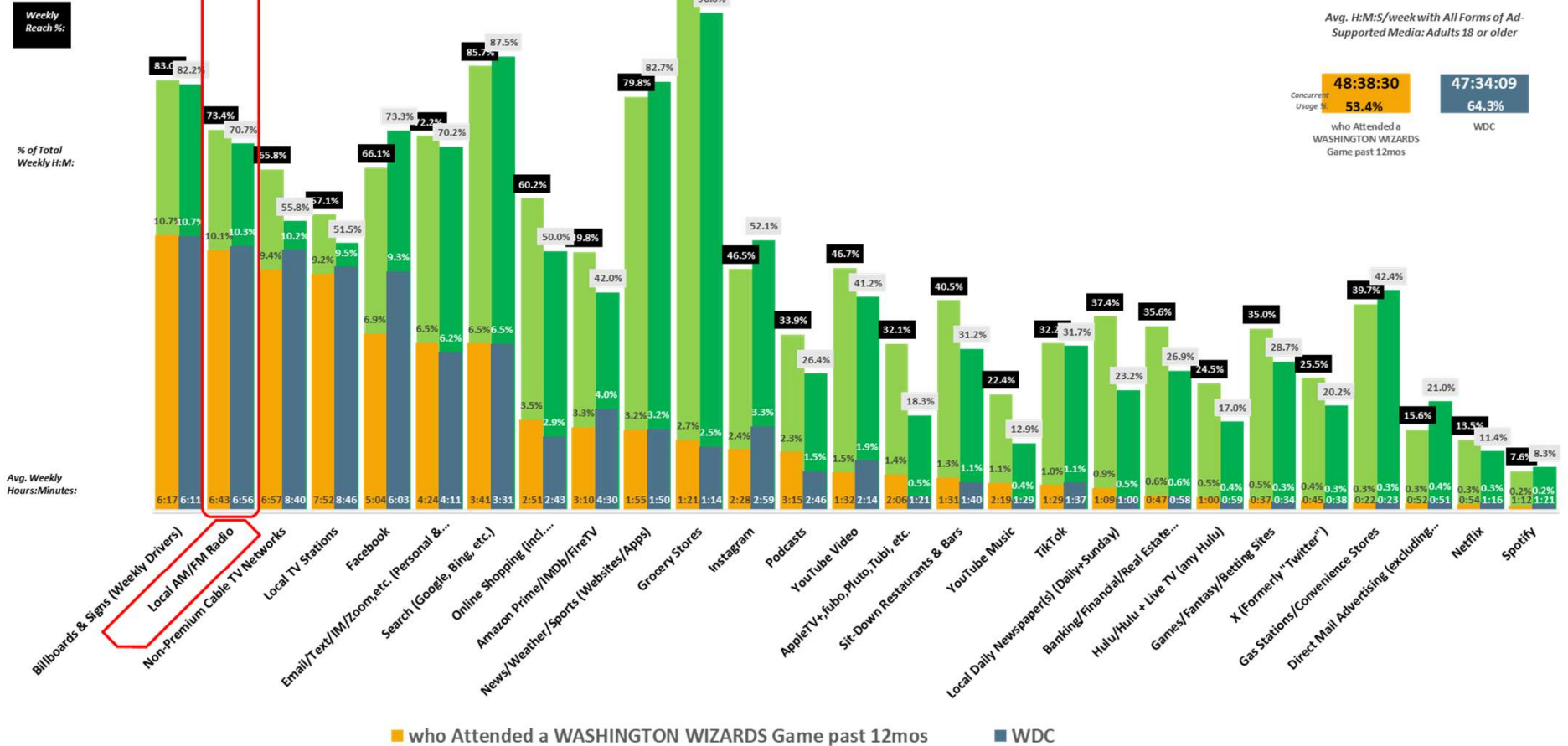


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

47:25:12	47:34:09
Concurrent Usage % 50.5%	64.3%
who Attended a WASHINGTON NATIONALS Game past 12mos	WDC



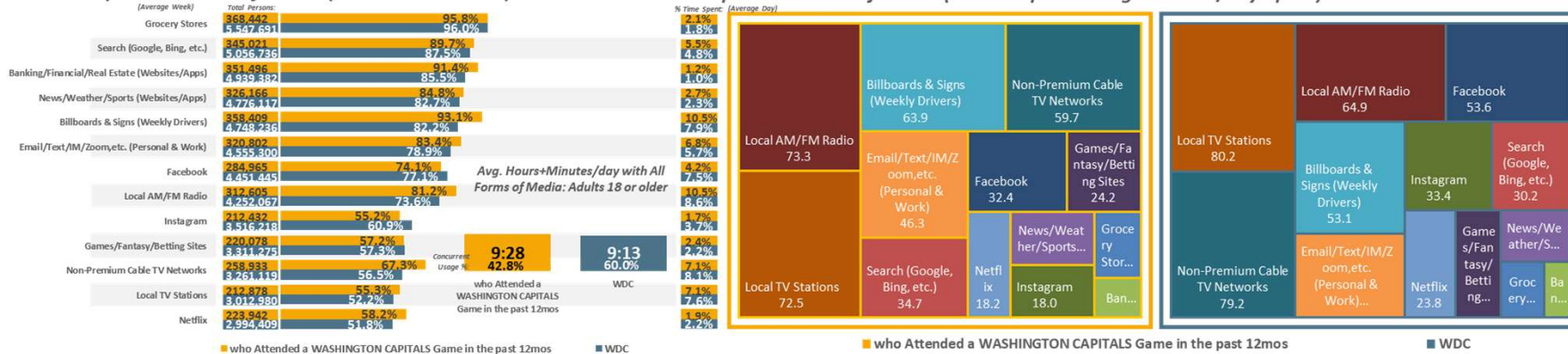
Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 2 days, 0 hours, 38 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
 73.4% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an avg. of 6 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos spend an average of 6 hours and 39 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 60.8 minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

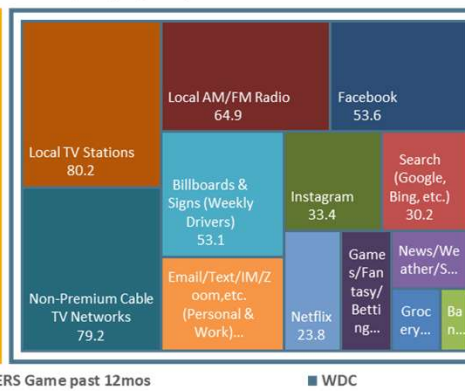
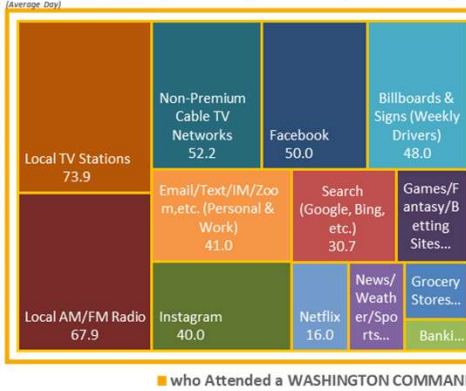
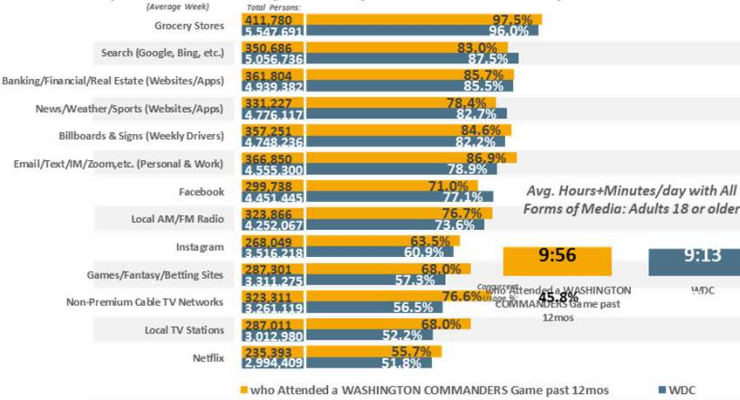
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



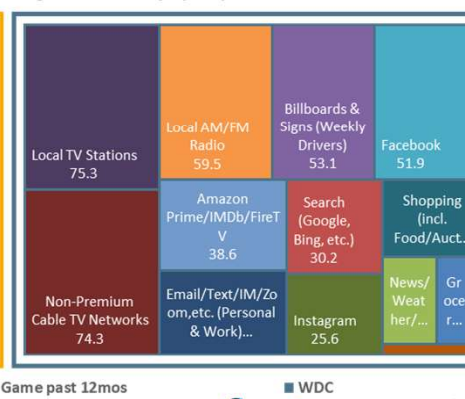
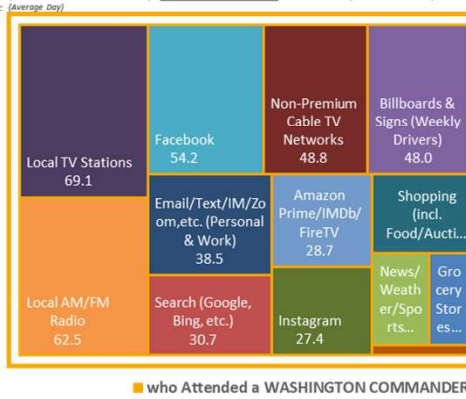
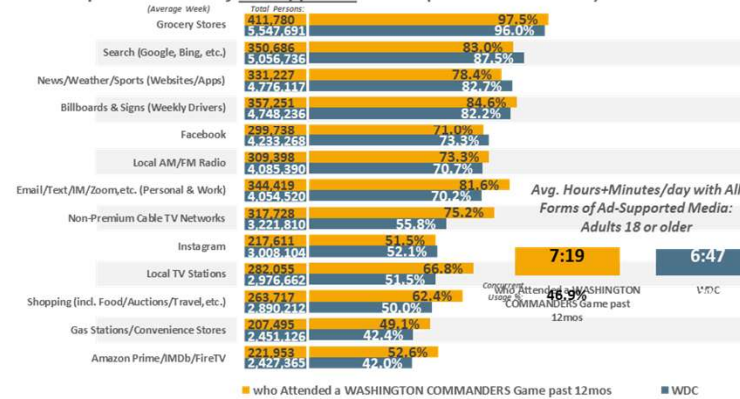


Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

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



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



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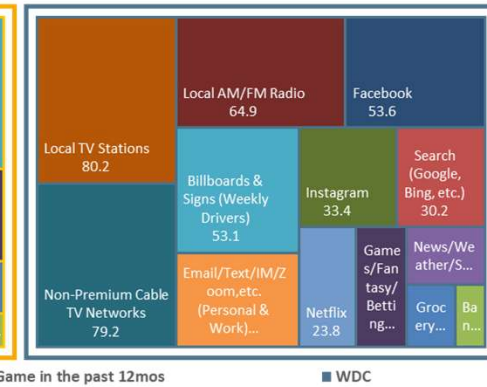
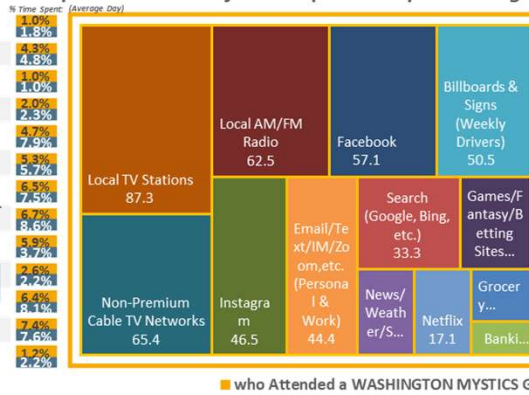
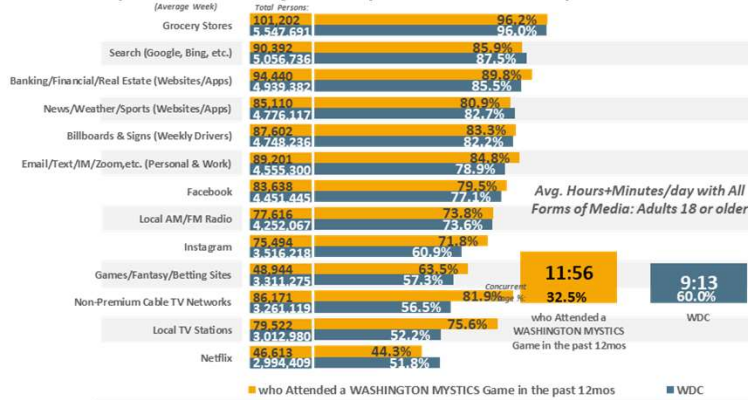
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Events attended/places visited past 12 months: Washington Commanders football game

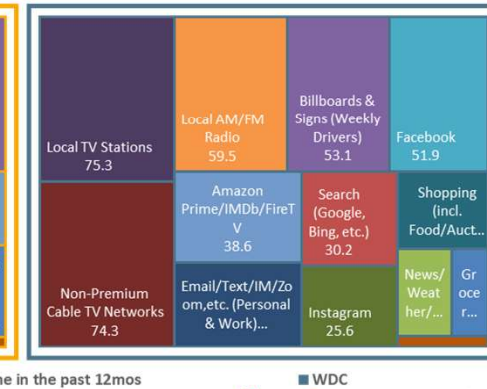
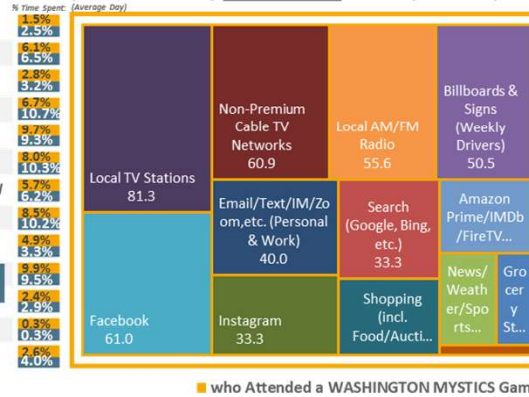
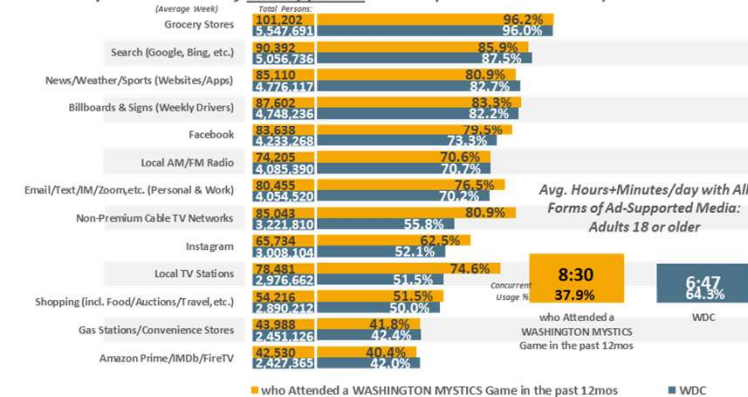


Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 70.6% listen to Local AM/FM Radio for an avg. of 55.6 minutes/day. (Local Radio delivers 7.7% of Time with Ad-Supported Media.)

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



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



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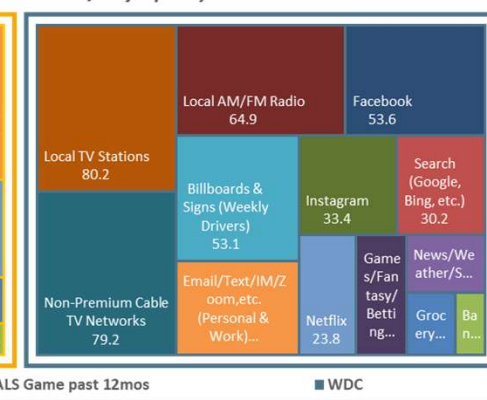
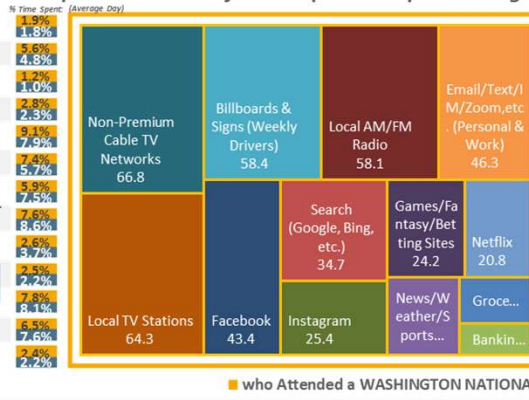
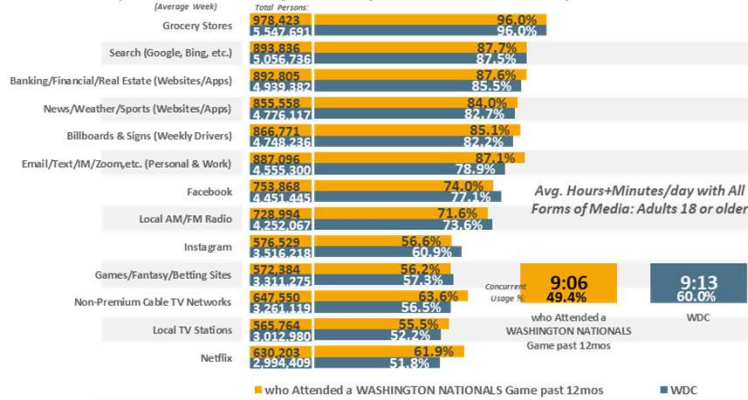
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

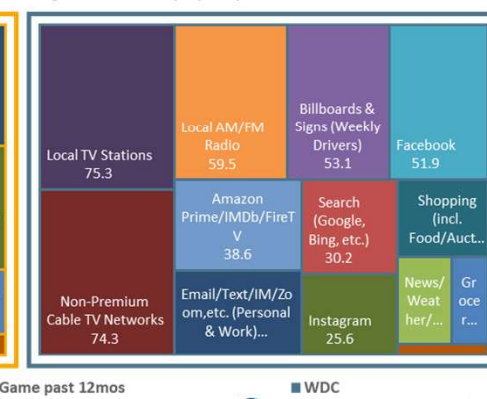
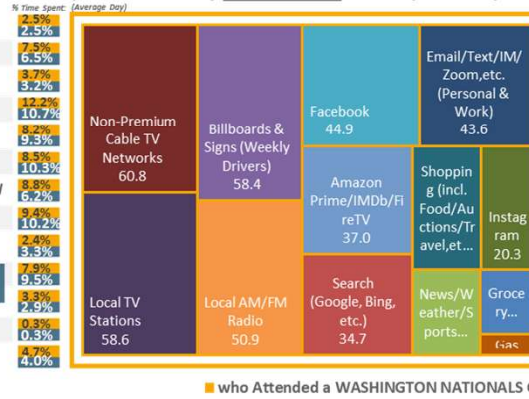
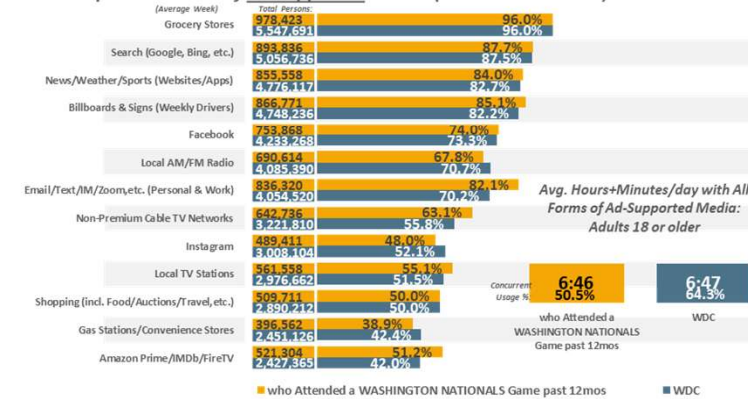


Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 67.8% listen to Local AM/FM Radio for an avg. of 50.9 minutes/day. (Local Radio delivers 8.5% of Time with Ad-Supported Media.)

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



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



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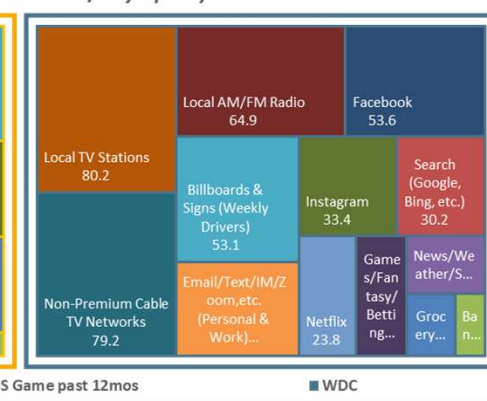
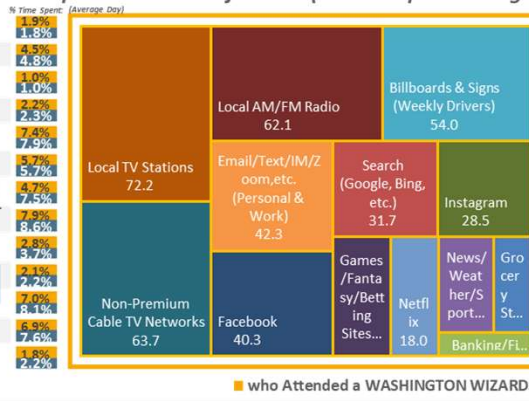
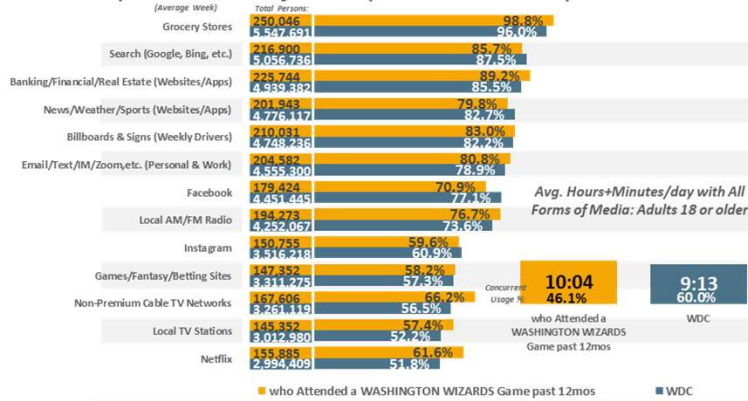
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Events attended/places visited past 12 months: Washington Nationals baseball game

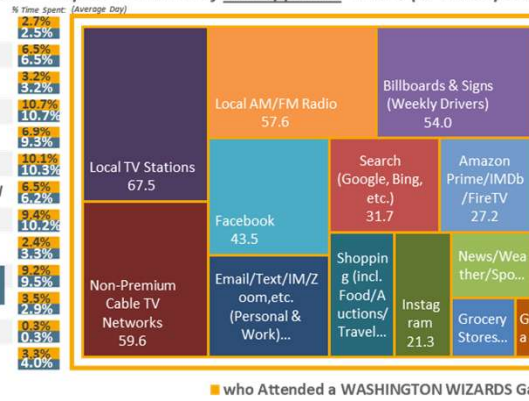
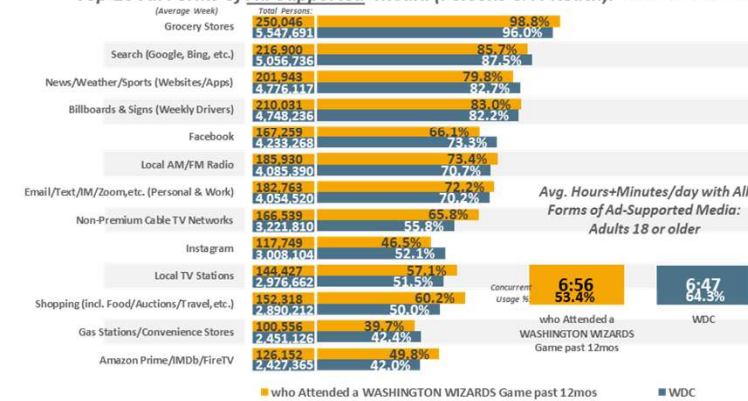


Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 6 hours and 56 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 57.6 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

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**



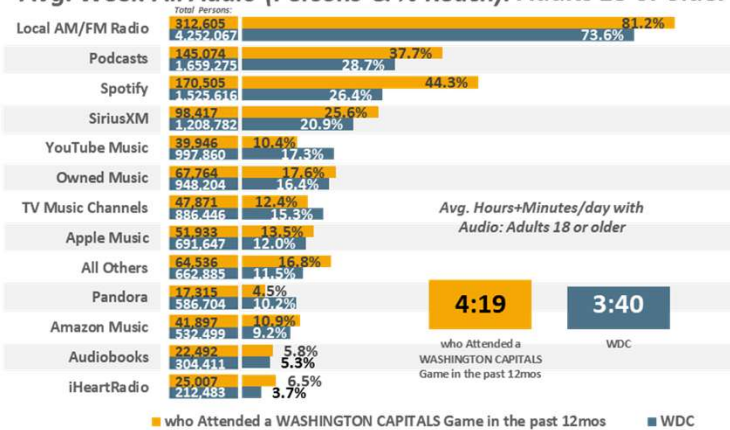
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



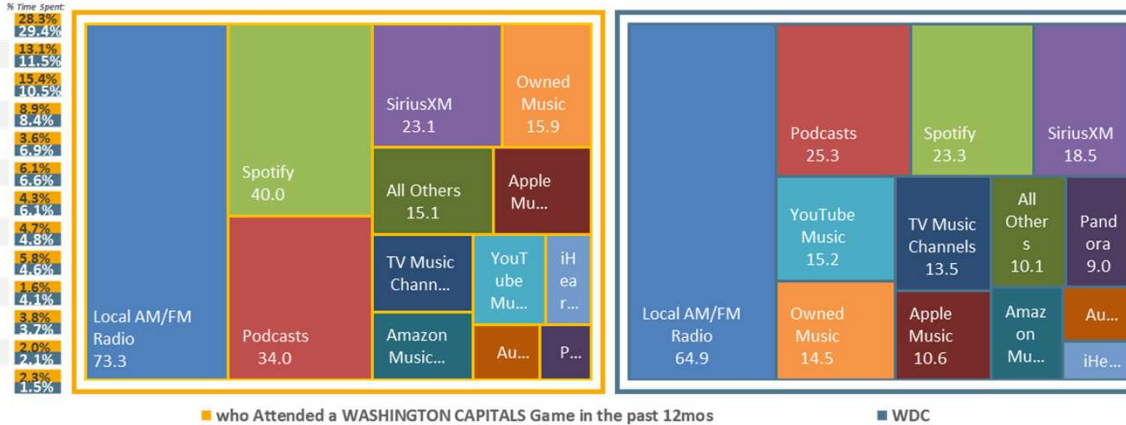


290,751 or 75.6% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

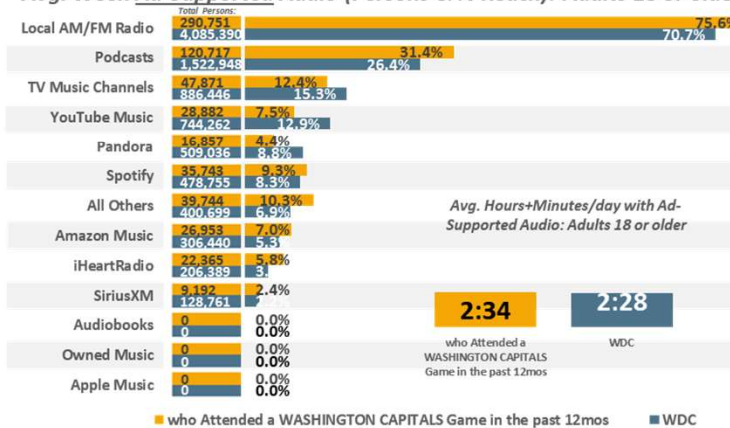
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



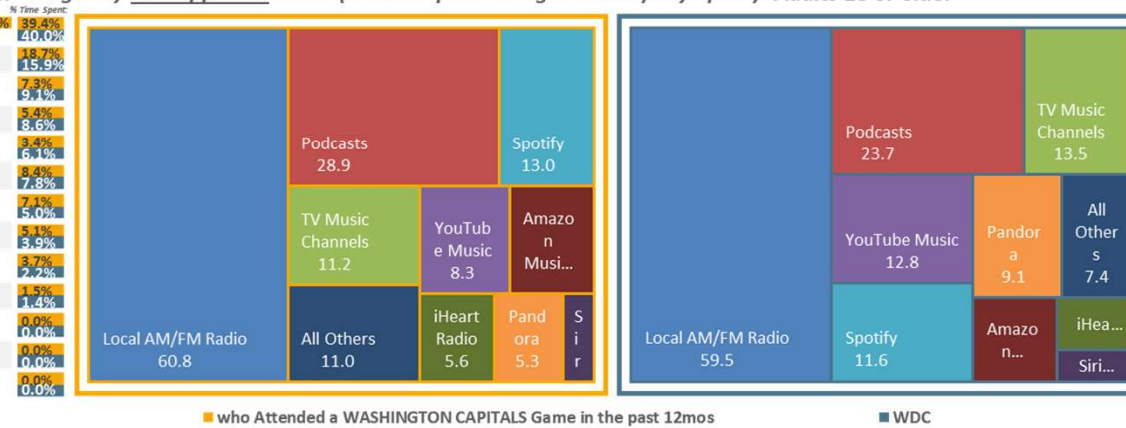
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



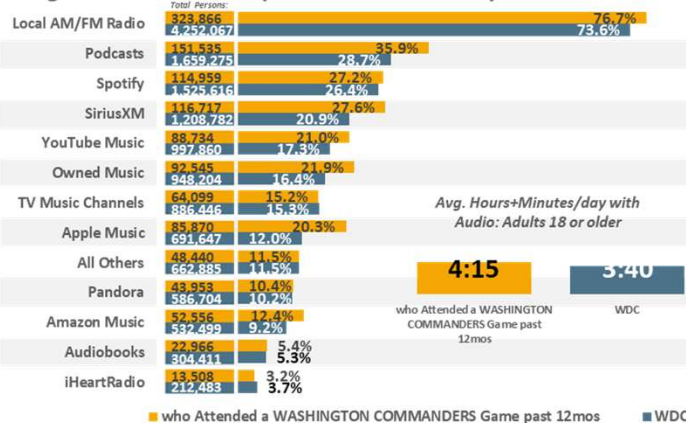
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



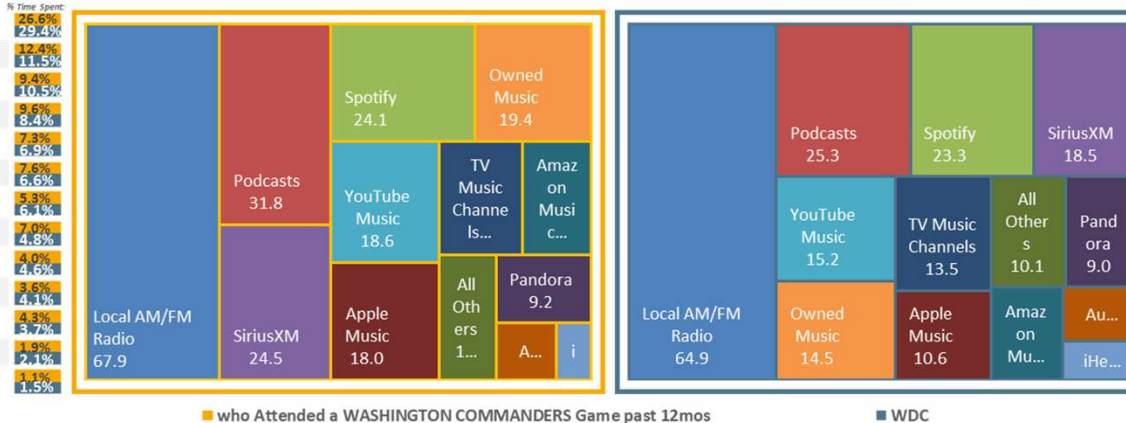


309,398 or 73.3% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

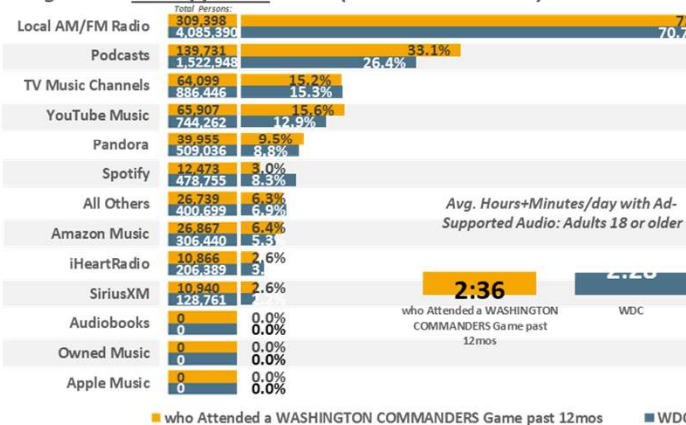
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



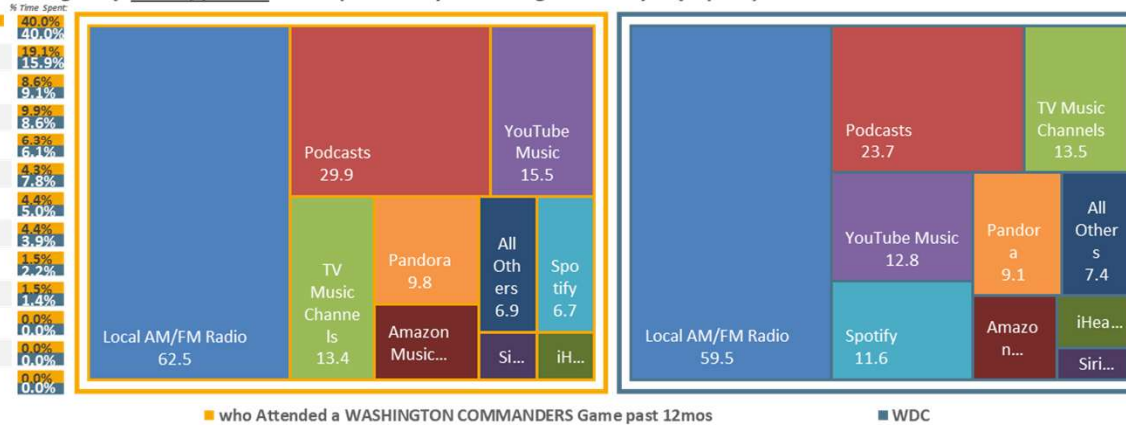
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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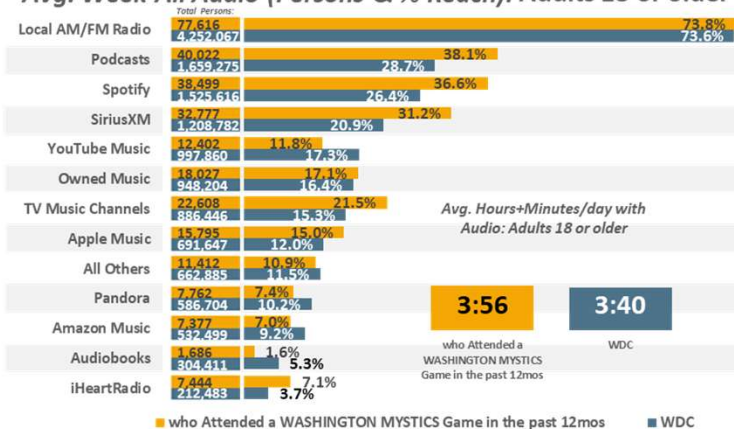
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Events attended/places visited past 12 months: Washington Commanders football game

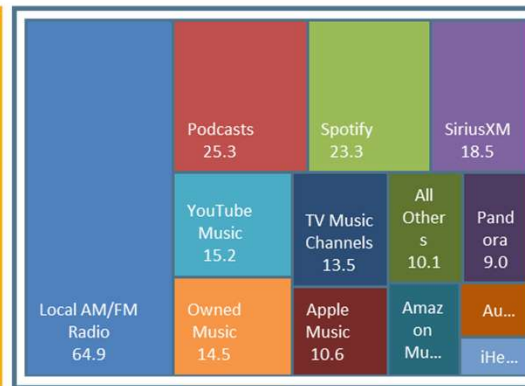
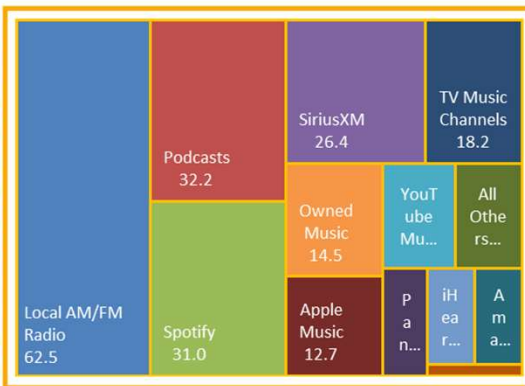


74,205 or 70.6% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

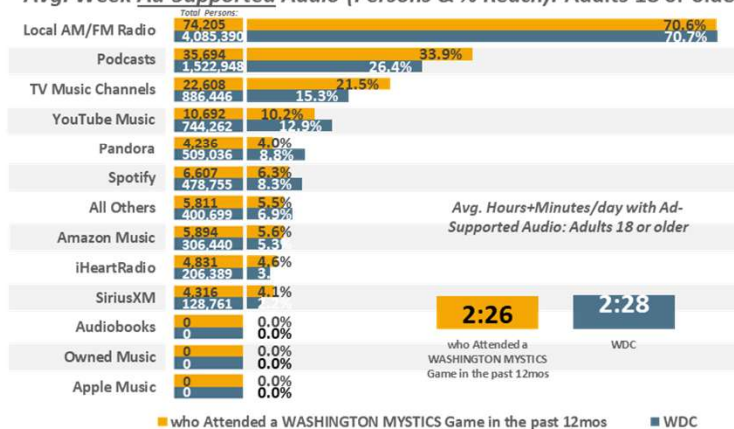
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



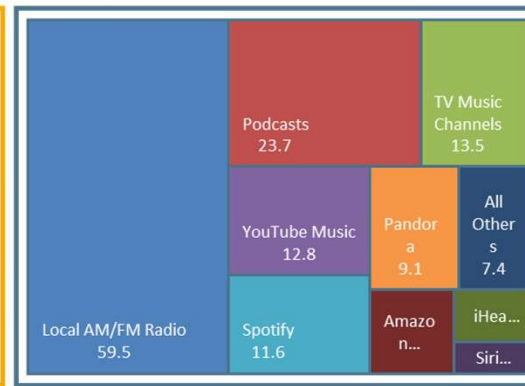
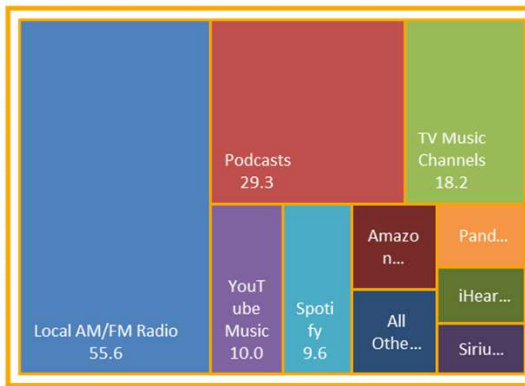
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



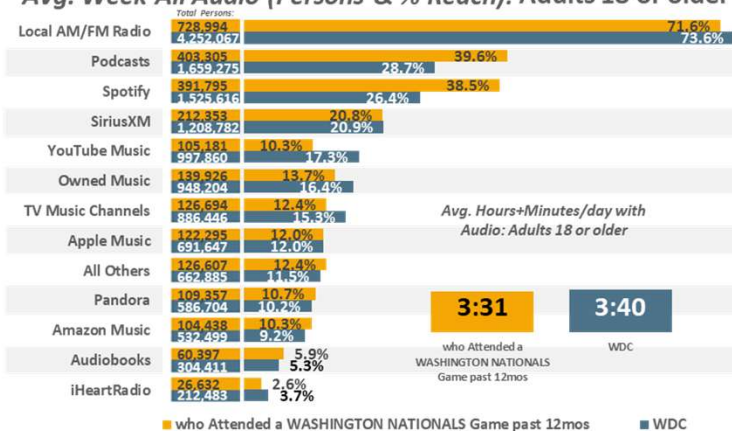
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



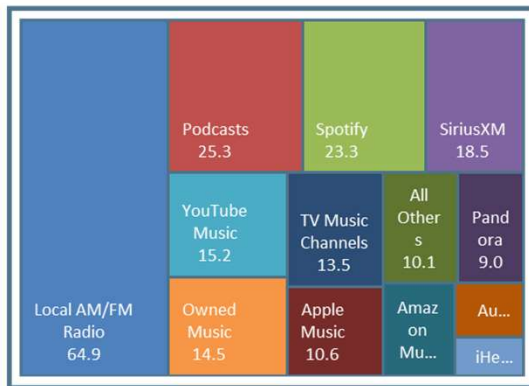
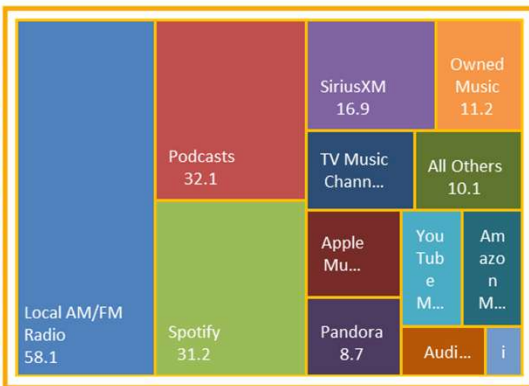


690,614 or 67.8% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

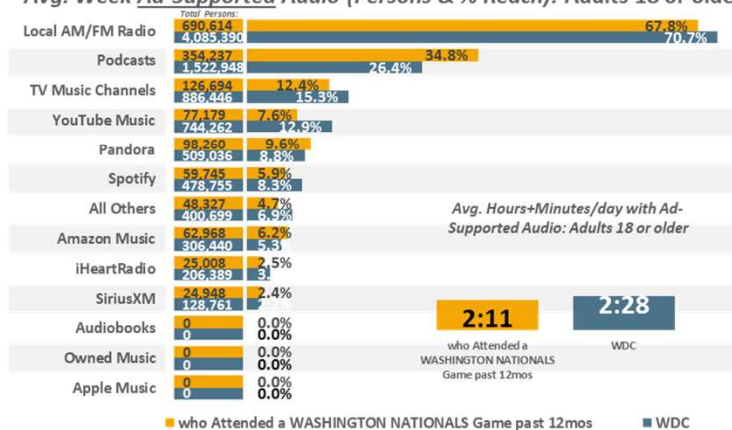
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



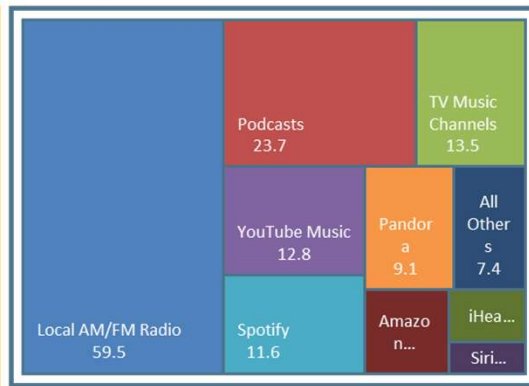
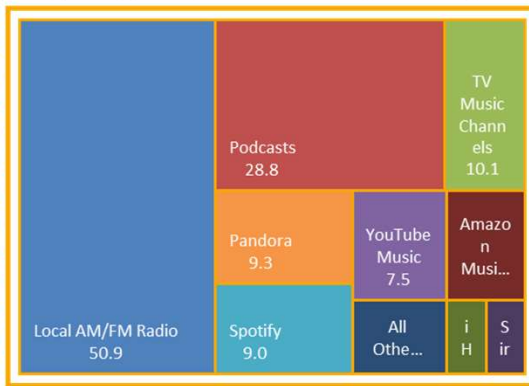
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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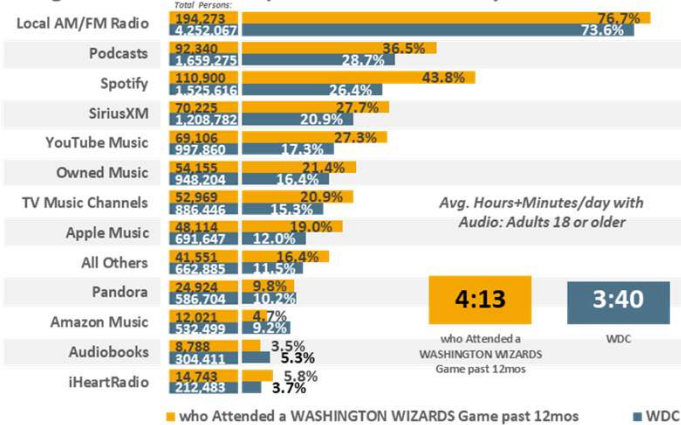
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Events attended/places visited past 12 months: Washington Nationals baseball game

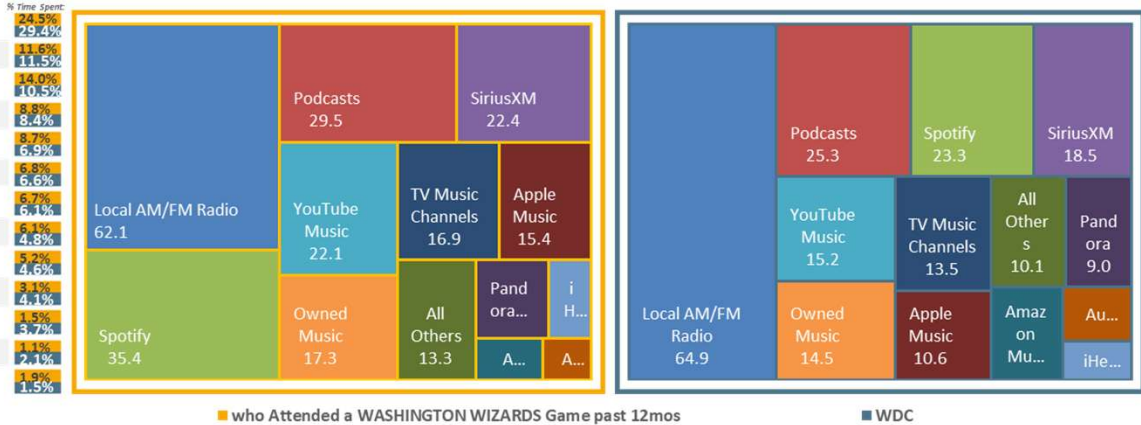


185,930 or 73.4% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.6 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

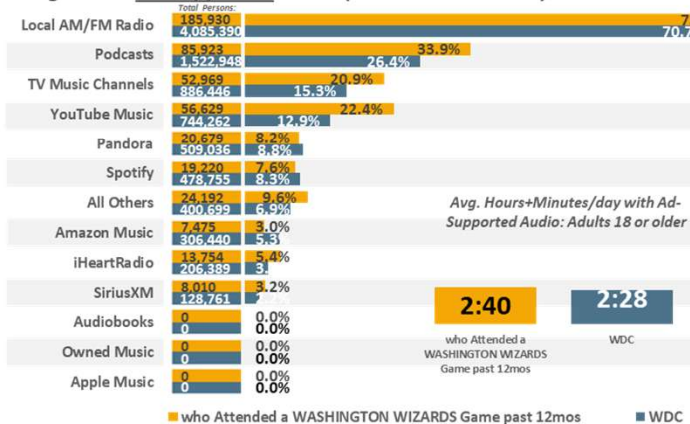
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



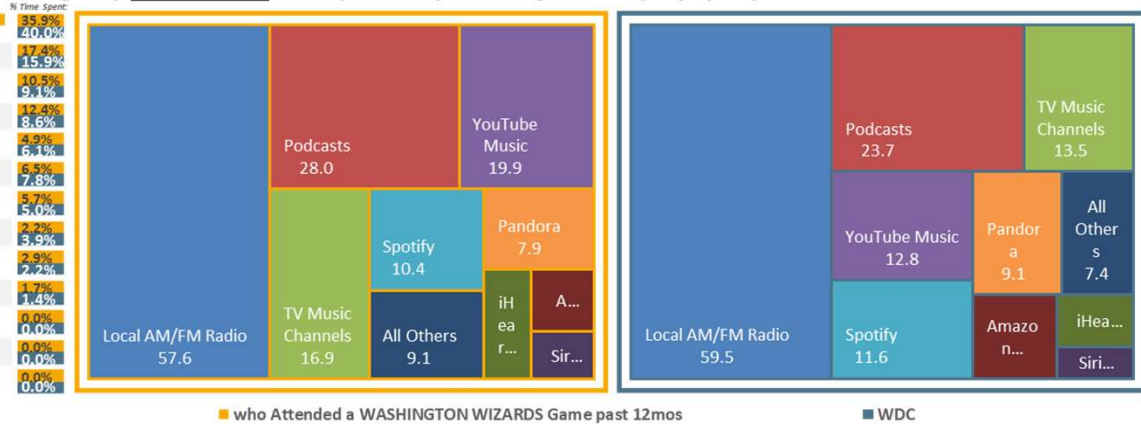
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



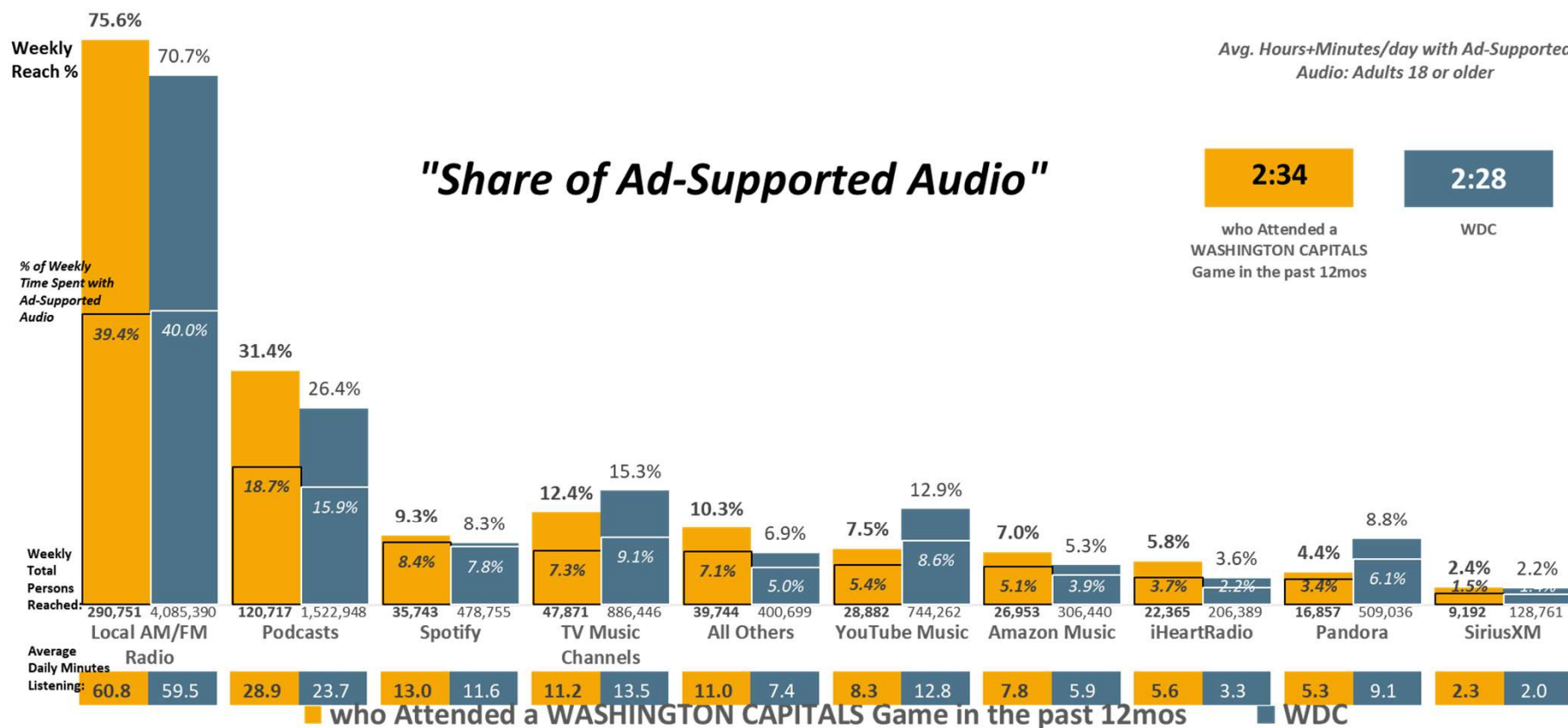
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 270
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Events attended/places visited past 12 months: Washington Wizards basketball game

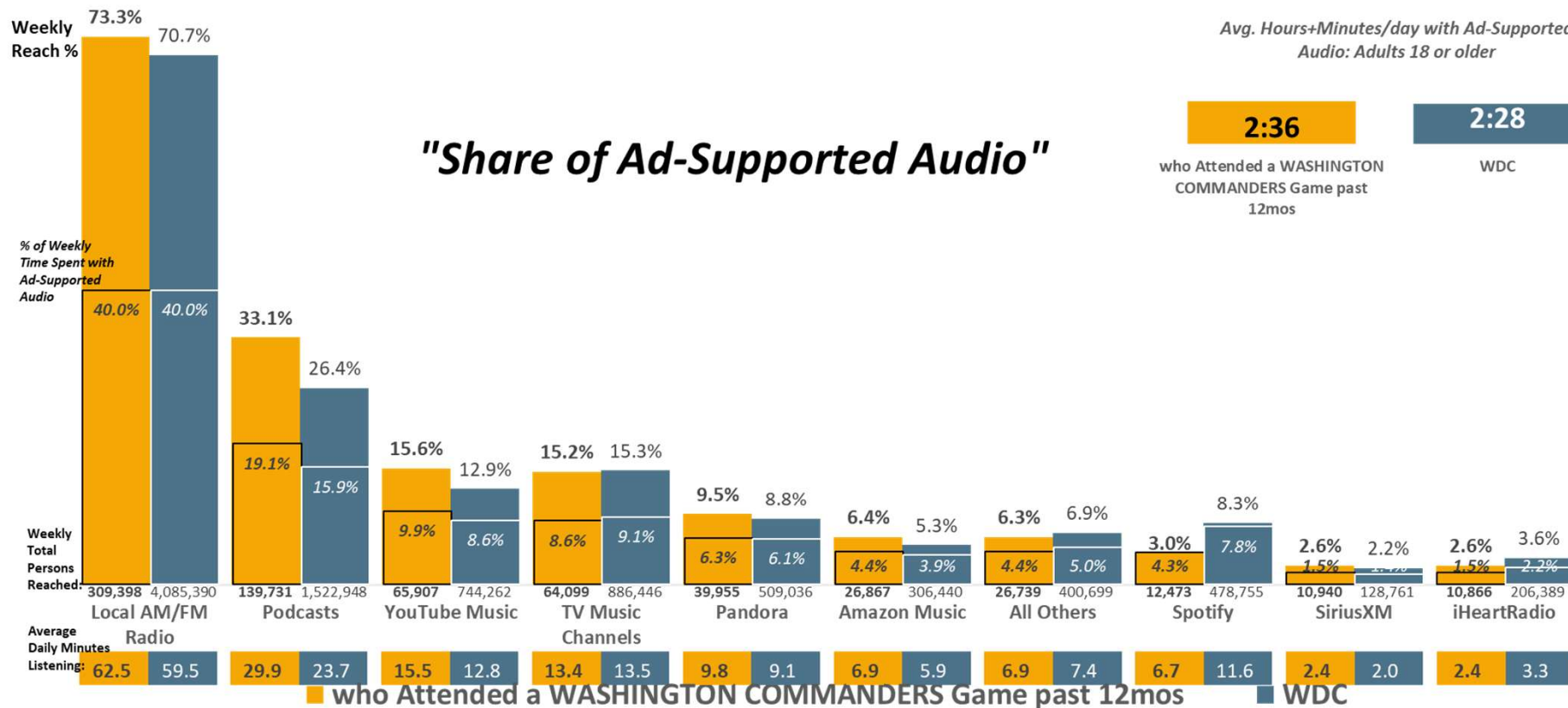


290,751 or 75.6% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



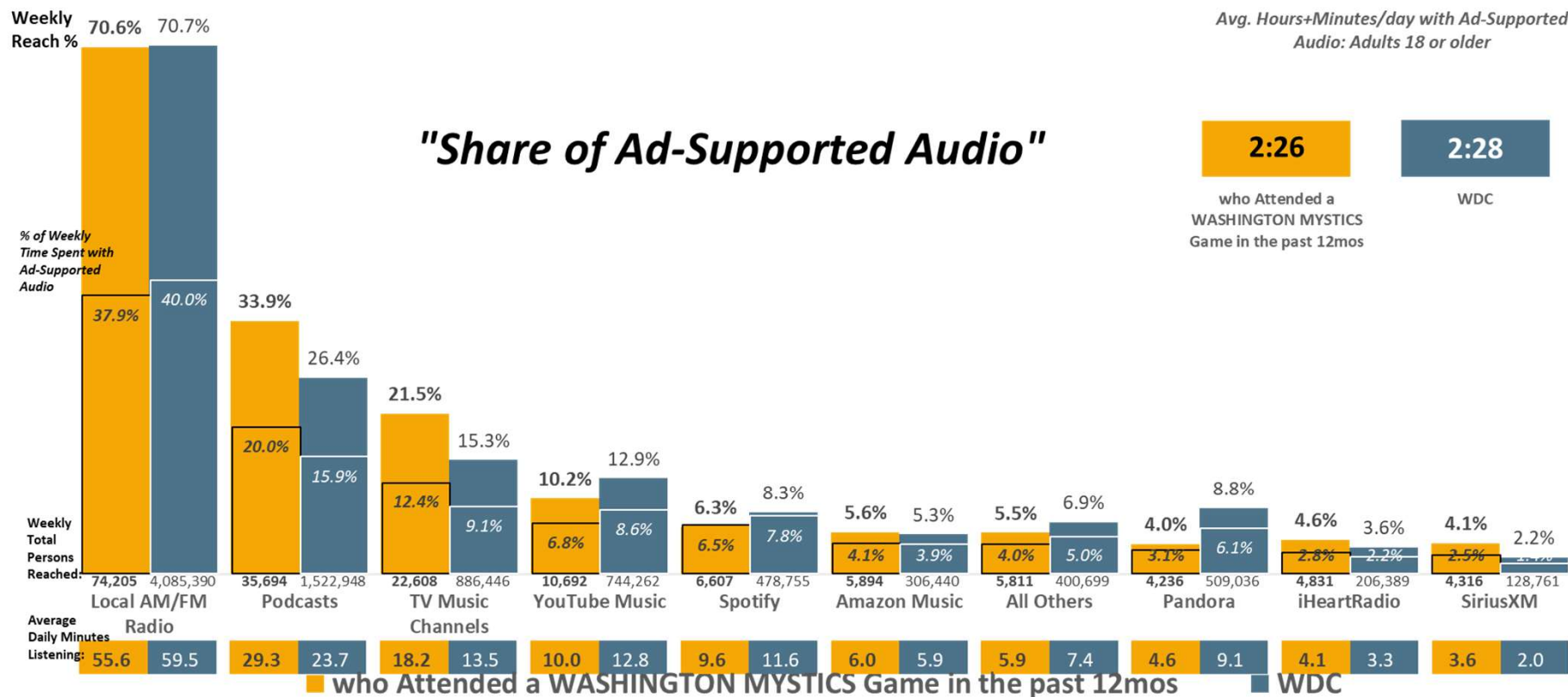


309,398 or 73.3% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.



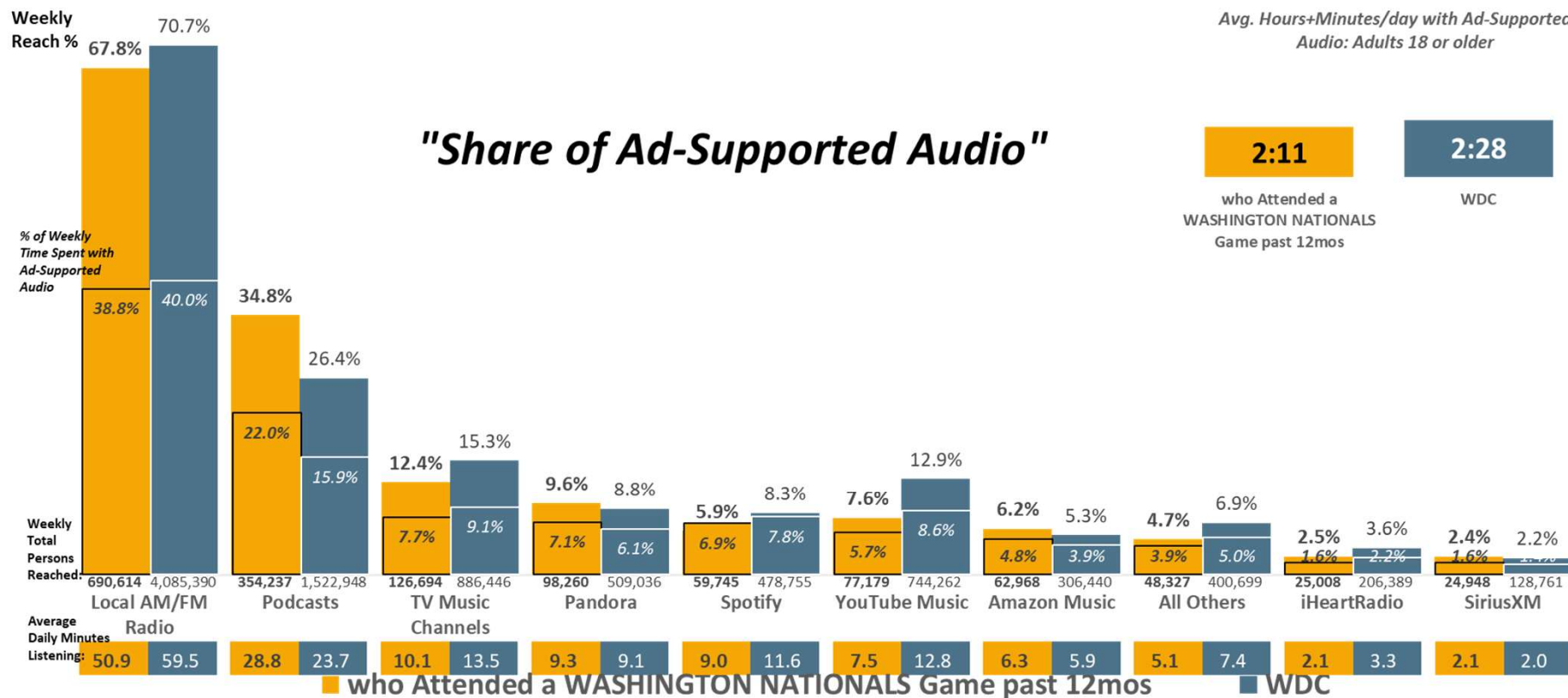


74,205 or 70.6% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



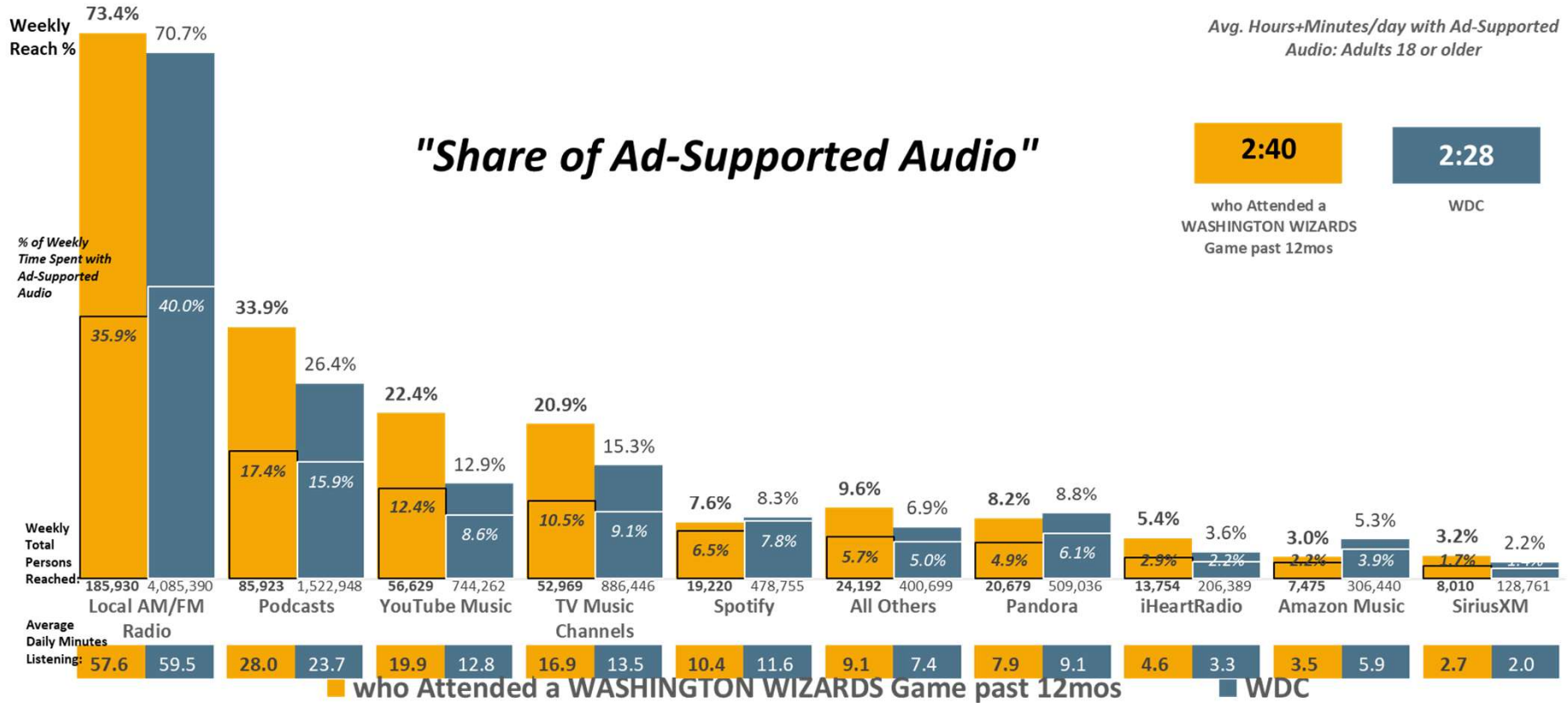


690,614 or 67.8% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.





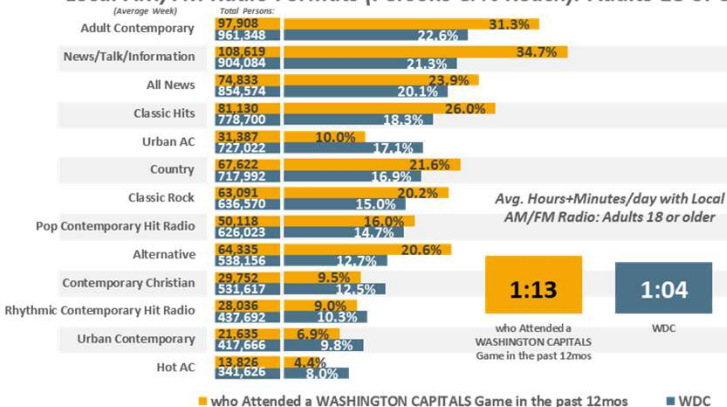
185,930 or 73.4% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.6 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



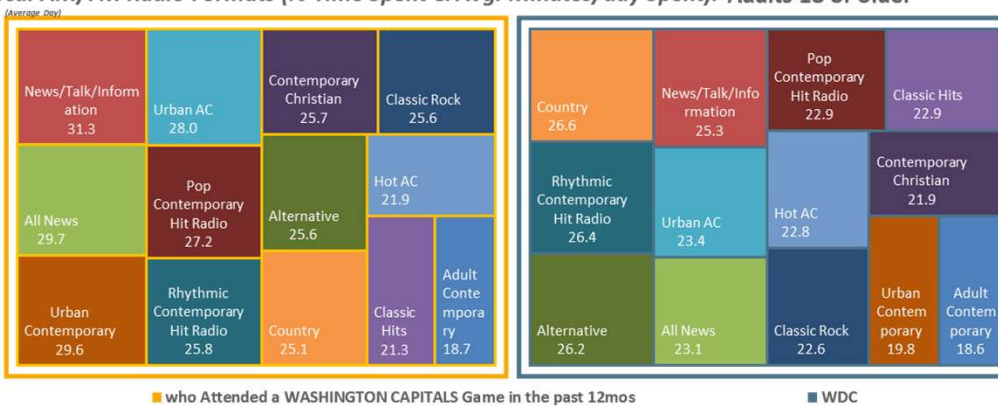


290,751 or 75.6% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Country, and Alternative.

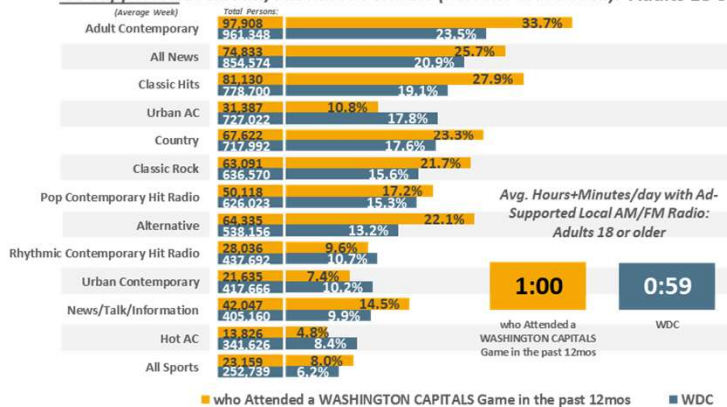
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



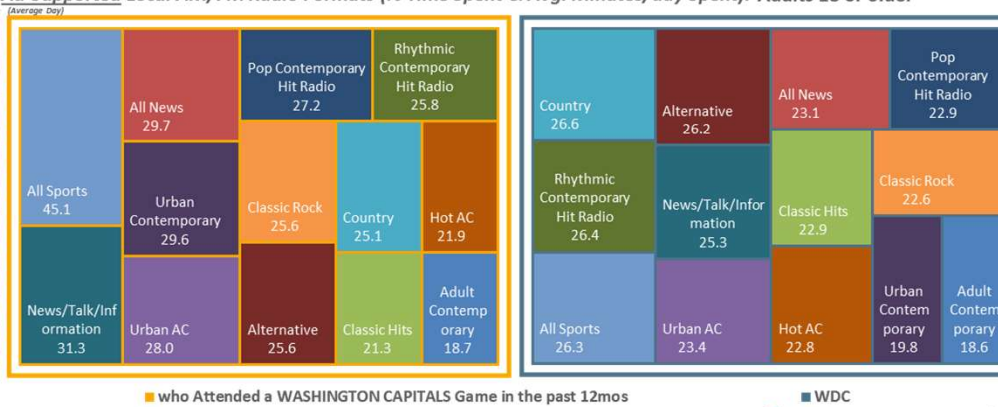
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



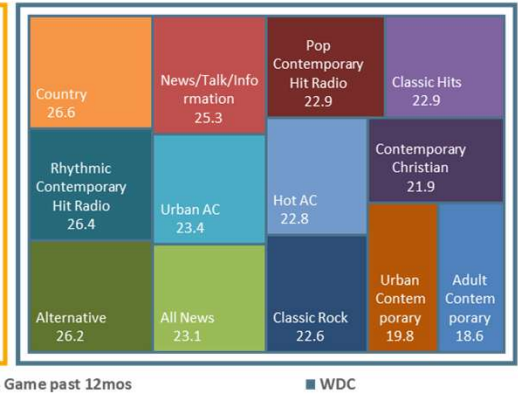
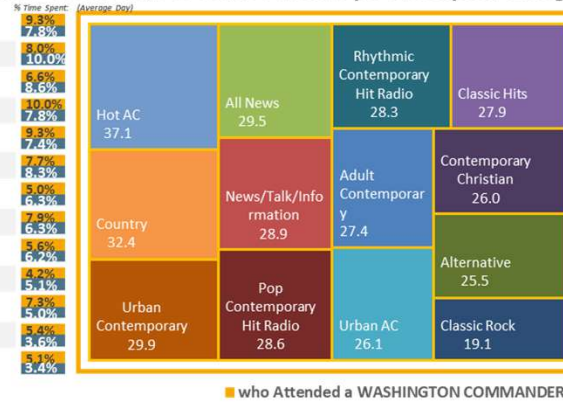
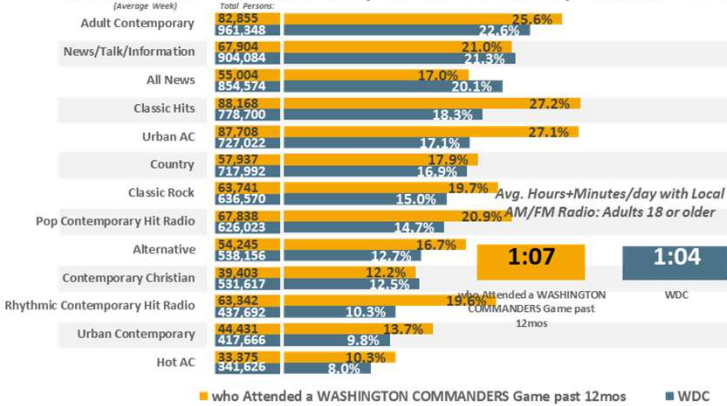
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



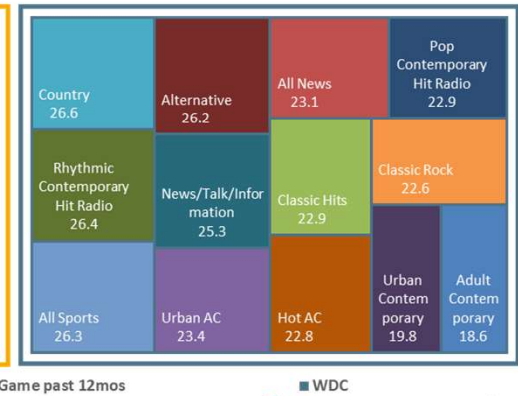
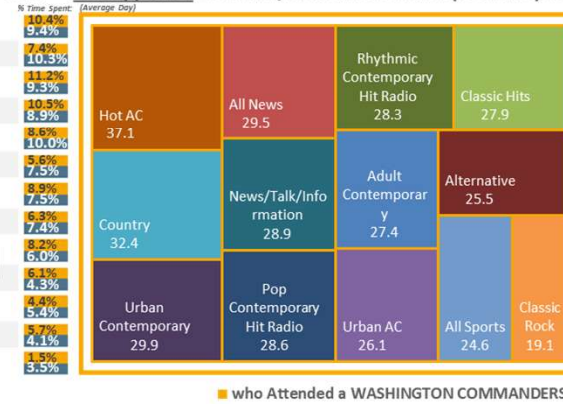
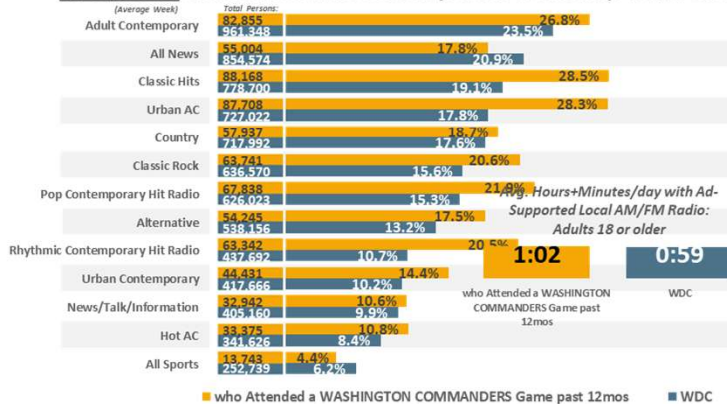


309,398 or 73.3% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Urban AC, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Rock.

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**



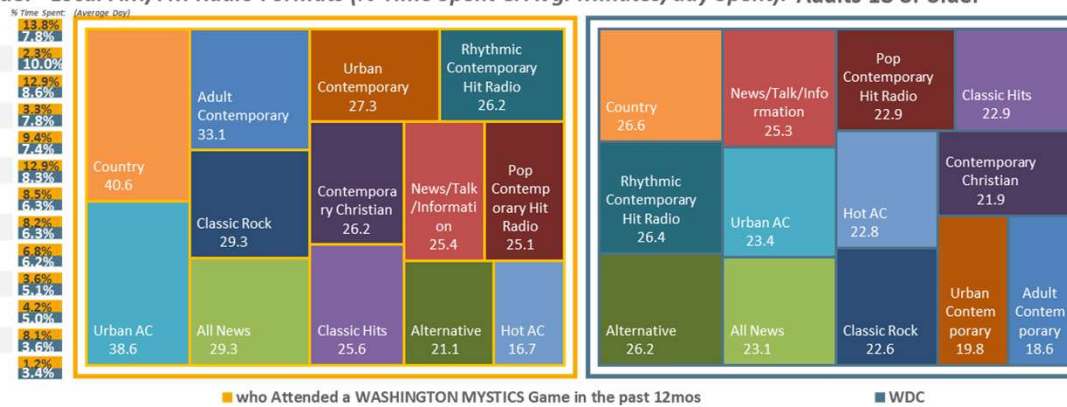
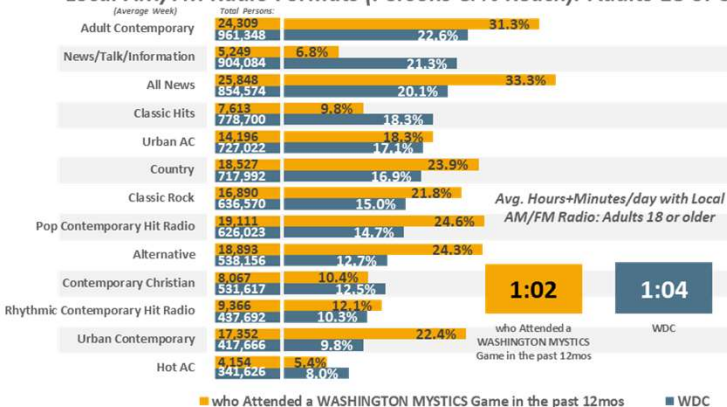
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



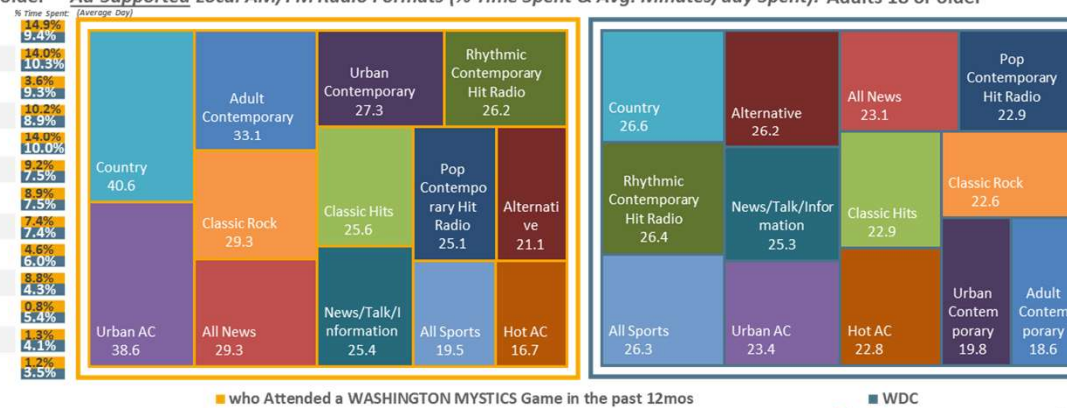
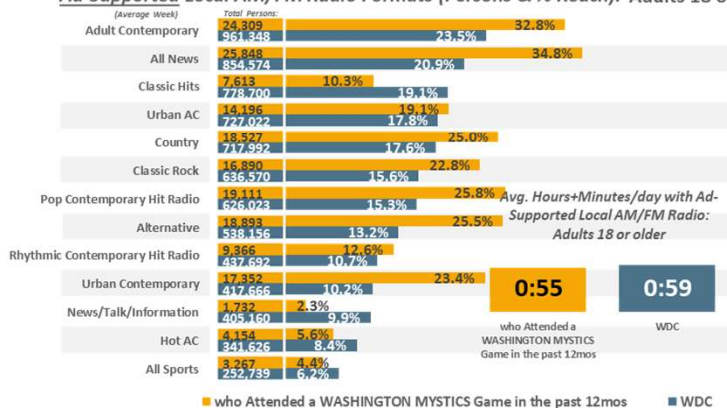


74,205 or 70.6% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Pop Contemporary Hit Radio, Alternative, and Country.

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**



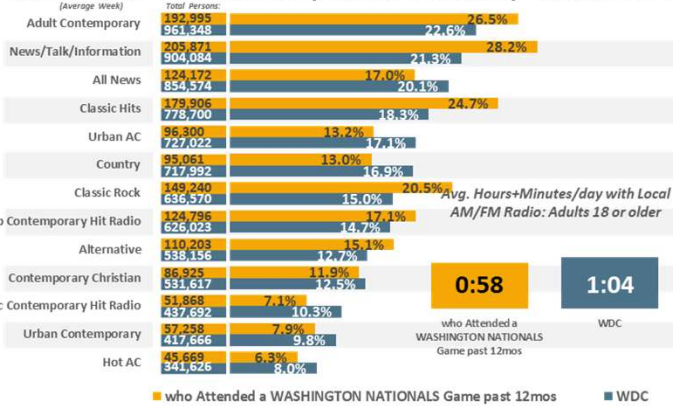
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



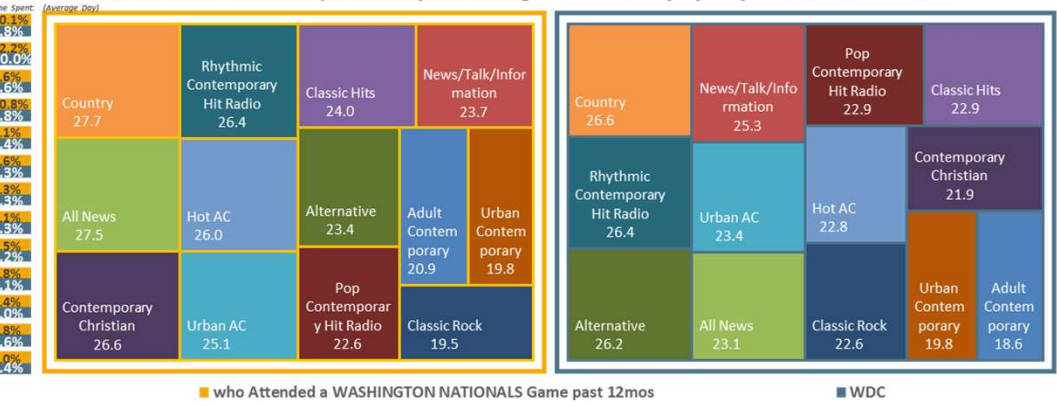


690,614 or 67.8% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and All News.

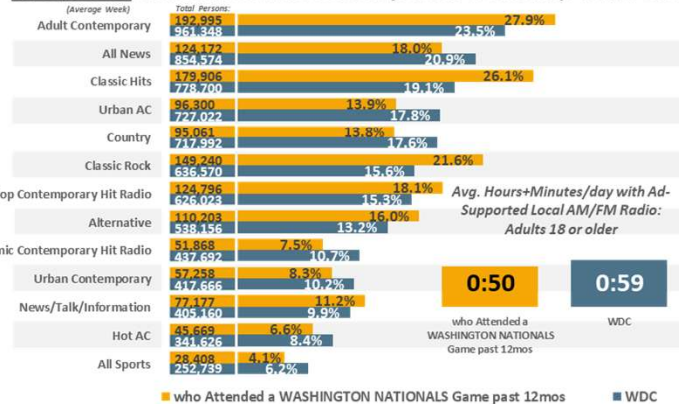
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



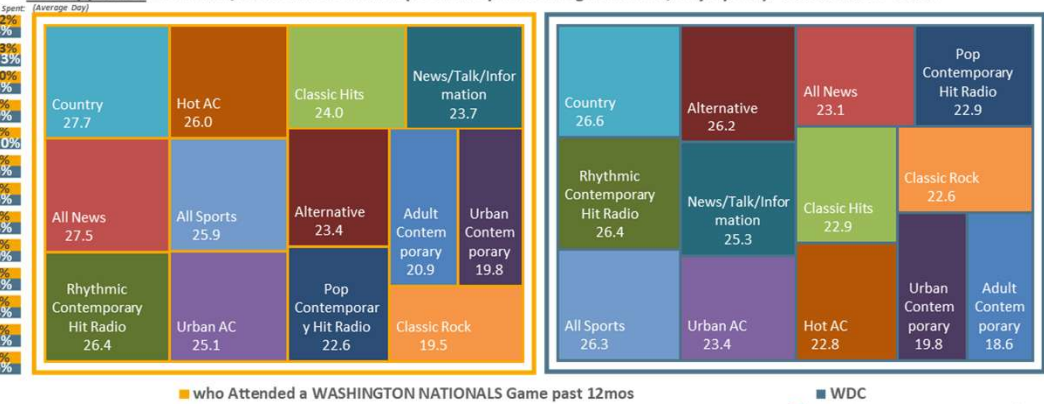
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



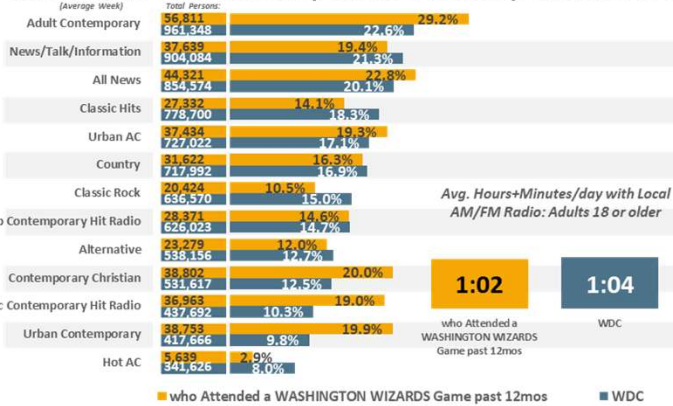
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



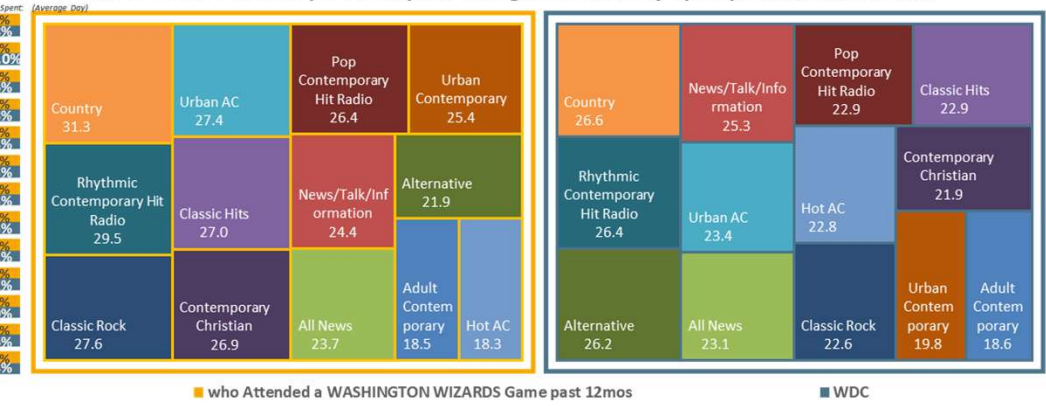


185,930 or 73.4% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Urban Contemporary, Urban AC, and Rhythmic Contemporary Hit Radio.

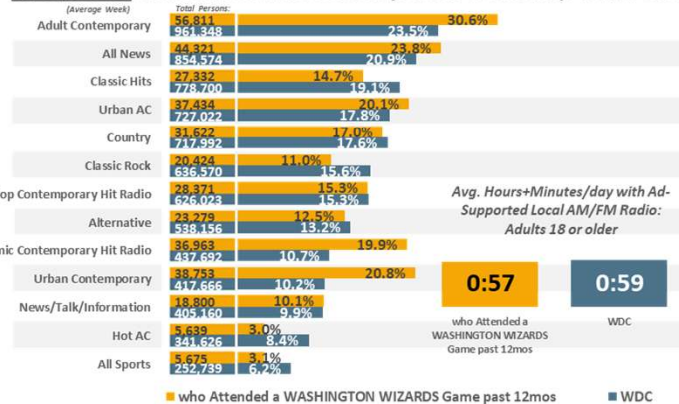
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



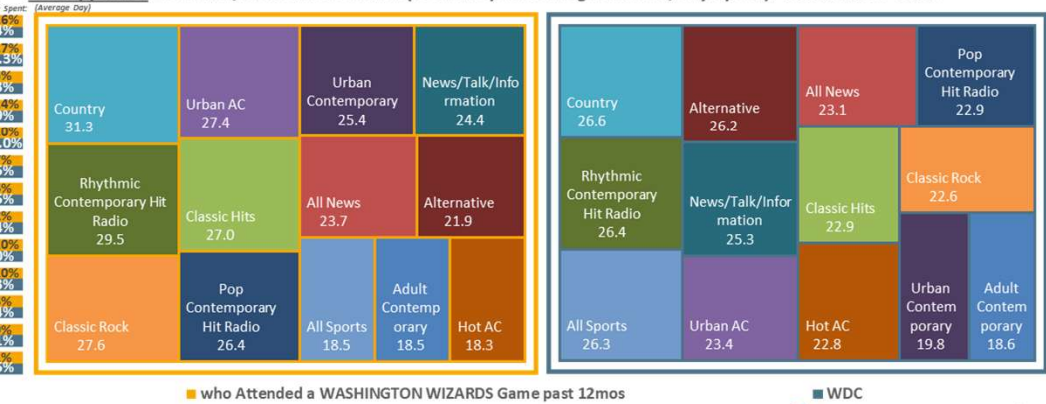
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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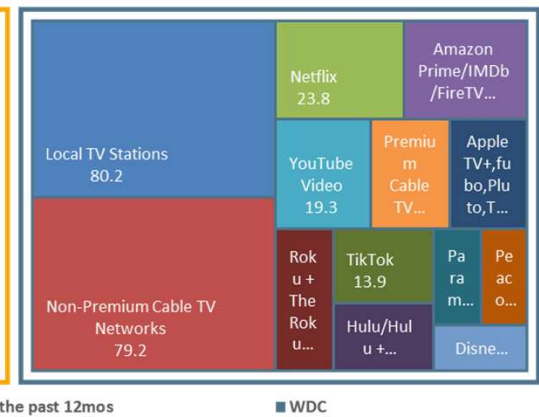
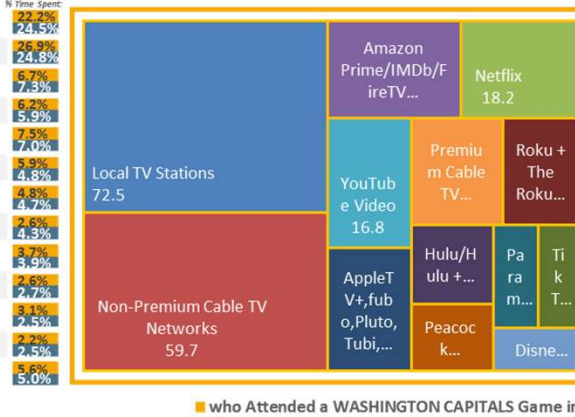
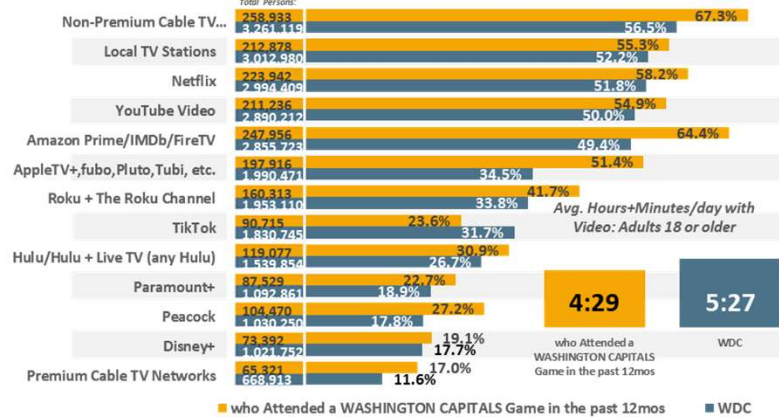
Events attended/places visited past 12 months: Washington Wizards basketball game



211,587 or 55.% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos watch Ad-Supported Local TV Stations for an average of 66. minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

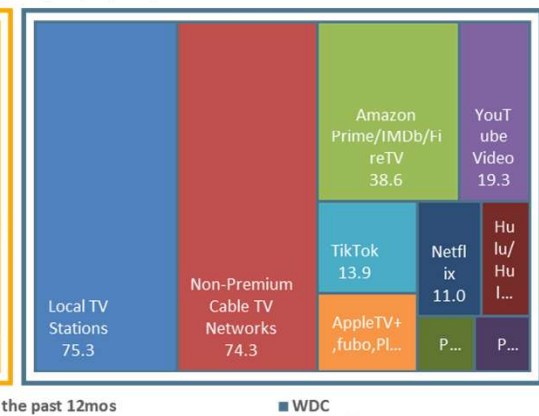
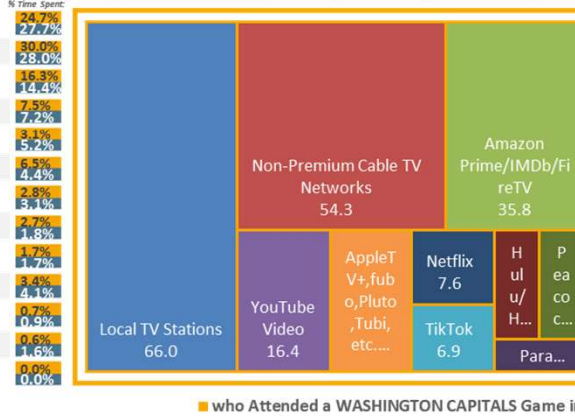
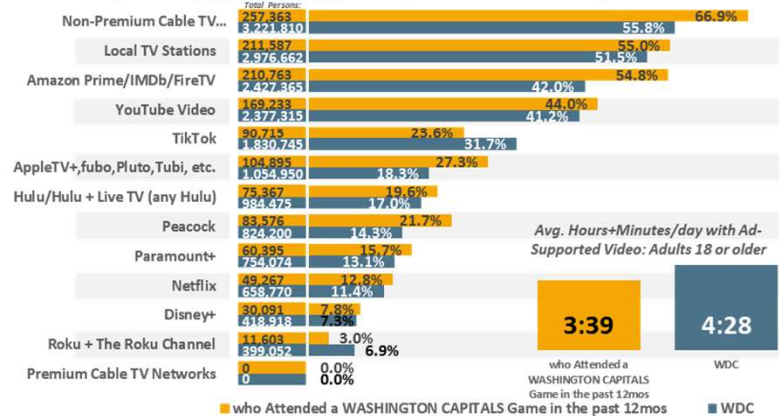
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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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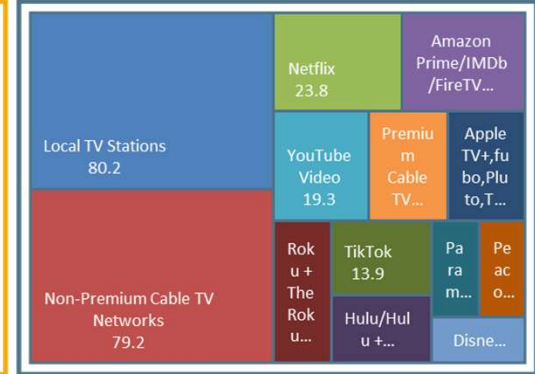
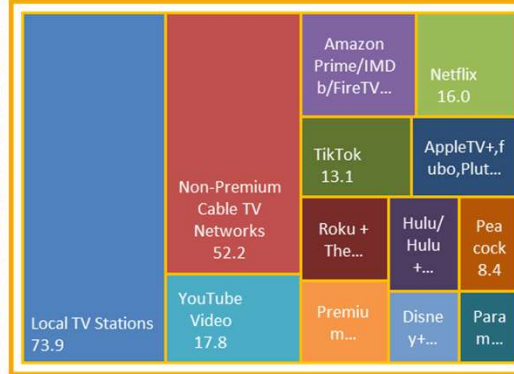
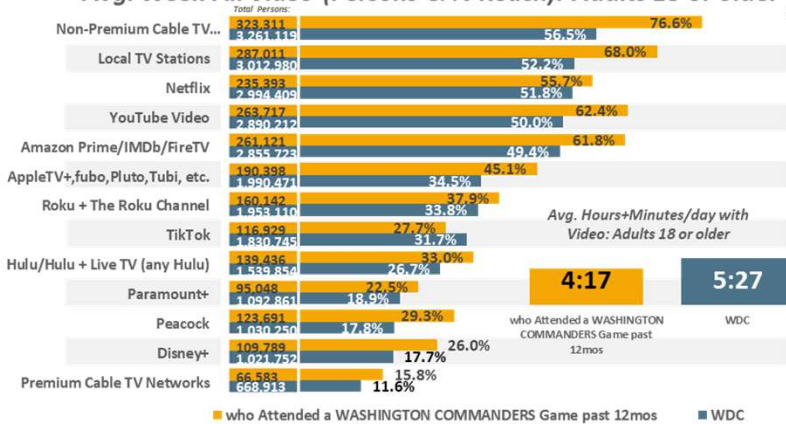
Events attended/places visited past 12 months: Washington Capitals hockey game



282,055 or 66.8% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos watch Ad-Supported Local TV Stations for an average of 69.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

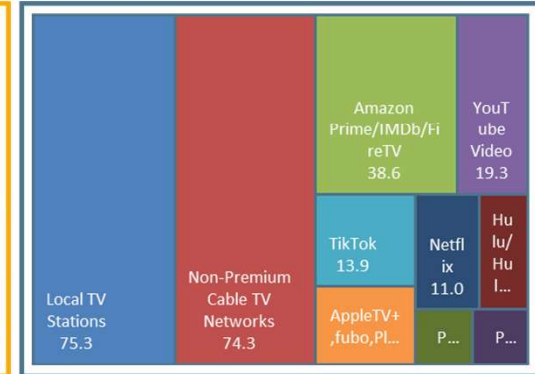
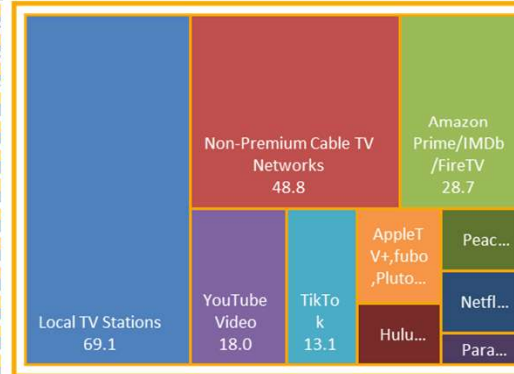
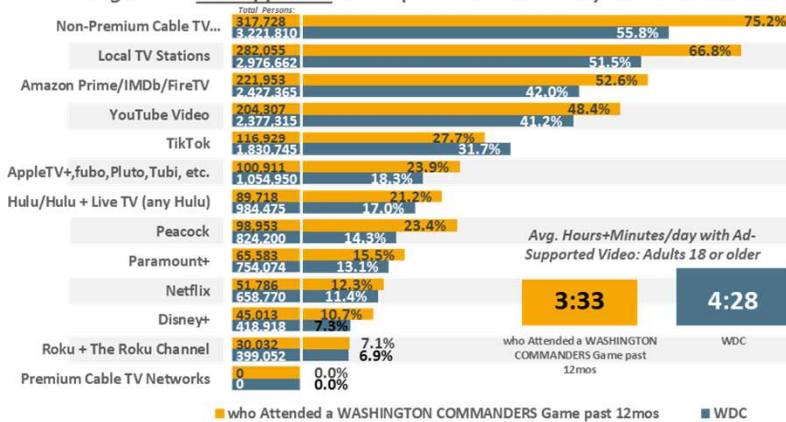
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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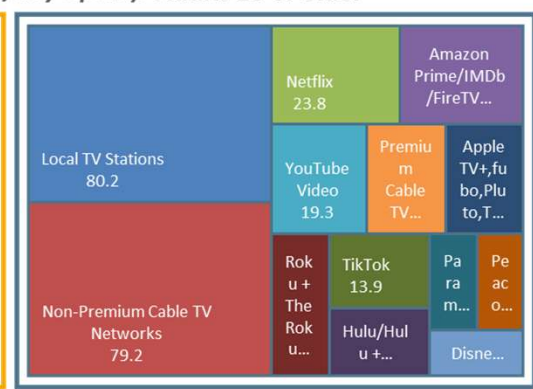
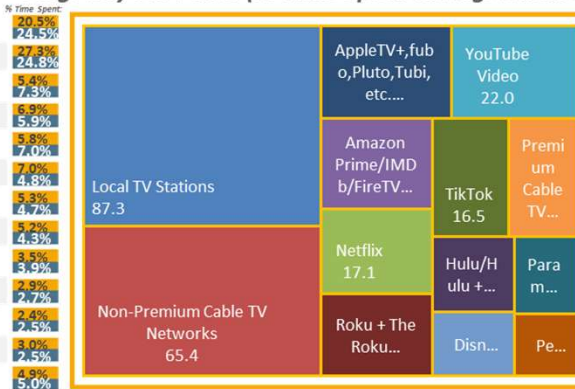
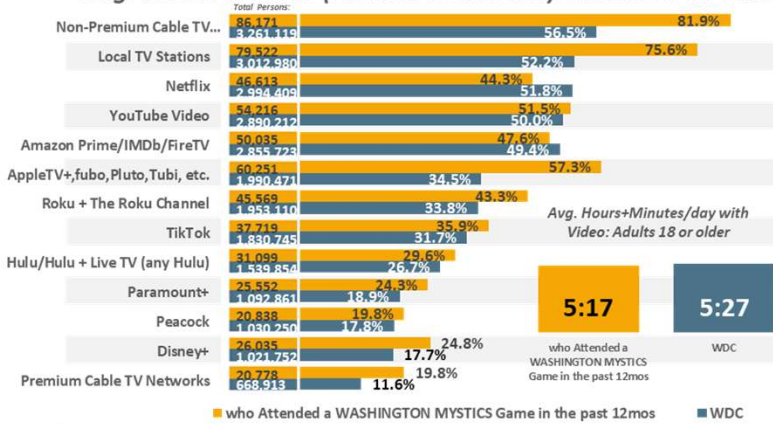
Events attended/places visited past 12 months: Washington Commanders football game



78,481 or 74.6% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos watch Ad-Supported Local TV Stations for an average of 81.3 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

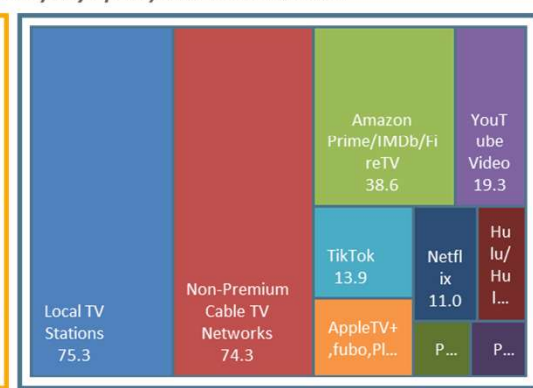
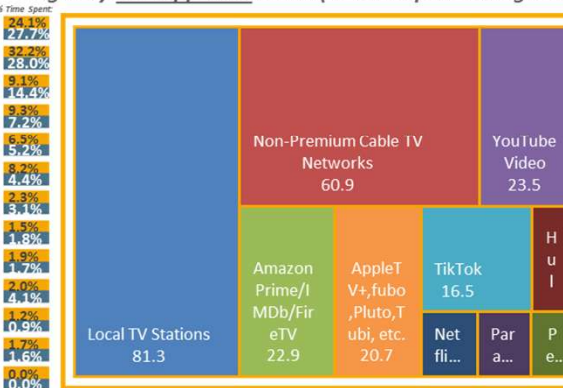
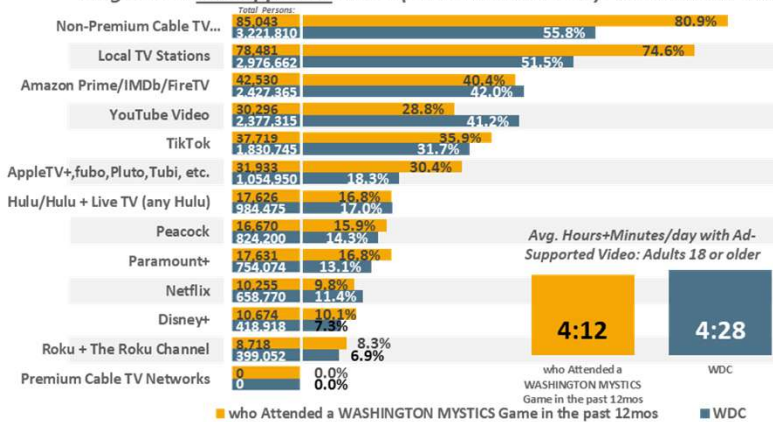
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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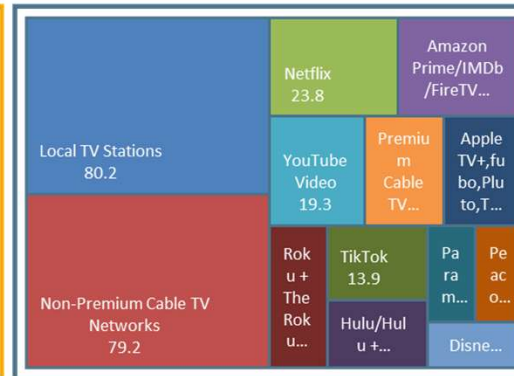
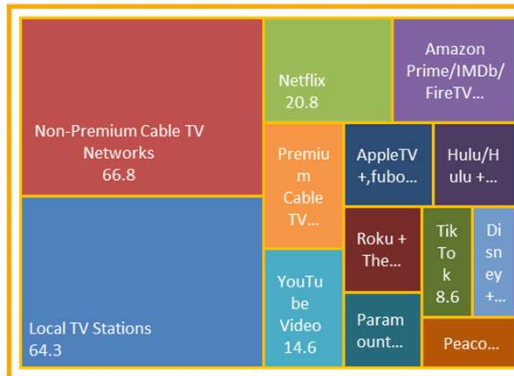
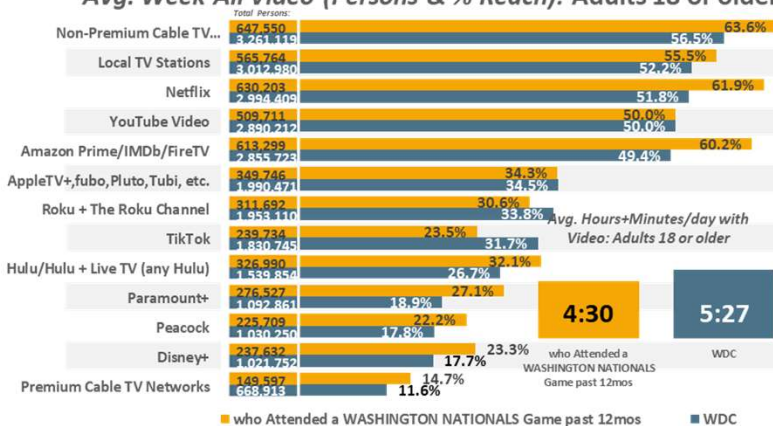
Events attended/places visited past 12 months: Washington Mystics women's basketball game



561,558 or 55.1% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos watch Ad-Supported Local TV Stations for an average of 58.6 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

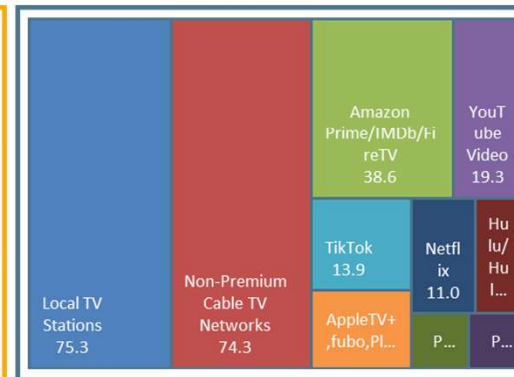
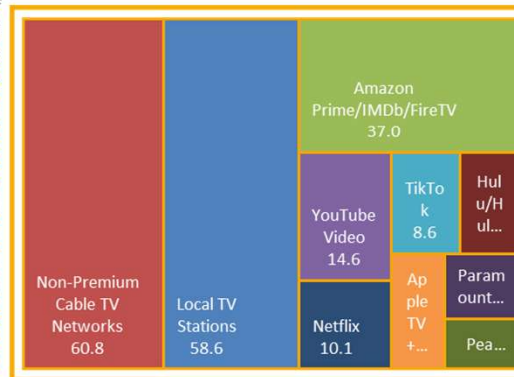
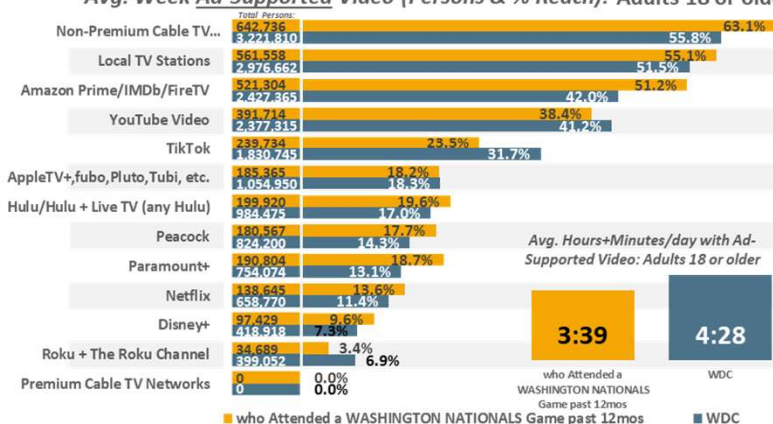
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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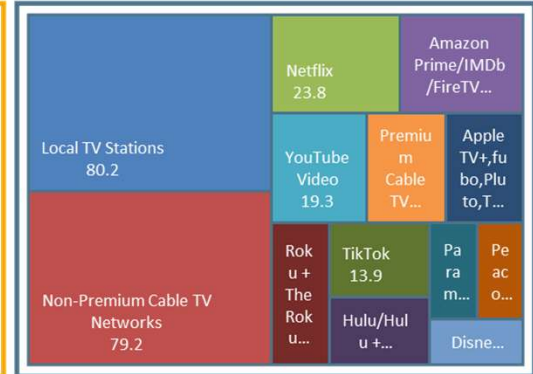
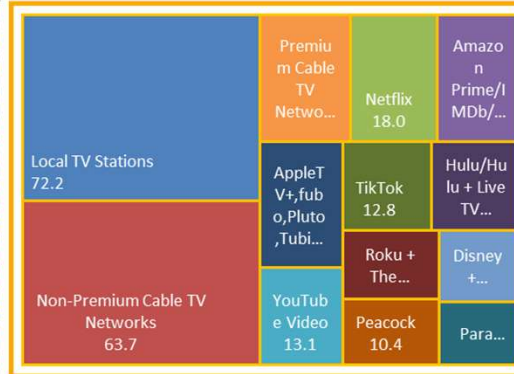
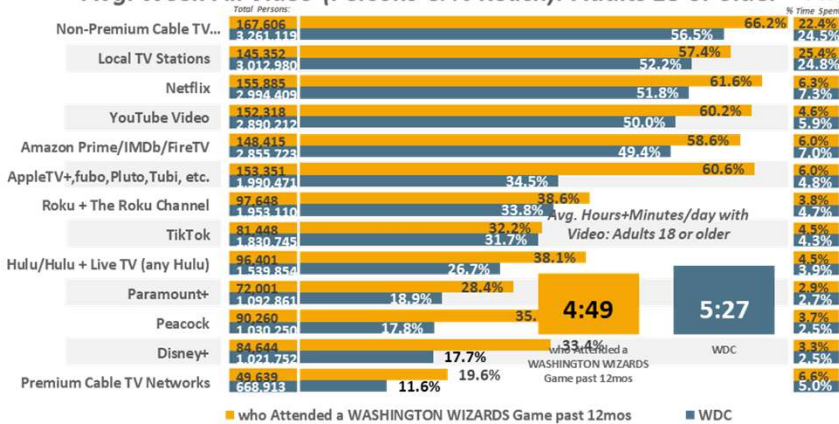
Events attended/places visited past 12 months: Washington Nationals baseball game



144,427 or 57.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

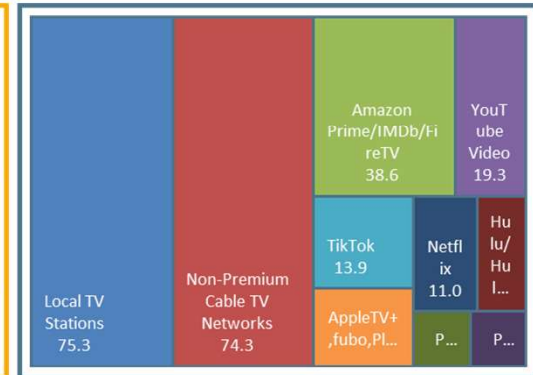
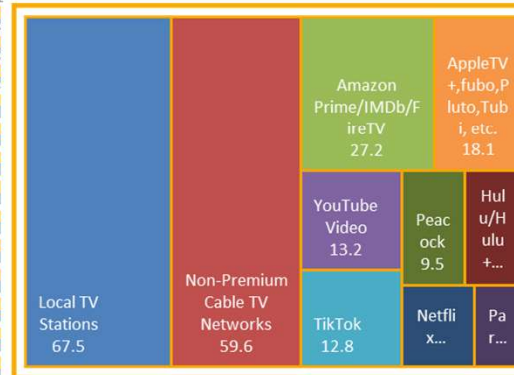
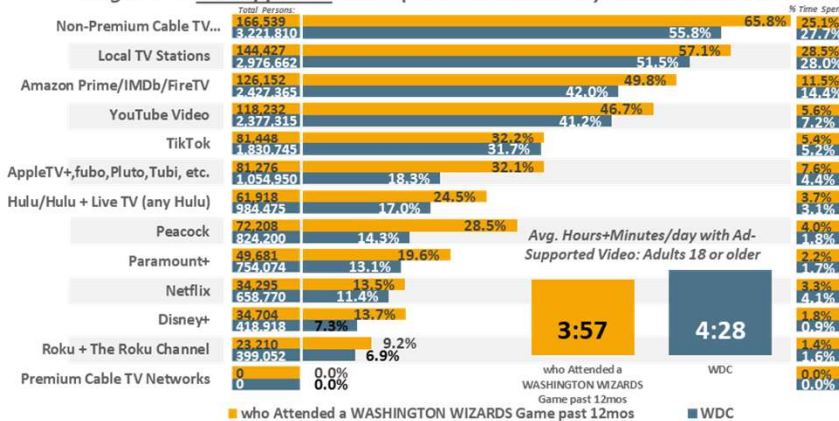
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



Avg. Week 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 R1 2026: Mar25-Mar26 Qual Intab 270
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Events attended/places visited past 12 months: Washington Wizards basketball game

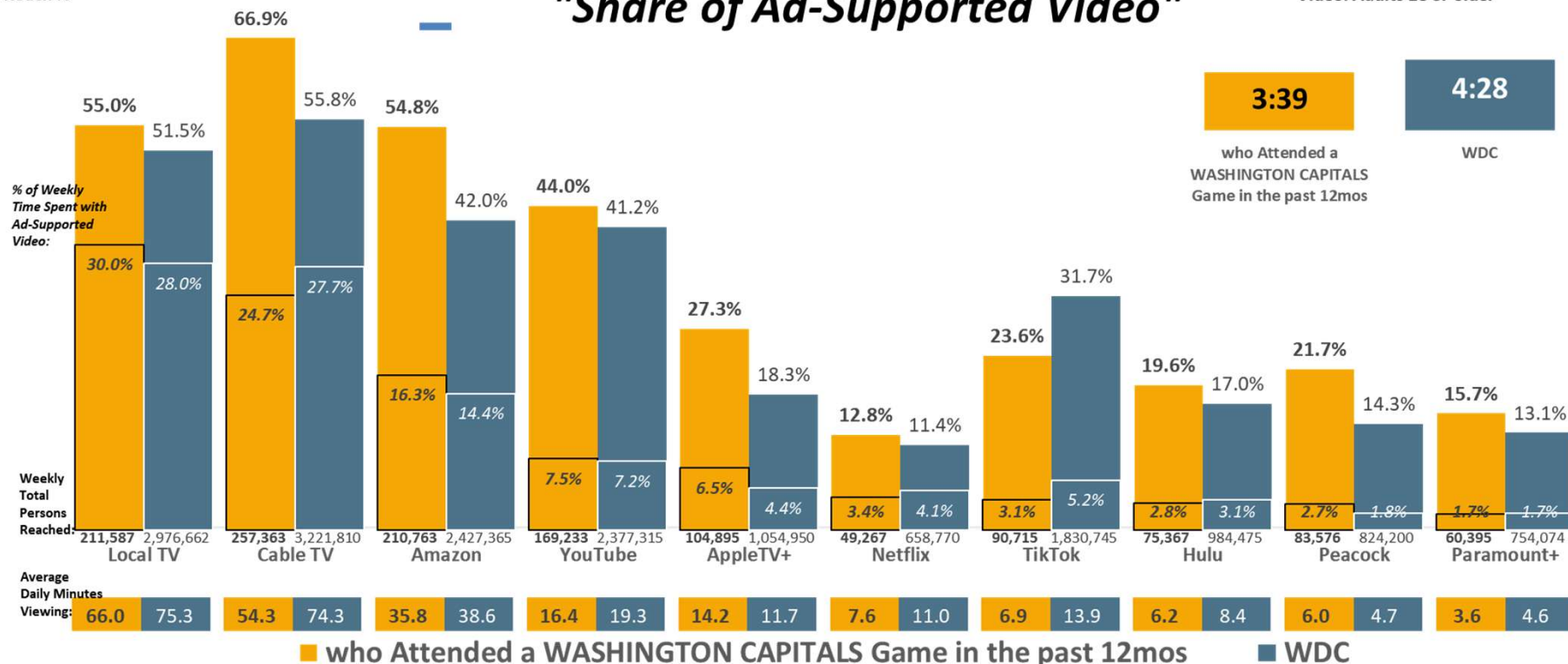


211,587 or 55.0% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos watch Ad-Supported Local TV Stations for an average of 66. minutes every day representing 30.0% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



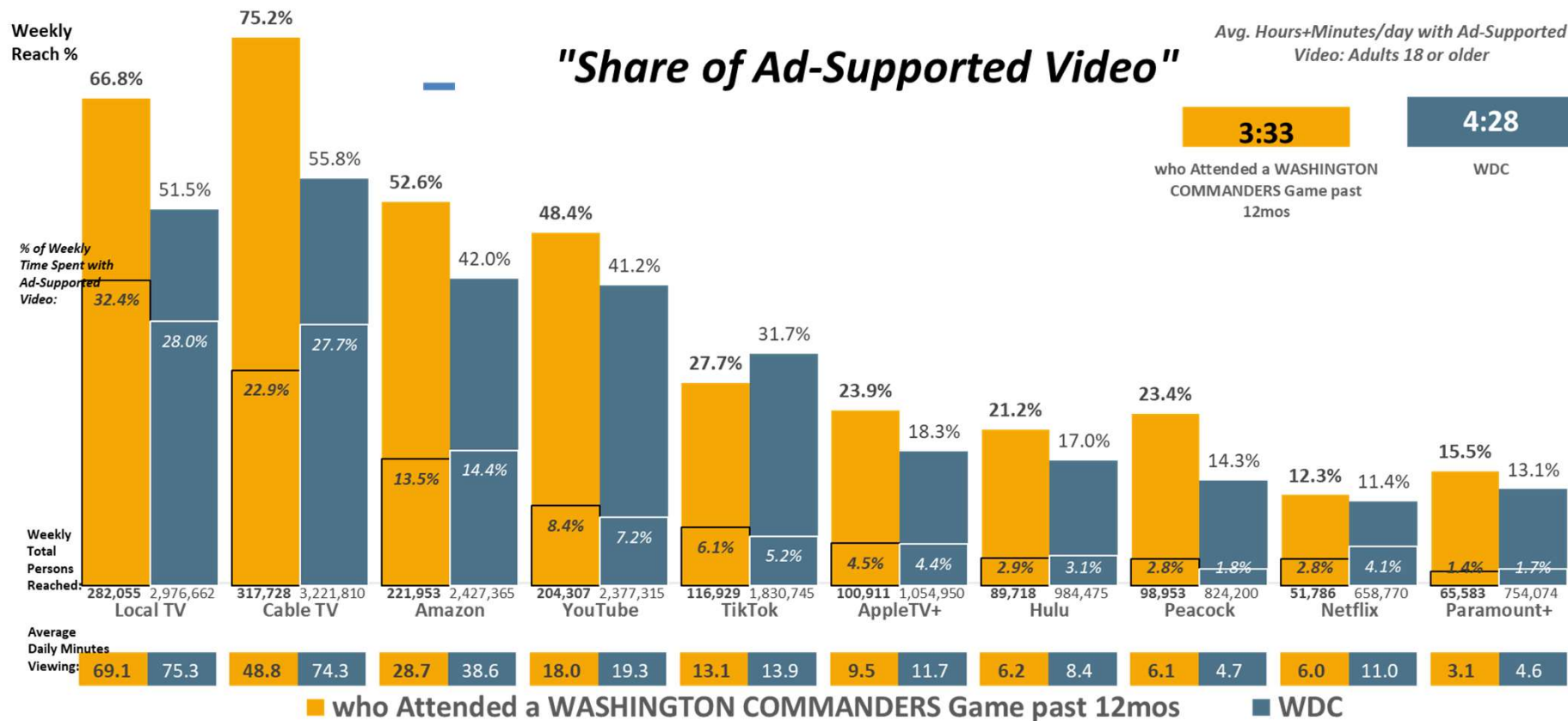
3:39
who Attended a
WASHINGTON CAPITALS
Game in the past 12mos

4:28
WDC



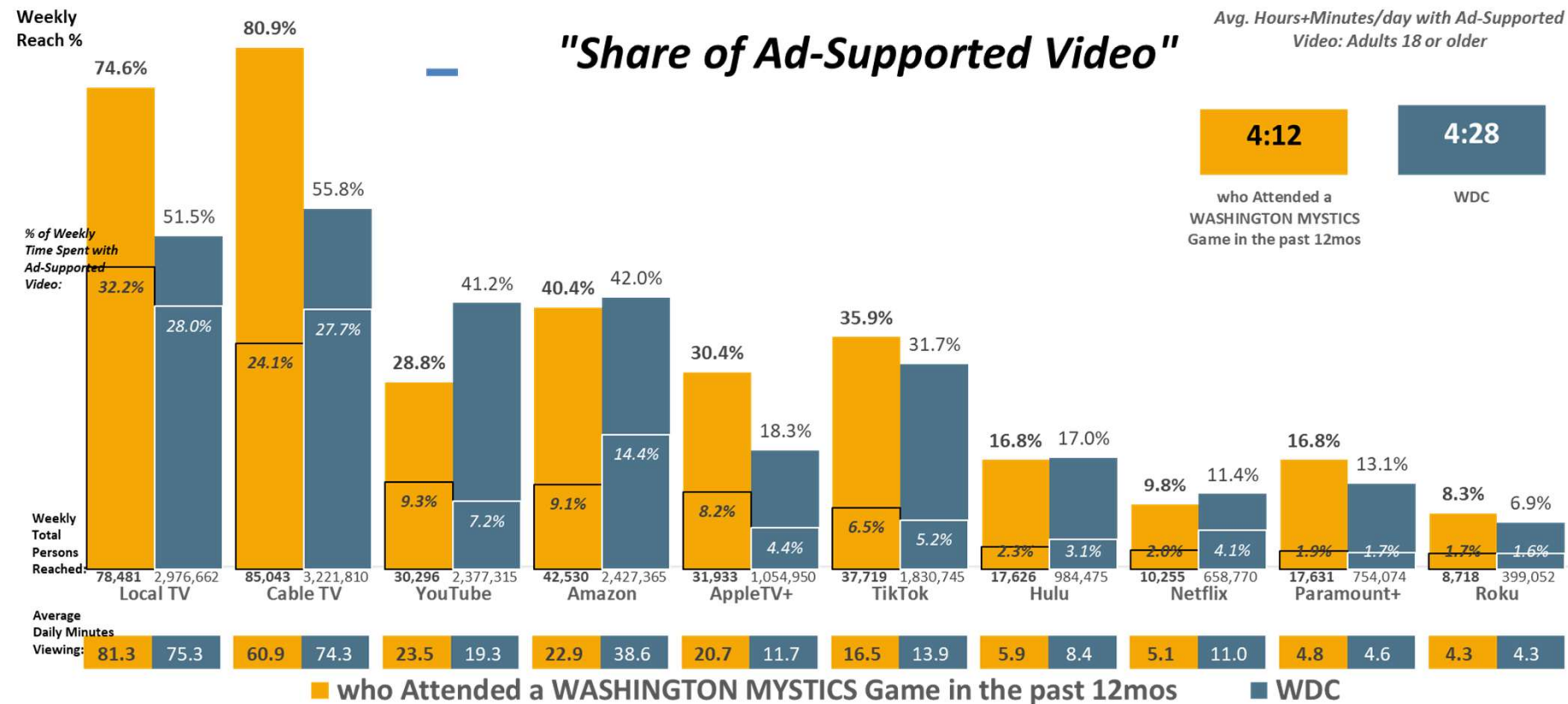
282,055 or 66.8% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos watch Ad-Supported Local TV Stations for an average of 69.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



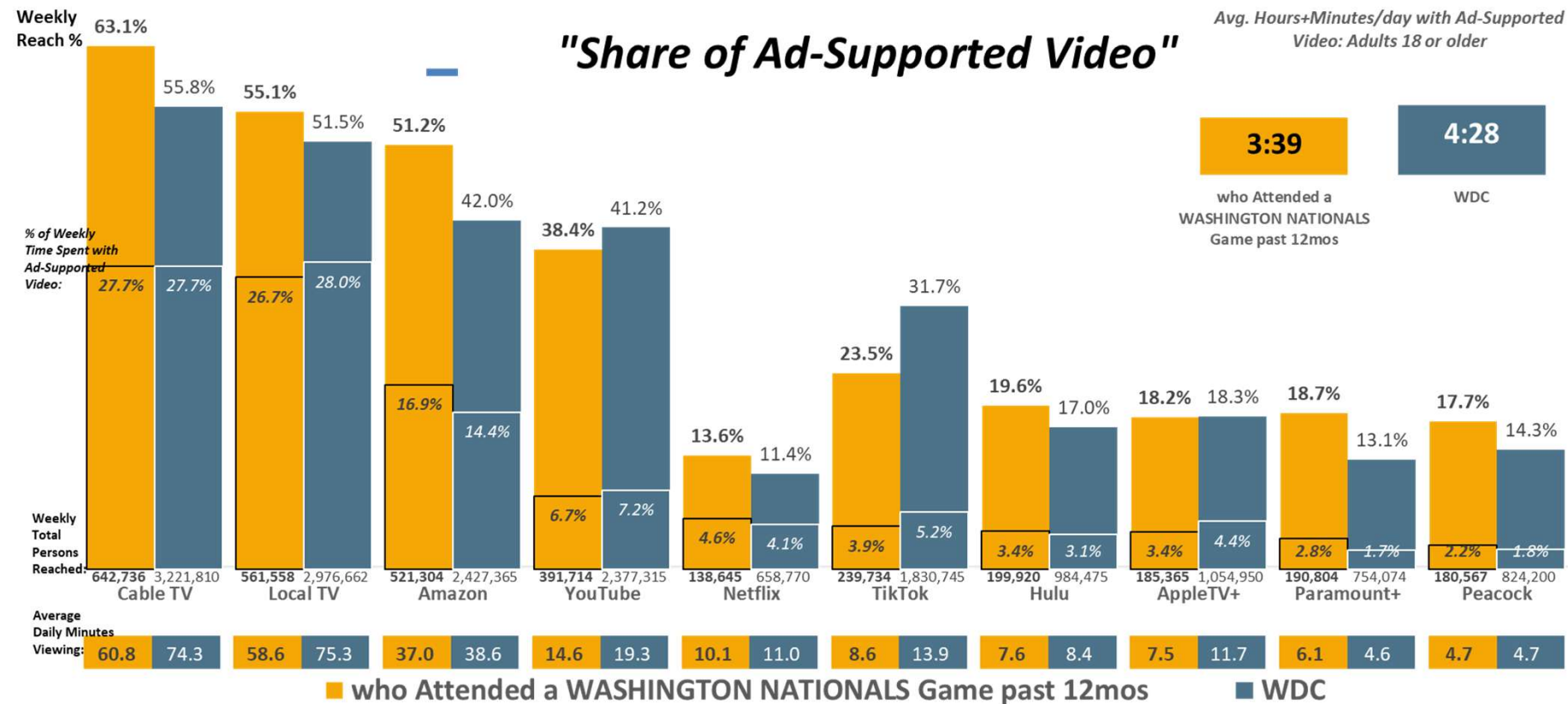


78,481 or 74.6% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos watch Ad-Supported Local TV Stations for an average of 81.3 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.





561,558 or 55.1% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos watch Ad-Supported Local TV Stations for an average of 58.6 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



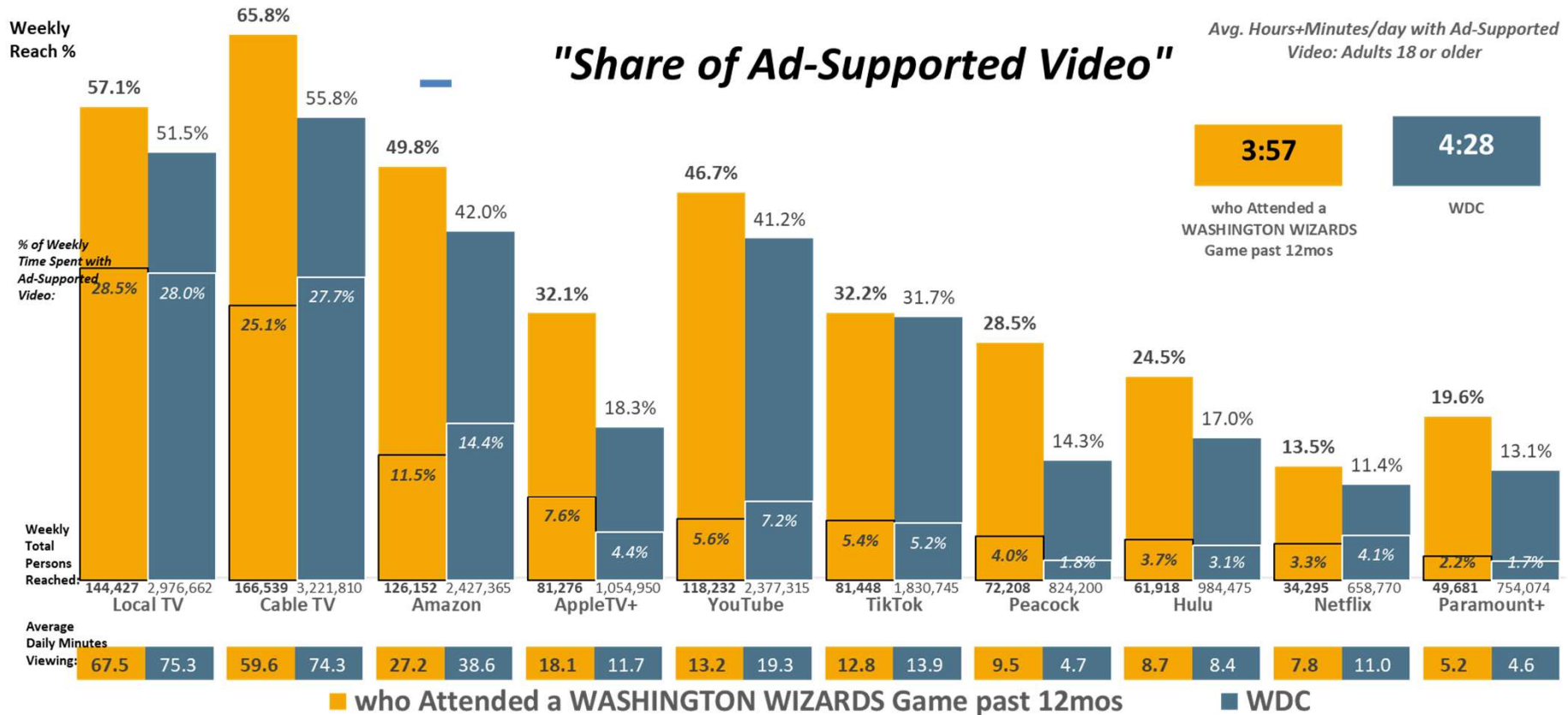
3:39
who Attended a WASHINGTON NATIONALS Game past 12mos

4:28
WDC



144,427 or 57.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos watch Ad-Supported Local TV Stations for an average of 67.5 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 270 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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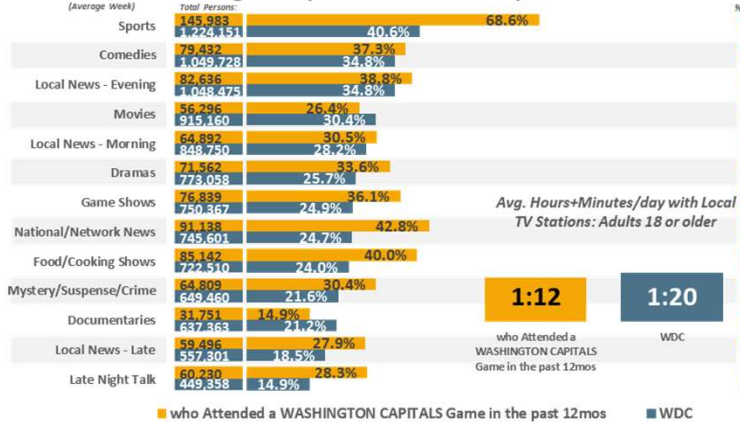
soefa.ai Share of Everything for Anything

Events attended/places visited past 12 months: Washington Wizards basketball game

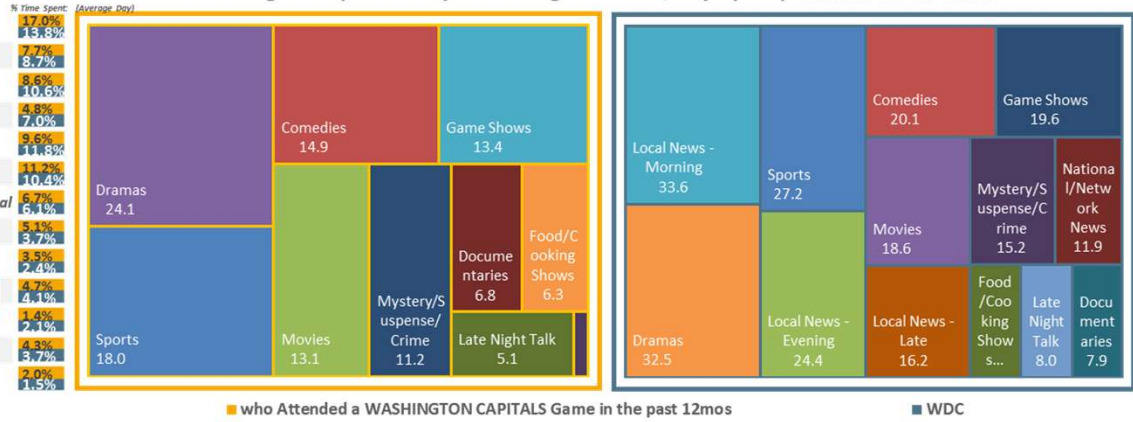


211,587 or 55.% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Game Shows, Comedies, and Dramas.

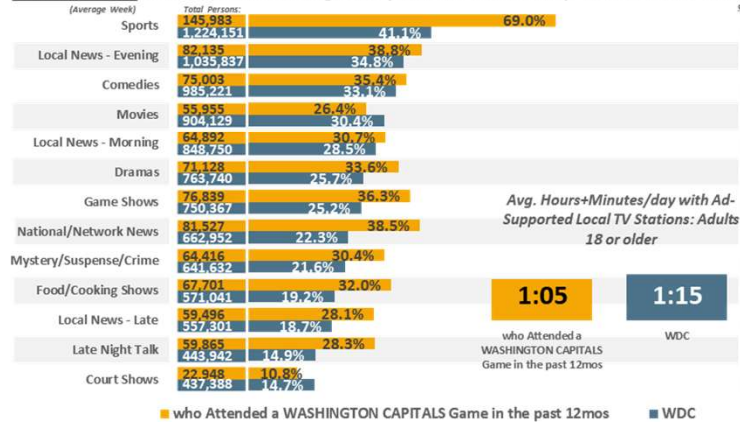
Local TV Station Programs (Persons & % Reach): Adults 18 or older



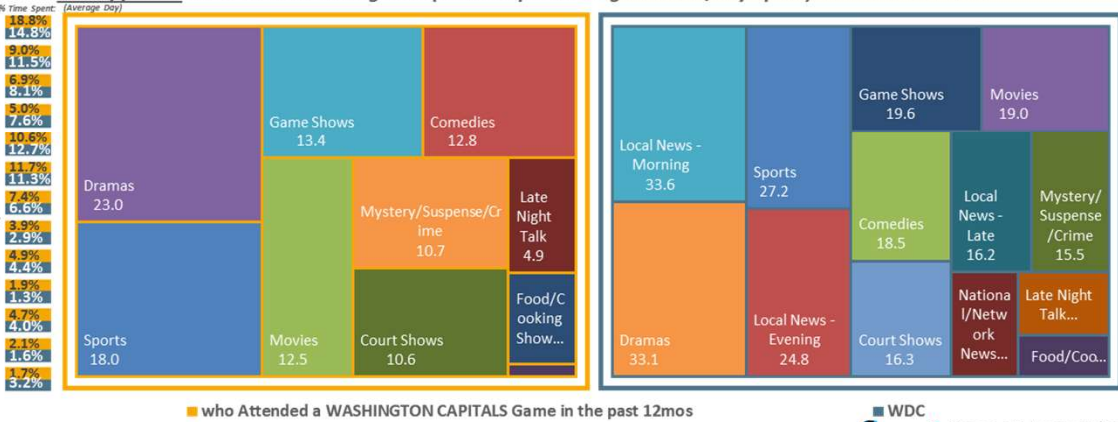
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



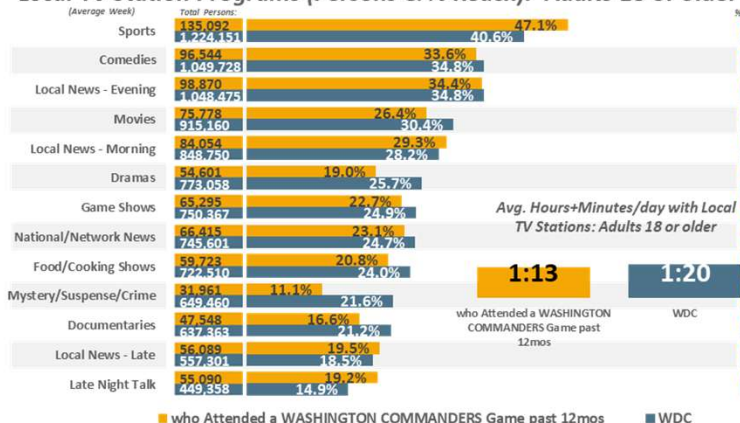
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



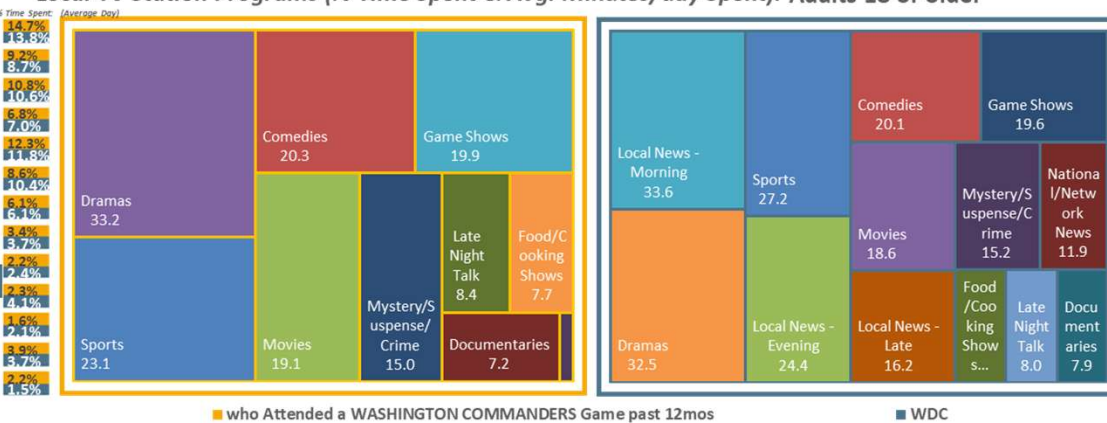


282,055 or 66.8% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

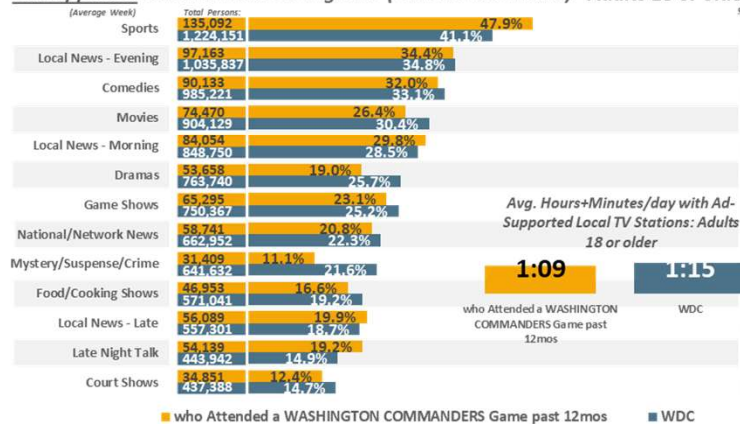
Local TV Station Programs (Persons & % Reach): Adults 18 or older



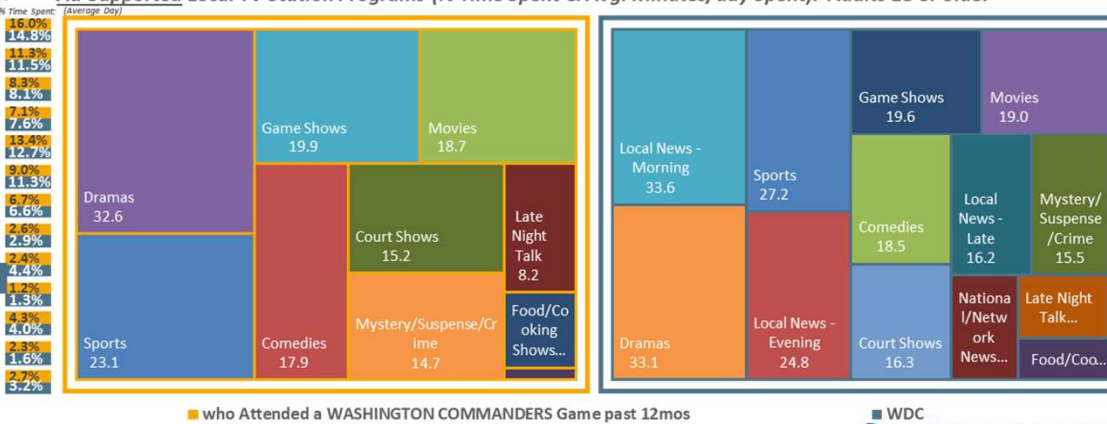
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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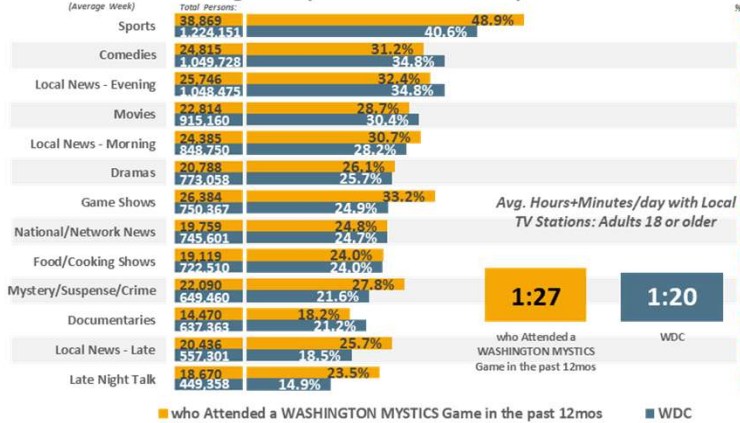
soefa.ai WDC Share of Everything for Anything

Events attended/places visited past 12 months: Washington Commanders football game

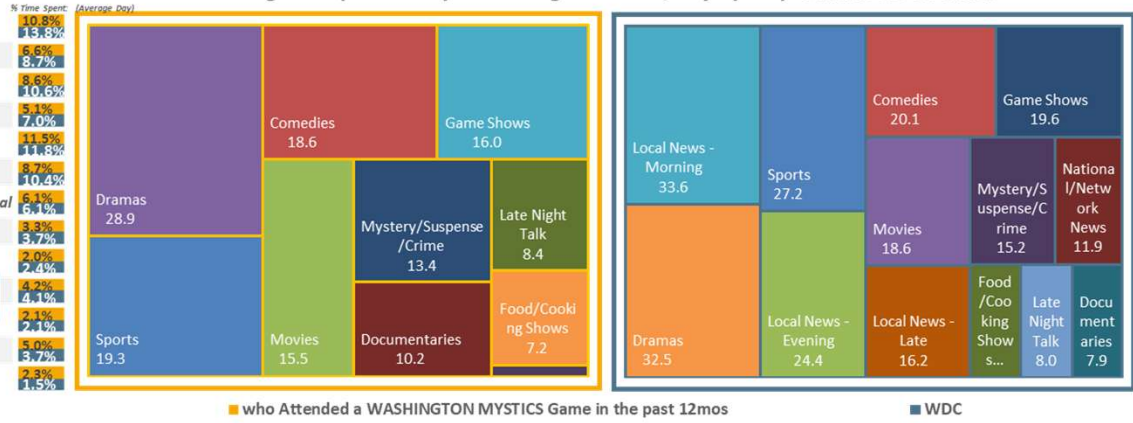


78,481 or 74.6% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Evening, Local News - Morning, Comedies, and Movies.

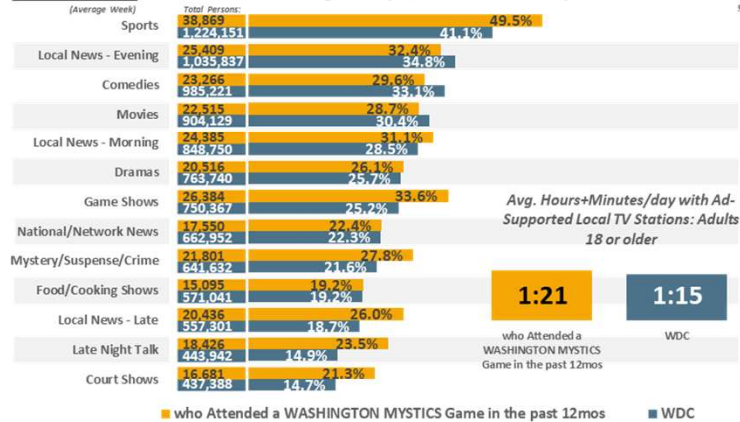
Local TV Station Programs (Persons & % Reach): Adults 18 or older



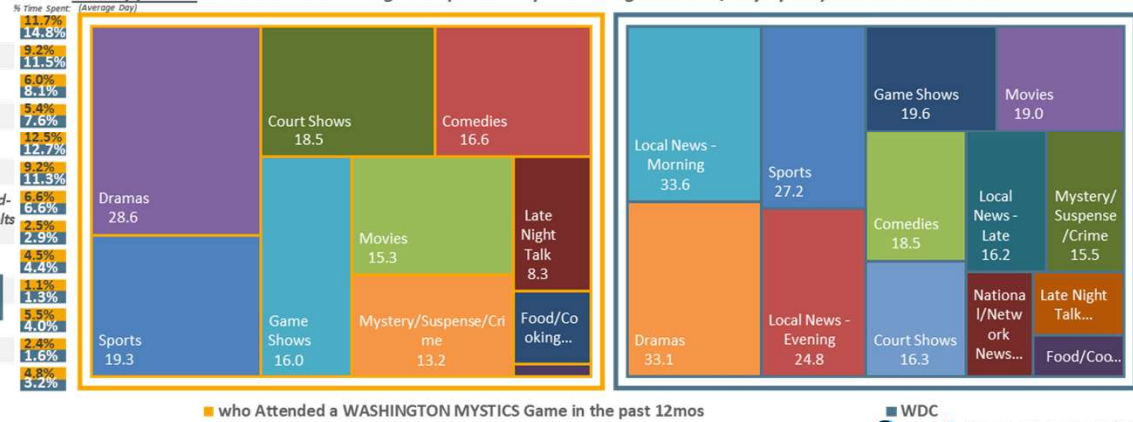
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



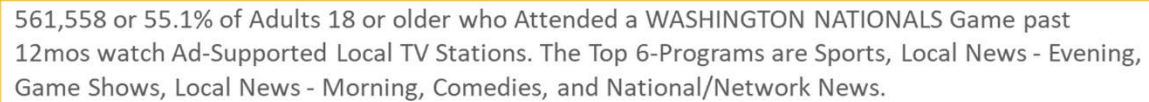
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



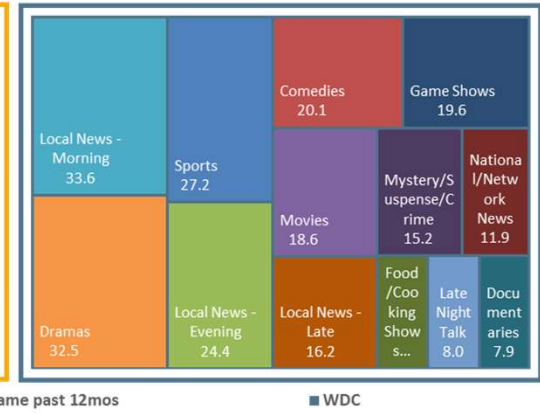
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 110
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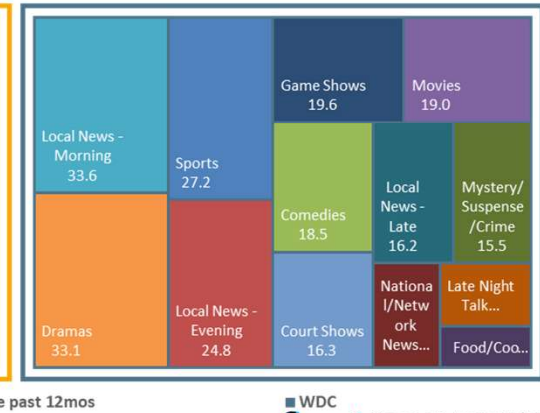
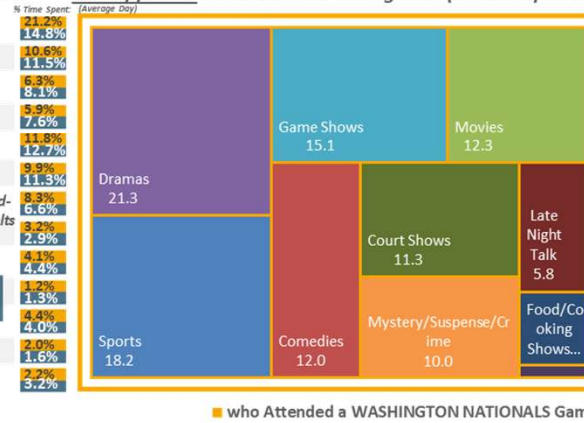
Events attended/places visited past 12 months: Washington Mystics women's basketball game



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



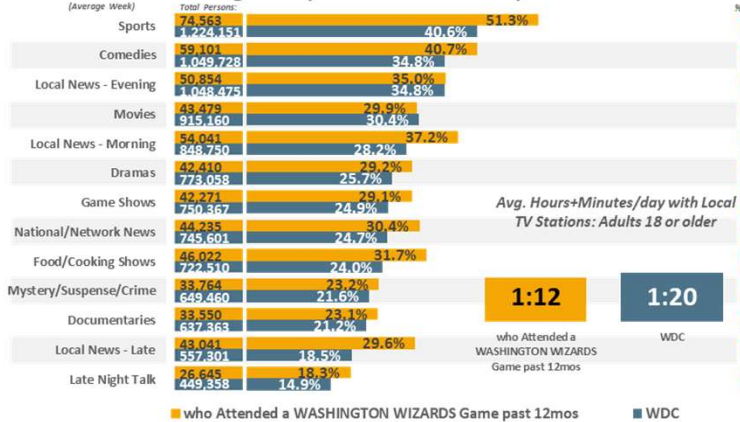
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Events attended/places visited past 12 months: Washington Nationals baseball game

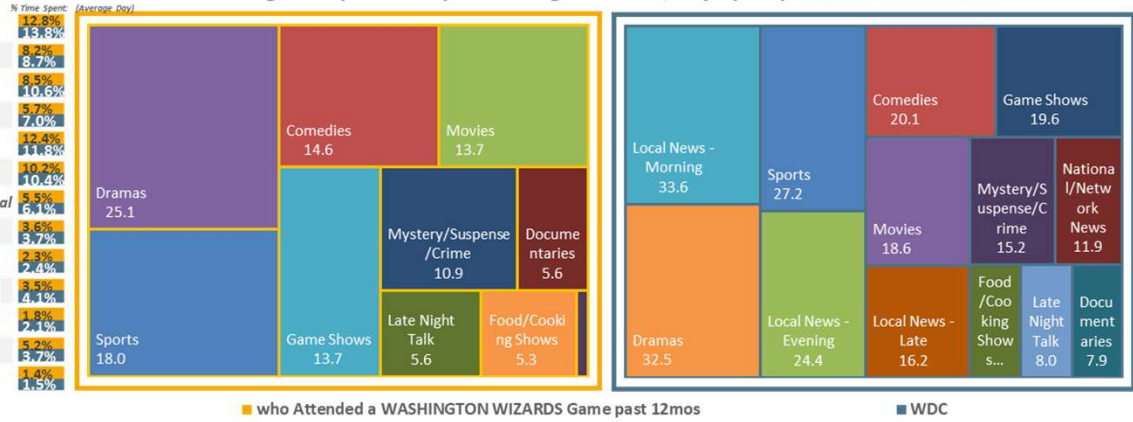


144,427 or 57.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Movies, and Local News - Late.

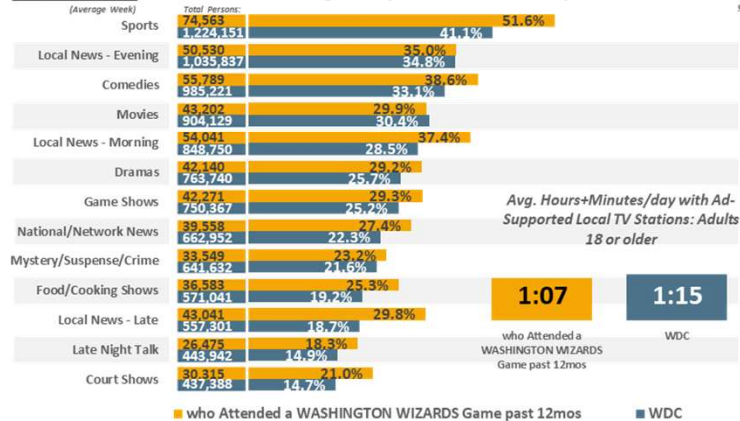
Local TV Station Programs (Persons & % Reach): Adults 18 or older



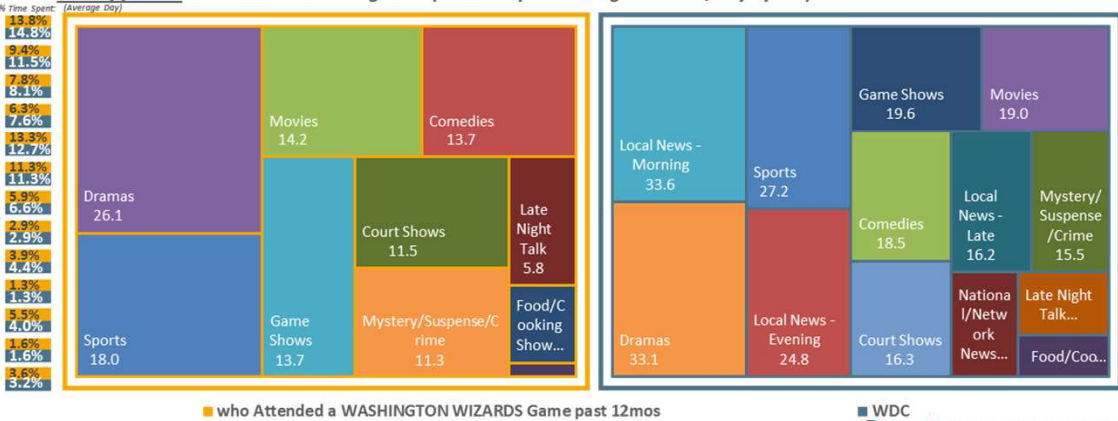
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

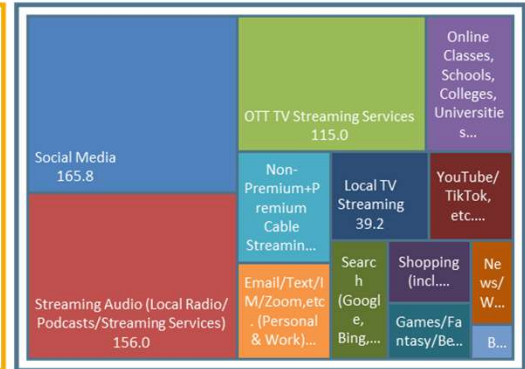
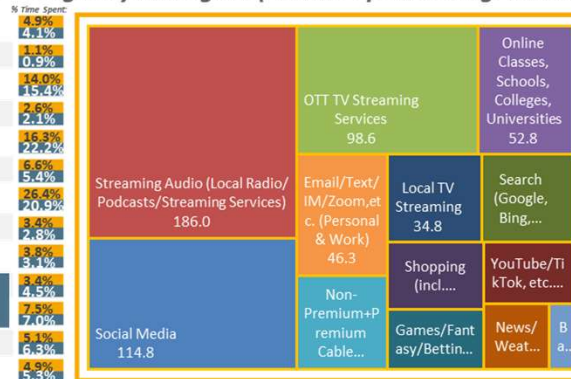
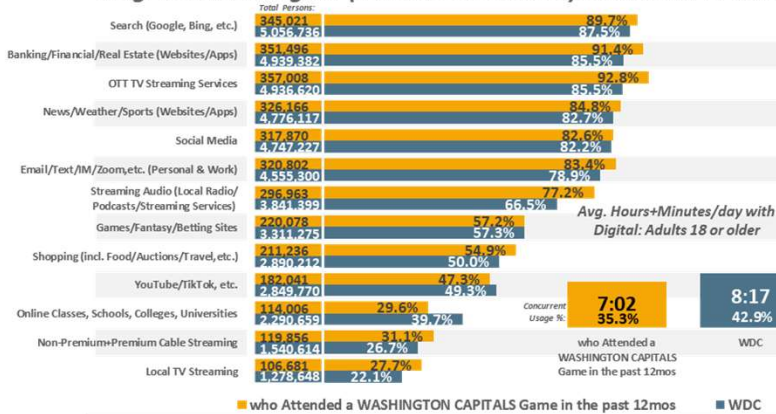




258,077 or 67.1% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos use Ad-Supported Social Media for an average of 93.2 minutes every day representing 19.4% of all time spent daily with Ad-Supported Digital Media.

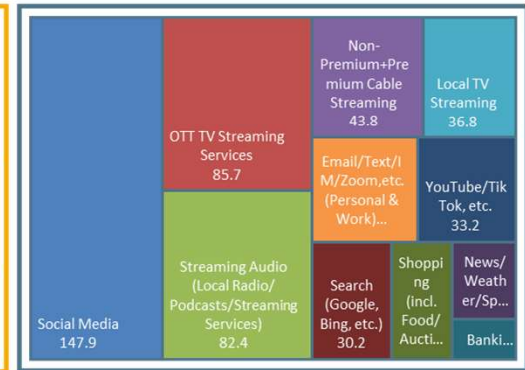
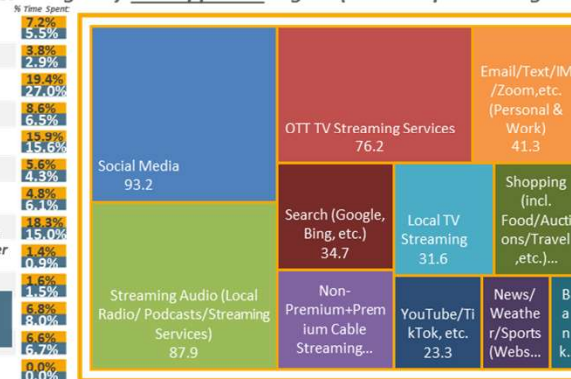
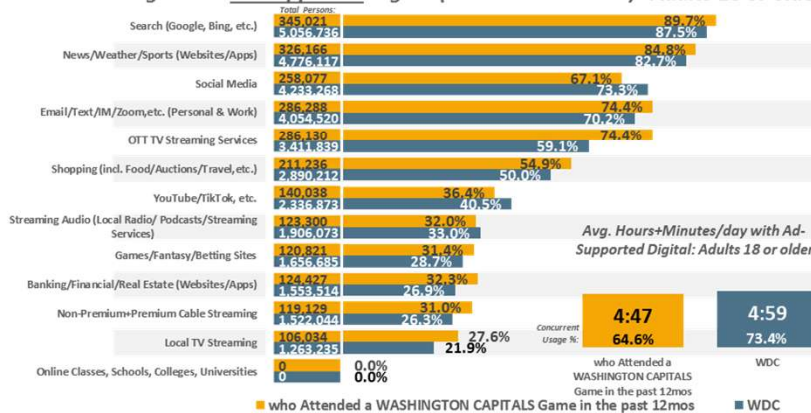
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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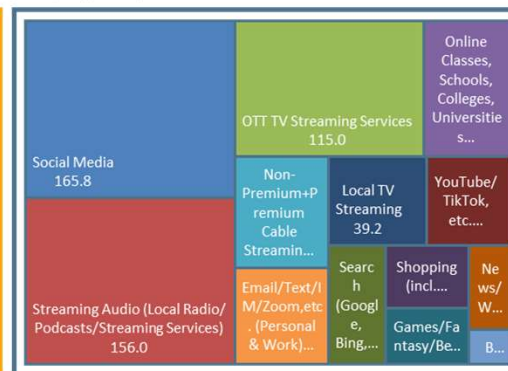
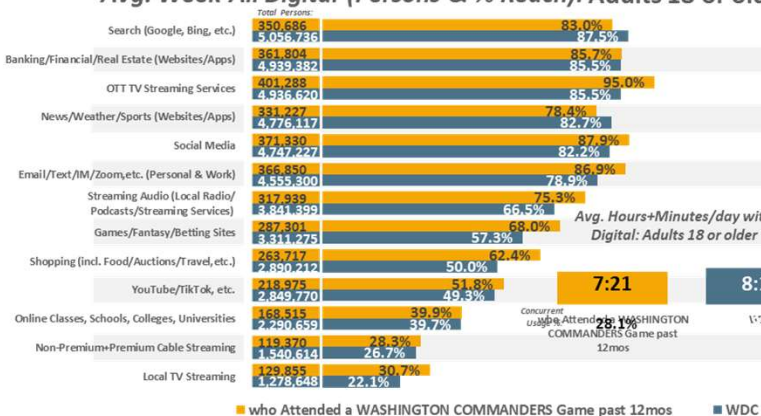
Events attended/places visited past 12 months: Washington Capitals hockey game



314,229 or 74.4% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos use Ad-Supported Social Media for an average of 157.6 minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

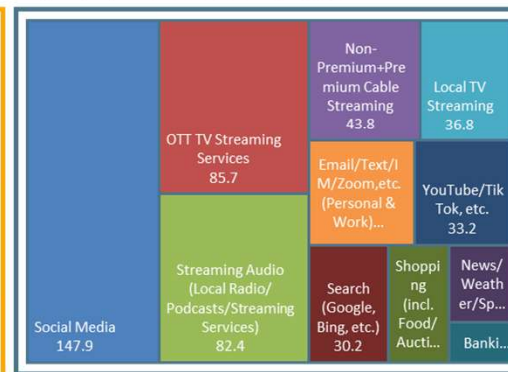
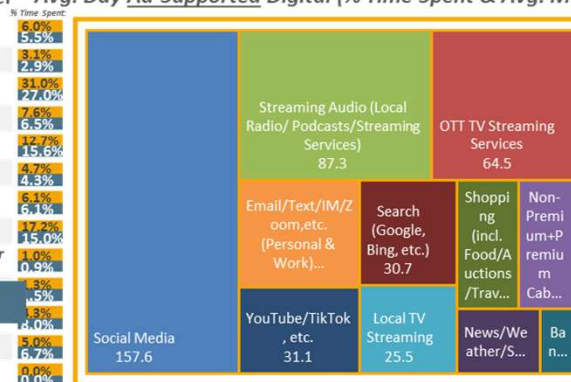
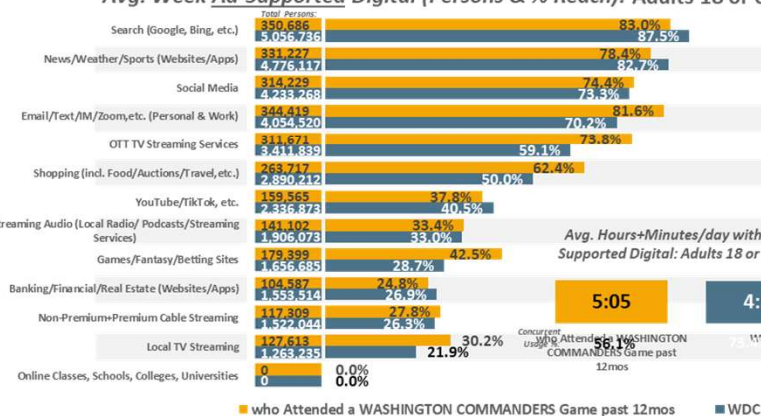
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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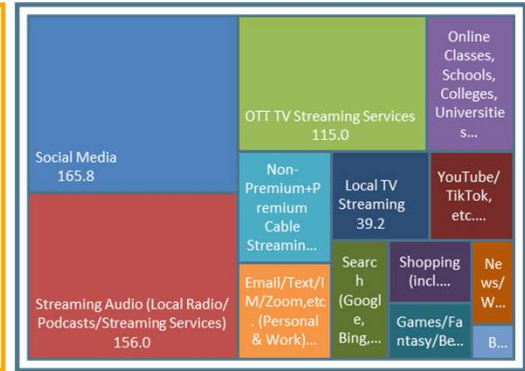
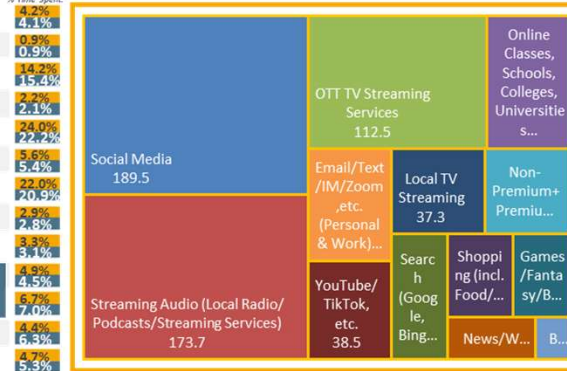
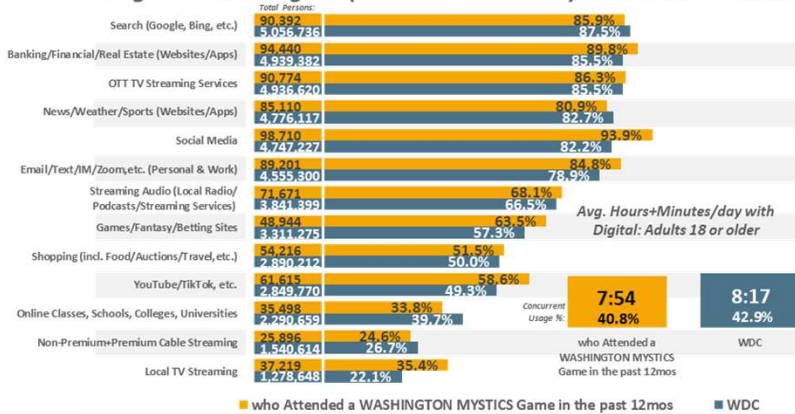
Events attended/places visited past 12 months: Washington Commanders football game



89,589 or 85.2% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos use Ad-Supported Social Media for an average of 172. minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

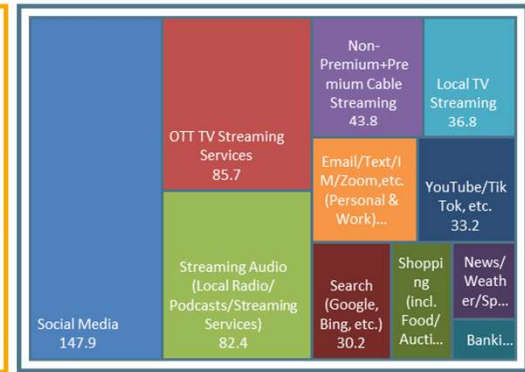
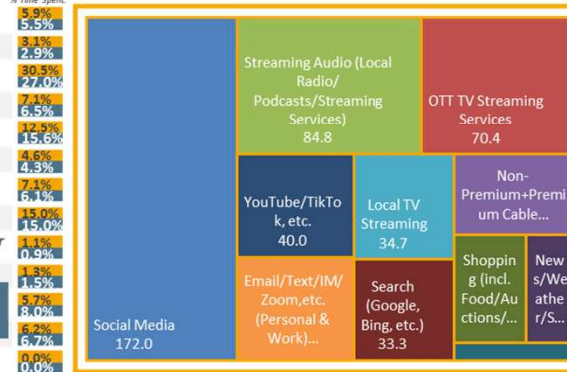
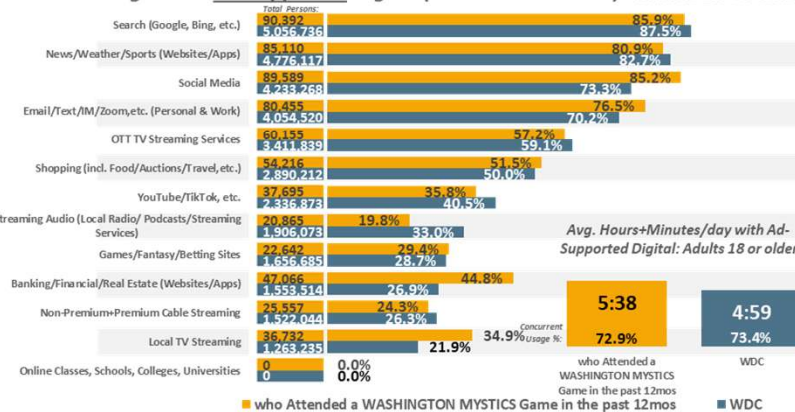
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

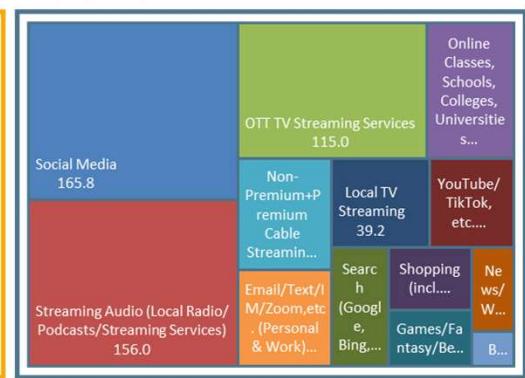
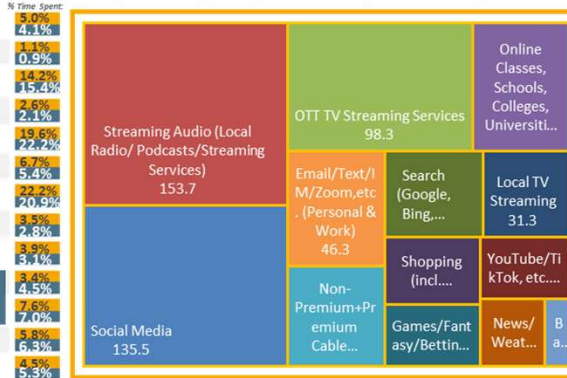
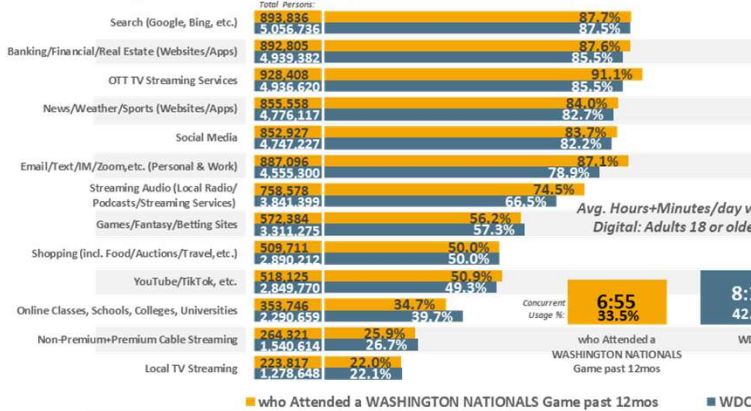




754,715 or 74.1% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos use Ad-Supported Social Media for an average of 119.9 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

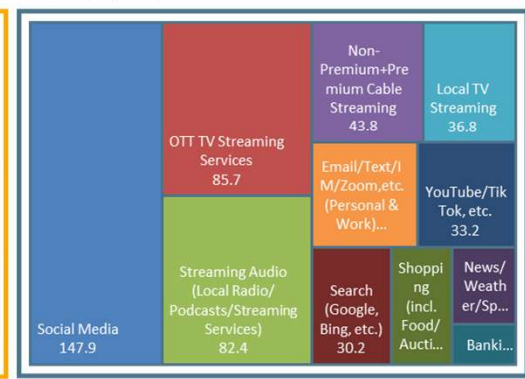
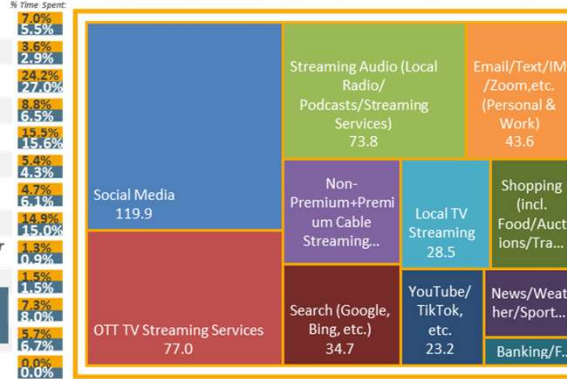
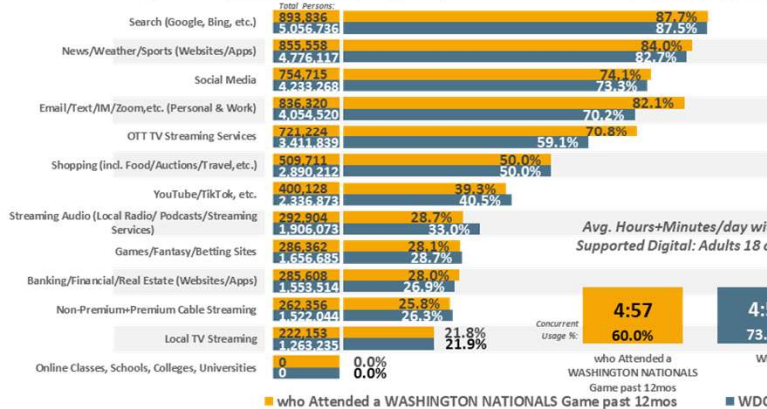
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

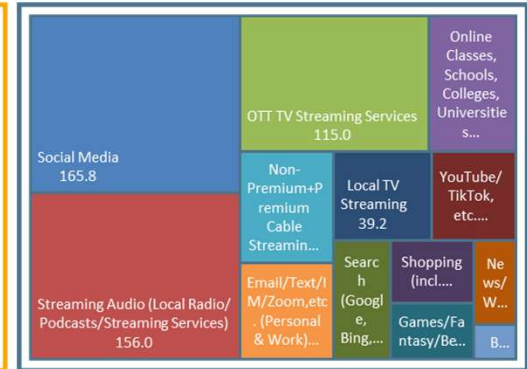
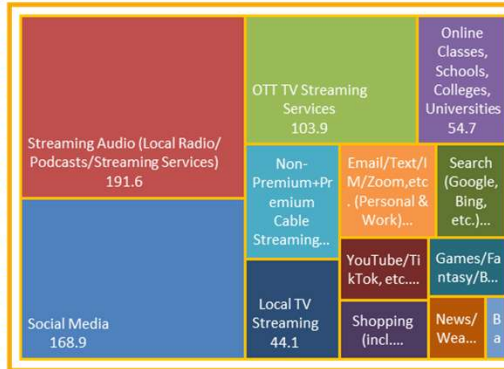
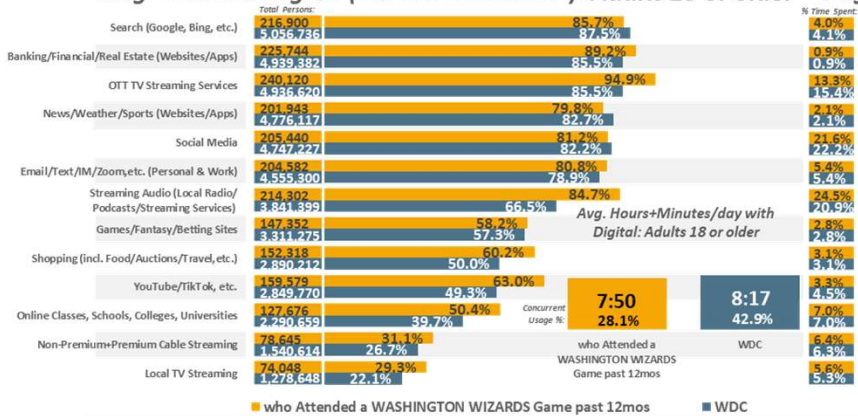




167,259 or 66.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos use Ad-Supported Social Media for an average of 137.5 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

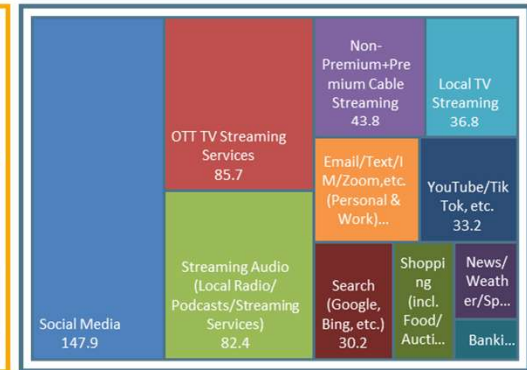
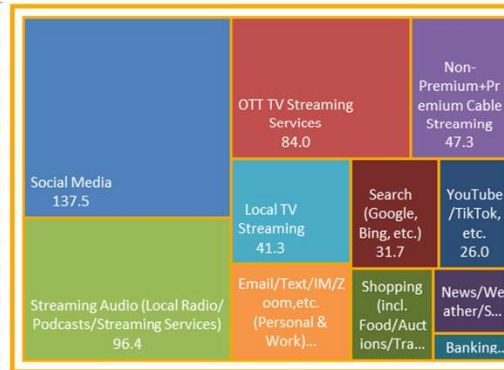
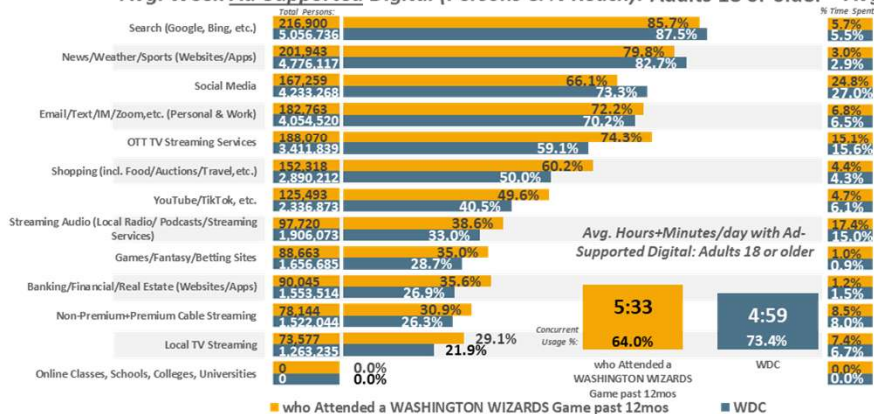
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

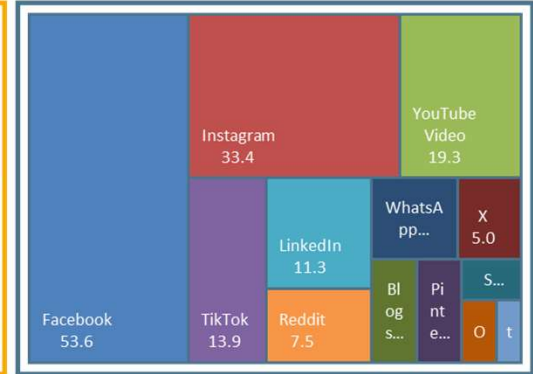
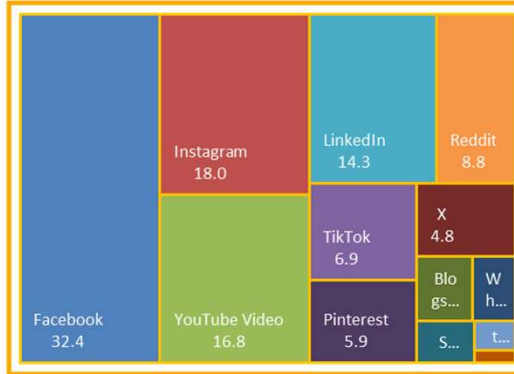
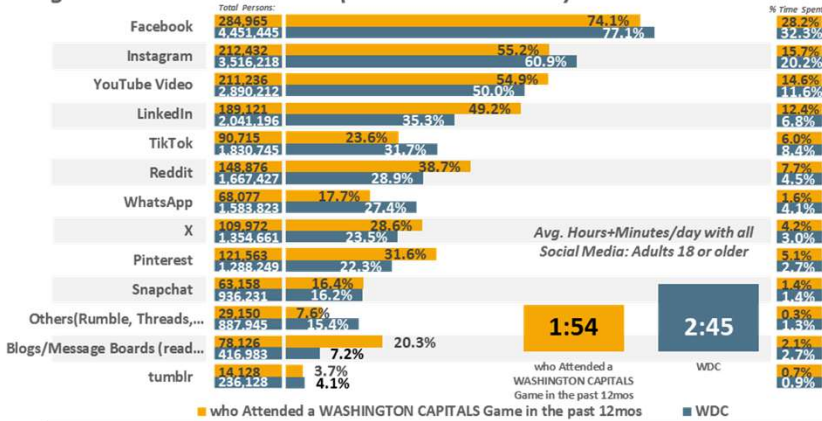
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



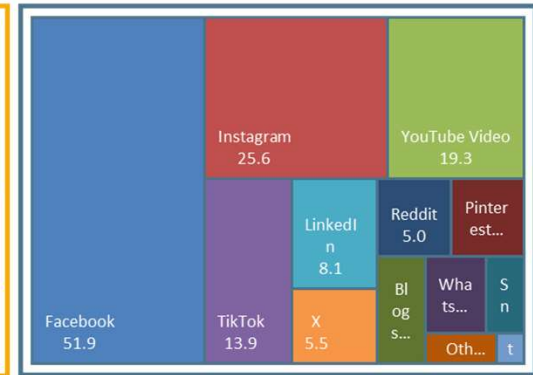
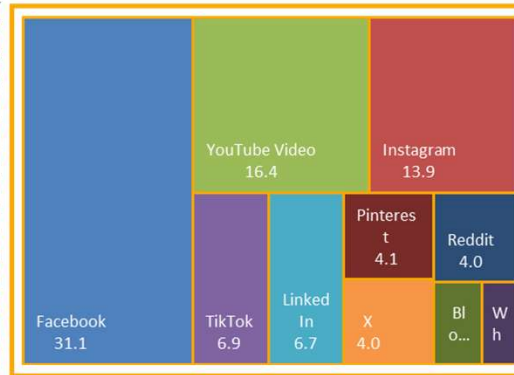
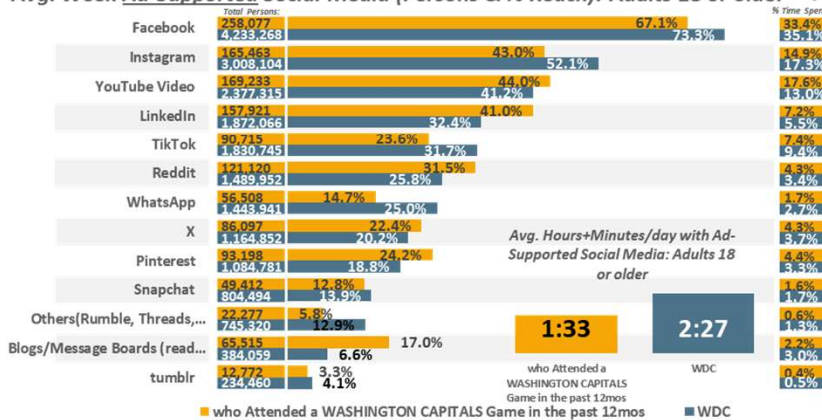


258,077 or 67.1% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos use Ad-Supported Facebook for an average of 31.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

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



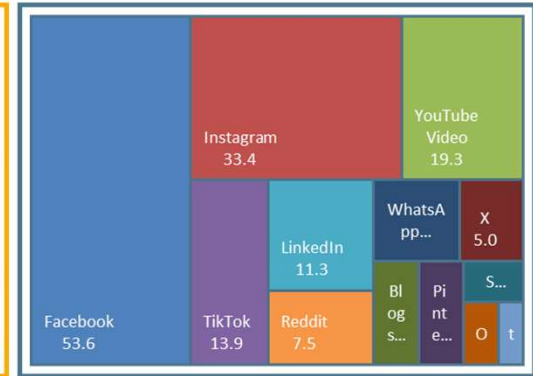
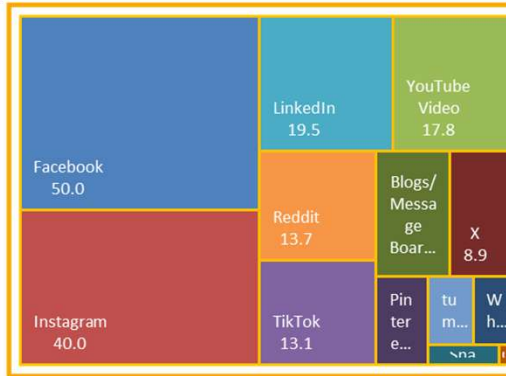
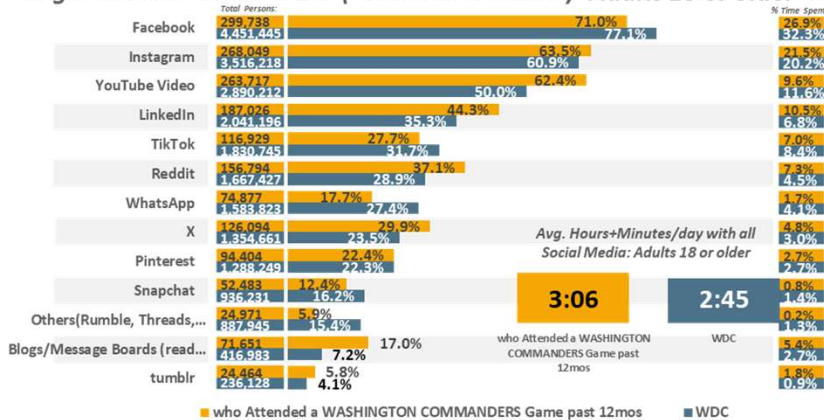
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



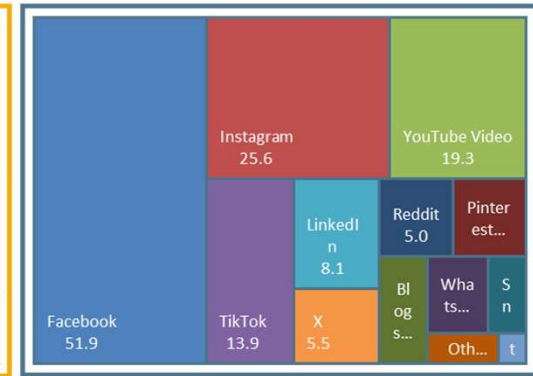
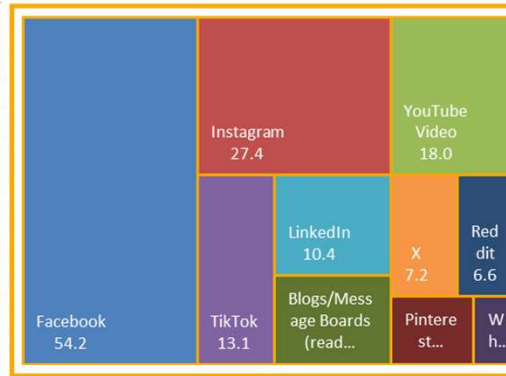
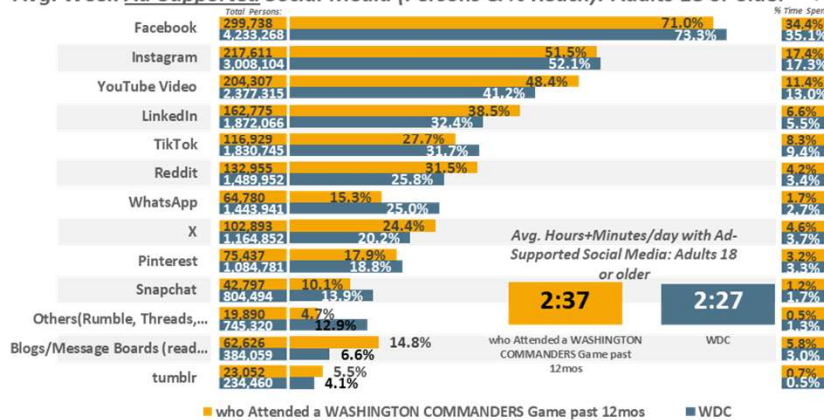


299,738 or 71.% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos use Ad-Supported Facebook for an average of 54.2 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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



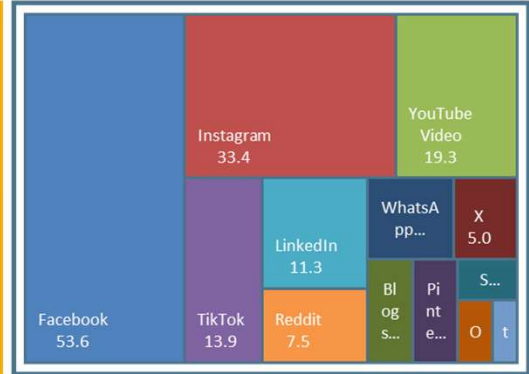
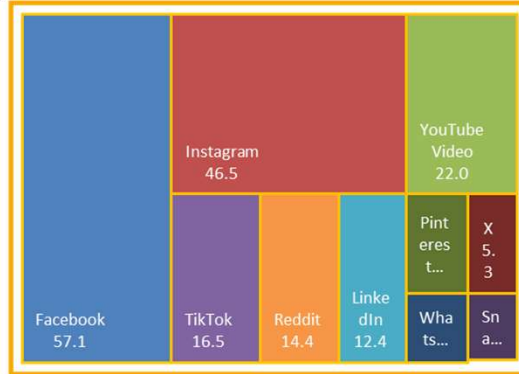
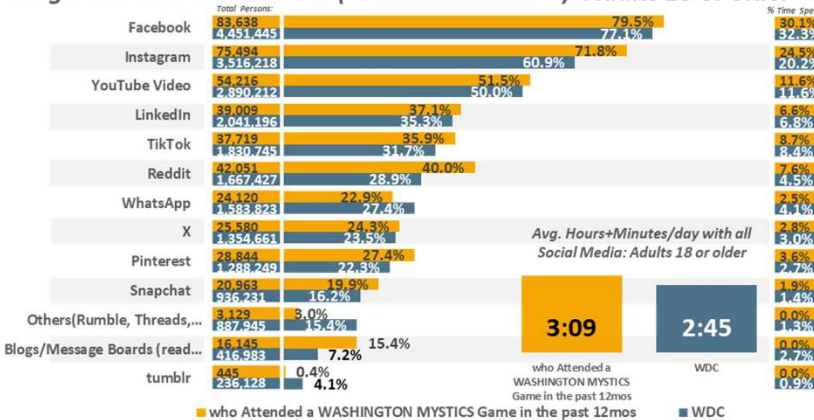
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



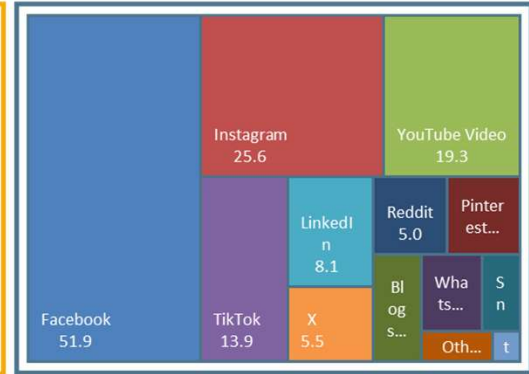
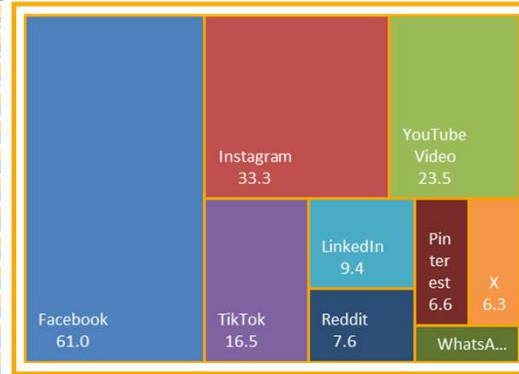
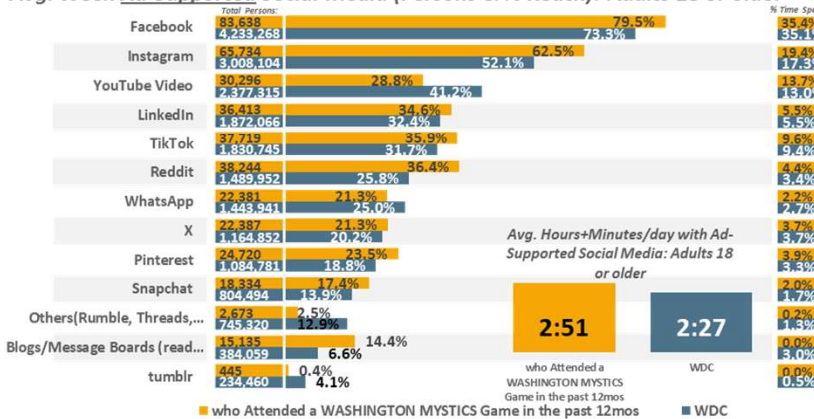


83,638 or 79.5% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos use Ad-Supported Facebook for an average of 61. minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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



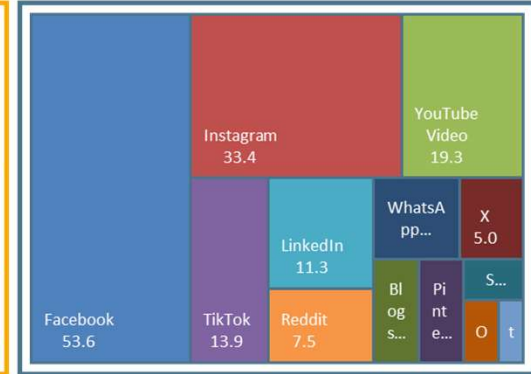
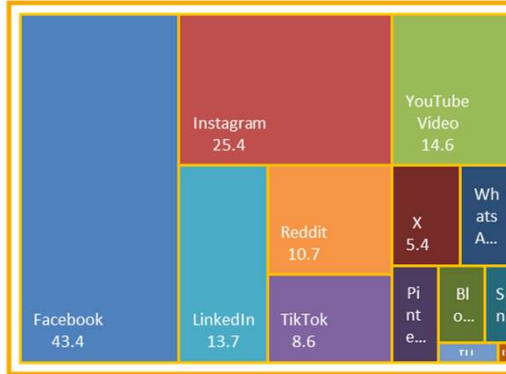
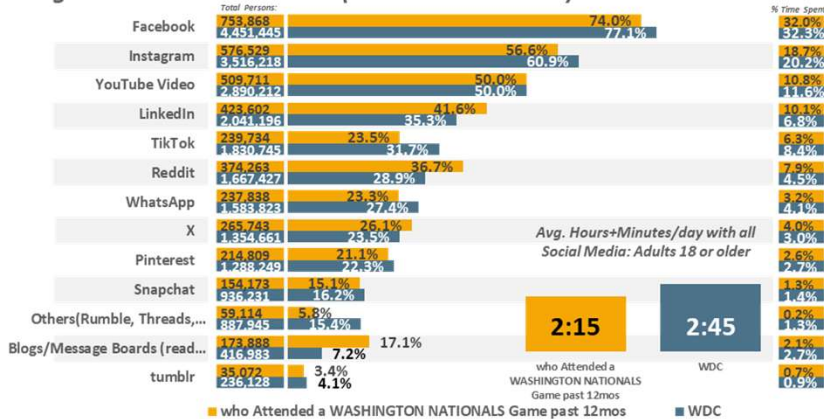
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



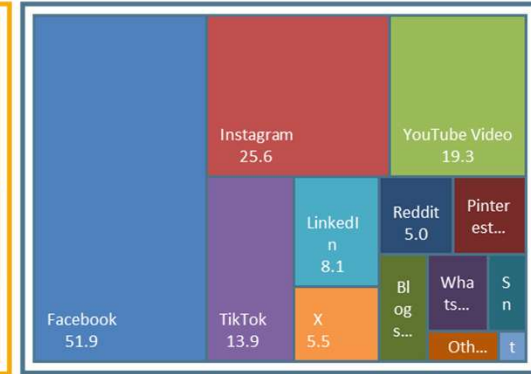
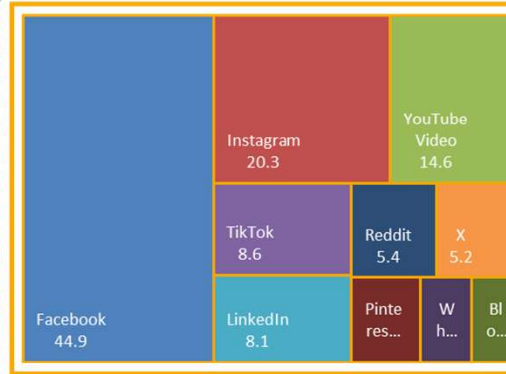
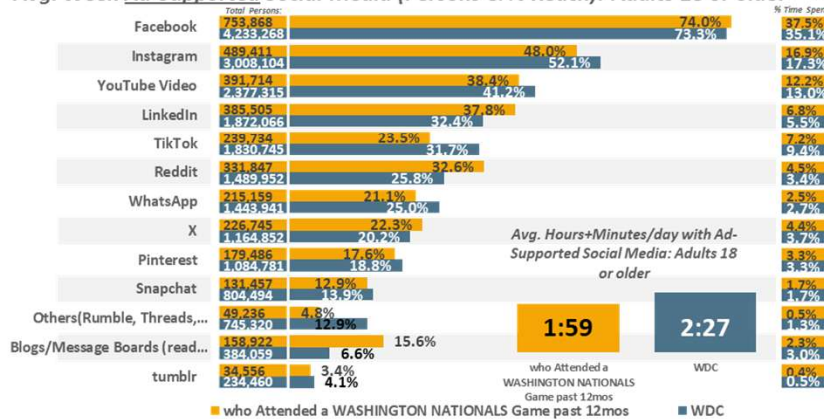


753,868 or 74.% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos use Ad-Supported Facebook for an average of 44.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

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 R1 2026: Mar25-Mar26 Qual Intab 980
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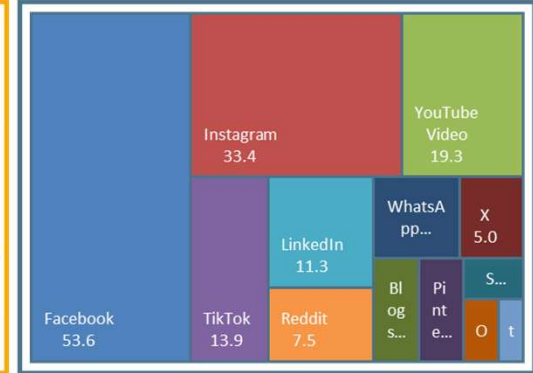
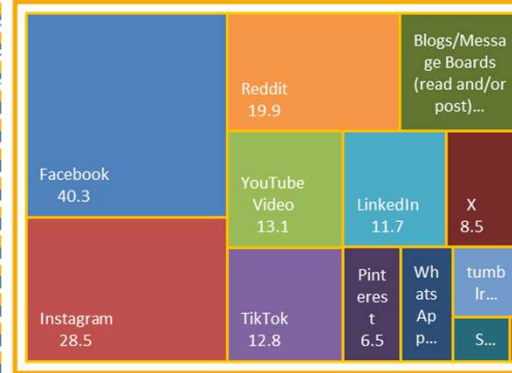
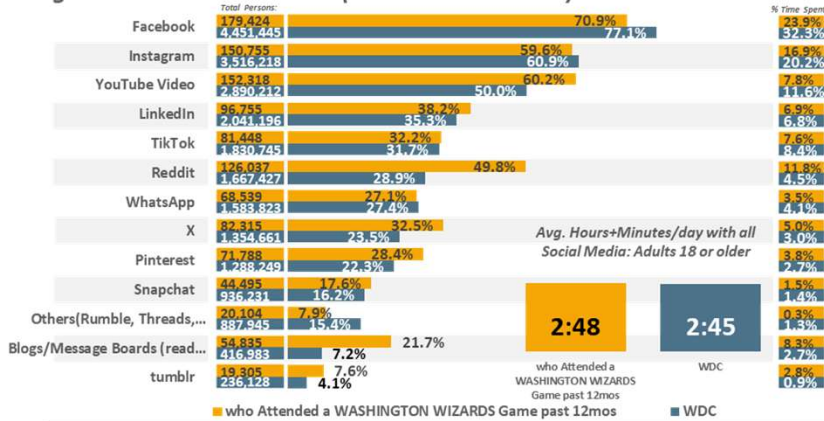
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Events attended/places visited past 12 months: Washington Nationals baseball game

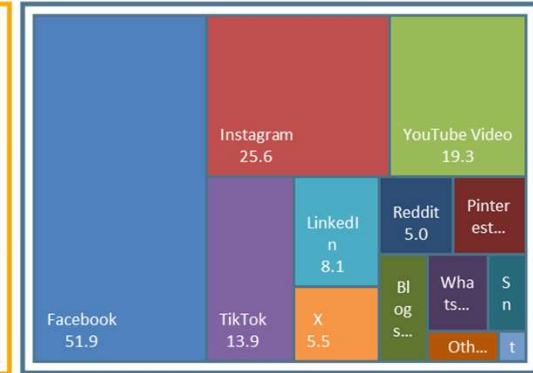
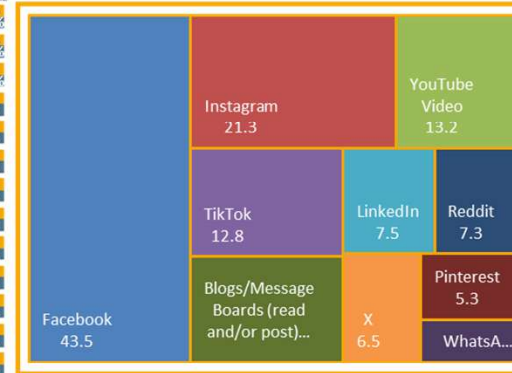


167,259 or 66.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos use Ad-Supported Facebook for an average of 43.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

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

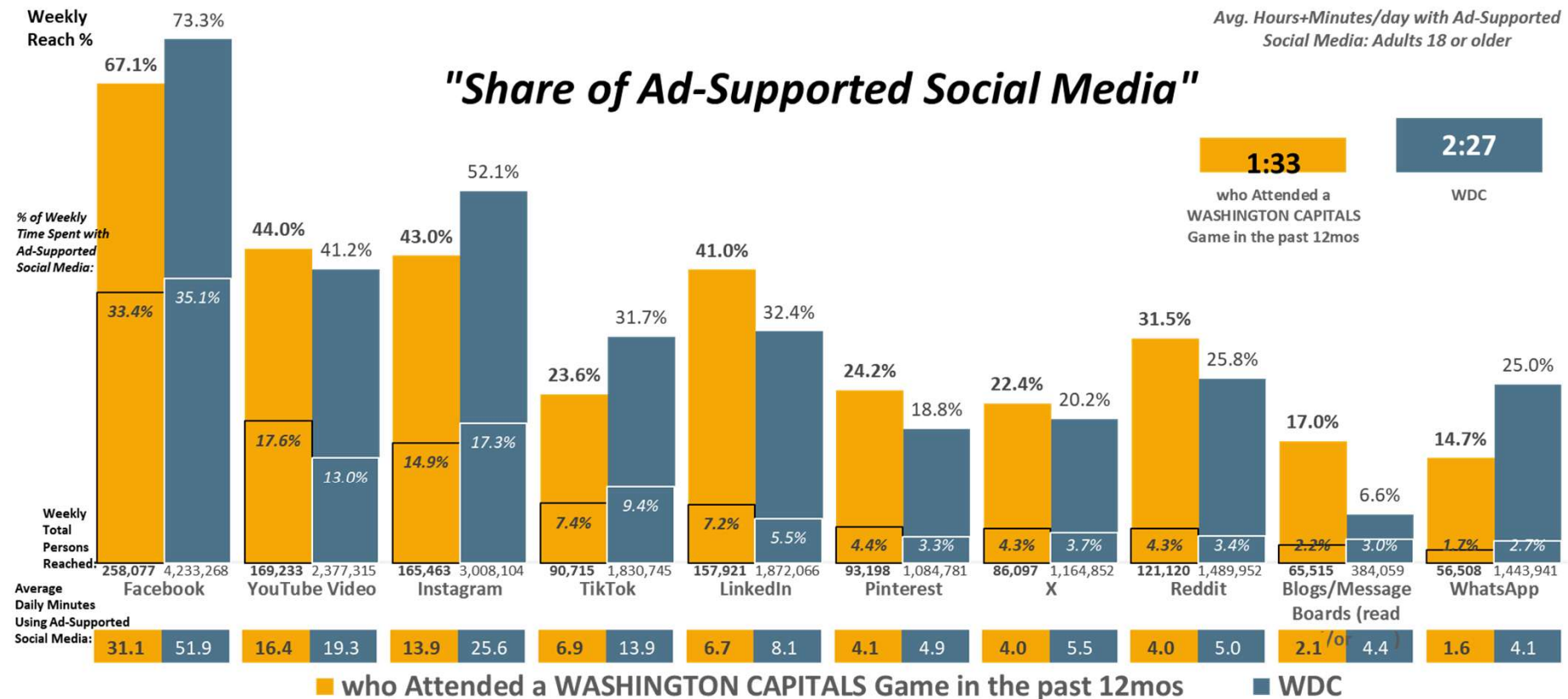


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



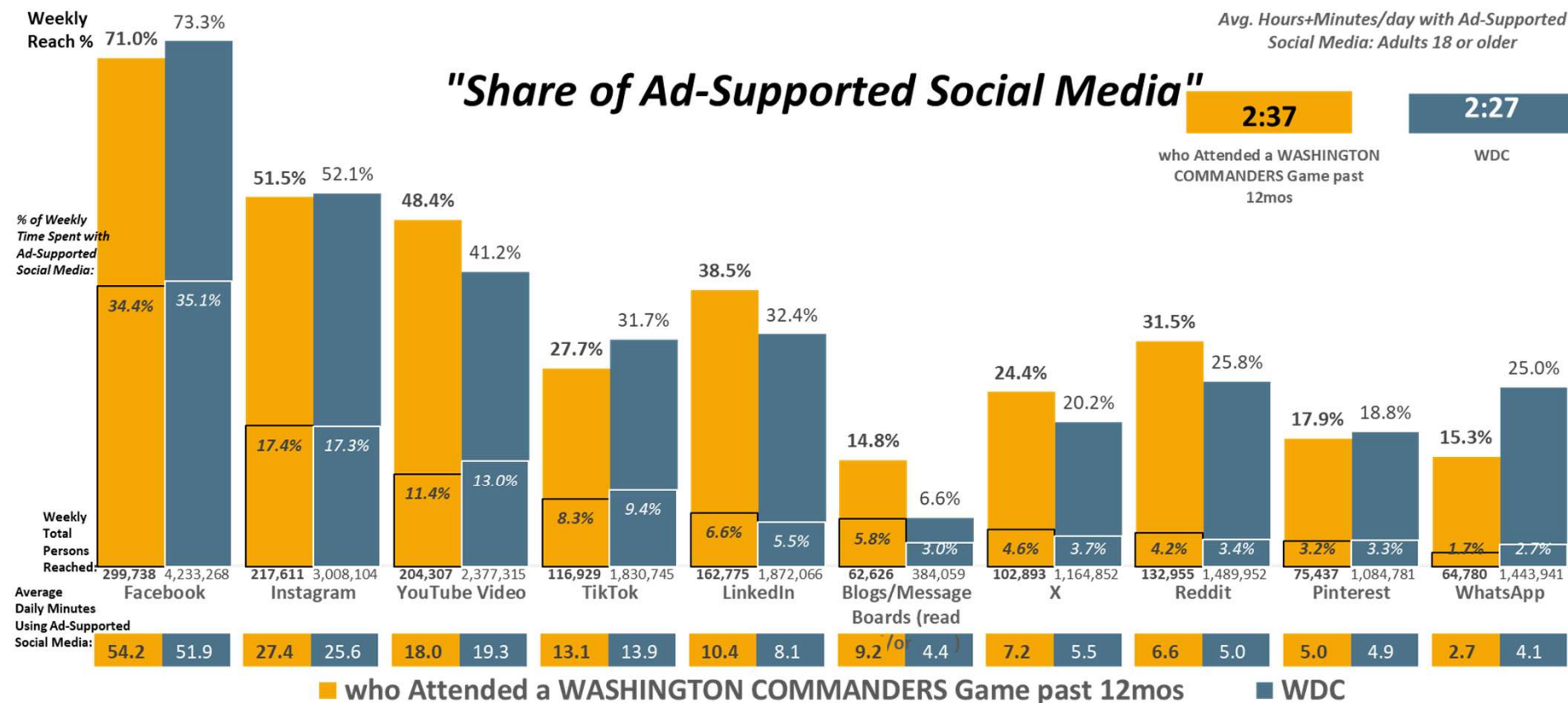


258,077 or 67.1% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos use Ad-Supported Facebook for an average of 31.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.





299,738 or 71.0% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos use Ad-Supported Facebook for an average of 54.2 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



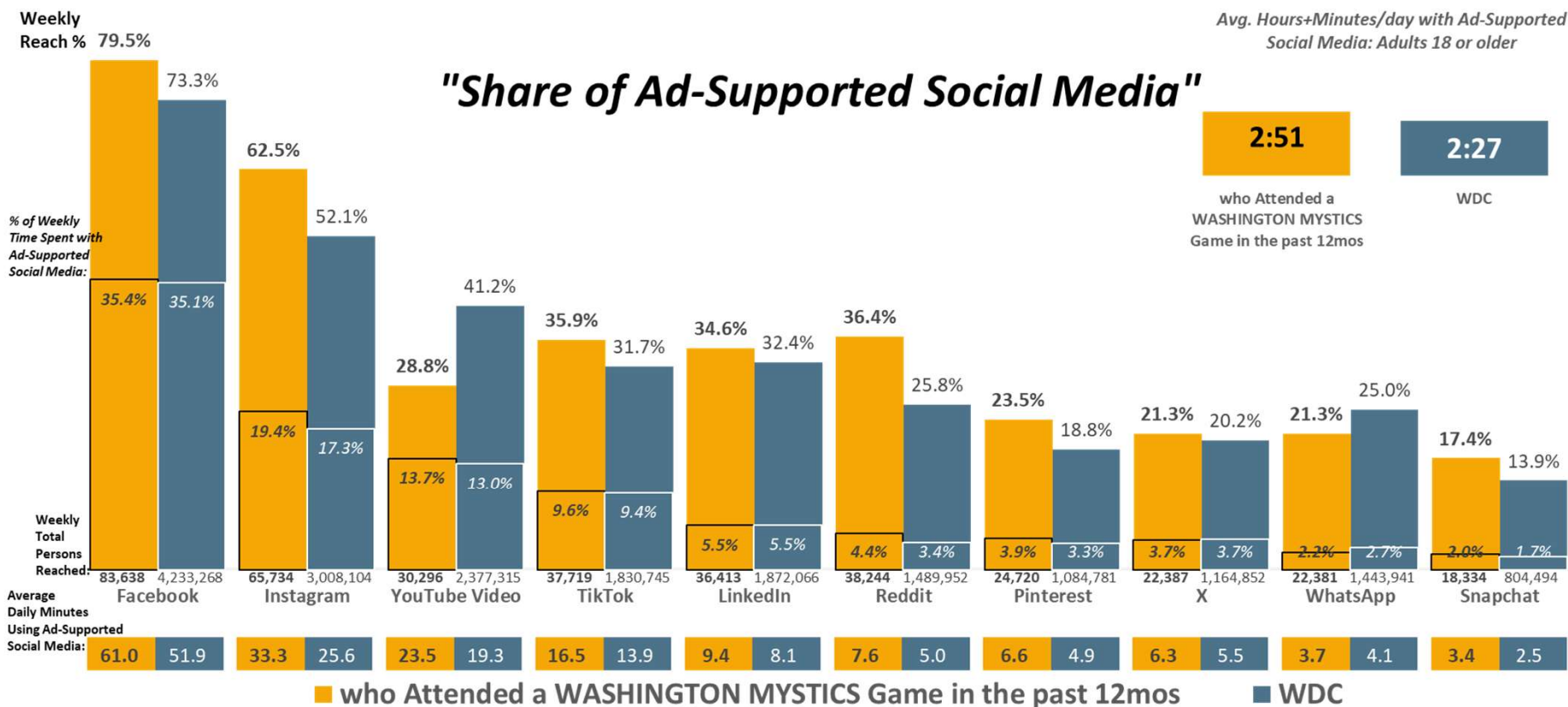
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 392 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Events attended/places visited past 12 months: Washington Commanders football game



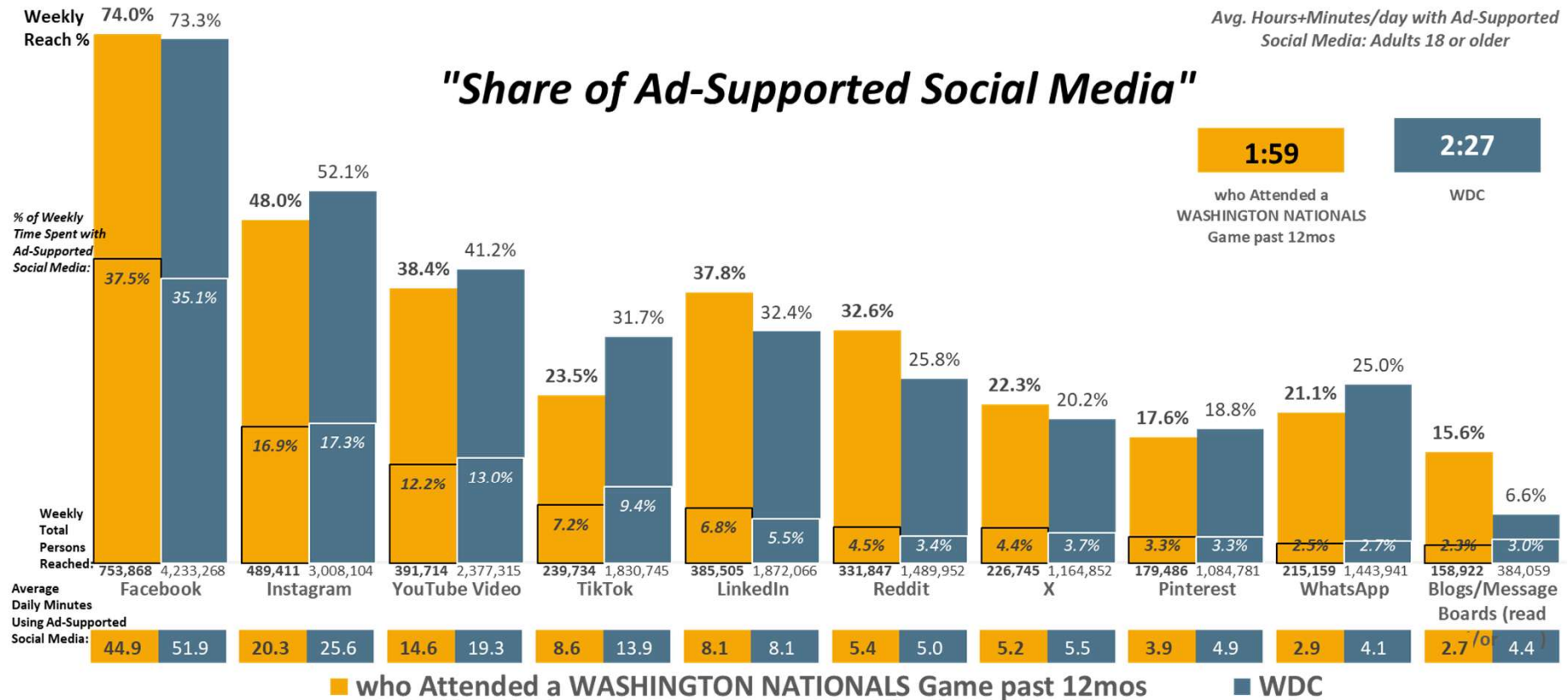
83,638 or 79.5% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos use Ad-Supported Facebook for an average of 61. minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.





753,868 or 74.% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos use Ad-Supported Facebook for an average of 44.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



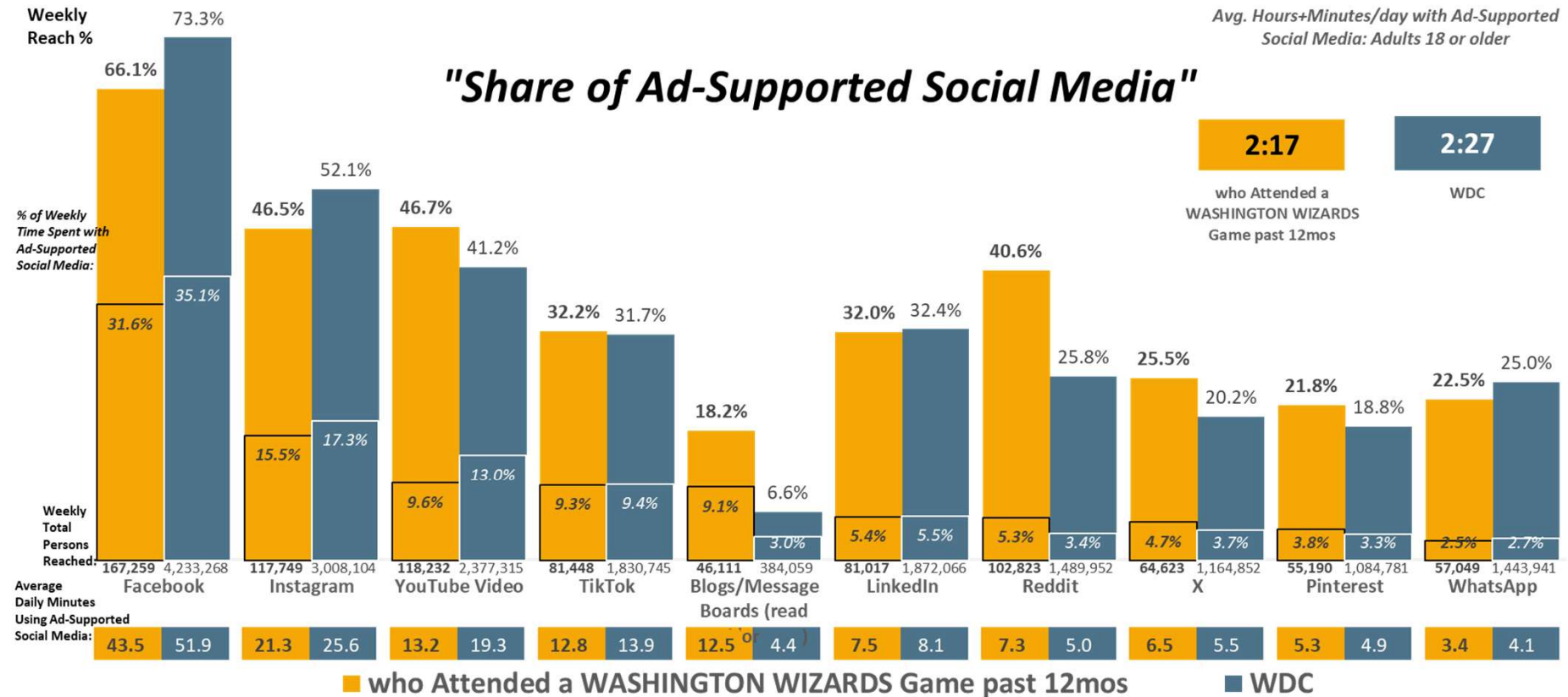
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 980 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Events attended/places visited past 12 months: Washington Nationals baseball game



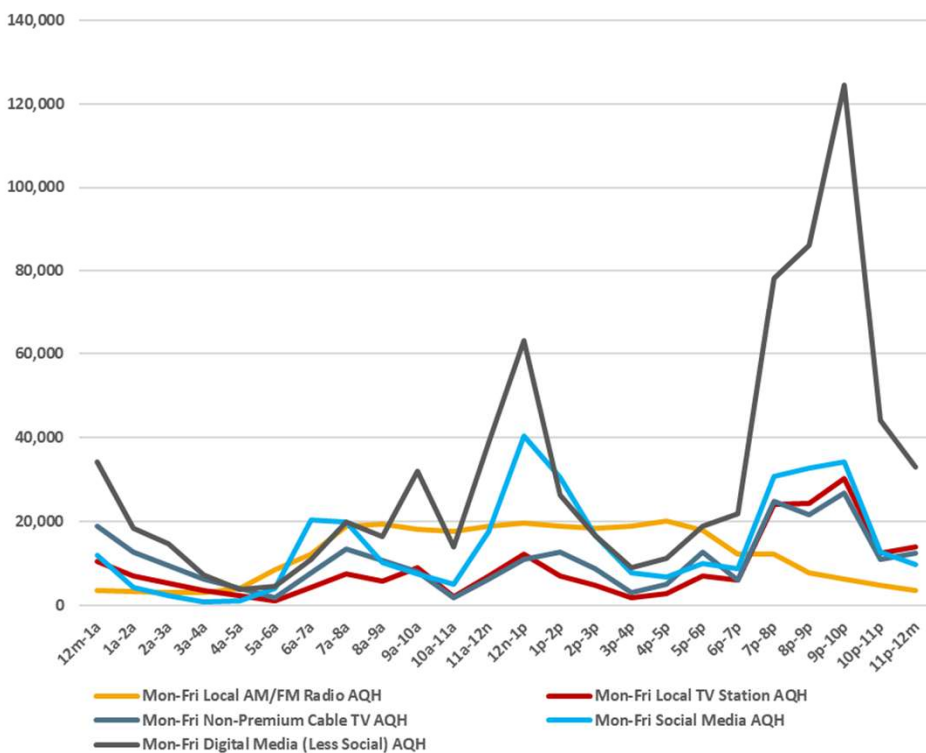
167,259 or 66.1% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos use Ad-Supported Facebook for an average of 43.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



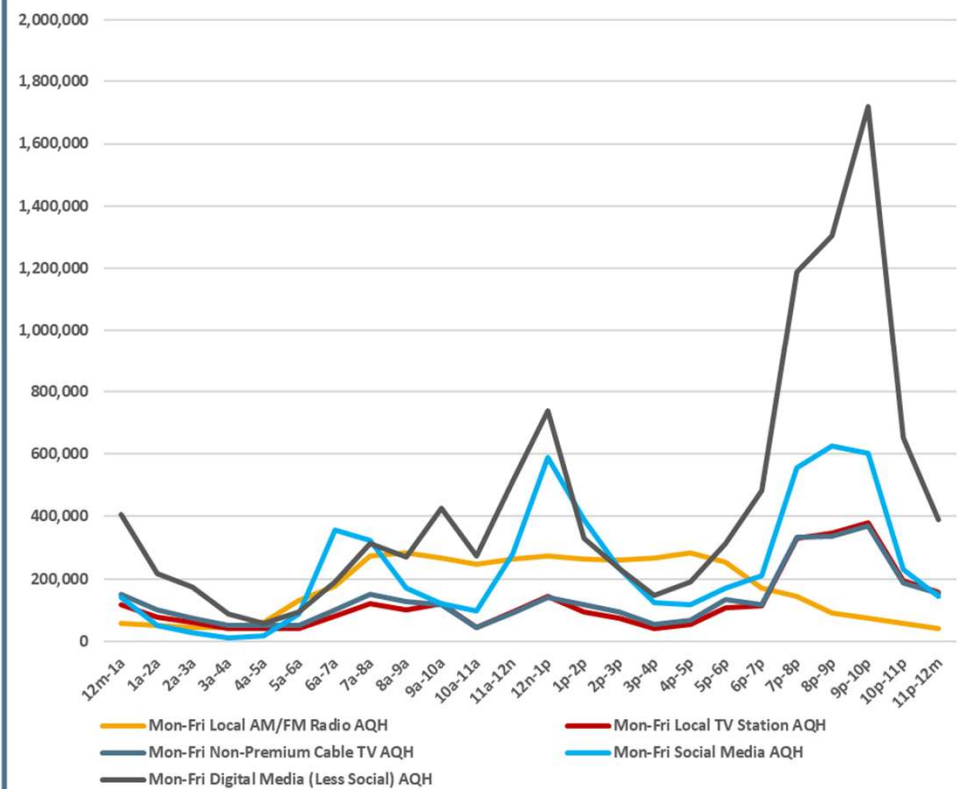


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,996;
Local Radio: 17,765; Social Media: 15,502; Non-Prem. Cable: 8,255; Local TV: 5,941
reaching Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Attended a WASHINGTON CAPITALS
Game in the past 12mos



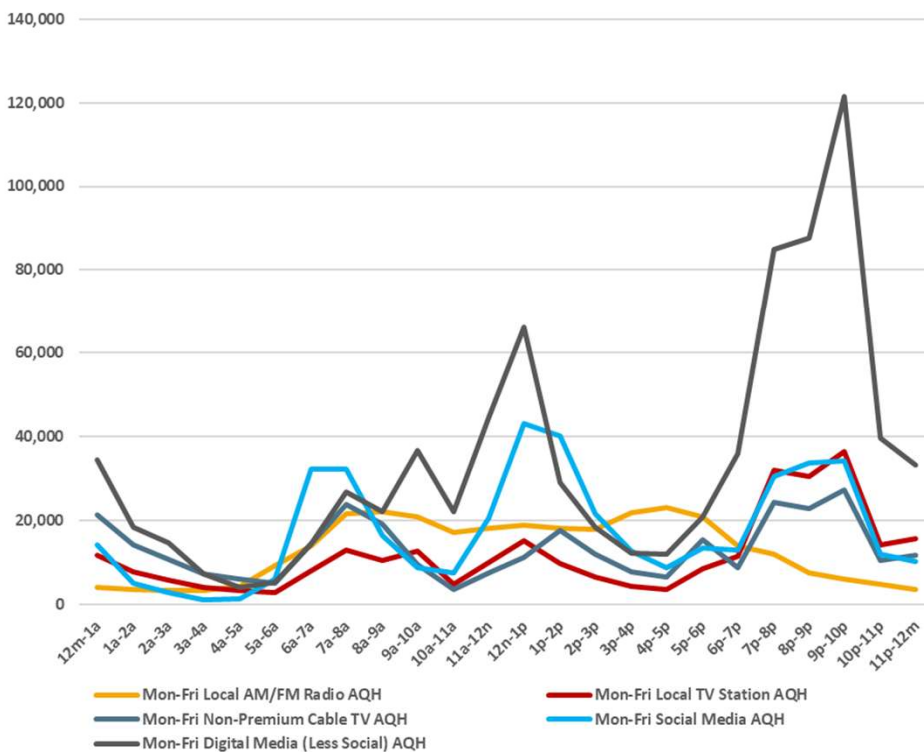
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



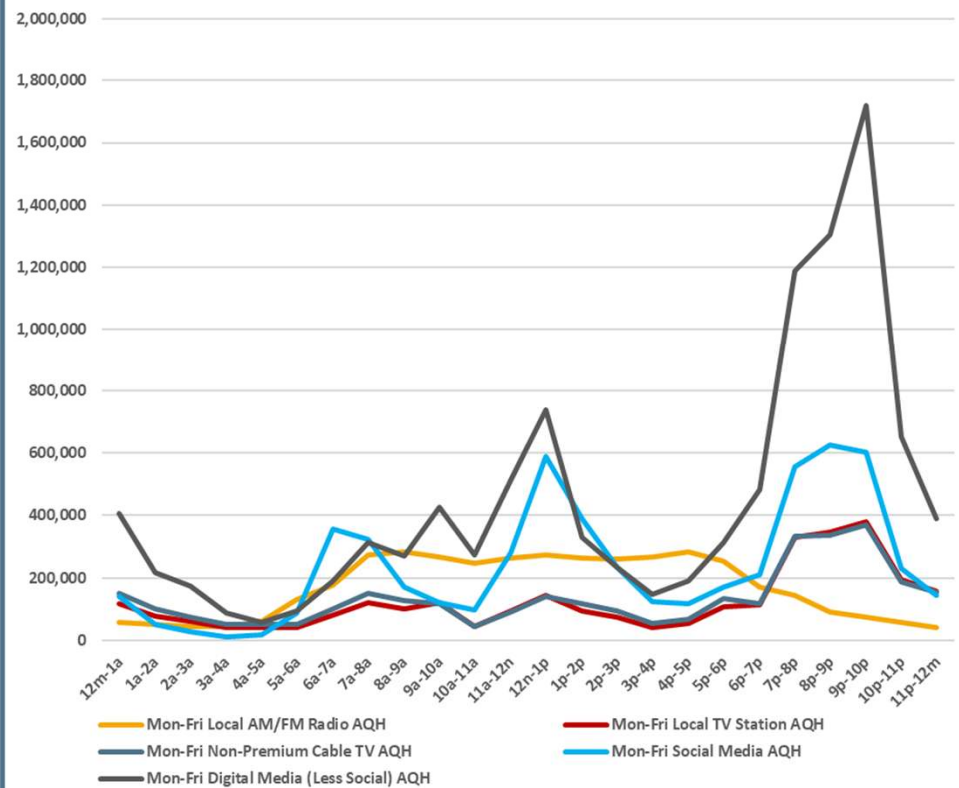


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,781;
Social Media: 20,791; Local Radio: 19,099; Non-Prem. Cable: 12,049; Local TV: 9,065
reaching Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Attended a WASHINGTON
COMMANDERS Game past 12mos



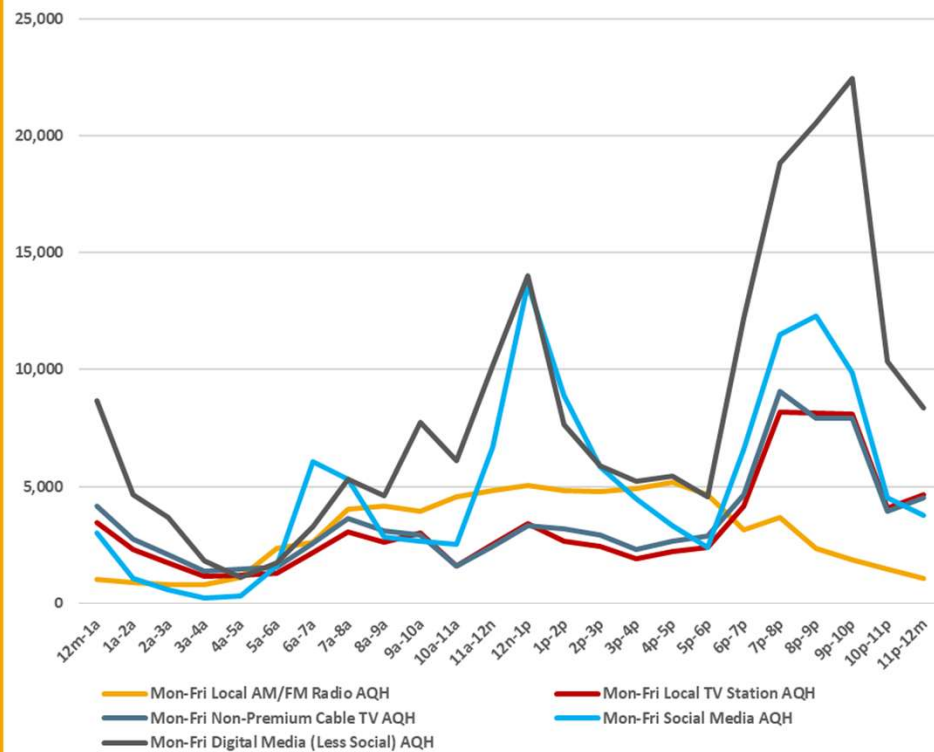
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



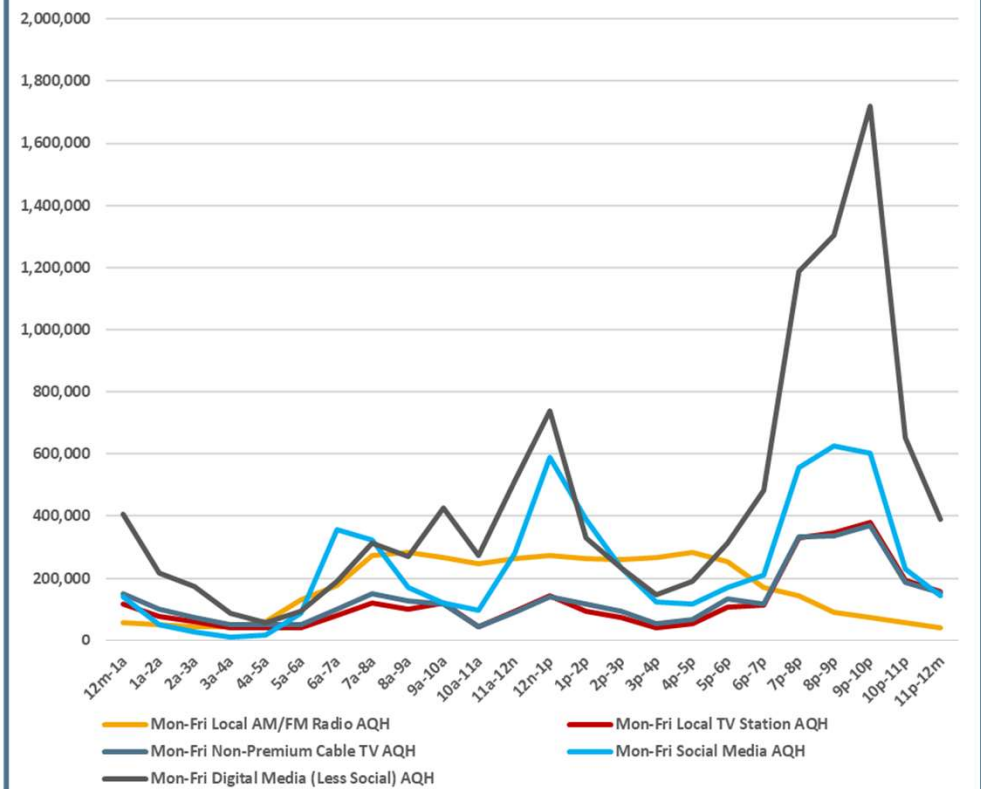


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,096;
Social Media: 5,483; Local Radio: 4,368; Non-Prem. Cable: 2,943; Local TV: 2,632 reaching
Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12m

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Attended a WASHINGTON MYSTICS
Game in the past 12mos*



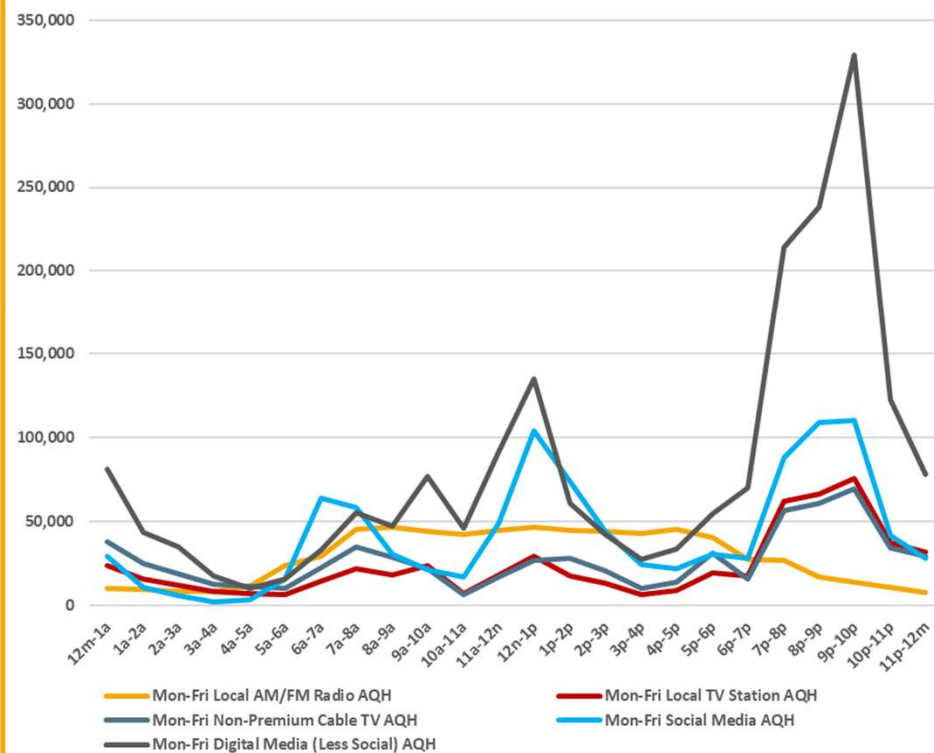
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older*



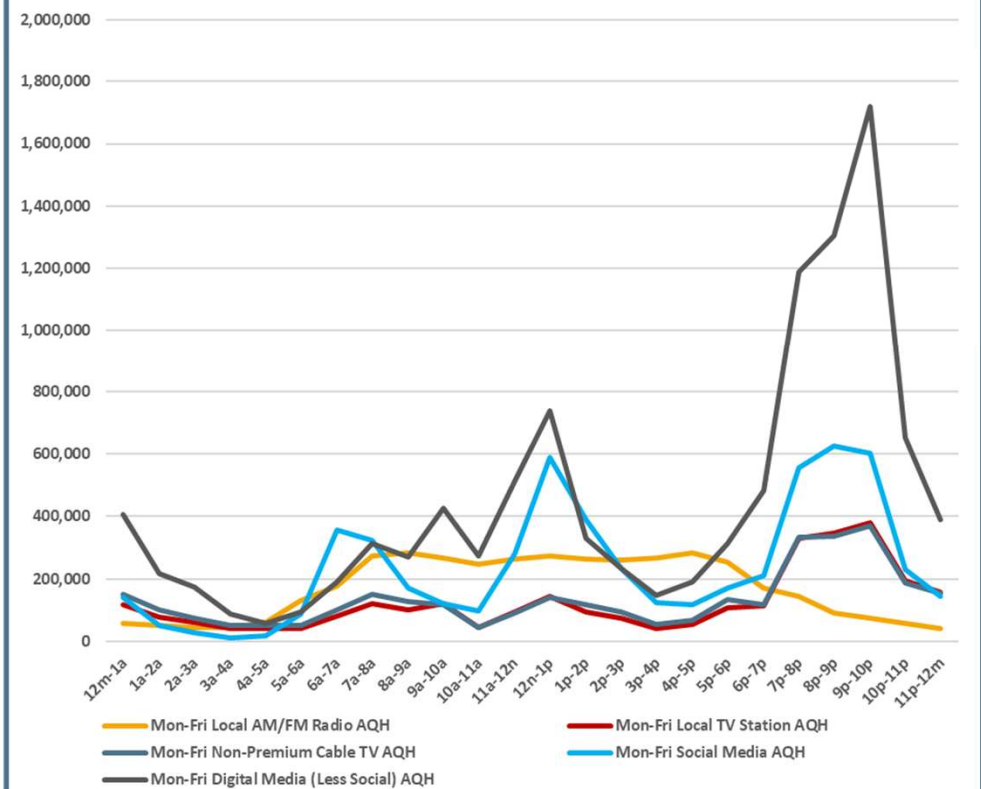


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 59,479; Social Media: 43,658; Local Radio: 41,855; Non-Prem. Cable: 21,286; Local TV: 16,541 reaching Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos



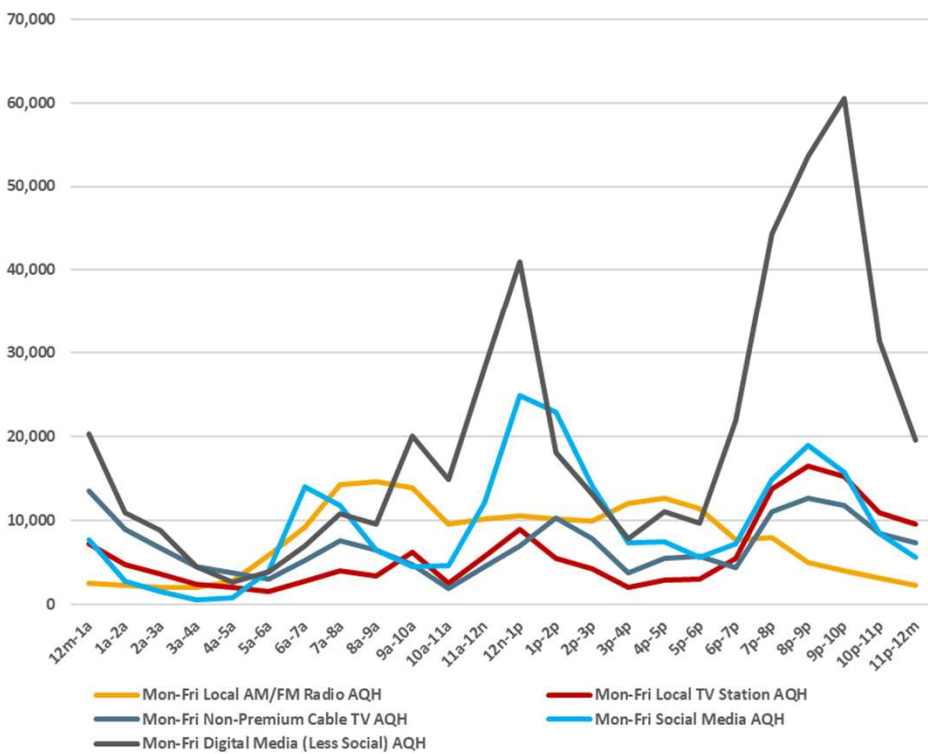
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



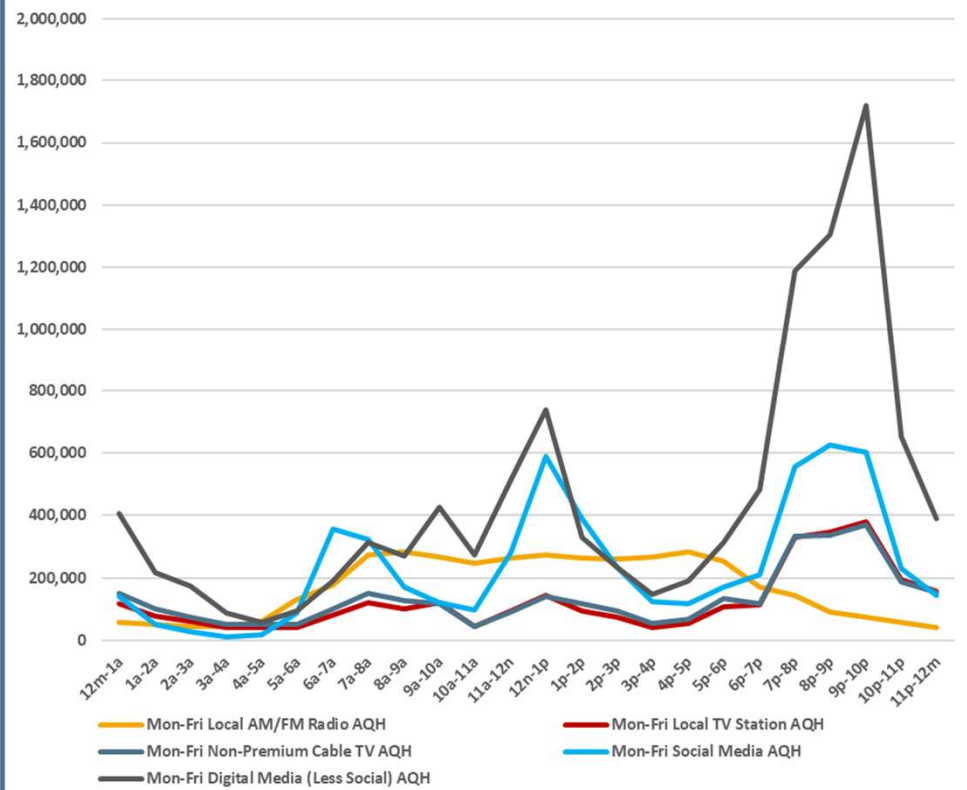


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,395;
Local Radio: 11,246; Social Media: 11,013; Non-Prem. Cable: 5,757; Local TV: 4,373
reaching Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Attended a WASHINGTON WIZARDS
Game past 12mos



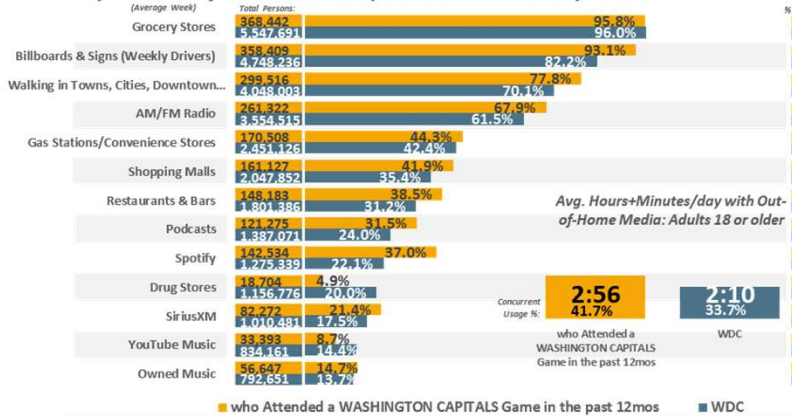
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



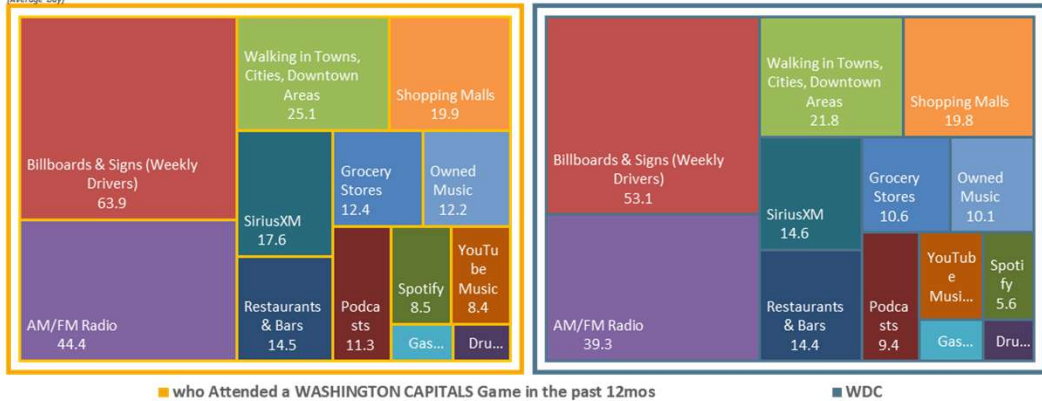


358,409 or 93.1% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos spend an average of 63.9 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes

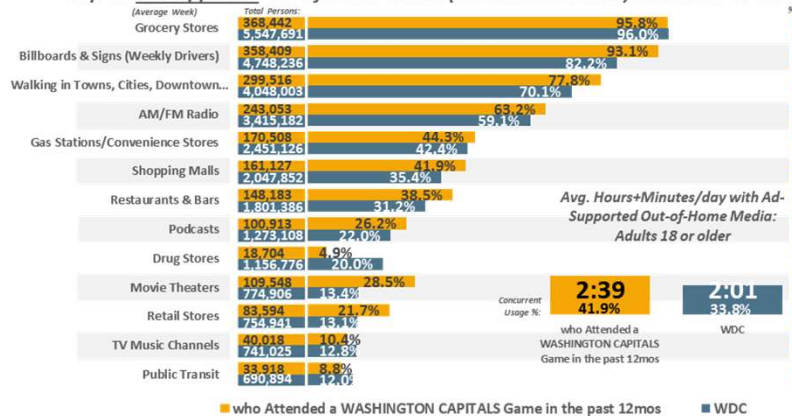
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



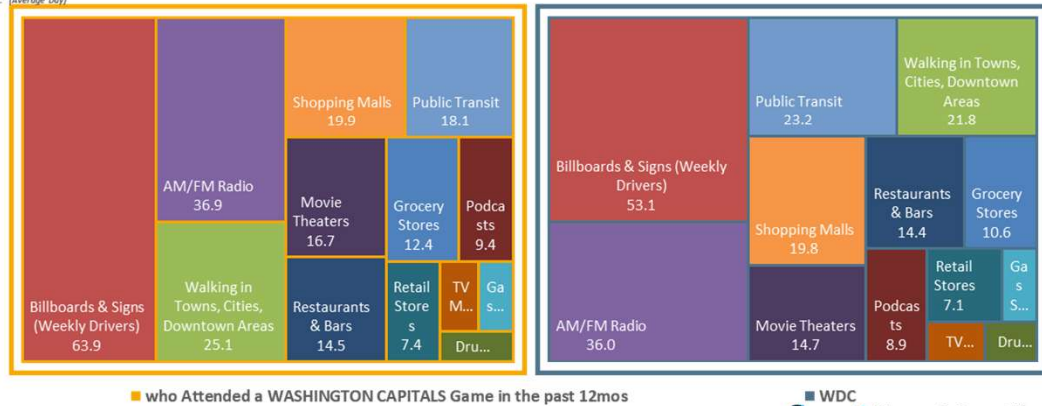
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Mar25-Mar26 Qual Intab 444
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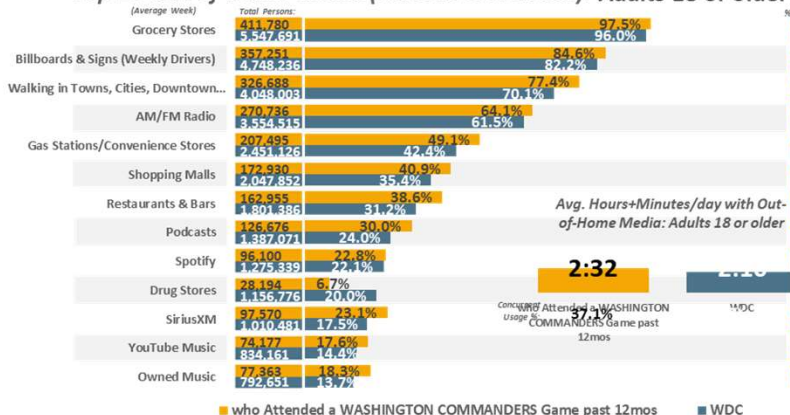
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Events attended/places visited past 12 months: Washington Capitals hockey game

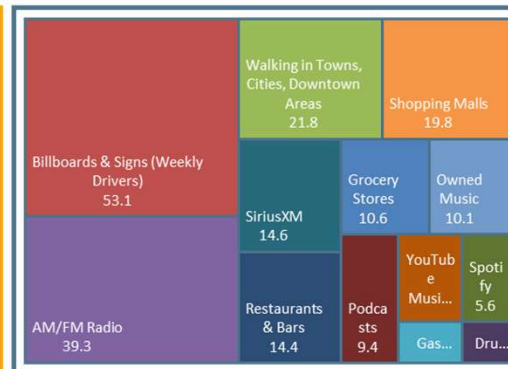
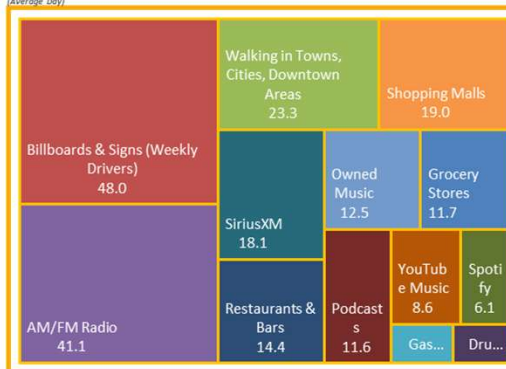


357,251 or 84.6% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 48. minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

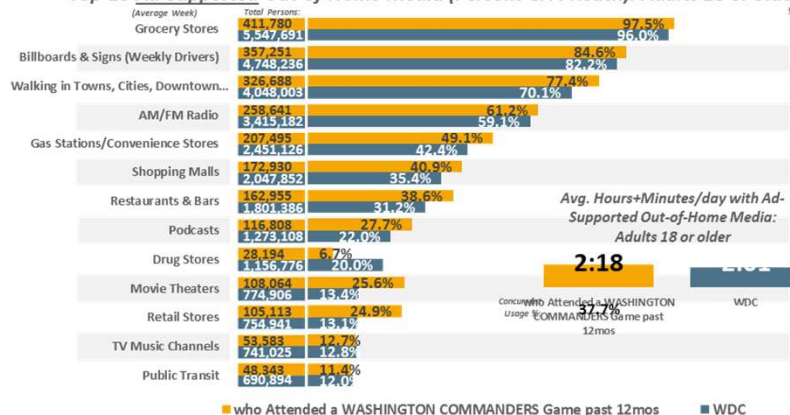
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



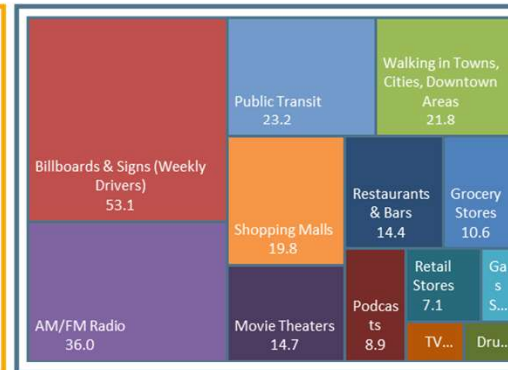
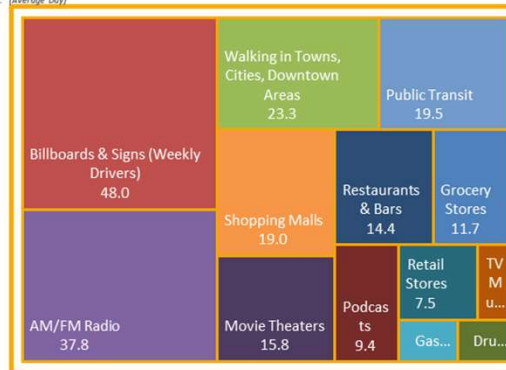
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 392
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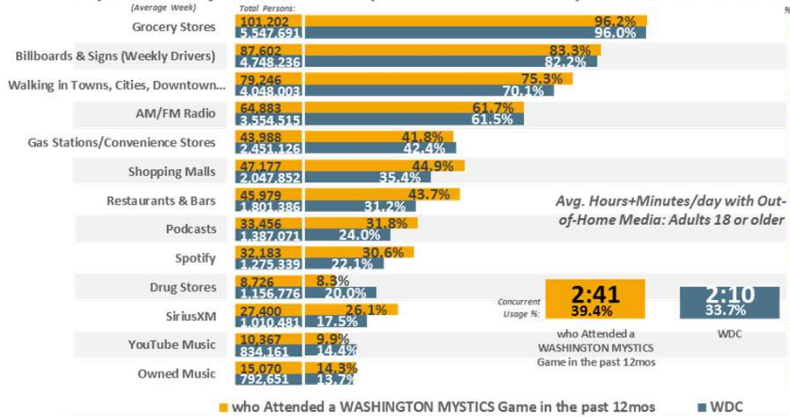
soefa.ai Share of Everything for Anything

Events attended/places visited past 12 months: Washington Commanders football game

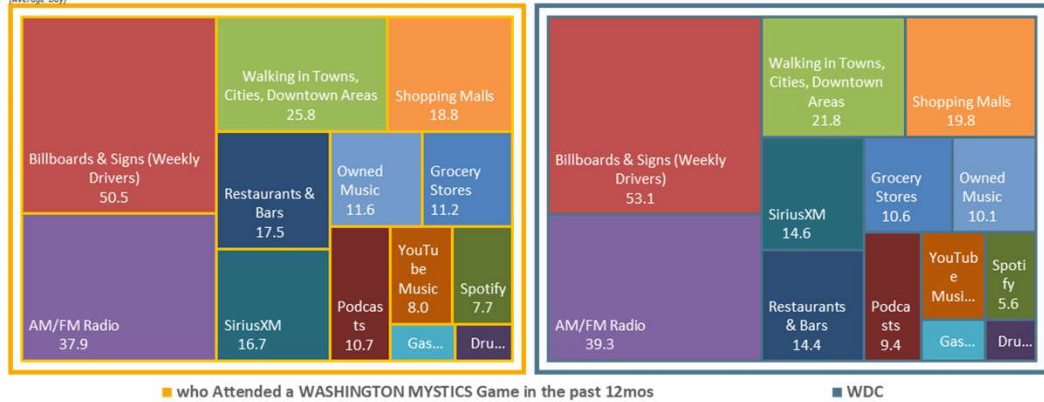


87,602 or 83.3% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos spend an average of 50.5 minutes per day driving, seeing Billboards and Signs. 59.% Listen to Local Radio Stations Out-of-Home for an average of 33.7 minutes/day

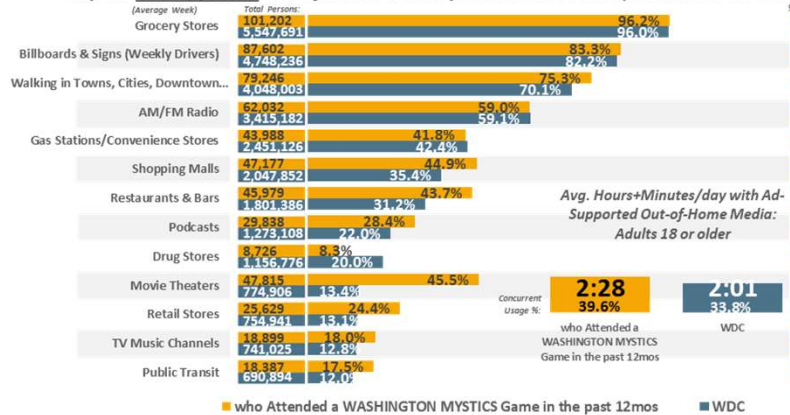
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



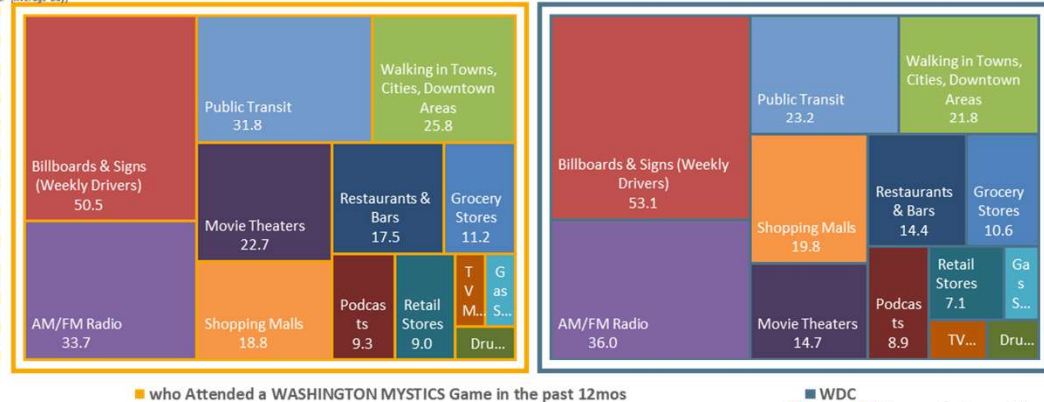
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 110
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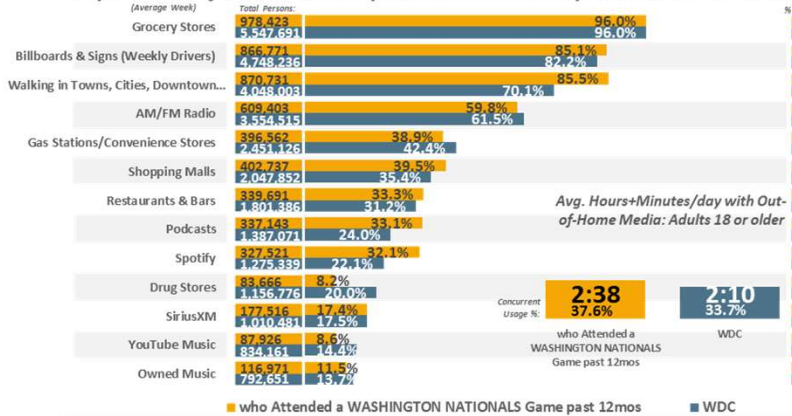
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

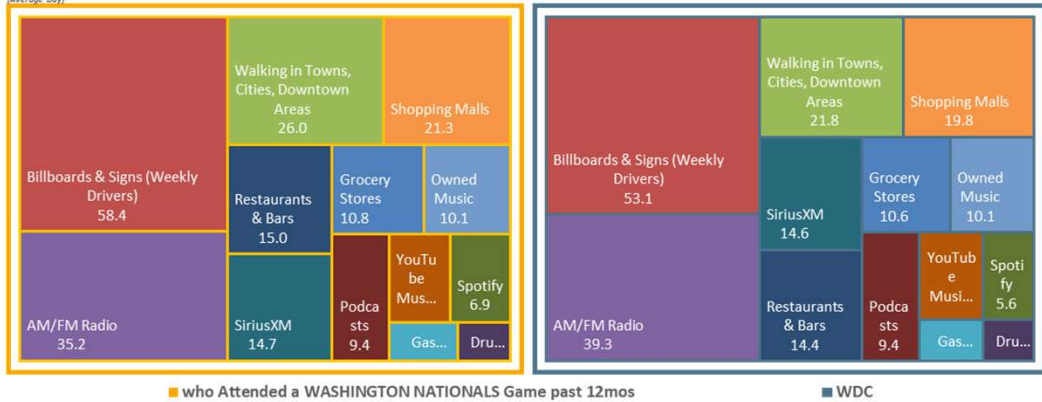


866,771 or 85.1% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 58.4 minutes per day driving, seeing Billboards and Signs. 56.7% Listen to Local Radio Stations Out-of-Home for an average of 30.8 minutes/day.

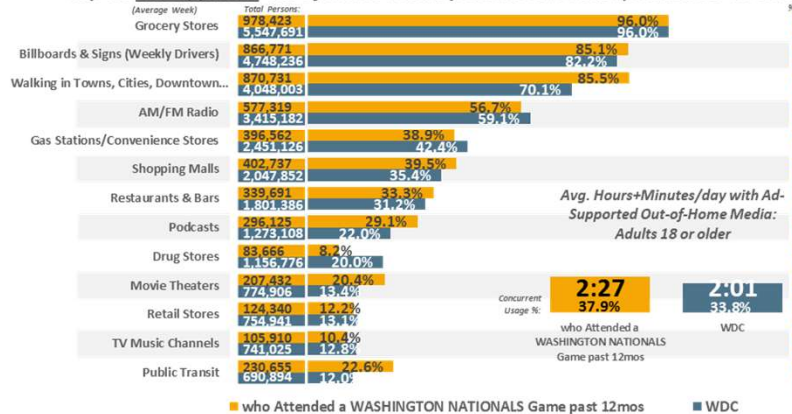
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



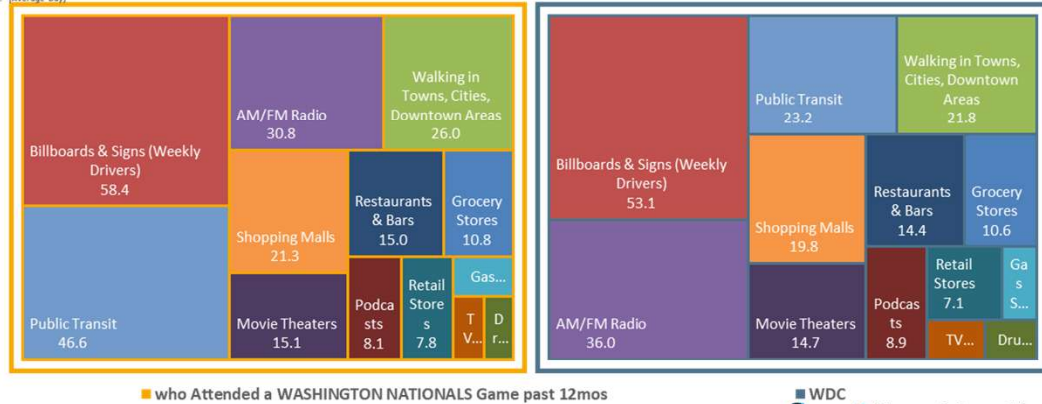
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 980
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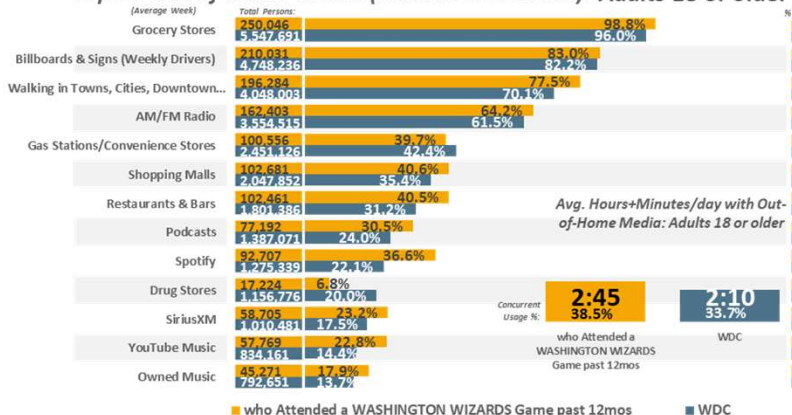
soefa.ai Share of Everything for Anything

Events attended/places visited past 12 months: Washington Nationals baseball game

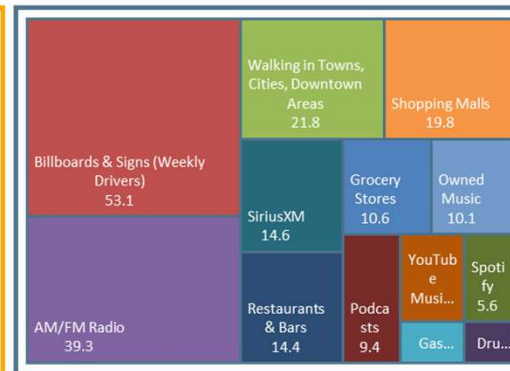
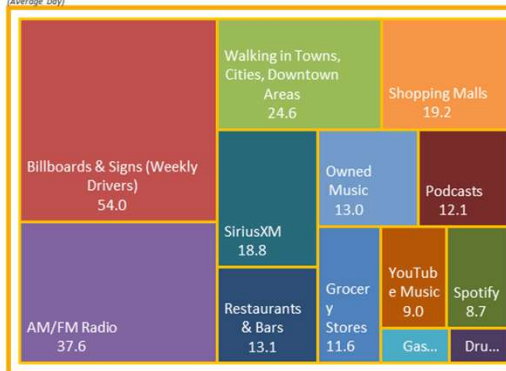


210,031 or 83.% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 54. minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 34.9 minutes/day.

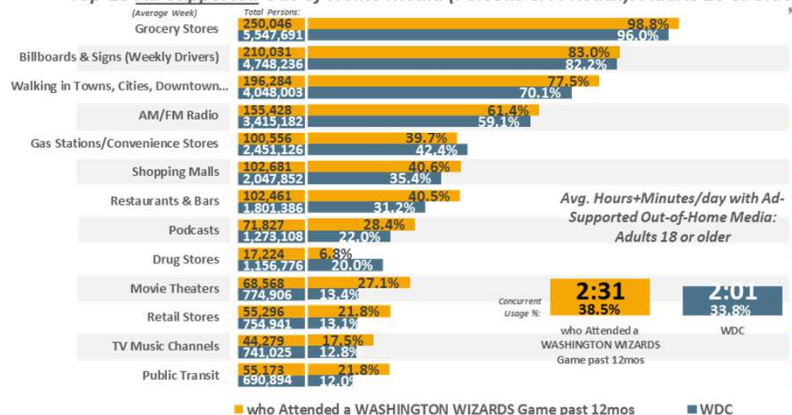
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



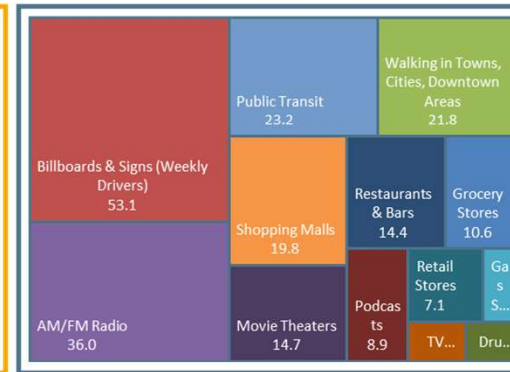
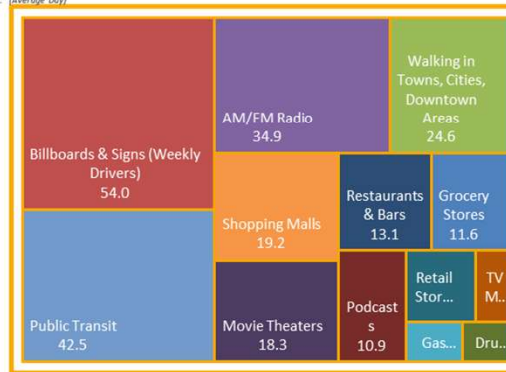
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



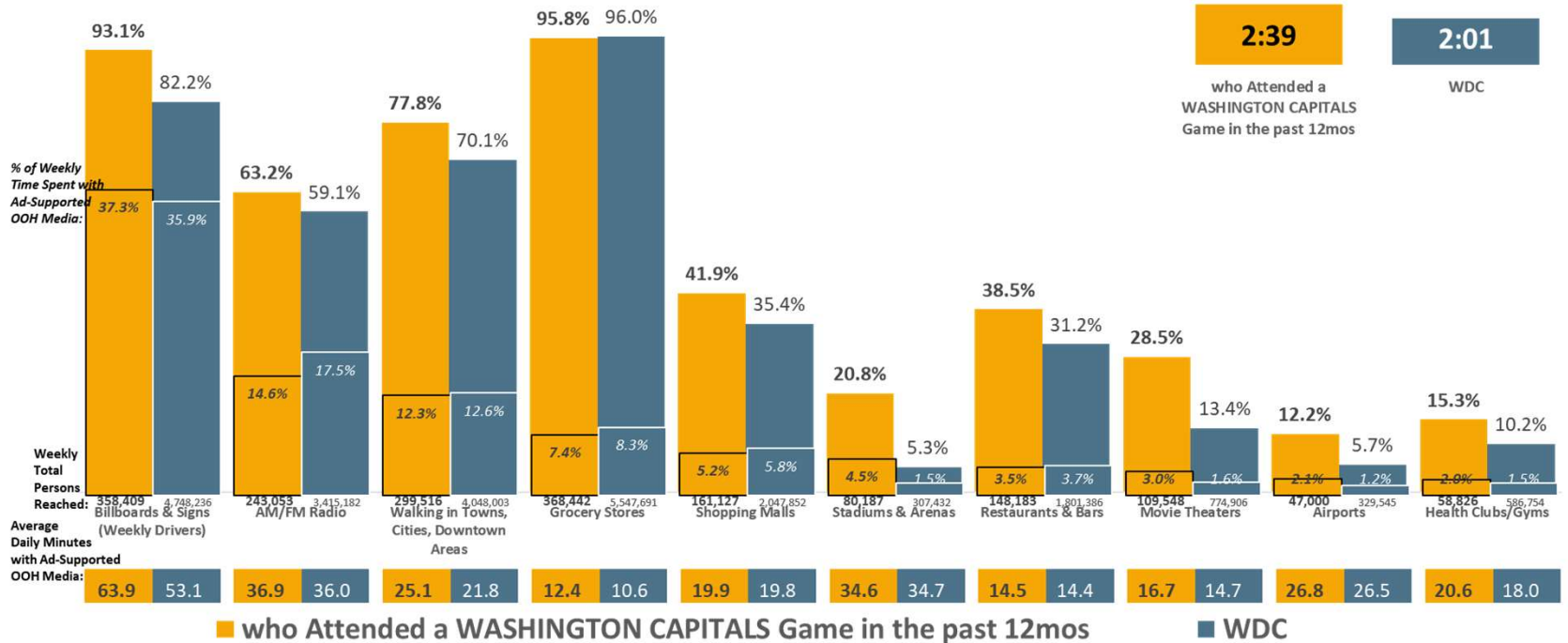


358,409 or 93.1% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos spend an average of 63.9 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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 R1 2026: Mar25-Mar26 Qual Intab 444 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Events attended/places visited past 12 months: Washington Capitals hockey game

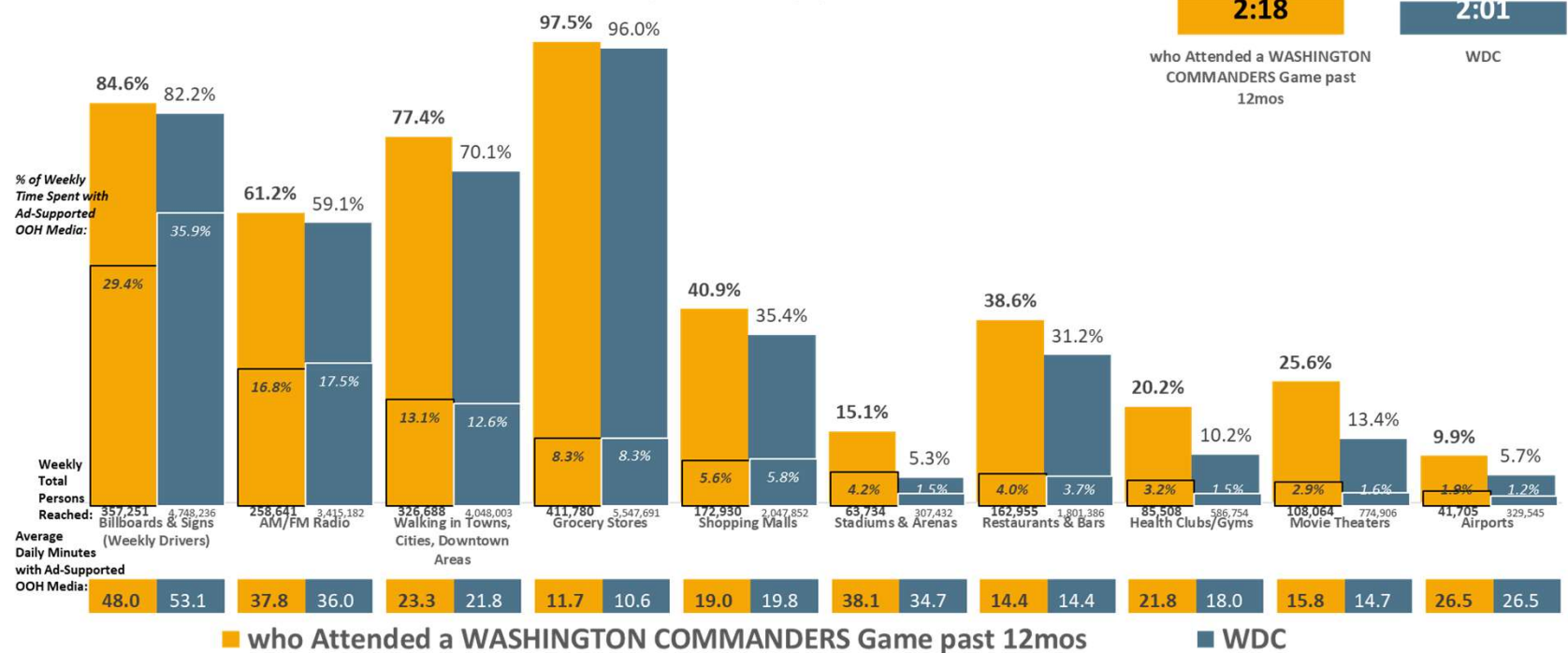


357,251 or 84.6% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 29.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 392 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Events attended/places visited past 12 months: Washington Commanders football game

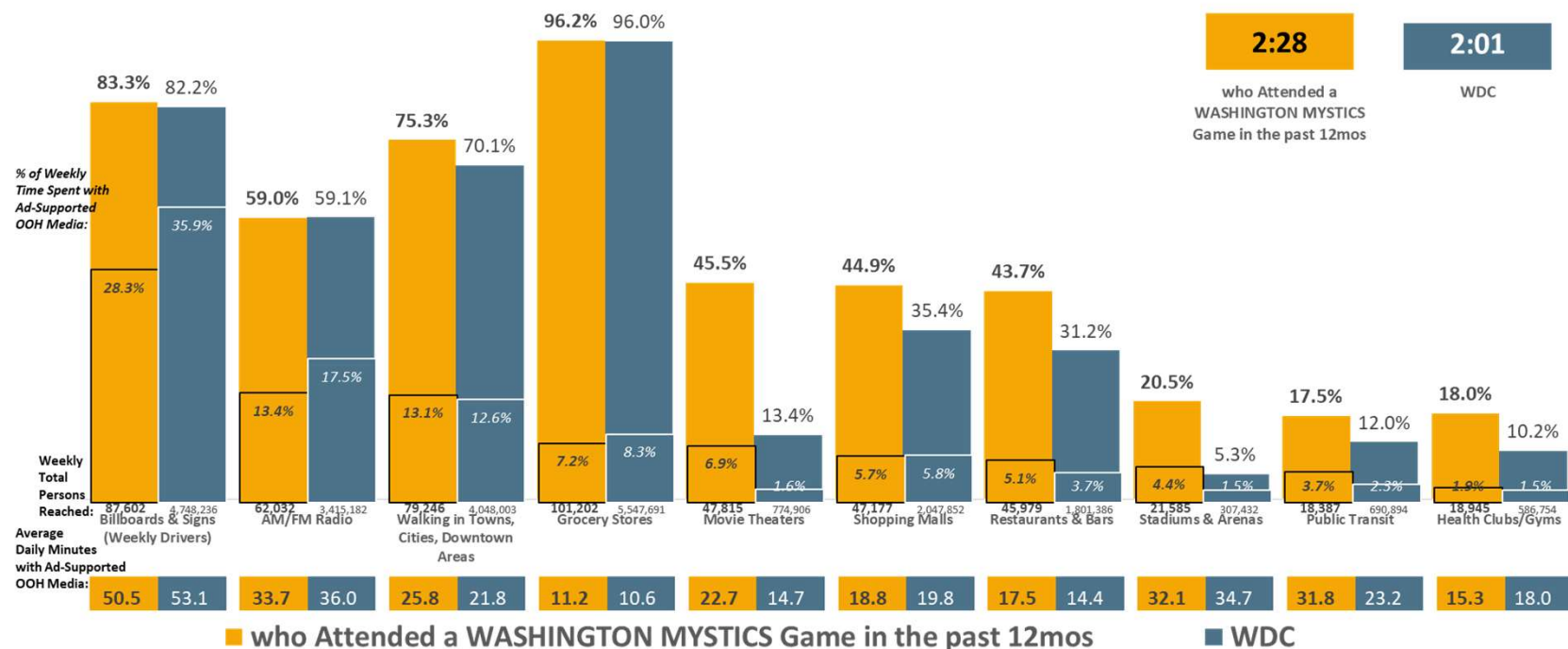


87,602 or 83.3% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos spend an average of 50.5 minutes per day driving, seeing Billboards and Signs representing 28.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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 R1 2026: Mar25-Mar26 Qual Intab 110 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

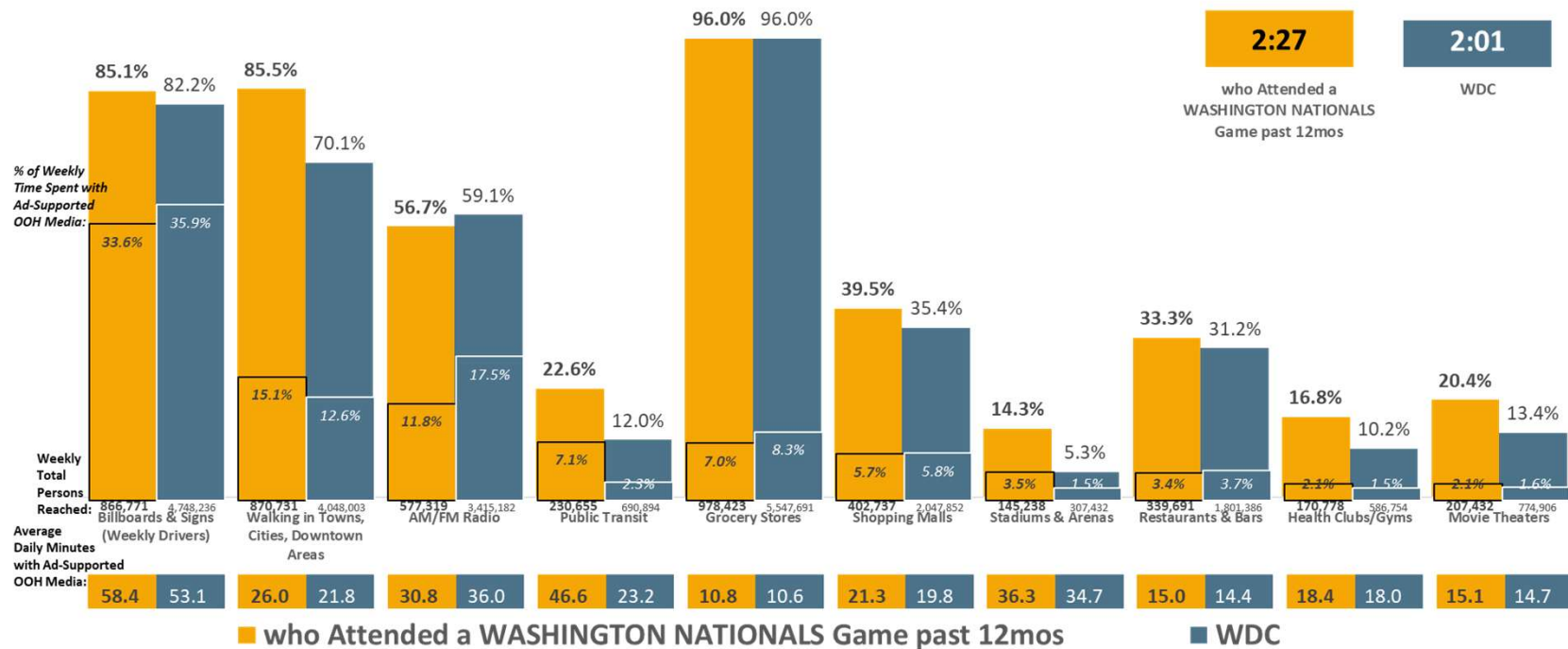


866,771 or 85.1% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 58.4 minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 980 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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Events attended/places visited past 12 months: Washington Nationals baseball game

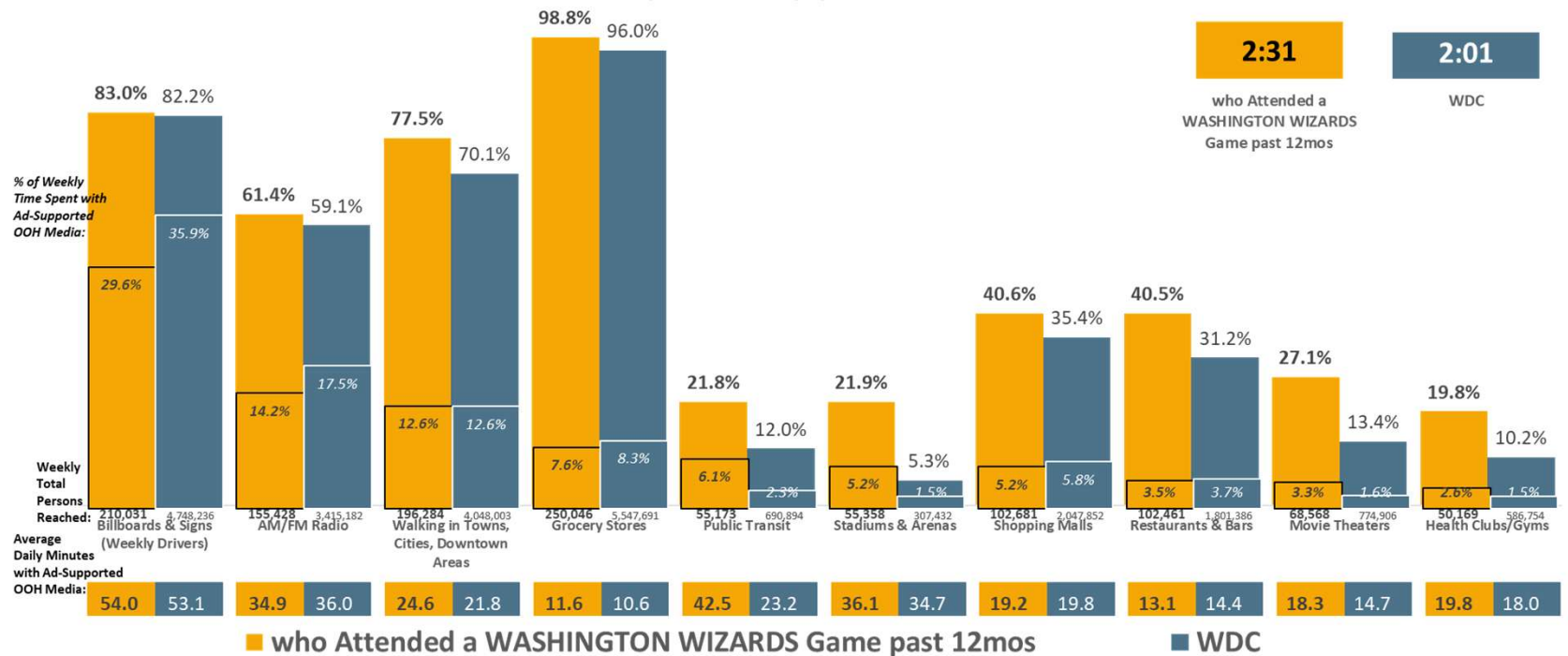


210,031 or 83.% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 54. minutes per day driving, seeing Billboards and Signs representing 29.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 270 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

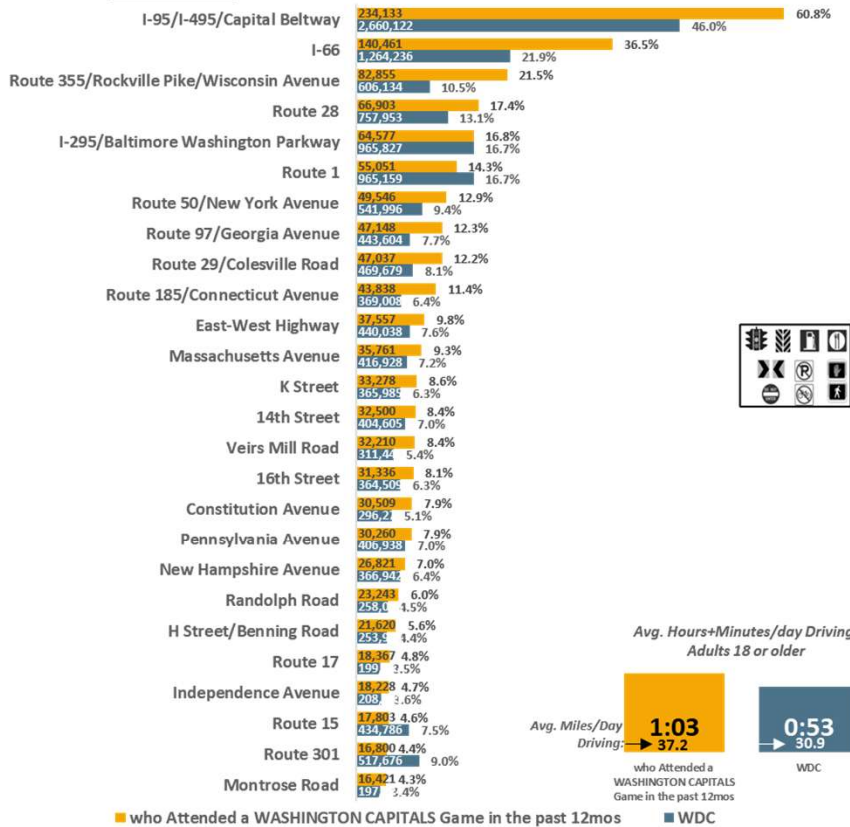
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Events attended/places visited past 12 months: Washington Wizards basketball game



358,409 or 93.1% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos spend an average of 63.9 minutes per day driving an average of 37.2 miles each day and are 105.2% more likely to use Route 355/Rockville Pike/Wisconsin Avenue

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



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

Avg. Miles/Day
Driving:

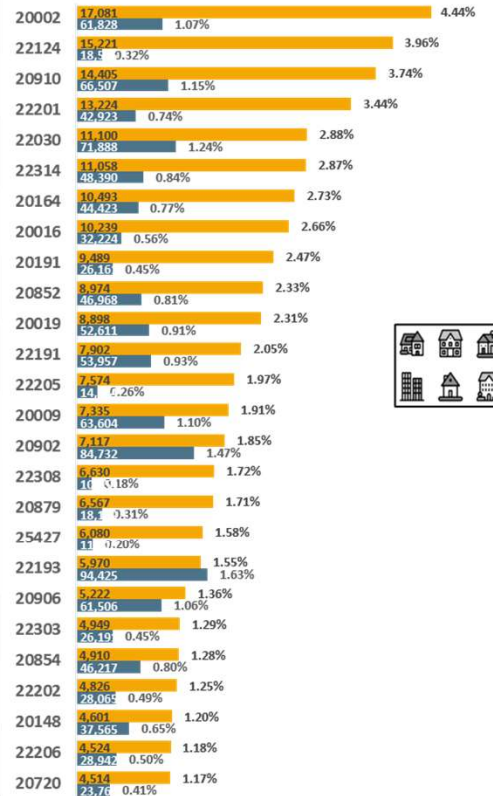
1:03
37.2

0:53
30.9

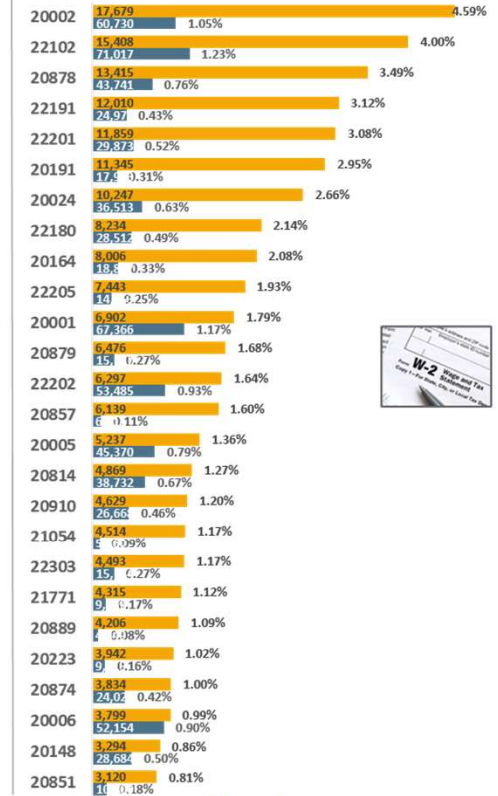
who Attended a
WASHINGTON CAPITALS
Game in the past 12mos

WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

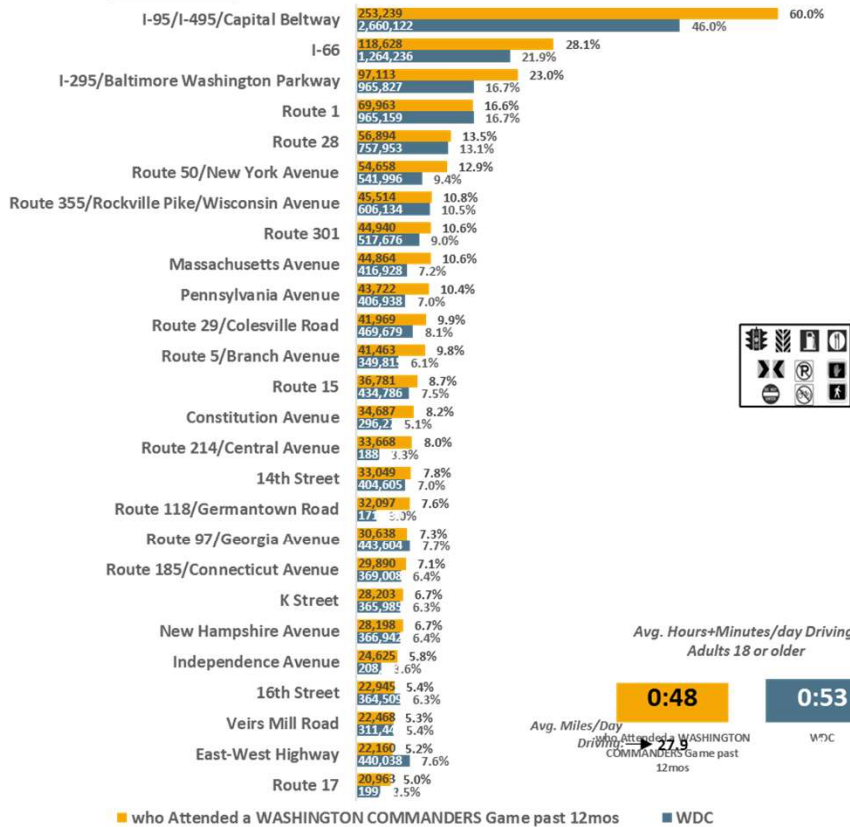


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for Anything

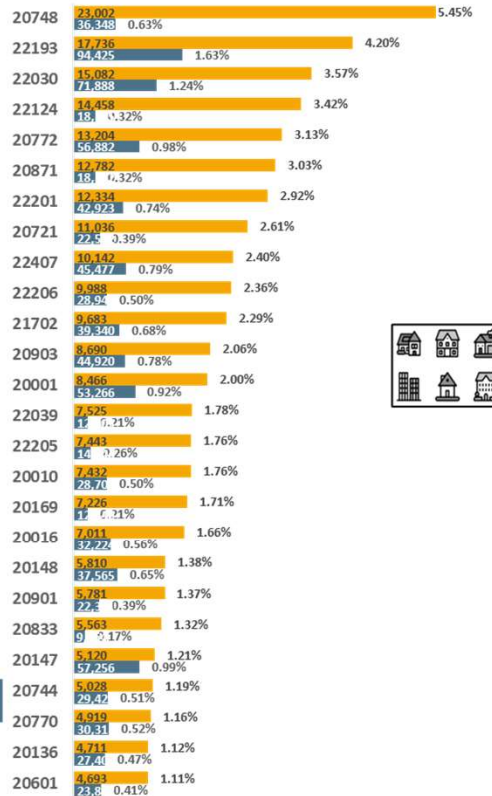


357,251 or 84.6% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos spend an average of 48. minutes per day driving an average of 27.9 miles each day and are 156.7% more likely to use Route 118/Germantown Road than the Metro avg

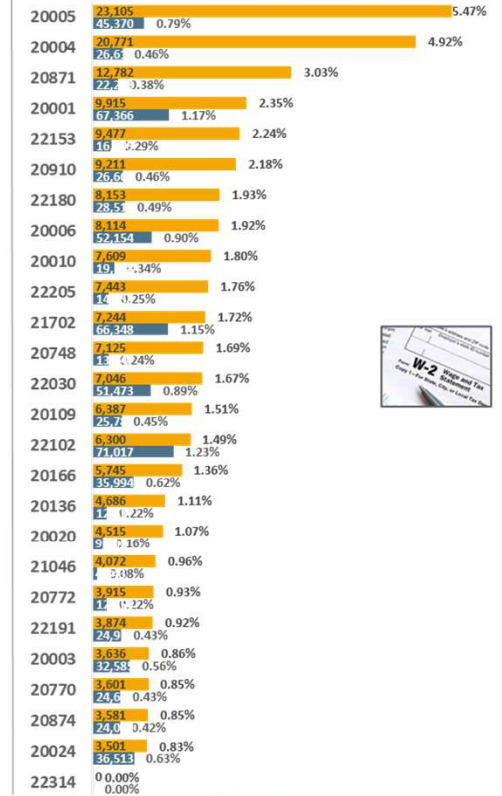
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



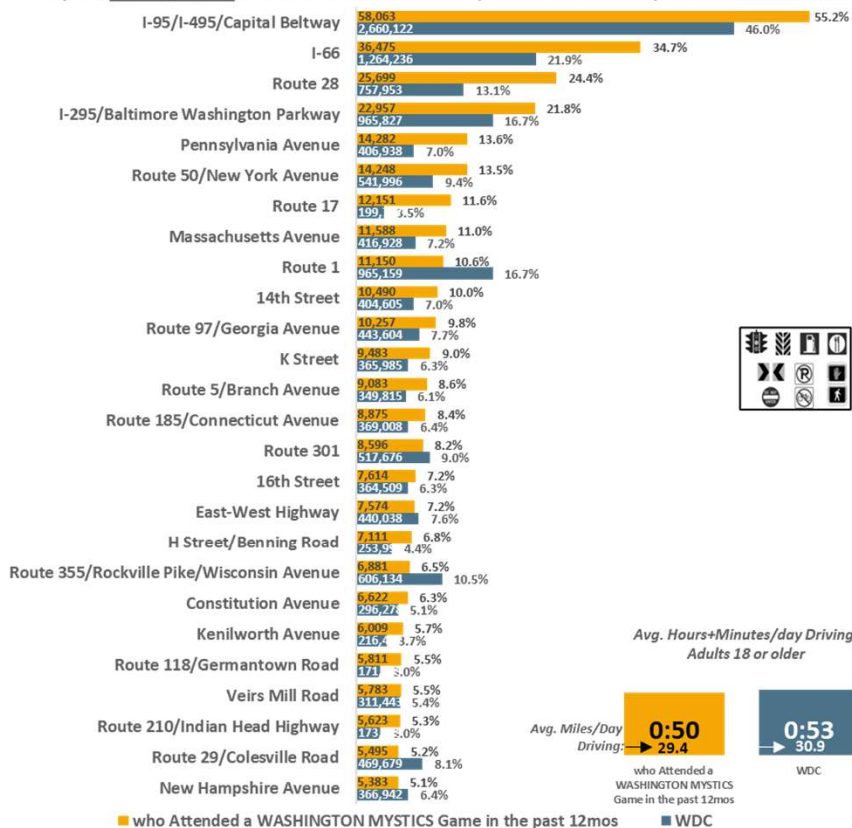
Top-26 Employment Zip Codes: Adults 18 or older





87,602 or 83.3% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos spend an average of 50.5 minutes per day driving an average of 29.4 miles each day and are 234.1% more likely to use Route 17 than the Metro average.

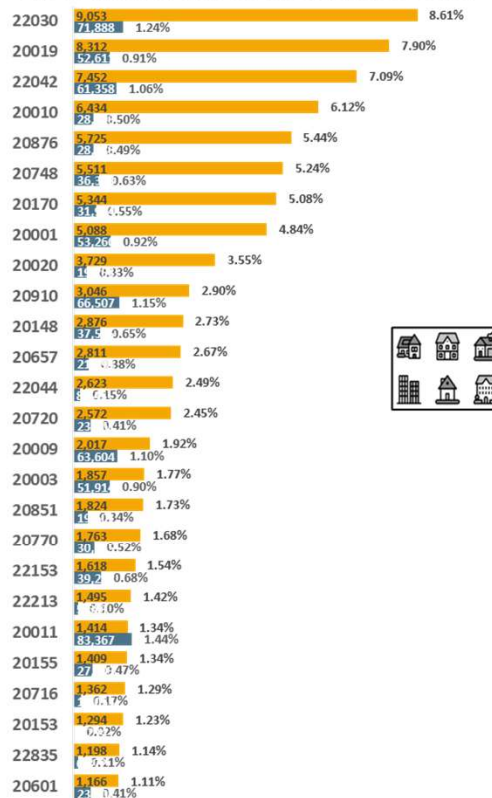
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



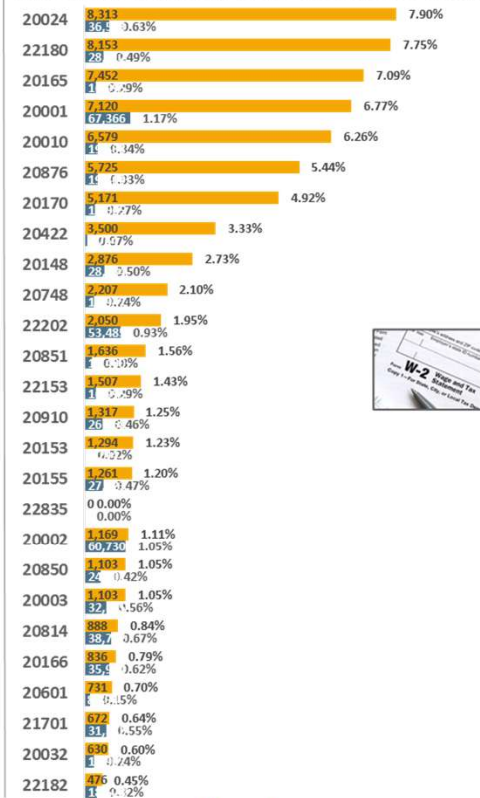
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



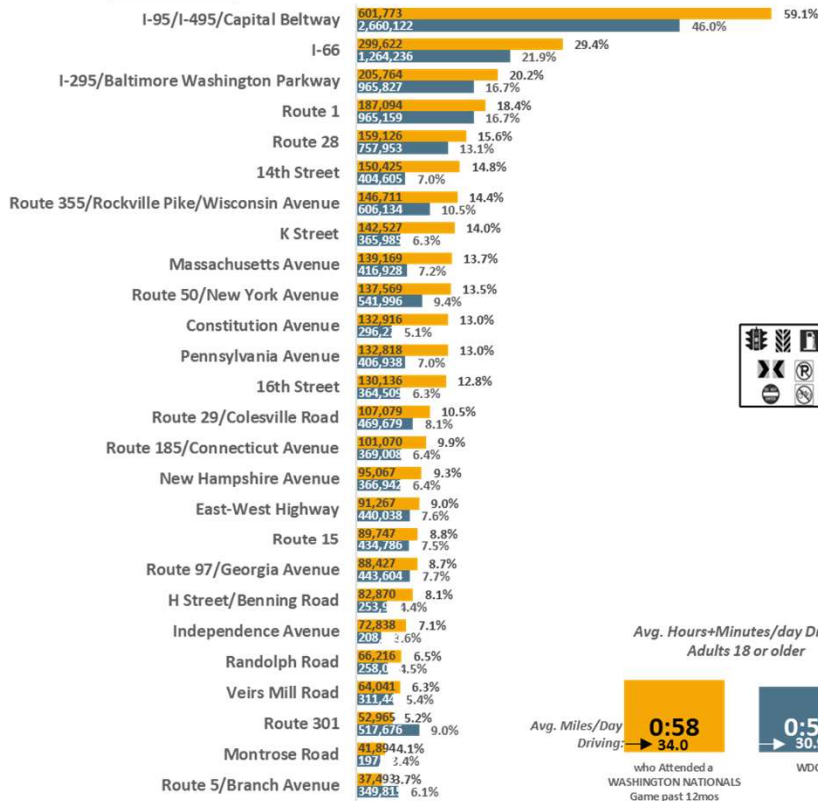
Top-26 Employment Zip Codes: Adults 18 or older





866,771 or 85.1% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos spend an average of 58.4 minutes per day driving an average of 34. miles each day and are 154.4% more likely to use Constitution Avenue than the Metro average.

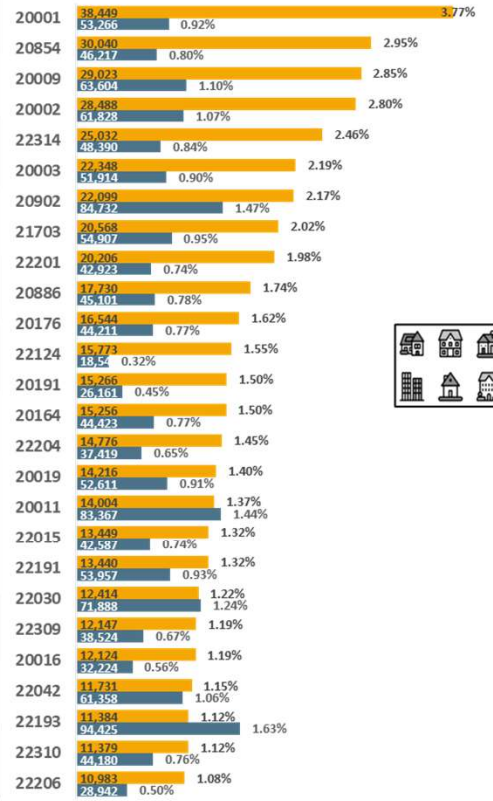
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



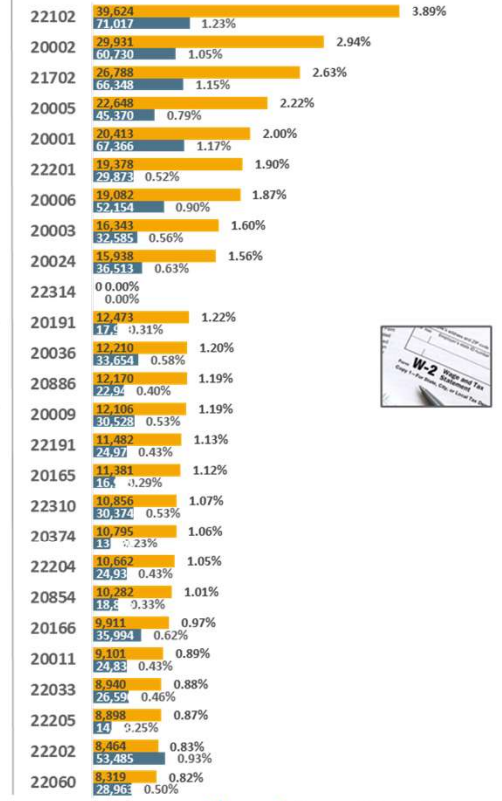
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

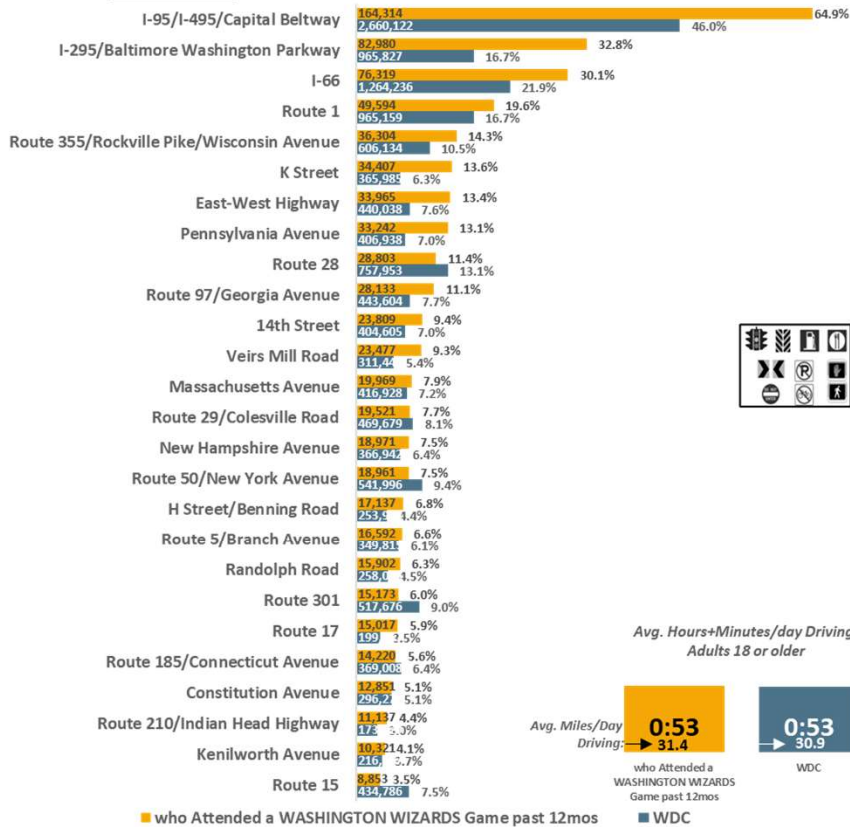


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210,031 or 83.% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos spend an average of 54. minutes per day driving an average of 31.4 miles each day and are 114.5% more likely to use K Street than the Metro average.

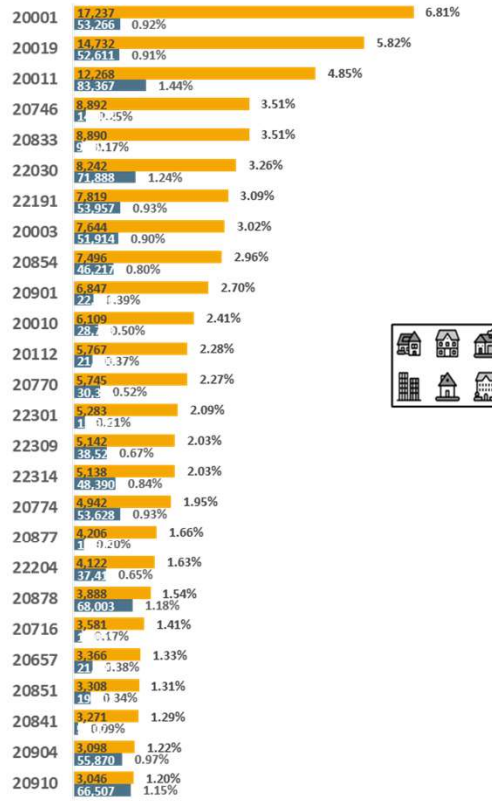
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



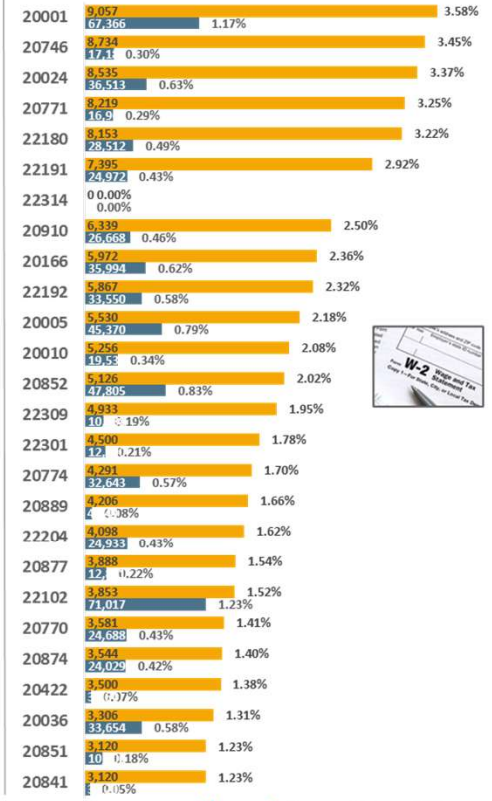
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

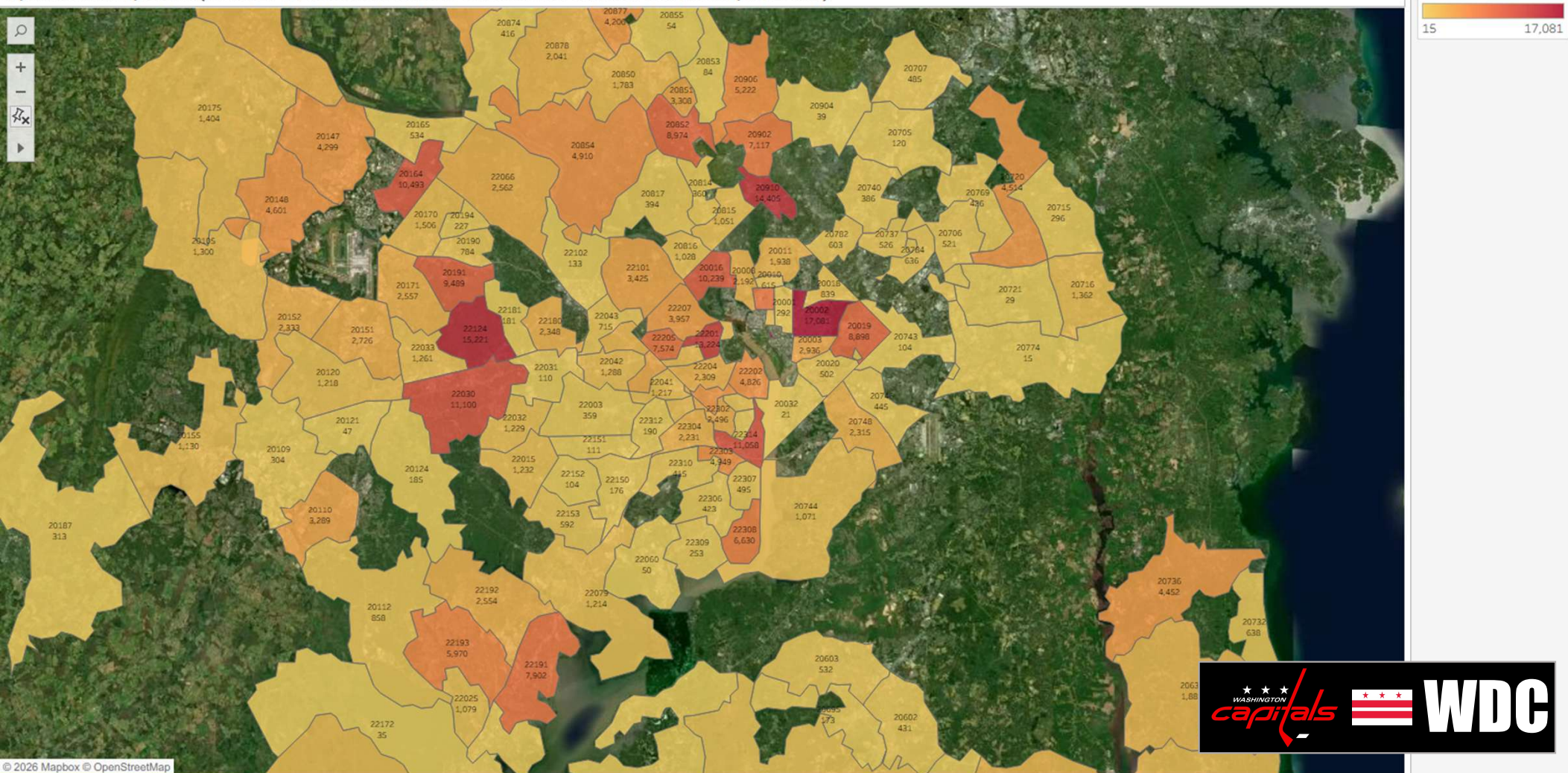


Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos)



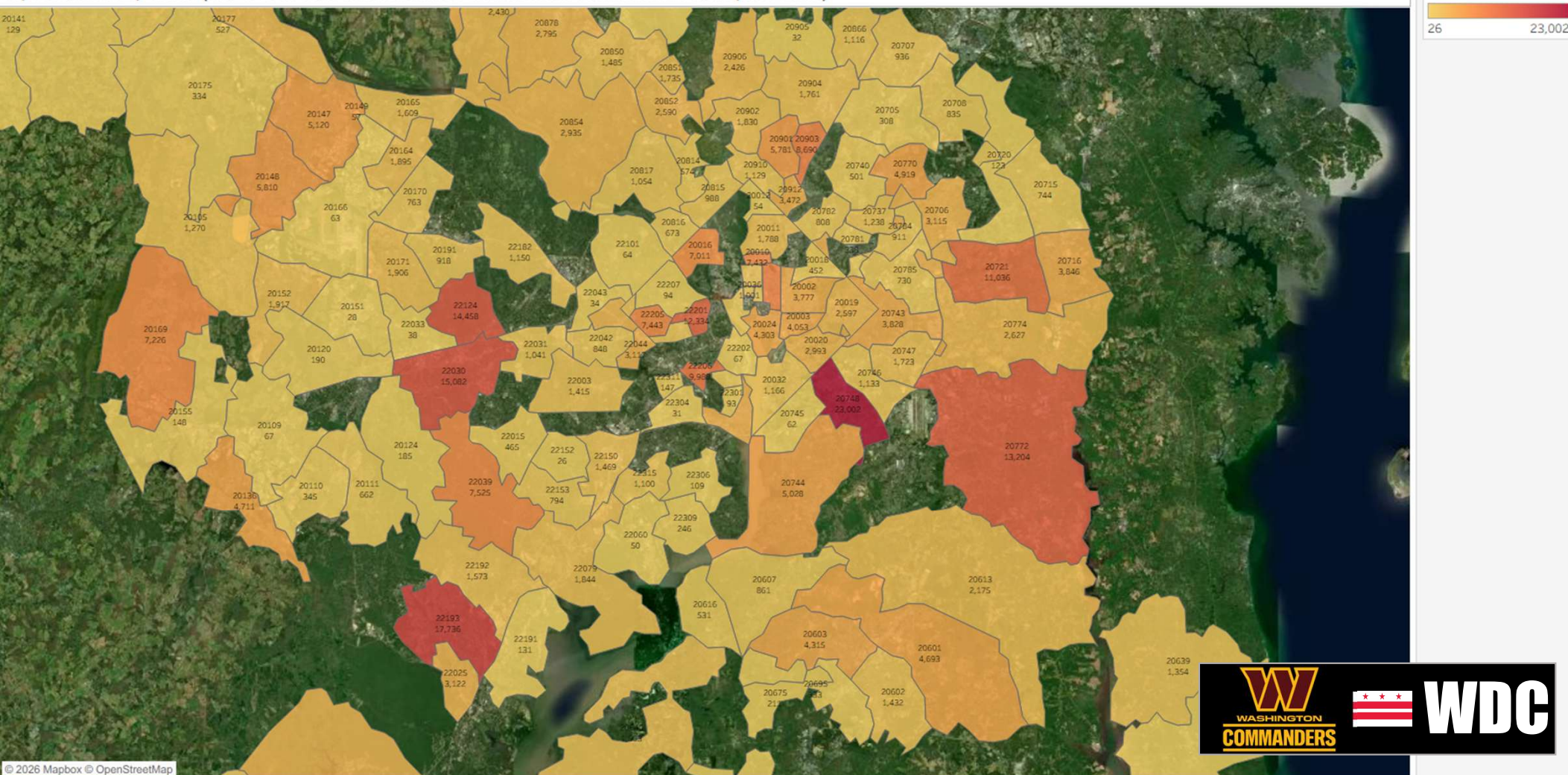
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 444

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Events attended/places visited past 12 months: Washington Capitals hockey game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos)

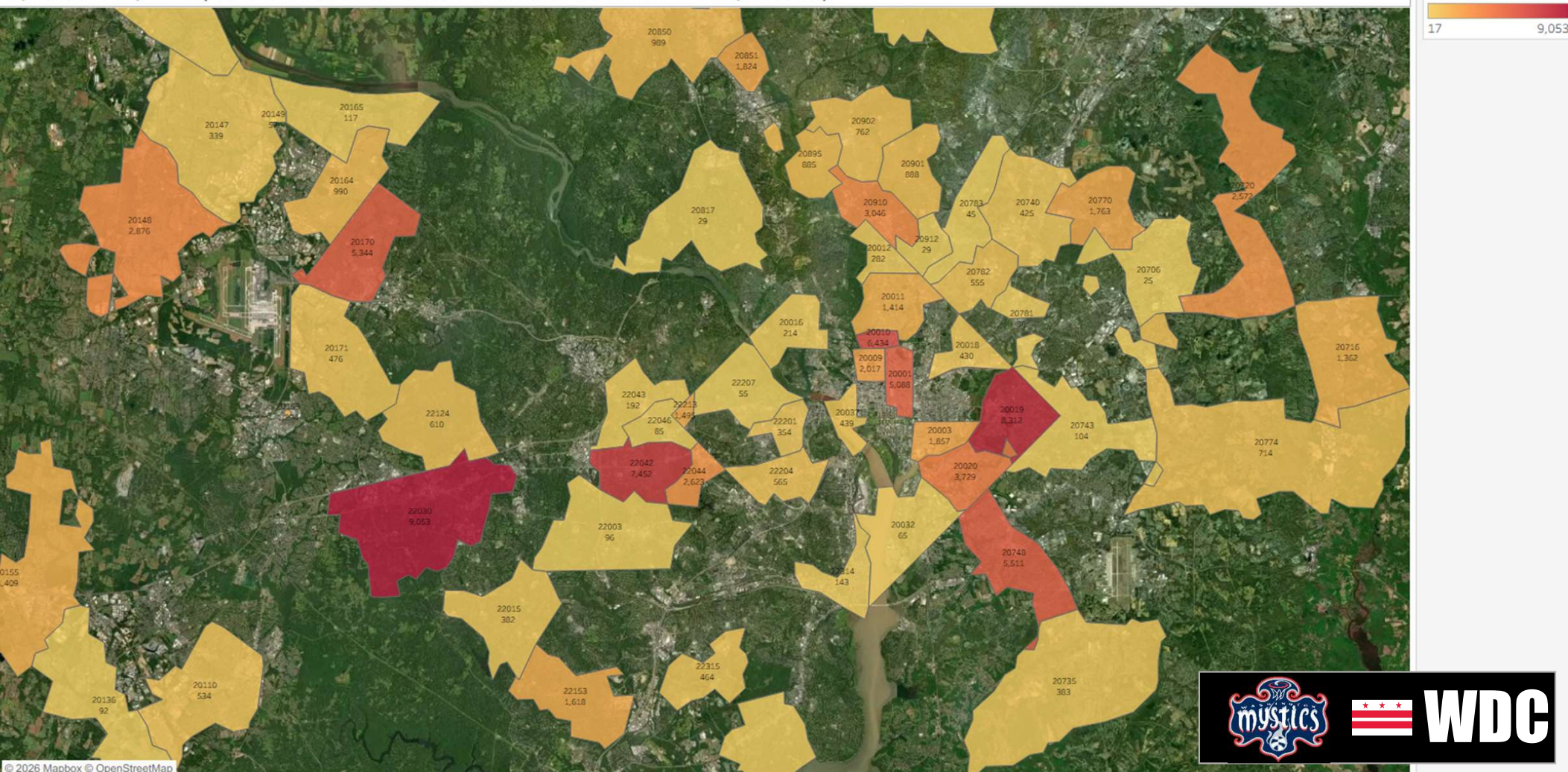


WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 392
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Events attended/places visited past 12 months: Washington Commanders football game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos)



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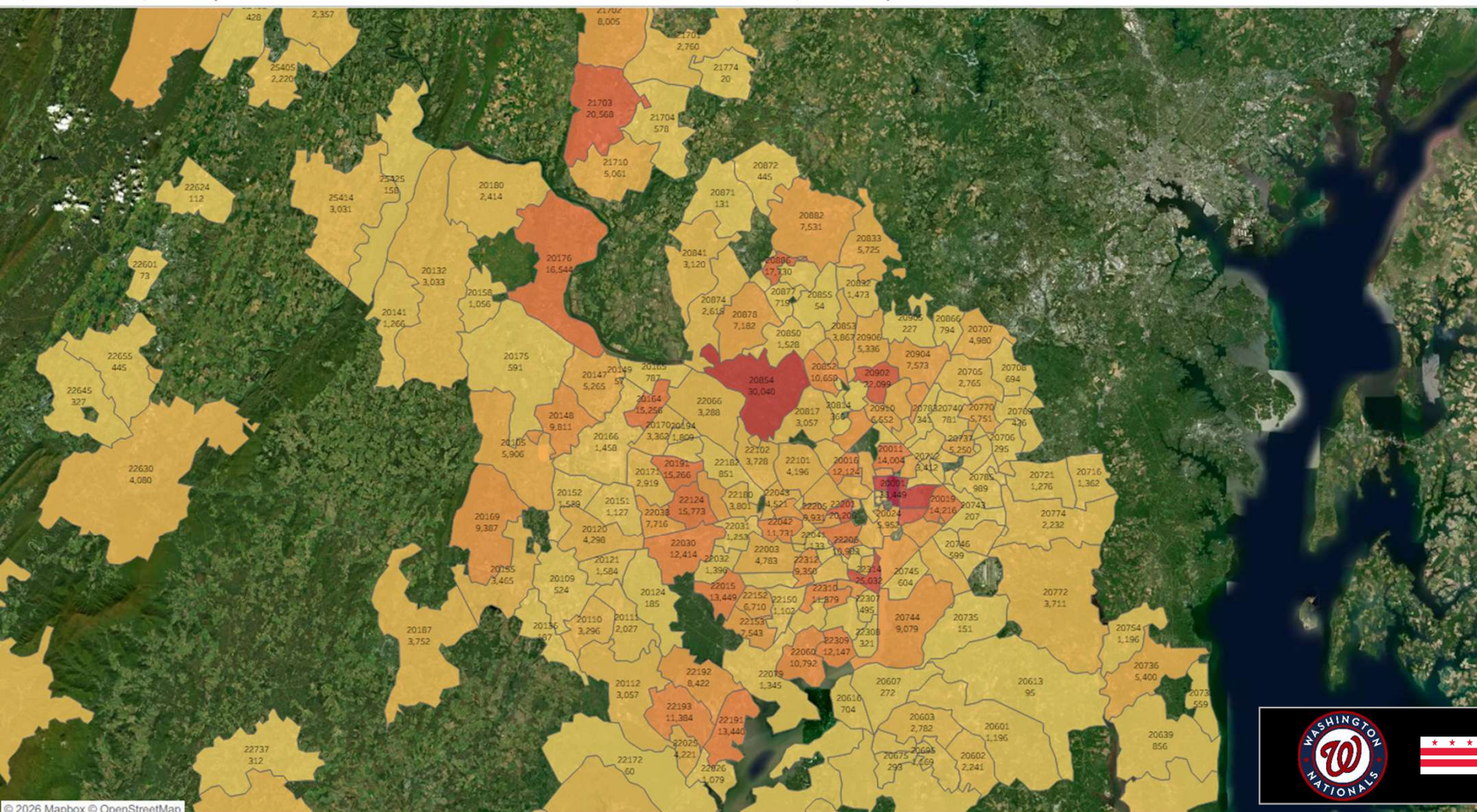


WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 110
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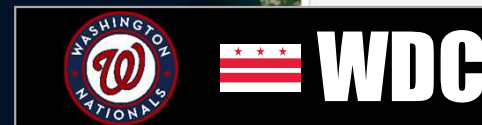
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Events attended/places visited past 12 months: Washington Mystics women's basketball game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON NATIONALS Game in the past 12mos)



SUM(Adults 18 or olde...
20 38,449



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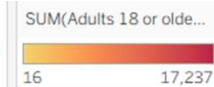
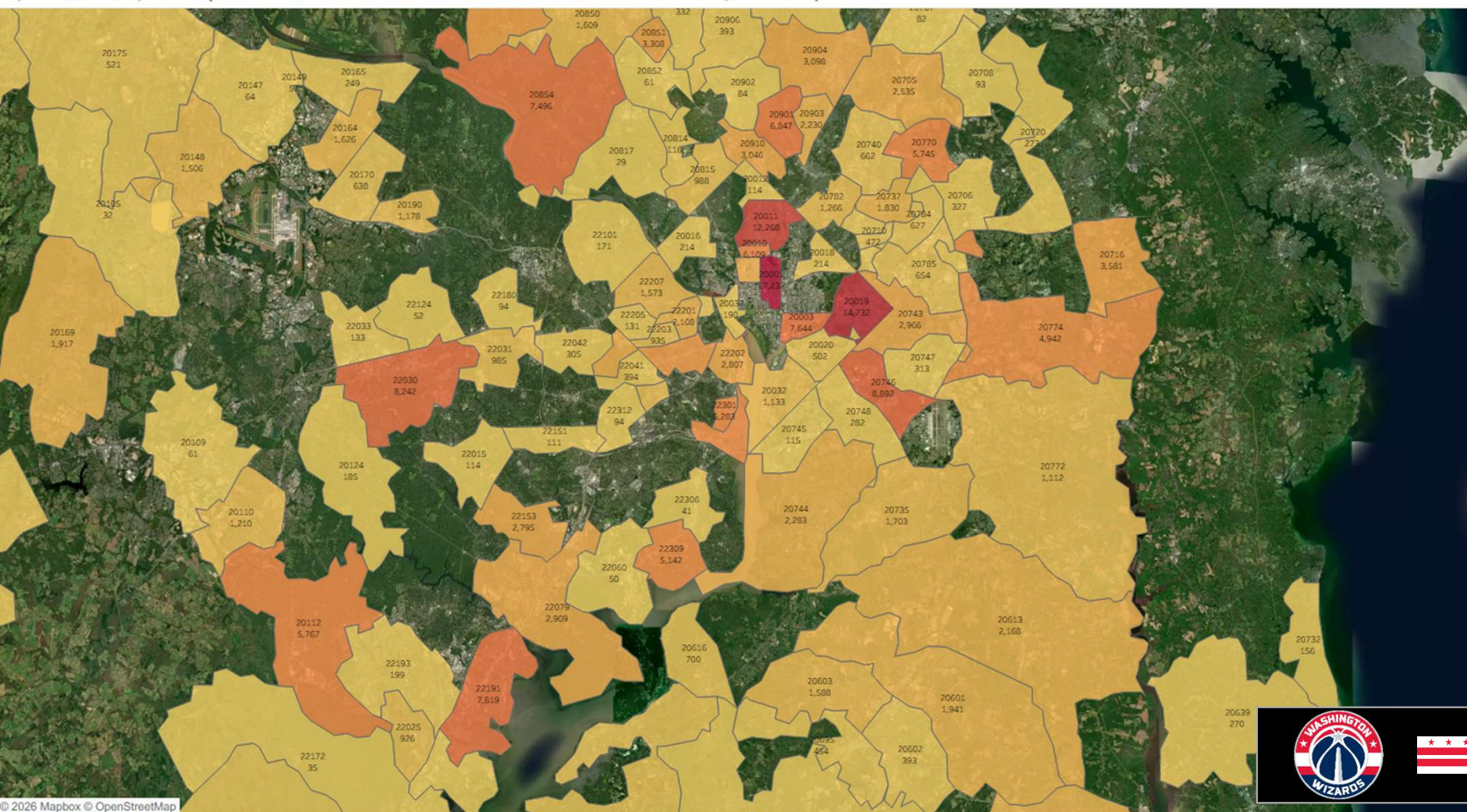
WDC DMA Scarborough R1 2025: Mar25-Mar26 Qual Intob 980

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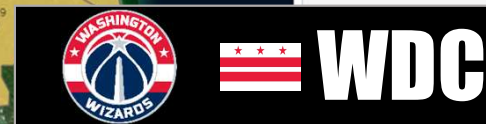
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Events attended/places visited past 12 months: Washington Nationals baseball game

Top Residential Zip Codes: (Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos)



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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 270

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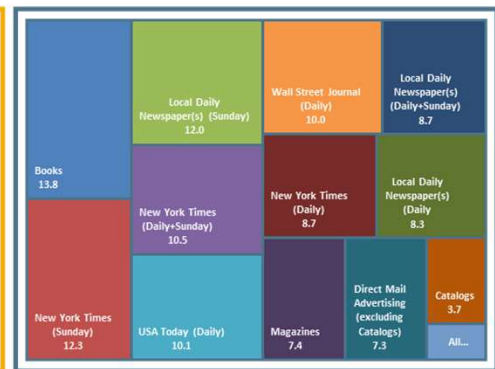
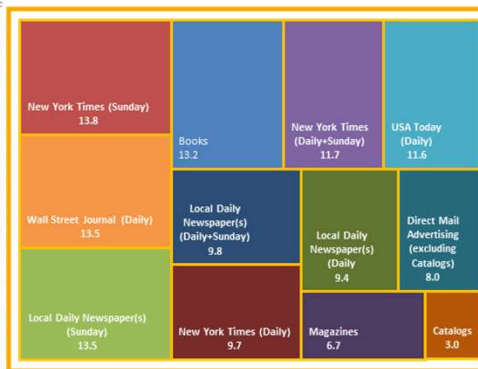
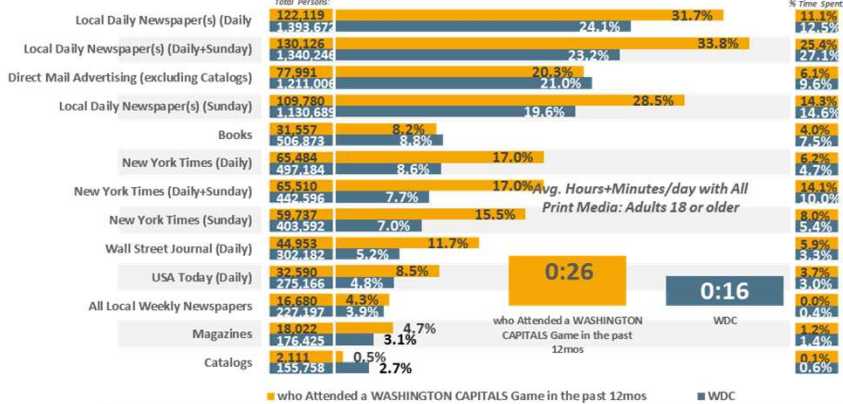
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Events attended/places visited past 12 months: Washington Wizards basketball game

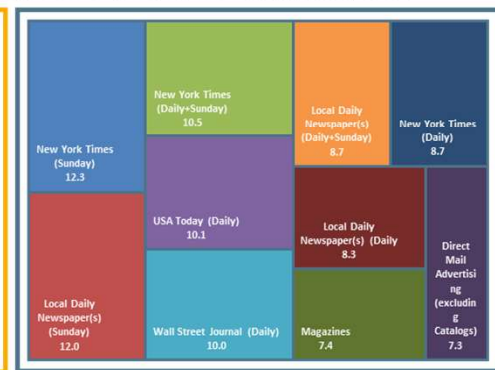
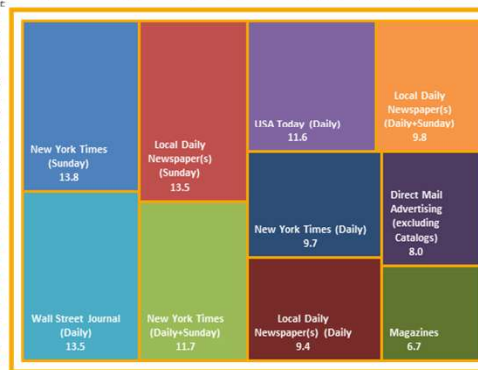
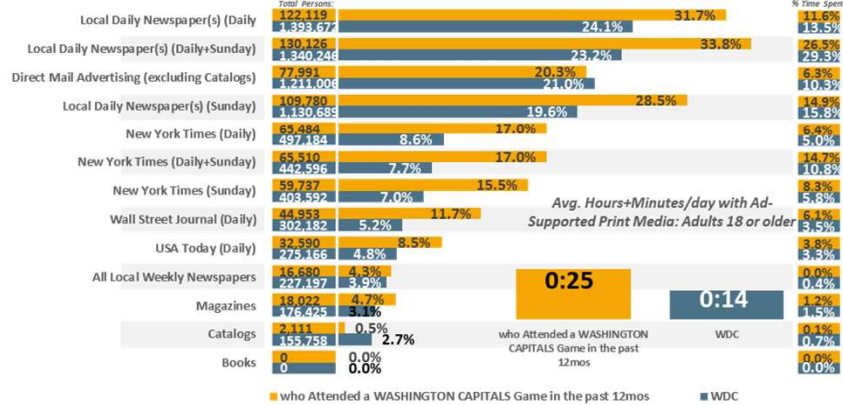


130,126 or 33.8% of Adults 18 or older who Attended a WASHINGTON CAPITALS Game in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 26.5% of all time spent daily with All forms of Print Media

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



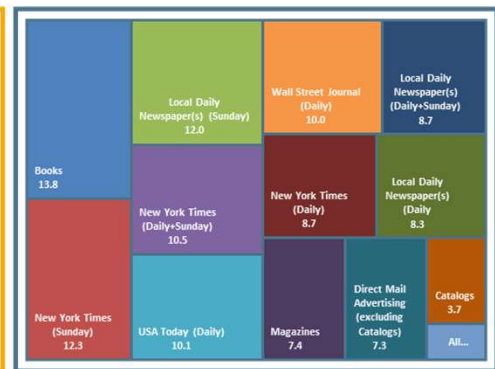
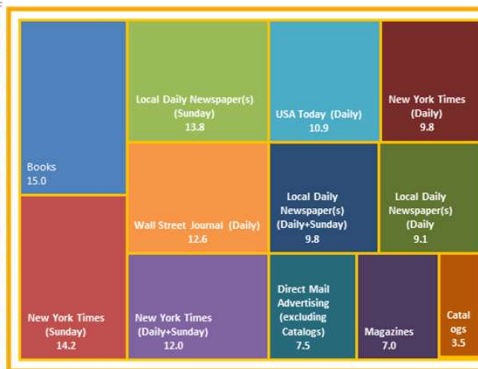
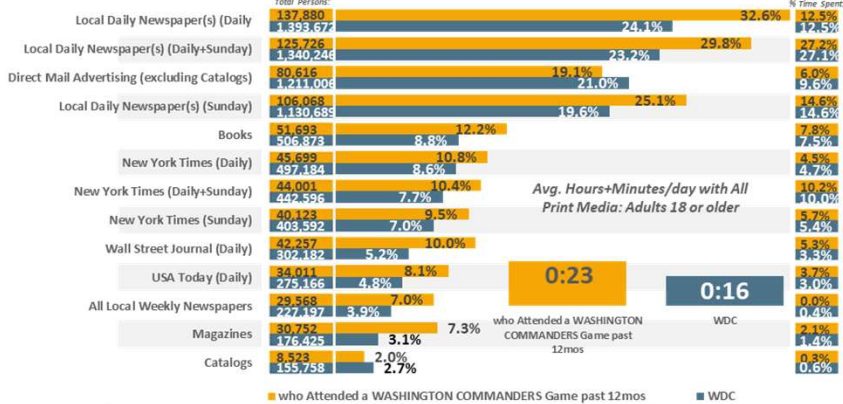
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



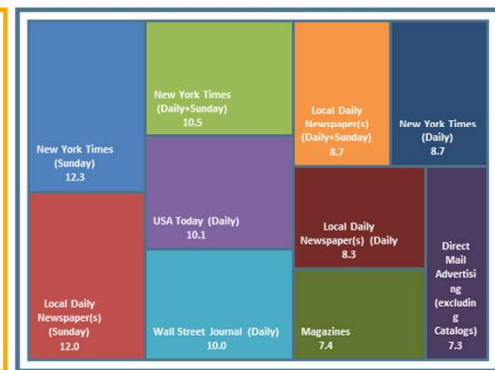
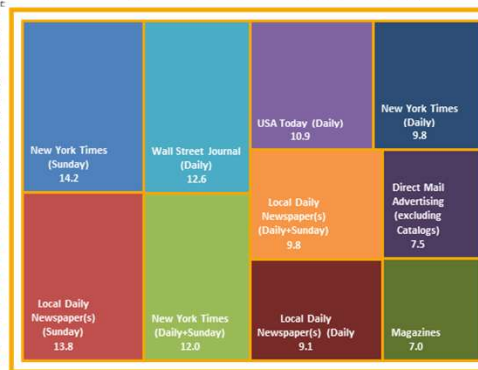
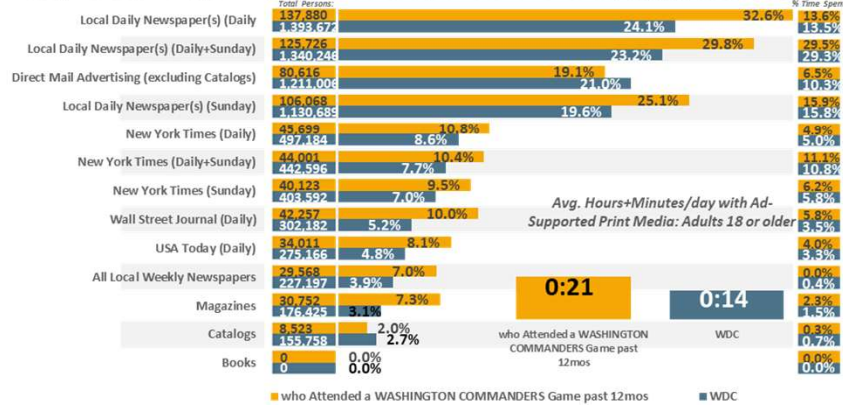


125,726 or 29.8% of Adults 18 or older who Attended a WASHINGTON COMMANDERS Game past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

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



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



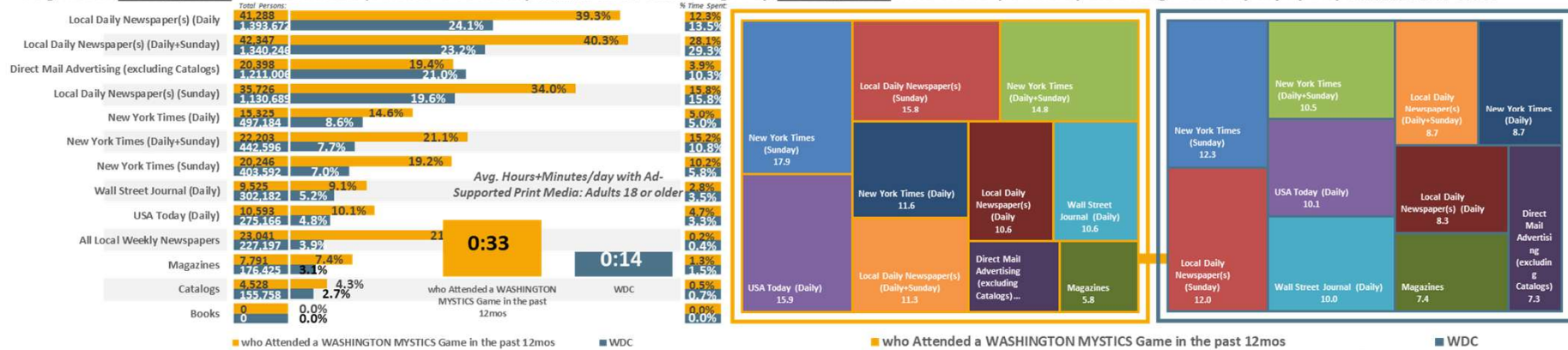


42,347 or 40.3% of Adults 18 or older who Attended a WASHINGTON MYSTICS Game in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 28.1% of all time spent daily with All forms of Print Media.

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



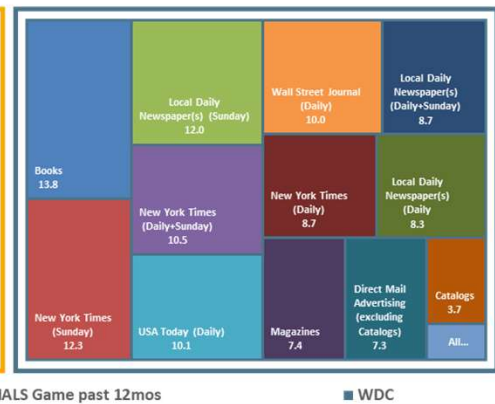
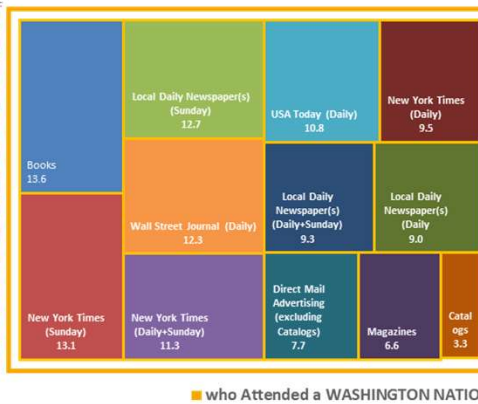
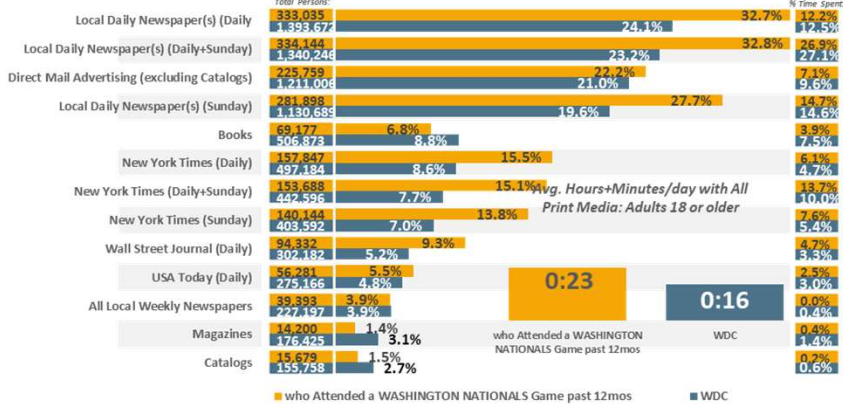
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



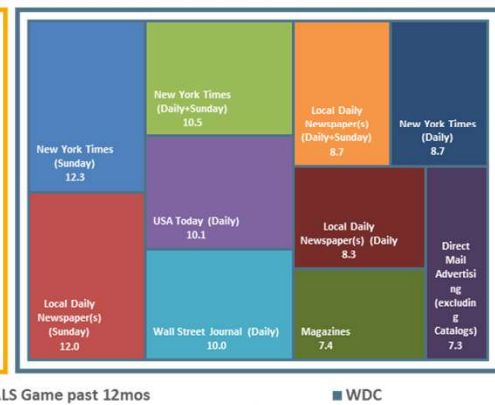
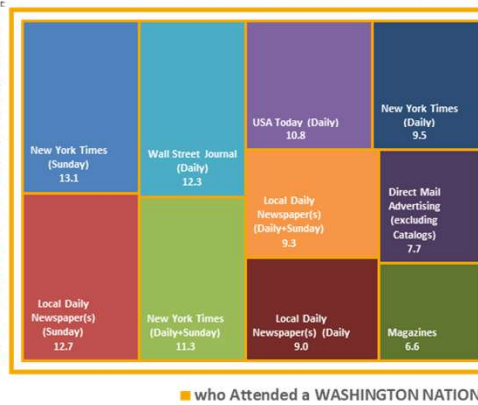
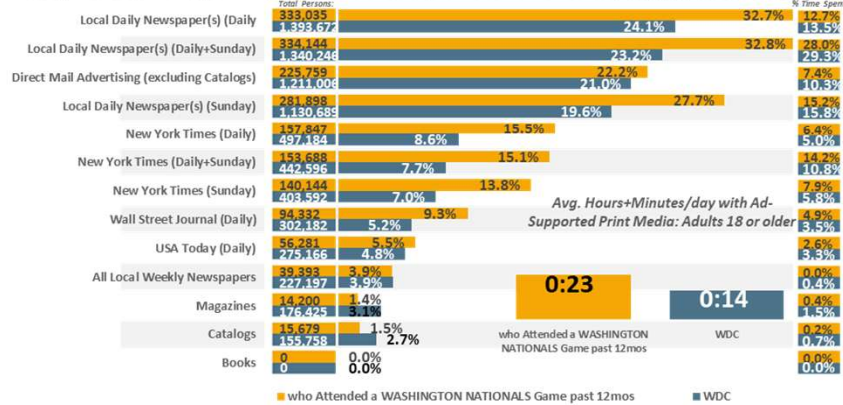


334,144 or 32.8% of Adults 18 or older who Attended a WASHINGTON NATIONALS Game past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 28% of all time spent daily with All forms of Print Media.

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



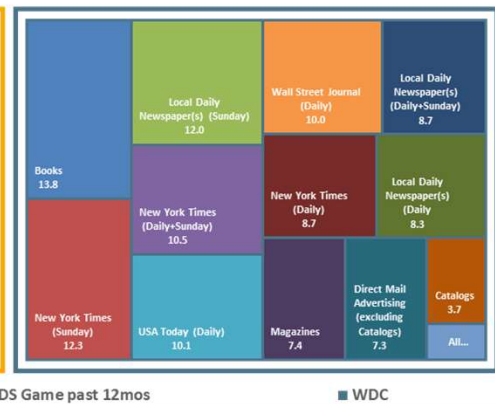
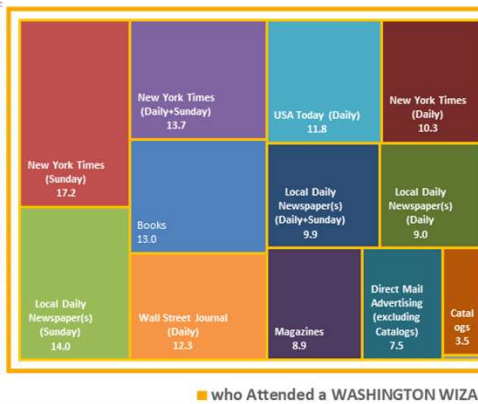
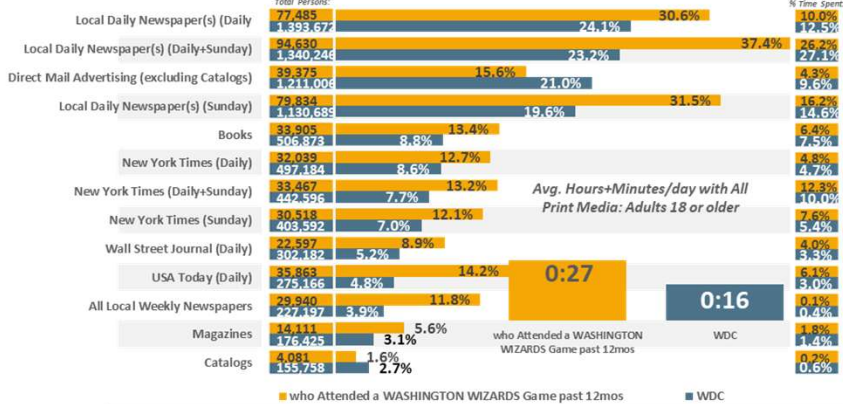
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



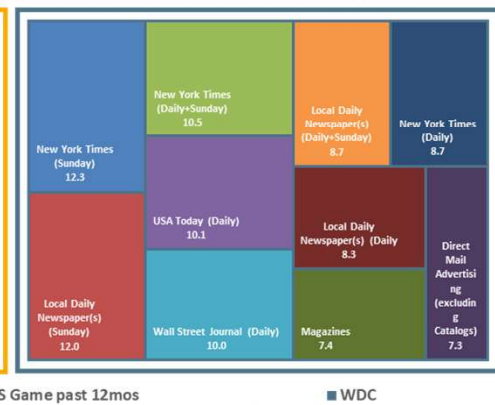
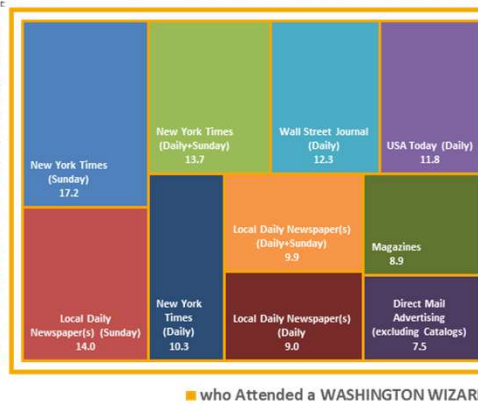
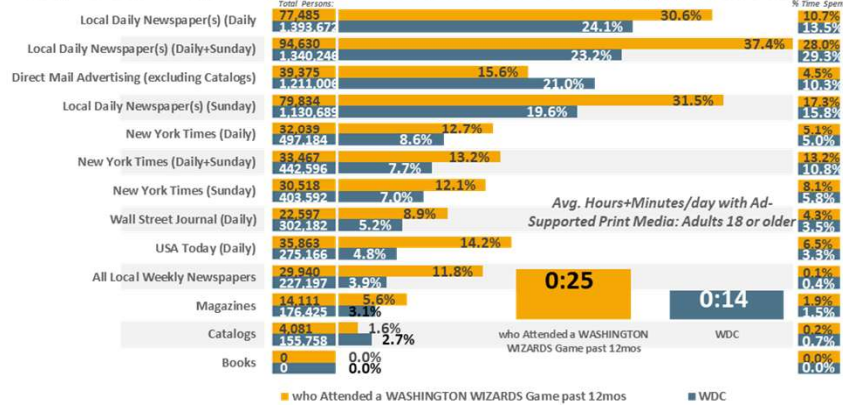


94,630 or 37.4% of Adults 18 or older who Attended a WASHINGTON WIZARDS Game past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

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



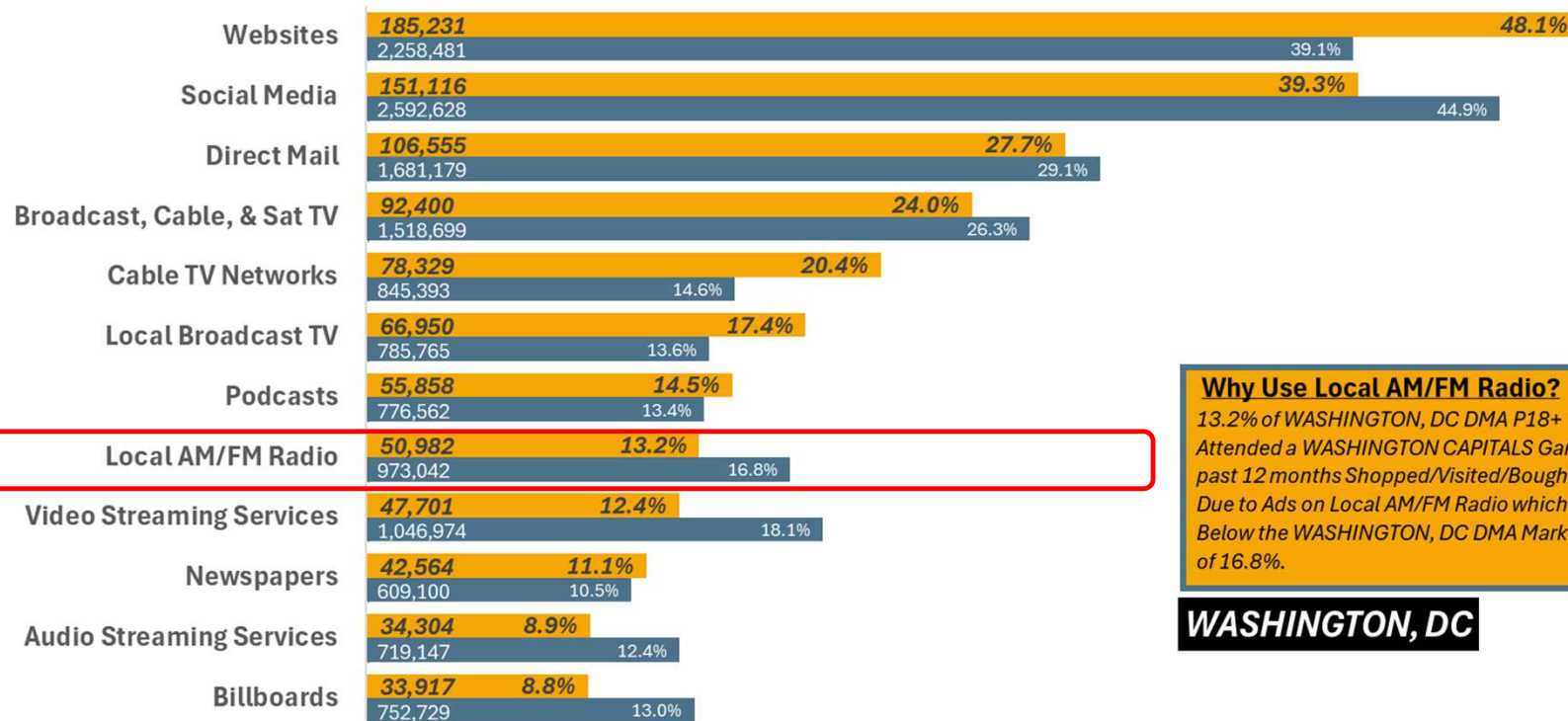
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

**P18+ who Attended a WASHINGTON CAPITALS Game in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

13.2% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON CAPITALS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Attended a WASHINGTON CAPITALS Game in the past 12 months (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 R1 2026: Mar25-Mar26 Qual Intab: 444

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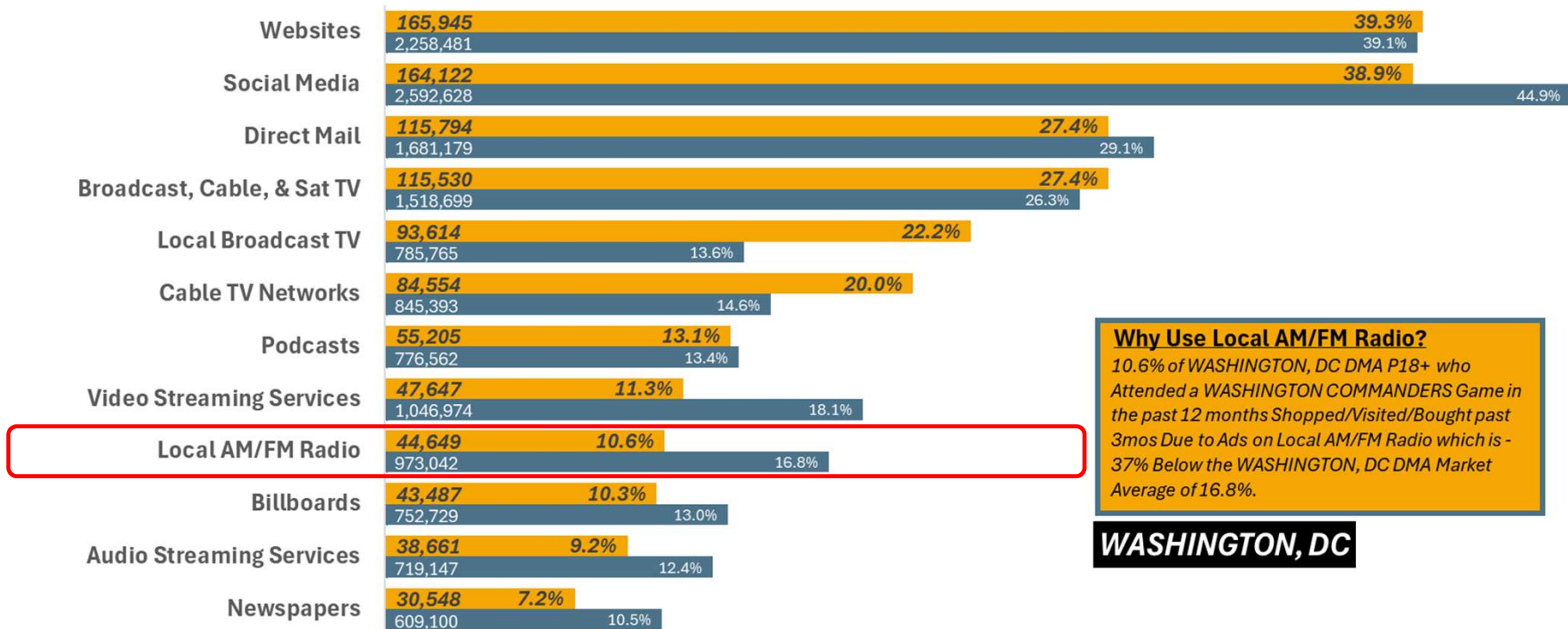
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Events attended/places visited past 12 months: Washington Capitals hockey game



"Advertising Actions"

P18+ who Attended a WASHINGTON COMMANDERS Game in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
10.6% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON COMMANDERS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 37% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Attended a WASHINGTON COMMANDERS Game in the past 12 months (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 R1 2026: Mar25-Mar26 Qual Intab: 392
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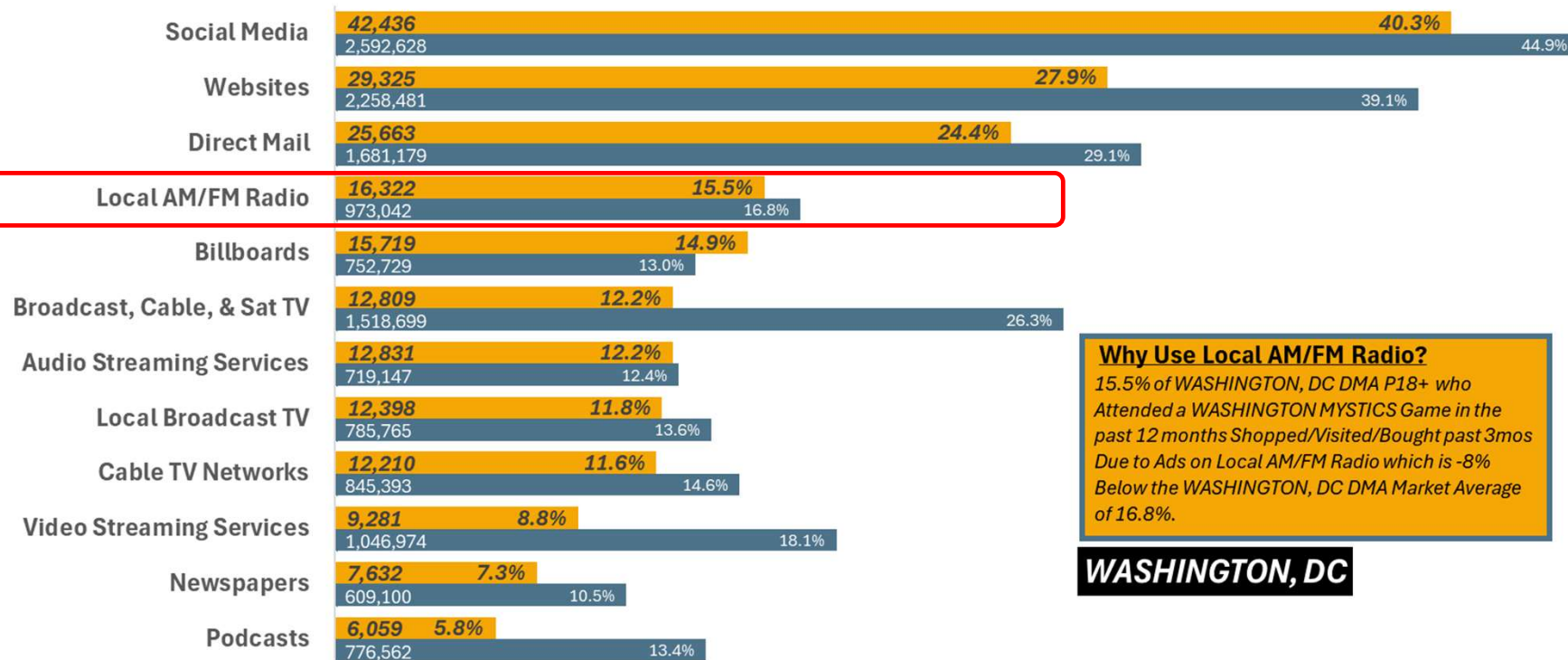
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Events attended/places visited past 12 months: Washington Commanders football game



"Advertising Actions"

P18+ who Attended a WASHINGTON MYSTICS Game in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.5% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON MYSTICS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Attended a WASHINGTON MYSTICS Game in the past 12 months (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 R1 2026: Mar25-Mar26 Qual Intab: 110

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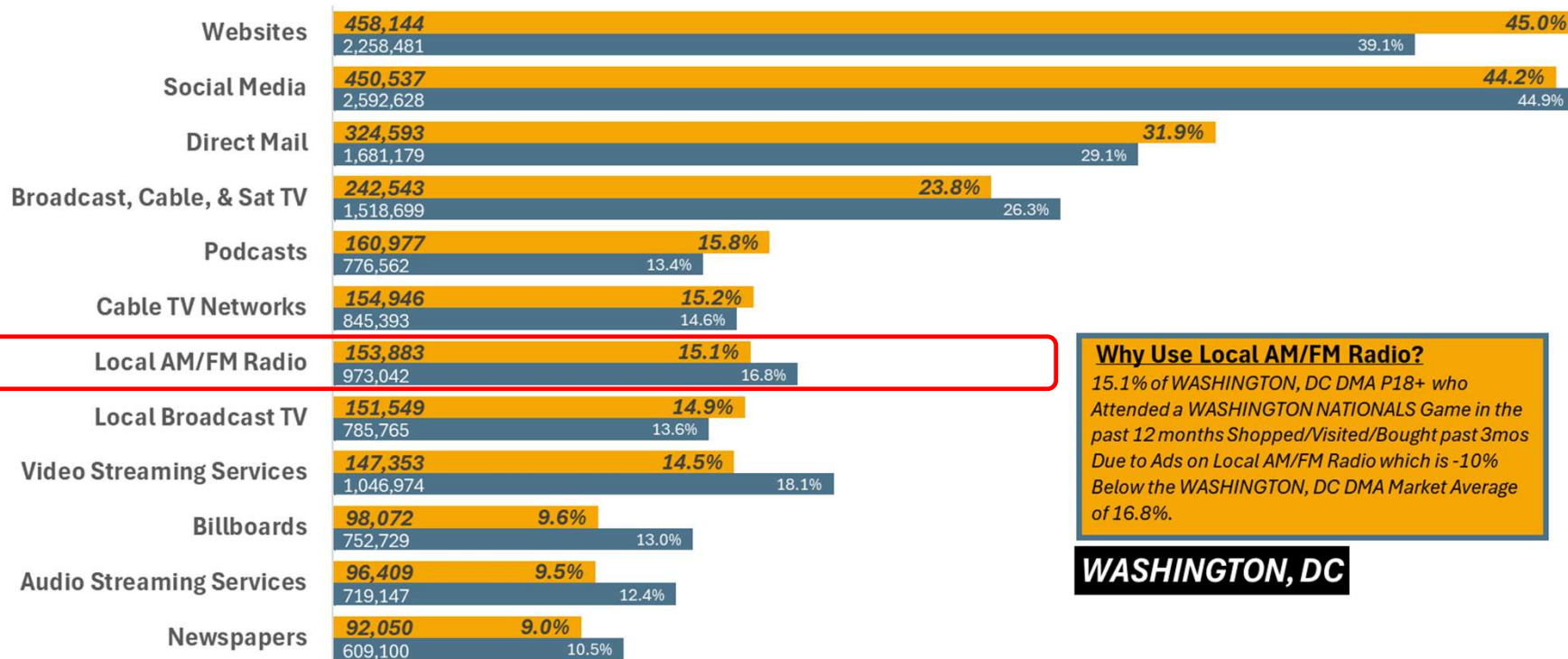
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Events attended/places visited past 12 months: Washington Mystics women's basketball game



"Advertising Actions"

P18+ who Attended a WASHINGTON NATIONALS Game in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.1% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON NATIONALS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Attended a WASHINGTON NATIONALS Game in the past 12 months (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 R1 2026: Mar25-Mar26 Qual Intab: 980
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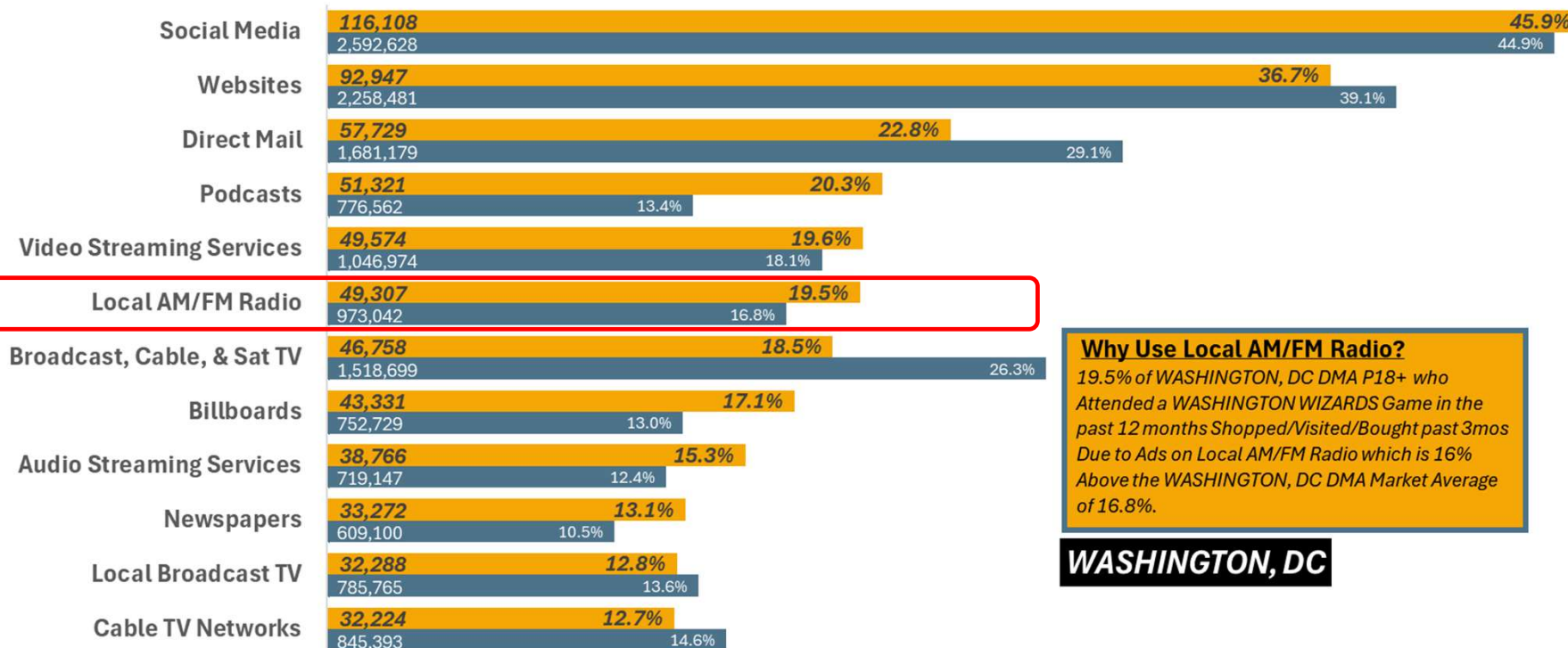
Events attended/places visited past 12 months: Washington Nationals baseball game



WDC

"Advertising Actions"

P18+ who Attended a WASHINGTON WIZARDS Game in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.5% of WASHINGTON, DC DMA P18+ who Attended a WASHINGTON WIZARDS Game in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Attended a WASHINGTON WIZARDS Game in the past 12 months (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 R1 2026: Mar25-Mar26 Qual Intab: 270

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Events attended/places visited past 12 months: Washington Wizards basketball game