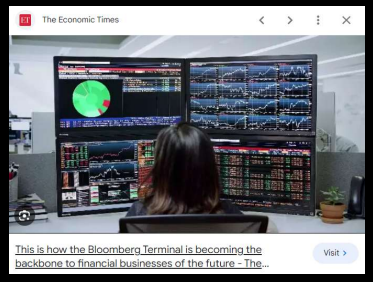
USA+4 DMAs – P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK in the next 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P25-54 Parents of Children Ages 2-17 who Plan to Visit an INDOOR WATER PARK in the next 12 months** as of July 31, 2025.



GREAT WOLF LODGE®

















P25-54

Blackstone APOLLO Centerbridge

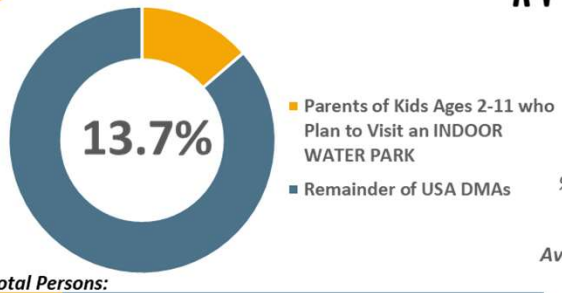
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

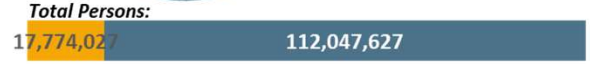


13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 39.5 years old (1.2% younger than average) and have a $122,873 (23.3% higher than average) annual household income.

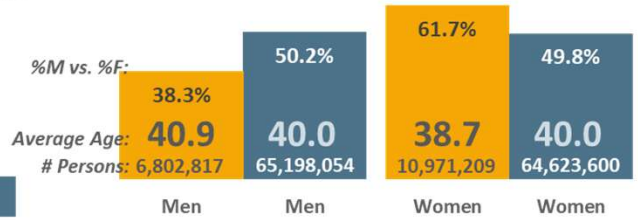
Percent of Market: Adults 25 - 54



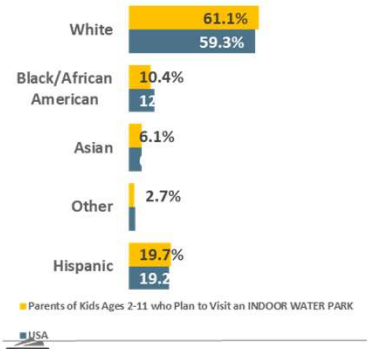
Total Persons:



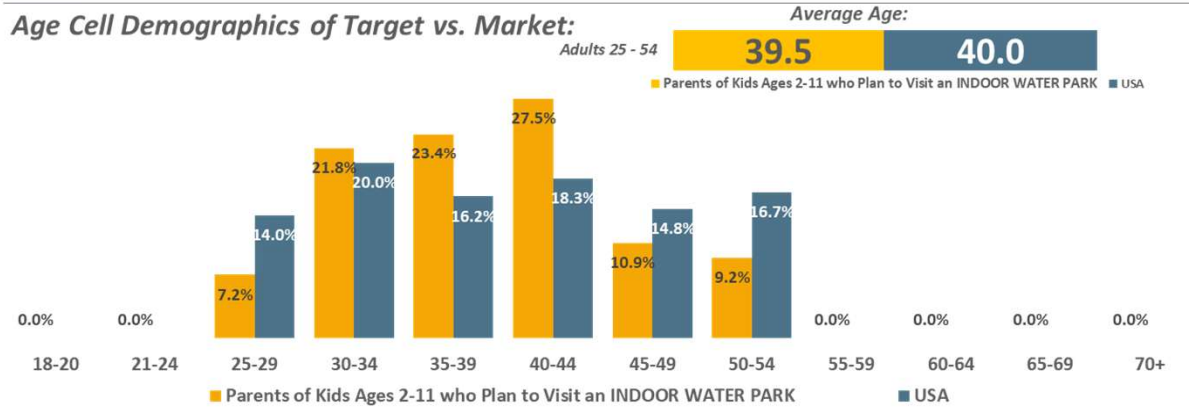
Gender of Target vs. Market: Adults 25 - 54



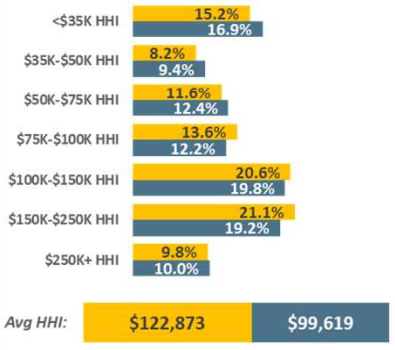
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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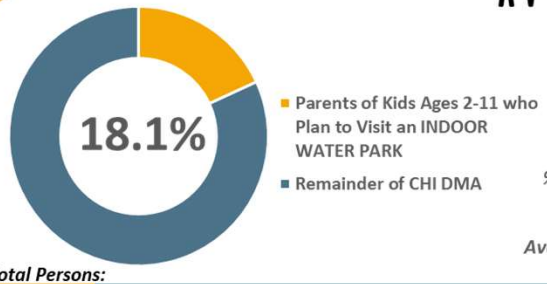
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

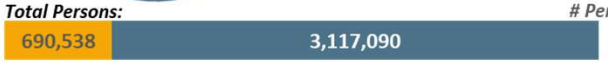
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



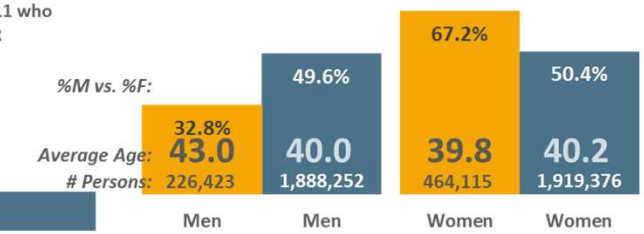
18.1% or 690,538 of CHI DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 40.9 years old (2.% older than average) and have a $126,245 (8.7% higher than average) annual household income.

Percent of Market: Adults 25 - 54

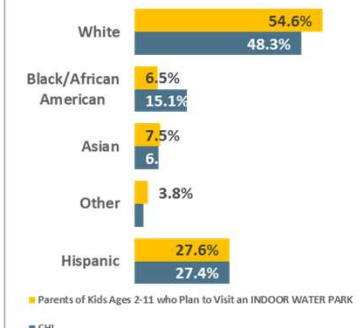




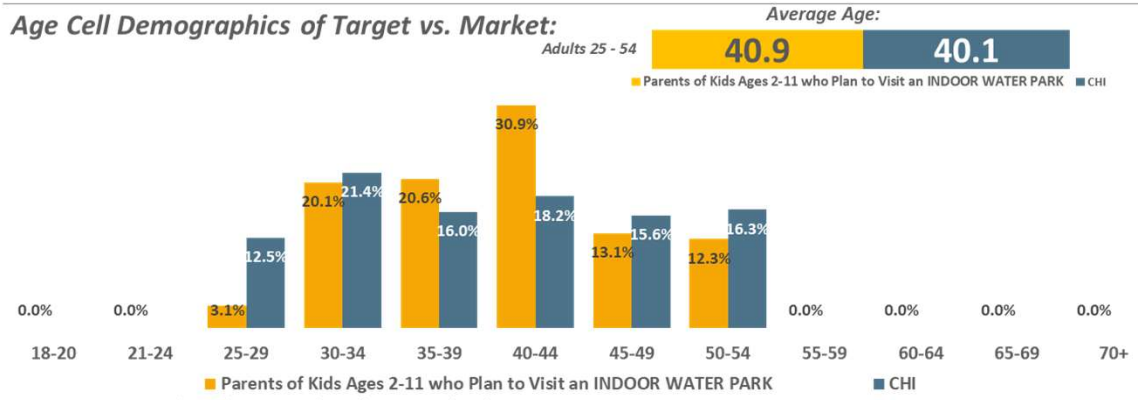
Gender of Target vs. Market: Adults 25 - 54



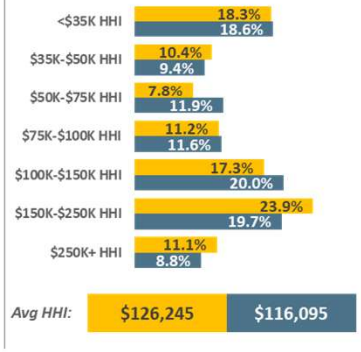
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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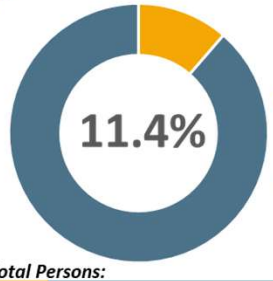
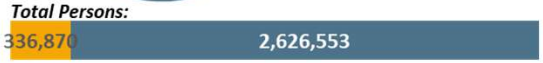
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

11.4% or 336,870 of WDC DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 39.2 years old (2.2% younger than average) and have a $135,550 (3.6% lower than average) annual household income.

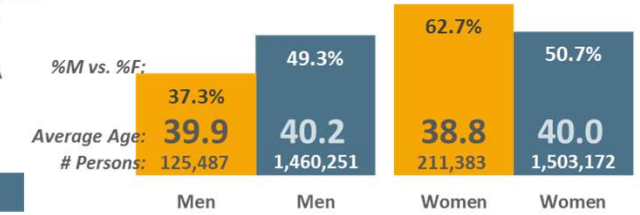
Percent of Market: Adults 25 - 54



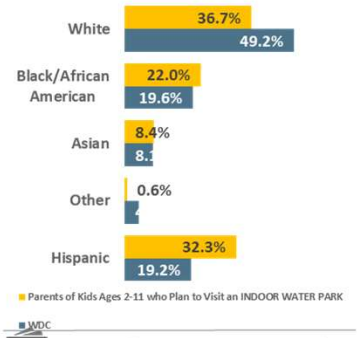
Total Persons:



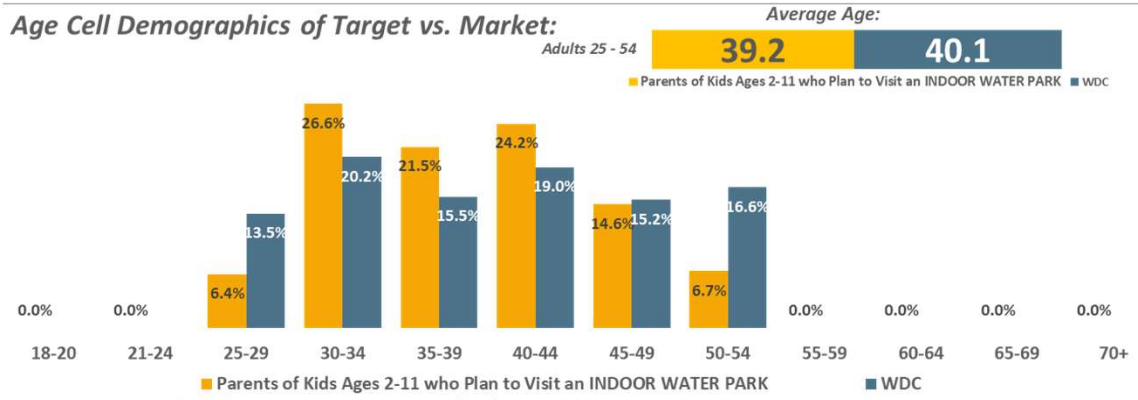
Gender of Target vs. Market: Adults 25 - 54



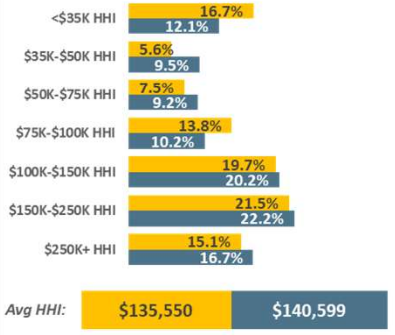
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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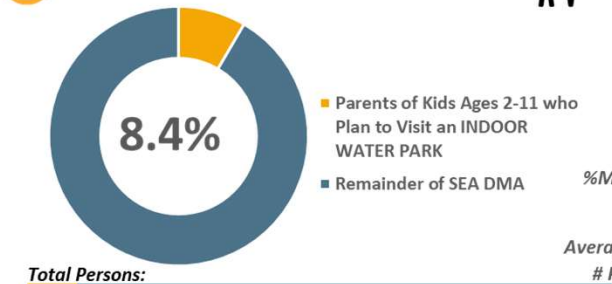
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

8.4% or 198,756 of SEA DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 39.3 years old (1.4% younger than average) and have a $132,942 (3.2% higher than average) annual household income.

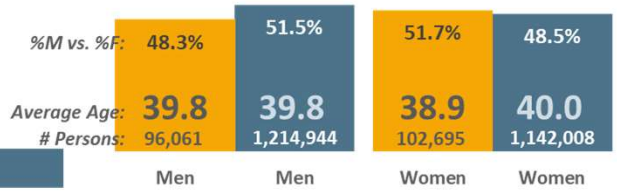
Percent of Market: Adults 25 - 54



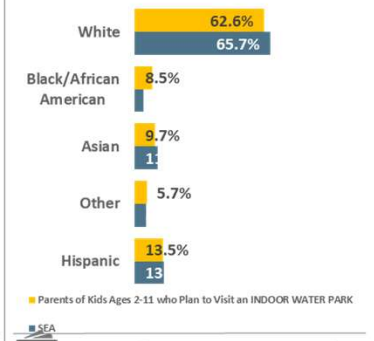
Total Persons:

198,756 | 2,158,196

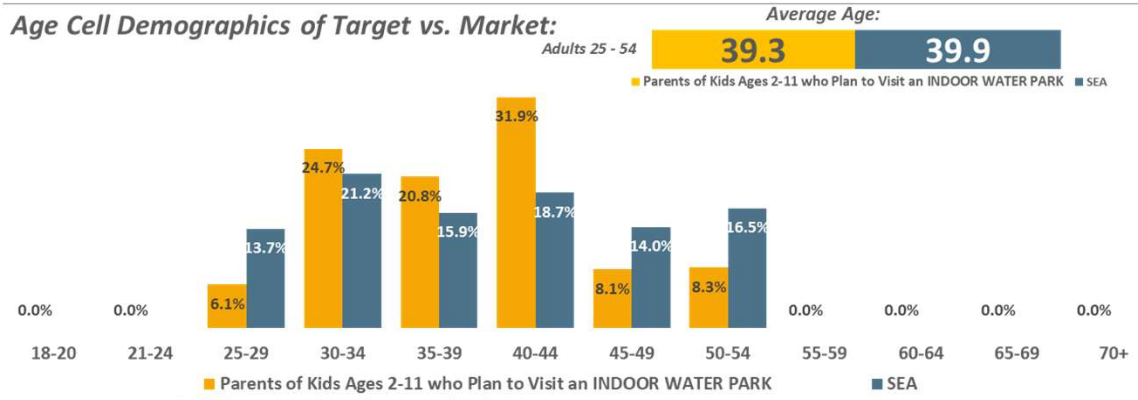
Gender of Target vs. Market: Adults 25 - 54



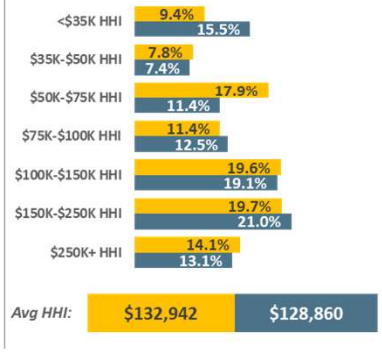
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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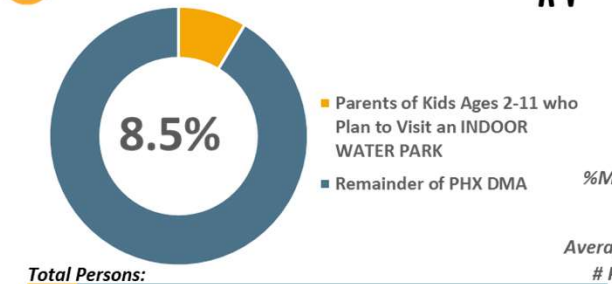
PHX

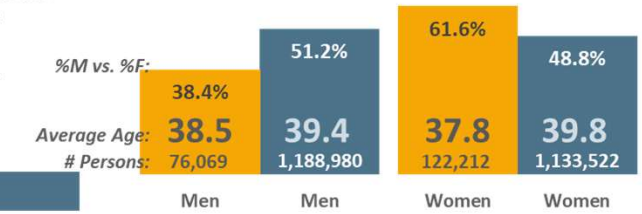
8.5% or 198,281 of PHX DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 38.1 years old (3.8% younger than average) and have a $108,535 (1.5% higher than average) annual household income.

Percent of Market: Adults 25 - 54

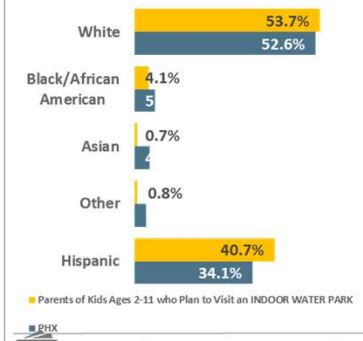


Total Persons:	198,281	2,124,221

Gender of Target vs. Market: Adults 25 - 54

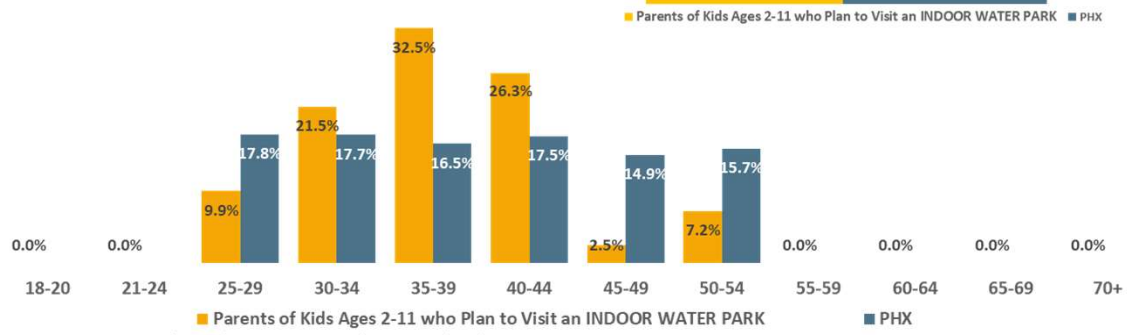


Ethnicity of Target vs. Market:

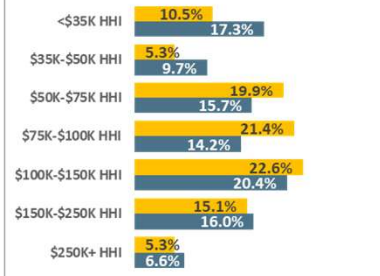


Age Cell Demographics of Target vs. Market:

Average Age:	Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK	PHX
Adults 25 - 54	38.1	39.6



HHI of Target vs. Market:



Avg HHI:	$108,535	$106,966

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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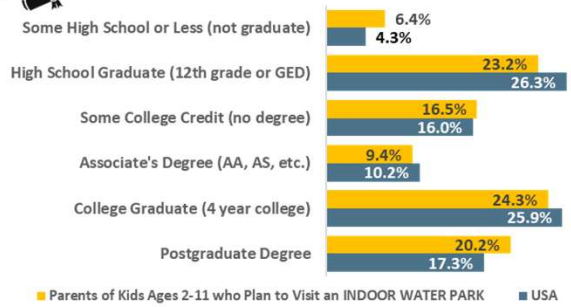
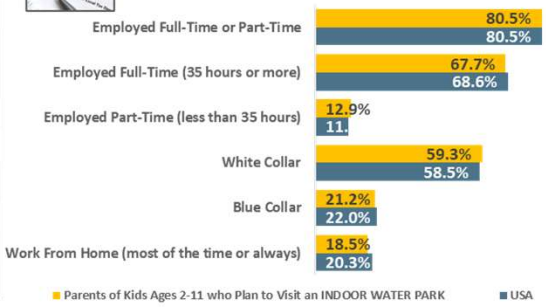
13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 3.1% more likely to be a college graduate, 1.4% less likely to work full-time, 30.6% more likely to be married, 127.3% more likely to be a parent of 1 or more children und

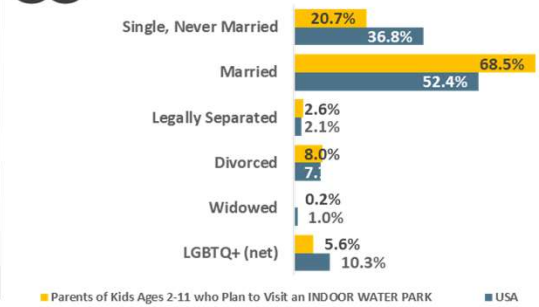
Education Levels: Adults 25 - 54



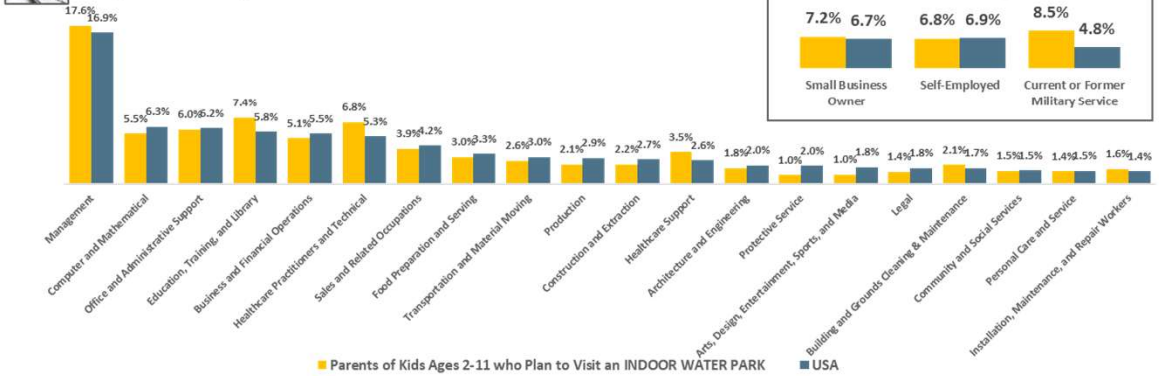
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

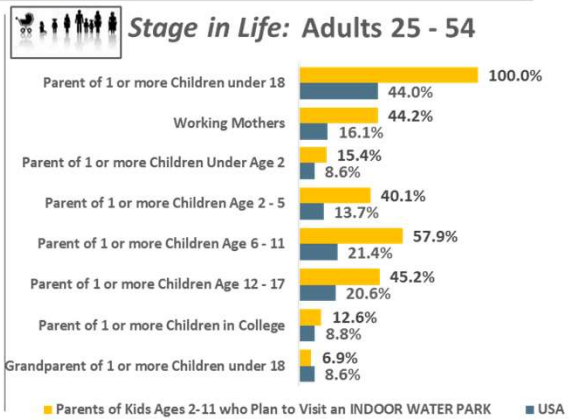


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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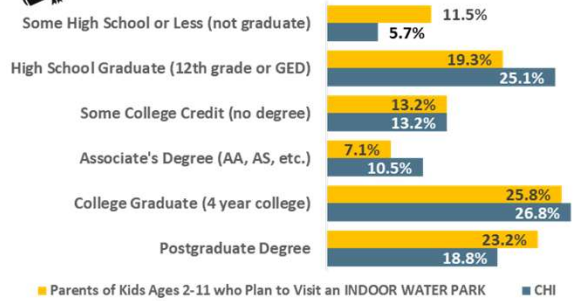
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

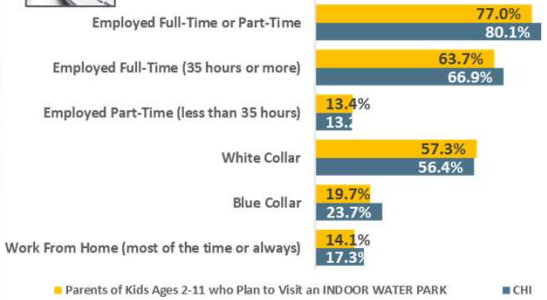


18.1% or 690,538 of CHI DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 7.4% more likely to be a college graduate, 4.8% less likely to work full-time, 34.2% more likely to be married, 122.2% more likely to be a parent of 1 or more children und

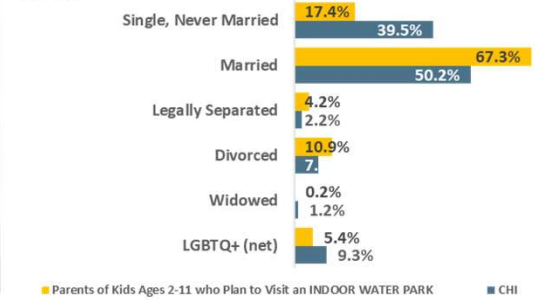
Education Levels: Adults 25 - 54



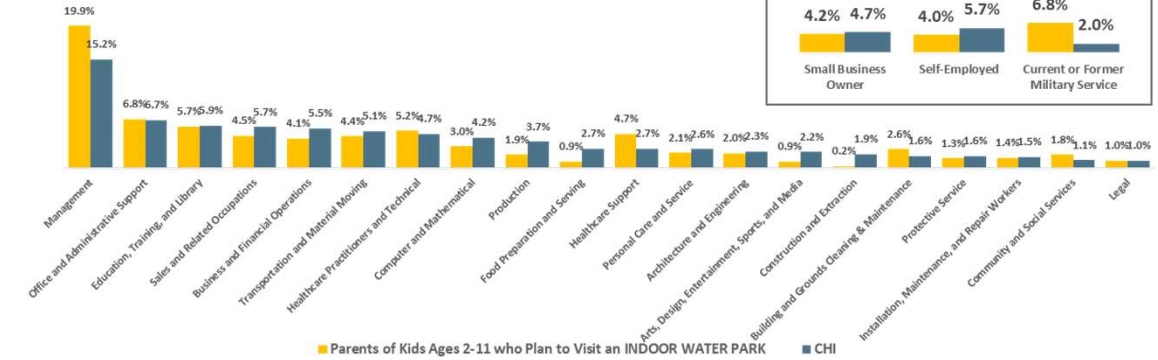
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

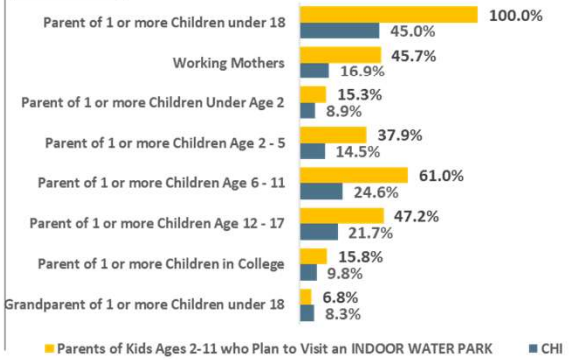


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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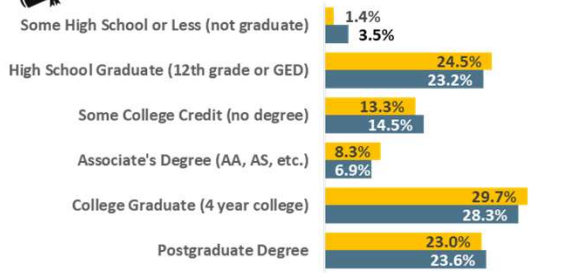
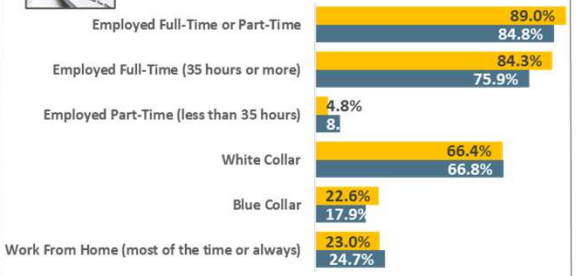
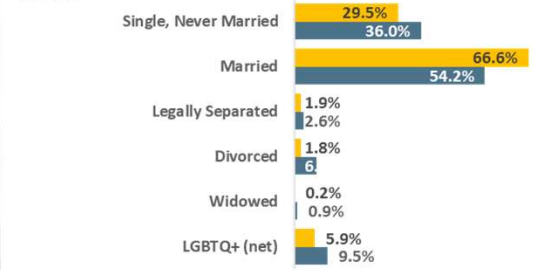
Education Levels: Adults 25 - 54



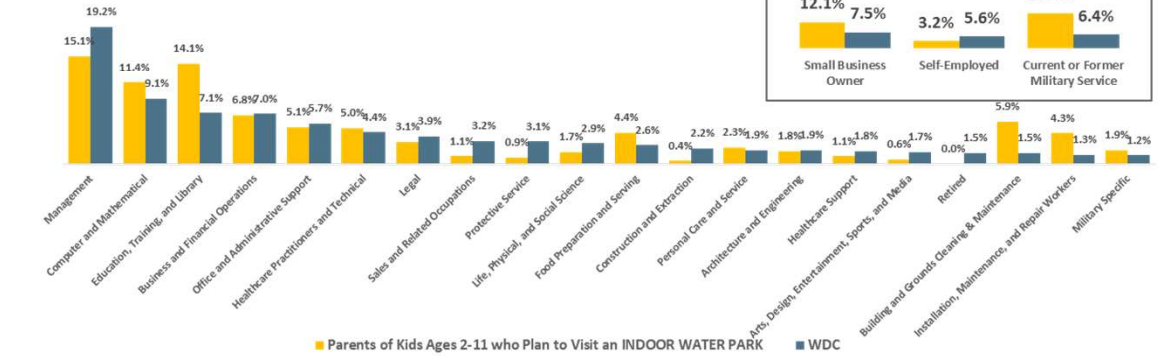
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

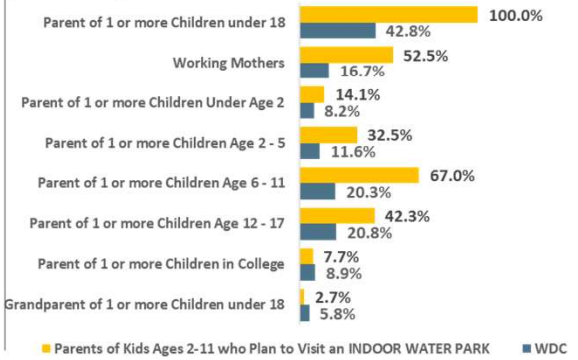


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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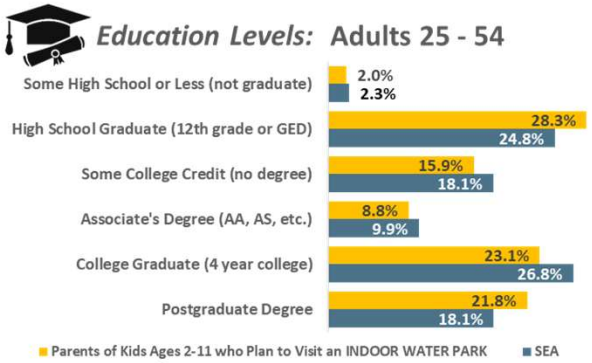
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

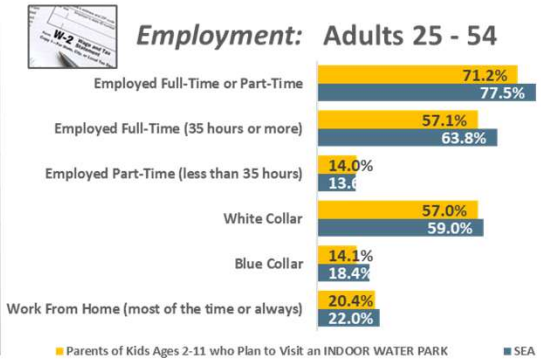


8.4% or 198,756 of SEA DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are .1% more likely to be a college graduate, 10.5% less likely to work full-time, 26.5% more likely to be married, 143.6% more likely to be a parent of 1 or more children und

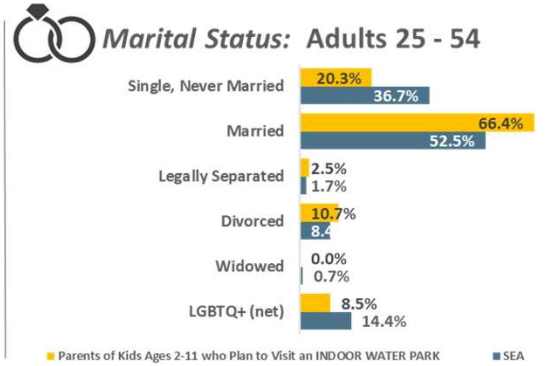
Education Levels: Adults 25 - 54



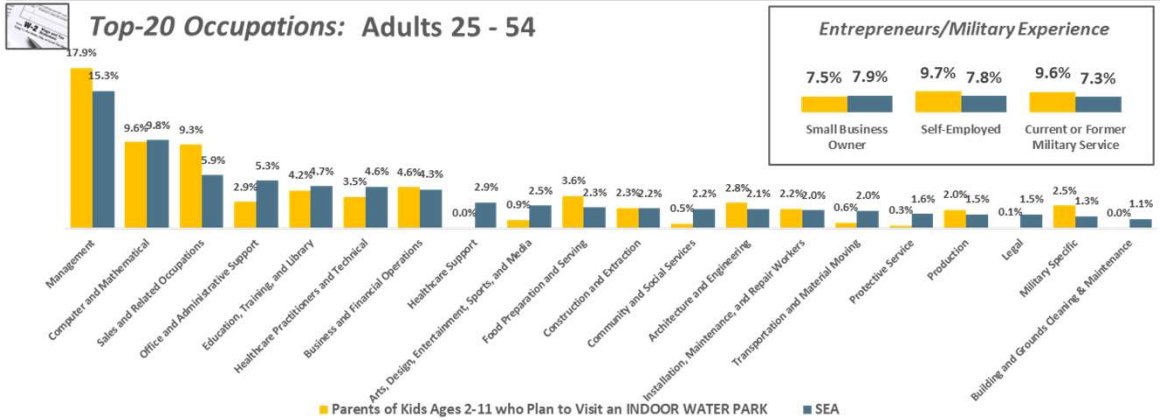
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

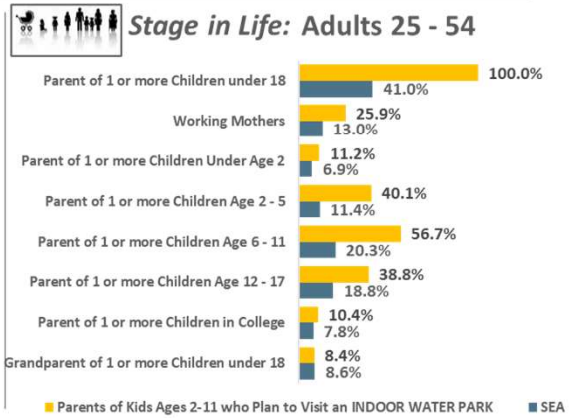


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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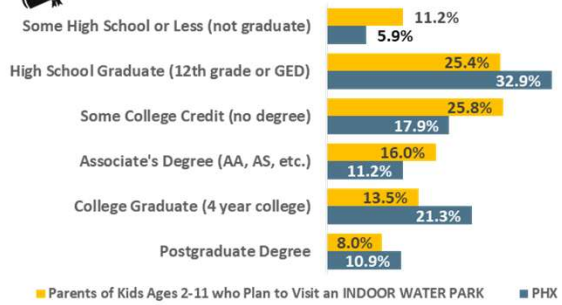
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

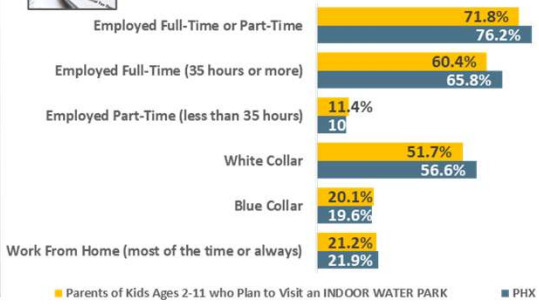
PHX

8.5% or 198,281 of PHX DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 33.1% less likely to be a college graduate, 8.2% less likely to work full-time, 21.8% more likely to be married, 139.9% more likely to be a parent of 1 or more children un

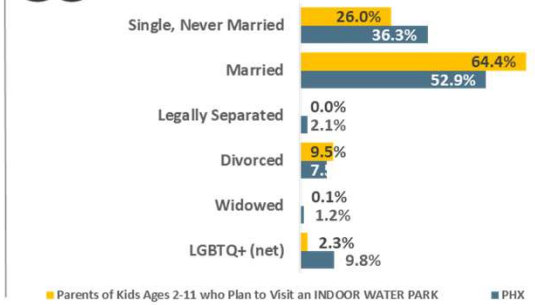
Education Levels: Adults 25 - 54



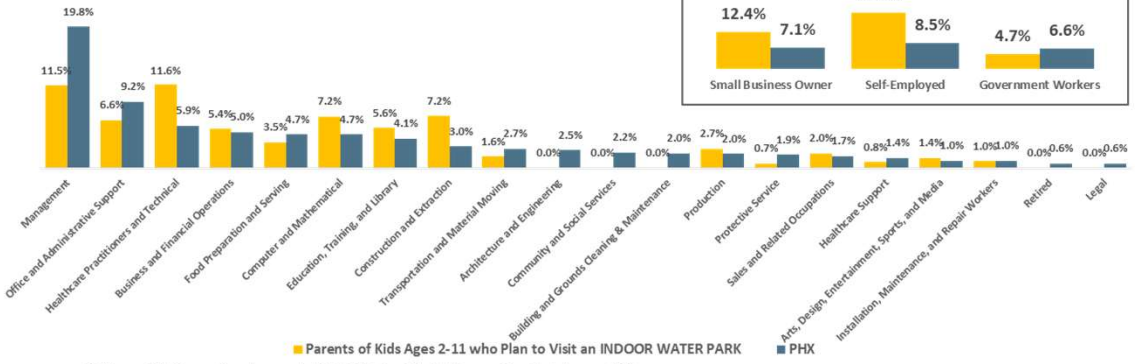
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

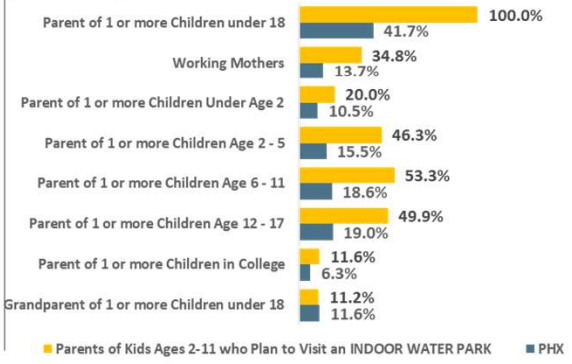


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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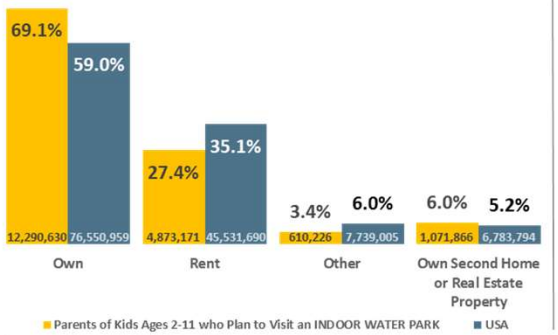
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

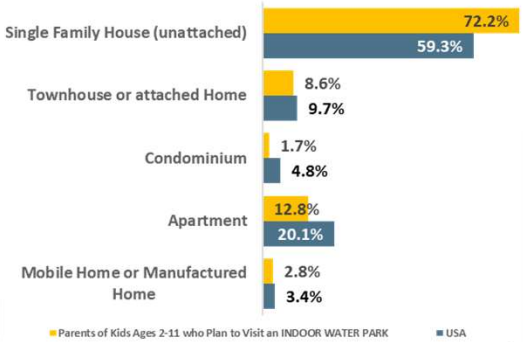


13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 17.3% more likely to own their home, 22.3% more likely to own a higher valued home, 21.8% more likely to have a single-family home, 20.4% more likely to have a dog.

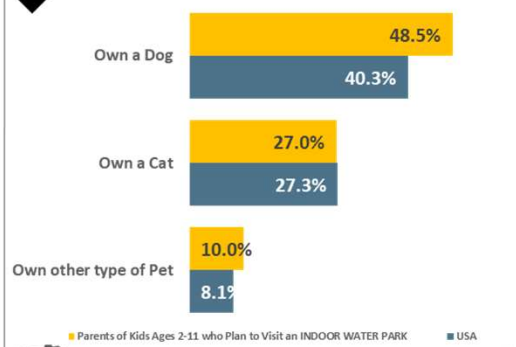
Own/Rent/Other: Adults 25 - 54



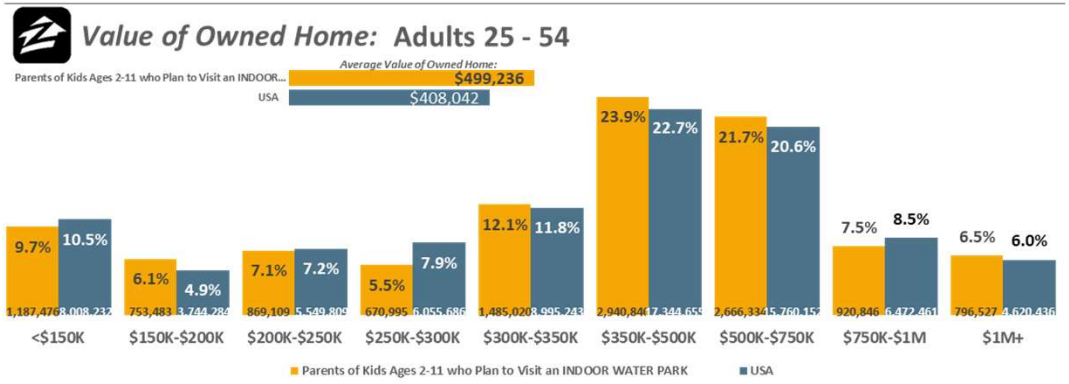
Type of Home: Adults 25 - 54



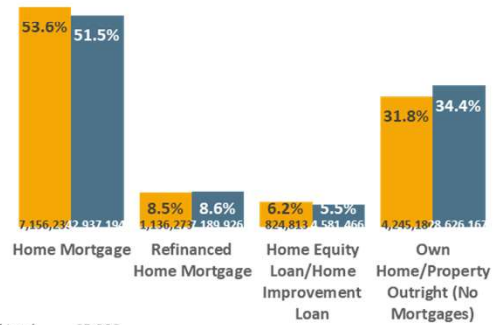
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *1,633*

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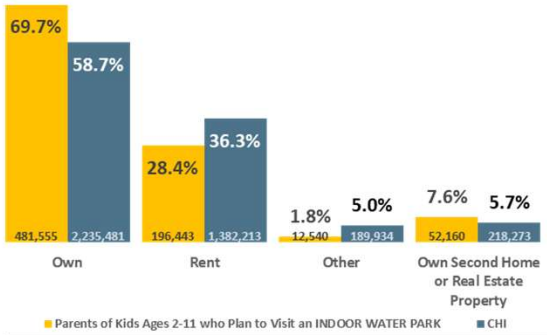
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*

[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

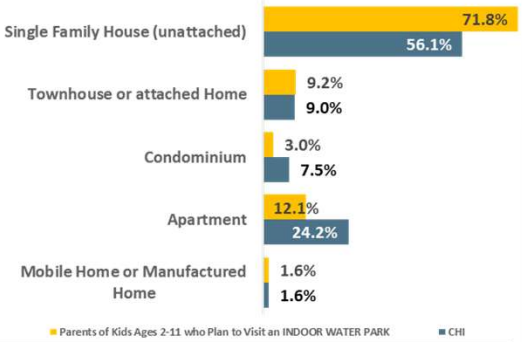


18.1% or 690,538 of CHI DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 18.8% more likely to own their home, 20.9% more likely to own a higher valued home, 28.% more likely to have a single-family home, 5.9% more likely to have a dog.

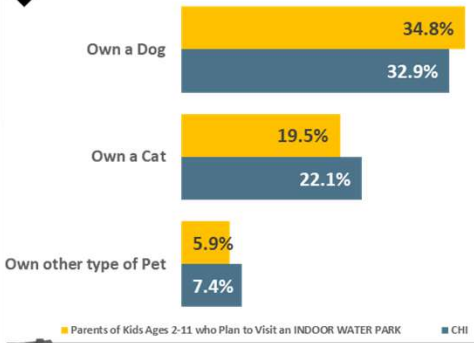
Own/Rent/Other: Adults 25 - 54



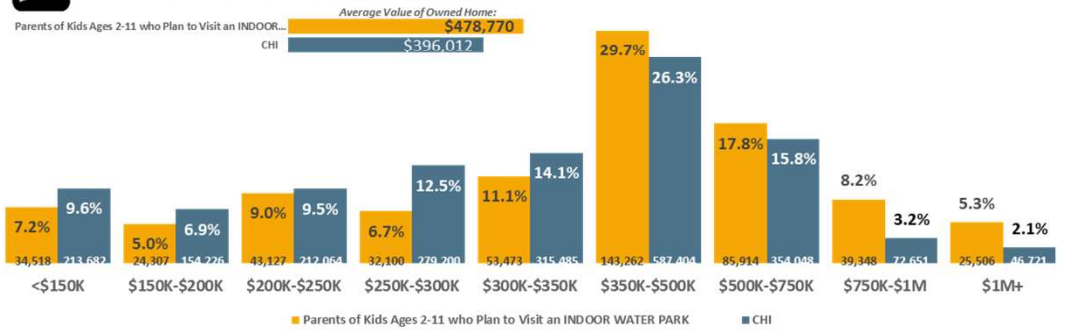
Type of Home: Adults 25 - 54



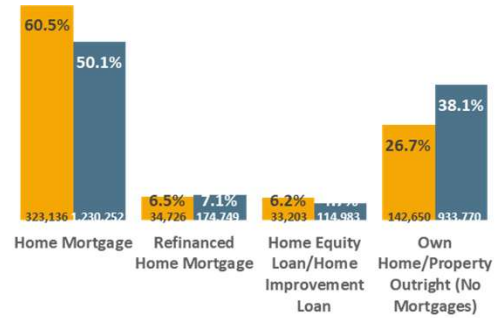
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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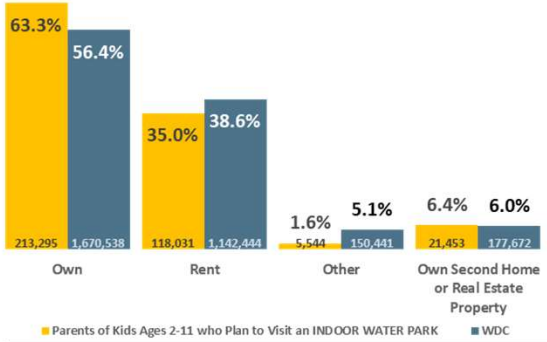
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

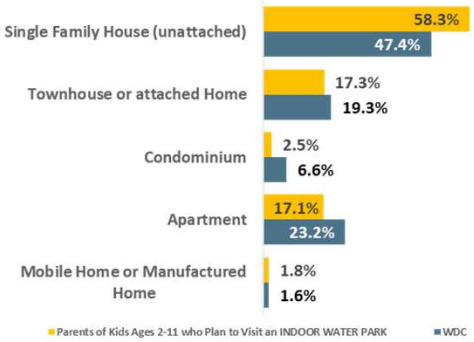


11.4% or 336,870 of WDC DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 12.3% more likely to own their home, 14.4% more likely to own a higher valued home, 22.9% more likely to have a single-family home, 48.3% more likely to have a dog.

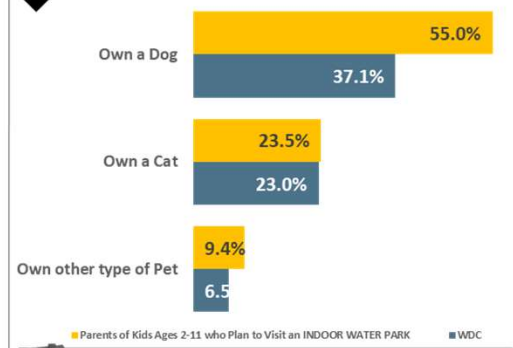
Own/Rent/Other: Adults 25 - 54



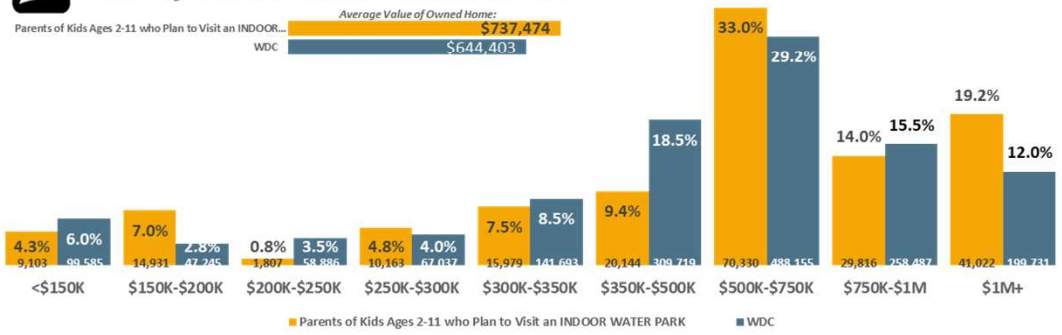
Type of Home: Adults 25 - 54



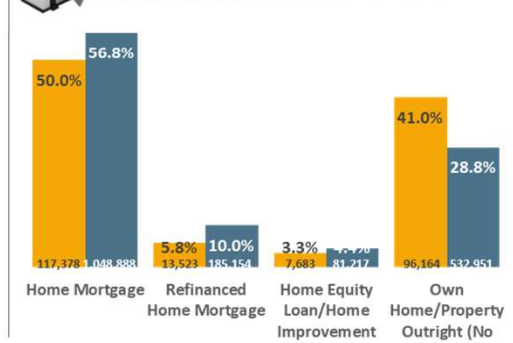
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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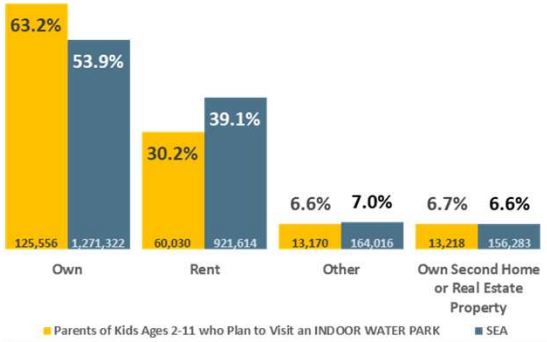
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

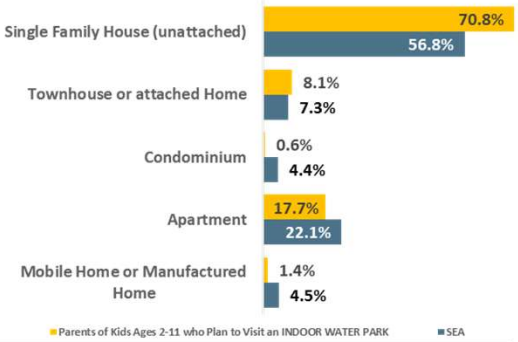


8.4% or 198,756 of SEA DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 17.1% more likely to own their home, 4.3% more likely to own a higher valued home, 24.6% more likely to have a single-family home, 31.6% more likely to have a dog.

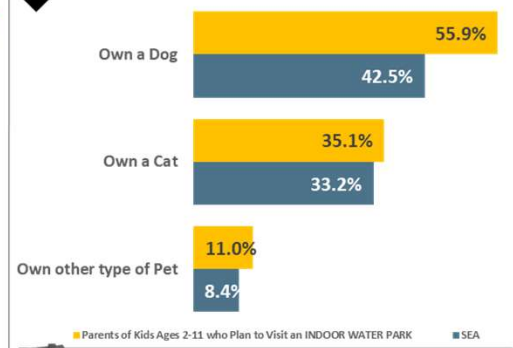
Own/Rent/Other: Adults 25 - 54



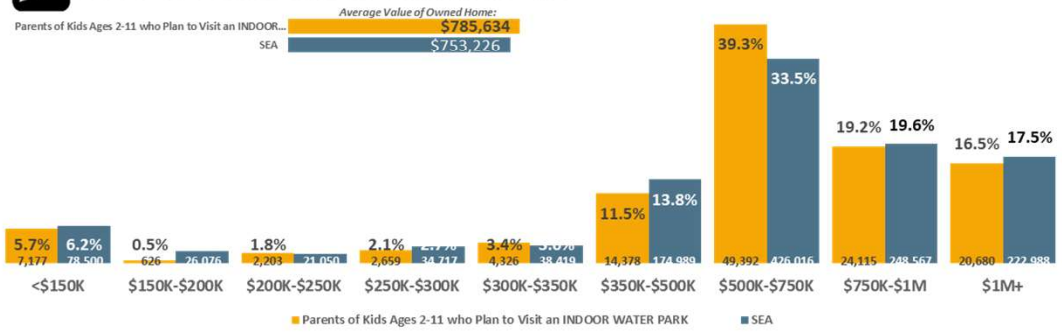
Type of Home: Adults 25 - 54



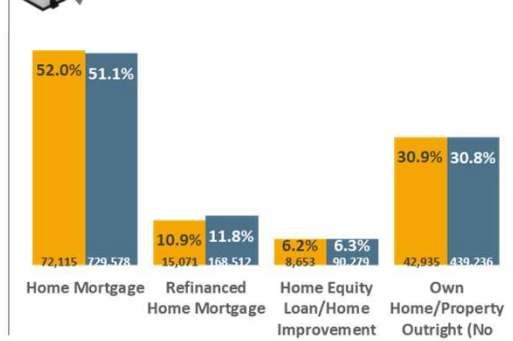
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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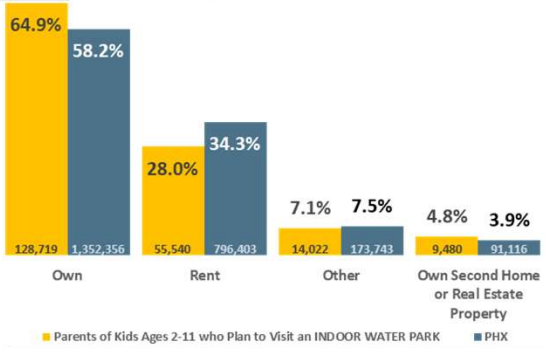
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

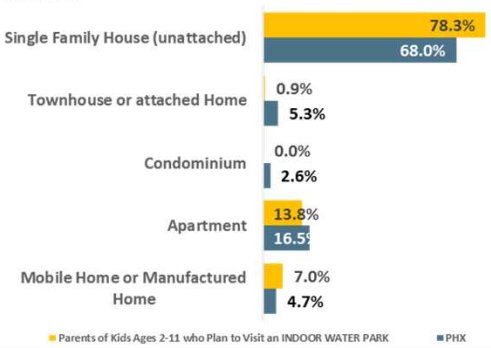
PHX

8.5% or 198,281 of PHX DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 11.5% more likely to own their home, 9.8% more likely to own a lower valued home, 15.2% more likely to have a single-family home, 37.4% more likely to have a dog.

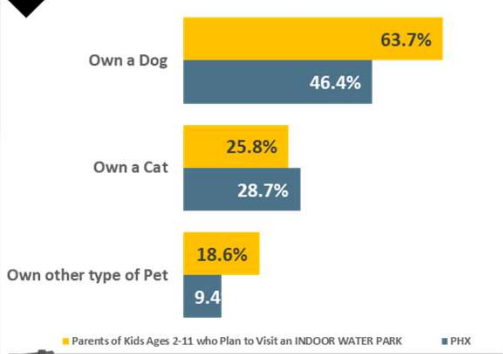
Own/Rent/Other: Adults 25 - 54



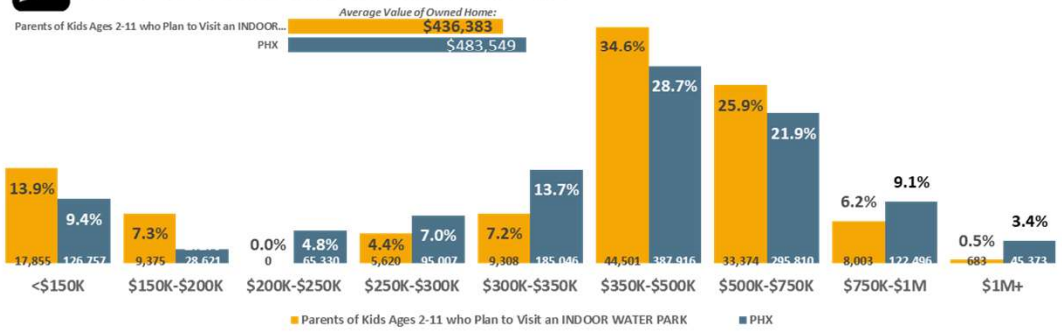
Type of Home: Adults 25 - 54



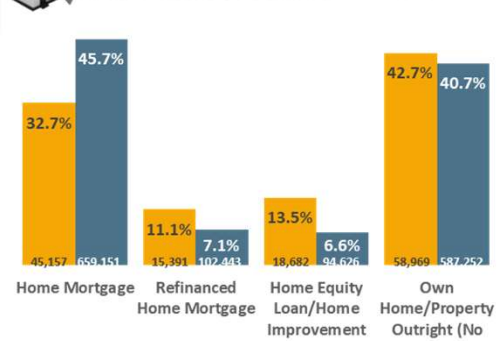
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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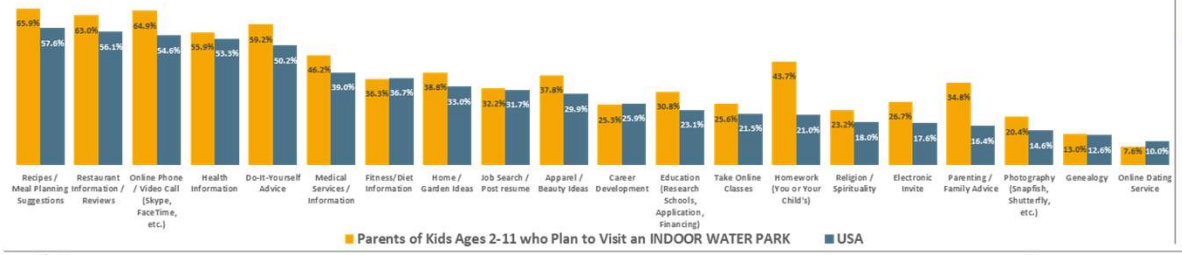
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

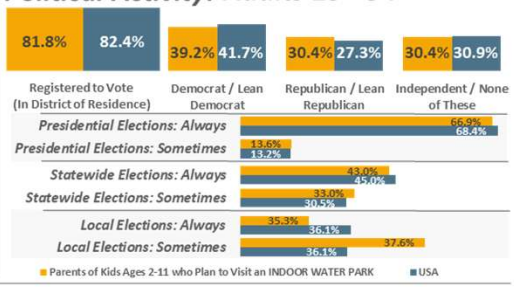


13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 17.9% more likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 17.8% less likely to belong to a gym, 1.2% less likely to fly domesti

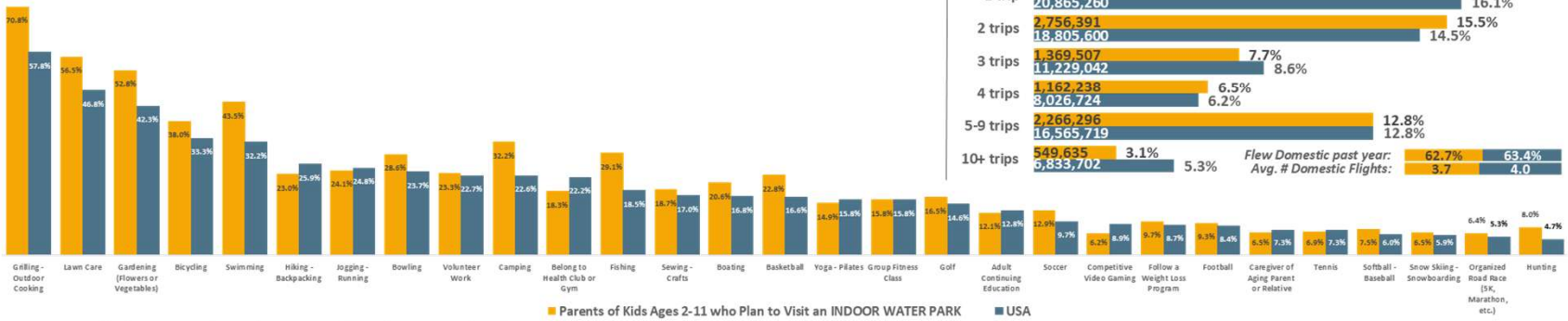
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *1,633*

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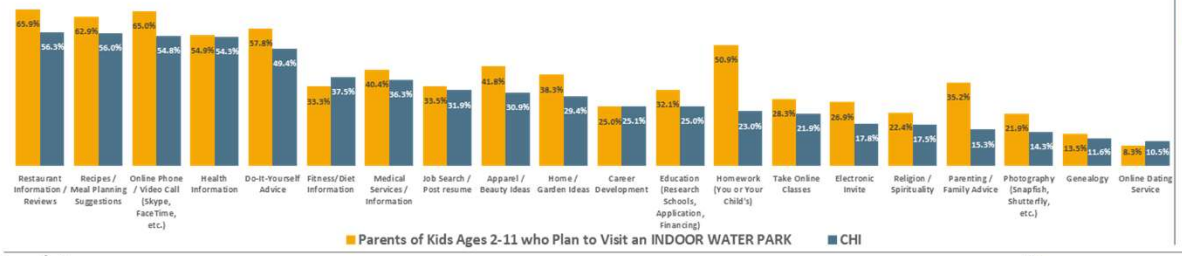
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*

[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

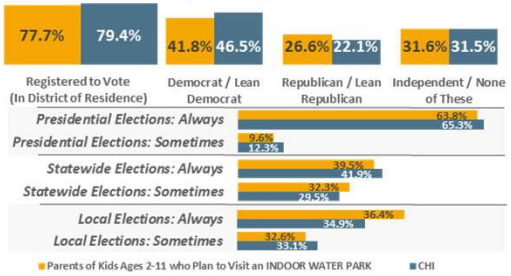


18.1% or 690,538 of CHI DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER... Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 17.1% more likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 26.% less likely to belong to a gym, 2.3% less likely to fly domestic

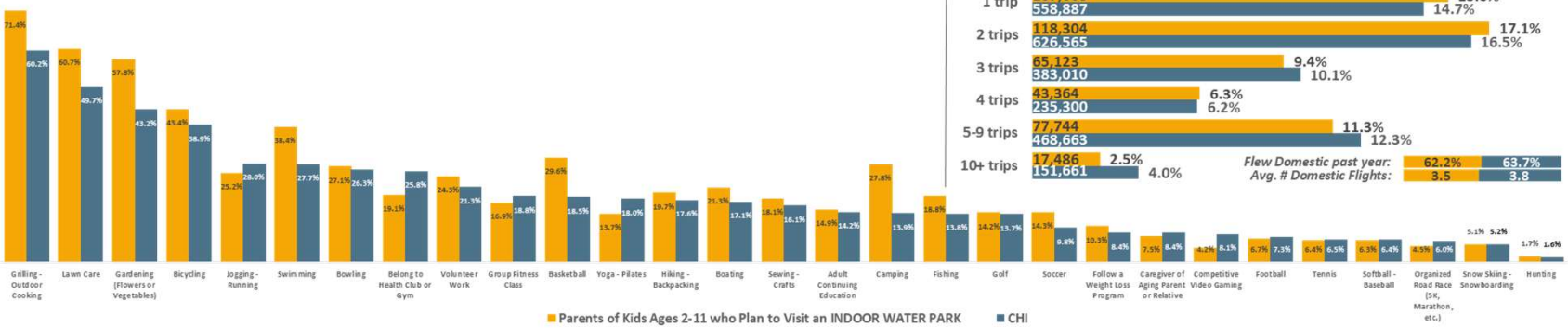
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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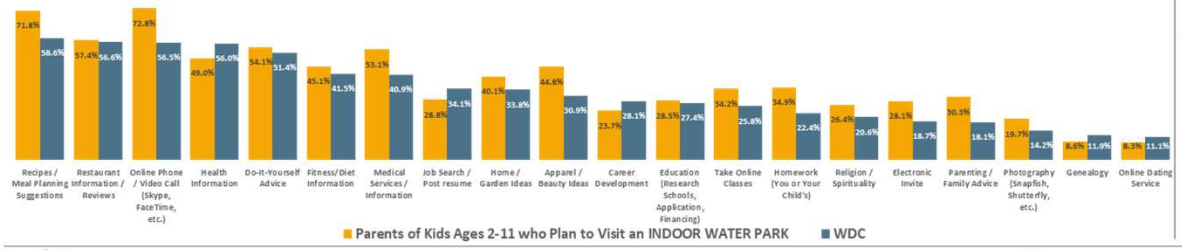
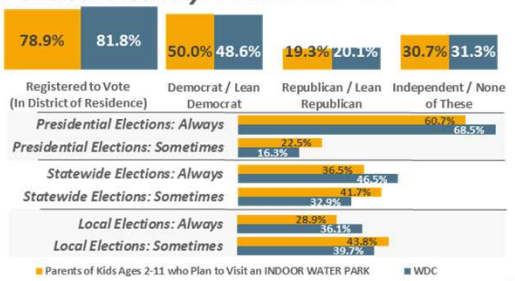
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

11.4% or 336,870 of WDC DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER… Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 5.2% more likely to look up D-I-Y advice online, 20.1% less likely to always vote in local elections, 12.5% less likely to belong to a gym, .3% more likely to fly domestic

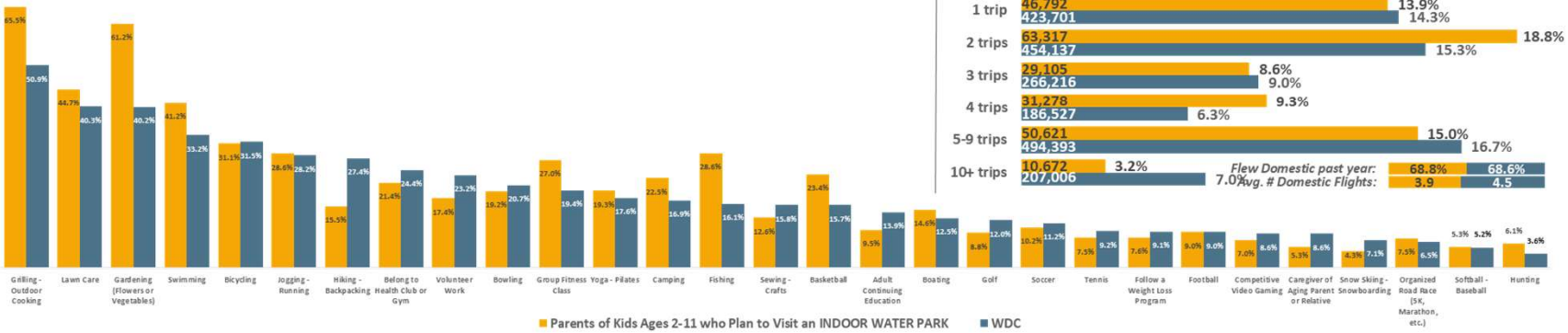
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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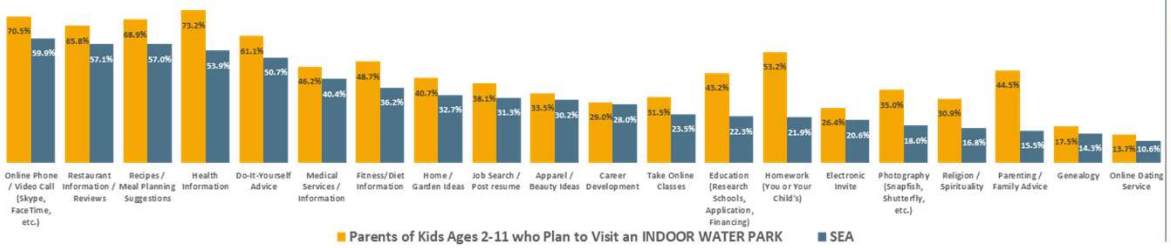
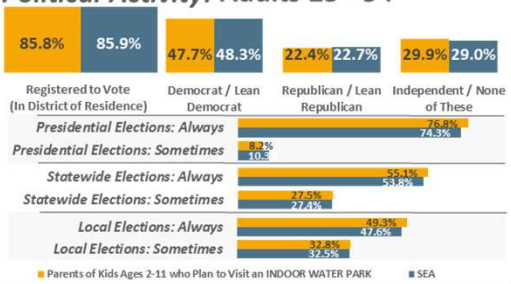
8.4% or 198,756 of SEA DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 20.5% more likely to look up D-I-Y advice online, 3.6% more likely to always vote in local elections, 23.3% less likely to belong to a gym, 7.4% more likely to fly domesti

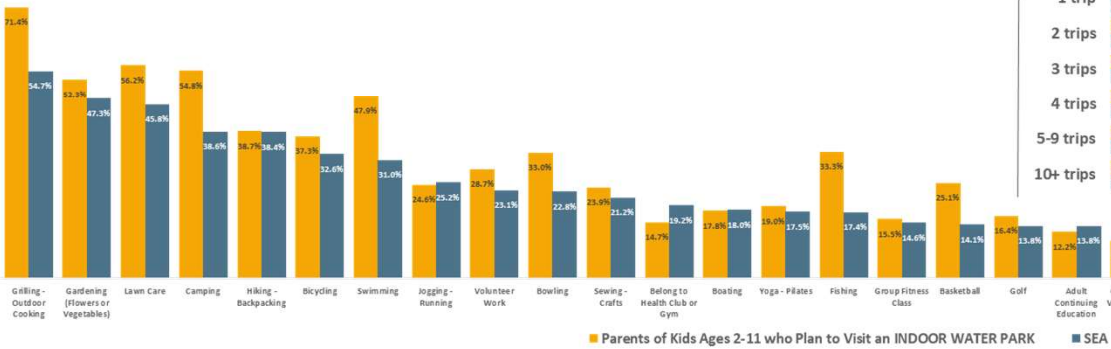
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



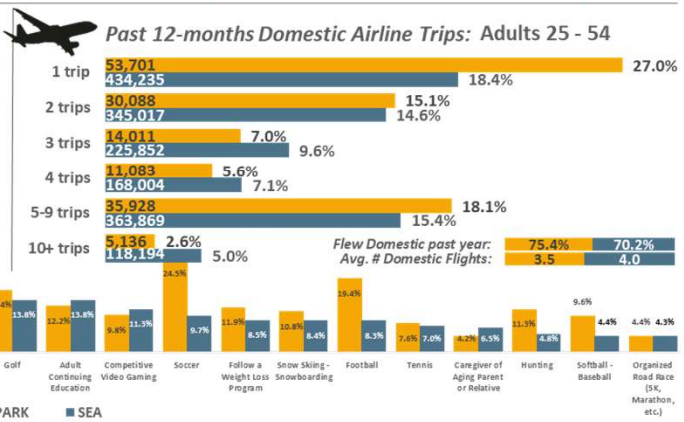
Political Activity: Adults 25 - 54



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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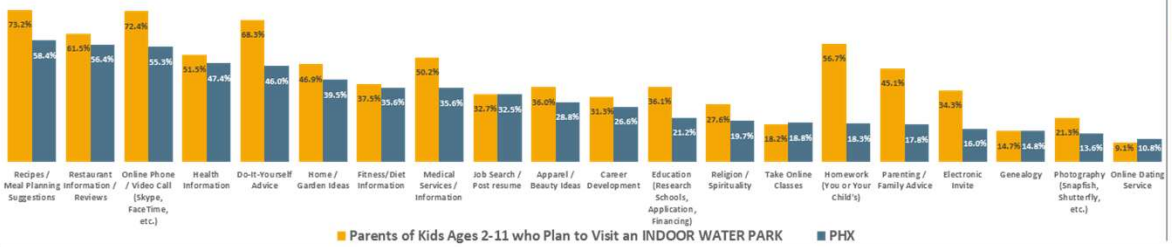
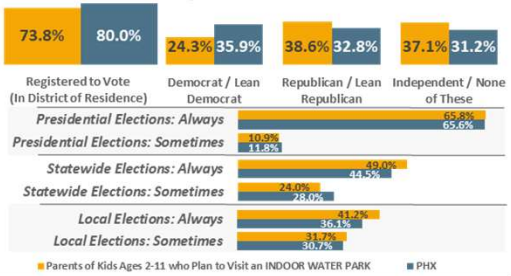
8.5% or 198,281 of PHX DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 48.4% more likely to look up D-I-Y advice online, 13.9% more likely to always vote in local elections, 11.3% less likely to belong to a gym, 10.7% more likely to fly domes

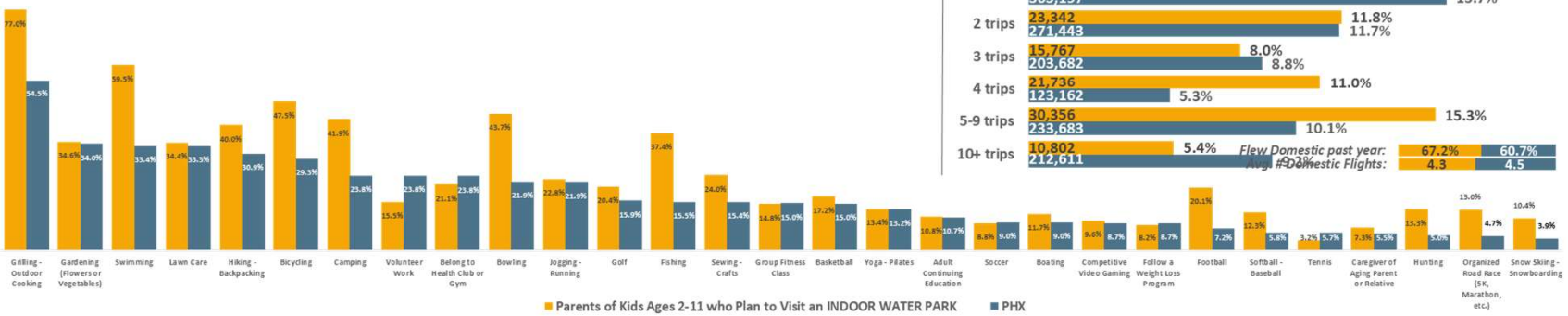
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 5.5% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., .6% more likely to use Casinos past yr., 3.1% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



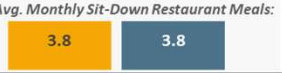
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

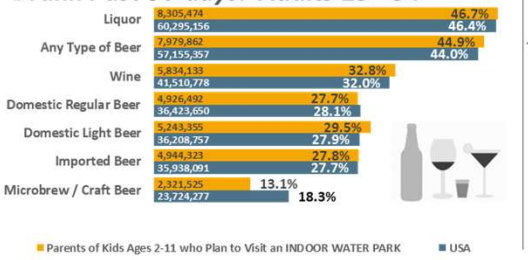
(Sit-Down Restaurants Used Past 30-days)



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

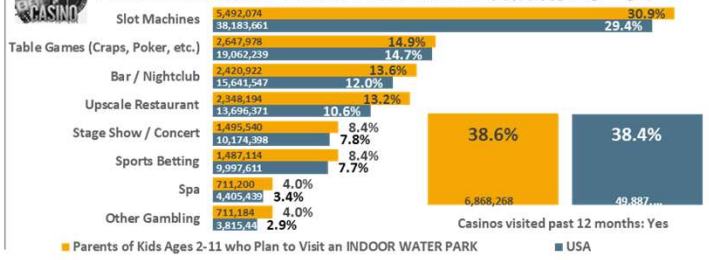


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



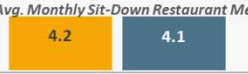
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

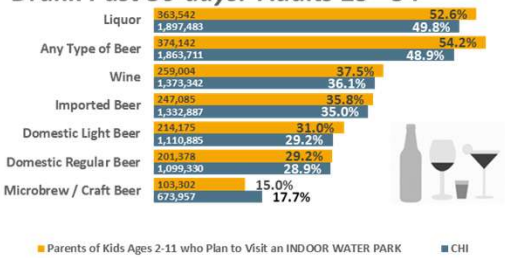
(Sit-Down Restaurants Used Past 30-days)



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

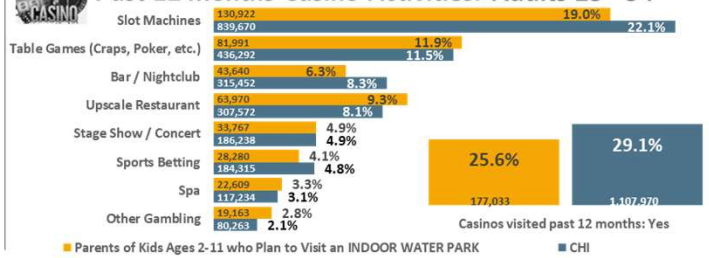


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 94.2% 317,451 | 86.2% 2,554,581

Avg. Monthly QSR Meals: 7.5 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 79.1% 266,598 | 74.5% 2,207,631

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 3.9

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

Parents of Kids Ages 2-11 who Plan to Visit an INDOOR... 103,907 30.8%

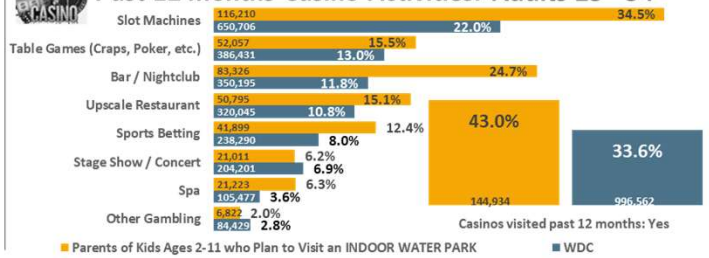
WDC 866,878 29.3%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



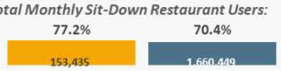
Avg. Monthly QSR Meals:



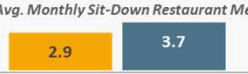
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

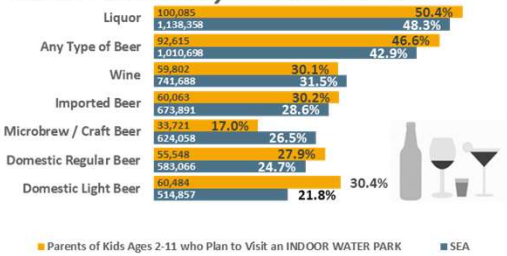
(Sit-Down Restaurants Used Past 30-days)



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

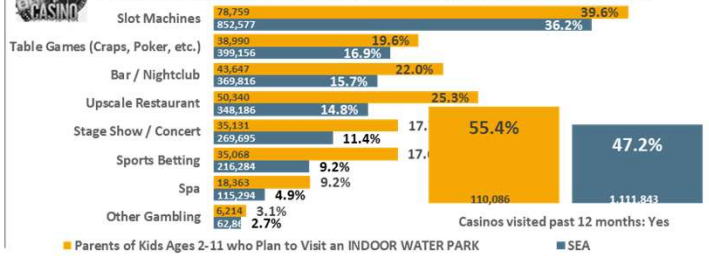


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



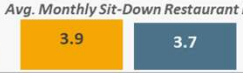
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

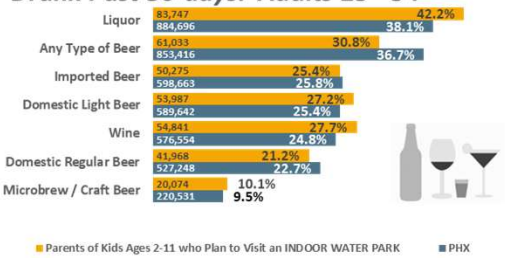
(Sit-Down Restaurants Used Past 30-days)



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

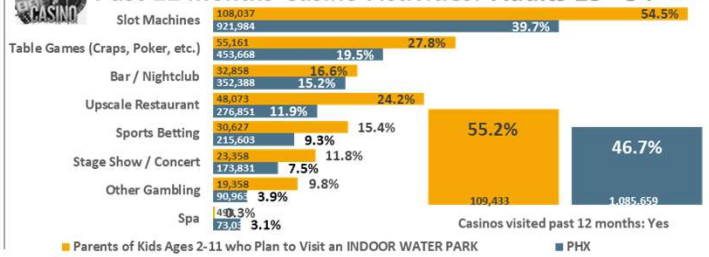


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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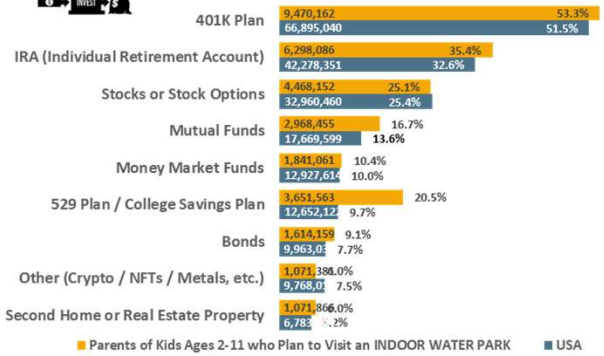
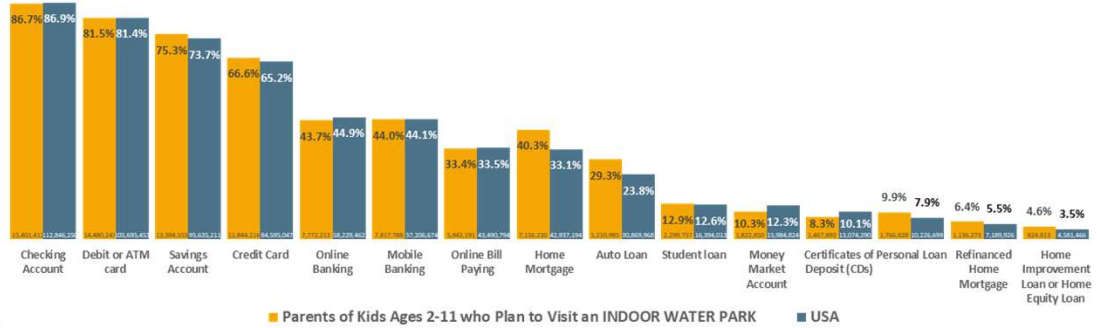
Investments Owned: Adults 25 - 54



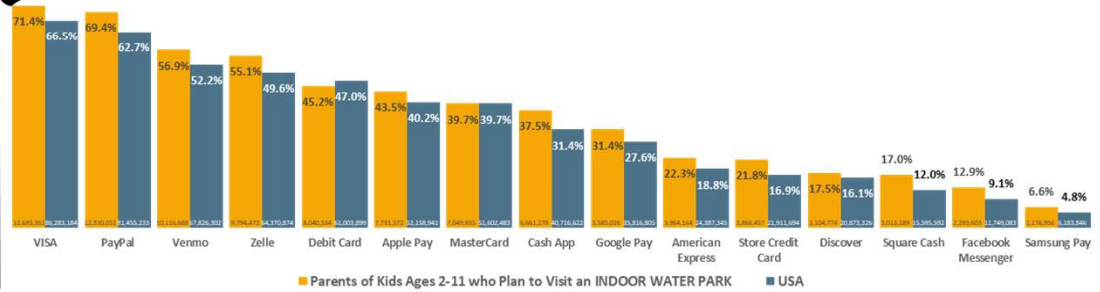
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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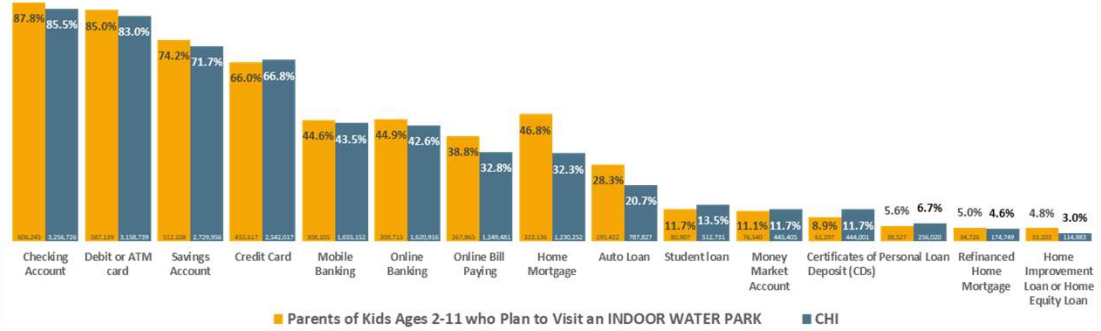
Investments Owned: Adults 25 - 54



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



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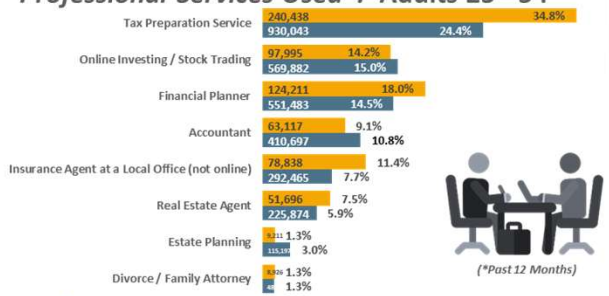
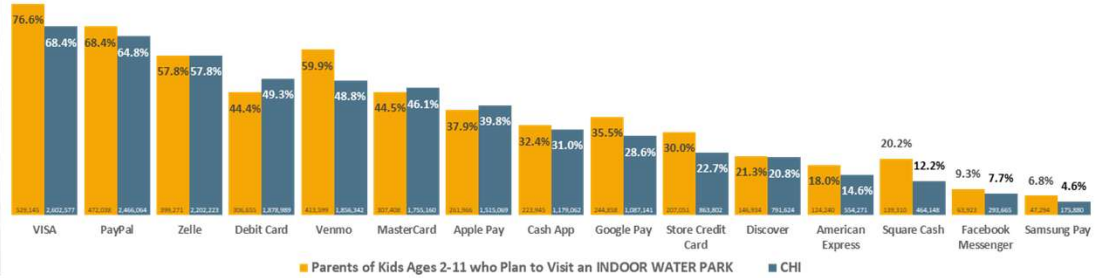


Past 3-Months Payment Methods Used: Adults 25 - 54



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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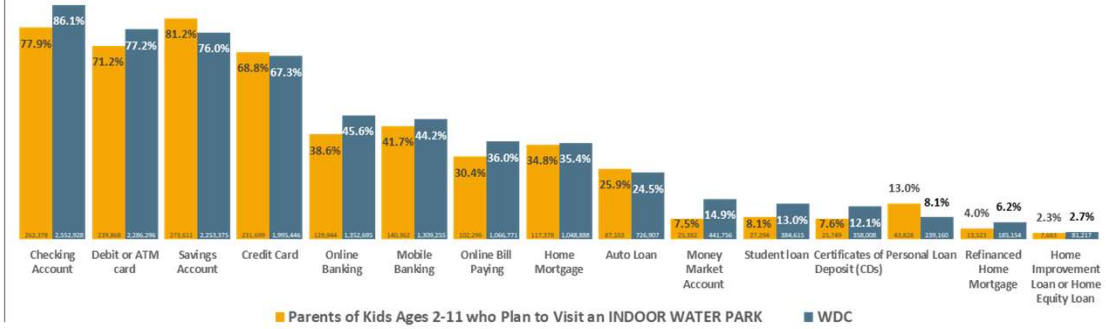
Investments Owned: Adults 25 - 54



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



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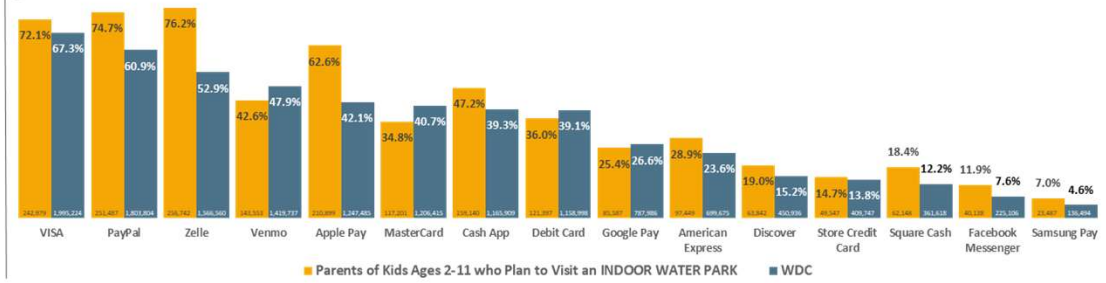

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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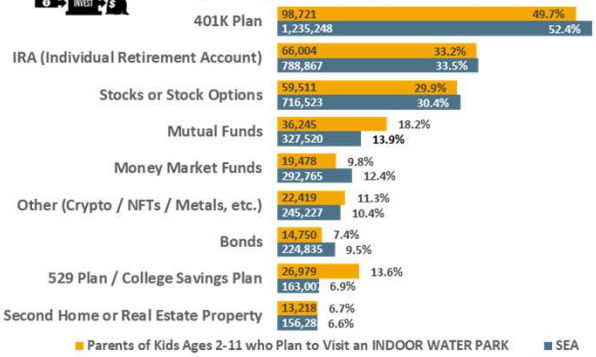
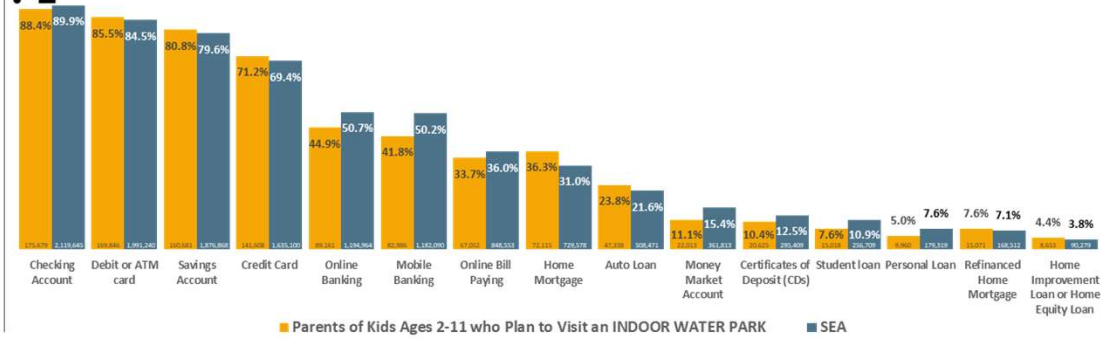
8.4% or 198,756 of SEA DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 5.2% less likely to have a 401K, 10.4% more likely to have an Auto Loan, 3.8% more likely to Invest/Trade Stocks Online, 11.7% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



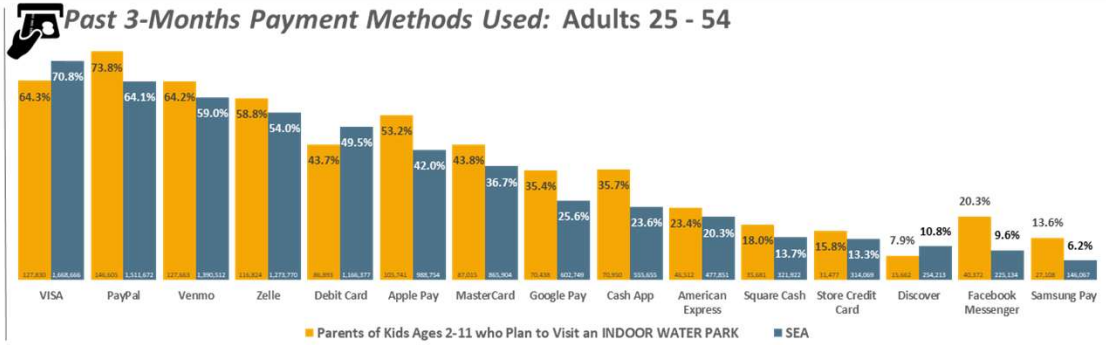
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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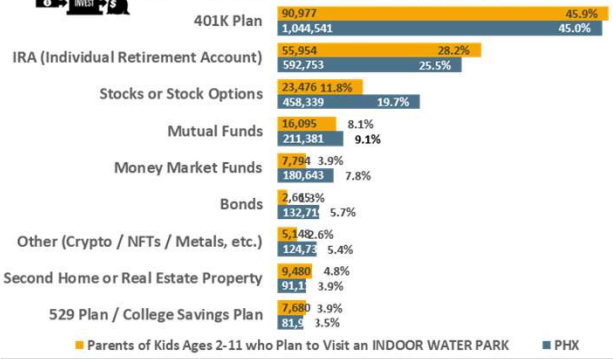
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

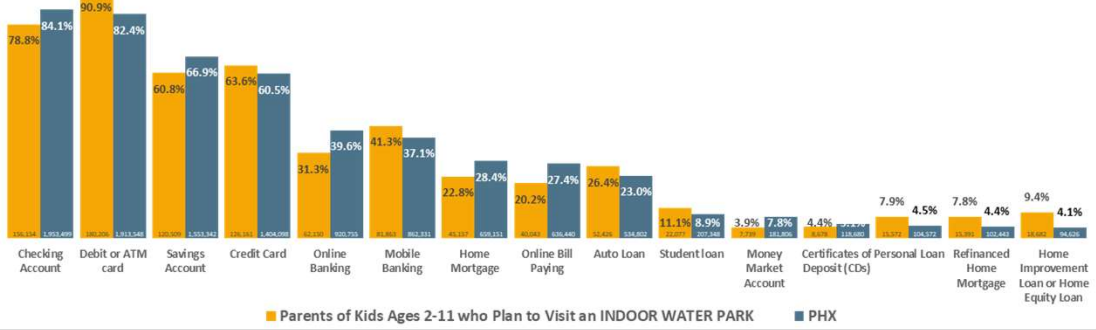


8.5% or 198,281 of PHX DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 2.% more likely to have a 401K, 14.8% more likely to have an Auto Loan, 57.5% less likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.

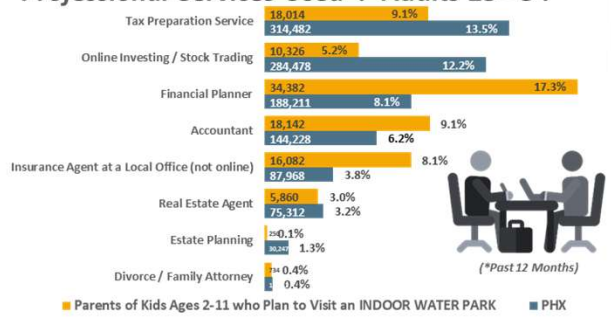
Investments Owned: Adults 25 - 54



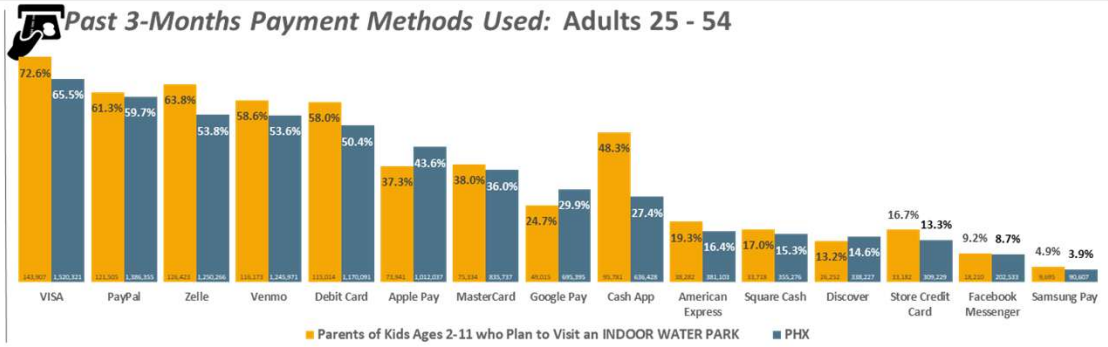
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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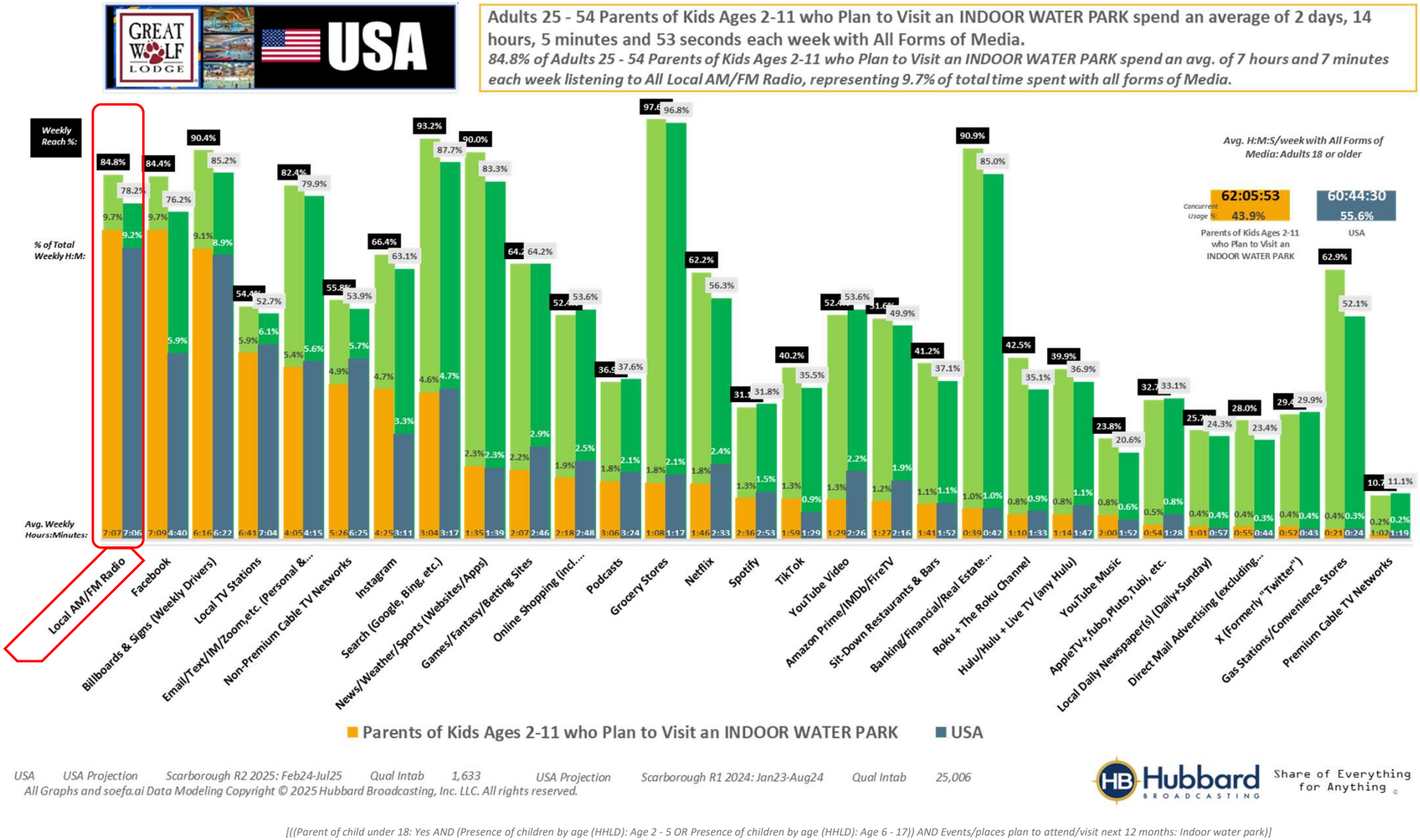
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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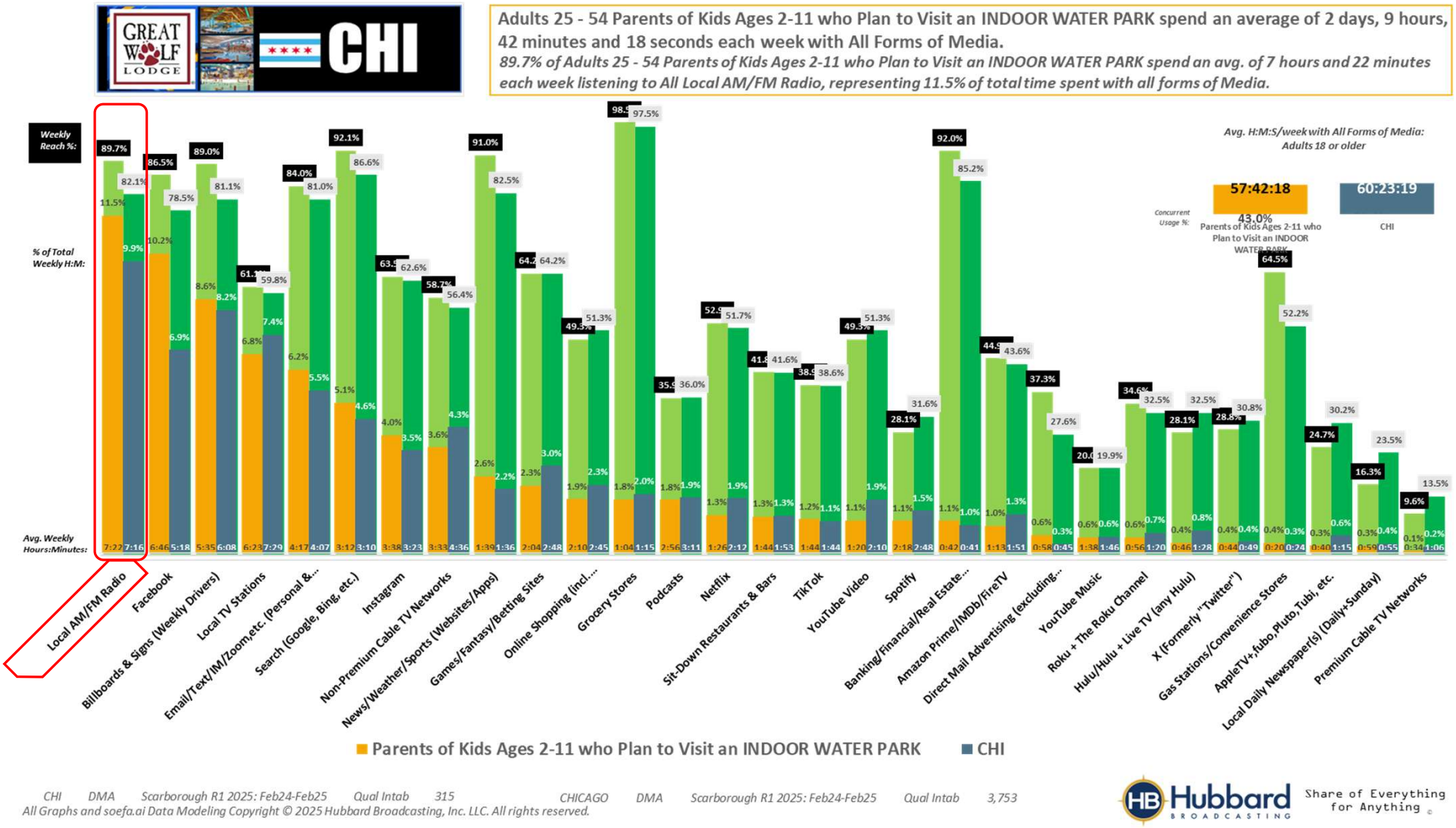
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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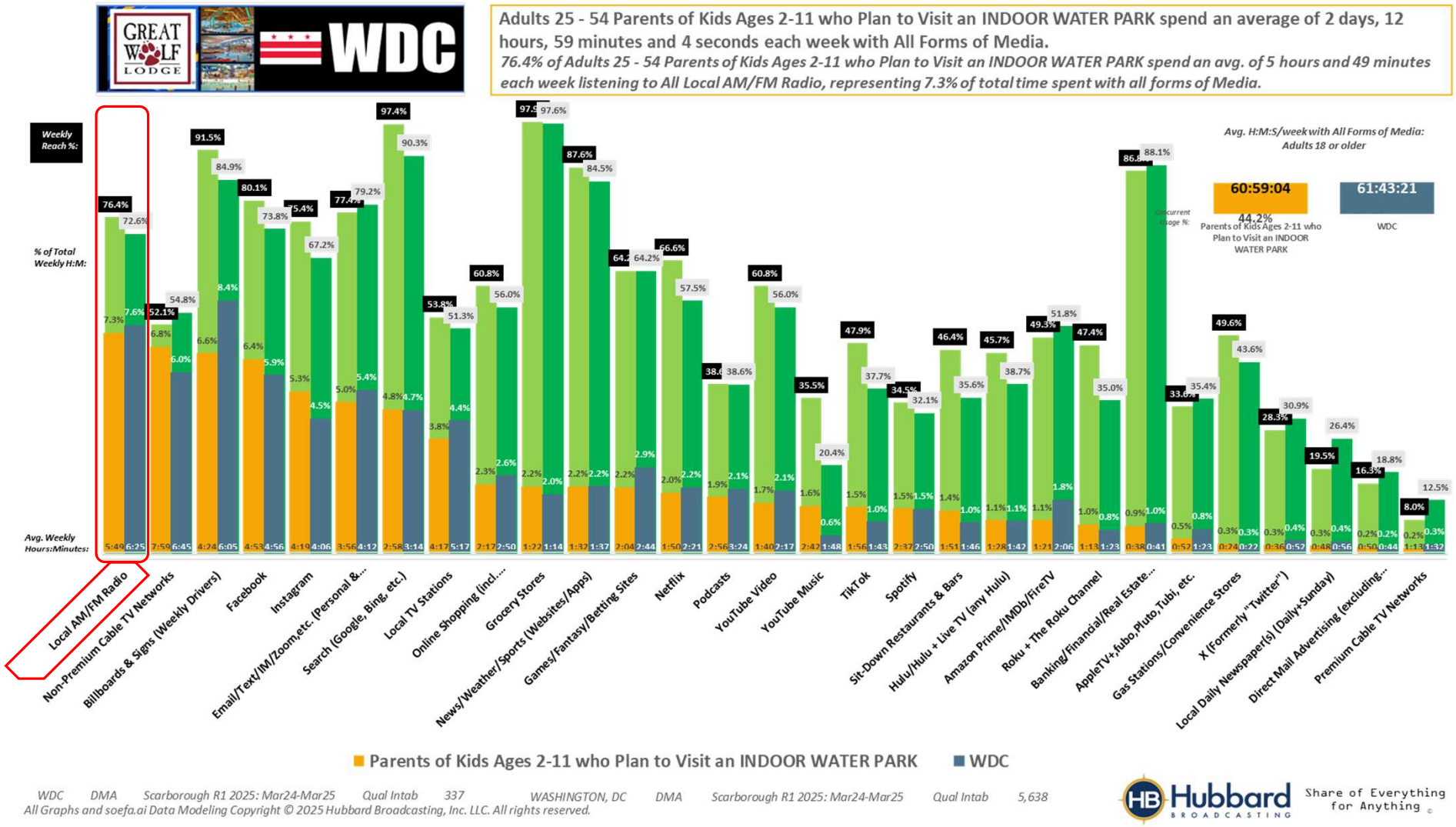
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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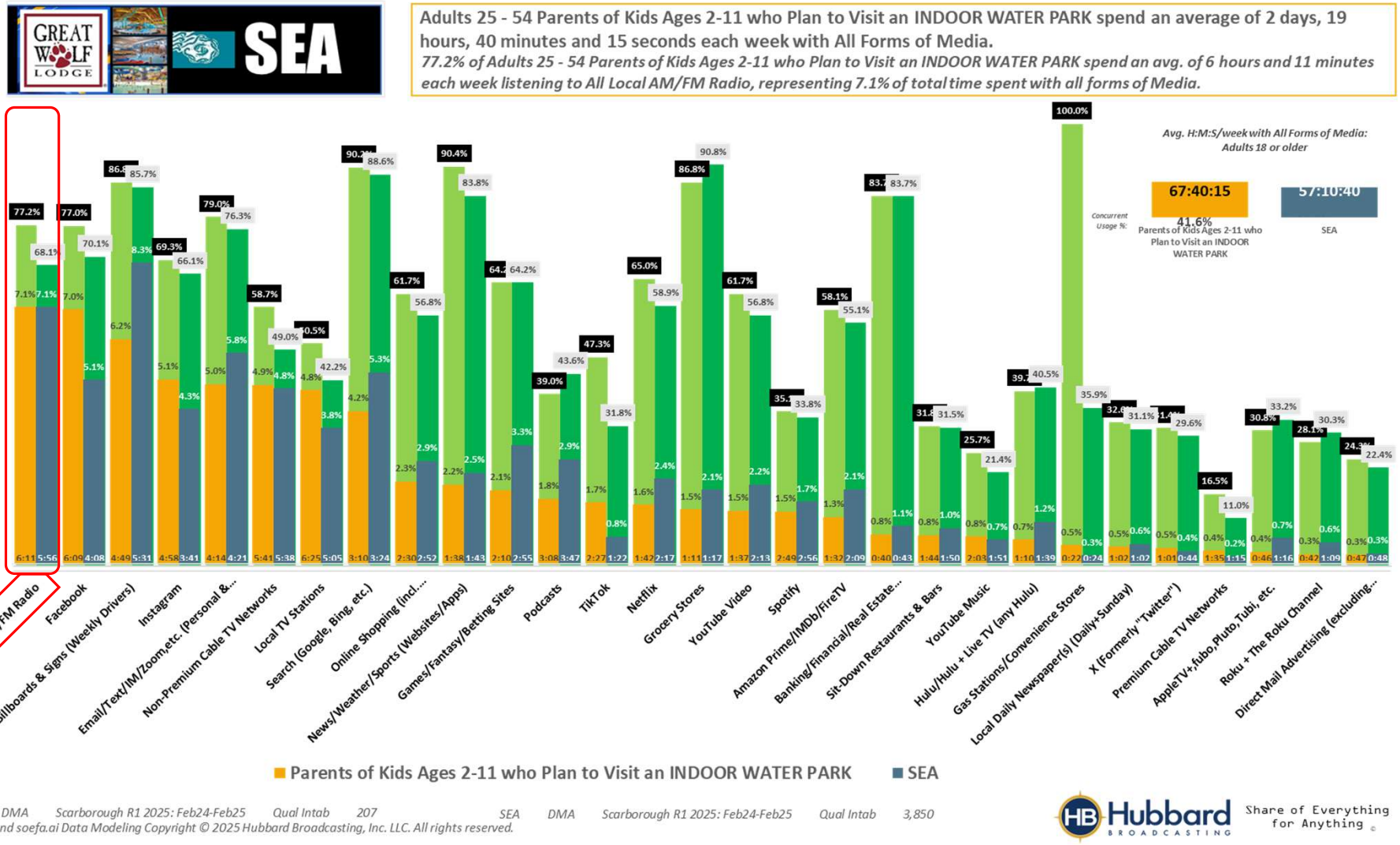
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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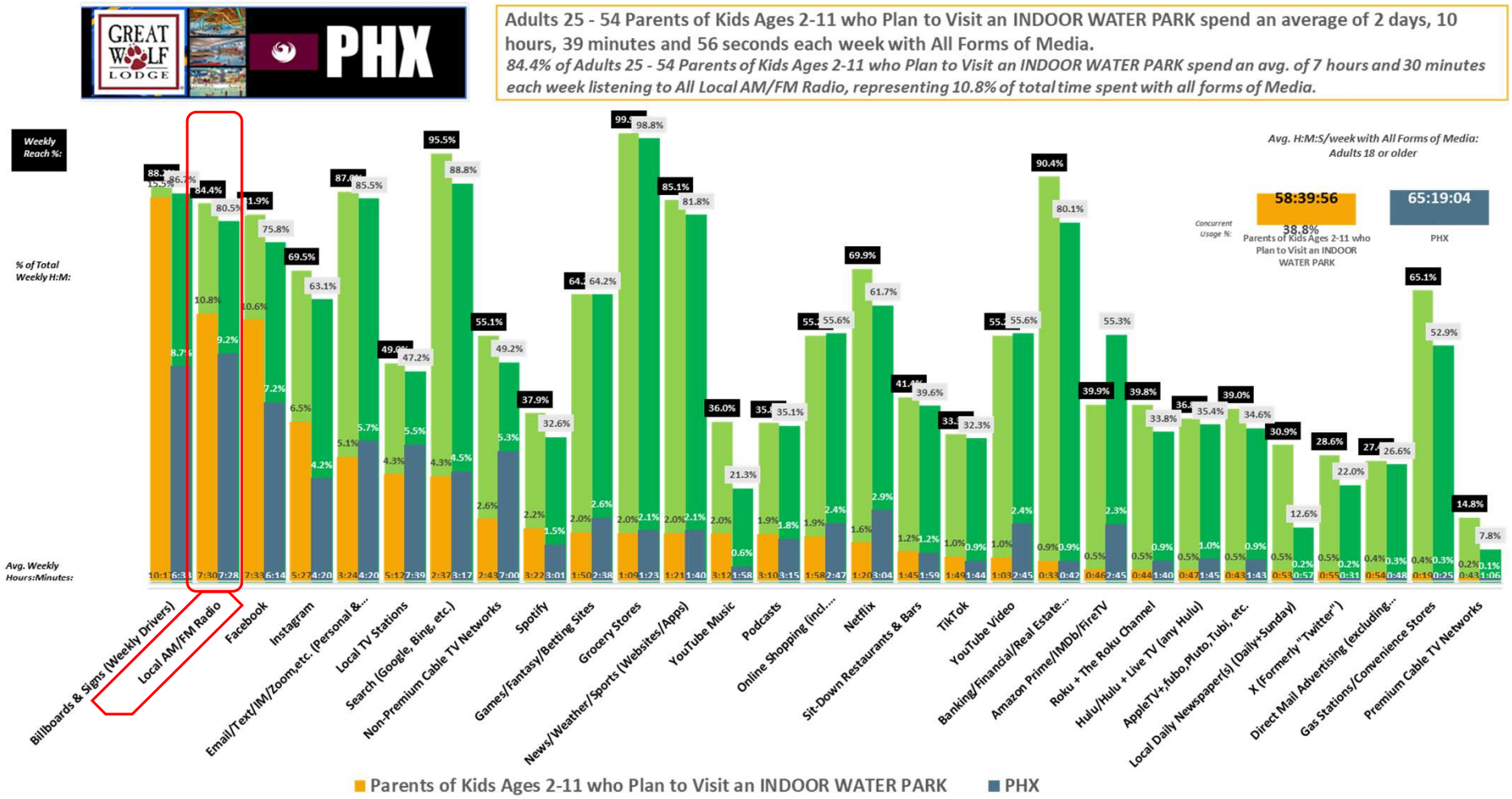
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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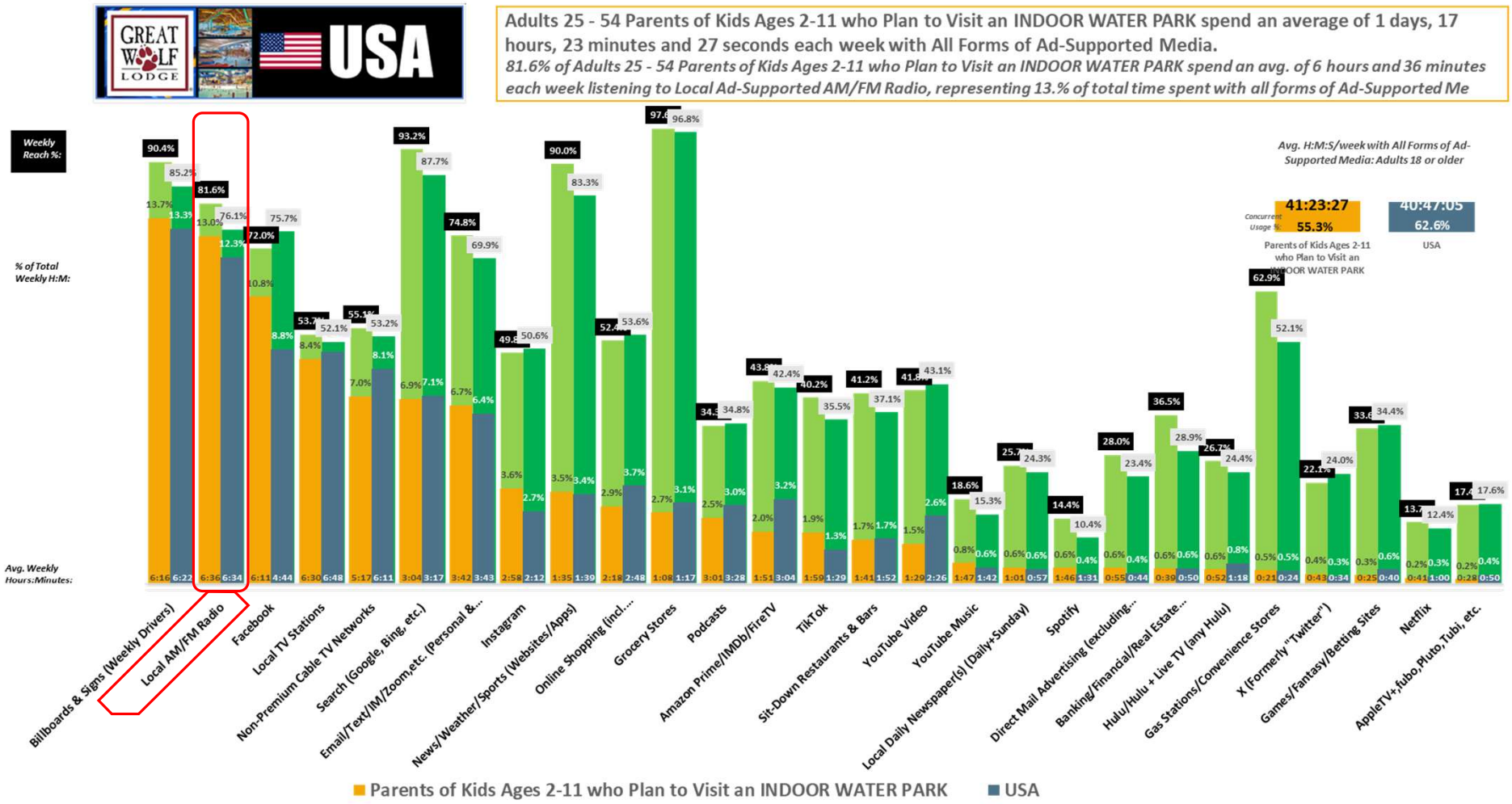
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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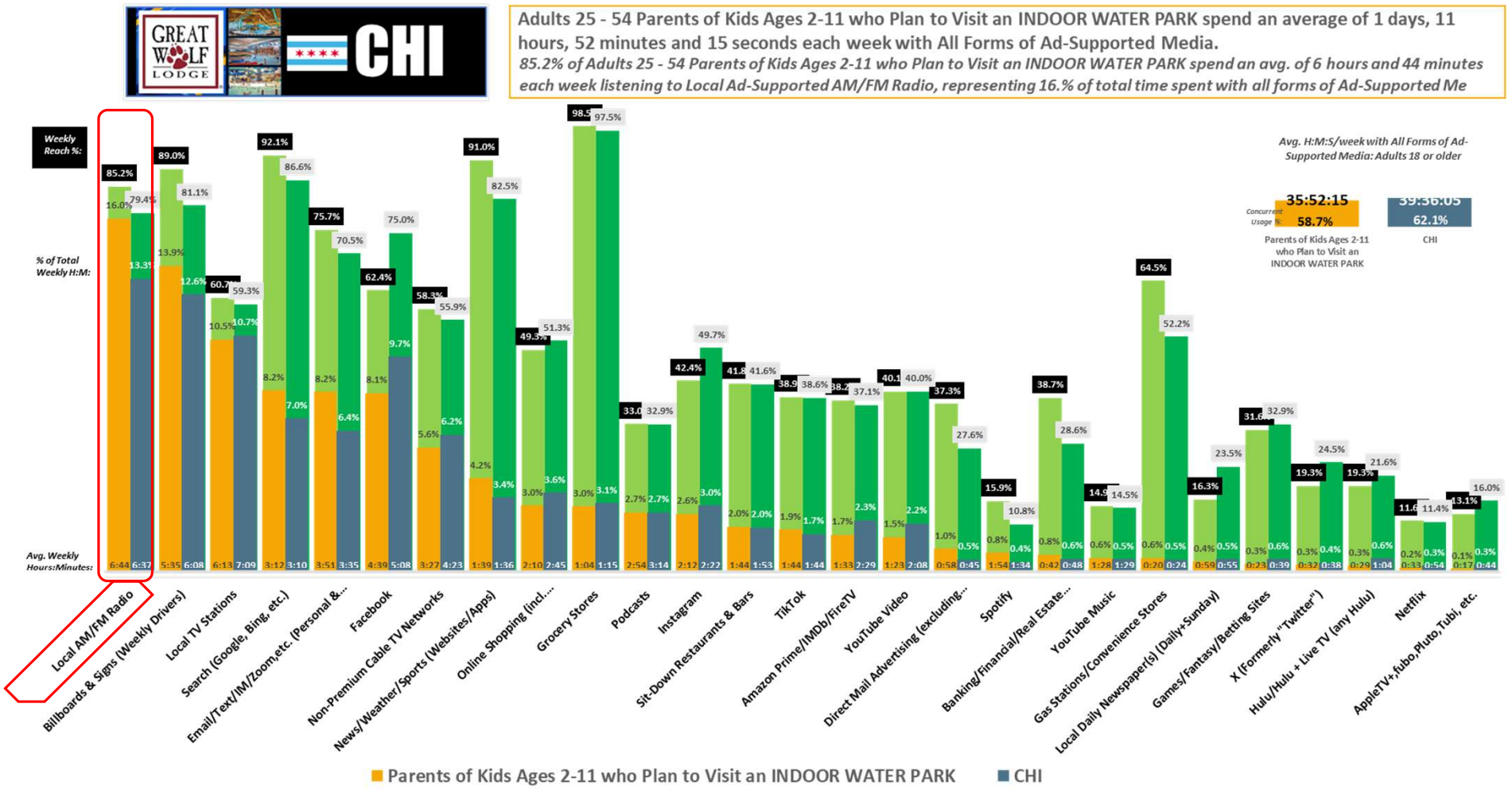
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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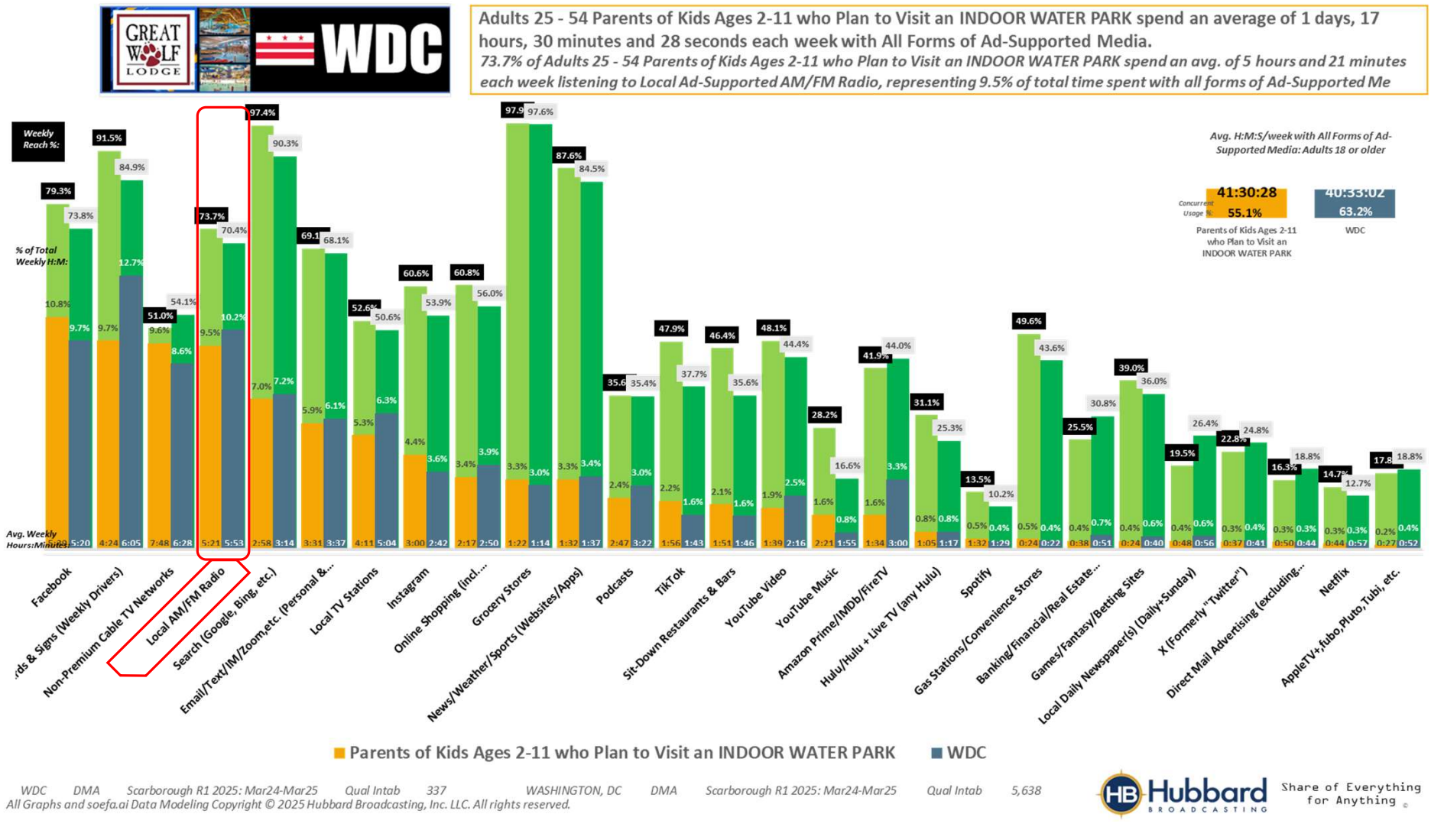
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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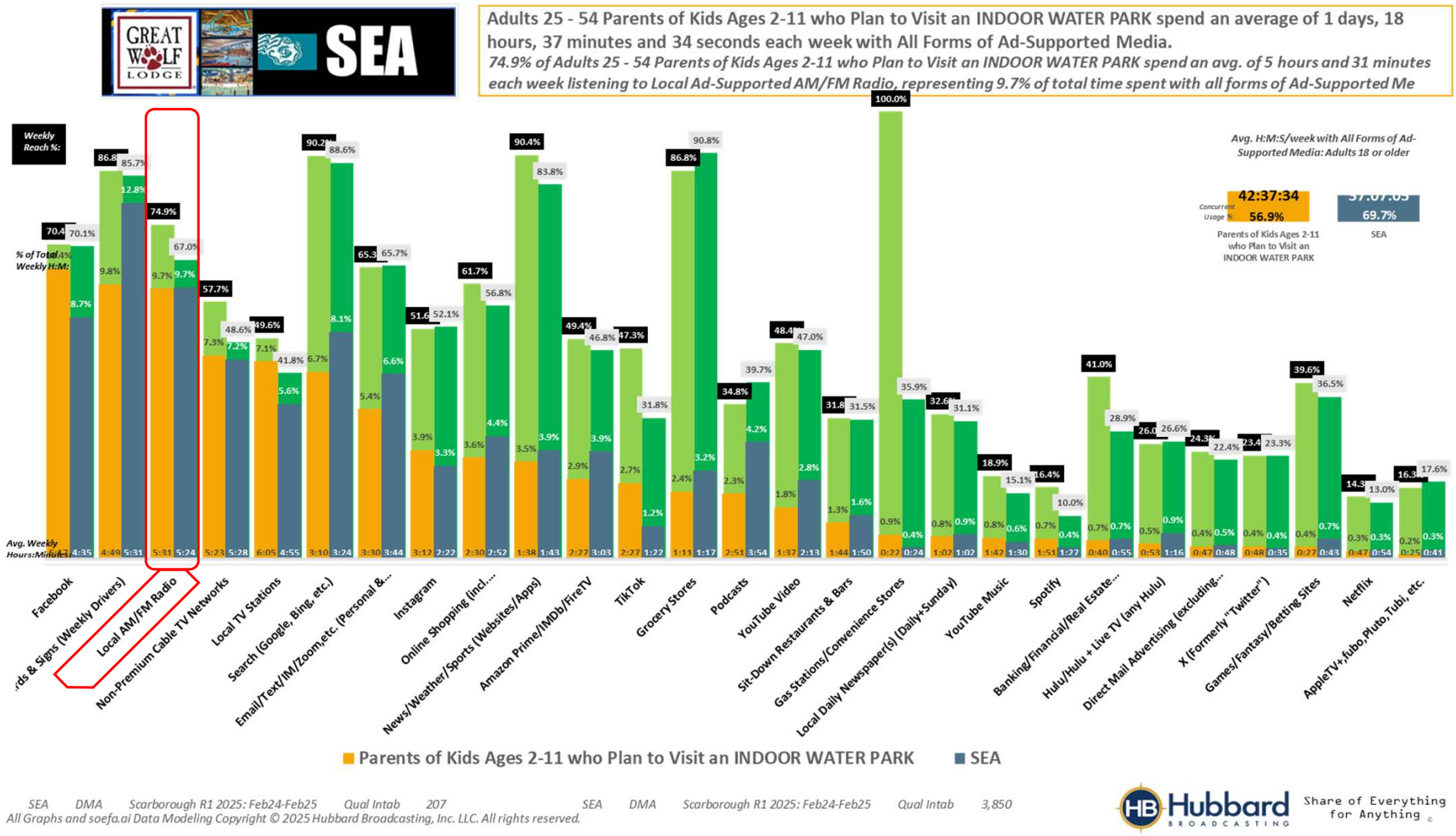
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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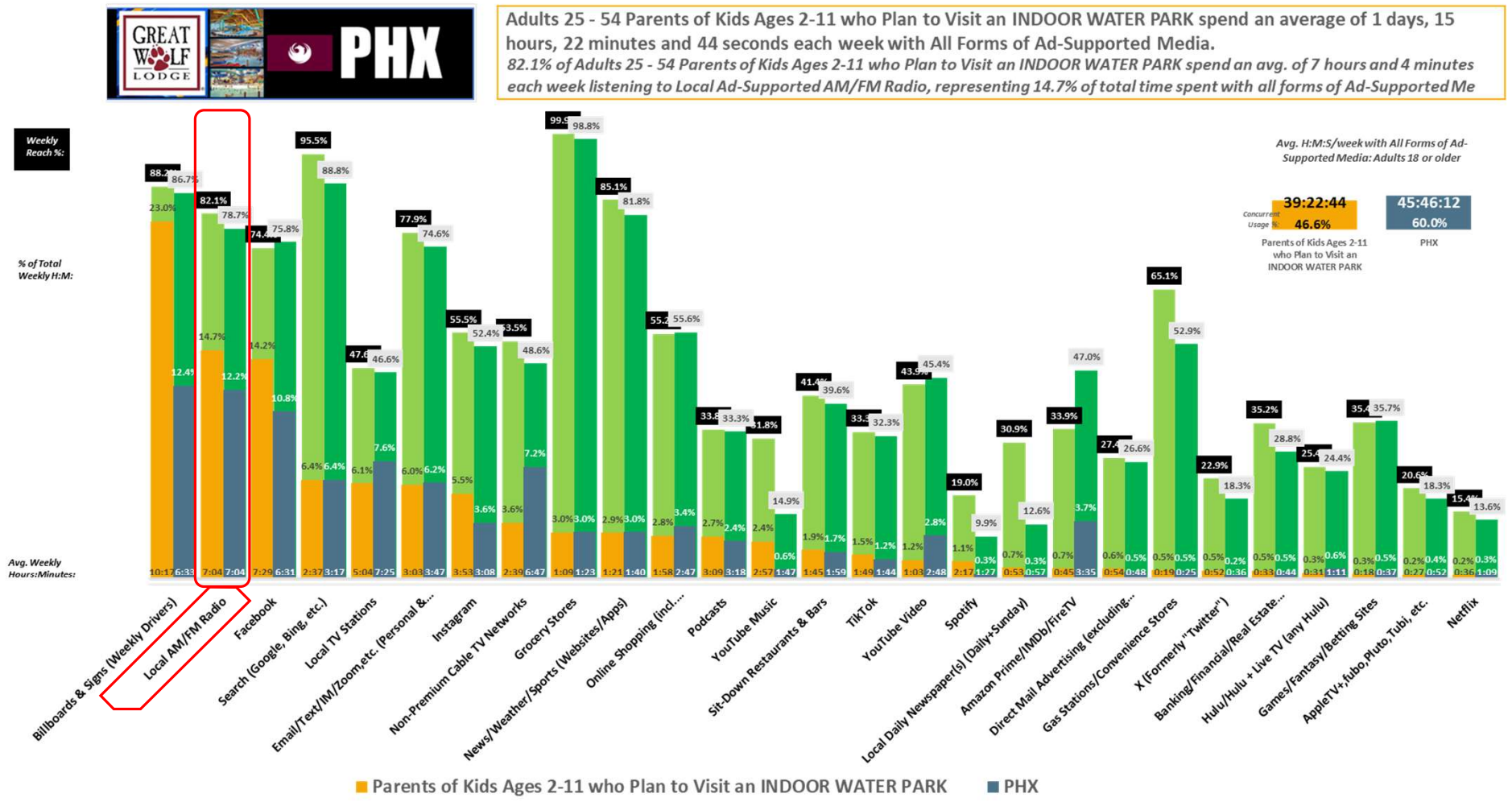
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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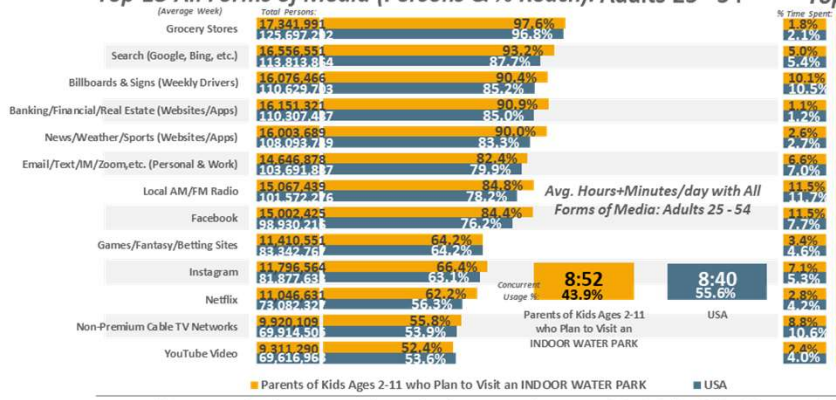
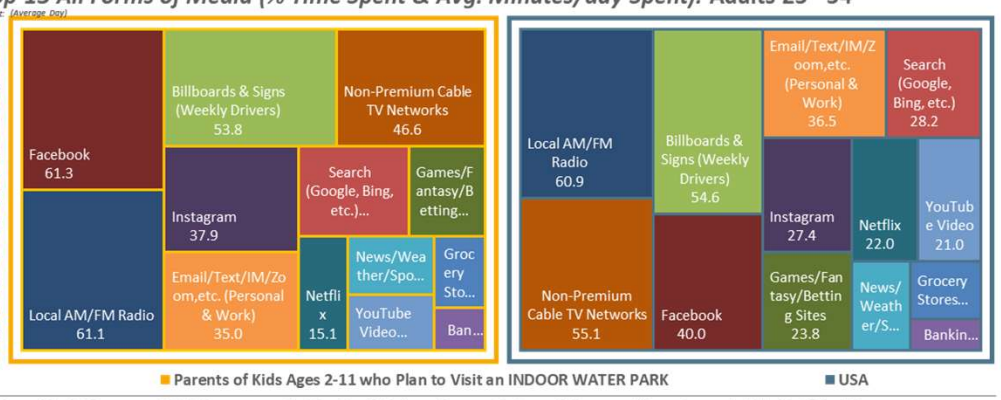
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

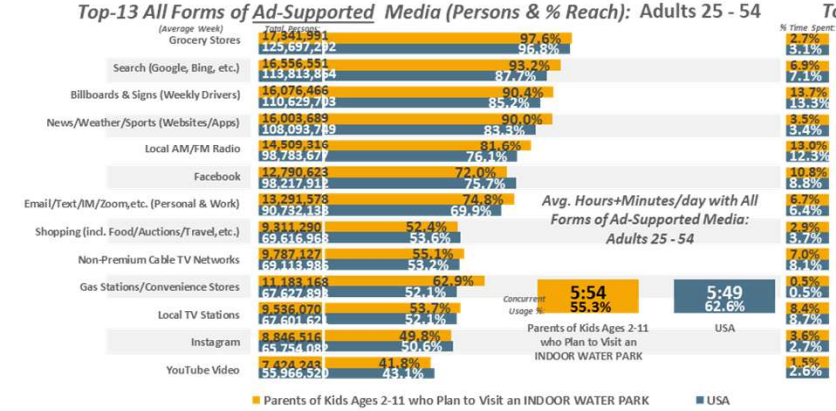
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



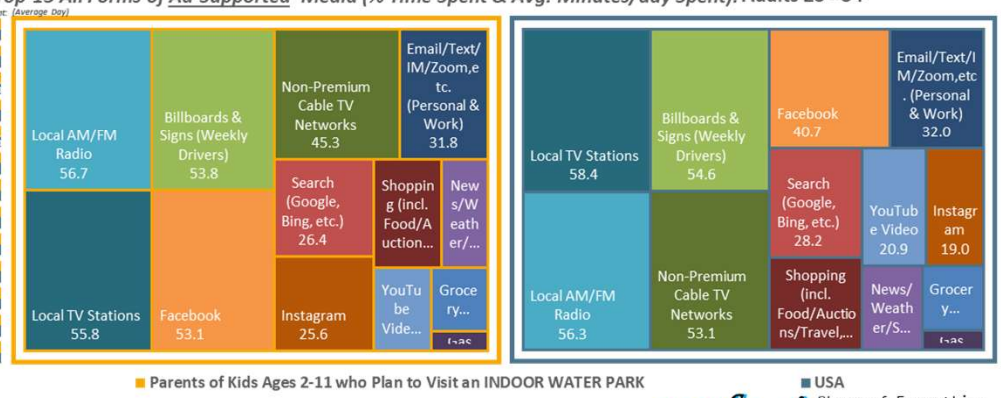
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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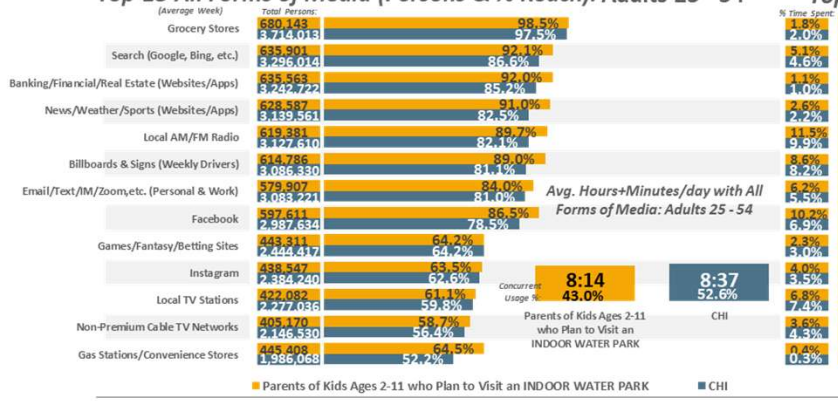
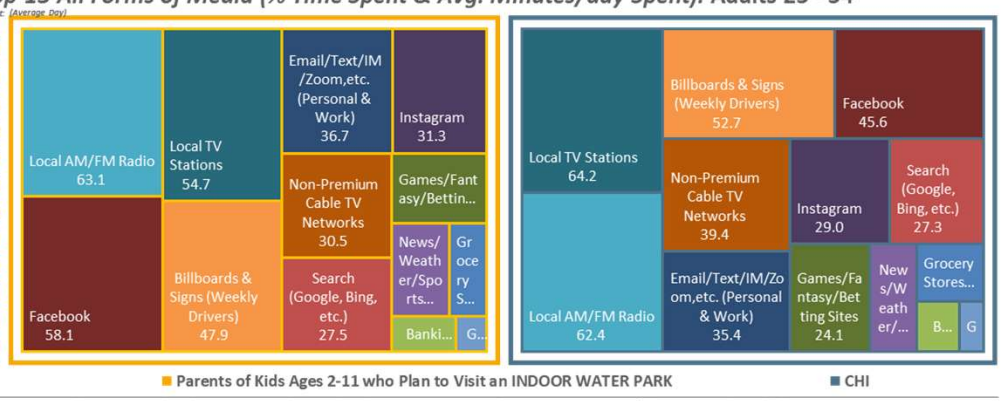
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 5 hours and 7 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. *(Local Radio delivers 16.% of Time with Ad-Supported Media.)*

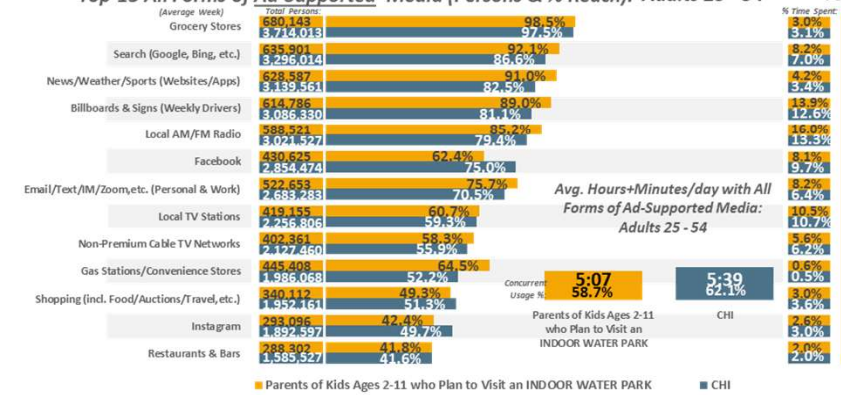
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



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



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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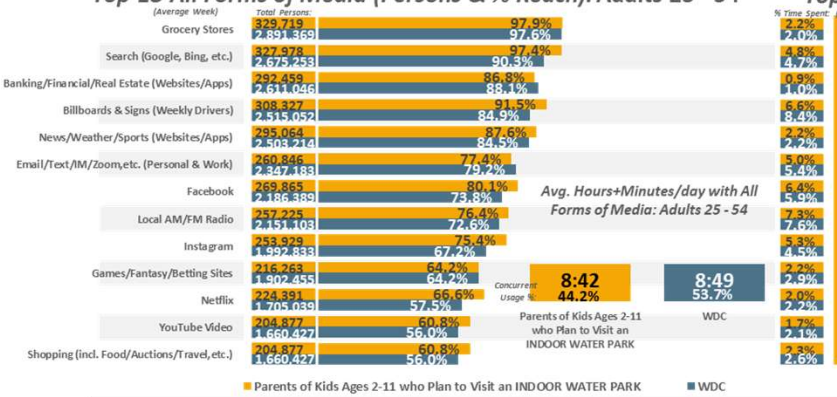
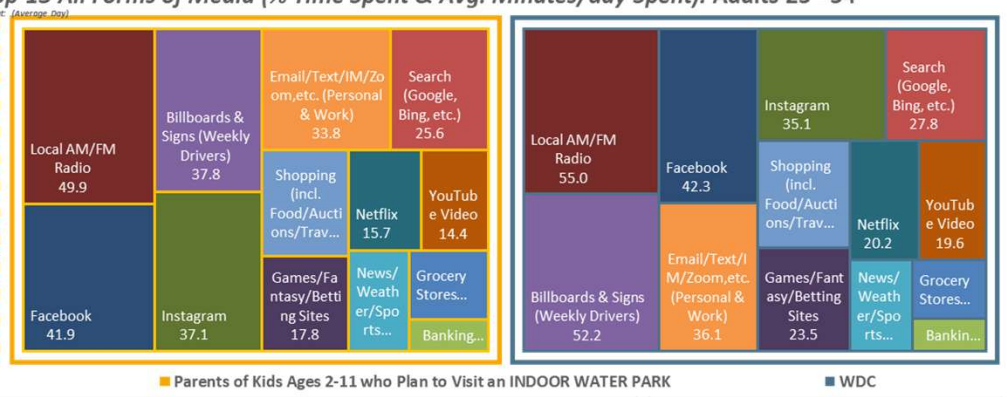
Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 5 hours and 55 minutes each day with All Forms of Ad-Supported Media. 73.7% listen to Local AM/FM Radio for an avg. of 45.9 minutes/day.*(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

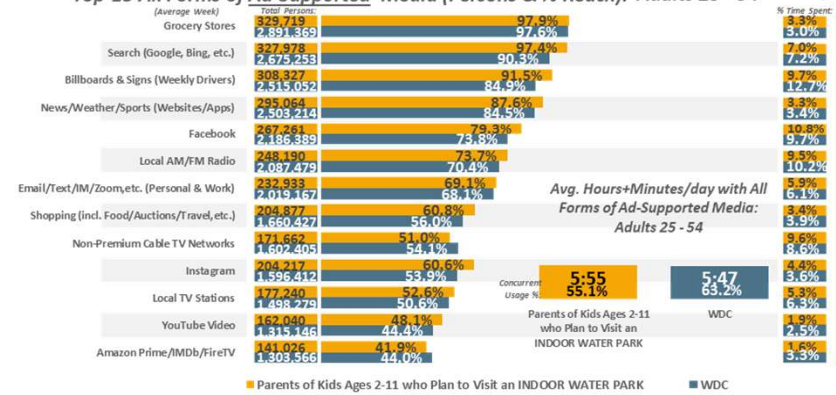
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



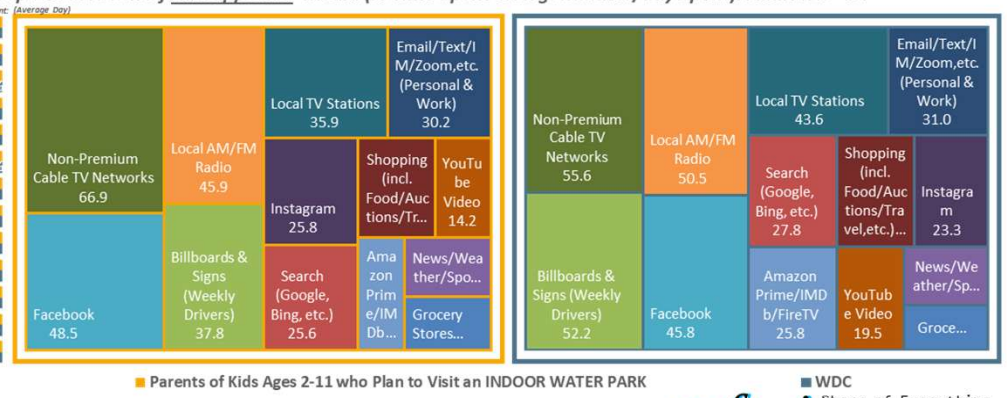
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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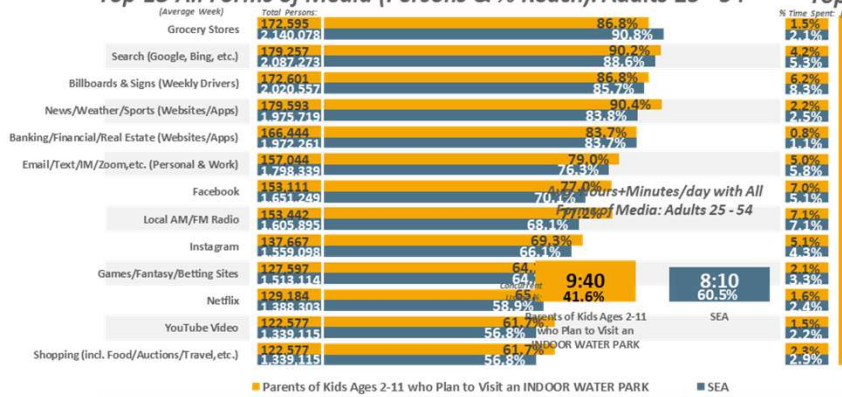
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

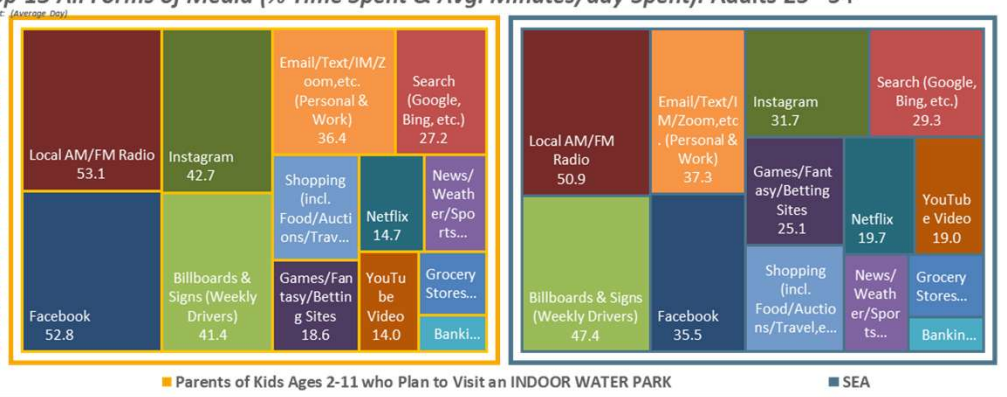


Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 6 hours and 5 minutes each day with All Forms of Ad-Supported Media. 74.9% listen to Local AM/FM Radio for an avg. of 47.3 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

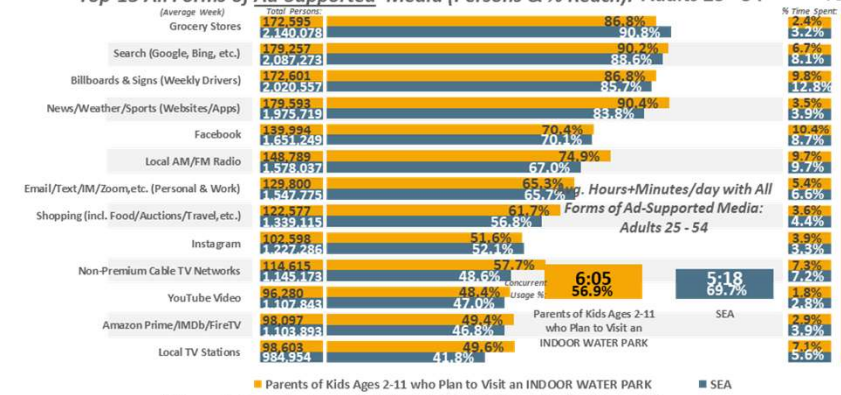
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



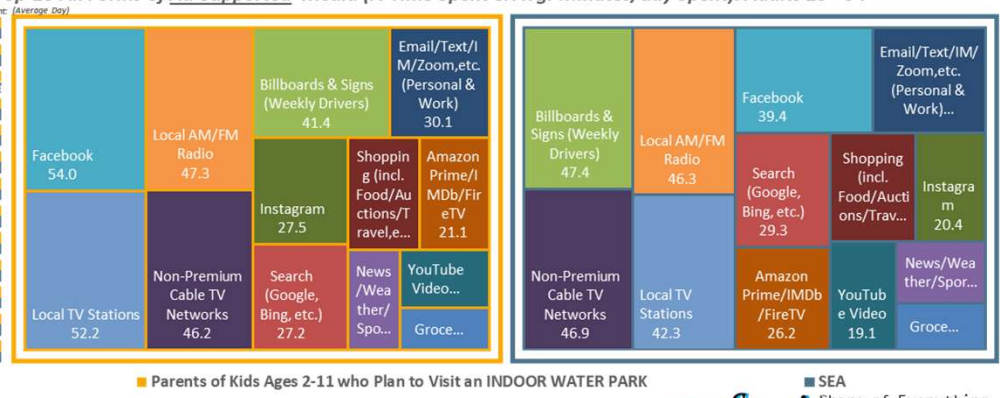
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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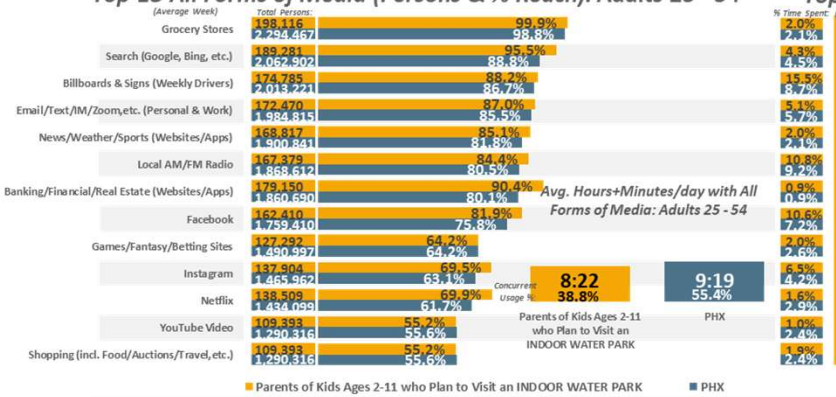
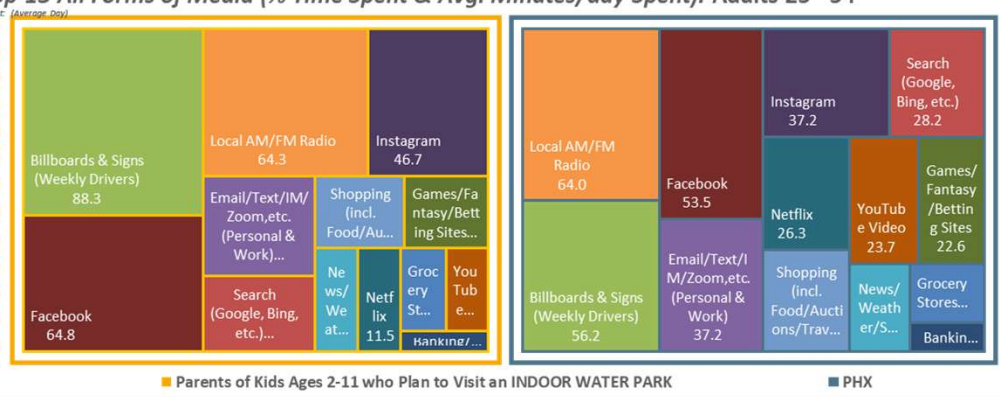
Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 5 hours and 37 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. *(Local Radio delivers 14.7% of Time with Ad-Supported Media.)*

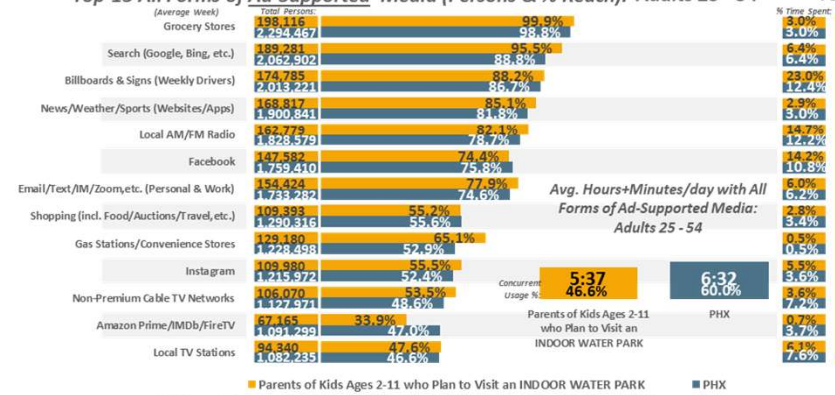
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



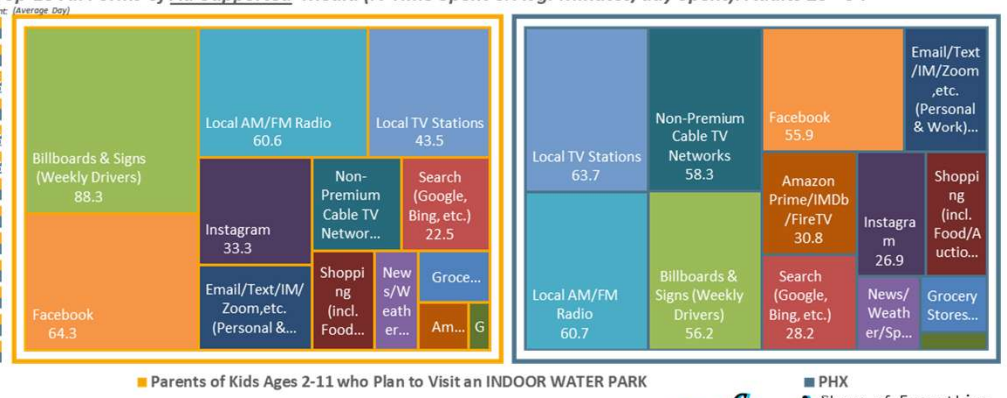
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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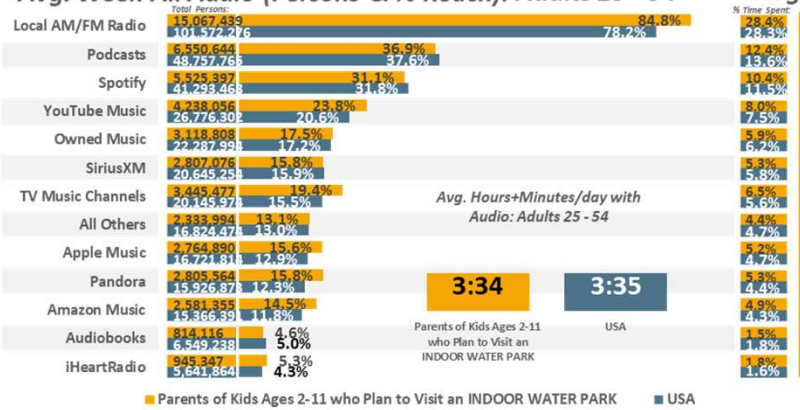
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

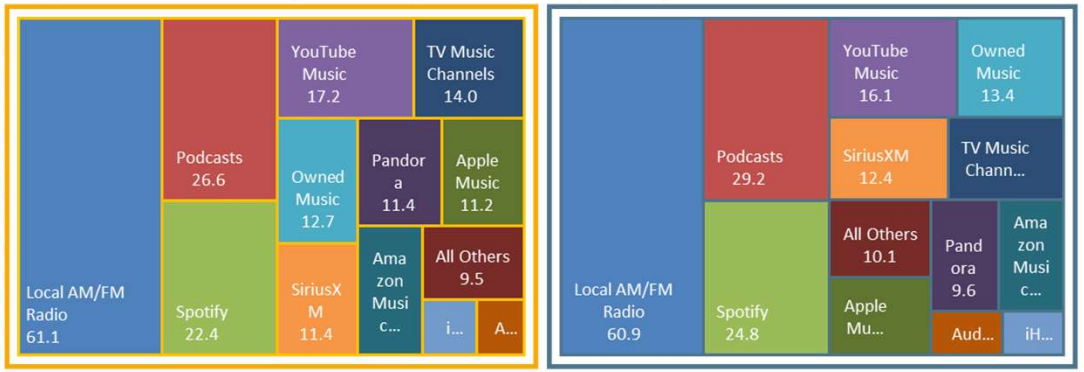


14,509,316 or 81.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

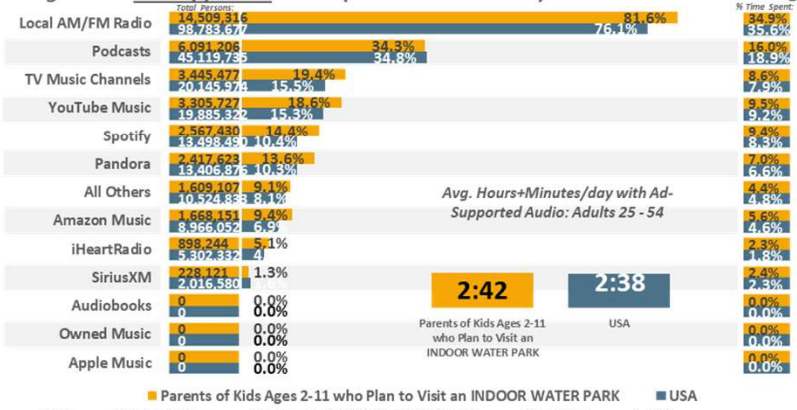
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



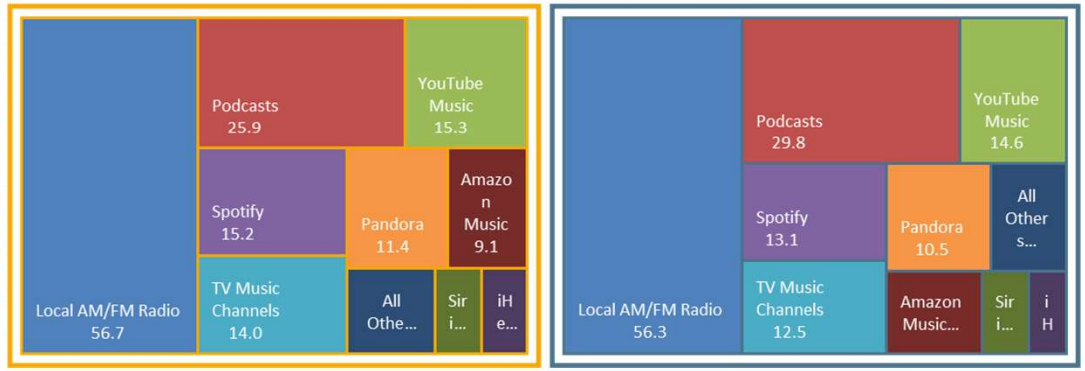
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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Scarborough R2 2025: Feb24-Jul25 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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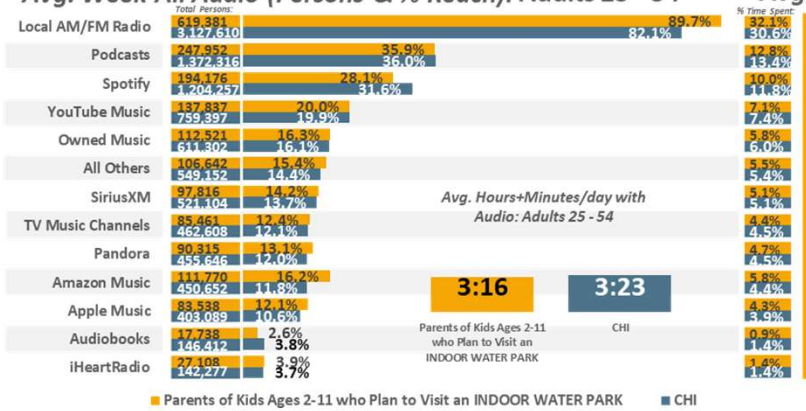
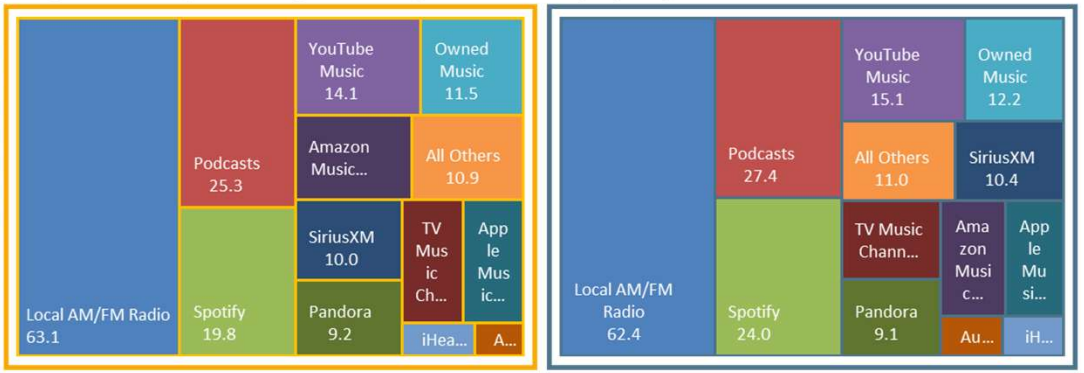
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

588,521 or 85.2% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

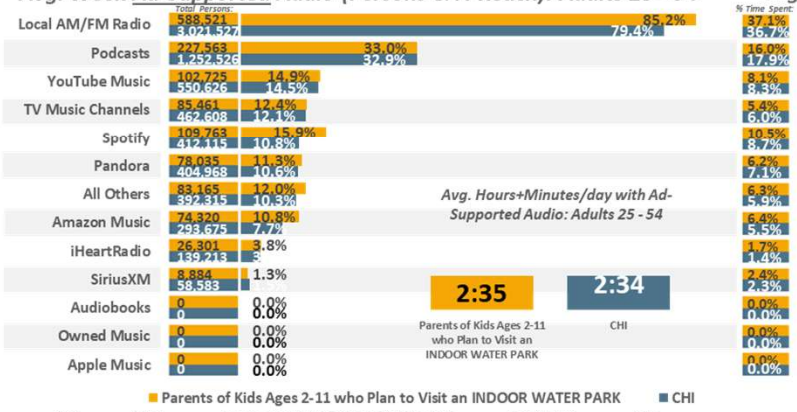
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



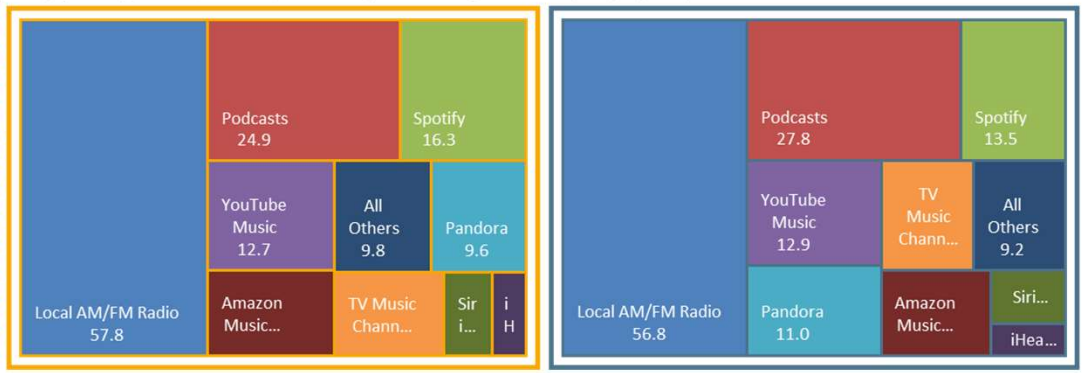
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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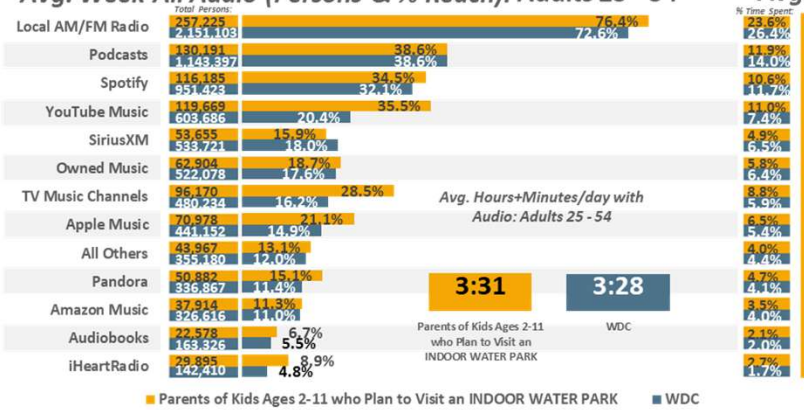
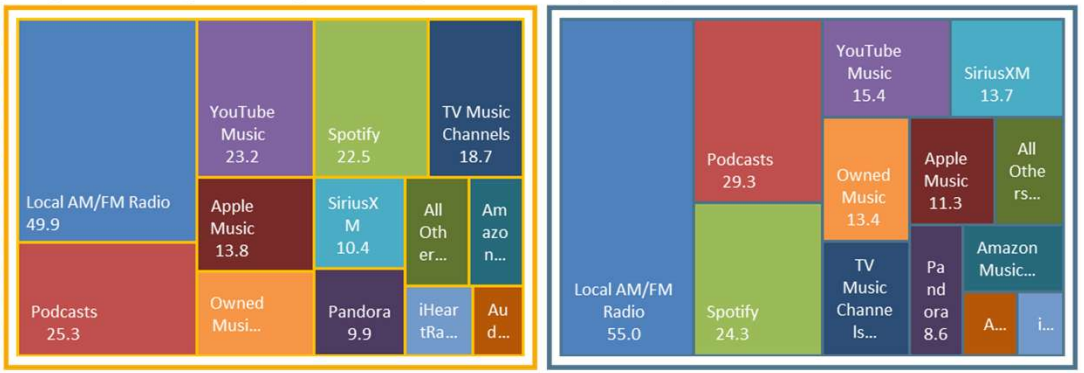
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

248,190 or 73.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 45.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Audio.

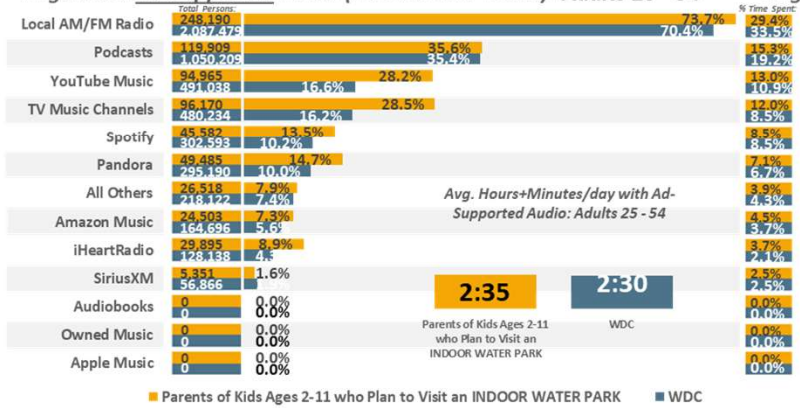
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



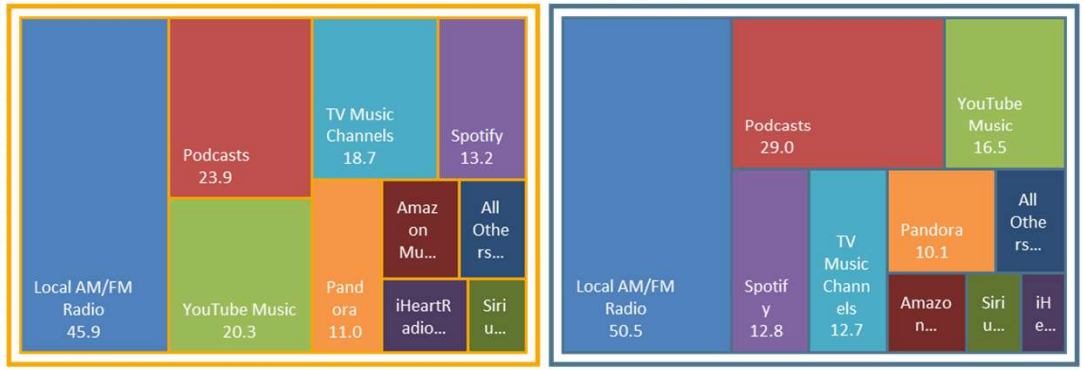
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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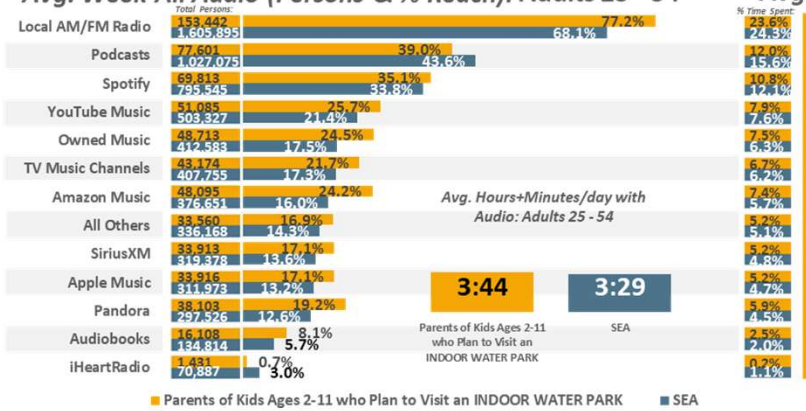
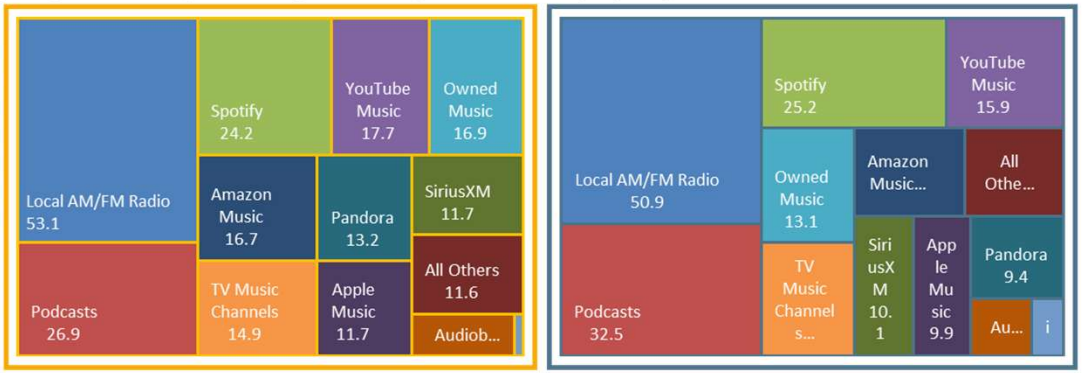
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

148,789 or 74.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 47.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.

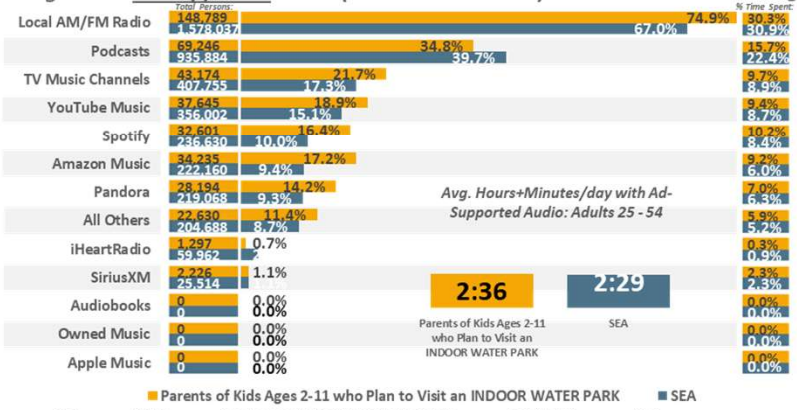
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



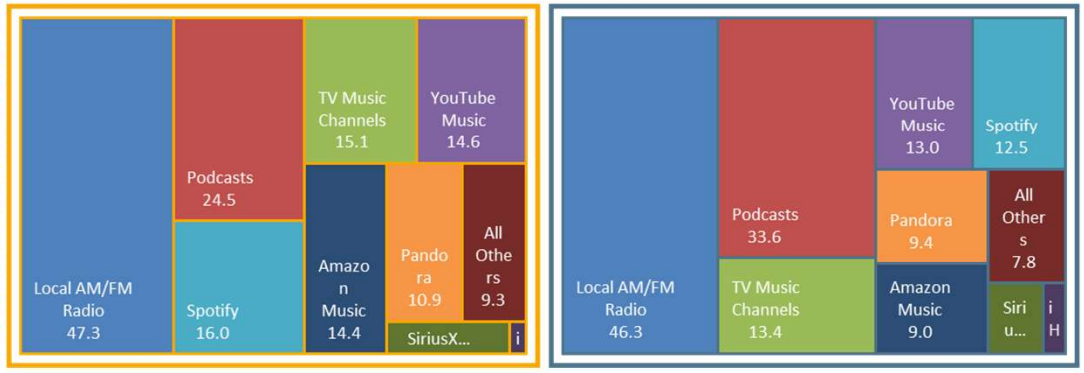
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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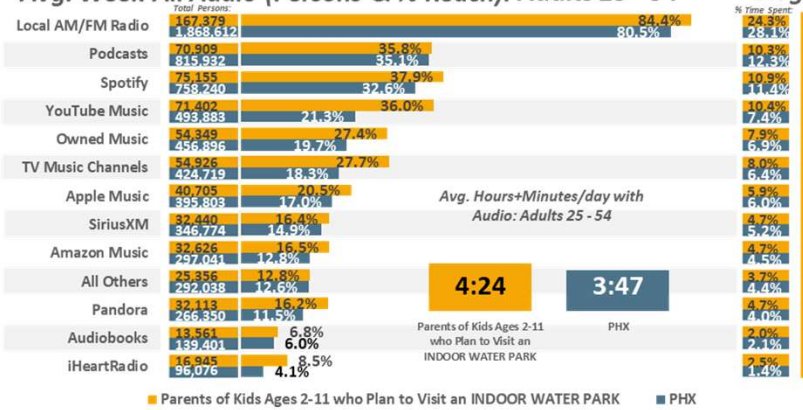
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

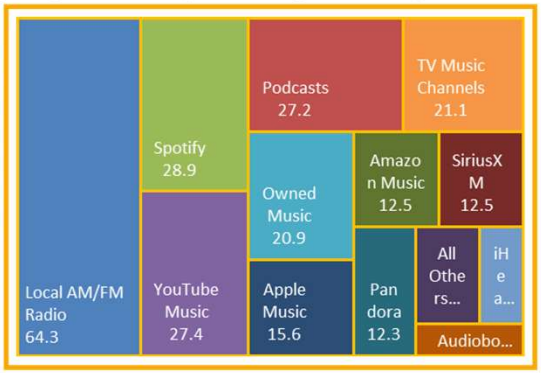


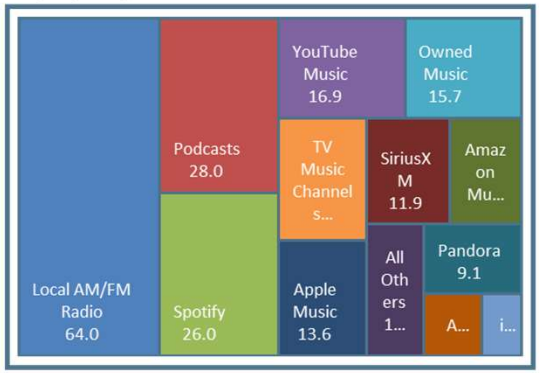
162,779 or 82.1% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Audio.

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

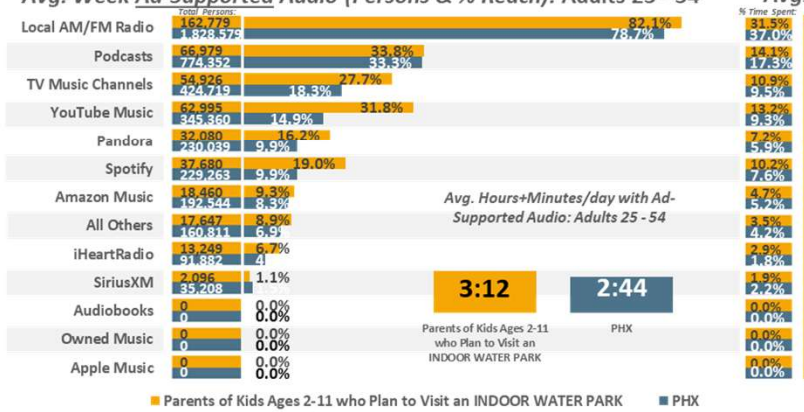


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

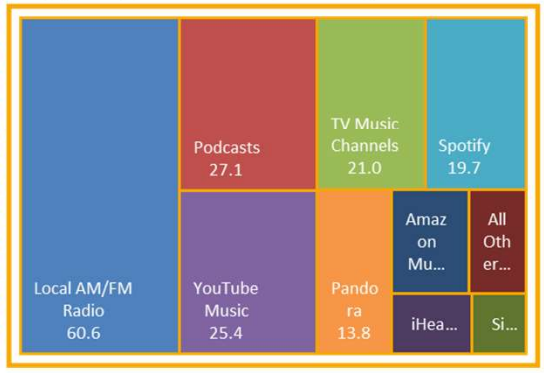


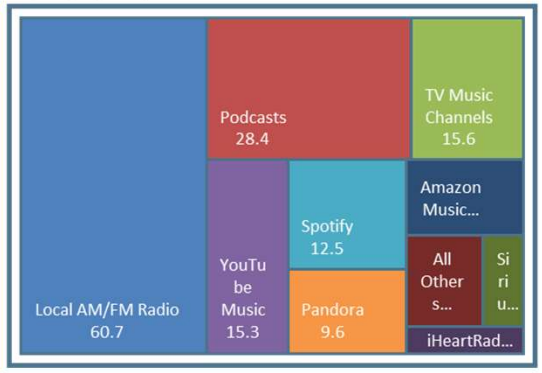


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



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





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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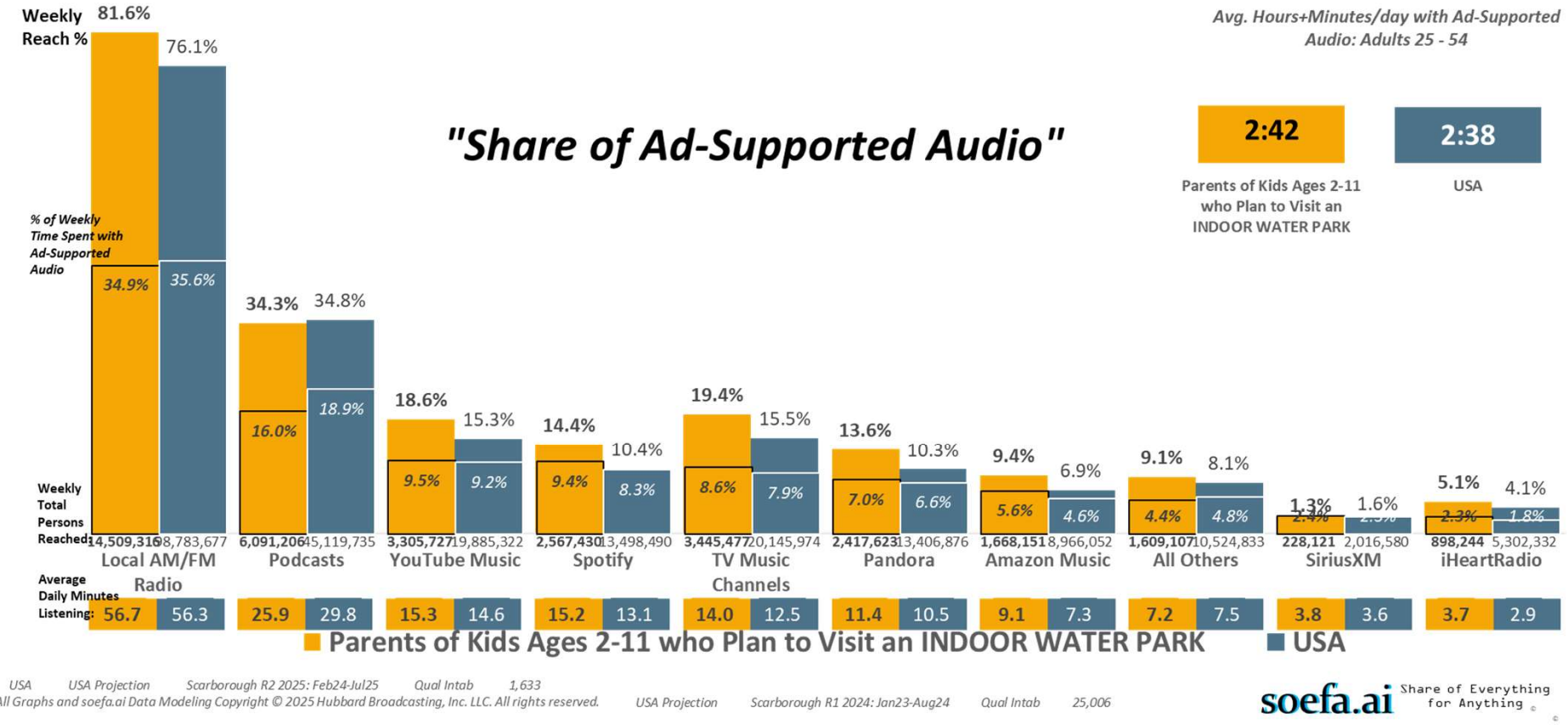

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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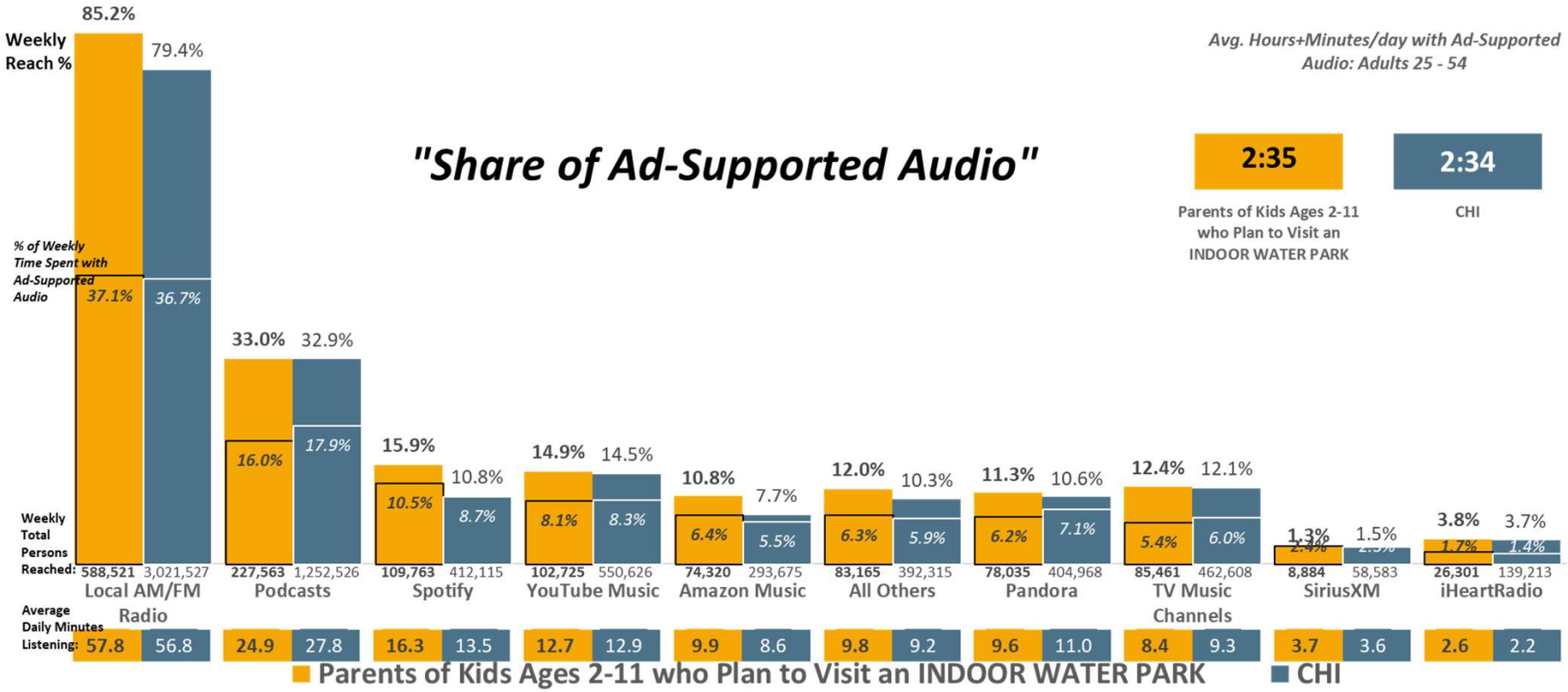

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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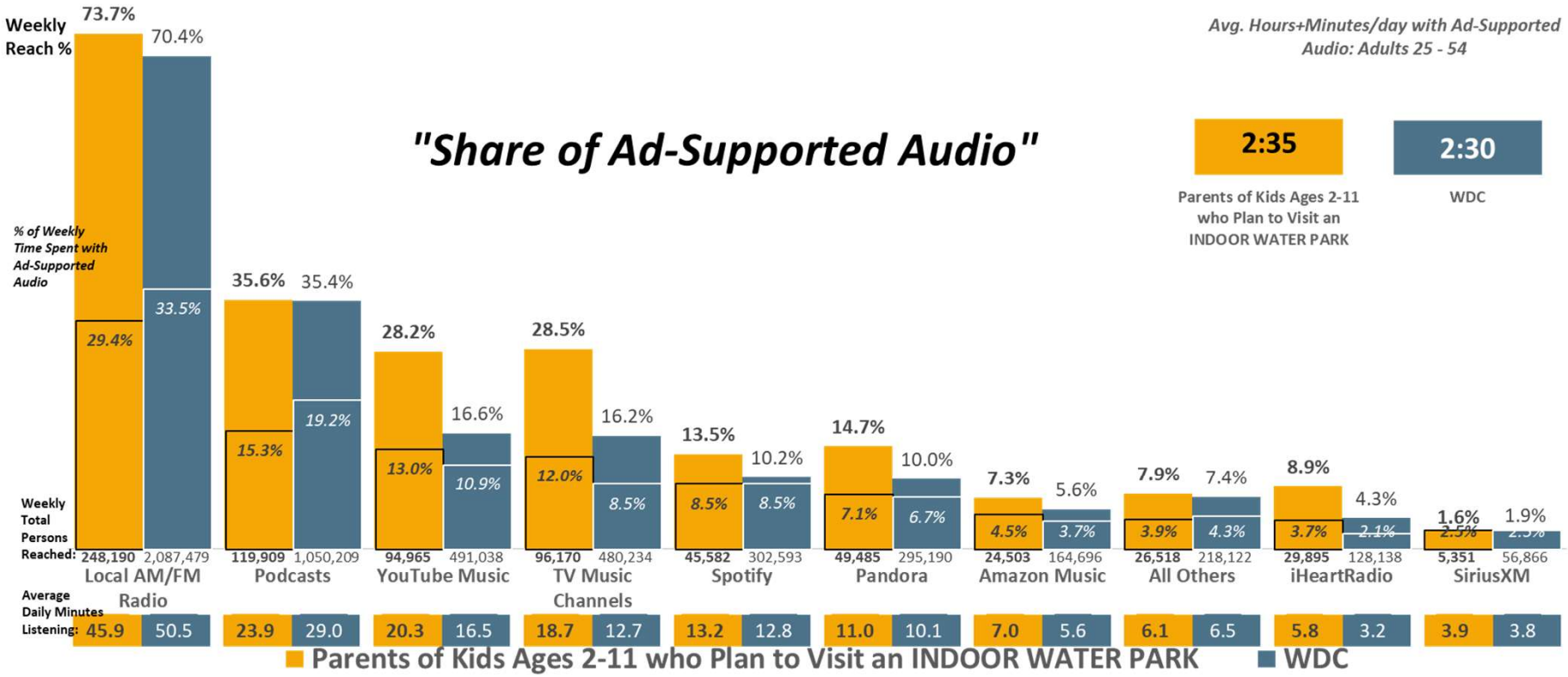

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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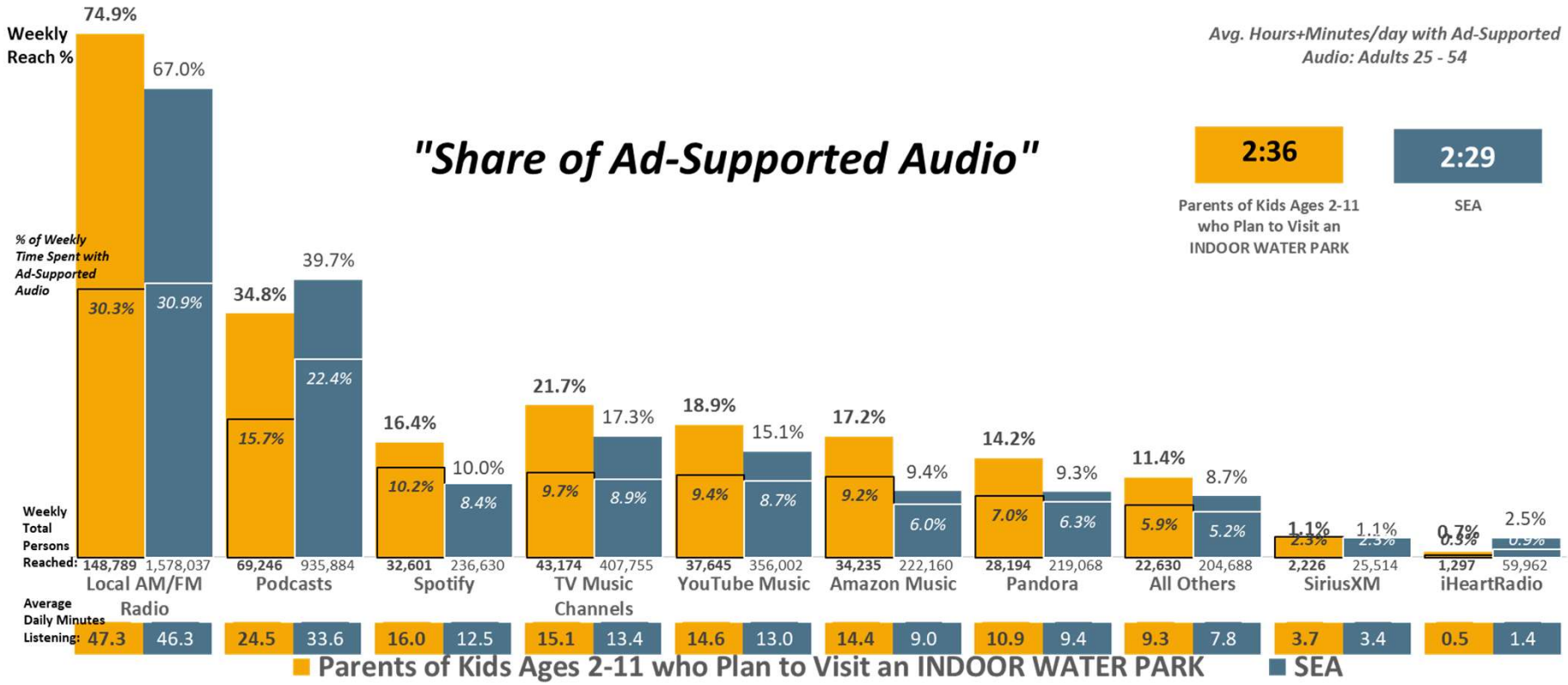

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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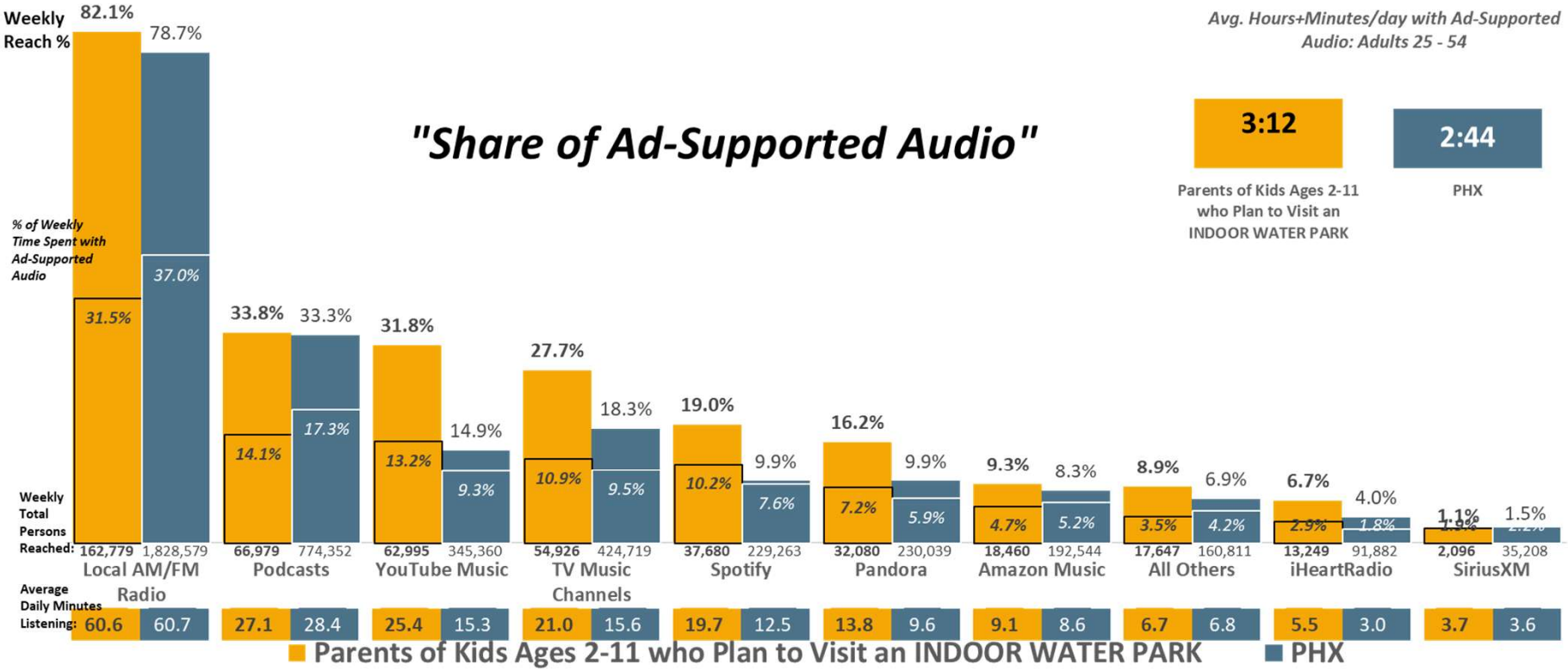

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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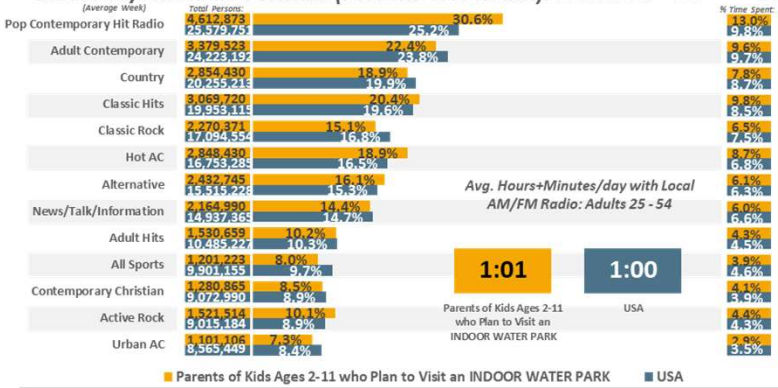
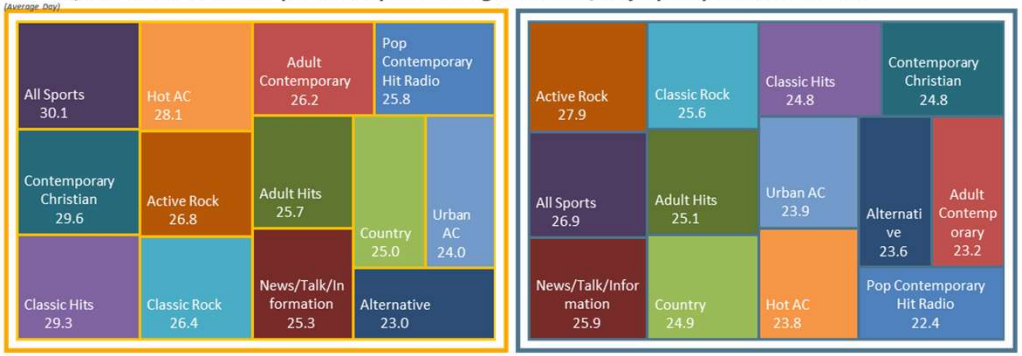
14,509,316 or 81.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Hot AC.

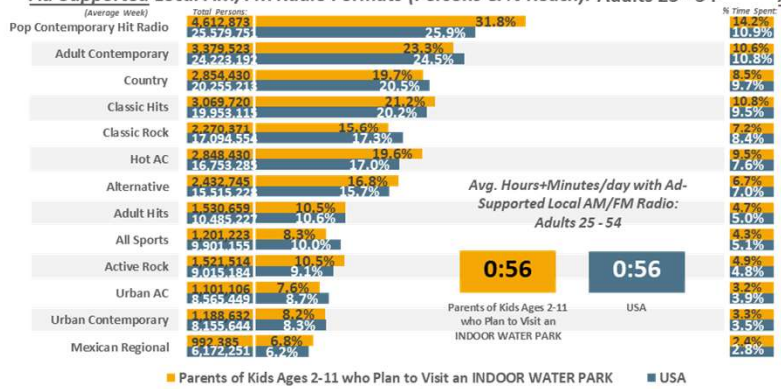
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



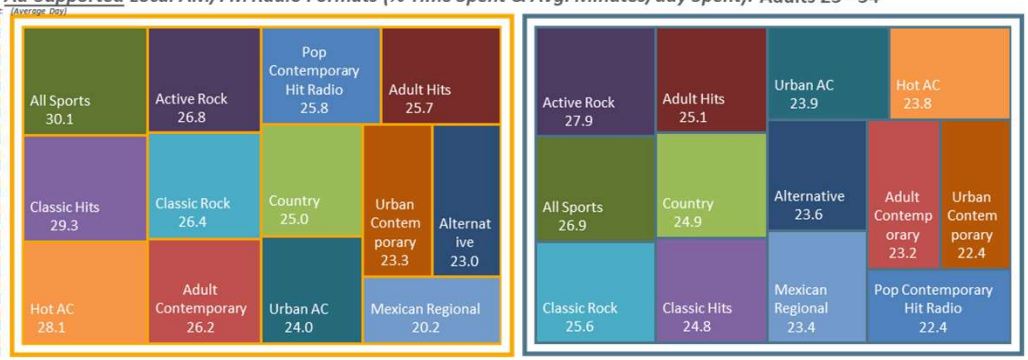
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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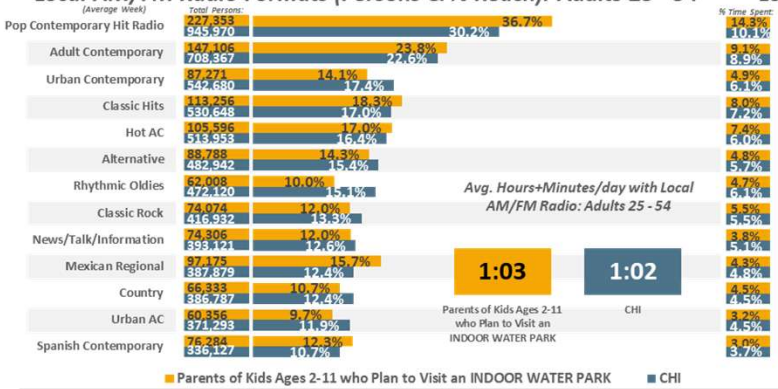
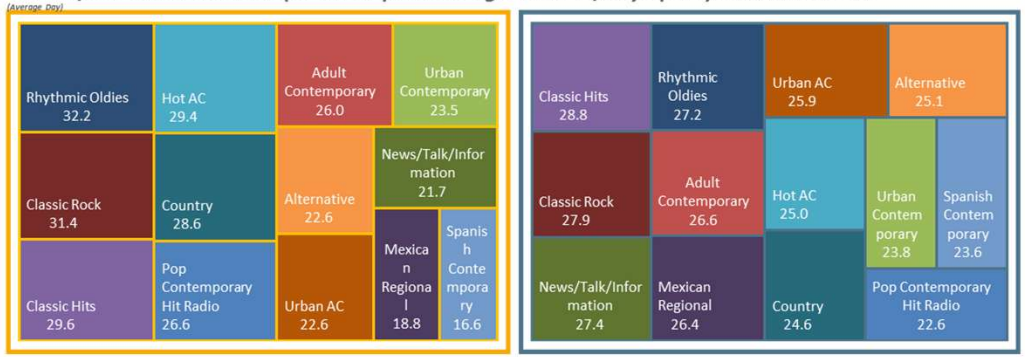
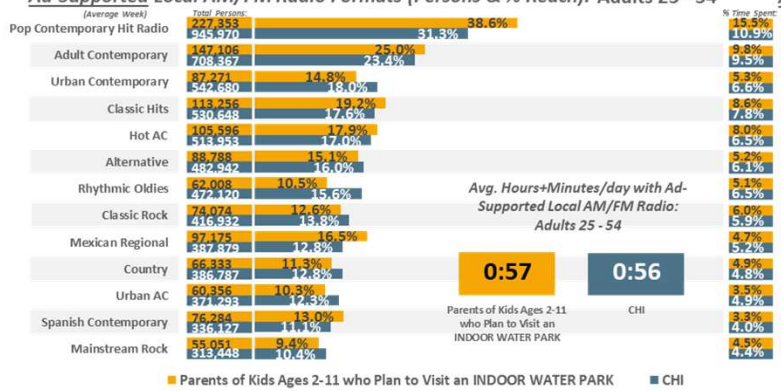
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



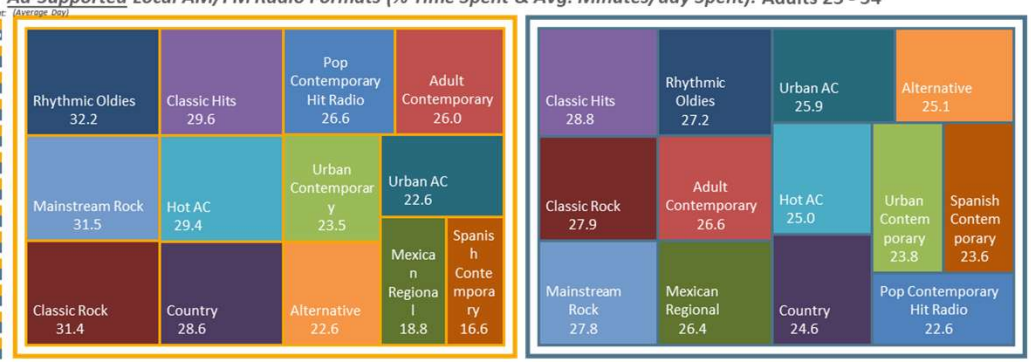
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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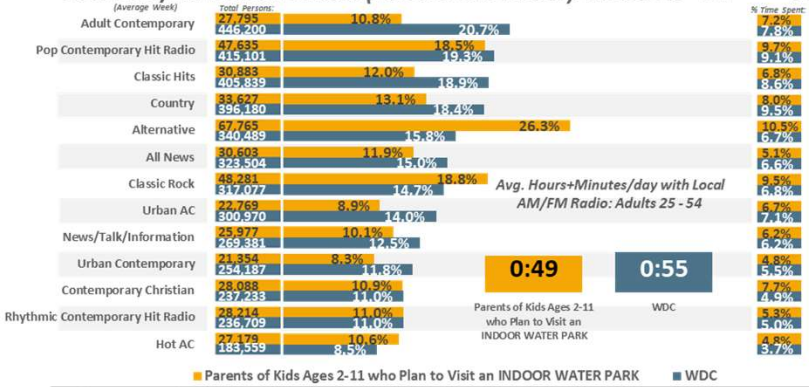
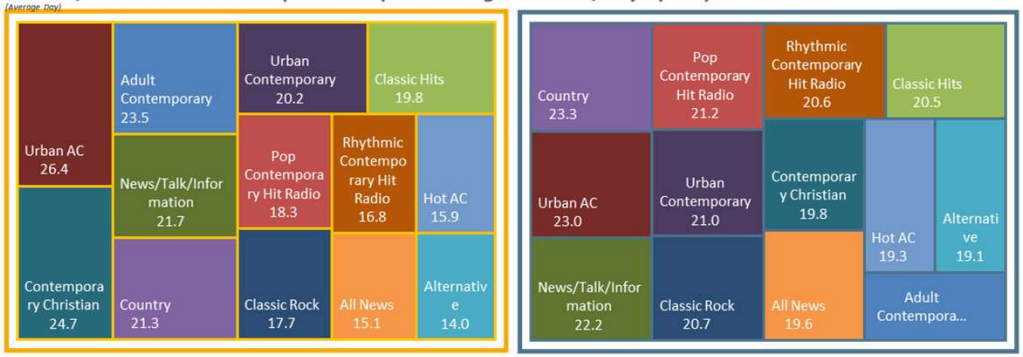
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

248,190 or 73.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

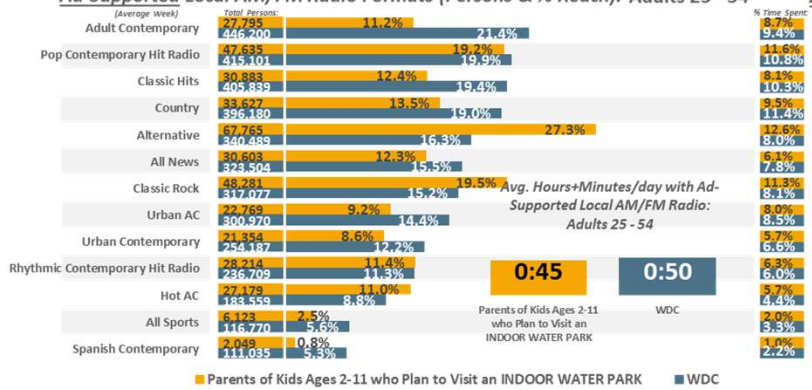
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



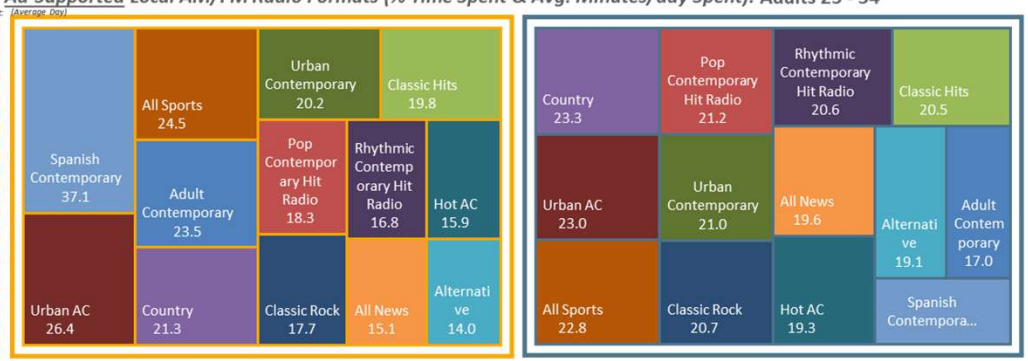
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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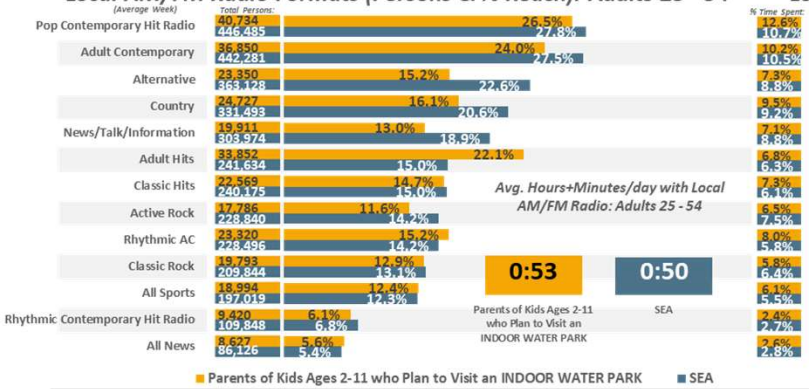
148,789 or 74.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Adult Hits, Country, and Alternative.

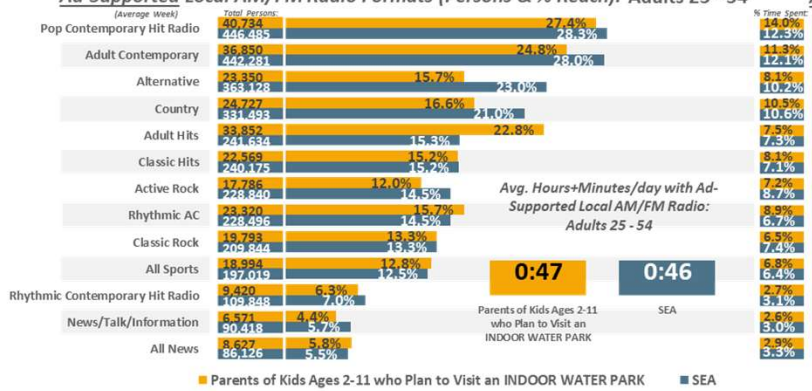
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



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



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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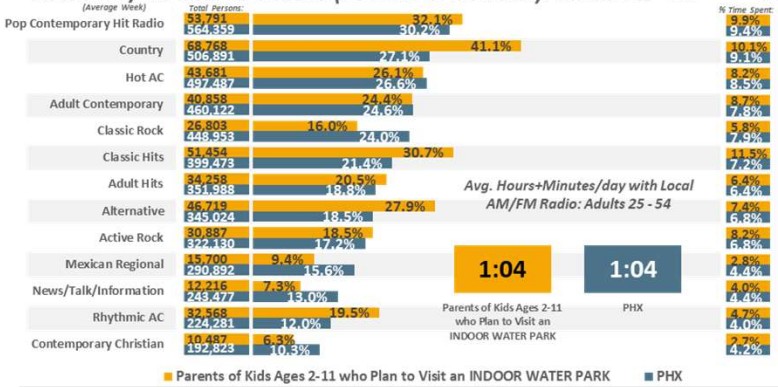
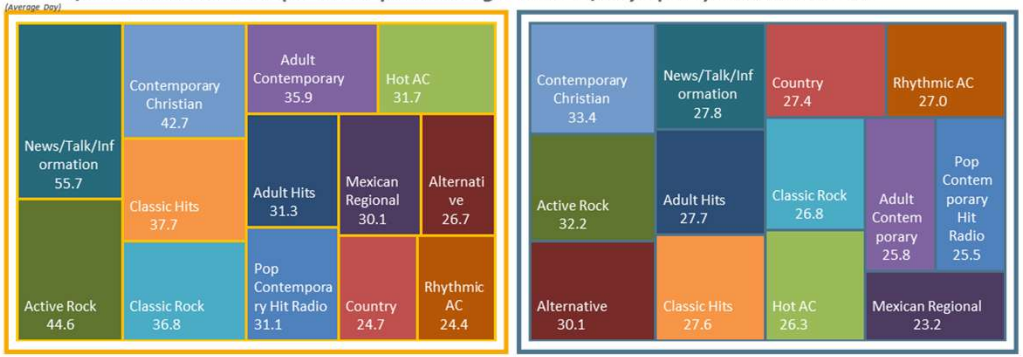
162,779 or 82.1% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Pop Contemporary Hit Radio, Classic Hits, Alternative, and Hot AC.

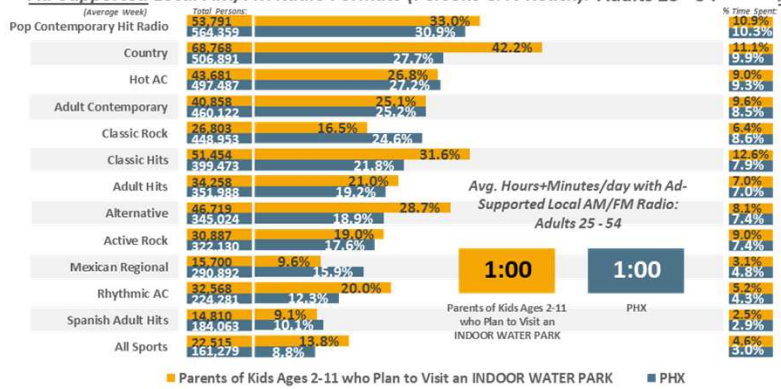
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



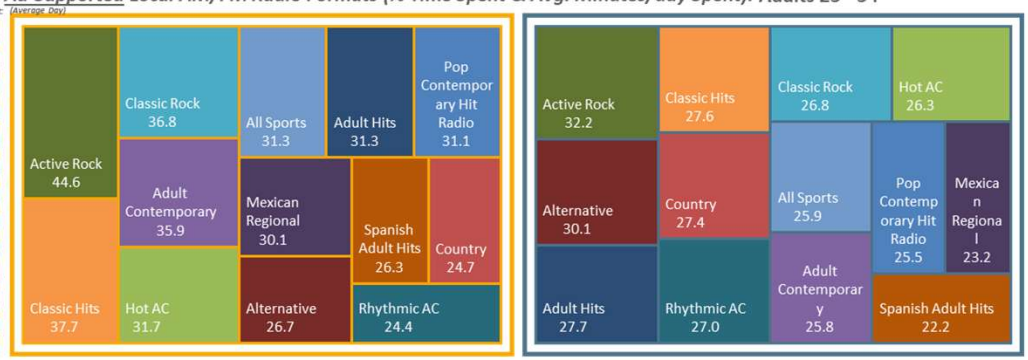
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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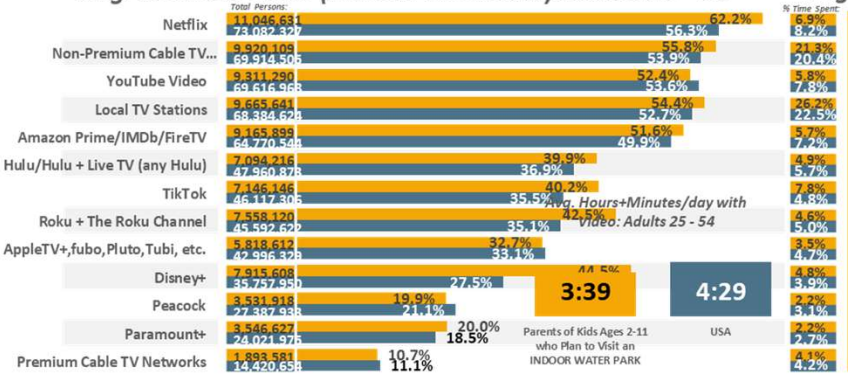
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

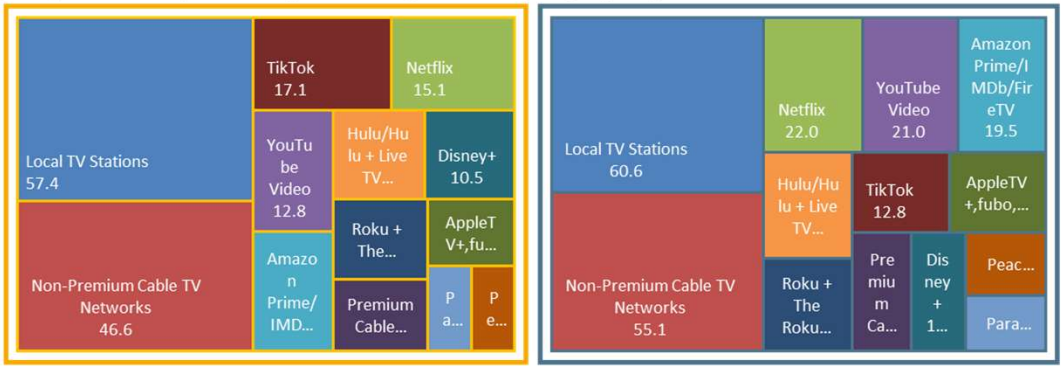


9,536,070 or 53.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 55.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

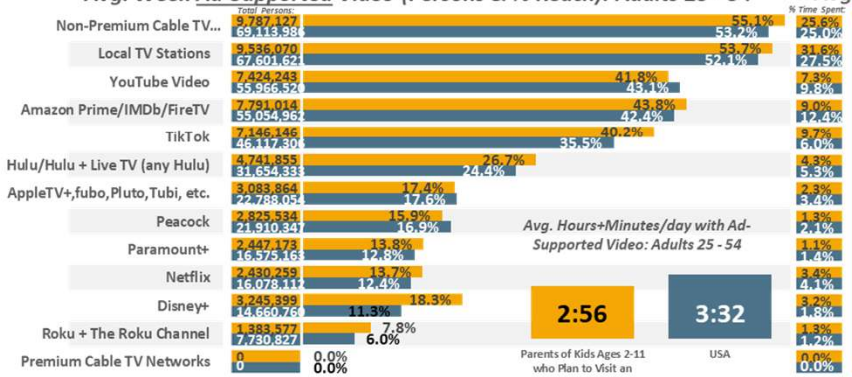
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



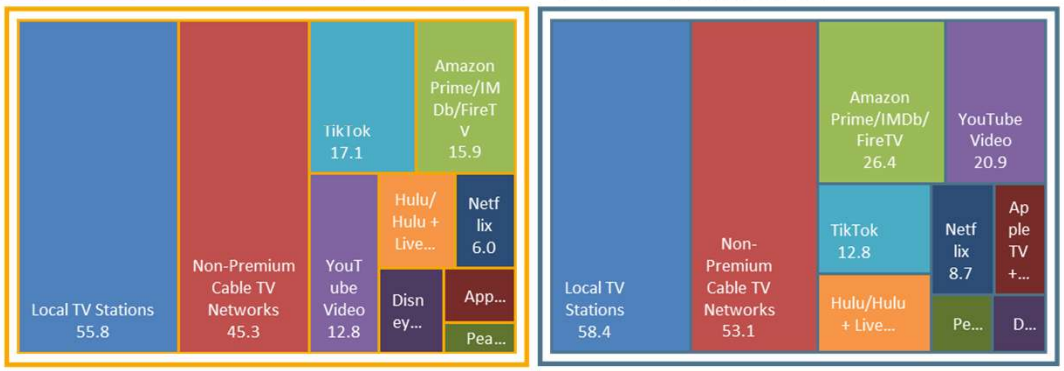
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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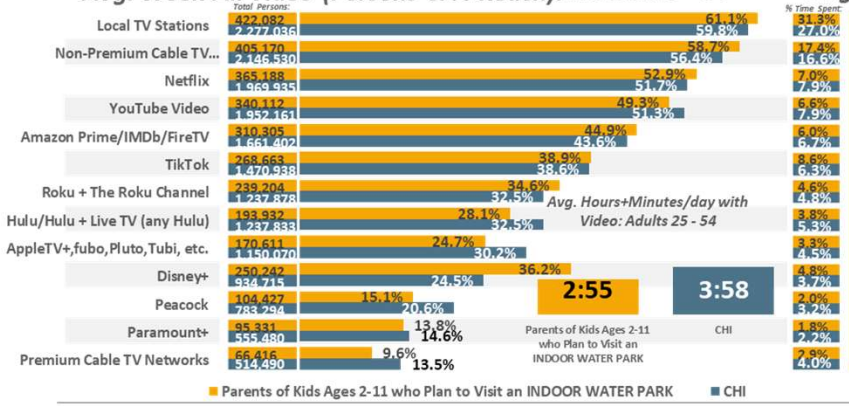
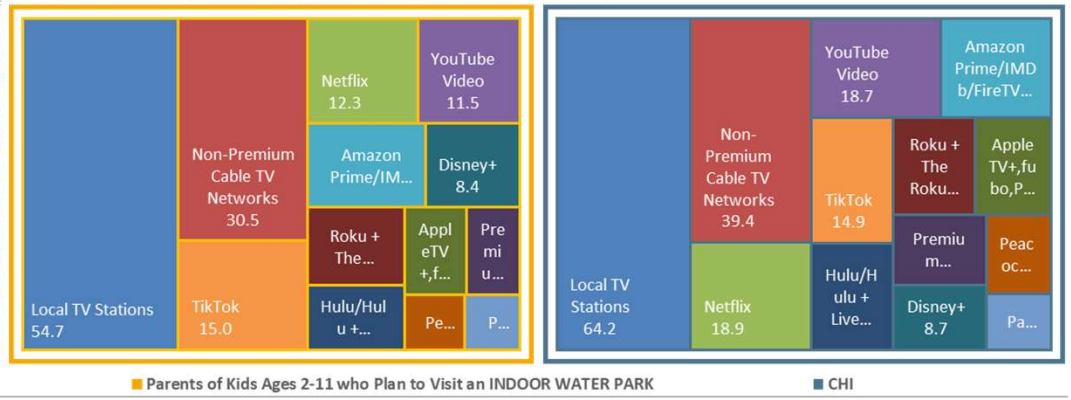
419,155 or 60.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 53.3 minutes every day representing 37.4% of all time spent daily with Ad-Supported Video.

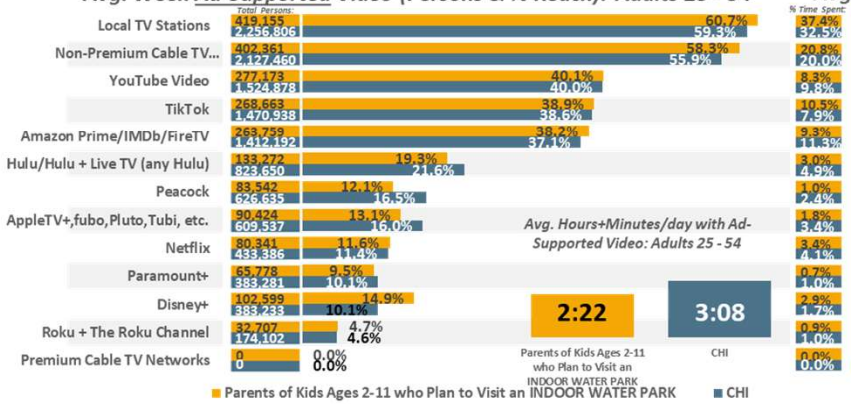
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



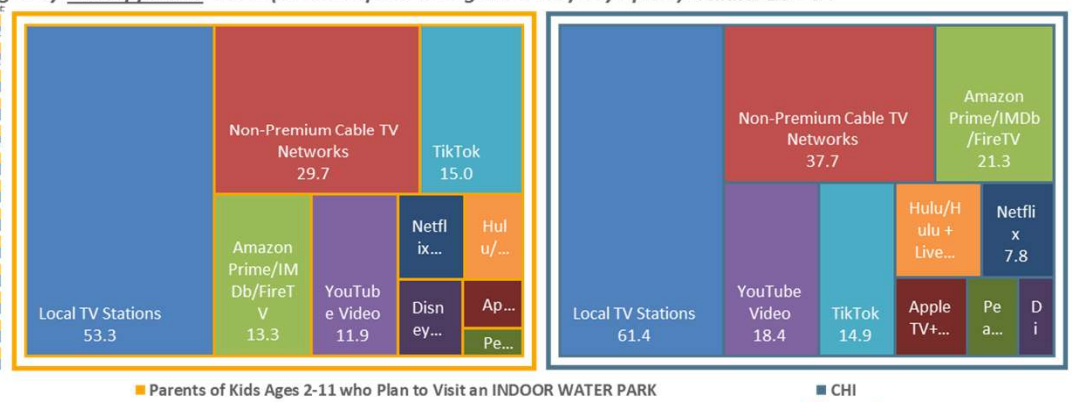
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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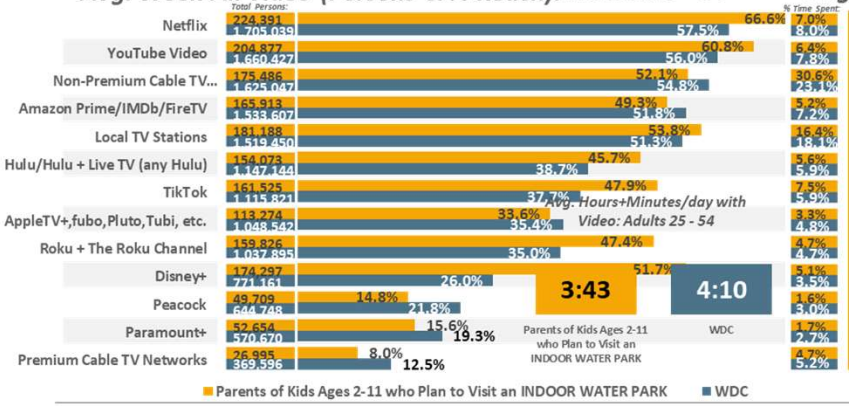
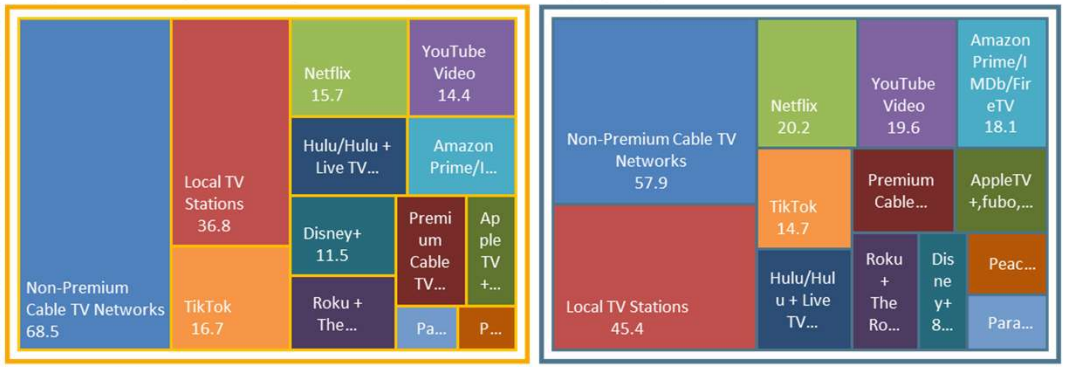
177,240 or 52.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 35.9 minutes every day representing 20.% of all time spent daily with Ad-Supported Video.

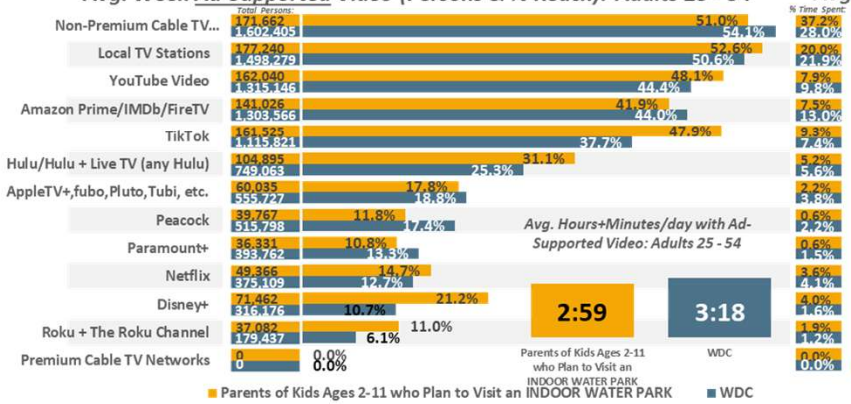
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



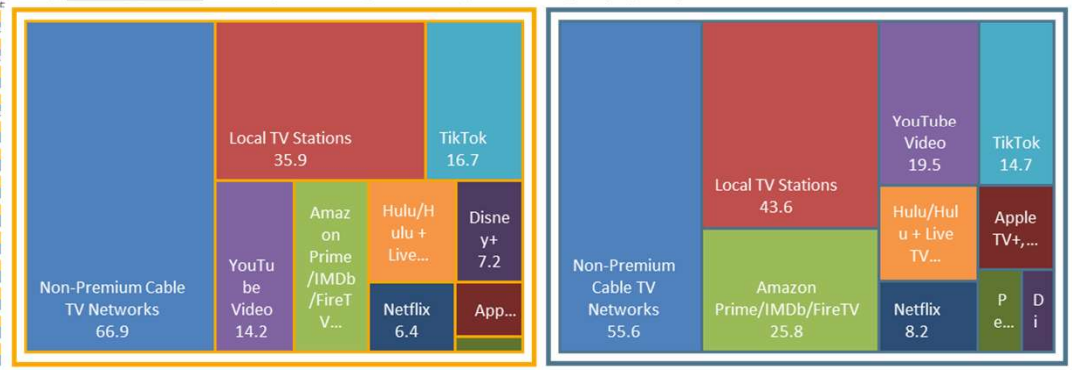
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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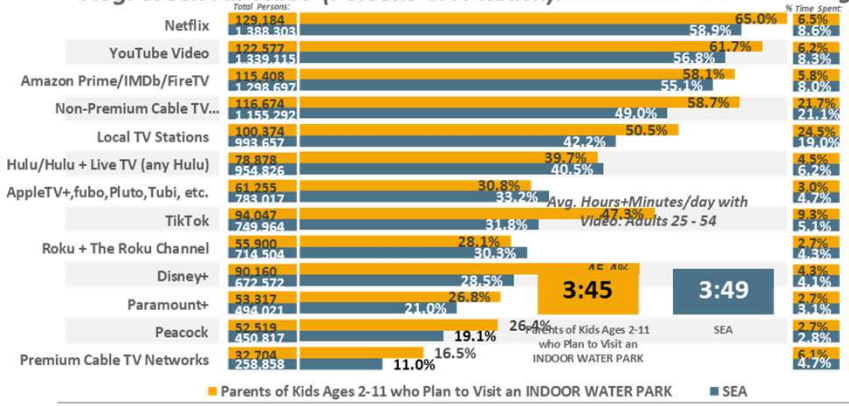
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

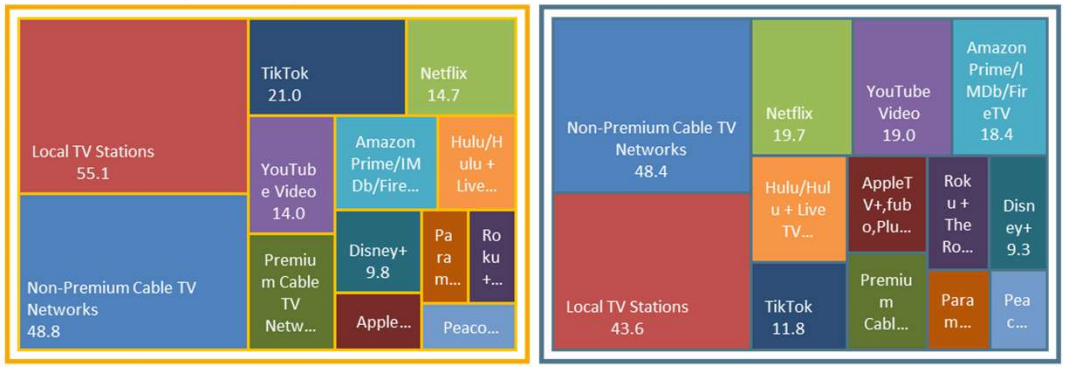


98,603 or 49.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 52.2 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

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

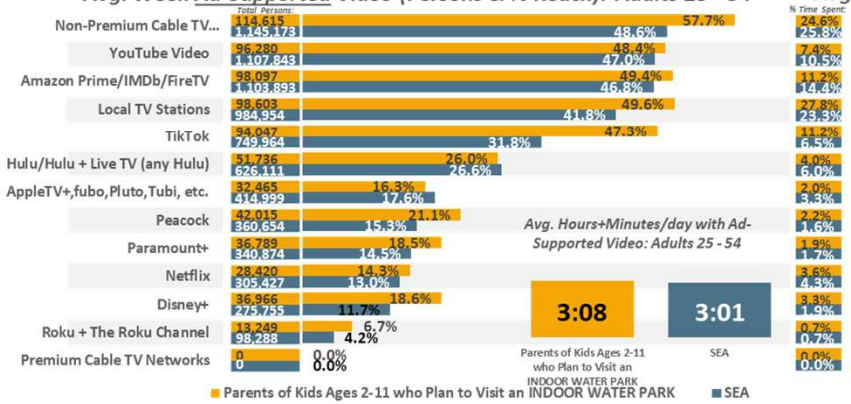


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

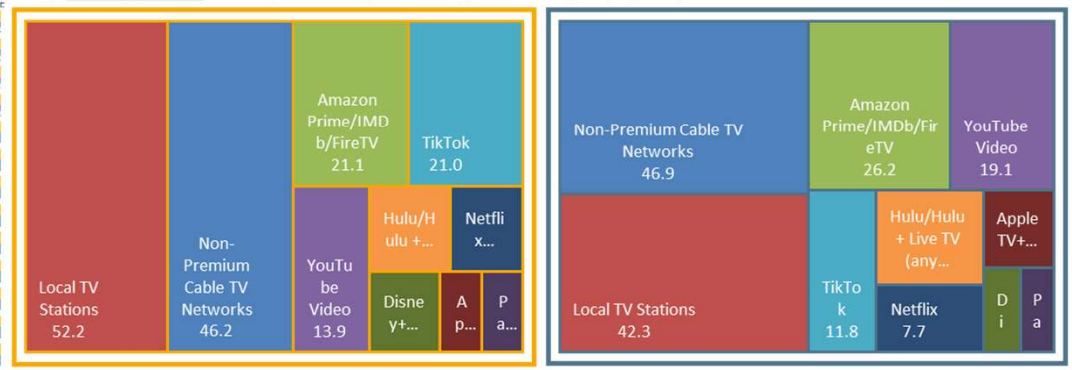


Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK ■ SEA

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



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



Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK ■ SEA

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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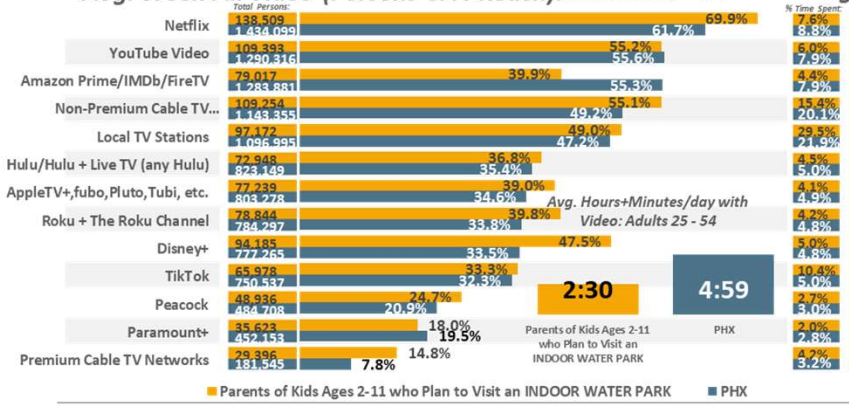
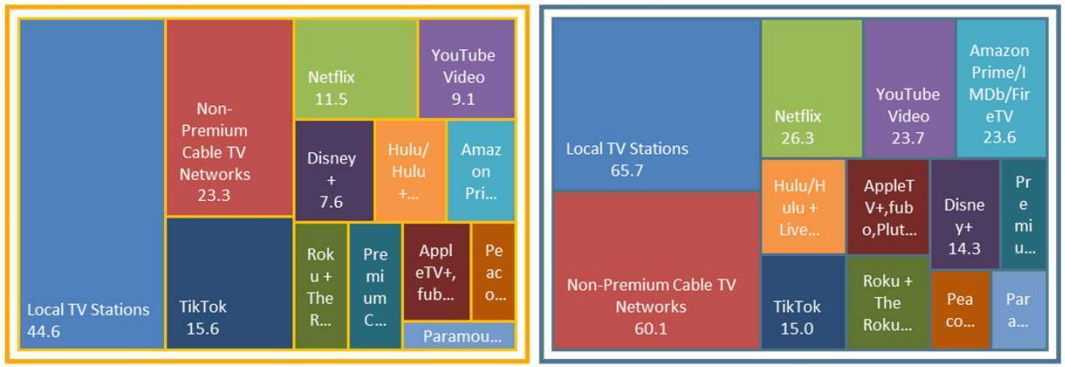
94,340 or 47.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 43.5 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

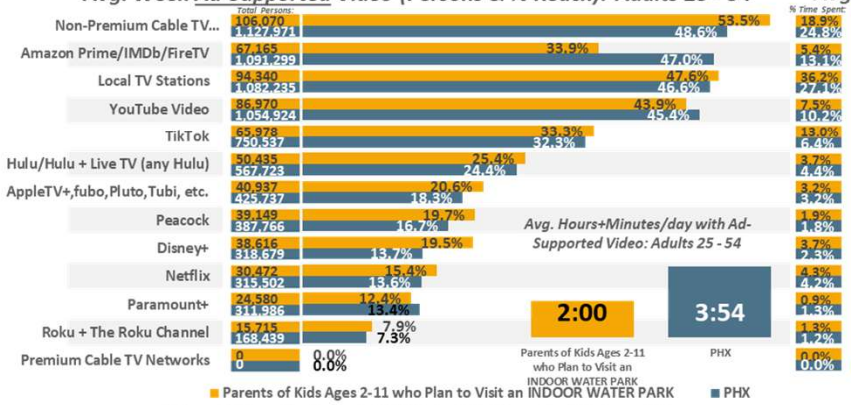
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



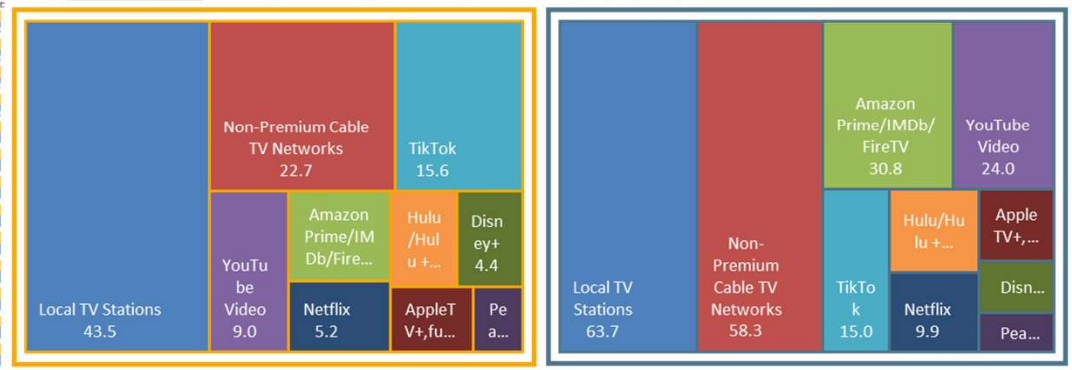
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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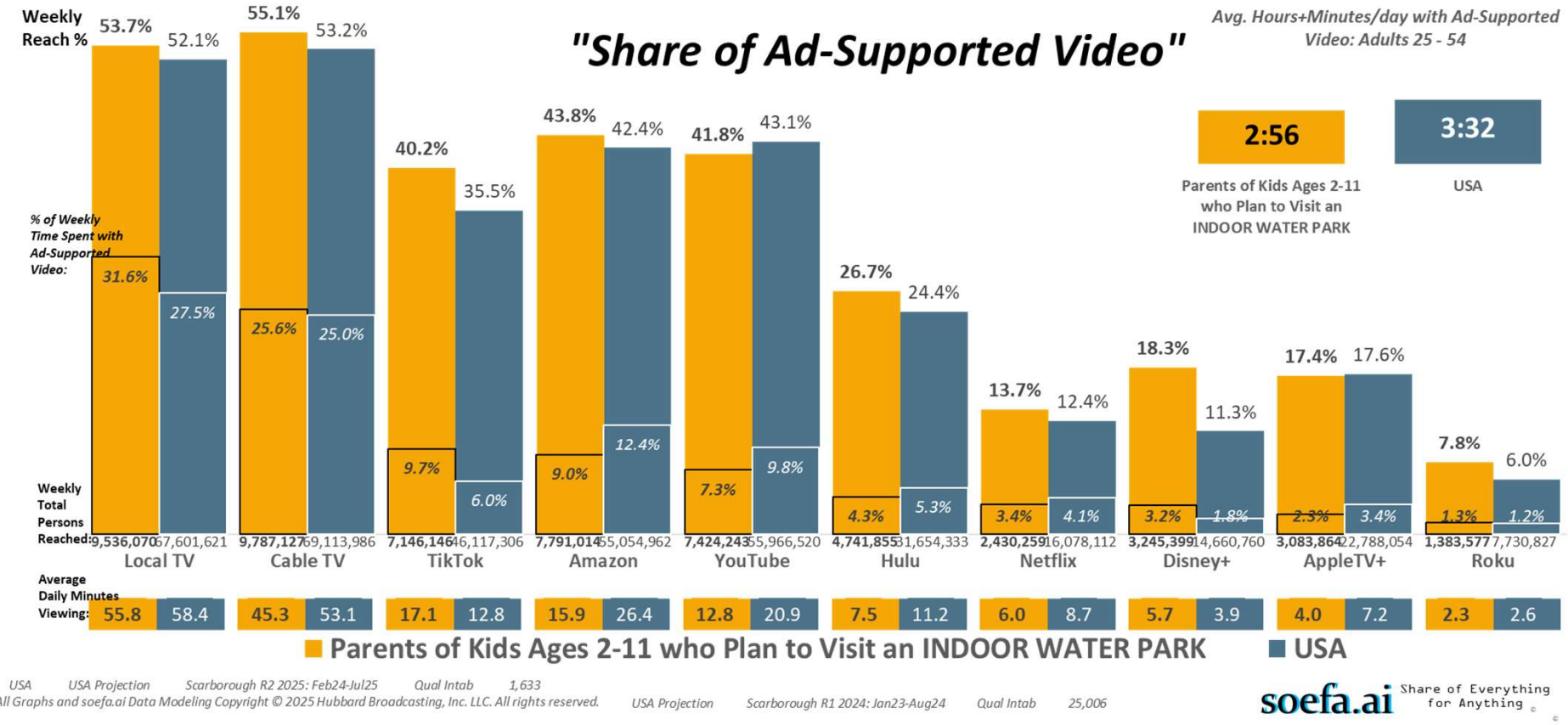

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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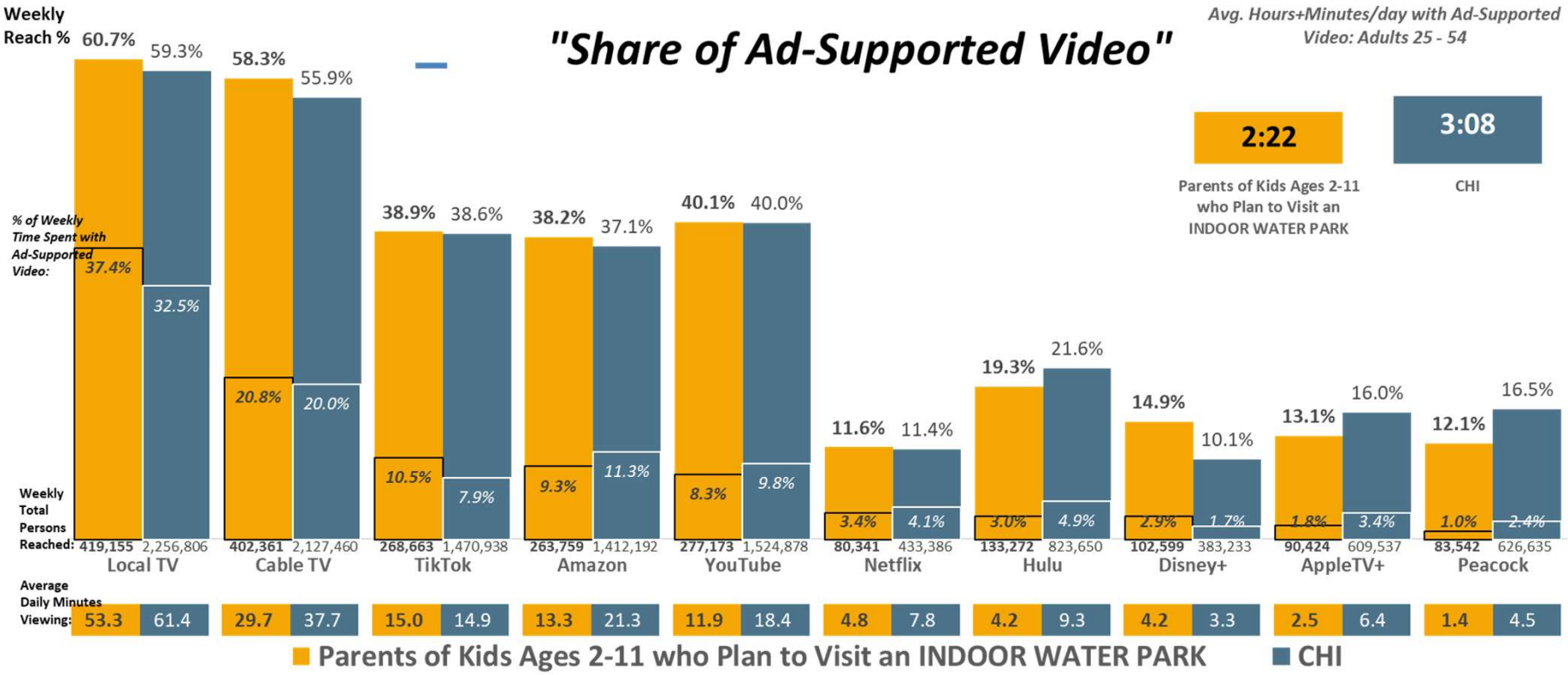

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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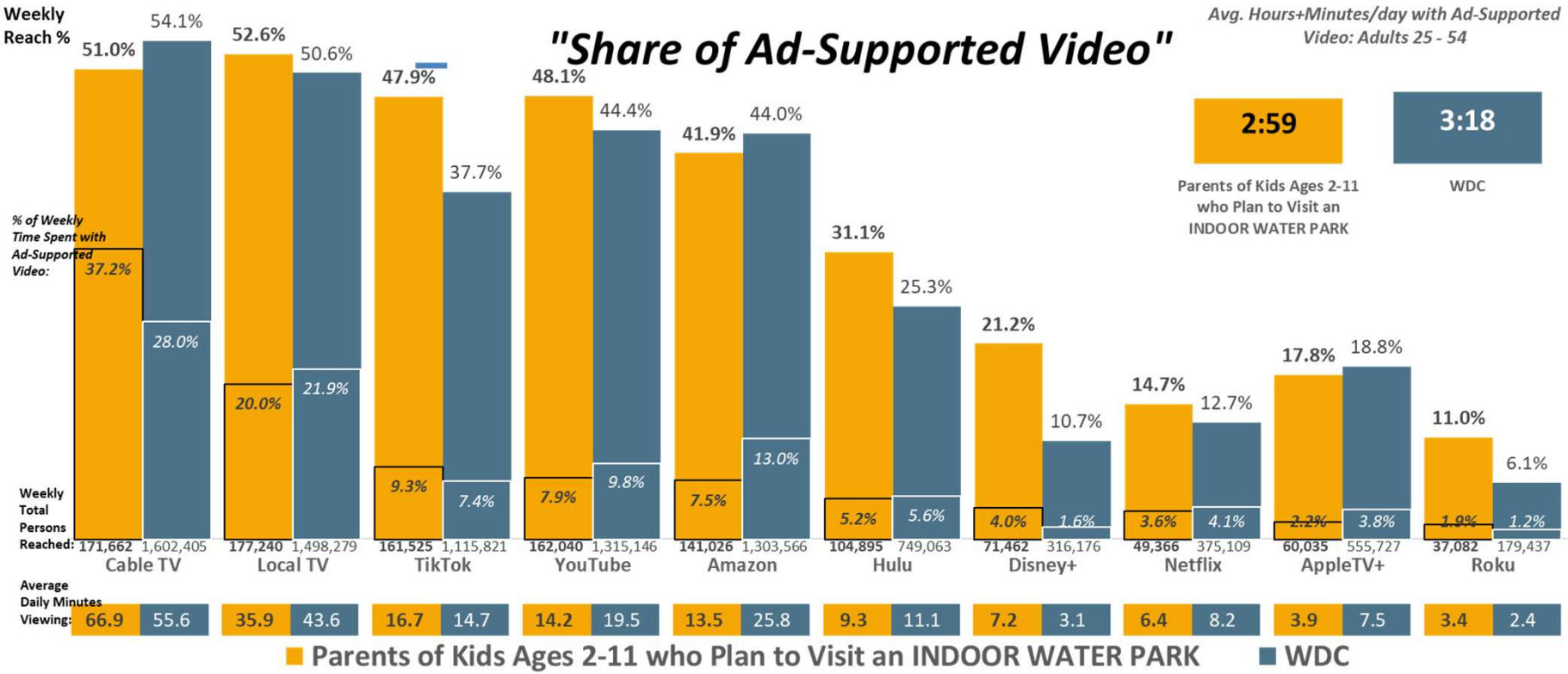

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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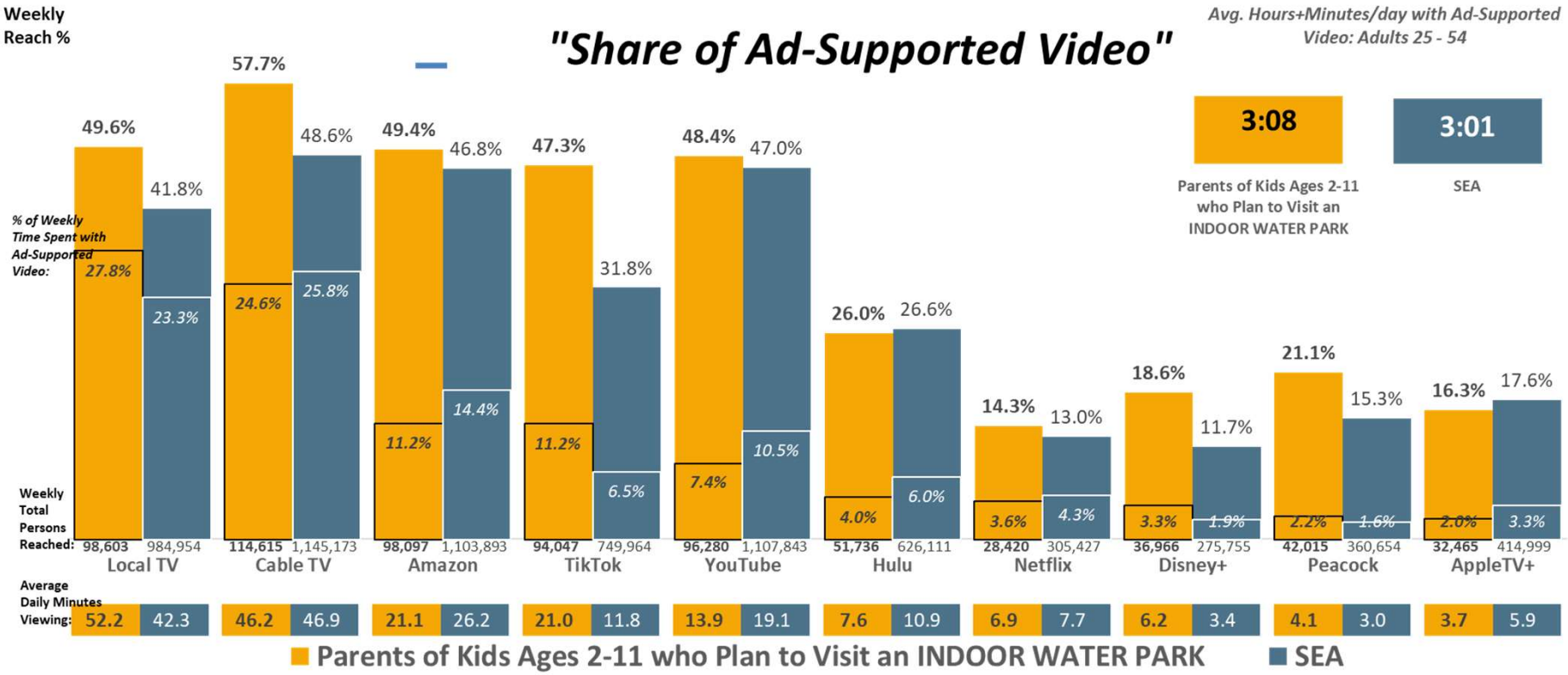
98,603 or 49.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 52.2 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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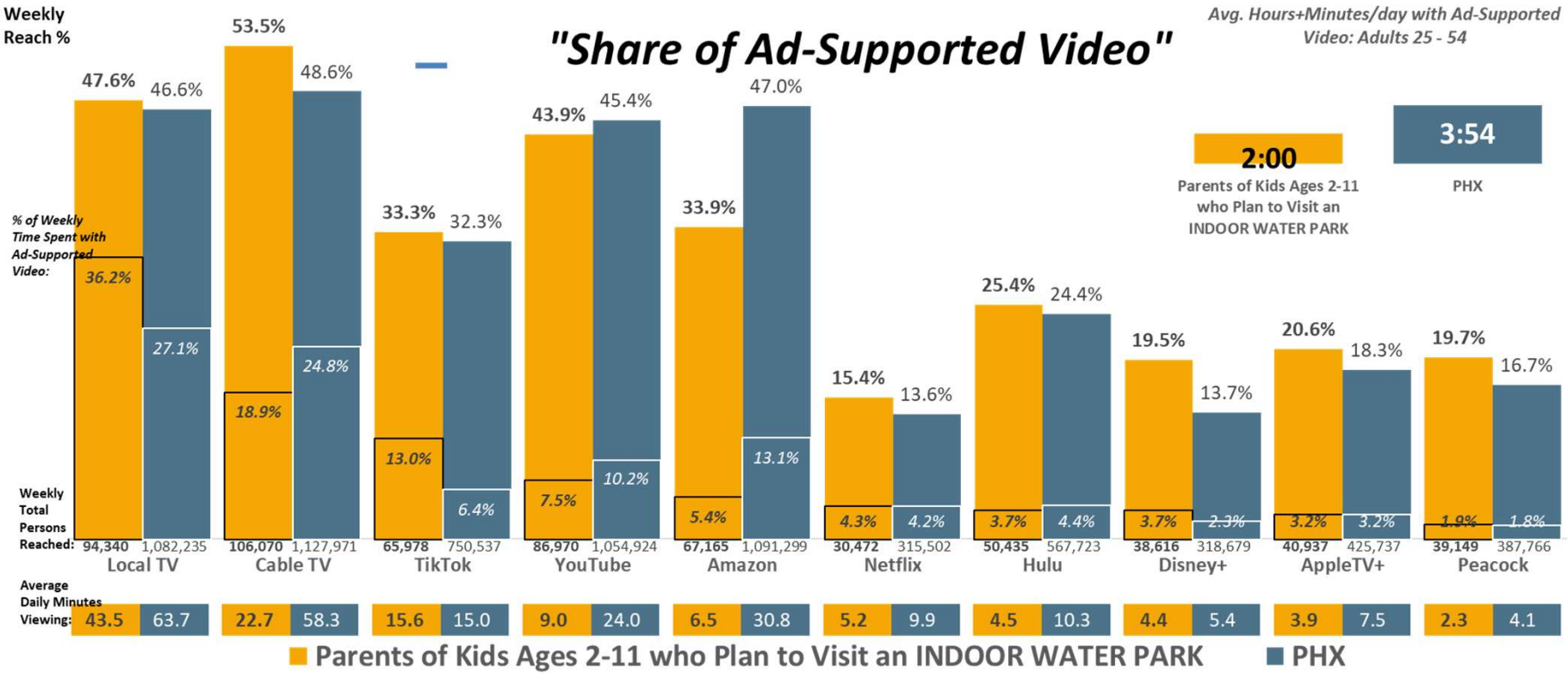

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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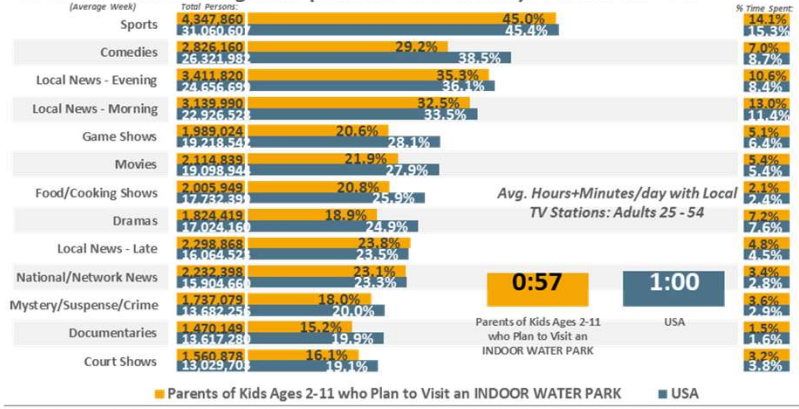
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



9,536,070 or 53.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Movies.

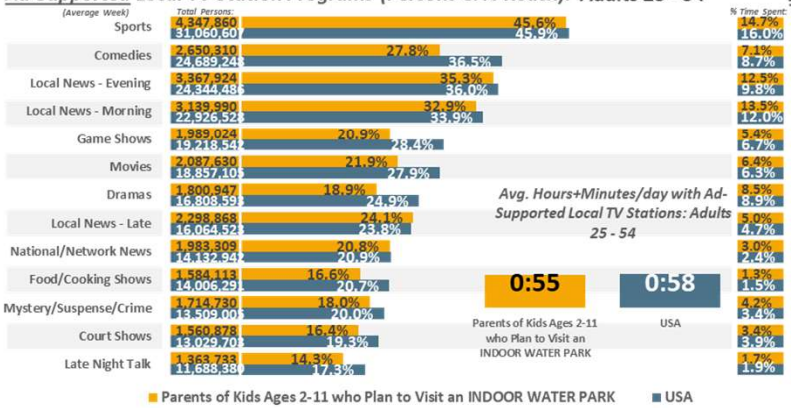
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



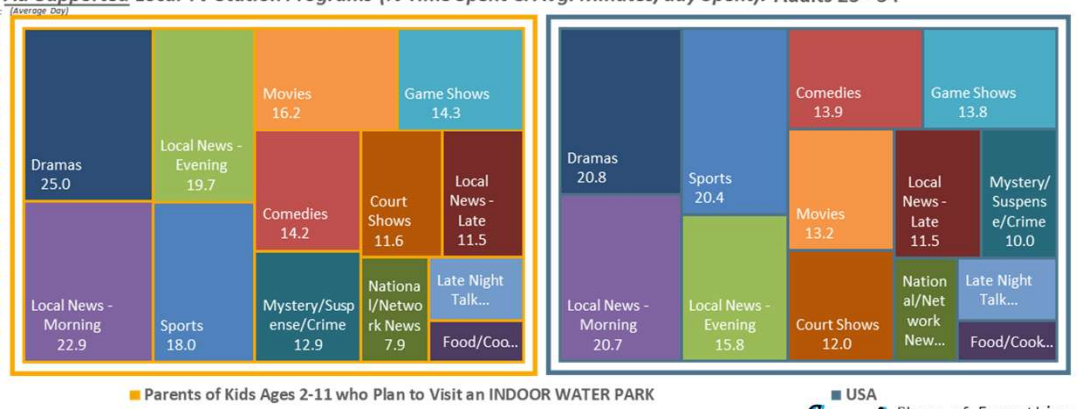
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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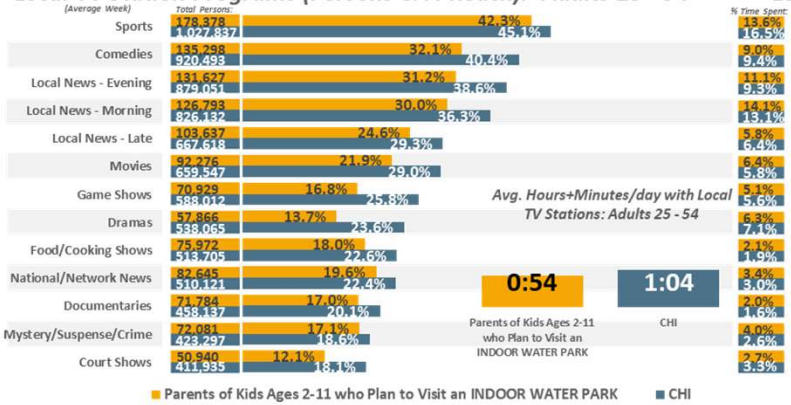
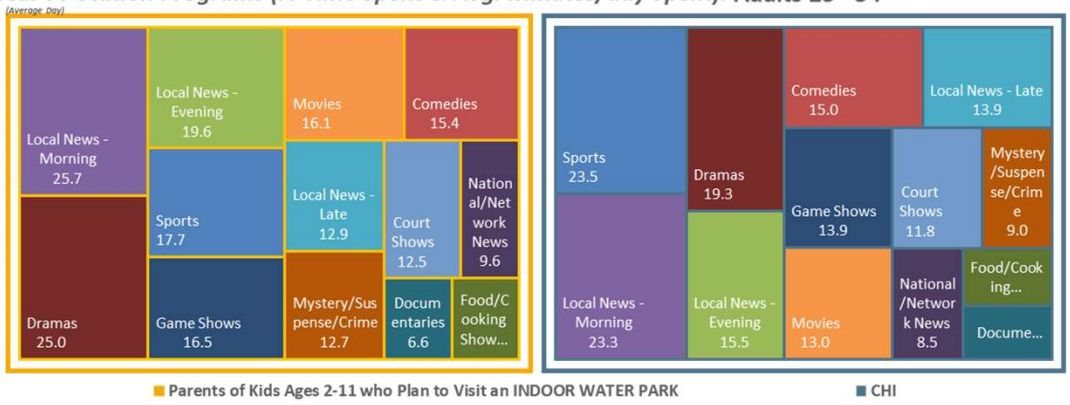
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

419,155 or 60.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Local News - Late, and Movies.

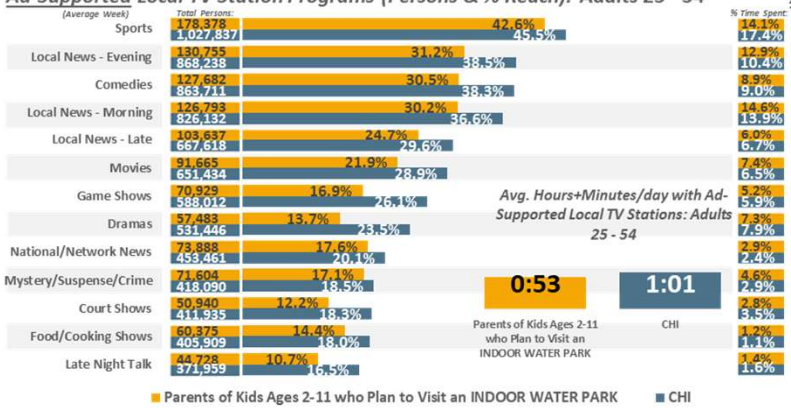
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



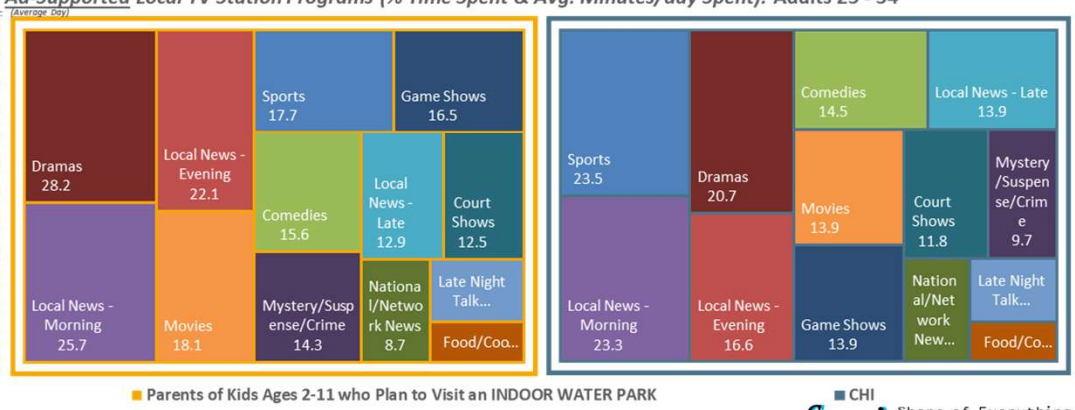
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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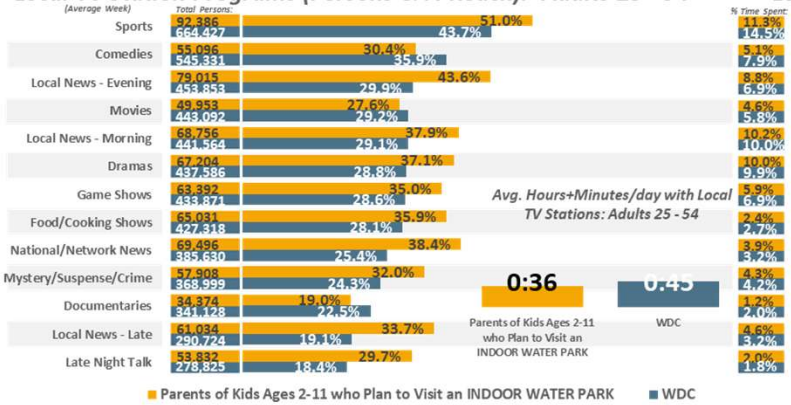
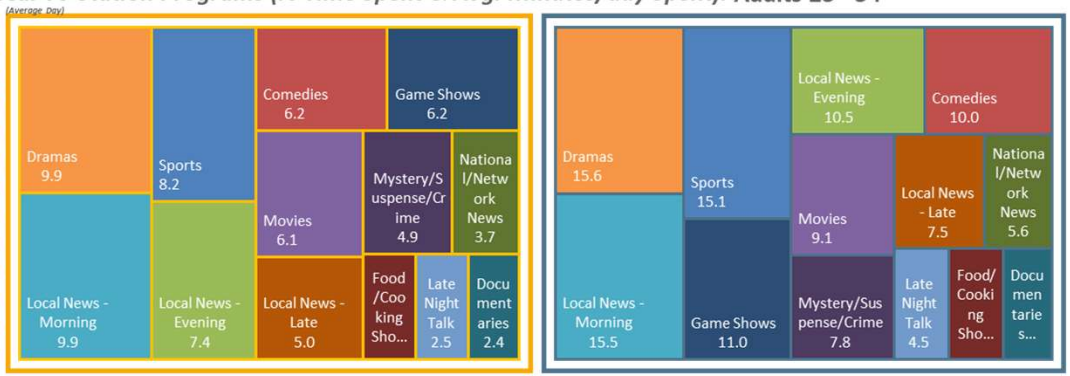
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

177,240 or 52.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, Game Shows, and National/Network N

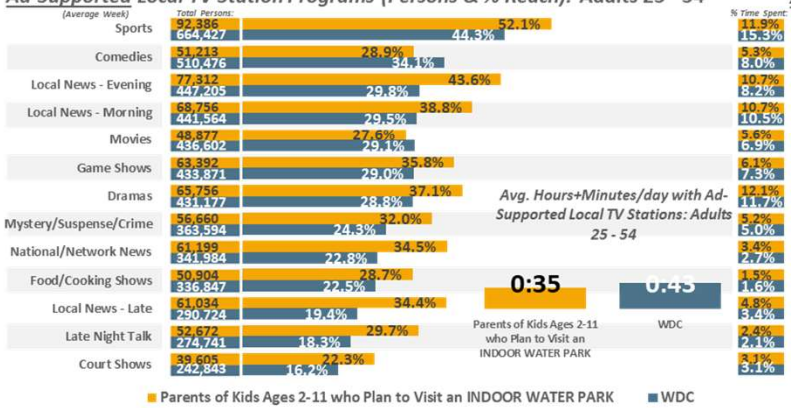
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



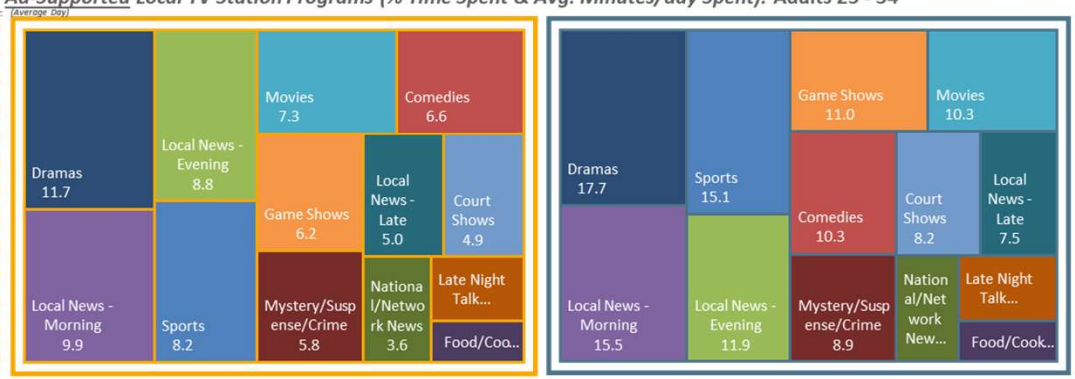
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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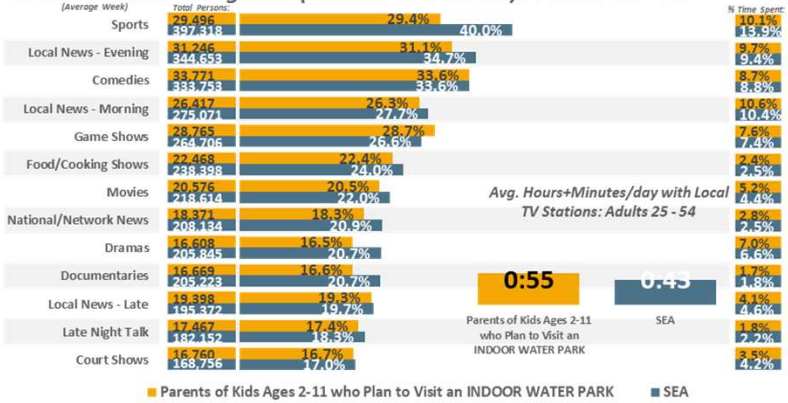
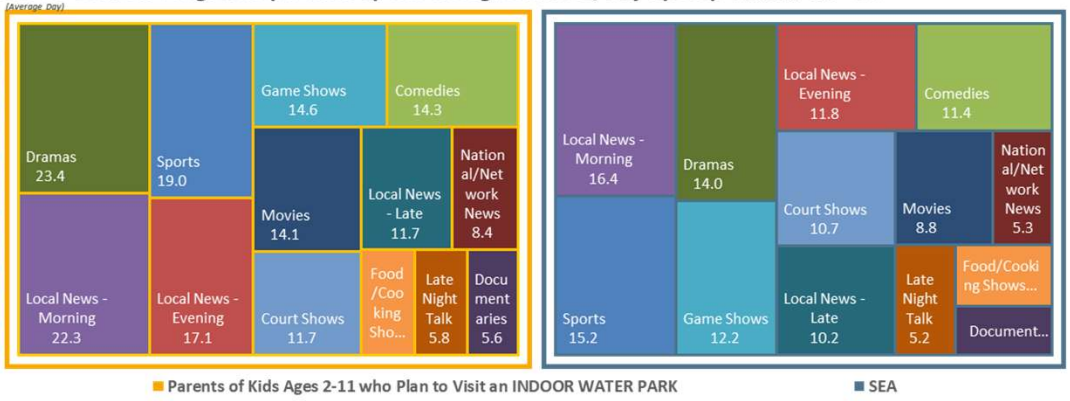
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

98,603 or 49.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Game Shows, Local News - Morning, and Daytime Talk Show

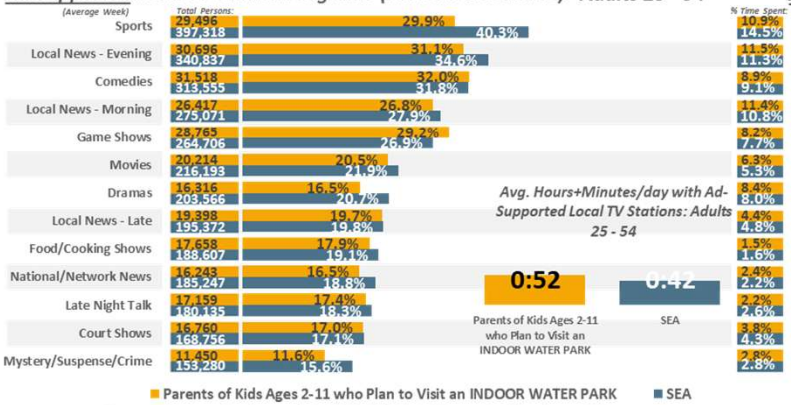
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



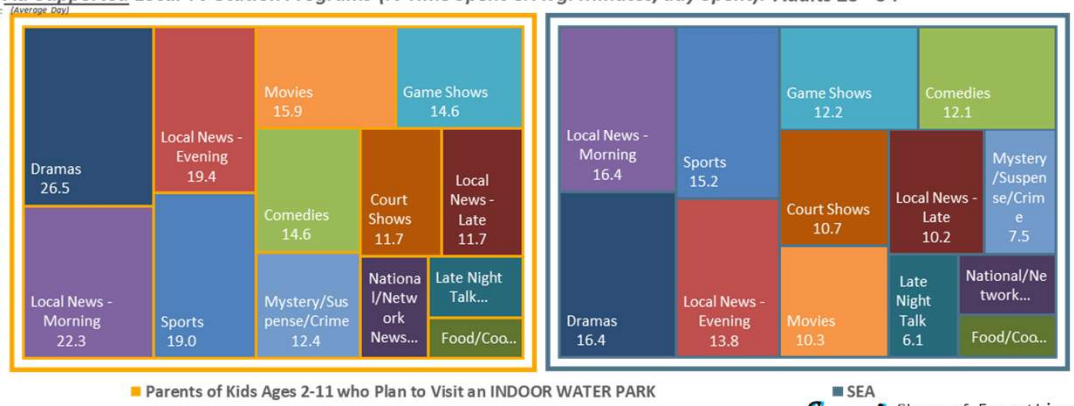
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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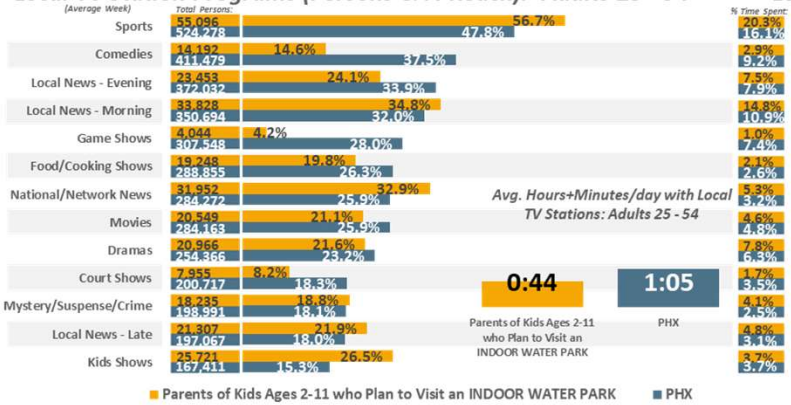
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

94,340 or 47.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, National/Network News, Local News - Evening, Local News - Late, a

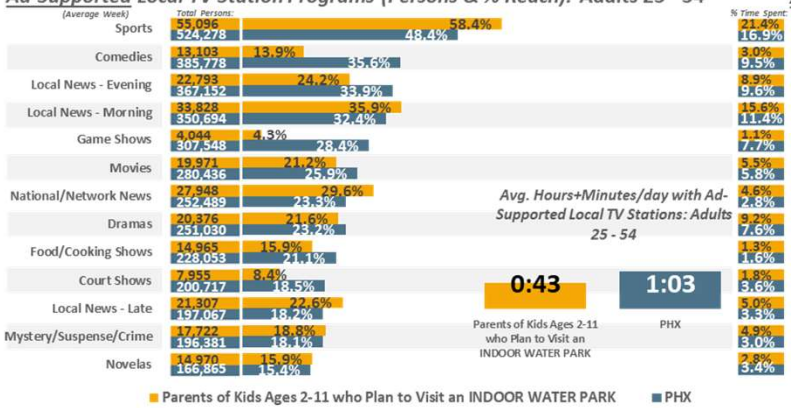
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



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



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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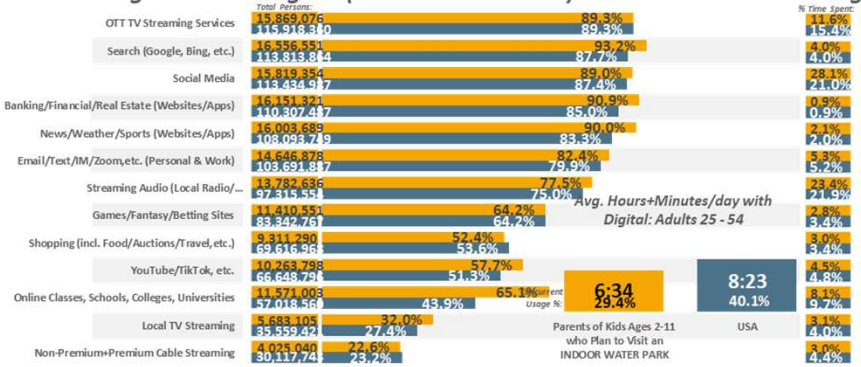
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

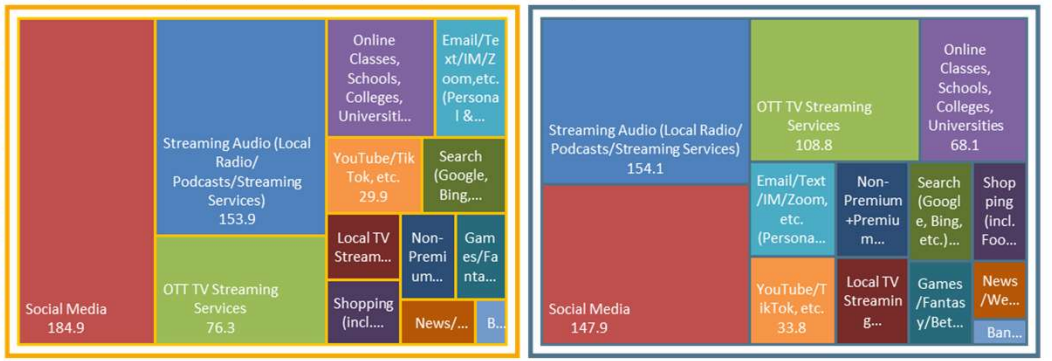


12,790,623 or 72.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 170.1 minutes every day representing 35.5% of all time spent daily with Ad-Supported Digital Media.

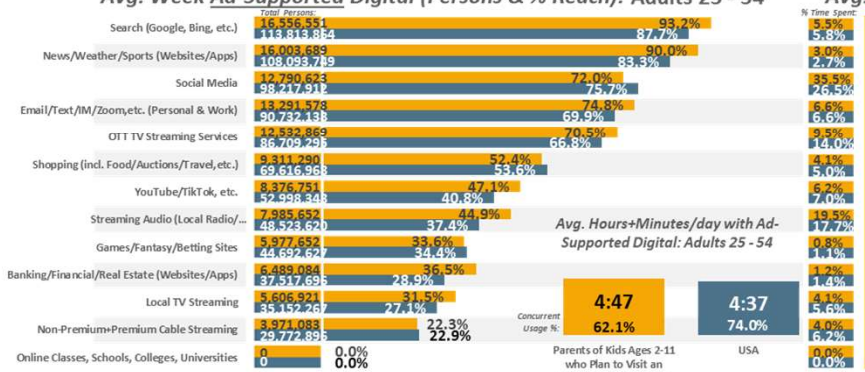
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



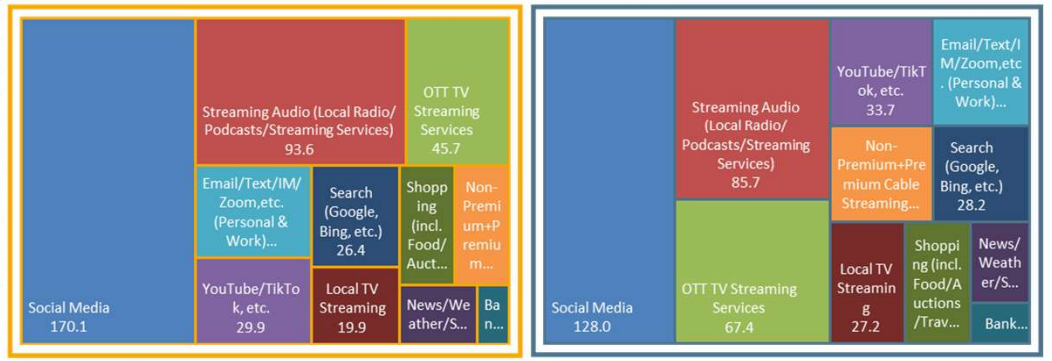
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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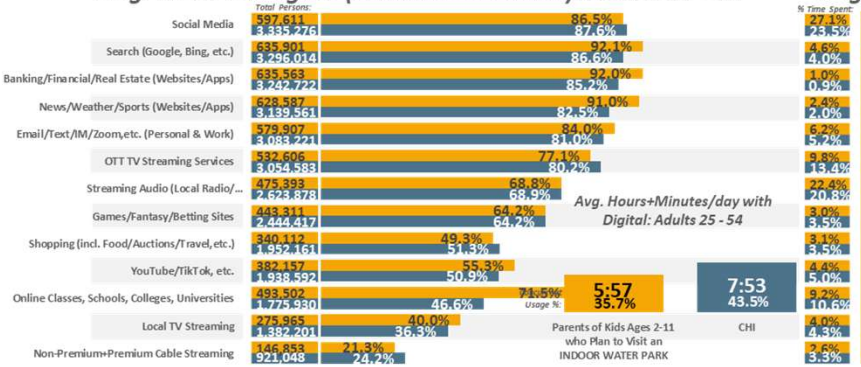
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

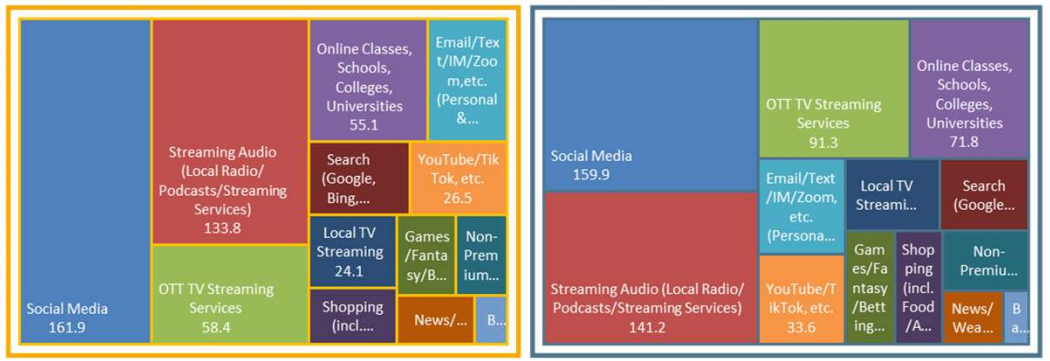
GREAT WOLF LODGE — CHI

430,625 or 62.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 149. minutes every day representing 34.2% of all time spent daily with Ad-Supported Digital Media.

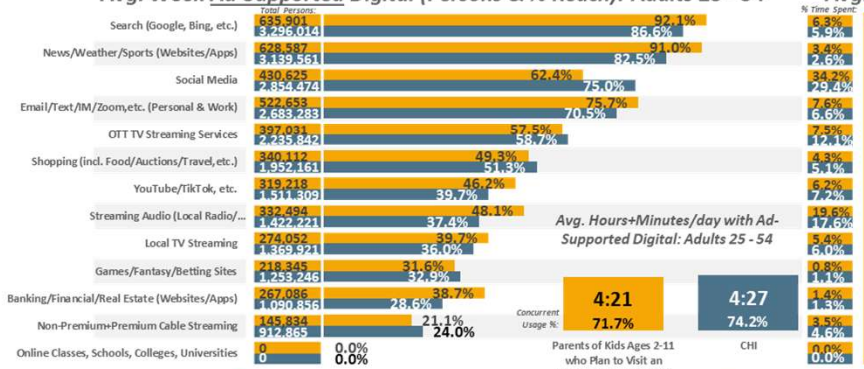
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



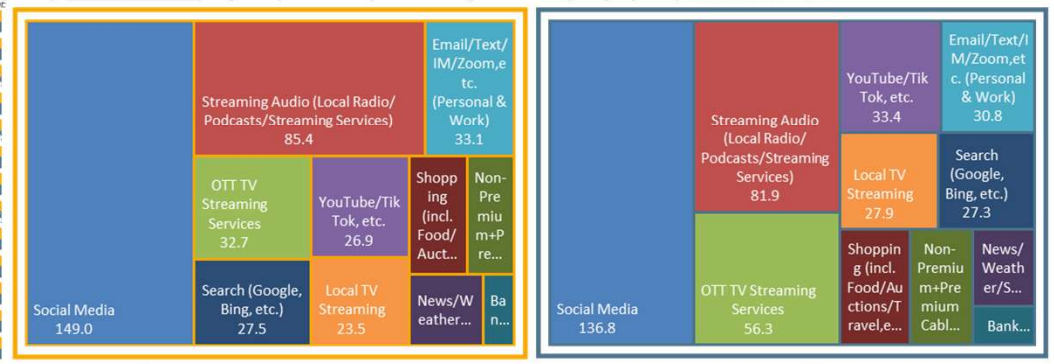
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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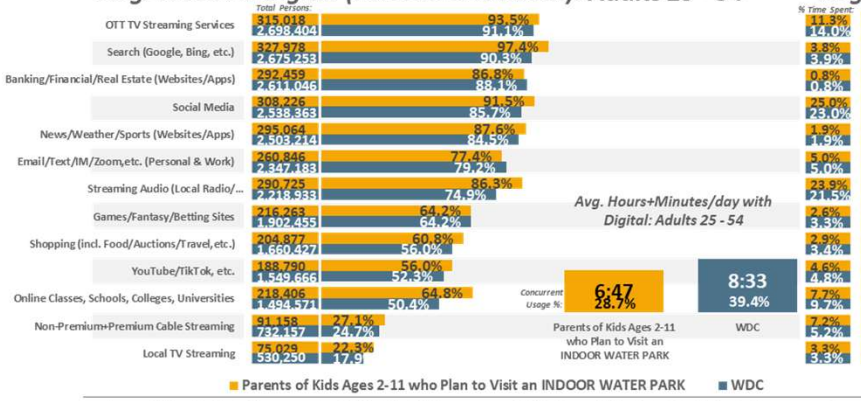
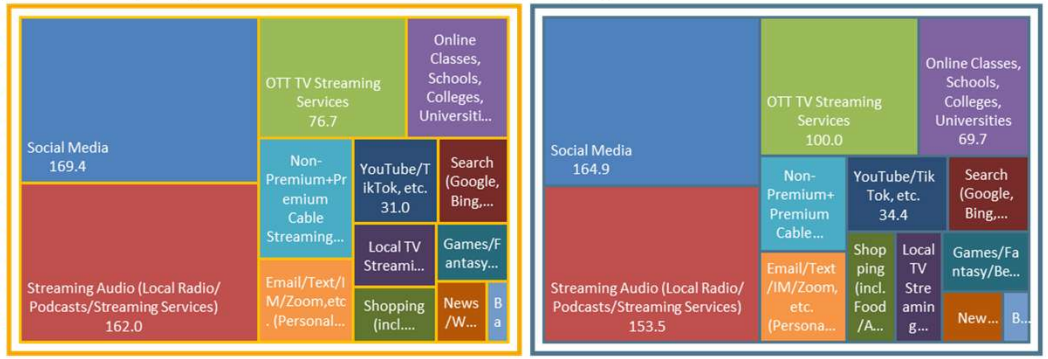
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

267,261 or 79.3% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 155.9 minutes every day representing 31.2% of all time spent daily with Ad-Supported Digital Media.

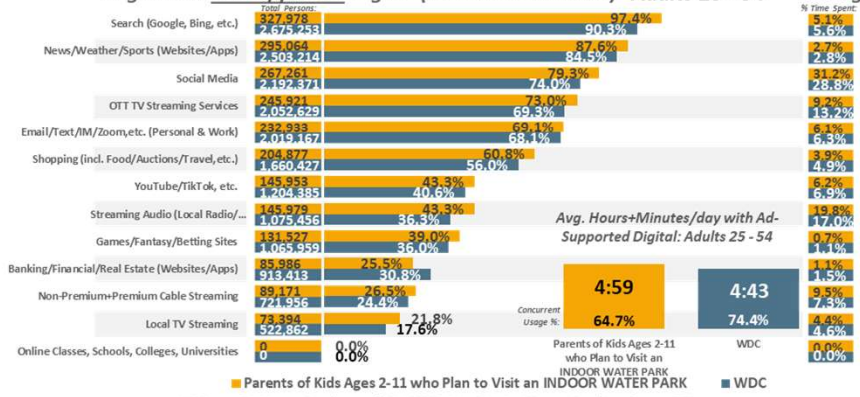
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



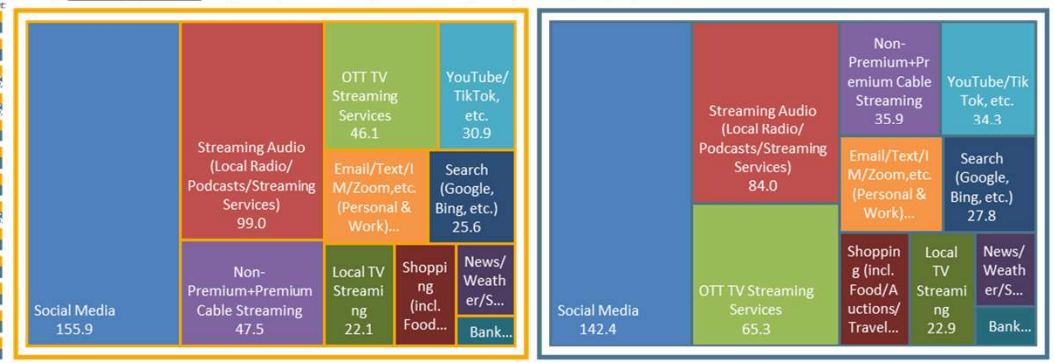
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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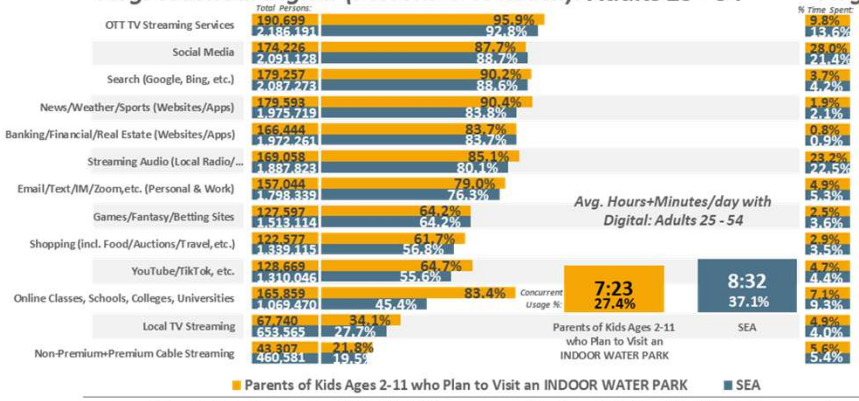
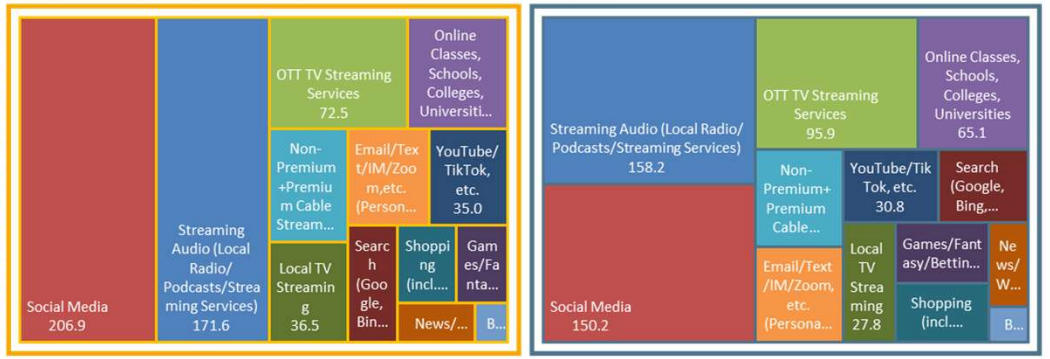
139,994 or 70.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 190.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Digital Media.

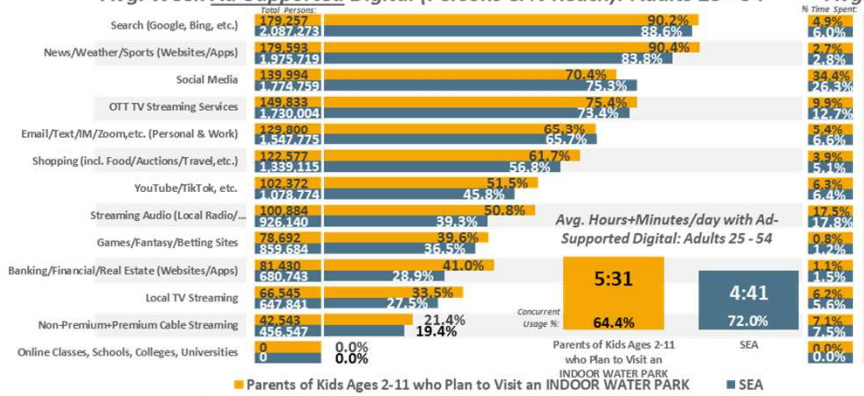
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



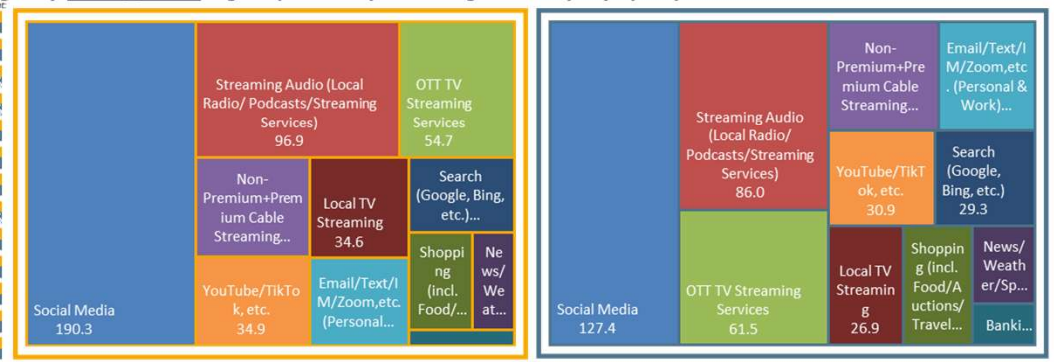
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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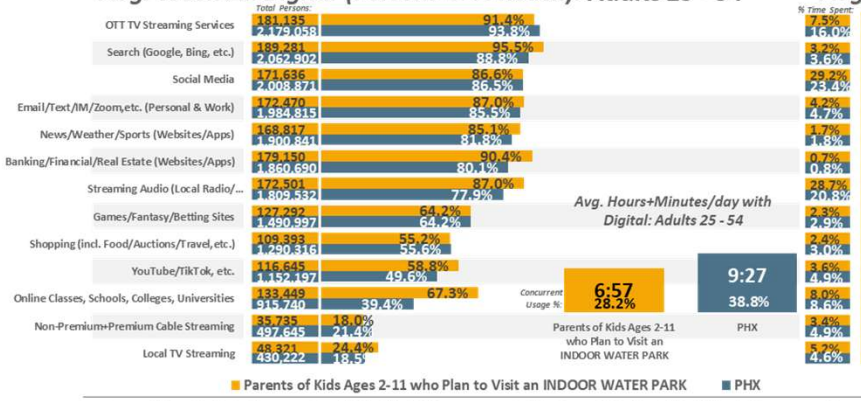
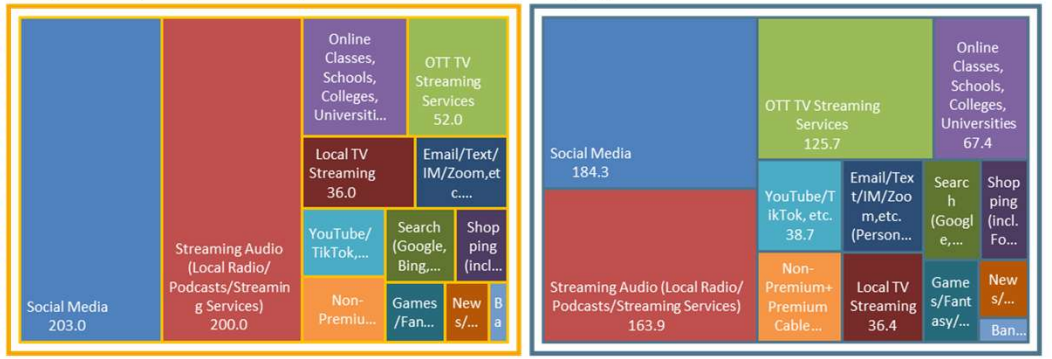
147,582 or 74.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 186.8 minutes every day representing 37.% of all time spent daily with Ad-Supported Digital Media.

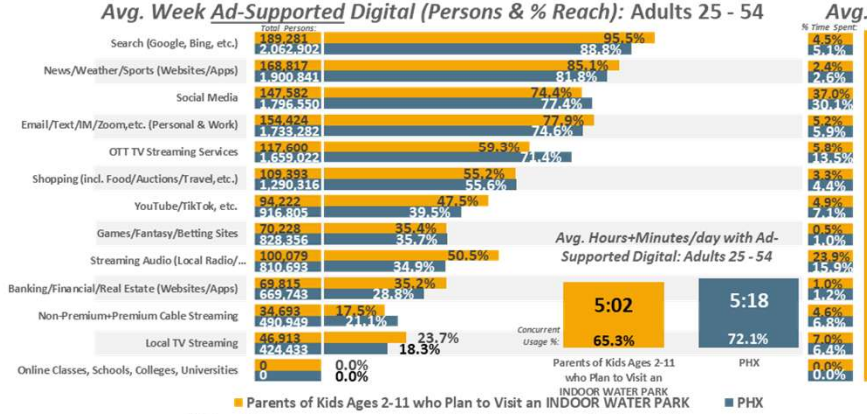
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



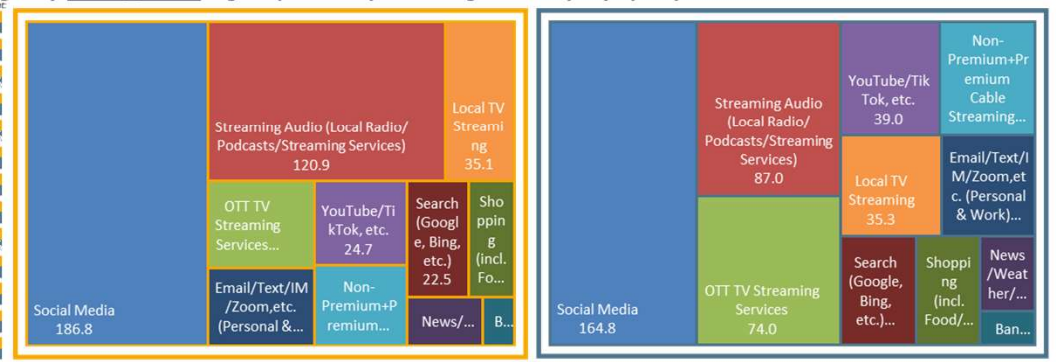
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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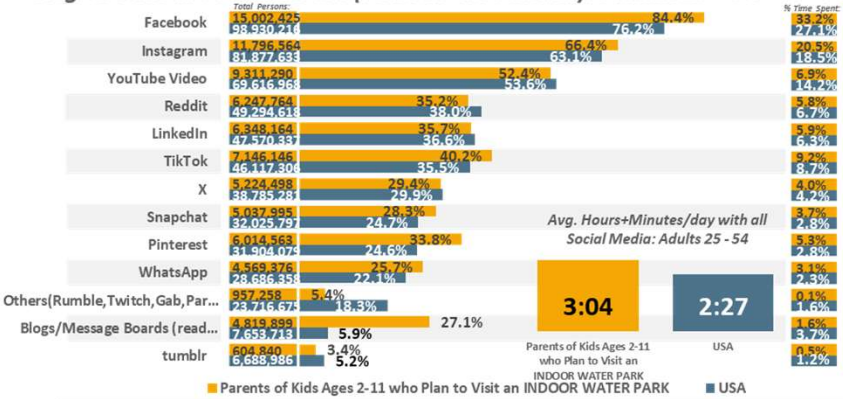
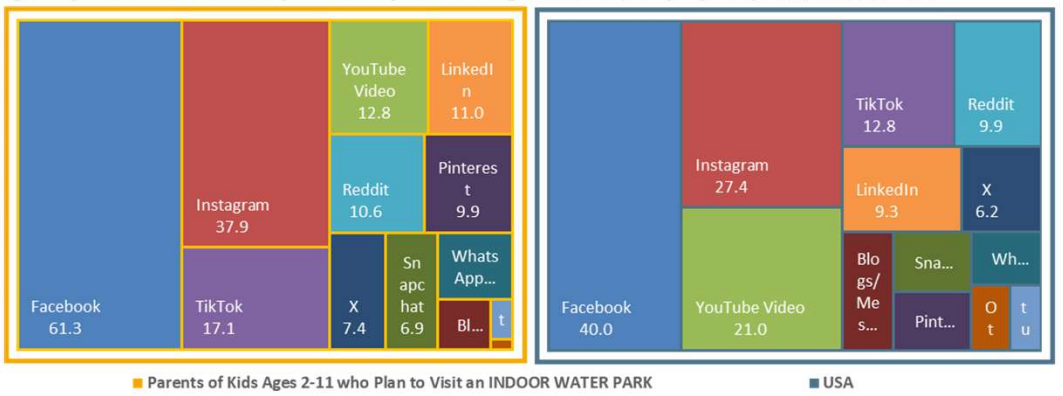
GREAT WOLF LODGE — USA

12,790,623 or 72.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 53.1 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

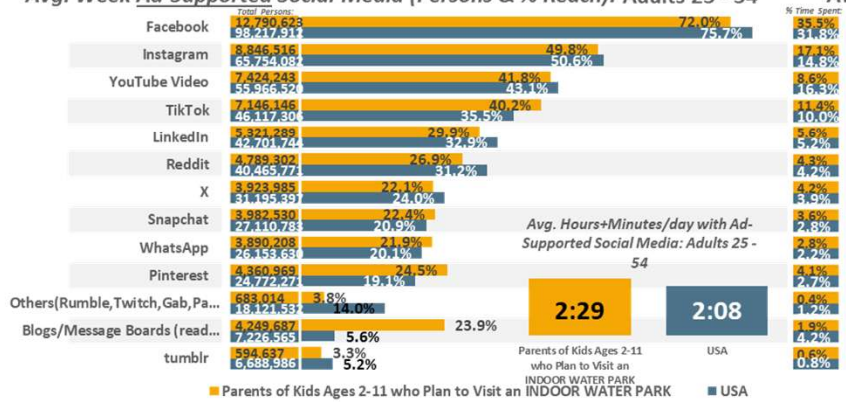
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



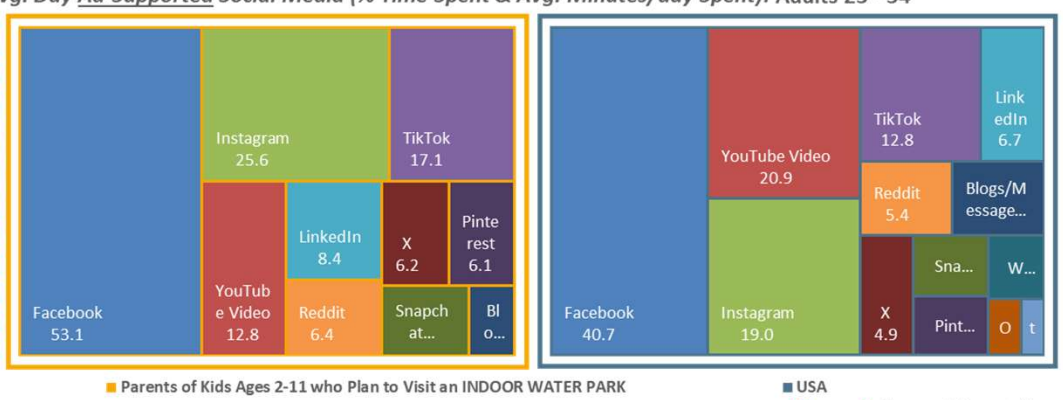
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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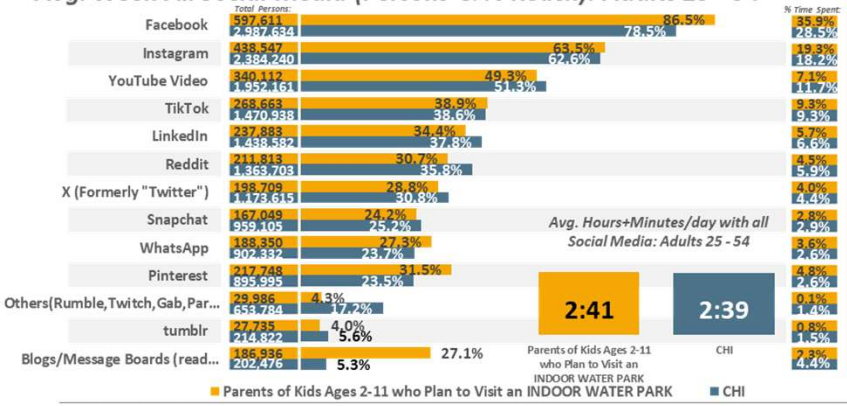
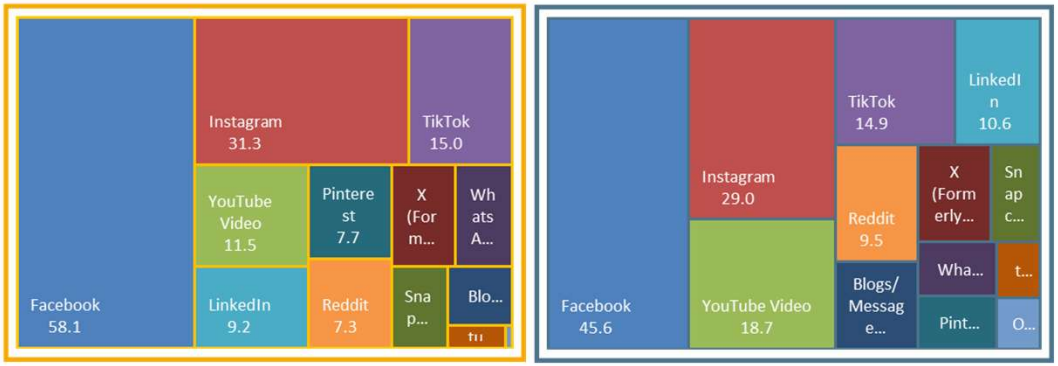
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

430,625 or 62.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 39.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

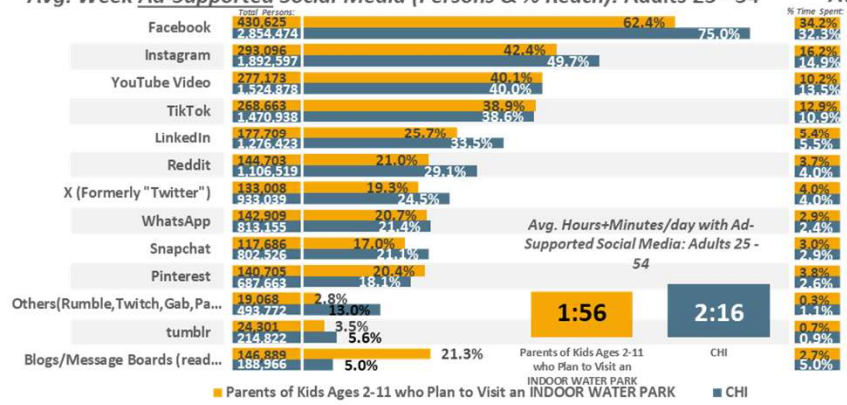
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



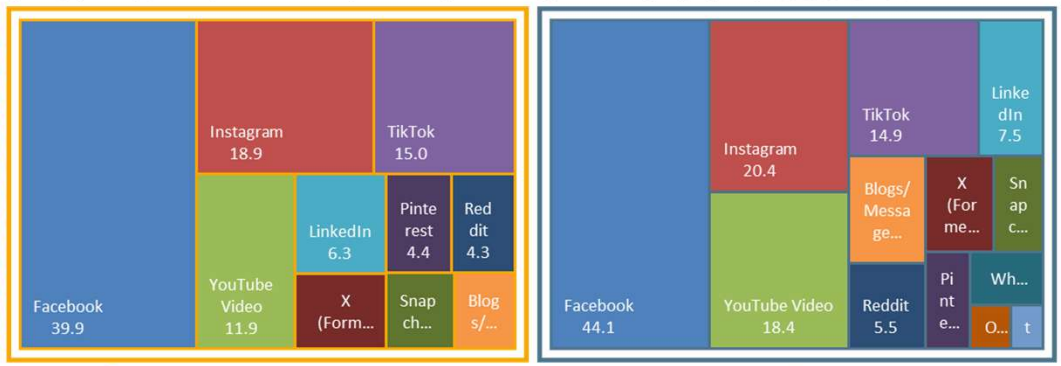
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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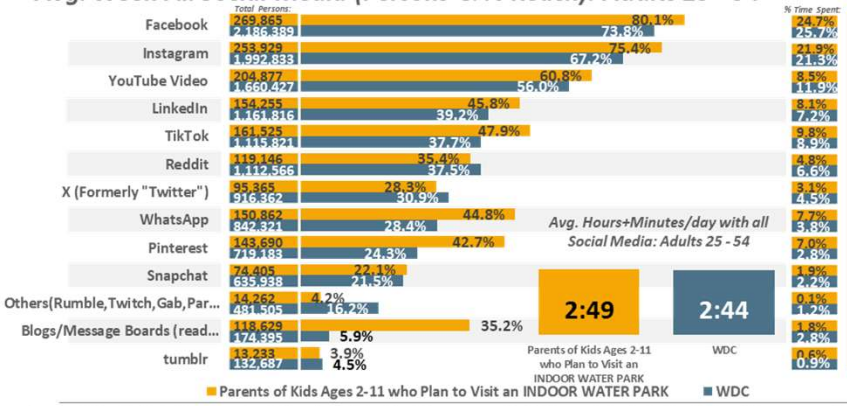
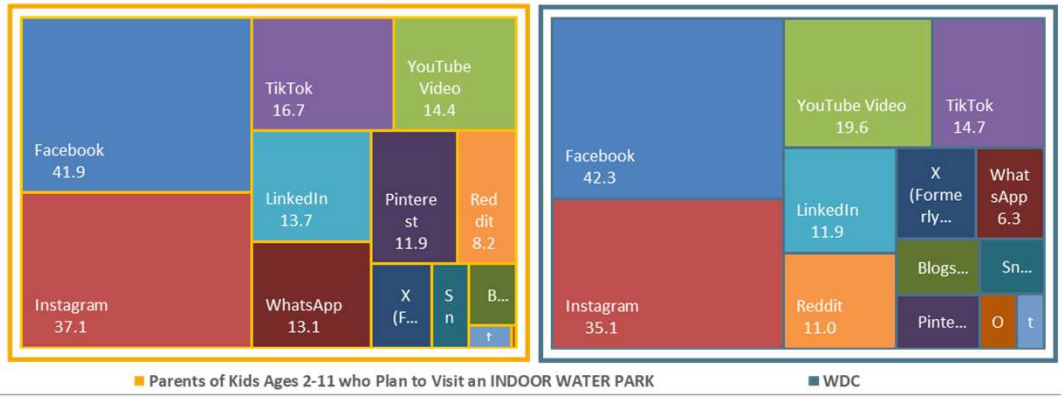
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

267,261 or 79.3% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 48.5 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.

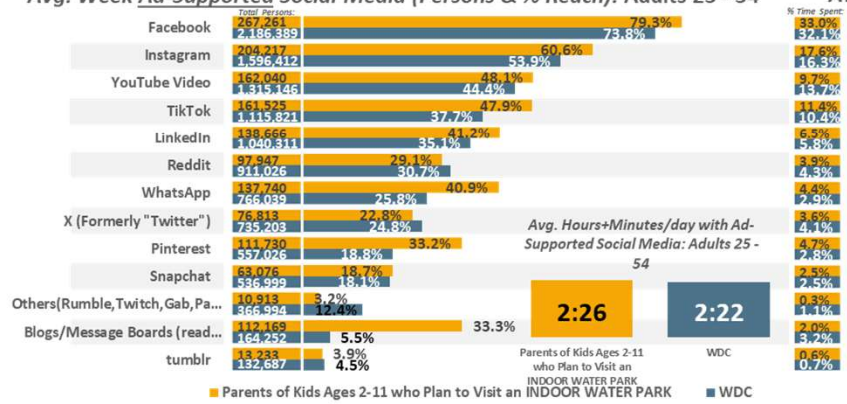
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



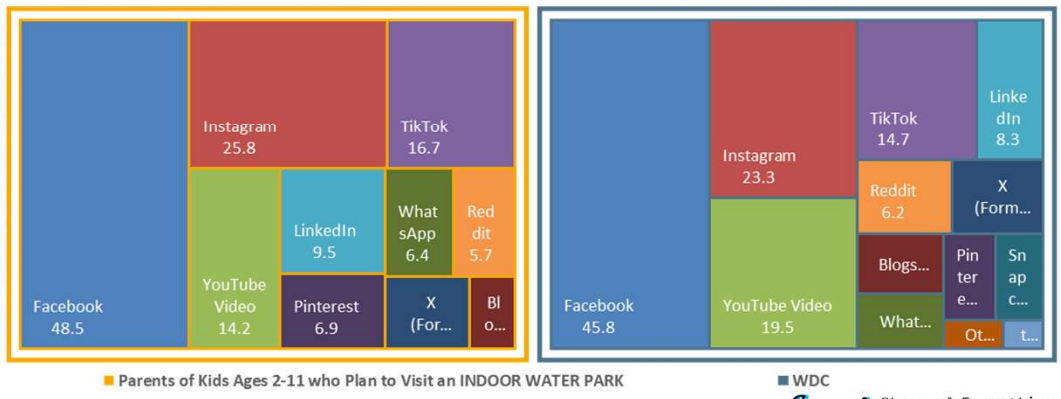
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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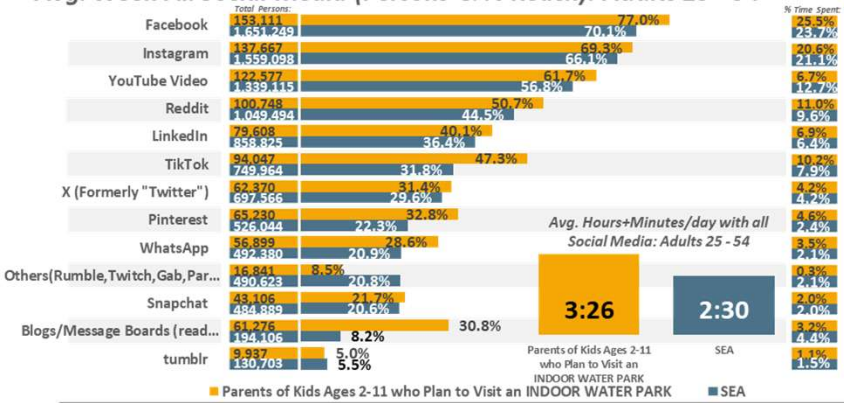
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

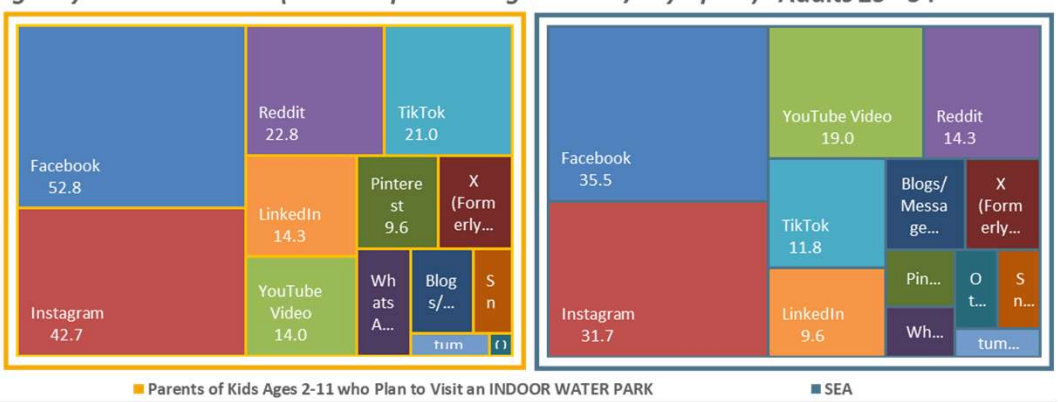


139,994 or 70.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 54. minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

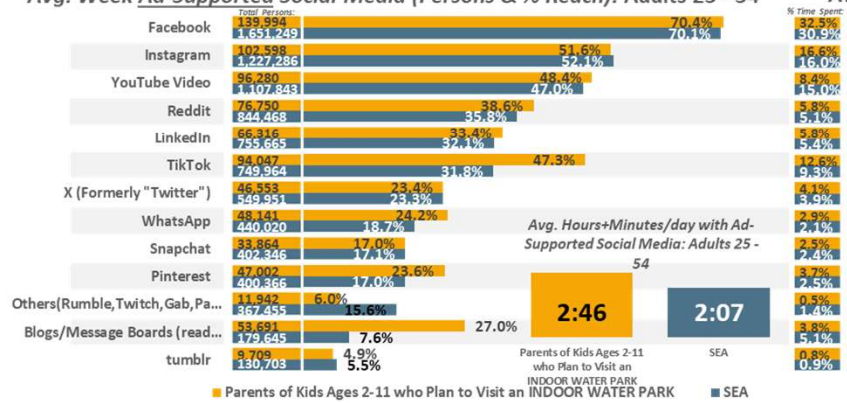
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



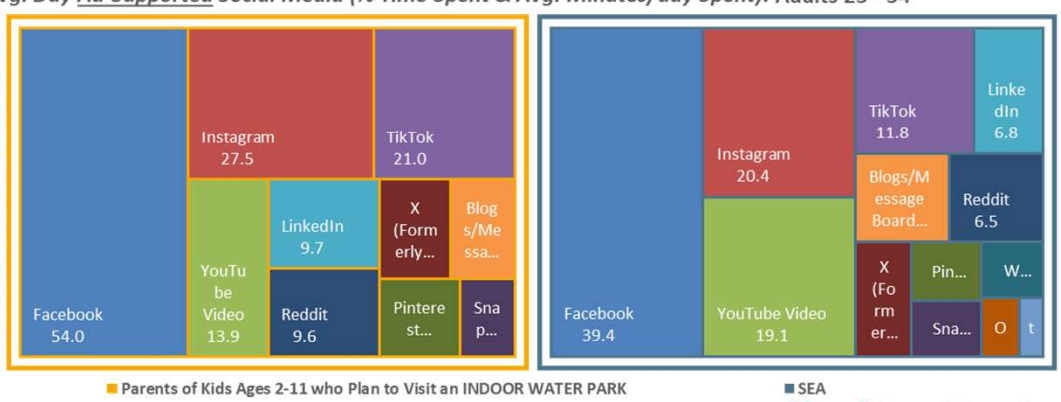
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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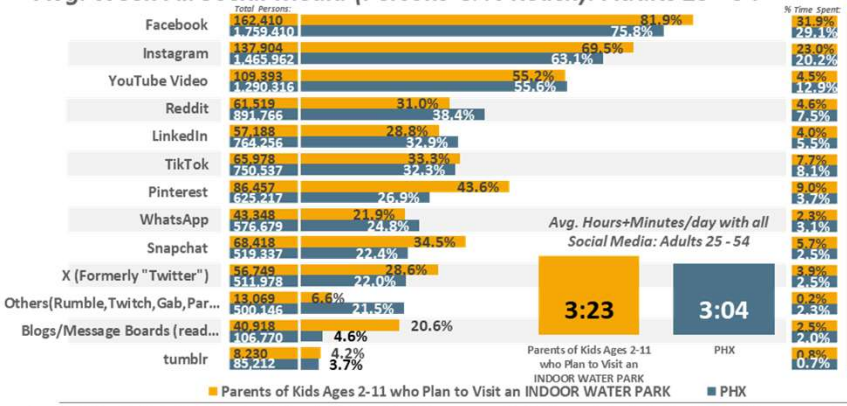
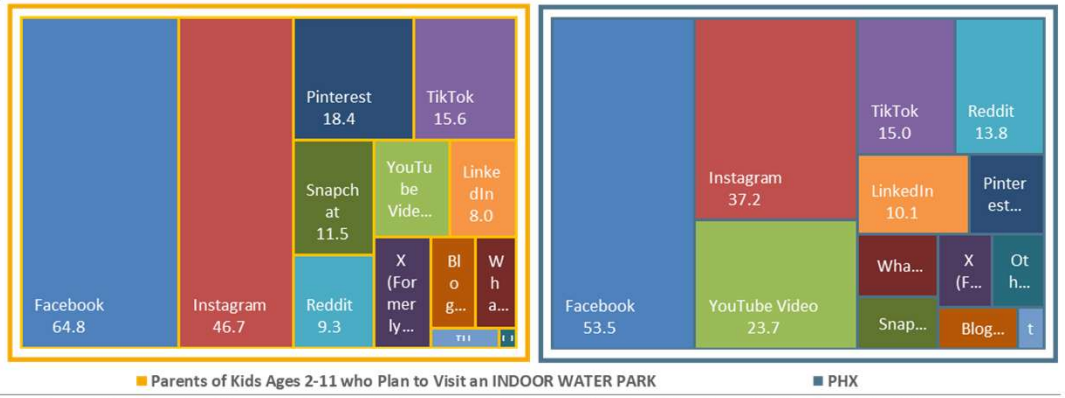
147,582 or 74.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 64.3 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

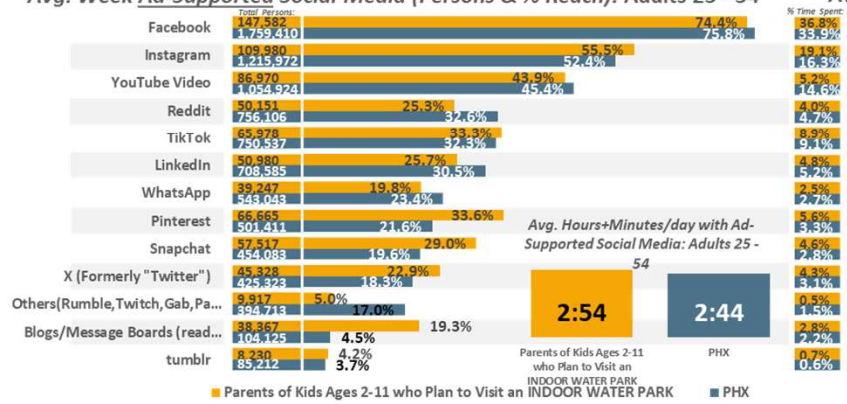
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



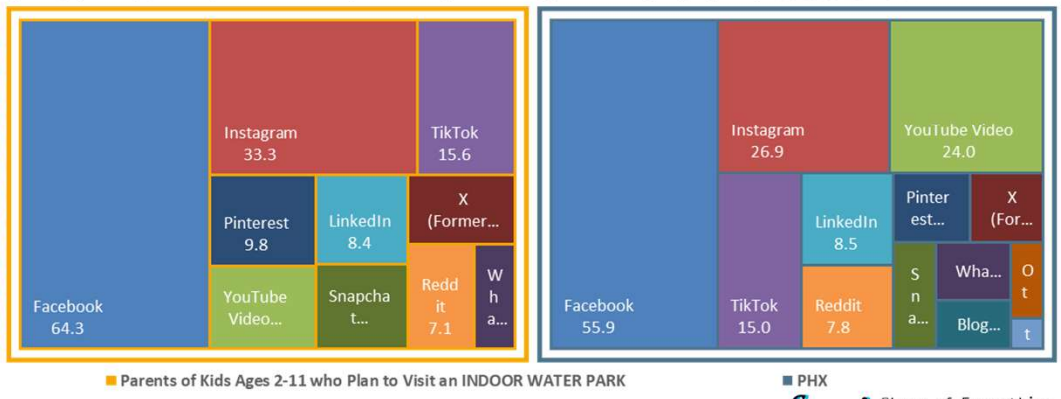
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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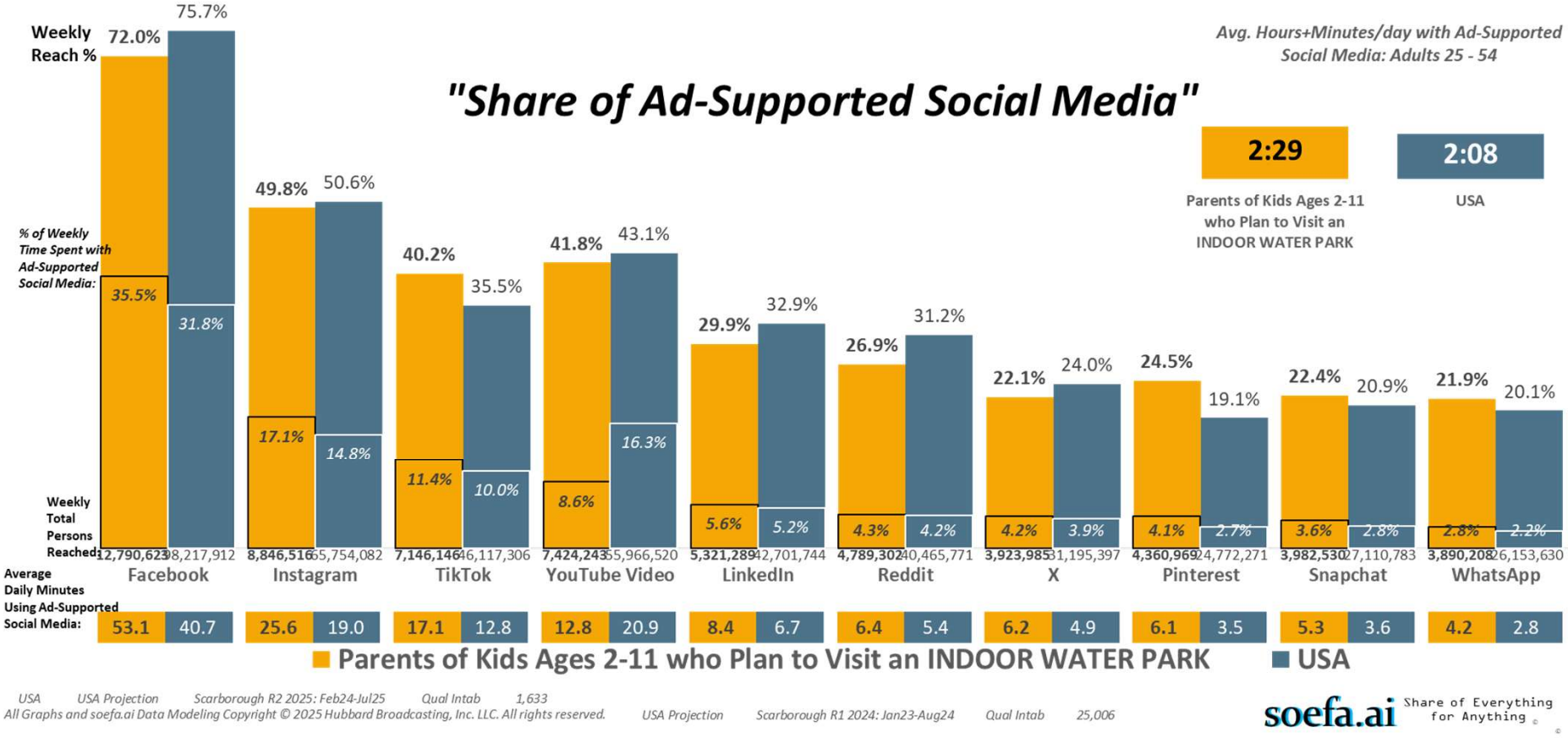
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



12,790,623 or 72.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 53.1 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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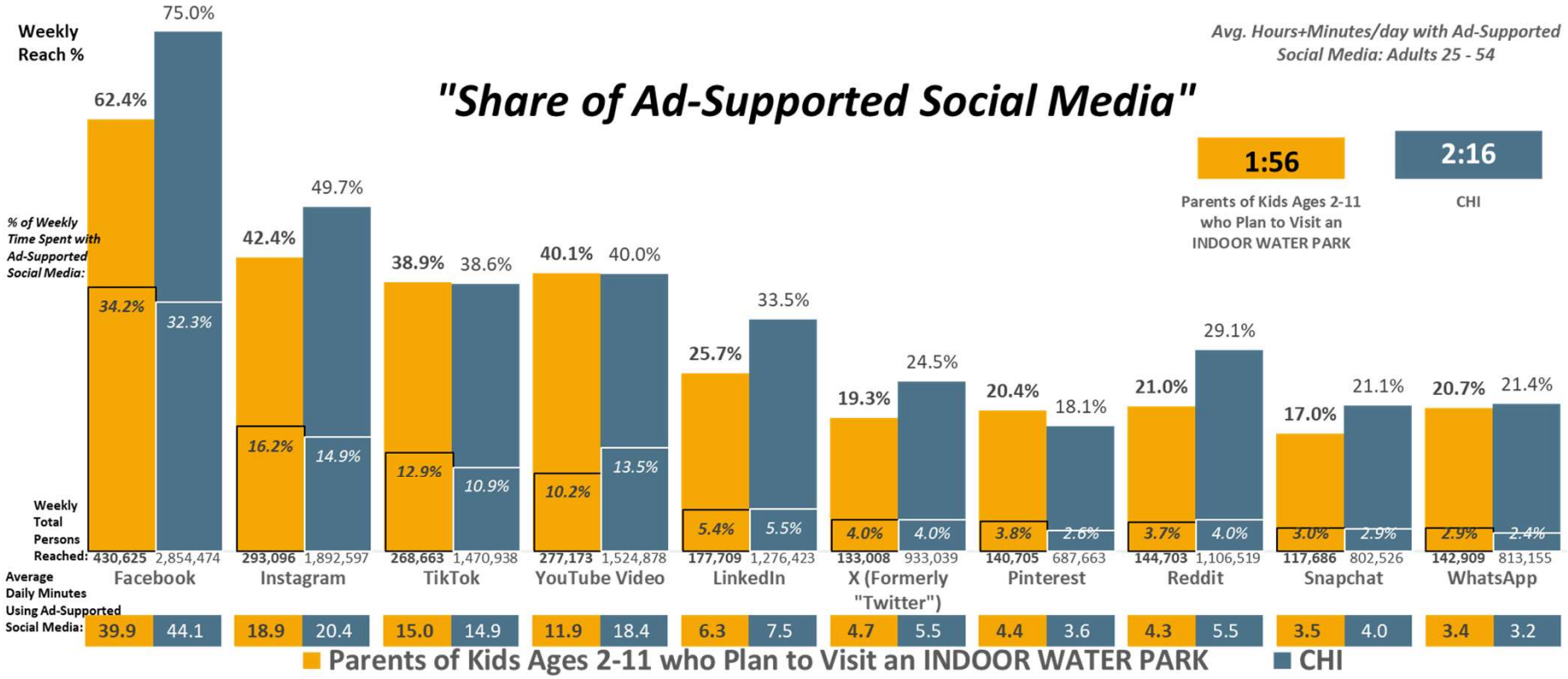
430,625 or 62.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 39.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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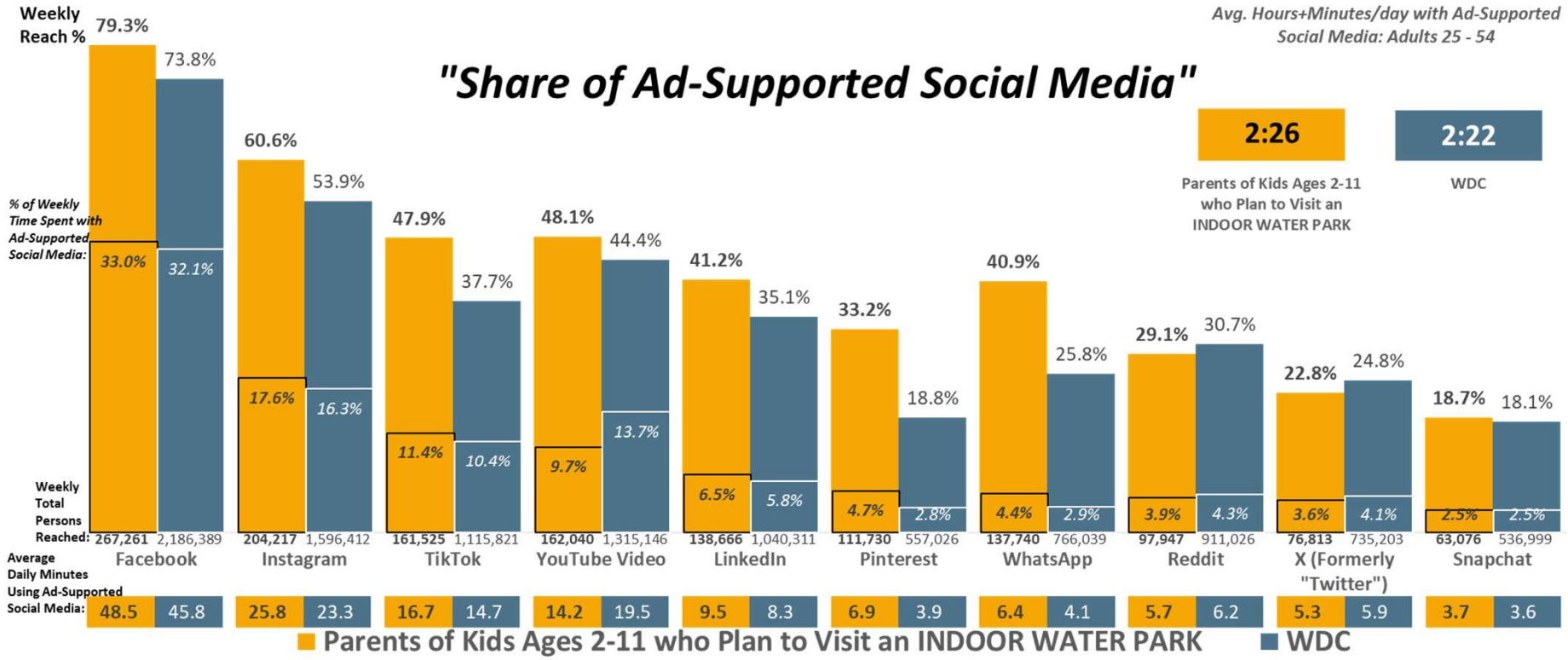
267,261 or 79.3% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 48.5 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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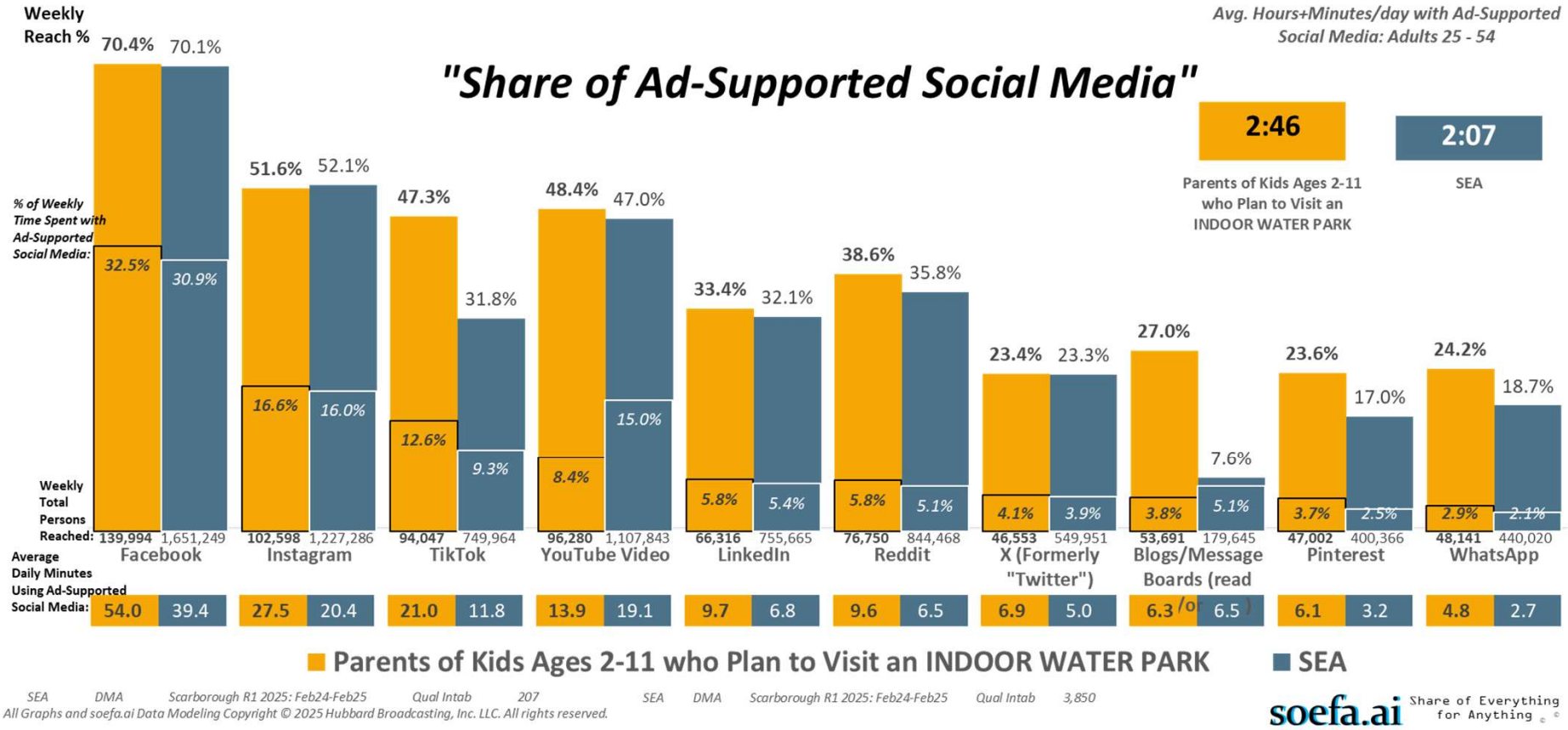
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



139,994 or 70.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 54. minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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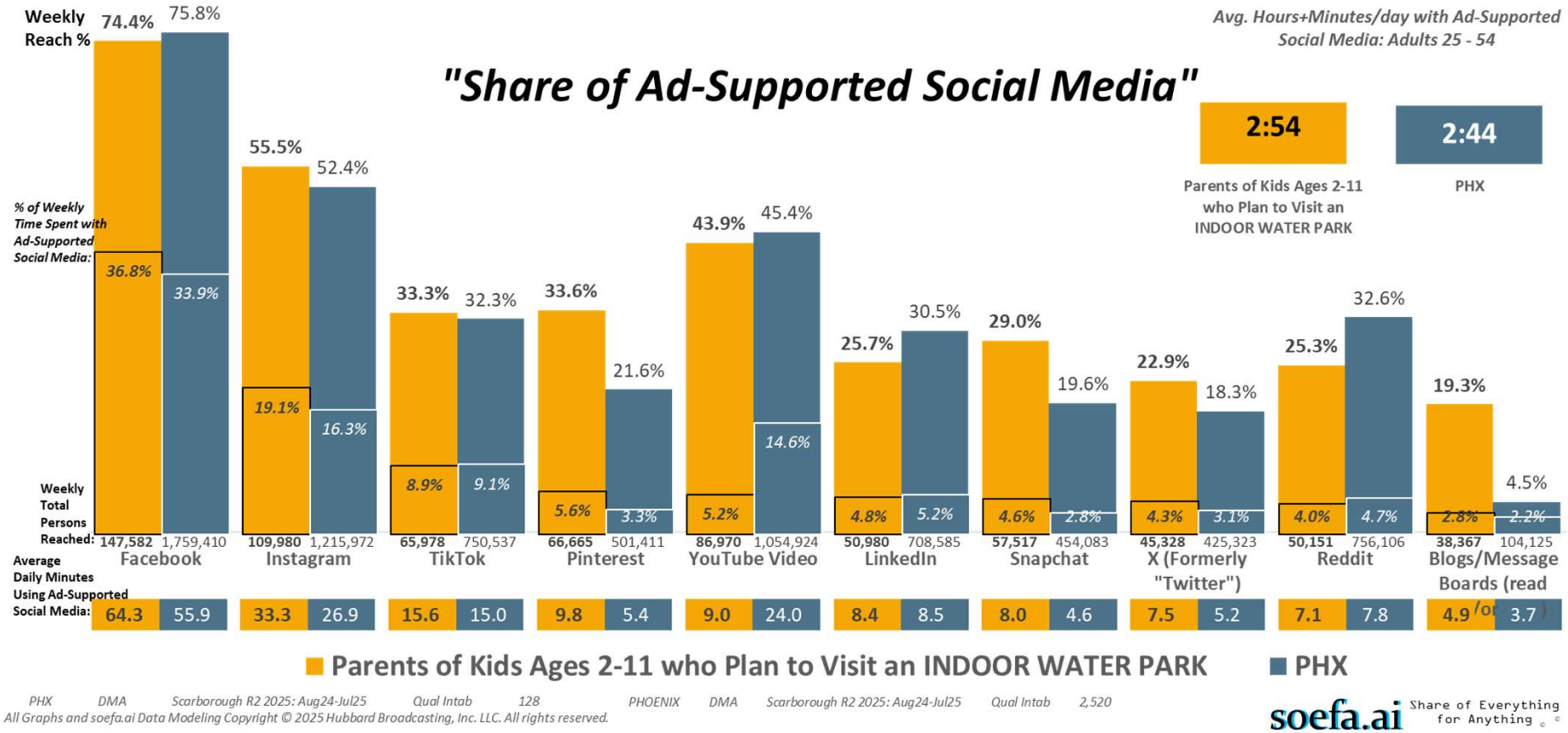
147,582 or 74.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 64.3 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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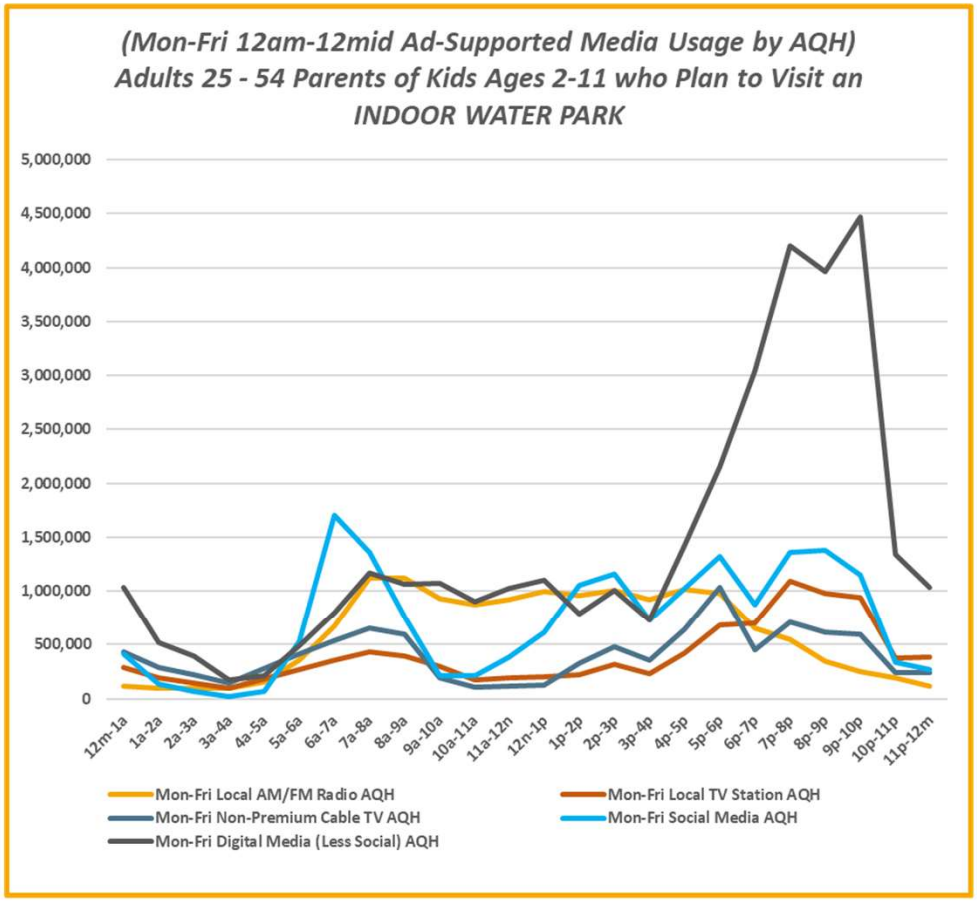
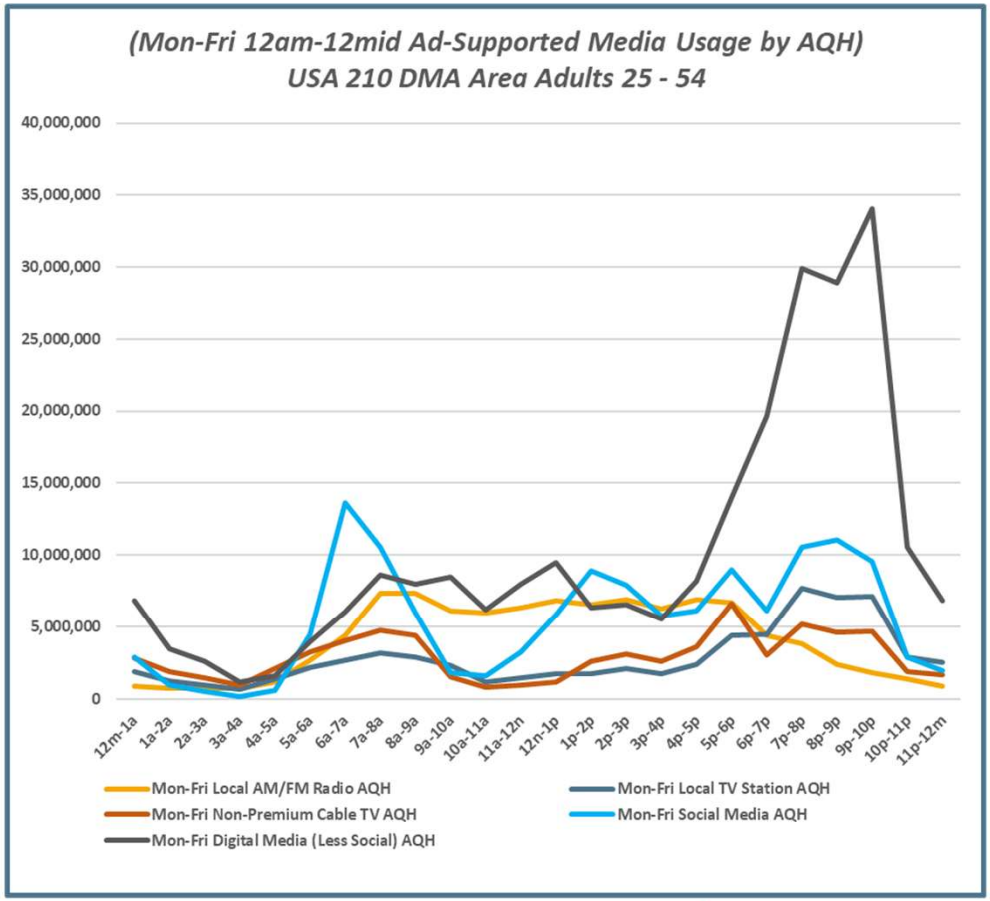
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,251,580; Local Radio: 934,877; Social Media: 877,044; Non-Prem. Cable: 431,868; Local TV: 354,297 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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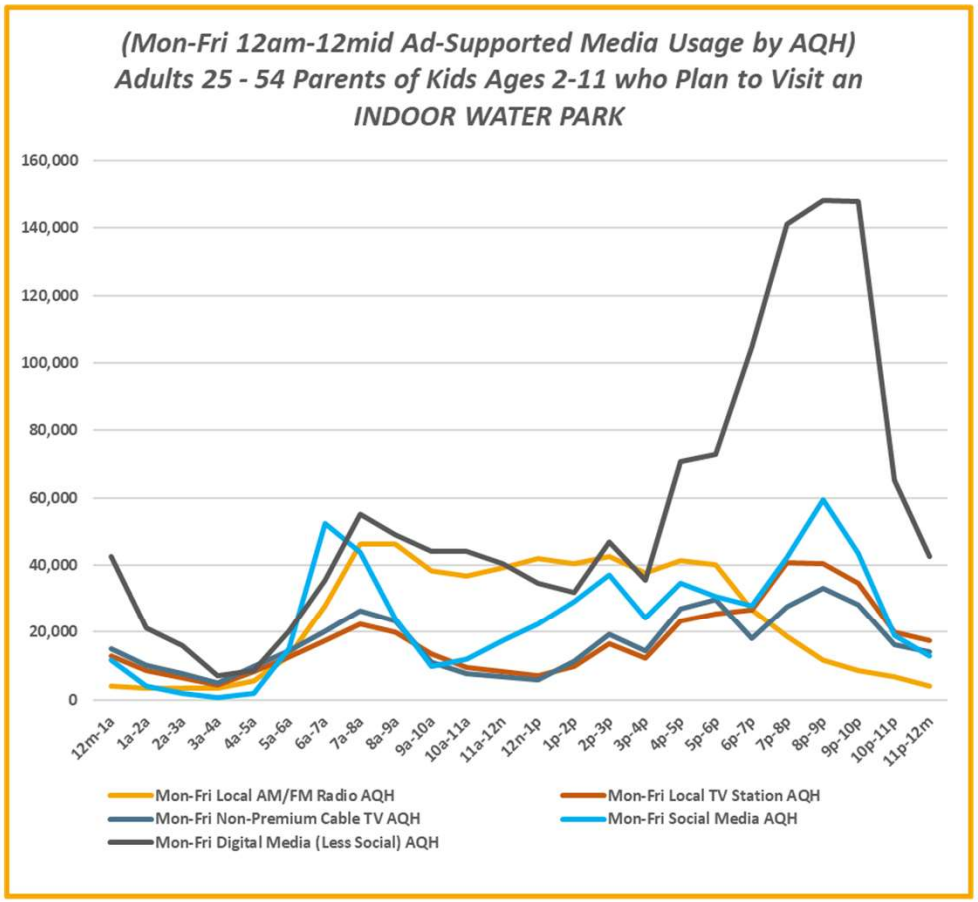
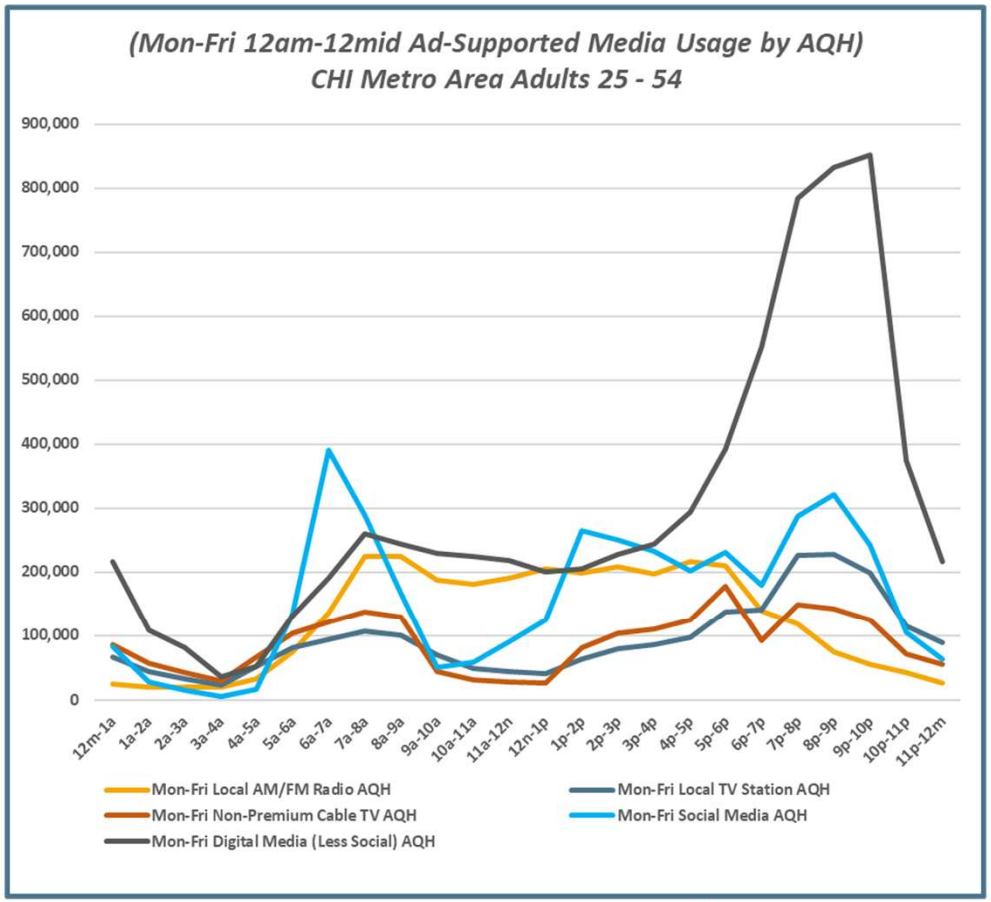
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,236; Local Radio: 38,894; Social Media: 28,078; Non-Prem. Cable: 16,993; Local TV: 16,349 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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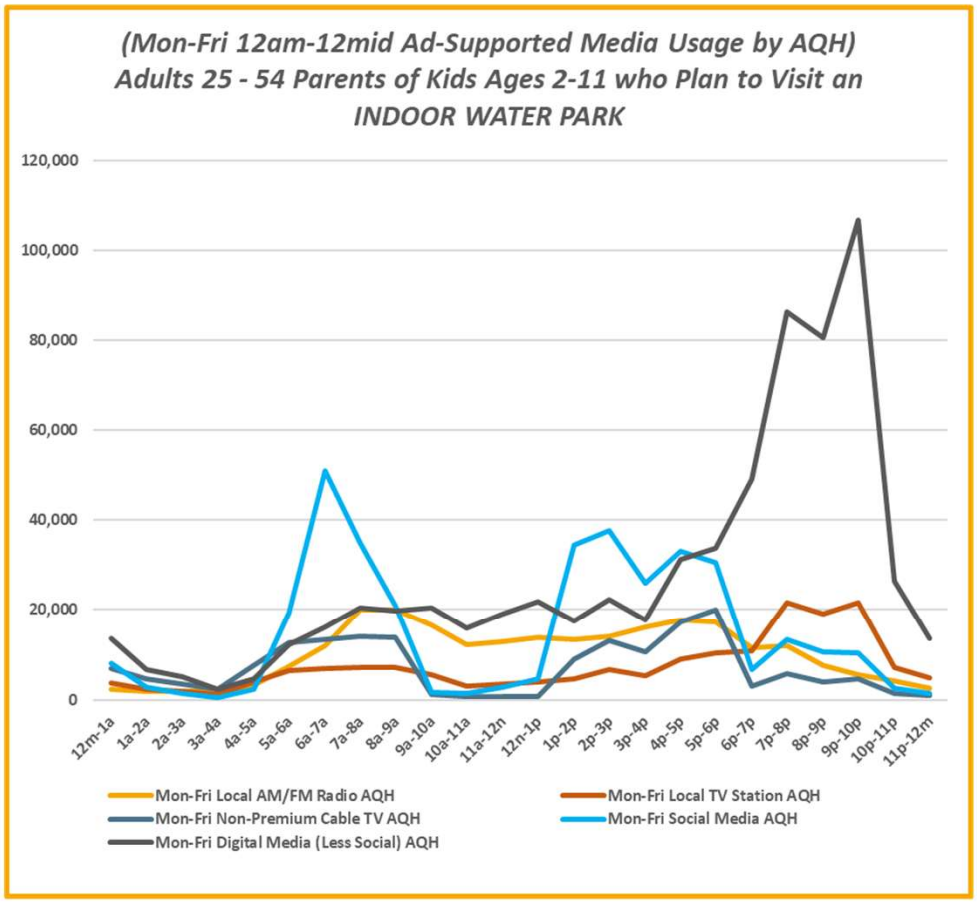
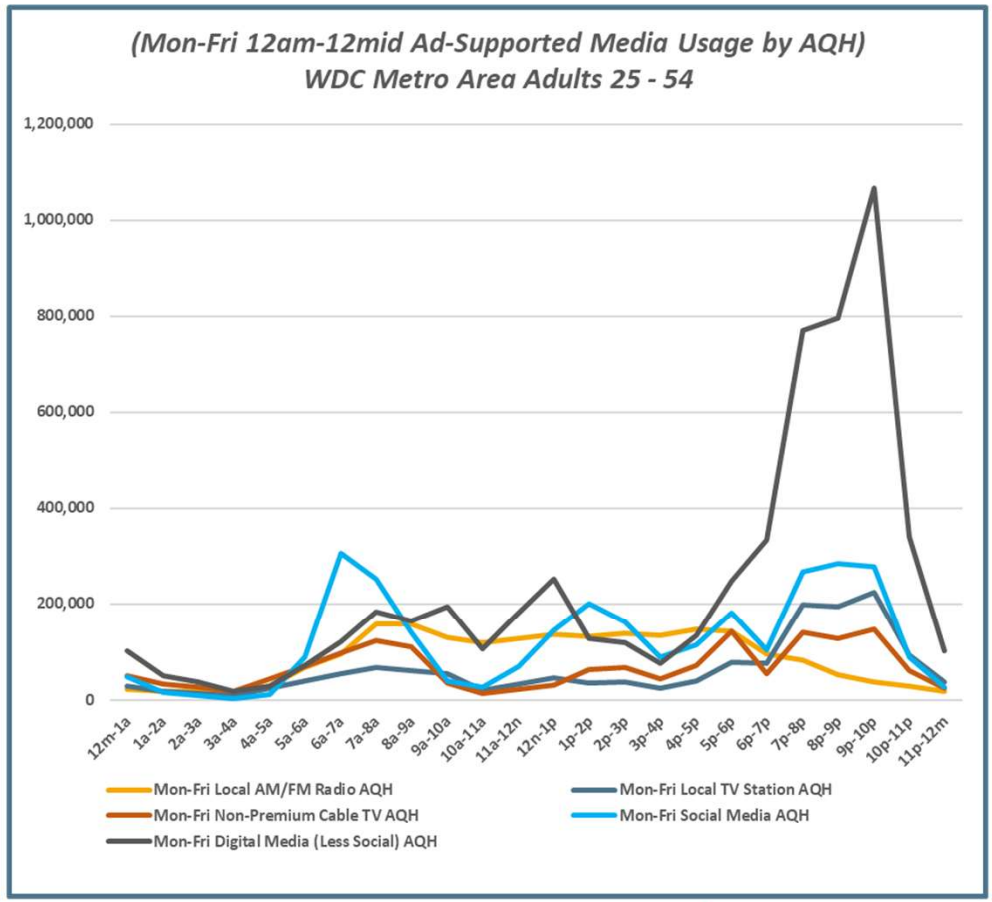
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,463; Social Media: 21,993; Local Radio: 15,199; Non-Prem. Cable: 9,021; Local TV: 6,434 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR W





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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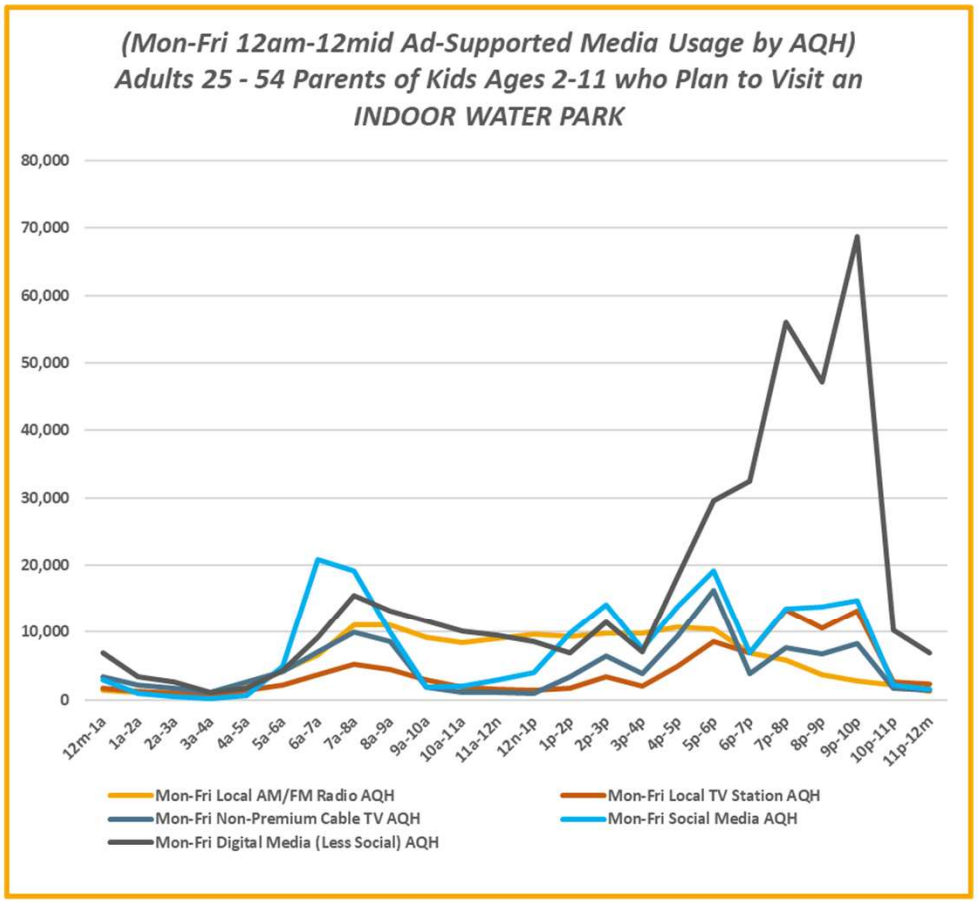
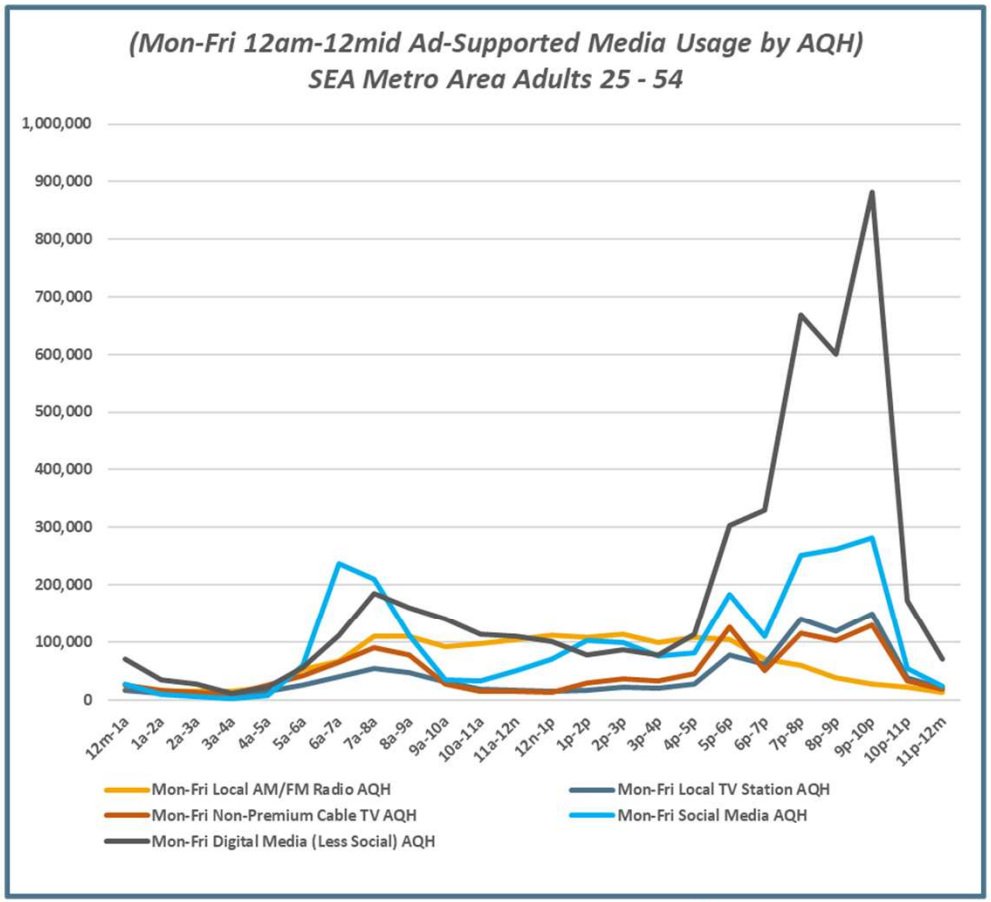
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,122; Social Media: 10,153; Local Radio: 9,391; Non-Prem. Cable: 5,673; Local TV: 3,738 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WA





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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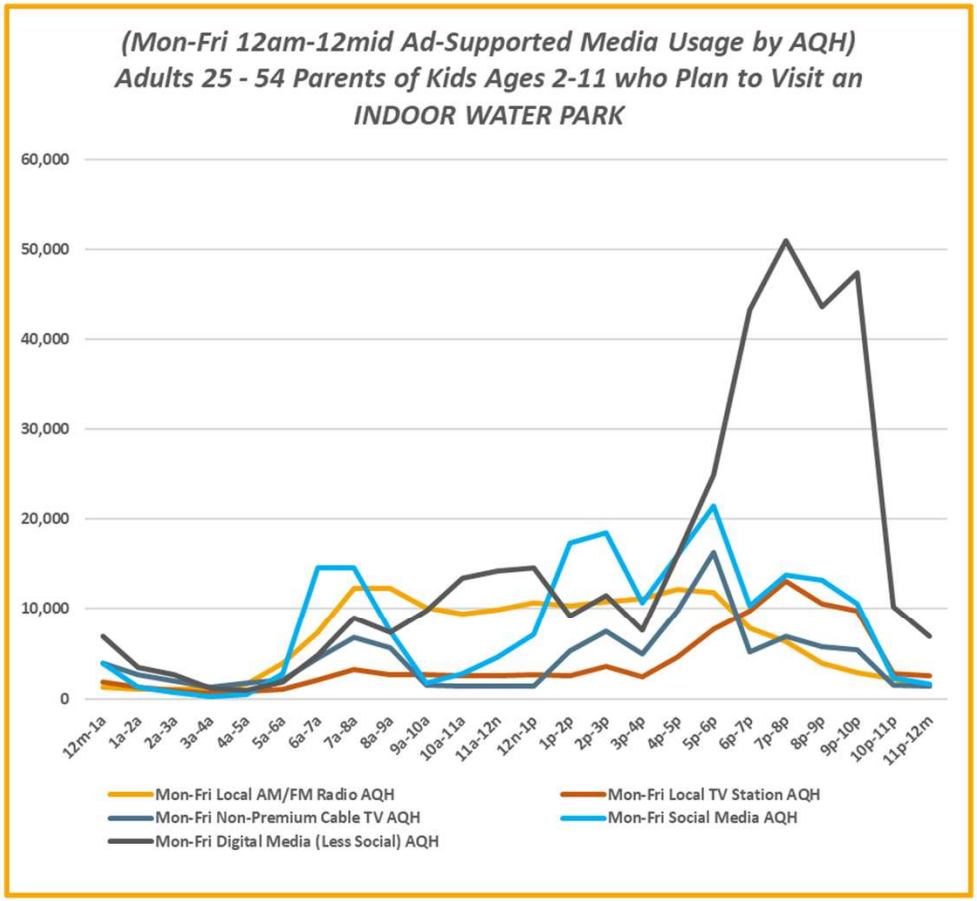
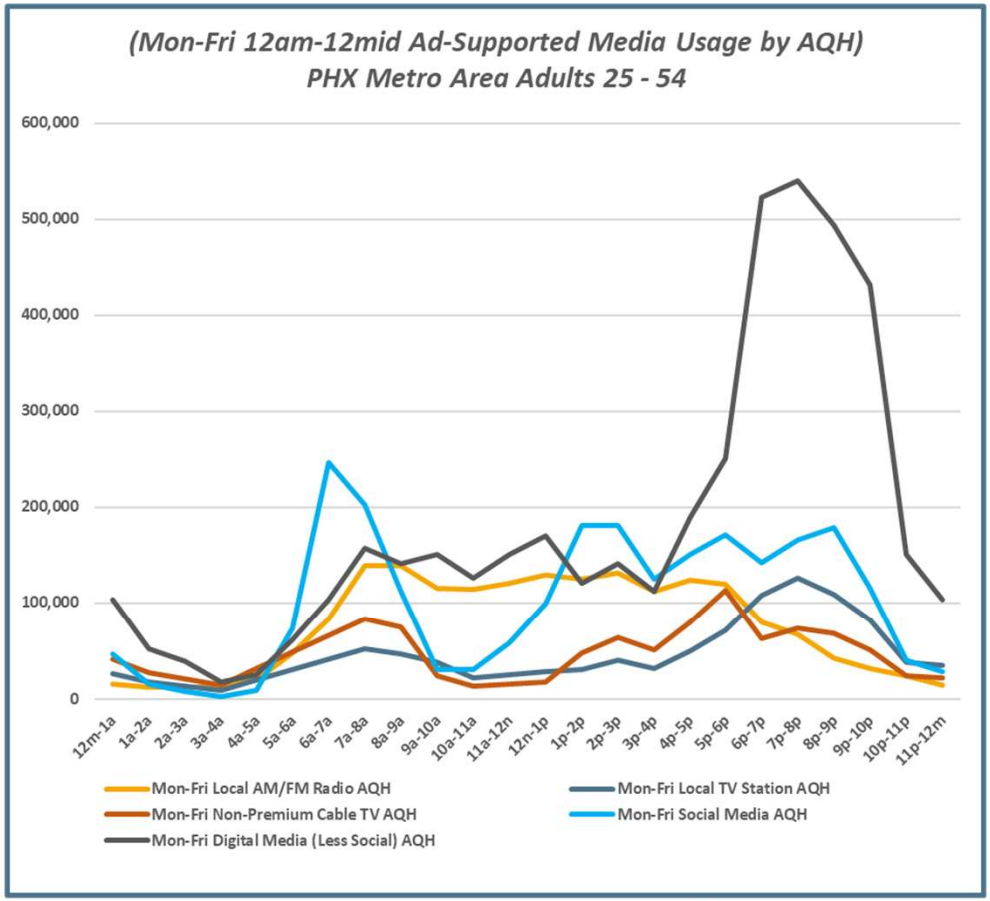
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,289; Social Media: 11,313; Local Radio: 10,471; Non-Prem. Cable: 5,498; Local TV: 3,778 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR W





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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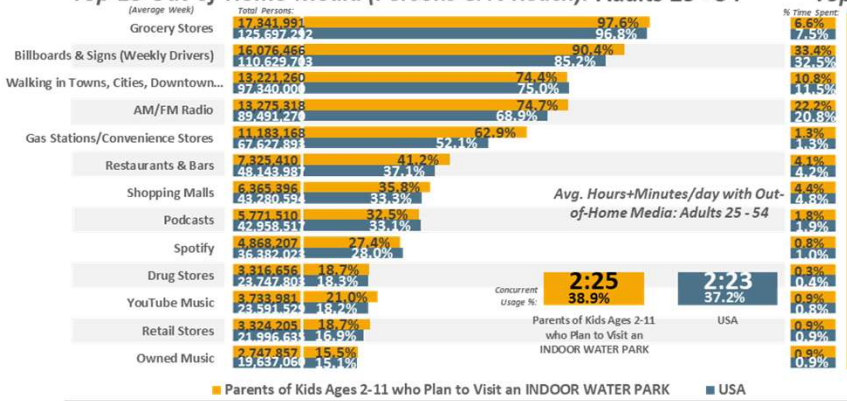
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

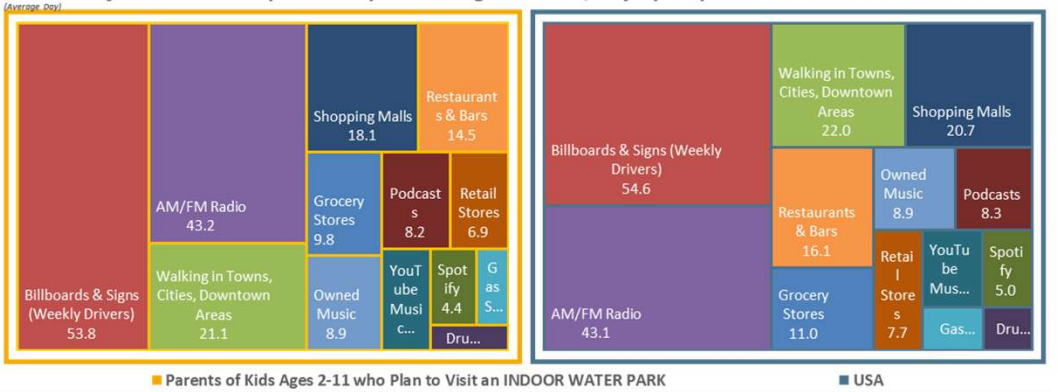


16,076,466 or 90.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 40.1 m

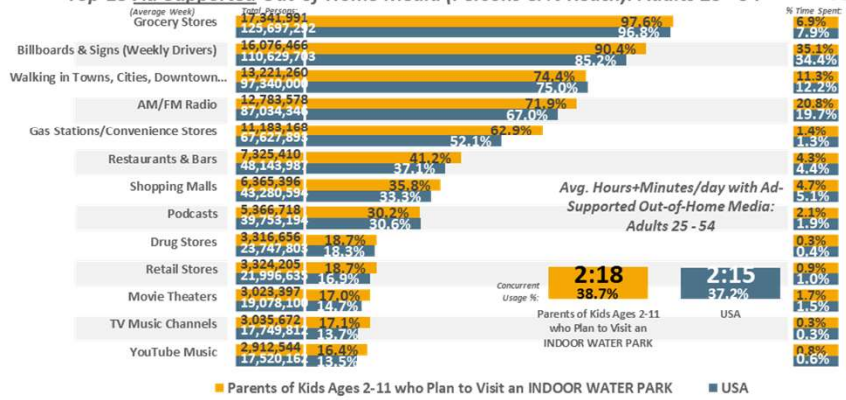
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



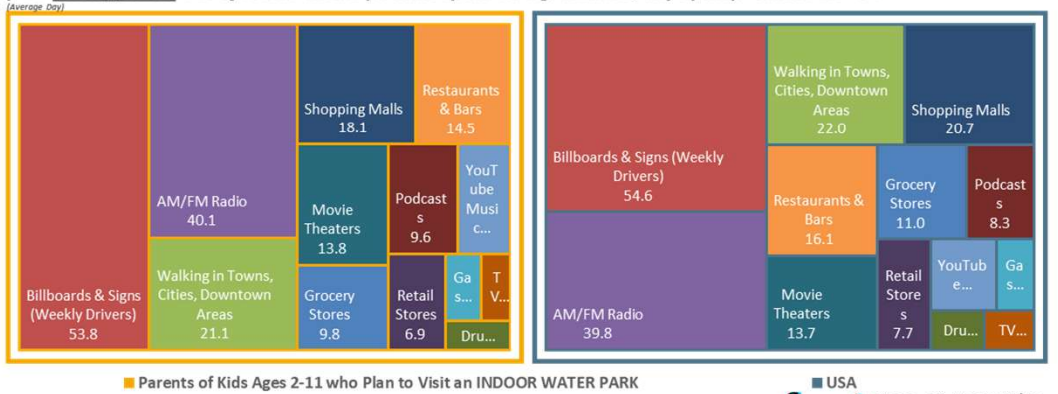
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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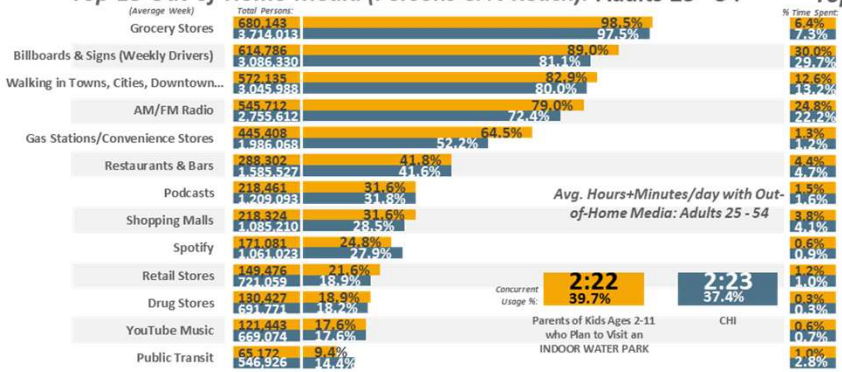
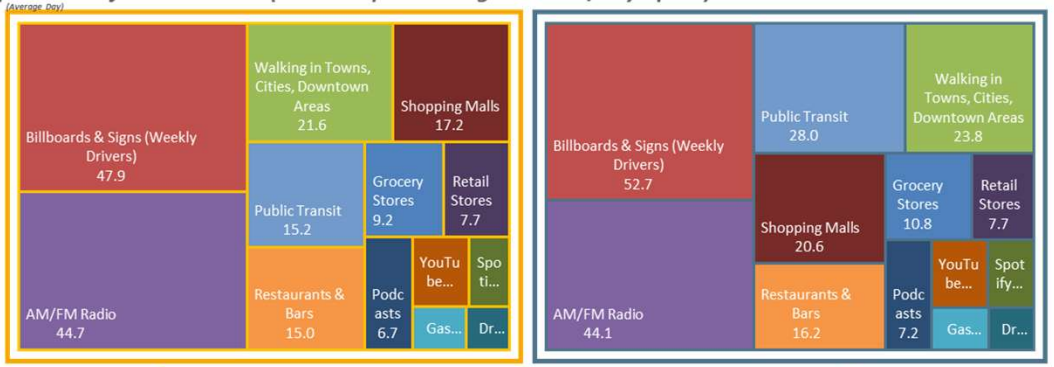
GREAT WOLF LODGE — CHI

614,786 or 89.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 47.9 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minut

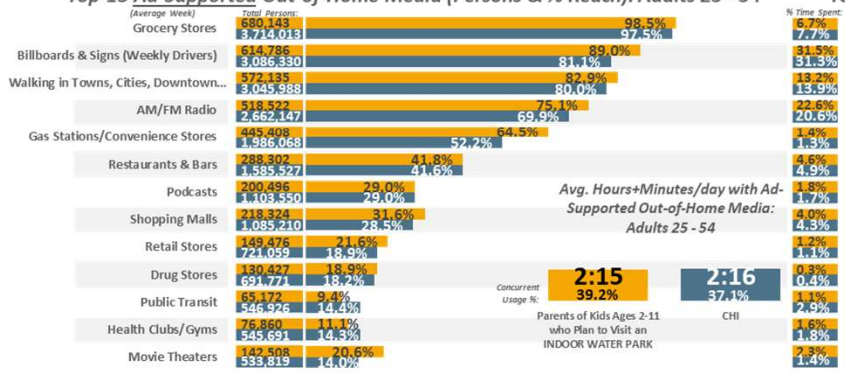
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



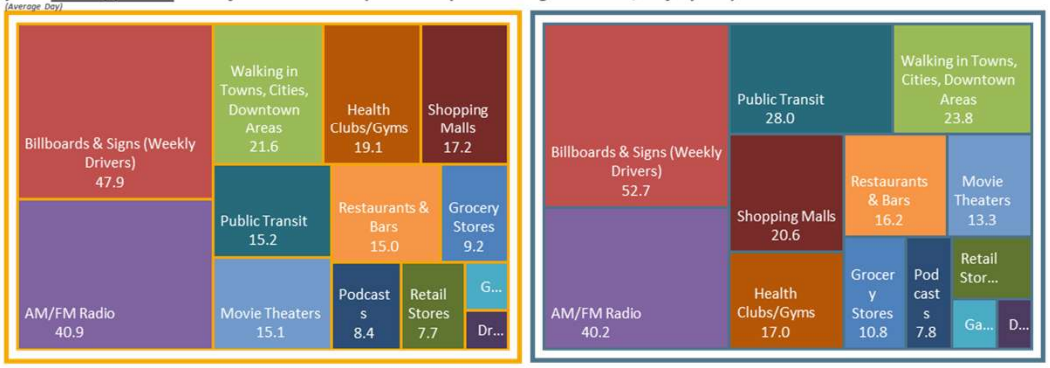
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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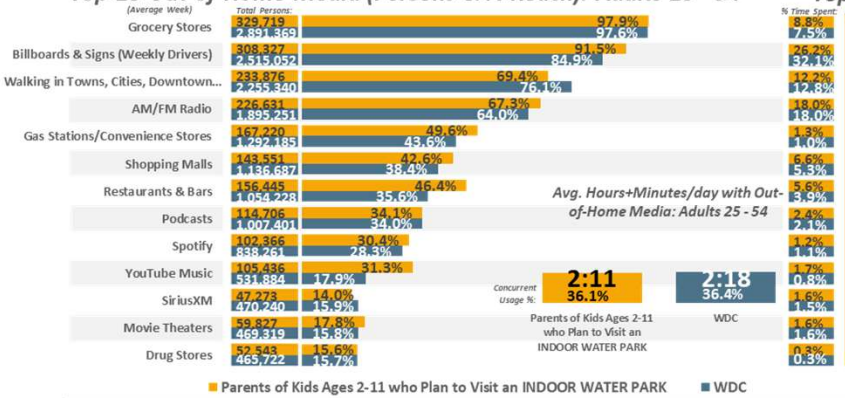
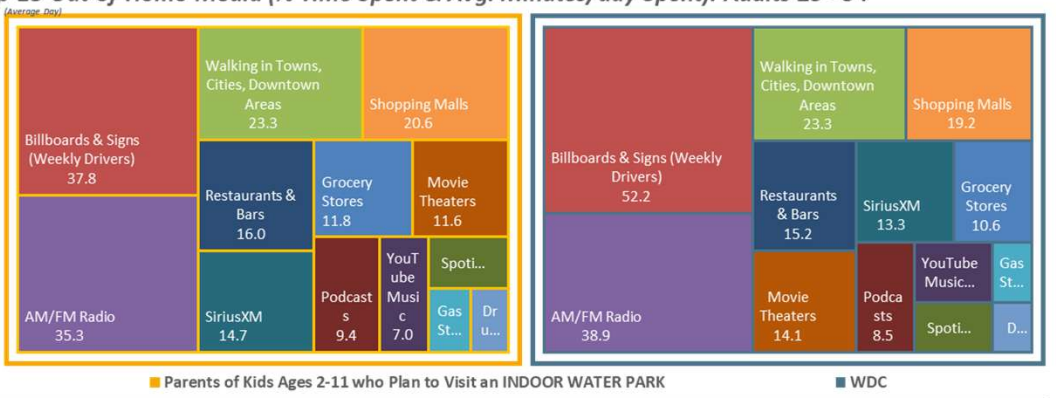
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

308,327 or 91.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 37.8 minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 32.4 minu

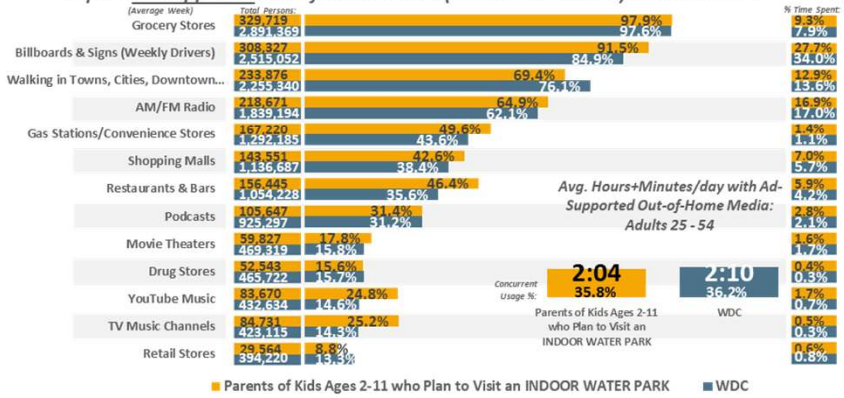
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



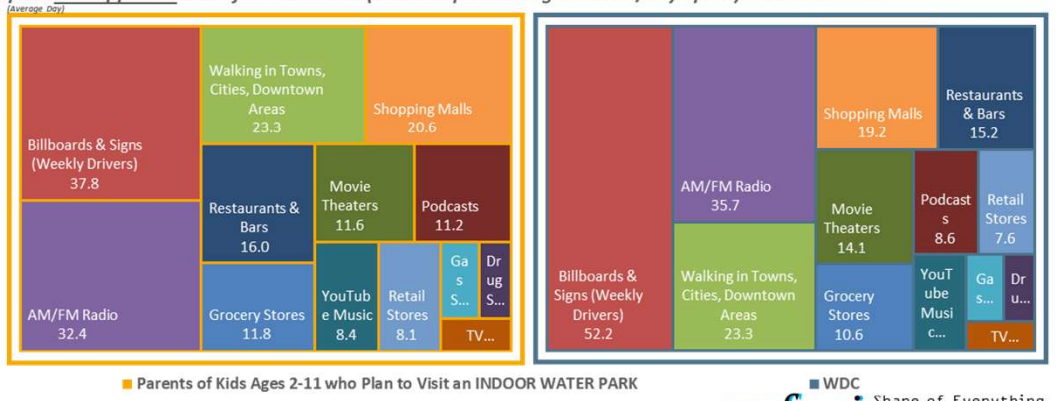
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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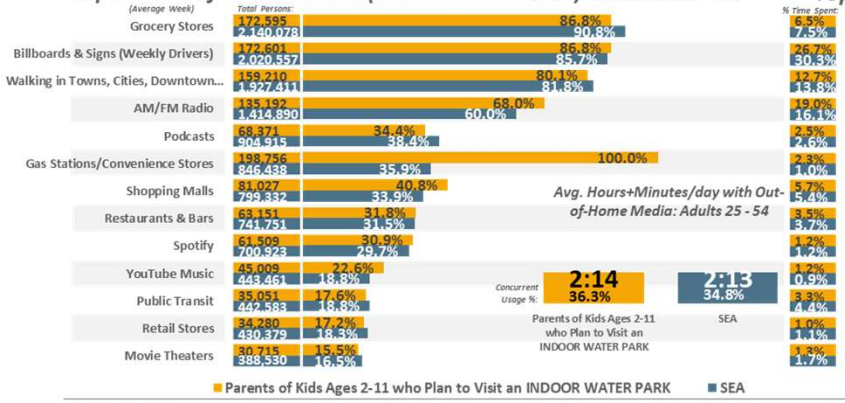
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

172,601 or 86.8% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 41.4 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 33.5 minut

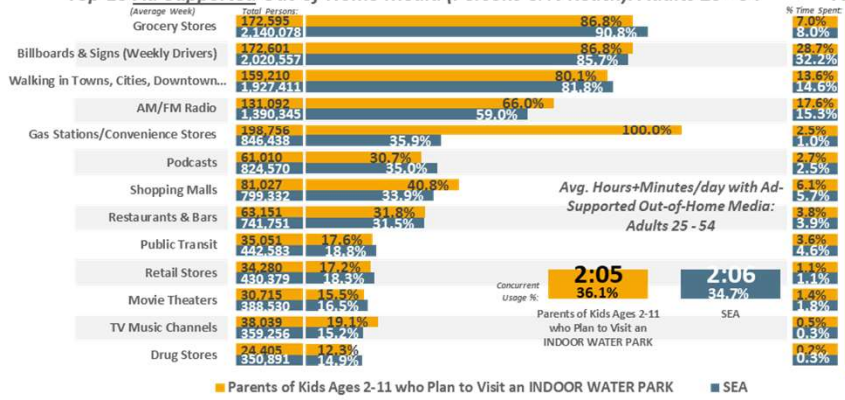
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



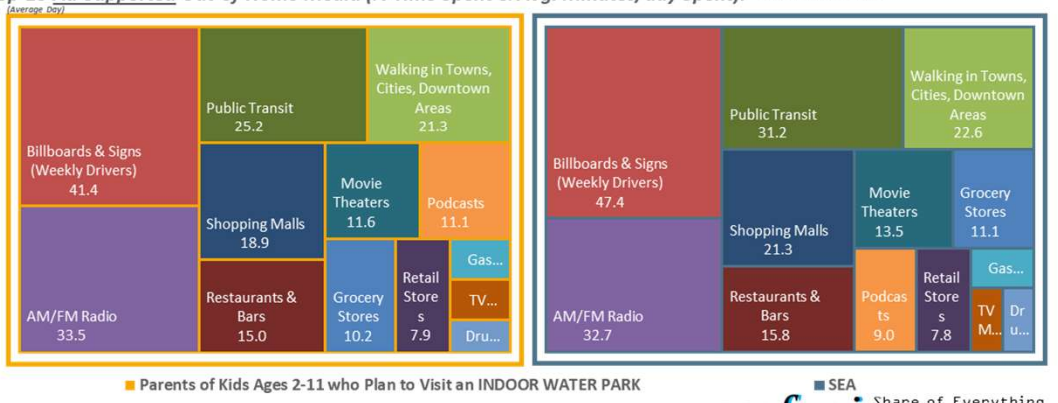
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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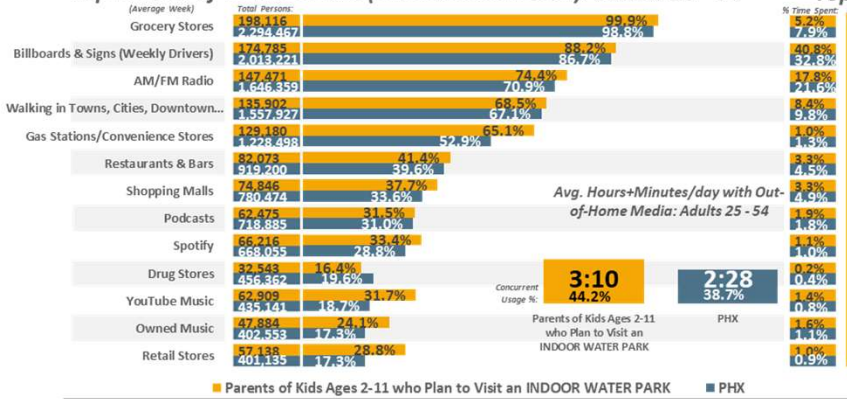
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

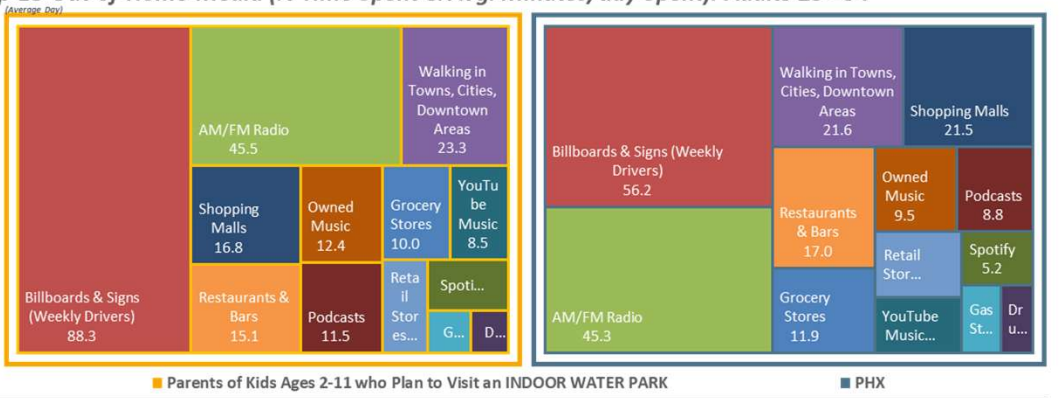


174,785 or 88.2% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 88.3 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minu

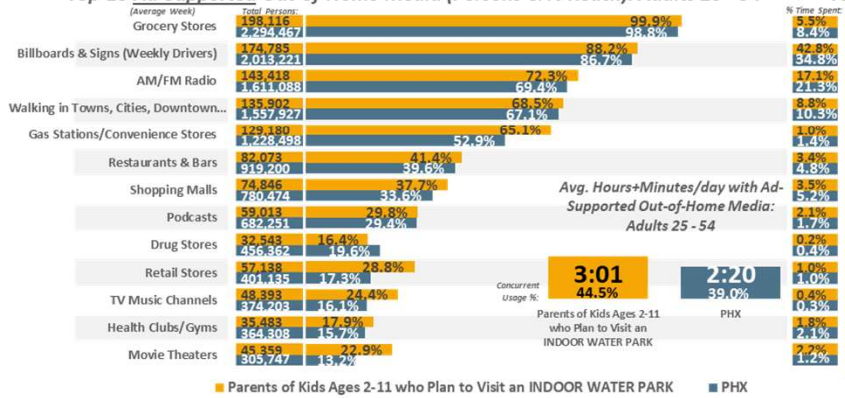
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



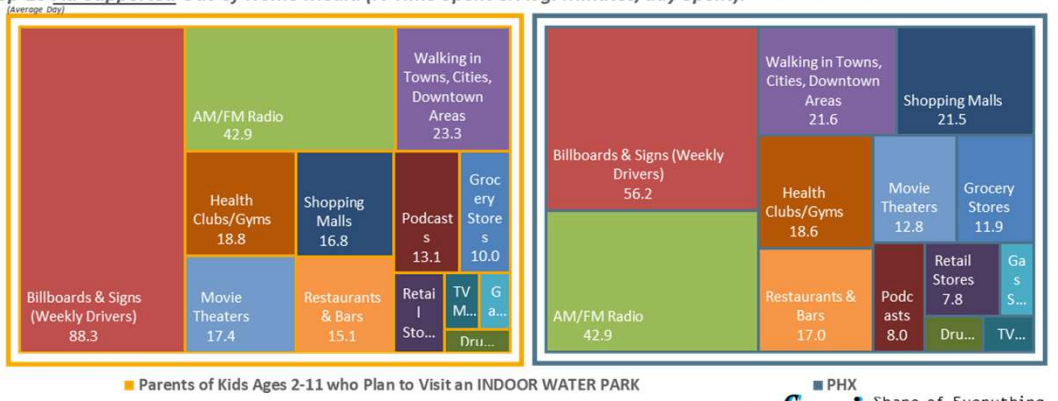
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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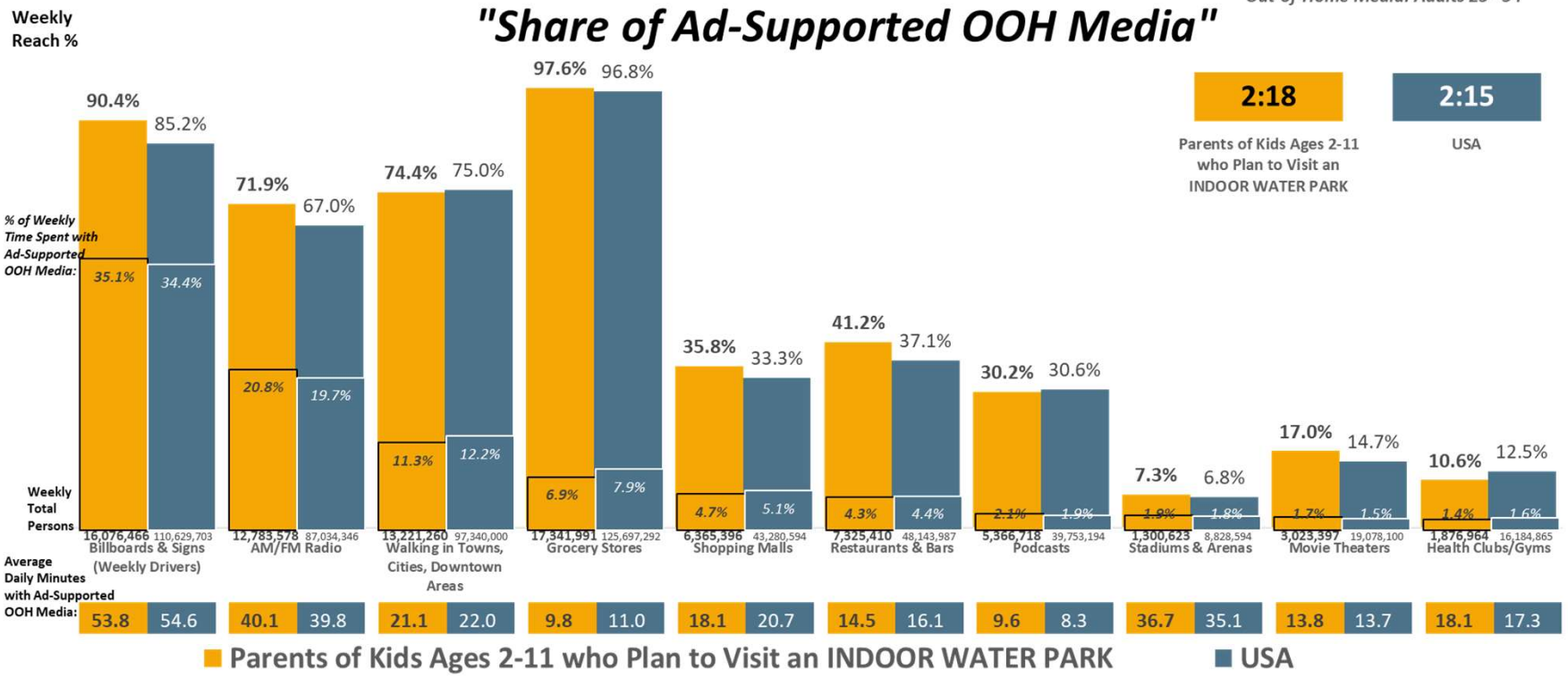
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



16,076,466 or 90.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 35.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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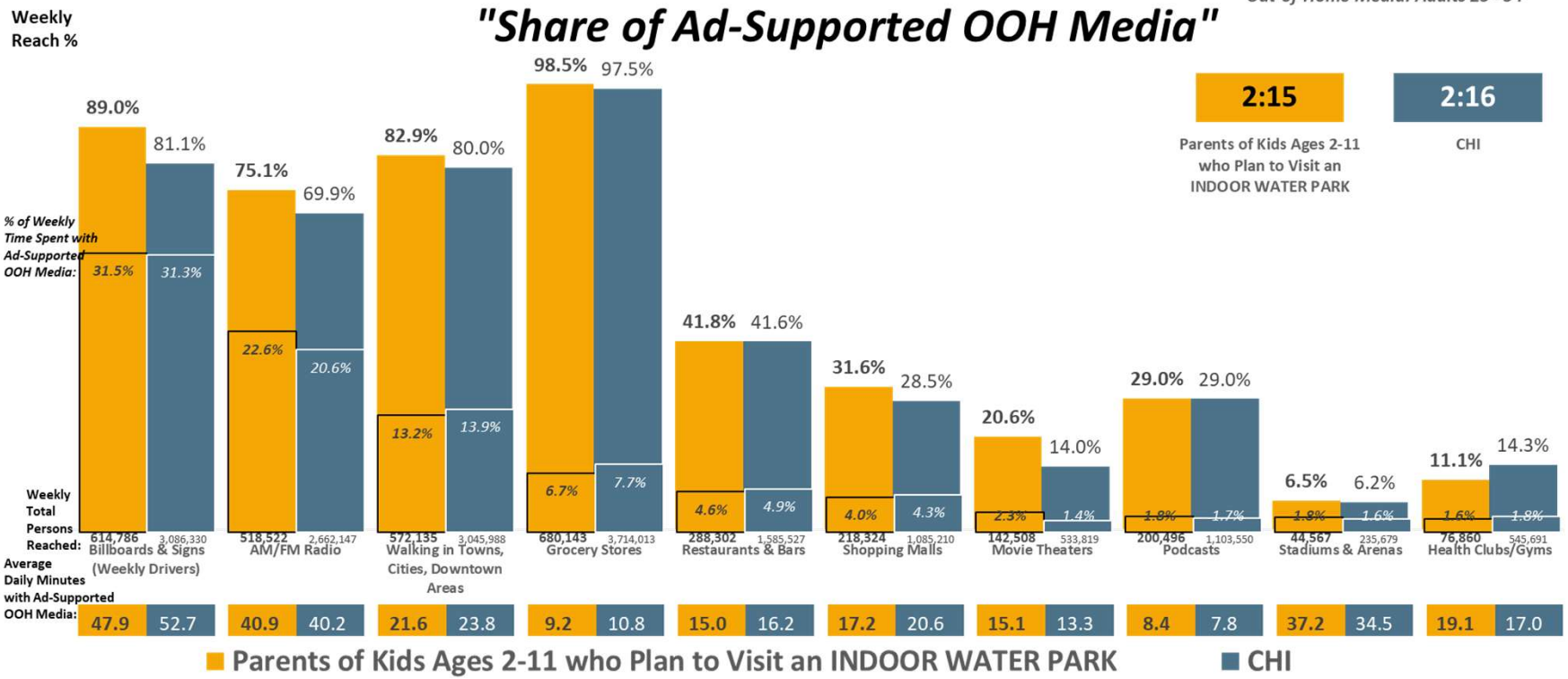
{((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)}



614,786 or 89.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 47.9 minutes per day driving, seeing Billboards and Signs representing 31.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



308,327 or 91.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 37.8 minutes per day driving, seeing Billboards and Signs representing 27.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

2:04 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK

2:10 WDC

	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Podcasts	Public Transit	YouTube Music	Movie Theaters
Weekly Reach %	91.5% / 84.9%	64.9% / 62.1%	69.4% / 76.1%	97.9% / 97.6%	42.6% / 38.4%	46.4% / 35.6%	31.4% / 31.2%	16.3% / 12.9%	24.8% / 14.6%	17.8% / 15.8%
% of Weekly Time Spent with Ad-Supported OOH Media:	27.7% / 34.0%	16.9% / 17.0%	12.9% / 13.6%	9.3% / 7.9%	7.0% / 5.7%	5.9% / 4.2%	2.8% / 2.1%	2.6% / 2.4%	1.7% / 0.7%	1.6% / 1.7%
Weekly Total Persons	308,327 / 2,515,052	218,671 / 1,839,194	233,876 / 2,255,340	329,719 / 2,891,369	143,551 / 1,136,687	156,445 / 1,054,228	105,647 / 925,297	55,000 / 383,470	83,670 / 432,634	59,827 / 469,319
Average Daily Minutes with Ad-Supported OOH Media:	37.8 / 52.2	32.4 / 35.7	23.3 / 23.3	11.8 / 10.6	20.6 / 19.2	16.0 / 15.2	11.2 / 8.6	20.2 / 23.9	8.4 / 6.4	11.6 / 14.1

■ Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK ■ WDC

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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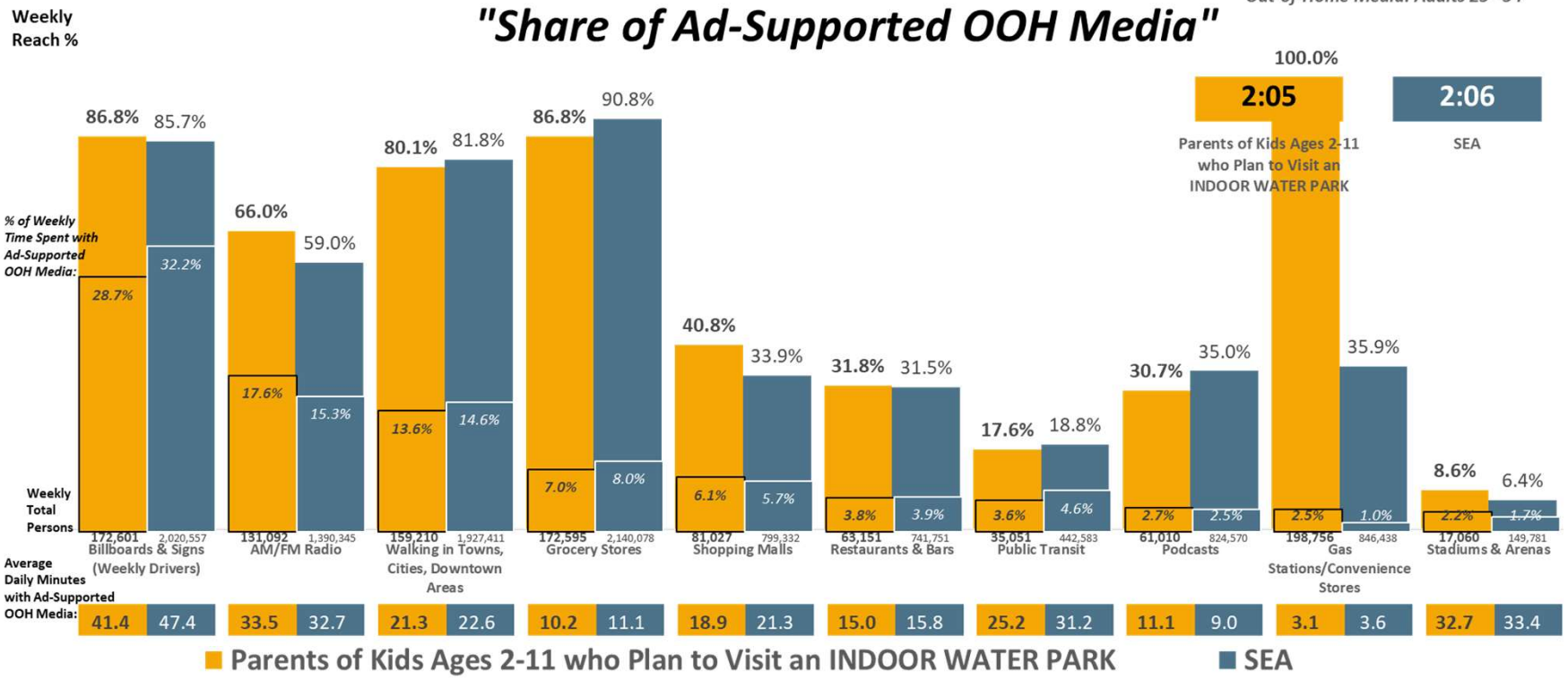
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



172,601 or 86.8% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 41.4 minutes per day driving, seeing Billboards and Signs representing 28.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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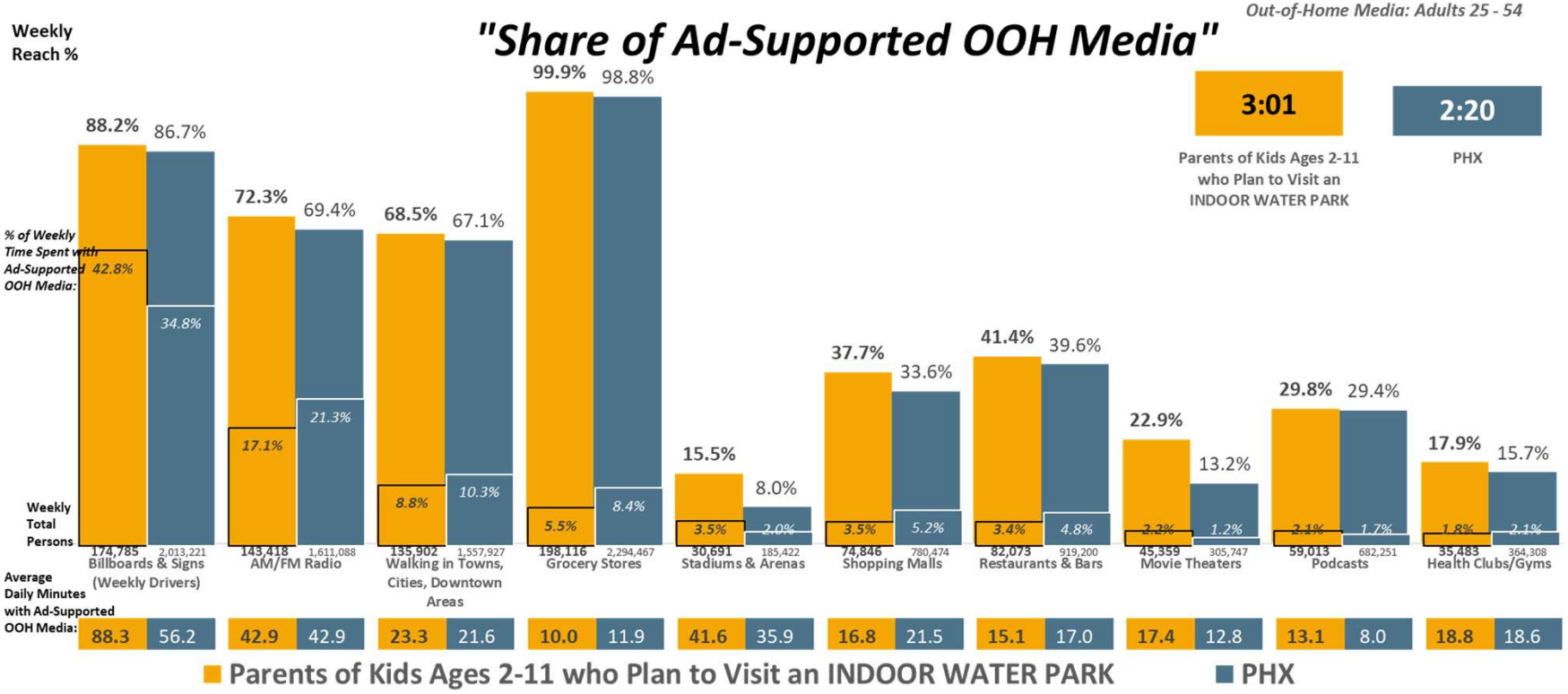
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



174,785 or 88.2% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 88.3 minutes per day driving, seeing Billboards and Signs representing 42.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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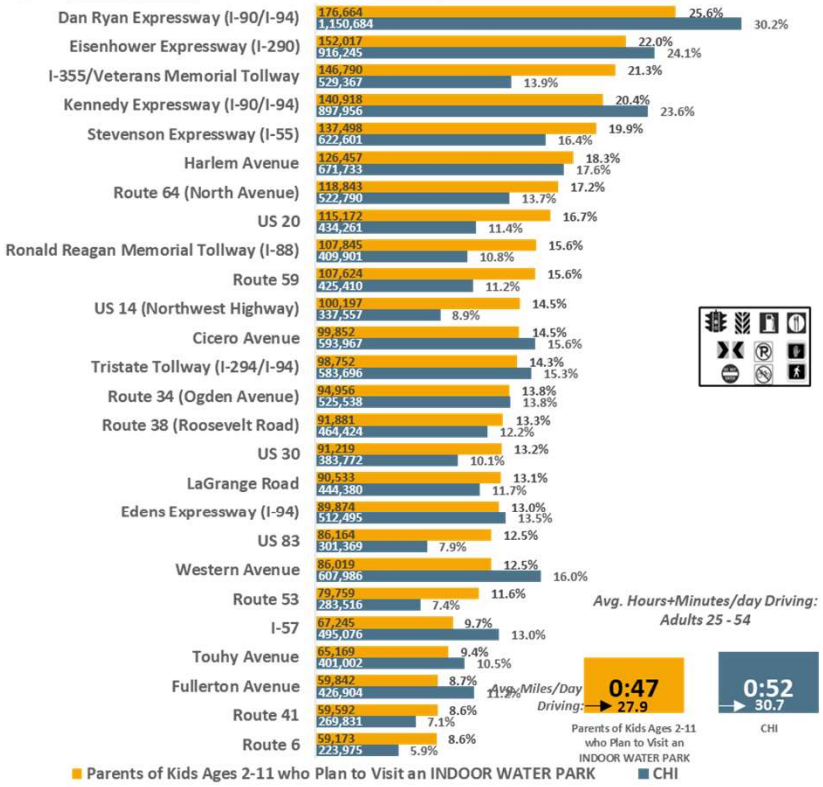
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

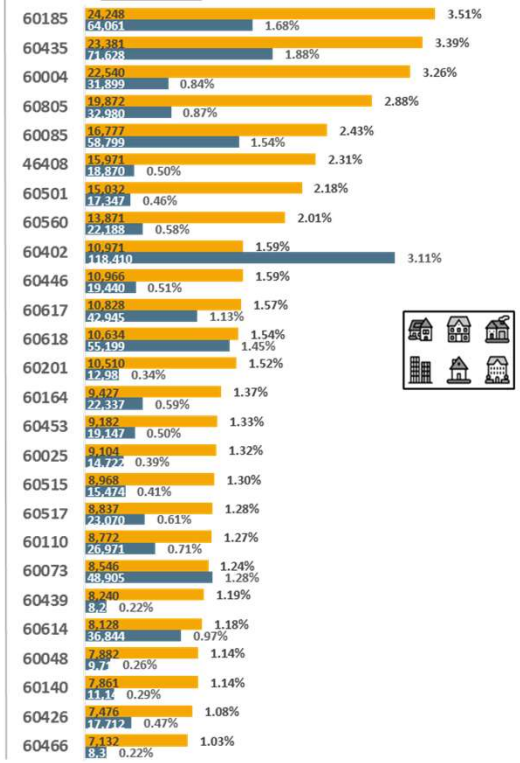


614,786 or 89.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 47.9 minutes per day driving an average of 27.9 miles each day and are 63.7% more likely to use US 14 (Northwest Highway) than the Metro

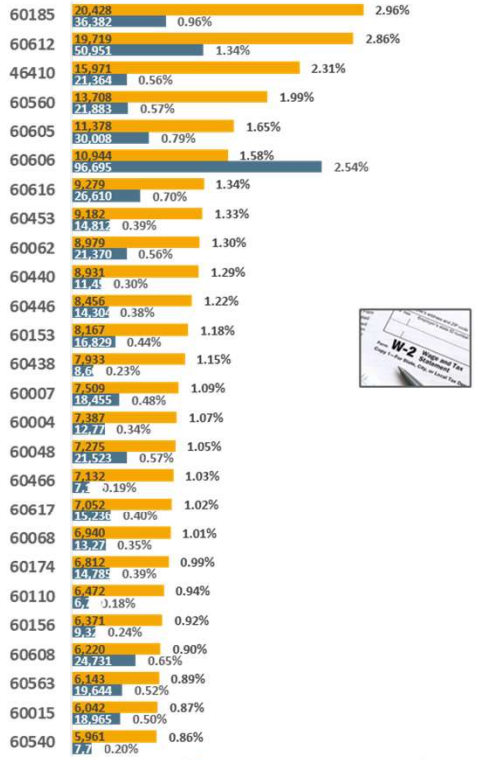
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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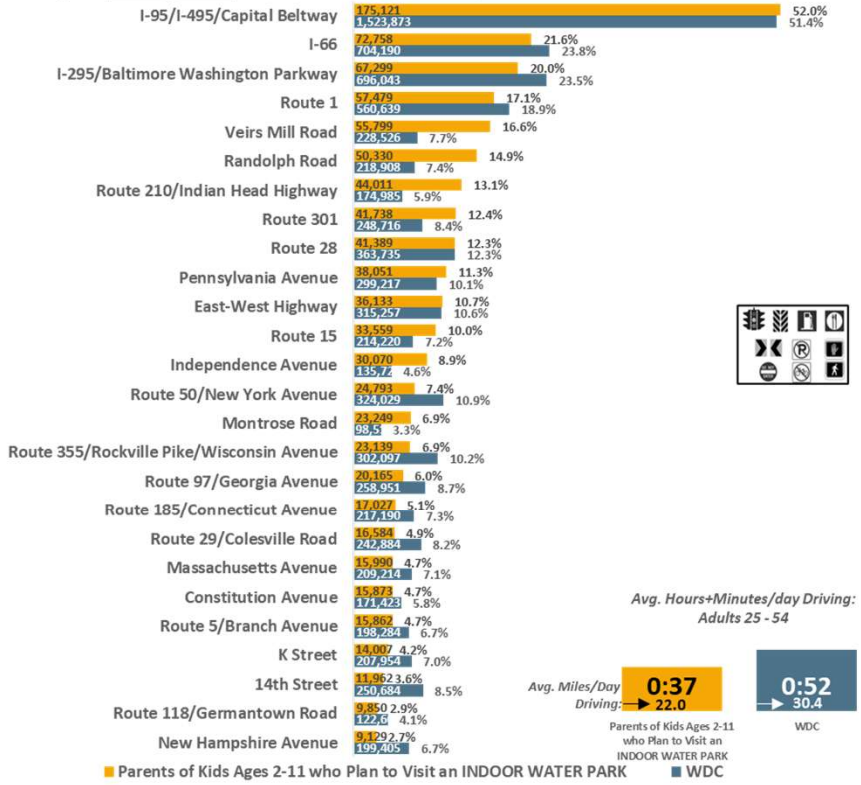
308,327 or 91.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 37.8 minutes per day driving an average of 22. miles each day and are 121.3% more likely to use Route 210/Indian Head Highway than the

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54

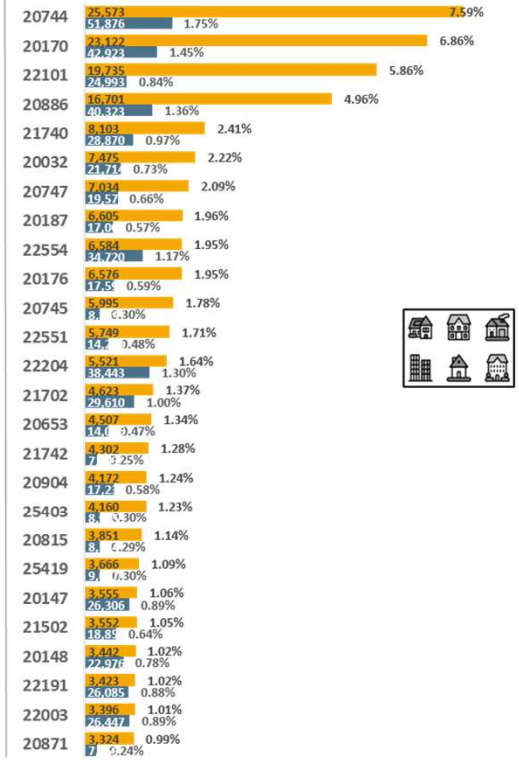


Avg. Hours+Minutes/day Driving: Adults 25 - 54

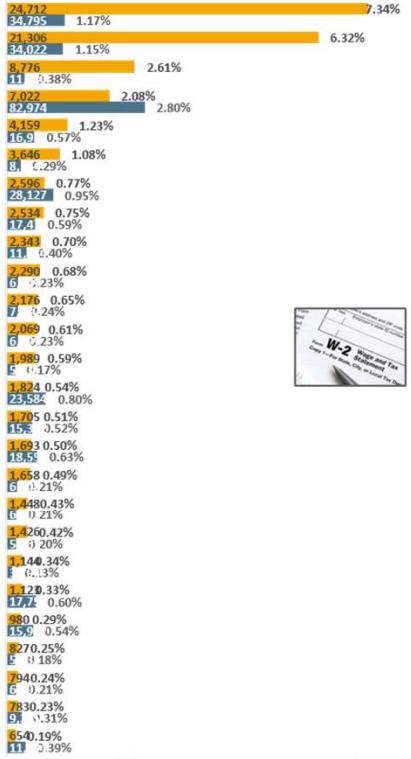
Avg. Miles/Day Driving: 0:37 → 22.0 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK

0:52 → 30.4 WDC

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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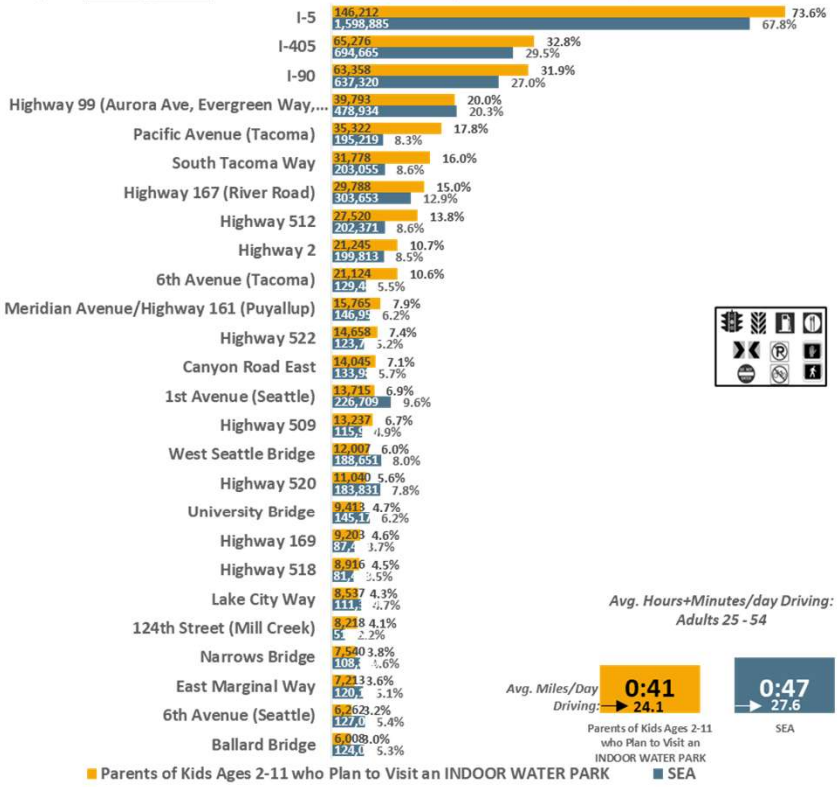
172,601 or 86.8% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 41.4 minutes per day driving an average of 24.1 miles each day and are 114.6% more likely to use Pacific Avenue (Tacoma) than the Metro

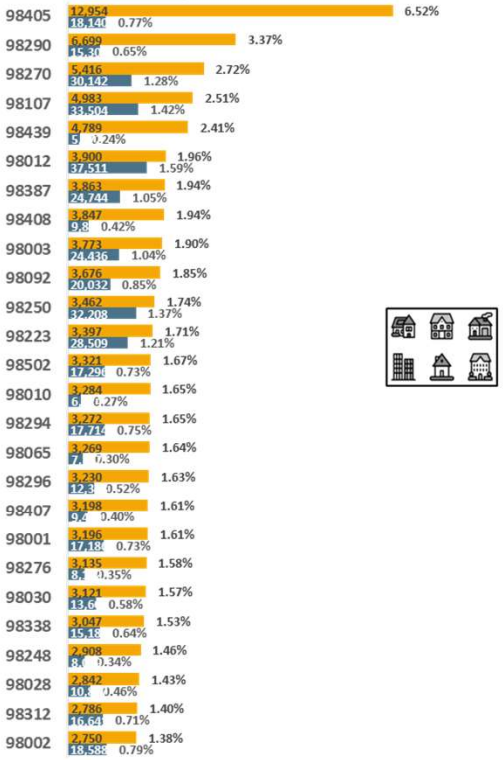
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



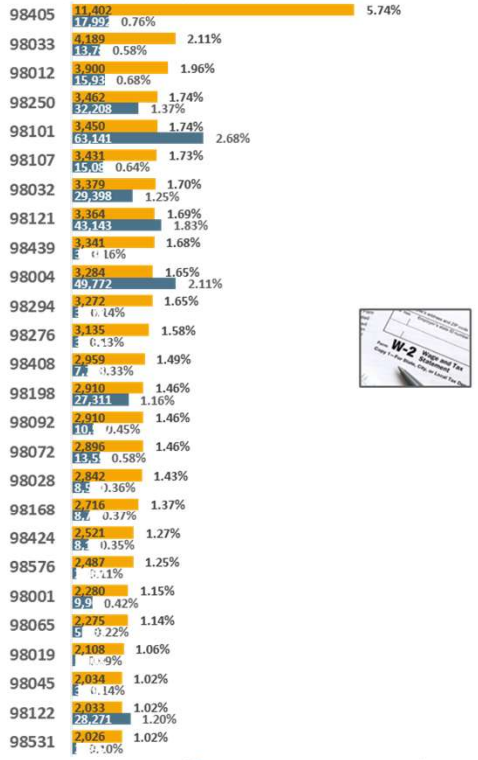
Avg. Hours+Minutes/day Driving: Adults 25 - 54

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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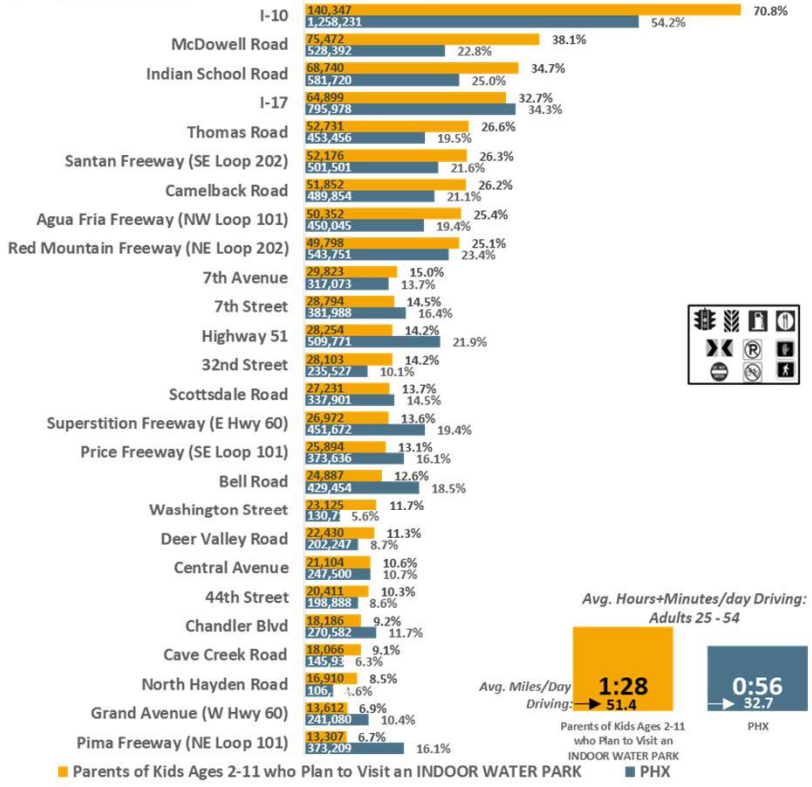
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



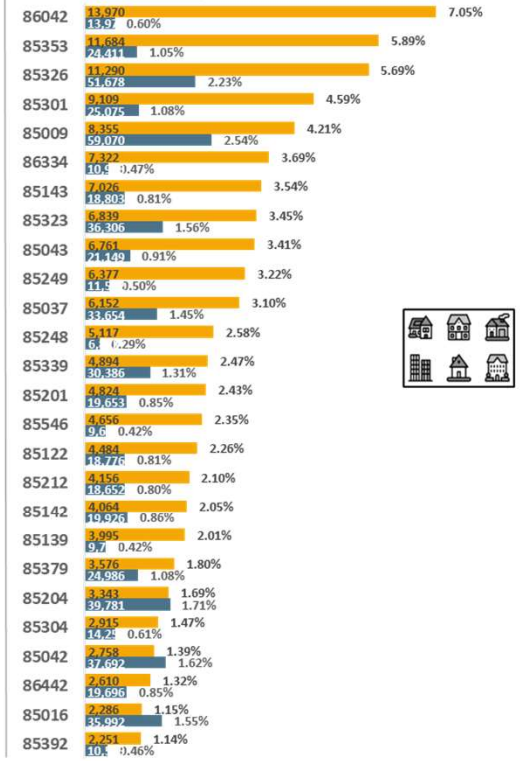
174,785 or 88.2% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 88.3 minutes per day driving an average of 51.4 miles each day and are 107.2% more likely to use Washington Street than the Metro avera

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54

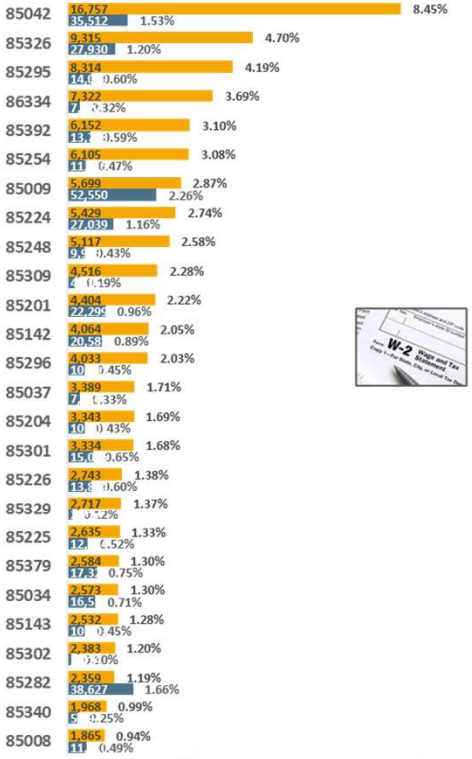


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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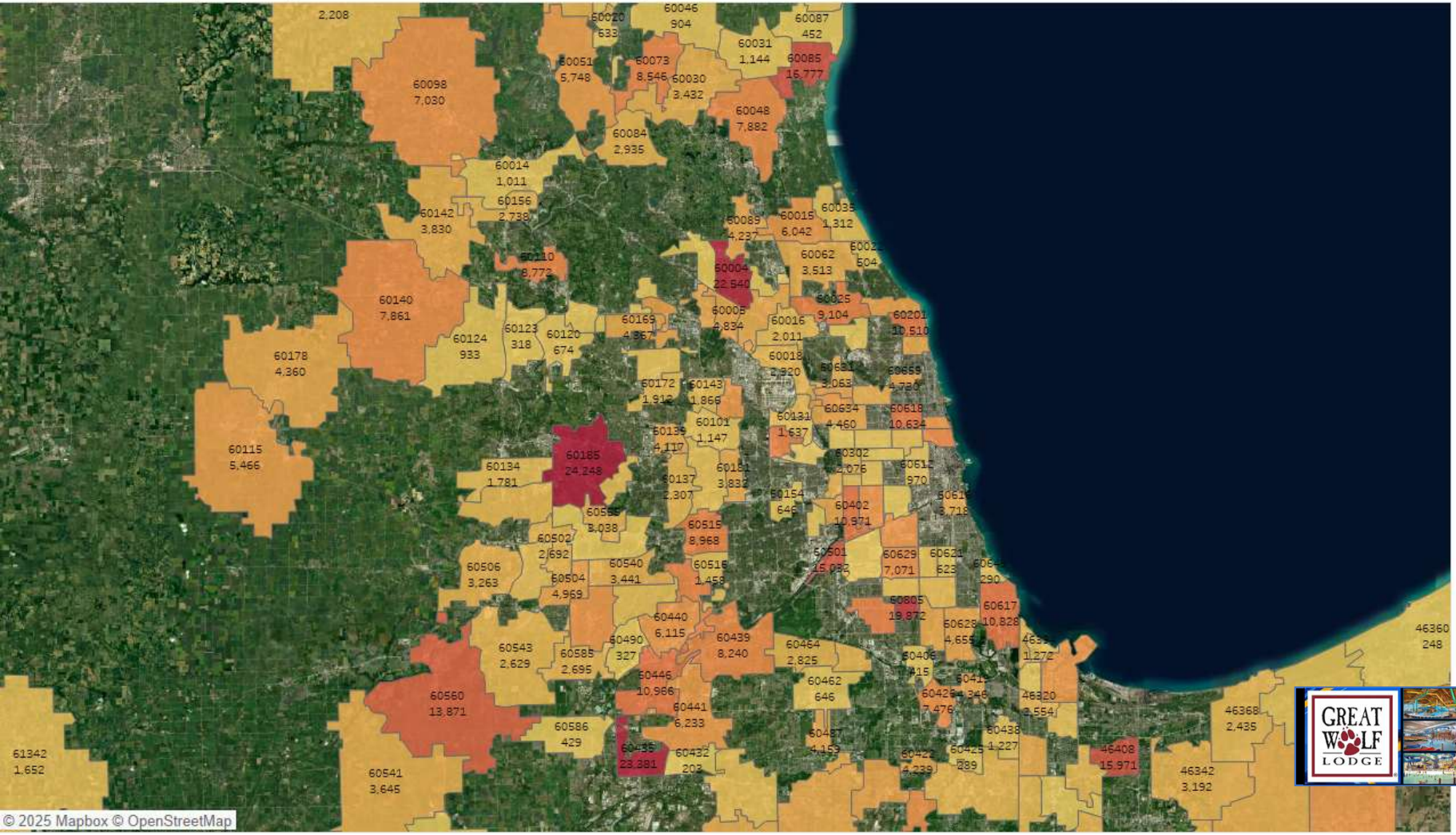
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

Top Residential Zip Codes: (Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK)



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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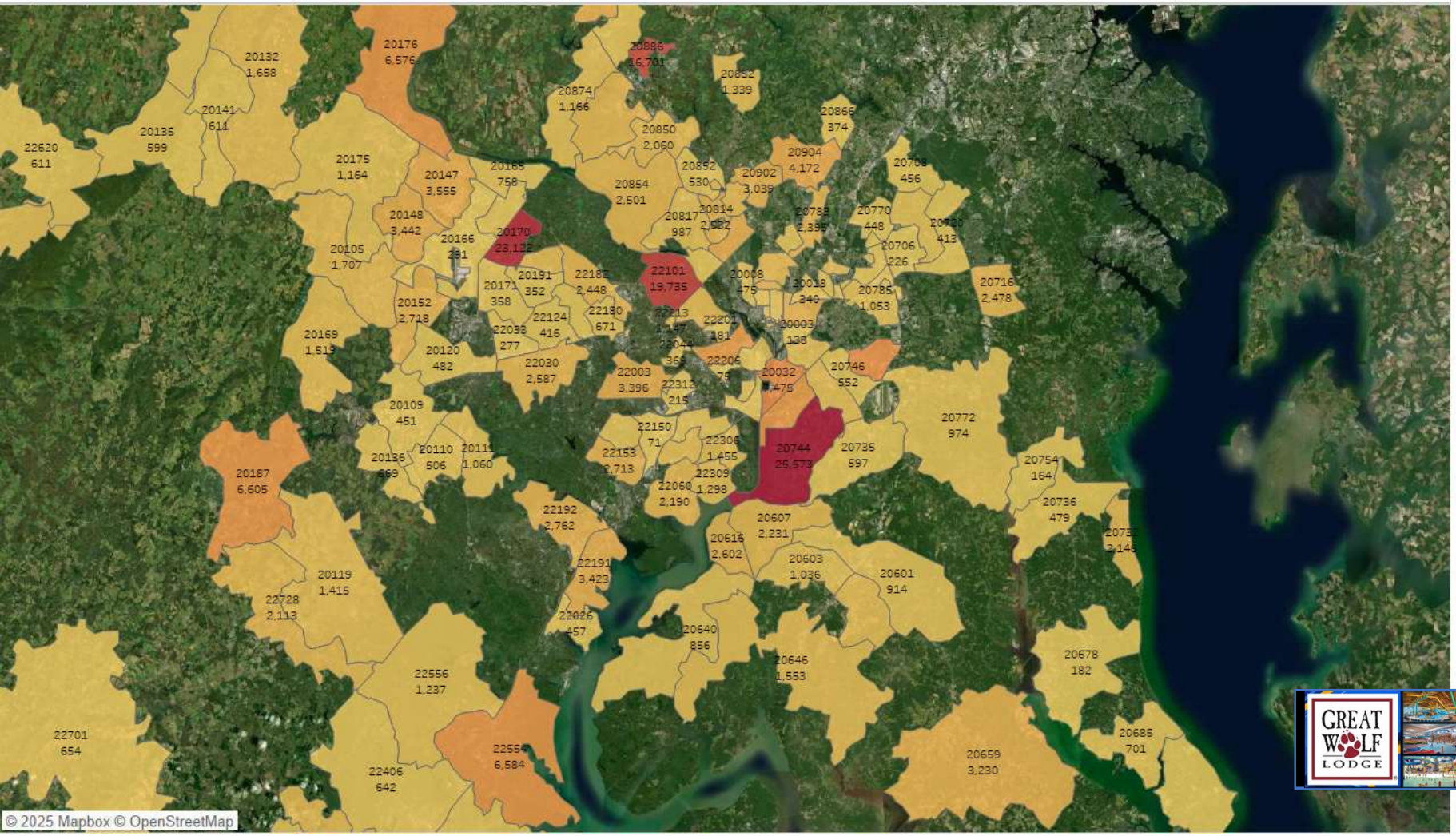
Top Residential Zip Codes: (Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK)



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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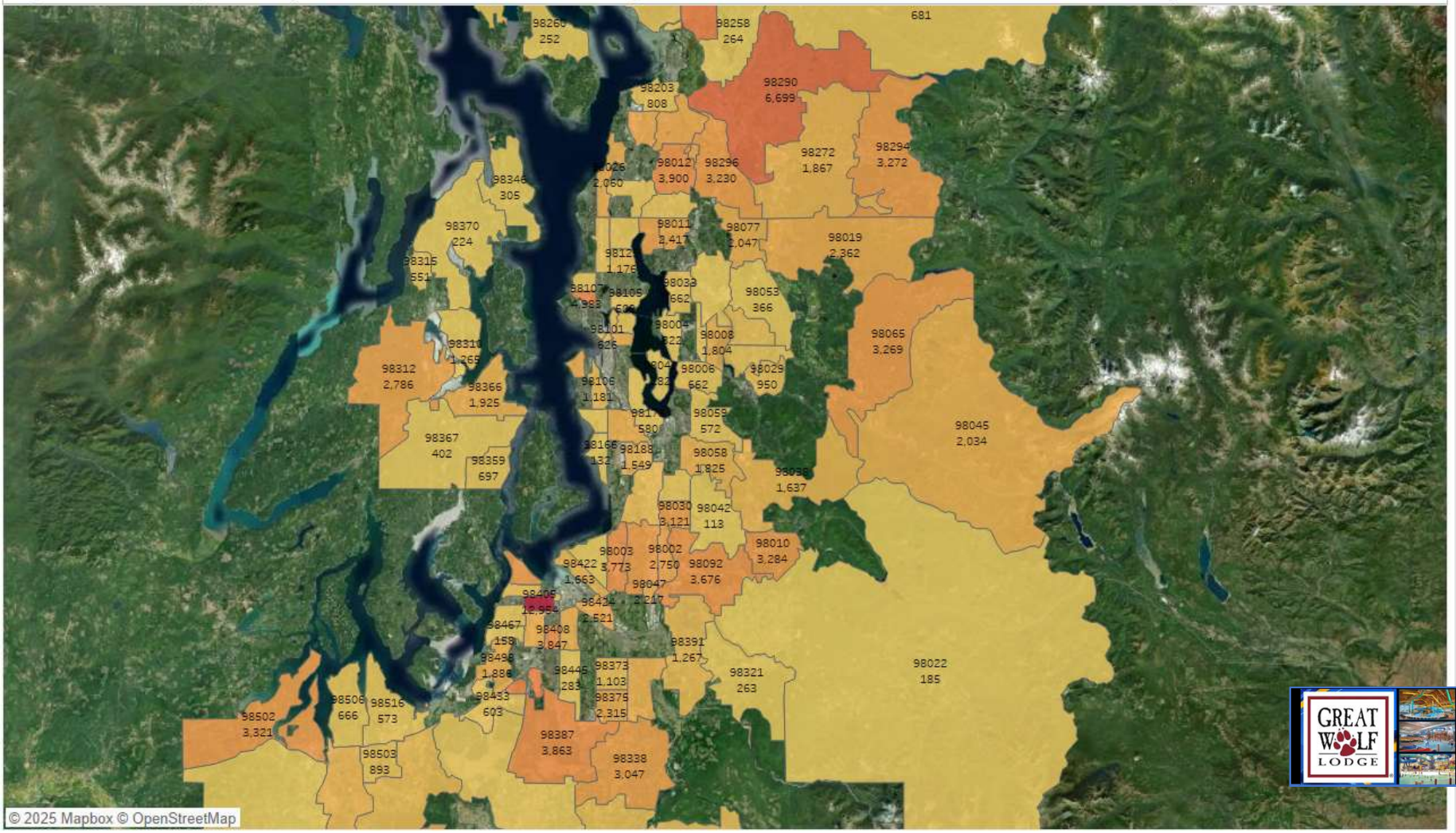
Top Residential Zip Codes: (Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK)



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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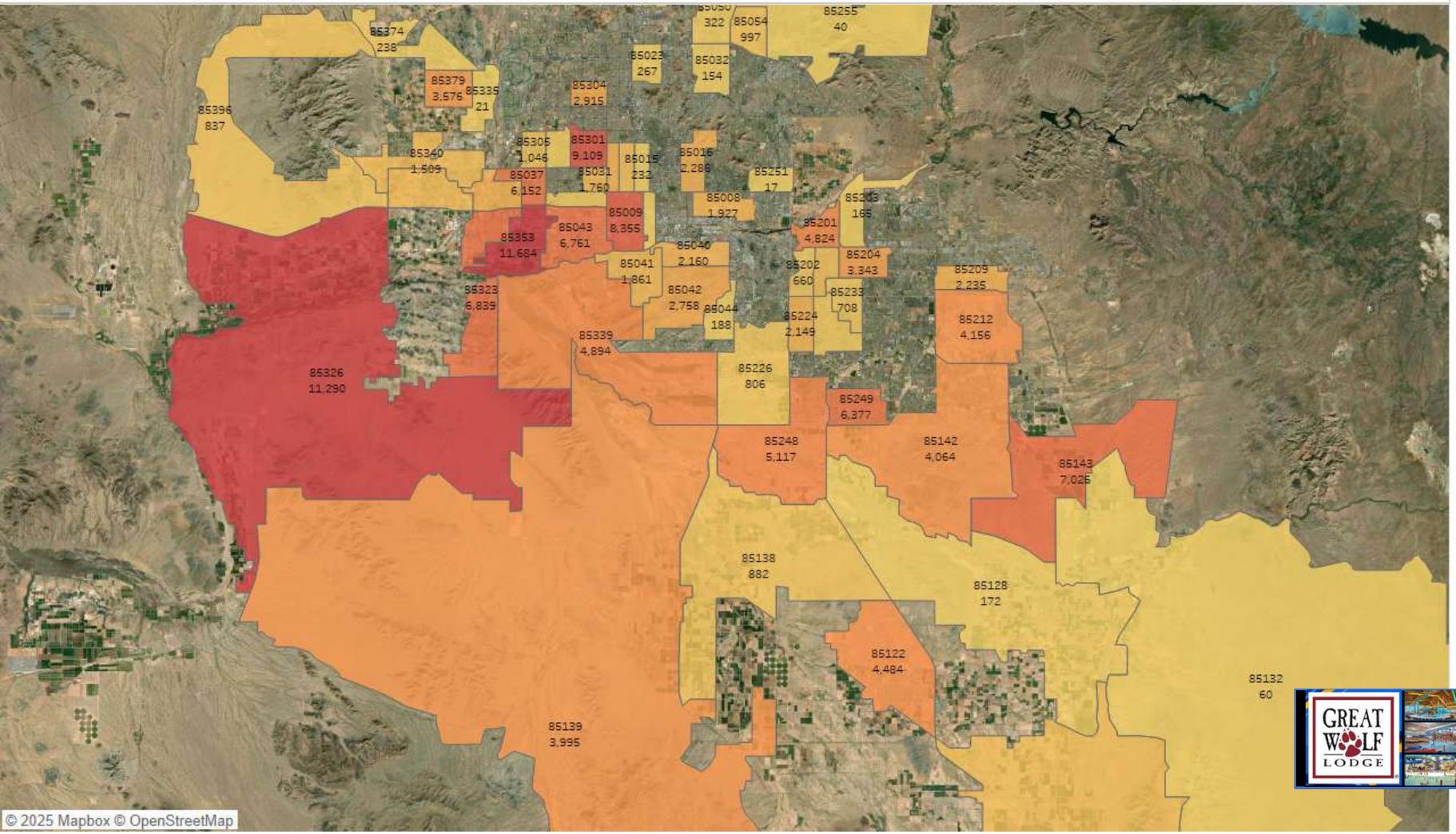
Top Residential Zip Codes: (Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK)



GREAT WOLF LODGE PHX

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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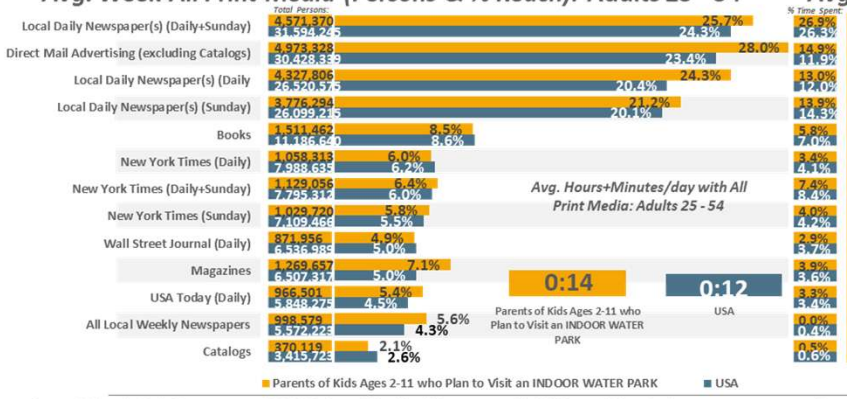
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



4,571,370 or 25.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 28.5% of all time spent daily with All forms of Print

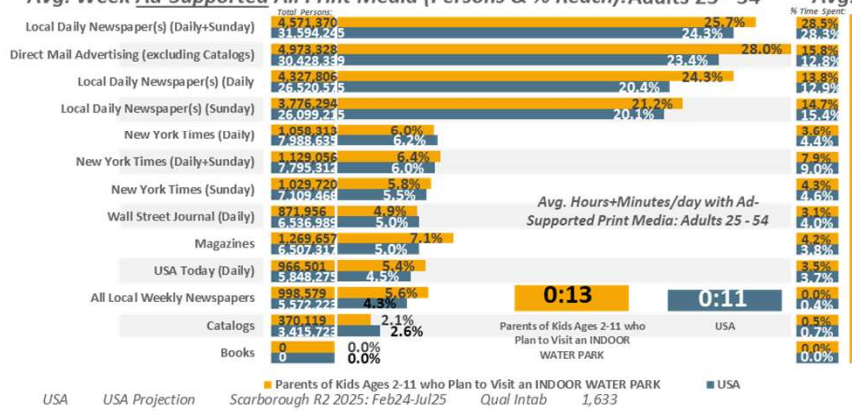
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



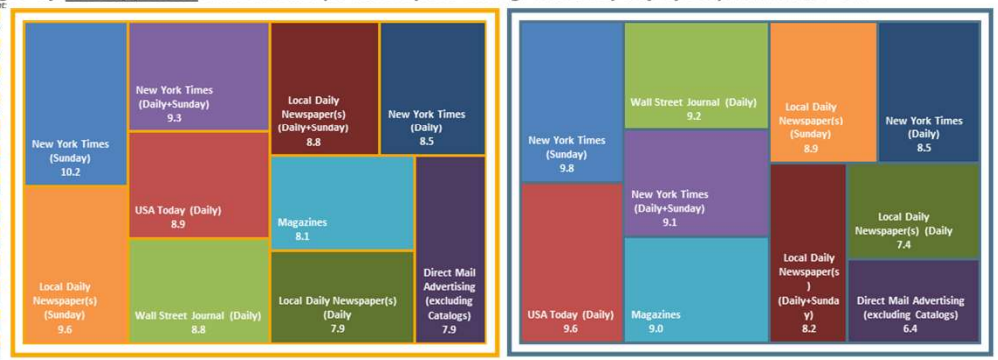
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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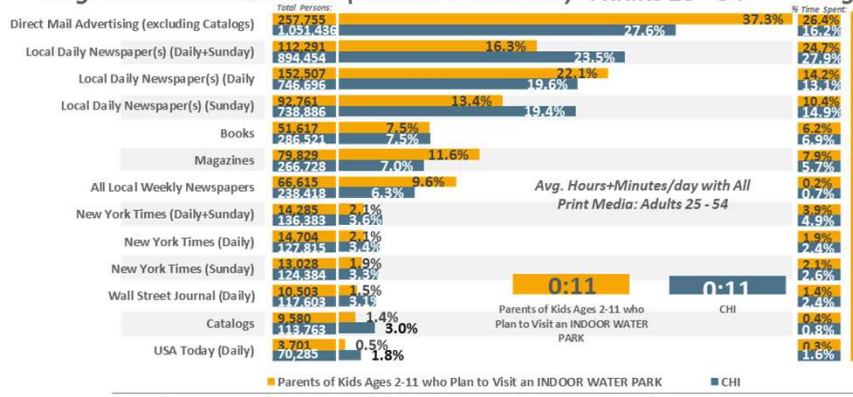
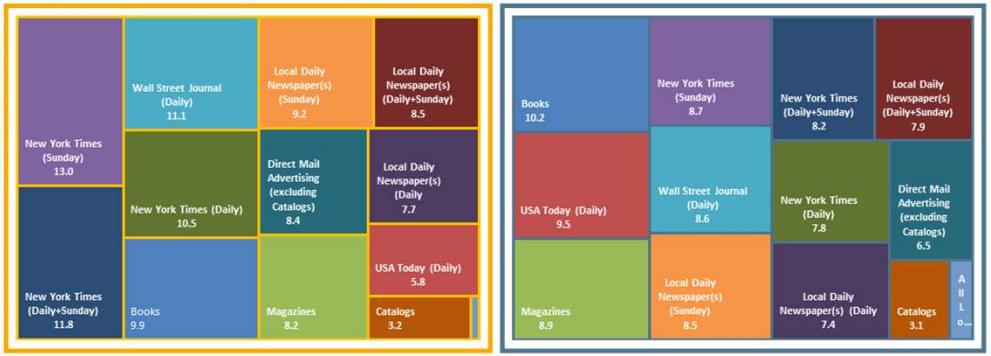
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

257,755 or 37.3% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Direct Mail Advertising (excluding Catalogs) for an average of 8.4 minutes every day representing 28.1% of all time spent daily with All forms of Pri

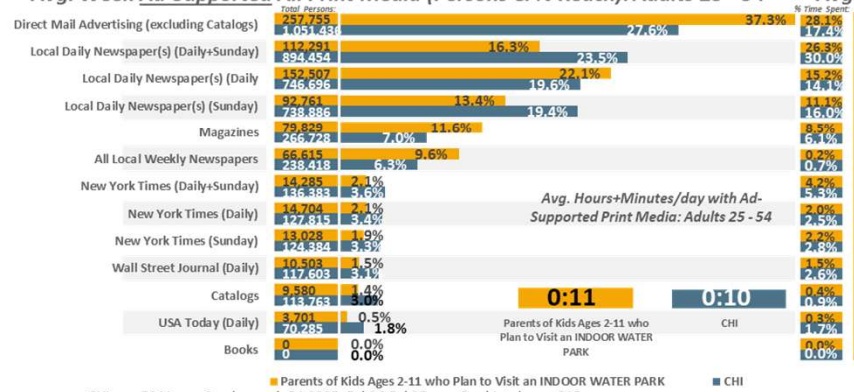
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



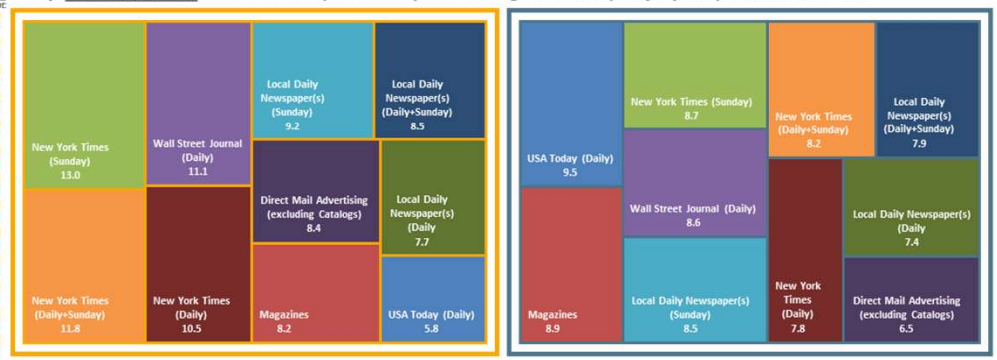
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 315

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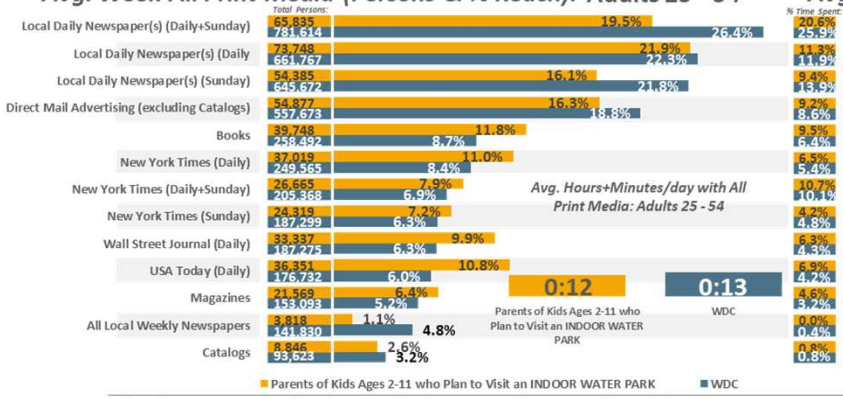
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

65,835 or 19.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 22.8% of all time spent daily with All forms of Print Med

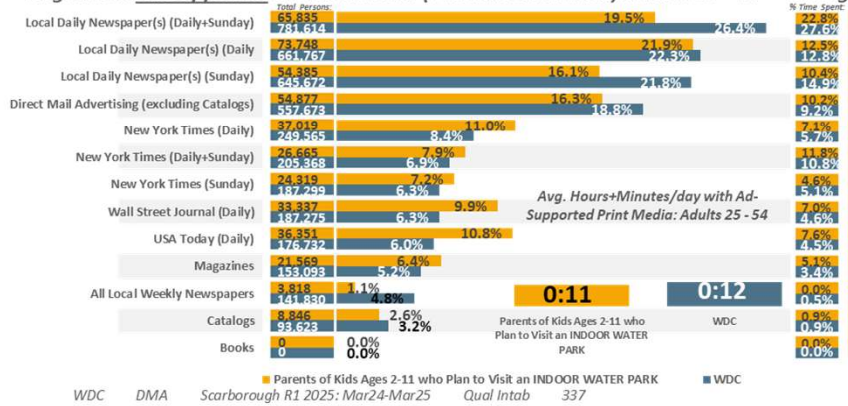
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



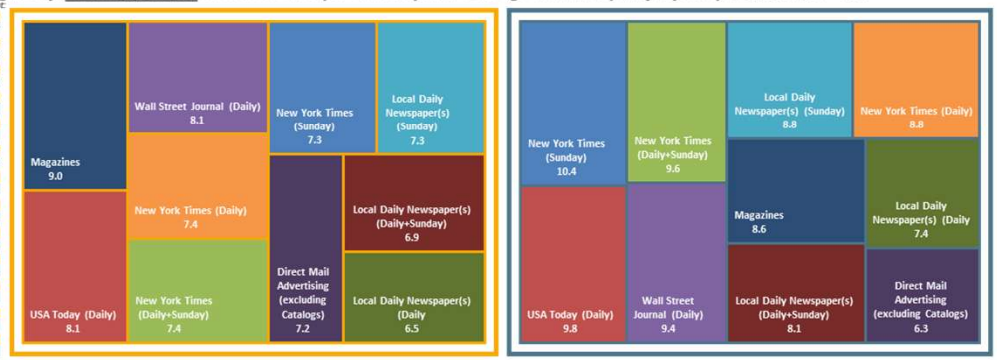
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 337

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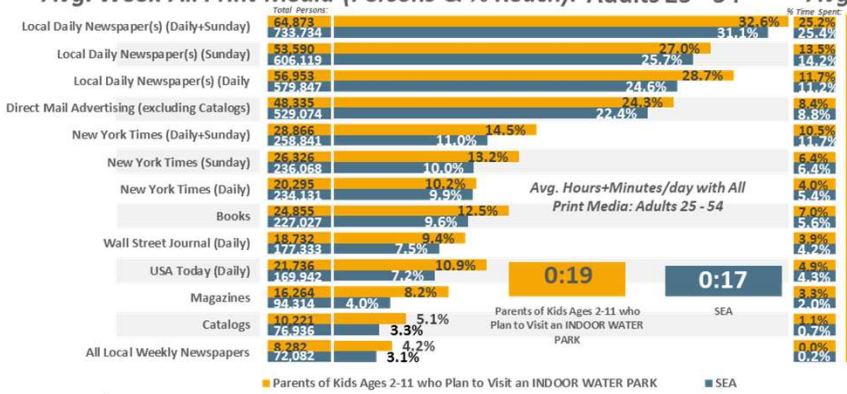
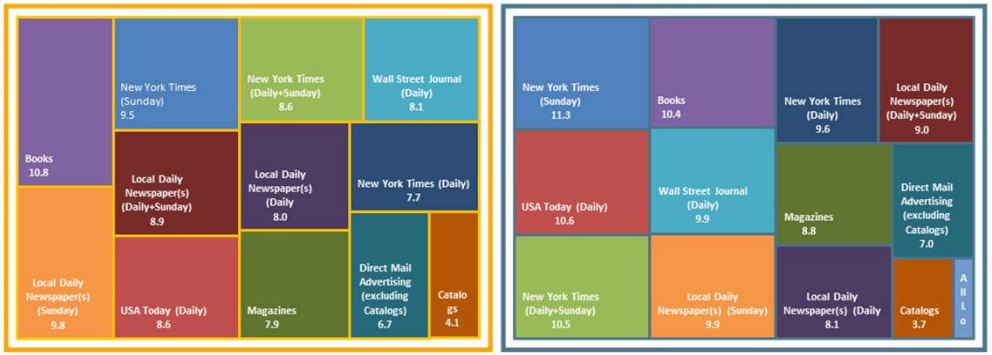
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

64,873 or 32.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 27.1% of all time spent daily with All forms of Print Med

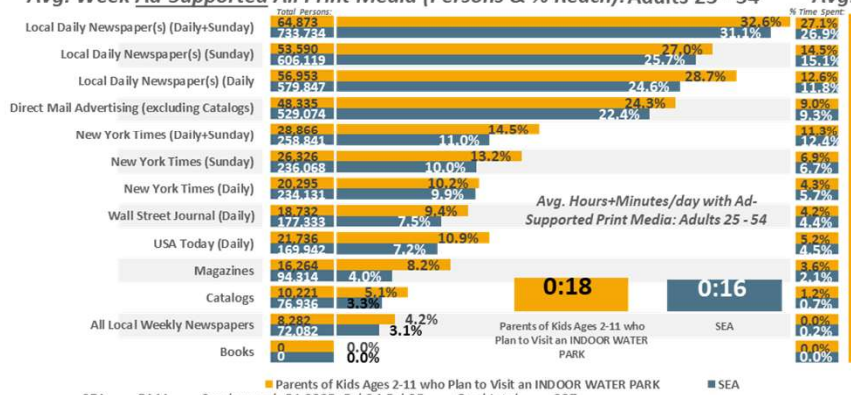
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



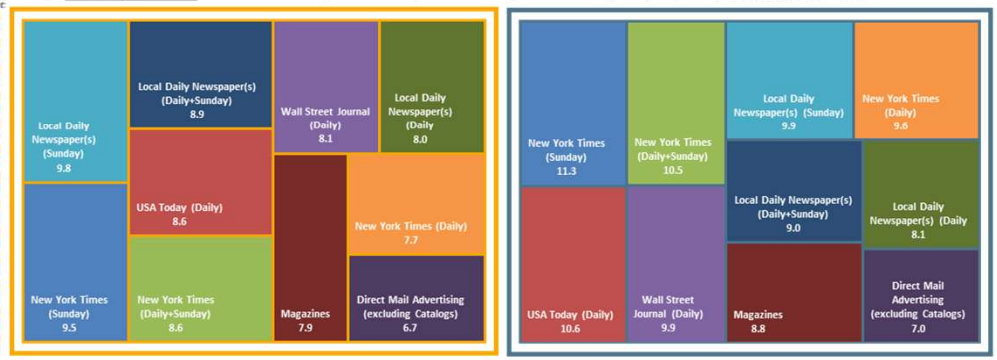
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 207

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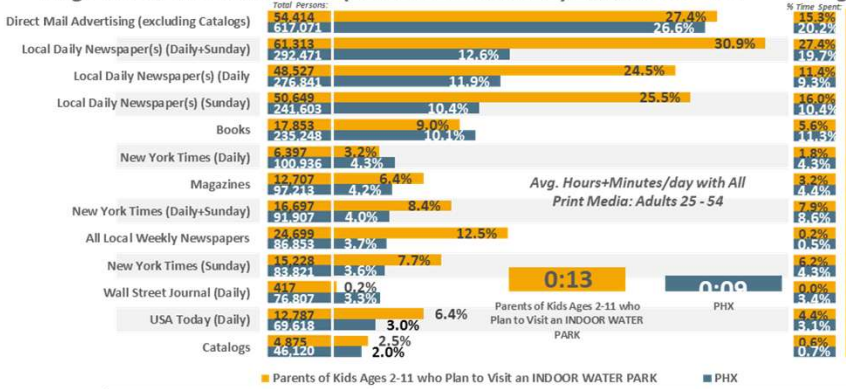
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

61,313 or 30.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 29.% of all time spent daily with All forms of Print Medi

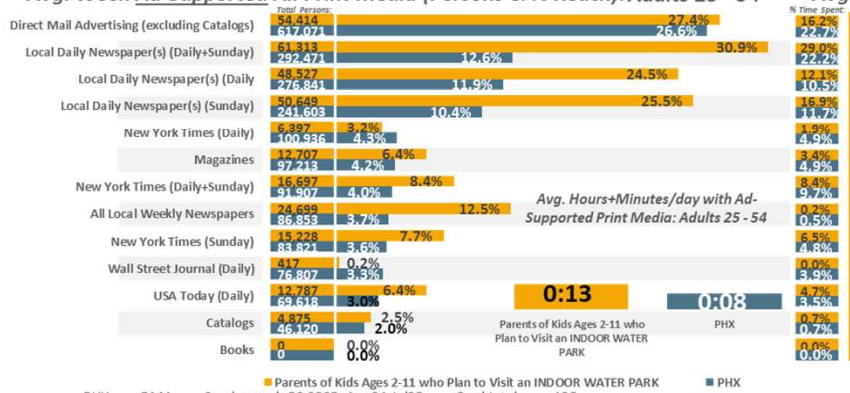
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



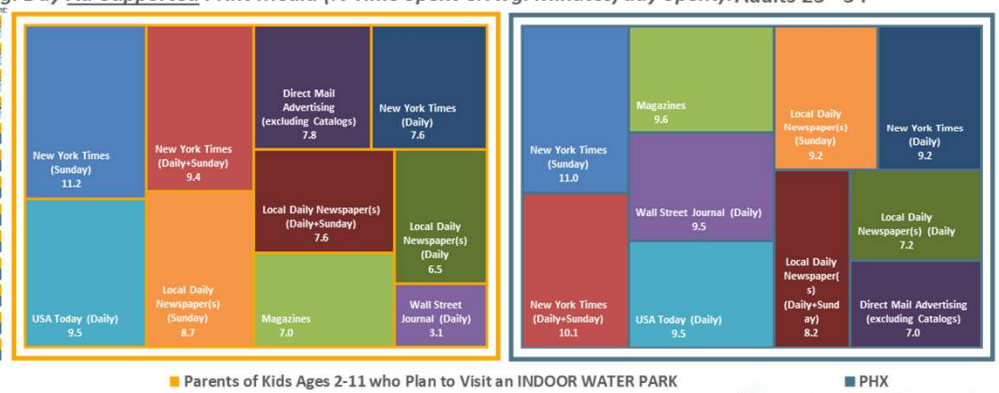
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 128

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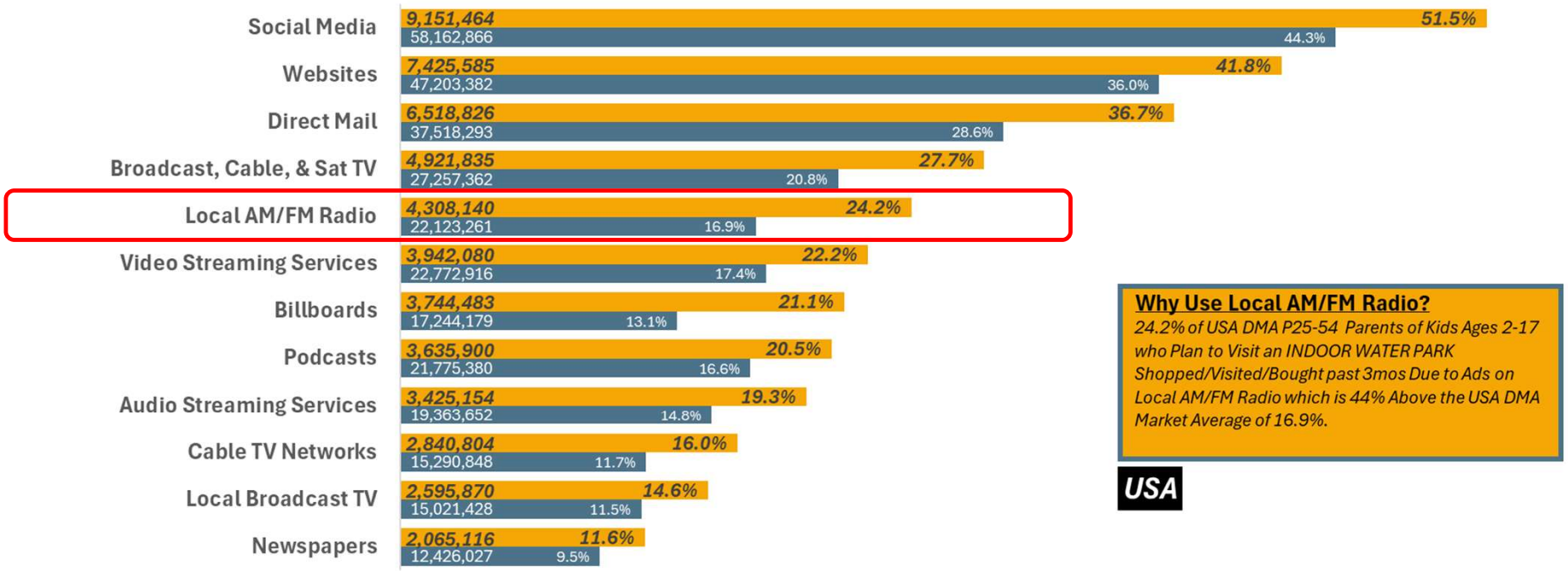
"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

24.2% of USA DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 44% Above the USA DMA Market Average of 16.9%.

USA

USA DMA Scarborough R2 2025: Feb24-Jun25 Qual Intab: 1557

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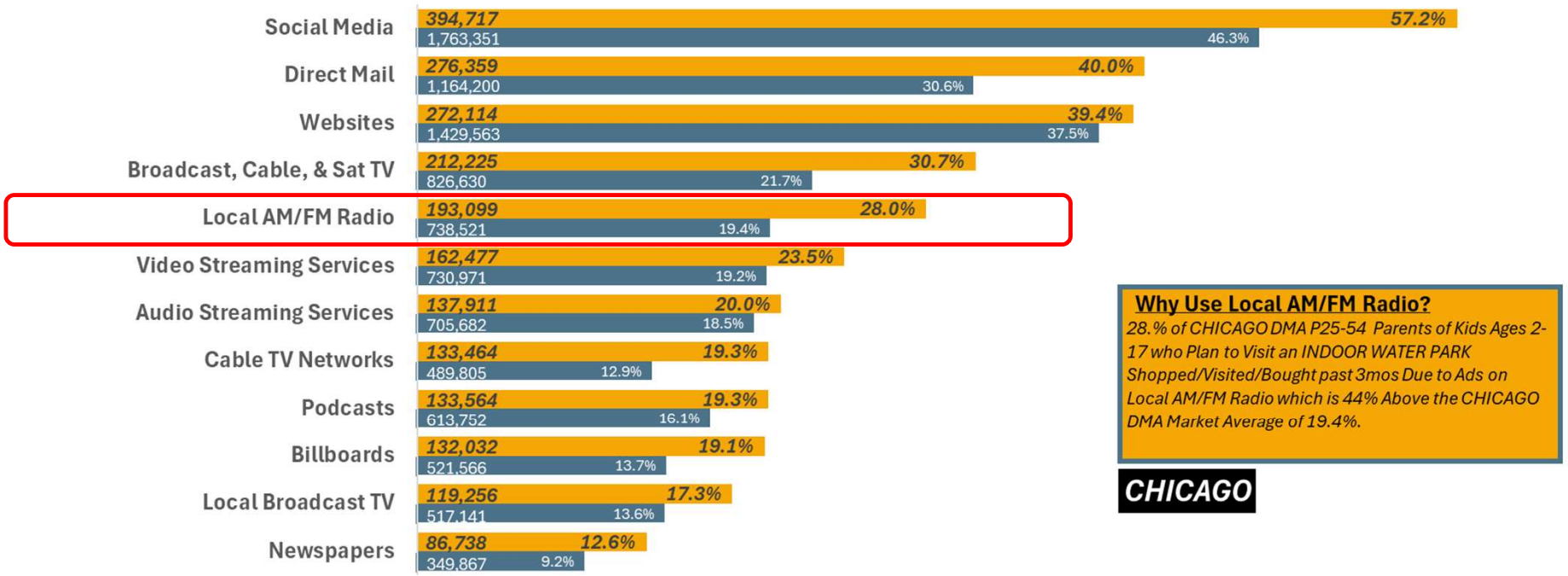
"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

28.% of CHICAGO DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 44% Above the CHICAGO DMA Market Average of 19.4%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 294

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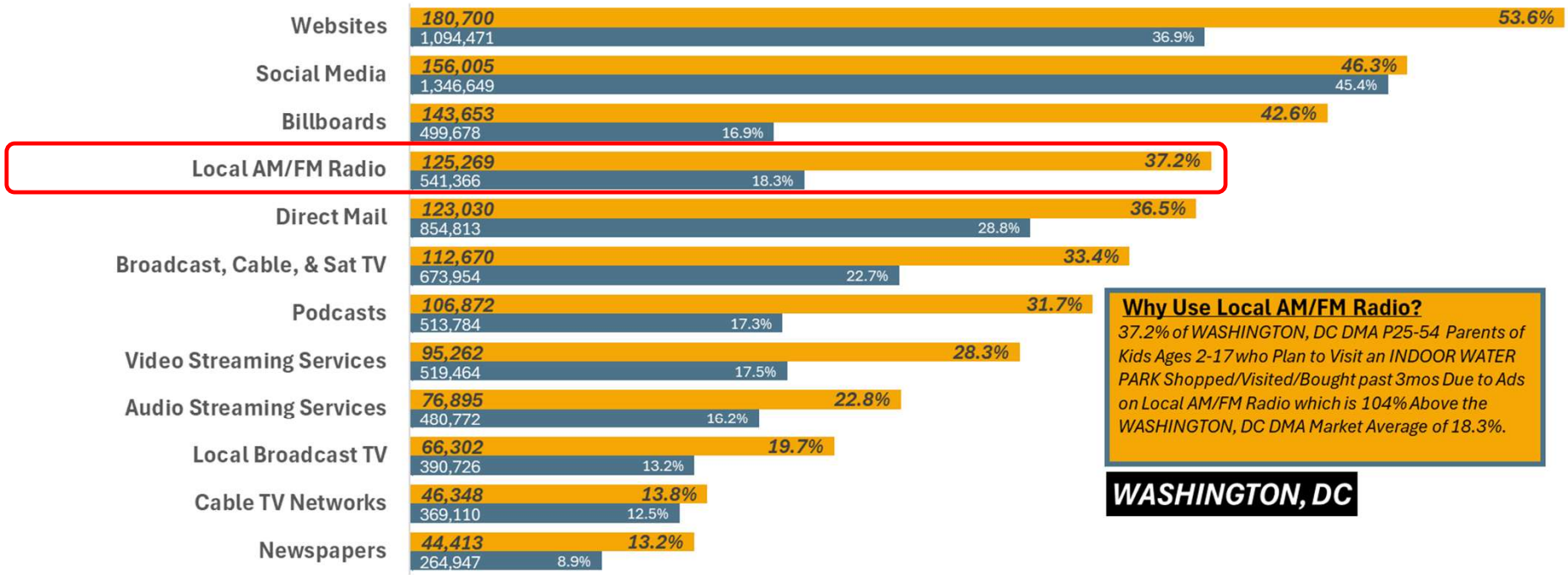
"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

37.2% of WASHINGTON, DC DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 104% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 326

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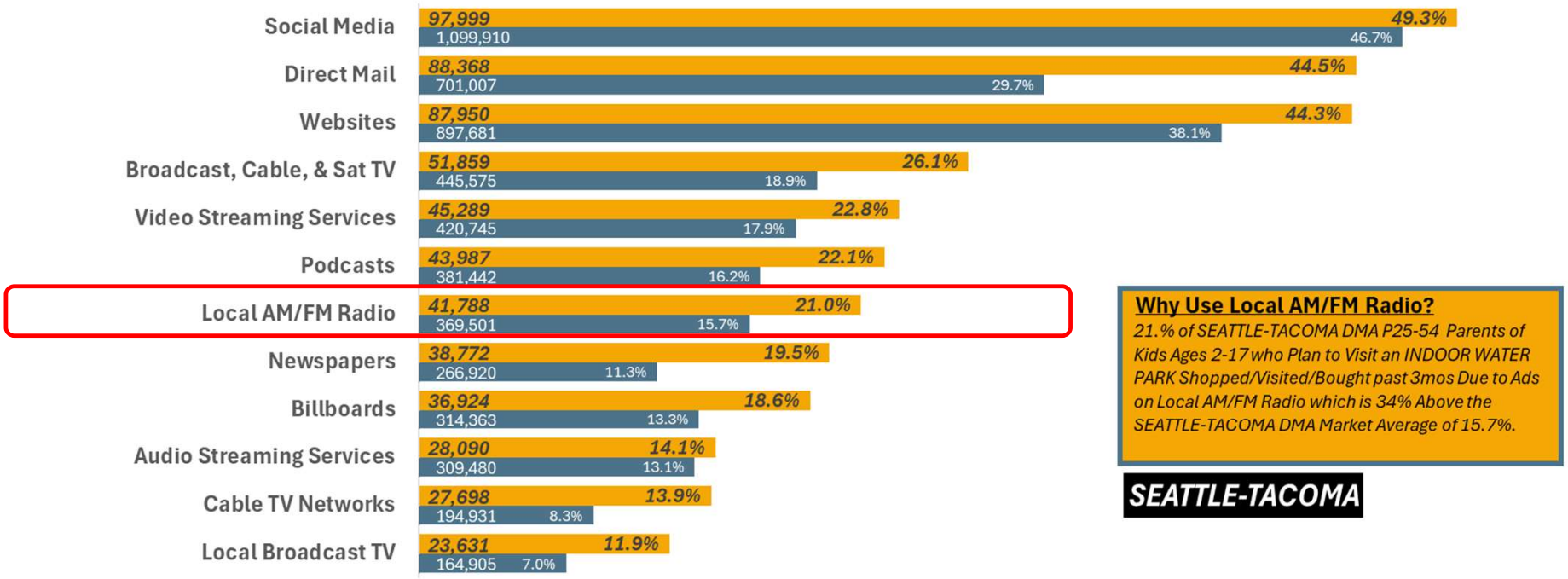
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

GREAT WOLF LODGE SEA

"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.% of SEATTLE-TACOMA DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 34% Above the SEATTLE-TACOMA DMA Market Average of 15.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025:Feb24-Feb25 Qual Intab: 199

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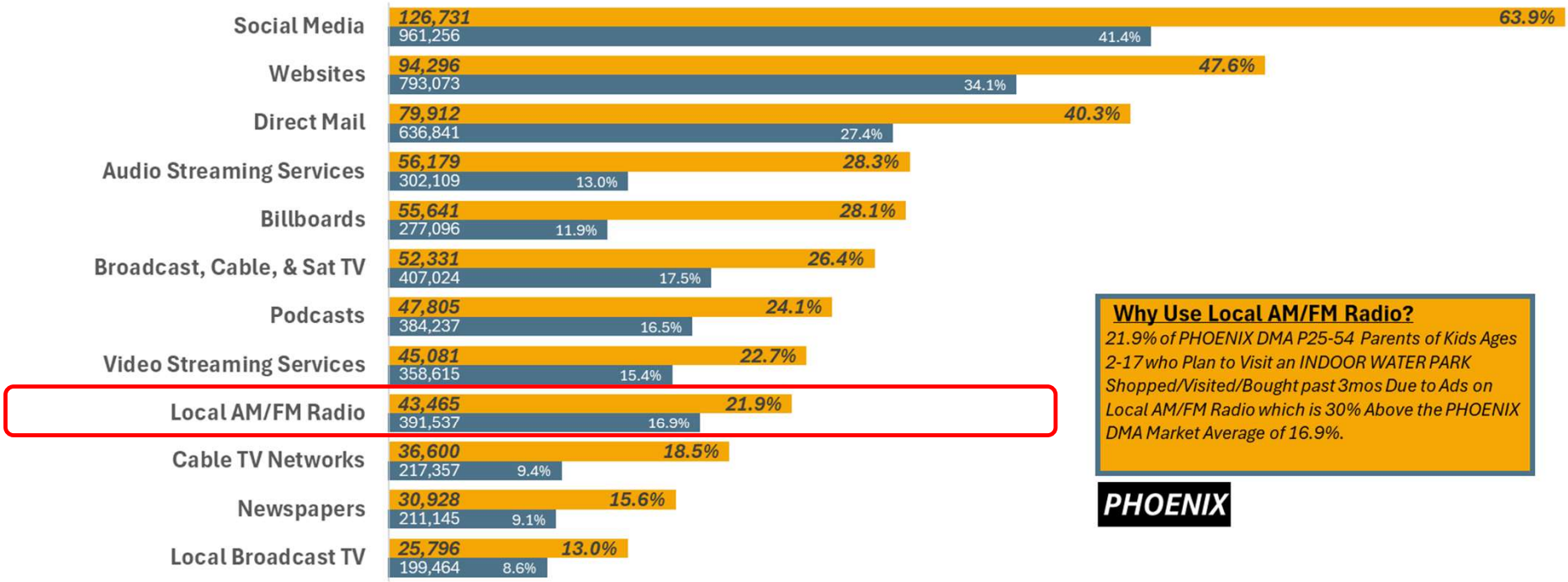
"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.9% of PHOENIX DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the PHOENIX DMA Market Average of 16.9%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 122

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