

USA+4 DMAs – P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years!

Complete Demographic & Media Use Profiles



FEDERAL RESERVE BANK of ST. LOUIS



☆ 30-Year Fixed Rate Mortgage Average in the United States (MORTGAGE30US)

Observations ▾

2026-09-17: 6.95

Updated: Sep 17, 2026 11:01 AM CDT

Next Release Date: Sep 24, 2026

Units:

Percent,

Not Seasonally Adjusted

Frequency:

Weekly,

Ending Thursday

1Y

5Y

10Y

Max

Edit Graph

Download

FRED 30-Year Fixed Rate Mortgage Average in the United States



Source: Freddie Mac via FRED®

Shaded areas indicate U.S. recessions.

fred.stlouisfed.org

Fullscreen



USA



CHI



WDC



SEA



PHX

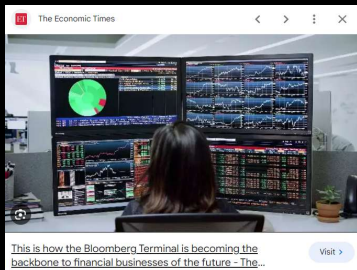
P25+

Hubbard
media that connects

Vanguard BlackRock

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

(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))





3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 37.5 years old (28.4% younger than average) and have a \$177,146 (47.6% higher than average) annual household income.

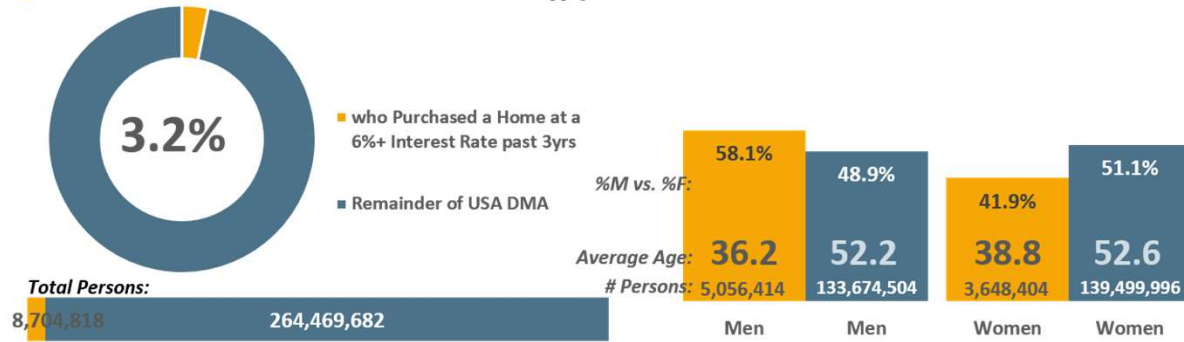


Percent of Market: Adults 25 or older



Gender of Target vs. Market: Adults 25 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Average Age:

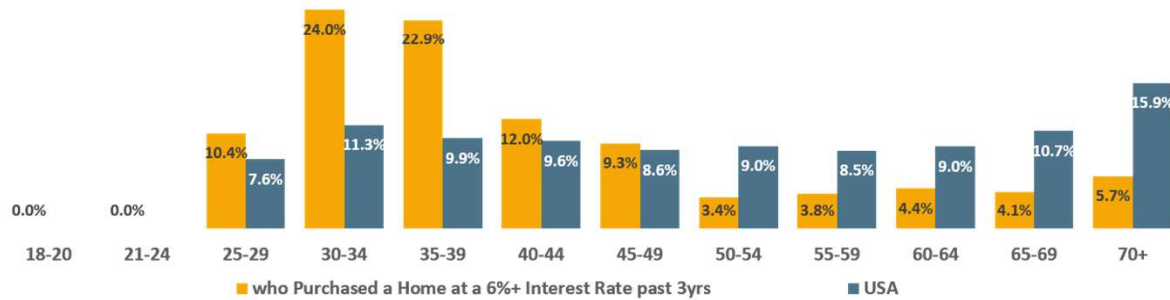
Adults 25 or older

37.5

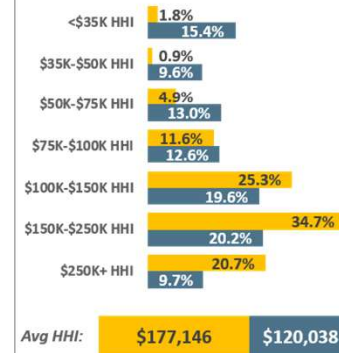
52.4

who Purchased a Home at a 6%+ Interest Rate past 3yrs

USA



HHI of Target vs. Market:



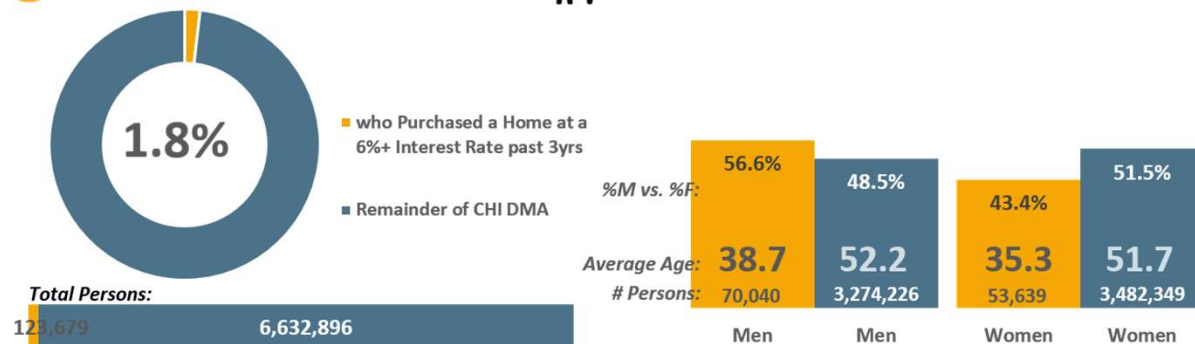
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

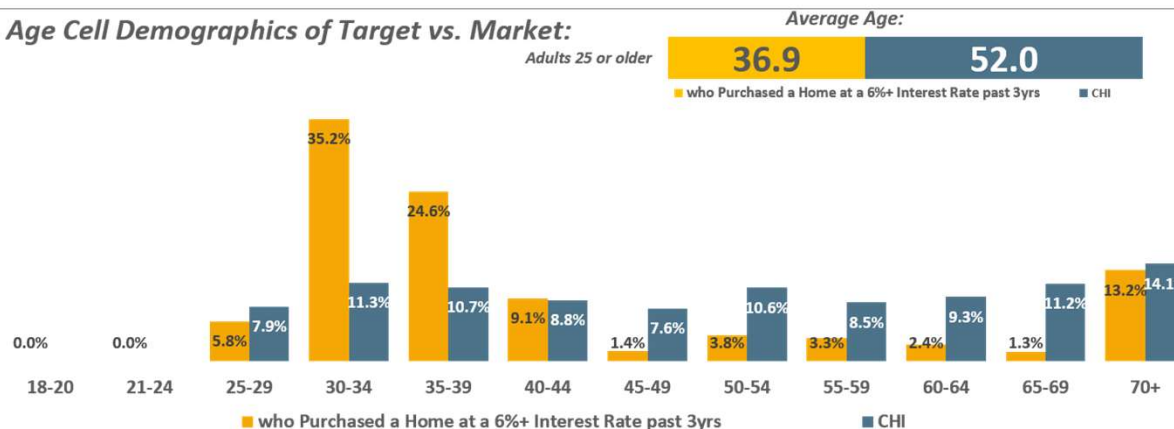


1.8% or 123,679 of CHI DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 36.9 years old (28.9% younger than average) and have a \$165,217 (45.2% higher than average) annual household income.

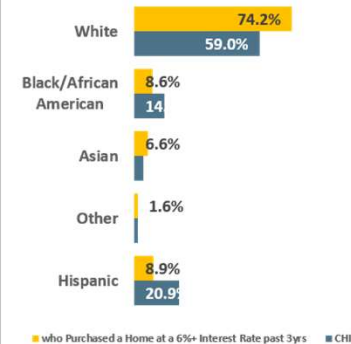
Percent of Market: Adults 25 or older Gender of Target vs. Market: Adults 25 or older



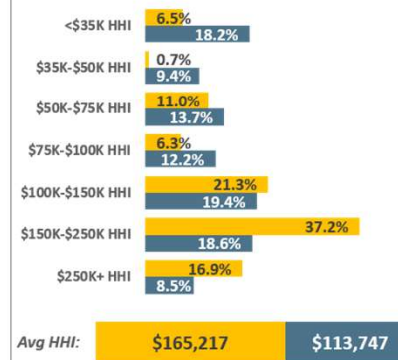
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





3.3% or 167,527 of WDC DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 36.8 years old (28.6% younger than average) and have a \$213,047 (48.3% higher than average) annual household income.

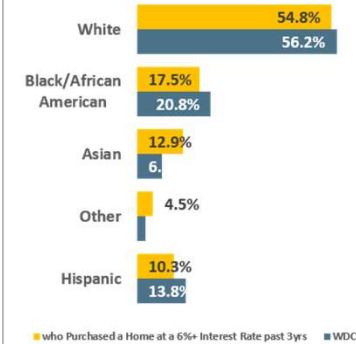
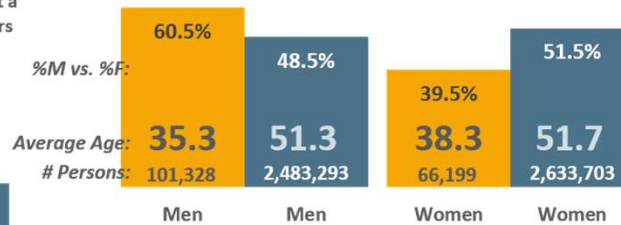
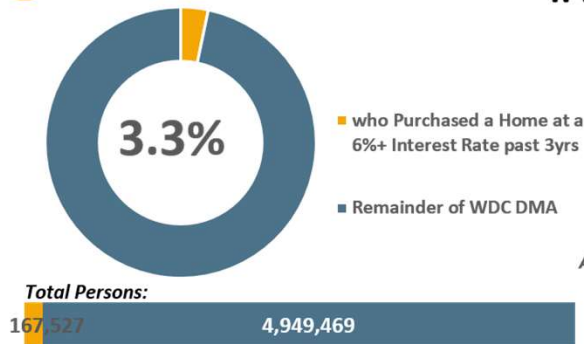


Percent of Market: Adults 25 or older



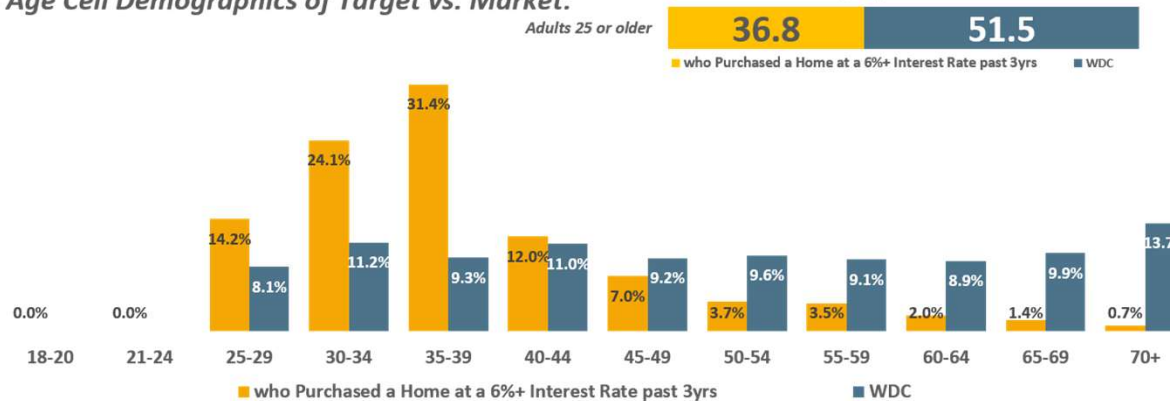
Gender of Target vs. Market: Adults 25 or older

Ethnicity of Target vs. Market:

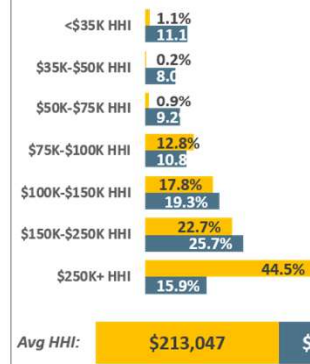


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



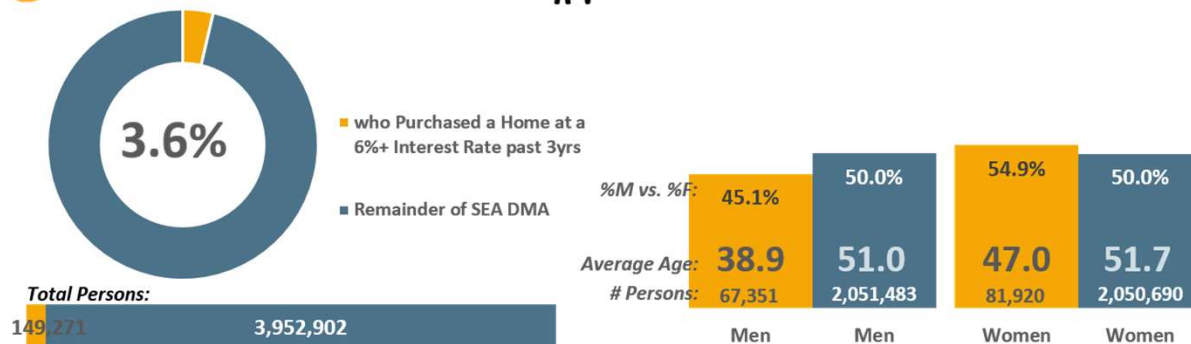
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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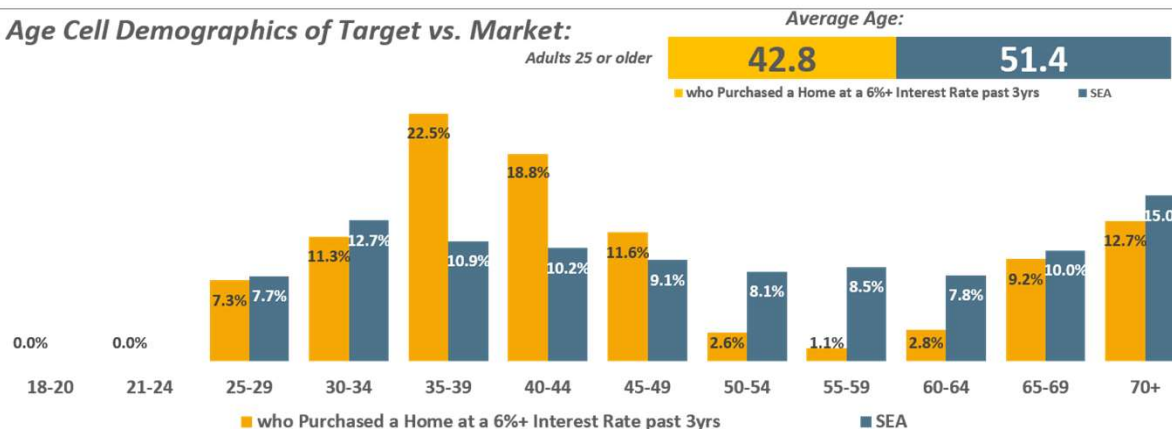


3.6% or 149,271 of SEA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 42.8 years old (16.8% younger than average) and have a \$189,543 (43.2% higher than average) annual household income.

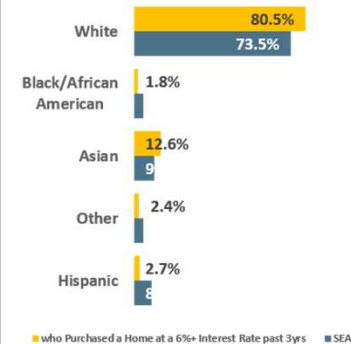
Percent of Market: Adults 25 or older Gender of Target vs. Market: Adults 25 or older



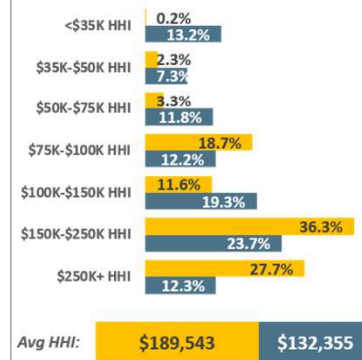
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





4.6% or 196,394 of PHX DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 37.9 years old (28.1% younger than average) and have a \$172,212 (55.1% higher than average) annual household income.

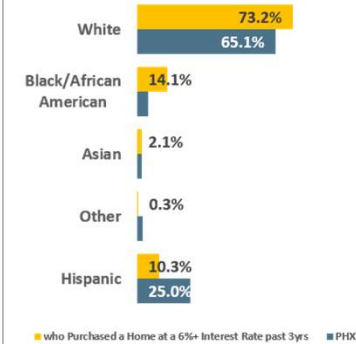
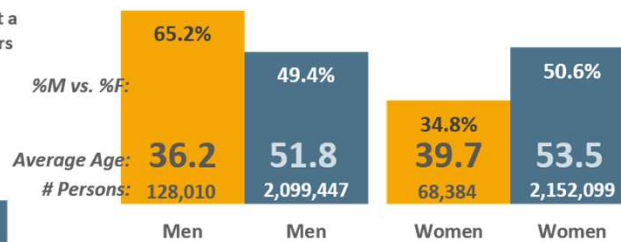
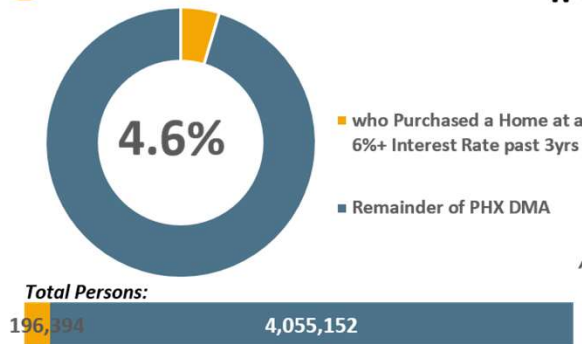


Percent of Market: Adults 25 or older



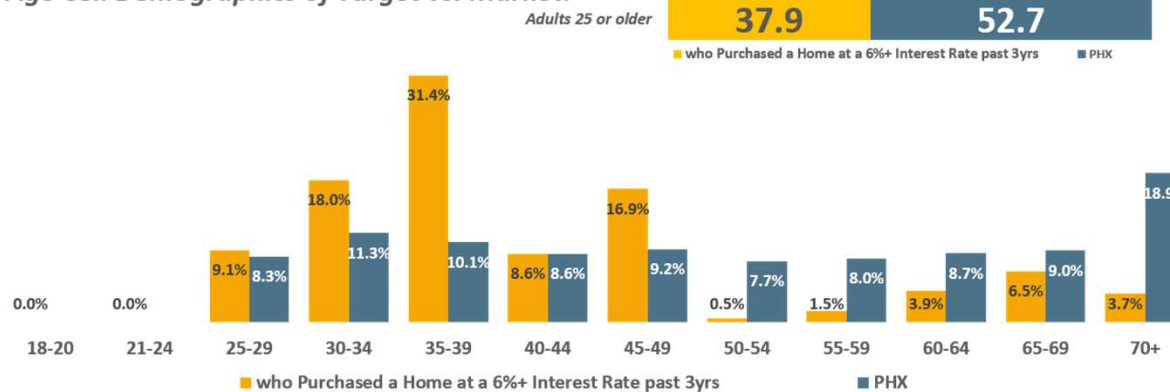
Gender of Target vs. Market: Adults 25 or older

Ethnicity of Target vs. Market:

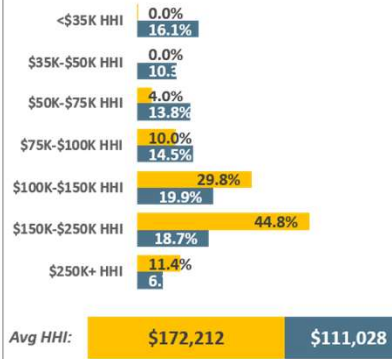


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

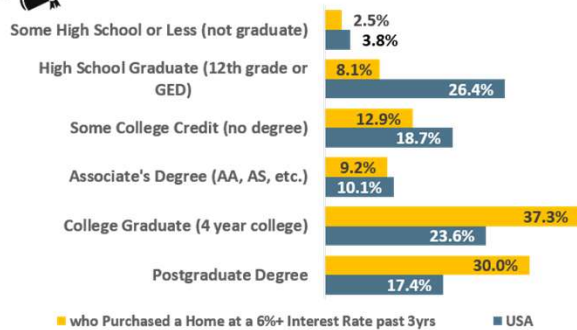




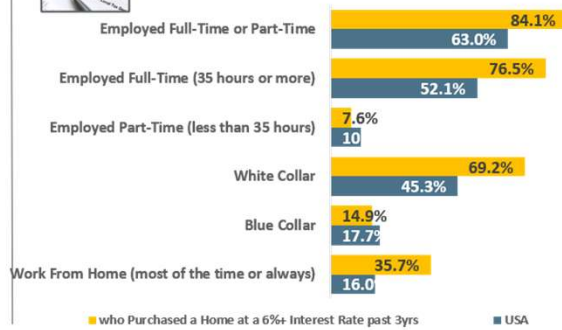
3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 64.% more likely to be a college graduate, 46.8% more likely to work full-time, 26.9% more likely to be married, 51.4% more likely to be a parent of 1 or more children under 18.



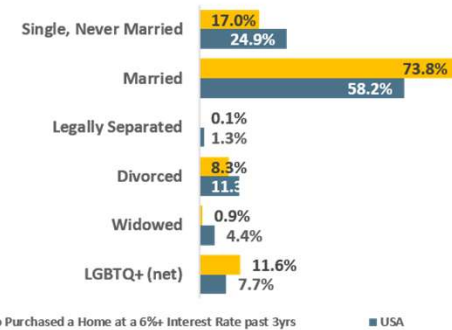
Education Levels: Adults 25 or older



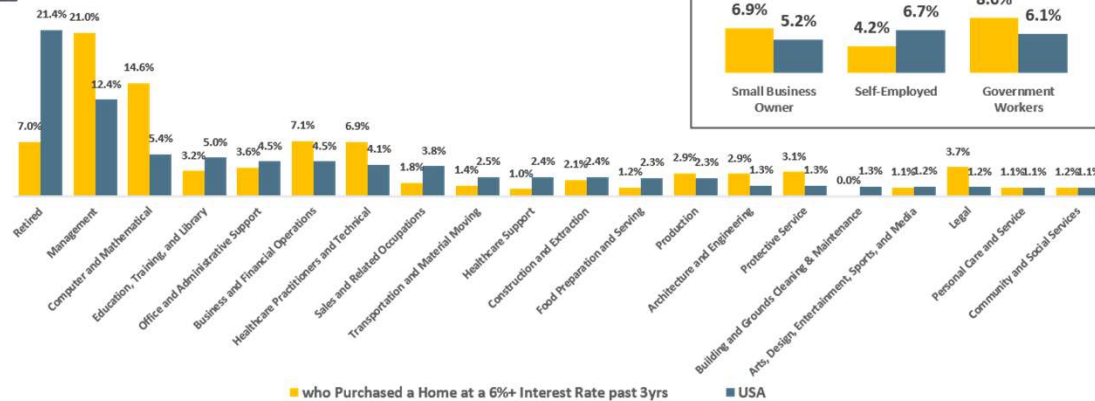
Employment: Adults 25 or older



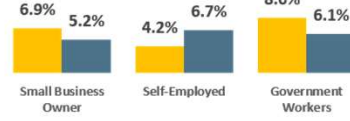
Marital Status: Adults 25 or older



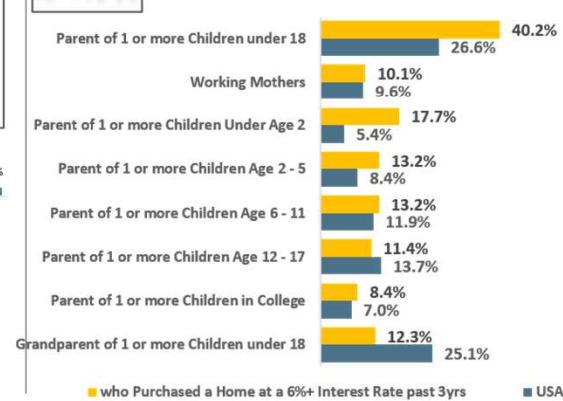
Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers



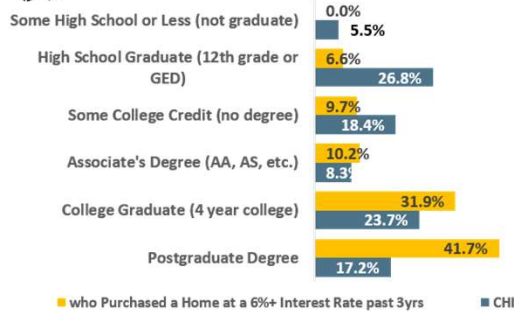
Stage in Life: Adults 25 or older



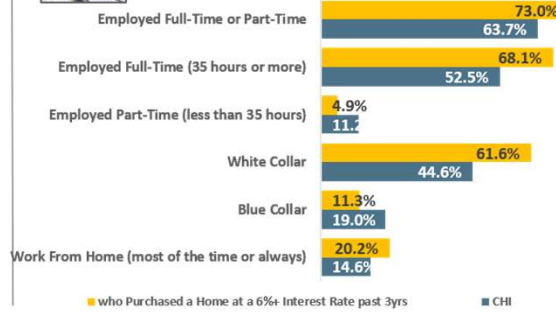


1.8% or 123,679 of CHI DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 79.8% more likely to be a college graduate, 29.7% more likely to work full-time, 38.% more likely to be married, 5.4% less likely to be a parent of 1 or more children under 18.

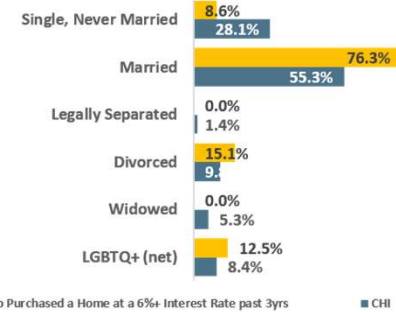
Education Levels: Adults 25 or older



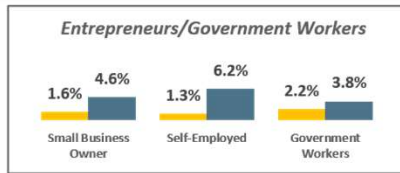
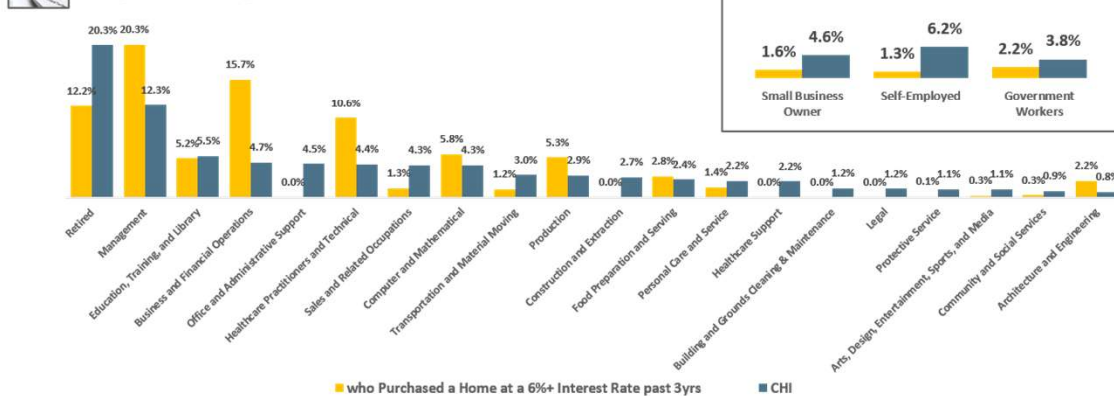
Employment: Adults 25 or older



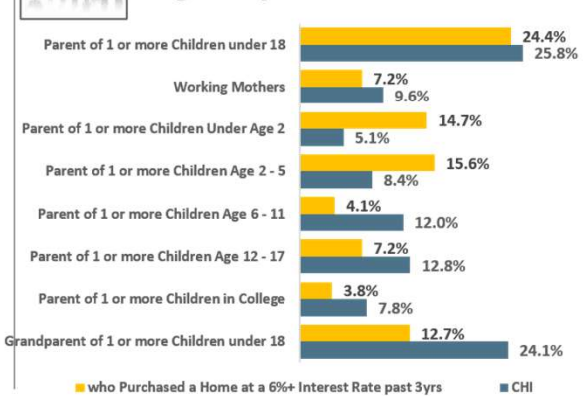
Marital Status: Adults 25 or older

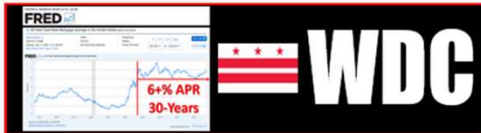


Top-20 Occupations: Adults 25 or older



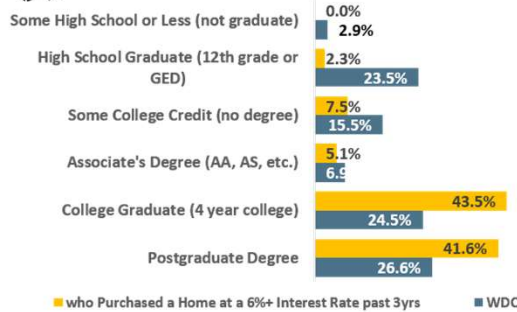
Stage in Life: Adults 25 or older



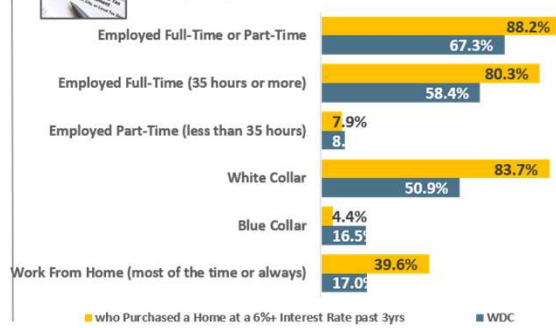


3.3% or 167,527 of WDC DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 66.4% more likely to be a college graduate, 37.3% more likely to work full-time, 3.4% more likely to be married, 24.7% more likely to be a parent of 1 or more children under 18.

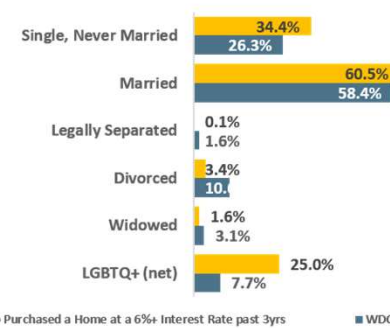
Education Levels: Adults 25 or older



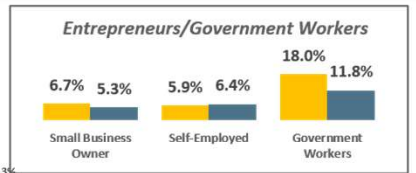
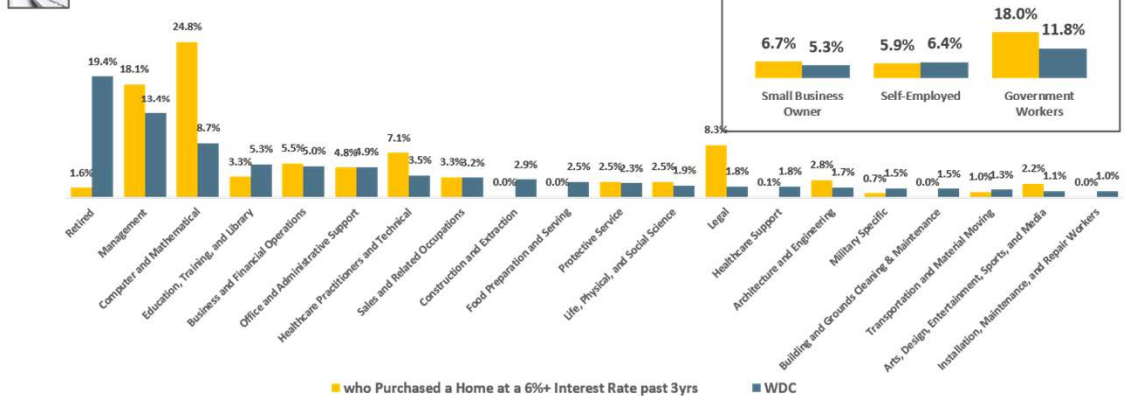
Employment: Adults 25 or older



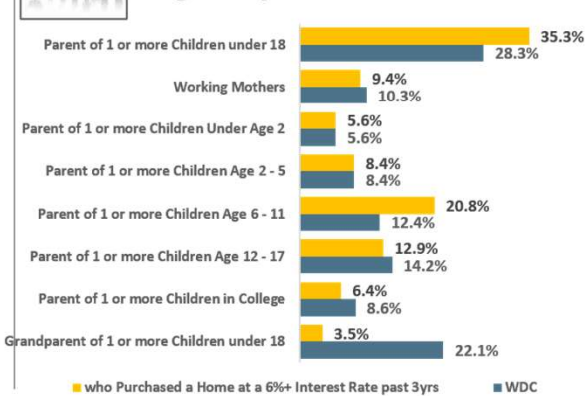
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



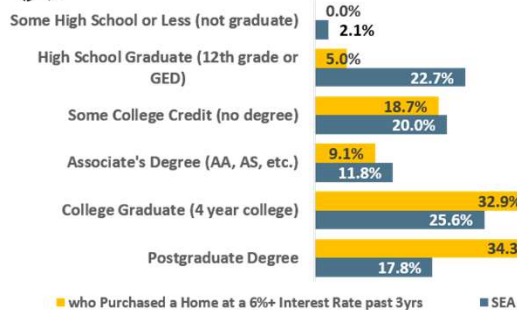
Stage in Life: Adults 25 or older



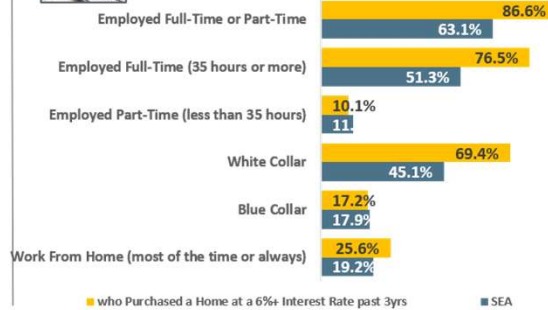


3.6% or 149,271 of SEA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 54.8% more likely to be a college graduate, 49.3% more likely to work full-time, 25.8% more likely to be married, 59.7% more likely to be a parent of 1 or more children under 18.

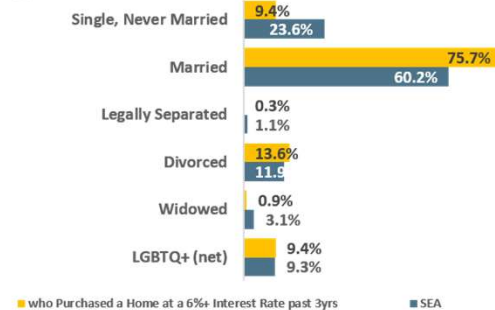
Education Levels: Adults 25 or older



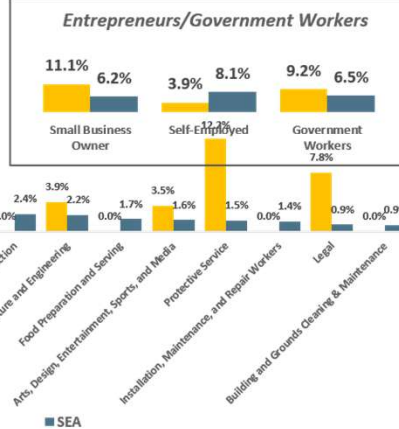
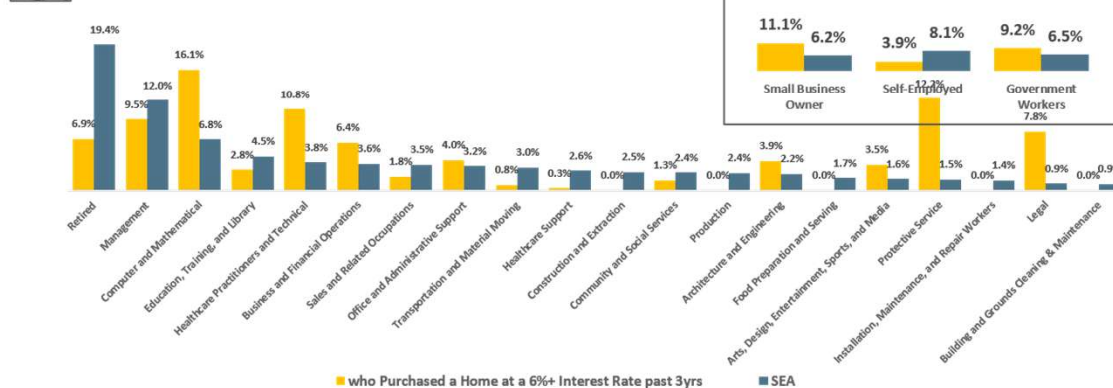
Employment: Adults 25 or older



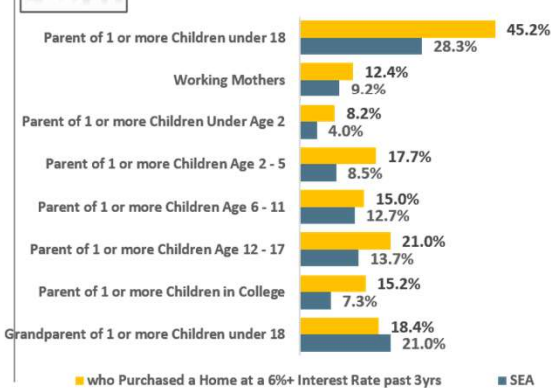
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



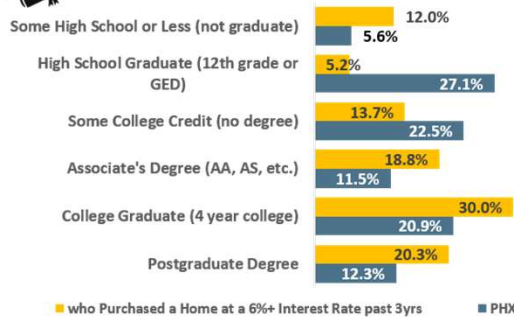
Stage in Life: Adults 25 or older



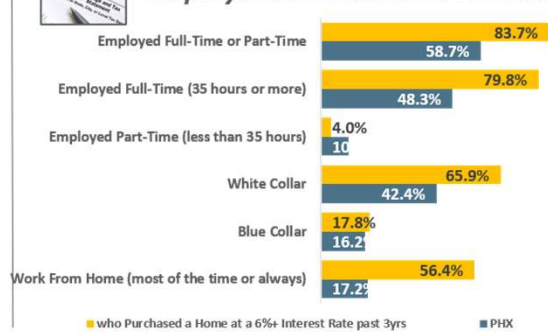


4.6% or 196,394 of PHX DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 51.1% more likely to be a college graduate, 65.1% more likely to work full-time, 39.1% more likely to be married, 68.4% more likely to be a parent of 1 or more children under 18.

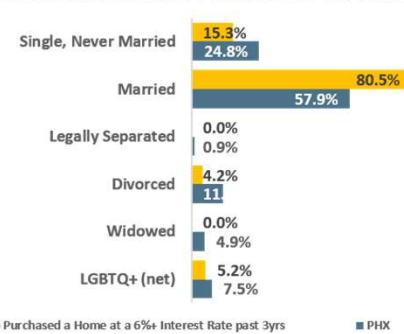
Education Levels: Adults 25 or older



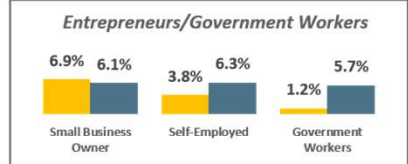
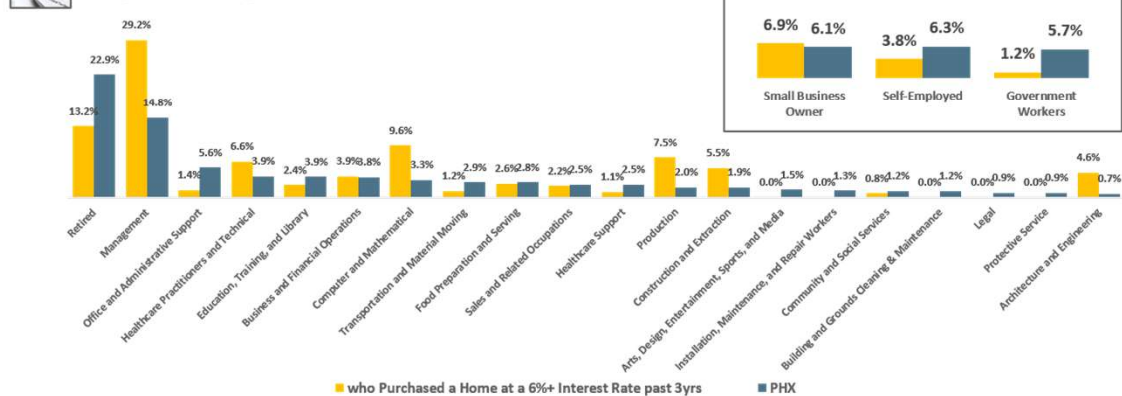
Employment: Adults 25 or older



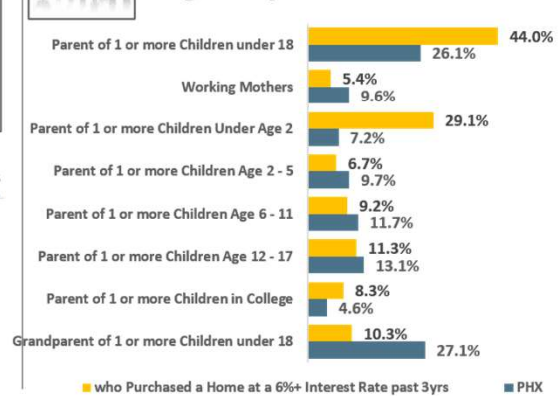
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



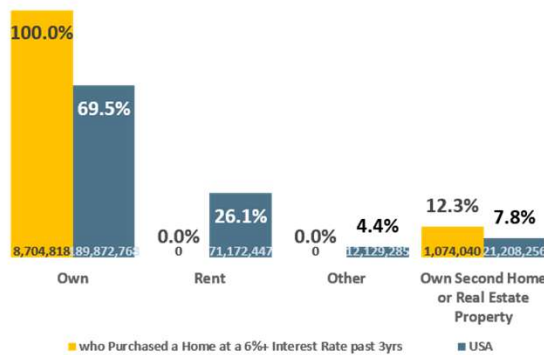
Stage in Life: Adults 25 or older



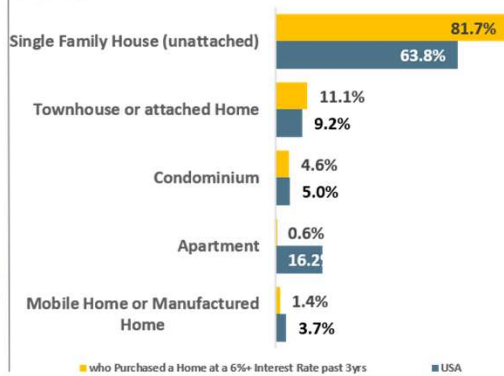


3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 43.9% more likely to own their home, 18.6% more likely to own a higher valued home, 27.9% more likely to have a single-family home, 27.4% more likely to have a dog.

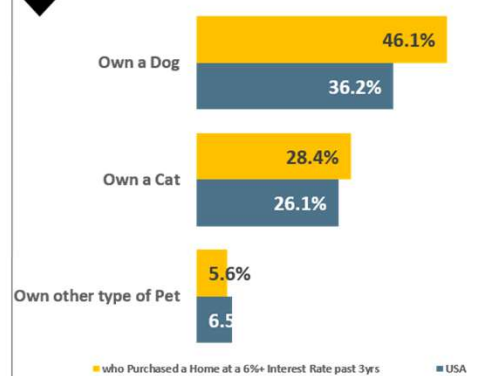
Own/Rent/Other: Adults 25 or older



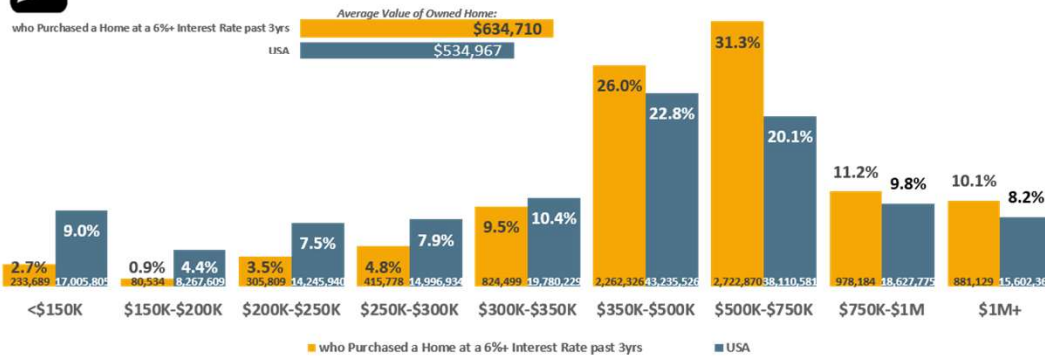
Type of Home: Adults 25 or older



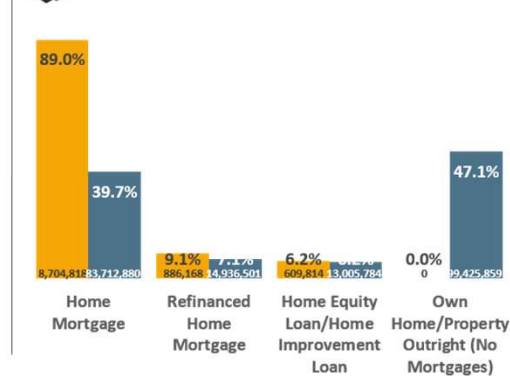
Pets in Home: Adults 25 or older

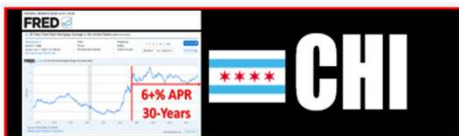


Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

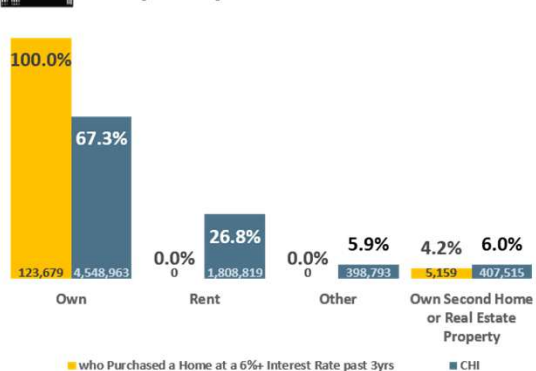




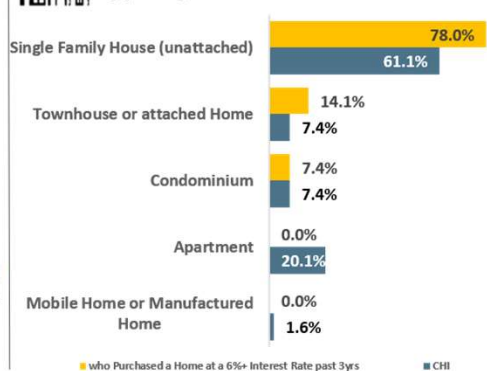
1.8% or 123,679 of CHI DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 48.5% more likely to own their home, 26.8% more likely to own a higher valued home, 27.6% more likely to have a single-family home, 72.2% more likely to have a dog.



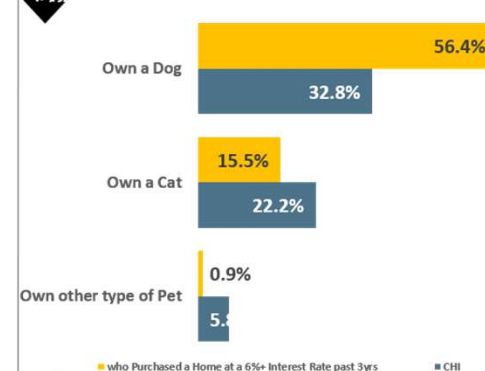
Own/Rent/Other: Adults 25 or older



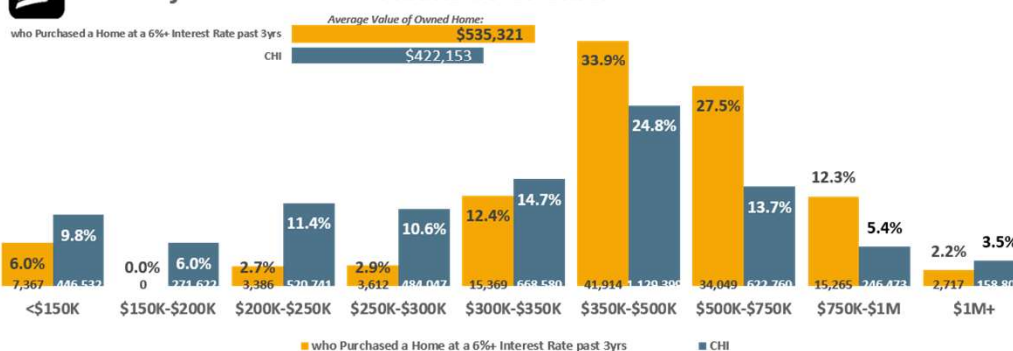
Type of Home: Adults 25 or older



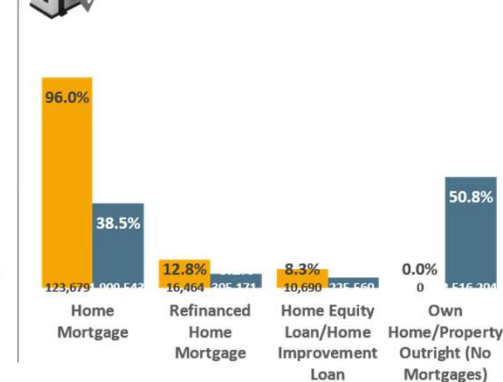
Pets in Home: Adults 25 or older

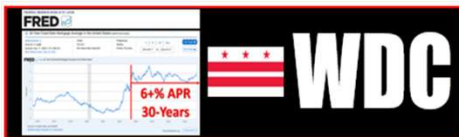


Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

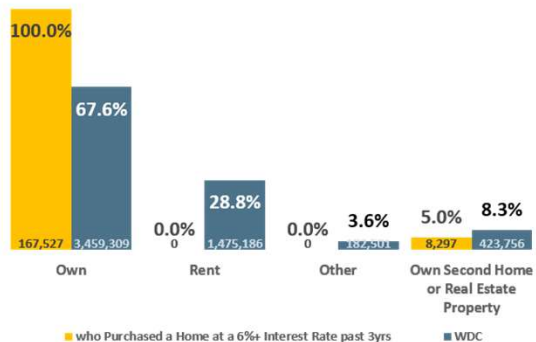




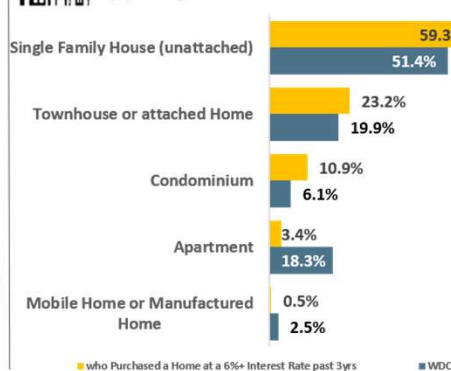
3.3% or 167,527 of WDC DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 47.9% more likely to own their home, 7.6% more likely to own a higher valued home, 15.5% more likely to have a single-family home, 29.8% more likely to have a dog.



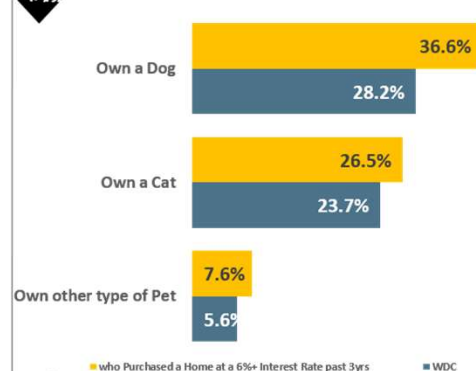
Own/Rent/Other: Adults 25 or older



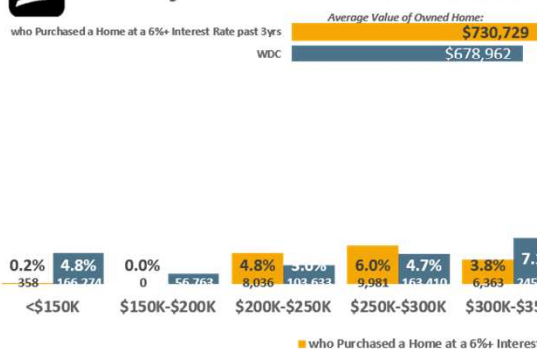
Type of Home: Adults 25 or older



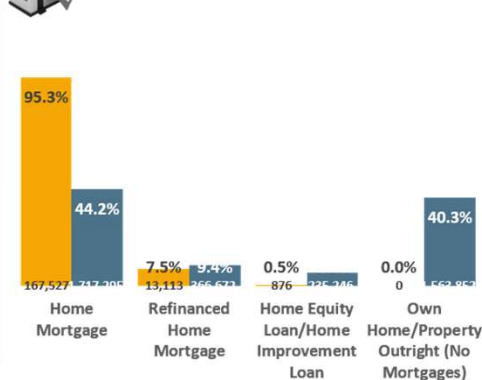
Pets in Home: Adults 25 or older

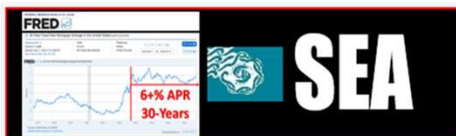


Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

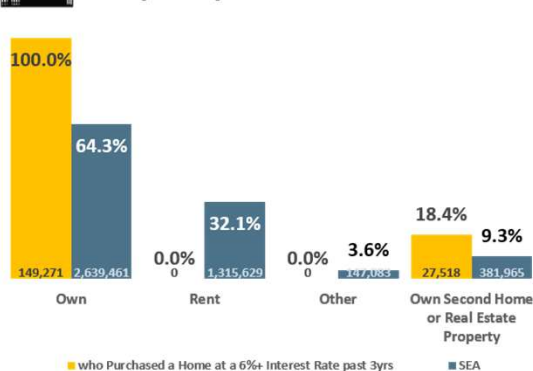




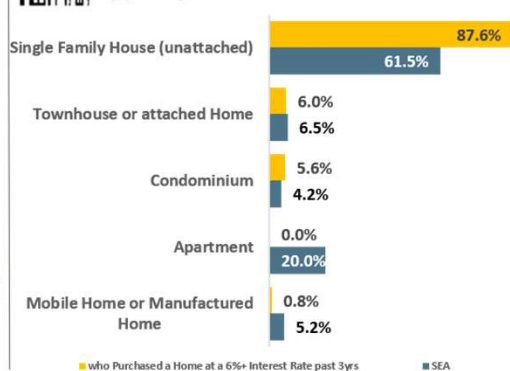
3.6% or 149,271 of SEA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 55.4% more likely to own their home, 11.3% more likely to own a higher valued home, 42.5% more likely to have a single-family home, 45.9% more likely to have a dog.



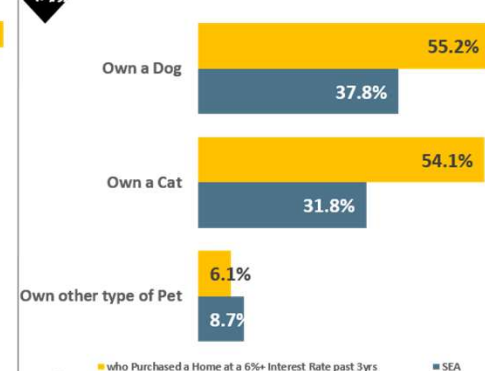
Own/Rent/Other: Adults 25 or older



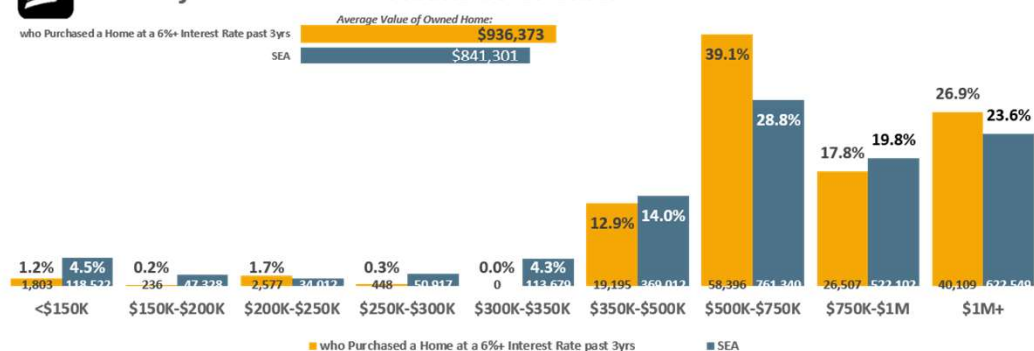
Type of Home: Adults 25 or older



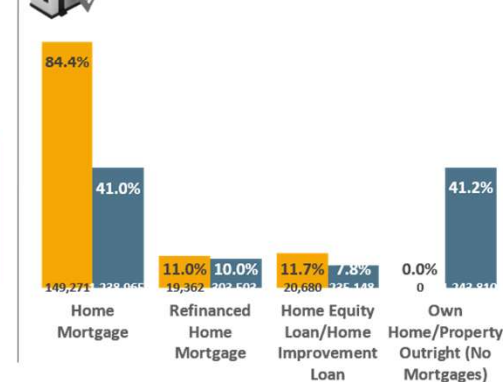
Pets in Home: Adults 25 or older

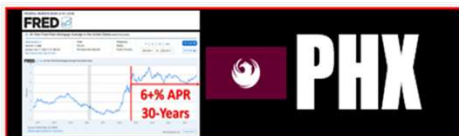


Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

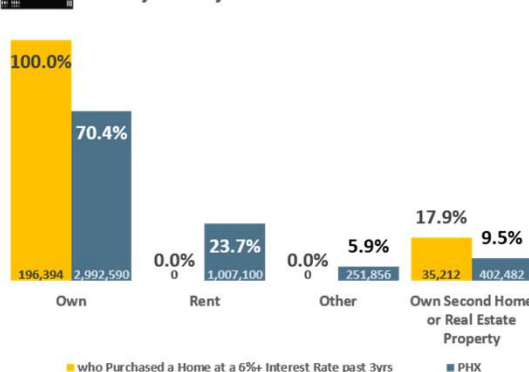




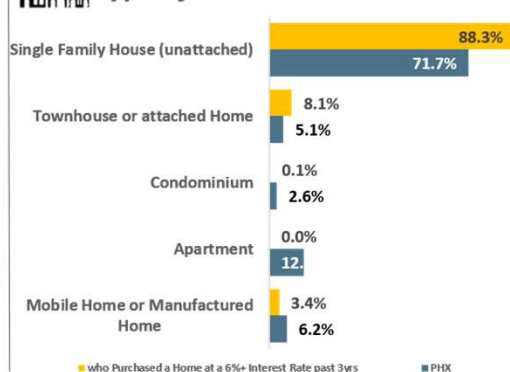
4.6% or 196,394 of PHX DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 42.1% more likely to own their home, 18.1% more likely to own a higher valued home, 23.2% more likely to have a single-family home, 30.4% less likely to have a dog.



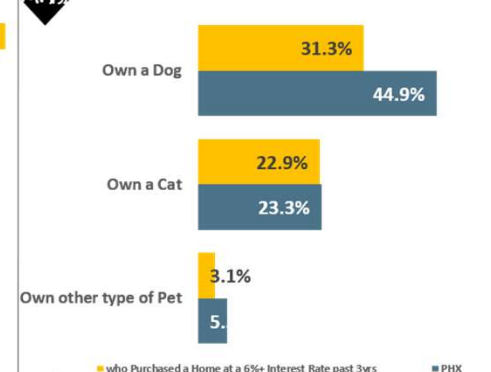
Own/Rent/Other: Adults 25 or older



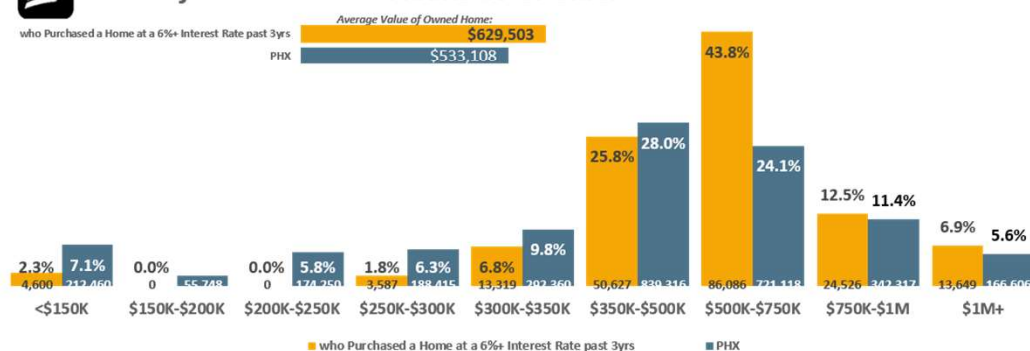
Type of Home: Adults 25 or older



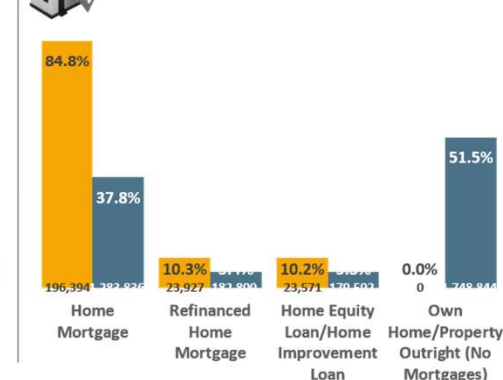
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

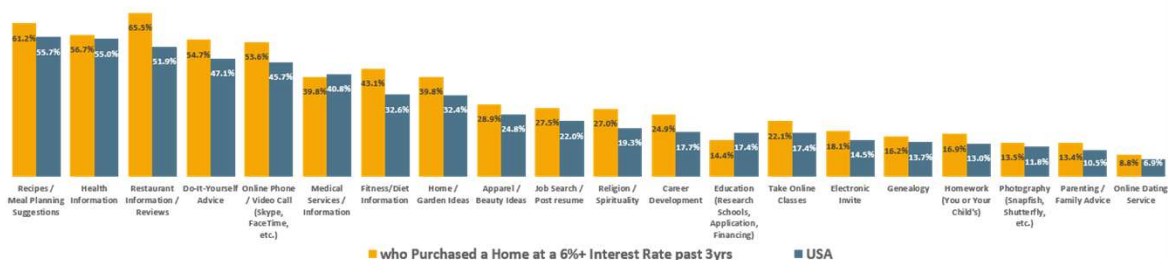




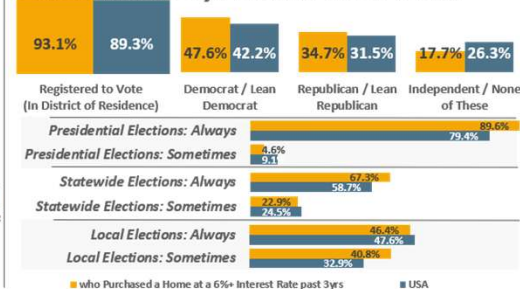
3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 16.% more likely to look up D-I-Y advice online, 2.6% less likely to always vote in local elections, 49.3% more likely to belong to a gym, 26.3% more likely to fly domestic past



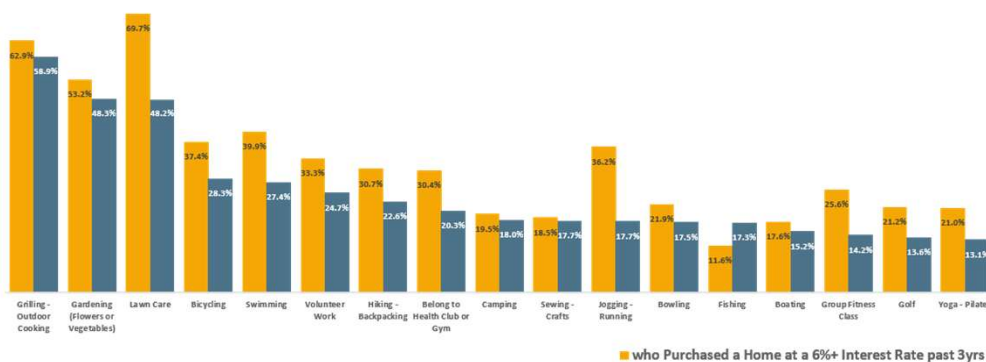
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



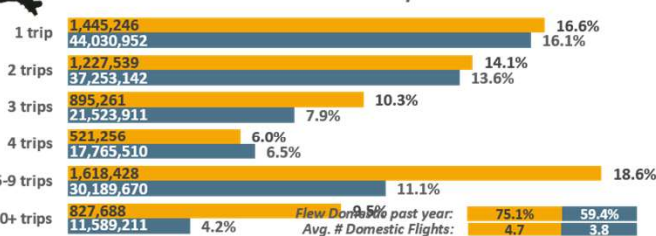
Political Activity: Adults 25 or older



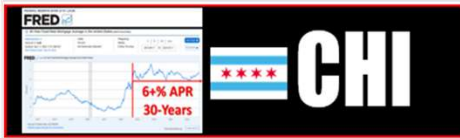
Top-30 past 12-months Active Lifestyle Activities: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older



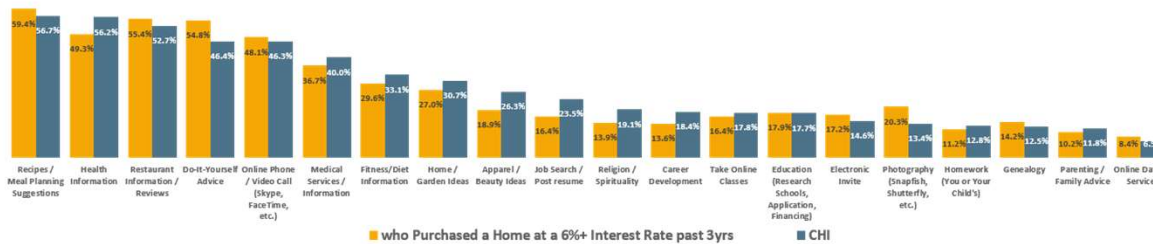
Flew Domestic past year: 75.1% vs 59.4%
Avg. # Domestic Flights: 4.7 vs 3.8



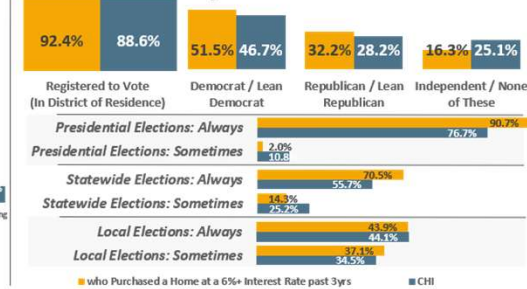
1.8% or 123,679 of CHI DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 18.% more likely to look up D-I-Y advice online, .3% less likely to always vote in local elections, 74.5% more likely to belong to a gym, 9.4% more likely to fly domestic past yr



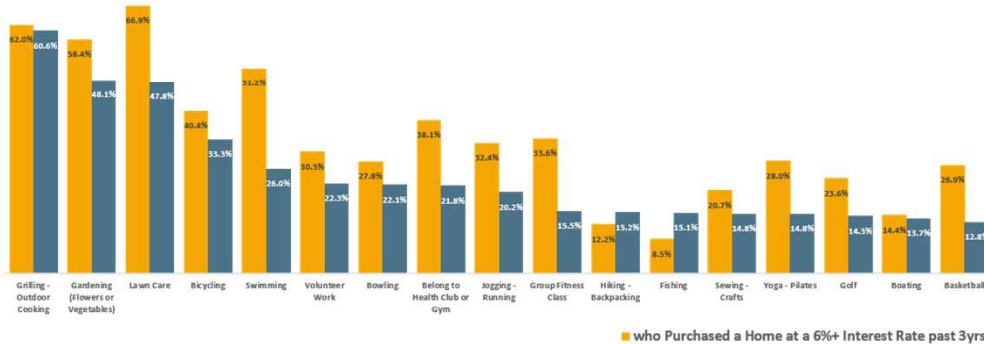
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



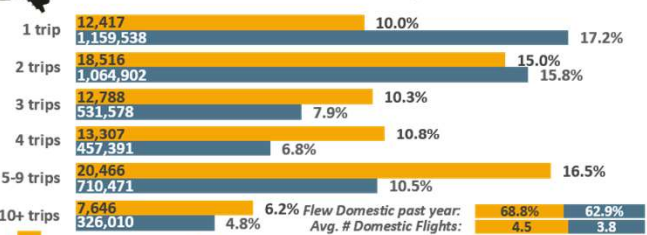
Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older



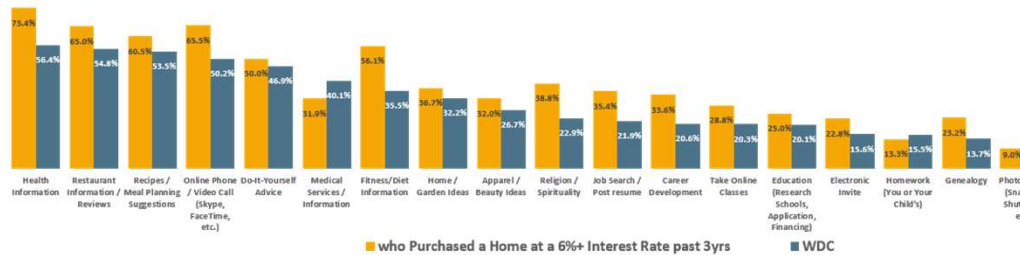
6.2% Flew Domestic past year: Avg. # Domestic Flights: 4.5



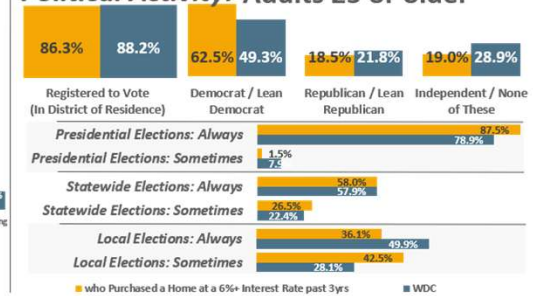
3.3% or 167,527 of WDC DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 6.7% more likely to look up D-I-Y advice online, 27.5% less likely to always vote in local elections, 51.4% more likely to belong to a gym, 41.5% more likely to fly domestic past



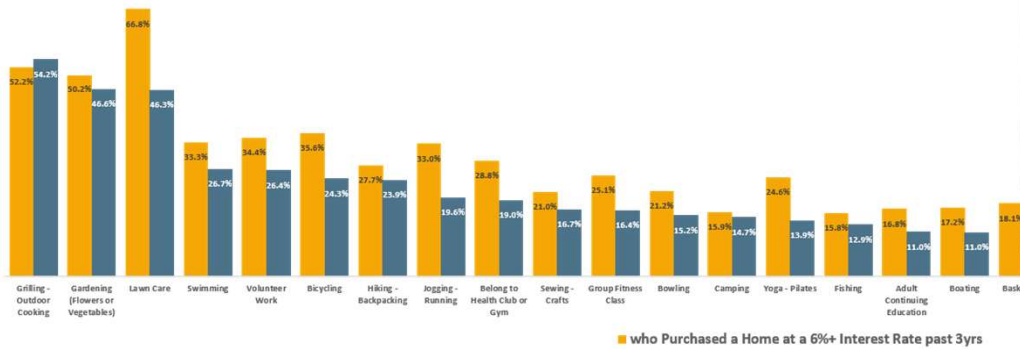
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



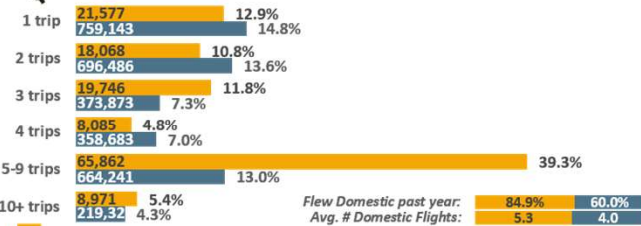
Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

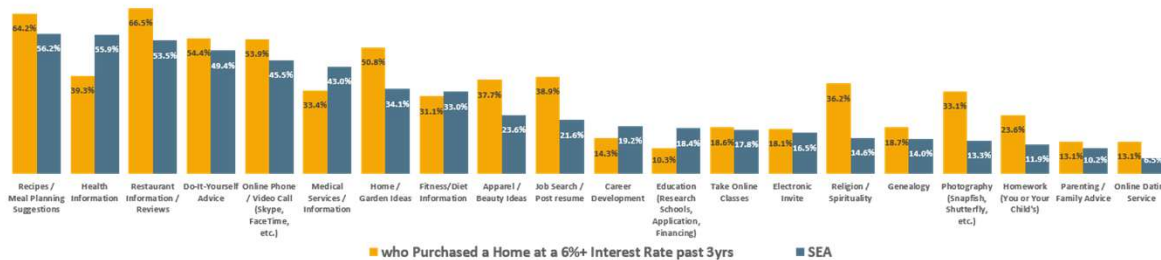




3.6% or 149,271 of SEA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 10.1% more likely to look up D-I-Y advice online, 35.1% more likely to always vote in local elections, 54.3% more likely to belong to a gym, 2.6% more likely to fly domestic past



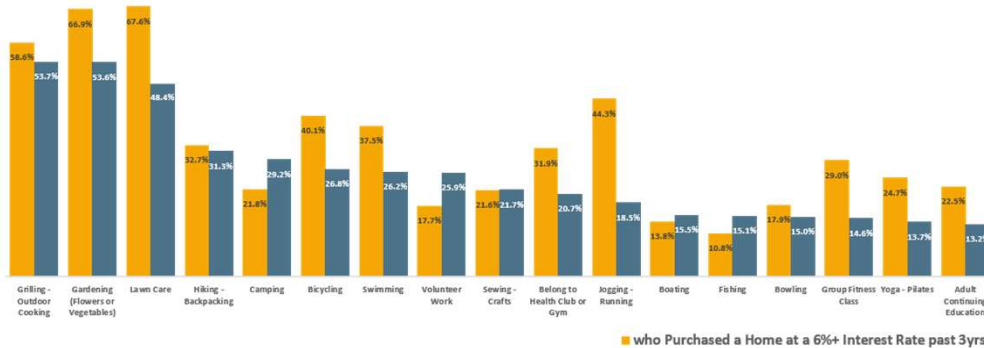
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



who Purchased a Home at a 6%+ Interest Rate past 3yrs SEA



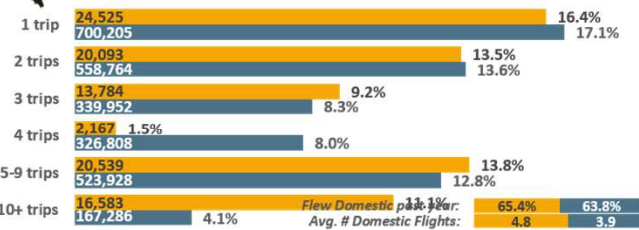
Top-30 past 12-months Active Lifestyle Activities: Adults 25 or older



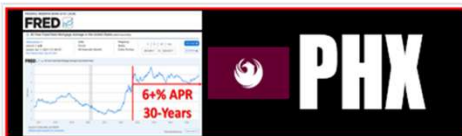
who Purchased a Home at a 6%+ Interest Rate past 3yrs SEA



Past 12-months Domestic Airline Trips: Adults 25 or older



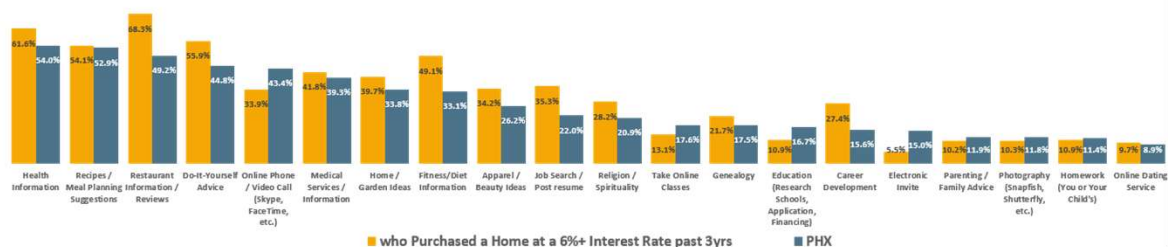
Flew Domestic past 12 months: 65.4% vs 63.8%
Avg. # Domestic Flights: 4.8 vs 3.9



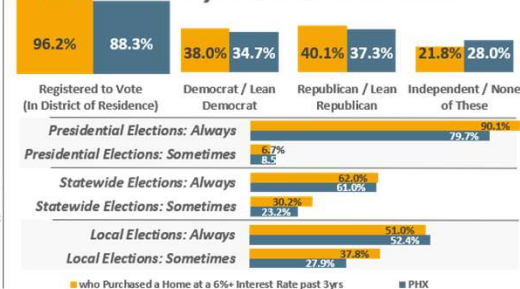
4.6% or 196,394 of PHX DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 24.8% more likely to look up D-I-Y advice online, 2.8% less likely to always vote in local elections, 52.2% more likely to belong to a gym, 37.1% more likely to fly domestic past



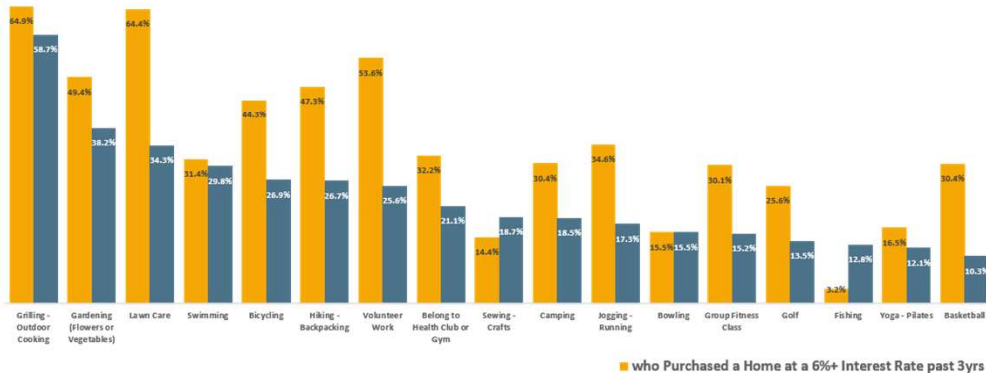
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



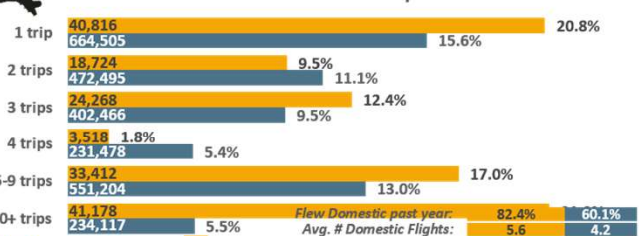
Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

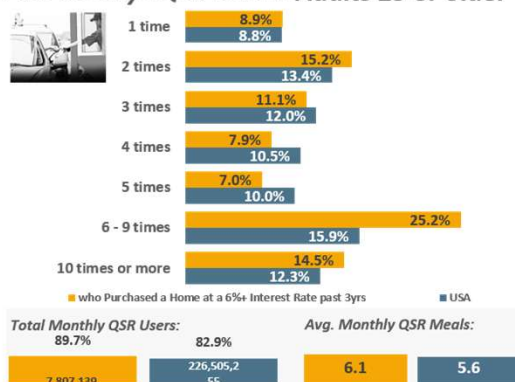


Flew Domestic past year: 82.4%
Avg. # Domestic Flights: 5.6

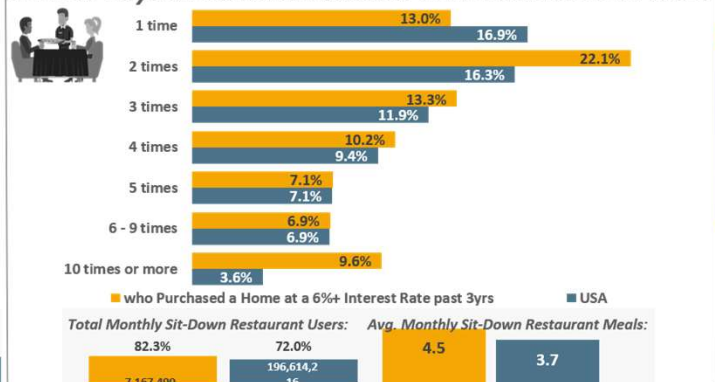


3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 8.2% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 11.8% less likely to use Casinos past yr., 76.6% less likely to smoke cigarettes.

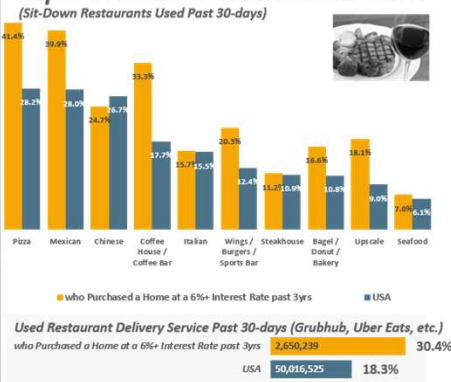
Past 30-days QSR Users: Adults 25 or older



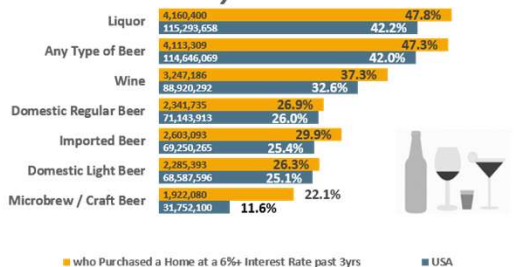
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



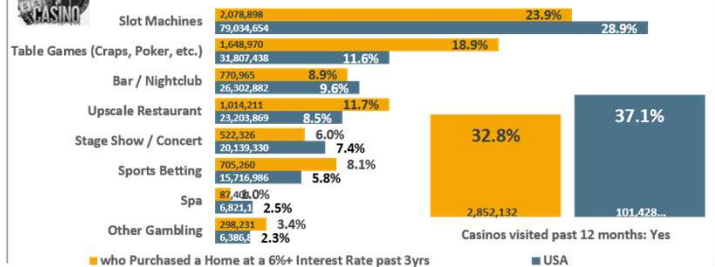
Top-10 Cuisines: Adults 25 or older



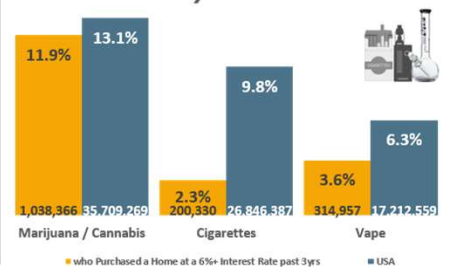
Drank Past 30-days: Adults 25 or older

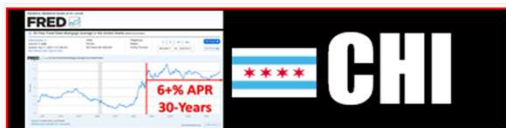


Past 12 months Casino Activities: Adults 25 or older



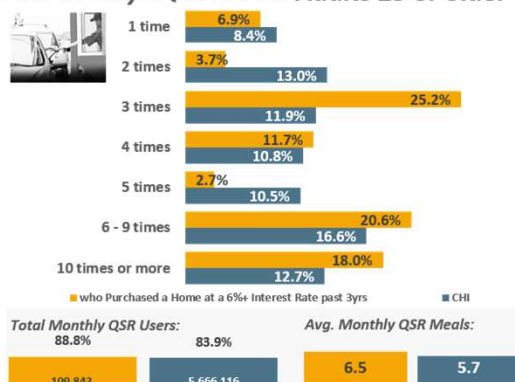
Used Past 30-days: Adults 25 or older



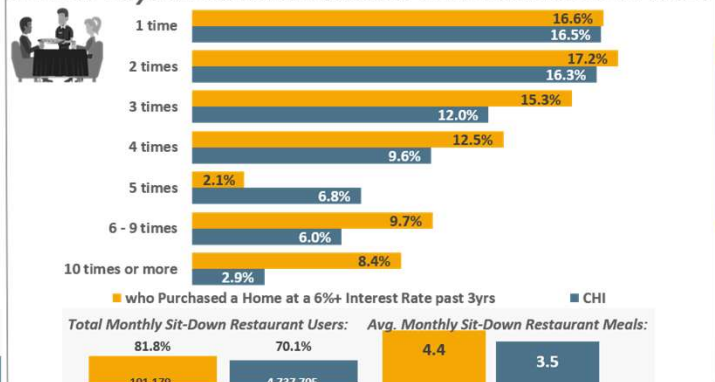


1.8% or 123,679 of CHI DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 5.9% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 43.7% less likely to use Casinos past yr., 74.% less likely to smoke cigarettes.

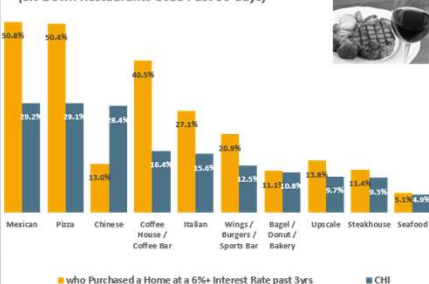
Past 30-days QSR Users: Adults 25 or older



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



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

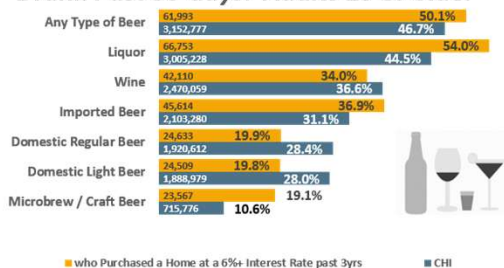


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

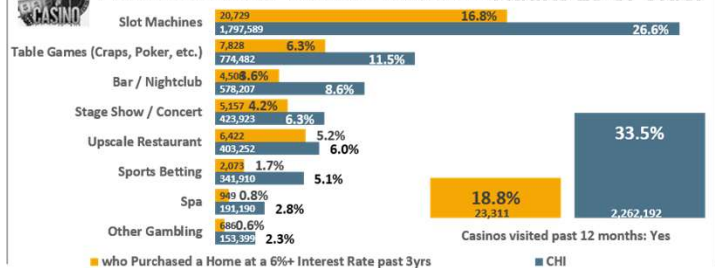
who Purchased a Home at a 6%+ Interest Rate past 3yrs: 35,649 (28.8%)

CHI: 1,349,667 (20.0%)

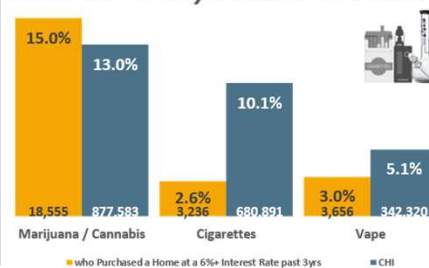
Drank Past 30-days: Adults 25 or older

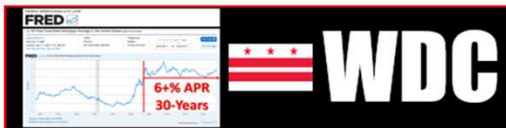


Past 12 months Casino Activities: Adults 25 or older



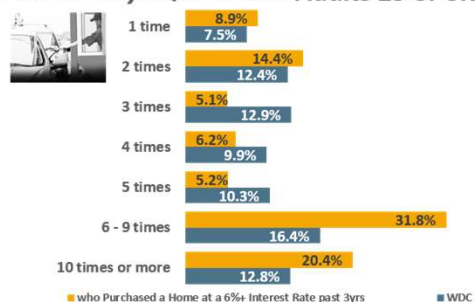
Used Past 30-days: Adults 25 or older



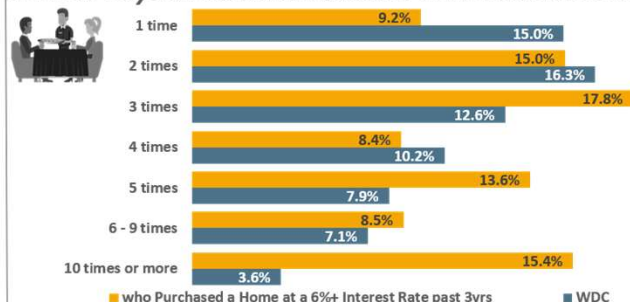


3.3% or 167,527 of WDC DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 11.6% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 21.2% less likely to use Casinos past yr., 59.9% less likely to smoke cigarettes.

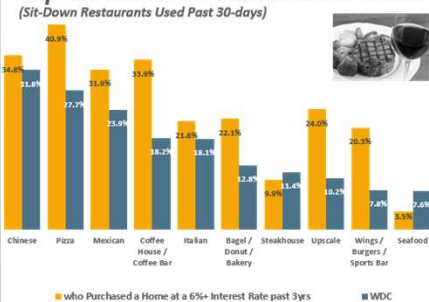
Past 30-days QSR Users: Adults 25 or older



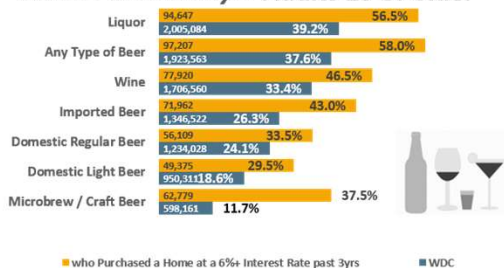
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



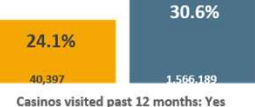
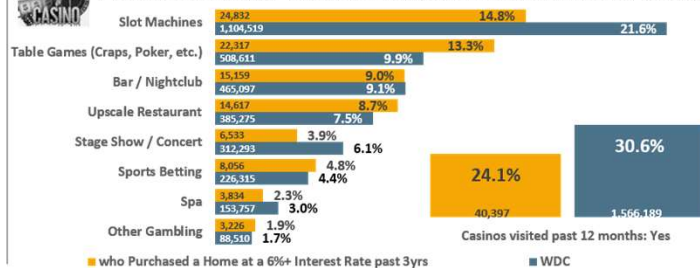
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



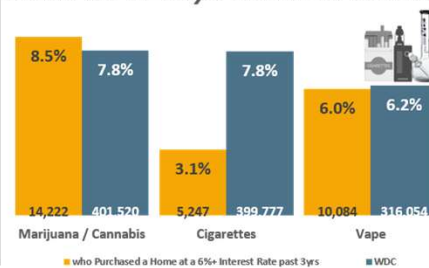
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



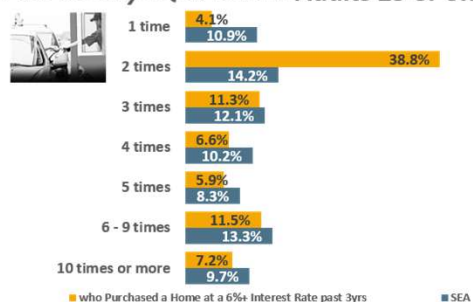
Used Past 30-days: Adults 25 or older



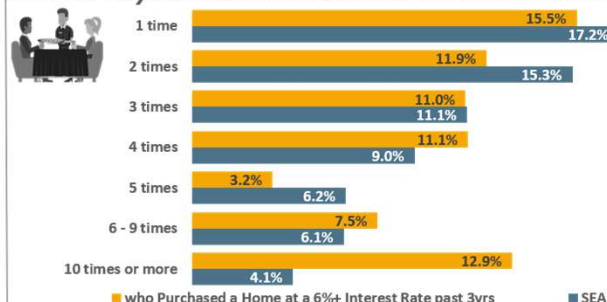


3.6% or 149,271 of SEA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 8.4% more likely to use QSRs past mo., 6.1% more likely to use Sit-Down Restaurants past mo., 45.9% less likely to use Casinos past yr., 66.4% less likely to smoke cigarettes.

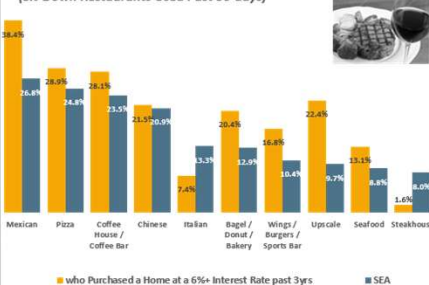
Past 30-days QSR Users: Adults 25 or older



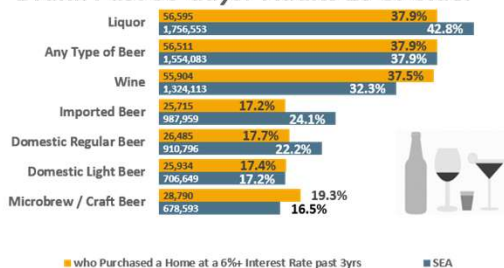
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



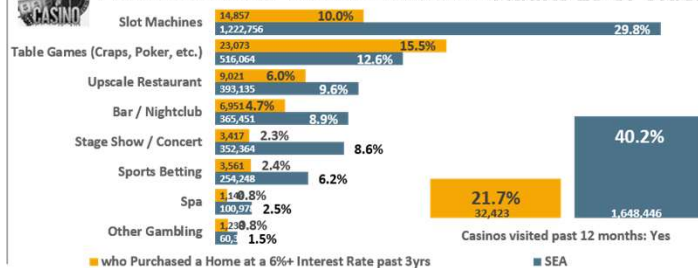
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



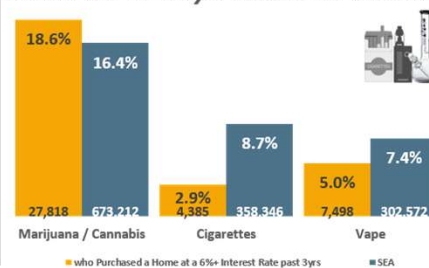
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



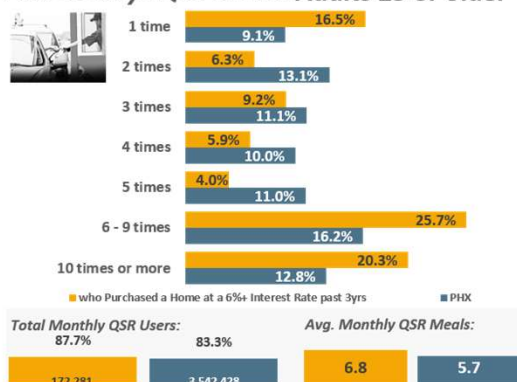
Used Past 30-days: Adults 25 or older



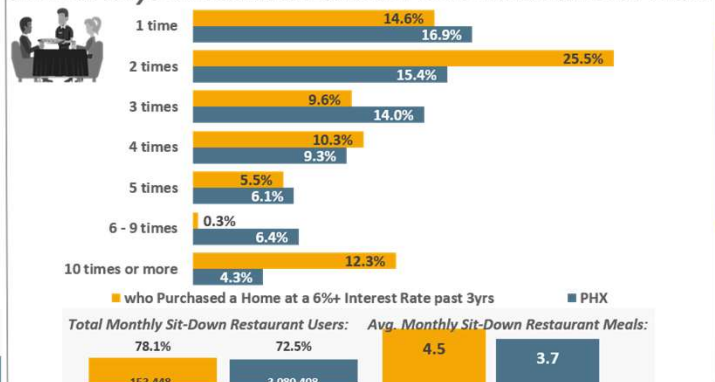


4.6% or 196,394 of PHX DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 5.3% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., 13.7% less likely to use Casinos past yr., 98.9% less likely to smoke cigarettes.

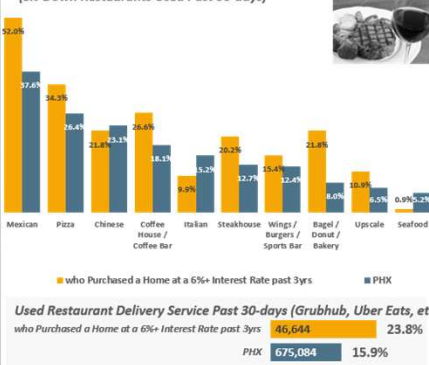
Past 30-days QSR Users: Adults 25 or older



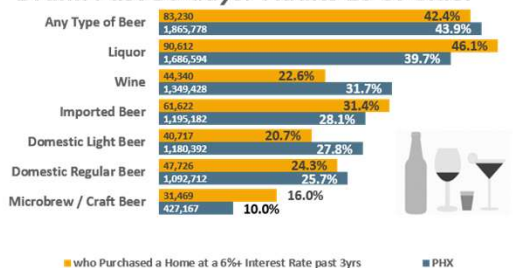
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



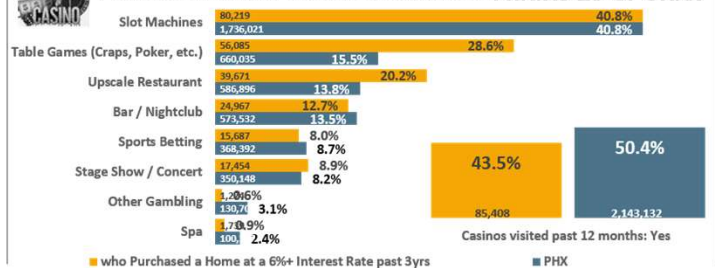
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



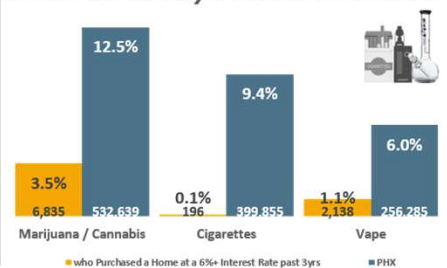
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



Used Past 30-days: Adults 25 or older

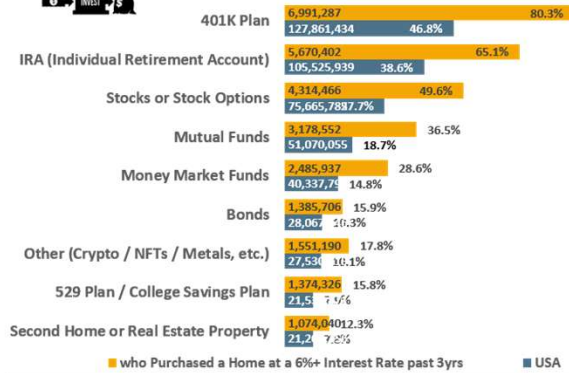




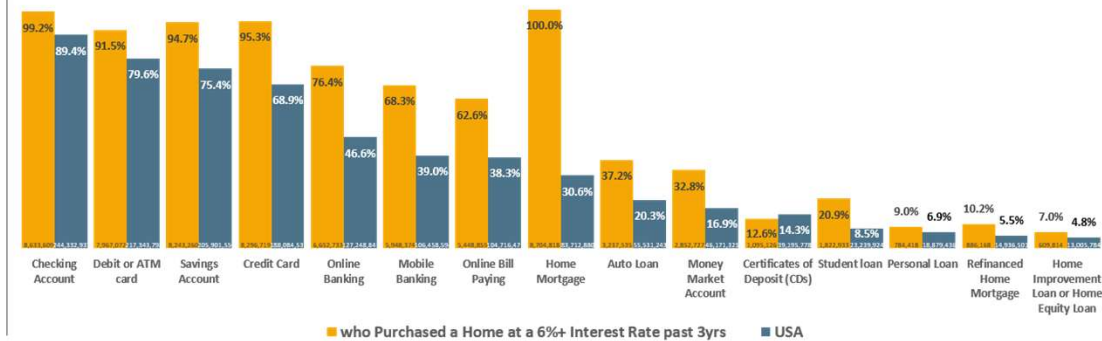
3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 71.6% more likely to have a 401K, 83.3% more likely to have an Auto Loan, 124.1% more likely to Invest/Trade Stocks Online, 15.6% less likely to pay with their Debit Card.



Investments Owned: Adults 25 or older



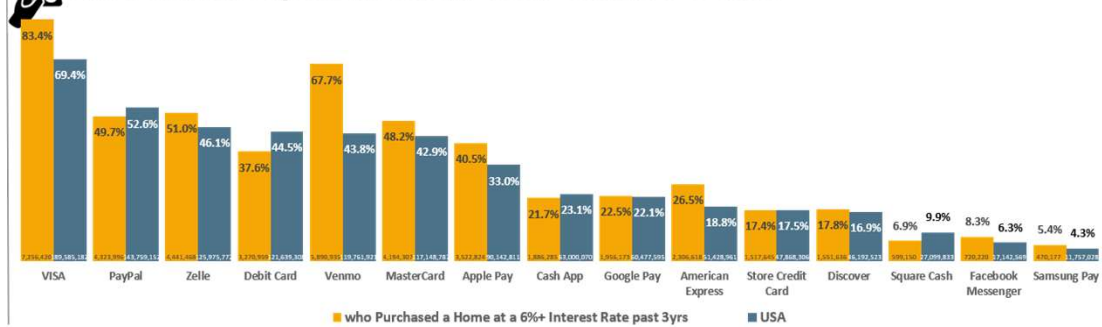
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older

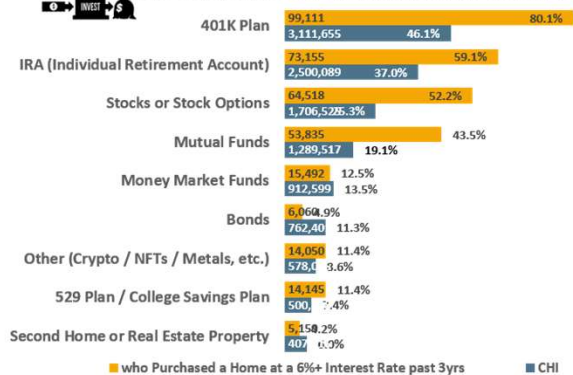




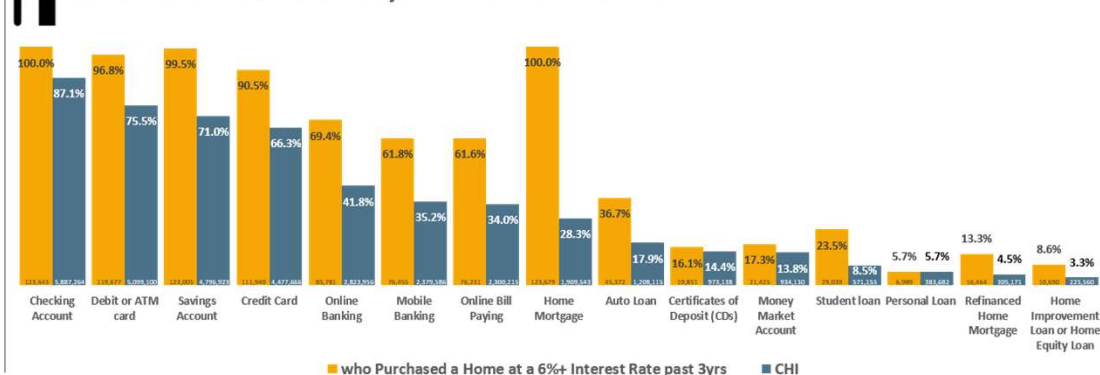
1.8% or 123,679 of CHI DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.
 Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 74.% more likely to have a 401K, 105.2% more likely to have an Auto Loan, .8% more likely to Invest/Trade Stocks Online, 14.9% less likely to pay with their Debit Card.



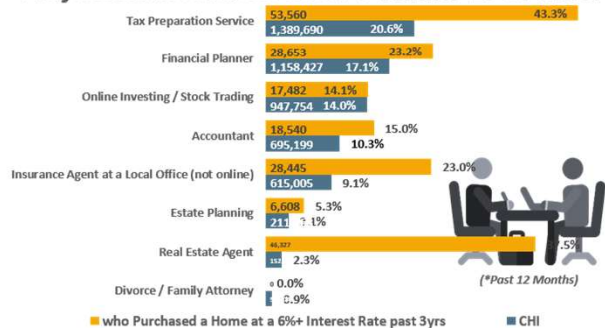
Investments Owned: Adults 25 or older



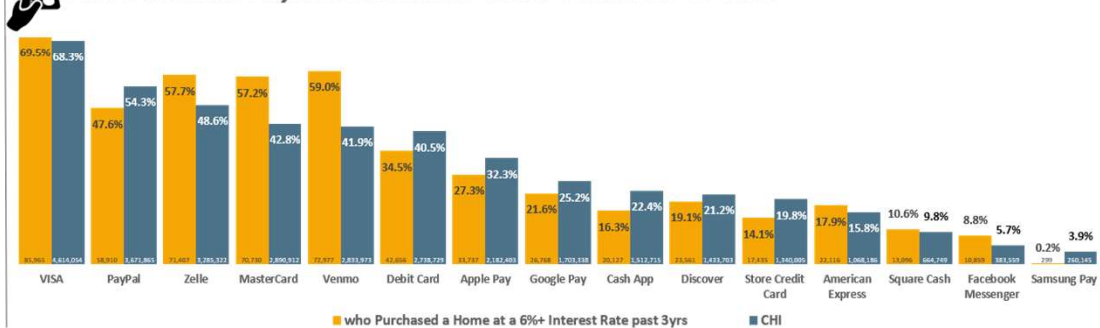
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older





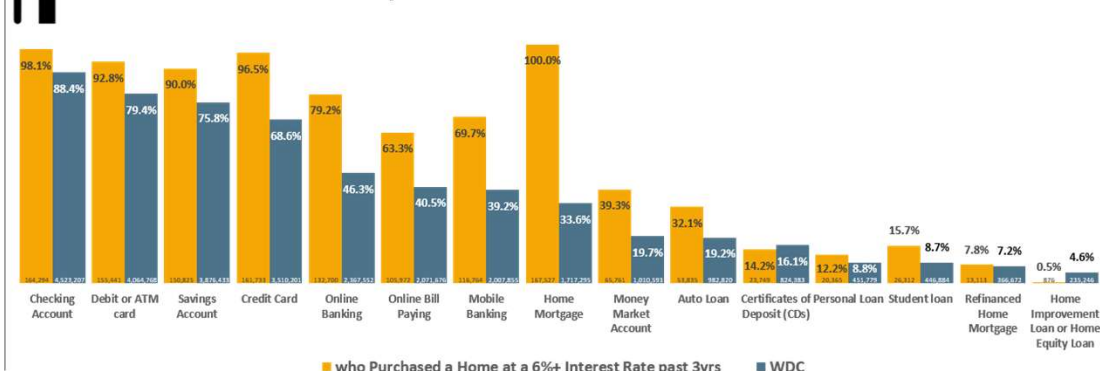
3.3% or 167,527 of WDC DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 78.9% more likely to have a 401K, 67.3% more likely to have an Auto Loan, 173.5% more likely to Invest/Trade Stocks Online, 13.6% less likely to pay with their Debit Card.



Investments Owned: Adults 25 or older



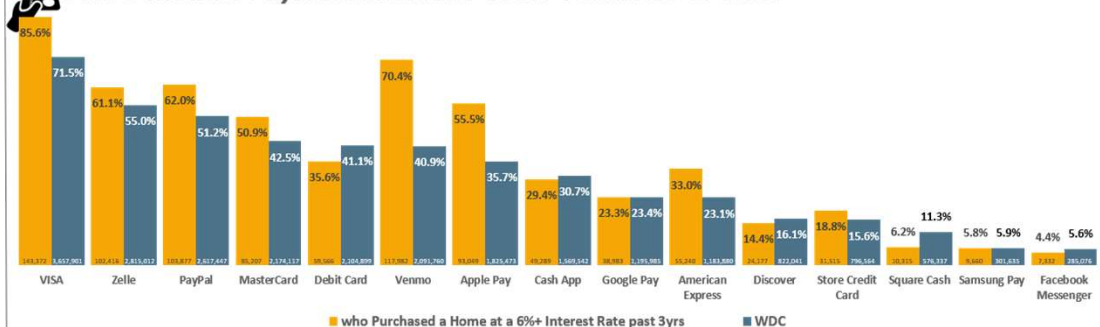
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older

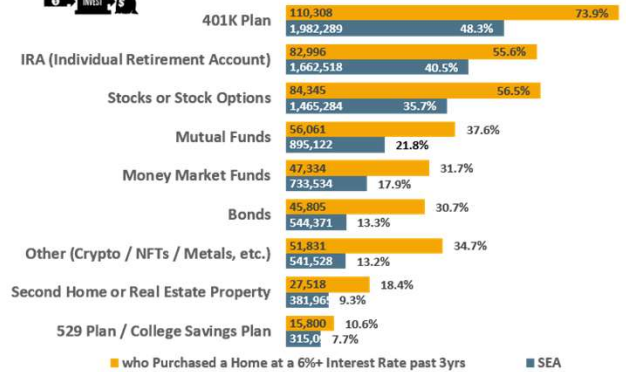




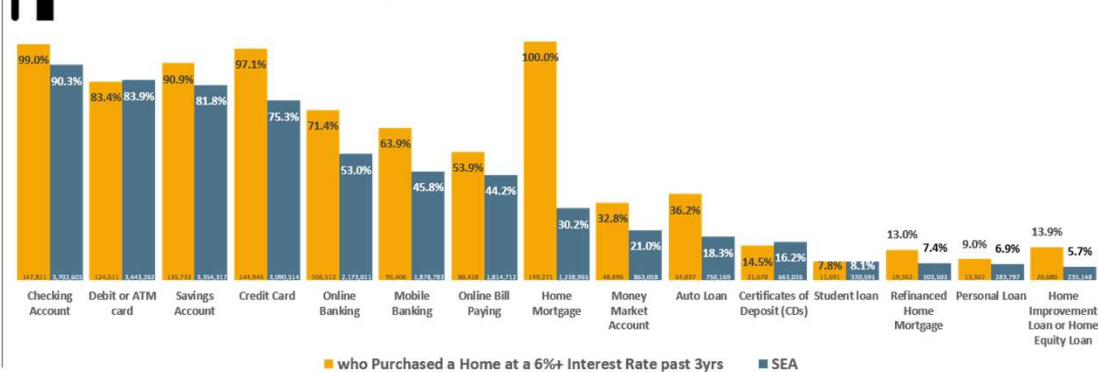
3.6% or 149,271 of SEA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 52.9% more likely to have a 401K, 98.8% more likely to have an Auto Loan, 61.2% more likely to Invest/Trade Stocks Online, 26.9% less likely to pay with their Debit Card.



Investments Owned: Adults 25 or older



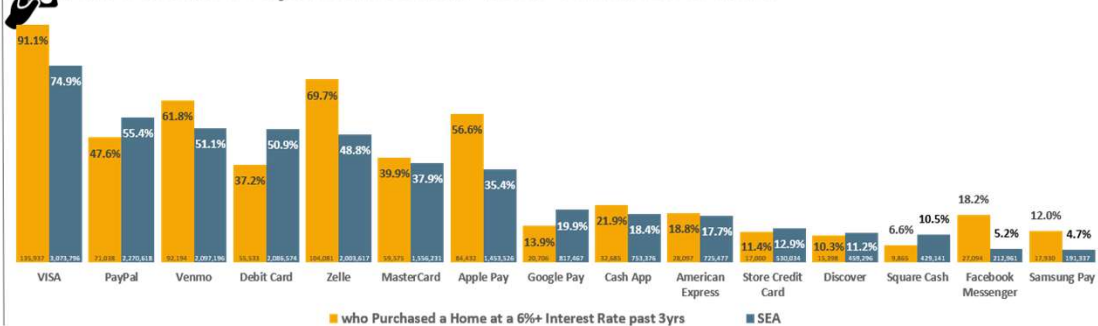
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older

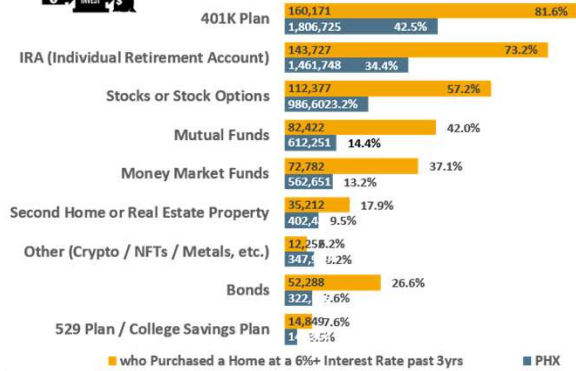




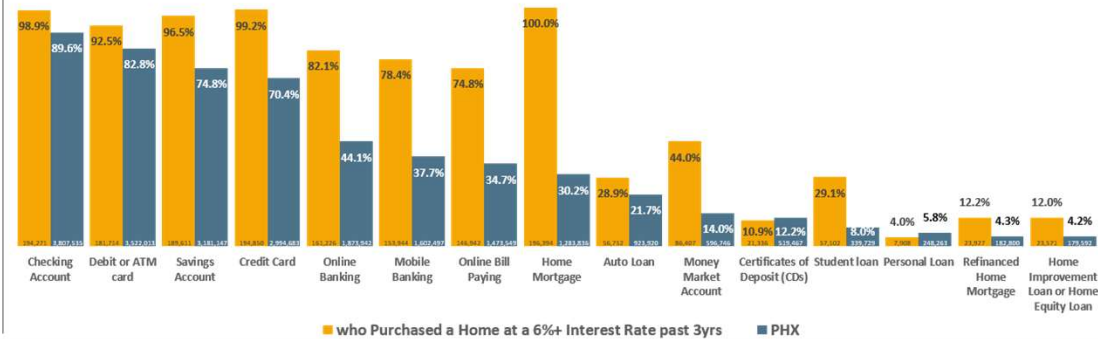
4.6% or 196,394 of PHX DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 91.9% more likely to have a 401K, 33.% more likely to have an Auto Loan, 221.3% more likely to Invest/Trade Stocks Online, 5.% less likely to pay with their Debit Card.



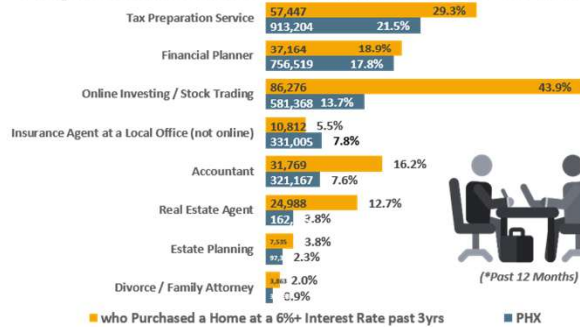
Investments Owned: Adults 25 or older



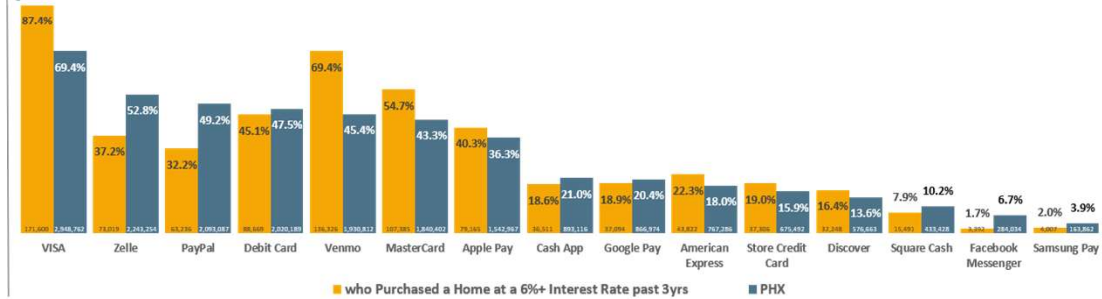
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



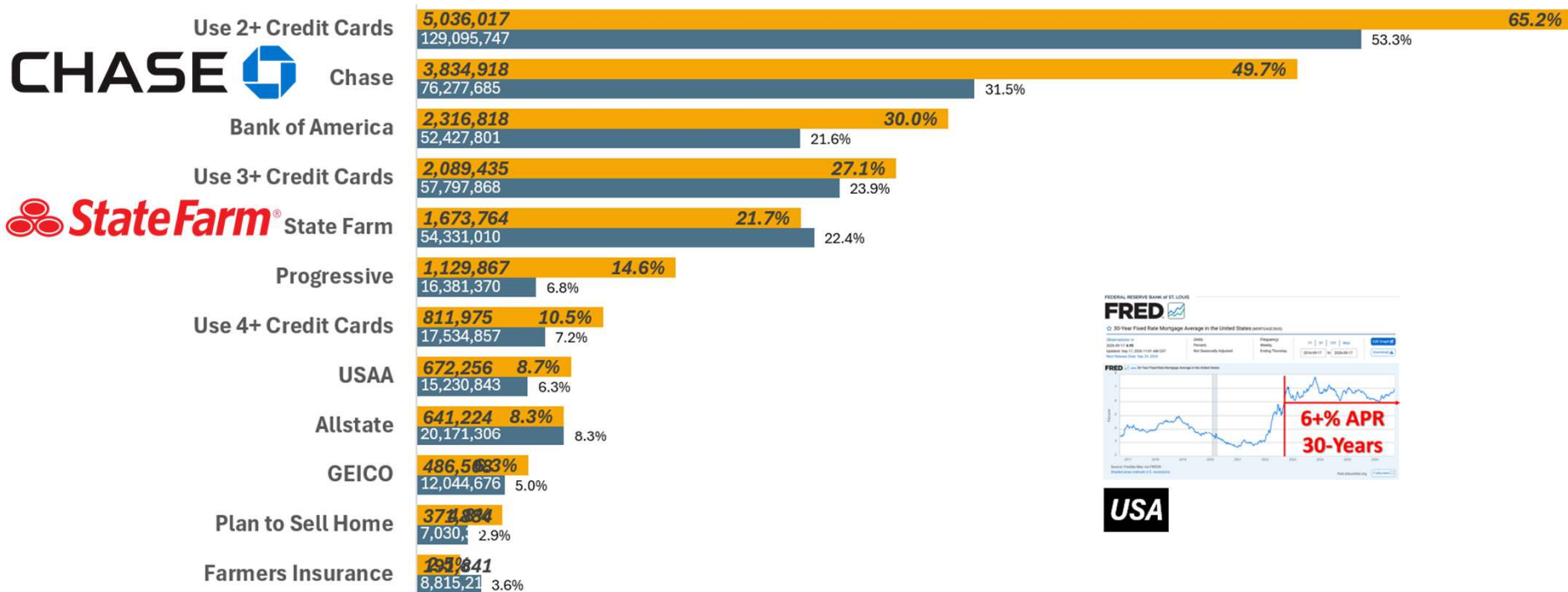
Past 3-Months Payment Methods Used: Adults 25 or older





"Homeowners Insurance Carriers/Banks Used"

P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)



■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)

■ P25+ USA (Current Home Insurers/Banks Using/Plan to Sell Home)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 682
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years) AND Financial services HHLD has/use (HHLD): Home mortgage]]



"Homeowners Insurance Carriers/Banks Used"

P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)

CHASE Chase

Use 2+ Credit Cards

State Farm State Farm

Use 3+ Credit Cards

Bank of America

Progressive

Allstate

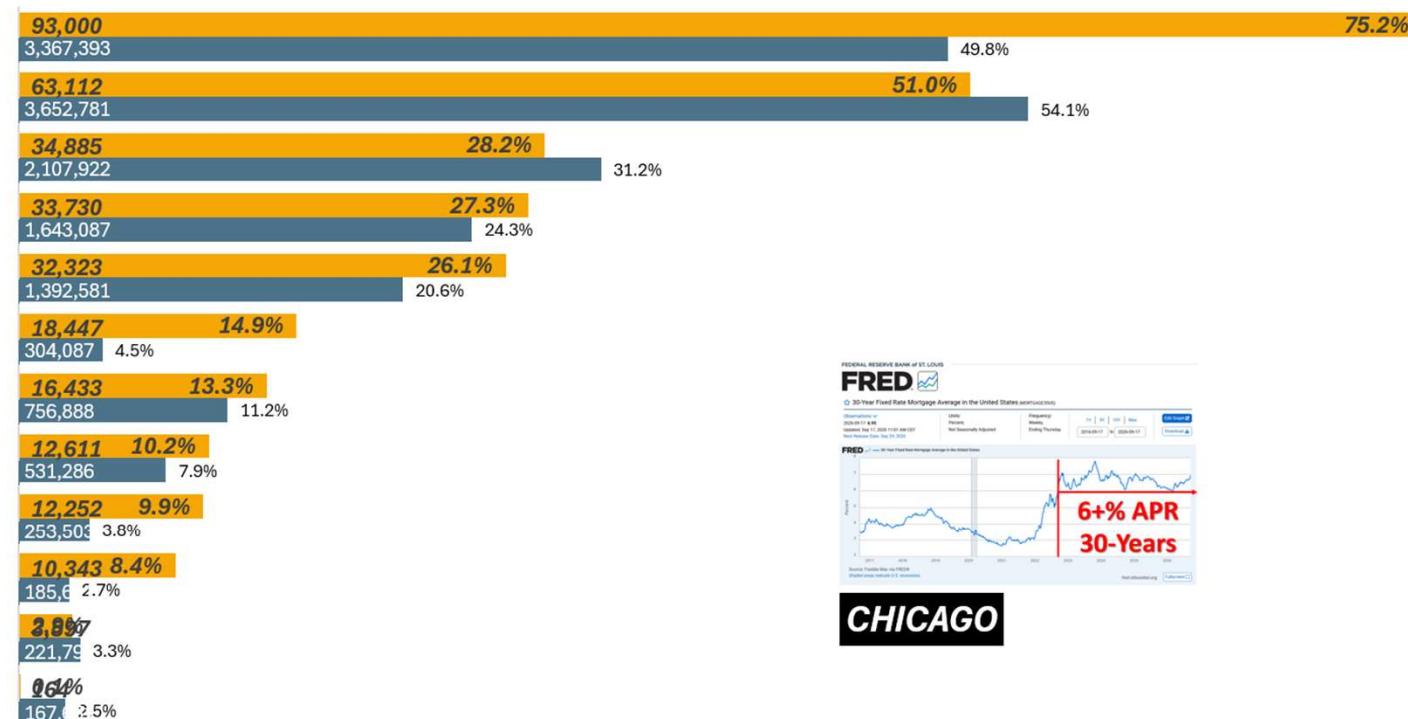
Use 4+ Credit Cards

GEICO

Plan to Sell Home

Farmers Insurance

USAA



■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)

■ P25+ CHICAGO (Current Home Insurers/Banks Using/Plan to Sell Home)

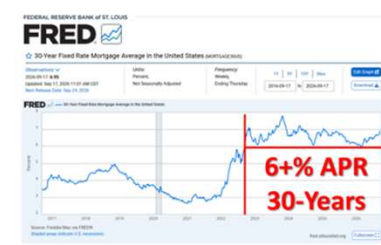
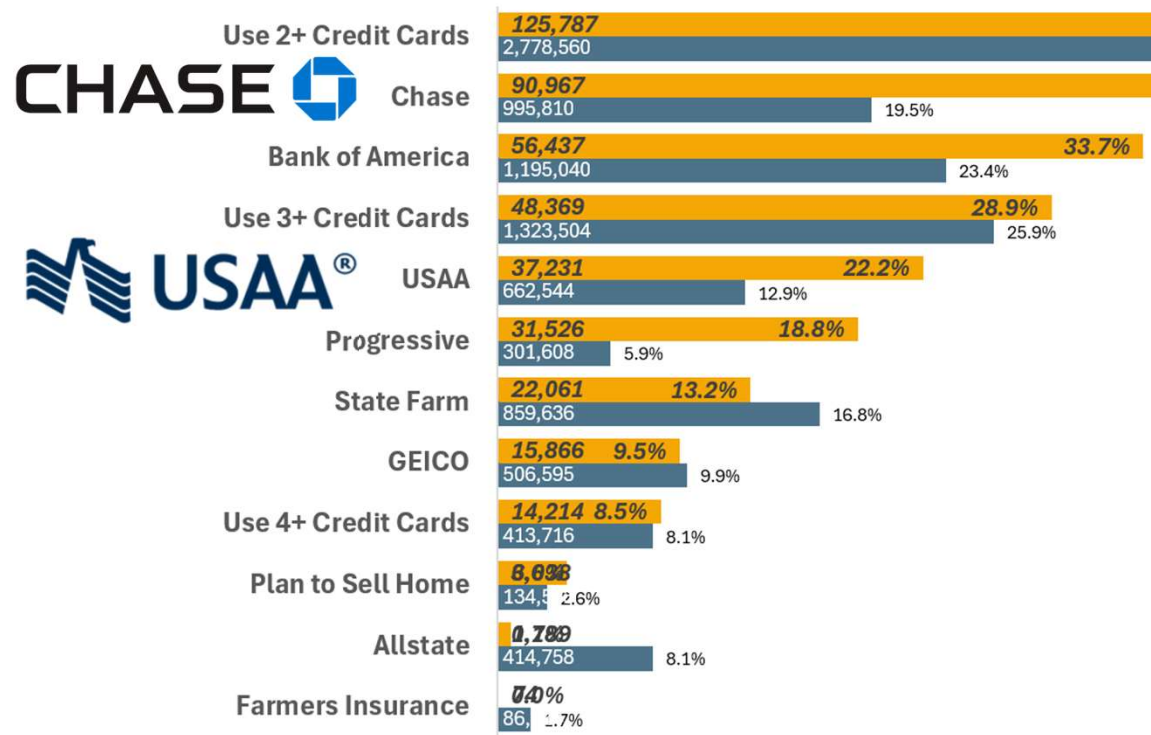


CHICAGO



"Homeowners Insurance Carriers/Banks Used"

P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)



WASHINGTON, DC

■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)

■ P25+ WASHINGTON, DC (Current Home Insurers/Banks Using/Plan to Sell Home)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 200
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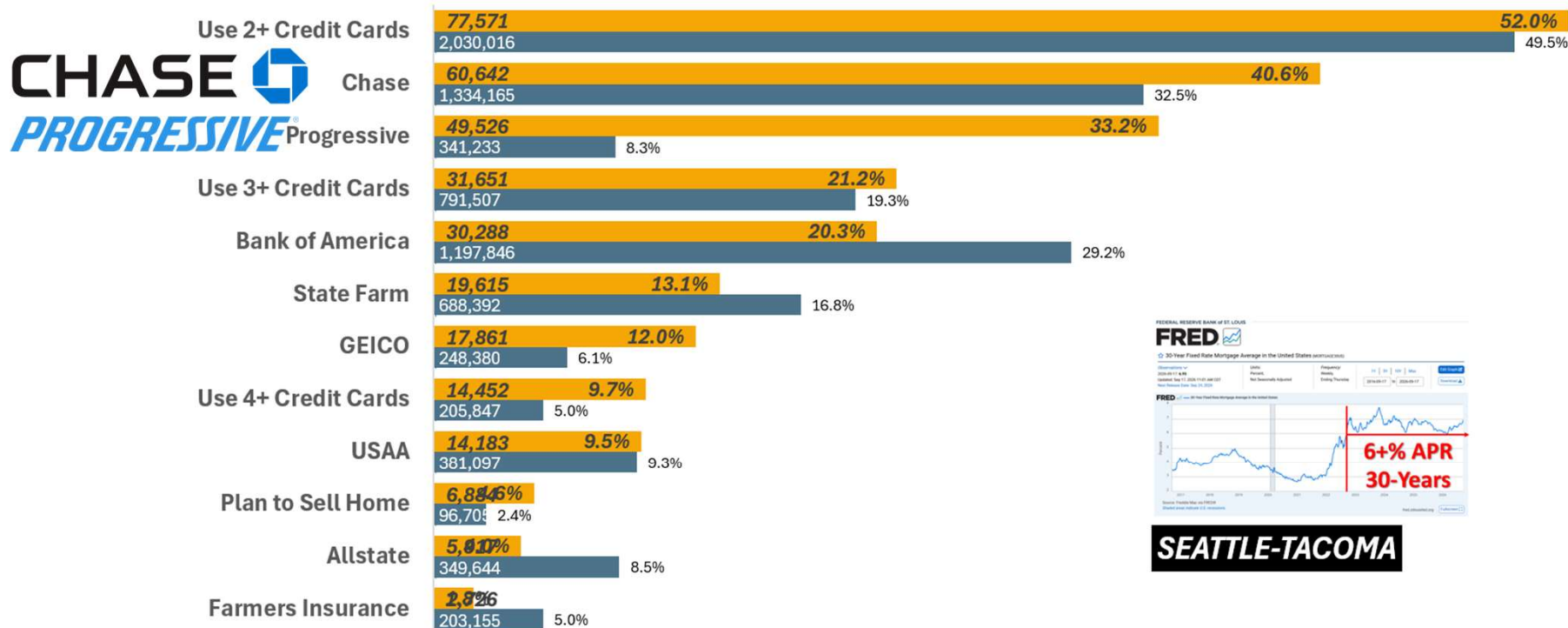
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

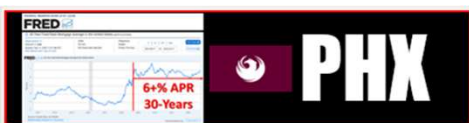


"Homeowners Insurance Carriers/Banks Used"

P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)

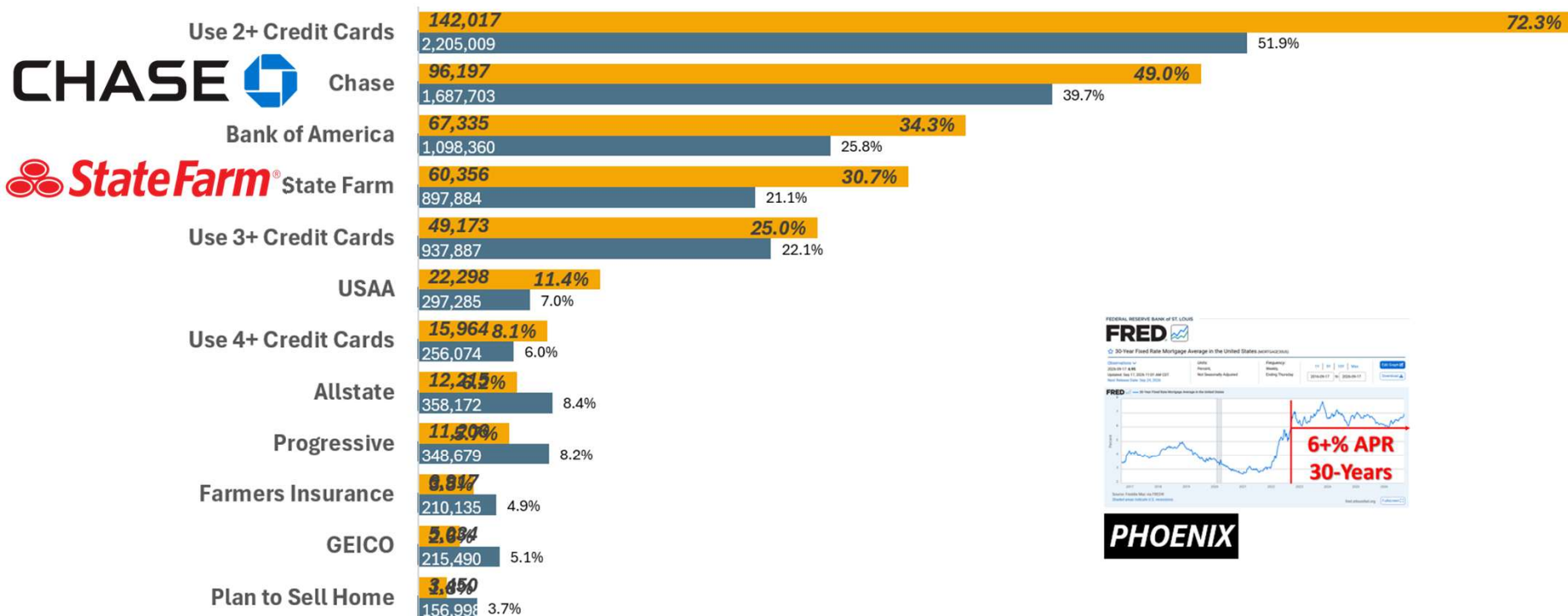


SEATTLE-TACOMA



"Homeowners Insurance Carriers/Banks Used"

P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)



PHOENIX

■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Current Home Insurers/Banks Using/Plan to Sell Home)

■ P25+ PHOENIX (Current Home Insurers/Banks Using/Plan to Sell Home)

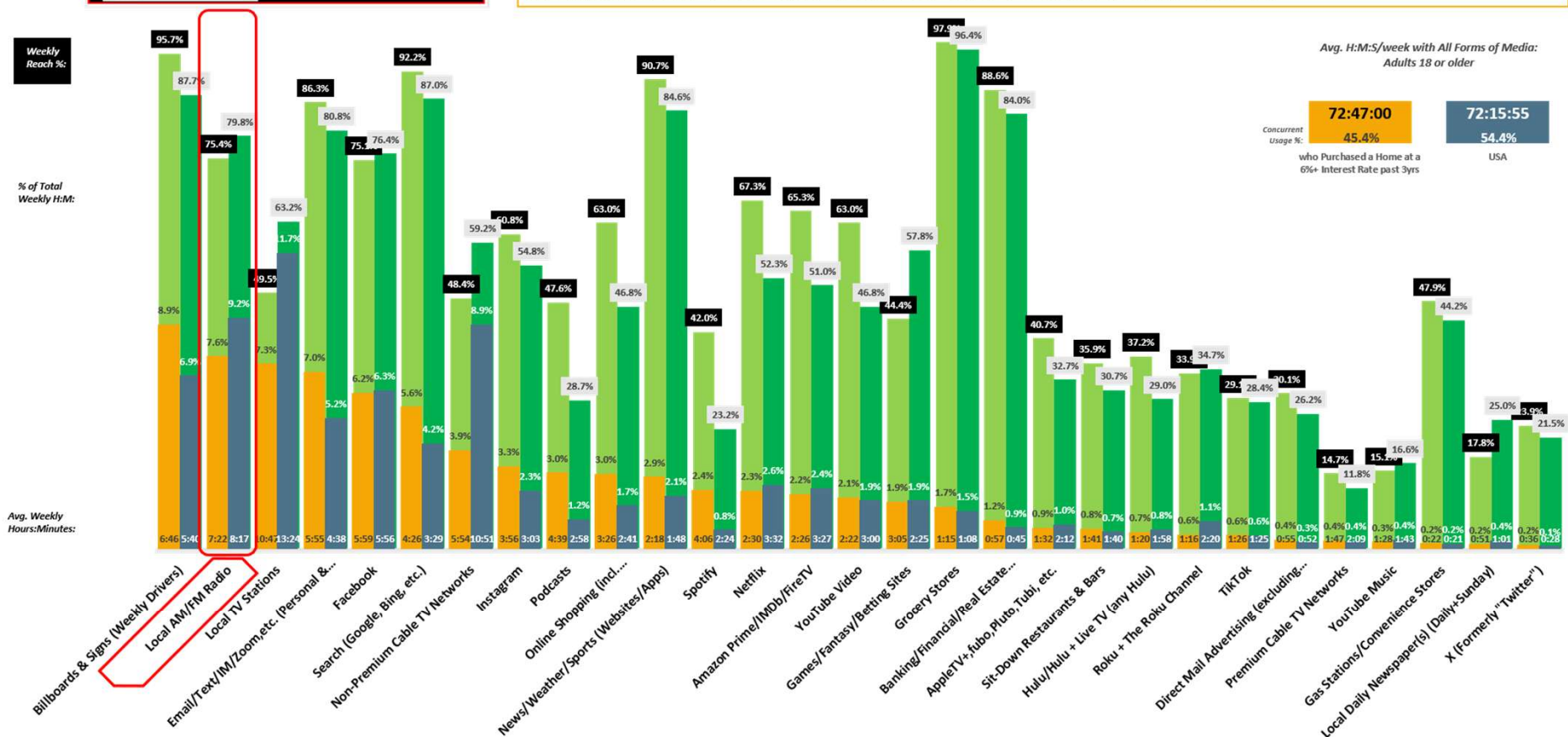
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 76
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 3 days, 0 hours, 47 minutes and 0 seconds each week with All Forms of Media.
 75.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.

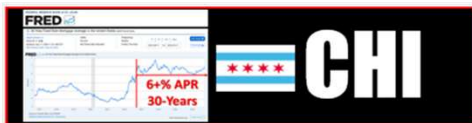


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

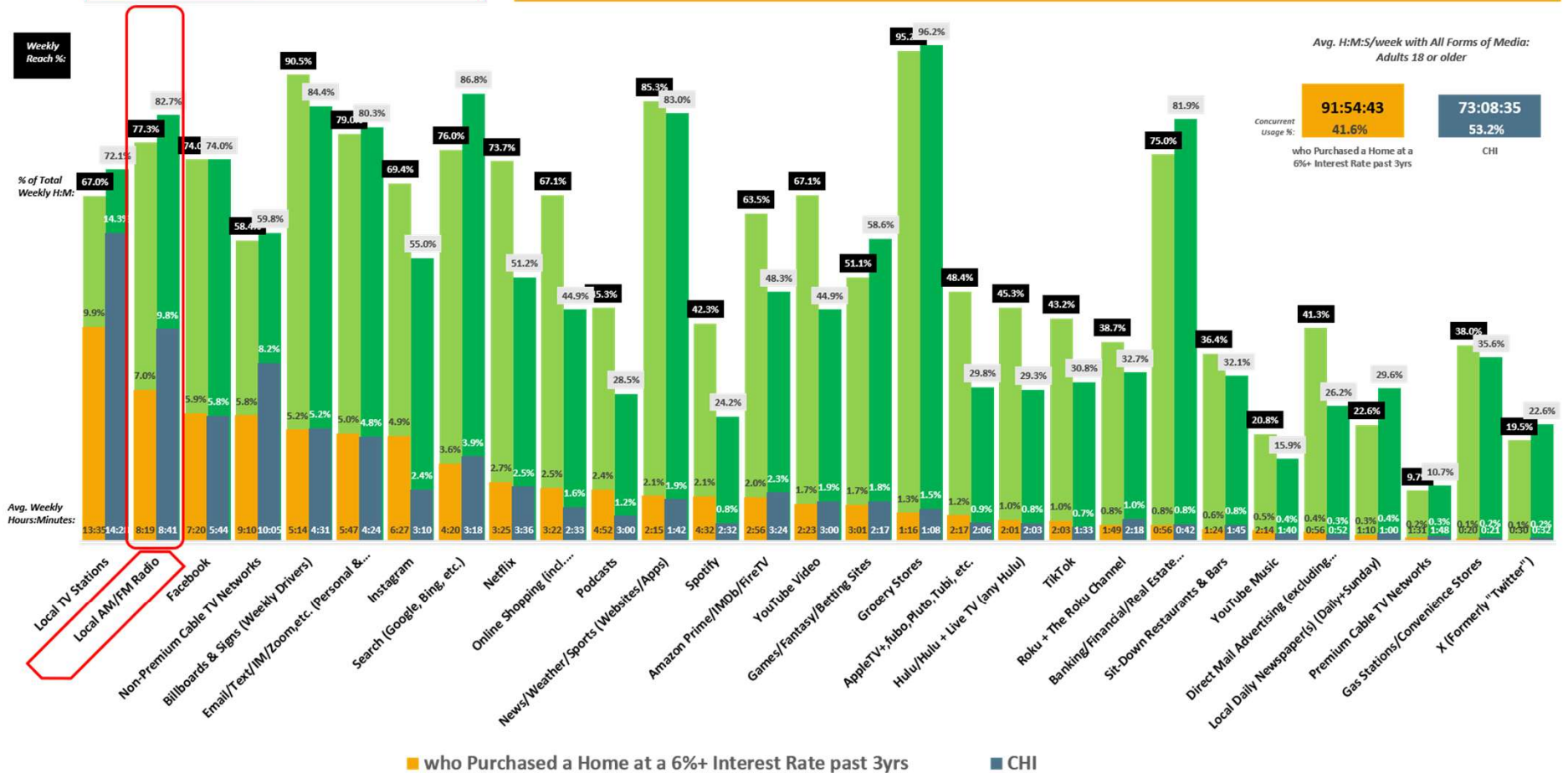
Concurrent Usage %	72:47:00	72:15:55
	45.4%	54.4%
	who Purchased a Home at a 6%+ Interest Rate past 3yrs	USA

■ who Purchased a Home at a 6%+ Interest Rate past 3yrs ■ USA

[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

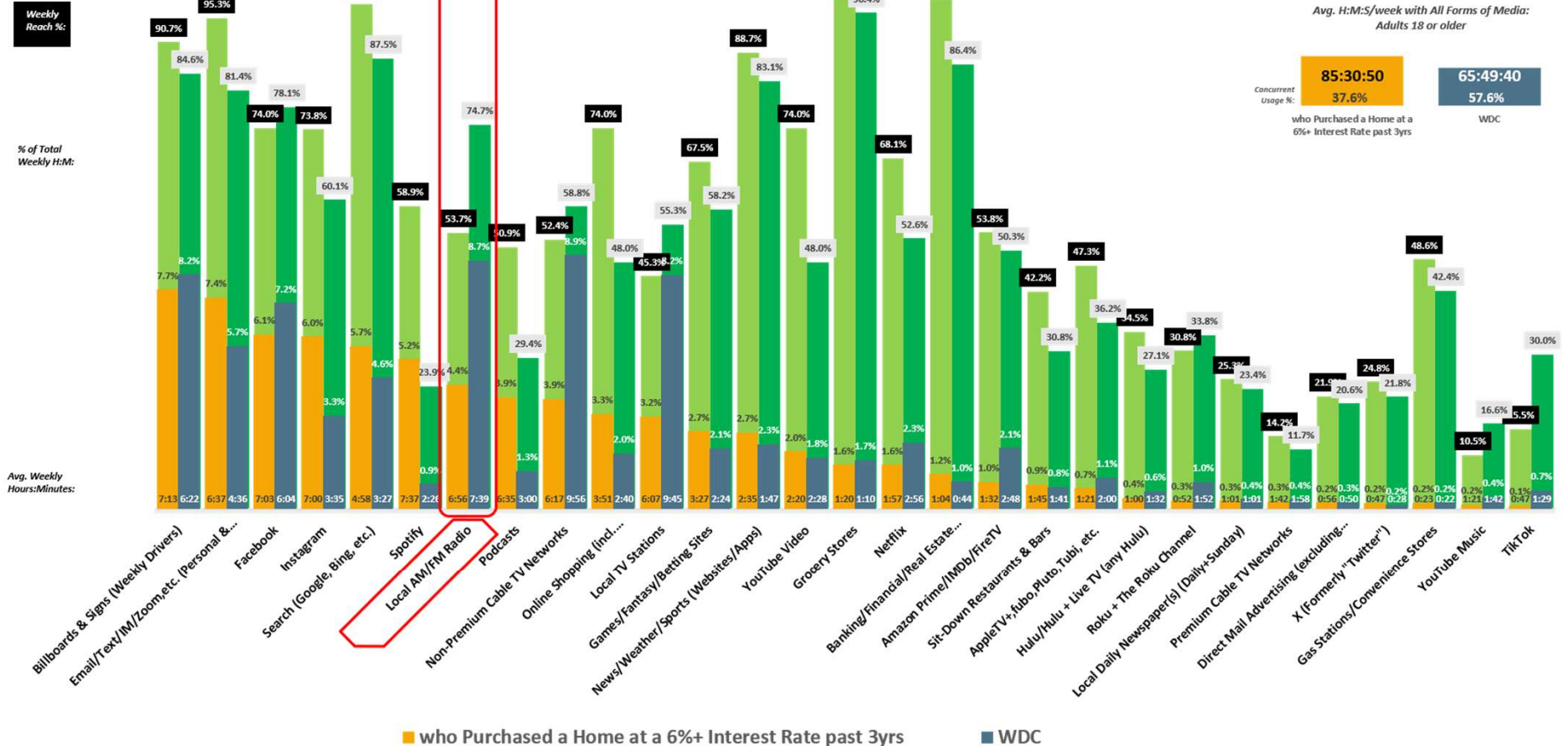


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 3 days, 19 hours, 54 minutes and 43 seconds each week with All Forms of Media.
 77.3% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



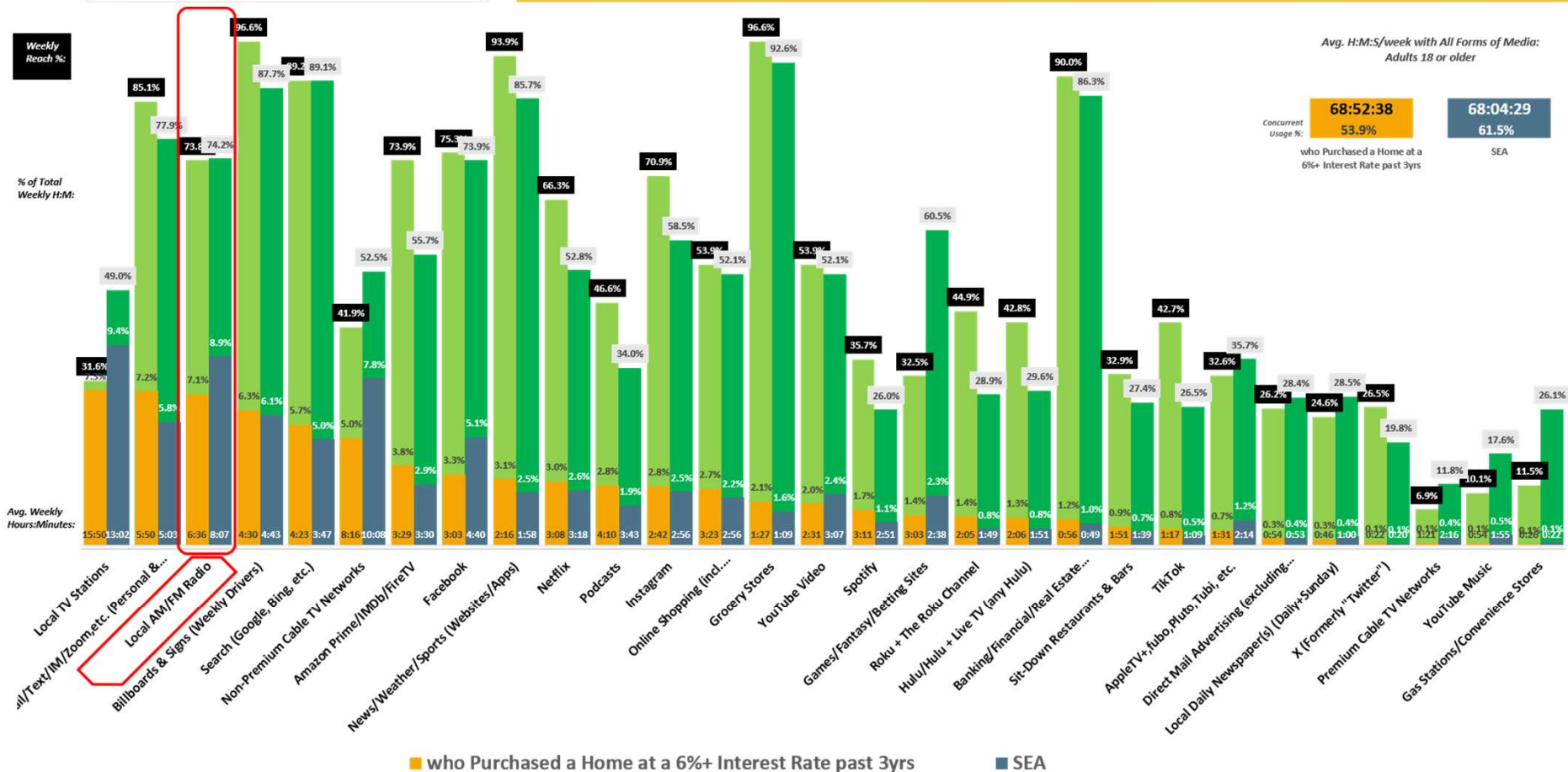


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 3 days, 13 hours, 30 minutes and 50 seconds each week with All Forms of Media.
 53.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 6 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 4.4% of total time spent with all forms of Media.



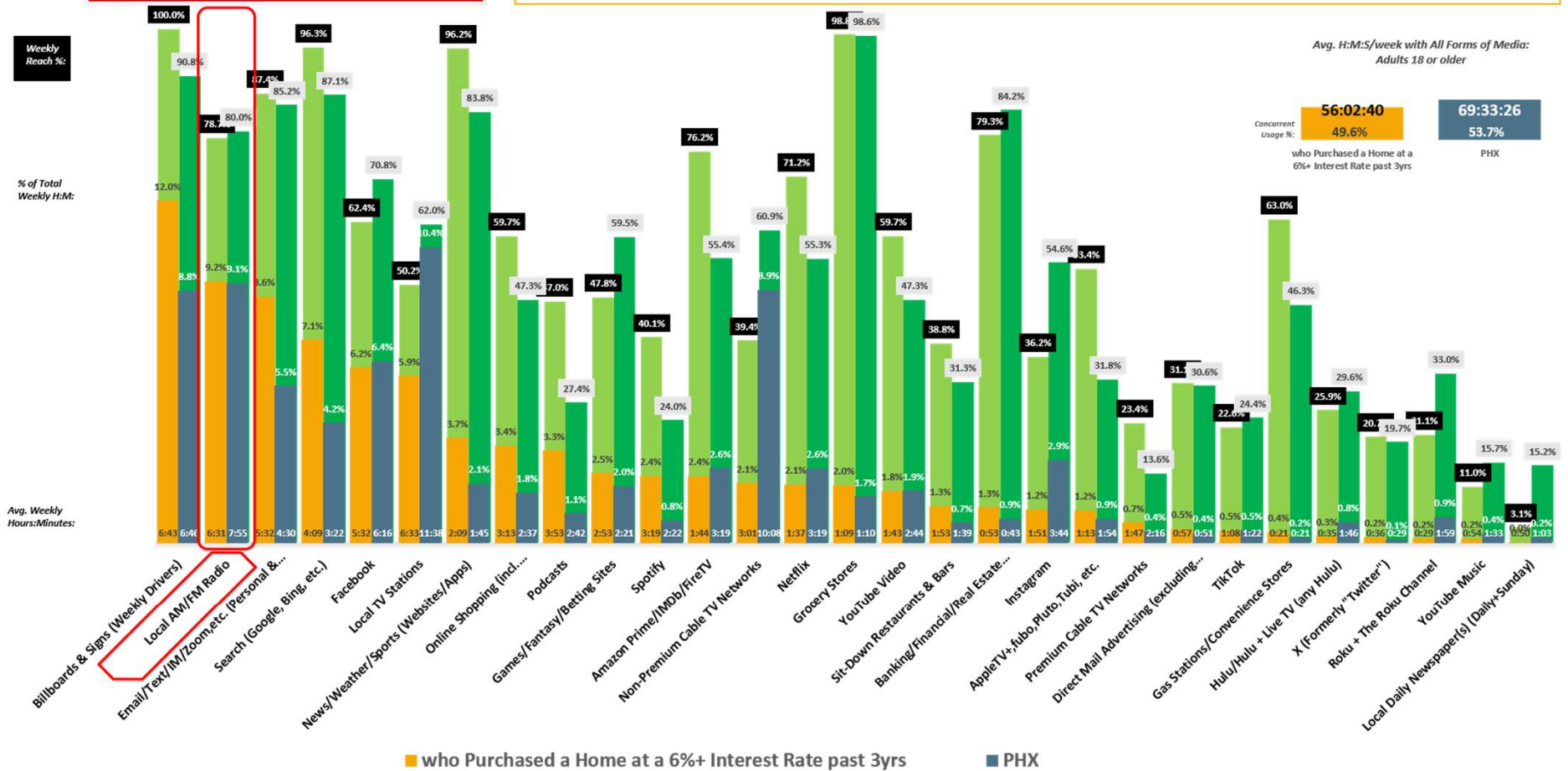


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 20 hours, 52 minutes and 38 seconds each week with All Forms of Media.
 73.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 6 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



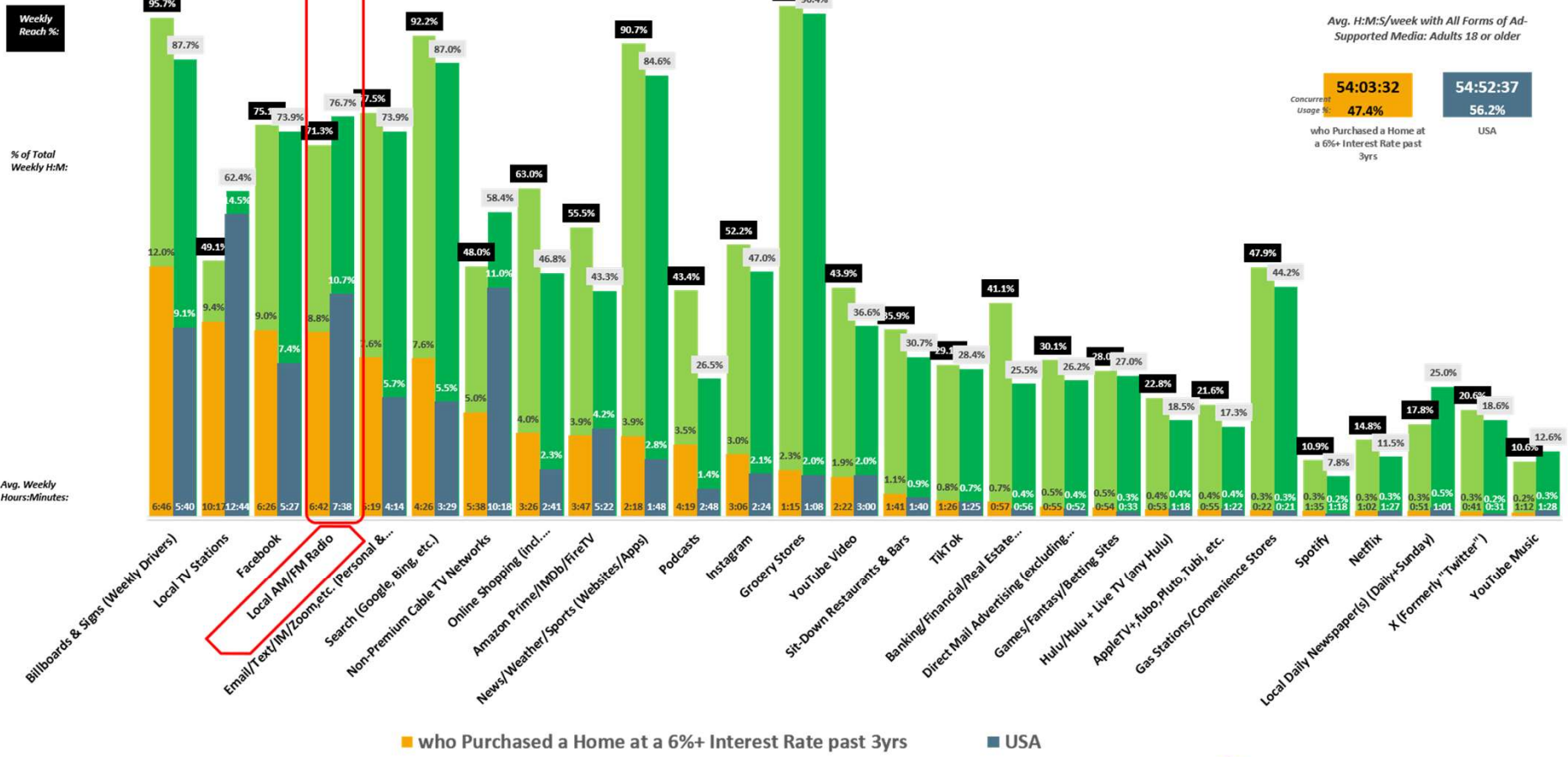


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 8 hours, 2 minutes and 40 seconds each week with All Forms of Media.
 78.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 6 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 6 hours, 3 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
 71.3% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 6 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.

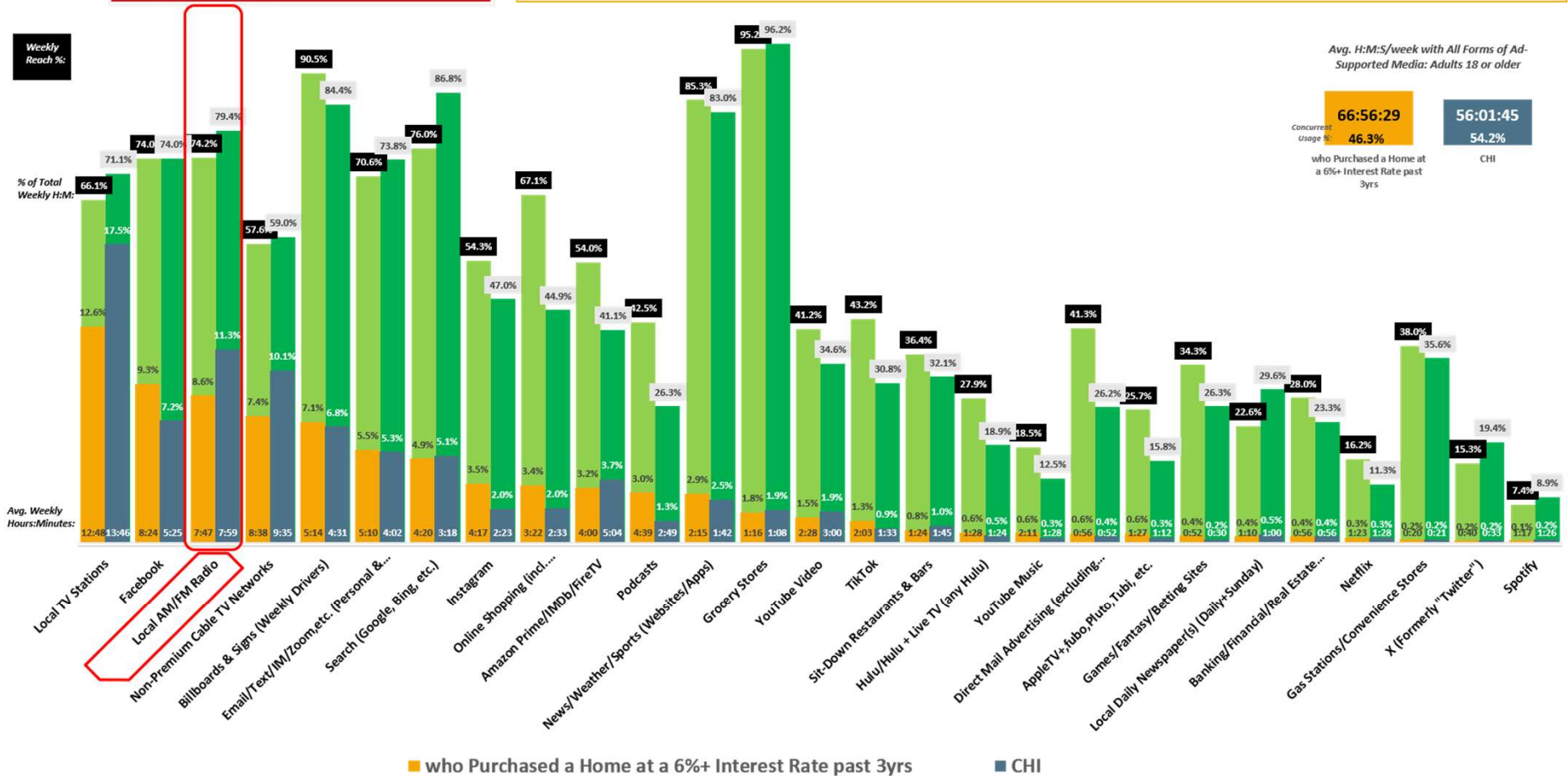


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Purchased a Home at a 6%+ Interest Rate past 3yrs	USA
54:03:32	54:52:37
47.4%	56.2%

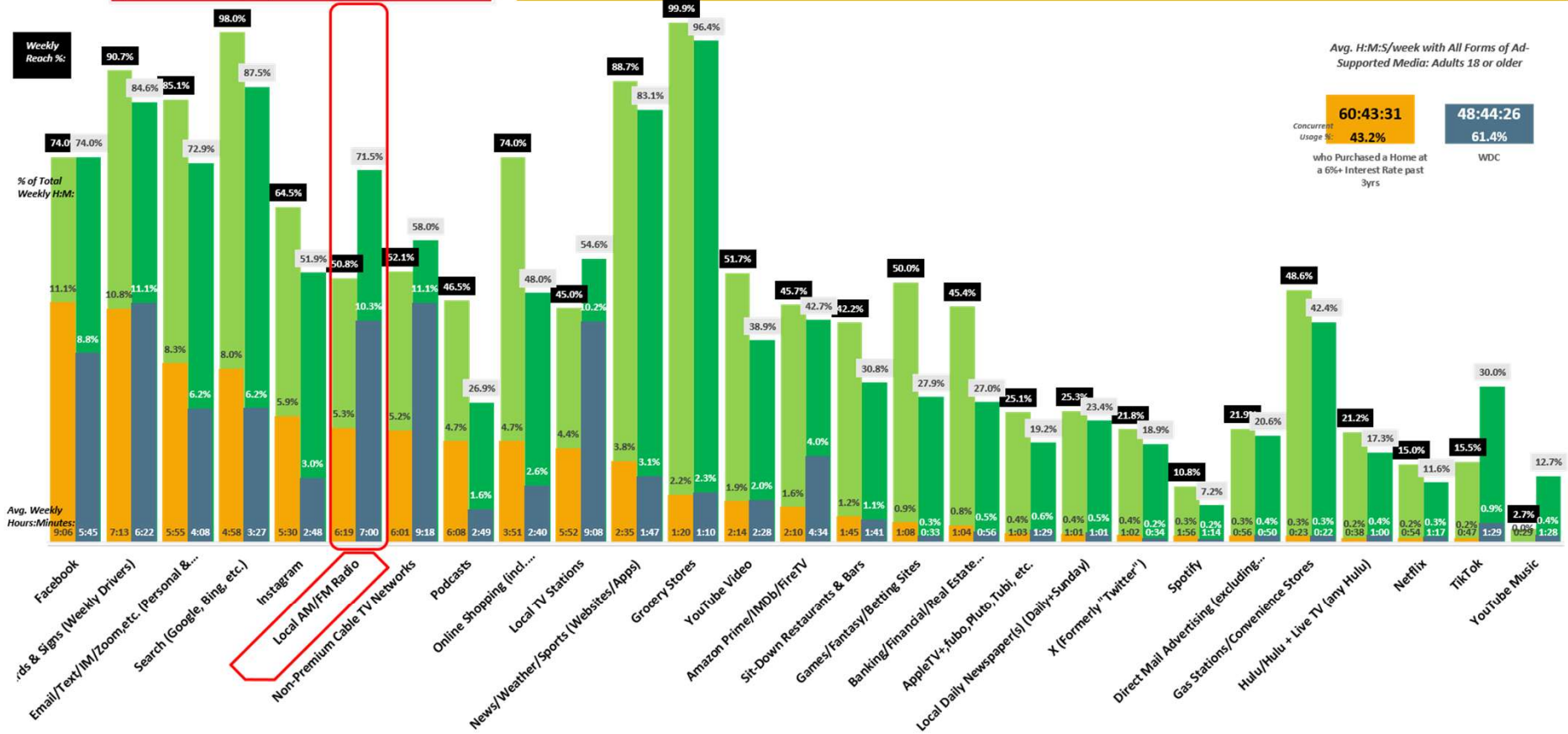


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 18 hours, 56 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 74.2% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.





Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 12 hours, 43 minutes and 31 seconds each week with All Forms of Ad-Supported Media.
 50.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 6 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.3% of total time spent with all forms of Ad-Supported Media.



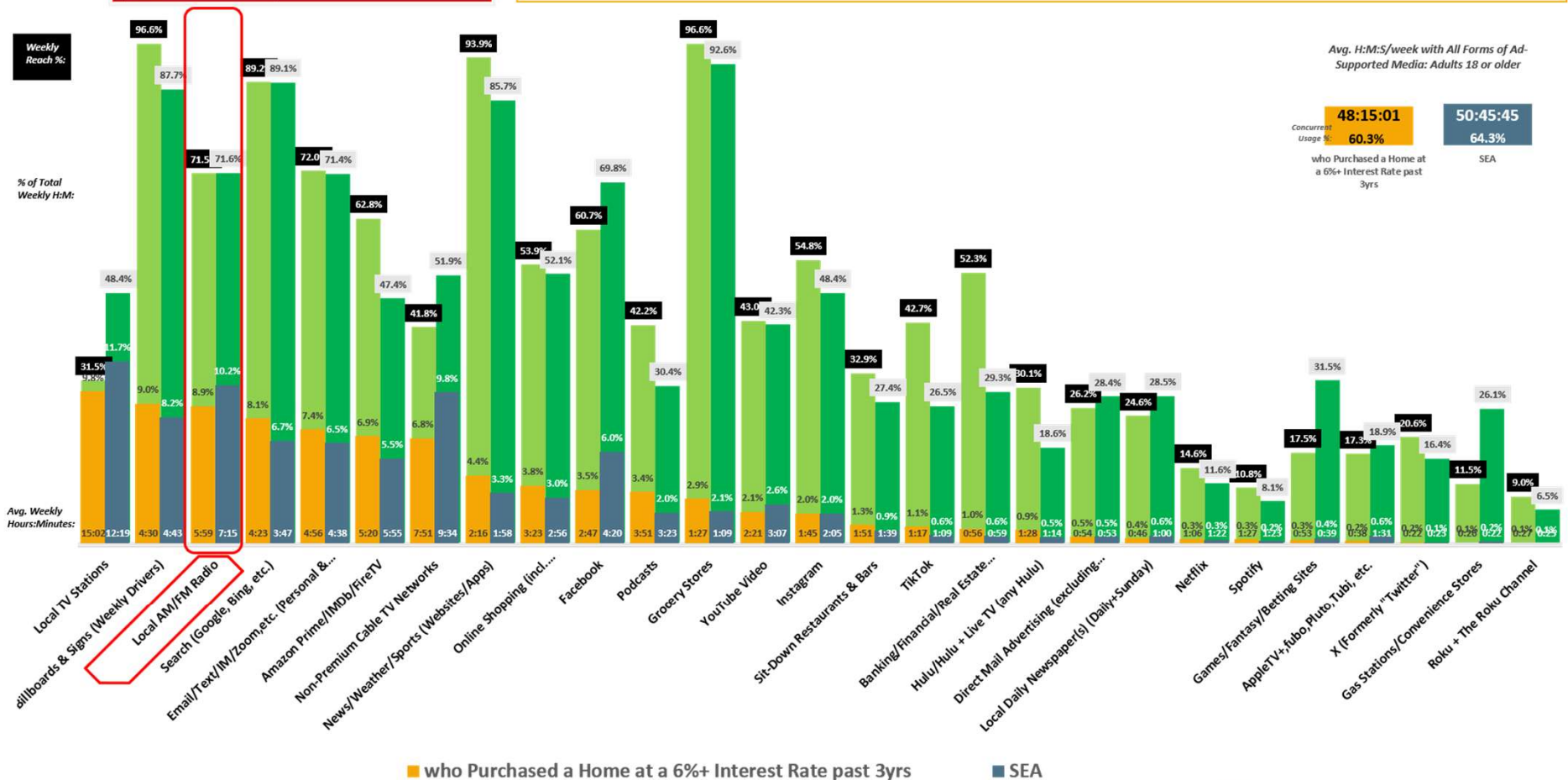
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 60:43:31 (who Purchased a Home at a 6%+ Interest Rate past 3yrs) vs 48:44:26 (WDC)

■ who Purchased a Home at a 6%+ Interest Rate past 3yrs ■ WDC

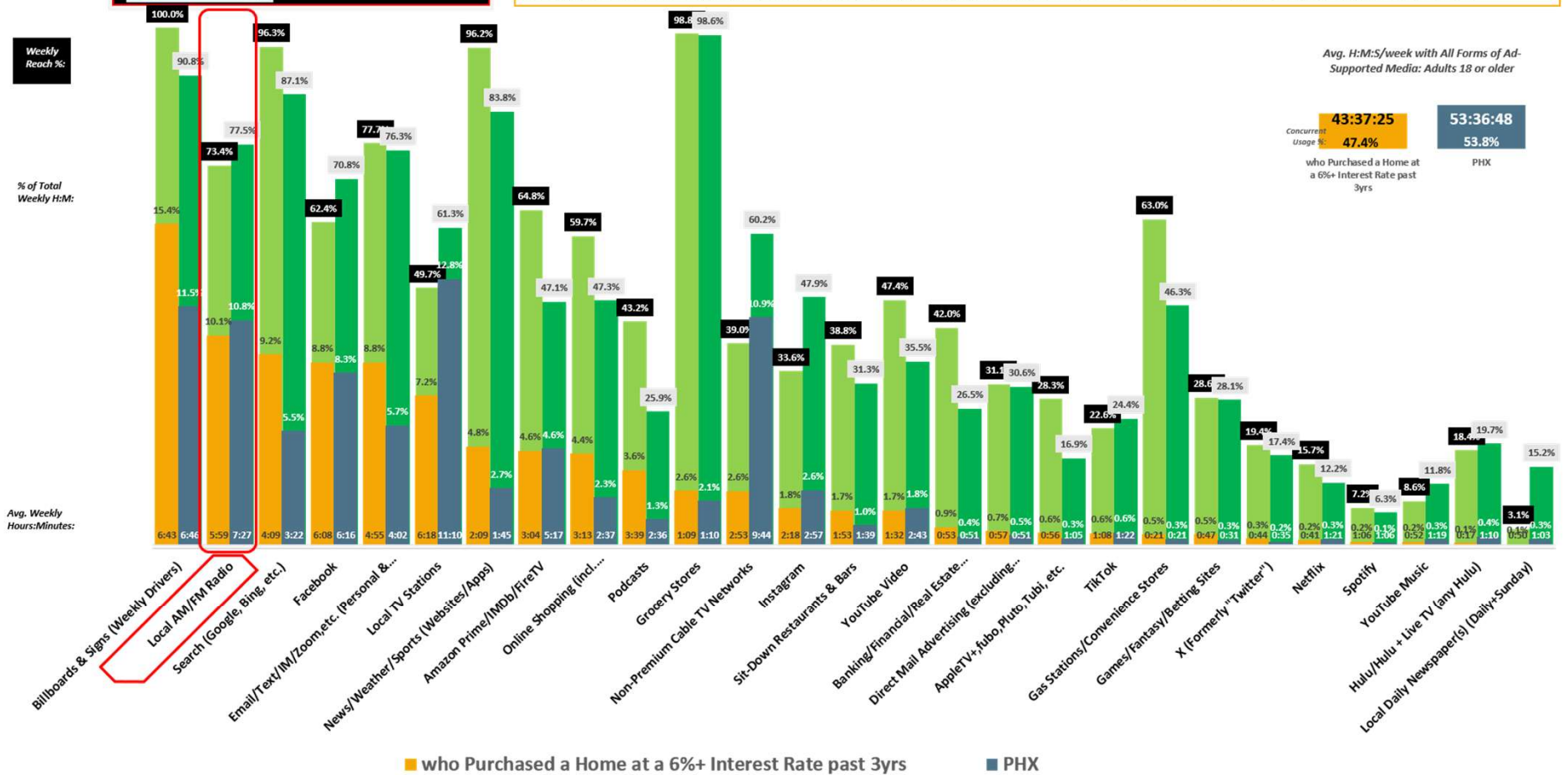


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 0 hours, 15 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
 71.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 5 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Media.





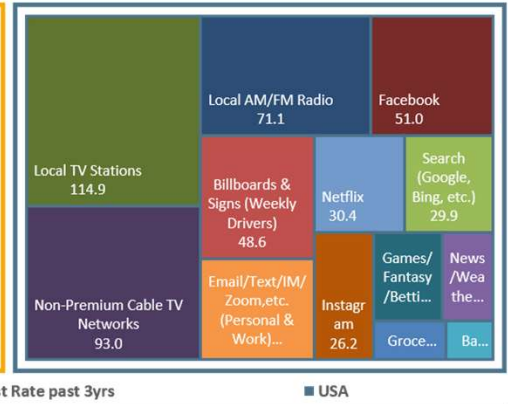
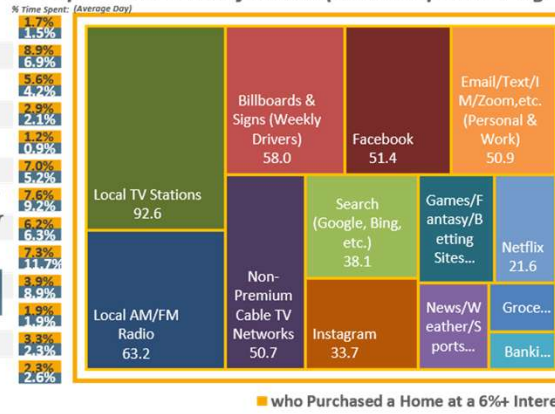
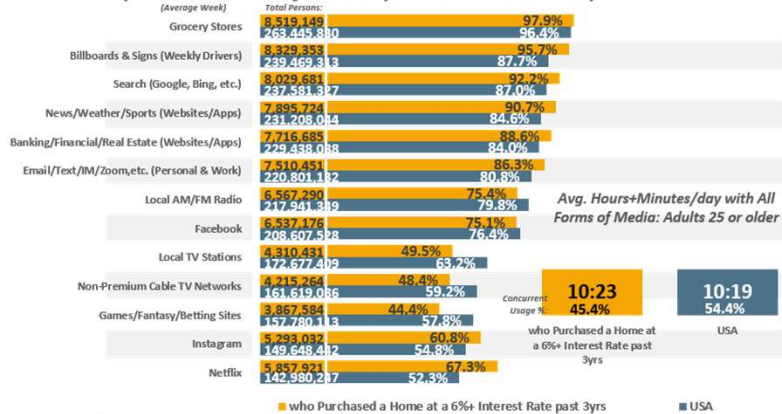
Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 1 days, 19 hours, 37 minutes and 25 seconds each week with All Forms of Ad-Supported Media.
 73.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 5 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



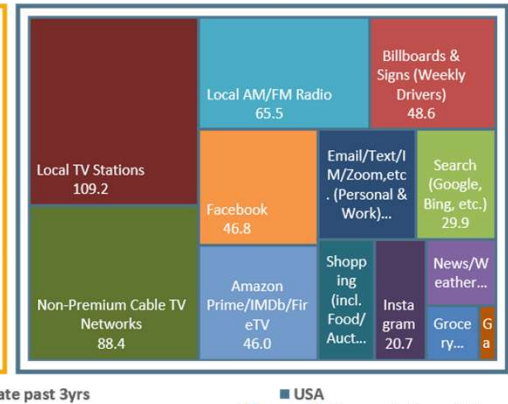
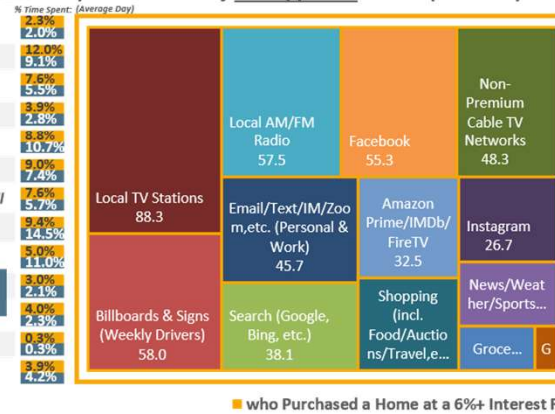
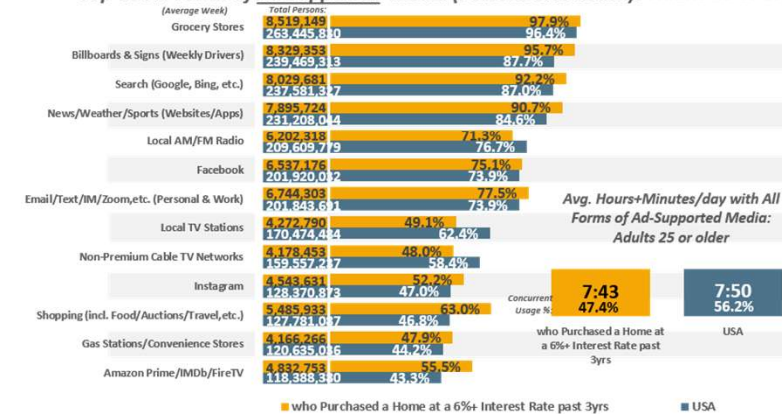


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 71.3% listen to Local AM/FM Radio for an avg. of 57.5 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682
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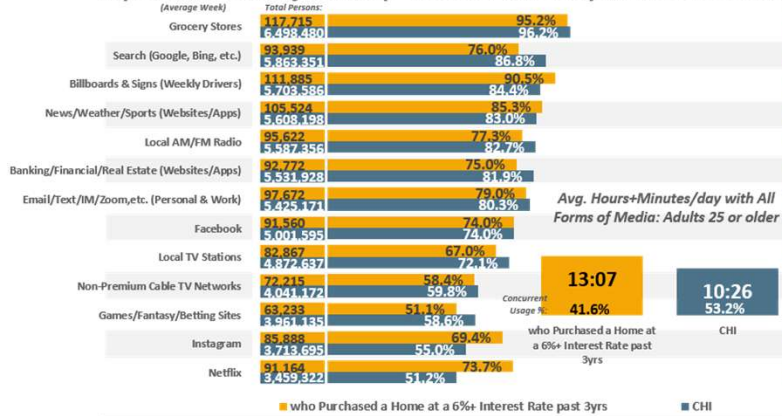
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(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

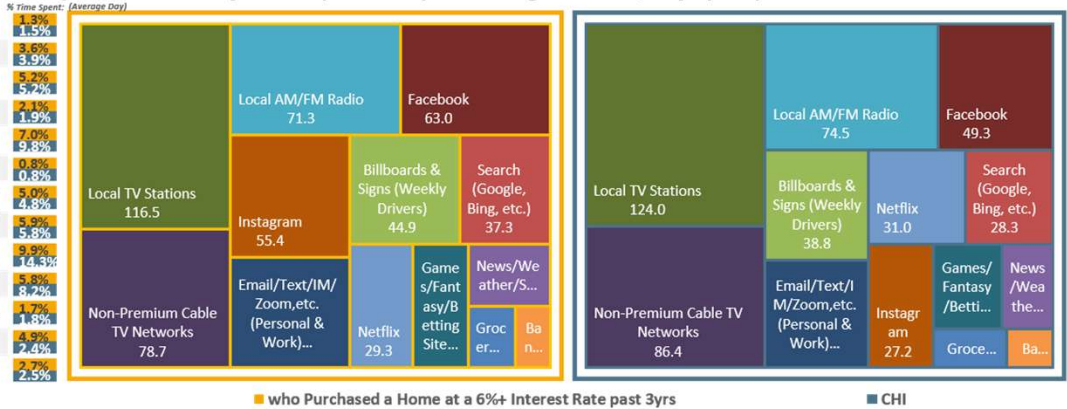


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 9 hours and 33 minutes each day with All Forms of Ad-Supported Media. 74.2% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

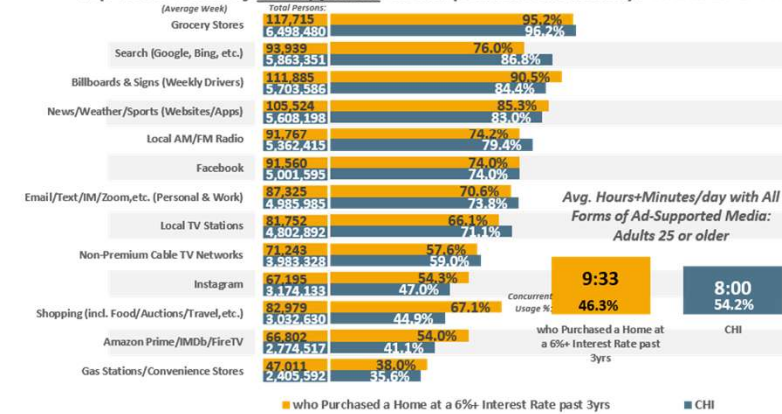
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



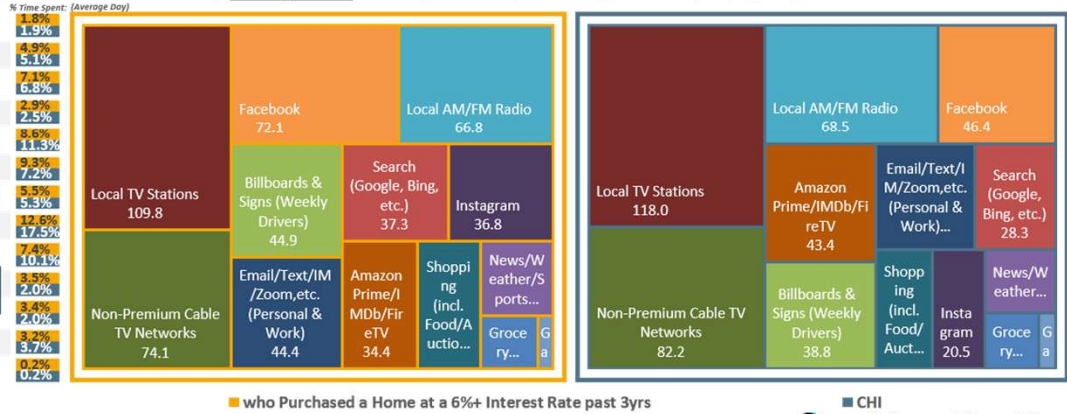
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 71
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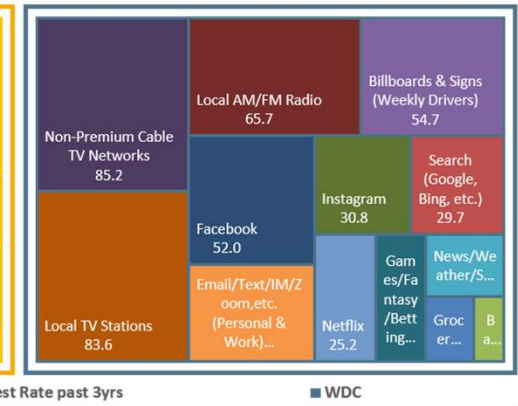
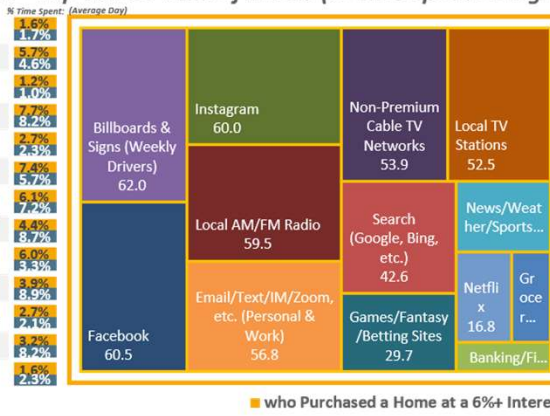
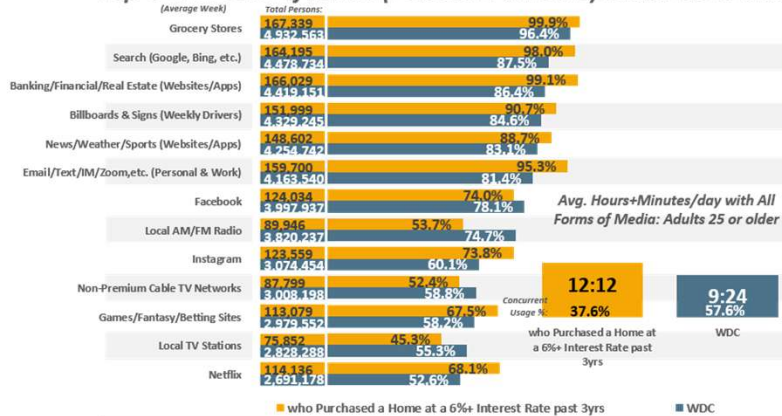
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

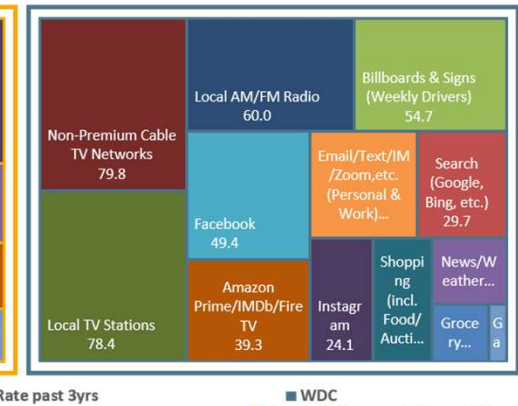
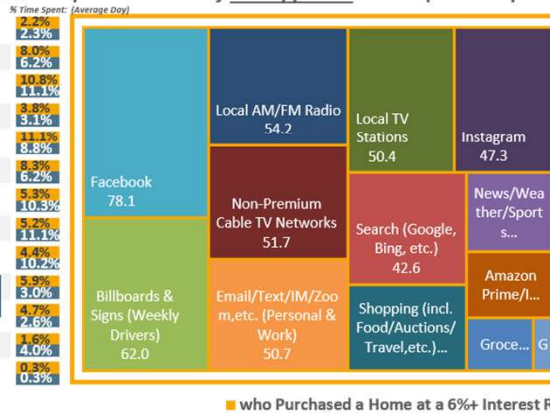
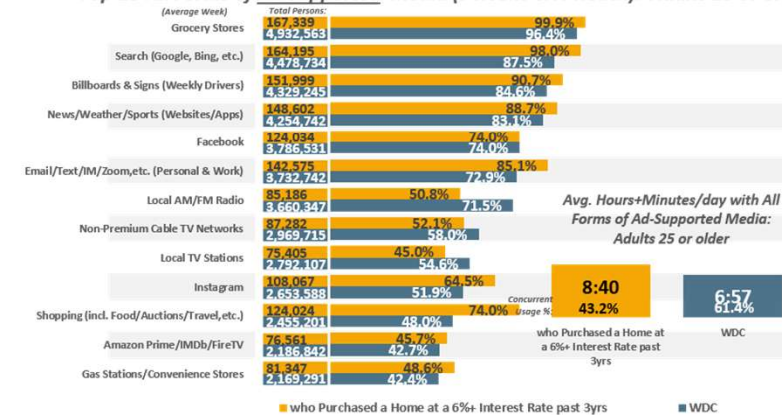


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 8 hours and 40 minutes each day with All Forms of Ad-Supported Media. 50.8% listen to Local AM/FM Radio for an avg. of 54.2 minutes/day. (Local Radio delivers 5.3% of Time with Ad-Supported Media.)

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



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



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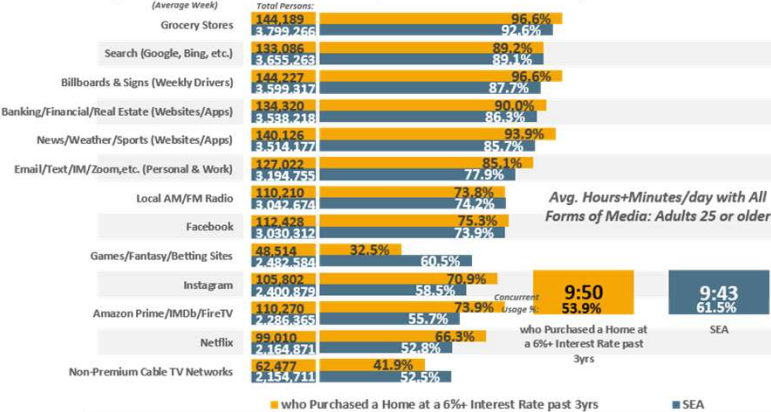
soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

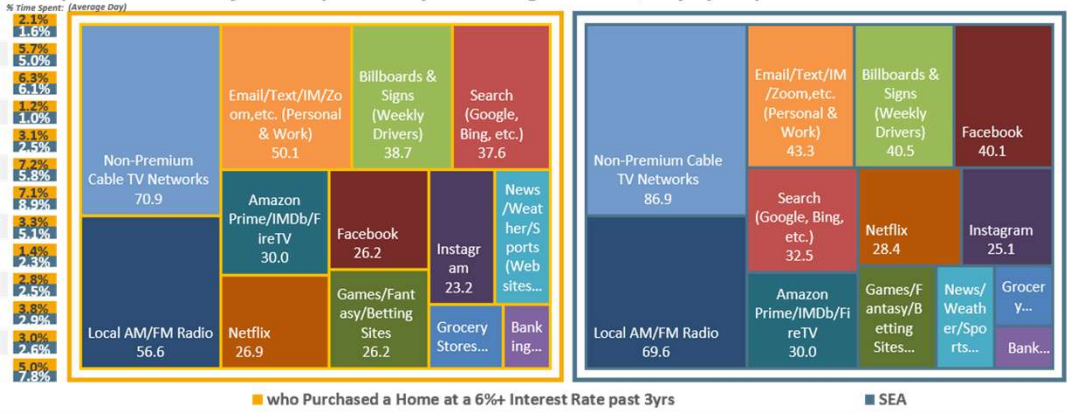


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 71.5% listen to Local AM/FM Radio for an avg. of 51.3 minutes/day. (Local Radio delivers 8.9% of Time with Ad-Supported Media.)

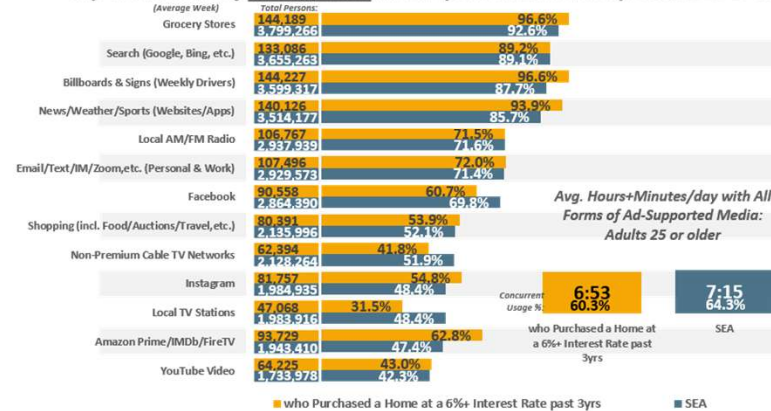
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



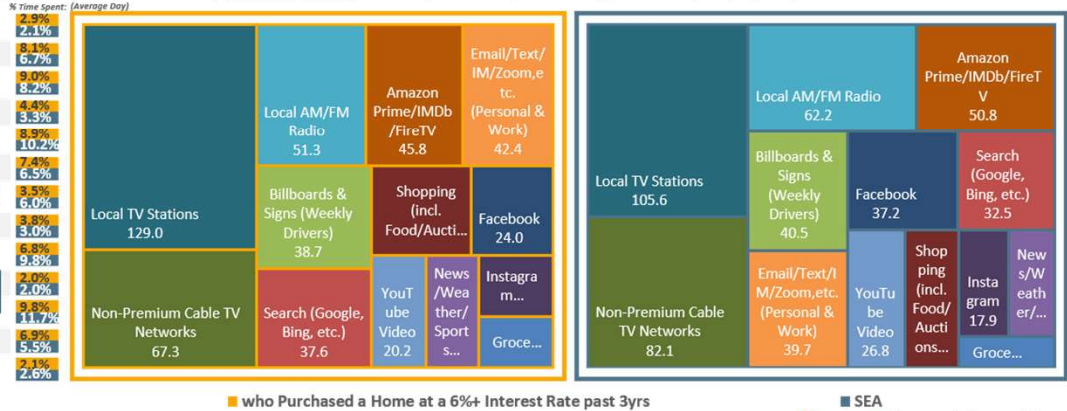
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

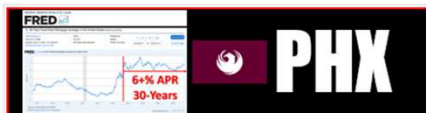


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



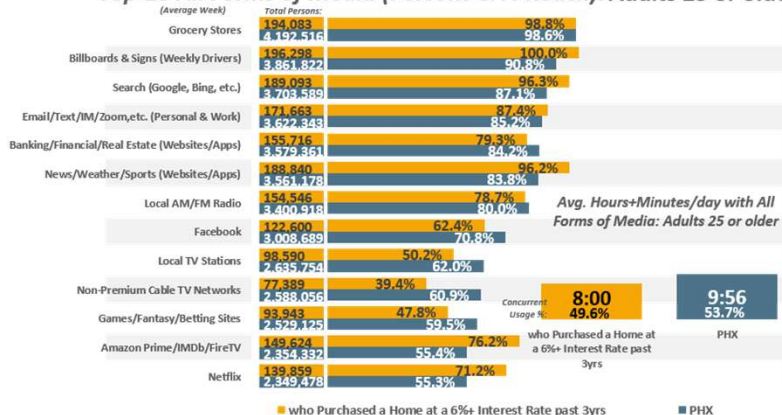
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



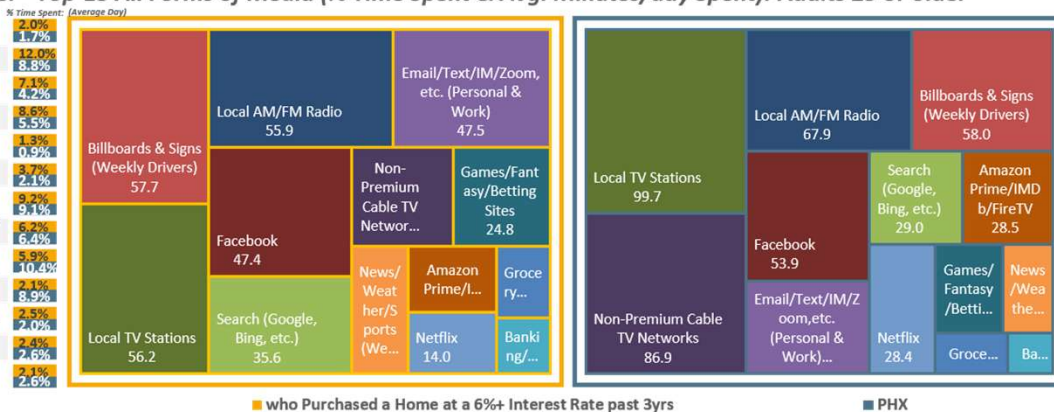


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 6 hours and 13 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 51.3 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

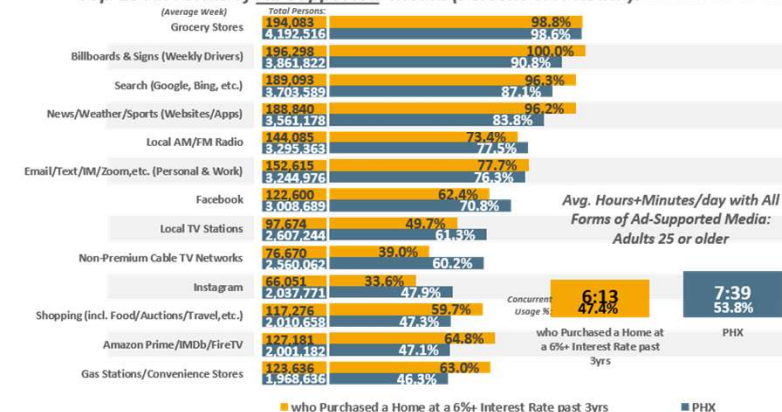
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



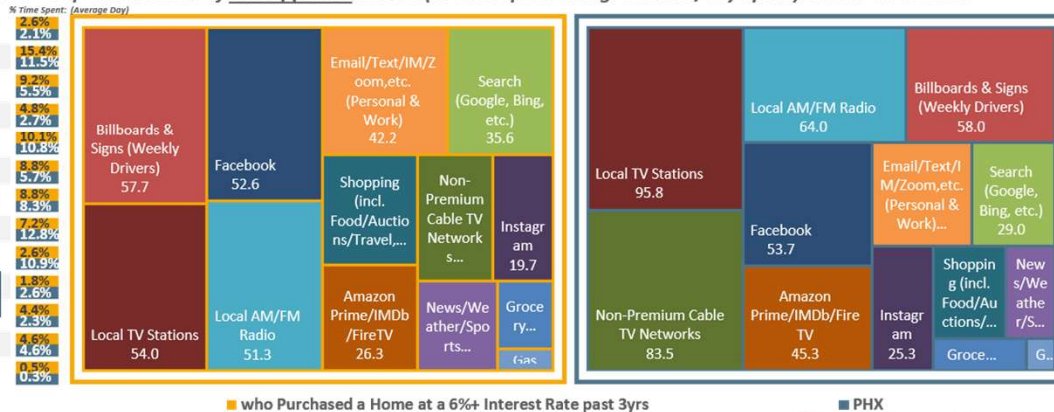
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76
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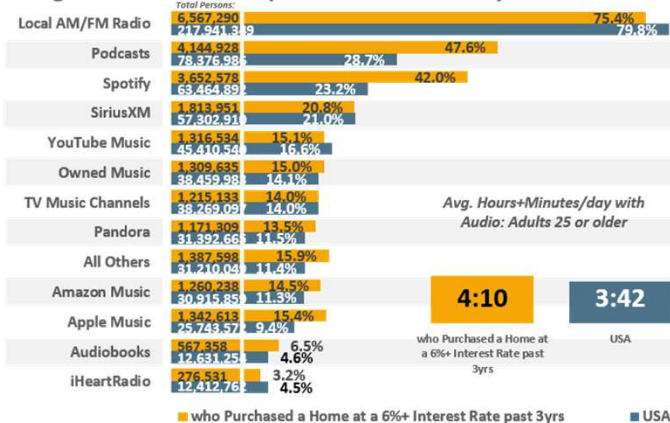
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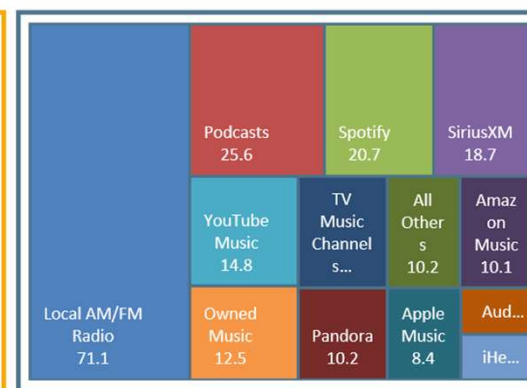
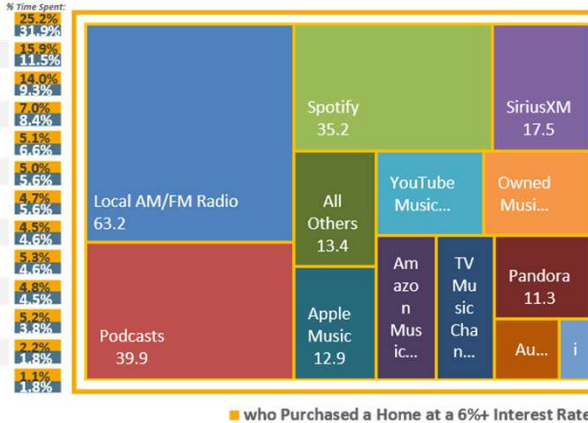


6,202,318 or 71.3% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

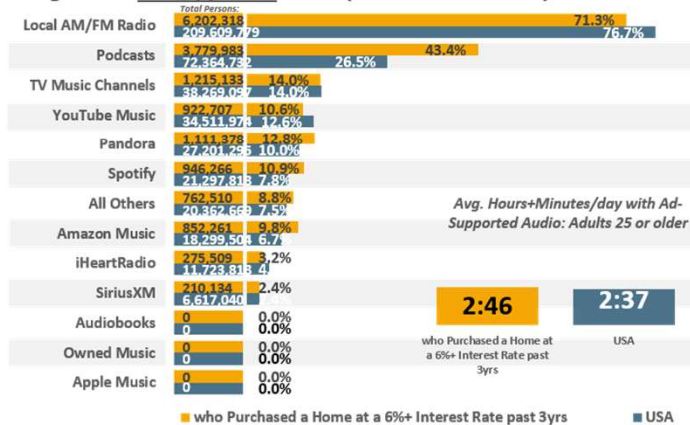
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



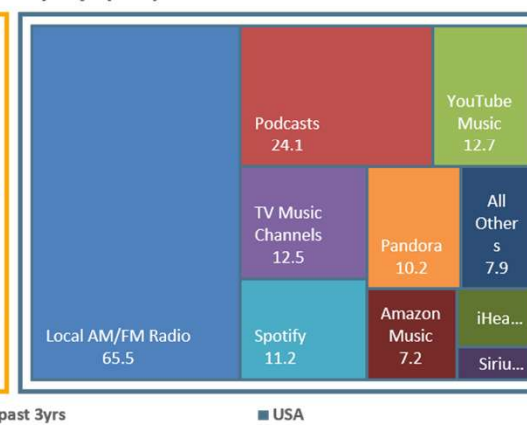
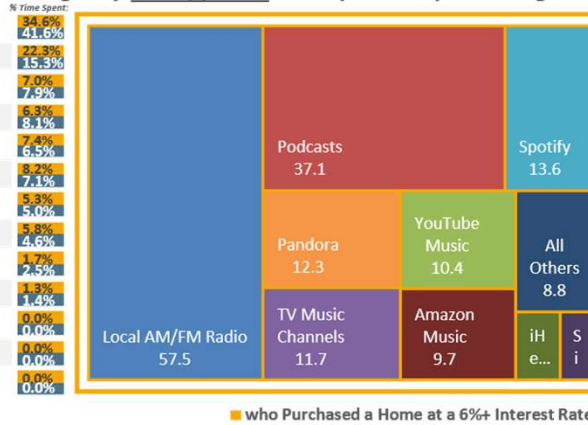
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



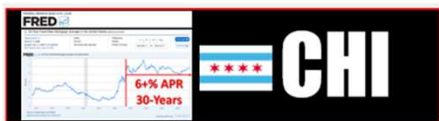
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682
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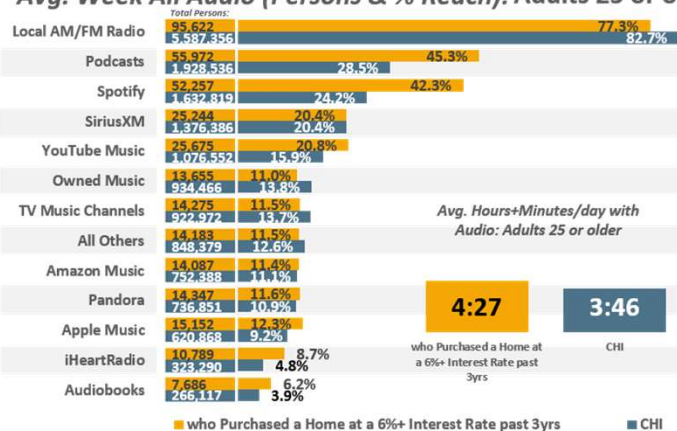
soefa.ai Share of Everything for Anything

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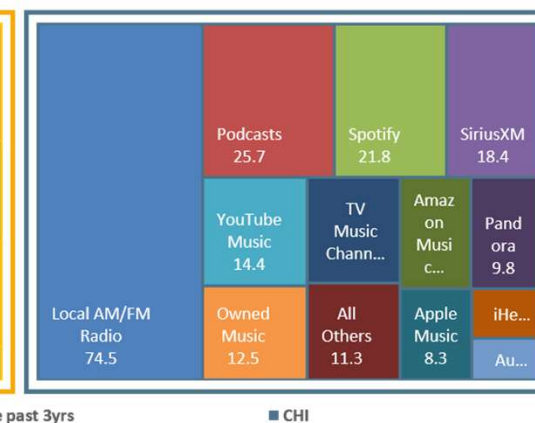
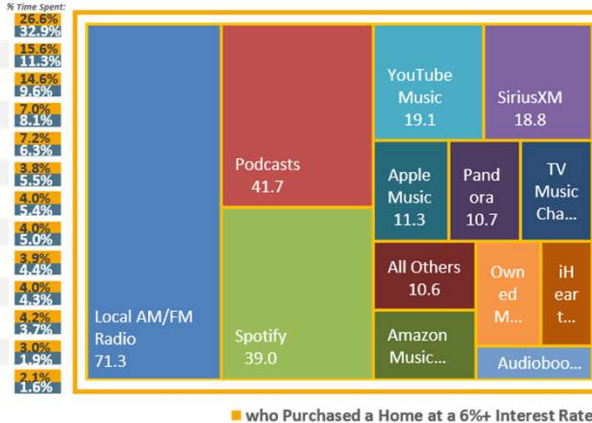


91,767 or 74.2% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

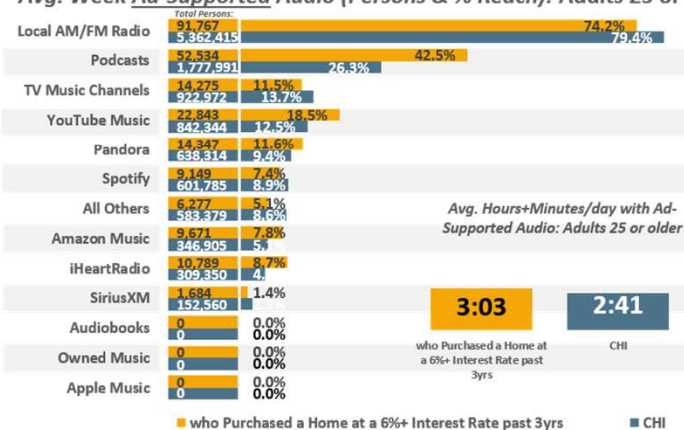
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



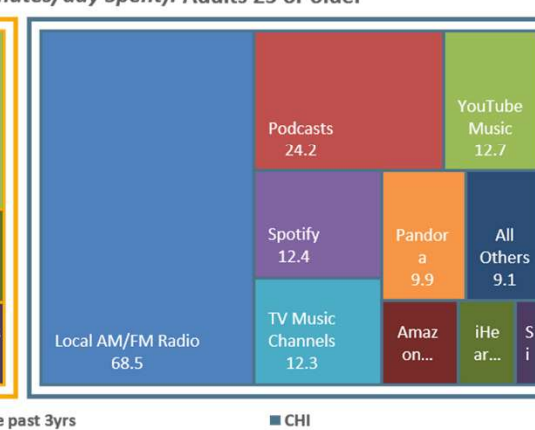
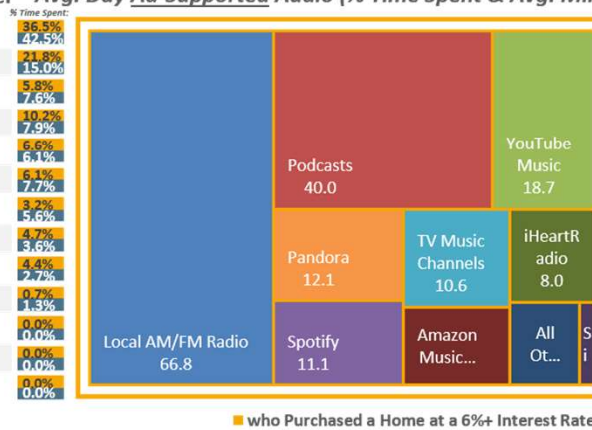
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



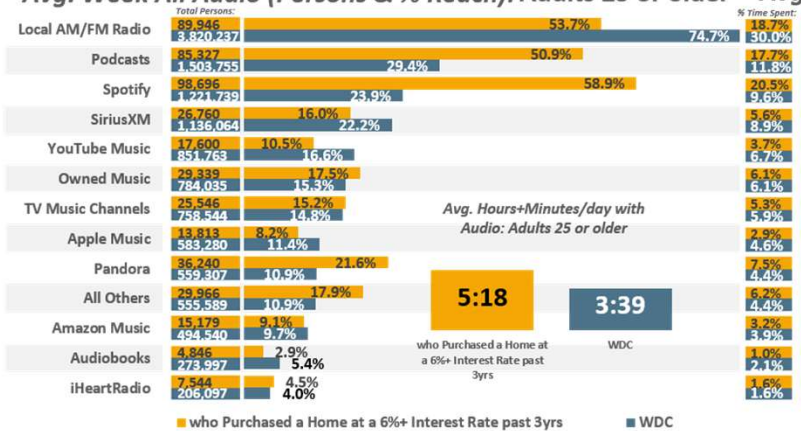
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



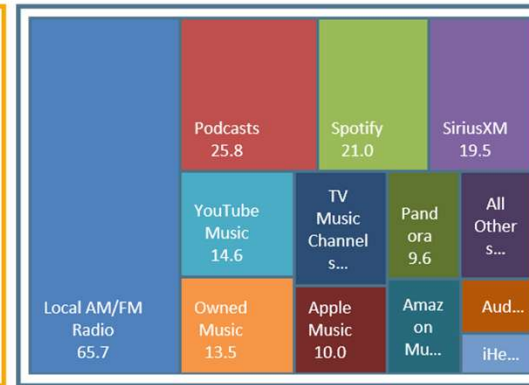
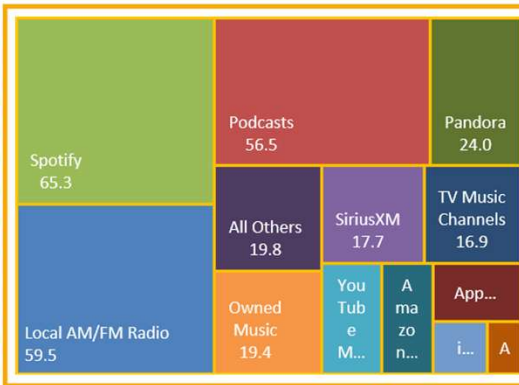


85,186 or 50.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 54.2 minutes every day representing 28.0% of all time spent daily with Ad-Supported Audio.

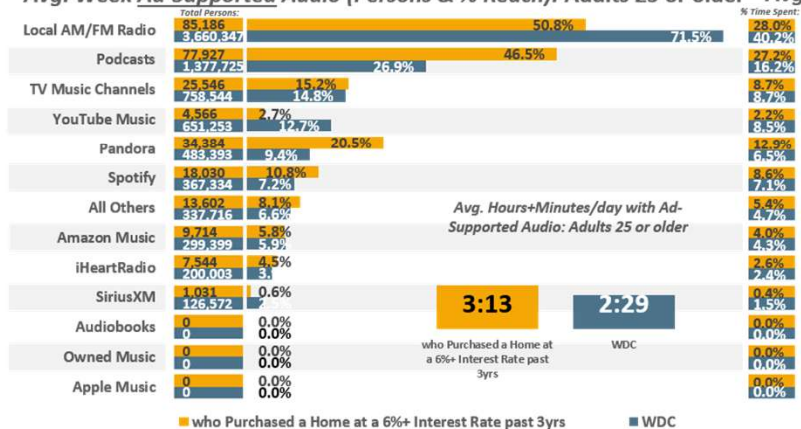
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



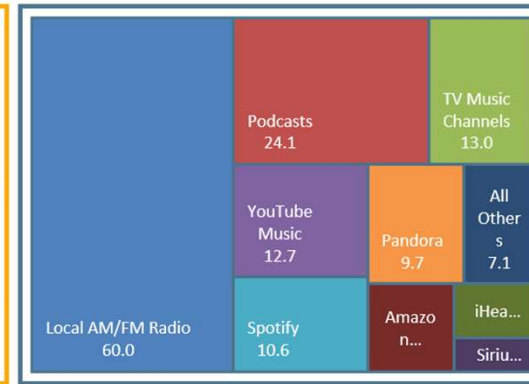
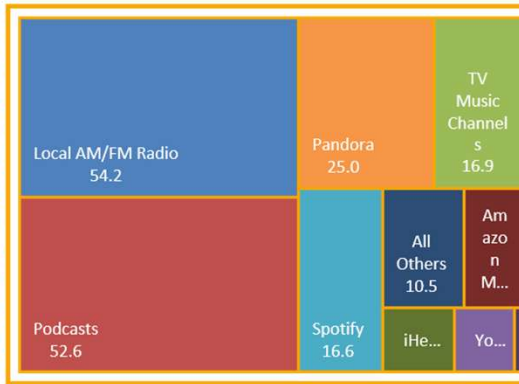
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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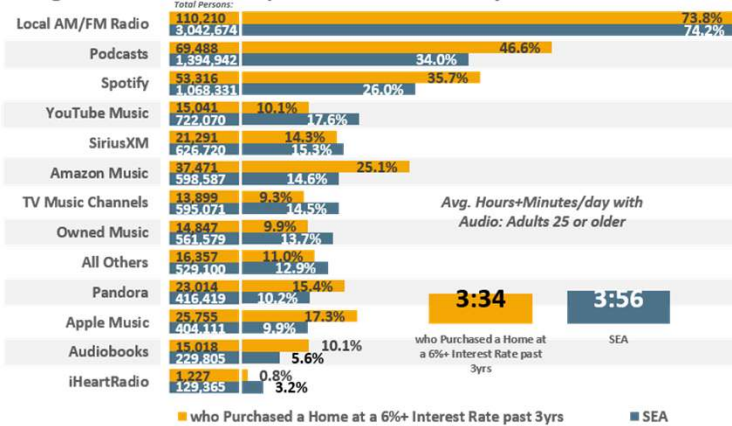
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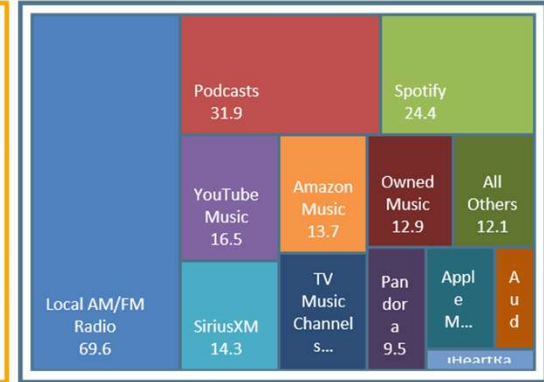
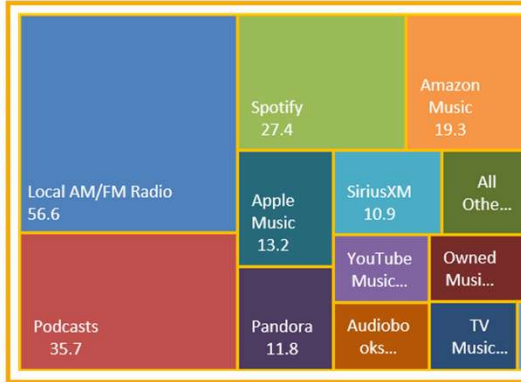


106,767 or 71.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 51.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

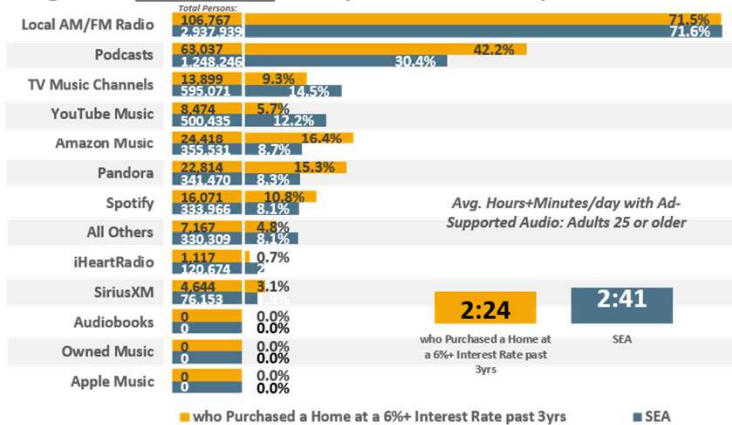
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



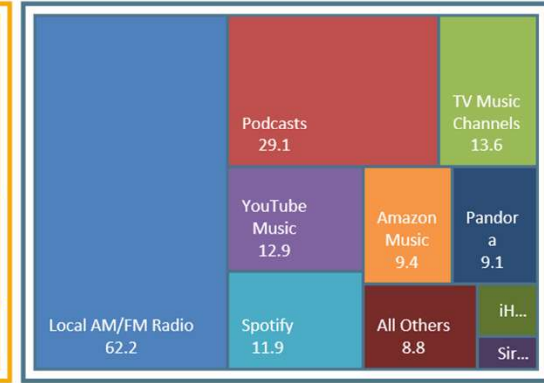
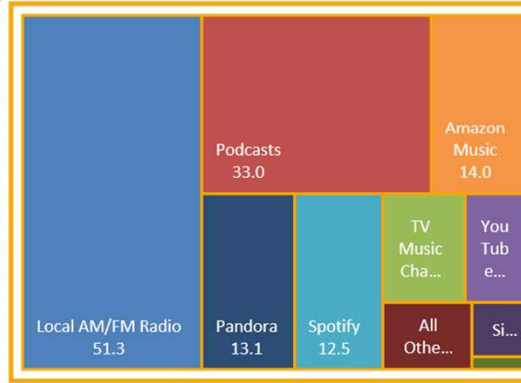
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



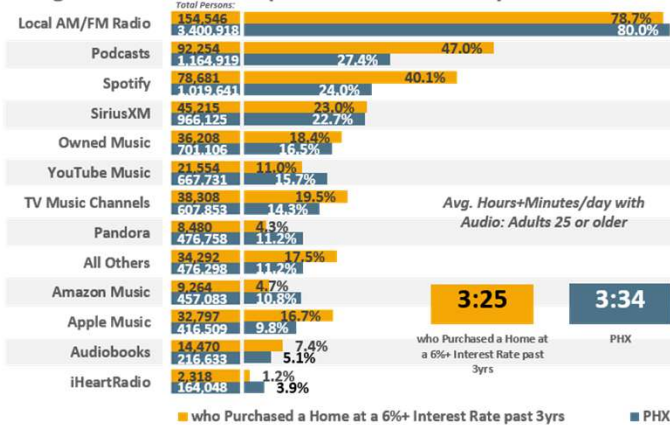
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



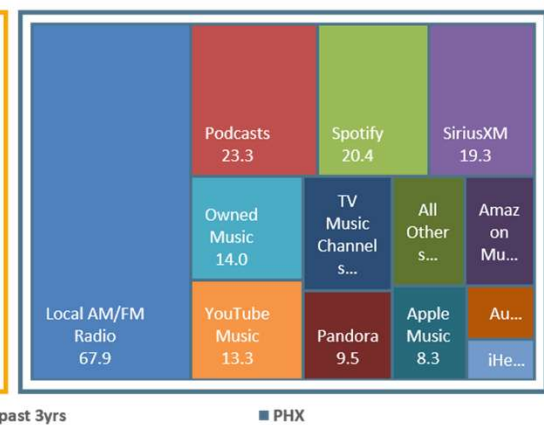
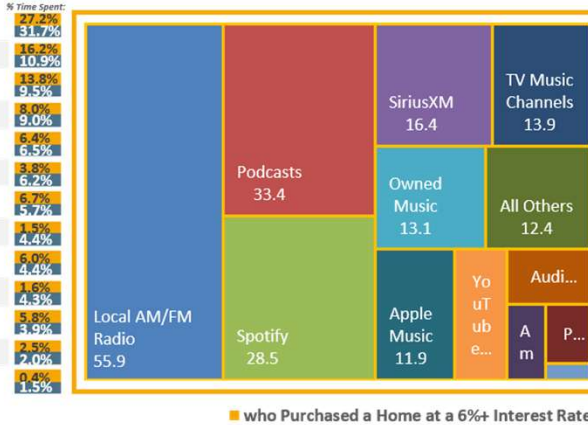


144,085 or 73.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 51.3 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

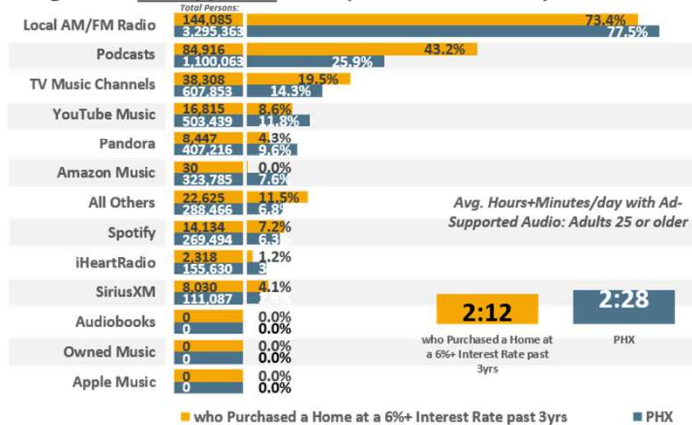
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



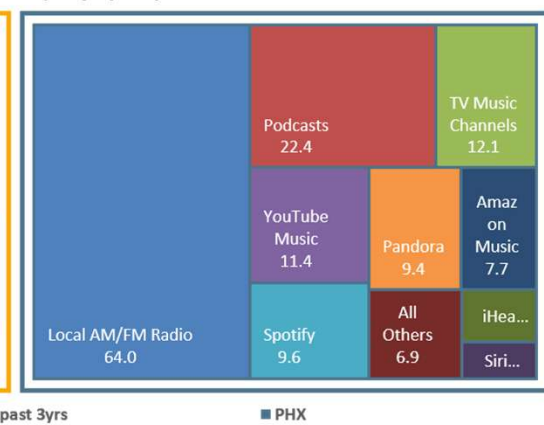
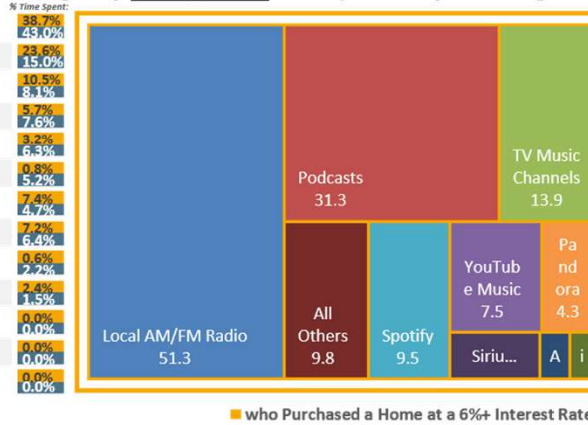
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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

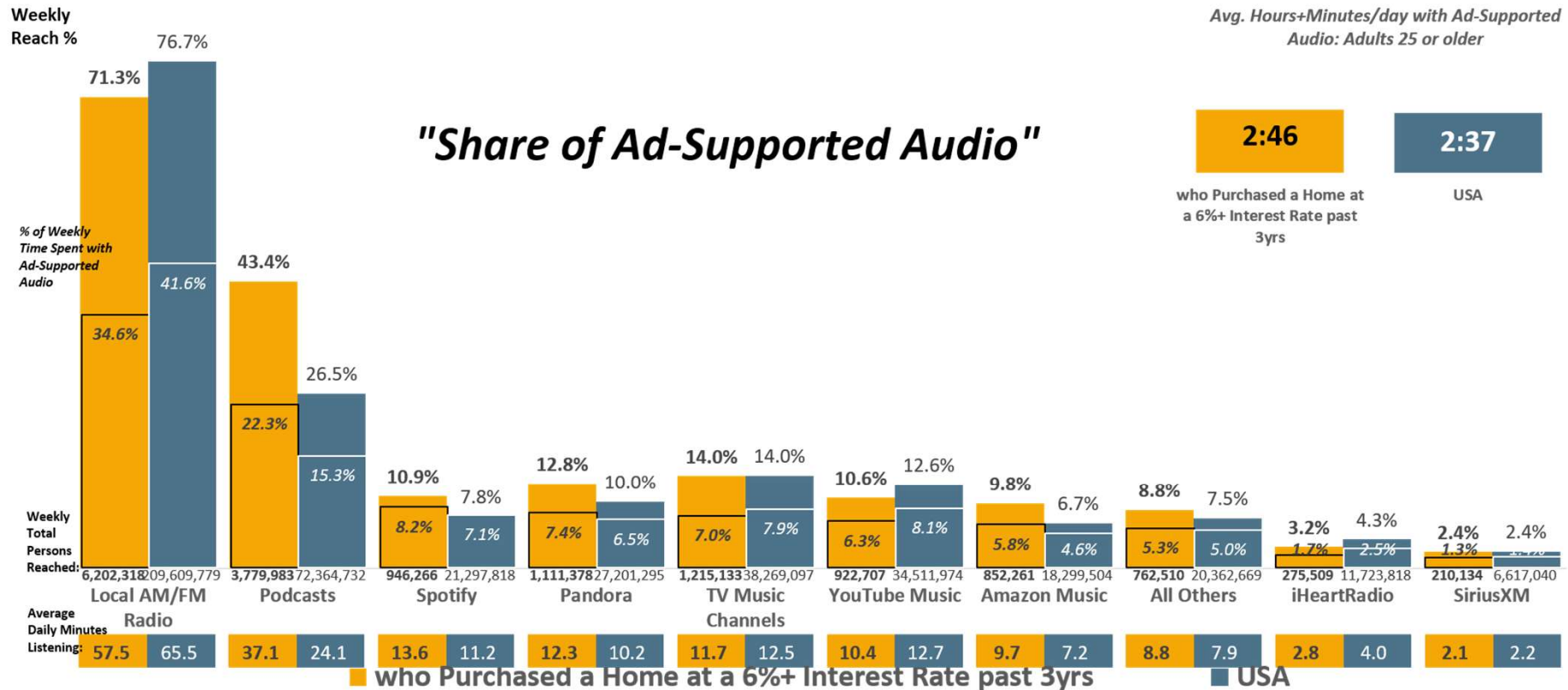


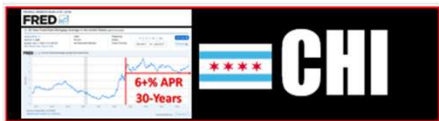
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



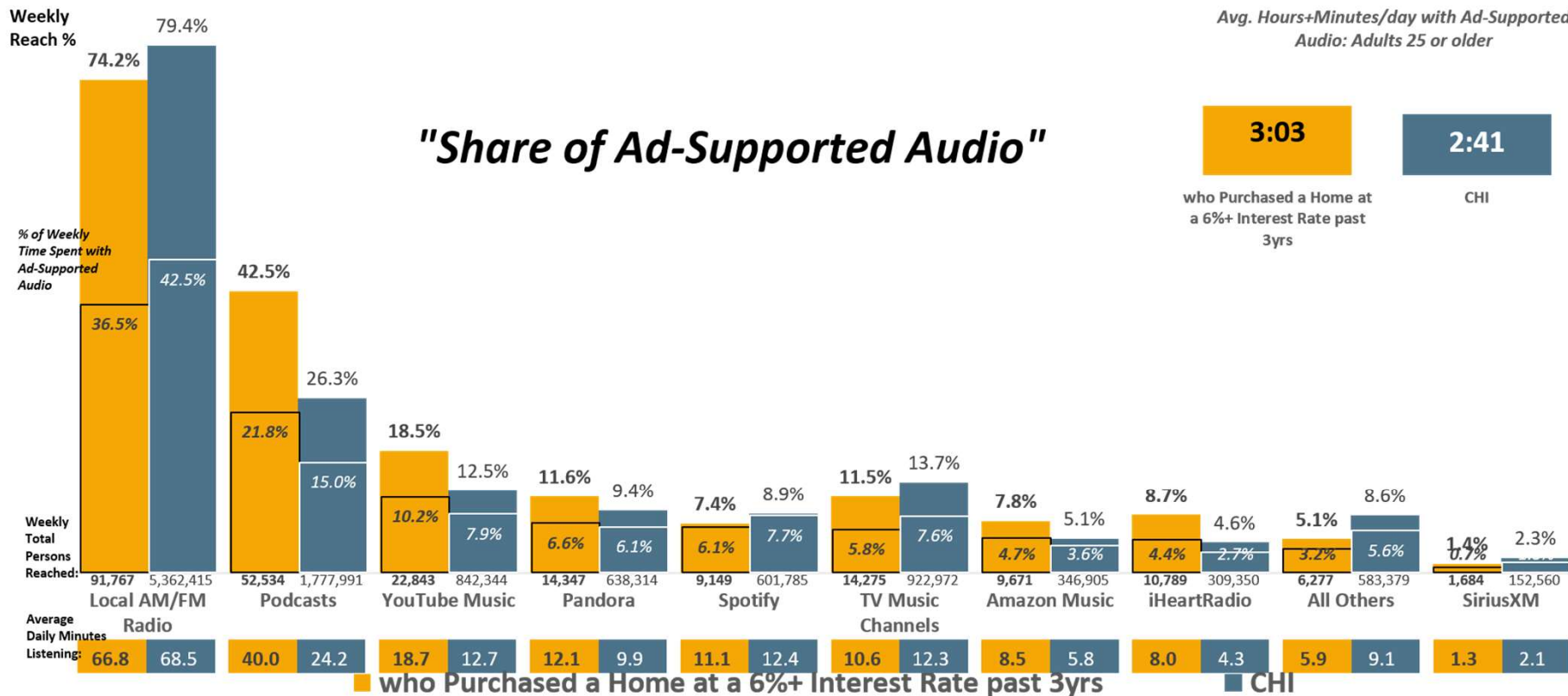


6,202,318 or 71.3% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.



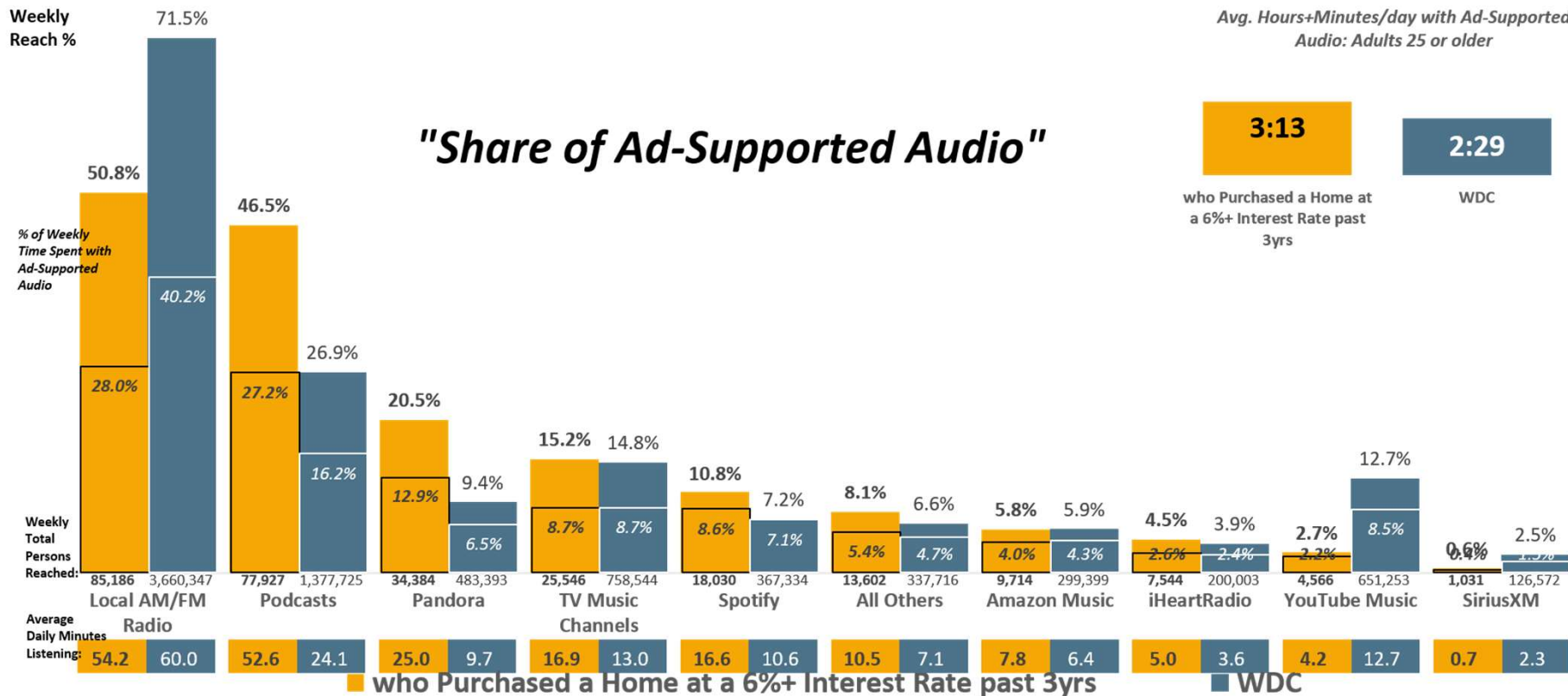


91,767 or 74.2% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.





85,186 or 50.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 54.2 minutes every day representing 28.0% of all time spent daily with Ad-Supported Audio.





106,767 or 71.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 51.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

"Share of Ad-Supported Audio"

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

2:24

2:41

who Purchased a Home at a 6%+ Interest Rate past 3yrs

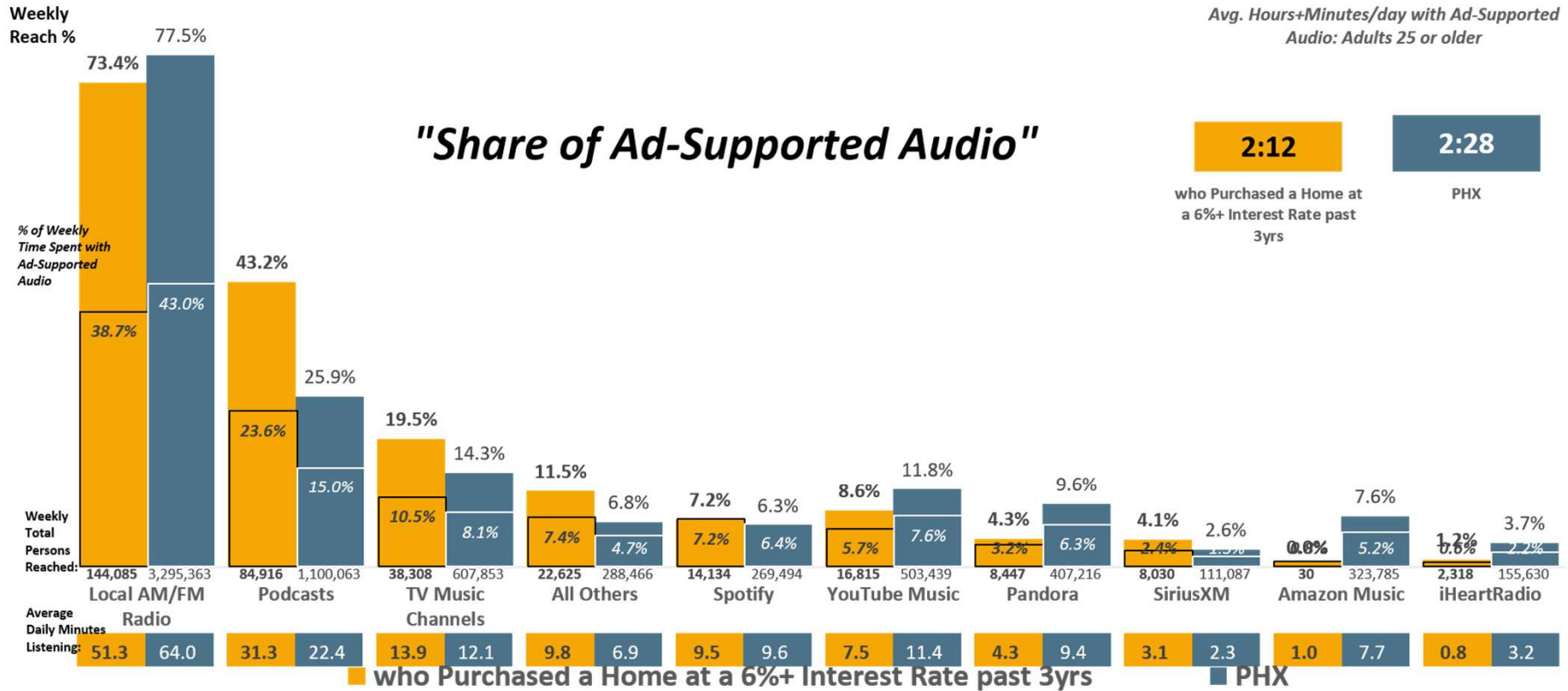
SEA

who Purchased a Home at a 6%+ Interest Rate past 3yrs

SEA



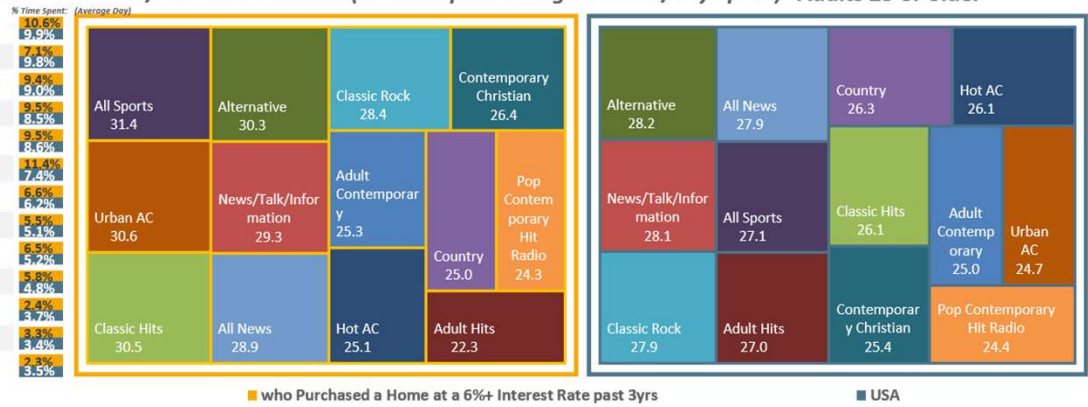
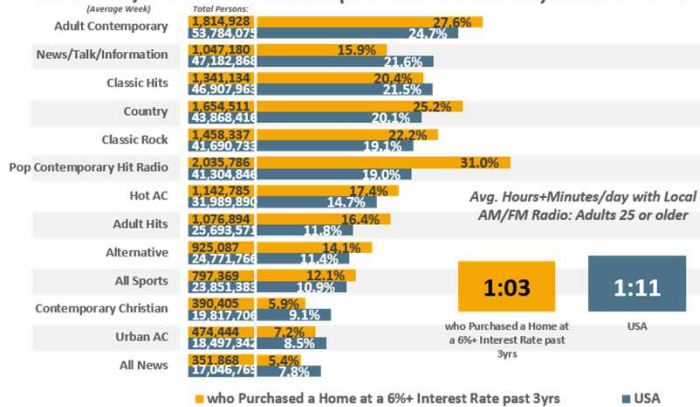
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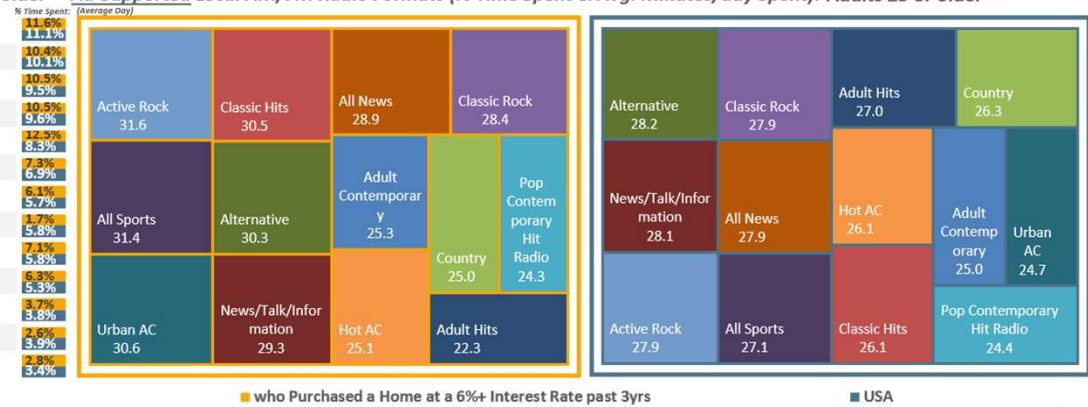
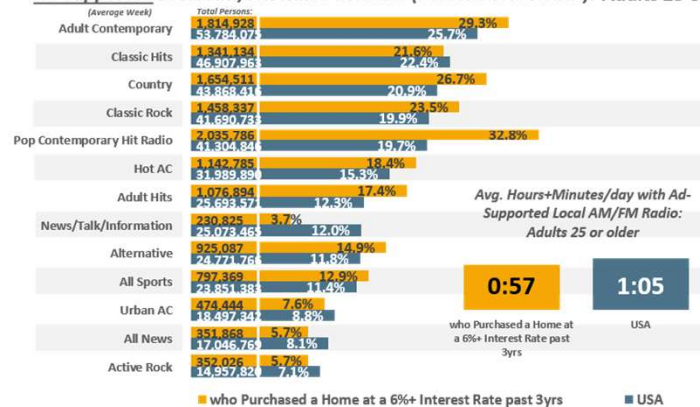


6,202,318 or 71.3% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Rock, and Classic Hits.

Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



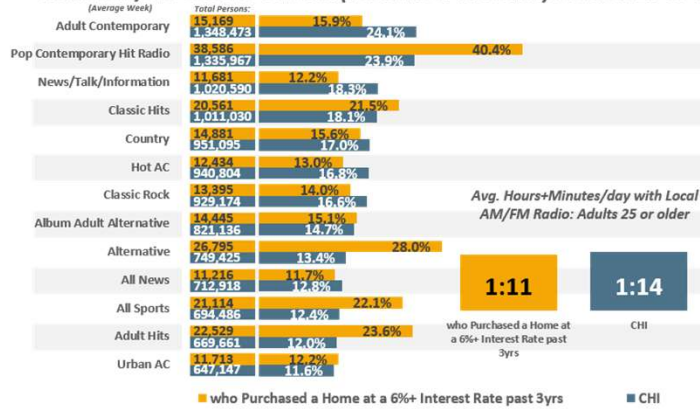
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



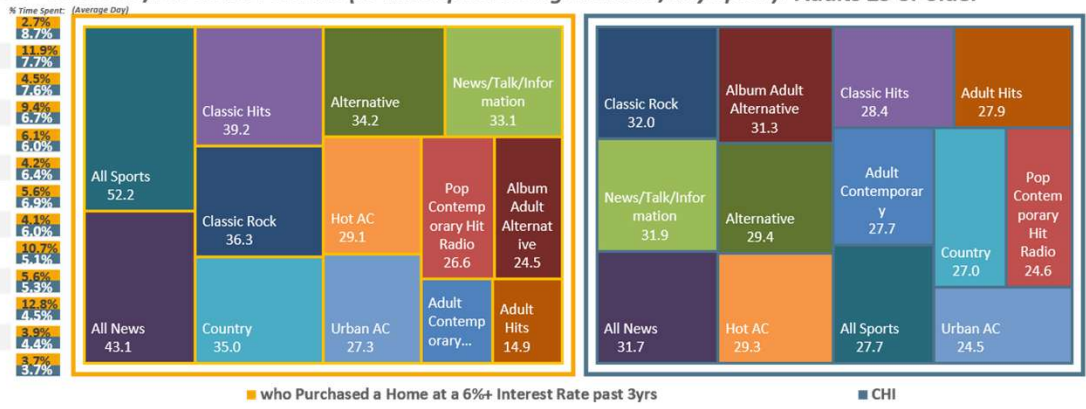


91,767 or 74.2% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Alternative, Mainstream Rock, Adult Hits, and All Sports.

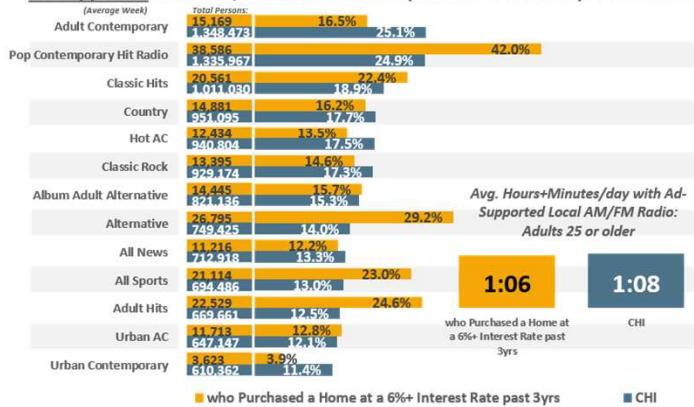
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



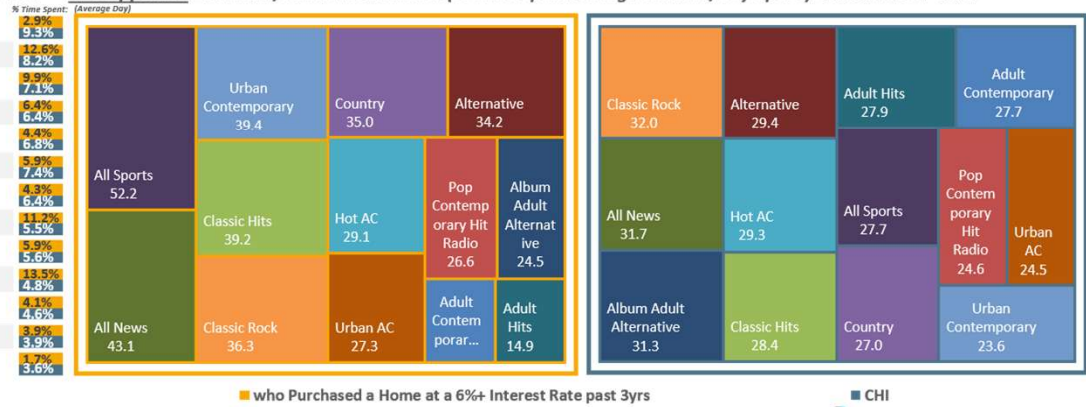
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



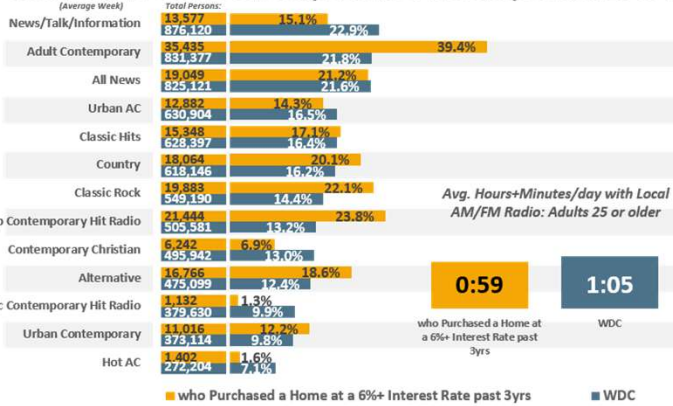
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



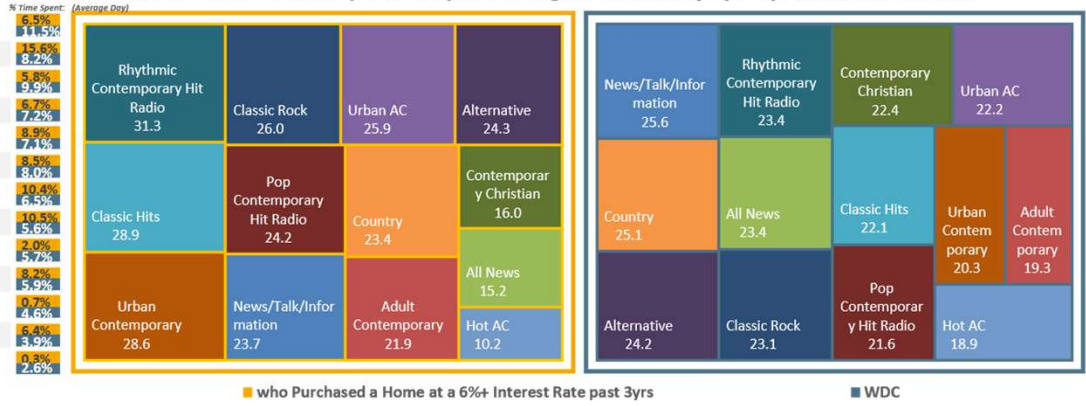


85,186 or 50.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, All News, and Country.

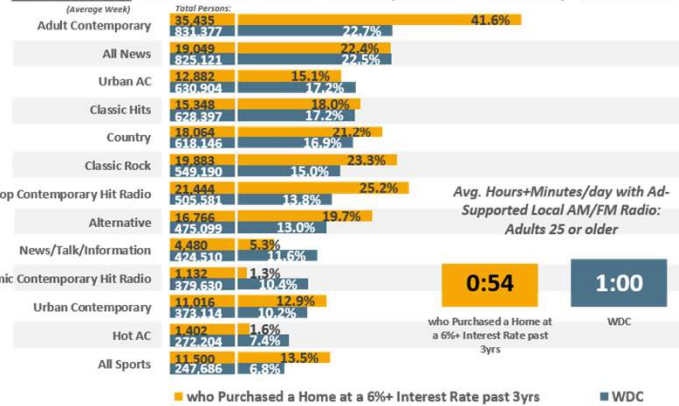
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



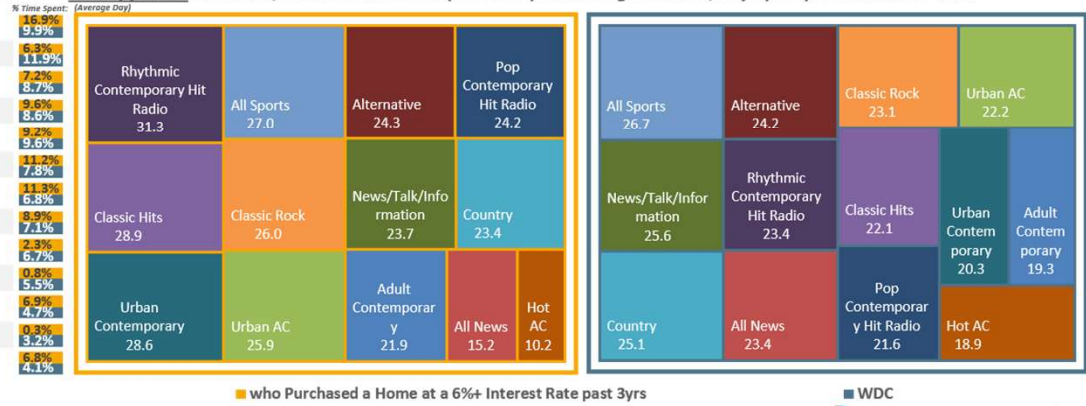
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
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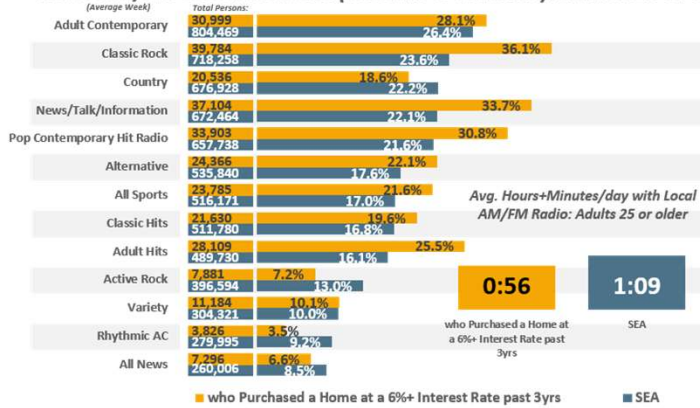
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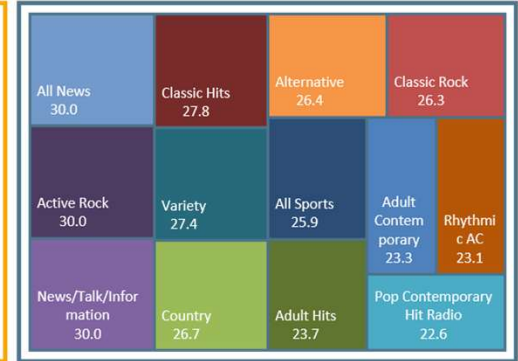
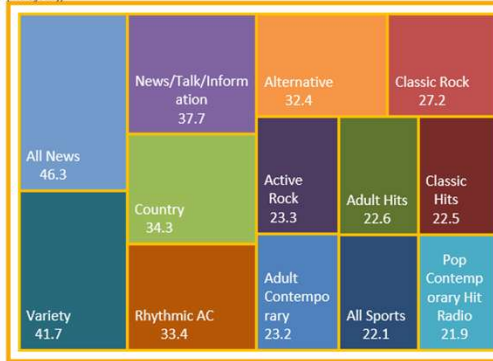


106,767 or 71.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, Adult Hits, and Alternative.

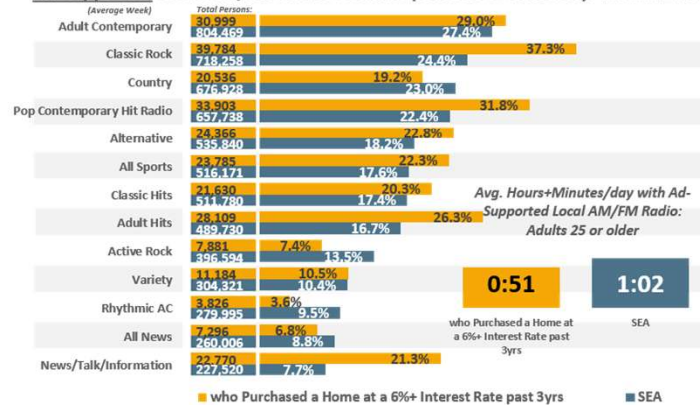
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



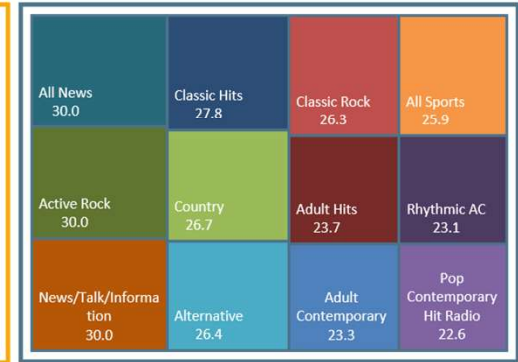
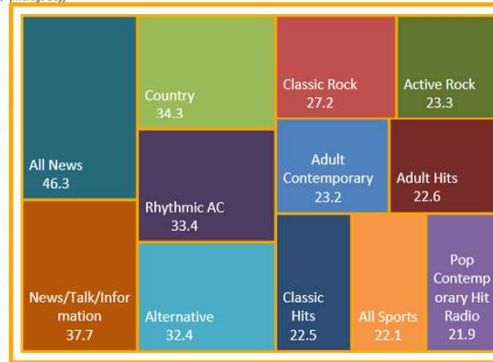
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



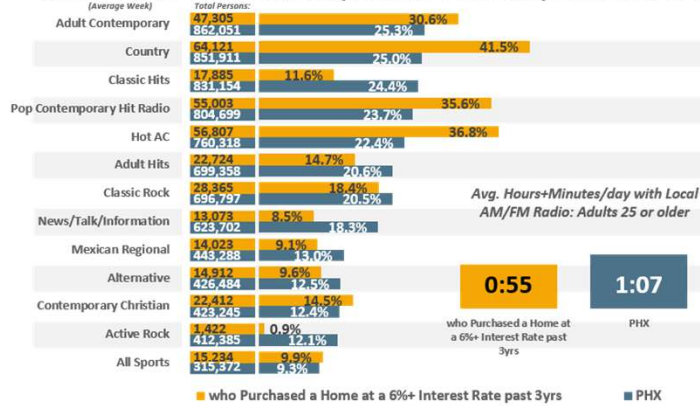
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



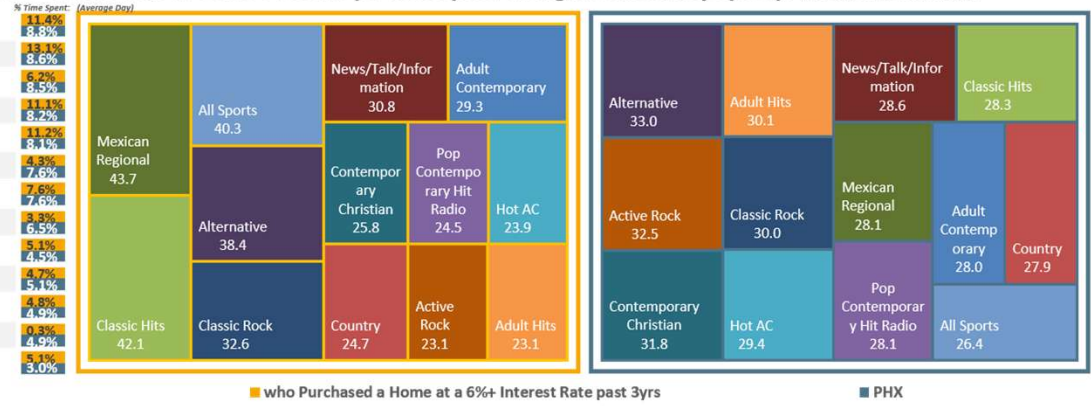


144,085 or 73.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Rock.

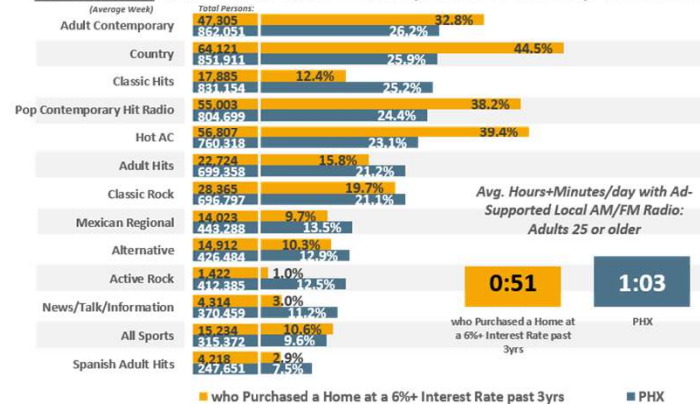
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



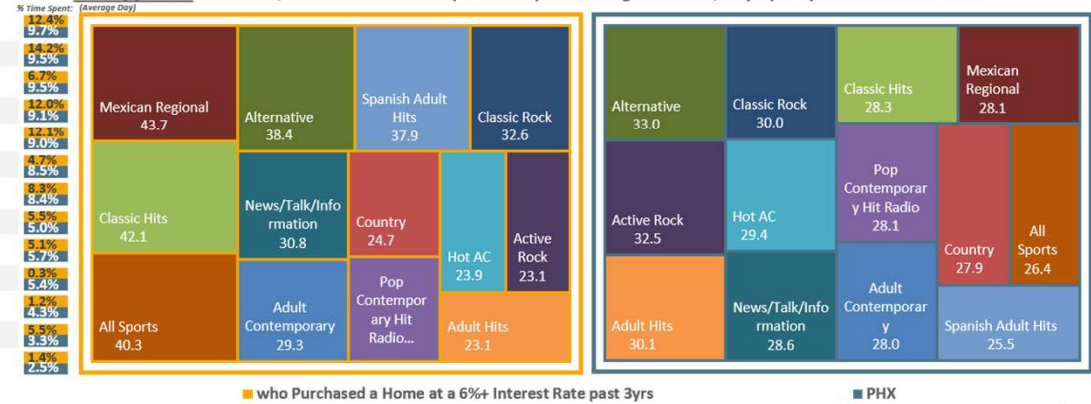
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

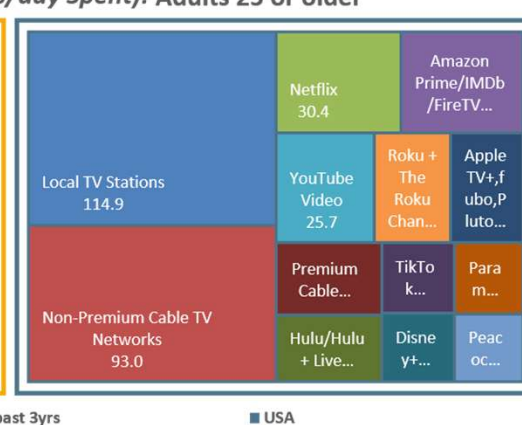
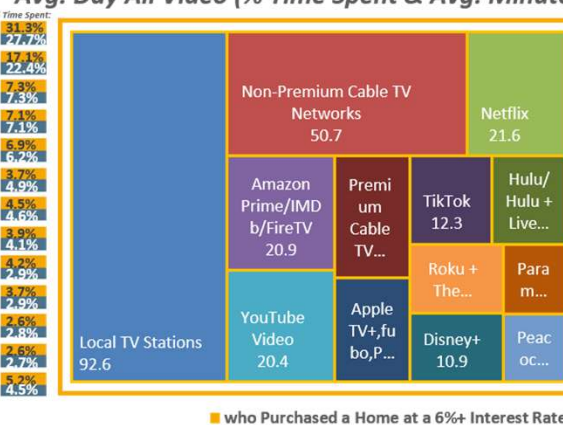
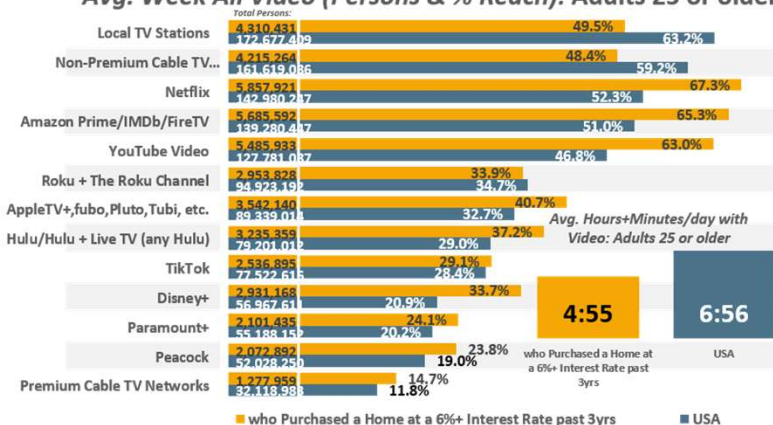




4,272,790 or 49.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 88.3 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

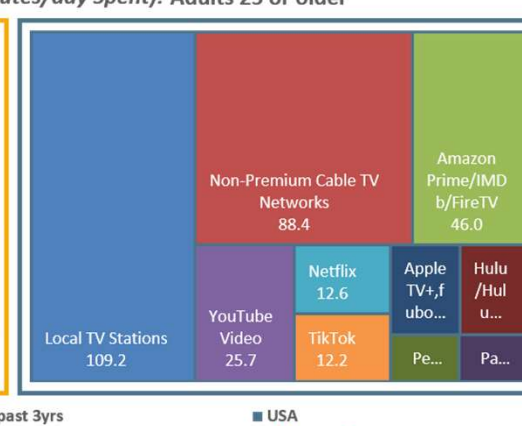
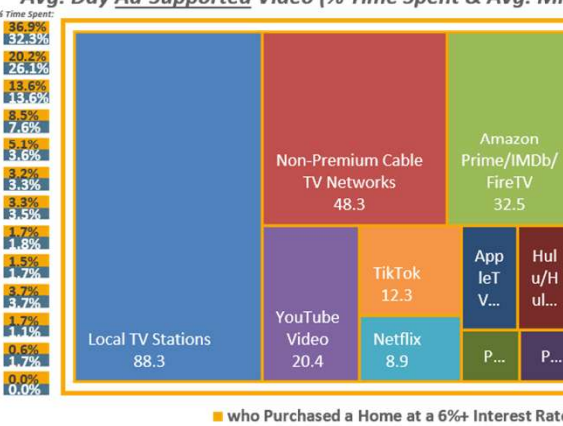
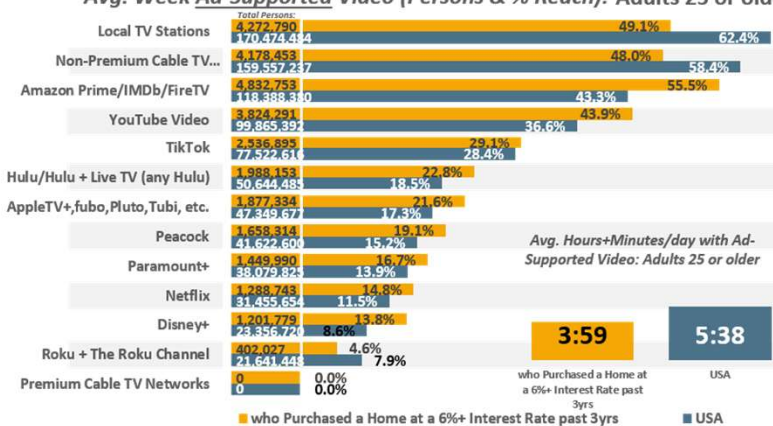
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682
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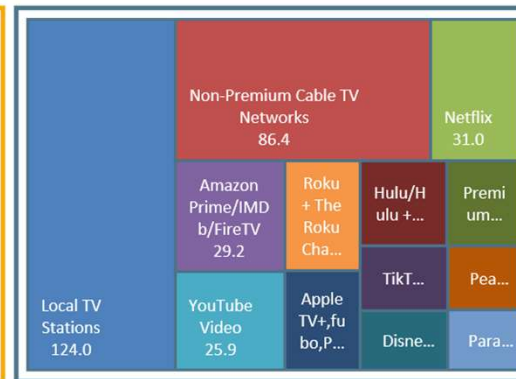
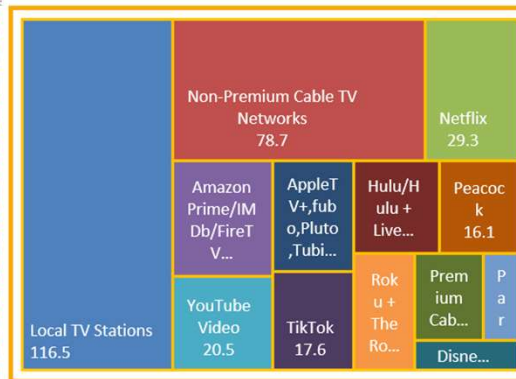
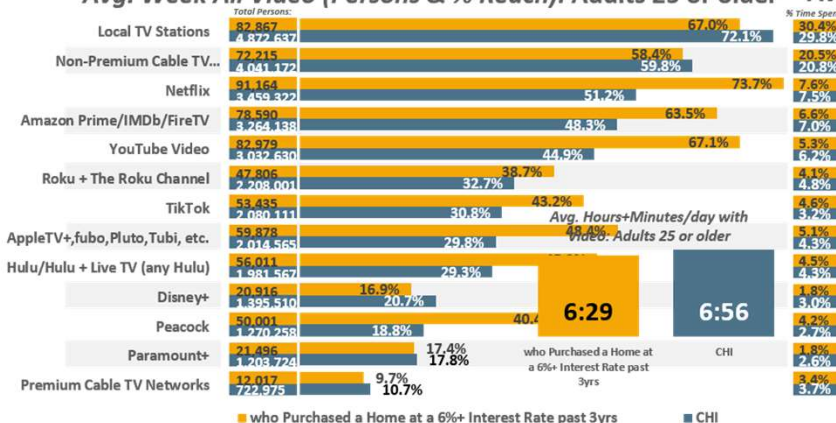
[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



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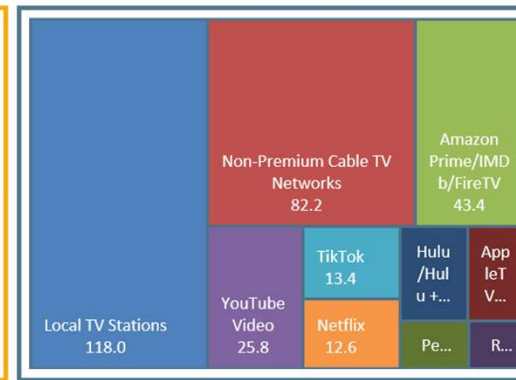
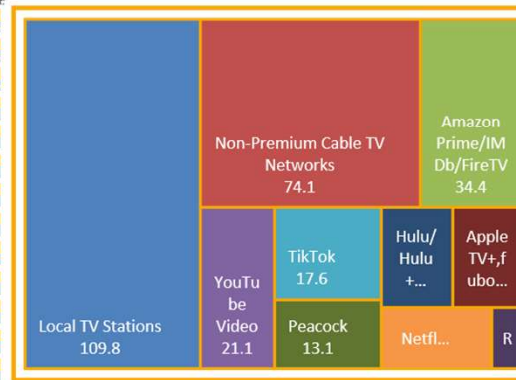
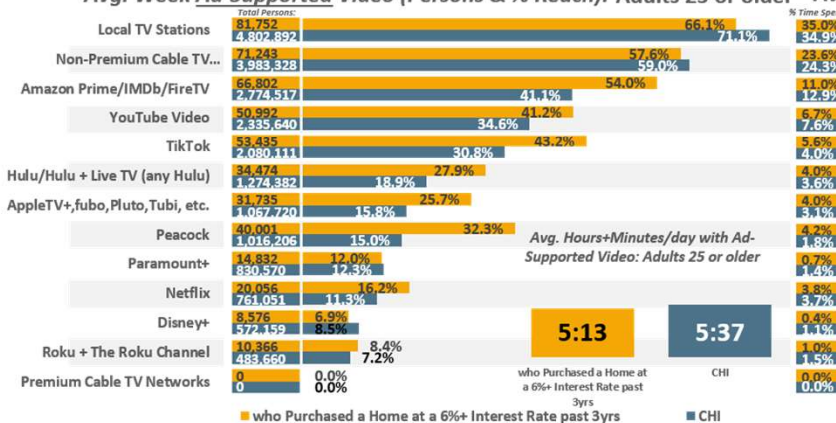
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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

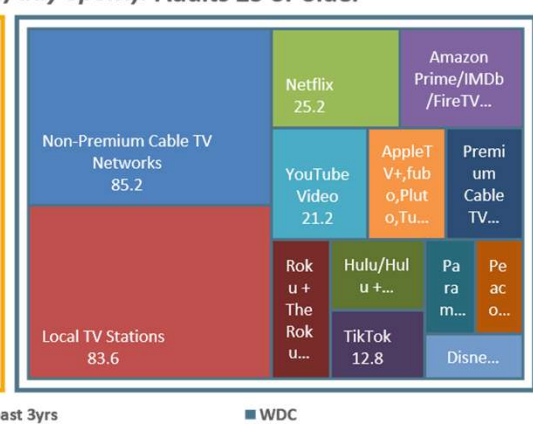
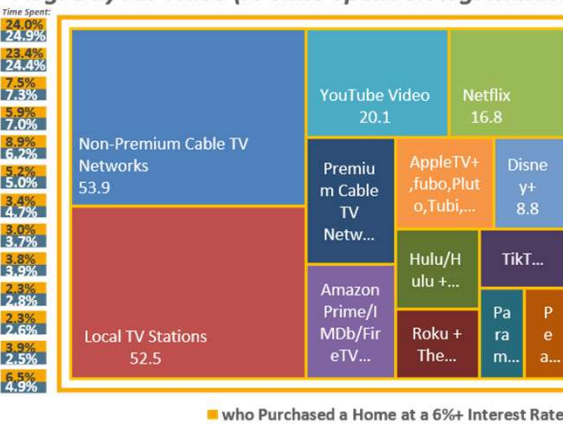
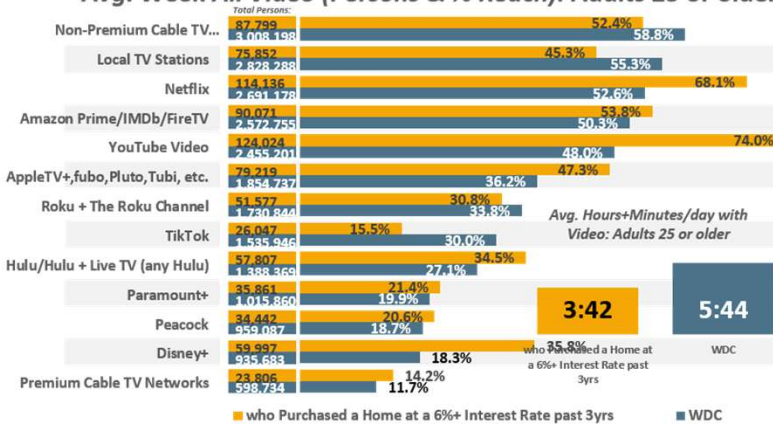




75,405 or 45.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 50.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

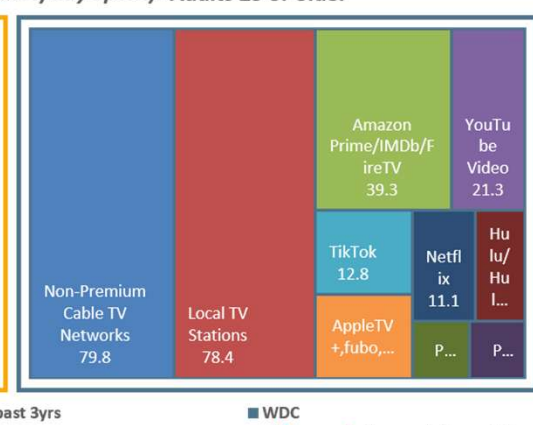
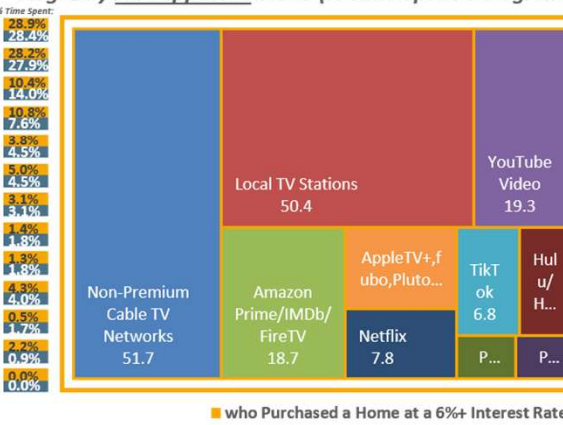
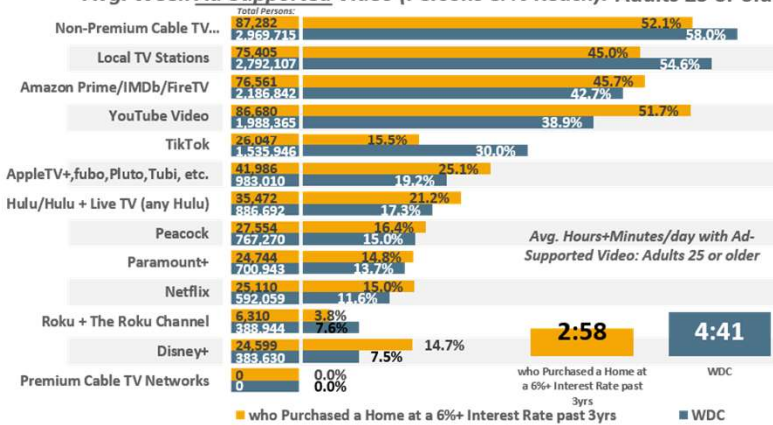
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
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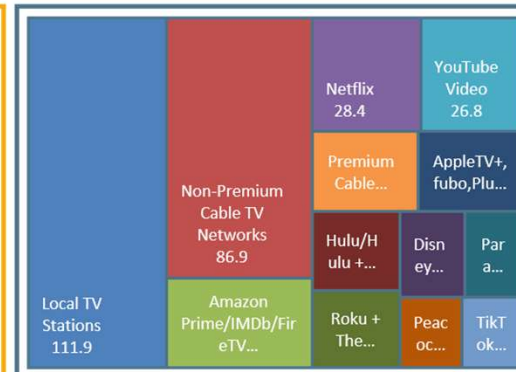
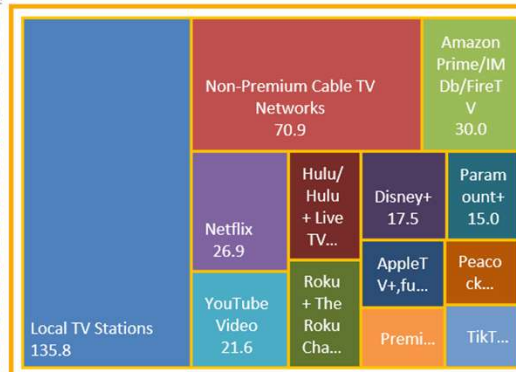
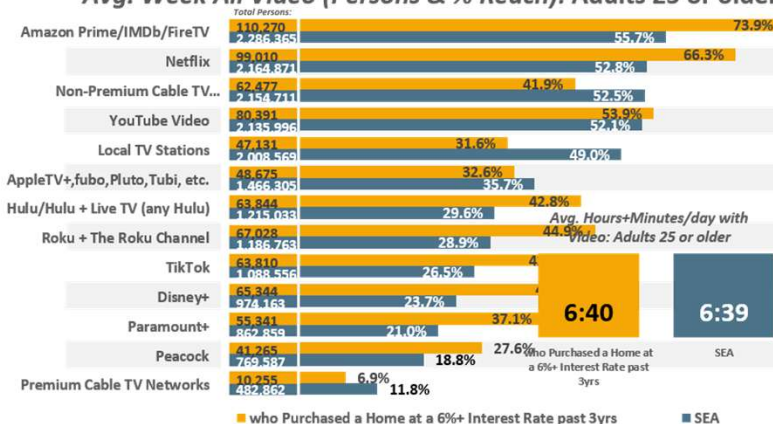
[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



47,068 or 31.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 129. minutes every day representing 39.3% of all time spent daily with Ad-Supported Video.

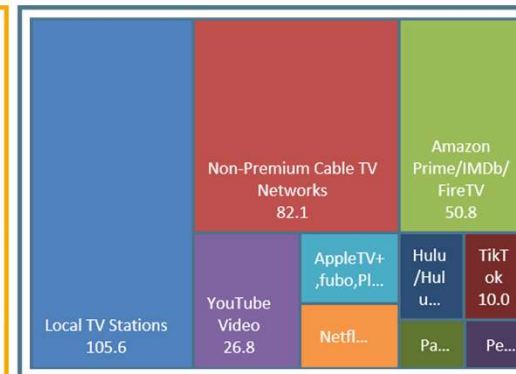
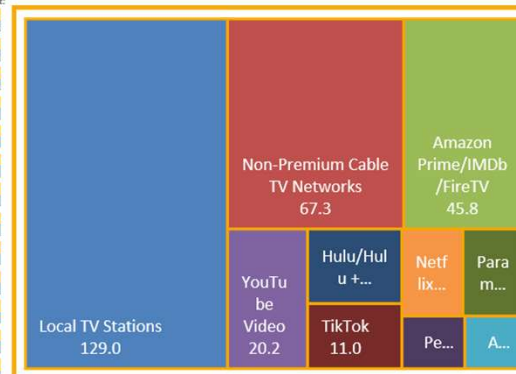
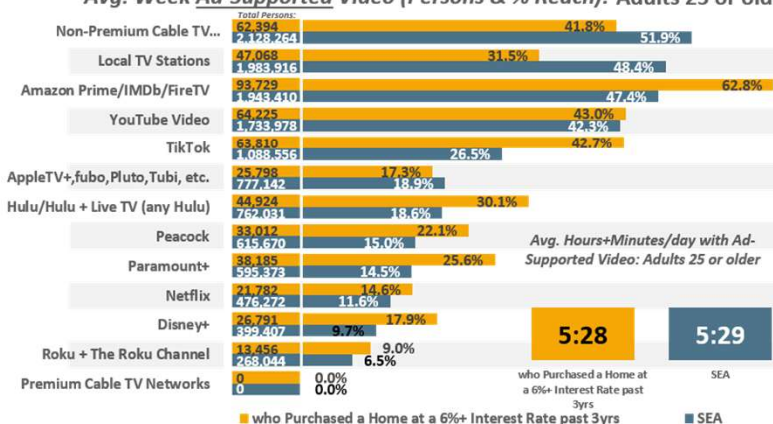
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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

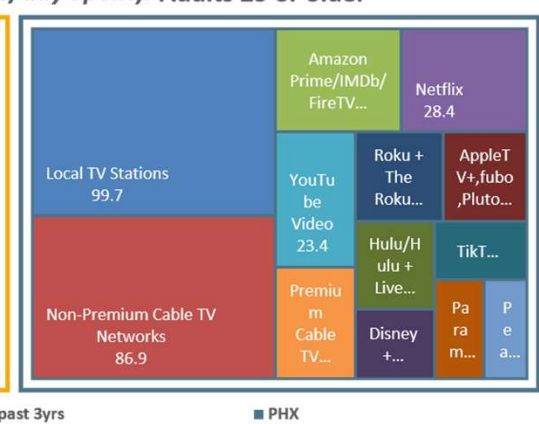
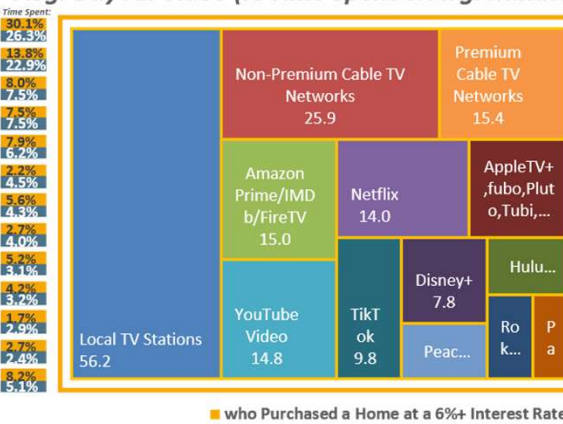
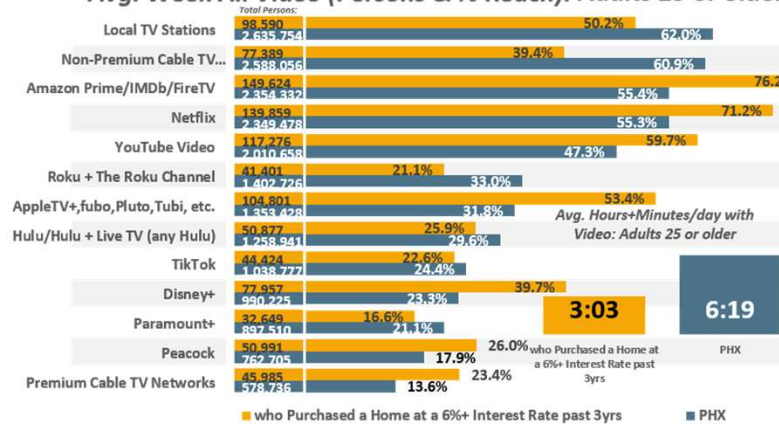




97,674 or 49.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 54. minutes every day representing 35.5% of all time spent daily with Ad-Supported Video.

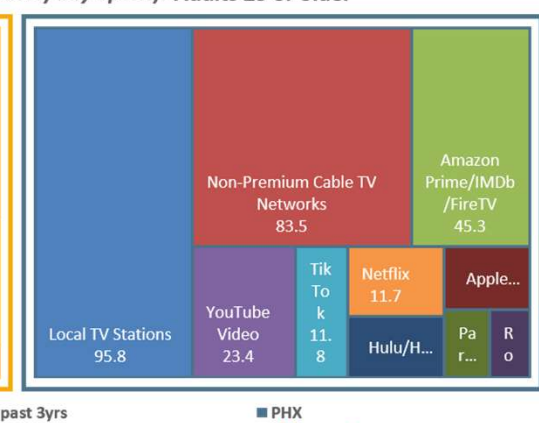
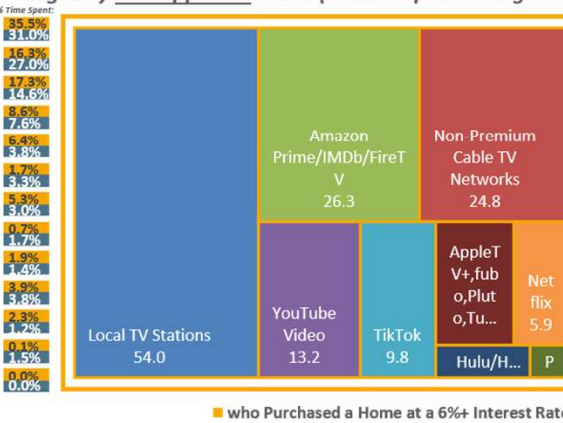
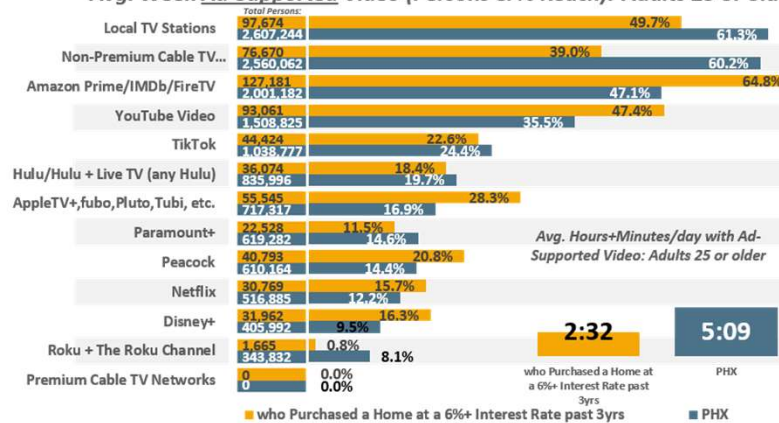
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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



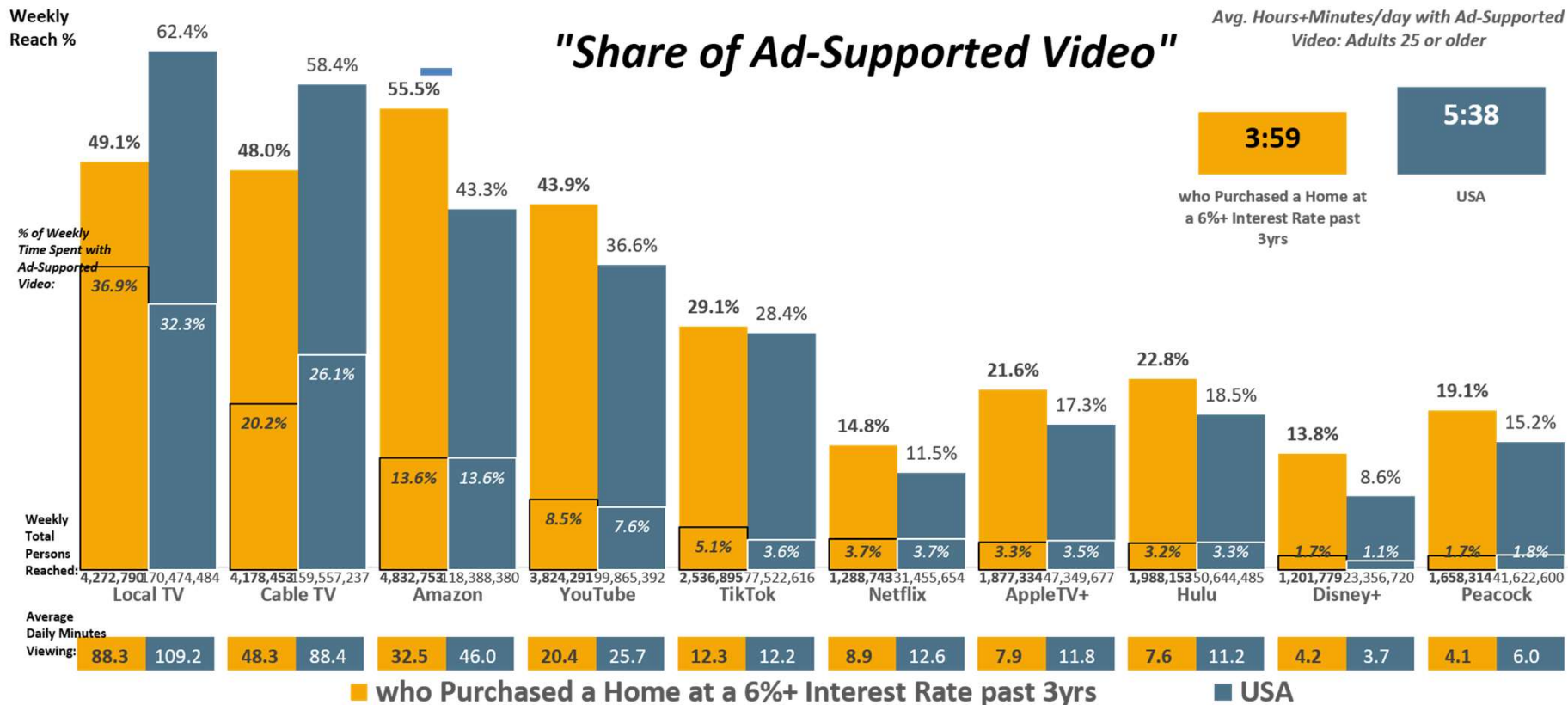
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76
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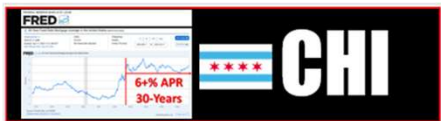
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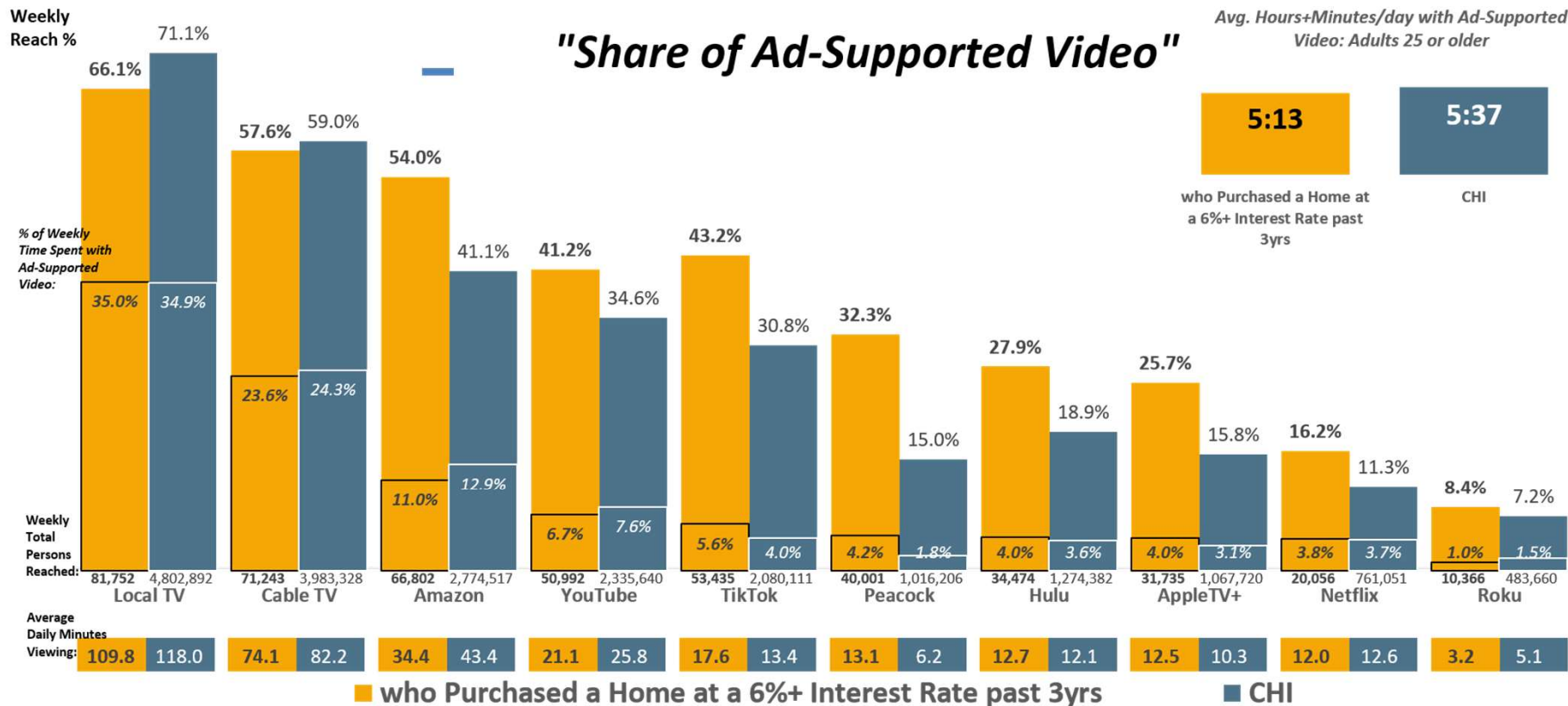
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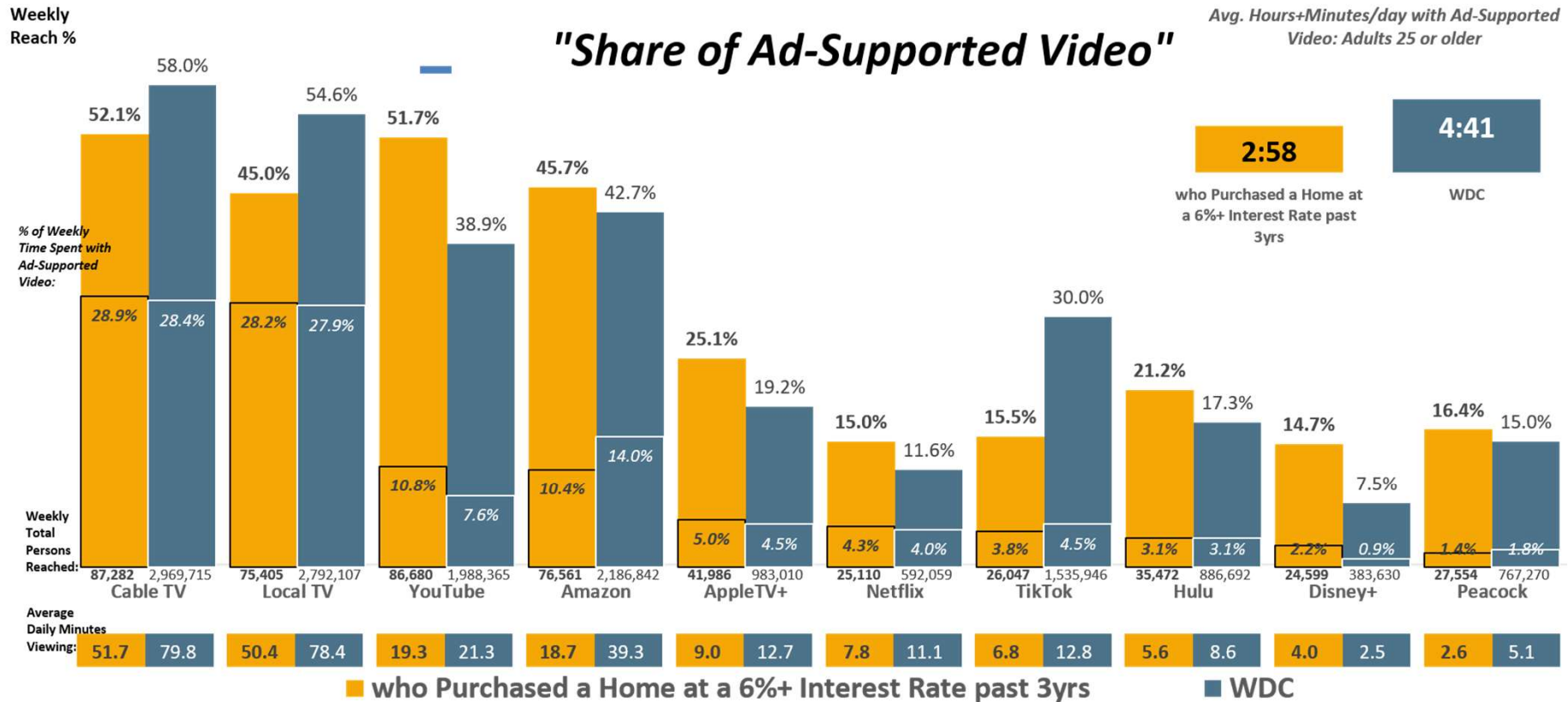
81,752 or 66.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 109.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





75,405 or 45.0% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 50.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



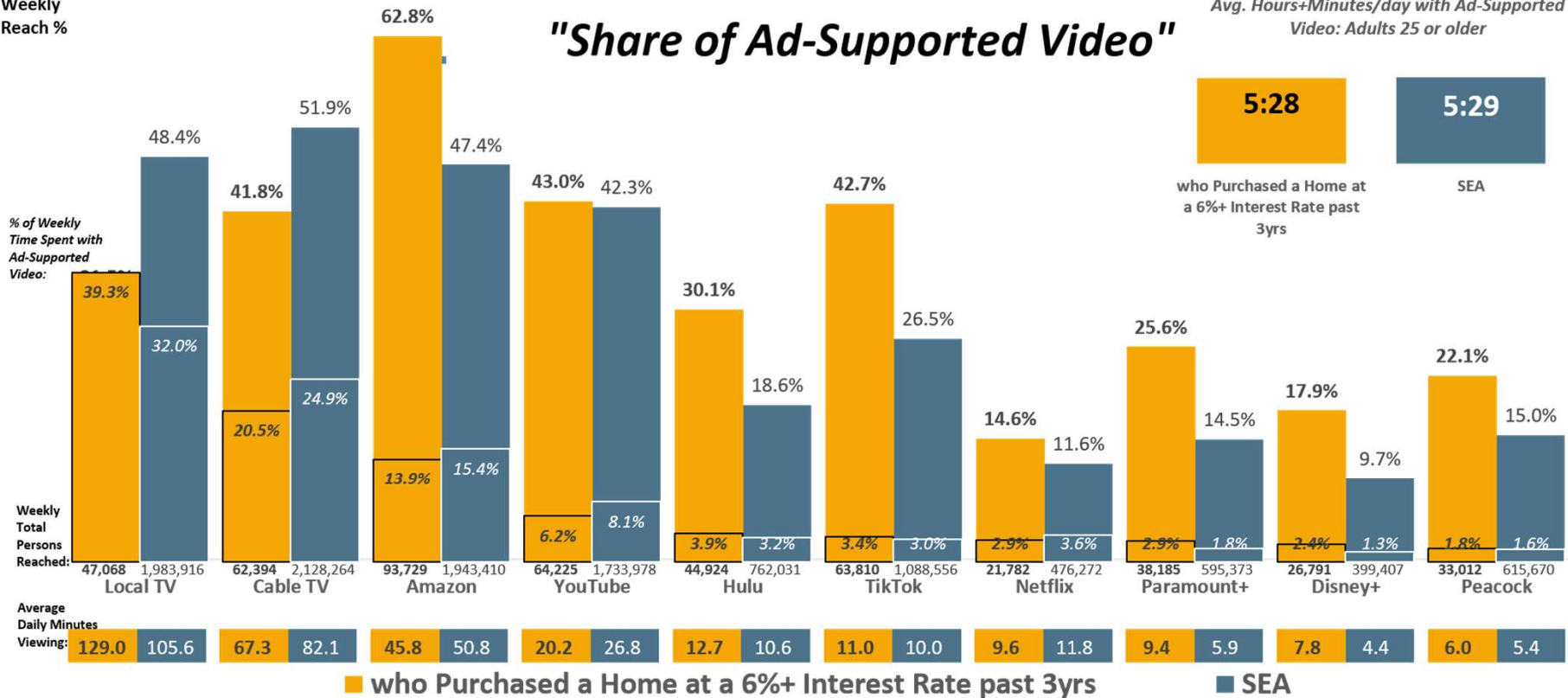


47,068 or 31.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 129. minutes every day representing 39.3% of all time spent daily with Ad-Supported Video.

Weekly Reach %

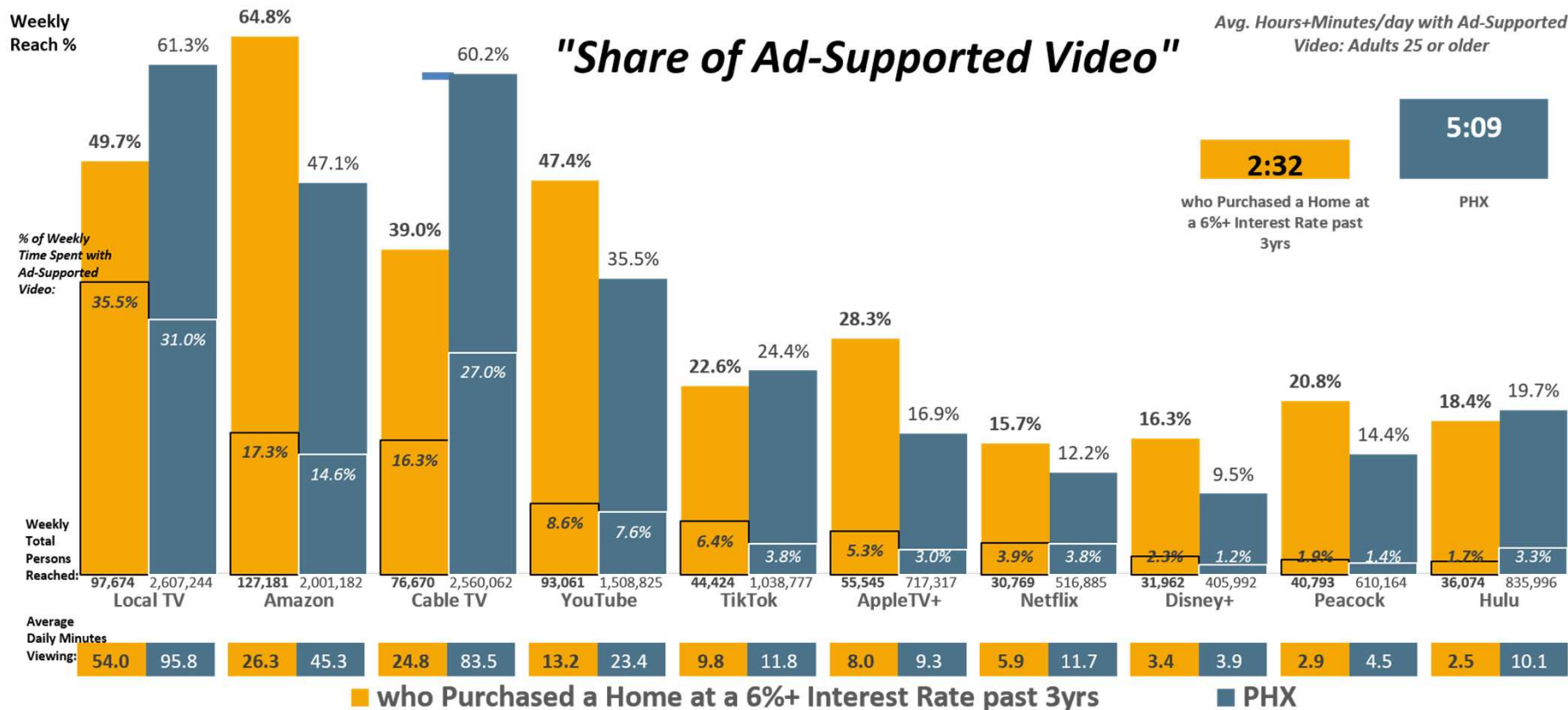
"Share of Ad-Supported Video"

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





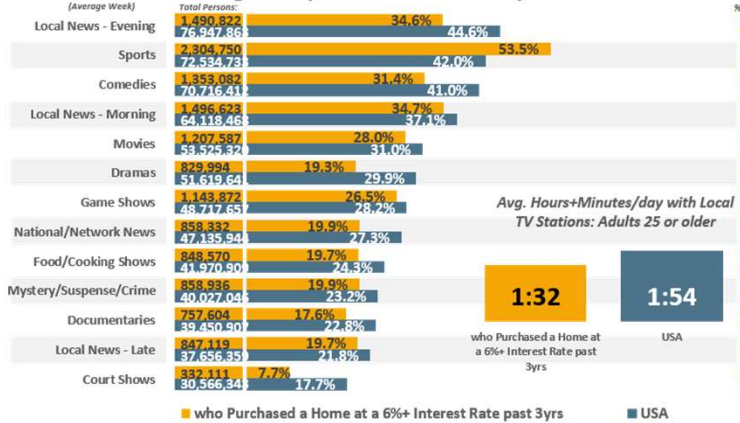
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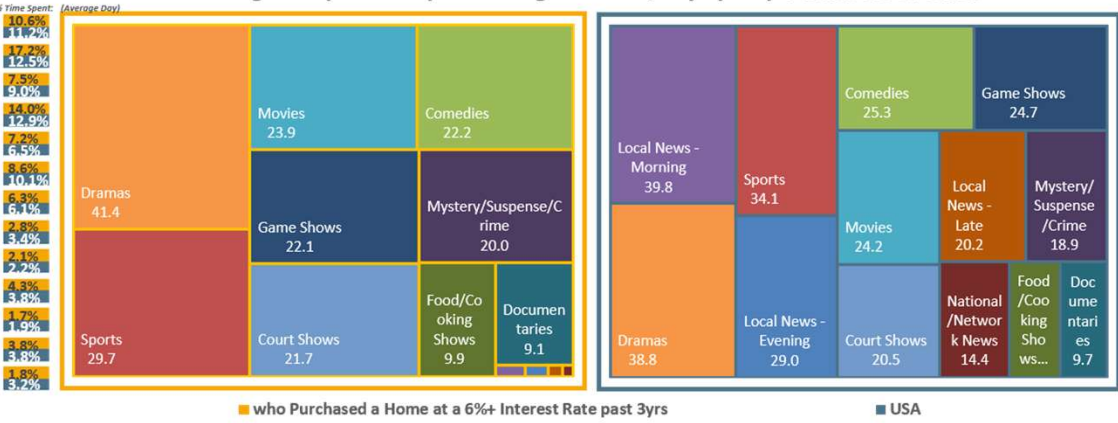


4,272,790 or 49.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

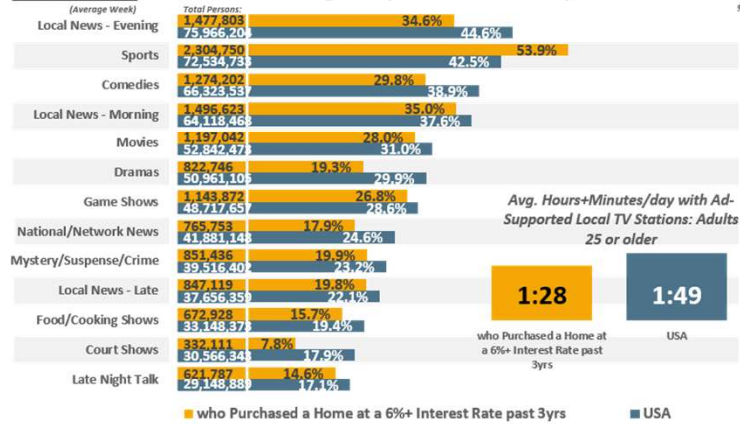
Local TV Station Programs (Persons & % Reach): Adults 25 or older



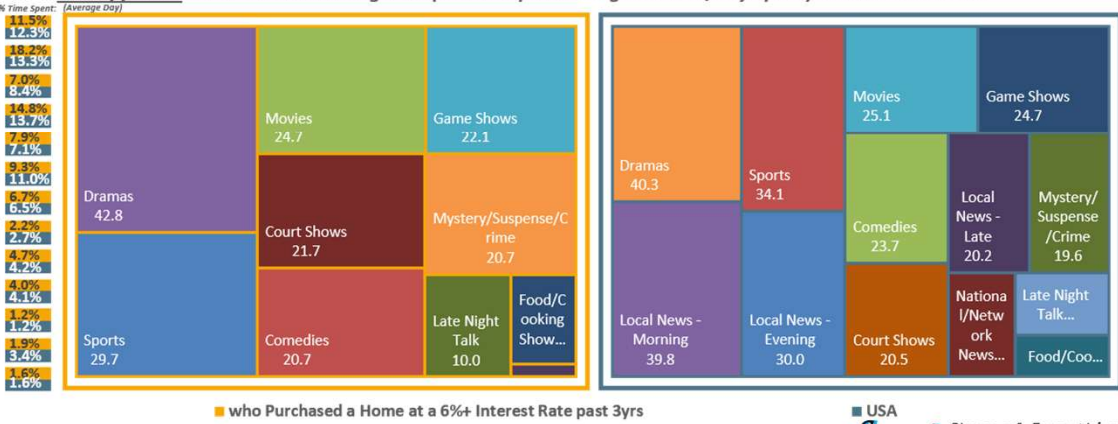
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



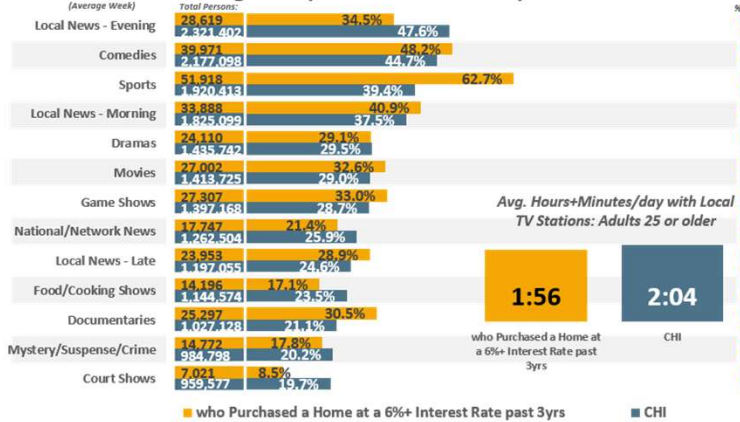
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



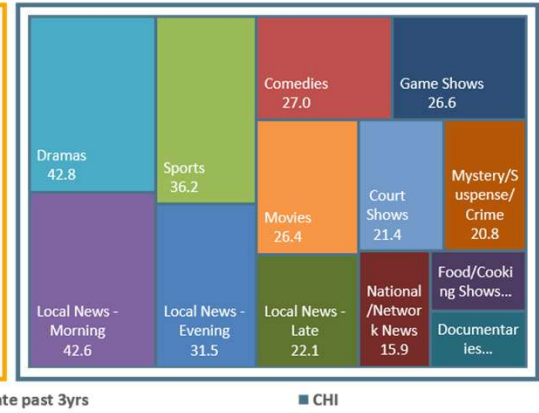
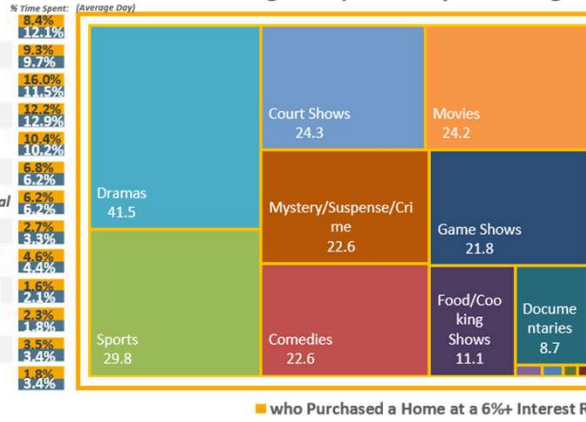


81,752 or 66.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Movies.

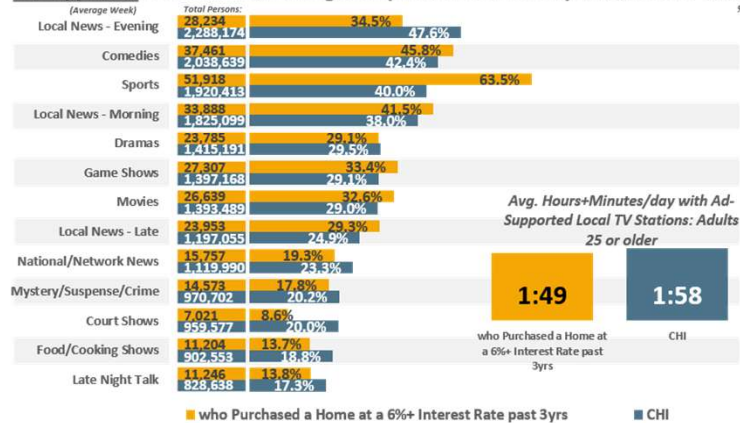
Local TV Station Programs (Persons & % Reach): Adults 25 or older



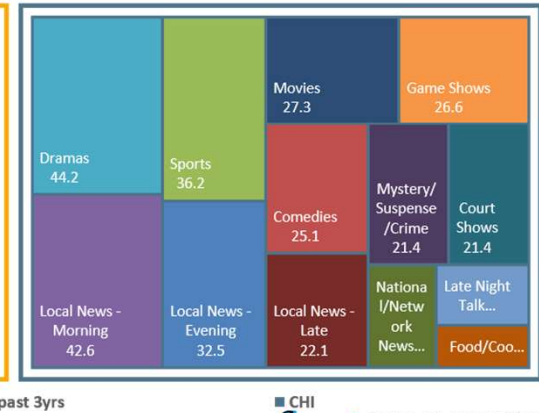
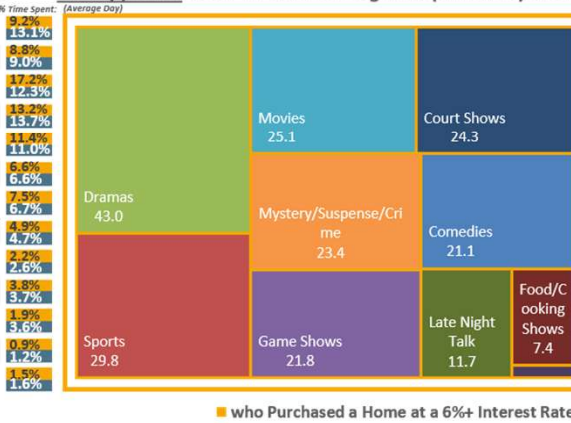
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



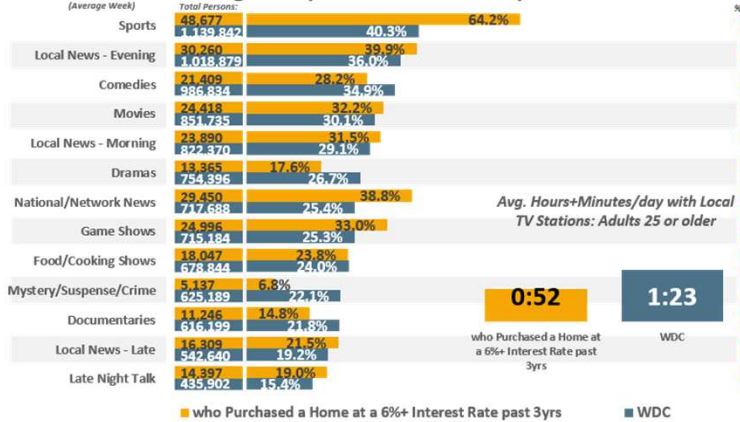
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



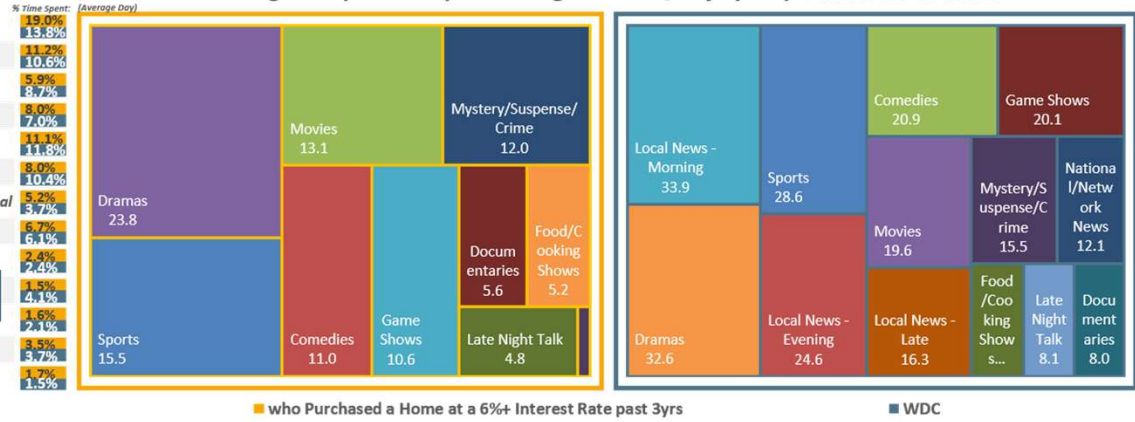


75,405 or 45.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Game Shows, Movies, and Local News - Morning.

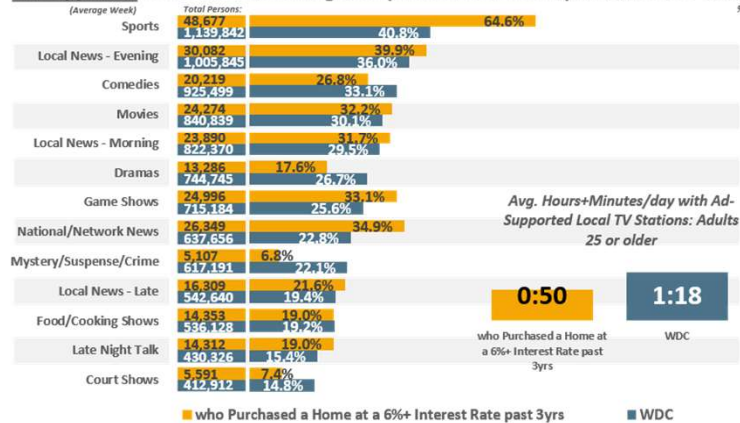
Local TV Station Programs (Persons & % Reach): Adults 25 or older



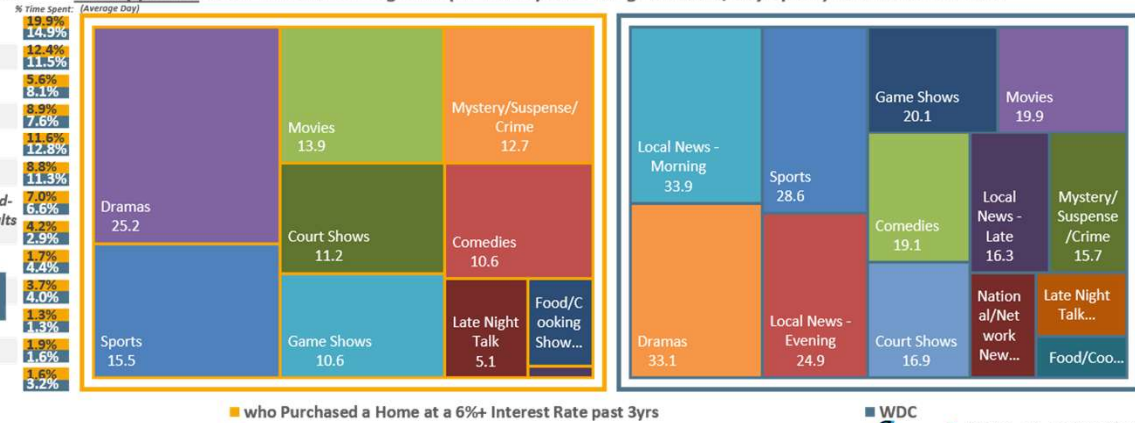
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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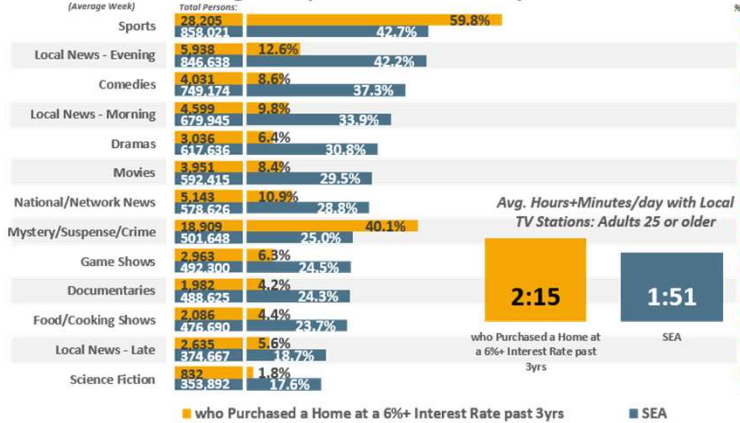
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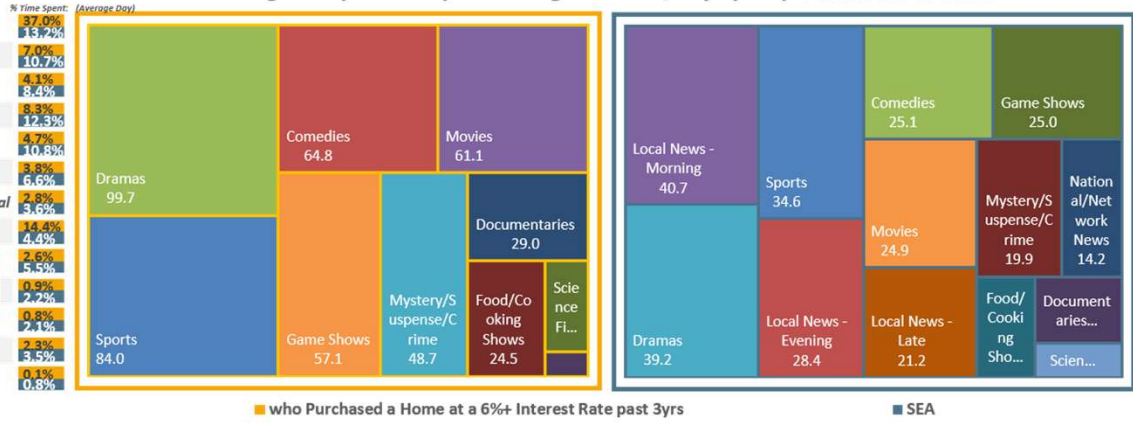


47,068 or 31.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Mystery/Suspense/Crime, Local News - Evening, National/Network News, Local News - Morning, and

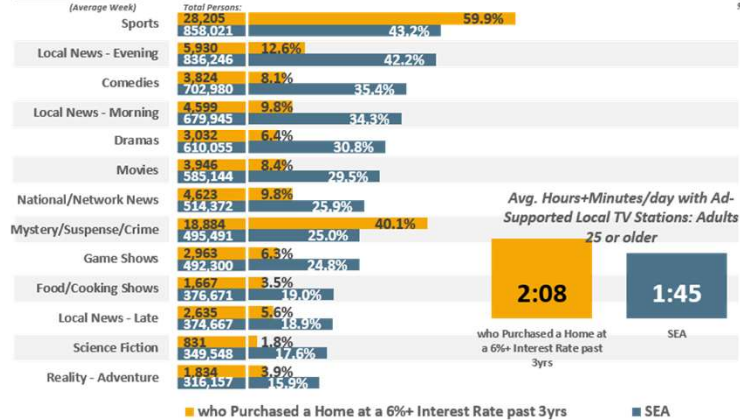
Local TV Station Programs (Persons & % Reach): Adults 25 or older



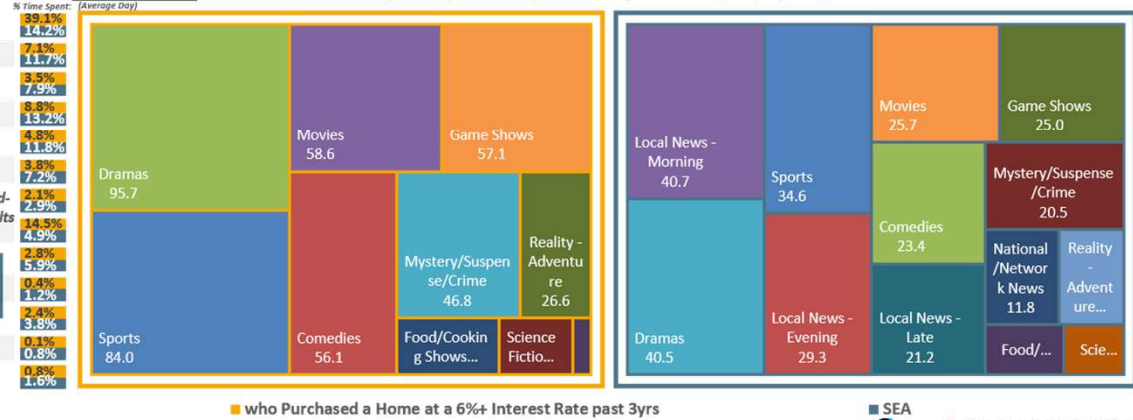
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



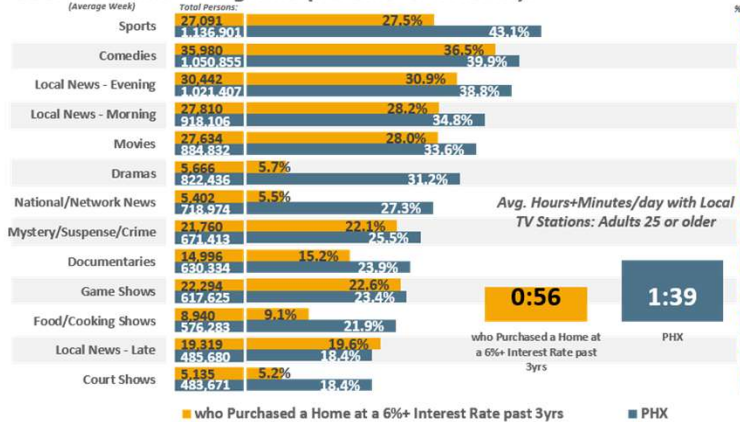
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



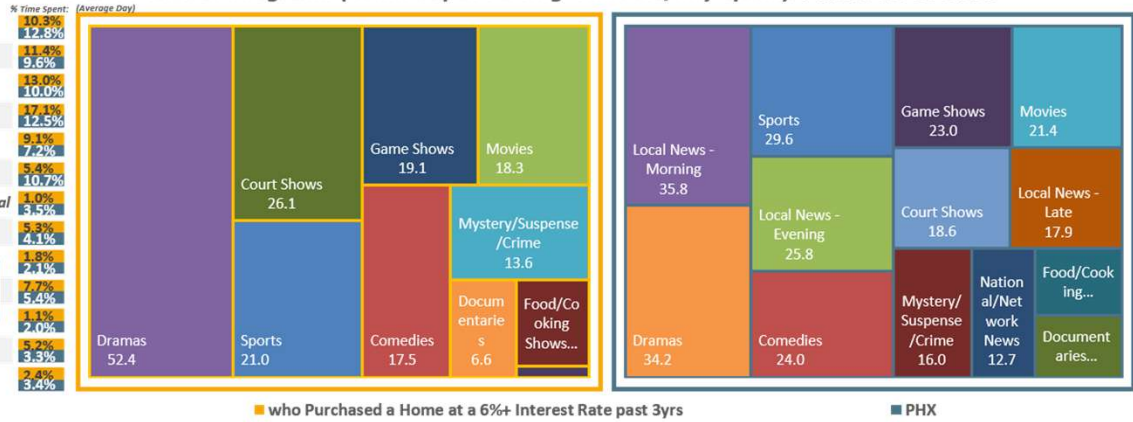


97,674 or 49.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Movies, Sports, and Game Shows.

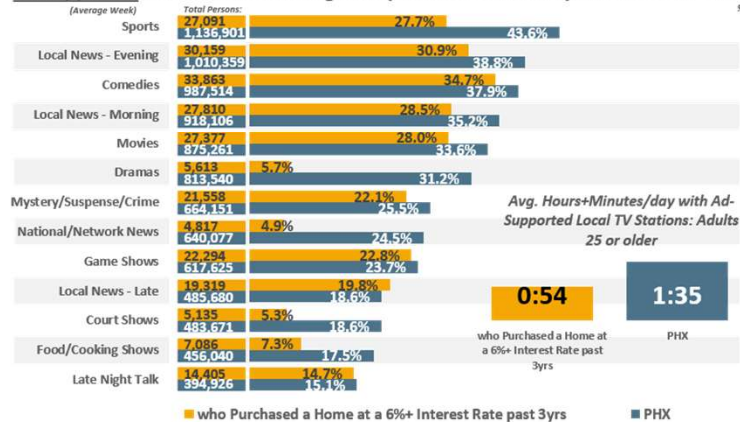
Local TV Station Programs (Persons & % Reach): Adults 25 or older



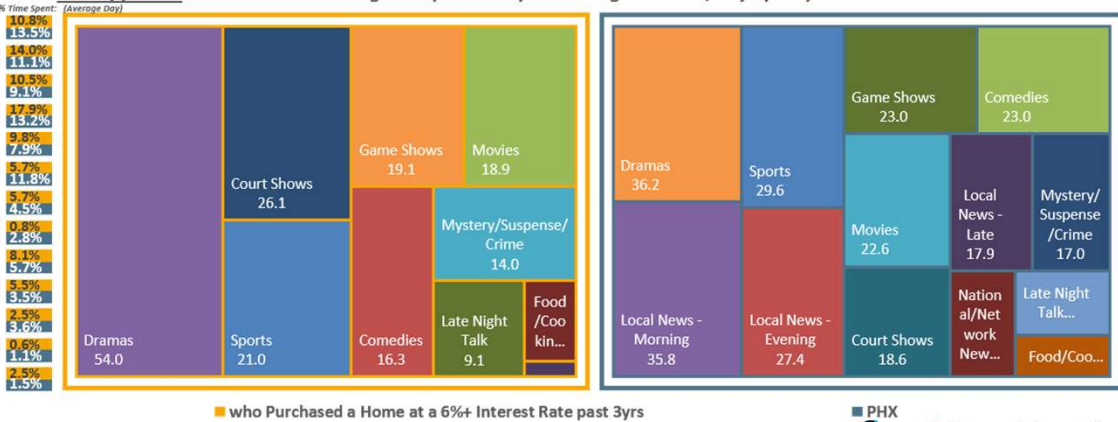
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

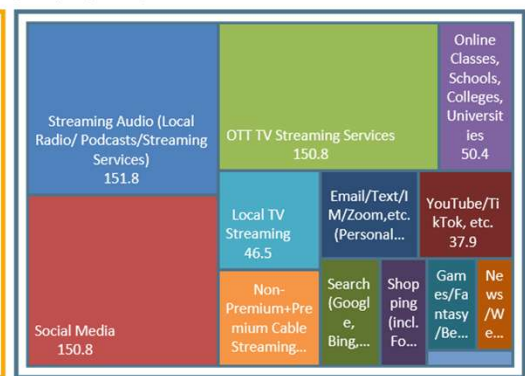
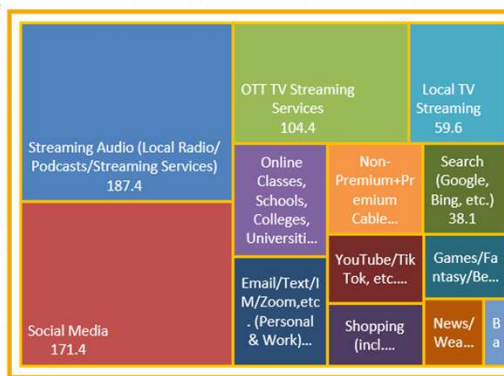
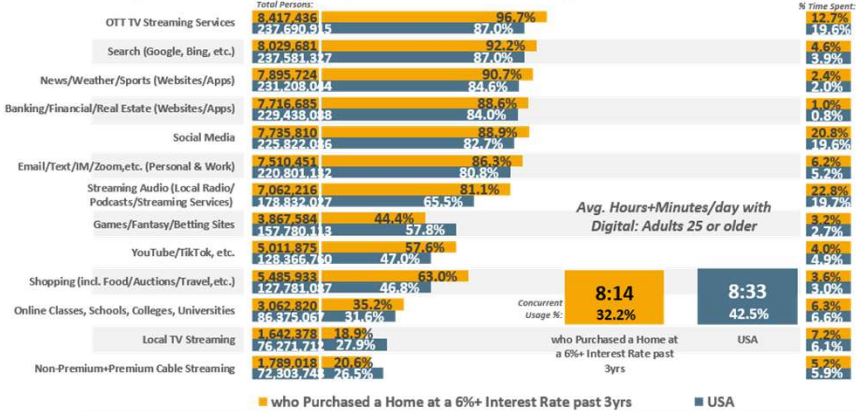




6,921,864 or 79.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 153.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

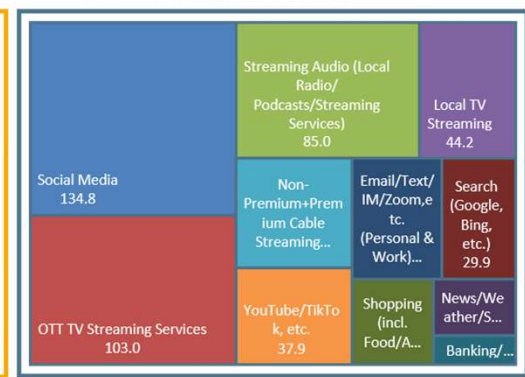
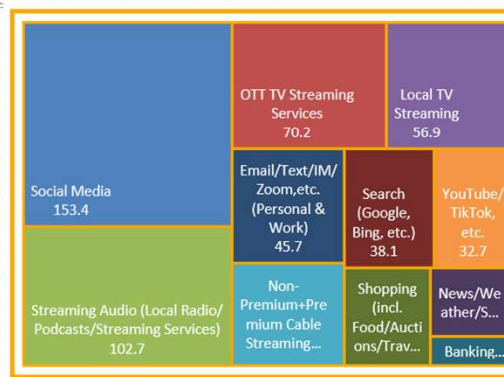
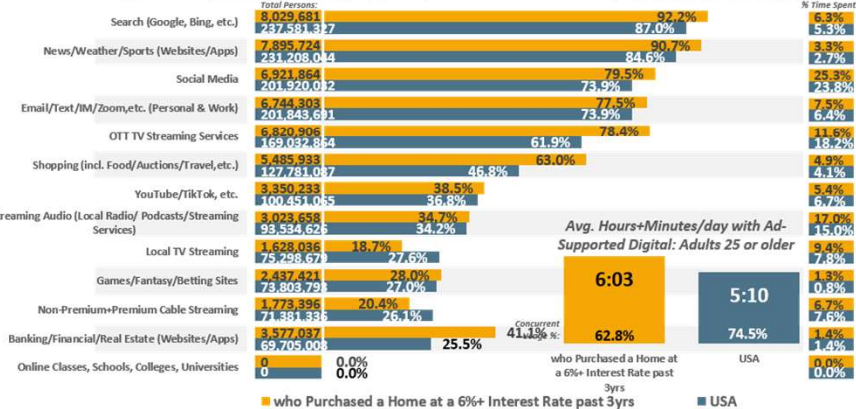
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

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

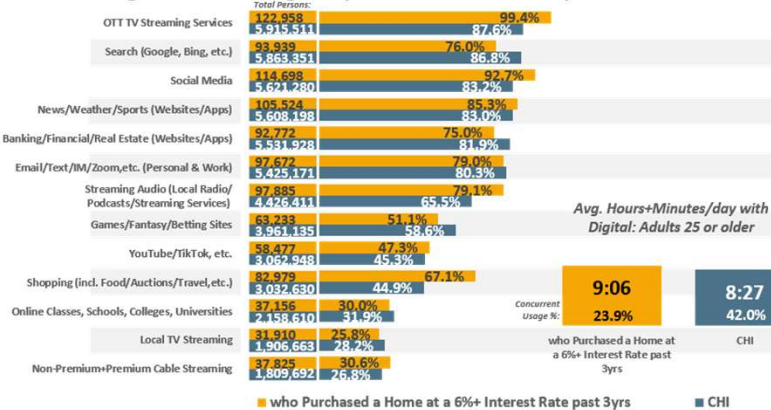


[[([Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage]]

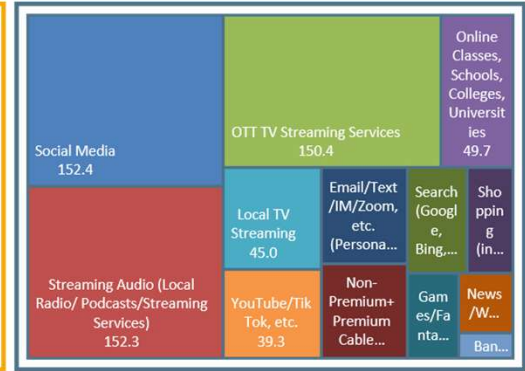
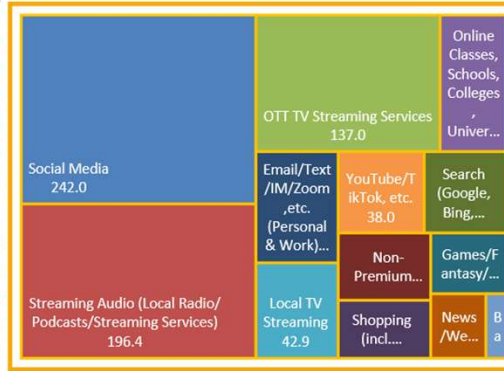


93,536 or 75.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 197.3 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

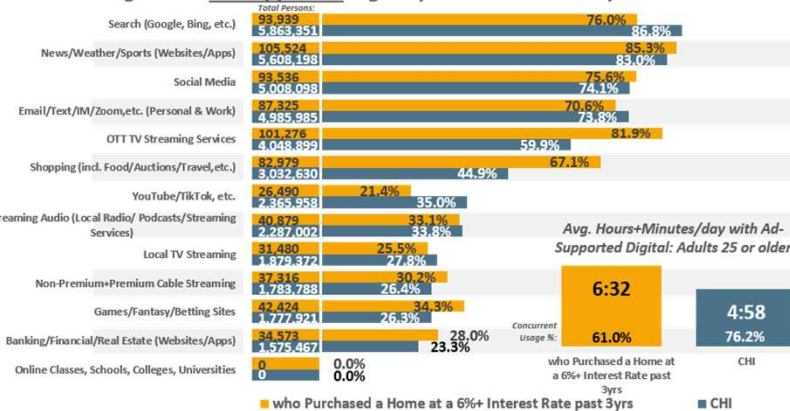
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



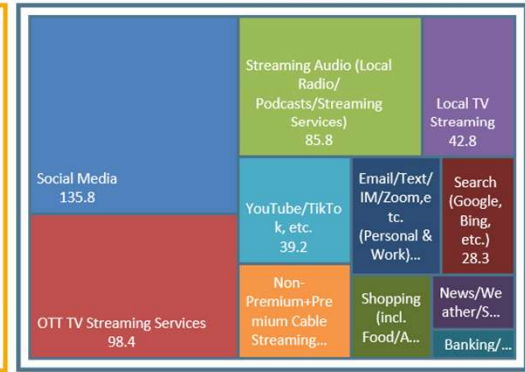
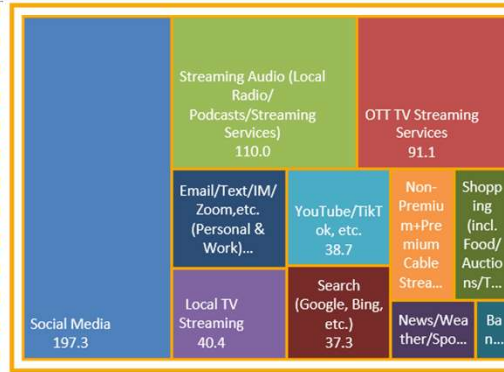
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

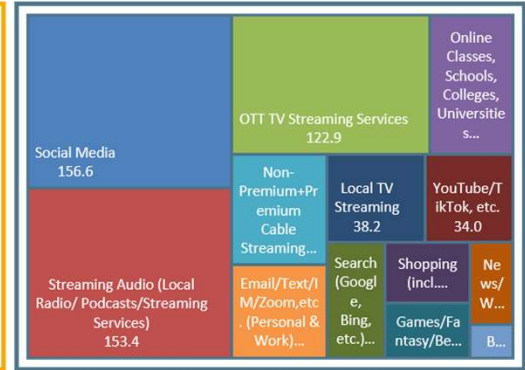
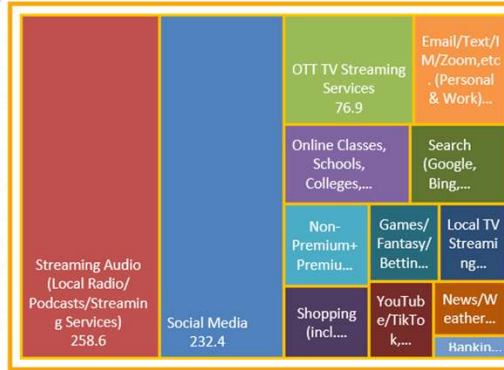
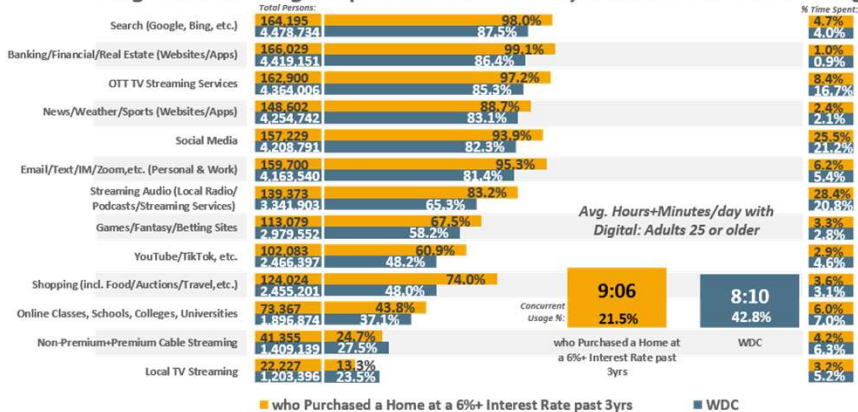




143,341 or 85.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 211.9 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

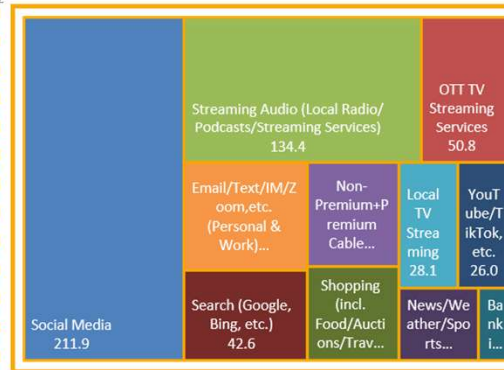
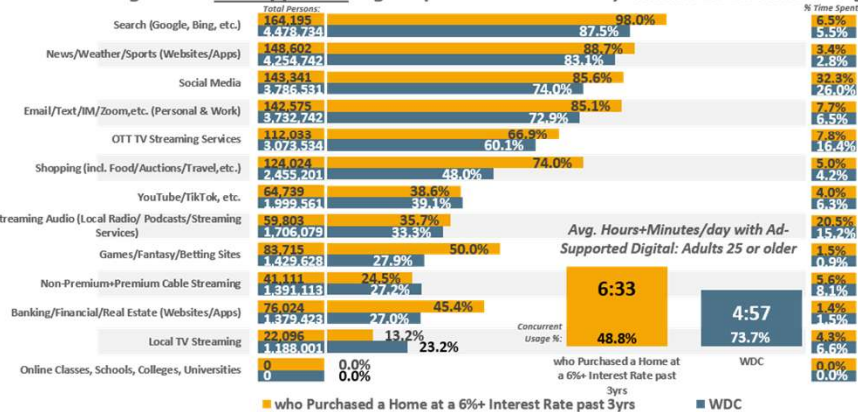
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

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



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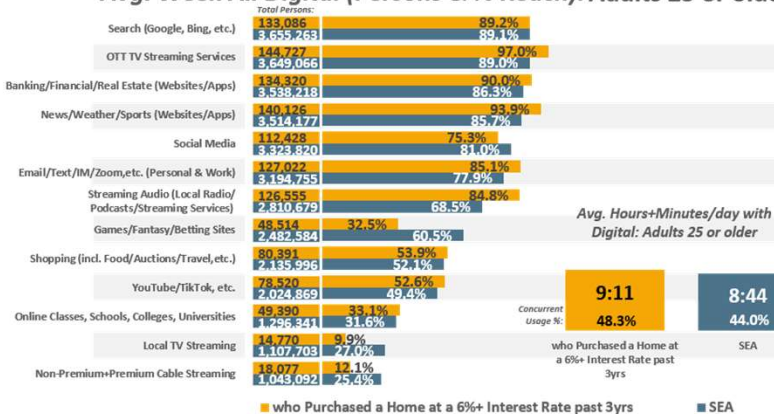
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[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

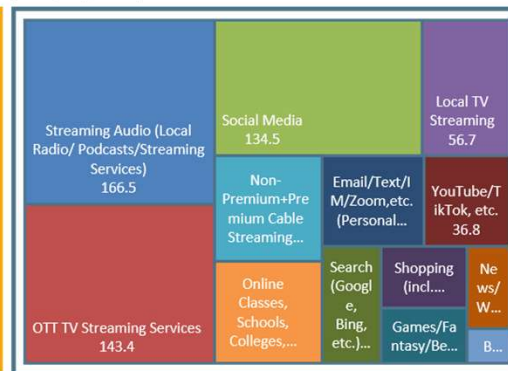


90,558 or 60.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 88.1 minutes every day representing 12.8% of all time spent daily with Ad-Supported Digital Media.

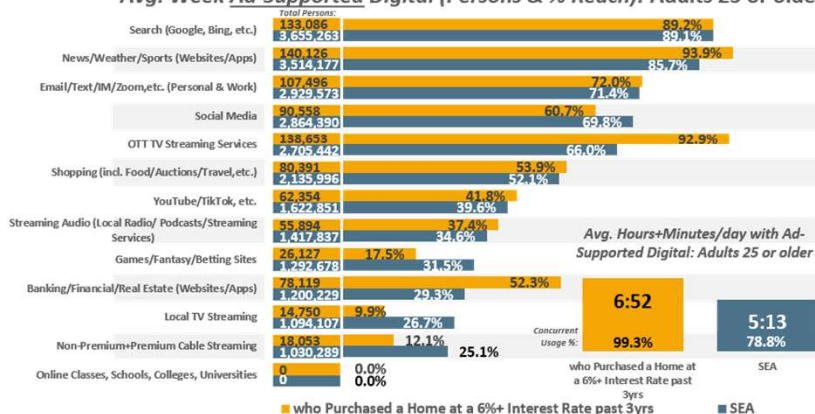
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



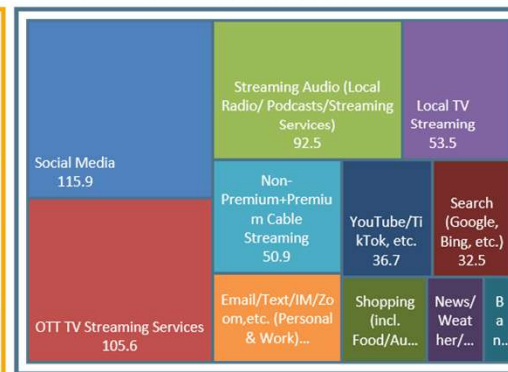
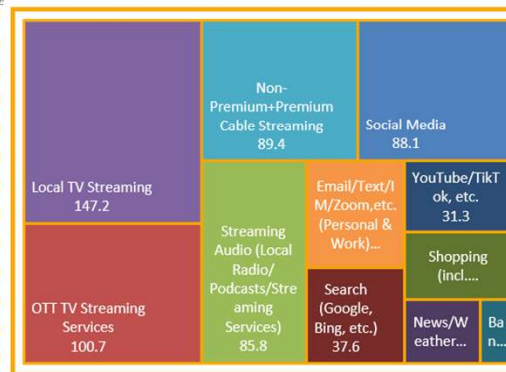
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 117
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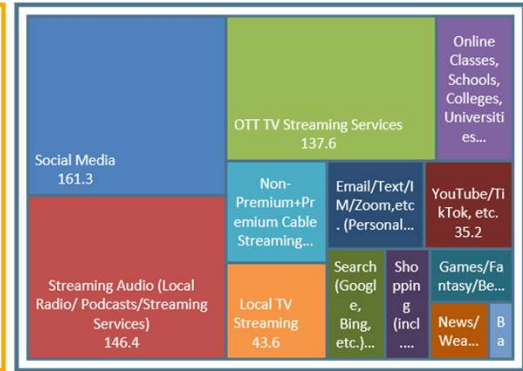
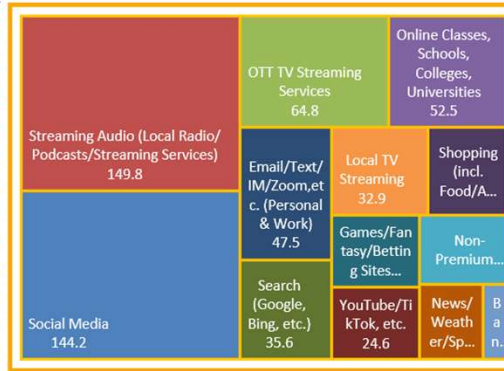
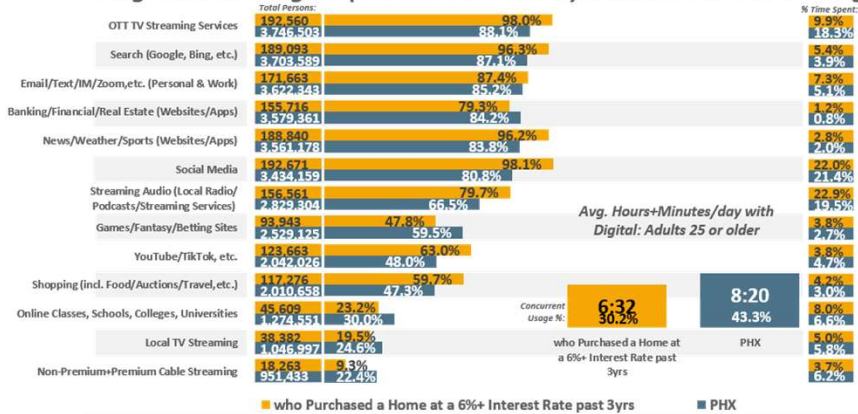
((Own or rent residence (HHL): Own AND (Years in present home (HHL): Less than 1 year OR Years in present home (HHL): 1 year to less than 3 years)) AND Financial services HHL has/use (HHL): Home mortgage)



186,559 or 95.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 139.6 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

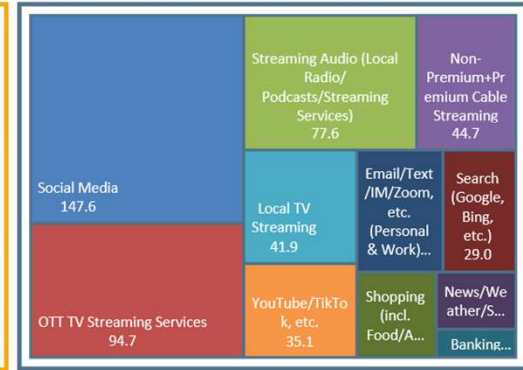
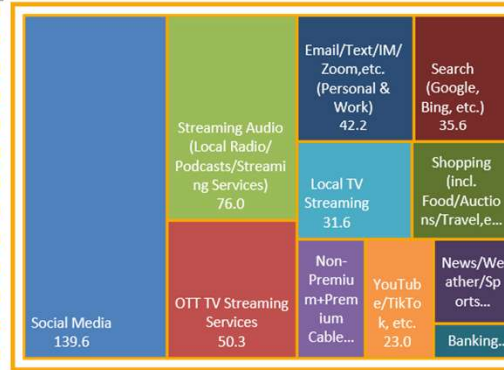
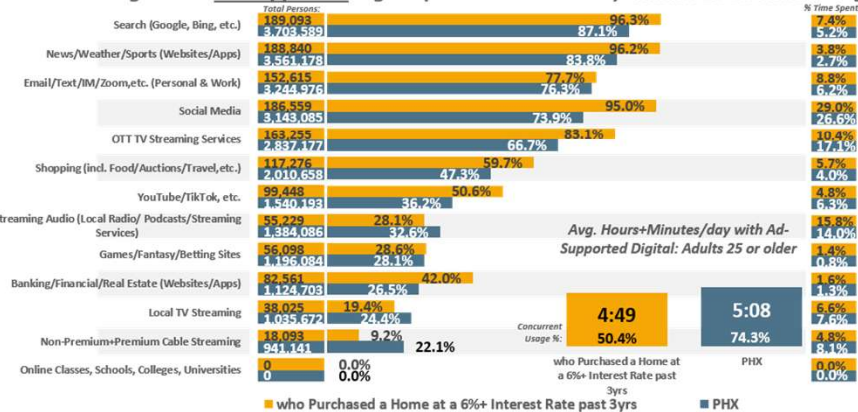
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

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



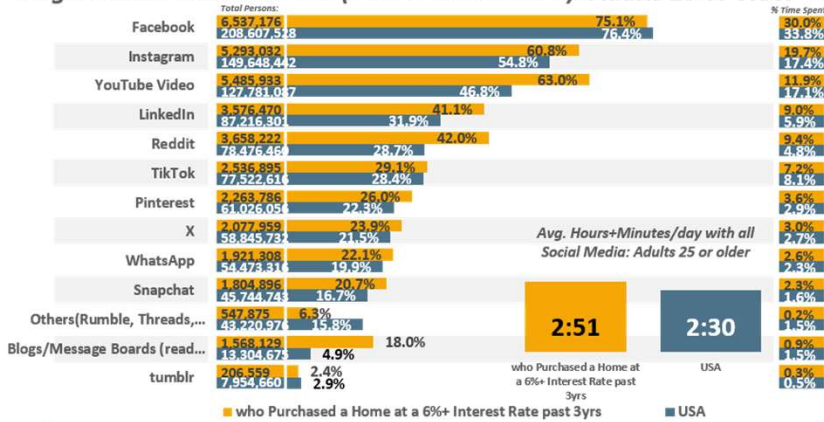
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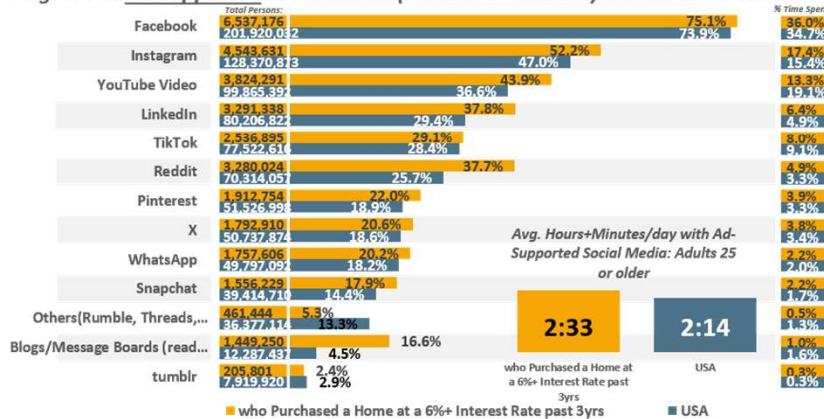
[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



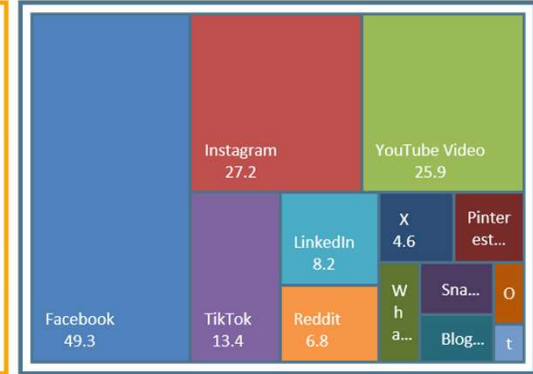
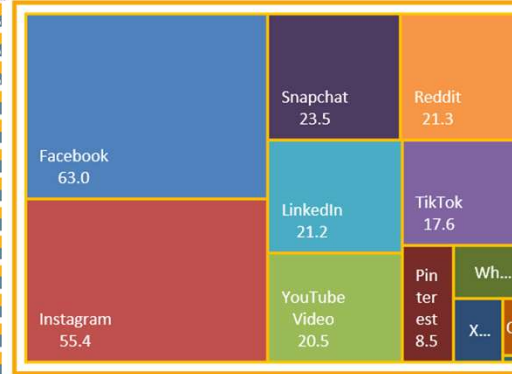
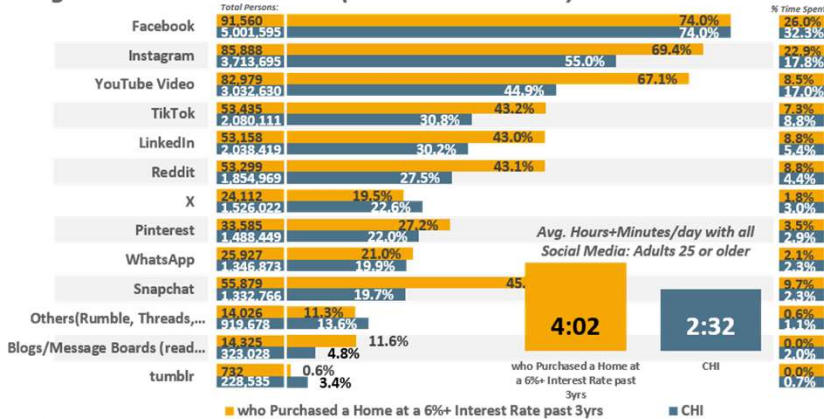
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



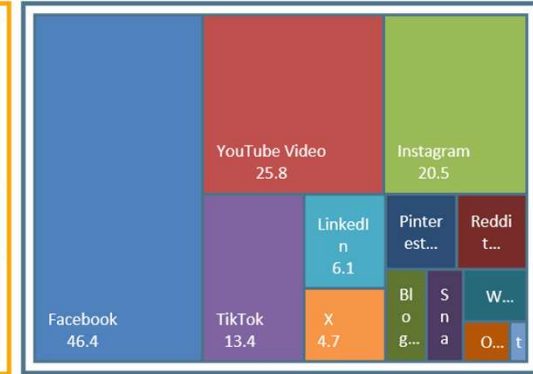
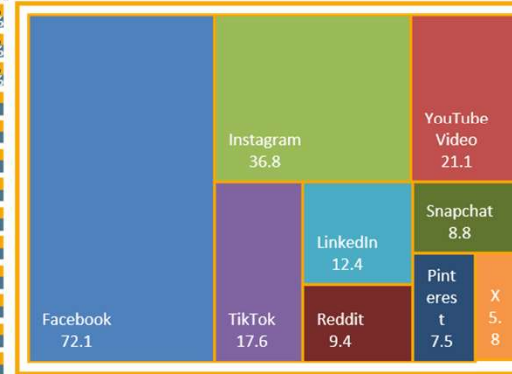
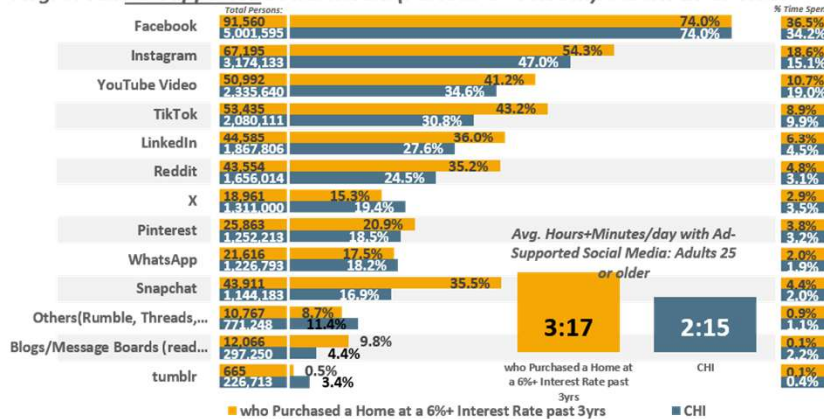


91,560 or 74.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 72.1 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



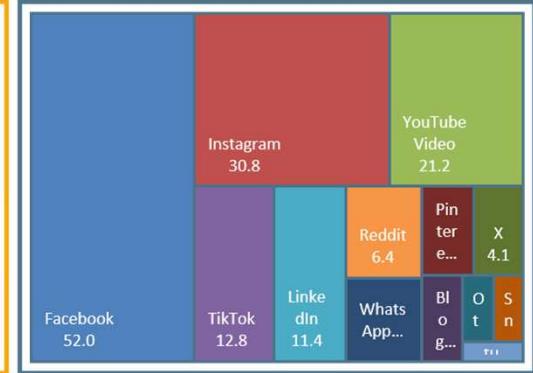
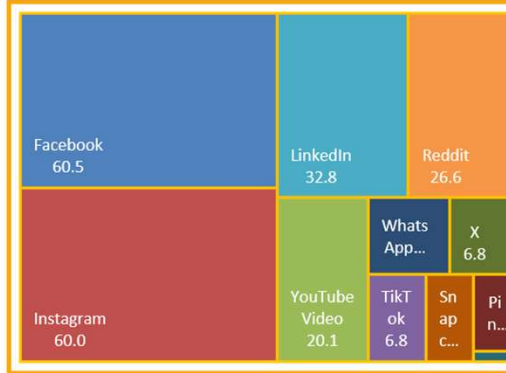
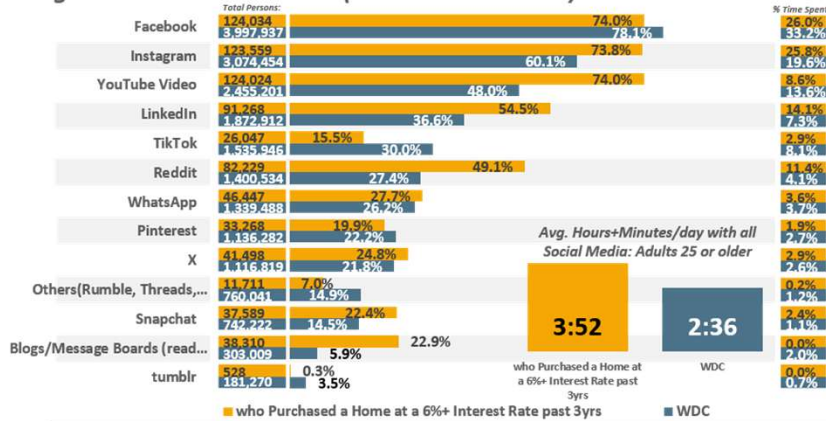
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



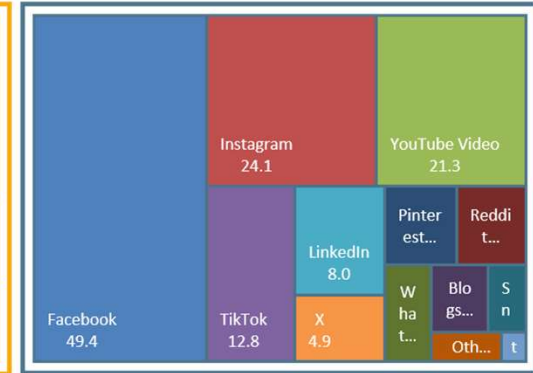
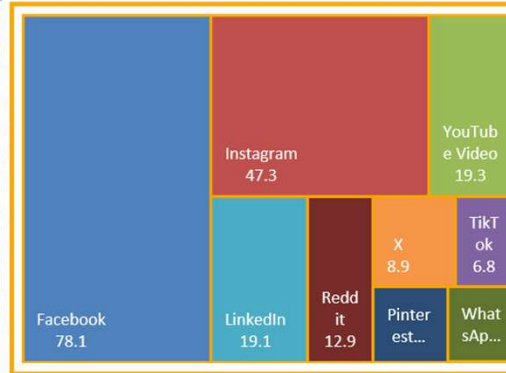
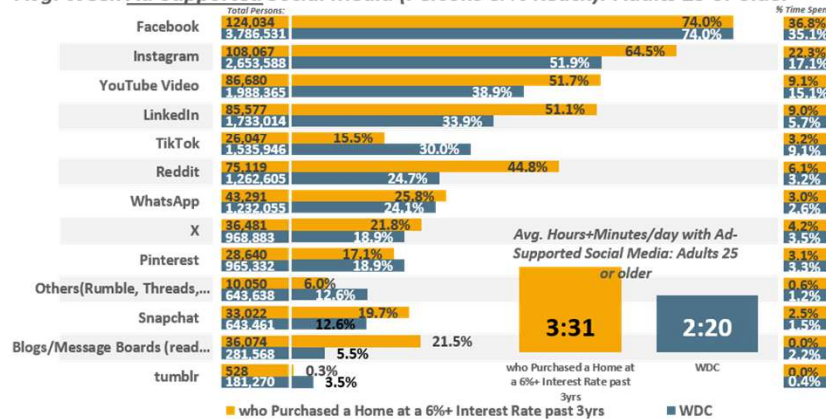


124,034 or 74.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 78.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



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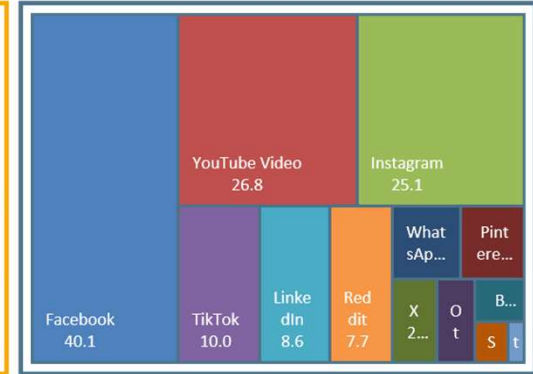
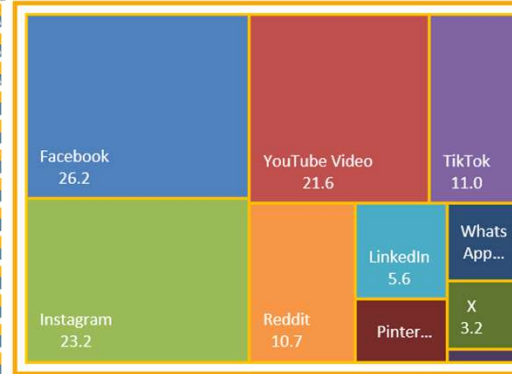
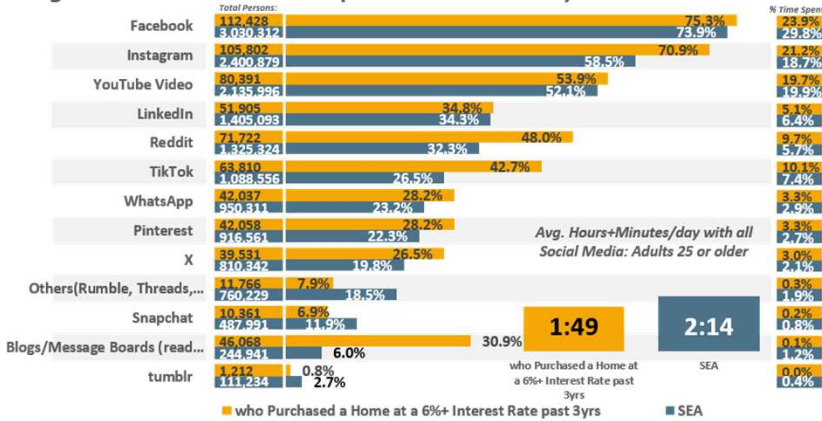
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[[([Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage]]

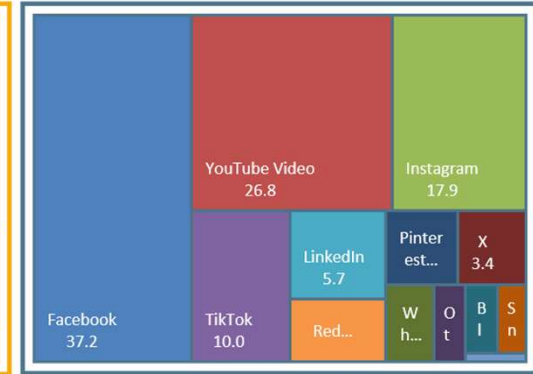
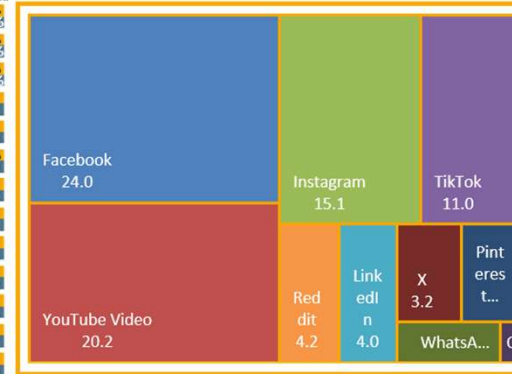
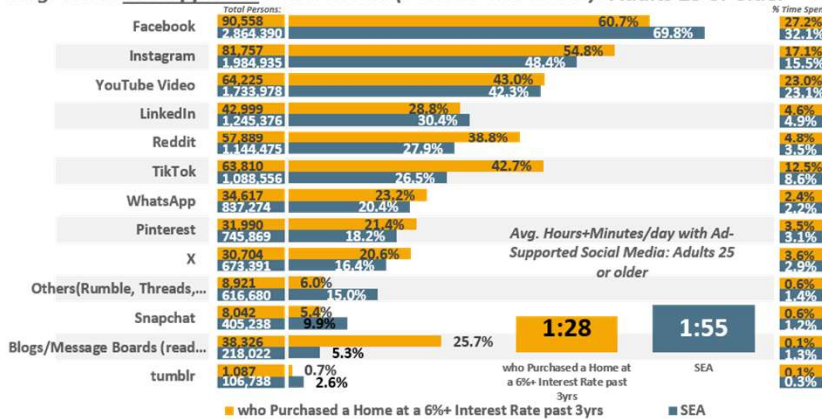


90,558 or 60.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 24. minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



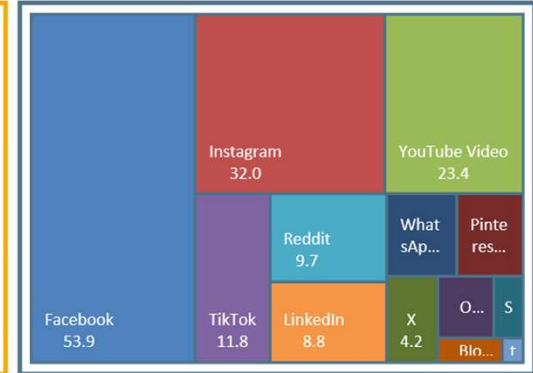
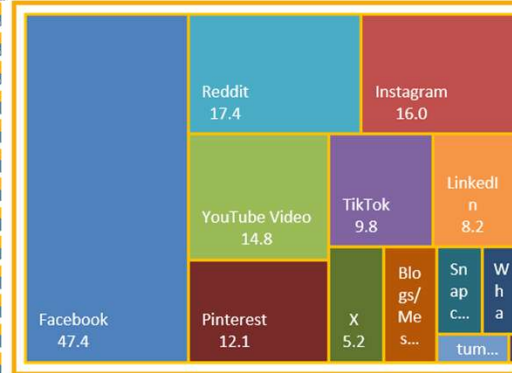
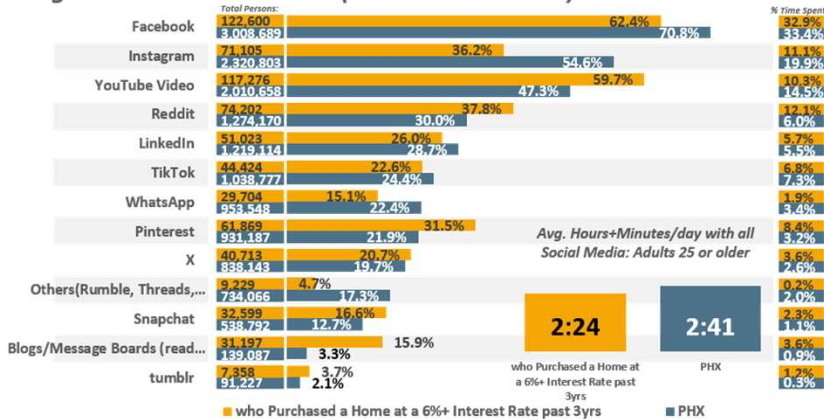
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



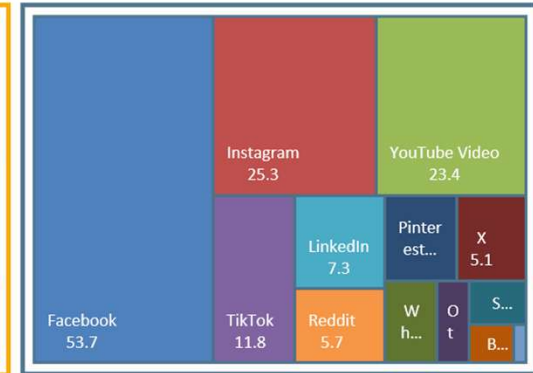
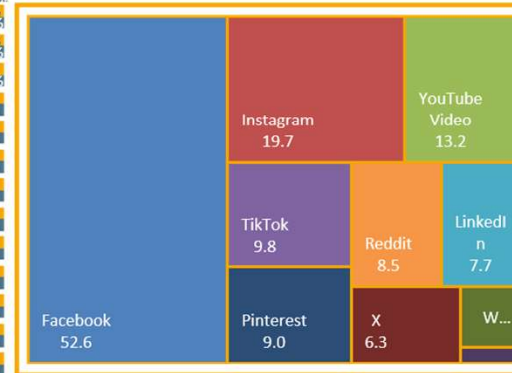
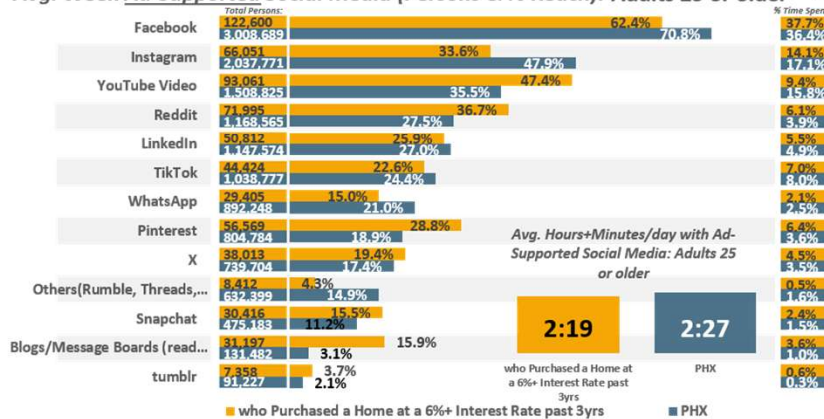


122,600 or 62.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 52.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**

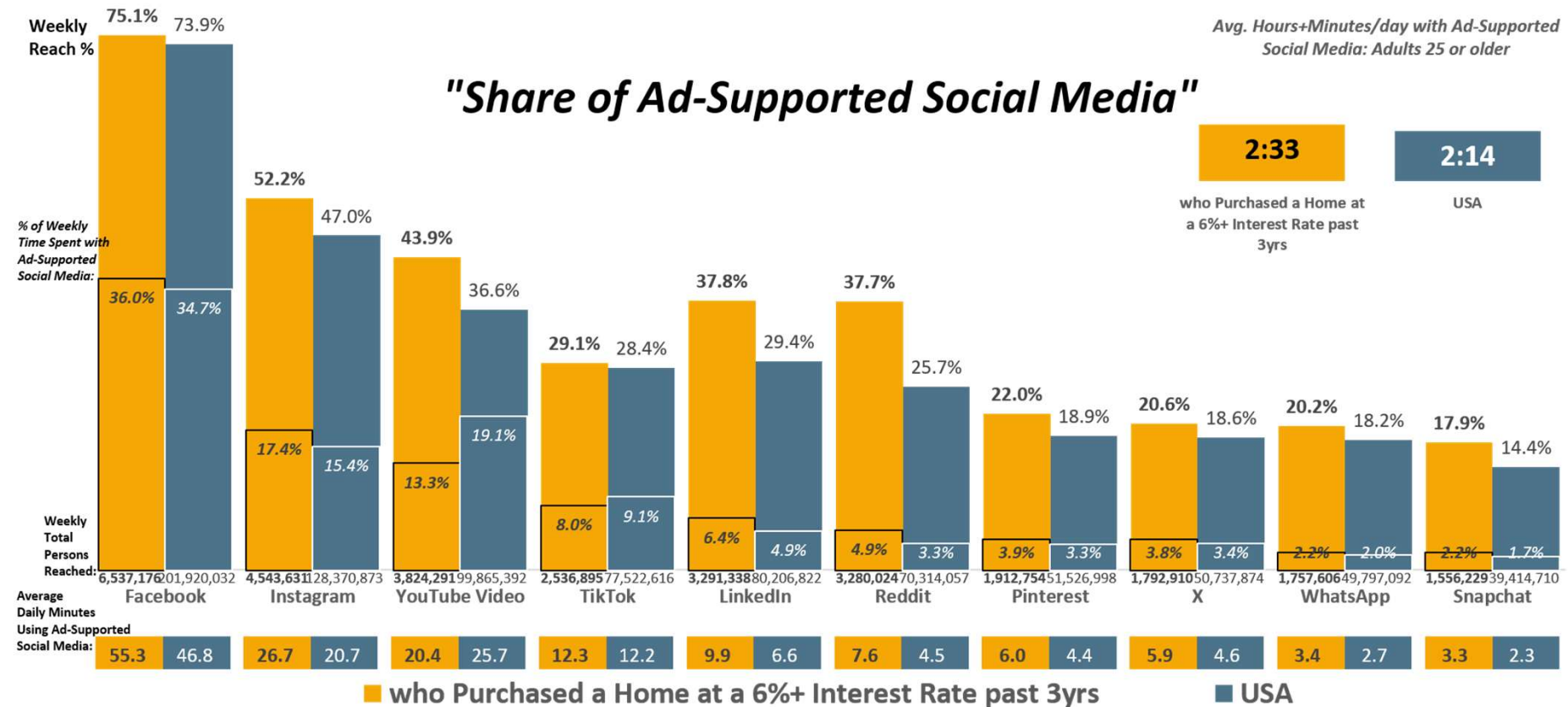


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**

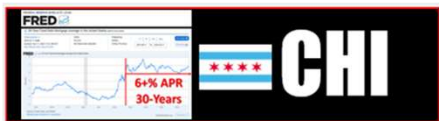




6,537,176 or 75.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 55.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

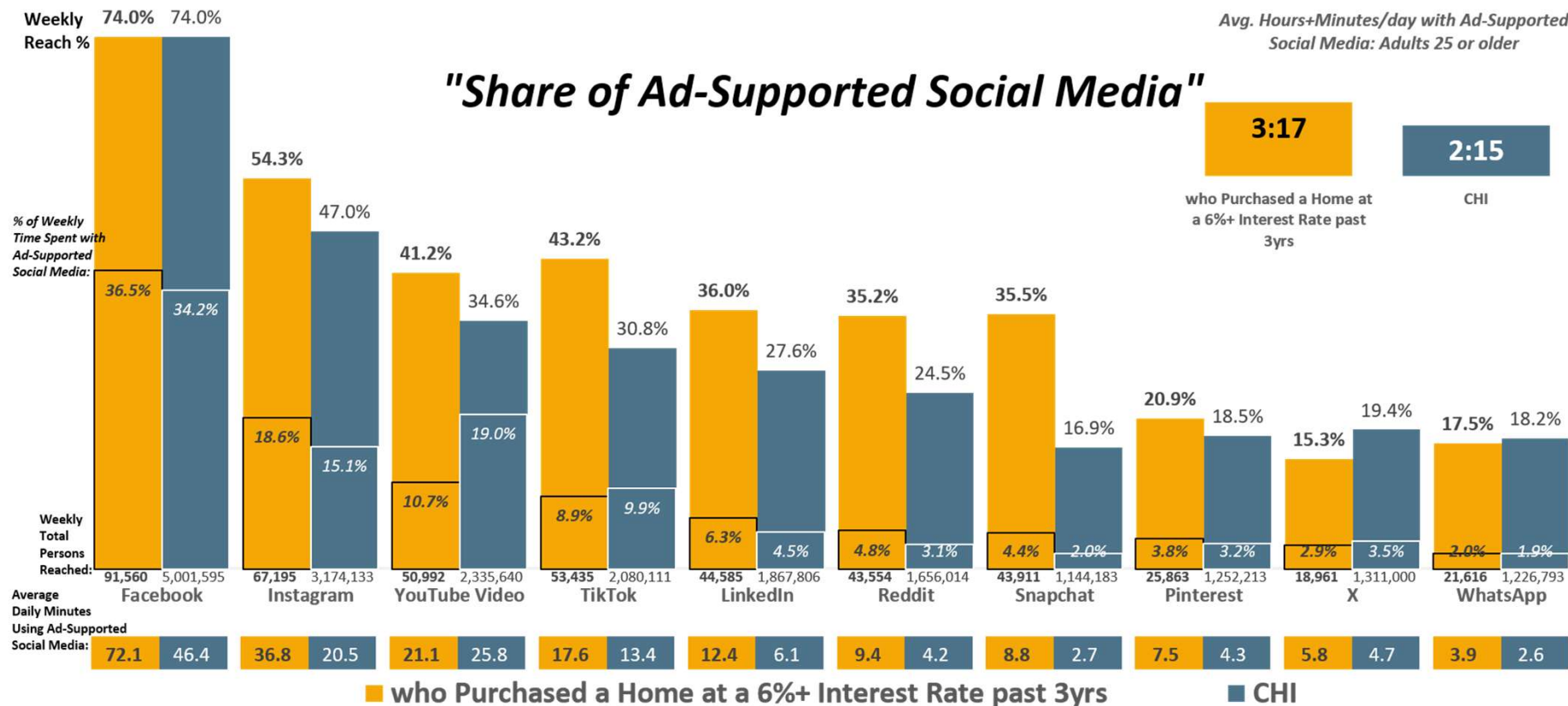


[[([Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage]]



91,560 or 74.0% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 72.1 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

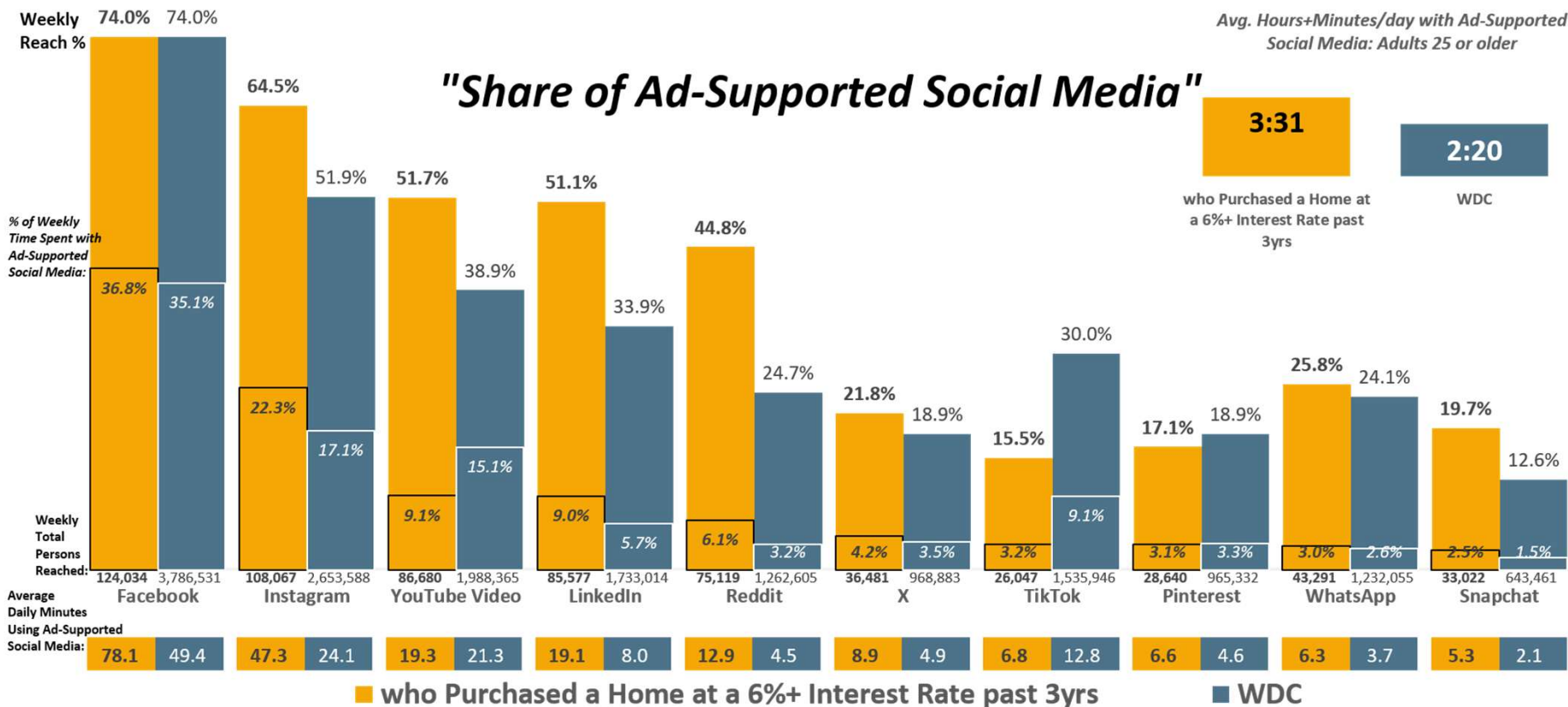
"Share of Ad-Supported Social Media"





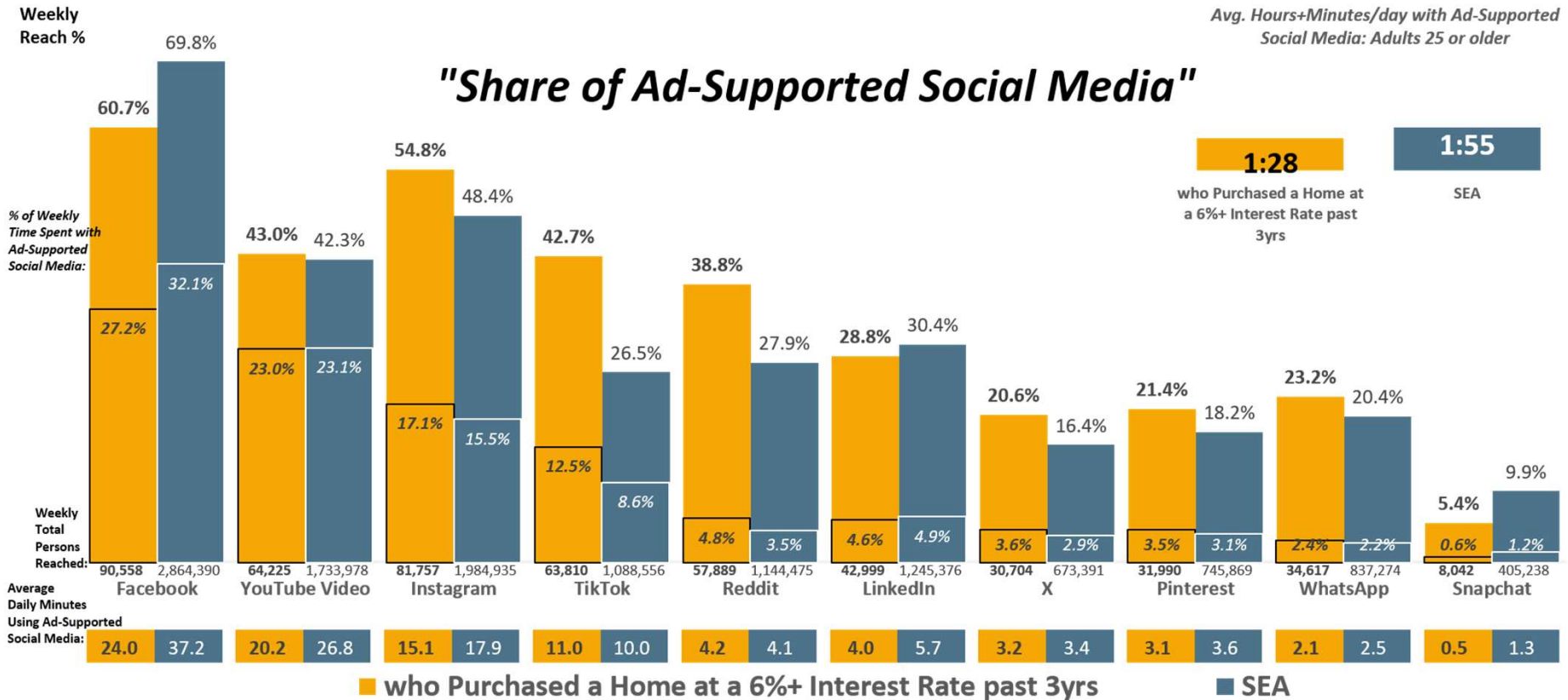
124,034 or 74.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 78.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





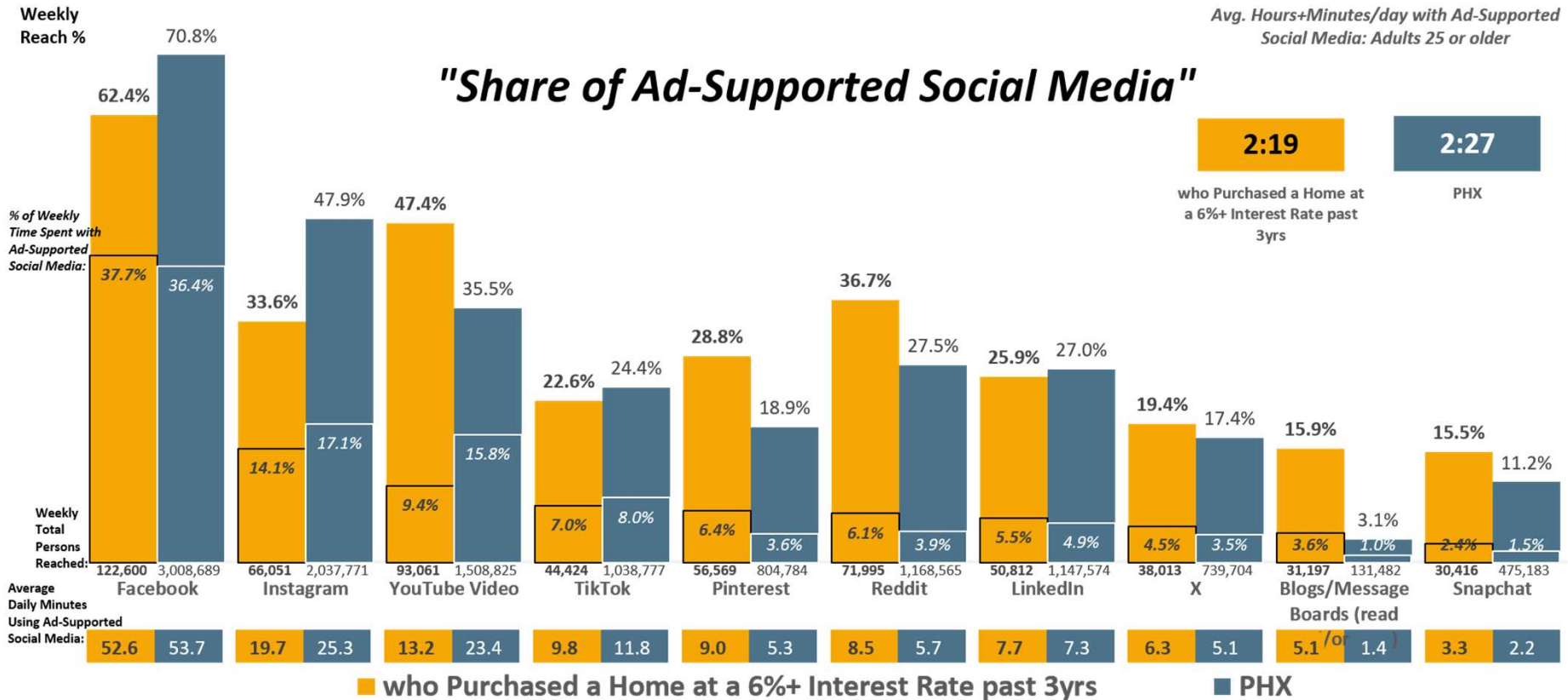
90,558 or 60.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 24. minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.





122,600 or 62.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 52.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

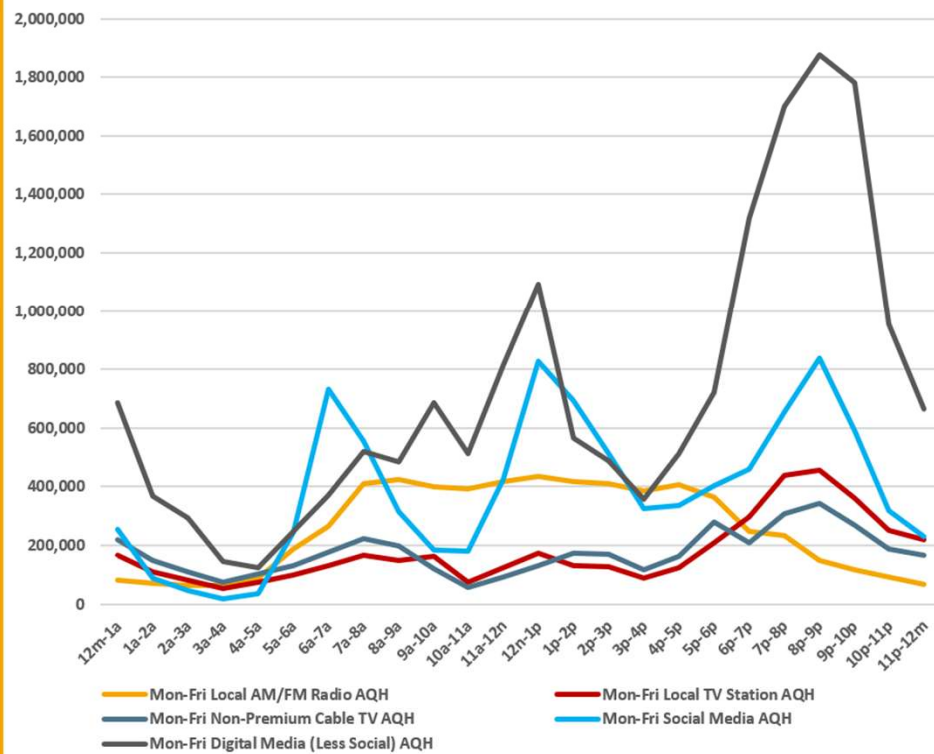
"Share of Ad-Supported Social Media"



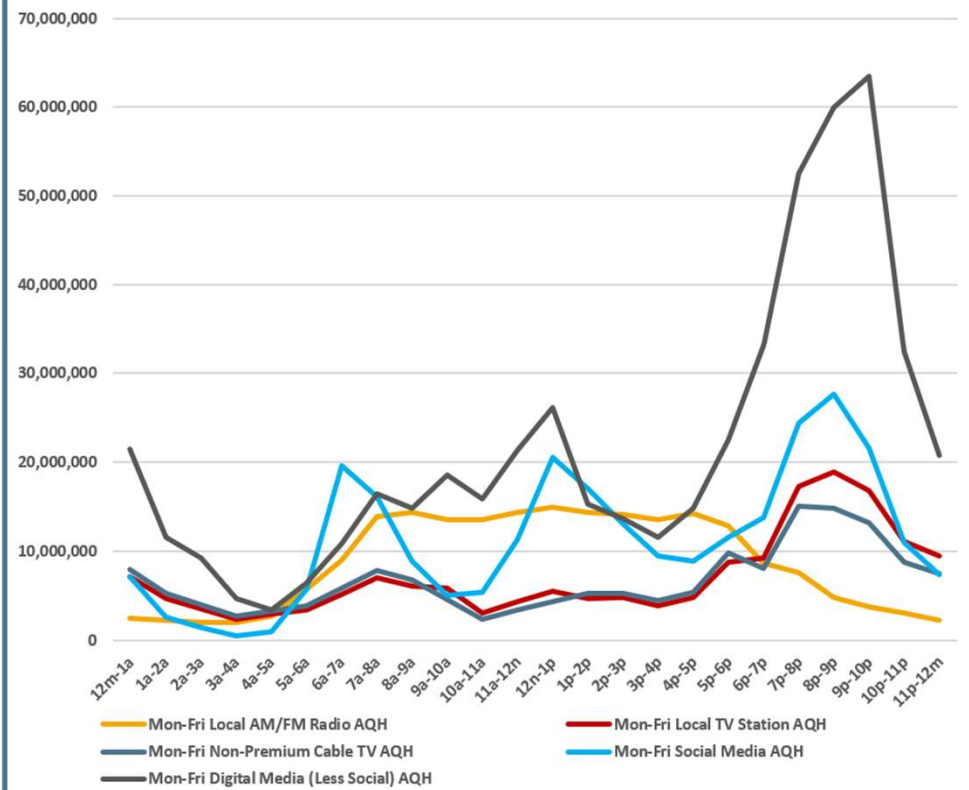


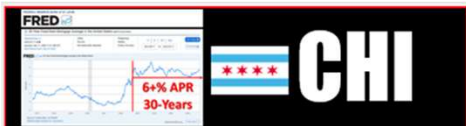
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 649,519; Social Media: 457,611; Local Radio: 383,212; Non-Prem. Cable: 162,922; Local TV: 150,740 reaching Adults 25 or older who Purchased a Home at a 6%+ Interest Rate

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a Home at a 6%+ Interest
Rate past 3yrs**



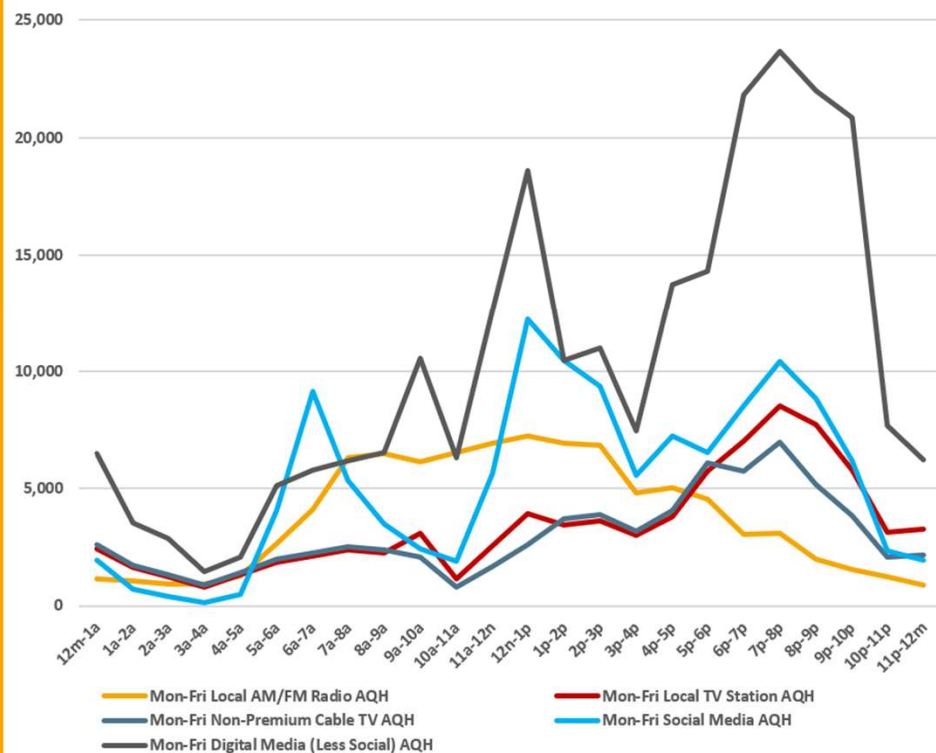
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 or older**



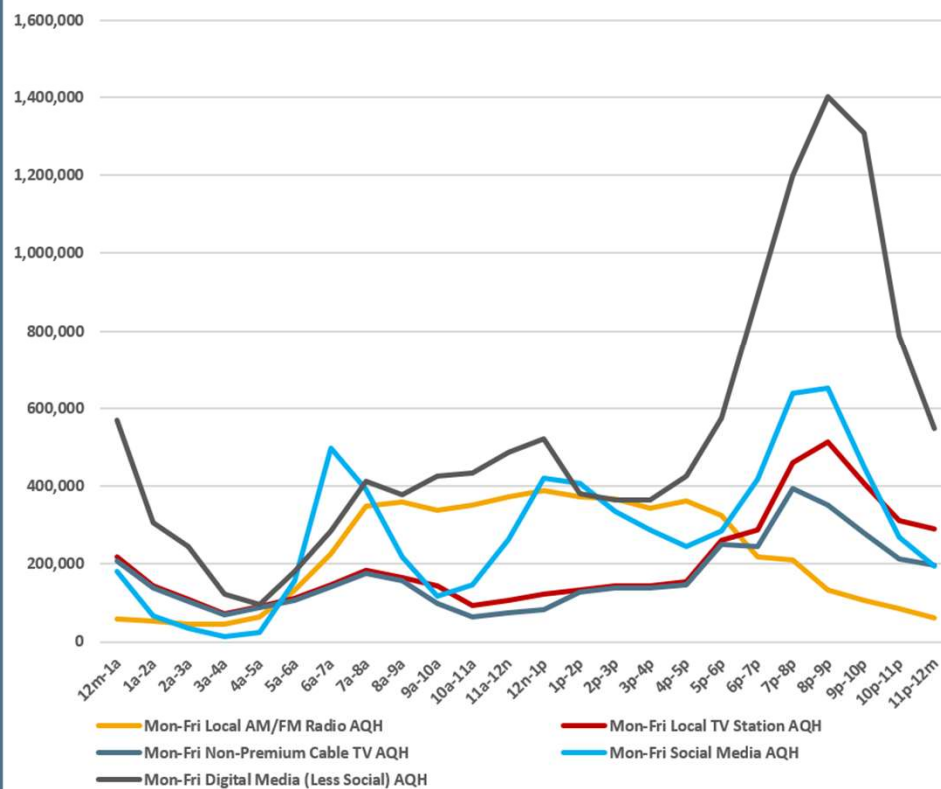


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,184;
Social Media: 6,759; Local Radio: 5,771; Local TV: 3,388; Non-Prem. Cable: 3,157 reaching
Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a Home at a 6%+ Interest
Rate past 3yrs



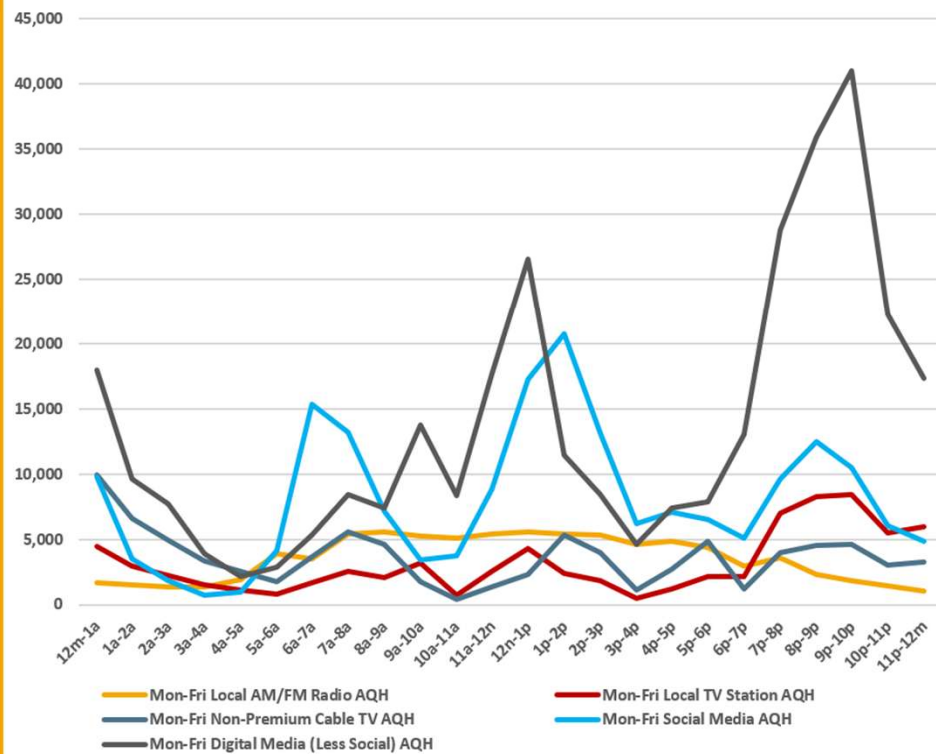
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 25 or older



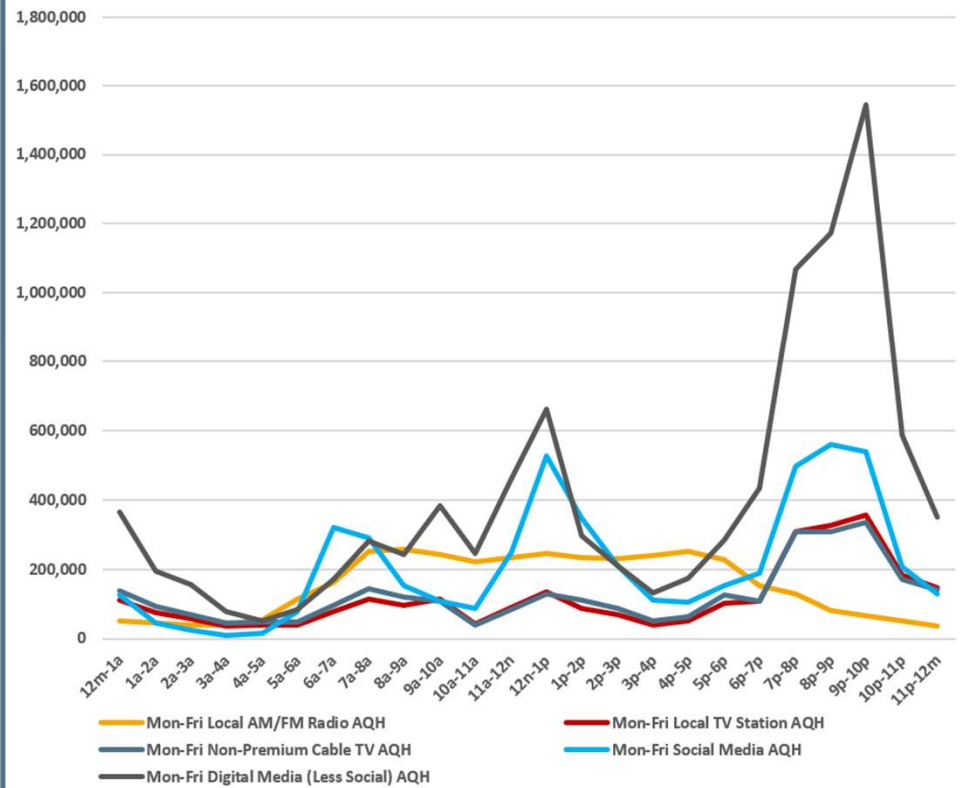


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,789; Social Media: 9,815; Local Radio: 4,870; Non-Prem. Cable: 2,988; Local TV: 2,087 reaching Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a Home at a 6%+ Interest
Rate past 3yrs**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 25 or older**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
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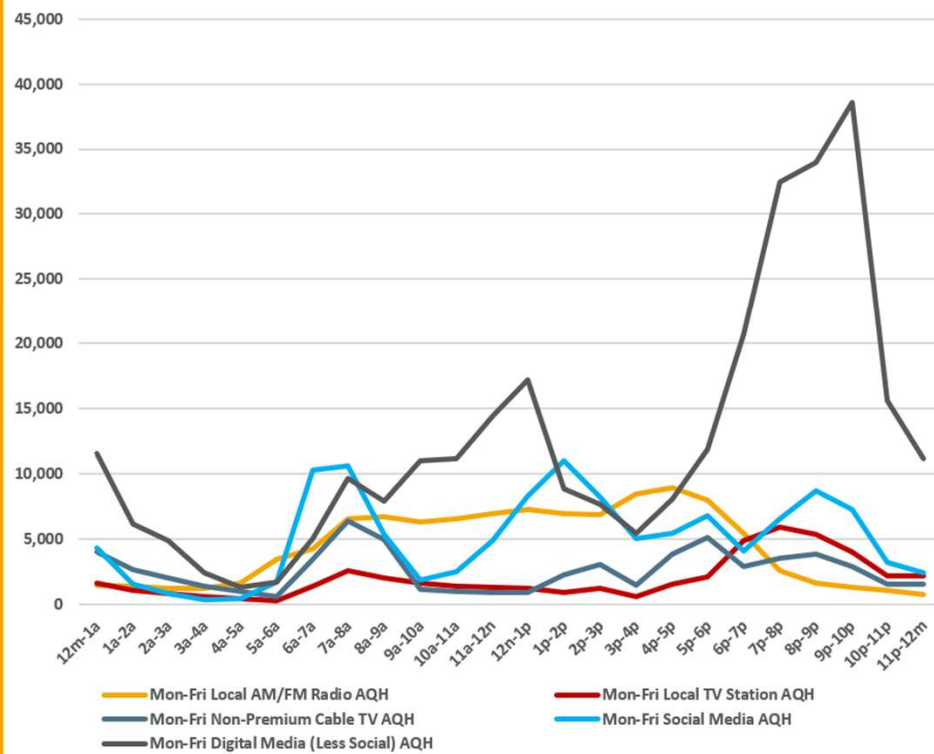
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for Anything.

(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

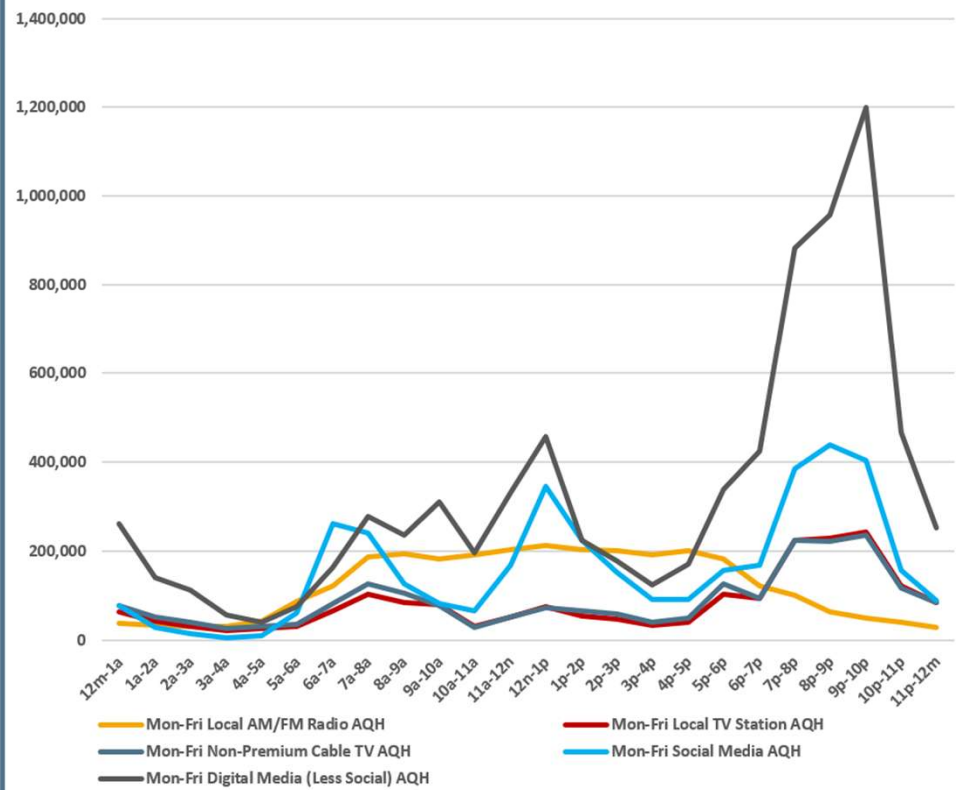


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,675;
Local Radio: 6,857; Social Media: 6,476; Non-Prem. Cable: 2,880; Local TV: 1,749 reaching
Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a Home at a 6%+ Interest
Rate past 3yrs



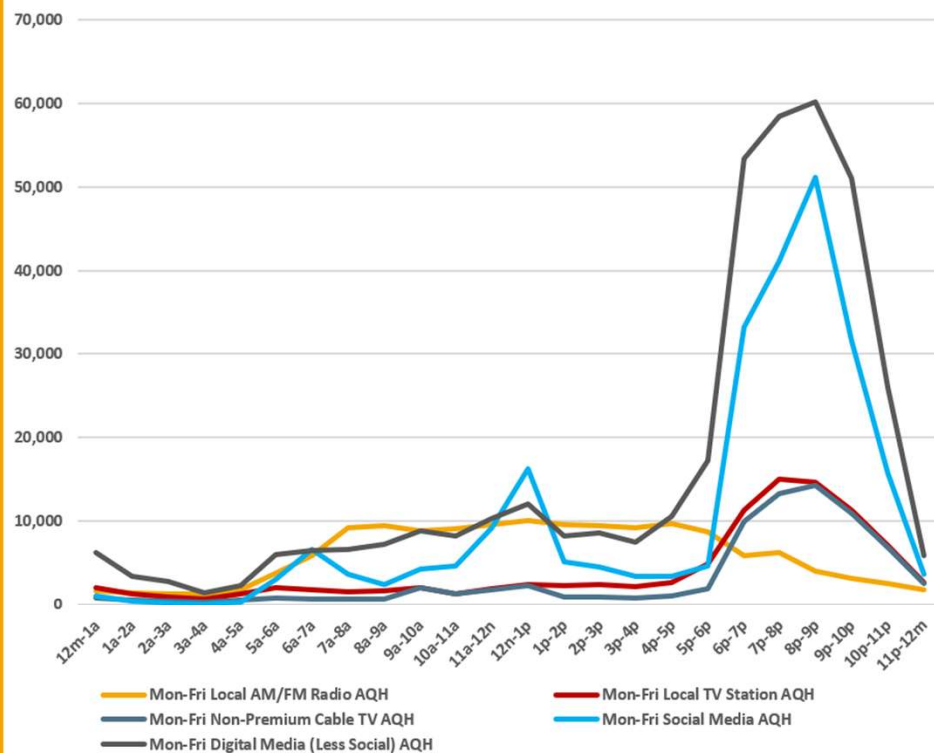
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 25 or older



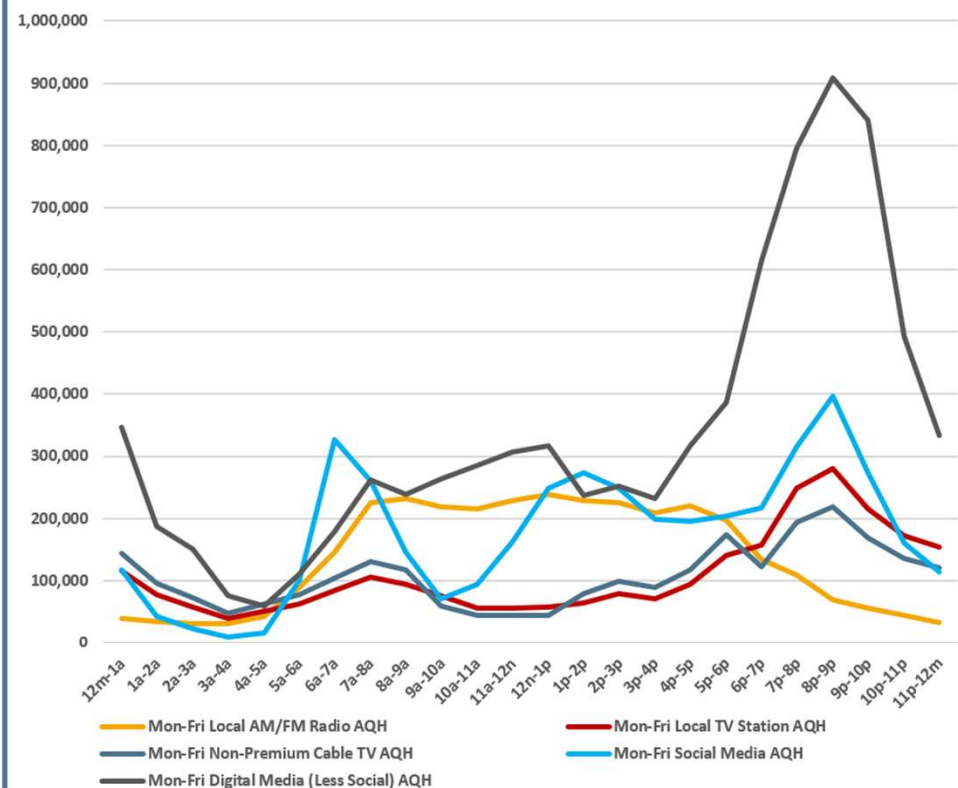


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,734;
Local Radio: 8,855; Social Media: 7,808; Local TV: 2,961; Non-Prem. Cable: 1,942 reaching
Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a Home at a 6%+ Interest
Rate past 3yrs



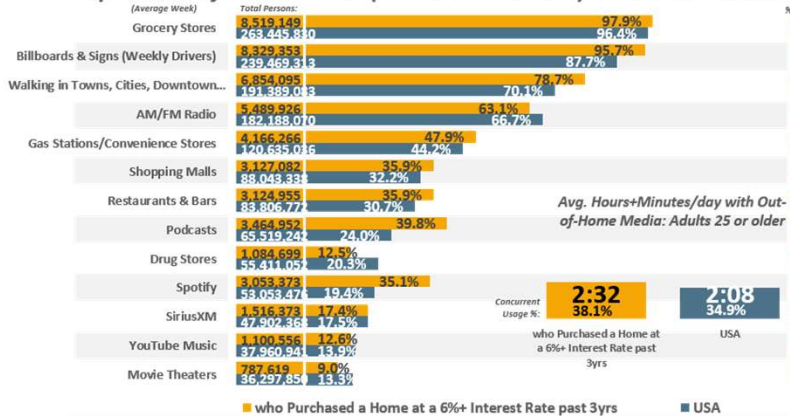
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 25 or older



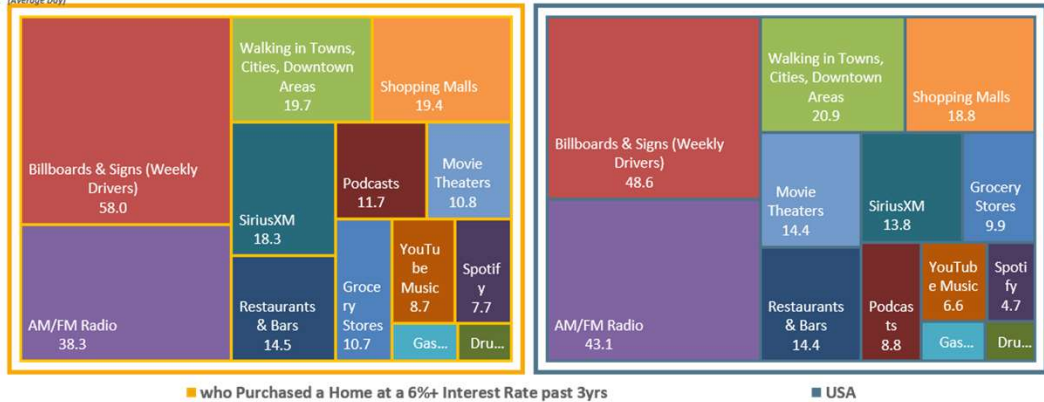


8,329,353 or 95.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 58. minutes per day driving, seeing Billboards and Signs. 59.6% Listen to Local Radio Stations Out-of-Home for an average of 34.8 minutes/day

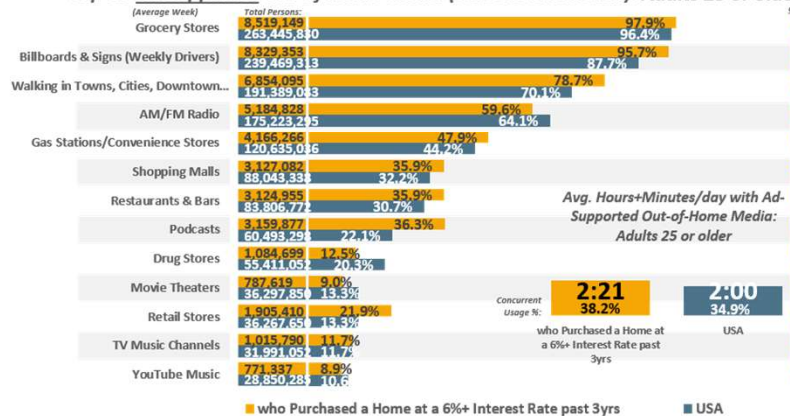
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



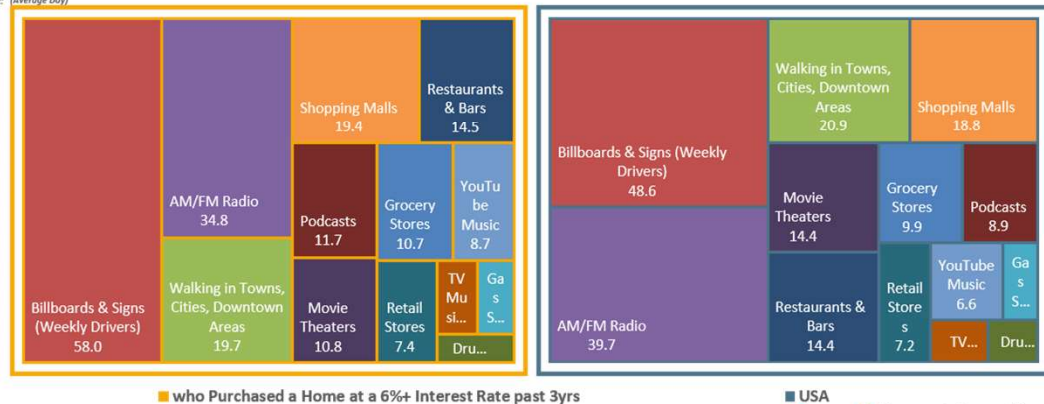
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682
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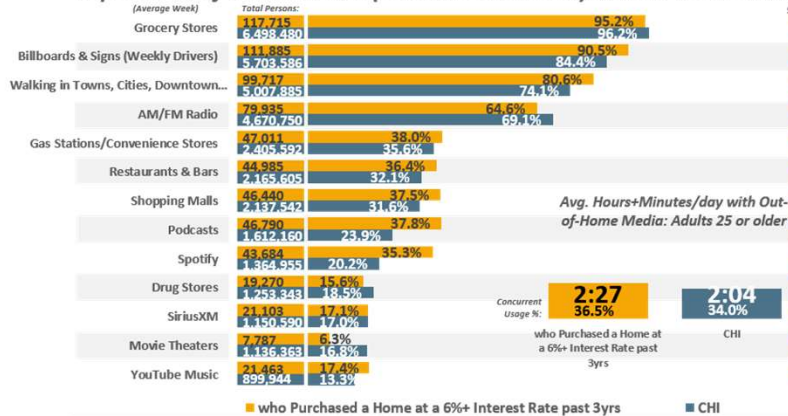
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

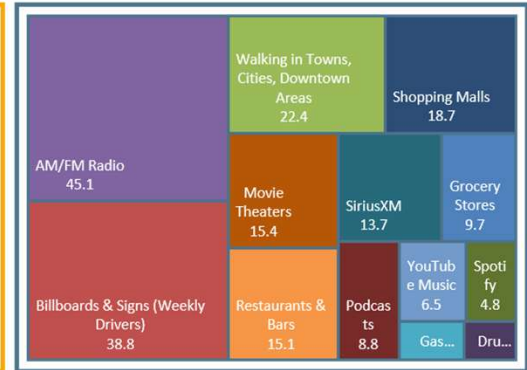
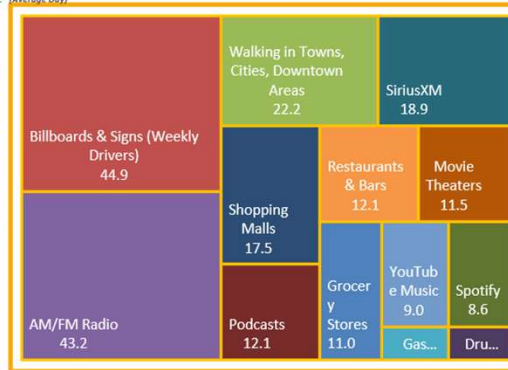


111,885 or 90.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 44.9 minutes per day driving, seeing Billboards and Signs. 62.% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

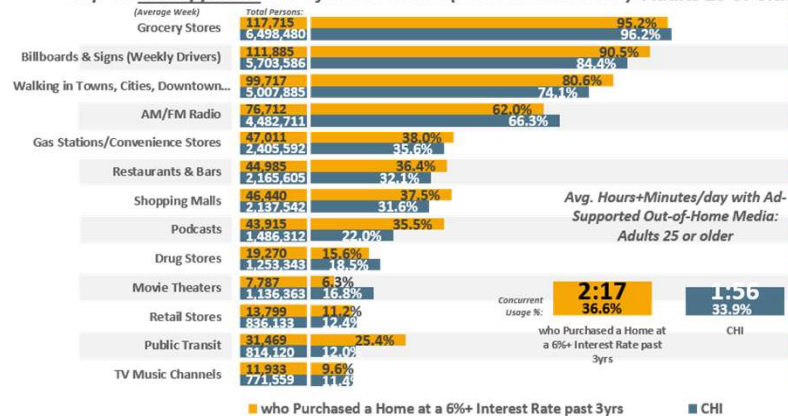
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



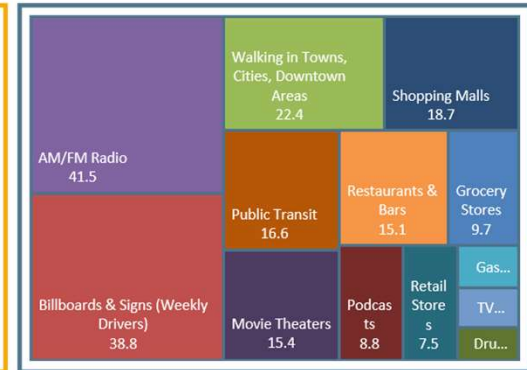
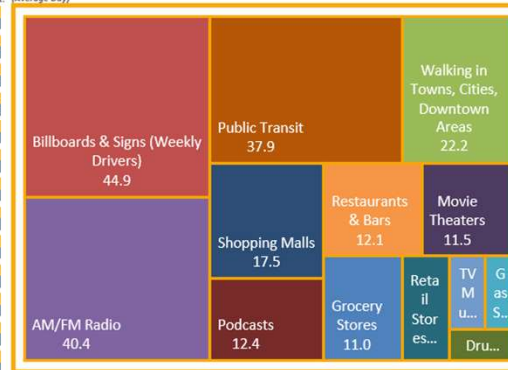
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



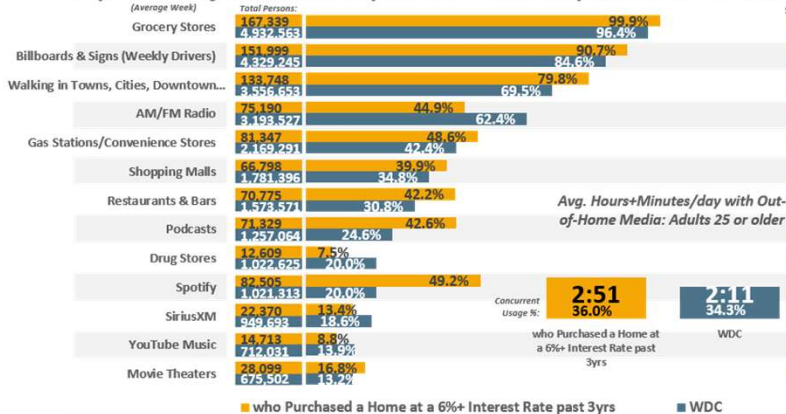
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



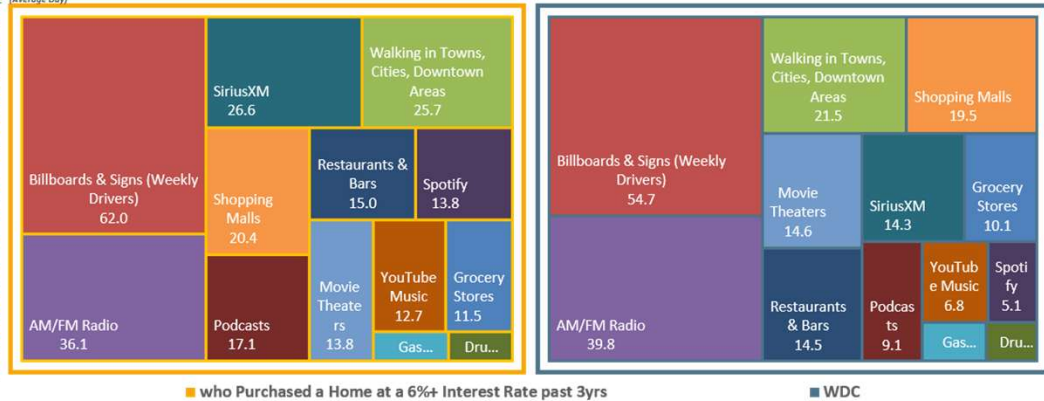


151,999 or 90.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 62. minutes per day driving, seeing Billboards and Signs. 42.5% Listen to Local Radio Stations Out-of-Home for an average of 32.8 minutes/day.

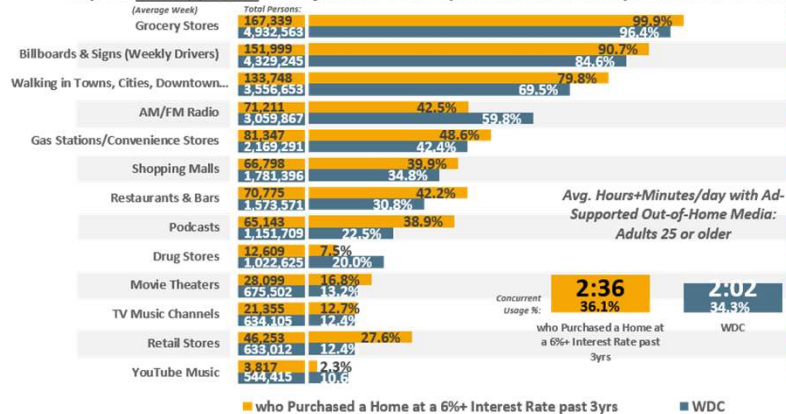
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



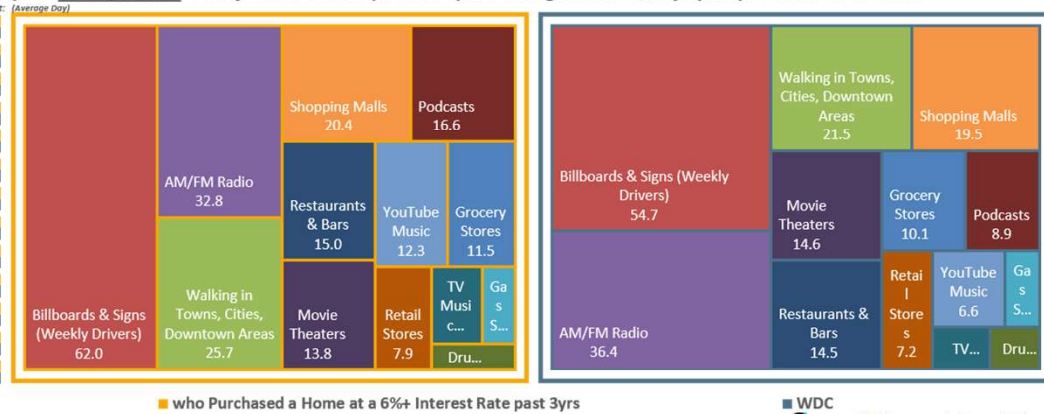
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



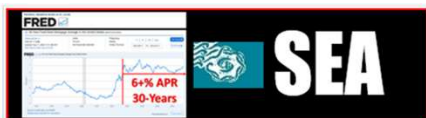
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
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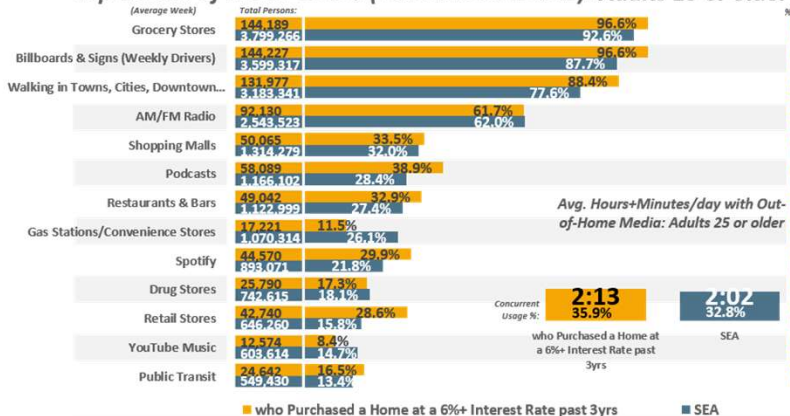
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(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

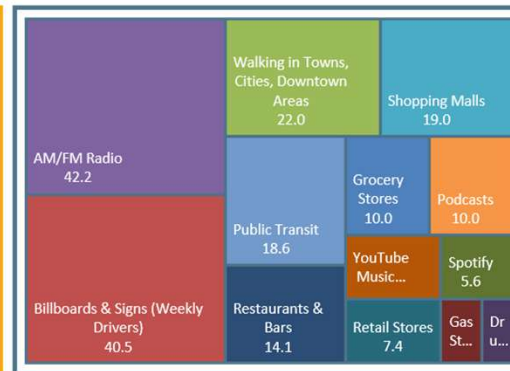
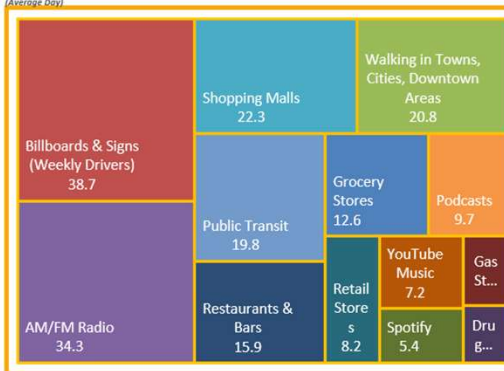


144,227 or 96.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 38.7 minutes per day driving, seeing Billboards and Signs. 59.8% Listen to Local Radio Stations Out-of-Home for an average of 31.1 minutes/day

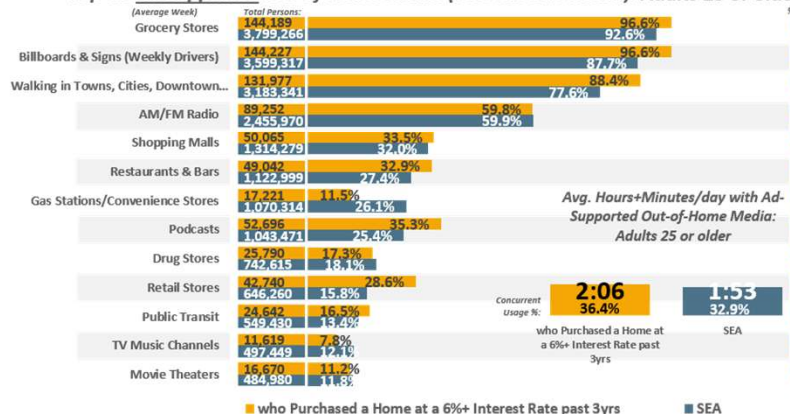
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



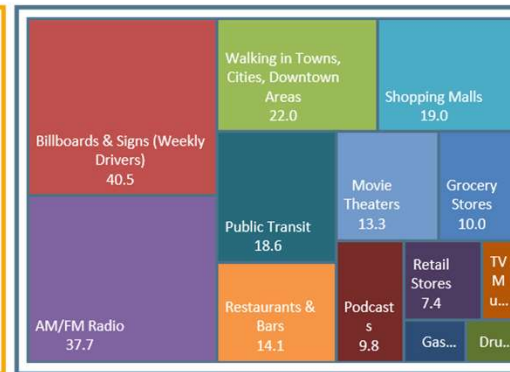
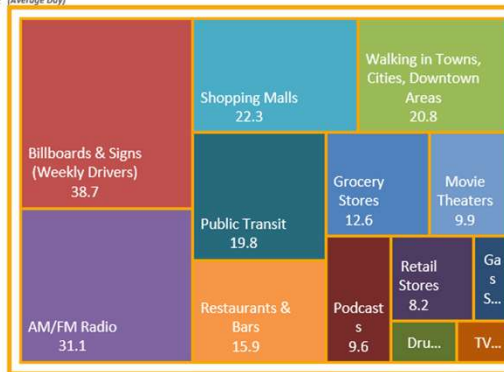
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



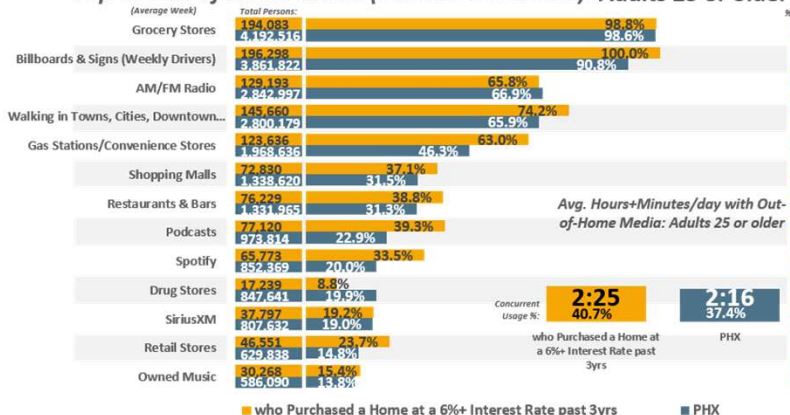
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



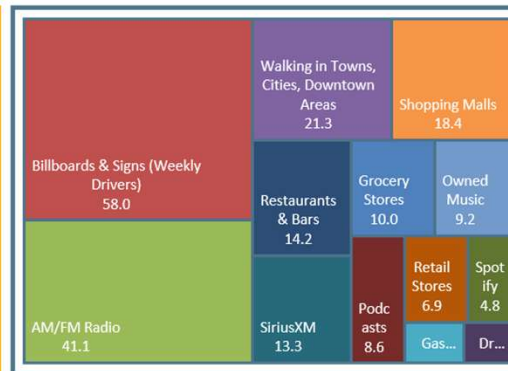
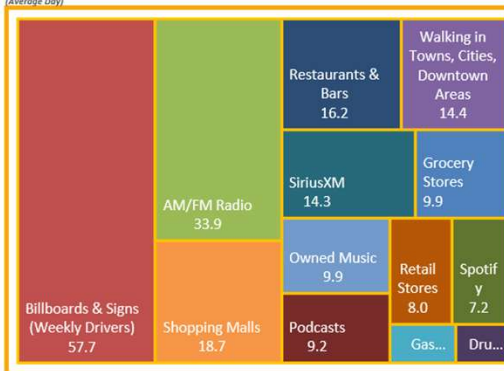


196,298 or 100.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 57.7 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 31.1 minutes/day

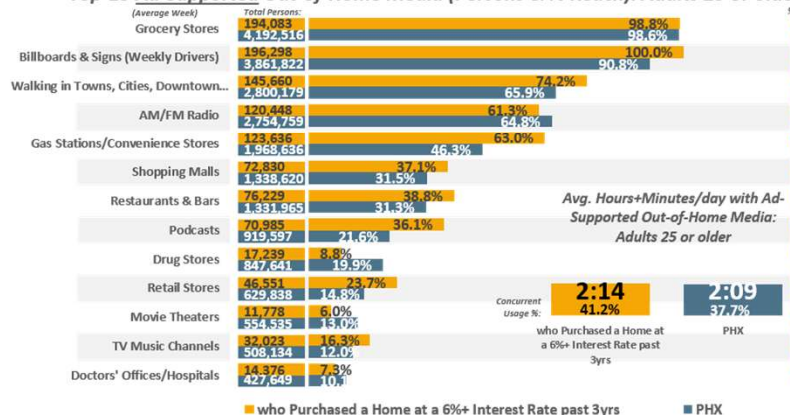
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



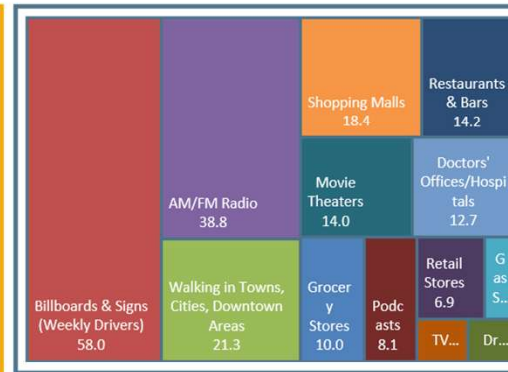
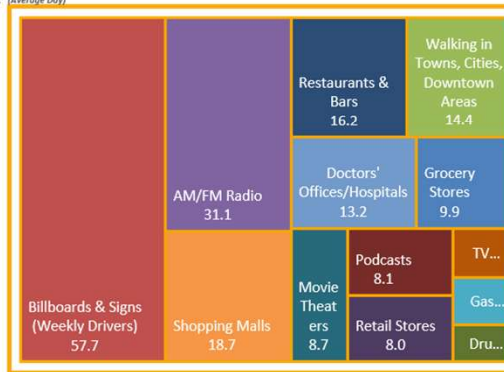
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



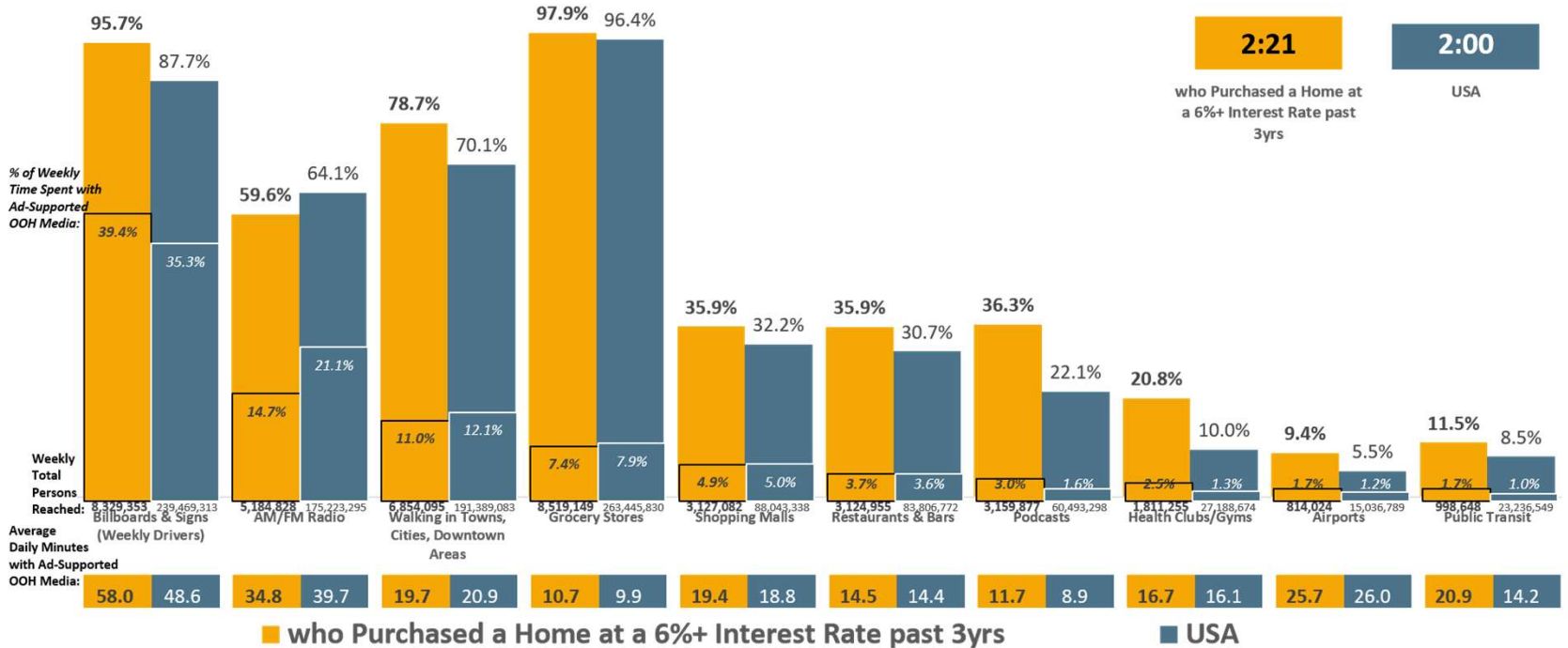


8,329,353 or 95.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 58. minutes per day driving, seeing Billboards and Signs representing 39.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 22,187
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years]] AND Financial services HHLD has/use (HHLD): Home mortgage]]

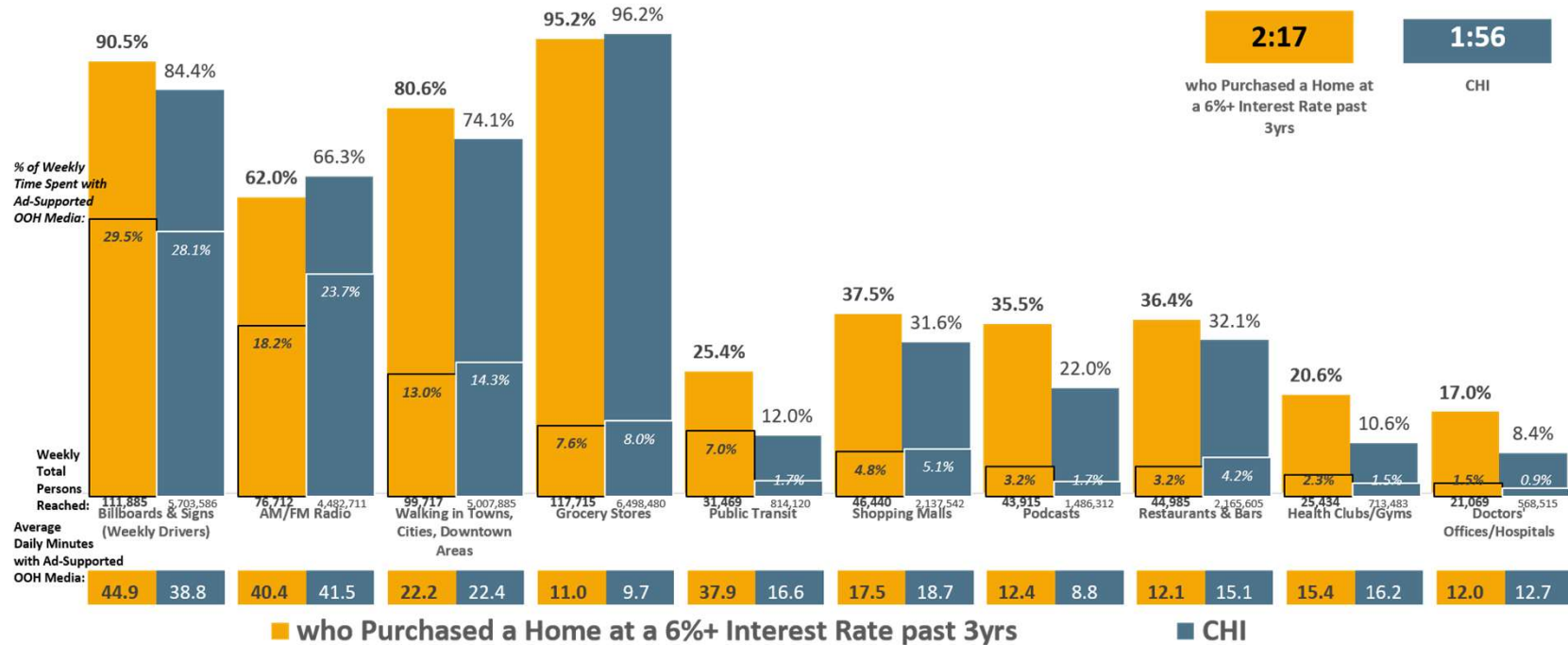


111,885 or 90.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 44.9 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 71
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CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 3,668

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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years]] AND Financial services HHLD has/use (HHLD): Home mortgage]]

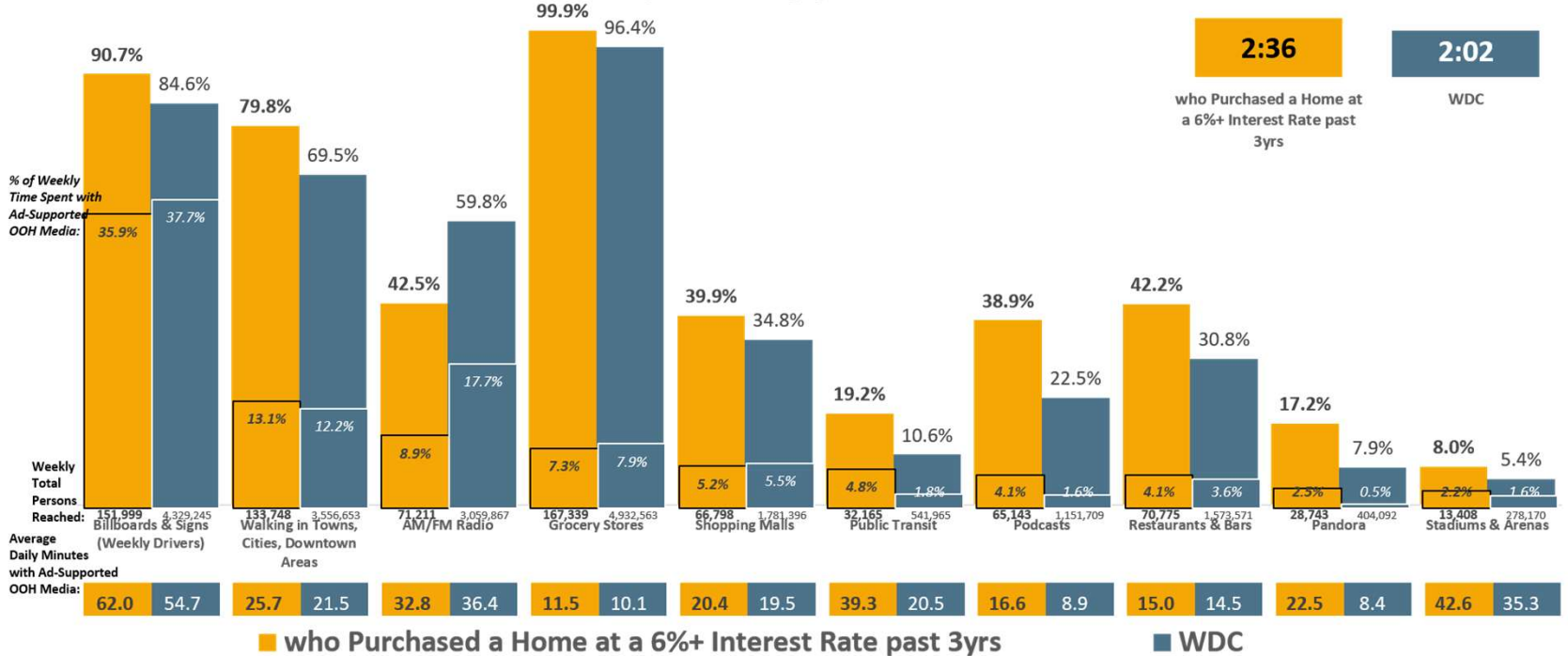


151,999 or 90.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 62. minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:36

who Purchased a Home at a 6%+ Interest Rate past 3yrs

2:02

WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,124

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(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

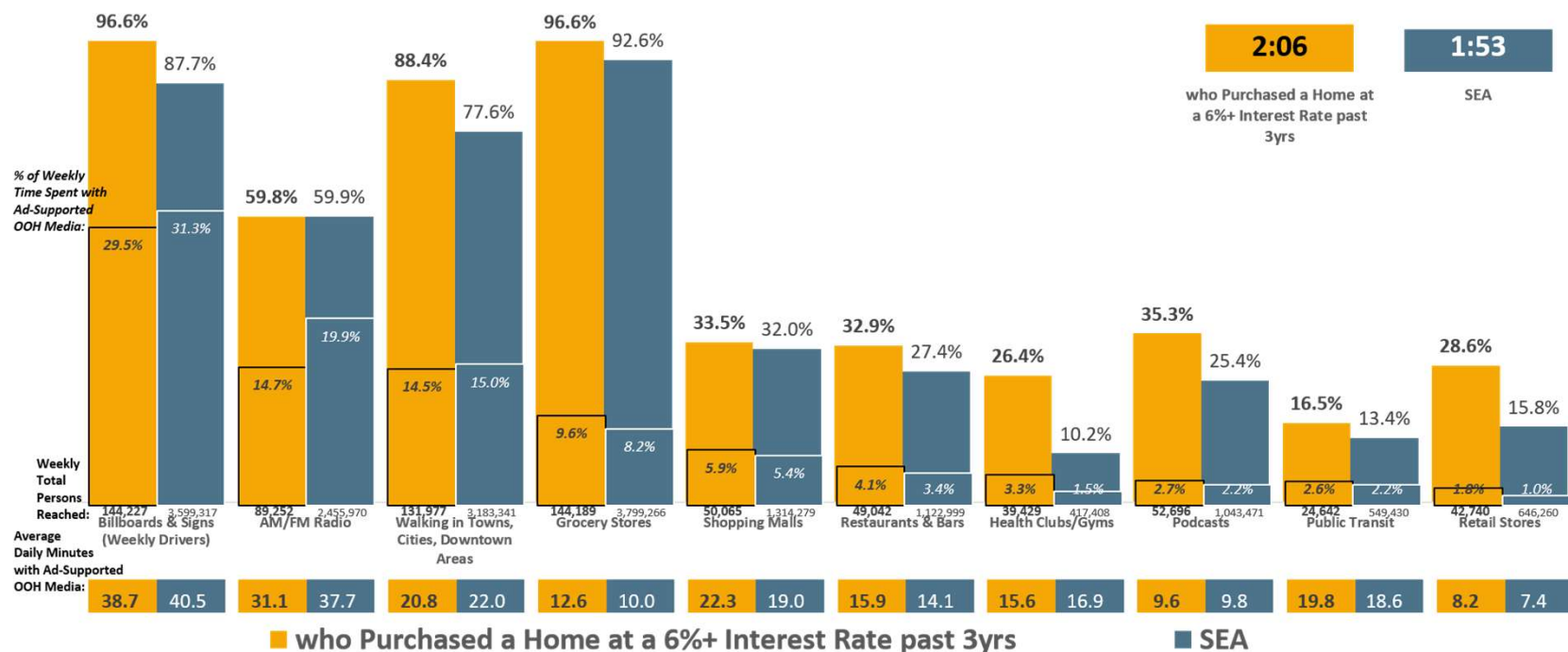


144,227 or 96.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 38.7 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"

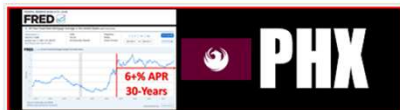


SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 117
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SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,606

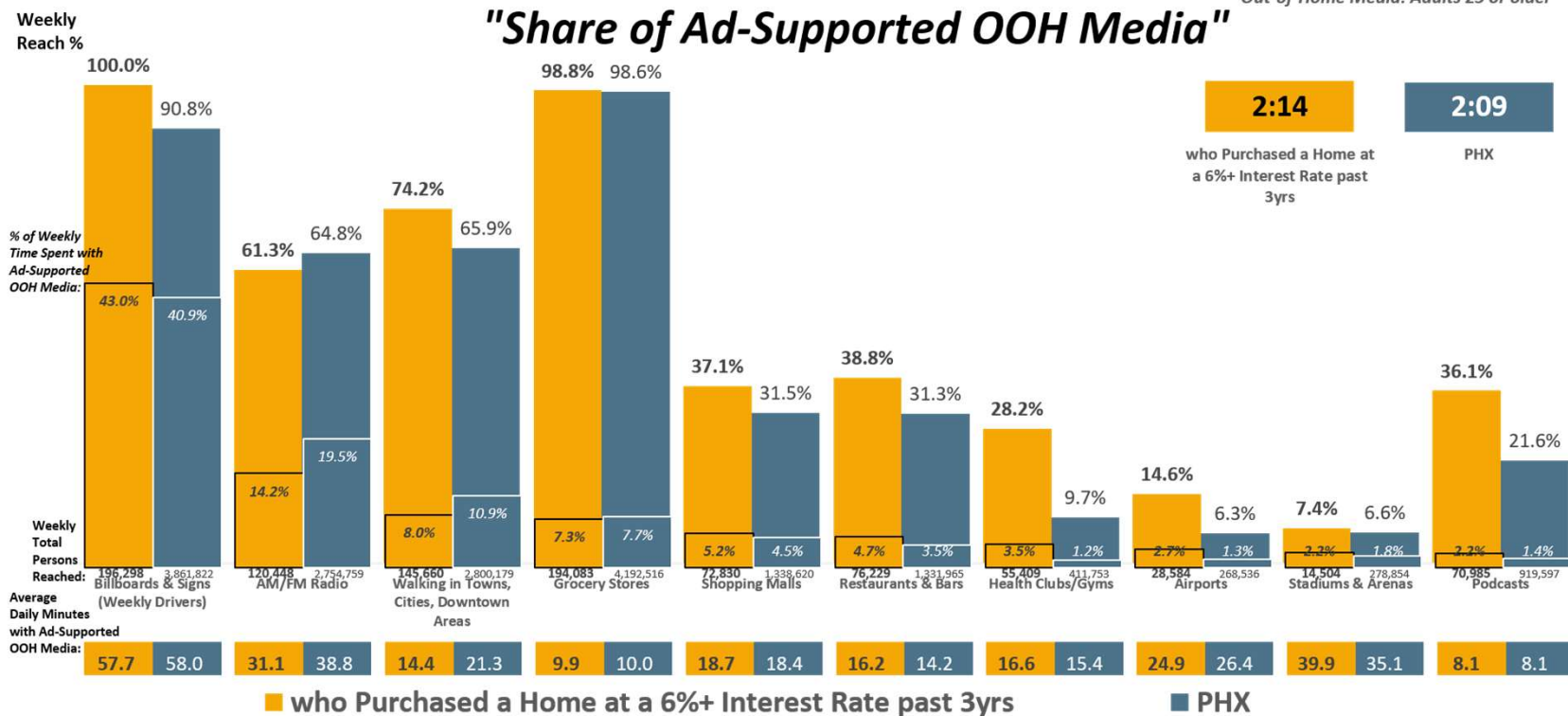
soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))



196,298 or 100.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 57.7 minutes per day driving, seeing Billboards and Signs representing 43.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

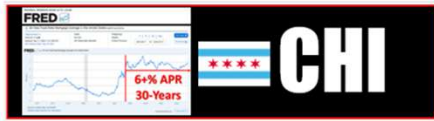


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76
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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,174

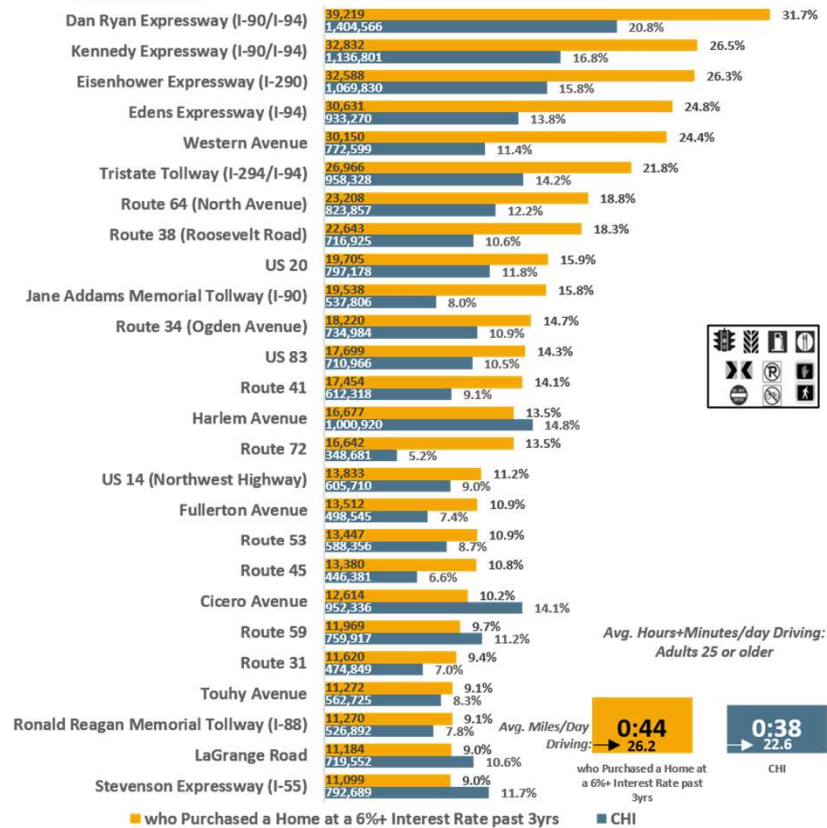
soefa.ai Share of Everything for Anything

{{(Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage}}

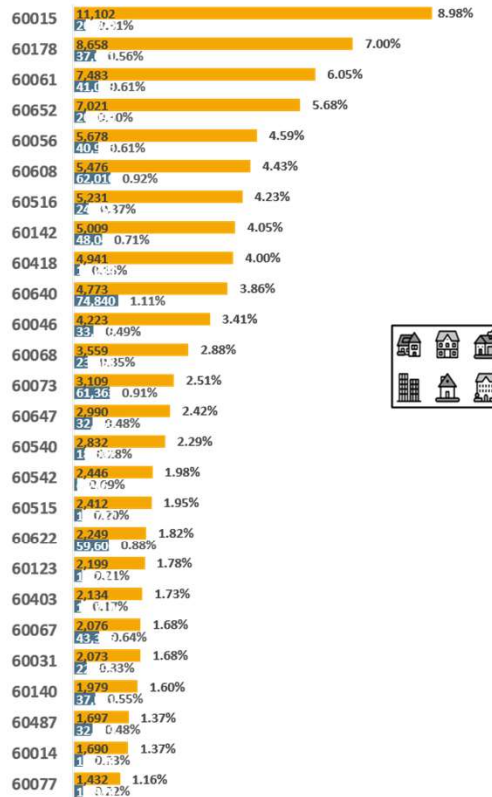


111,885 or 90.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 44.9 minutes per day driving an average of 26.2 miles each day and are 160.7% more likely to use Route 72 than the Metro average.

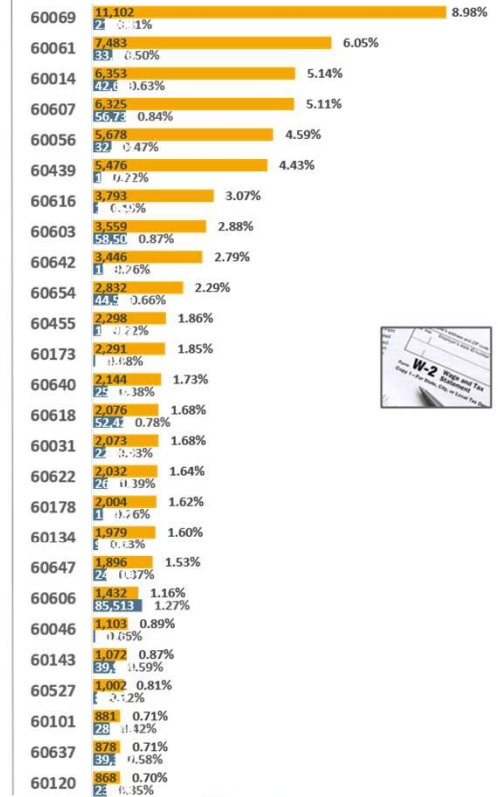
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older

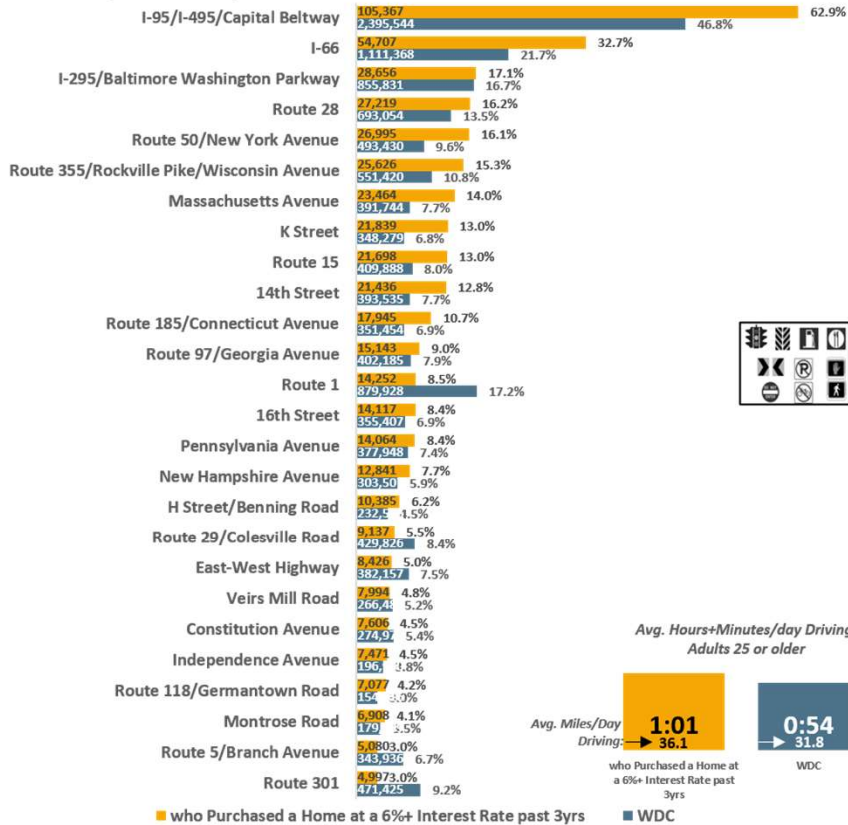


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151,999 or 90.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 62. minutes per day driving an average of 36.1 miles each day and are 91.5% more likely to use K Street than the Metro average.

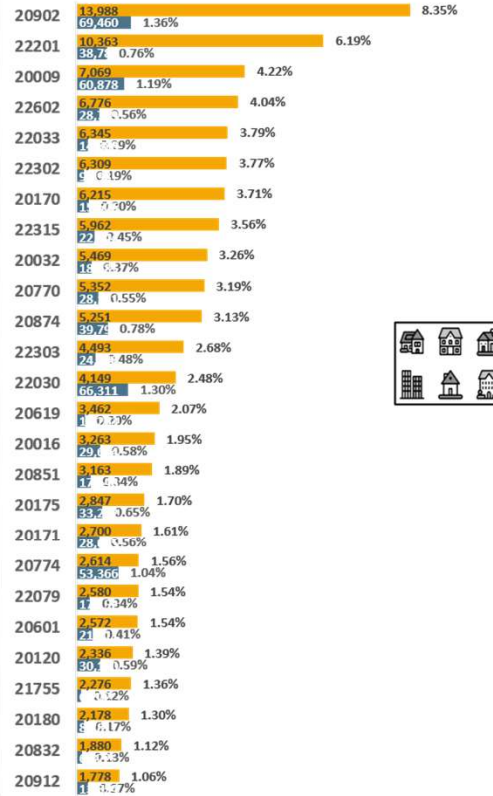
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



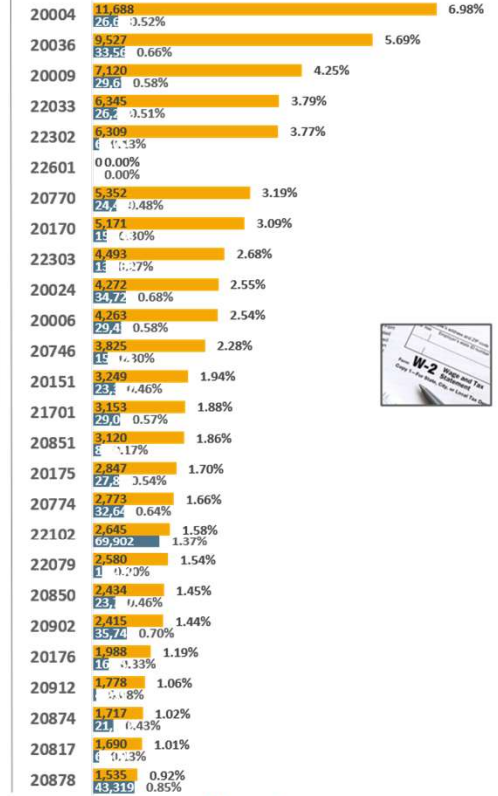
Avg. Hours+Minutes/day Driving:
Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older

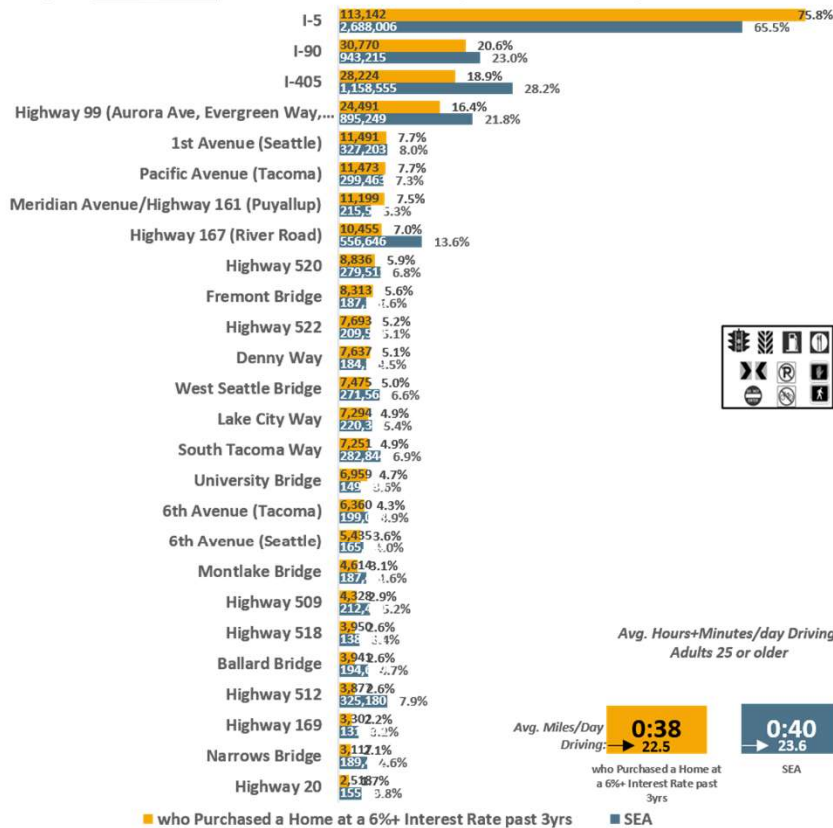


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144,227 or 96.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 38.7 minutes per day driving an average of 22.5 miles each day and are 42.8% more likely to use Meridian Avenue/Highway 161 (Puyallup) than th

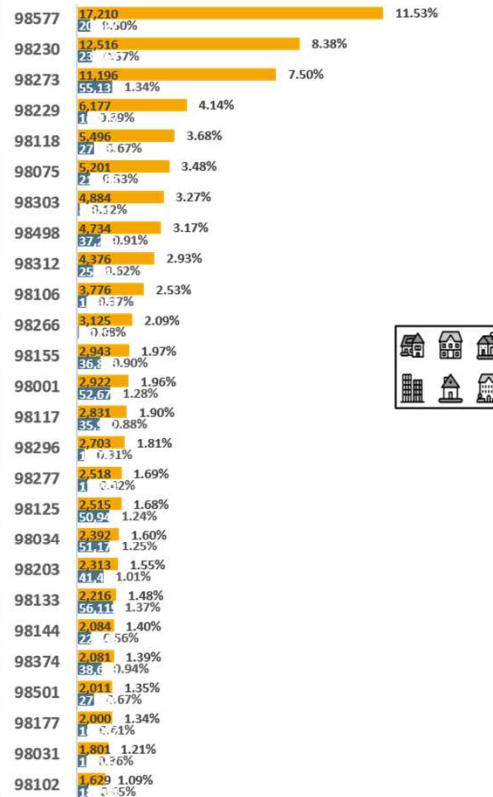
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



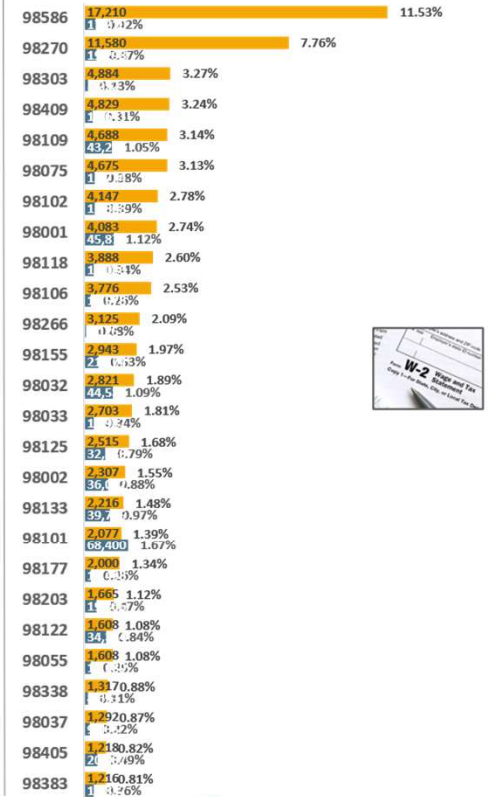
Avg. Hours+Minutes/day Driving:
Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



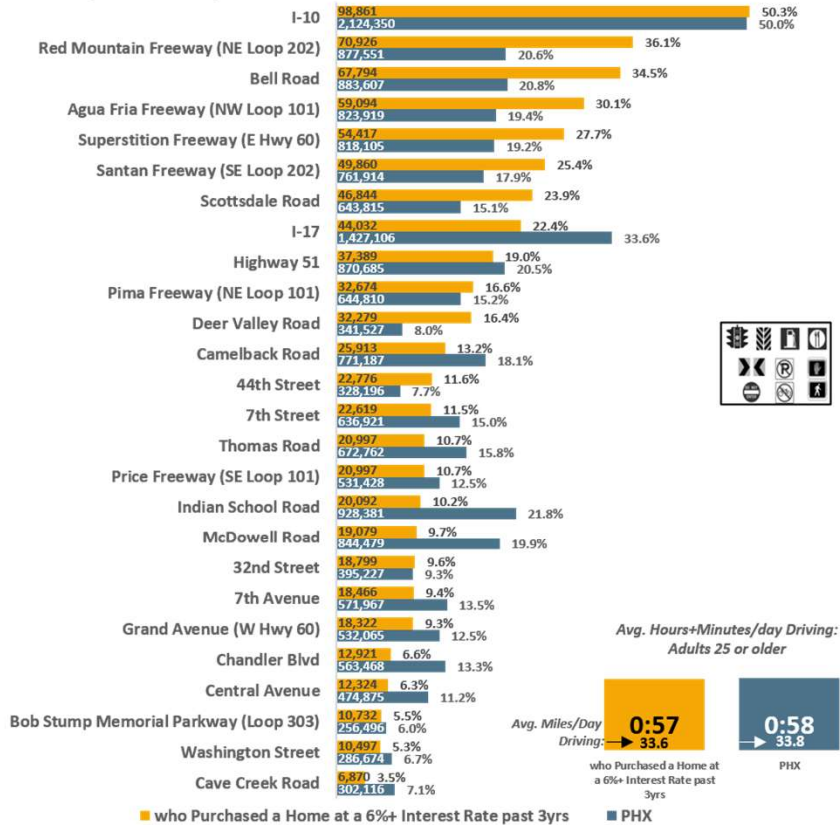
Top-26 Employment Zip Codes: Adults 25 or older



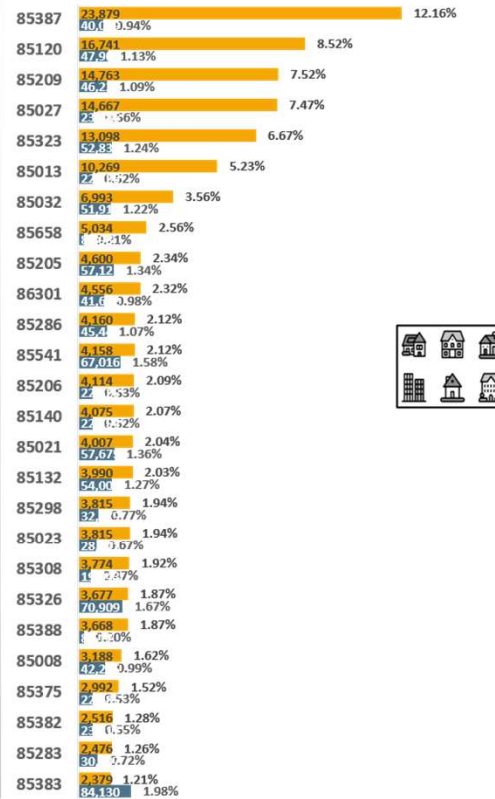


196,298 or 100.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs
spend an average of 57.7 minutes per day driving an average of 33.6 miles each day and are 104.6%
more likely to use Deer Valley Road than the Metro average.

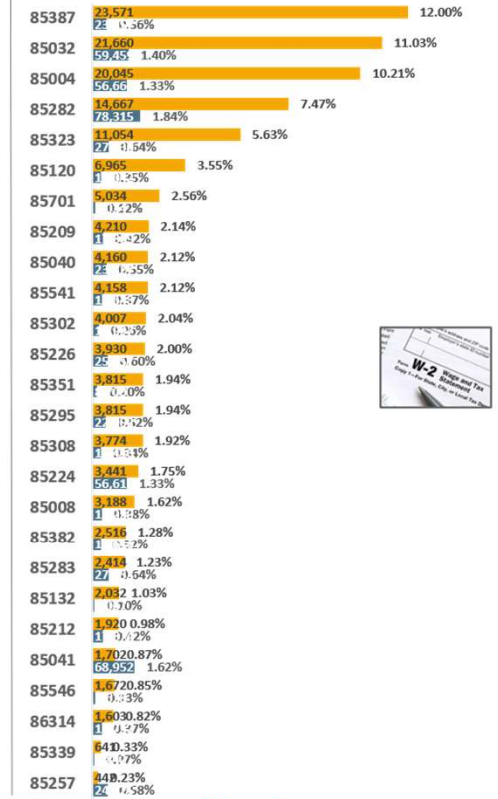
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



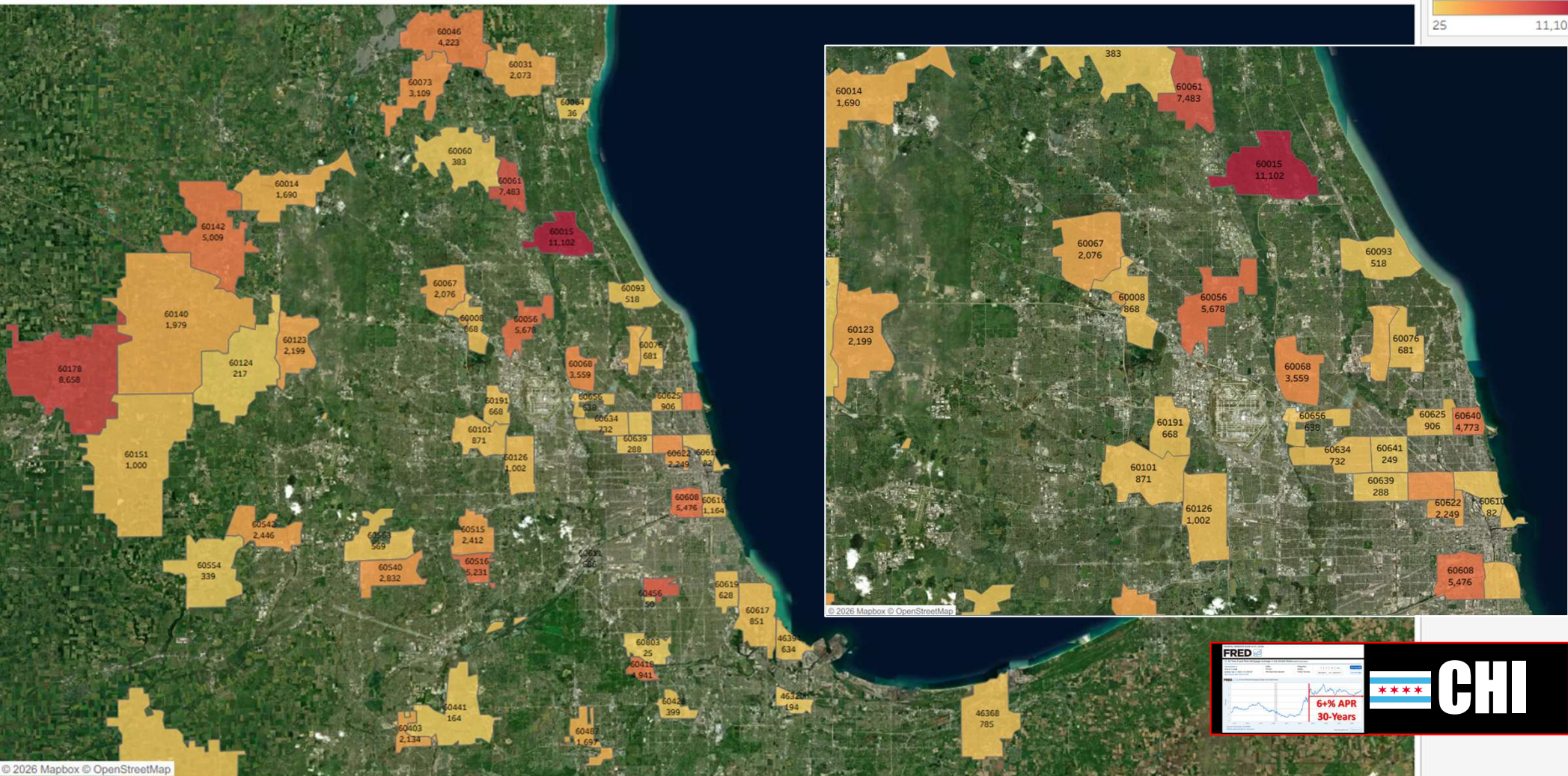
Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



Top Residential Zip Codes: (Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs)



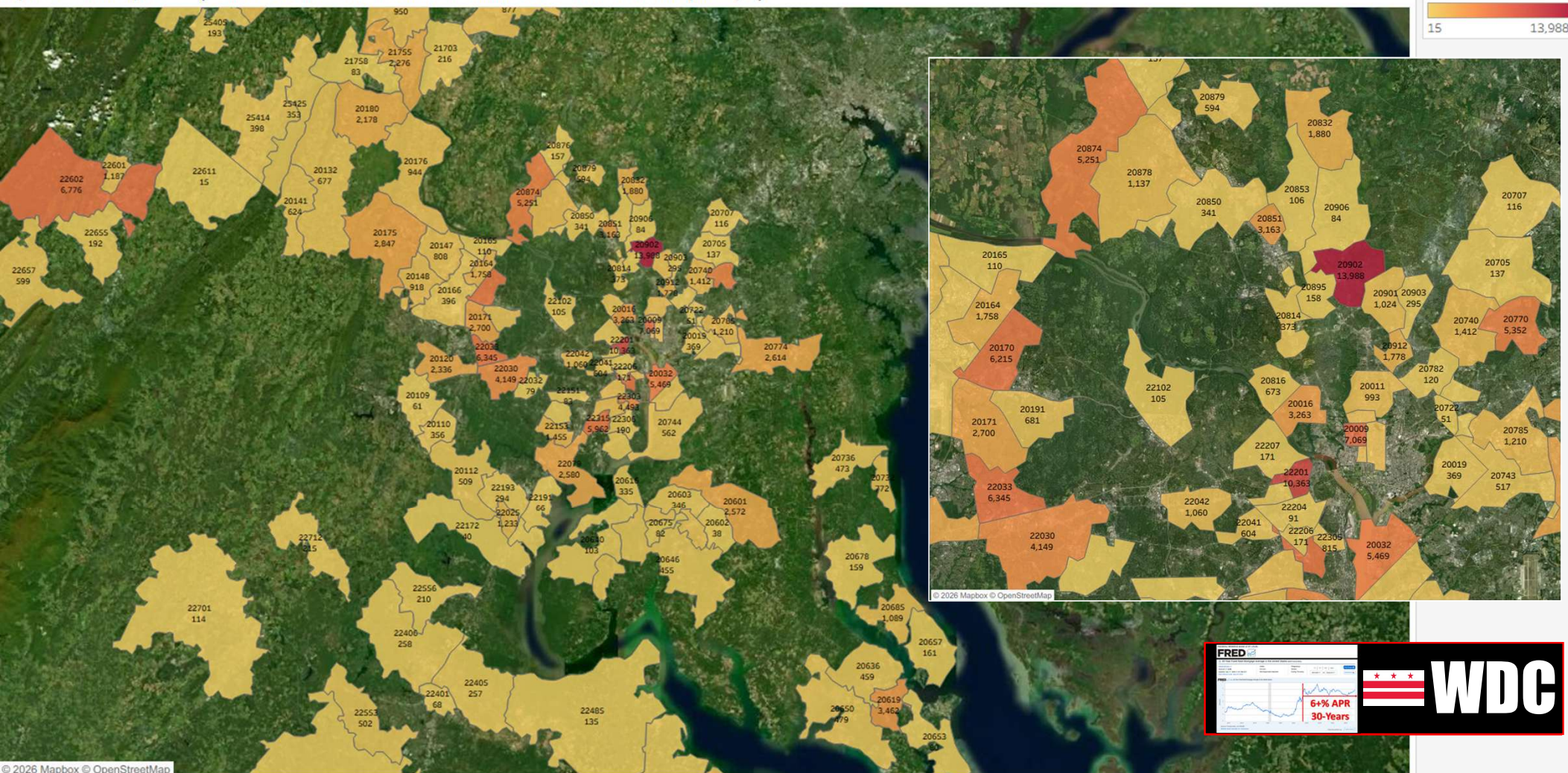
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 71

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[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage]]

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Top Residential Zip Codes: (Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs)



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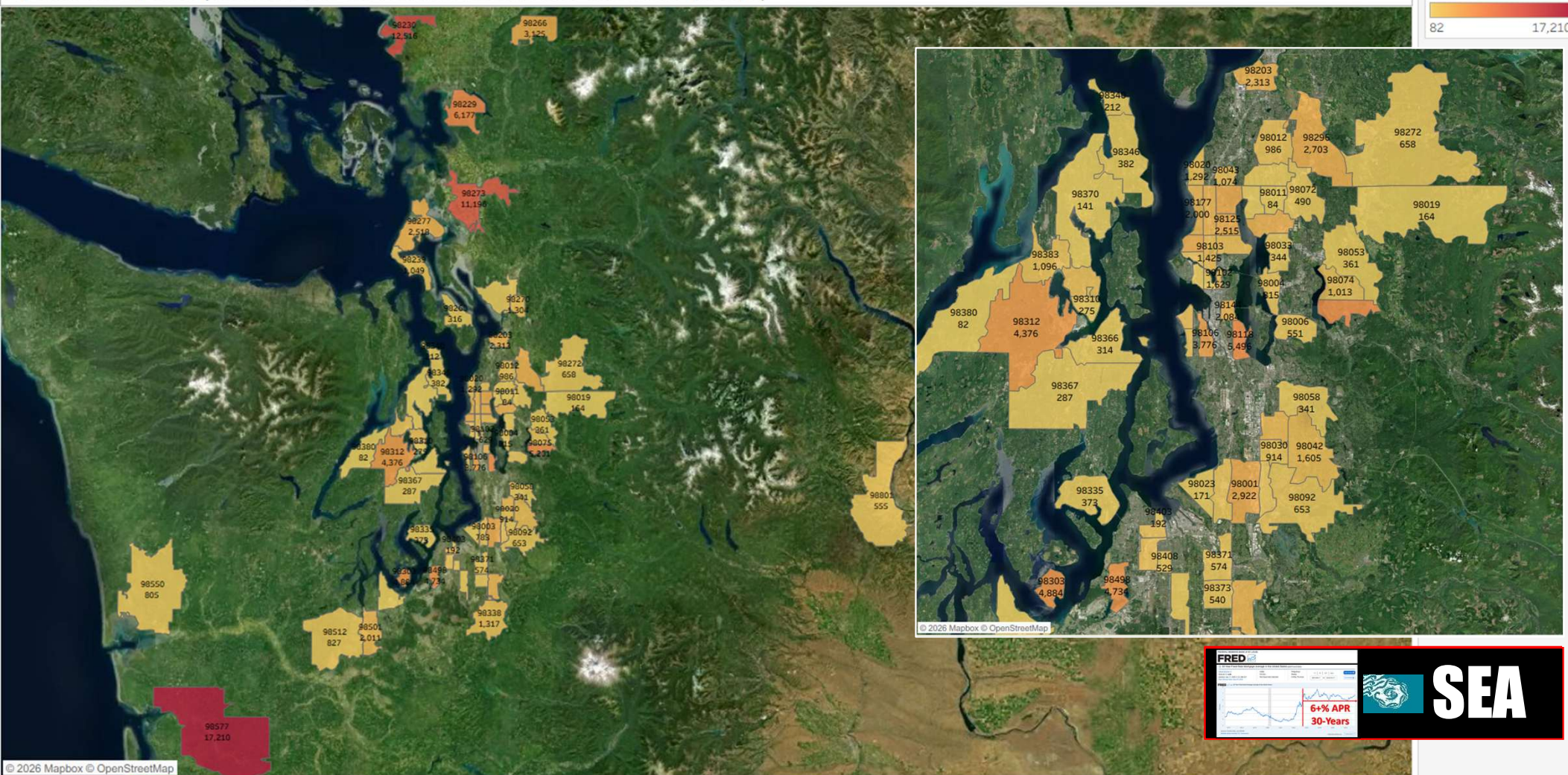
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intob 200

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Top Residential Zip Codes: (Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs)



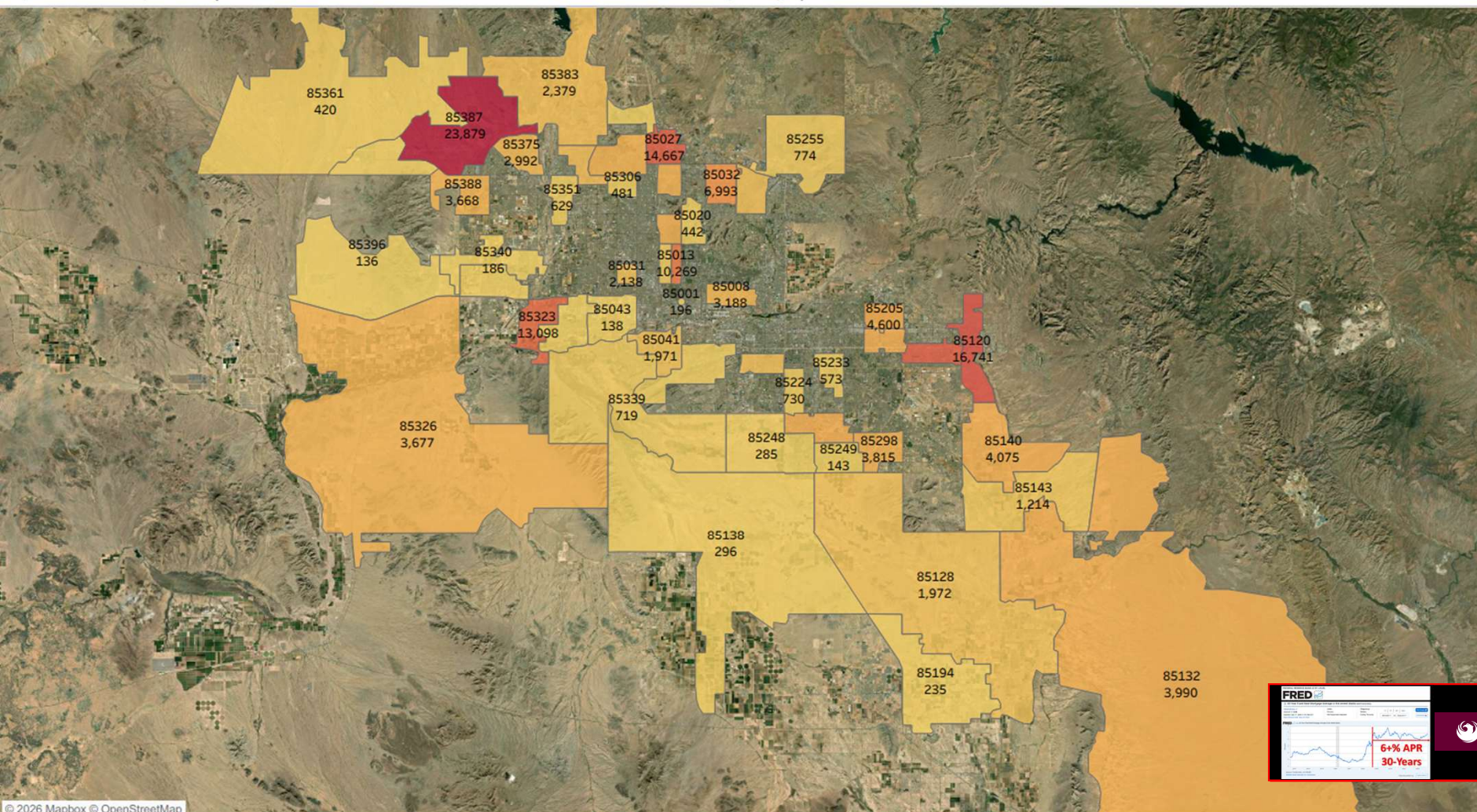
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 117

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Top Residential Zip Codes: (Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs)



SUM(Adults 25 or older...
113 23,879



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76

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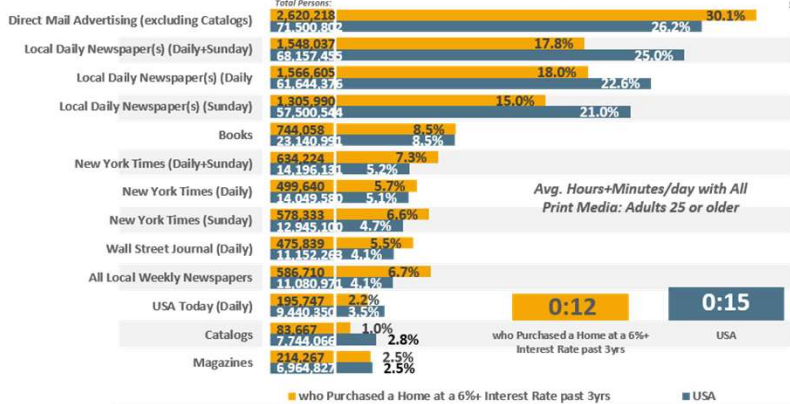
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage]]



1,548,037 or 17.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

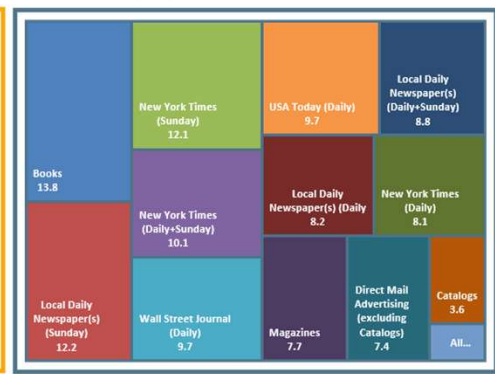
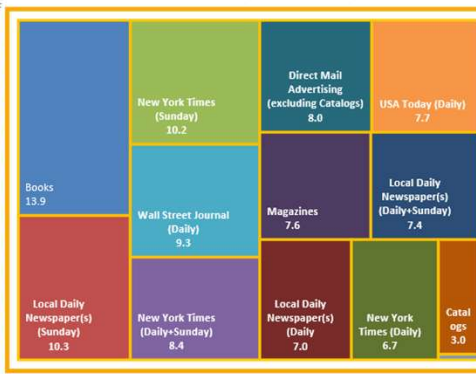


Avg. Hours+Minutes/day with All Print Media: Adults 25 or older

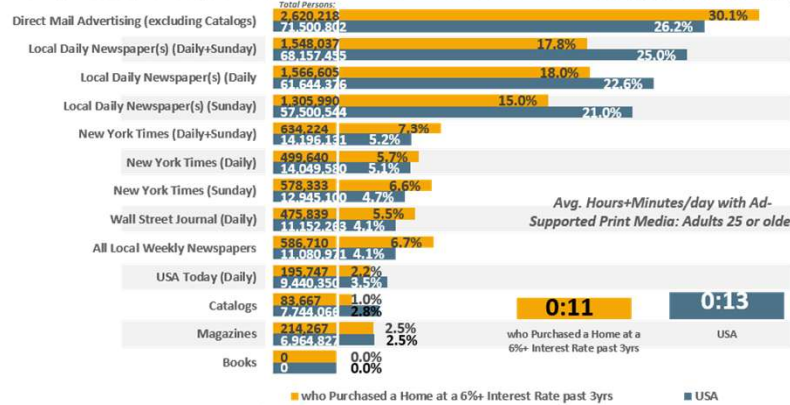
0:12 0:15

% Time Spent: 19.7% 22.9% 29.4% 10.3% 12.6% 17.4% 9.7% 8.7% 6.6% 3.1% 2.8% 5.5% 1.3% 2.6% 0.1% 0.4% 1.4% 2.2% 0.7% 1.5% 11.3%

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



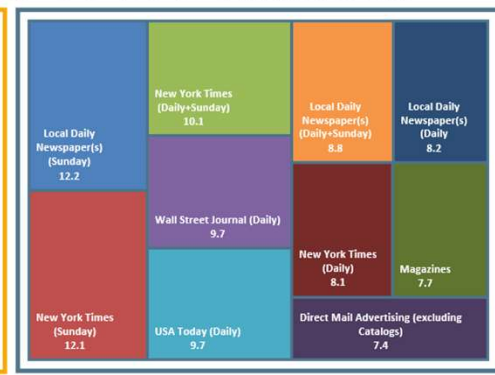
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 25 or older

0:11 0:13

% Time Spent: 21.8% 25.4% 31.9% 11.4% 13.3% 14.0% 18.6% 9.6% 7.9% 3.5% 3.0% 6.1% 4.1% 0.1% 0.6% 0.6% 1.7% 2.4% 0.7% 1.7% 11.3%



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682
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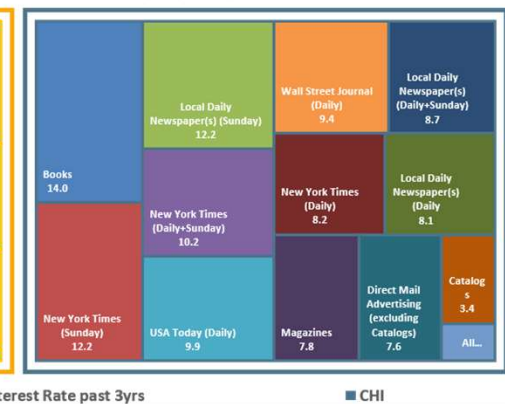
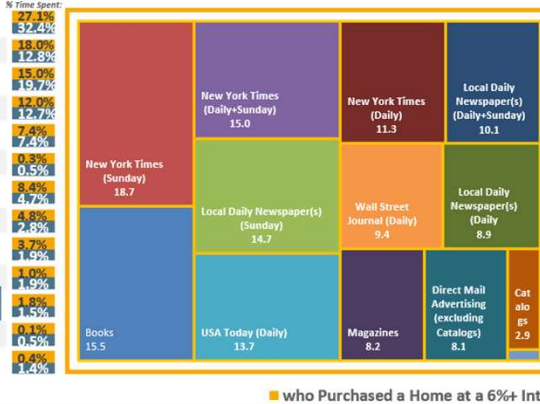
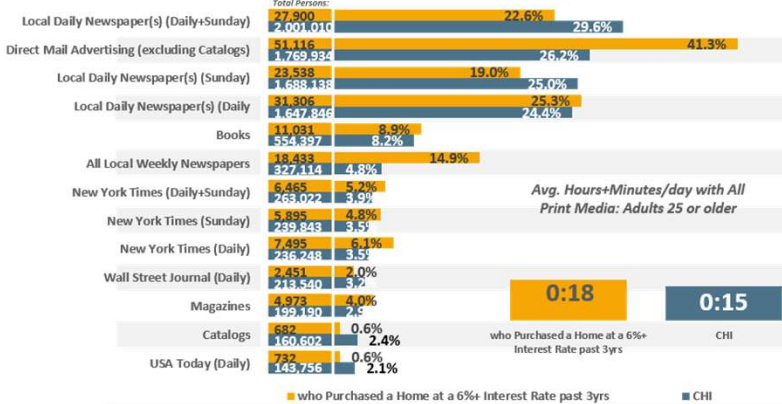
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

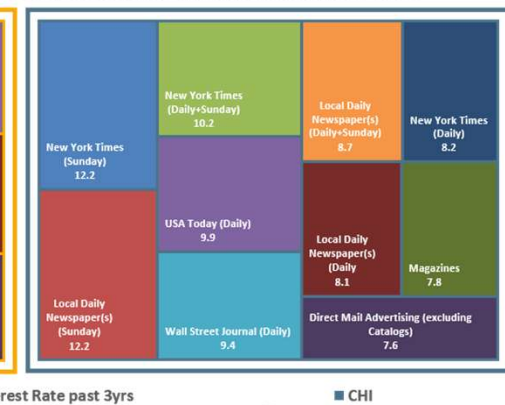
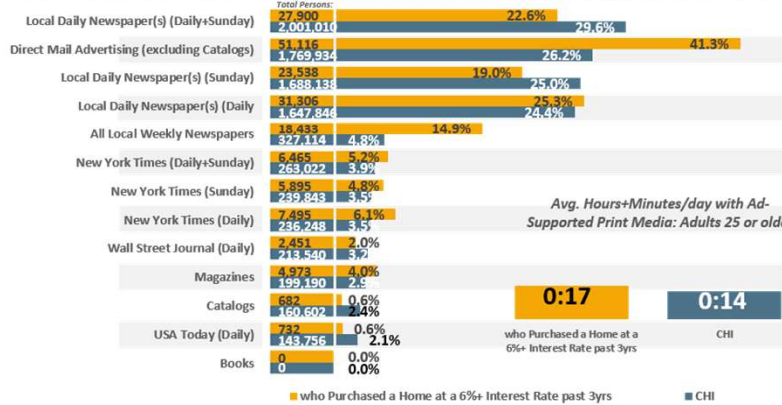


27,900 or 22.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**

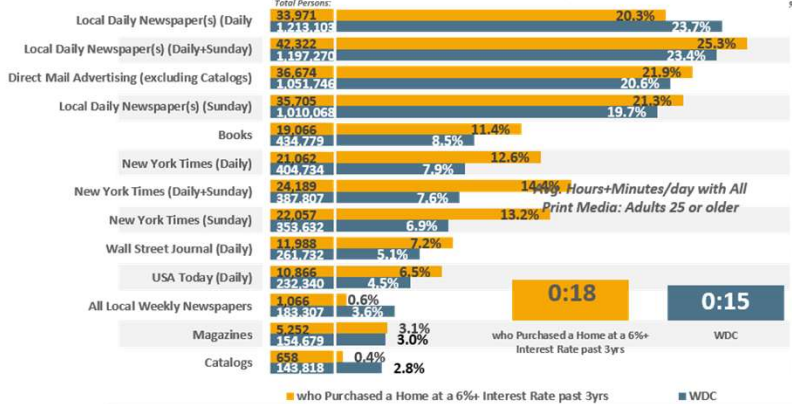


[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

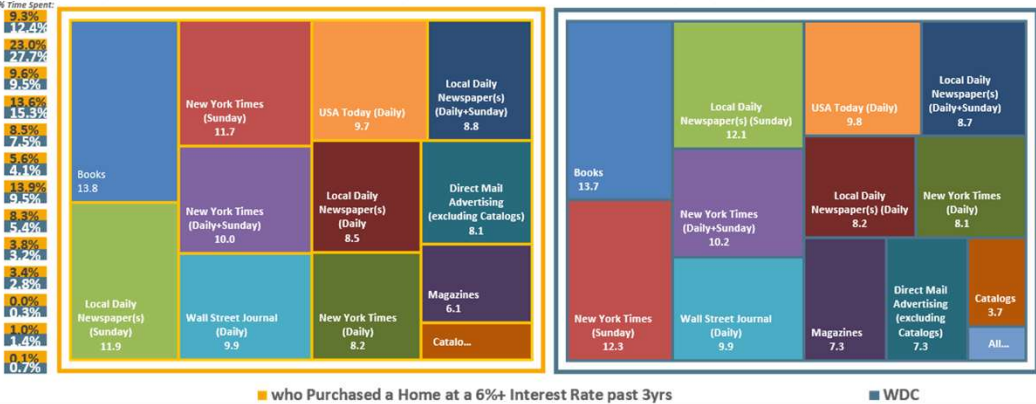


42,322 or 25.3% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

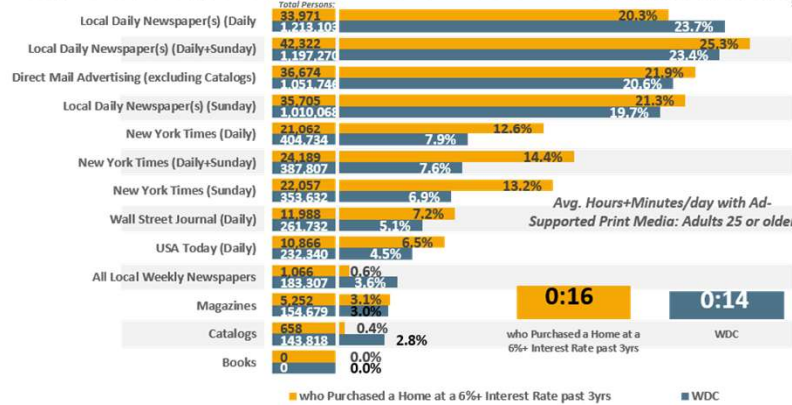
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



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



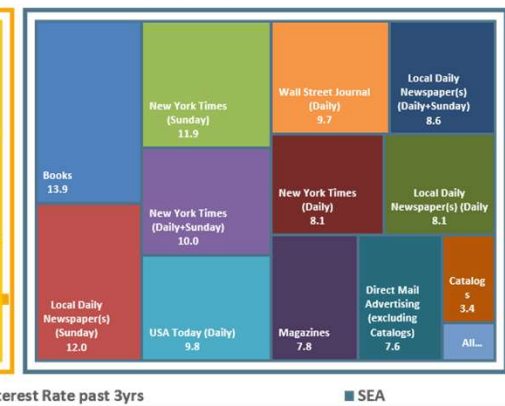
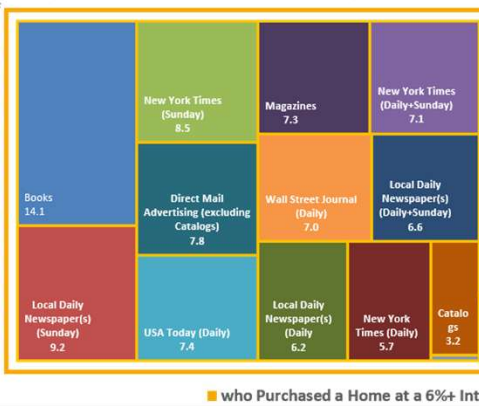
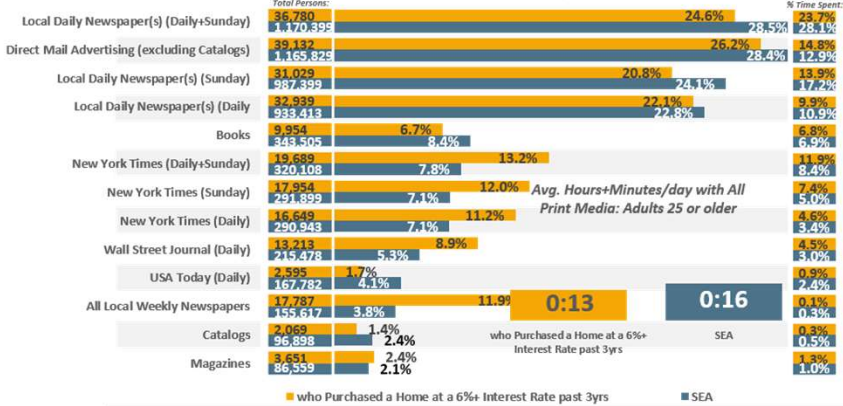
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



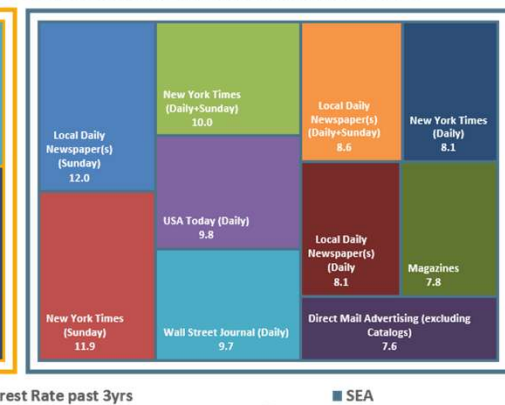
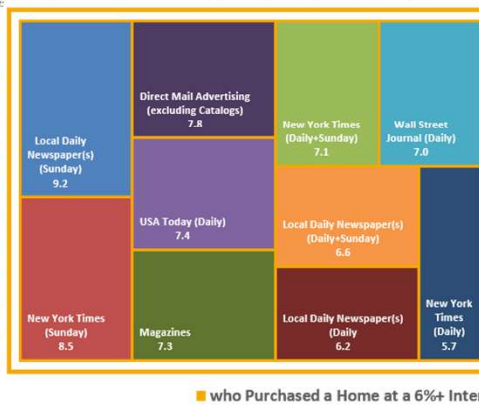
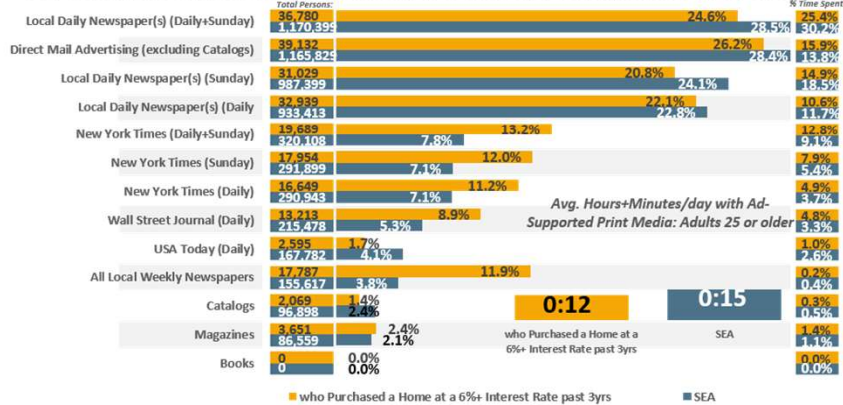


36,780 or 24.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



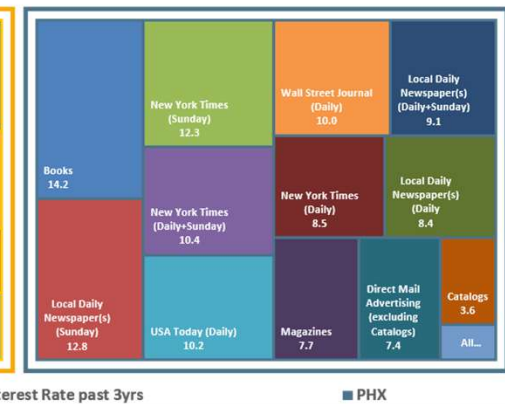
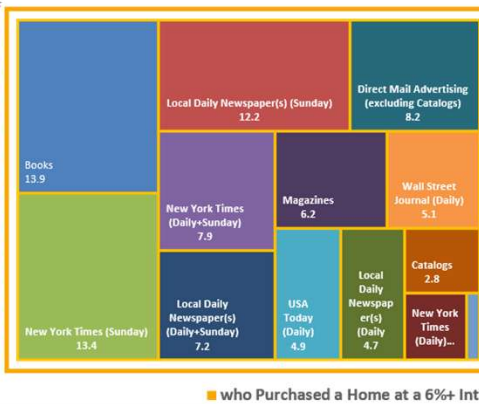
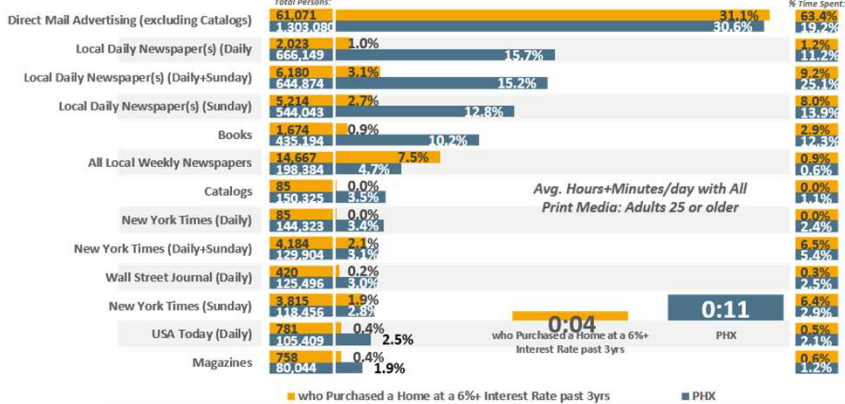
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



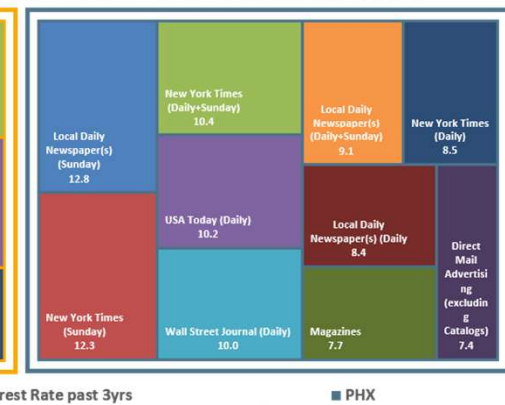
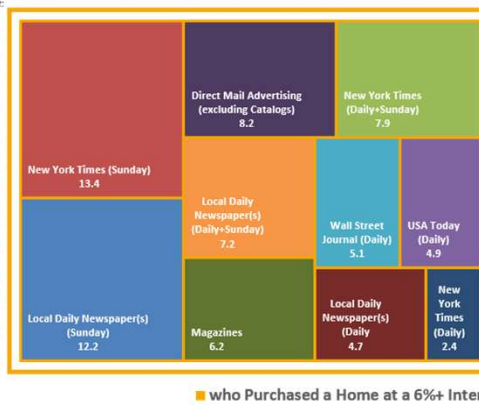
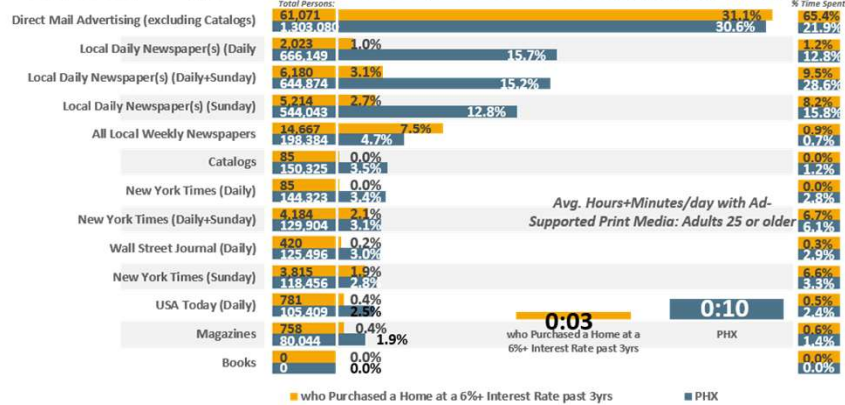


61,071 or 31.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 65.4% of all time spent daily with All forms of Print Media

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**

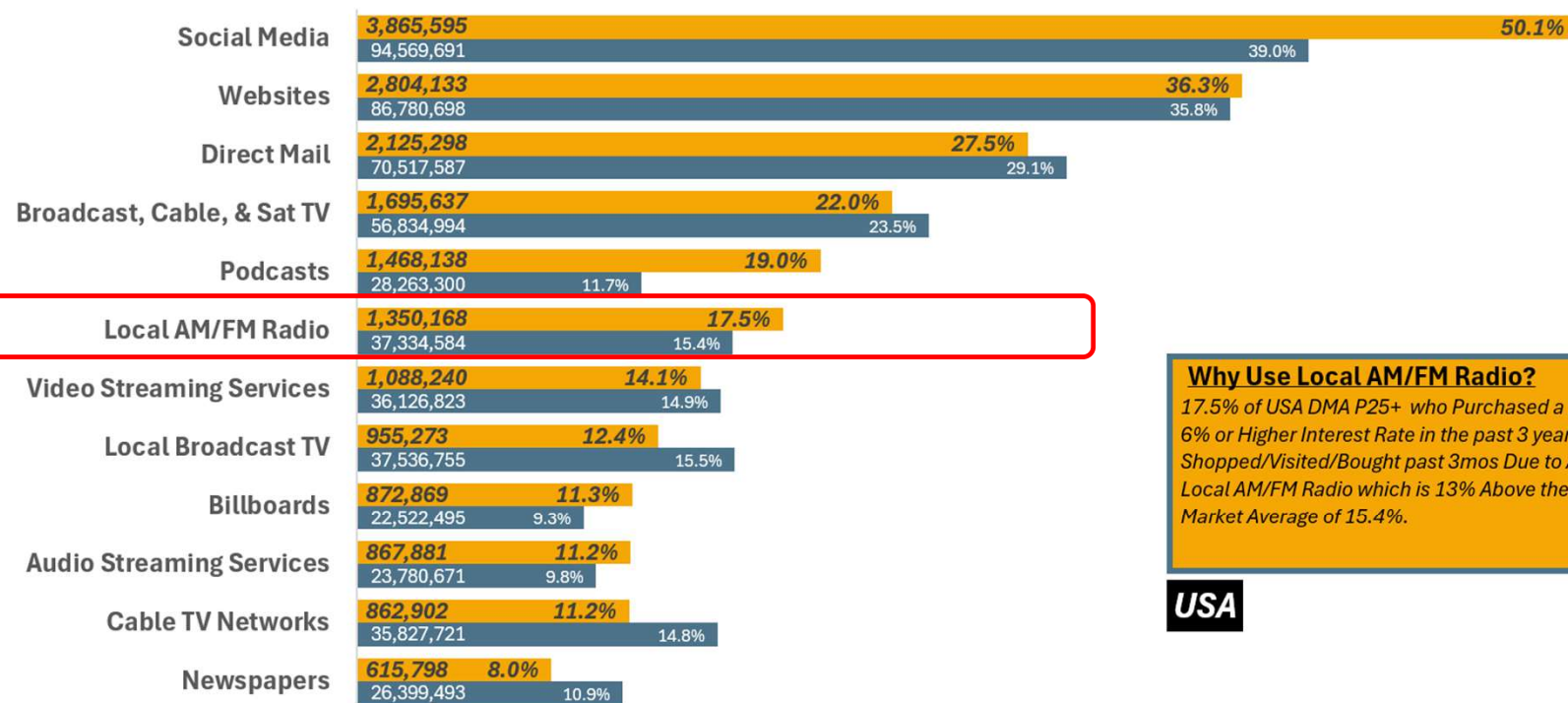


[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



"Advertising Actions"

P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.5% of USA DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the USA DMA Market Average of 15.4%.

USA

■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 682
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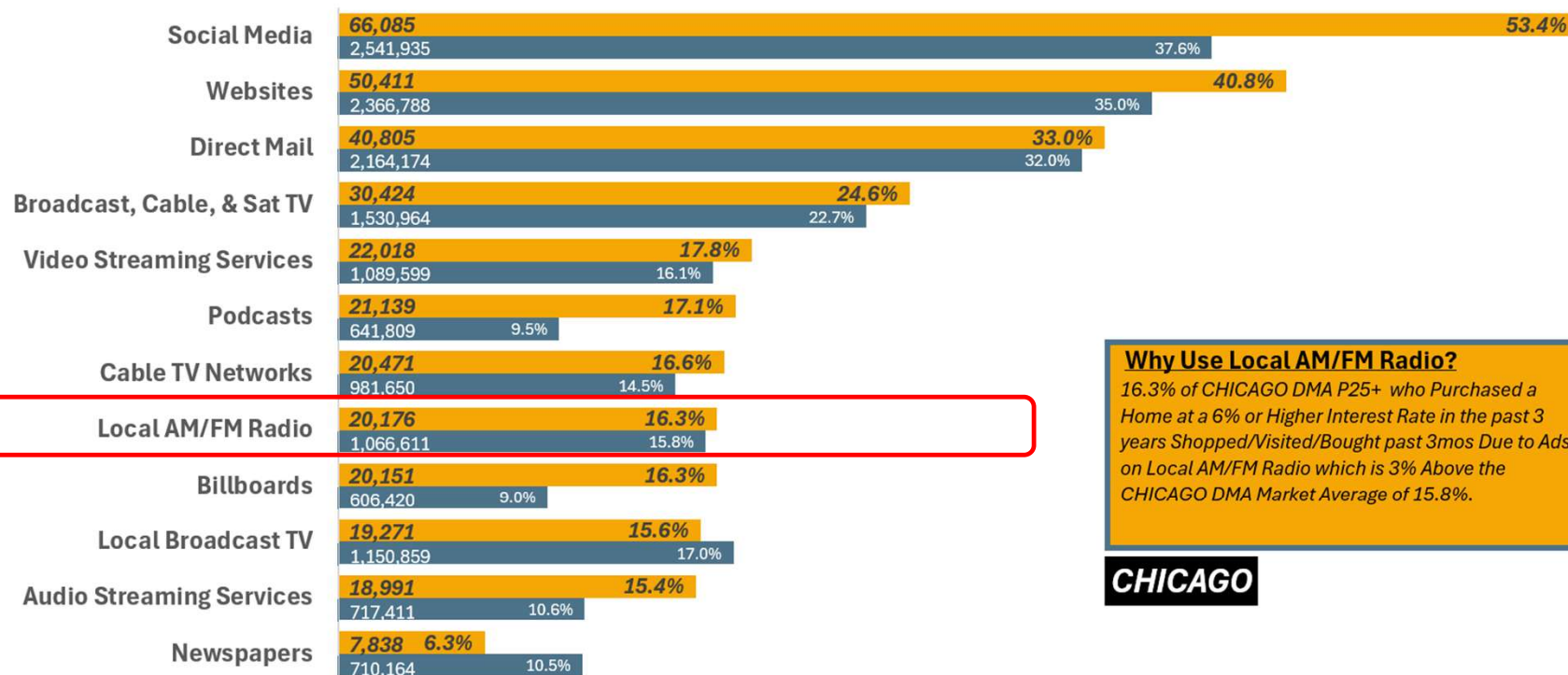
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



"Advertising Actions"

P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.3% of CHICAGO DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the CHICAGO DMA Market Average of 15.8%.

CHICAGO

■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 71
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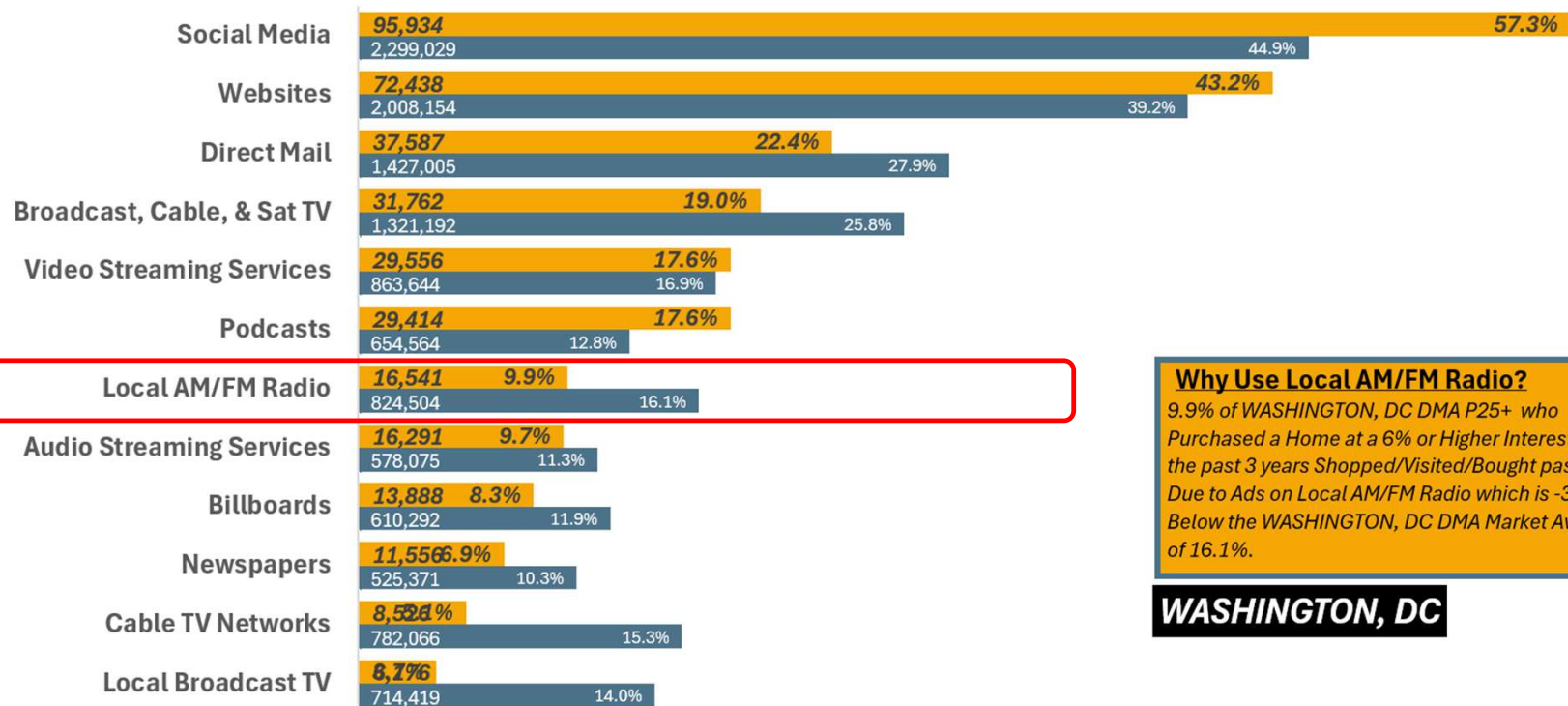
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



"Advertising Actions"

P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.9% of WASHINGTON, DC DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -39% Below the WASHINGTON, DC DMA Market Average of 16.1%.

WASHINGTON, DC

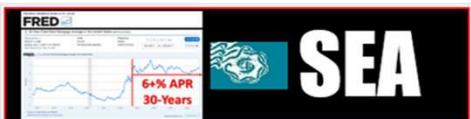
■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 200
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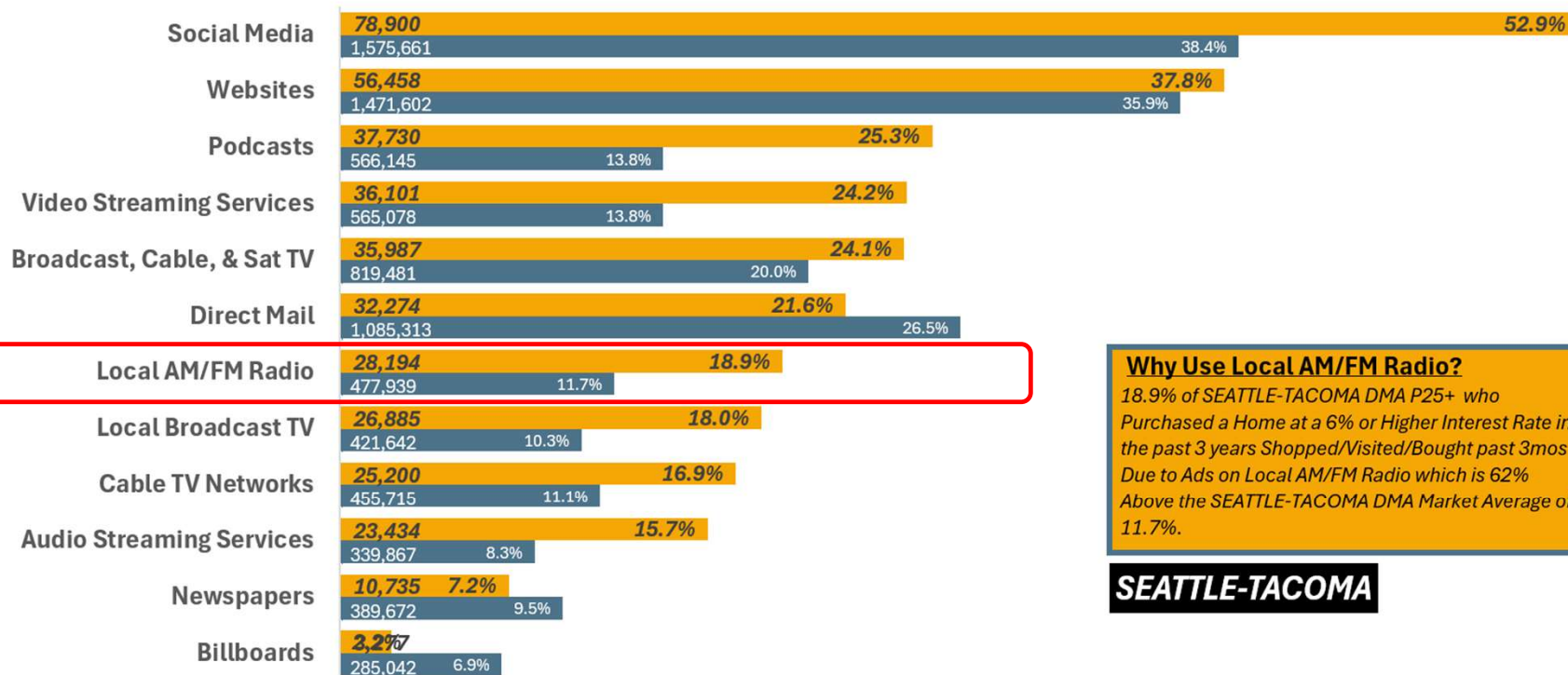
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



"Advertising Actions"

**P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

18.9% of SEATTLE-TACOMA DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 62% Above the SEATTLE-TACOMA DMA Market Average of 11.7%.

SEATTLE-TACOMA

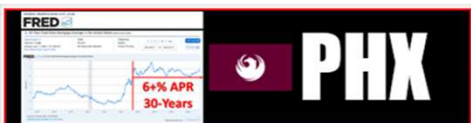
■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 117
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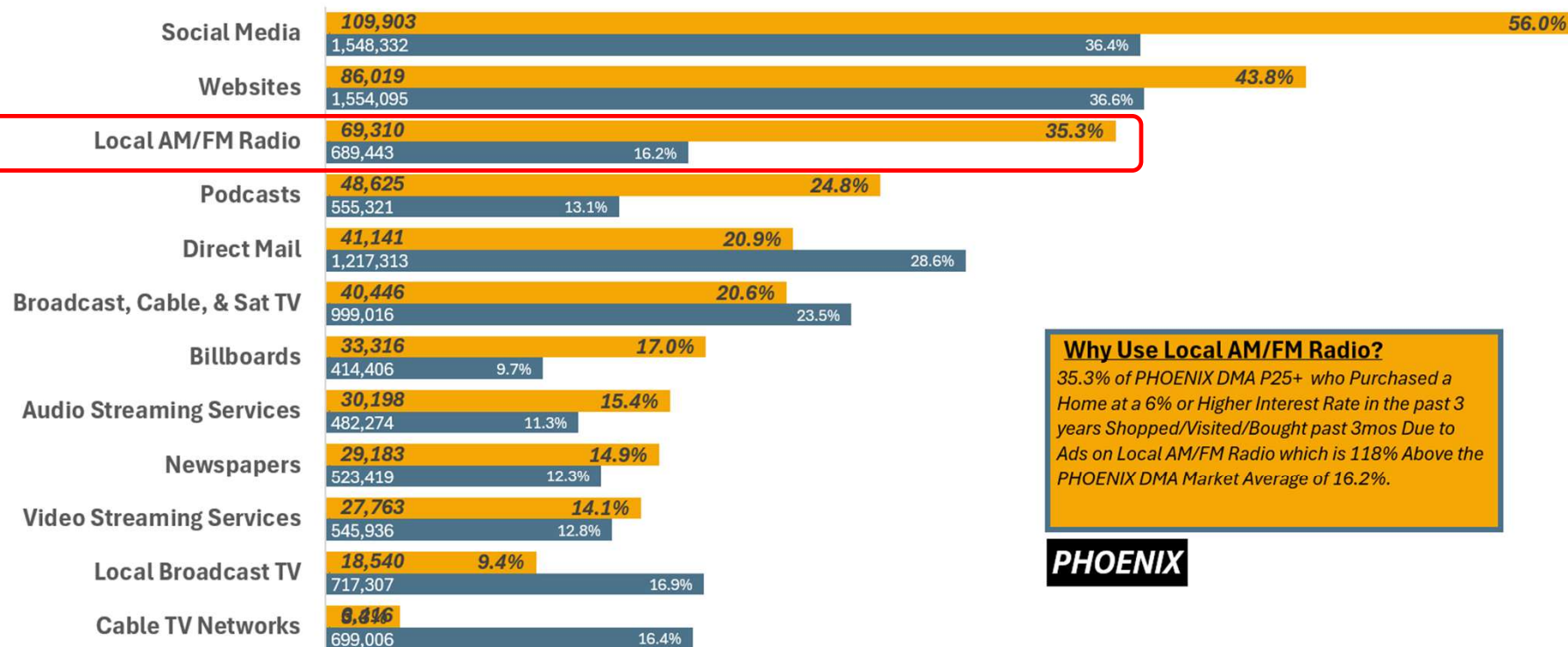
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"Advertising Actions"

**P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

35.3% of PHOENIX DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 118% Above the PHOENIX DMA Market Average of 16.2%.

PHOENIX

■ P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 76
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