USA+4 DMAs – P18+ who Own or Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE!

Complete Demographic & Media Use Profiles



Upstream

Fusion API Security
for Automotive, Mobility and Transportation









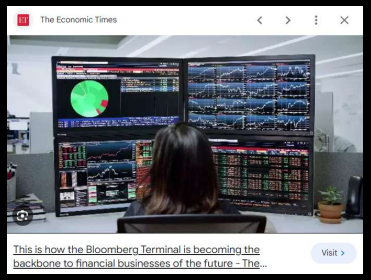






Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Own or Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE as of August 31, 2025.

P18+



Microsoft
Azure Sentinel
MISA

CISCO investments
salesforce ventures
BMW i Ventures

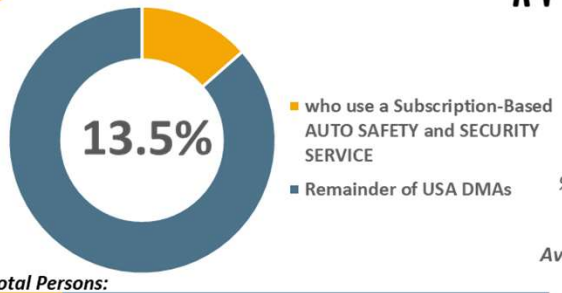
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

HUBBARD BROADCASTING INC. HB

13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Typical Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 51. years old (4.7% older than average) and have a $125,621 (31.7% higher than average) annual household income.

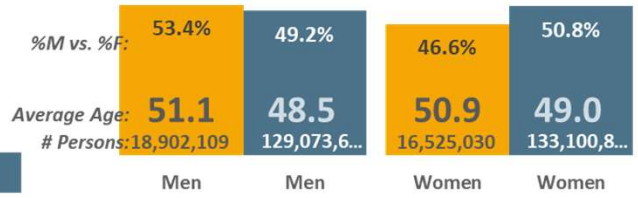
Percent of Market: Adults 18 or older



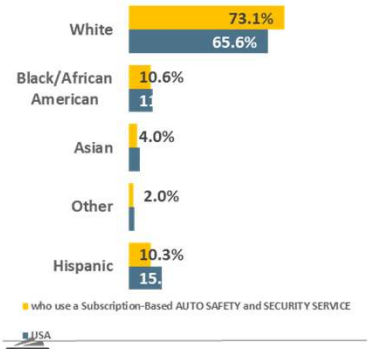
Total Persons:

35,427,139 | 226,747,361

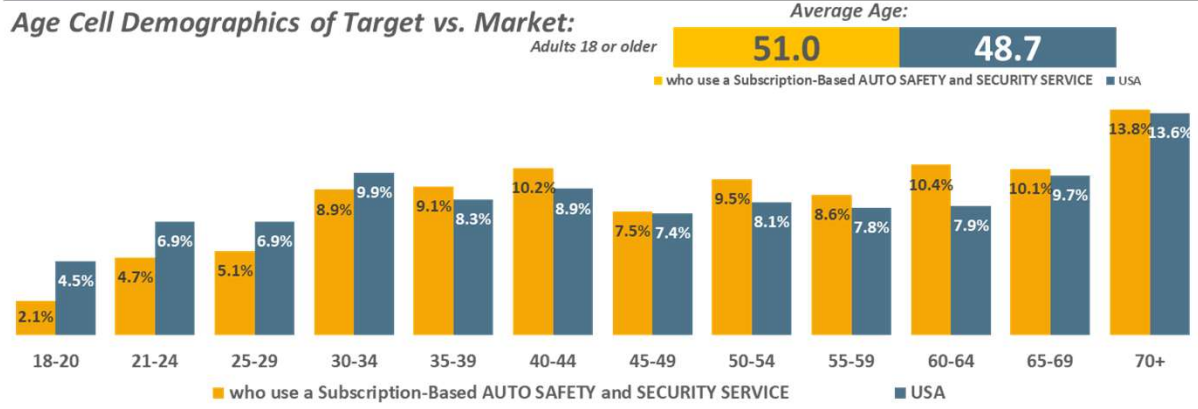
Gender of Target vs. Market: Adults 18 or older



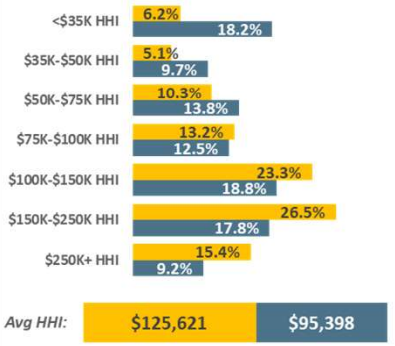
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA | USA Projection | Scarborough R2 2025: Sep24-Aug25 | Qual Intab | 3,664

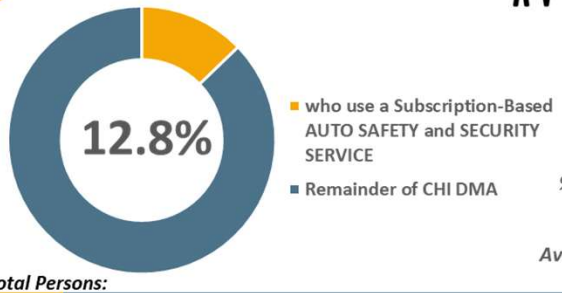
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USA Projection | Scarborough R2 2025: Sep24-Aug25 | Qual Intab | 25,507

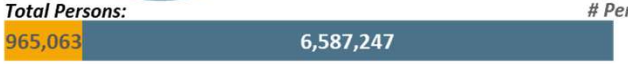
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

12.8% or 965,063 of CHI DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Typical Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 50.2 years old (3.8% older than average) and have a $145,284 (35.2% higher than average) annual household income.

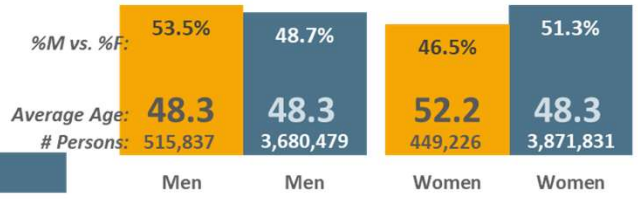
Percent of Market: Adults 18 or older



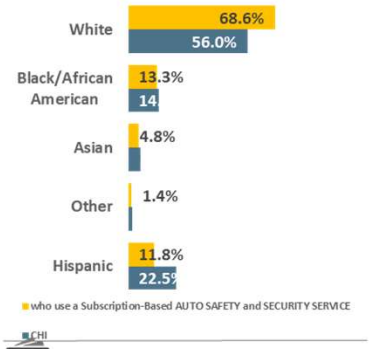
Total Persons:



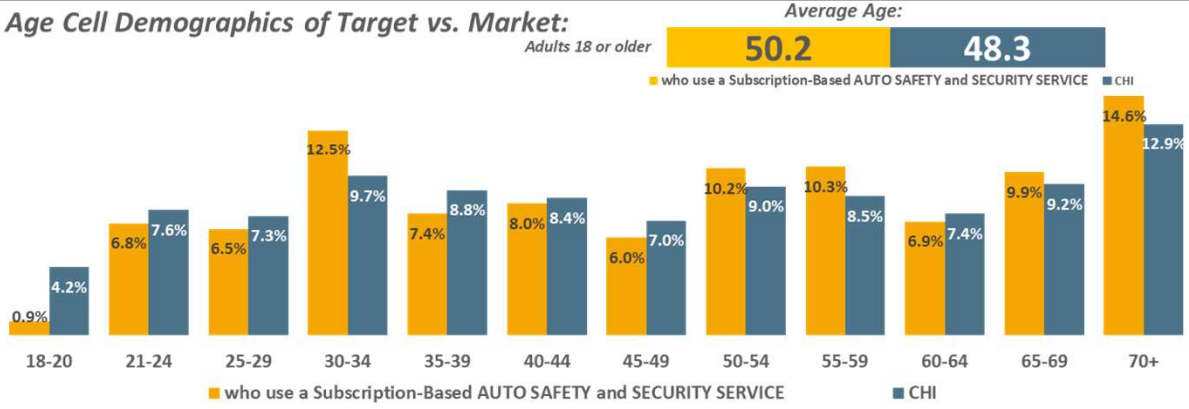
Gender of Target vs. Market: Adults 18 or older



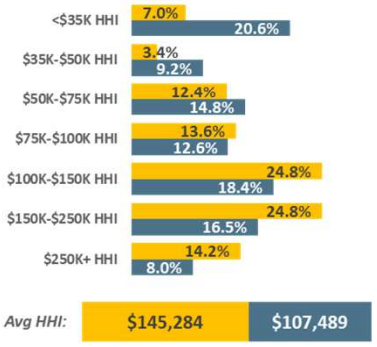
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $145,284 $107,489

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

12.5% or 713,771 of WDC DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Typical Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 49.8 years old (4.% older than average) and have a $181,701 (32.6% higher than average) annual household income.

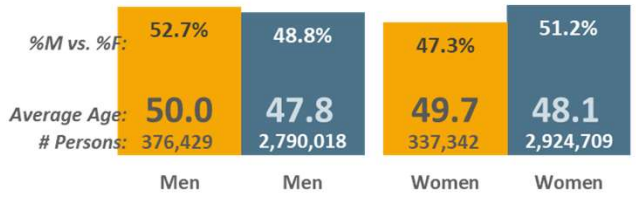
Percent of Market: Adults 18 or older



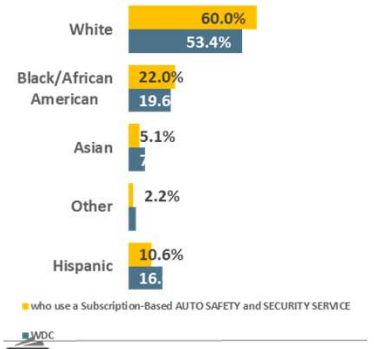
Total Persons:

713,771 | 5,000,956

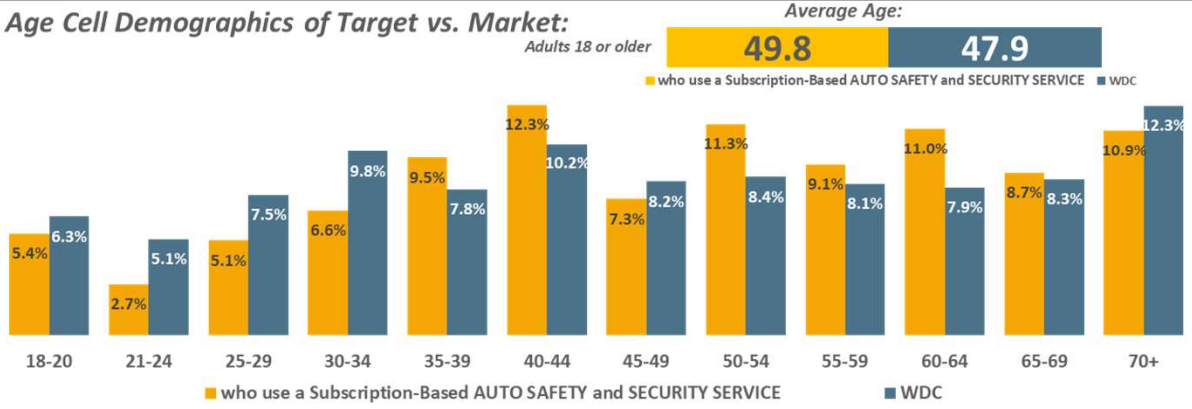
Gender of Target vs. Market: Adults 18 or older



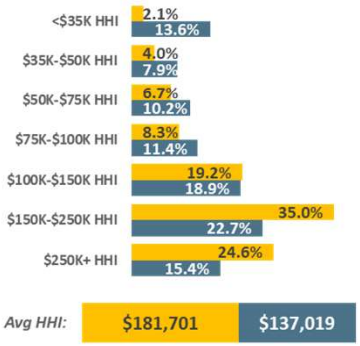
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $181,701 | $137,019

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

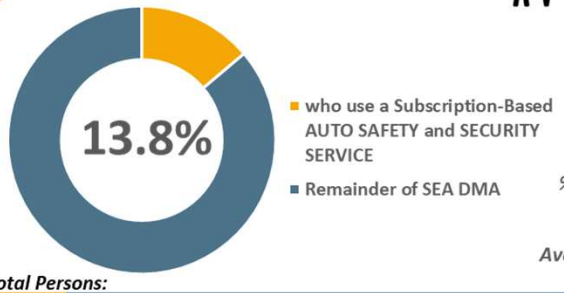
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

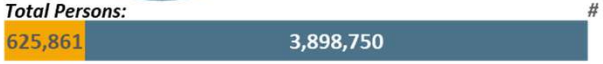
Upstream SEA

13.8% or 625,861 of SEA DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Typical Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 50.3 years old (4.2% older than average) and have a $166,967 (33.7% higher than average) annual household income.

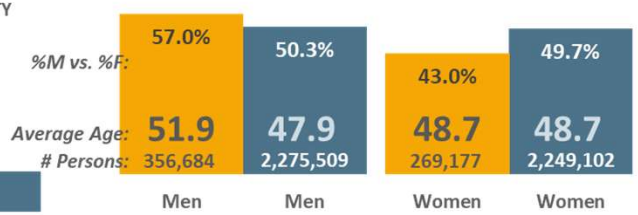
Percent of Market: Adults 18 or older



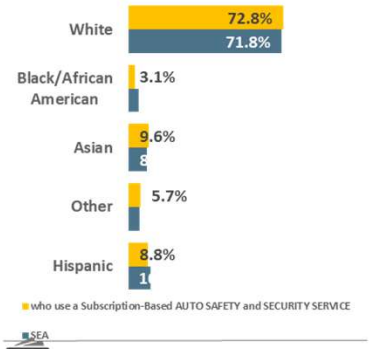
Total Persons:



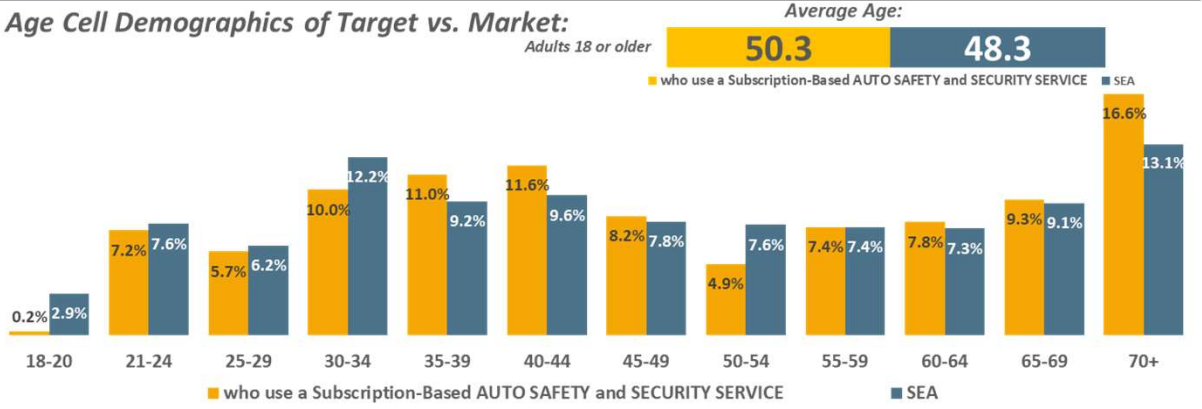
Gender of Target vs. Market: Adults 18 or older



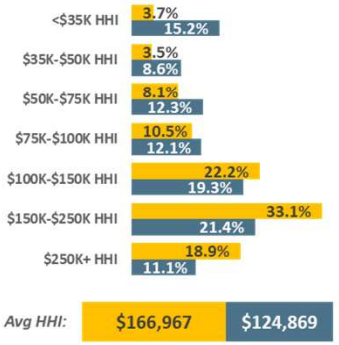
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

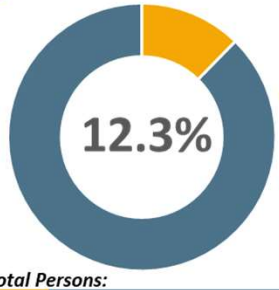
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream PHX

12.3% or 587,312 of PHX DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Typical Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 51.4 years old (5.7% older than average) and have a $141,946 (34.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

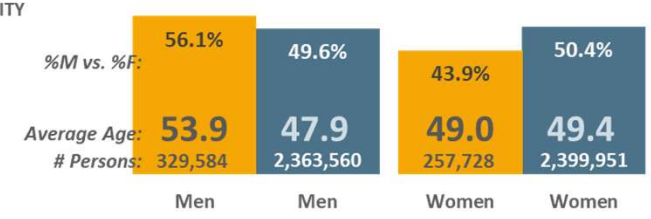


- who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE
- Remainder of PHX DMA

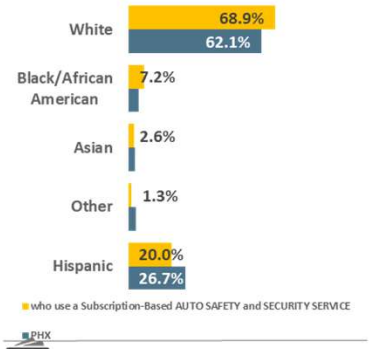
Total Persons:

587,312 | 4,176,199

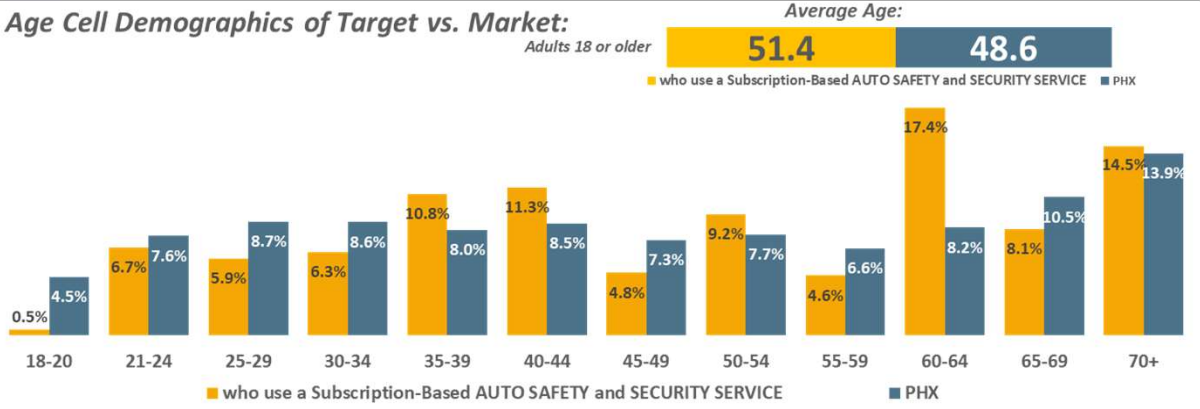
Gender of Target vs. Market: Adults 18 or older



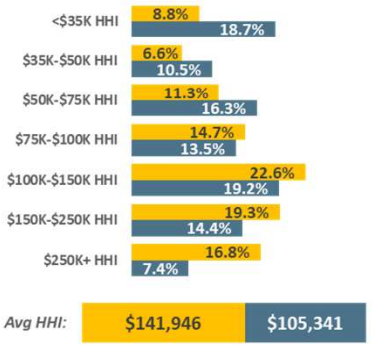
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

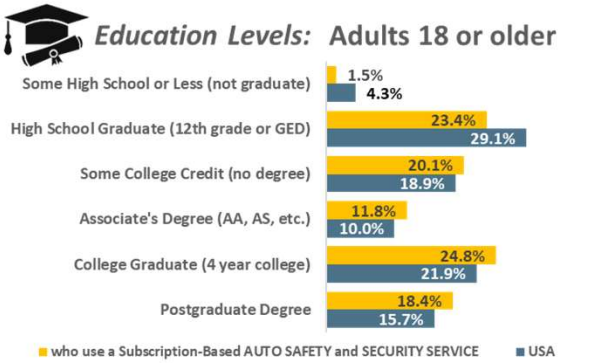
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

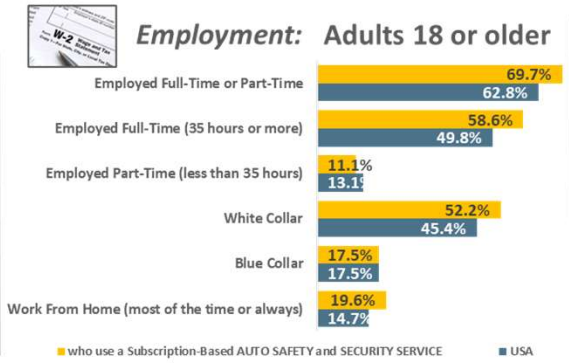


13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 14.8% more likely to be a college graduate, 17.7% more likely to work full-time, 25.2% more likely to be married, 12.1% more likely to be a parent of 1 or more children u

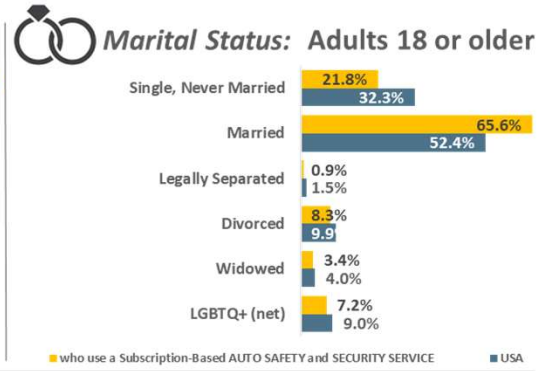
Education Levels: Adults 18 or older



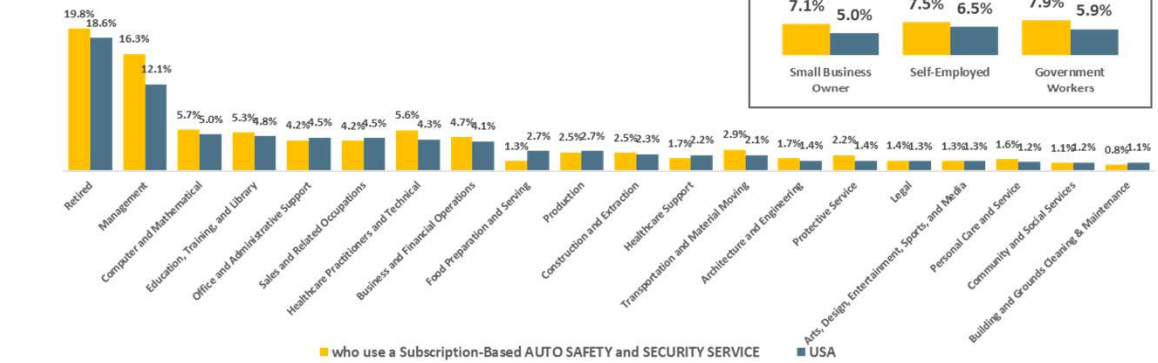
Employment: Adults 18 or older



Marital Status: Adults 18 or older

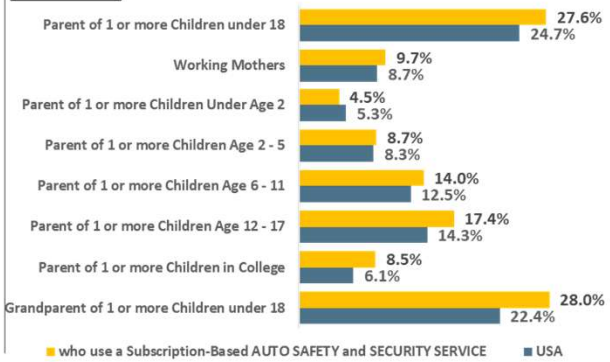


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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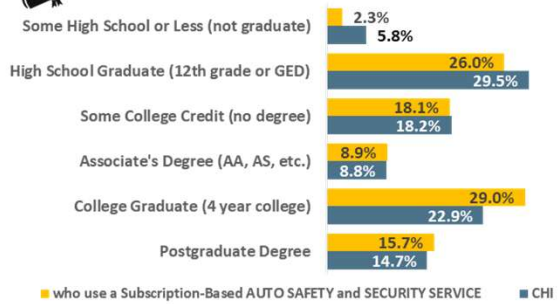
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

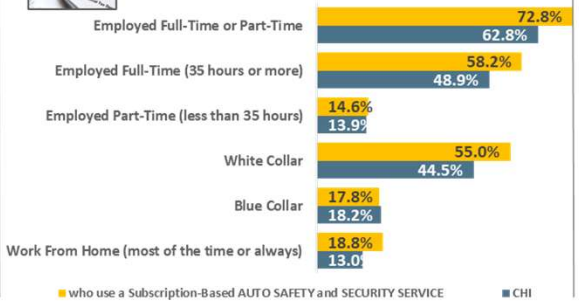
Upstream — Fusion API Security for Automotive, Mobility and Transportation — CHI

12.8% or 965,063 of CHI DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 18.9% more likely to be a college graduate, 19.% more likely to work full-time, 21.% more likely to be married, 9.5% more likely to be a parent of 1 or more children unde

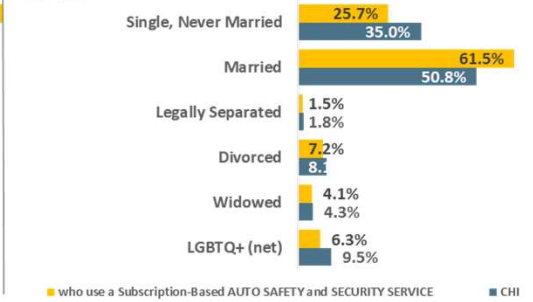
Education Levels: Adults 18 or older



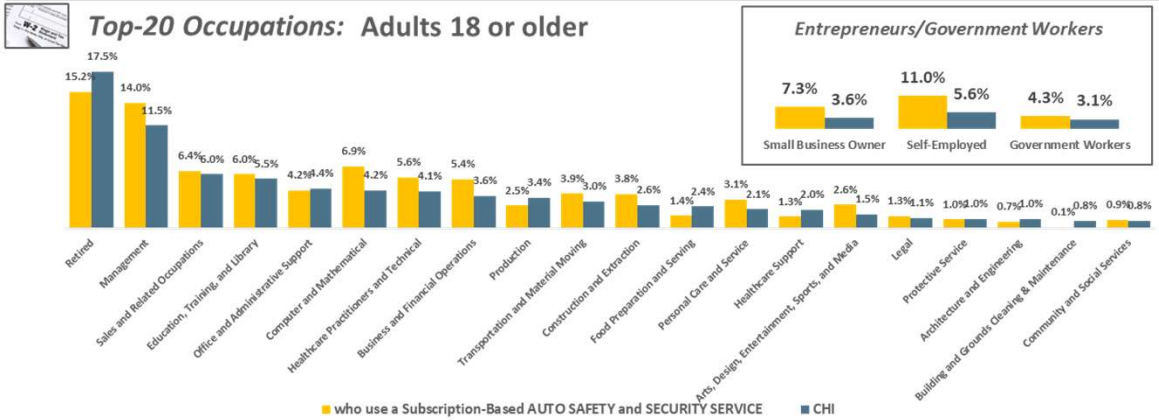
Employment: Adults 18 or older



Marital Status: Adults 18 or older

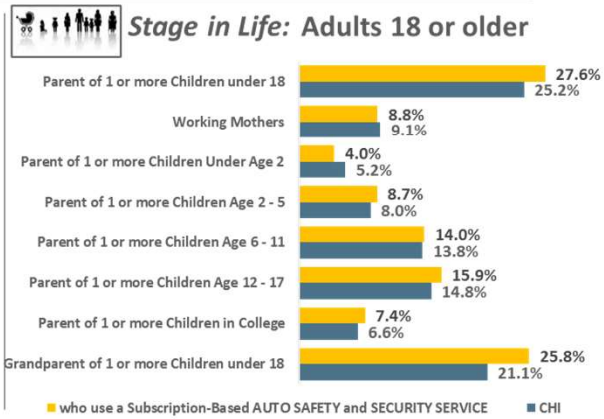


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



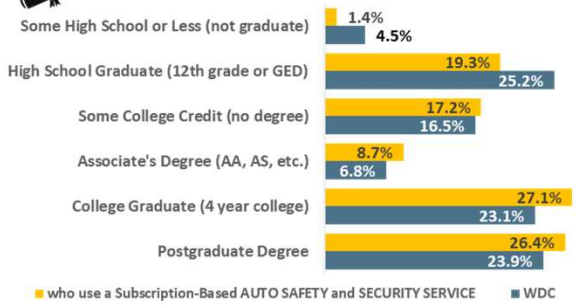
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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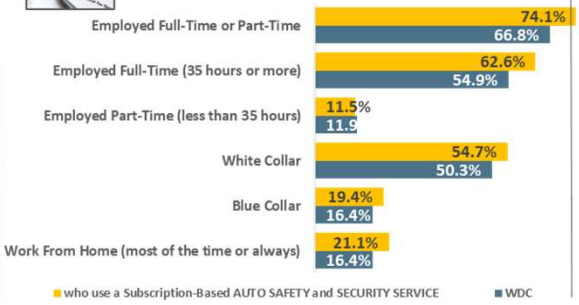
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

12.5% or 713,771 of WDC DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 13.7% more likely to be a college graduate, 14.1% more likely to work full-time, 26.% more likely to be married, 13.3% more likely to be a parent of 1 or more children un

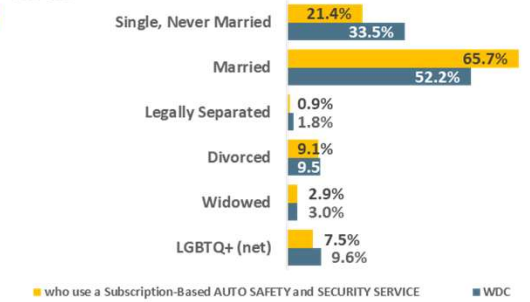
Education Levels: Adults 18 or older



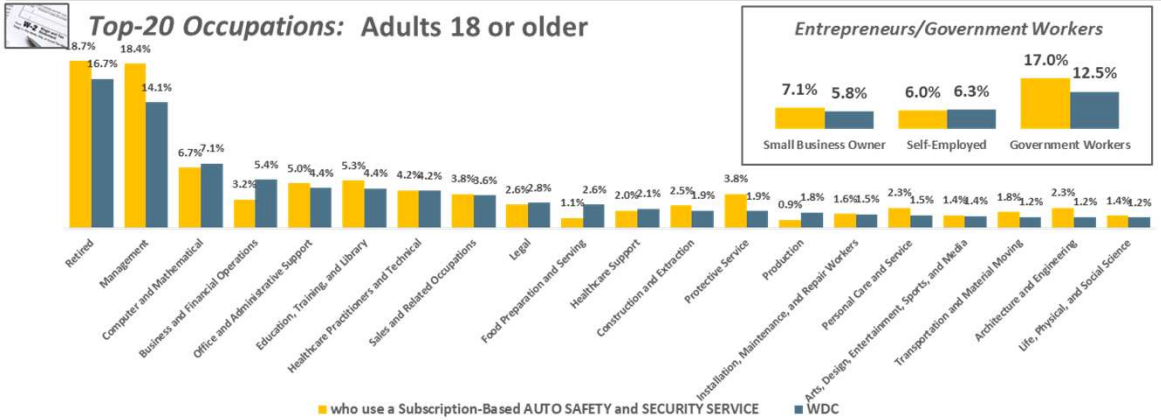
Employment: Adults 18 or older



Marital Status: Adults 18 or older

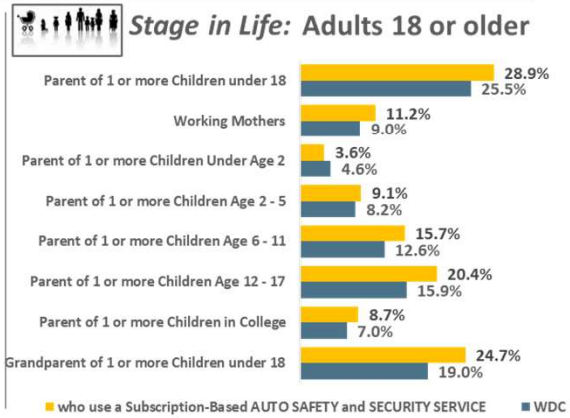


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

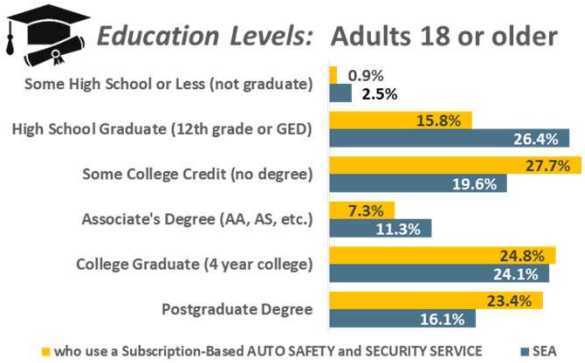
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

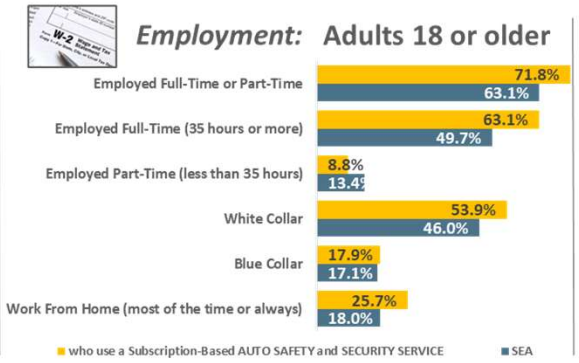


13.8% or 625,861 of SEA DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 20.% more likely to be a college graduate, 26.8% more likely to work full-time, 33.8% more likely to be married, 18.1% more likely to be a parent of 1 or more children un

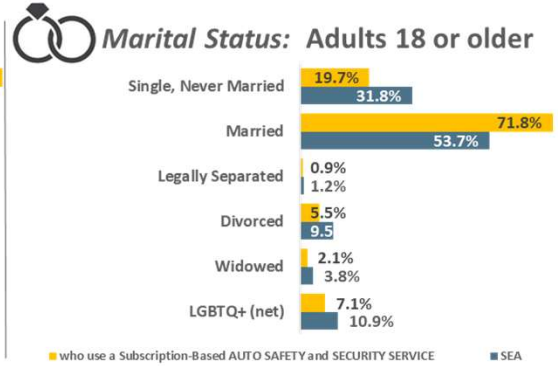
Education Levels: Adults 18 or older



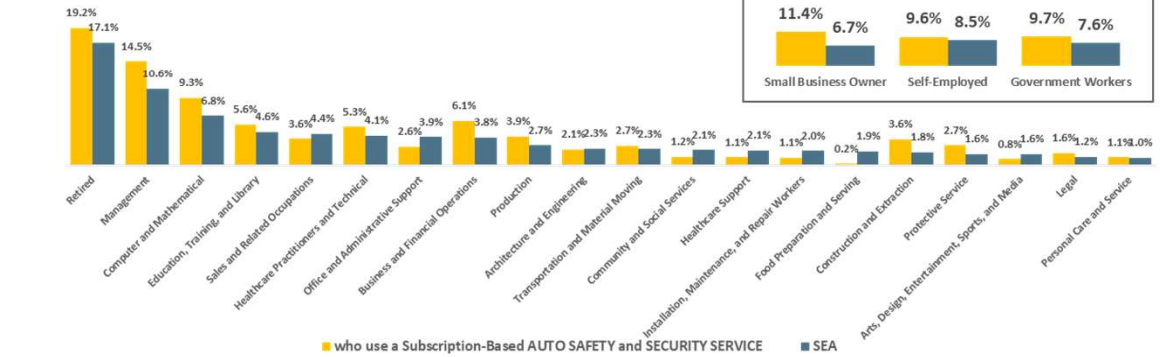
Employment: Adults 18 or older



Marital Status: Adults 18 or older

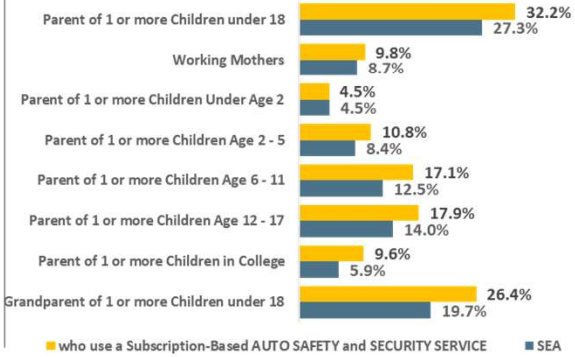


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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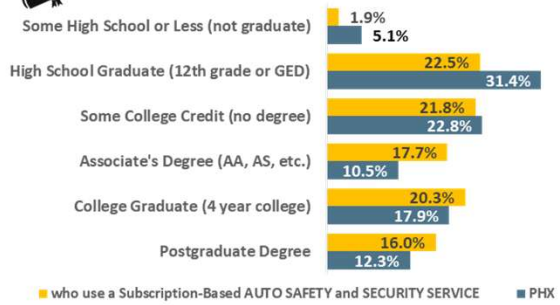
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream
Fusion API Security for Automotive, Mobility and Transportation

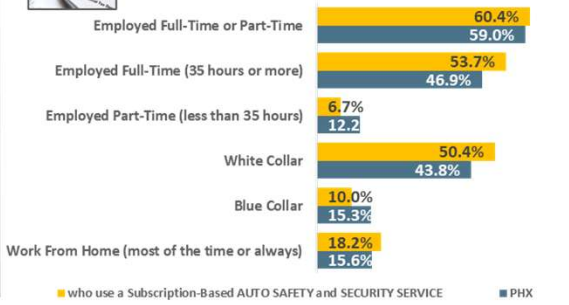
PHX

12.3% or 587,312 of PHX DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 20.1% more likely to be a college graduate, 14.5% more likely to work full-time, 15.4% more likely to be married, 10.5% less likely to be a parent of 1 or more children u

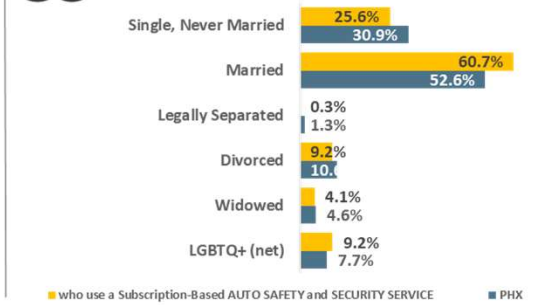
Education Levels: Adults 18 or older



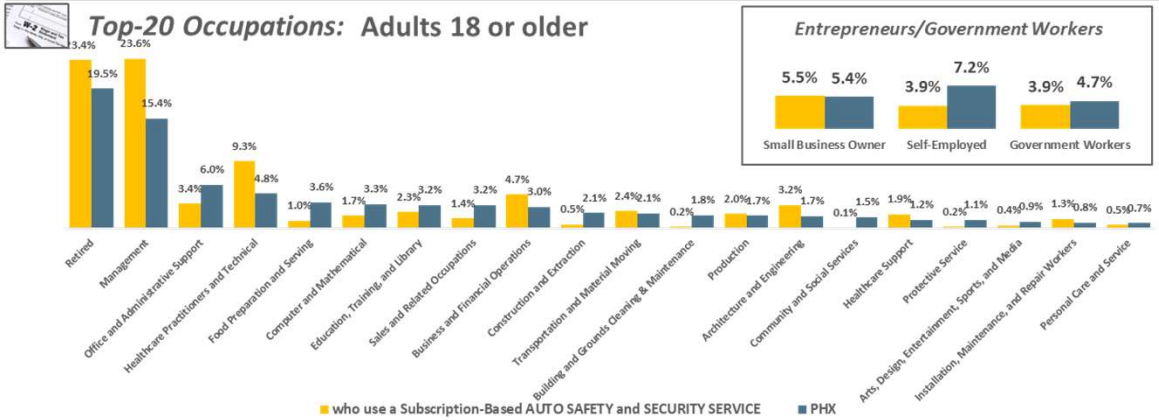
Employment: Adults 18 or older



Marital Status: Adults 18 or older

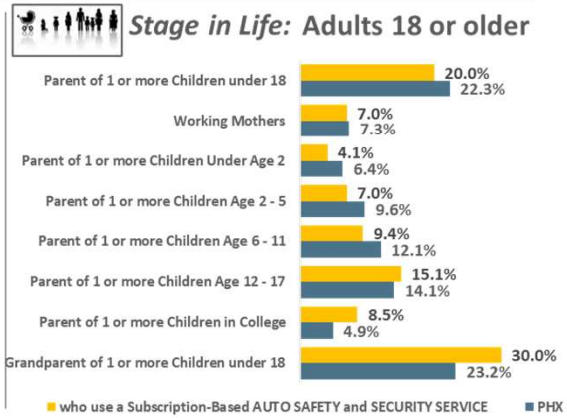


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

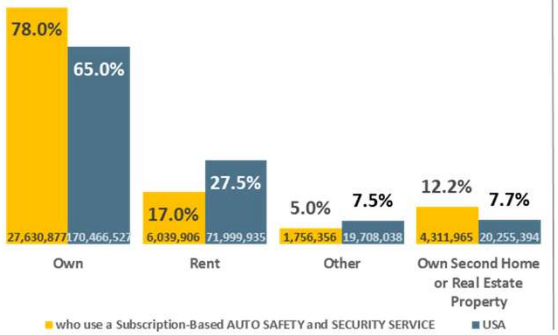
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

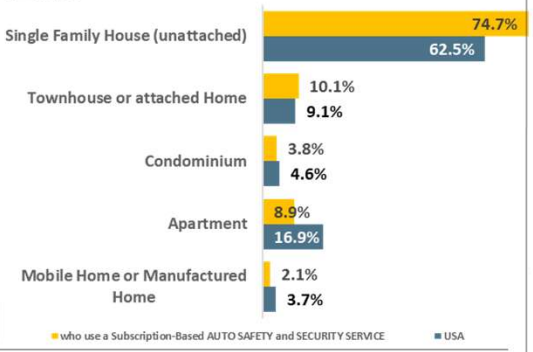


13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 20.% more likely to own their home, 35.9% more likely to own a higher valued home, 19.4% more likely to have a single-family home, 25.8% more likely to have a dog.

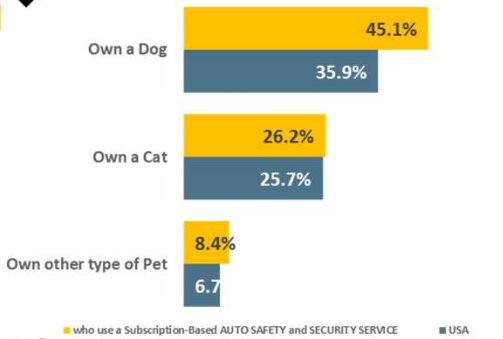
Own/Rent/Other: Adults 18 or older



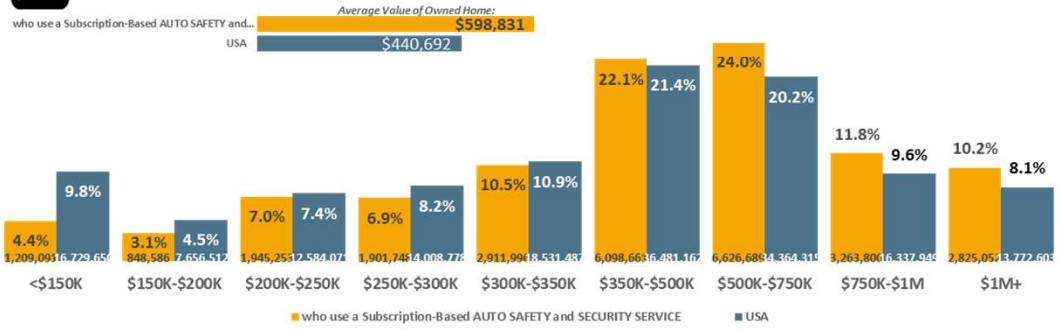
Type of Home: Adults 18 or older



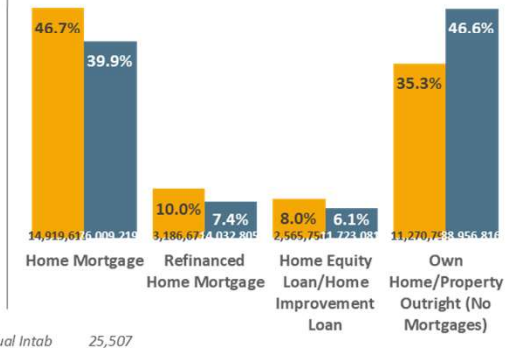
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *3,664*

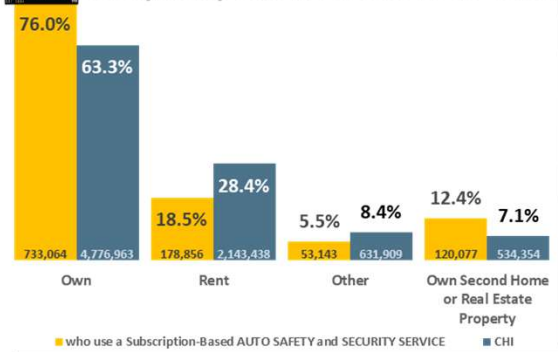
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USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*

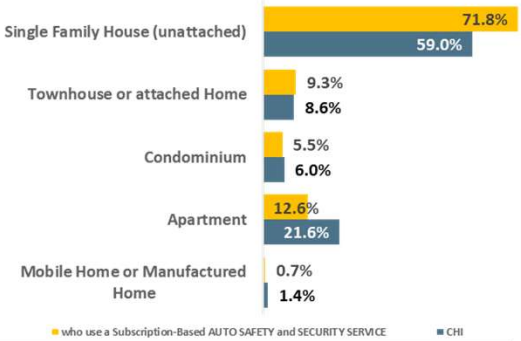
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

12.8% or 965,063 of CHI DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 20.1% more likely to own their home, 13.7% more likely to own a higher valued home, 21.8% more likely to have a single-family home, 17.7% more likely to have a dog.

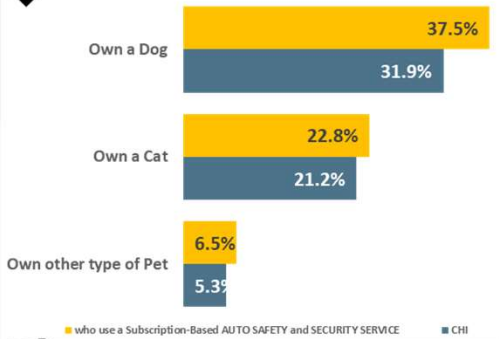
Own/Rent/Other: Adults 18 or older



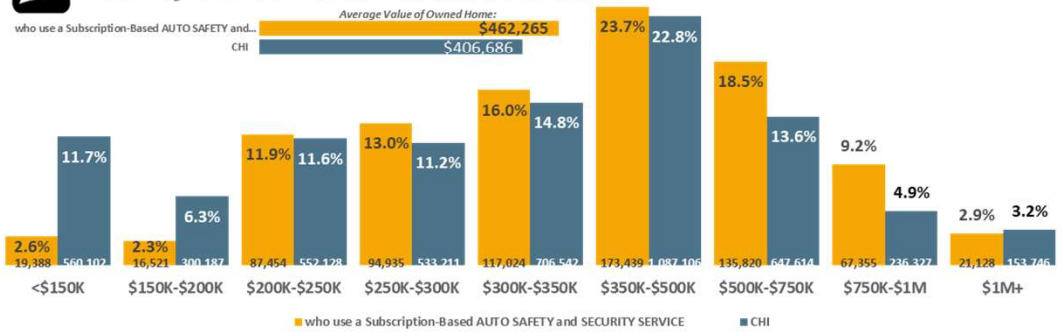
Type of Home: Adults 18 or older



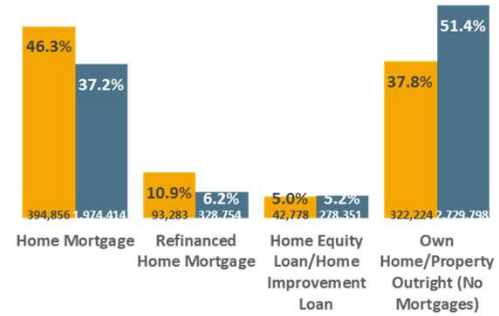
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



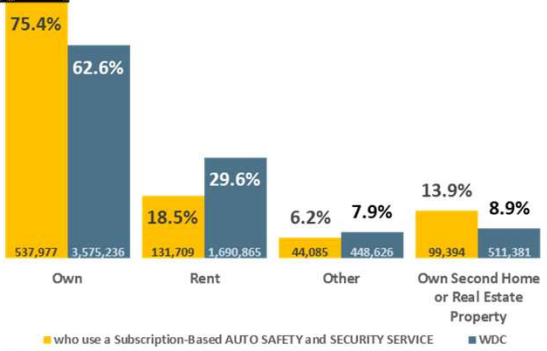
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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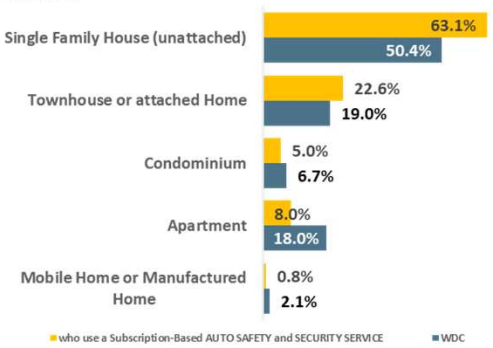
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

12.5% or 713,771 of WDC DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 20.5% more likely to own their home, 7.4% more likely to own a higher valued home, 25.3% more likely to have a single-family home, 38.3% more likely to have a dog.

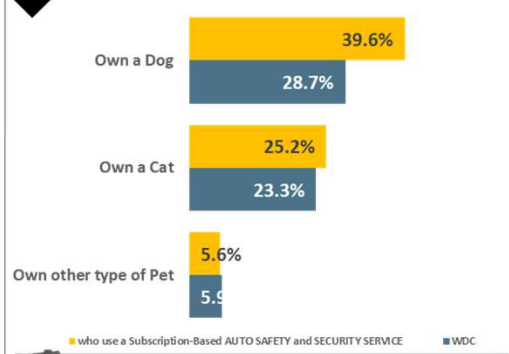
Own/Rent/Other: Adults 18 or older



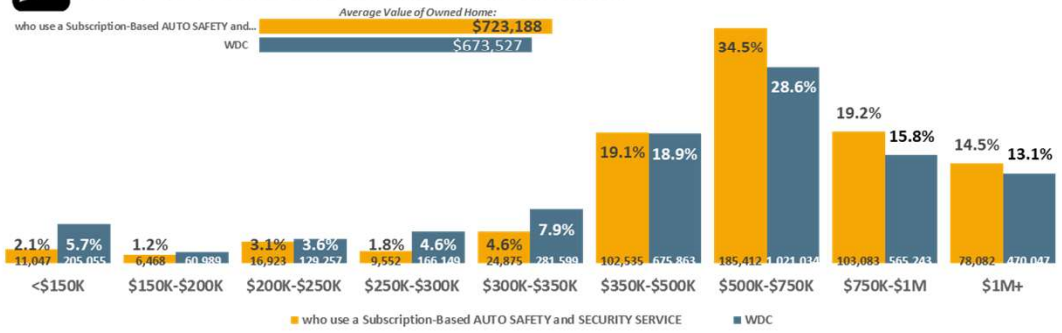
Type of Home: Adults 18 or older



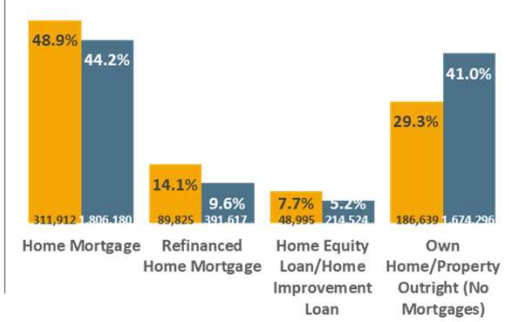
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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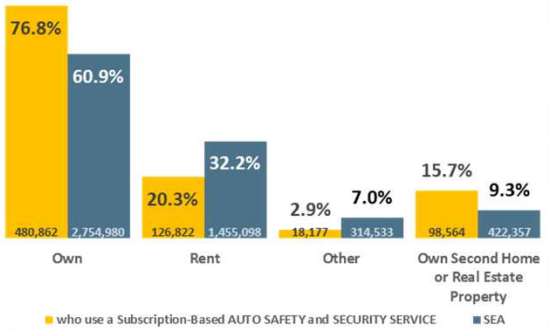
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream
Fusion API Security for Automotive, Mobility and Transportation

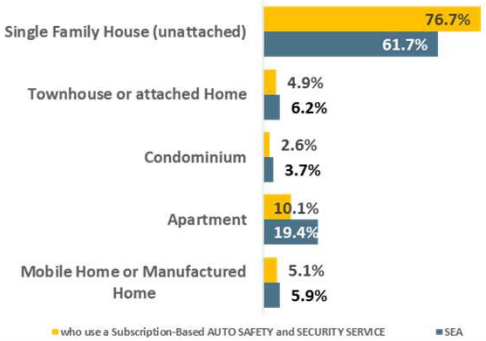
SEA

13.8% or 625,861 of SEA DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 26.2% more likely to own their home, 18.6% more likely to own a higher valued home, 24.3% more likely to have a single-family home, 29.2% more likely to have a dog.

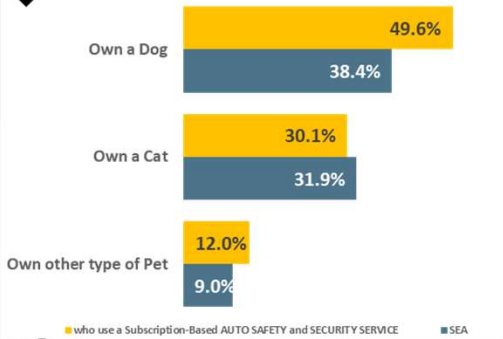
Own/Rent/Other: Adults 18 or older



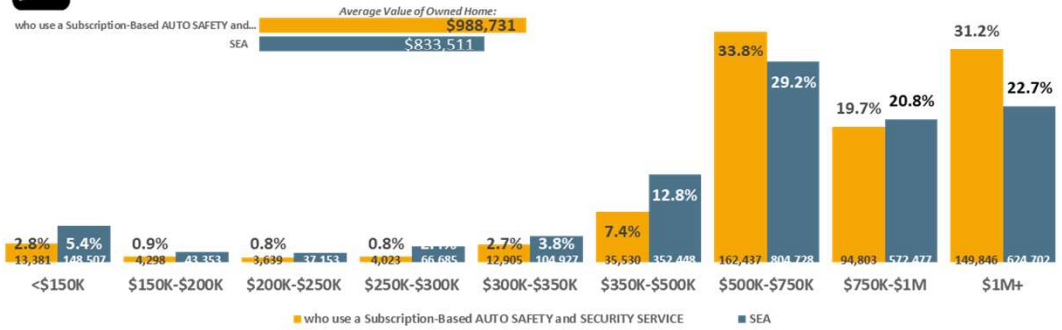
Type of Home: Adults 18 or older



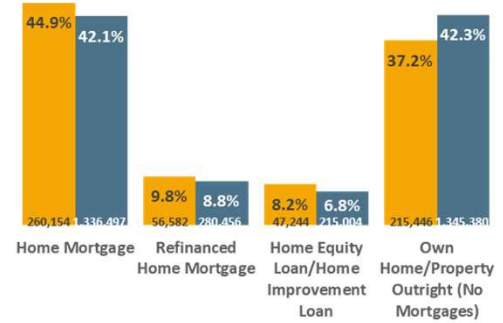
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

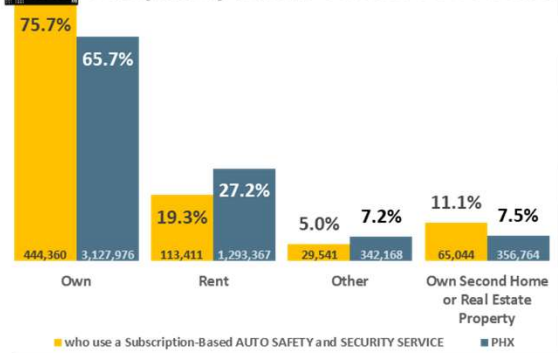
Upstream

Fusion API Security for Automotive, Mobility and Transportation

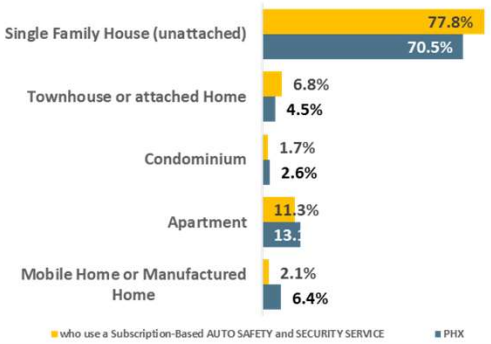
PHX

12.3% or 587,312 of PHX DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 15.2% more likely to own their home, 18.1% more likely to own a higher valued home, 10.4% more likely to have a single-family home, 12.7% more likely to have a dog.

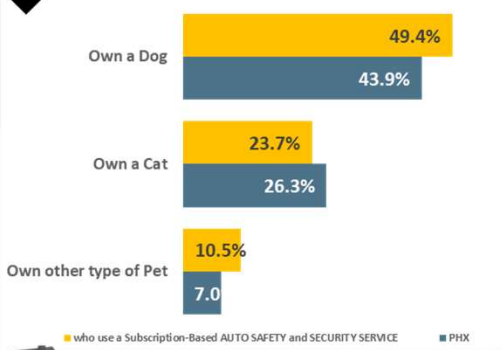
Own/Rent/Other: Adults 18 or older



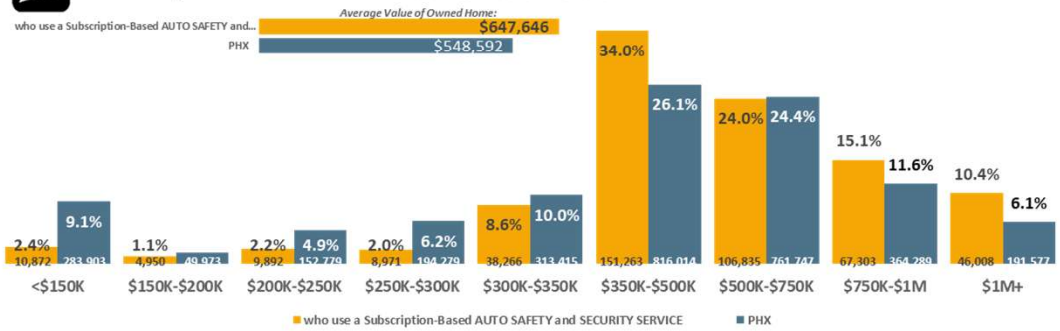
Type of Home: Adults 18 or older



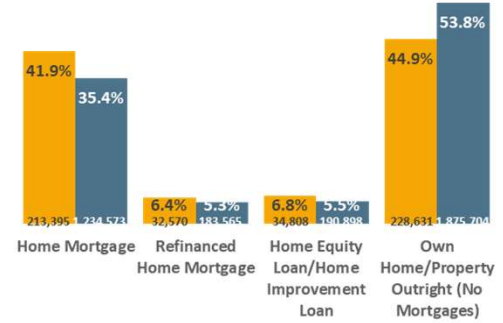
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



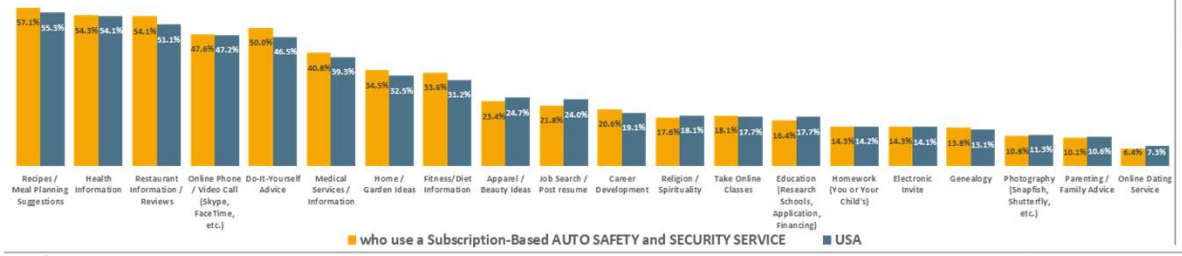
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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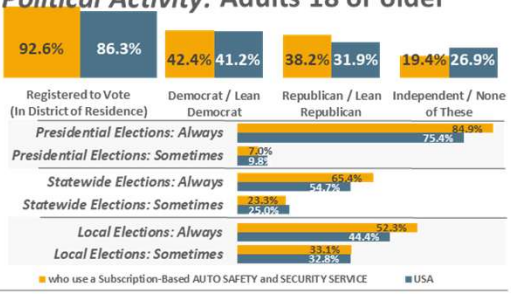
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 7.5% more likely to look up D-I-Y advice online, 17.9% more likely to always vote in local elections, 27.2% more likely to belong to a gym, 12.1% more likely to fly domes

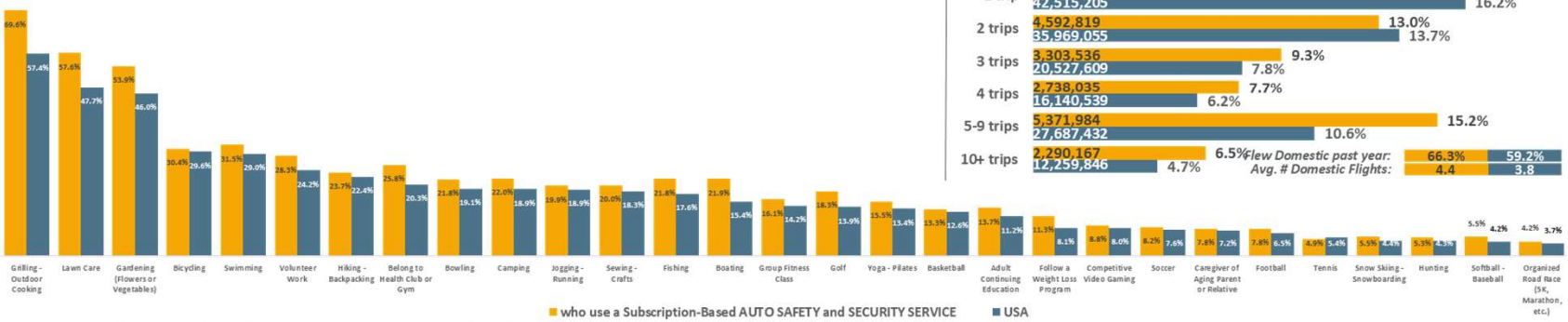
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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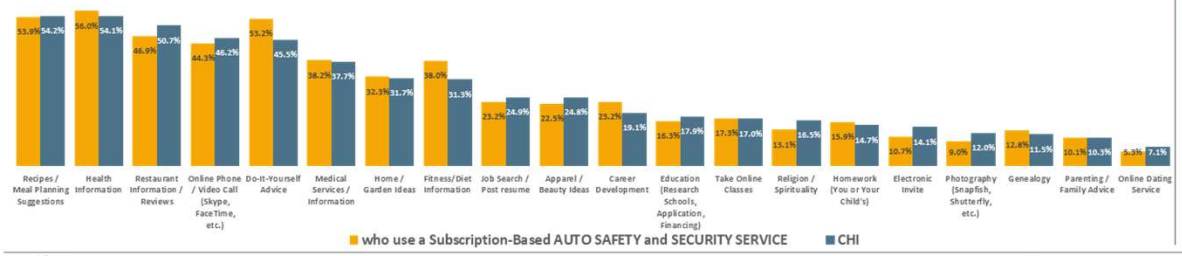
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

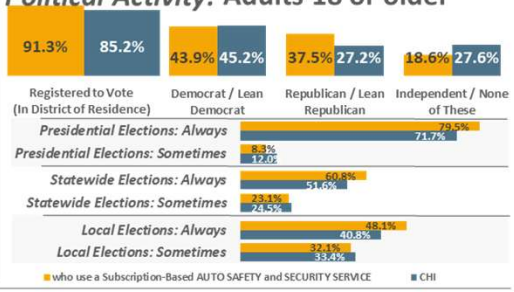


12.8% or 965,063 of CHI DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY… Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 16.8% more likely to look up D-I-Y advice online, 18.% more likely to always vote in local elections, 37.1% more likely to belong to a gym, 13.6% more likely to fly domes

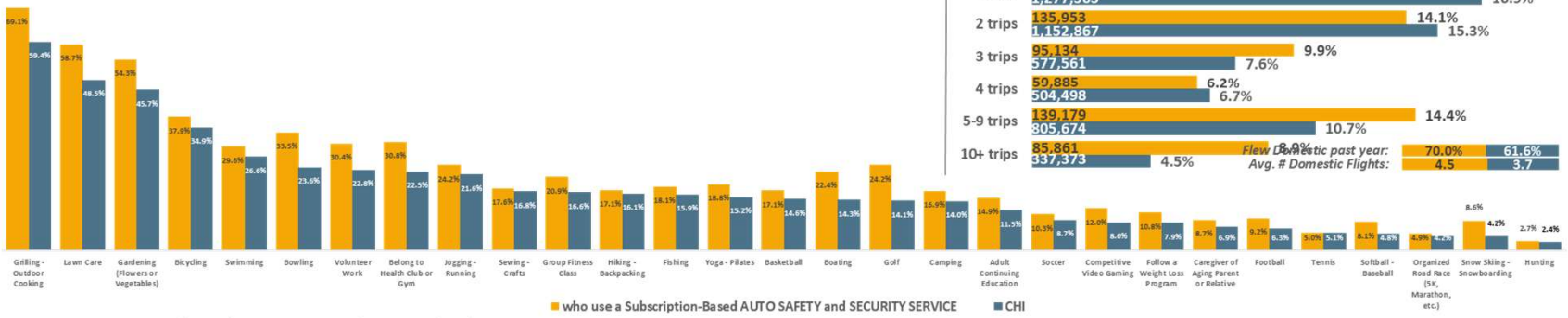
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

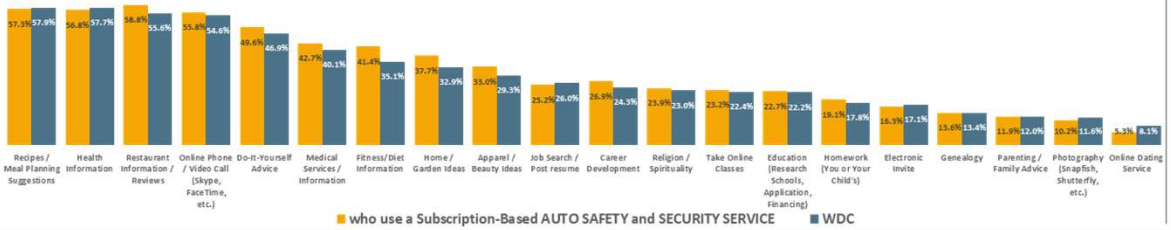
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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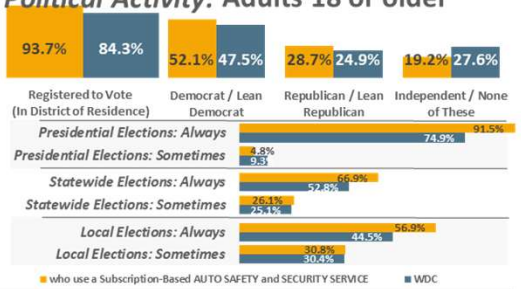
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

12.5% or 713,771 of WDC DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY… Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 5.6% more likely to look up D-I-Y advice online, 28.% more likely to always vote in local elections, 40.1% more likely to belong to a gym, 11.4% more likely to fly domest

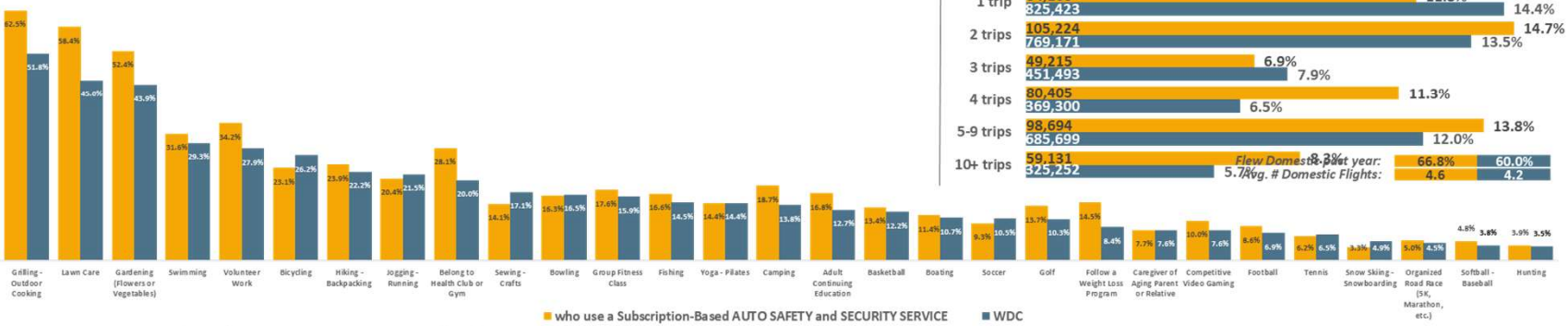
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

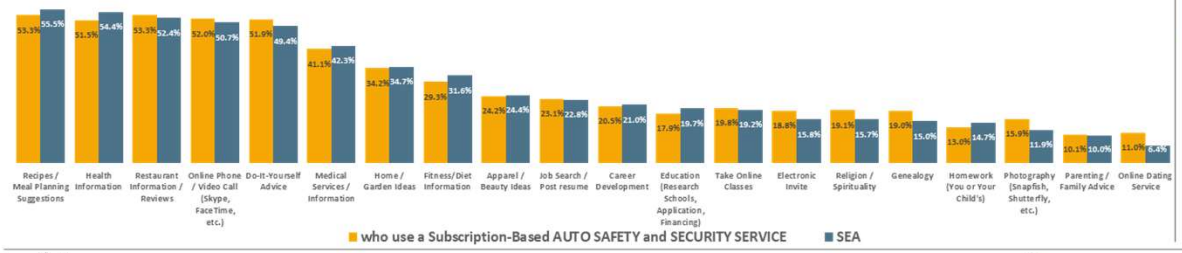
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

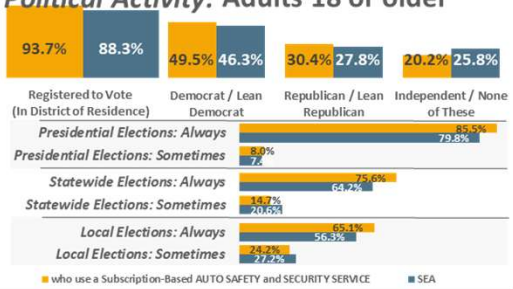


13.8% or 625,861 of SEA DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY… Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 5.2% more likely to look up D-I-Y advice online, 15.6% more likely to always vote in local elections, 15.6% more likely to belong to a gym, 16.7% more likely to fly domes

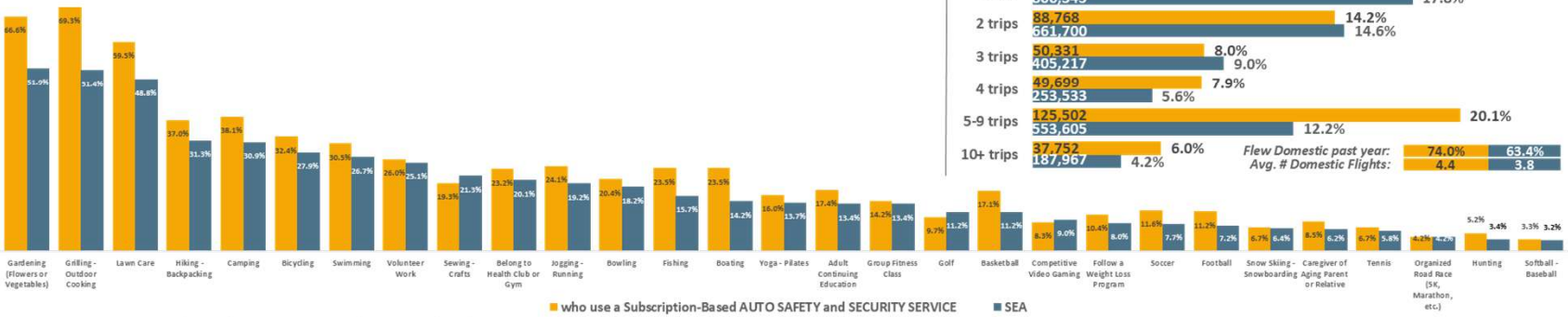
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

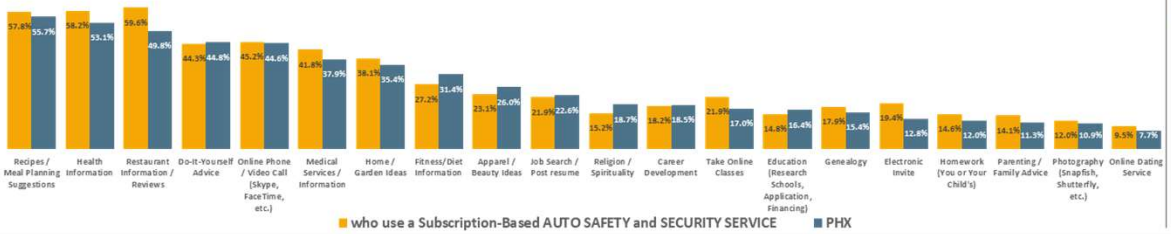
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

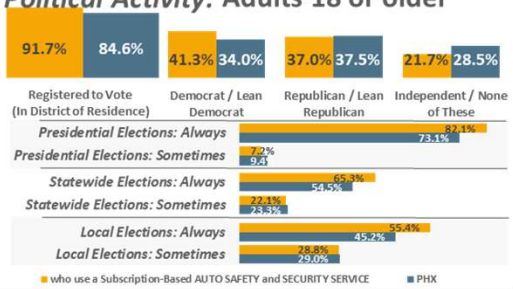


12.3% or 587,312 of PHX DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY… Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 1.2% less likely to look up D-I-Y advice online, 22.4% more likely to always vote in local elections, 29.9% more likely to belong to a gym, 12.3% more likely to fly domes

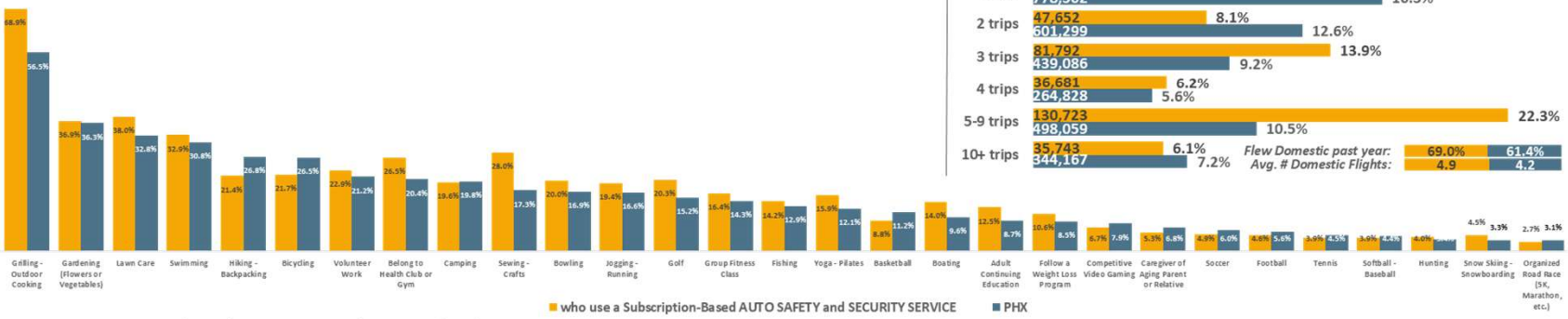
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

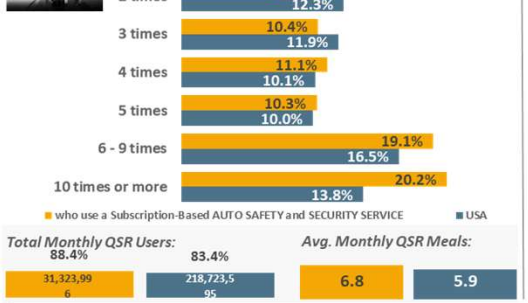
Upstream
Fusion API Security for Automotive, Mobility and Transportation

USA

13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 6.% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 19.3% more likely to use Casinos past yr., 16.% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



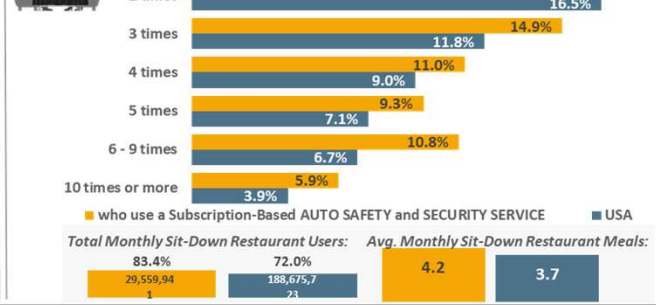


Total Monthly QSR Users: 88.4% 31,323,996 | 83.4% 218,723,595

Avg. Monthly QSR Meals: 6.8 | 5.9

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





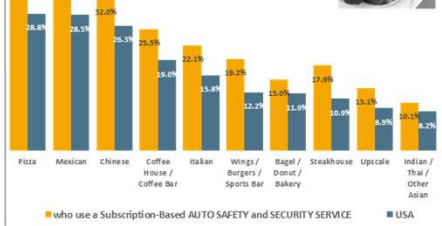
Total Monthly Sit-Down Restaurant Users: 83.4% 29,559,941 | 72.0% 188,675,723

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who use a Subscription-Based AUTO SAFETY and... 7,875,629 22.2%

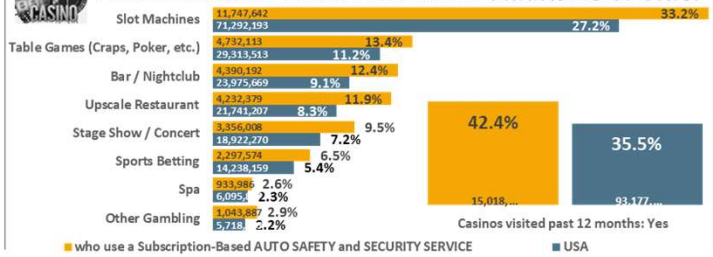
USA 19.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *3,664*

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USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

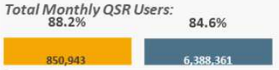


12.8% or 965,063 of CHI DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 4.2% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 28.6% more likely to use Casinos past yr., 30.1% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



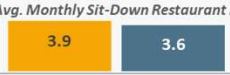
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

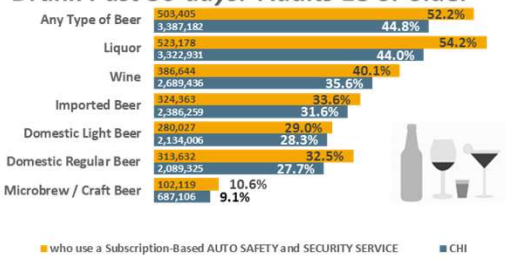
(Sit-Down Restaurants Used Past 30-days)



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

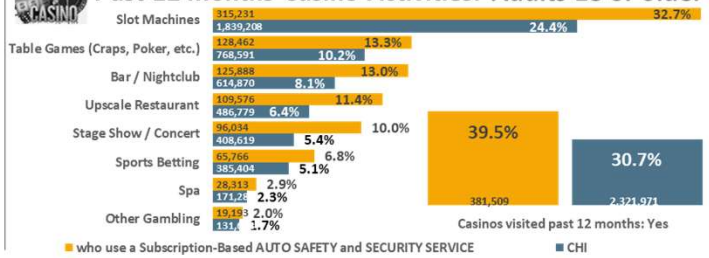


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



12.5% or 713,771 of WDC DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 9.1% more likely to use QSRs past mo., 19.8% more likely to use Sit-Down Restaurants past mo., 36.5% more likely to use Casinos past yr., 7.7% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

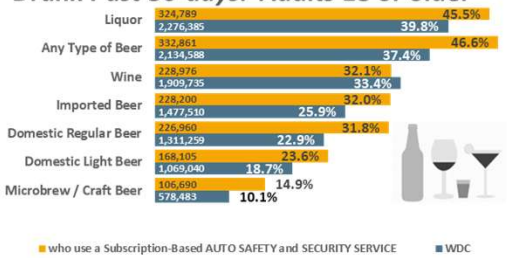
(Sit-Down Restaurants Used Past 30-days)



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

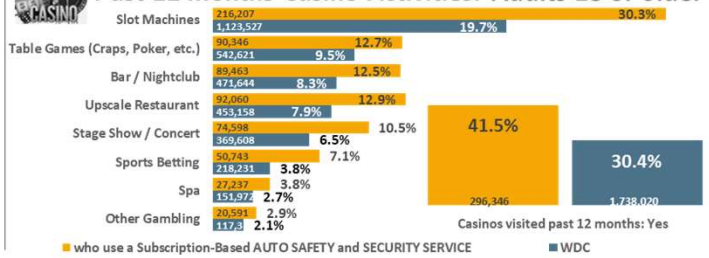


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



13.8% or 625,861 of SEA DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 7.% more likely to use QSRs past mo., 15.8% more likely to use Sit-Down Restaurants past mo., 2.9% more likely to use Casinos past yr., 2.% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.7% 536,543 | 80.1% 3,624,751

Avg. Monthly QSR Meals: 6.1 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 81.0% 506,821 | 69.9% 3,162,900

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who use a Subscription-Based AUTO SAFETY and... 177,549 28.4%

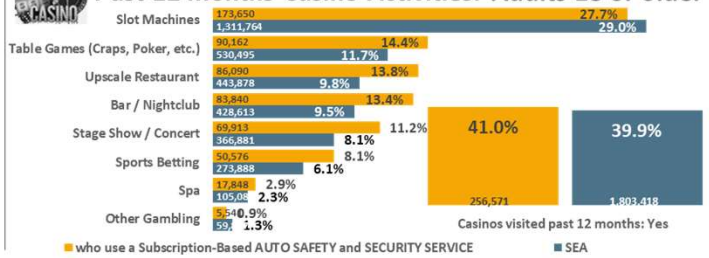
SEA 893,209 19.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream — Fusion API Security for Automotive, Mobility and Transportation — PHX

12.3% or 587,312 of PHX DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 2.5% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 14.4% more likely to use Casinos past yr., 18.2% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.5% 502,387 | 83.5% 3,975,699

Avg. Monthly QSR Meals: 7.1 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 83.4% 489,616 | 70.8% 3,373,909

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who use a Subscription-Based AUTO SAFETY and... 121,856 20.7%

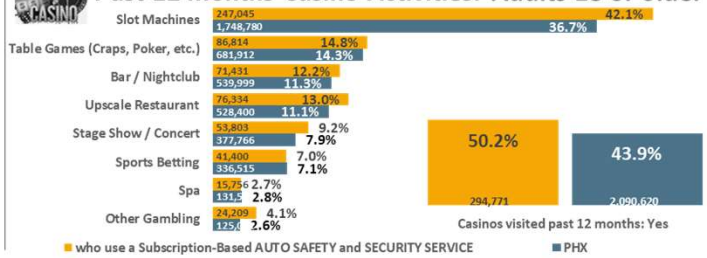
PHX 785,235 16.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





50.2% 294,771 | 43.9% 2,080,620

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

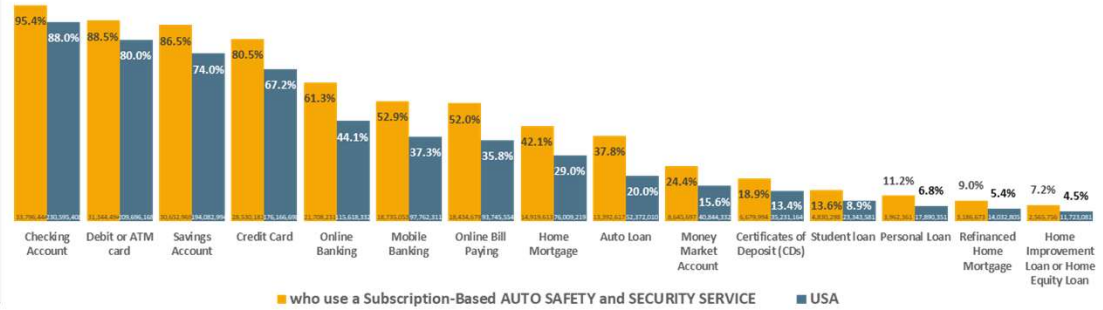


13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 31.9% more likely to have a 401K, 89.2% more likely to have an Auto Loan, 39.2% more likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



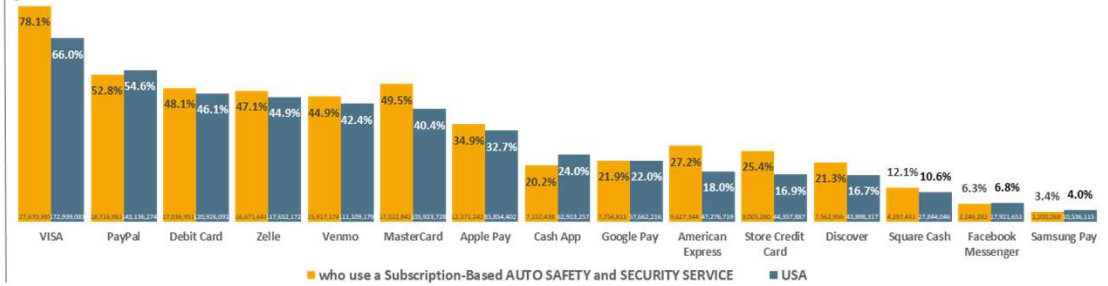
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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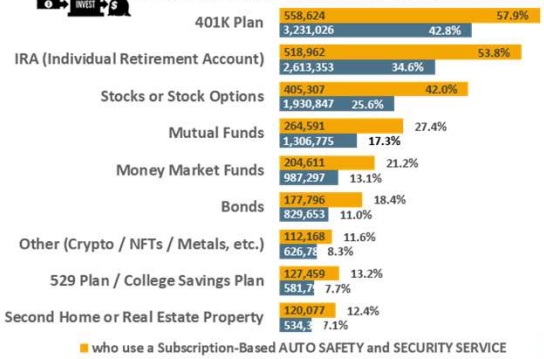
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

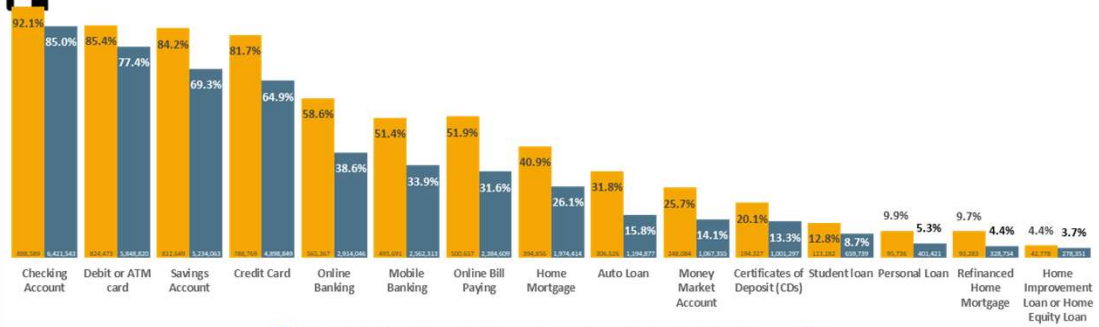


12.8% or 965,063 of CHI DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY... Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 35.3% more likely to have a 401K, 100.8% more likely to have an Auto Loan, 70.7% more likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

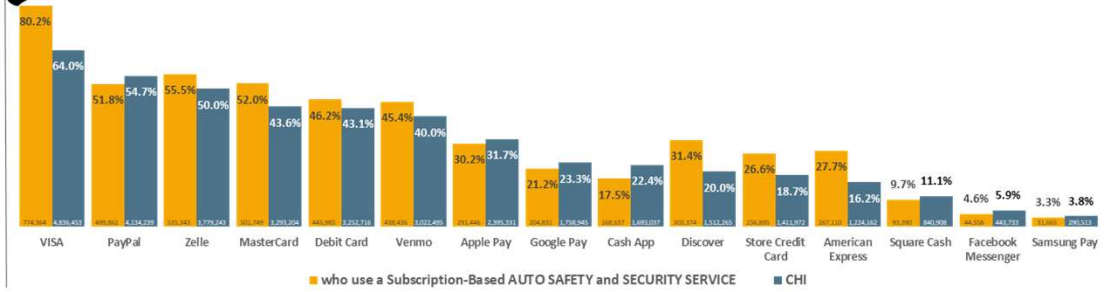


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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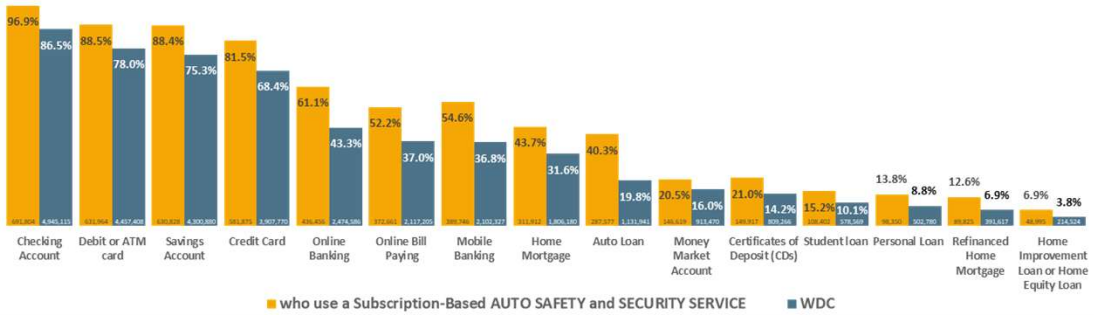
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

12.5% or 713,771 of WDC DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY... Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 30.1% more likely to have a 401K, 103.4% more likely to have an Auto Loan, 44.7% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



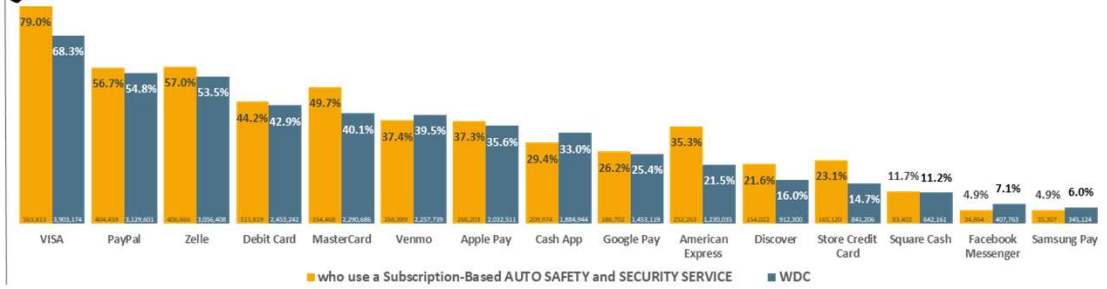
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

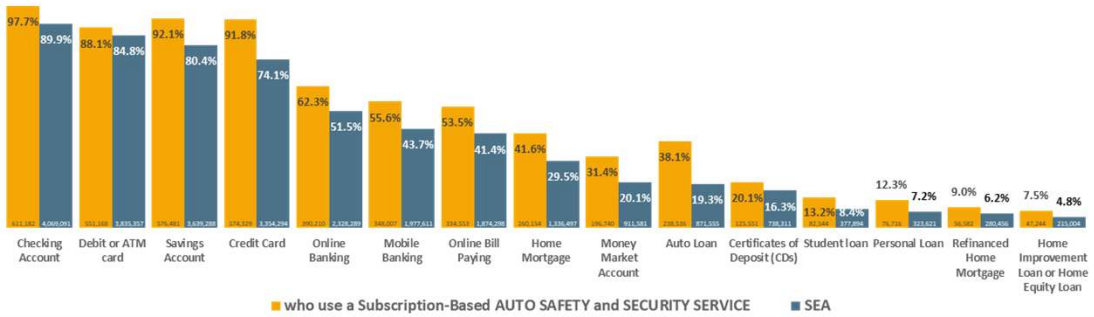
Upstream — Fusion API Security for Automotive, Mobility and Transportation — SEA

13.8% or 625,861 of SEA DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY… Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 41.3% more likely to have a 401K, 97.9% more likely to have an Auto Loan, 45.2% more likely to Invest/Trade Stocks Online, 6.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



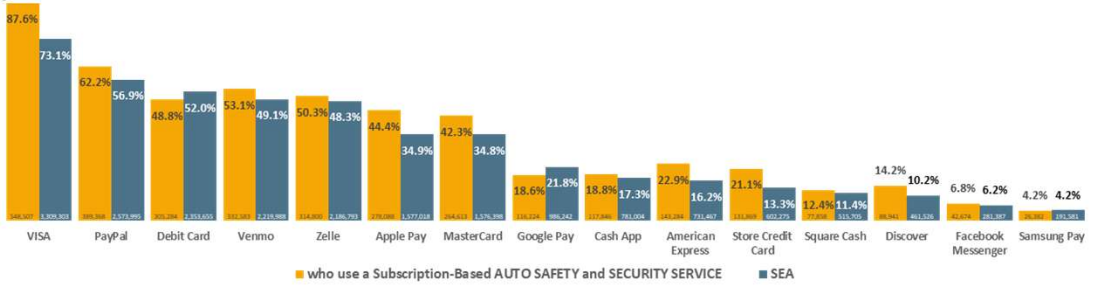
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

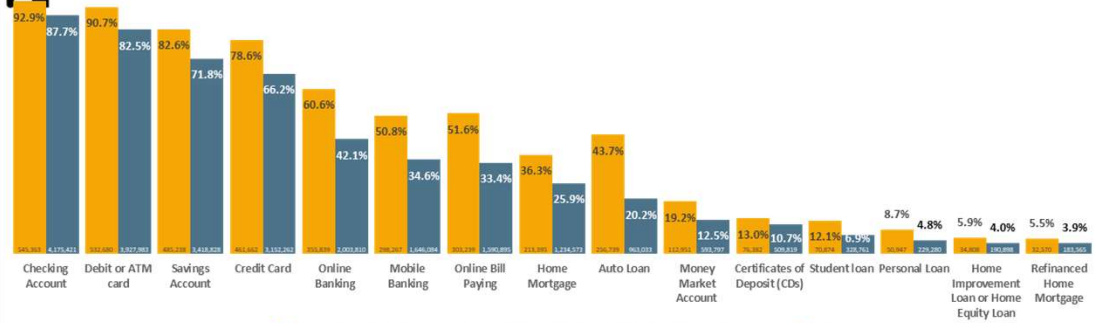


12.3% or 587,312 of PHX DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY… Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 28.4% more likely to have a 401K, 116.2% more likely to have an Auto Loan, 35.% more likely to Invest/Trade Stocks Online, .3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



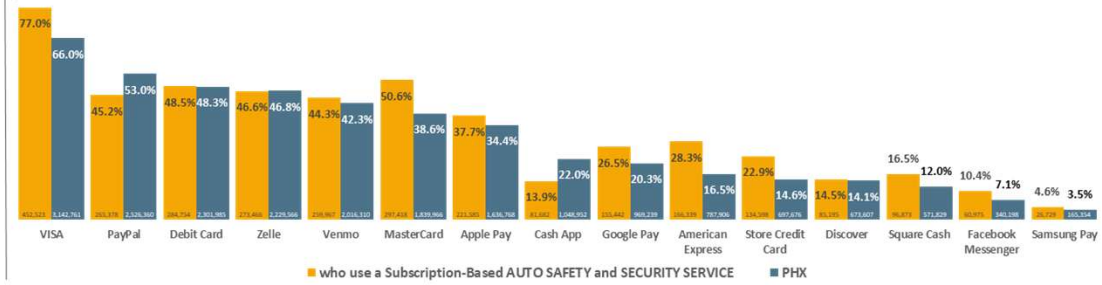
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



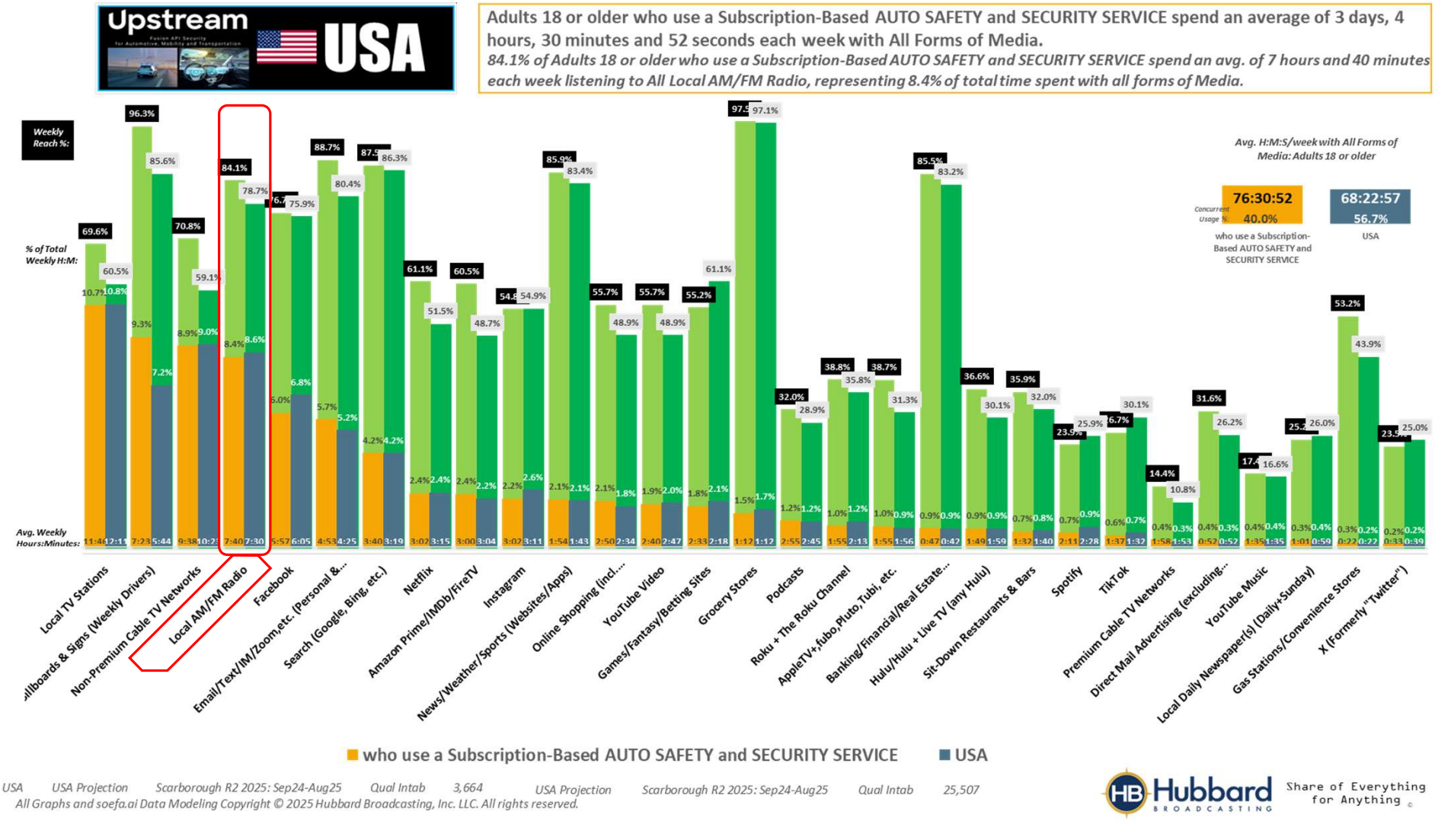
Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

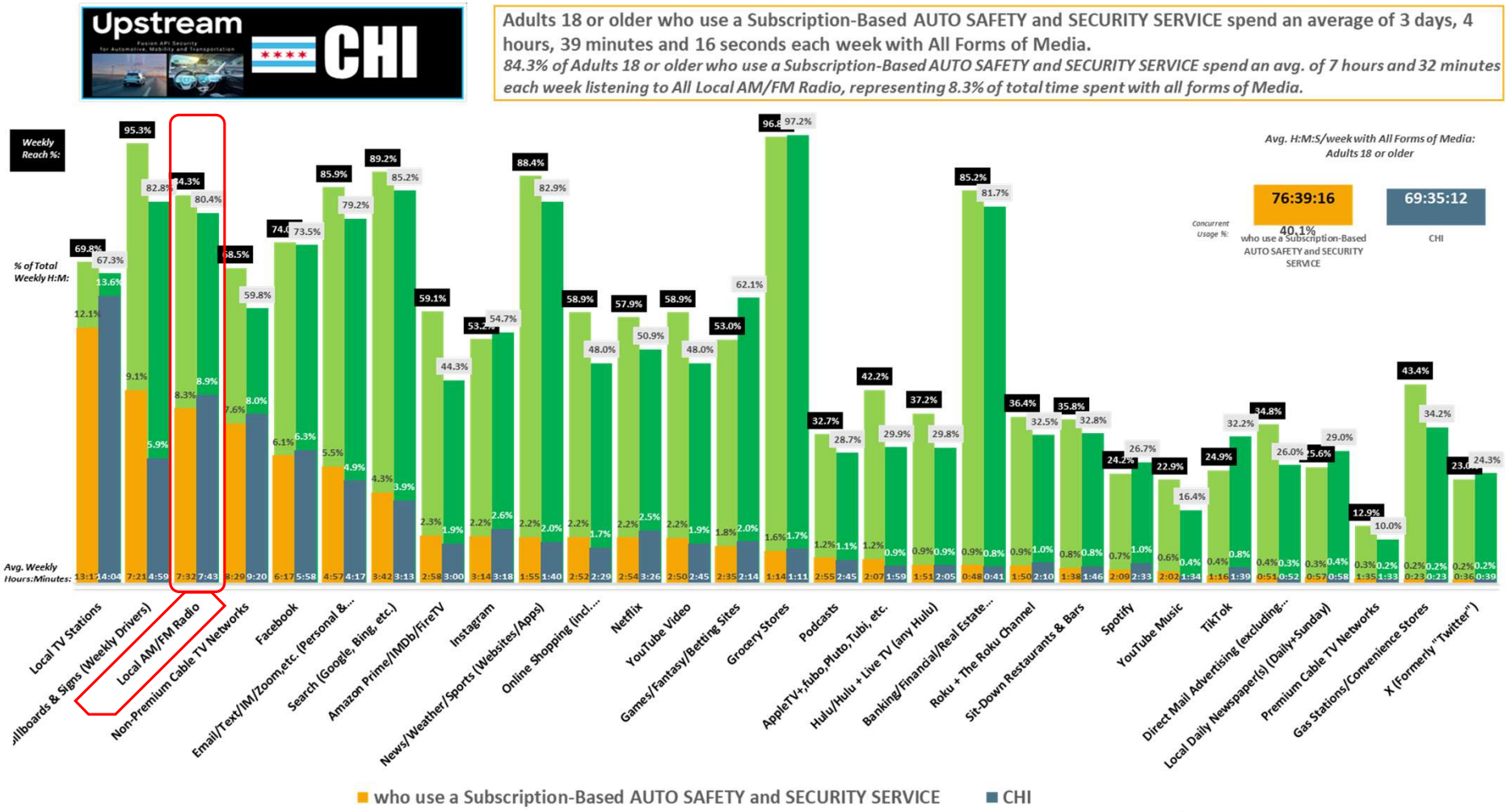


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

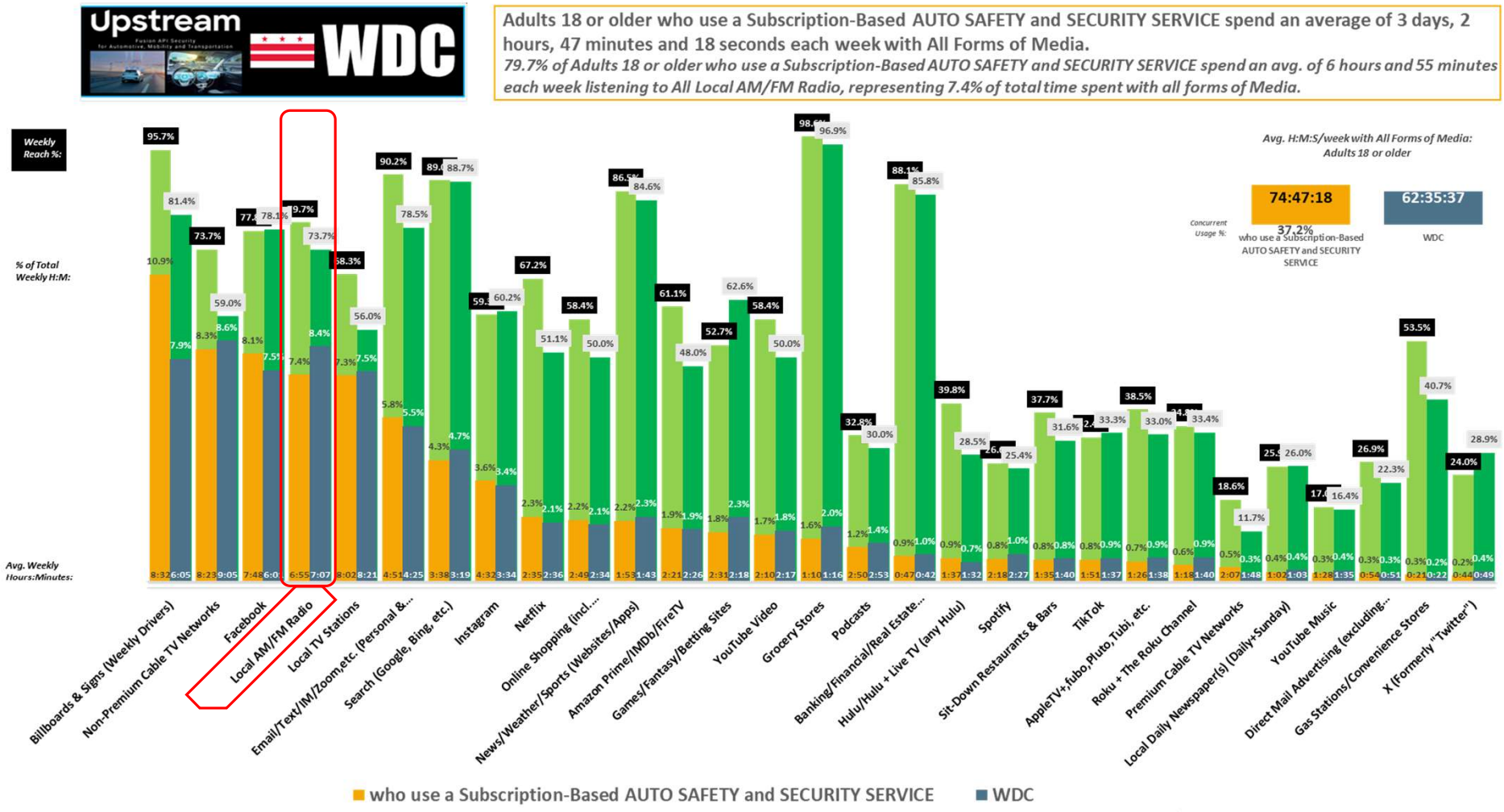


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

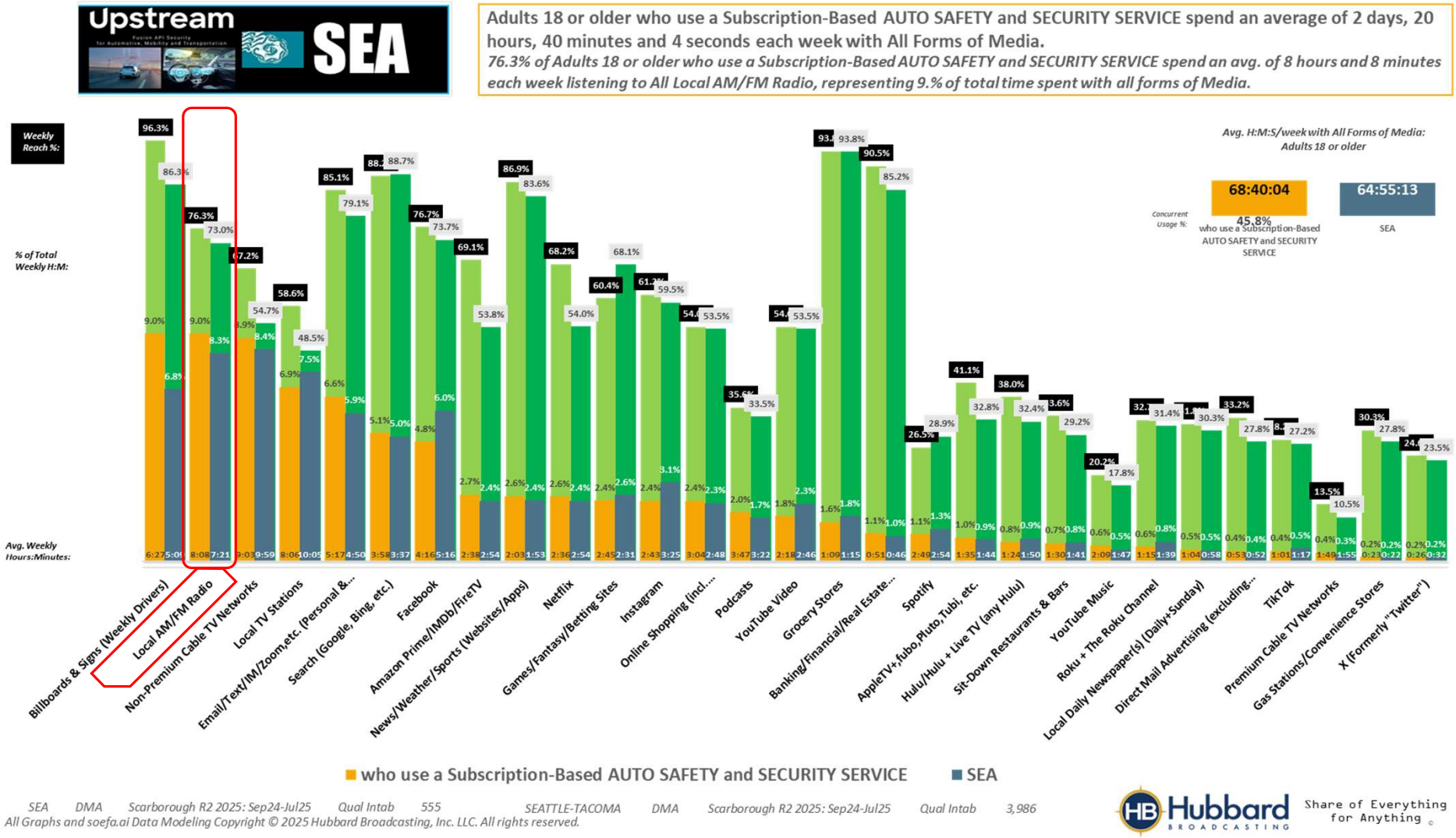


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

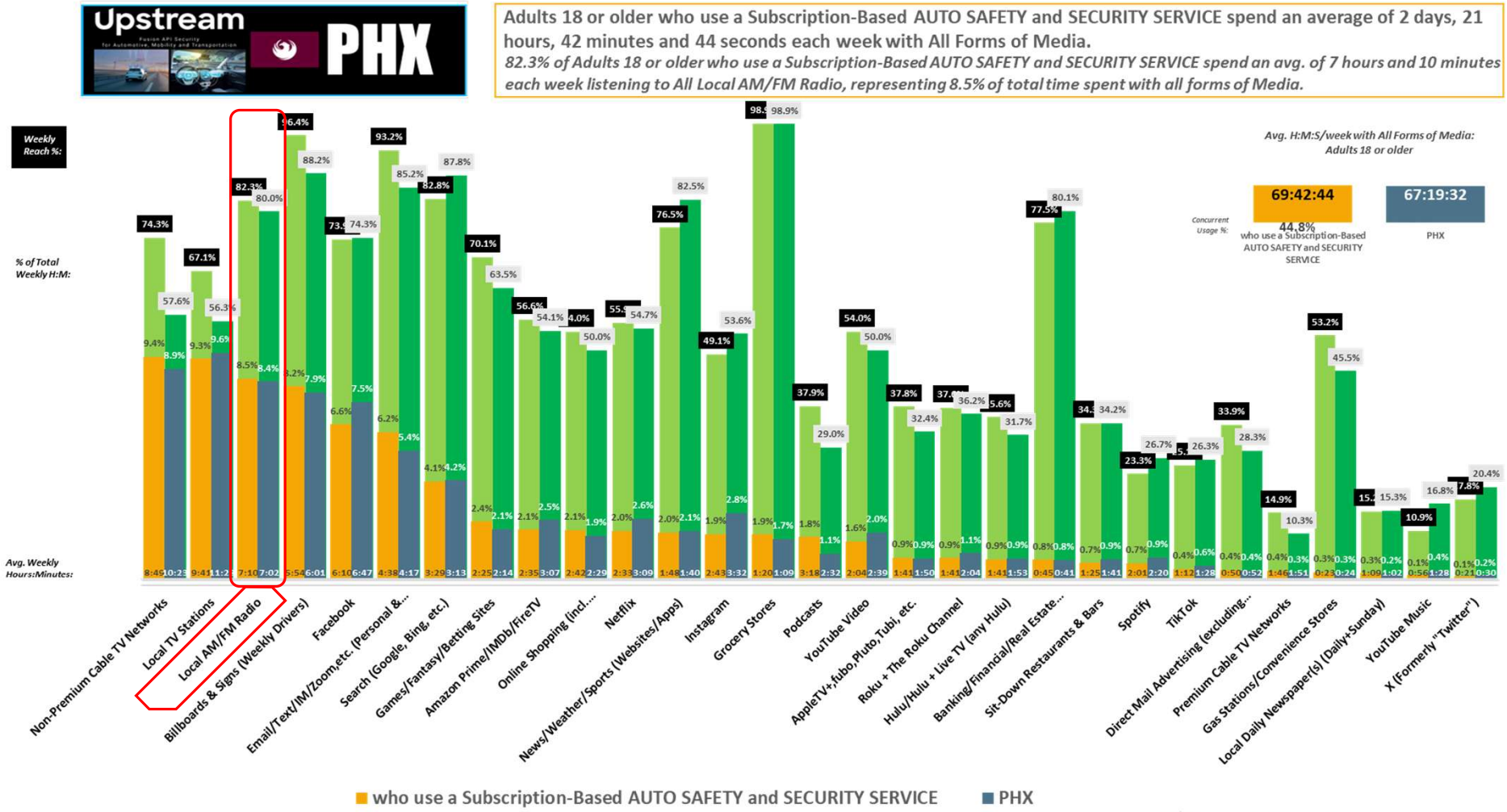


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

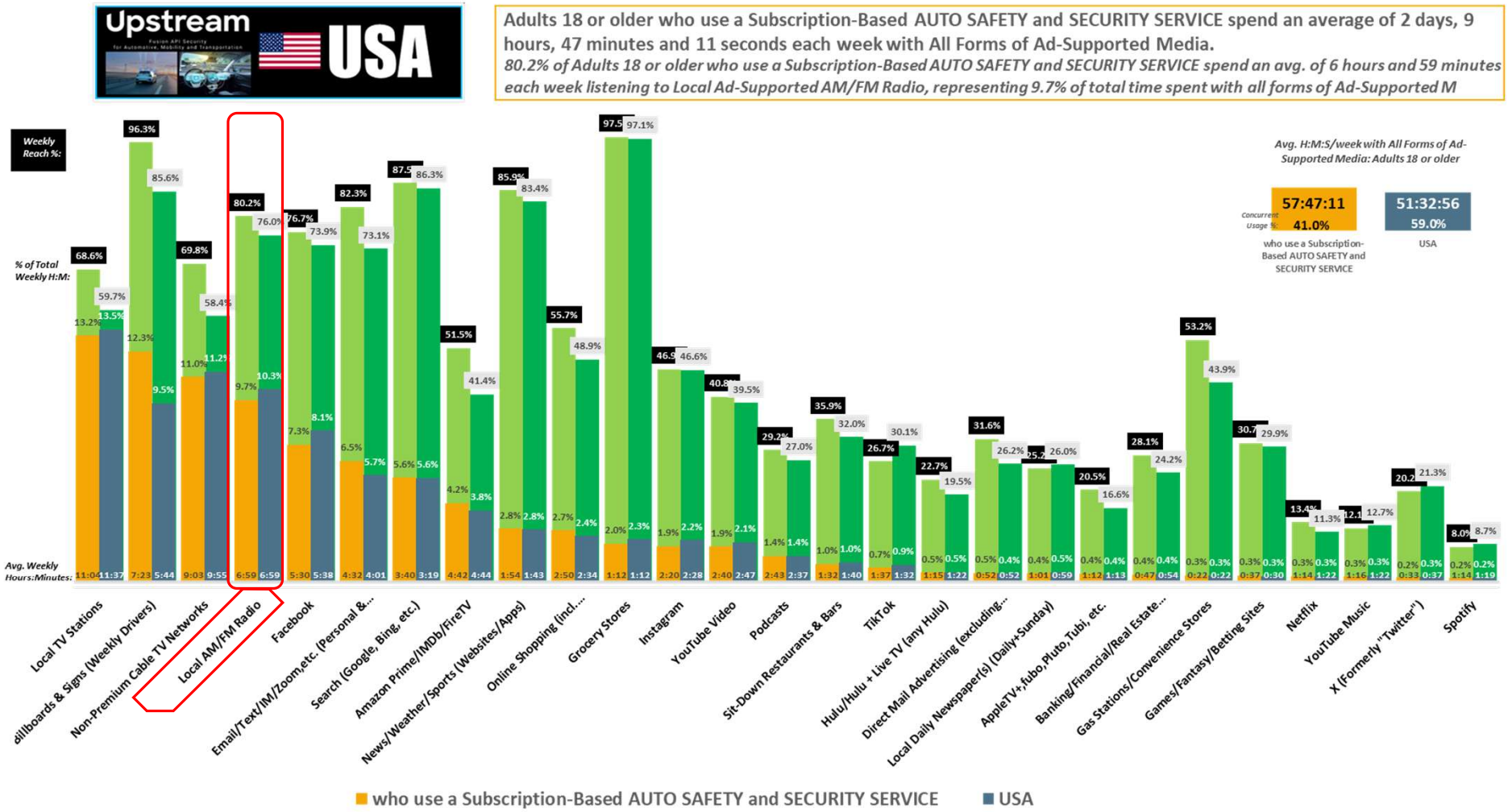
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

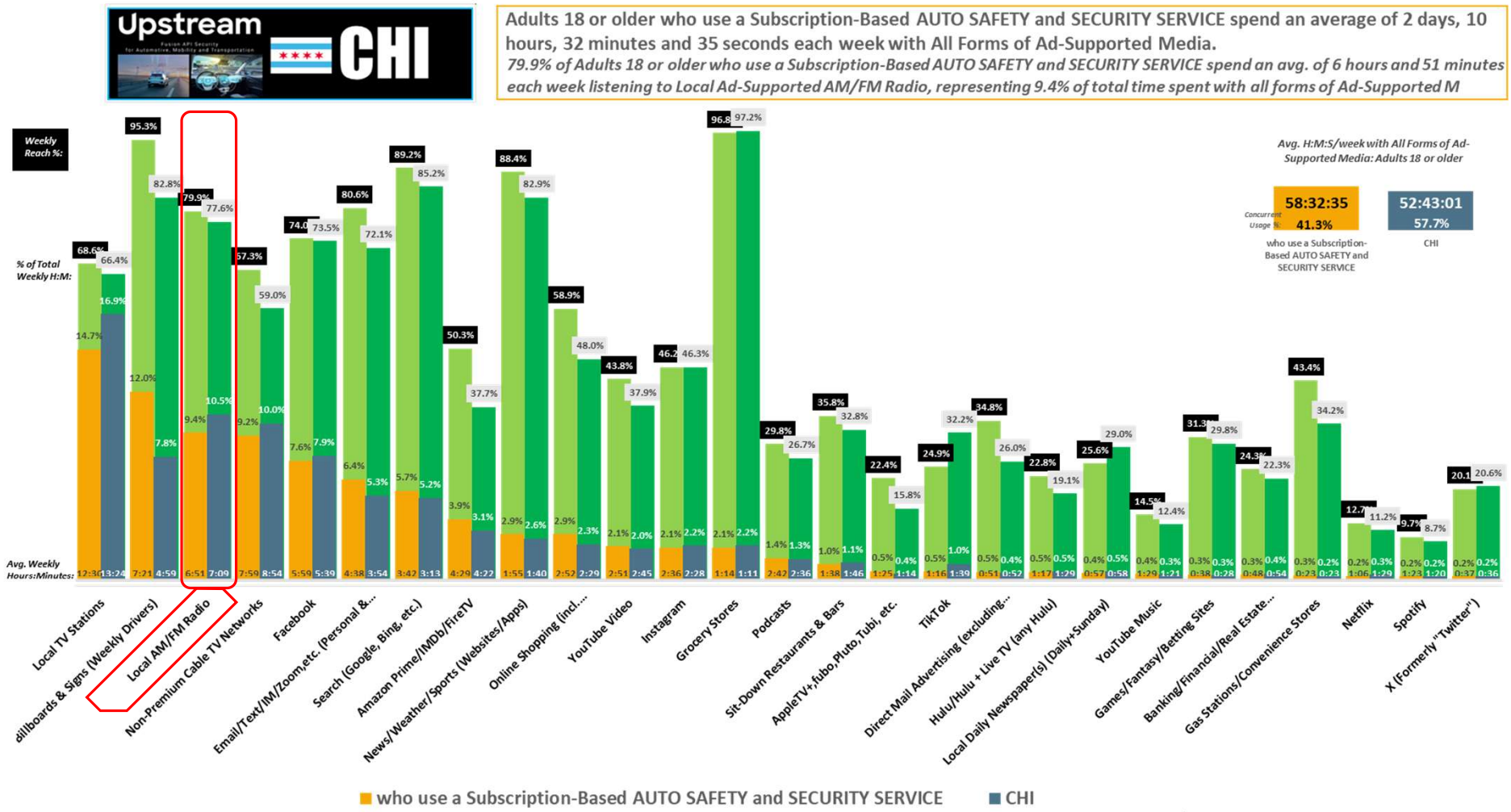


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

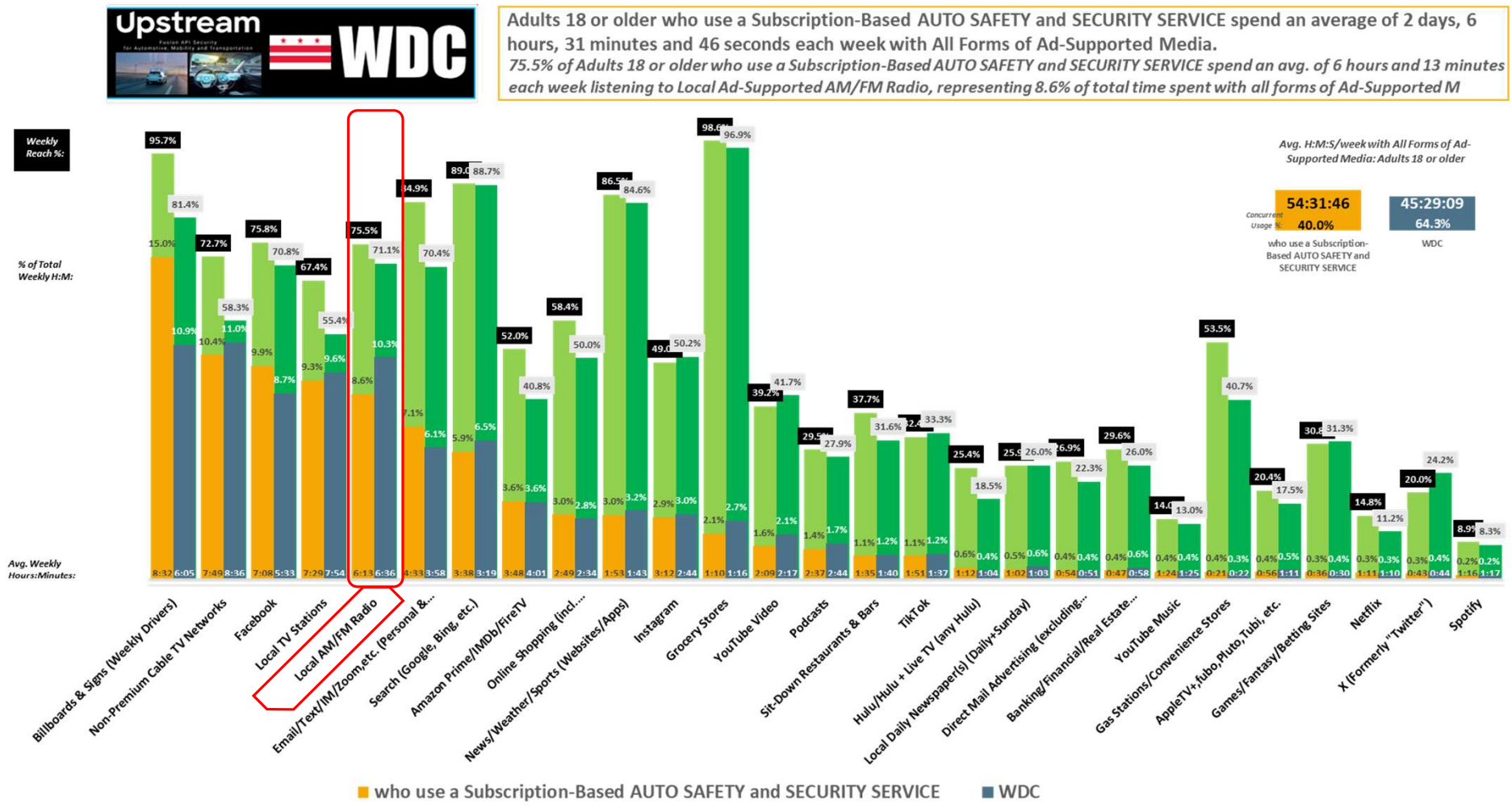


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

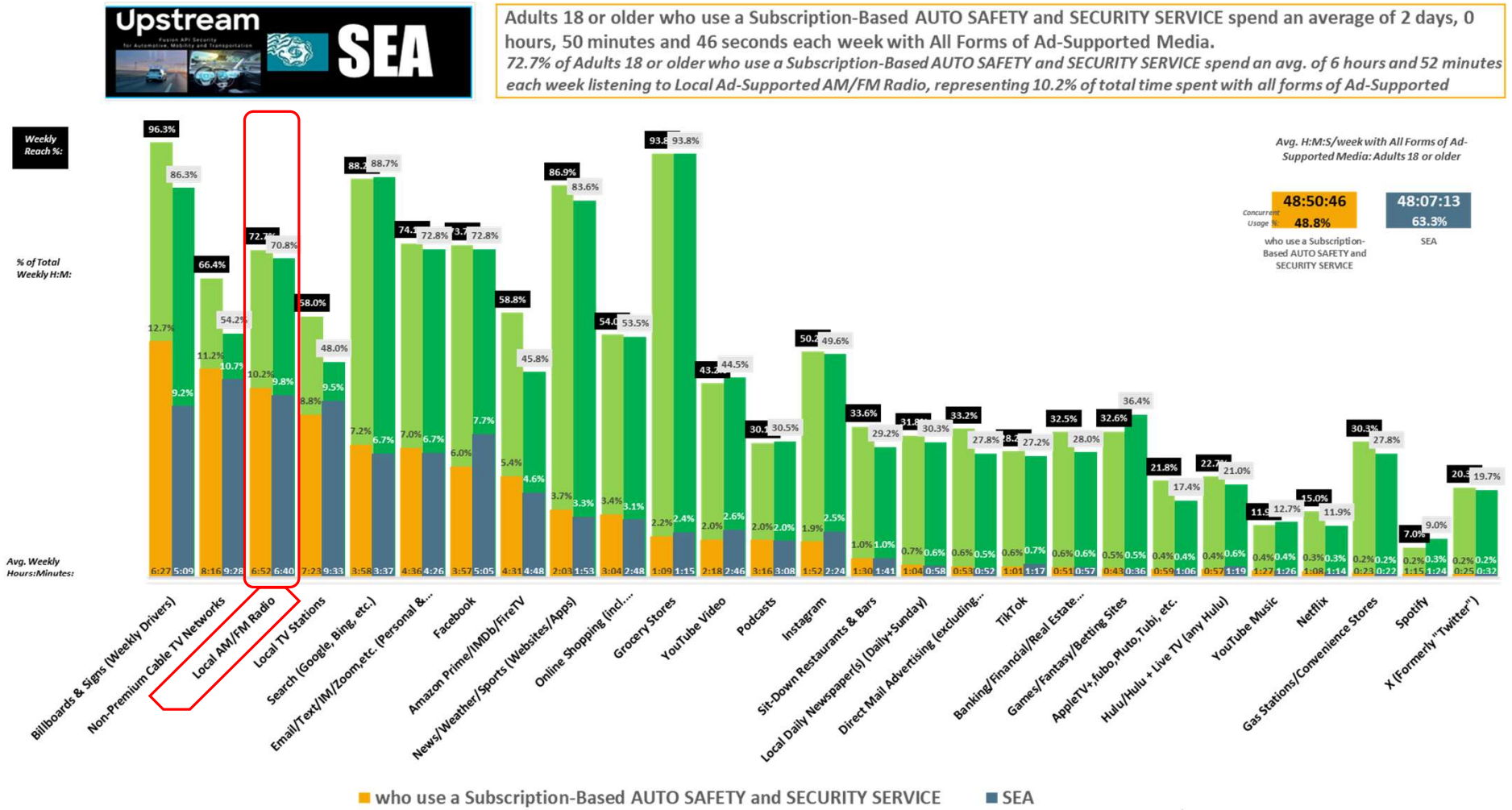


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

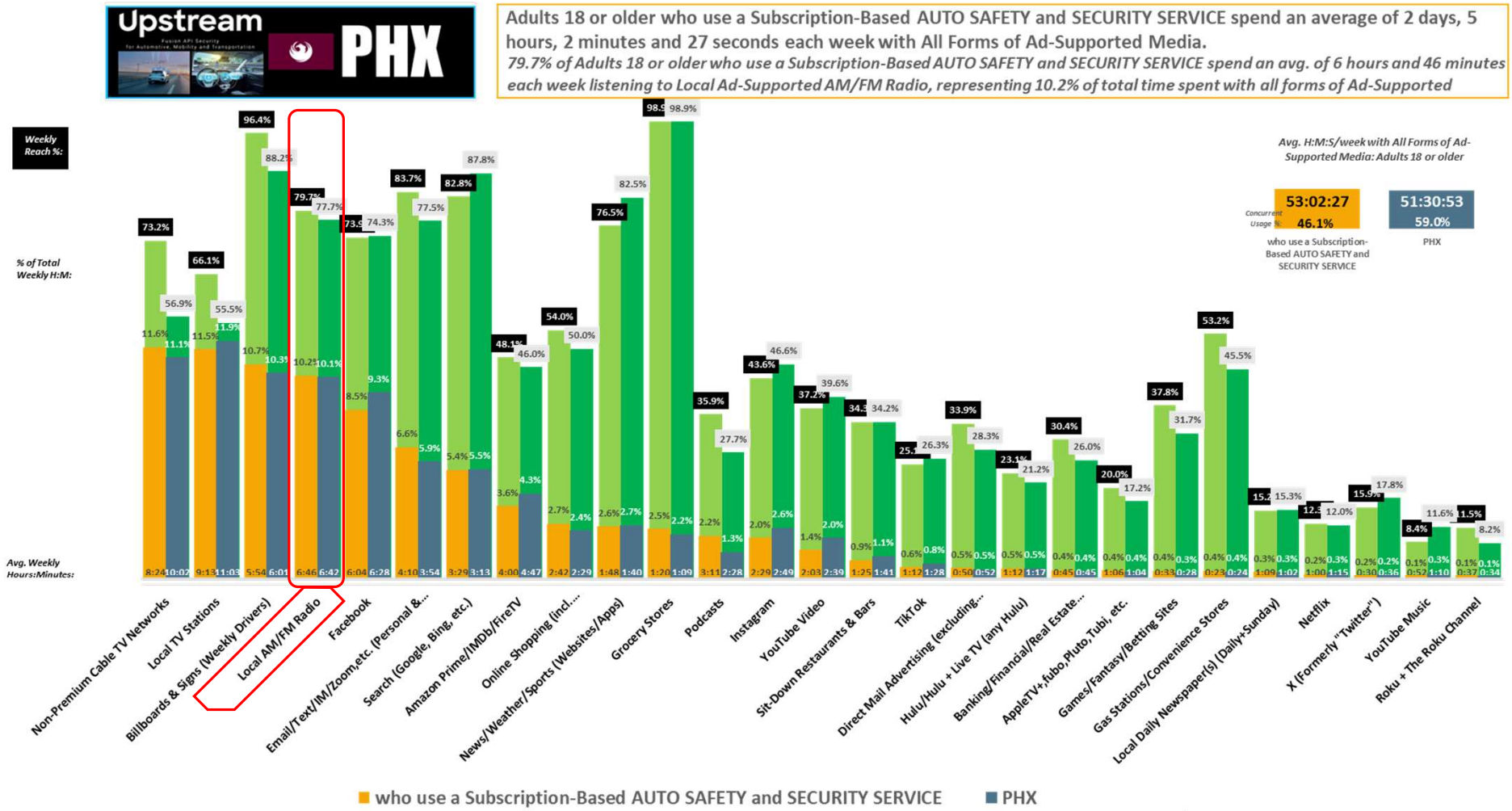


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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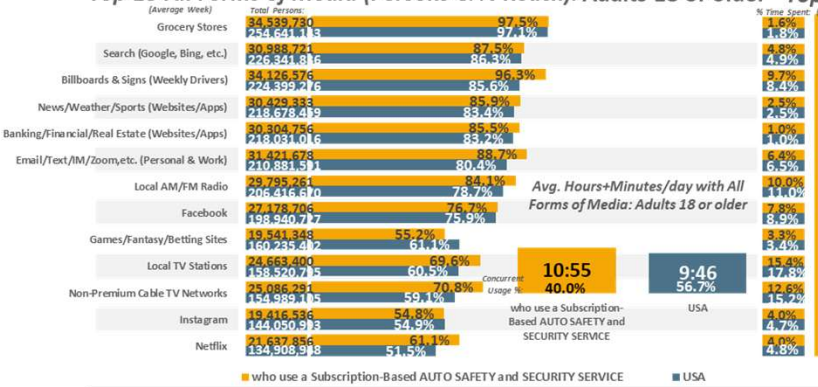
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

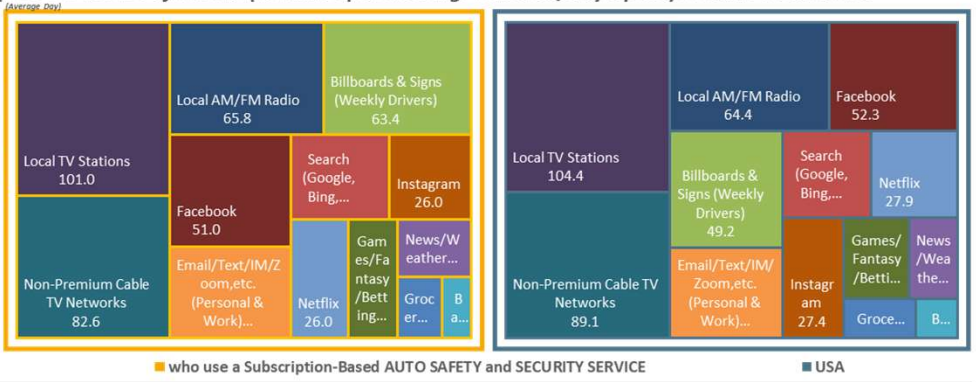


Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 60. minutes/day.*(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

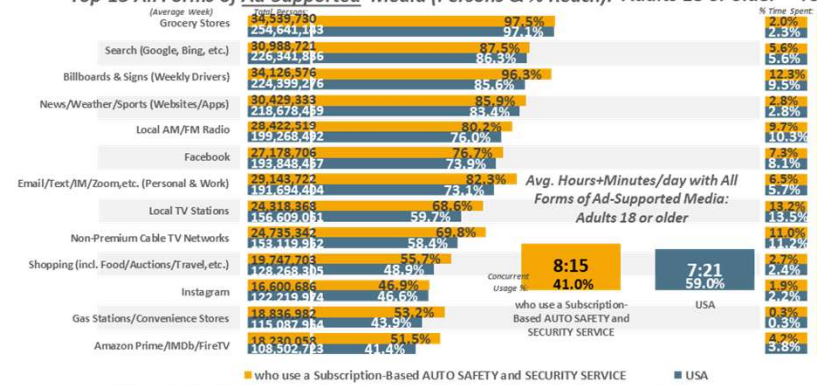
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



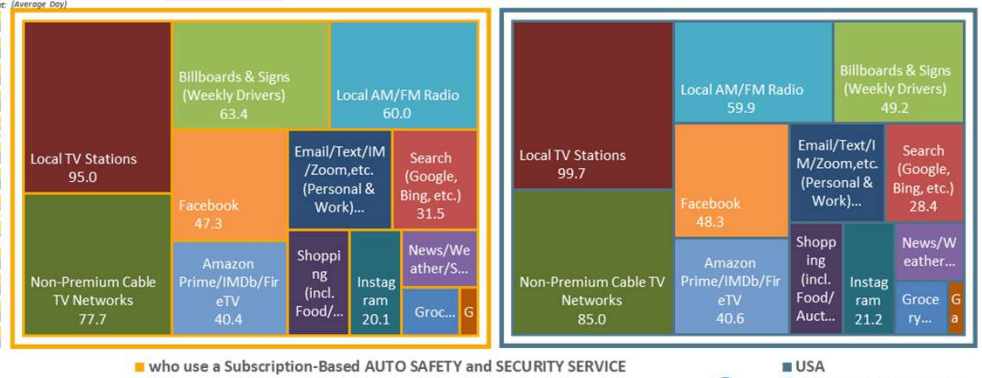
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

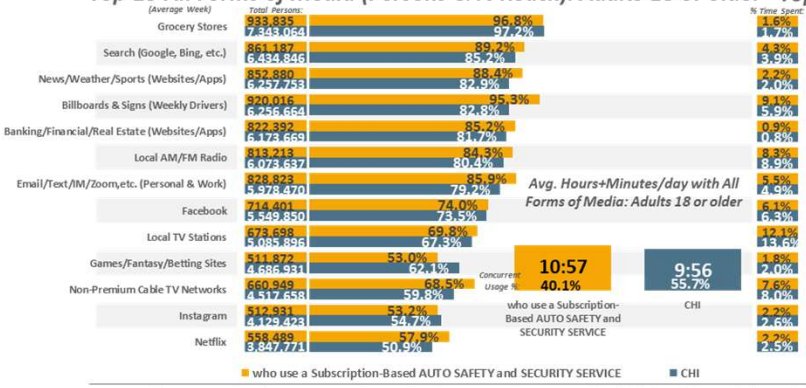
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

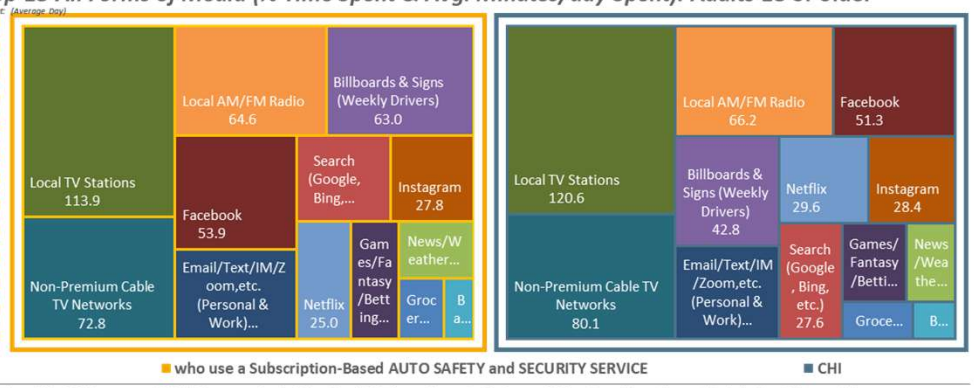
Upstream — CHI

Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

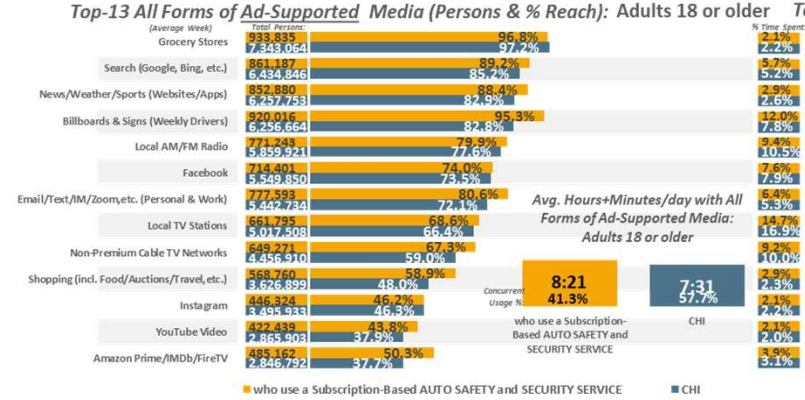
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



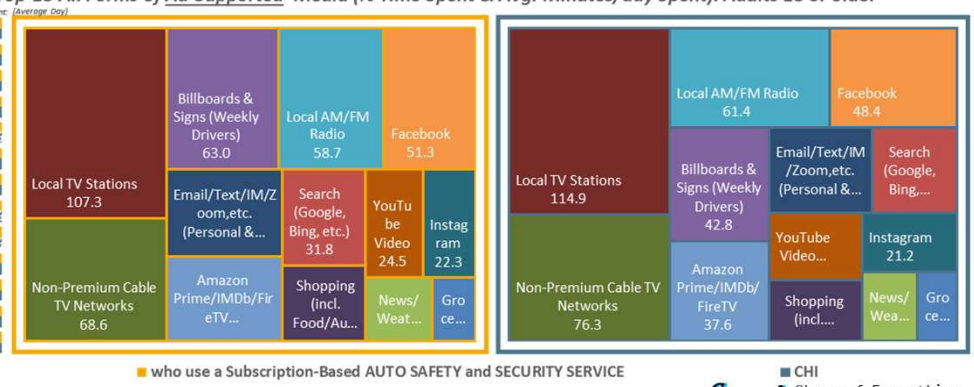
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

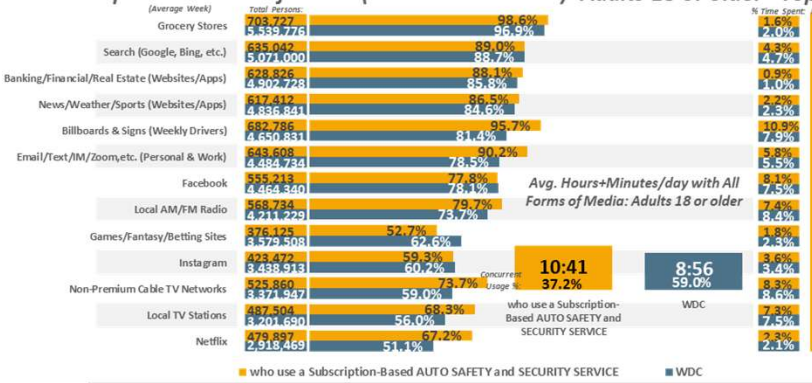
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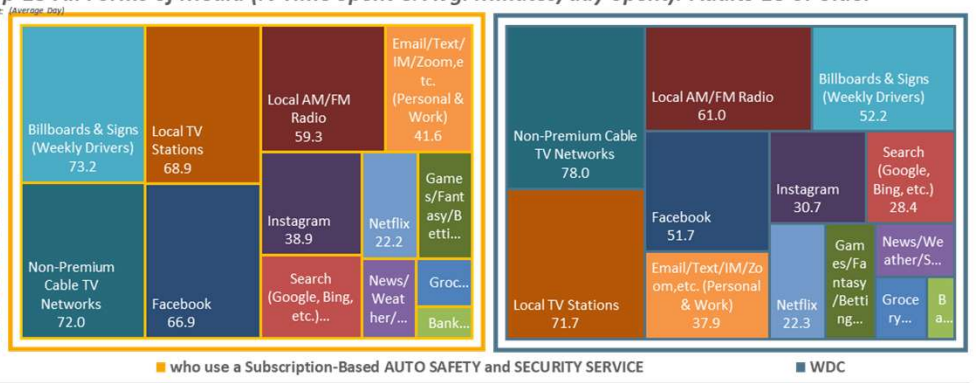
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 53.3 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

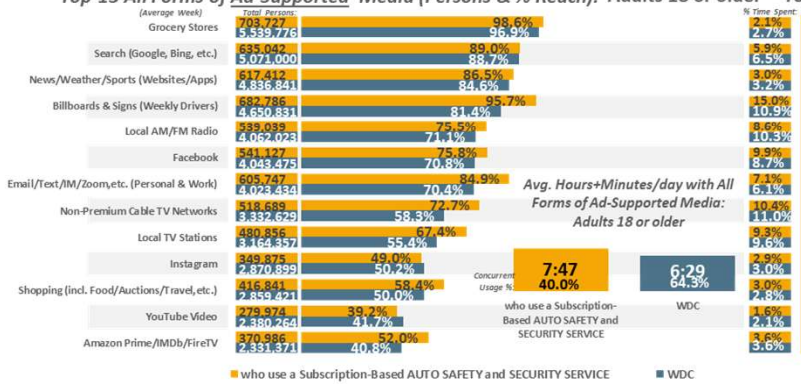
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



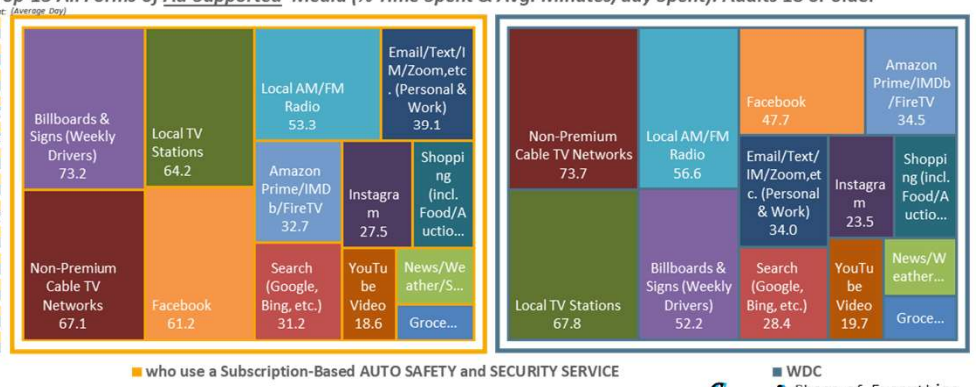
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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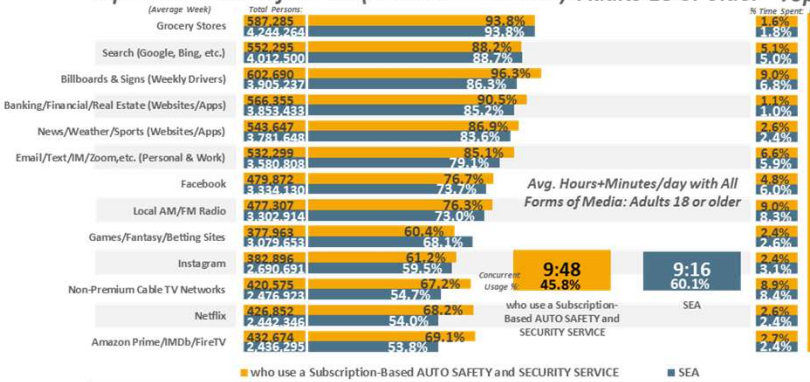
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

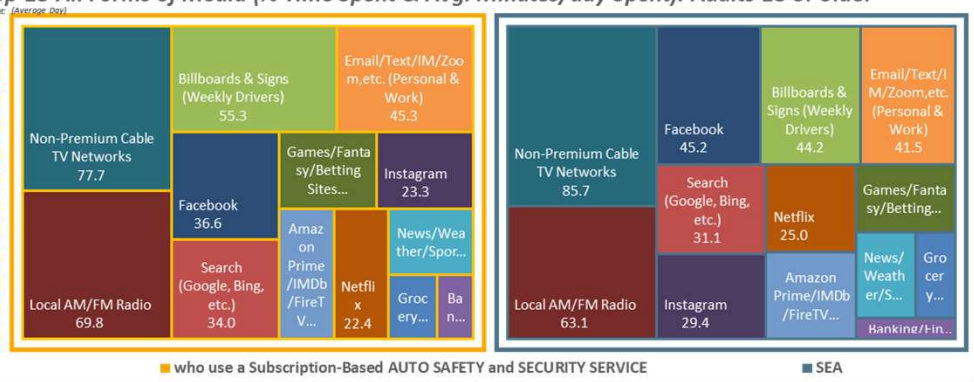
Upstream — Fusion API Security for Automotive, Mobility and Transportation — SEA

Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

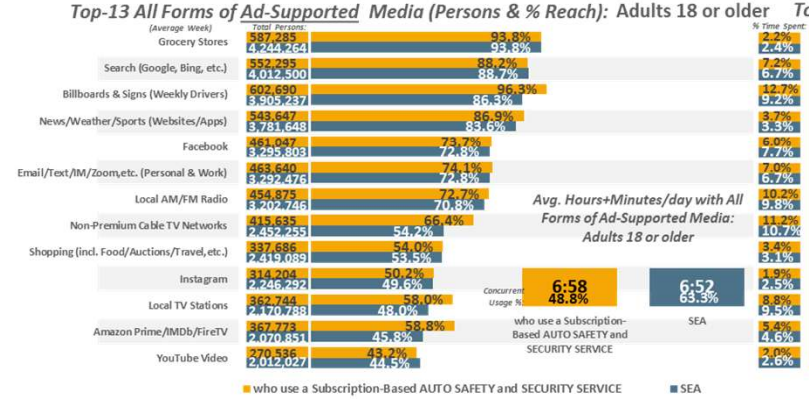
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



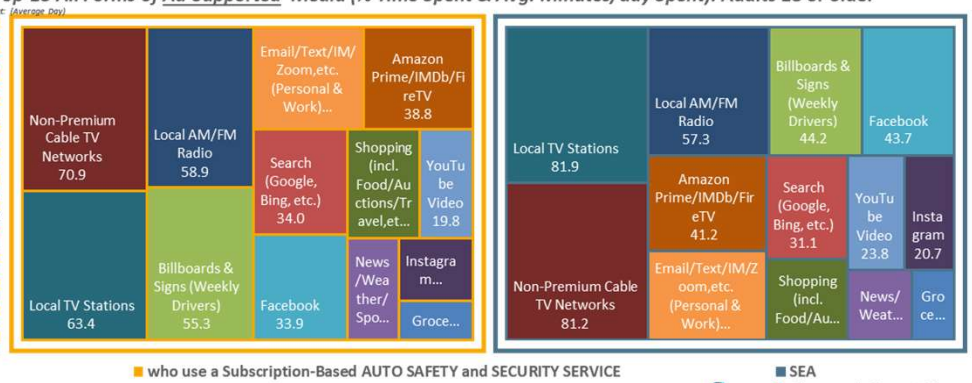
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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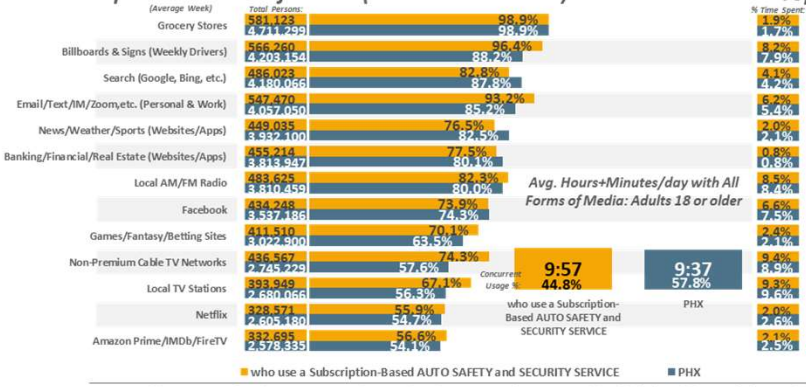
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

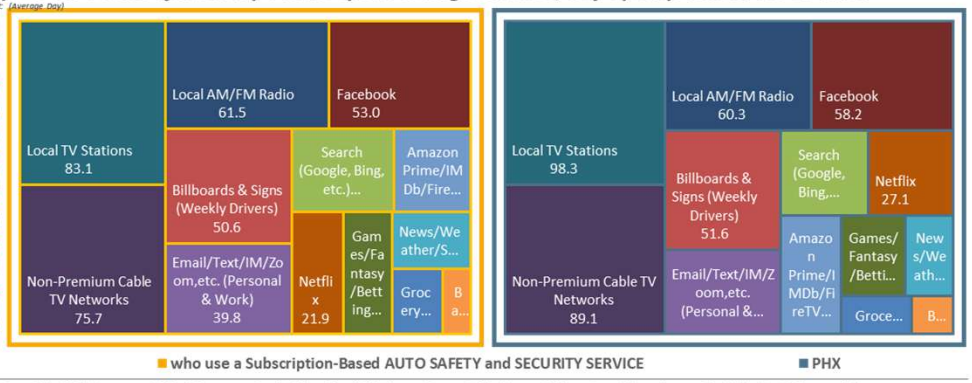


Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 58.1 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

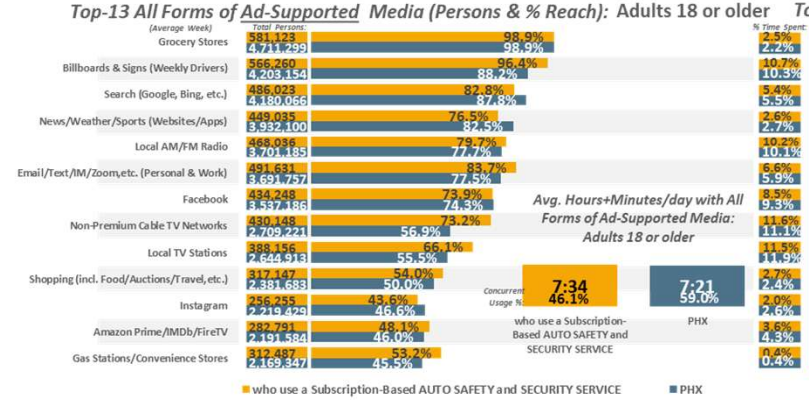
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



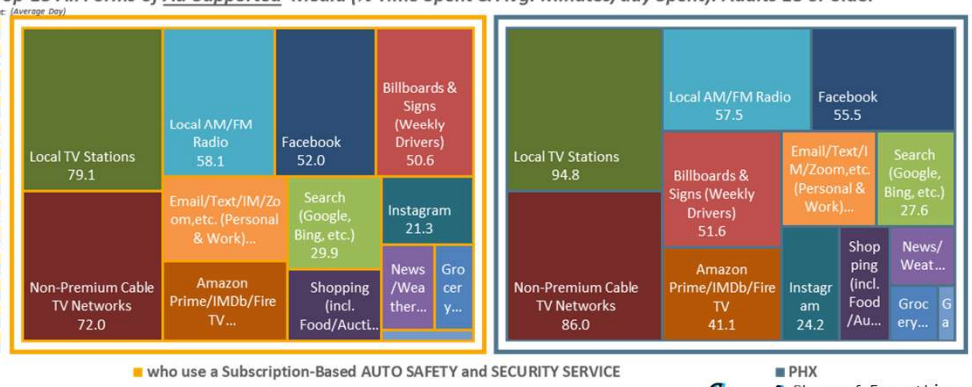
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

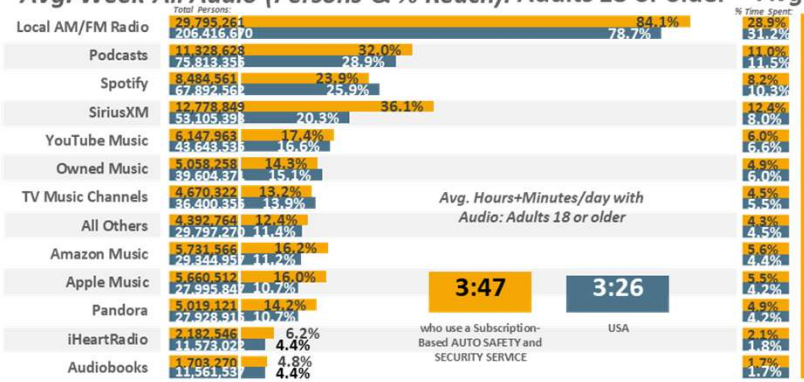
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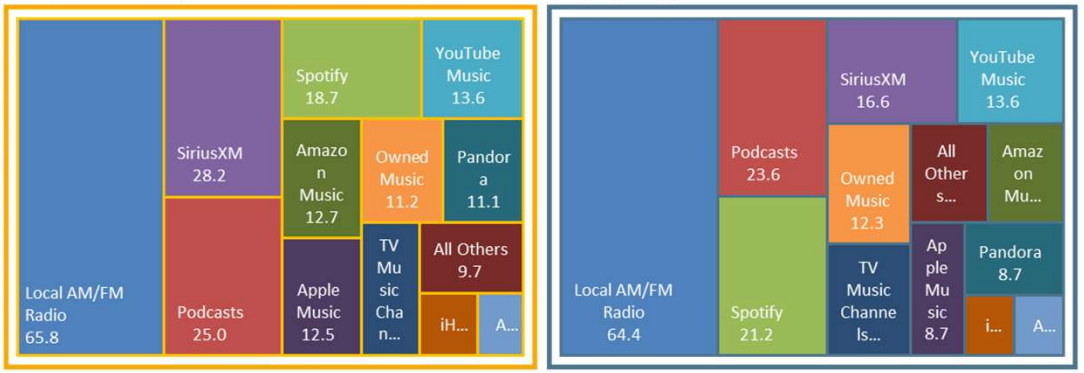
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

28,422,519 or 80.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

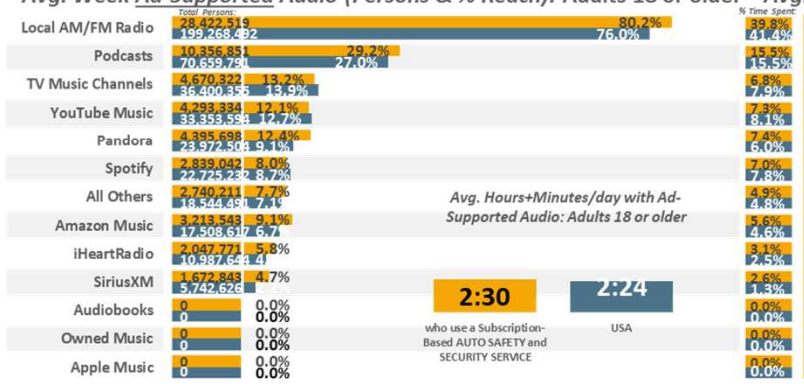
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



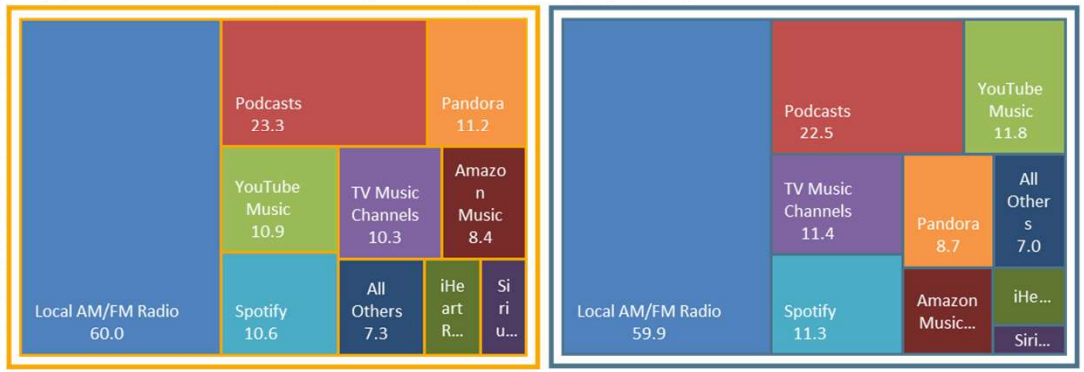
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *3,664*

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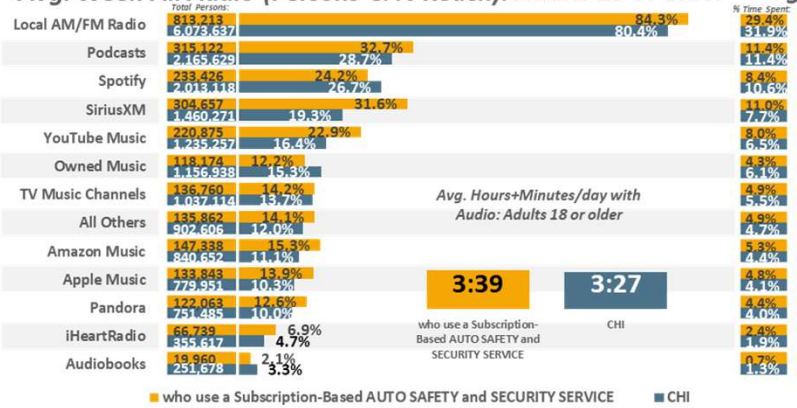
Scarborough R2 2025: Sep24-Aug25 *USA Projection*

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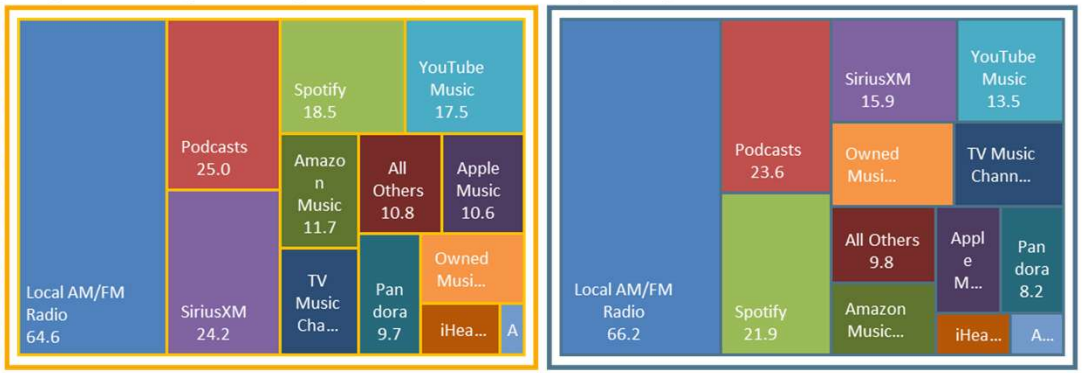
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

771,243 or 79.9% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

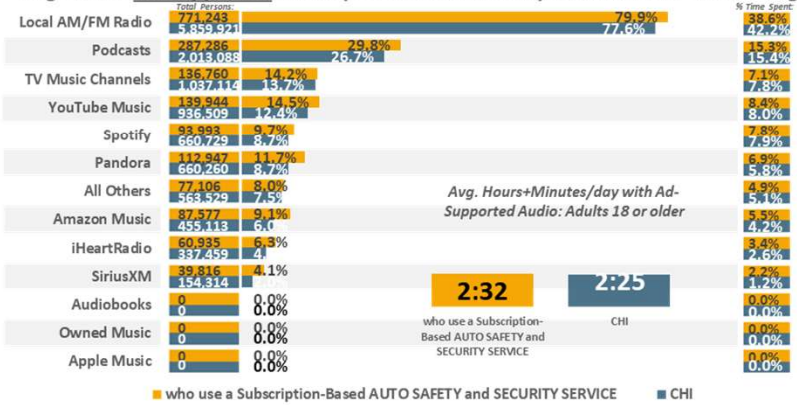
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



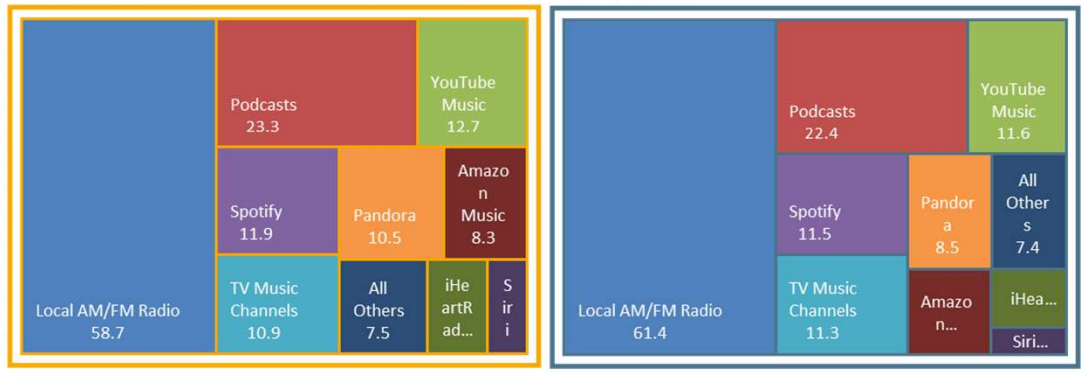
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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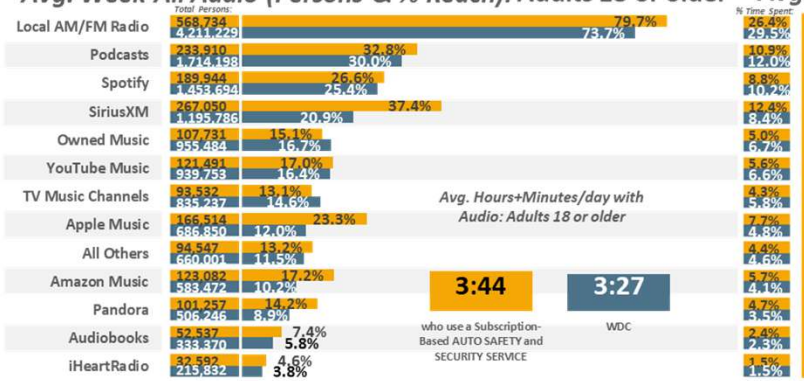
soefa.ai Share of Everything for Anything

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

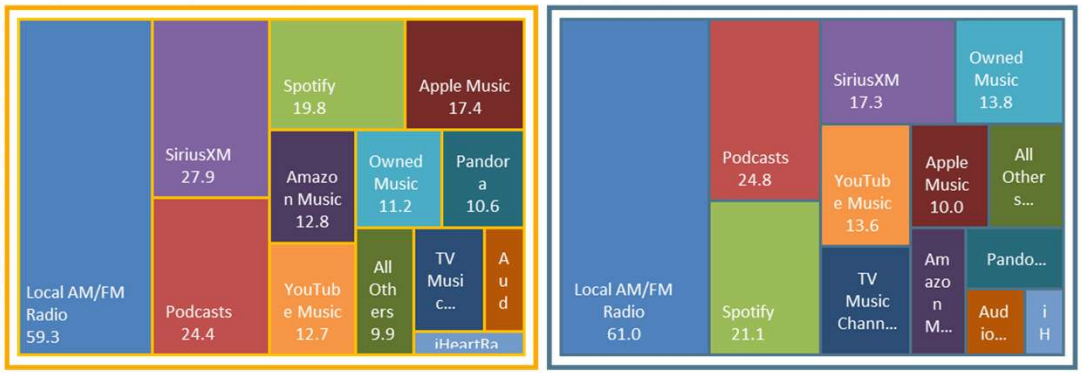
Upstream Fusion API Security for Automotive, Mobility and Transportation — WDC

539,039 or 75.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 53.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

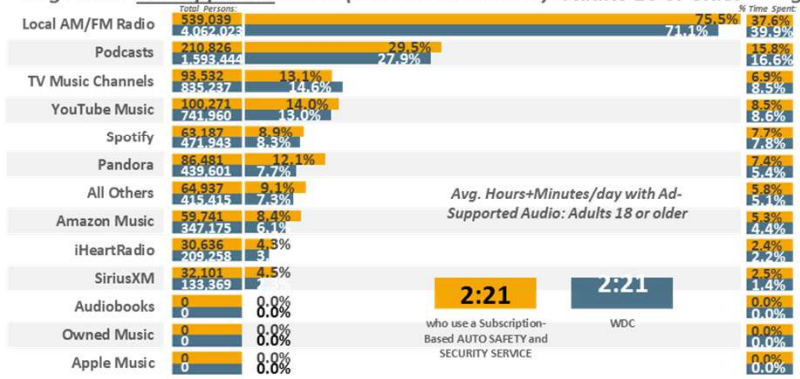
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



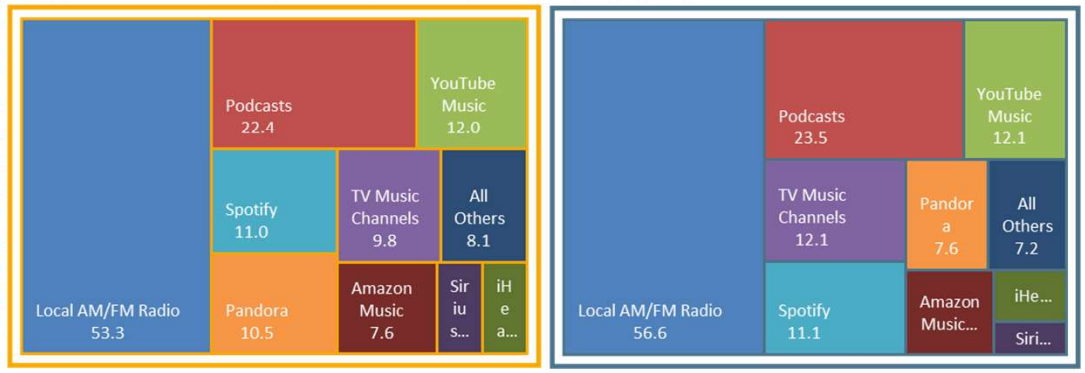
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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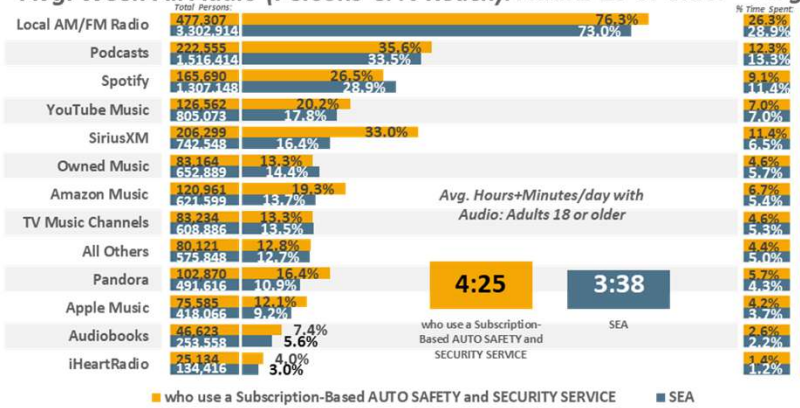
soefa.ai Share of Everything for Anything

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

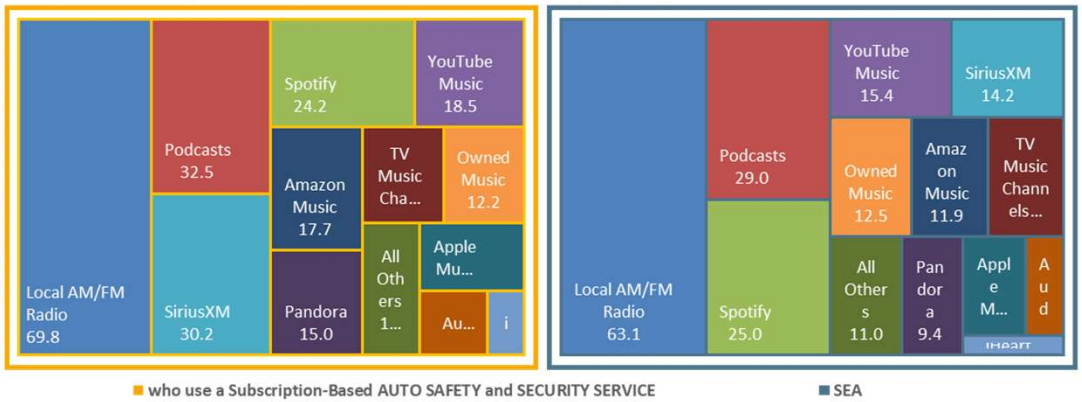


454,875 or 72.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

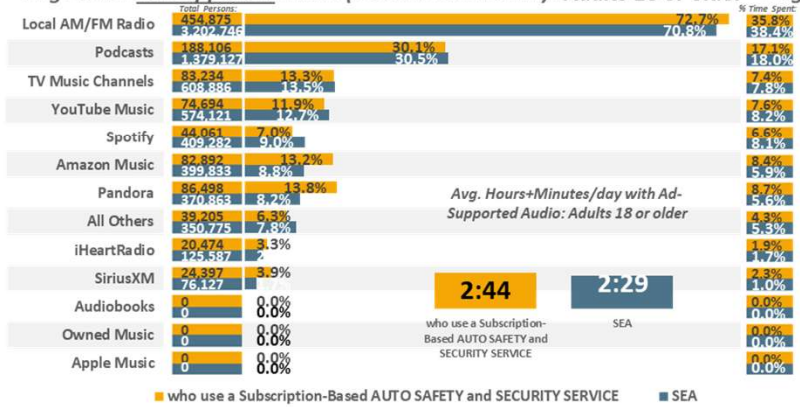
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



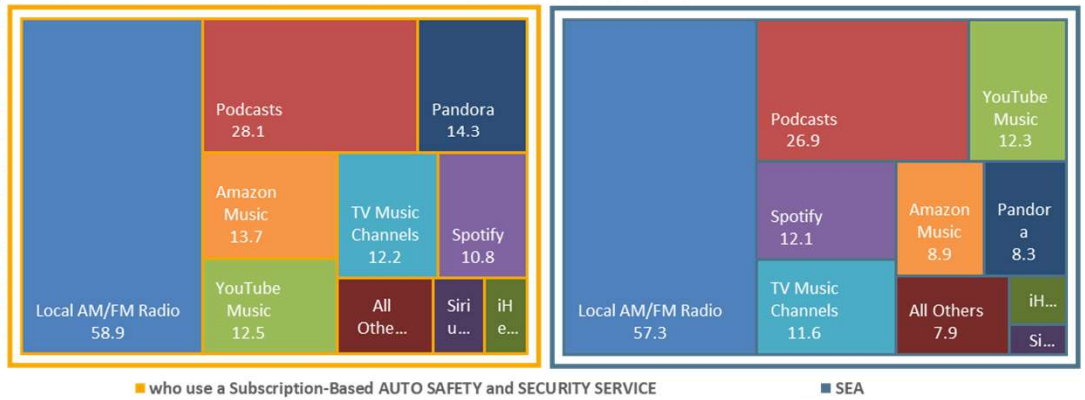
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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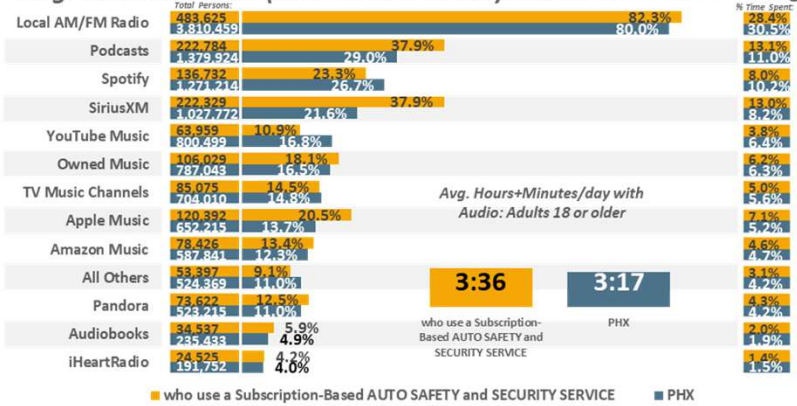
soefa.ai Share of Everything for Anything

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

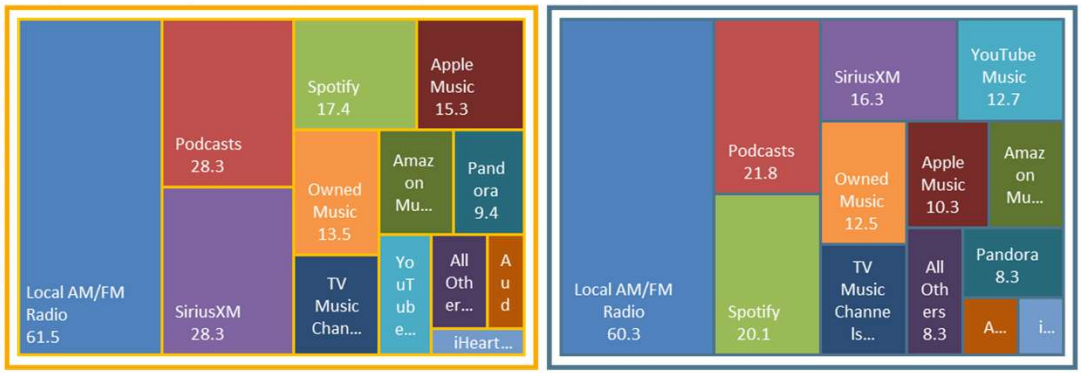
Upstream — Fusion API Security for Automotive, Mobility and Transportation — PHX

468,036 or 79.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

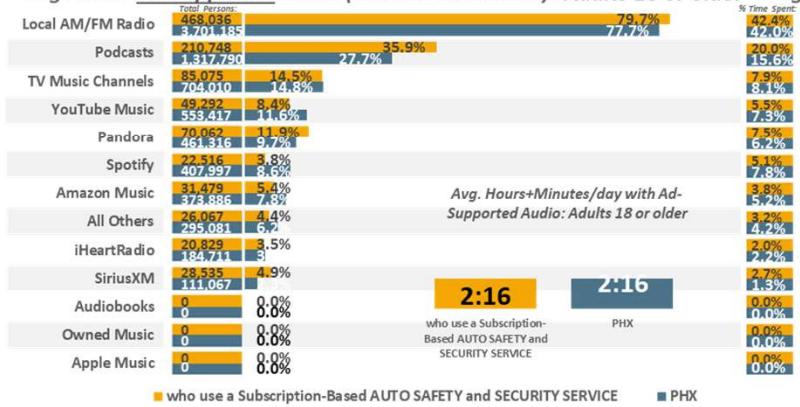
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



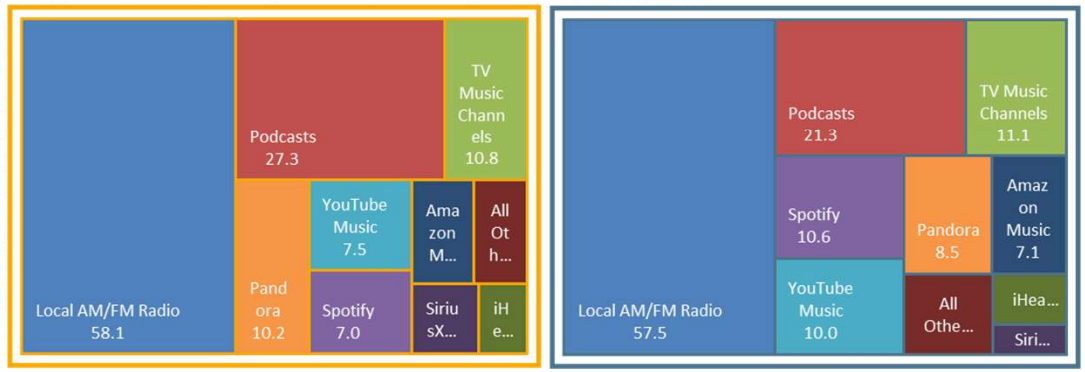
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

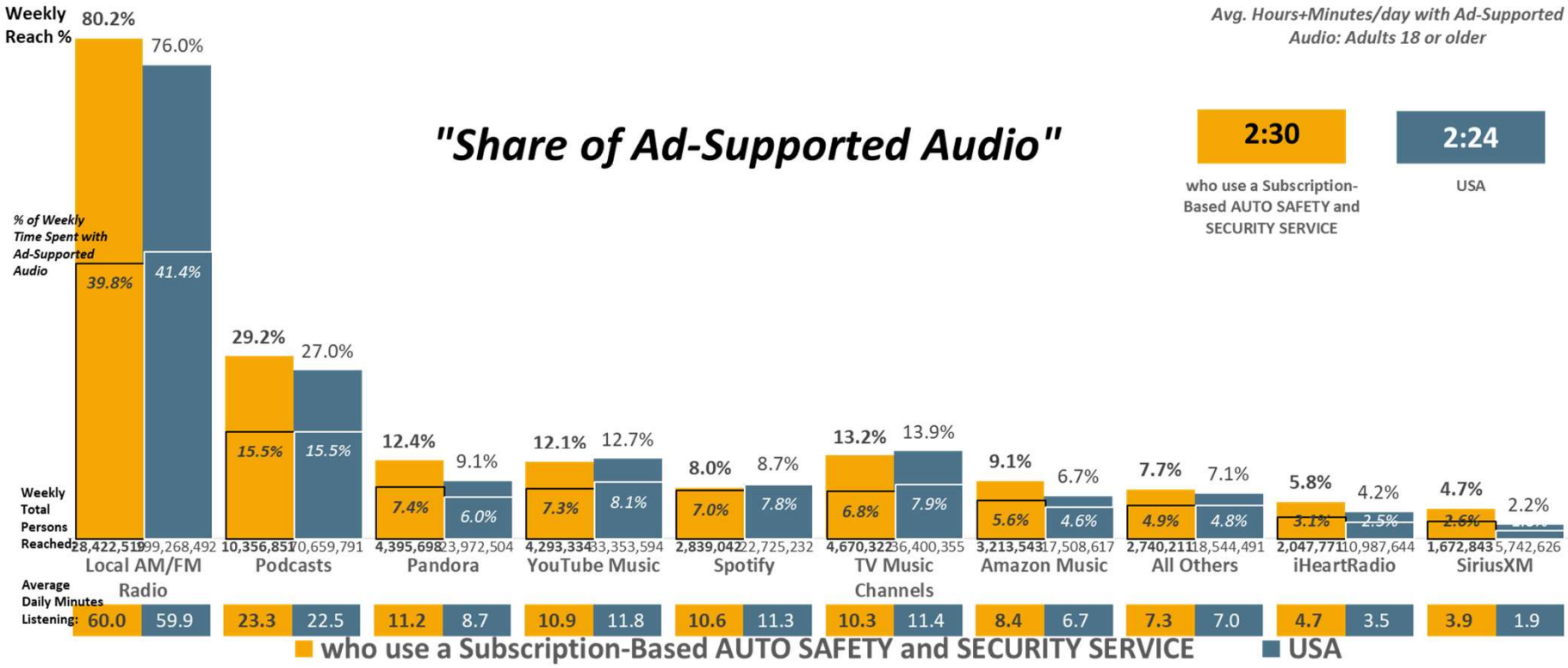
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream USA

28,422,519 or 80.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

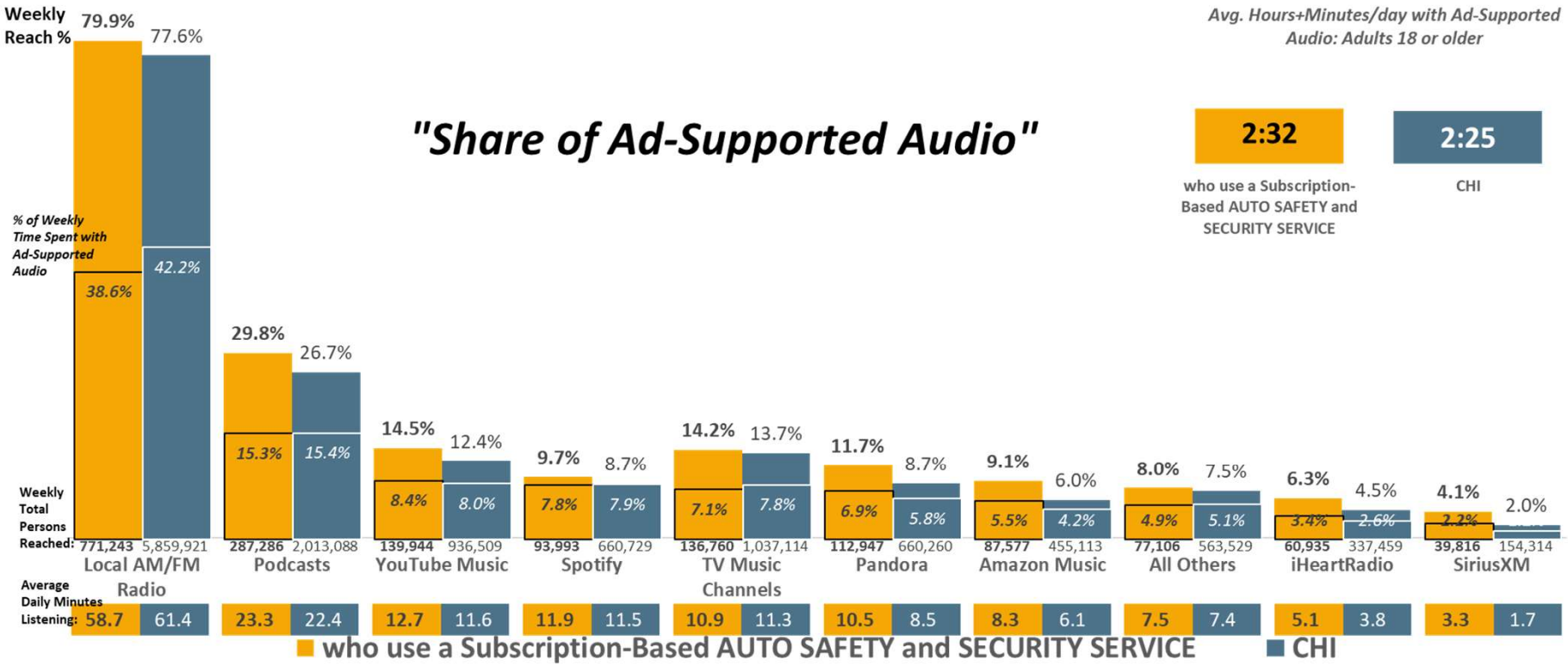
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

771,243 or 79.9% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



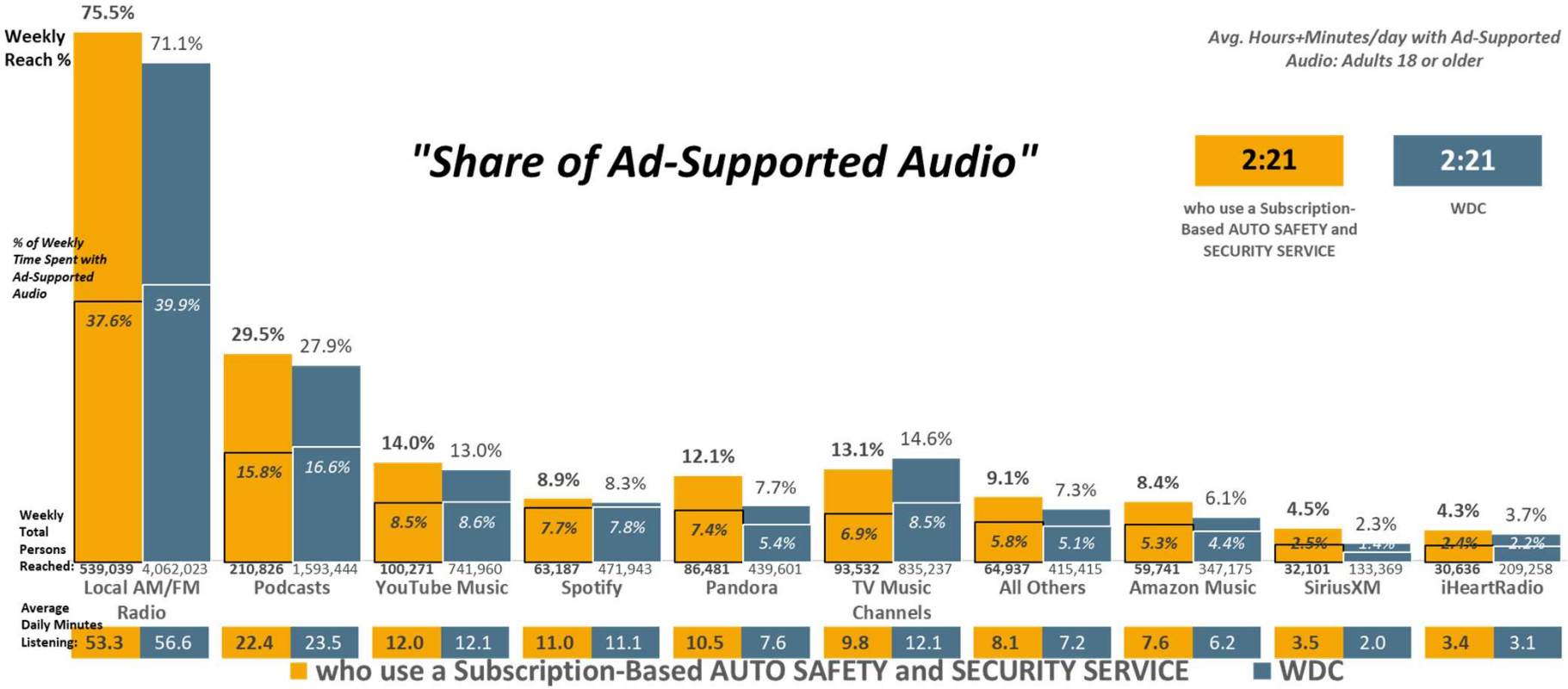
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

539,039 or 75.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 53.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

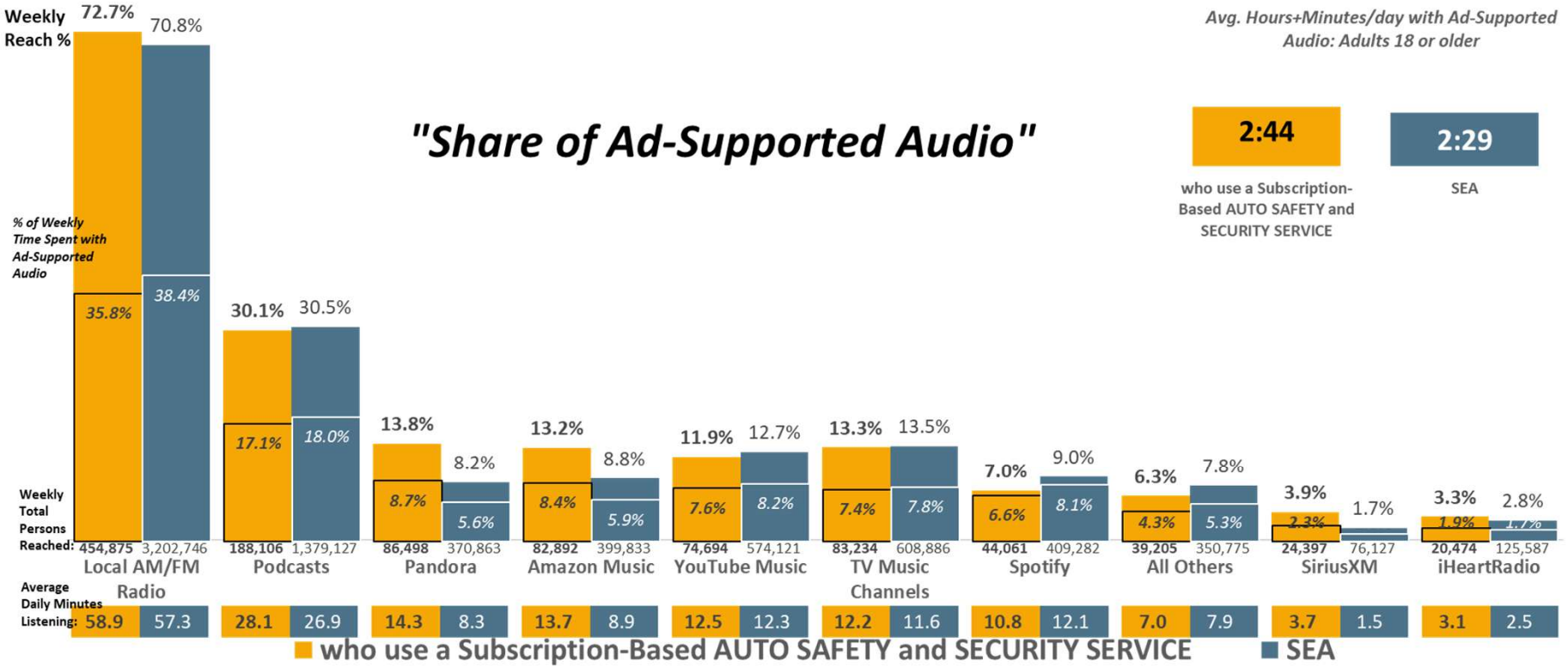
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



454,875 or 72.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

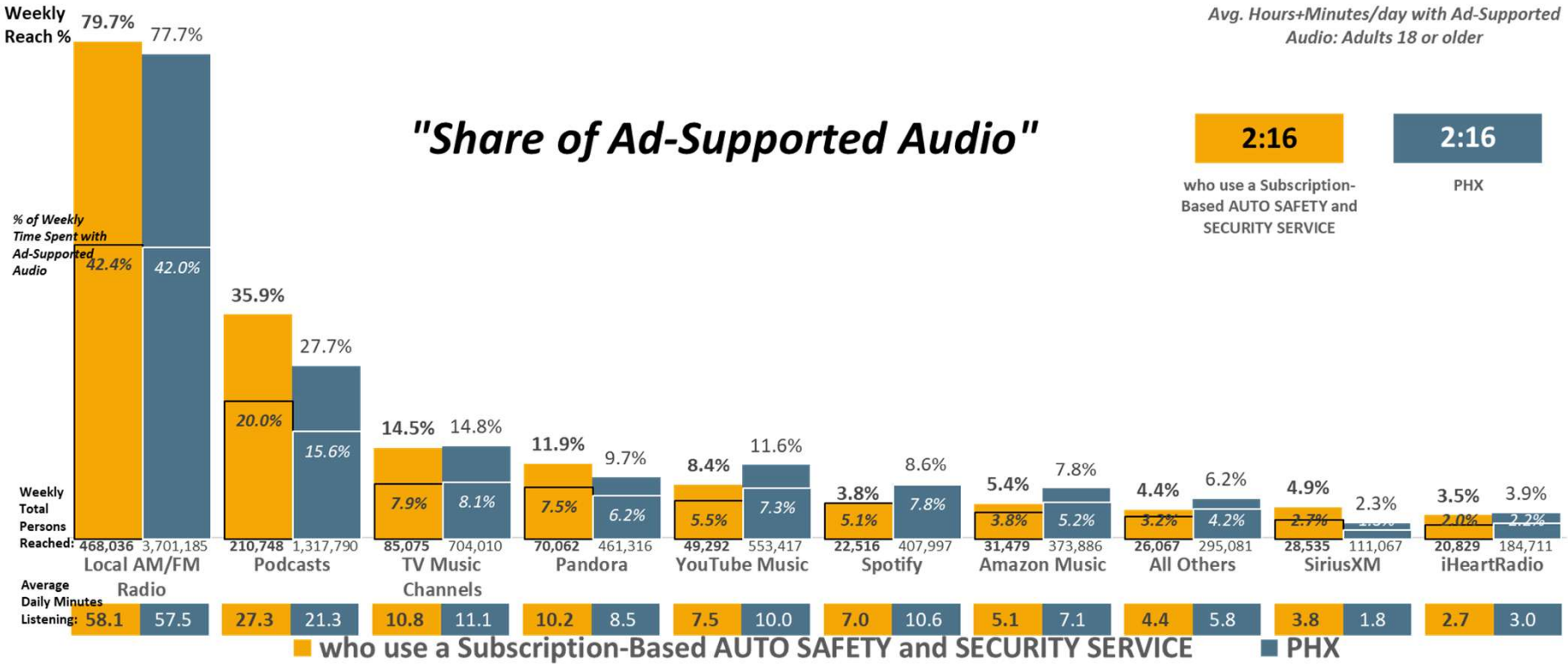
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream PHX

468,036 or 79.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

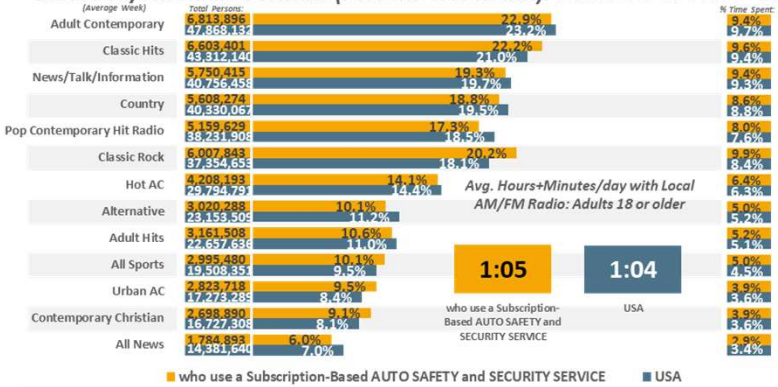
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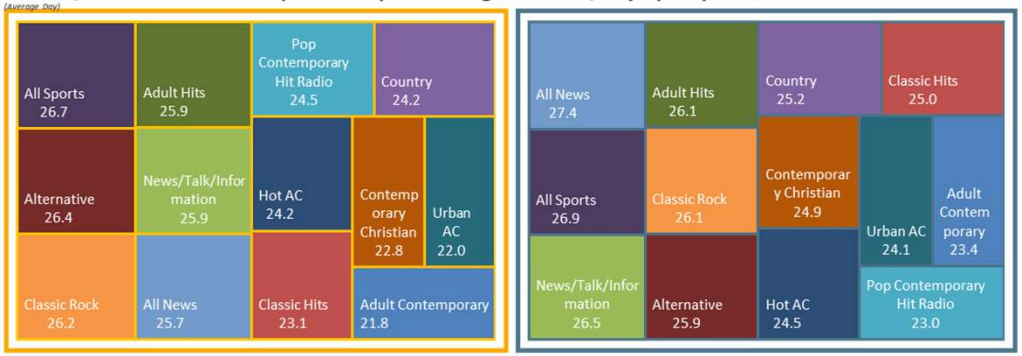
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

28,422,519 or 80.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio

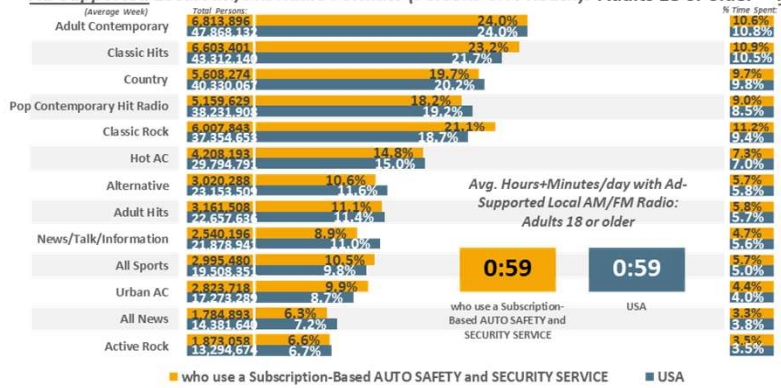
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



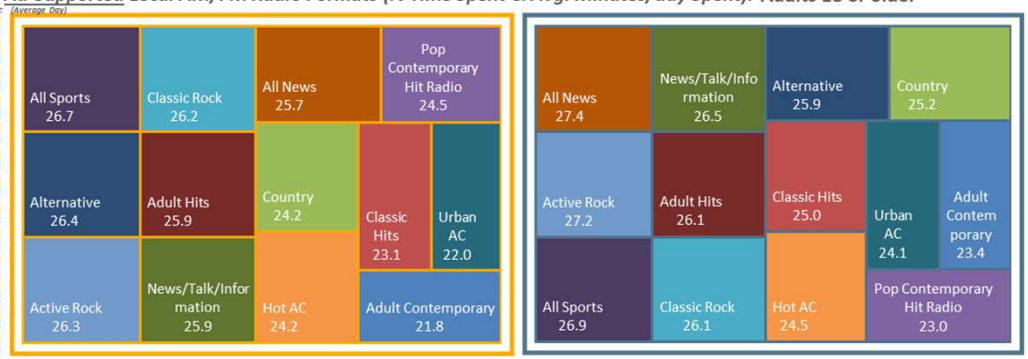
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

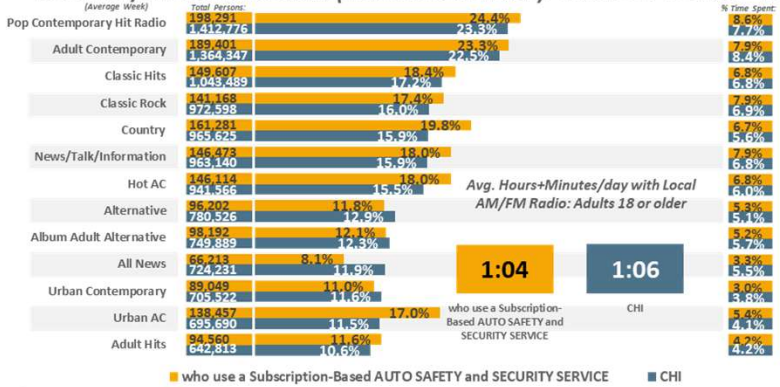
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

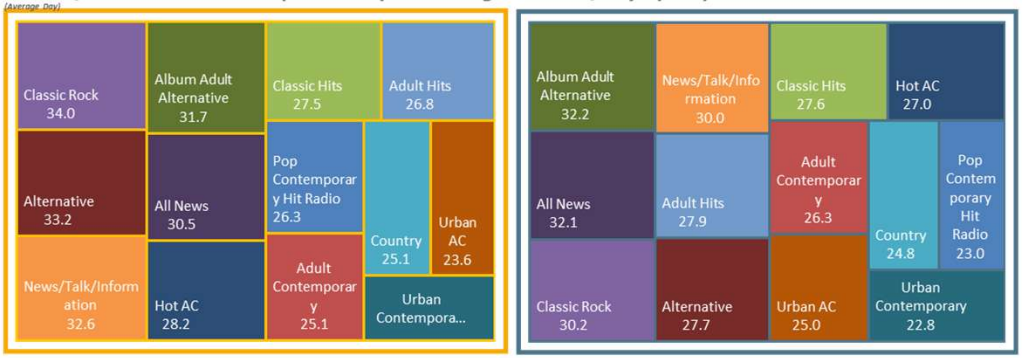


771,243 or 79.9% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Hot AC.

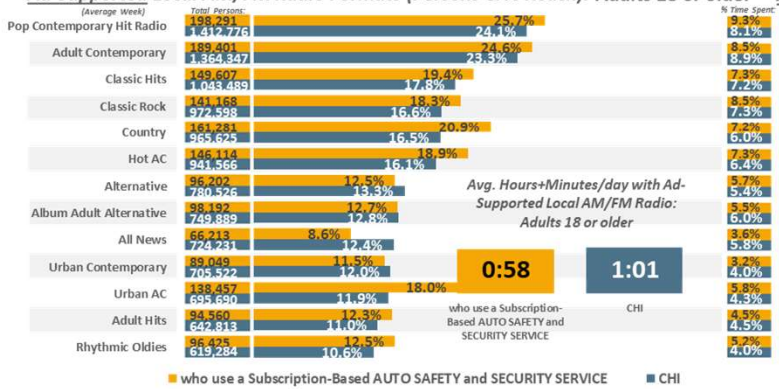
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



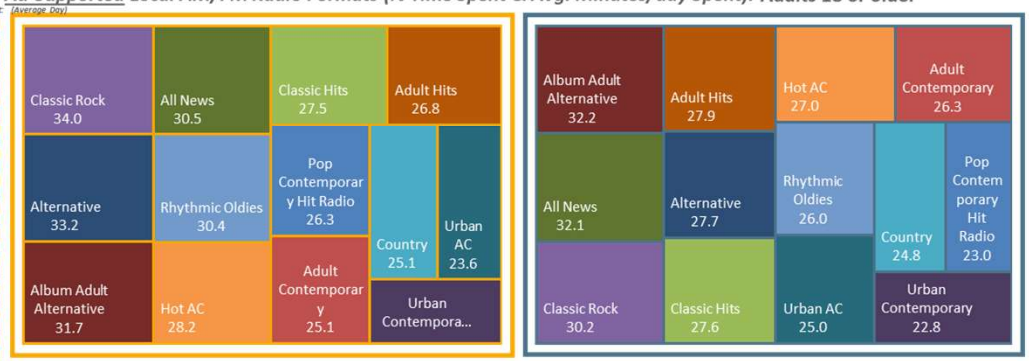
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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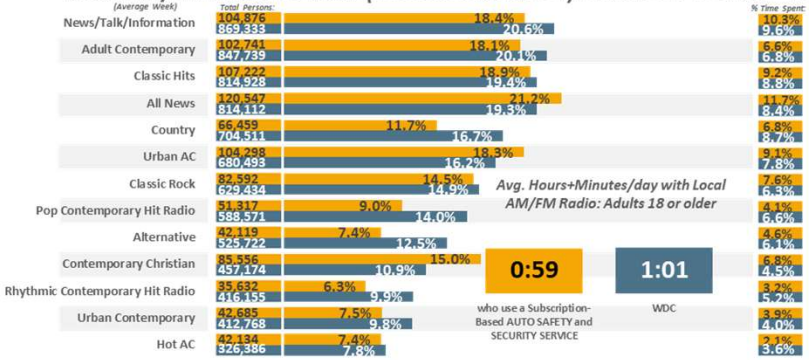
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

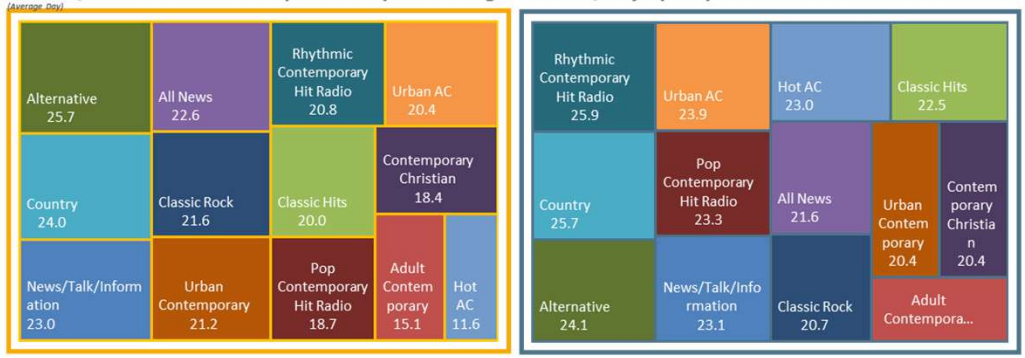


539,039 or 75.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Urban AC, Adult Contemporary, and Classic Rock.

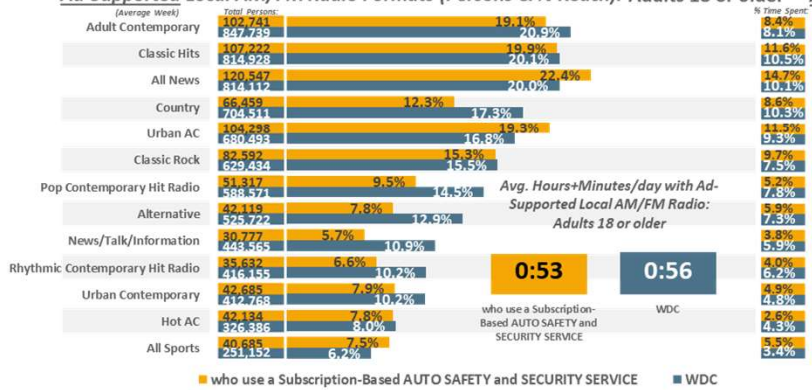
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



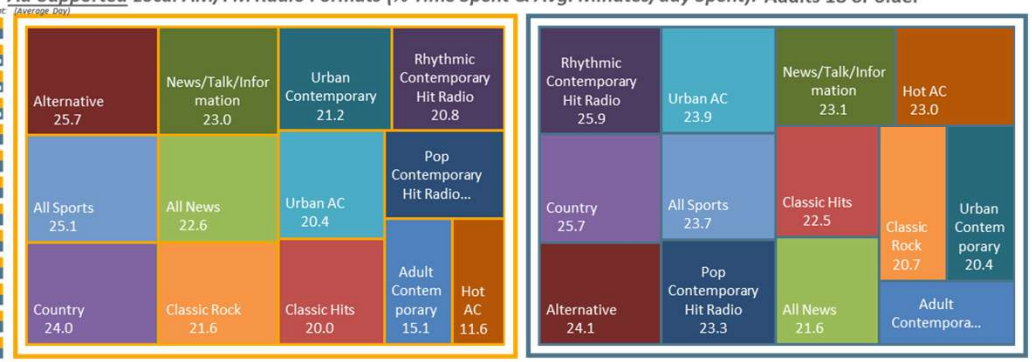
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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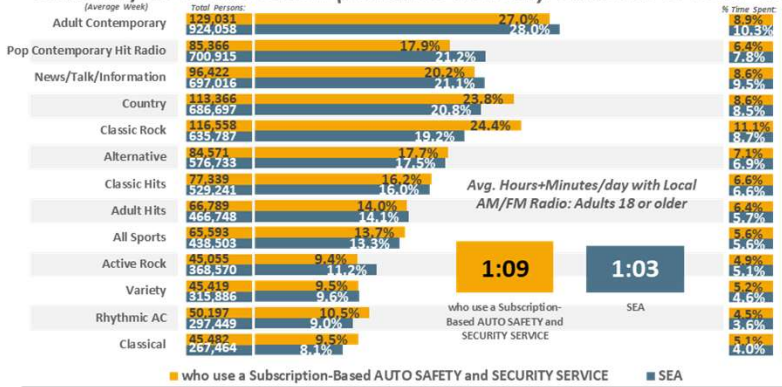
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream — Fusion API Security for Automotive, Mobility and Transportation

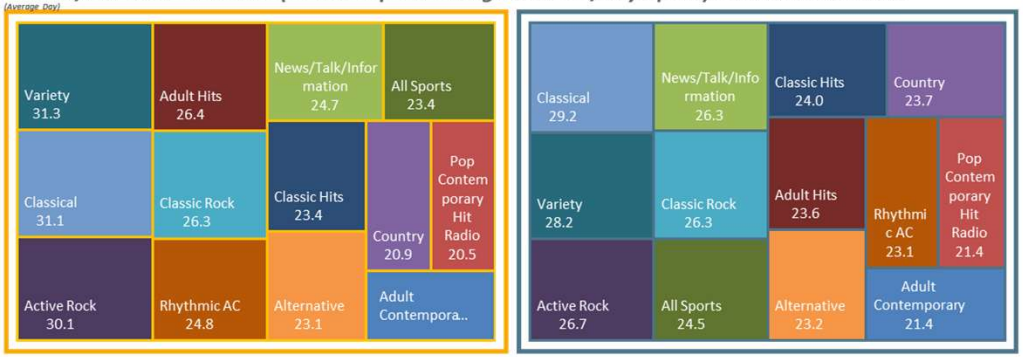
SEA

454,875 or 72.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Pop Contemporary Hit Radio, and Alternative.

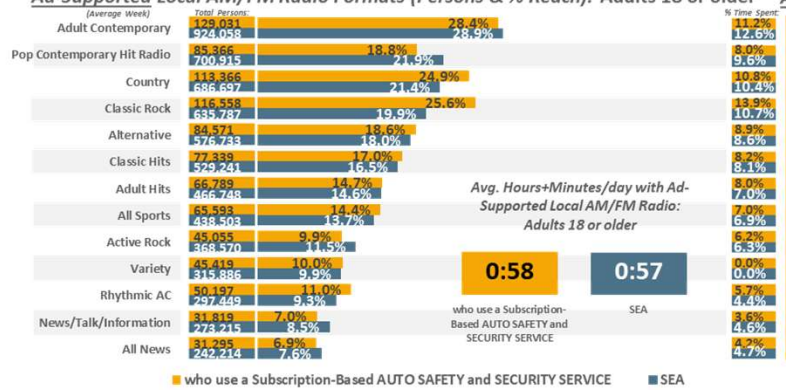
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



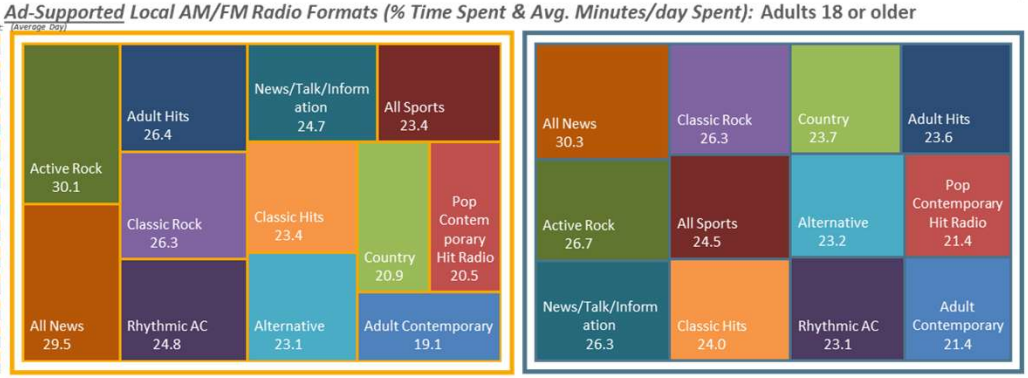
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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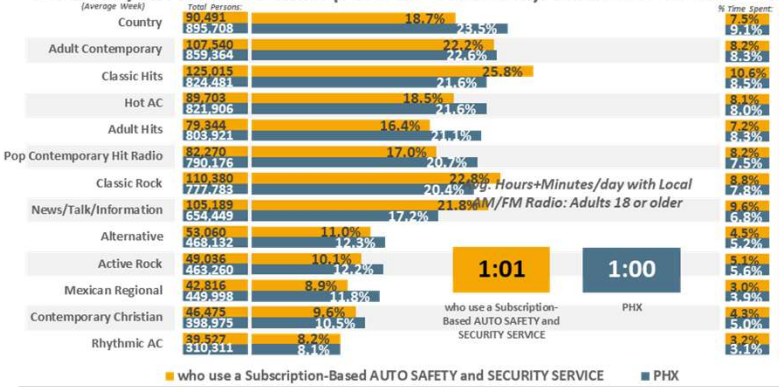
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

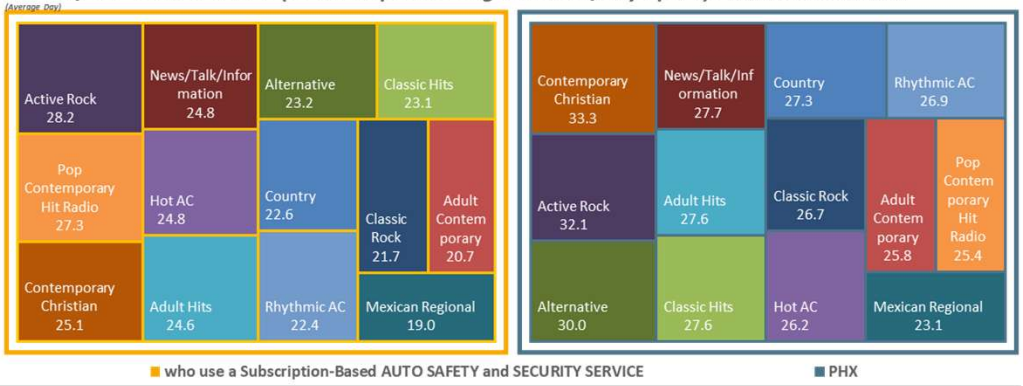


468,036 or 79.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, Country, and Hot AC.

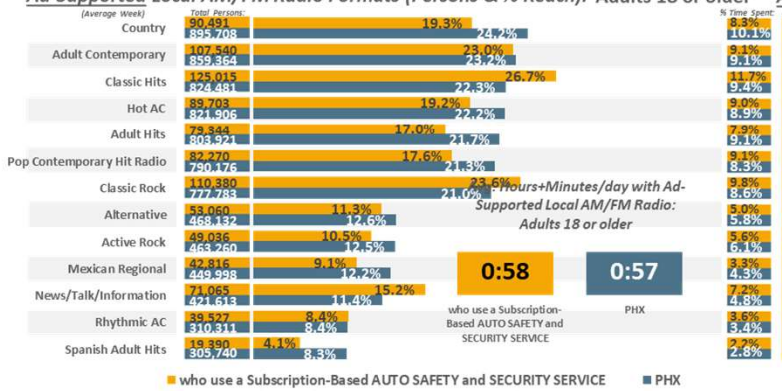
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



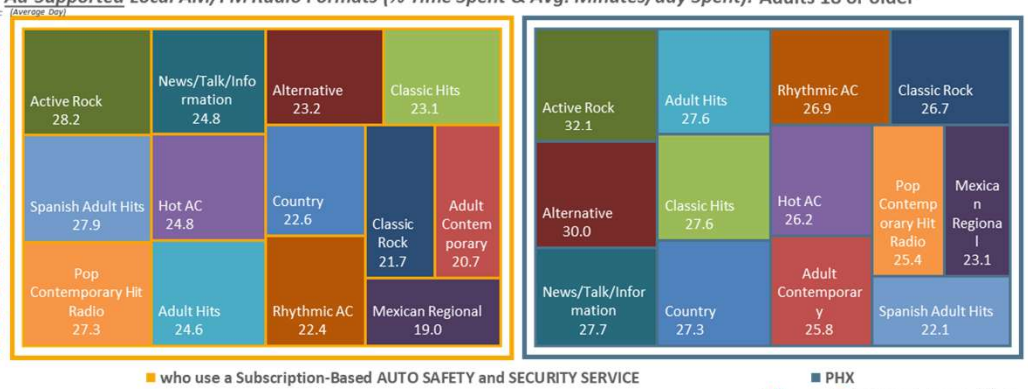
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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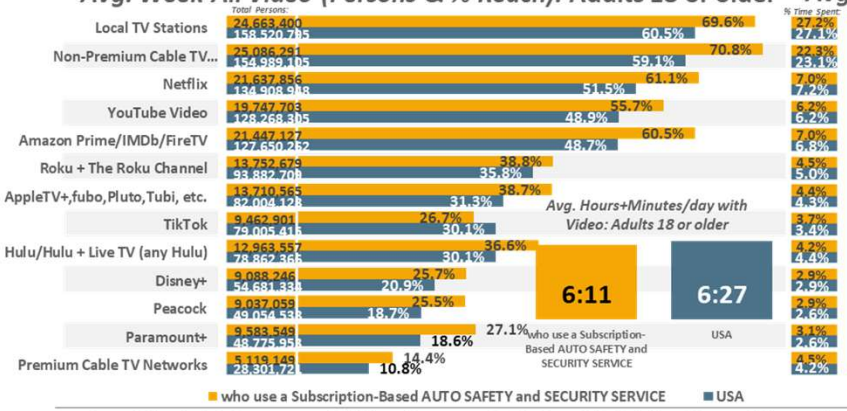
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

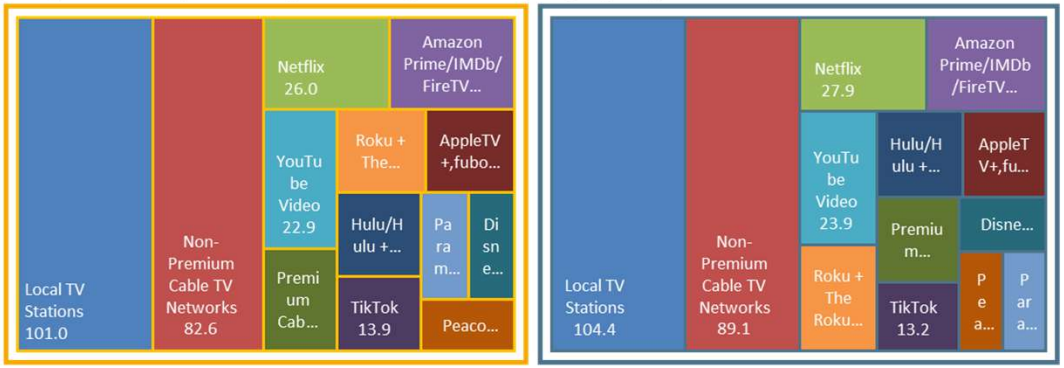


24,318,368 or 68.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

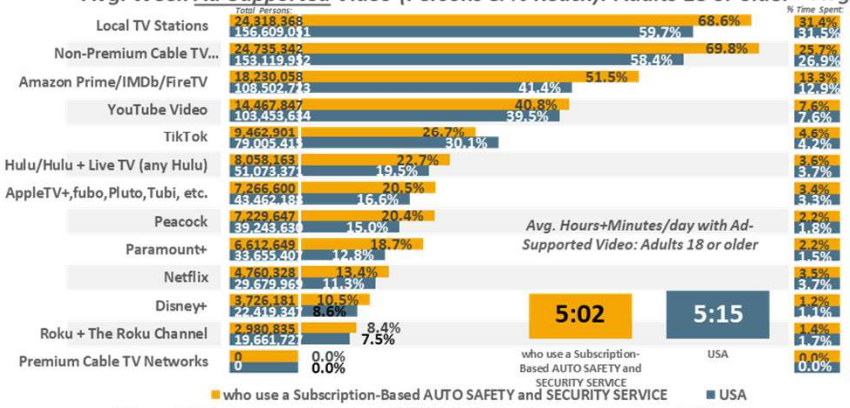
Avg. Week All Video (Persons & % Reach): Adults 18 or older



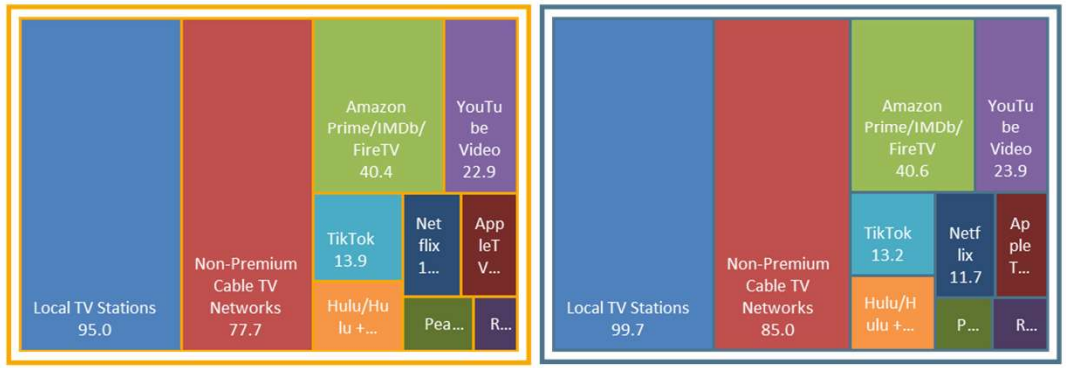
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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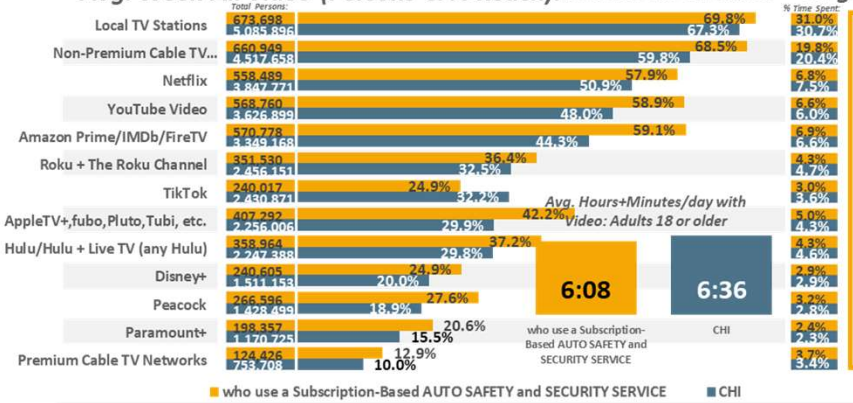
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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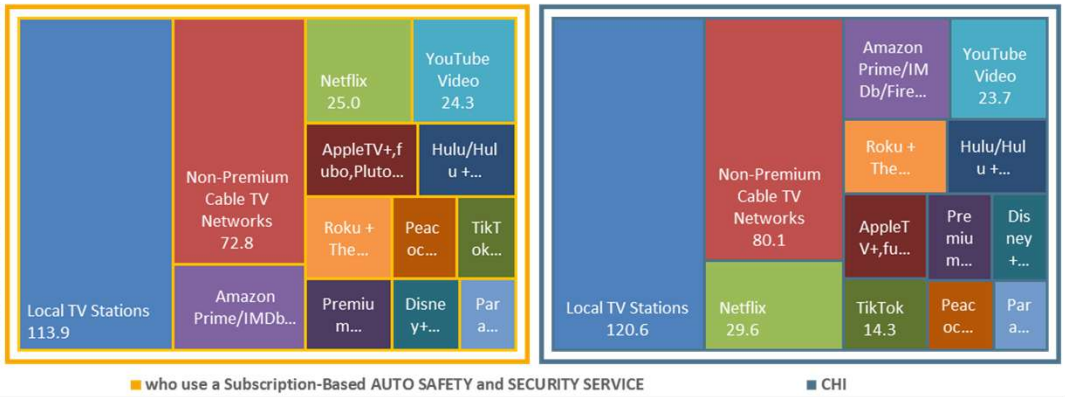
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

661,795 or 68.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 107.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Video.

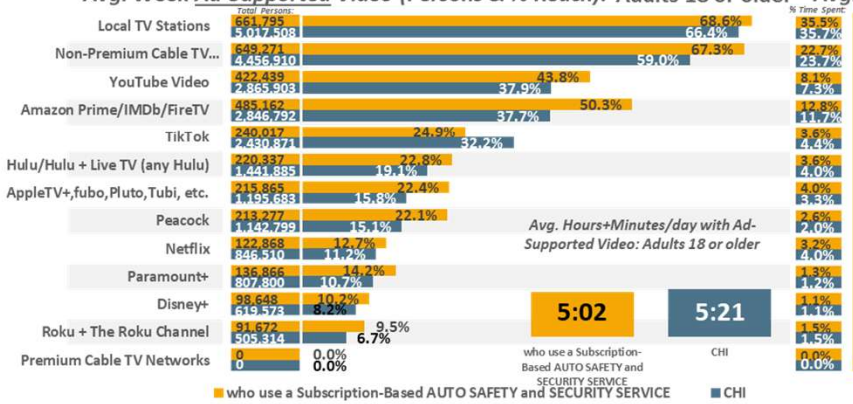
Avg. Week All Video (Persons & % Reach): Adults 18 or older



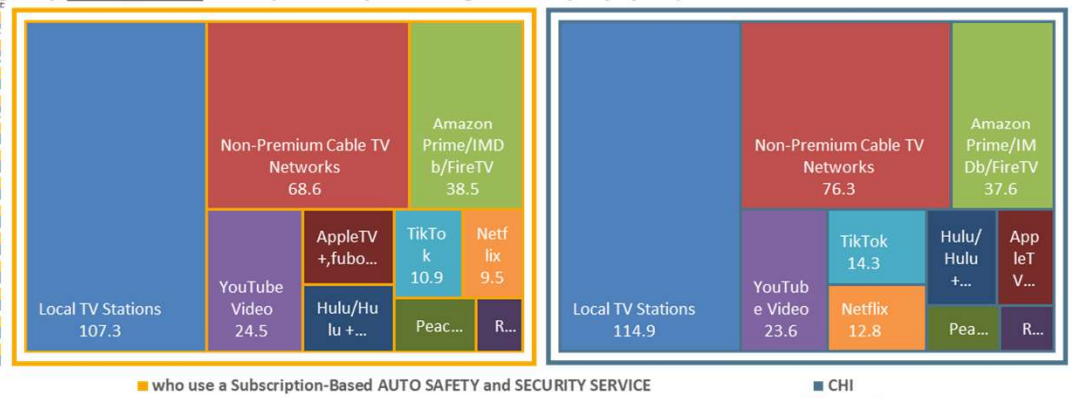
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

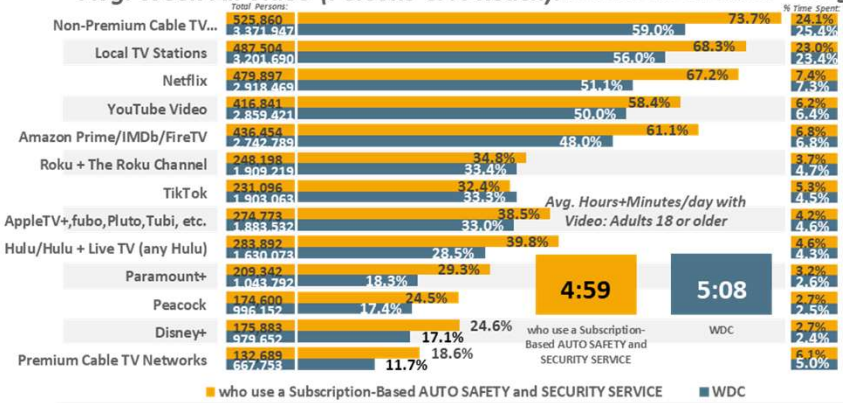
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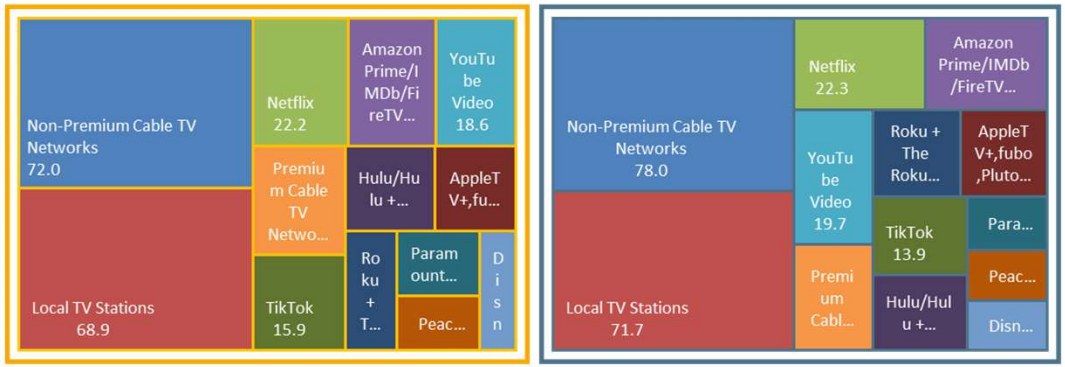
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

480,856 or 67.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 64.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

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

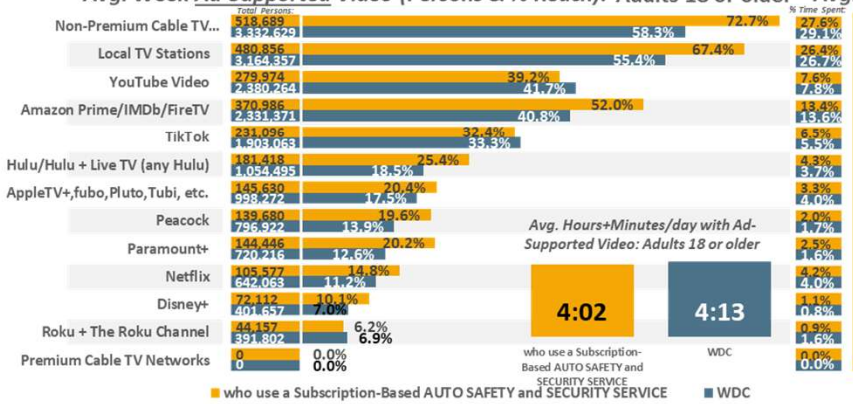


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

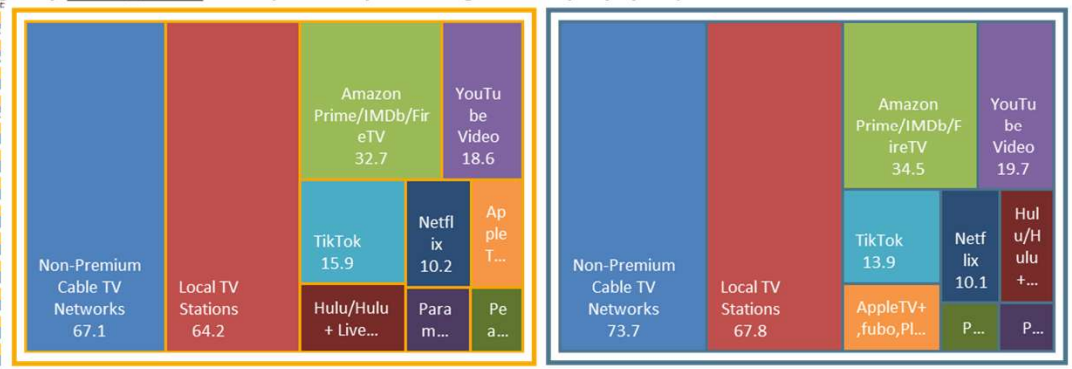


who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE ■ WDC

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



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



who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE ■ WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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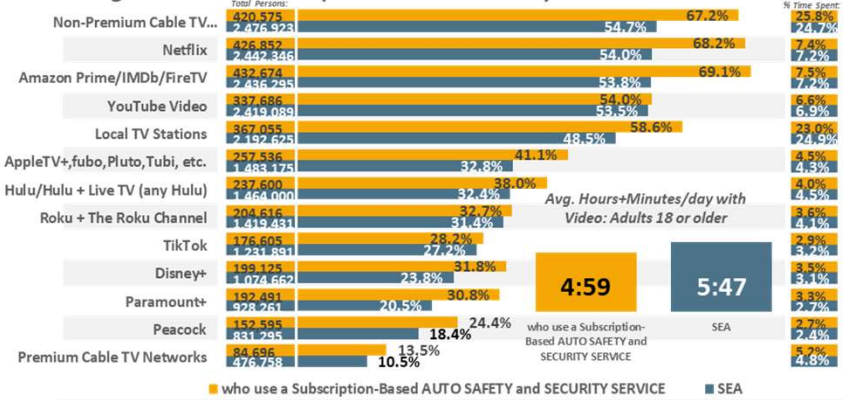
soefa.ai Share of Everything for Anything ©

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

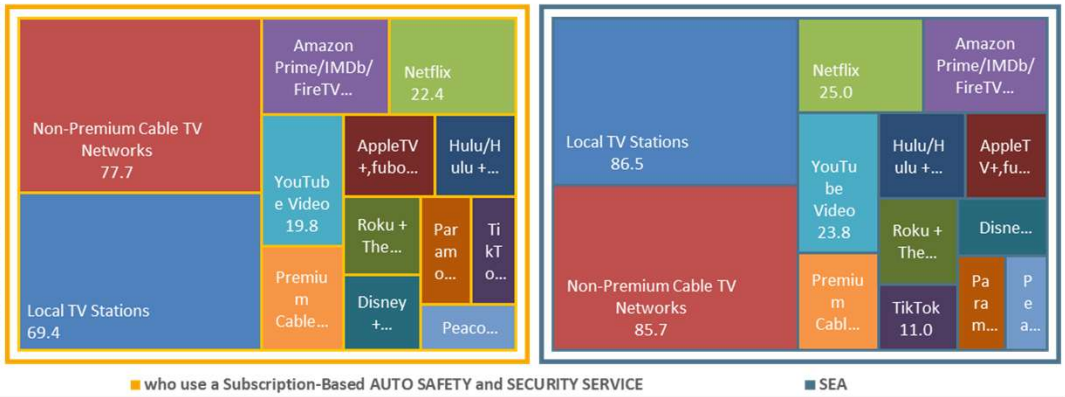


362,744 or 58.% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 63.4 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

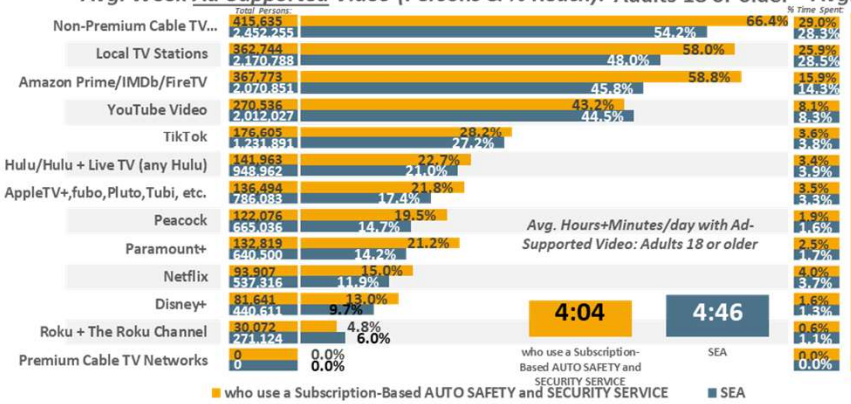
Avg. Week All Video (Persons & % Reach): Adults 18 or older



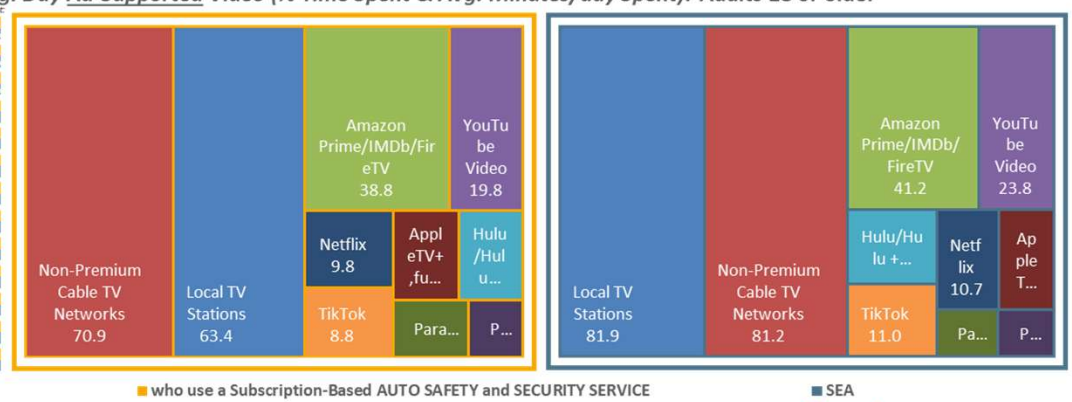
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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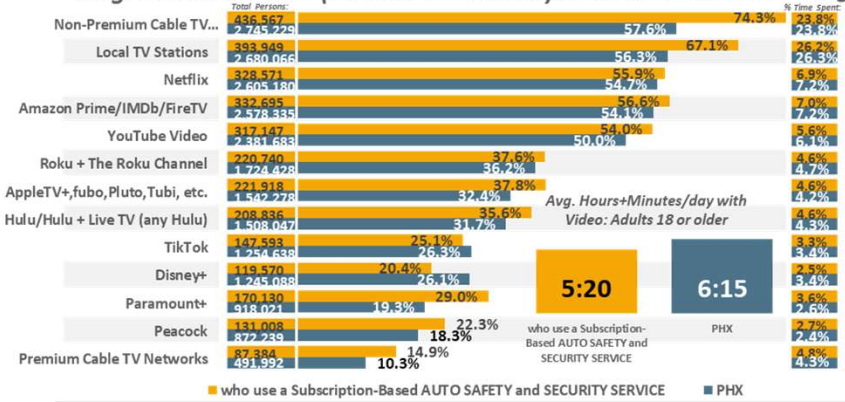
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

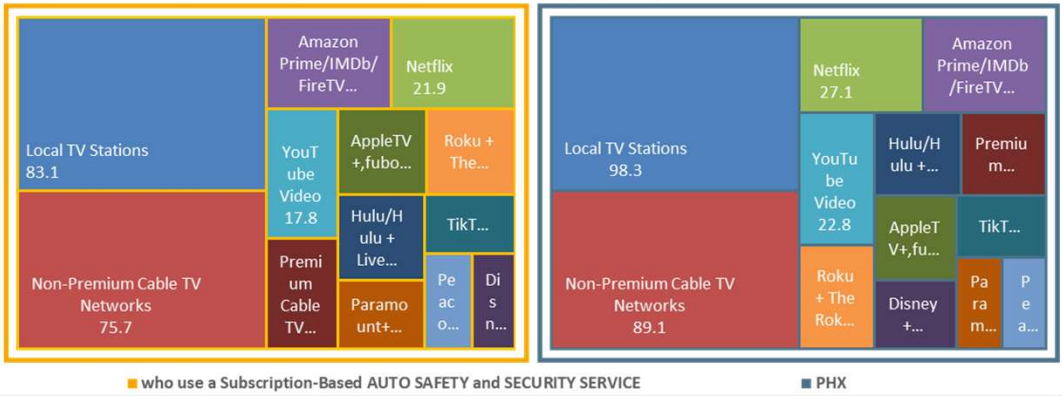


388,156 or 66.1% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 79.1 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

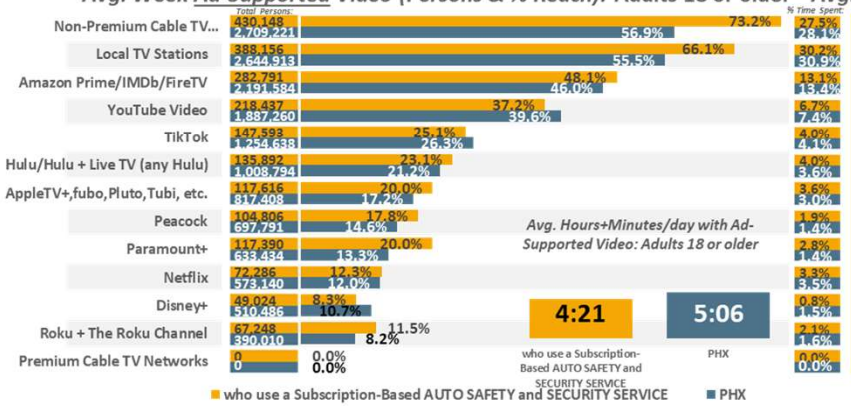
Avg. Week All Video (Persons & % Reach): Adults 18 or older



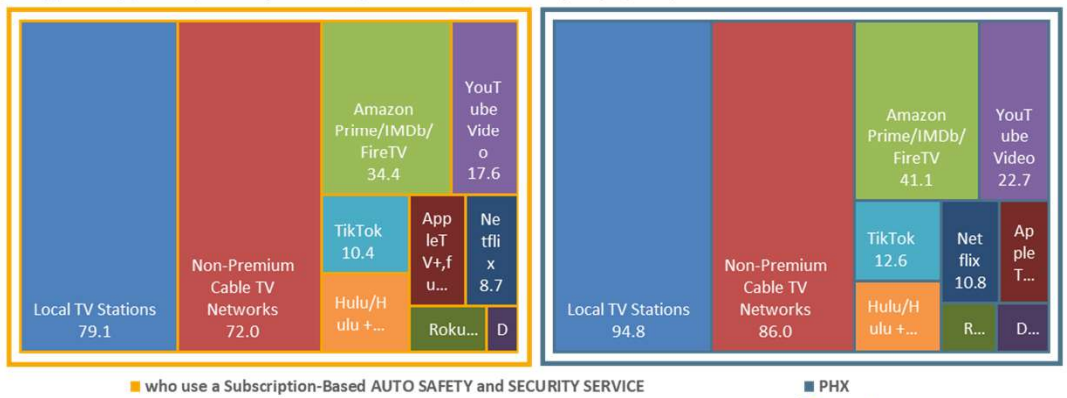
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

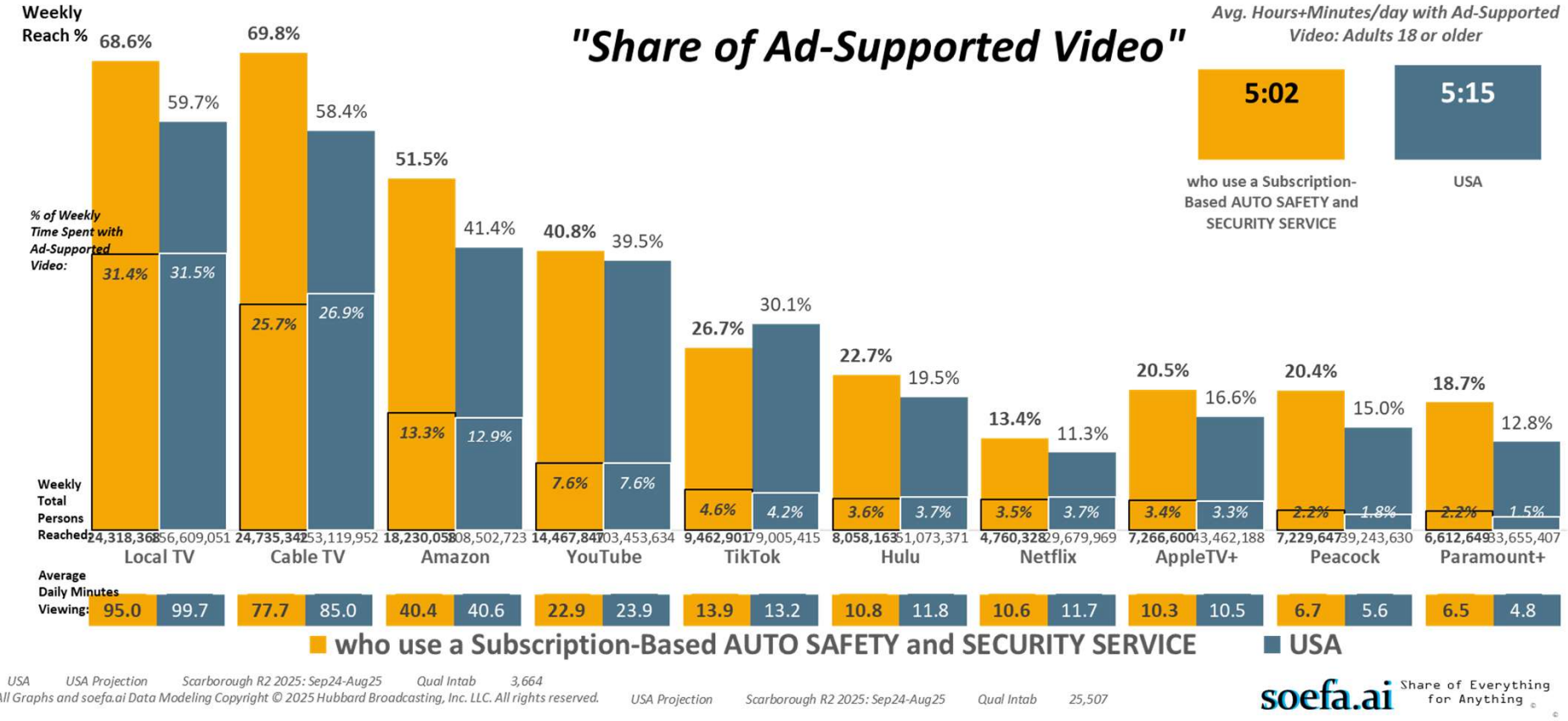
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream USA

24,318,368 or 68.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

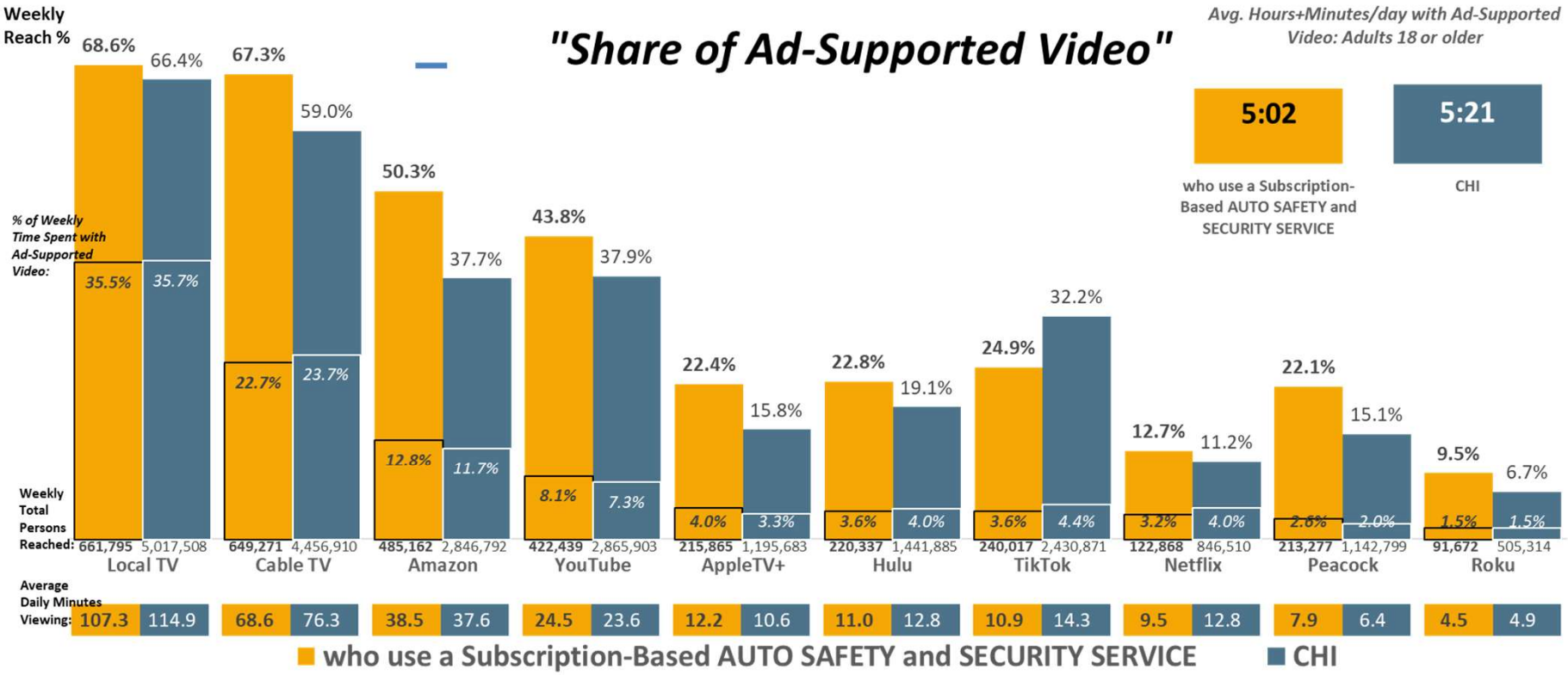
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

661,795 or 68.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 107.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Video.



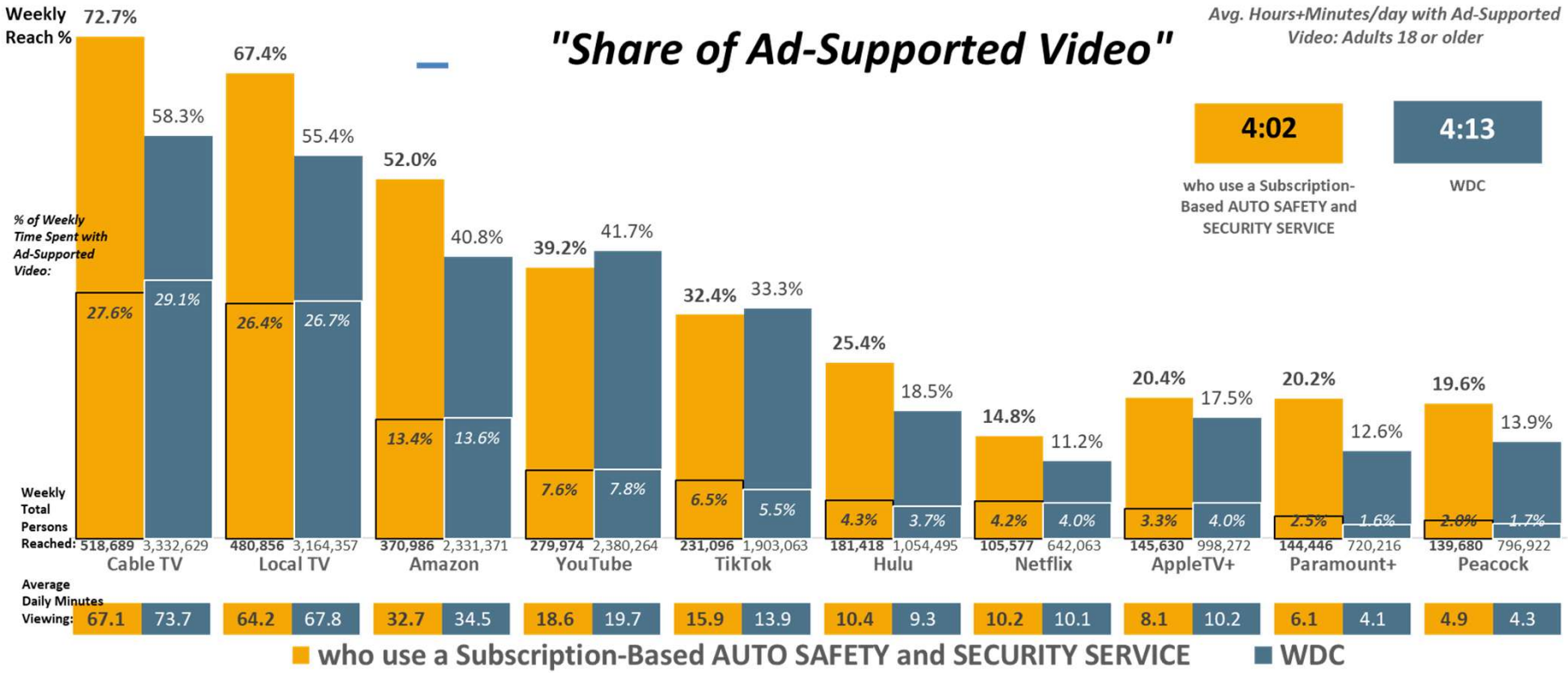
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

480,856 or 67.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 64.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

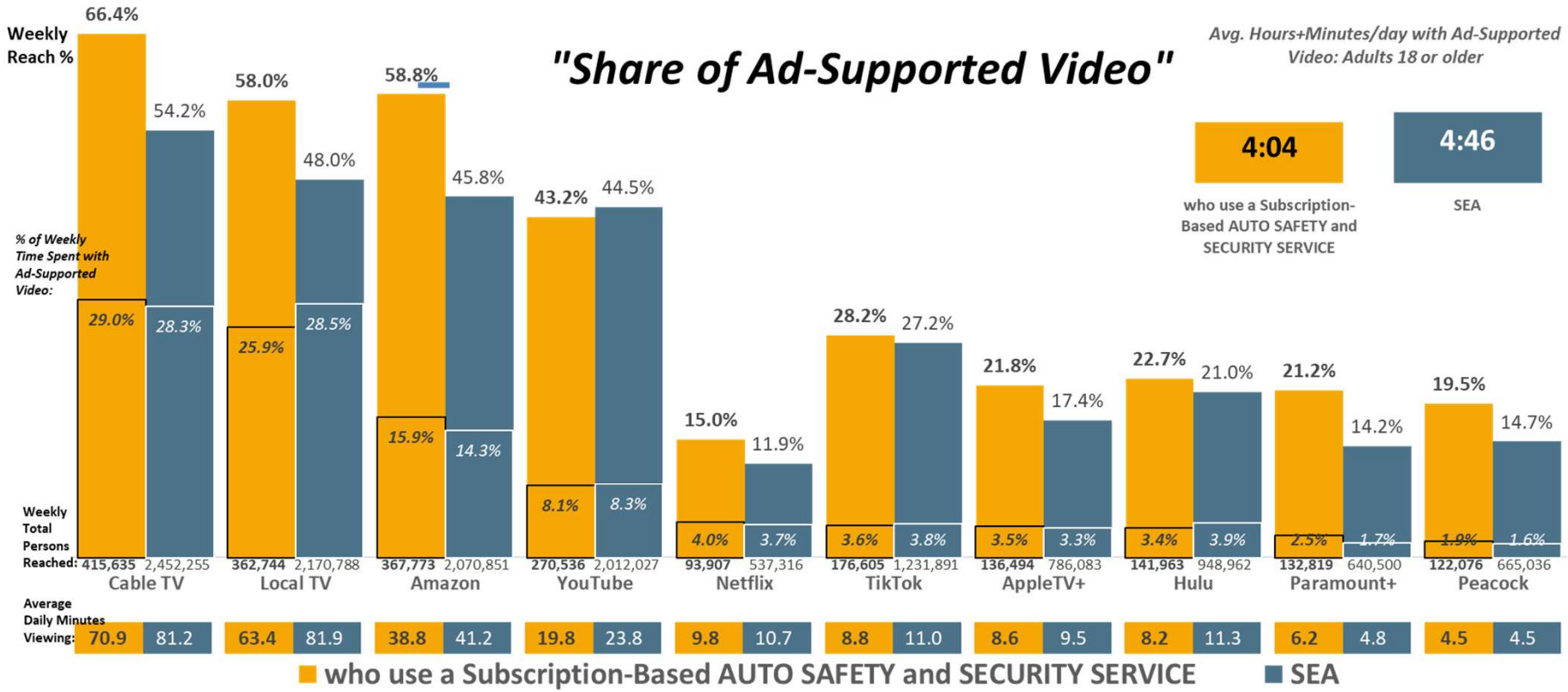
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream SEA

362,744 or 58.% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 63.4 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



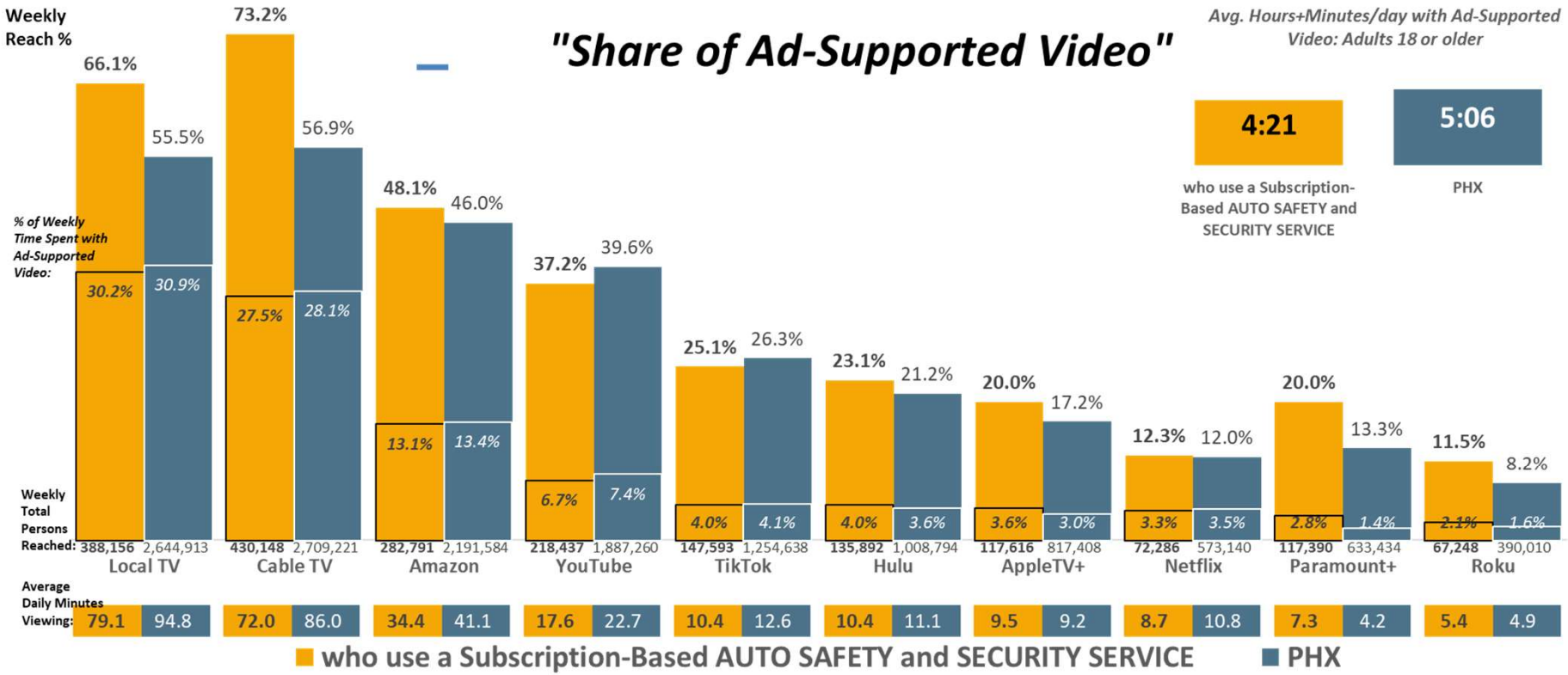
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

388,156 or 66.1% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 79.1 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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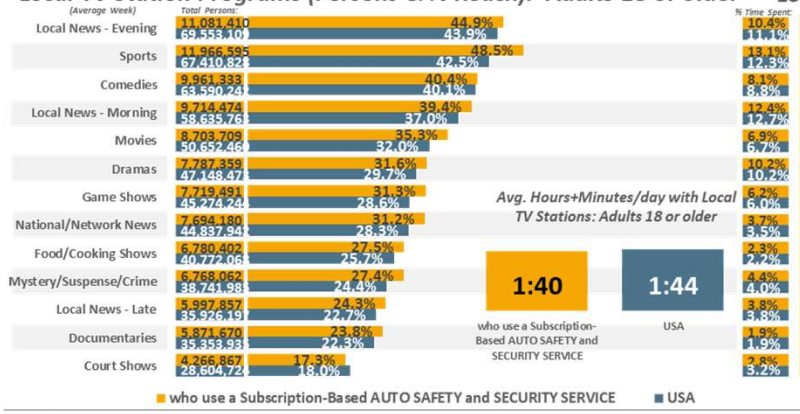
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

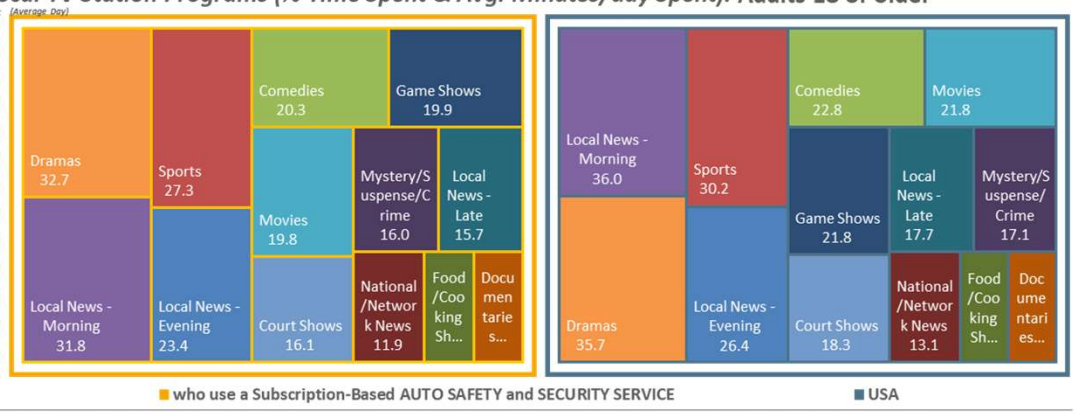


24,318,368 or 68.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

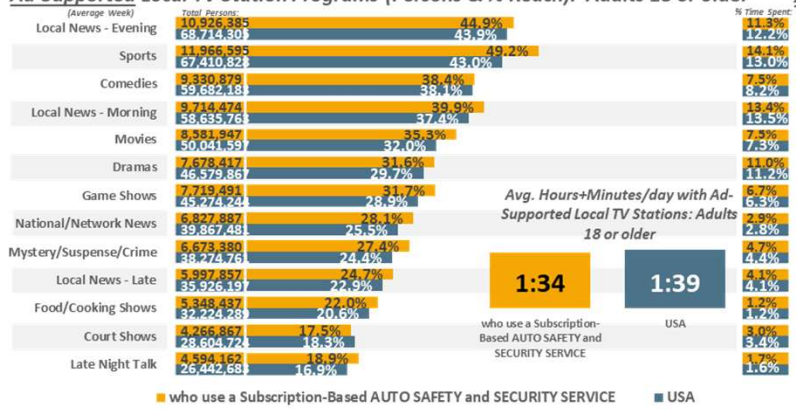
Local TV Station Programs (Persons & % Reach): Adults 18 or older



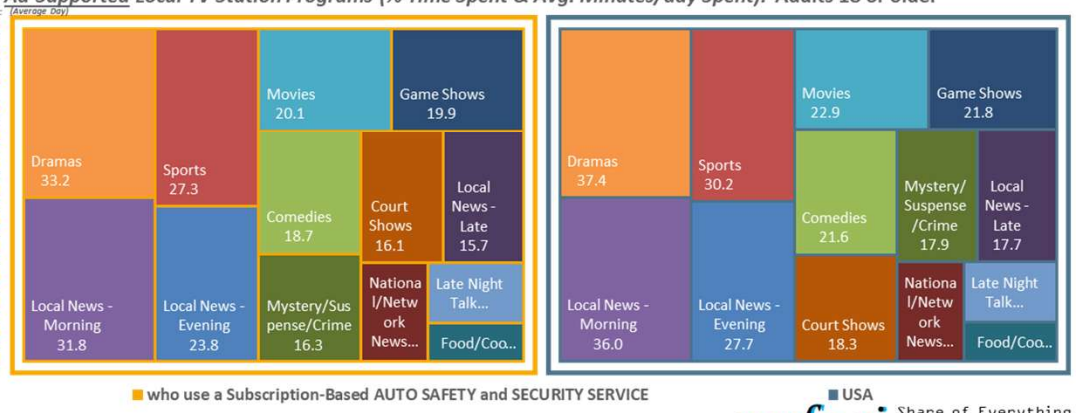
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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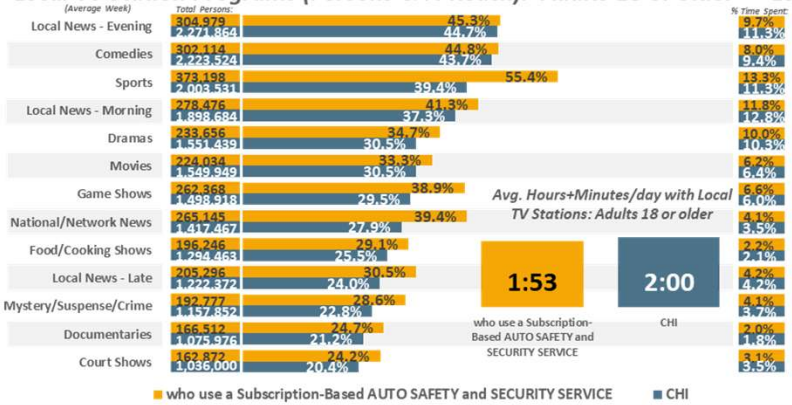
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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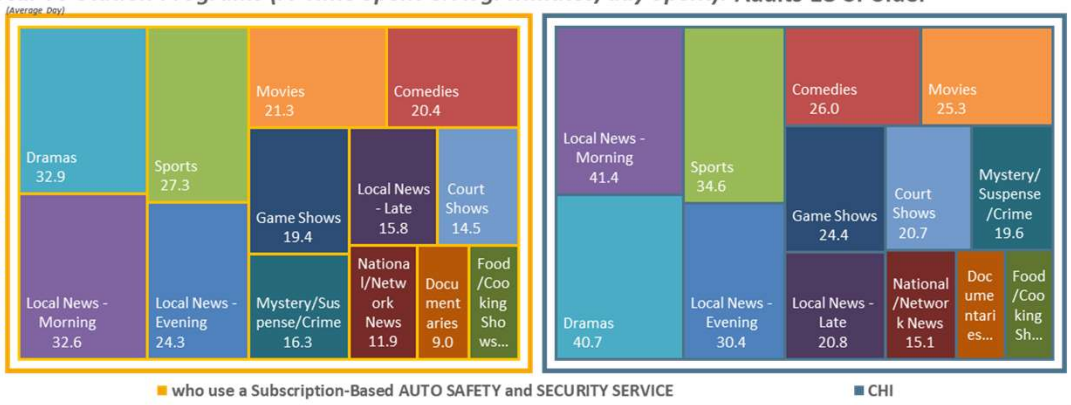
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

661,795 or 68.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and National/Networ

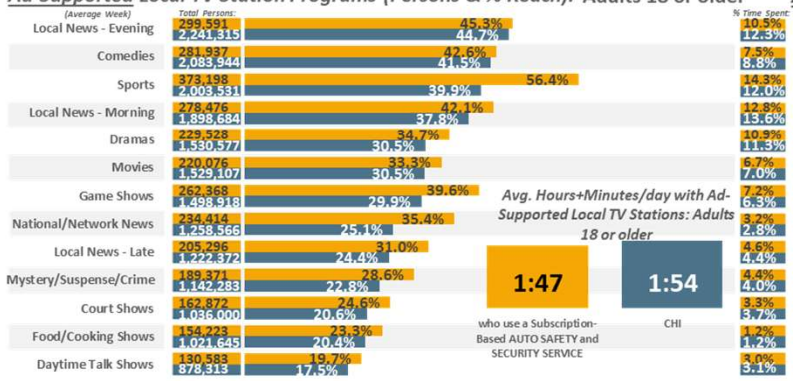
Local TV Station Programs (Persons & % Reach): Adults 18 or older



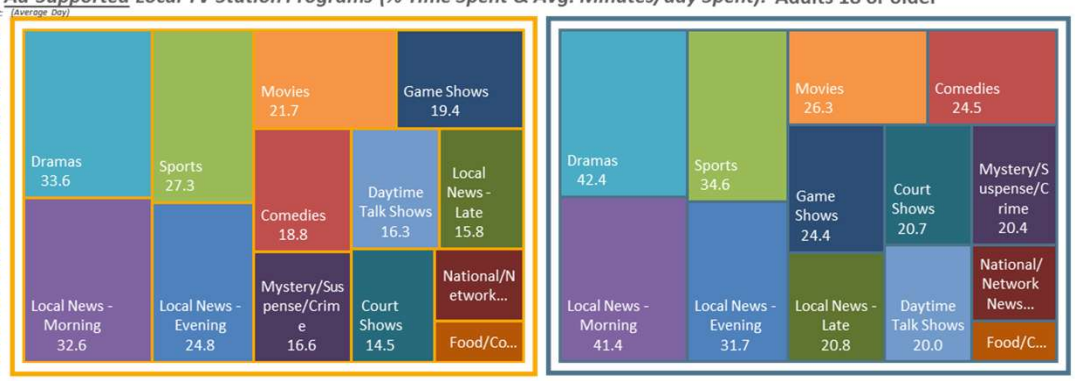
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

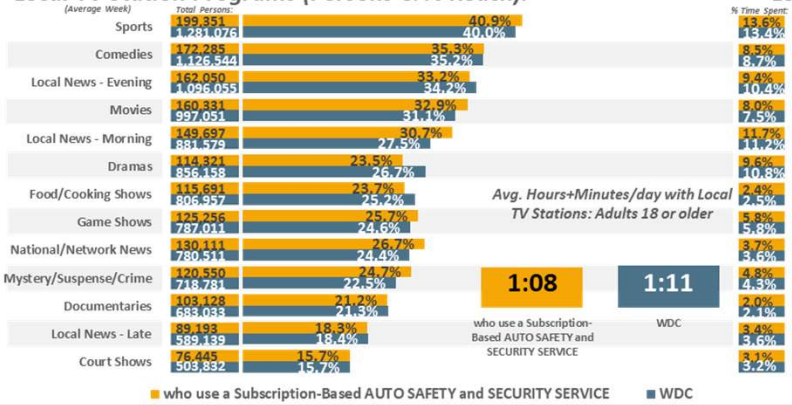
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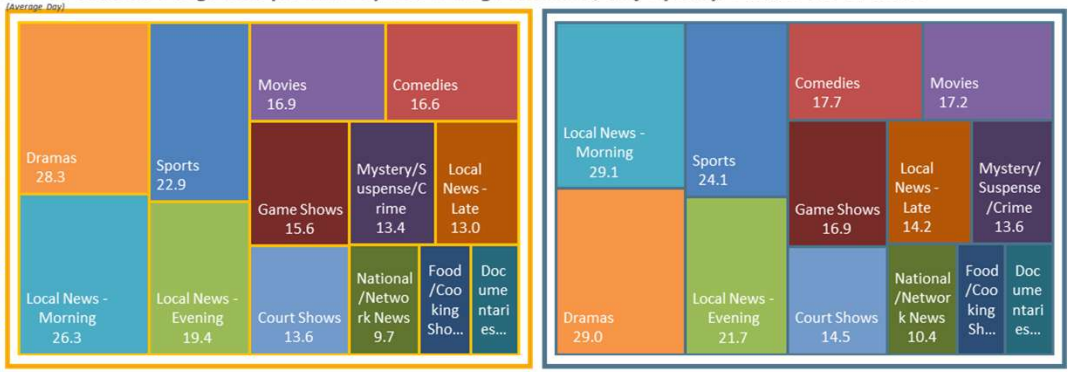
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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



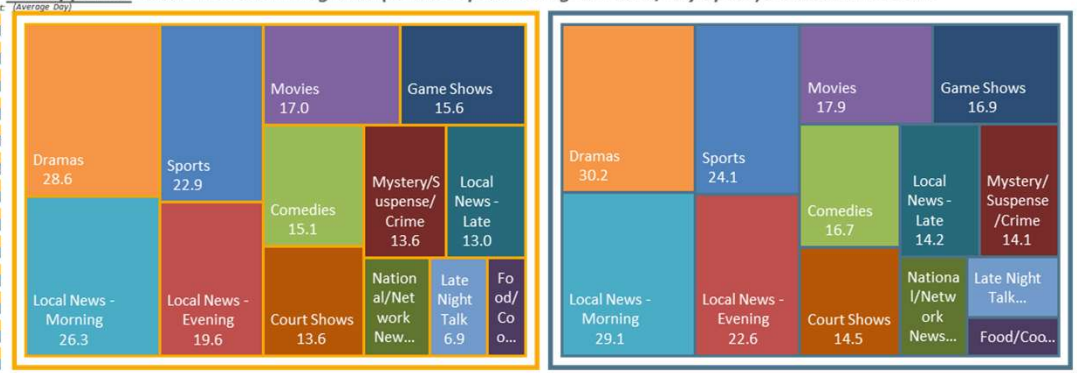
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

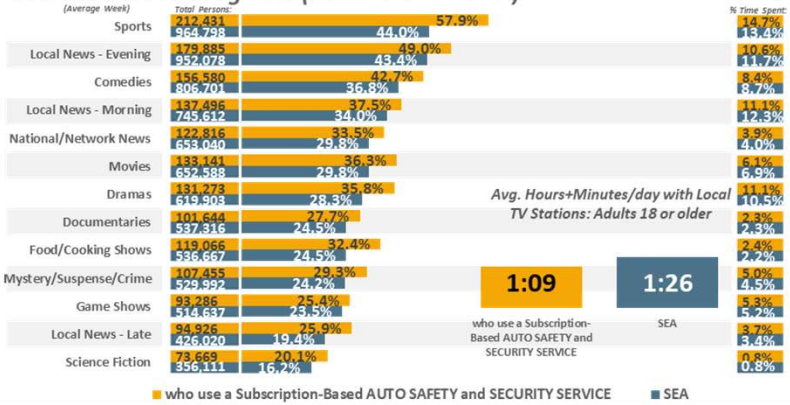
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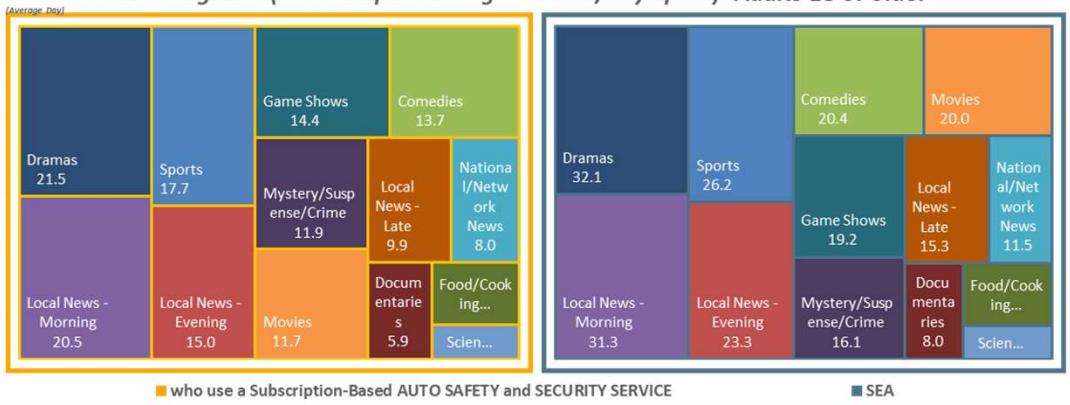
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

362,744 or 58.% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

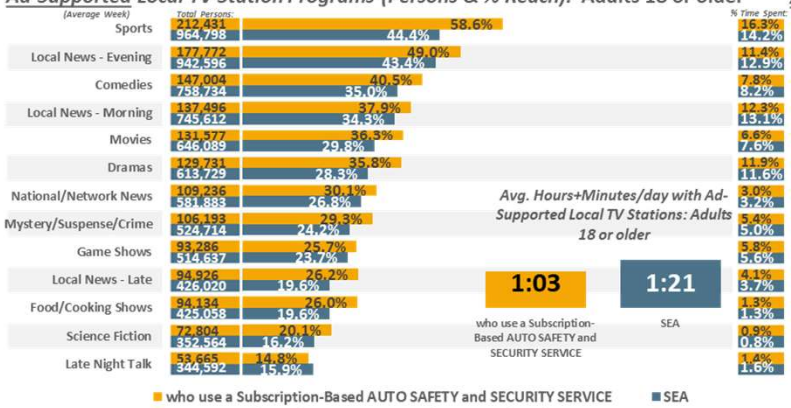
Local TV Station Programs (Persons & % Reach): Adults 18 or older



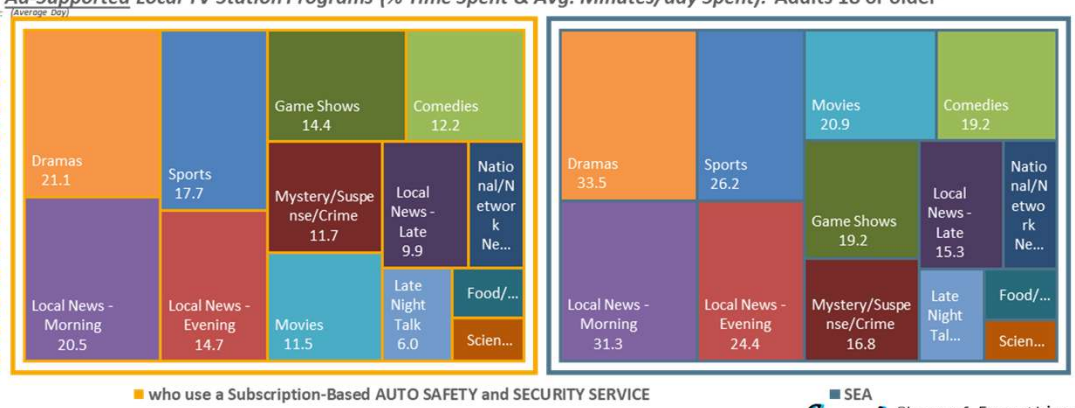
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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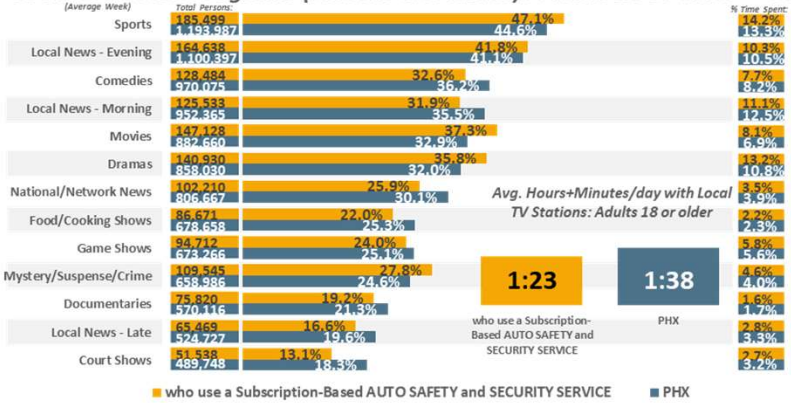
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

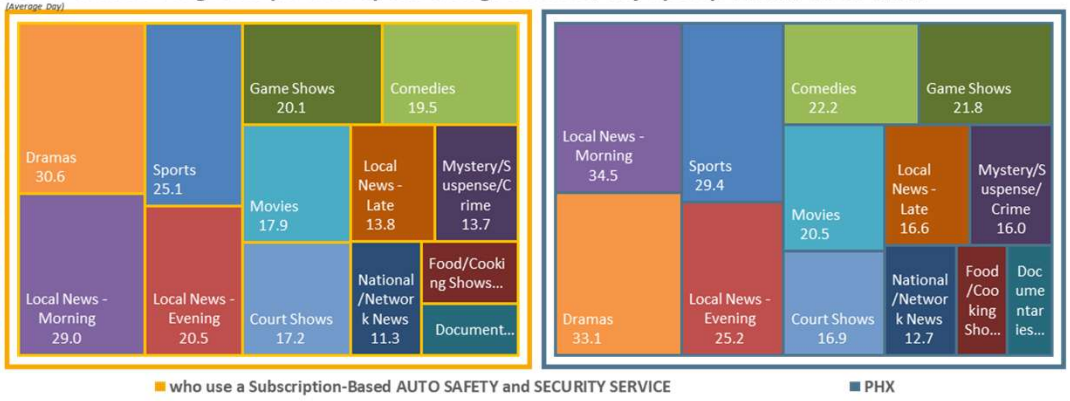


388,156 or 66.1% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Dramas, Local News - Morning, and Comedies.

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



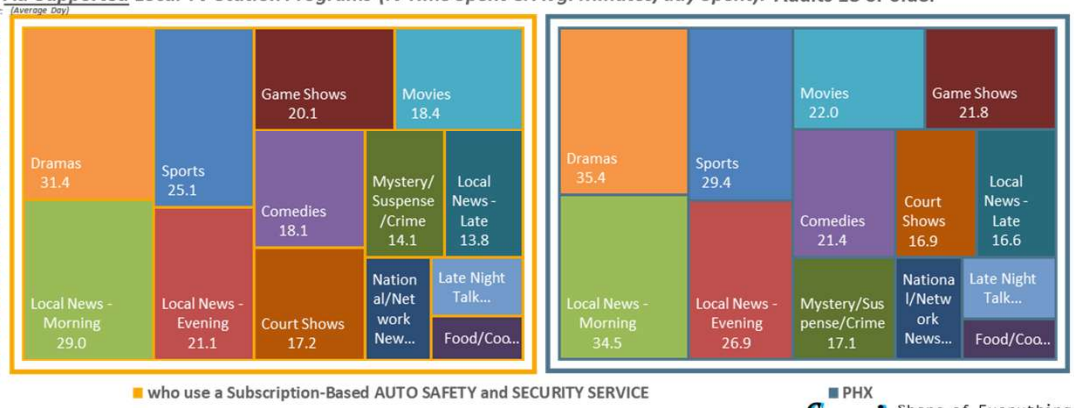
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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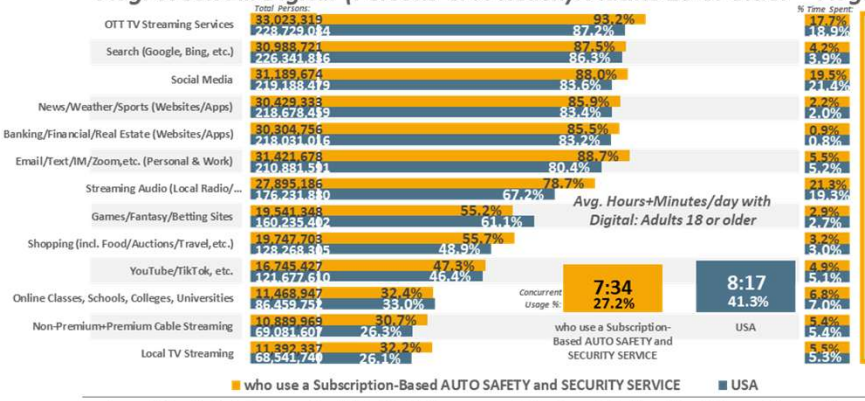
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

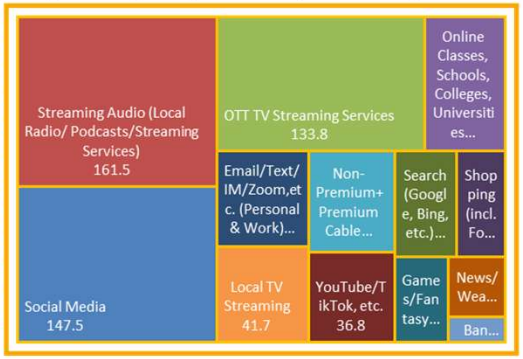


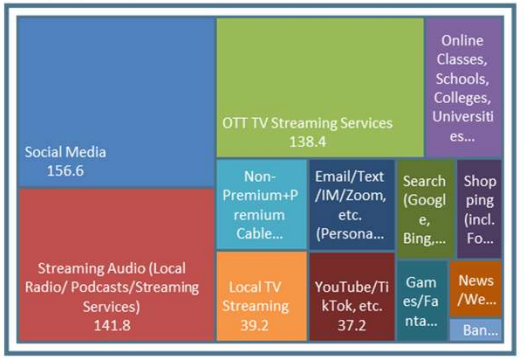
27,796,097 or 78.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 131.4 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

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

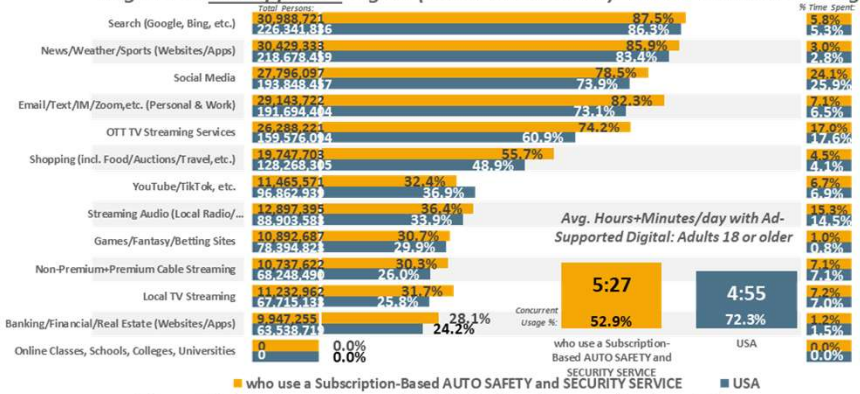


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

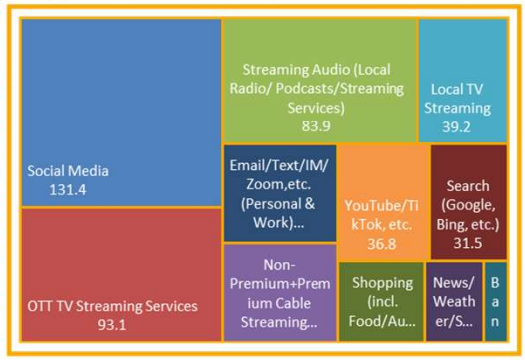


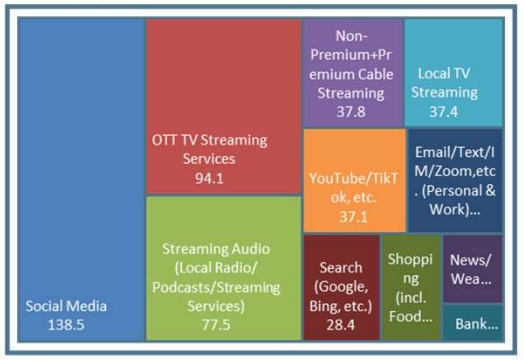


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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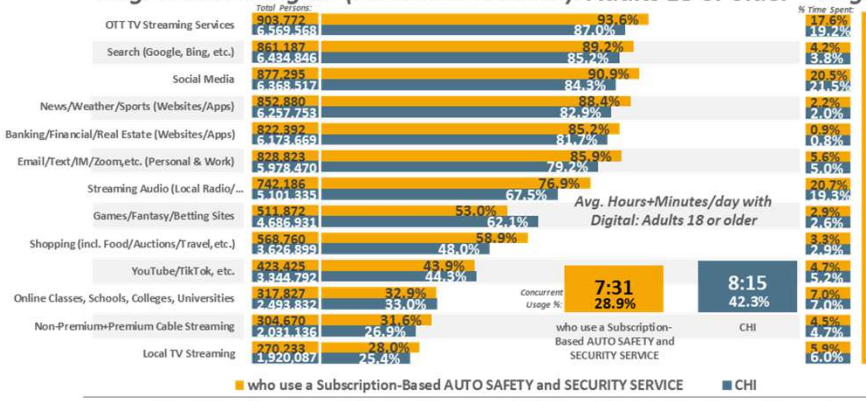
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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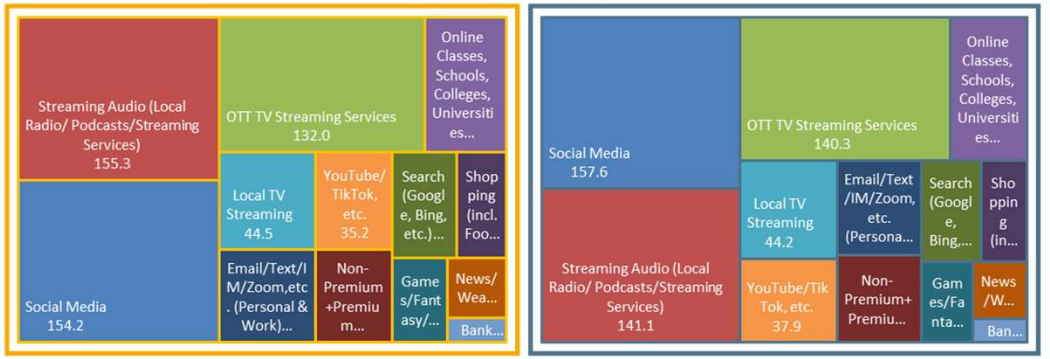
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

795,711 or 82.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 139.8 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

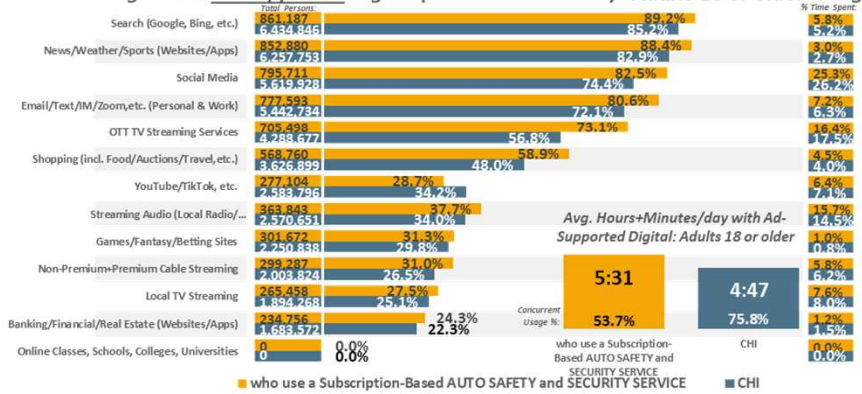
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



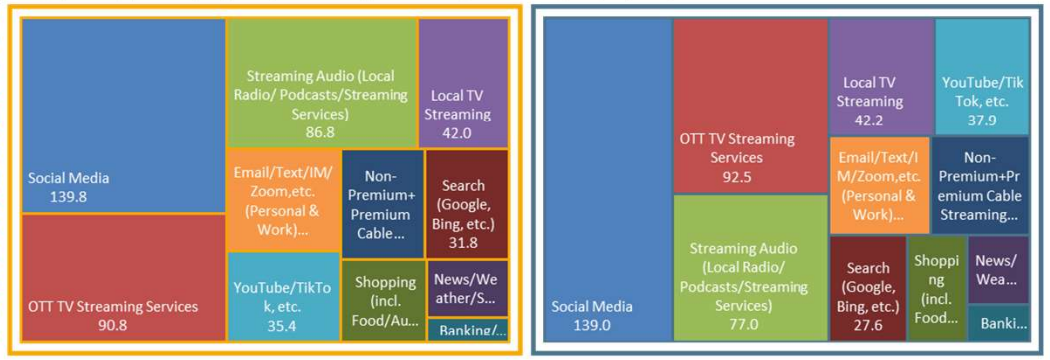
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

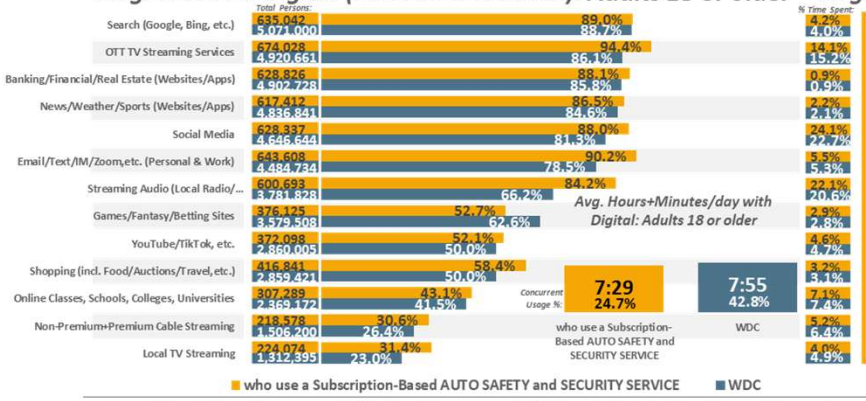
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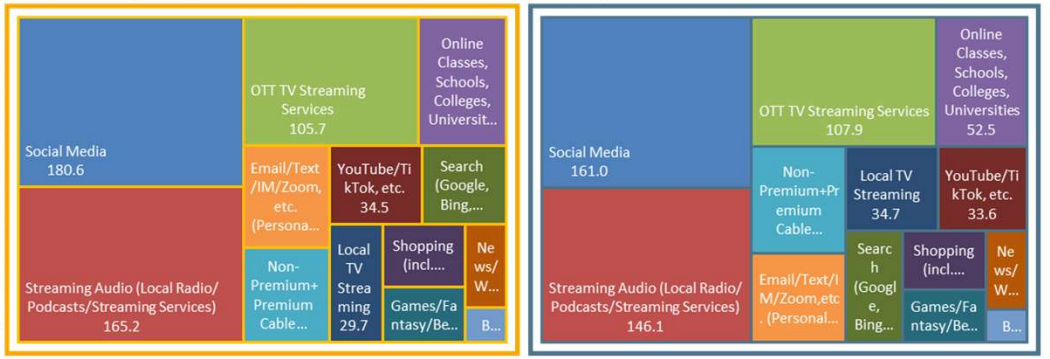
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

541,127 or 75.8% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 155.5 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

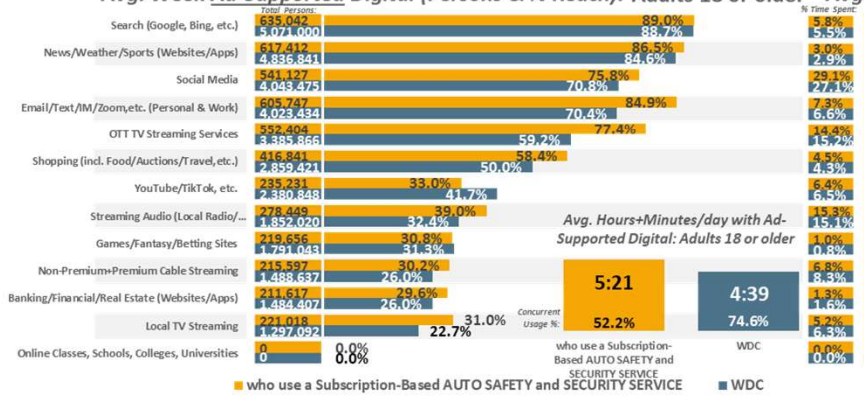
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



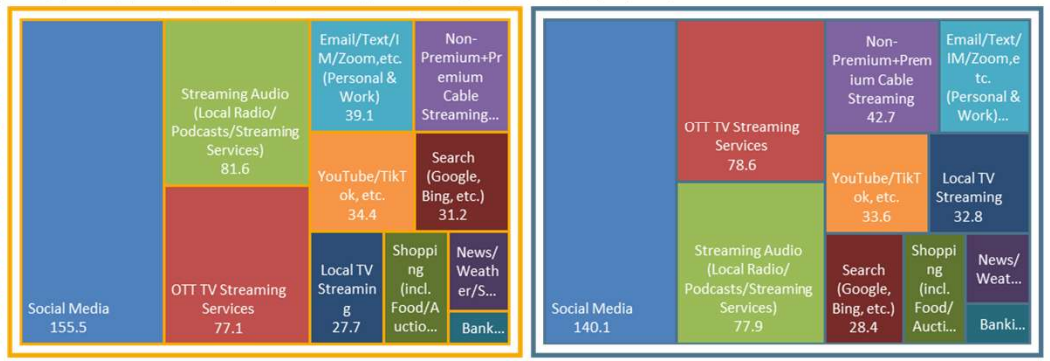
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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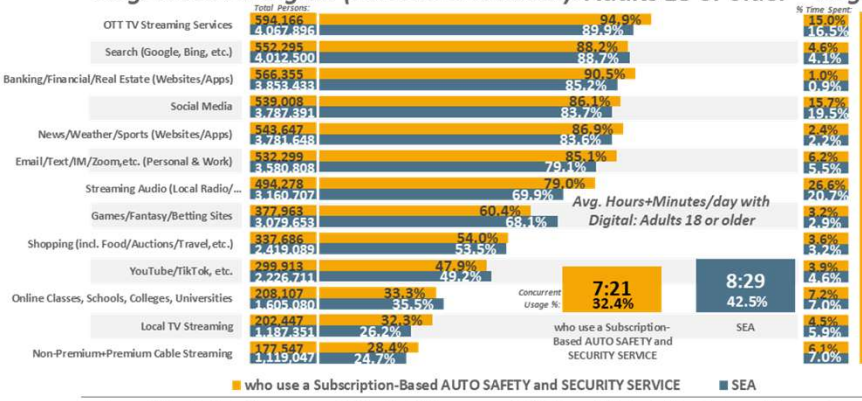
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

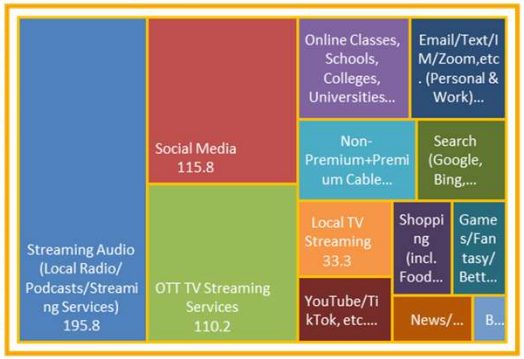


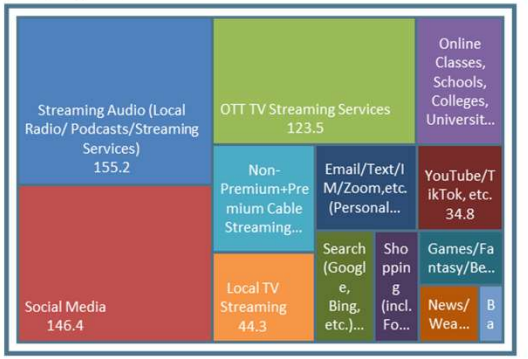
461,047 or 73.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 99.1 minutes every day representing 19.4% of all time spent daily with Ad-Supported Digital Media.

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

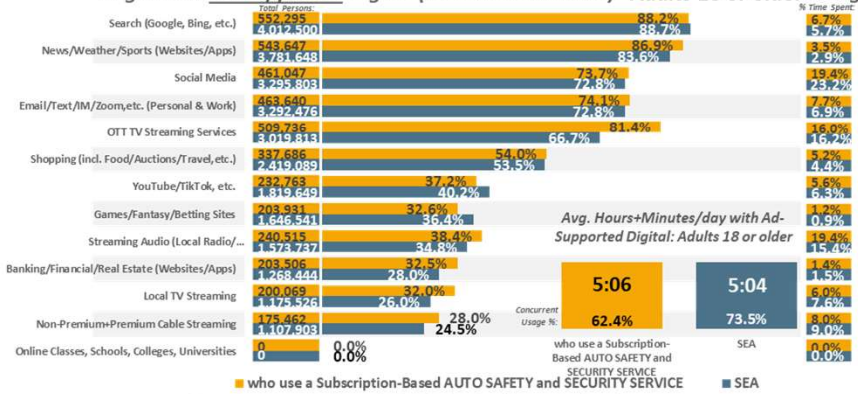


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

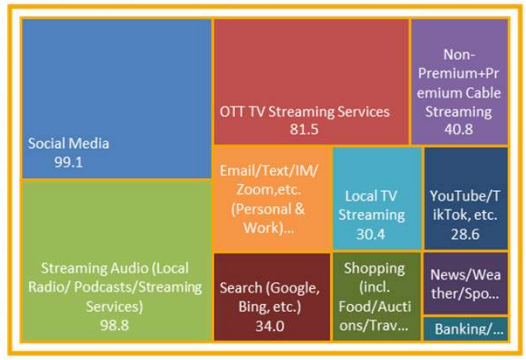


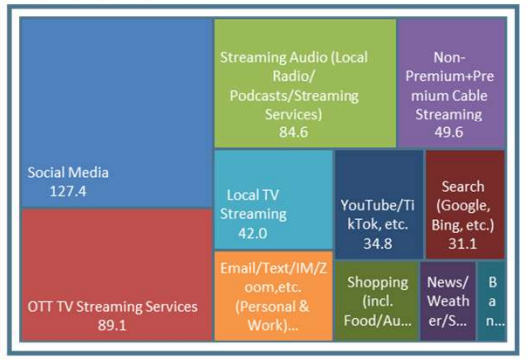


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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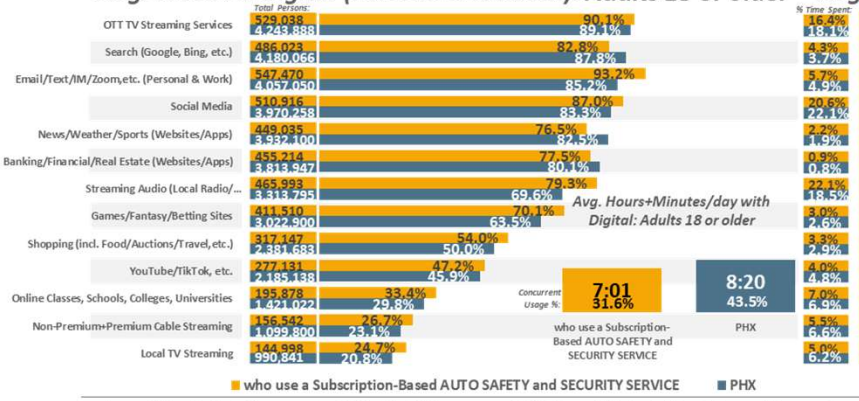
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

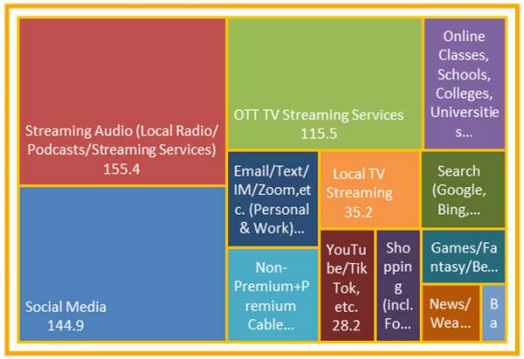


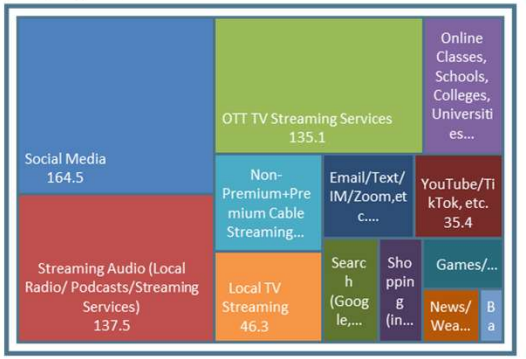
473,119 or 80.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 134.1 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

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

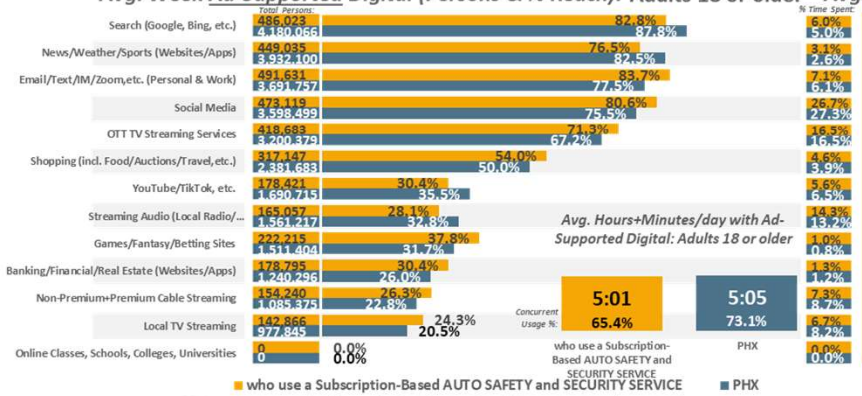


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

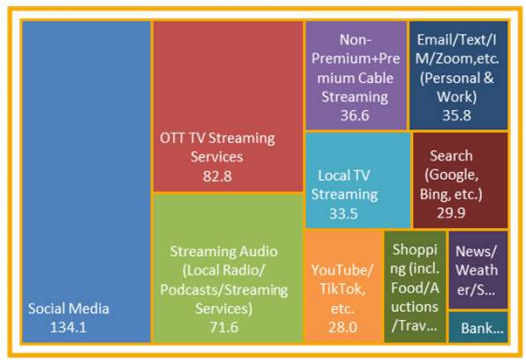


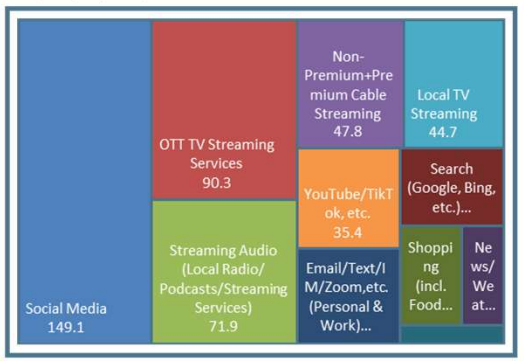


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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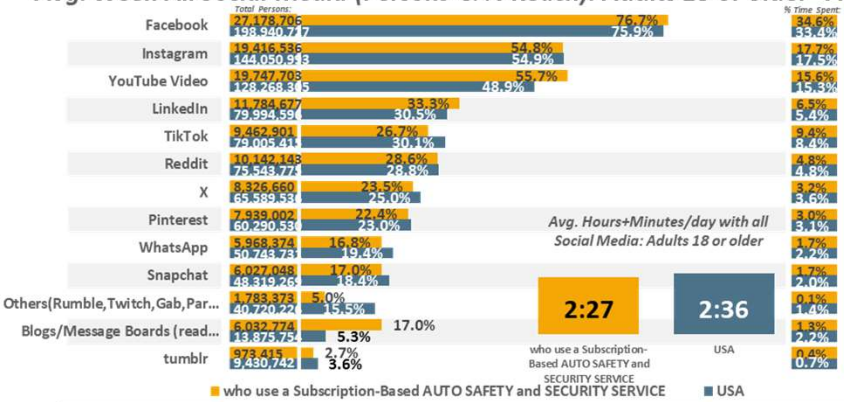
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

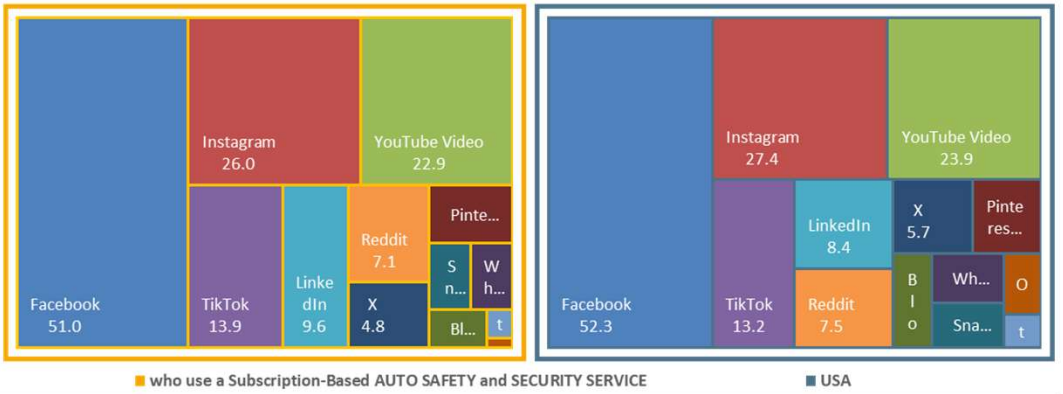


27,178,706 or 76.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

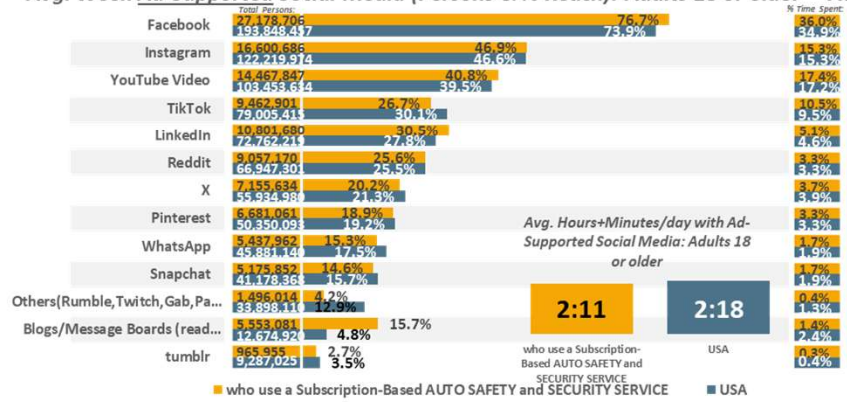
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



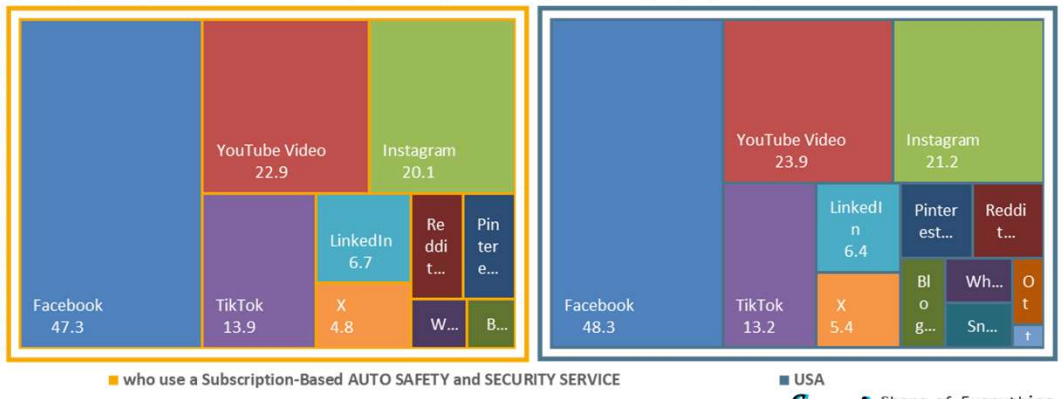
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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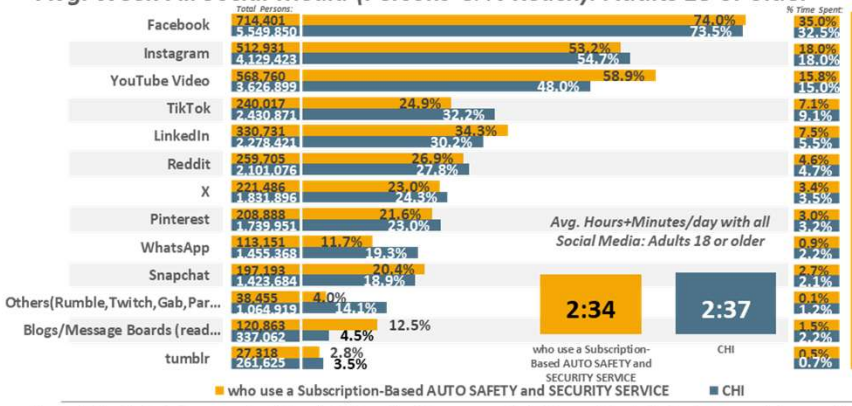
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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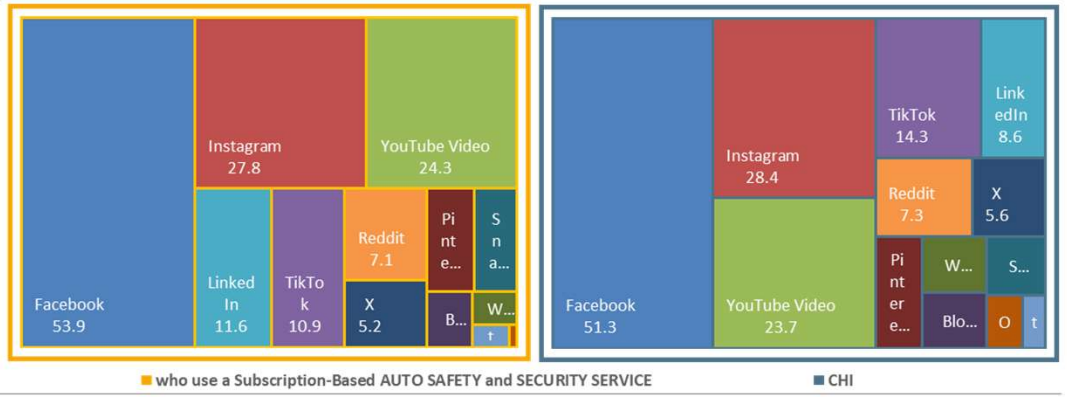
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

714,401 or 74.% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 51.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

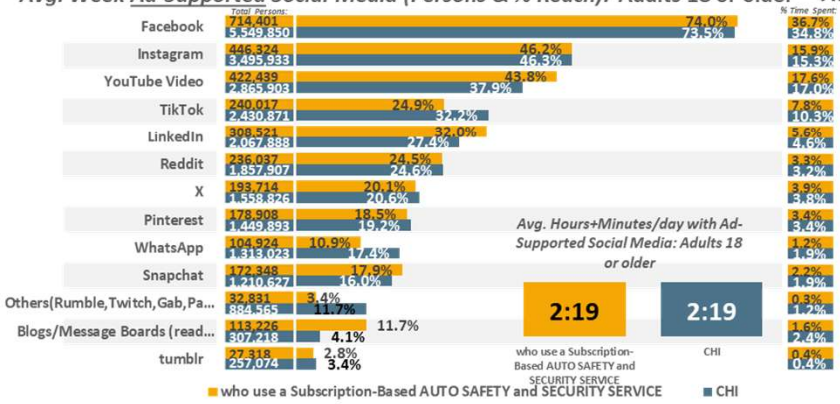
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



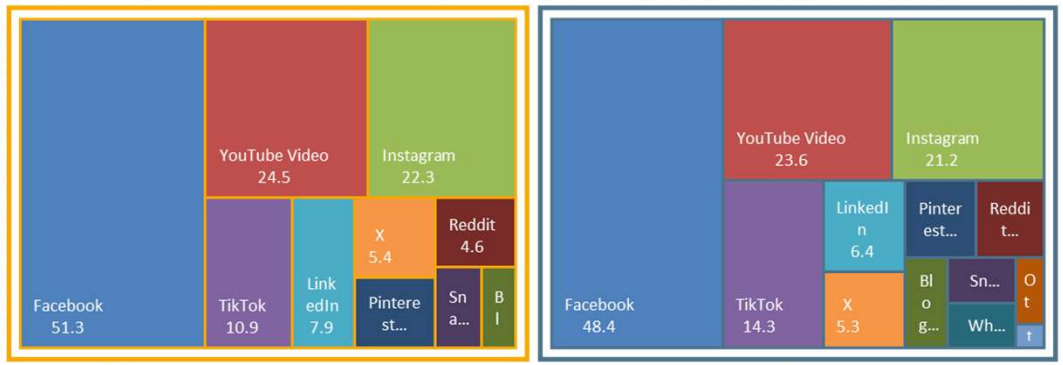
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

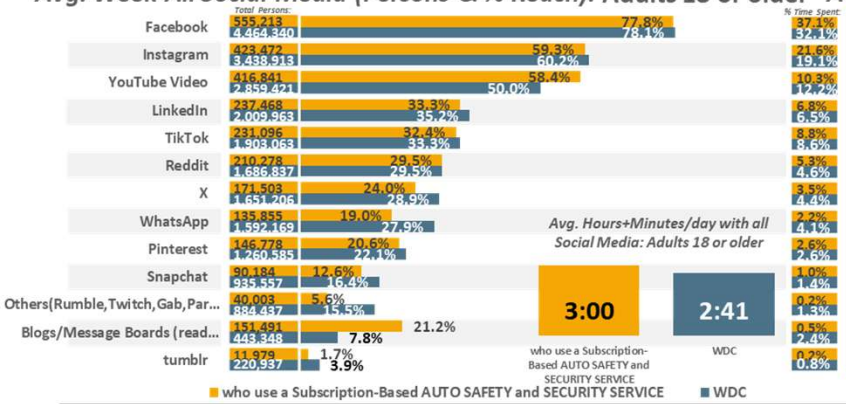
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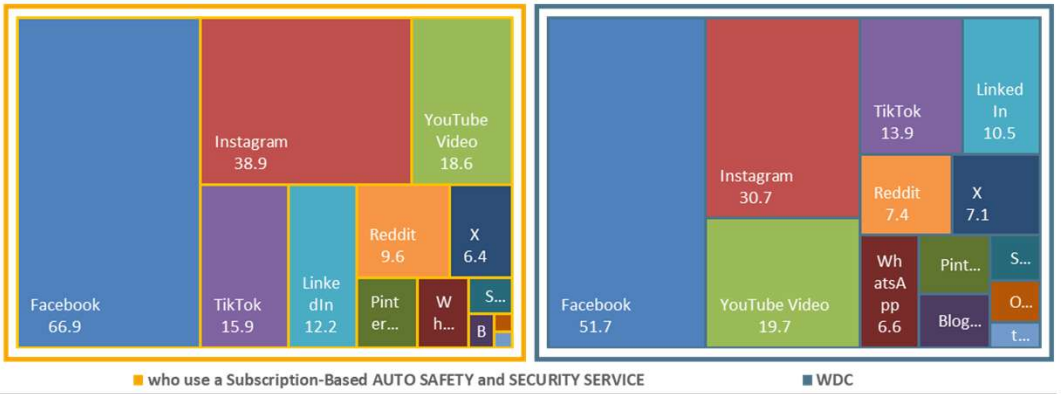
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

541,127 or 75.8% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 61.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

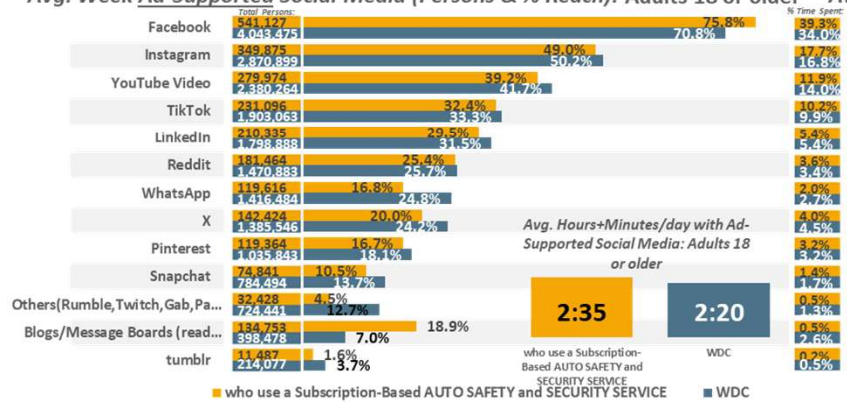
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



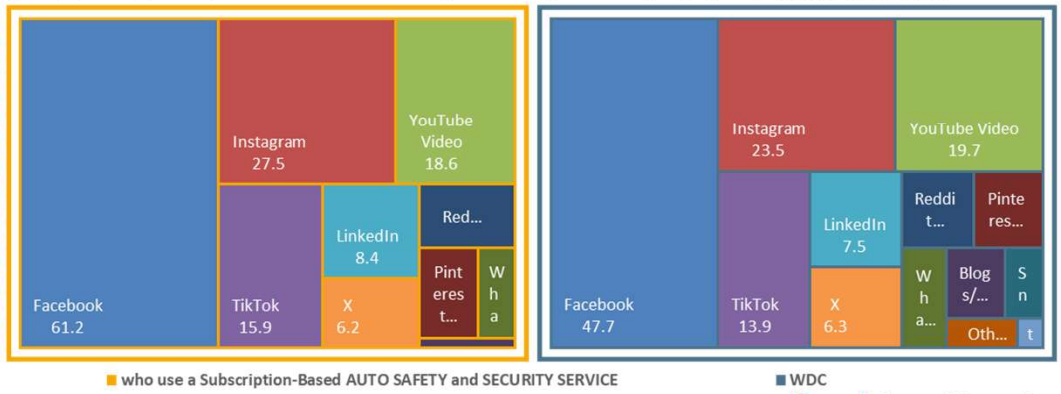
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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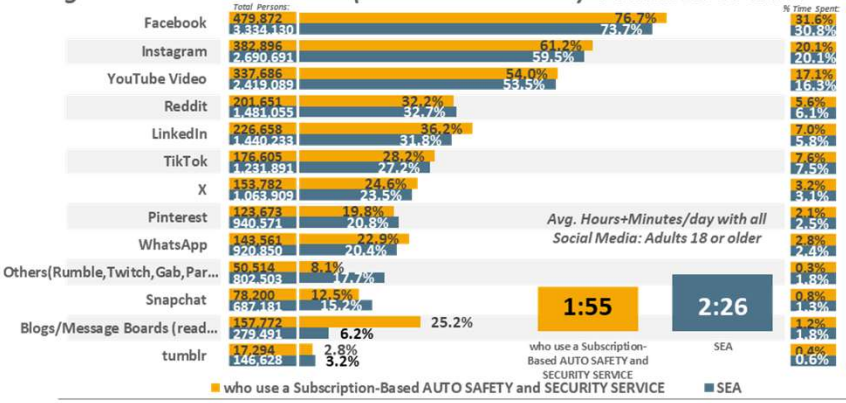
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

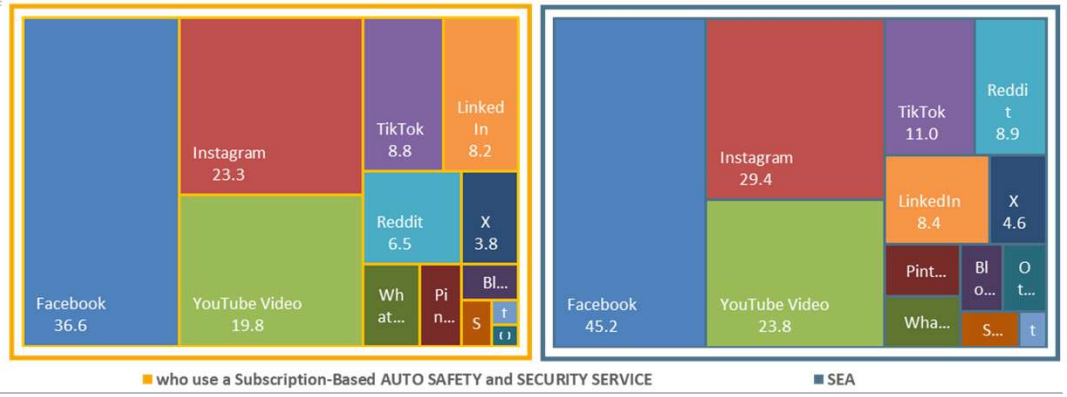


461,047 or 73.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 33.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

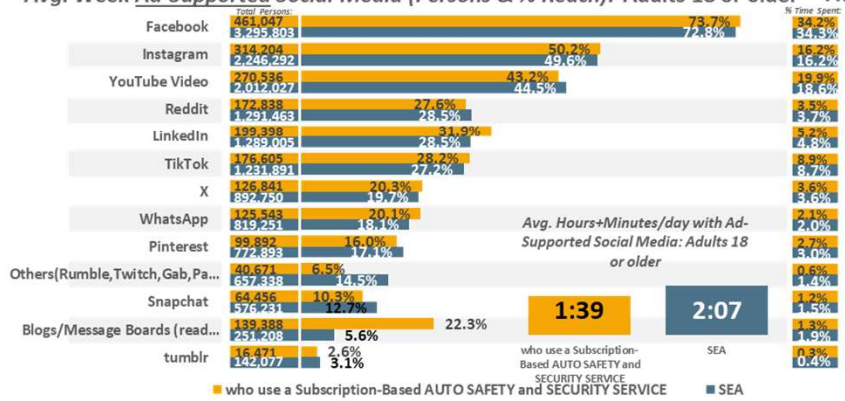
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



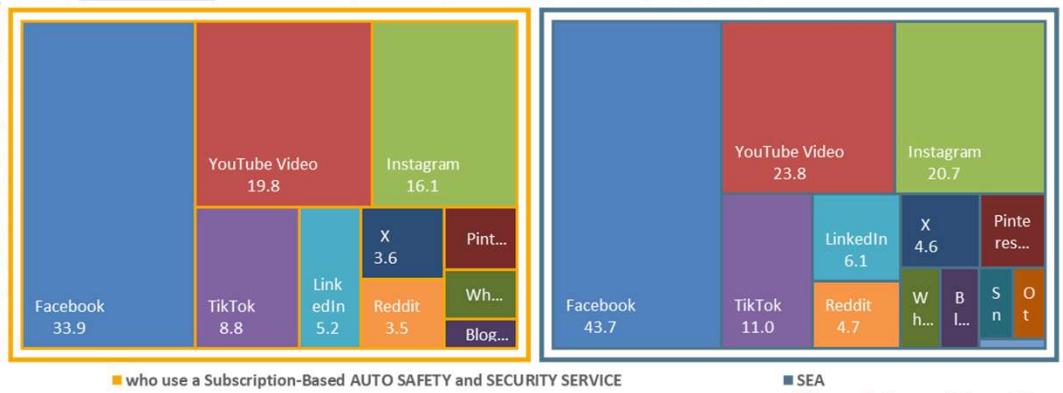
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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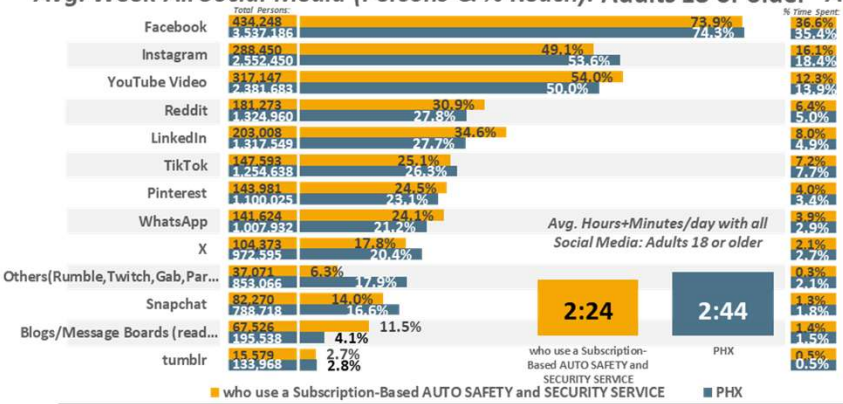
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

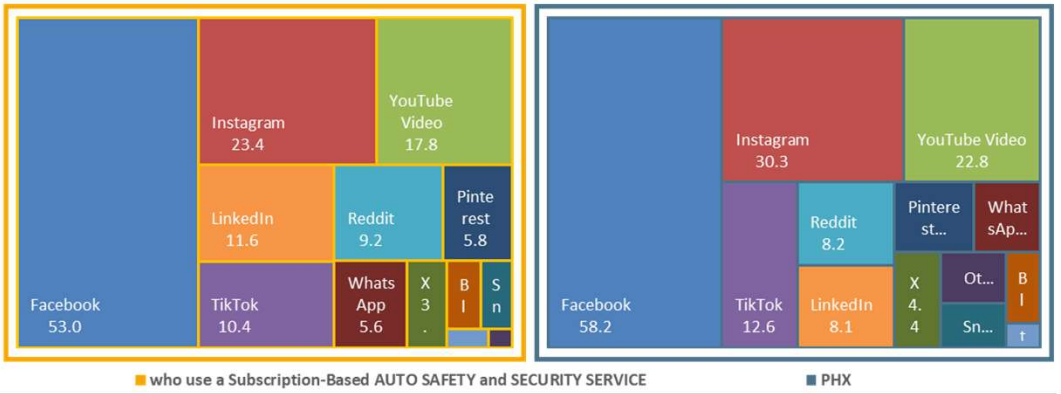
Upstream PHX

434,248 or 73.9% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 52. minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

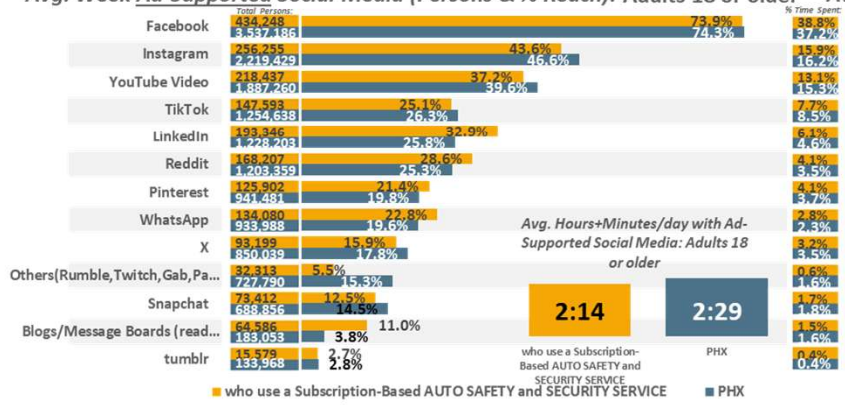
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



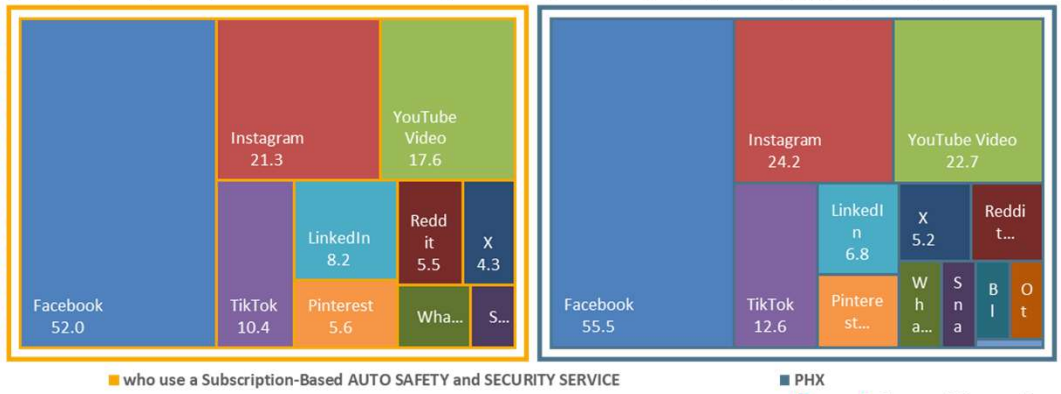
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

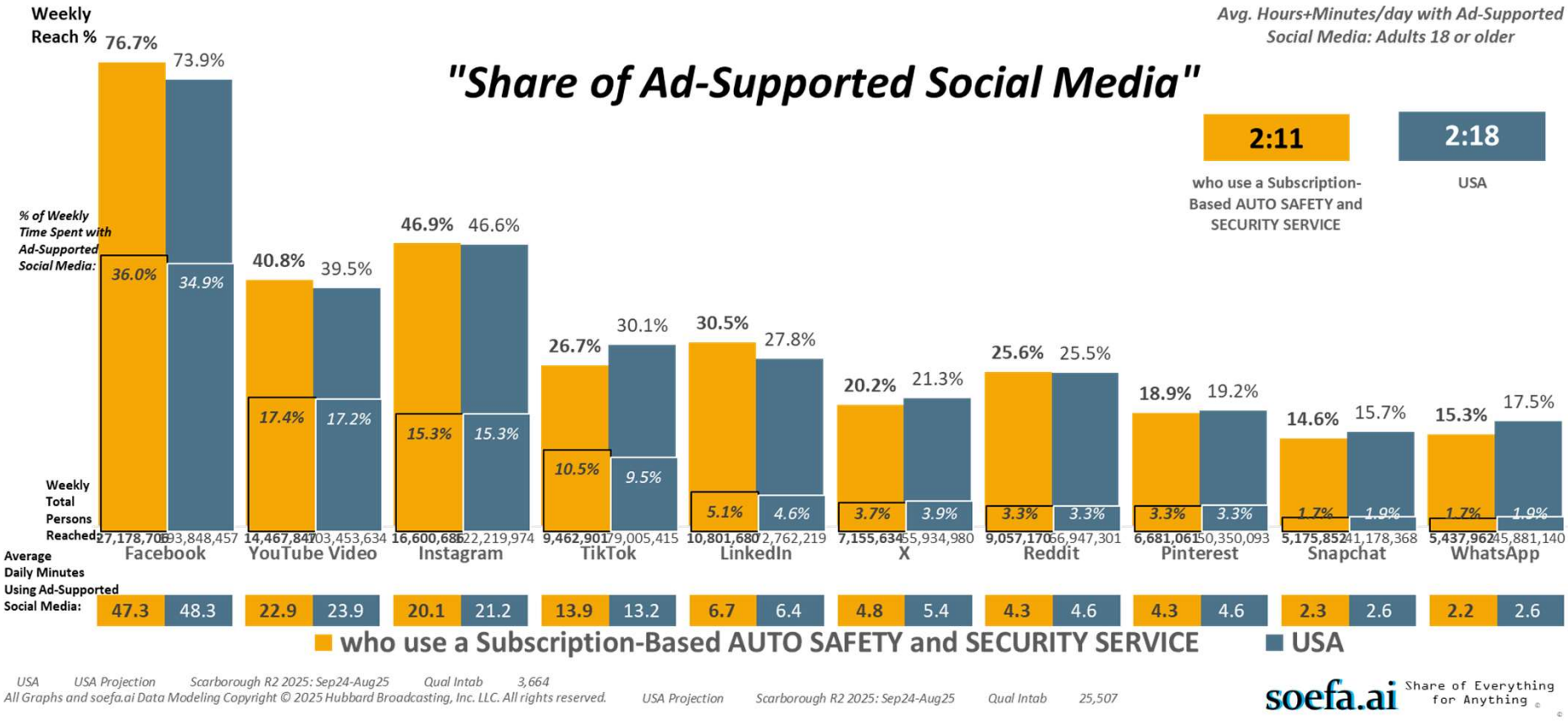
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream USA

27,178,706 or 76.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

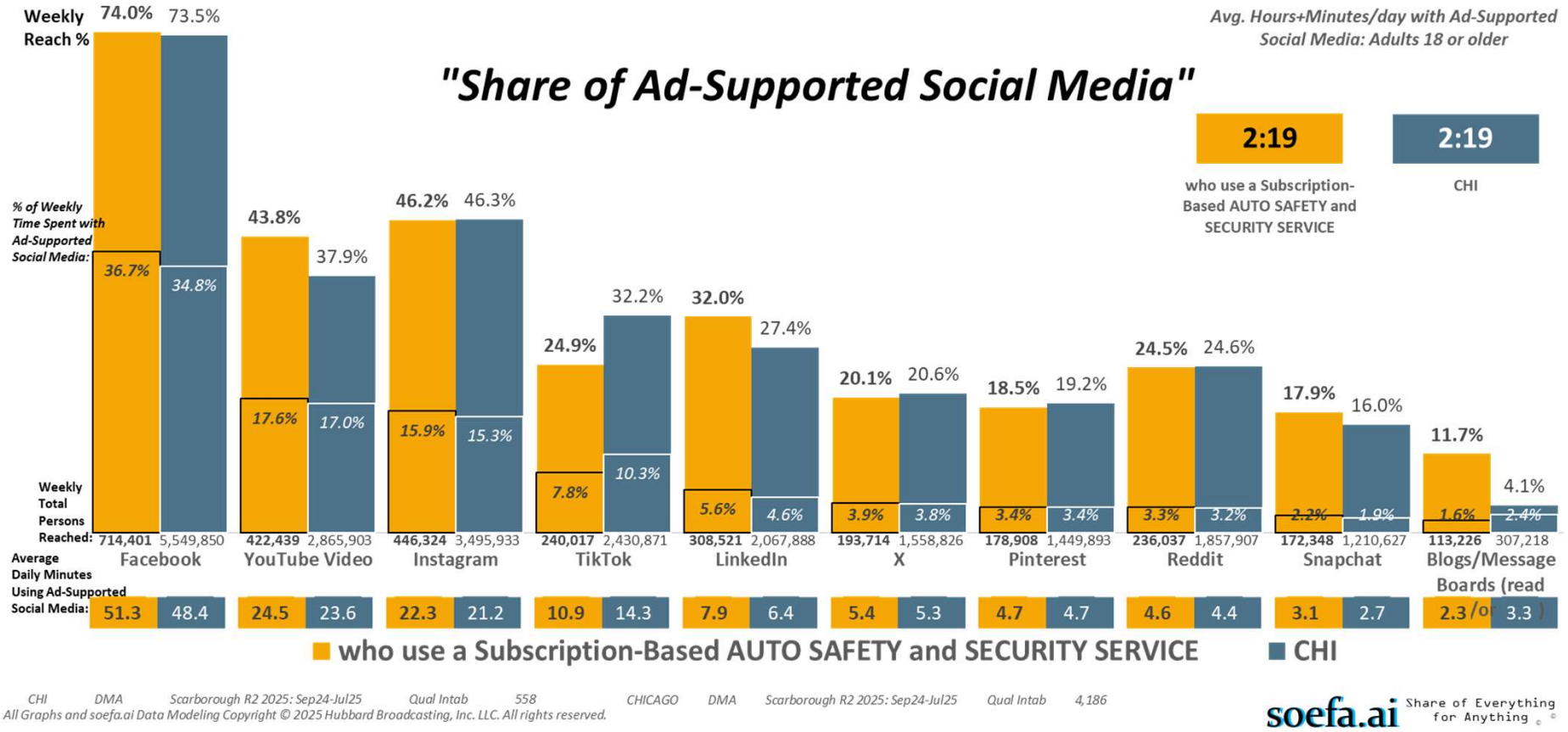
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

714,401 or 74.% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 51.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



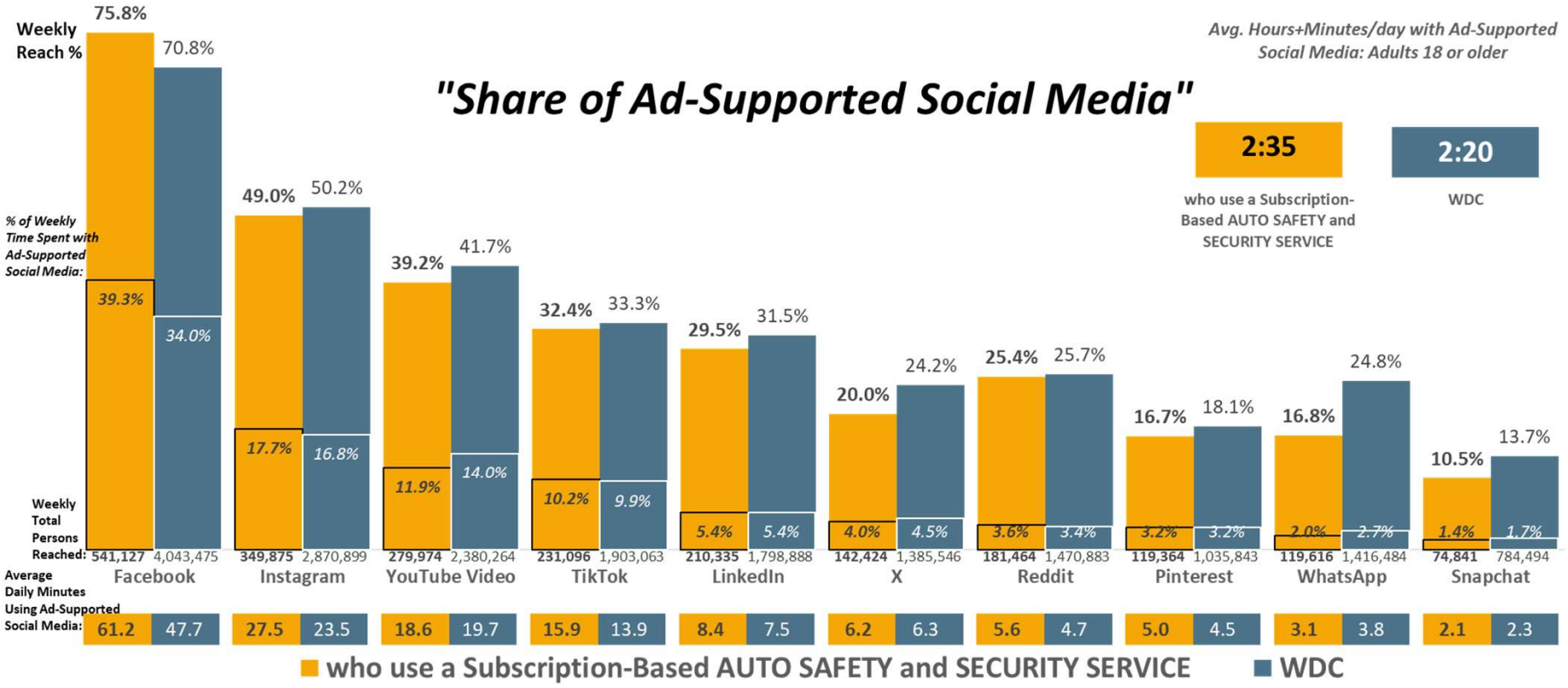
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

541,127 or 75.8% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 61.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

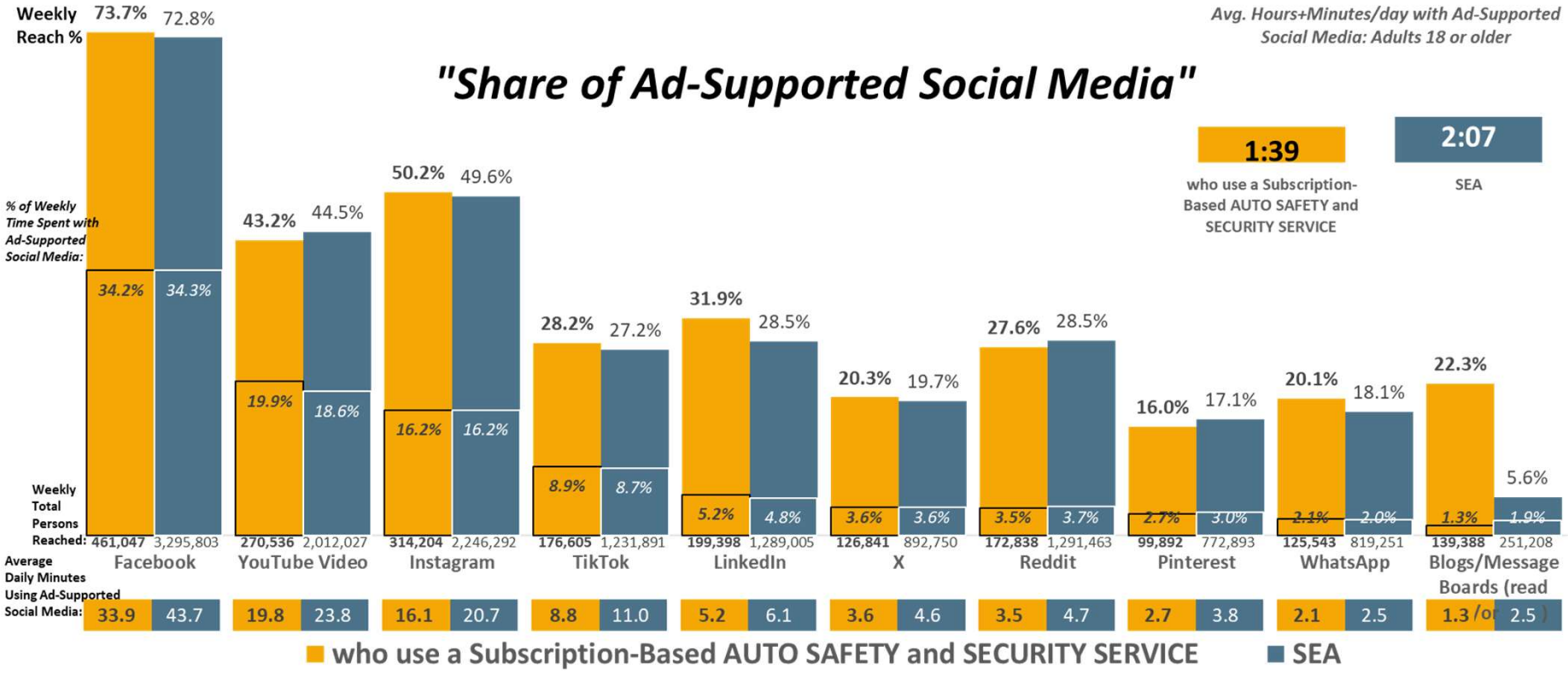
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream SEA

461,047 or 73.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 33.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

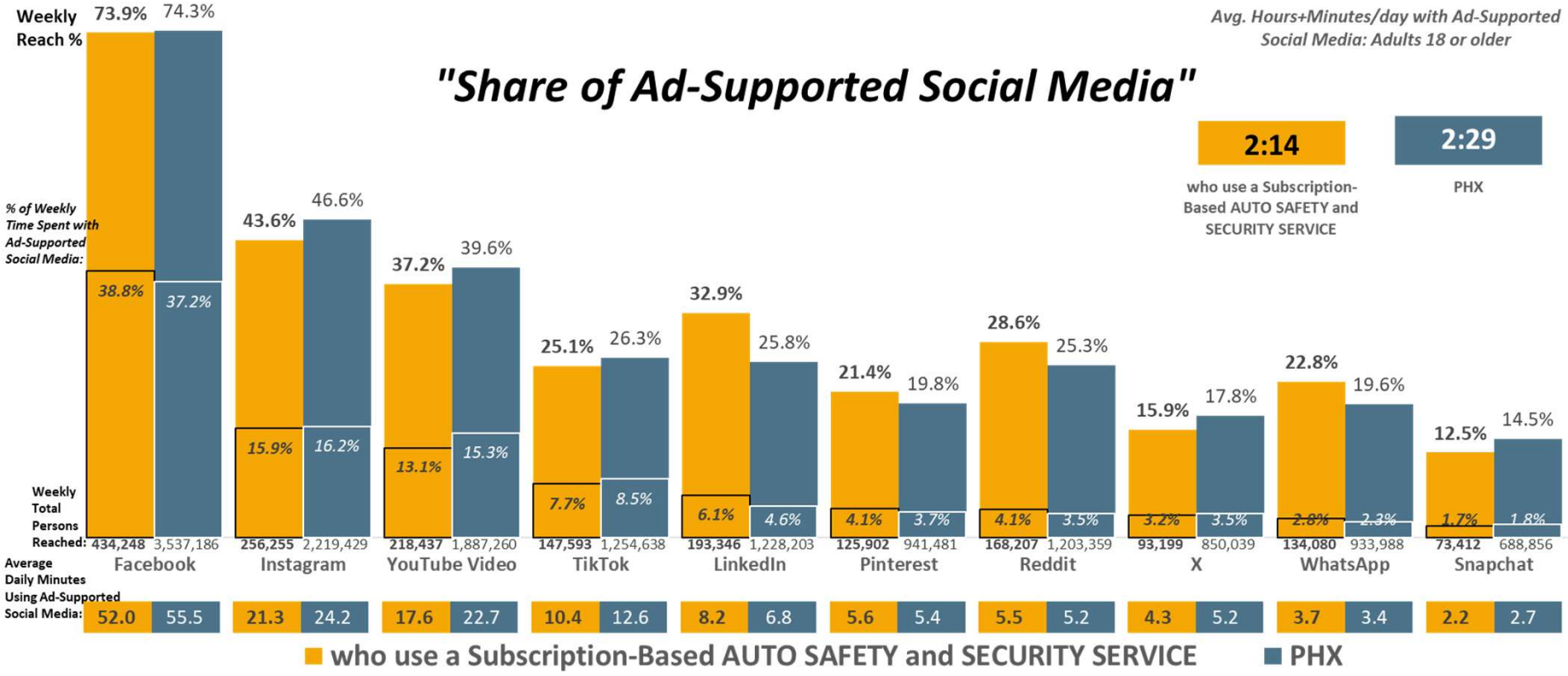
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream PHX

434,248 or 73.9% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 52. minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.



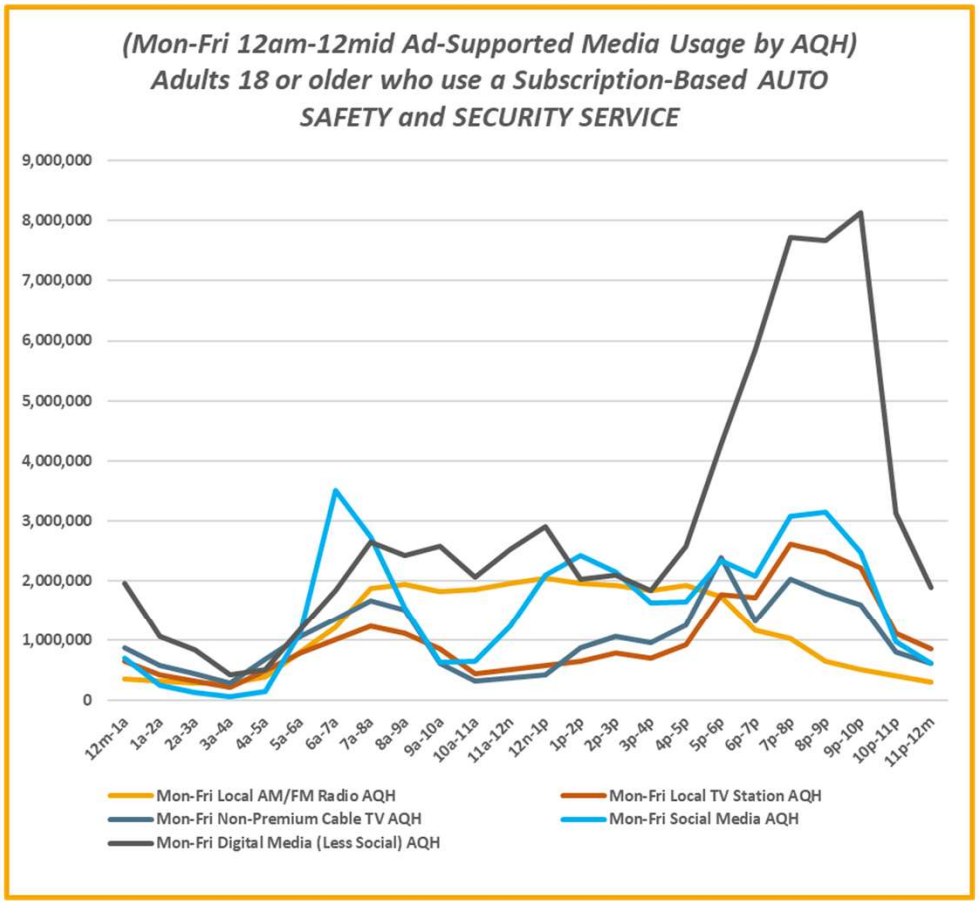
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

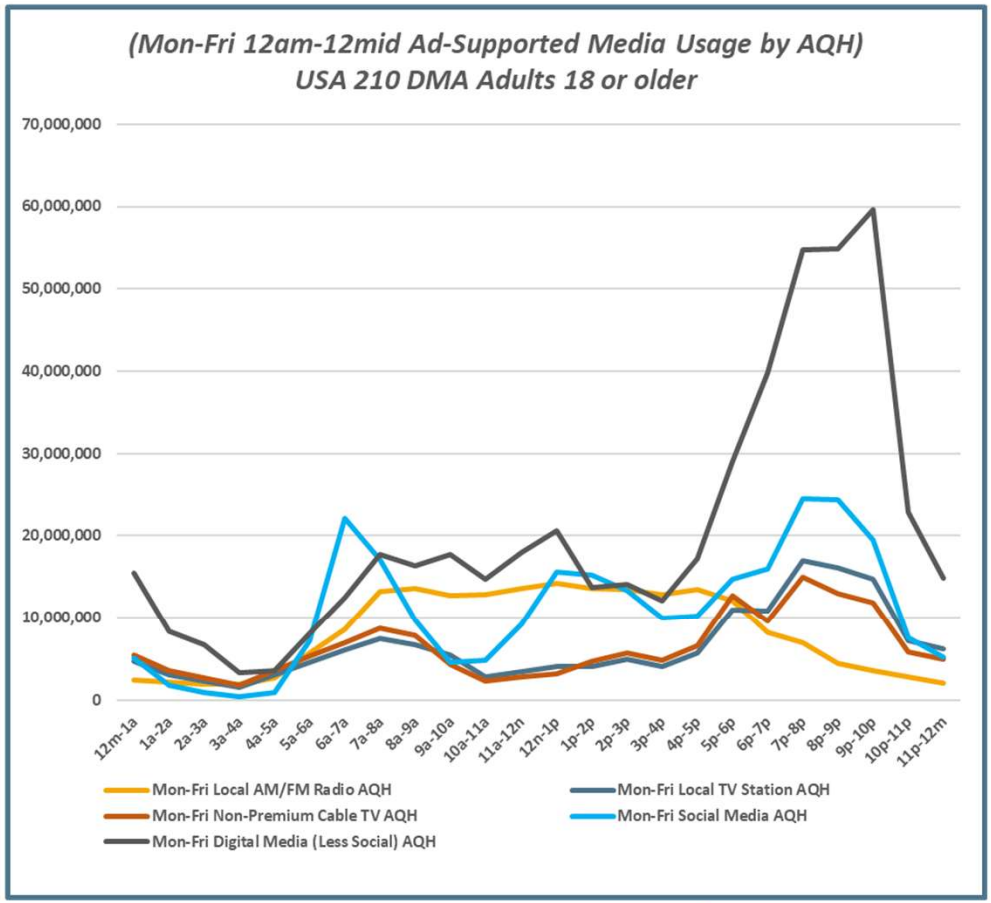
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,738,291; Social Media: 1,891,148; Local Radio: 1,783,590; Non-Prem. Cable: 1,079,981; Local TV: 938,737 reaching Adults 18 or older who use a Subscription-Based AUTO SA





USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

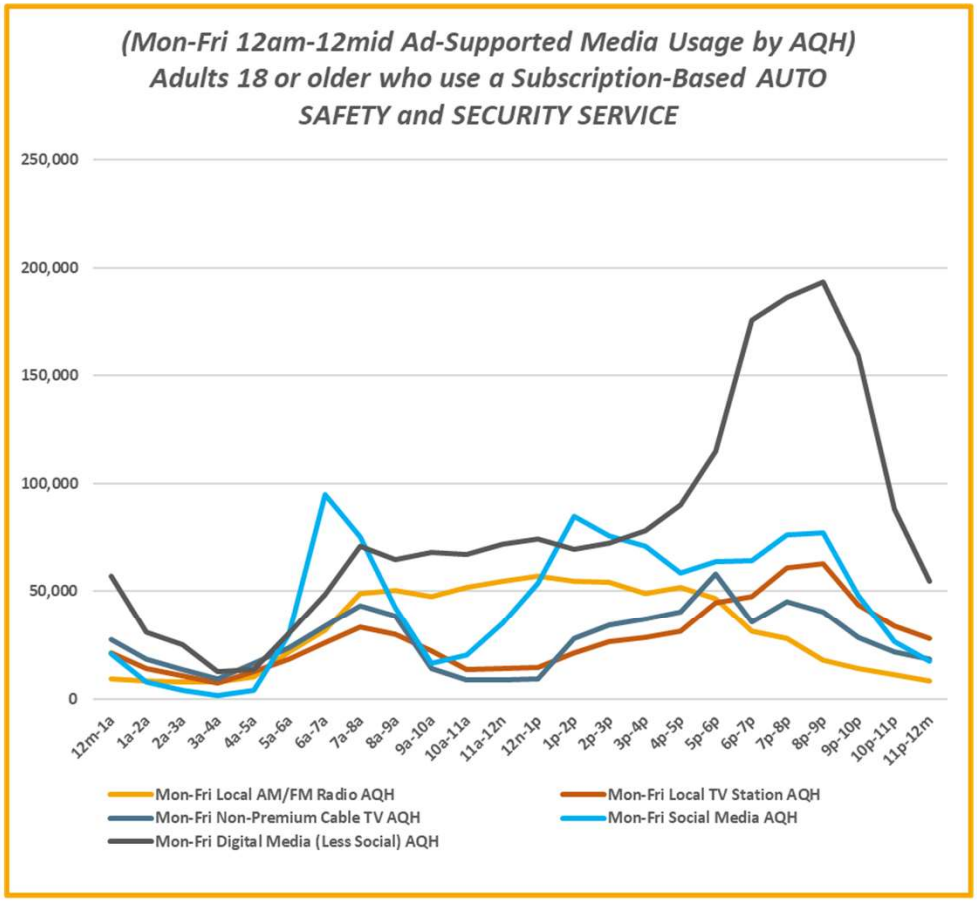
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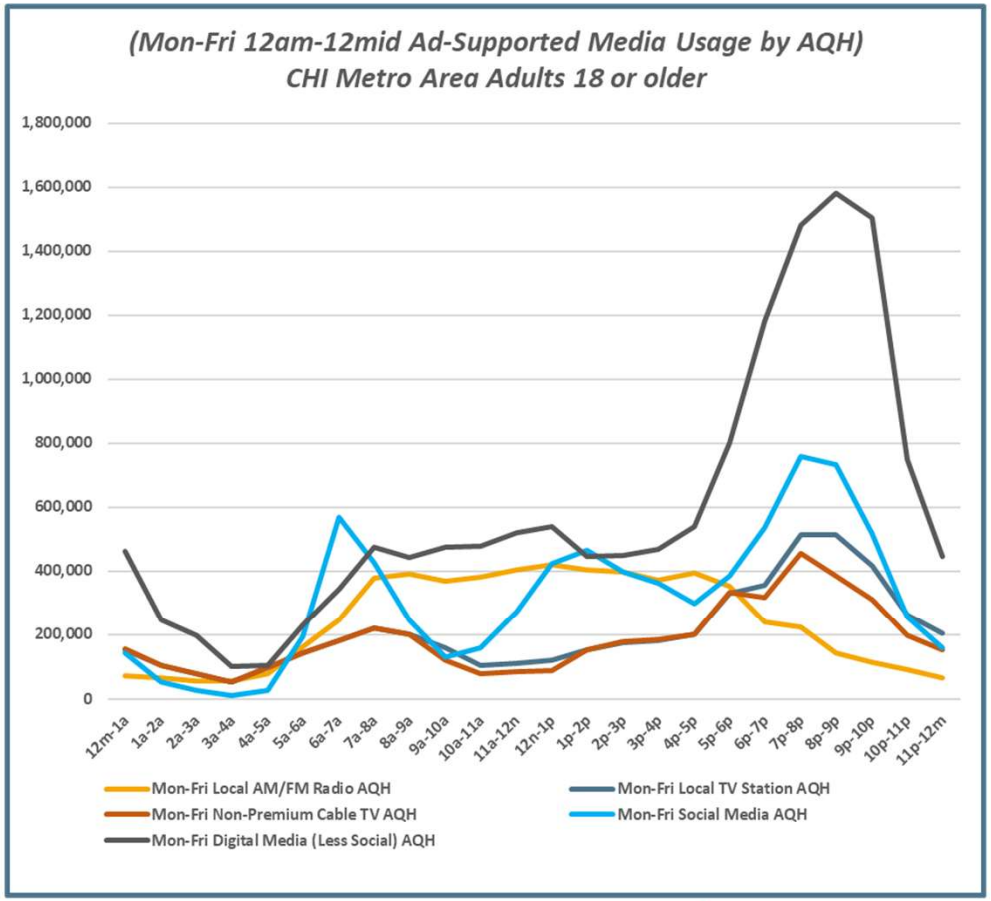
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 81,928; Social Media: 58,004; Local Radio: 48,280; Non-Prem. Cable: 29,837; Local TV: 26,955 reaching Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECU





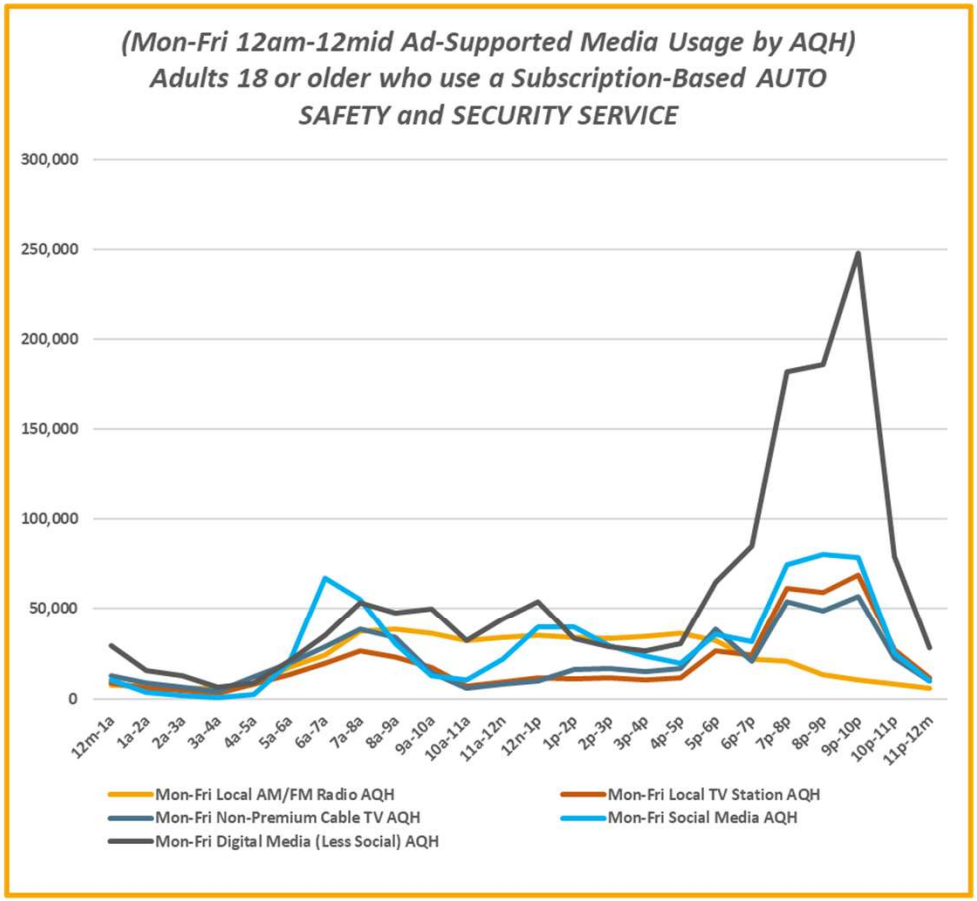
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

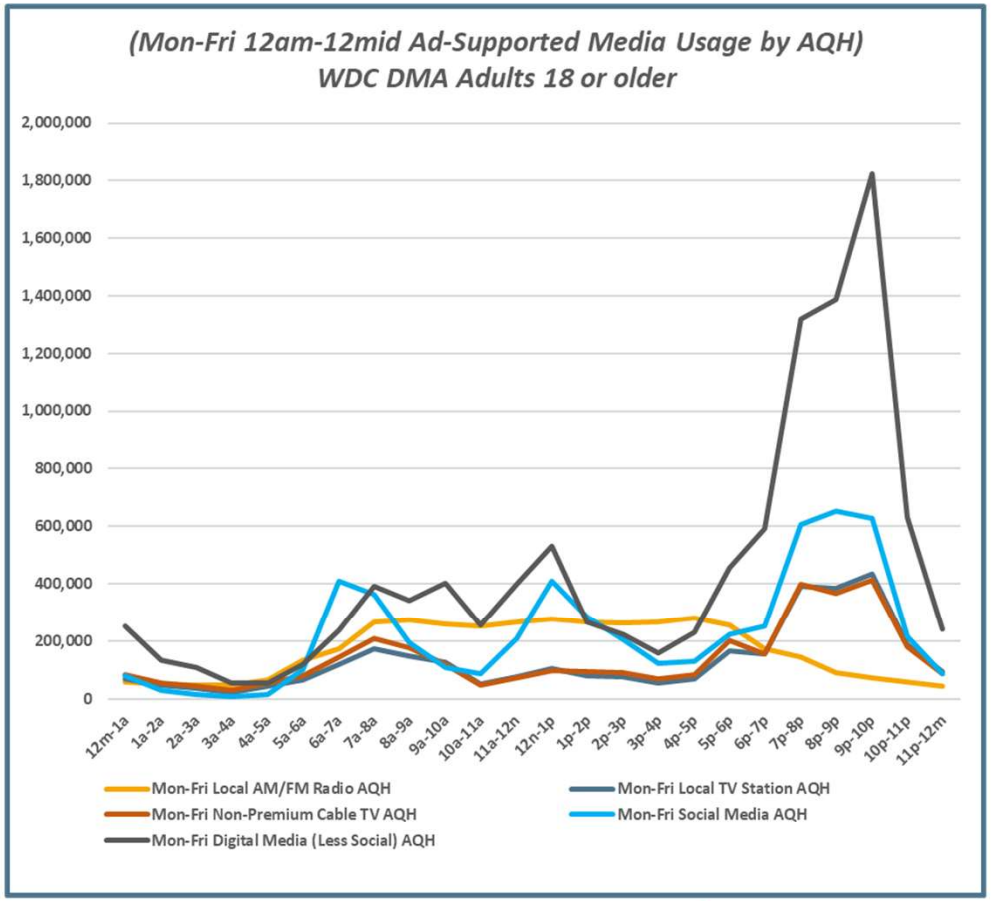
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,020; Local Radio: 33,033; Social Media: 32,110; Non-Prem. Cable: 20,231; Local TV: 16,078 reaching Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECU





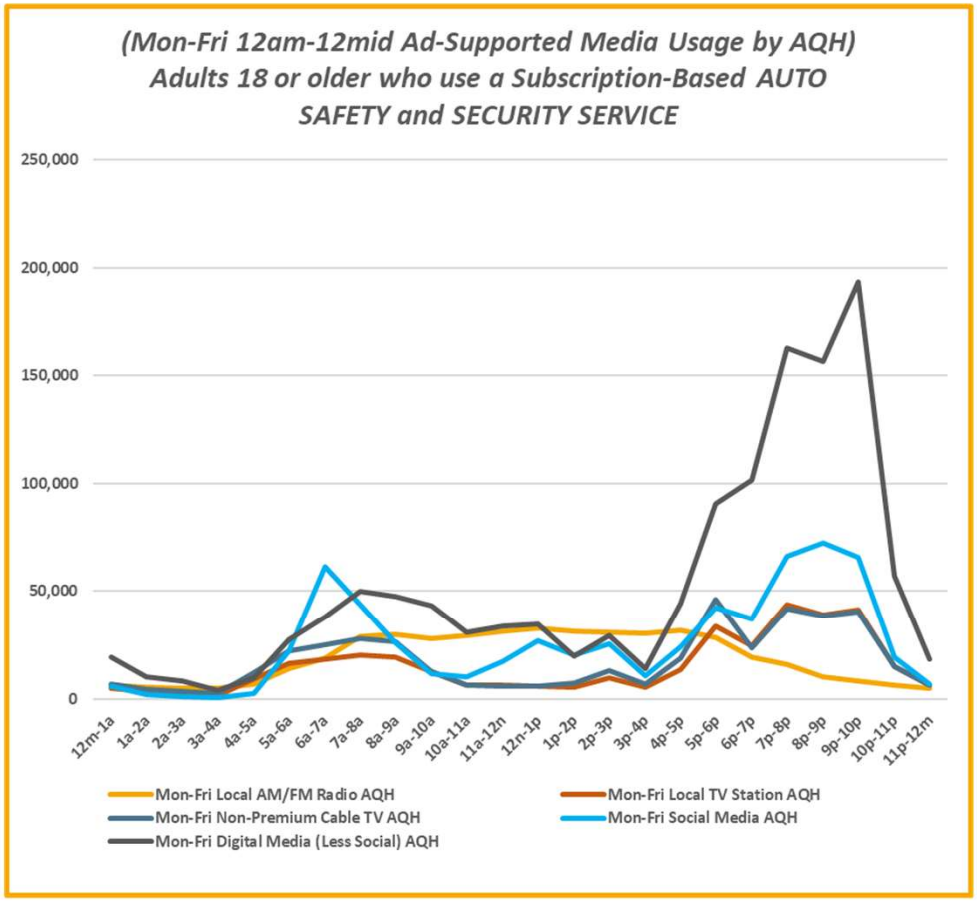
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

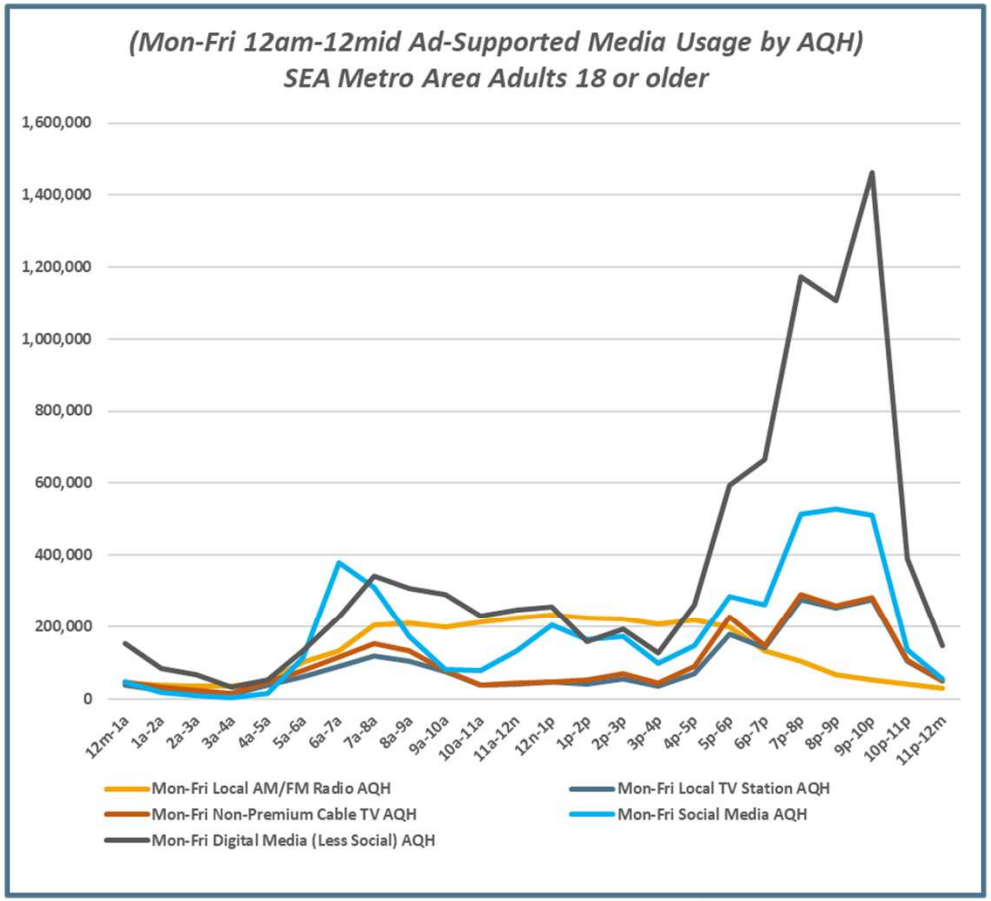
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,213; Local Radio: 28,351; Social Media: 27,215; Non-Prem. Cable: 17,212; Local TV: 13,882 reaching Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECU





SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

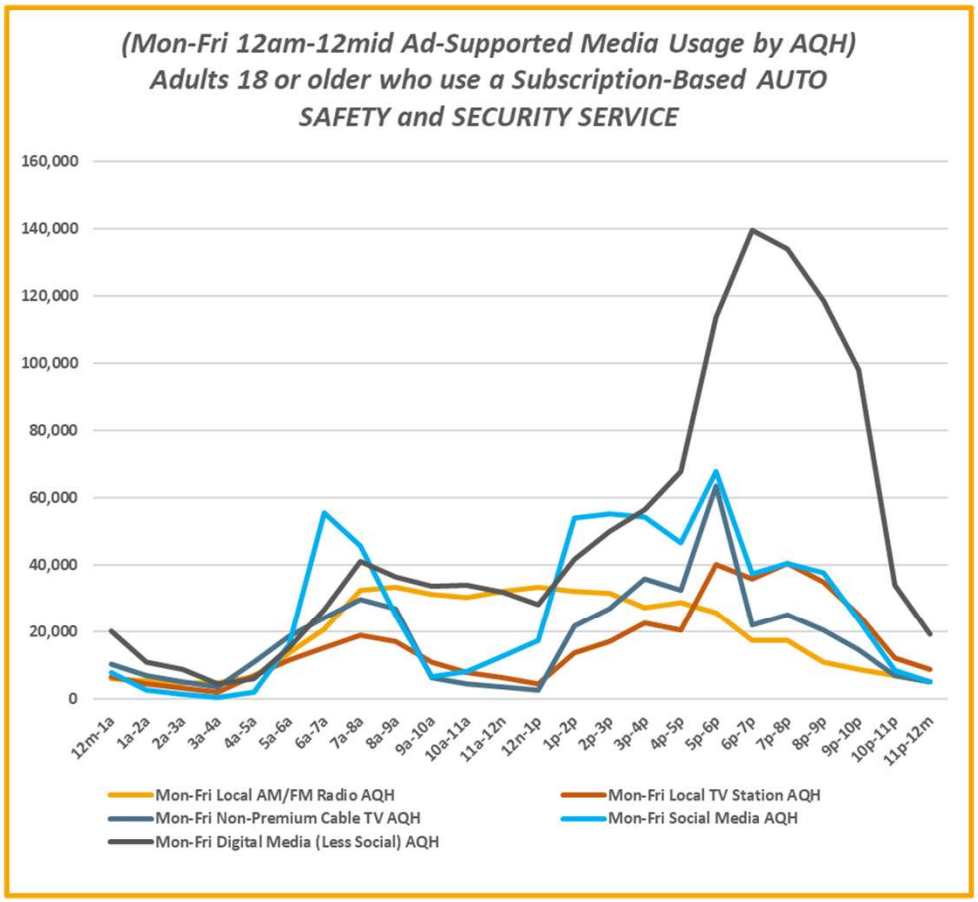
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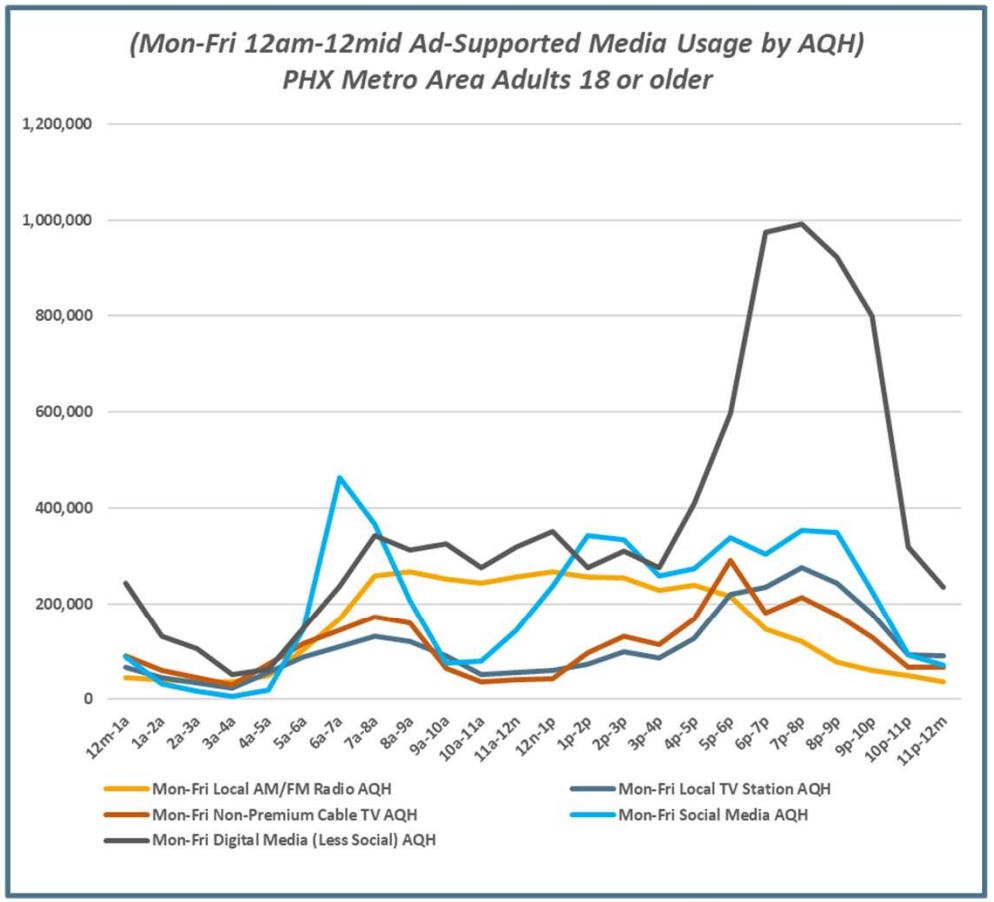
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 53,948; Social Media: 37,485; Local Radio: 29,021; Non-Prem. Cable: 23,195; Local TV: 17,780 reaching Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECU





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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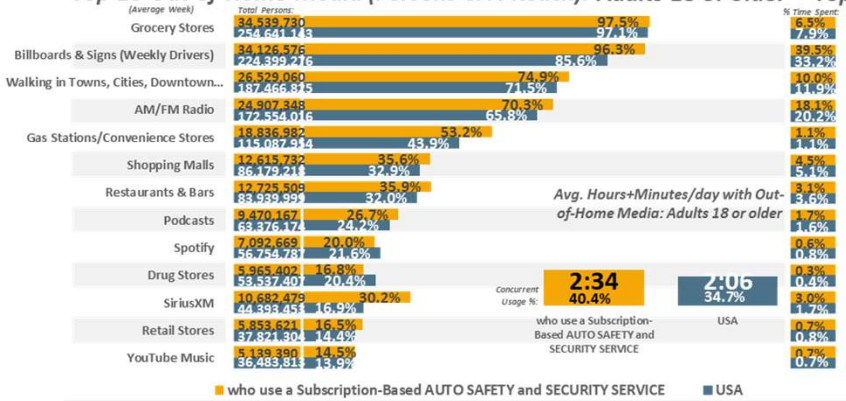
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

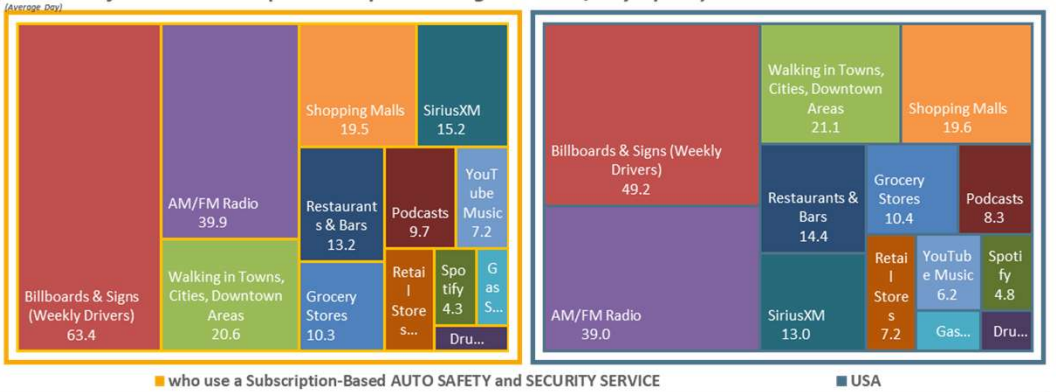


34,126,576 or 96.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 63.4 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 36.3

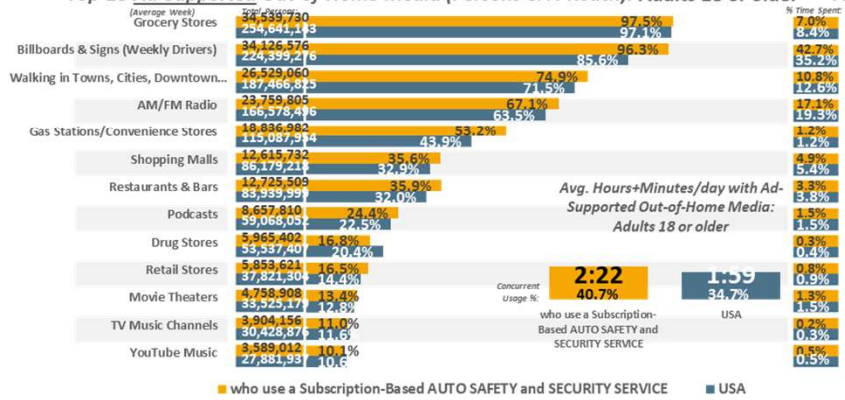
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



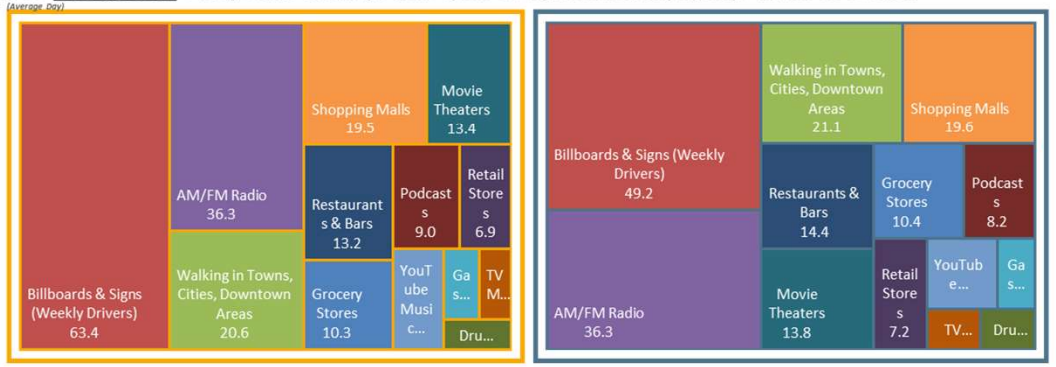
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

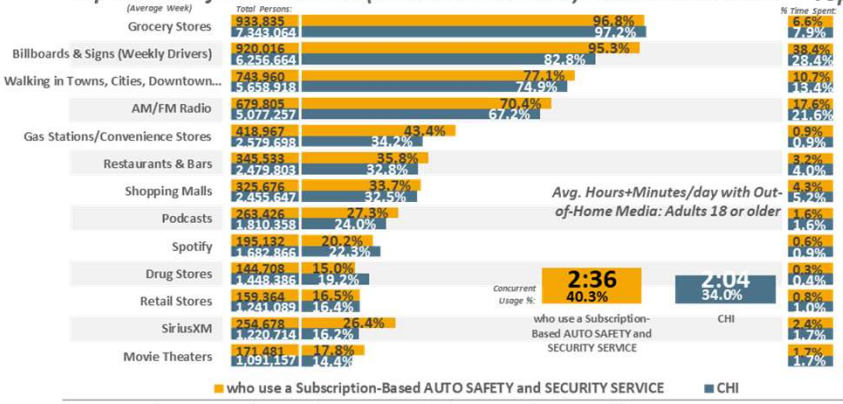
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

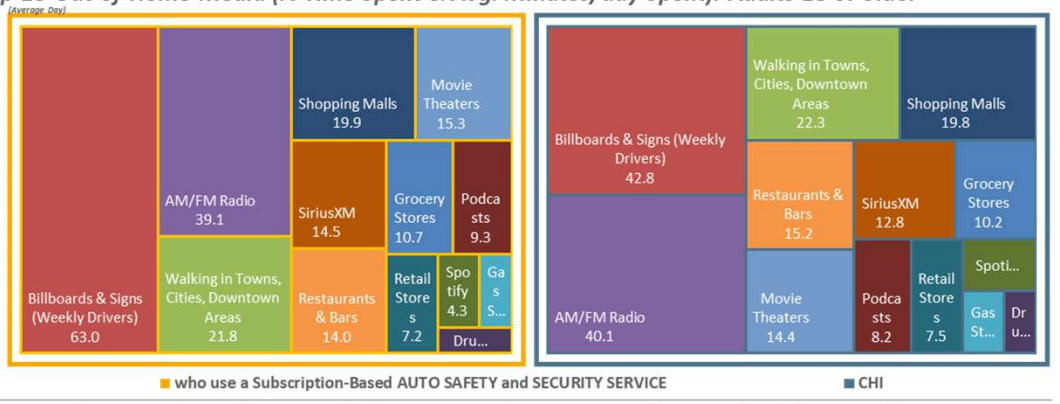
Upstream — CHI

920,016 or 95.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 63. minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minu

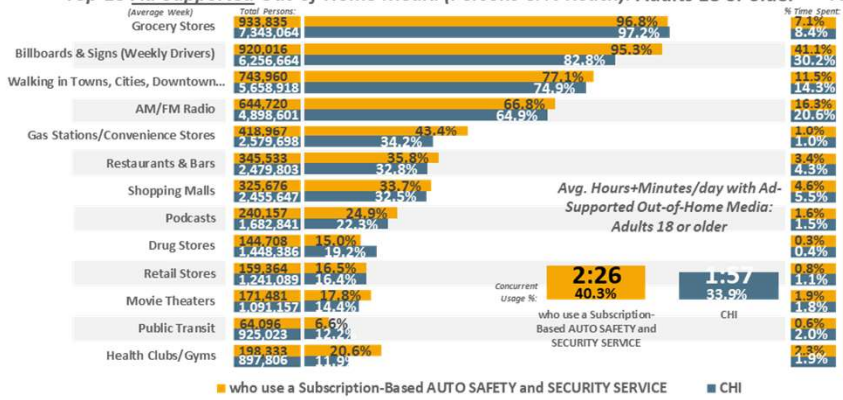
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



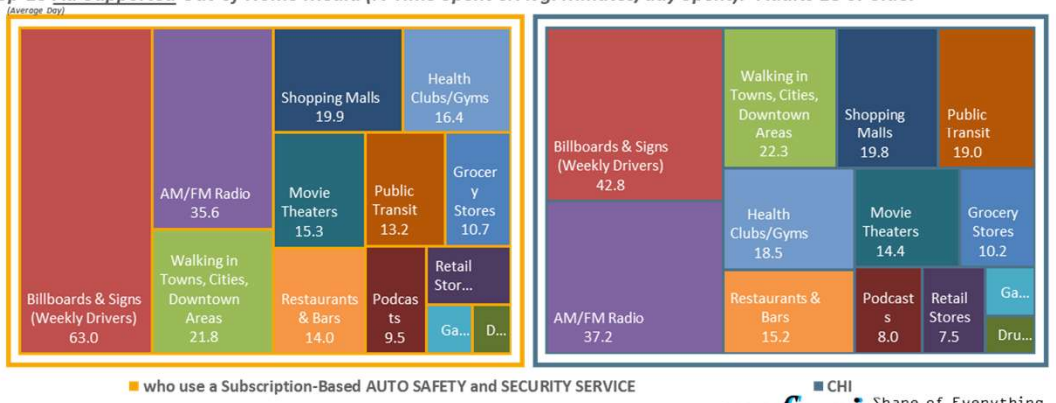
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

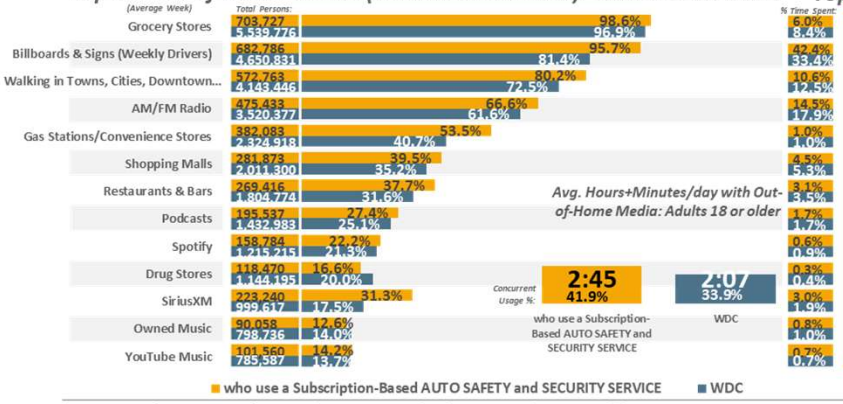
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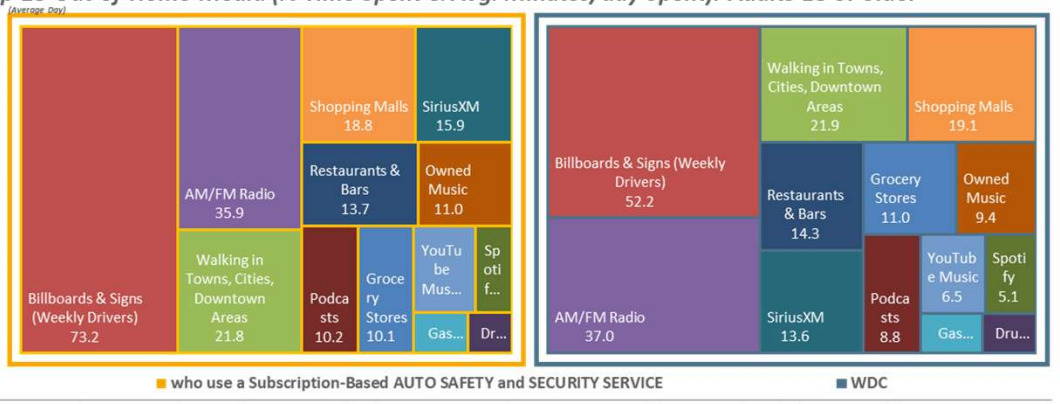
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

682,786 or 95.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 73.2 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 32.3 min

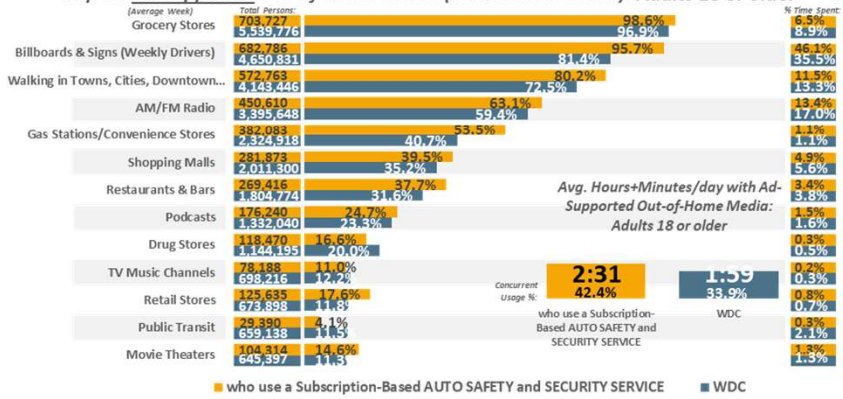
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



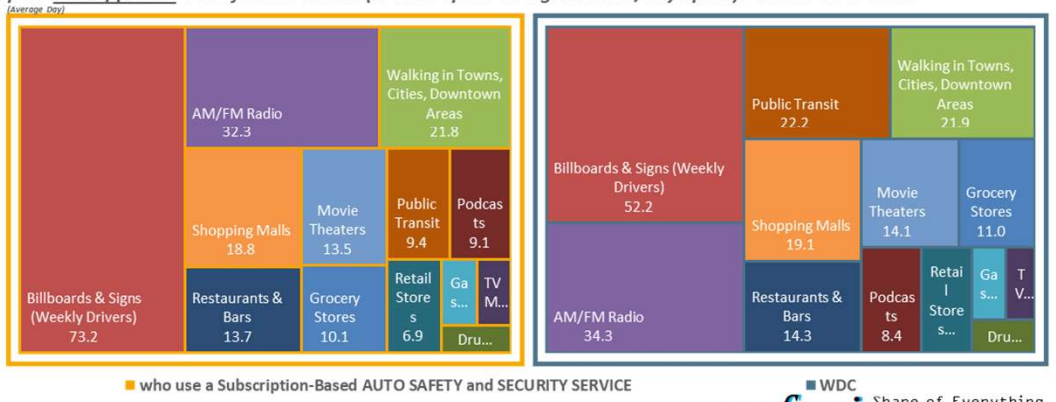
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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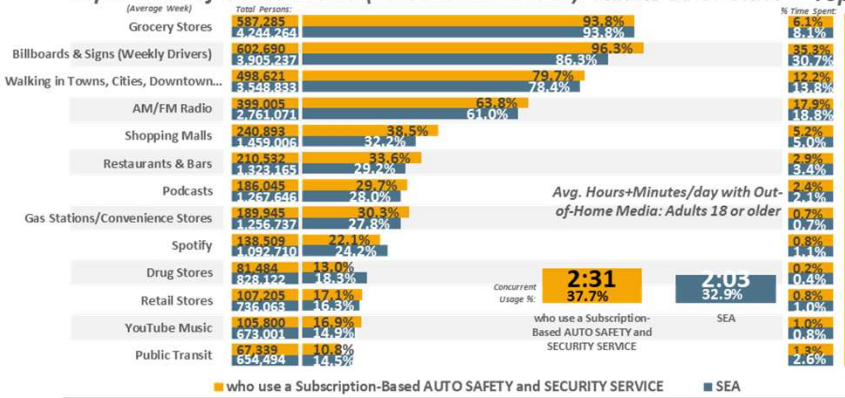
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

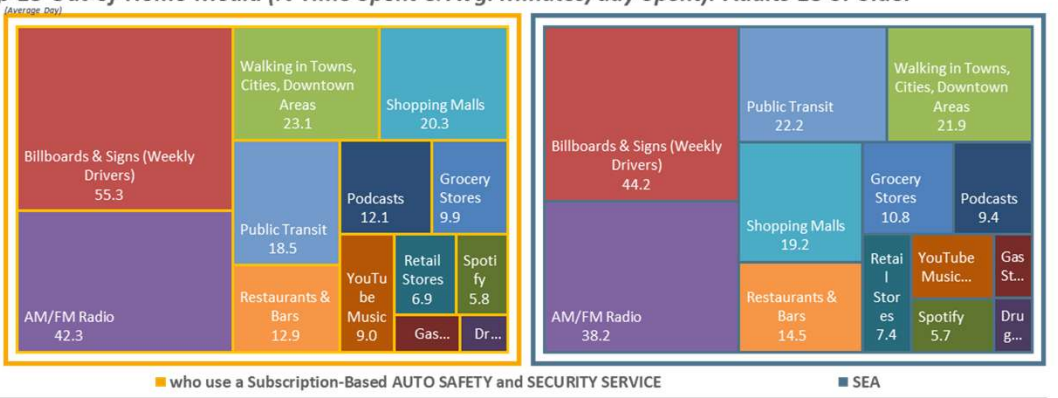
Upstream — Fusion API Security for Automotive, Mobility and Transportation — SEA

602,690 or 96.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 60.8% Listen to Local Radio Stations Out-of-Home for an average of 35.7 min

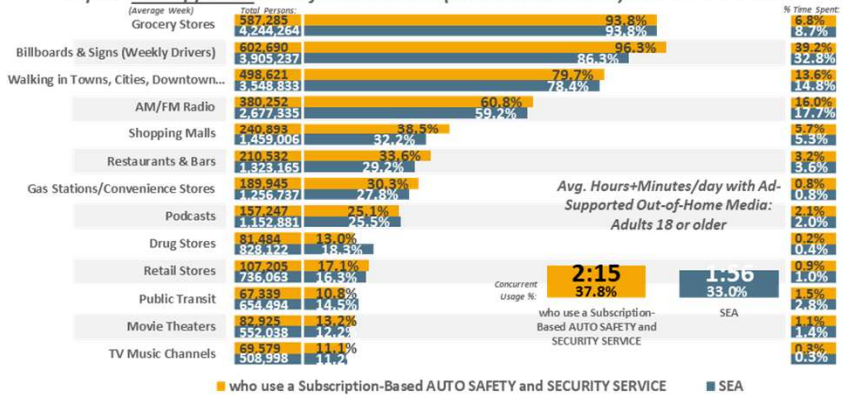
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



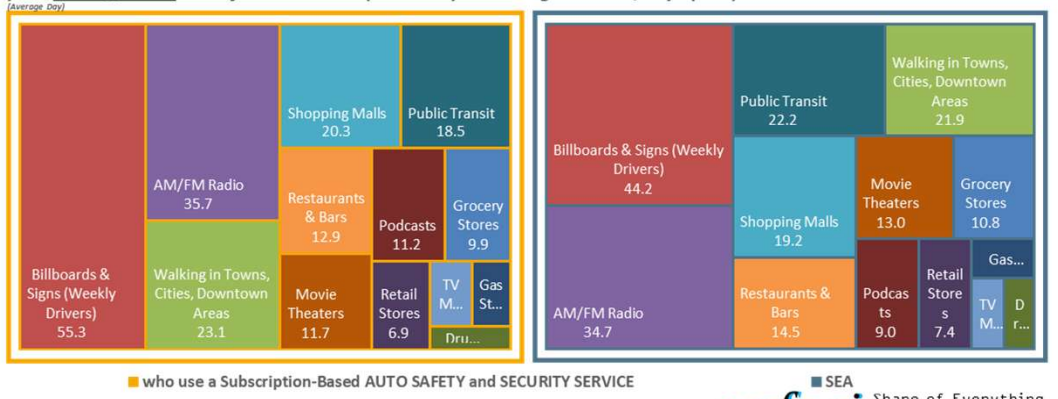
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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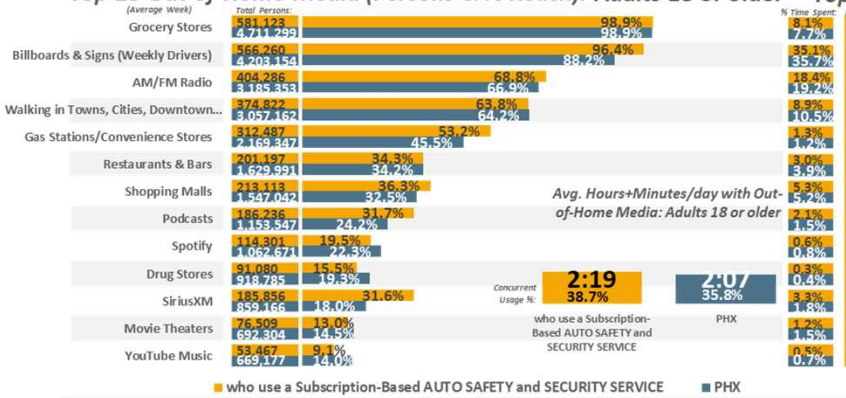
soefa.ai Share of Everything for Anything ©

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

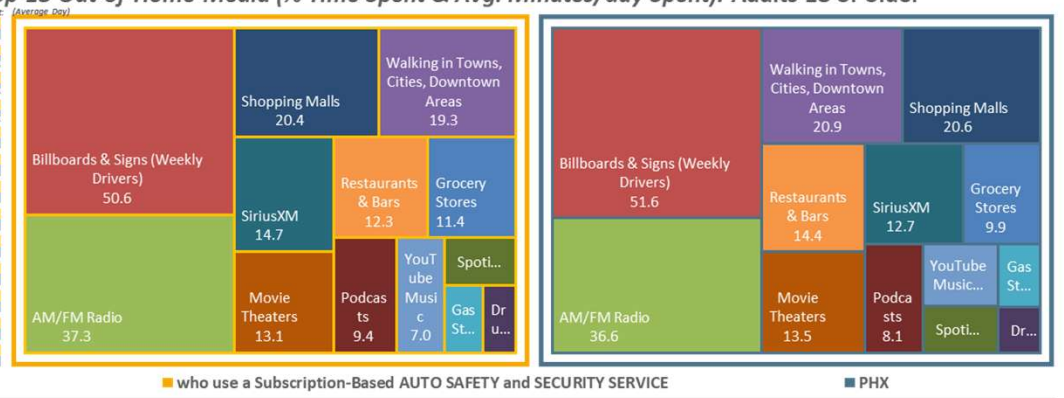


566,260 or 96.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 35.2 min

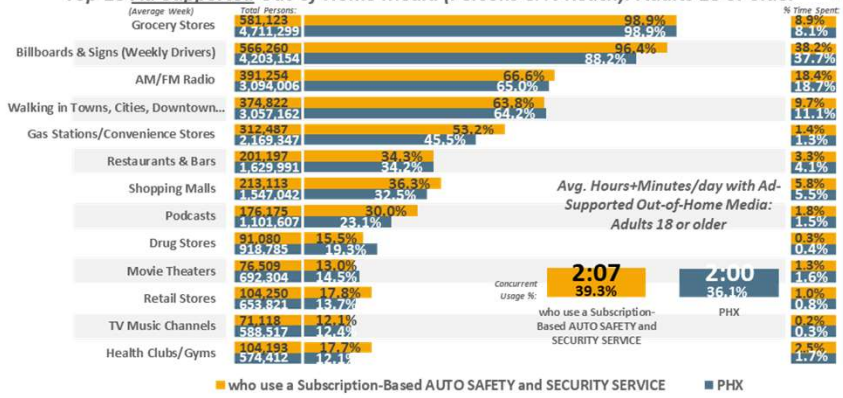
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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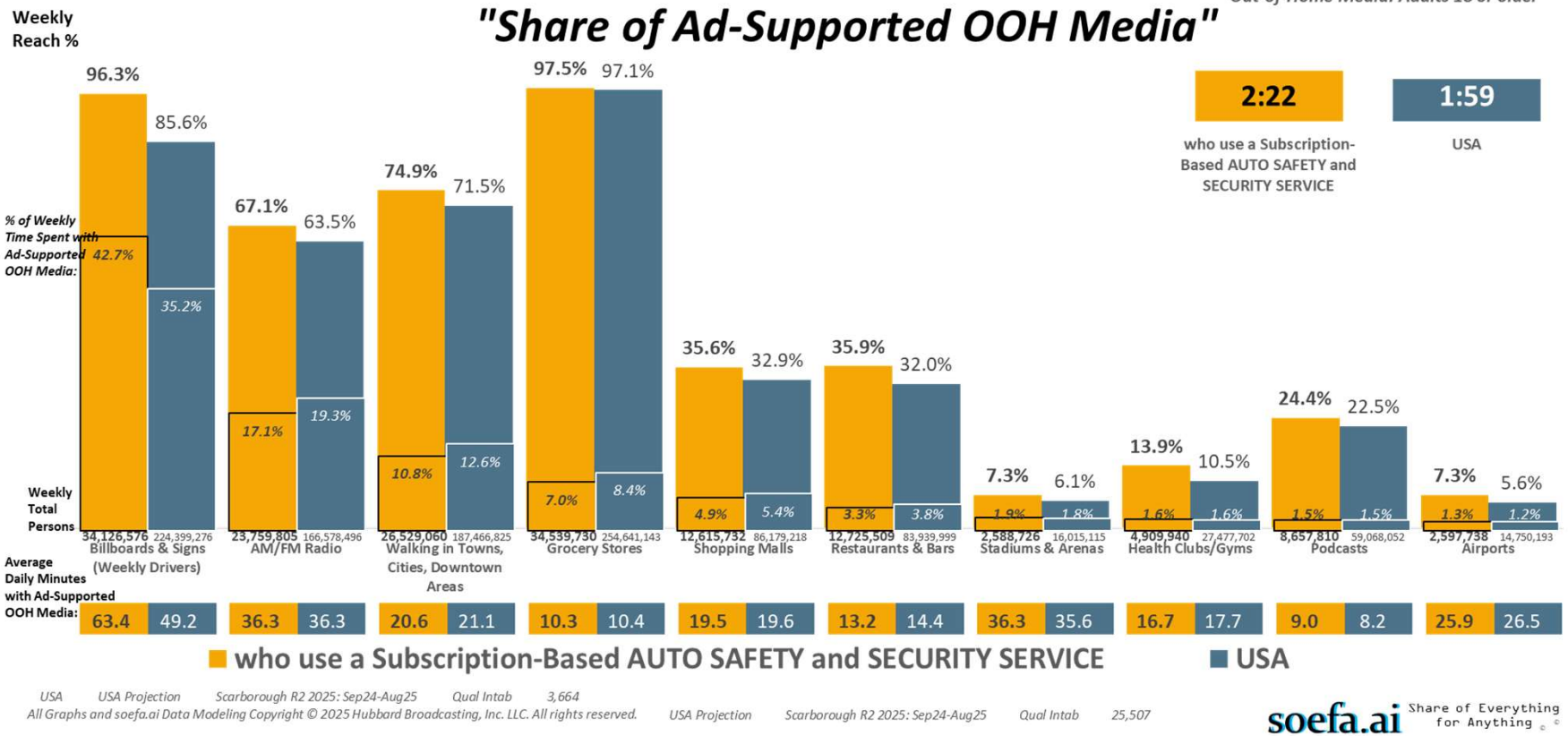
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



34,126,576 or 96.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 63.4 minutes per day driving, seeing Billboards and Signs representing 42.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

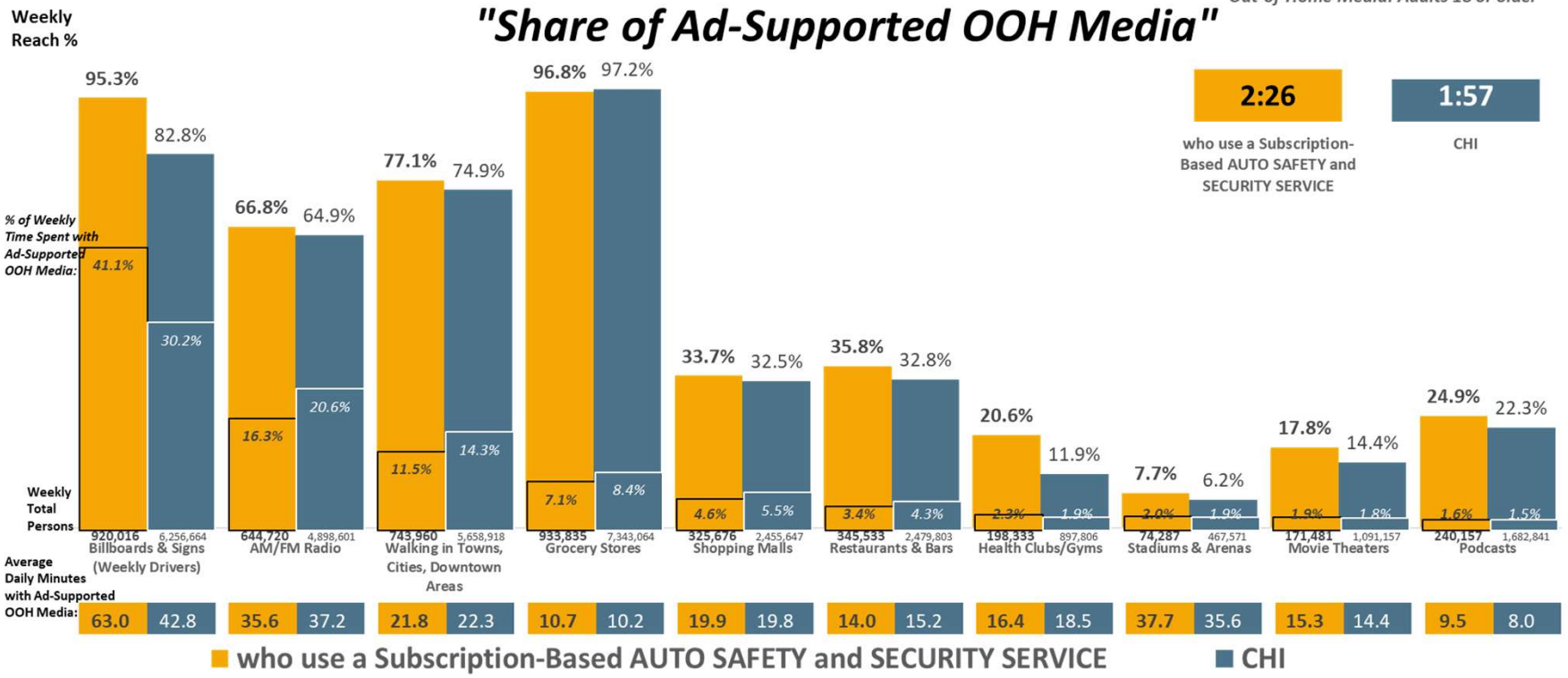
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

920,016 or 95.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 63. minutes per day driving, seeing Billboards and Signs representing 41.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

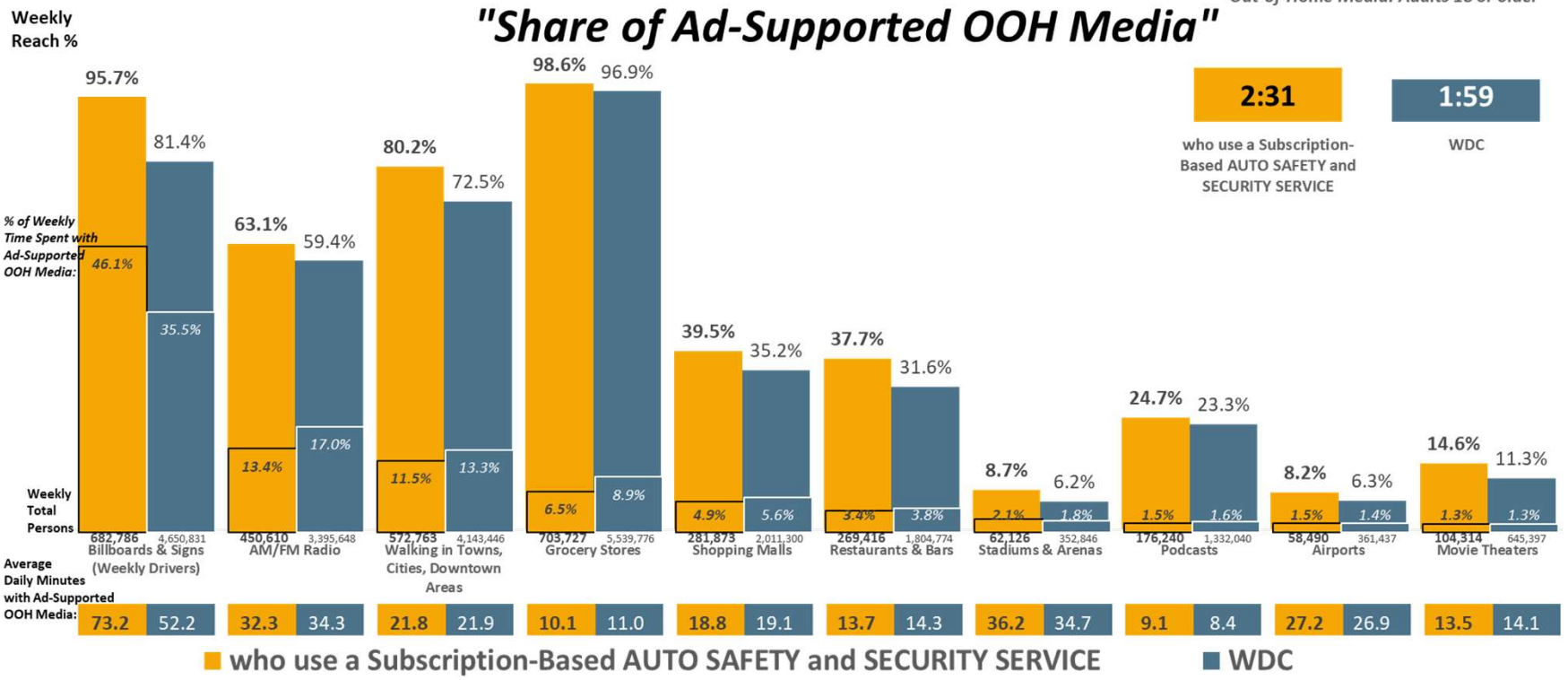
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

682,786 or 95.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 73.2 minutes per day driving, seeing Billboards and Signs representing 46.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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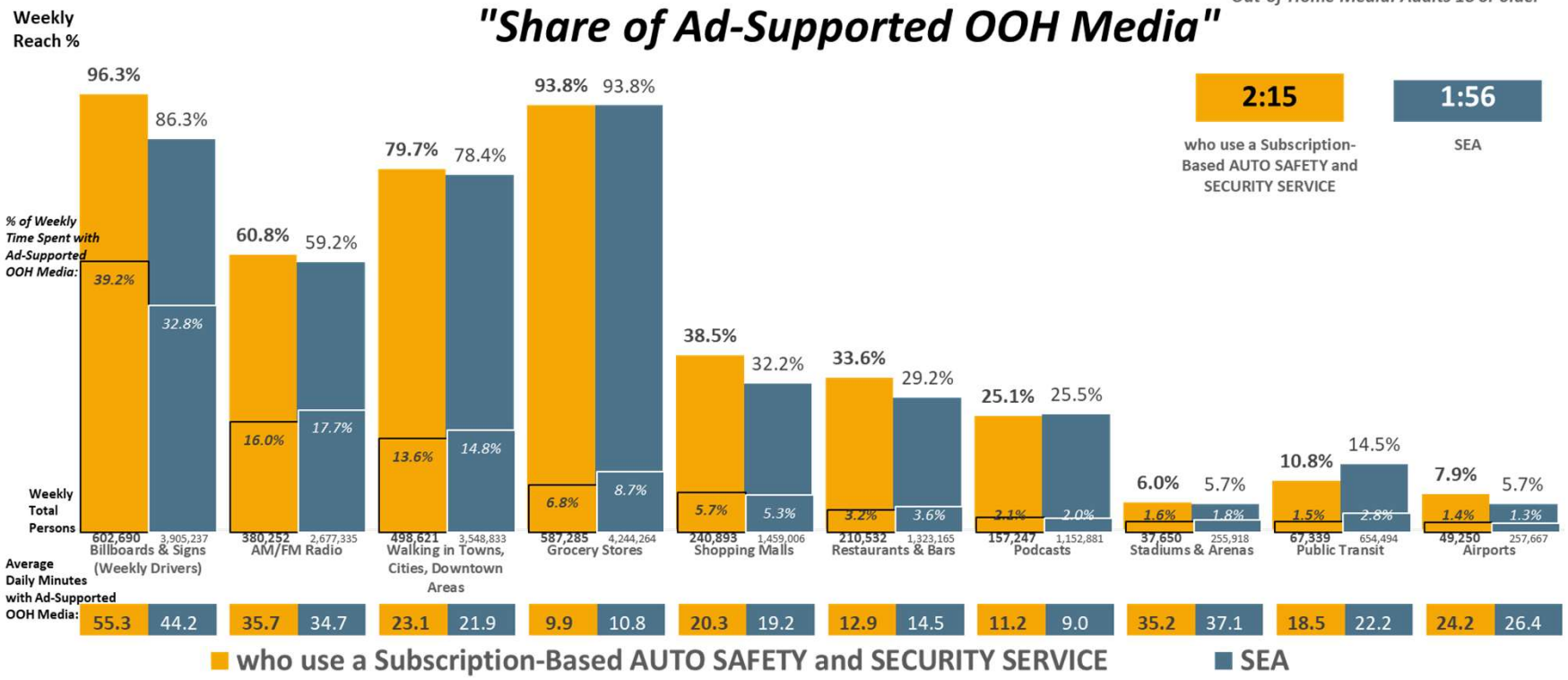
soefa.ai Share of Everything for Anything

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

602,690 or 96.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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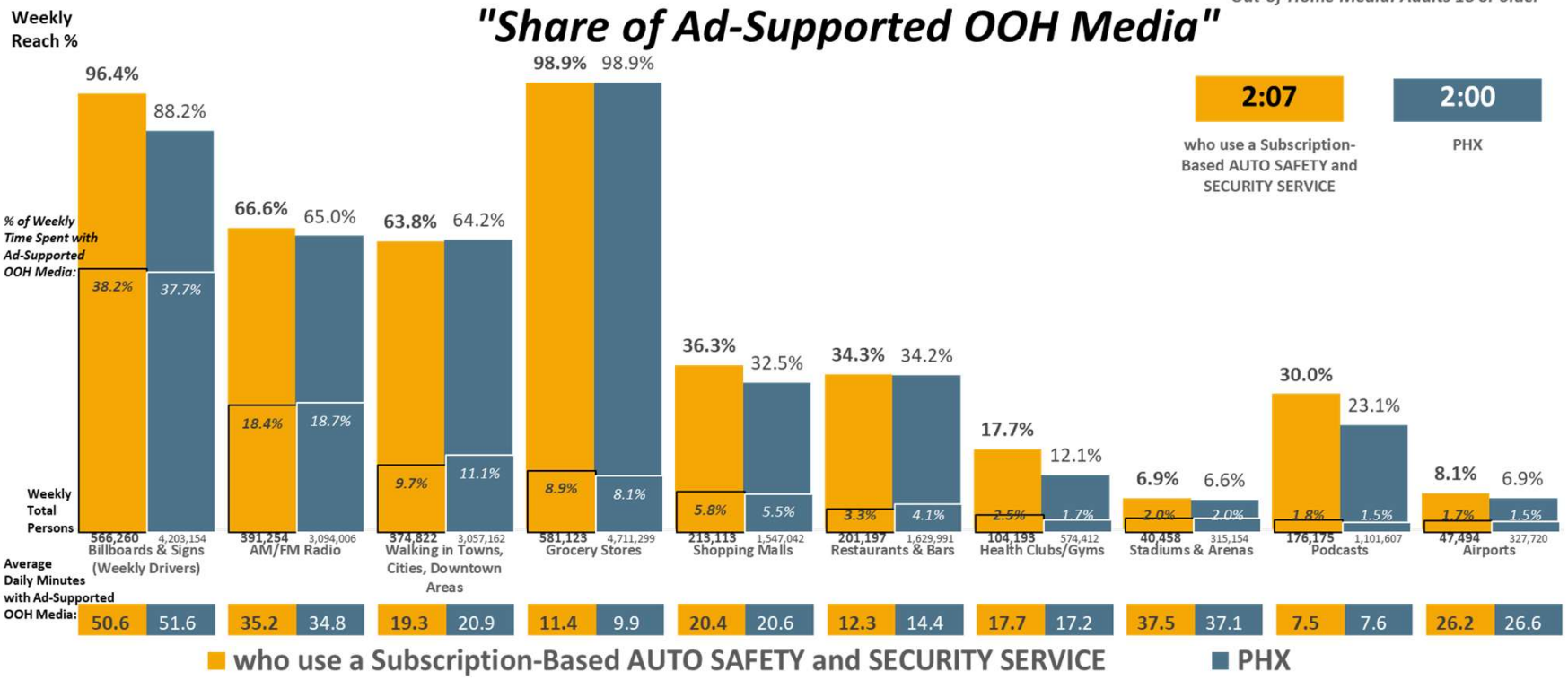
soefa.ai Share of Everything for Anything

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

566,260 or 96.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 50.6 minutes per day driving, seeing Billboards and Signs representing 38.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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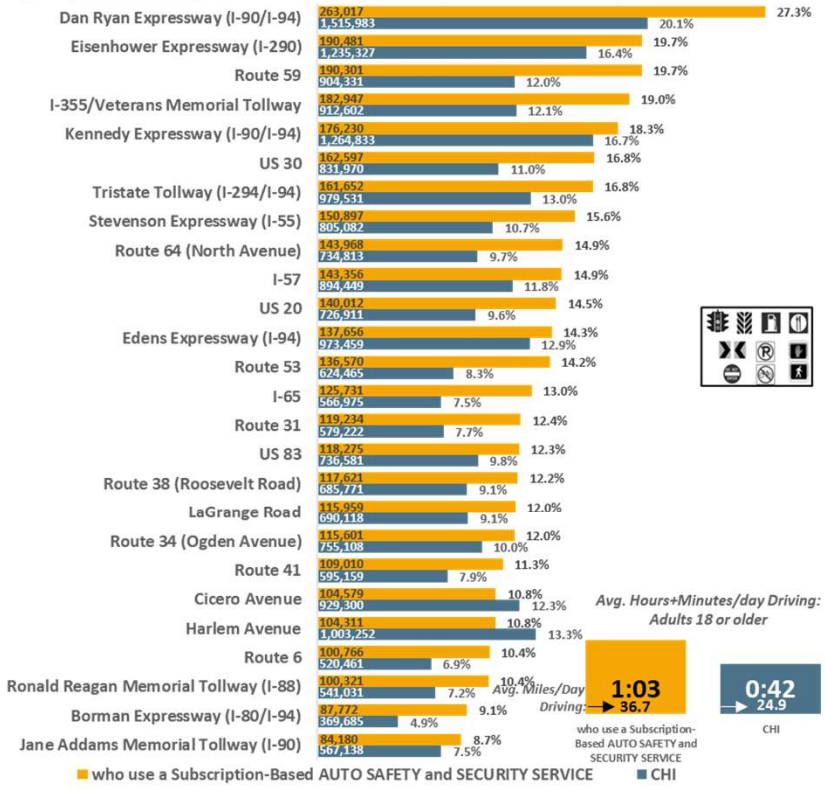
soefa.ai Share of Everything for Anything

Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



920,016 or 95.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 63. minutes per day driving an average of 36.7 miles each day and are 73.5% more likely to use I-65 than the Metro average.

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



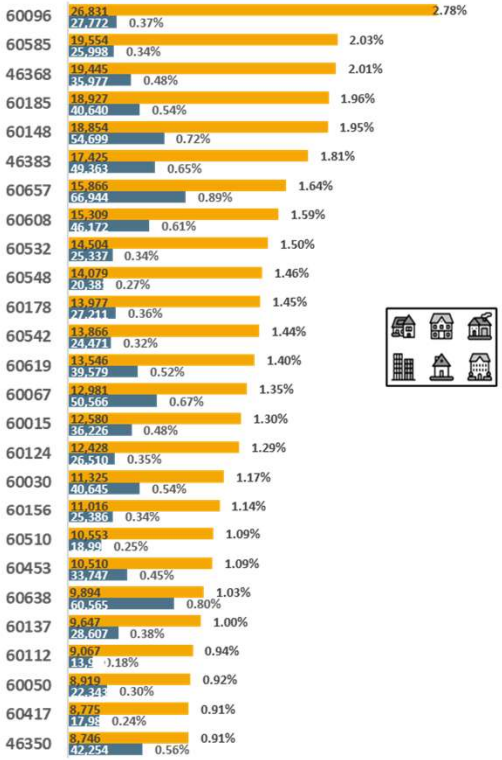
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 36.7

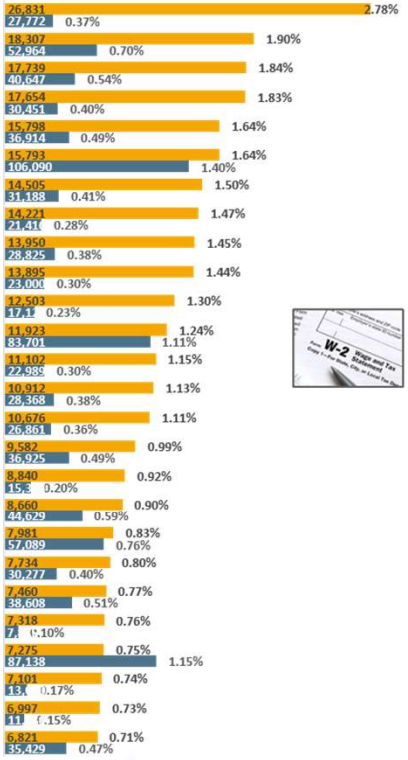
1:03 who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE

0:42 (24.9) CHI

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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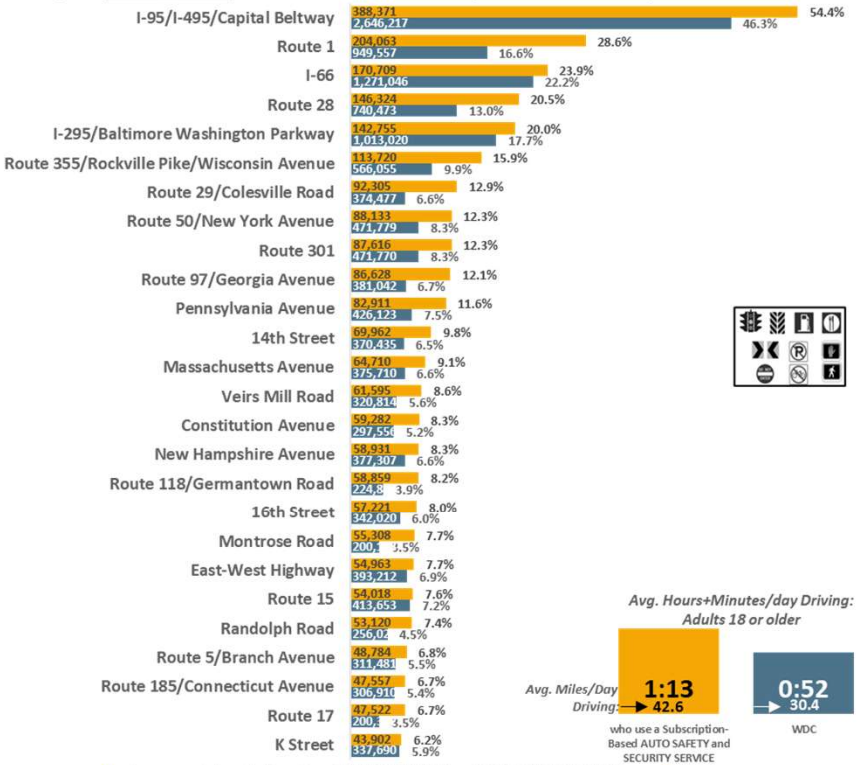
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

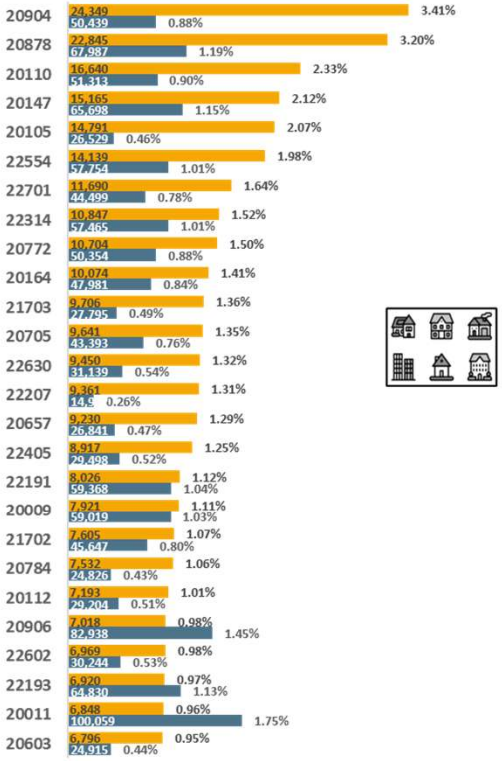


682,786 or 95.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 73.2 minutes per day driving an average of 42.6 miles each day and are 121.2% more likely to use Montrose Road than the Metro average.

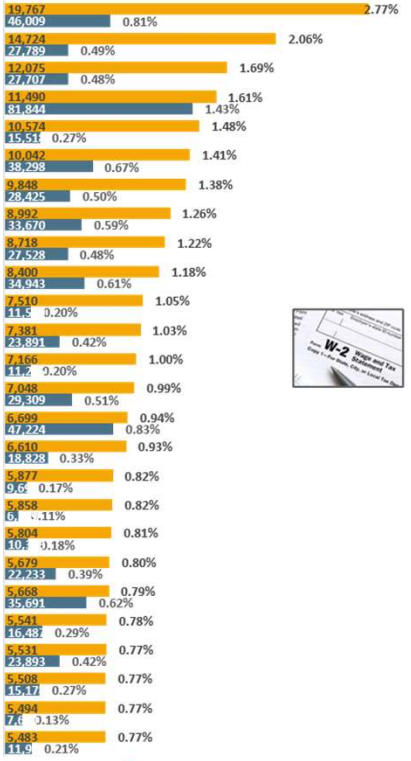
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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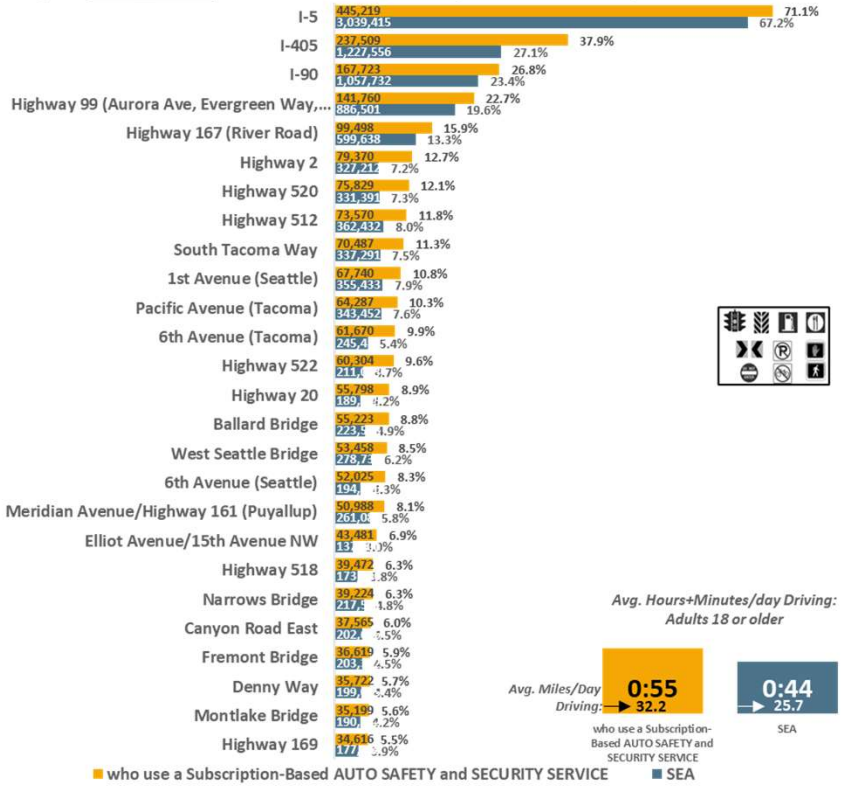
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

602,690 or 96.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 55.3 minutes per day driving an average of 32.2 miles each day and are 129.3% more likely to use Elliot Avenue/15th Avenue NW than the

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



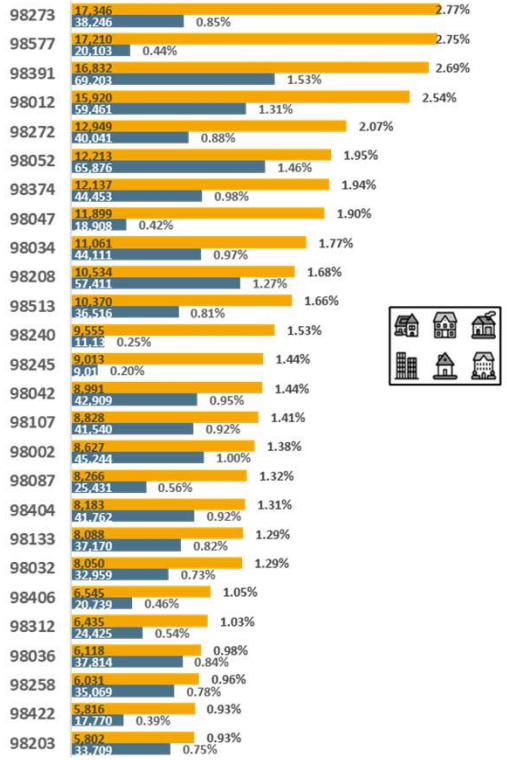
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.2

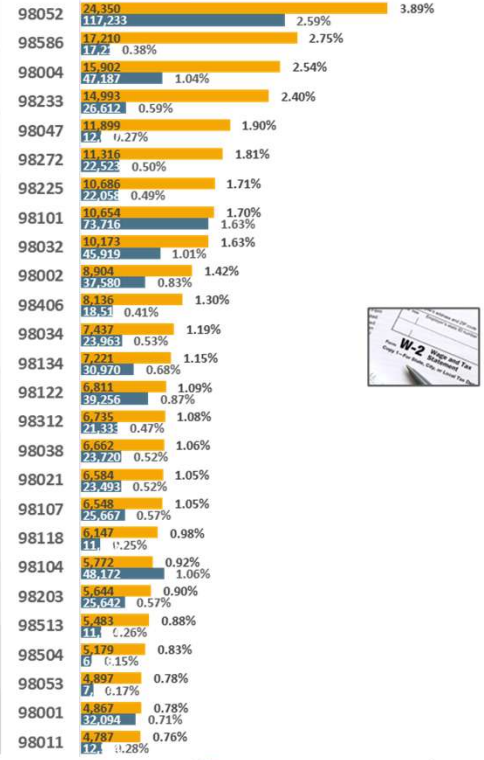
0:55 who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE

0:44 → 25.7 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

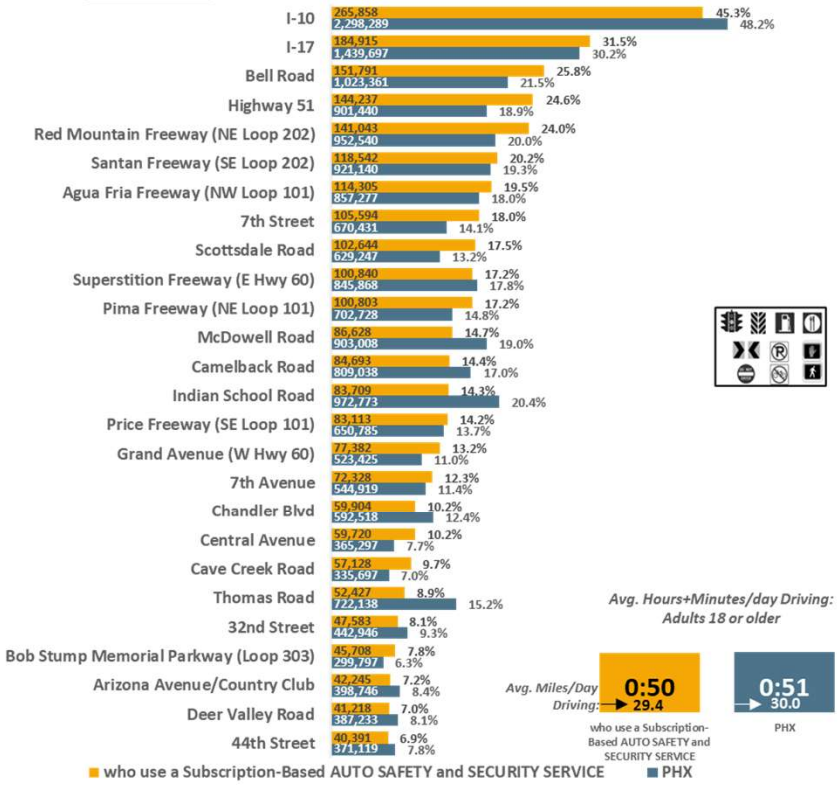
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



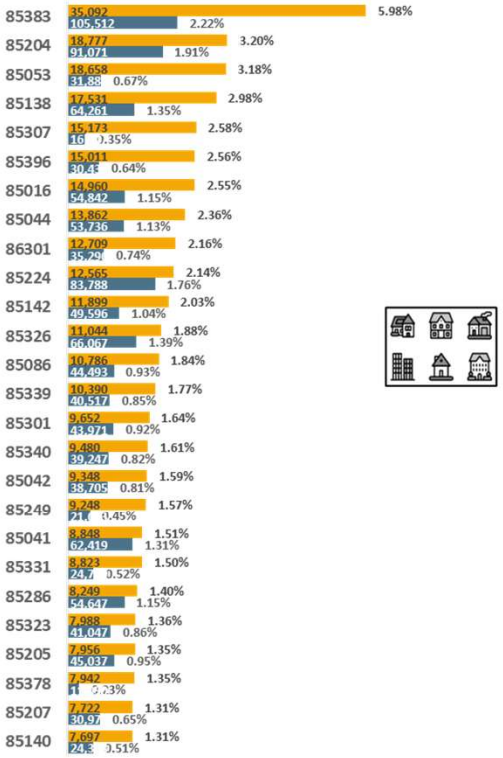
566,260 or 96.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 50.6 minutes per day driving an average of 29.4 miles each day and are 32.6% more likely to use Central Avenue than the Metro average.

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

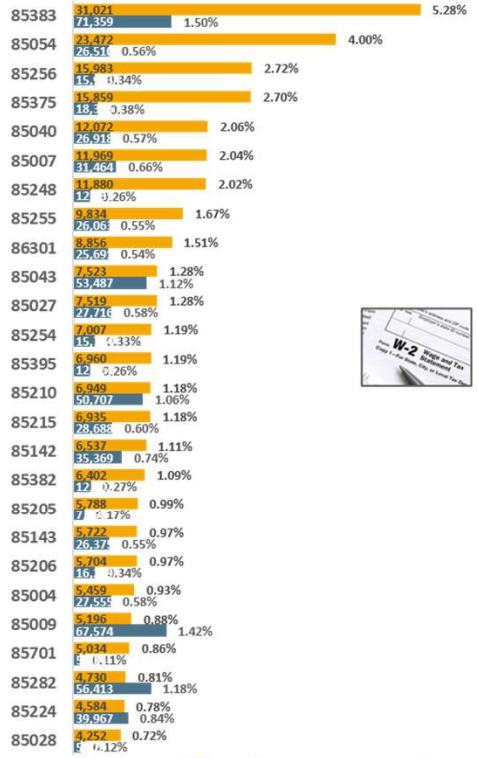


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



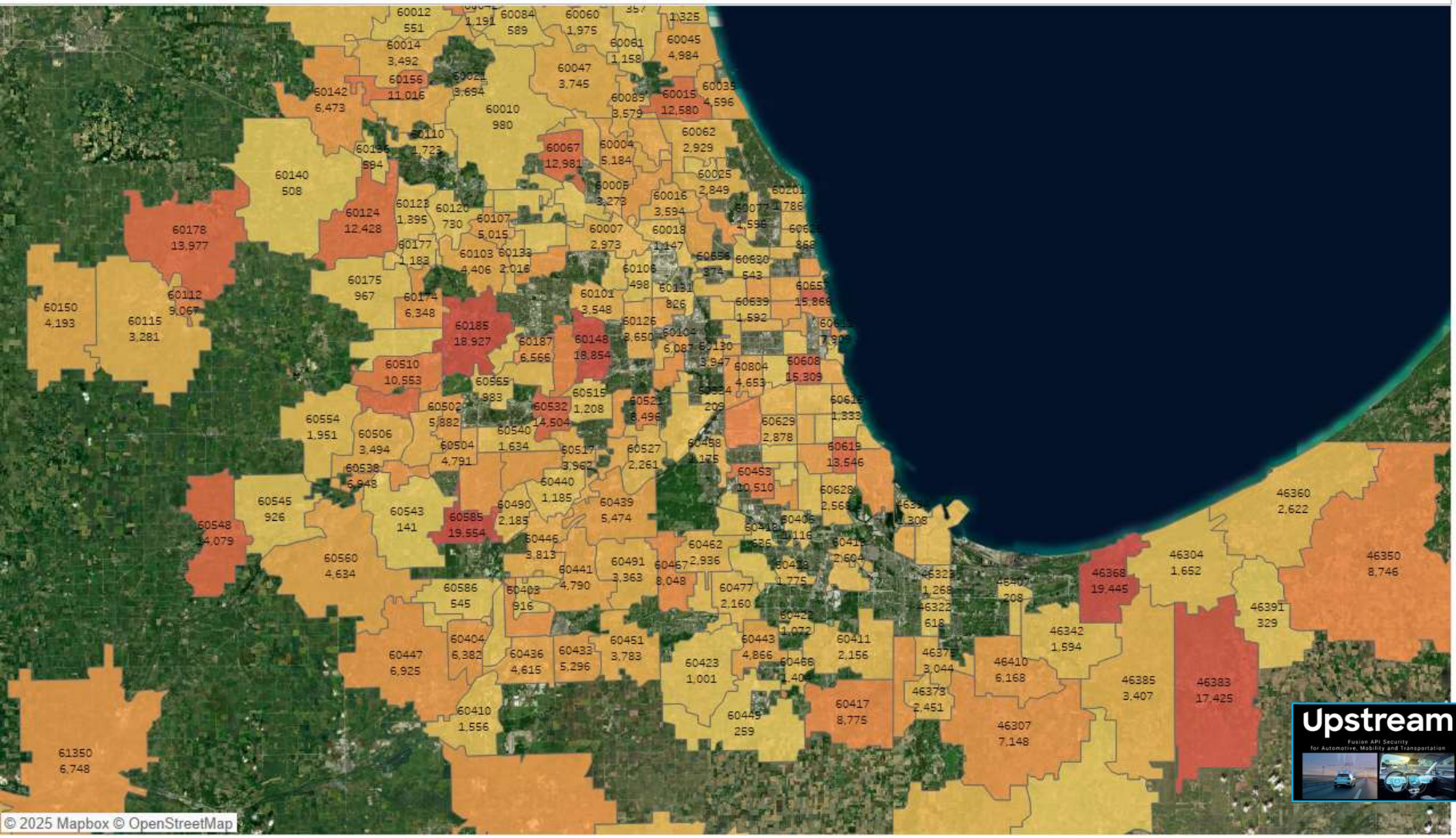
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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Top Residential Zip Codes: (Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE)



Upstream Fusion API Security for Automotive, Mobility and Transportation — CHI

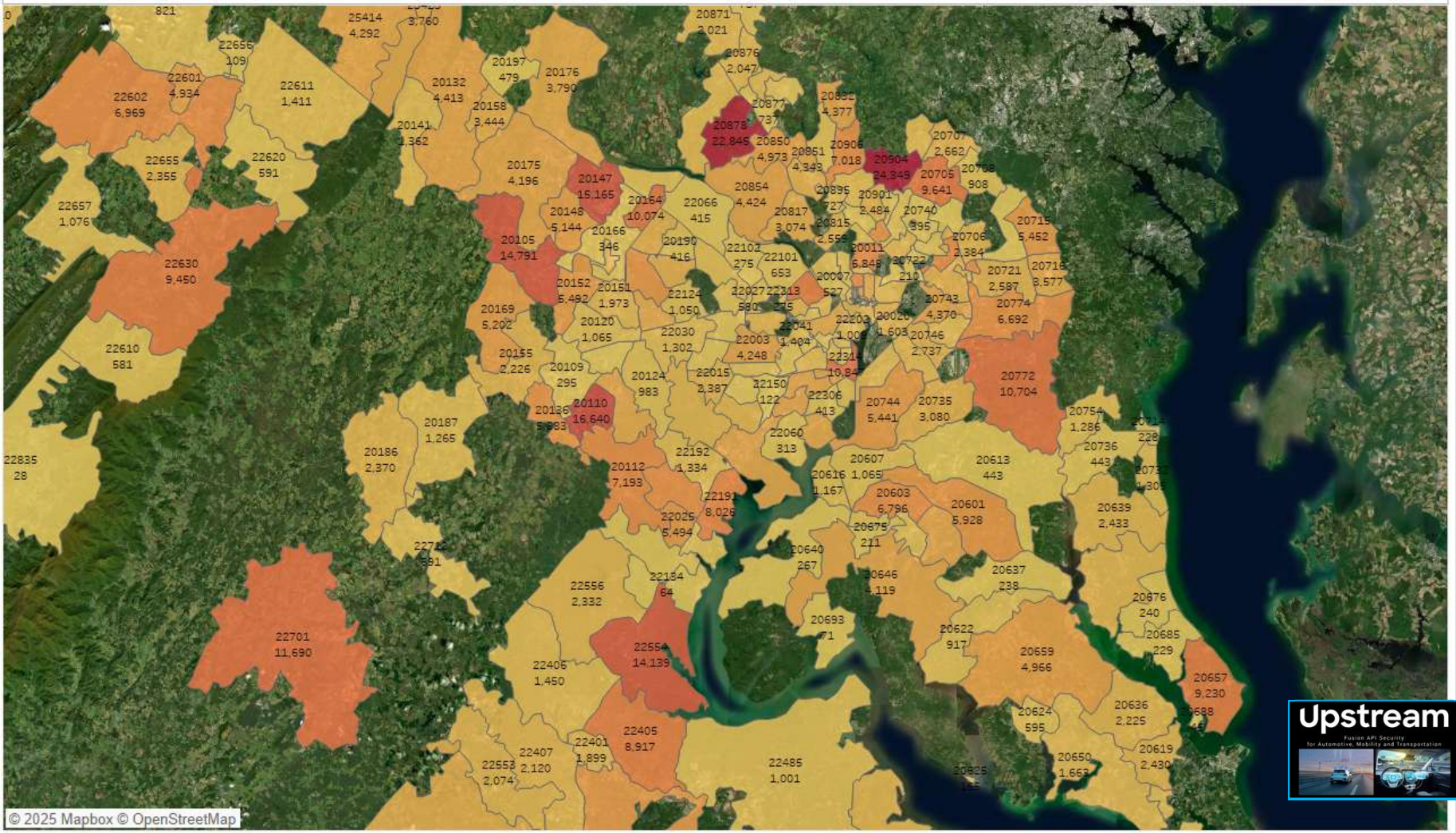
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Top Residential Zip Codes: (Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE)

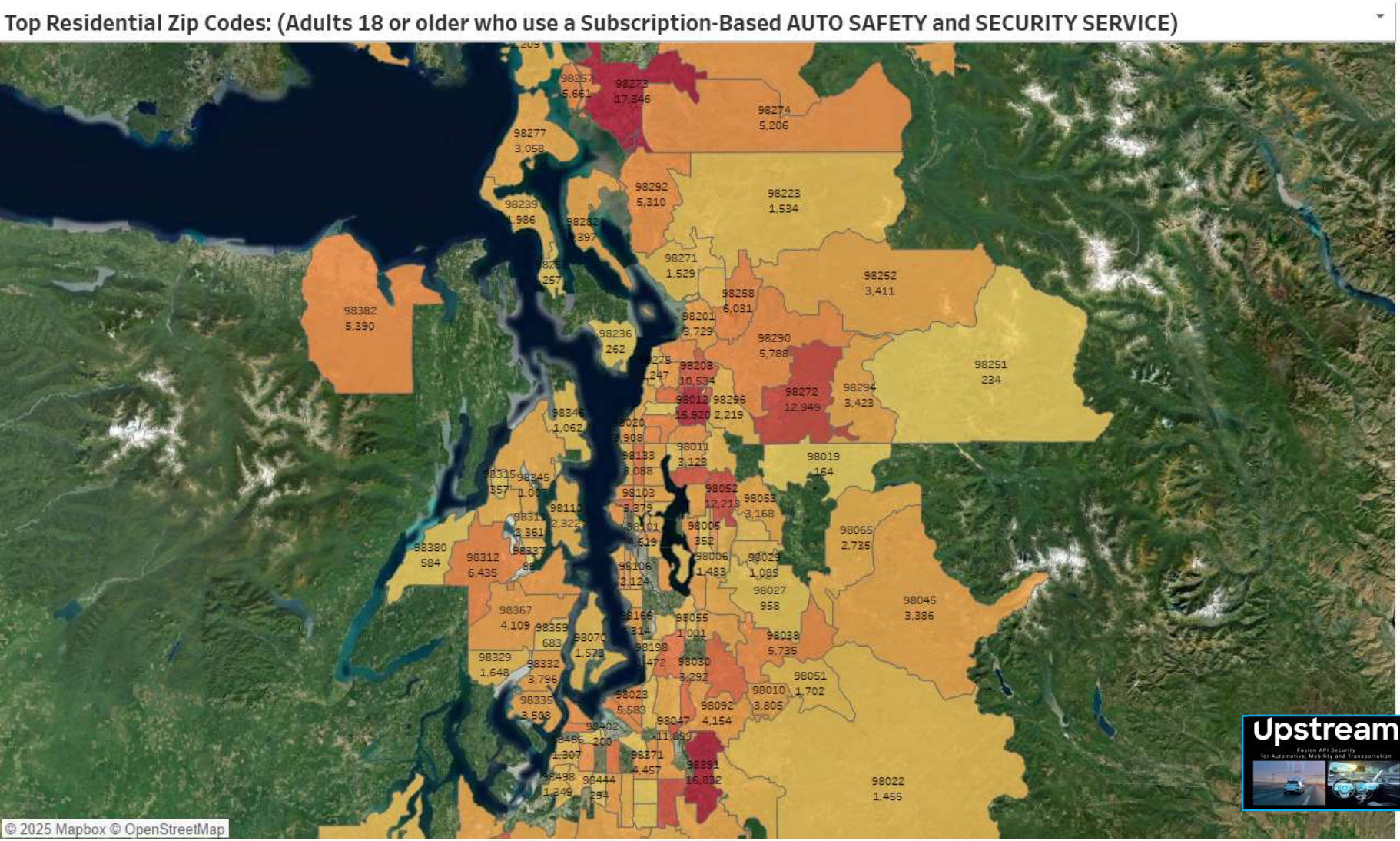


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Top Residential Zip Codes: (Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE)



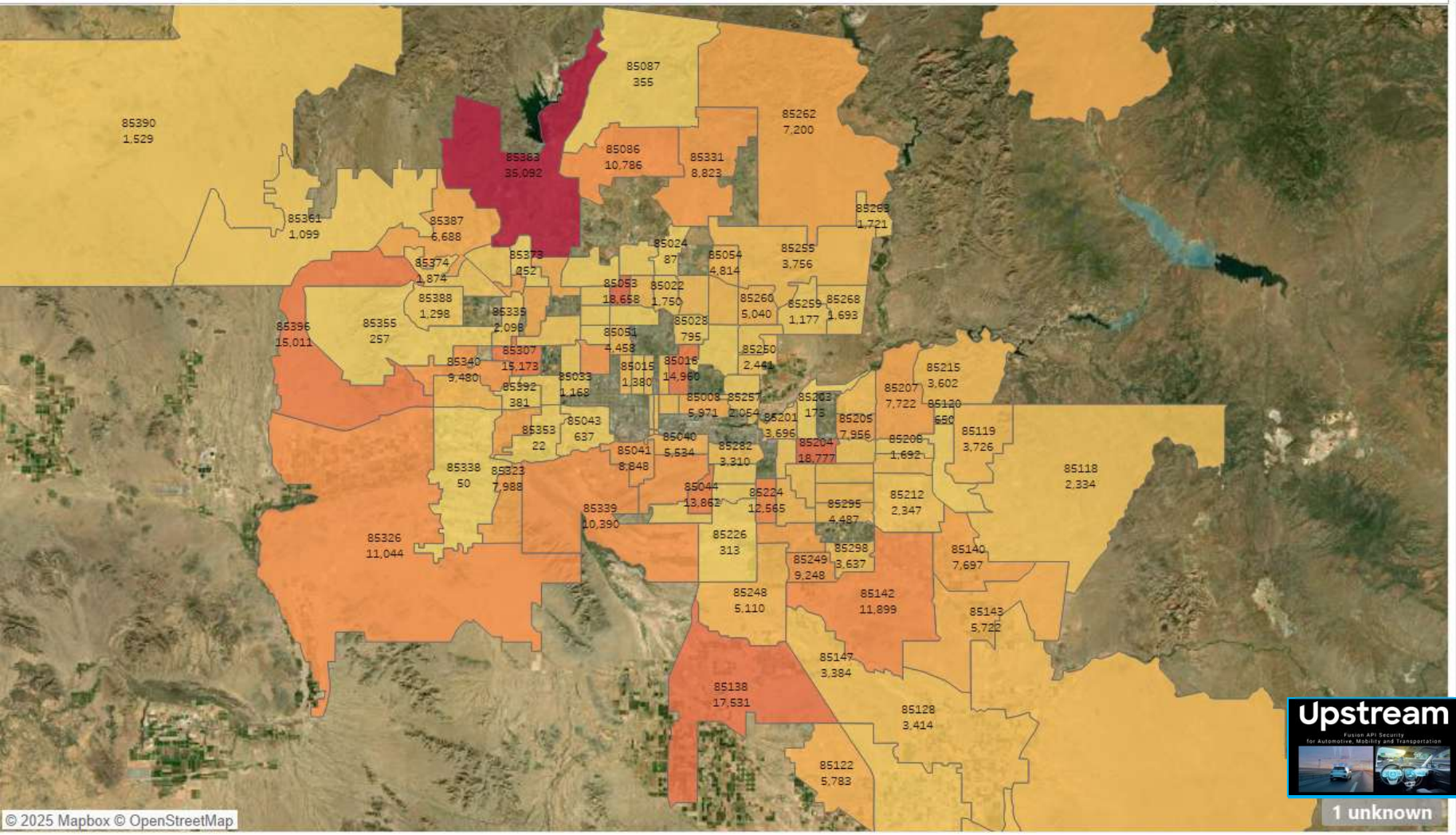
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Top Residential Zip Codes: (Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE)



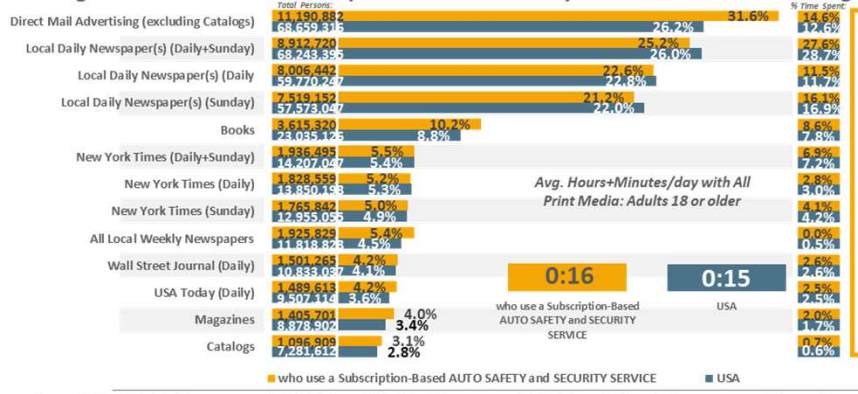
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

8,912,720 or 25.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.2% of all time spent daily with All forms of Print

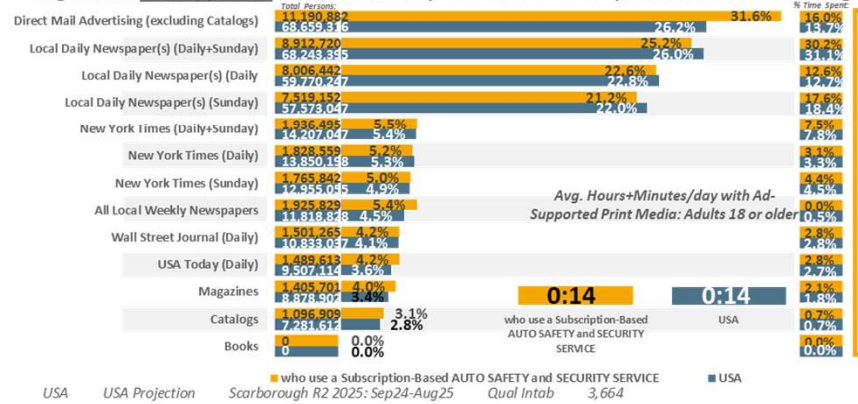
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

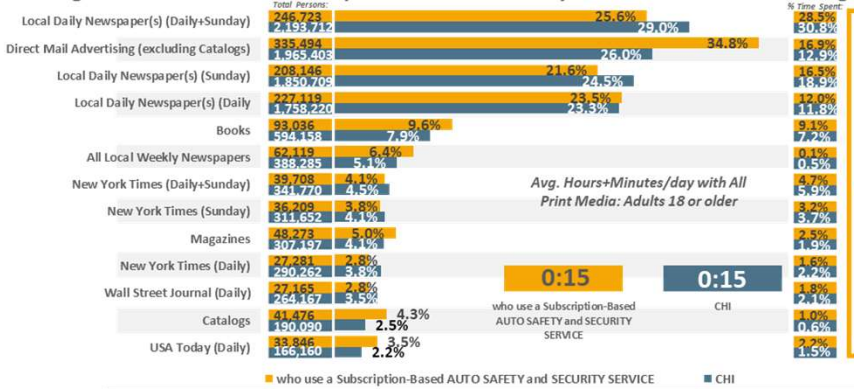
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

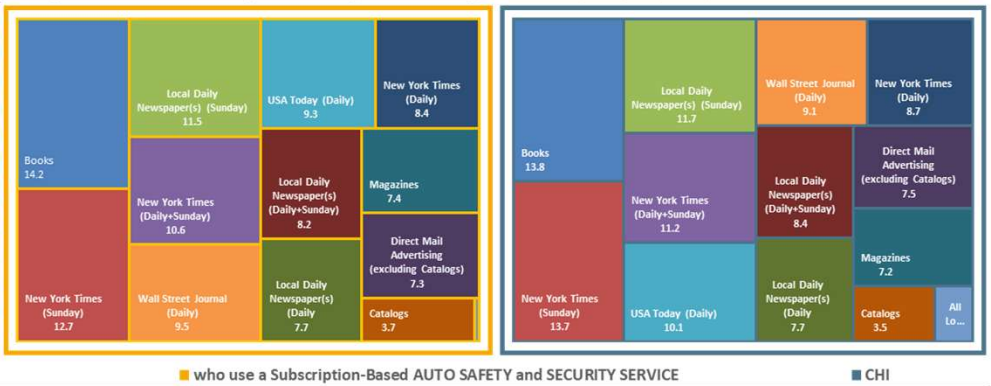


246,723 or 25.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 31.3% of all time spent daily with All forms of Print M

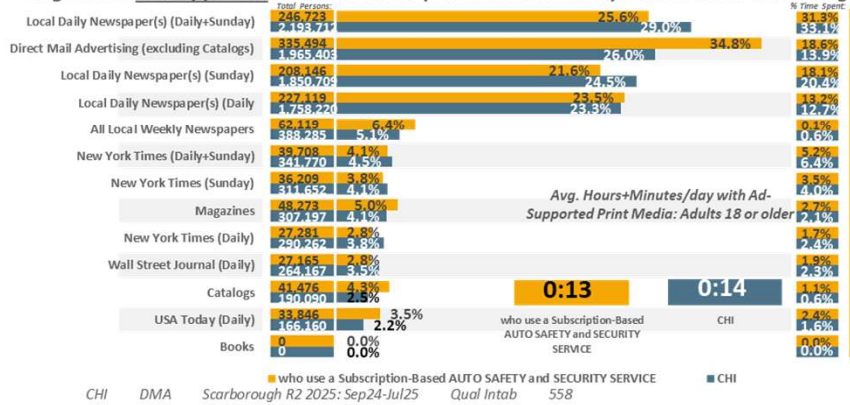
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



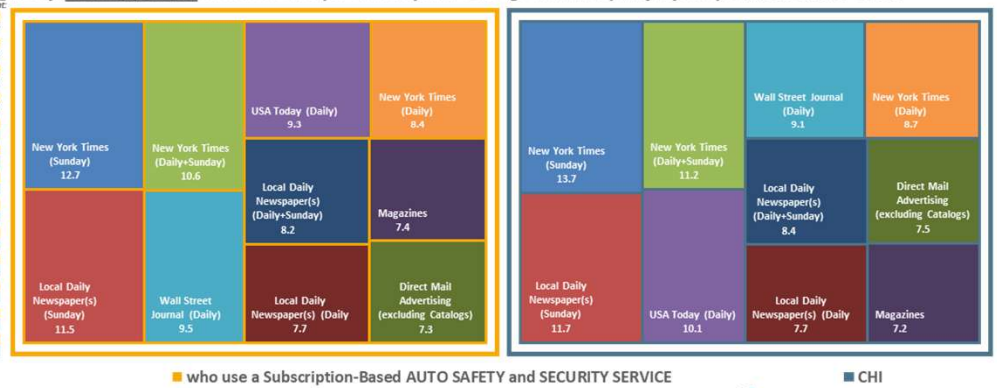
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 558

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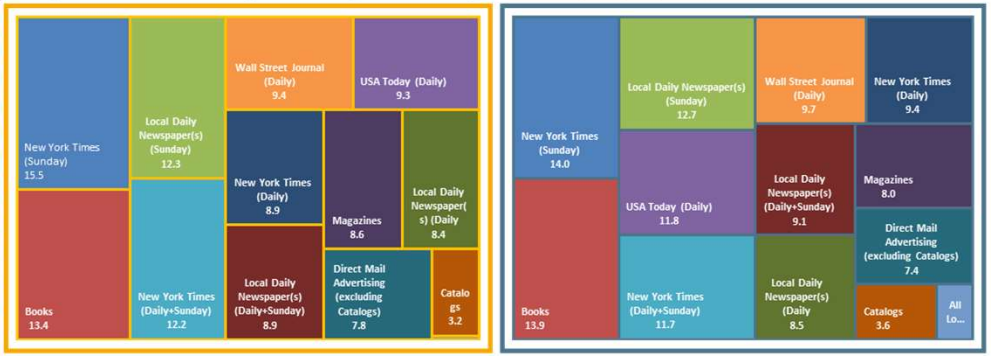
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

185,157 or 25.9% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.3% of all time spent daily with All forms of Print M

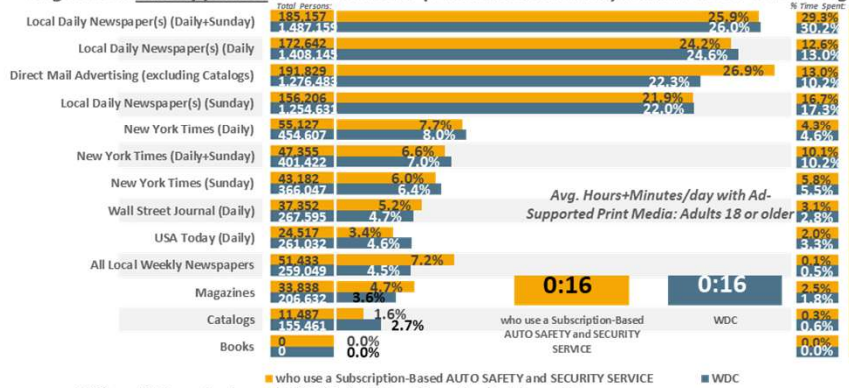
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



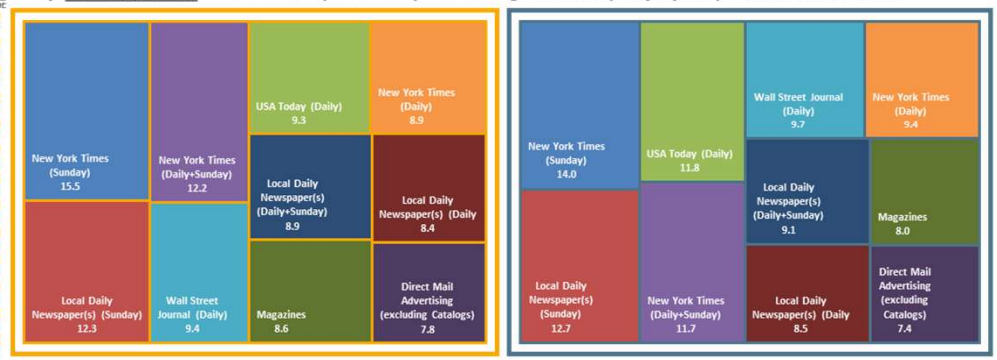
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 834

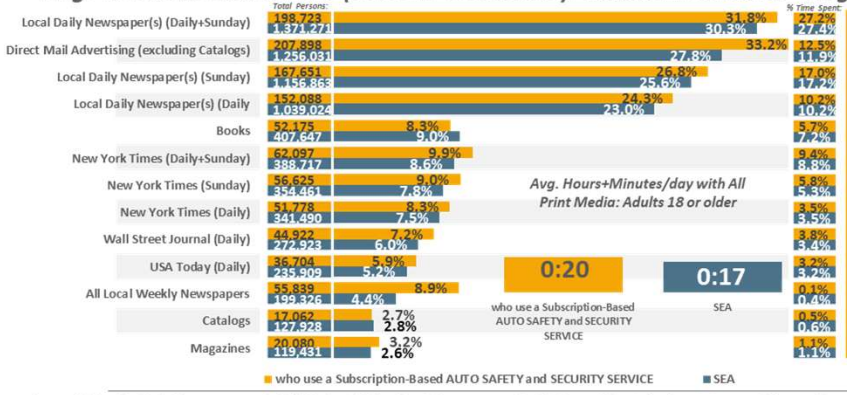
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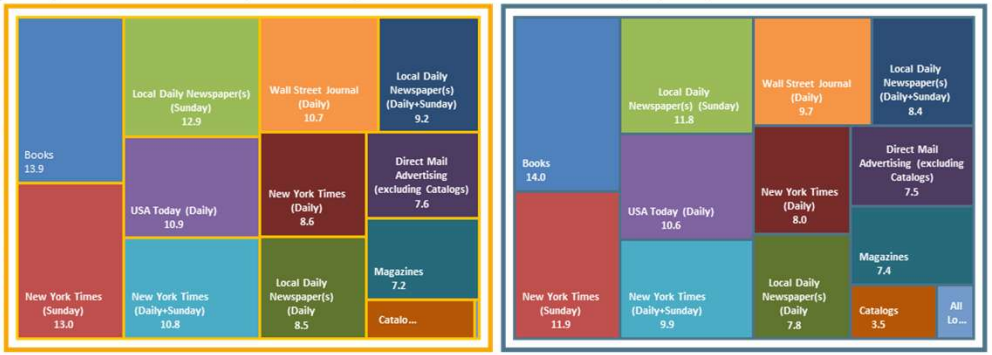
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

198,723 or 31.8% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 28.9% of all time spent daily with All forms of Print M

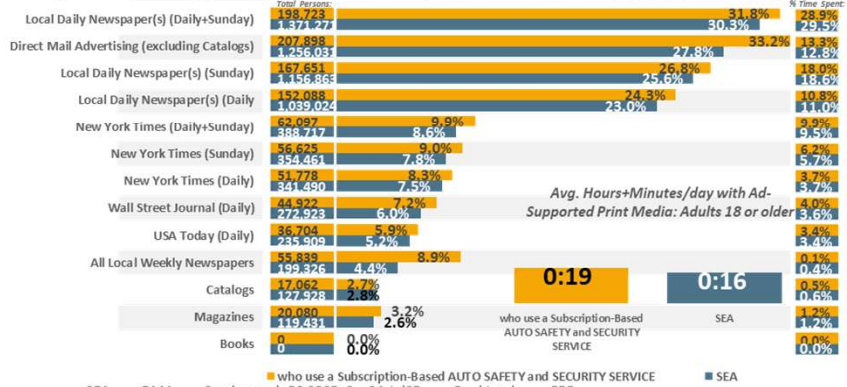
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



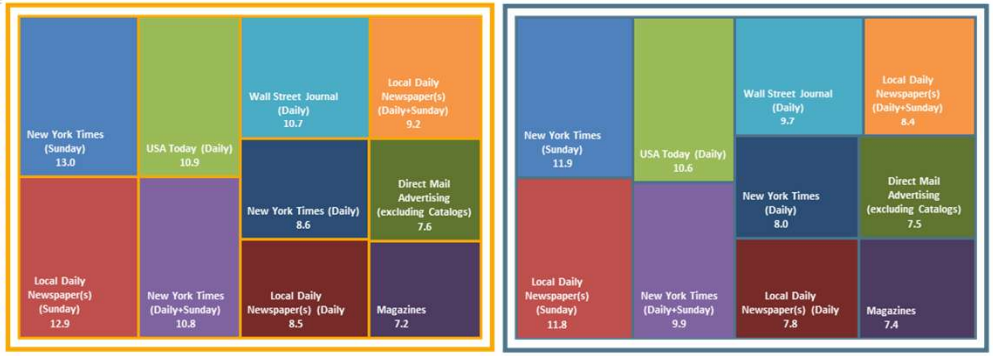
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555

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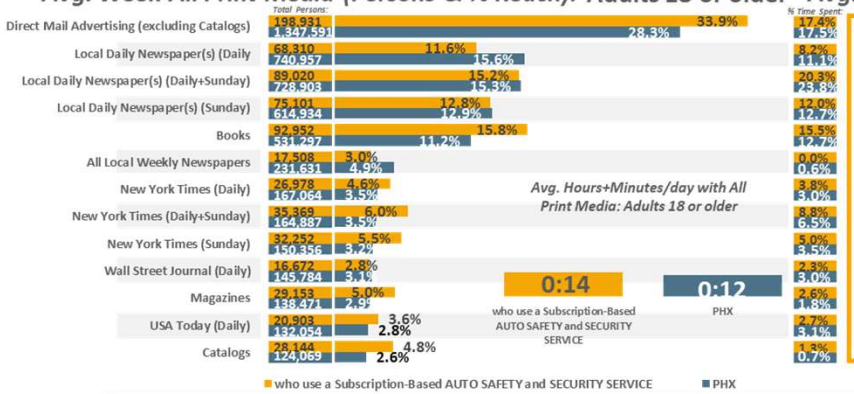
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

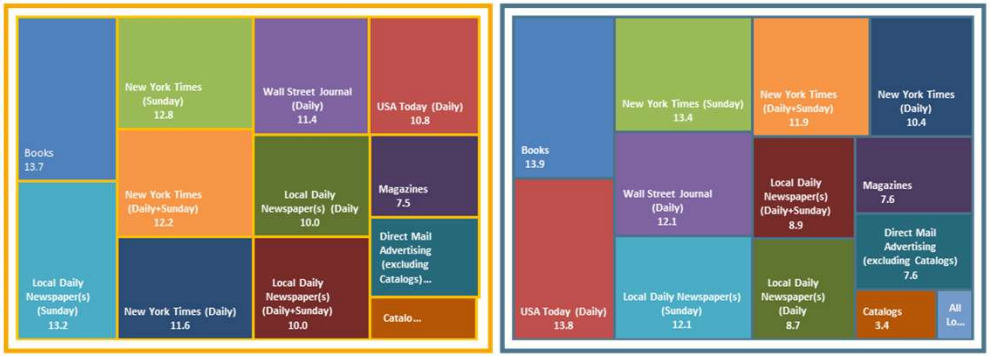


89,020 or 15.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 24.% of all time spent daily with All forms of Print Med

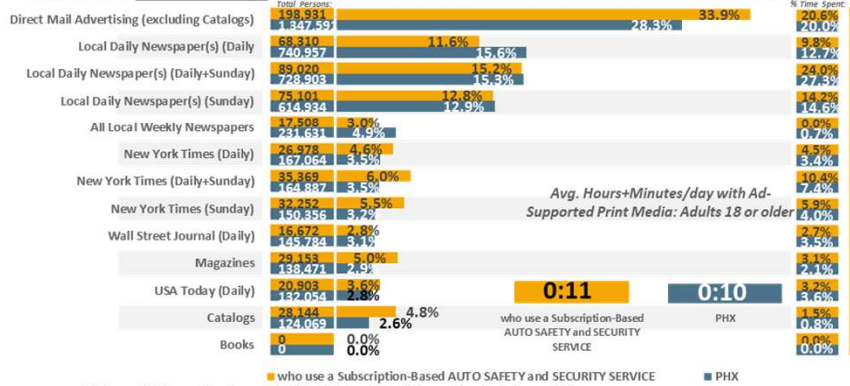
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



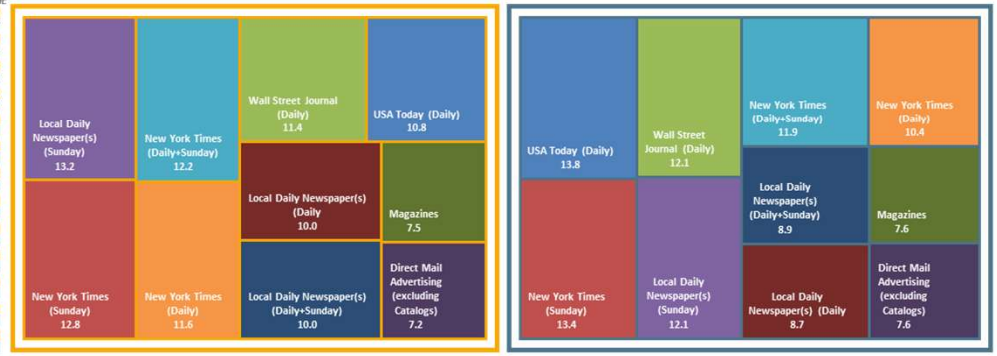
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 310

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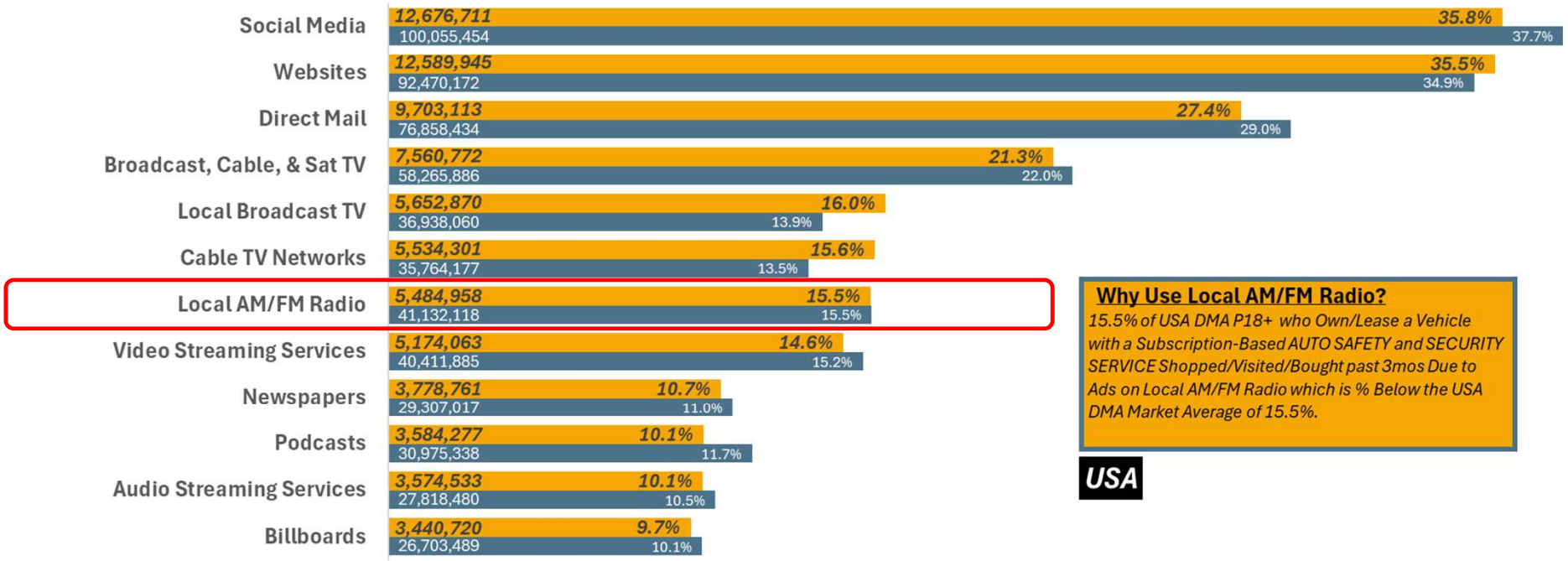
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream USA

"Advertising Actions"

P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.5% of USA DMA P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the USA DMA Market Average of 15.5%.

USA

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 3664

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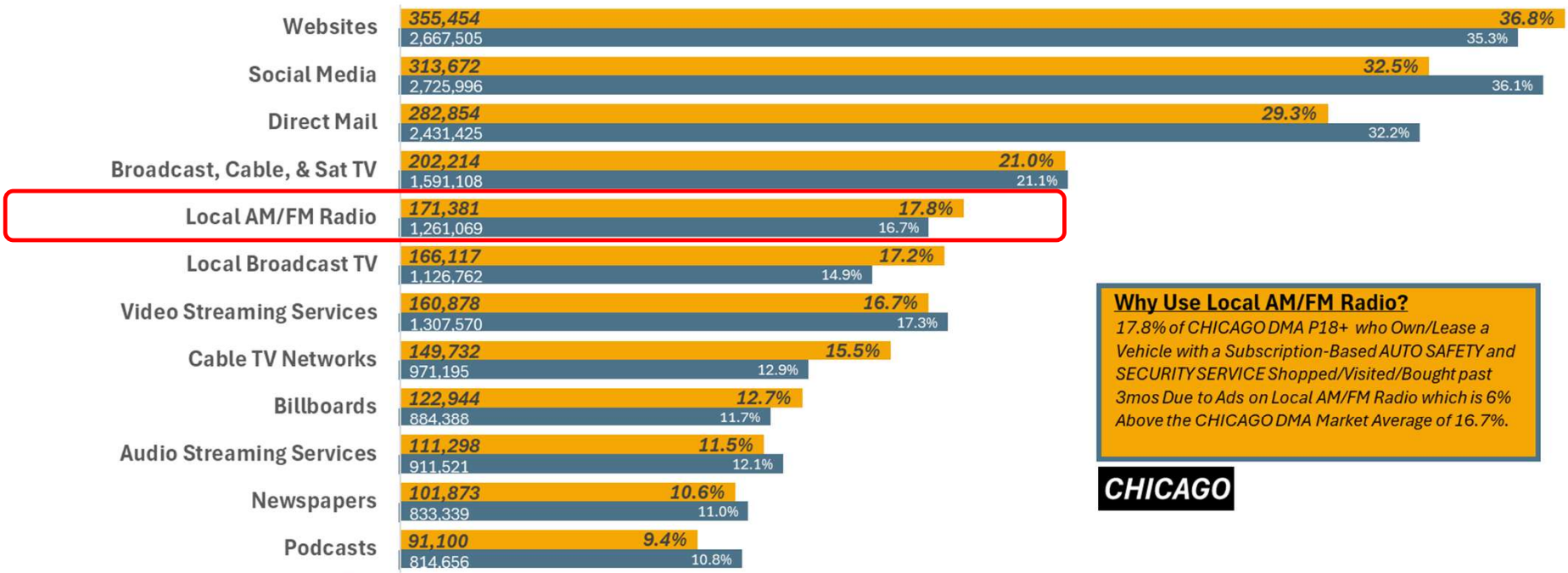
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream — CHI

"Advertising Actions"

P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.8% of CHICAGO DMA P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 558

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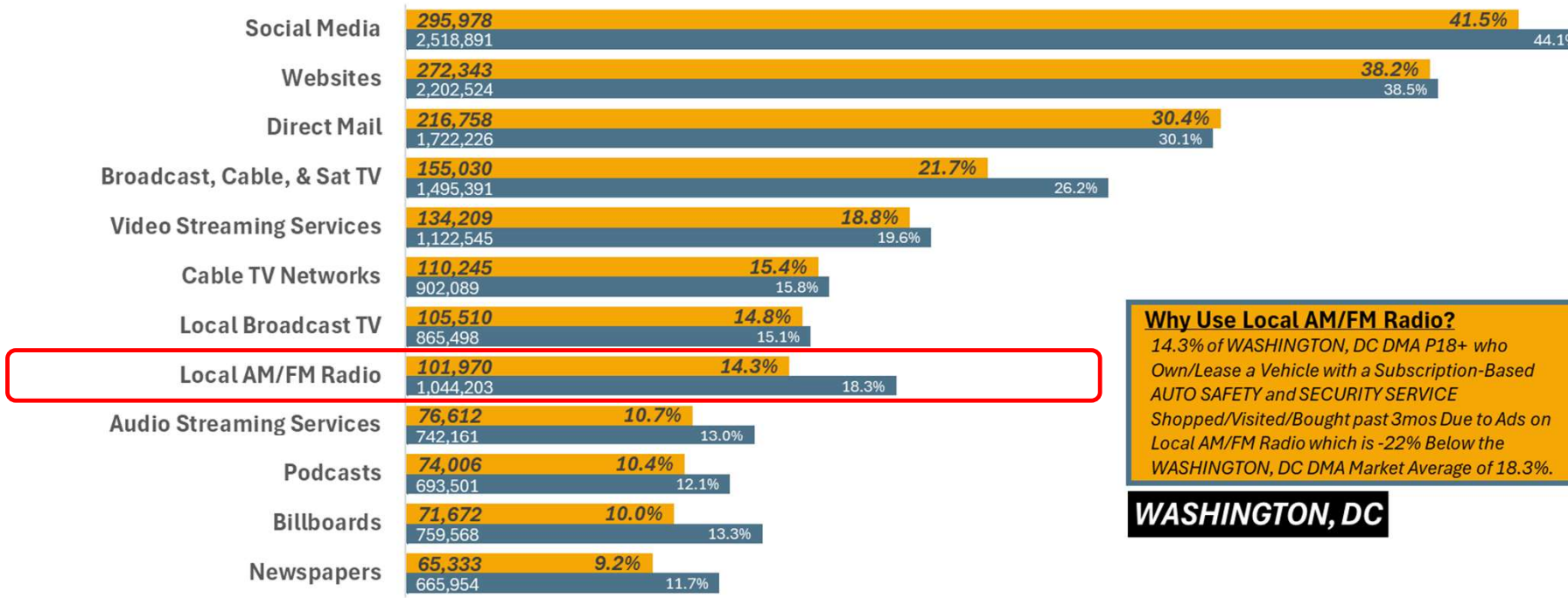
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream WDC

"Advertising Actions"

P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.3% of WASHINGTON, DC DMA P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 834

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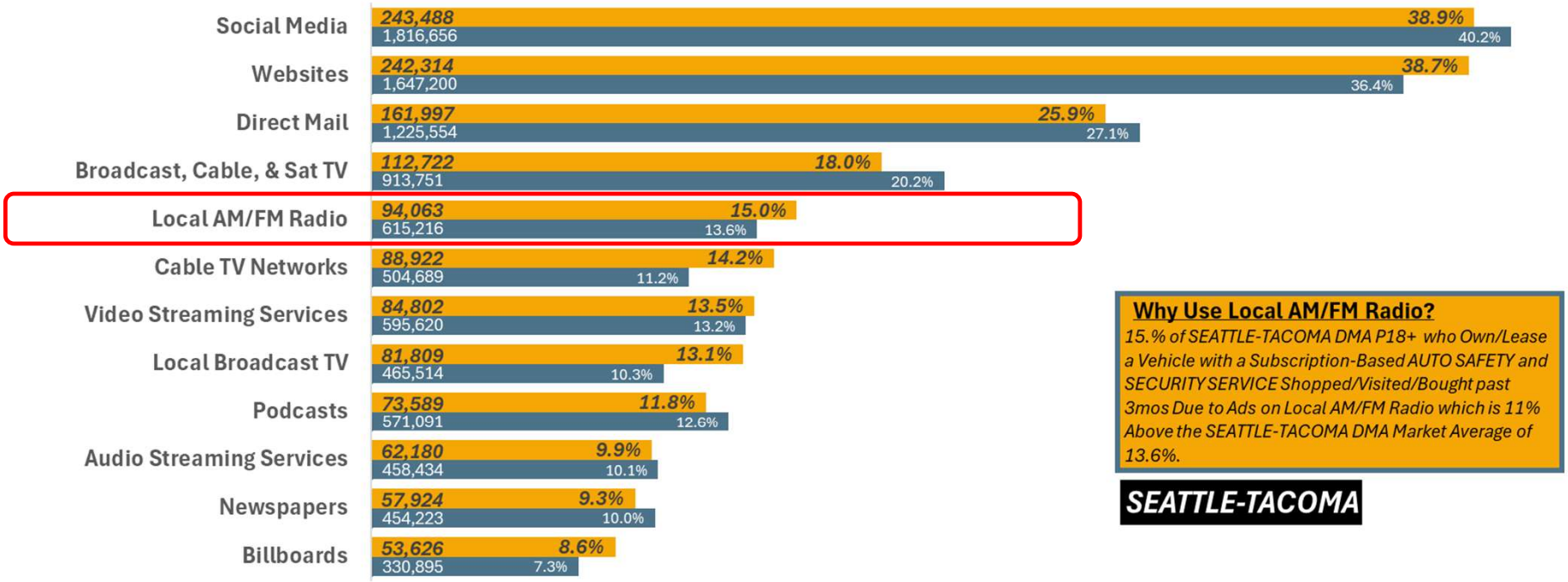
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream SEA

"Advertising Actions"

P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.% of SEATTLE-TACOMA DMA P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 555

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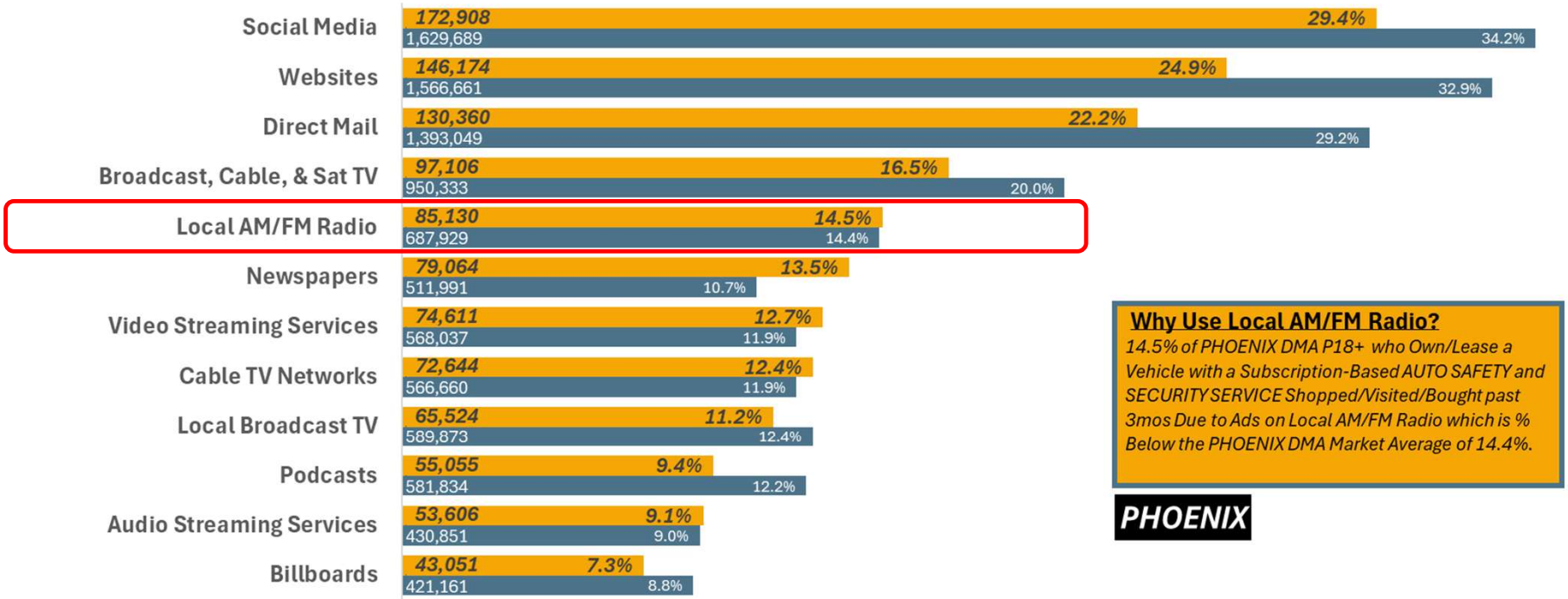
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream PHX

"Advertising Actions"

P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.5% of PHOENIX DMA P18+ who Own/Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 310

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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)