USA+4 More 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









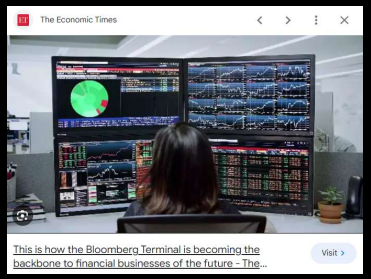






Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Own or Lease a Vehicle with a Subscription-Based AUTO SAFETY and SECURITY SERVICE as of August 31, 2025.

P18+



Microsoft
Azure Sentinel
MISA

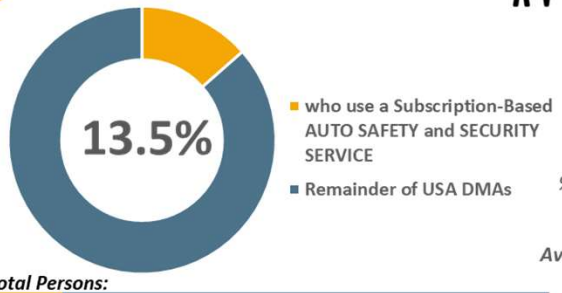
CISCO investments
salesforce ventures
BMW i Ventures

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)

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.

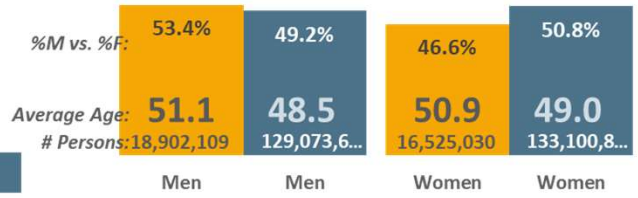
Percent of Market: Adults 18 or older



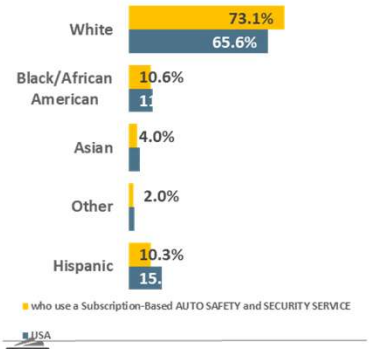
Total Persons:

35,427,139 | 226,747,361

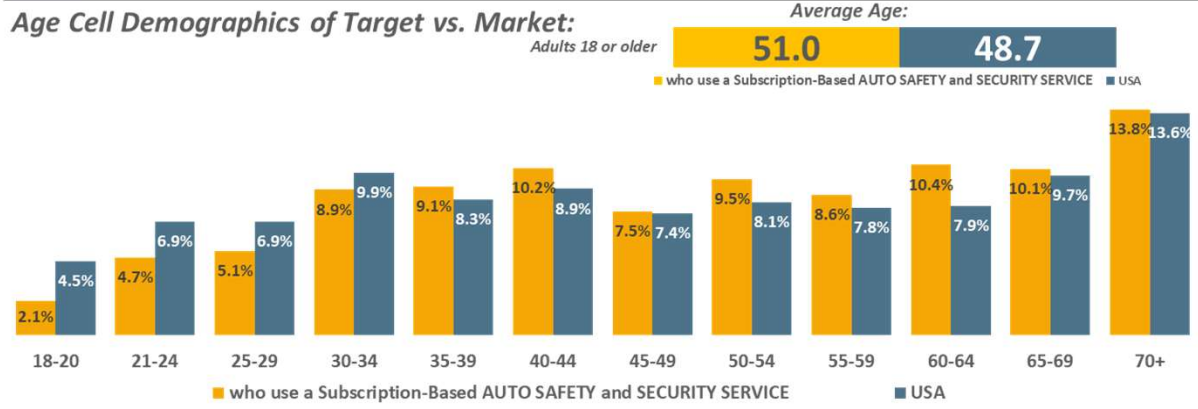
Gender of Target vs. Market: Adults 18 or older



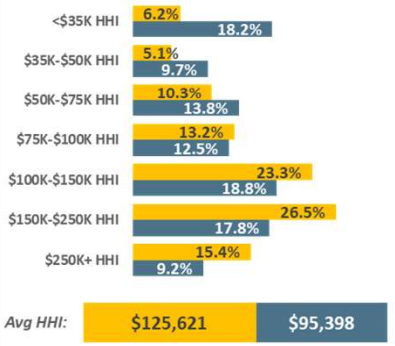
Ethnicity of Target vs. Market:



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)

14.6% or 567,515 of MSP 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 51.1 years old (4.6% older than average) and have a $134,235 (21.7% higher than average) annual household income.

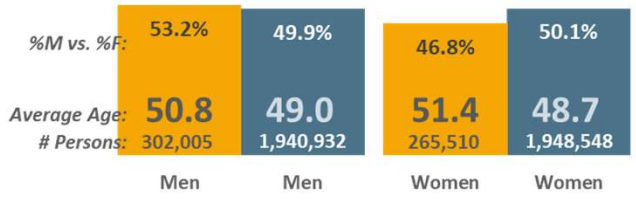
Percent of Market: Adults 18 or older



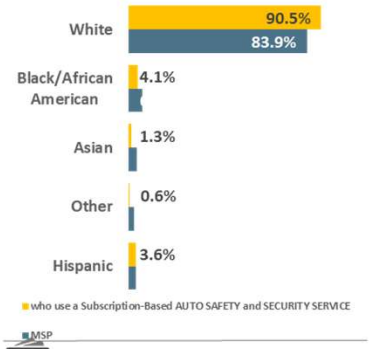
Total Persons:

567,515	3,321,965

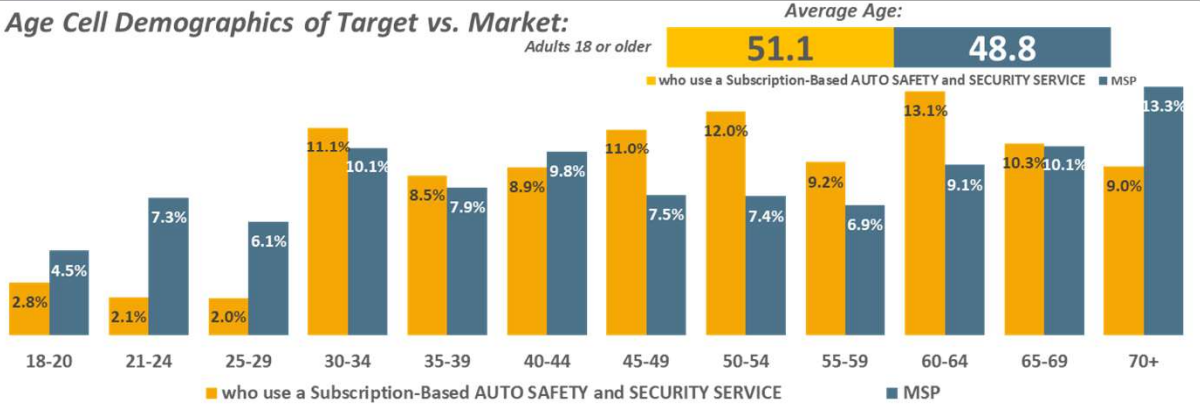
Gender of Target vs. Market: Adults 18 or older



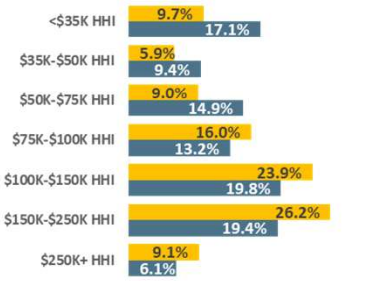
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$134,235	$110,275

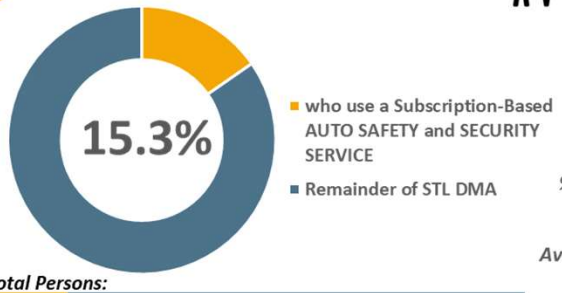
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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

15.3% or 385,090 of STL 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 52.1 years old (5.6% older than average) and have a $124,344 (23.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



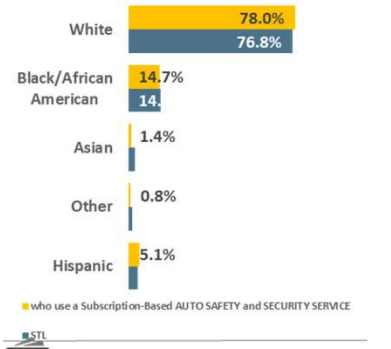
Total Persons:

385,090	2,125,369

Gender of Target vs. Market: Adults 18 or older

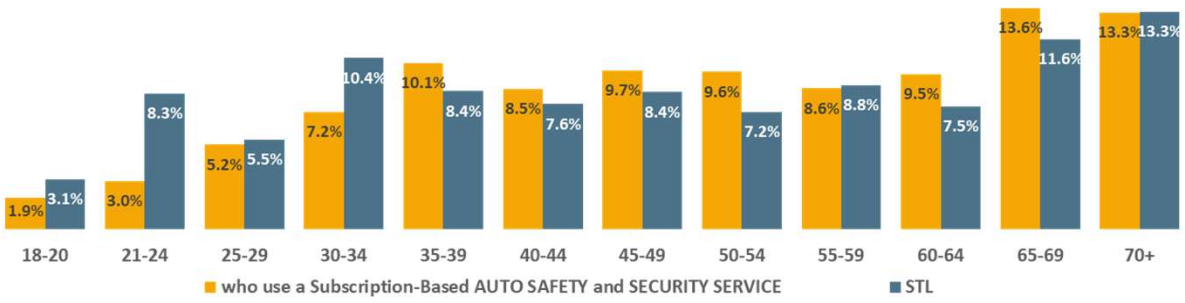
	Men	Men	Women	Women
%M vs. %F:	47.1%	48.8%	52.9%	51.2%
Average Age:	51.9	48.9	52.4	49.8
# Persons:	181,401	1,223,984	203,689	1,286,475

Ethnicity of Target vs. Market:

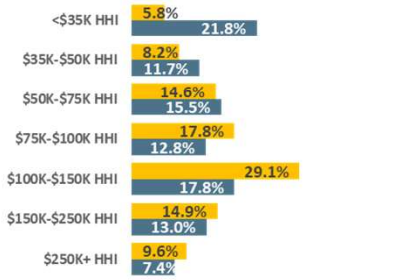


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE	STL
		52.1	49.4



HHI of Target vs. Market:



Avg HHI:	$124,344	$100,426

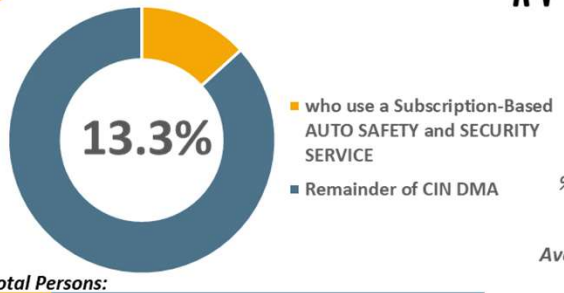
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

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

13.3% or 256,534 of CIN 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. years old (2.8% older than average) and have a $136,122 (35.6% higher than average) annual household income.

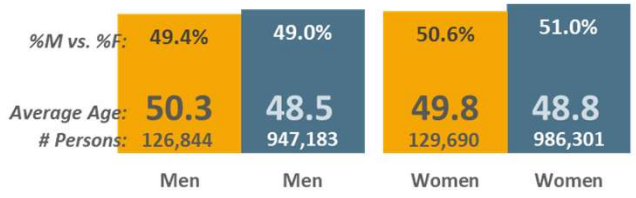
Percent of Market: Adults 18 or older



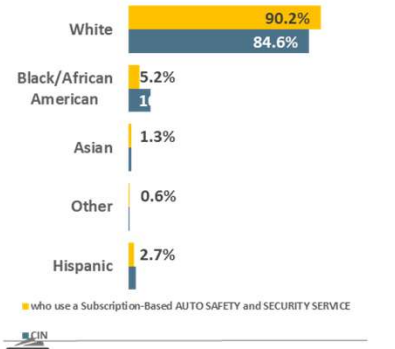
Total Persons:



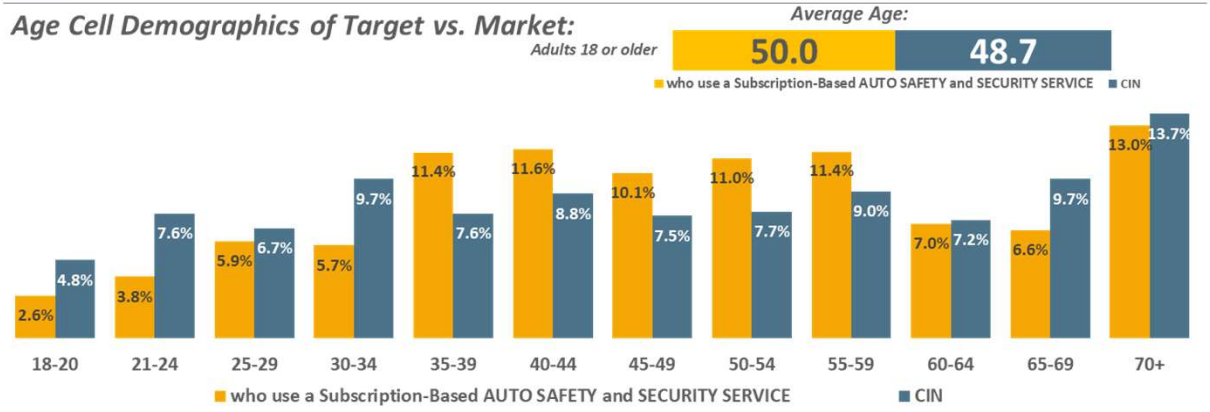
Gender of Target vs. Market: Adults 18 or older



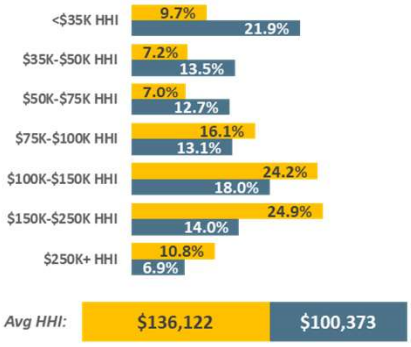
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $136,122 | $100,373

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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

Upstream WPB

14.6% or 279,975 of WPB 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 56.7 years old (6.9% older than average) and have a $141,151 (38.7% higher than average) annual household income.

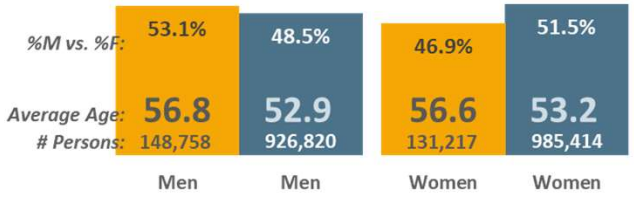
Percent of Market: Adults 18 or older



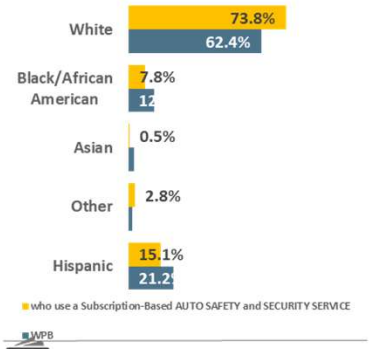
Total Persons:

279,975	1,632,259

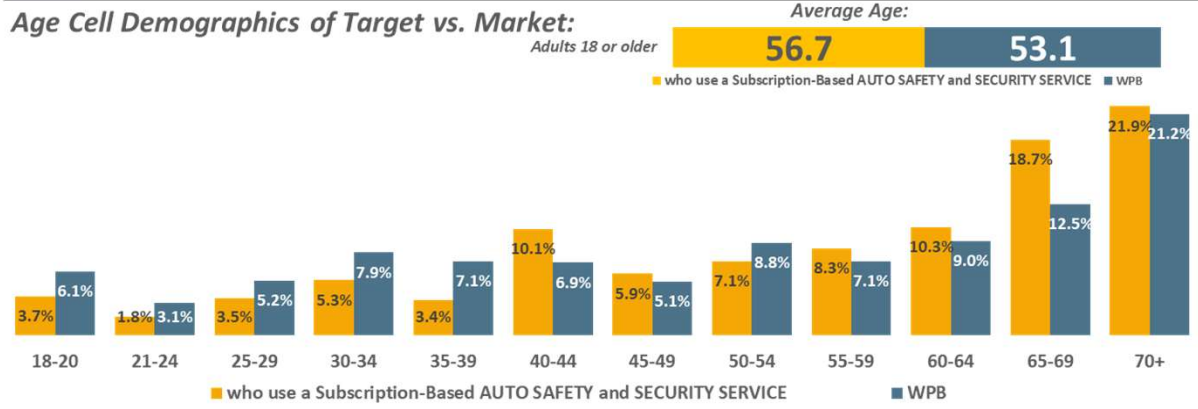
Gender of Target vs. Market: Adults 18 or older



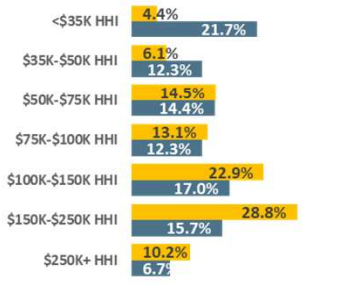
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$141,151	$101,757

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

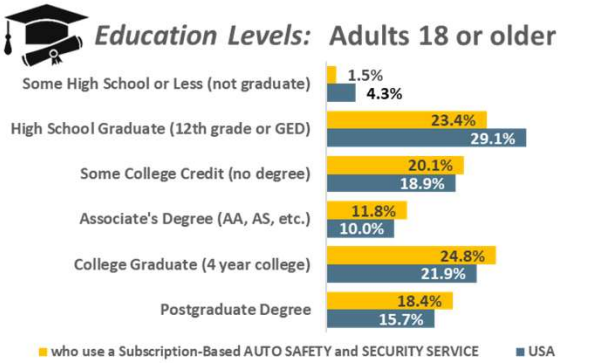
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

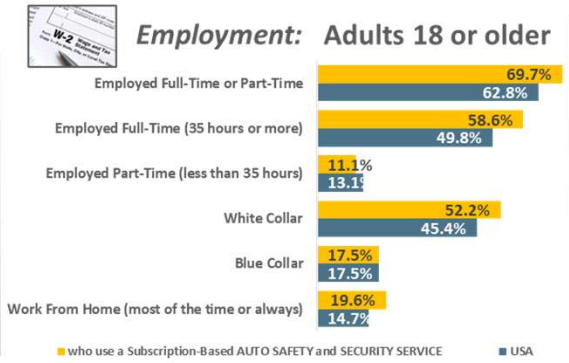


13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 14.8% more likely to be a college graduate, 17.7% more likely to work full-time, 25.2% more likely to be married,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

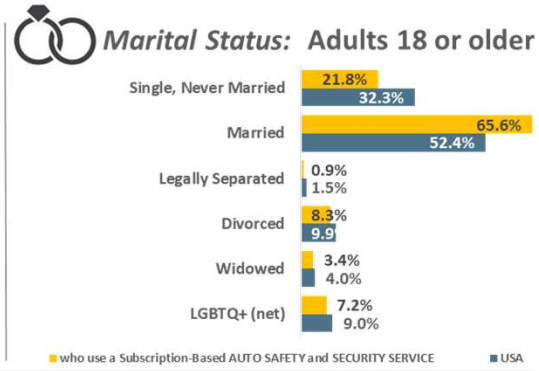
Education Levels: Adults 18 or older



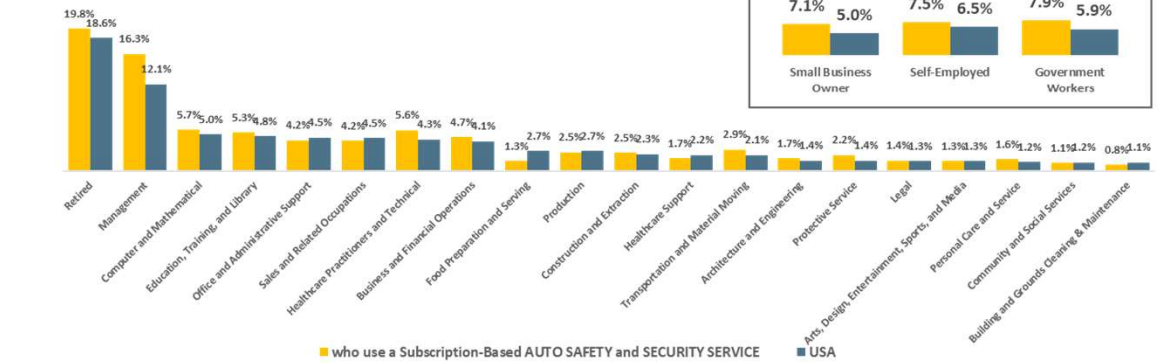
Employment: Adults 18 or older



Marital Status: Adults 18 or older

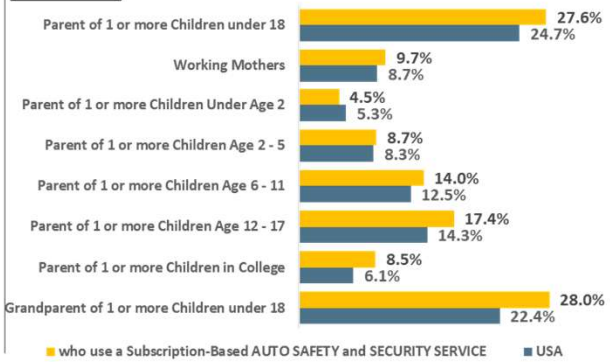


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



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

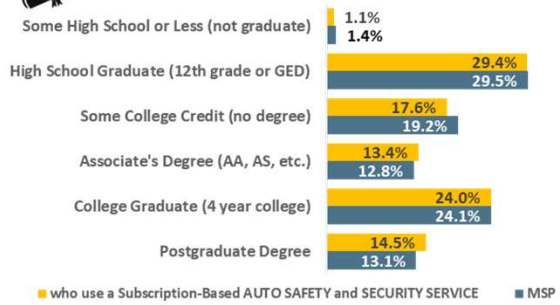
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

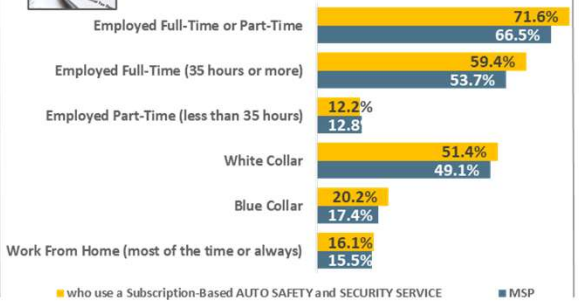
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

14.6% or 567,515 of MSP 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 3.7% more likely to be a college graduate, 10.5% more likely to work full-time, 20.% more likely to be married, 17.3% more likely to be a parent of 1 or more children und

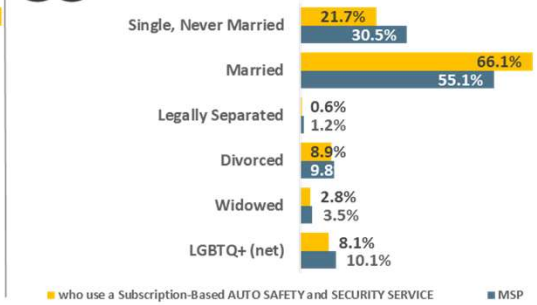
Education Levels: Adults 18 or older



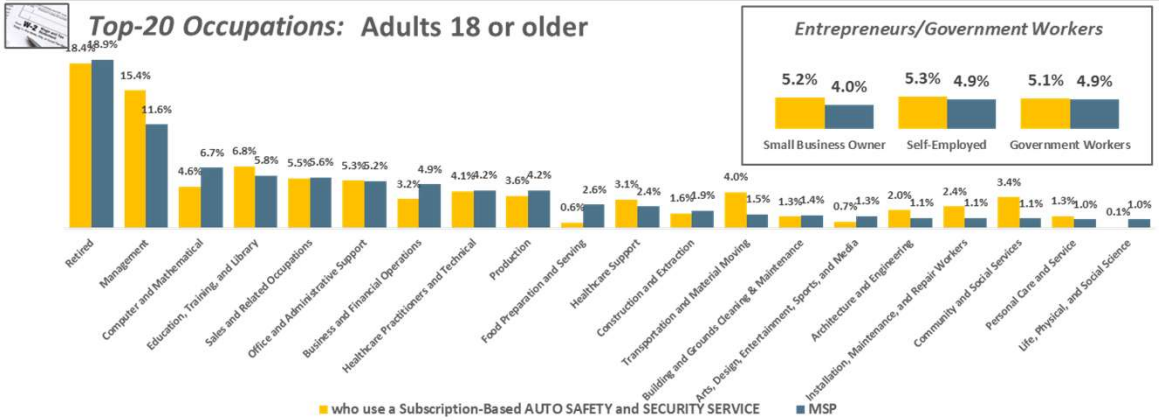
Employment: Adults 18 or older



Marital Status: Adults 18 or older

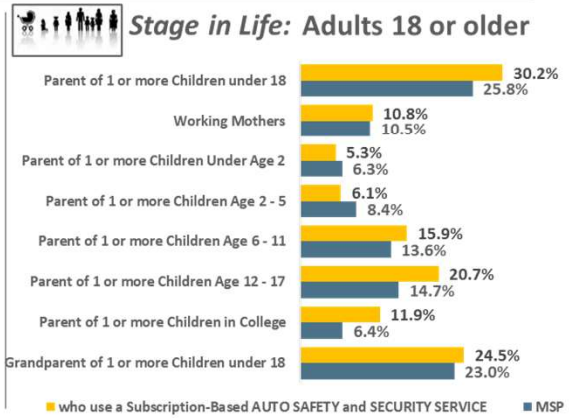


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



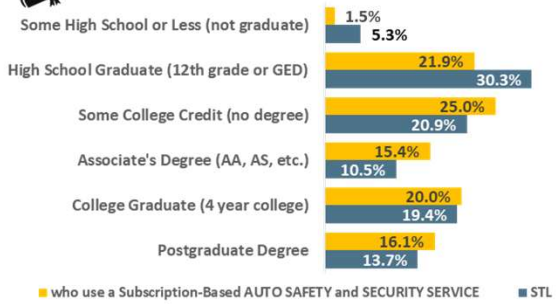
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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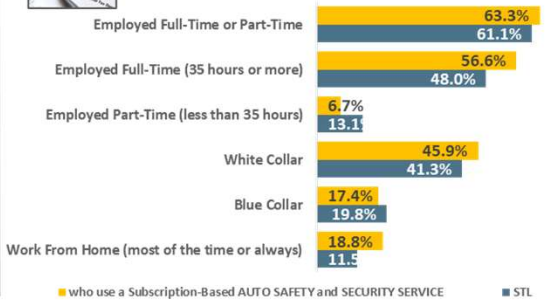
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

15.3% or 385,090 of STL 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 9.3% more likely to be a college graduate, 17.9% more likely to work full-time, 29.3% more likely to be married, 26.8% more likely to be a parent of 1 or more children un

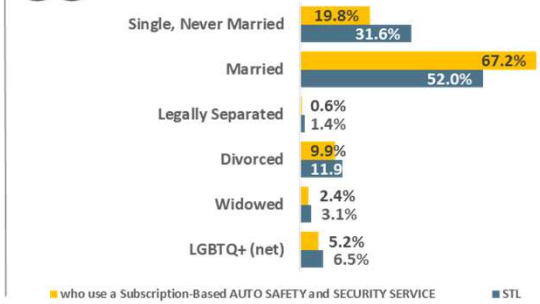
Education Levels: Adults 18 or older



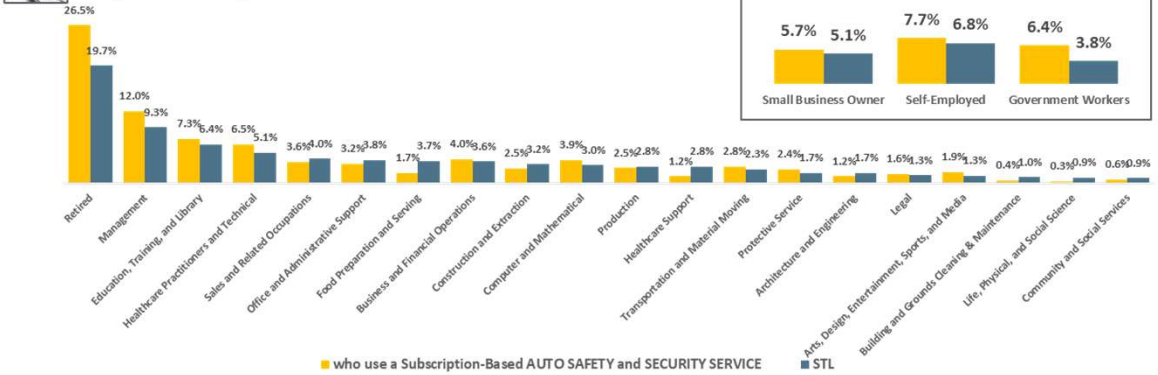
Employment: Adults 18 or older



Marital Status: Adults 18 or older

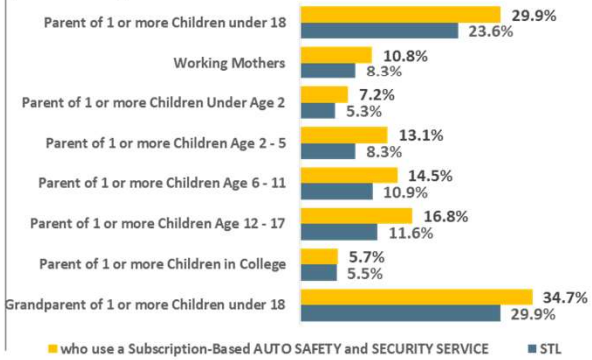


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



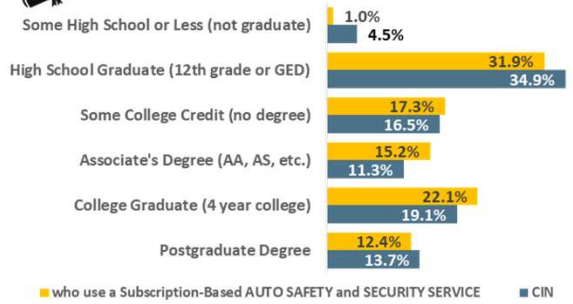
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

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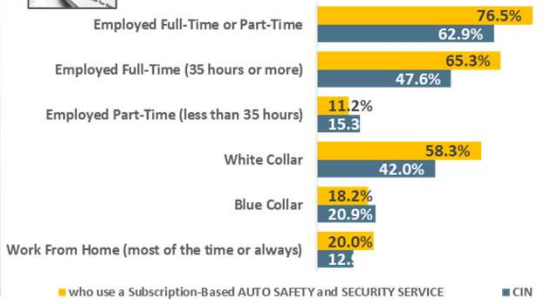
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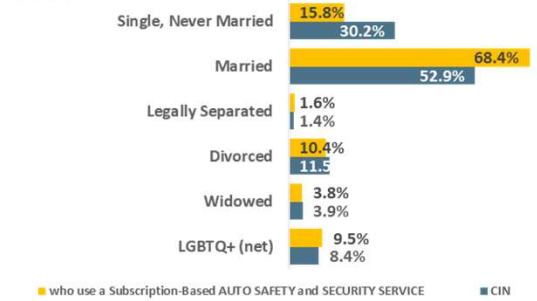
Education Levels: Adults 18 or older



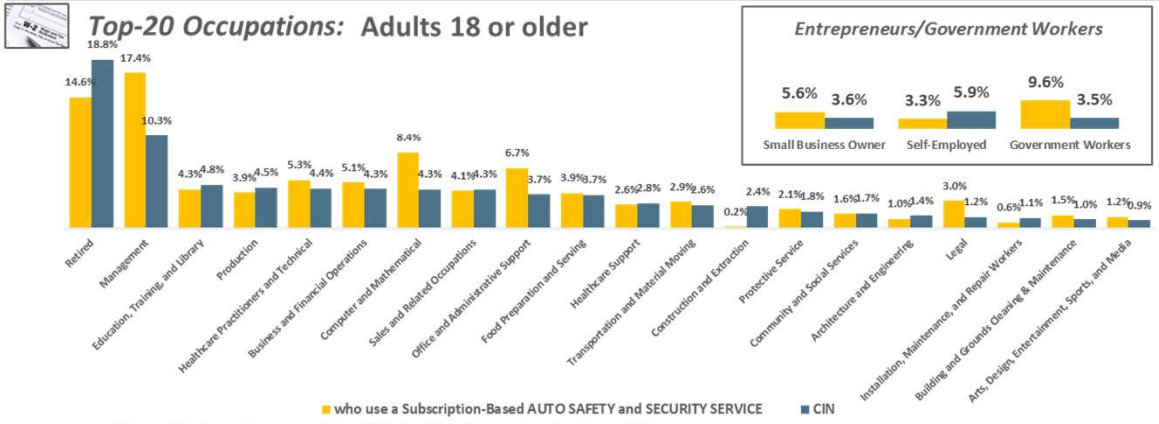
Employment: Adults 18 or older



Marital Status: Adults 18 or older

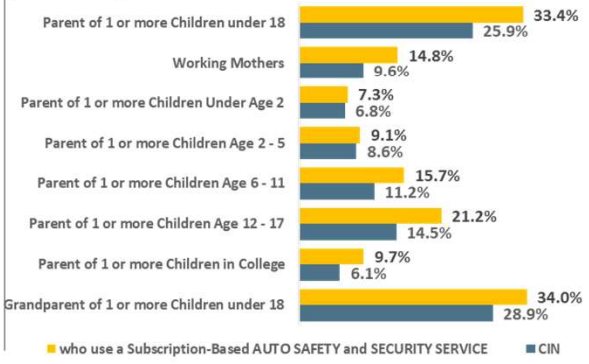


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

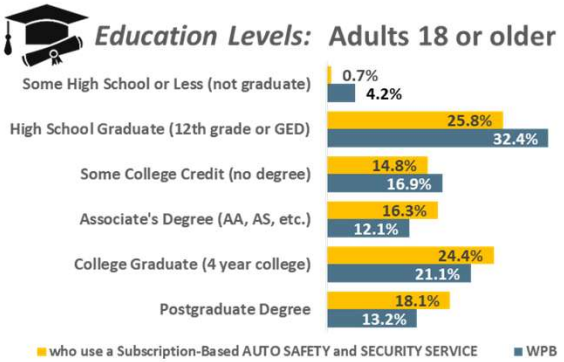
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

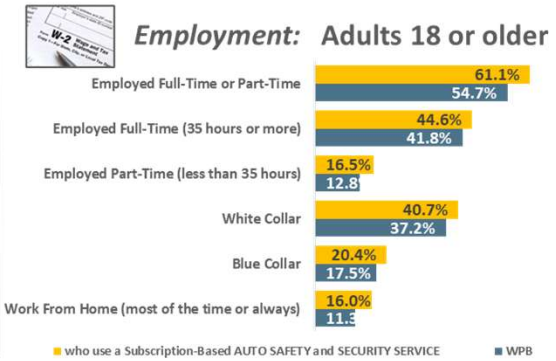


14.6% or 279,975 of WPB DMA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 23.8% more likely to be a college graduate, 6.6% more likely to work full-time, 39.6% more likely to be married, 4.1% less likely to be a parent of 1 or more children und

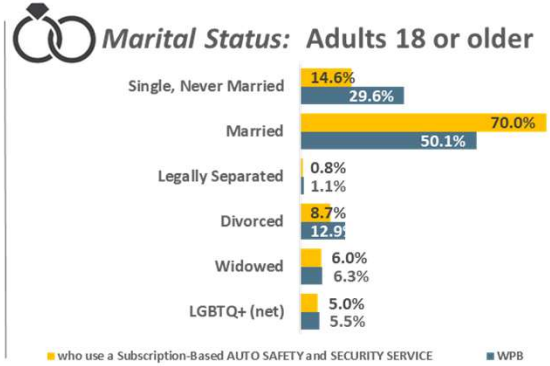
Education Levels: Adults 18 or older



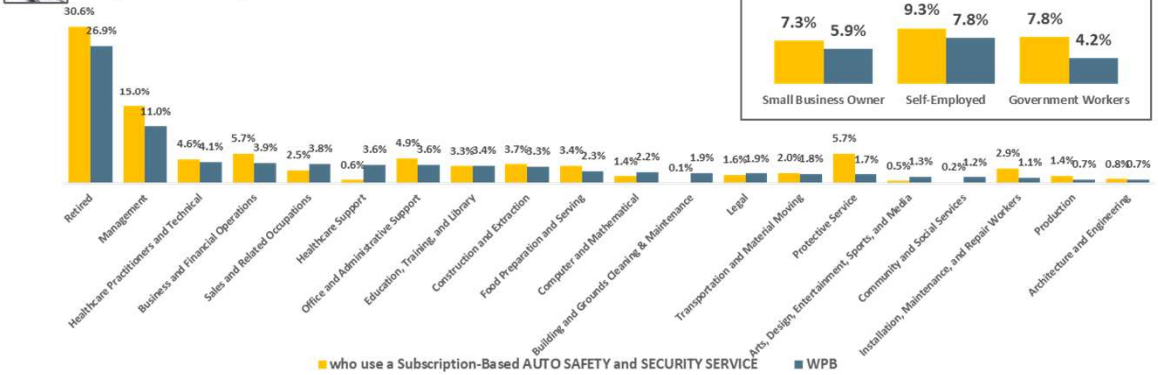
Employment: Adults 18 or older



Marital Status: Adults 18 or older

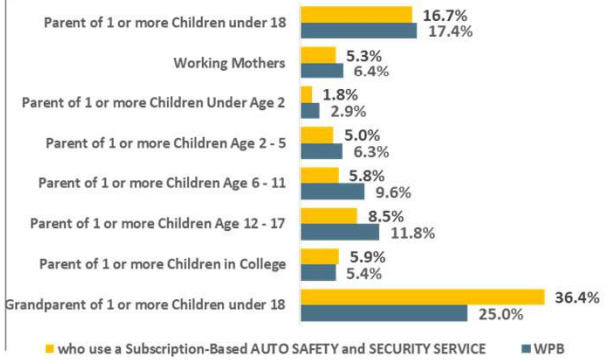


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

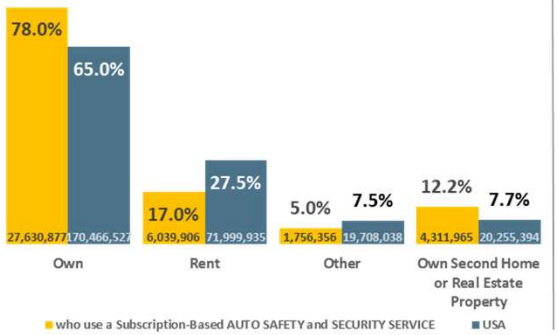
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

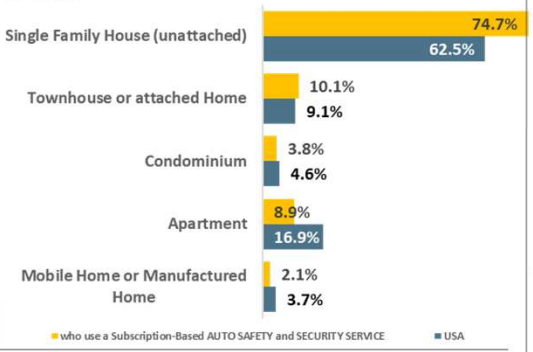


13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 20.% more likely to own their home, 35.9% more likely to own a higher valued home, 19.4% more likely to have a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

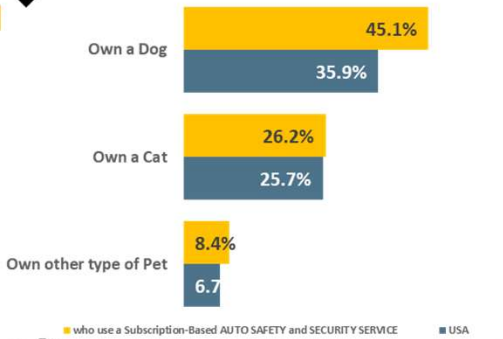
Own/Rent/Other: Adults 18 or older



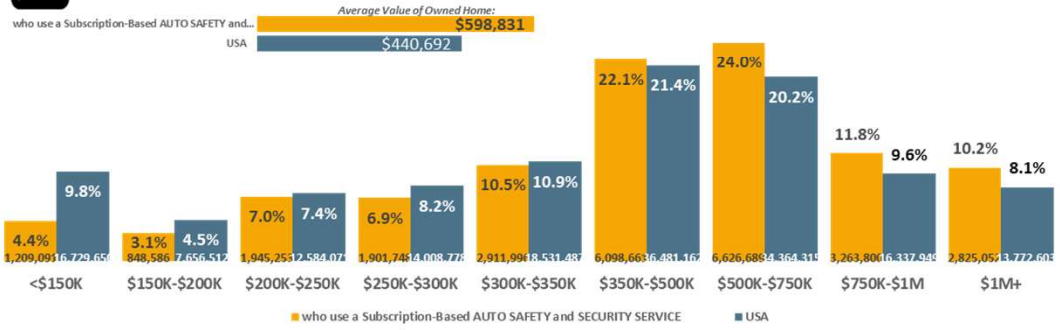
Type of Home: Adults 18 or older



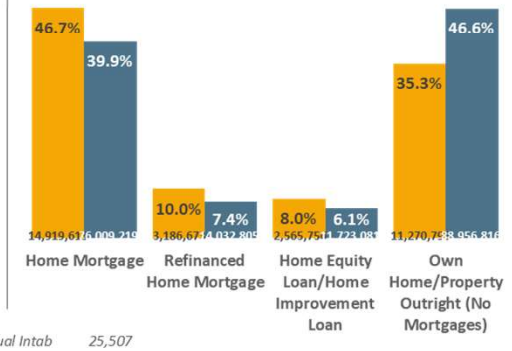
Pets in Home: Adults 18 or older



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*

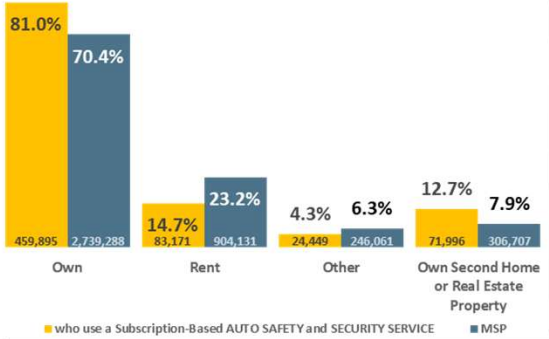
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USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*

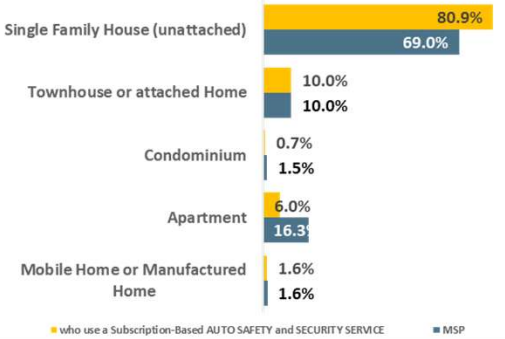
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

14.6% or 567,515 of MSP 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 15.1% more likely to own their home, 11.5% more likely to own a higher valued home, 17.3% more likely to have a single-family home, 30.3% more likely to have a dog.

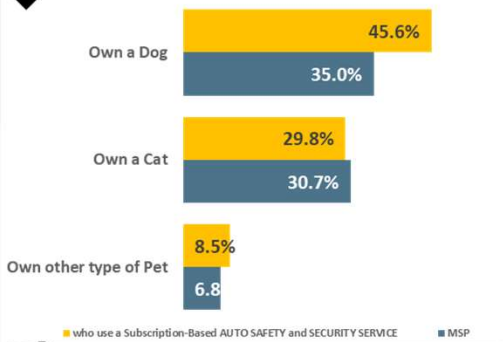
Own/Rent/Other: Adults 18 or older



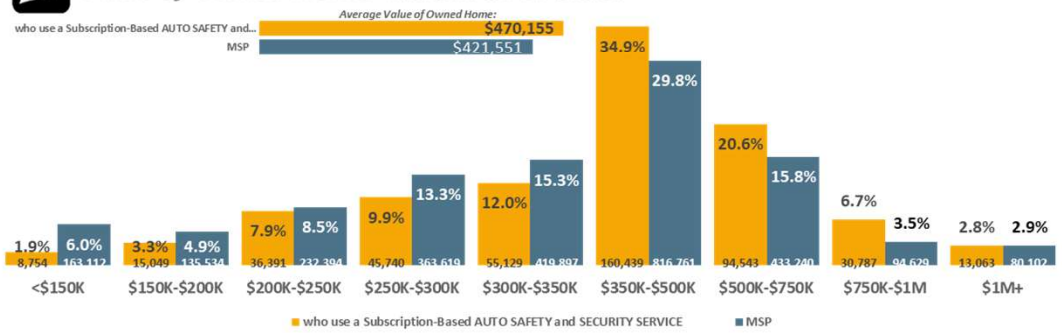
Type of Home: Adults 18 or older



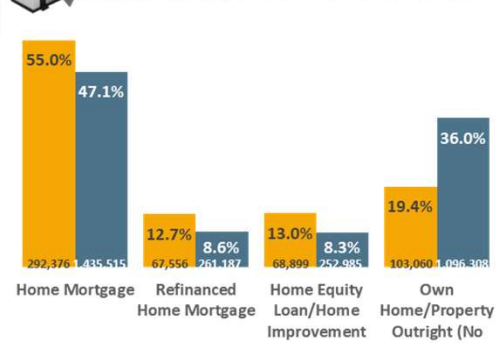
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

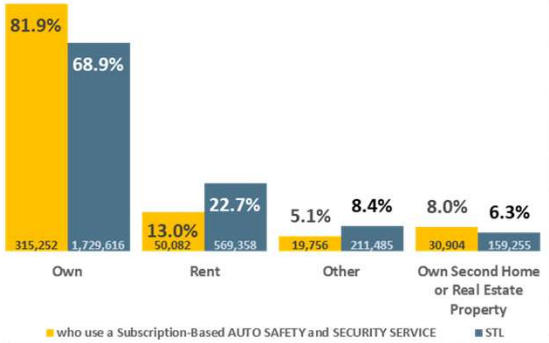
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

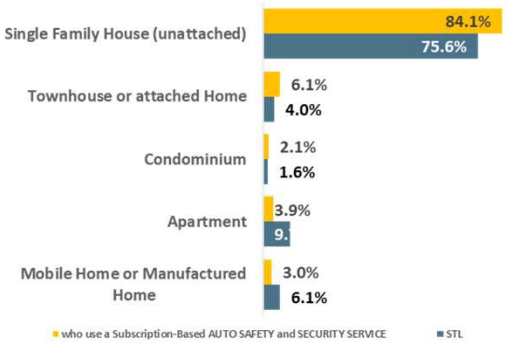
Upstream — Fusion API Security for Automotive, Mobility and Transportation — STL

15.3% or 385,090 of STL 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 18.8% more likely to own their home, 1.3% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 16.7% more likely to have a dog.

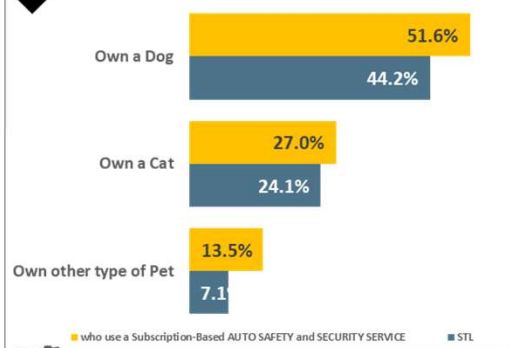
Own/Rent/Other: Adults 18 or older



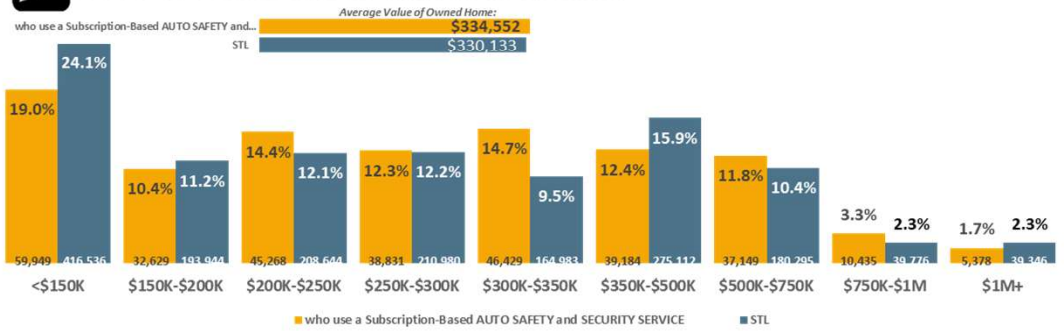
Type of Home: Adults 18 or older



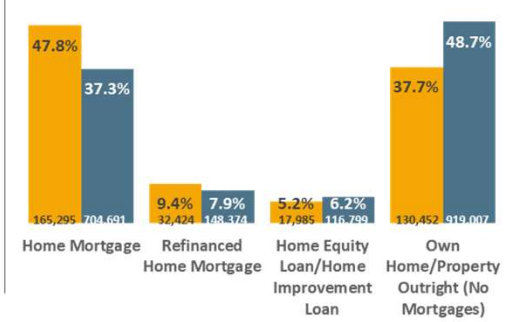
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

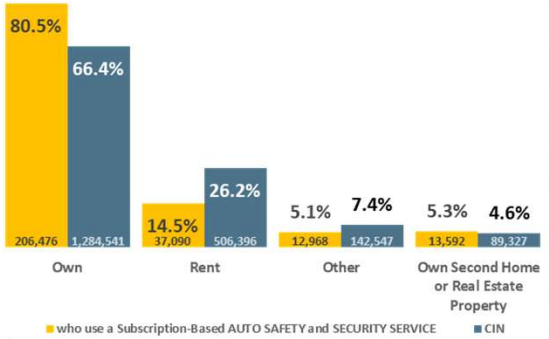
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

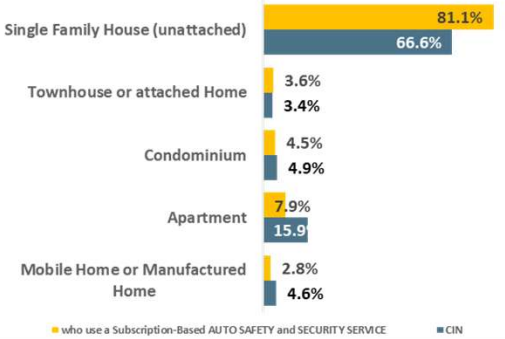
Upstream — Fusion API Security for Automotive, Mobility and Transportation — CIN

13.3% or 256,534 of CIN 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 21.1% more likely to own their home, 3.9% more likely to own a higher valued home, 21.9% more likely to have a single-family home, 36.4% more likely to have a dog.

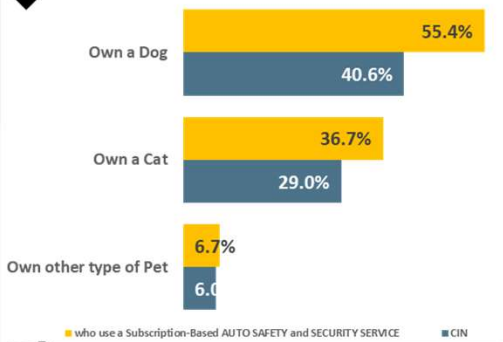
Own/Rent/Other: Adults 18 or older



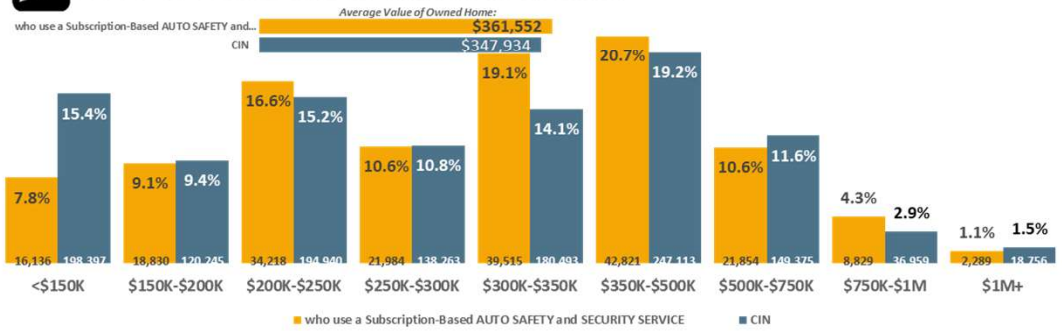
Type of Home: Adults 18 or older



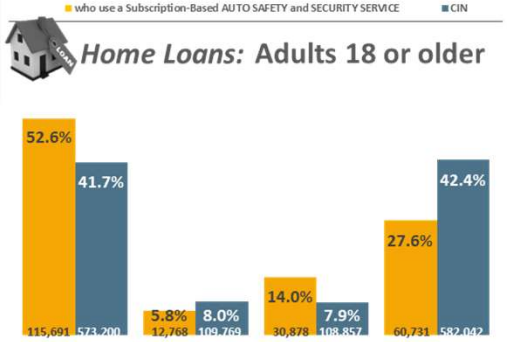
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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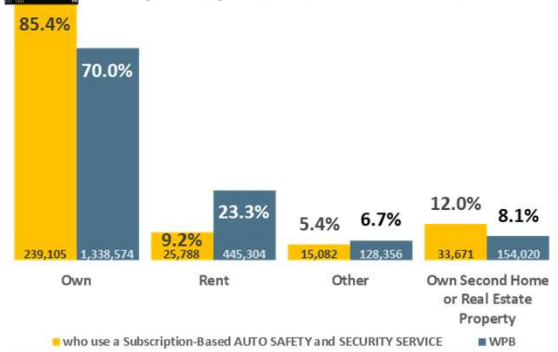
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream — Fusion API Security for Automotive, Mobility and Transportation

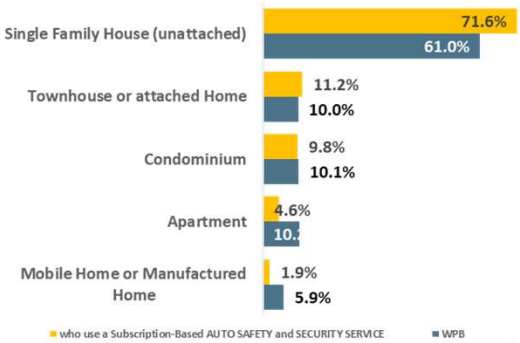
WPB

14.6% or 279,975 of WPB 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 22.% more likely to own their home, 11.7% more likely to own a higher valued home, 17.2% more likely to have a single-family home, 40.3% more likely to have a dog.

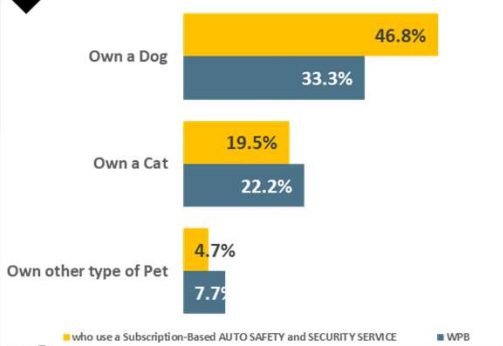
Own/Rent/Other: Adults 18 or older



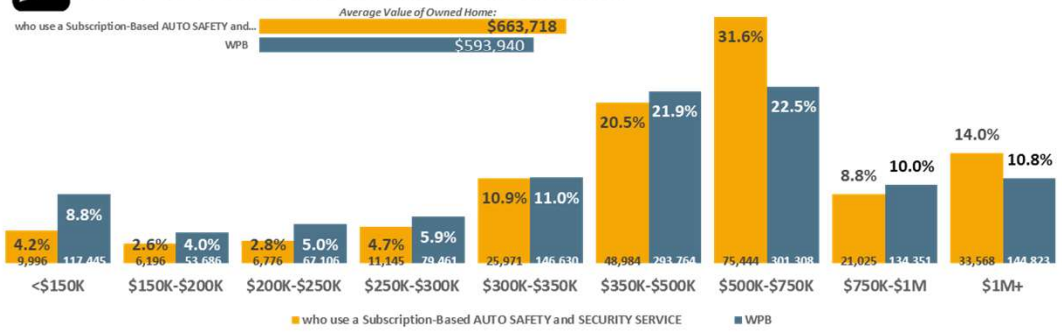
Type of Home: Adults 18 or older



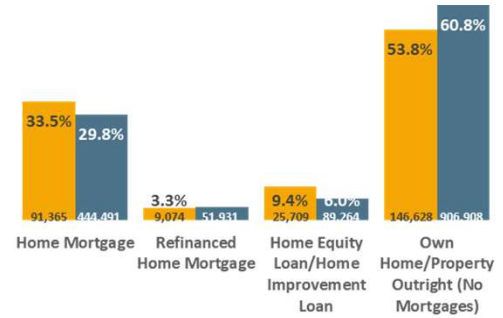
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



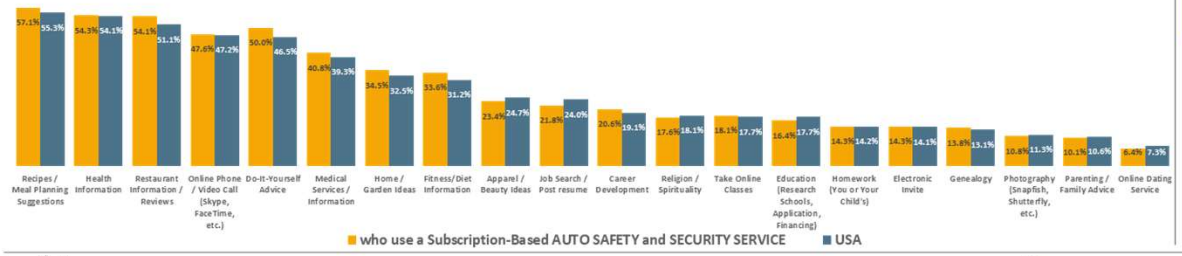
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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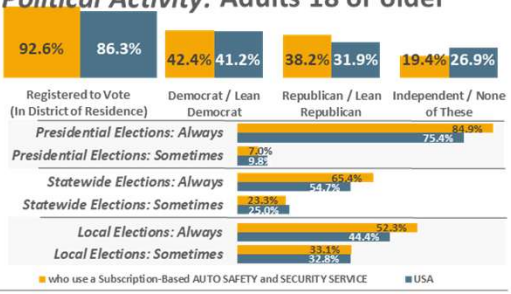
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

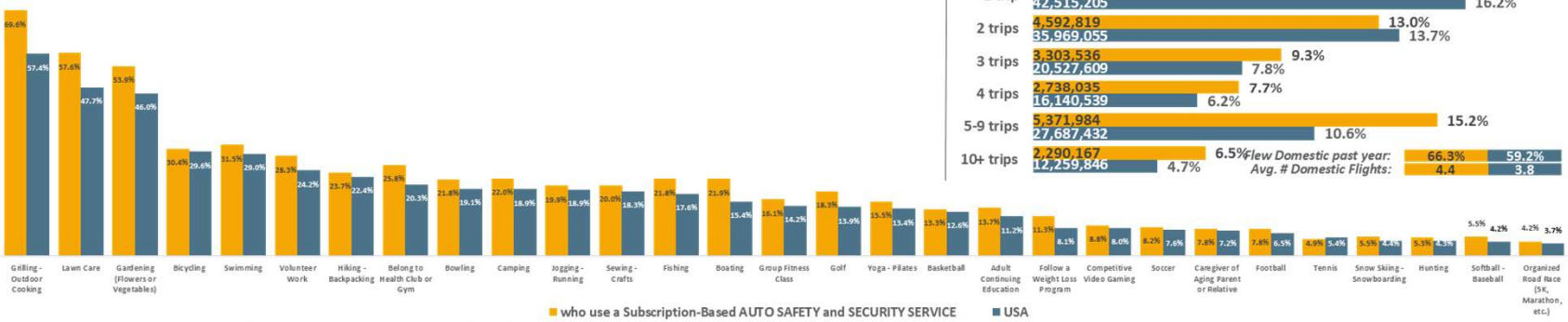
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

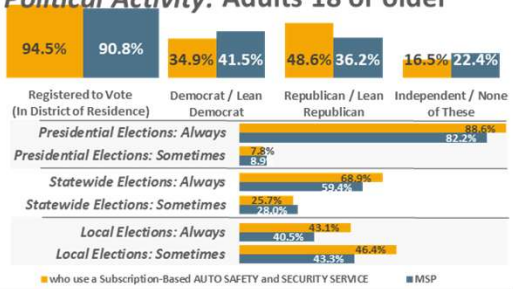
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

14.6% or 567,515 of MSP 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 12.8% more likely to look up D-I-Y advice online, 6.4% more likely to always vote in local elections, 10.6% more likely to belong to a gym, 3.5% more likely to fly domest

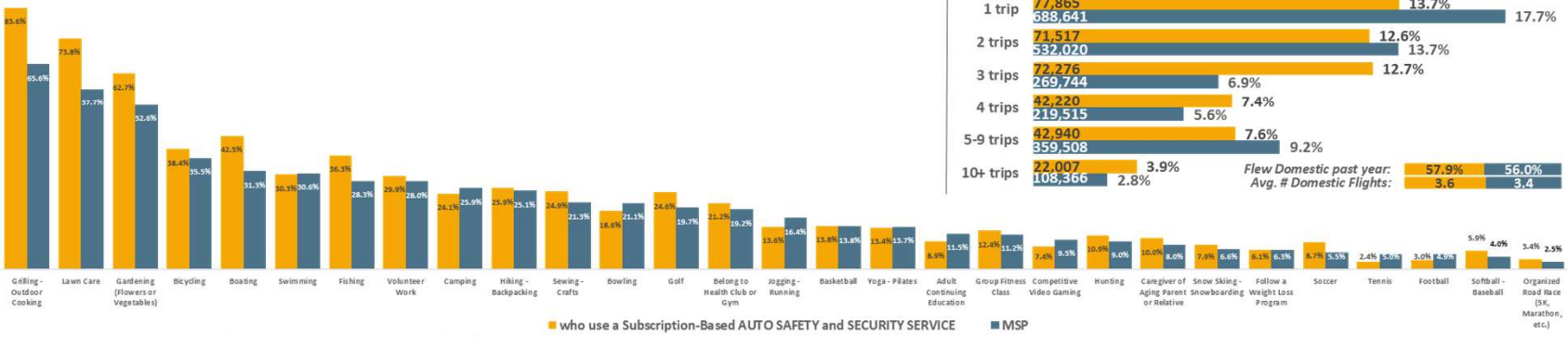
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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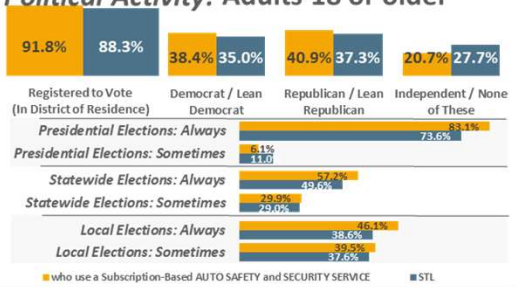
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

15.3% or 385,090 of STL 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 10.9% more likely to look up D-I-Y advice online, 19.2% more likely to always vote in local elections, 13.6% more likely to belong to a gym, 10.% more likely to fly domes

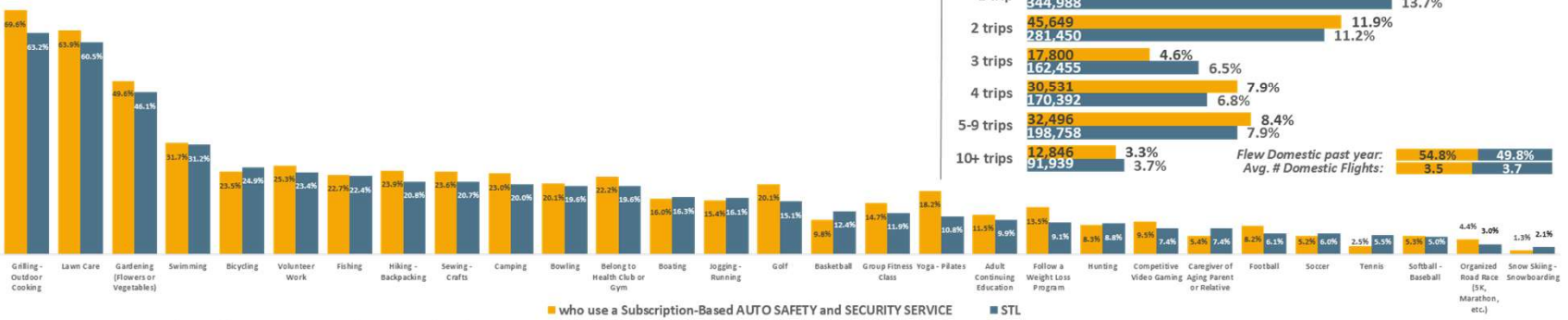
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

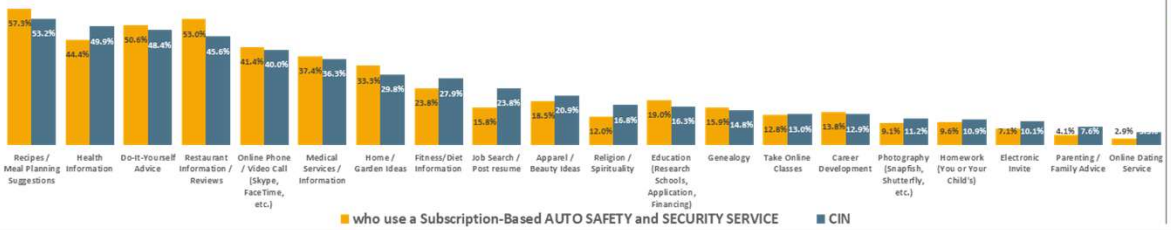
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

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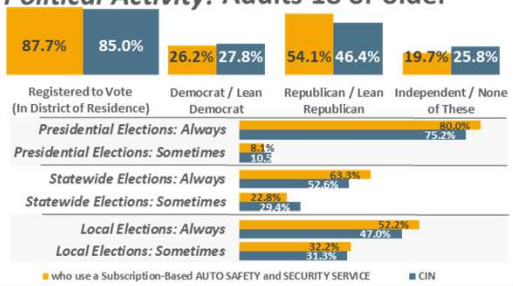
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

13.3% or 256,534 of CIN 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 4.5% more likely to look up D-I-Y advice online, 11.% more likely to always vote in local elections, 14.6% more likely to belong to a gym, 11.4% more likely to fly domest

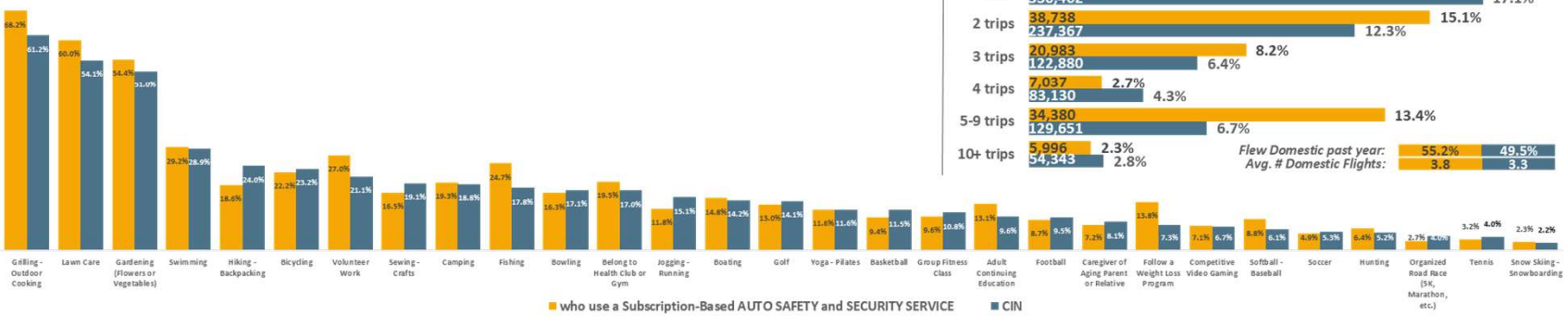
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

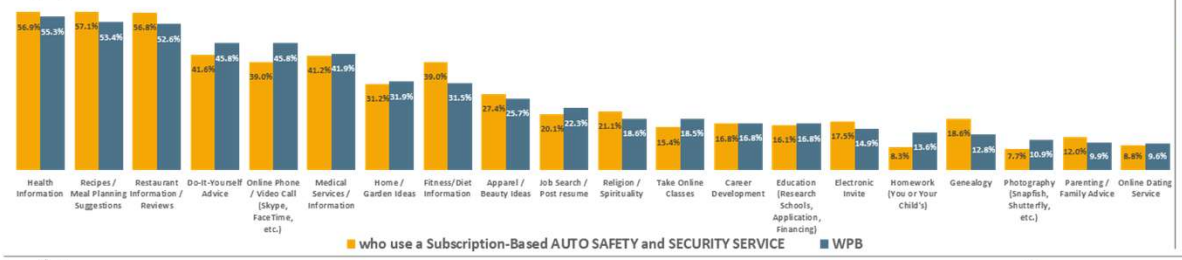
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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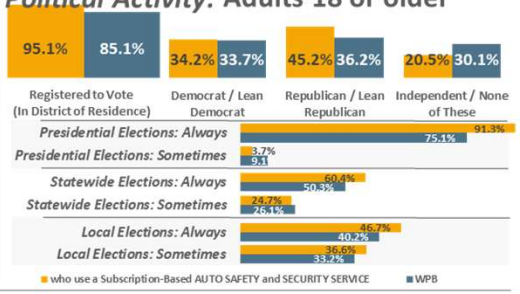
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

14.6% or 279,975 of WPB 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 9.2% less likely to look up D-I-Y advice online, 16.% more likely to always vote in local elections, 42.6% more likely to belong to a gym, 21.8% more likely to fly domest

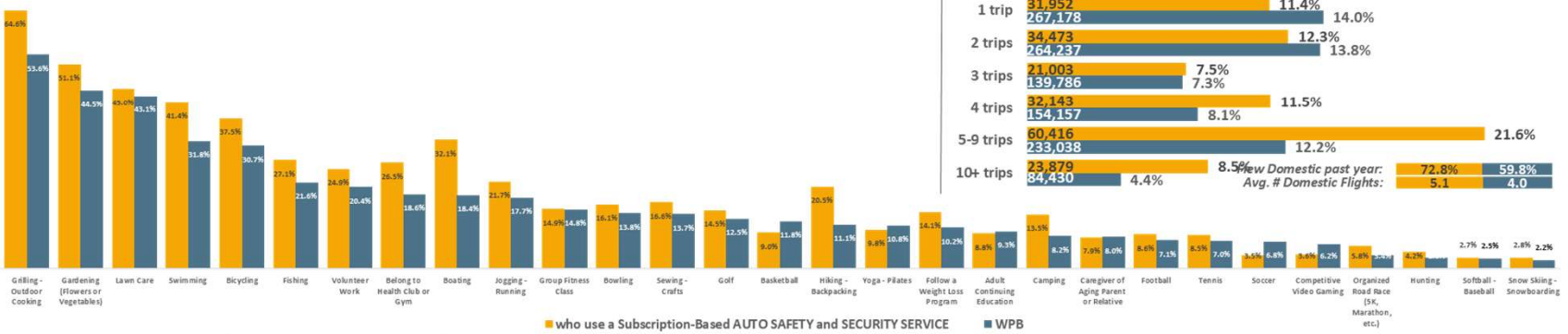
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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

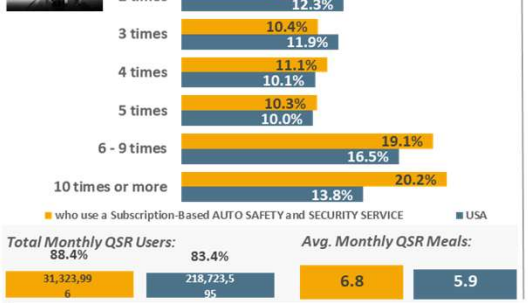
Upstream
Fusion API Security for Automotive, Mobility and Transportation

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



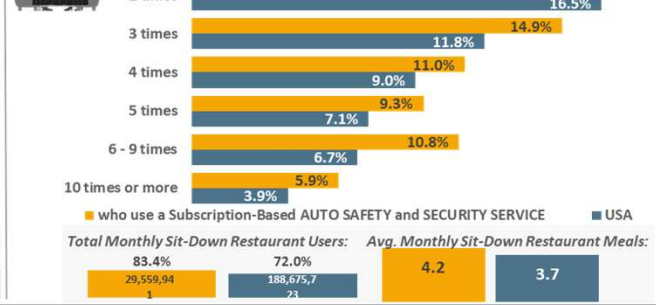


Total Monthly QSR Users: 88.4% 31,323,996 | 83.4% 218,723,595

Avg. Monthly QSR Meals: 6.8 | 5.9

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





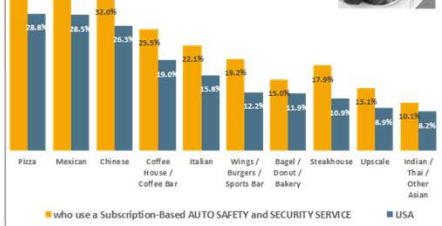
Total Monthly Sit-Down Restaurant Users: 83.4% 29,559,941 | 72.0% 188,675,723

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%

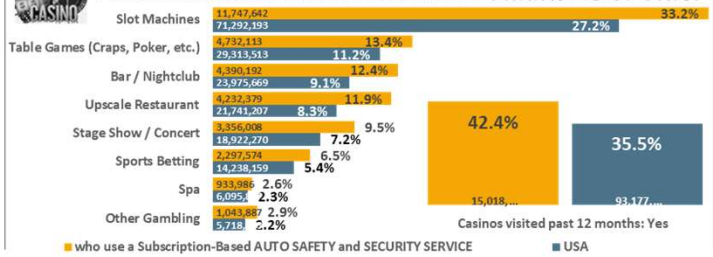
USA 19.5%

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)



14.6% or 567,515 of MSP 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 3.1% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 6.3% more likely to use Casinos past yr., 47.6% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



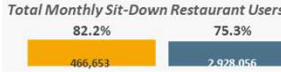
Avg. Monthly QSR Meals:



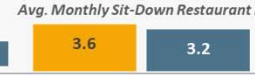
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

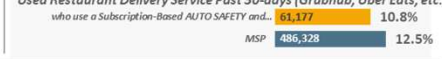


Top-10 Cuisines: Adults 18 or older

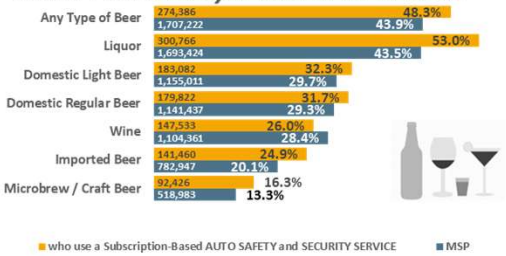
(Sit-Down Restaurants Used Past 30-days)



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

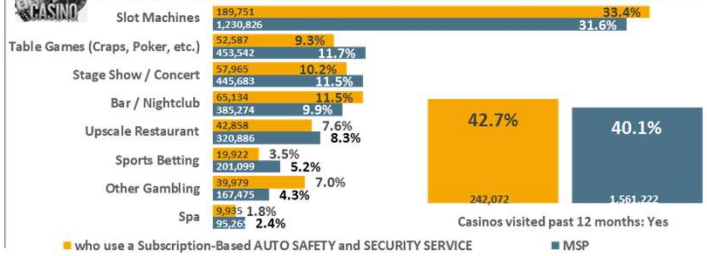


Drank Past 30-days: Adults 18 or older



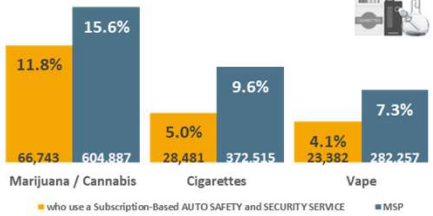
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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

15.3% or 385,090 of STL 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 10.4% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 16.6% more likely to use Casinos past yr., 22.9% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.8% 364,936 | 85.8% 2,155,074

Avg. Monthly QSR Meals: 7.2 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 83.4% 321,096 | 71.2% 1,788,583

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 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... 60,037 15.6%

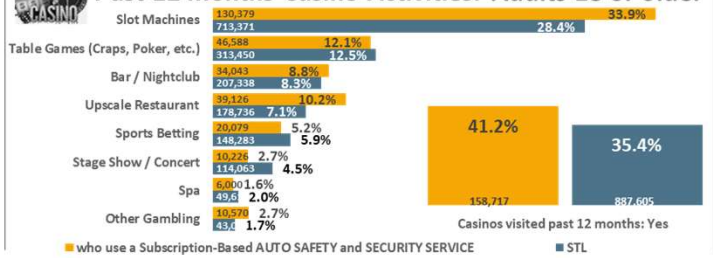
STL 451,148 18.0%

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

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



13.3% or 256,534 of CIN 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 5.5% more likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 21.3% more likely to use Casinos past yr., 29.% more likely to smoke cigaret

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

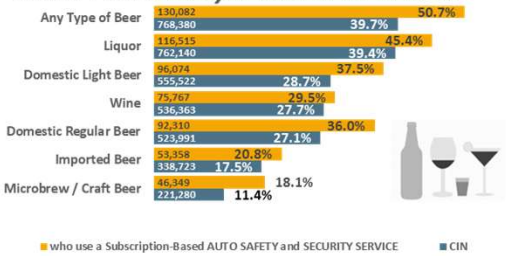
(Sit-Down Restaurants Used Past 30-days)



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

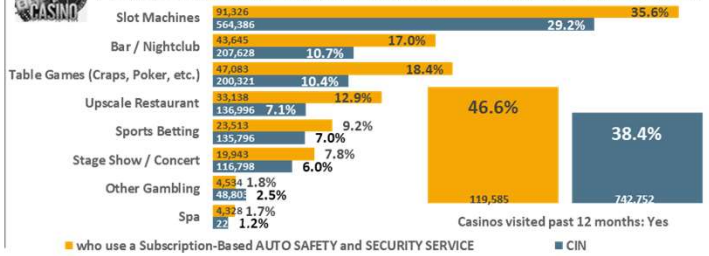


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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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

WPB

14.6% or 279,975 of WPB 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 10.1% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 43.7% more likely to use Casinos past yr., 40.% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 83.6% 234,015 | 75.9% 1,452,304

Avg. Monthly QSR Meals: 6.0 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 85.2% 238,603 | 73.0% 1,396,169

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 4.2

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

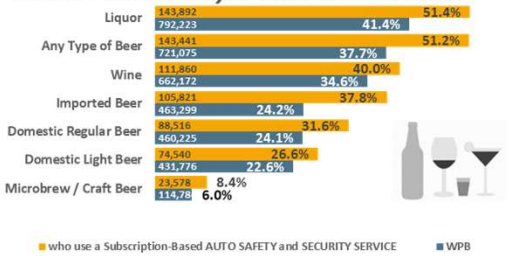


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who use a Subscription-Based AUTO SAFETY and... 49,158 17.6%

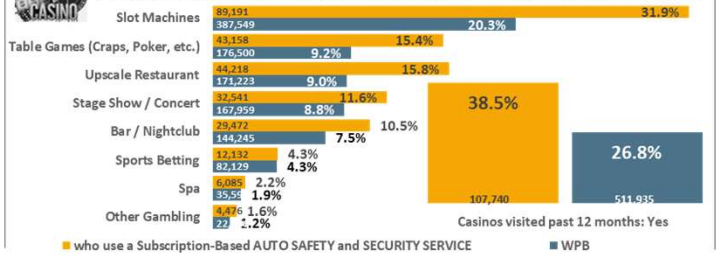
WPB 321,590 16.8%

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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

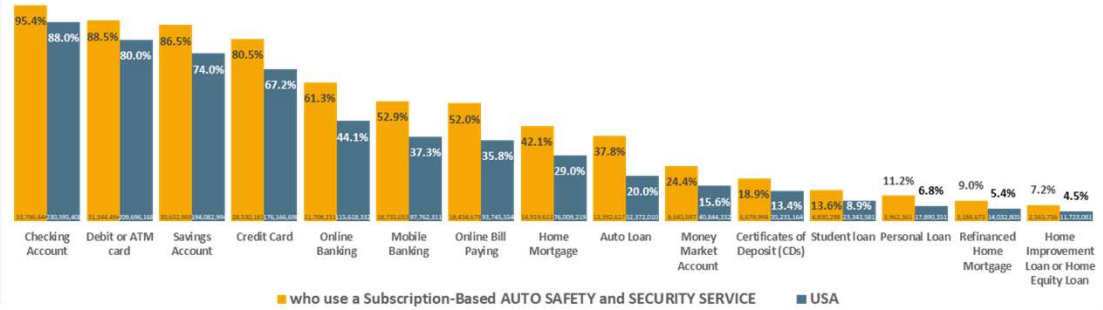


13.5% or 35,427,139 of USA Adults 18 or older use a Subscription-Based AUTO SAFETY and SECURITY SERVICE. Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE are 31.9% more likely to have a 401K, 89.2% more likely to have an Auto Loan, 39.2% more likely to Invest/Trade Stocks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

Investments Owned: Adults 18 or older



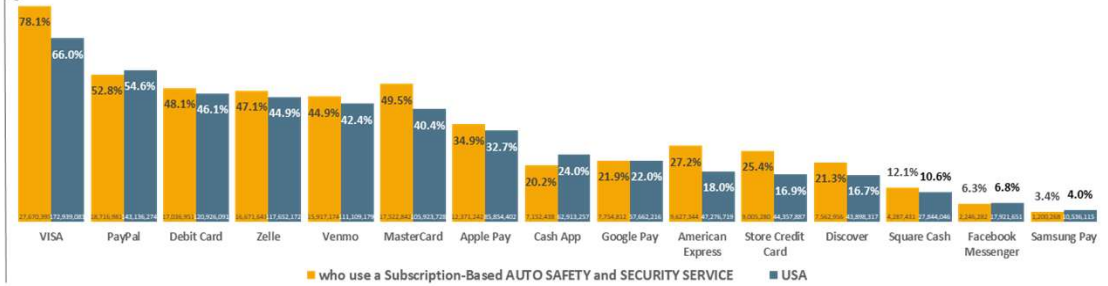
Financial Services Has and/or Uses: Adults 18 or older



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

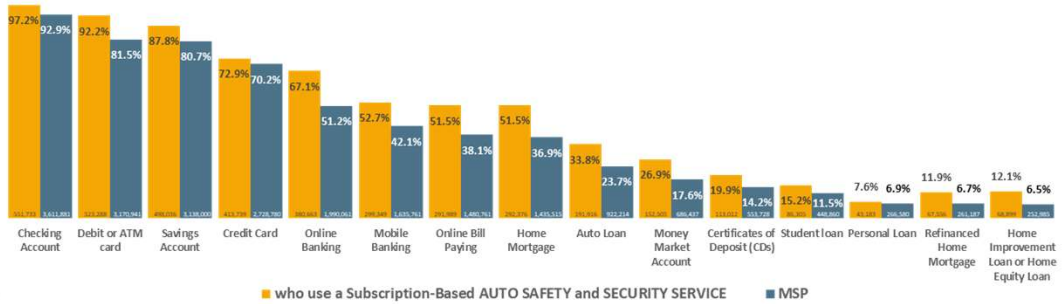
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

14.6% or 567,515 of MSP 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 16.9% more likely to have a 401K, 42.6% more likely to have an Auto Loan, 5.6% more likely to Invest/Trade Stocks Online, 12.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



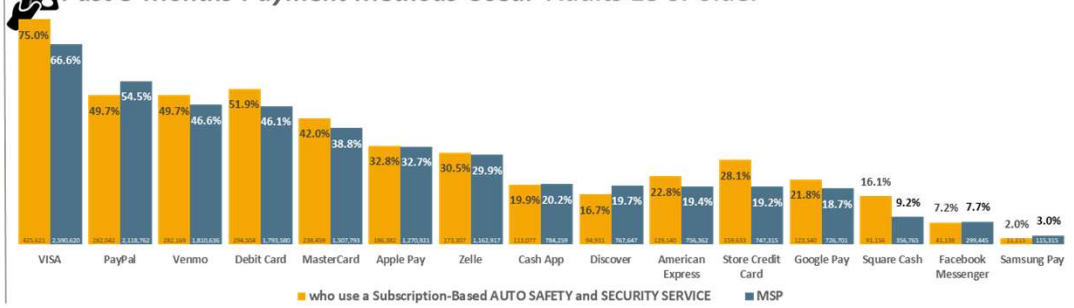
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



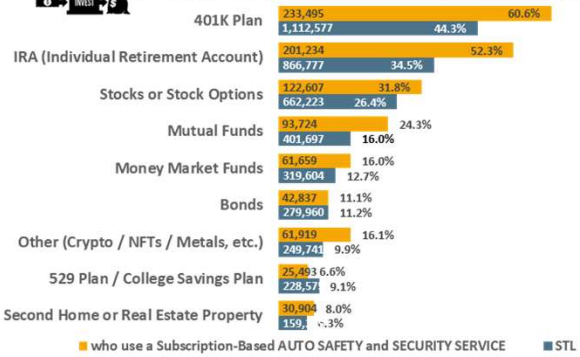
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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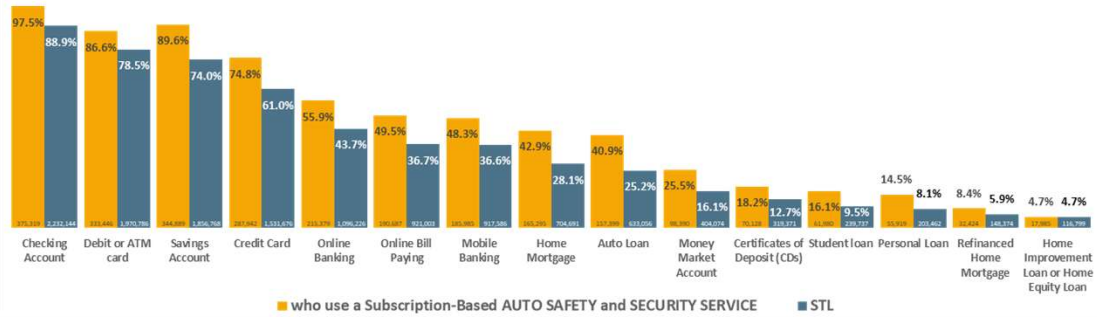
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

15.3% or 385,090 of STL 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 36.8% more likely to have a 401K, 62.1% more likely to have an Auto Loan, 11.5% more likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

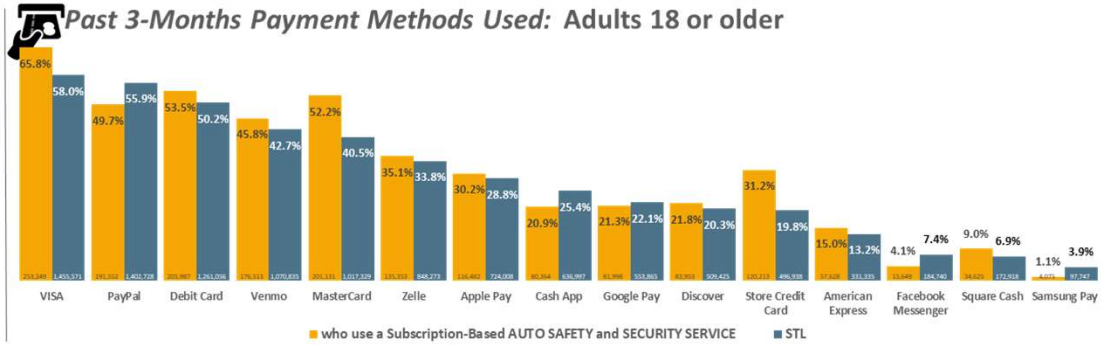


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



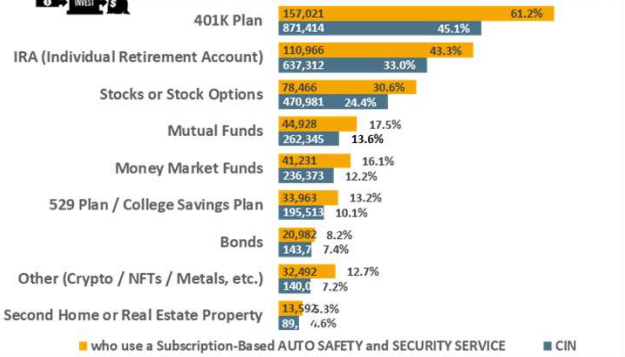
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

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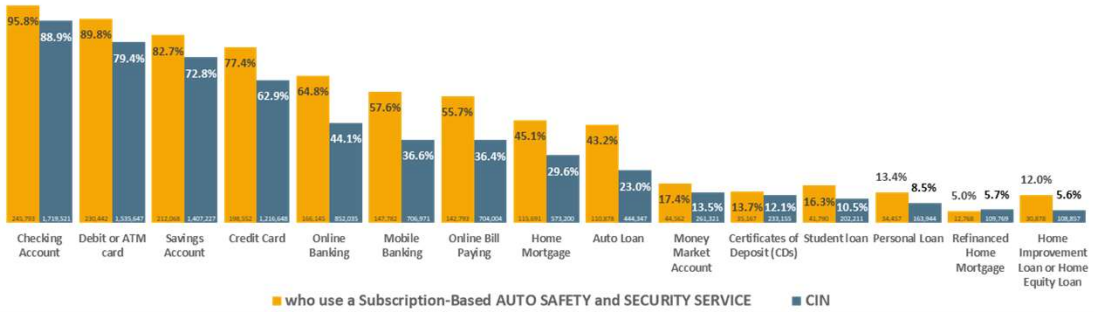
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

13.3% or 256,534 of CIN 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 35.8% more likely to have a 401K, 88.1% more likely to have an Auto Loan, 7.4% more likely to Invest/Trade Stocks Online, 13.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



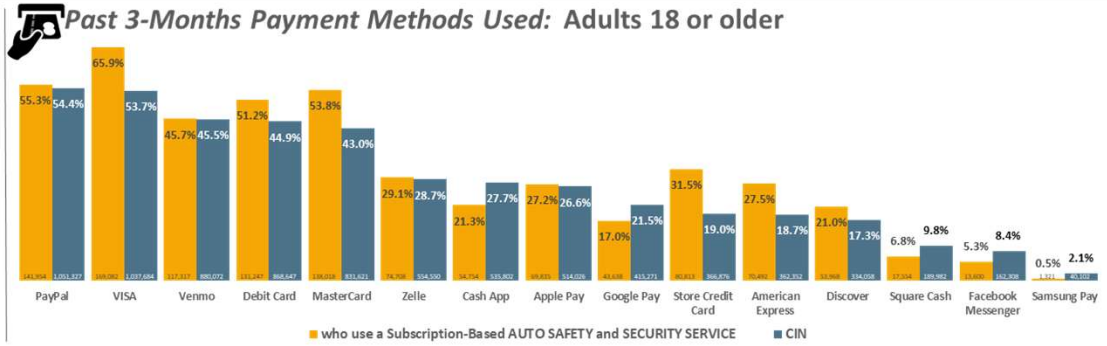
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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

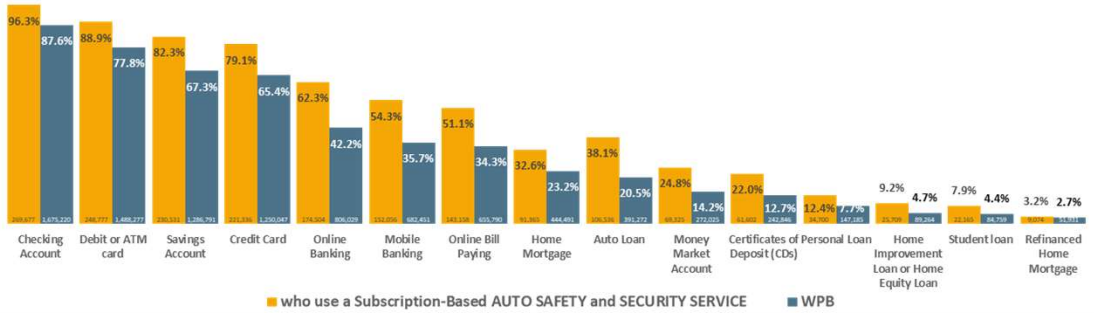
Upstream — Fusion API Security for Automotive, Mobility and Transportation — WPB

14.6% or 279,975 of WPB 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 30.6% more likely to have a 401K, 86.% more likely to have an Auto Loan, 26.1% more likely to Invest/Trade Stocks Online, .2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



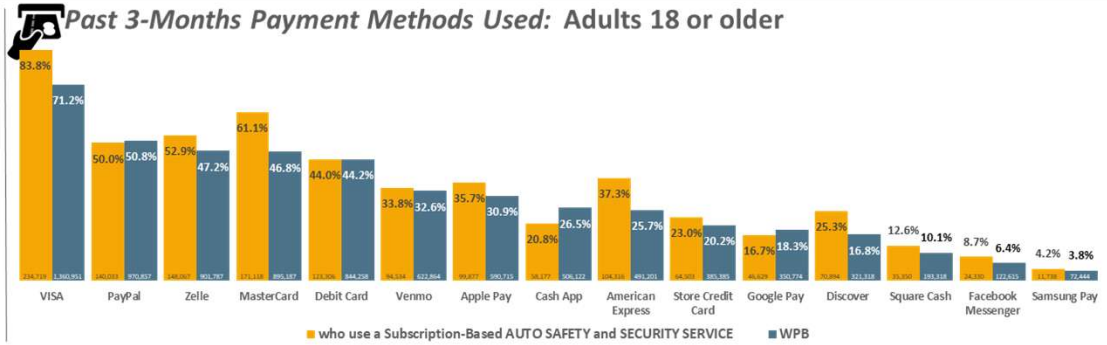
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



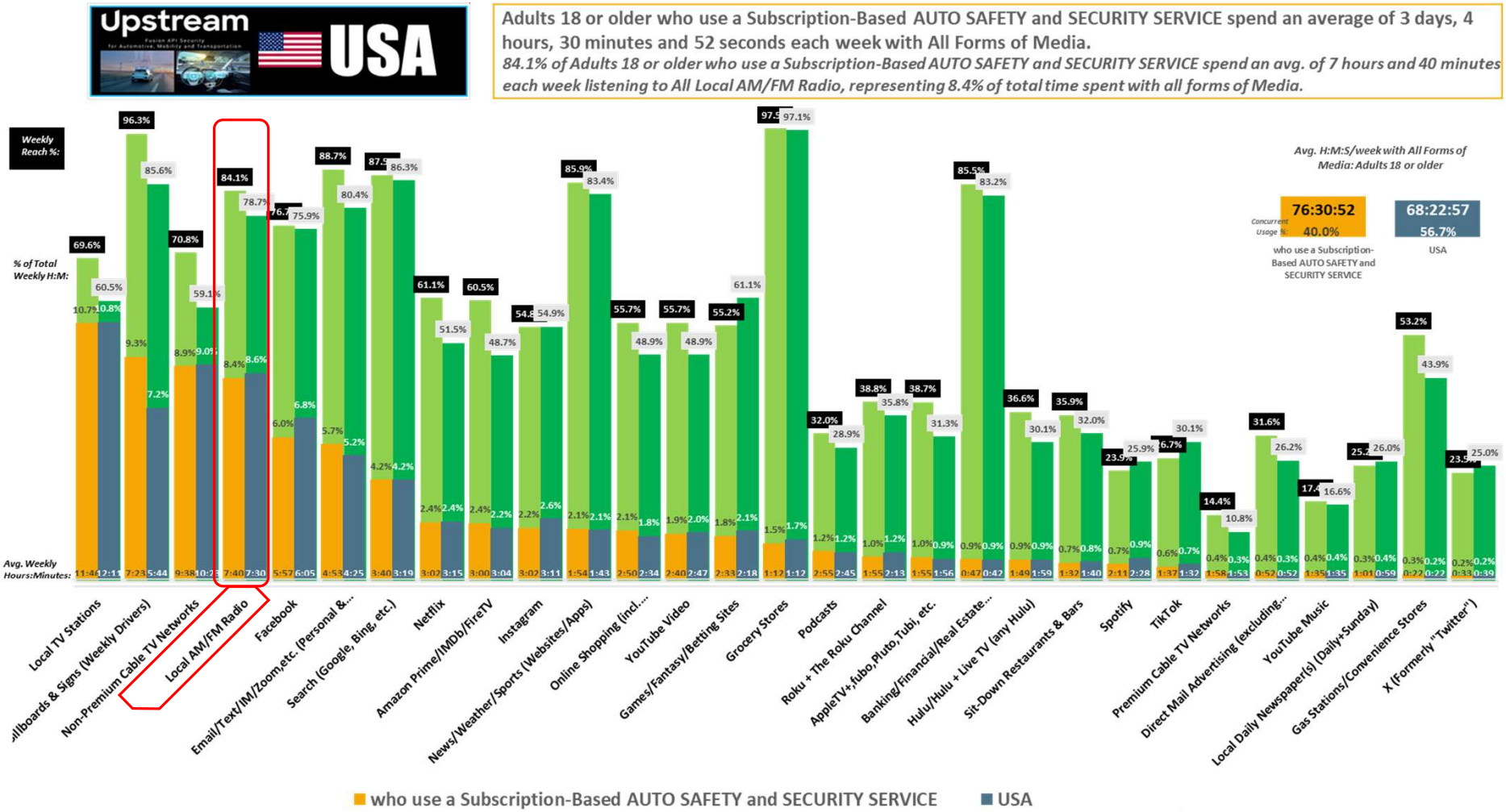
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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

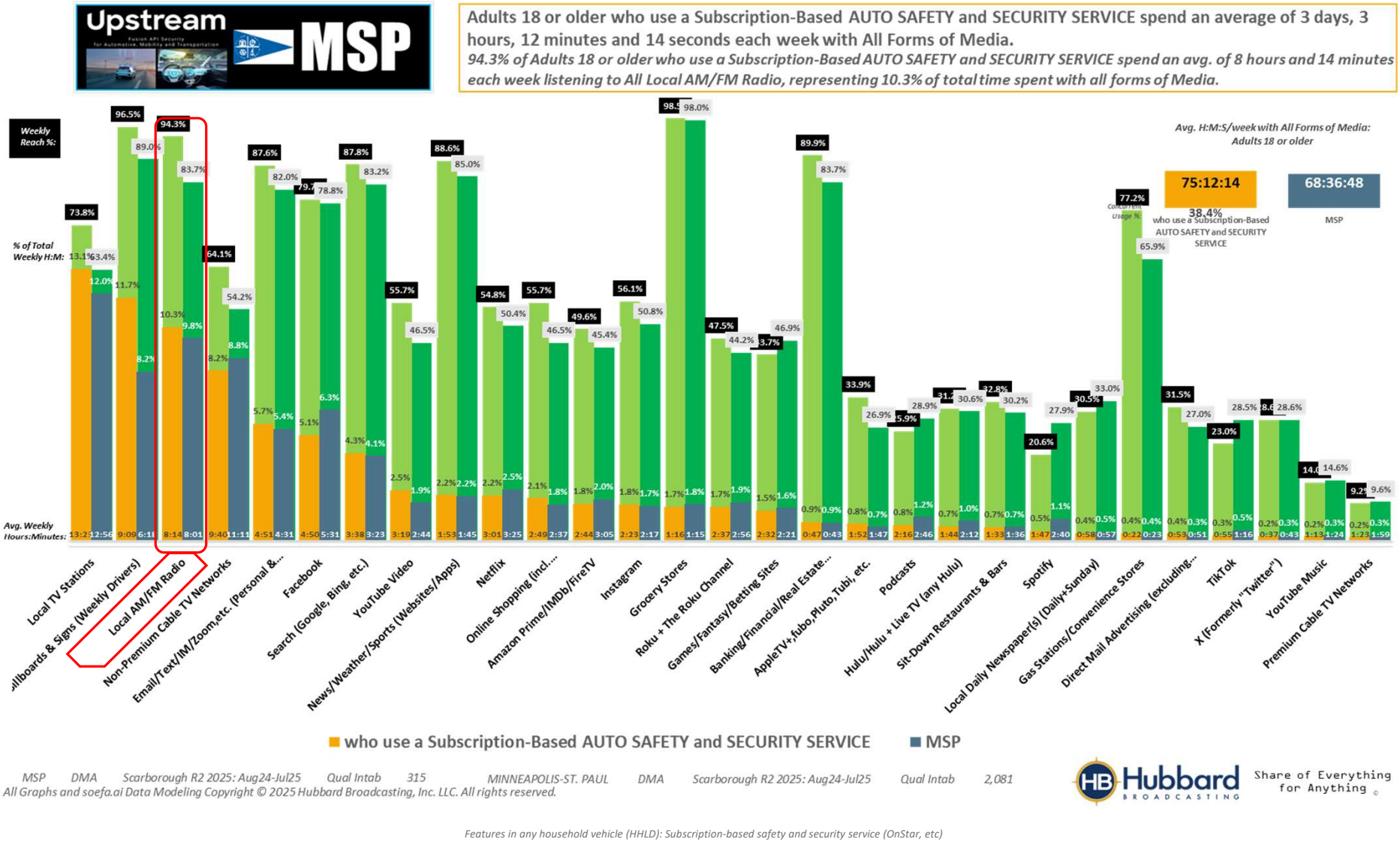


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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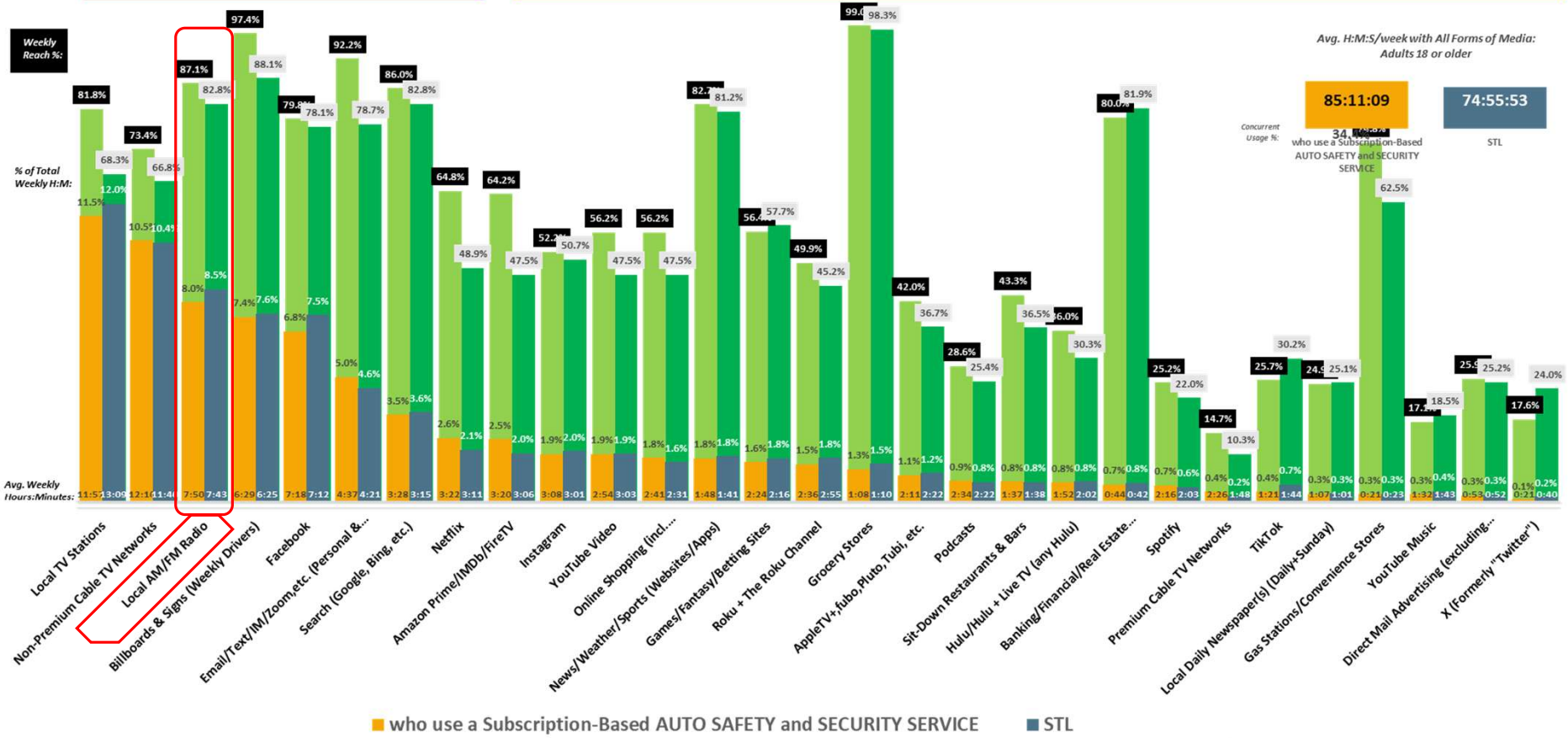
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 3 days, 13 hours, 11 minutes and 9 seconds each week with All Forms of Media.

87.1% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an avg. of 7 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.

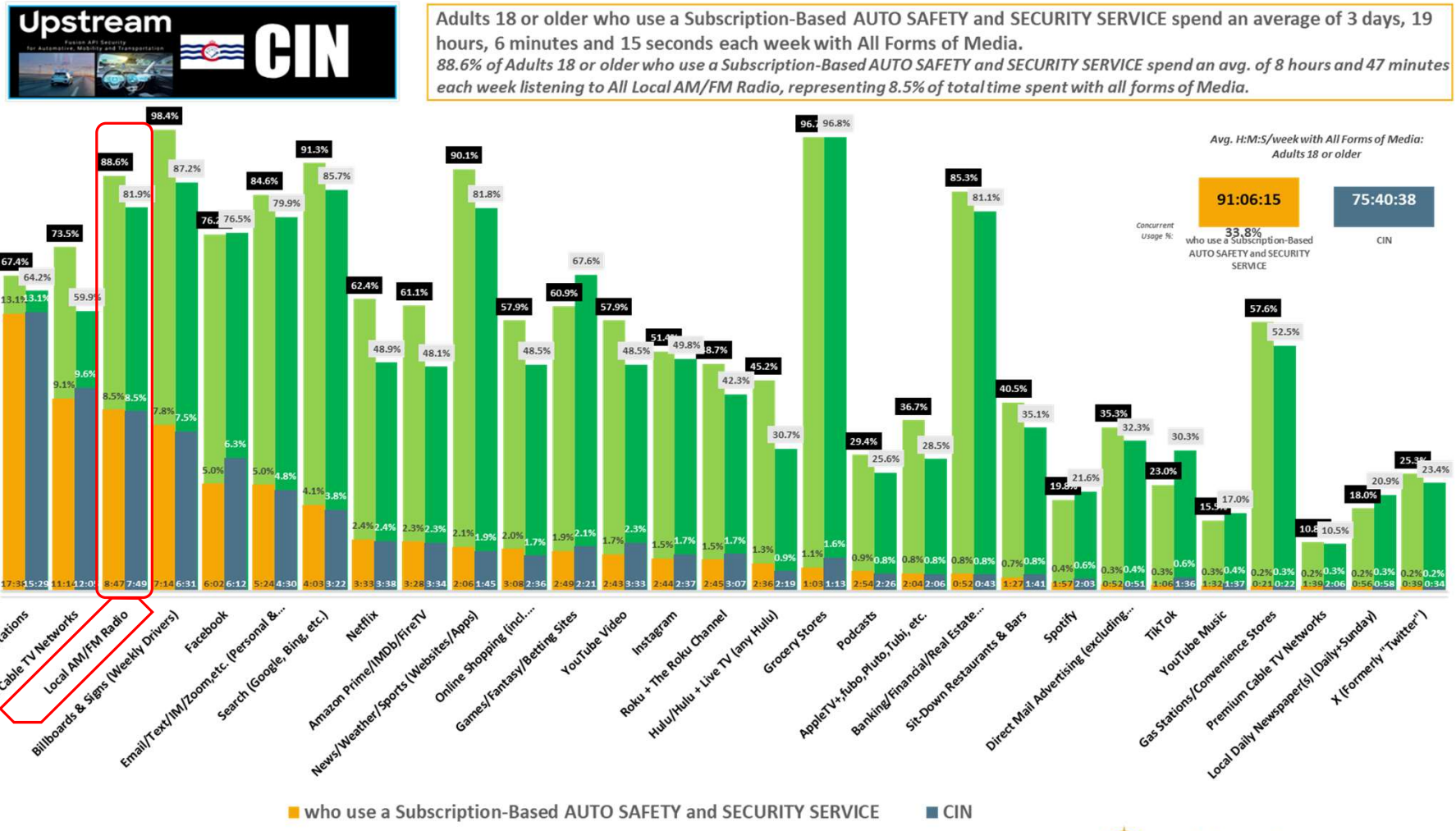


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

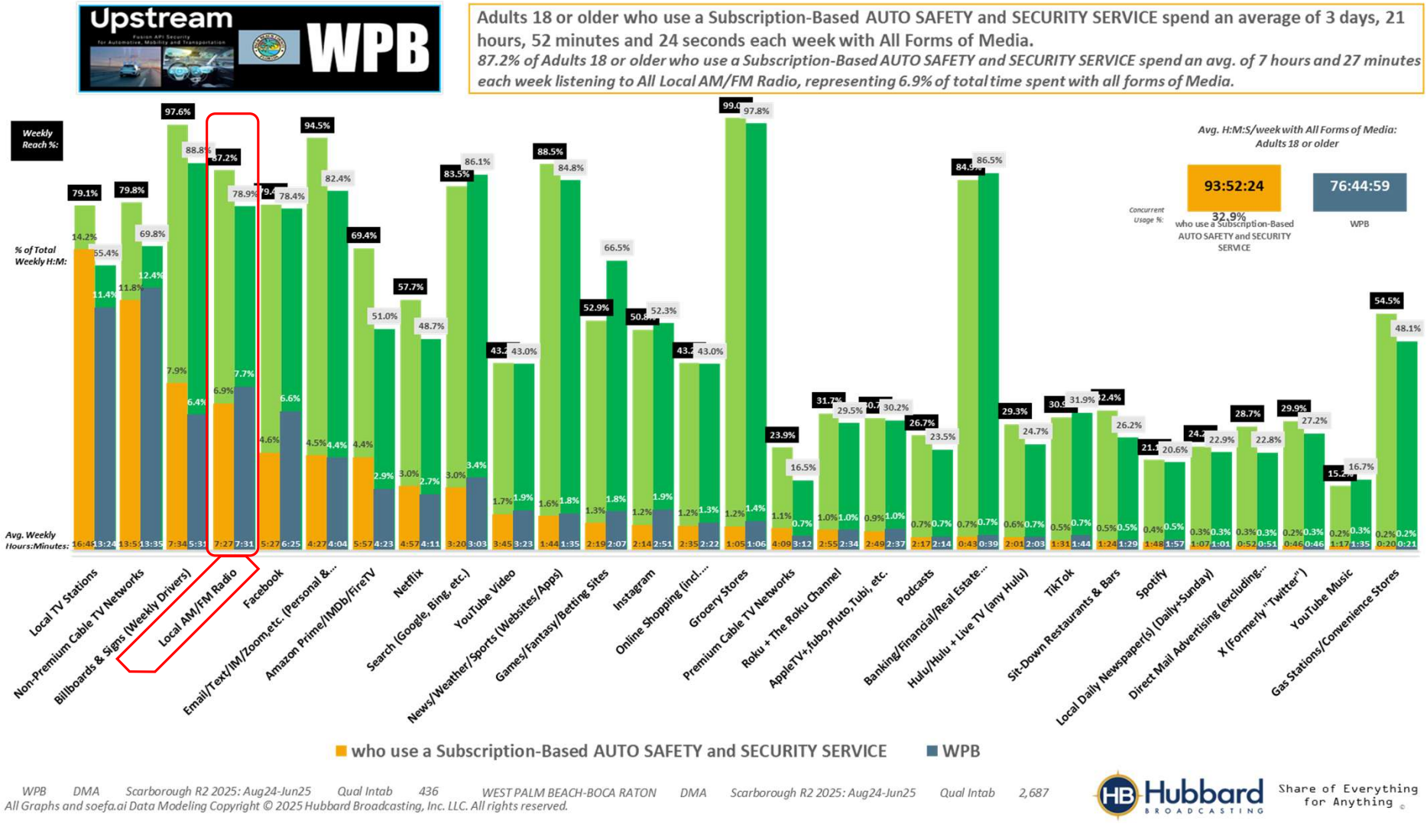


CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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

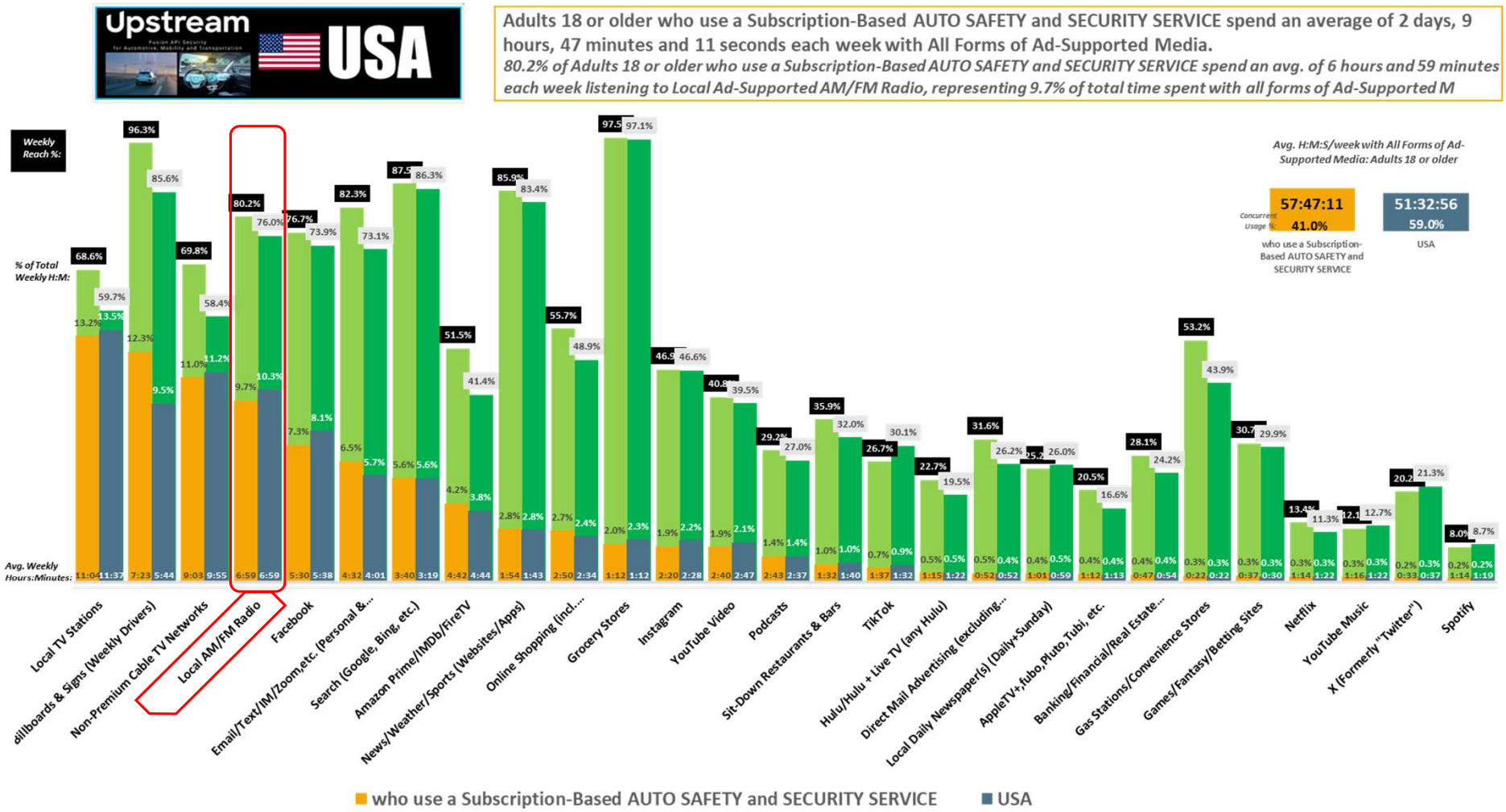


WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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

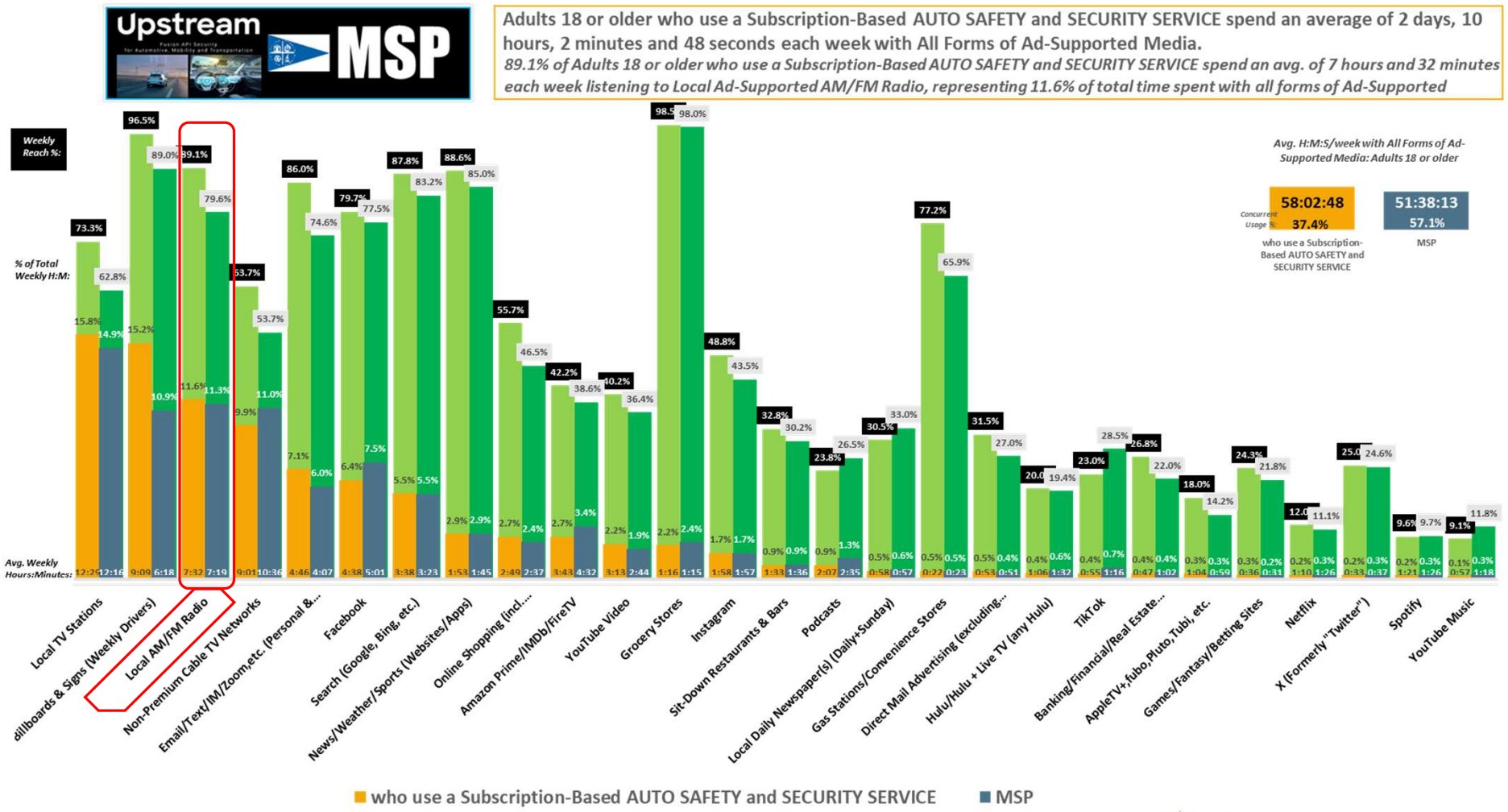


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,664 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

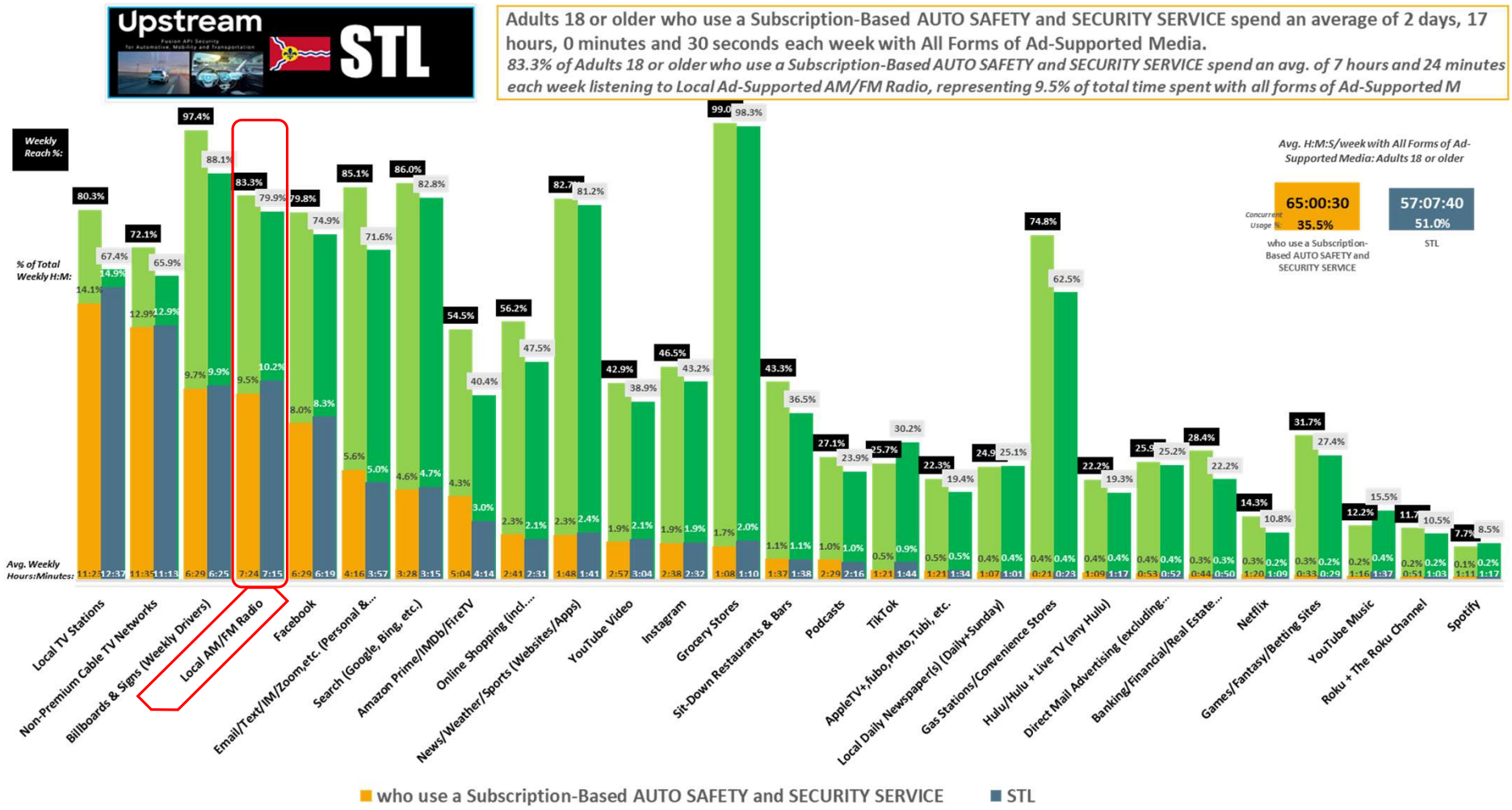


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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

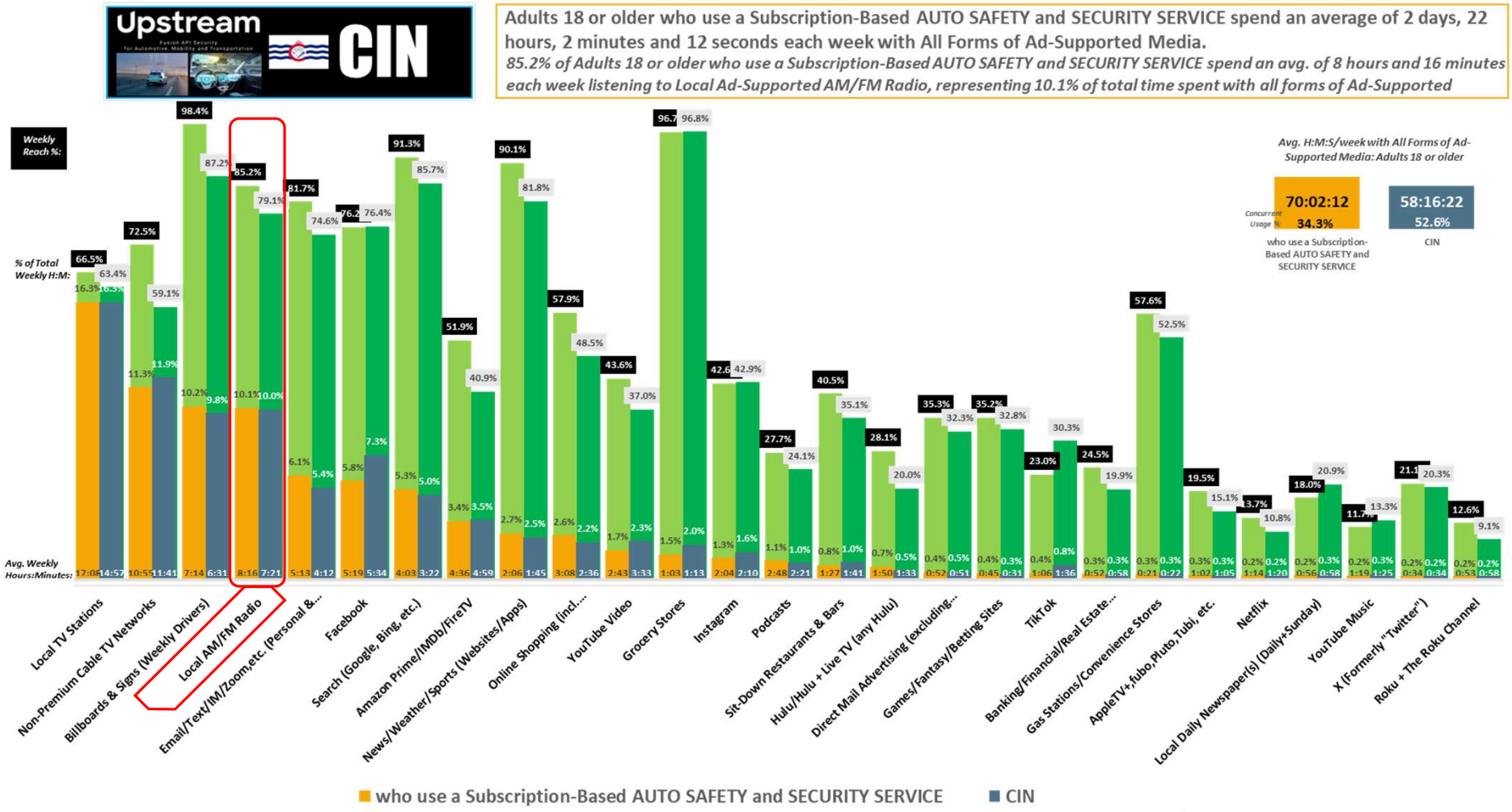


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

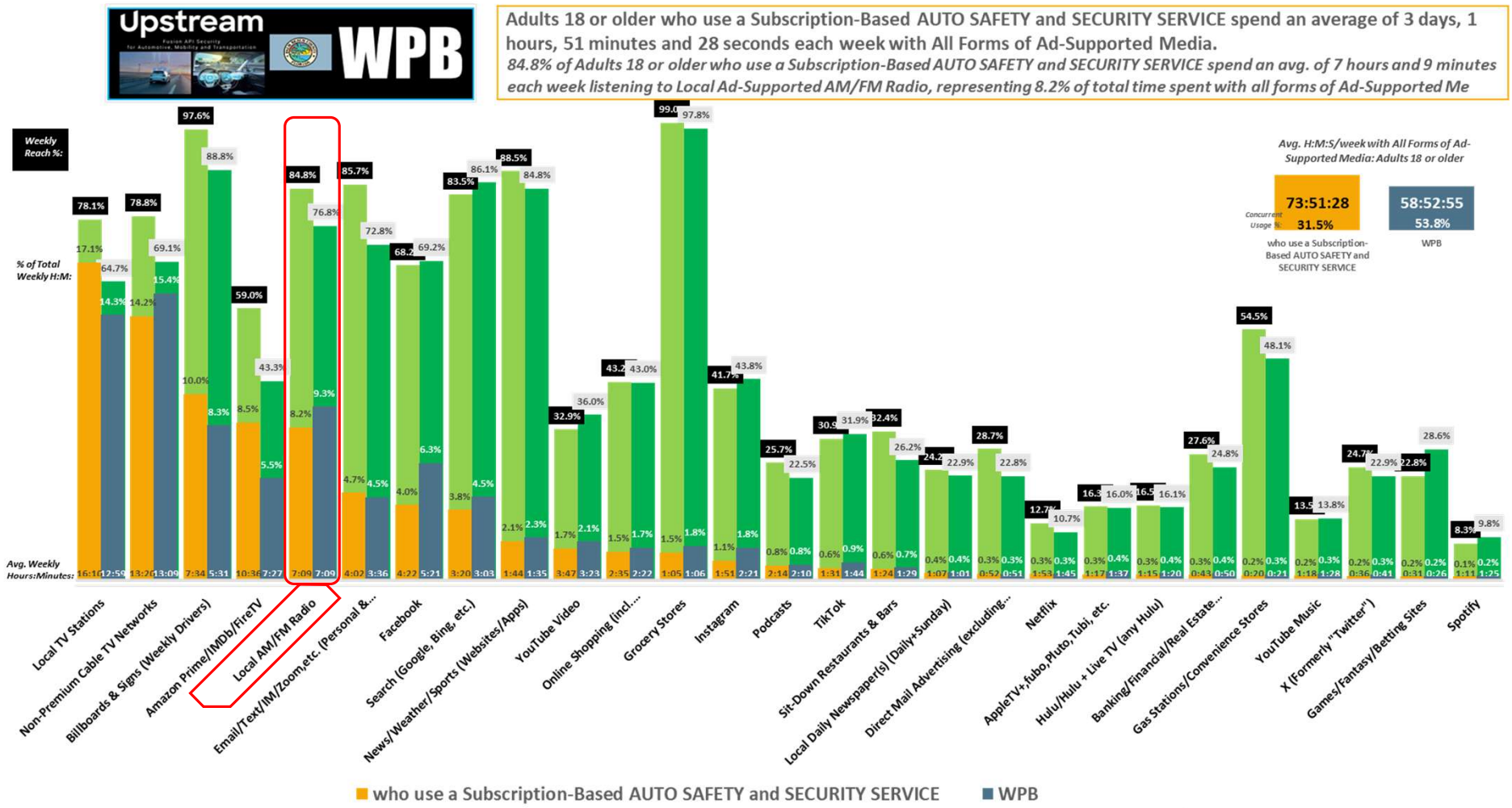


CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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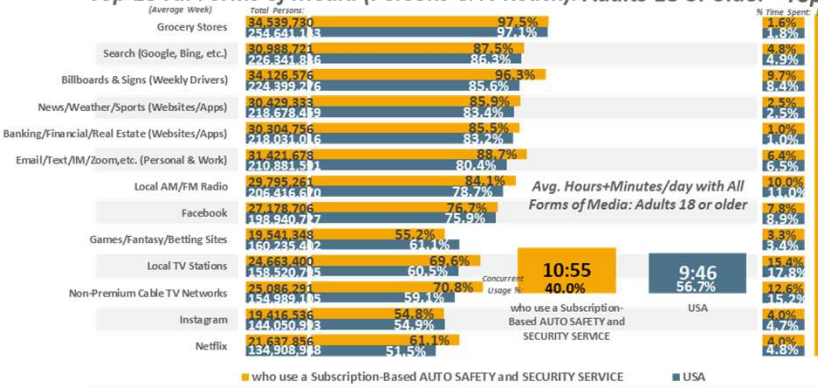
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

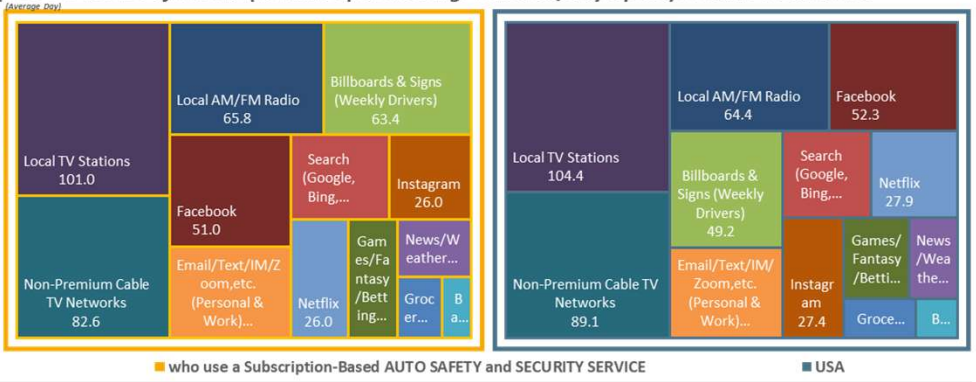


Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 60. minutes/day.*(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

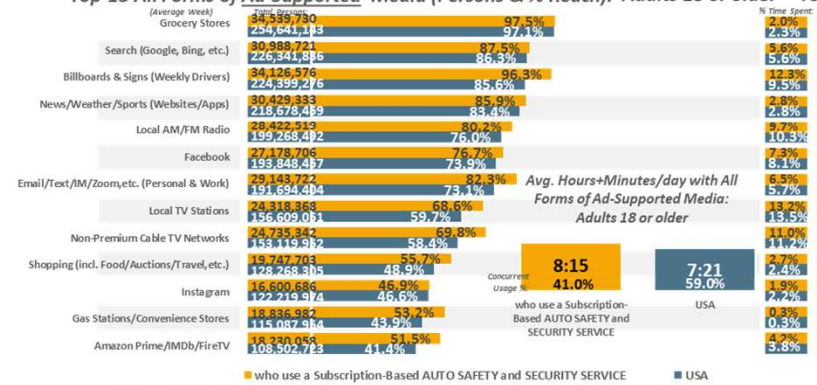
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



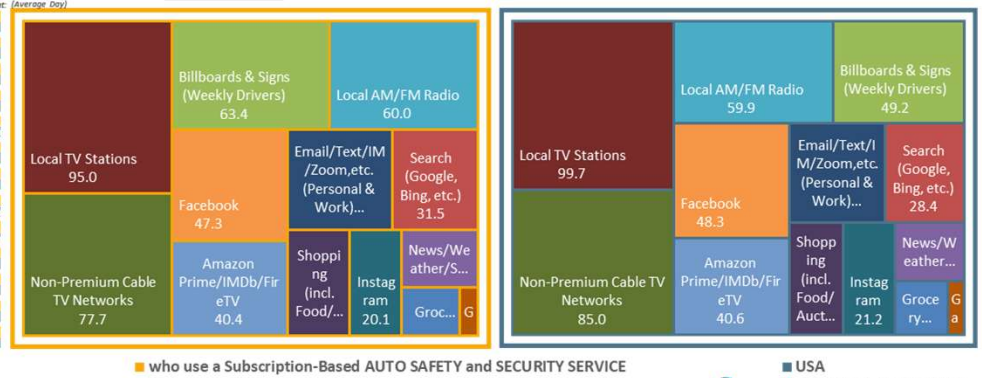
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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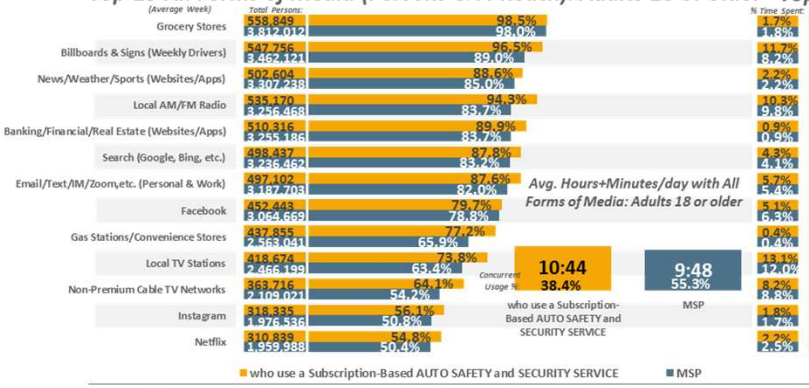
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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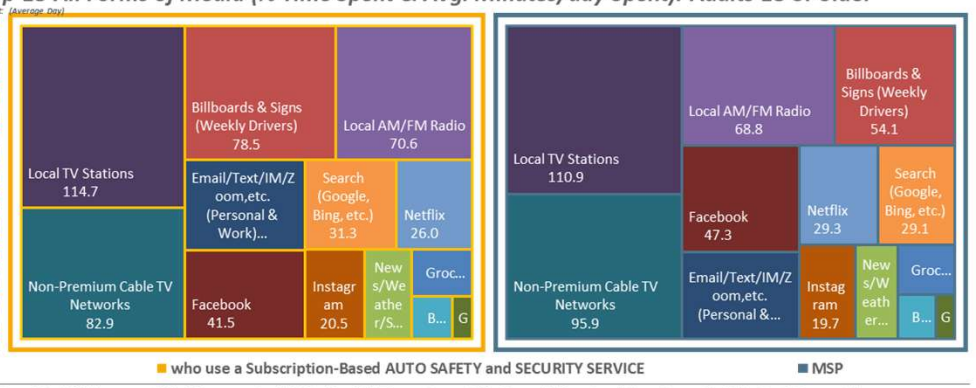
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 89.1% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

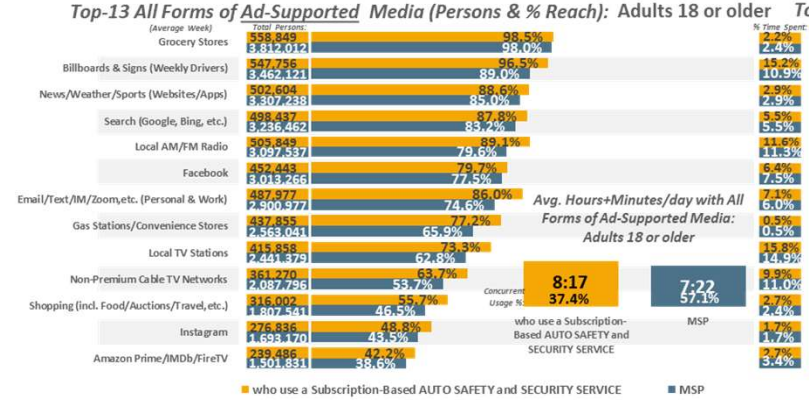
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



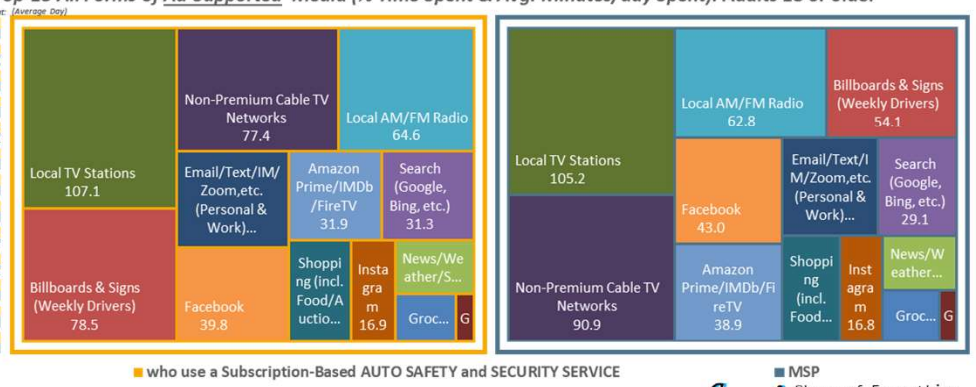
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of 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**



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

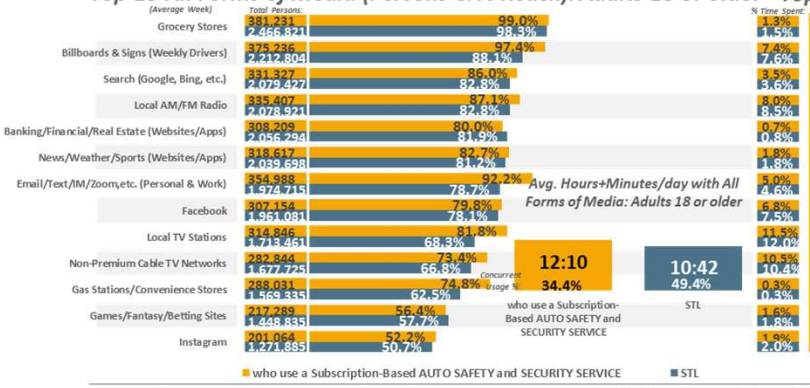
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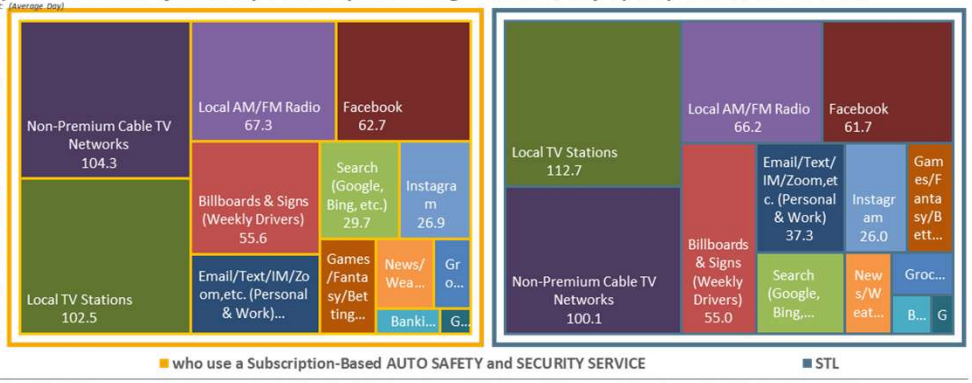
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 9 hours and 17 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

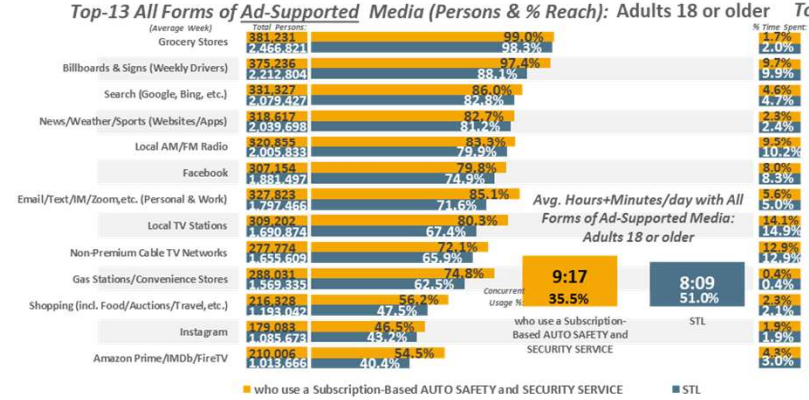
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



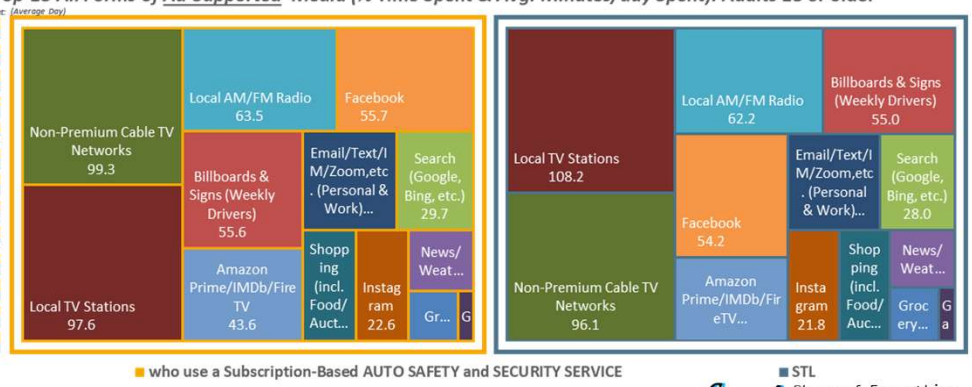
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

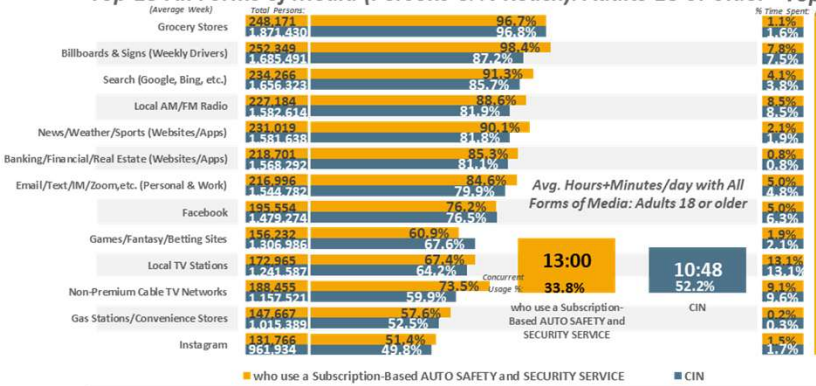
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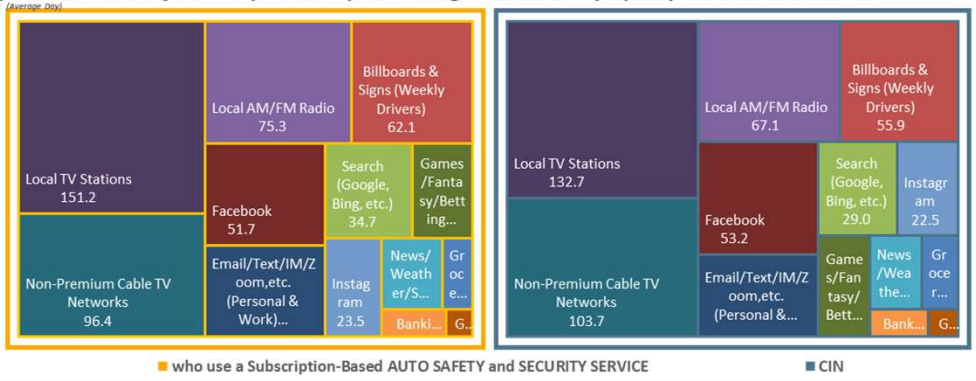
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 10 hours and 0 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 71. minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

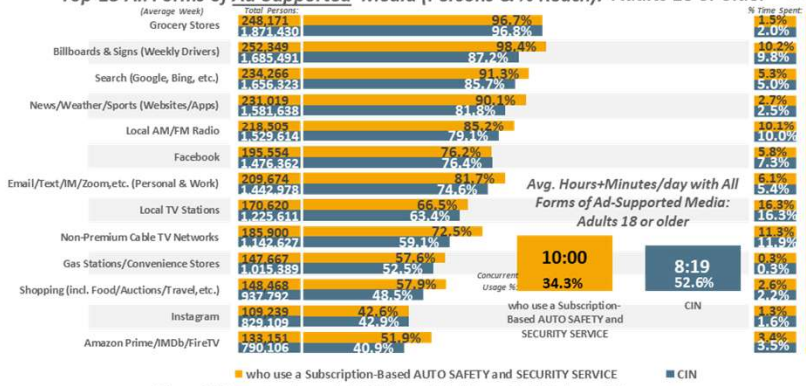
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



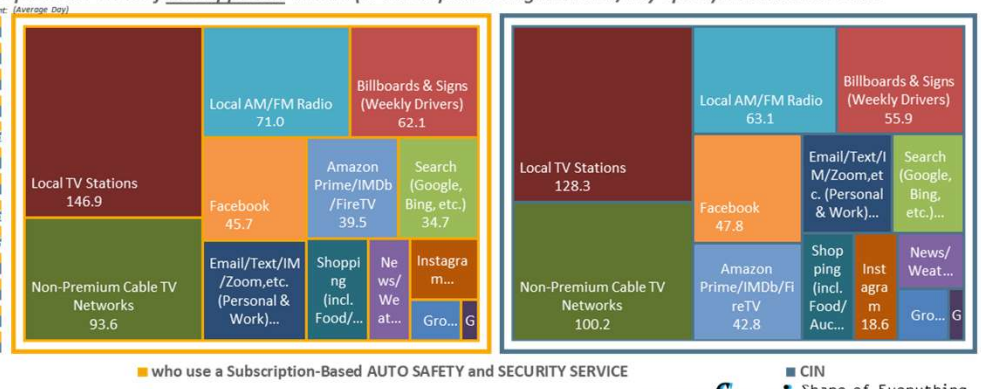
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

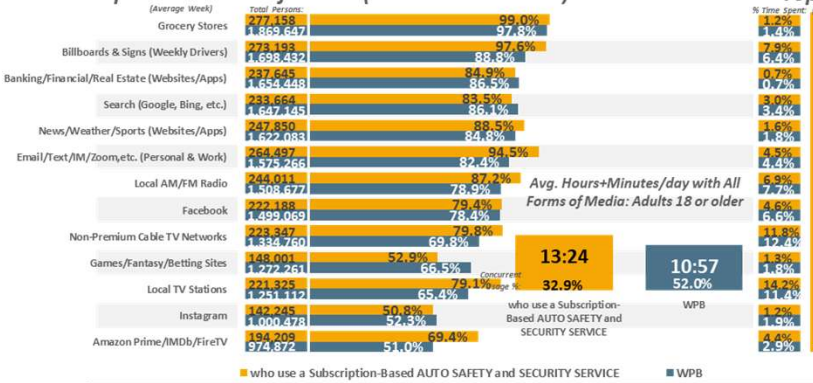
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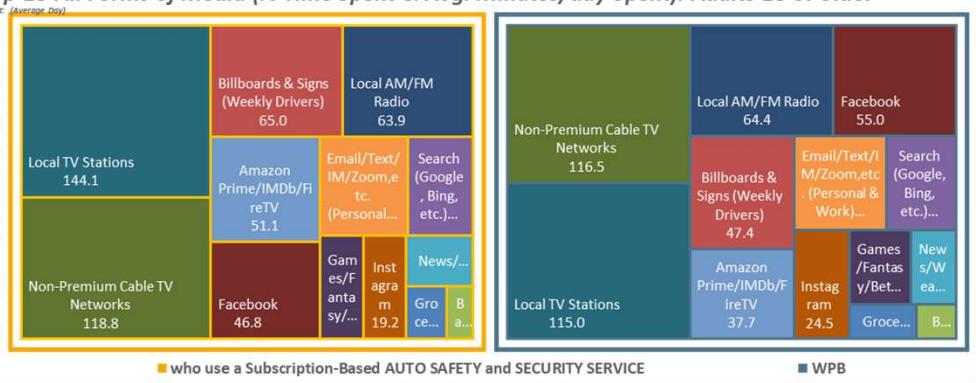
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 10 hours and 33 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

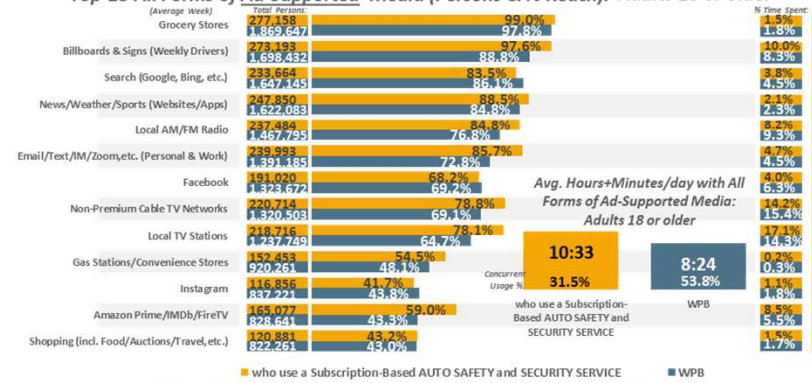
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



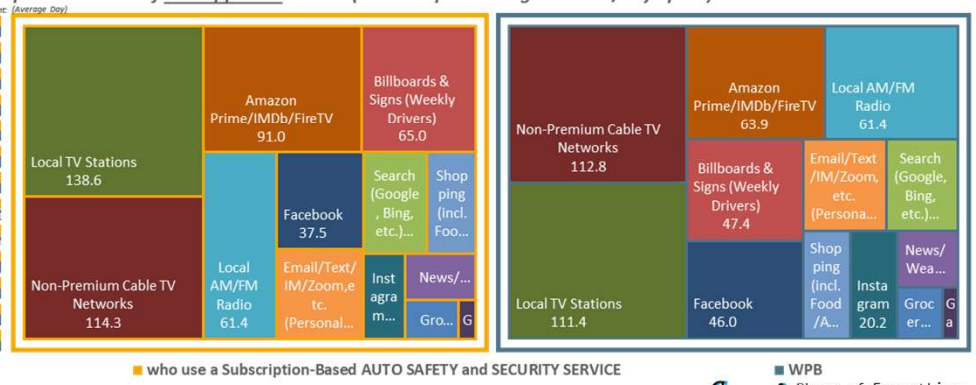
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

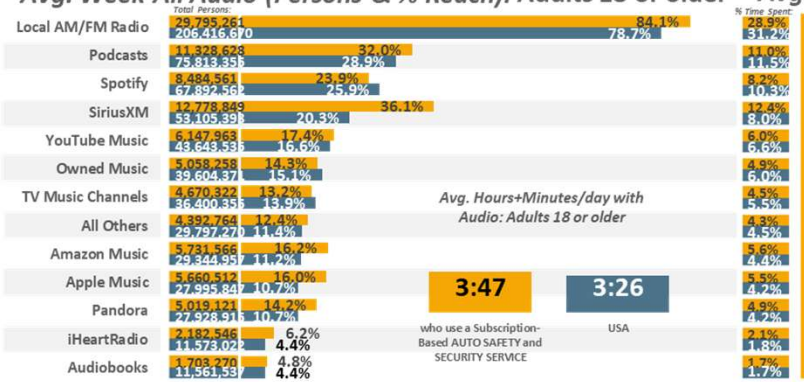
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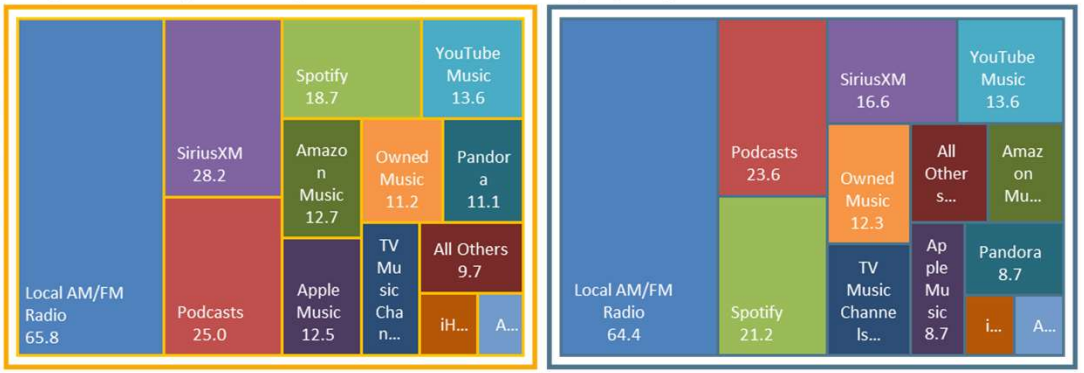
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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.

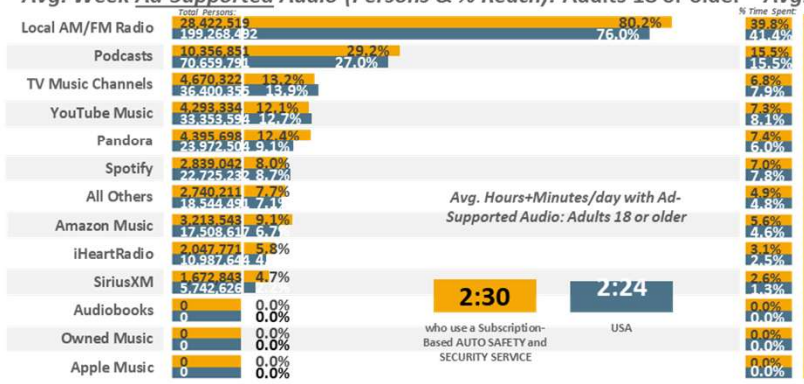
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



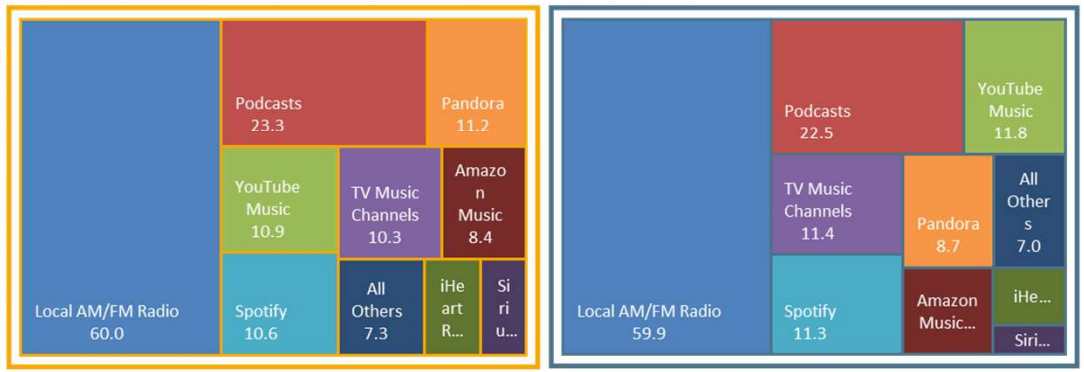
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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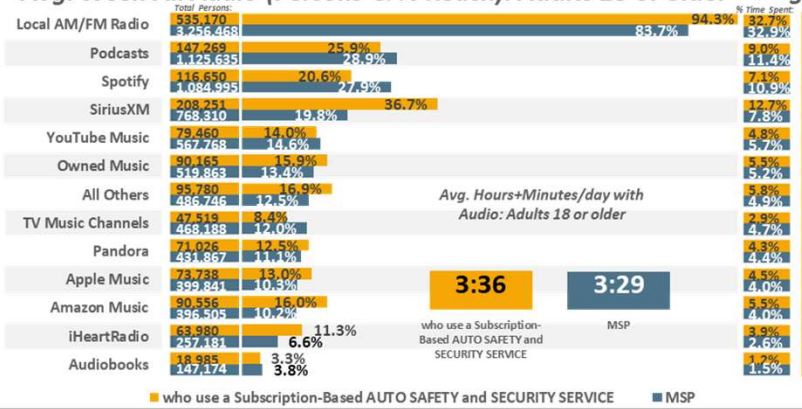
Scarborough R2 2025: Sep24-Aug25 *USA Projection*

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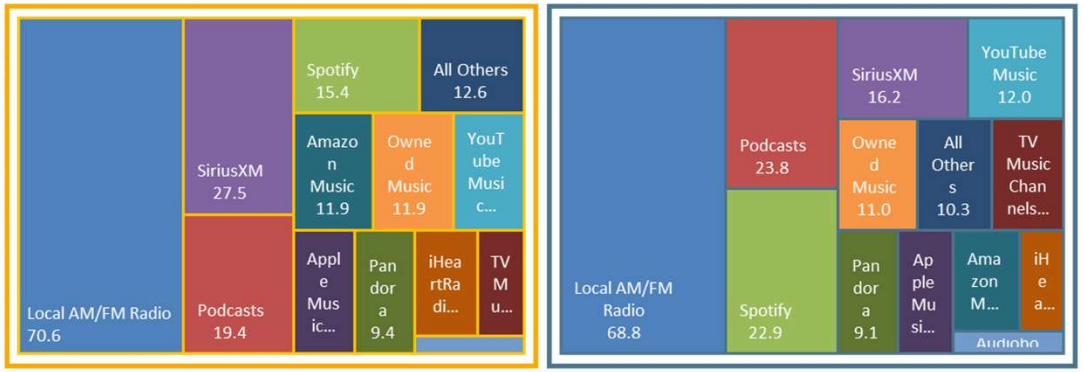
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

505,849 or 89.1% 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 64.6 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

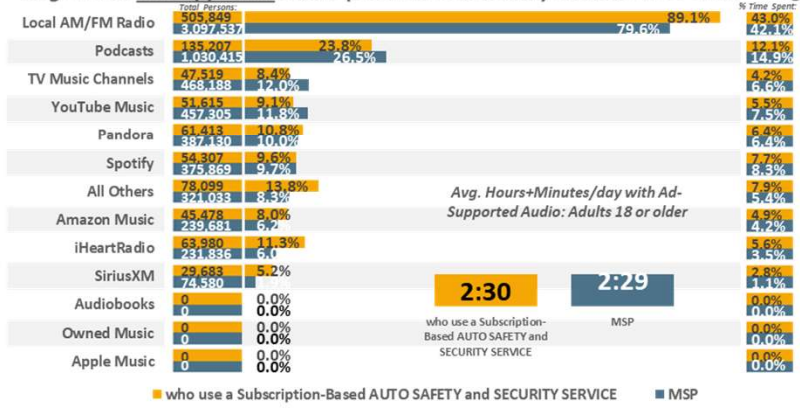
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



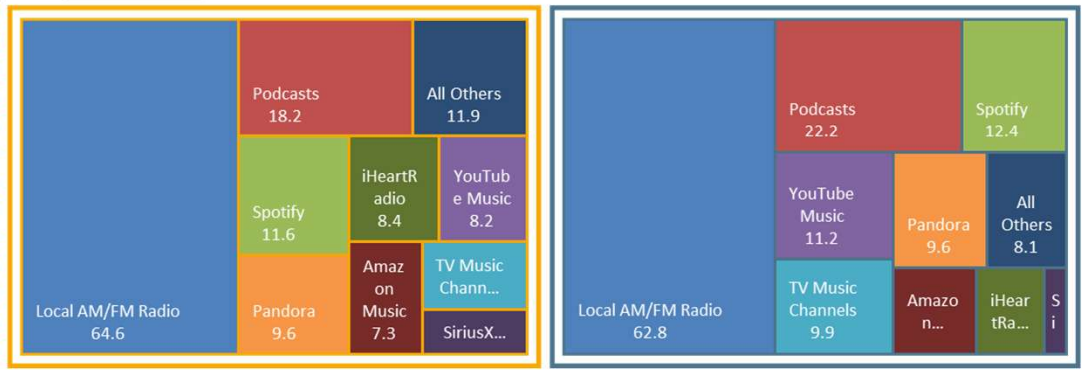
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

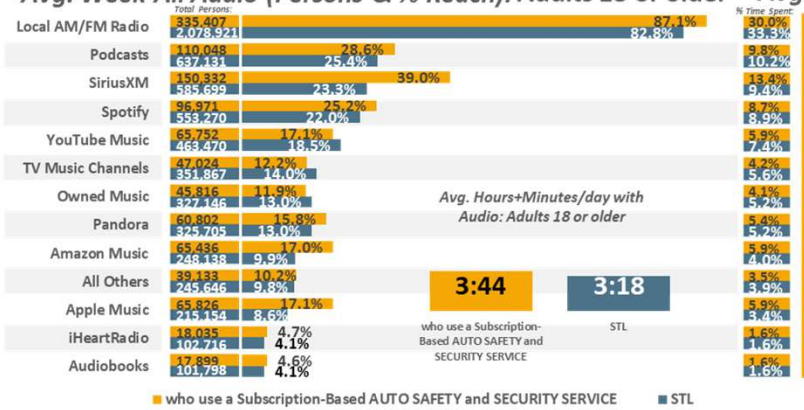
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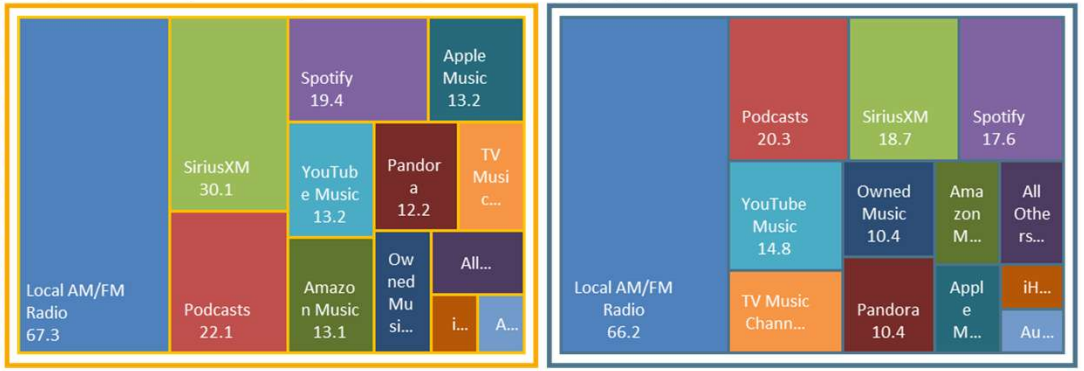
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

320,855 or 83.3% 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 63.5 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

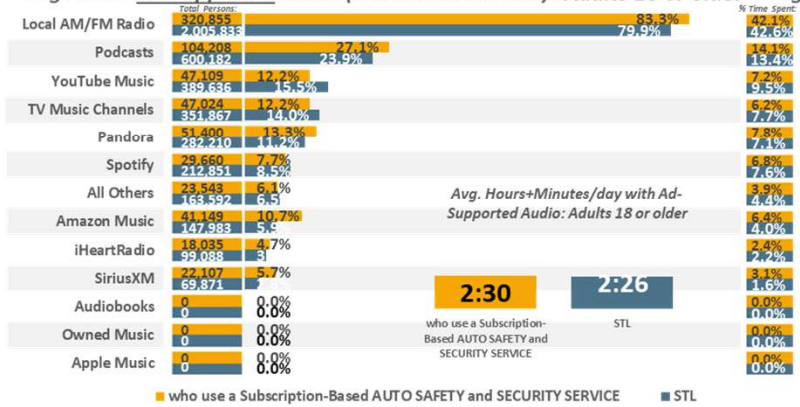
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



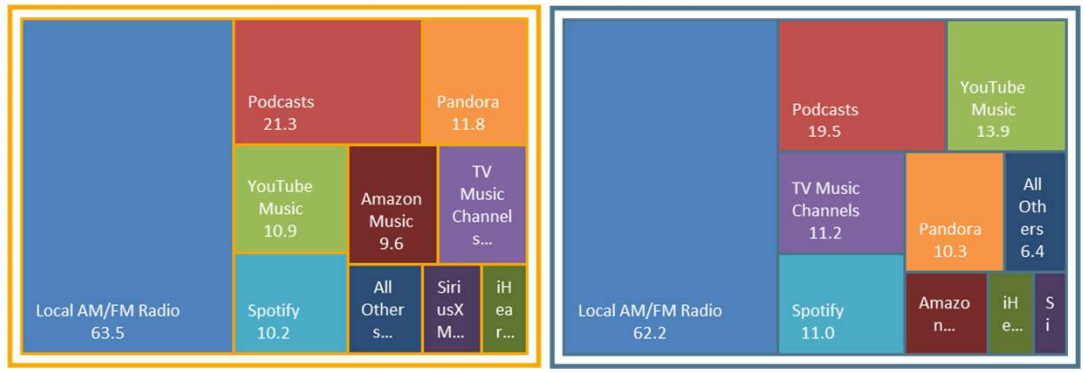
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

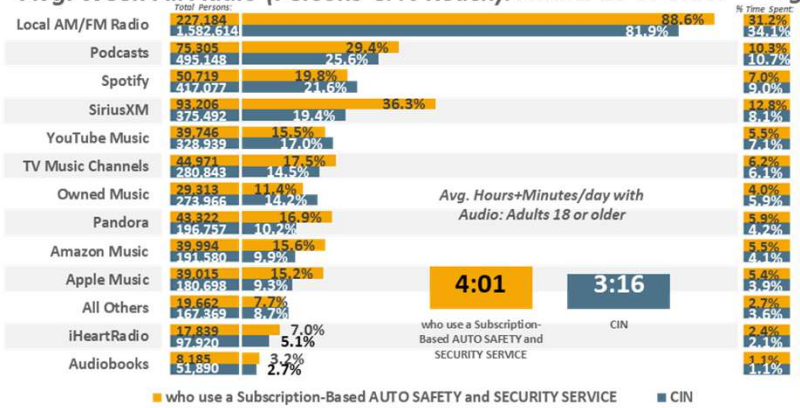
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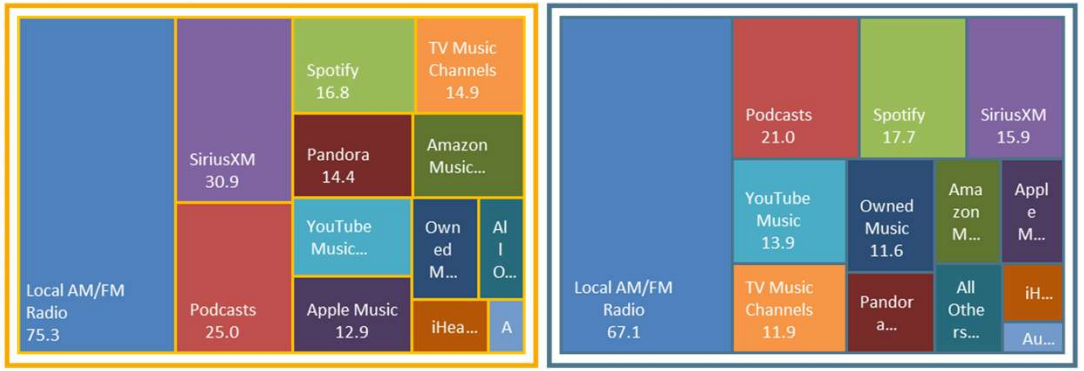
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

218,505 or 85.2% 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 71. minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

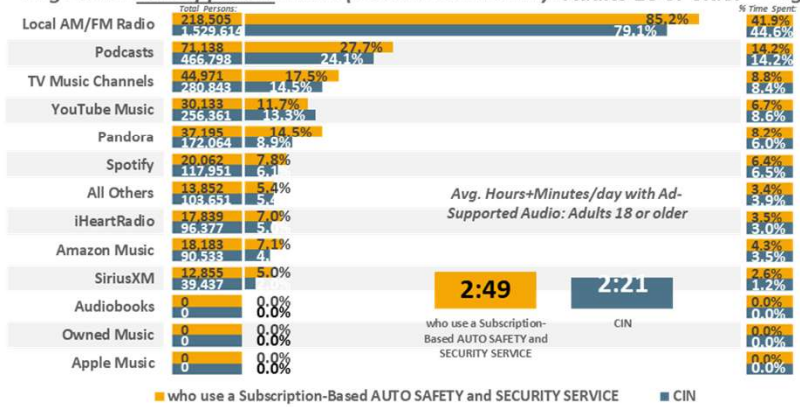
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



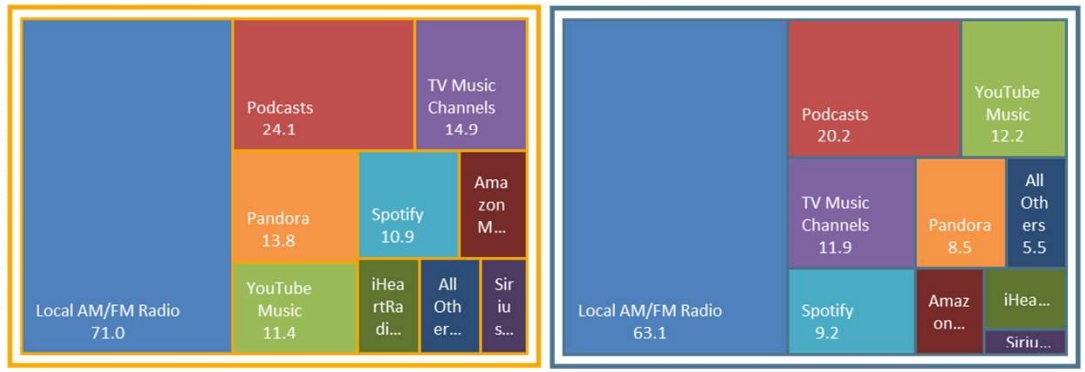
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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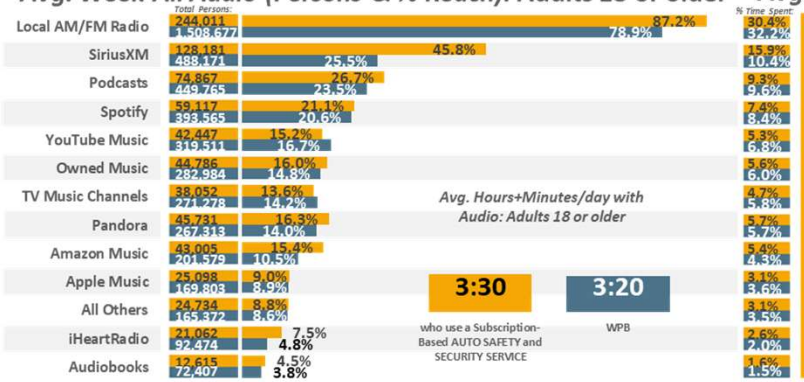
soefa.ai Share of Everything for Anything

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

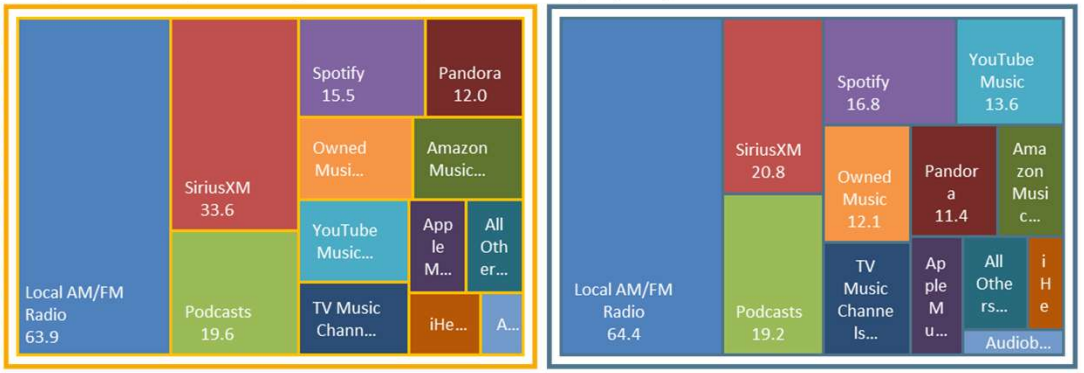
Upstream WPB

237,484 or 84.8% 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 61.4 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

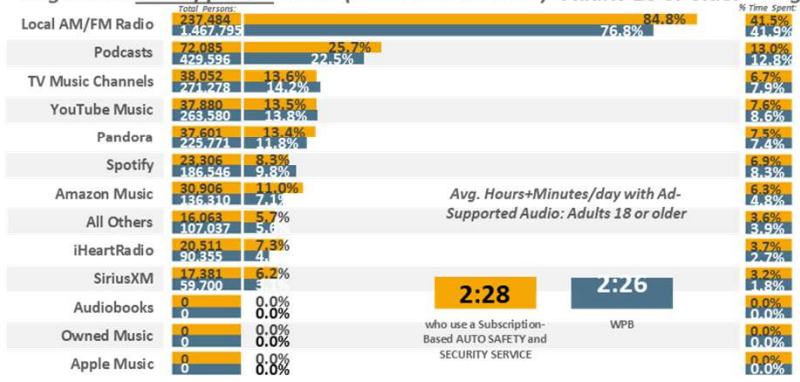
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



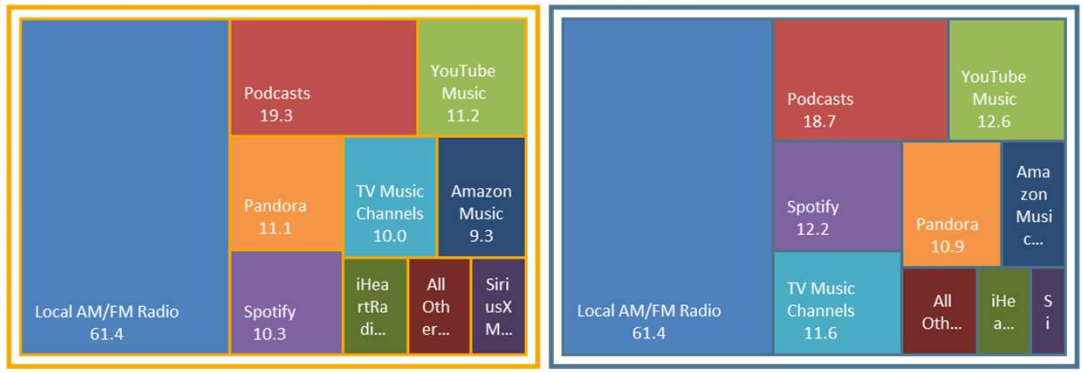
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

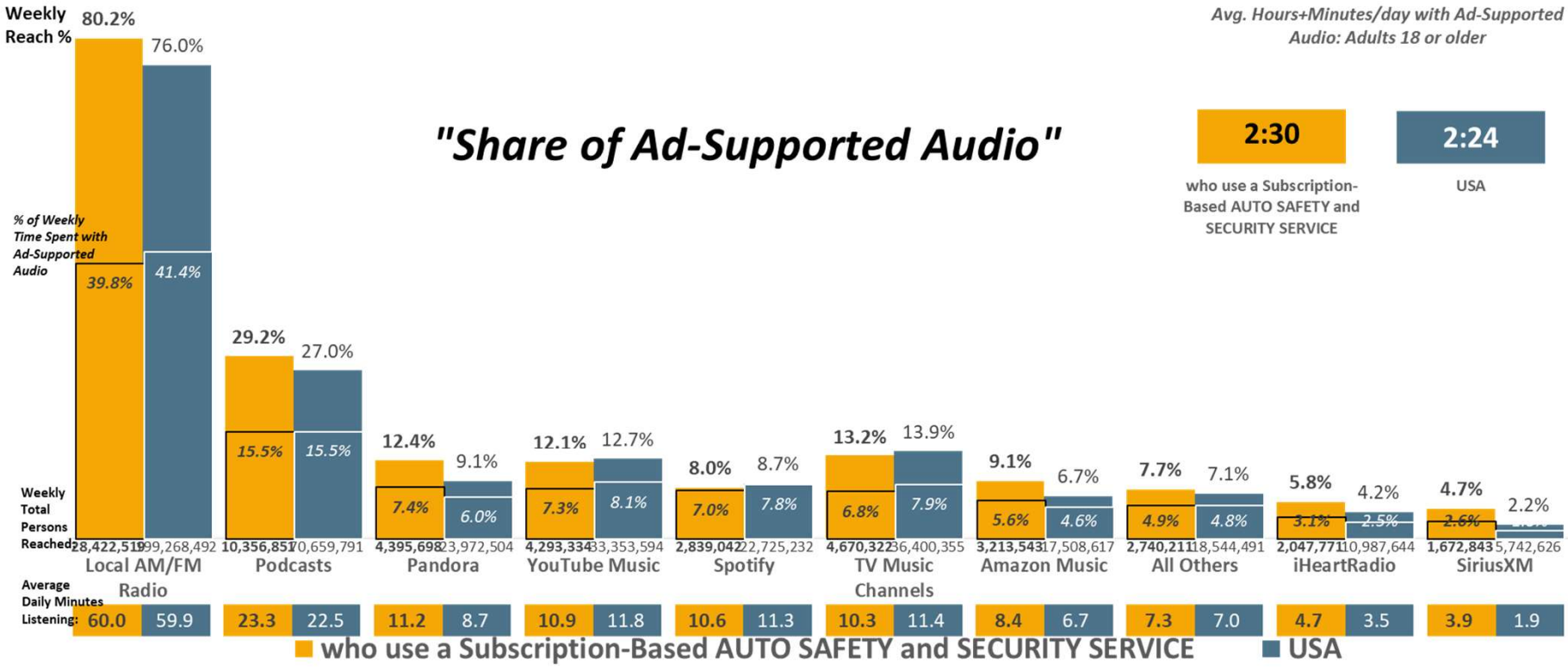
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

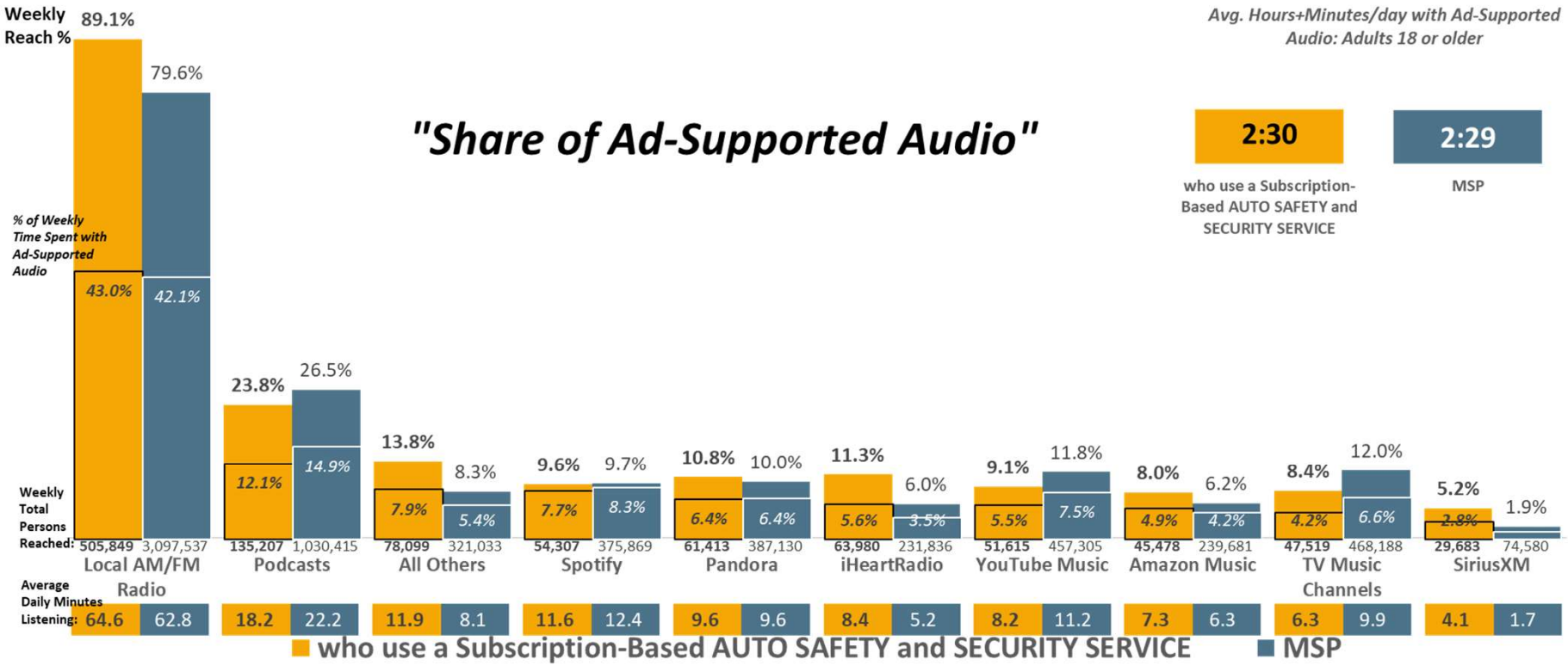
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

505,849 or 89.1% 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 64.6 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



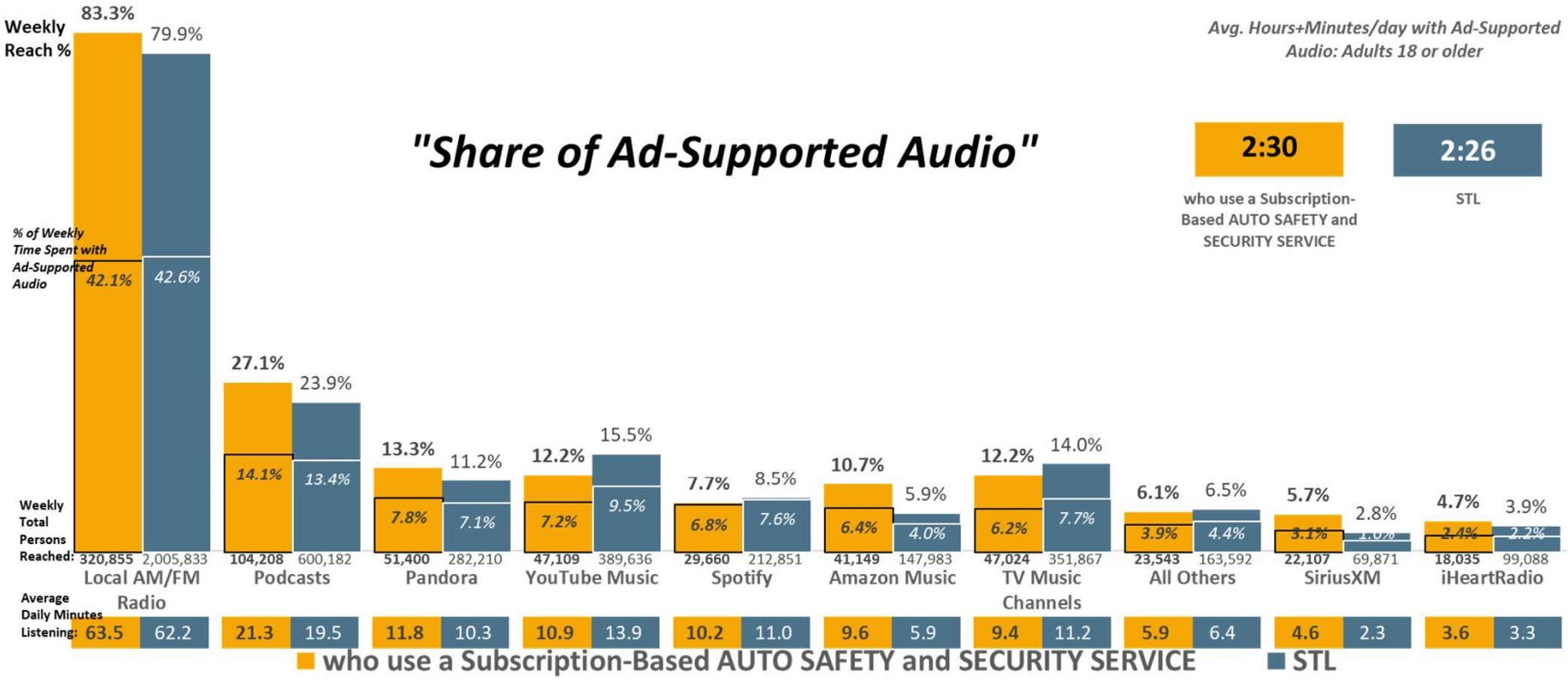
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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

320,855 or 83.3% 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 63.5 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



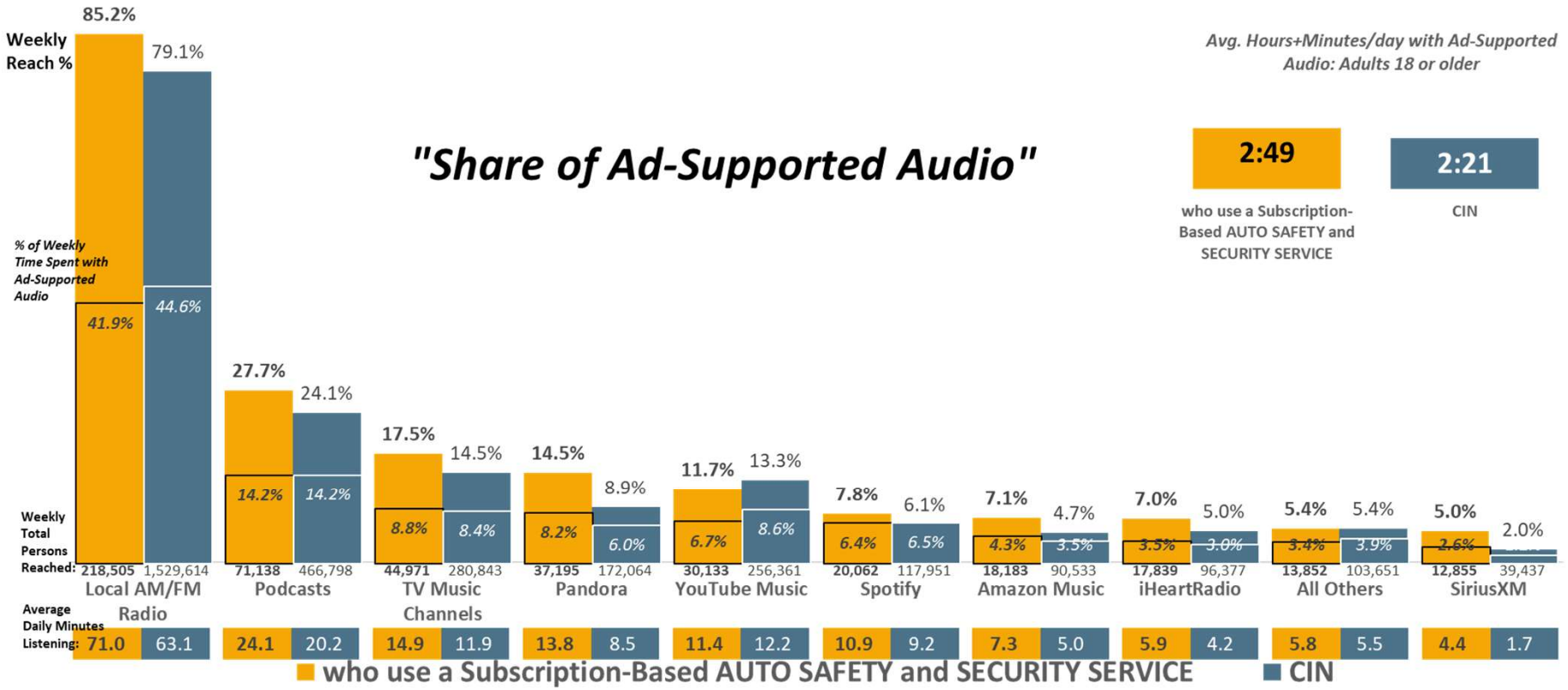
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

218,505 or 85.2% 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 71. minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



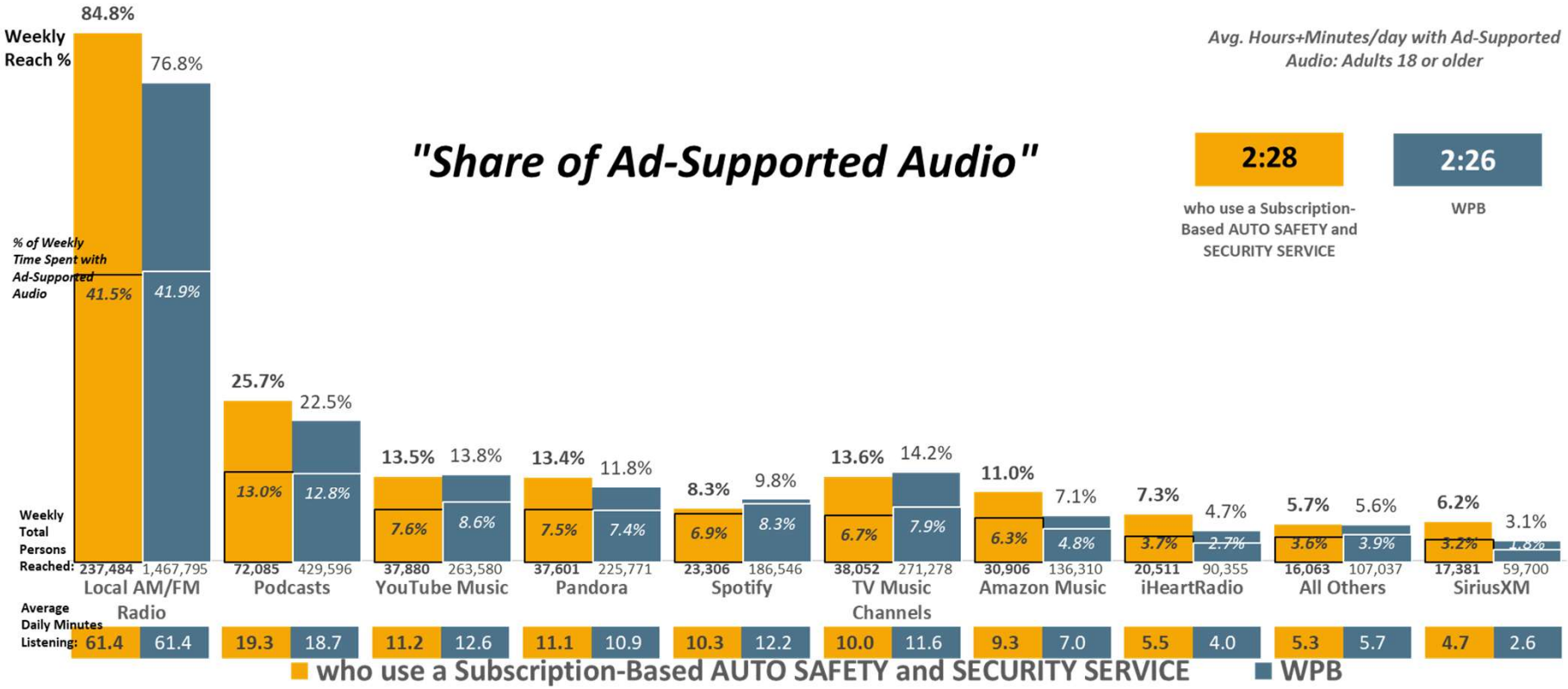
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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

237,484 or 84.8% 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 61.4 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

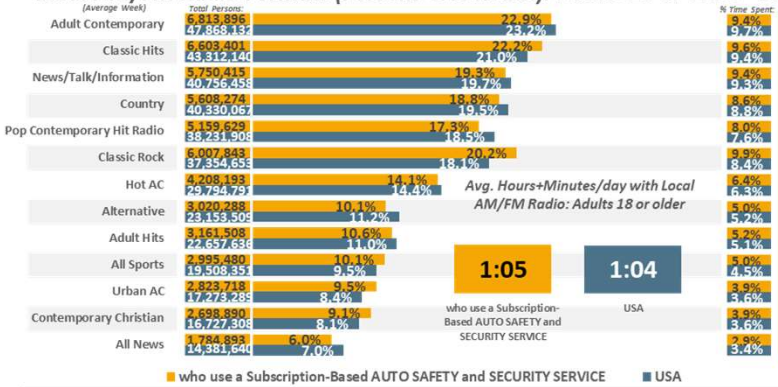
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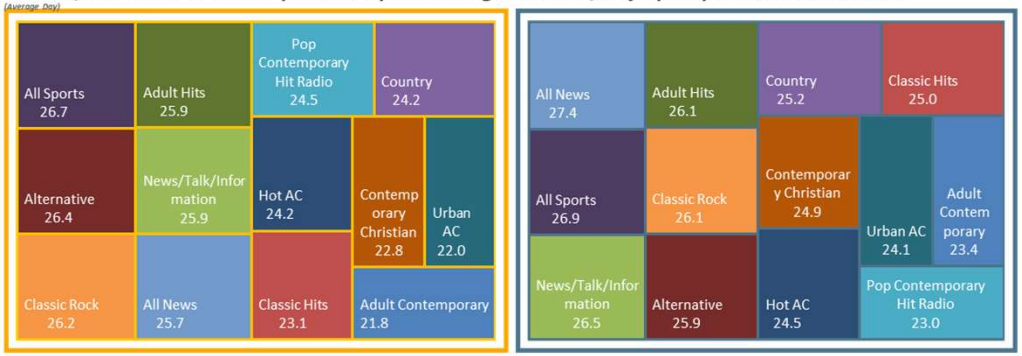
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

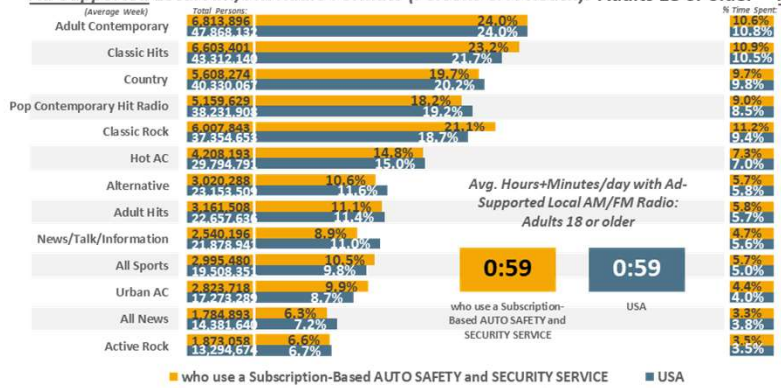
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



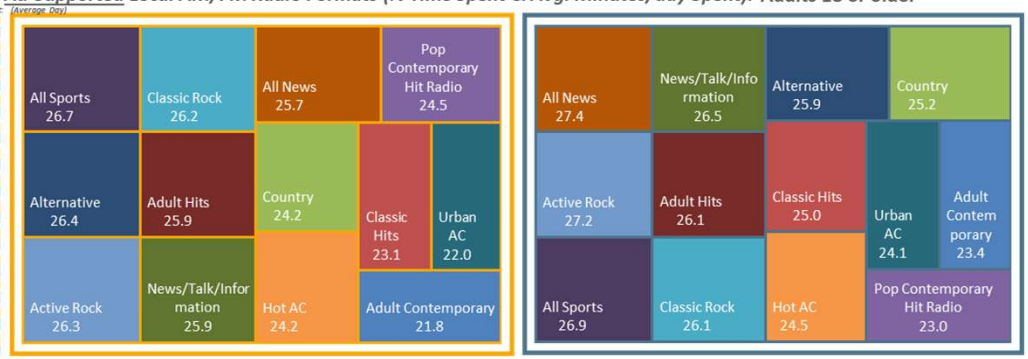
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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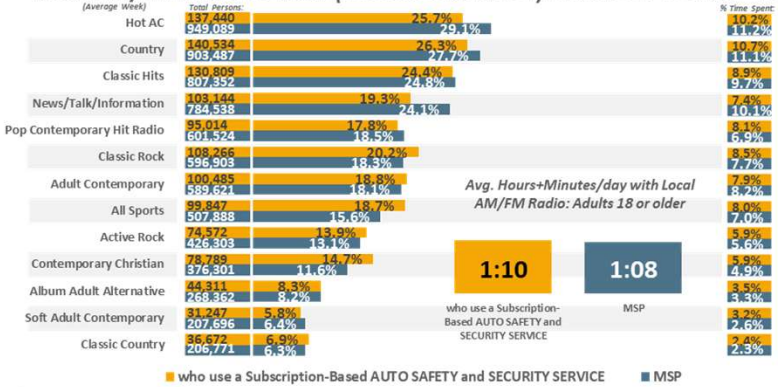
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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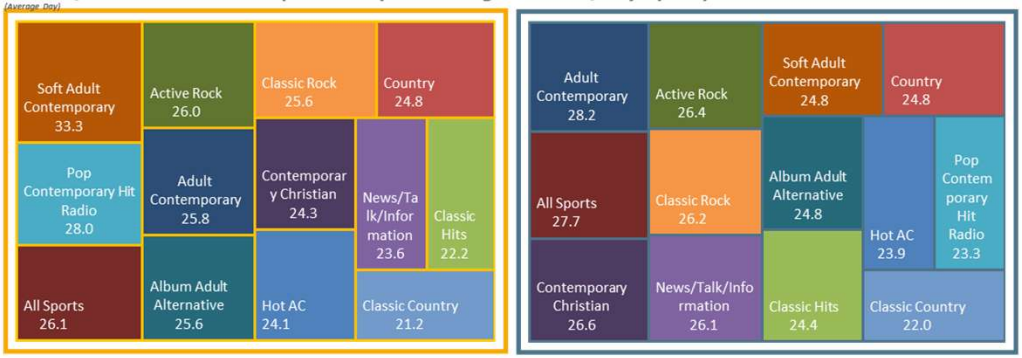
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

505,849 or 89.1% 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 Country, Hot AC, Classic Hits, Classic Rock, and Adult Contemporary.

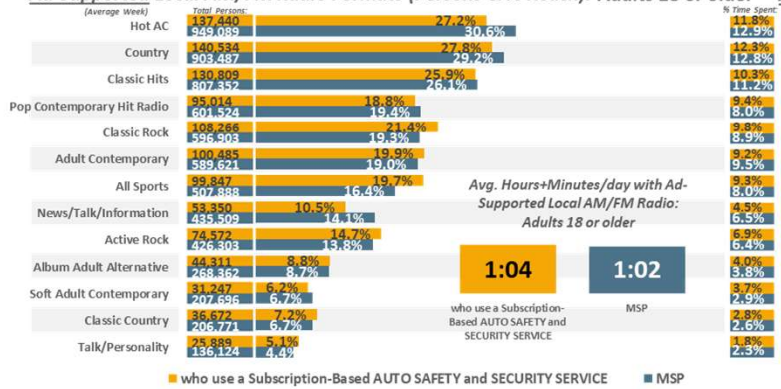
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



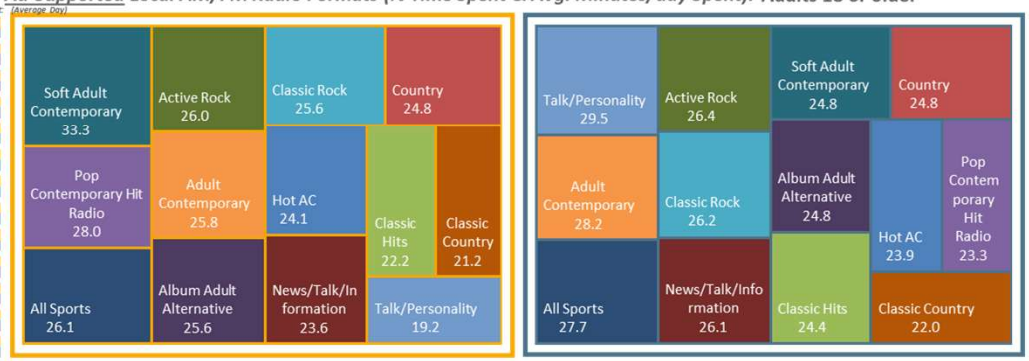
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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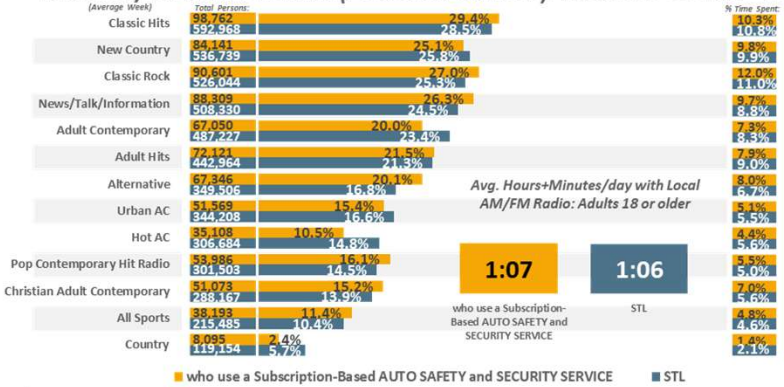
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

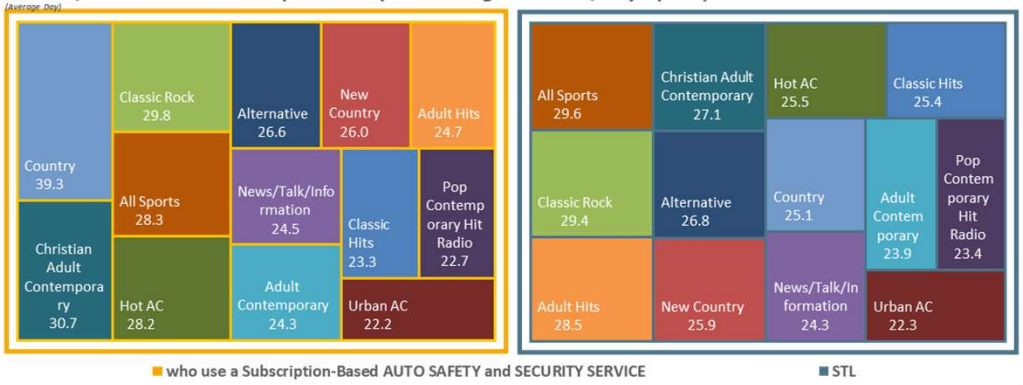


320,855 or 83.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, New Country, Adult Hits, and Alternative.

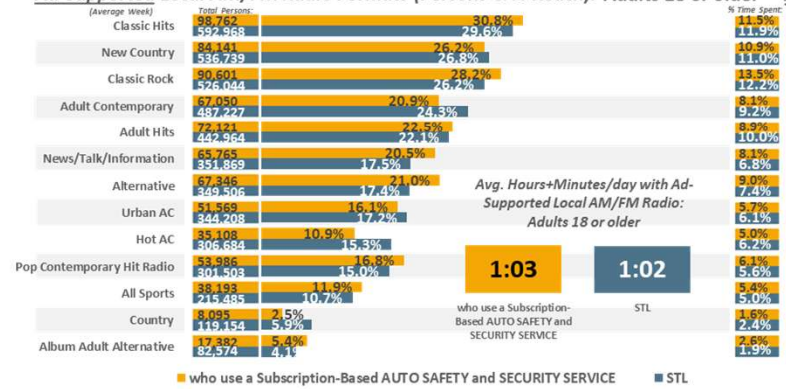
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



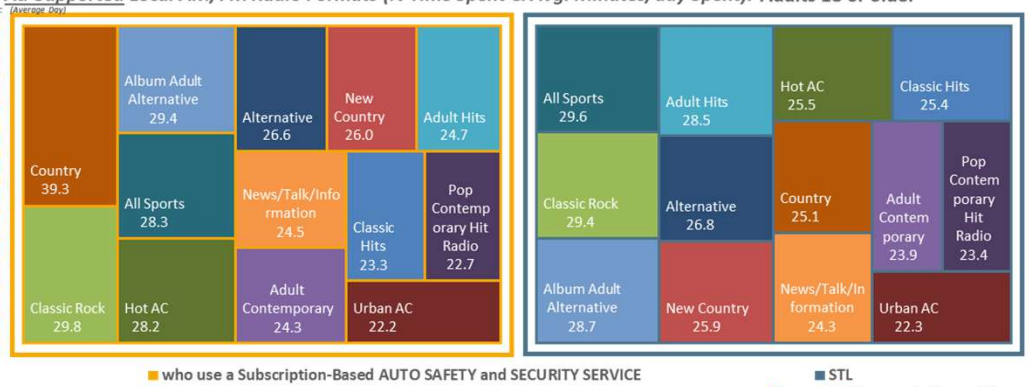
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

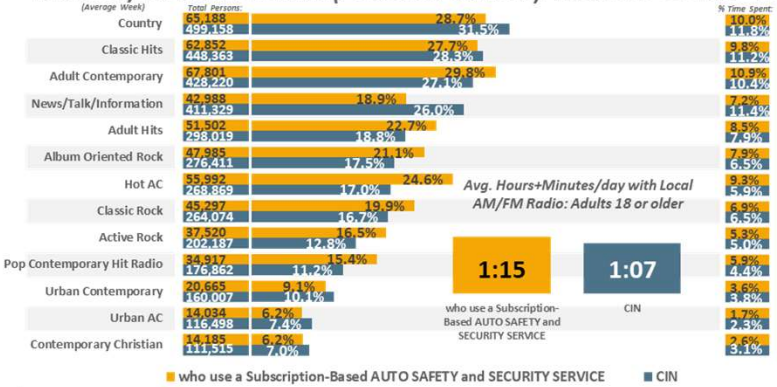
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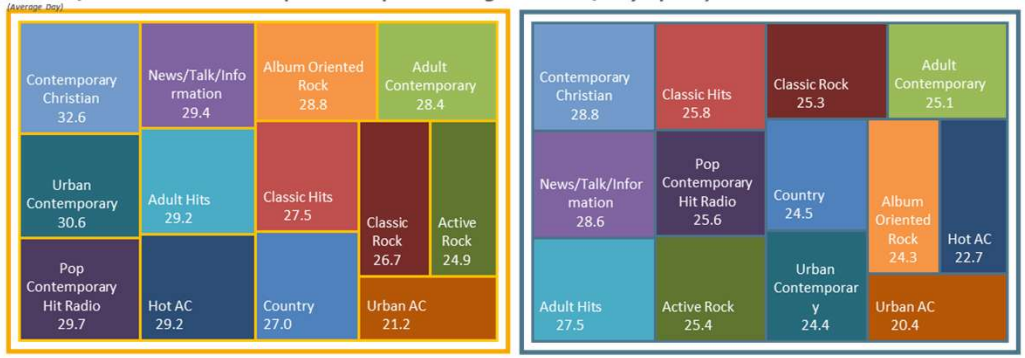
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

218,505 or 85.2% 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, Country, Classic Hits, Hot AC, and Adult Hits.

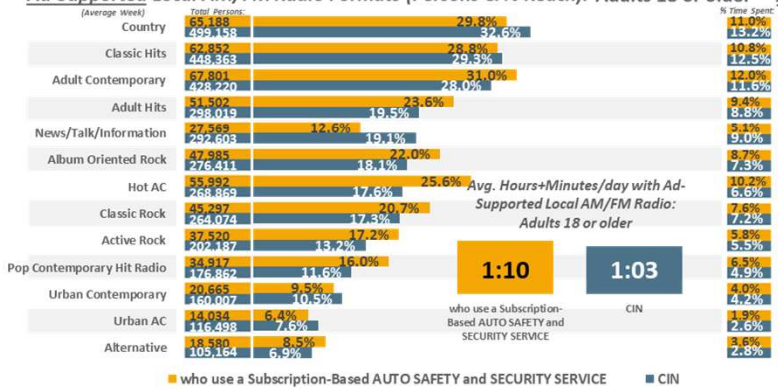
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



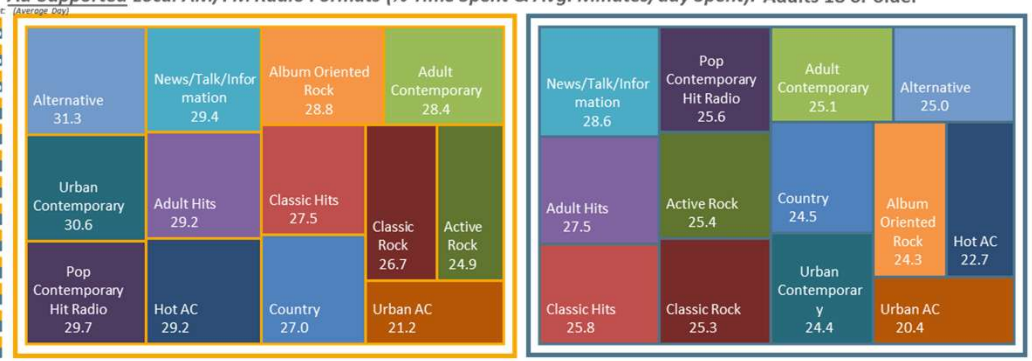
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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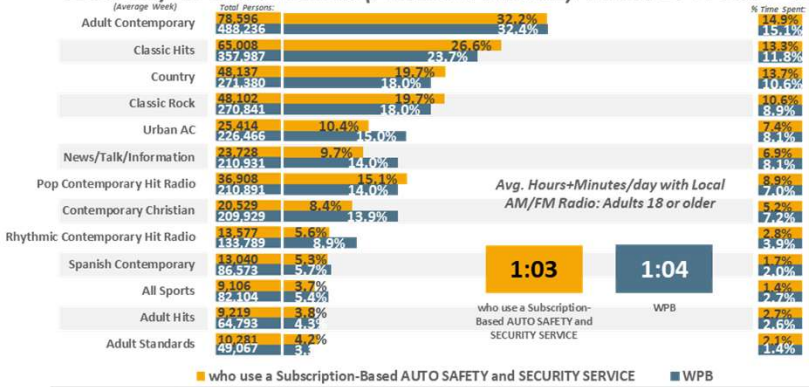
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

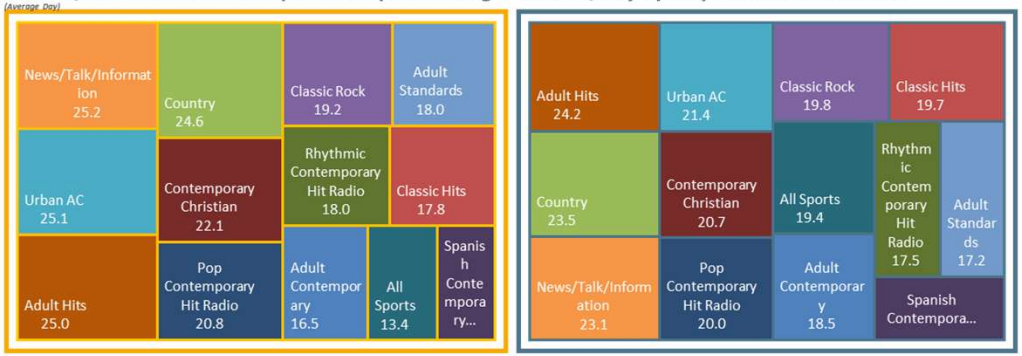
Upstream — Fusion API Security for Automotive, Mobility and Transportation — WPB

237,484 or 84.8% 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, Country, Classic Rock, and Pop Contemporary Hit Radio.

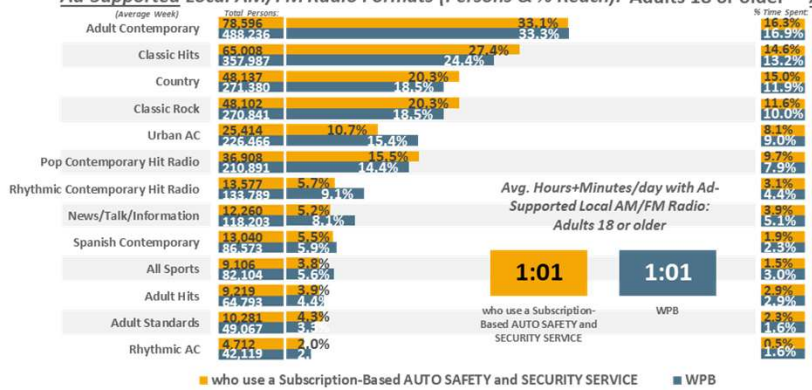
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



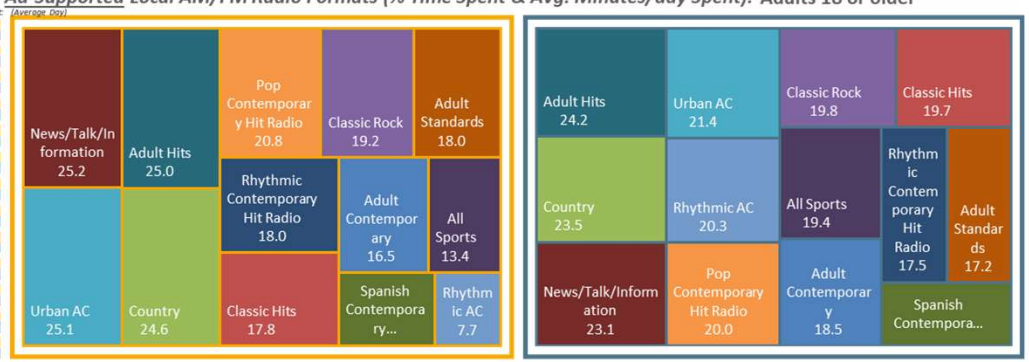
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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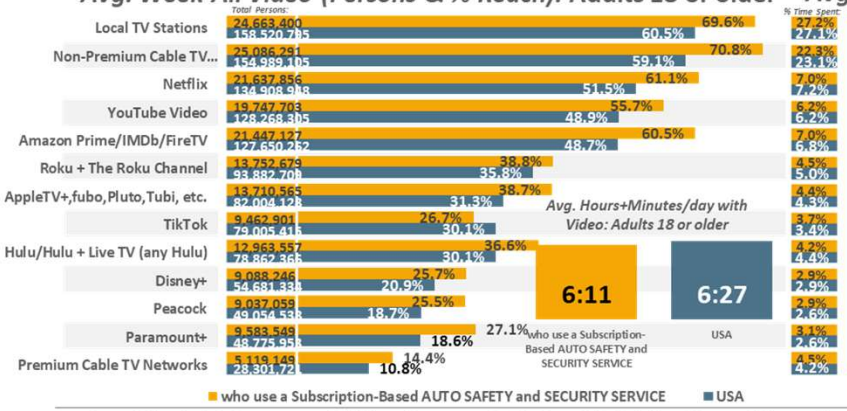
soefa.ai Share of Everything for Anything

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

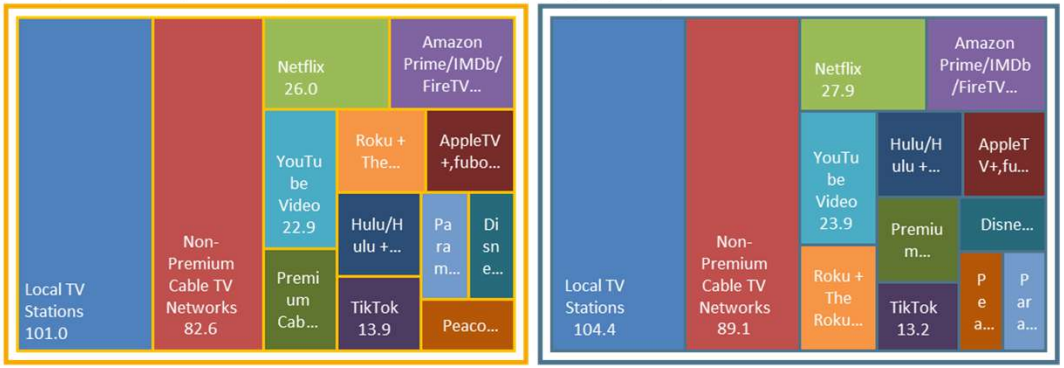


24,318,368 or 68.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

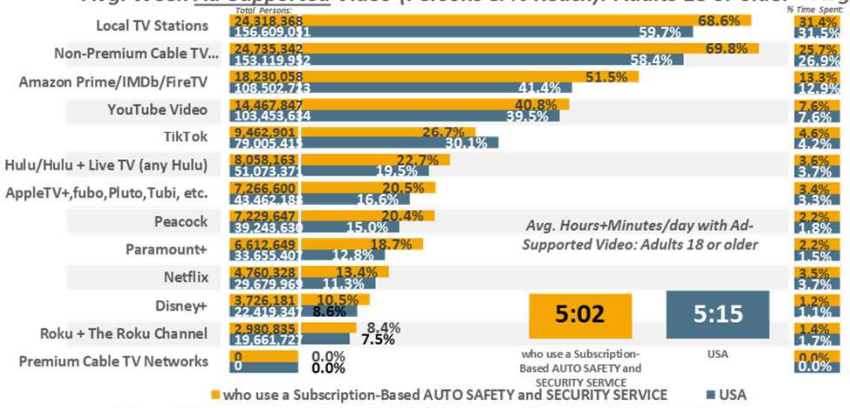
Avg. Week All Video (Persons & % Reach): Adults 18 or older



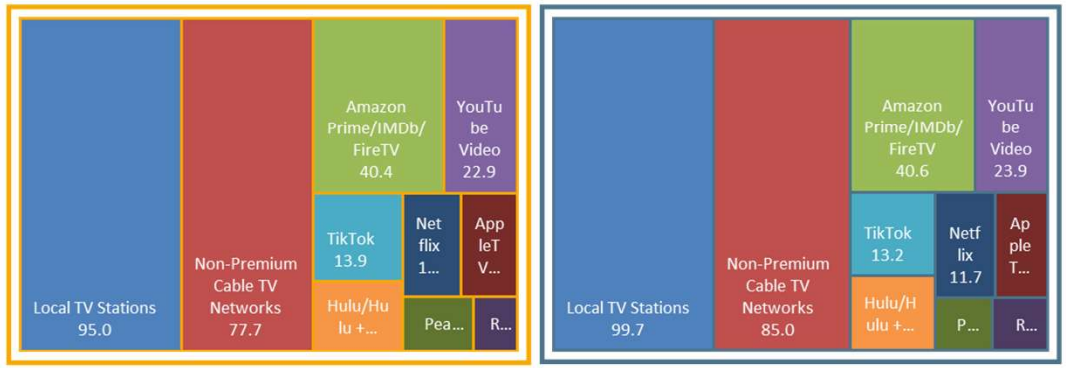
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

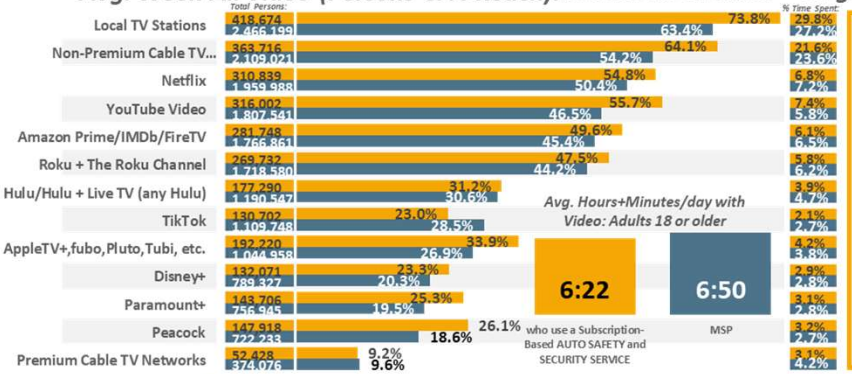
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

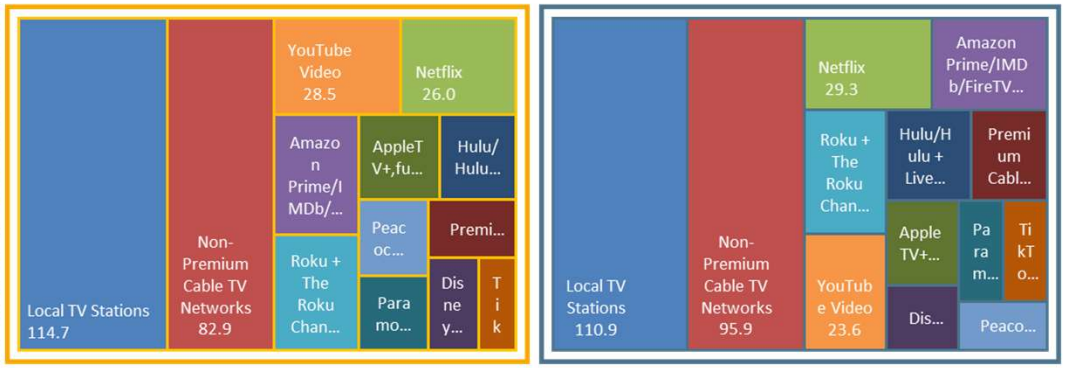
Upstream MSP

415,858 or 73.3% 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 107.1 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

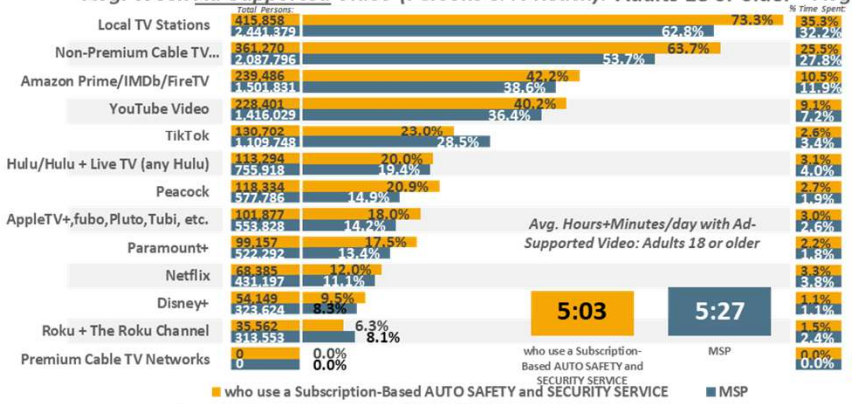
Avg. Week All Video (Persons & % Reach): Adults 18 or older



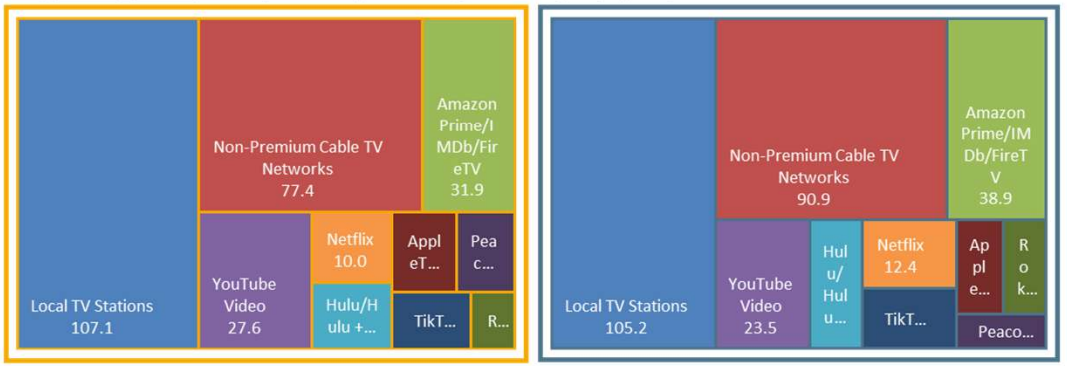
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

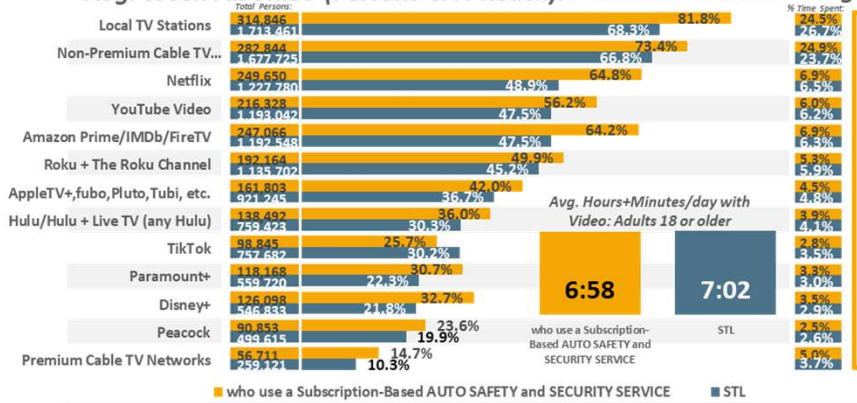
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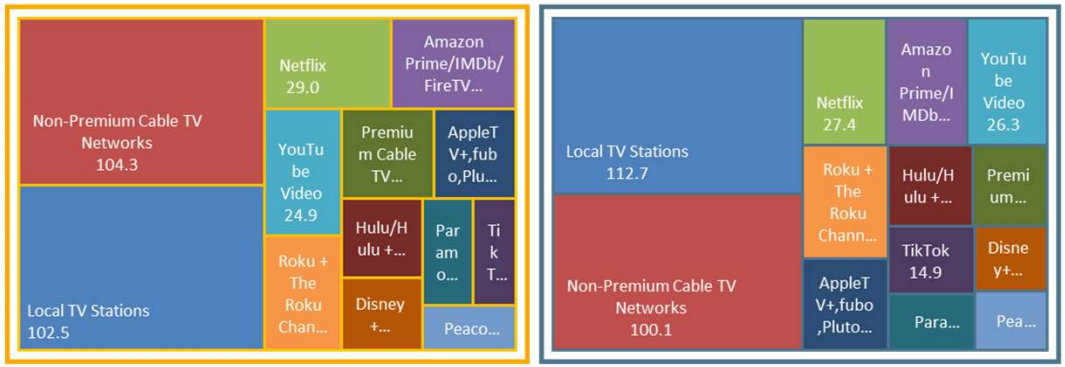
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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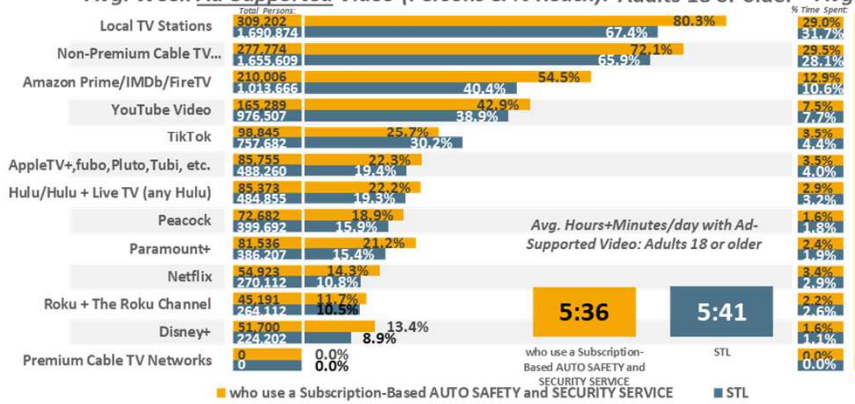
Avg. Week All Video (Persons & % Reach): Adults 18 or older



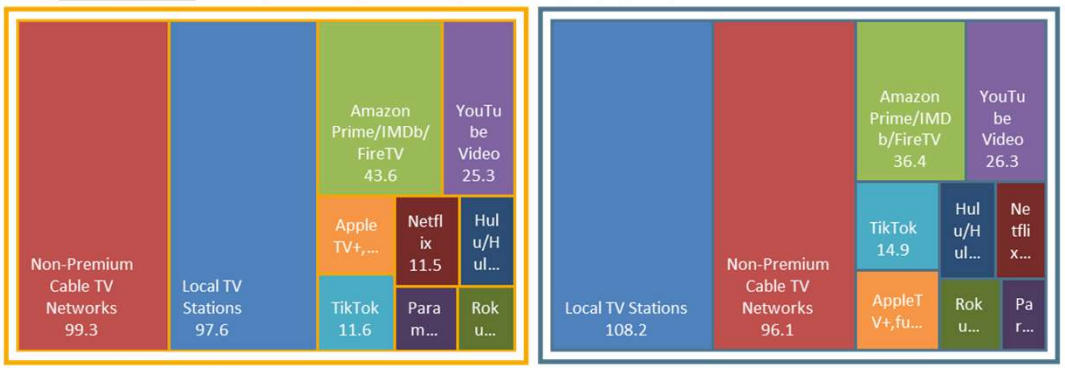
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

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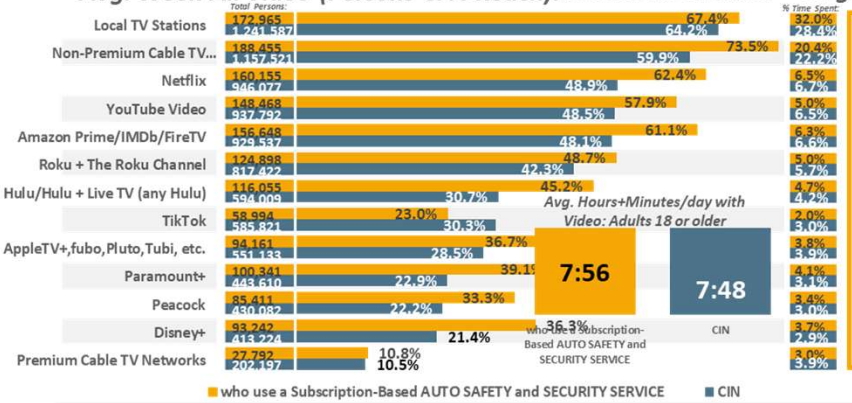
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

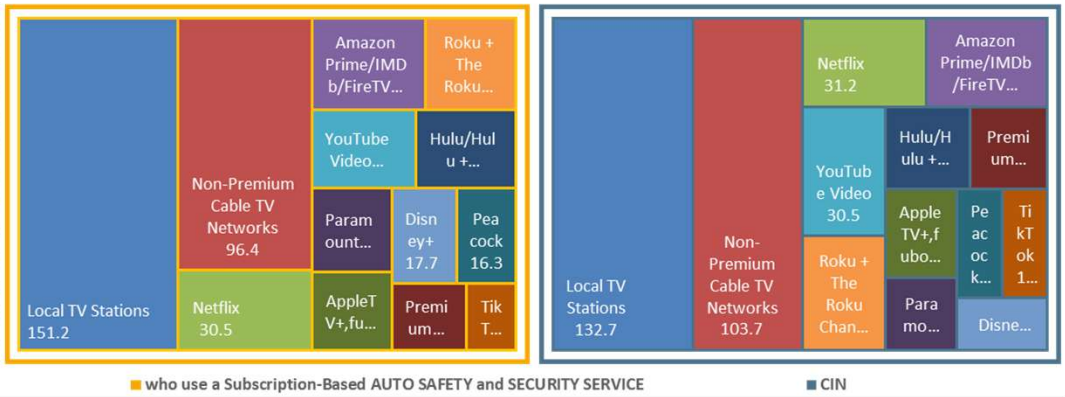


170,620 or 66.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations for an average of 146.9 minutes every day representing 38.% of all time spent daily with Ad-Supported Video.

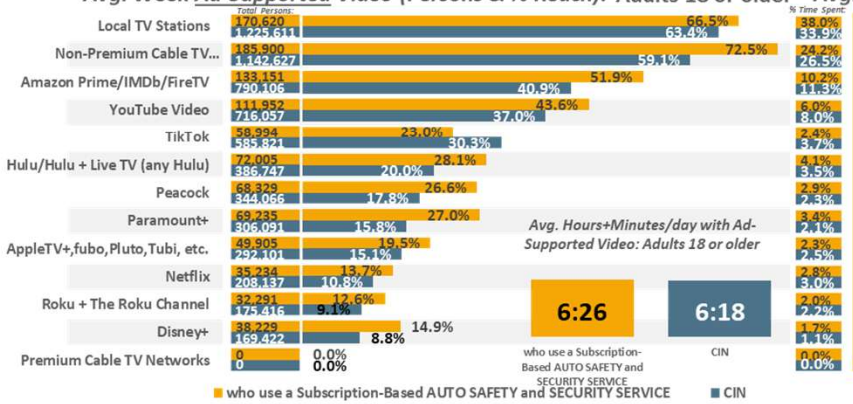
Avg. Week All Video (Persons & % Reach): Adults 18 or older



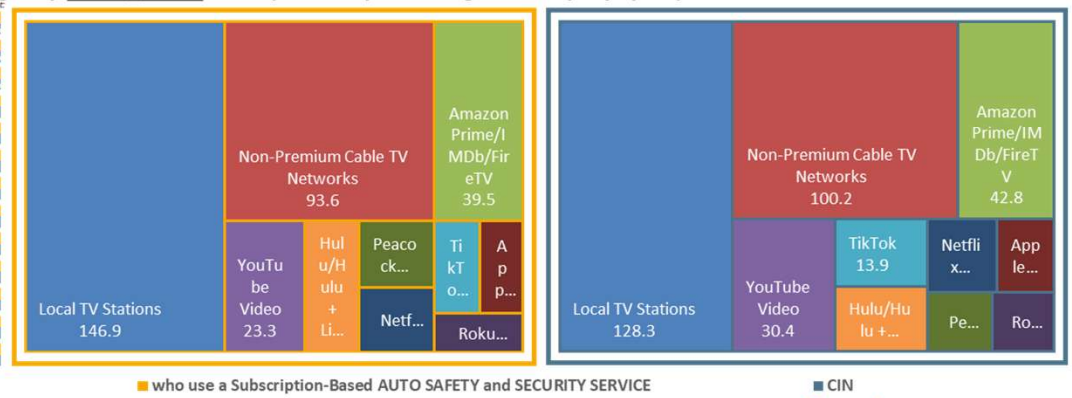
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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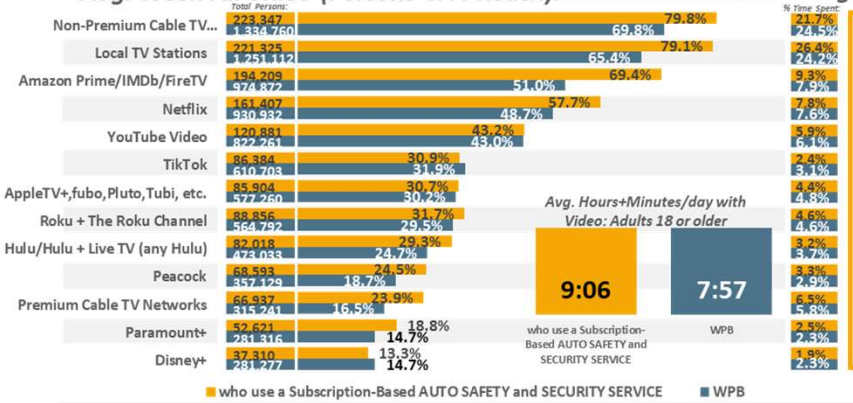
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

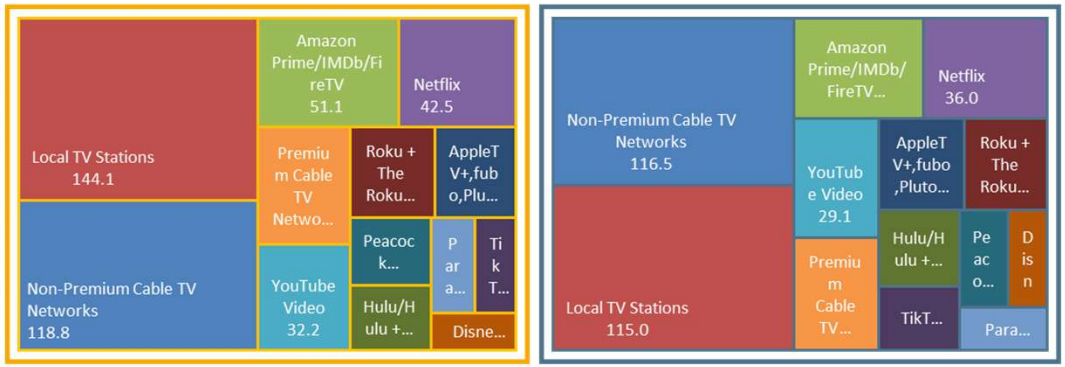
Upstream WPB

218,716 or 78.1% 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 138.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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

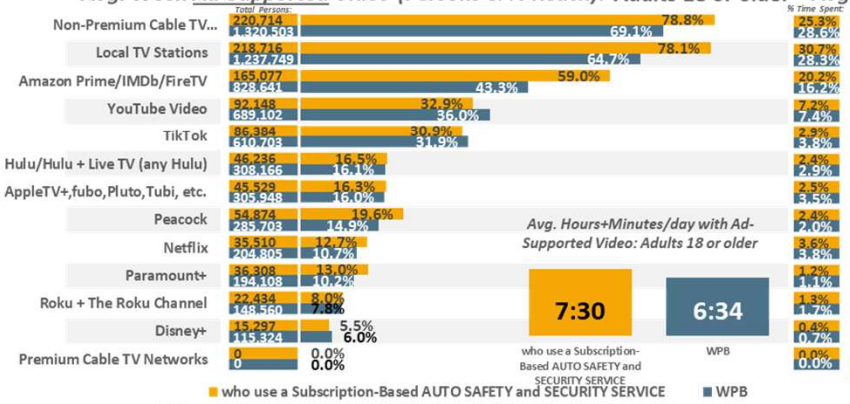


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

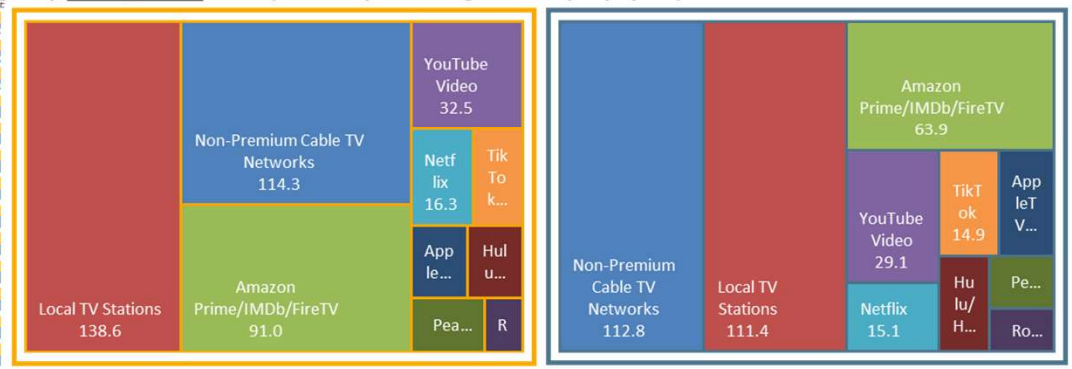


who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE ■ WPB

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 ■ WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

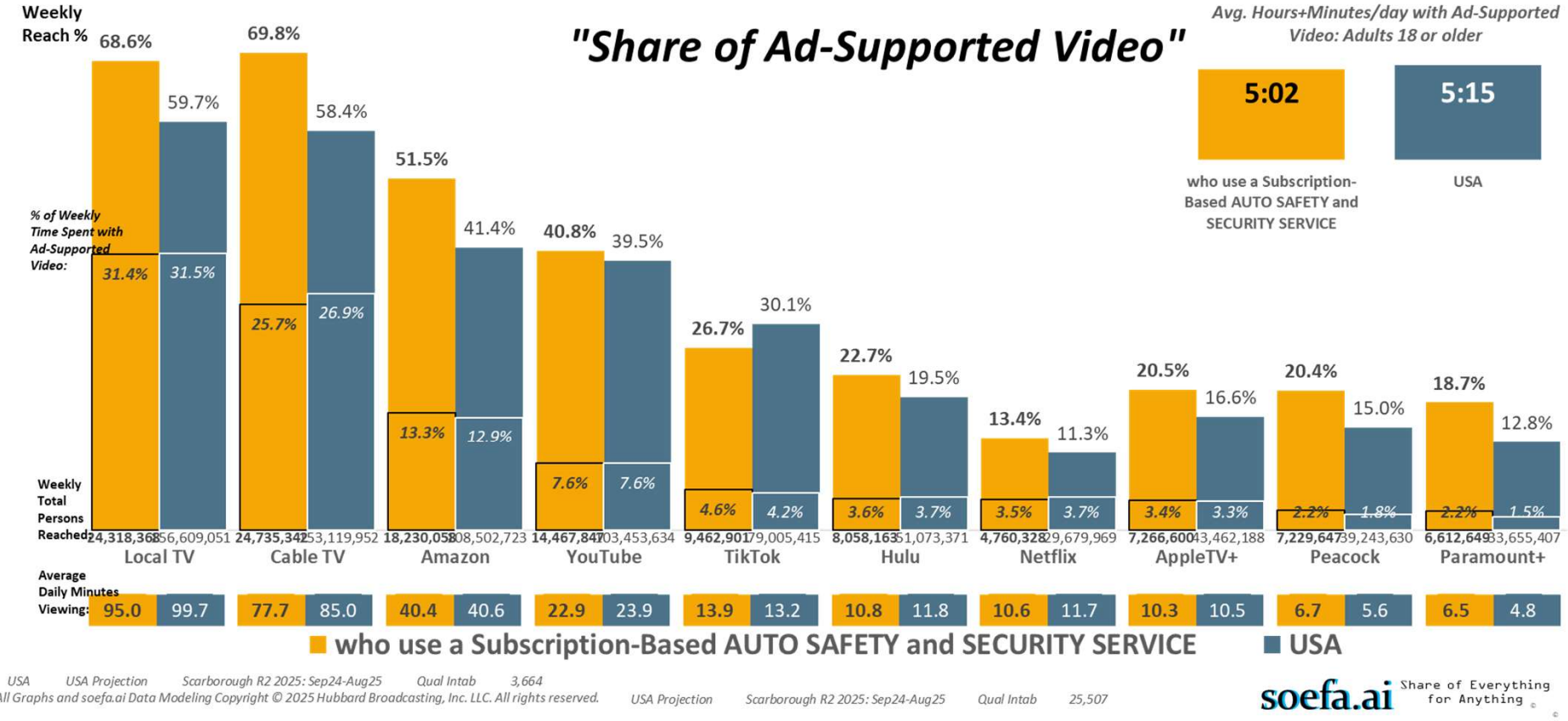
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

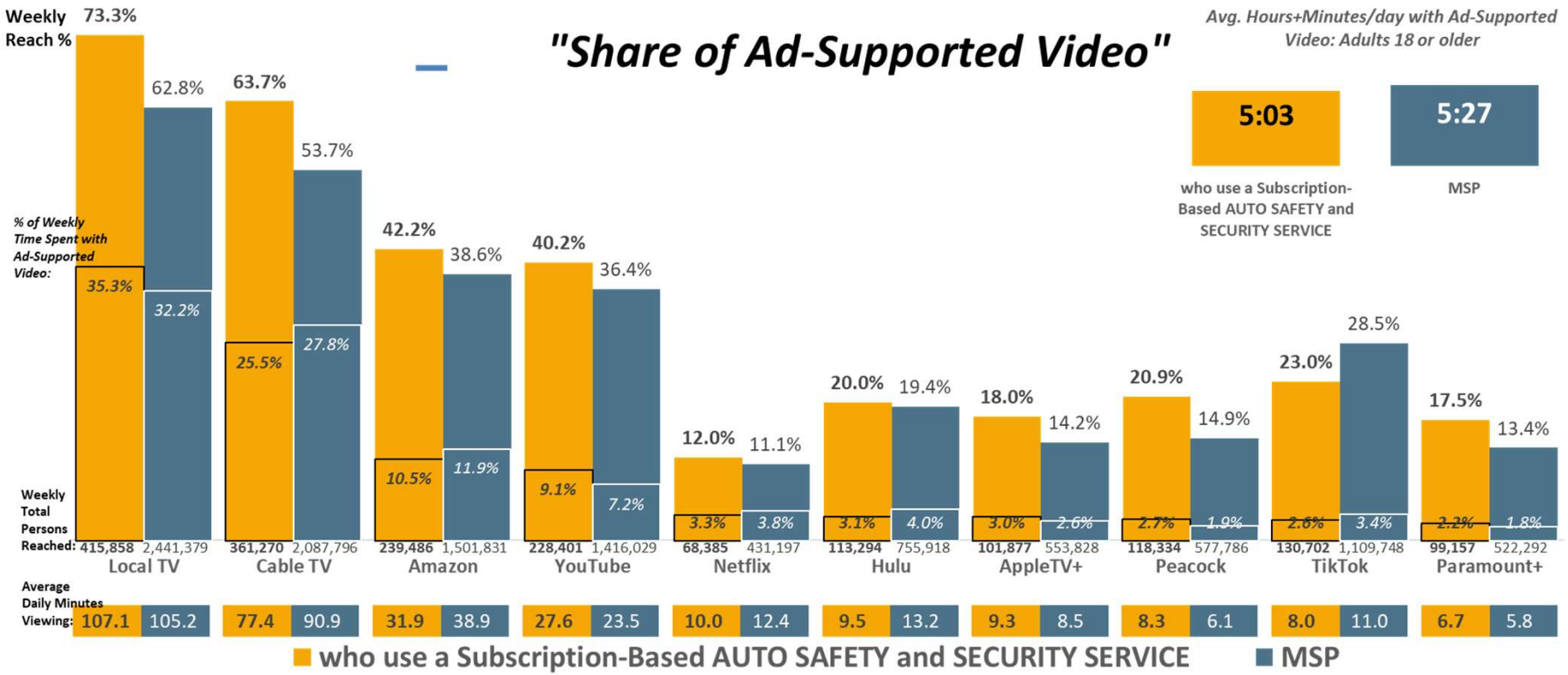
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

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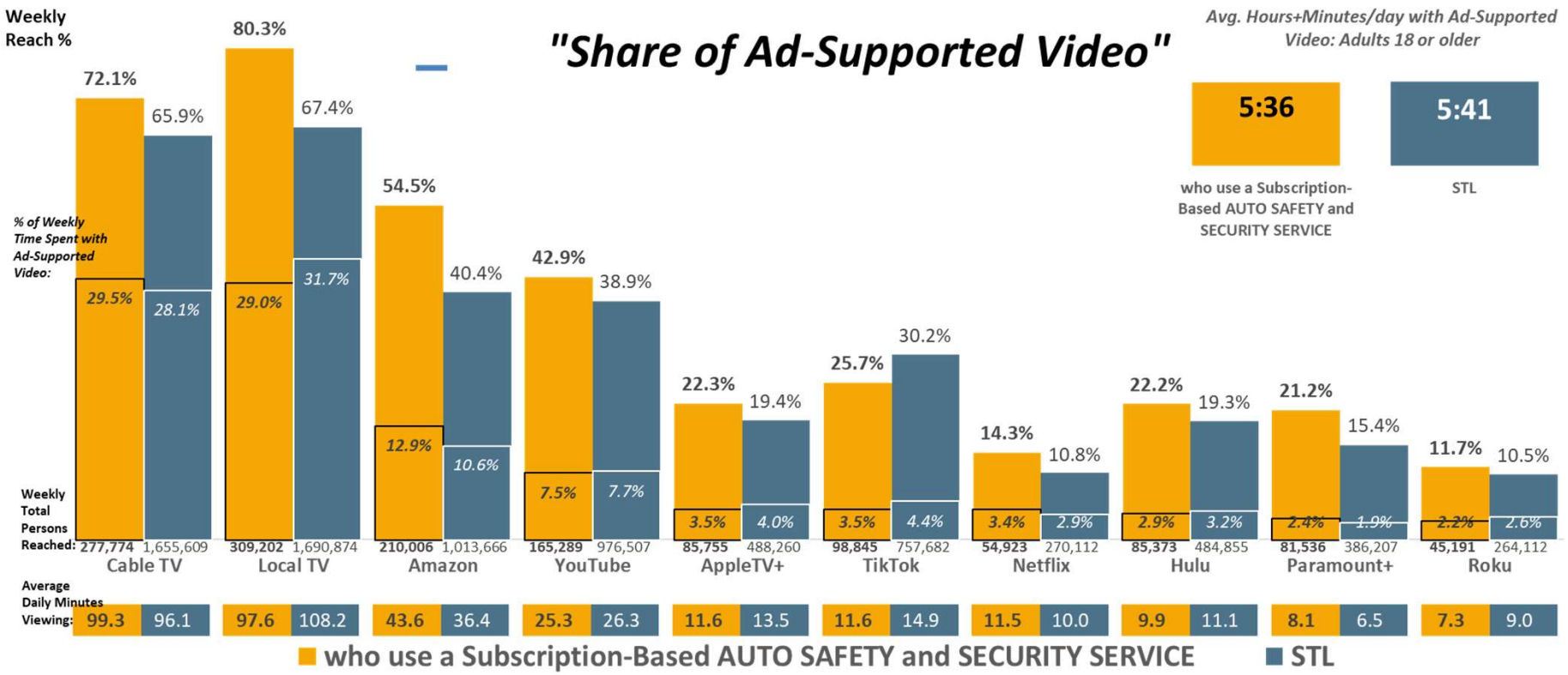
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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

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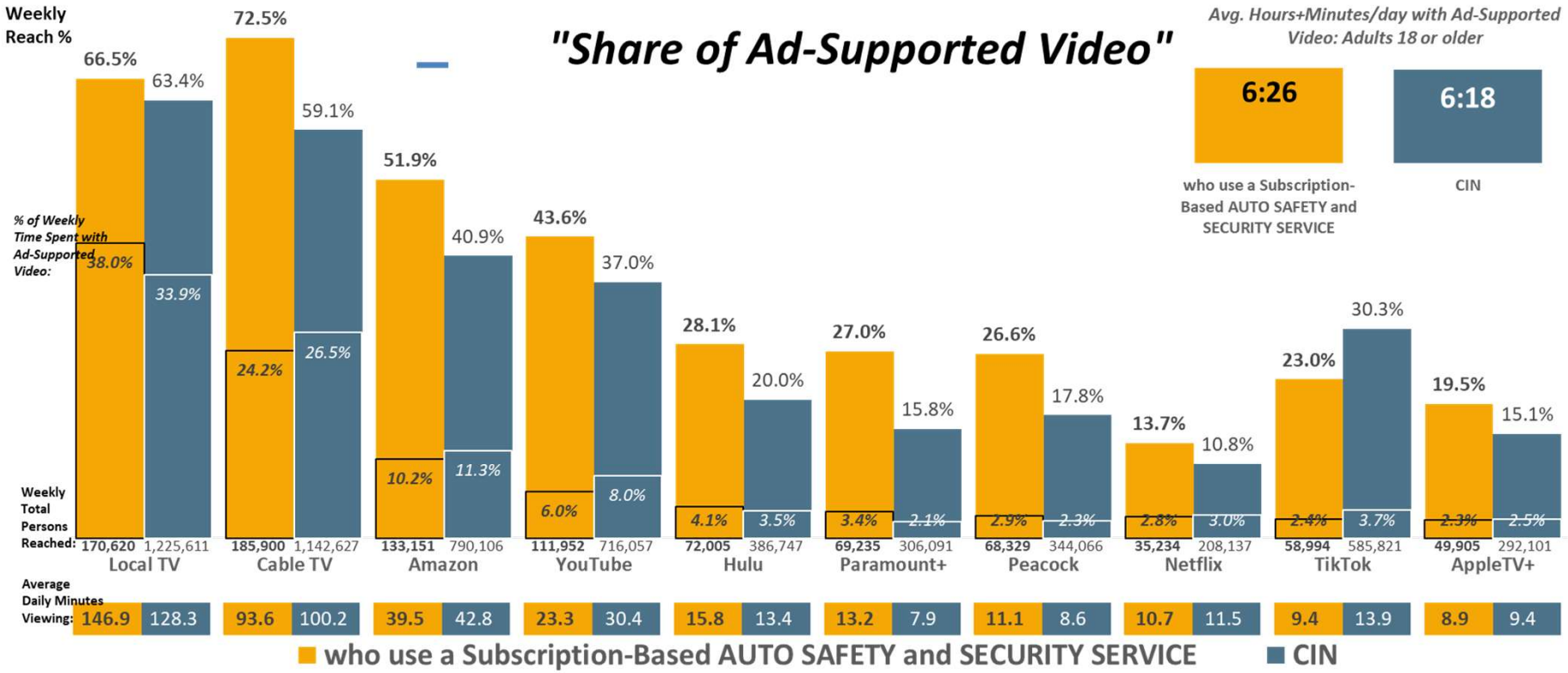
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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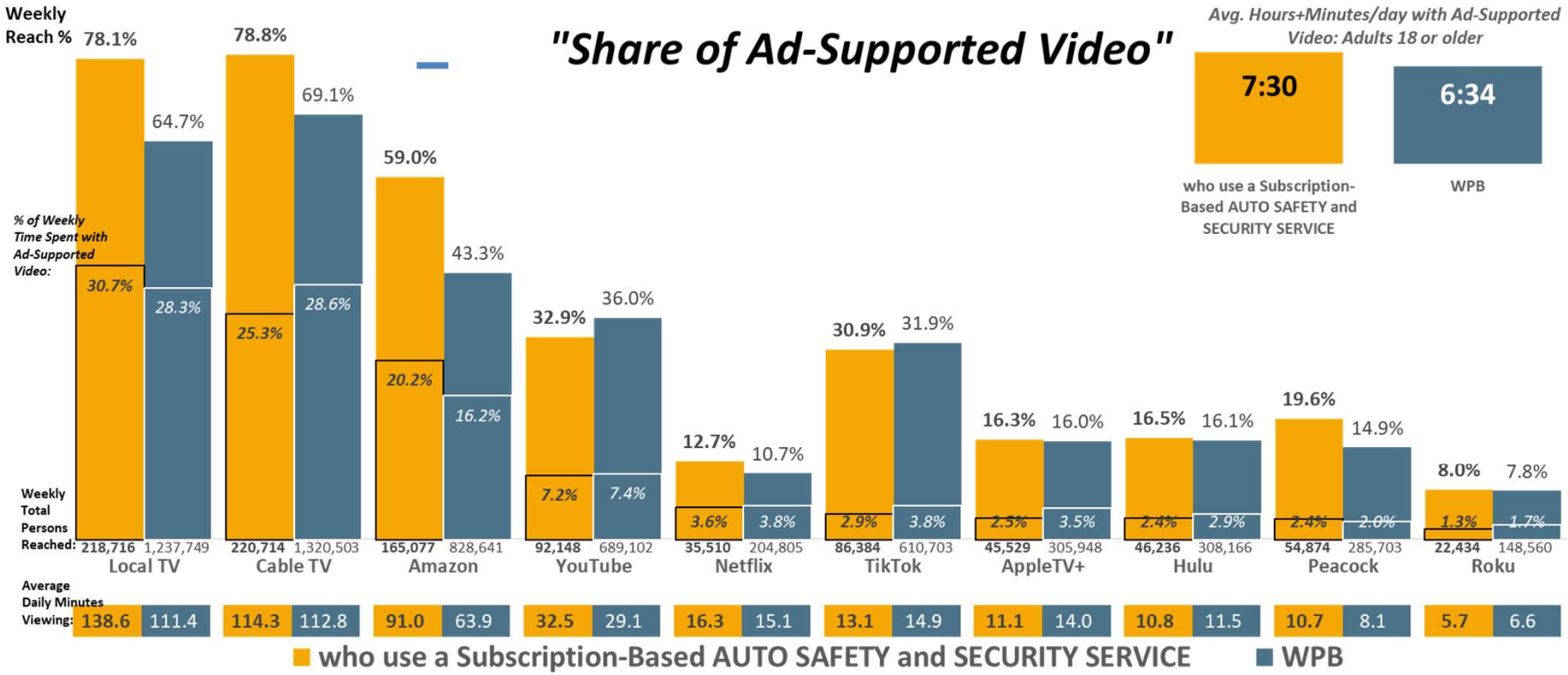
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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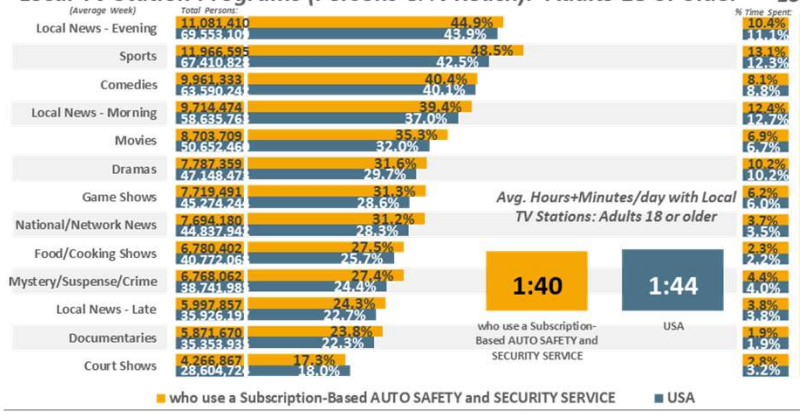
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

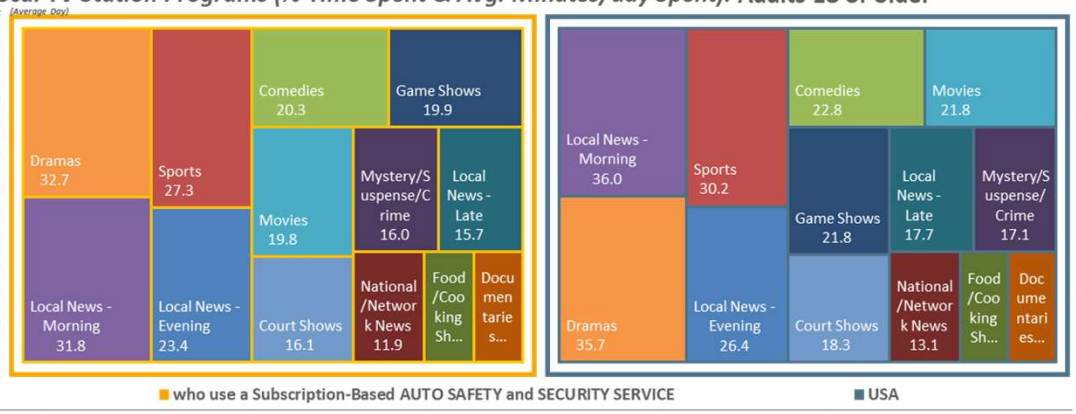


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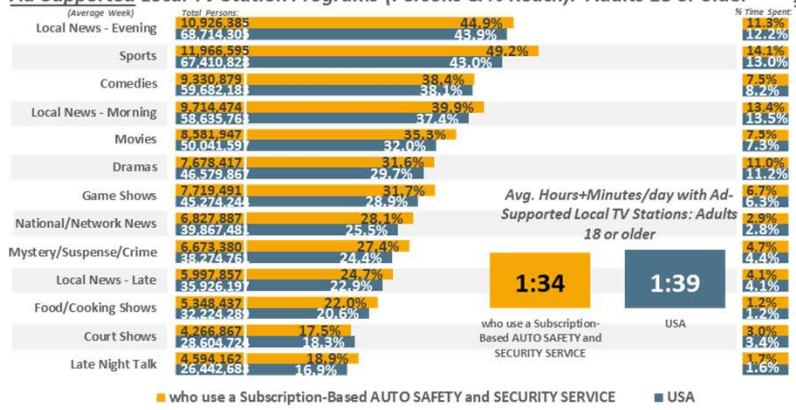
Local TV Station Programs (Persons & % Reach): Adults 18 or older



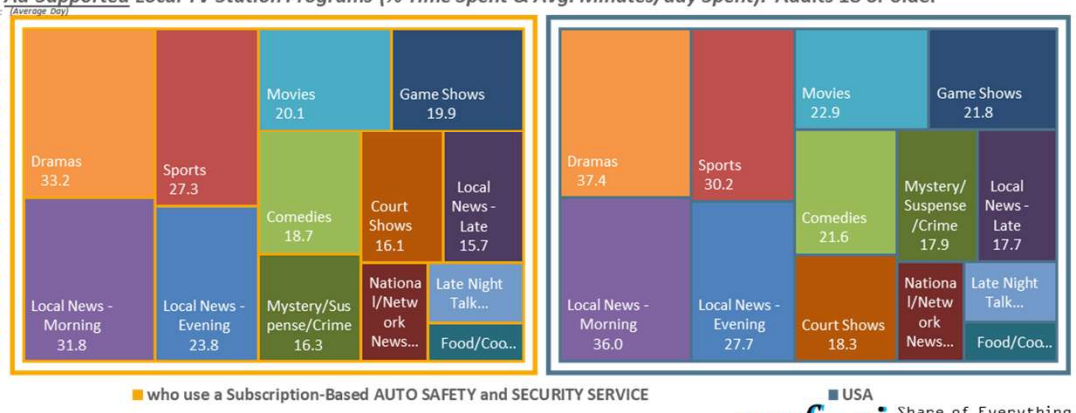
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

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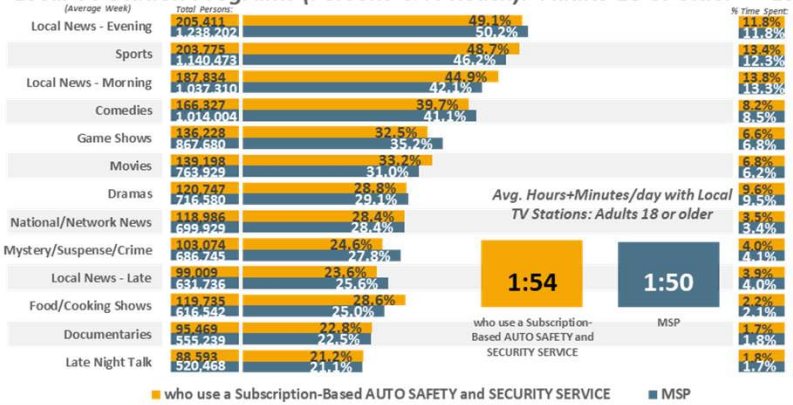
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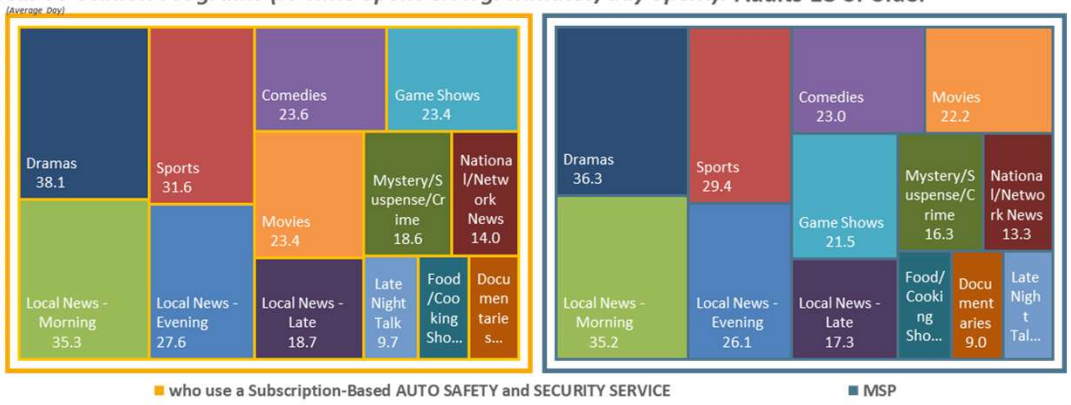
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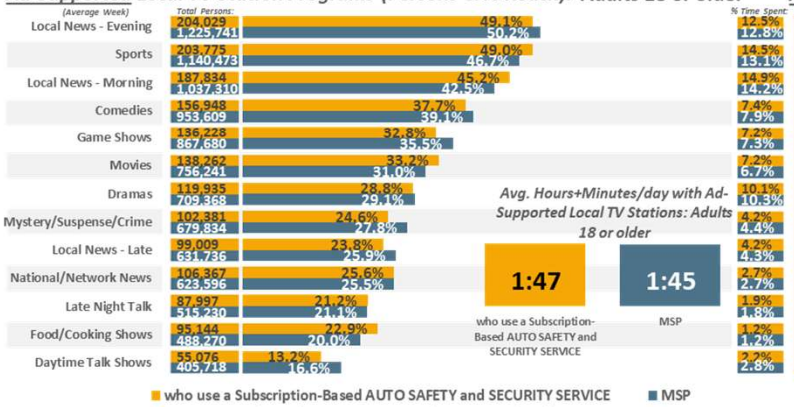
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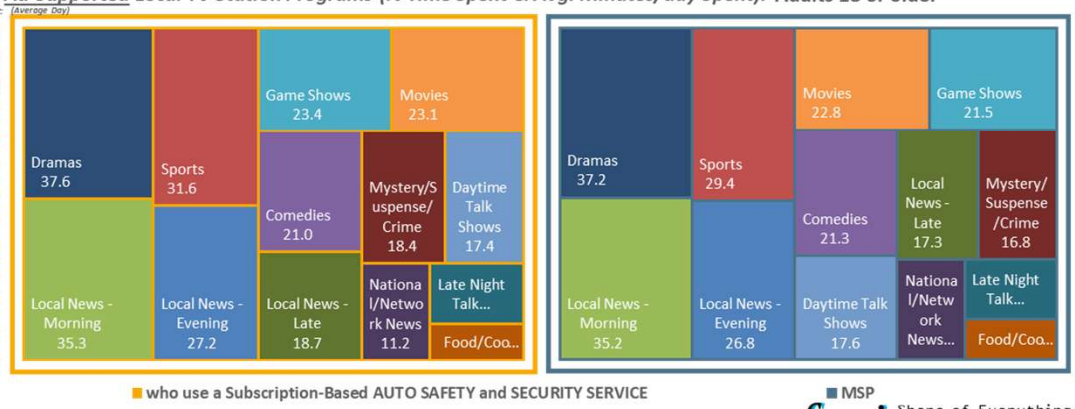
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

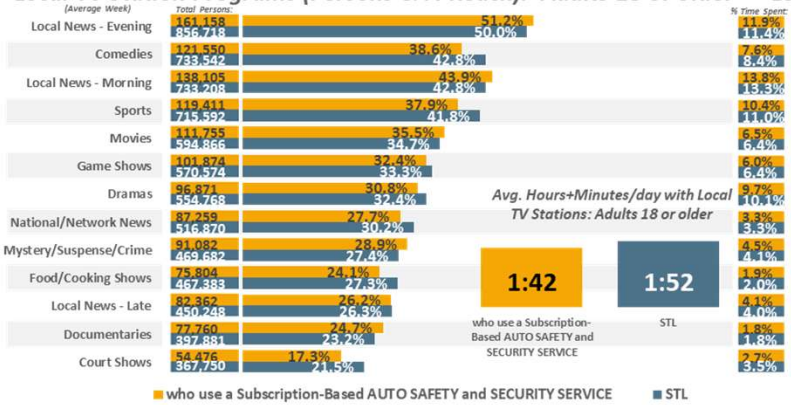
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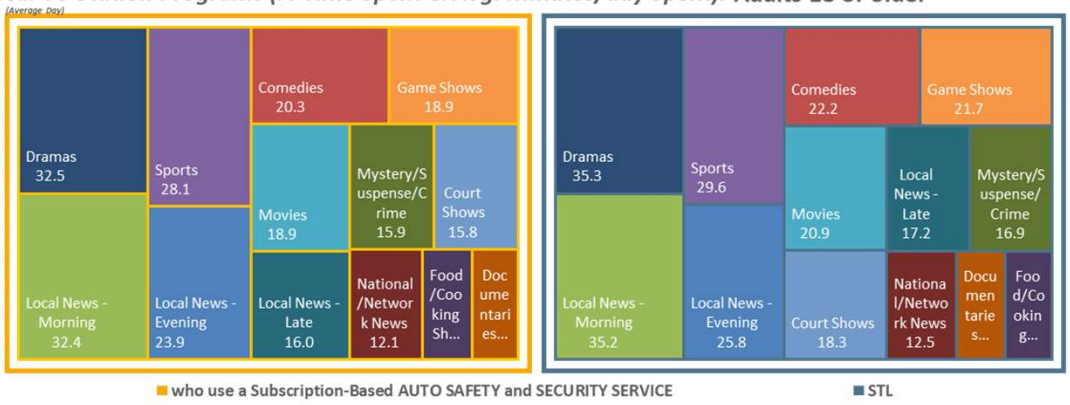
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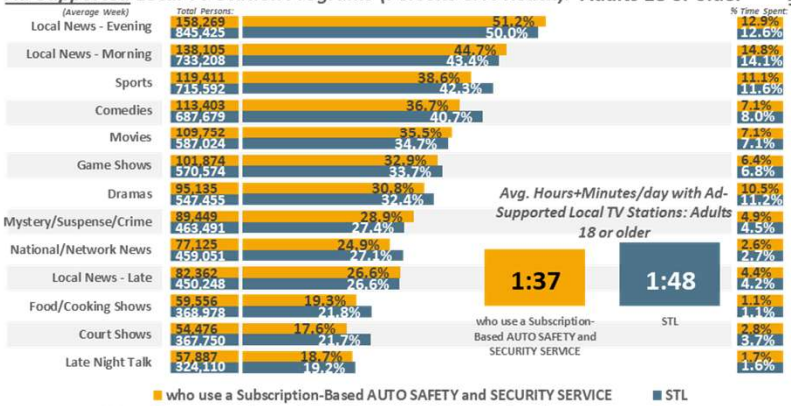
Local TV Station Programs (Persons & % Reach): Adults 18 or older



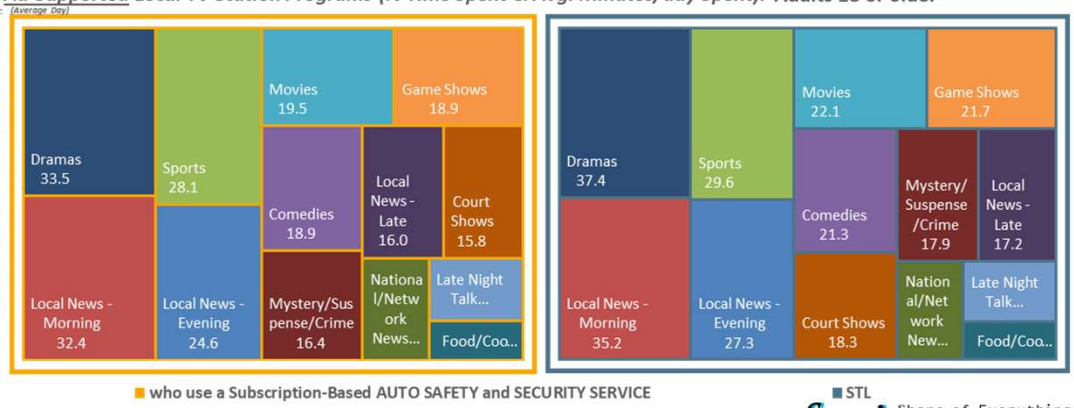
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

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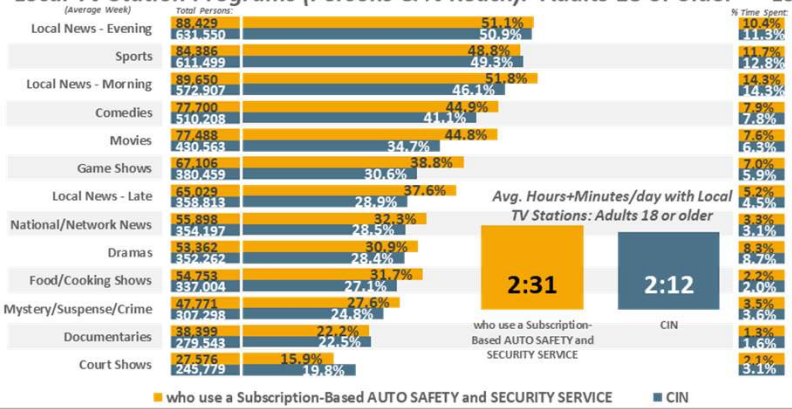
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

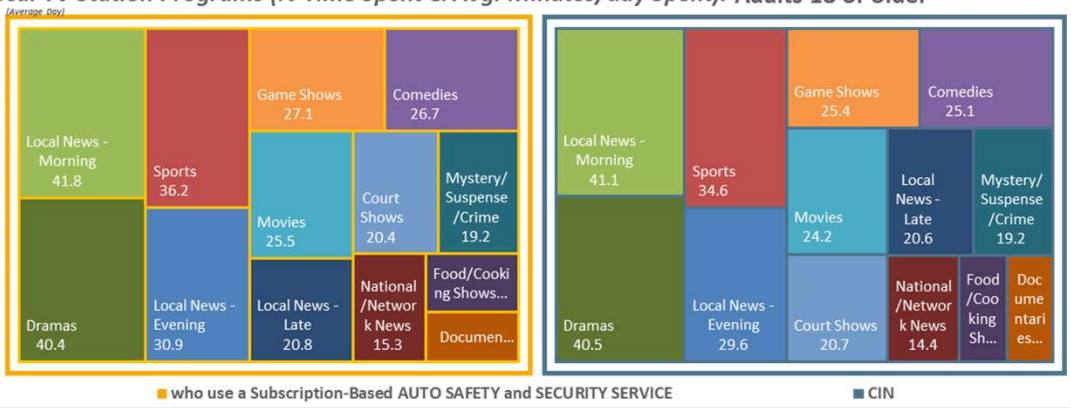


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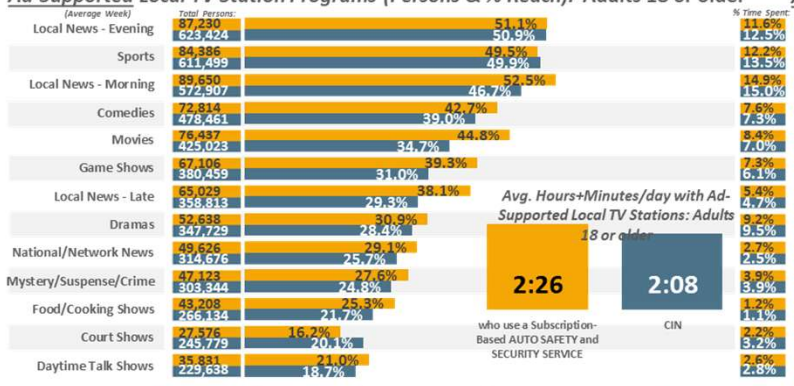
Local TV Station Programs (Persons & % Reach): Adults 18 or older



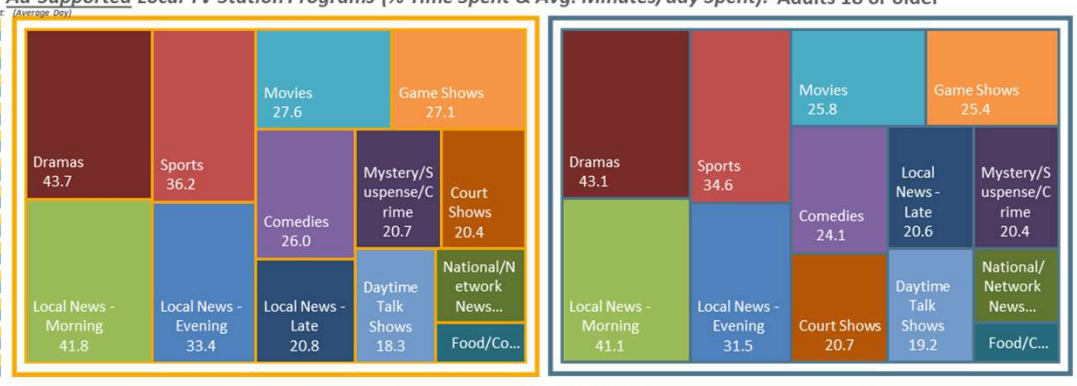
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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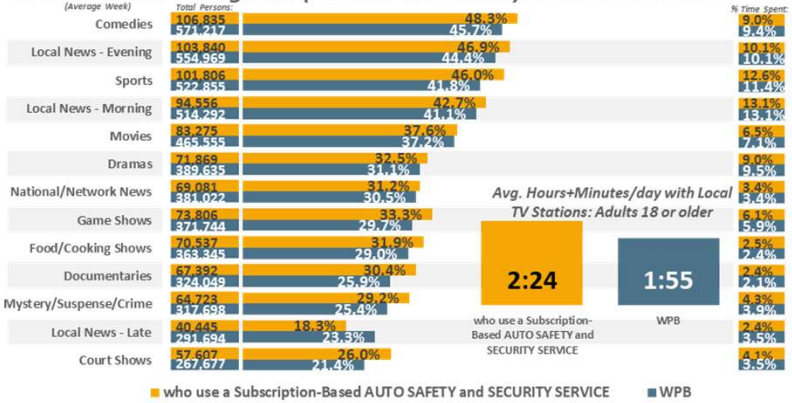
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

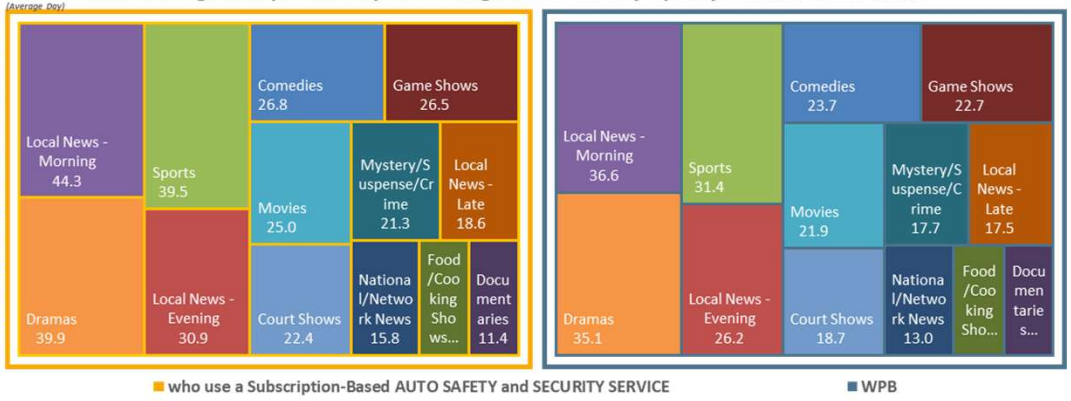


218,716 or 78.1% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Game Shows.

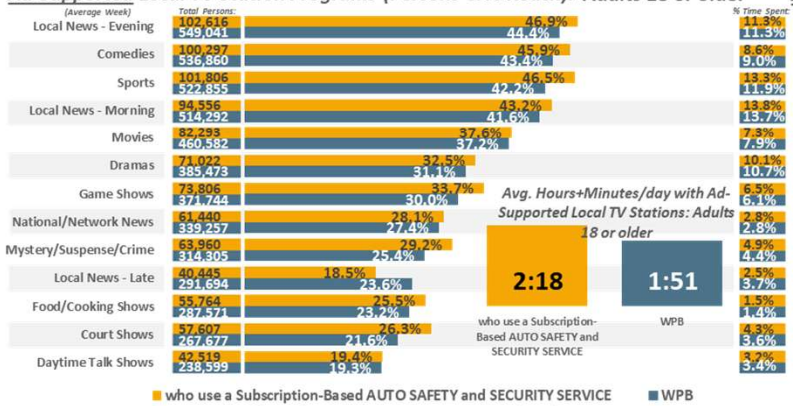
Local TV Station Programs (Persons & % Reach): Adults 18 or older



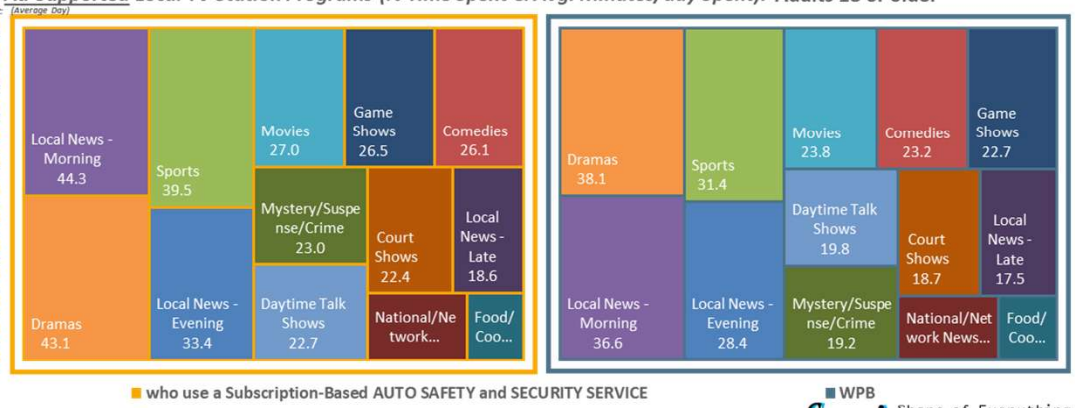
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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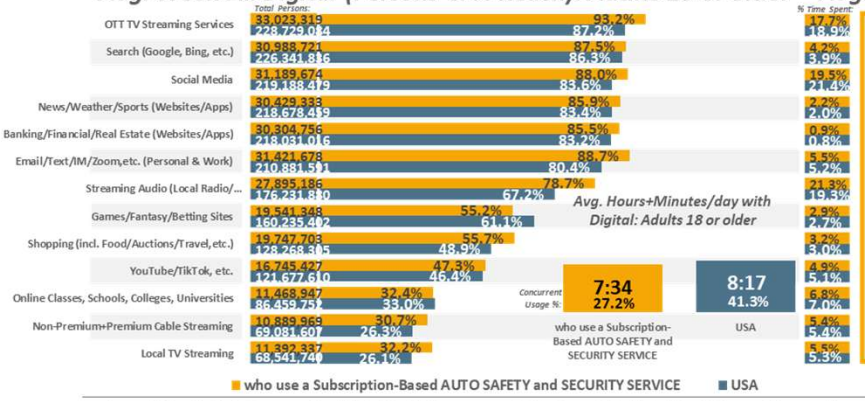
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

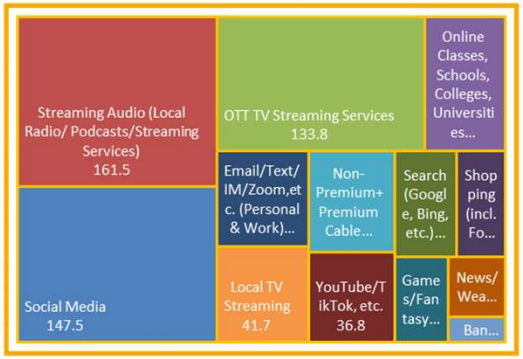


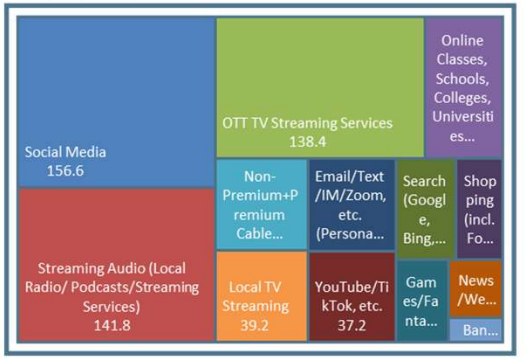
27,796,097 or 78.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 131.4 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

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

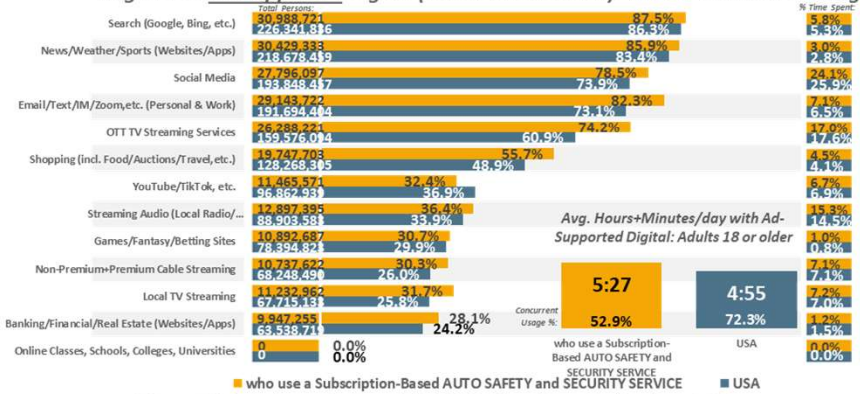


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

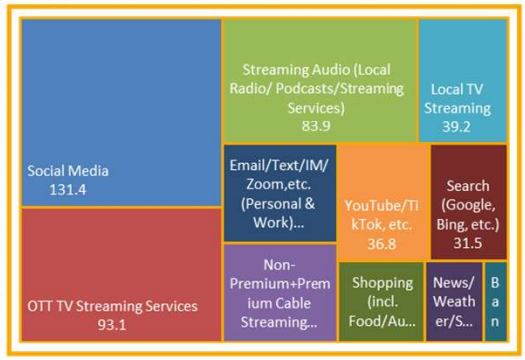


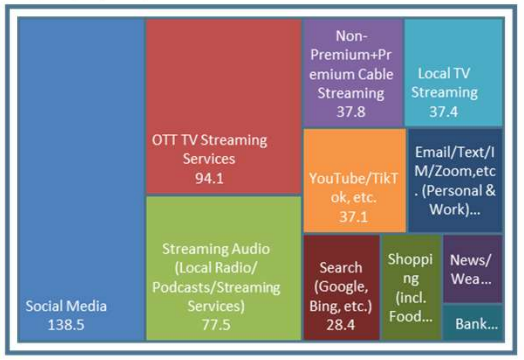


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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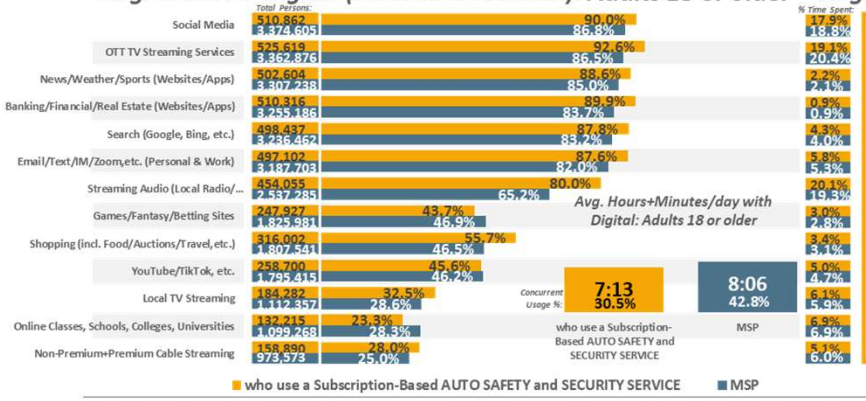
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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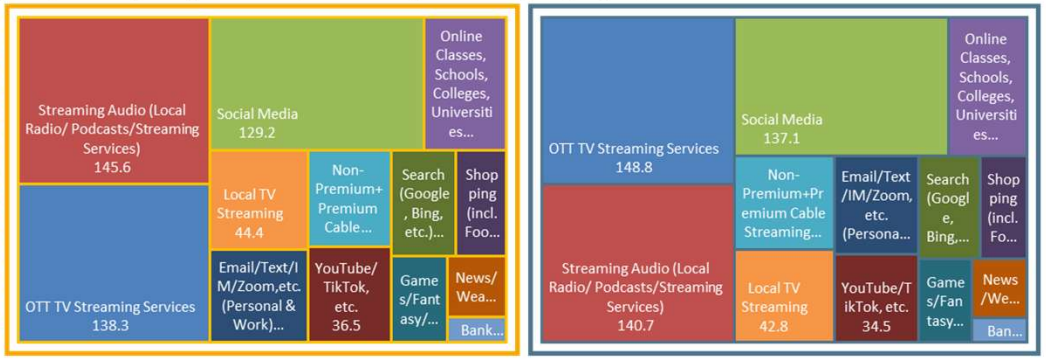
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

463,084 or 81.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 117.1 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

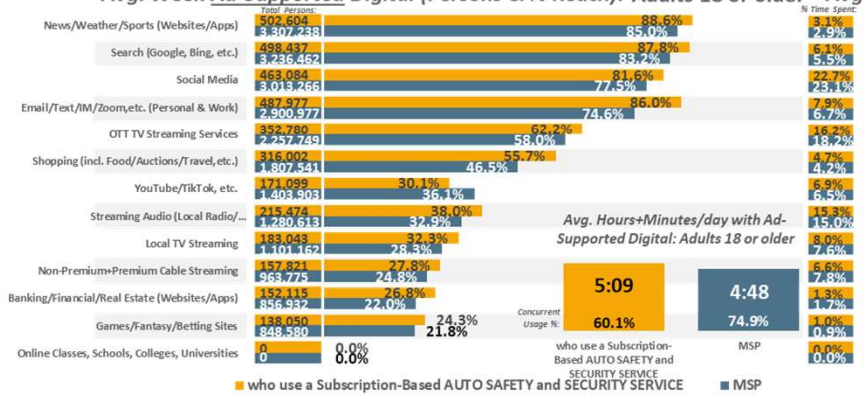
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



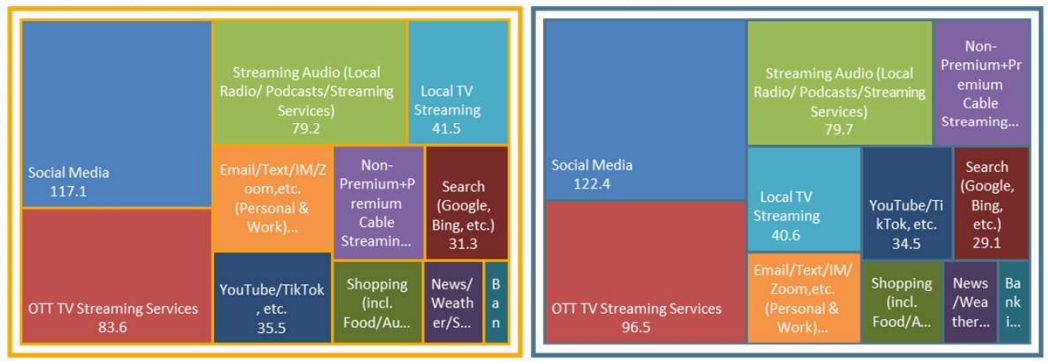
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

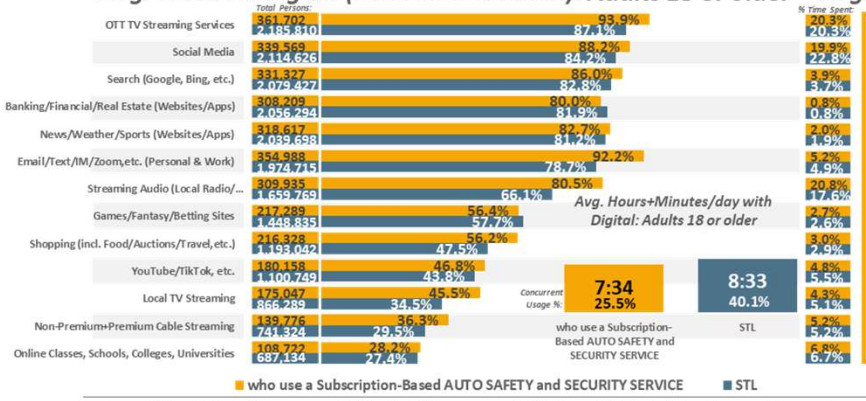
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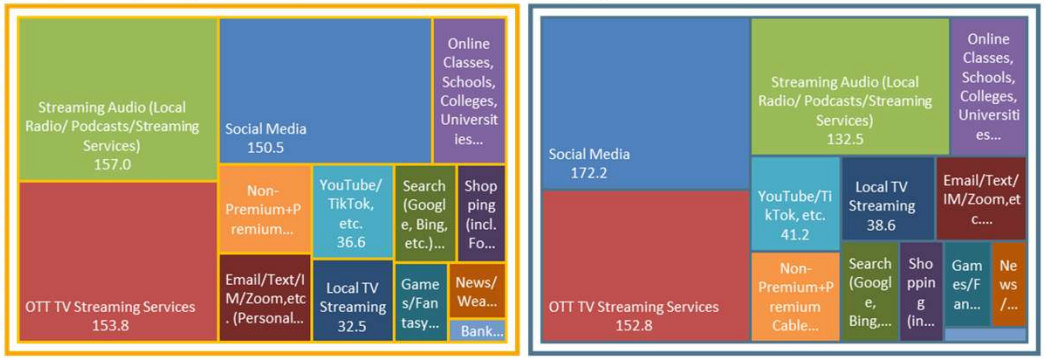
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

315,259 or 81.9% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 139.7 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

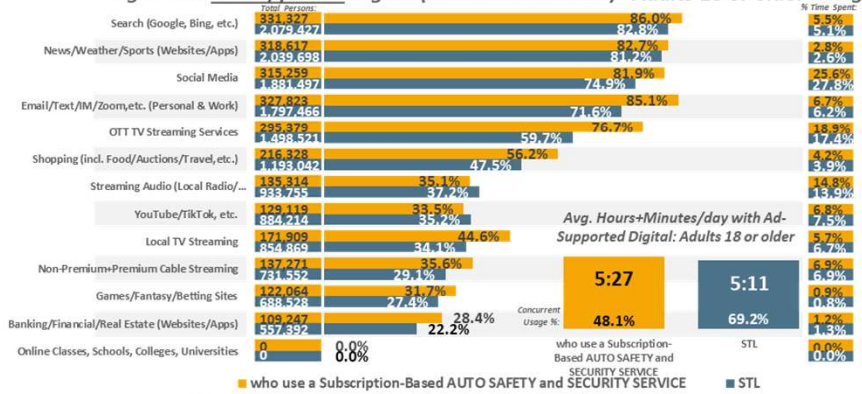
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



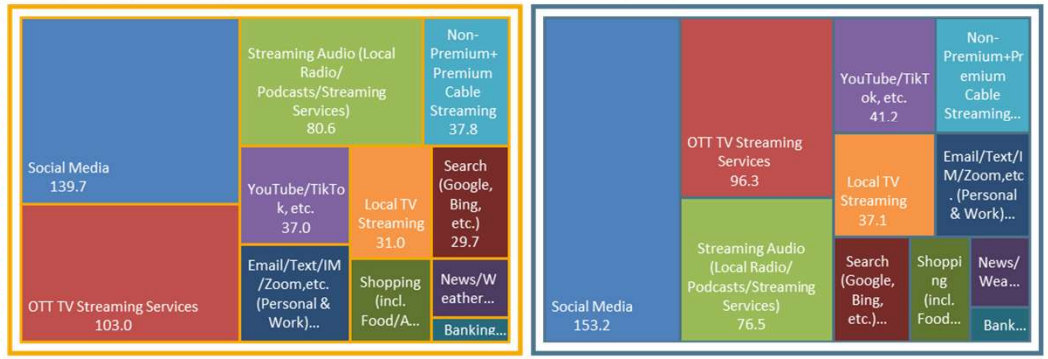
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

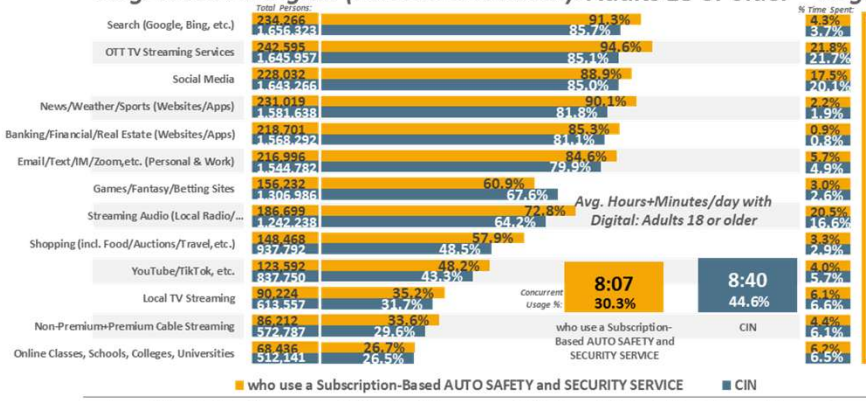
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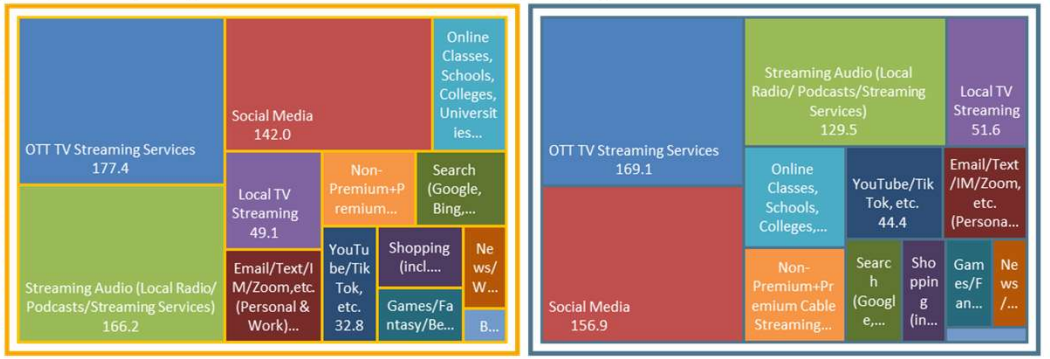
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

197,056 or 76.8% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 122.7 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

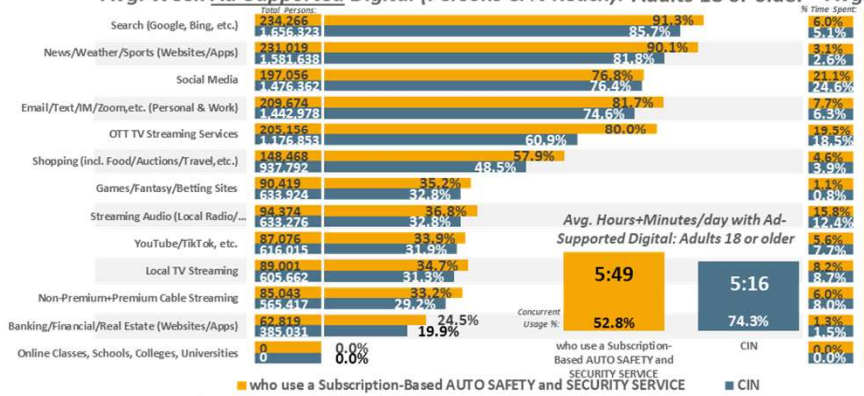
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



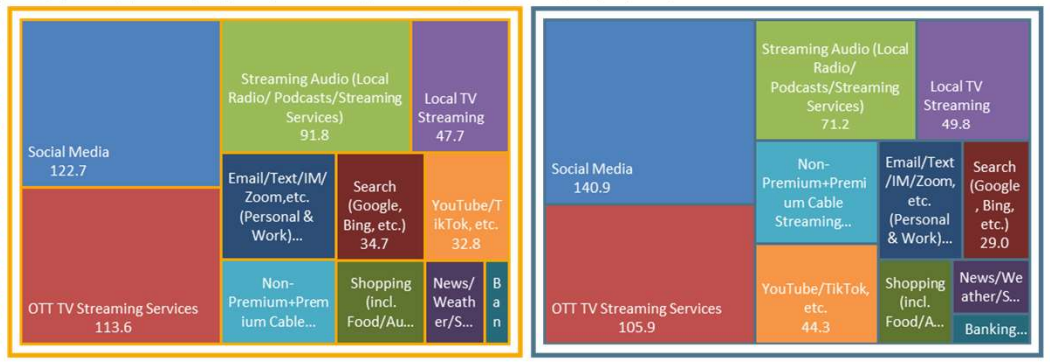
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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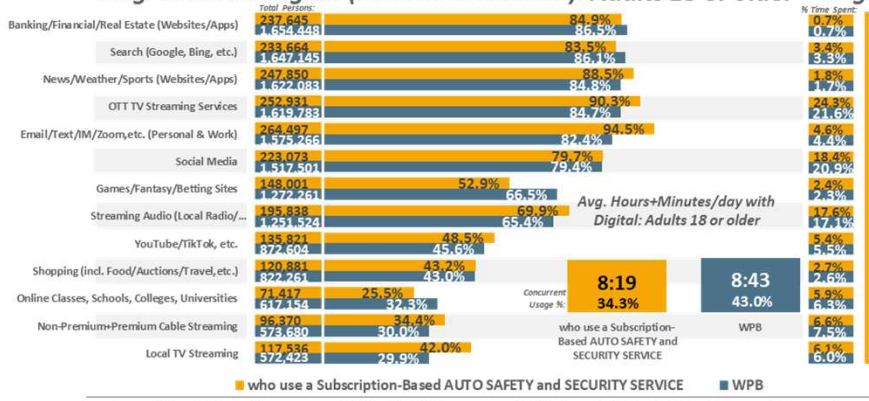
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

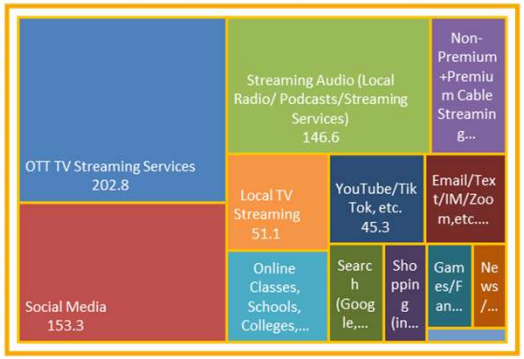
Upstream — Fusion API Security for Automotive, Mobility and Transportation — WPB

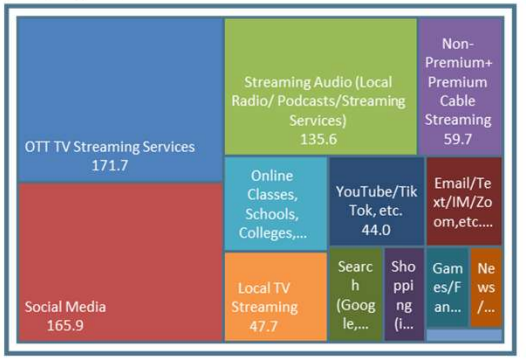
191,020 or 68.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Social Media for an average of 131.3 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

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

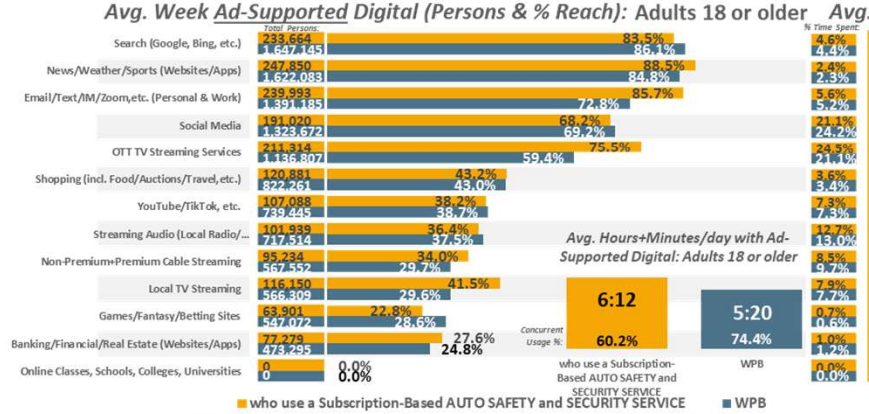


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



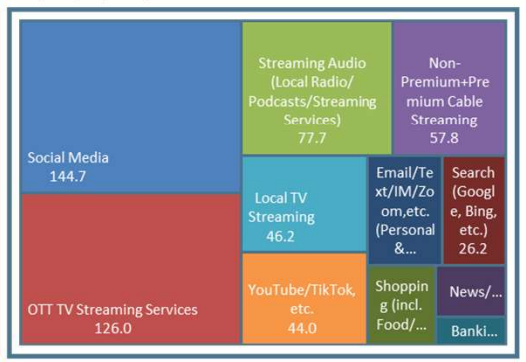


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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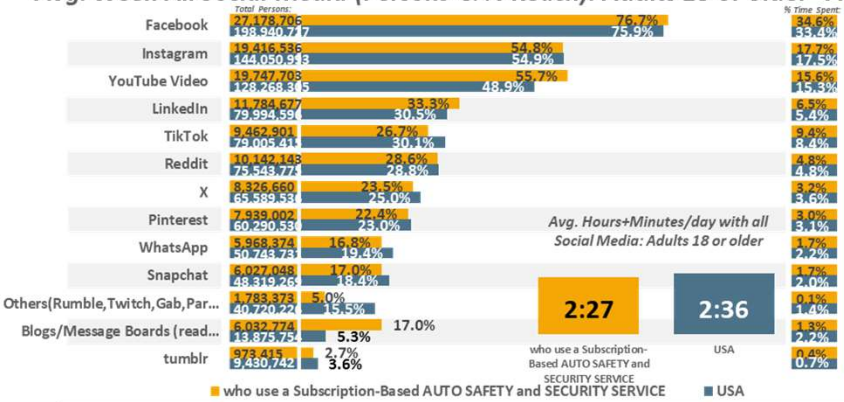
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

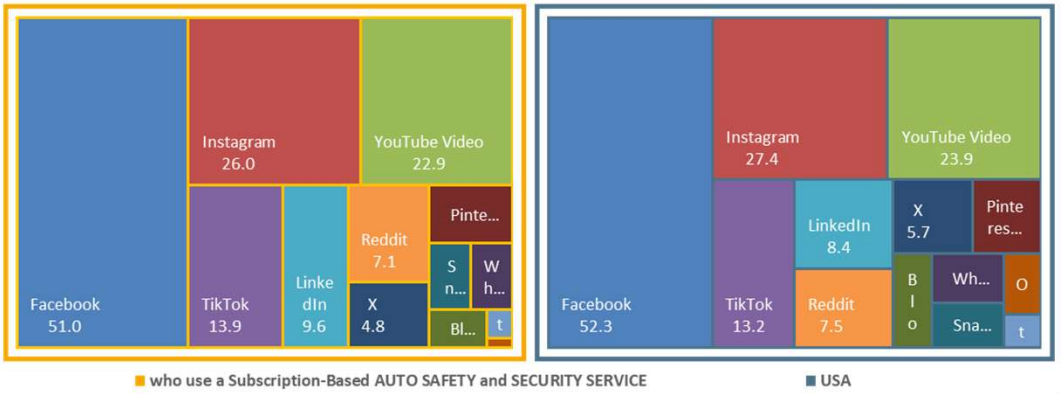


27,178,706 or 76.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

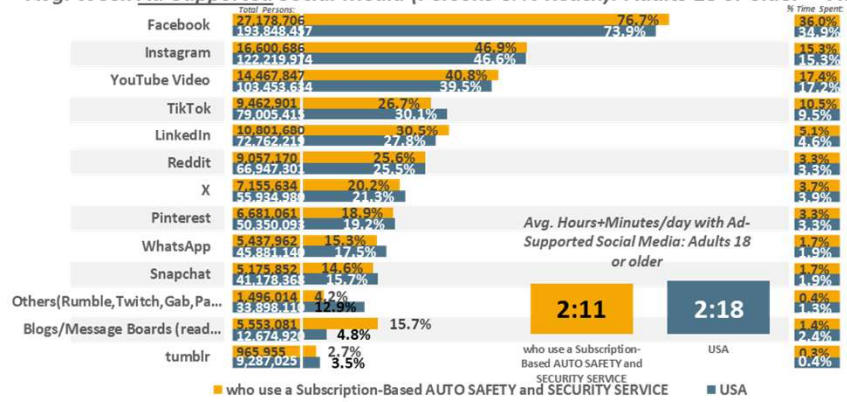
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



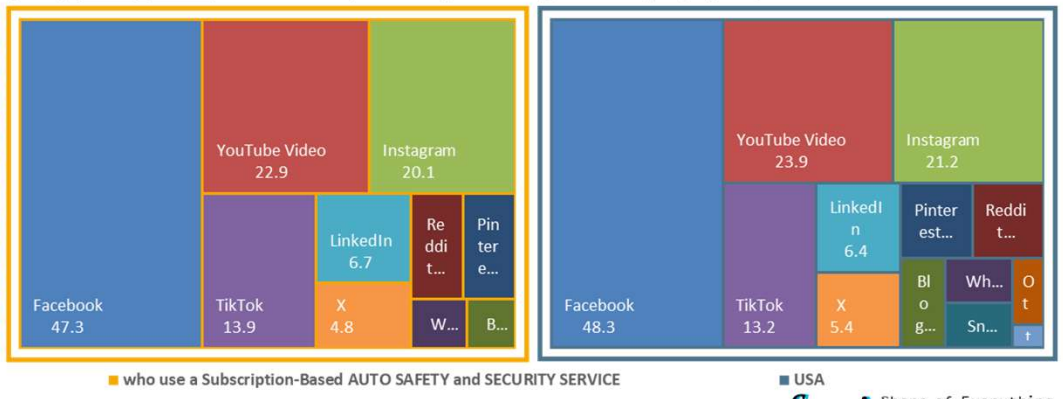
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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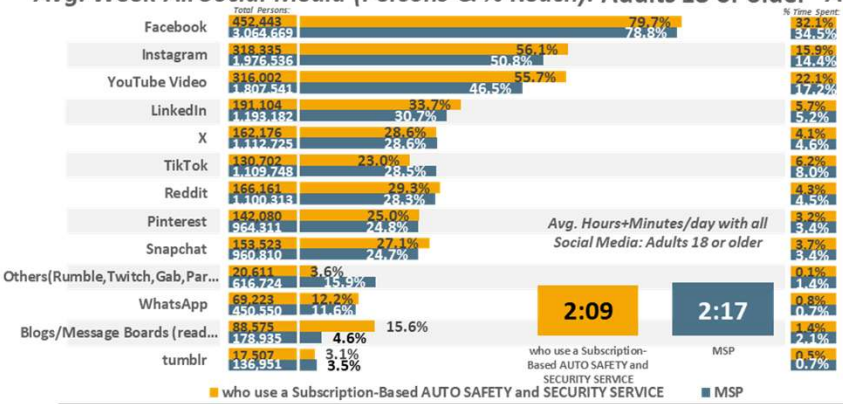
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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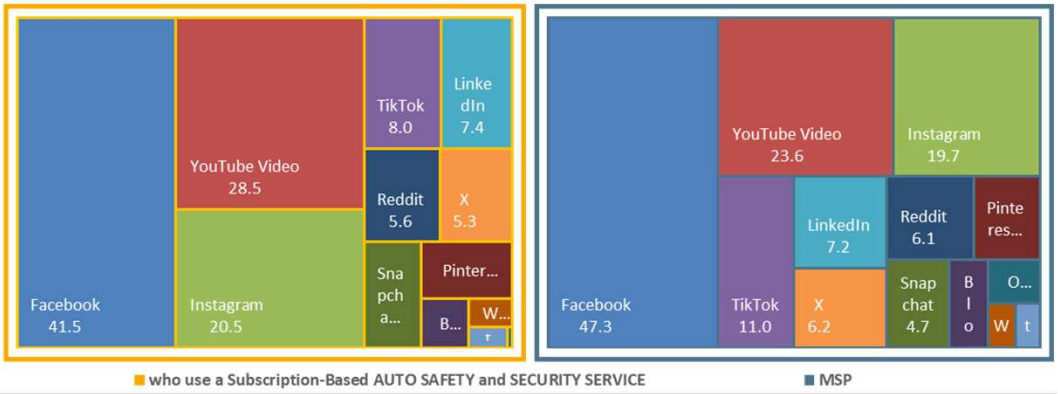
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

452,443 or 79.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 39.8 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

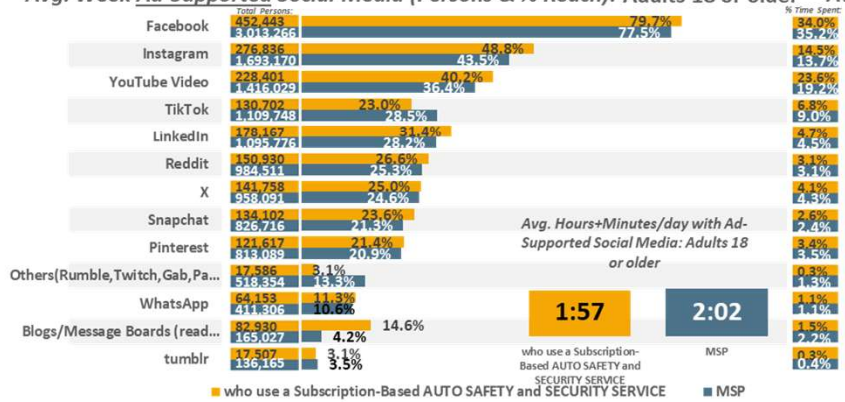
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



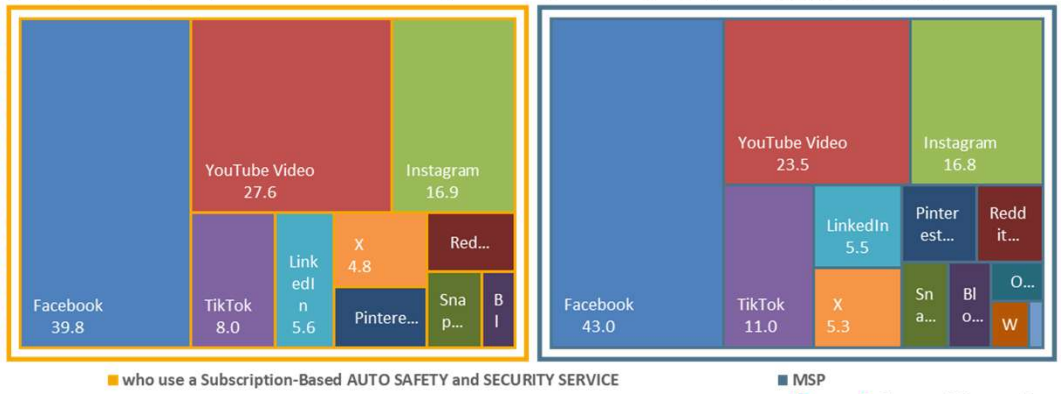
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

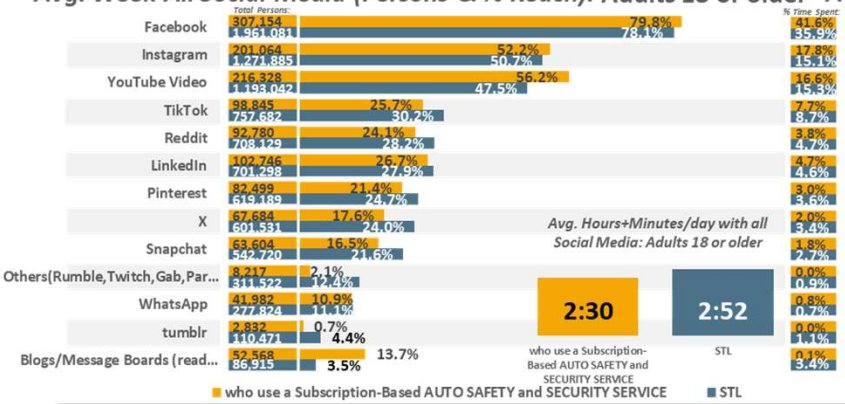
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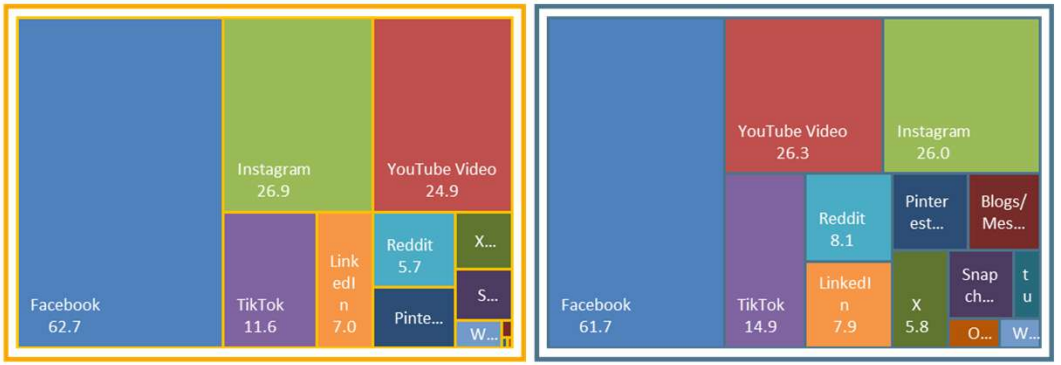
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

307,154 or 79.8% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 55.7 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

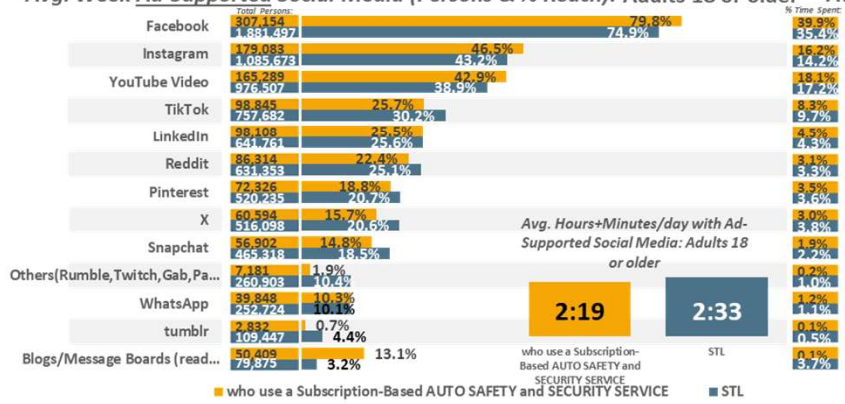
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



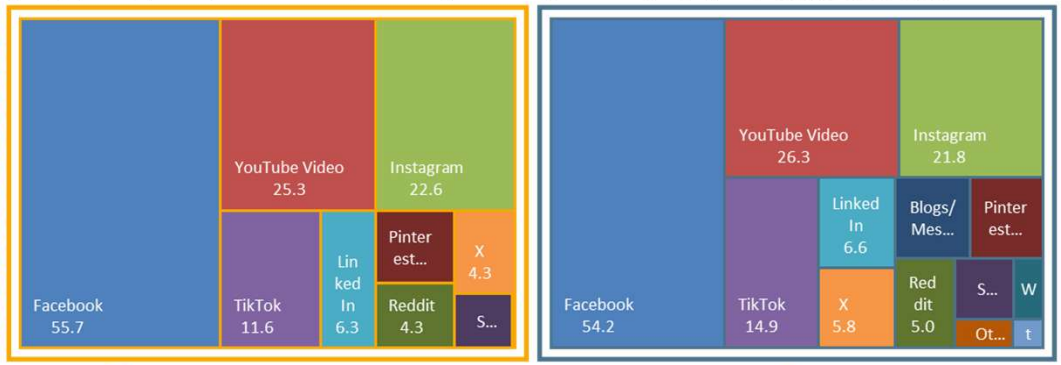
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

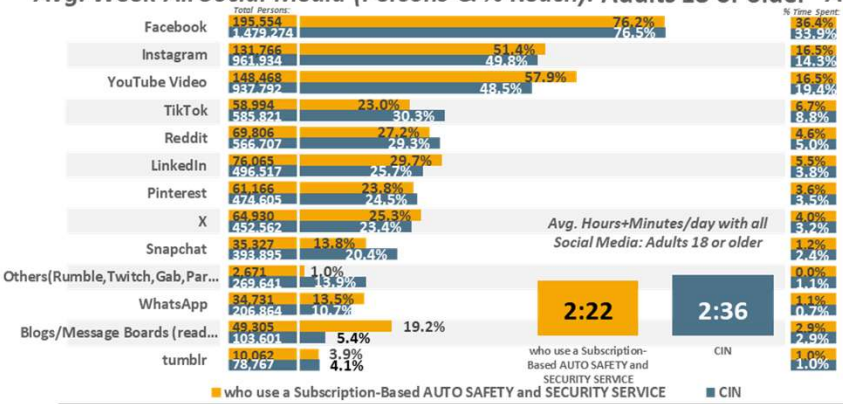
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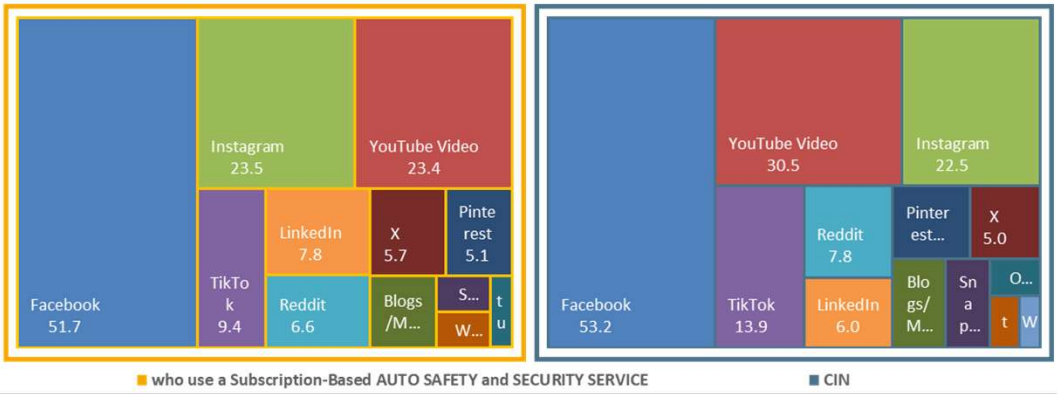
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

195,554 or 76.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 45.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

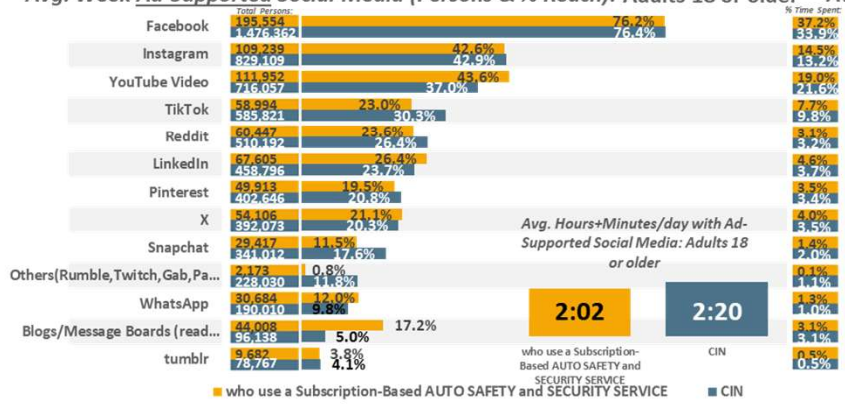
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



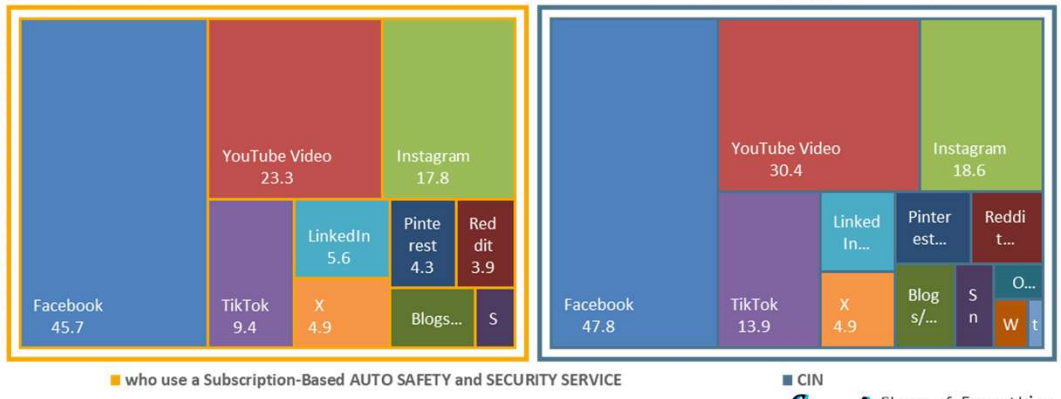
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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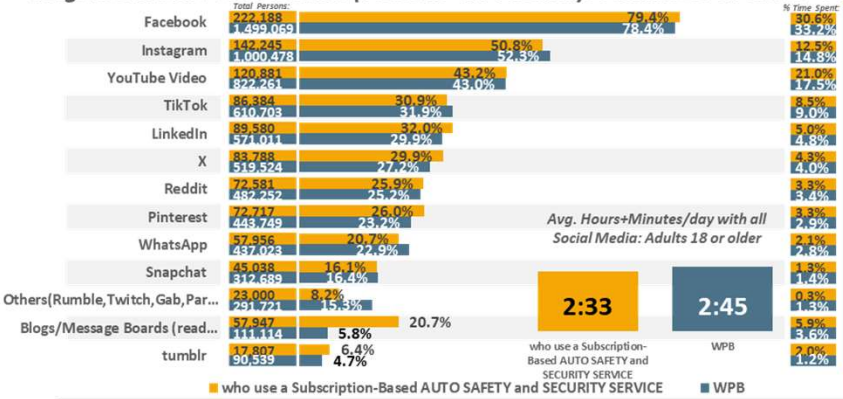
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

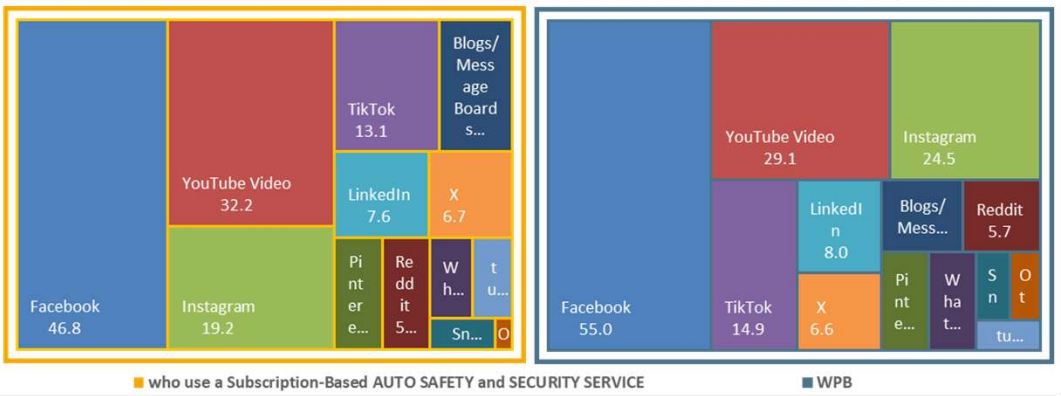


191,020 or 68.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 37.5 minutes every day representing 28.6% of all time spent daily with Ad-Supported Social Media.

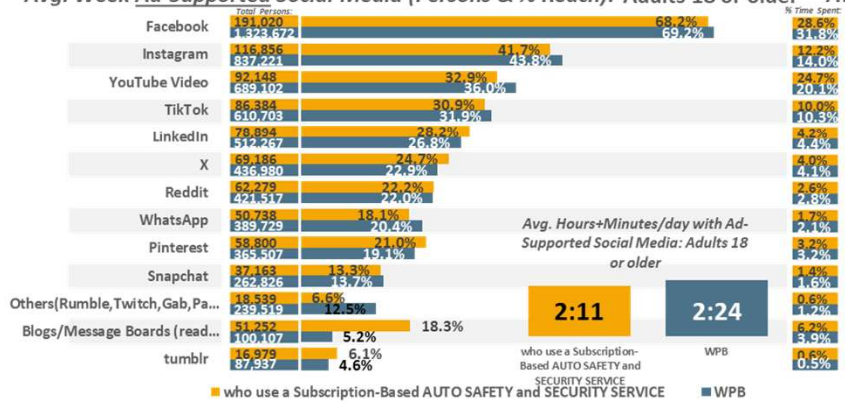
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



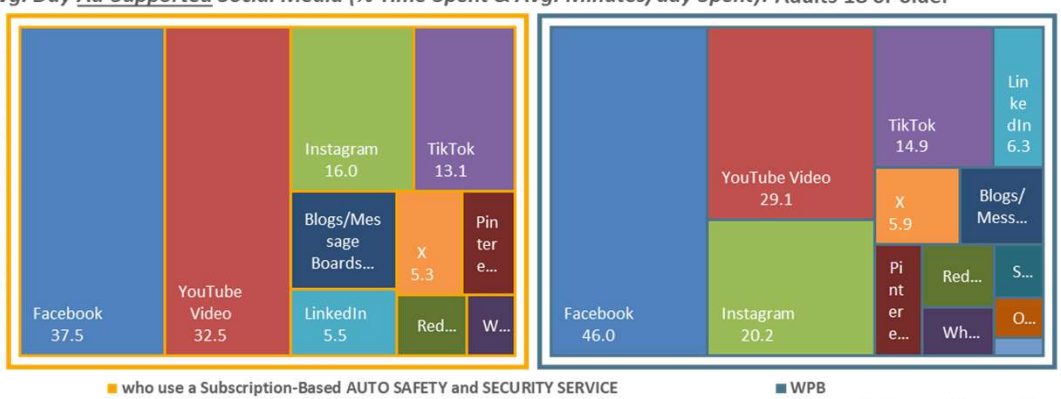
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

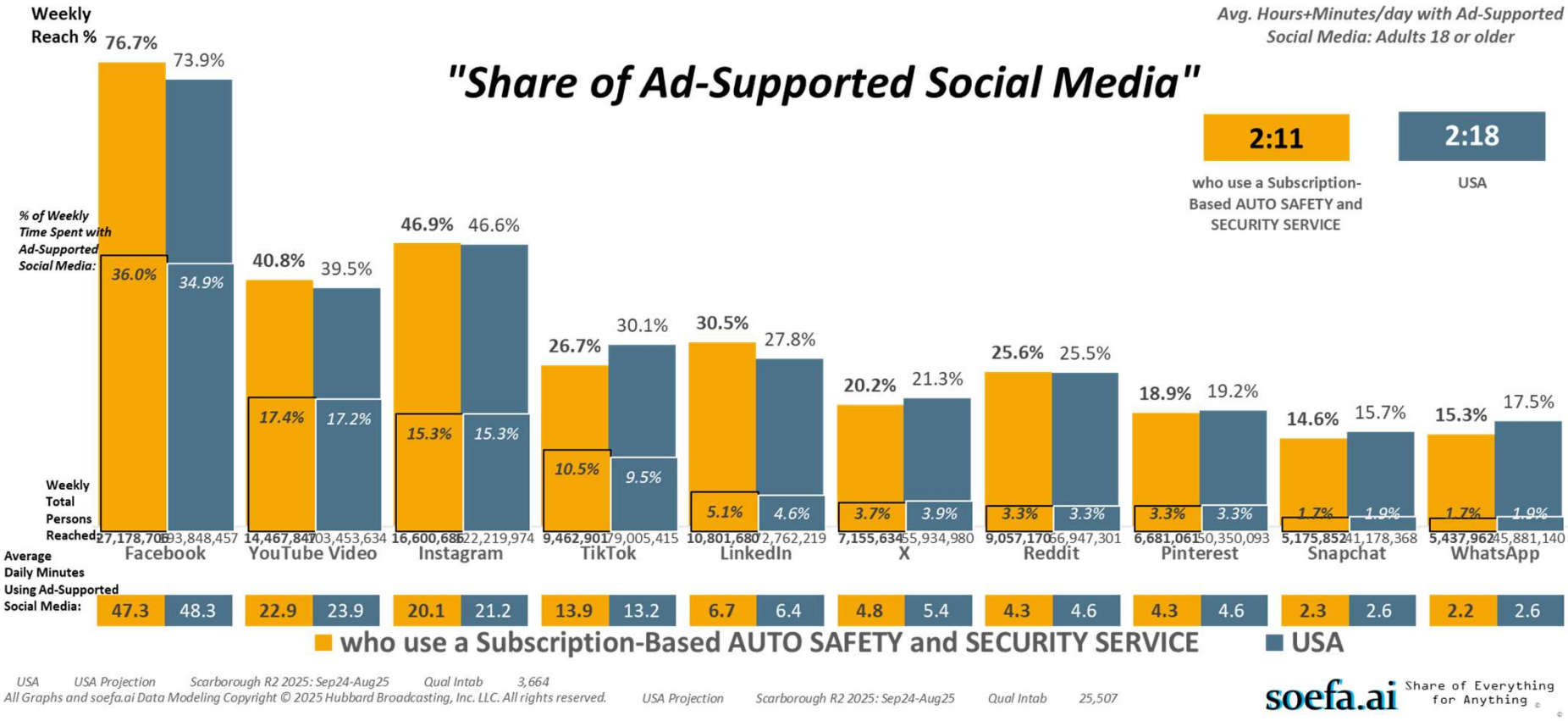
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

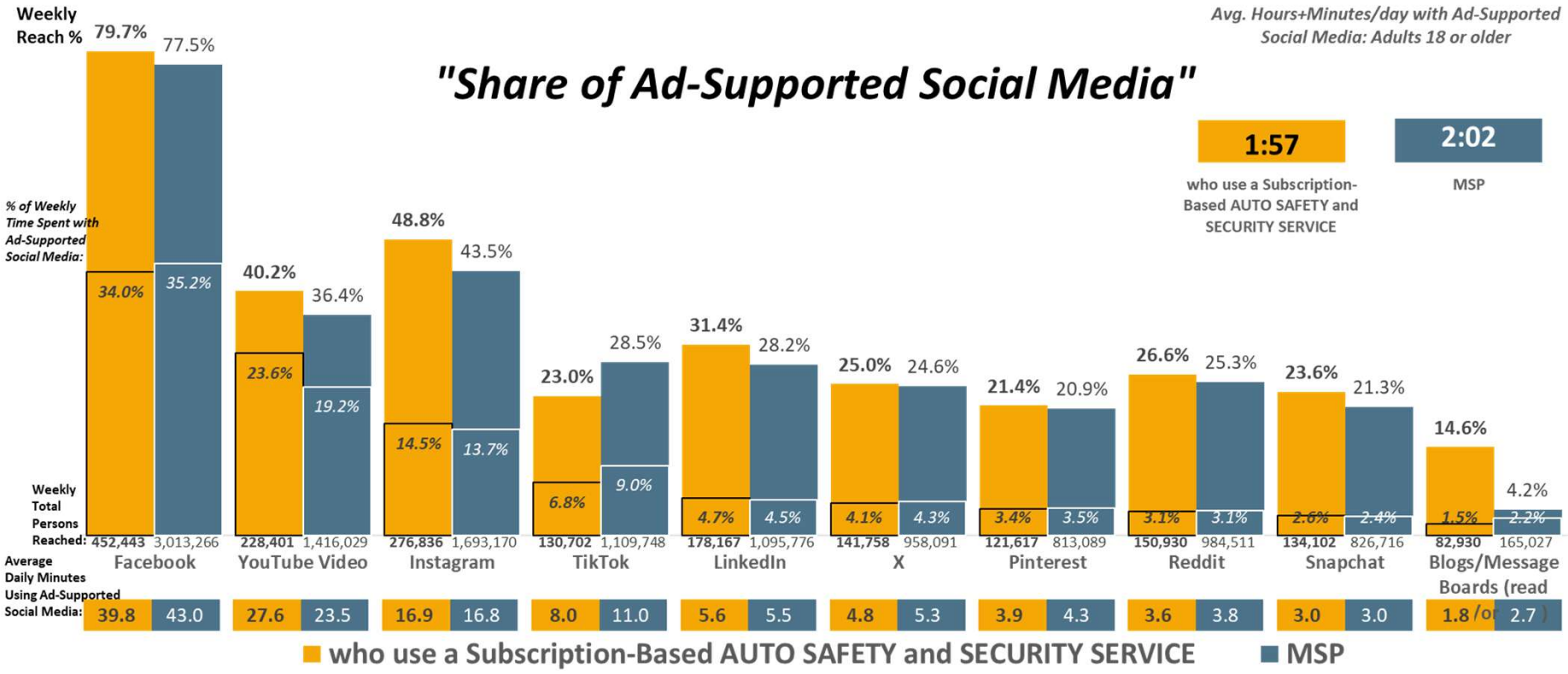
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

452,443 or 79.7% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 39.8 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

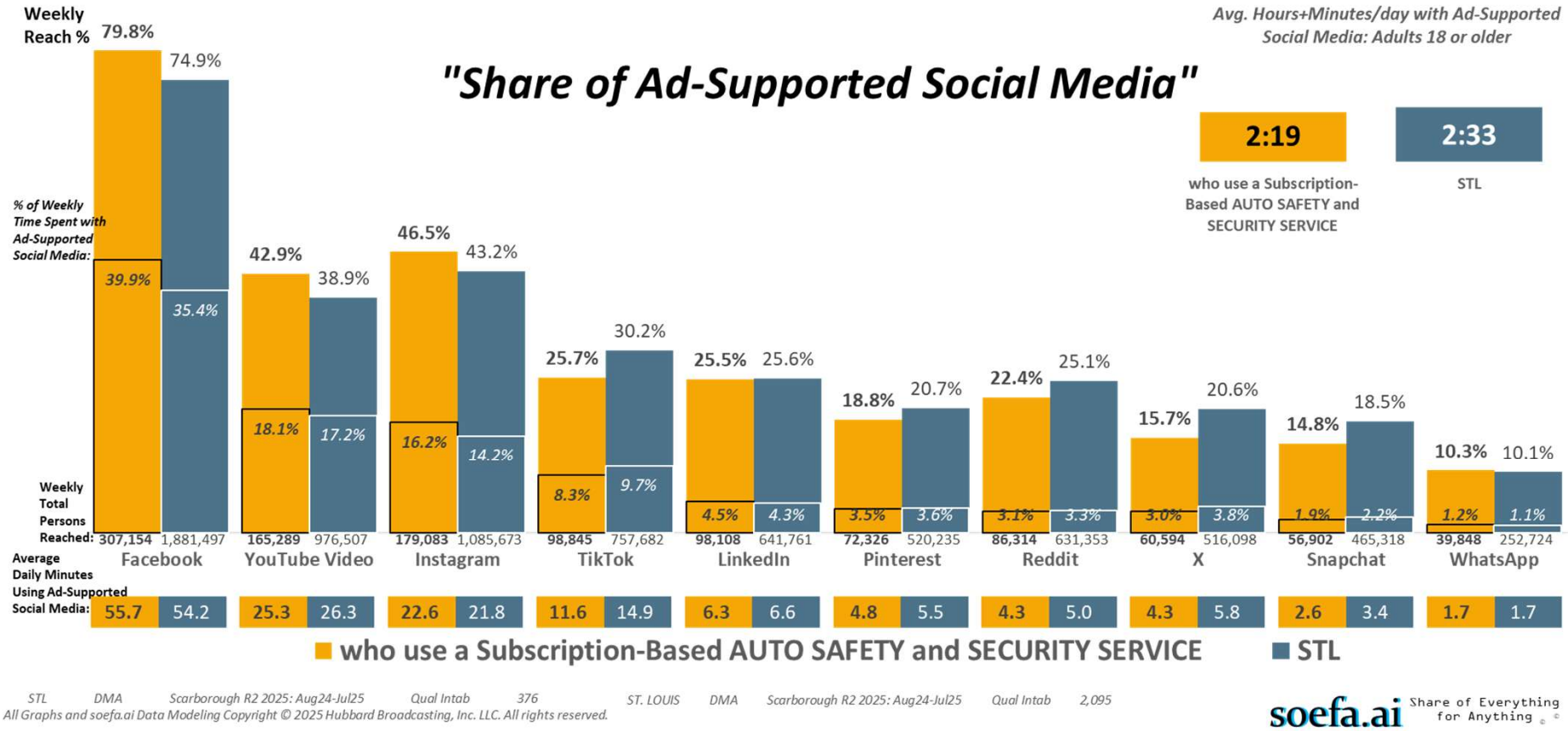
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream STL

307,154 or 79.8% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 55.7 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.



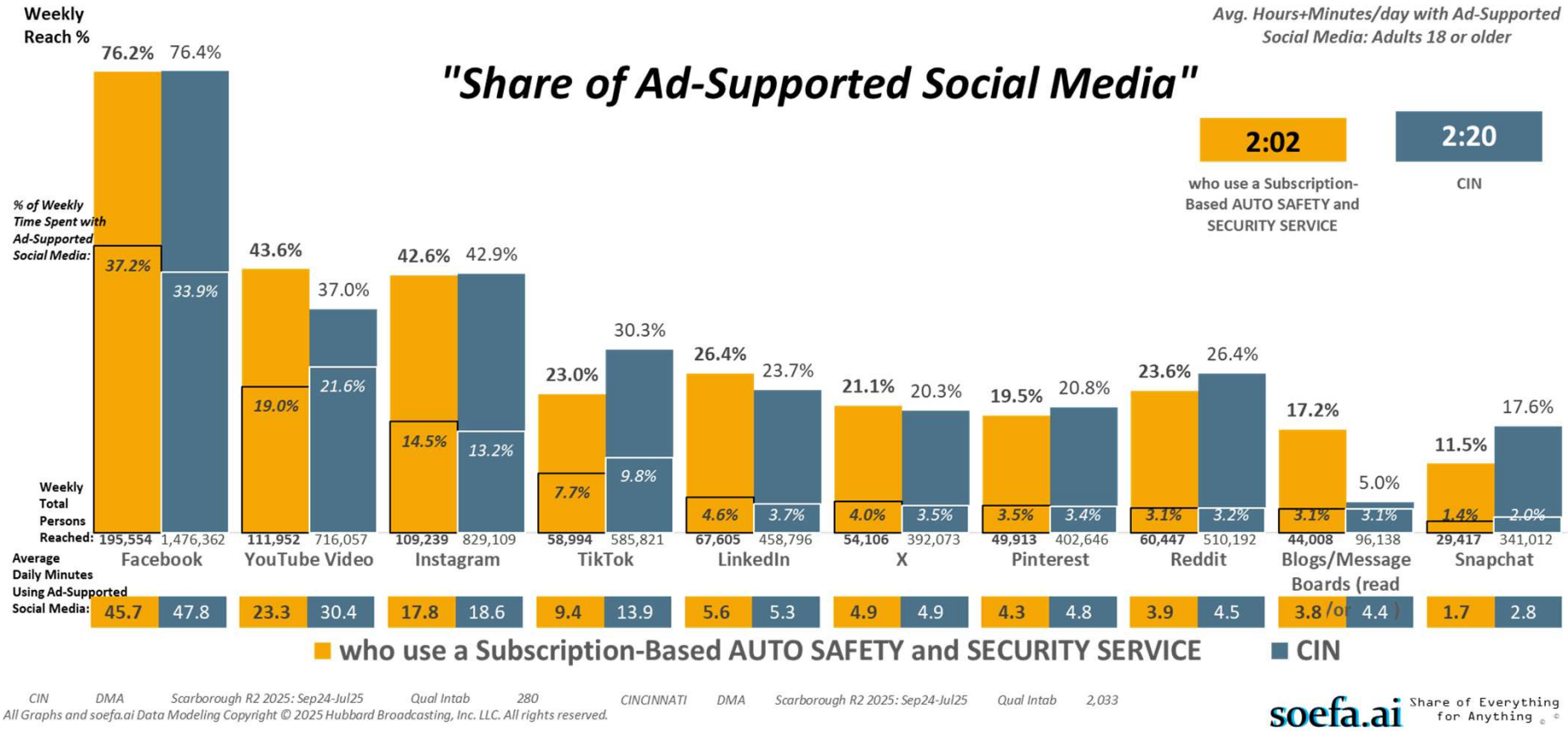
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

195,554 or 76.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 45.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.



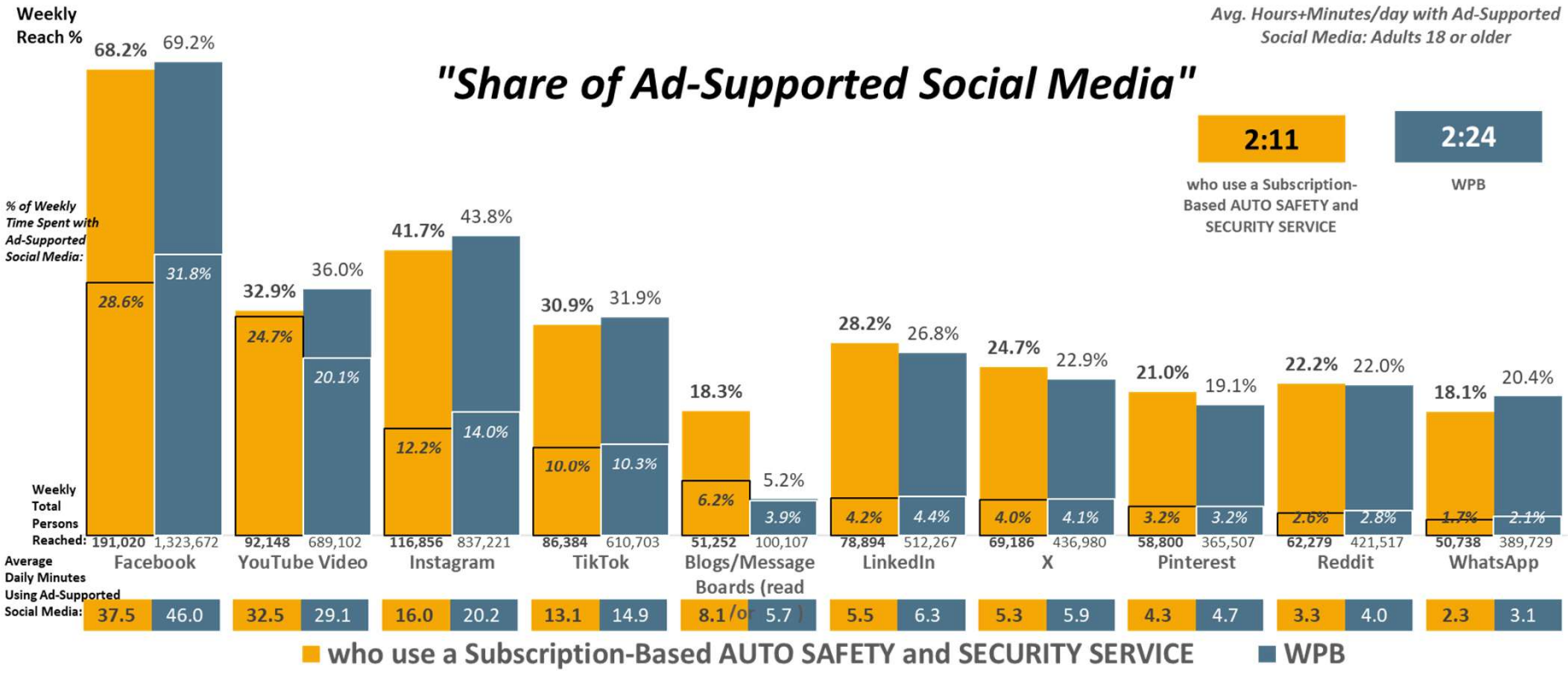
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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

191,020 or 68.2% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE use Ad-Supported Facebook for an average of 37.5 minutes every day representing 28.6% of all time spent daily with Ad-Supported Social Media.



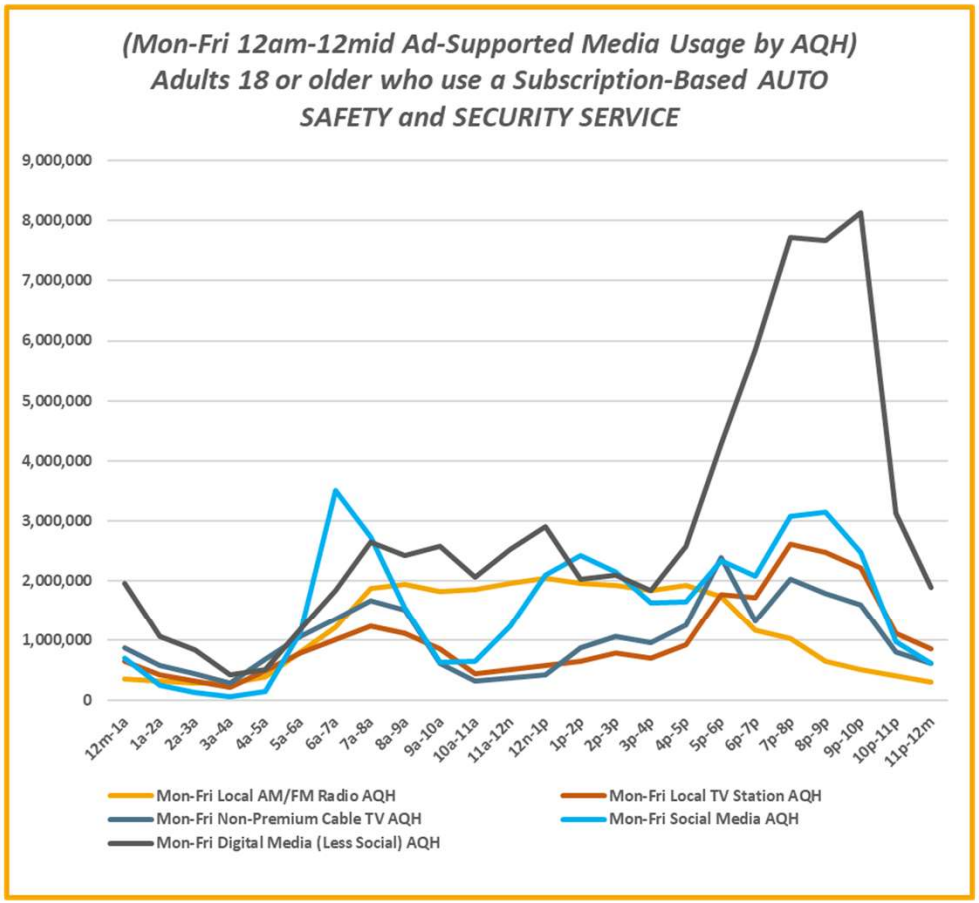
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

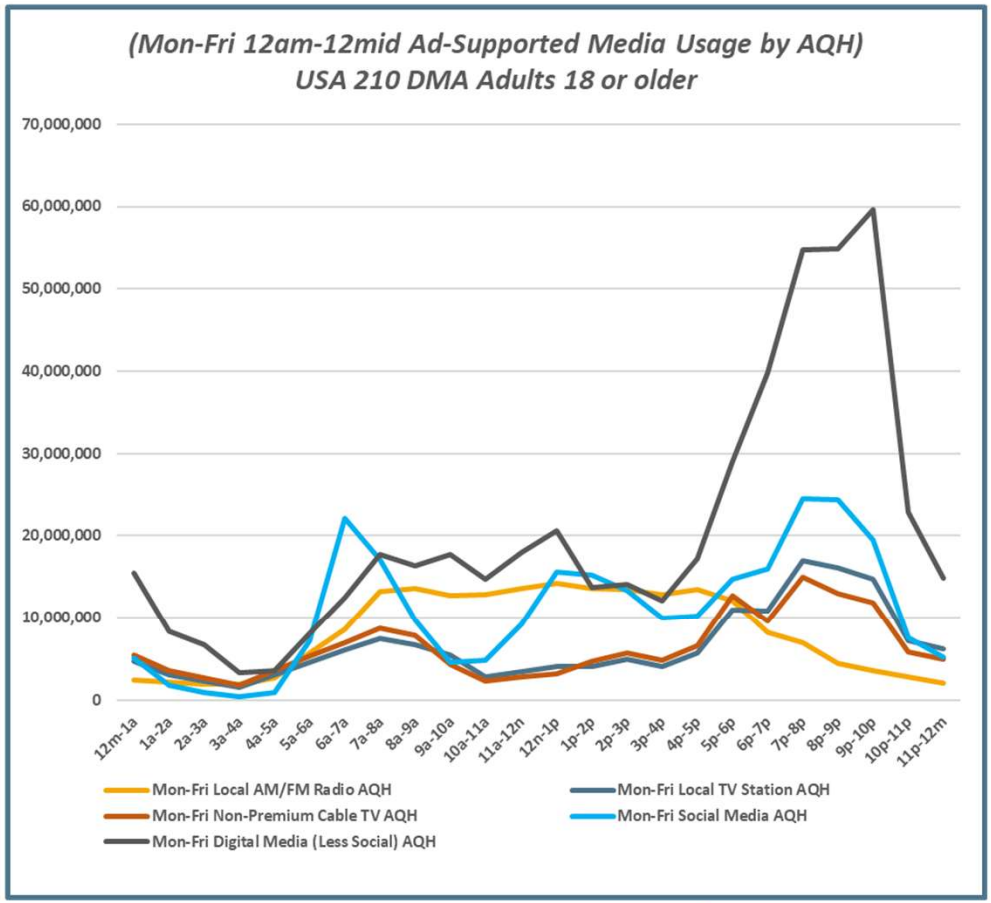
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

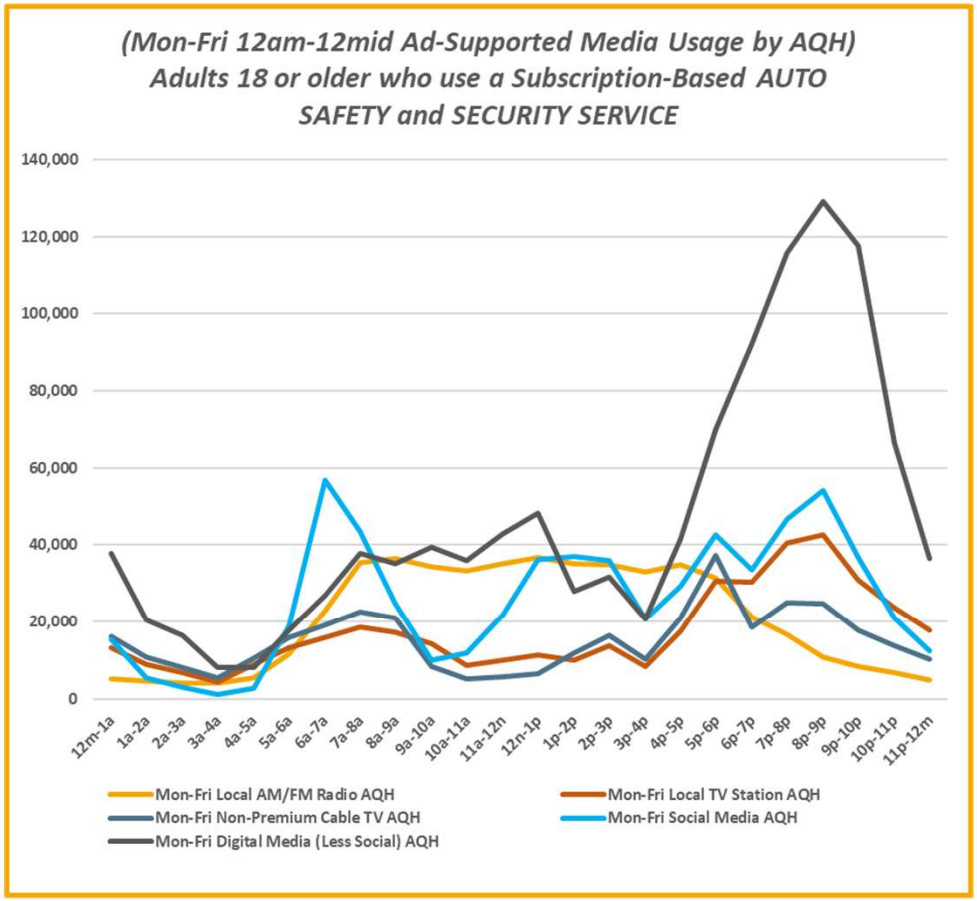
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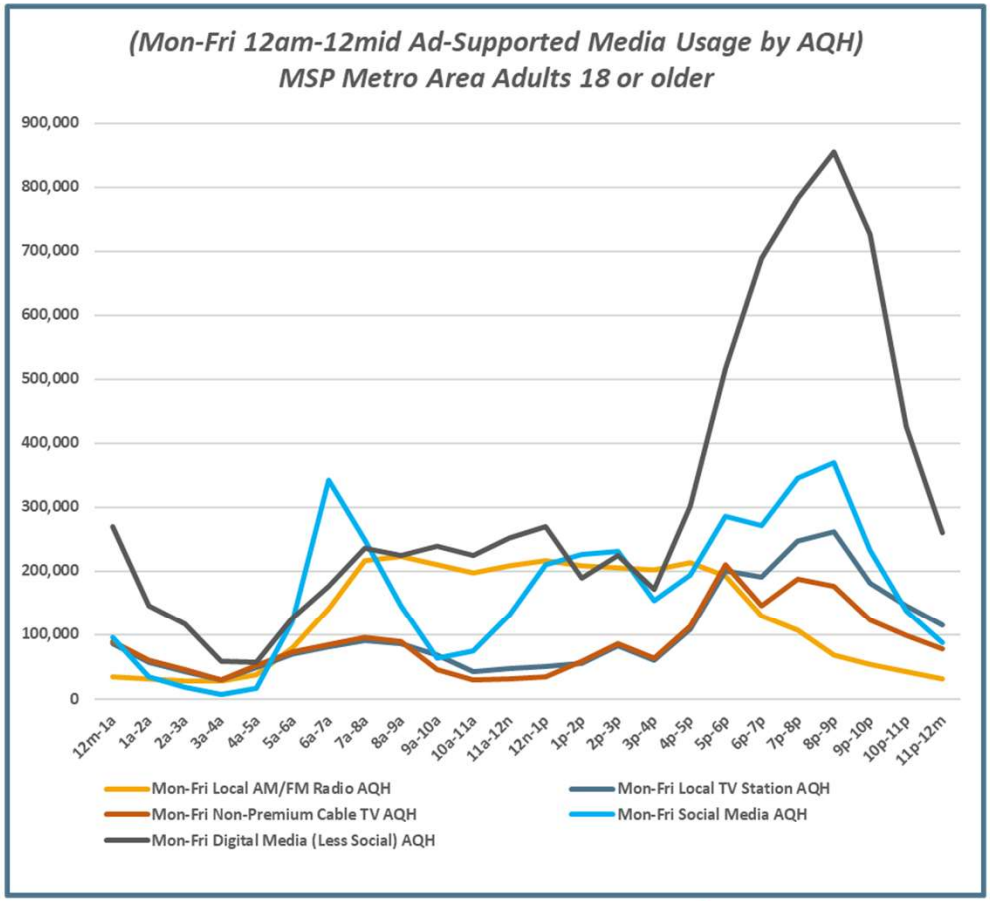
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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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: 42,308; Local Radio: 32,641; Social Media: 31,050; Local TV: 15,822; Non-Prem. Cable: 15,637 reaching Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECU





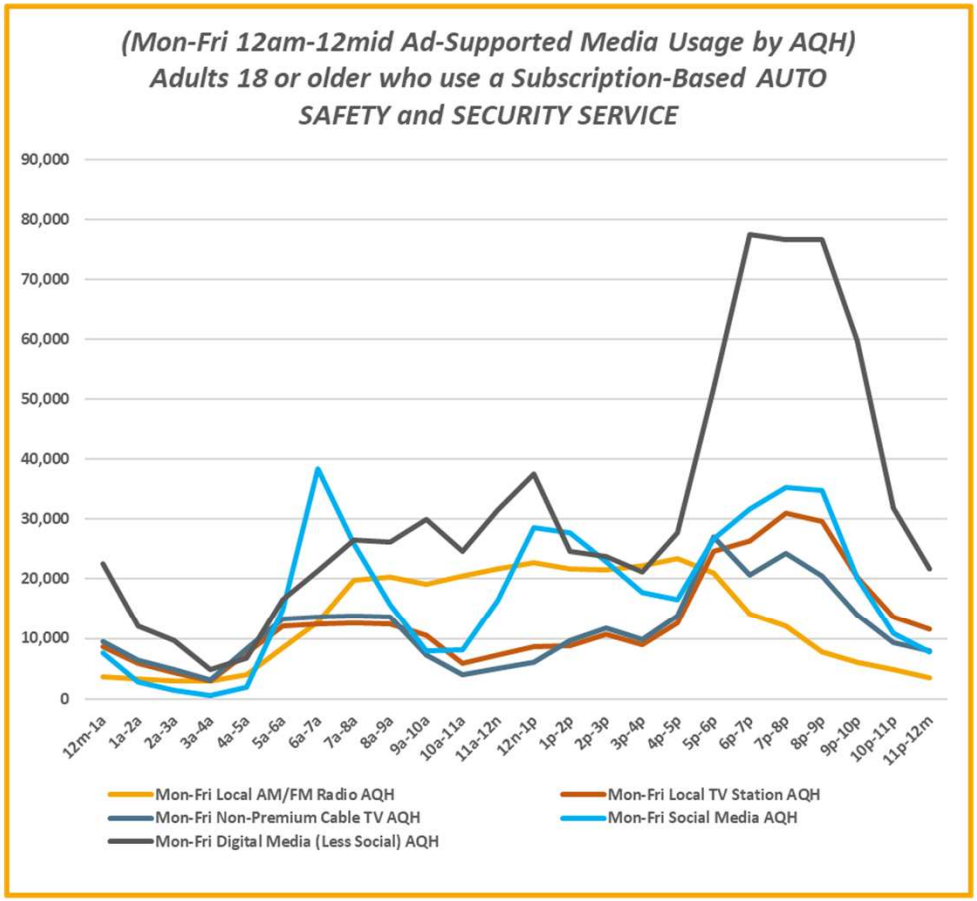
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

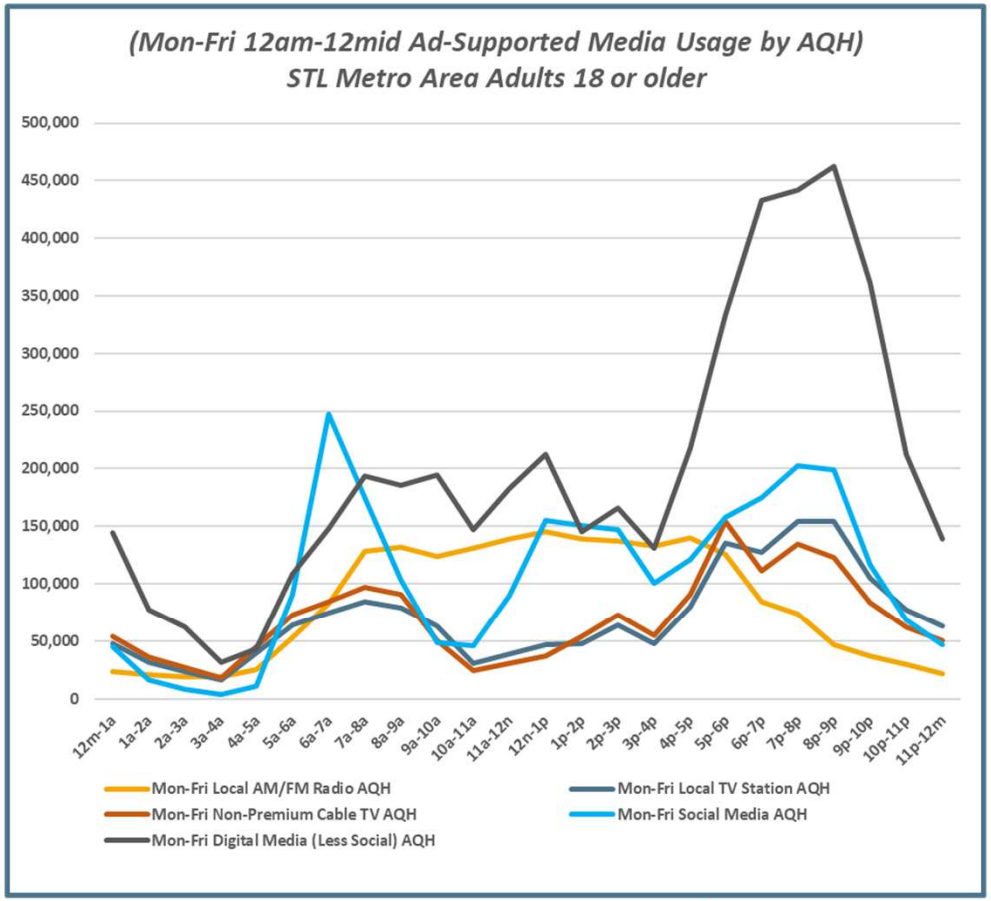
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,656; Social Media: 21,881; Local Radio: 20,110; Local TV: 12,447; Non-Prem. Cable: 12,014 reaching Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECU





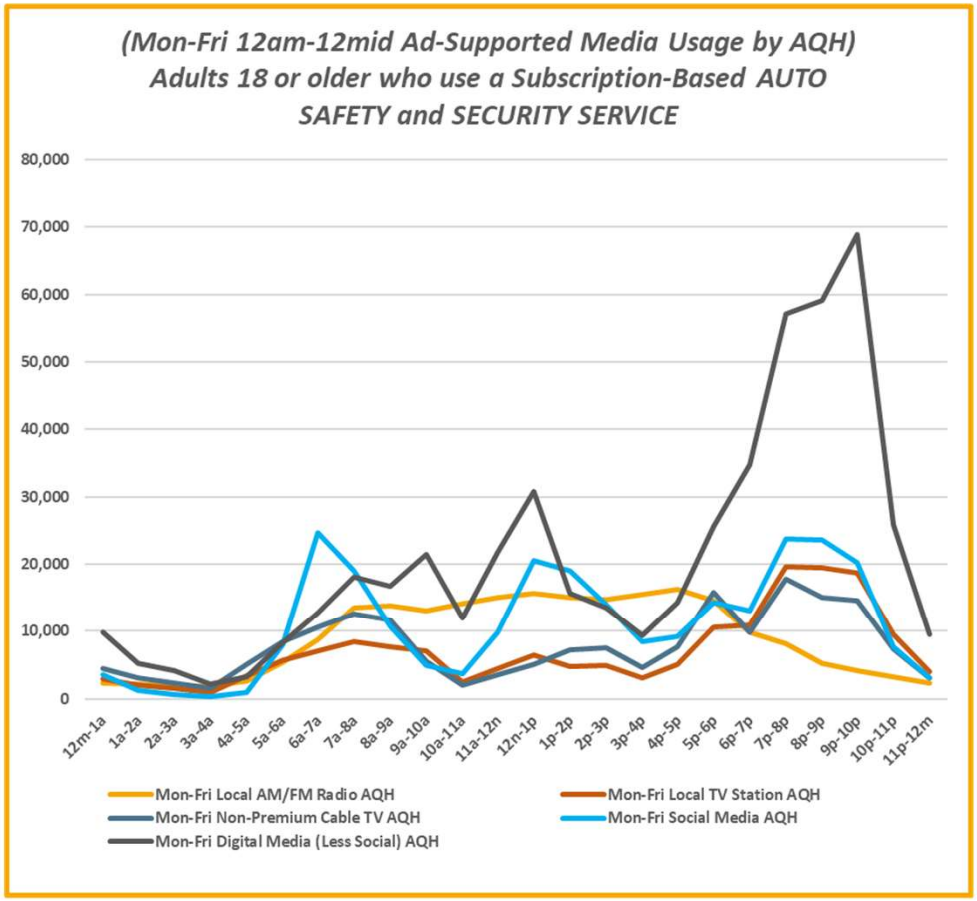
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

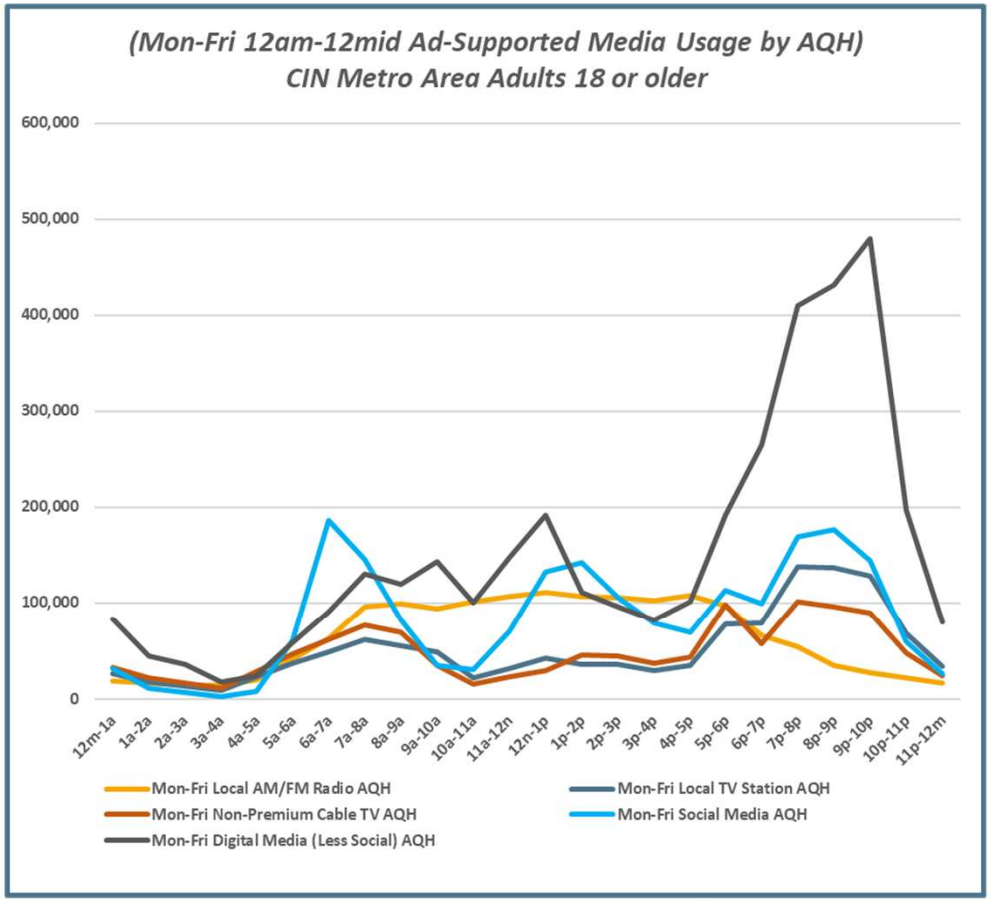
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,966; Local Radio: 13,796; Social Media: 13,162; Non-Prem. Cable: 7,955; Local TV: 6,383 reaching Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURI





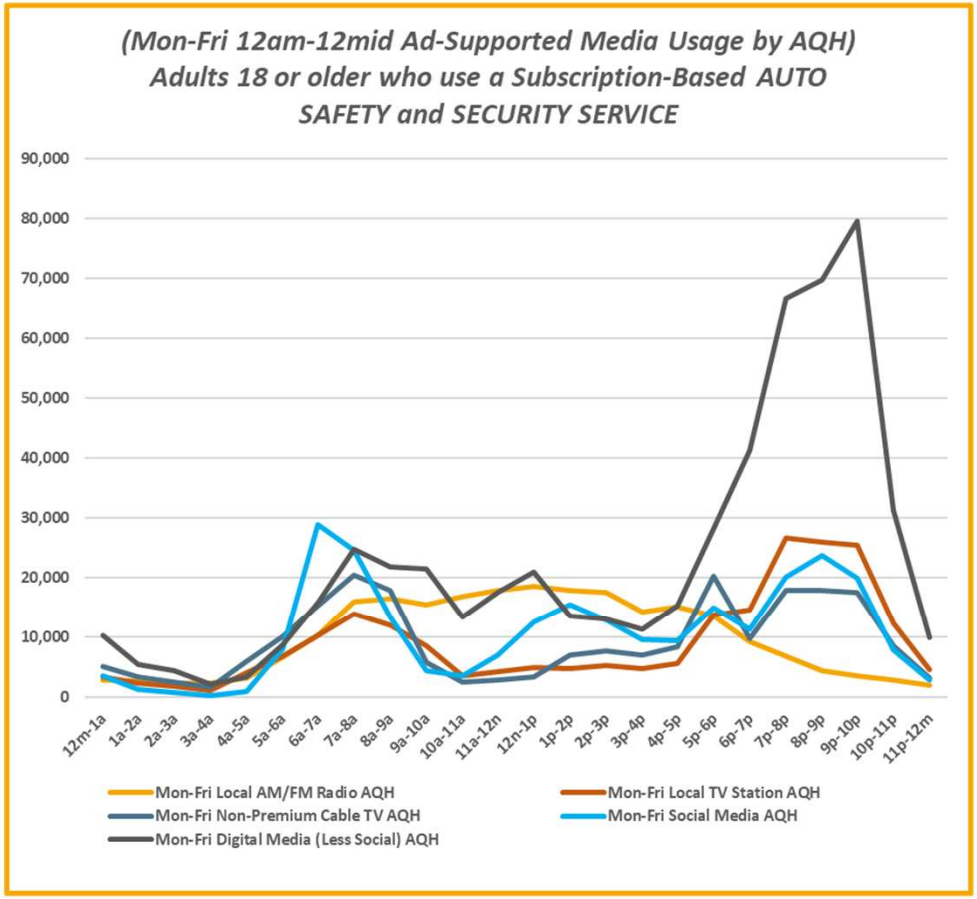
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

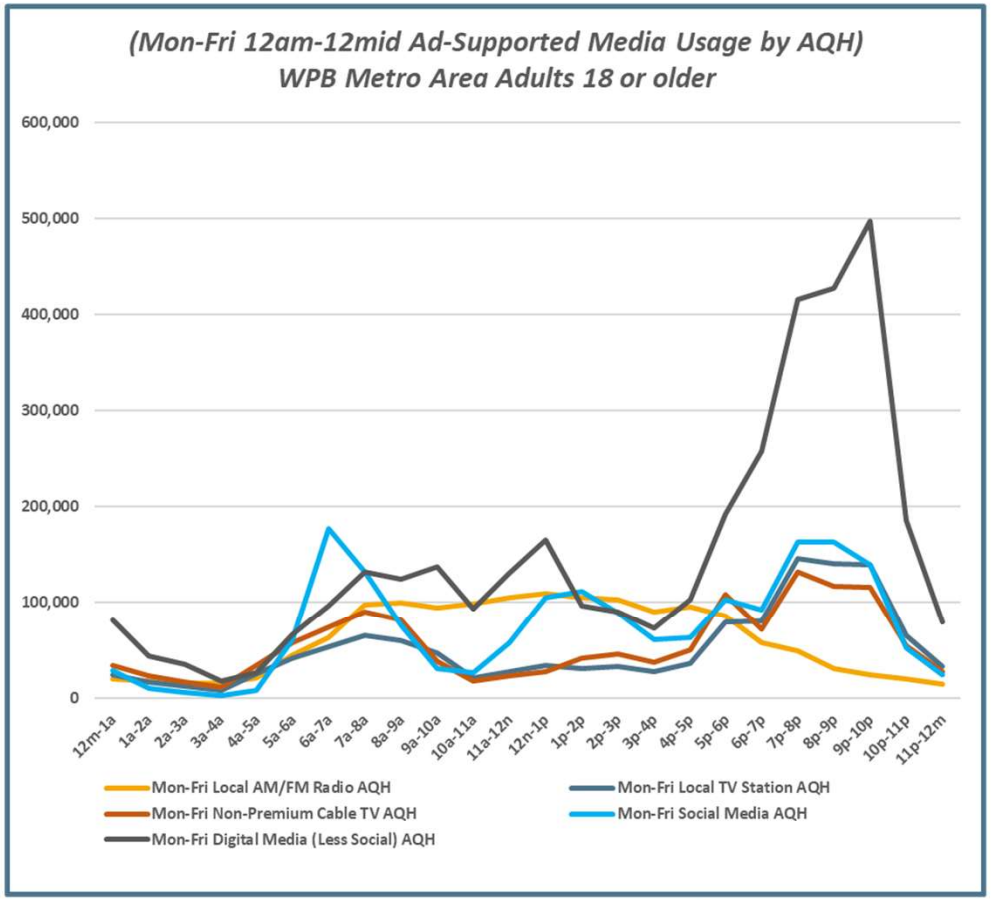
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,809; Local Radio: 15,248; Social Media: 12,856; Non-Prem. Cable: 9,822; Local TV: 8,083 reaching Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURI





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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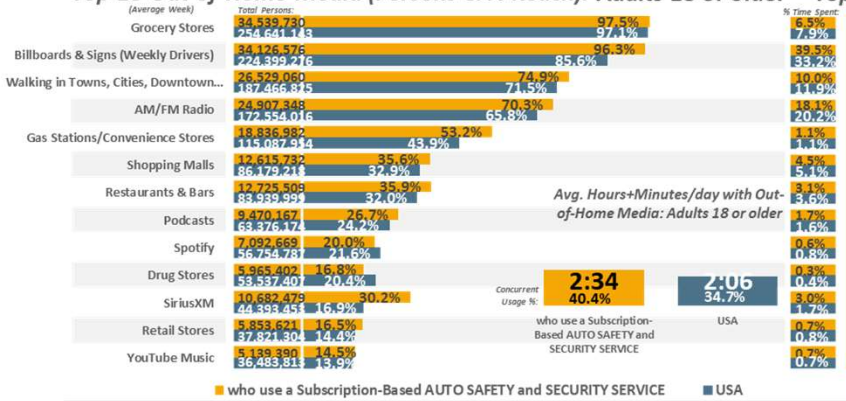
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

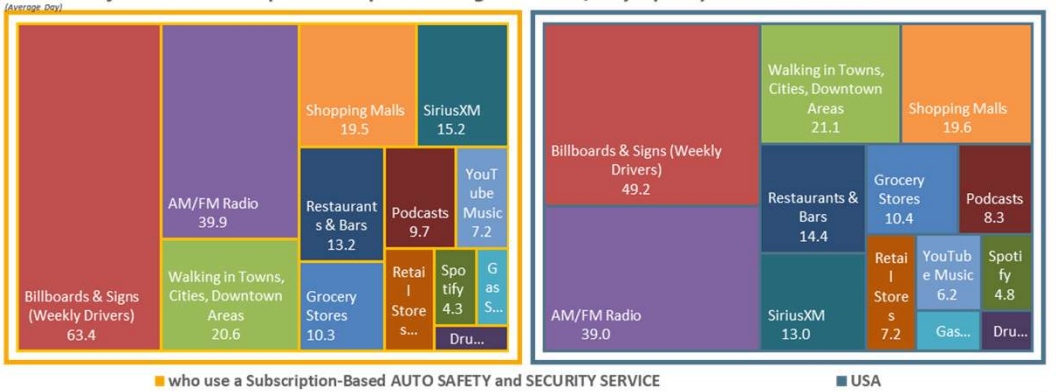


34,126,576 or 96.3% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 63.4 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 36.3

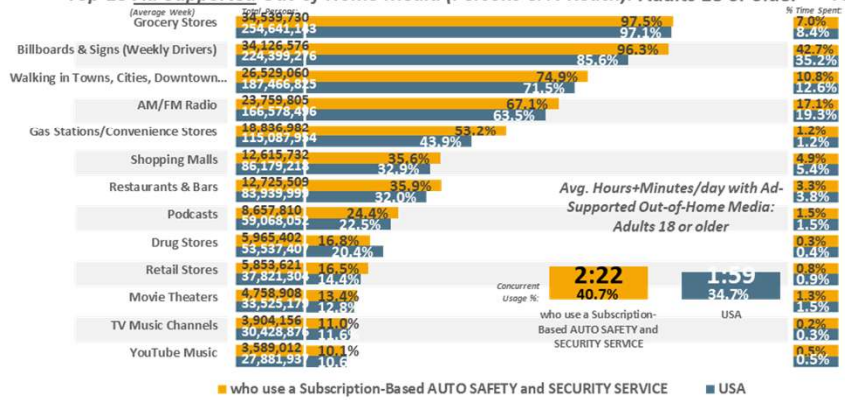
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



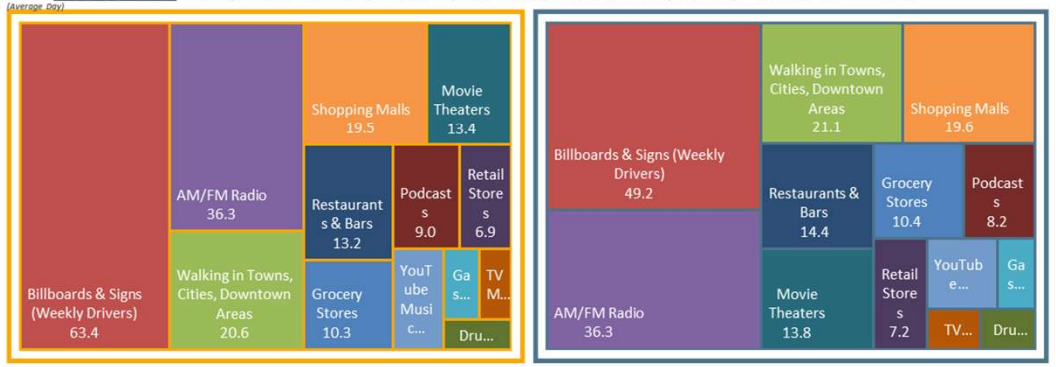
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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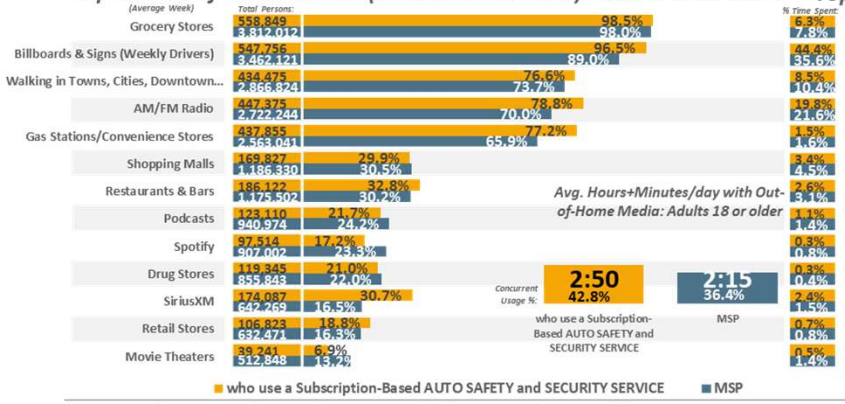
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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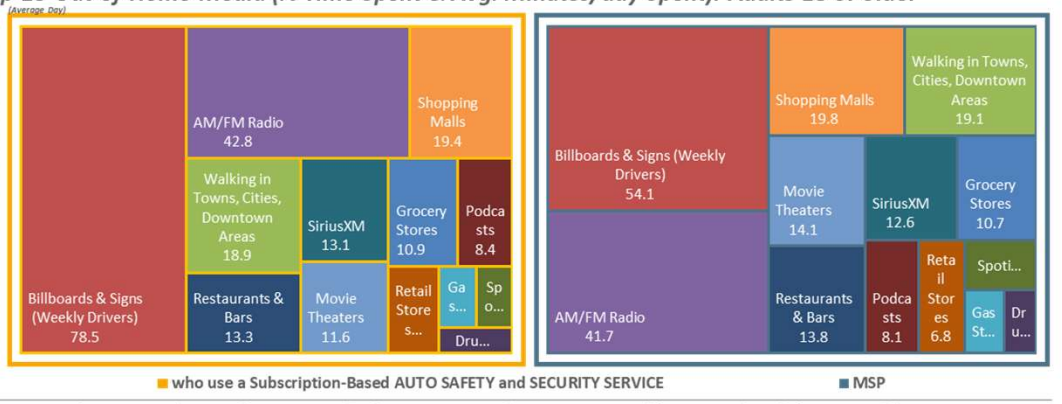
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

547,756 or 96.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 78.5 minutes per day driving, seeing Billboards and Signs. 74.5% Listen to Local Radio Stations Out-of-Home for an average of 39.1 min

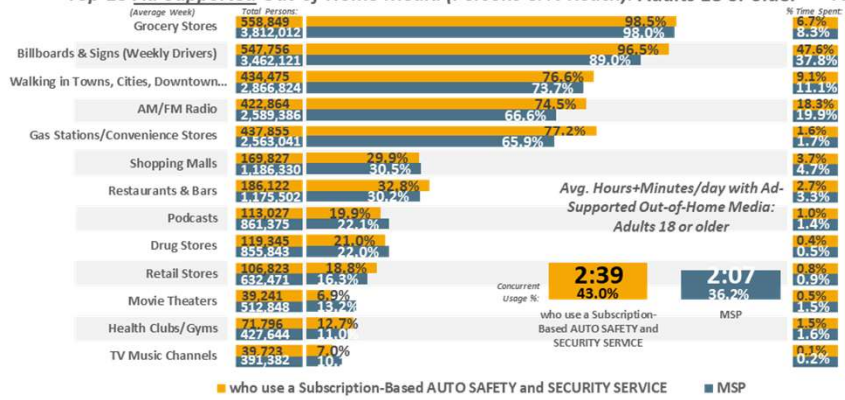
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



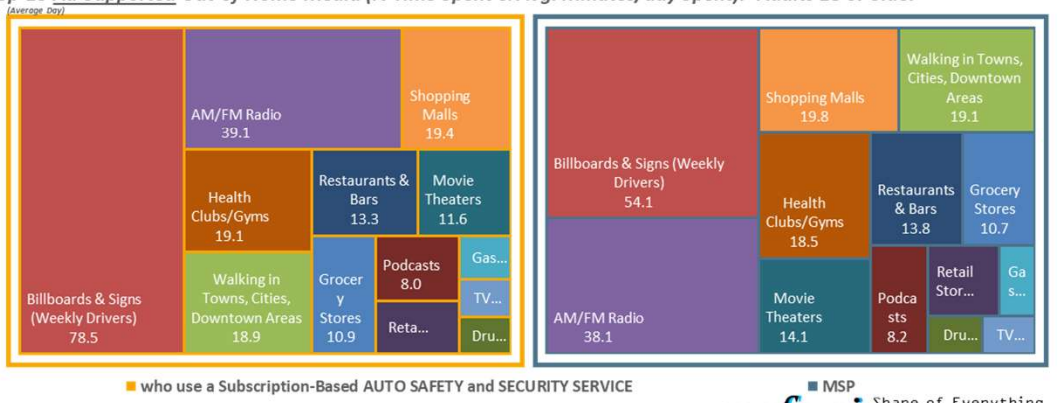
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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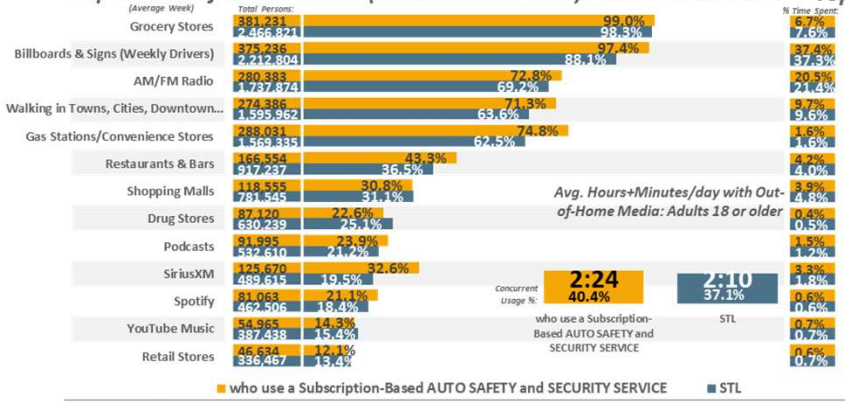
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

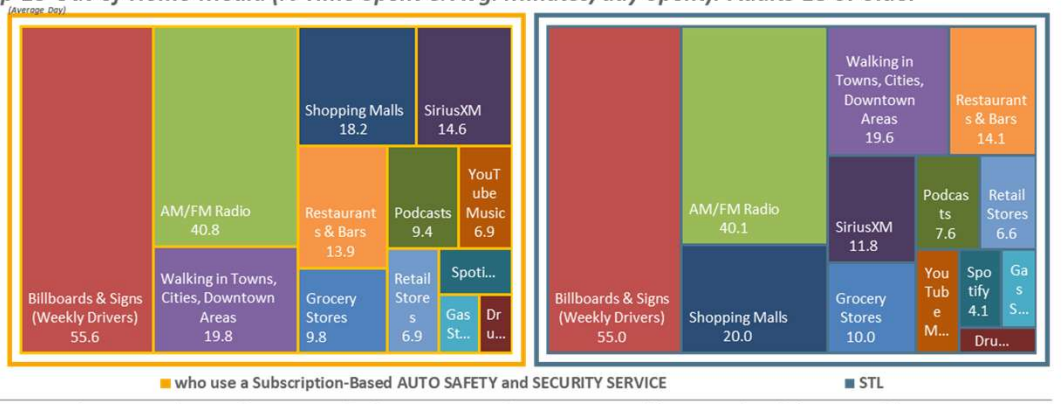
Upstream — Fusion API Security for Automotive, Mobility and Transportation — STL

375,236 or 97.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 38.5 min

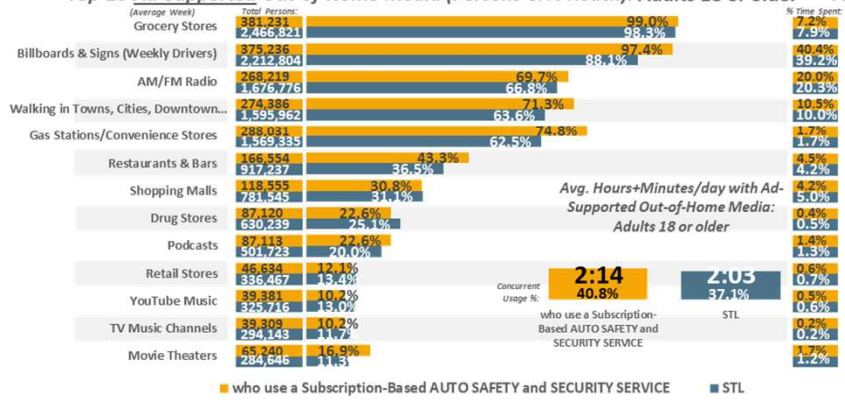
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



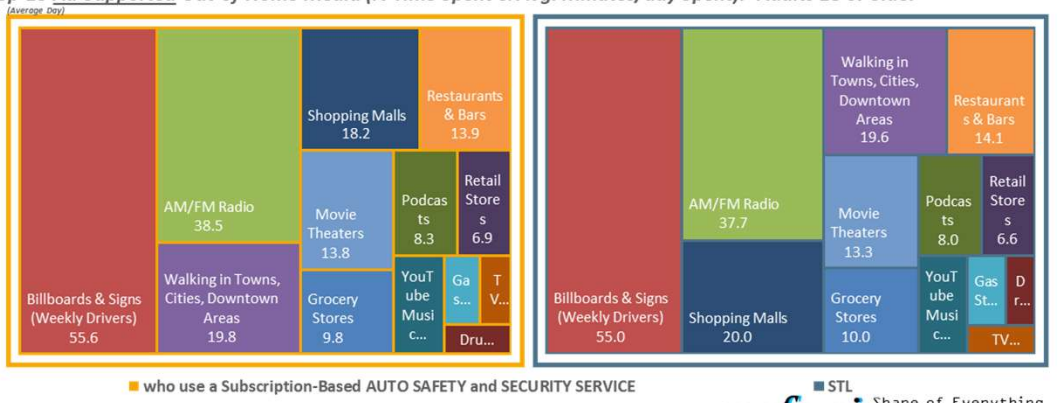
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

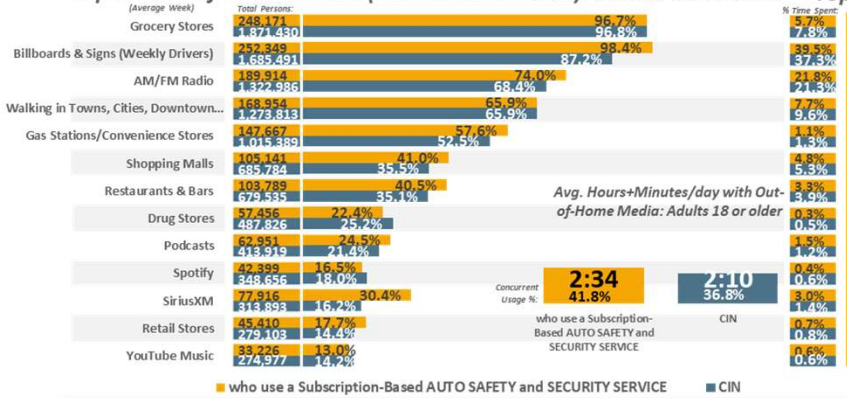
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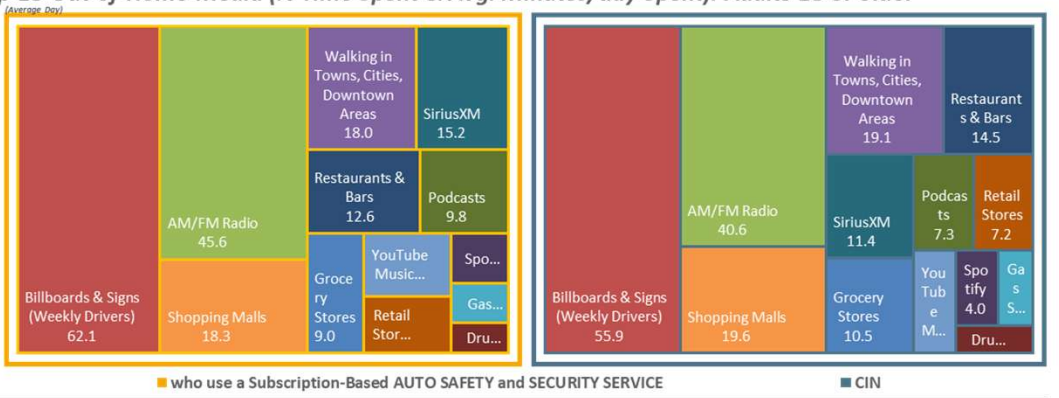
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

252,349 or 98.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 62.1 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 43. minu

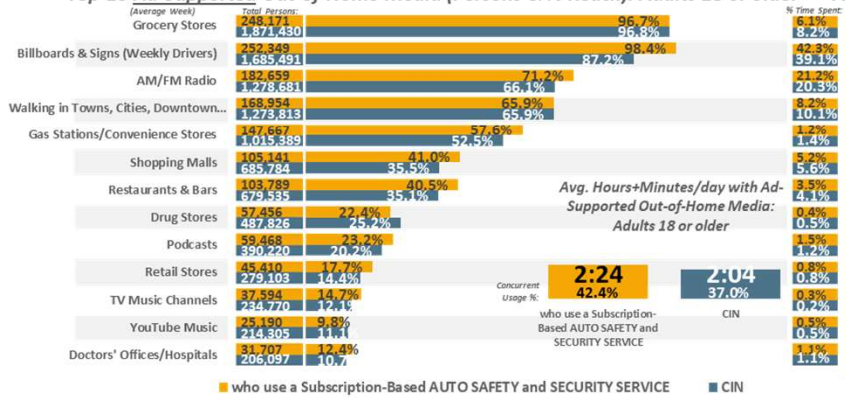
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



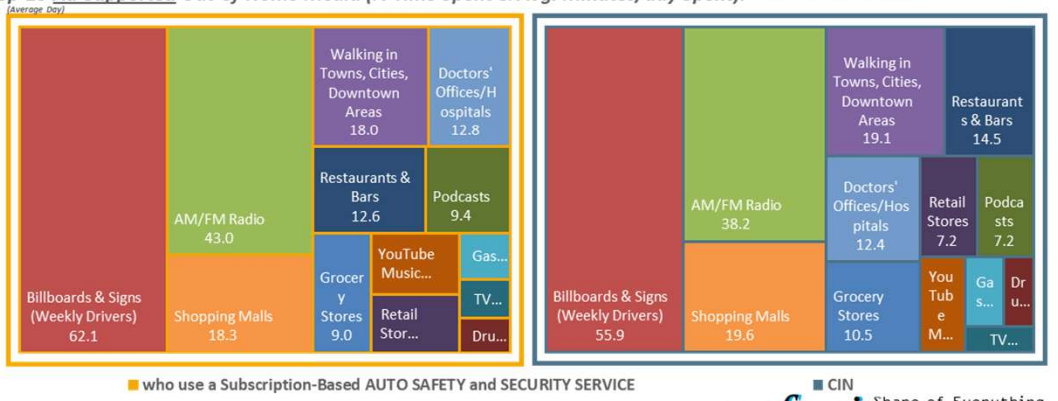
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

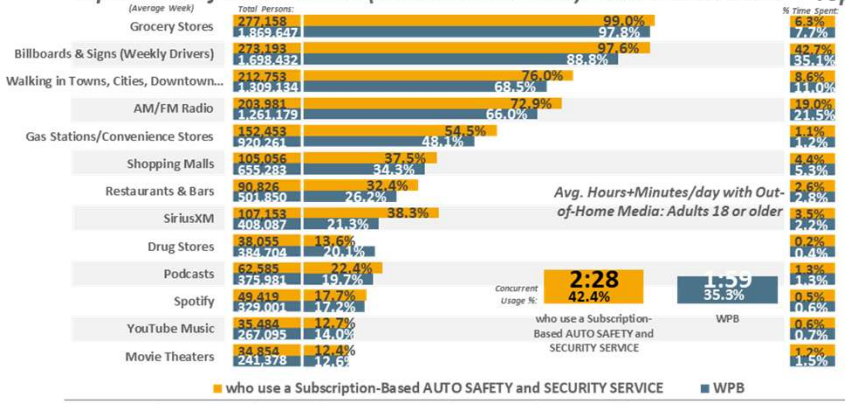
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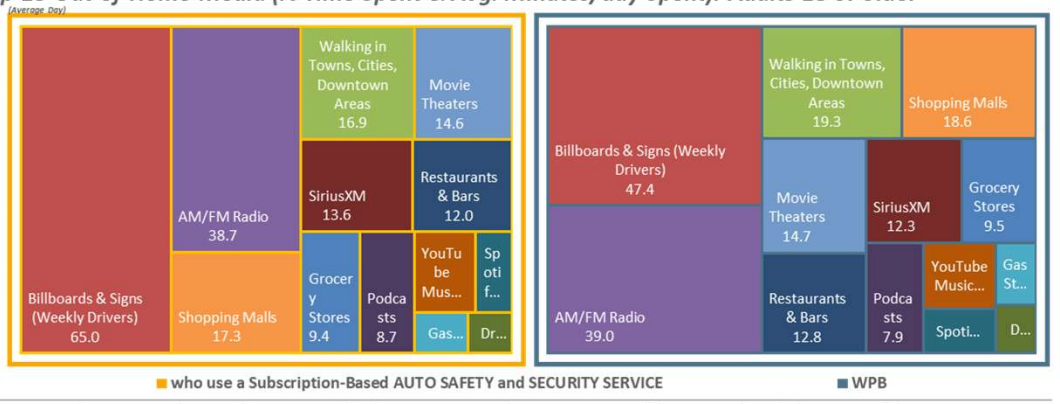
Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

273,193 or 97.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 65. minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minu

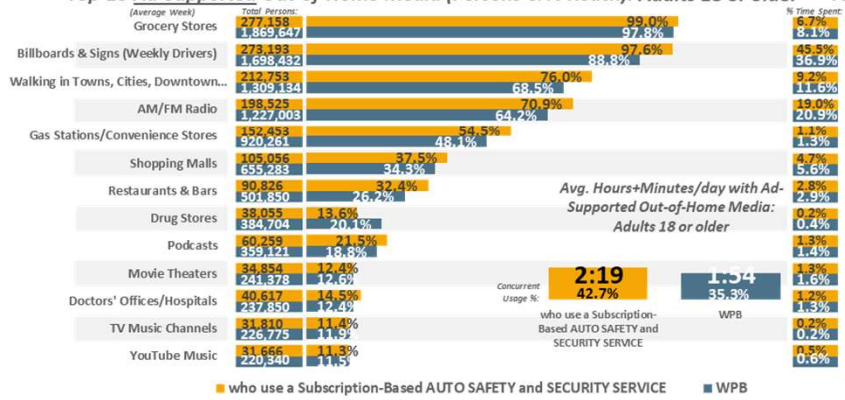
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



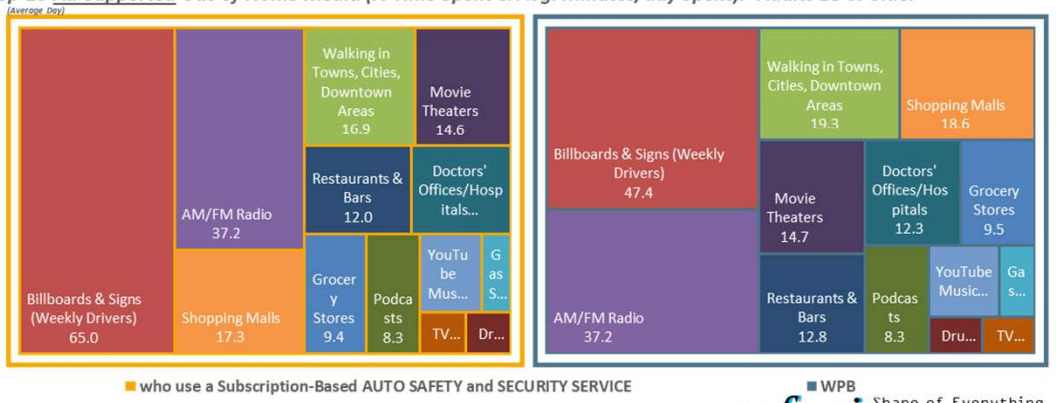
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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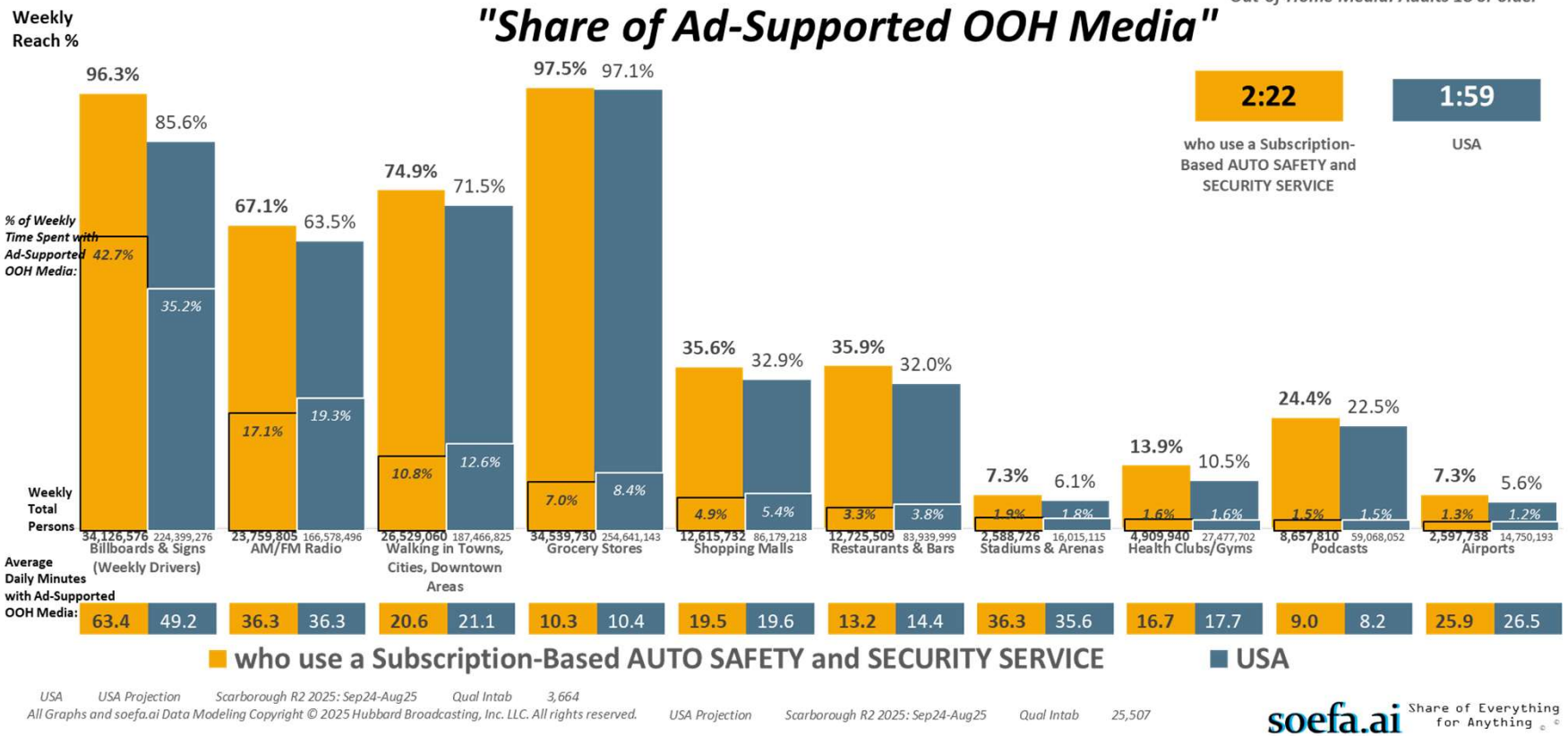
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



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

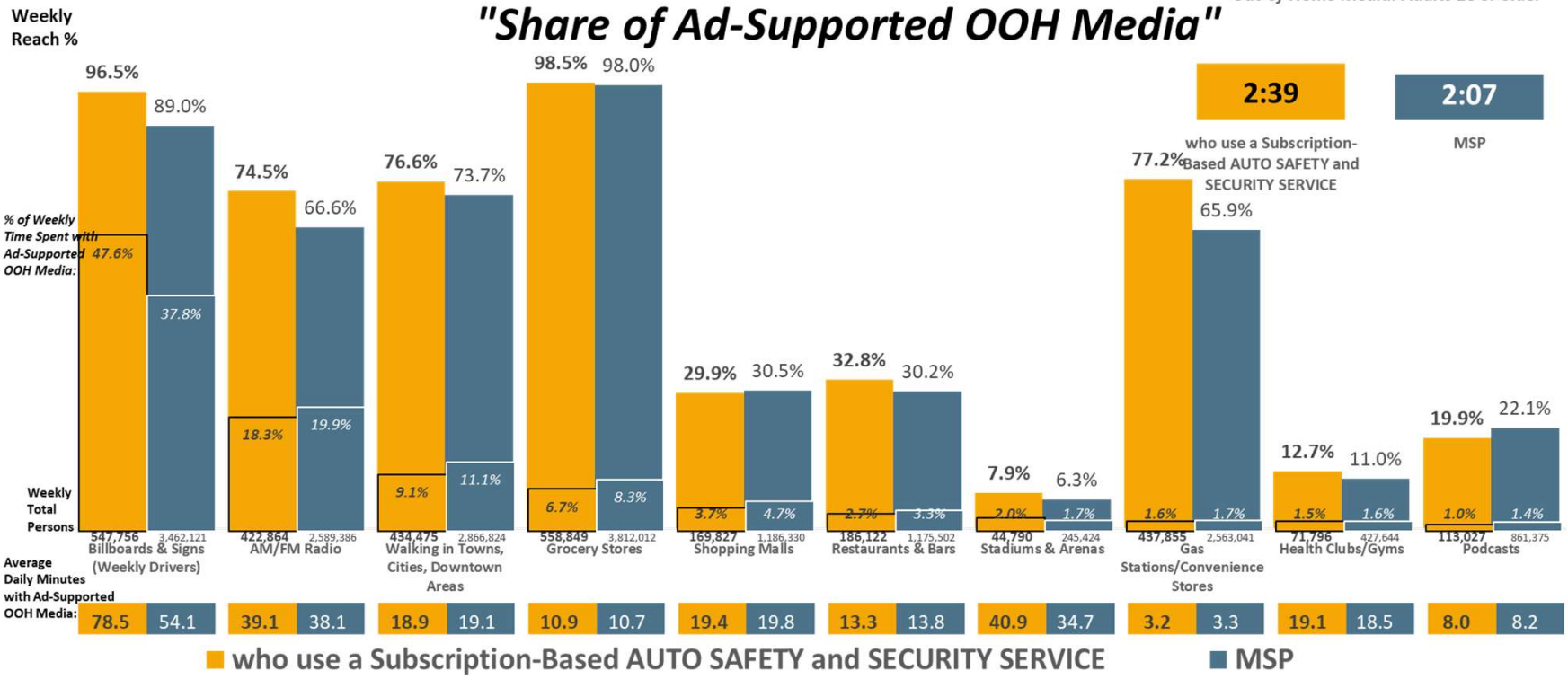
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

547,756 or 96.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 78.5 minutes per day driving, seeing Billboards and Signs representing 47.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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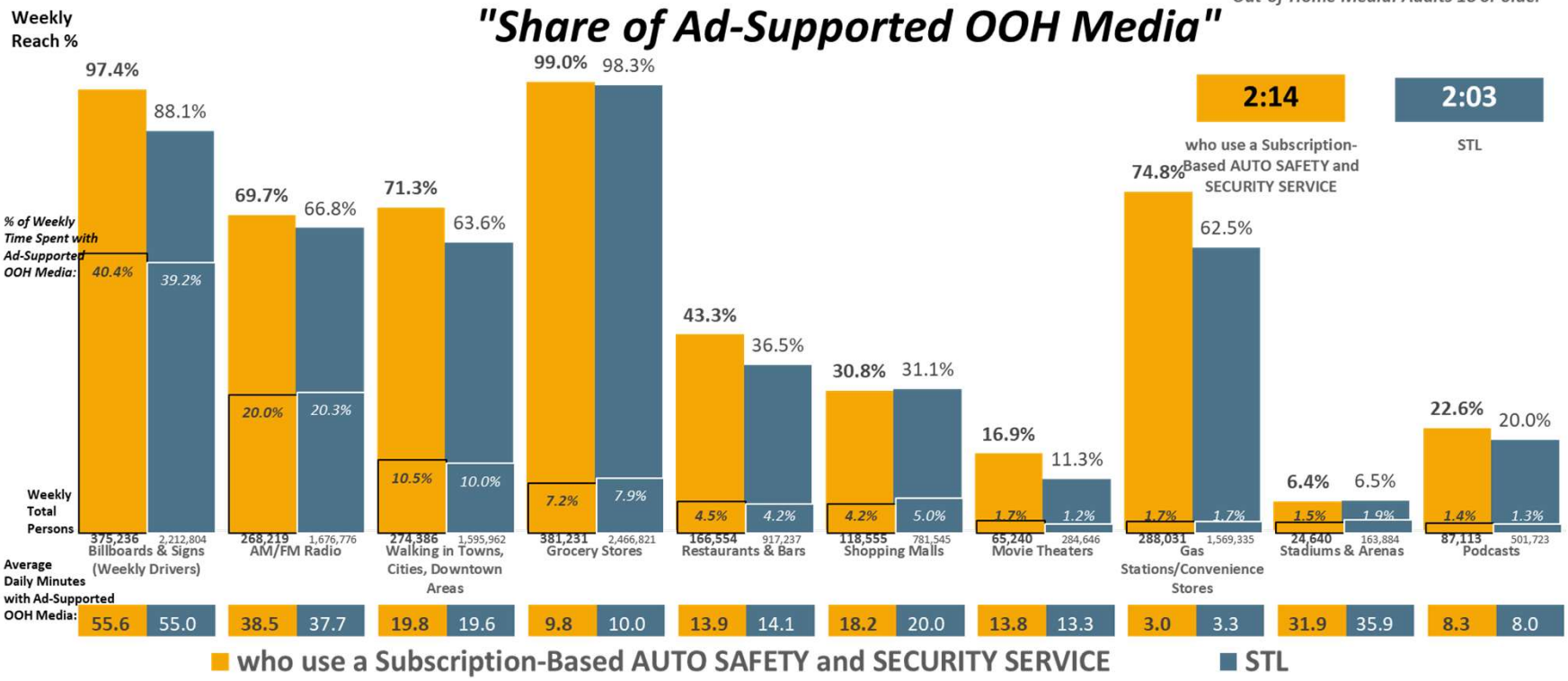
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

375,236 or 97.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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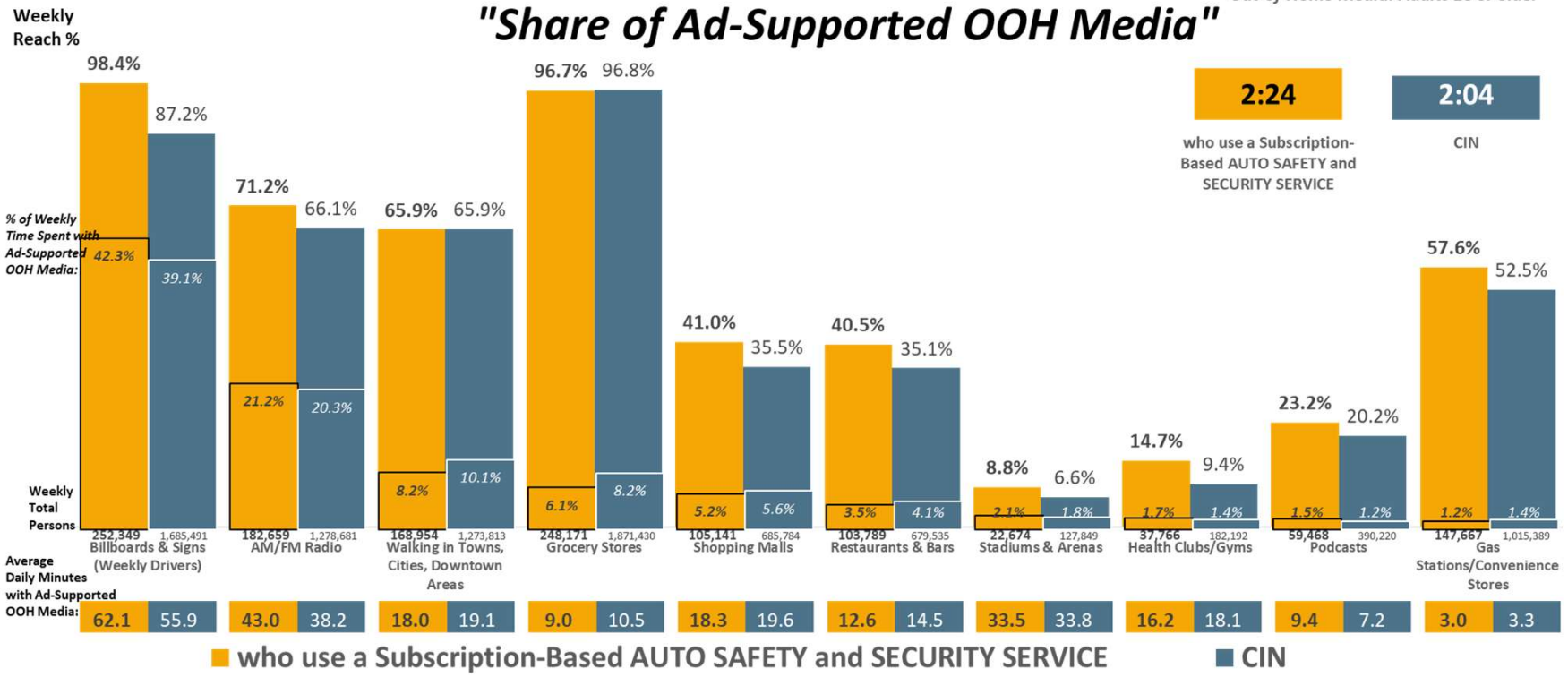
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

252,349 or 98.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 62.1 minutes per day driving, seeing Billboards and Signs representing 42.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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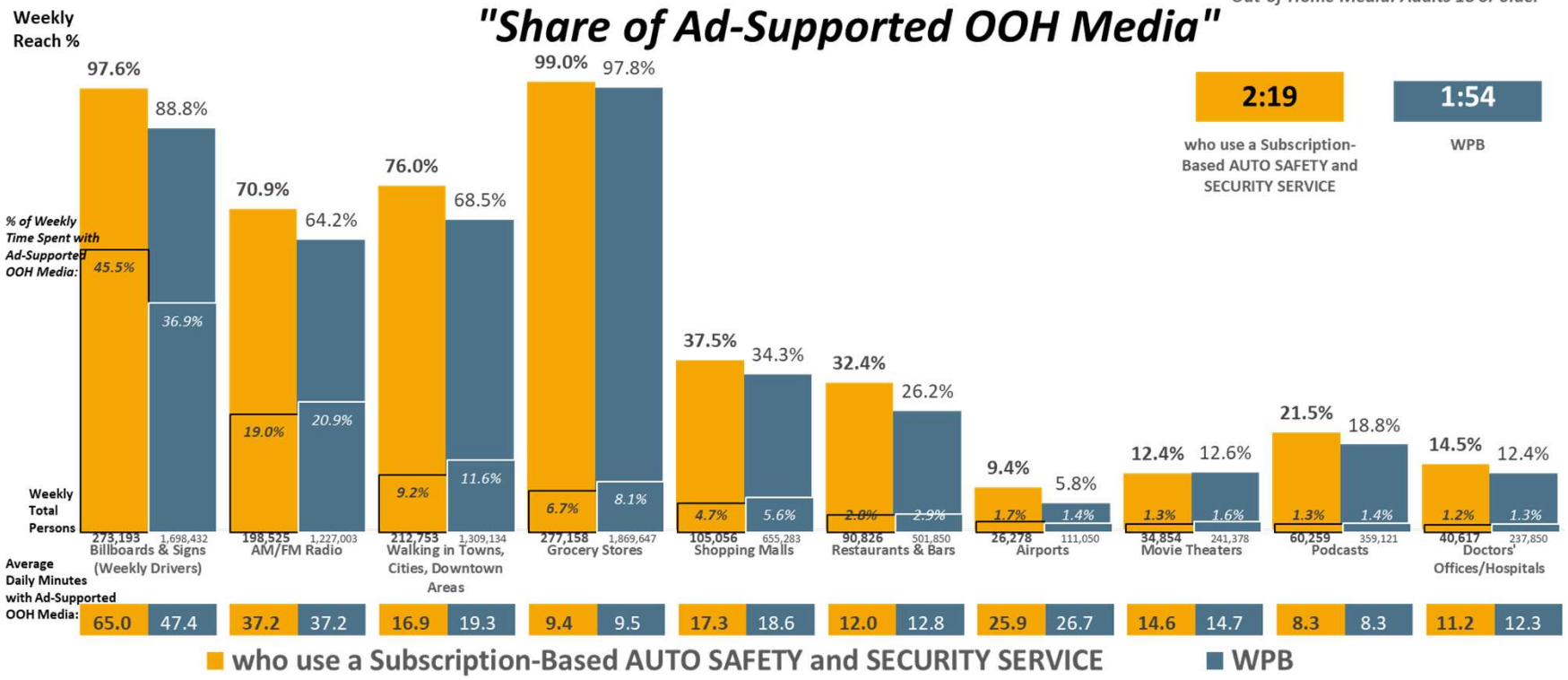
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

273,193 or 97.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 65. minutes per day driving, seeing Billboards and Signs representing 45.5% 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"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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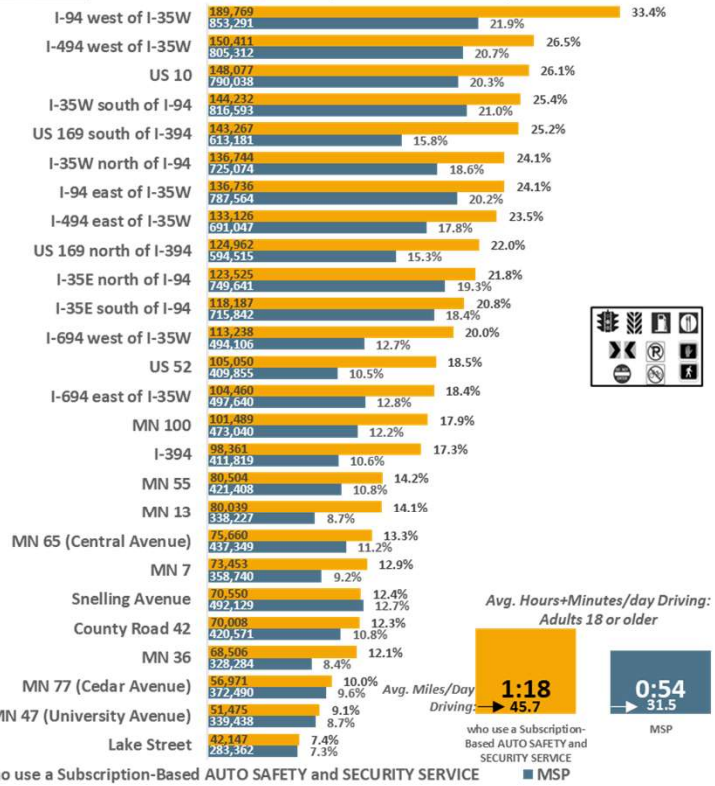
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



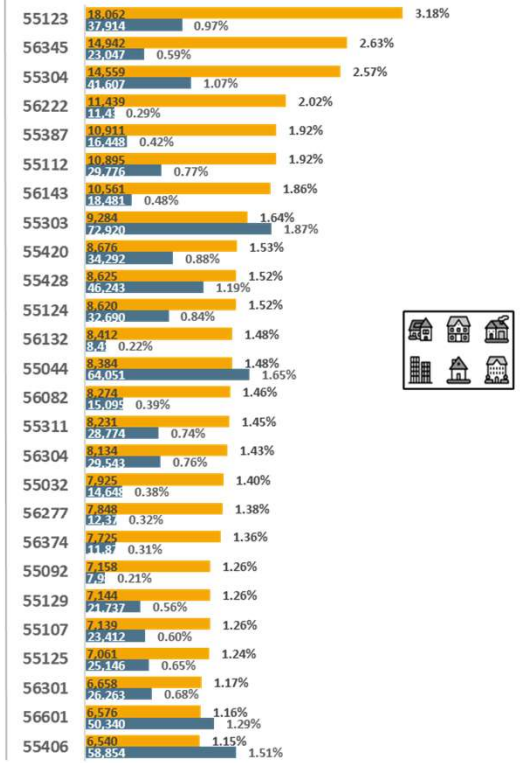
547,756 or 96.5% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 78.5 minutes per day driving an average of 45.7 miles each day and are 75.7% more likely to use US 52 than the Metro average.

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

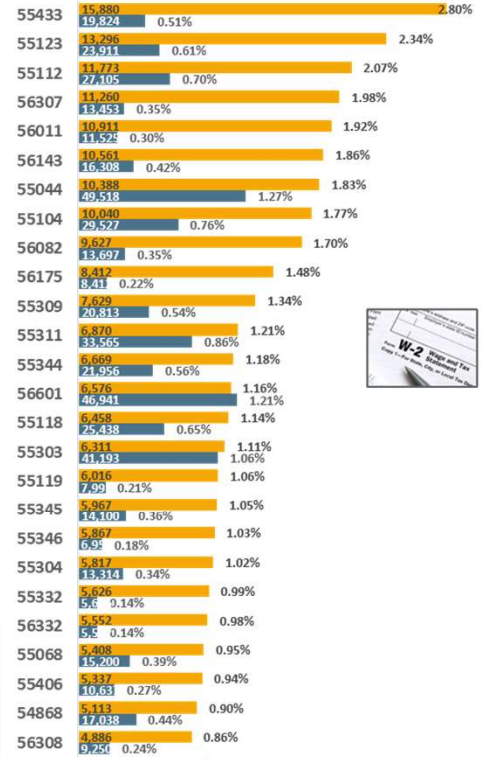


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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

375,236 or 97.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 55.6 minutes per day driving an average of 32.4 miles each day and are 69.4% more likely to use Route 15 than the Metro average.

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

I-270	197,756	51.4%	1,034,155	41.2%
I-64/Highway 40	192,414	50.0%	1,064,240	42.4%
I-70	159,131	41.3%	921,932	36.7%
I-55	152,351	39.6%	769,324	30.6%
I-44/Highway 44	143,557	37.3%	825,313	32.9%
Lindbergh Blvd	121,885	31.7%	654,548	26.1%
I-255	99,965	26.0%	399,658	15.9%
I-170/Highway 170	99,513	25.8%	471,889	18.8%
Manchester Road/Highway 100	95,550	24.8%	484,768	19.3%
Highway 94	64,671	16.8%	315,680	12.6%
Highway 67/Highway 111	60,148	15.6%	323,211	12.9%
Green Mount Road	49,355	12.8%	199,713	8.0%
Highway K	48,127	12.5%	305,743	12.2%
Highway 370	43,393	11.3%	232,298	9.3%
Page Avenue	42,914	11.1%	303,118	12.1%
Poplar Street Bridge	30,751	8.0%	169,702	6.8%
Route 15	22,458	5.8%	86.4	3.4%
Martin Luther King Bridge	17,390	4.5%	106.2	4.2%
Stan Musial Veterans Memorial Bridge	15,517	4.0%	110.8	4.4%
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	
#VALUE!	0	0.0%	0.0%	

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

Avg. Miles/Day Driving: → 32.4

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

0:55 → 32.0 — STL

Top-26 Residential Zip Codes: Adults 18 or older

62040	14,558	3.78%	28,270	1.13%
63123	13,903	3.61%	72,755	2.90%
63020	11,651	3.03%	31,290	1.25%
63303	10,403	2.70%	43,392	1.73%
63114	10,086	2.62%	37,022	1.47%
62258	9,328	2.42%	19,058	0.76%
62049	9,184	2.38%	9,184	0.37%
63301	8,977	2.33%	29,183	1.16%
63376	8,950	2.32%	64,123	2.55%
63129	8,679	2.25%	36,332	1.45%
63136	8,493	2.21%	29,403	1.17%
63146	8,357	2.17%	19,641	0.78%
63367	7,281	1.89%	20,036	0.80%
63128	6,773	1.76%	22,562	0.90%
63060	6,615	1.72%	6,61	0.26%
63122	6,486	1.68%	18,826	0.75%
62234	6,233	1.62%	29,286	1.17%
62269	6,062	1.57%	38,592	1.54%
62286	5,148	1.34%	5,1	0.21%
63108	4,915	1.28%	24,711	0.98%
63050	4,713	1.22%	7,457	0.30%
63385	4,605	1.20%	34,903	1.39%
63334	4,555	1.19%	6,0	0.24%
62236	4,555	1.18%	10,324	0.41%
62062	4,353	1.13%	6,43	0.26%
63010	4,304	1.12%	25,235	1.01%

Top-26 Employment Zip Codes: Adults 18 or older

63301	12,935	3.36%	26,629	1.06%
62258	9,328	2.42%	13,956	0.56%
63114	8,769	2.28%	30,034	1.20%
63028	7,926	2.06%	9,869	0.39%
63110	7,902	2.05%	25,864	1.03%
63108	7,138	1.85%	18,642	0.74%
63130	6,455	1.68%	16,782	0.67%
62025	5,953	1.55%	24,201	0.96%
63146	5,810	1.51%	23,802	0.95%
63122	5,612	1.46%	25,979	1.03%
62040	5,514	1.43%	8,966	0.36%
63303	5,239	1.36%	11,145	0.44%
63376	5,169	1.34%	35,865	1.43%
63129	5,161	1.34%	12,309	0.49%
62208	5,125	1.33%	7,05	0.28%
63126	5,088	1.32%	10,719	0.43%
63105	4,784	1.24%	33,704	1.34%
62221	4,710	1.22%	16,647	0.66%
62052	4,585	1.19%	4,5	0.18%
63123	4,452	1.16%	28,495	1.14%
63090	4,114	1.07%	10,157	0.40%
63101	3,924	1.02%	21,033	0.84%
63128	3,671	0.95%	15,217	0.61%
63131	3,548	0.92%	25,146	1.00%
63367	3,495	0.91%	10,923	0.44%
63045	3,356	0.87%	8,367	0.33%

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

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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

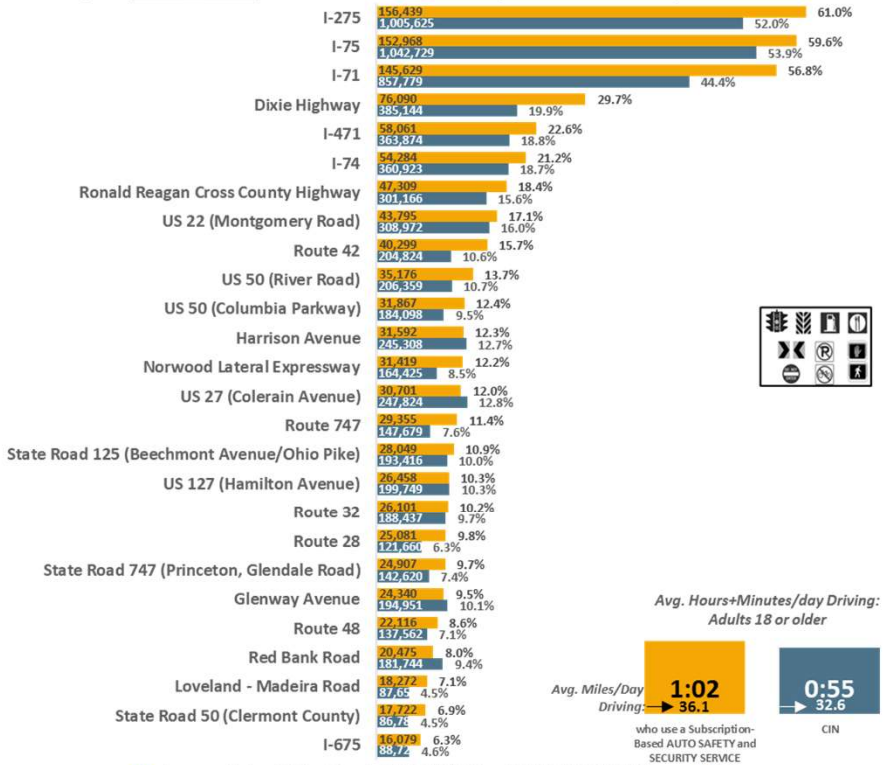
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)



252,349 or 98.4% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 62.1 minutes per day driving an average of 36.1 miles each day and are 55.4% more likely to use Route 28 than the Metro average.

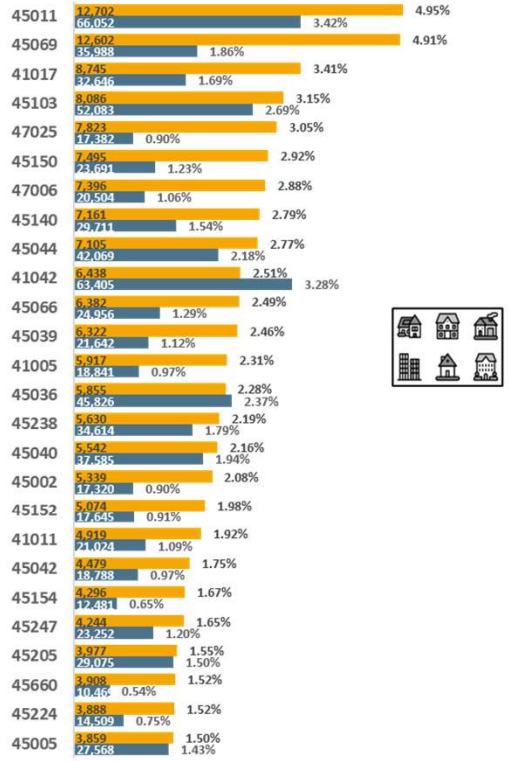
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



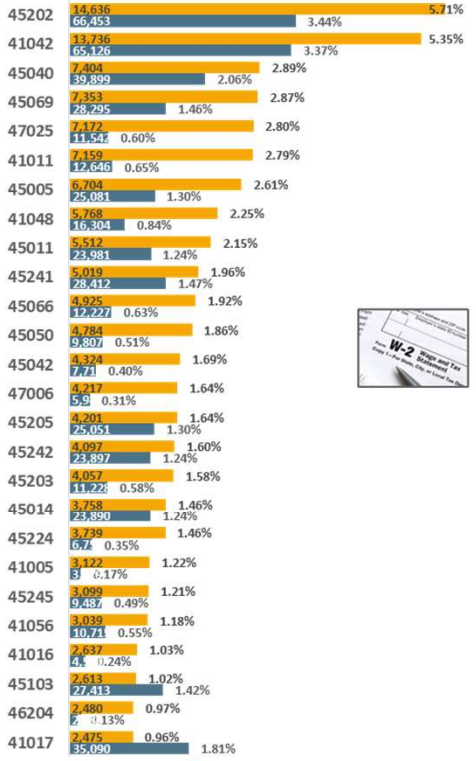
Avg. Hours+Minutes/day Driving: Adults 18 or older

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

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

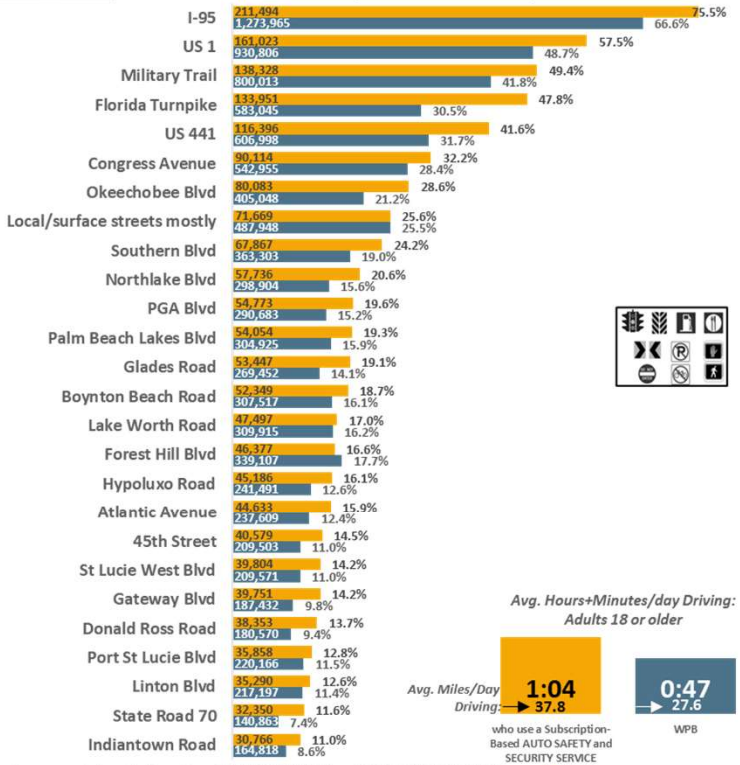
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

273,193 or 97.6% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE spend an average of 65. minutes per day driving an average of 37.8 miles each day and are 56.9% more likely to use Florida Turnpike than the Metro average

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



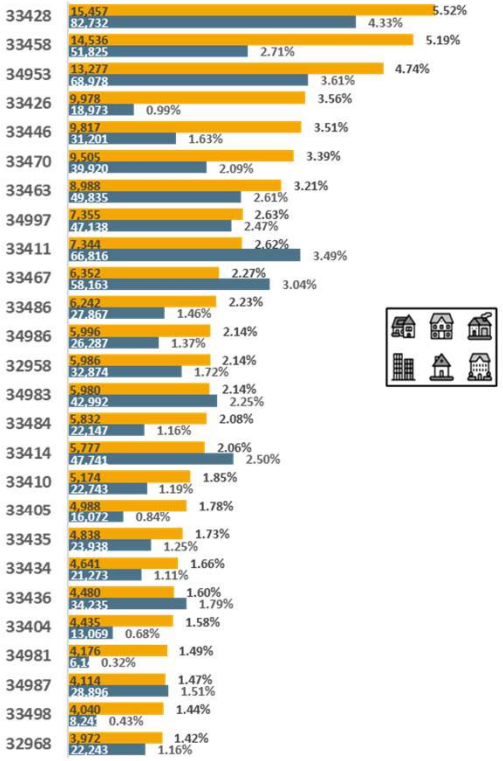
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 37.8

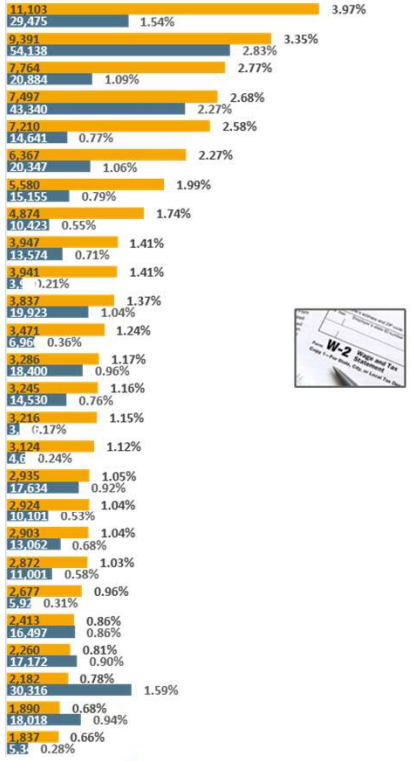
1:04 — who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE

0:47 (27.6) — WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



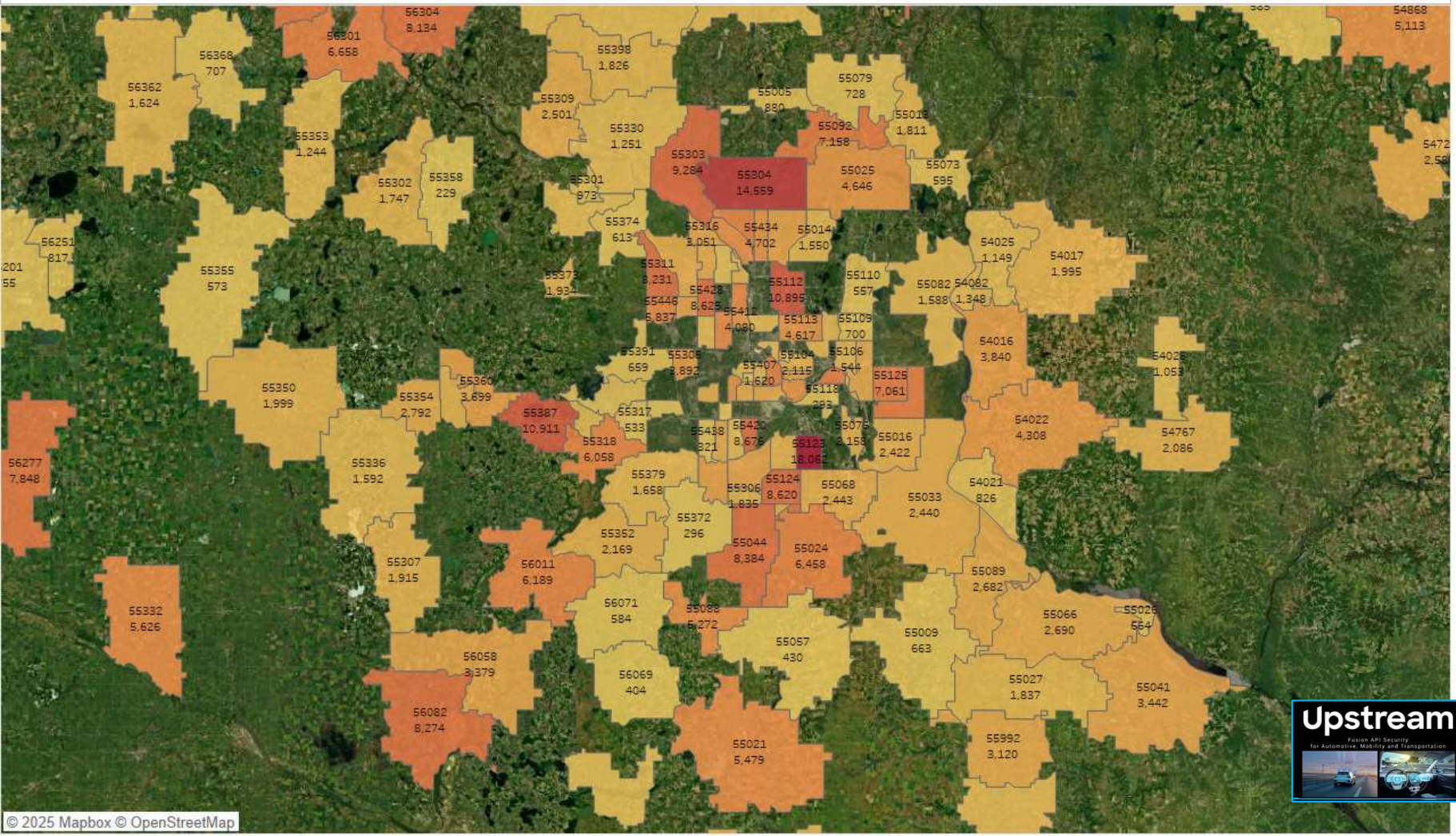
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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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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
MSP

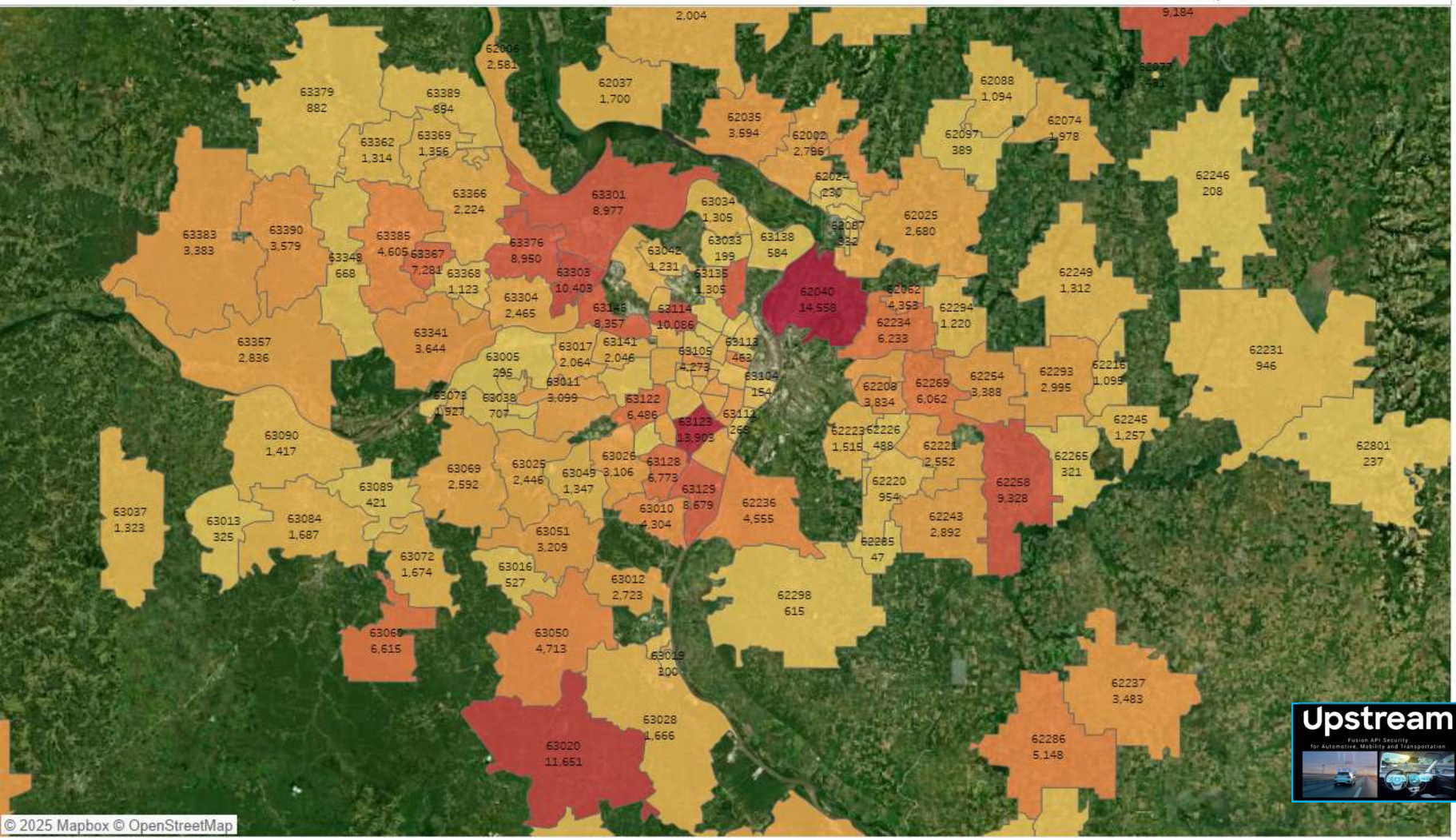
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

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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)

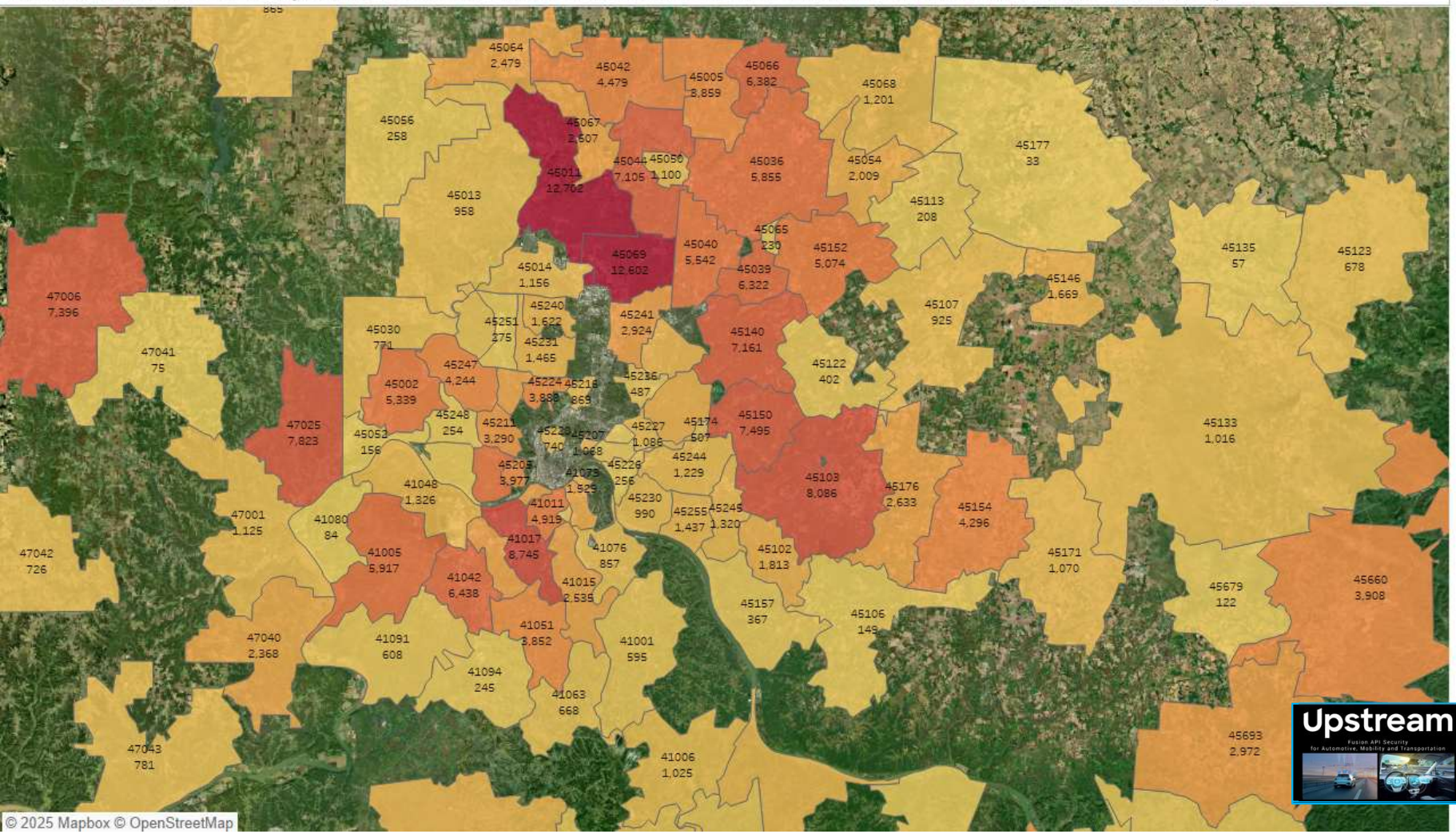


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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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



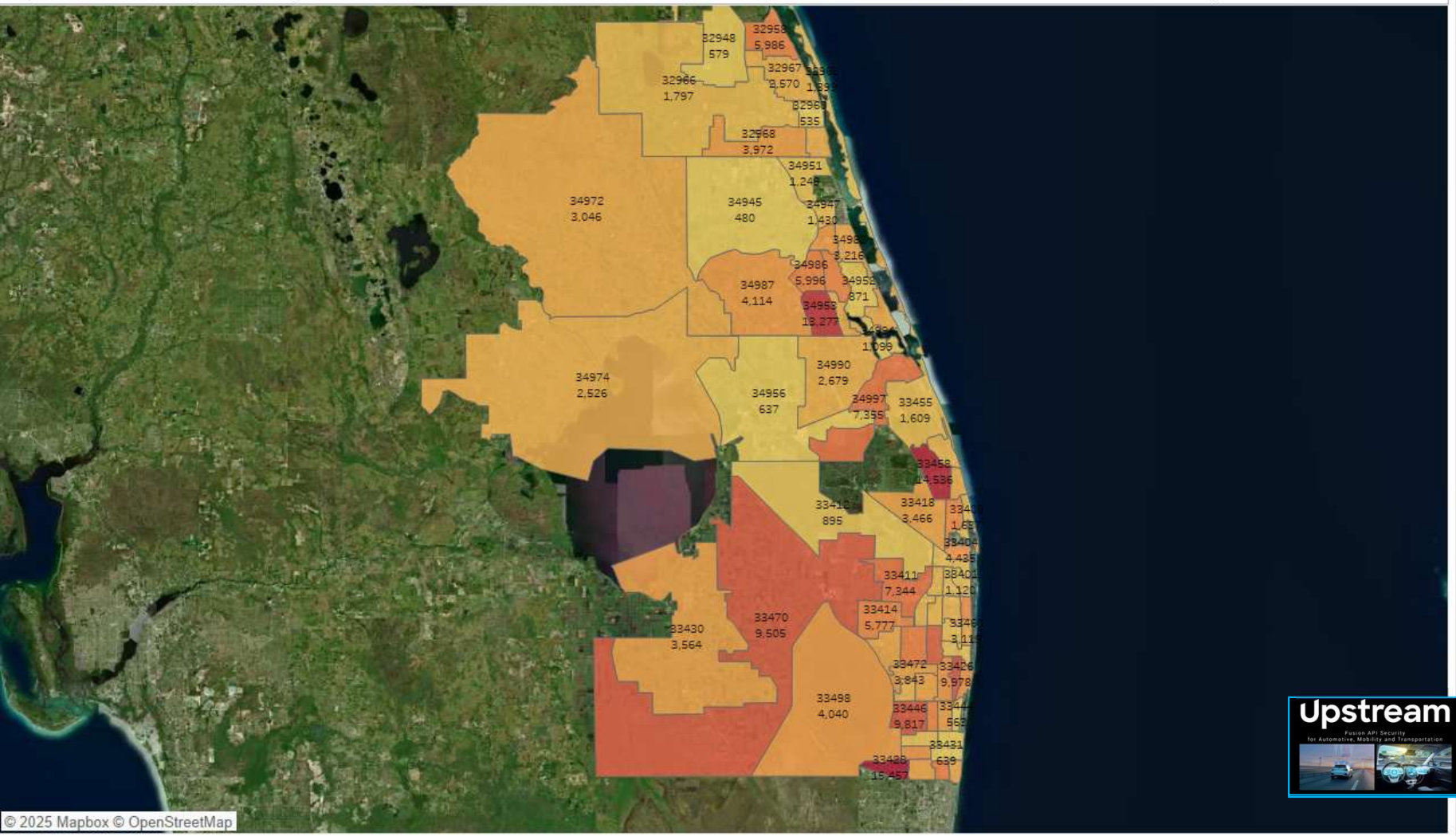
Upstream
Fusion API Security for Automotive, Mobility and Transportation
CIN

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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)



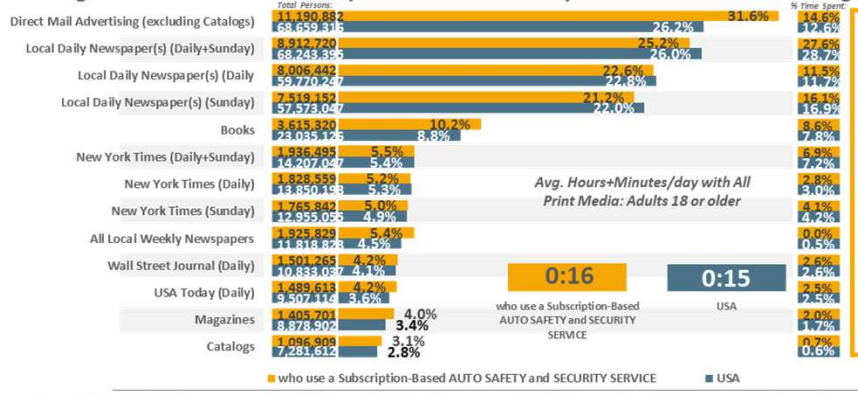
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

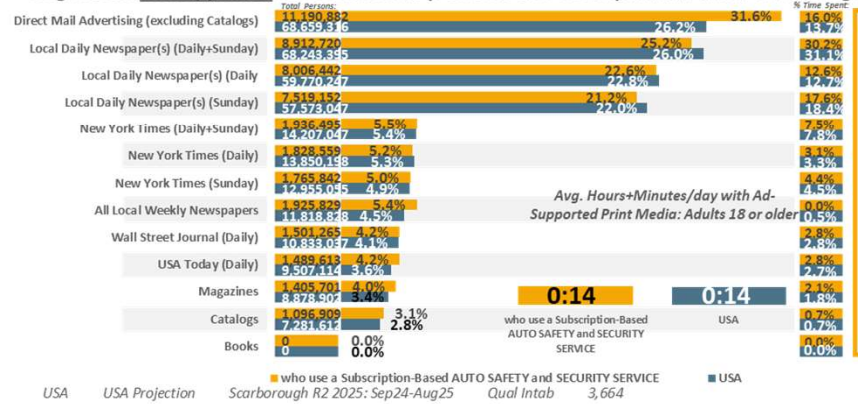
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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

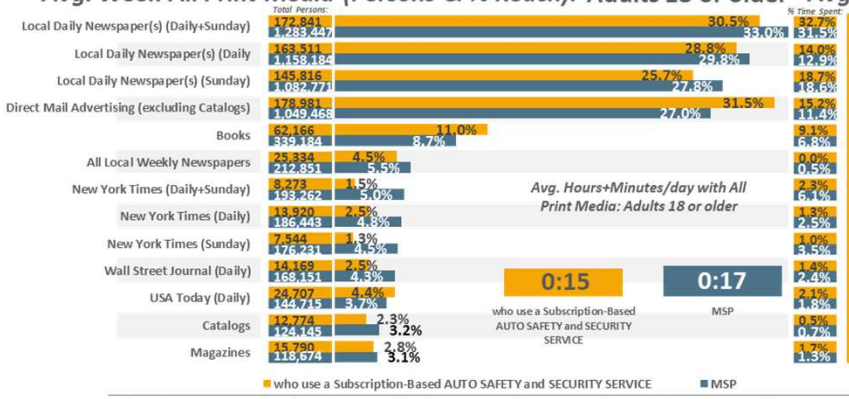
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

172,841 or 30.5% 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 8.3 minutes every day representing 35.9% of all time spent daily with All forms of Print M

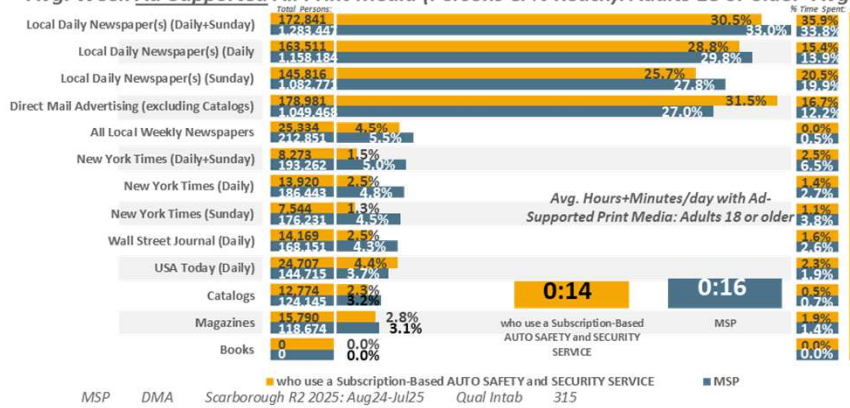
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 315

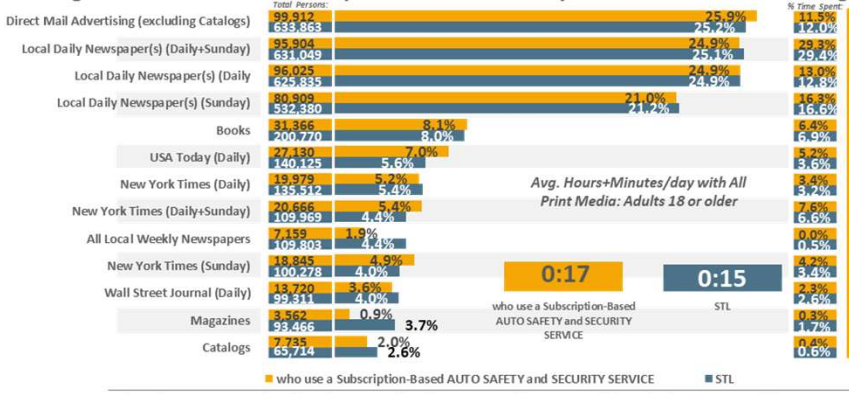
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

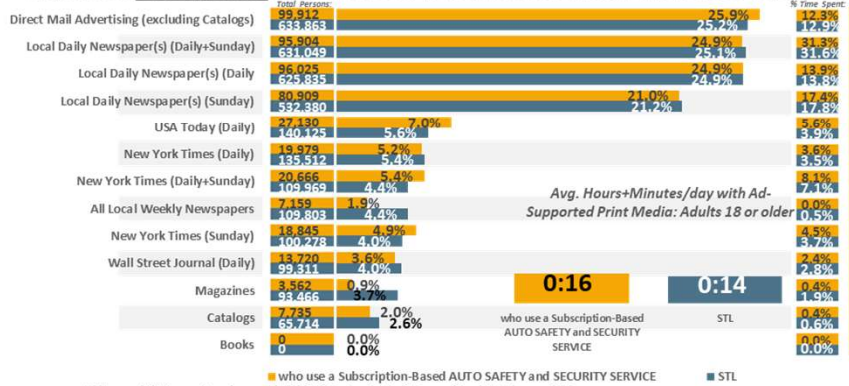
95,904 or 24.9% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 31.3% of all time spent daily with All forms of Print Me

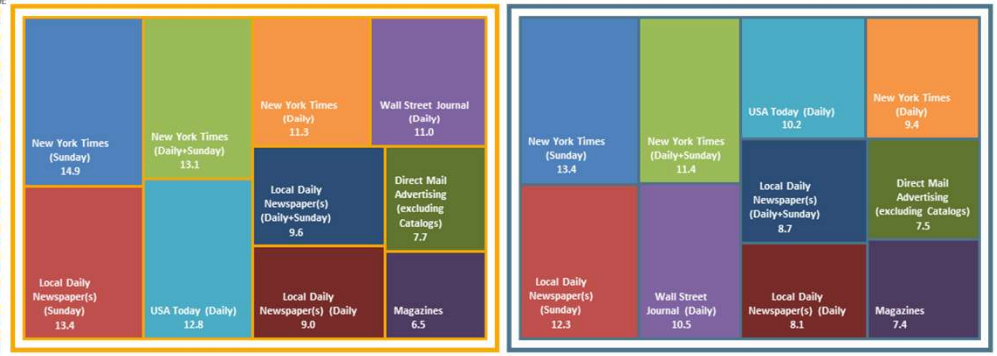
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older





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





STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 376

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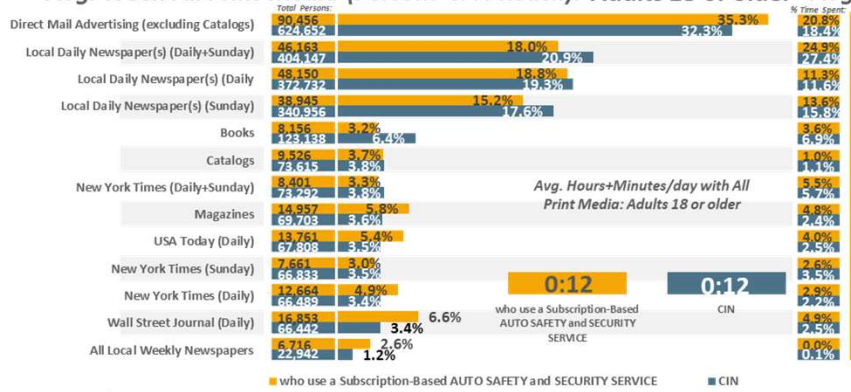
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

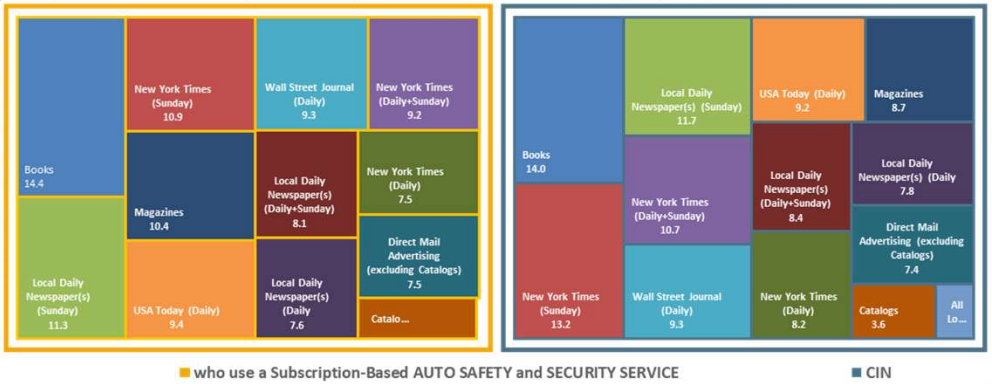


46,163 or 18.% of Adults 18 or older who use a Subscription-Based AUTO SAFETY and SECURITY SERVICE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 25.9% of all time spent daily with All forms of Print Med

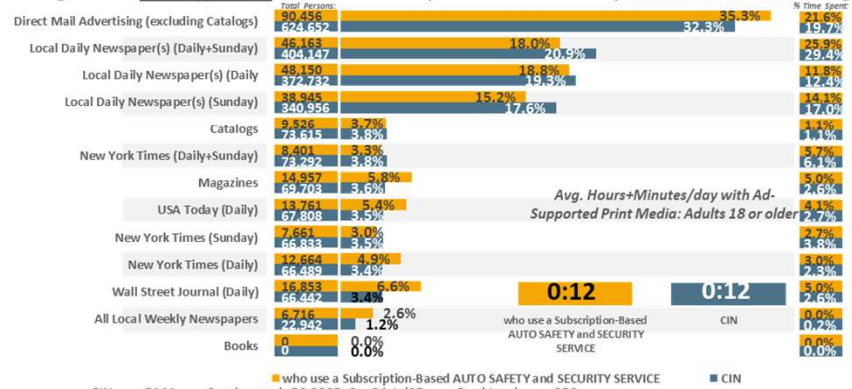
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



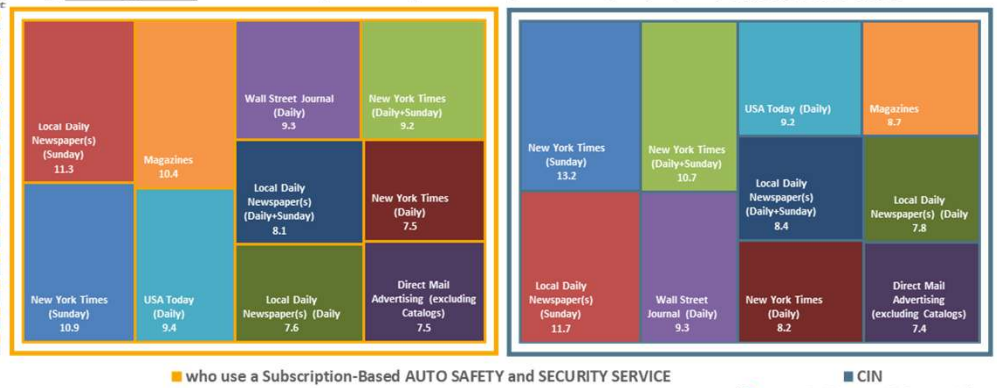
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 280

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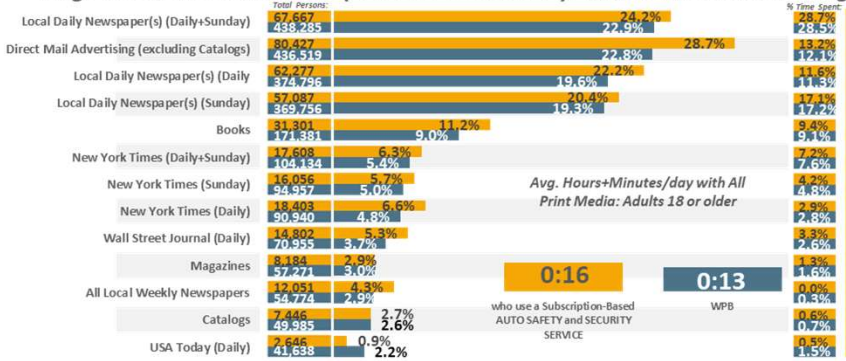
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

67,667 or 24.2% 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 9.6 minutes every day representing 31.6% of all time spent daily with All forms of Print Me

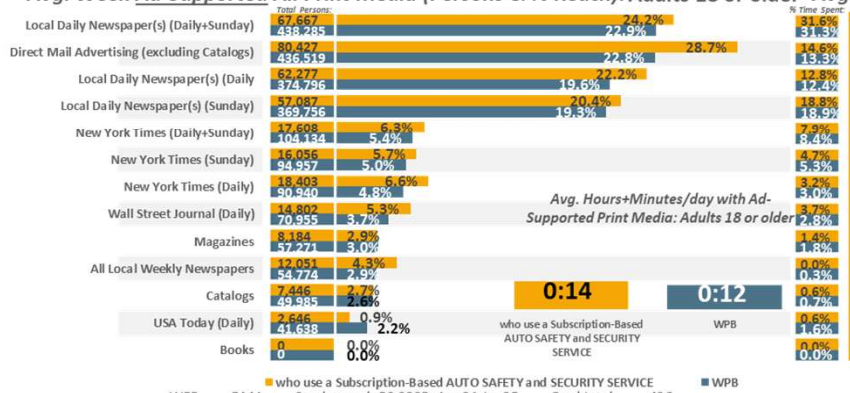
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



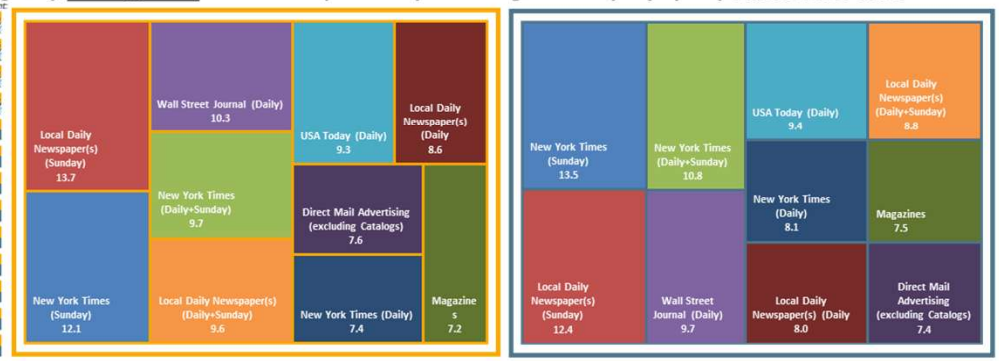
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 436

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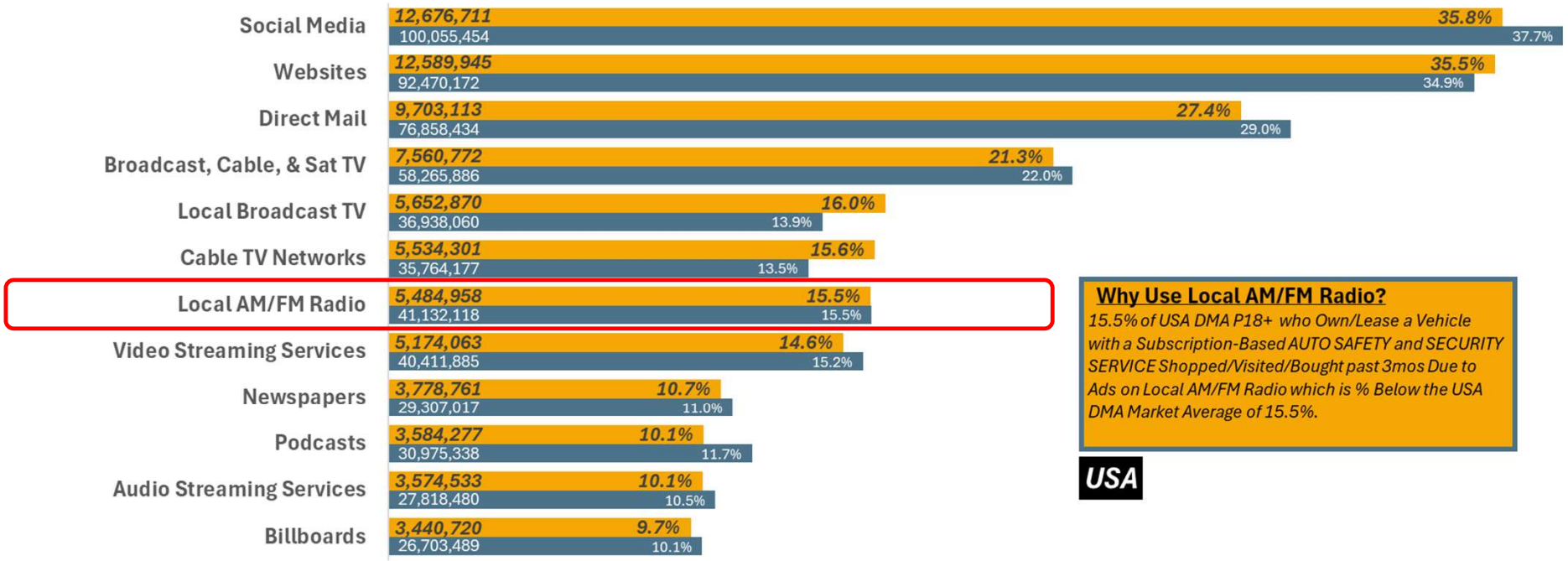
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

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

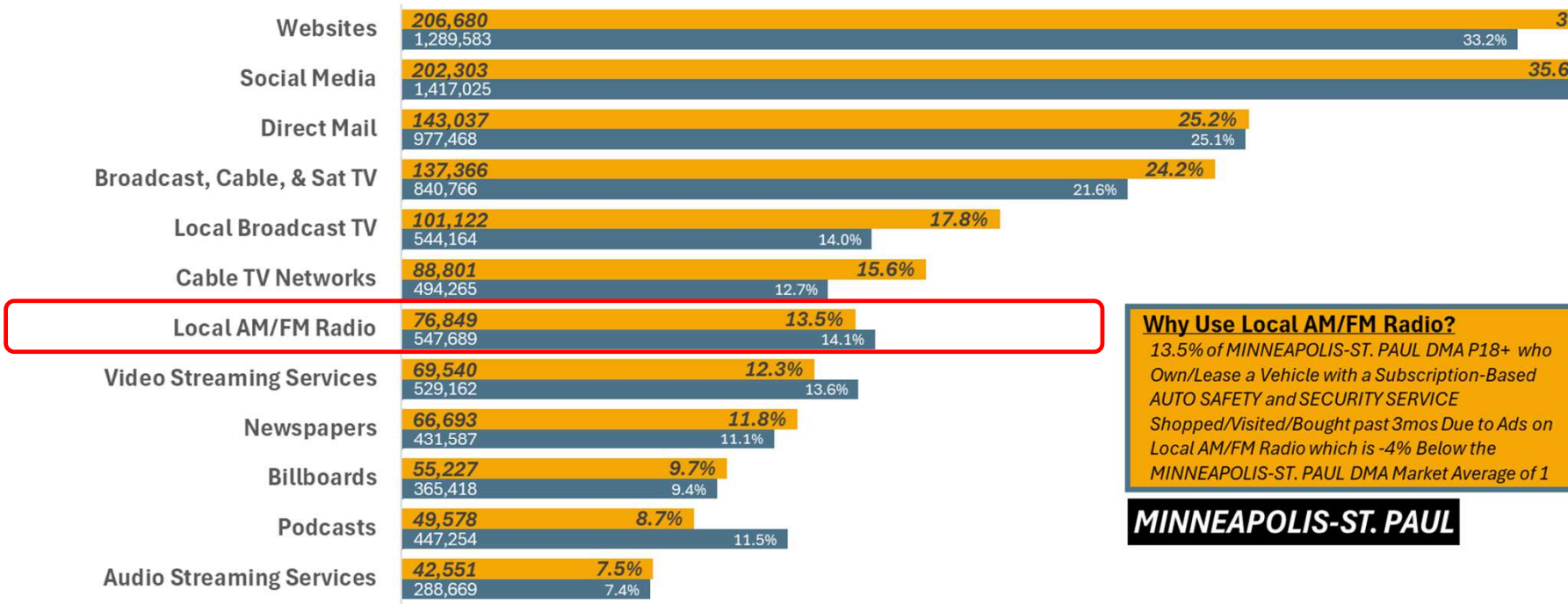
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

"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?

13.5% of MINNEAPOLIS-ST. PAUL 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 -4% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 1

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 315

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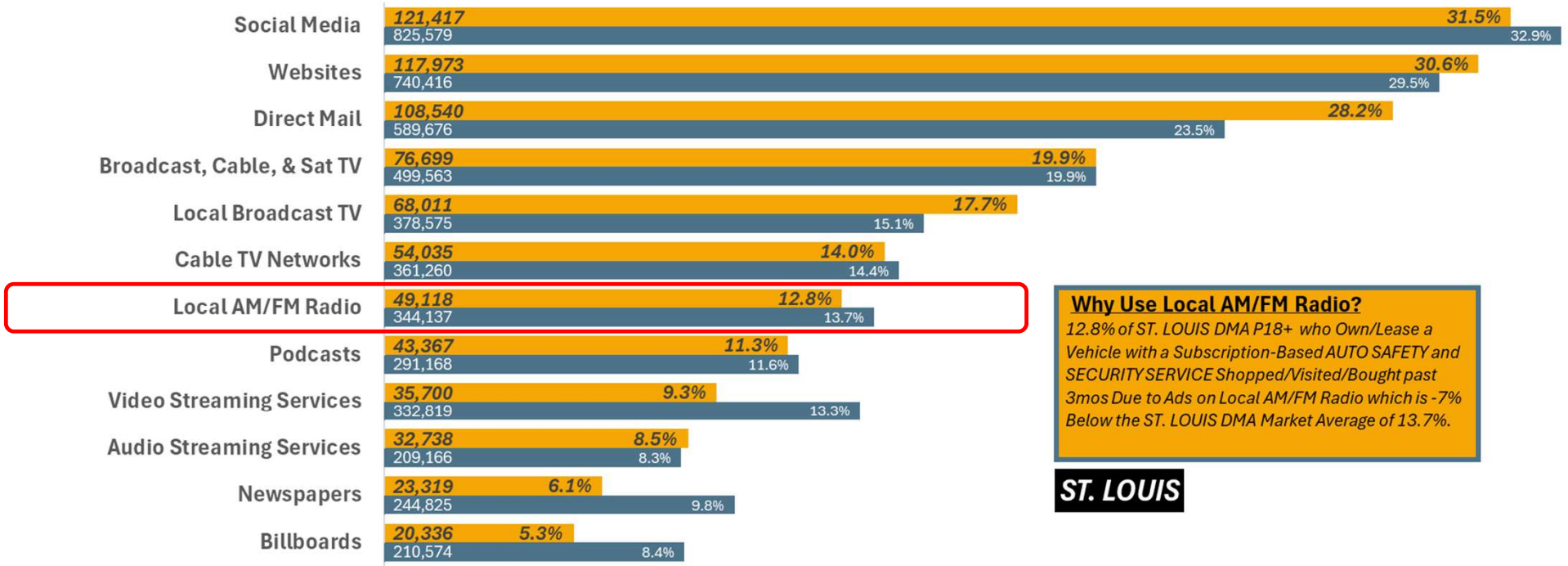
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream STL

"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?

12.8% of ST. LOUIS 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 -7% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 376

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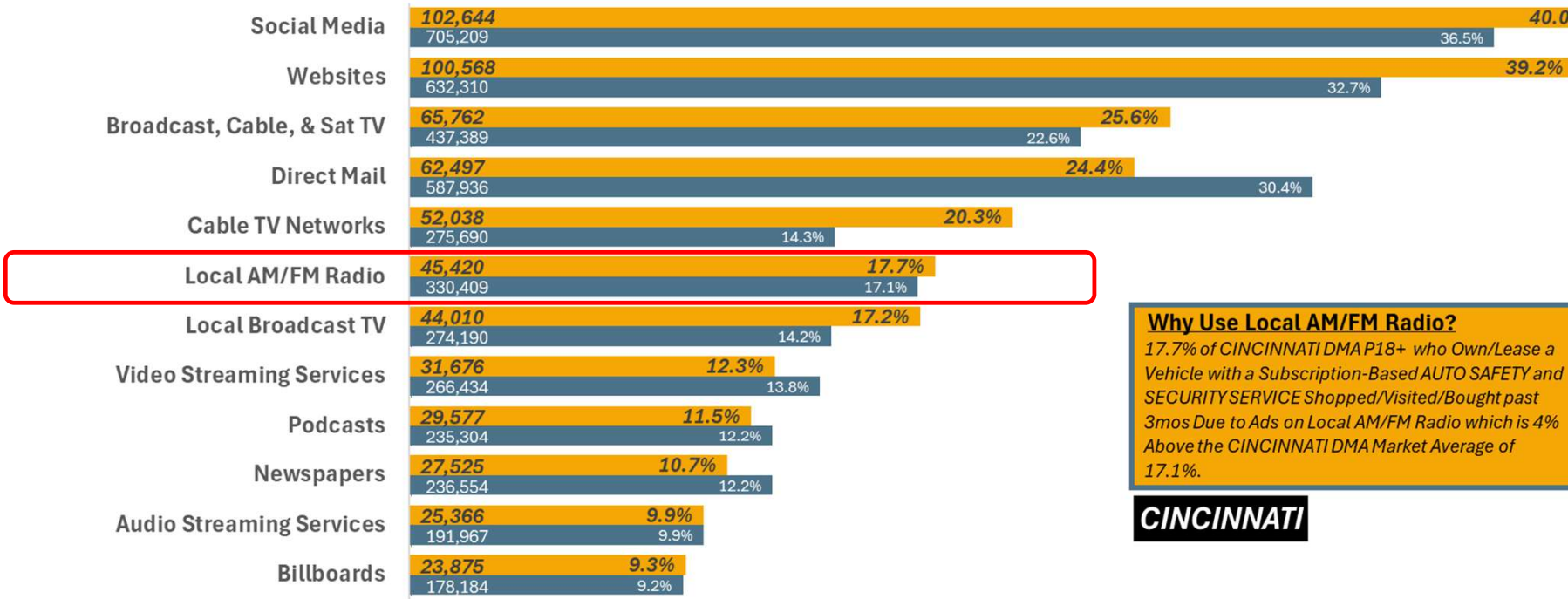
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream CIN

"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?

17.7% of CINCINNATI 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 4% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

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

P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 280

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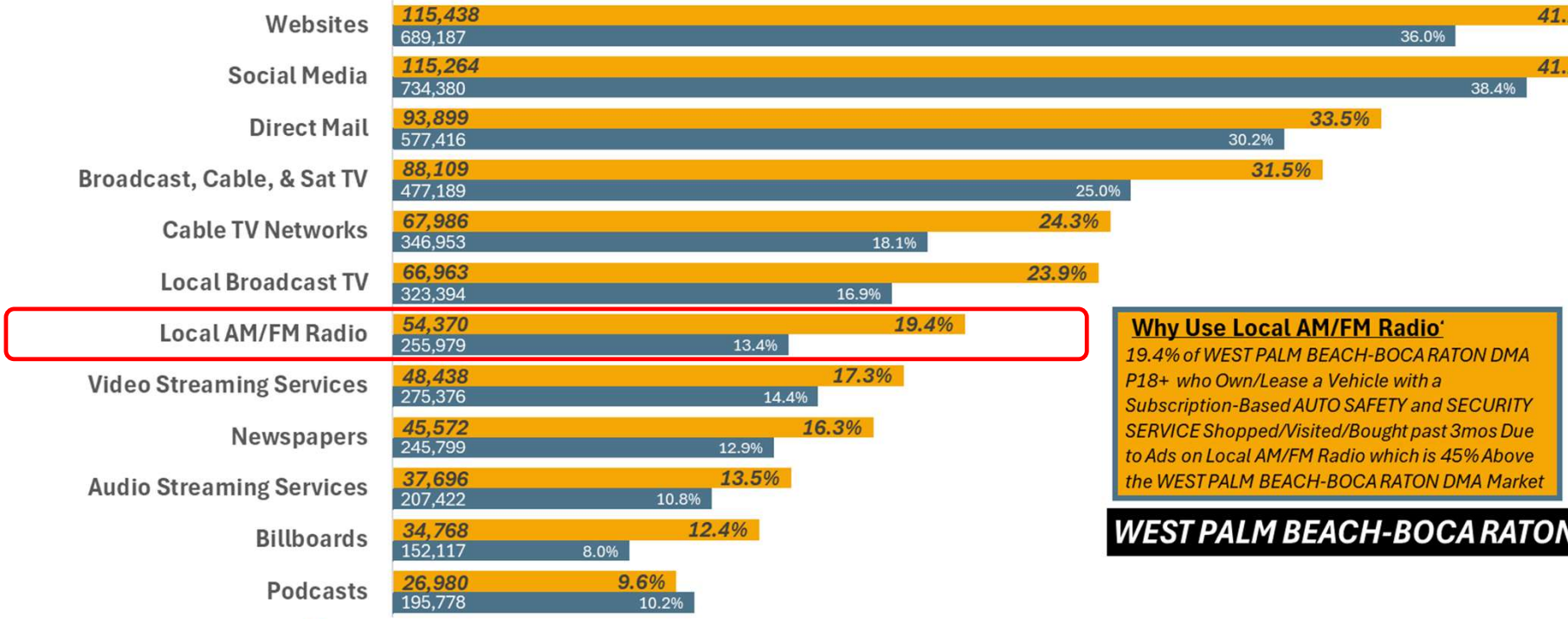
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Features in any household vehicle (HHLD): Subscription-based safety and security service (OnStar, etc)

Upstream WPB

"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'

19.4% of WEST PALM BEACH-BOCA RATON 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 45% Above the WEST PALM BEACH-BOCA RATON DMA Market

WEST PALM BEACH-BOCA RATON

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

P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 436

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