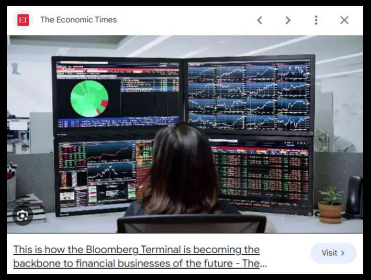
USA+4 DMAs – P18+ who Checked Their CREDIT SCORE Online in the past 6 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX DMA** P18+ who **Checked Their CREDIT SCORE Online in the past 6 months** as of July 31, 2025.



credit karma™

P18+

intuit Vanguard BlackRock STATE STREET

credit karma USA

credit karma CHI

credit karma WDC

credit karma SEA

credit karma PHX

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

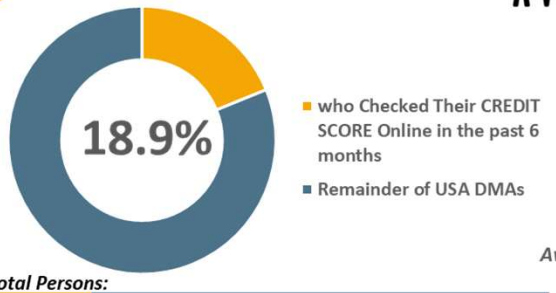
HUBBARD BROADCASTING INC. HB

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma USA

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 48.5 years old (.5% younger than average) and have a $107,990 (14.6% higher than average) annual household income.

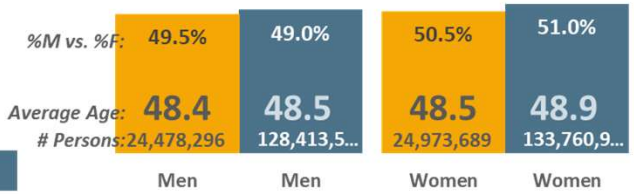
Percent of Market: Adults 18 or older



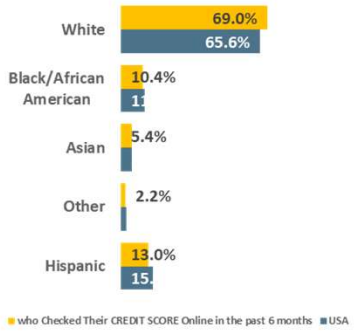
Total Persons:



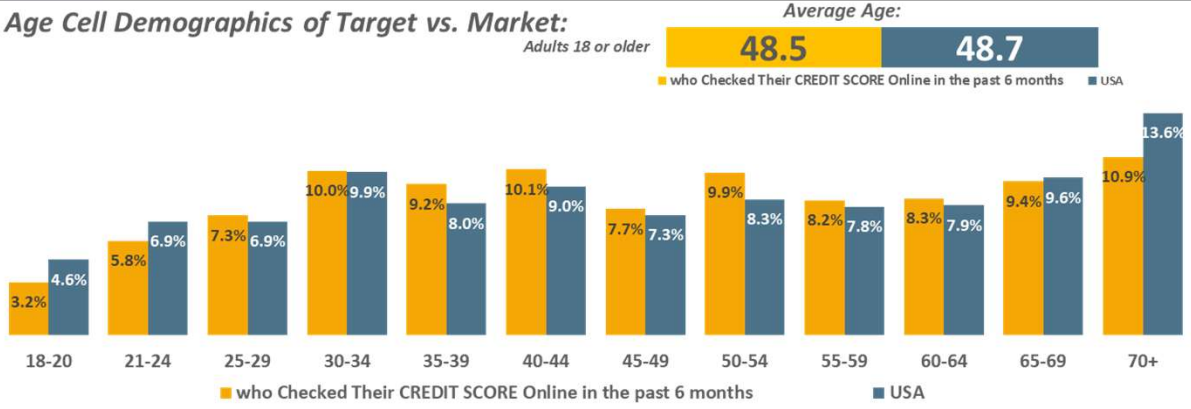
Gender of Target vs. Market: Adults 18 or older



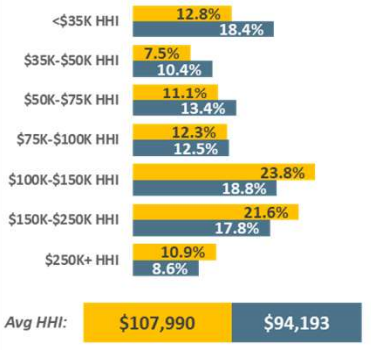
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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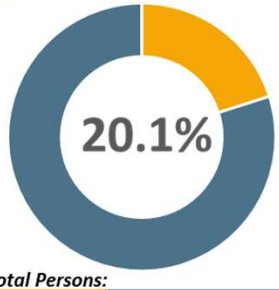
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

20.1% or 1,518,540 of CHI DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 47.1 years old (2.6% younger than average) and have a $121,480 (14.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Checked Their CREDIT SCORE Online in the past 6 months
- Remainder of CHI DMA

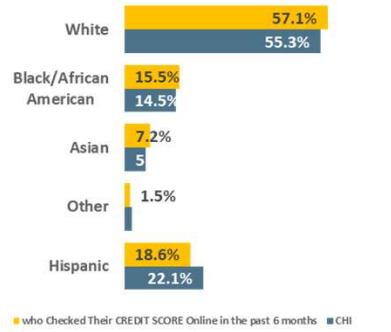
Total Persons:

1,518,540	6,040,596

Gender of Target vs. Market: Adults 18 or older

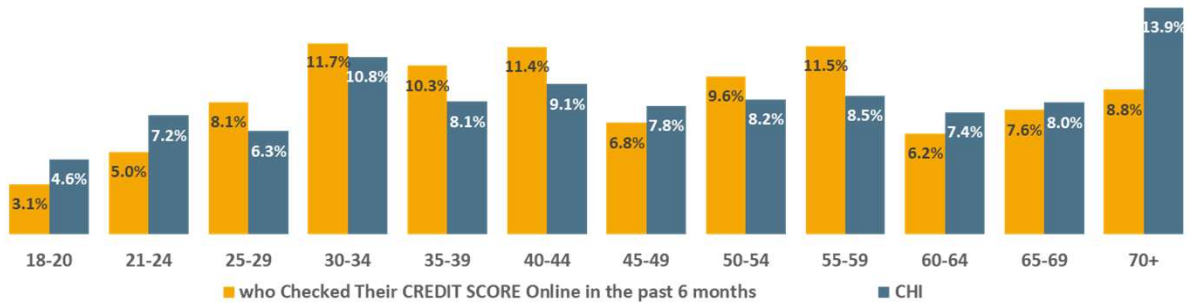
	Men	Men	Women	Women
%M vs. %F:	47.6%	48.5%	52.4%	51.5%
Average Age:	47.3	48.2	46.9	48.6
# Persons:	722,587	3,668,961	795,953	3,890,175

Ethnicity of Target vs. Market:

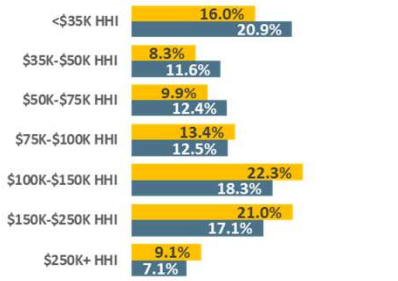


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 47.1	48.4



HHI of Target vs. Market:



Avg HHI:	$121,480	$106,192

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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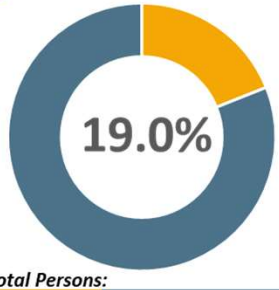
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

19.% or 1,080,948 of WDC DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 47.3 years old (.7% younger than average) and have a $155,666 (15.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

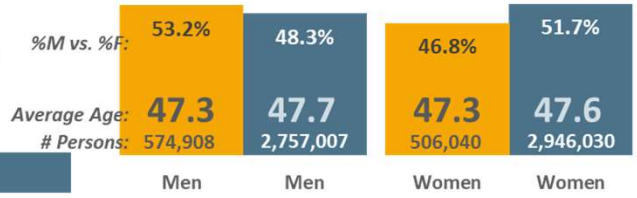


- who Checked Their CREDIT SCORE Online in the past 6 months
- Remainder of WDC DMA

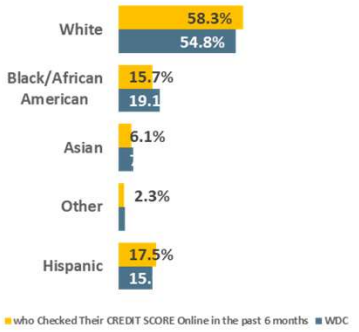
Total Persons:

1,080,948	4,622,089

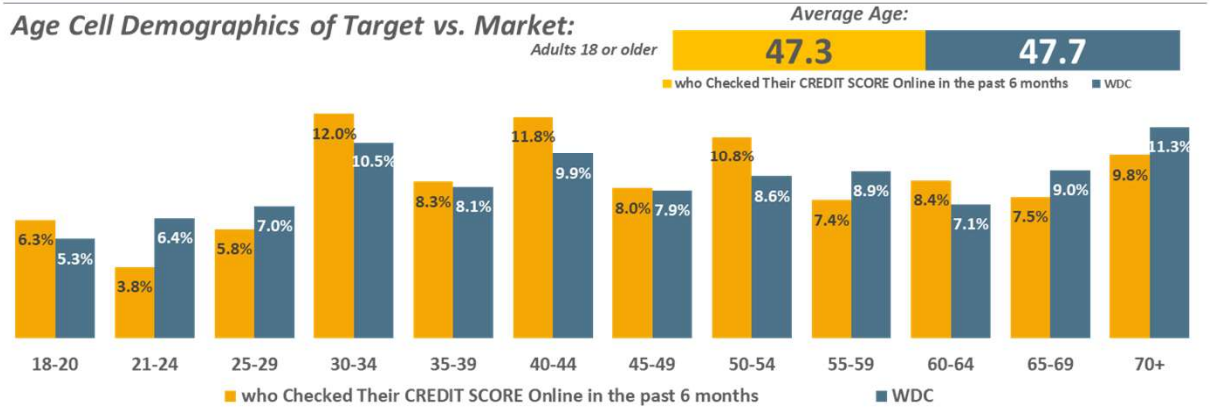
Gender of Target vs. Market: Adults 18 or older



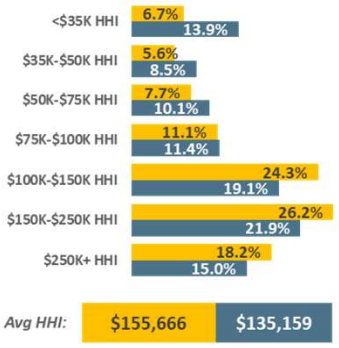
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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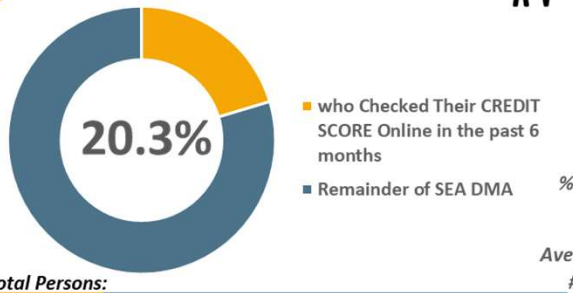
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

credit karma SEA

20.3% or 918,699 of SEA DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 49.1 years old (1.3% older than average) and have a $142,064 (14.9% higher than average) annual household income.

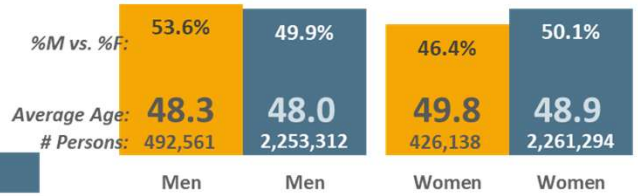
Percent of Market: Adults 18 or older



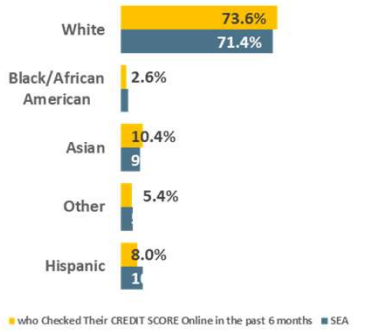
Total Persons:

who Checked Their CREDIT SCORE Online in the past 6 months	Remainder of SEA DMA
918,699	3,595,907

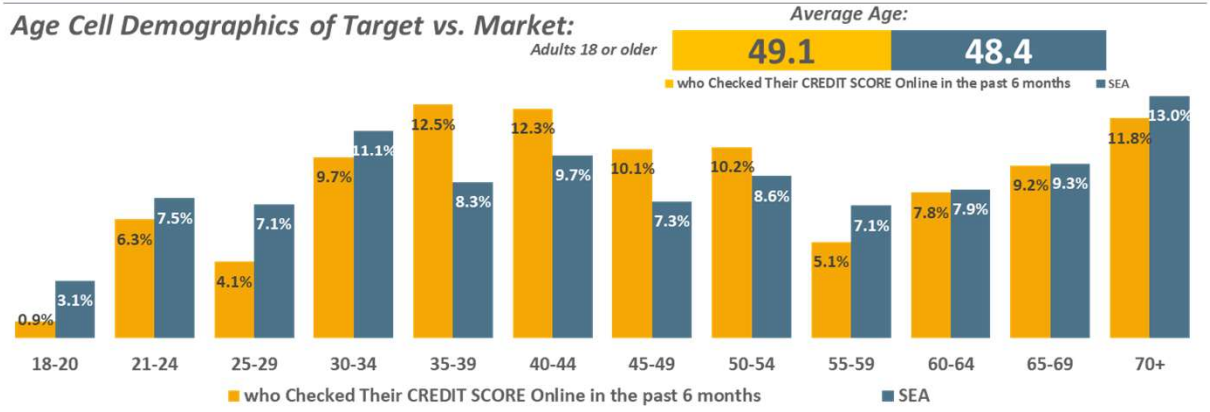
Gender of Target vs. Market: Adults 18 or older



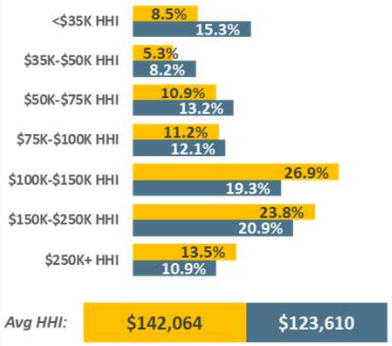
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$142,064	$123,610

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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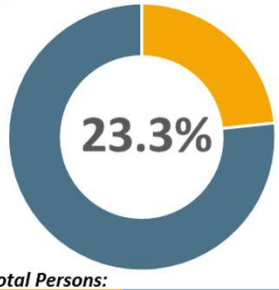
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

credit karma **PHX**

23.3% or 851,532 of PHX Metro Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 50.4 years old (6.% older than average) and have a $116,210 (5.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Checked Their CREDIT SCORE Online in the past 6 months
- Remainder of PHX Metro

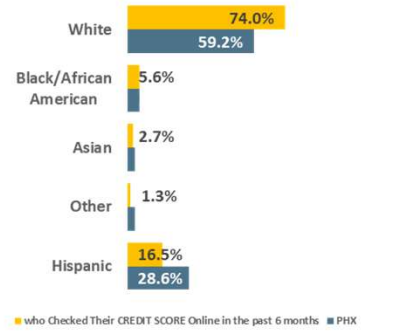
Total Persons:

851,532	2,801,750

Gender of Target vs. Market: Adults 18 or older

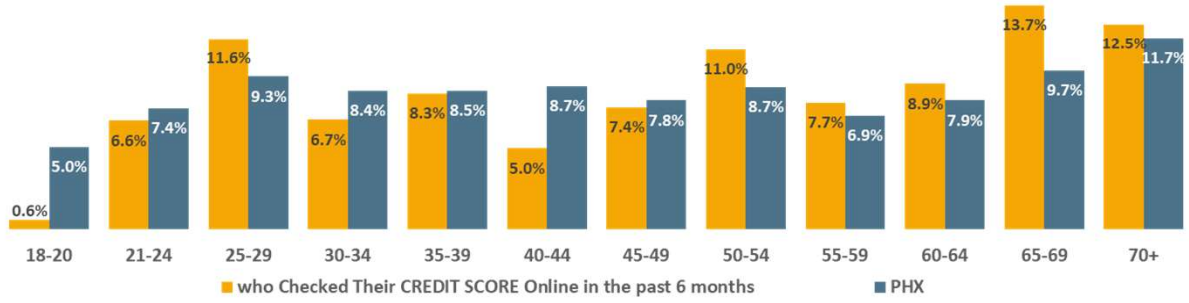
	Men	Men	Women	Women
%M vs. %F:	50.2%	50.4%	49.8%	49.6%
Average Age:	48.2	47.3	52.8	47.8
# Persons:	427,591	1,841,085	423,941	1,812,197

Ethnicity of Target vs. Market:

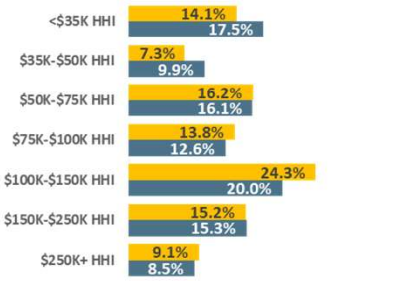


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	50.4	47.5



HHI of Target vs. Market:



Avg HHI:	$116,210	$110,148

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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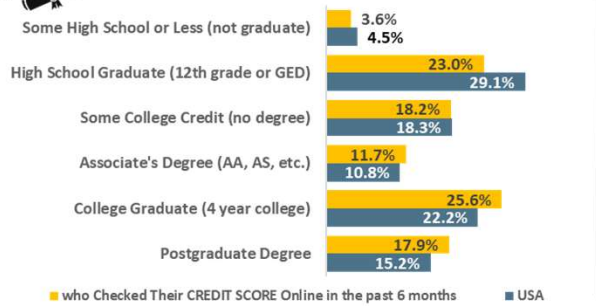
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

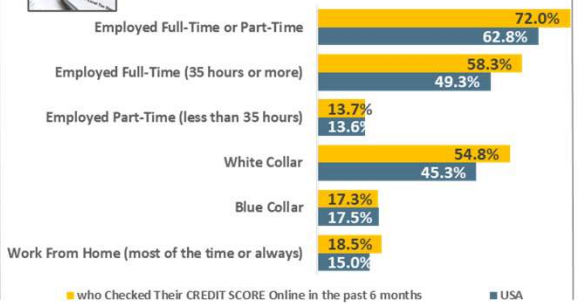


18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 16.6% more likely to be a college graduate, 18.4% more likely to work full-time, 5.4% more likely to be married, 3.4% less likely to be a parent of 1 or more children under

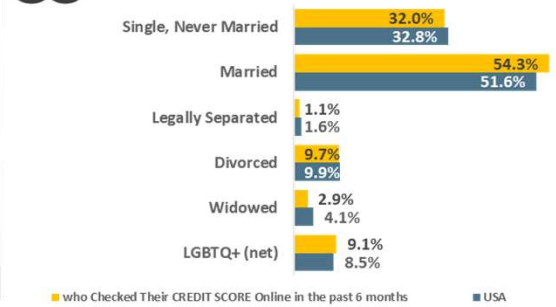
Education Levels: Adults 18 or older



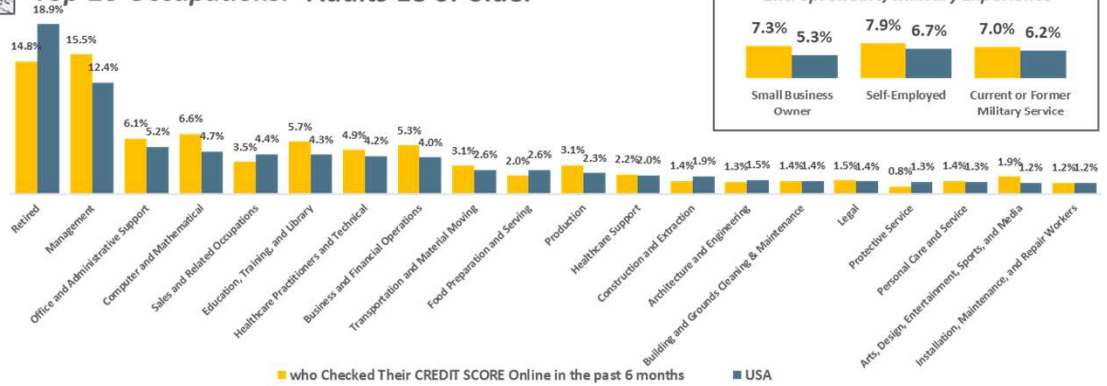
Employment: Adults 18 or older



Marital Status: Adults 18 or older

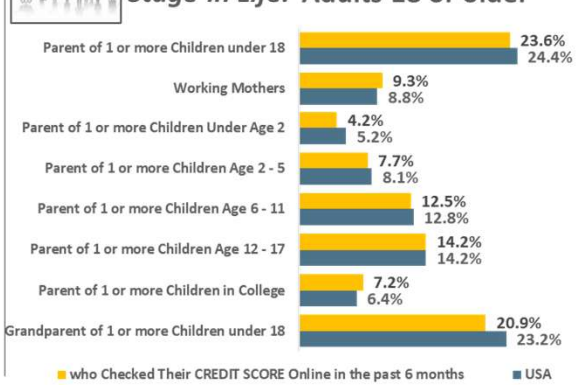


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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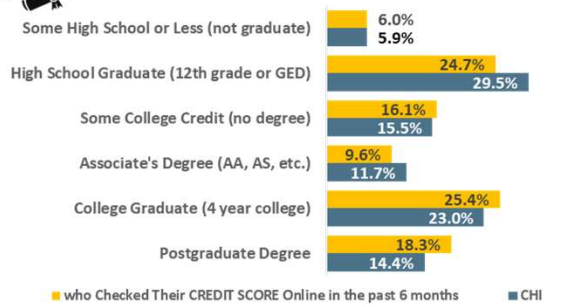
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

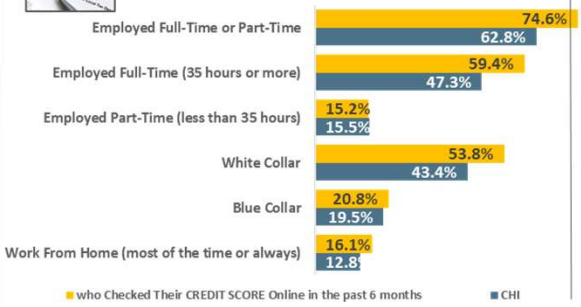
ck credit karma — CHI

20.1% or 1,518,540 of CHI DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 16.9% more likely to be a college graduate, 25.6% more likely to work full-time, 3.2% more likely to be married, 6.4% less likely to be a parent of 1 or more children under

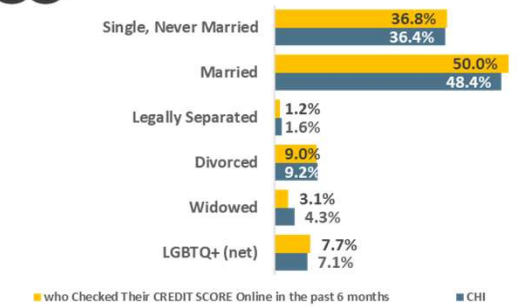
Education Levels: Adults 18 or older



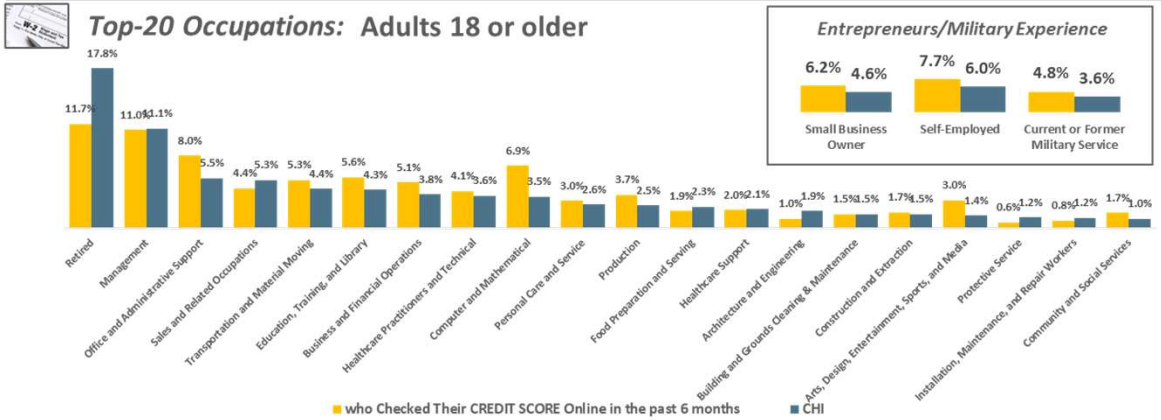
Employment: Adults 18 or older



Marital Status: Adults 18 or older

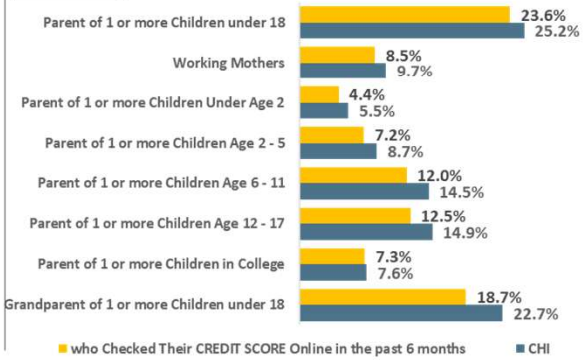


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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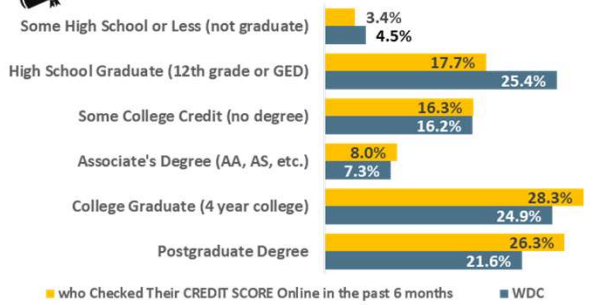
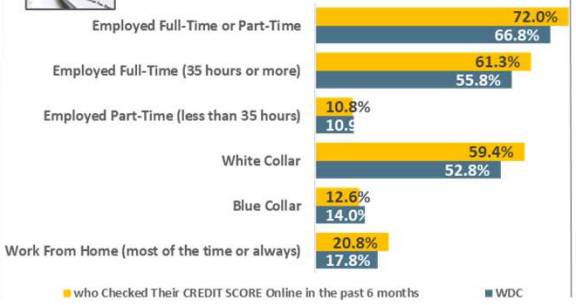
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

19.% or 1,080,948 of WDC DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 17.4% more likely to be a college graduate, 9.7% more likely to work full-time, 11.2% more likely to be married, 8.1% more likely to be a parent of 1 or more children under

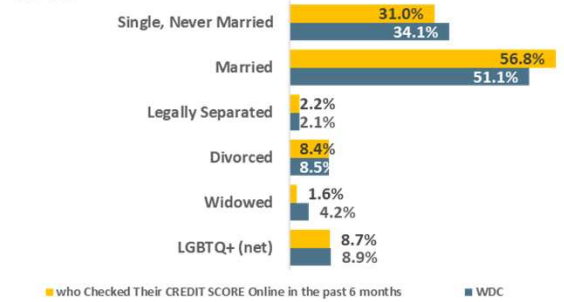
Education Levels: Adults 18 or older



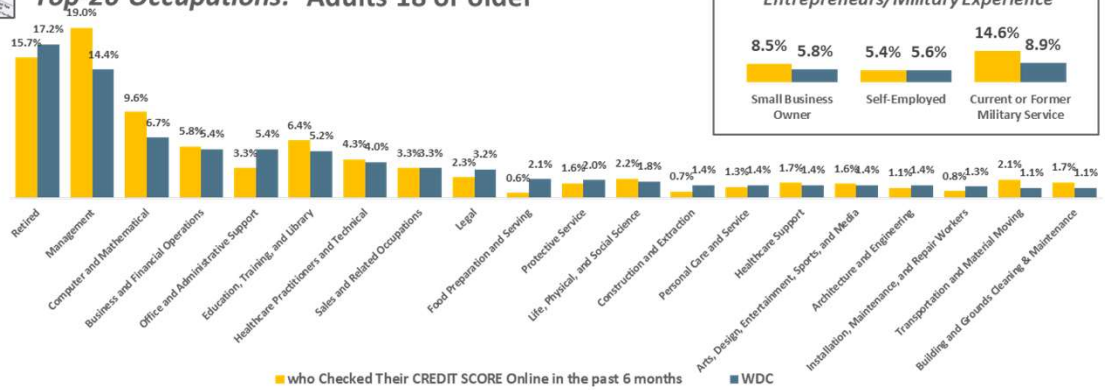
Employment: Adults 18 or older



Marital Status: Adults 18 or older

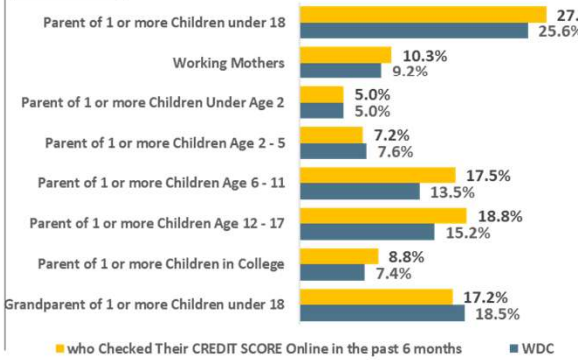


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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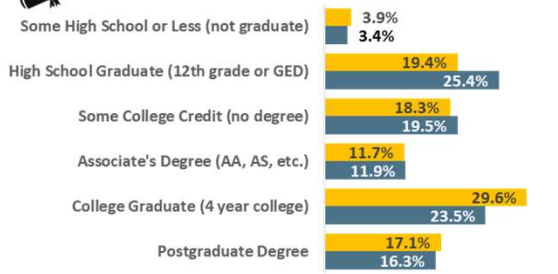
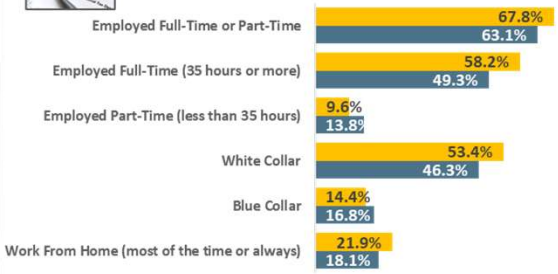
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

20.3% or 918,699 of SEA DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 17.1% more likely to be a college graduate, 17.9% more likely to work full-time, 10.5% more likely to be married, 13.6% more likely to be a parent of 1 or more children unde

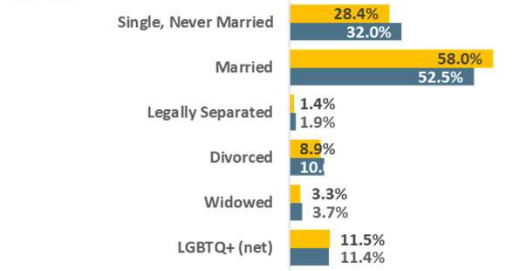
Education Levels: Adults 18 or older



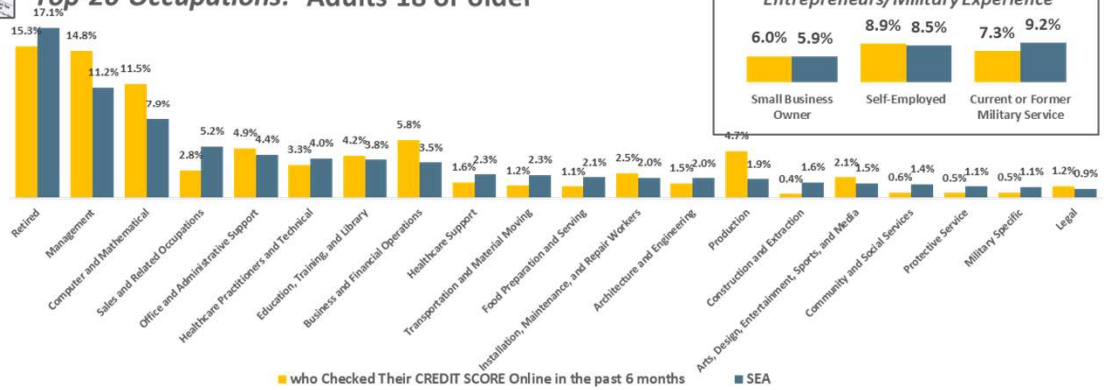
Employment: Adults 18 or older



Marital Status: Adults 18 or older

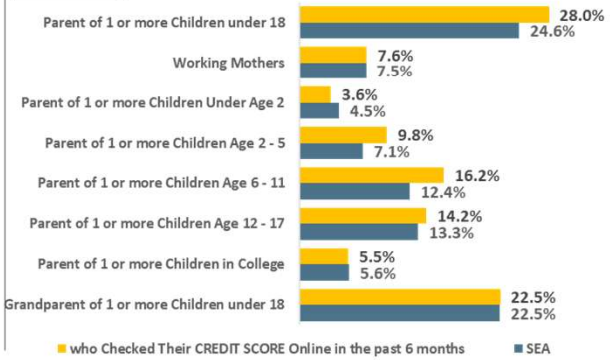


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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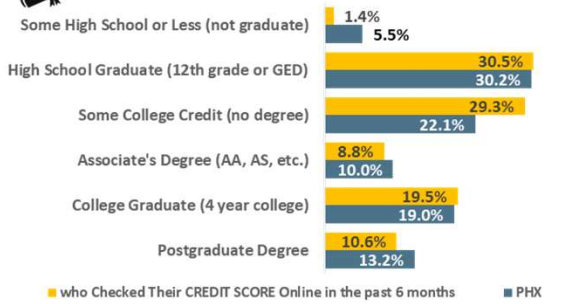
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

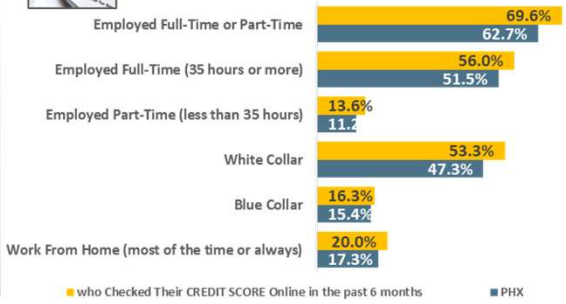
PHX

23.3% or 851,532 of PHX Metro Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 6.7% less likely to be a college graduate, 8.8% more likely to work full-time, 3.2% more likely to be married, 45.8% less likely to be a parent of 1 or more children under 1

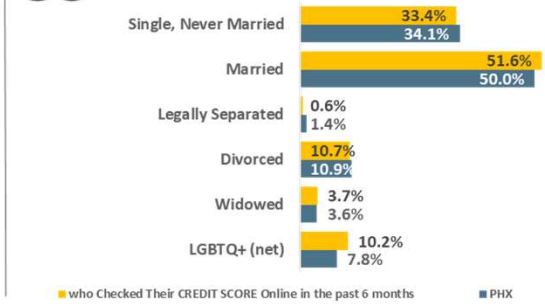
Education Levels: Adults 18 or older



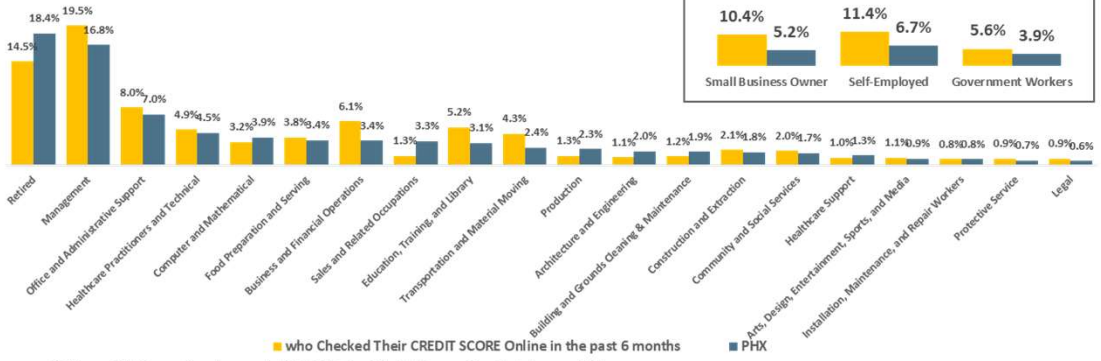
Employment: Adults 18 or older



Marital Status: Adults 18 or older

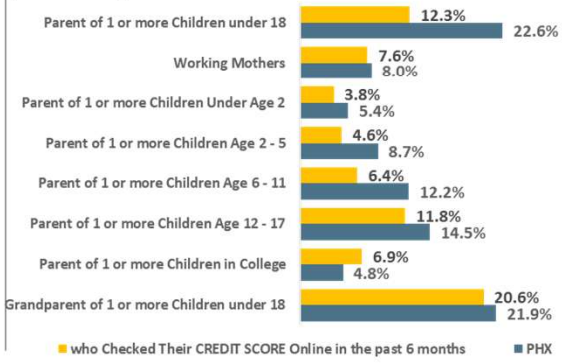


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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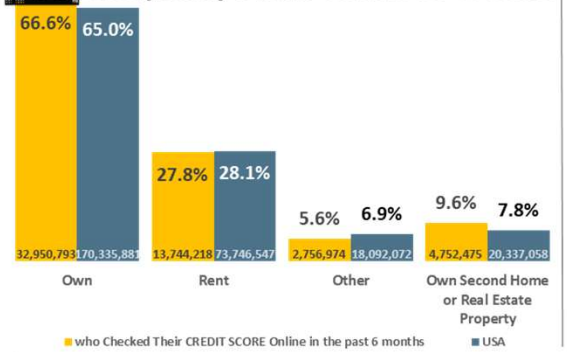
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

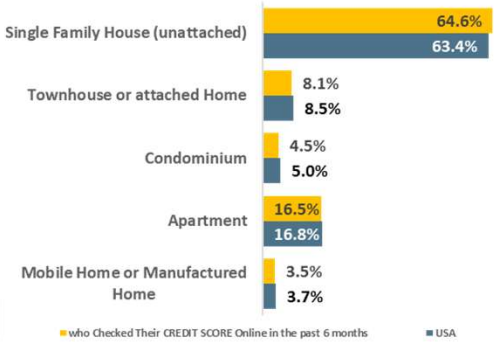
ck credit karma USA

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 2.6% more likely to own their home, 26.2% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 6.% more likely to have a dog.

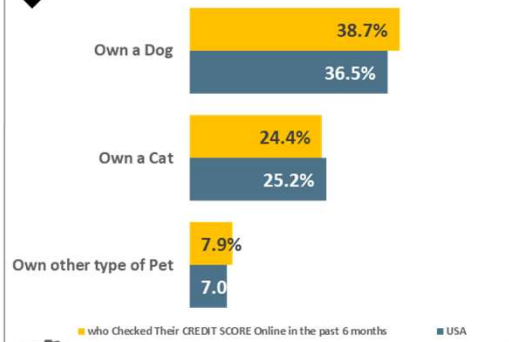
Own/Rent/Other: Adults 18 or older



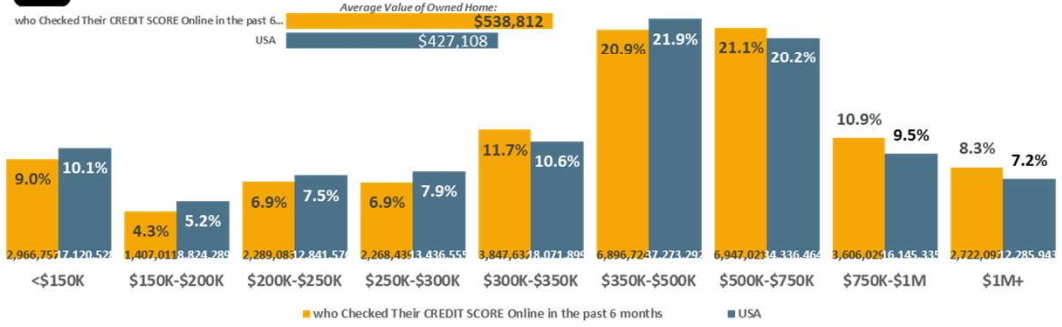
Type of Home: Adults 18 or older



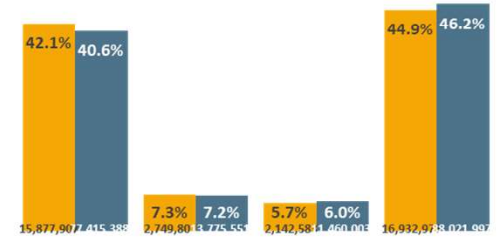
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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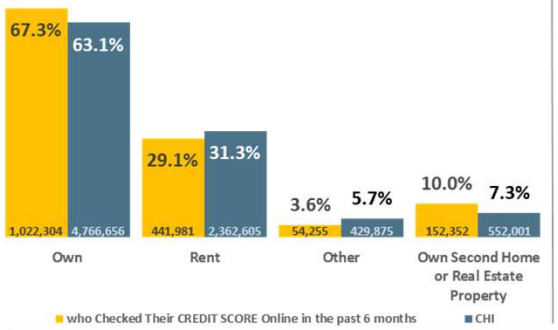
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

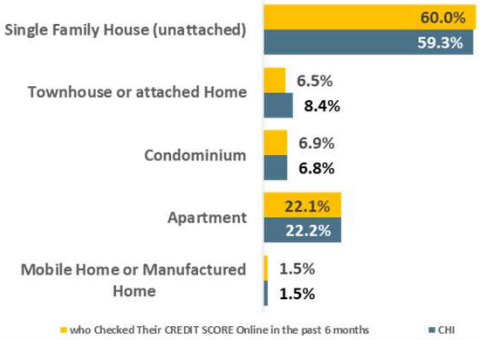
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

20.1% or 1,518,540 of CHI DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 6.8% more likely to own their home, 5.2% more likely to own a higher valued home, 1.3% more likely to have a single-family home, 2.6% more likely to have a dog.

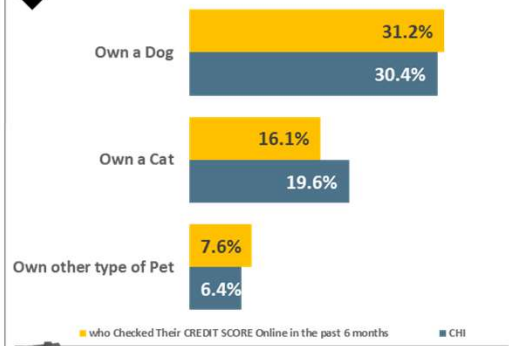
Own/Rent/Other: Adults 18 or older



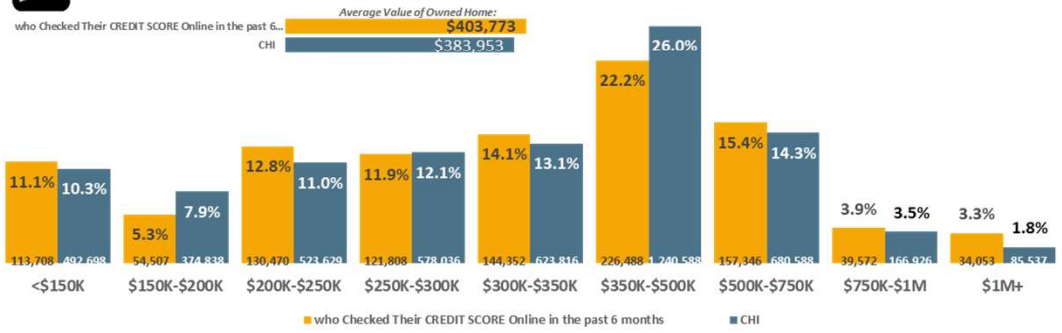
Type of Home: Adults 18 or older



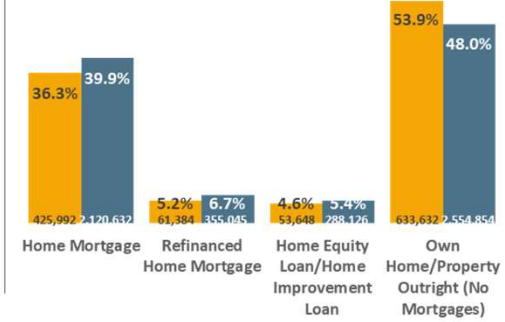
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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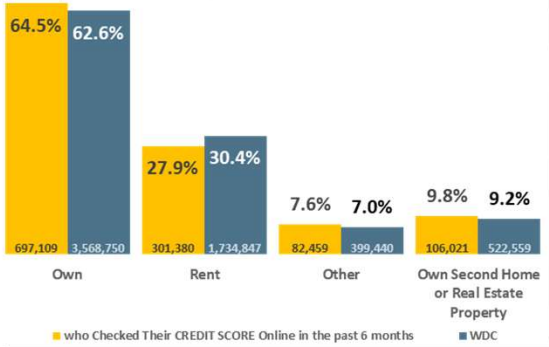
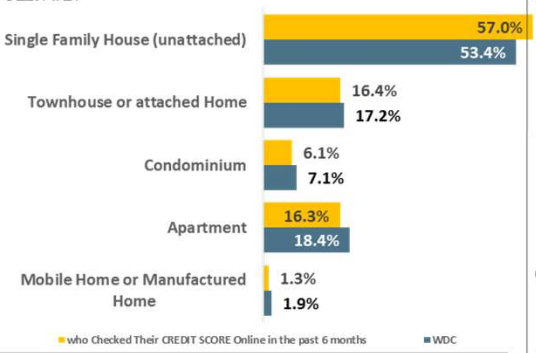
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

19.% or 1,080,948 of WDC DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 3.1% more likely to own their home, 11.3% more likely to own a higher valued home, 6.7% more likely to have a single-family home, 17.4% more likely to have a dog.

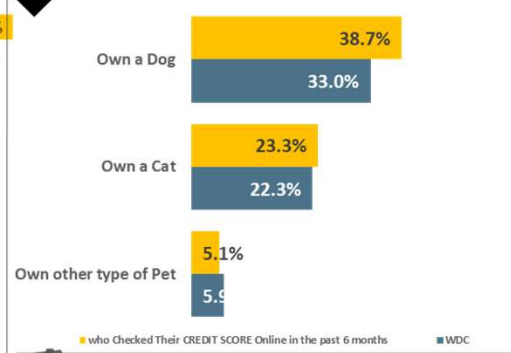
Own/Rent/Other: Adults 18 or older



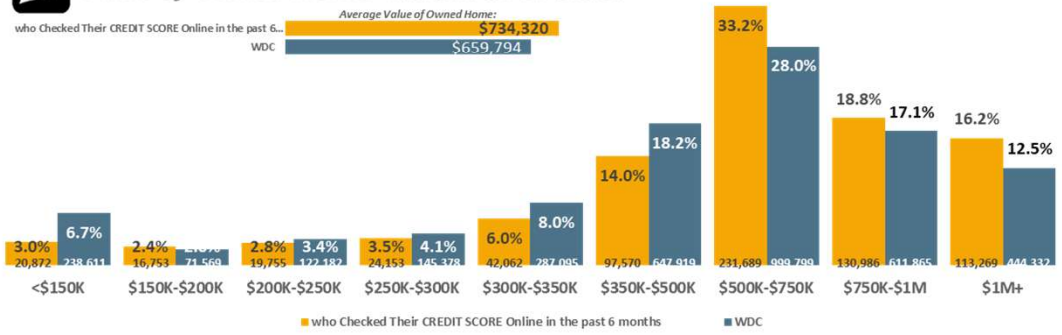
Type of Home: Adults 18 or older



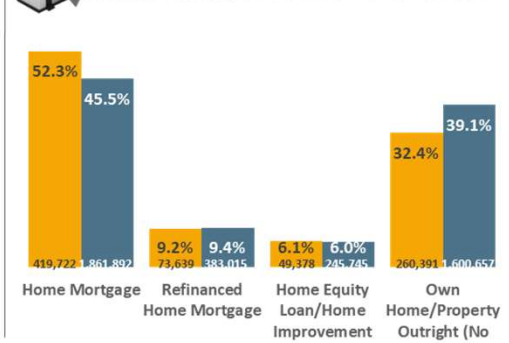
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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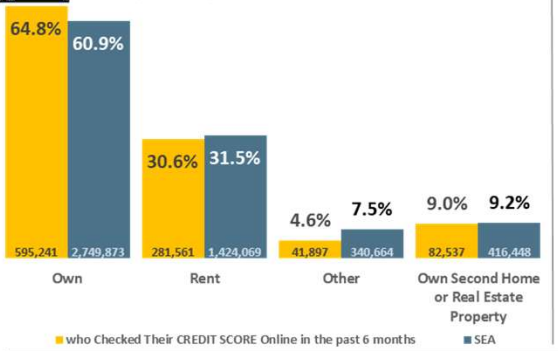
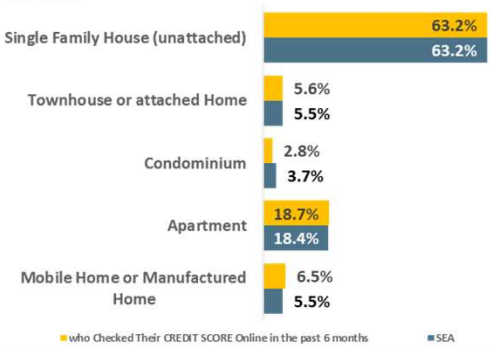
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

20.3% or 918,699 of SEA DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 6.4% more likely to own their home, .% more likely to own a lower valued home, .% less likely to have a single-family home, 1.% less likely to have a dog.

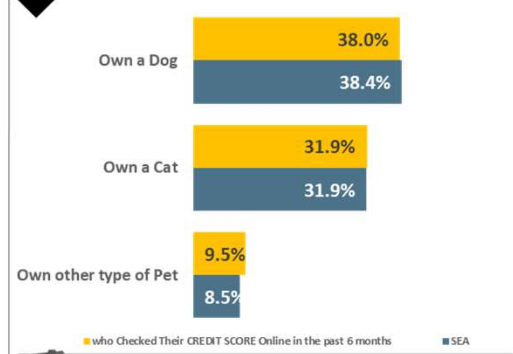
Own/Rent/Other: Adults 18 or older



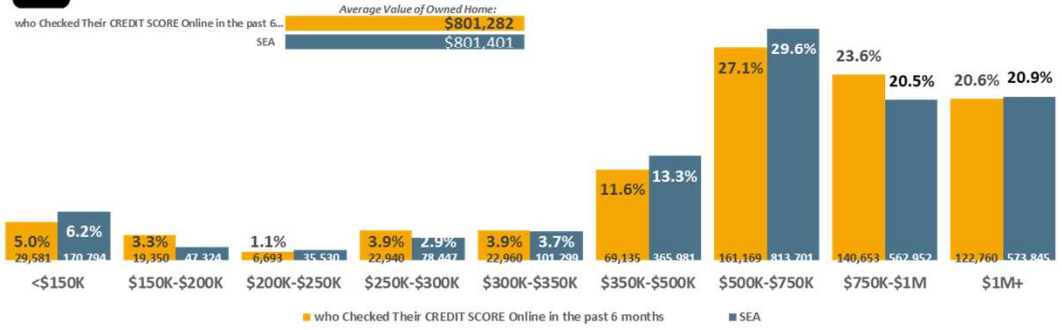
Type of Home: Adults 18 or older



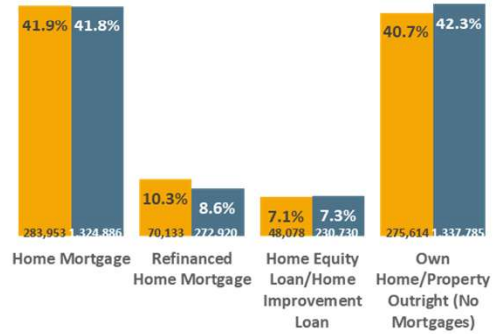
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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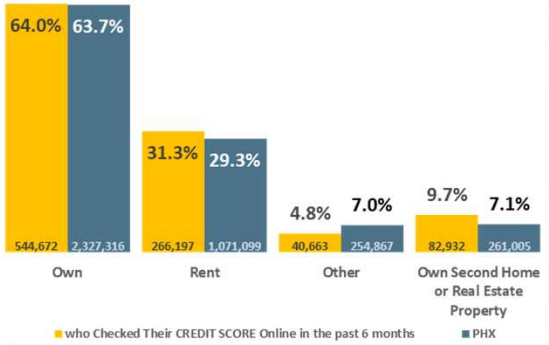
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

credit karma

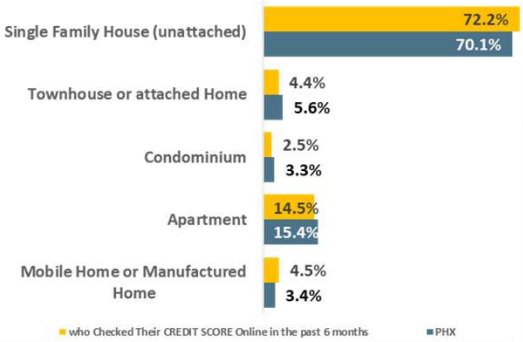
PHX

23.3% or 851,532 of PHX Metro Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are .4% more likely to own their home, 9.2% more likely to own a lower valued home, 3.% more likely to have a single-family home, 24.3% more likely to have a dog.

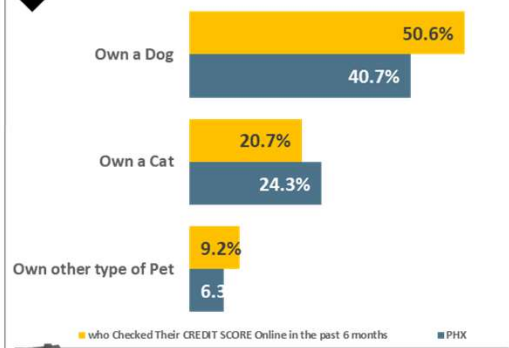
Own/Rent/Other: Adults 18 or older



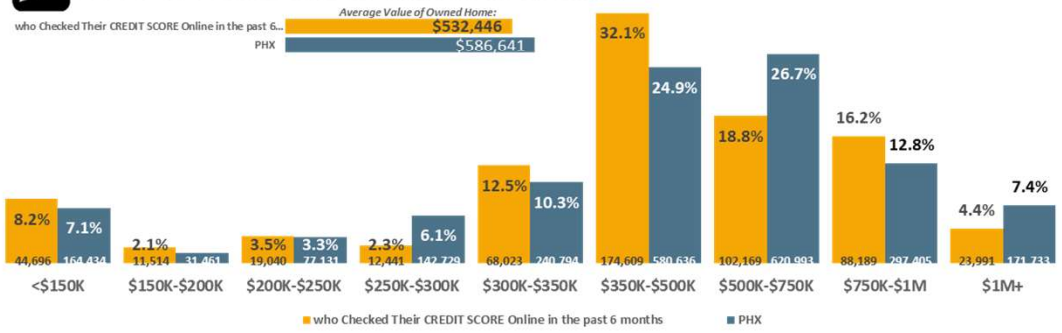
Type of Home: Adults 18 or older



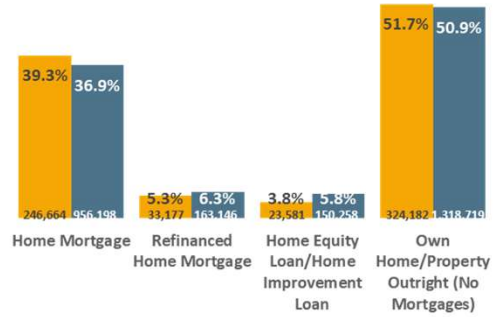
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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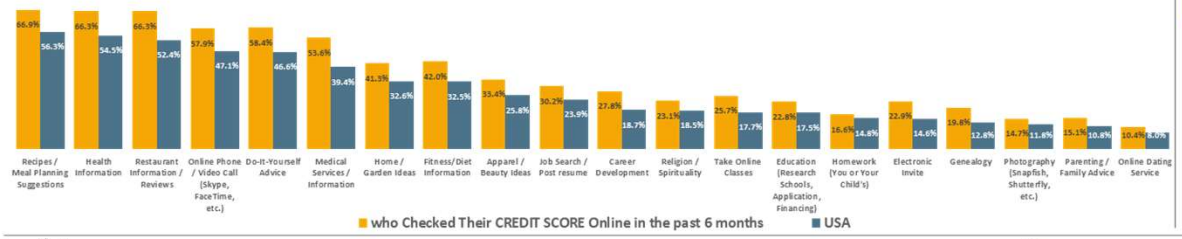
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

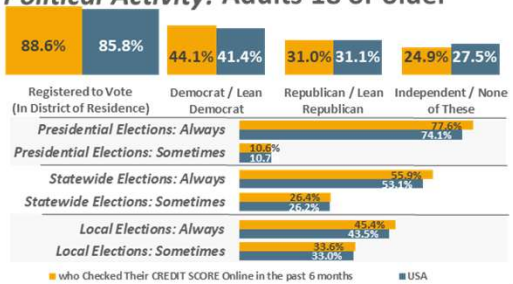
ck credit karma USA

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 25.2% more likely to look up D-I-Y advice online, 4.3% more likely to always vote in local elections, 10.9% more likely to belong to a gym, 6.2% more likely to fly domestic

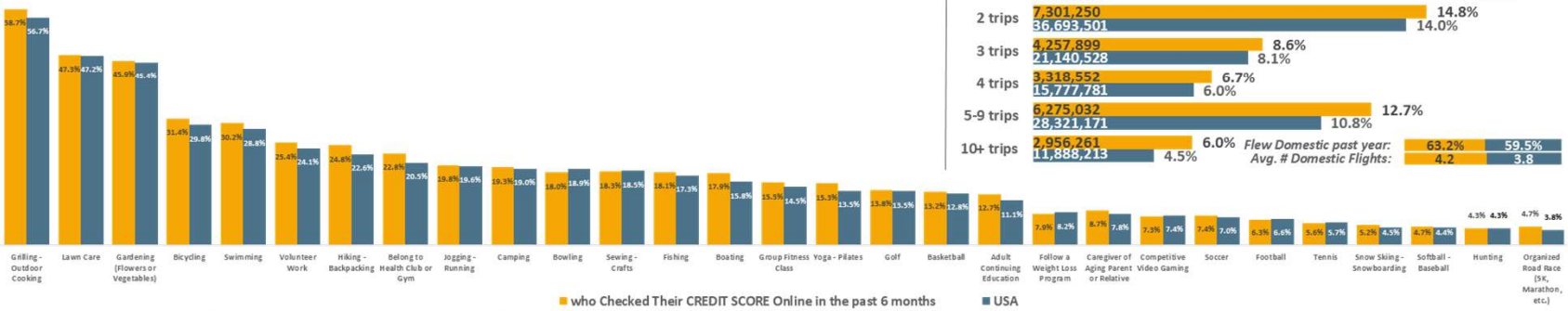
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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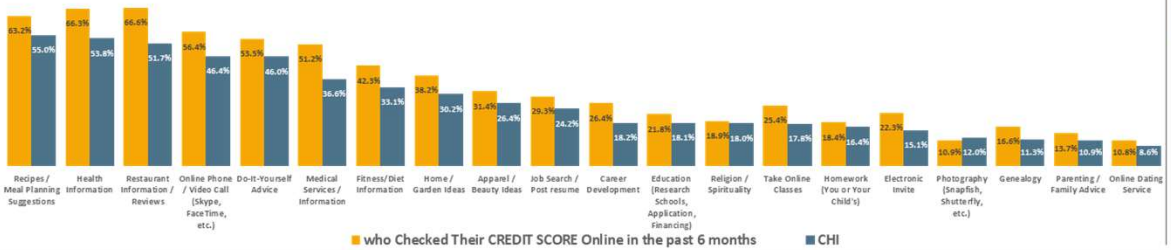
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

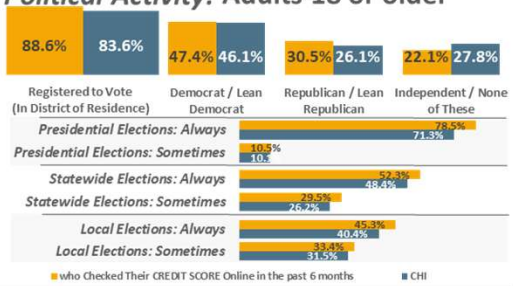
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

20.1% or 1,518,540 of CHI DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 16.3% more likely to look up D-I-Y advice online, 11.9% more likely to always vote in local elections, 20.4% more likely to belong to a gym, 7.7% more likely to fly domestic

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



Political Activity: Adults 18 or older



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



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

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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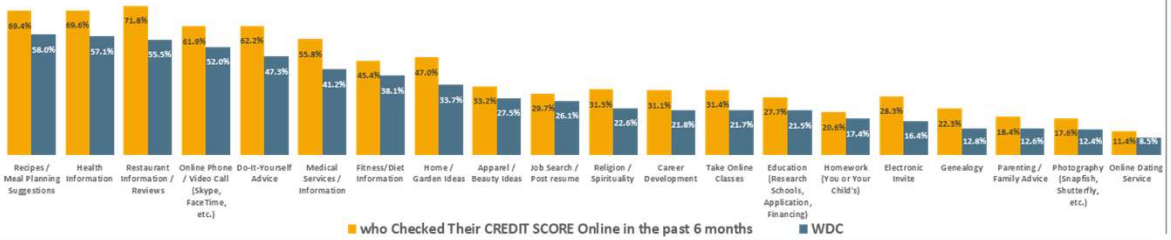
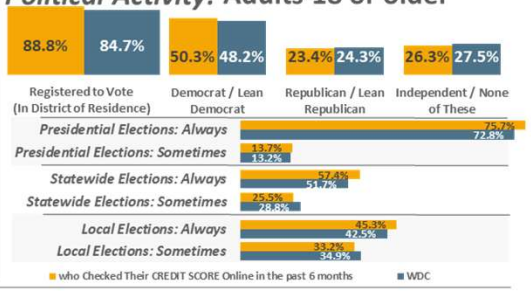
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

19.% or 1,080,948 of WDC DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 31.4% more likely to look up D-I-Y advice online, 6.7% more likely to always vote in local elections, 12.6% more likely to belong to a gym, 10.9% more likely to fly domestic

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



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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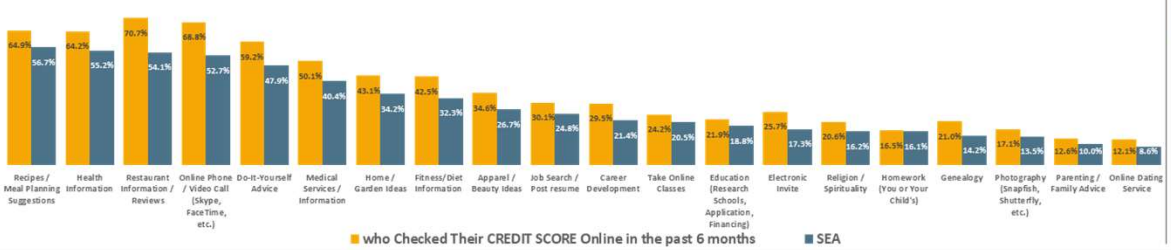
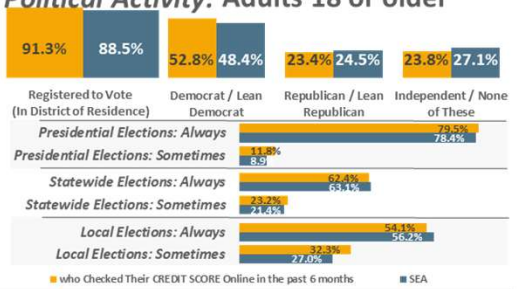
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

20.3% or 918,699 of SEA DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 23.6% more likely to look up D-I-Y advice online, 3.7% less likely to always vote in local elections, 8.% more likely to belong to a gym, 5.6% more likely to fly domestic pa

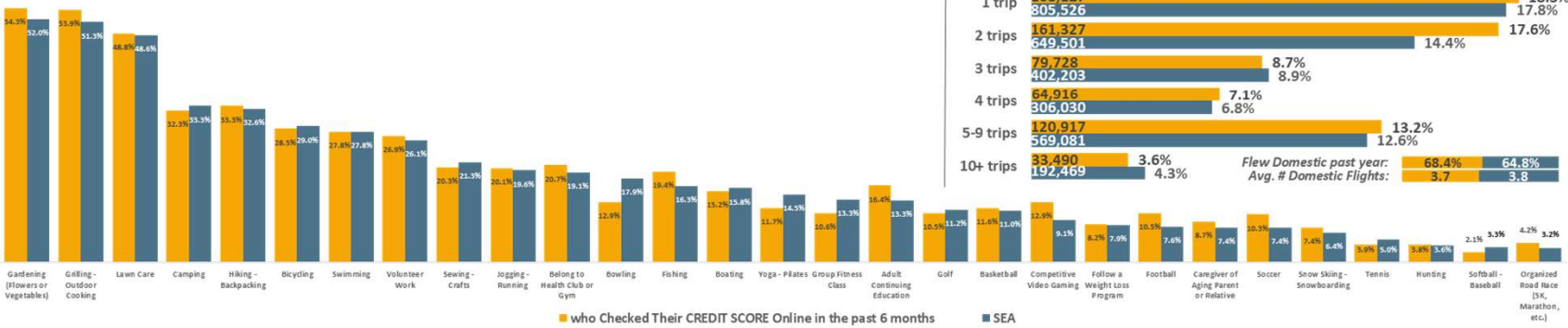
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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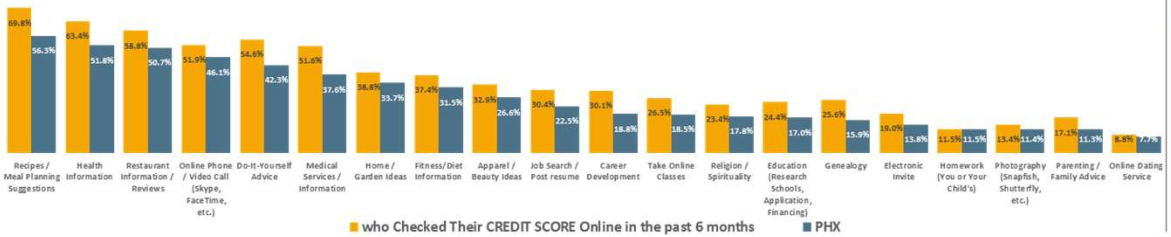
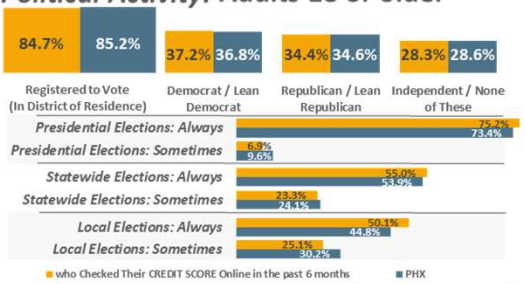
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

23.3% or 851,532 of PHX Metro Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 29.2% more likely to look up D-I-Y advice online, 11.9% more likely to always vote in local elections, 14.6% less likely to belong to a gym, 15.9% less likely to fly domesti

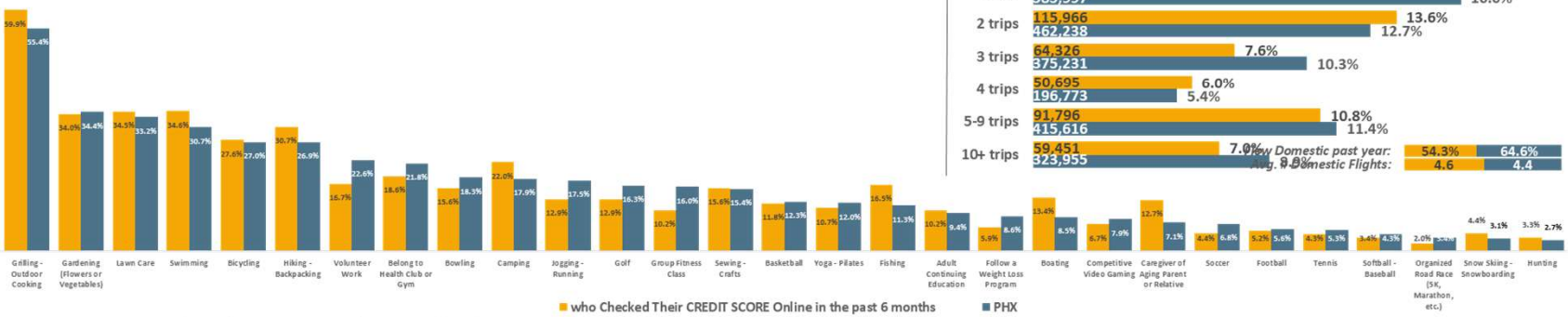
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma

USA

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are .% less likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., .1% less likely to use Casinos past yr., 7.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

84.2% 84.2%

41,615,42 9 | 220,693,5 22

Avg. Monthly QSR Meals:

6.1 | 6.0

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



Total Monthly Sit-Down Restaurant Users:

73.1% 72.0%

36,135,54 1 | 188,824,7 63

Avg. Monthly Sit-Down Restaurant Meals:

4.0 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Checked Their CREDIT SCORE Online in the past 6... 10,631,89 1 — 21.5%

USA 91,156,65 0 — 19.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma

CHI

20.1% or 1,518,540 of CHI DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 2.1% more likely to use QSRs past mo., 3.4% more likely to use Sit-Down Restaurants past mo., .7% less likely to use Casinos past yr., 3.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.7% 1,347,213 | 86.9% 6,566,264

Avg. Monthly QSR Meals: 6.3 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 74.4% 1,130,264 | 72.0% 5,441,044

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

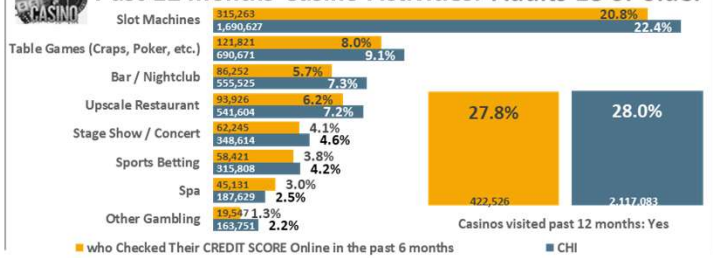
who Checked Their CREDIT SCORE Online in the past 6...	341,620	22.5%
CHI	1,687,560	22.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma WDC

19.% or 1,080,948 of WDC DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 3.3% more likely to use QSRs past mo., .7% more likely to use Sit-Down Restaurants past mo., 5.% more likely to use Casinos past yr., 3.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.2% 943,125 | 84.4% 4,815,920

Avg. Monthly QSR Meals: 5.8 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 73.6% 795,663 | 73.1% 4,169,580

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

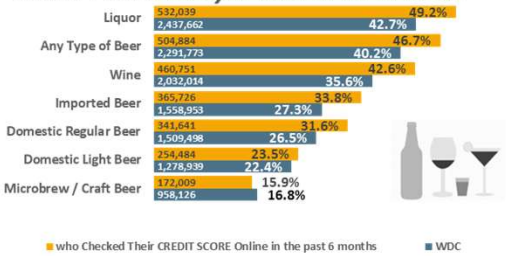


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Checked Their CREDIT SCORE Online in the past 6... 291,372 27.0%

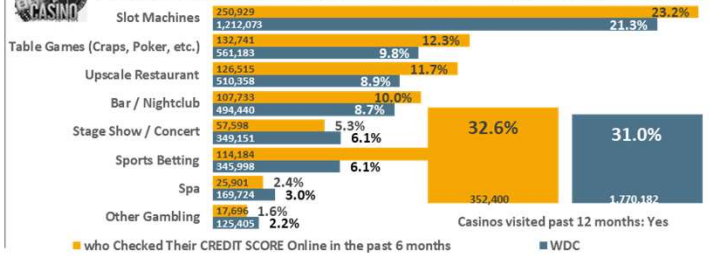
WDC 1,433,053 25.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma SEA

20.3% or 918,699 of SEA DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are .2% more likely to use QSRs past mo., .2% more likely to use Sit-Down Restaurants past mo., 9.1% less likely to use Casinos past yr., 4.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

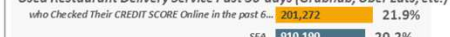


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

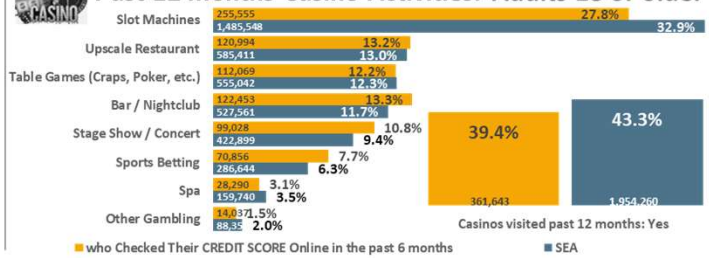


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma PHX

23.3% or 851,532 of PHX Metro Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 5.1% less likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 1.3% more likely to use Casinos past yr., 20.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



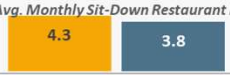
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

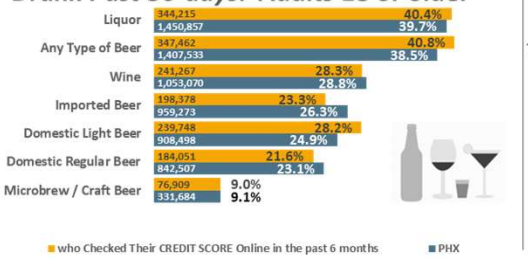
(Sit-Down Restaurants Used Past 30-days)



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

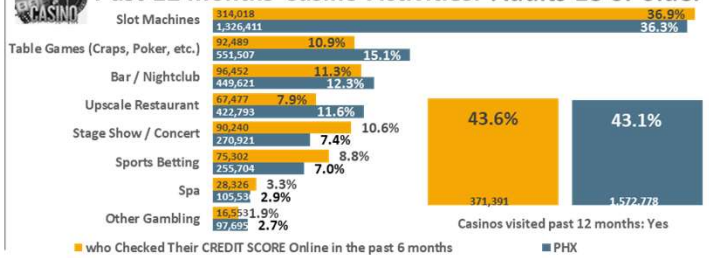


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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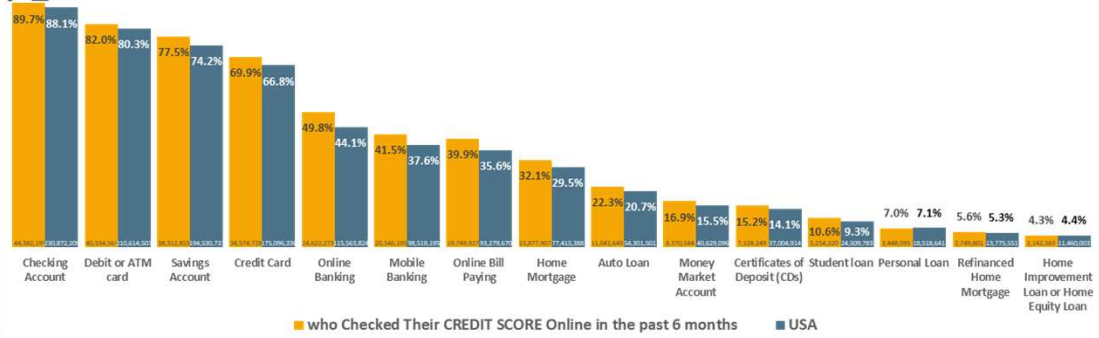
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 17.% more likely to have a 401K, 7.8% more likely to have an Auto Loan, 19.8% more likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



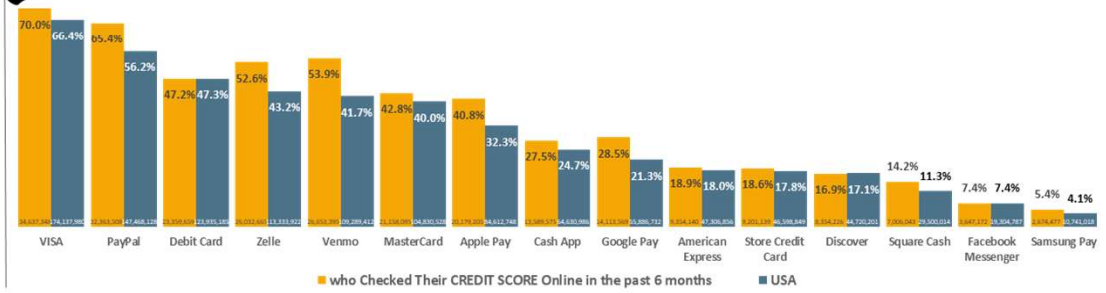
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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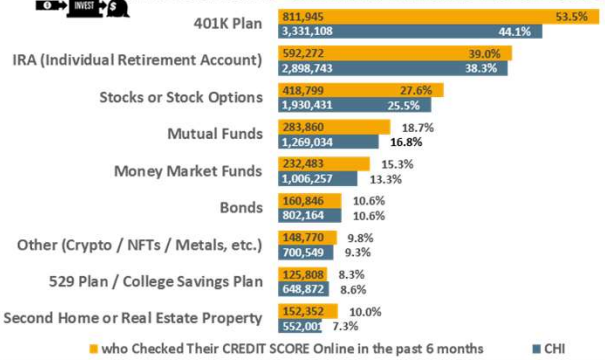
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

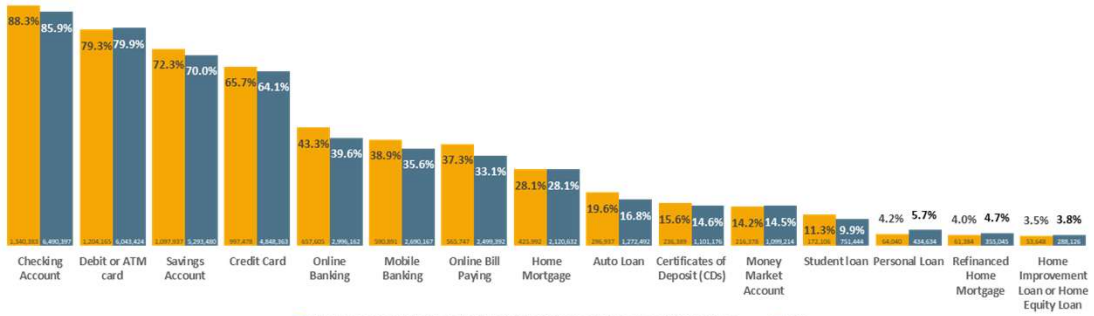
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

20.1% or 1,518,540 of CHI DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 21.3% more likely to have a 401K, 16.2% more likely to have an Auto Loan, 15.% more likely to Invest/Trade Stocks Online, 6.4% less likely to pay with their Debit Card.

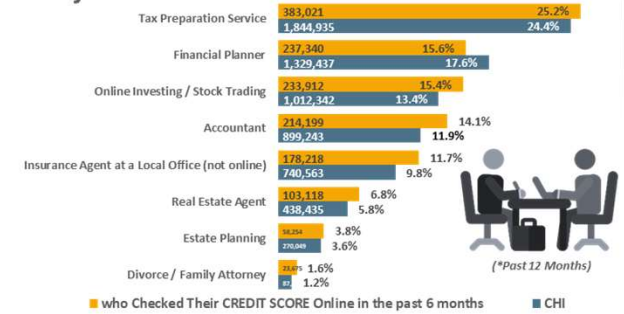
Investments Owned: Adults 18 or older



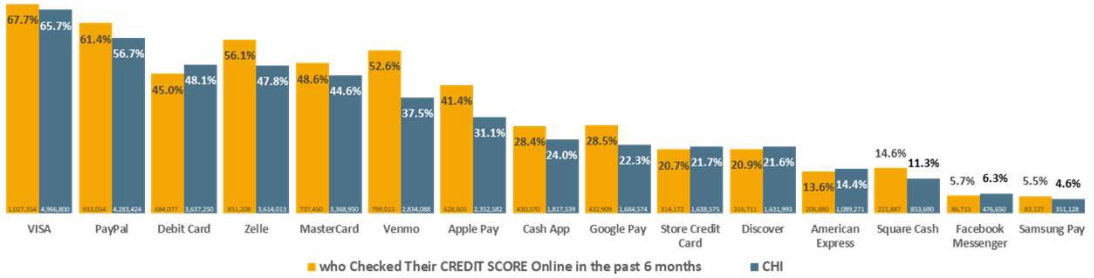
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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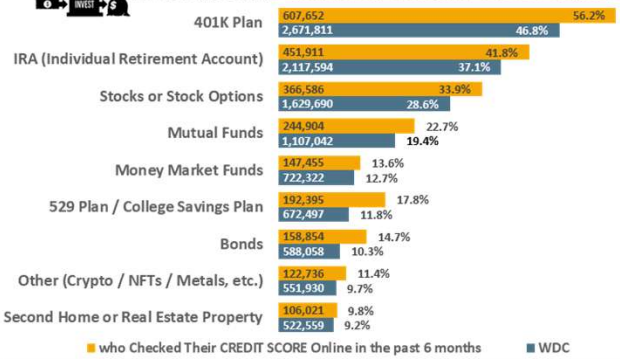
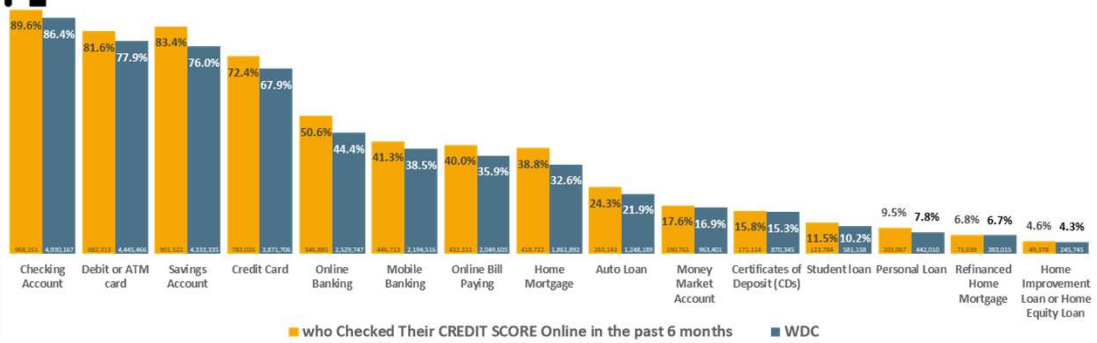
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

19.% or 1,080,948 of WDC DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 20.% more likely to have a 401K, 11.2% more likely to have an Auto Loan, 25.% more likely to Invest/Trade Stocks Online, 2.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

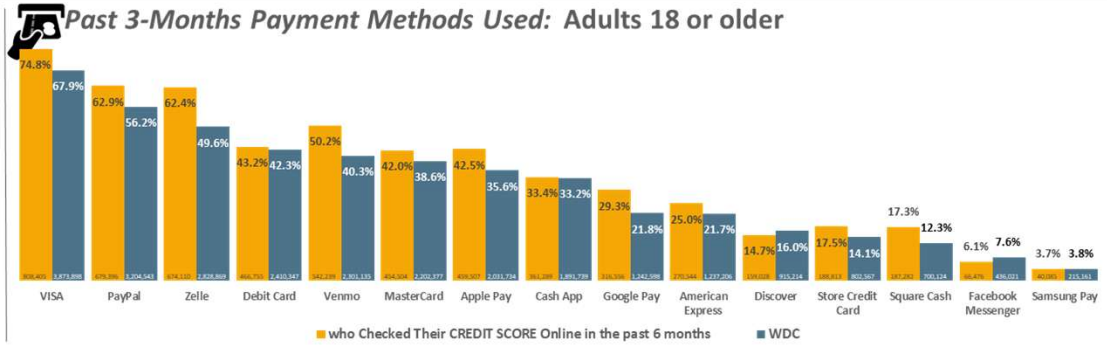


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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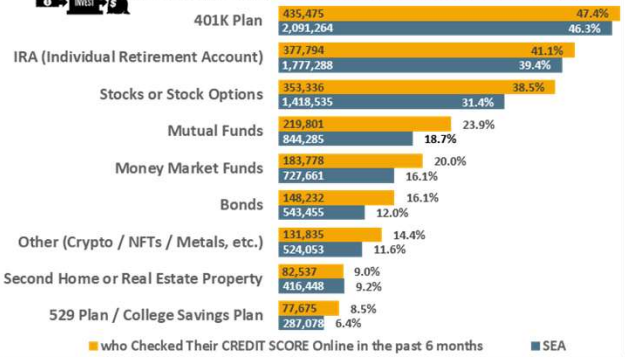
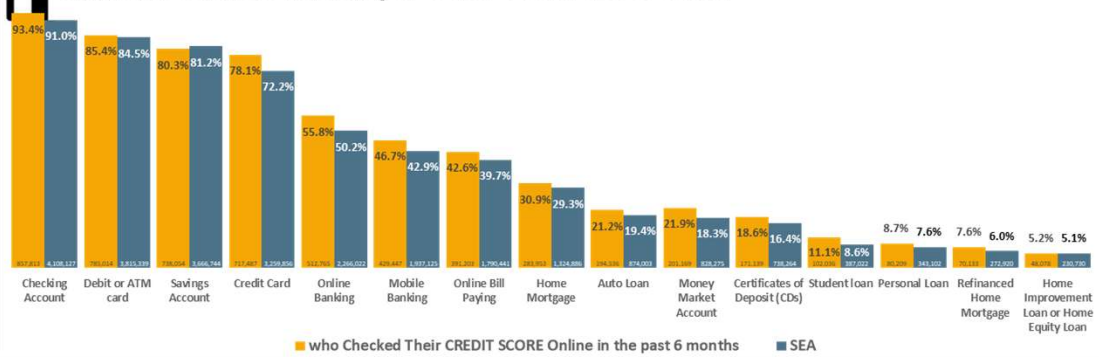
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

20.3% or 918,699 of SEA DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 2.3% more likely to have a 401K, 9.4% more likely to have an Auto Loan, 30.7% more likely to Invest/Trade Stocks Online, 2.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



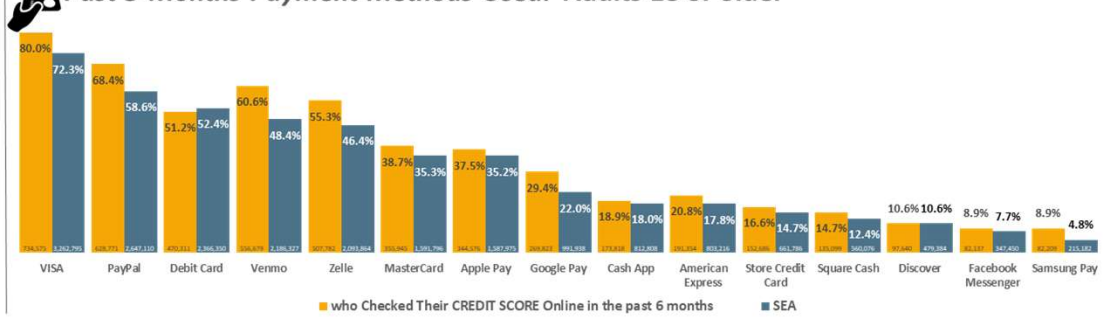
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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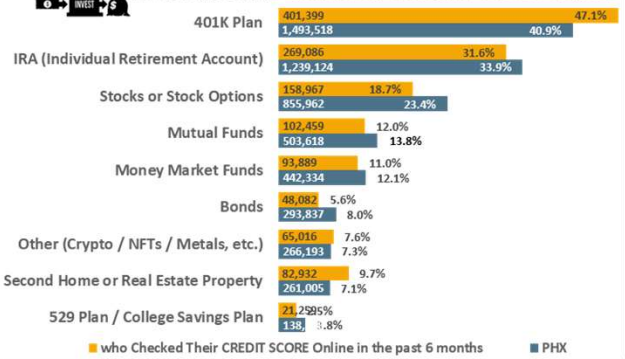
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

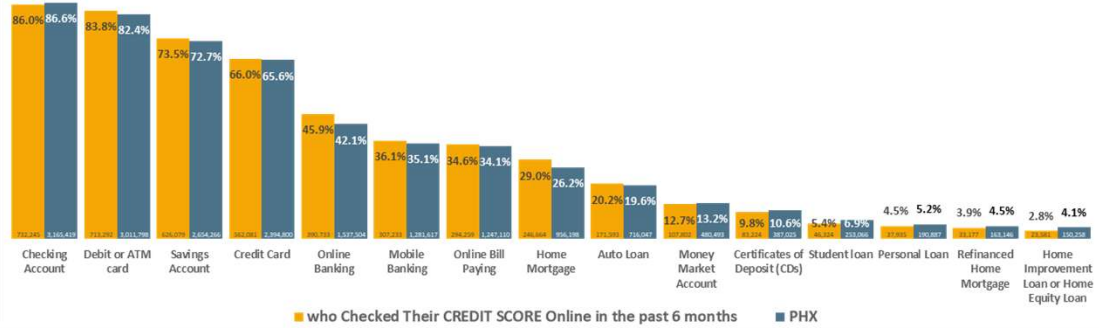
ck credit karma PHX

23.3% or 851,532 of PHX Metro Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 15.3% more likely to have a 401K, 2.8% more likely to have an Auto Loan, 19.1% less likely to Invest/Trade Stocks Online, 6.3% more likely to pay with their Debit Card.

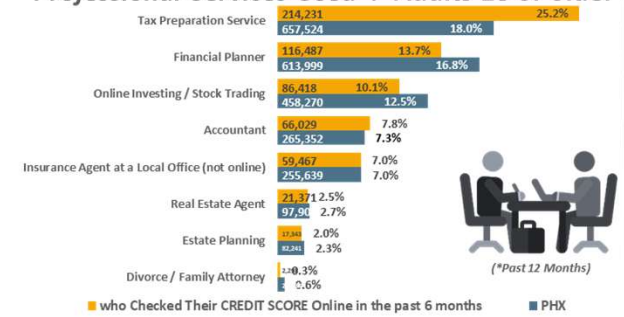
Investments Owned: Adults 18 or older



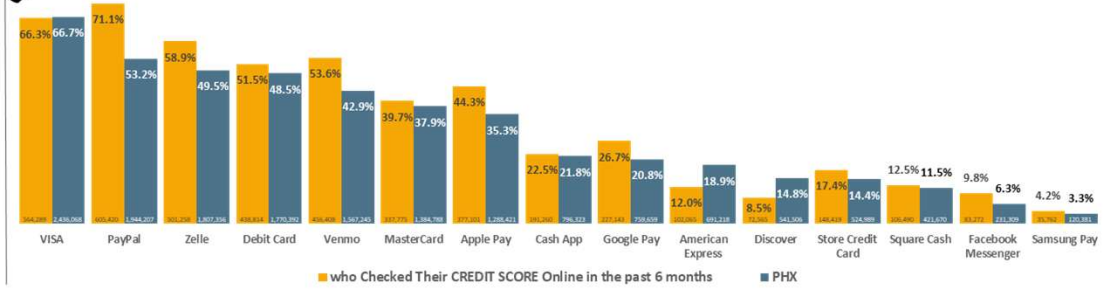
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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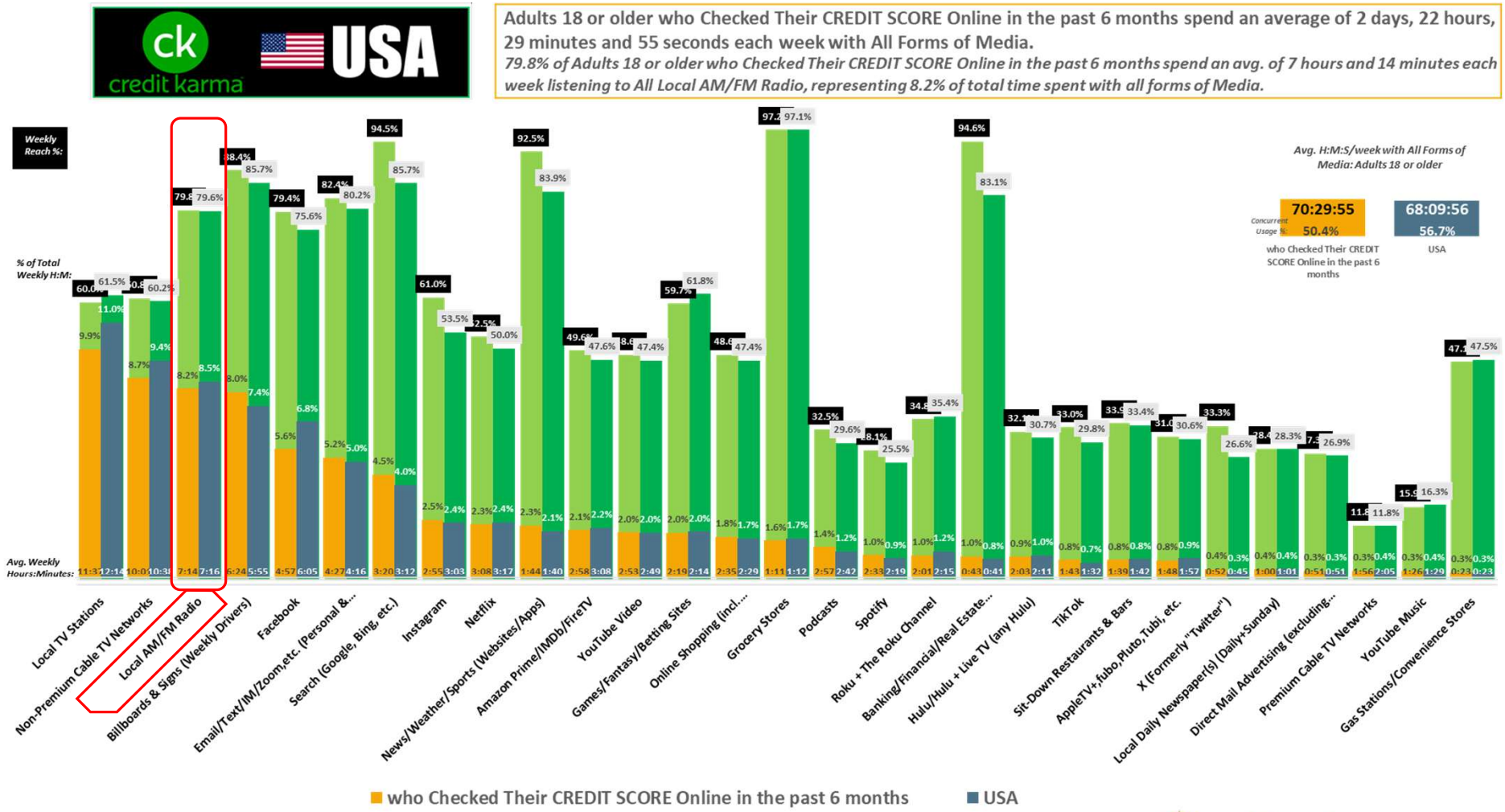
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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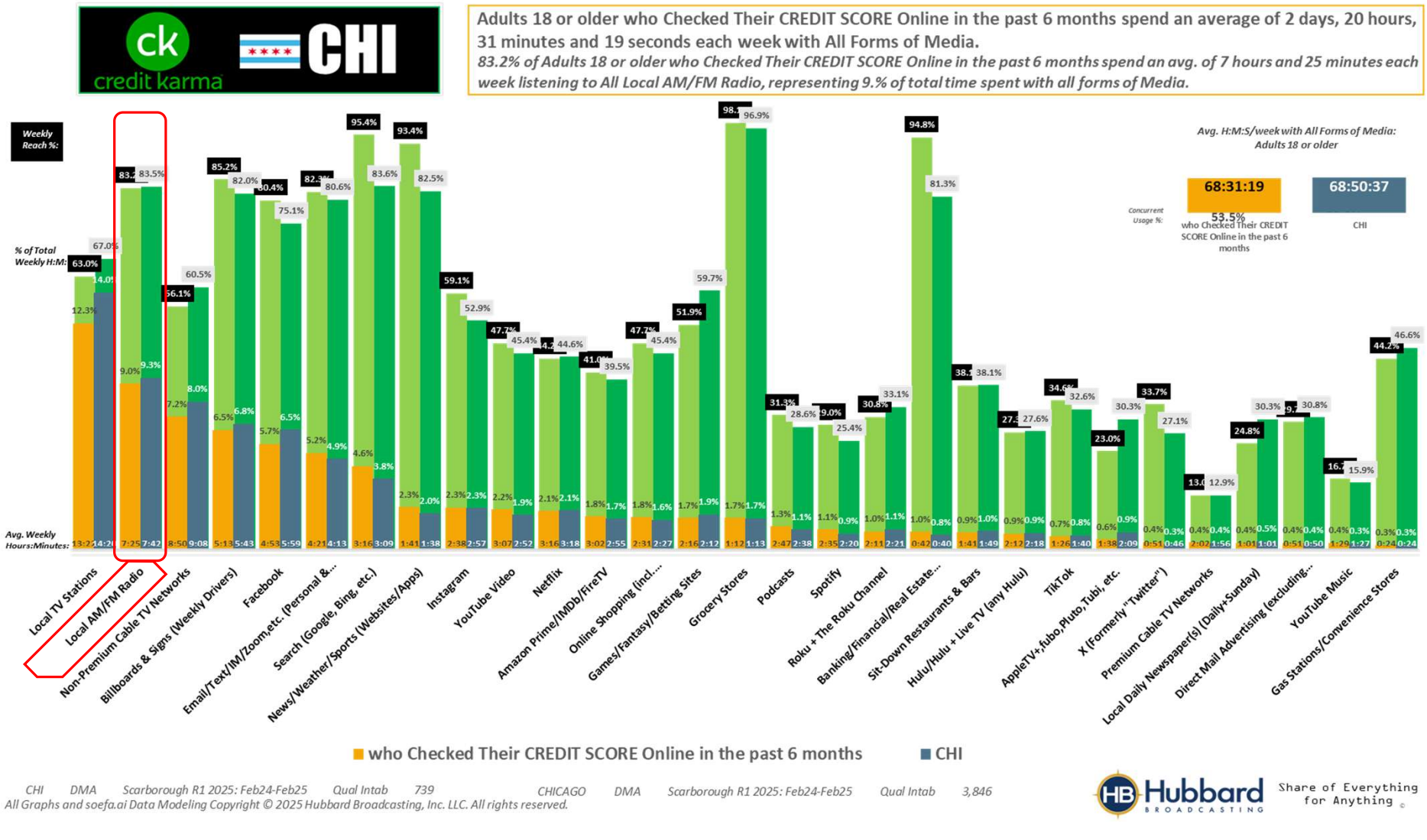
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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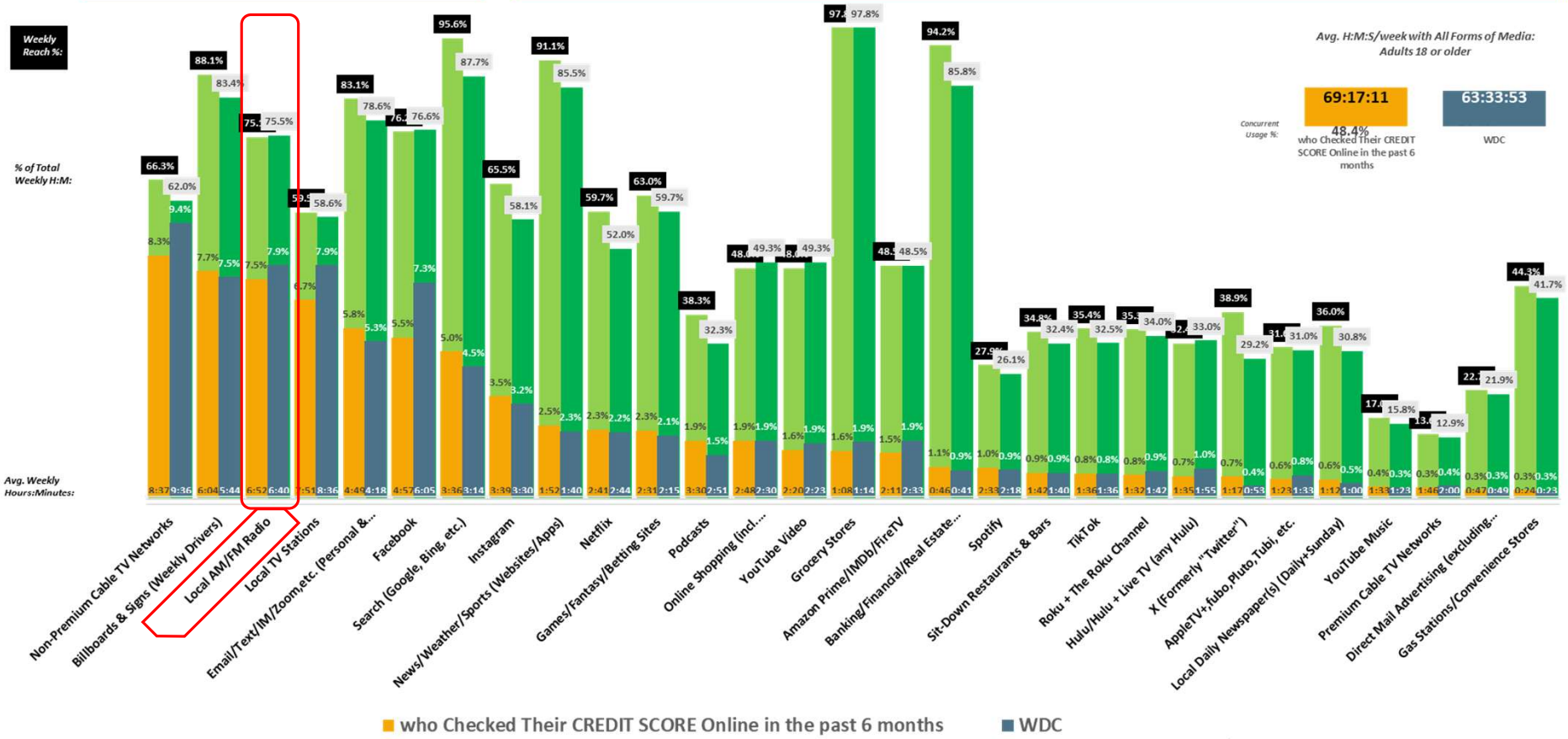
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 2 days, 21 hours, 17 minutes and 11 seconds each week with All Forms of Media.

75.1% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an avg. of 6 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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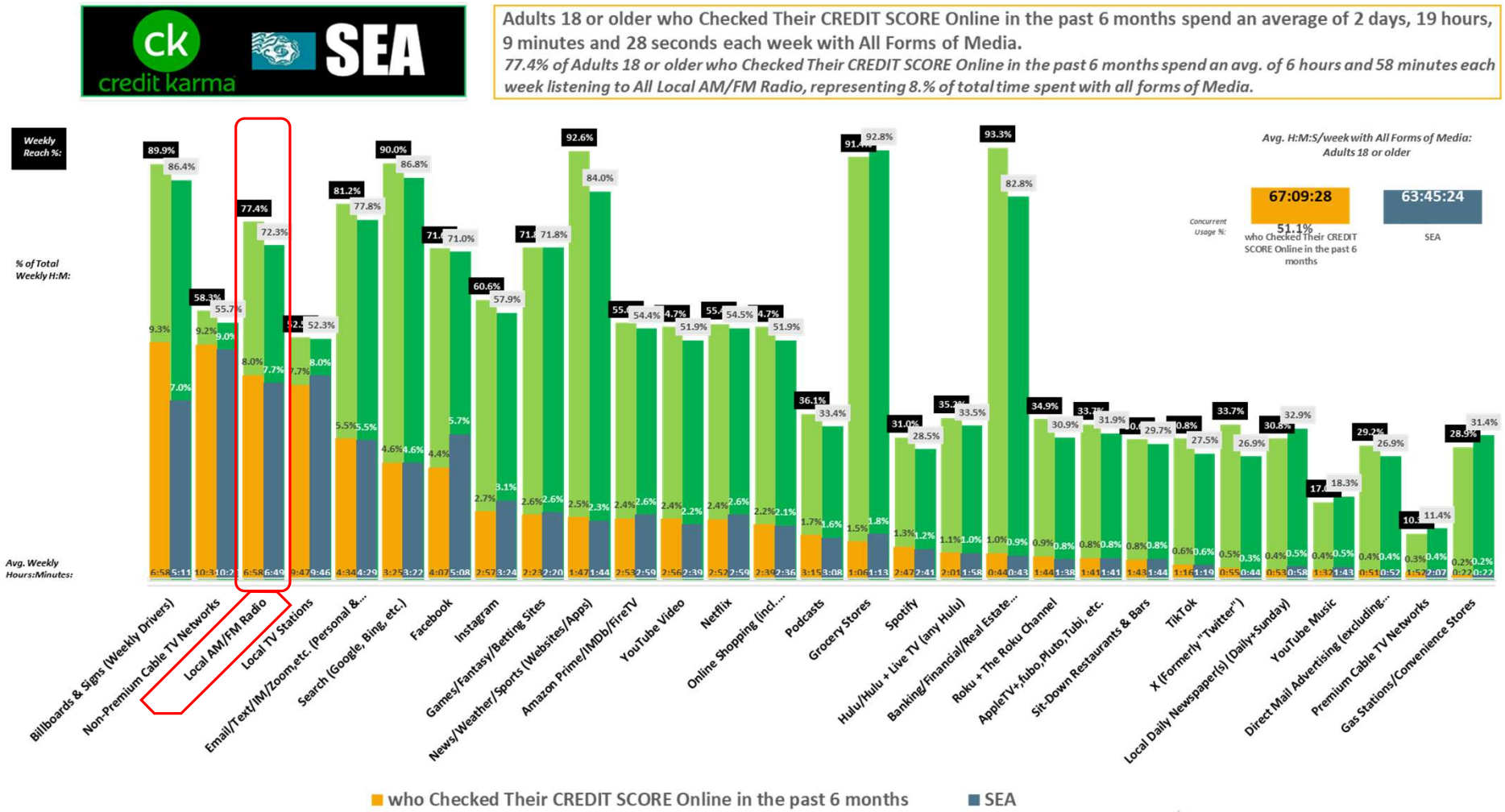
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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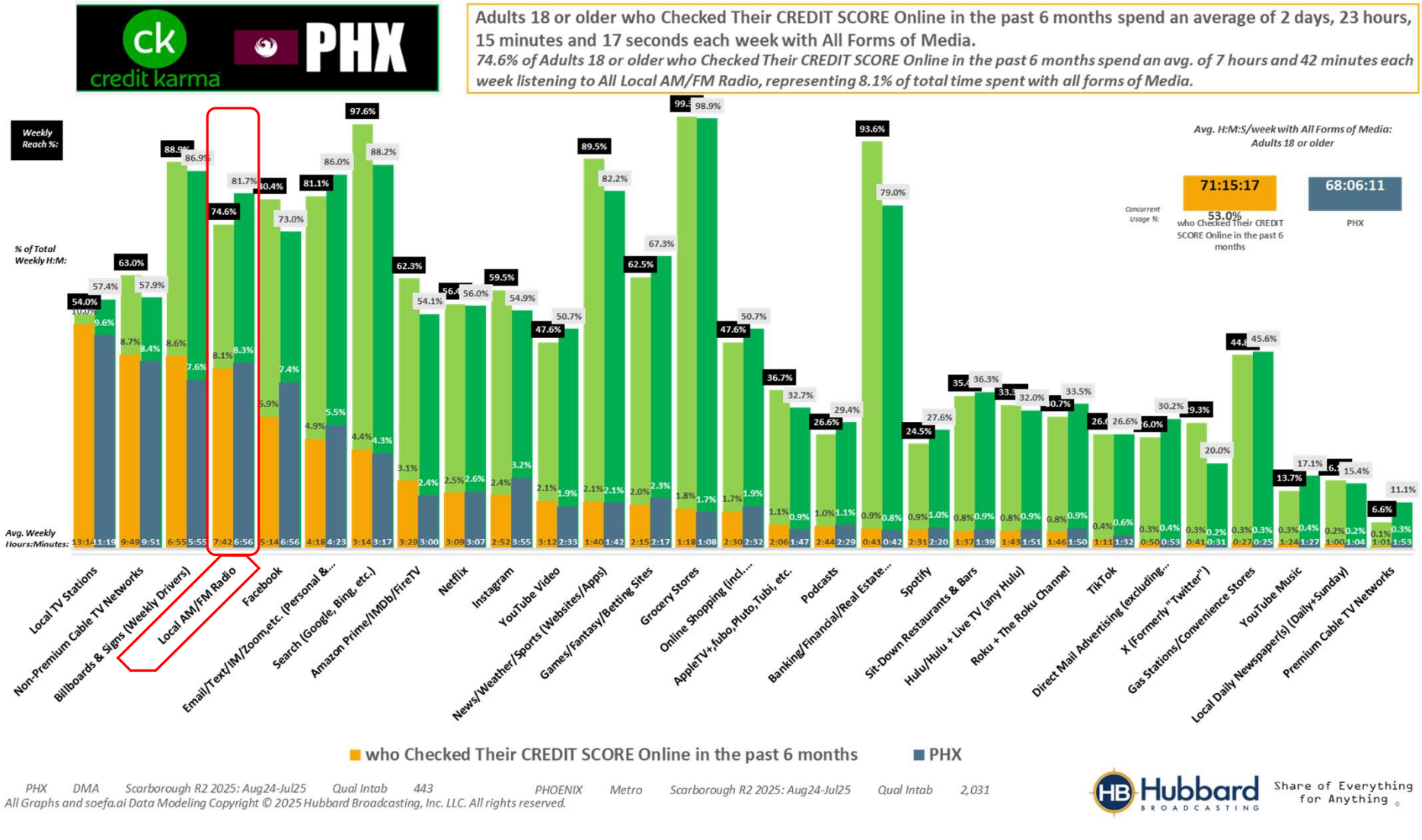
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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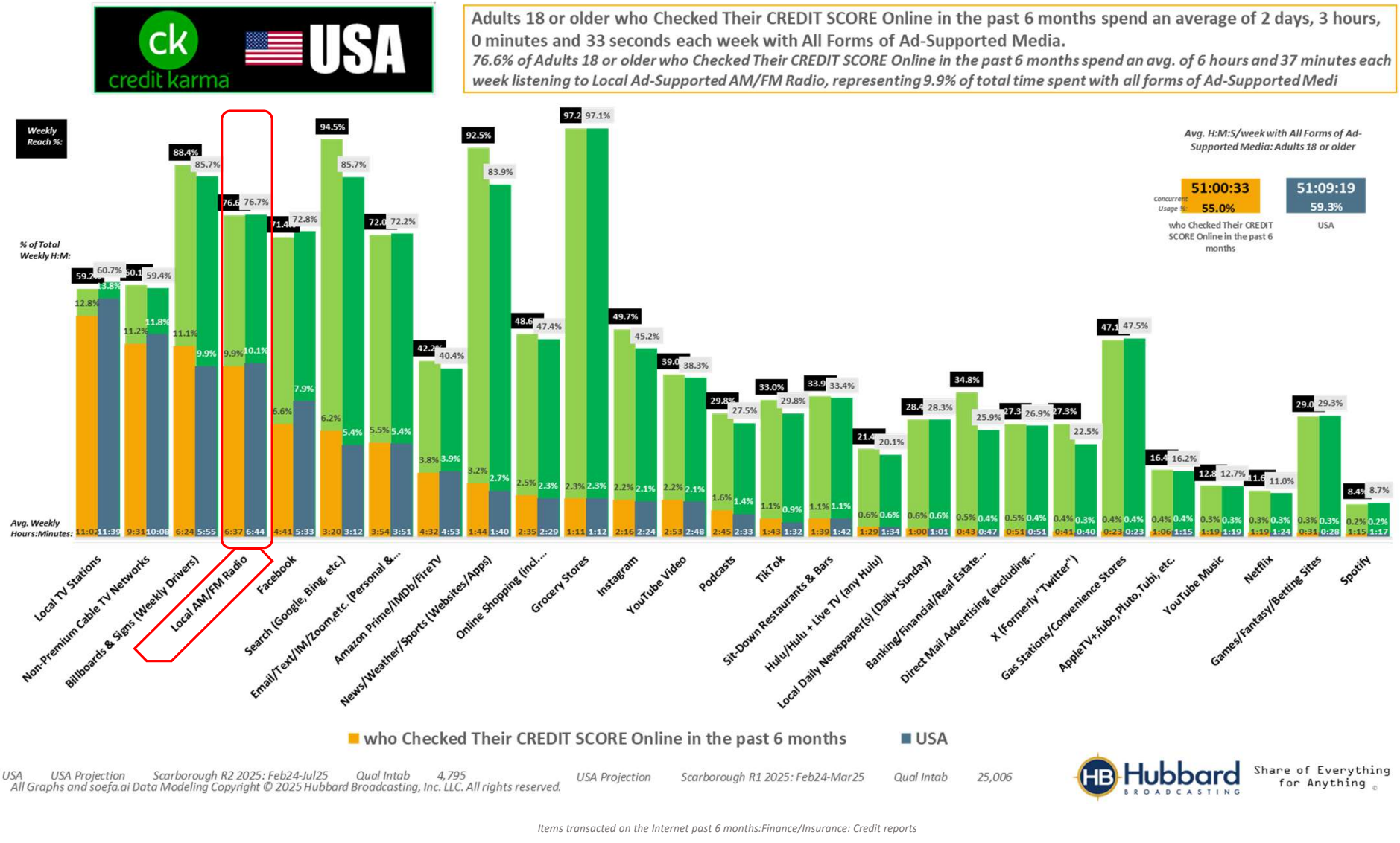

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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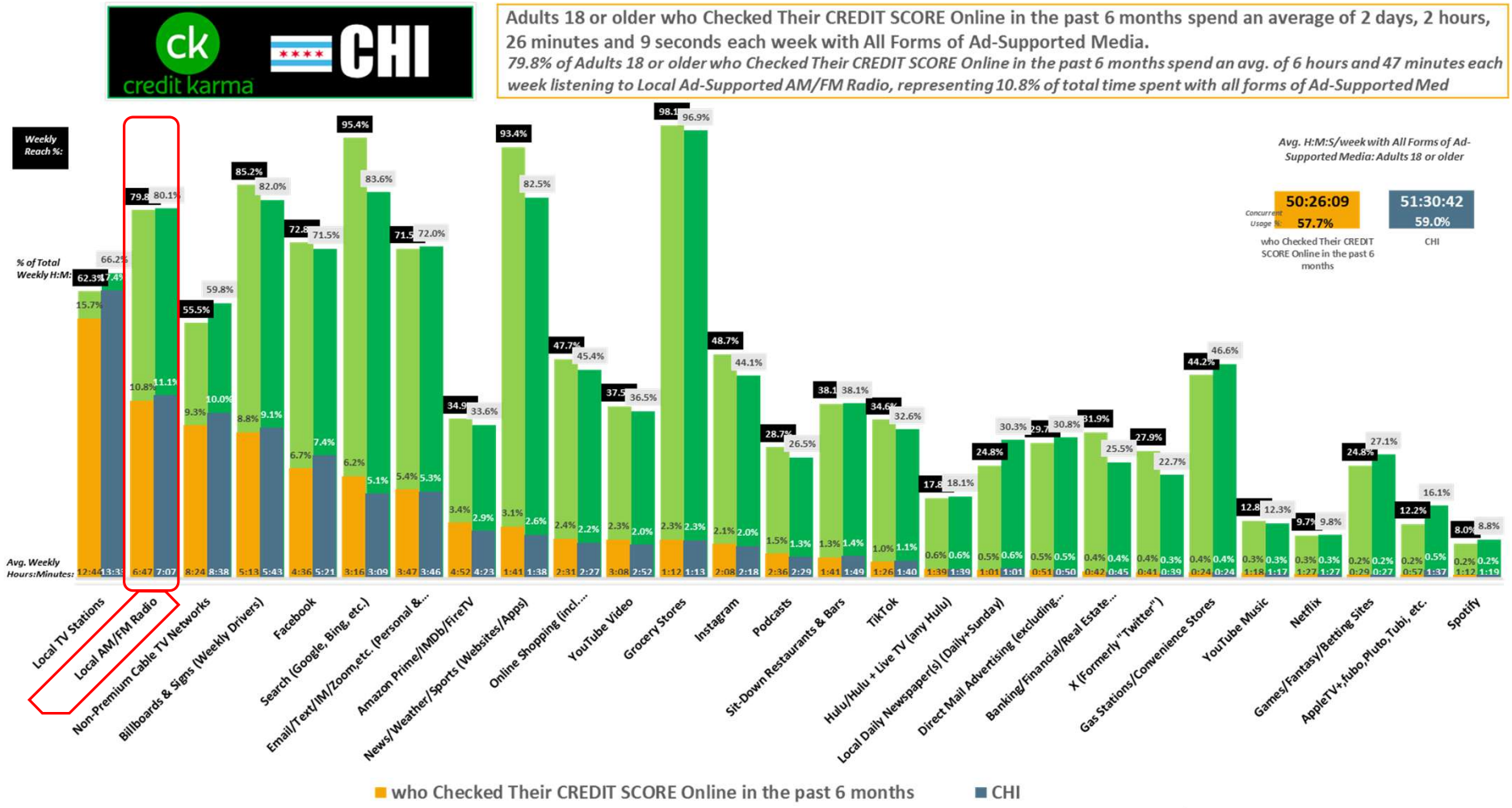

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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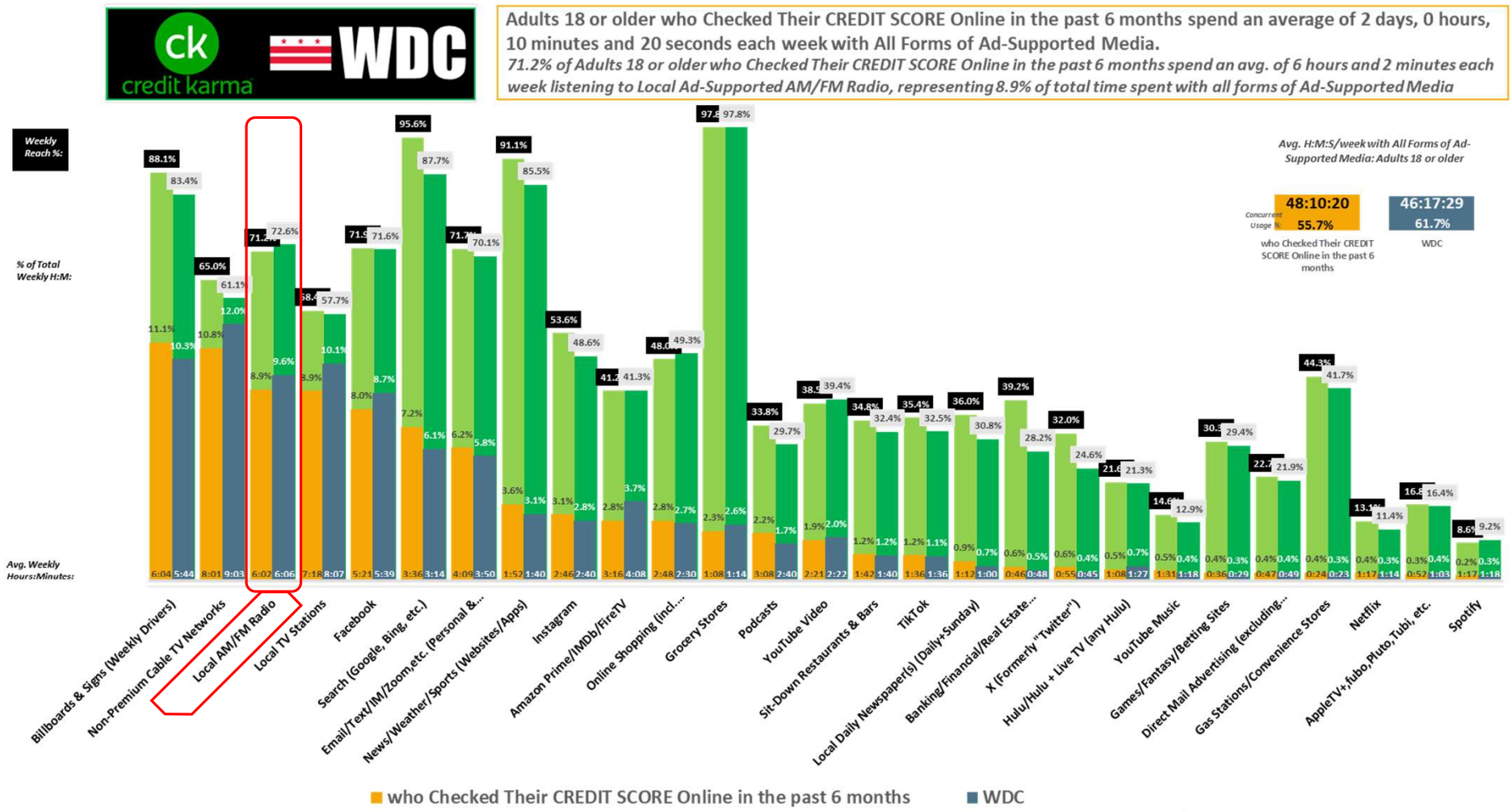
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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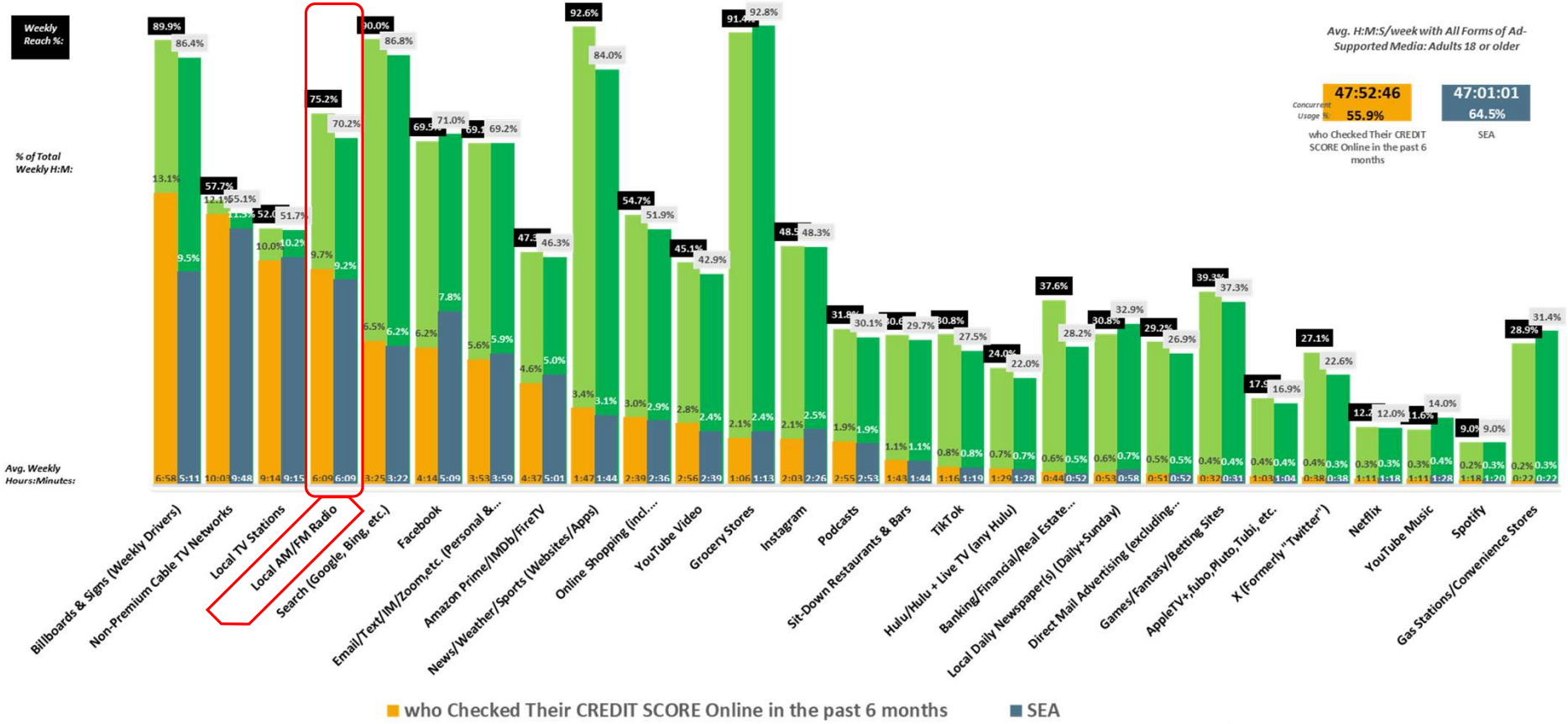
credit karma SEA

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 1 days, 23 hours, 52 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

75.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an avg. of 6 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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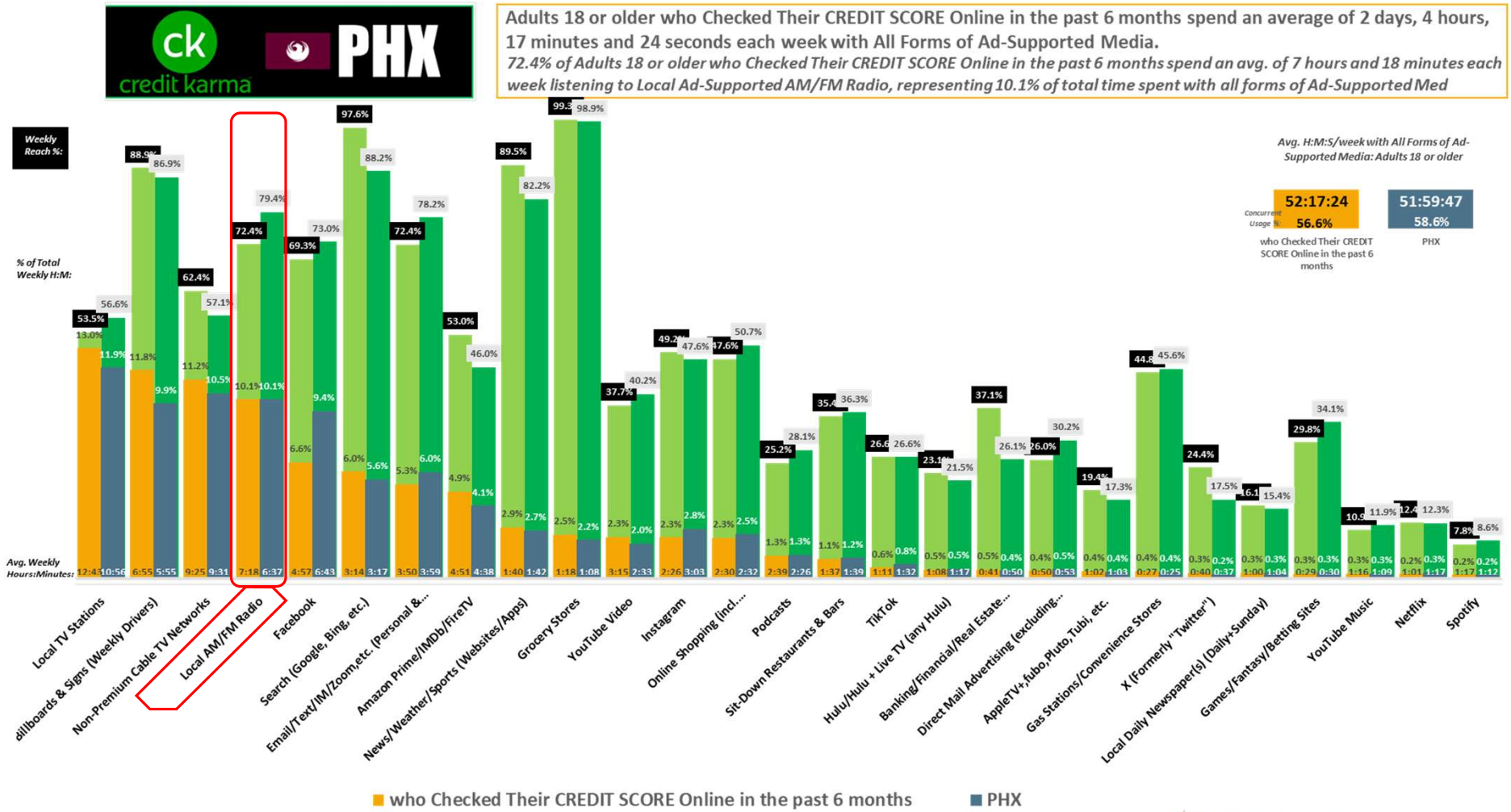
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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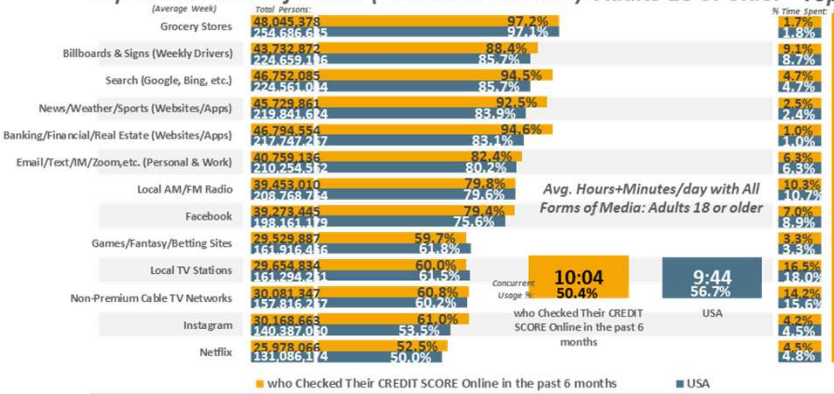
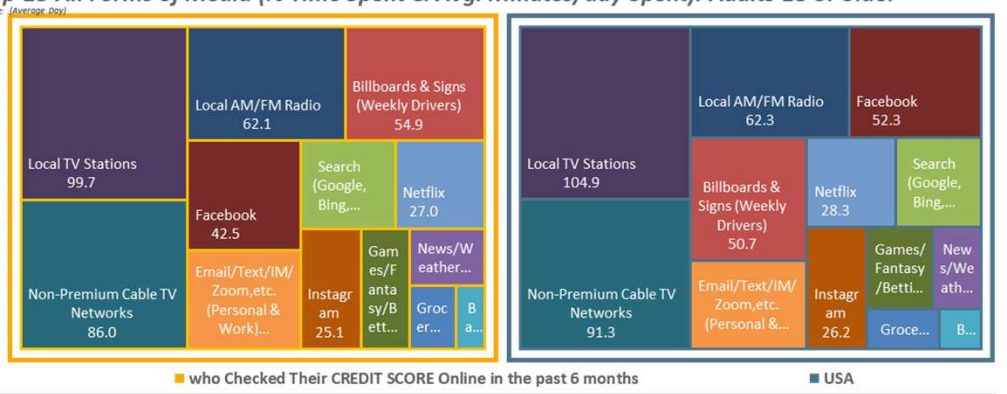
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 76.6% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

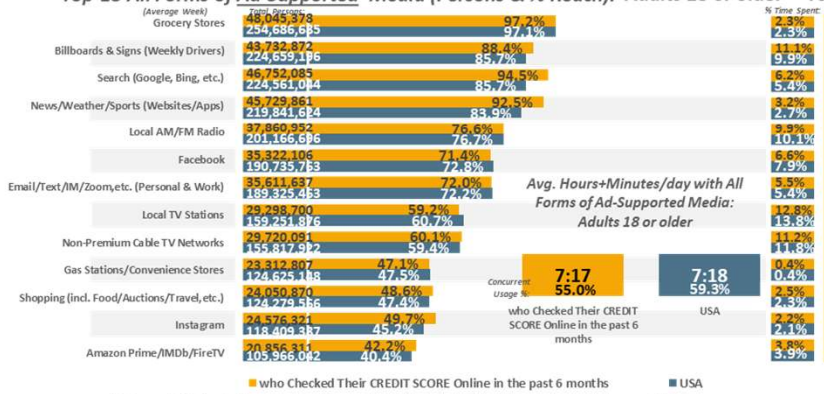
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



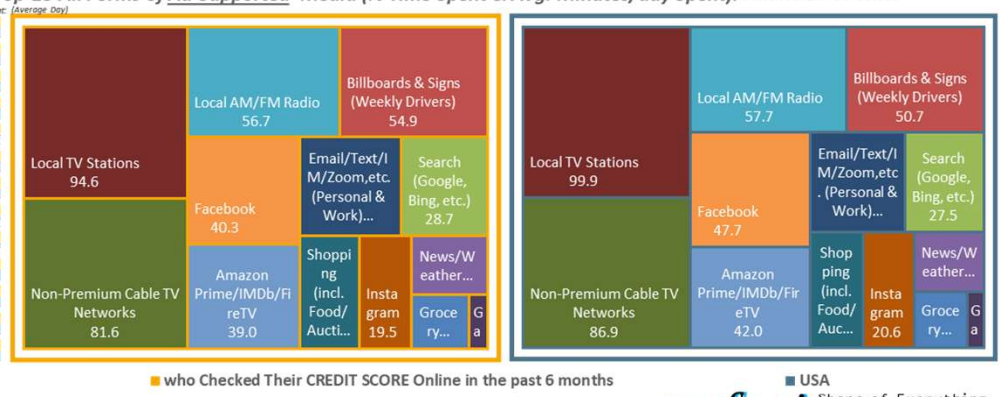
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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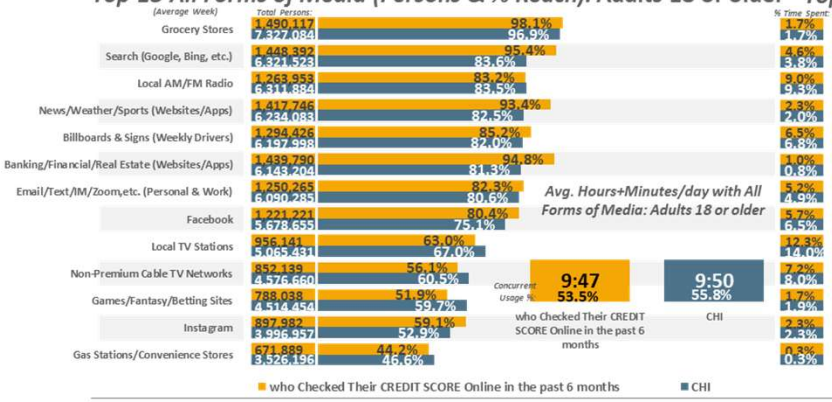
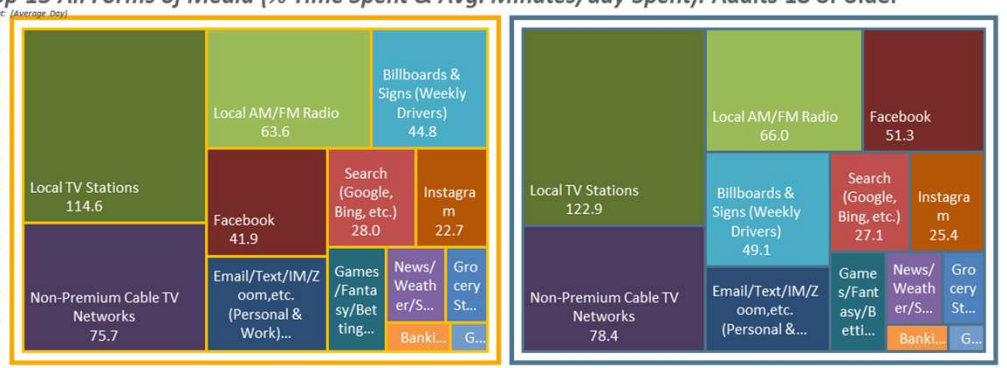
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 58.3 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

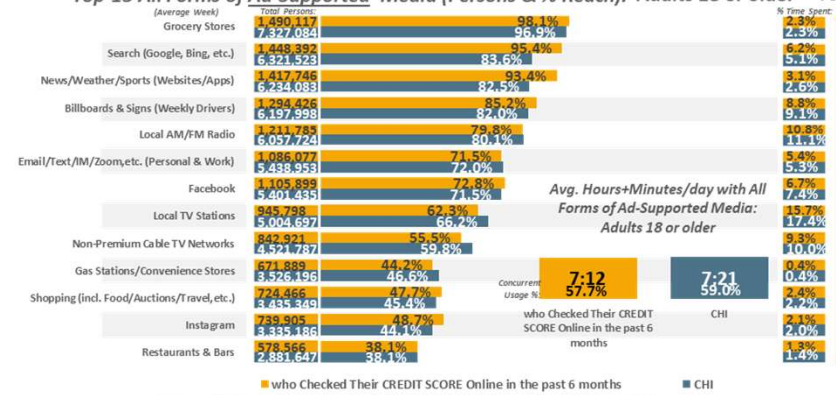
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



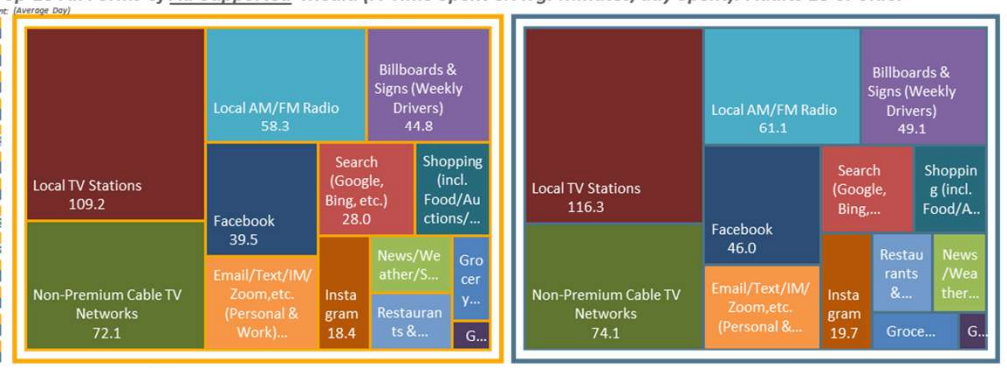
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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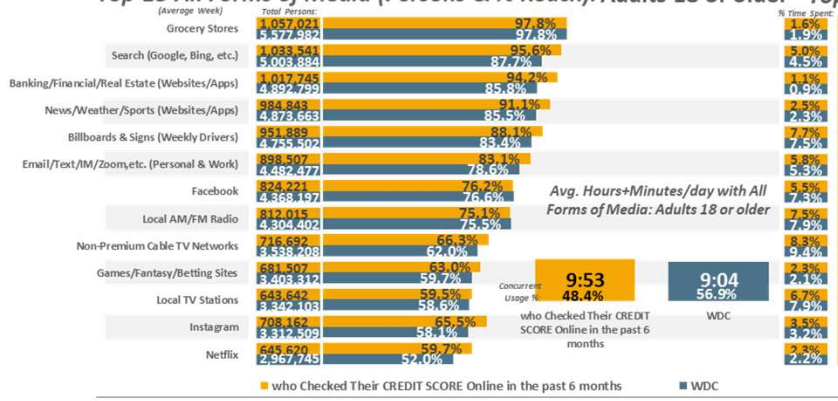
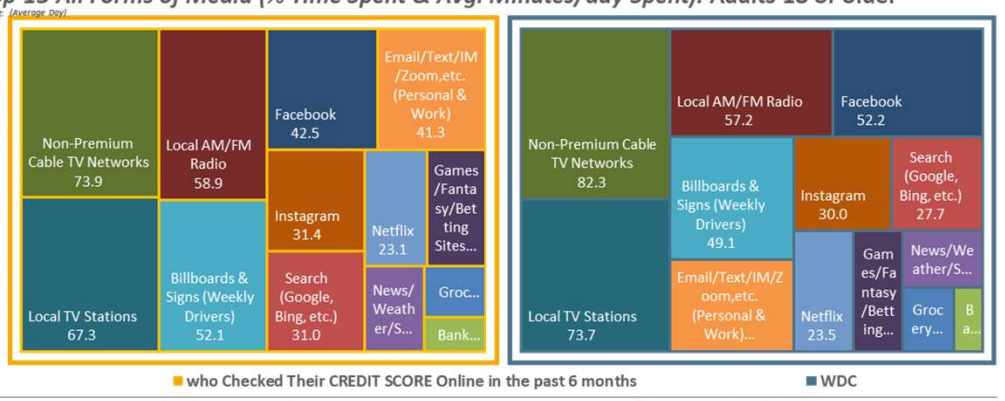
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 51.7 minutes/day. *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

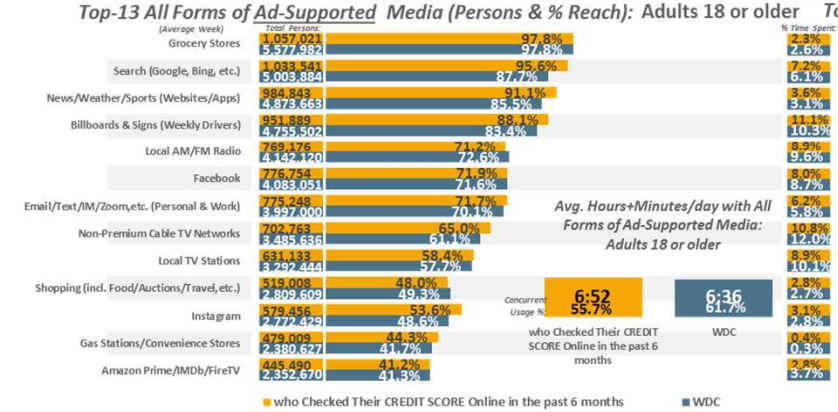
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



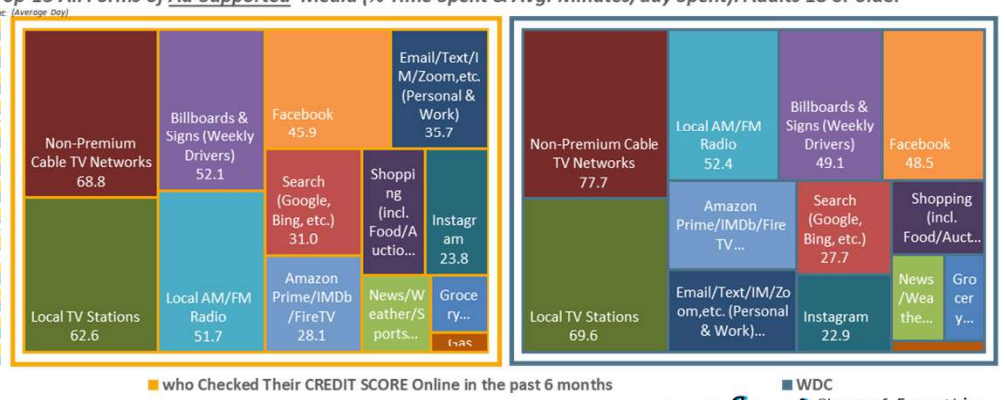
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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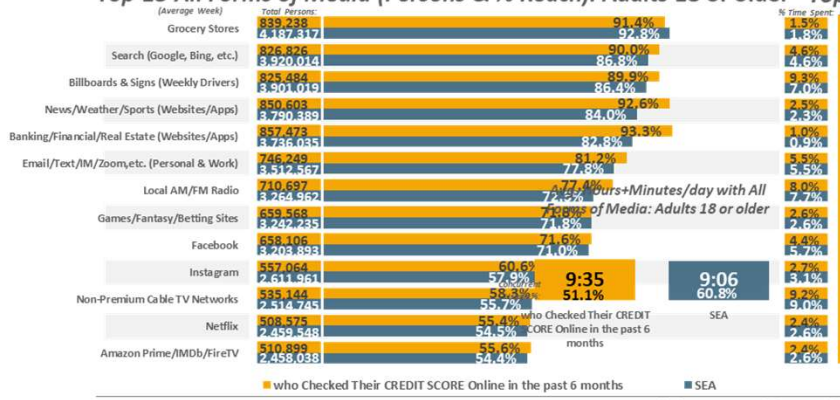
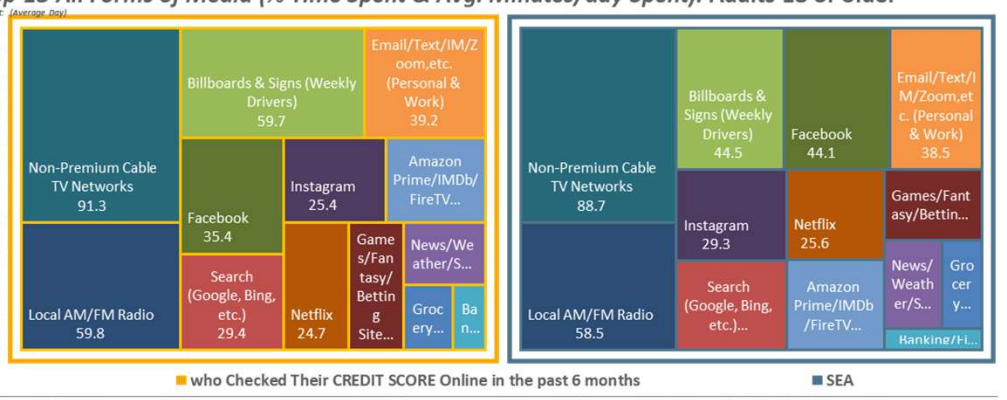
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 52.8 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

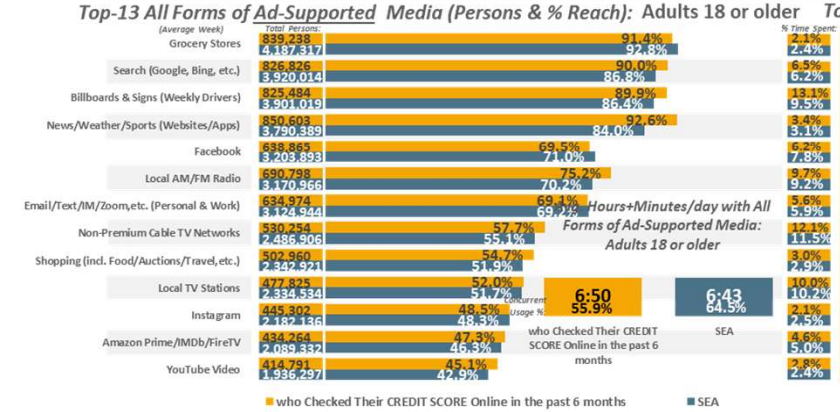
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



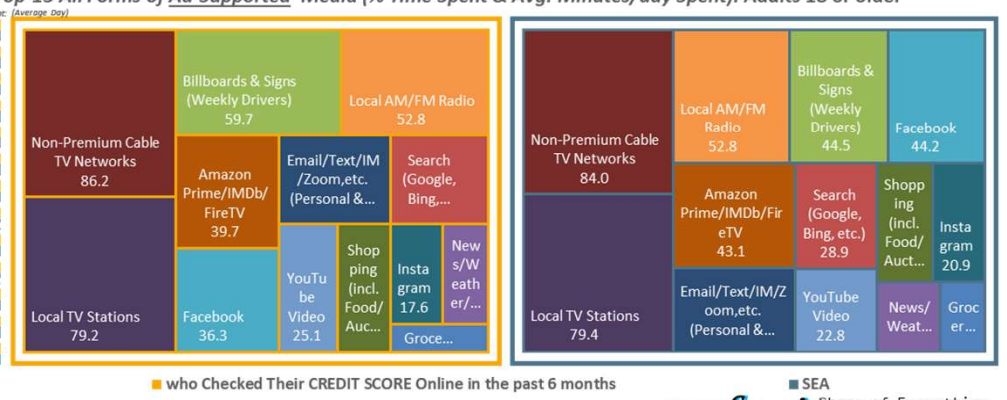
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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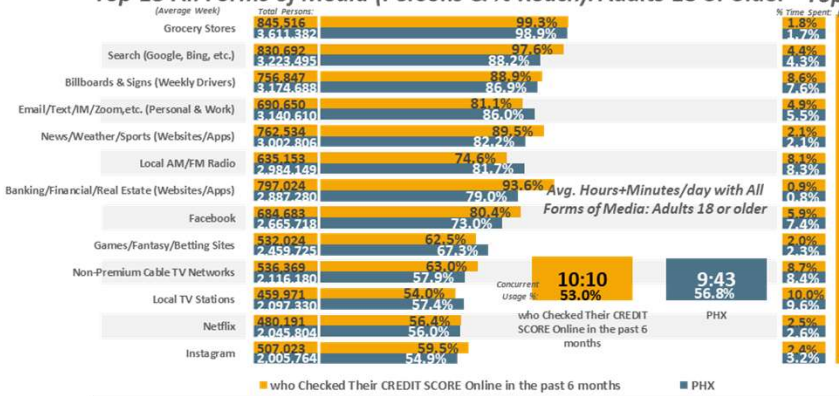
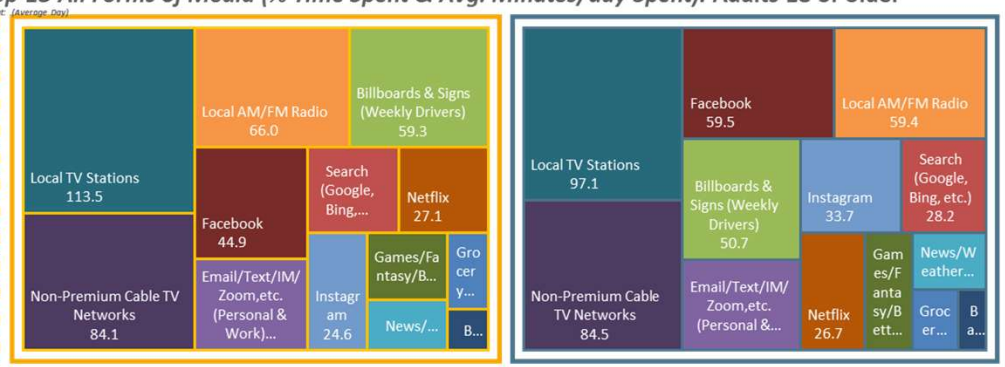
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 72.4% listen to Local AM/FM Radio for an avg. of 62.7 minutes/day.*(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

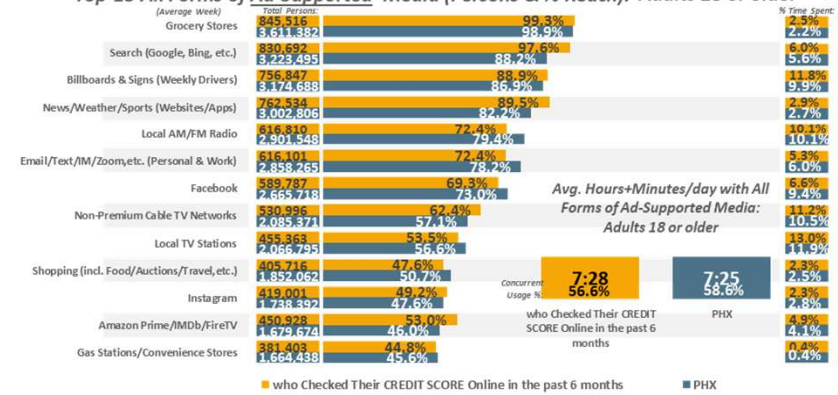
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



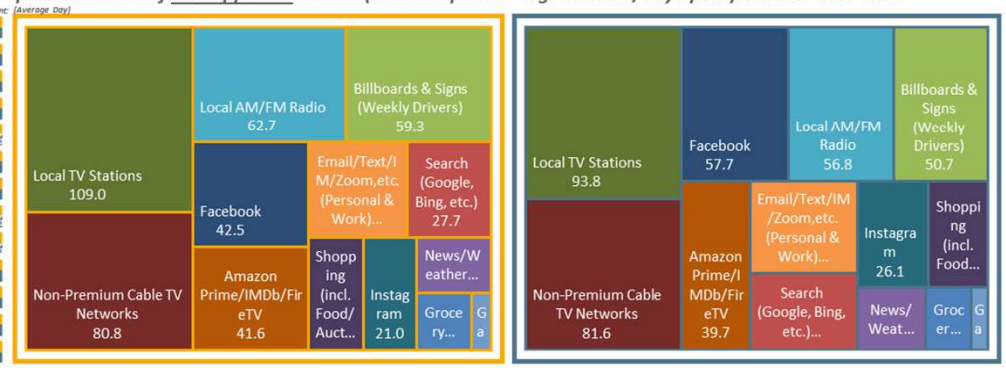
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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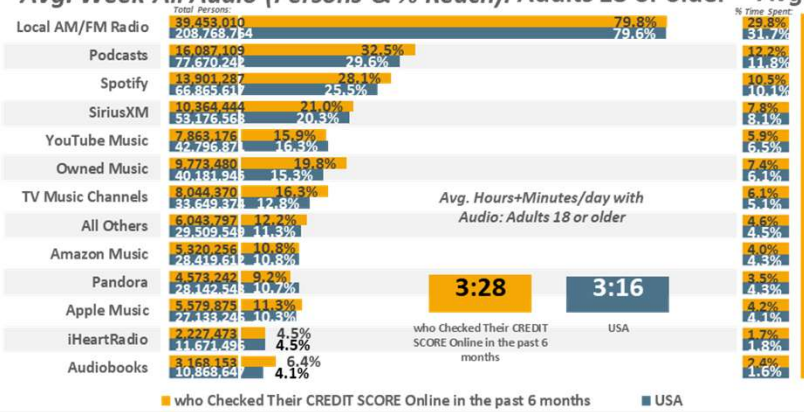
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

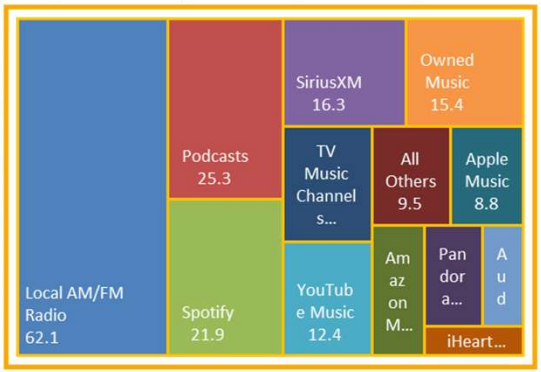


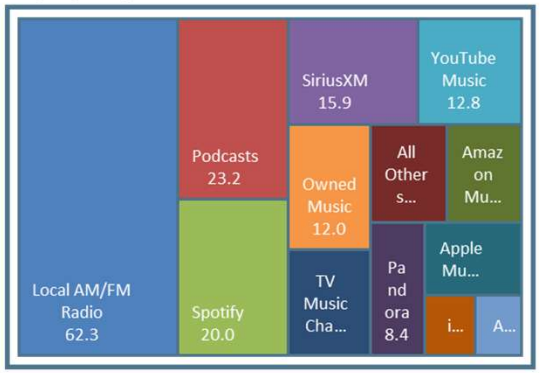
37,860,952 or 76.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

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

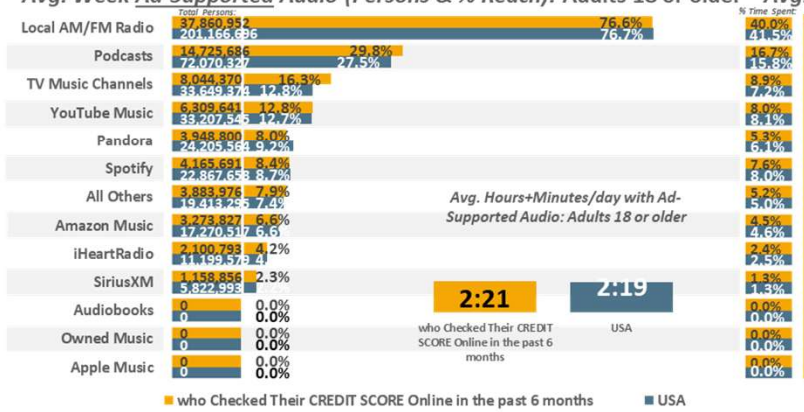


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

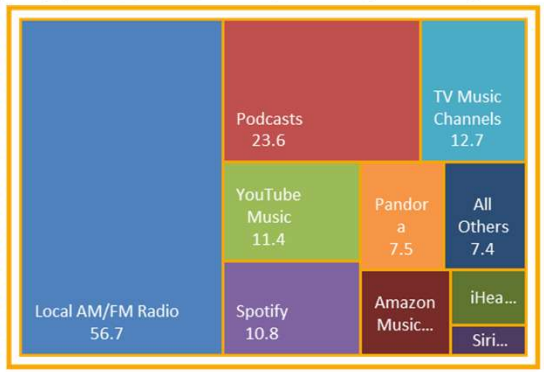


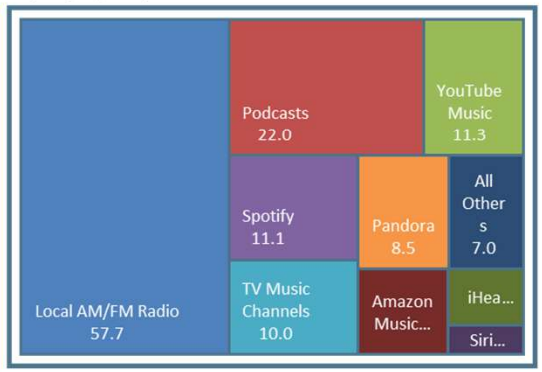


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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Scarborough R2 2025: Feb24-Jul25 USA Projection

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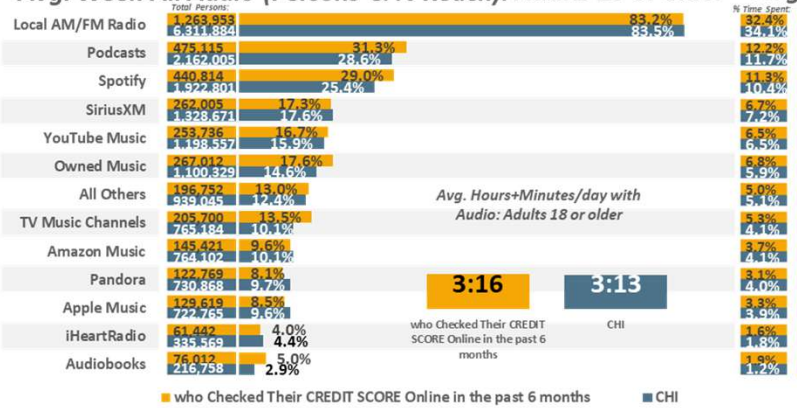
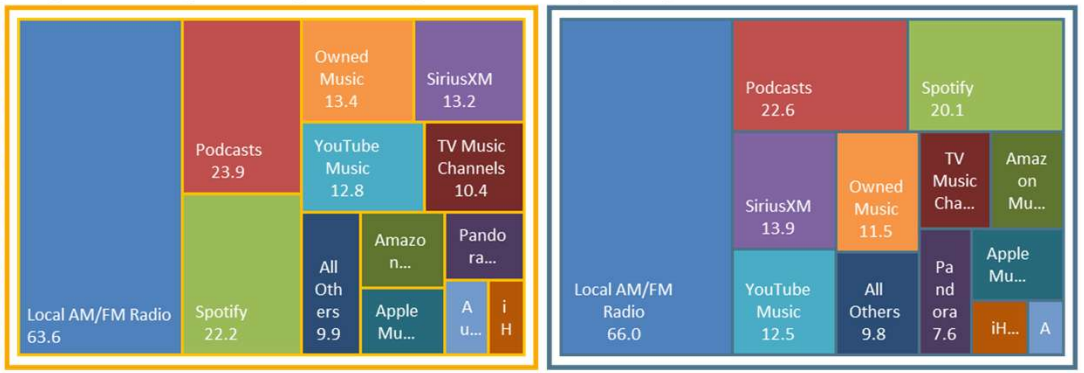
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

1,211,785 or 79.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

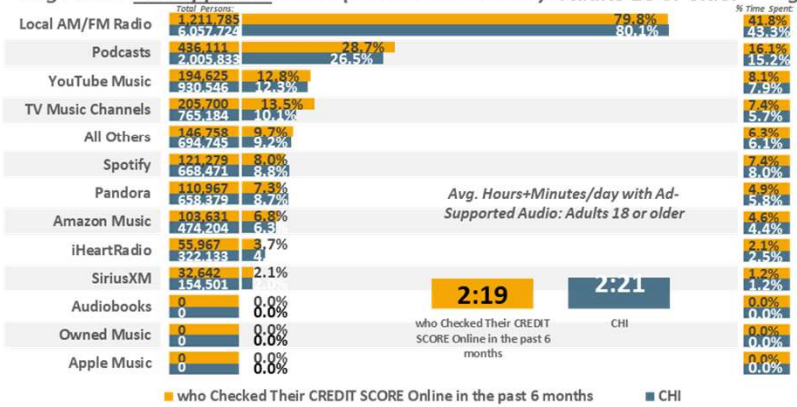
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



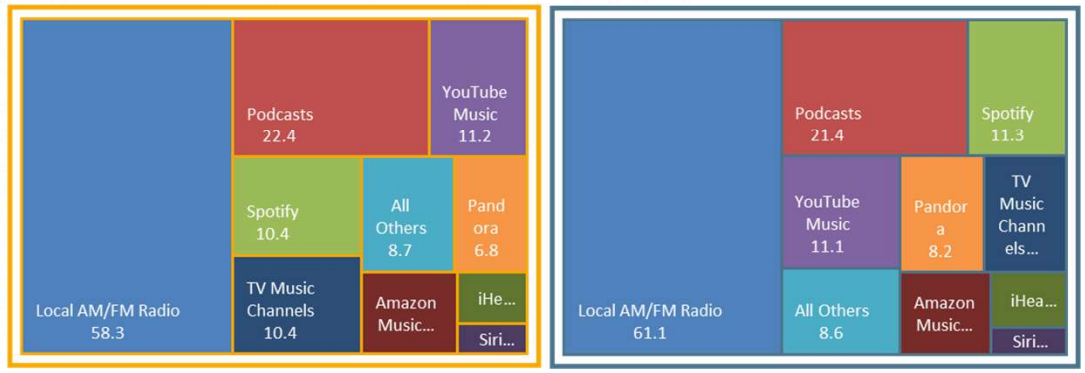
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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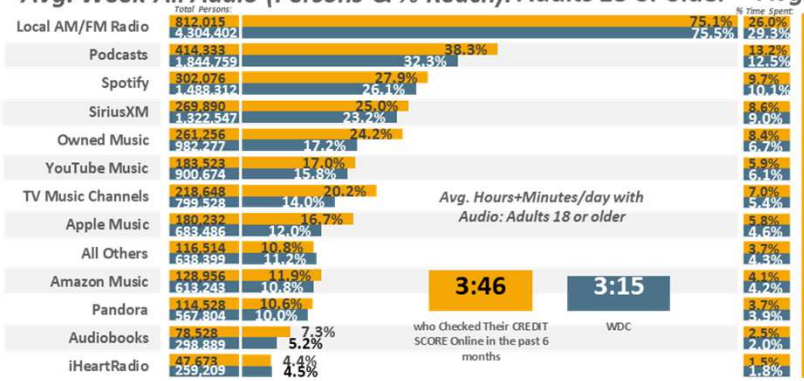
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

769,176 or 71.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 51.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

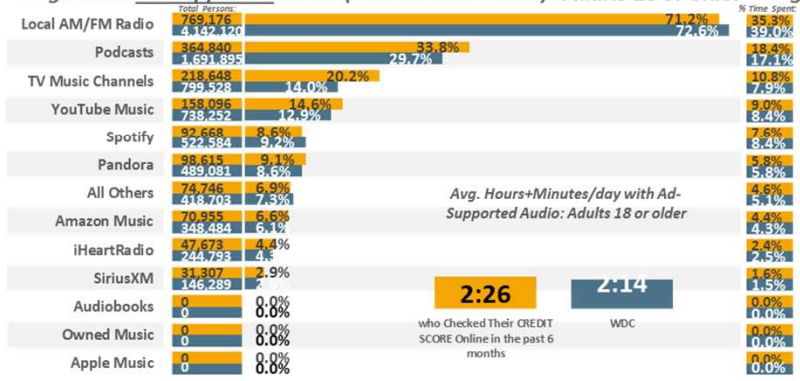
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



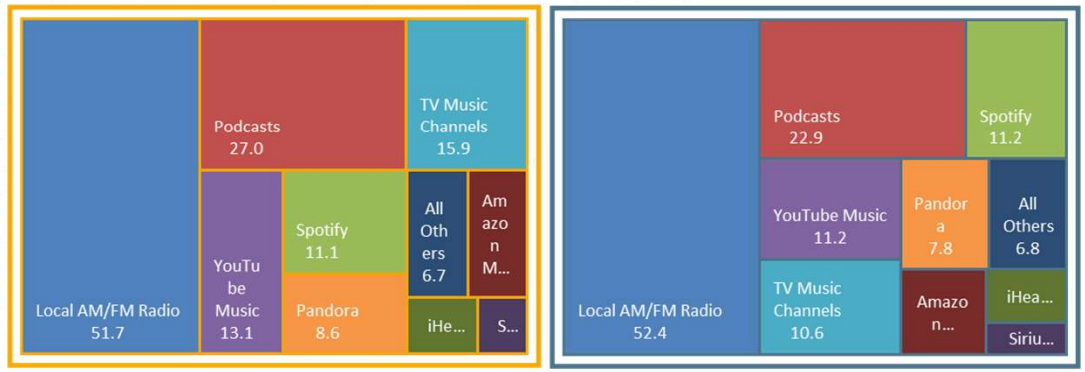
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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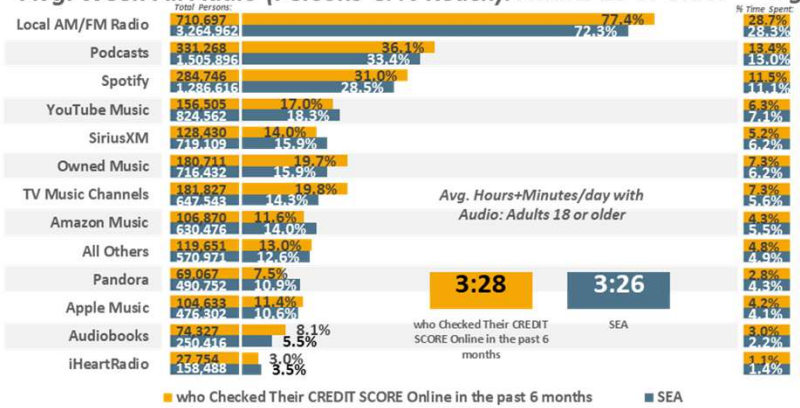
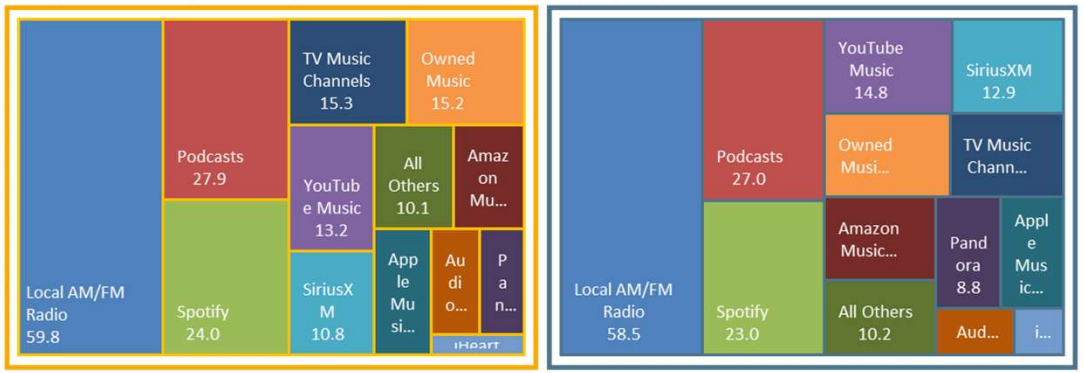
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

690,798 or 75.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

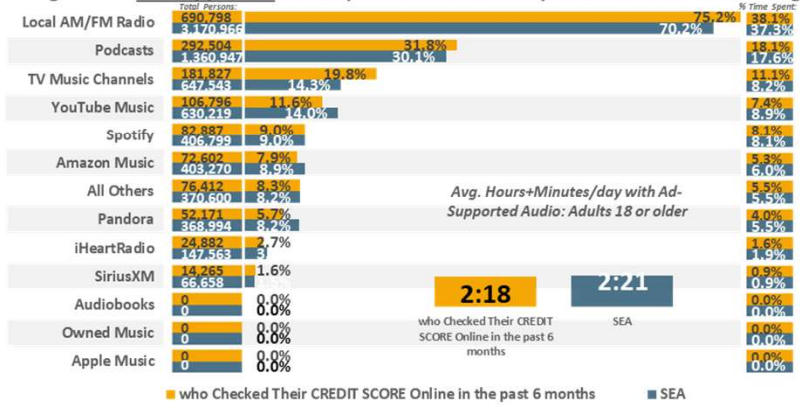
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



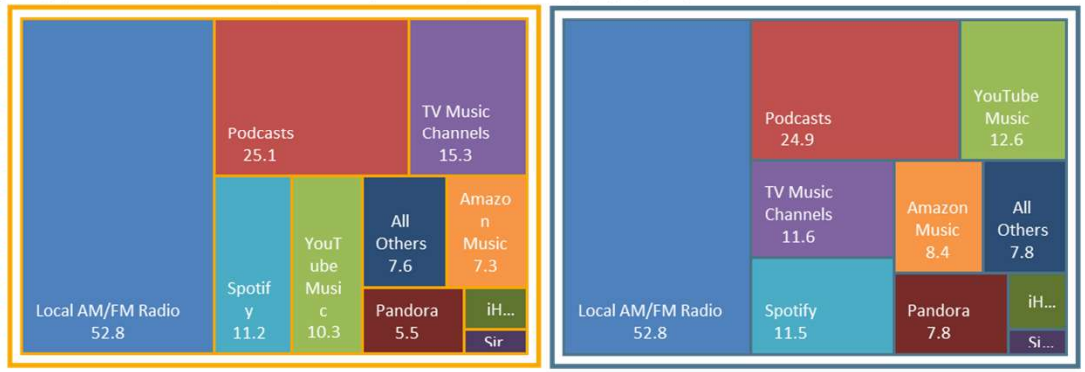
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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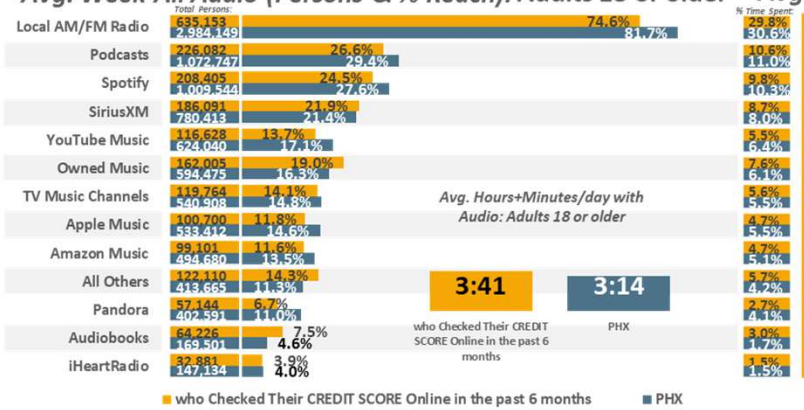
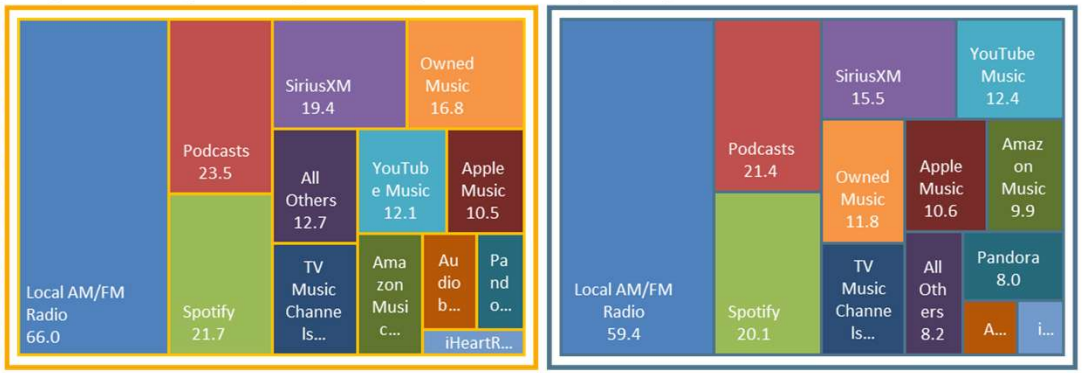
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

616,810 or 72.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

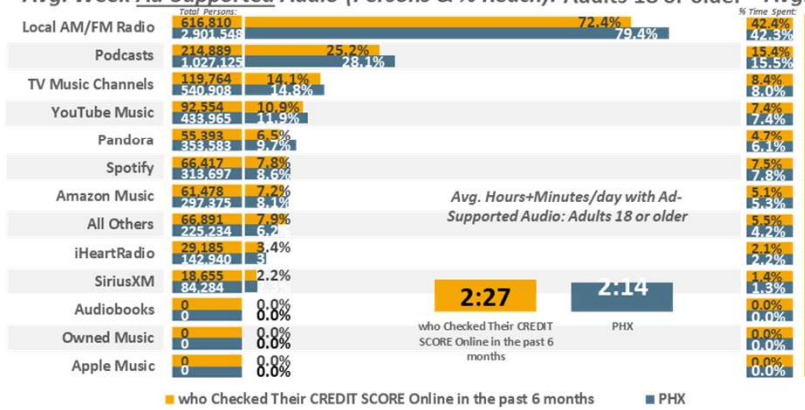
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



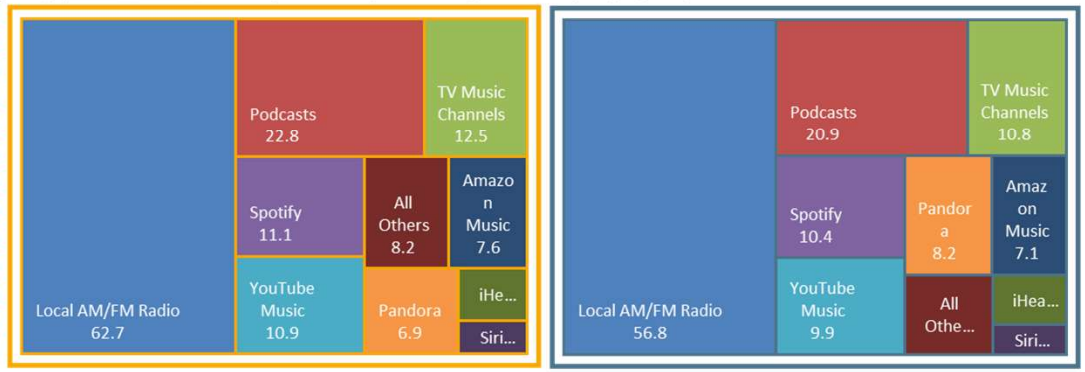
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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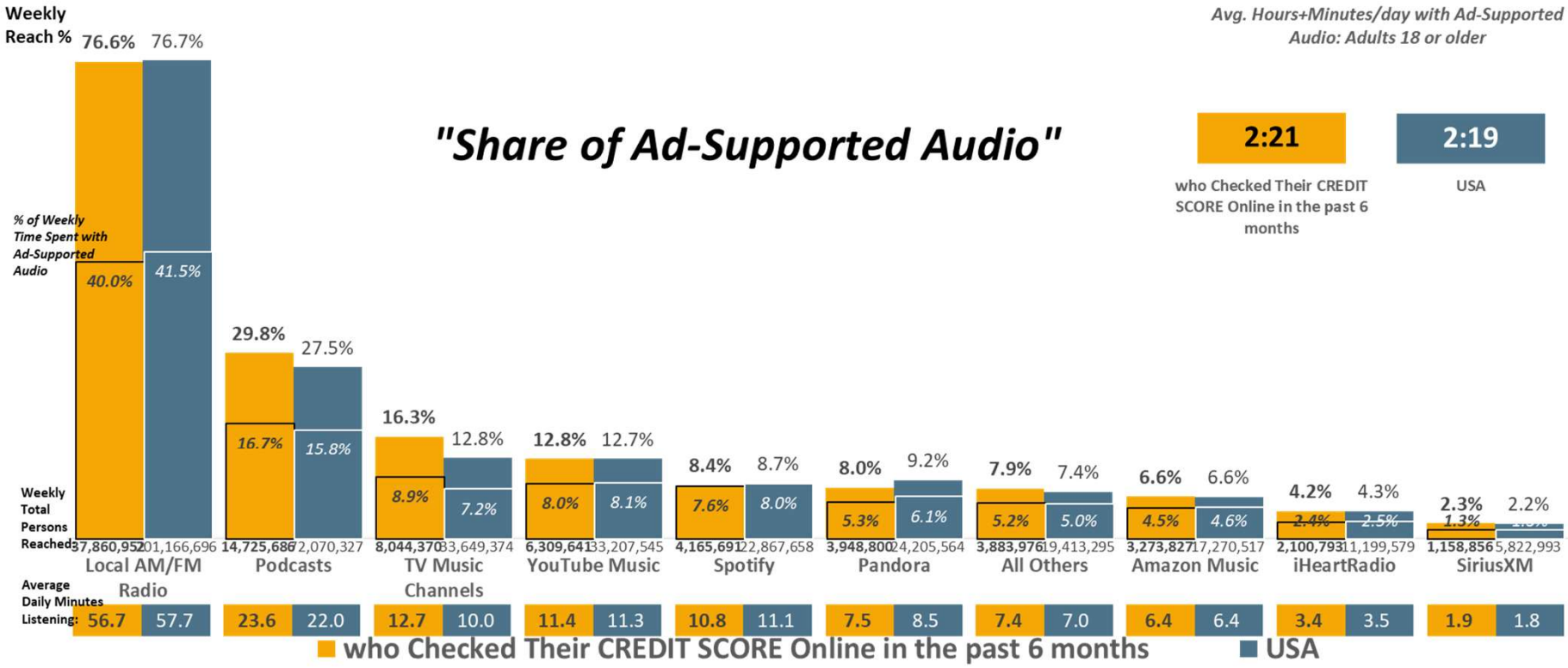
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma USA

37,860,952 or 76.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795
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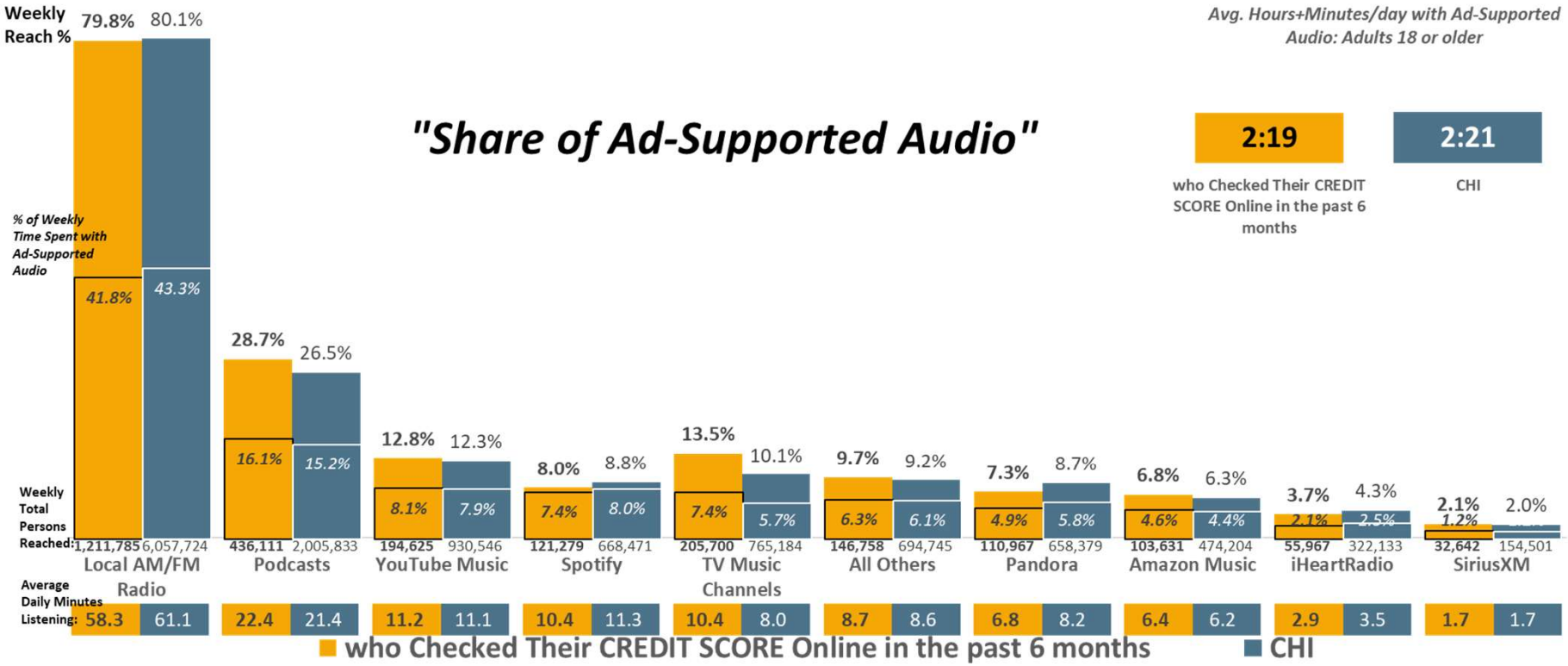
soefa.ai Share of Everything for Anything ©

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

1,211,785 or 79.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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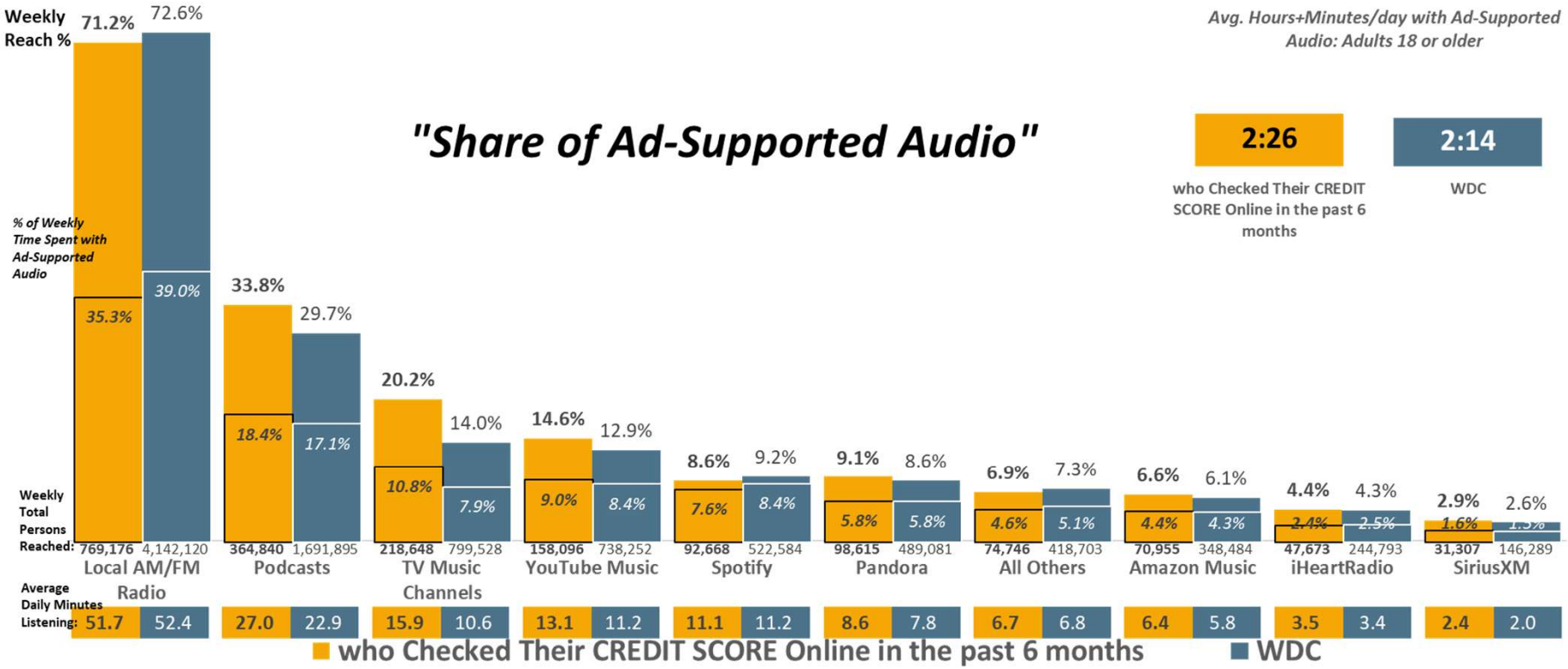
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

769,176 or 71.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 51.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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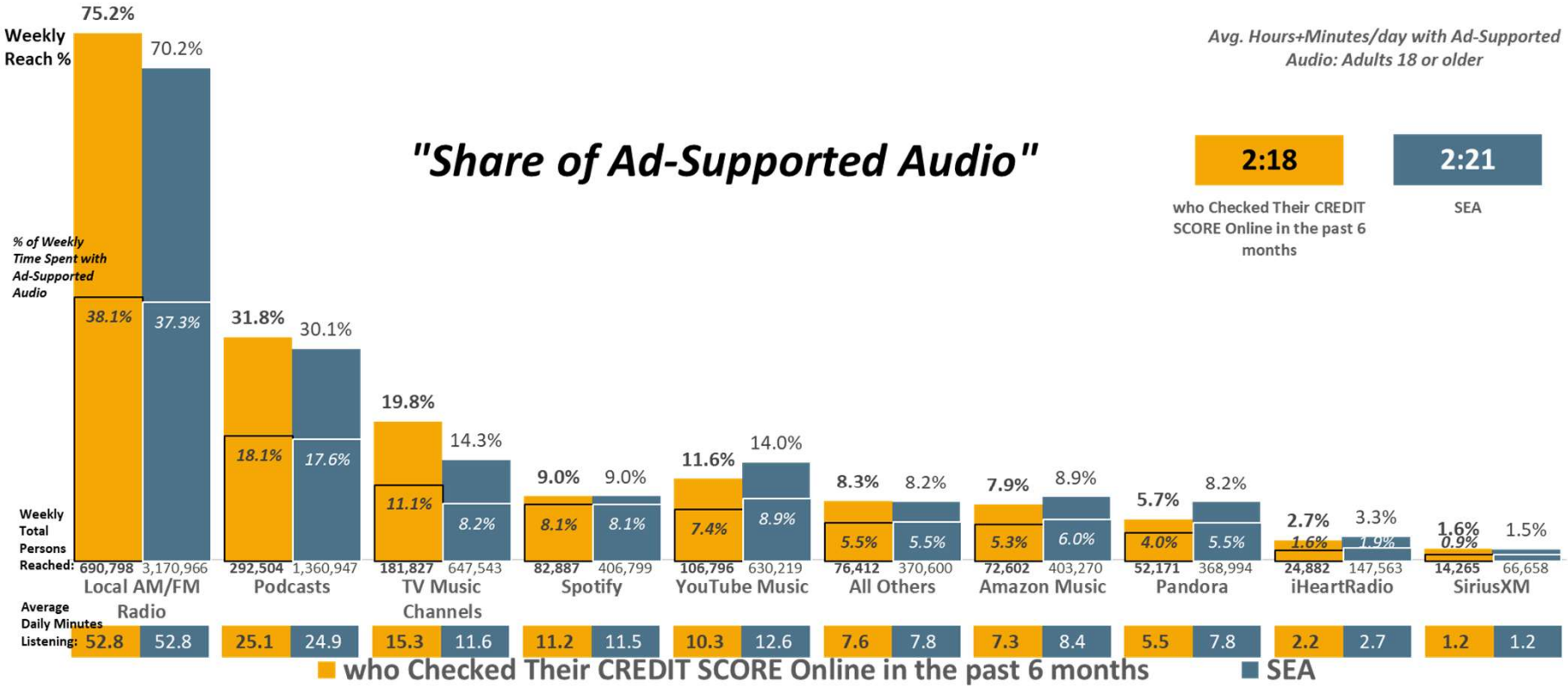
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

690,798 or 75.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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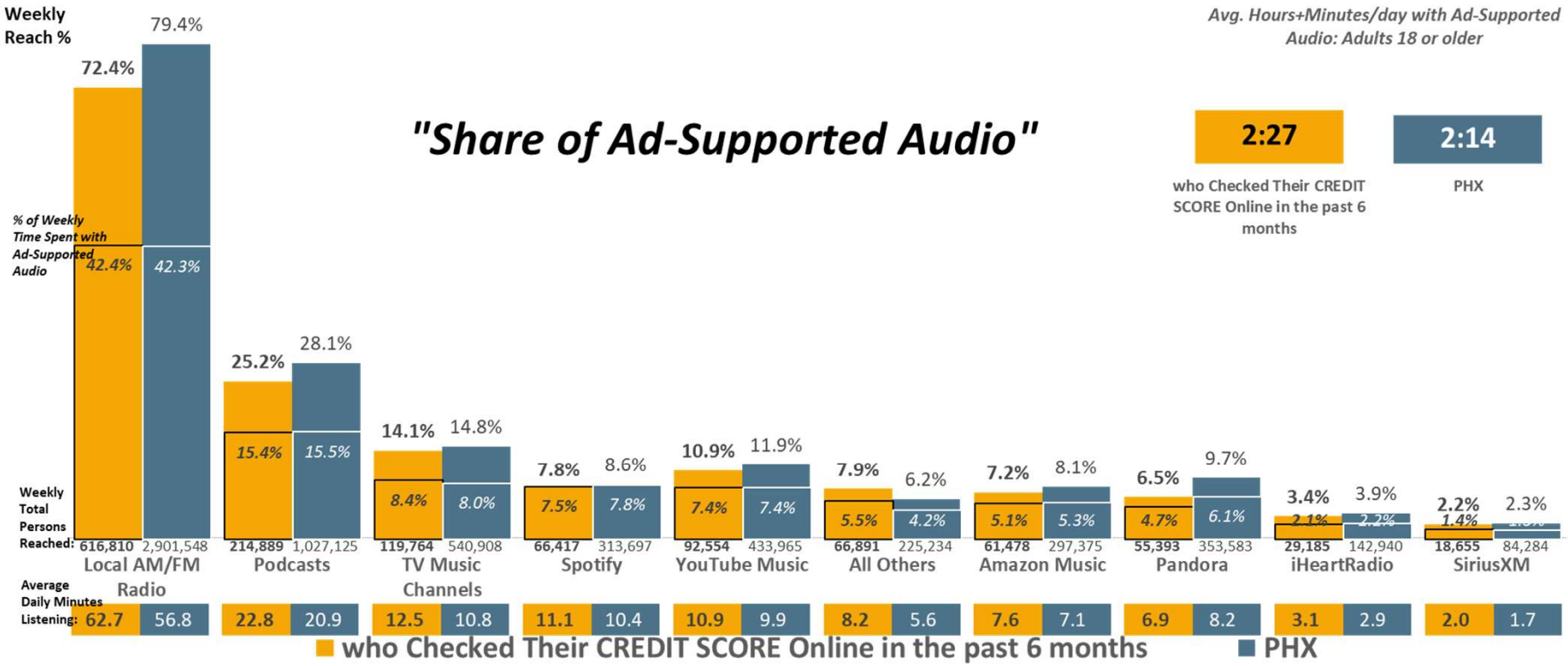
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

616,810 or 72.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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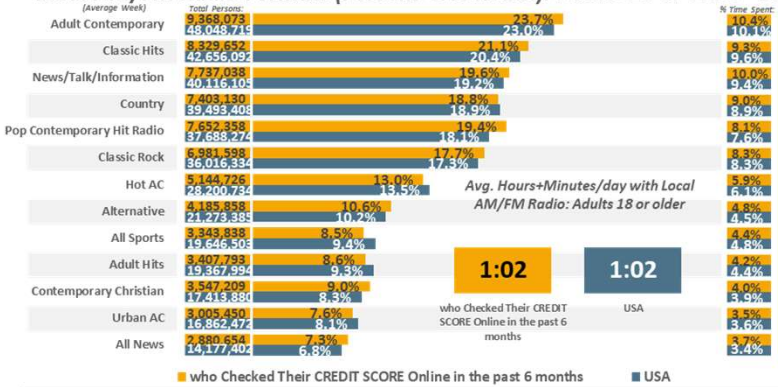
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

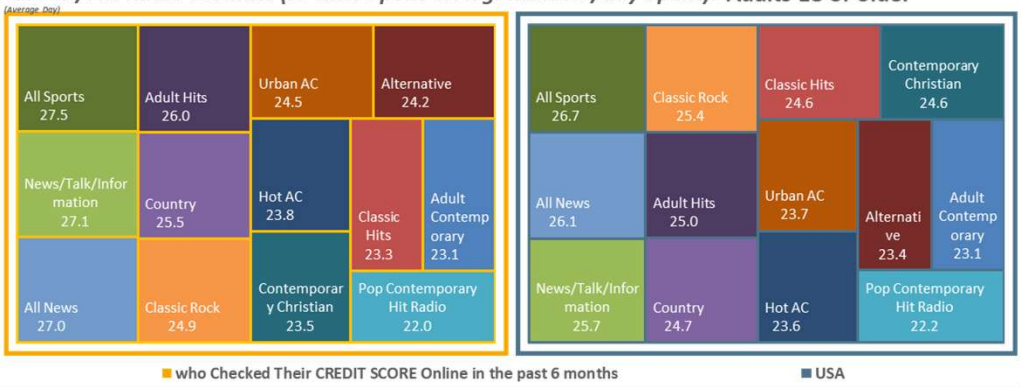


37,860,952 or 76.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

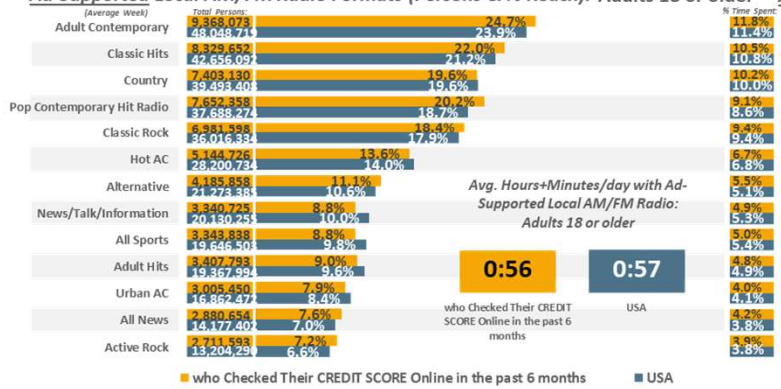
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



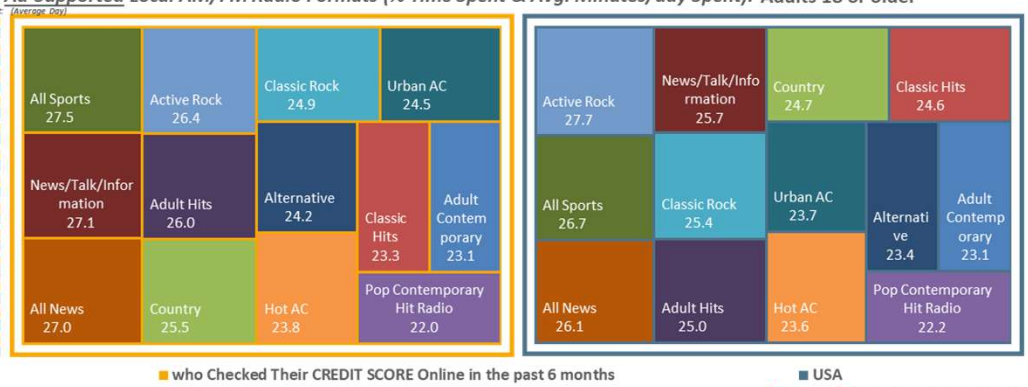
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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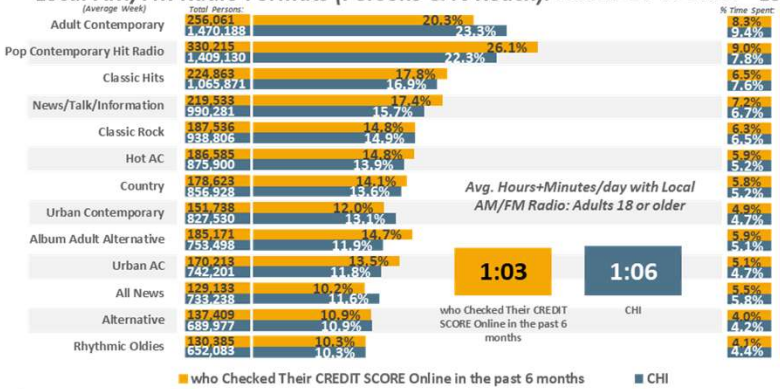
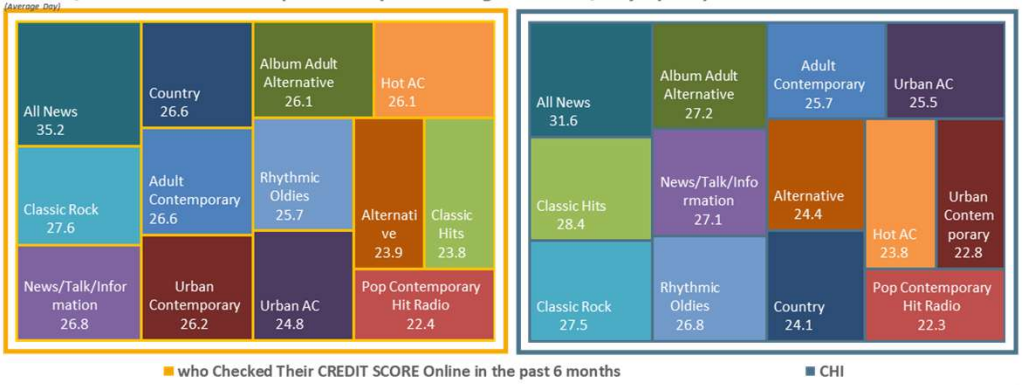
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

1,211,785 or 79.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and Hot AC.

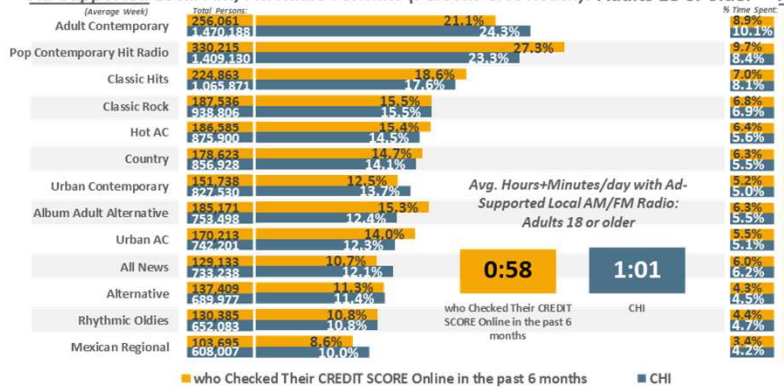
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



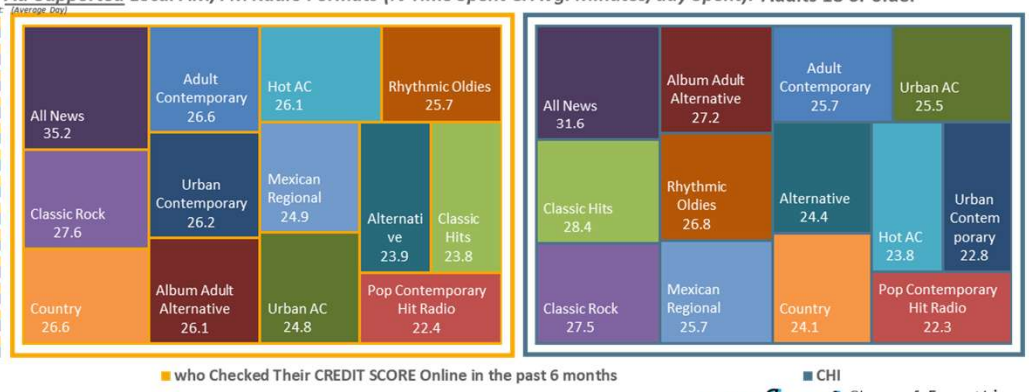
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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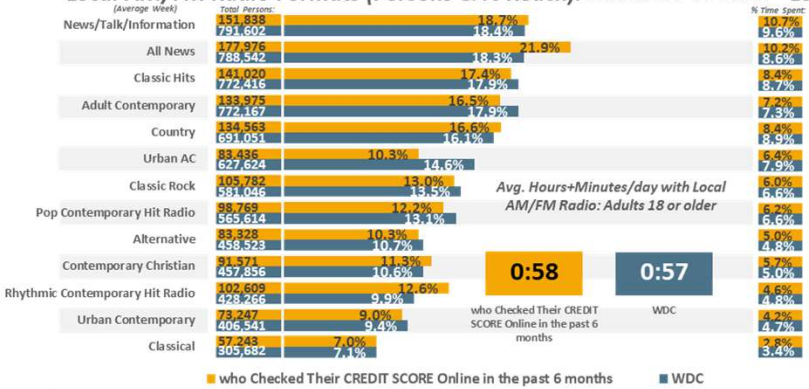
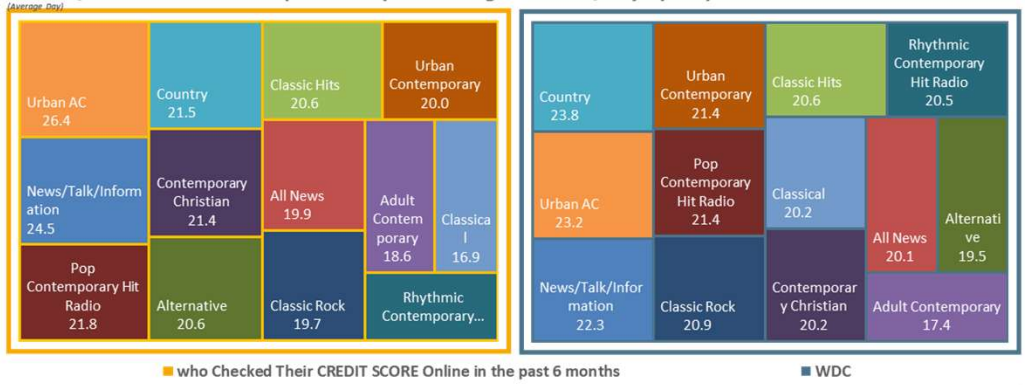
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

769,176 or 71.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Country, Adult Contemporary, and Classic Rock.

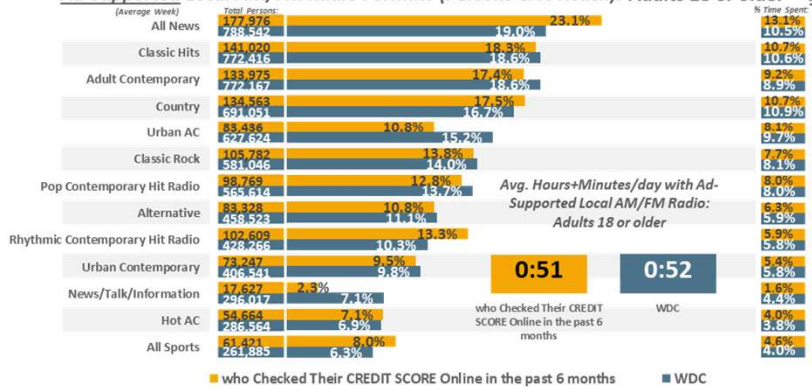
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



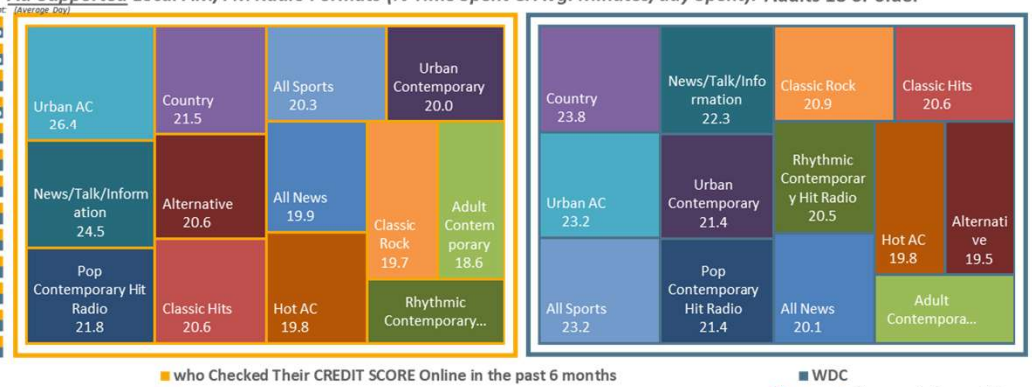
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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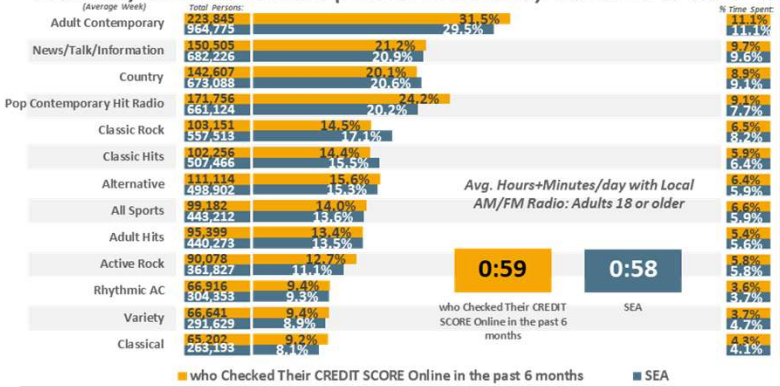
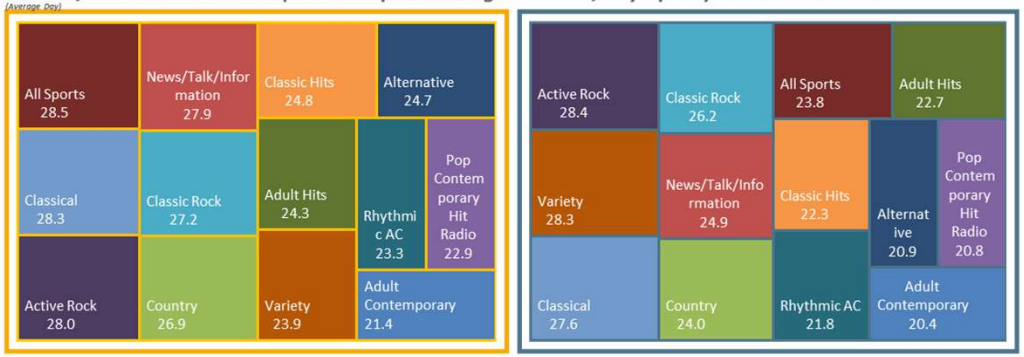
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

690,798 or 75.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Classic Rock.

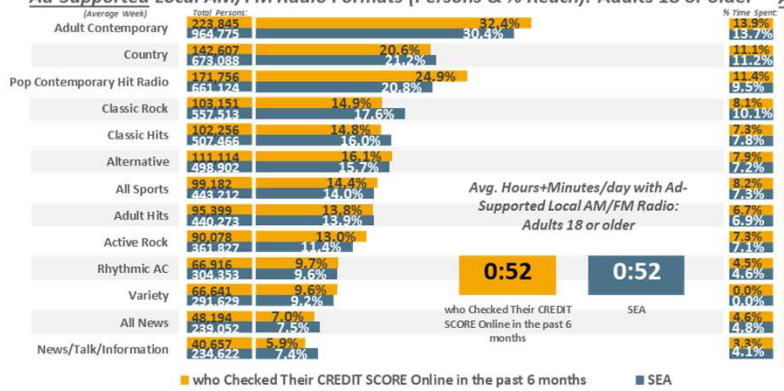
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



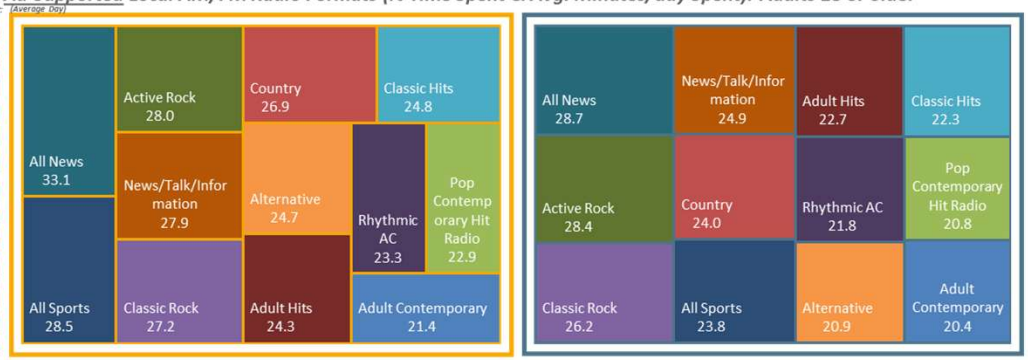
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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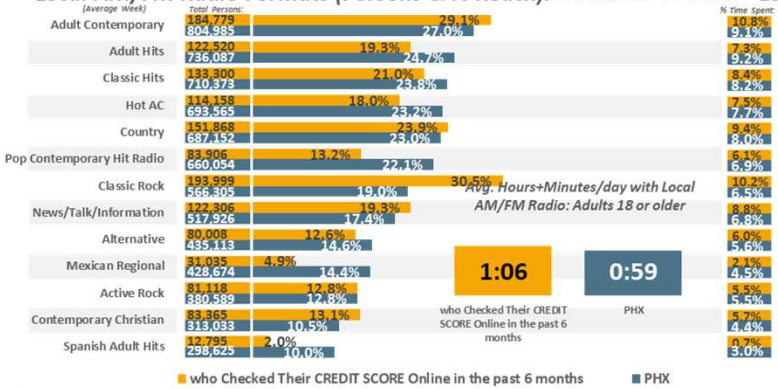
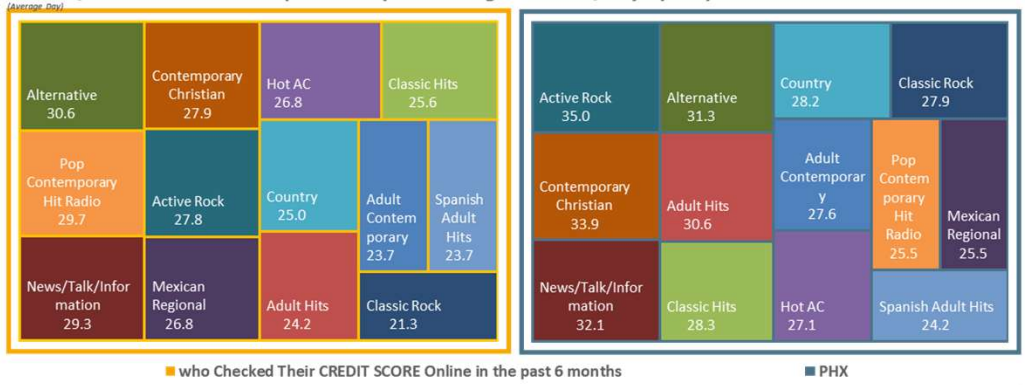
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

616,810 or 72.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Country, Classic Hits, and Adult Hits.

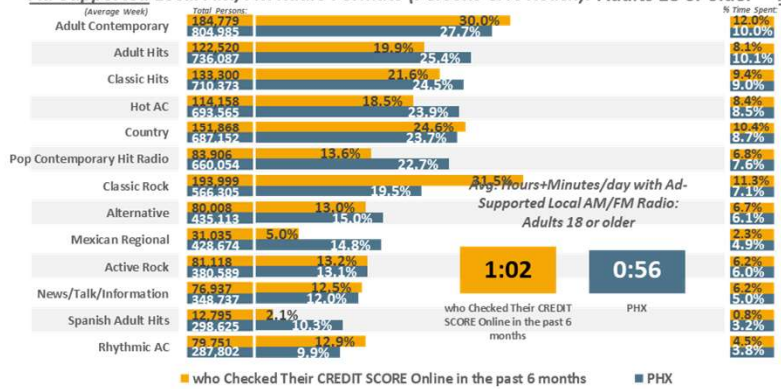
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



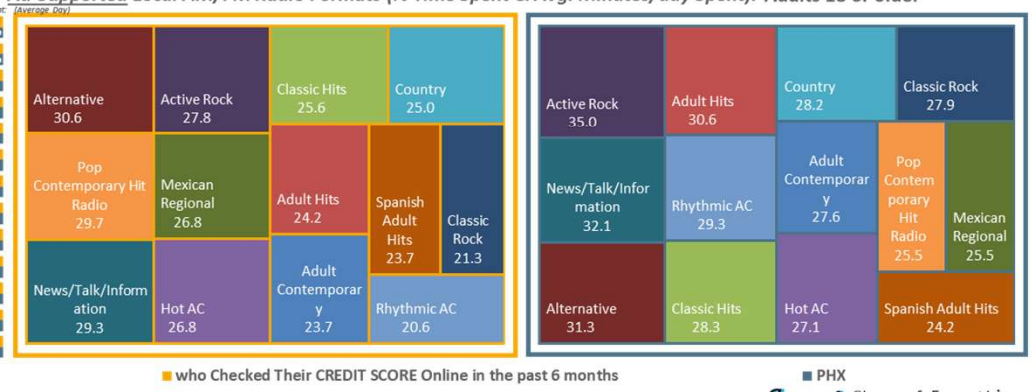
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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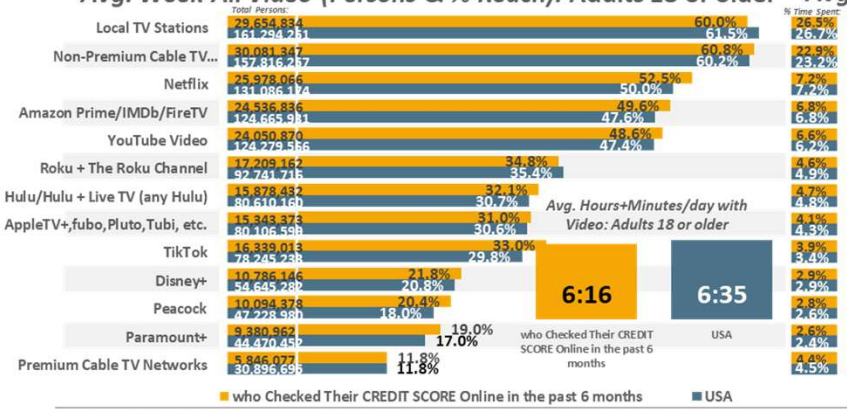
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

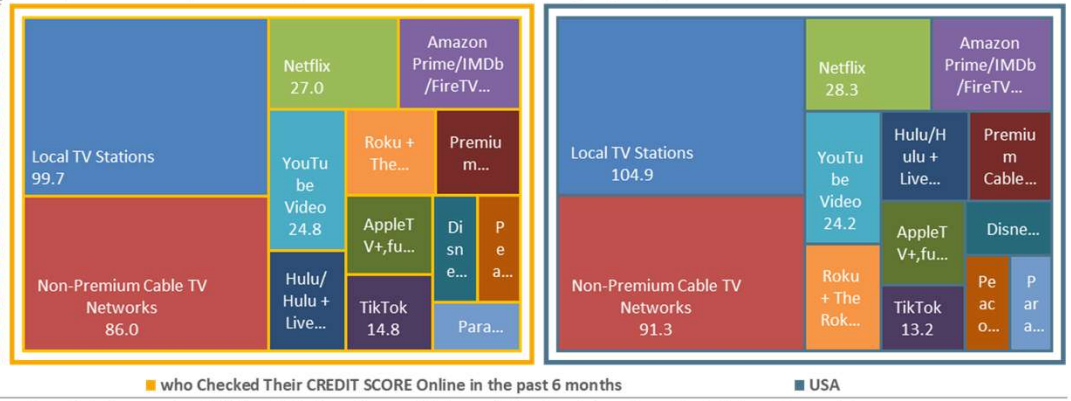
ck credit karma USA

29,298,700 or 59.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

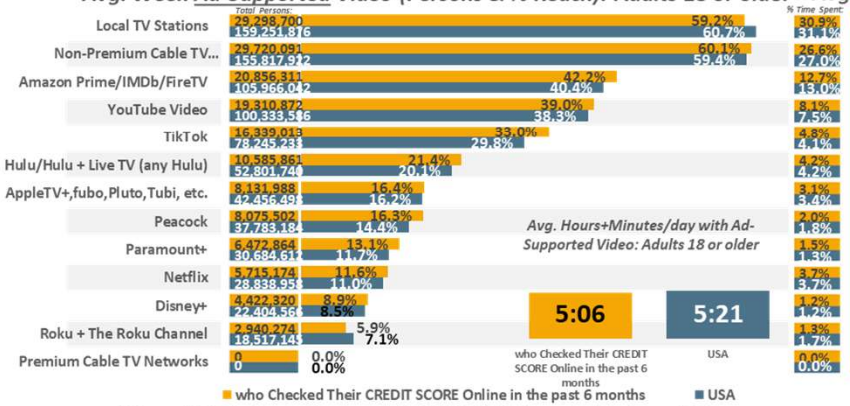
Avg. Week All Video (Persons & % Reach): Adults 18 or older



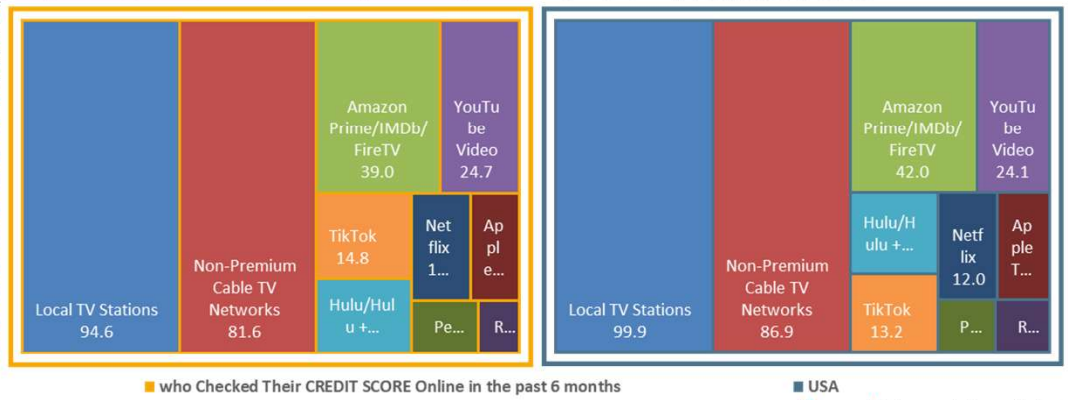
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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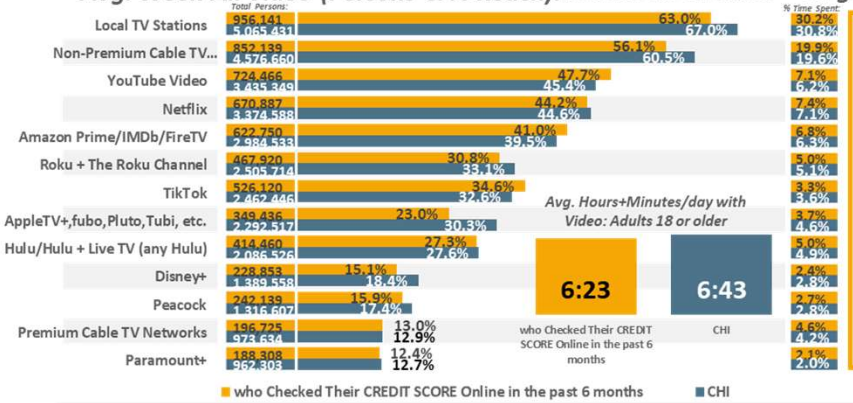
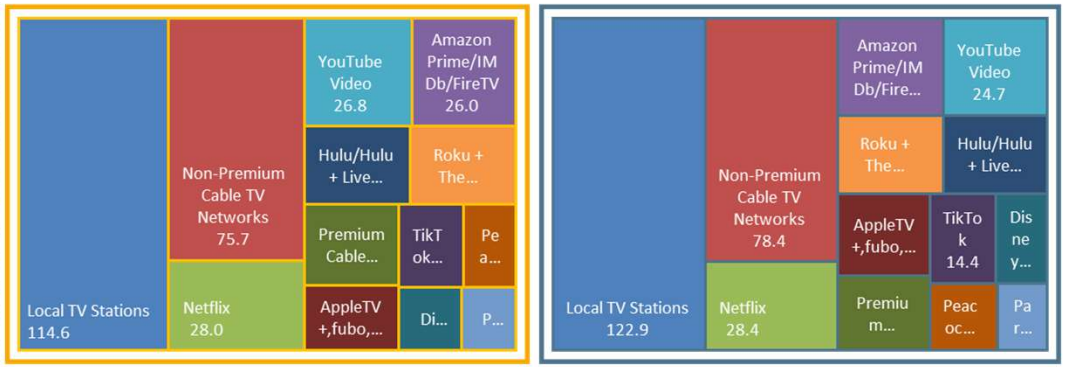
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

945,798 or 62.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 109.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

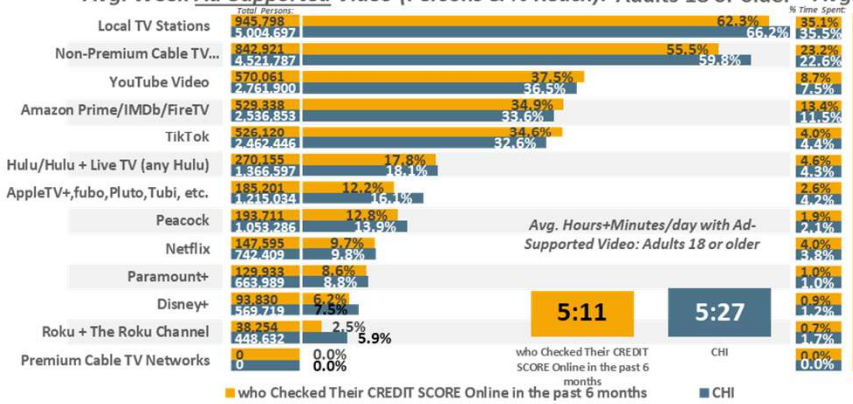
Avg. Week All Video (Persons & % Reach): Adults 18 or older



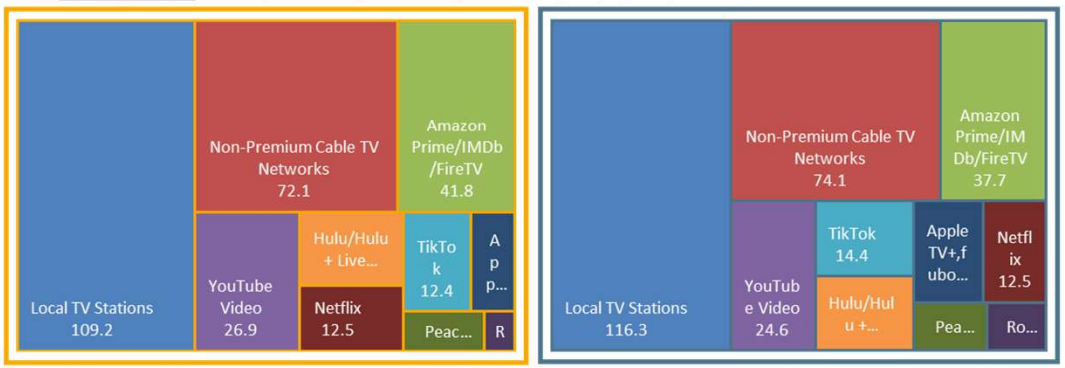
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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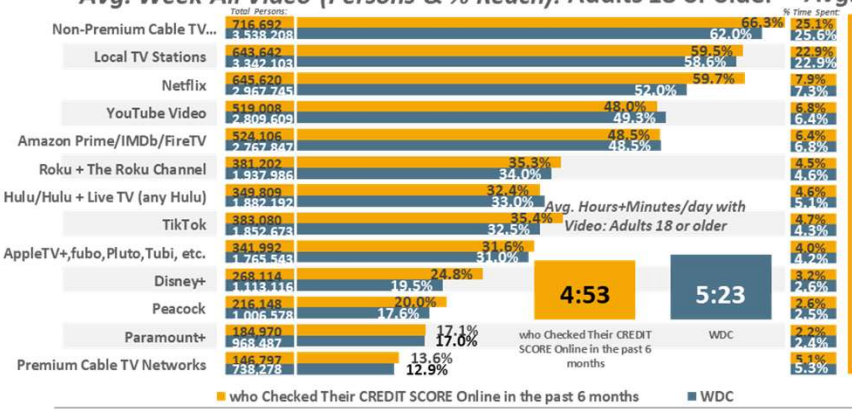
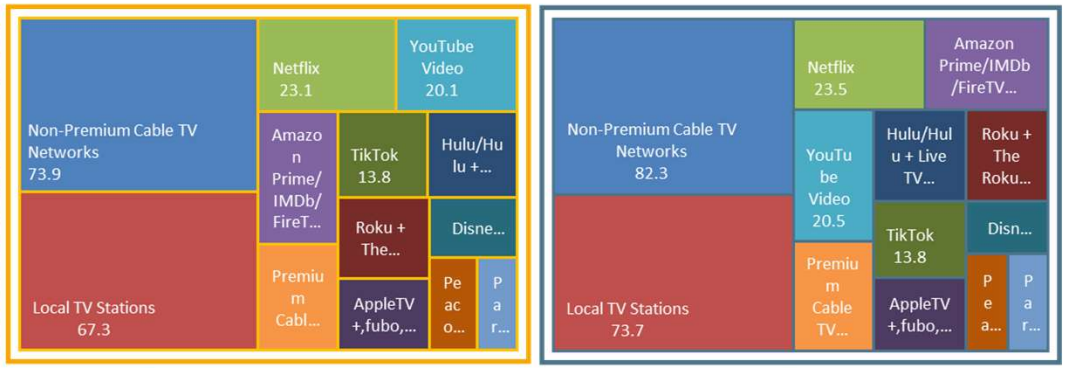
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

631,133 or 58.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 62.6 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

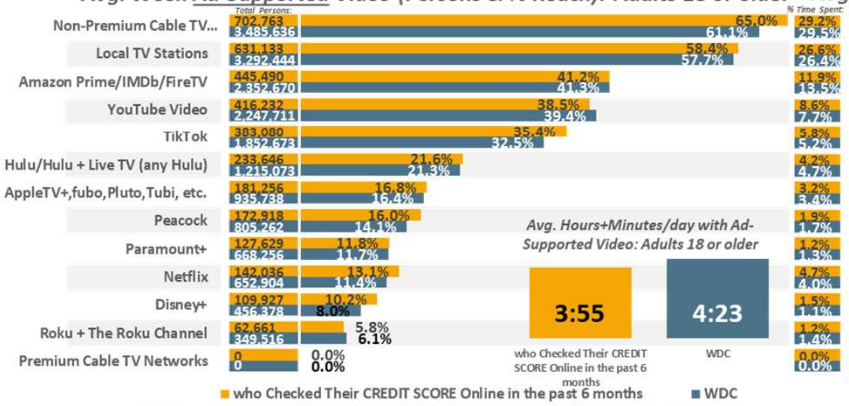
Avg. Week All Video (Persons & % Reach): Adults 18 or older



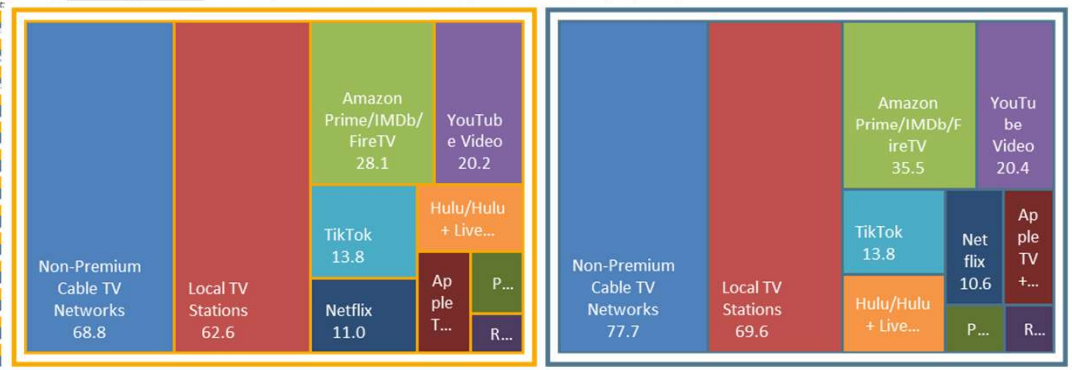
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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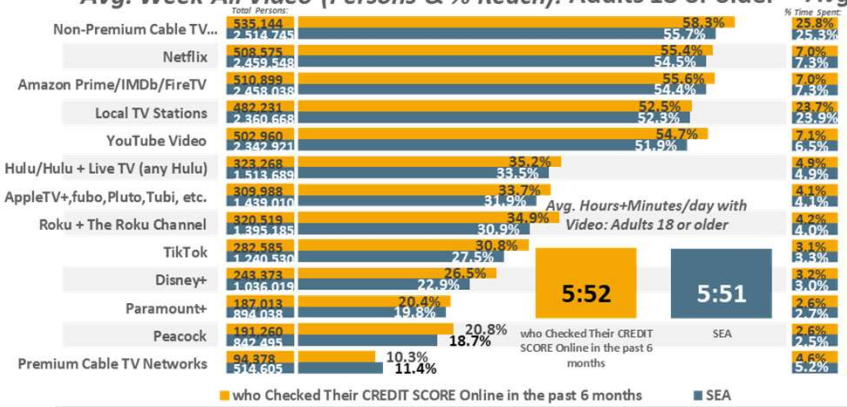
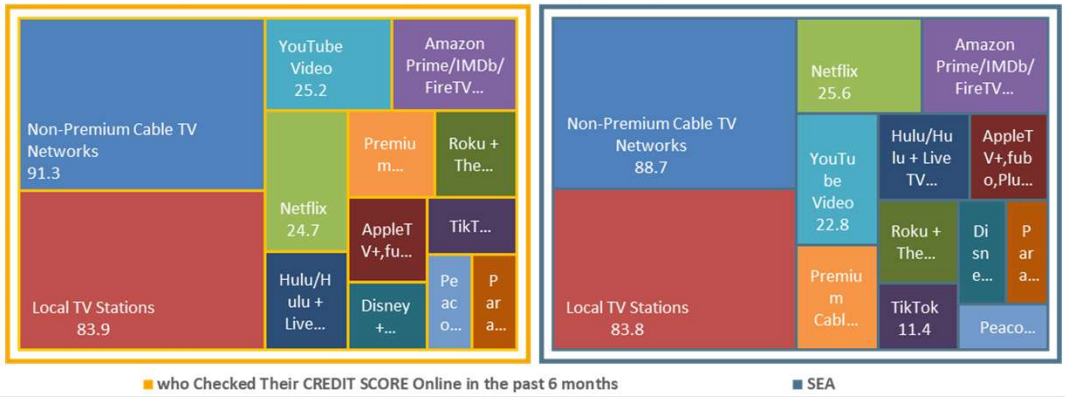
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

477,825 or 52.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 79.2 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

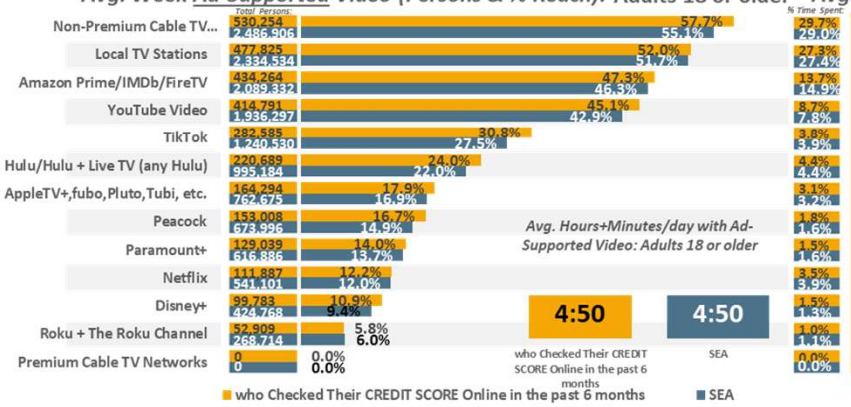
Avg. Week All Video (Persons & % Reach): Adults 18 or older



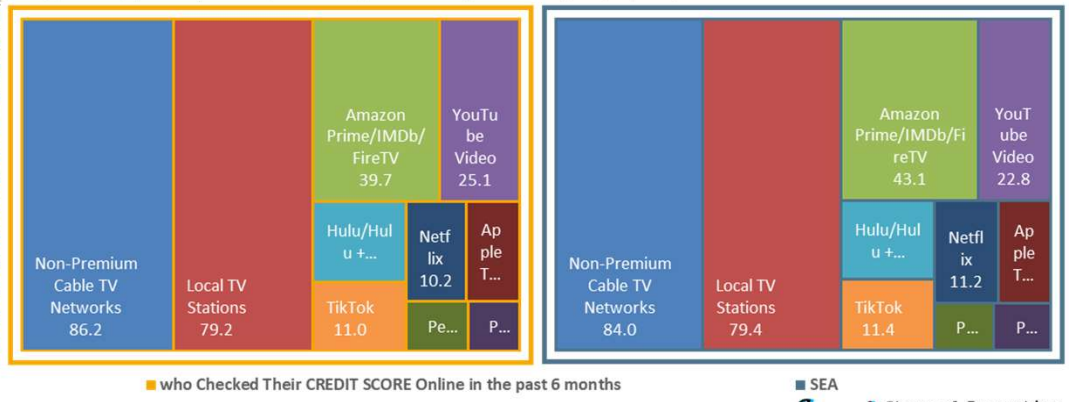
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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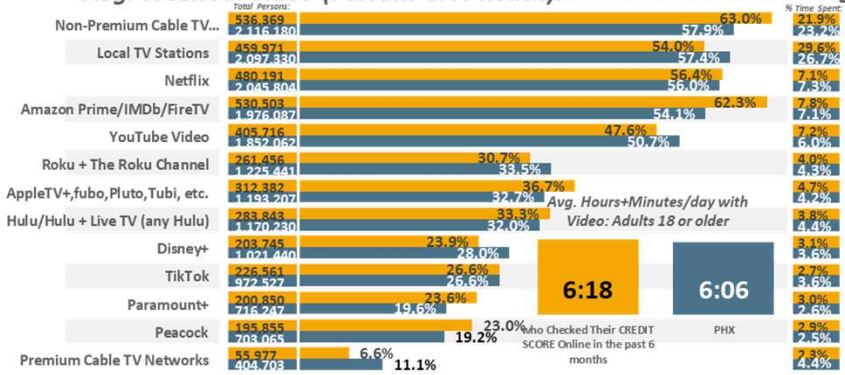
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

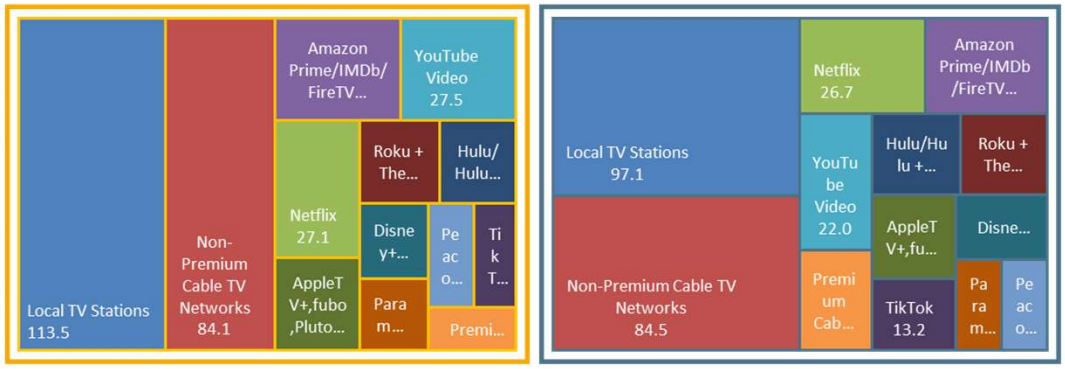


455,363 or 53.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

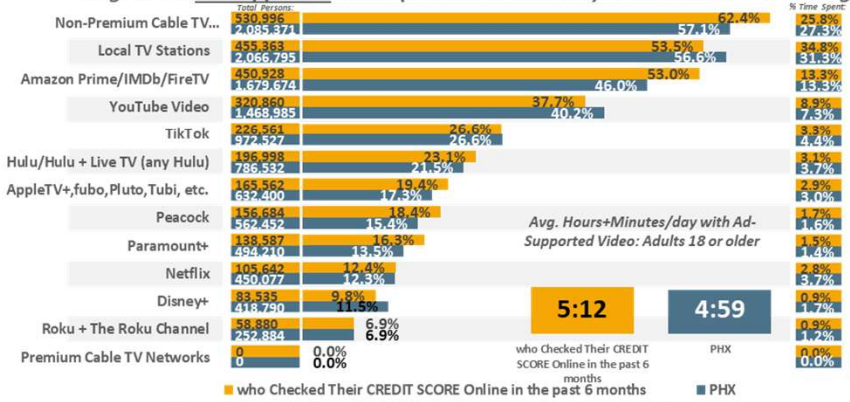
Avg. Week All Video (Persons & % Reach): Adults 18 or older



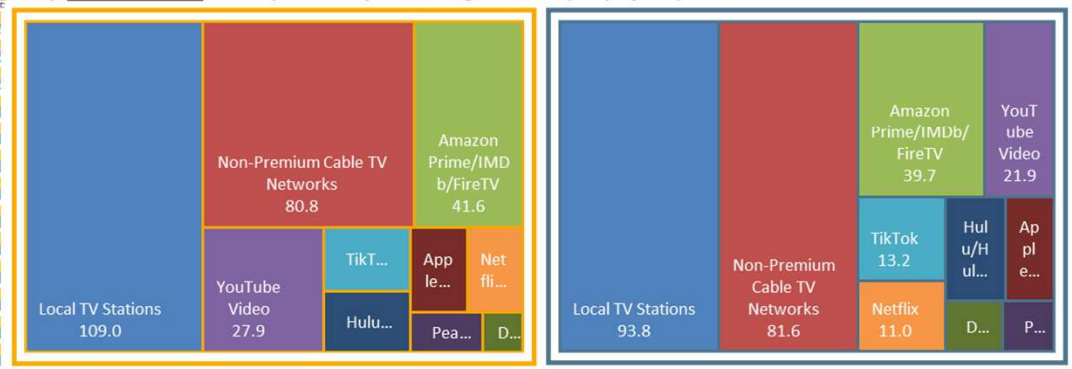
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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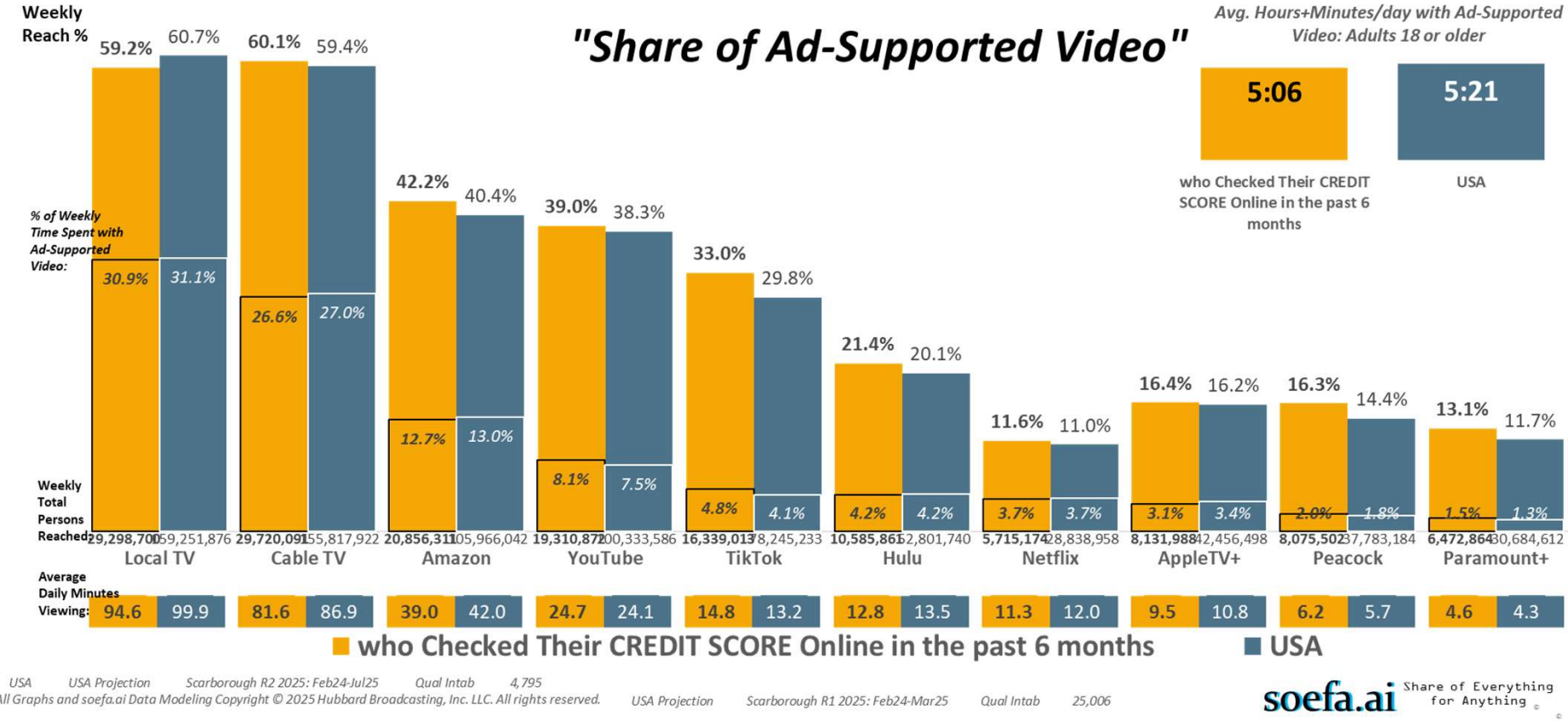
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

29,298,700 or 59.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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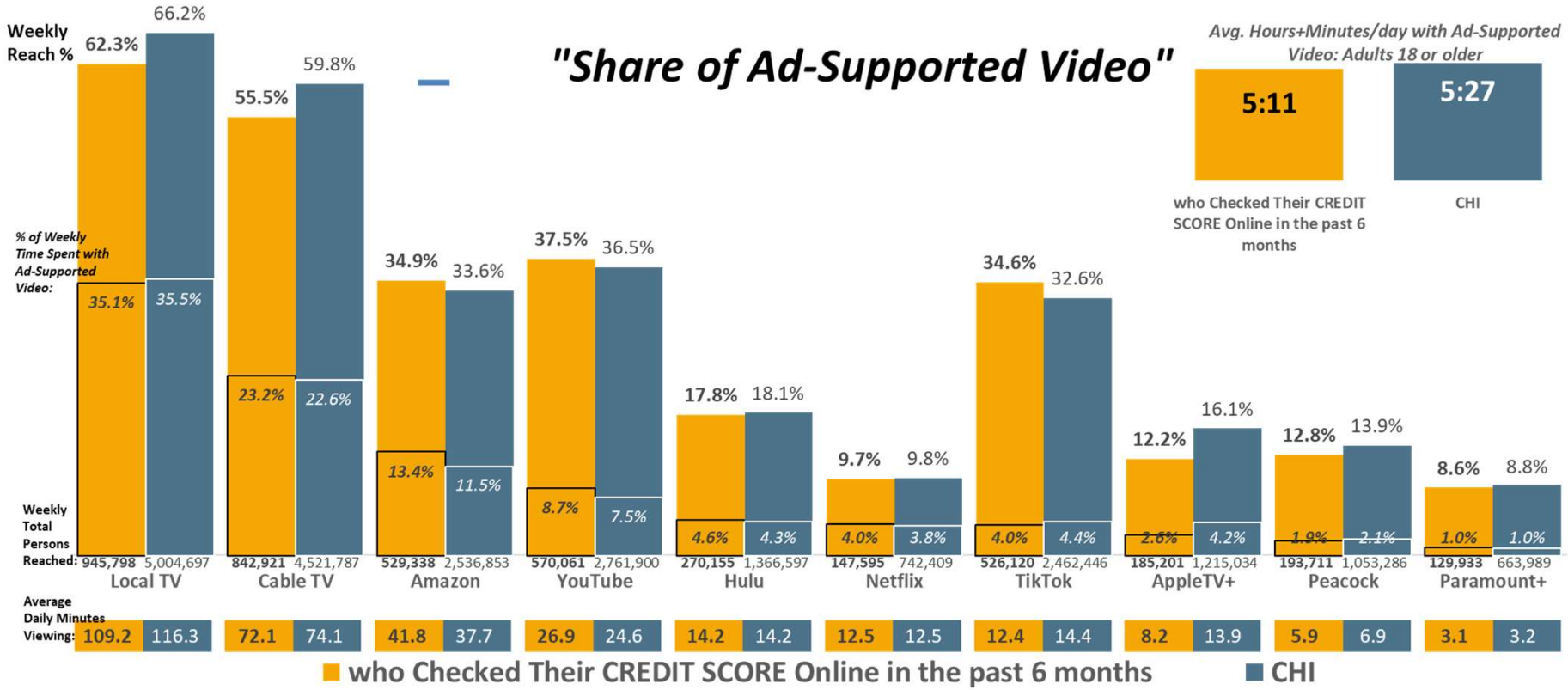
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

945,798 or 62.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 109.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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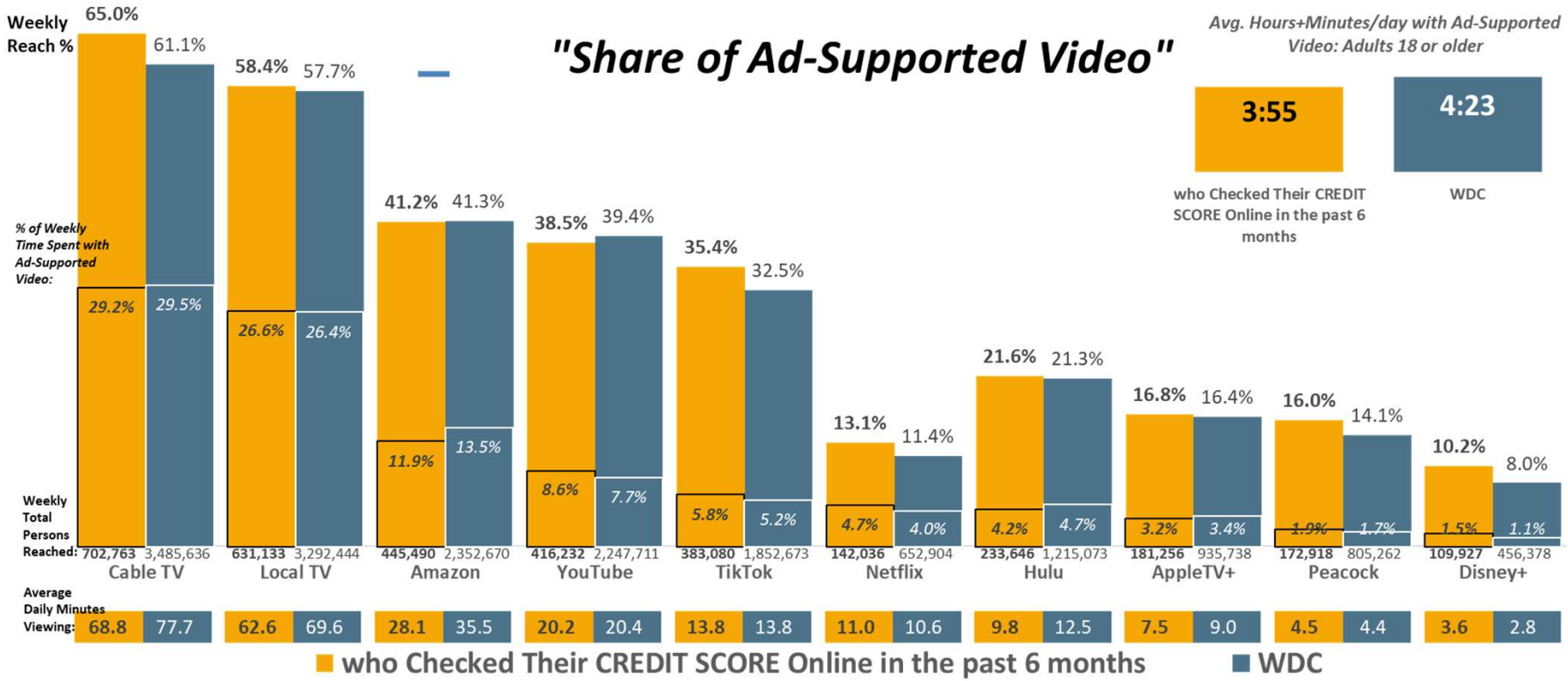
631,133 or 58.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 62.6 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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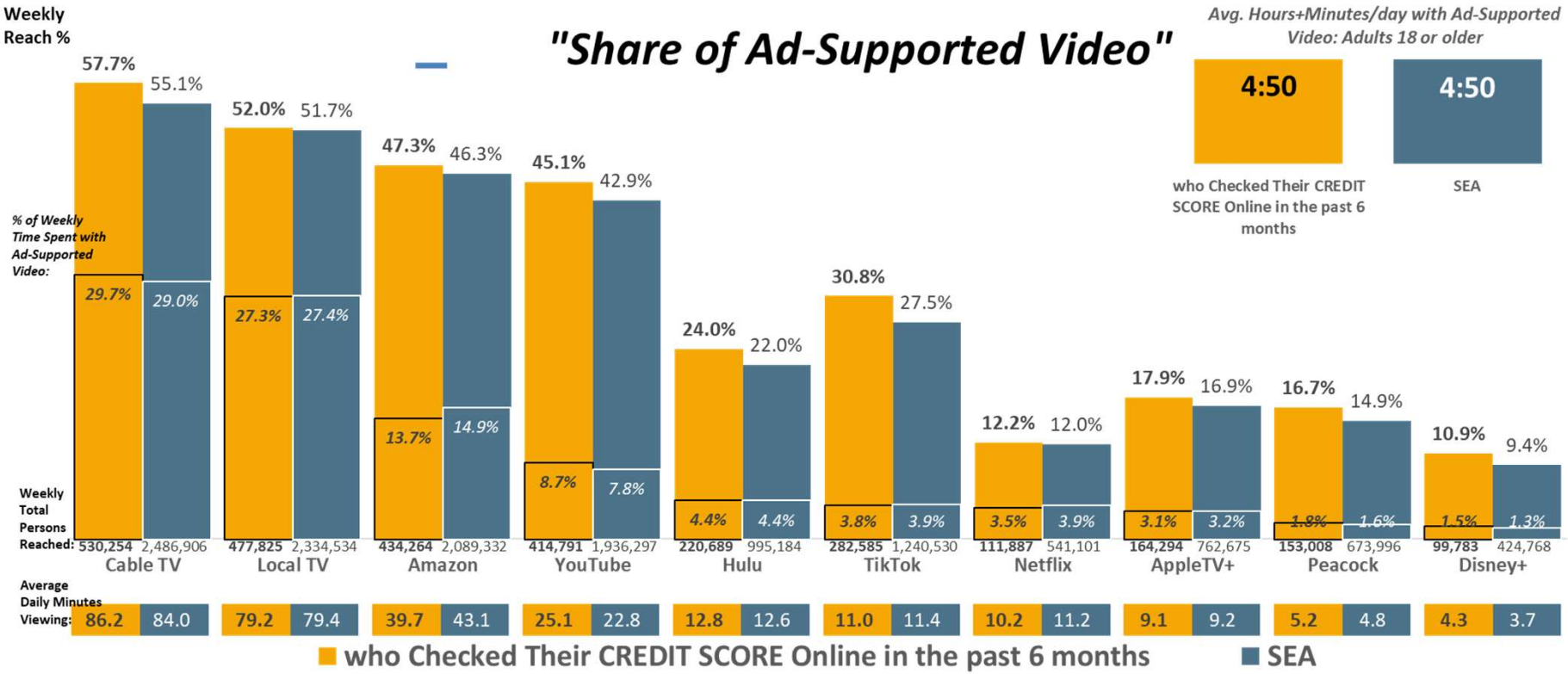
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

477,825 or 52.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 79.2 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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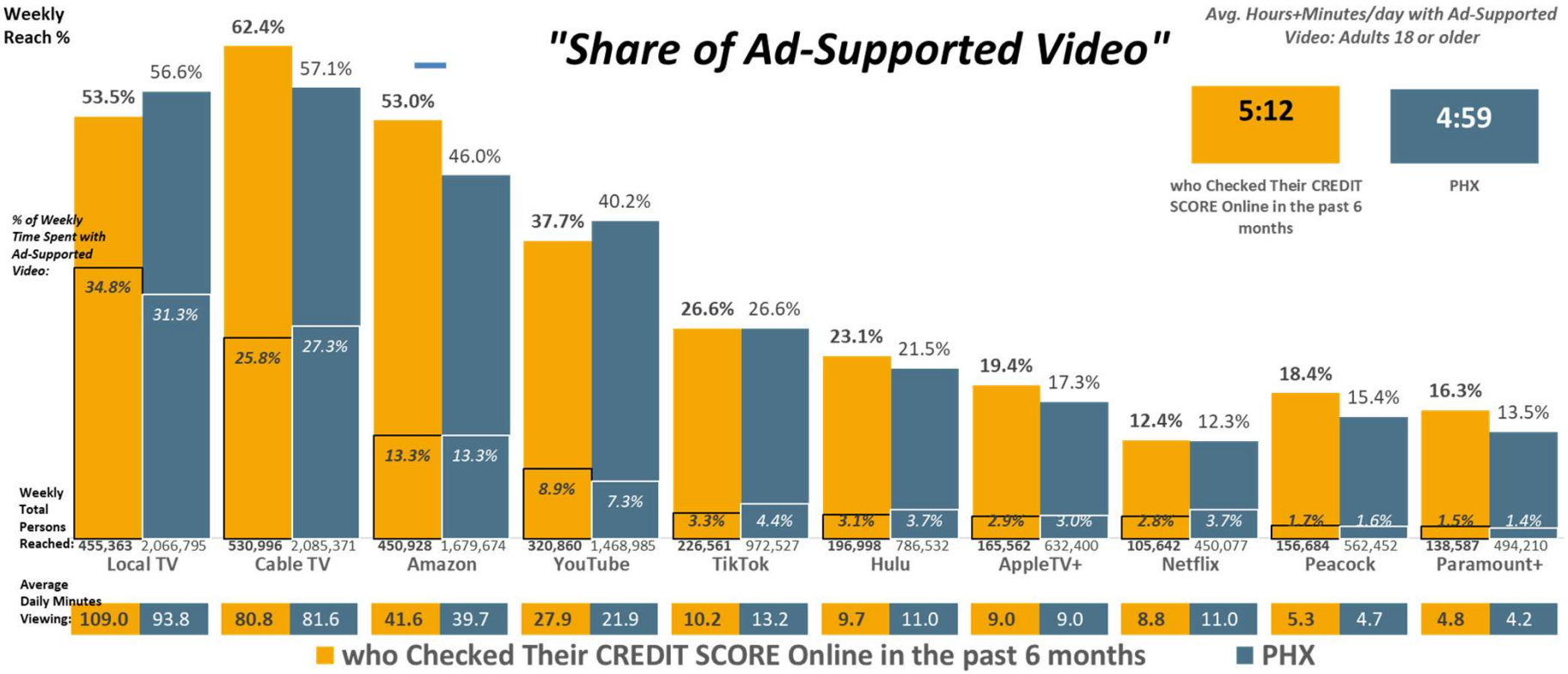
455,363 or 53.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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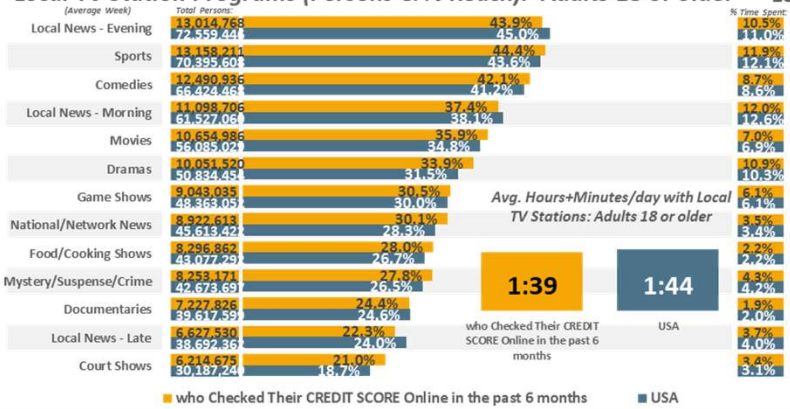
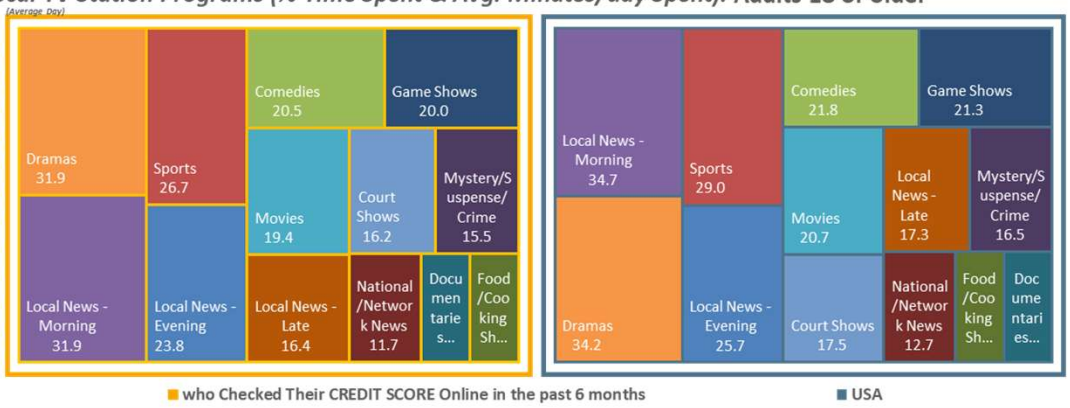
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

29,298,700 or 59.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

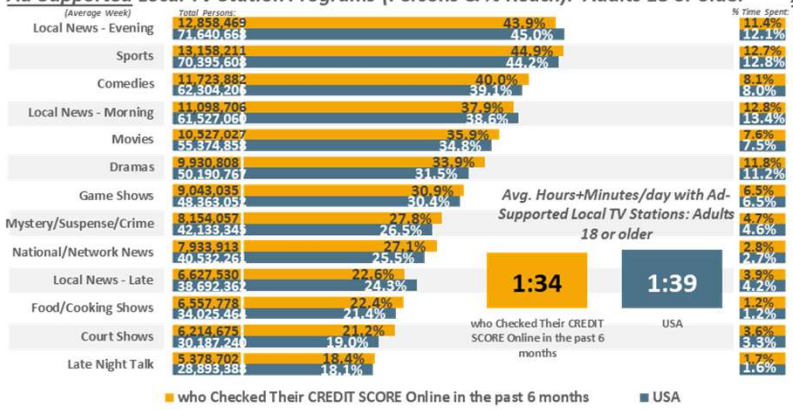
Local TV Station Programs (Persons & % Reach): Adults 18 or older



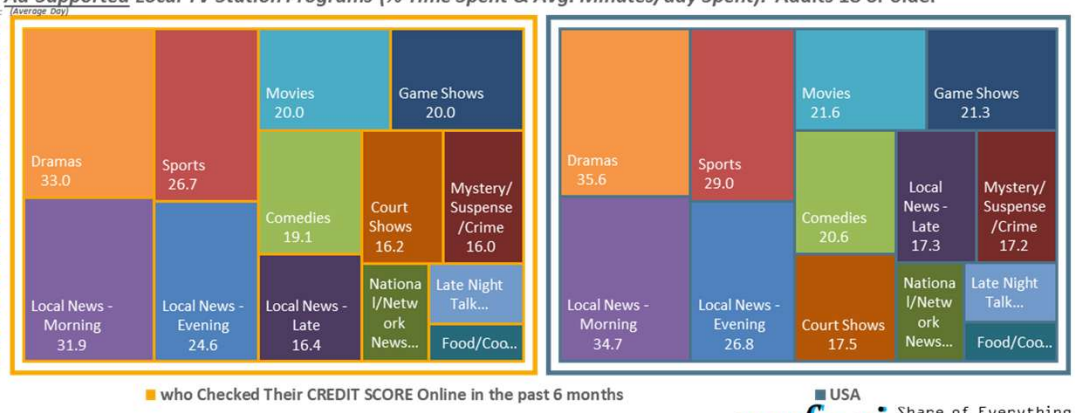
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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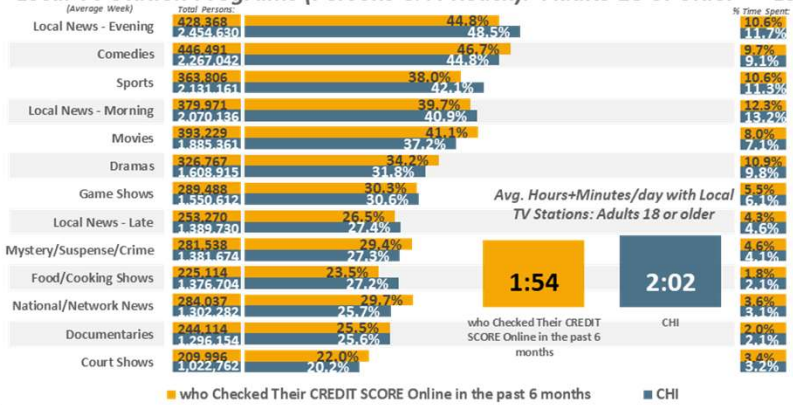
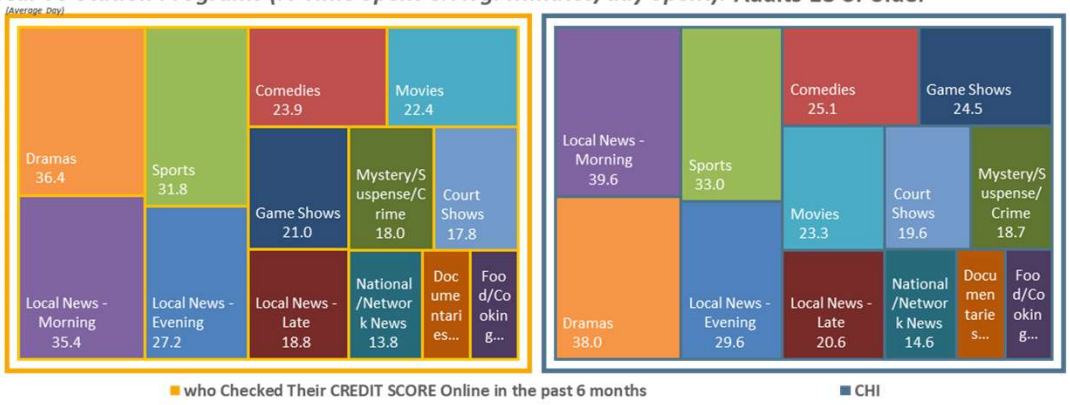
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

945,798 or 62.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Movies, Local News - Morning, Sports, and Dramas.

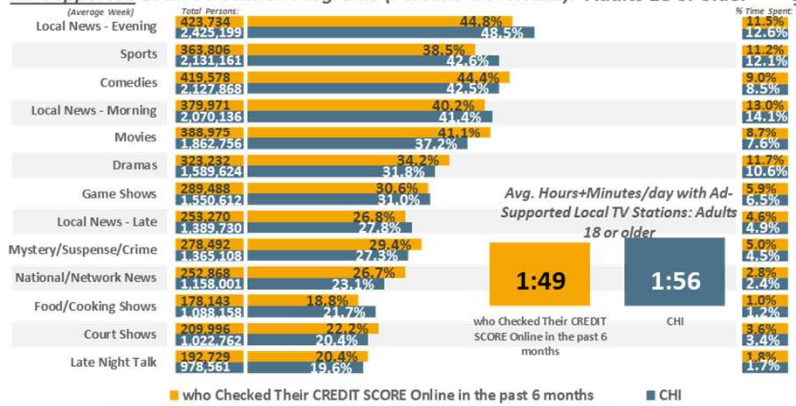
Local TV Station Programs (Persons & % Reach): Adults 18 or older



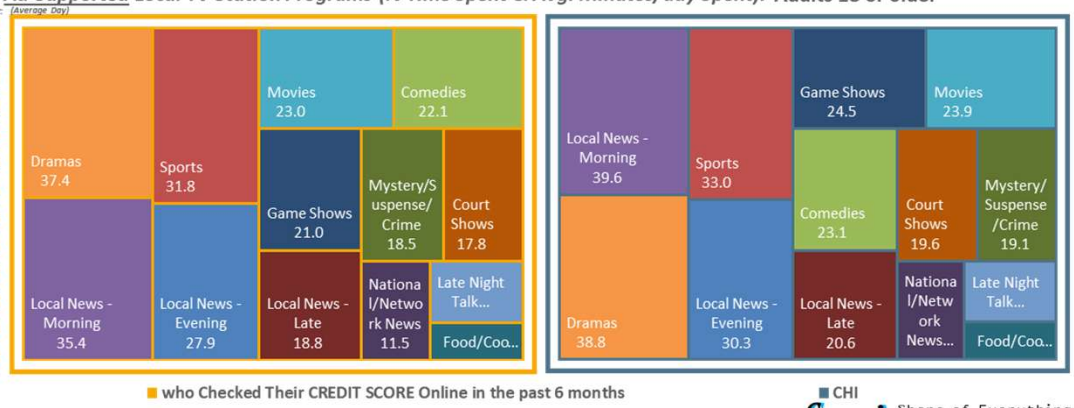
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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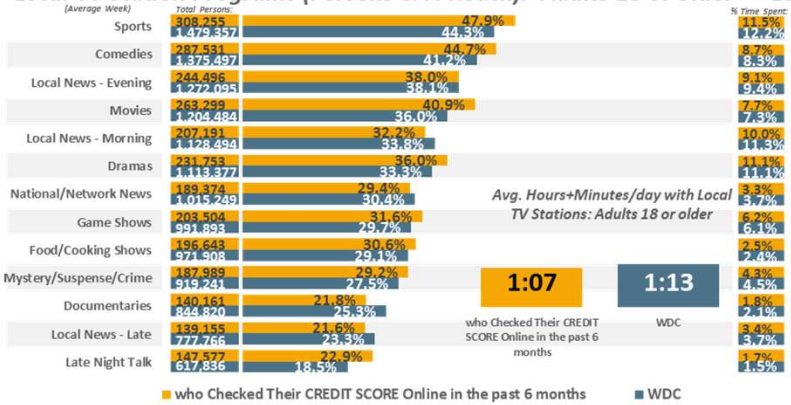
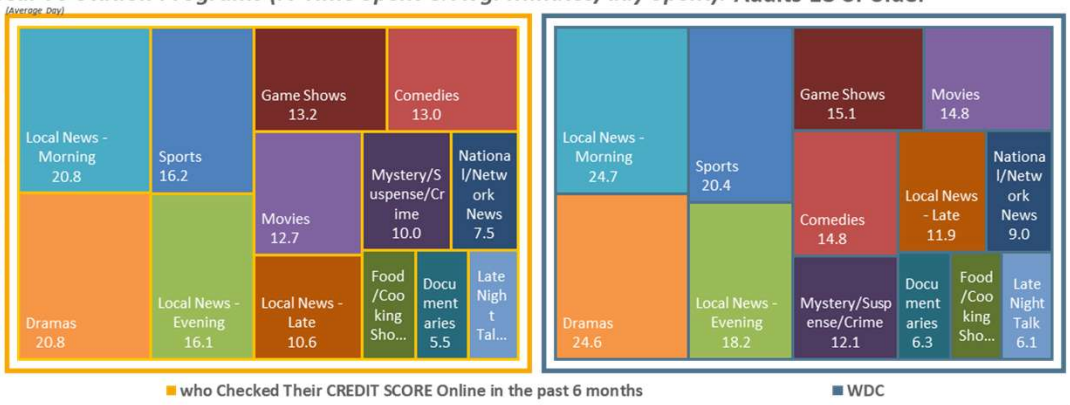
631,133 or 58.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Dramas, and Local News - Morning.

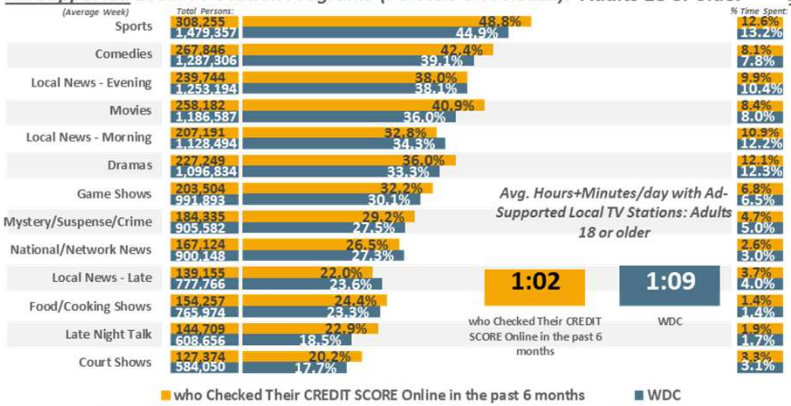
Local TV Station Programs (Persons & % Reach): Adults 18 or older



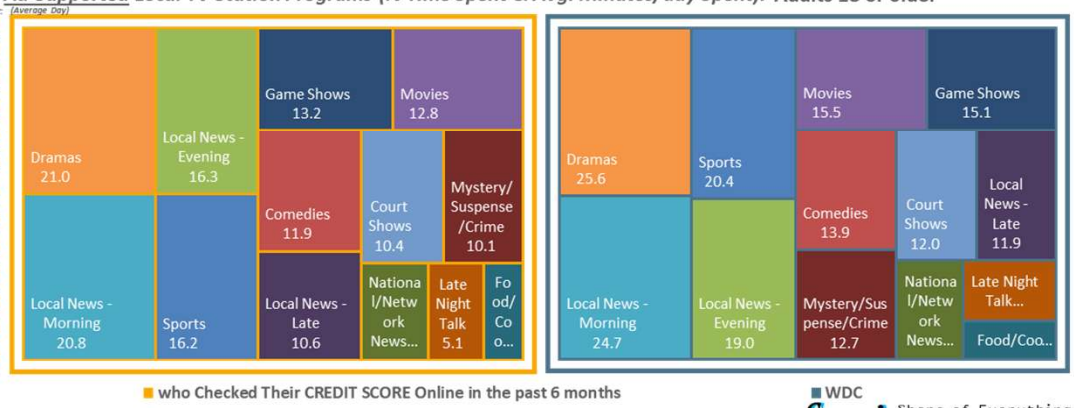
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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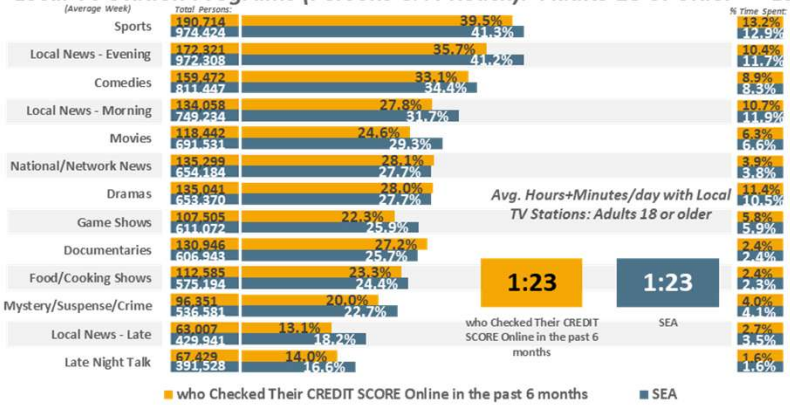
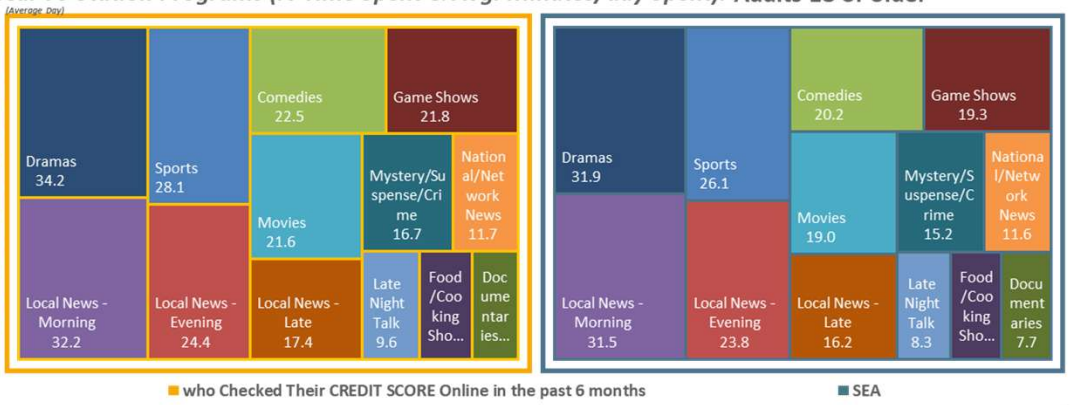
477,825 or 52.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and National/Network News.

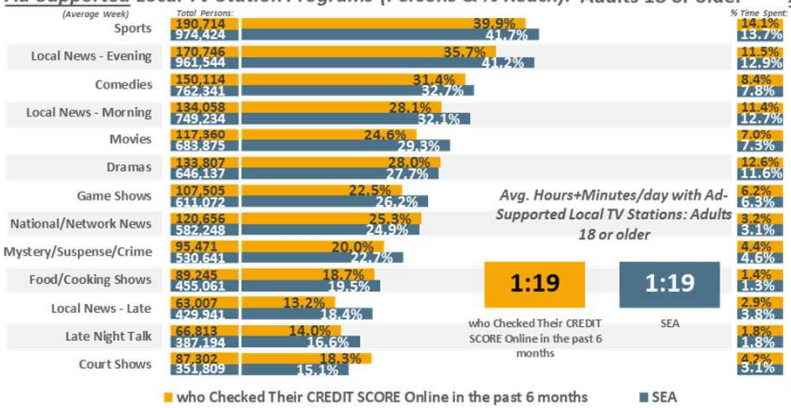
Local TV Station Programs (Persons & % Reach): Adults 18 or older



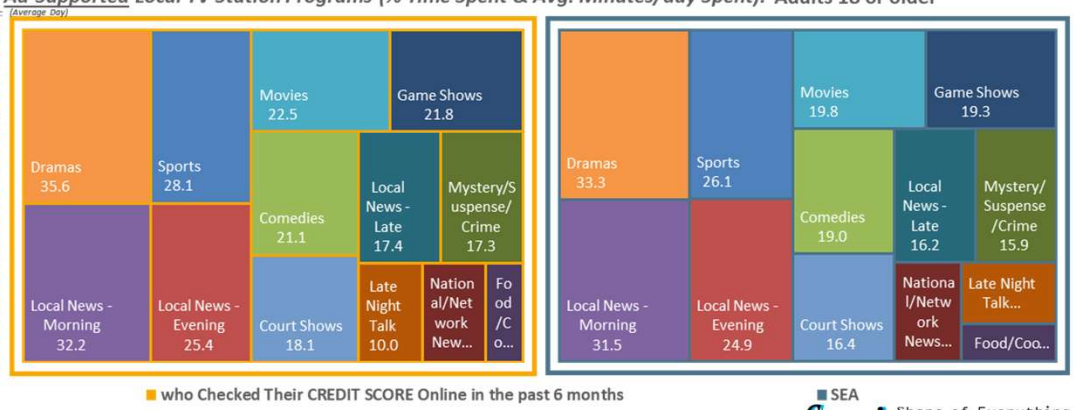
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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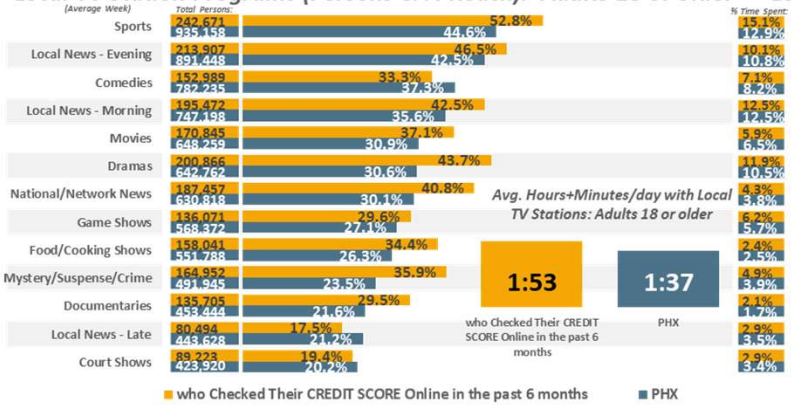
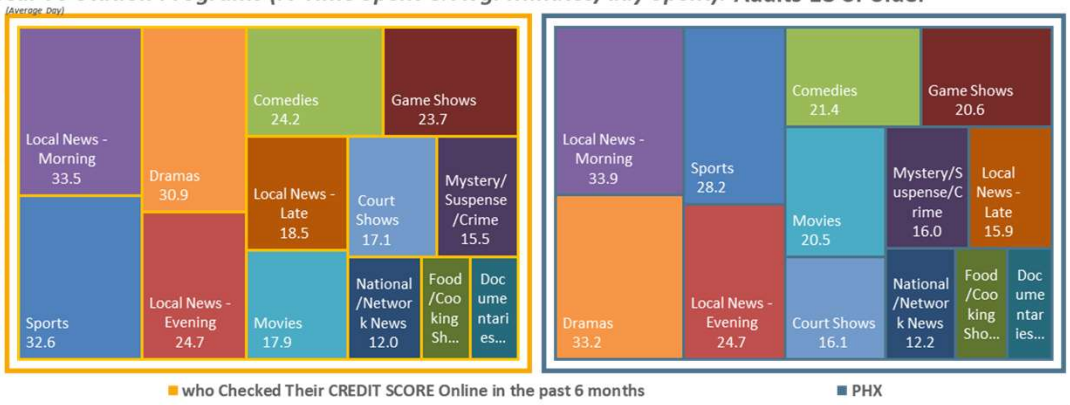
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

455,363 or 53.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Local News - Morning, Movies, and National/Network News.

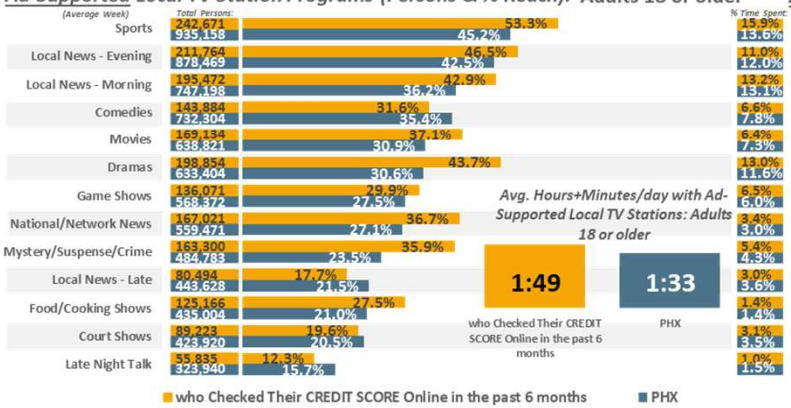
Local TV Station Programs (Persons & % Reach): Adults 18 or older



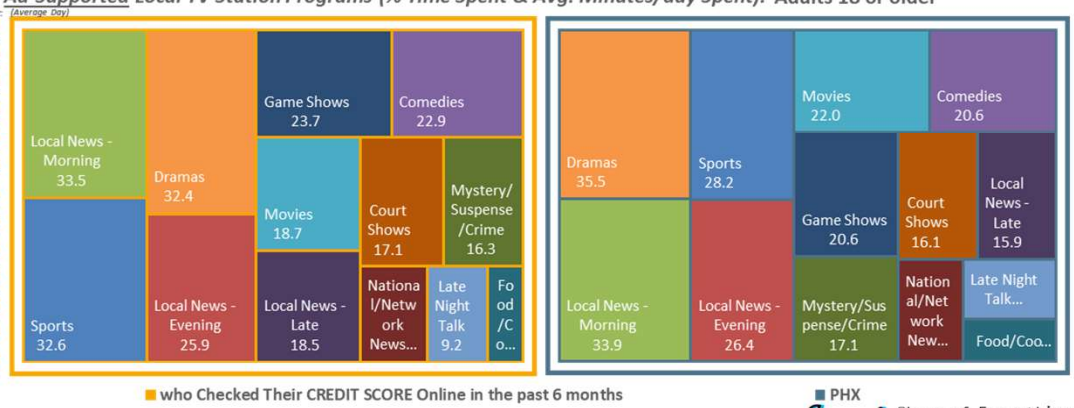
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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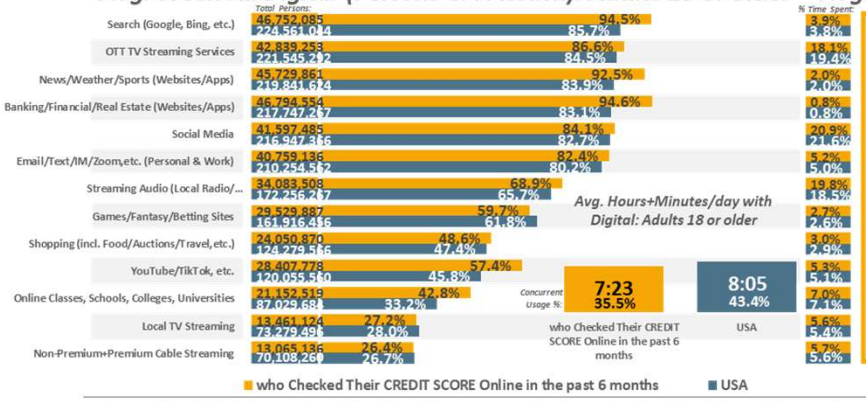
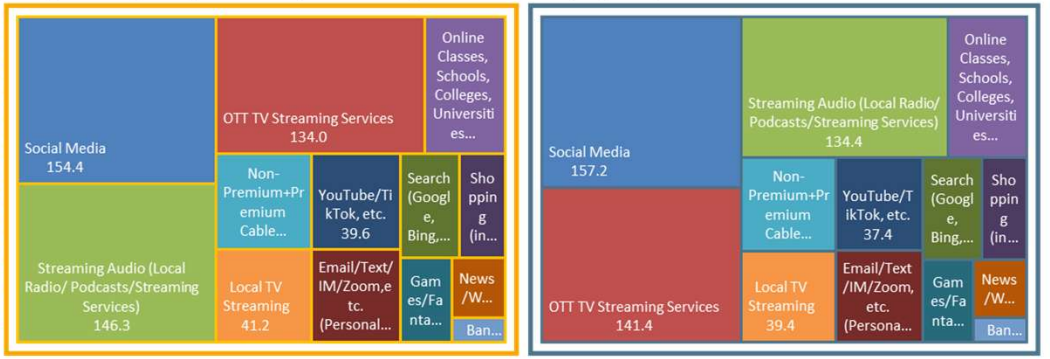
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

35,322,106 or 71.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 131.1 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

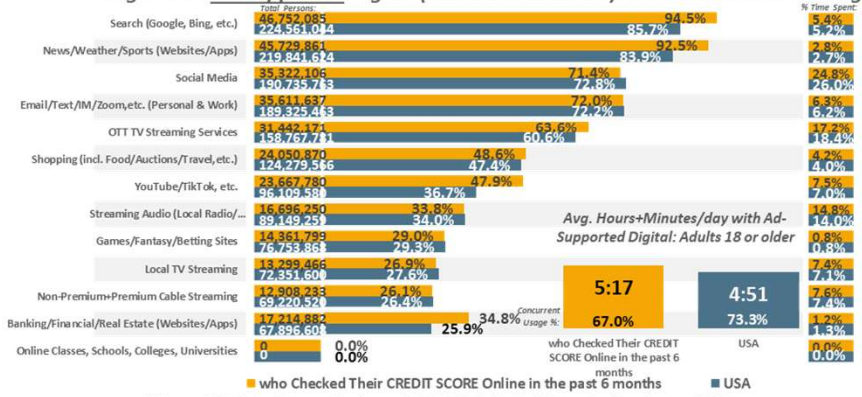
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



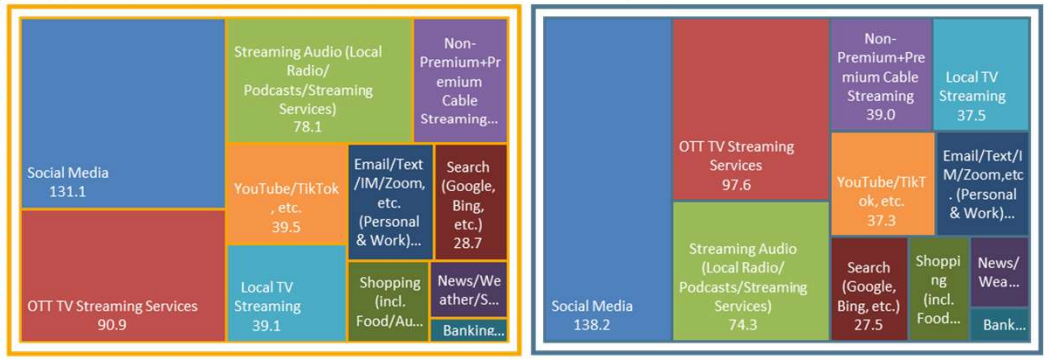
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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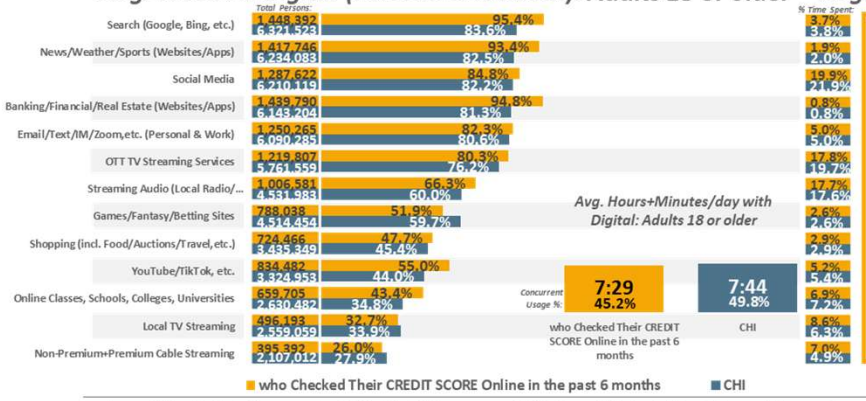
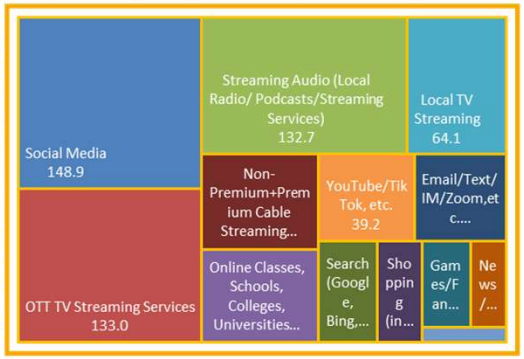
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

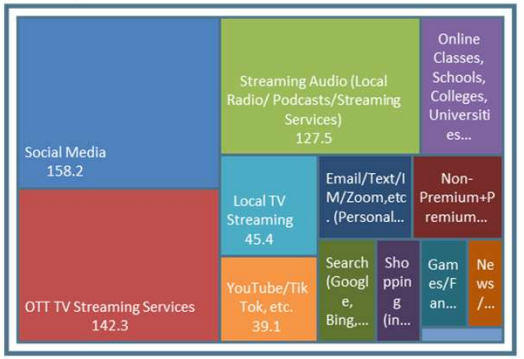
1,105,899 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 127.9 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

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

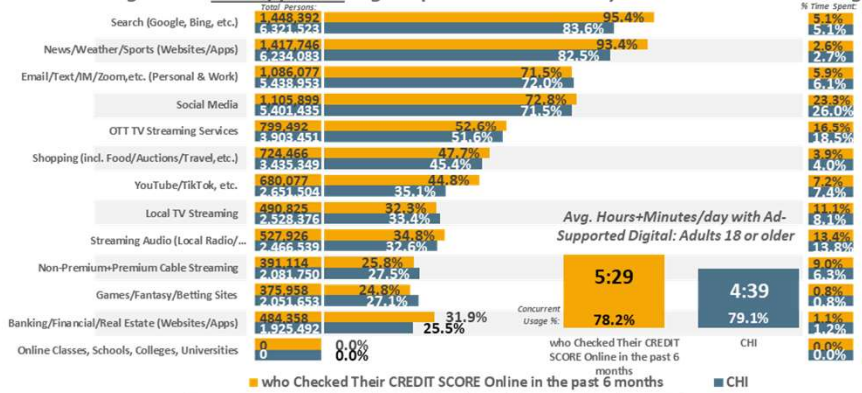


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

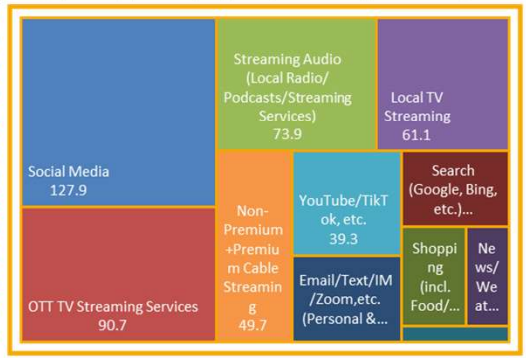


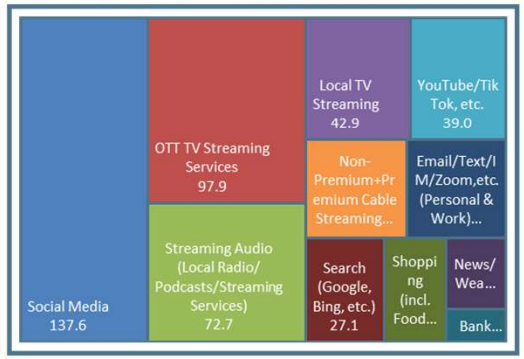


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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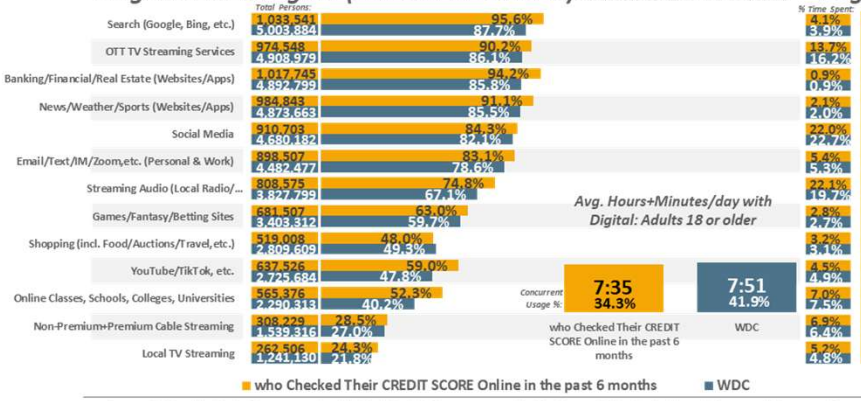
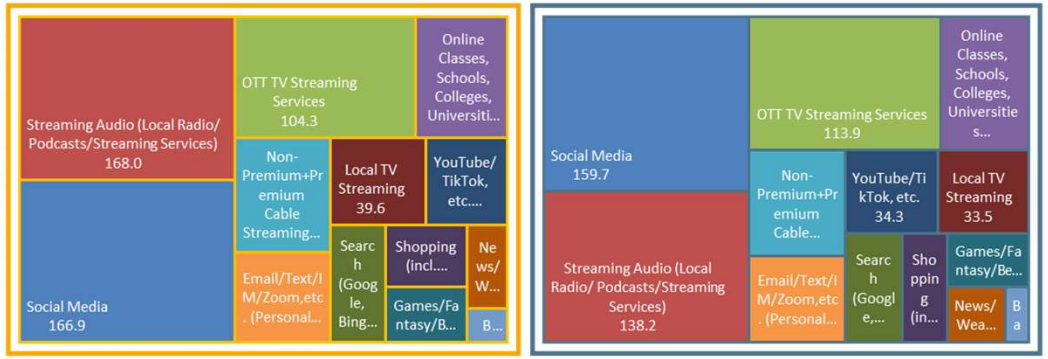
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

776,754 or 71.9% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 142.3 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

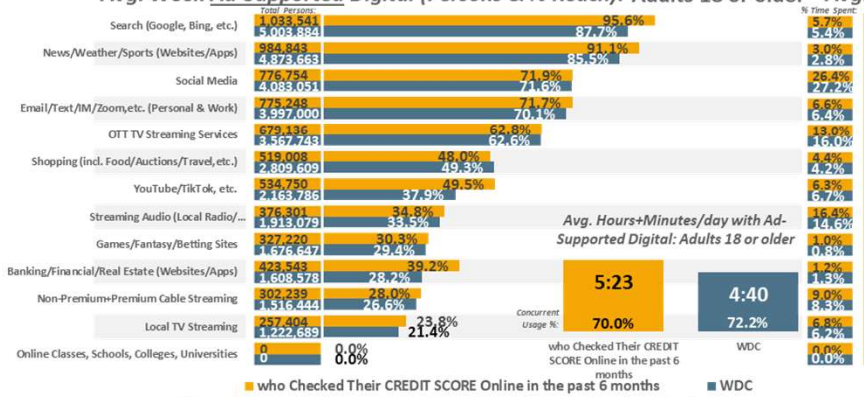
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



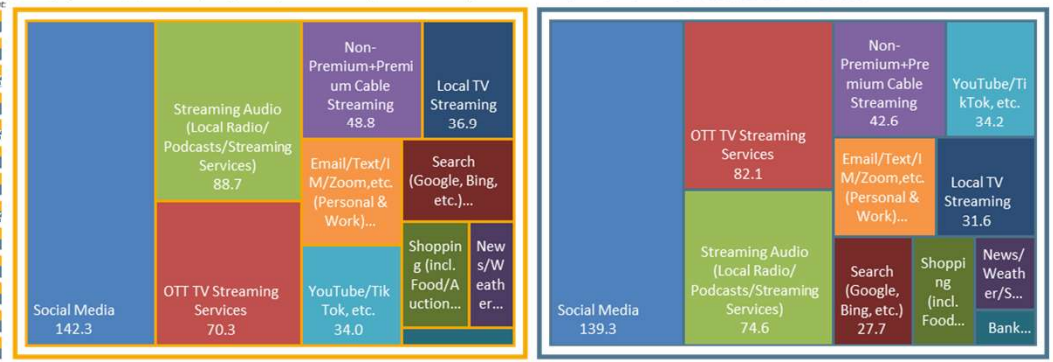
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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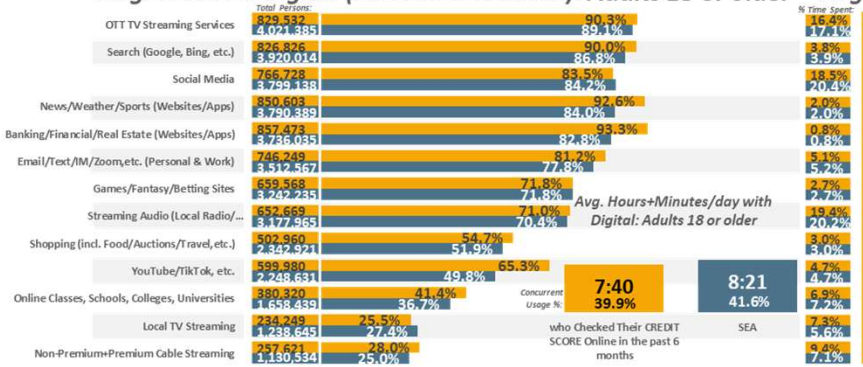
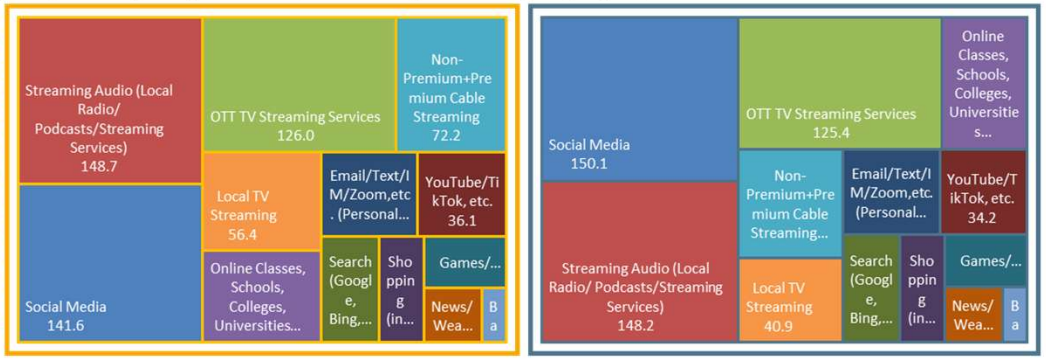
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

638,865 or 69.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 118. minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

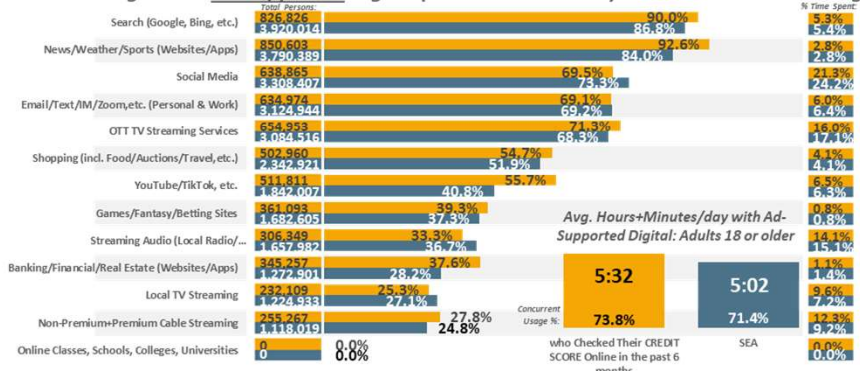
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



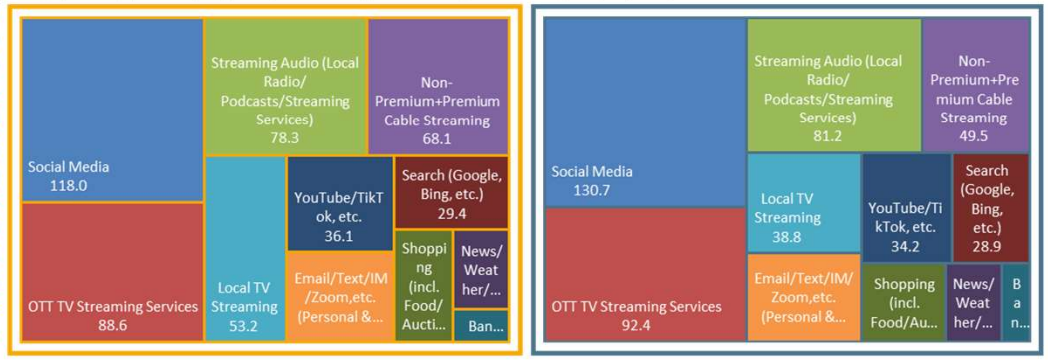
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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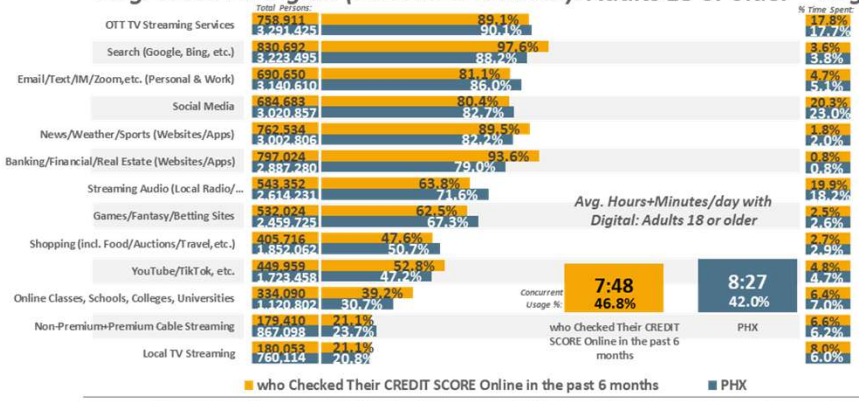
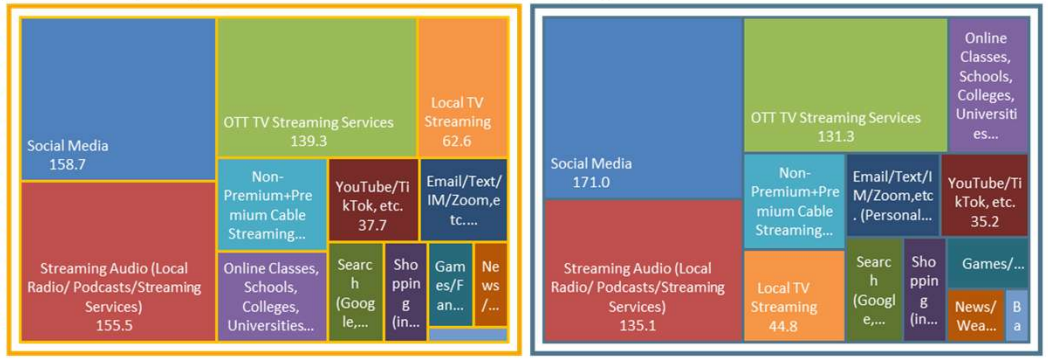
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

589,787 or 69.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 136.7 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

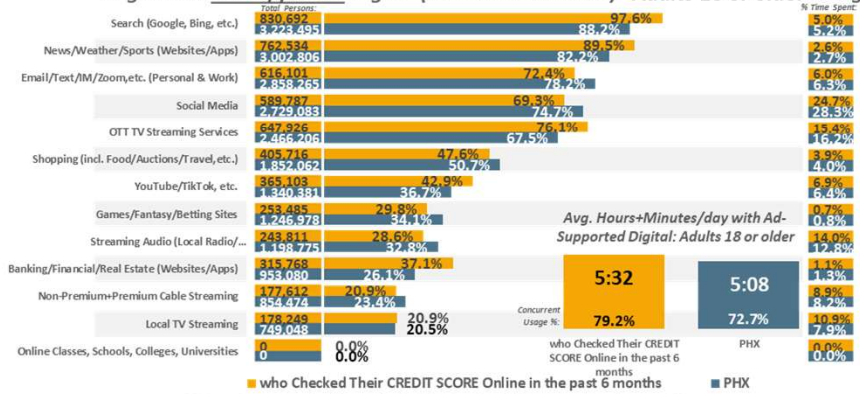
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



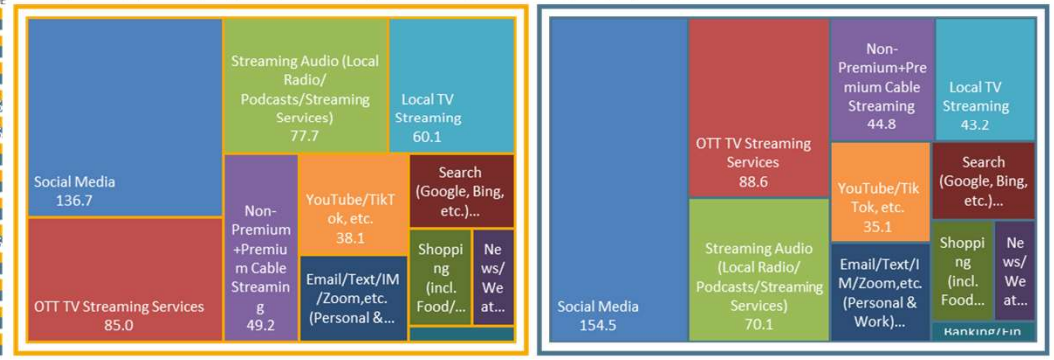
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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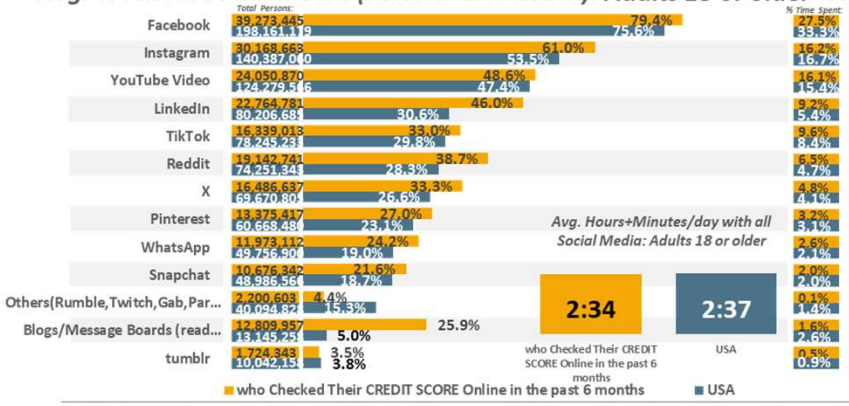
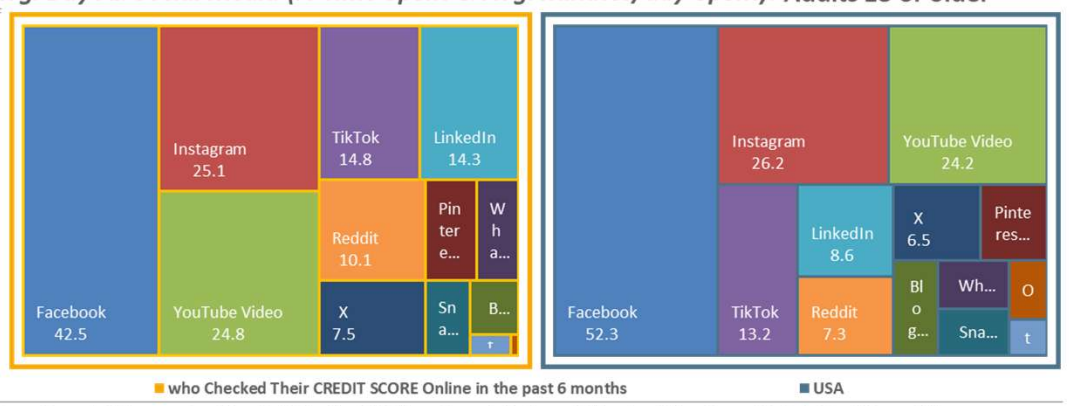
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

35,322,106 or 71.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 40.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

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

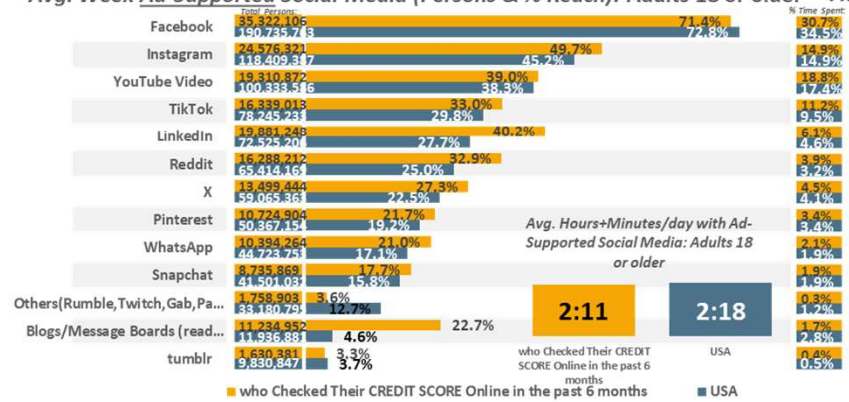


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

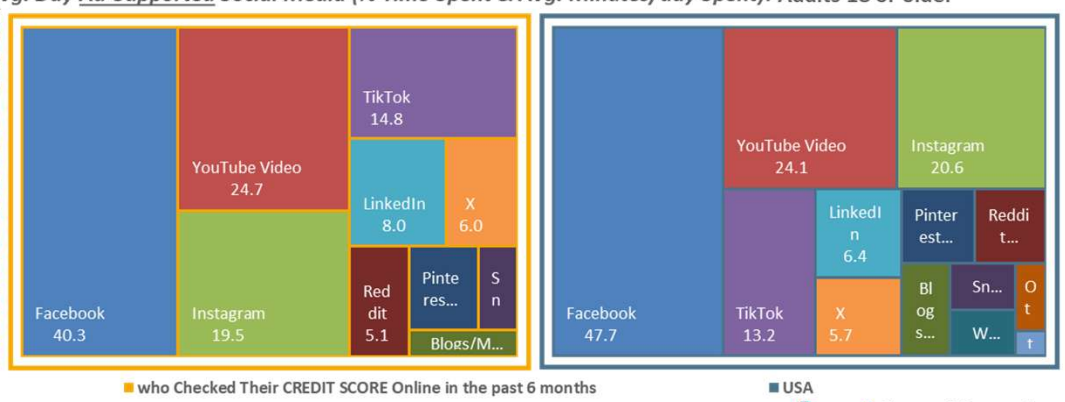


who Checked Their CREDIT SCORE Online in the past 6 months ■ USA

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



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



who Checked Their CREDIT SCORE Online in the past 6 months ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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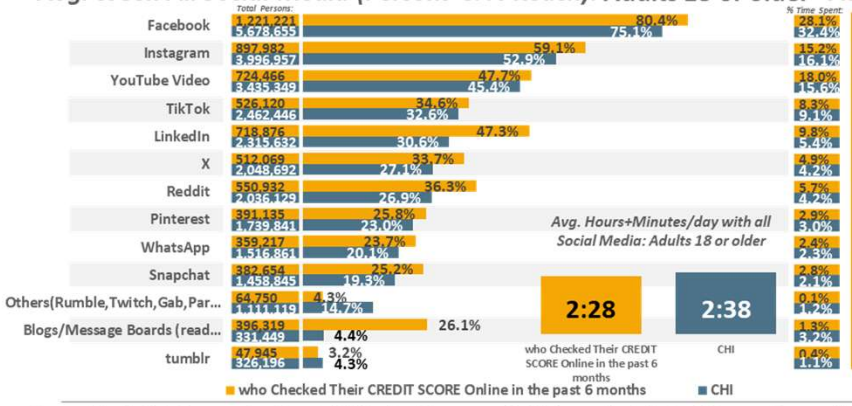
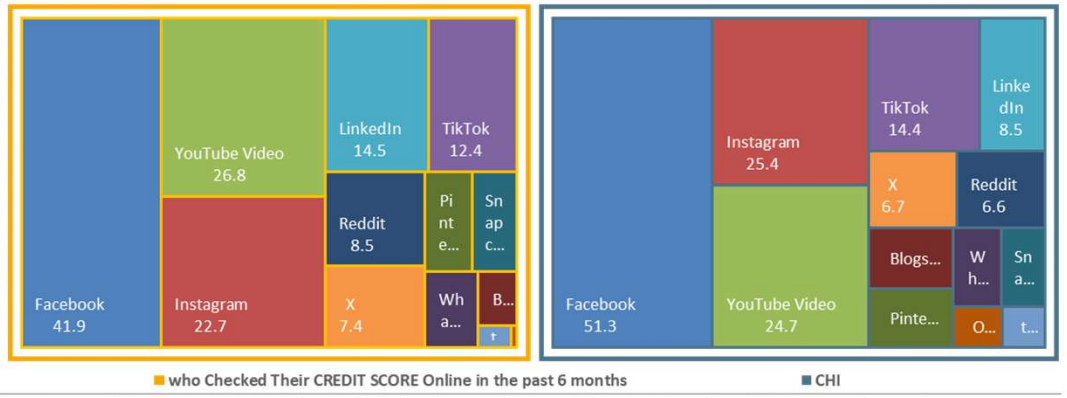
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

1,105,899 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 39.5 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

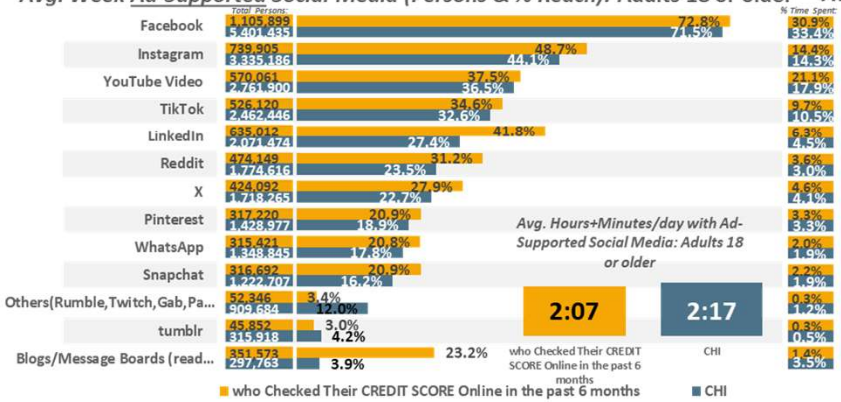
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



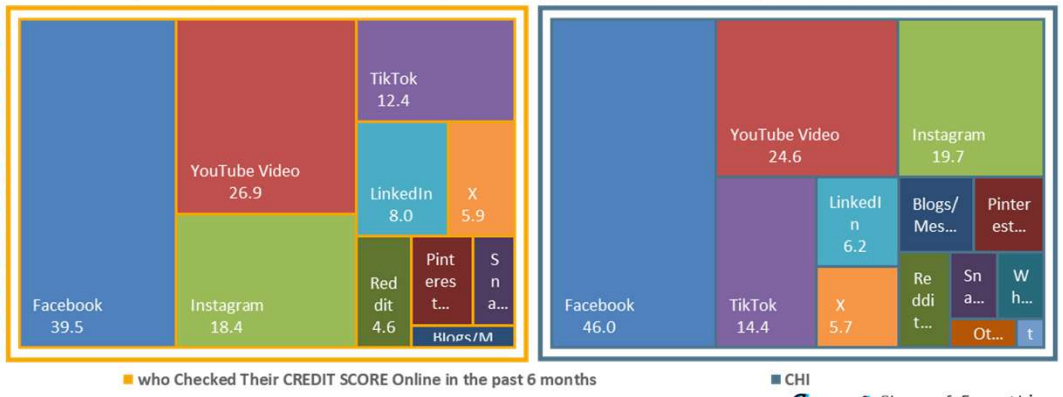
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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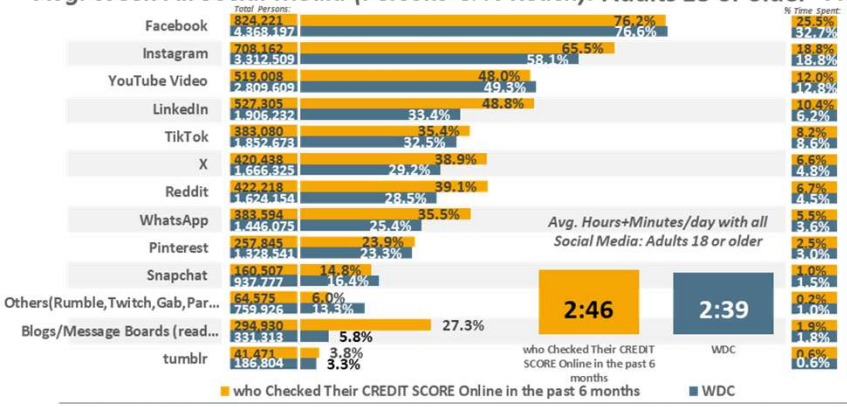
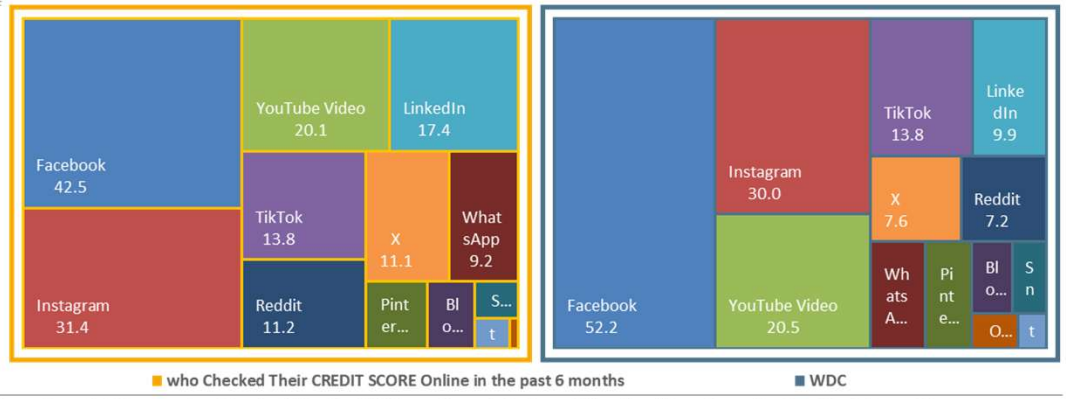
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

776,754 or 71.9% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 45.9 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

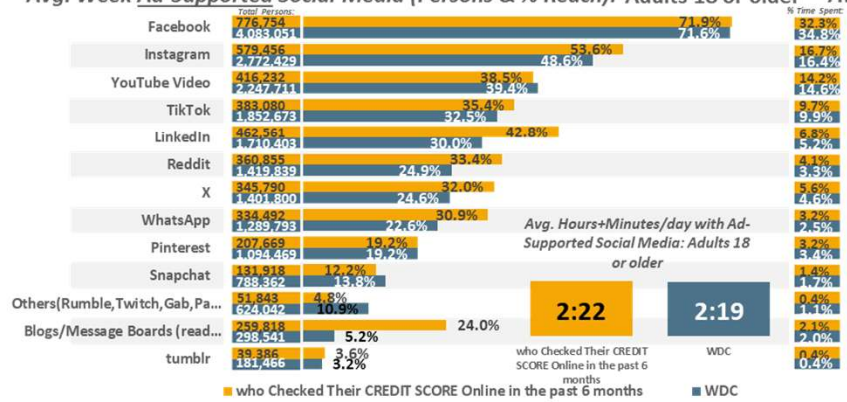
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



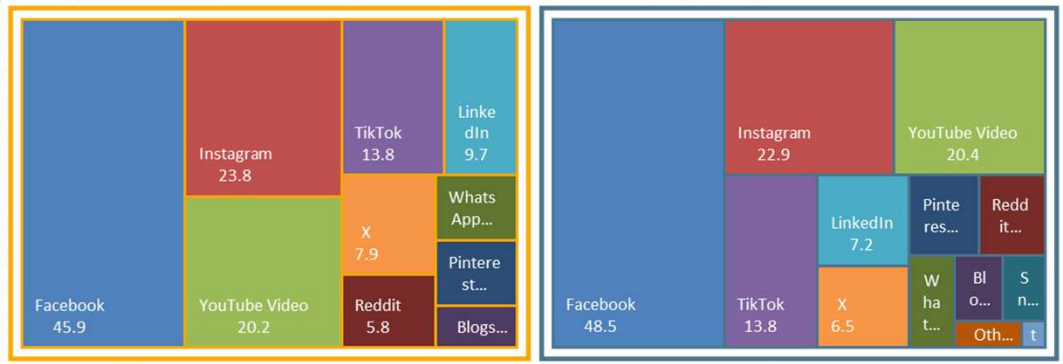
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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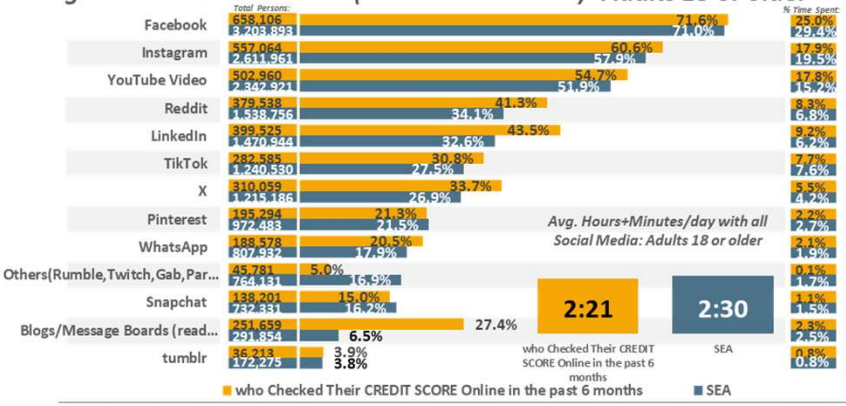
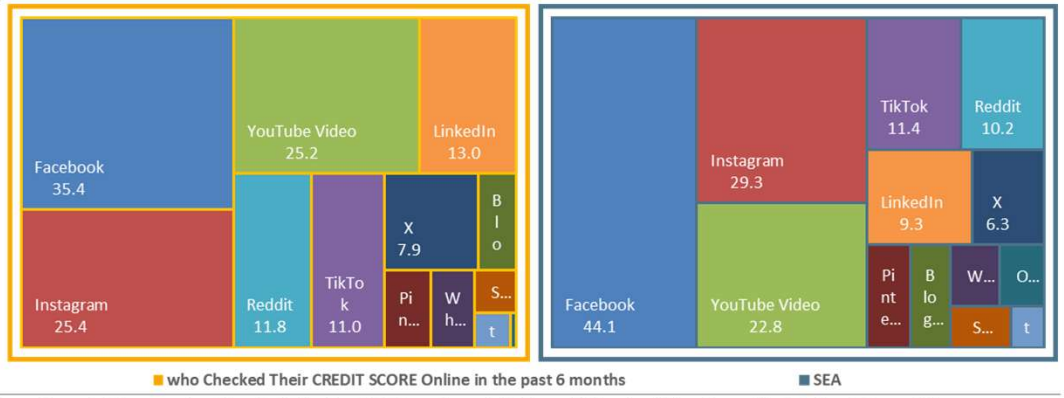
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

638,865 or 69.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 36.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

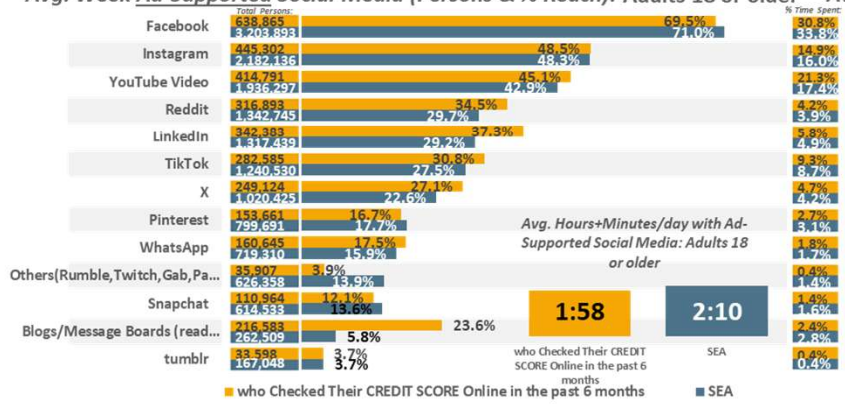
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



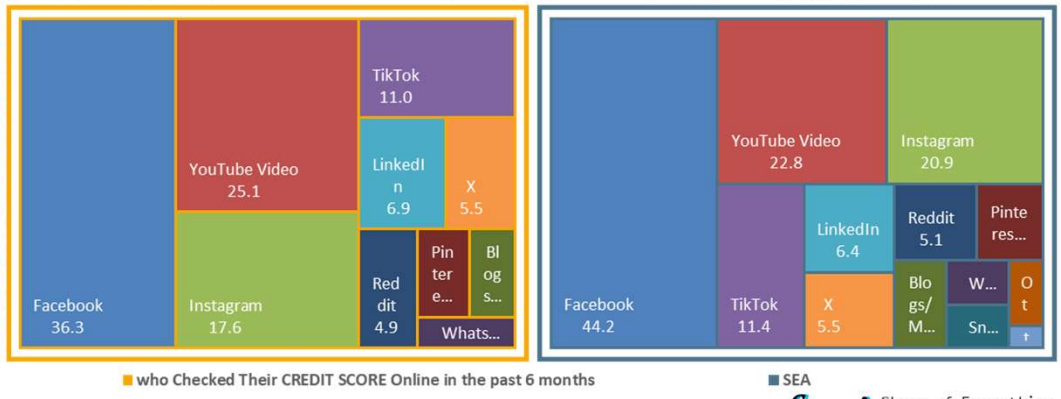
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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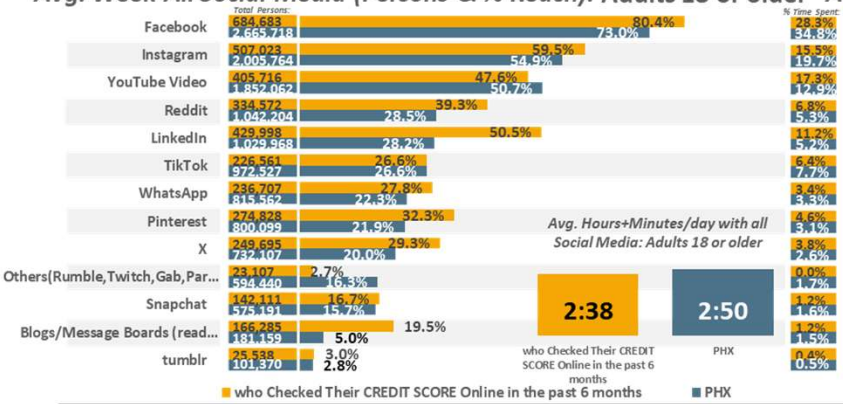
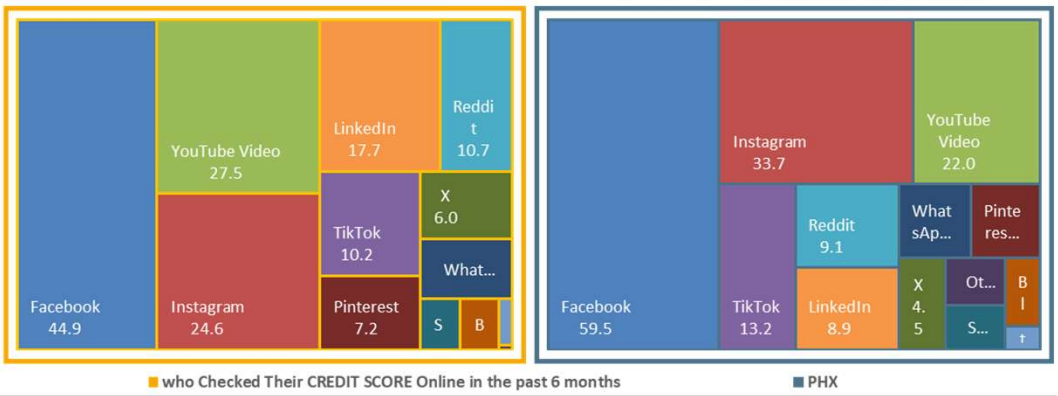
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

589,787 or 69.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 42.5 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

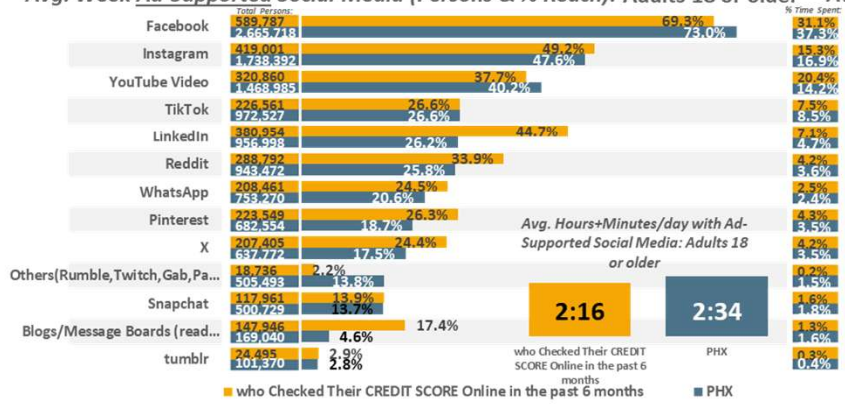
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



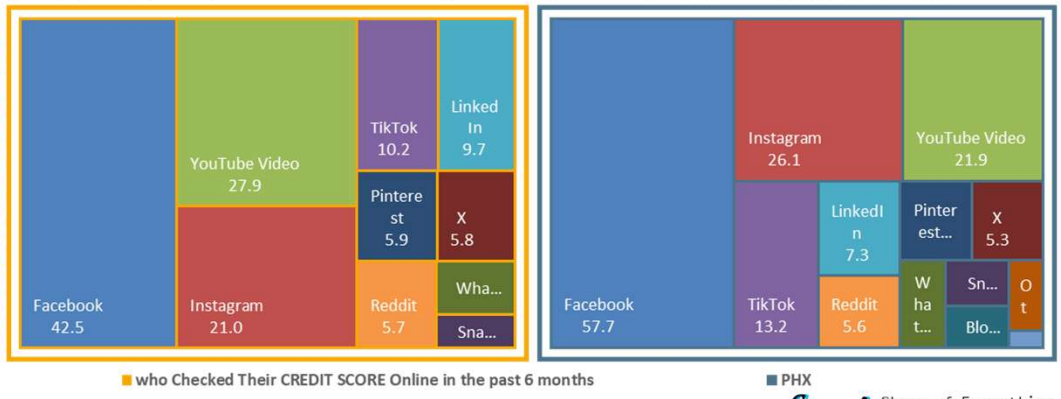
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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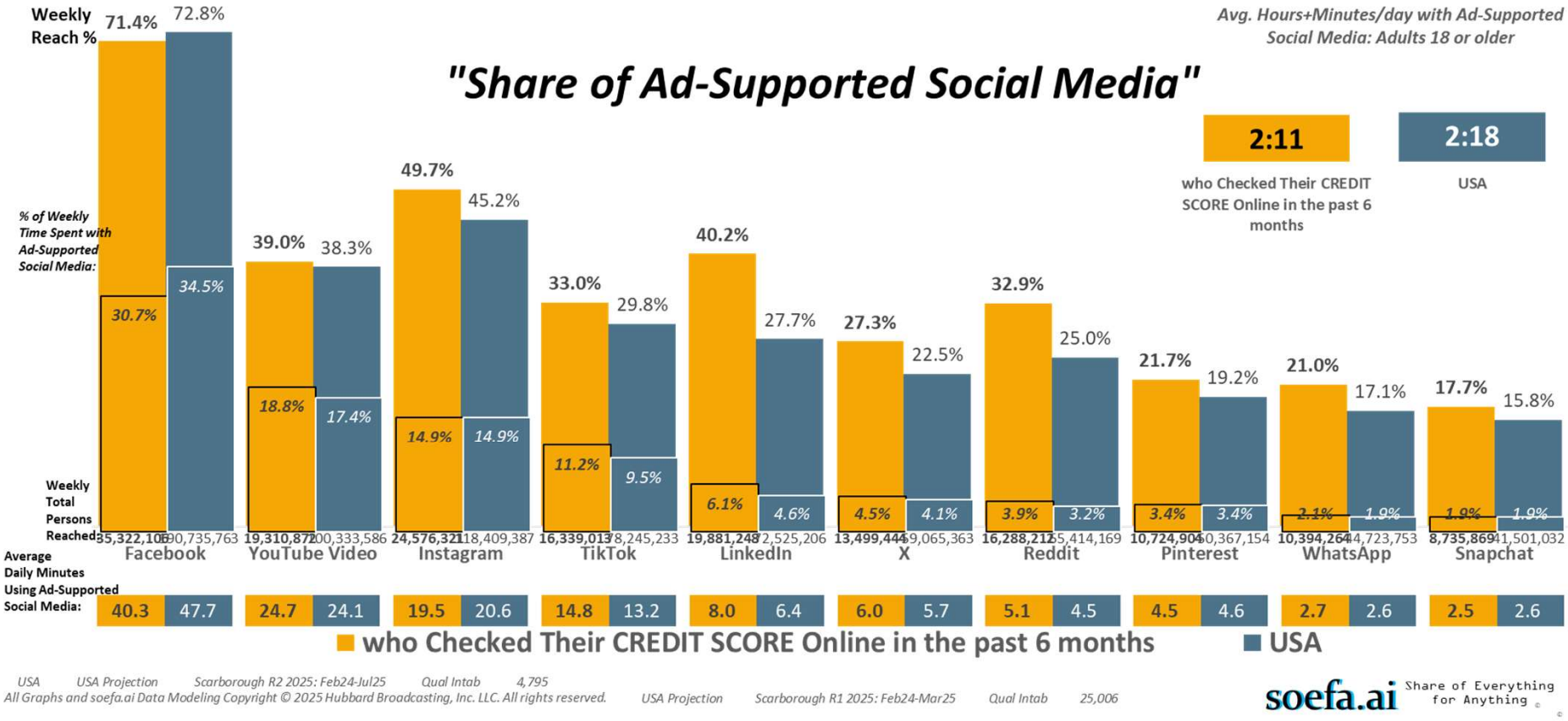
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

35,322,106 or 71.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 40.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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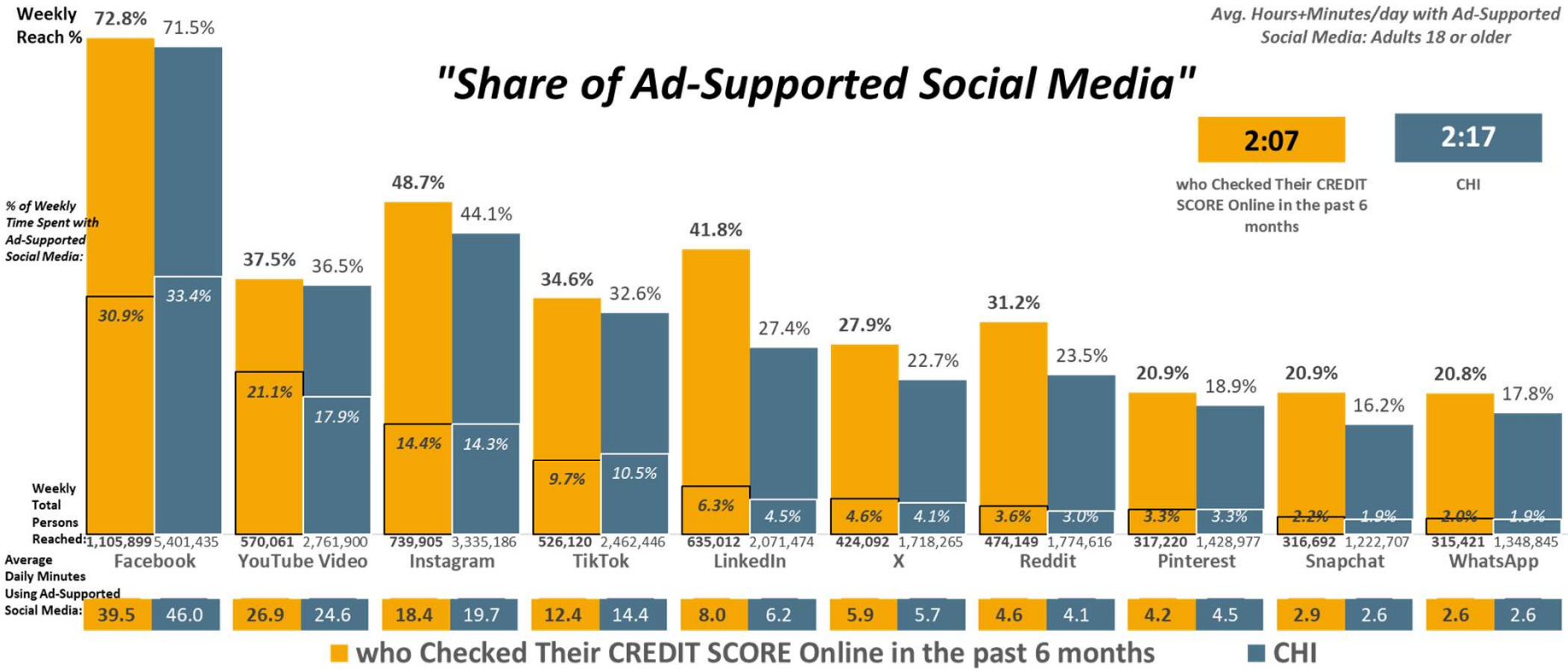
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

1,105,899 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 39.5 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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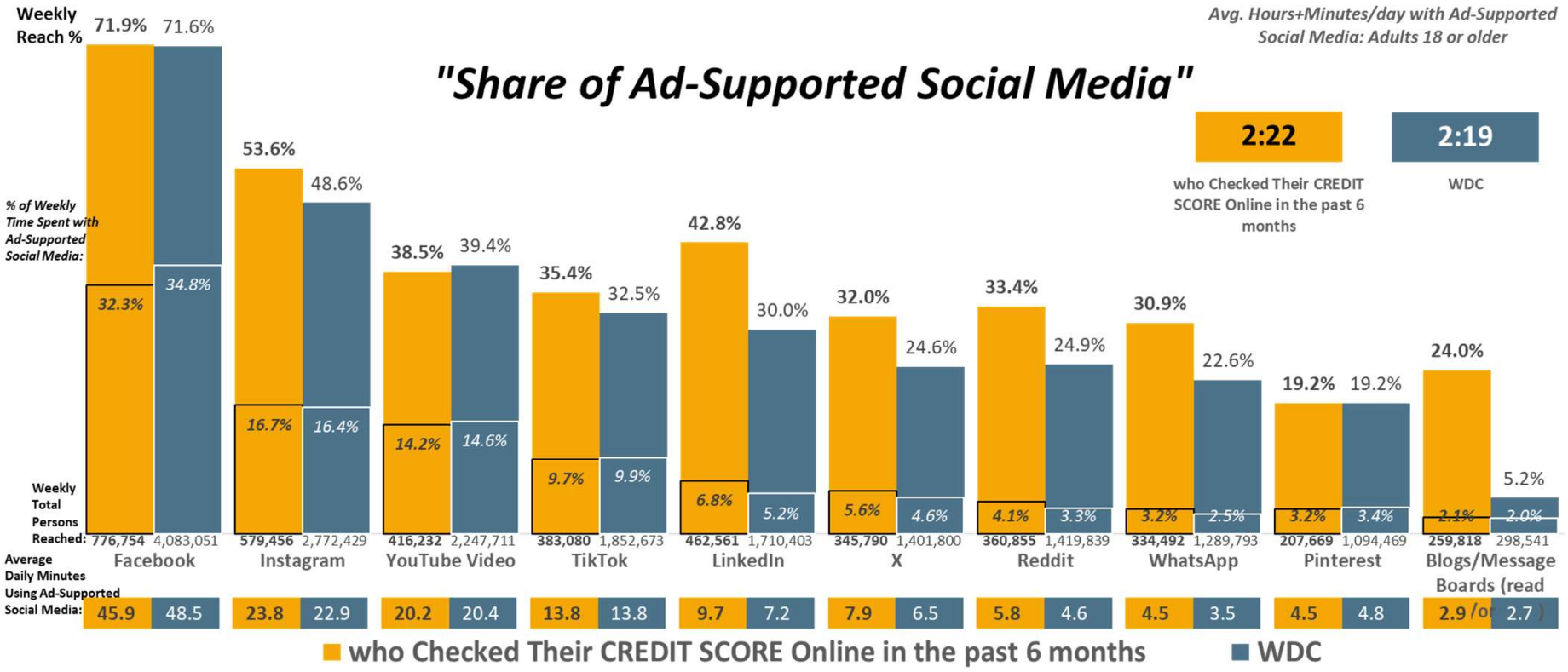
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

776,754 or 71.9% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 45.9 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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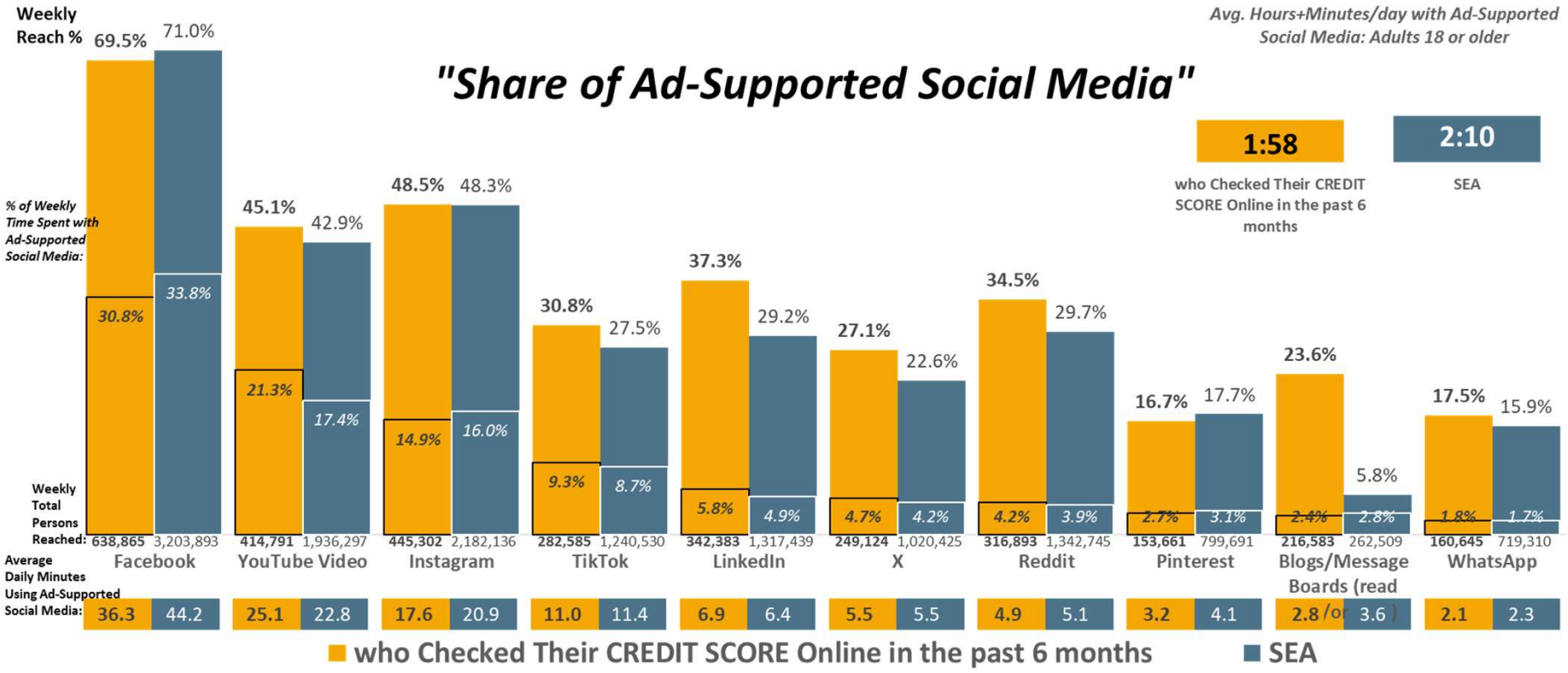
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

638,865 or 69.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 36.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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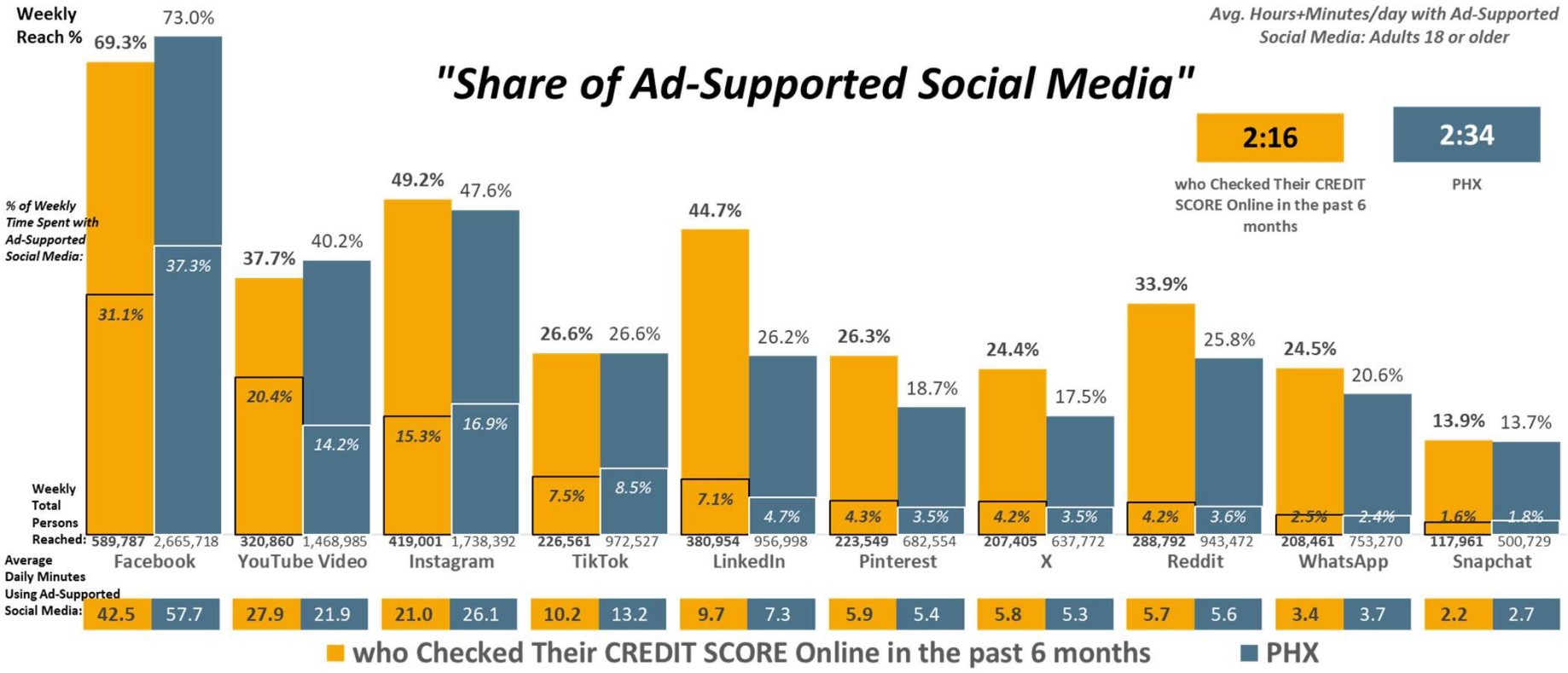
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

589,787 or 69.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 42.5 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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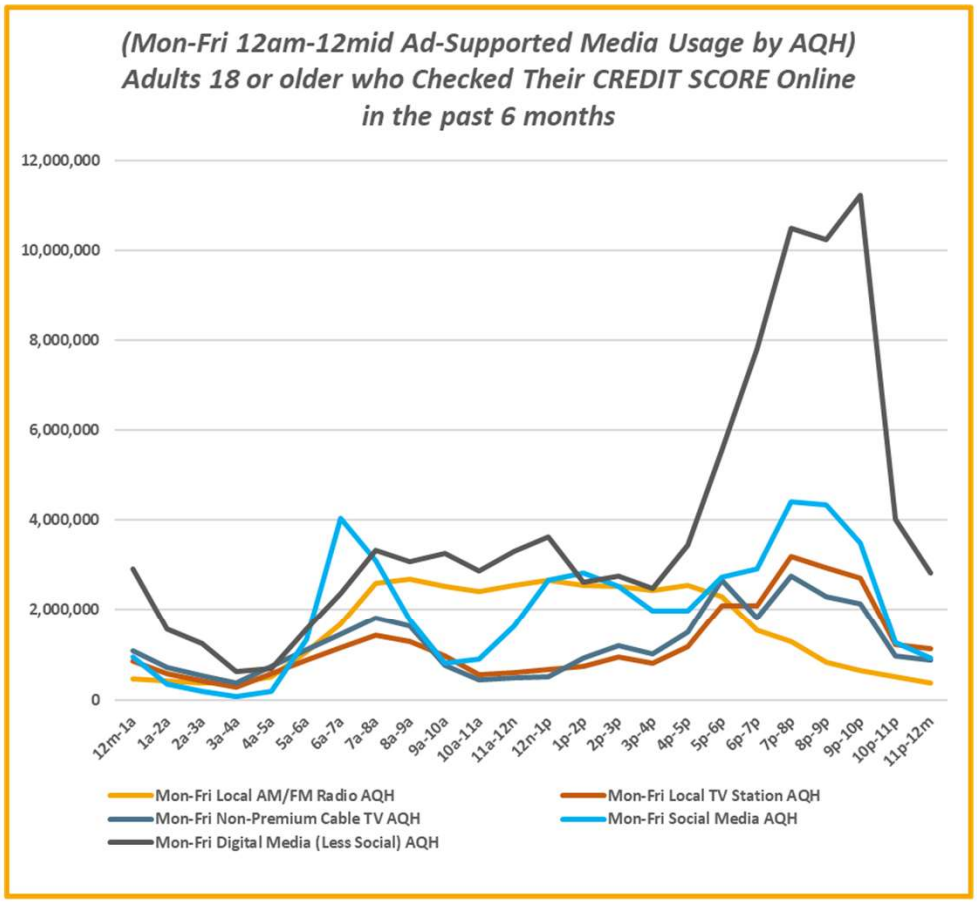
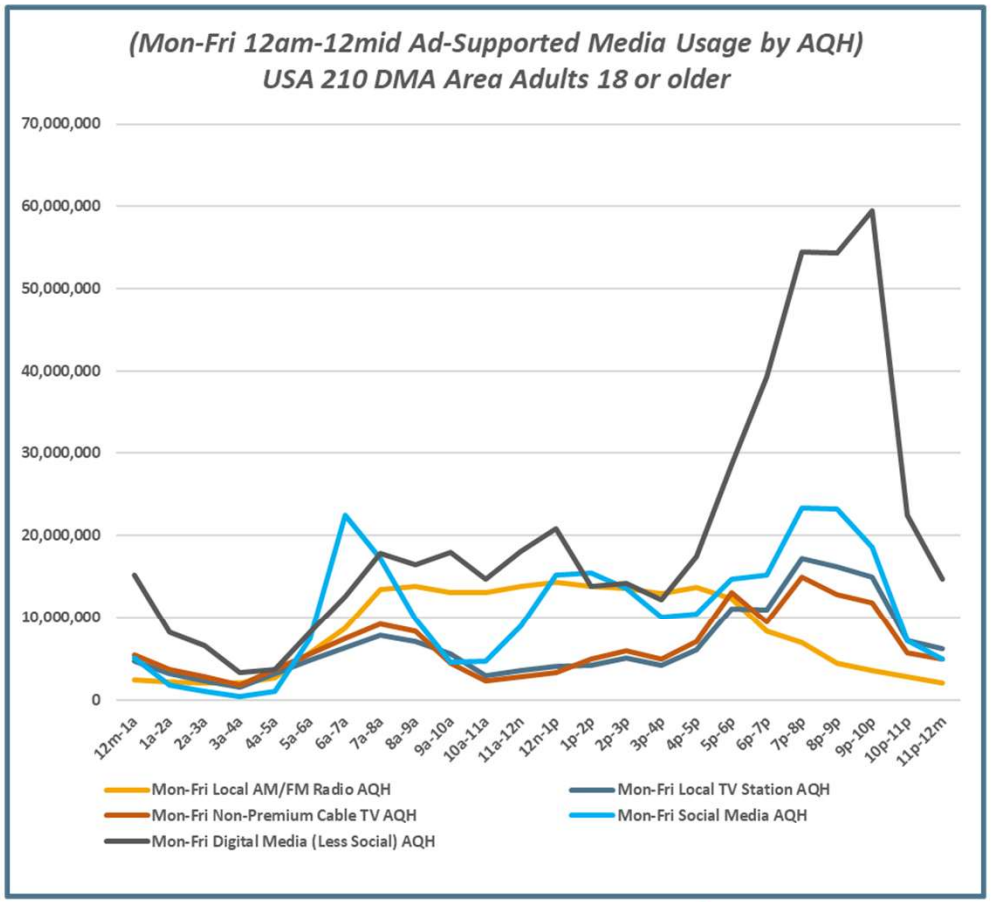
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

credit karma USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,580,363; Local Radio: 2,390,333; Social Media: 2,296,921; Non-Prem. Cable: 1,244,307; Local TV: 1,115,982 reaching Adults 18 or older who Checked Their CREDIT SCORE Onl





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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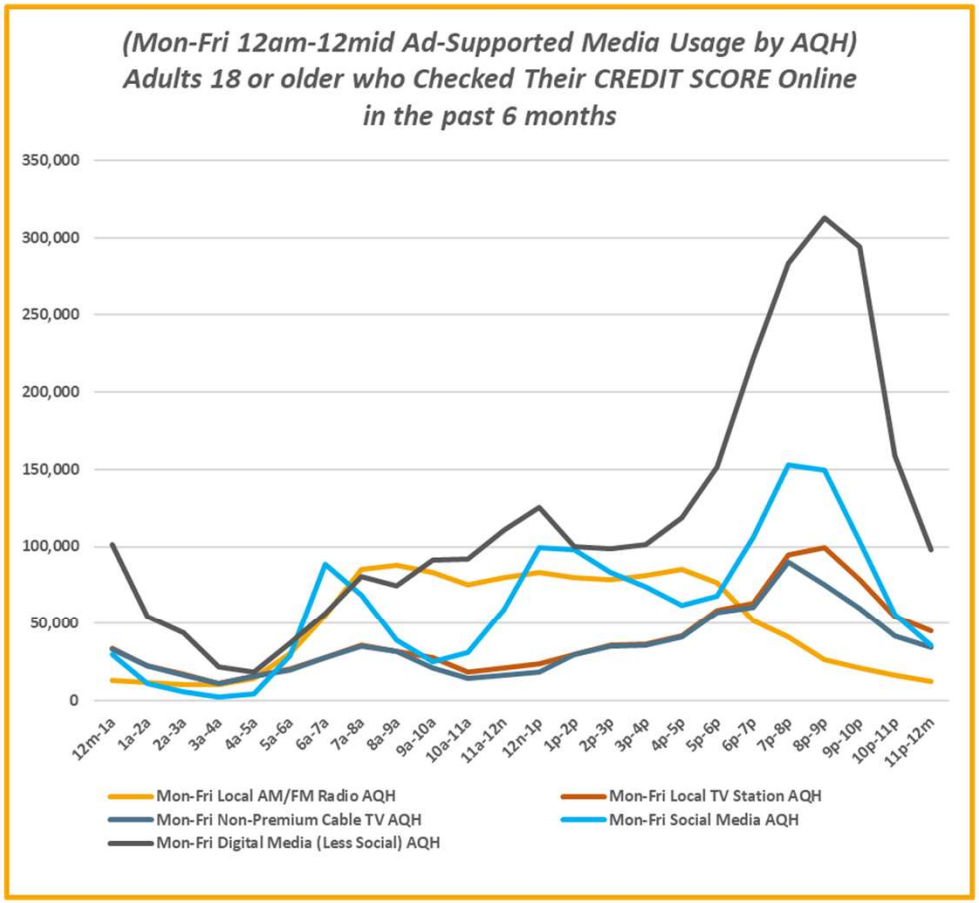
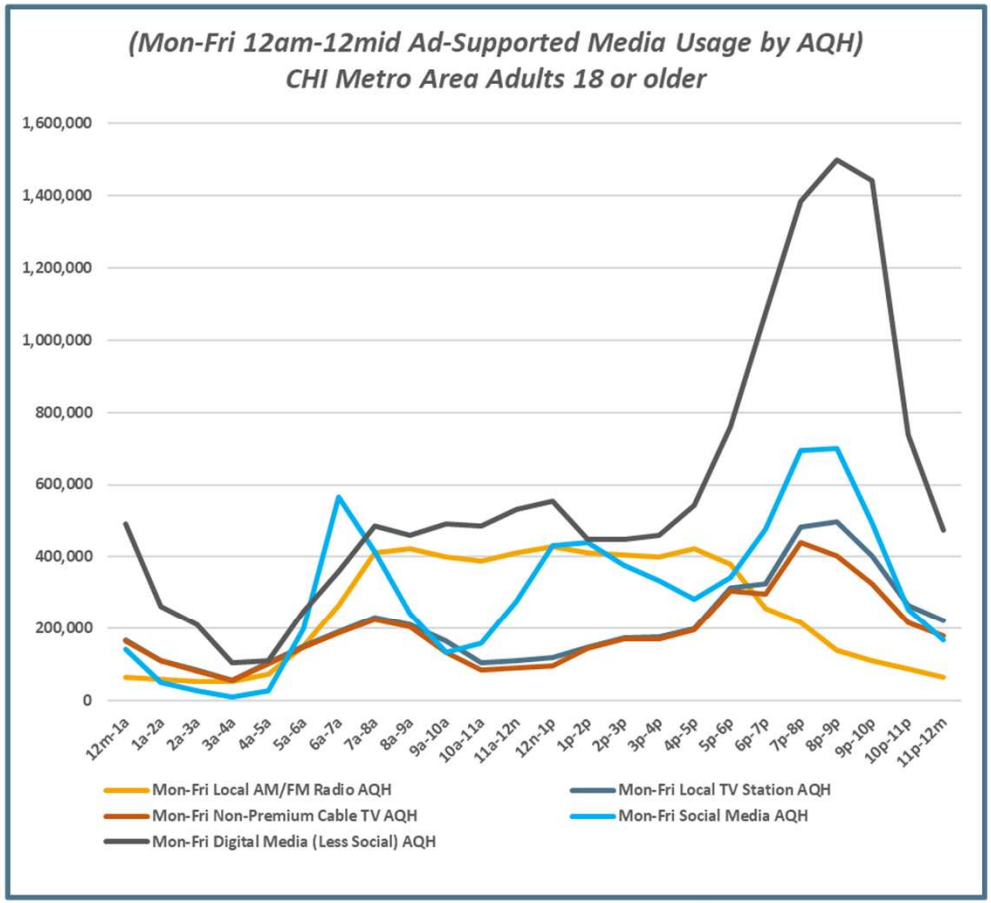
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 109,480; Local Radio: 77,212; Social Media: 69,430; Local TV: 34,849; Non-Prem. Cable: 32,568 reaching Adults 18 or older who Checked Their CREDIT SCORE Online in the pas





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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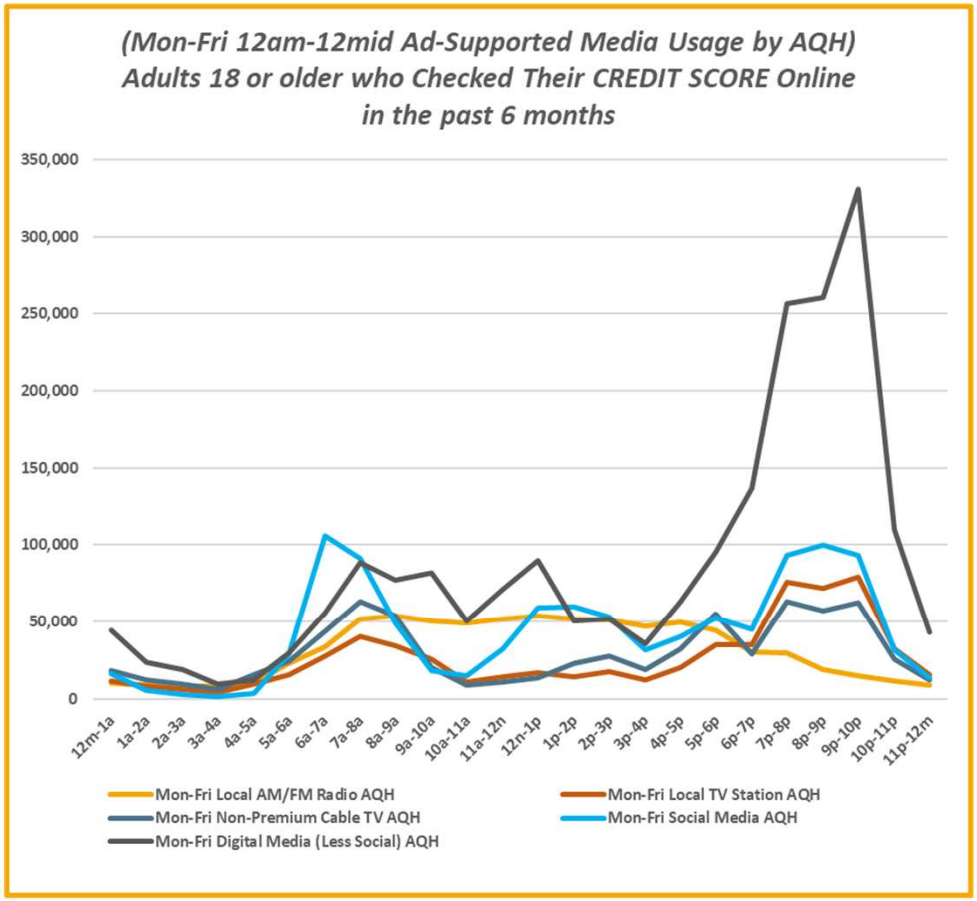
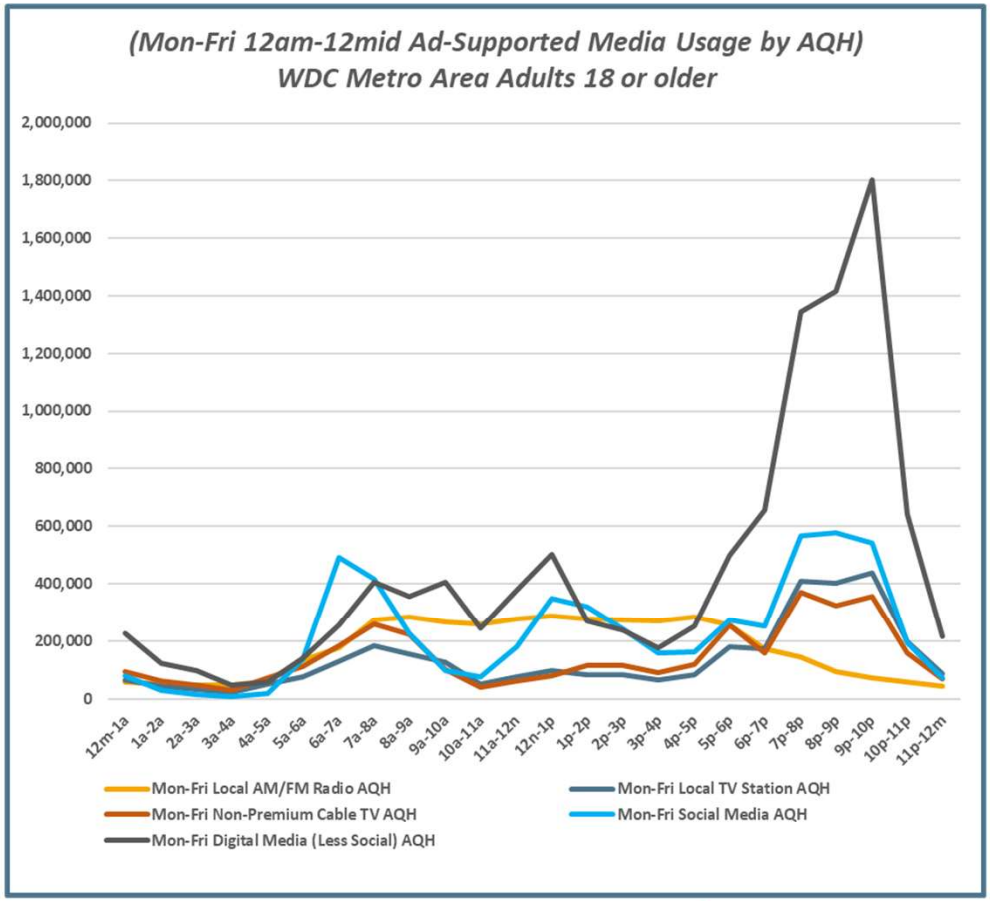
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 72,800; Social Media: 50,137; Local Radio: 47,446; Non-Prem. Cable: 30,577; Local TV: 23,263 reaching Adults 18 or older who Checked Their CREDIT SCORE Online in the past





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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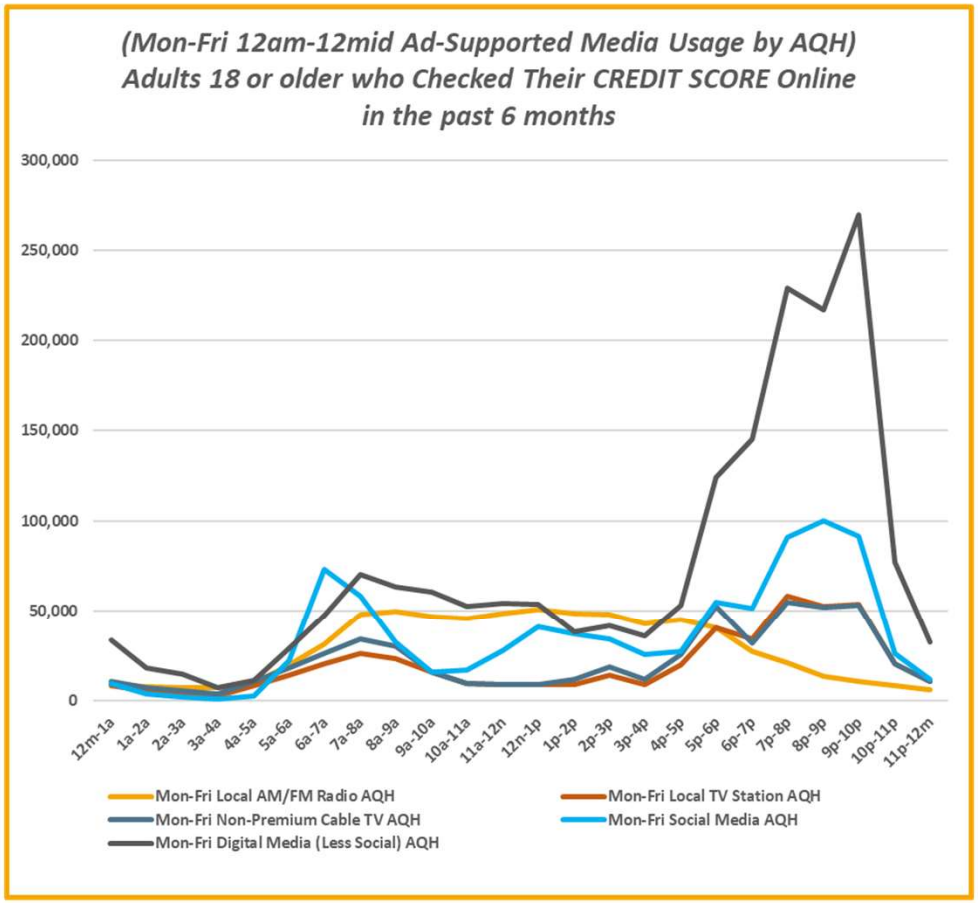
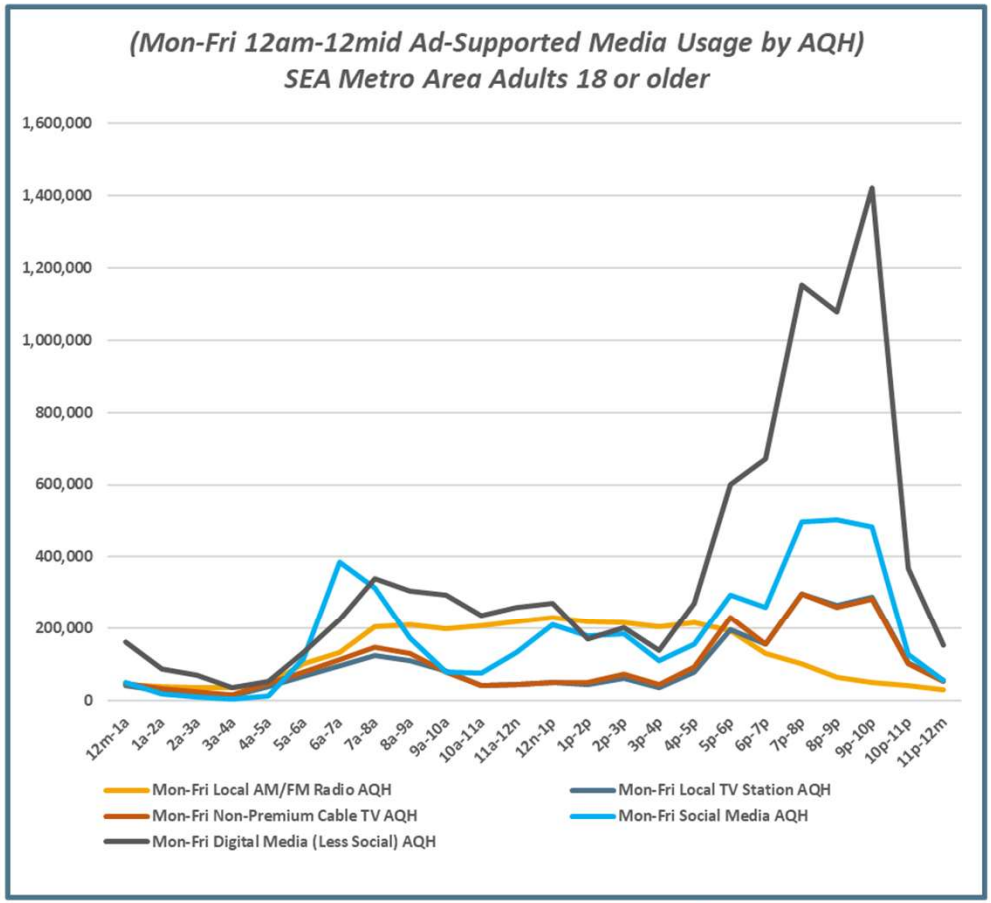
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 64,661; Local Radio: 43,994; Social Media: 38,086; Non-Prem. Cable: 21,882; Local TV: 18,424 reaching Adults 18 or older who Checked Their CREDIT SCORE Online in the past





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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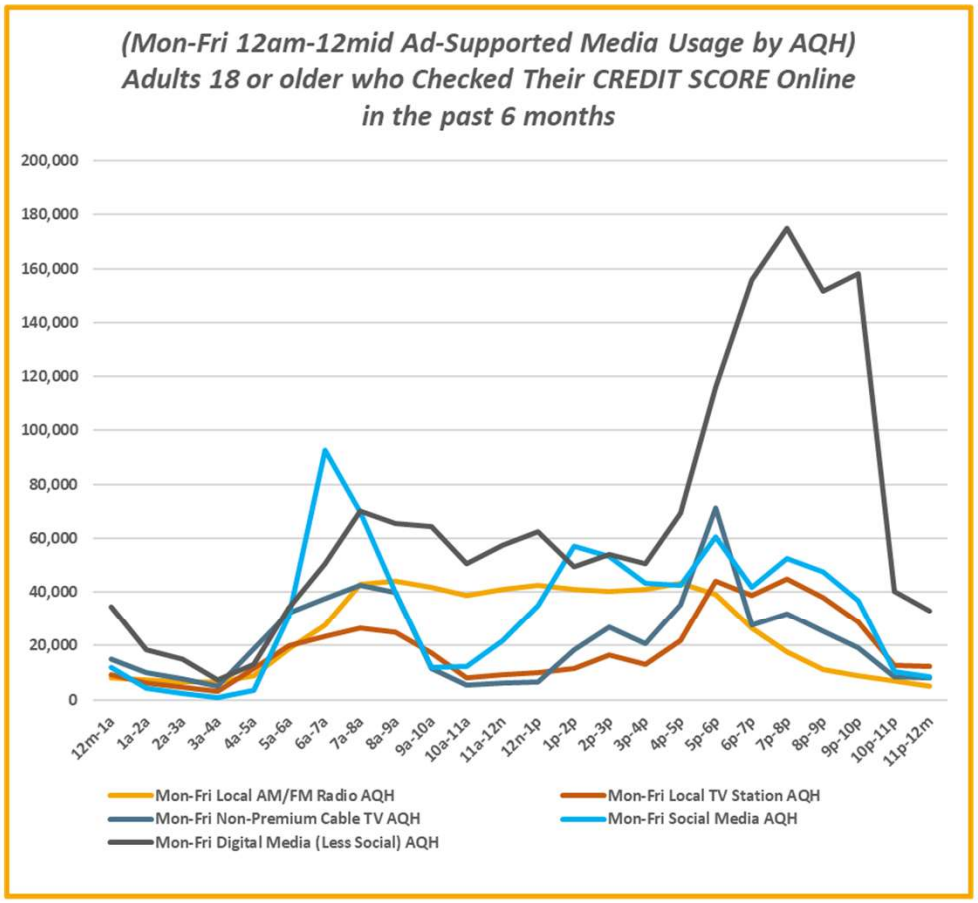
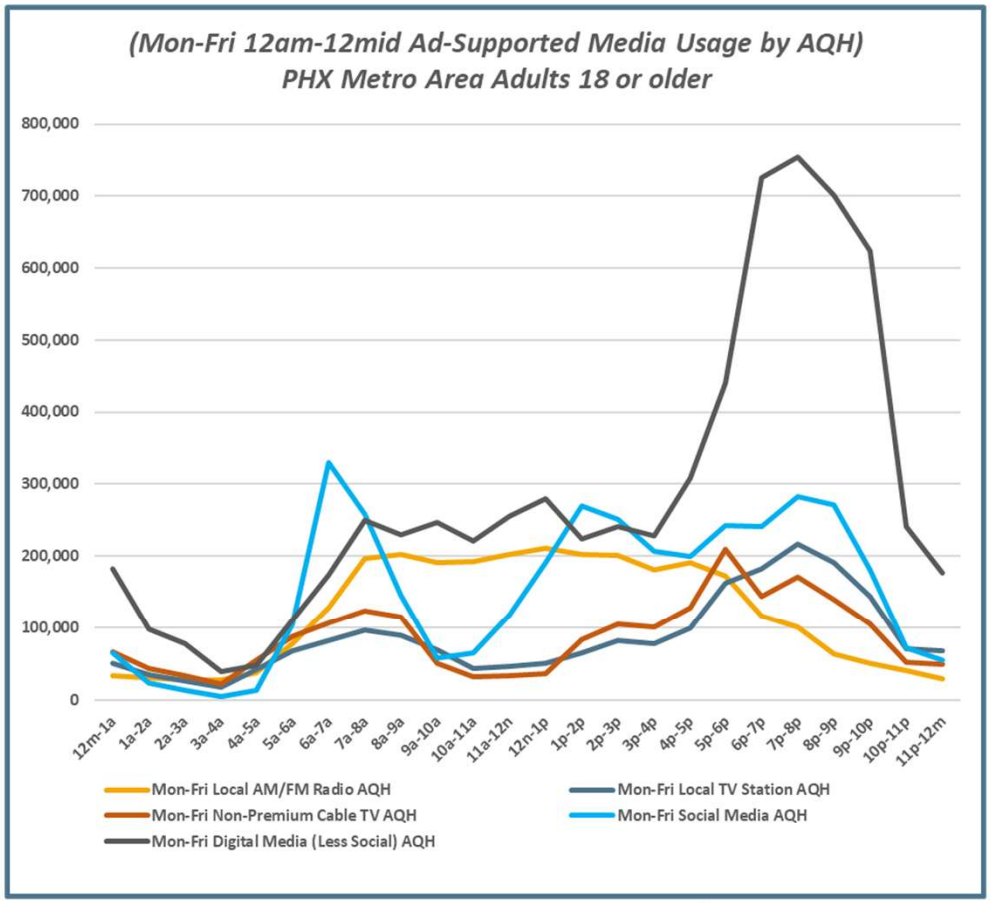
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

credit karma PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 70,479; Social Media: 44,708; Local Radio: 39,231; Non-Prem. Cable: 26,892; Local TV: 20,326 reaching Adults 18 or older who Checked Their CREDIT SCORE Online in the past





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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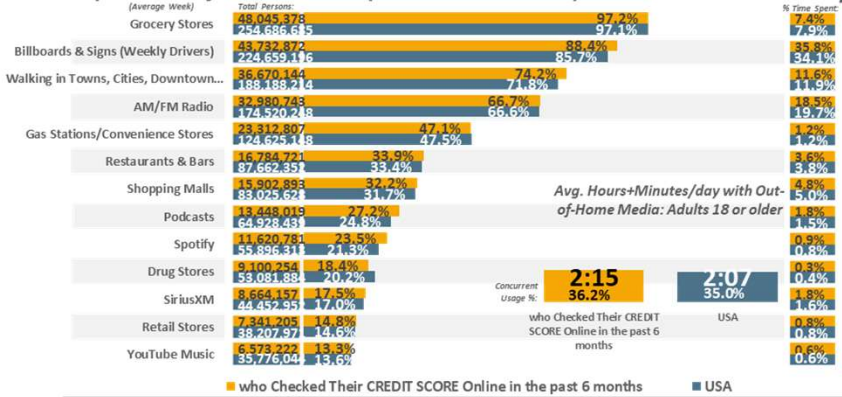
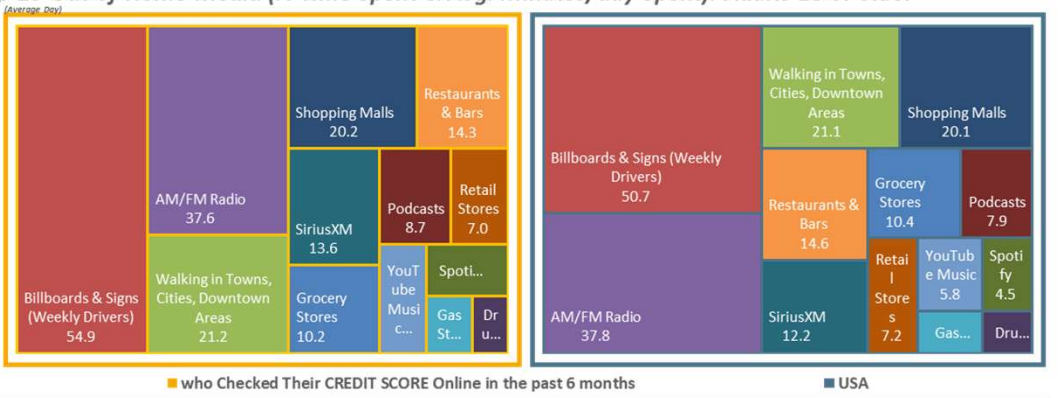
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

43,732,872 or 88.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minu

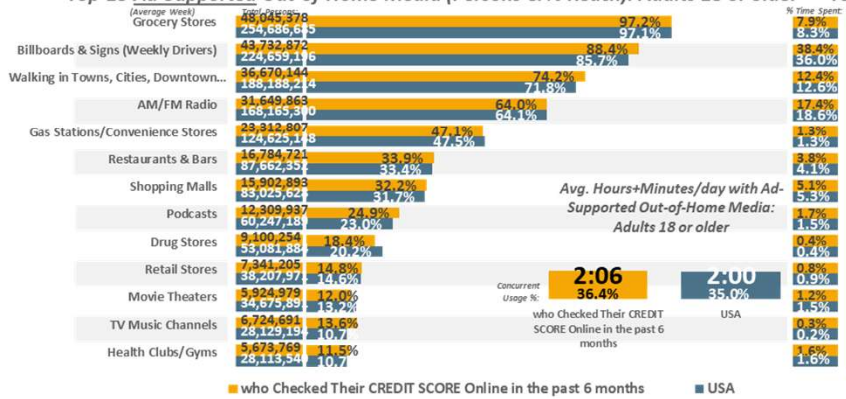
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



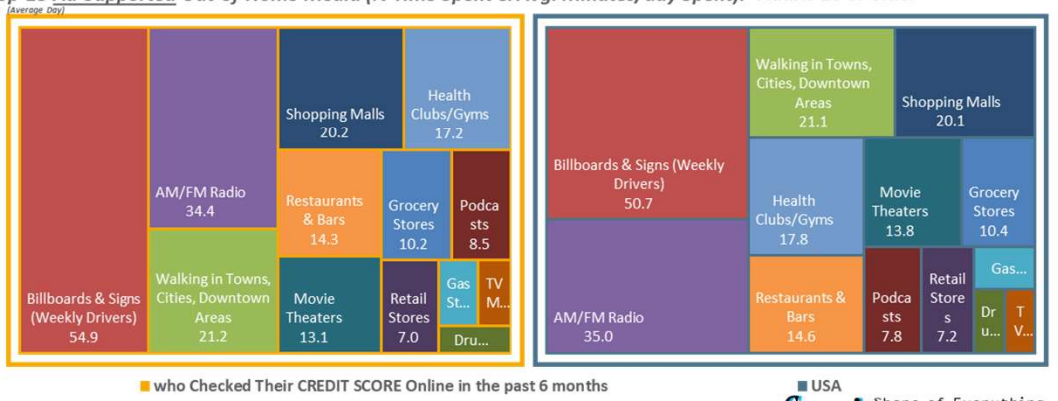
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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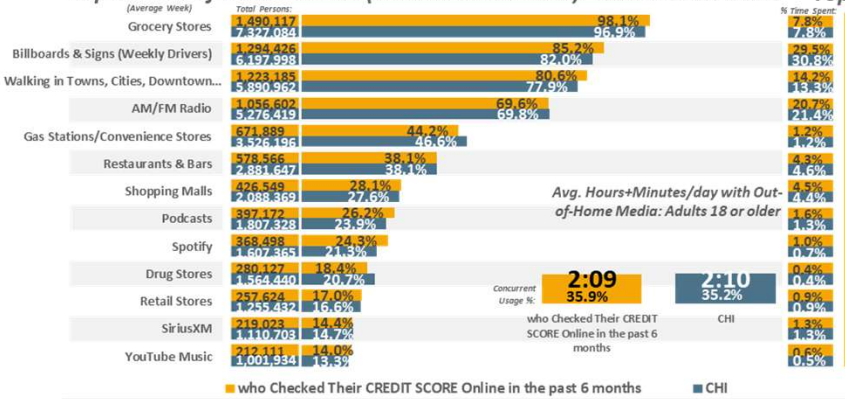
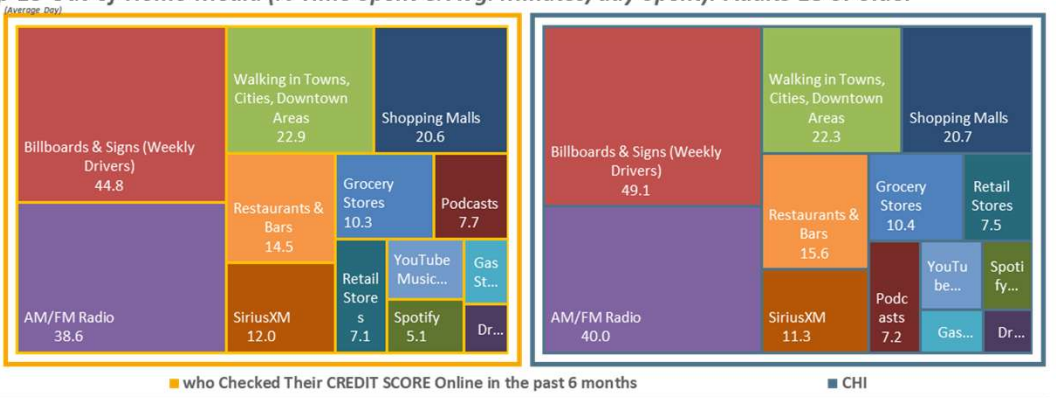
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

1,294,426 or 85.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 44.8 minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 35.3 minu

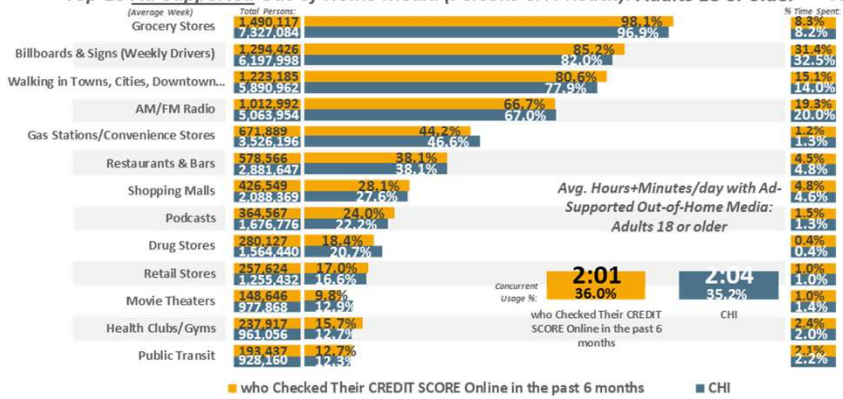
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



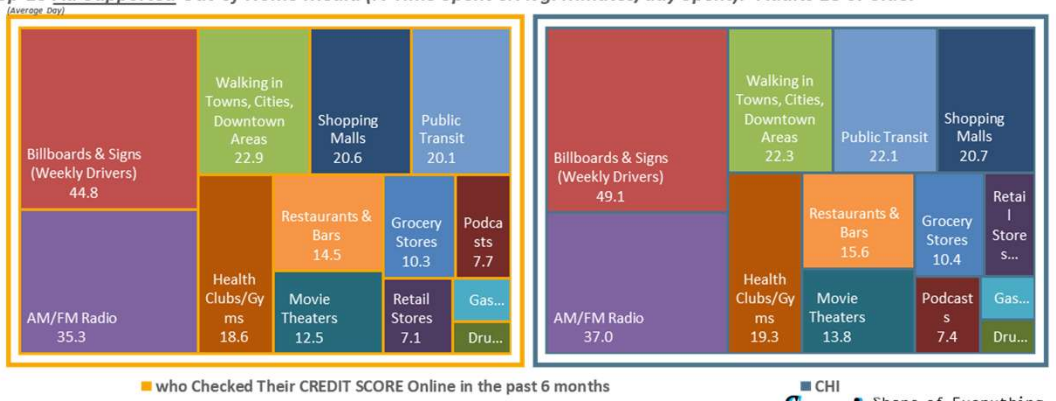
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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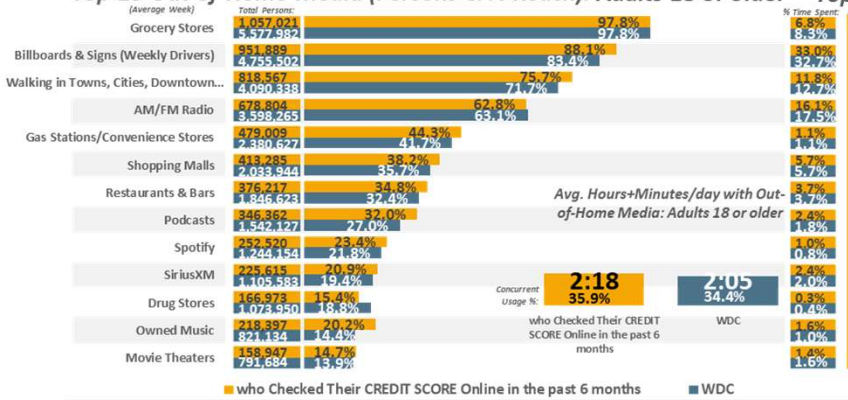
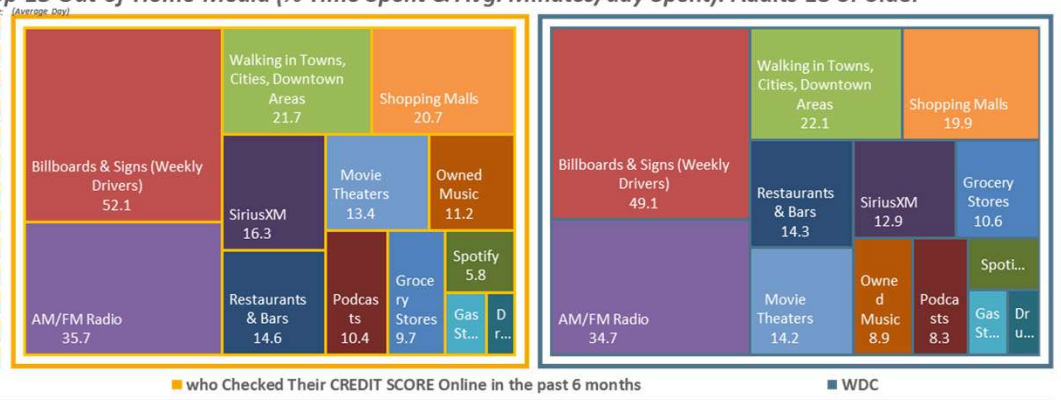
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

951,889 or 88.1% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 52.1 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 31.3 minute

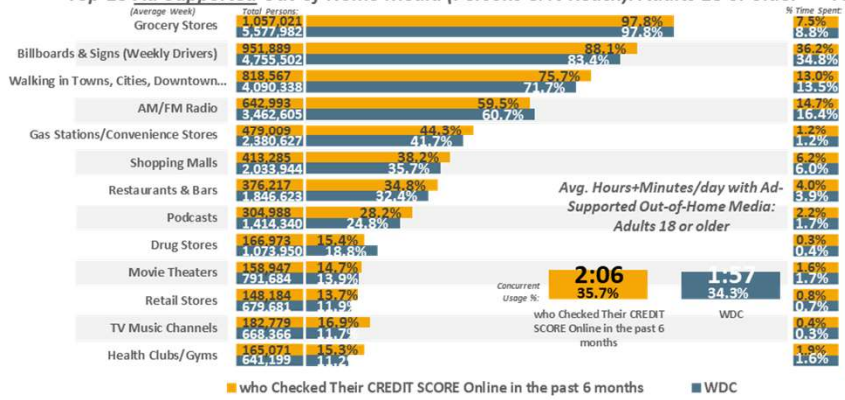
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



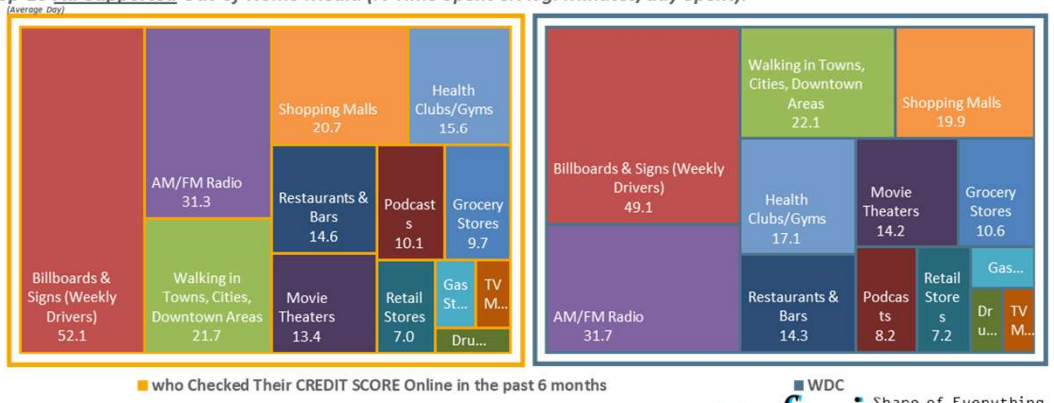
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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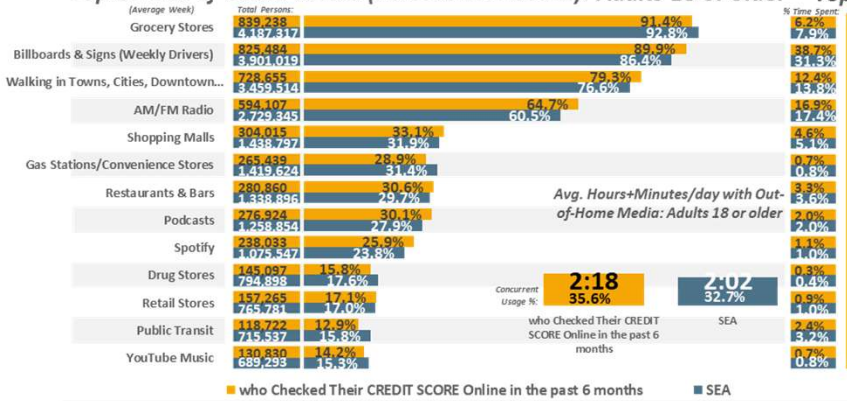
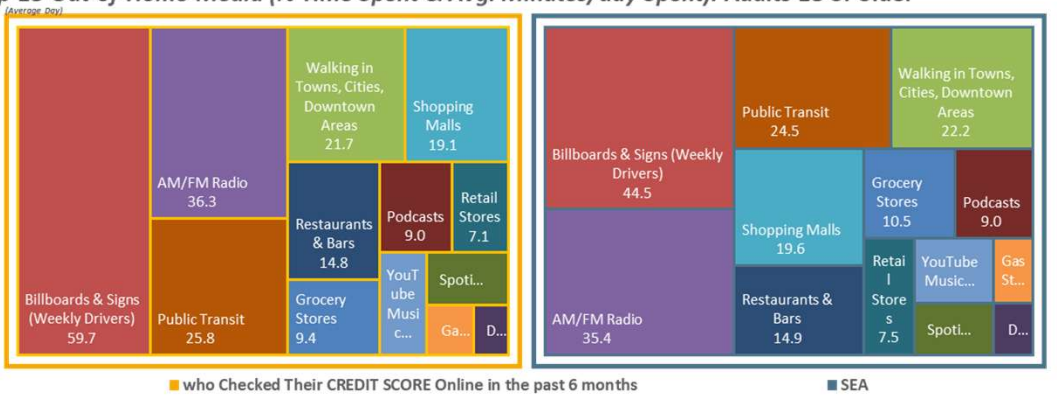
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

825,484 or 89.9% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 59.7 minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 32. minutes

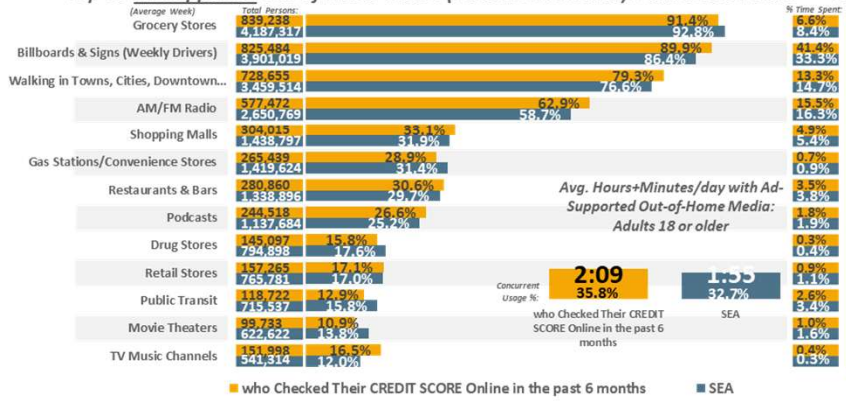
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



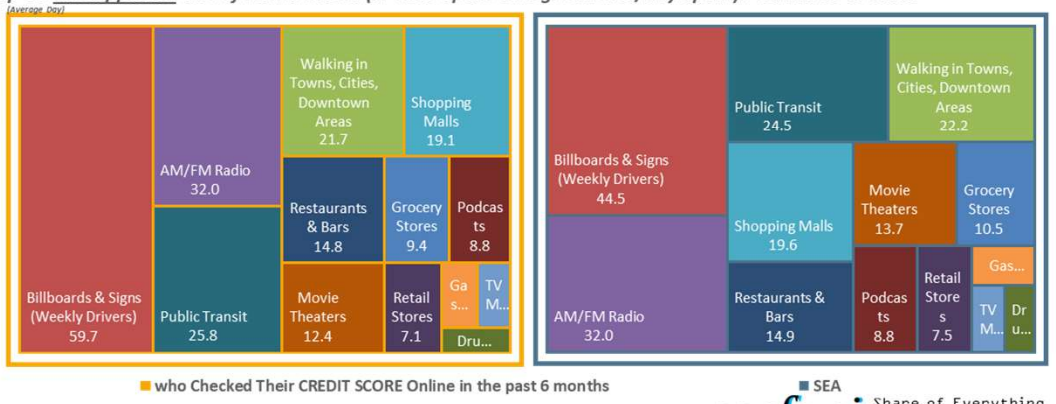
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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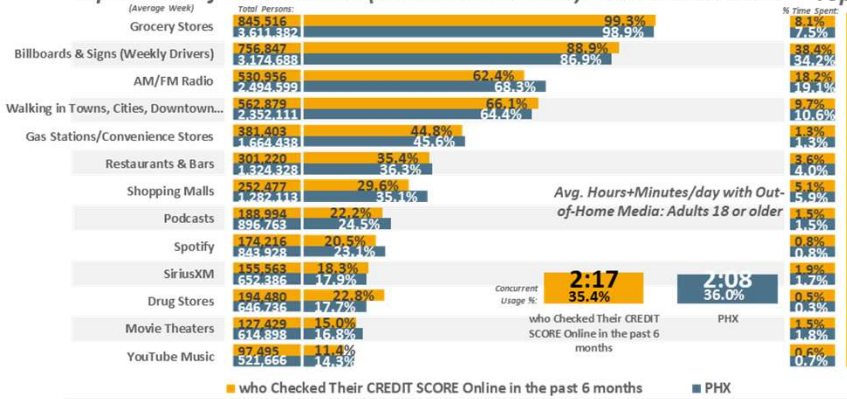
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

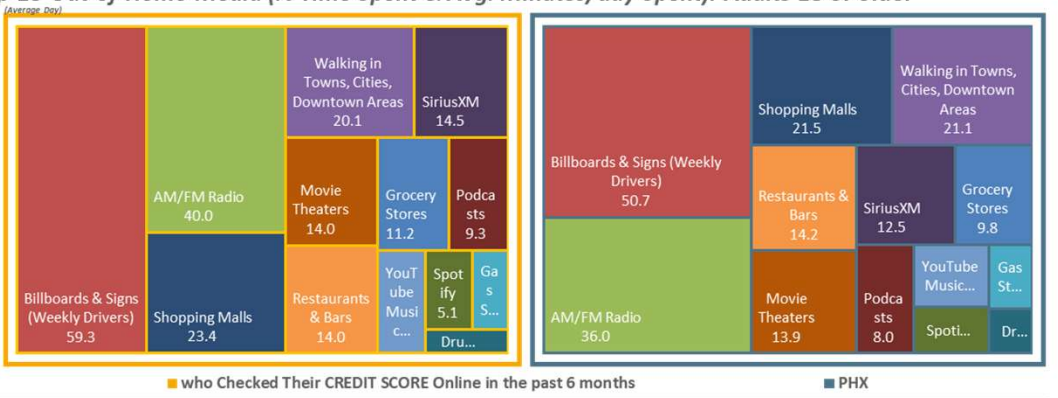
credit karma PHX

756,847 or 88.9% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 59.3 minutes per day driving, seeing Billboards and Signs. 60.6% Listen to Local Radio Stations Out-of-Home for an average of 38. minutes

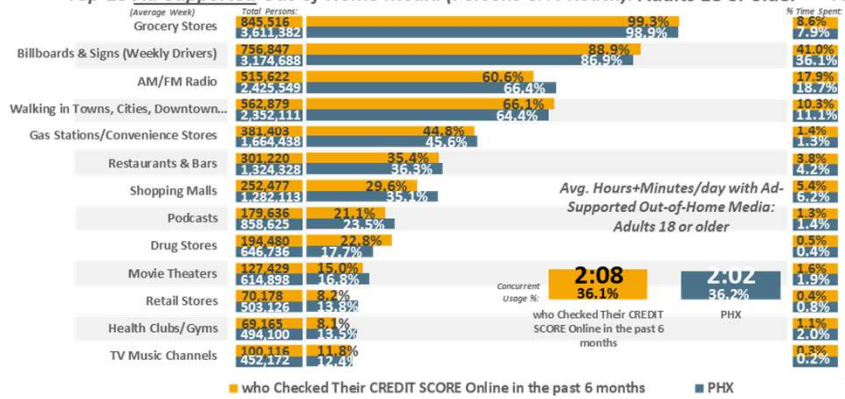
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



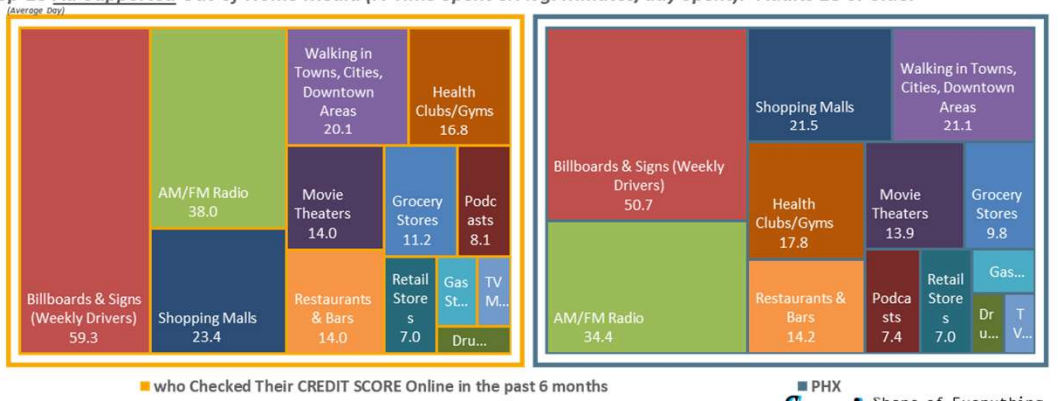
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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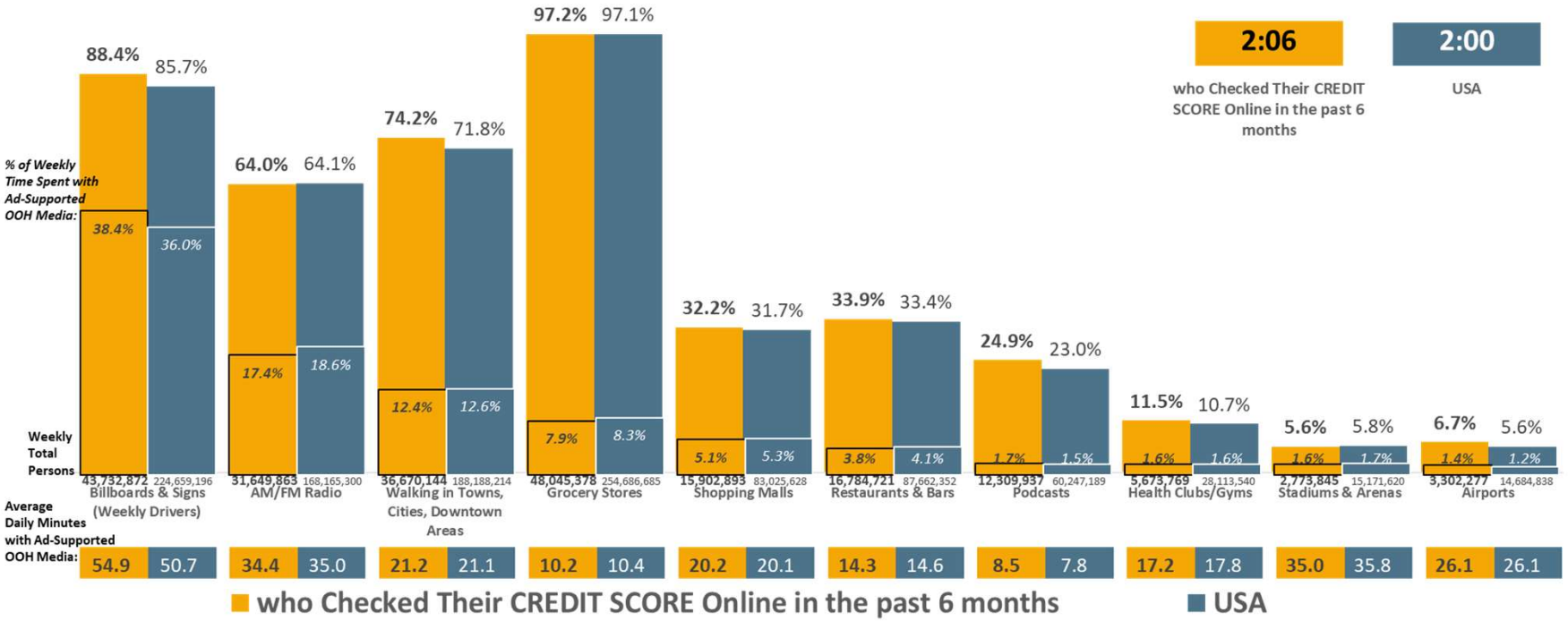
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



43,732,872 or 88.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 38.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

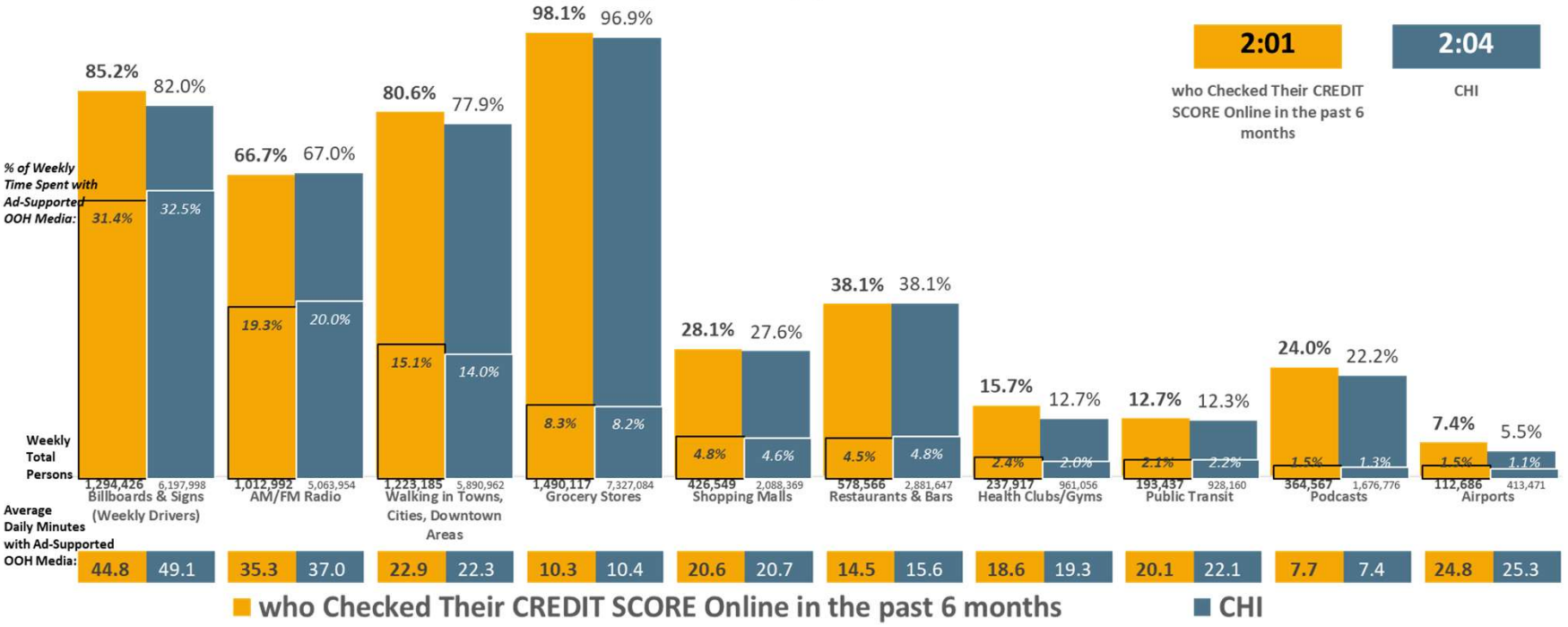
soefa.ai Share of Everything for Anything ©

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

1,294,426 or 85.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 44.8 minutes per day driving, seeing Billboards and Signs representing 31.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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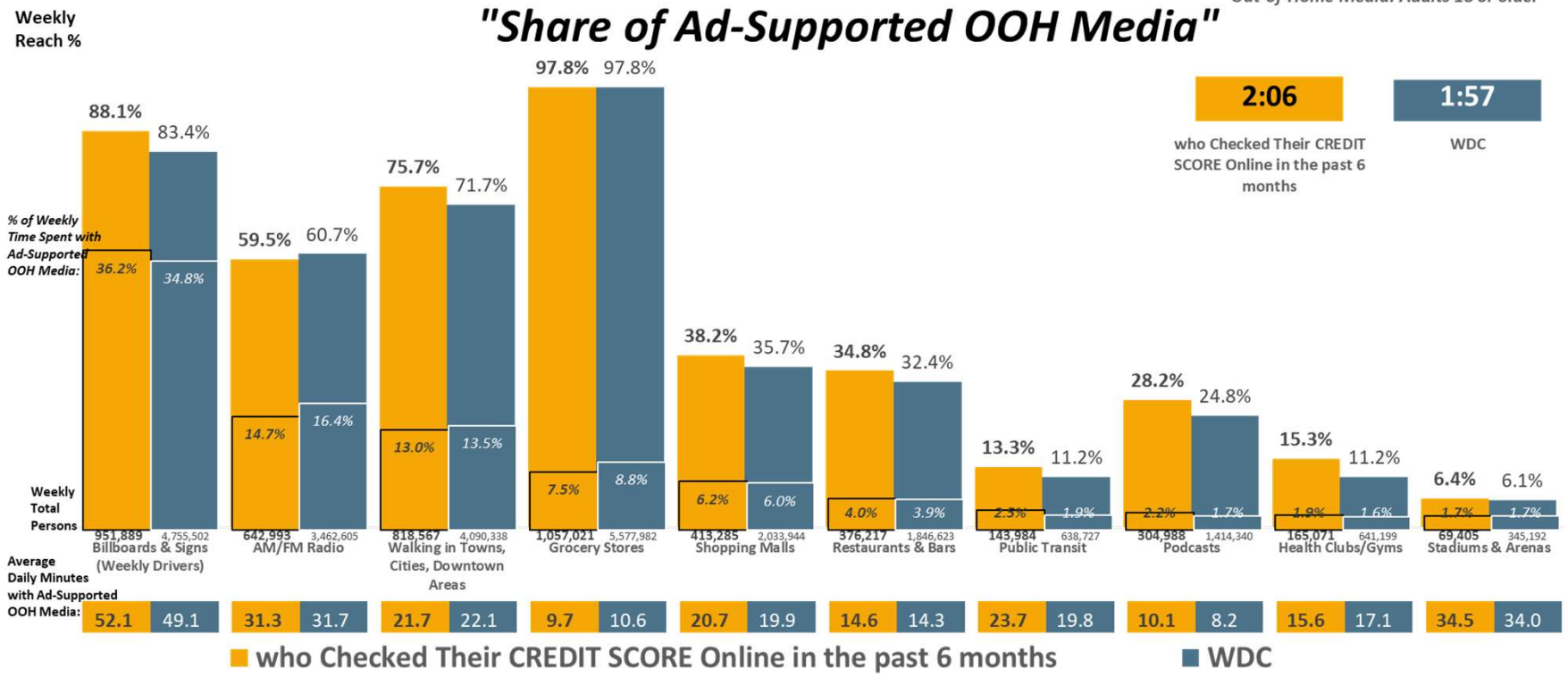
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

951,889 or 88.1% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 52.1 minutes per day driving, seeing Billboards and Signs representing 36.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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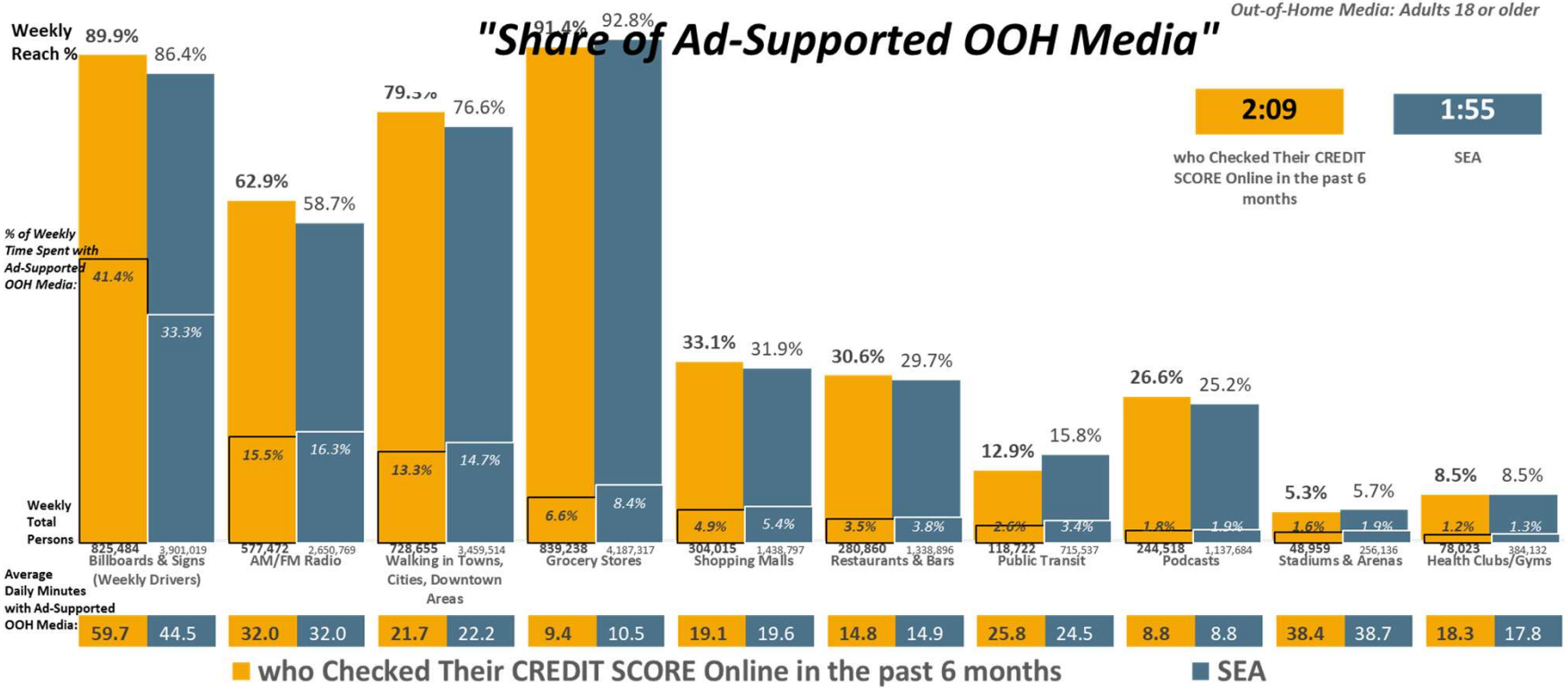
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

825,484 or 89.9% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 59.7 minutes per day driving, seeing Billboards and Signs representing 41.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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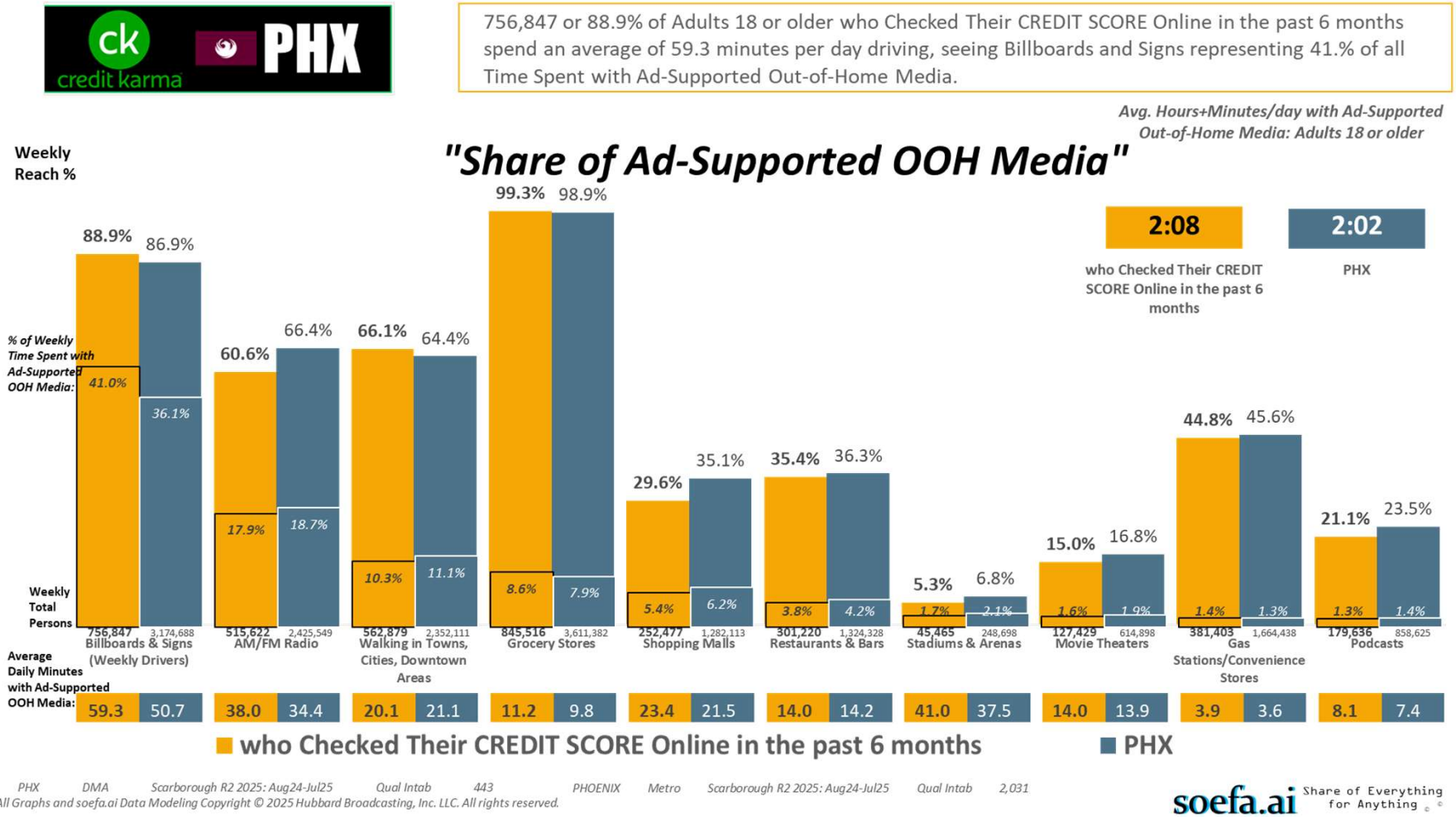
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443 PHOENIX Metro Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,031

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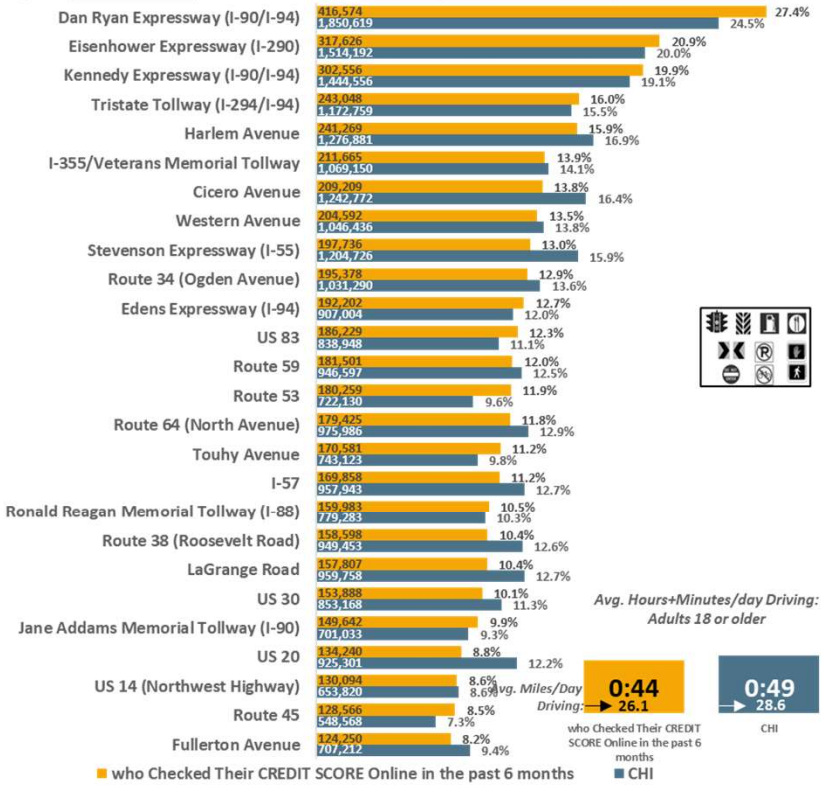
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma — CHI

1,294,426 or 85.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 44.8 minutes per day driving an average of 26.1 miles each day and are 24.3% more likely to use Route 53 than the Metro average.

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



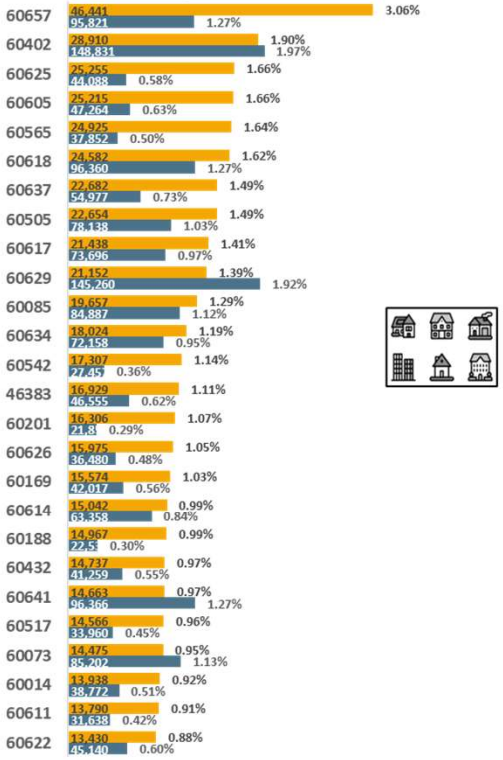
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 26.1

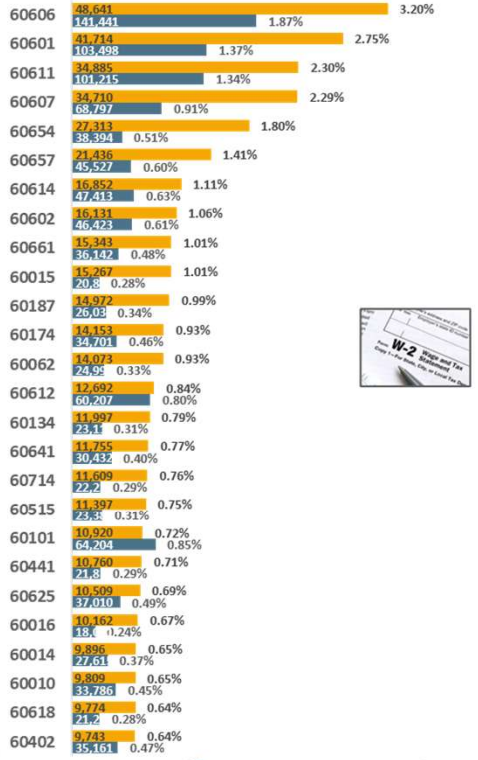
0:44 who Checked Their CREDIT SCORE Online in the past 6 months

0:49 → 28.6 CHI

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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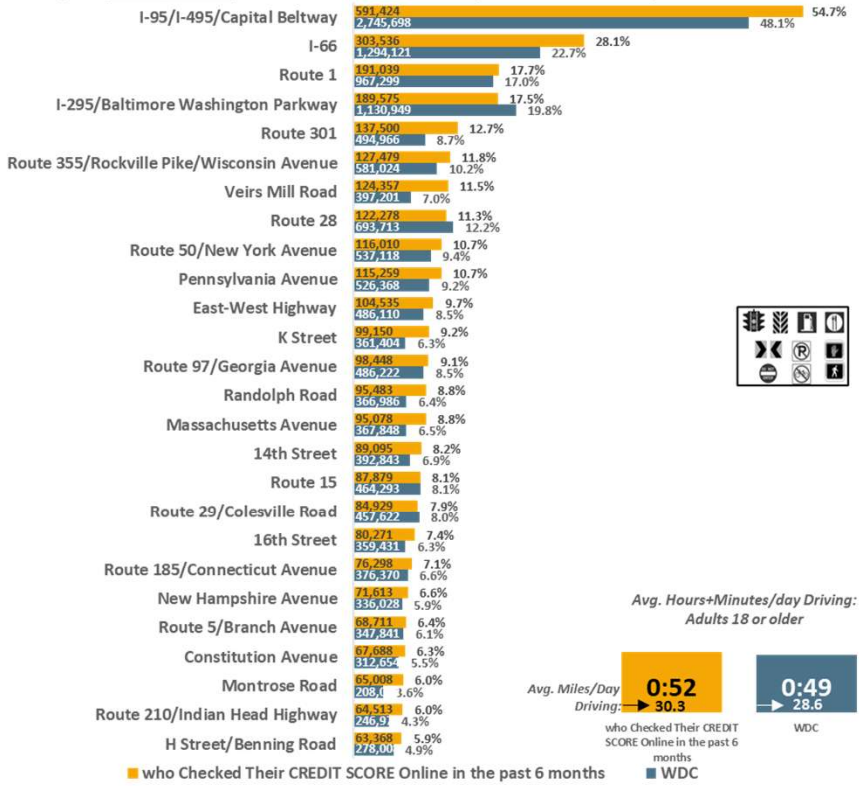
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

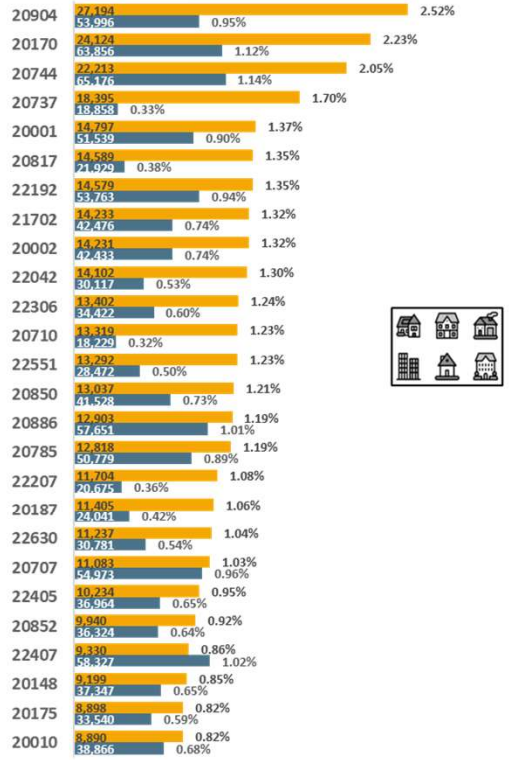
951,889 or 88.1% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 52.1 minutes per day driving an average of 30.3 miles each day and are 65.2% more likely to use Veirs Mill Road than the Metro average.

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

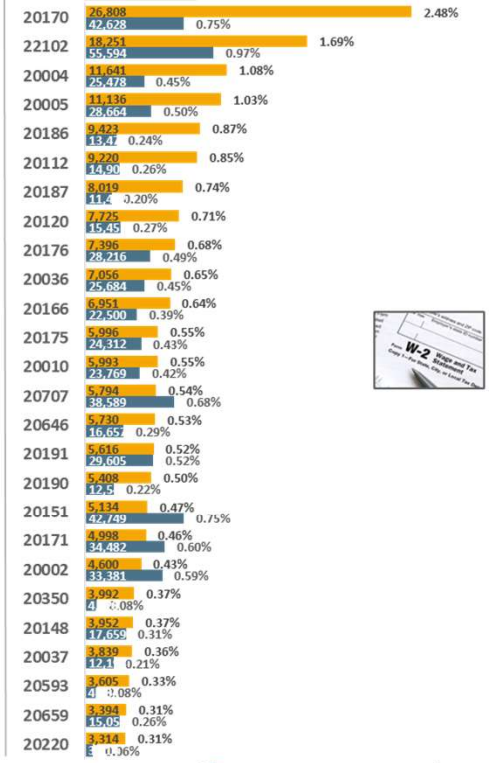


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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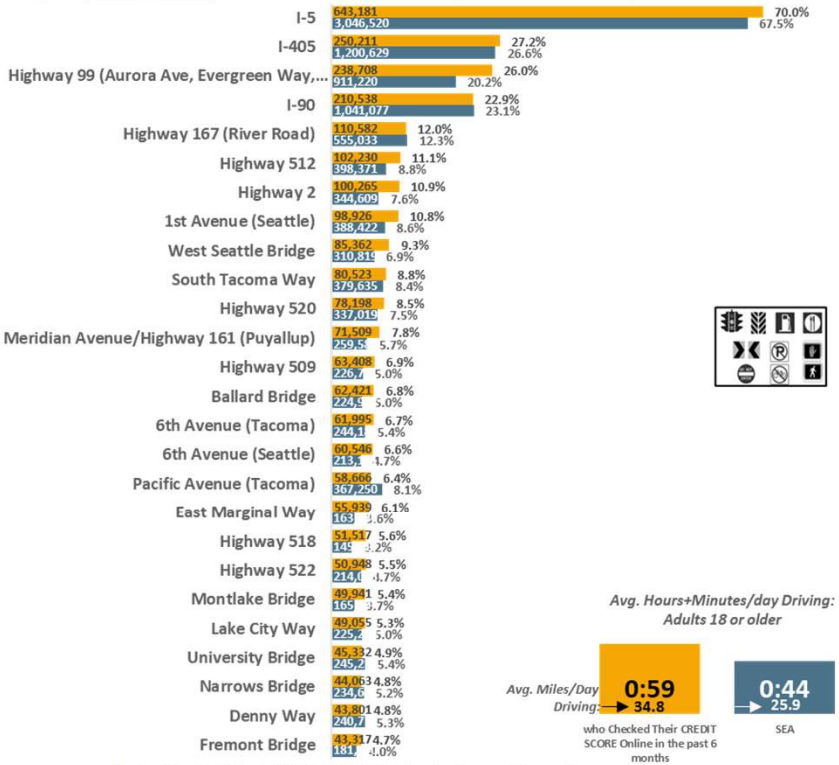
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

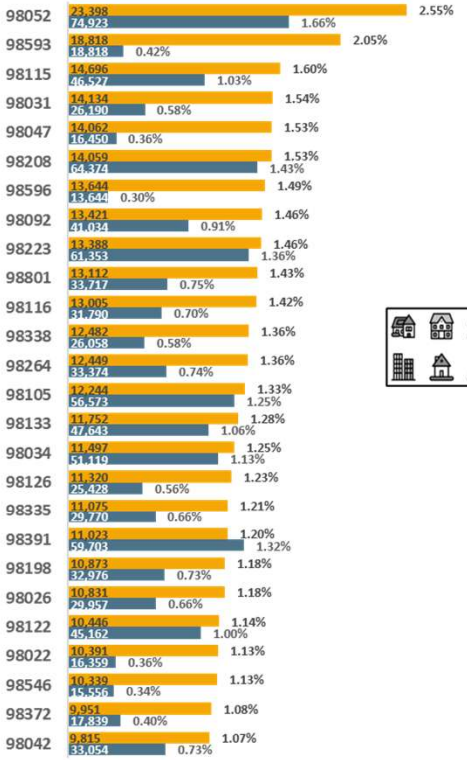
825,484 or 89.9% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 59.7 minutes per day driving an average of 34.8 miles each day and are 73.9% more likely to use Highway 518 than the Metro average.

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

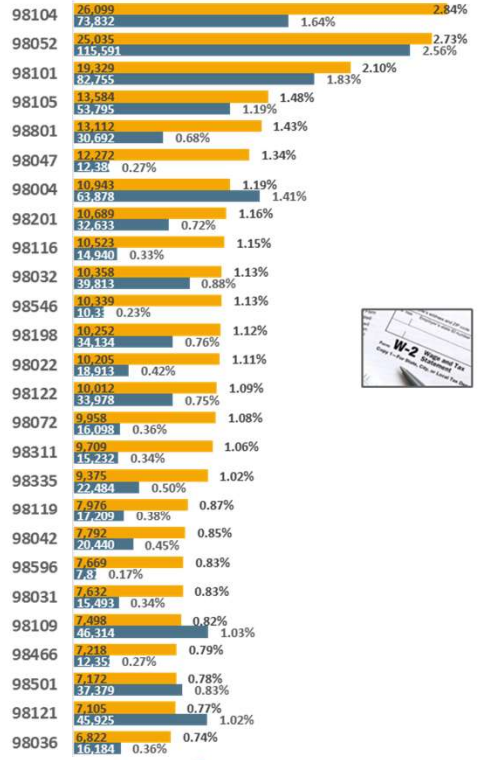


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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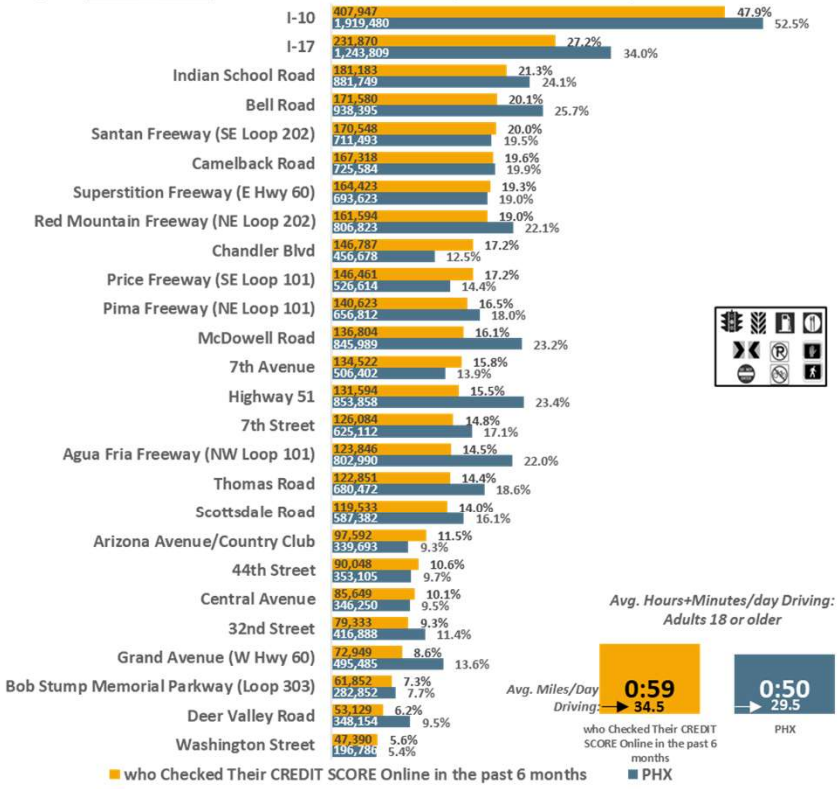
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma PHX

756,847 or 88.9% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 59.3 minutes per day driving an average of 34.5 miles each day and are 37.9% more likely to use Chandler Blvd than the Metro average.

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



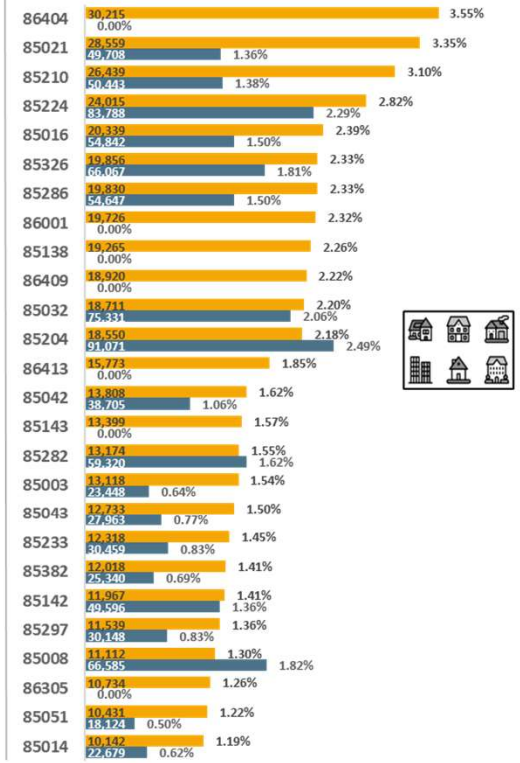
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 34.5

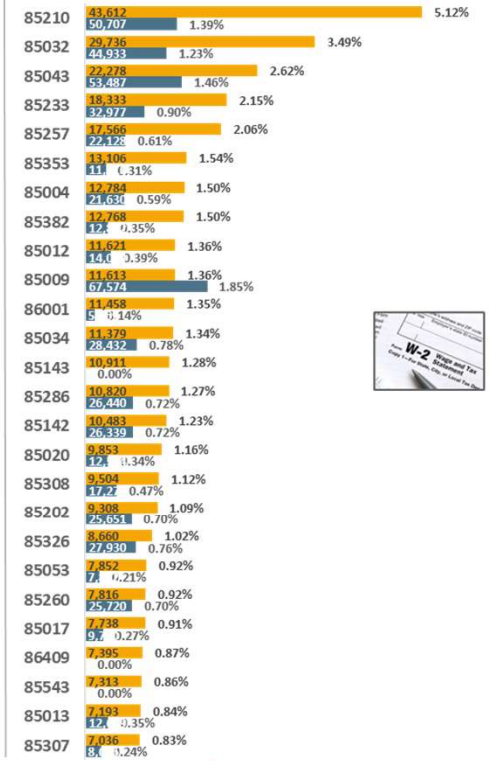
0:59 who Checked Their CREDIT SCORE Online in the past 6 months

0:50 → 29.5 PHX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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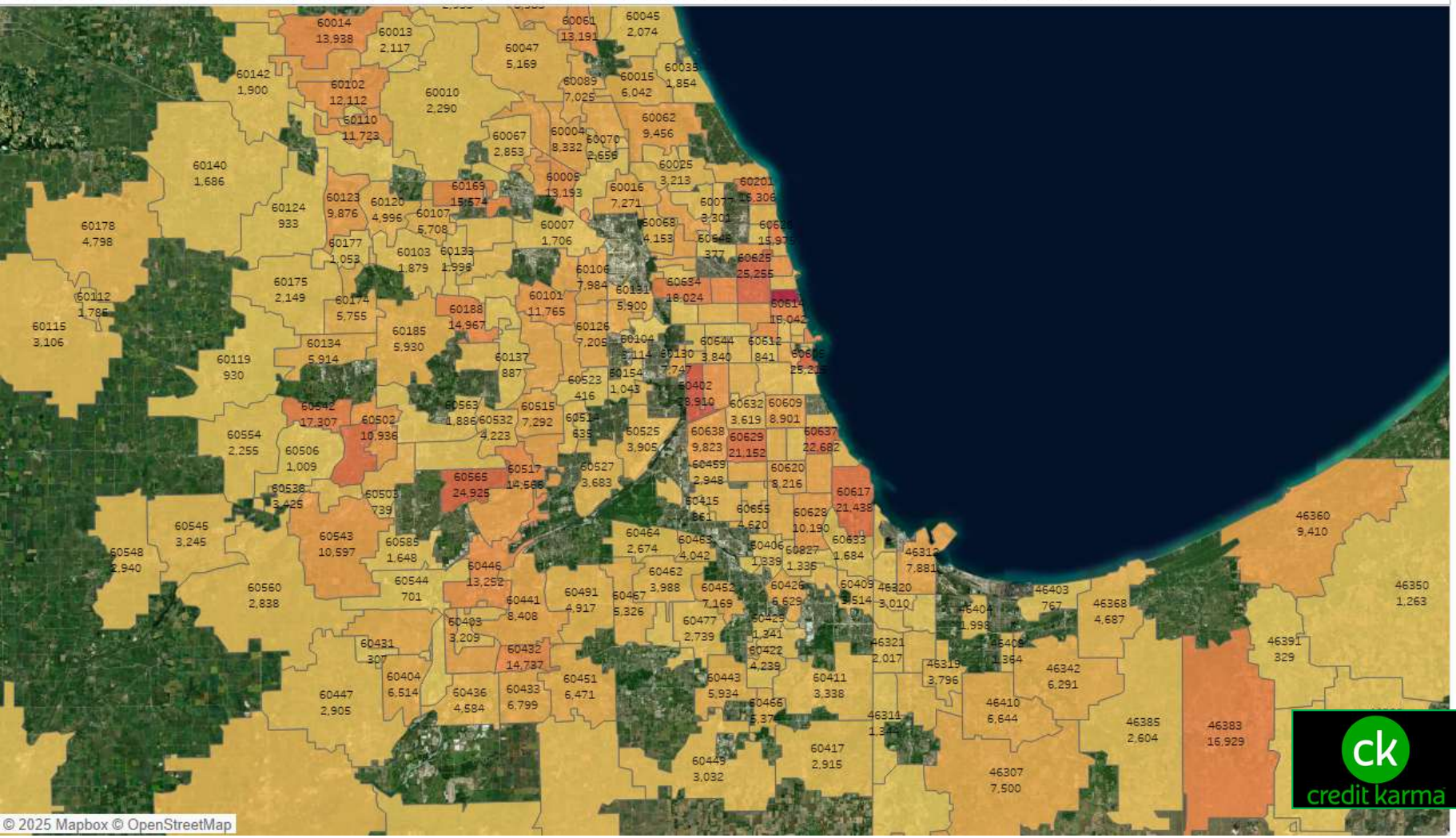
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Top Residential Zip Codes: (Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months)



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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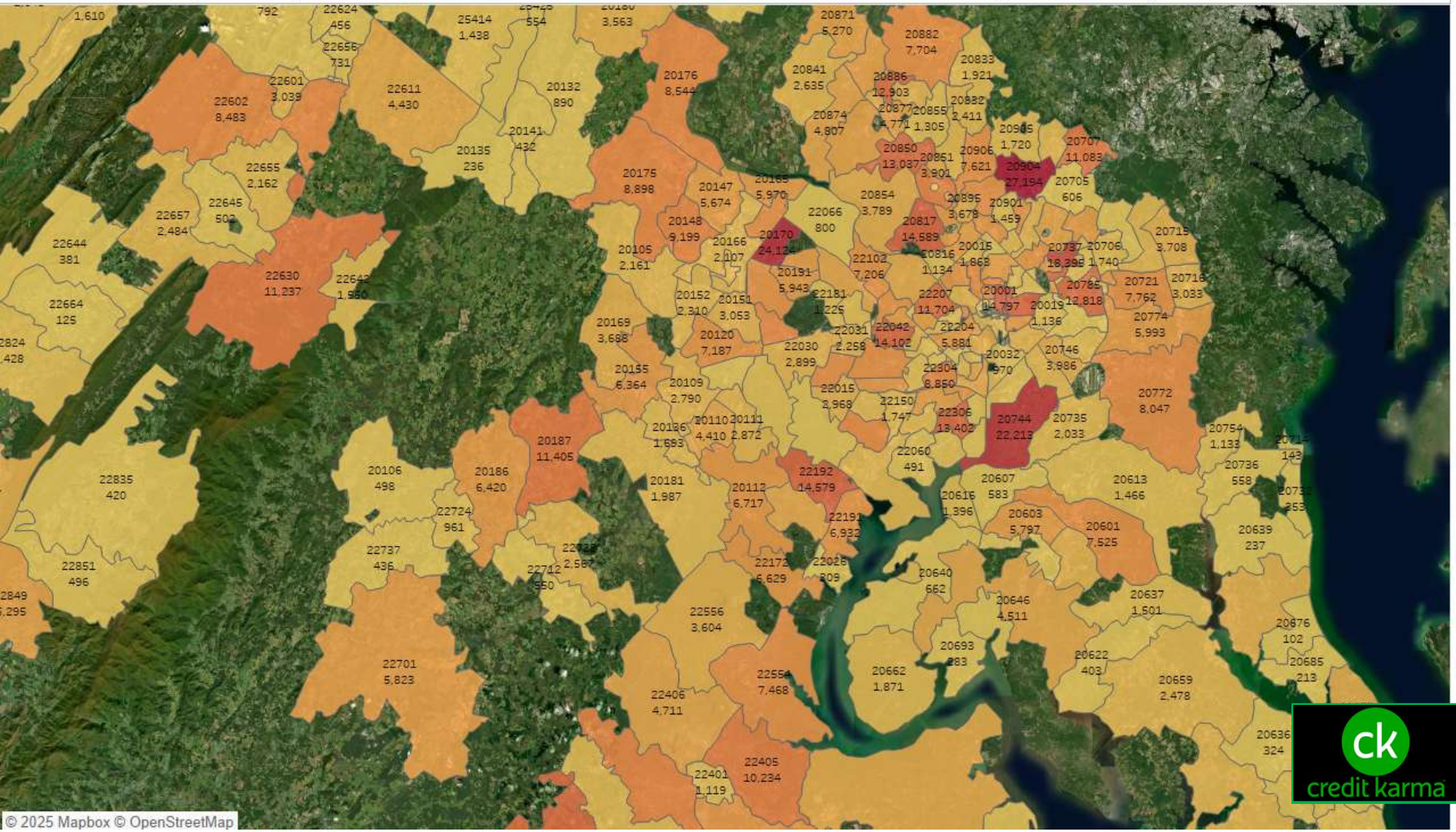
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Top Residential Zip Codes: (Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months)



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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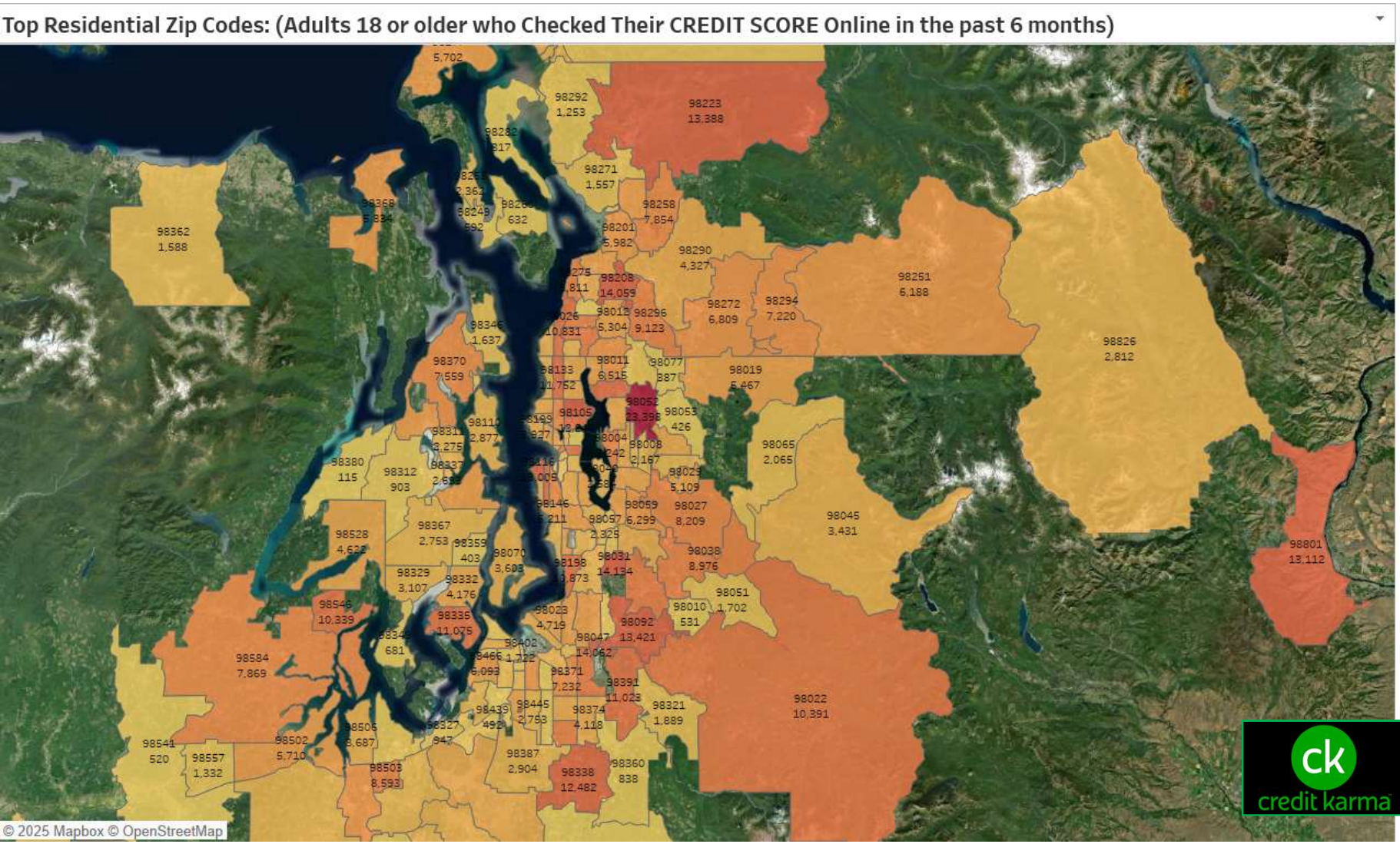
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Top Residential Zip Codes: (Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months)



ck credit karma SEA

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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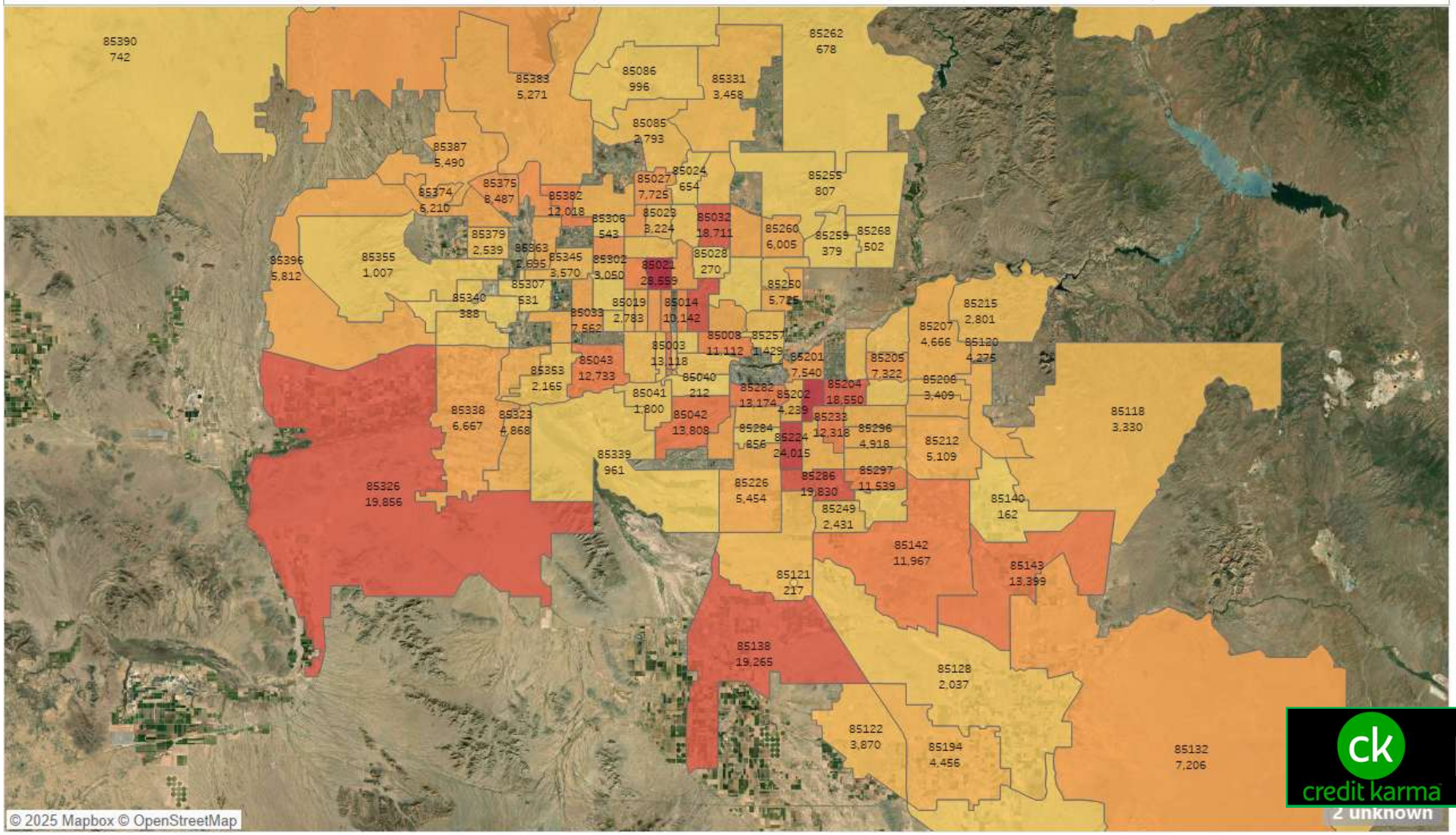
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Top Residential Zip Codes: (Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months)



ck credit karma PHX

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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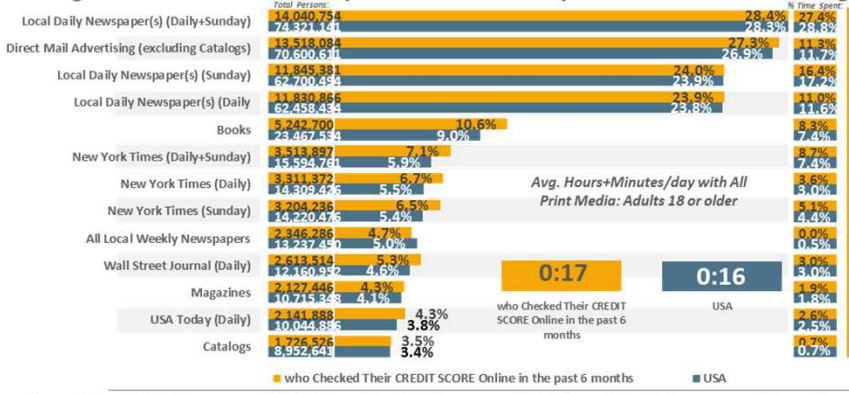
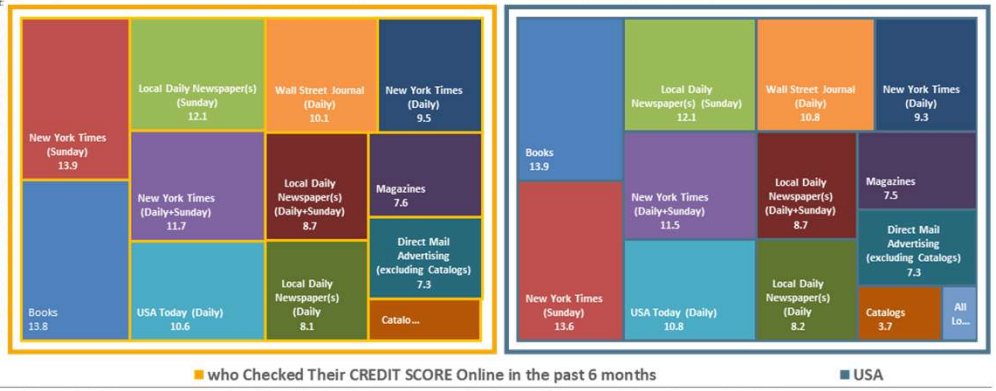
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

14,040,754 or 28.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.8% of all time spent daily with All forms of Print M

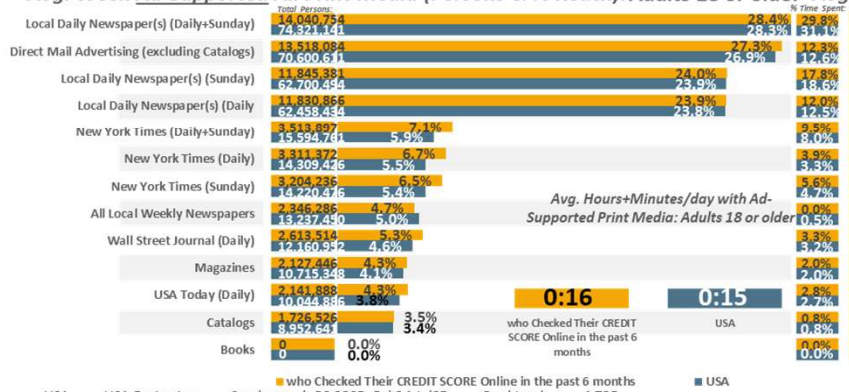
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



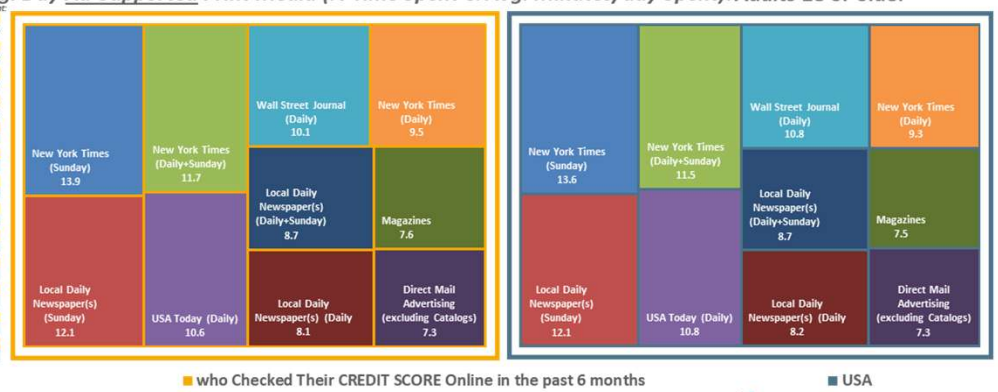
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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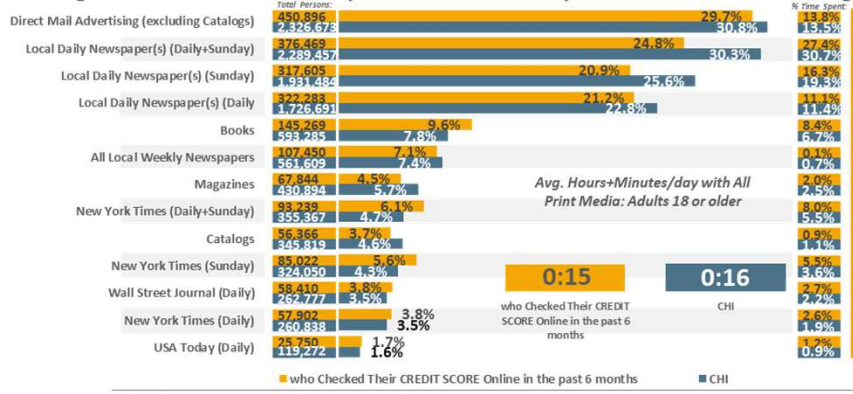
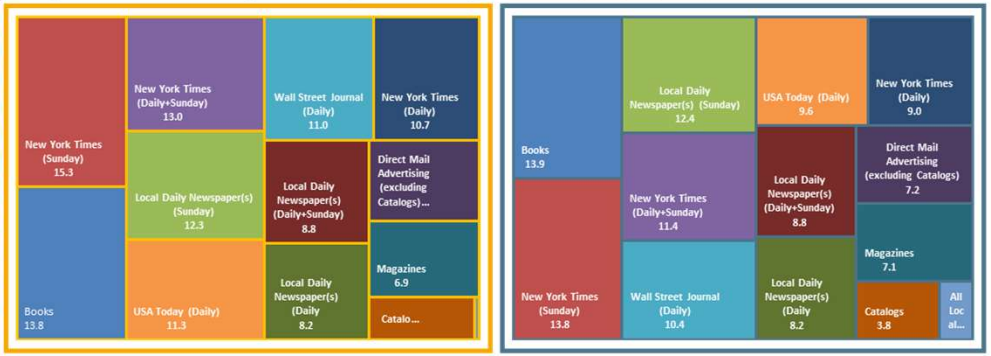
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

376,469 or 24.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.% of all time spent daily with All forms of Print Media

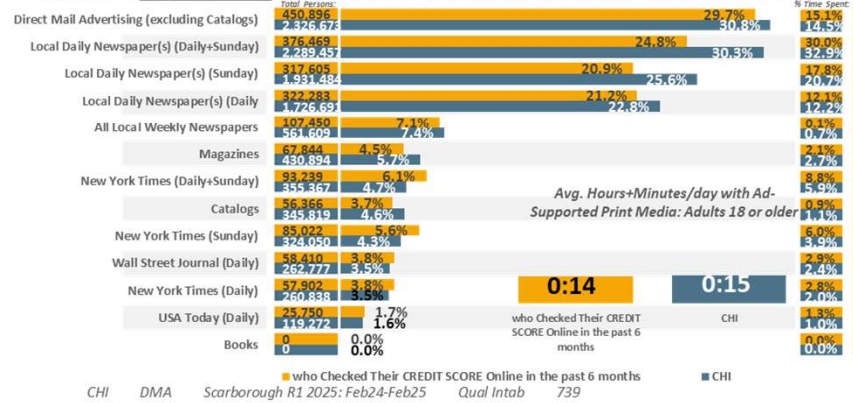
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



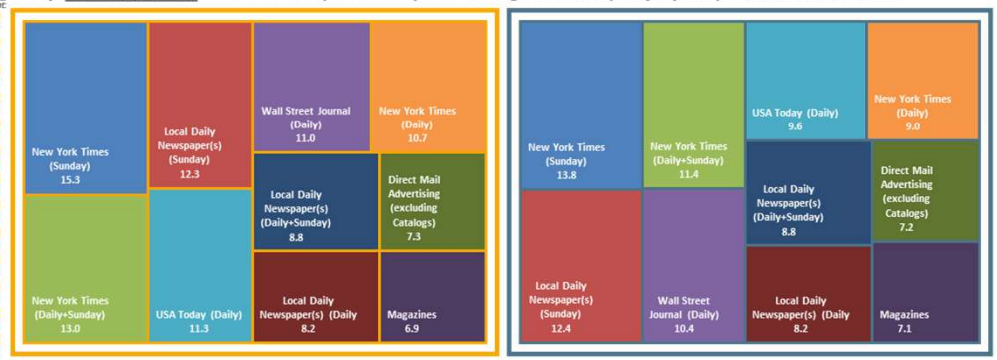
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 739

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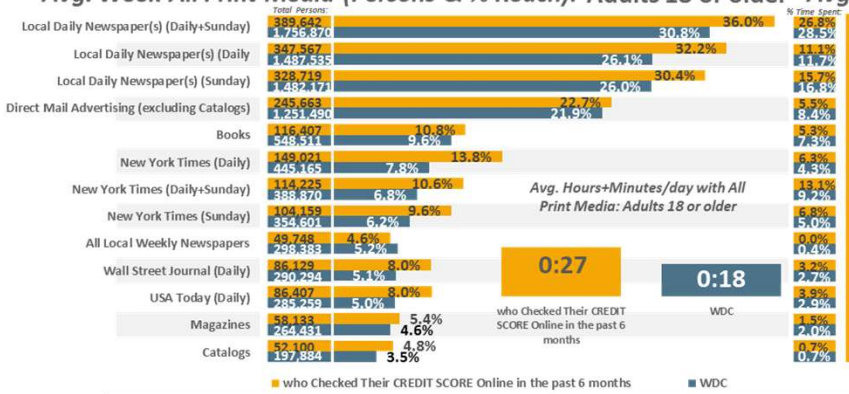
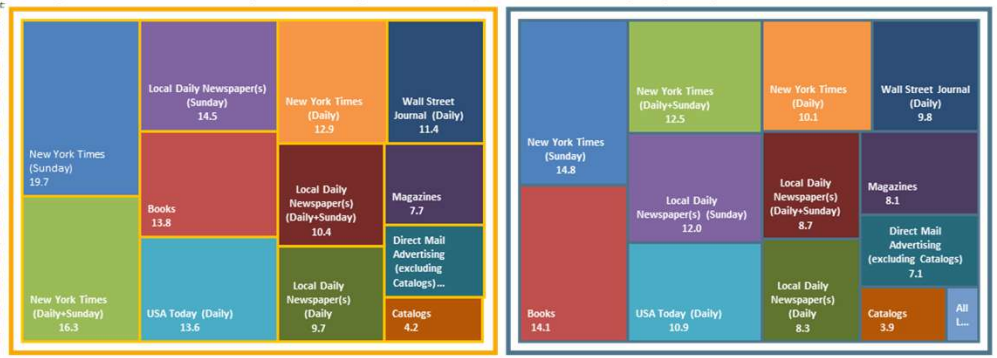
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

389,642 or 36.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 28.3% of all time spent daily with All forms of Print Medi

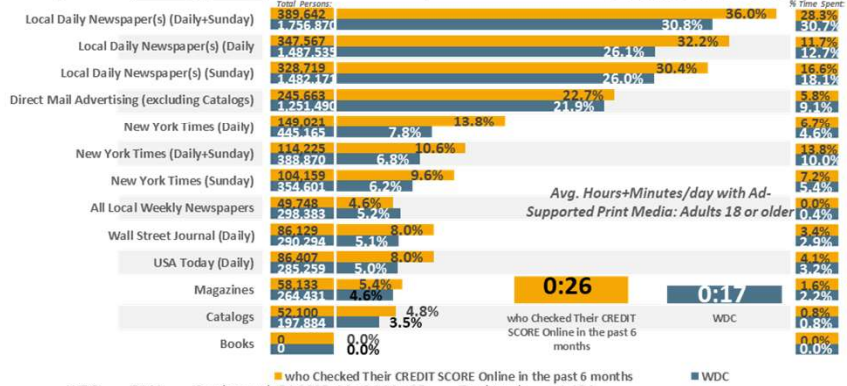
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,184

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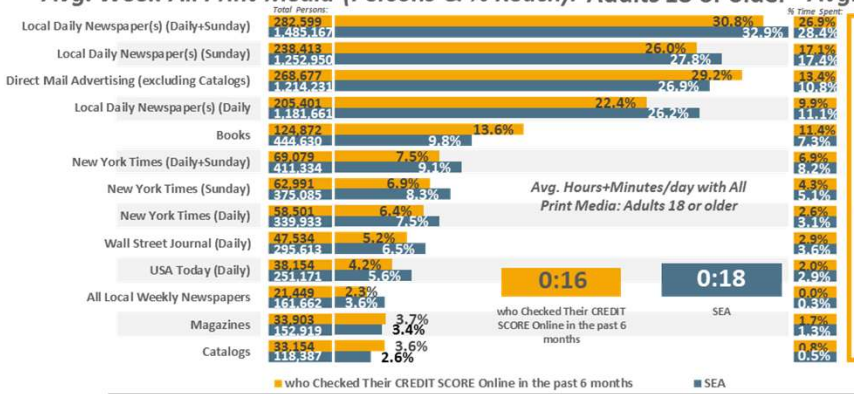
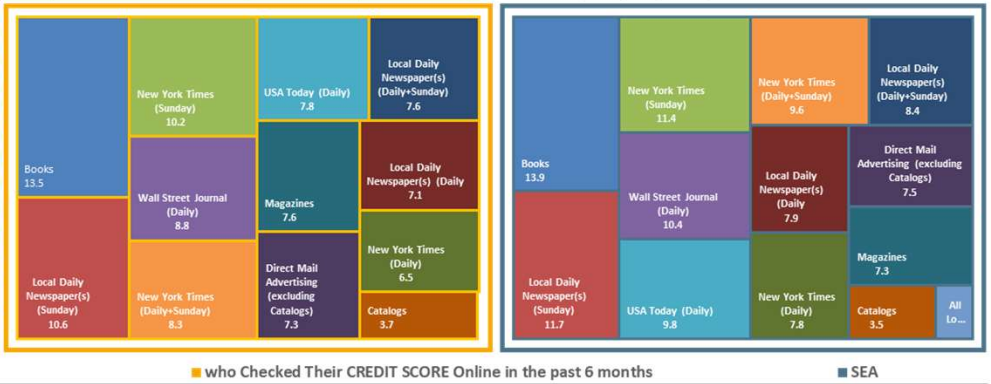
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

282,599 or 30.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 30.4% of all time spent daily with All forms of Print Medi

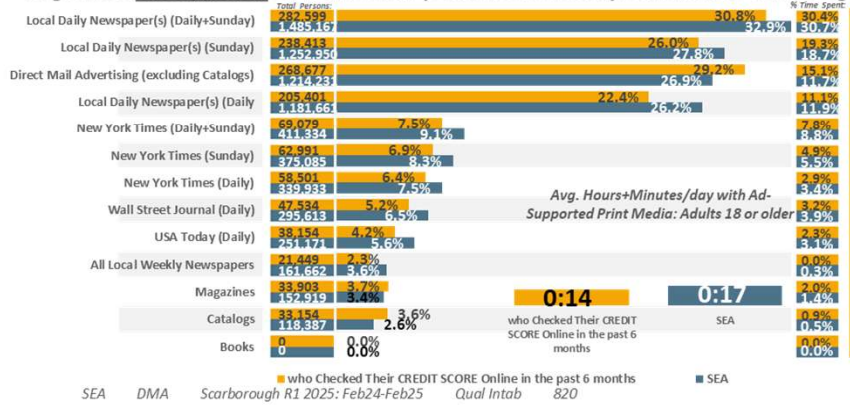
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



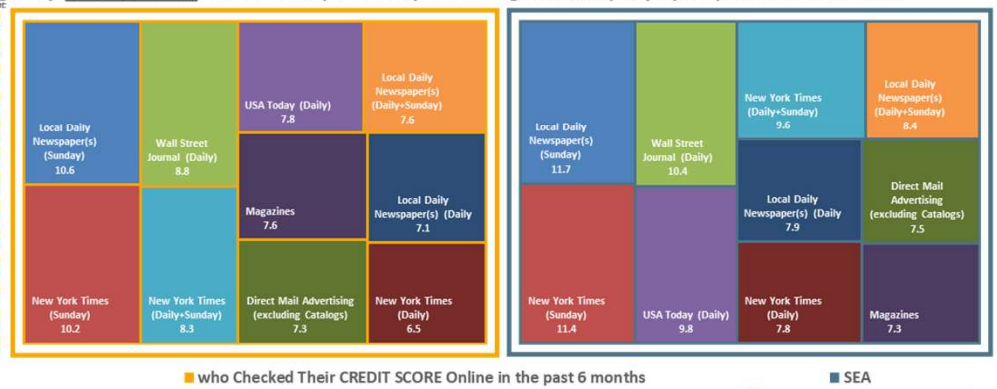
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 820

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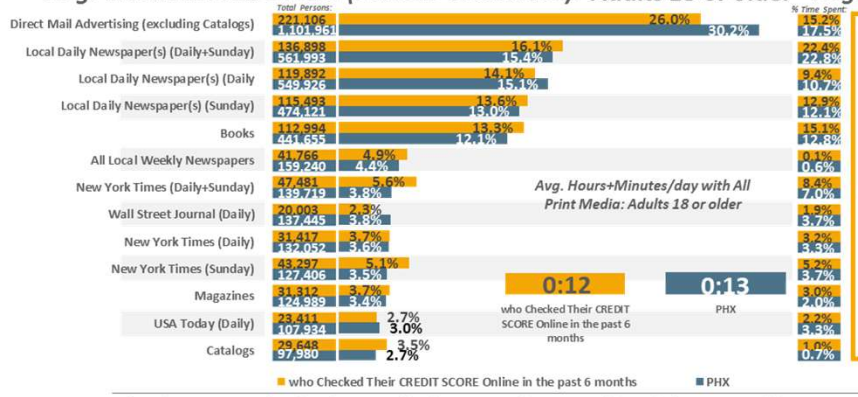
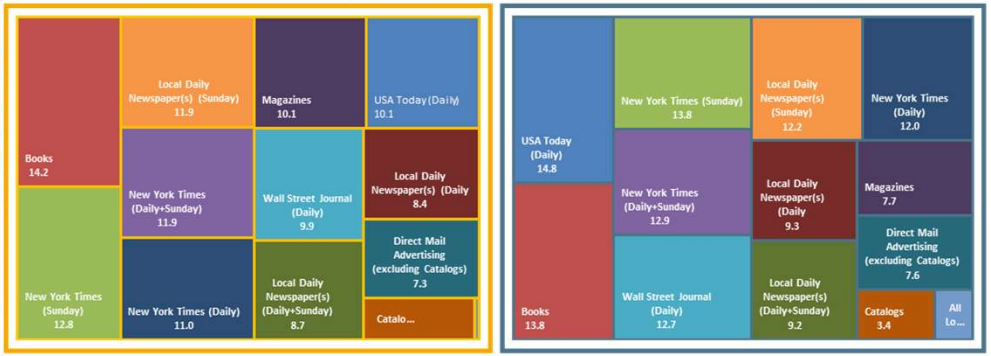
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

136,898 or 16.1% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 26.3% of all time spent daily with All forms of Print Medi

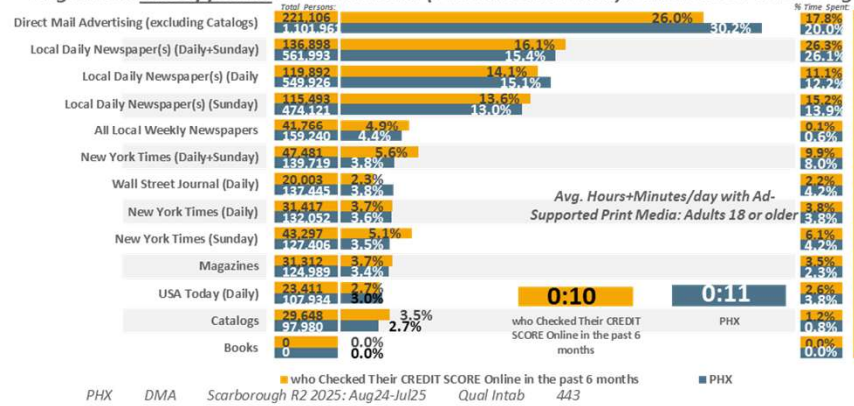
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



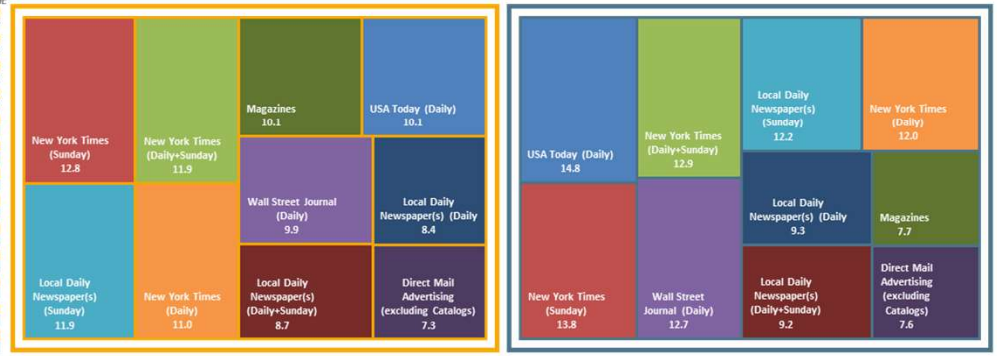
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 443

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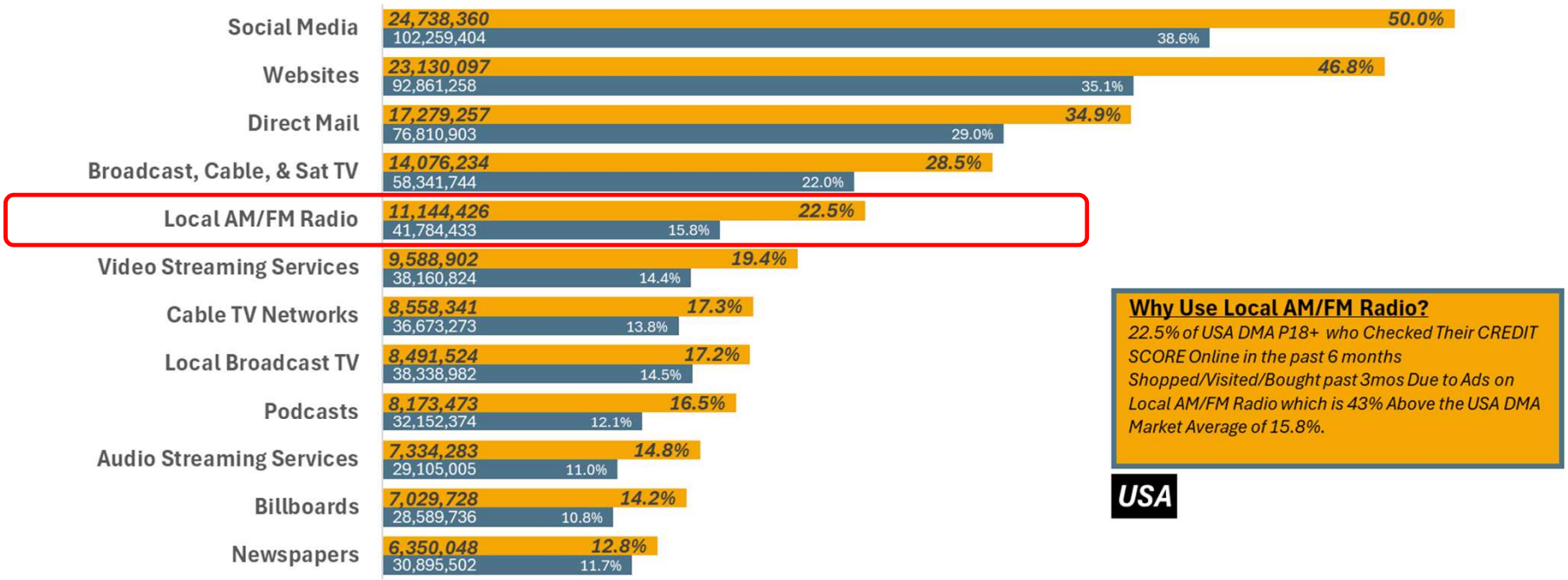
credit karma USA

"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

22.5% of USA DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 4795

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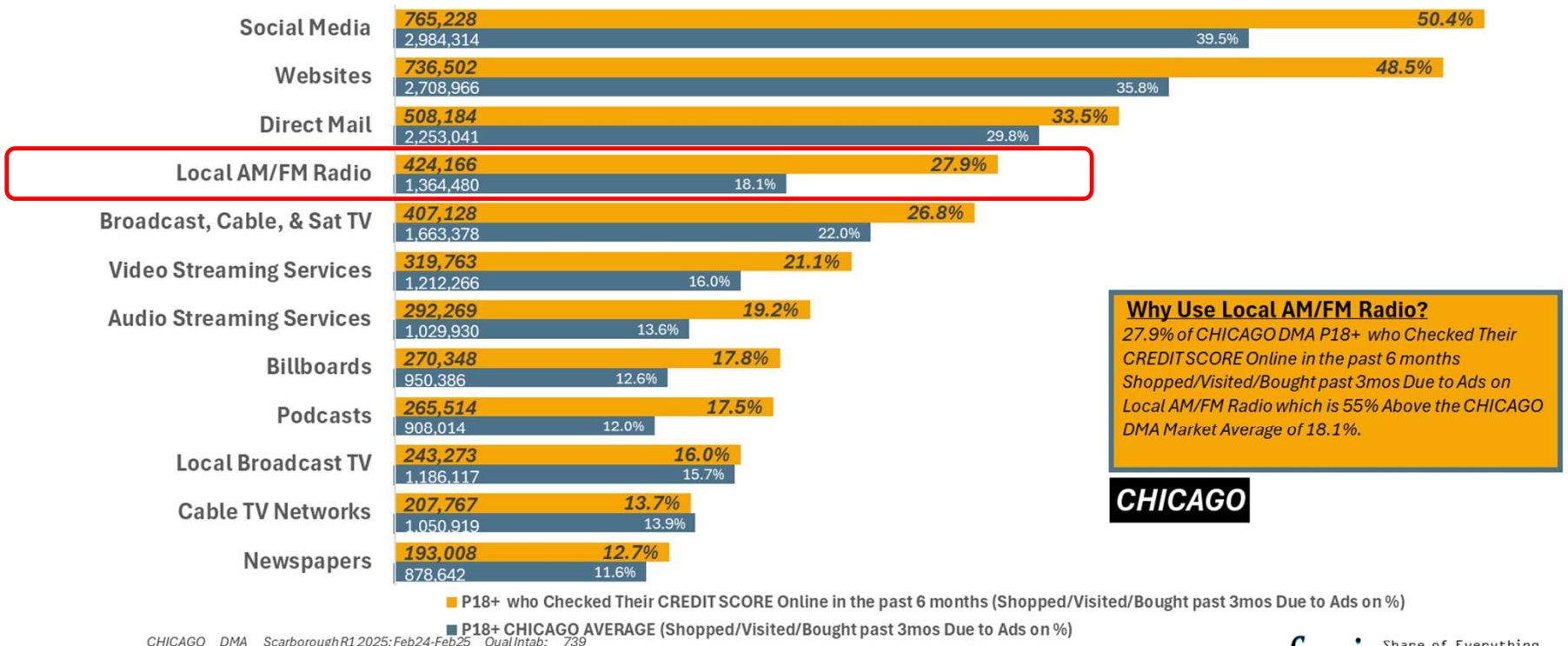
"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

27.9% of CHICAGO DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 55% Above the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 739

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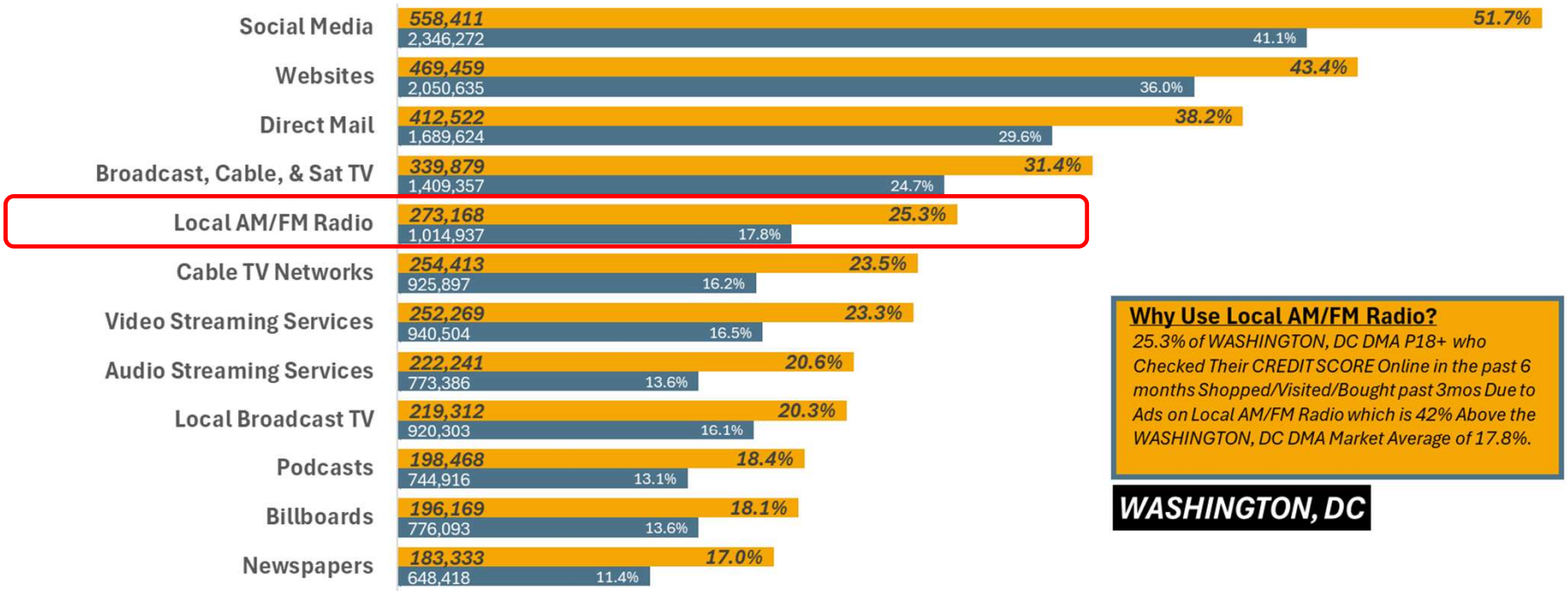
"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

25.3% of WASHINGTON, DC DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 42% Above the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 1184

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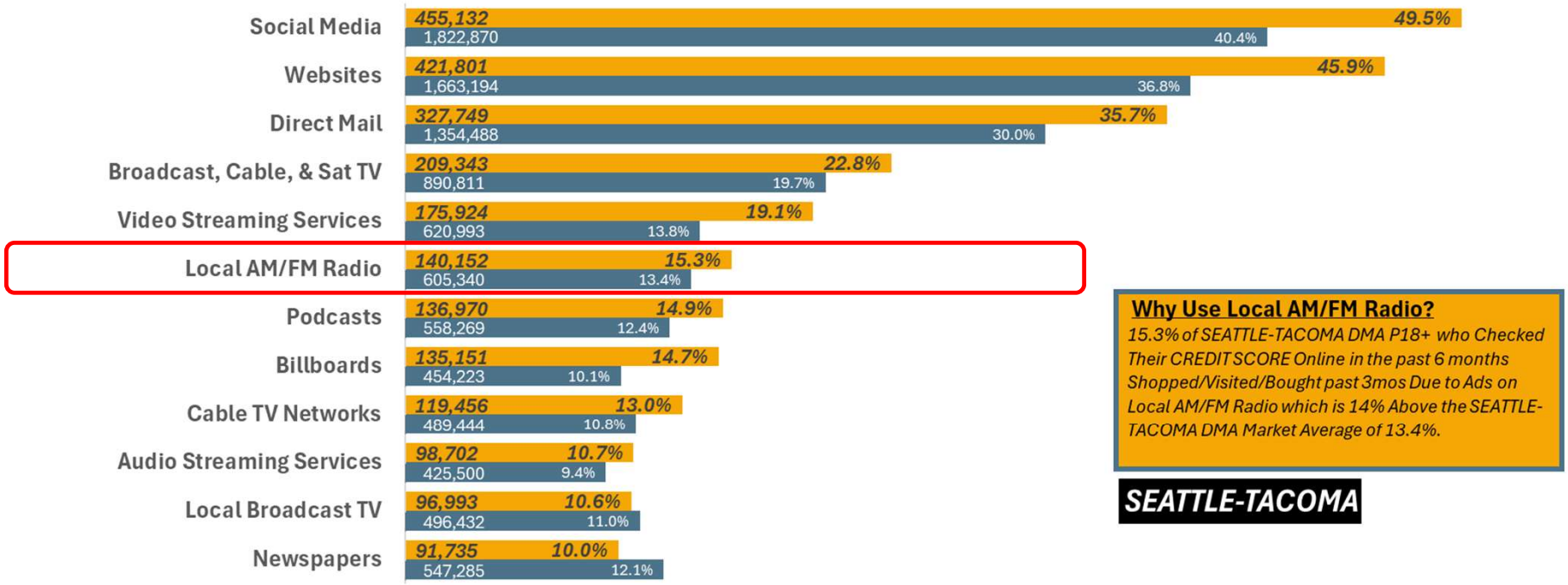
credit karma SEA

"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.3% of SEATTLE-TACOMA DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025:Feb24-Feb25 Qual Intab: 820

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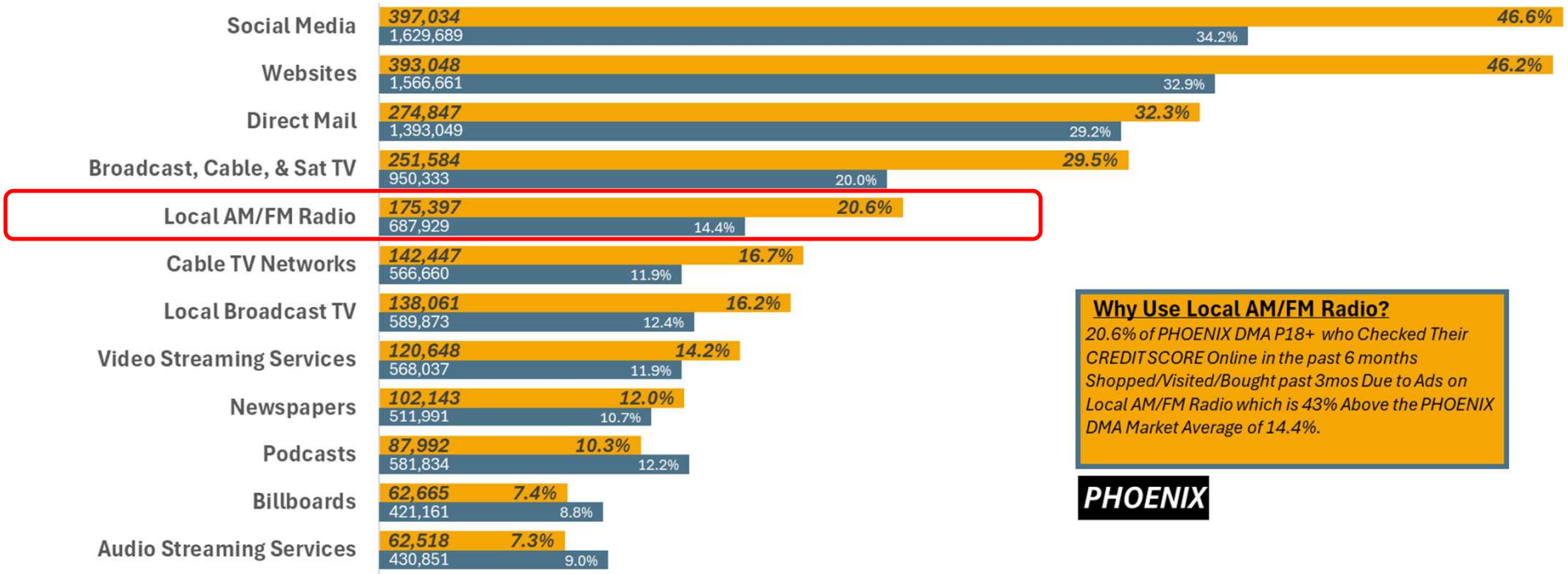
credit karma PHX

"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.6% of PHOENIX DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 443

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