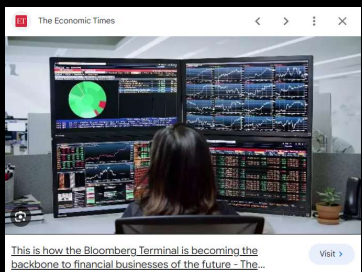



USA+4 More DMAs – P25-54 who Shopped for an AUTO LOAN Online in the past 6 mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months as of March 31, 2026.





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P25-54

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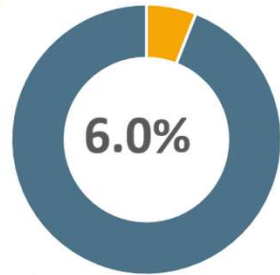
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto





6.0% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
 Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 39.5 years old (1.0% younger than average) and have a \$110,405 (5.1% higher than average) annual household income.

Percent of Market: Adults 25 - 54



■ who Shopped for an AUTO LOAN Online in the past 6 months
 ■ Remainder of USA DMAs

Total Persons:
 8,086,017 127,416,987



Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F	53.3%	50.5%	46.7%	49.5%
Average Age:	39.4	39.9	39.7	40.0
# Persons:	4,311,730	68,432,753	3,774,288	67,070,252

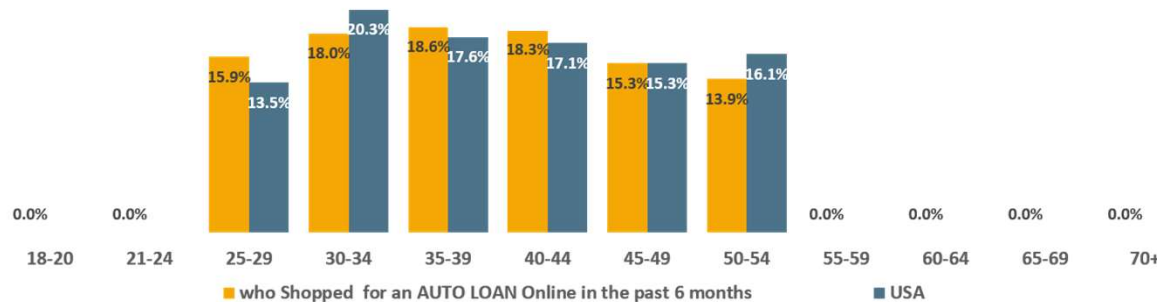
Ethnicity of Target vs. Market:

White	63.0%	58.1%
Black/African American	12.0%	12.0%
Asian	6.2%	6.2%
Other	2.5%	2.5%
Hispanic	16.3%	19.9%

■ who Shopped for an AUTO LOAN Online in the past 6 months ■ USA

Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 54	USA
	39.5	39.9



HHI of Target vs. Market:

<\$35K HHI	10.9%	15.6%
\$35K-\$50K HHI	9.5%	8.9%
\$50K-\$75K HHI	7.3%	11.1%
\$75K-\$100K HHI	14.9%	11.9%
\$100K-\$150K HHI	24.5%	19.7%
\$150K-\$250K HHI	21.1%	21.5%
\$250K+ HHI	11.7%	11.3%

Avg HHI: \$110,405 \$105,085

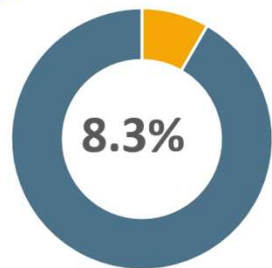
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



8.3% or 158,503 of MSP DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 38.6 years old (3.7% younger than average) and have a \$136,838 (8.4% higher than average) annual household income.

Percent of Market: Adults 25 - 54



■ who Shopped for an AUTO LOAN Online in the past 6 months
■ Remainder of MSP DMA

Total Persons:

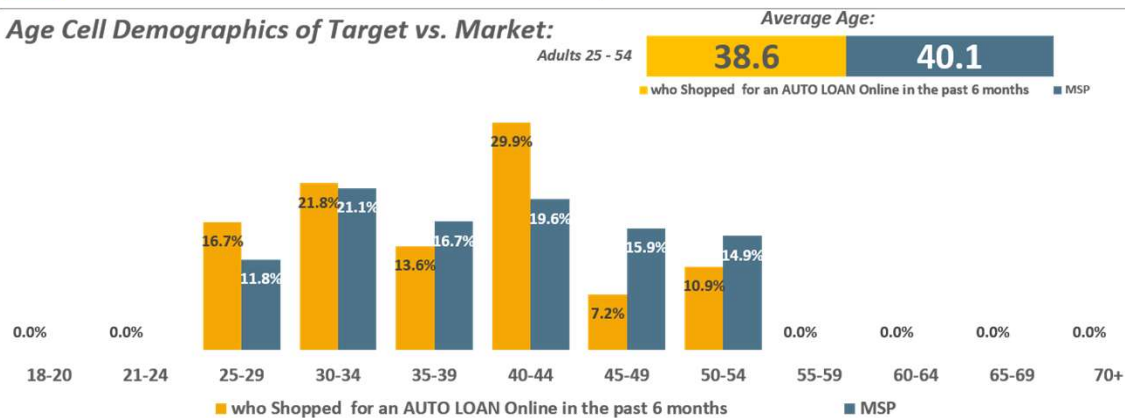
158,503 1,744,318



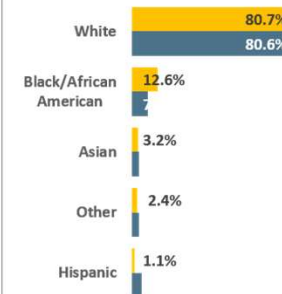
Gender of Target vs. Market: Adults 25 - 54

%M vs. %F:	52.3%	51.1%	47.7%	48.9%
Average Age:	37.5	40.0	39.7	40.1
# Persons:	82,937	971,620	75,566	931,201
	Men	Men	Women	Women

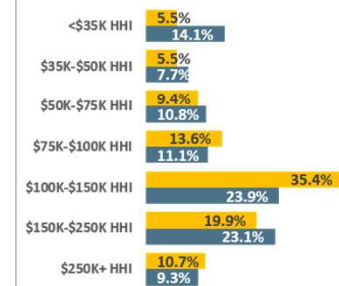
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$136,838 \$126,190

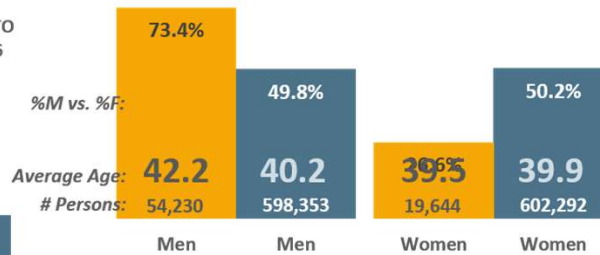


6.2% or 73,874 of STL DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
 Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 41.5 years old (3.5% older than average) and have a \$126,647 (15.3% higher than average) annual household income.

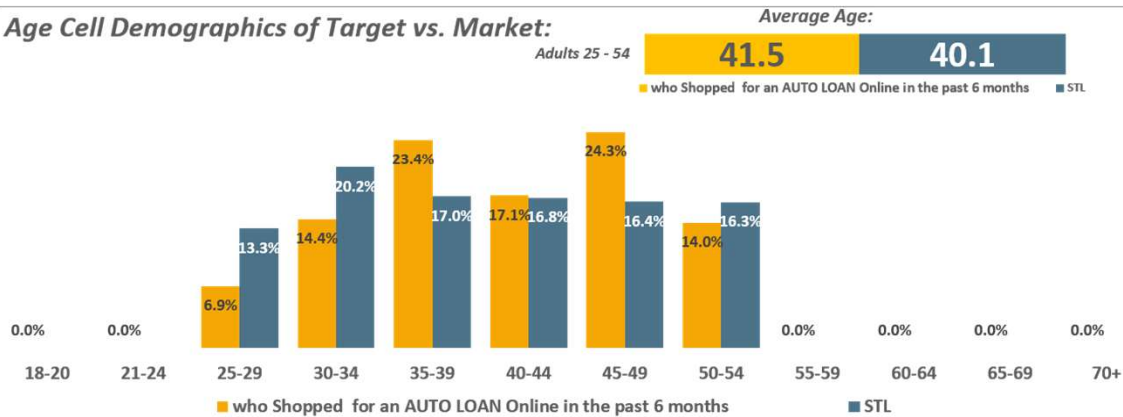
Percent of Market: Adults 25 - 54



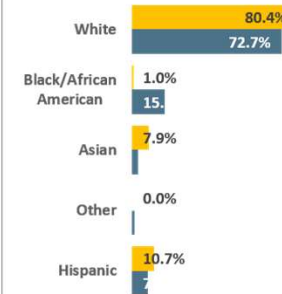
Gender of Target vs. Market: Adults 25 - 54



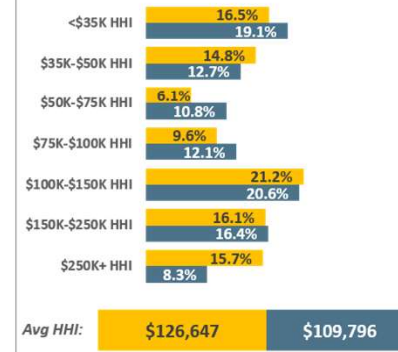
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



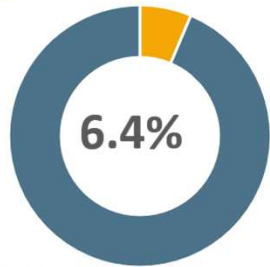
HHI of Target vs. Market:





6.4% or 59,441 of CIN DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 38.9 years old (2.4% younger than average) and have a \$129,985 (15.9% higher than average) annual household income.

Percent of Market: Adults 25 - 54

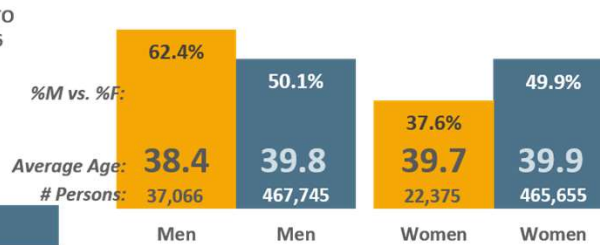


■ who Shopped for an AUTO LOAN Online in the past 6 months
■ Remainder of CIN DMA

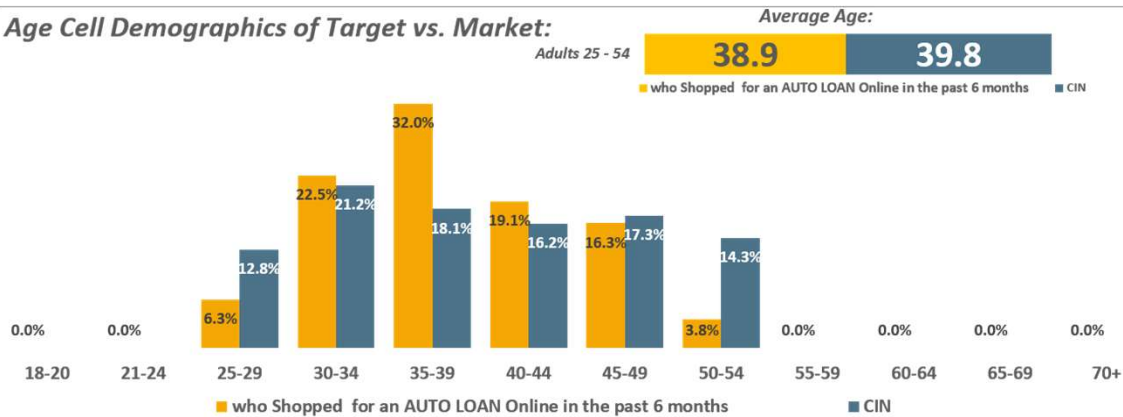
Total Persons:



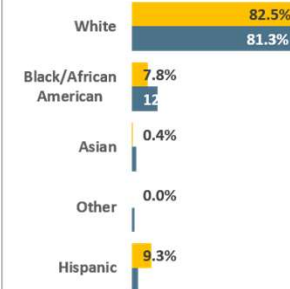
Gender of Target vs. Market: Adults 25 - 54



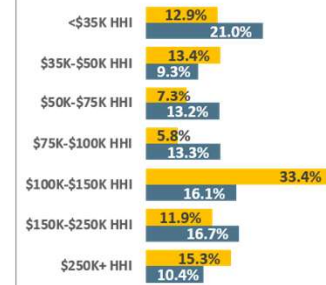
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

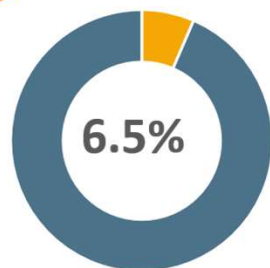


Avg HHI: \$129,985 (who shopped), \$112,151 (CIN)



6.5% or 51,694 of WPB DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 40.9 years old (.7% older than average) and have a \$112,312 (1.6% higher than average) annual household income.

Percent of Market: Adults 25 - 54

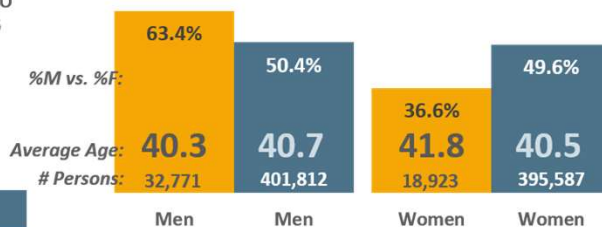


■ who Shopped for an AUTO LOAN Online in the past 6 months
■ Remainder of WPB DMA

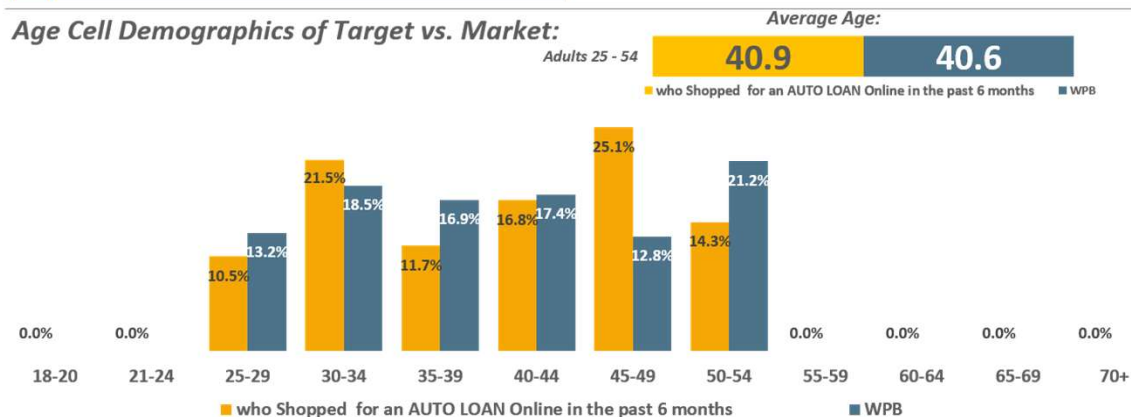
Total Persons:



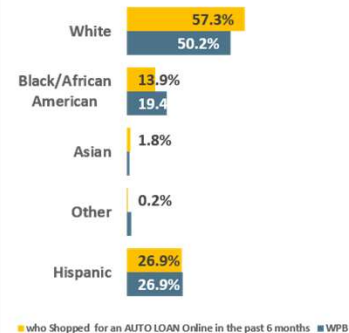
Gender of Target vs. Market: Adults 25 - 54



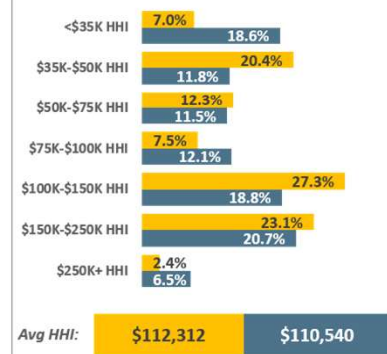
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

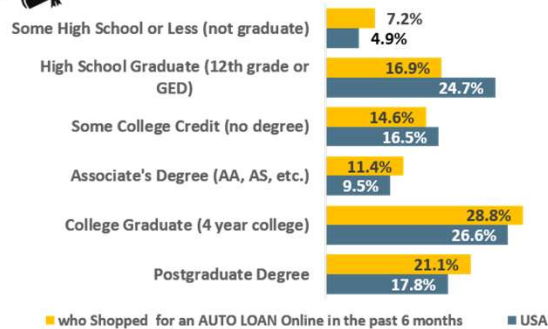


Avg HHI: \$112,312 (shopped) vs \$110,540 (market)

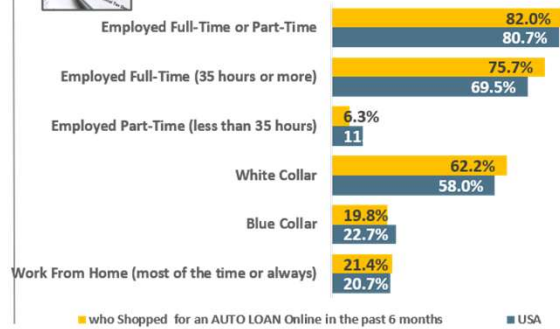


6.0% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
 Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 12.4% more likely to be a college graduate, 8.9% more likely to work full-time, 3.6% more likely to be married, 10.4% more likely to be a parent of 1 or more children under 18.

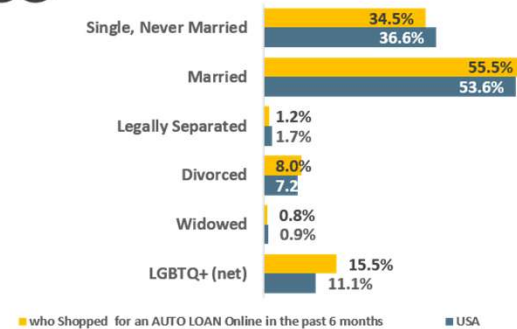
Education Levels: Adults 25 - 54



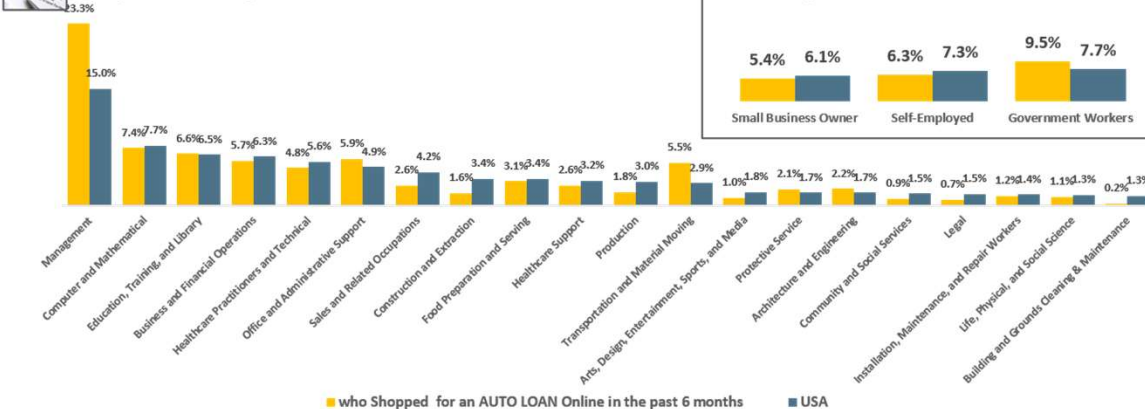
Employment: Adults 25 - 54



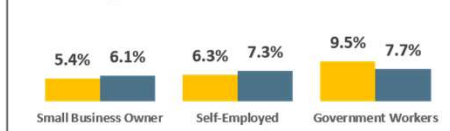
Marital Status: Adults 25 - 54



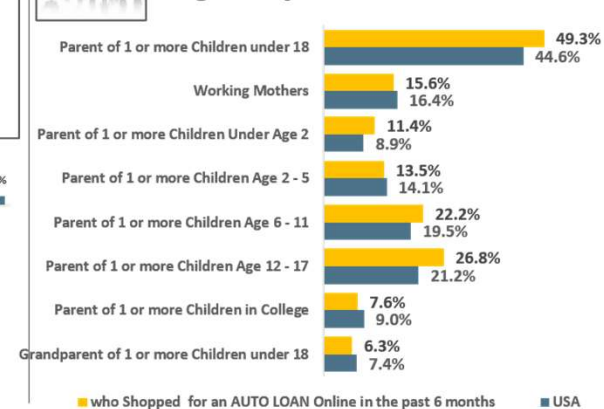
Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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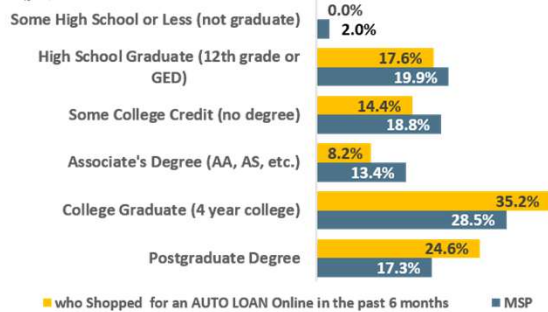
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

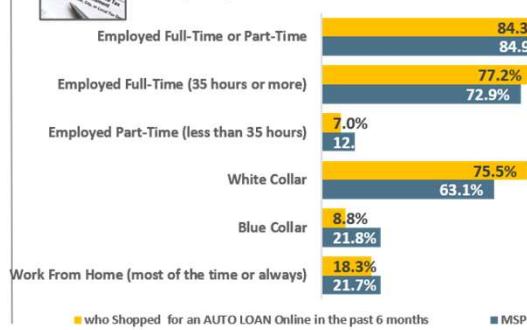


8.3% or 158,503 of MSP DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 30.3% more likely to be a college graduate, 6% more likely to work full-time, 27.9% more likely to be married, 47.8% more likely to be a parent of 1 or more children under 18.

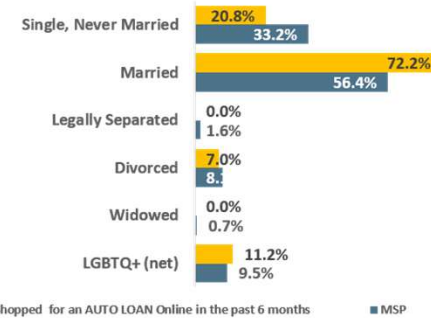
Education Levels: Adults 25 - 54



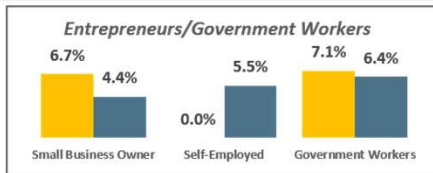
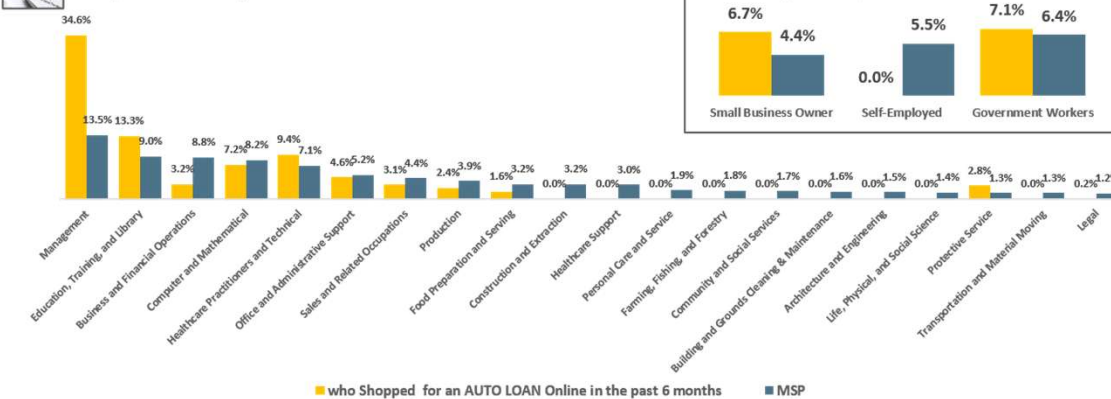
Employment: Adults 25 - 54



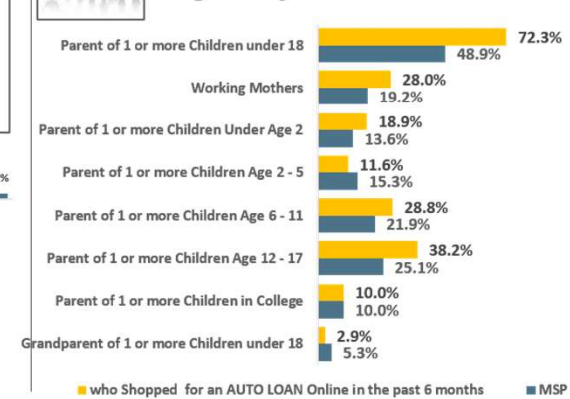
Marital Status: Adults 25 - 54

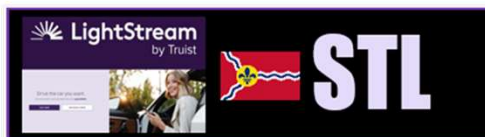


Top-20 Occupations: Adults 25 - 54



Stage in Life: Adults 25 - 54

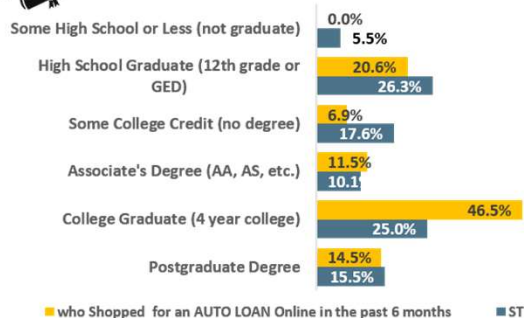




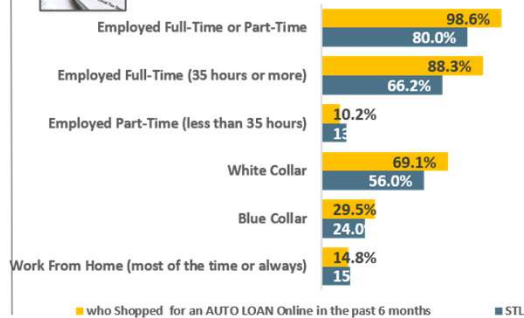
6.2% or 73,874 of STL DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 50.4% more likely to be a college graduate, 33.4% more likely to work full-time, 46.1% more likely to be married, 22.6% more likely to be a parent of 1 or more children under 18.



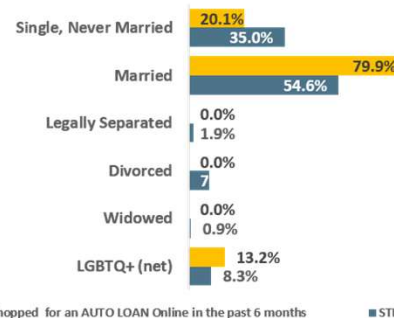
Education Levels: Adults 25 - 54



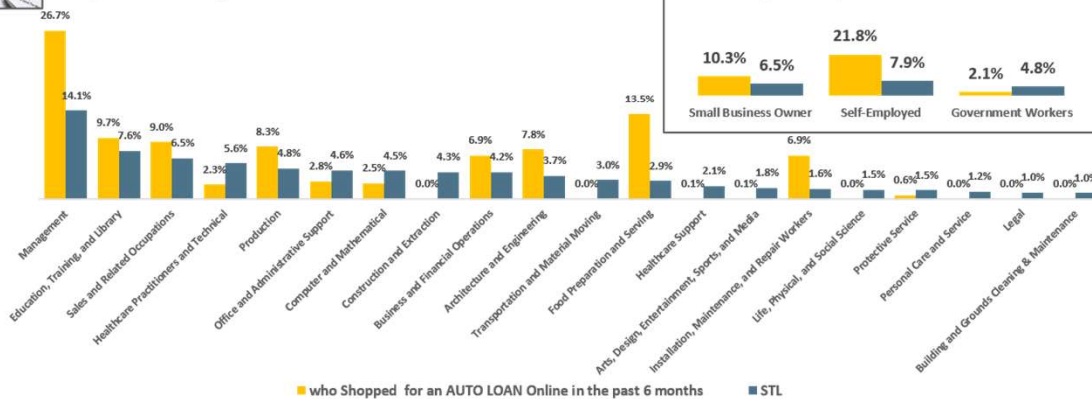
Employment: Adults 25 - 54



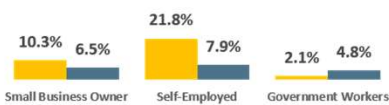
Marital Status: Adults 25 - 54



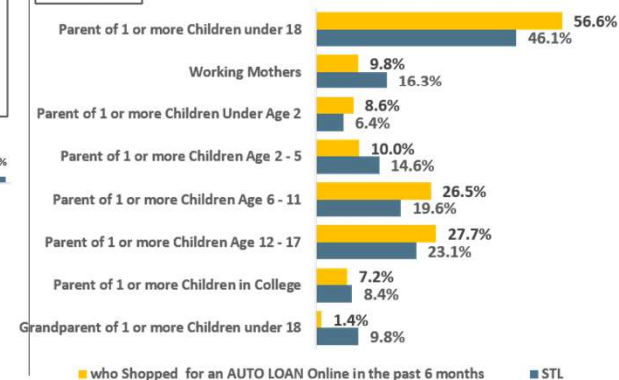
Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers



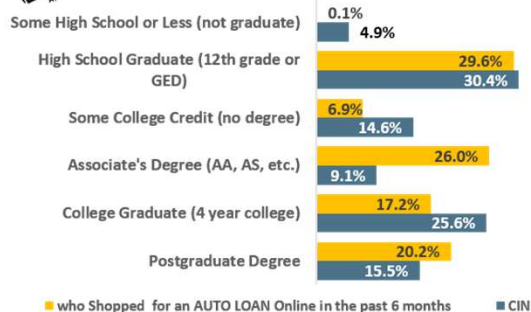
Stage in Life: Adults 25 - 54



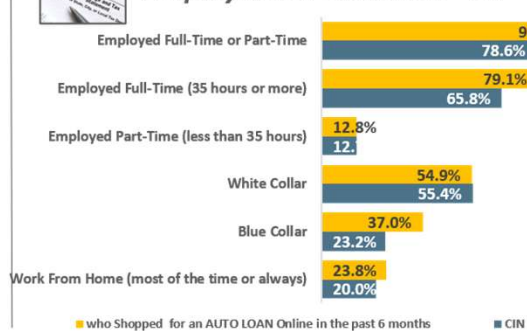


6.4% or 59,441 of CIN DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 8.8% less likely to be a college graduate, 20.2% more likely to work full-time, 20.5% more likely to be married, 16% more likely to be a parent of 1 or more children under 18.

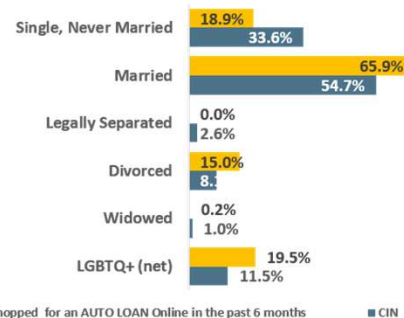
Education Levels: Adults 25 - 54



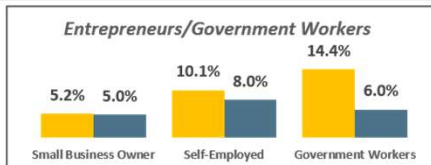
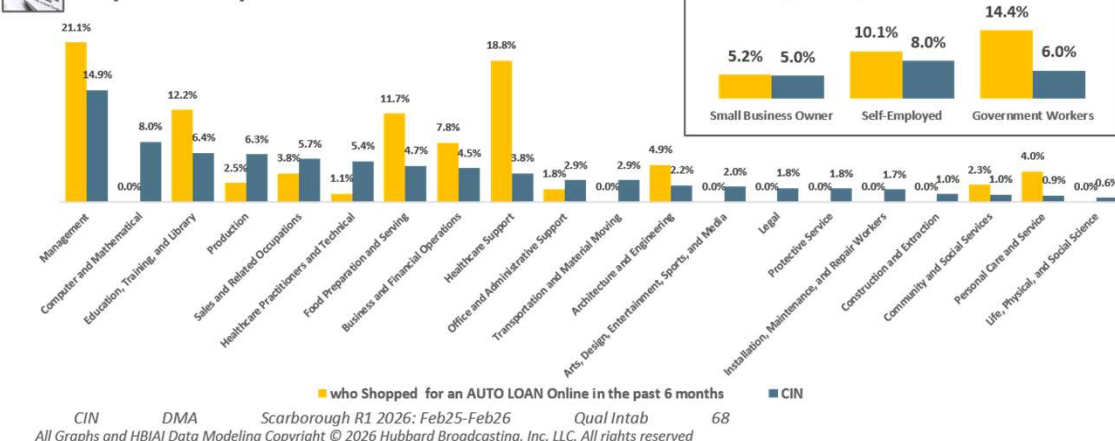
Employment: Adults 25 - 54



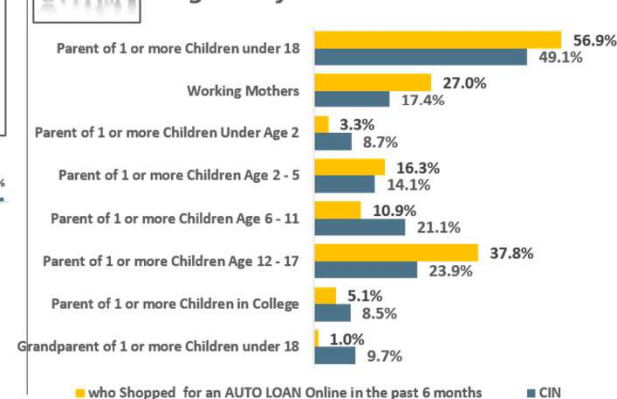
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



Stage in Life: Adults 25 - 54

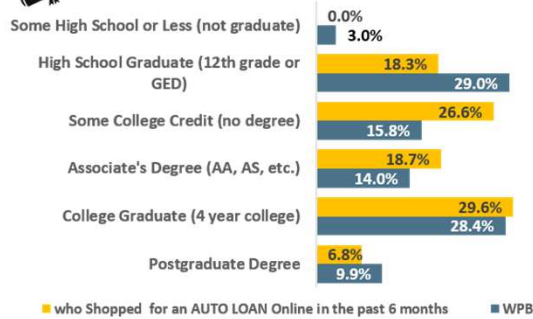




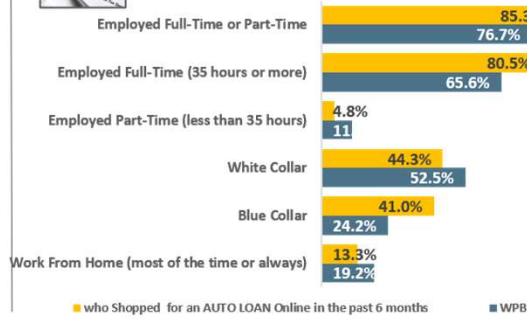
6.5% or 51,694 of WPB DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 5.1% less likely to be a college graduate, 22.8% more likely to work full-time, 15.5% more likely to be married, 29.8% more likely to be a parent of 1 or more children under 18.



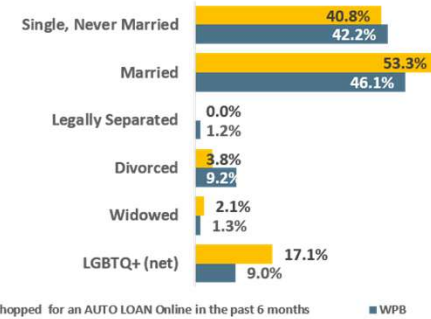
Education Levels: Adults 25 - 54



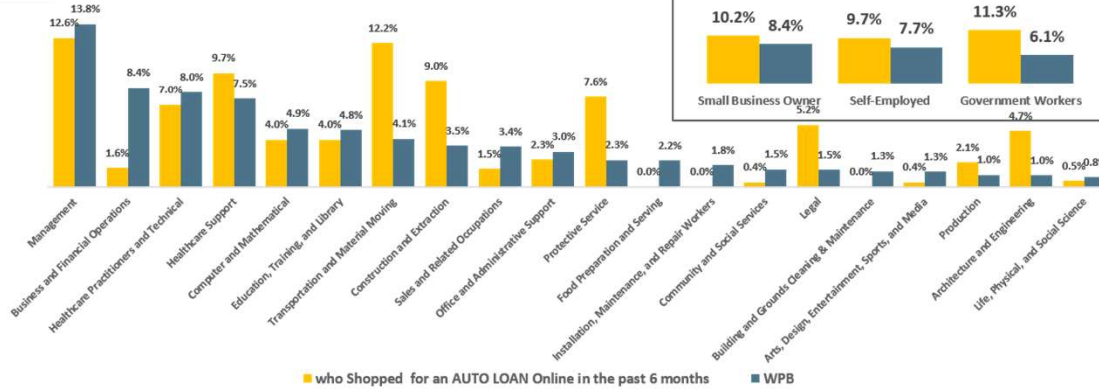
Employment: Adults 25 - 54



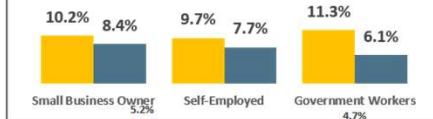
Marital Status: Adults 25 - 54



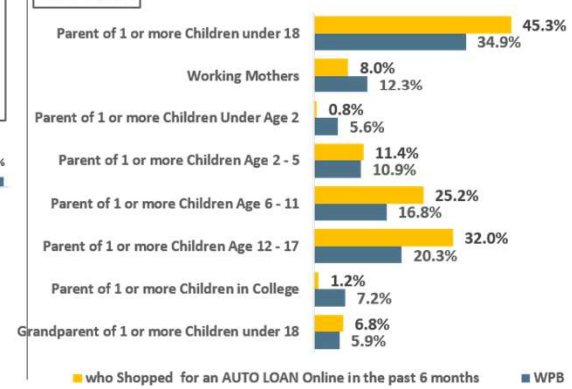
Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers



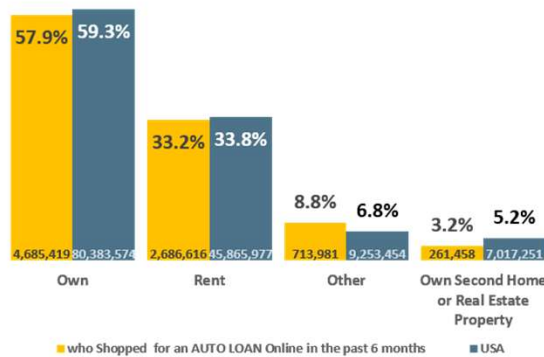
Stage in Life: Adults 25 - 54



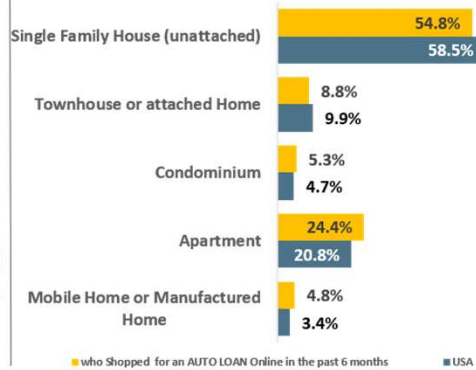


6.1% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 2.3% less likely to own their home, 12.2% more likely to own a higher valued home, 6.3% less likely to have a single-family home, 7.2% more likely to have a dog.

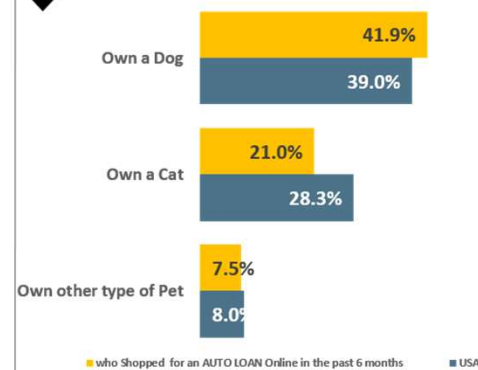
Own/Rent/Other: Adults 25 - 54



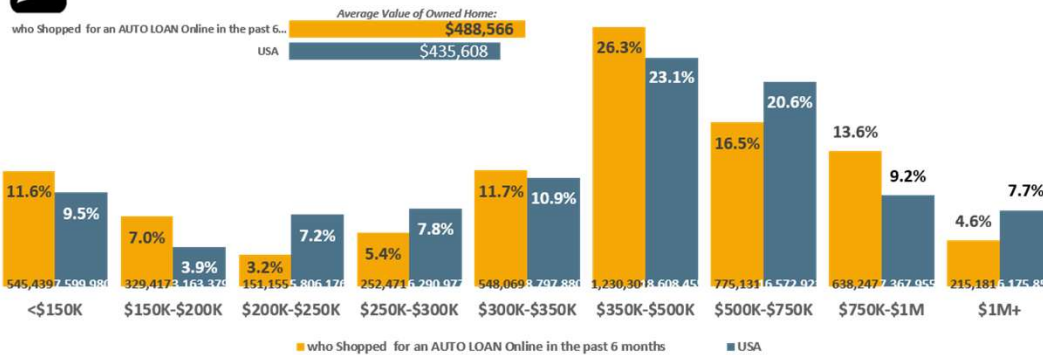
Type of Home: Adults 25 - 54



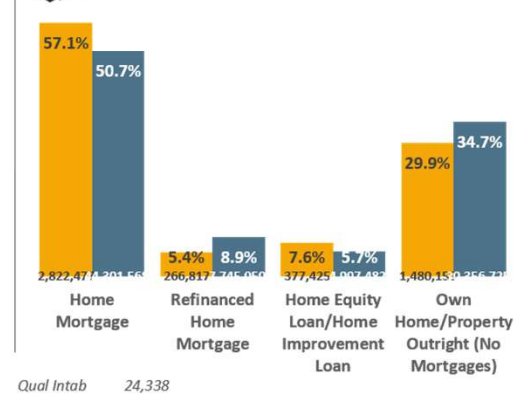
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54

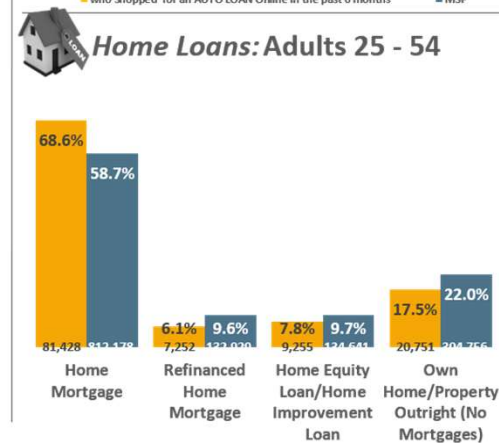
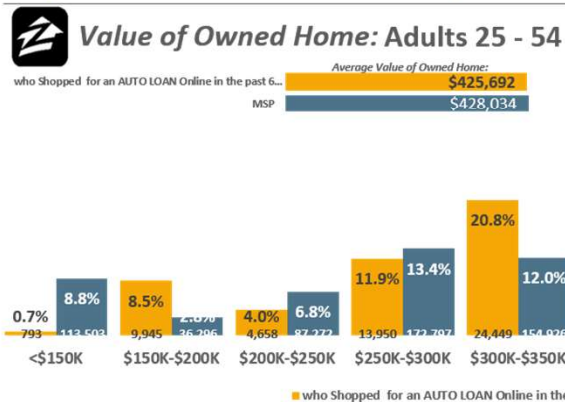
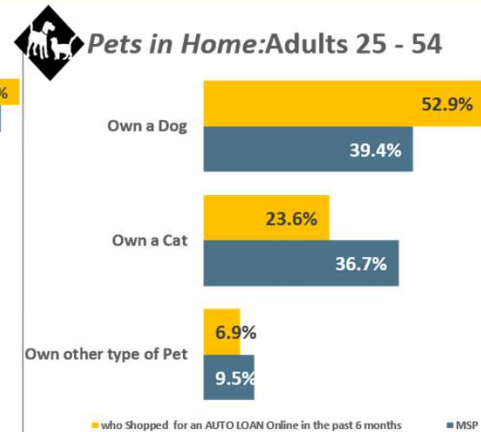
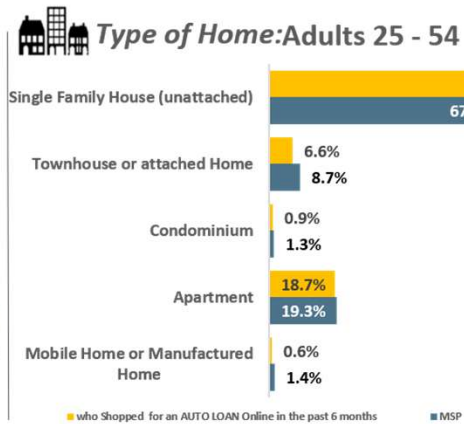
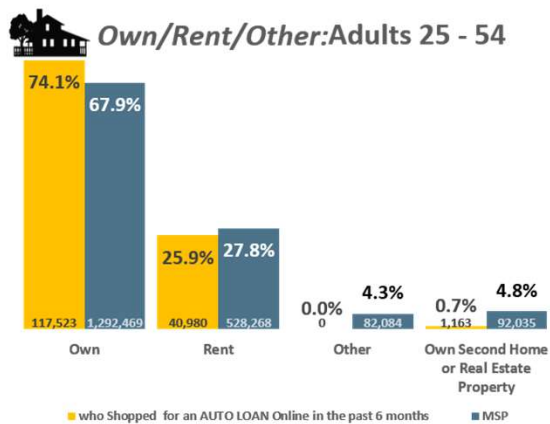


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



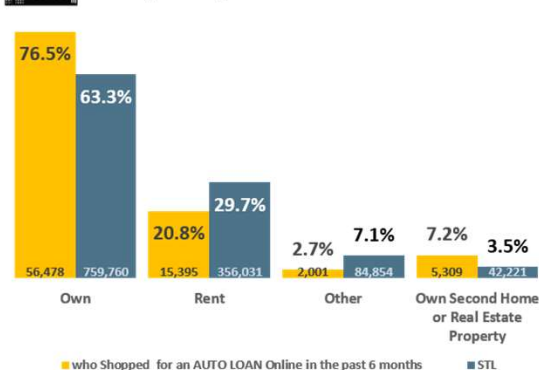
8.3% or 158,503 of MSP DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 9.2% more likely to own their home, .5% more likely to own a lower valued home, 7.9% more likely to have a single-family home, 34.3% more likely to have a dog.



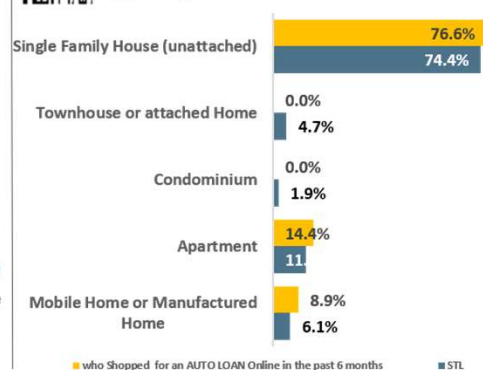


6.2% or 73,874 of STL DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 20.8% more likely to own their home, 6.5% more likely to own a higher valued home, 2.9% more likely to have a single-family home, 6.2% less likely to have a dog.

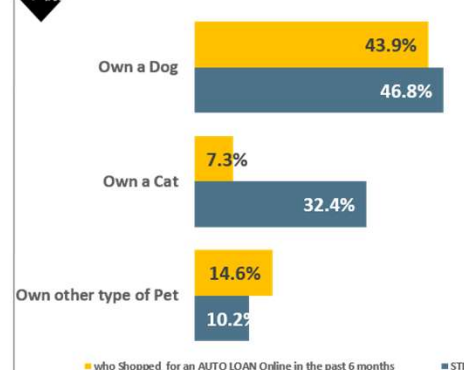
Own/Rent/Other: Adults 25 - 54



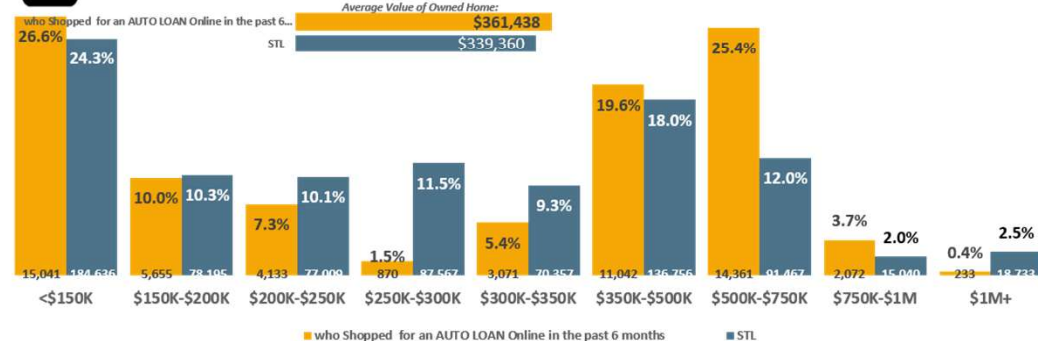
Type of Home: Adults 25 - 54



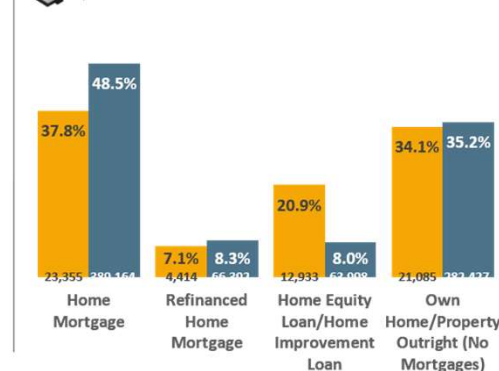
Pets in Home: Adults 25 - 54

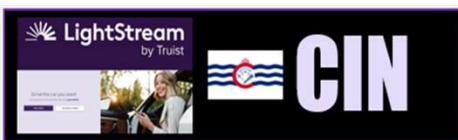


Value of Owned Home: Adults 25 - 54



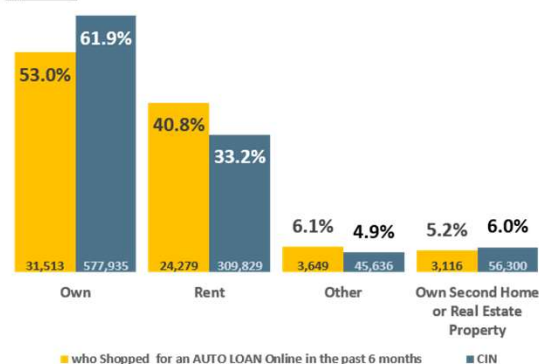
Home Loans: Adults 25 - 54



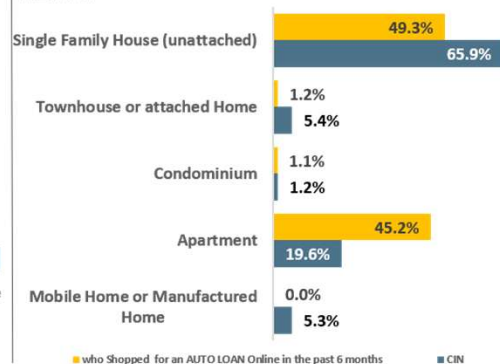


6.4% or 59,441 of CIN DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 14.4% less likely to own their home, 9.3% more likely to own a higher valued home, 25.2% less likely to have a single-family home, 6.5% more likely to have a dog.

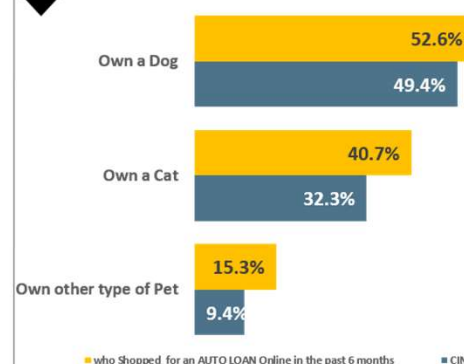
Own/Rent/Other: Adults 25 - 54



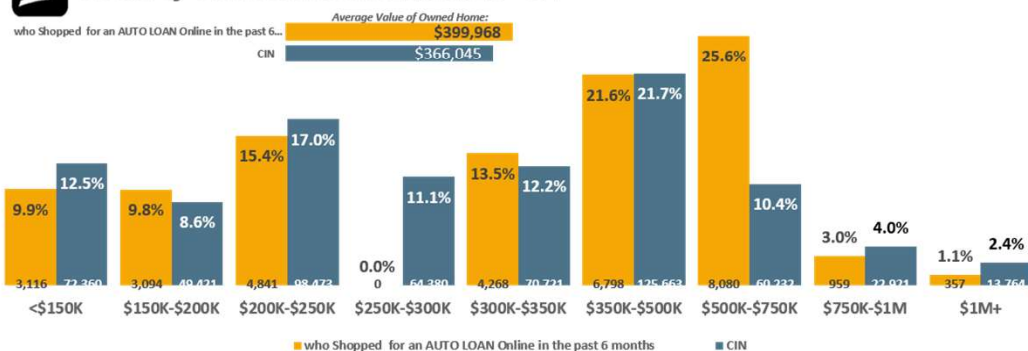
Type of Home: Adults 25 - 54



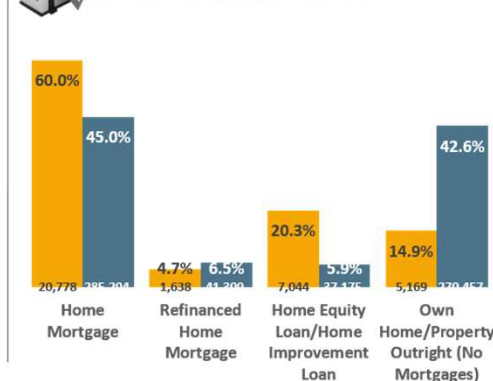
Pets in Home: Adults 25 - 54

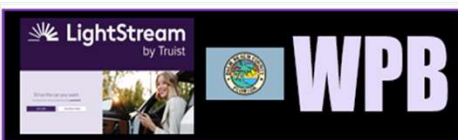


Value of Owned Home: Adults 25 - 54

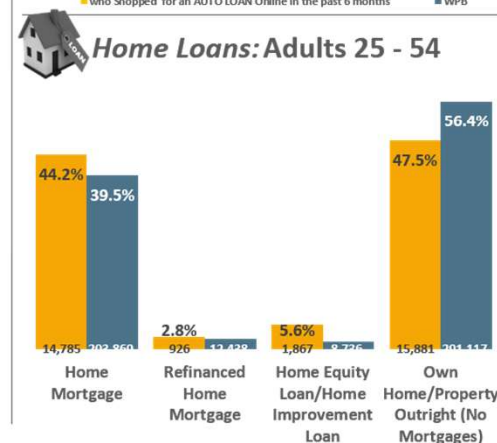
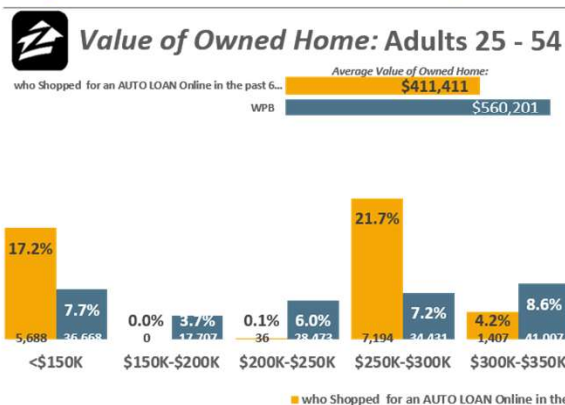
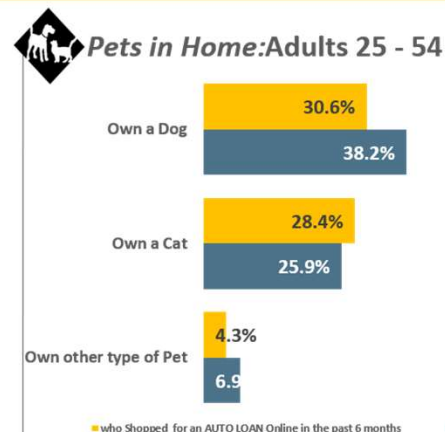
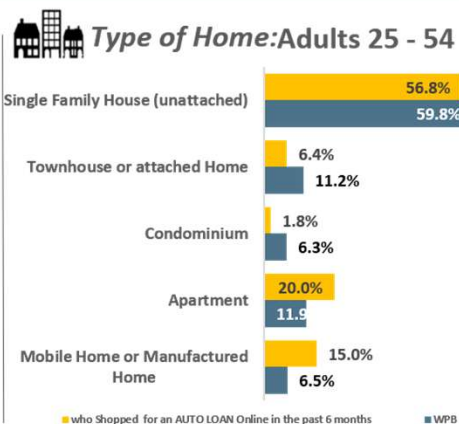
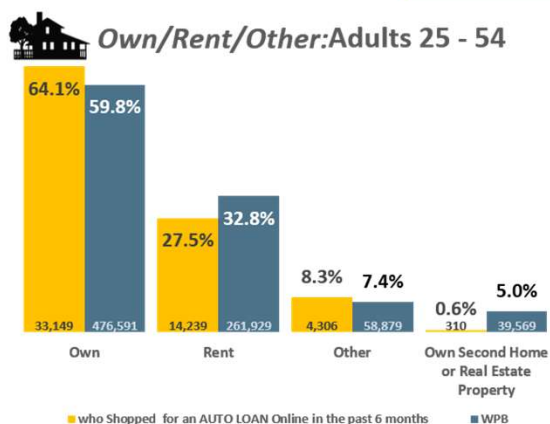


Home Loans: Adults 25 - 54





6.5% or 51,694 of WPB DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 7.3% more likely to own their home, 26.6% more likely to own a lower valued home, 5.9% less likely to have a single-family home, 19.7% less likely to have a dog.

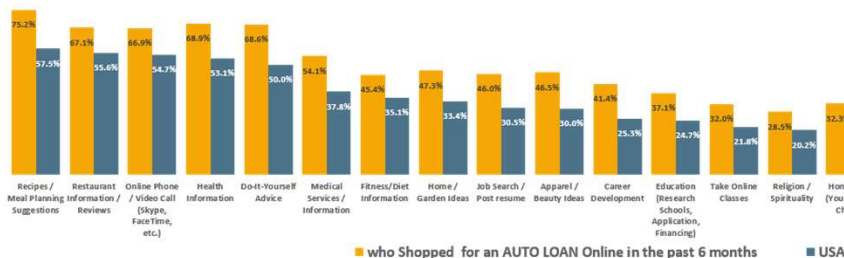




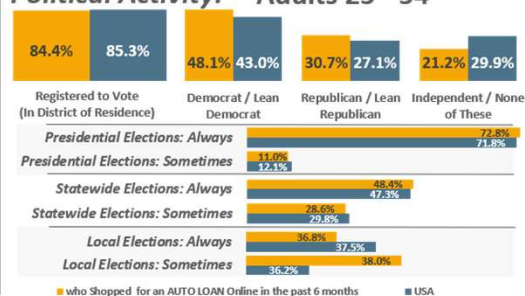
6.6% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
 Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 37.1% more likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 11.5% less likely to belong to a gym, 5.2% less likely to fly domestic past y



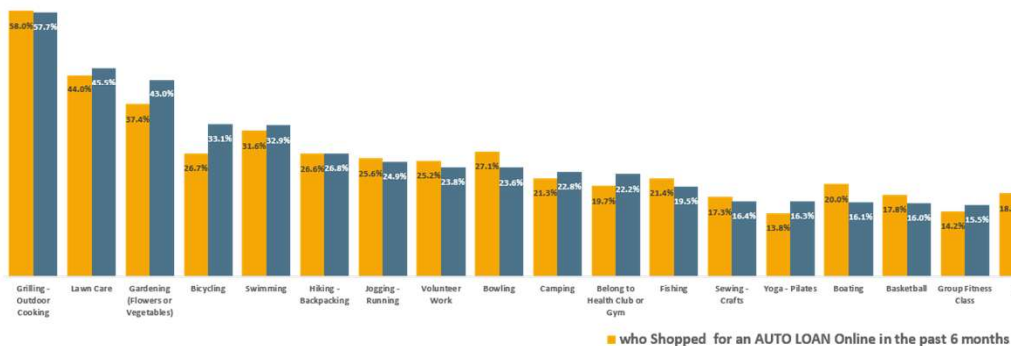
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



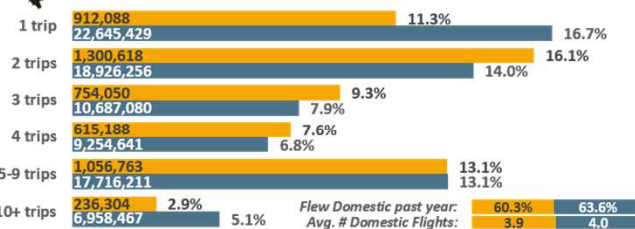
Political Activity: Adults 25 - 54



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



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



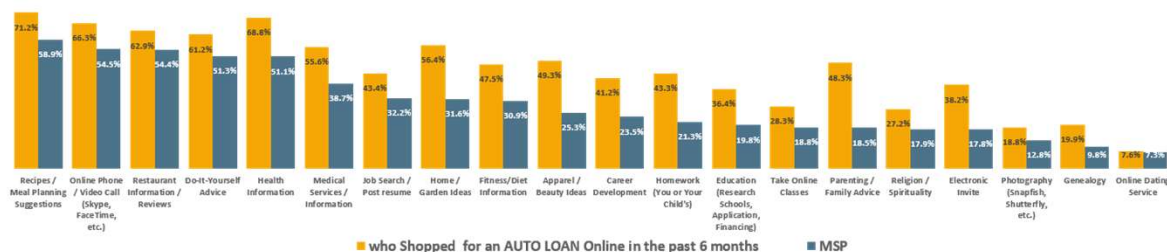
Flew Domestic past year: 60.3%
 Avg. # Domestic Flights: 3.9



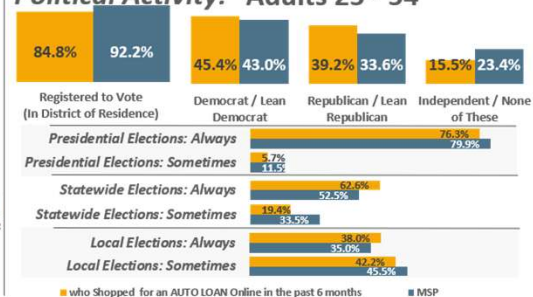
8.3% or 158,503 of MSP DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 19.3% more likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 49.9% less likely to belong to a gym, 2.1% less likely to fly domestic past



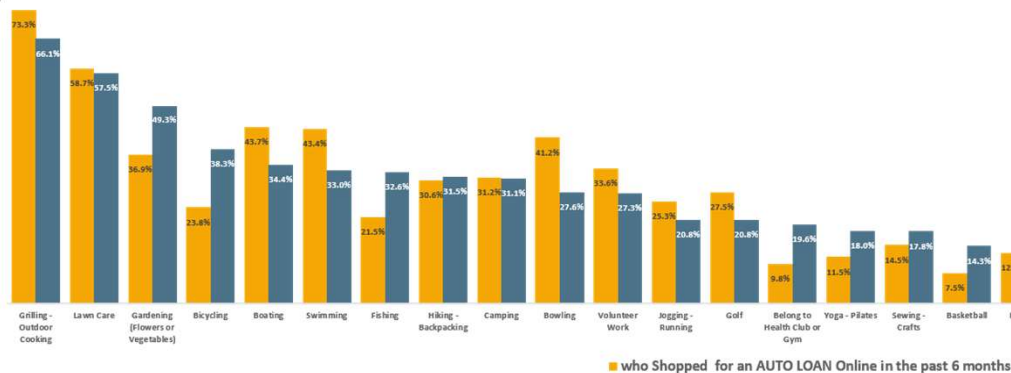
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



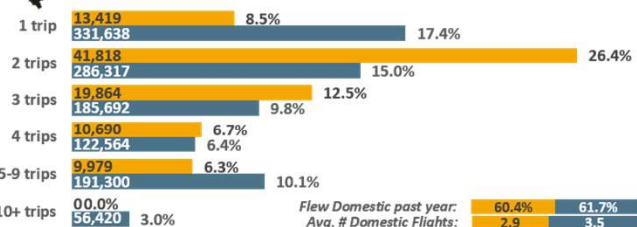
Political Activity: Adults 25 - 54



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



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



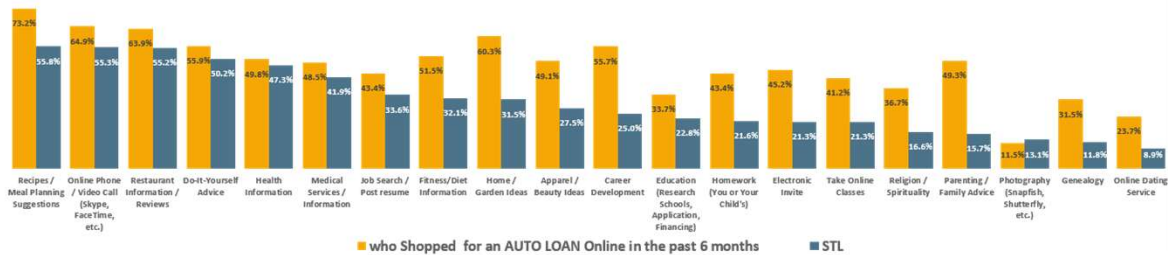
Flew Domestic past year: 60.4% (who Shopped) vs 61.7% (MSP)
Avg. # Domestic Flights: 2.9 (who Shopped) vs 3.5 (MSP)



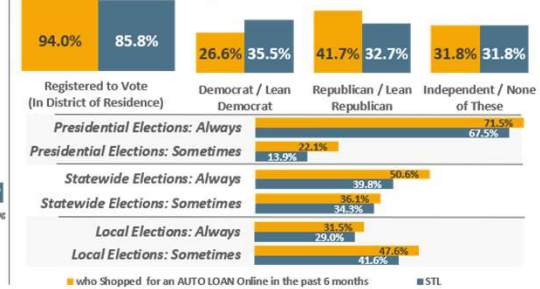
6.2% or 73,874 of STL DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 11.4% more likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 34.1% less likely to belong to a gym, .7% more likely to fly domestic past y



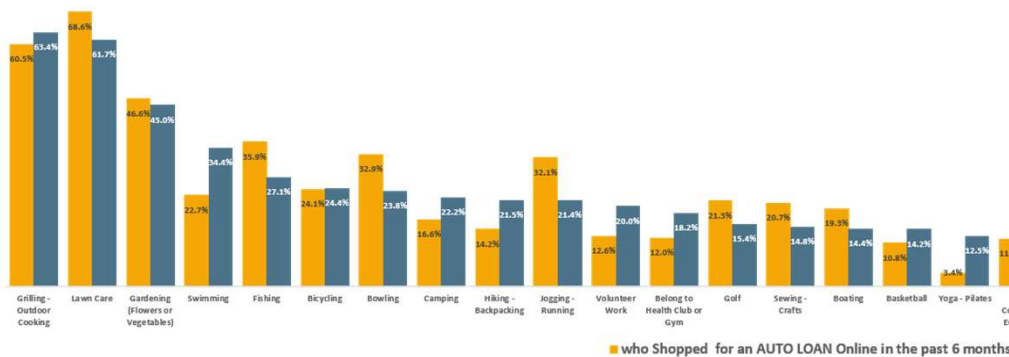
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



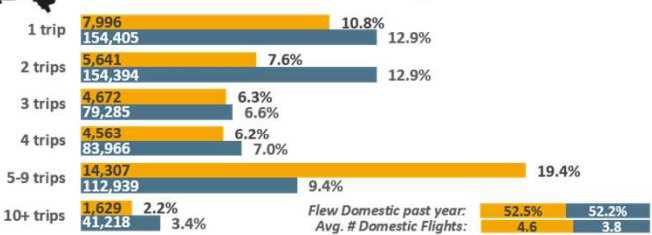
Political Activity: Adults 25 - 54



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



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

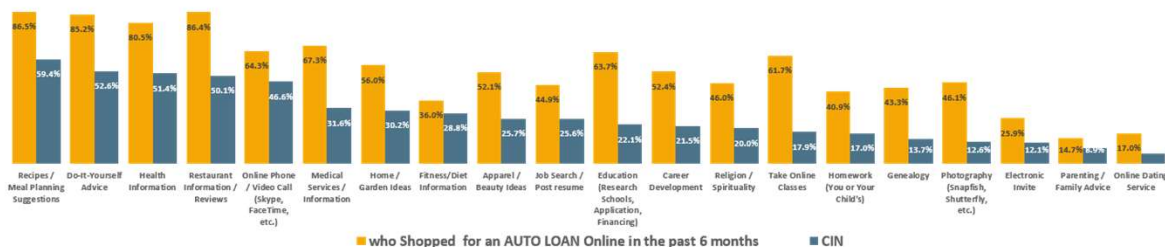




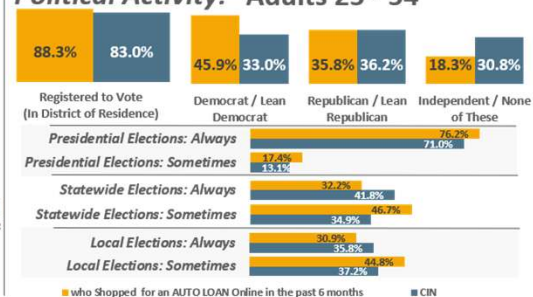
6.4% or 59,441 of CIN DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 61.8% more likely to look up D-I-Y advice online, 13.8% less likely to always vote in local elections, 22.7% less likely to belong to a gym, 18.9% more likely to fly domestic pas



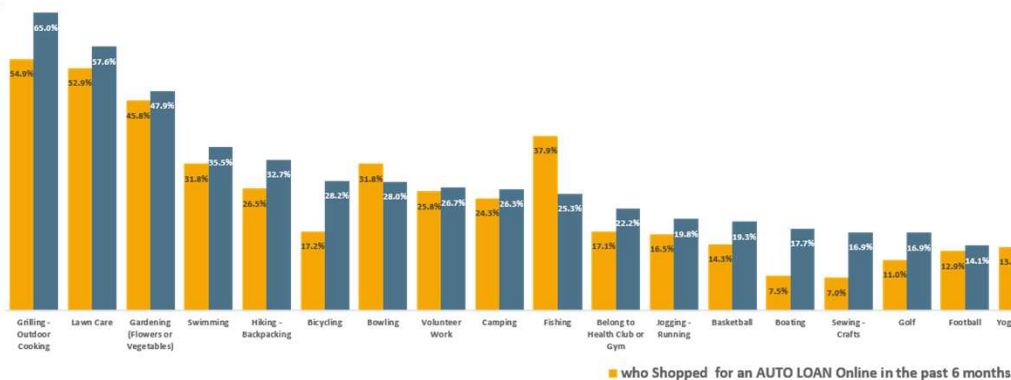
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



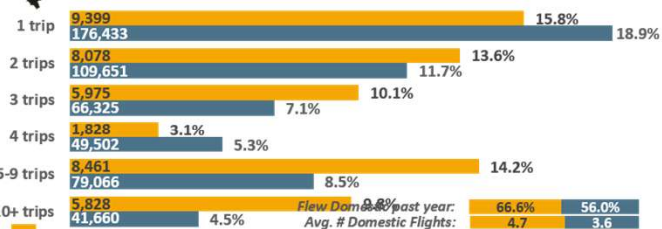
Political Activity: Adults 25 - 54



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



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

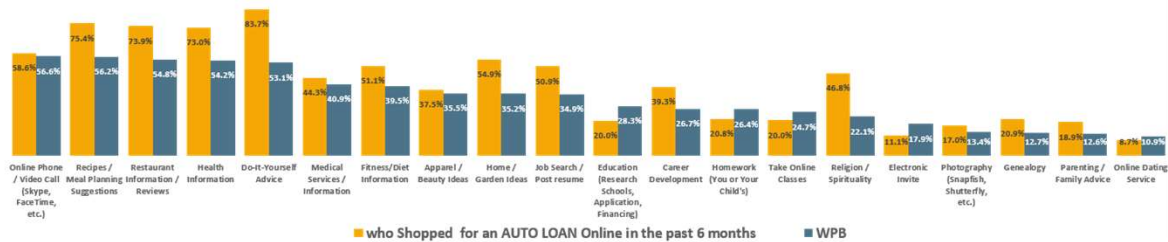




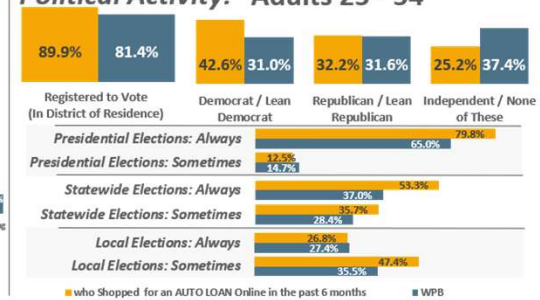
6.5% or 51,694 of WPB DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 57.7% more likely to look up D-I-Y advice online, 2.3% less likely to always vote in local elections, 10.% less likely to belong to a gym, 7.8% more likely to fly domestic past y



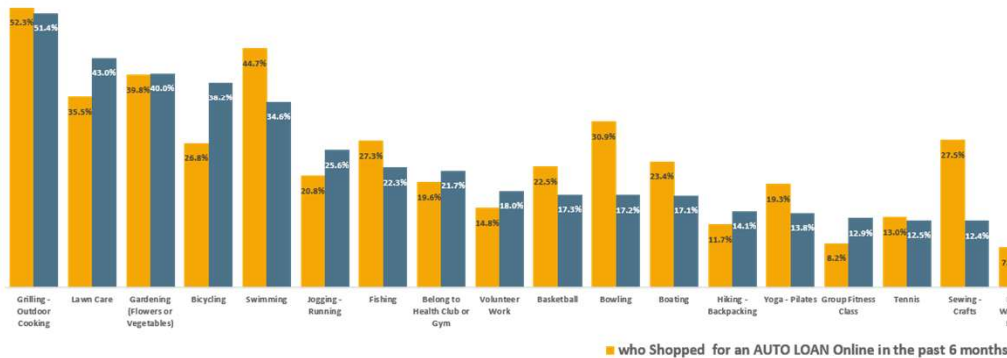
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



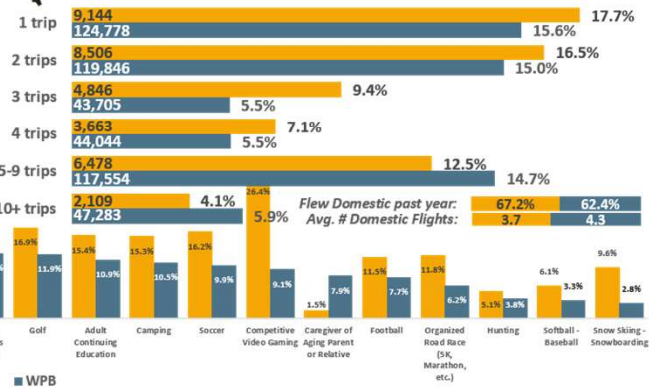
Political Activity: Adults 25 - 54



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



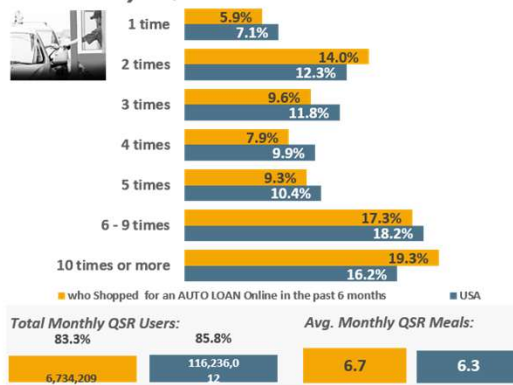
Past 12-months Domestic Airline Trips: Adults 25 - 54



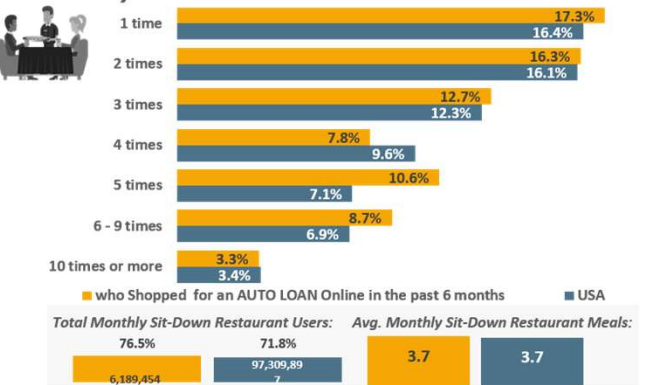


6.6% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 2.9% less likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 13.7% less likely to smoke cigarettes.

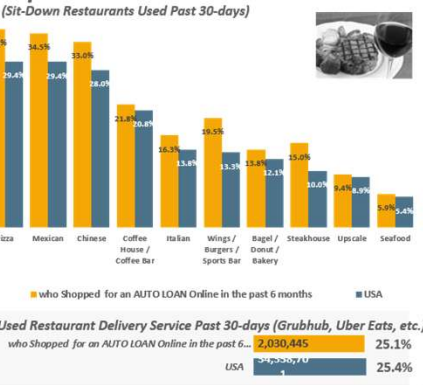
Past 30-days QSR Users: Adults 25 - 54



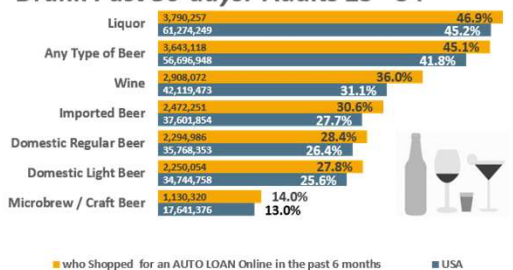
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



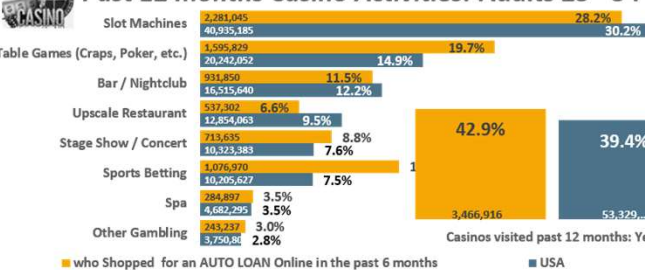
Top-10 Cuisines: Adults 25 - 54



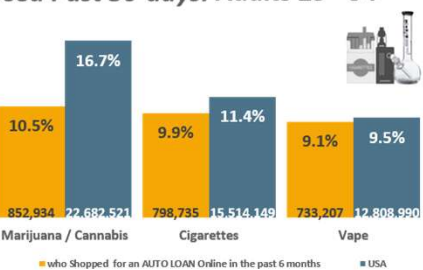
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



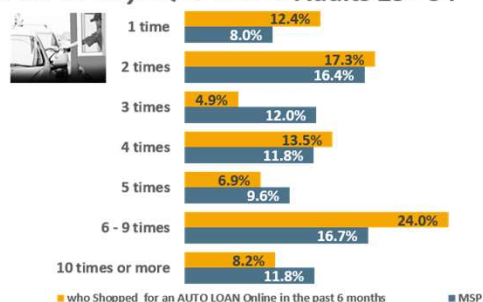
Used Past 30-days: Adults 25 - 54



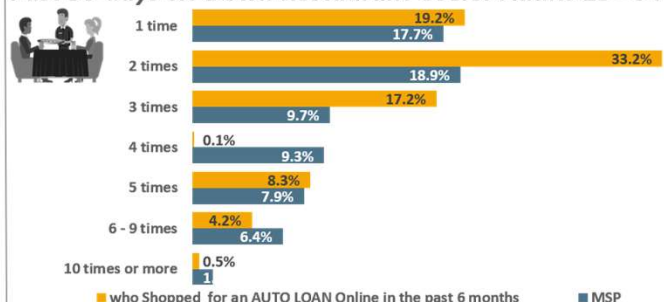


8.3% or 158,503 of MSP DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 1.2% more likely to use QSRs past mo., 16.% more likely to use Sit-Down Restaurants past mo., 24.% more likely to use Casinos past yr., 84.9% less likely to smoke cigarettes.

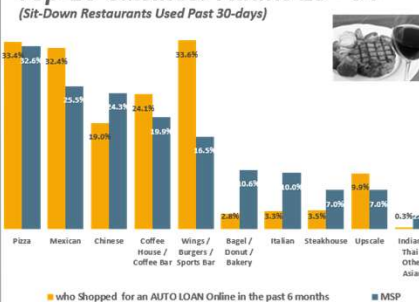
Past 30-days QSR Users: Adults 25 - 54



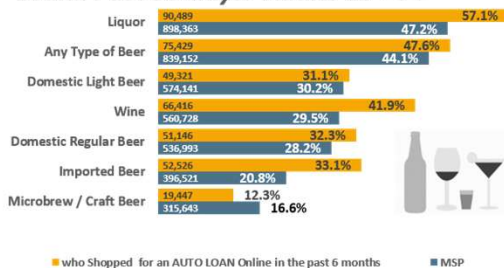
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



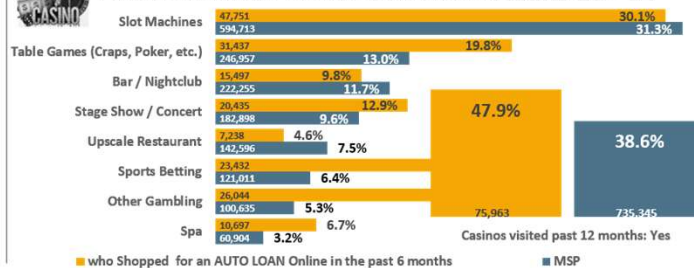
Top-10 Cuisines: Adults 25 - 54



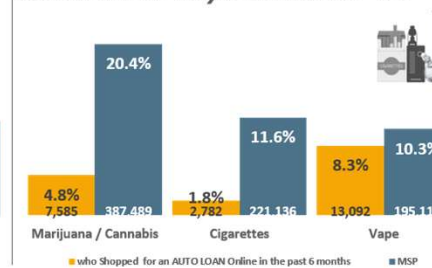
Drank Past 30-days: Adults 25 - 54

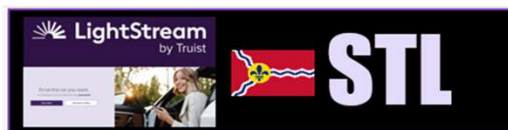


Past 12 months Casino Activities: Adults 25 - 54



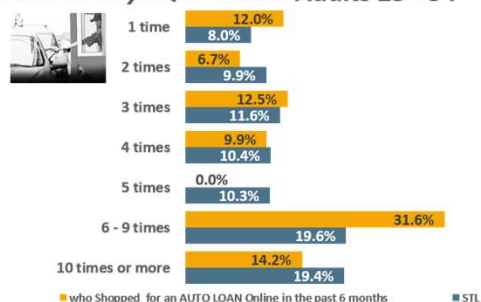
Used Past 30-days: Adults 25 - 54



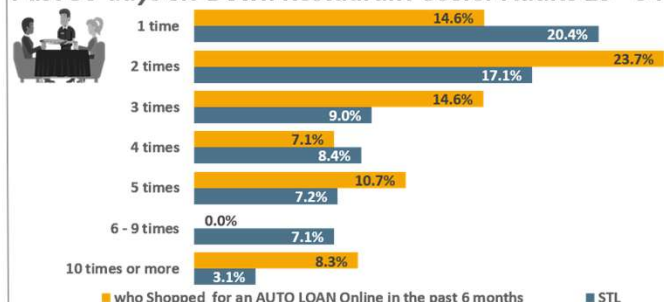


6.2% or 73,874 of STL DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 2.5% less likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 15.1% less likely to use Casinos past yr., 67.1% less likely to smoke cigarettes.

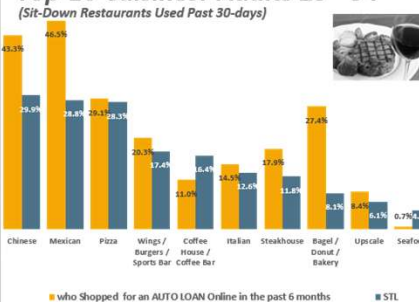
Past 30-days QSR Users: Adults 25 - 54



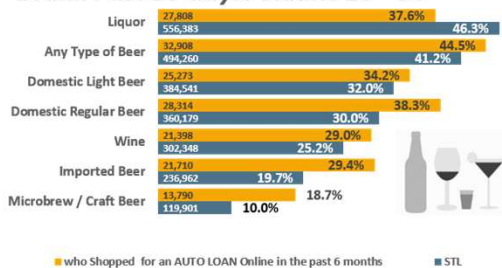
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



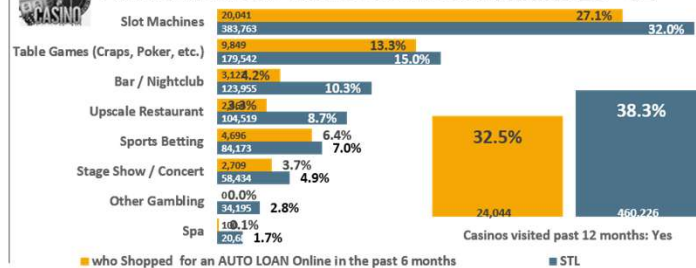
Top-10 Cuisines: Adults 25 - 54



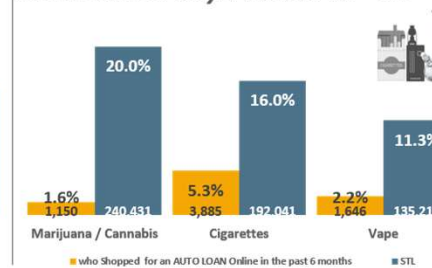
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



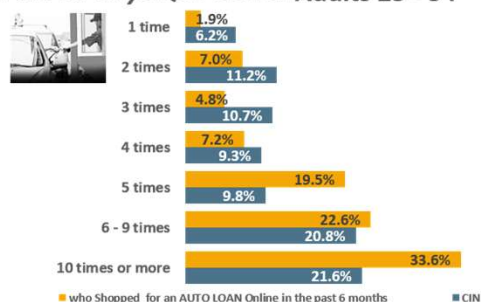
Used Past 30-days: Adults 25 - 54



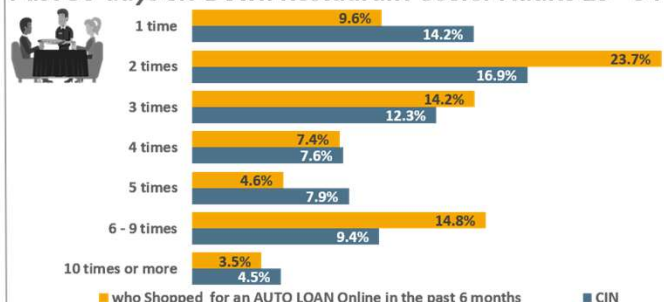


6.4% or 59,441 of CIN DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 7.9% more likely to use QSRs past mo., 6.8% more likely to use Sit-Down Restaurants past mo., 1.8% less likely to use Casinos past yr., 36.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



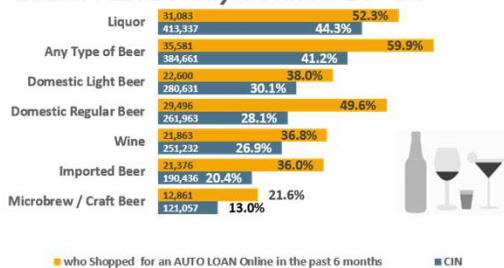
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



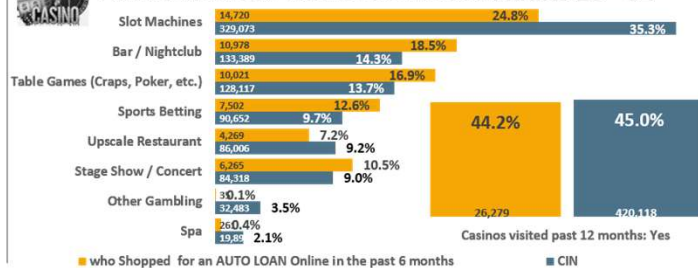
Top-10 Cuisines: Adults 25 - 54 (Sit-Down Restaurants Used Past 30-days)



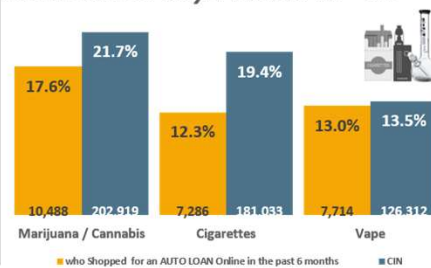
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



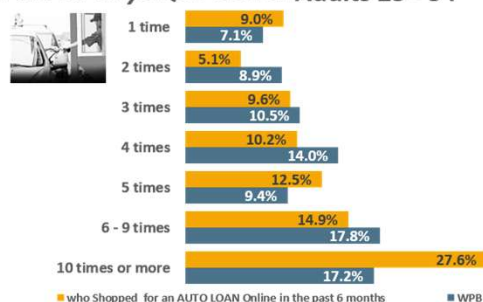
Used Past 30-days: Adults 25 - 54





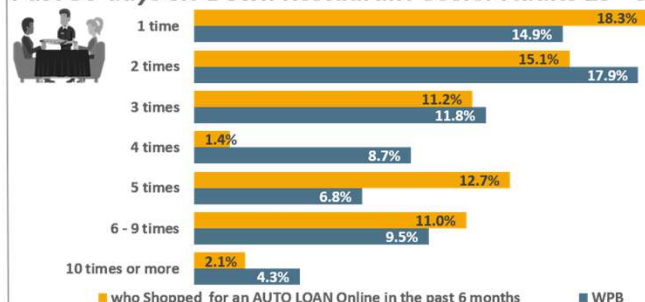
6.5% or 51,694 of WPB DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 4.8% more likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 26.9% more likely to use Casinos past yr., .3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



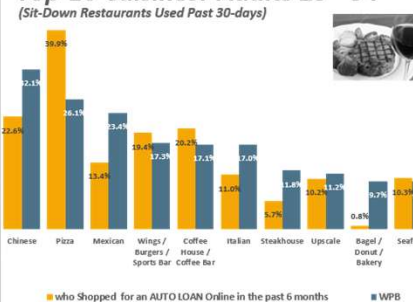
Total Monthly QSR Users: 88.9%
Avg. Monthly QSR Meals: 7.6

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



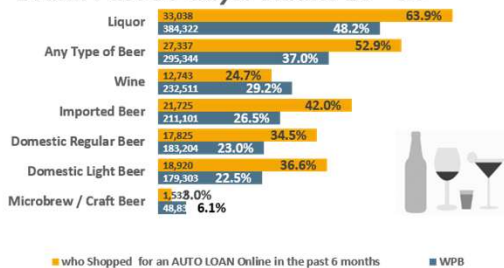
Total Monthly Sit-Down Restaurant Users: 71.9%
Avg. Monthly Sit-Down Restaurant Meals: 3.7

Top-10 Cuisines: Adults 25 - 54

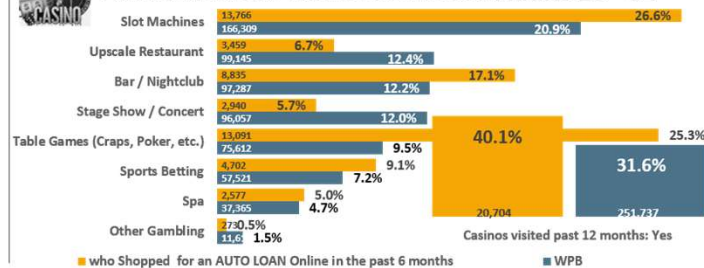


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Shopped for an AUTO LOAN Online in the past 6 months: 15,563 (30.1%)
WPB: 222,152 (27.9%)

Drank Past 30-days: Adults 25 - 54

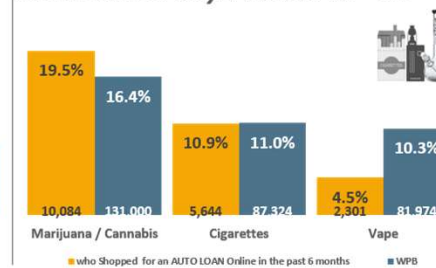


Past 12 months Casino Activities: Adults 25 - 54



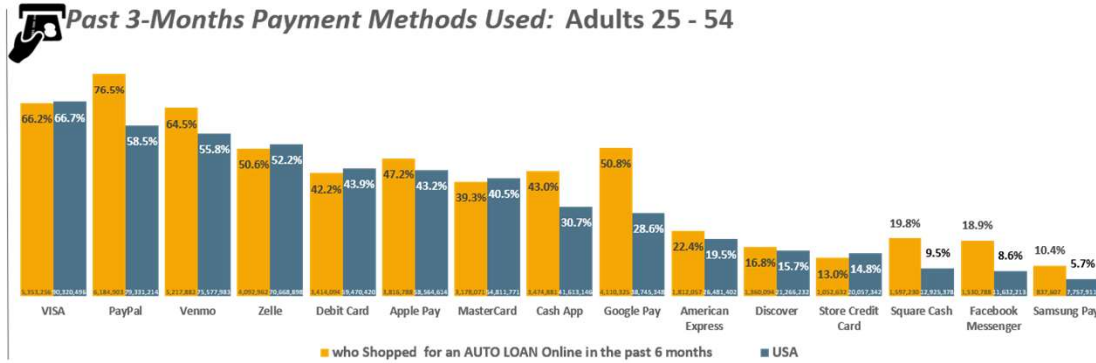
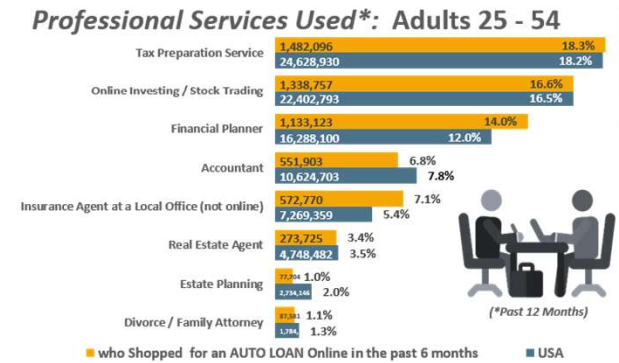
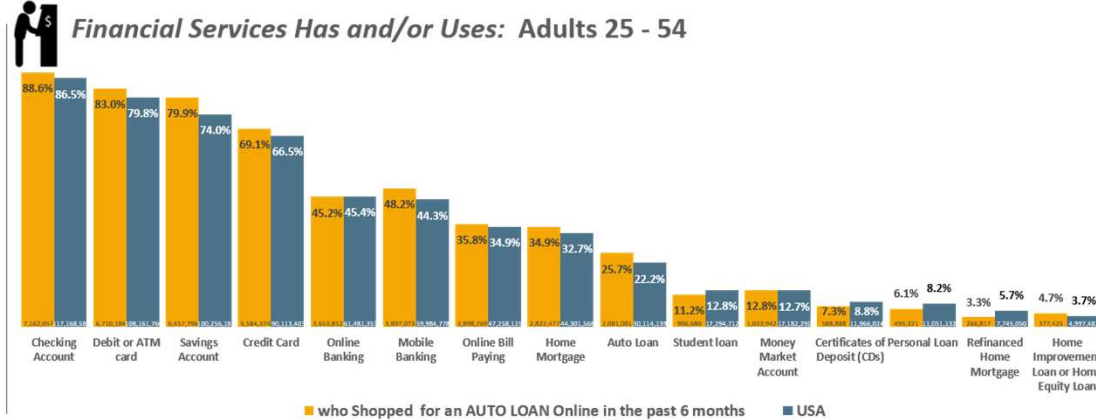
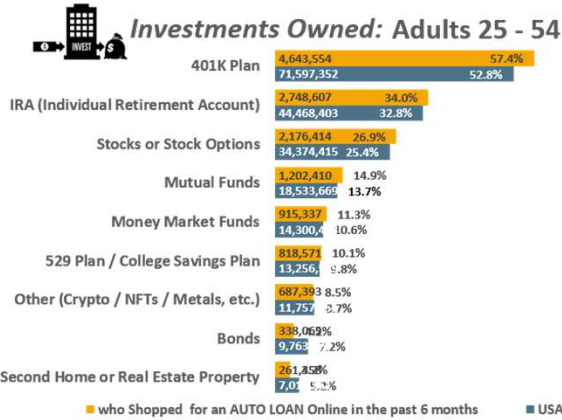
Casinos visited past 12 months: Yes
40.1%
25.3%

Used Past 30-days: Adults 25 - 54





6.6% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 8.7% more likely to have a 401K, 15.8% more likely to have an Auto Loan, .1% more likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.

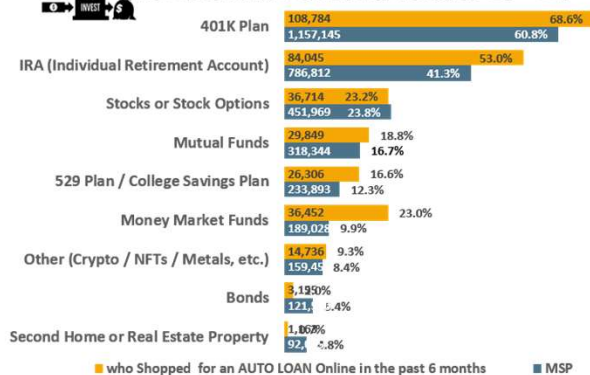




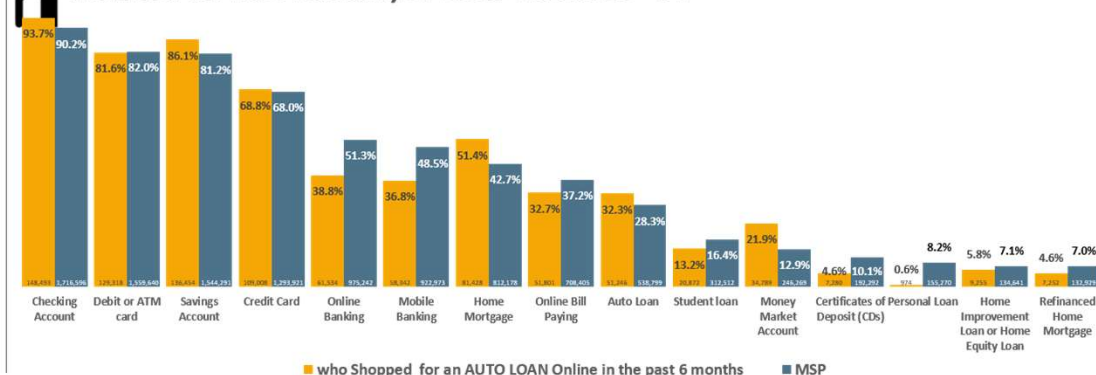
8.3% or 158,503 of MSP DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 12.9% more likely to have a 401K, 14.2% more likely to have an Auto Loan, 36.7% less likely to Invest/Trade Stocks Online, 13.7% less likely to pay with their Debit Card.



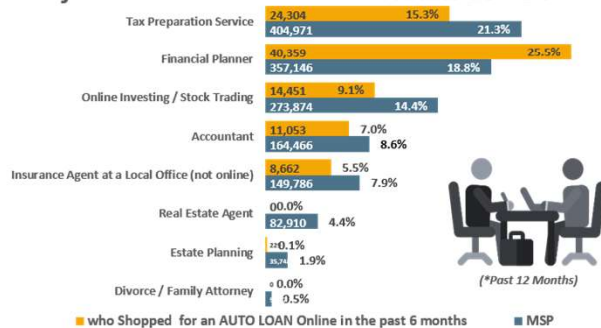
Investments Owned: Adults 25 - 54



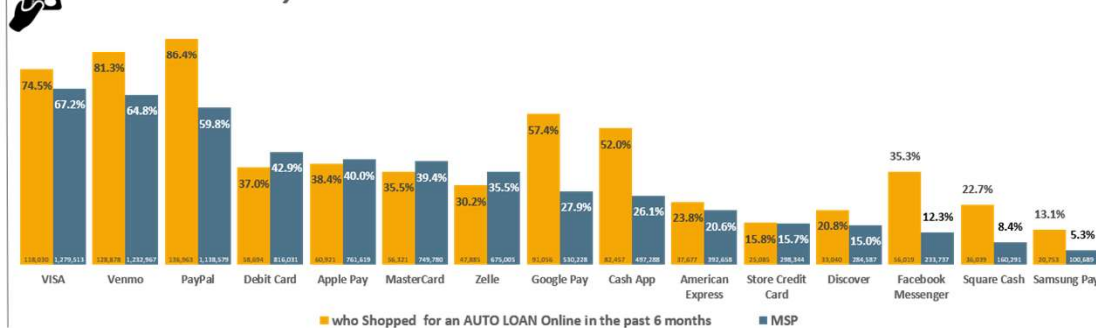
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



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





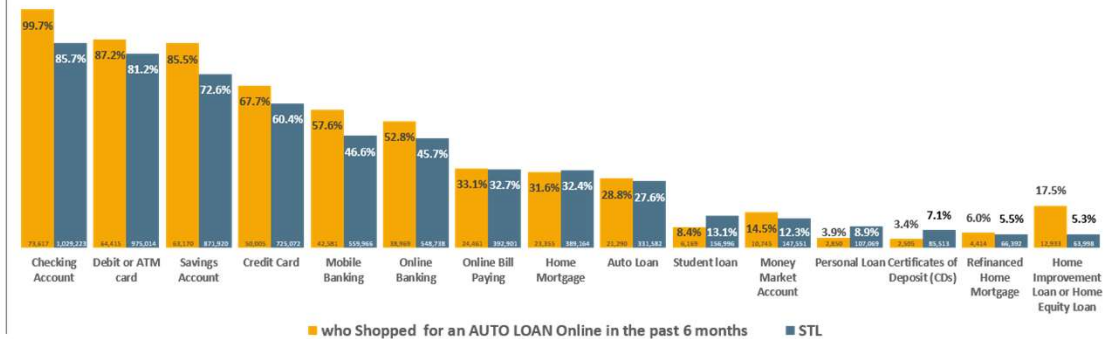
6.2% or 73,874 of STL DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 44.% more likely to have a 401K, 4.4% more likely to have an Auto Loan, 80.8% more likely to Invest/Trade Stocks Online, 17.3% more likely to pay with their Debit Card.



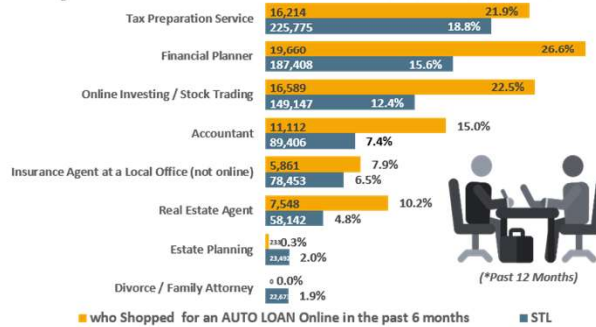
Investments Owned: Adults 25 - 54



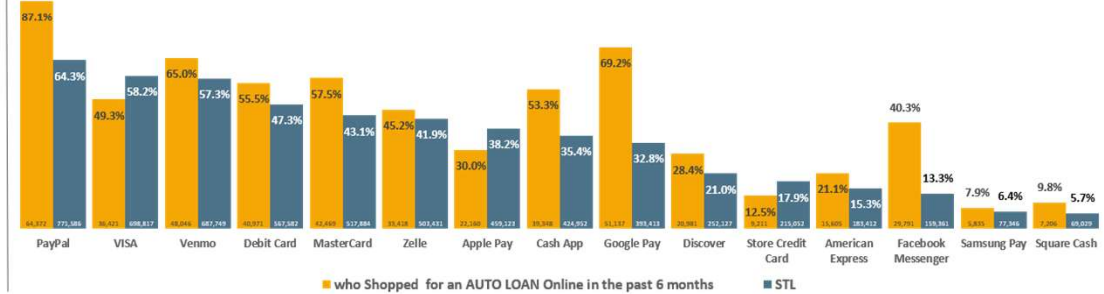
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54

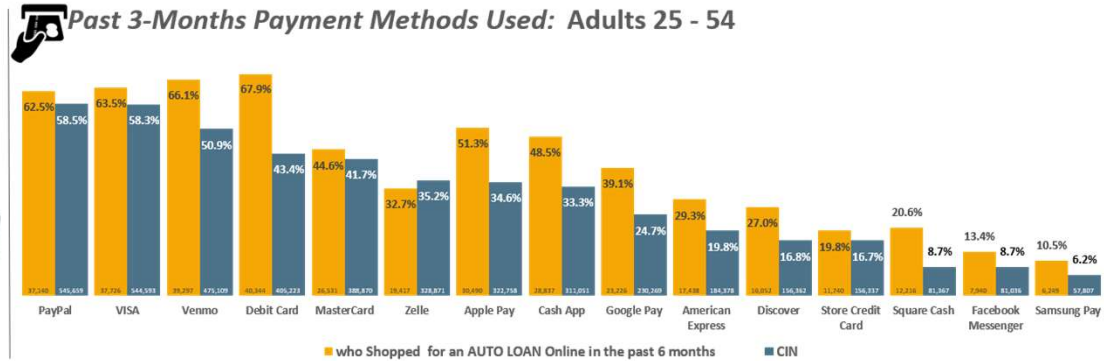
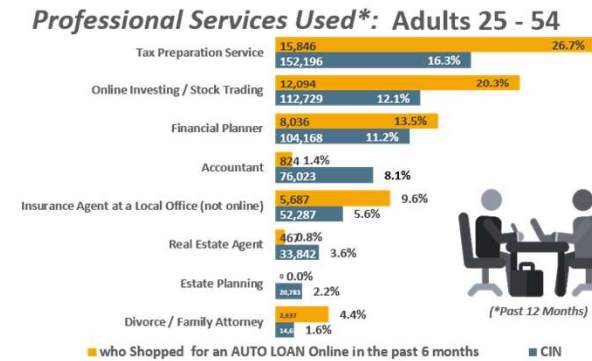
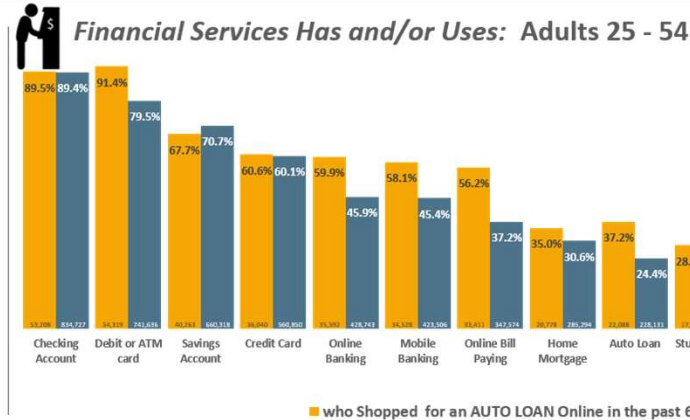
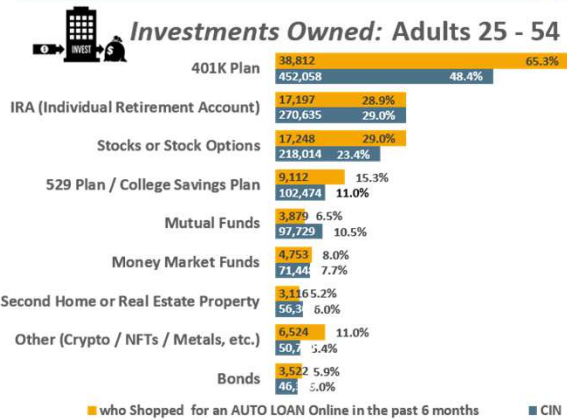


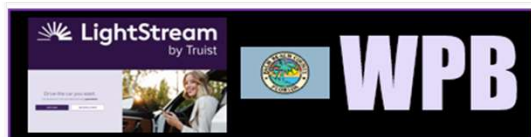
Past 3-Months Payment Methods Used: Adults 25 - 54





6.4% or 59,441 of CIN DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 34.8% more likely to have a 401K, 52.% more likely to have an Auto Loan, 68.5% more likely to Invest/Trade Stocks Online, 56.3% more likely to pay with their Debit Card.

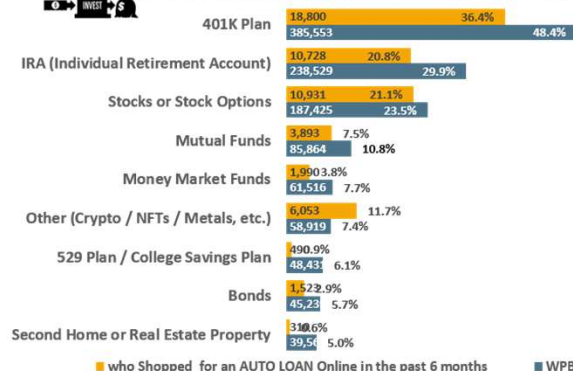




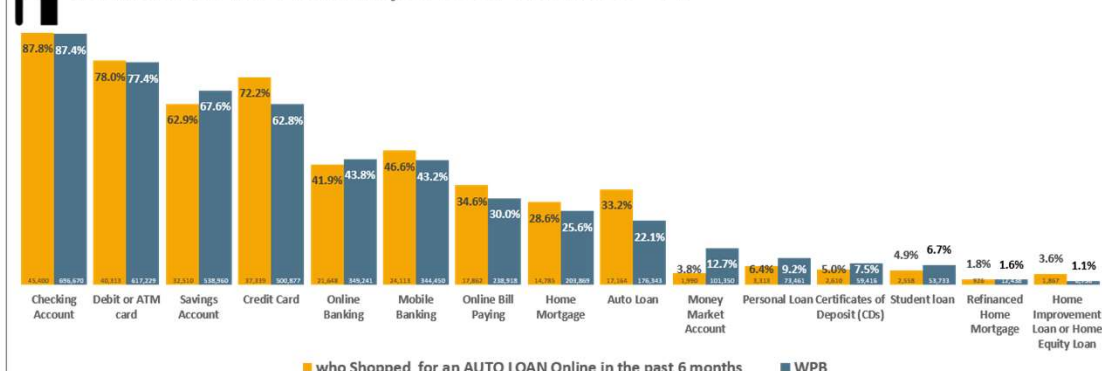
6.5% or 51,694 of WPB DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 24.8% less likely to have a 401K, 50.1% more likely to have an Auto Loan, 90.5% more likely to Invest/Trade Stocks Online, 8.1% more likely to pay with their Debit Card.



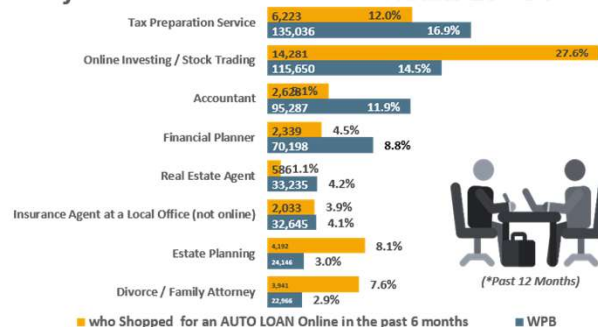
Investments Owned: Adults 25 - 54



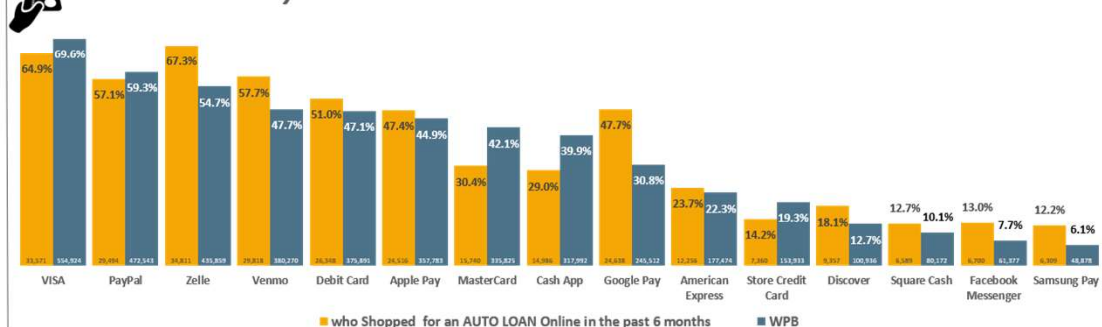
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54

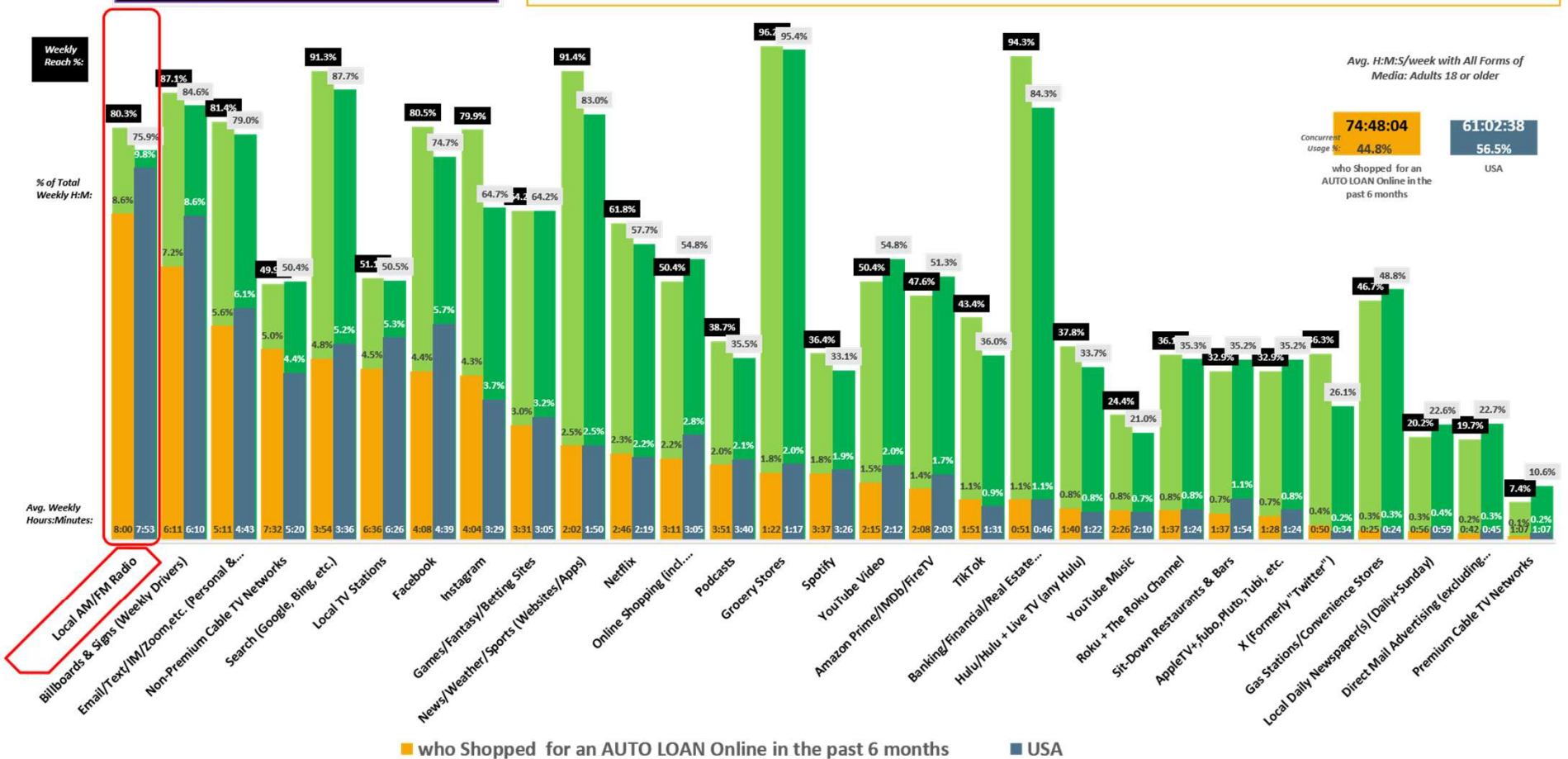


Past 3-Months Payment Methods Used: Adults 25 - 54



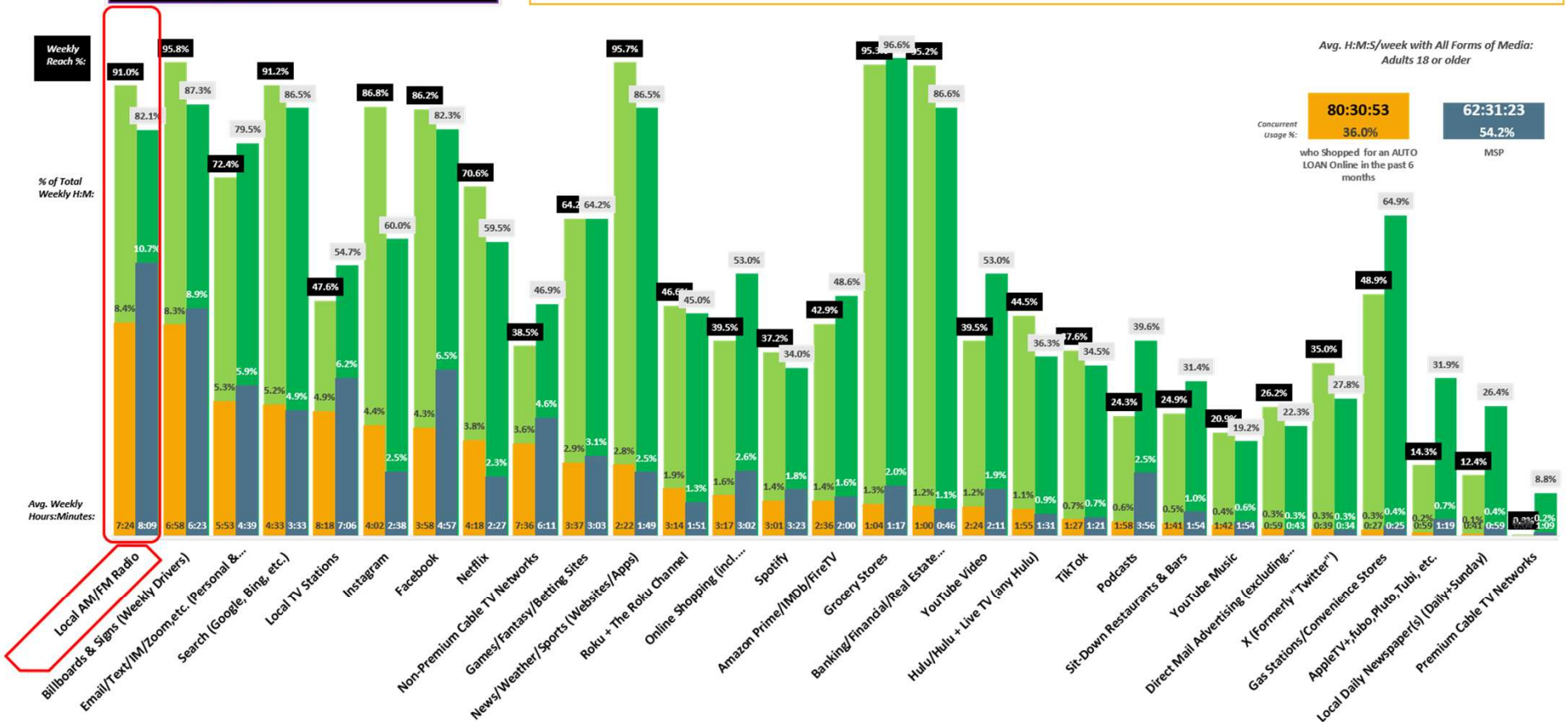


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 3 days, 2 hours, 48 minutes and 4 seconds each week with All Forms of Media.
80.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.

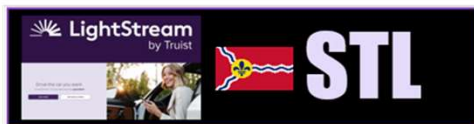




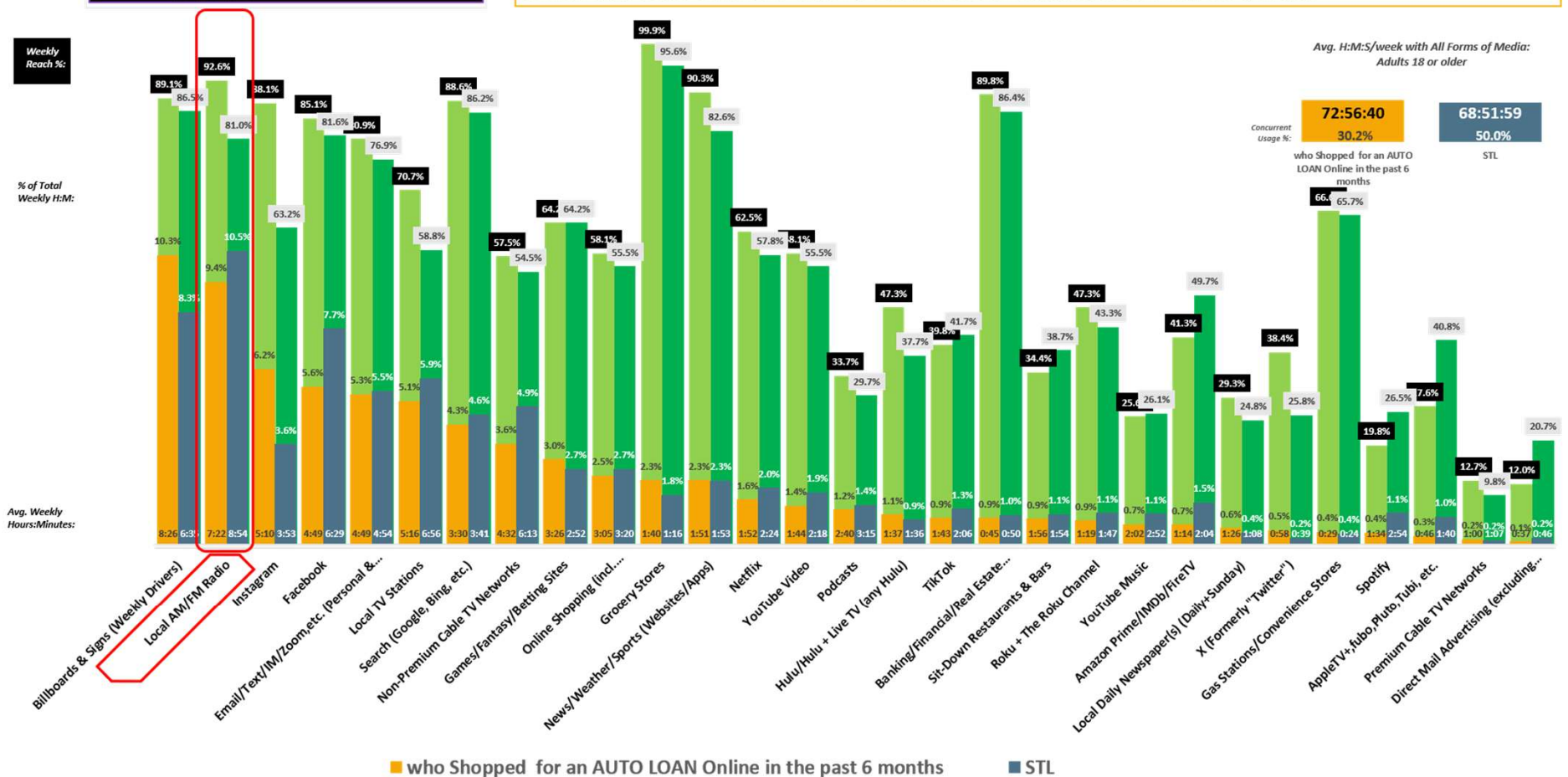
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 3 days, 8 hours, 30 minutes and 53 seconds each week with All Forms of Media.
 91.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 7 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



■ who Shopped for an AUTO LOAN Online in the past 6 months ■ MSP

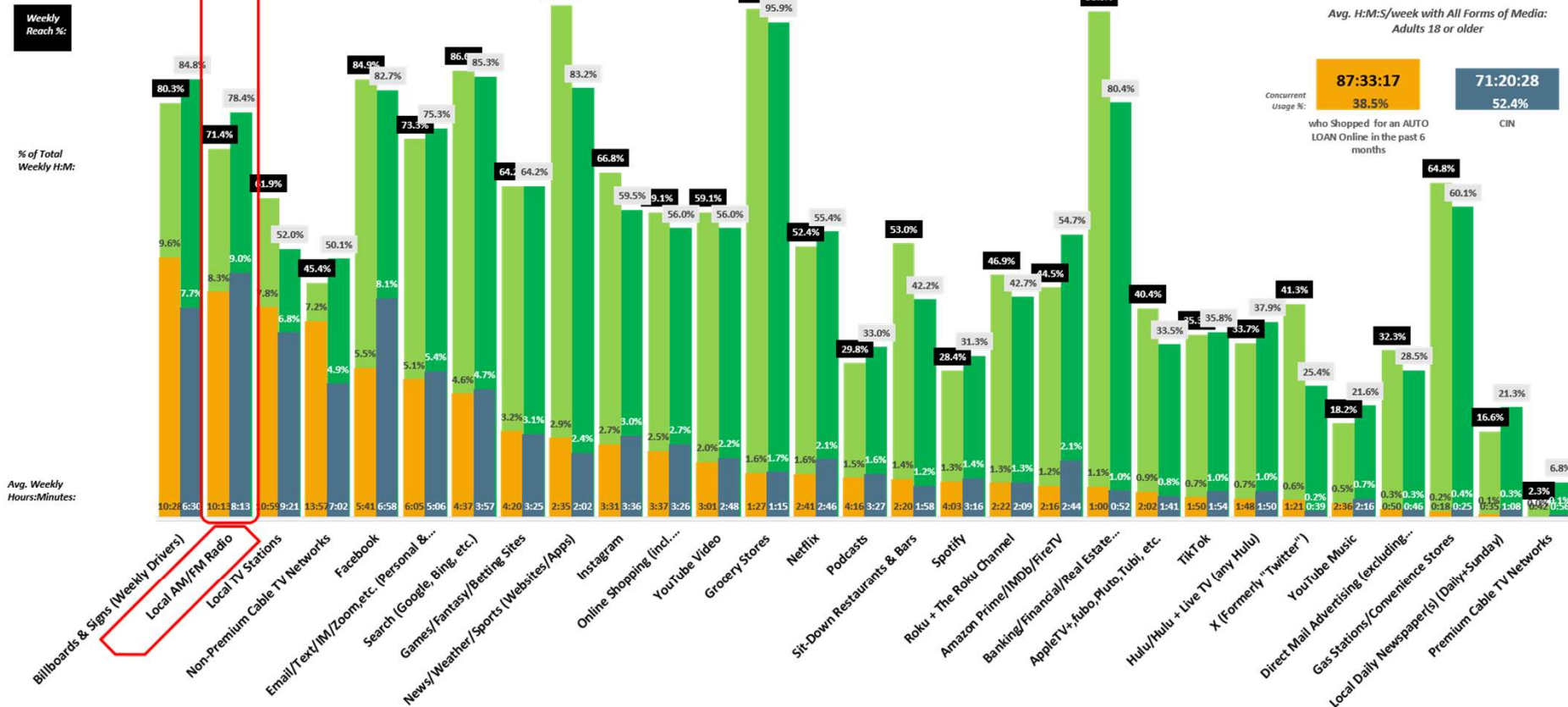


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 3 days, 0 hours, 56 minutes and 40 seconds each week with All Forms of Media.
 92.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.





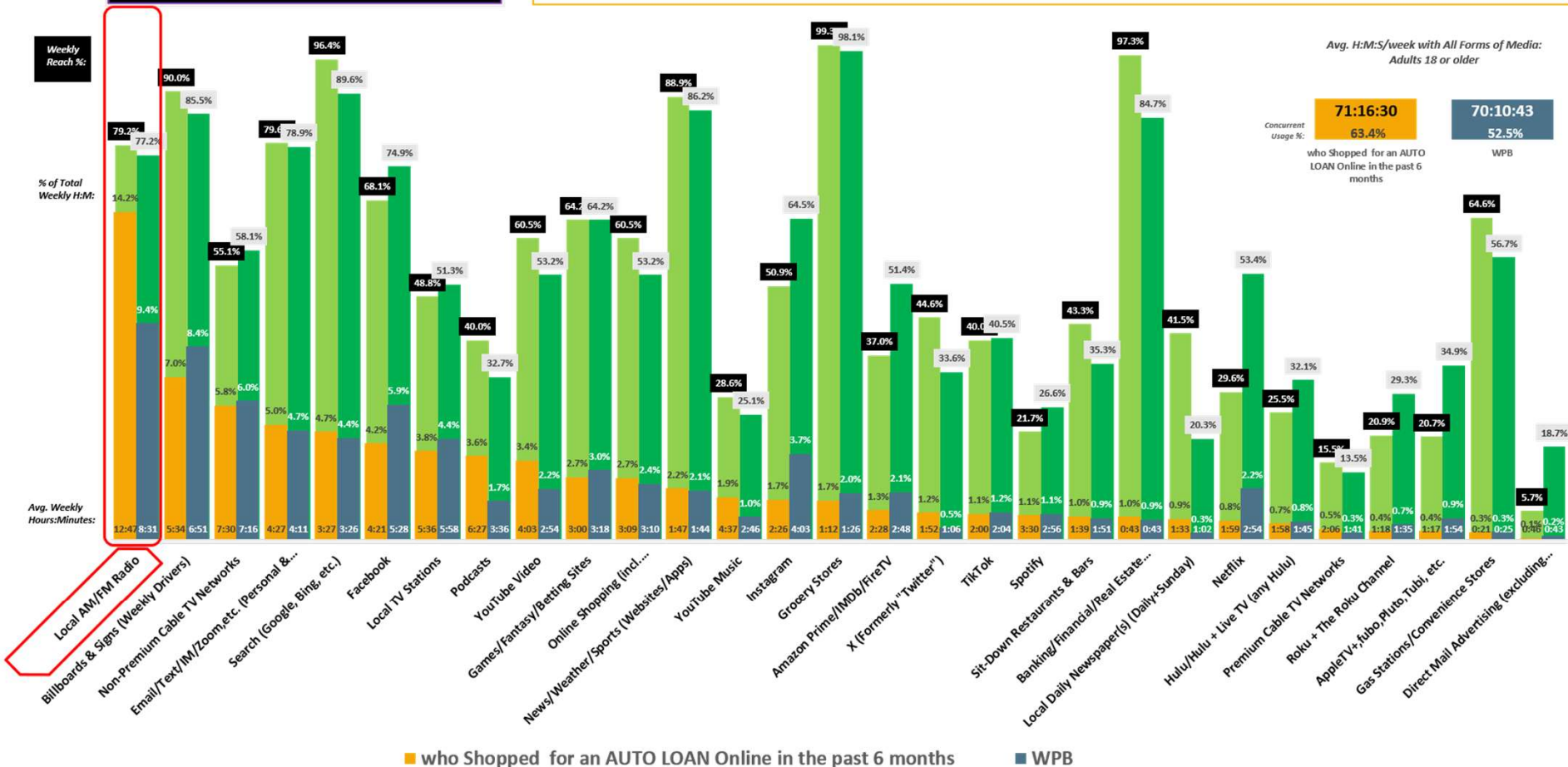
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 3 days, 15 hours, 33 minutes and 17 seconds each week with All Forms of Media.
 71.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 10 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



■ who Shopped for an AUTO LOAN Online in the past 6 months ■ CIN



Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 23 hours, 16 minutes and 30 seconds each week with All Forms of Media.
 79.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 12 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 14.2% of total time spent with all forms of Media.

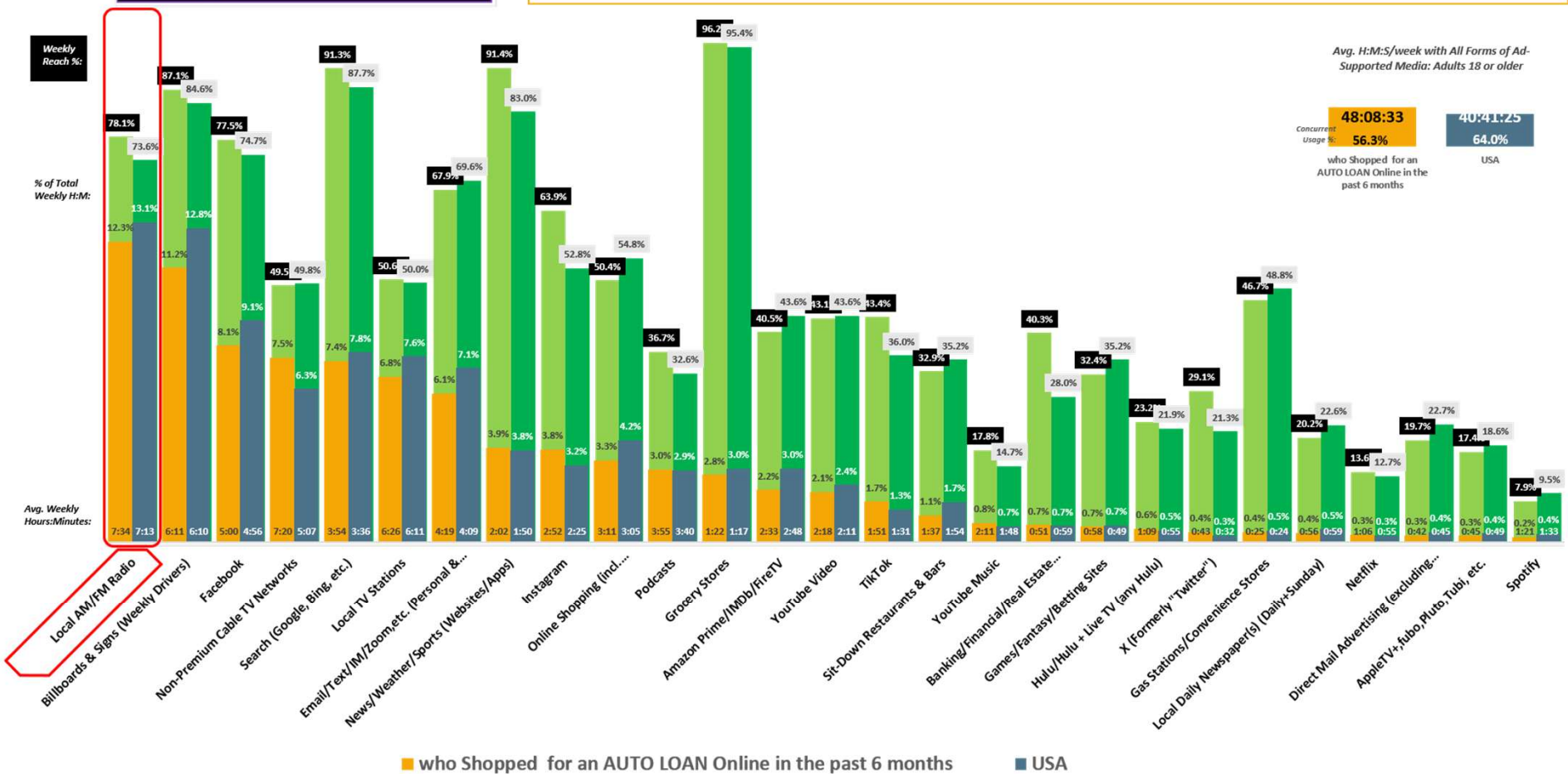


Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 71:16:30 63.4%
 70:10:43 52.5%
 who Shopped for an AUTO LOAN Online in the past 6 months
 WPB

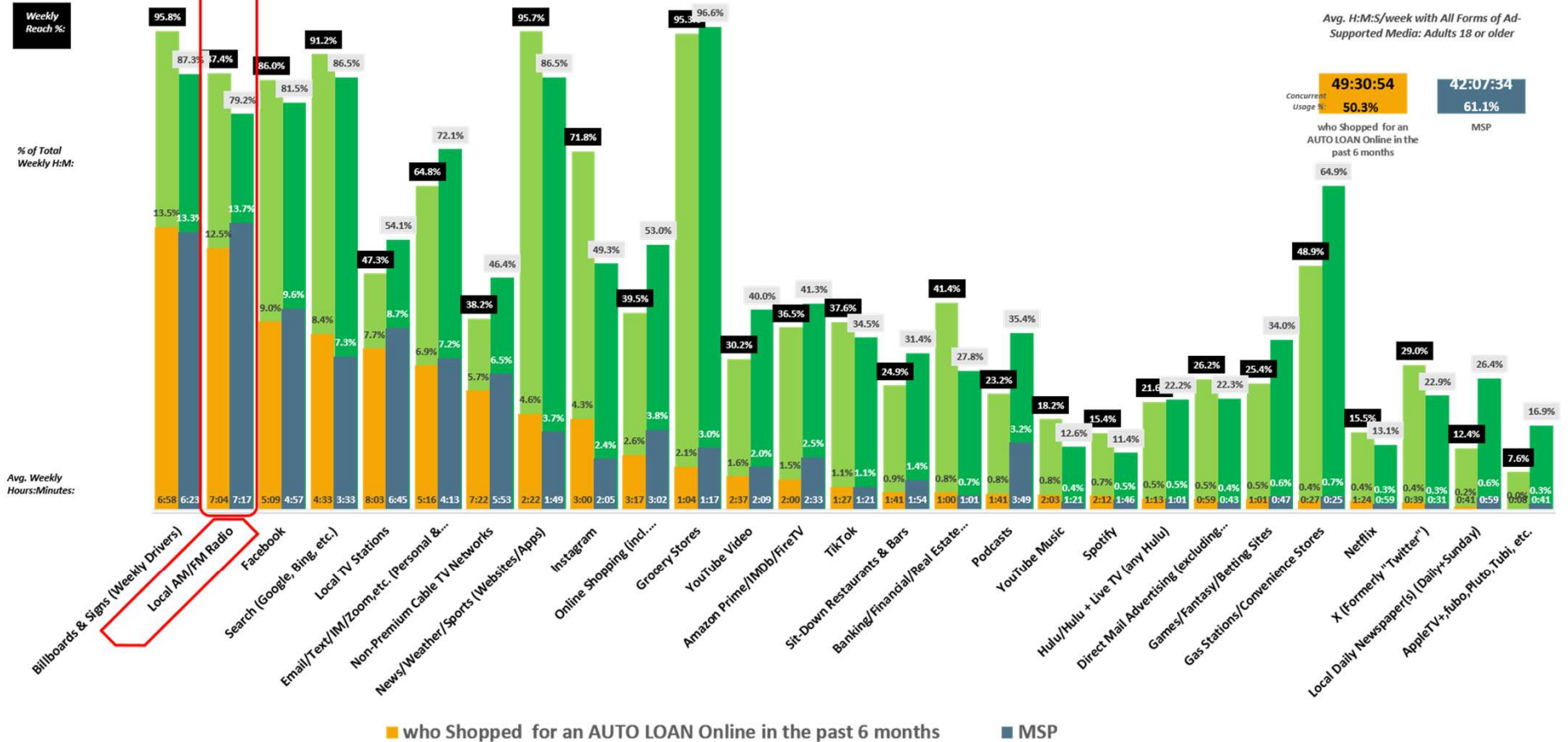


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 0 hours, 8 minutes and 33 seconds each week with All Forms of Ad-Supported Media.
78.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 1 hours, 30 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
 87.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



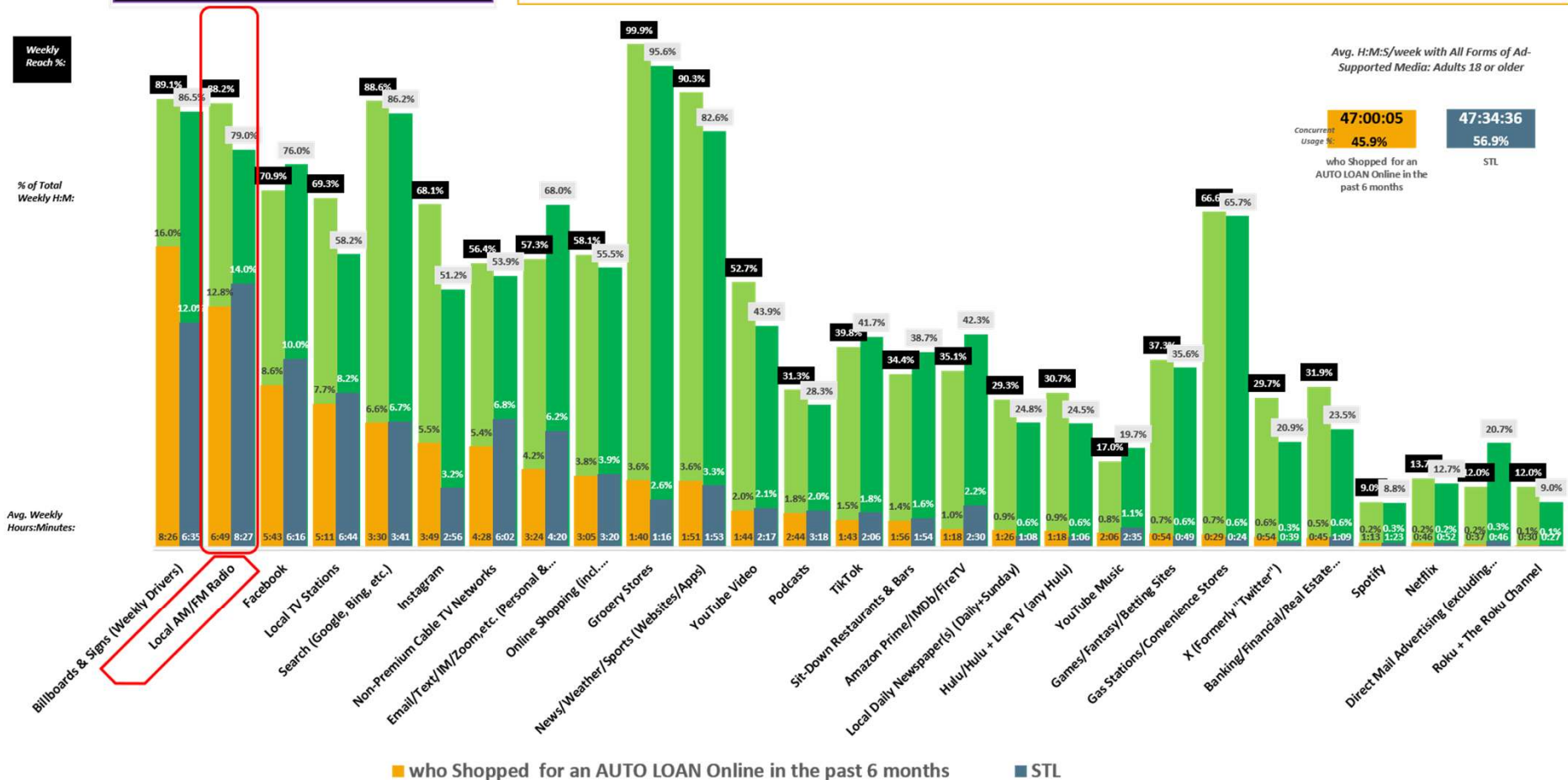
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

49:30:54
 50.3%
 who Shopped for an AUTO LOAN Online in the past 6 months

42:07:34
 61.1%
 MSP

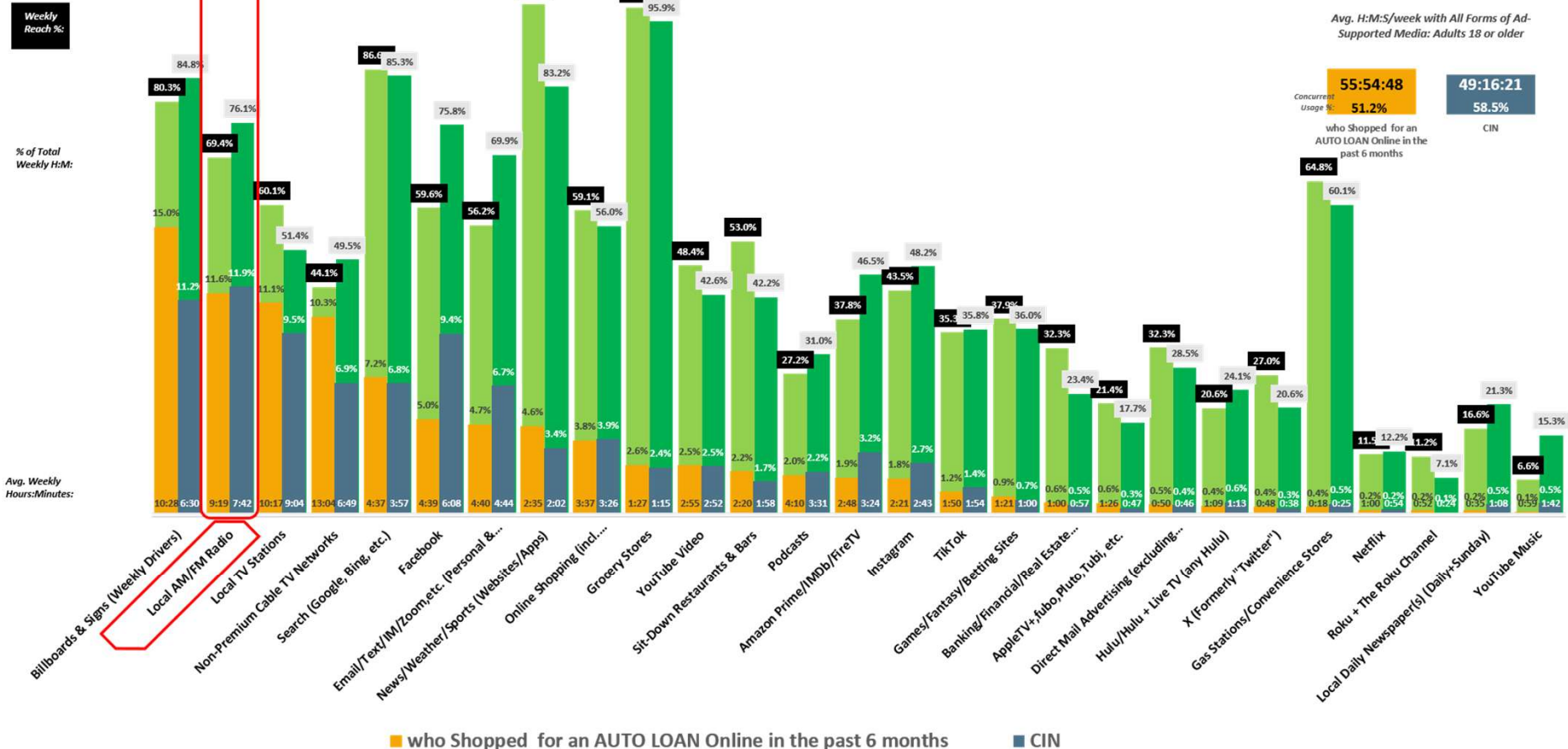


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 1 days, 23 hours, 0 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
 88.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.



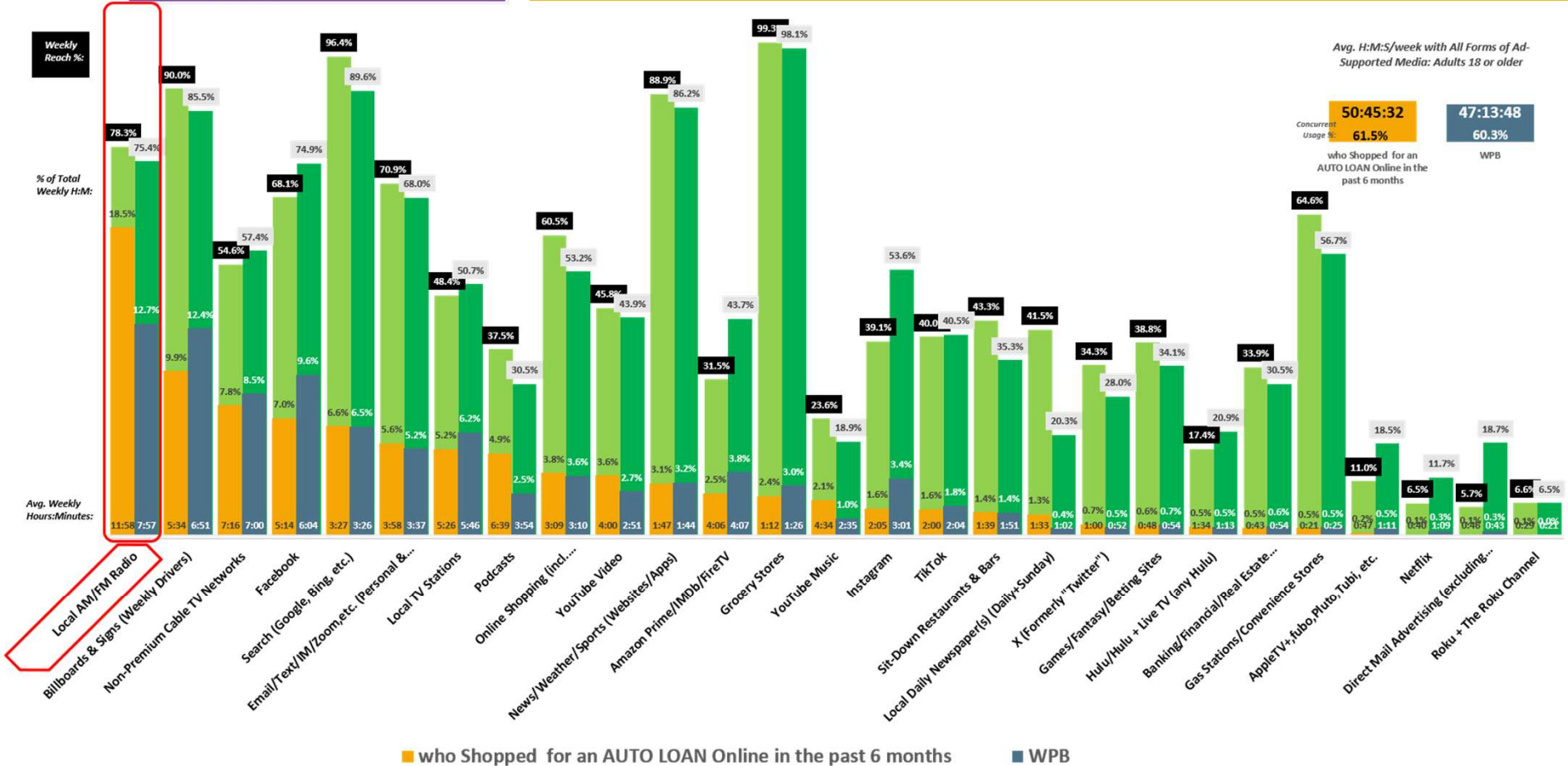


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 7 hours, 54 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 69.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 9 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 2 hours, 45 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
78.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 11 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.5% of total time spent with all forms of Ad-Supported Media.

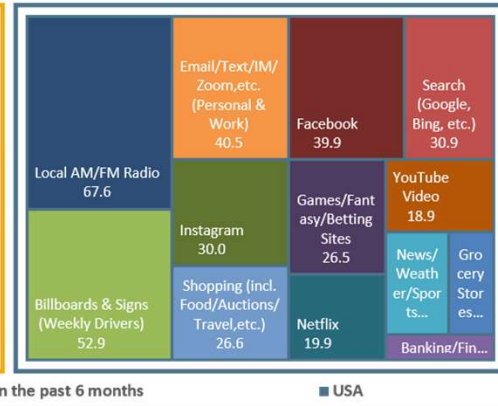
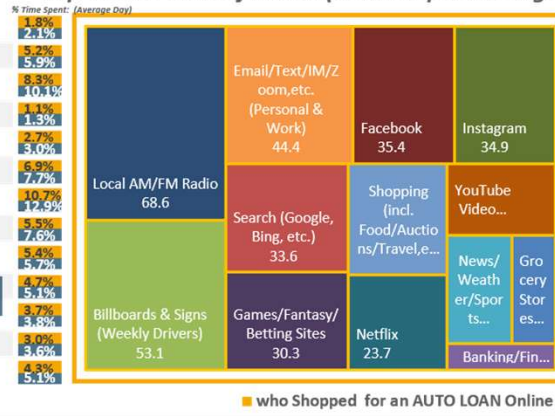
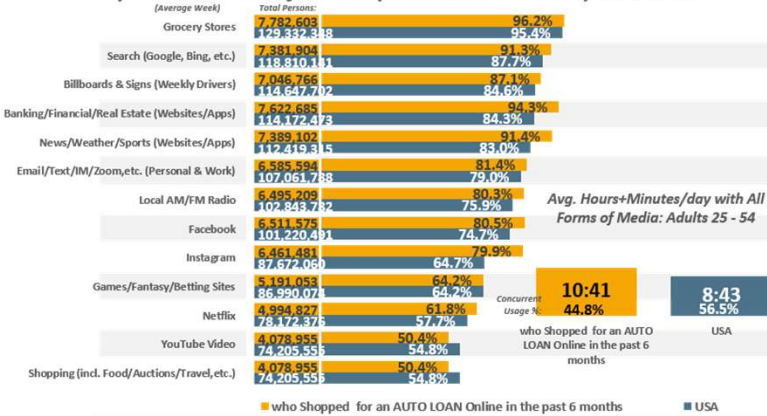




Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 64.9 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

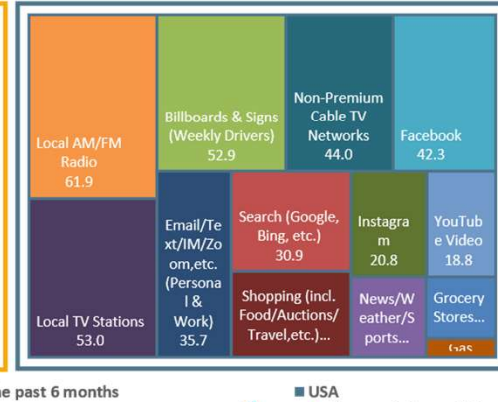
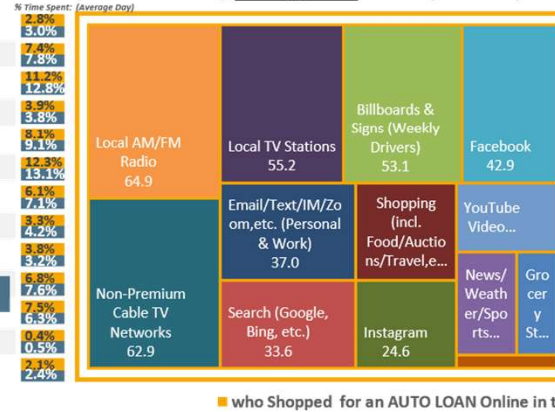
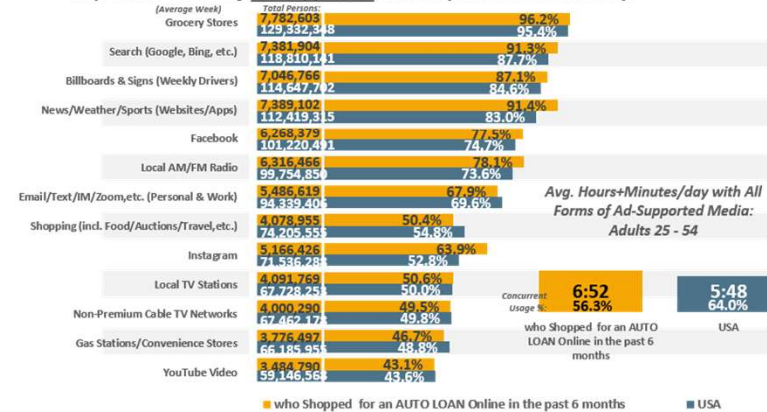
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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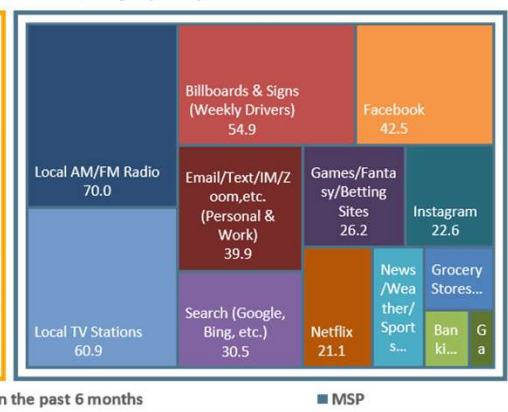
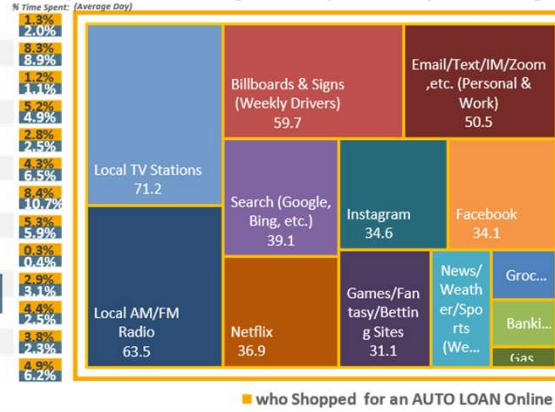
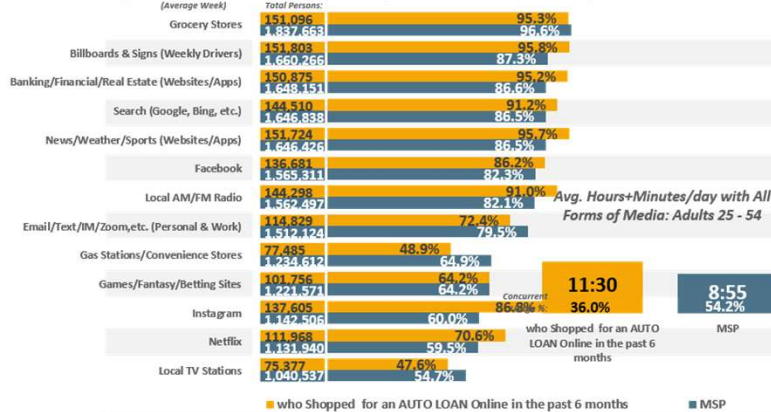
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 87.4% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. (Local Radio delivers 12.5% of Time with Ad-Supported Media.)

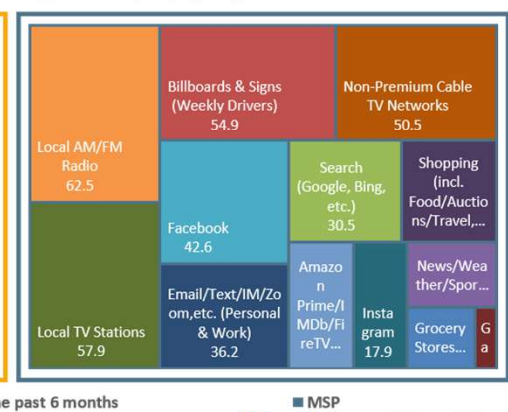
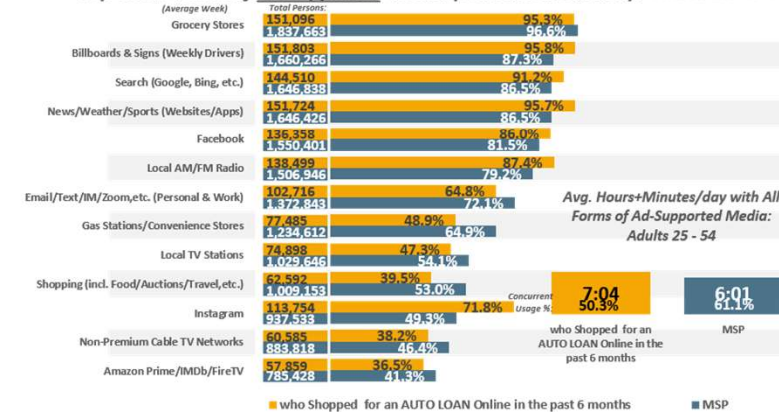
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 107
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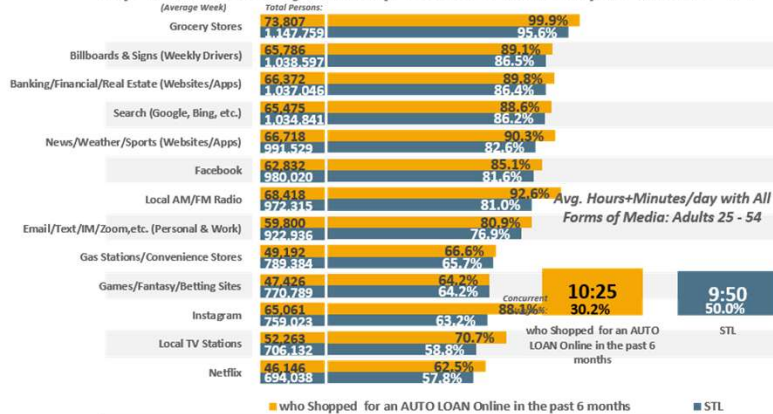
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

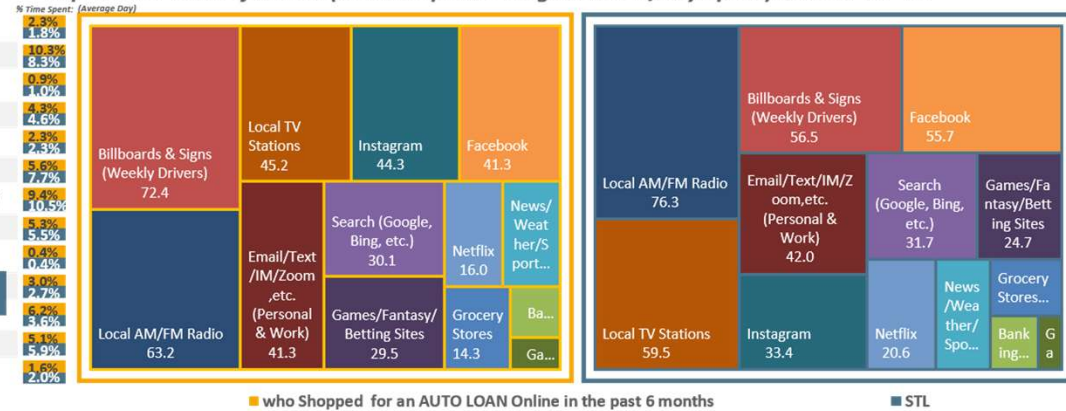


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 88.2% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. (Local Radio delivers 12.8% of Time with Ad-Supported Media.)

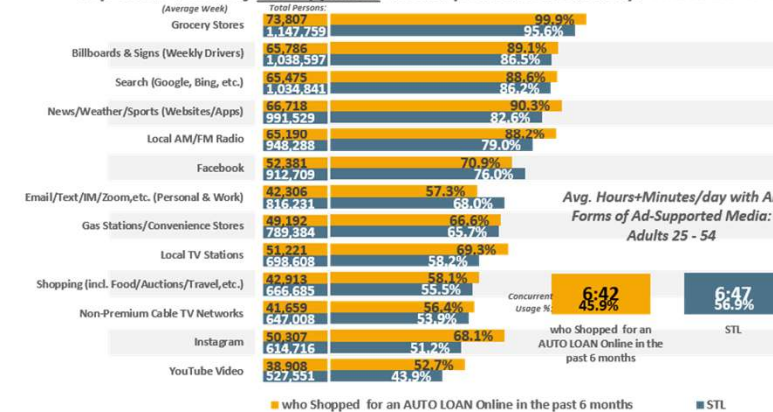
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



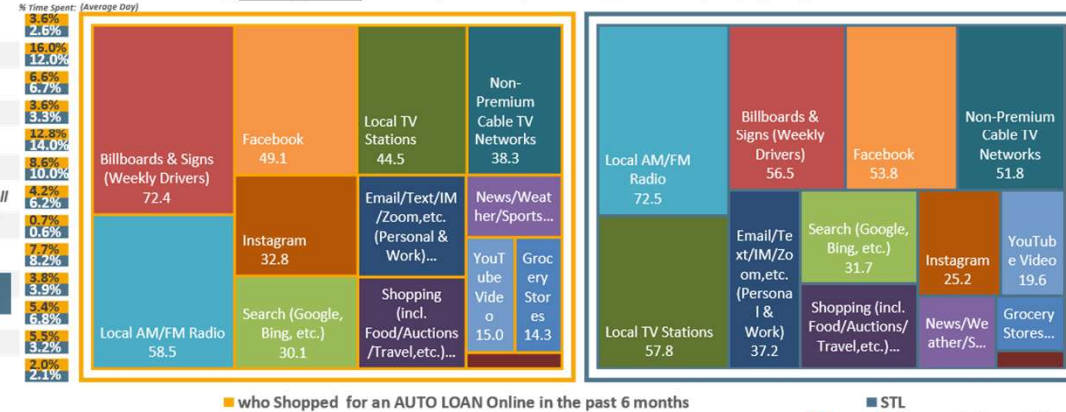
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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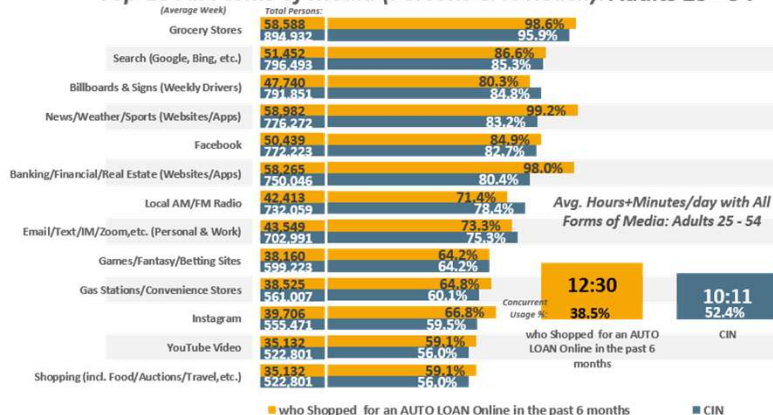
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

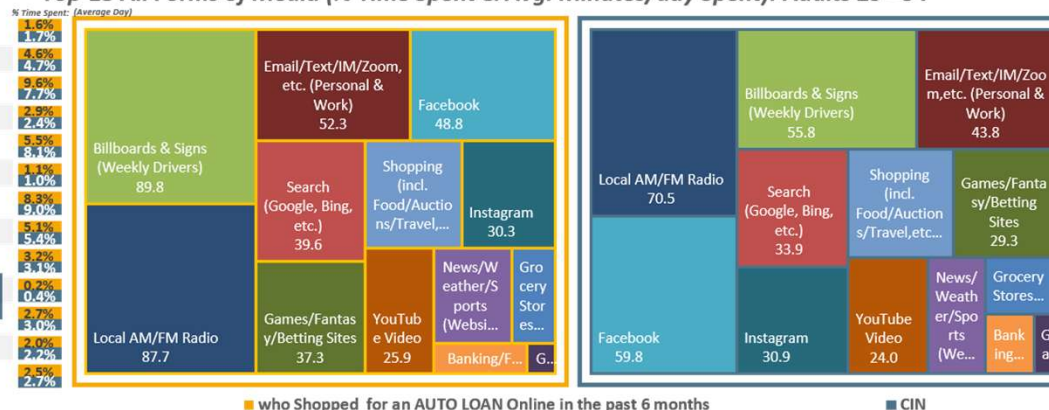


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 69.4% listen to Local AM/FM Radio for an avg. of 79.9 minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

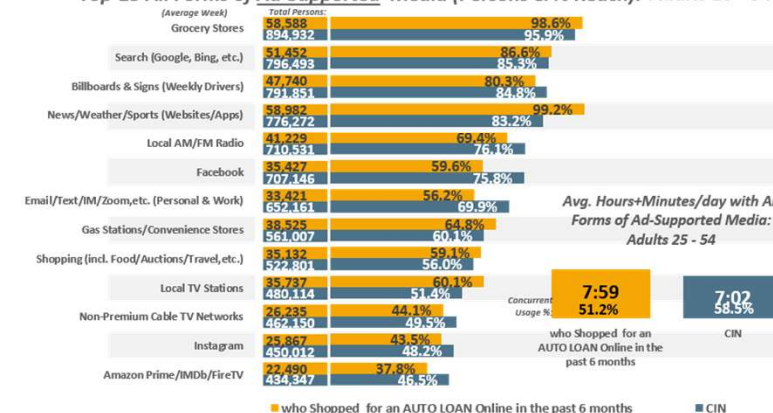
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



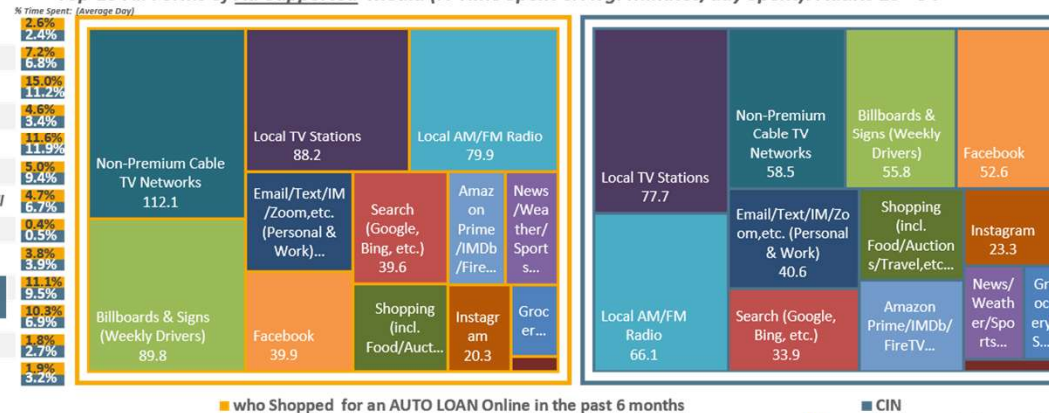
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 68
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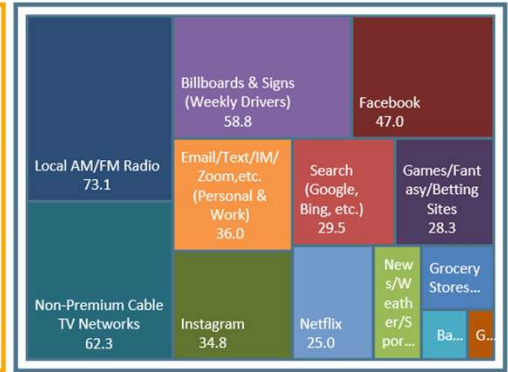
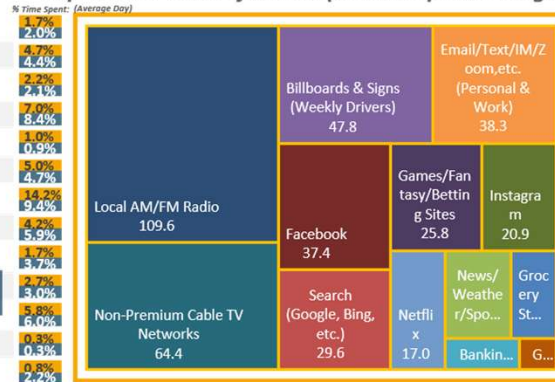
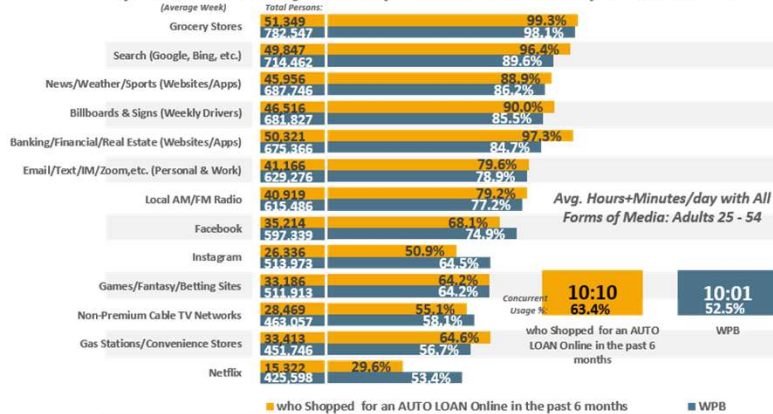
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 7 hours and 15 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 102.6 minutes/day. (Local Radio delivers 18.5% of Time with Ad-Supported Media.)

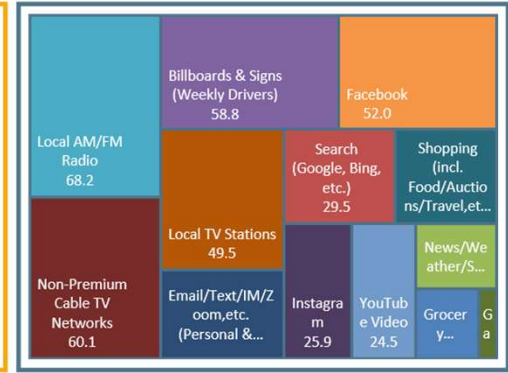
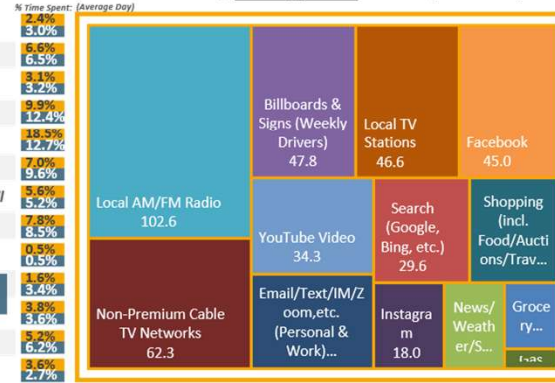
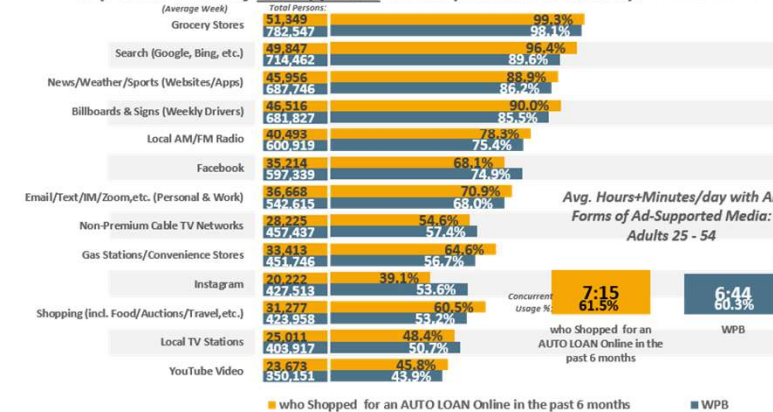
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 116
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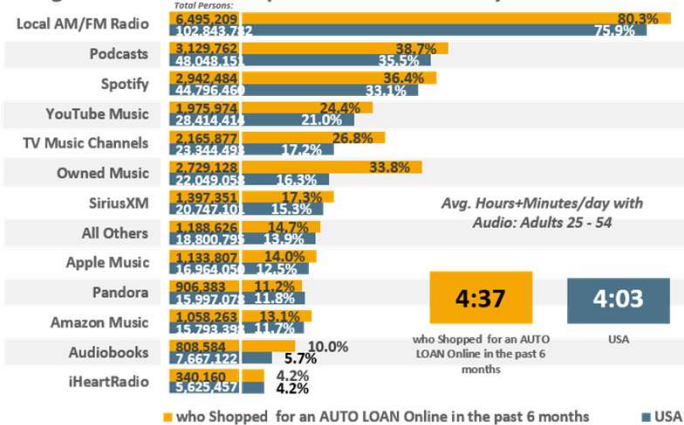
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

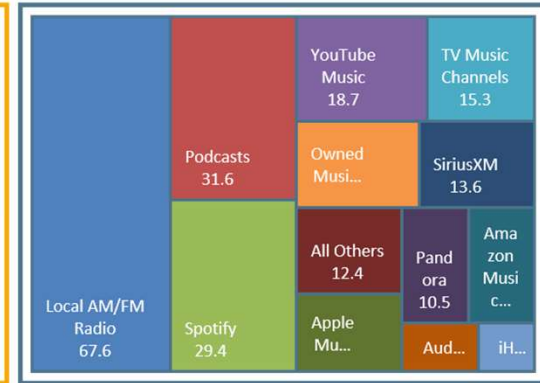
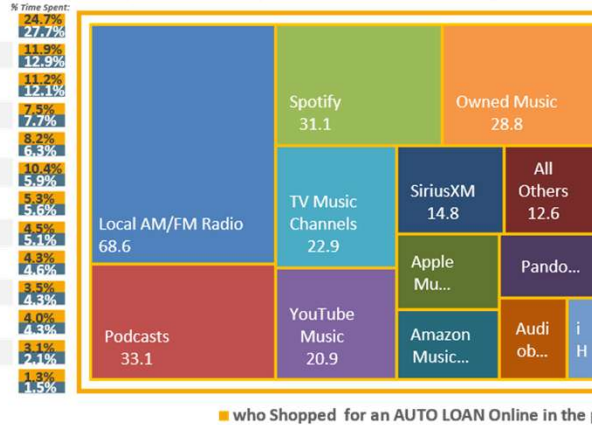


6,316,466 or 78.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

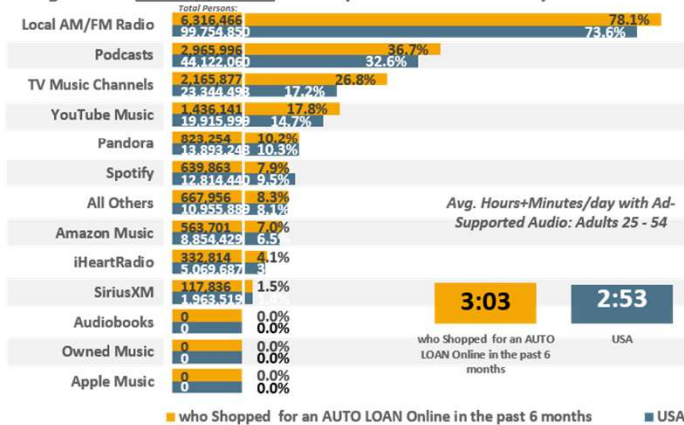
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



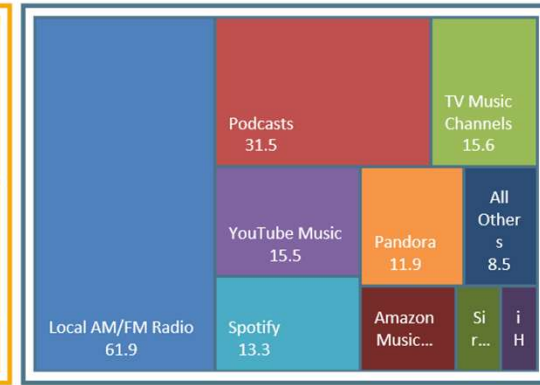
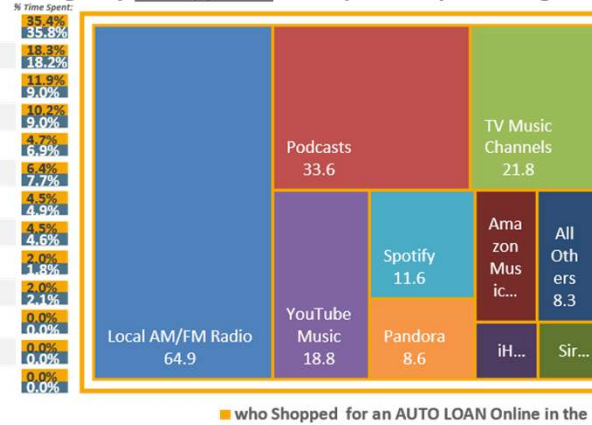
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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

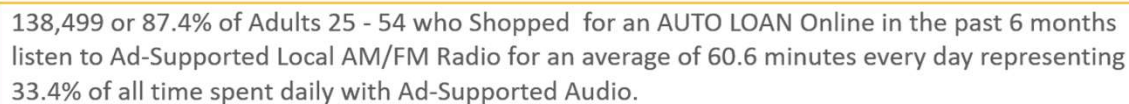


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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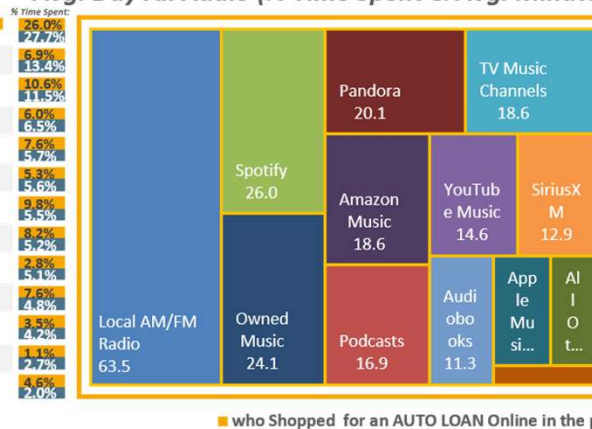
Scarborough R1 2026: Jan 25-Mar26 USA Projection

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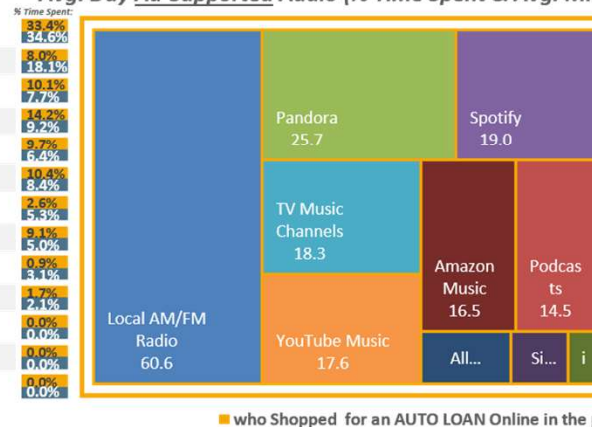
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



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



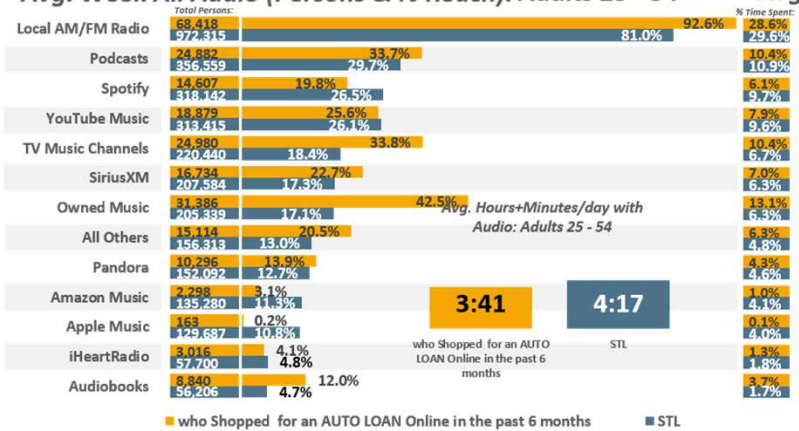
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



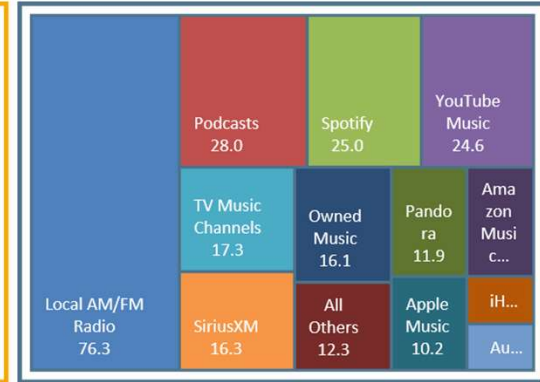
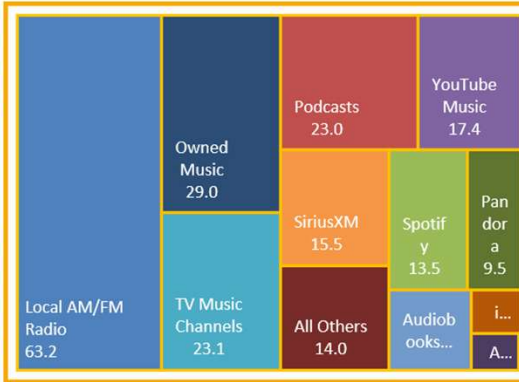


65,190 or 88.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

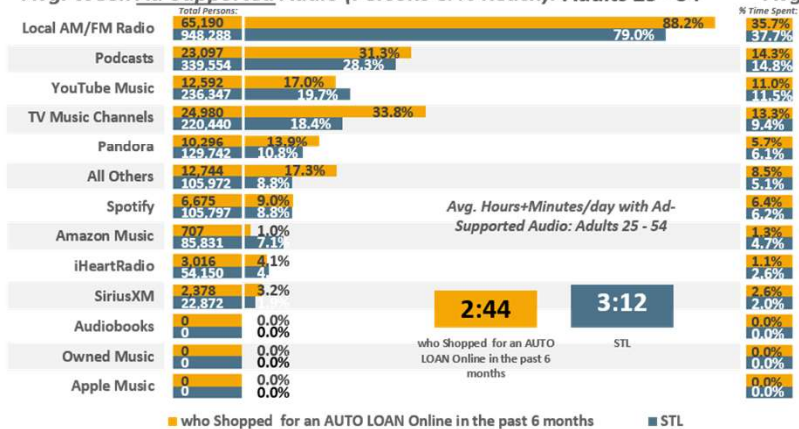
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



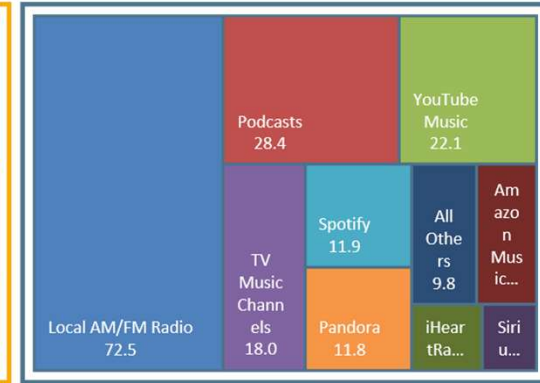
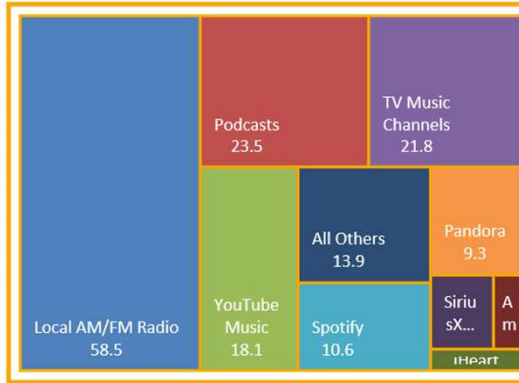
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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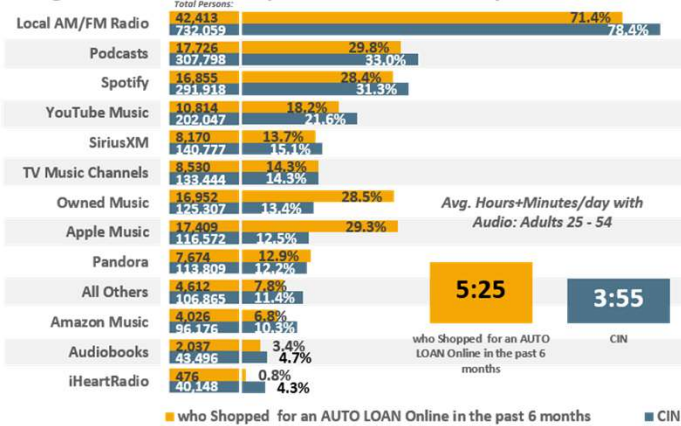
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

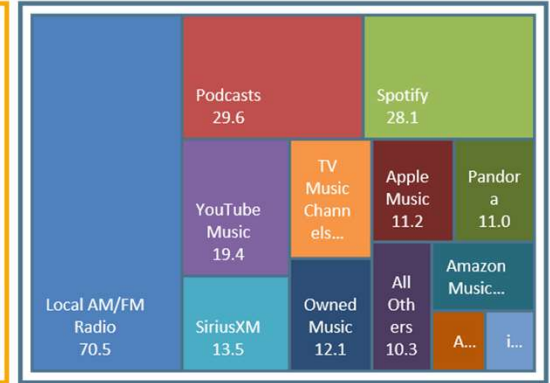
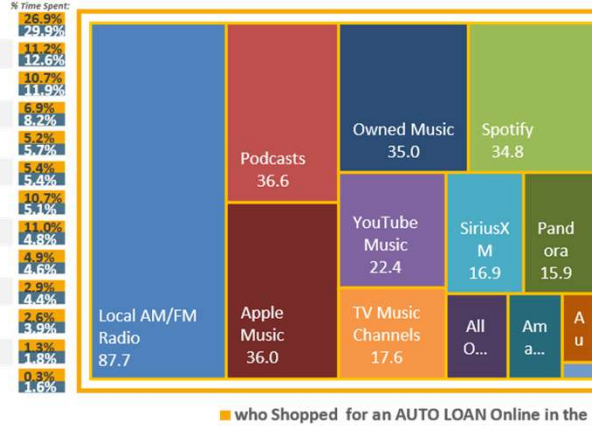


41,229 or 69.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 45.0% of all time spent daily with Ad-Supported Audio.

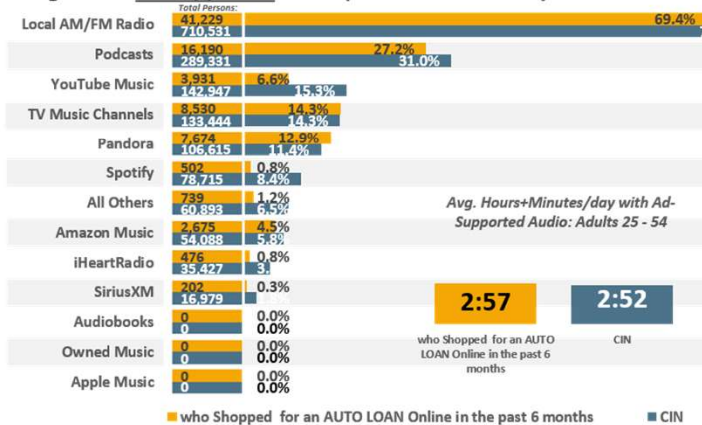
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



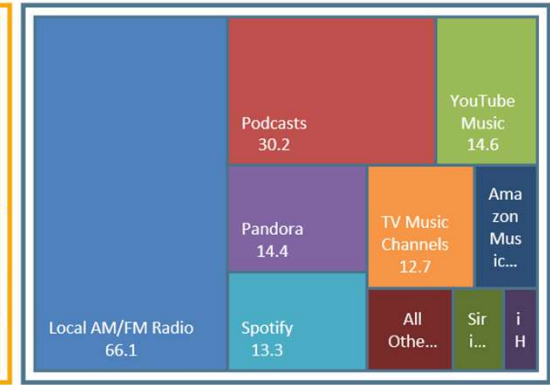
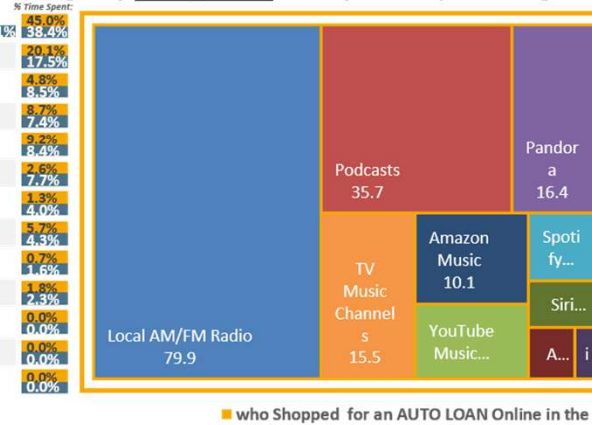
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



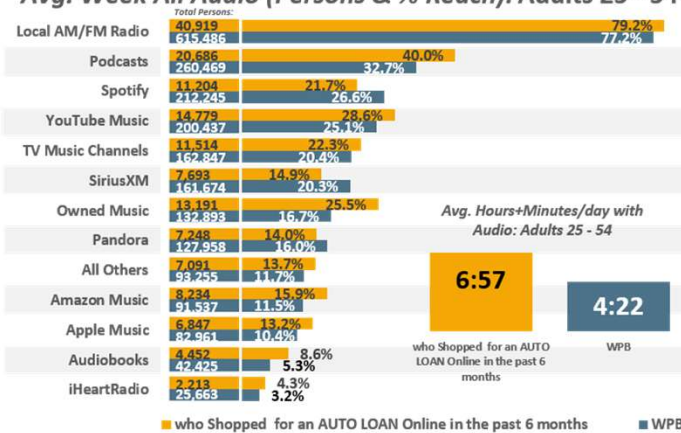
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





40,493 or 78.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 102.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

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



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

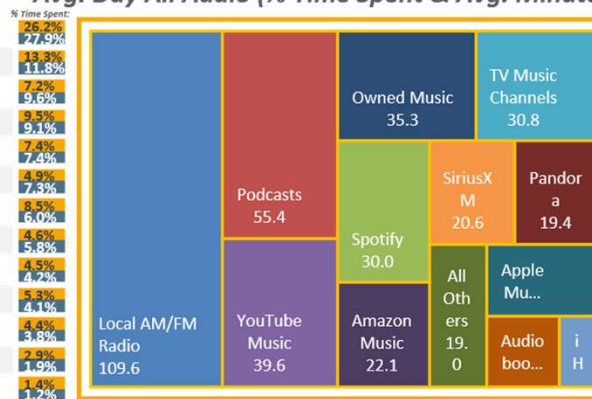
6:57

4:22

who Shopped for an AUTO LOAN Online in the past 6 months

who Shopped for an AUTO LOAN Online in the past 6 months

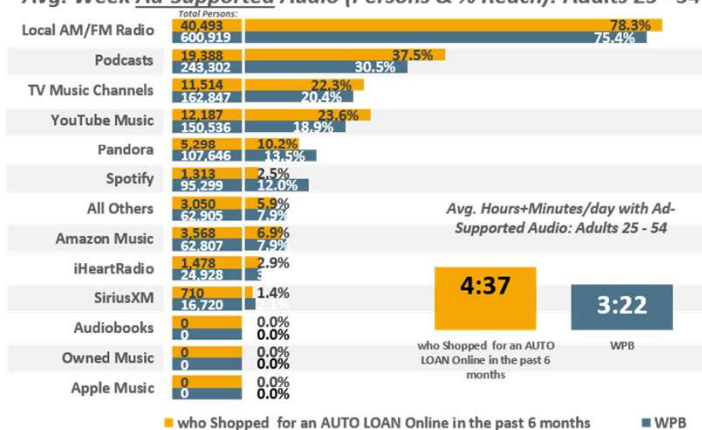
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



who Shopped for an AUTO LOAN Online in the past 6 months

WPB

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



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

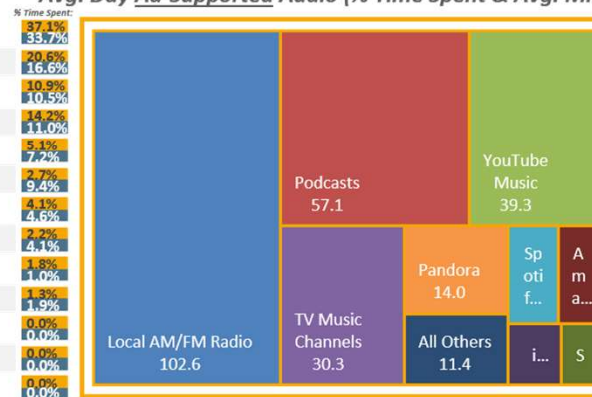
4:37

3:22

who Shopped for an AUTO LOAN Online in the past 6 months

who Shopped for an AUTO LOAN Online in the past 6 months

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

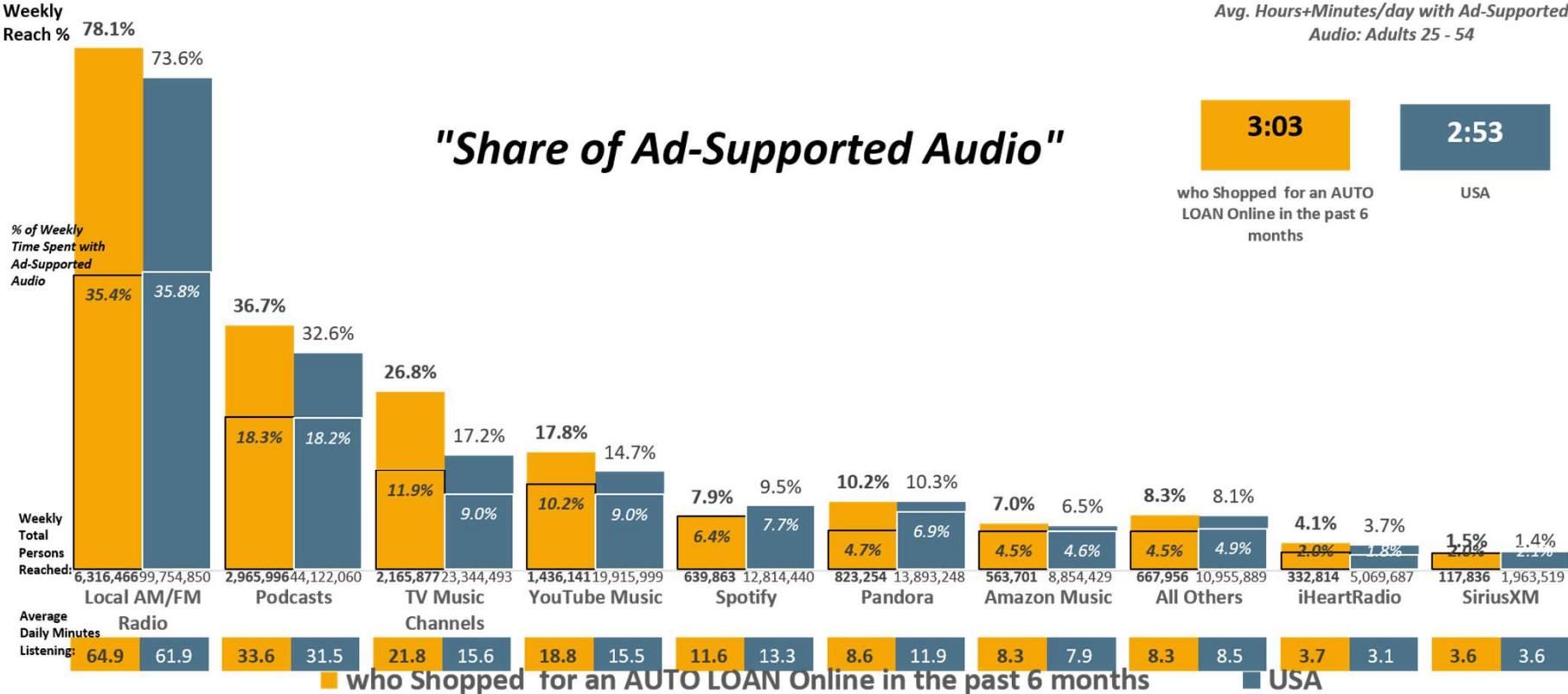


who Shopped for an AUTO LOAN Online in the past 6 months

WPB

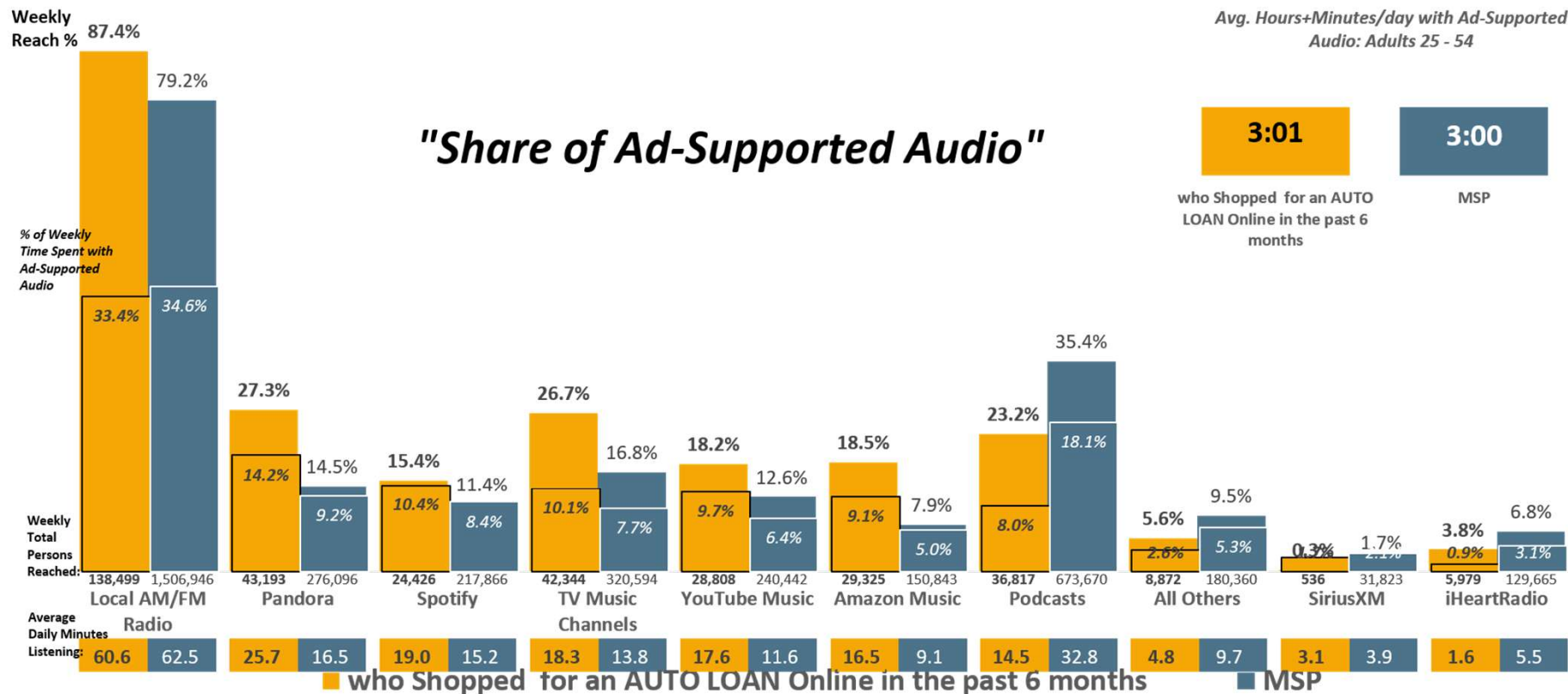


6,316,466 or 78.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



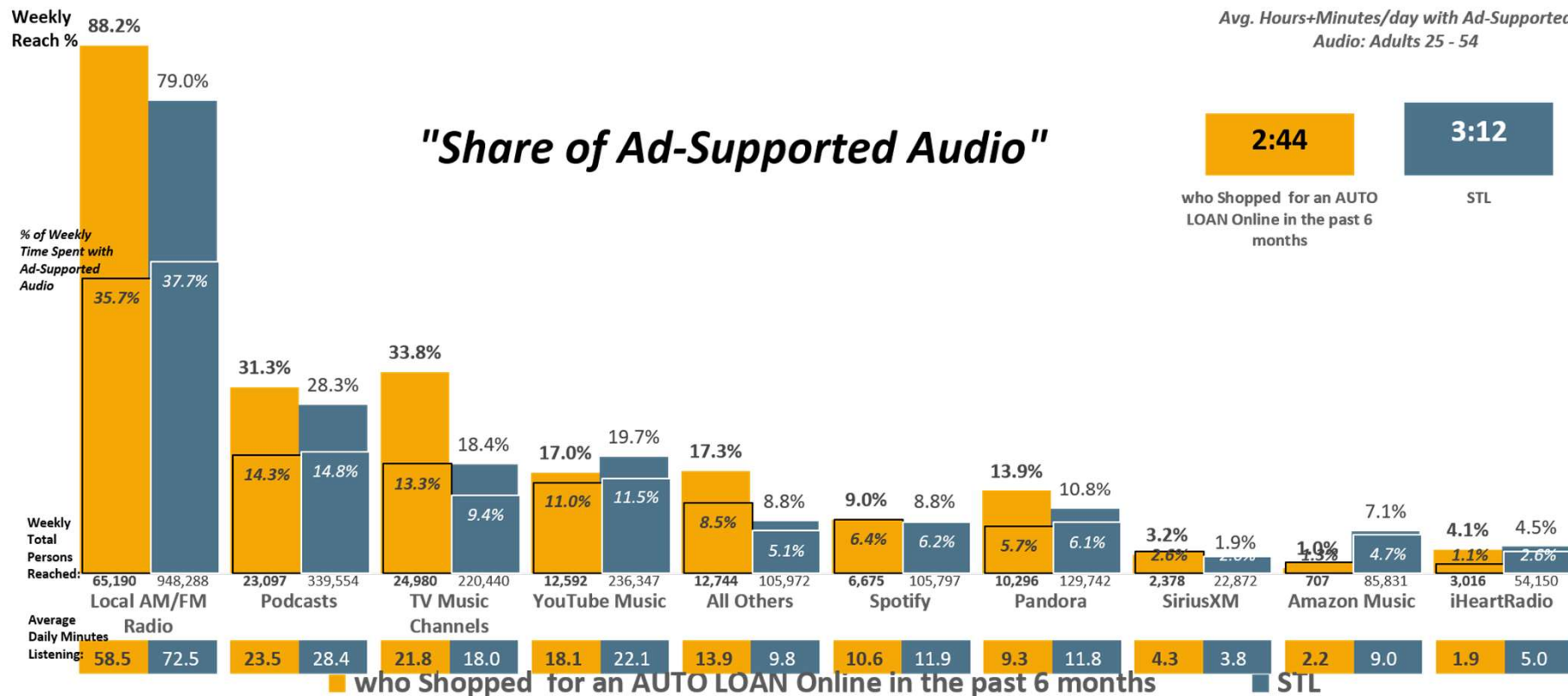


138,499 or 87.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.



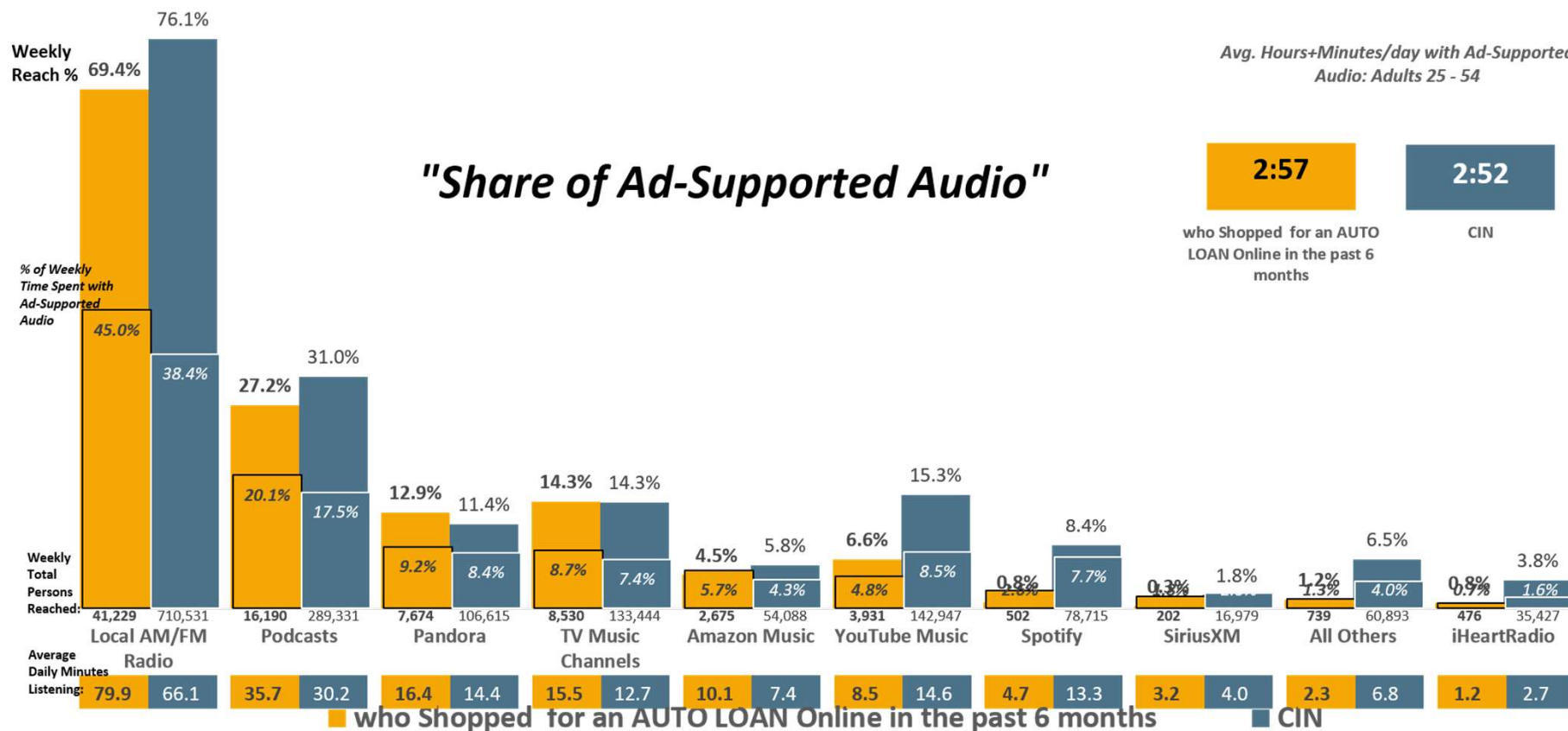


65,190 or 88.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



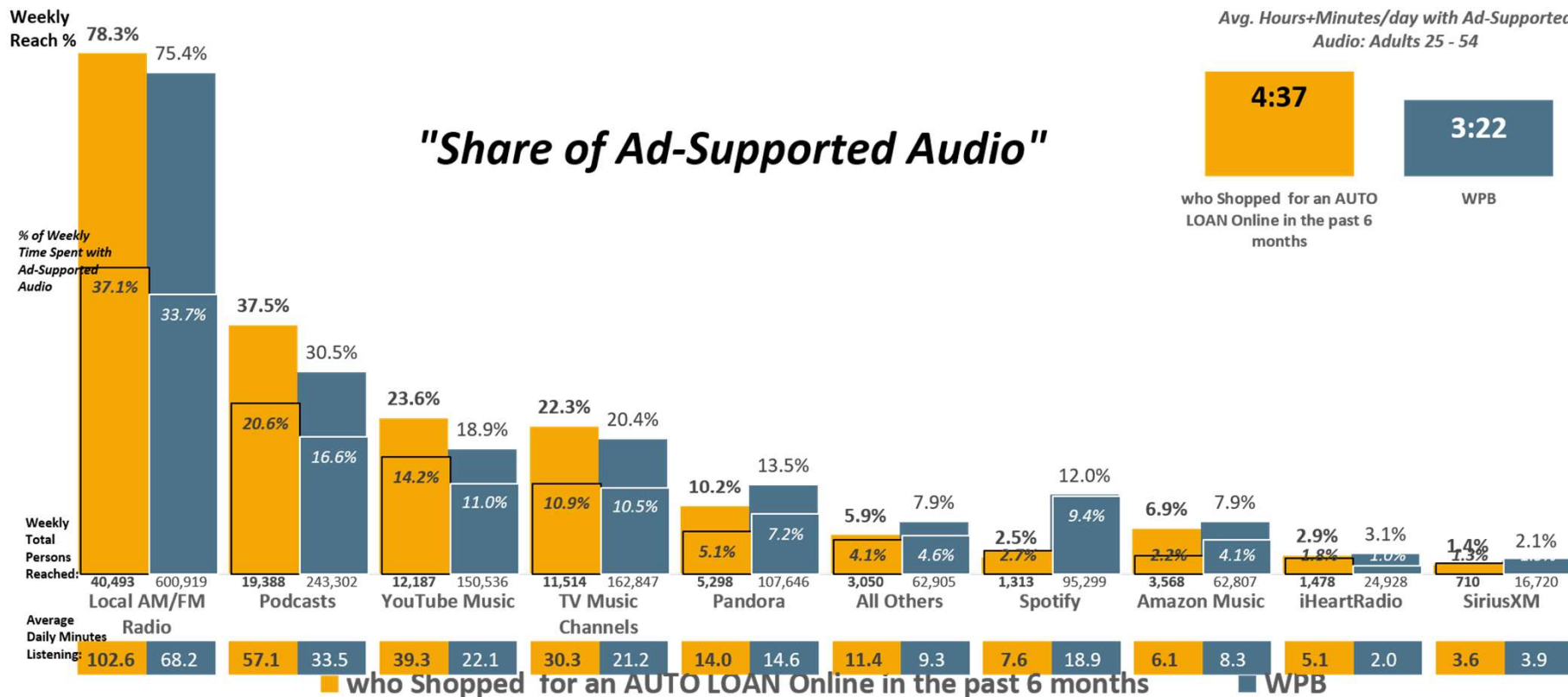


41,229 or 69.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 79.9 minutes every day representing 45.0% of all time spent daily with Ad-Supported Audio.





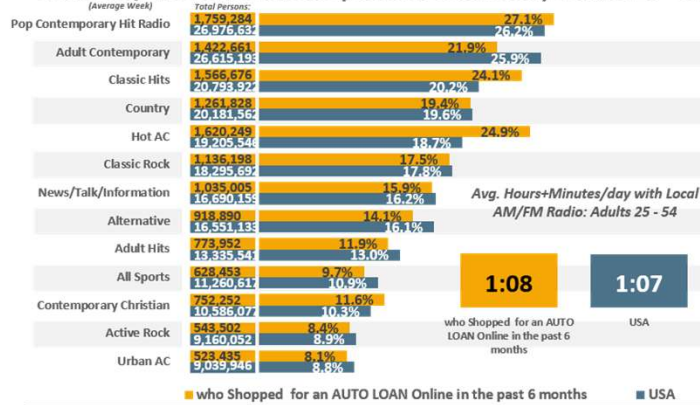
40,493 or 78.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 102.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



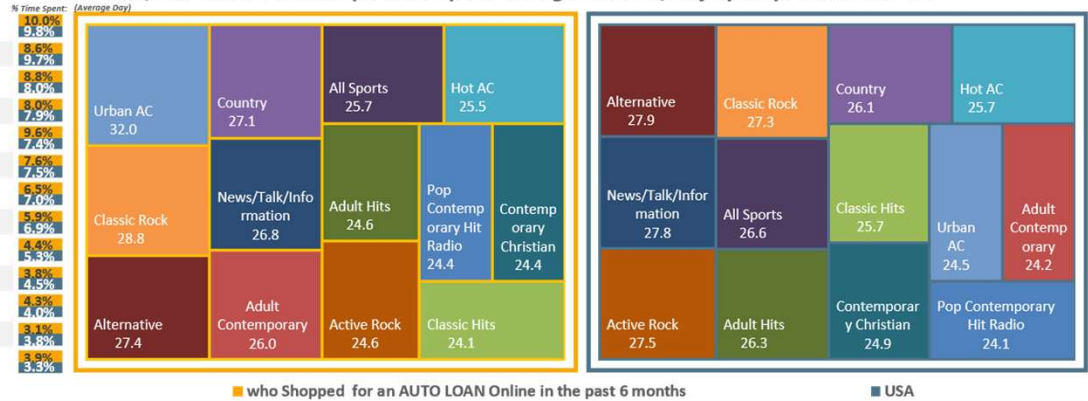


6,316,466 or 78.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Classic Hits, Adult Contemporary, and Country.

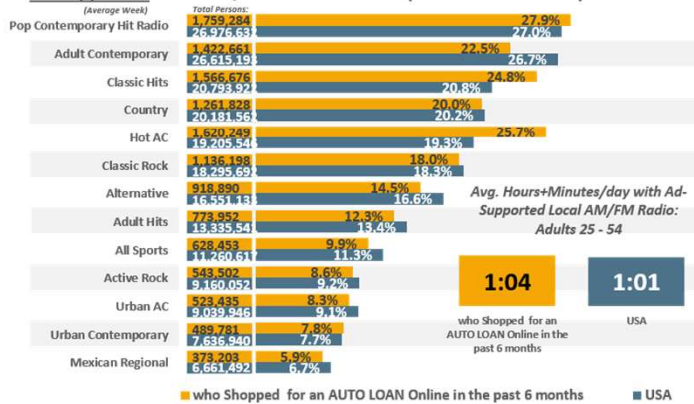
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



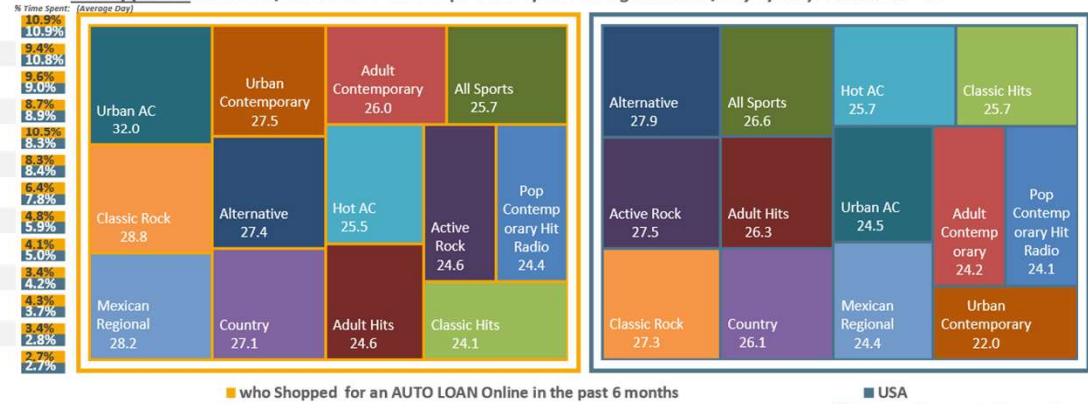
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

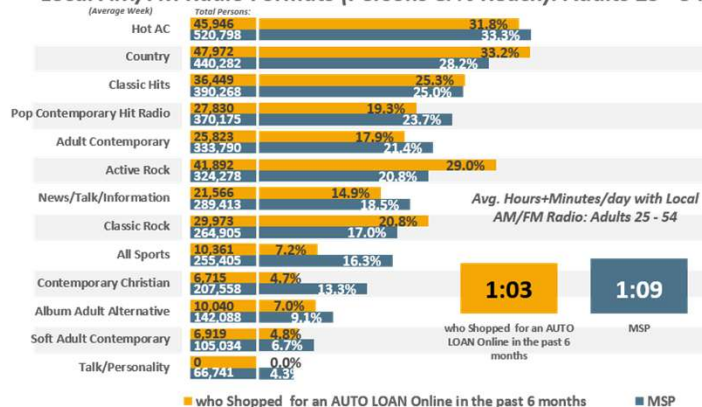
soeifa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

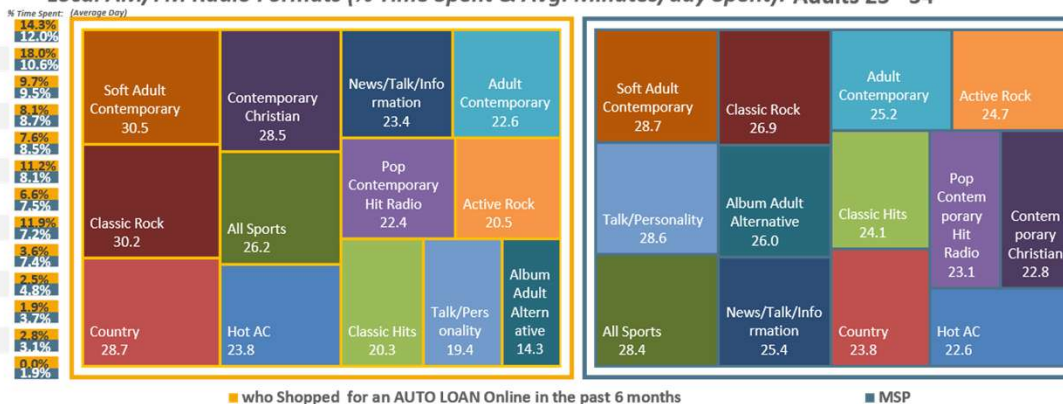


138,499 or 87.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Active Rock, Classic Hits, and Classic Rock.

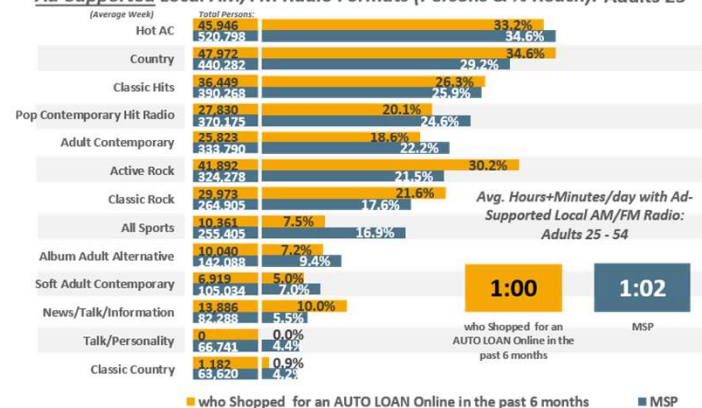
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



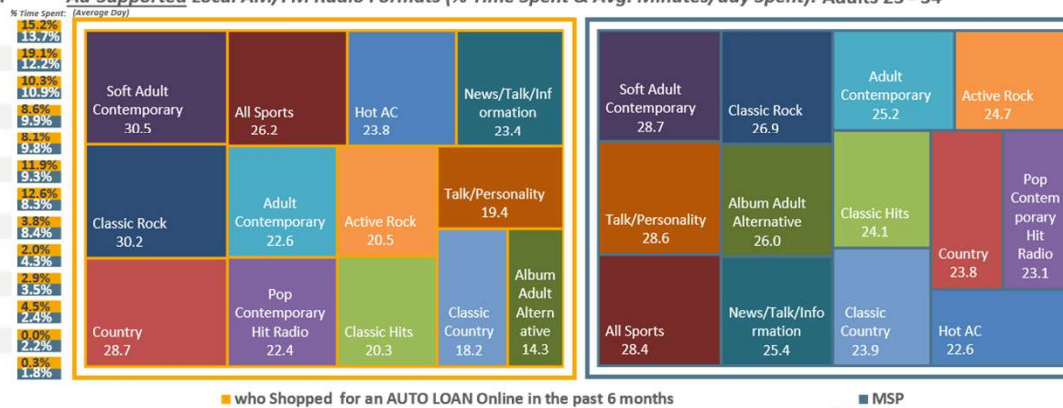
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 107
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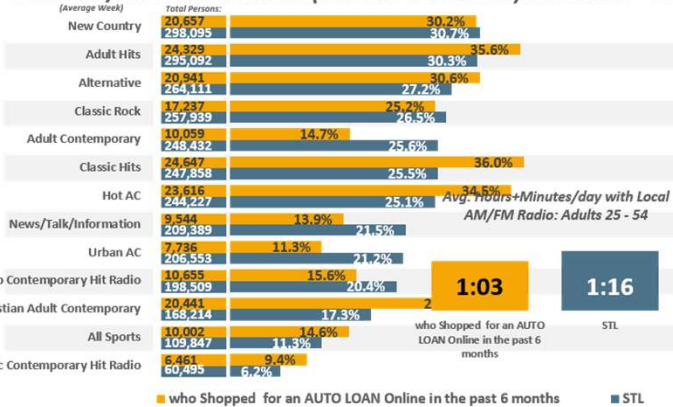
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

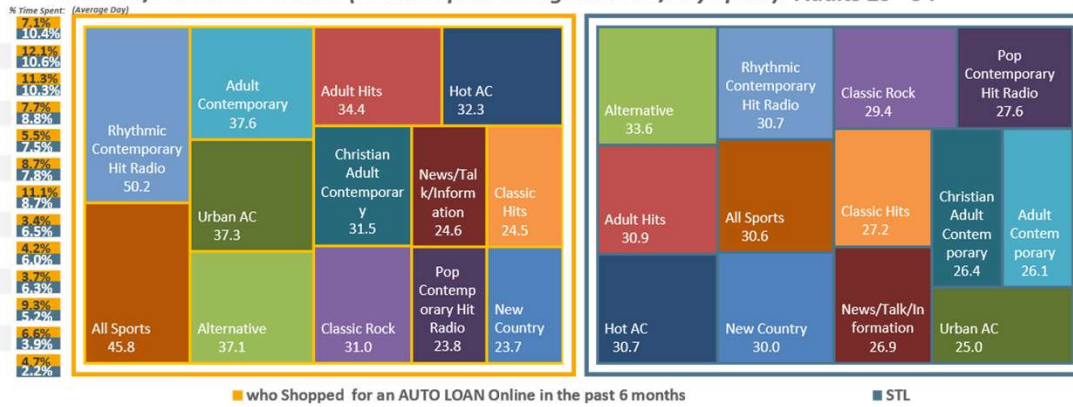


65,190 or 88.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Hits, Hot AC, Alternative, and New Country.

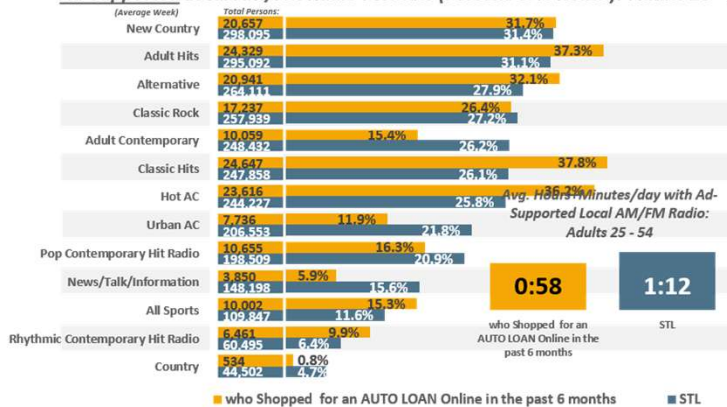
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



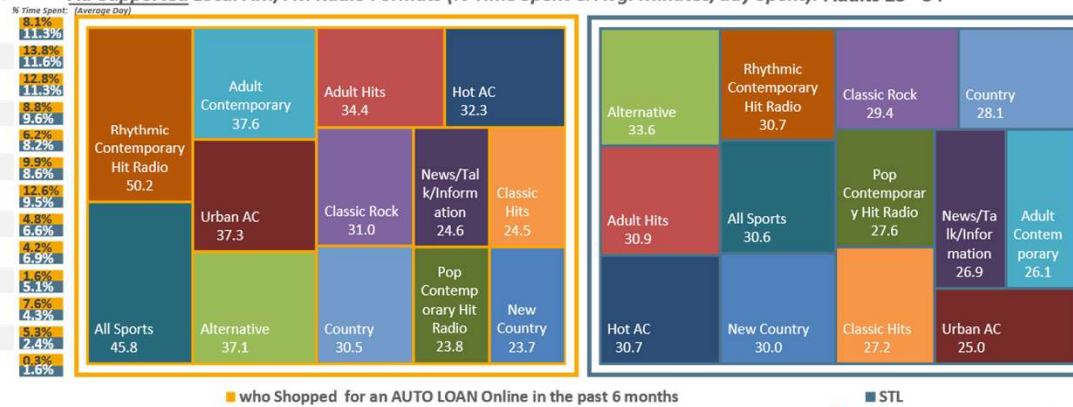
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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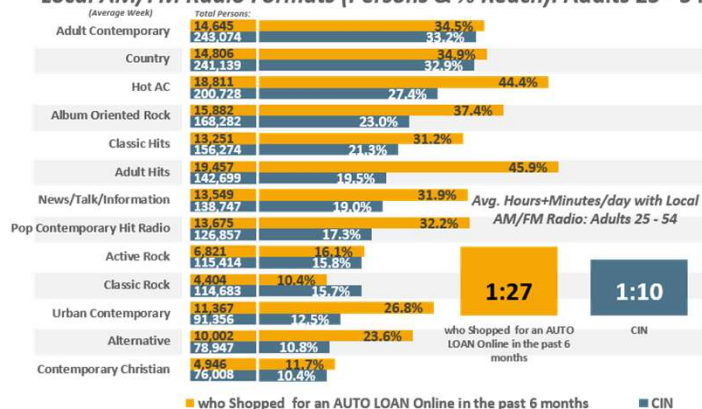
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

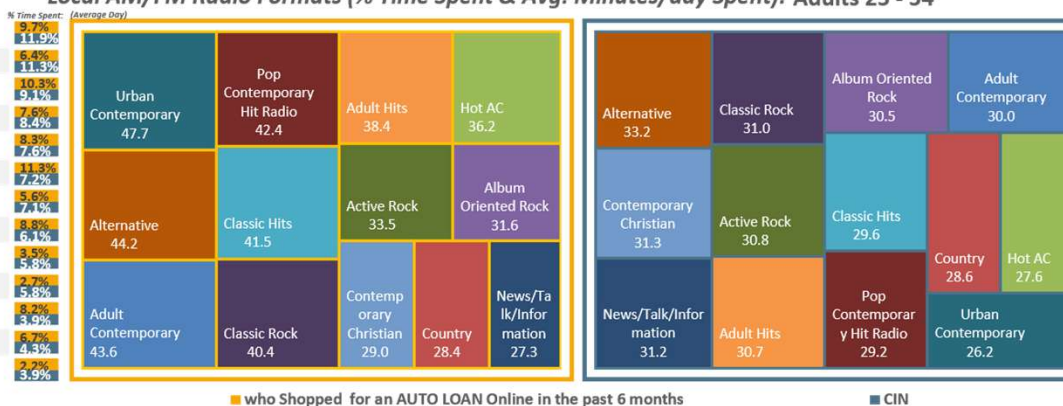


41,229 or 69.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Album Oriented Rock, Country, and Adult Contemporary.

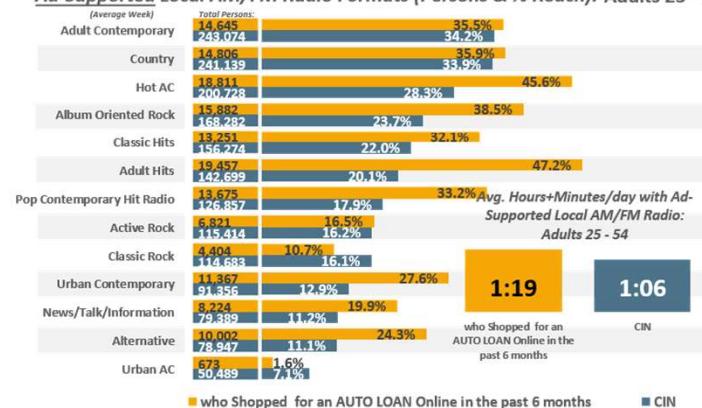
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



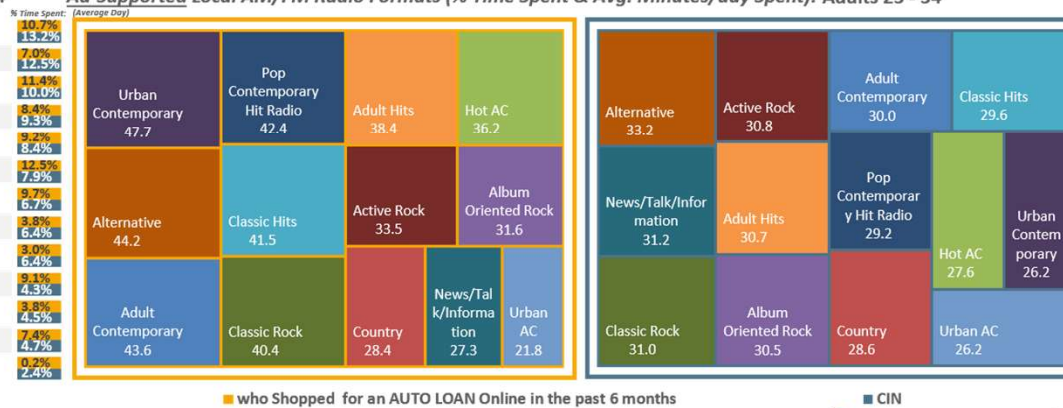
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



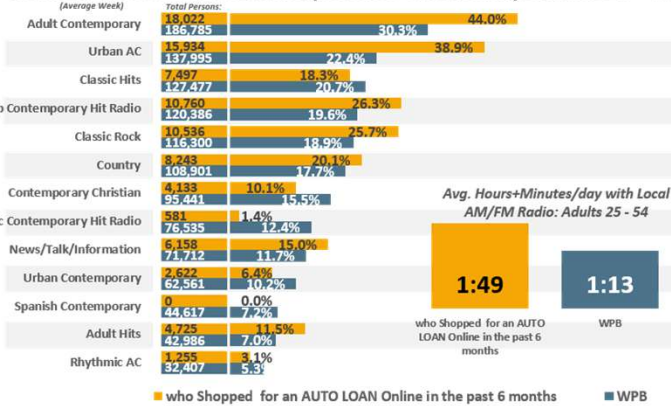
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



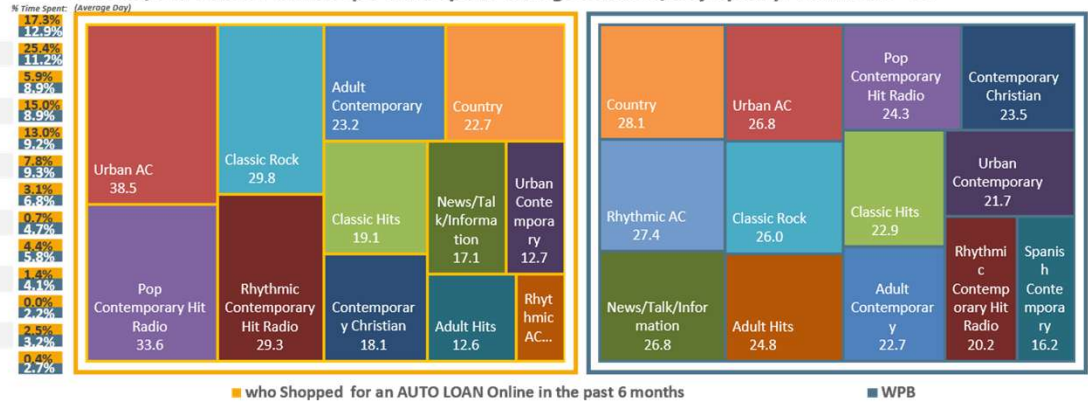


40,493 or 78.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Pop Contemporary Hit Radio, Classic Rock, and Country.

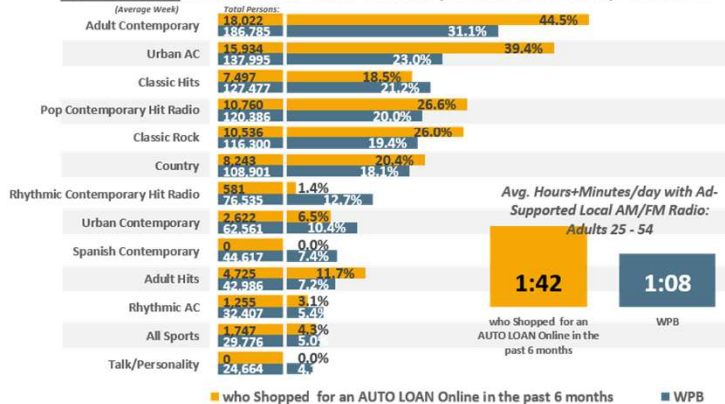
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



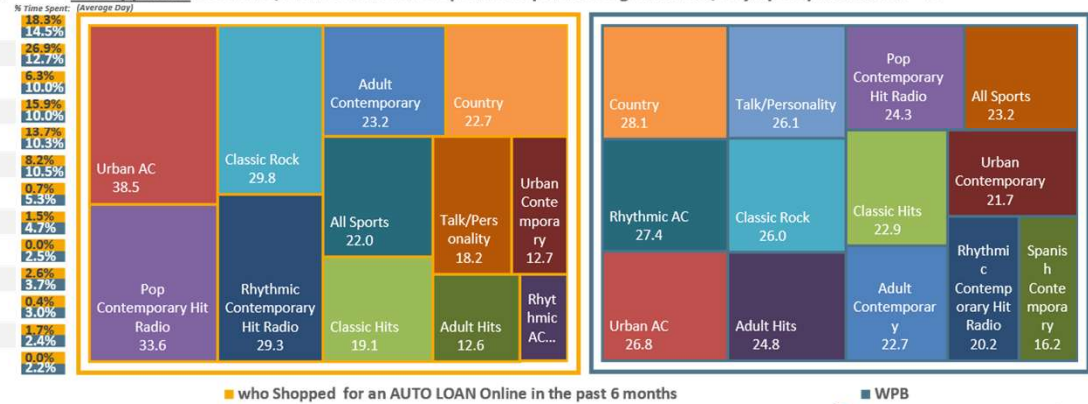
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 116
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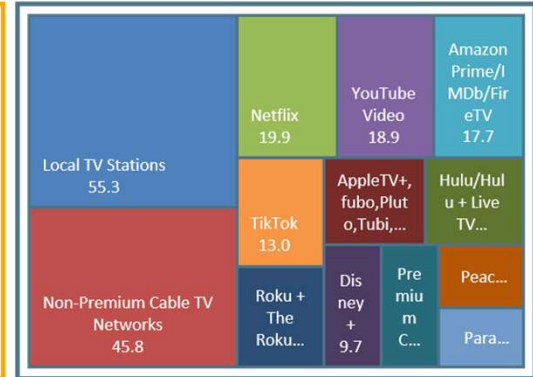
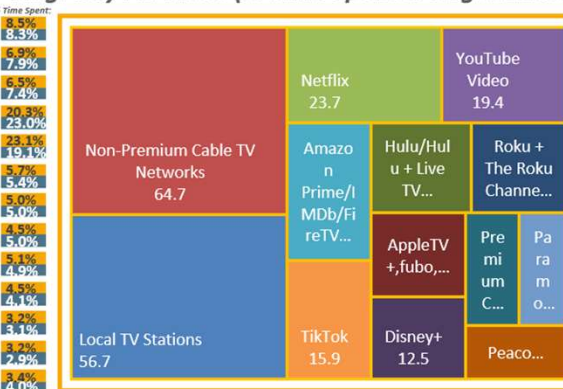
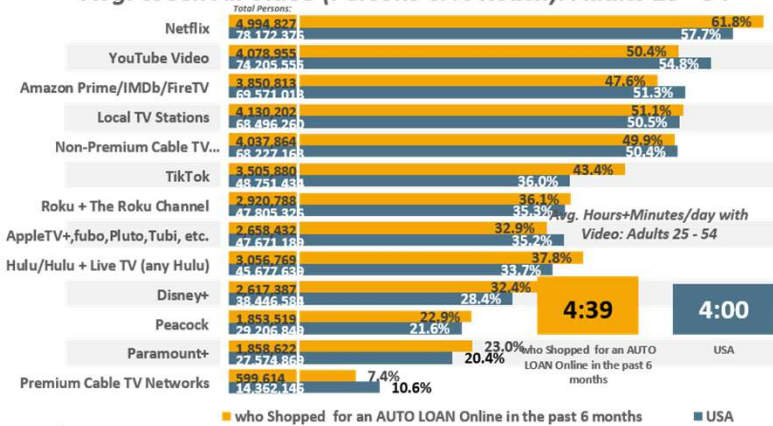
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



4,091,769 or 50.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 55.2 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

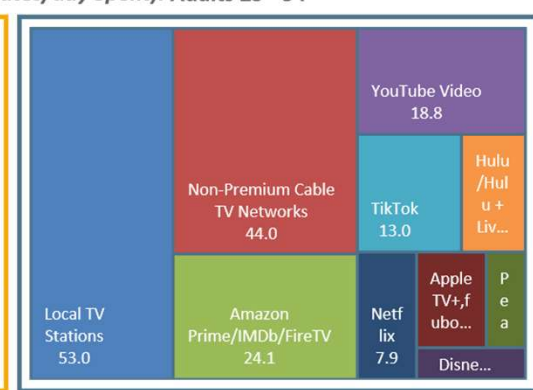
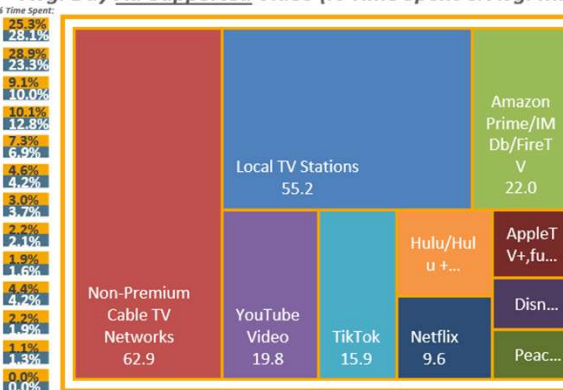
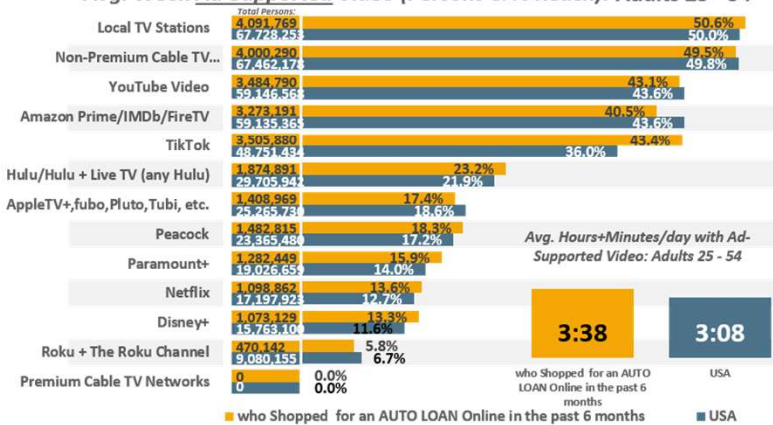
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

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



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

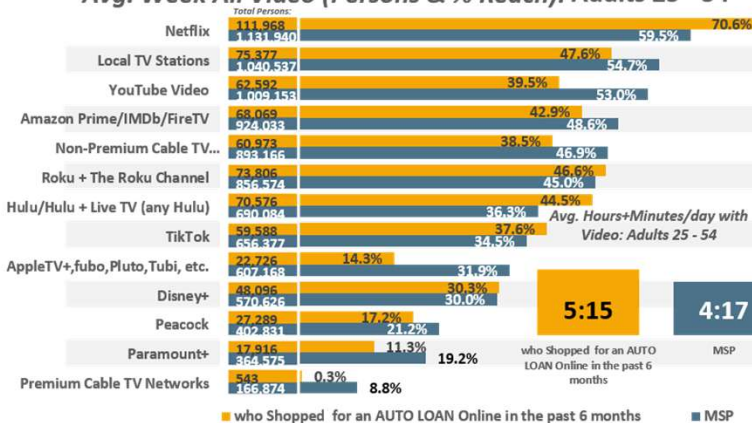
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



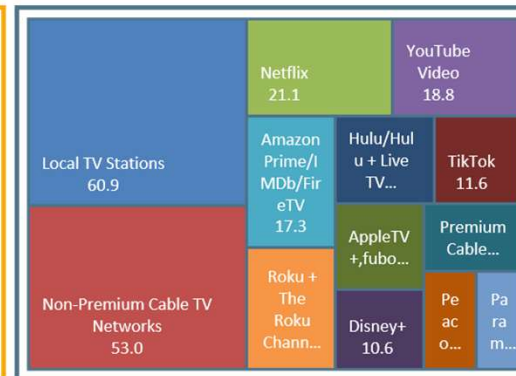
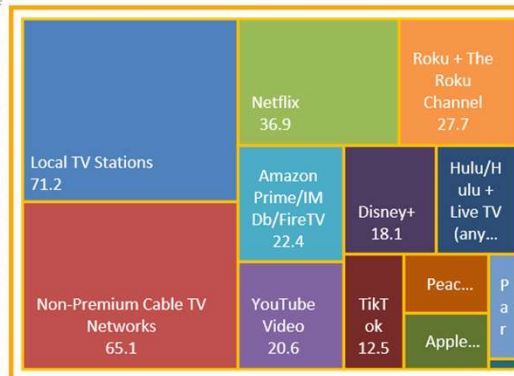


74,898 or 47.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 69.1 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

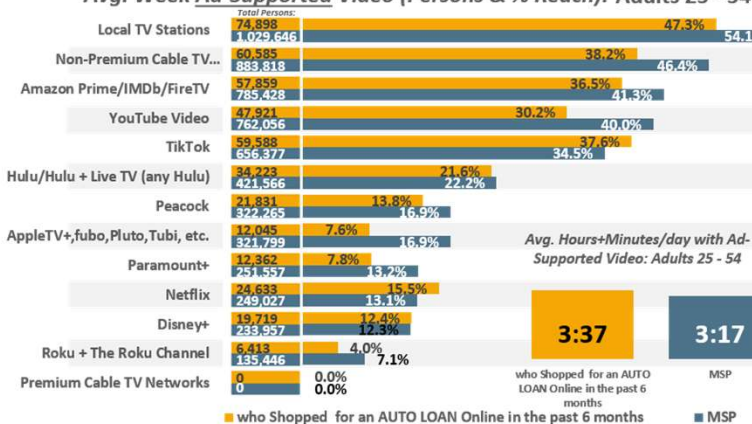
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



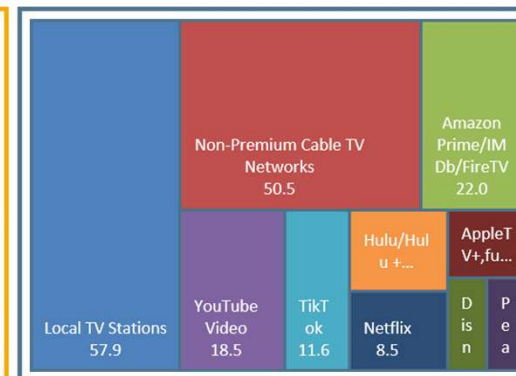
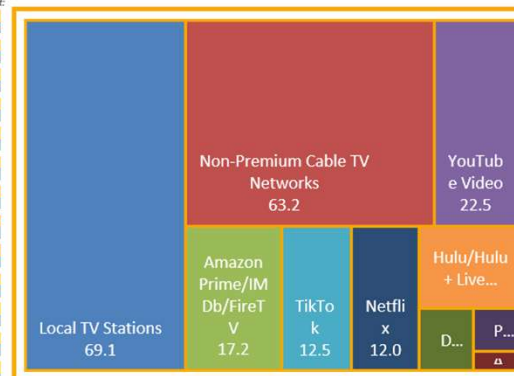
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



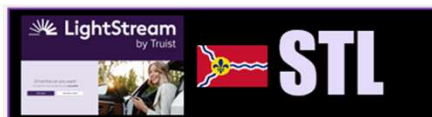
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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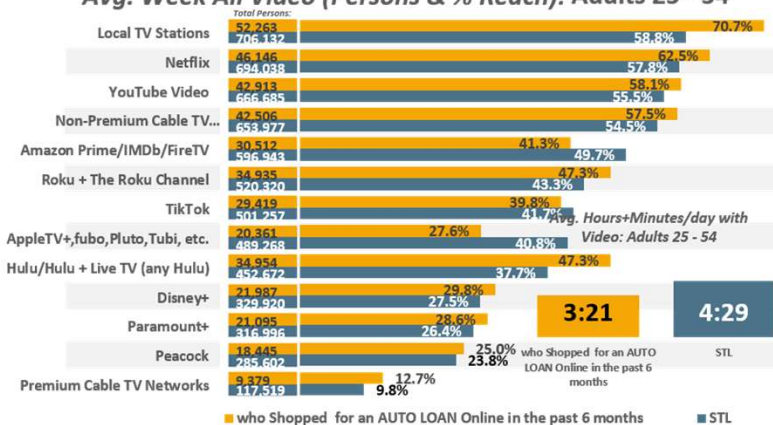
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

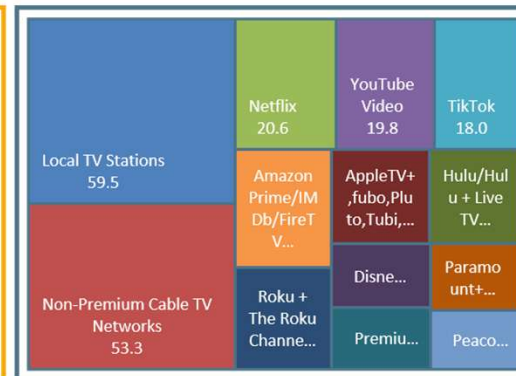
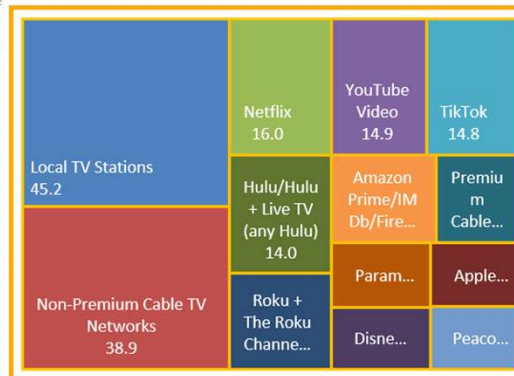


51,221 or 69.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 44.5 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

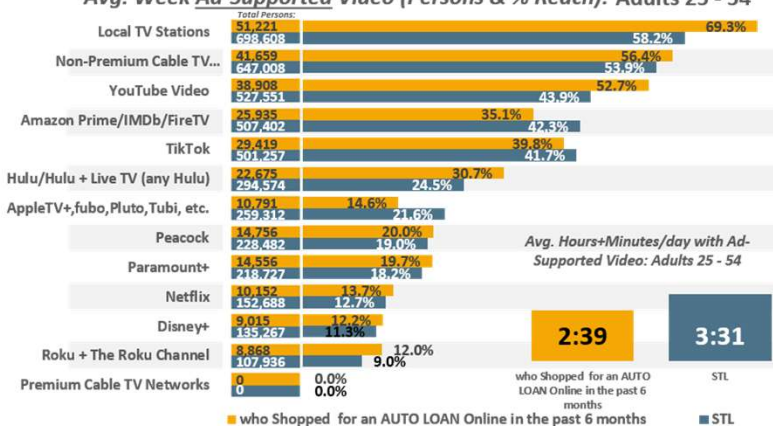
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



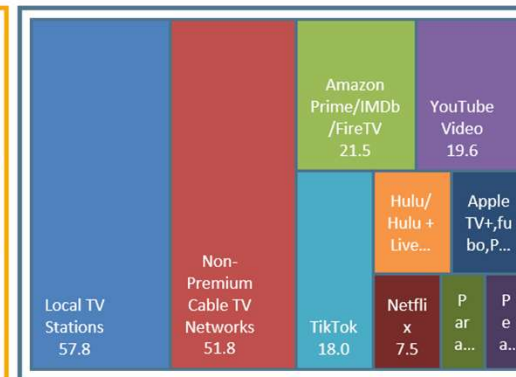
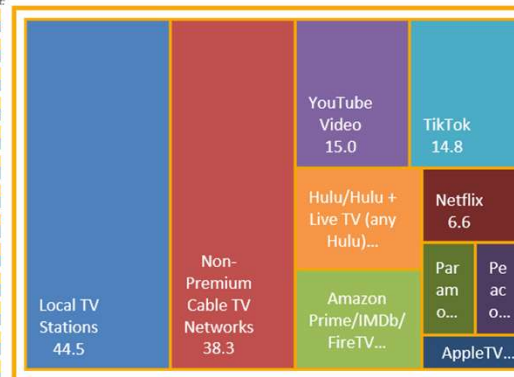
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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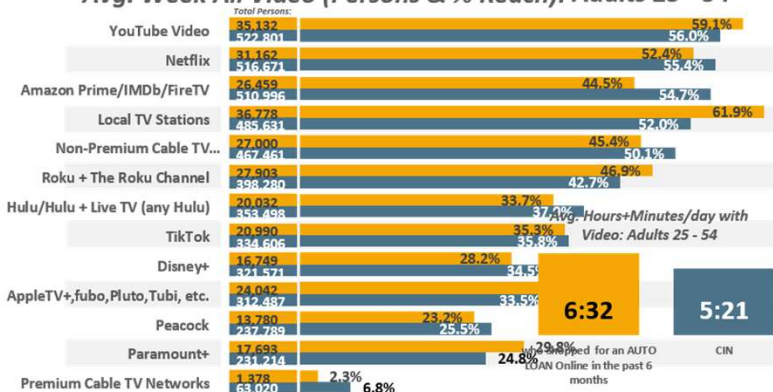
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

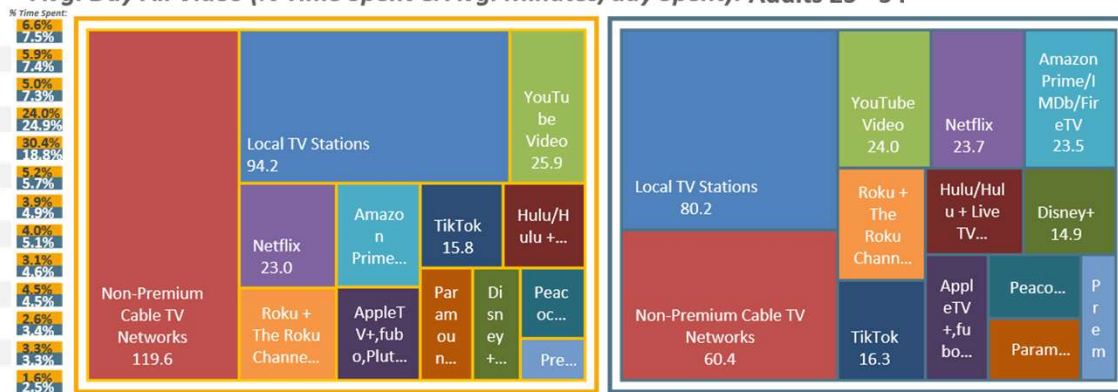


35,737 or 60.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 88.2 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

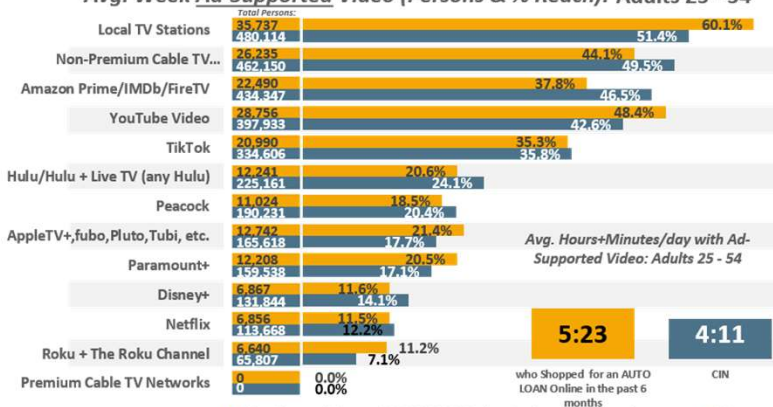
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



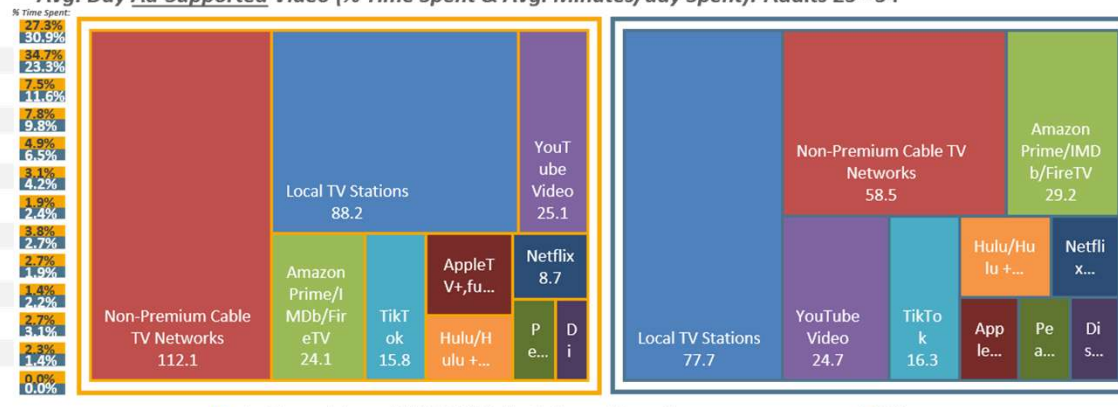
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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

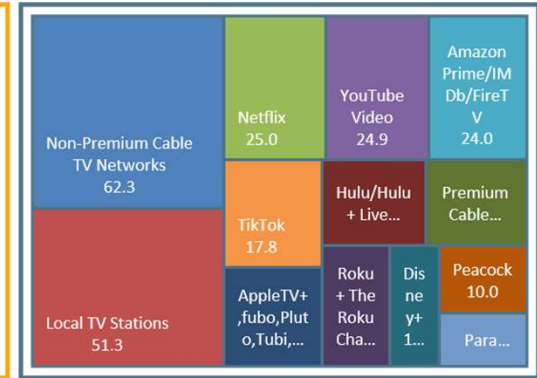
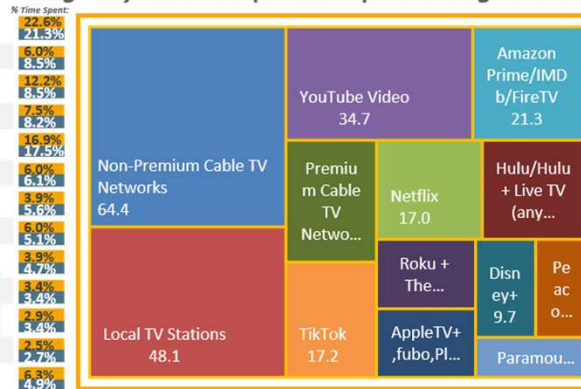
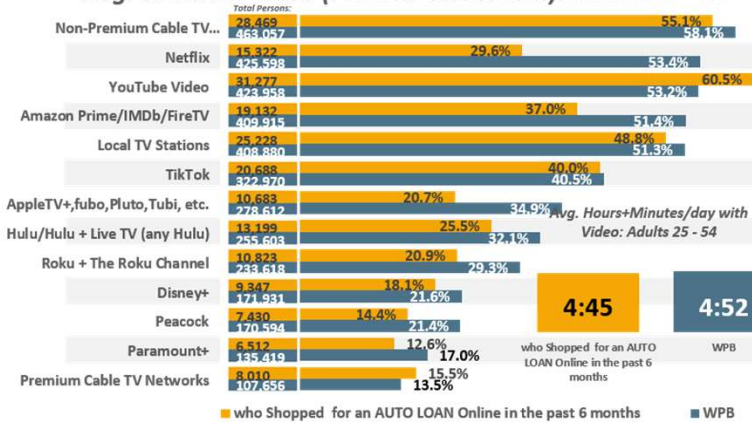




25,011 or 48.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 46.6 minutes every day representing 19.6% of all time spent daily with Ad-Supported Video.

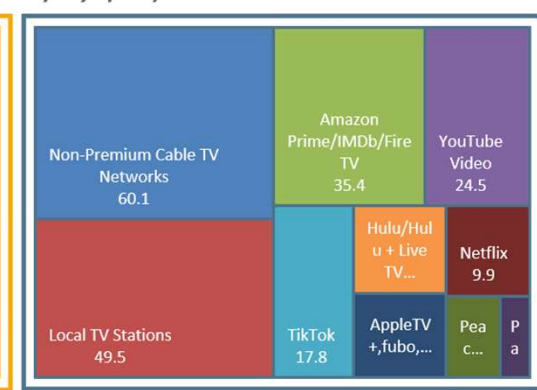
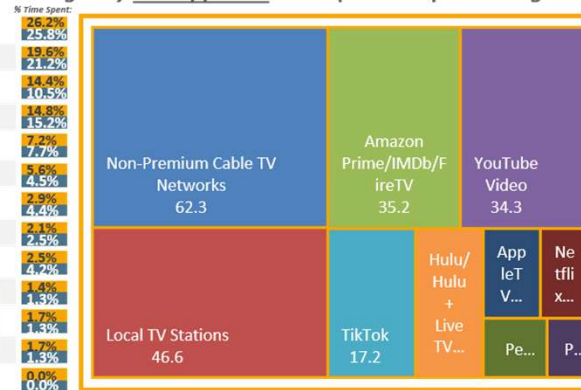
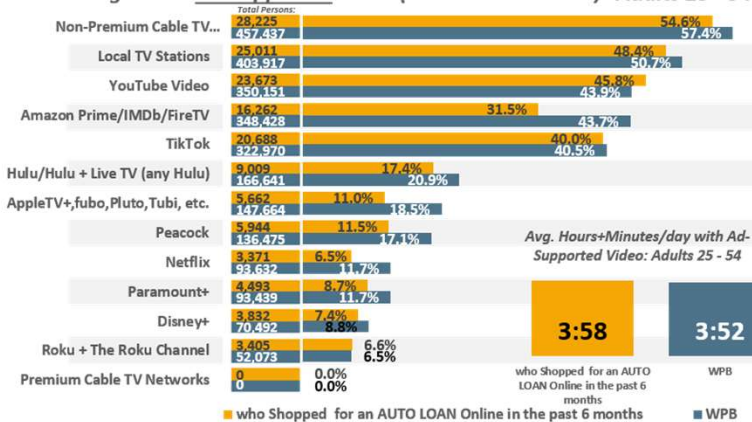
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

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



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

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



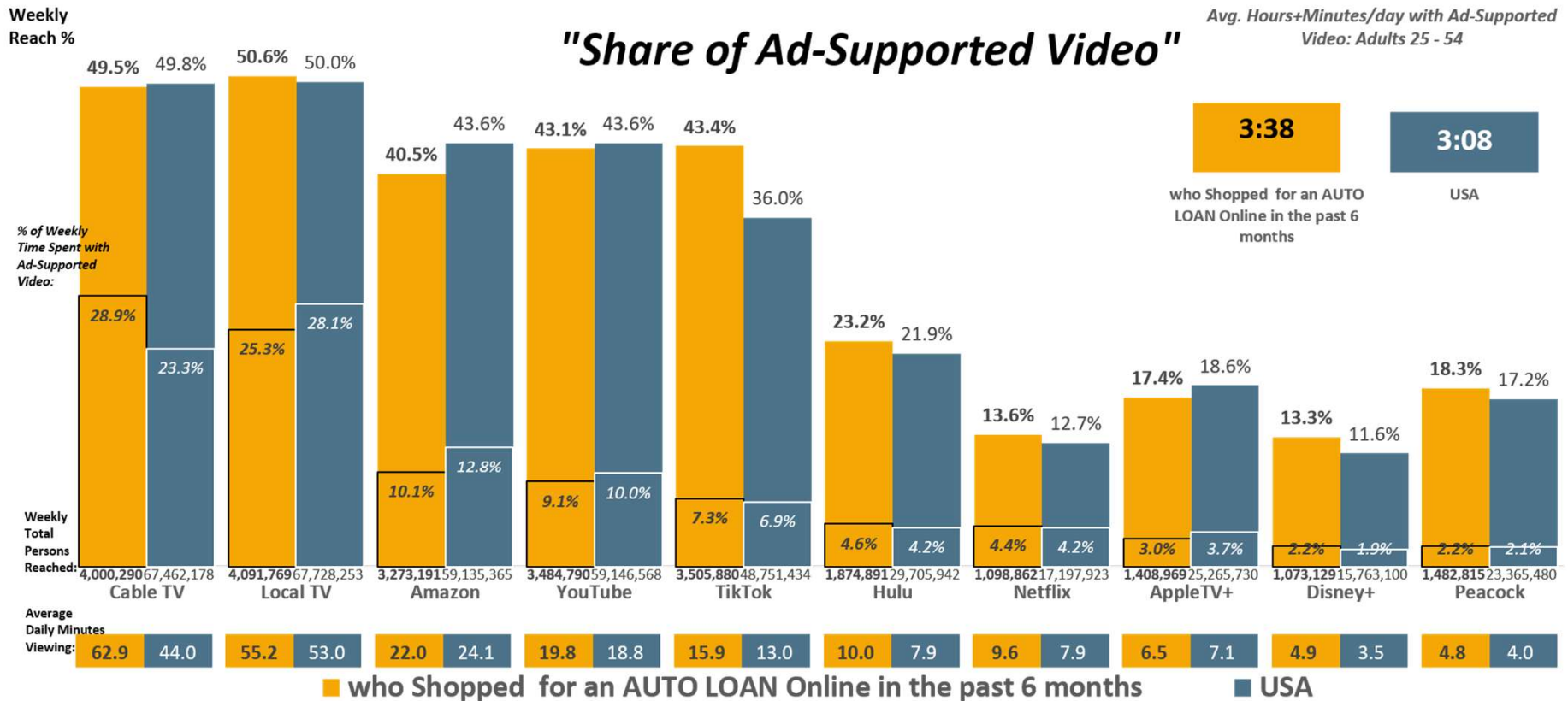
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 116
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



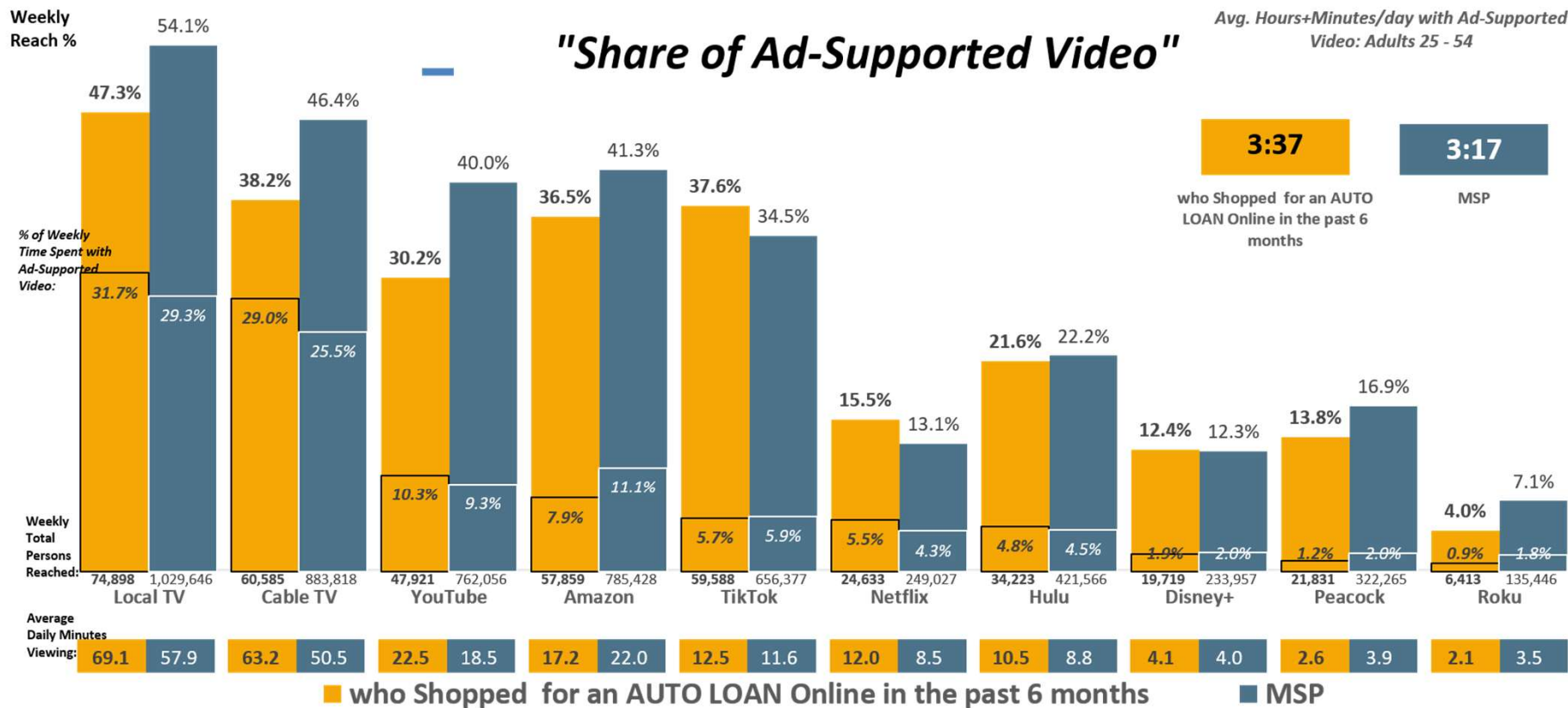
4,091,769 or 50.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 55.2 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.





74,898 or 47.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 69.1 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

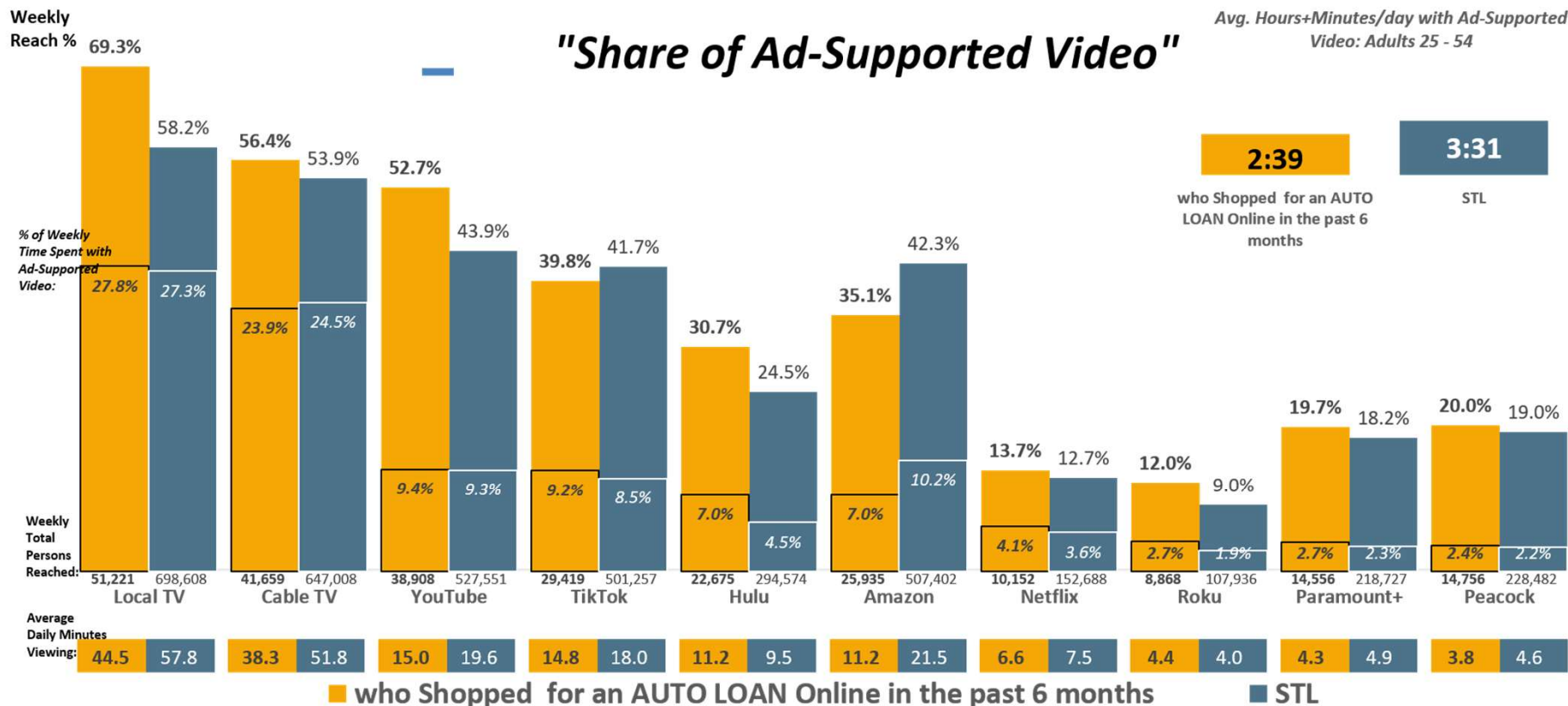
"Share of Ad-Supported Video"





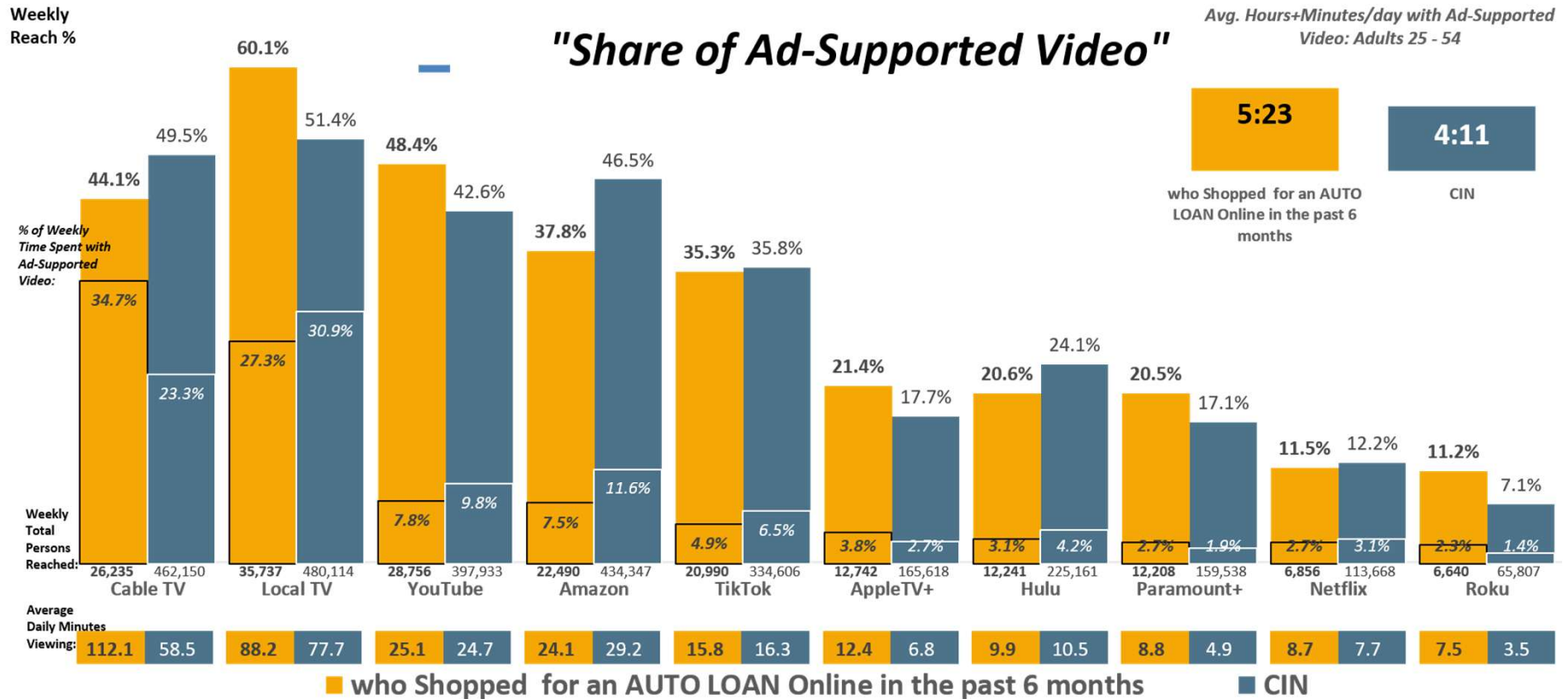
51,221 or 69.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 44.5 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





35,737 or 60.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 88.2 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



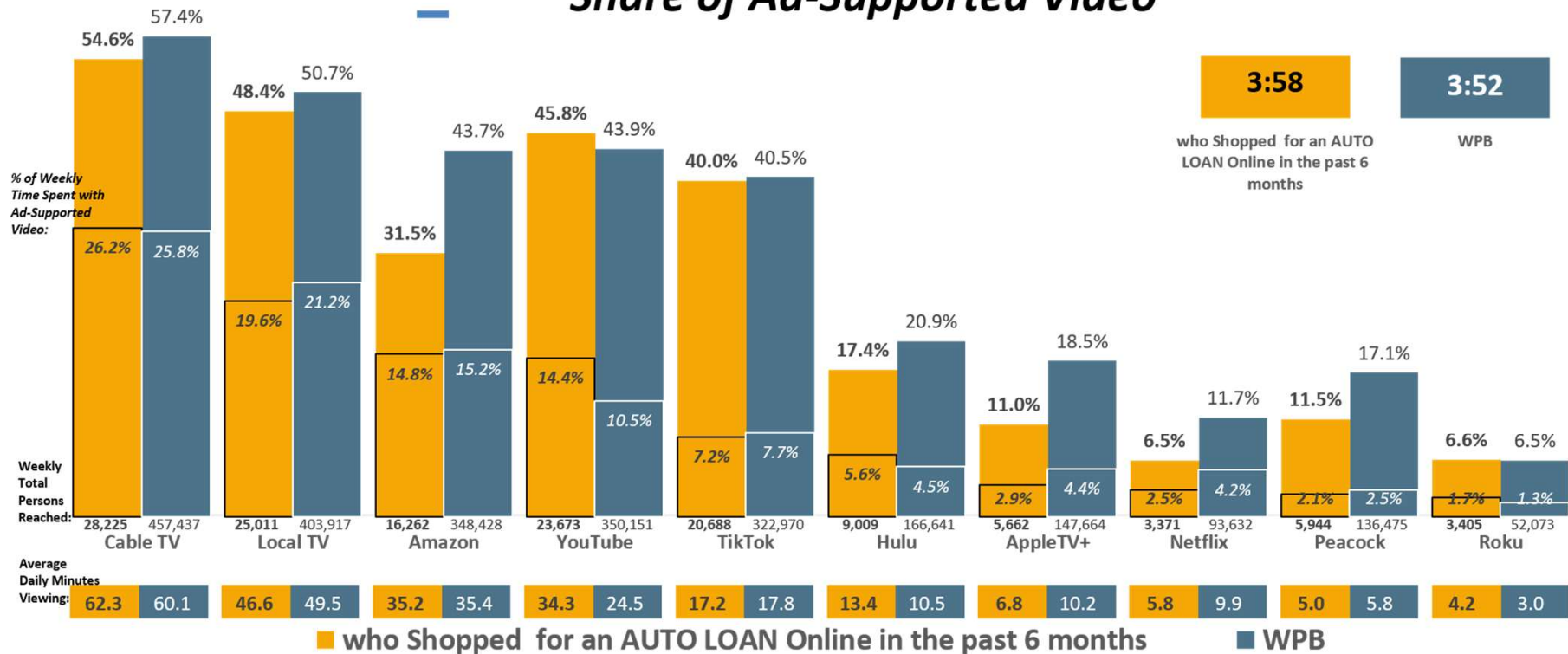


25,011 or 48.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 46.6 minutes every day representing 19.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

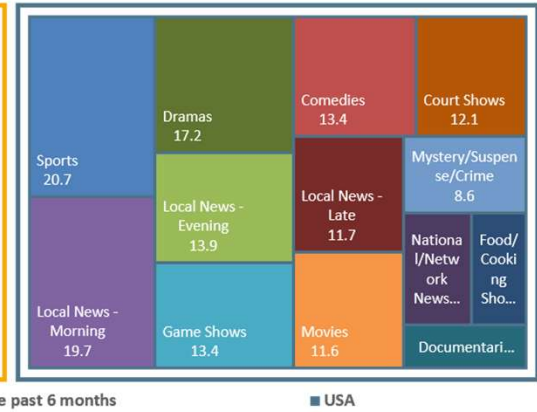
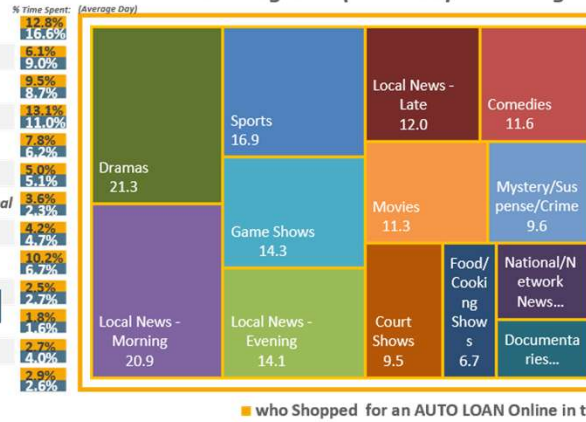
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 25 - 54



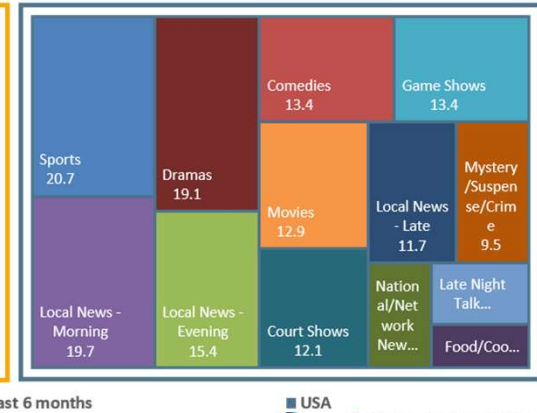
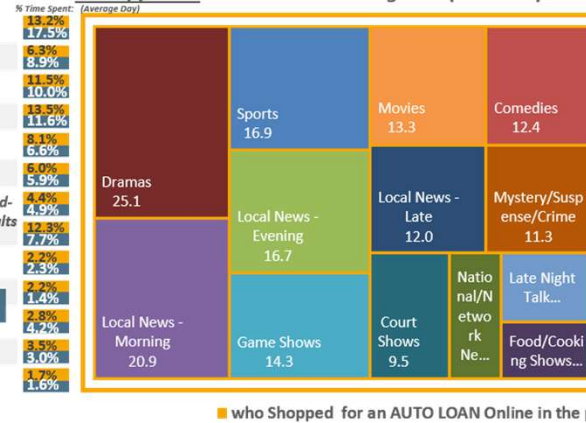
■ who Shopped for an AUTO LOAN Online in the past 6 months ■ WPB



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



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



USA Projection	Scarborough R1 2026: Jan 25-Mar26	Qual Intab	24,338
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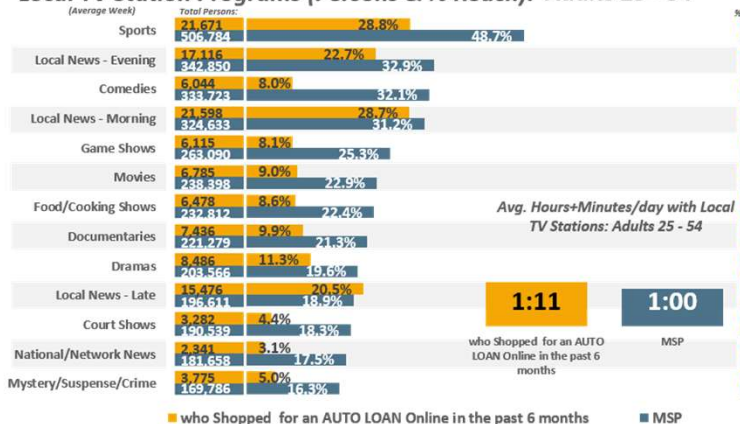
■ USA
soefa.ai Share of Everything
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

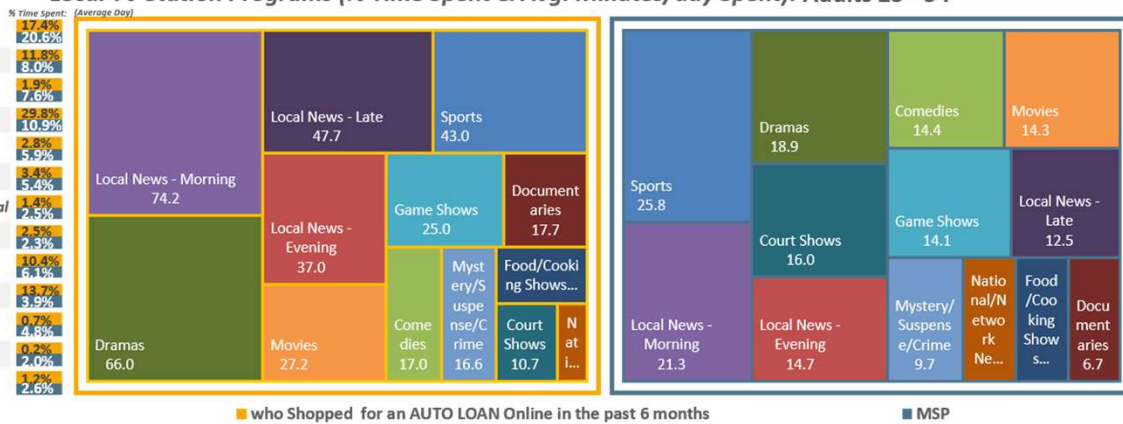


74,898 or 47.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Local News - Late, Dramas, and Movies.

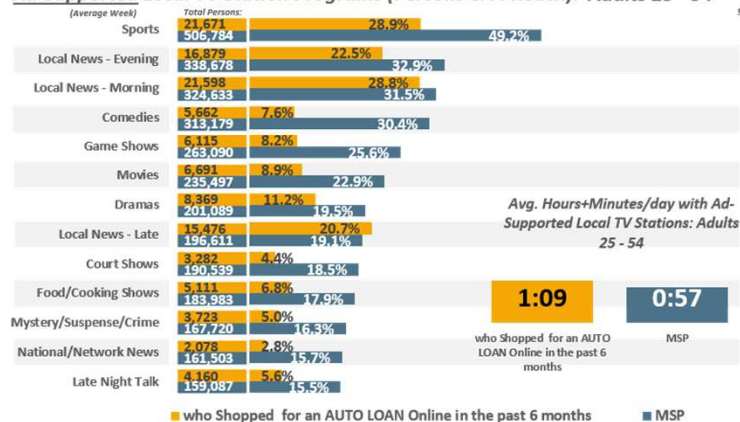
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



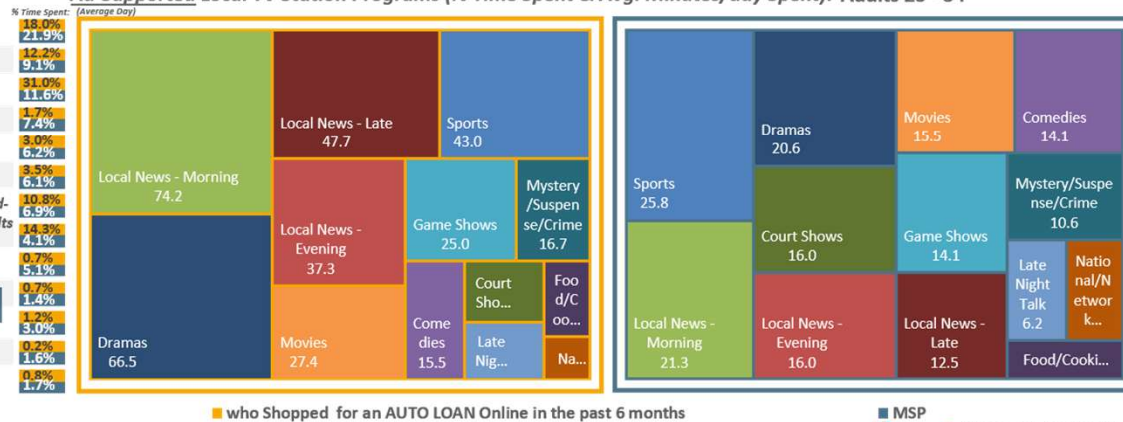
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 107
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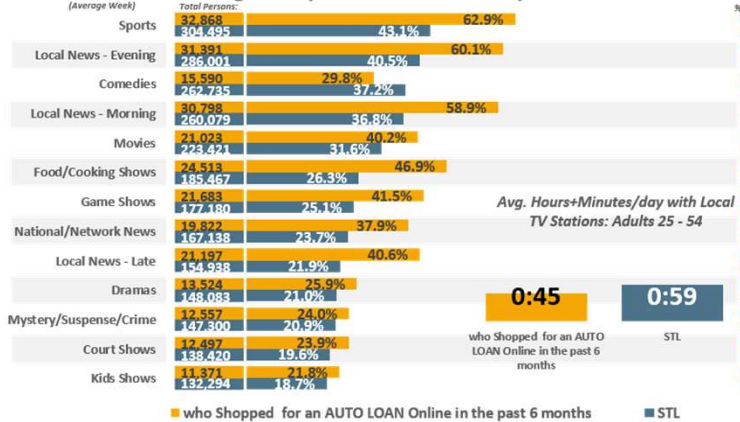
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

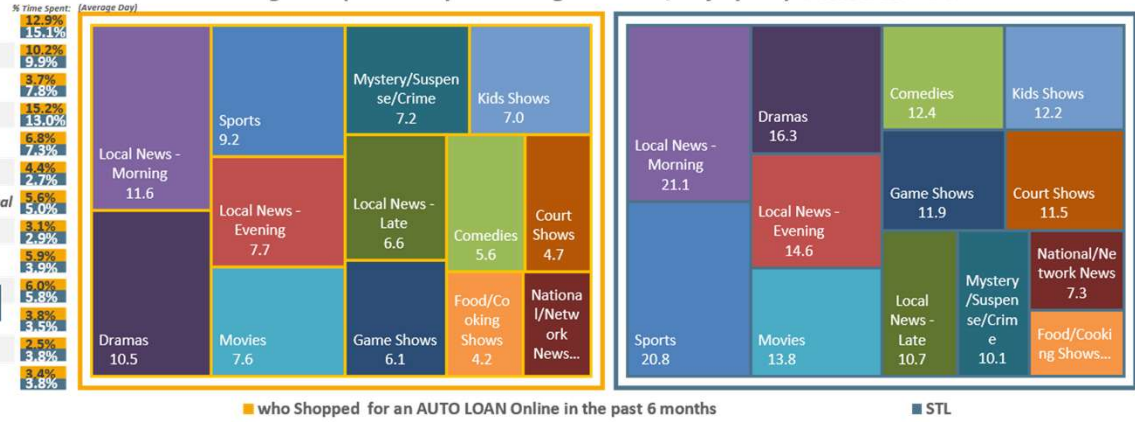


51,221 or 69.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Reality - Adventure, Game Shows, and Local News -

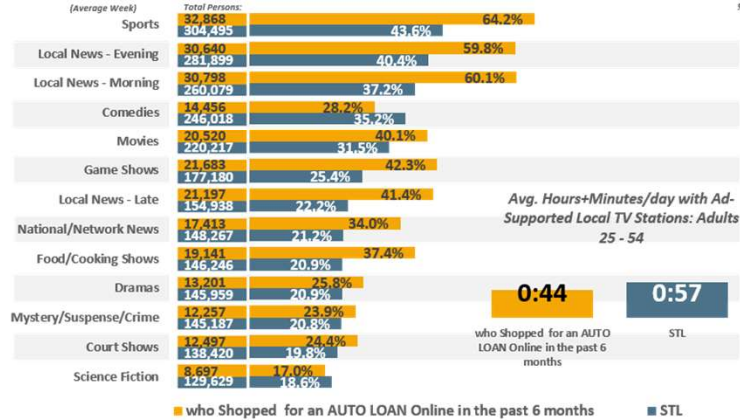
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



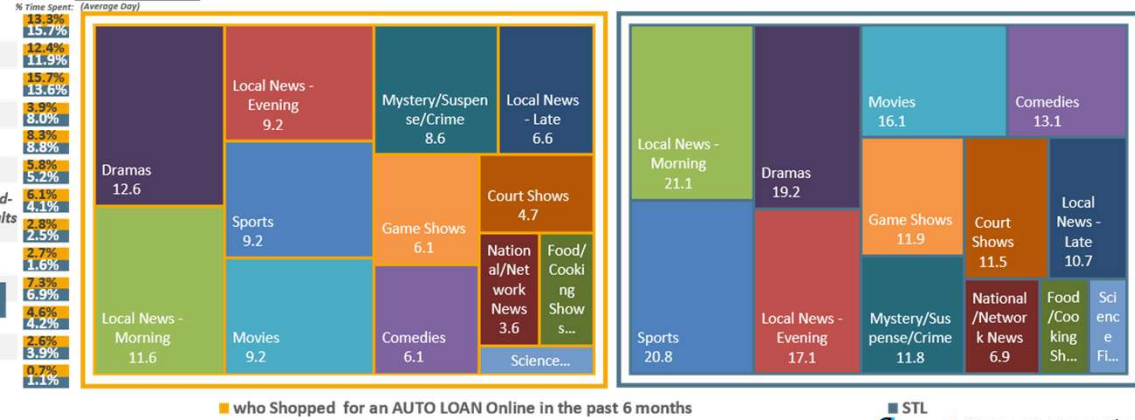
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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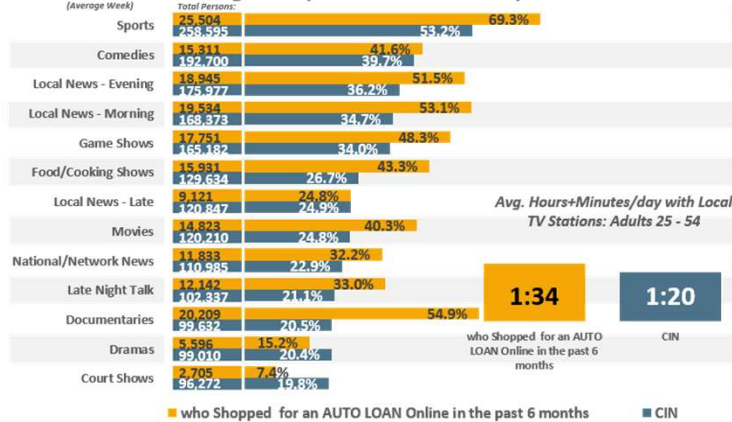
STL
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

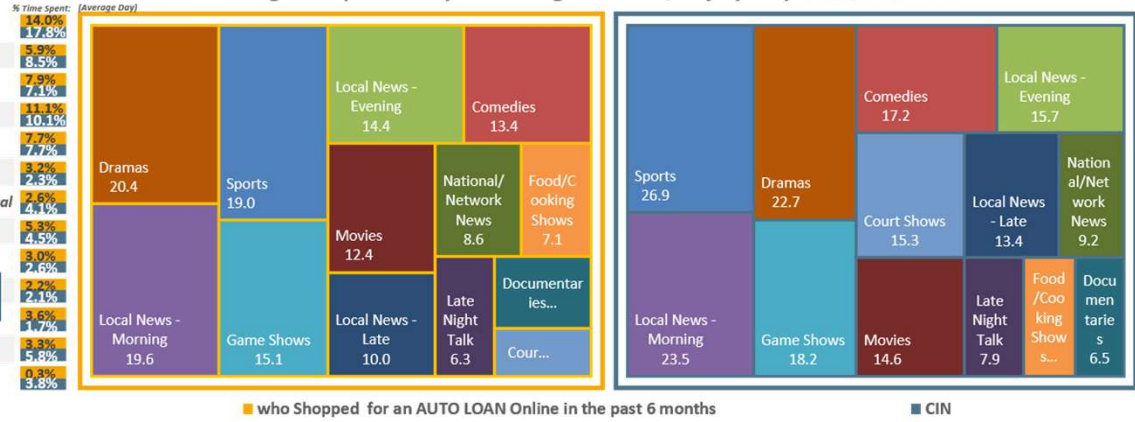


35,737 or 60.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Movies, and Comedies.

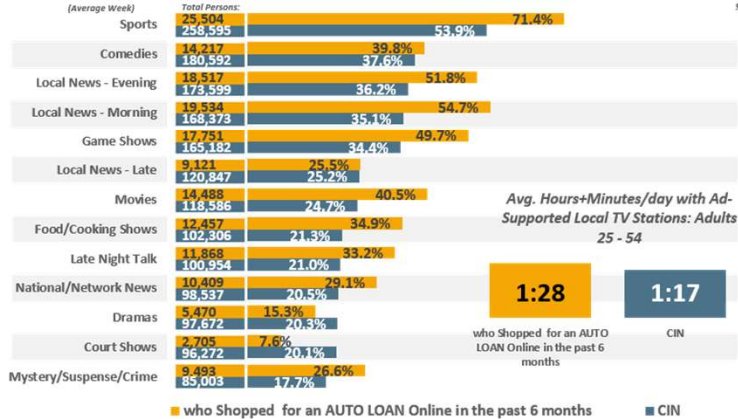
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



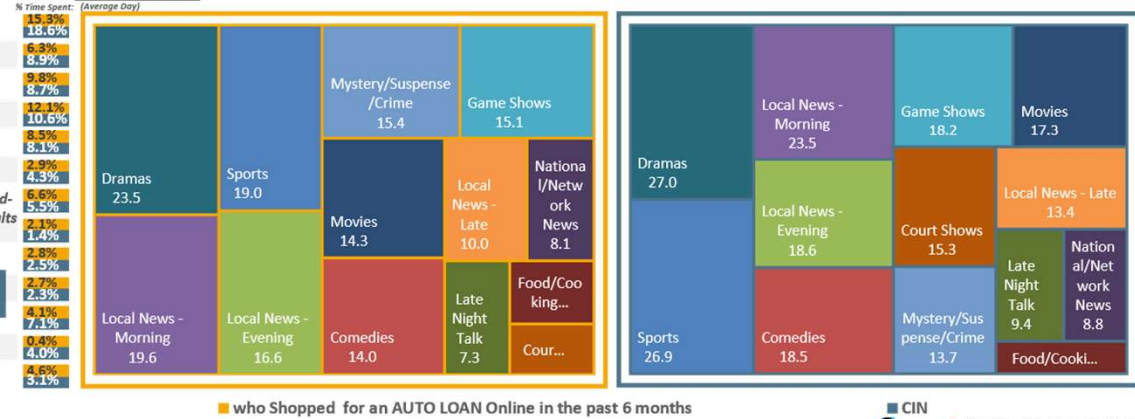
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



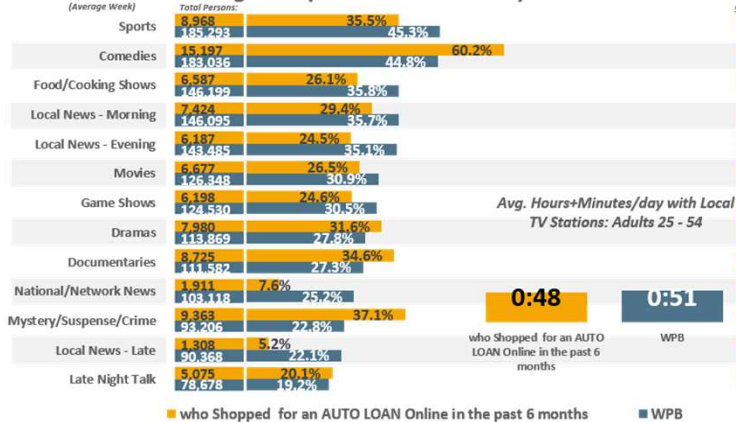
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



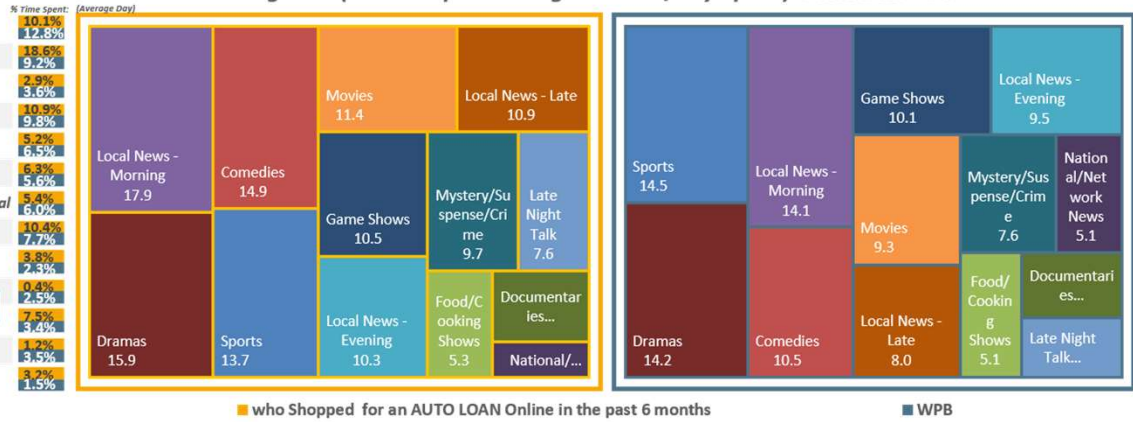


25,011 or 48.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Mystery/Suspense/Crime, Sports, Dramas, Local News - Morning, and Movies.

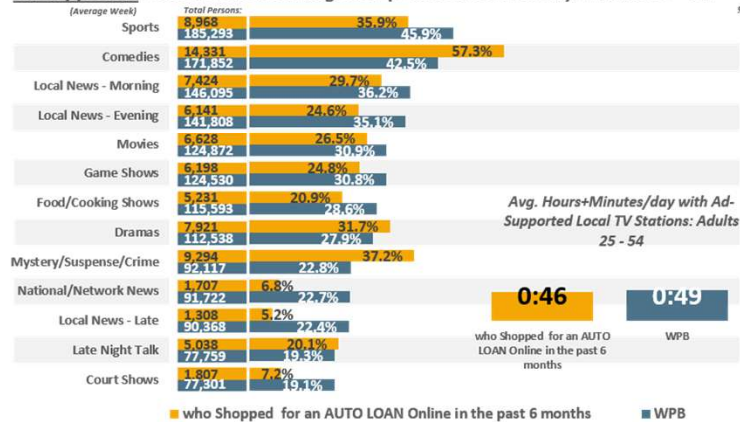
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



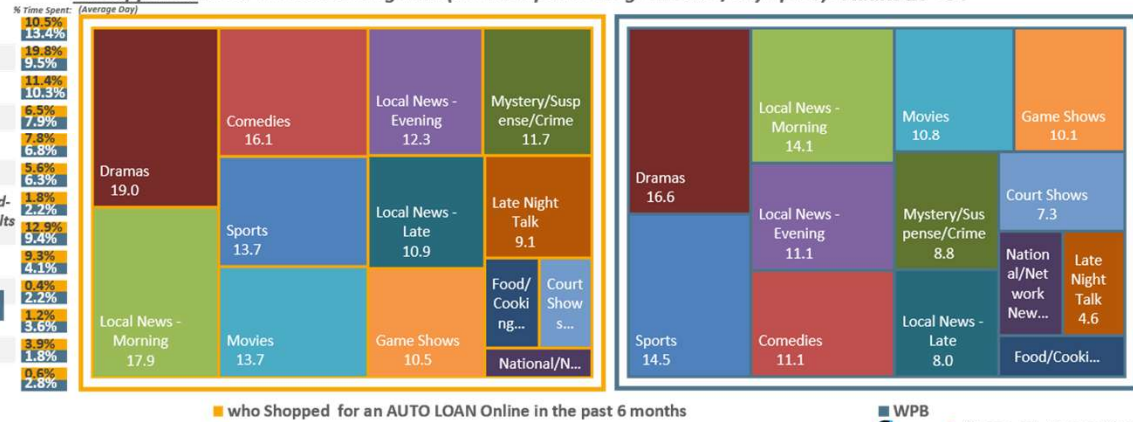
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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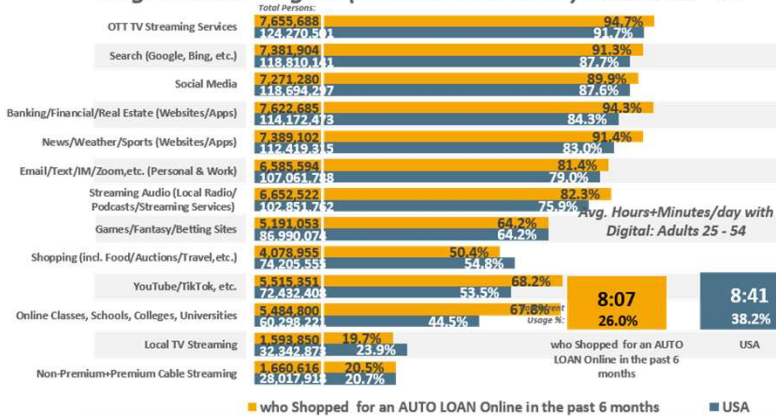
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

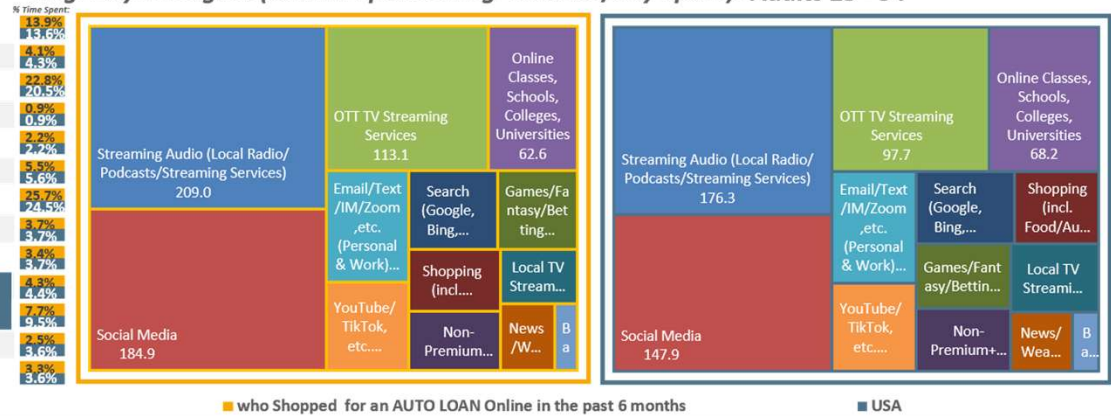


6,268,379 or 77.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

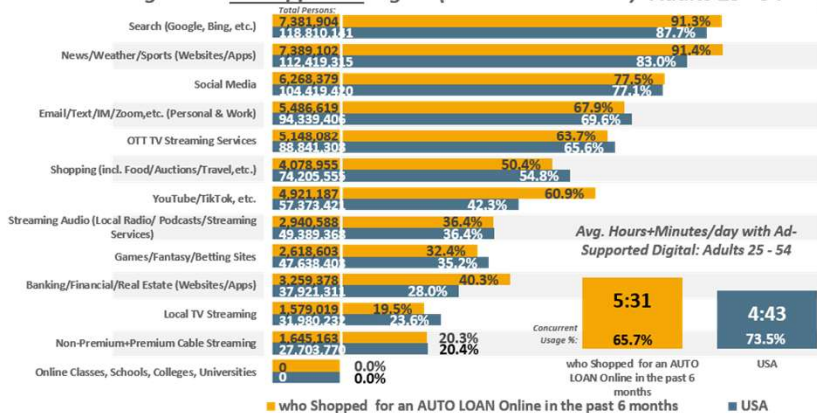
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



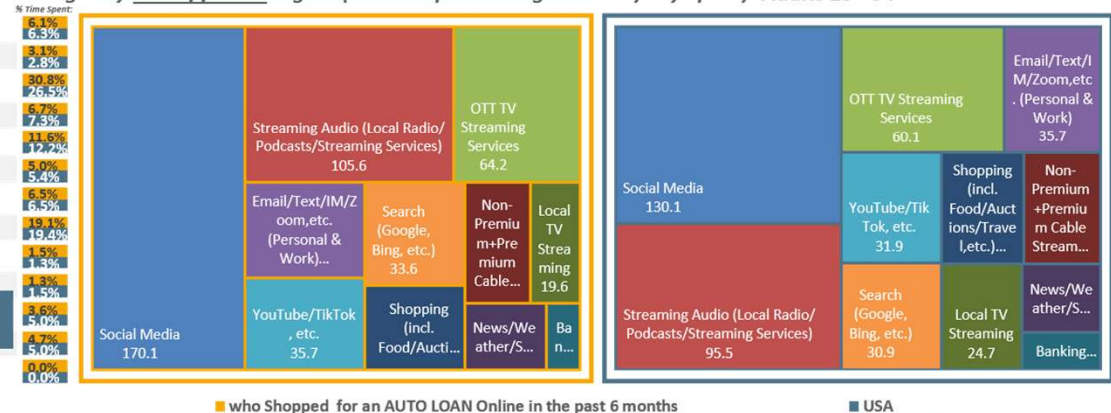
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

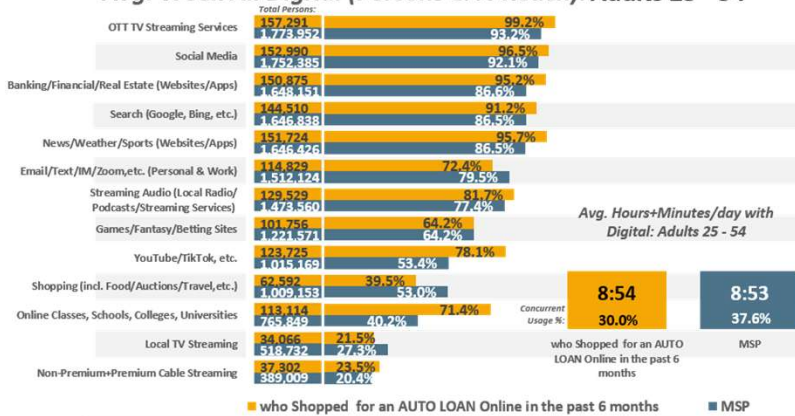
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

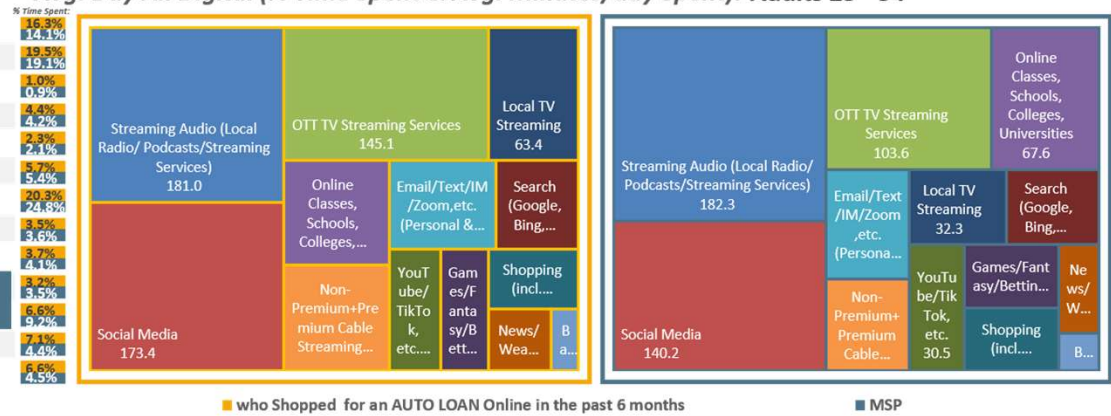


136,358 or 86.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 159.5 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

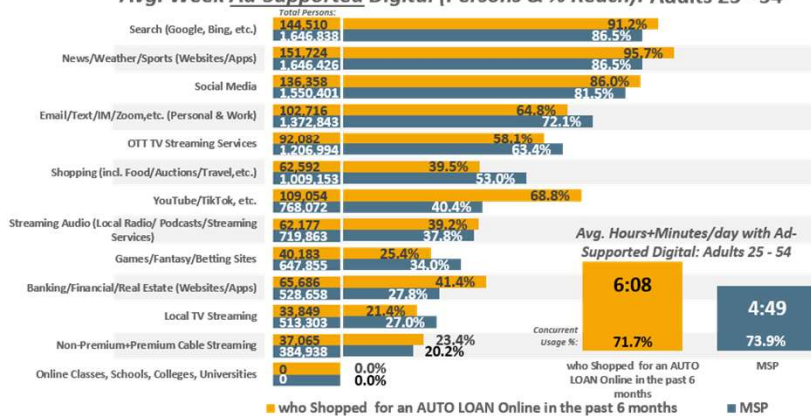
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



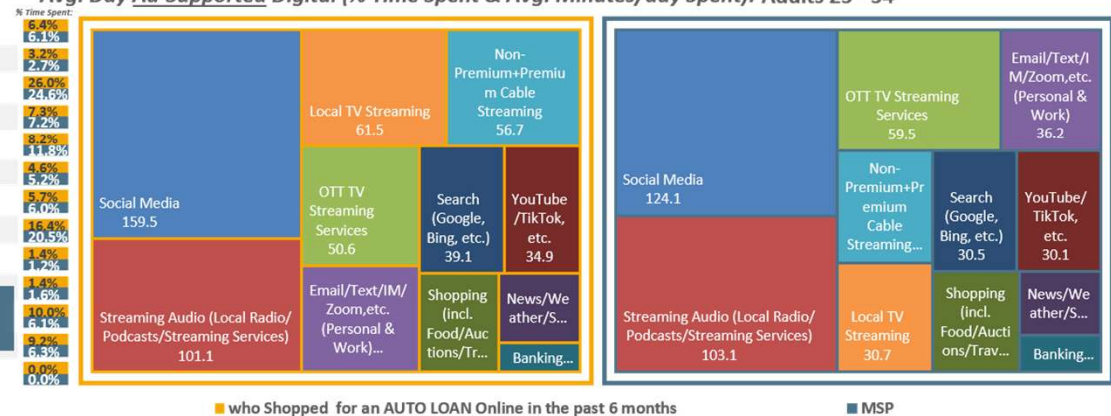
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



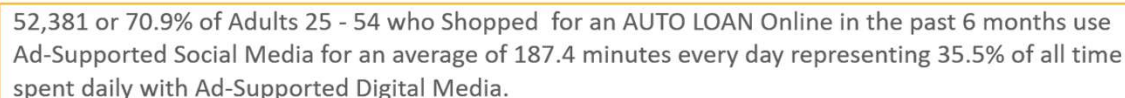
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



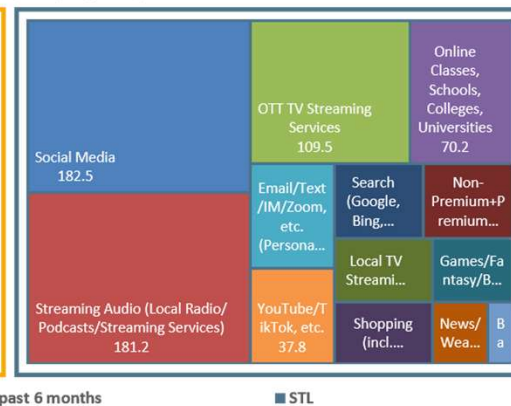
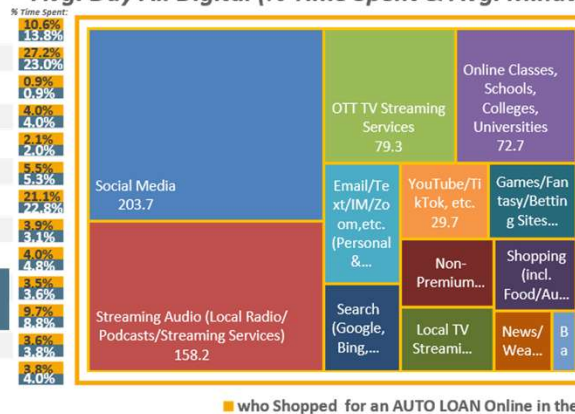
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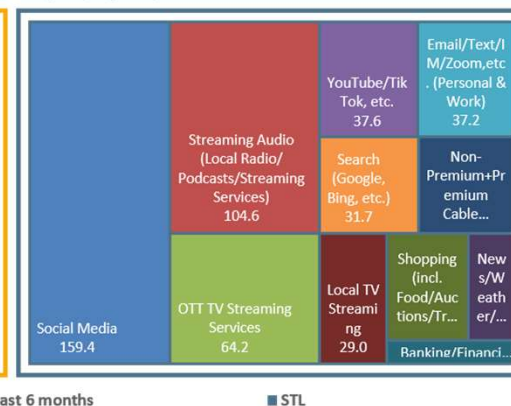
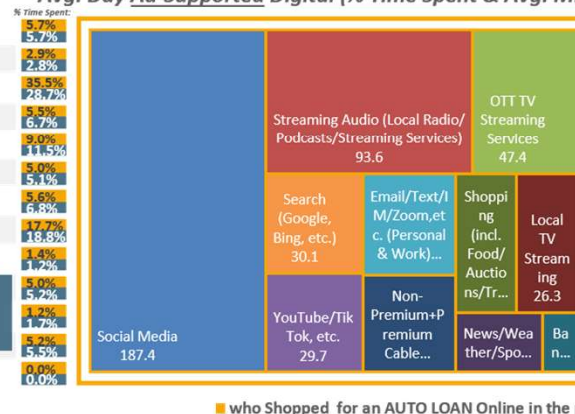
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



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



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



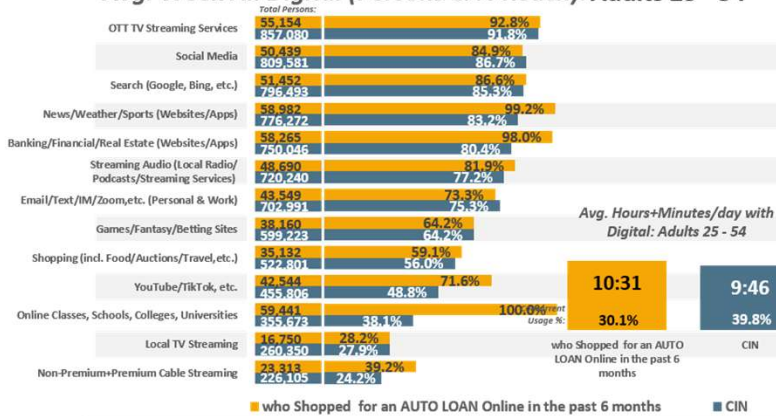
STL
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for Anything.

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

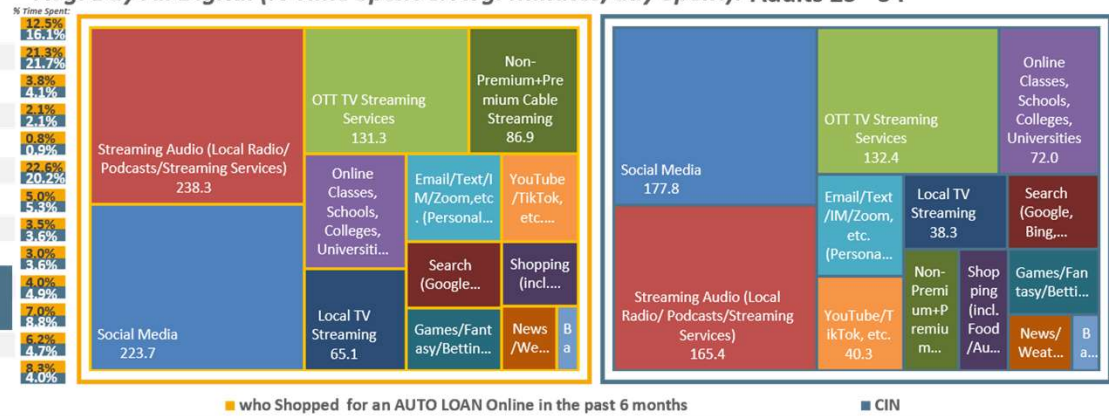


35,427 or 59.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 205.8 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

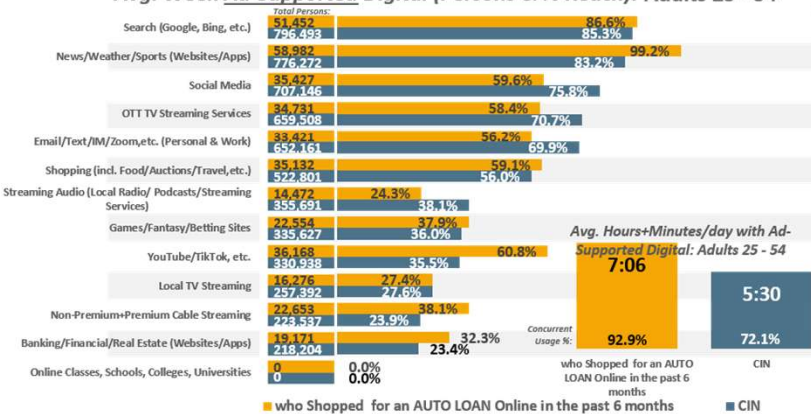
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



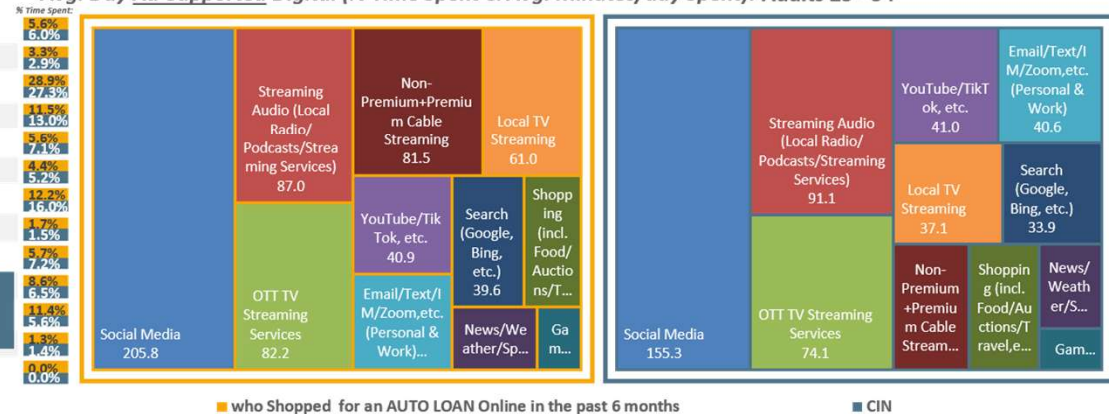
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 68
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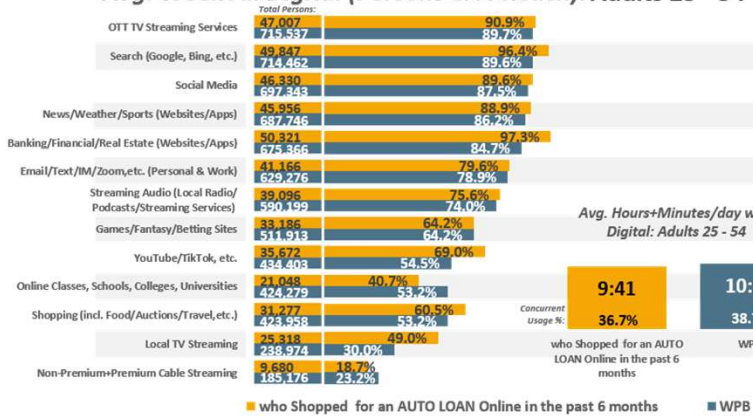
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

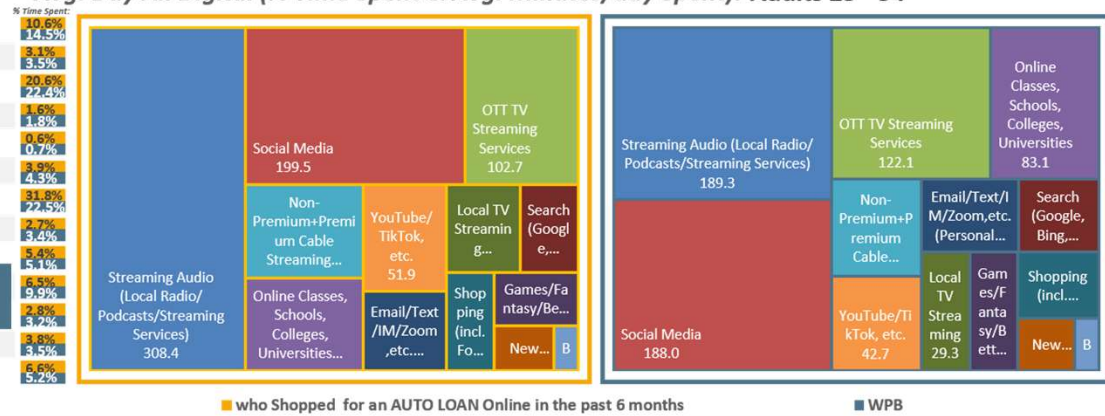


38,355 or 74.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 183.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

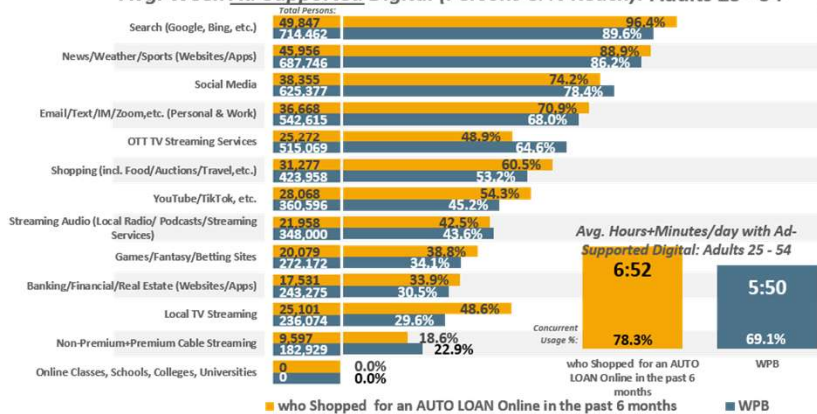
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



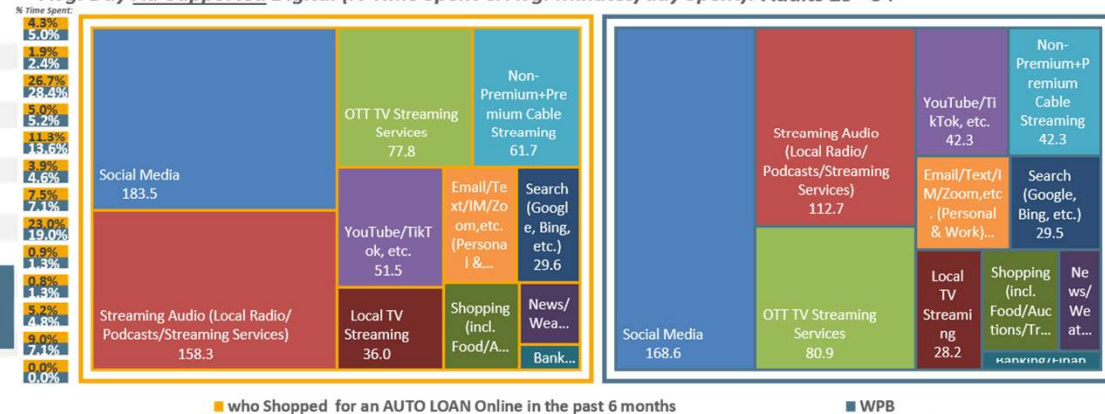
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 116
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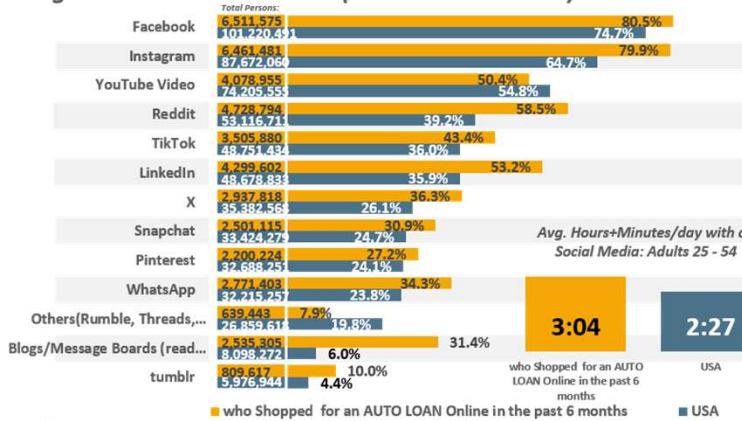
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

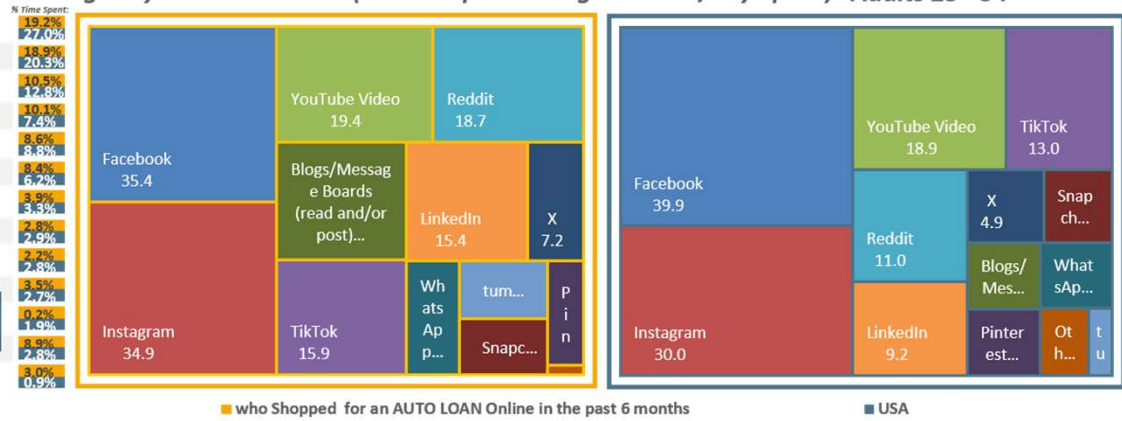


6,268,379 or 77.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 42.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

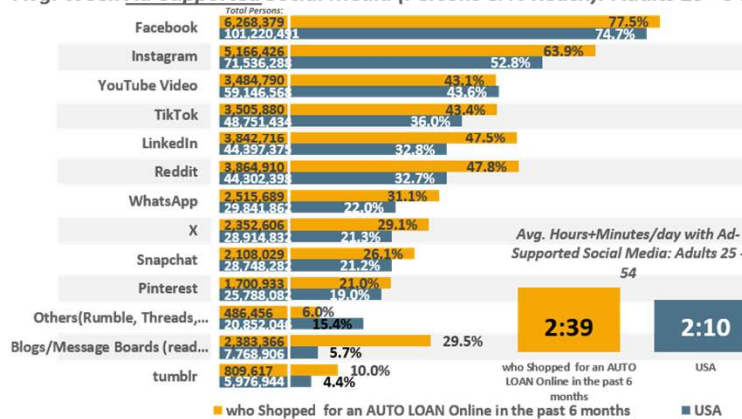
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



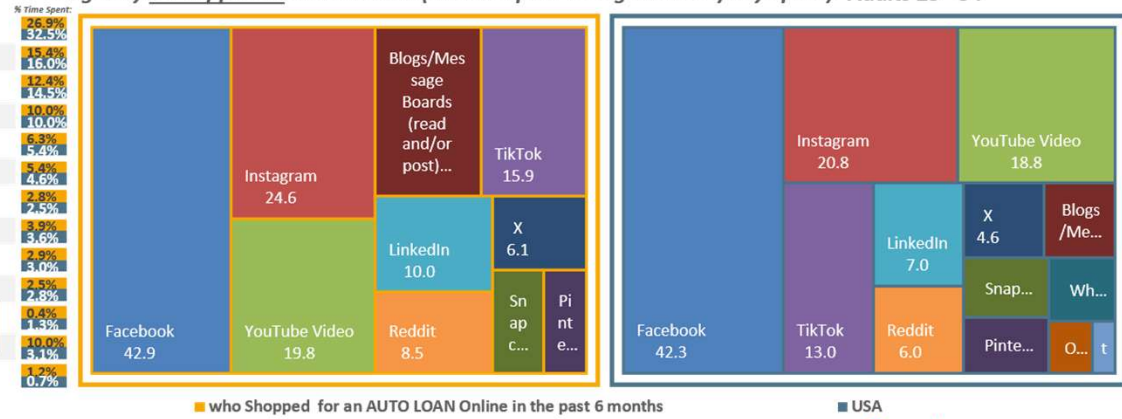
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

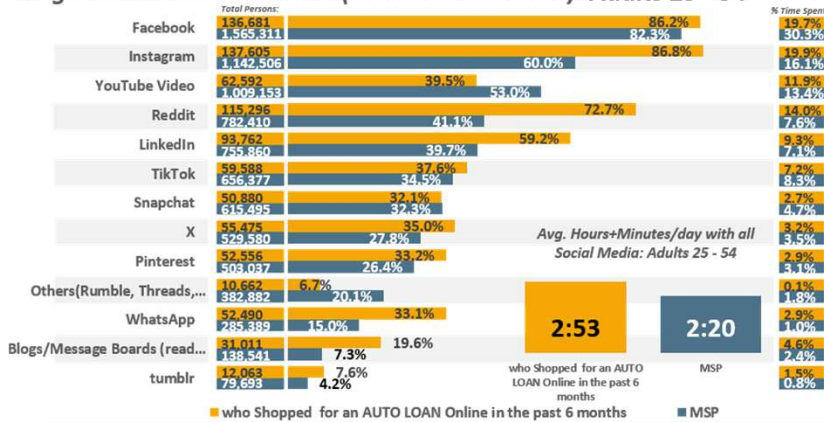
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

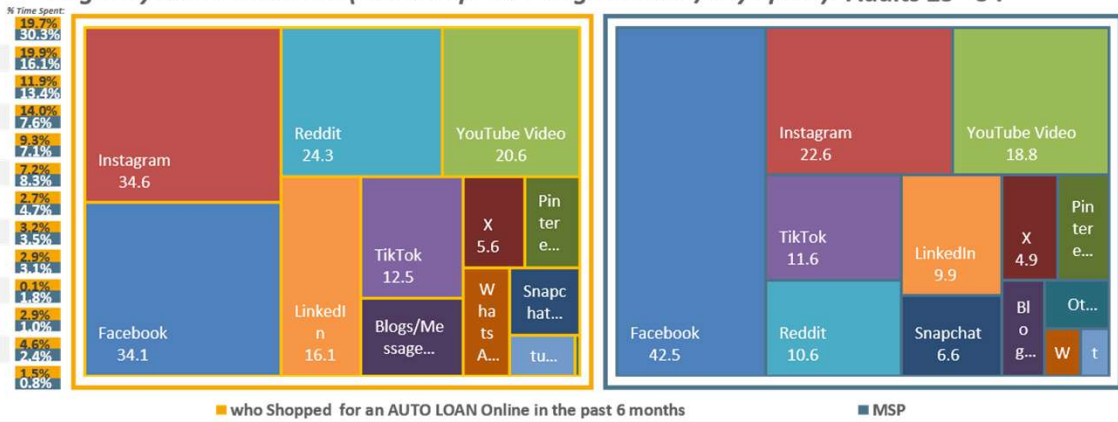


136,358 or 86.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 44.3 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

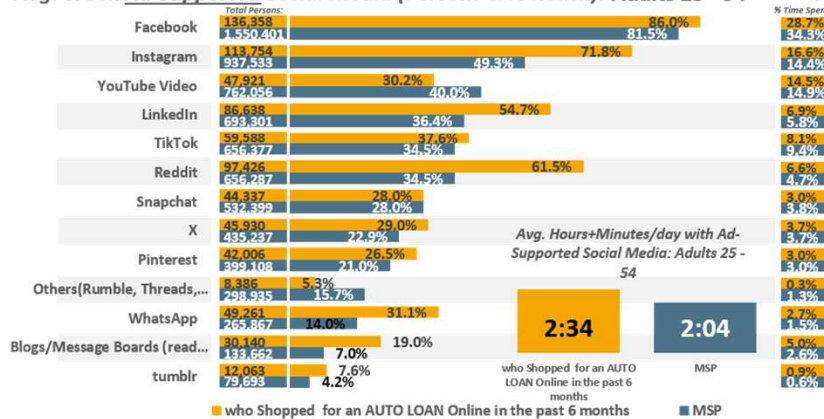
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



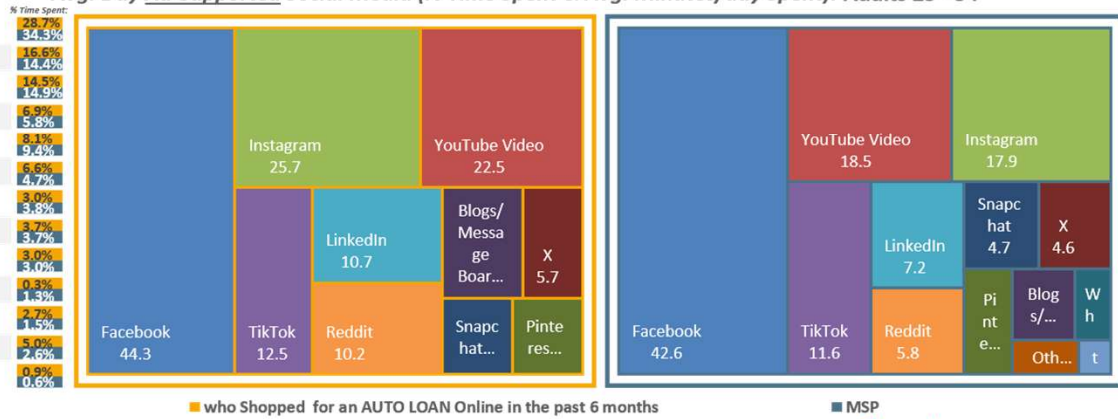
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



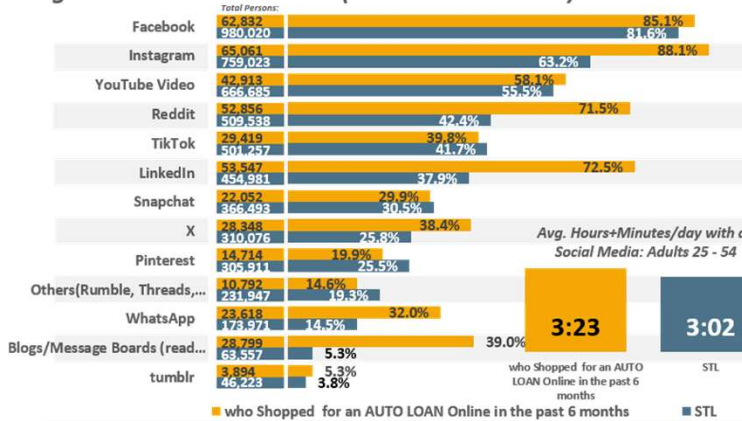
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



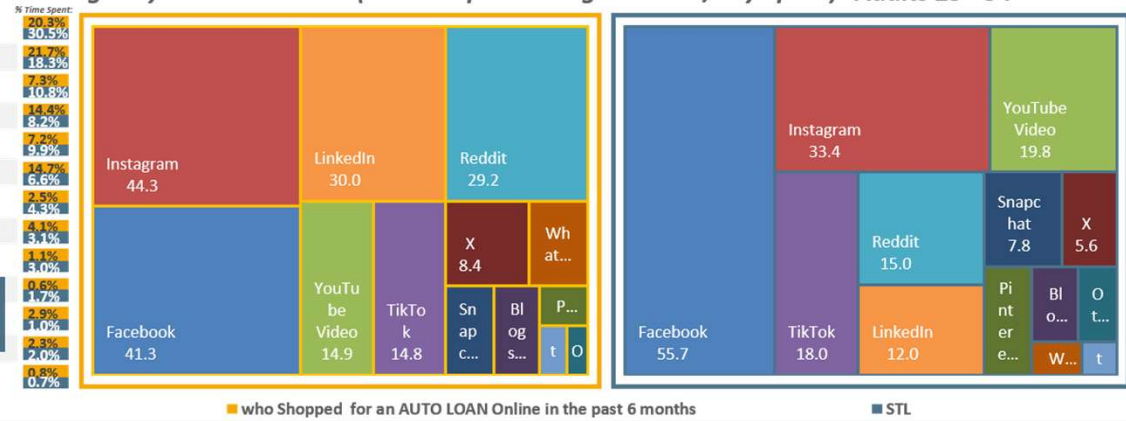


52,381 or 70.9% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 49.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.

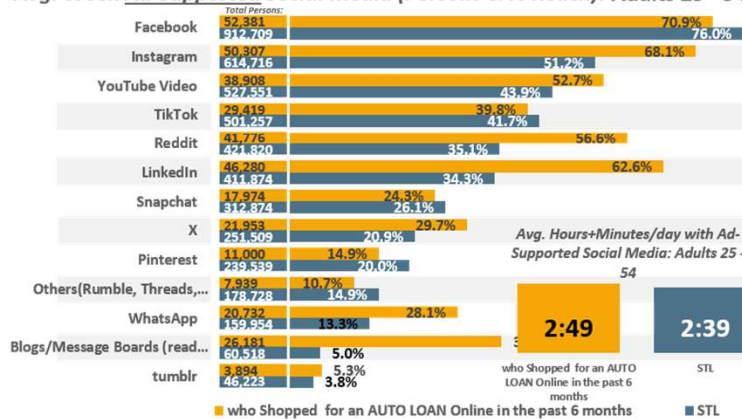
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



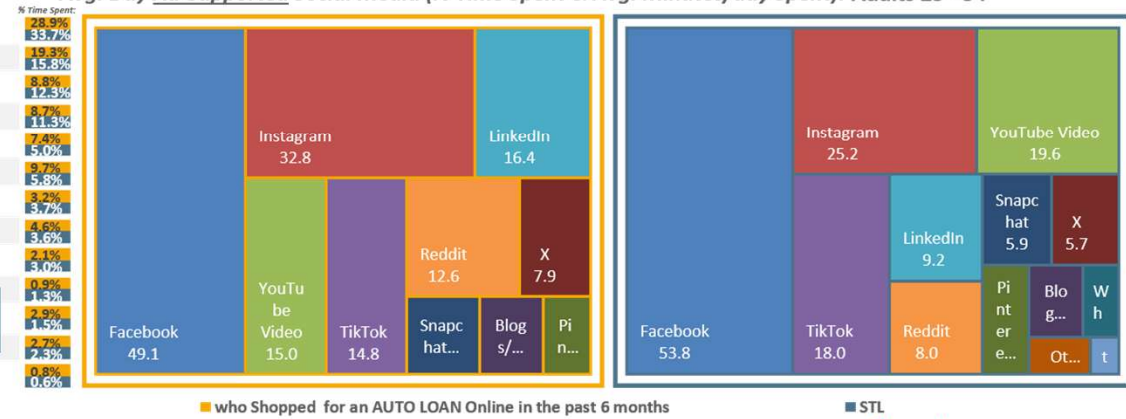
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



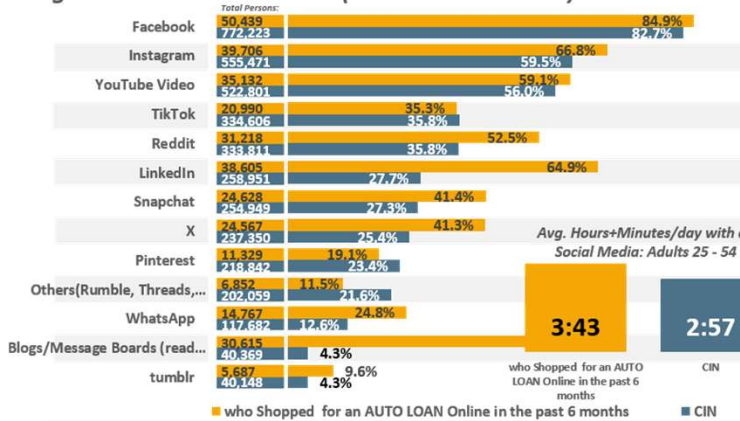
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



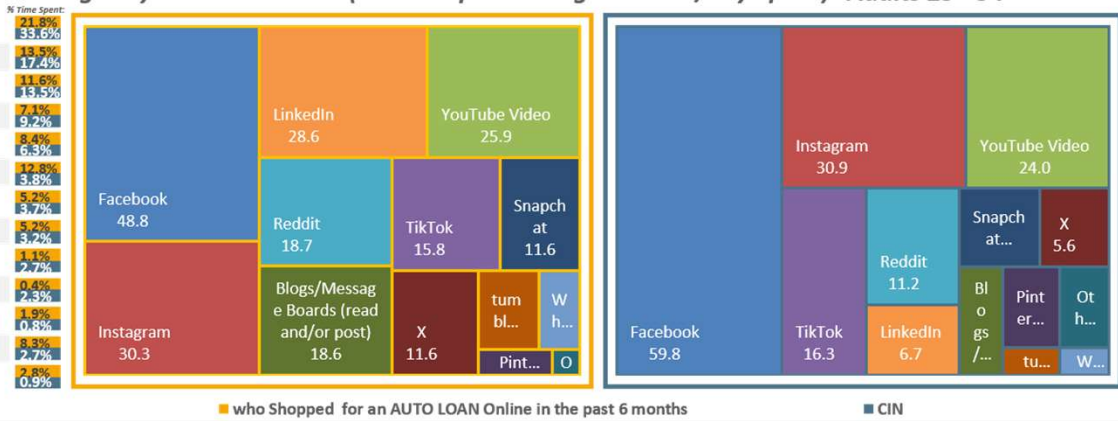


35,427 or 59.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 39.9 minutes every day representing 25.4% of all time spent daily with Ad-Supported Social Media.

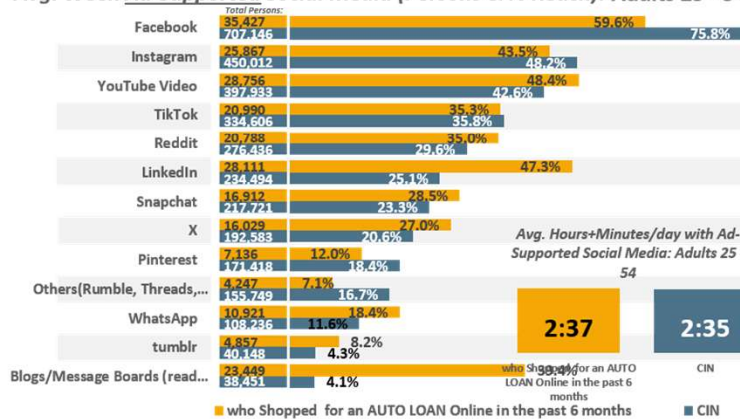
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



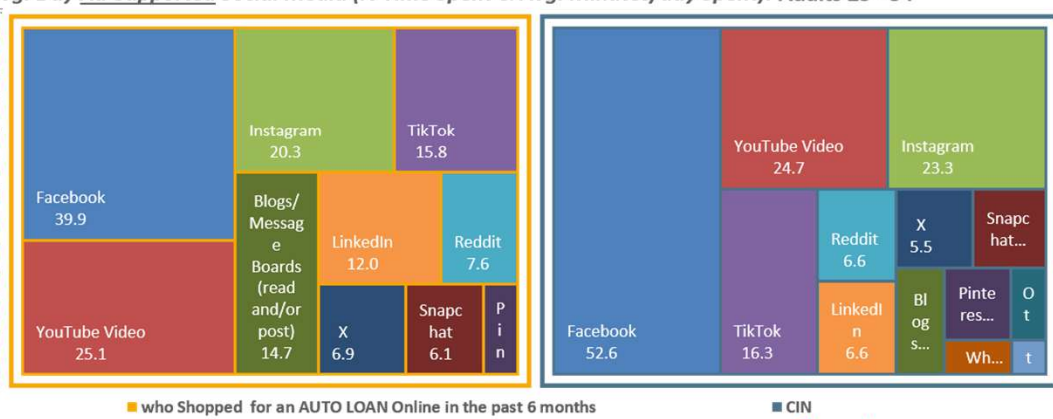
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



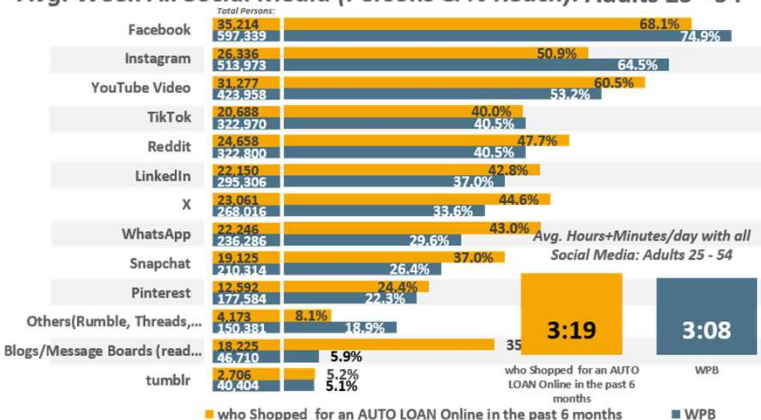
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



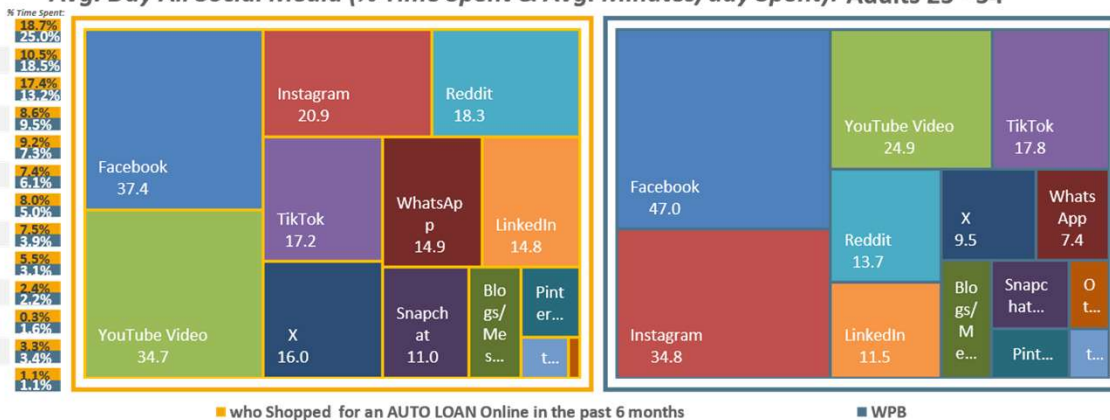


35,214 or 68.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 45. minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.

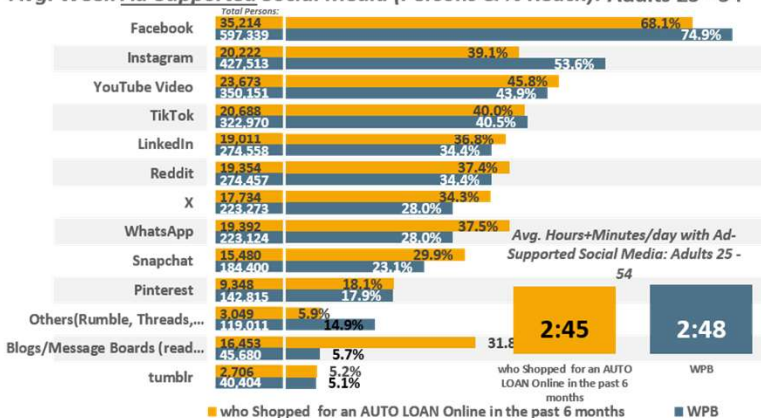
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



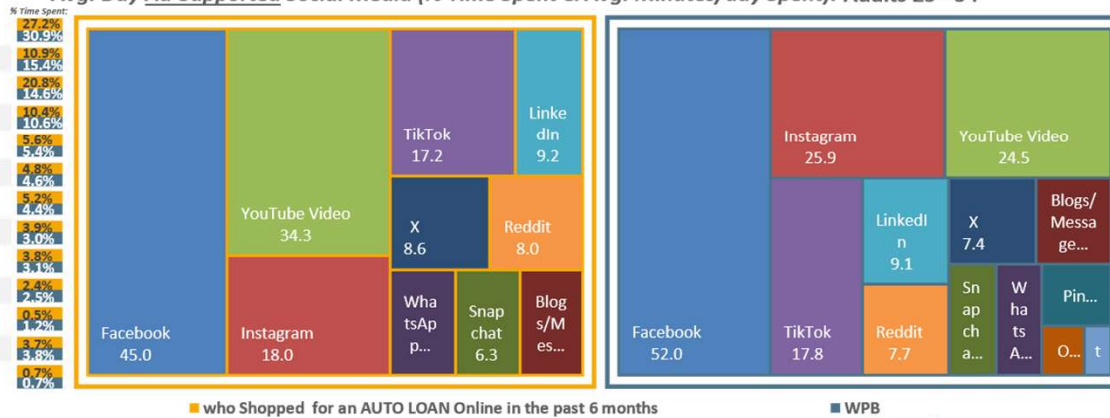
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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

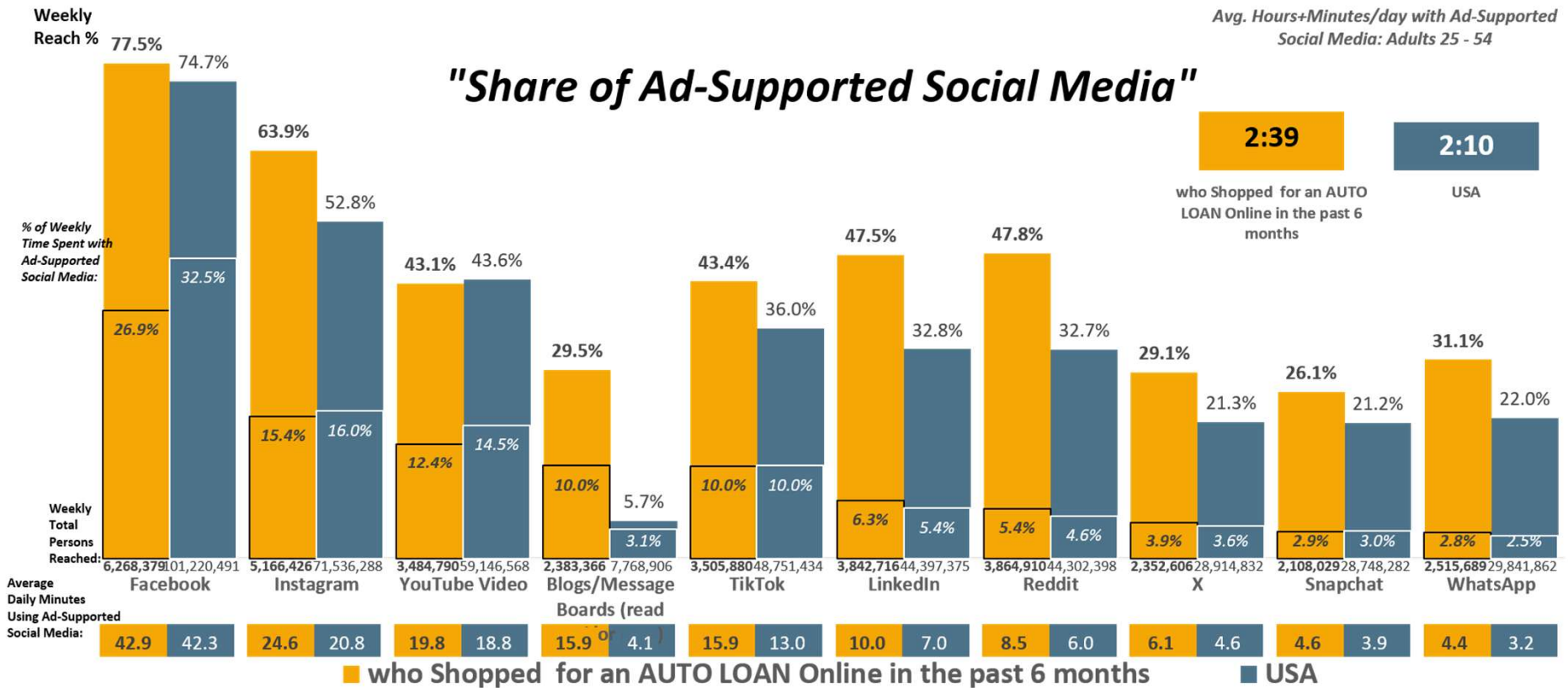


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





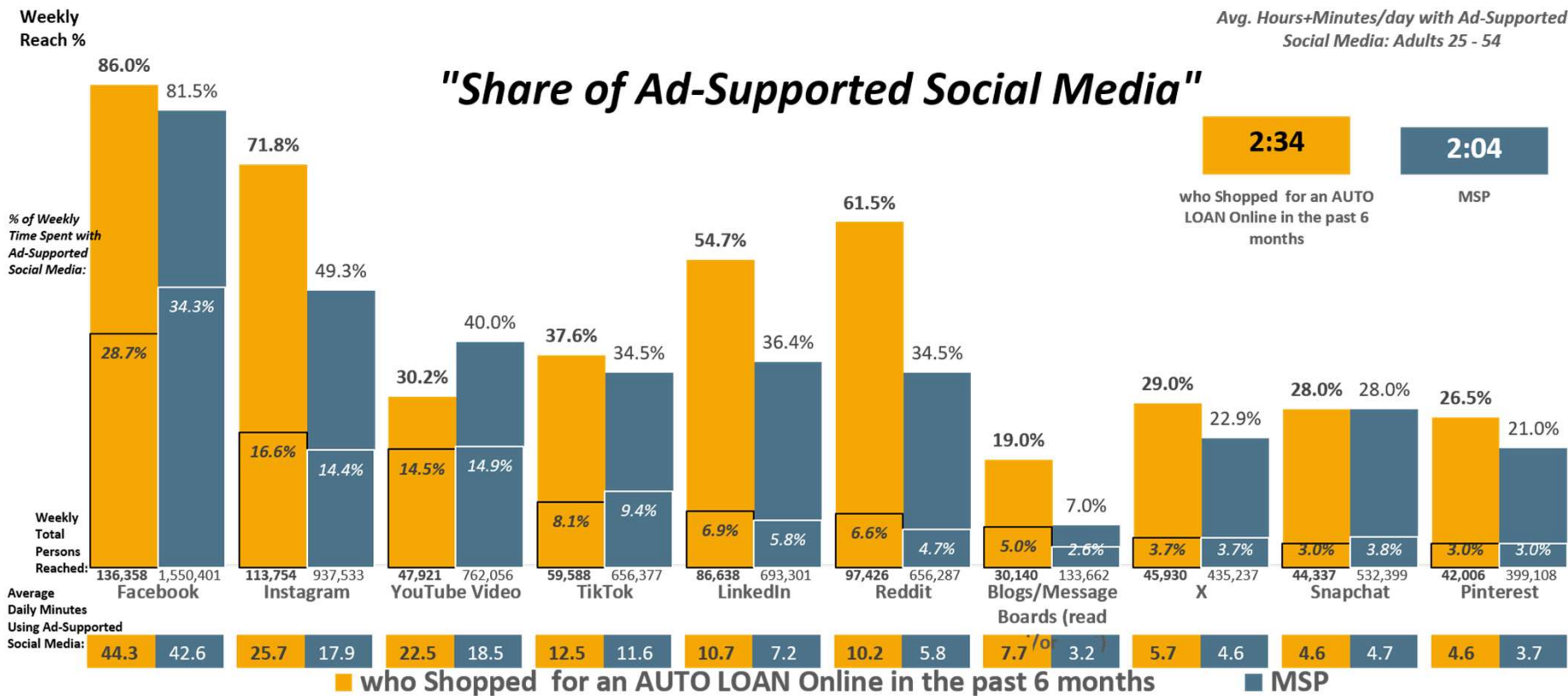
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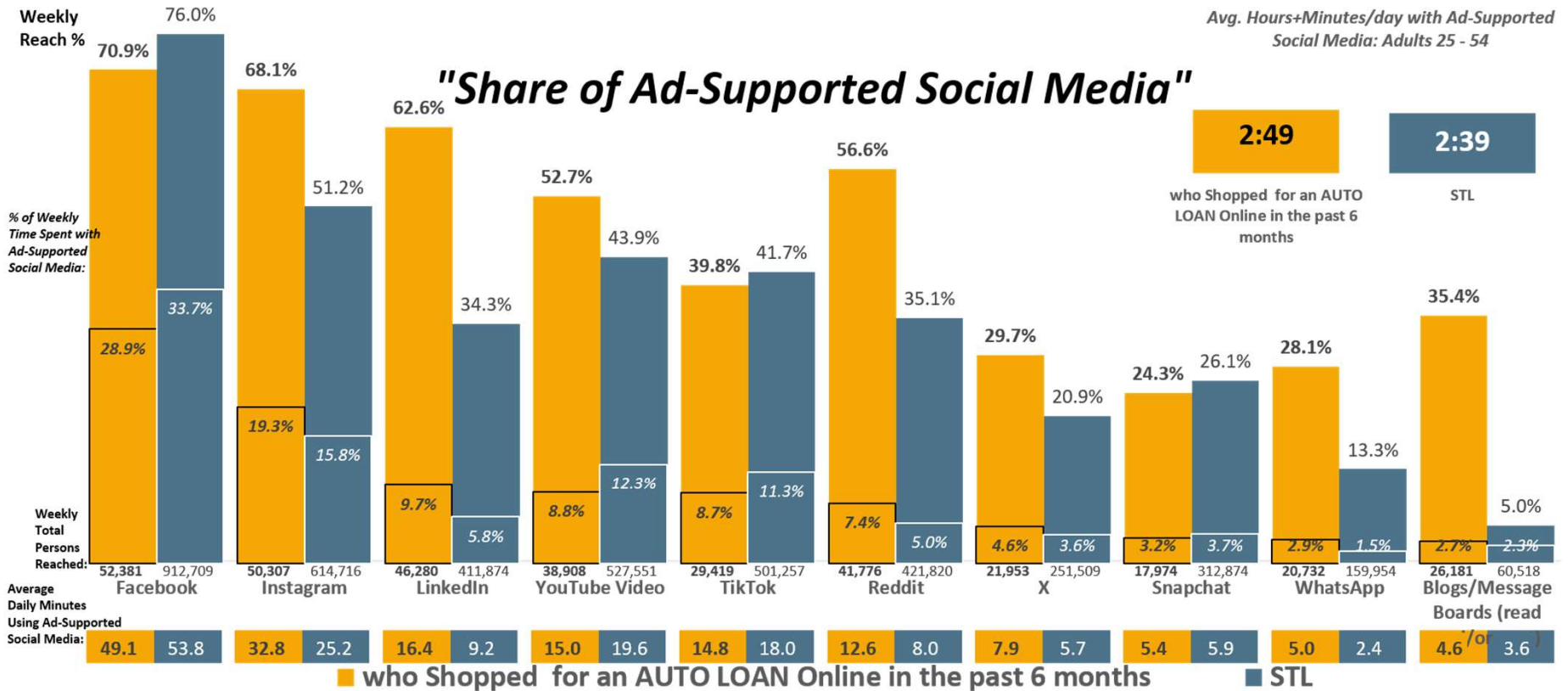
136,358 or 86.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 44.3 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



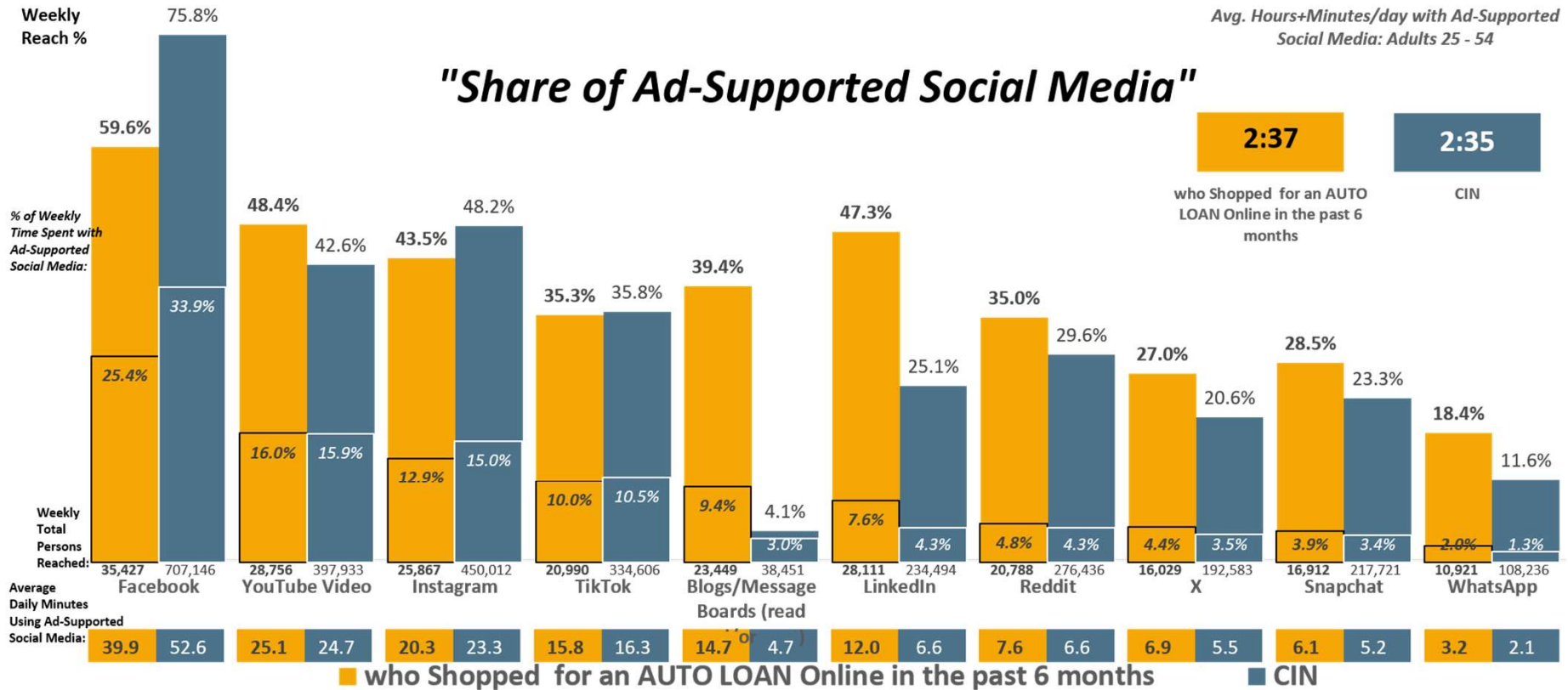


52,381 or 70.9% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 49.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.





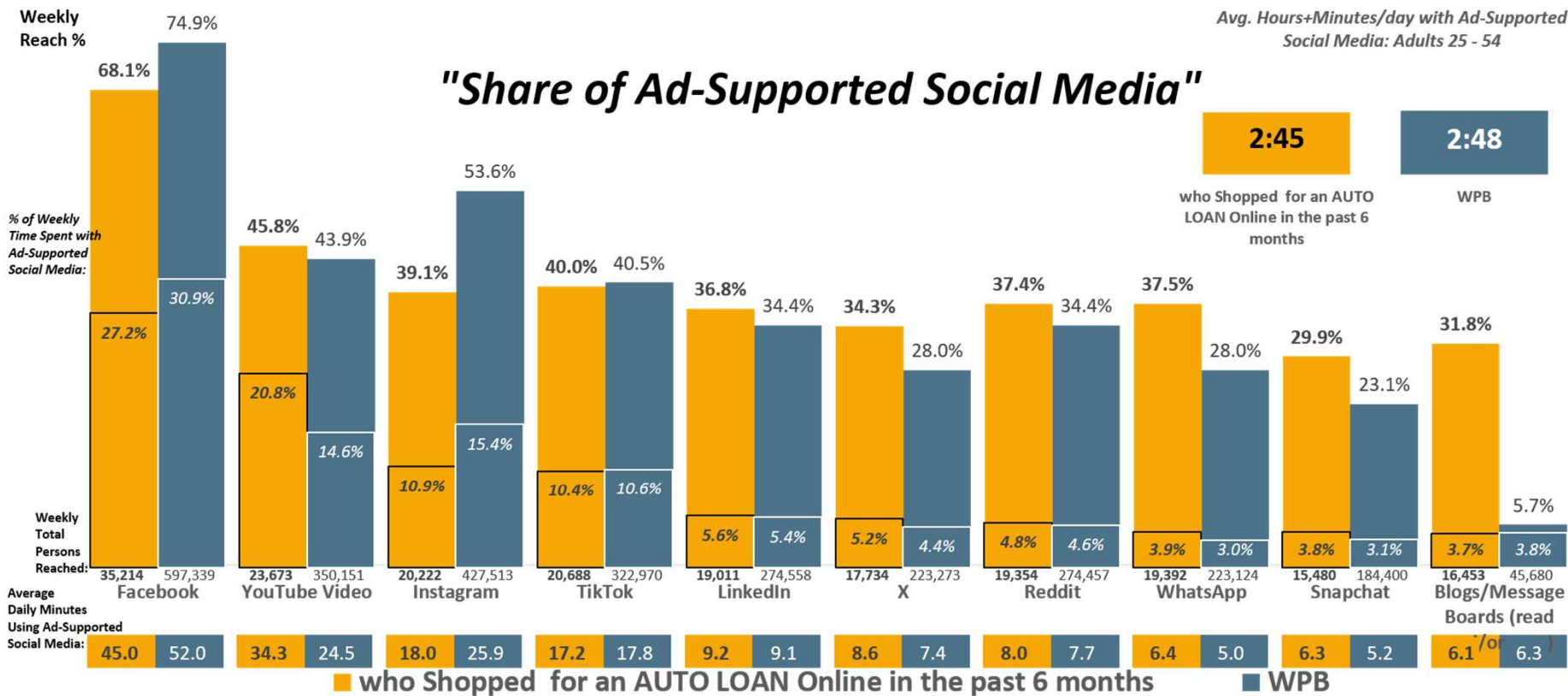
35,427 or 59.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 39.9 minutes every day representing 25.4% of all time spent daily with Ad-Supported Social Media.





35,214 or 68.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 45. minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.

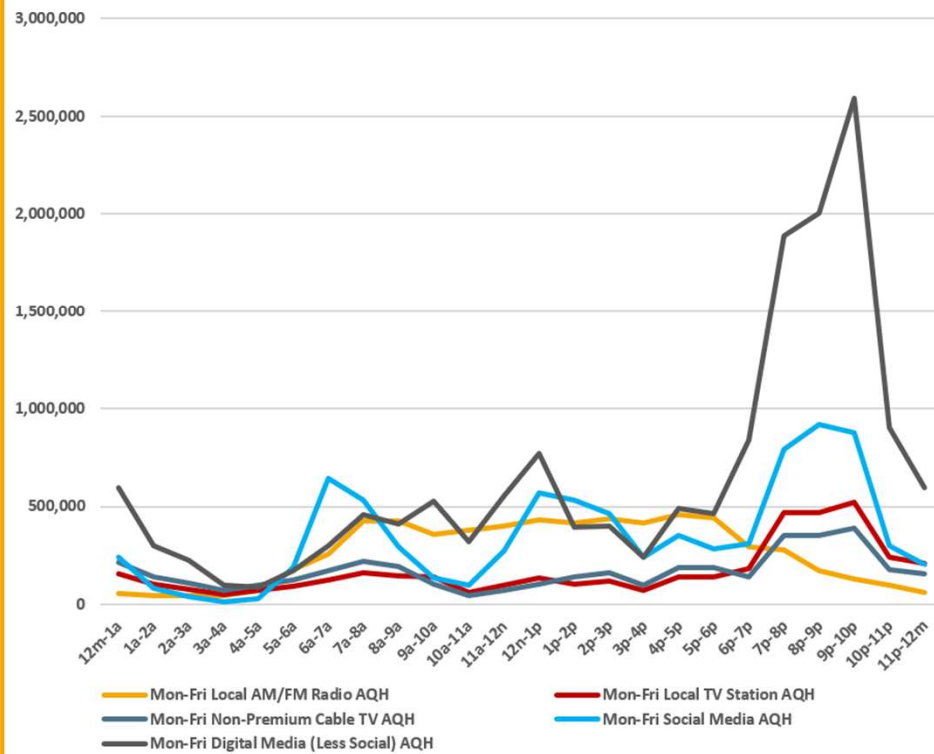
"Share of Ad-Supported Social Media"



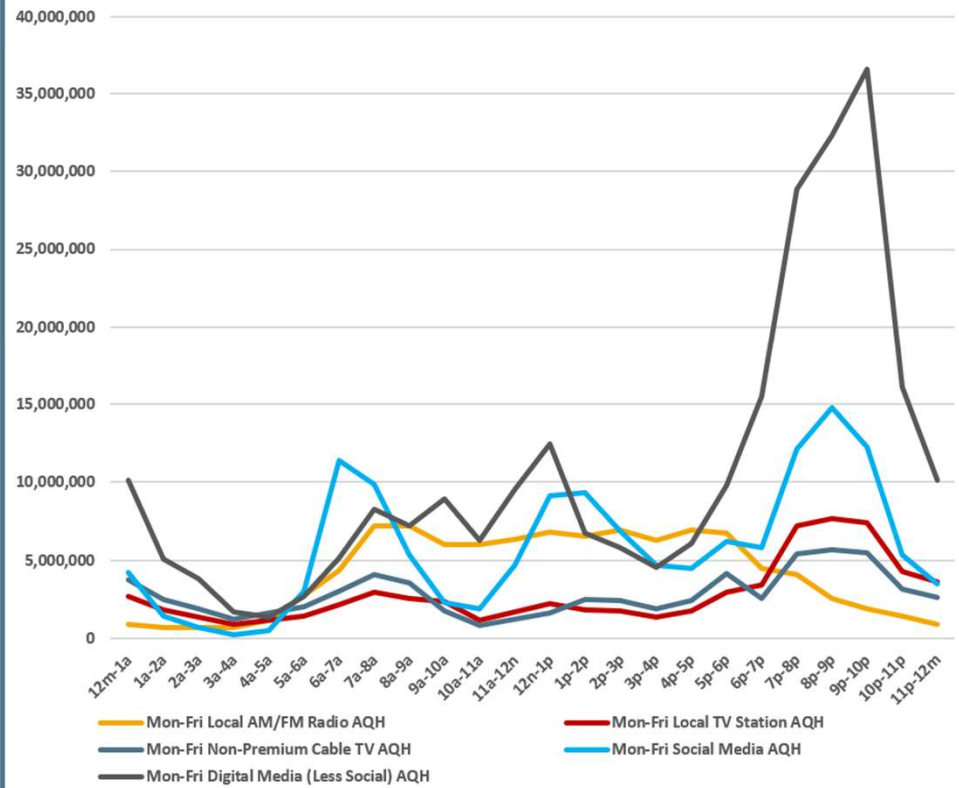


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 474,135;
Local Radio: 394,977; Social Media: 363,137; Non-Prem. Cable: 140,248; Local TV: 124,911
reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months



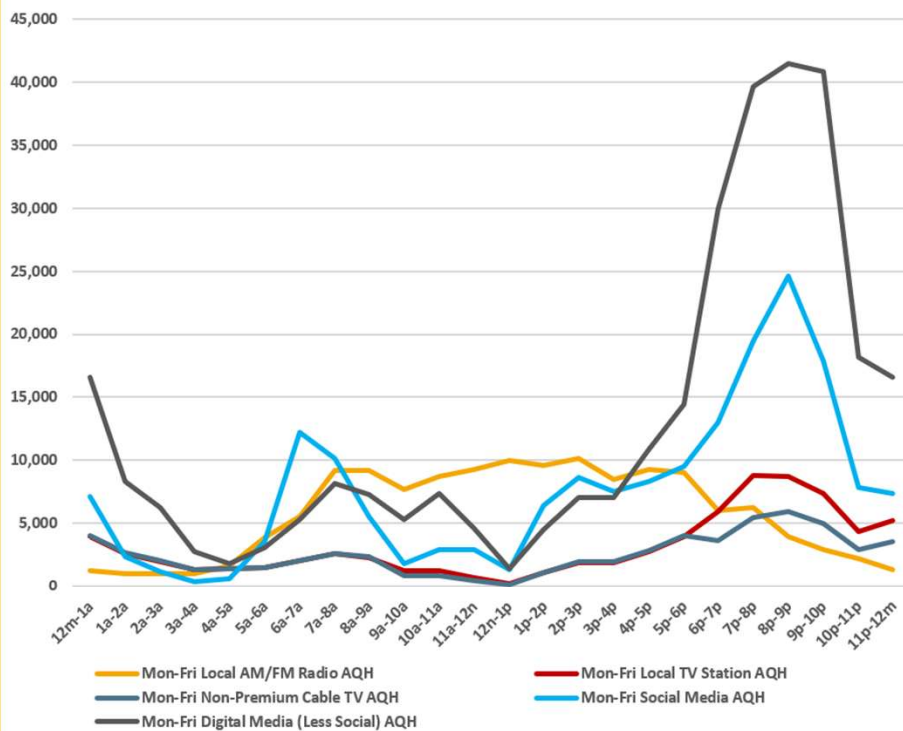
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54



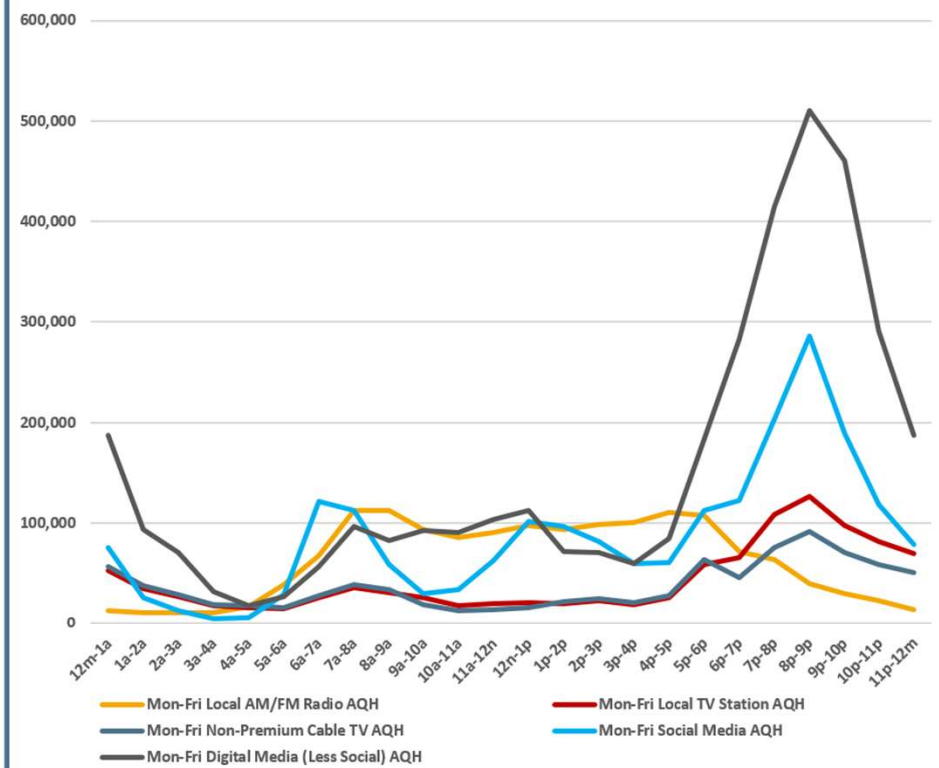


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,708; Local Radio: 8,621; Social Media: 6,945; Local TV: 2,133; Non-Prem. Cable: 1,905 reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months



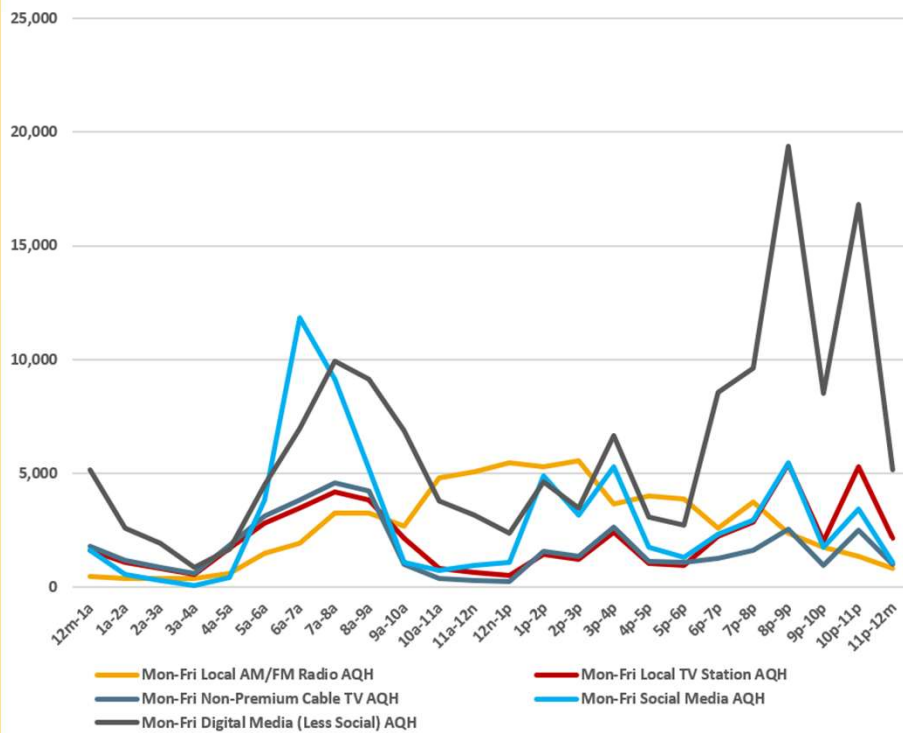
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 25 - 54



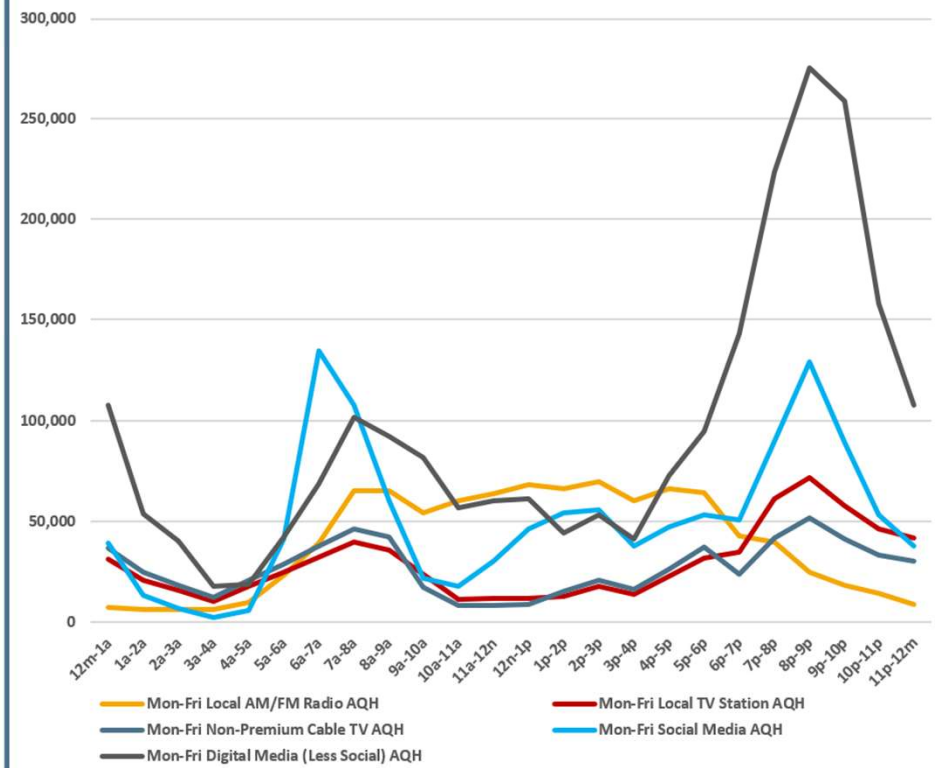


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,485; Local Radio: 3,957; Social Media: 3,743; Local TV: 1,919; Non-Prem. Cable: 1,819 reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months



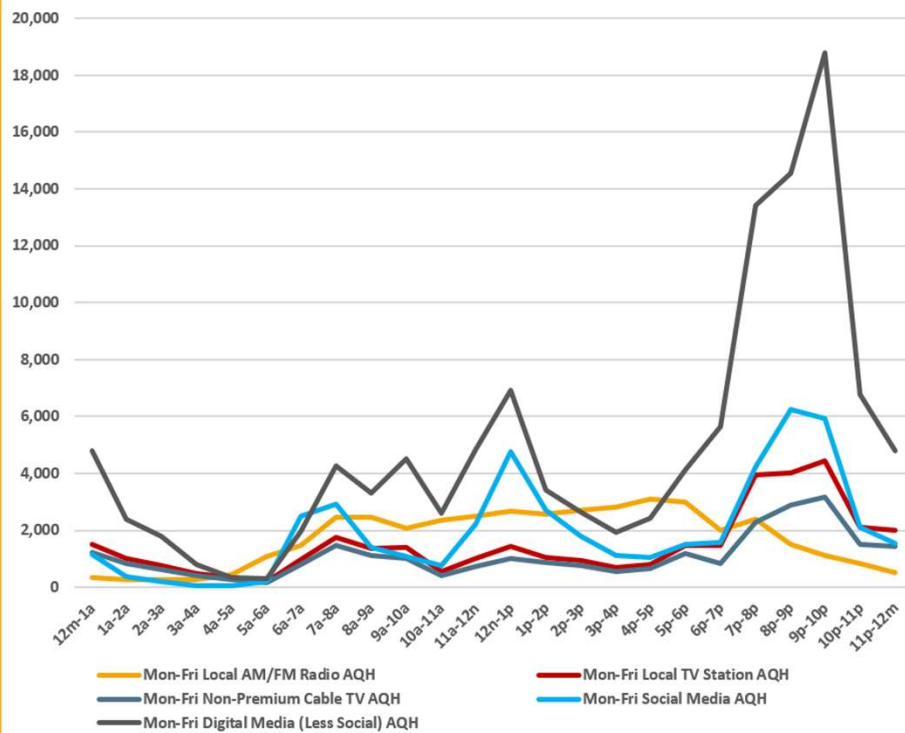
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 25 - 54



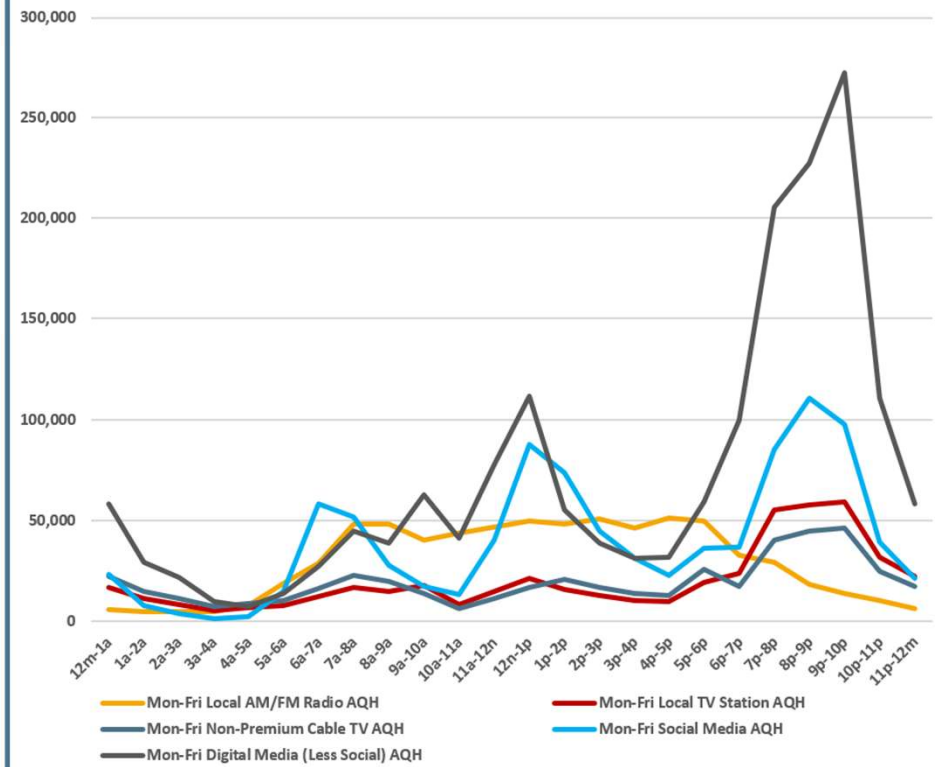


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,731; Local Radio: 2,475; Social Media: 1,953; Local TV: 1,149; Non-Prem. Cable: 881 reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months



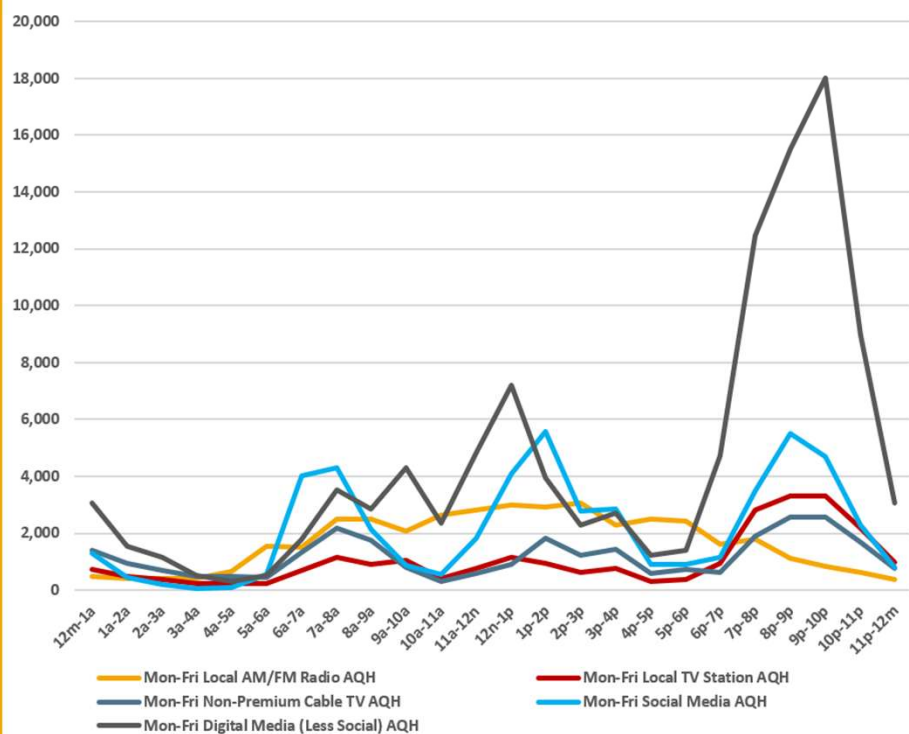
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 25 - 54



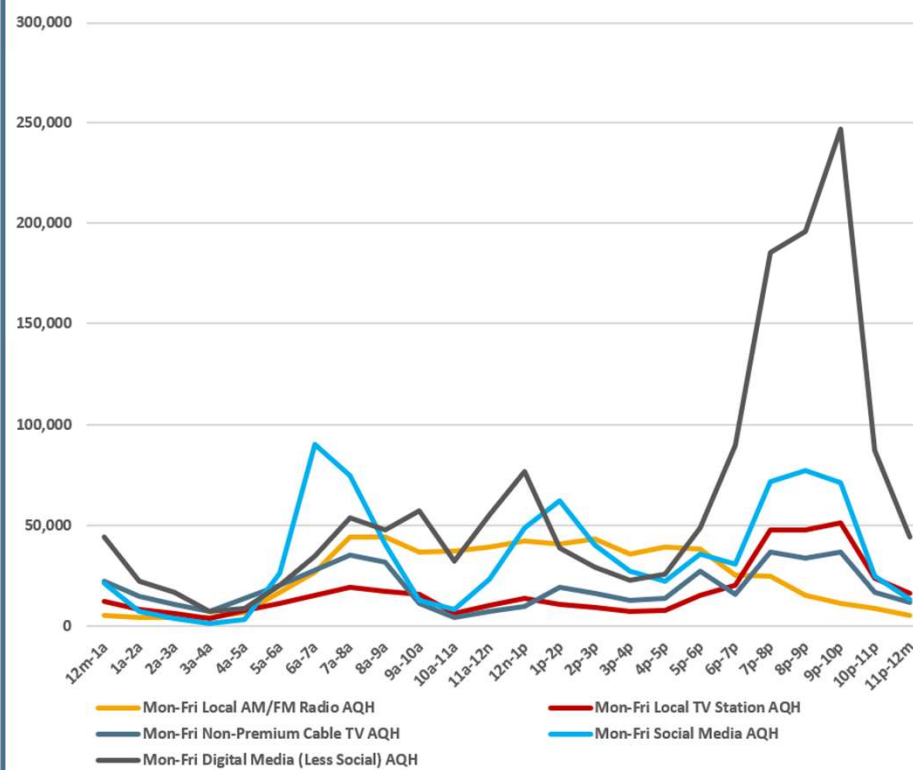


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,315; Social Media: 2,458; Local Radio: 2,449; Non-Prem. Cable: 1,099; Local TV: 775 reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months



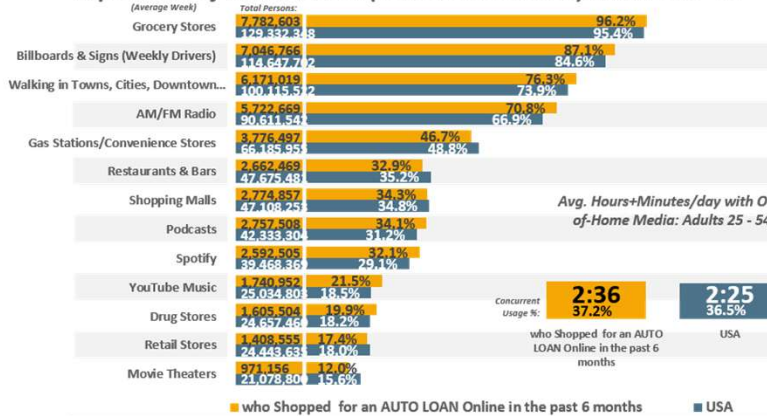
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 25 - 54



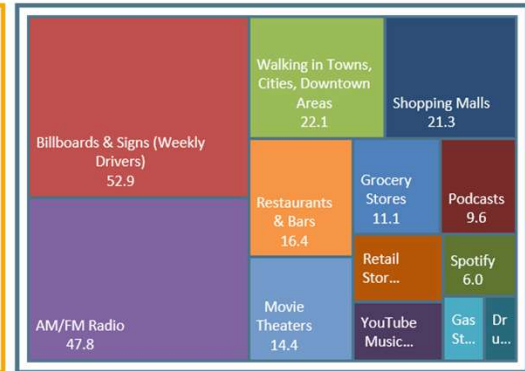
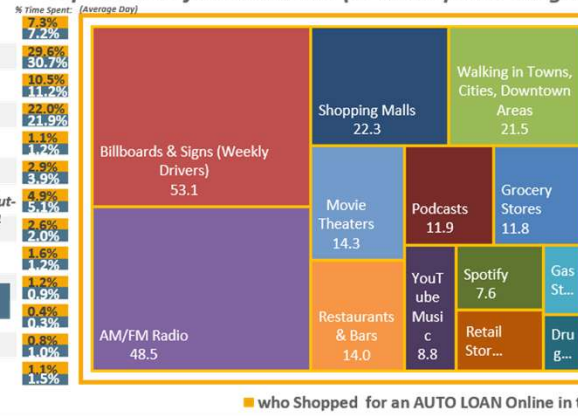


7,046,766 or 87.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/d

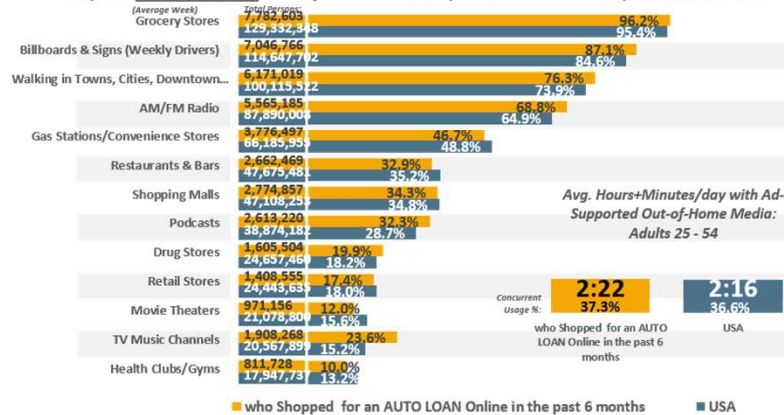
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



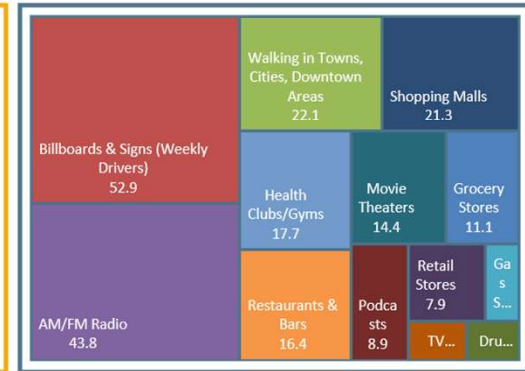
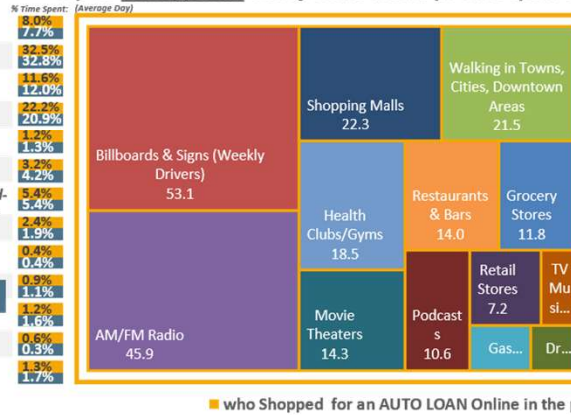
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

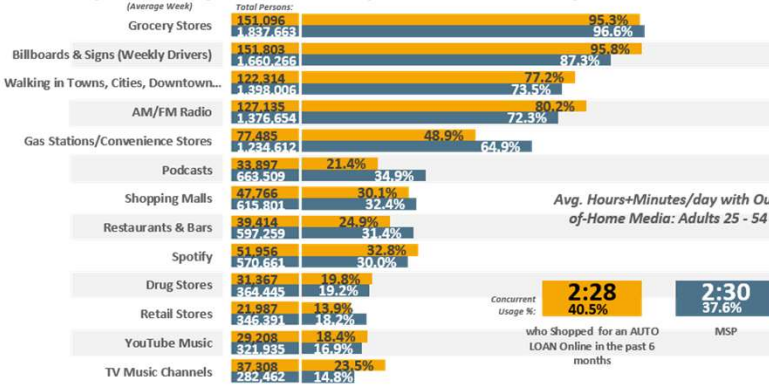
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



151,803 or 95.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 59.7 minutes per day driving, seeing Billboards and Signs. 77.% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

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

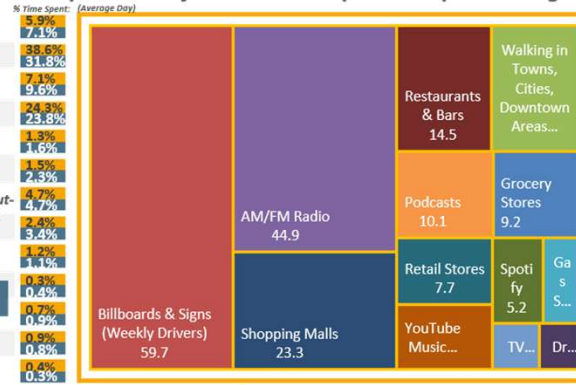


Avg. Hours+Minutes/day with Out-of-Home Media: Adults 25 - 54

Concurrent Usage %: 2:28 (40.5%) vs 2:30 (37.6%)

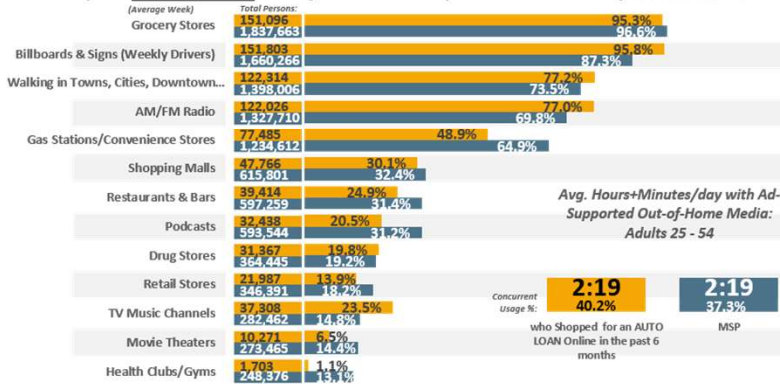
who Shopped for an AUTO LOAN Online in the past 6 months vs MSP

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



who Shopped for an AUTO LOAN Online in the past 6 months vs MSP

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

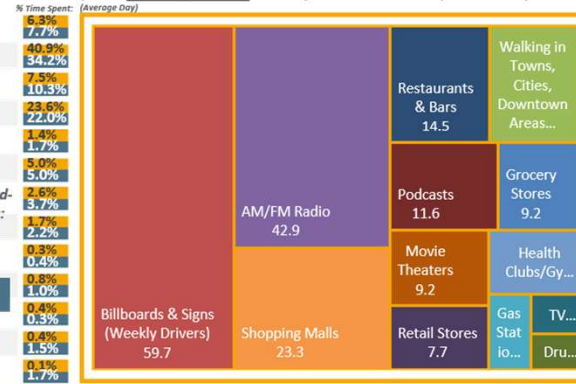


Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

Concurrent Usage %: 2:19 (40.2%) vs 2:19 (37.3%)

who Shopped for an AUTO LOAN Online in the past 6 months vs MSP

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

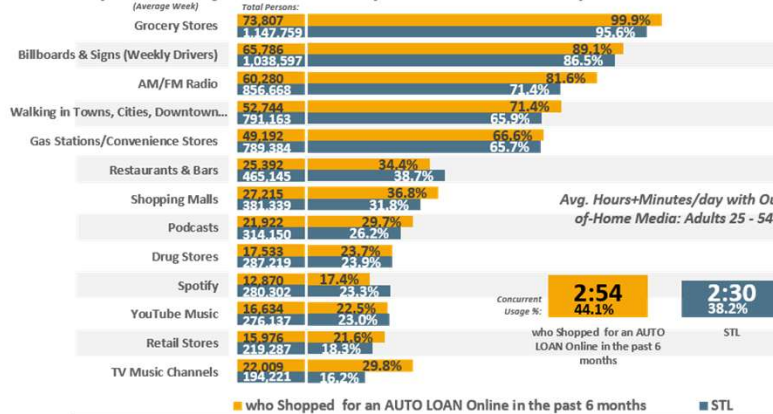


who Shopped for an AUTO LOAN Online in the past 6 months vs MSP

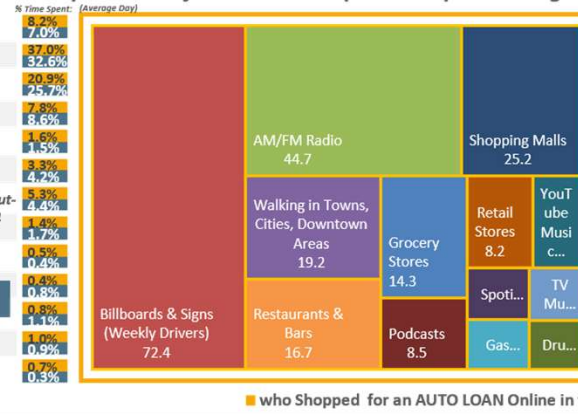


65,786 or 89.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 72.4 minutes per day driving, seeing Billboards and Signs. 77.7% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day.

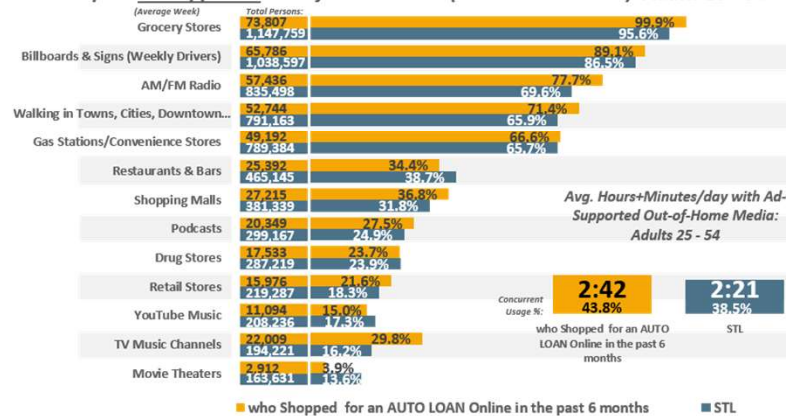
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



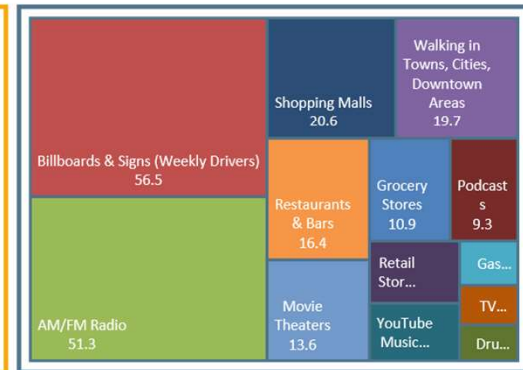
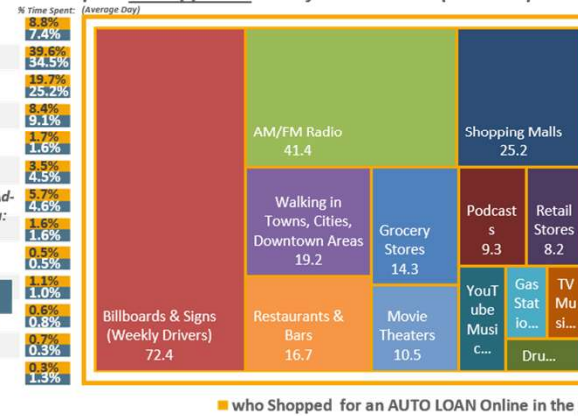
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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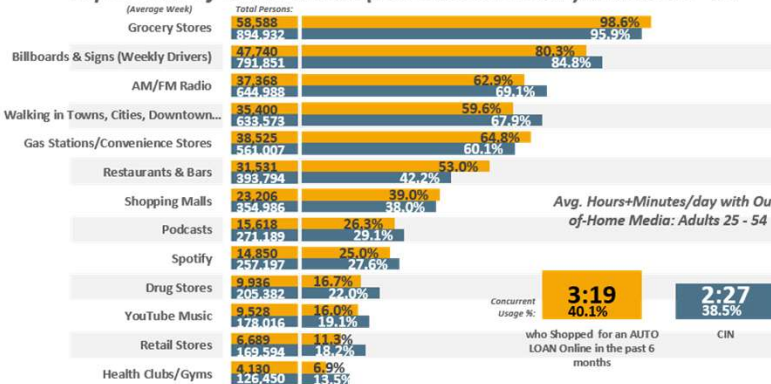
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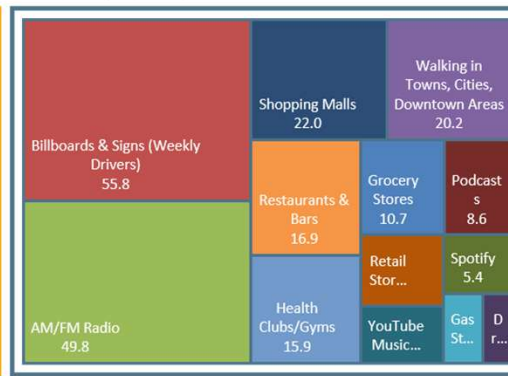
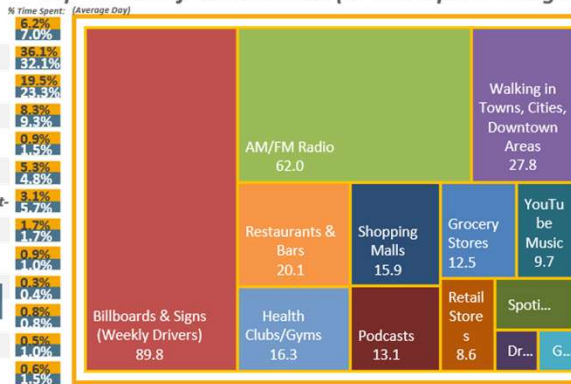


47,740 or 80.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 89.8 minutes per day driving, seeing Billboards and Signs. 61.1% Listen to Local Radio Stations Out-of-Home for an average of 56.5 minutes/day.

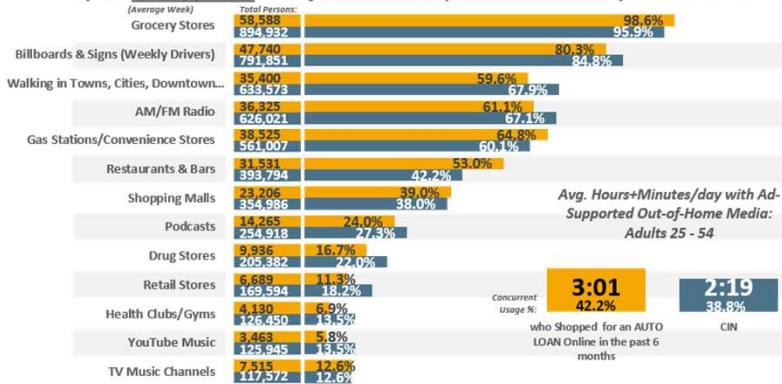
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



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

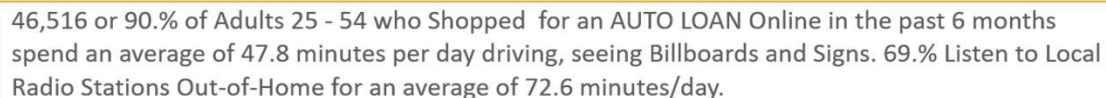


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54

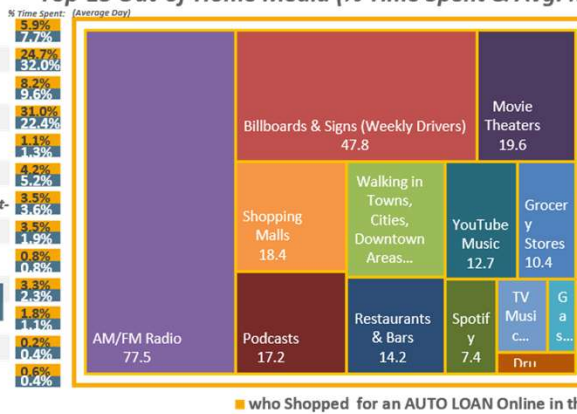


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

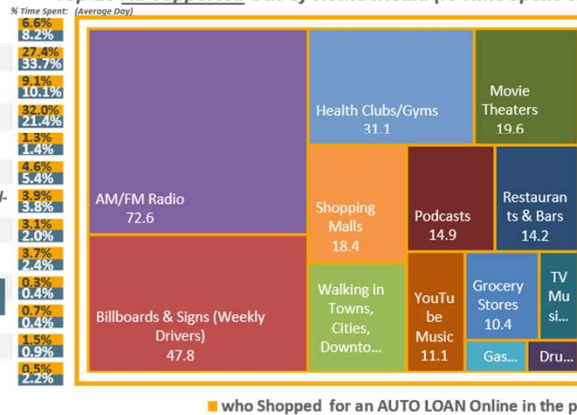




Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



WPB
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for Anything.

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

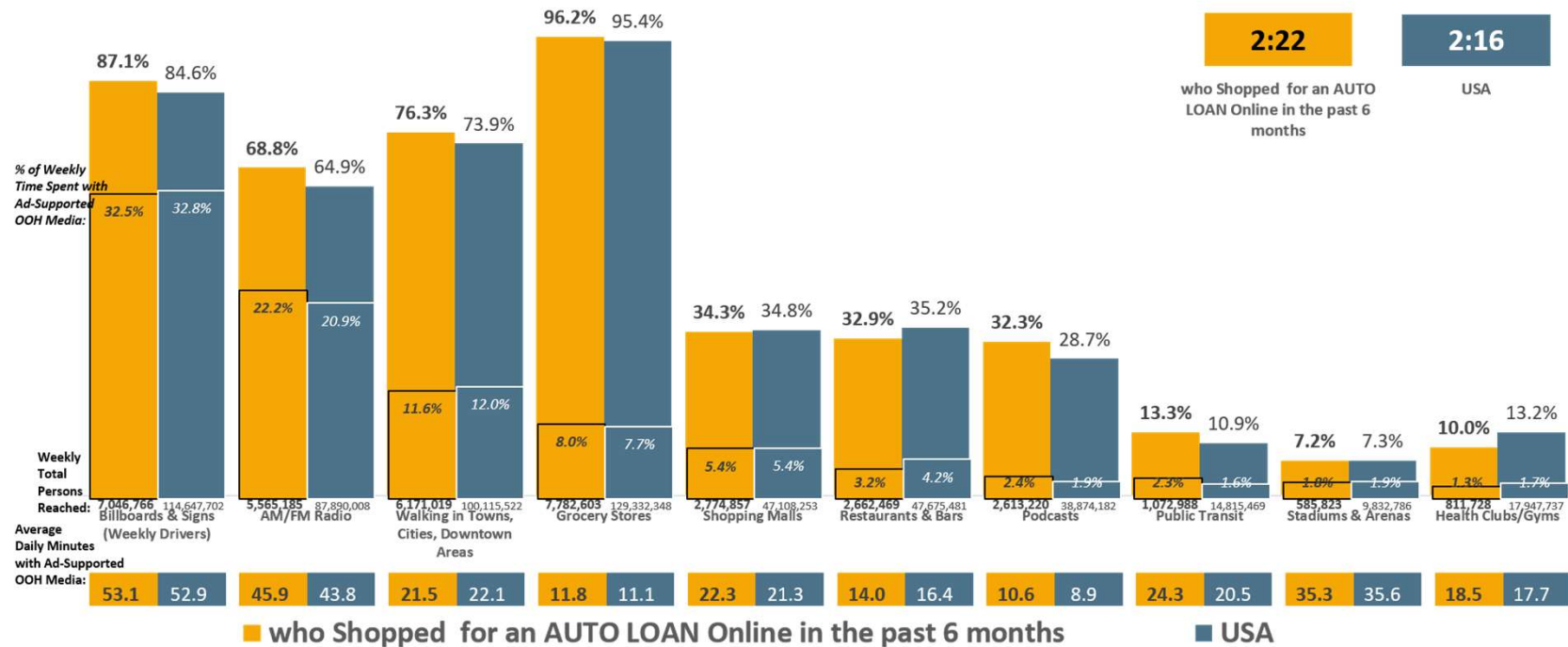


7,046,766 or 87.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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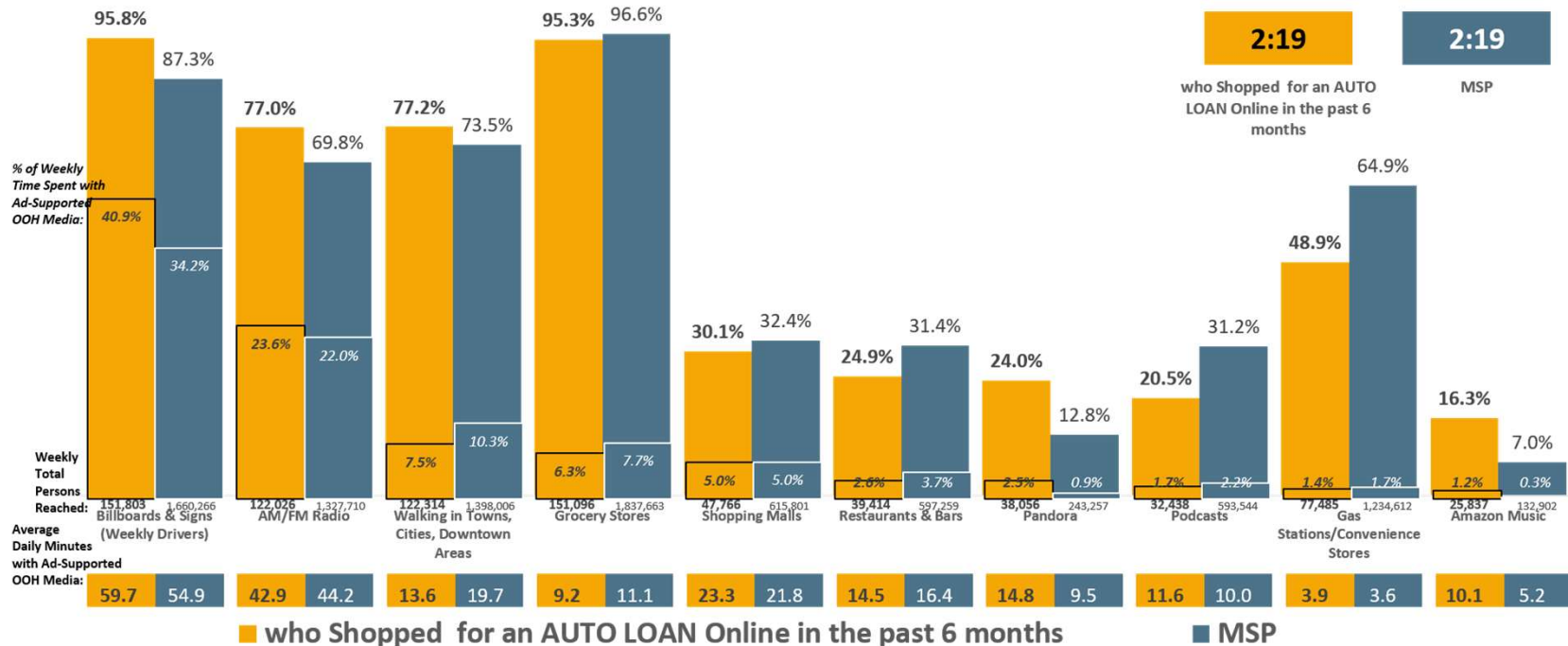


151,803 or 95.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 59.7 minutes per day driving, seeing Billboards and Signs representing 40.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 107 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

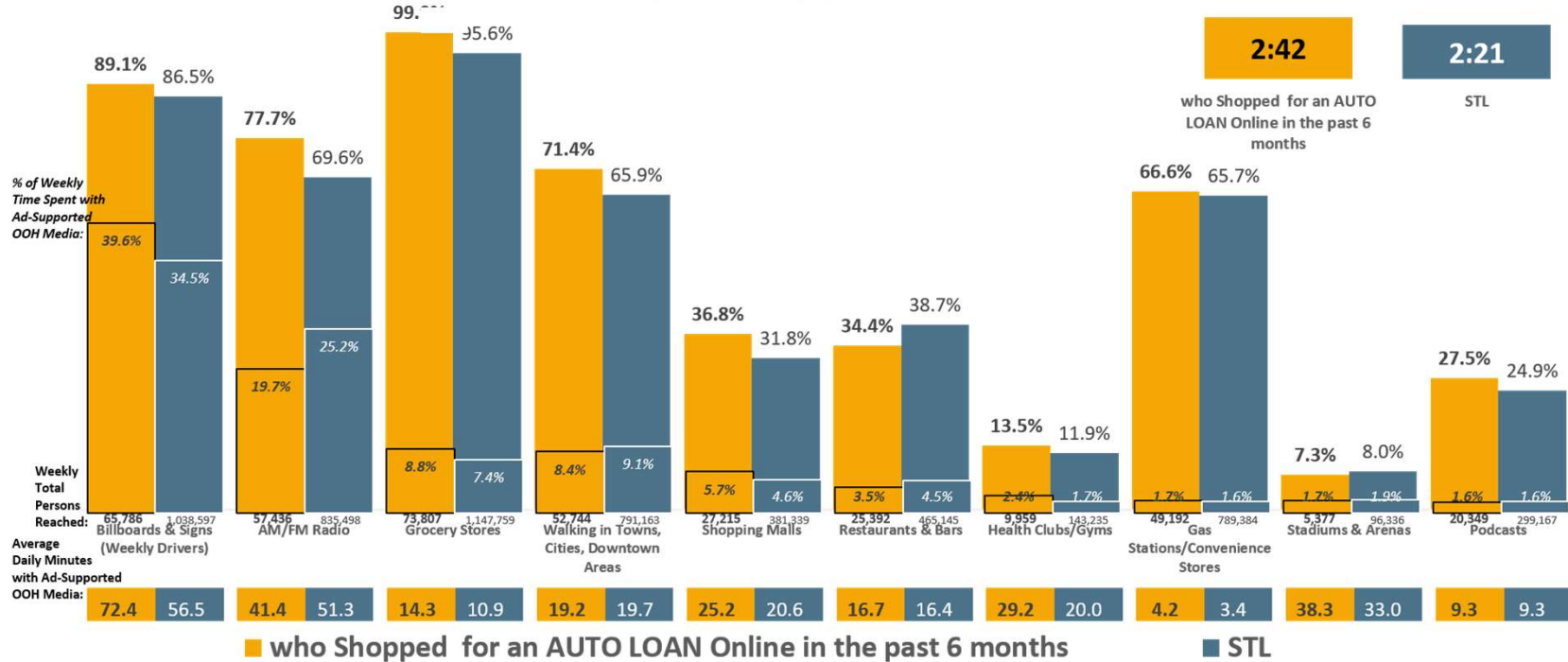


65,786 or 89.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 72.4 minutes per day driving, seeing Billboards and Signs representing 39.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

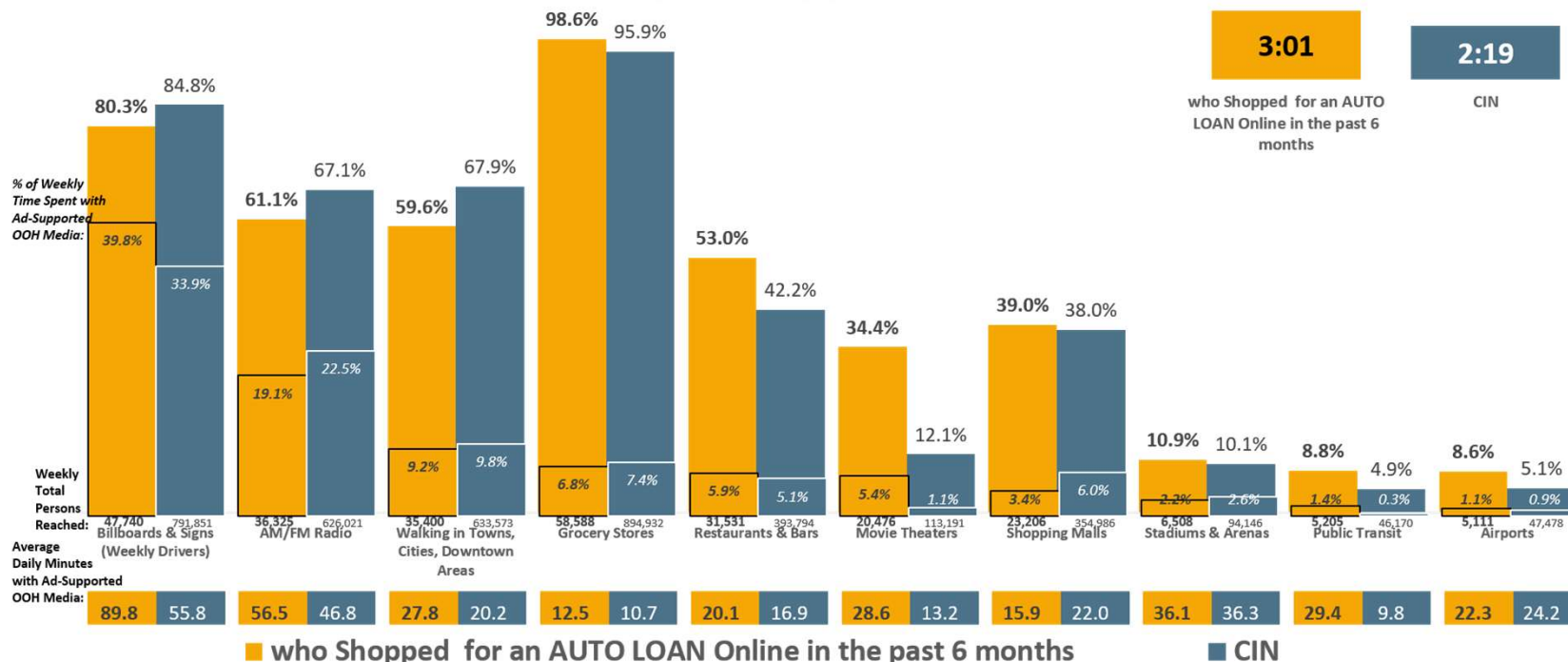


47,740 or 80.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 89.8 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:01

who Shopped for an AUTO LOAN Online in the past 6 months

2:19

CIN

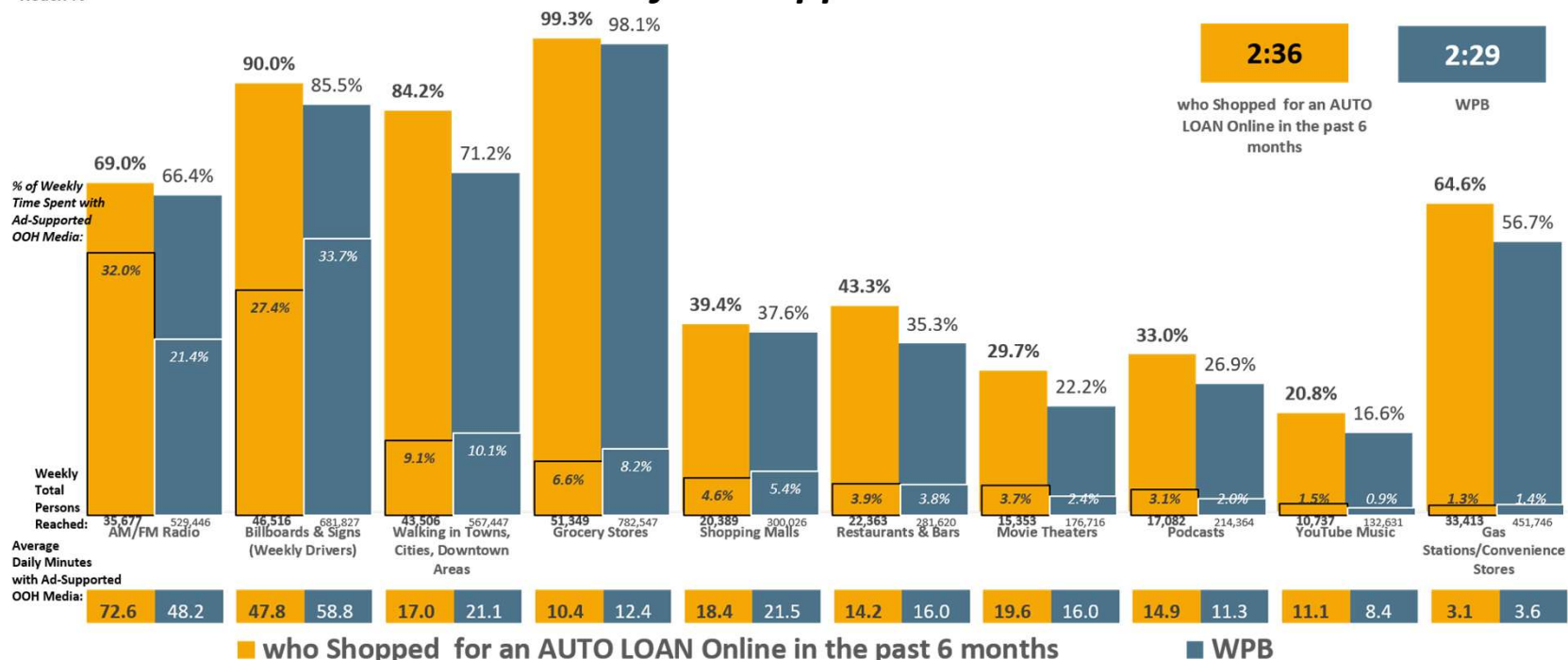


46,516 or 90.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 27.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 116 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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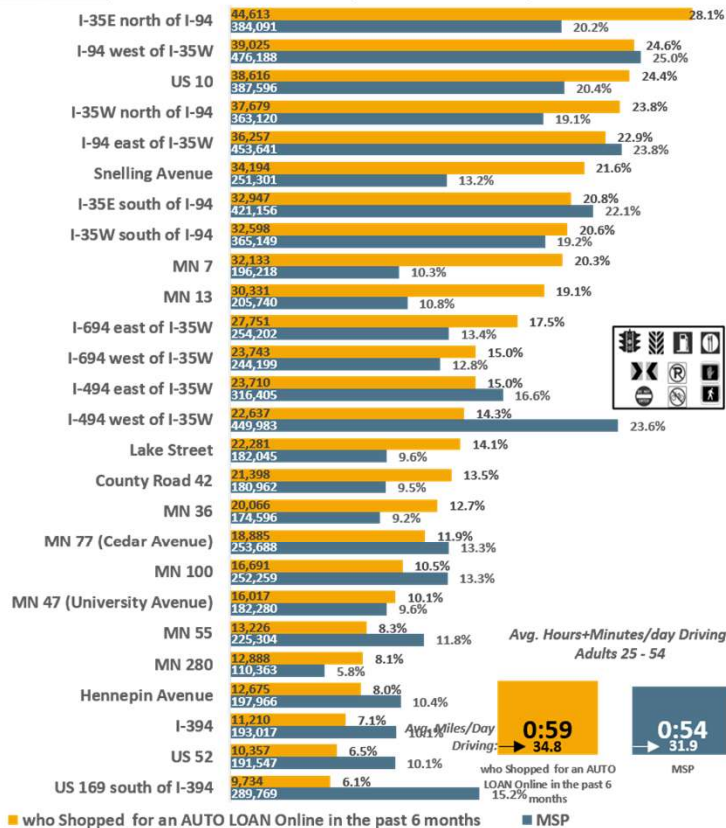
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

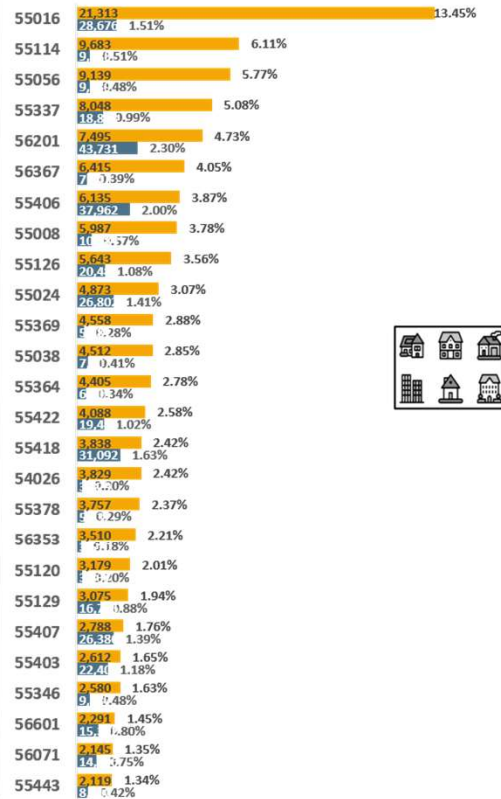


151,803 or 95.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 59.7 minutes per day driving an average of 34.8 miles each day and are 96.6% more likely to use MN 7 than the Metro average.

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



Top-26 Residential Zip Codes: Adults 25 - 54



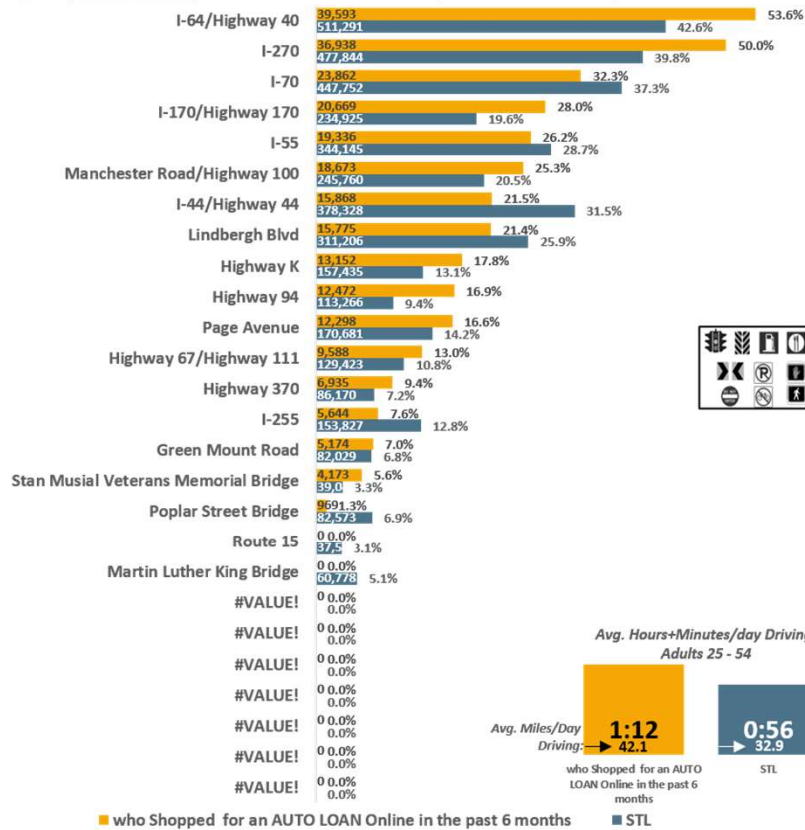
Top-26 Employment Zip Codes: Adults 25 - 54



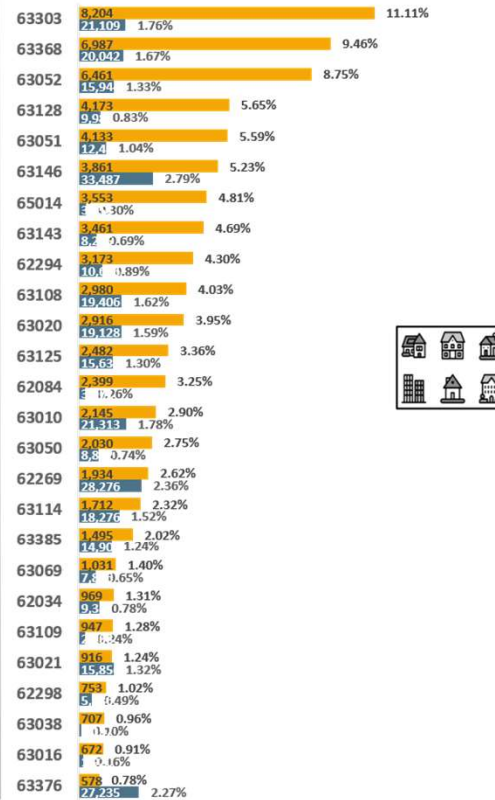


65,786 or 89.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 72.4 minutes per day driving an average of 42.1 miles each day and are 79.9% more likely to use Highway 94 than the Metro average.

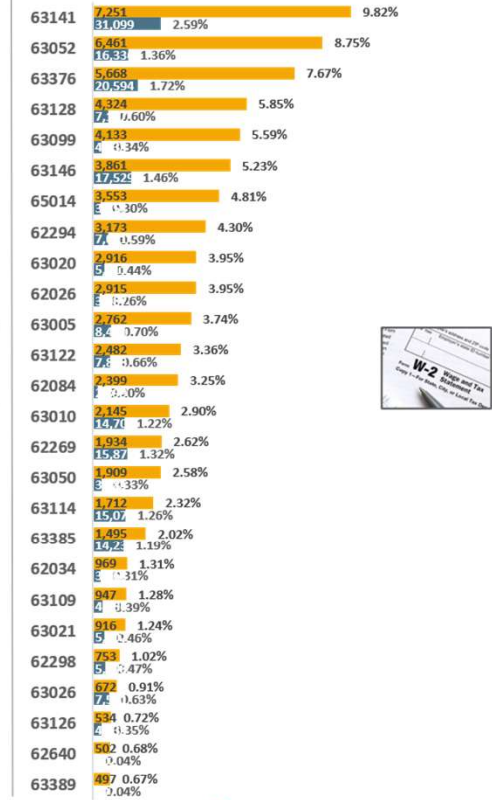
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



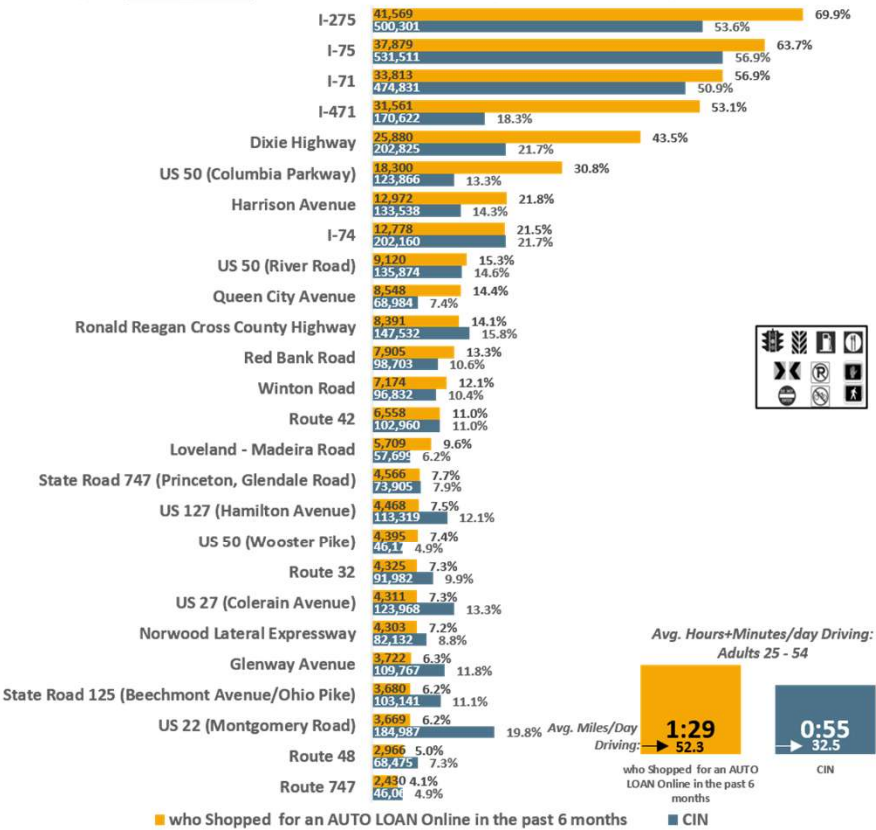
Top-26 Employment Zip Codes: Adults 25 - 54



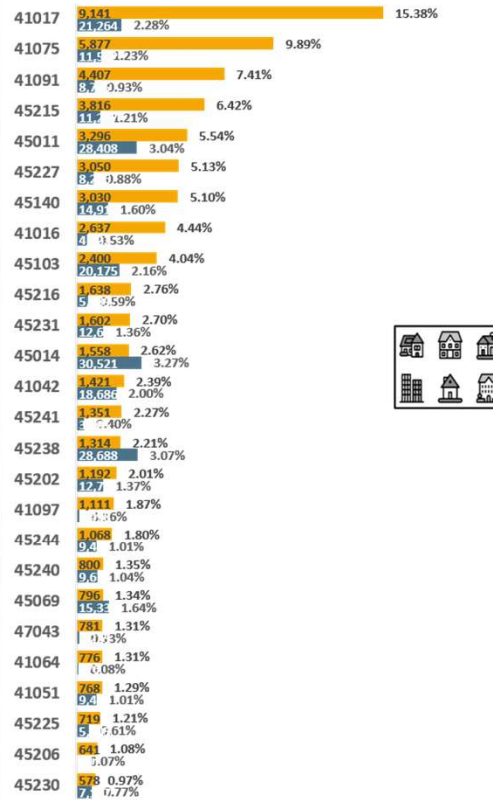


47,740 or 80.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 89.8 minutes per day driving an average of 52.3 miles each day and are 190.5% more likely to use I-471 than the Metro average.

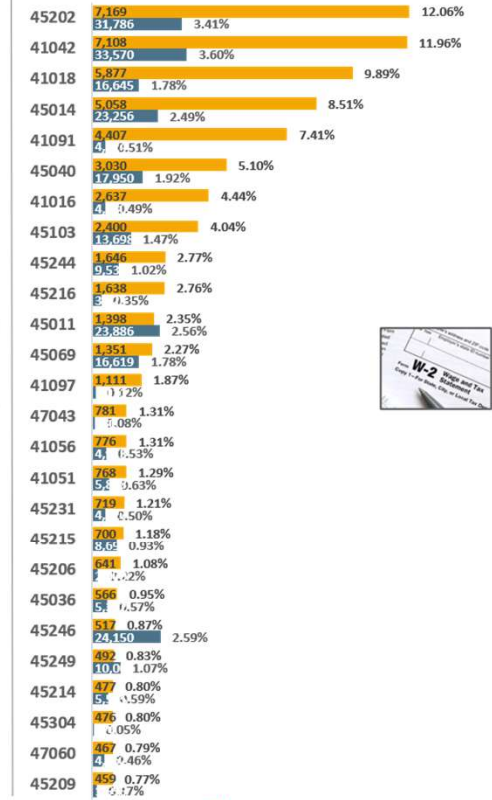
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



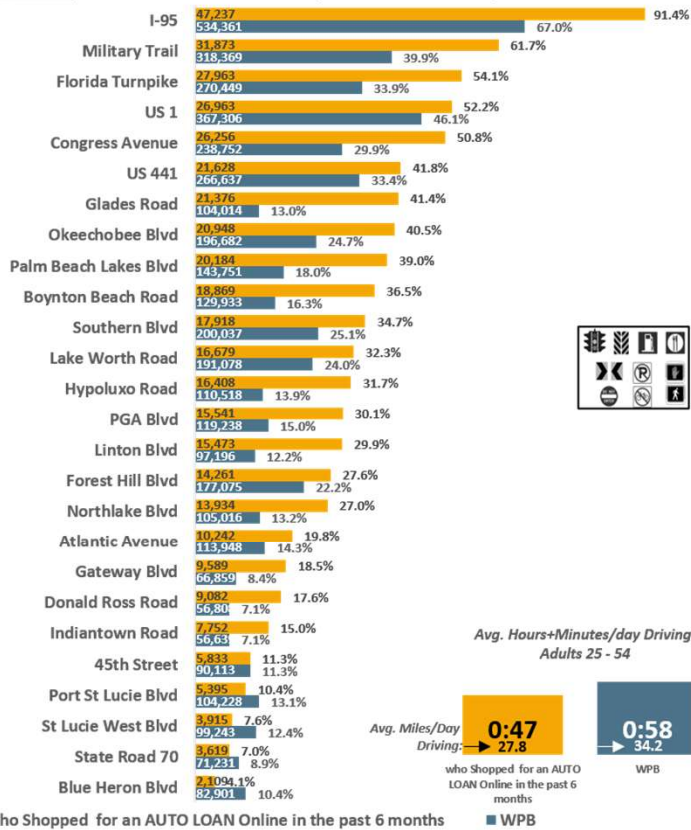
Top-26 Employment Zip Codes: Adults 25 - 54





46,516 or 90.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 47.8 minutes per day driving an average of 27.8 miles each day and are 217.% more likely to use Glades Road than the Metro average.

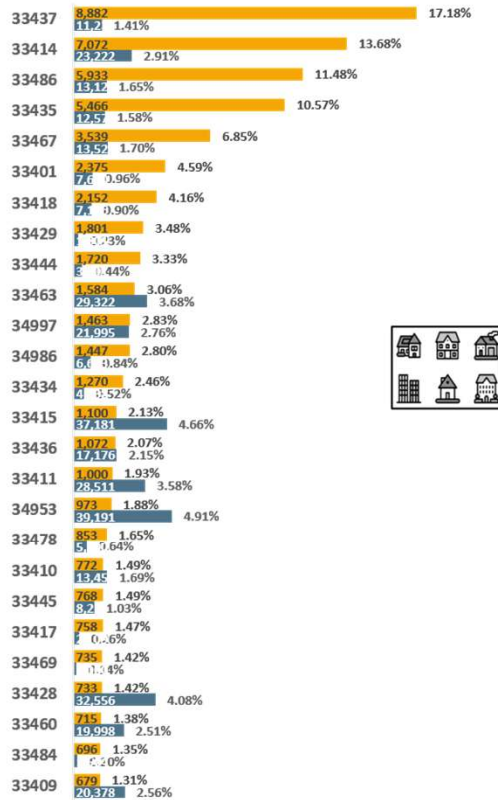
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



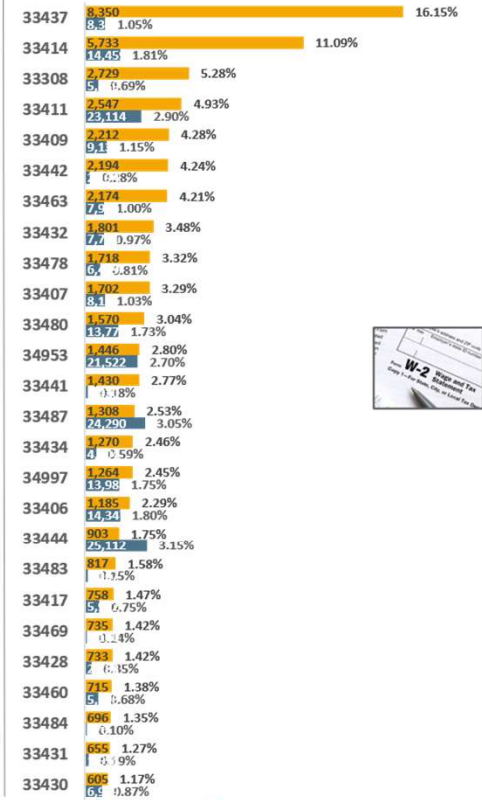
Avg. Hours+Minutes/day Driving:
Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54

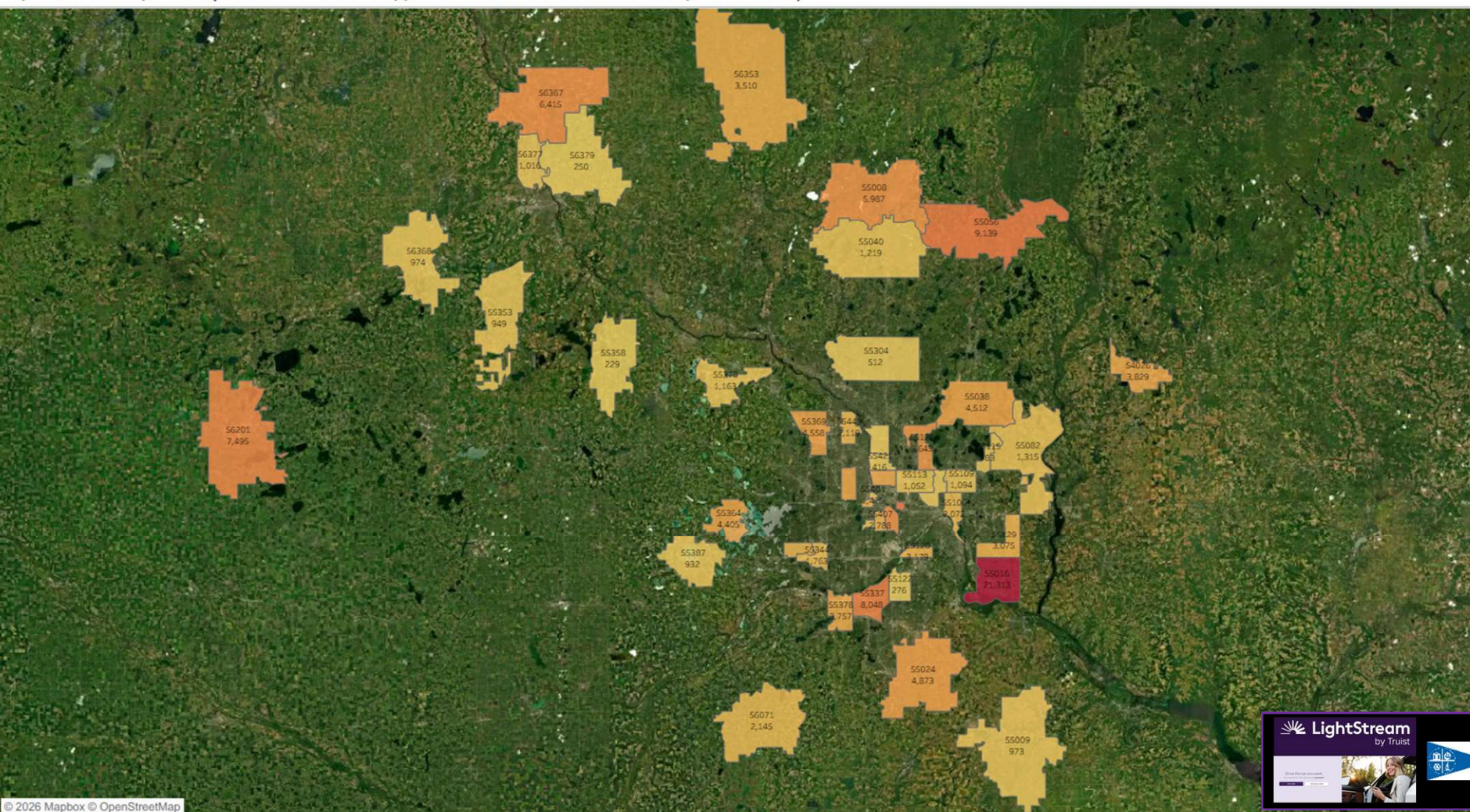


Top-26 Employment Zip Codes: Adults 25 - 54



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Top Residential Zip Codes: (Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months)



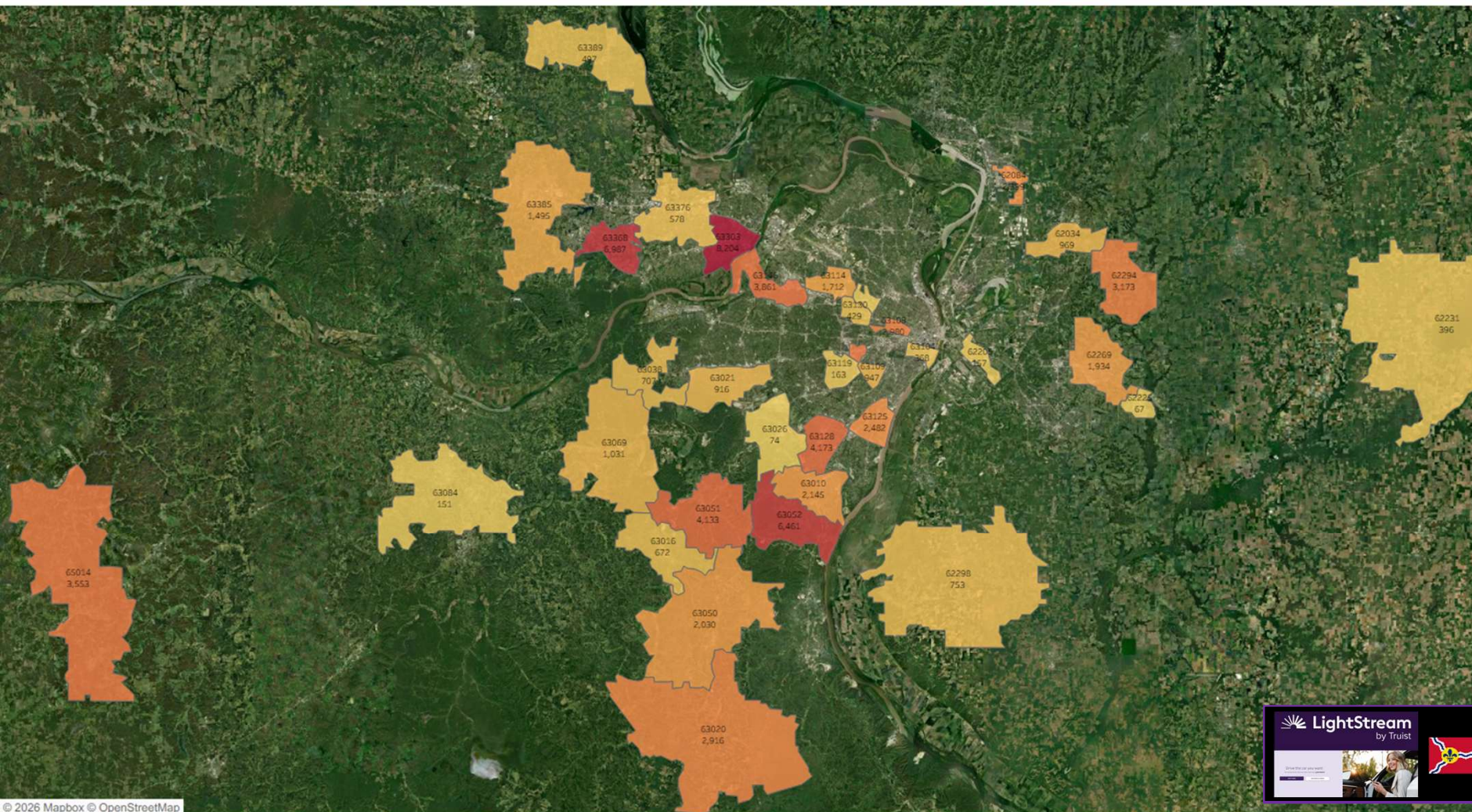
SUM(Adults 25 - 54 wh...



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Top Residential Zip Codes: (Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months)

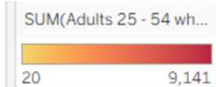
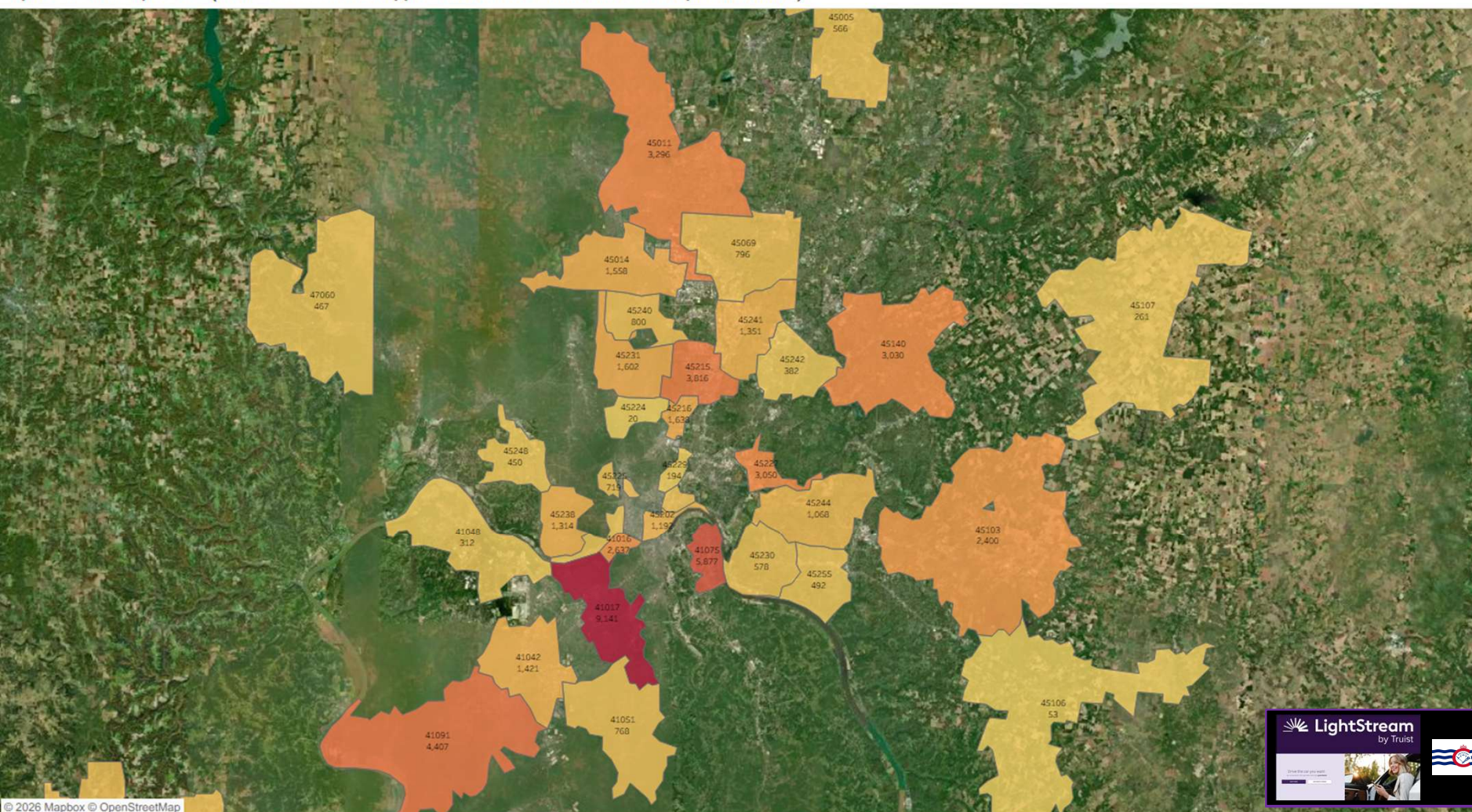


SUM(Adults 25 - 54 wh...



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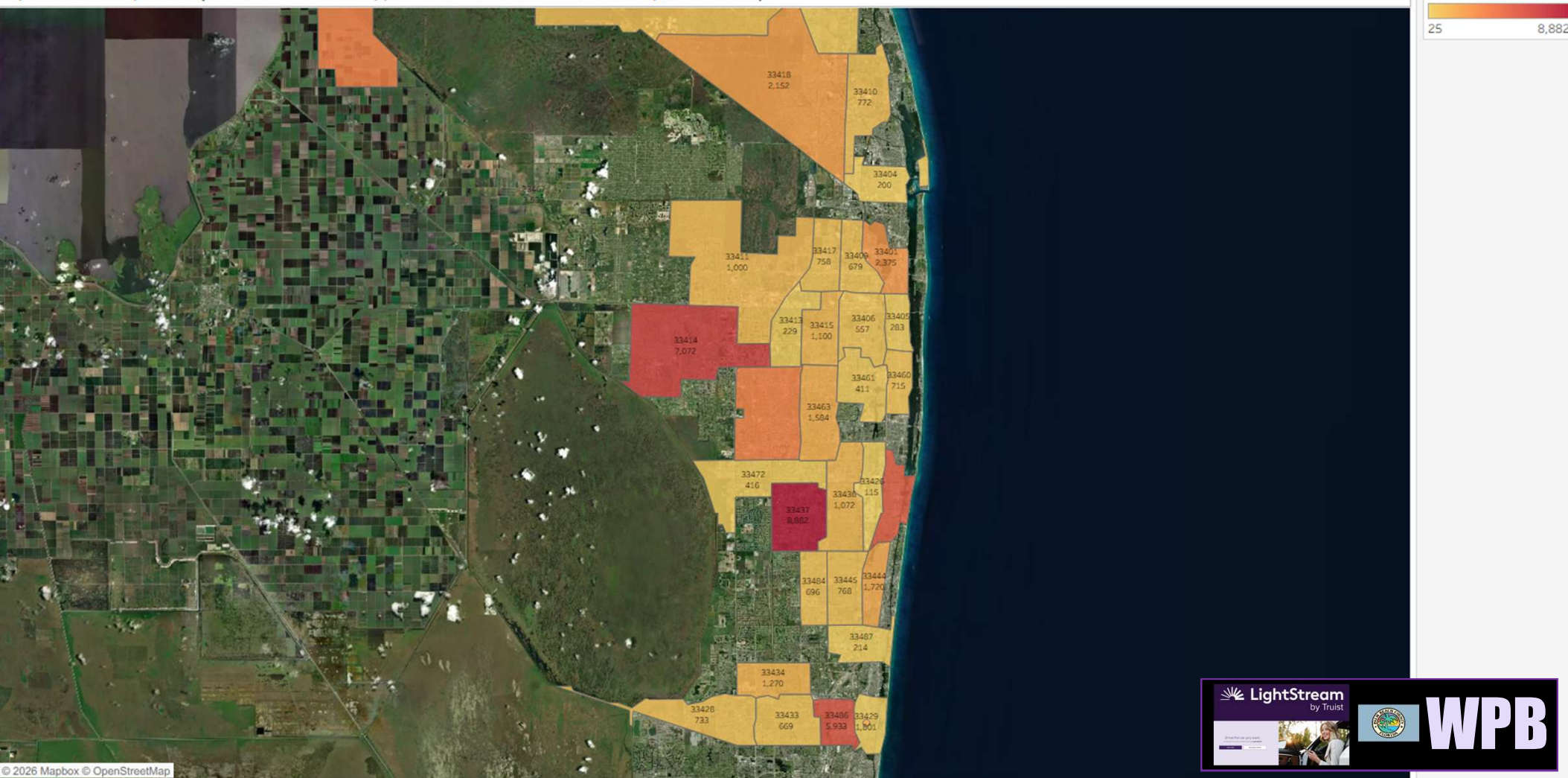
Top Residential Zip Codes: (Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months)



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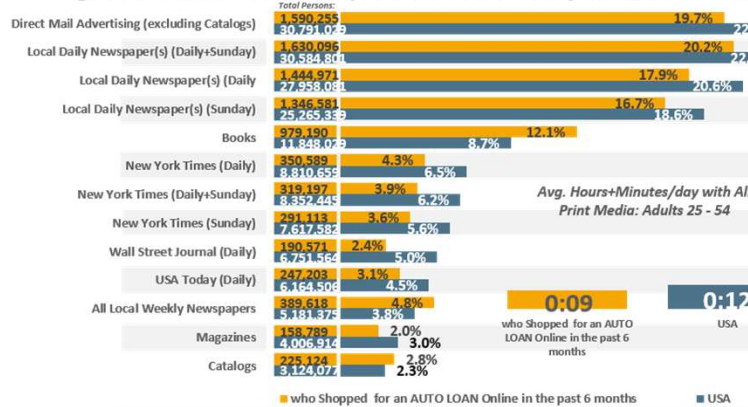
Top Residential Zip Codes: (Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months)





1,630,096 or 20.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

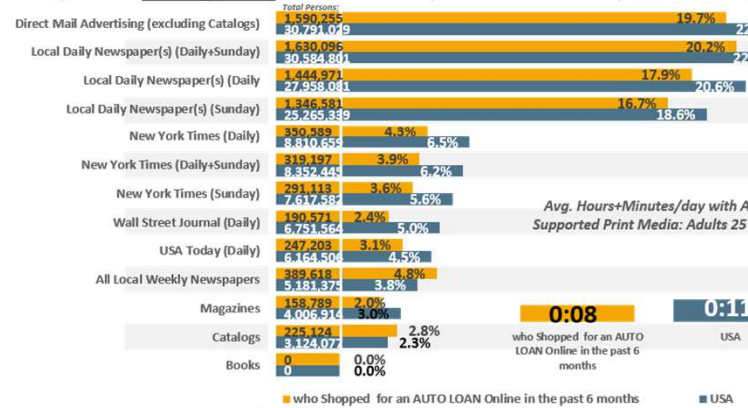
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



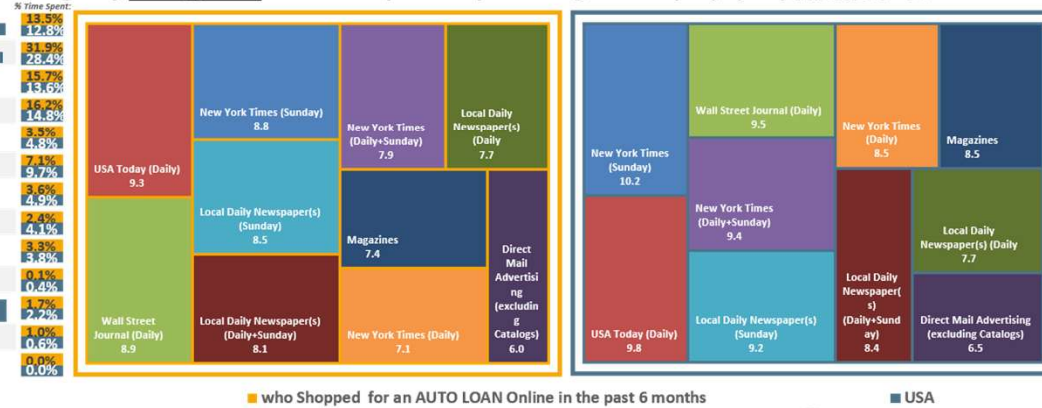
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

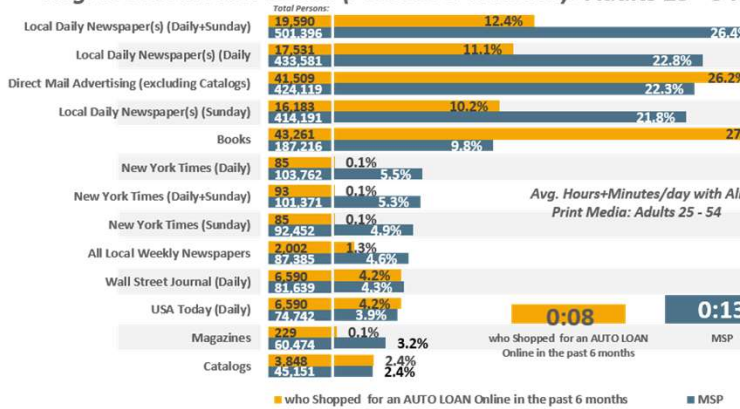
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

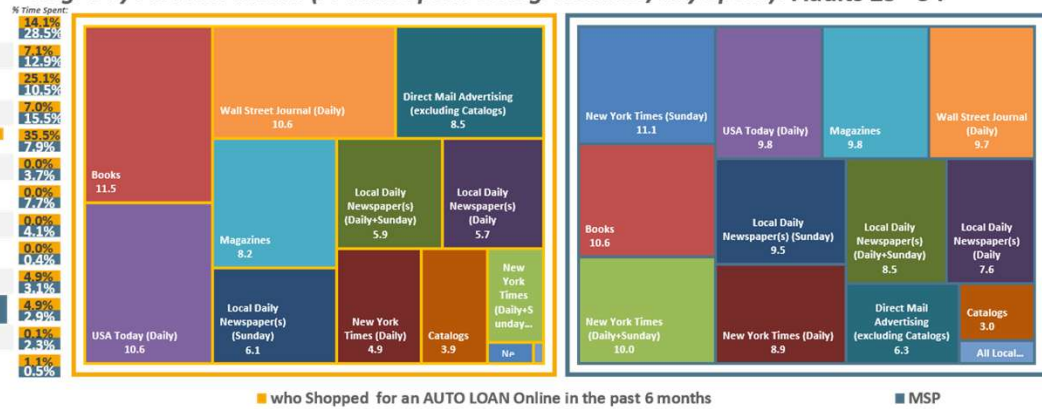


41,509 or 26.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Direct Mail Advertising (excluding Catalogs) for an average of 8.5 minutes every day representing 39.% of all time spent daily with All forms of Print Media.

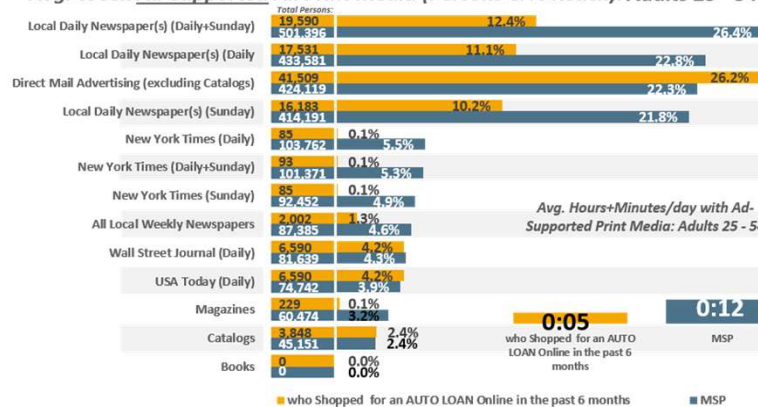
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



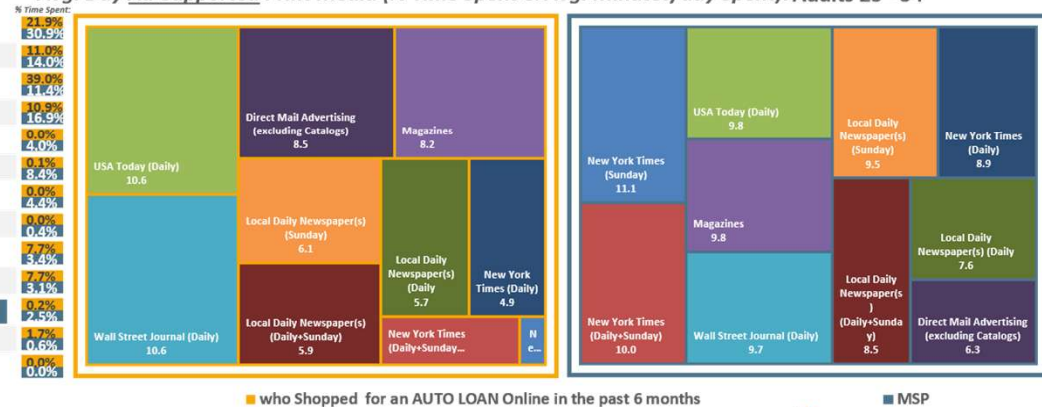
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



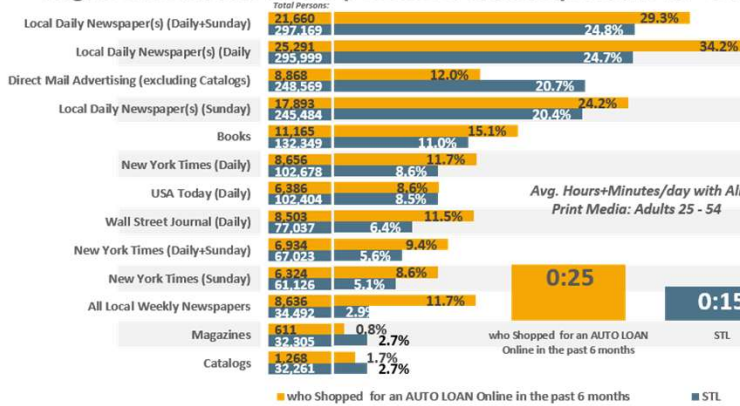
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



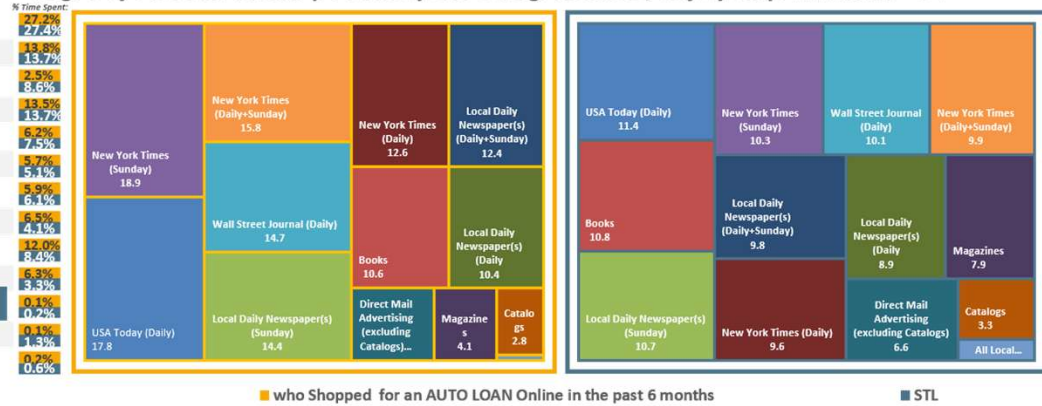


21,660 or 29.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

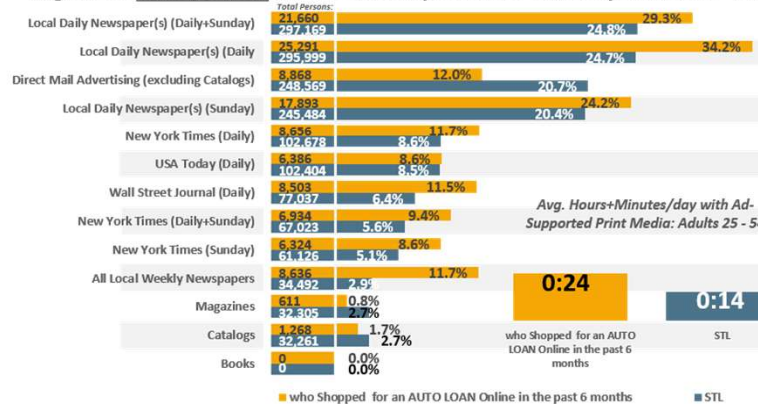
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



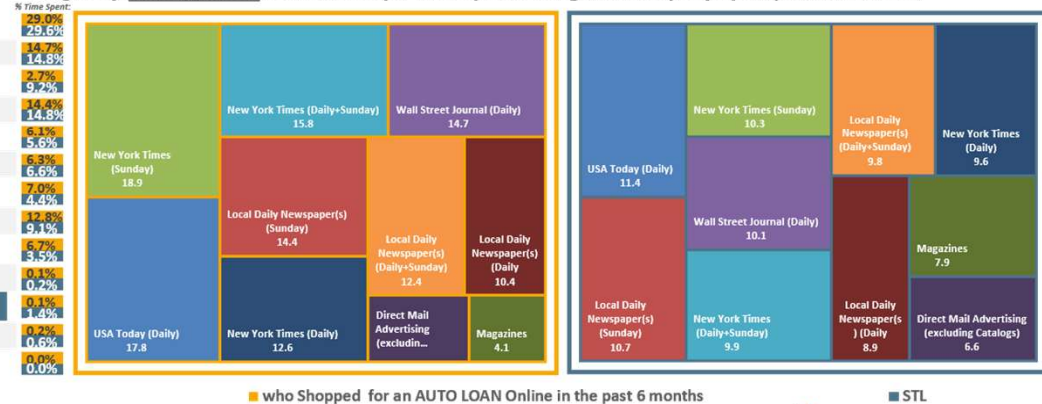
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



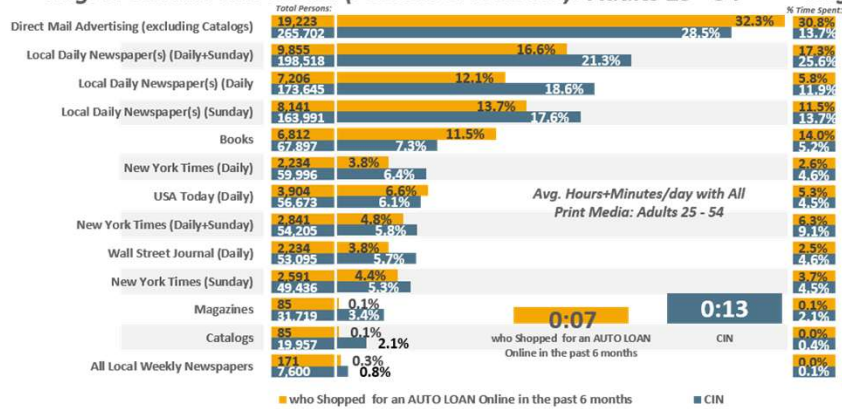
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



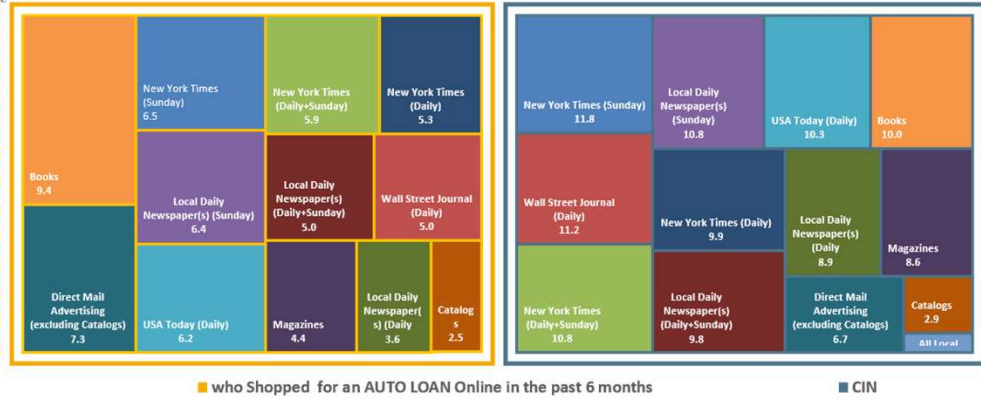


19,223 or 32.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Direct Mail Advertising (excluding Catalogs) for an average of 7.3 minutes every day representing 35.8% of all time spent daily with All forms of Print Media

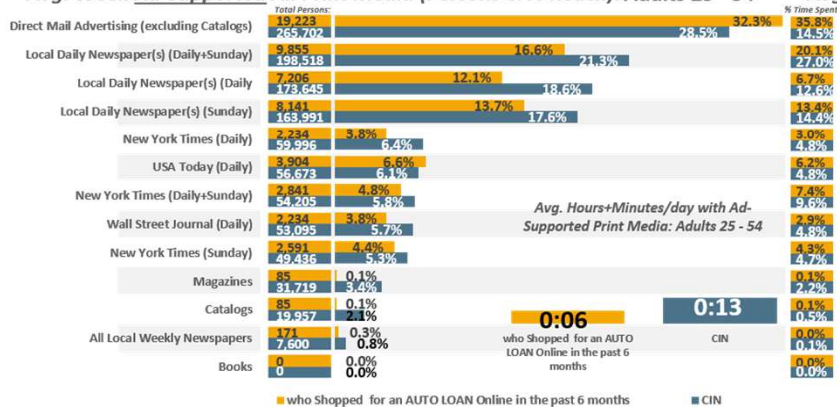
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



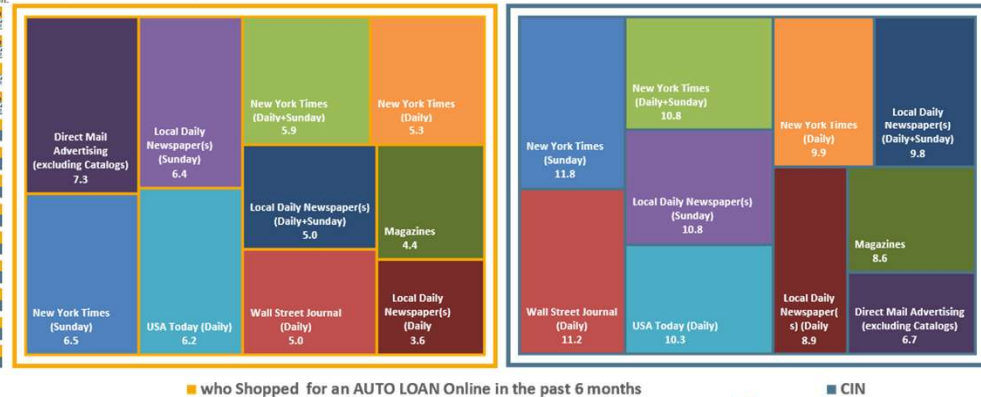
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



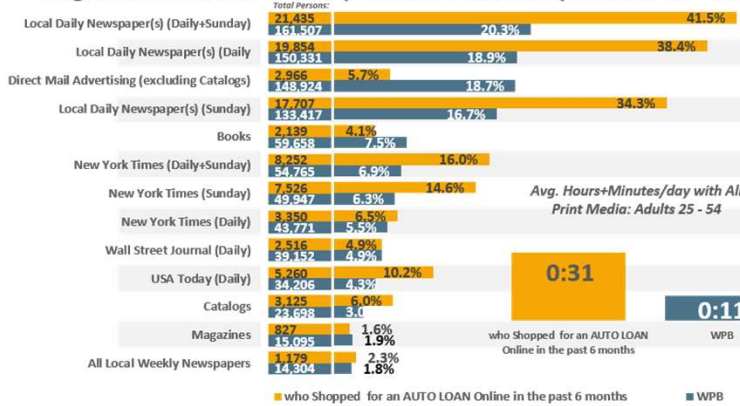
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



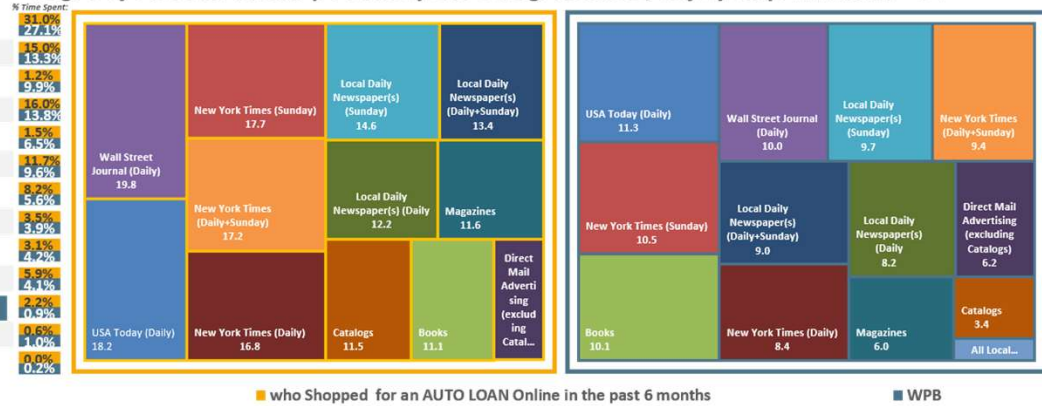


21,435 or 41.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

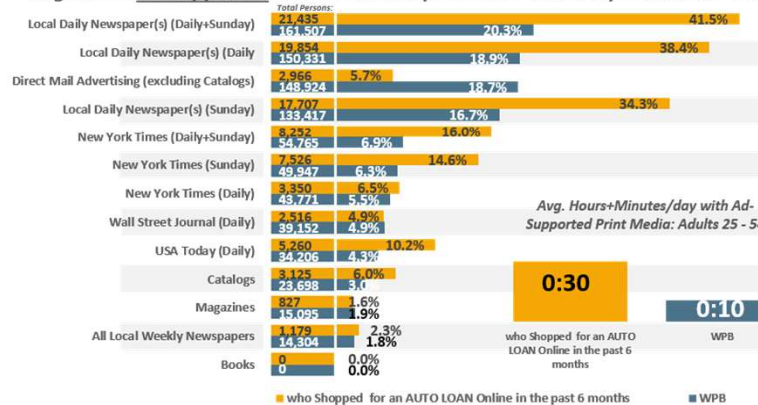
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



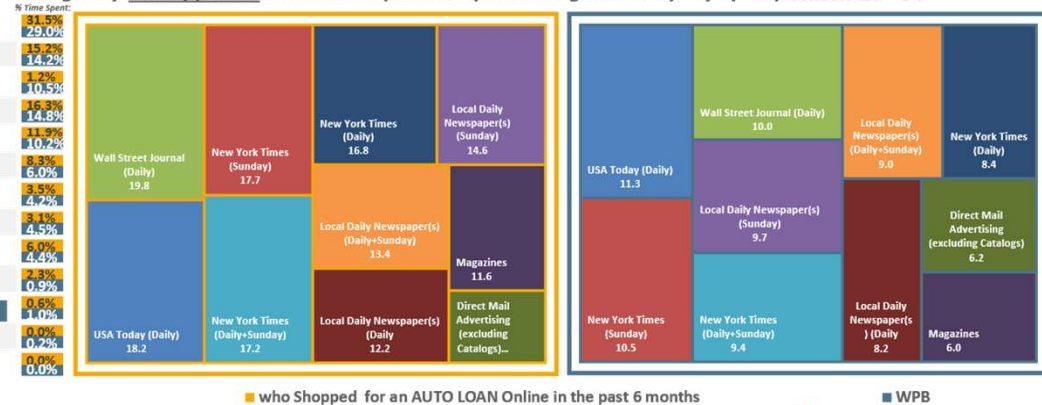
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



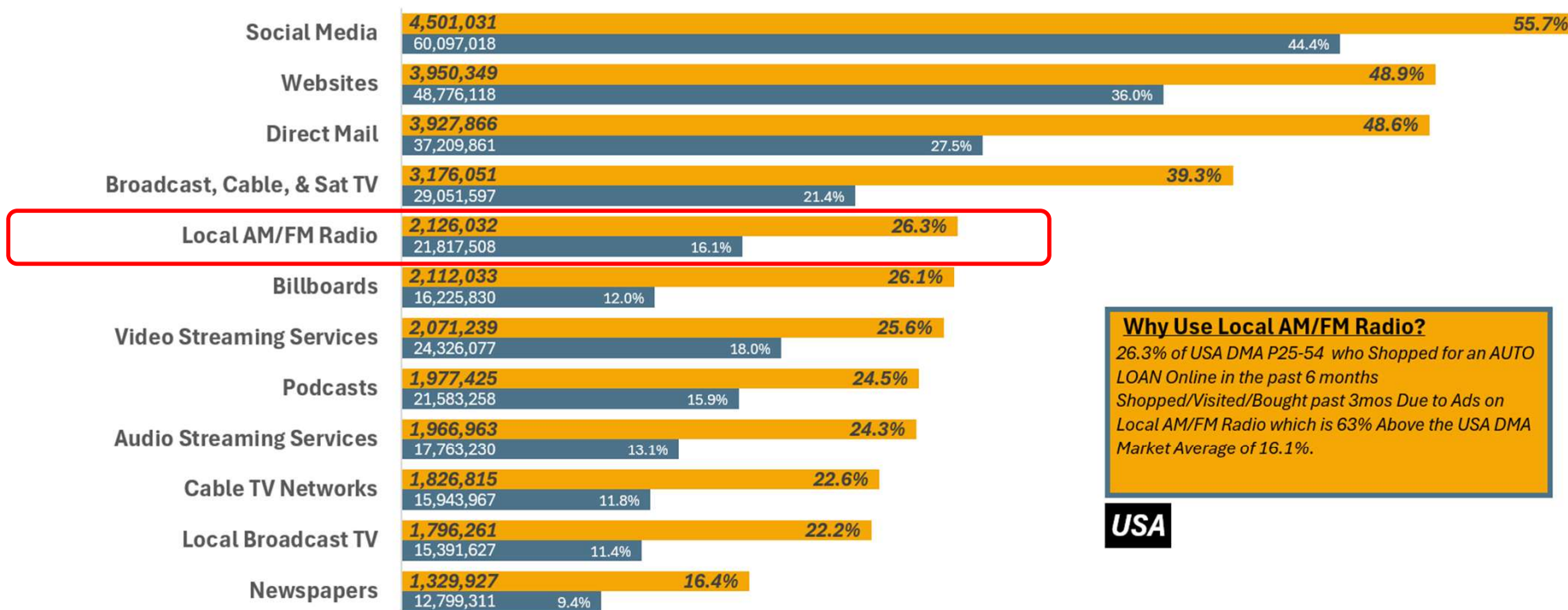
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





"Advertising Actions"

**P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

26.3% of USA DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 63% Above the USA DMA Market Average of 16.1%.

USA

■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 657
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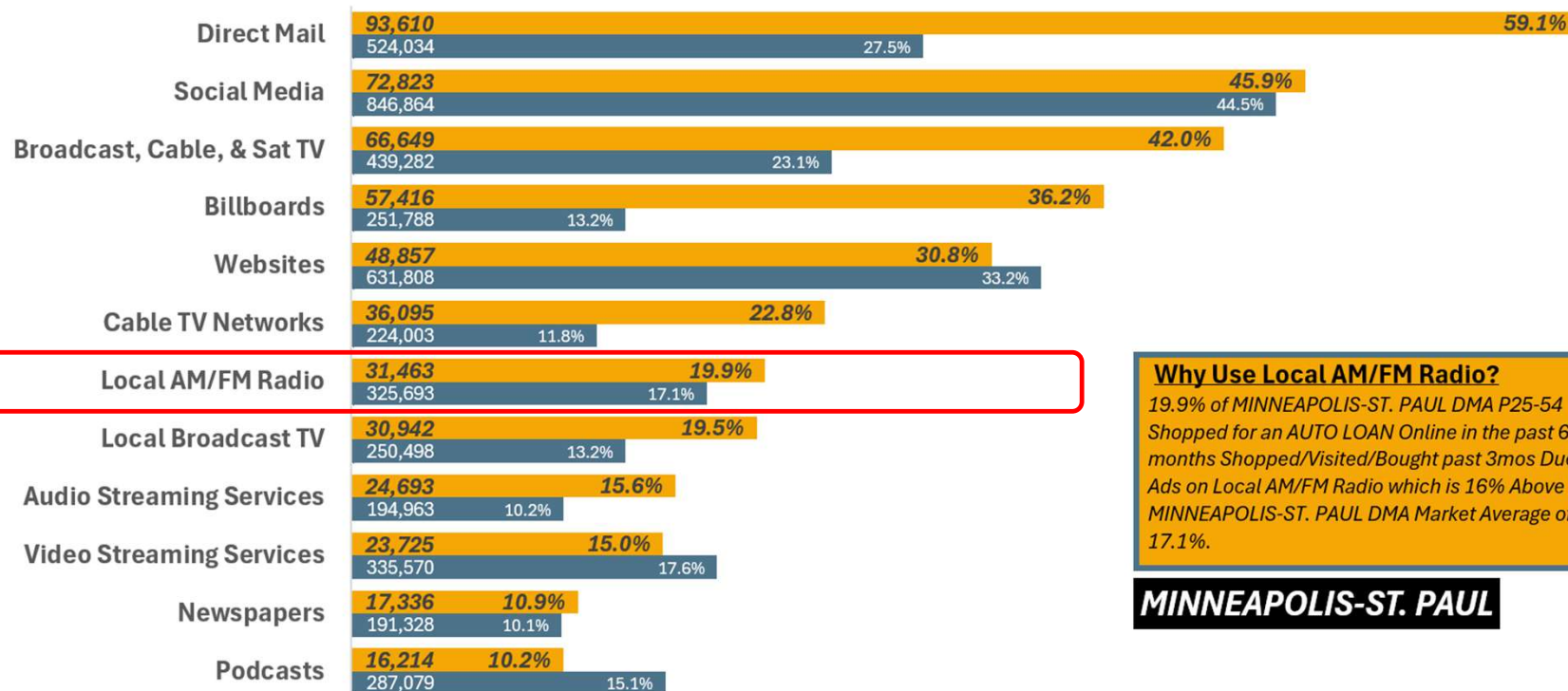
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for Anything ®

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



"Advertising Actions"

**P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

19.9% of MINNEAPOLIS-ST. PAUL DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.1%.

MINNEAPOLIS-ST. PAUL

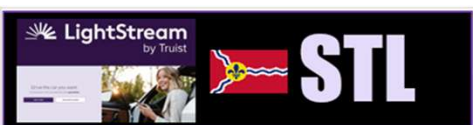
■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 58
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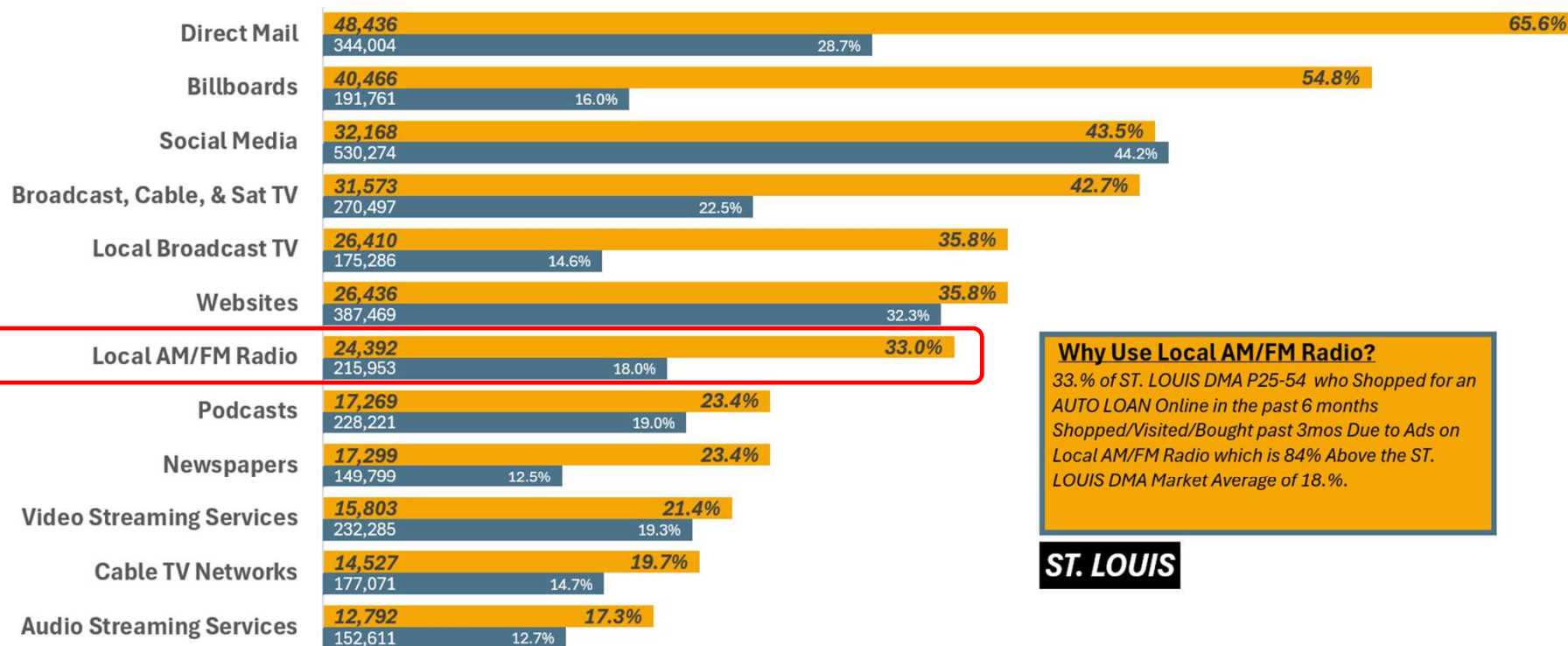
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



"Advertising Actions"

**P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

33.% of ST. LOUIS DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 84% Above the ST. LOUIS DMA Market Average of 18. %.

ST. LOUIS

■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 46
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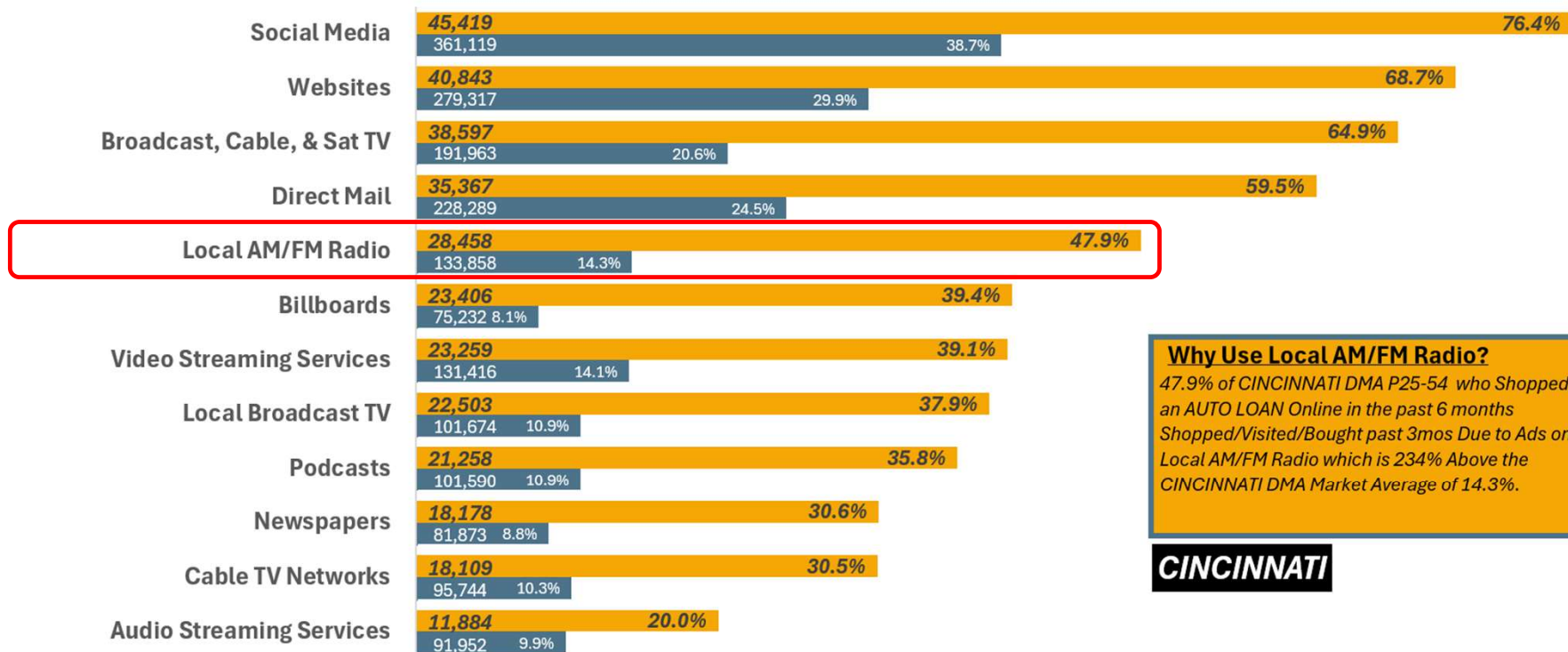
soefa.ai Share of Everything
for Anything ®

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



"Advertising Actions"

P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

47.9% of CINCINNATI DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 234% Above the CINCINNATI DMA Market Average of 14.3%.

CINCINNATI

■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 48
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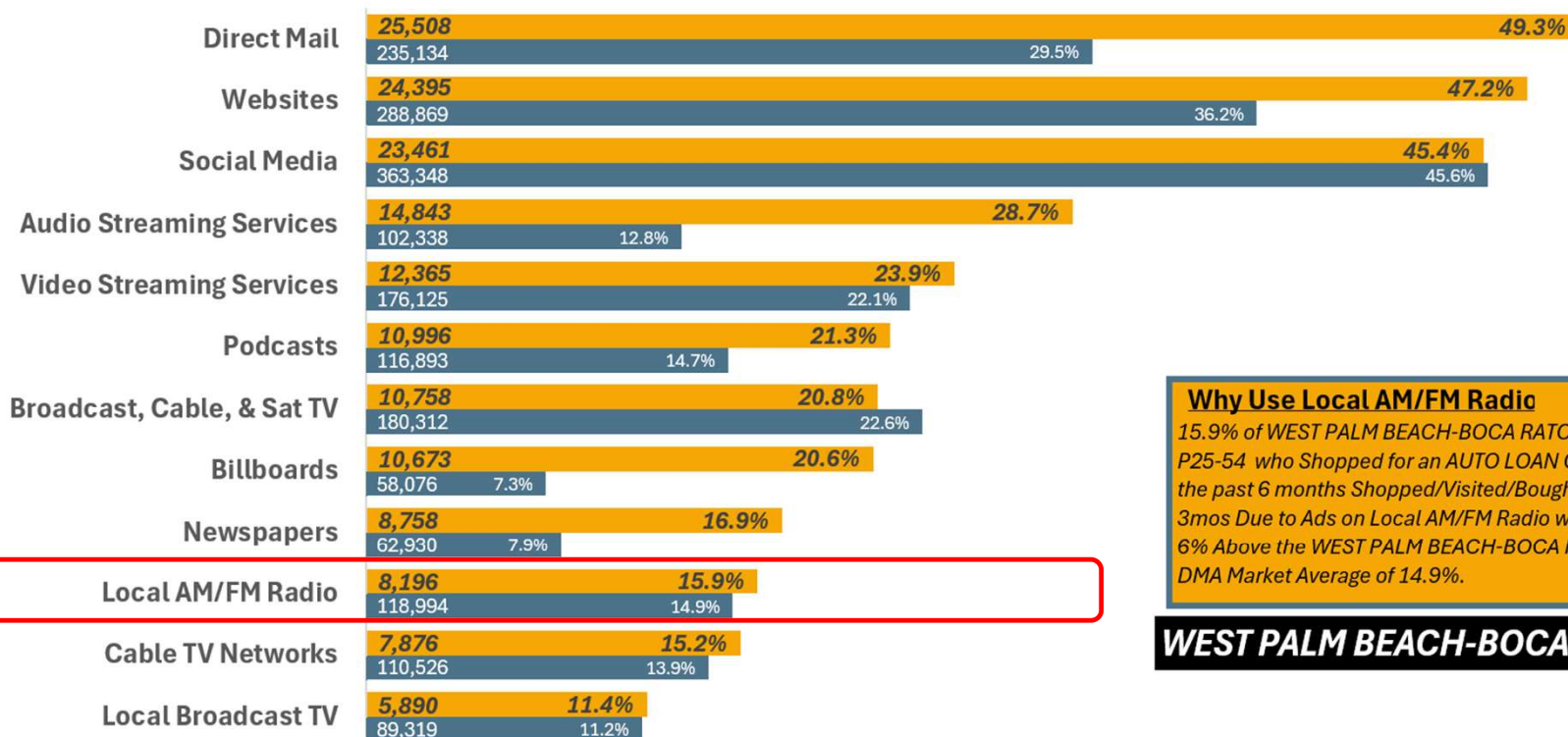
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



"Advertising Actions"

**P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio

15.9% of WEST PALM BEACH-BOCA RATON DMA
P25-54 who Shopped for an AUTO LOAN Online in
the past 6 months Shopped/Visited/Bought past
3mos Due to Ads on Local AM/FM Radio which is
6% Above the WEST PALM BEACH-BOCA RATON
DMA Market Average of 14.9%.

WEST PALM BEACH-BOCA RATON

■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab: 63

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for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto