

**USA+4 DMAs – P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months!**

# Complete Demographic & Media Use Profiles



# Western Union



## P18+



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA** P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months as of August 31, 2025.

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| You're sending     | 100.00            | USD         |
| Your receiver gets | 1738.22           | MXN         |
| Exchange rate      | 16.7867 MXN       | 17.3822 MXN |
| Our fees           | ±.99 USD 0.00 USD | 100% off    |
| Delivery time      | In minutes        |             |
| Total Amount       | 100.00 USD        |             |

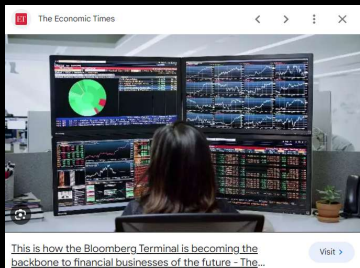
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\*Western Union makes money from FX. Exchange rate shown is an estimate for an account-to-account transfer and subject to change. Offer not available for Quick Collect, credit cards and transfers to Cuba.

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Professional services used by HHLD past 12 months (HHLD): Wire transfer





4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos.  
Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 49.7 years old (2% older than average) and have a \$134,302 (40.8% higher than average) annual household income.

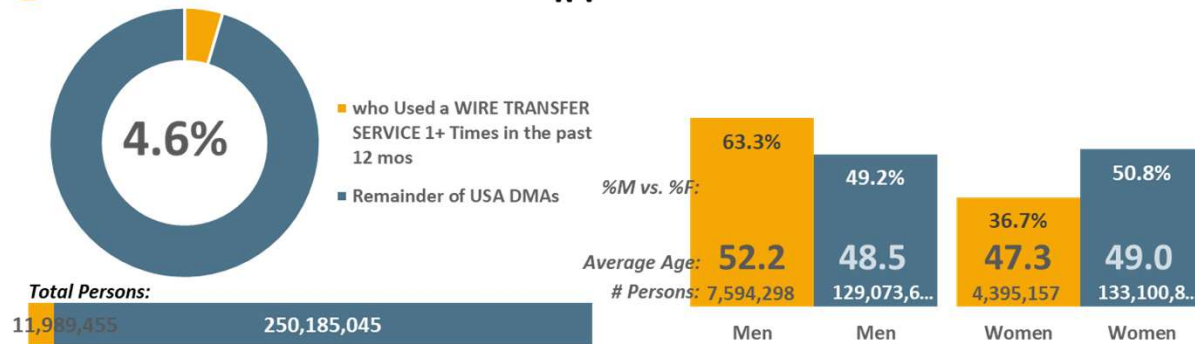


Percent of Market: Adults 18 or older

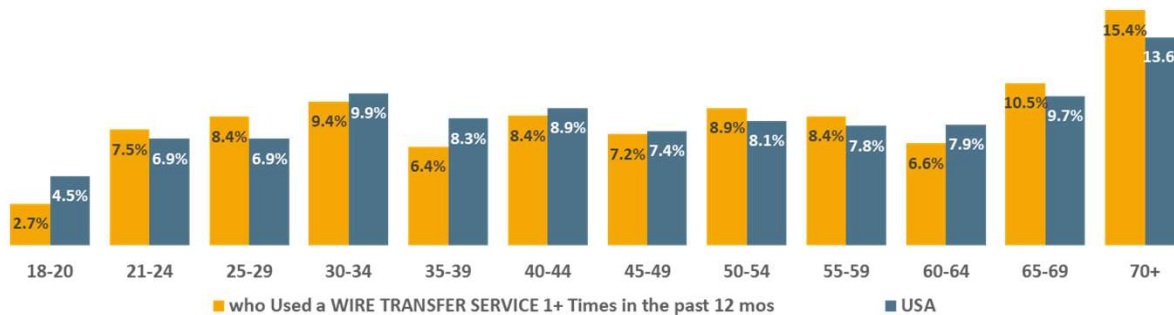


Gender of Target vs. Market: Adults 18 or older

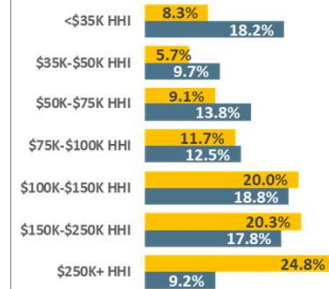
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



**Avg HHI:** \$134,302 (Target) vs \$95,398 (Market)



5.5% or 415,473 of CHI DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 47.4 years old (1.8% younger than average) and have a \$144,222 (34.2% higher than average) annual household...

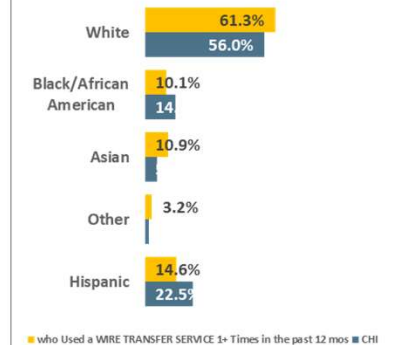
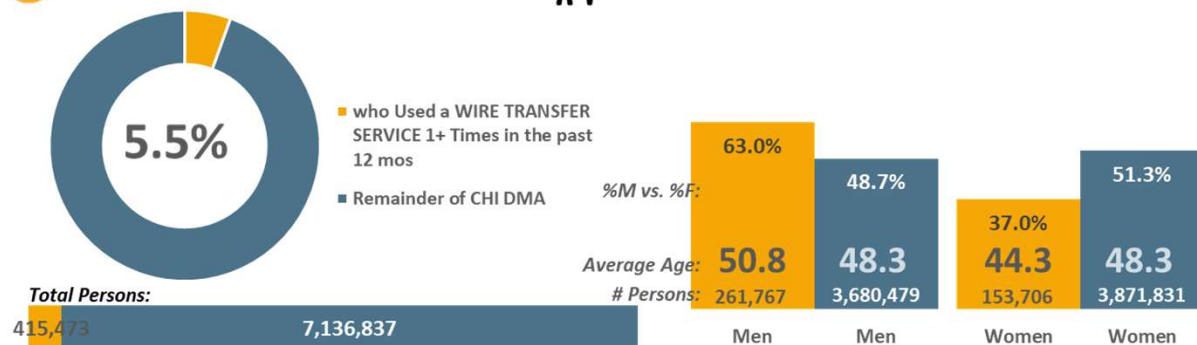


## Percent of Market: Adults 18 or older



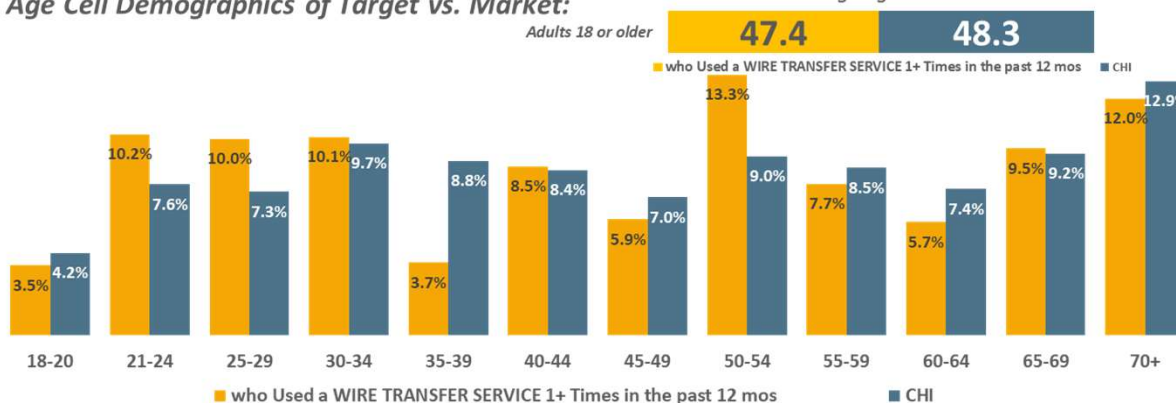
## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:

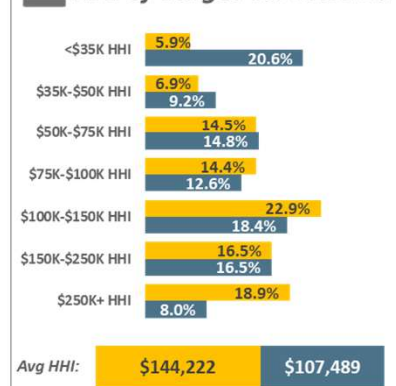


## Age Cell Demographics of Target vs. Market:

## Average Age:



## HHI of Target vs. Market:



**Avg HHI:** \$144,222 (Target) vs \$107,489 (Market)



5.1% or 291,429 of WDC DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos.  
 Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 48.5 years old (1.2% older than average) and have a \$183,189 (33.7% higher than average) annual household income.

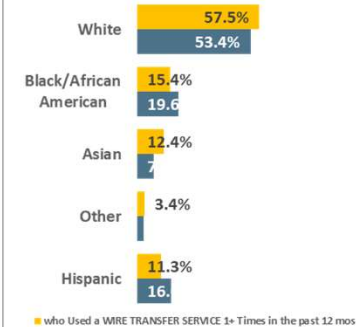
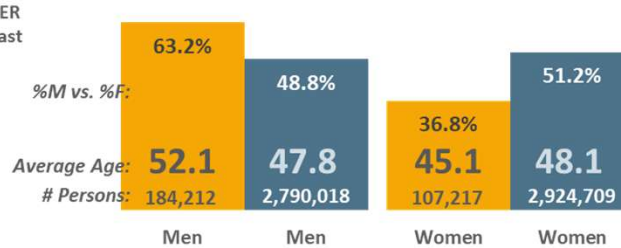
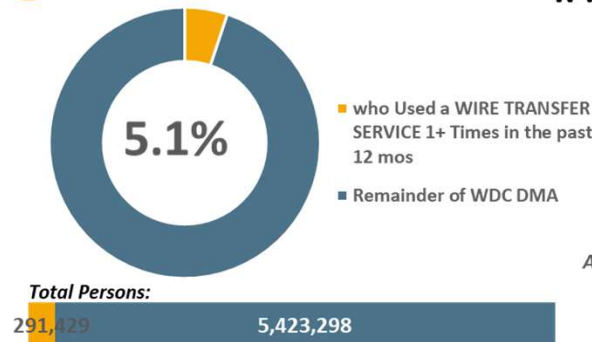


### Percent of Market: Adults 18 or older

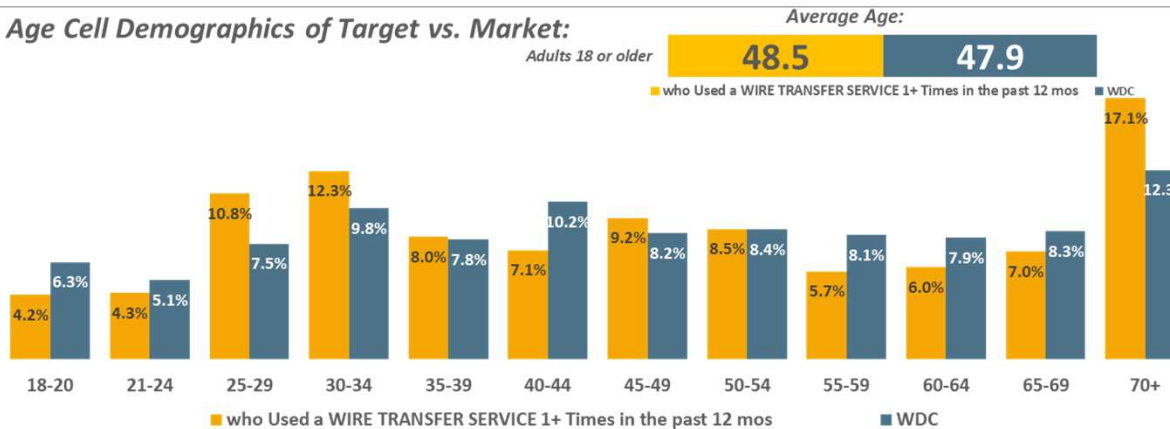


### Gender of Target vs. Market: Adults 18 or older

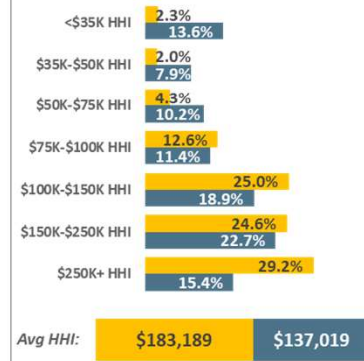
### Ethnicity of Target vs. Market:



### Age Cell Demographics of Target vs. Market:



### HHI of Target vs. Market:







5.7% or 256,391 of SEA DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 50. years old (3.6% older than average) and have a \$172,152 (37.9% higher than average) annual household income.

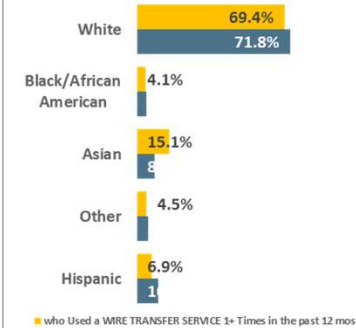
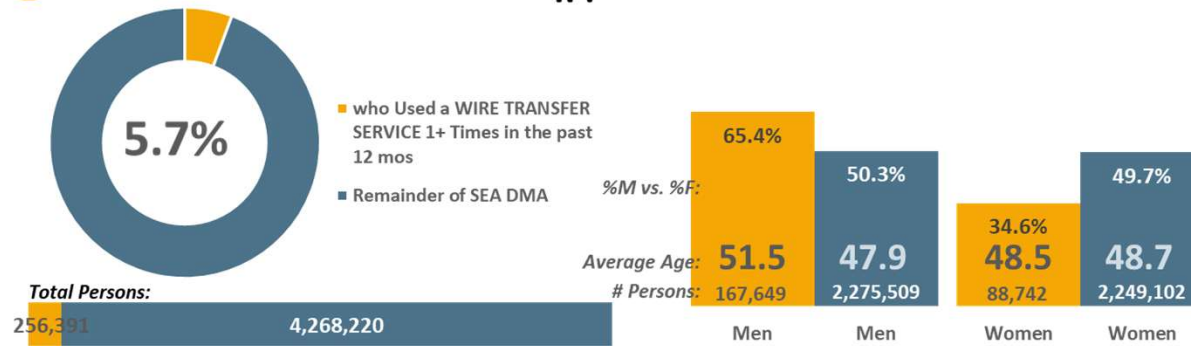


Percent of Market: Adults 18 or older

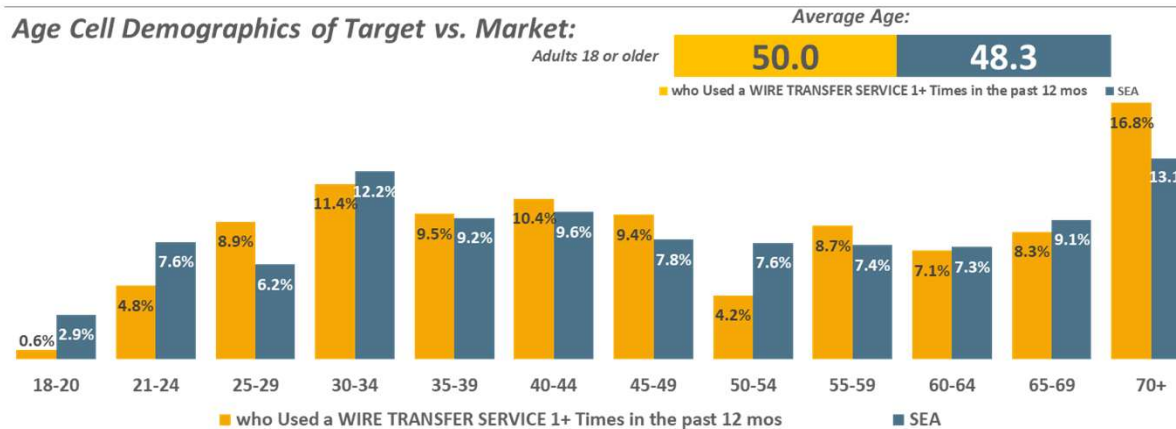


Gender of Target vs. Market: Adults 18 or older

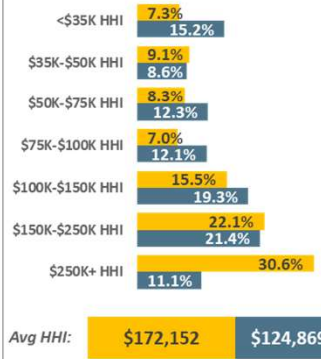
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.6% or 173,099 of PHX DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 51.5 years old (5.8% older than average) and have a \$164,984 (56.6% higher than average) annual household income.

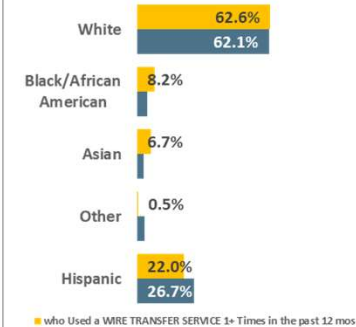
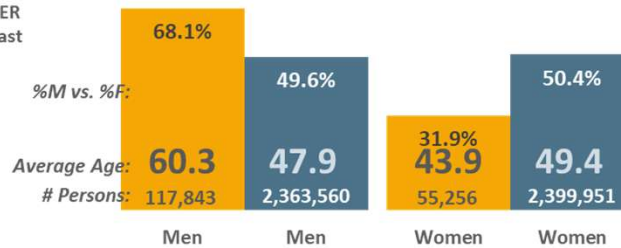
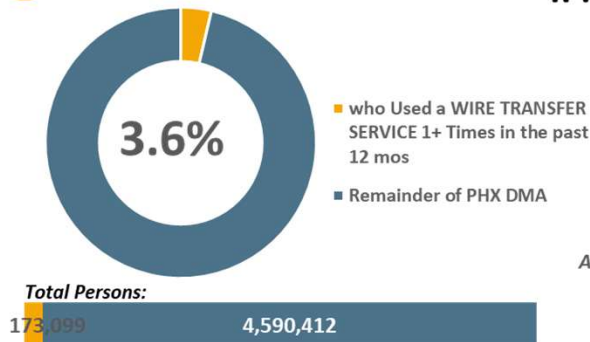


## Percent of Market: Adults 18 or older



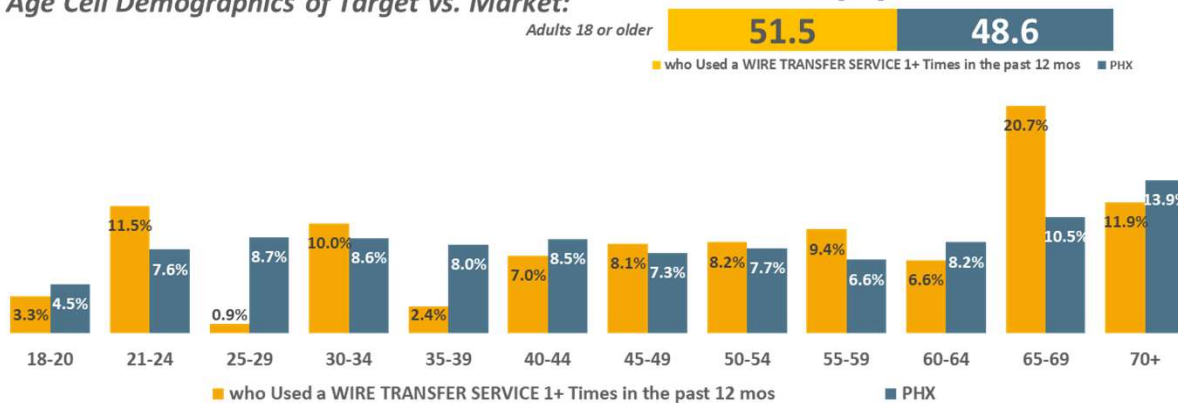
## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:

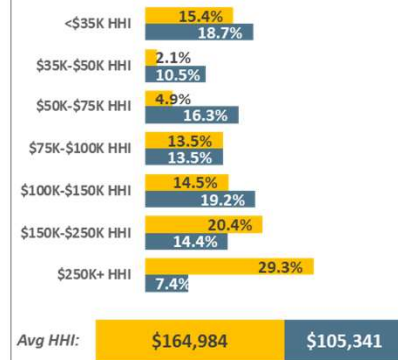


## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:

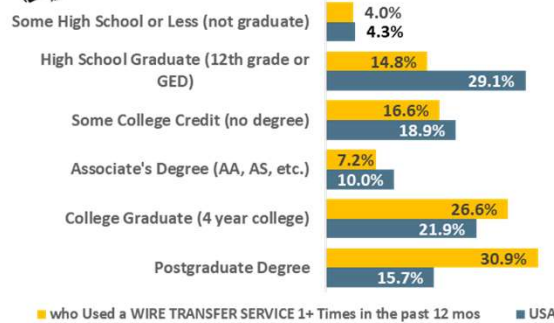




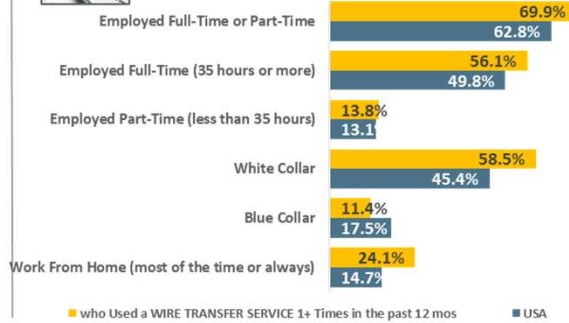
4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 52.5% more likely to be a college graduate, 12.6% more likely to work full-time, 19.2% more likely to be married, 11.5% more likely to be a parent of 1 or more children un



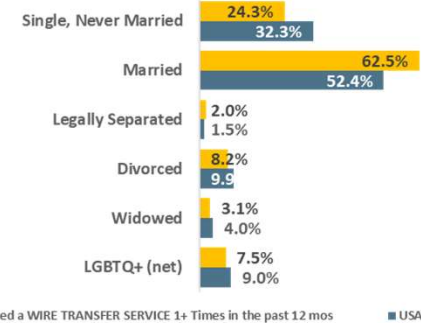
### Education Levels: Adults 18 or older



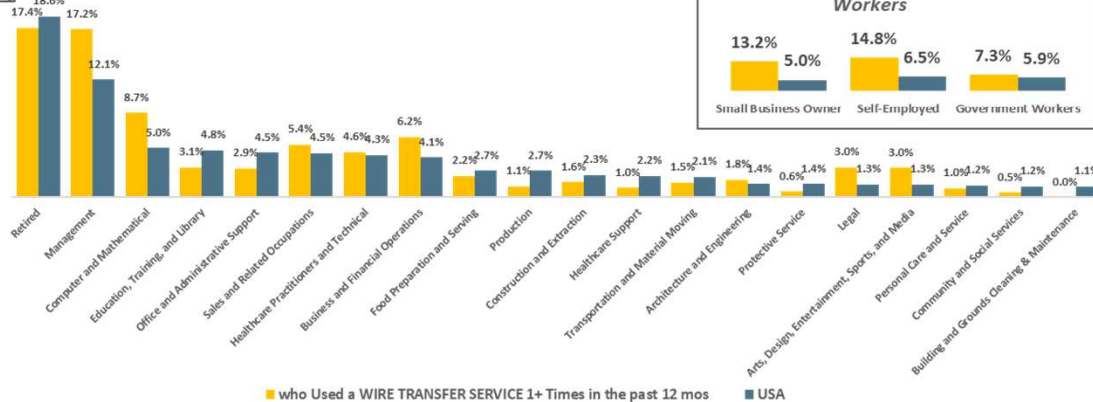
### Employment: Adults 18 or older



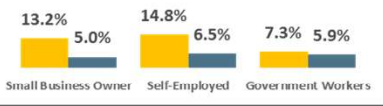
### Marital Status: Adults 18 or older



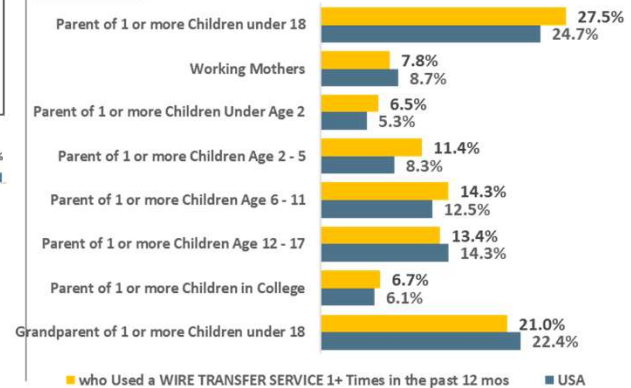
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

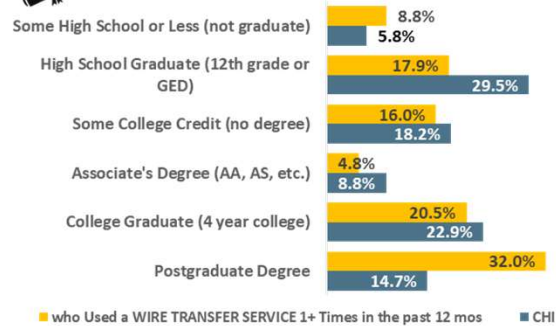




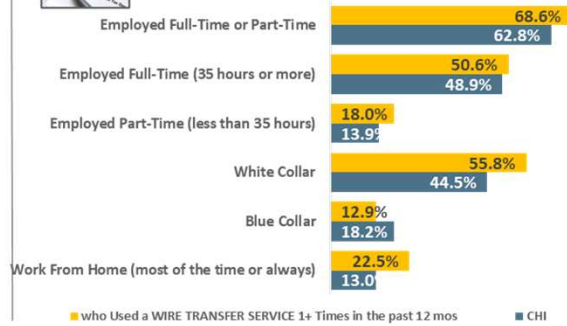
5.5% or 415,473 of CHI DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 39.6% more likely to be a college graduate, 3.5% more likely to work full-time, 25.5% more likely to be married, 6.7% more likely to be a parent of 1 or more children unde



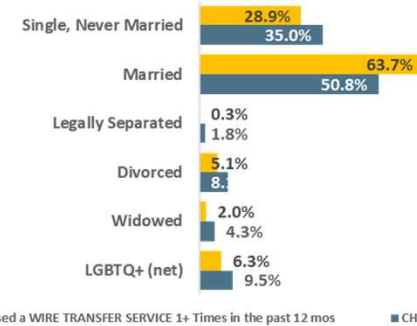
### Education Levels: Adults 18 or older



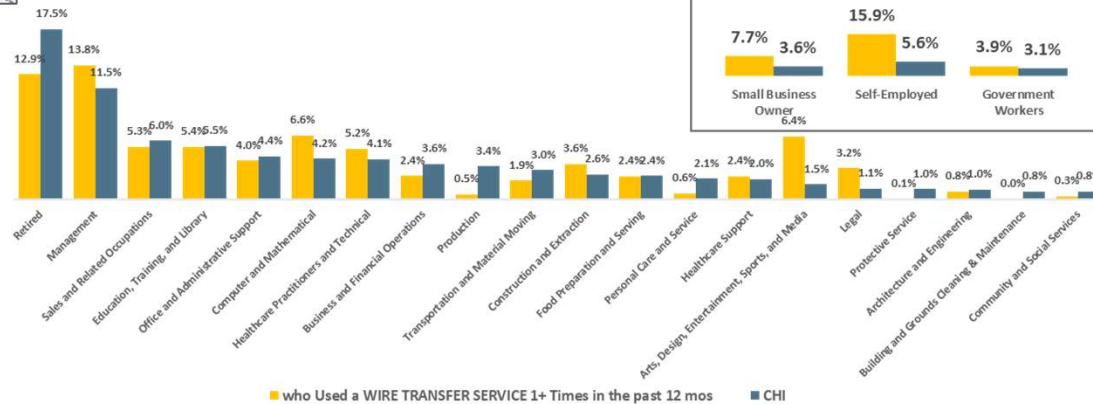
### Employment: Adults 18 or older



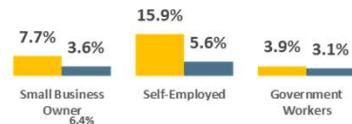
### Marital Status: Adults 18 or older



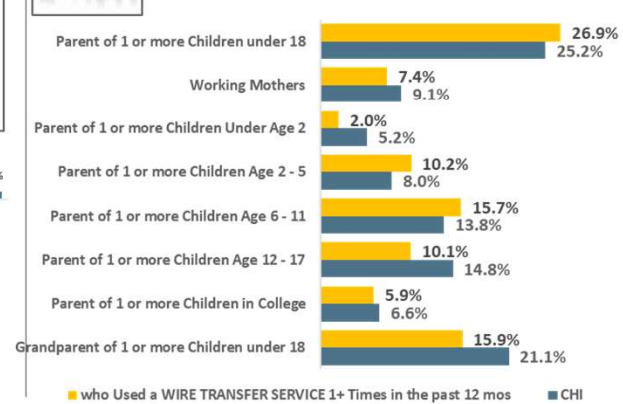
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

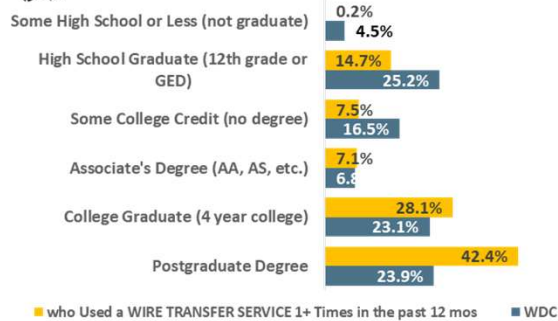




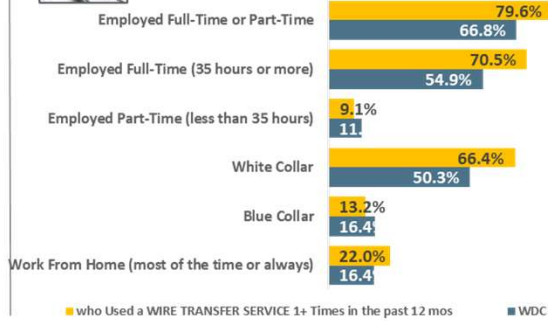


5.1% or 291,429 of WDC DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12...  
 Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 50.1% more likely to be a college graduate, 28.4% more likely to work full-time, 19.3% more likely to be married, 16.2% more likely to be a parent of 1 or more children un

## Education Levels: Adults 18 or older



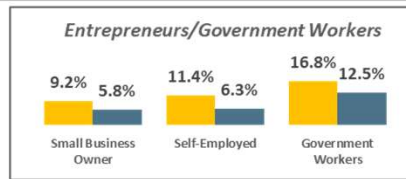
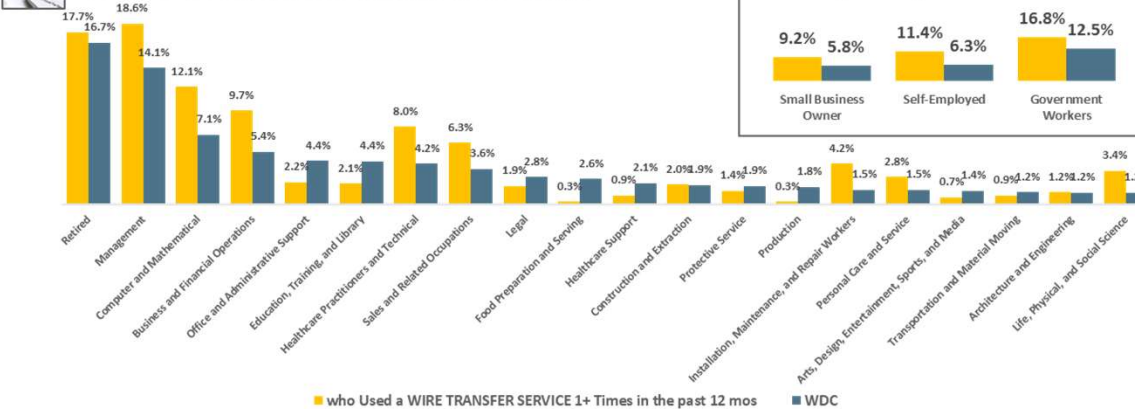
## Employment: Adults 18 or older



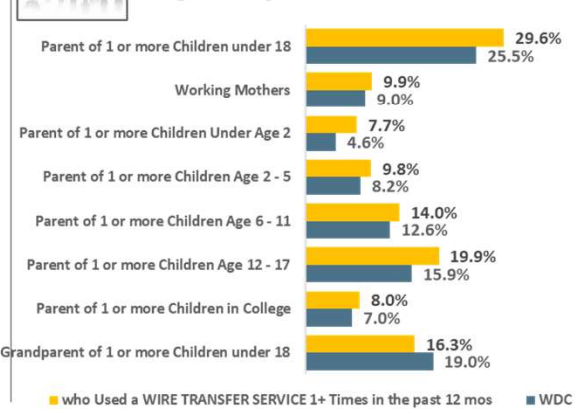
## Marital Status: Adults 18 or older



## Top-20 Occupations: Adults 18 or older



## Stage in Life: Adults 18 or older

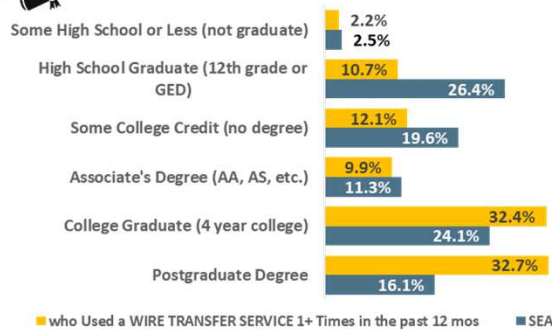




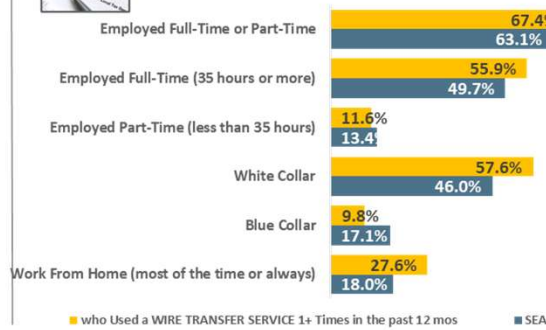
5.7% or 256,391 of SEA DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 61.7% more likely to be a college graduate, 12.3% more likely to work full-time, 12.3% more likely to be married, 24.8% more likely to be a parent of 1 or more children un



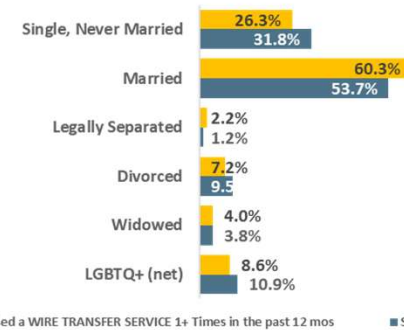
### Education Levels: Adults 18 or older



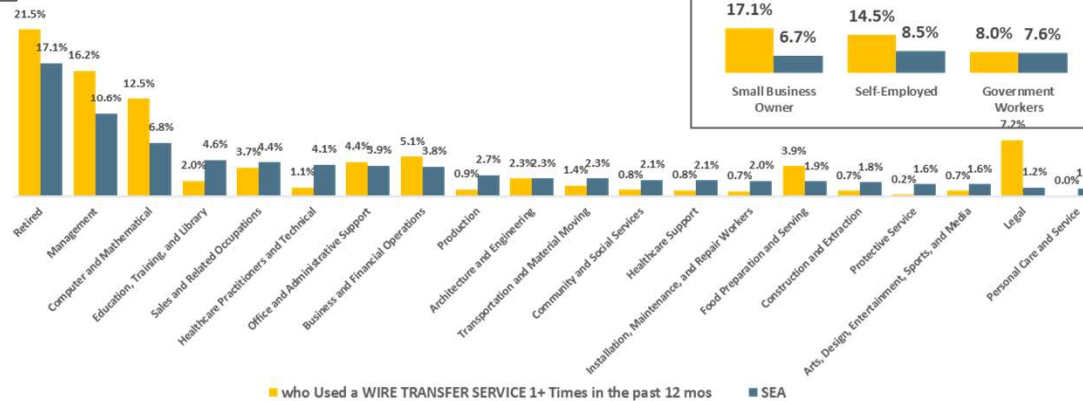
### Employment: Adults 18 or older



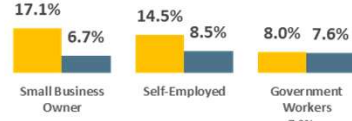
### Marital Status: Adults 18 or older



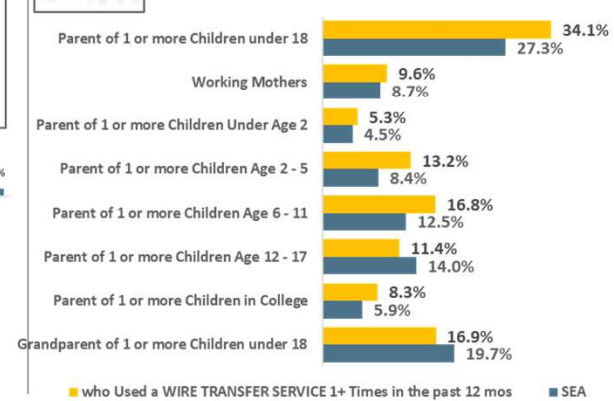
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

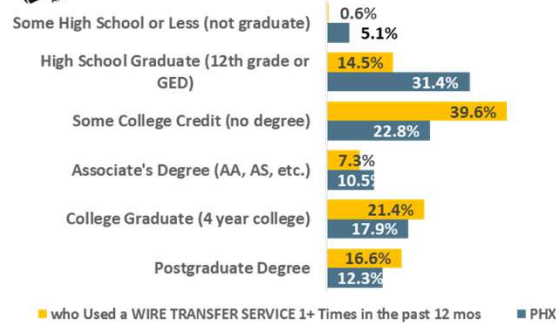




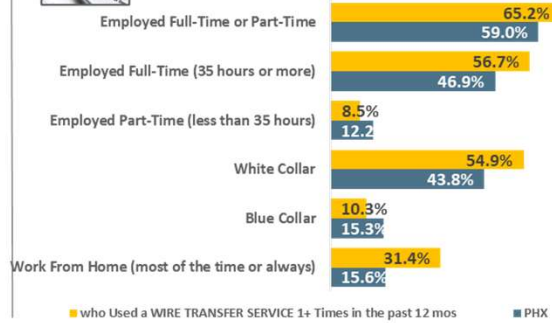
3.6% or 173,099 of PHX DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 25.8% more likely to be a college graduate, 21.% more likely to work full-time, 4.% less likely to be married, 21.6% less likely to be a parent of 1 or more children under



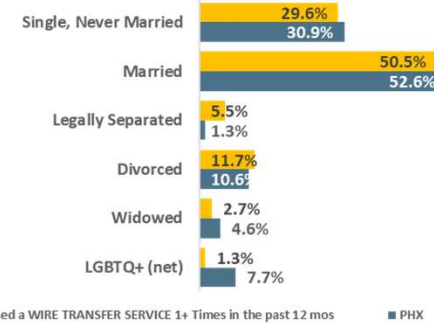
### Education Levels: Adults 18 or older



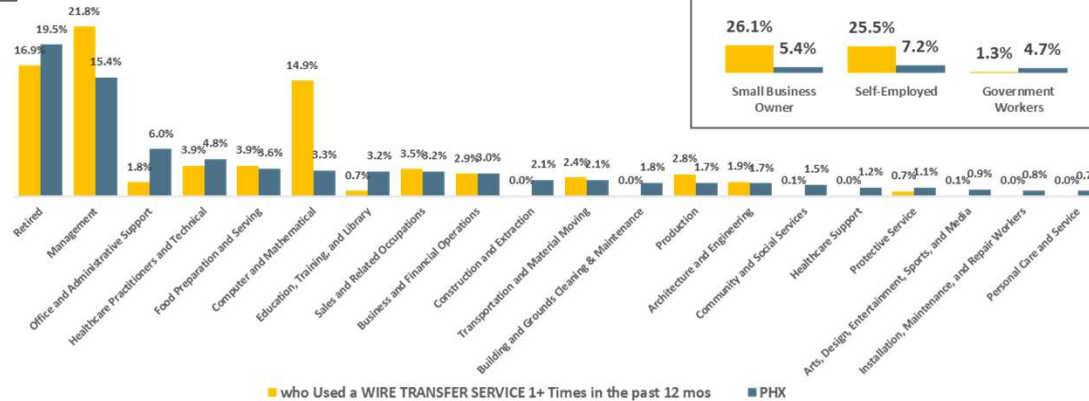
### Employment: Adults 18 or older



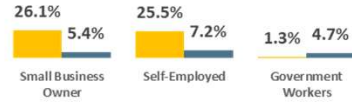
### Marital Status: Adults 18 or older



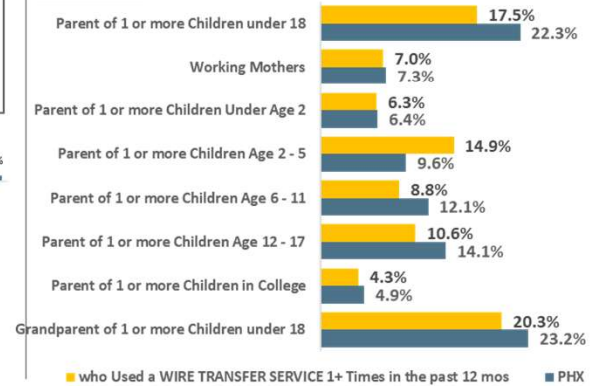
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



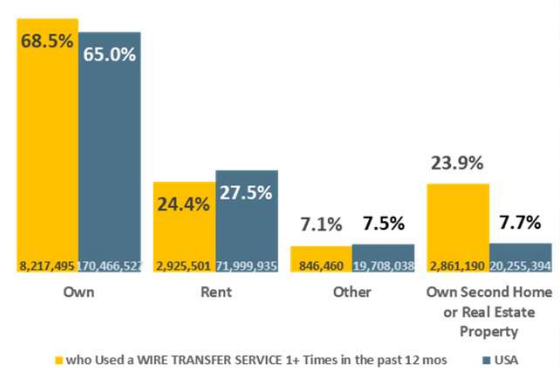
### Stage in Life: Adults 18 or older



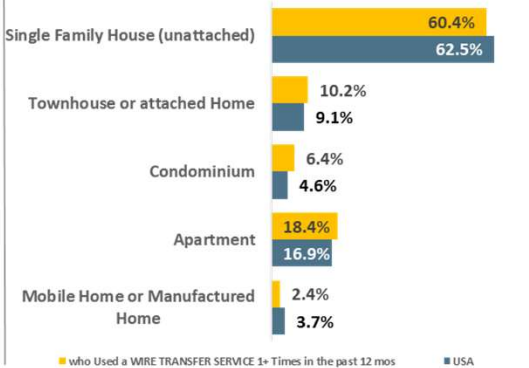


4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 5.4% more likely to own their home, 62.5% more likely to own a higher valued home, 3.5% less likely to have a single-family home, 4.2% more likely to have a dog.

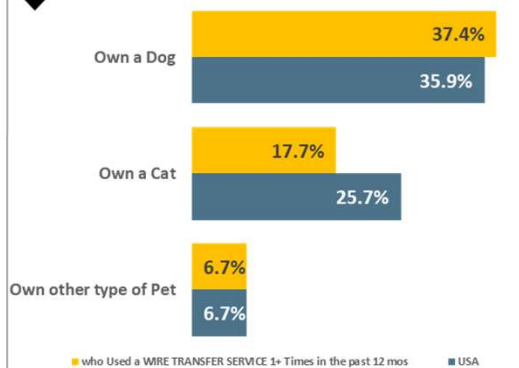
**Own/Rent/Other: Adults 18 or older**



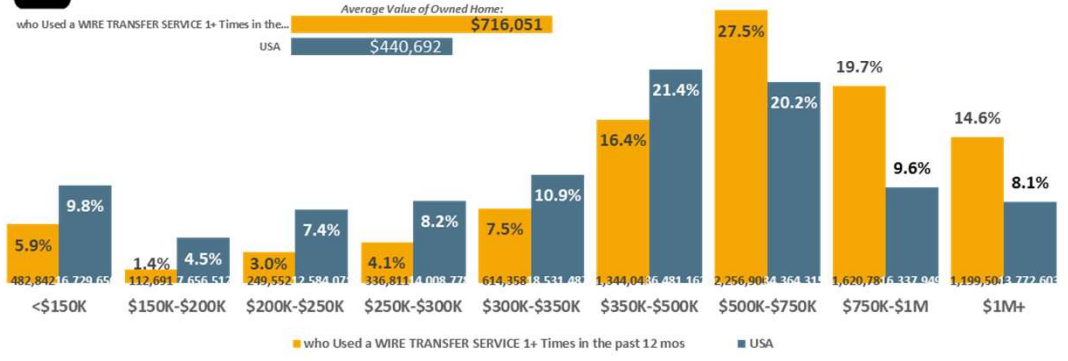
**Type of Home: Adults 18 or older**



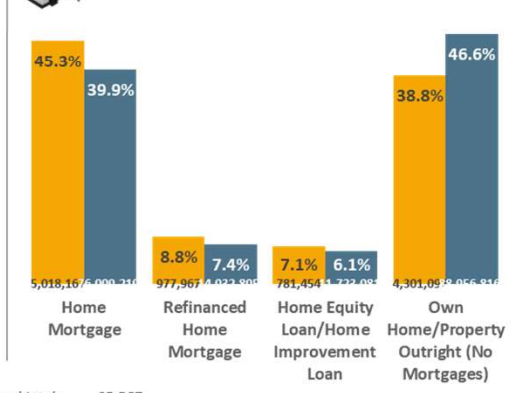
**Pets in Home: Adults 18 or older**



**Value of Owned Home: Adults 18 or older**



**Home Loans: Adults 18 or older**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

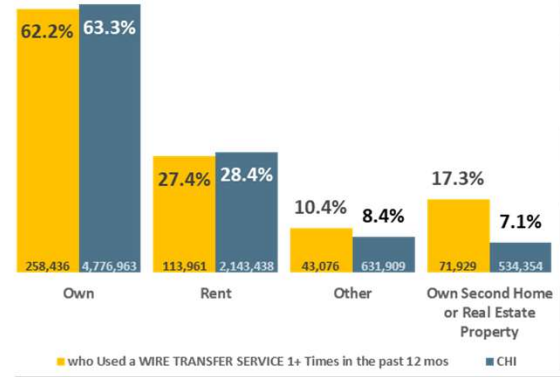
Professional services used by HHLD past 12 months (HHLD): Wire transfer



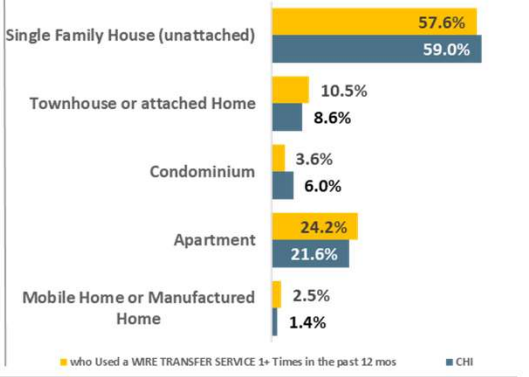


5.5% or 415,473 of CHI DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 1.7% less likely to own their home, 28.4% more likely to own a higher valued home, 2.4% less likely to have a single-family home, 12.7% more likely to have a dog.

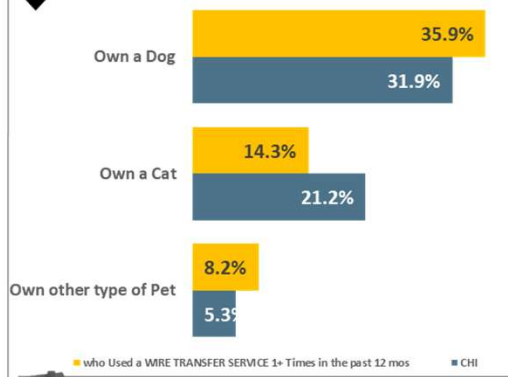
### Own/Rent/Other: Adults 18 or older



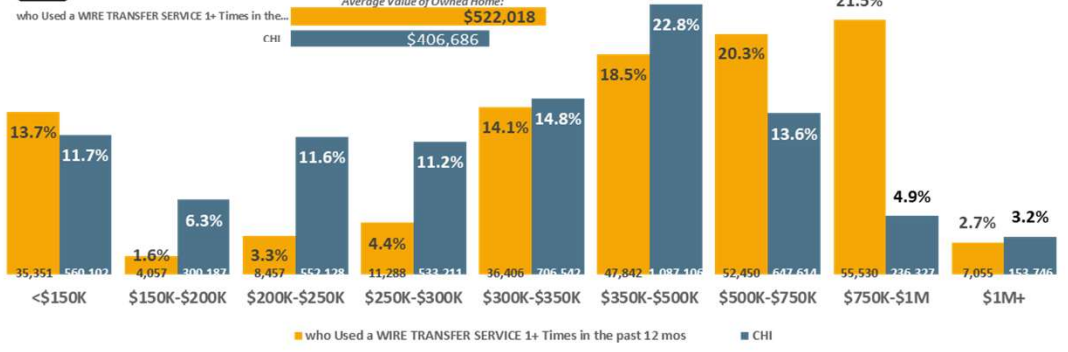
### Type of Home: Adults 18 or older



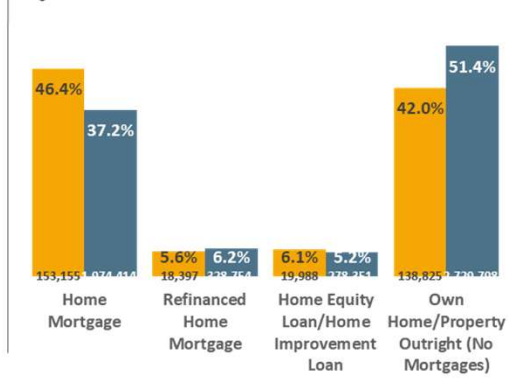
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

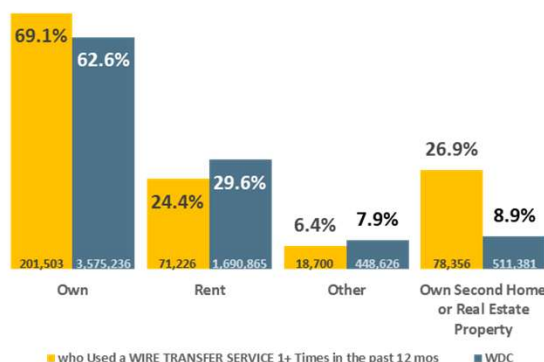




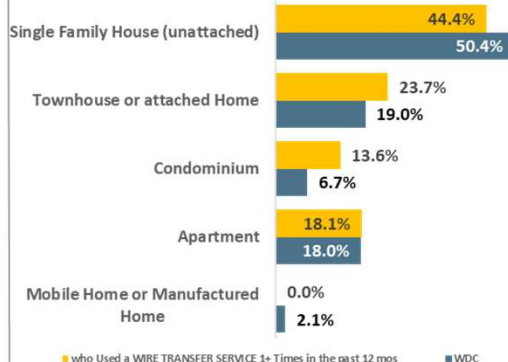
5.1% or 291,429 of WDC DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 10.5% more likely to own their home, 23.8% more likely to own a higher valued home, 11.9% less likely to have a single-family home, 1.1% more likely to have a dog.



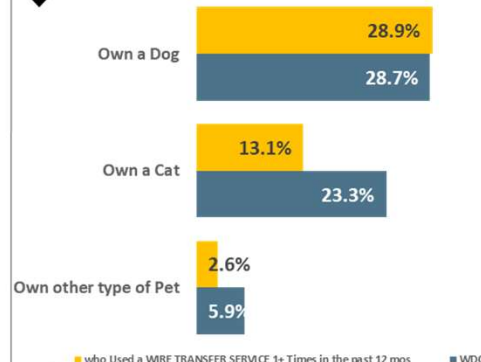
### Own/Rent/Other: Adults 18 or older



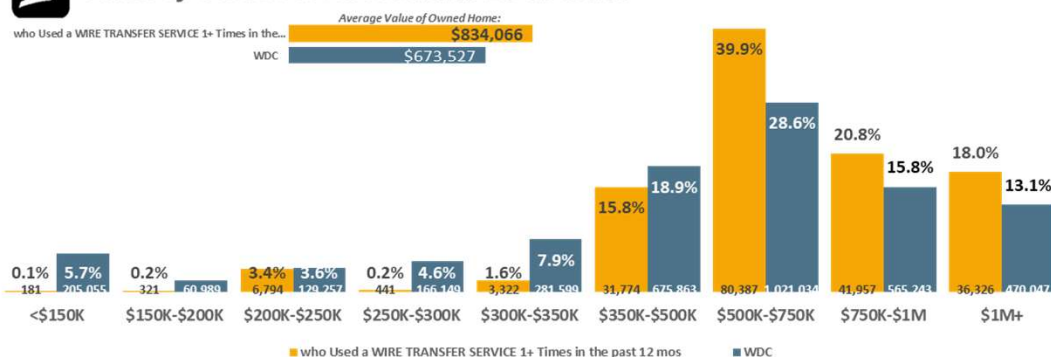
### Type of Home: Adults 18 or older



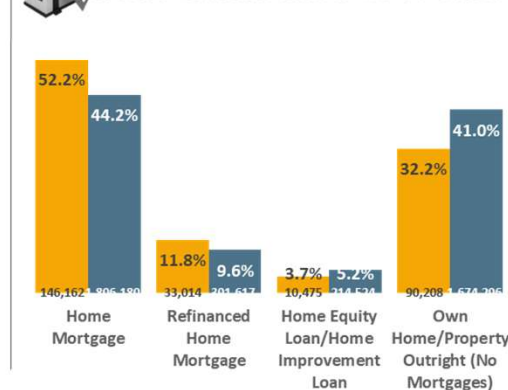
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



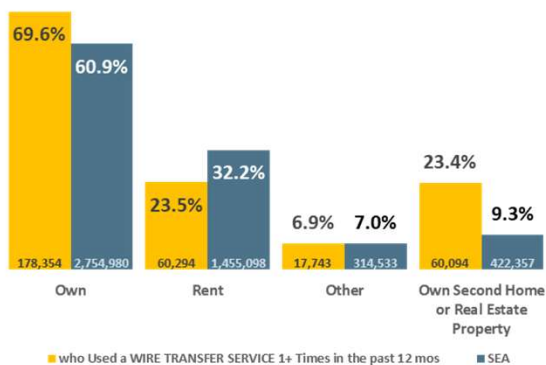
### Home Loans: Adults 18 or older



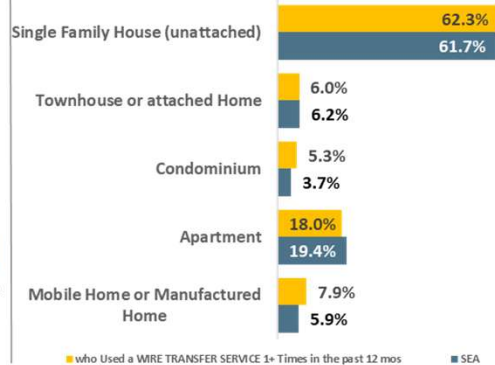


5.7% or 256,391 of SEA DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 14.2% more likely to own their home, 19.6% more likely to own a higher valued home, 1.0% more likely to have a single-family home, 10.1% more likely to have a dog.

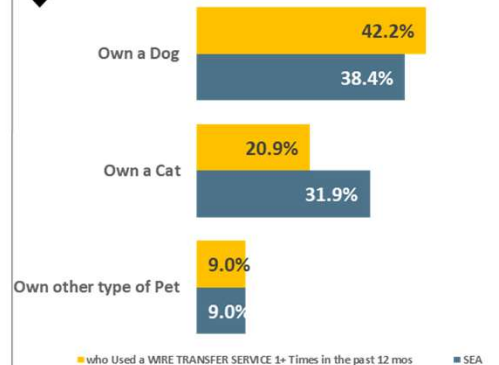
### Own/Rent/Other: Adults 18 or older



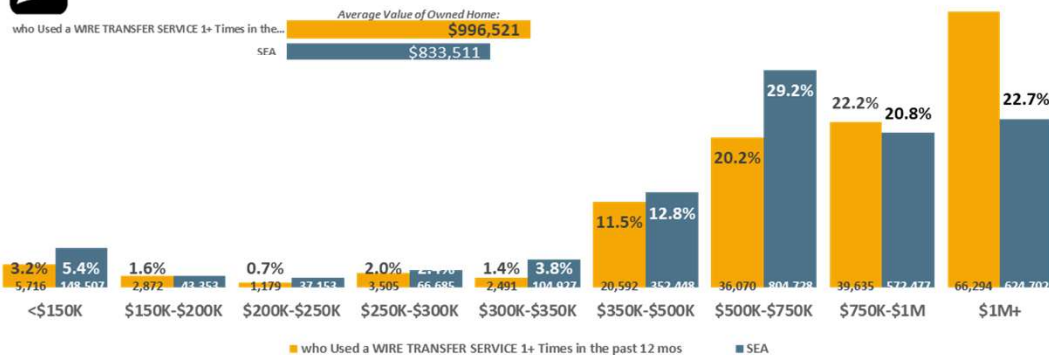
### Type of Home: Adults 18 or older



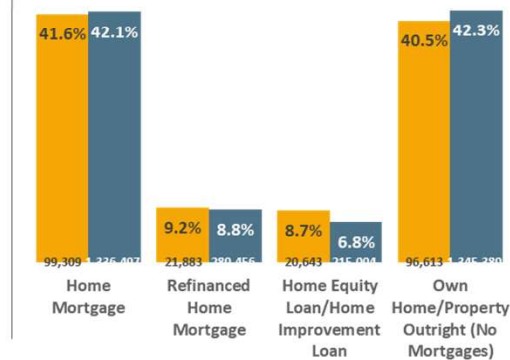
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older

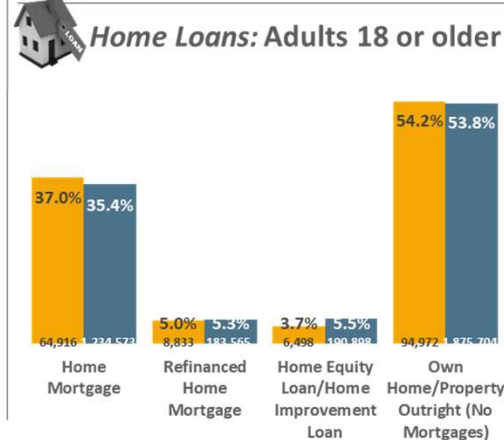
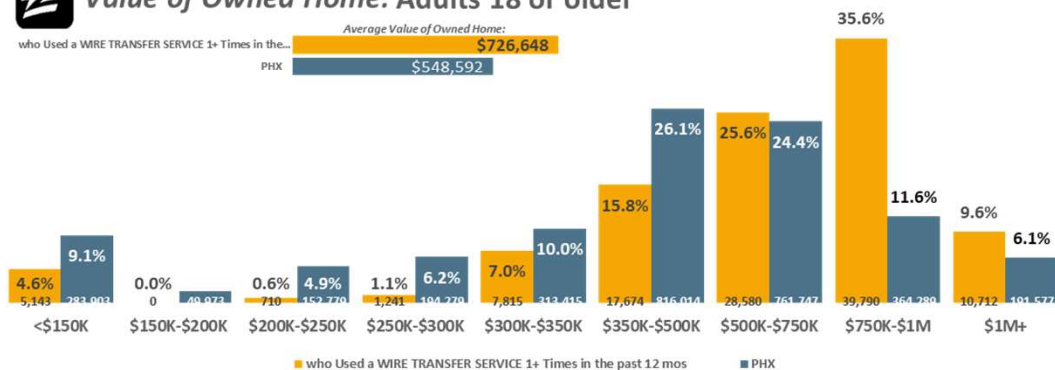
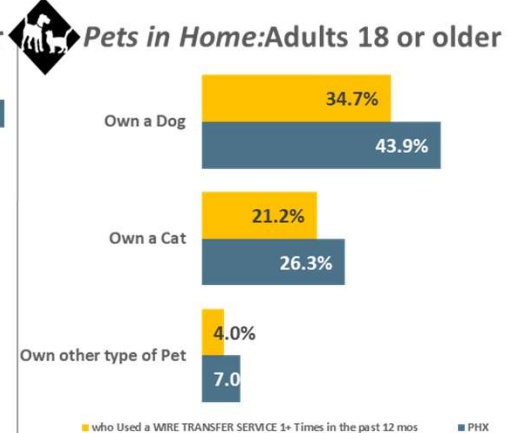
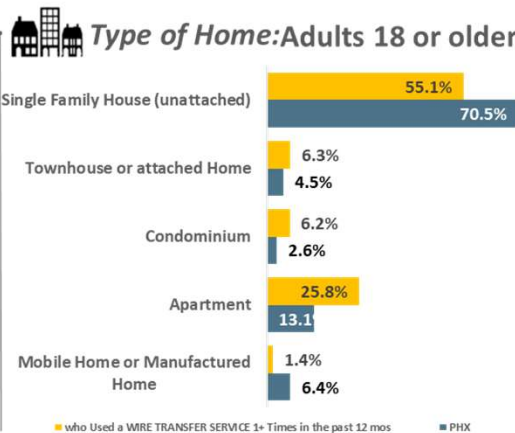
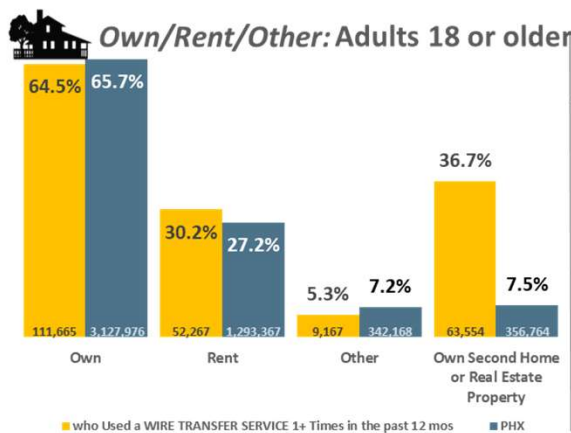


### Home Loans: Adults 18 or older





3.6% or 173,099 of PHX DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 1.8% less likely to own their home, 32.5% more likely to own a higher valued home, 21.8% less likely to have a single-family home, 20.8% less likely to have a dog.



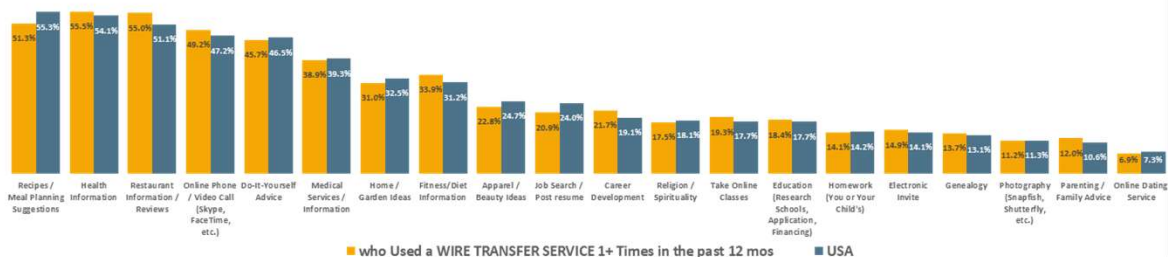




4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 1.6% less likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 60.6% more likely to belong to a gym, 28.1% more likely to fly domesti

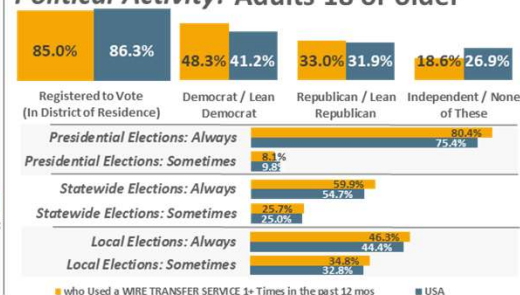


### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos ■ USA

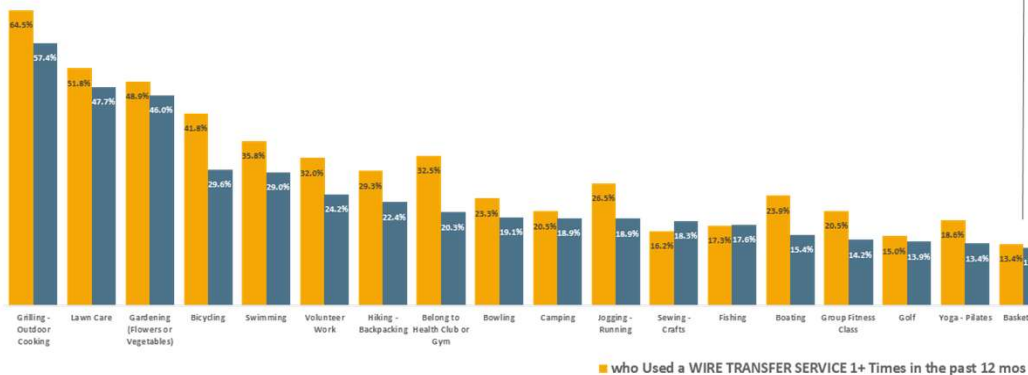
### Political Activity: Adults 18 or older



■ who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos ■ USA



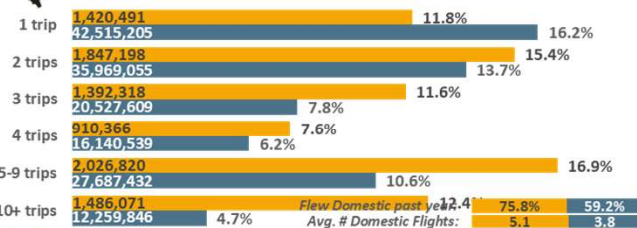
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos ■ USA



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



Flew Domestic past year 12.4% 75.8% 59.2%  
Avg. # Domestic Flights: 5.1 3.8

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

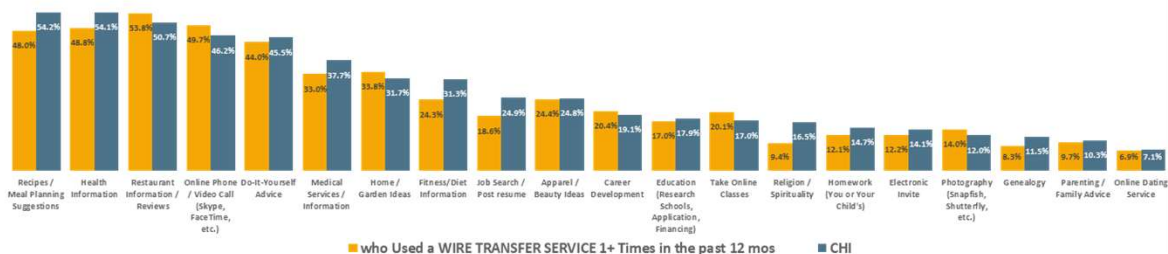
Professional services used by HHLD past 12 months (HHLD): Wire transfer



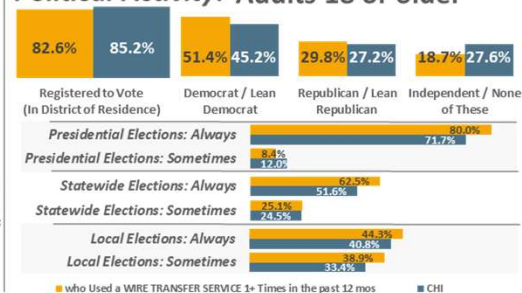
5.5% or 415,473 of CHI DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 3.4% less likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 64.% more likely to belong to a gym, 8.8% more likely to fly domestic



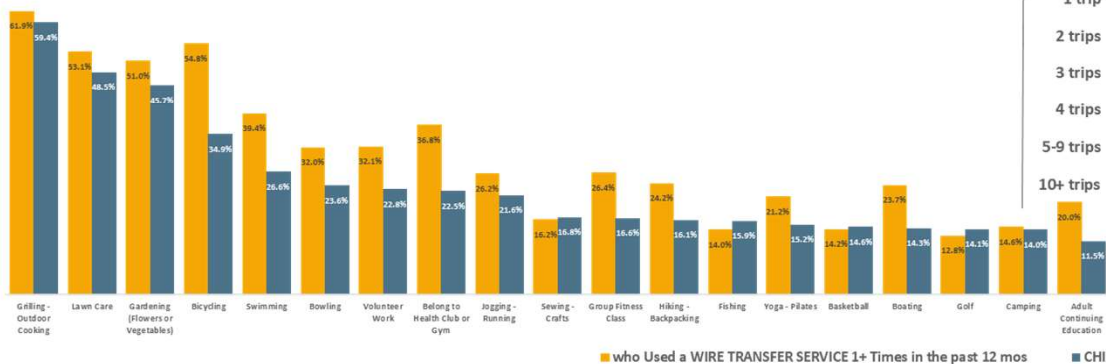
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



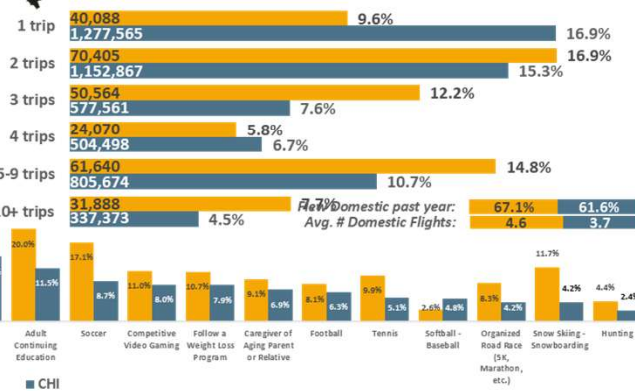
### Political Activity: Adults 18 or older



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



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

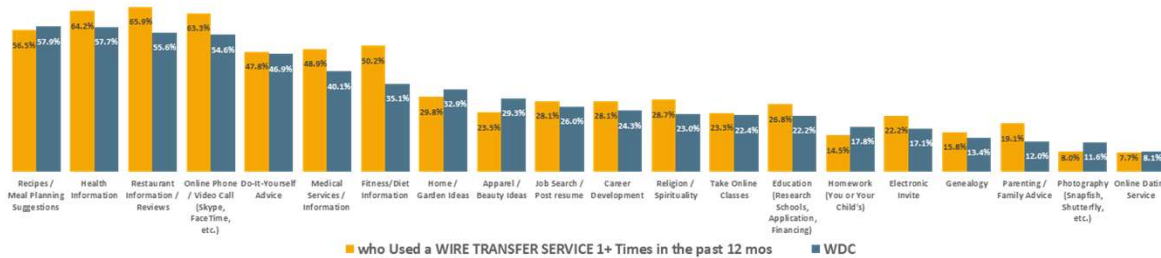




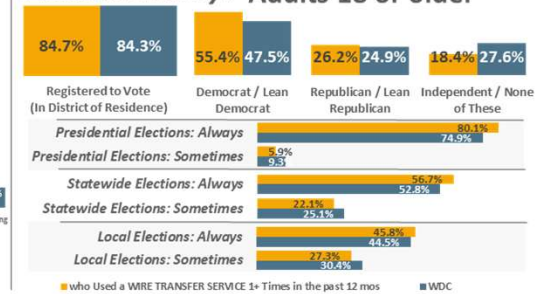
5.1% or 291,429 of WDC DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 1.9% more likely to look up D-I-Y advice online, 3.% more likely to always vote in local elections, 47.6% more likely to belong to a gym, 28.5% more likely to fly domestic



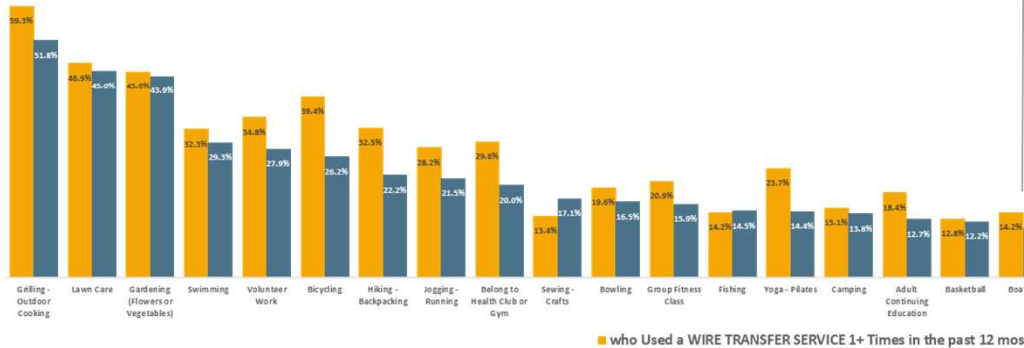
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



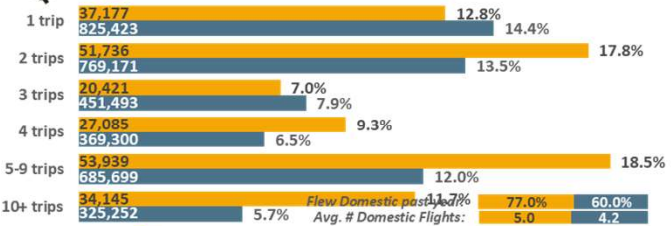
### Political Activity: Adults 18 or older



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



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



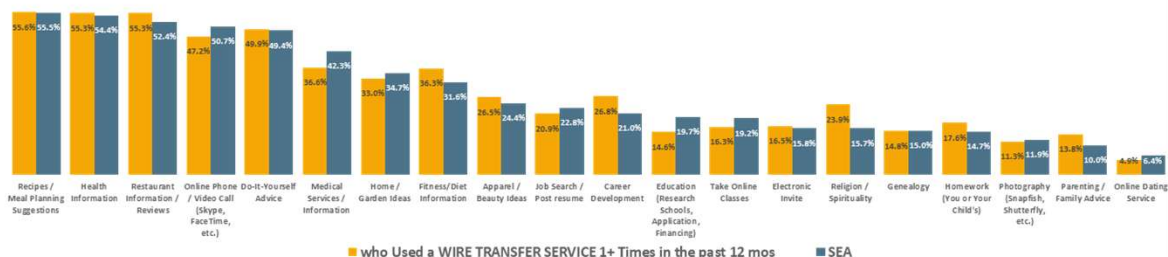
Flew Domestic past 12 mos: 77.0% (orange) vs 60.0% (blue)  
Avg. # Domestic Flights: 5.0 (orange) vs 4.2 (blue)



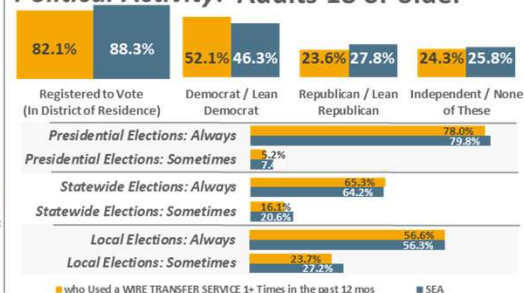
5.7% or 256,391 of SEA DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 1.% more likely to look up D-I-Y advice online, .4% more likely to always vote in local elections, 65.% more likely to belong to a gym, 28.8% more likely to fly domestic p



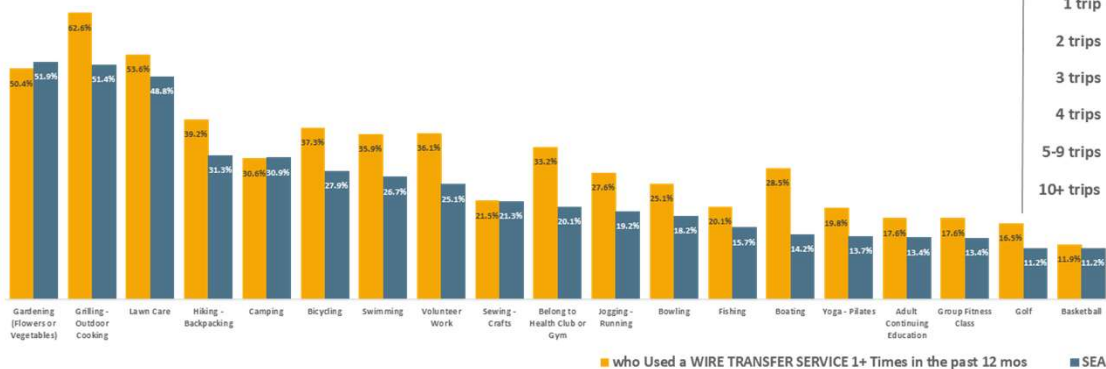
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



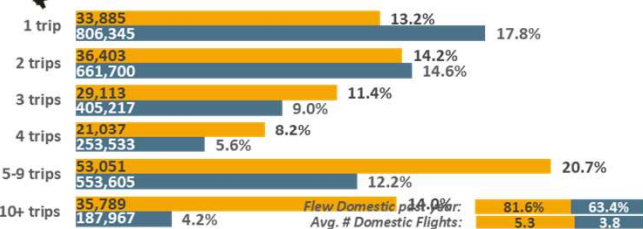
### Political Activity: Adults 18 or older



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



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



Flew Domestic past 12 mos: 81.6% (SEA: 63.4%)  
Avg. # Domestic Flights: 5.3 (SEA: 3.8)

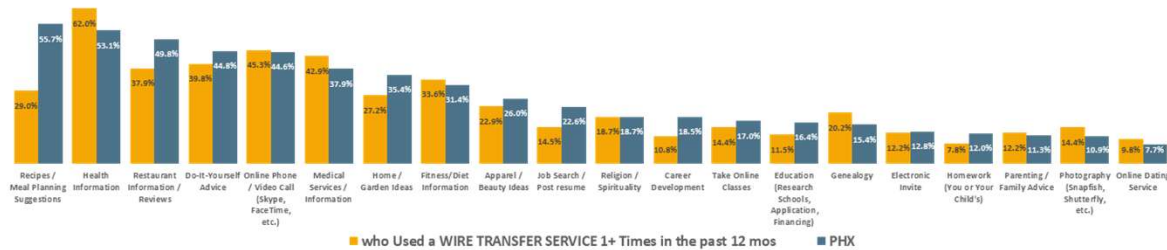




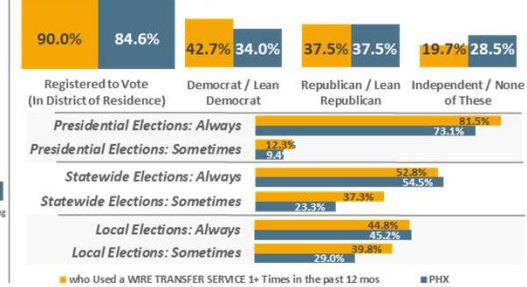
3.6% or 173,099 of PHX DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 11.2% less likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 27.8% more likely to belong to a gym, 25.5% more likely to fly domesti



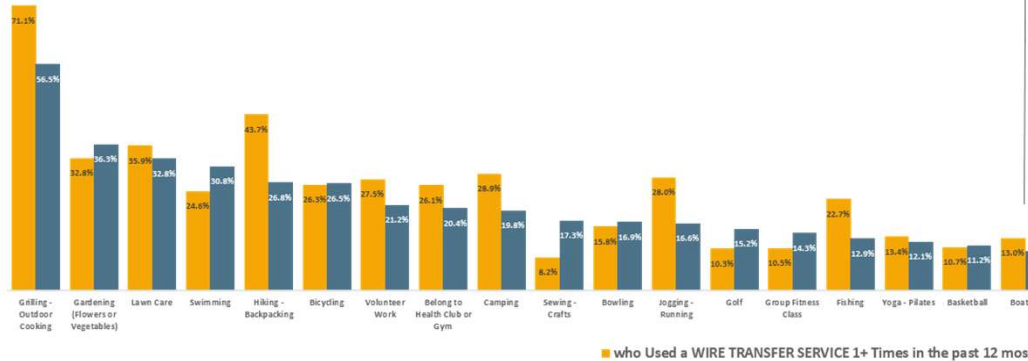
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



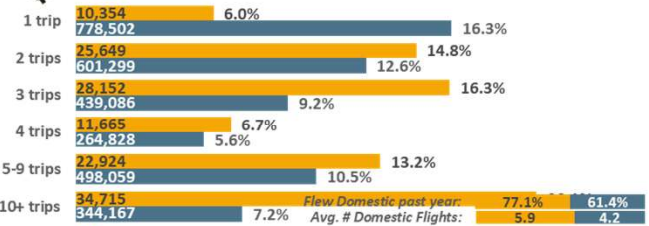
### Political Activity: Adults 18 or older



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



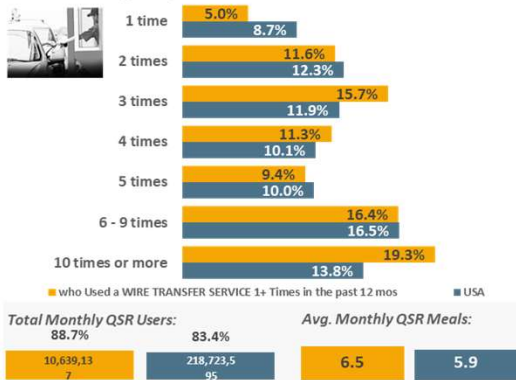
### Past 12-months Domestic Airline Trips: Adults 18 or older



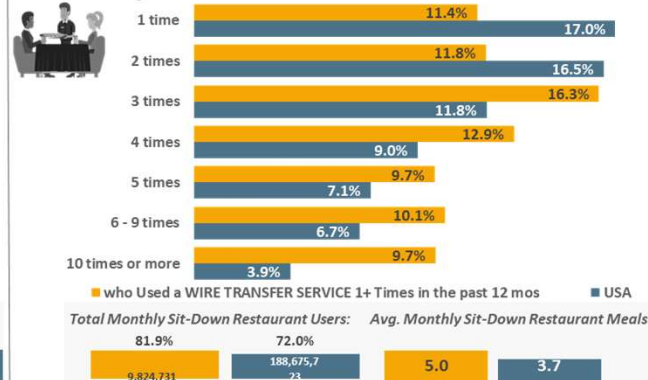


4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 6.4% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., .6% more likely to use Casinos past yr., 14.3% less likely to smoke cigarett

### Past 30-days QSR Users: Adults 18 or older



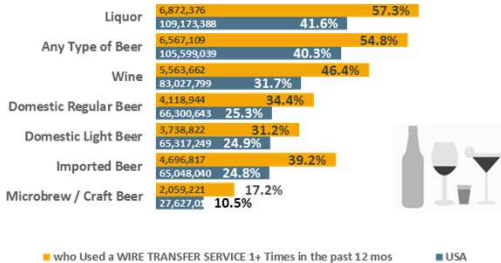
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



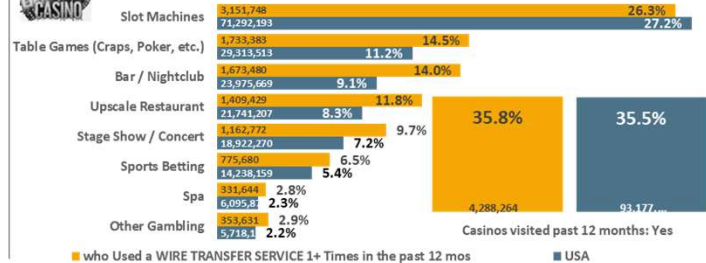
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



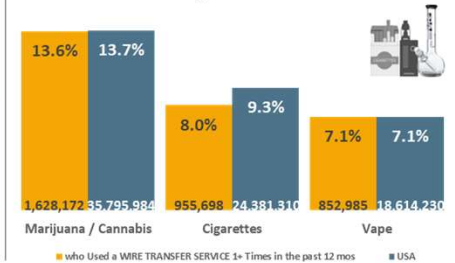
### Drank Past 30-days: Adults 18 or older

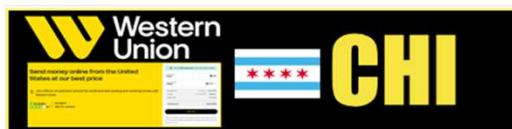


### Past 12 months Casino Activities: Adults 18 or older



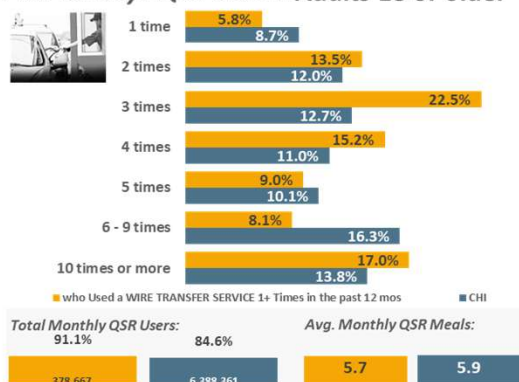
### Used Past 30-days: Adults 18 or older



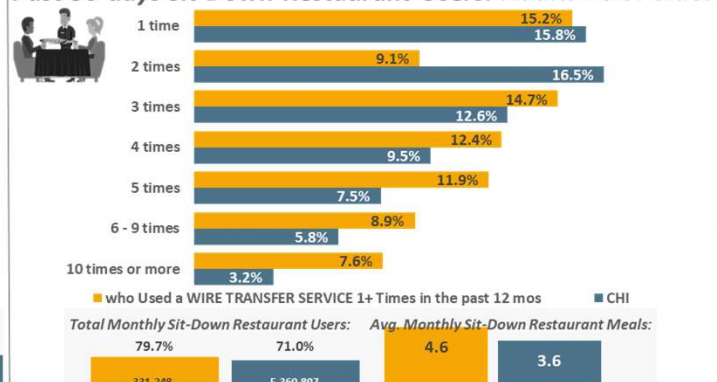


5.5% or 415,473 of CHI DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 7.7% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 13.3% less likely to use Casinos past yr., 5.3% less likely to smoke cigaret

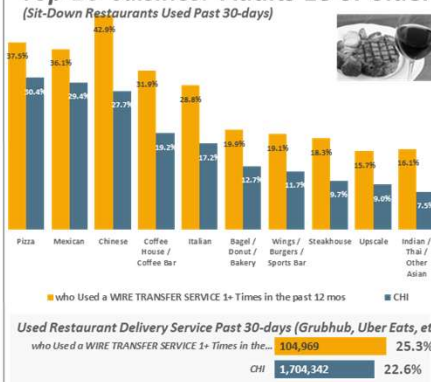
### Past 30-days QSR Users: Adults 18 or older



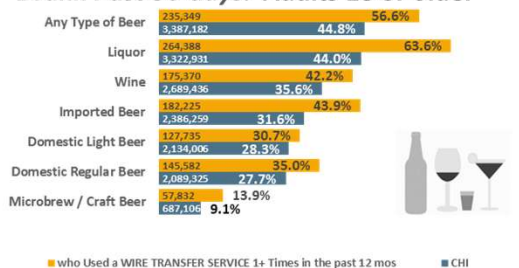
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



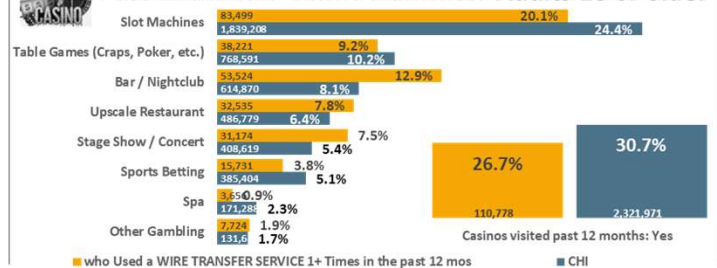
### Top-10 Cuisines: Adults 18 or older



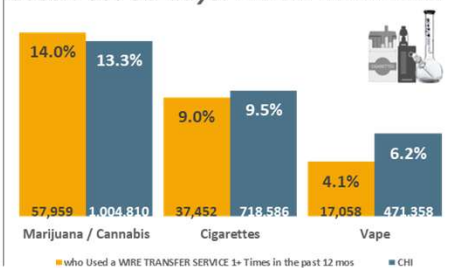
### Drank Past 30-days: Adults 18 or older

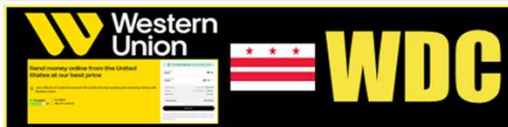


### Past 12 months Casino Activities: Adults 18 or older



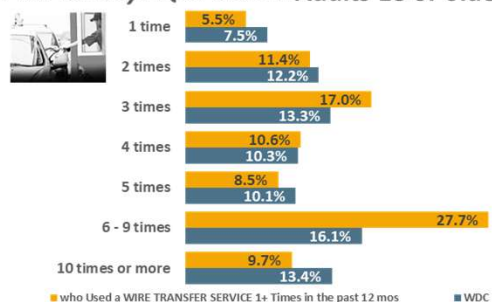
### Used Past 30-days: Adults 18 or older



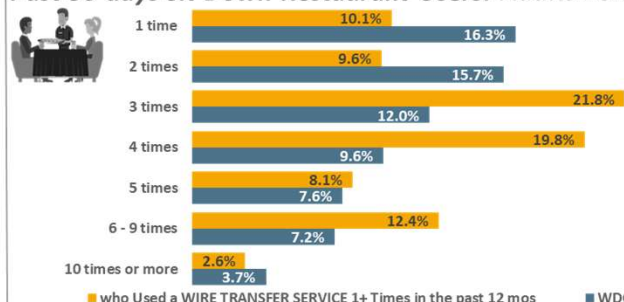


5.1% or 291,429 of WDC DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 9.2% more likely to use QSRs past mo., 17% more likely to use Sit-Down Restaurants past mo., 14.8% more likely to use Casinos past yr., 52.5% more likely to smoke cigaret

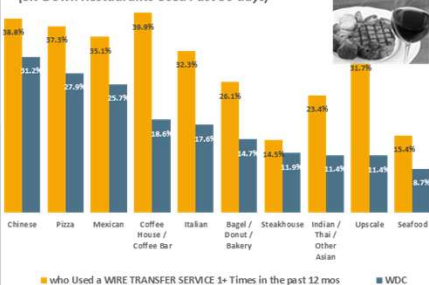
### Past 30-days QSR Users: Adults 18 or older



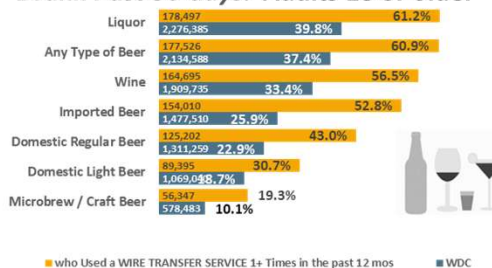
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



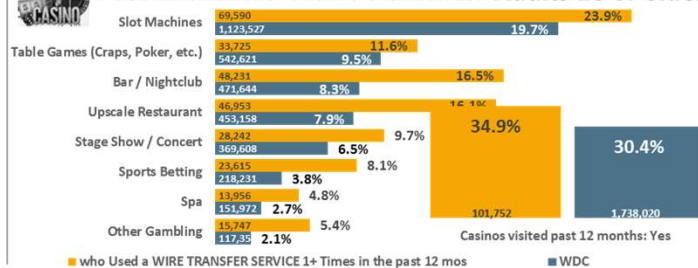
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



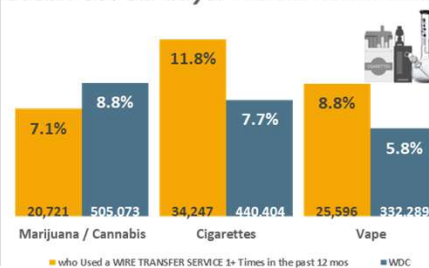
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

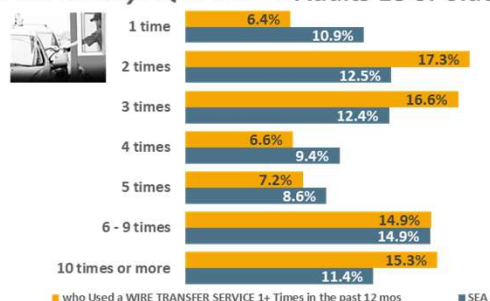






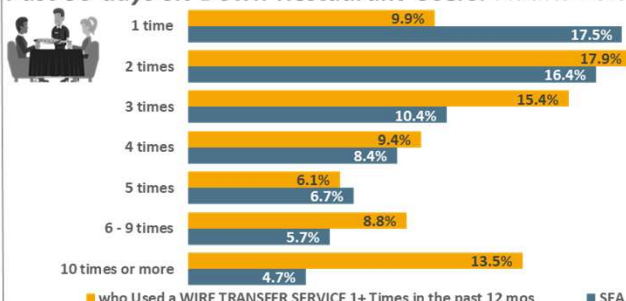
5.7% or 256,391 of SEA DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 5.2% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 26.4% more likely to use Casinos past yr., 29.% less likely to smoke cigaret

### Past 30-days QSR Users: Adults 18 or older



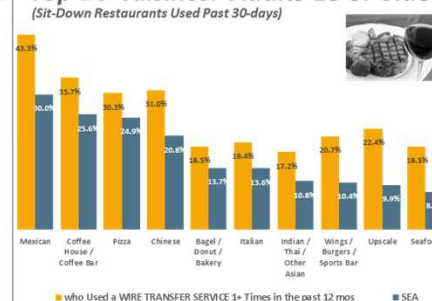
|                          |         |           |
|--------------------------|---------|-----------|
| Total Monthly QSR Users: | 84.3%   | 80.1%     |
| Avg. Monthly QSR Meals:  | 5.9     | 5.5       |
|                          | 216,154 | 3,628,751 |

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



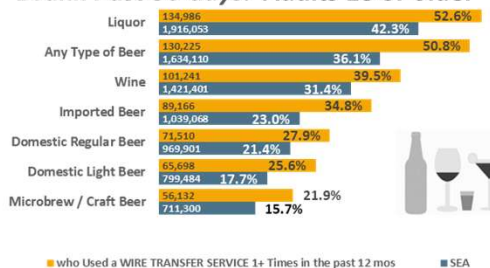
|  |         |           |
|--|---------|-----------|
| Total Monthly Sit-Down Restaurant Users: | 81.0%   | 69.9%     |
| Avg. Monthly Sit-Down Restaurant Meals:  | 5.3     | 3.8       |
|  | 207,745 | 3,162,900 |

### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

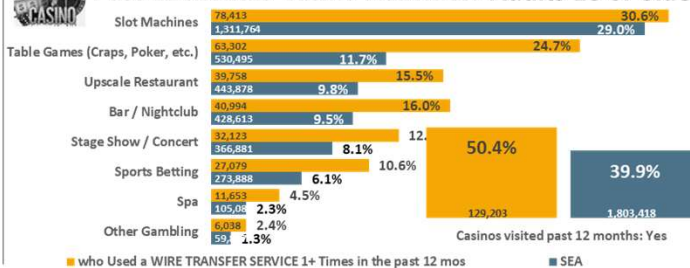


|  |         |       |
|--|---------|-------|
| Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.) | 70,000  | 27.3% |
| SEA  | 893,209 | 19.7% |

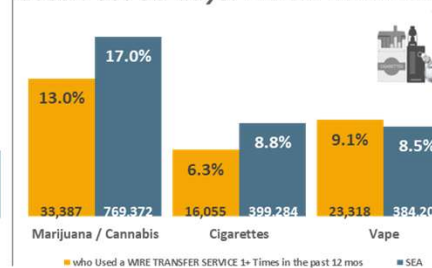
### Drank Past 30-days: Adults 18 or older

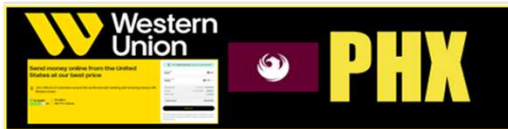


### Past 12 months Casino Activities: Adults 18 or older



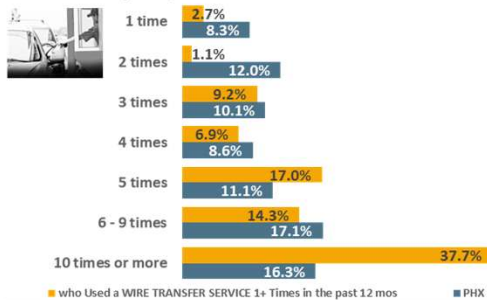
### Used Past 30-days: Adults 18 or older



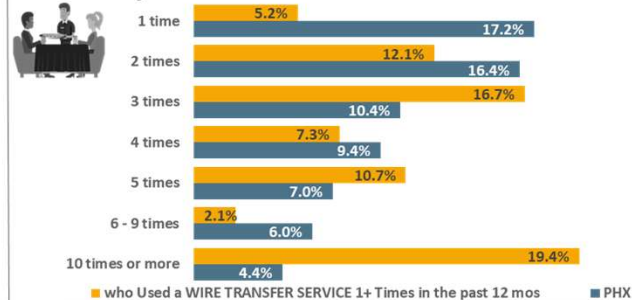


3.6% or 173,099 of PHX DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 6.6% more likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., 4% less likely to use Casinos past yr., 54.% less likely to smoke cigarettes

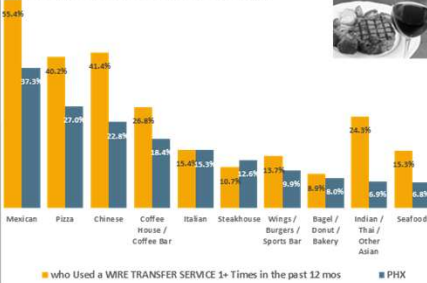
### Past 30-days QSR Users: Adults 18 or older



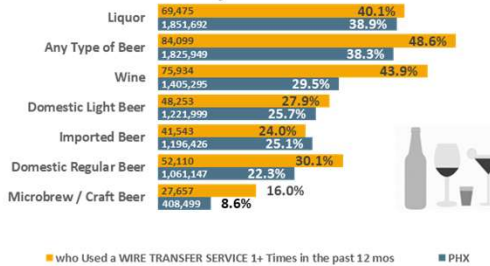
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



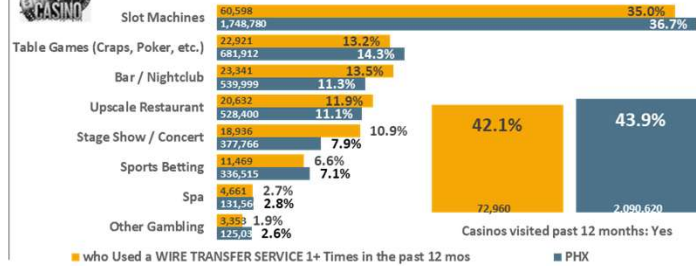
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



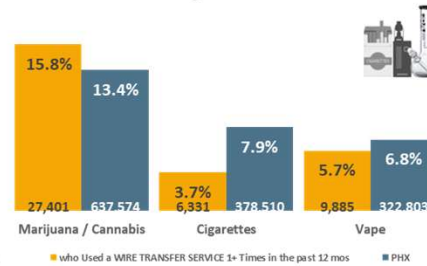
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

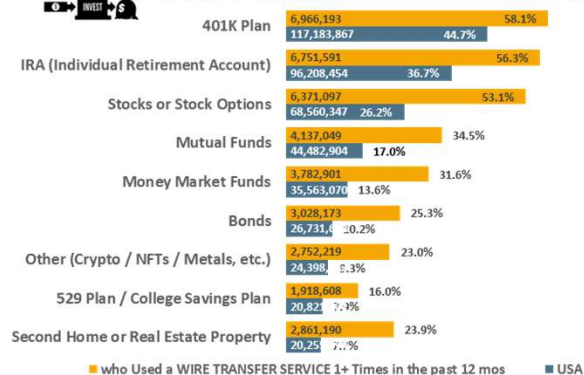




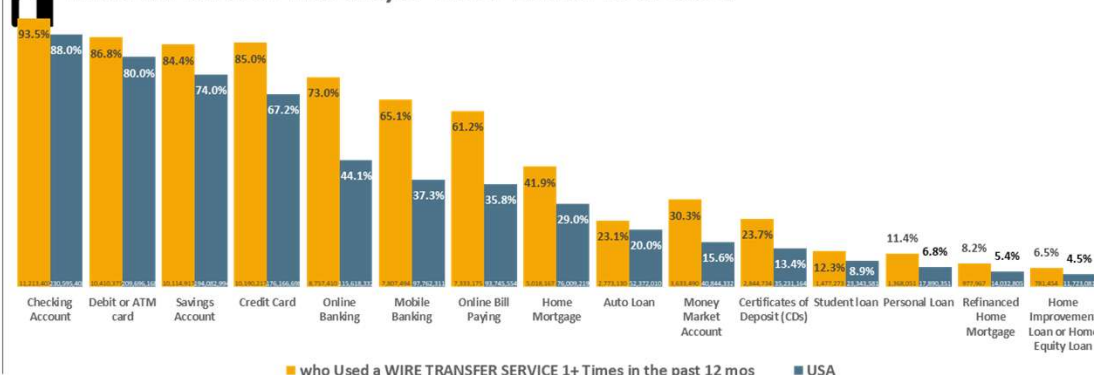
4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 30.% more likely to have a 401K, 15.8% more likely to have an Auto Loan, 207.5% more likely to Invest/Trade Stocks Online, 1.6% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



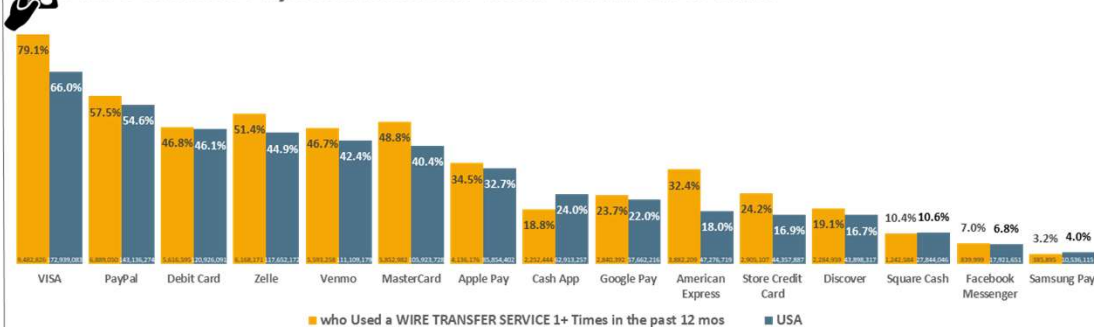
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





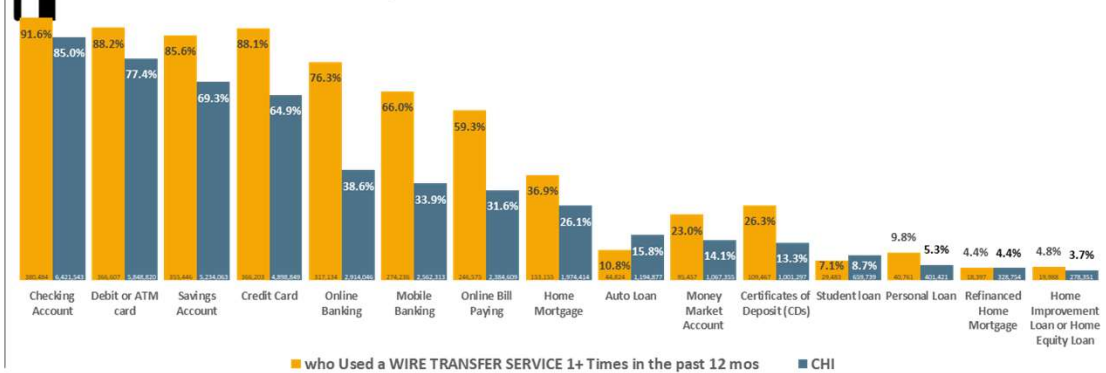
5.5% or 415,473 of CHI DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 23.7% more likely to have a 401K, 31.8% less likely to have an Auto Loan, 218.3% more likely to Invest/Trade Stocks Online, 16.7% more likely to pay with their Debit Card.



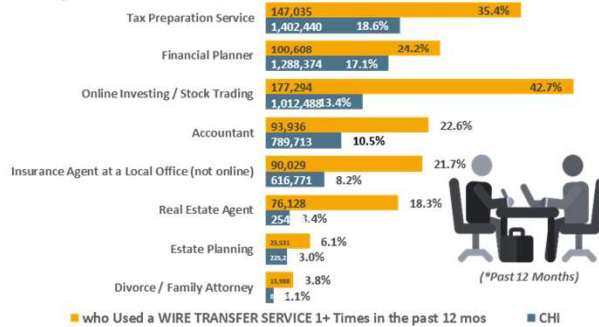
### Investments Owned: Adults 18 or older



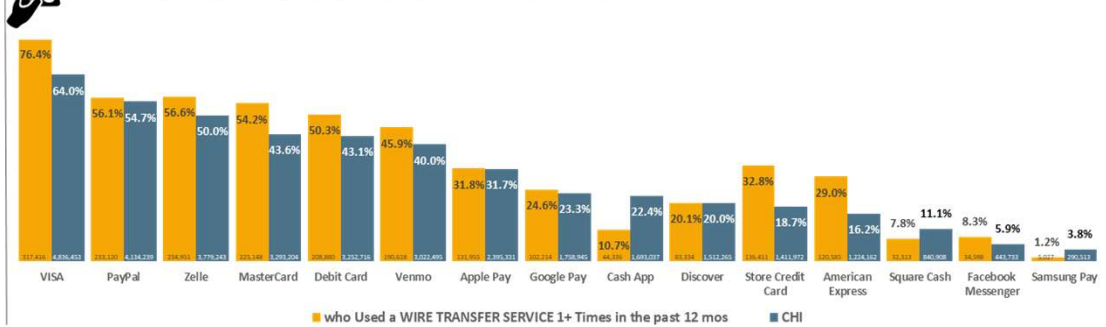
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



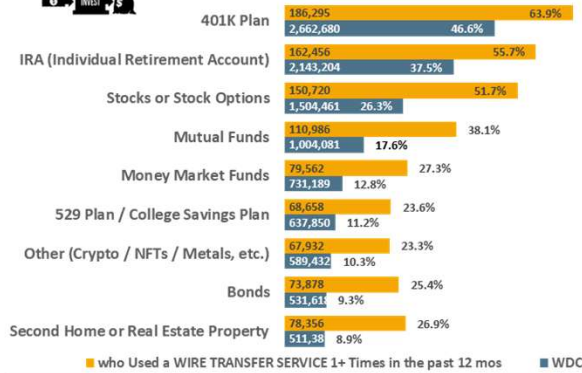




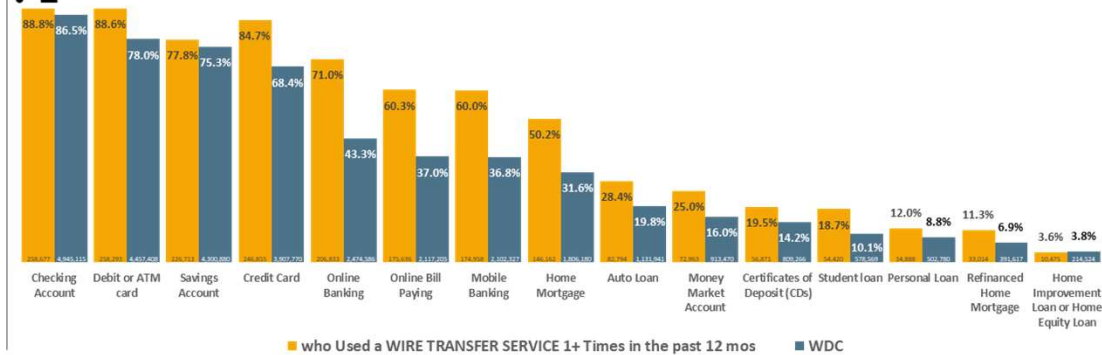
5.1% or 291,429 of WDC DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 37.2% more likely to have a 401K, 43.4% more likely to have an Auto Loan, 144.4% more likely to Invest/Trade Stocks Online, 17.3% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



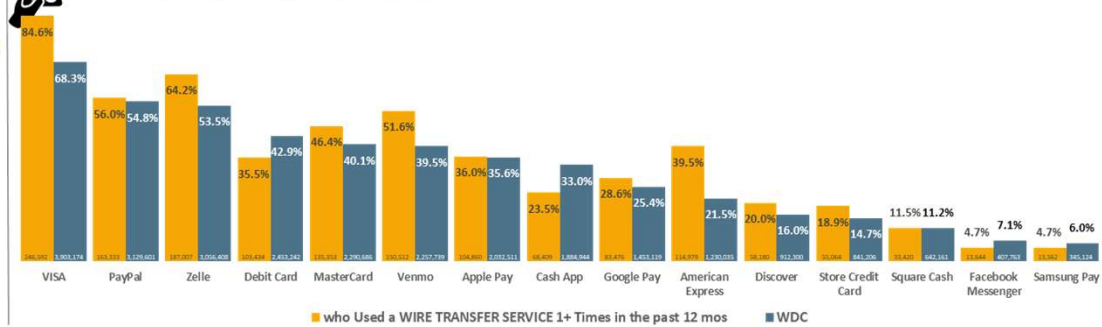
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

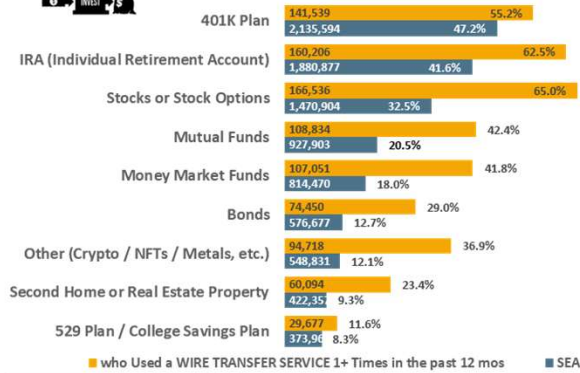




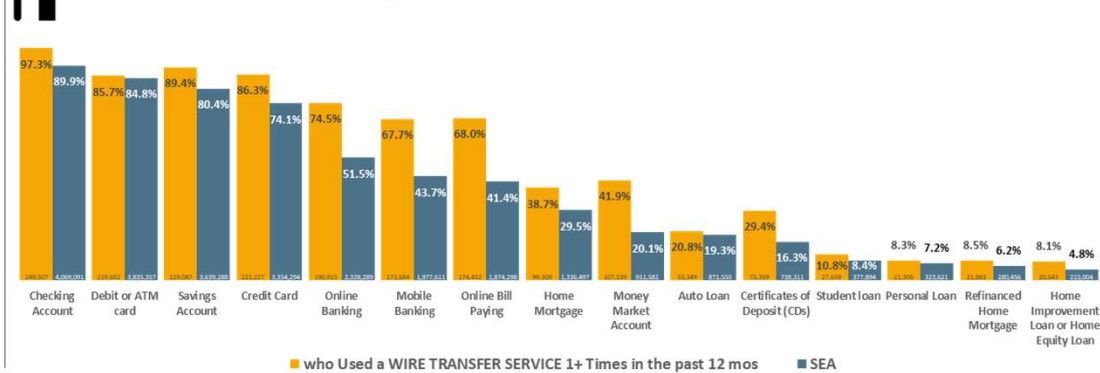
5.7% or 256,391 of SEA DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 17.% more likely to have a 401K, 8.% more likely to have an Auto Loan, 170.2% more likely to Invest/Trade Stocks Online, 14.7% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



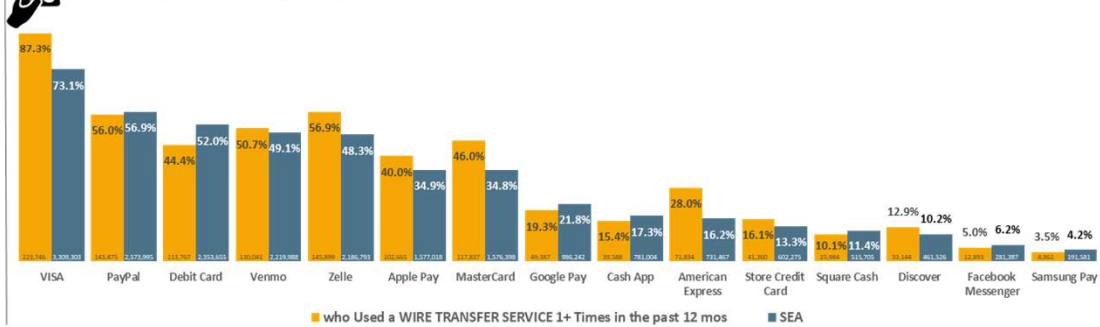
### Financial Services Has and/or Uses: Adults 18 or older

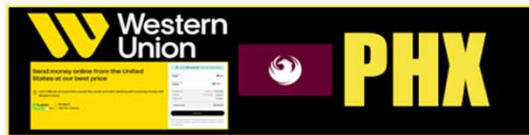


### Professional Services Used\*: Adults 18 or older



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

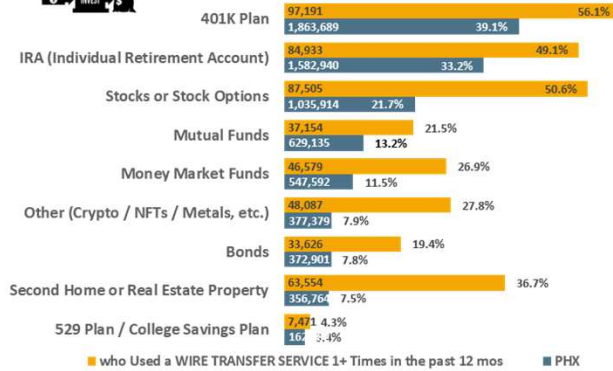




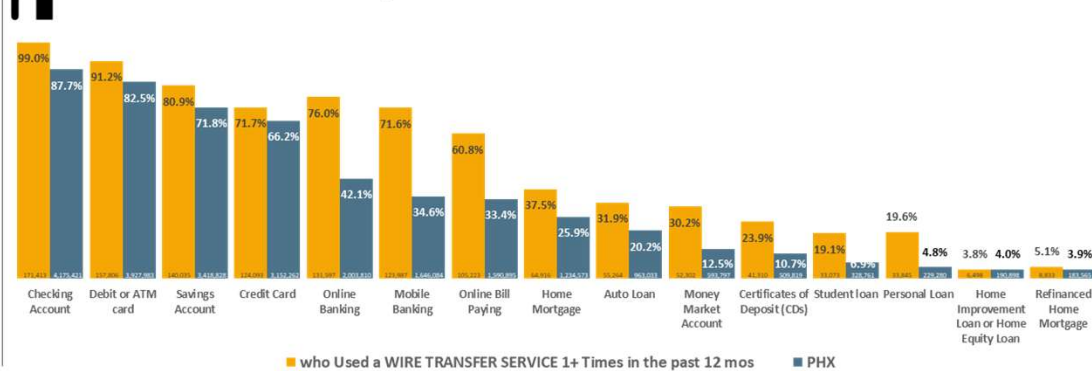
3.6% or 173,099 of PHX DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 43.5% more likely to have a 401K, 57.9% more likely to have an Auto Loan, 262.5% more likely to Invest/Trade Stocks Online, 28.4% more likely to pay with their Debit Card.



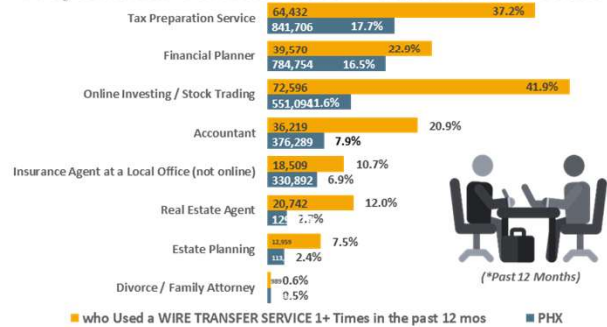
### Investments Owned: Adults 18 or older



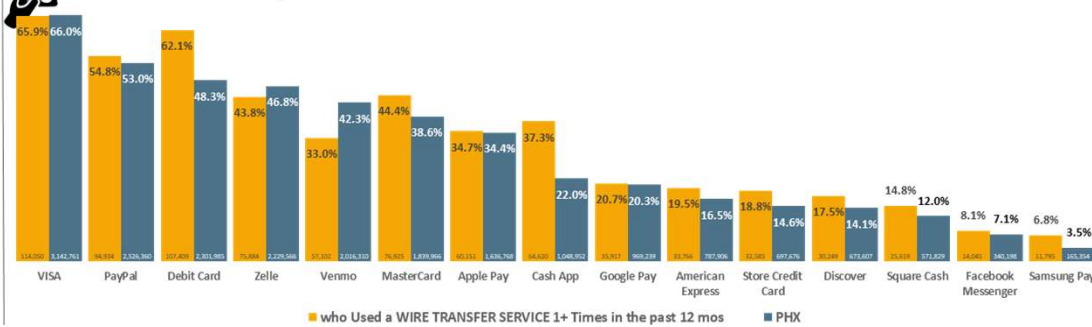
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

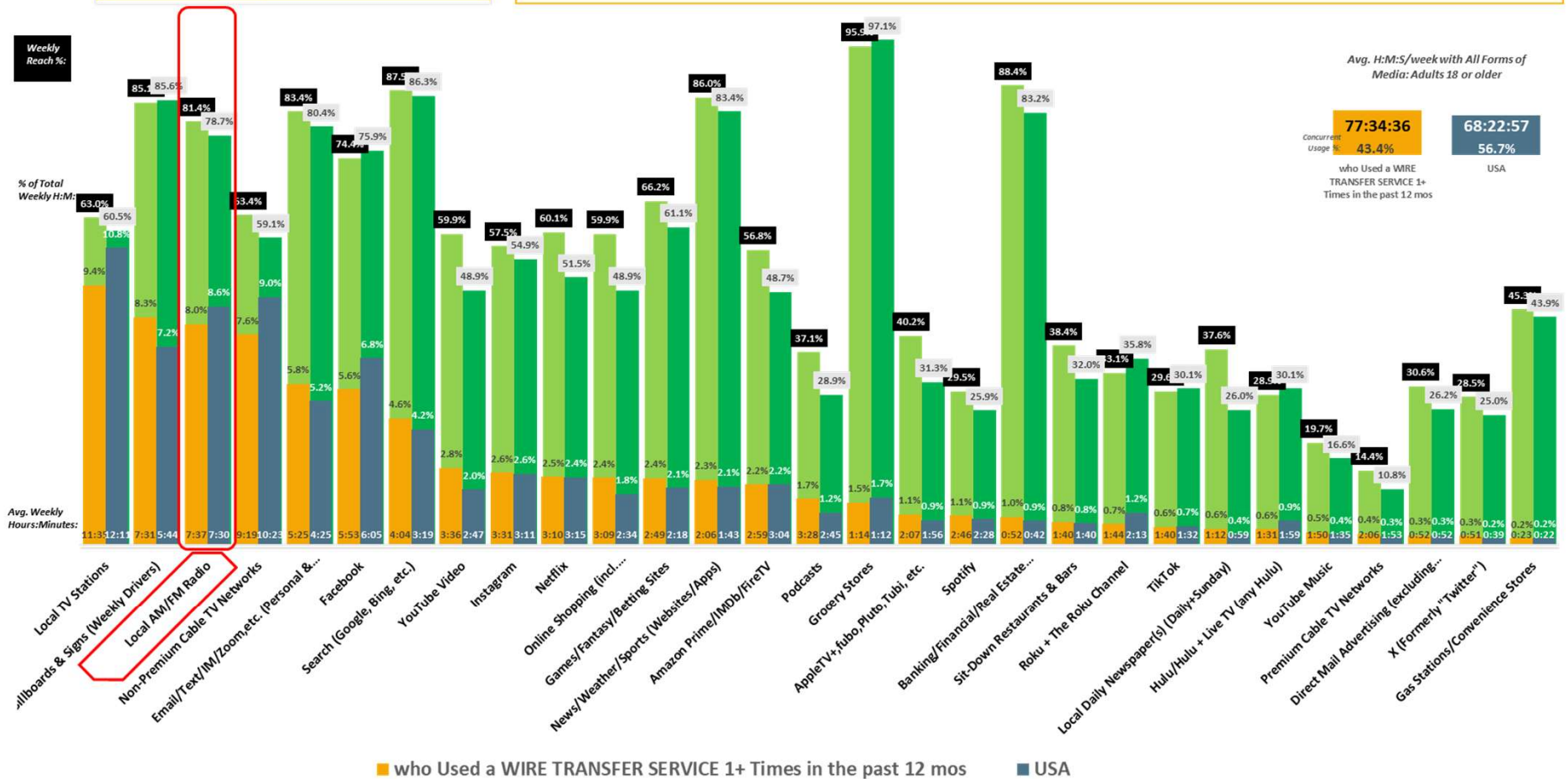


### Past 3-Months Payment Methods Used: Adults 18 or older

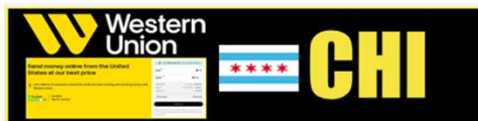




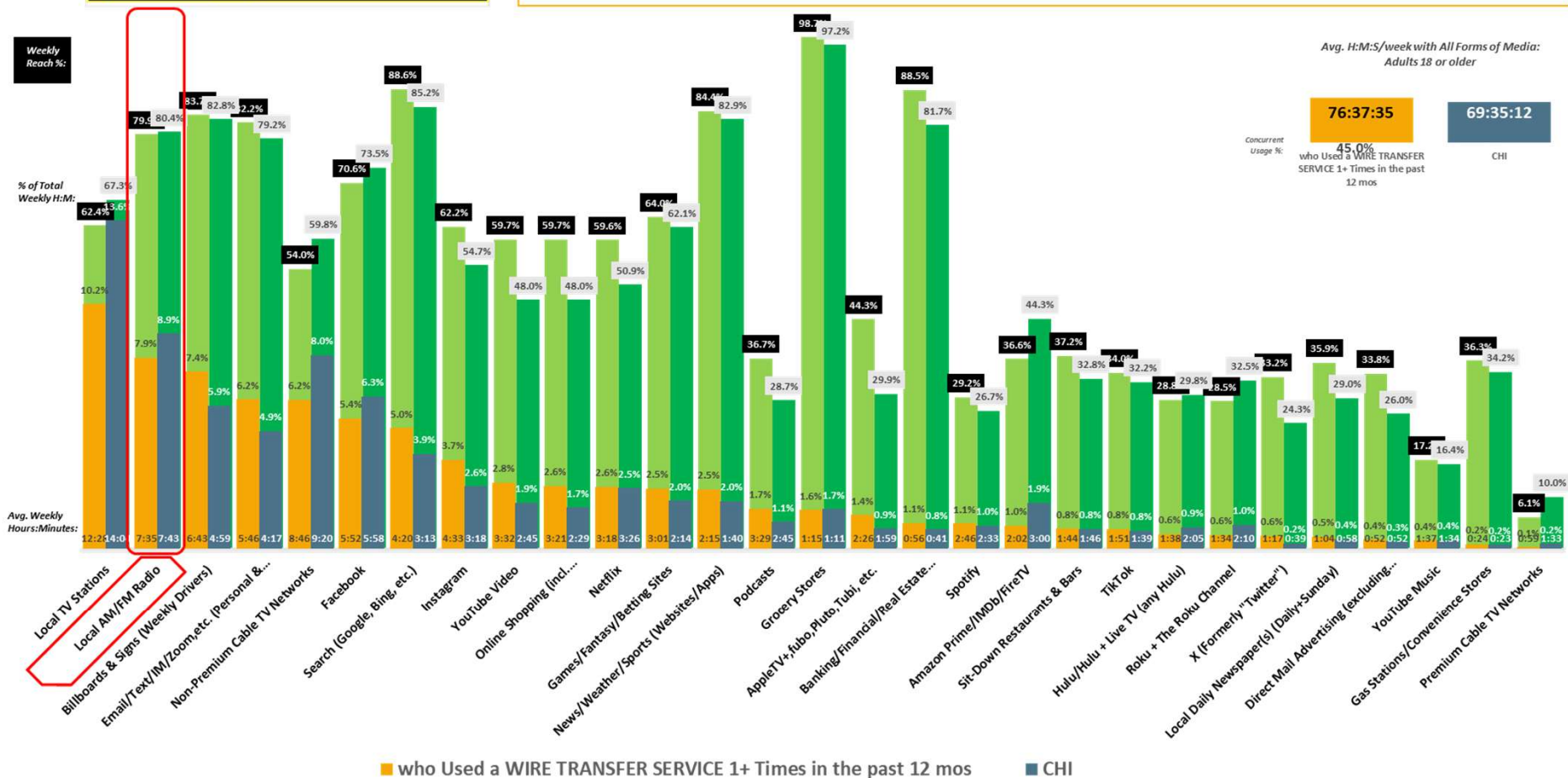
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 5 hours, 34 minutes and 36 seconds each week with All Forms of Media.  
 81.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 7 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 8.0% of total time spent with all forms of Media.

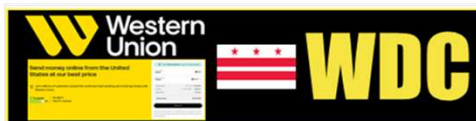




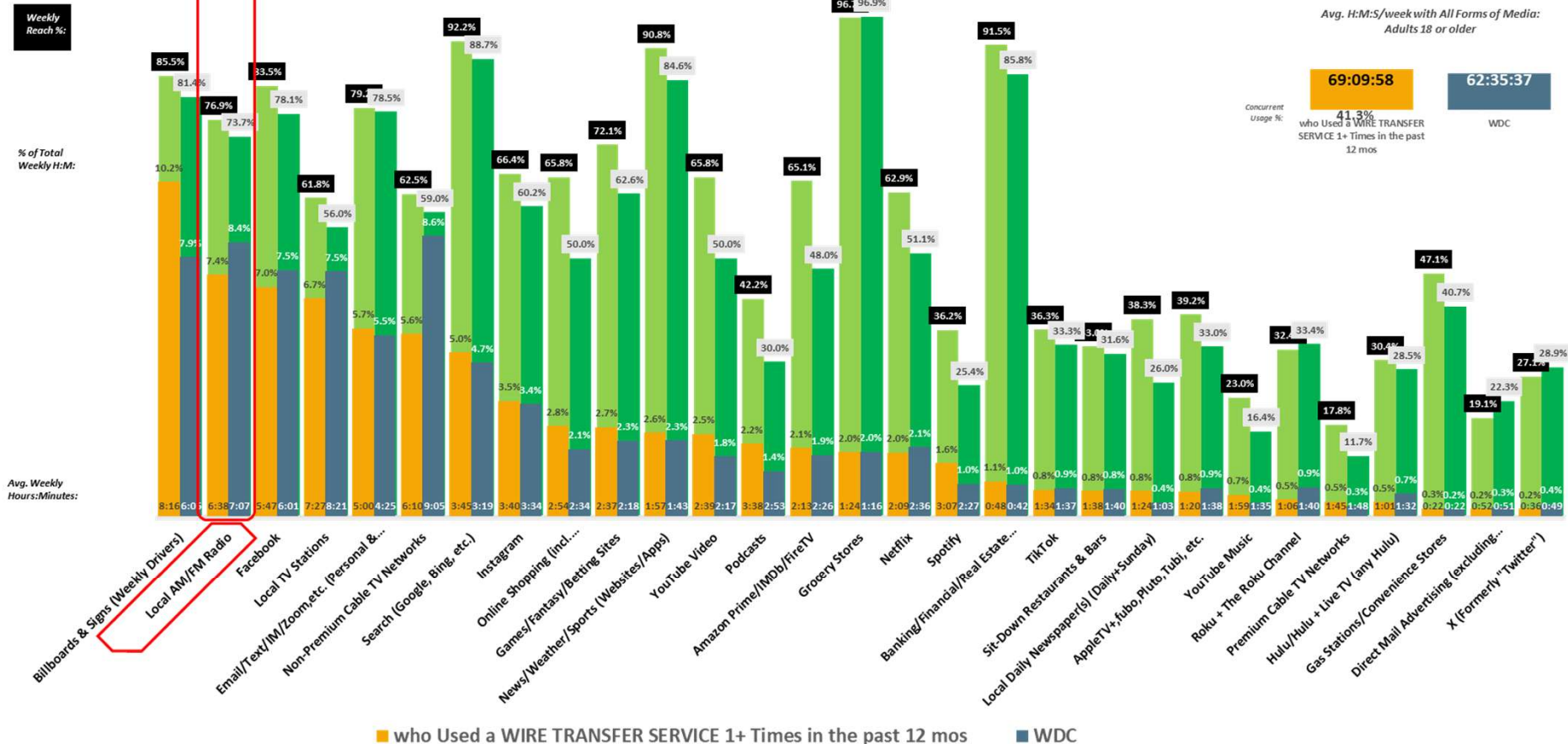


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 4 hours, 37 minutes and 35 seconds each week with All Forms of Media.  
 79.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



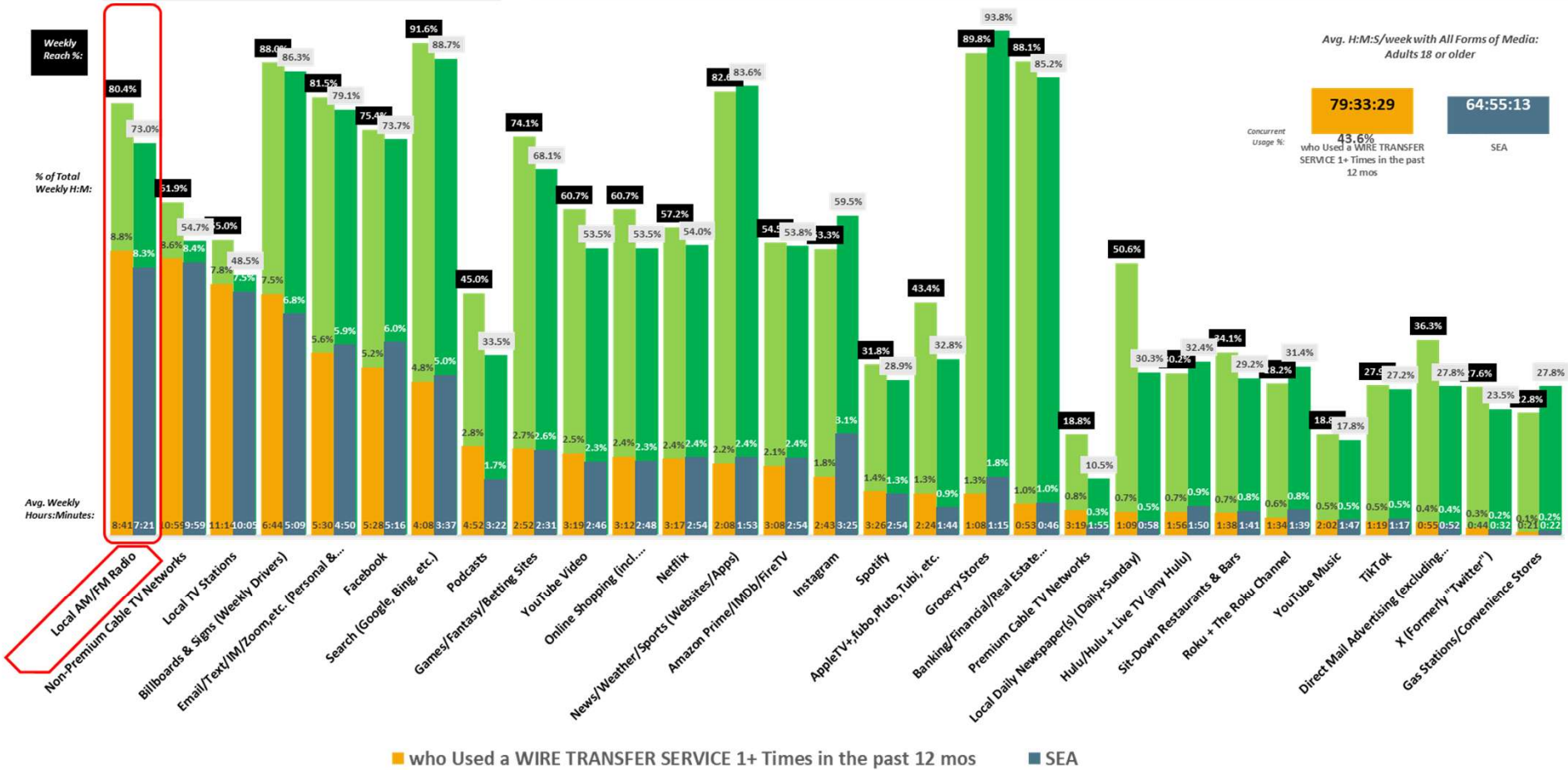


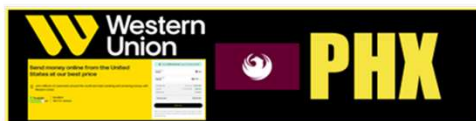
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 21 hours, 9 minutes and 58 seconds each week with All Forms of Media.  
 76.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 6 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



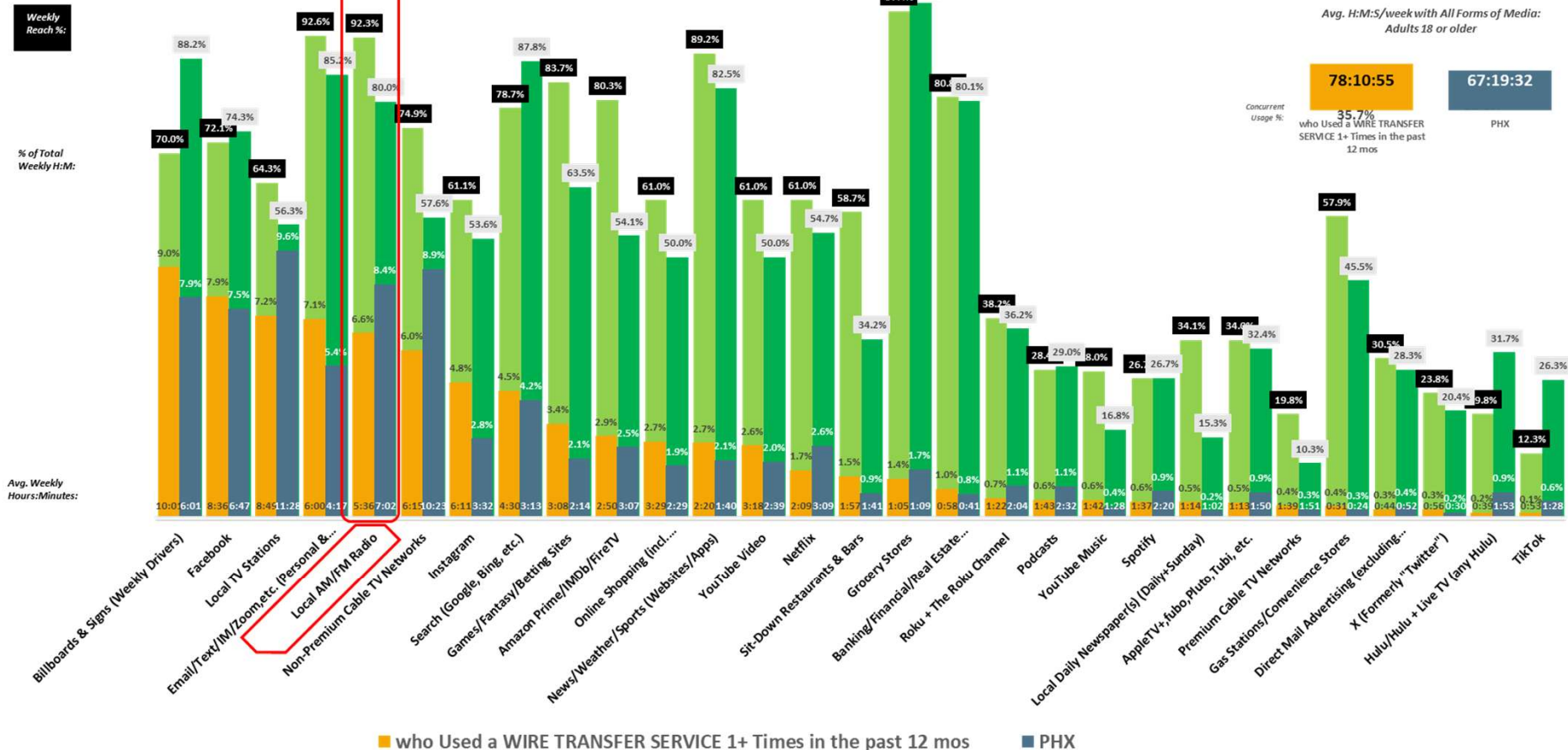


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 7 hours, 33 minutes and 29 seconds each week with All Forms of Media.  
80.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 8 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.





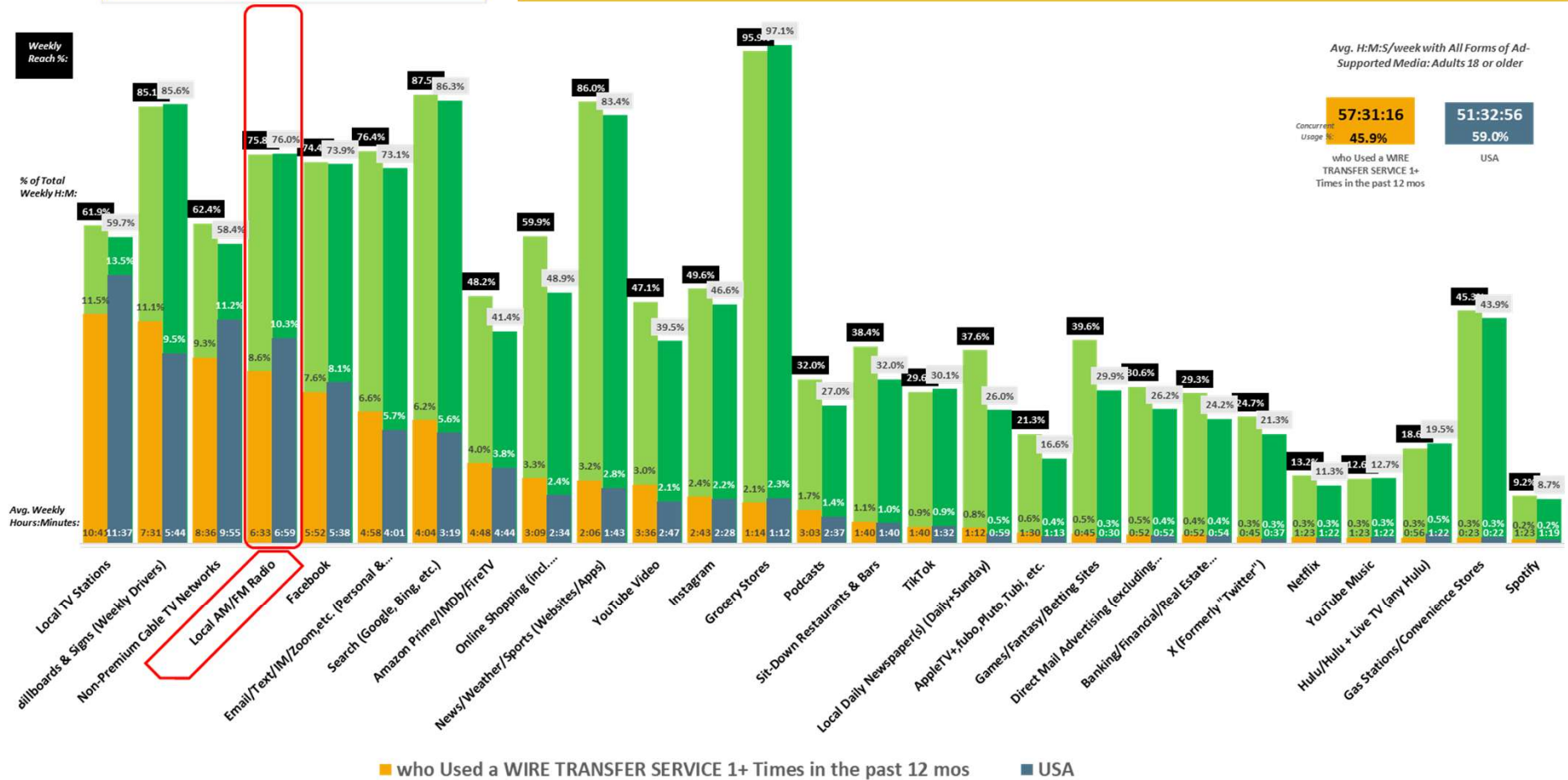
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 6 hours, 10 minutes and 55 seconds each week with All Forms of Media.  
 92.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 5 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.







Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 9 hours, 31 minutes and 16 seconds each week with All Forms of Ad-Supported Media.  
 75.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 6 hours and 33 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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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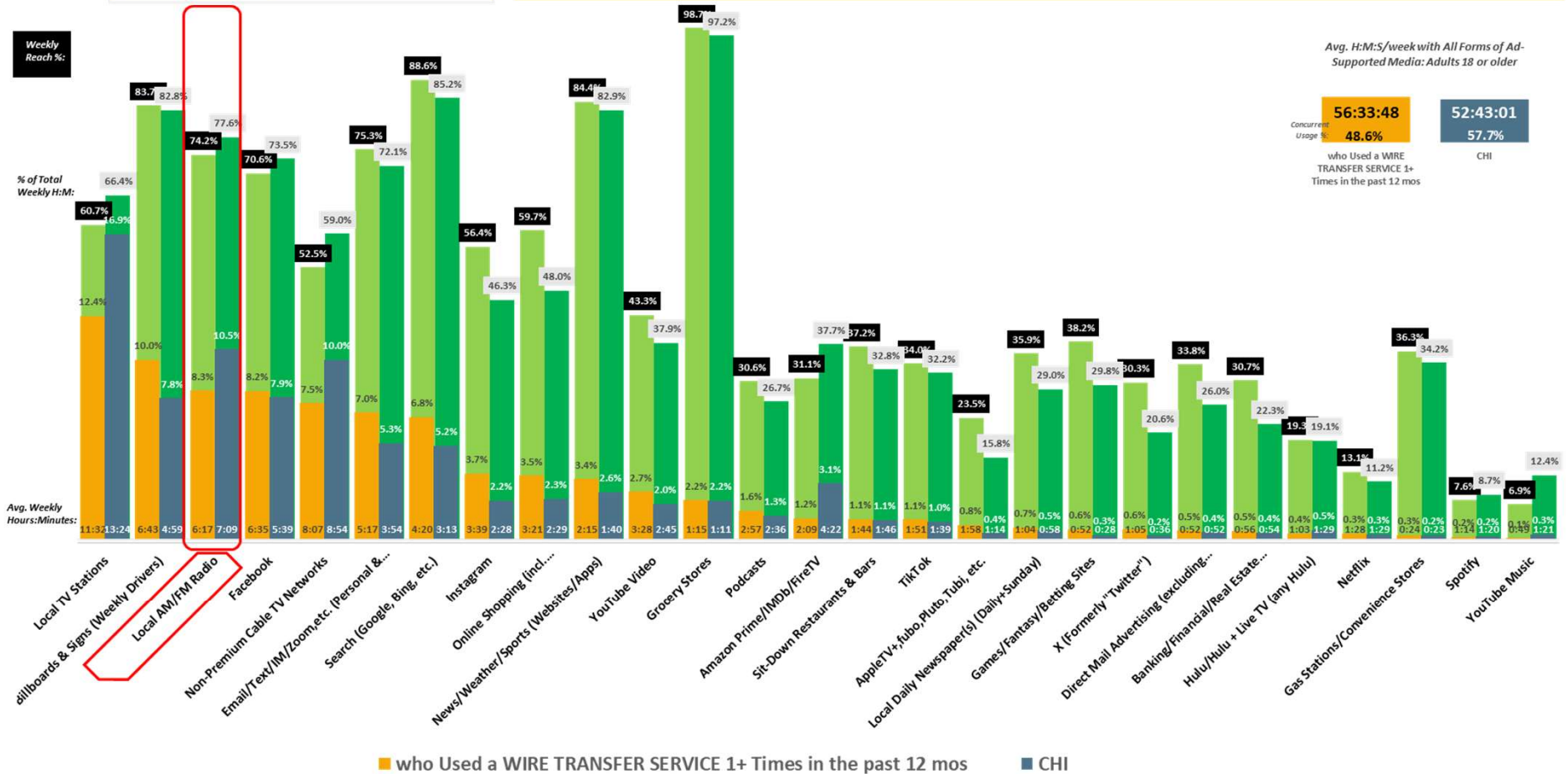
Professional services used by HHLD past 12 months (HHLD): Wire transfer



Share of Everything for Anything

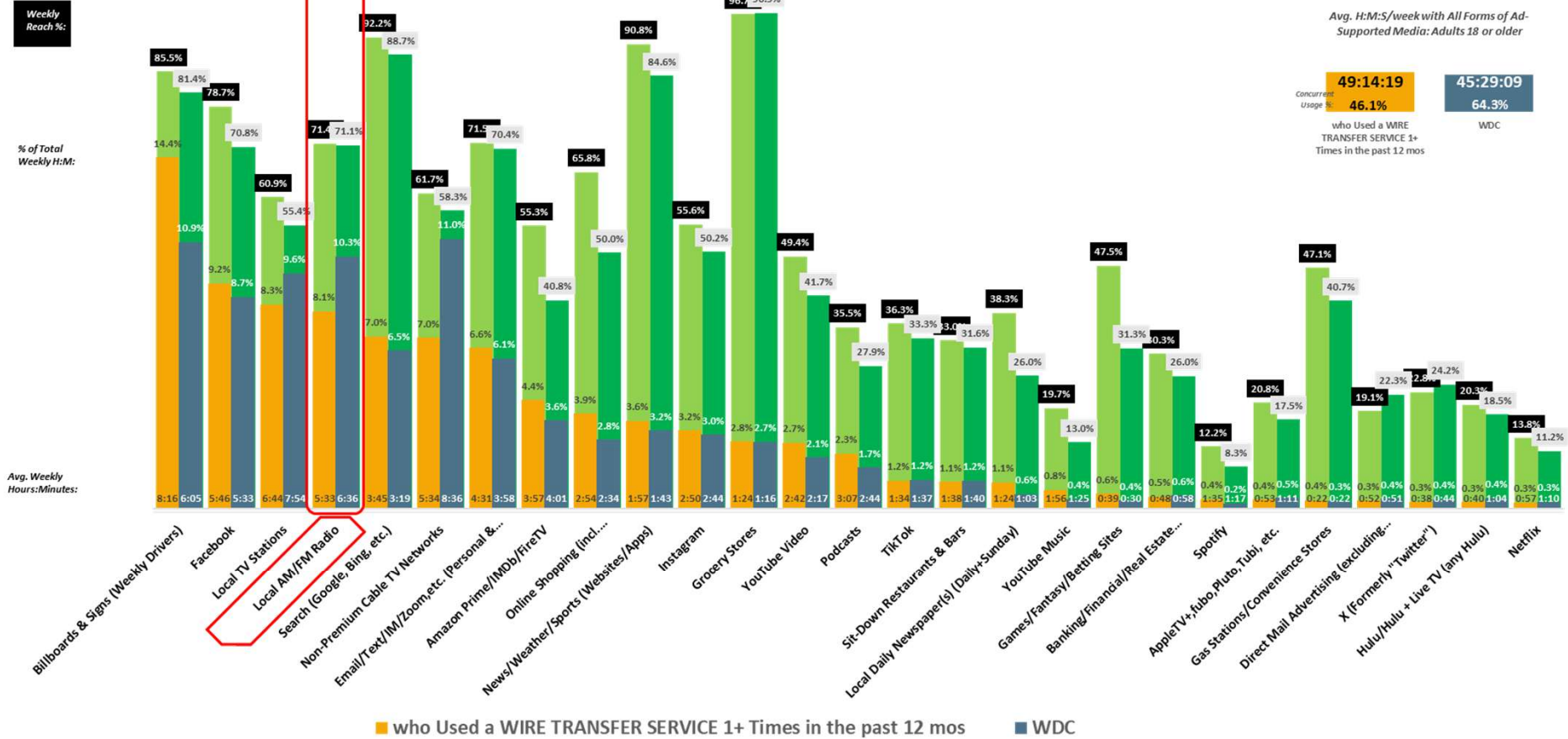


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 8 hours, 33 minutes and 48 seconds each week with All Forms of Ad-Supported Media.  
 74.2% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Me





Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 1 hour, 14 minutes and 19 seconds each week with All Forms of Ad-Supported Media.  
 71.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 5 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.1% of total time spent with all forms of Ad-Supported Me



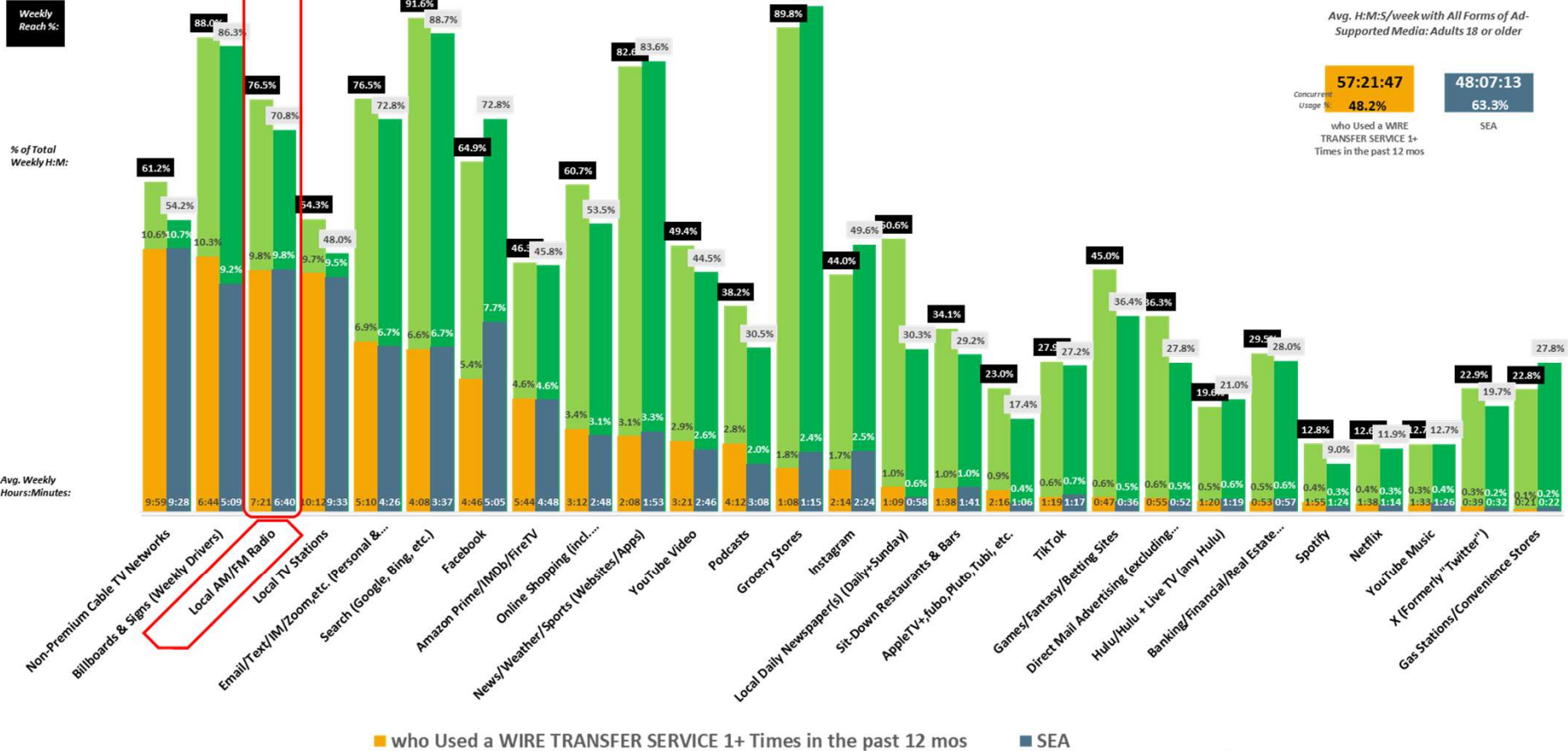
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

**49:14:19**  
 Concurrent Usage % **46.1%**  
 who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

**45:29:09**  
**64.3%**  
 WDC



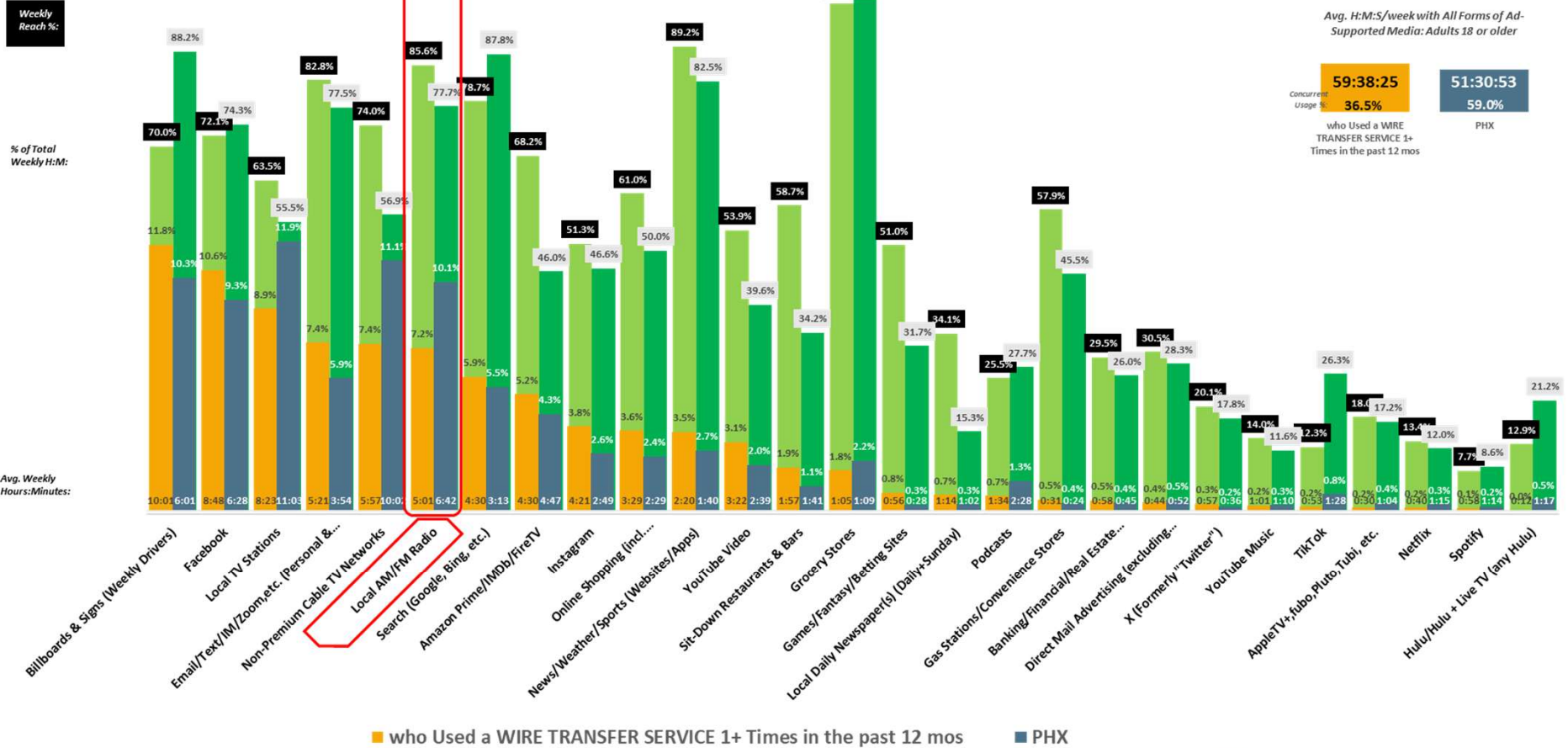
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 9 hours, 21 minutes and 47 seconds each week with All Forms of Ad-Supported Media.  
 76.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Me







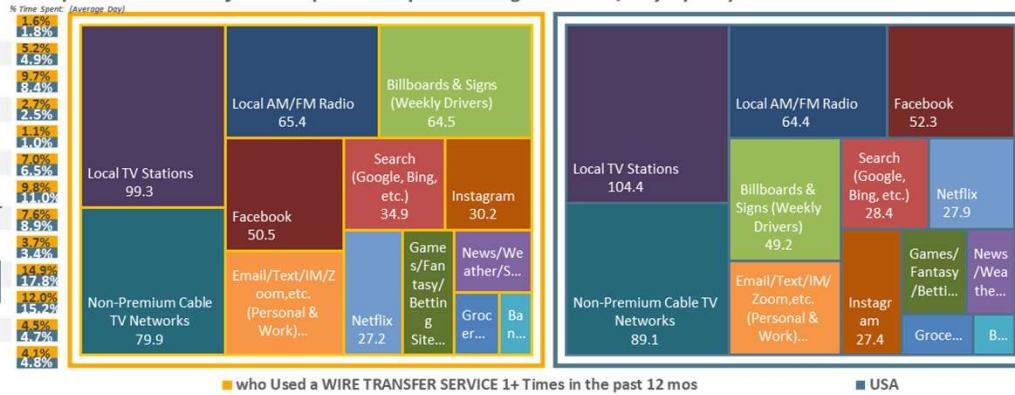
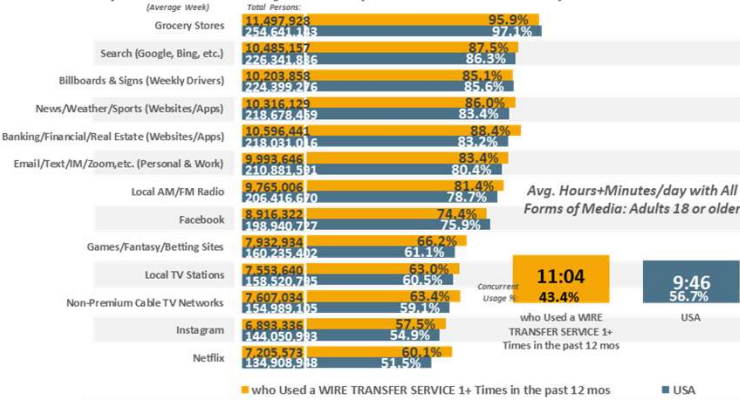
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 11 hours, 38 minutes and 25 seconds each week with All Forms of Ad-Supported Media.  
 85.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 5 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.2% of total time spent with all forms of Ad-Supported Med



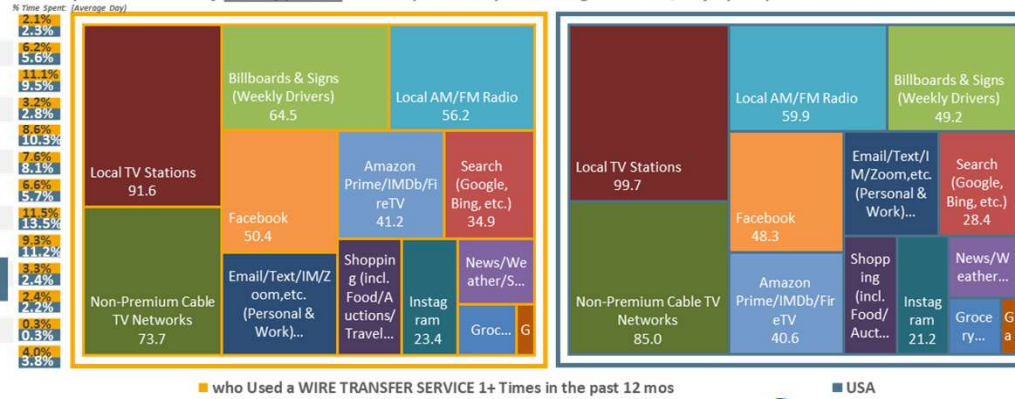
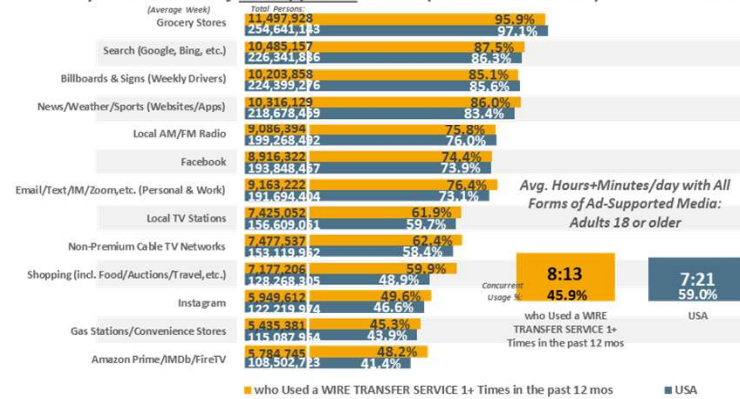


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 75.8% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

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



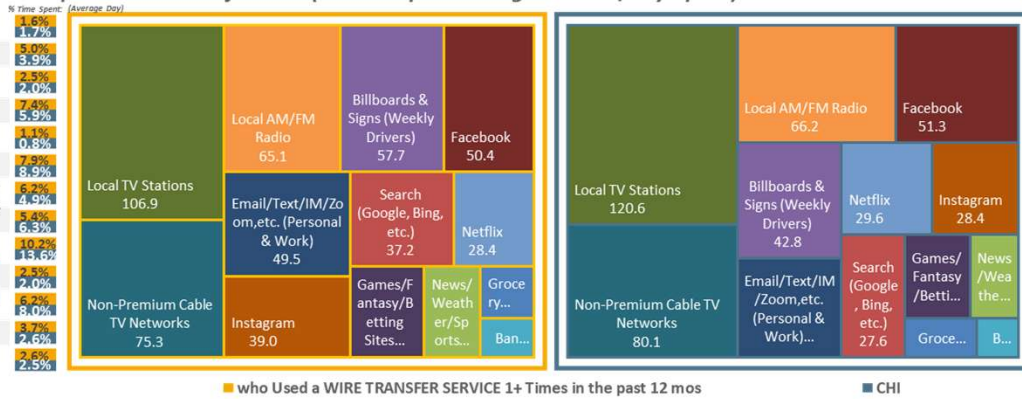
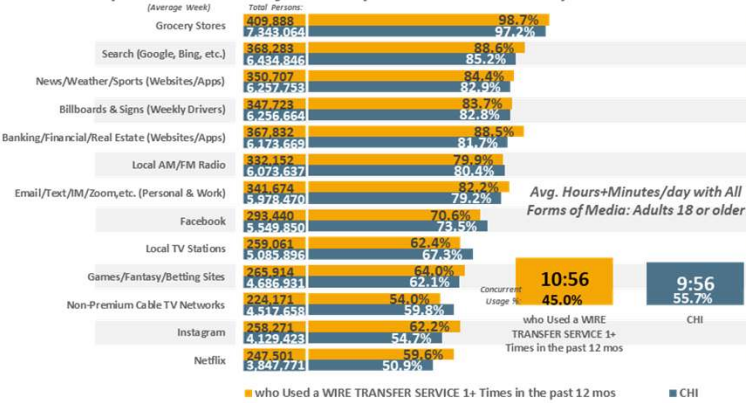
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



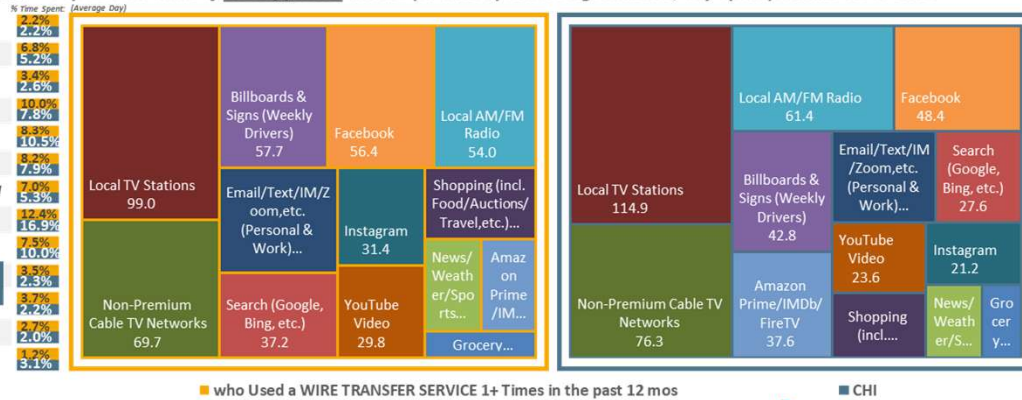
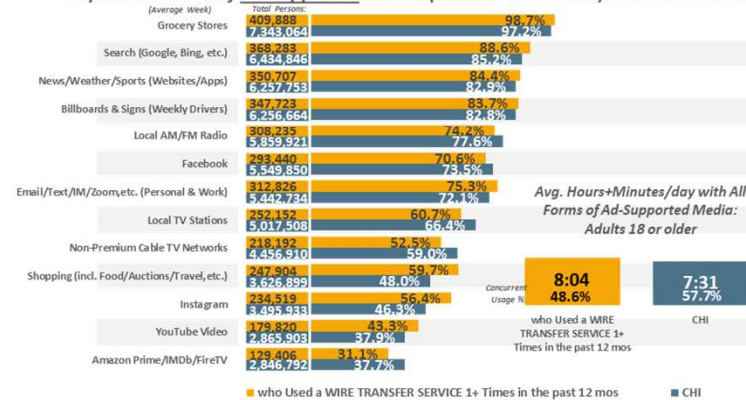


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 74.2% listen to Local AM/FM Radio for an avg. of 54. minutes/day. (Local Radio delivers 8.3% of Time with Ad-Supported Media.)

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



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

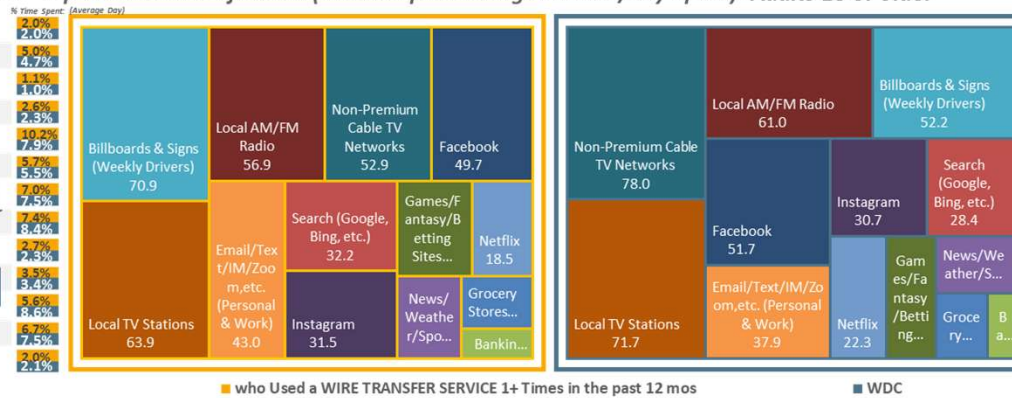
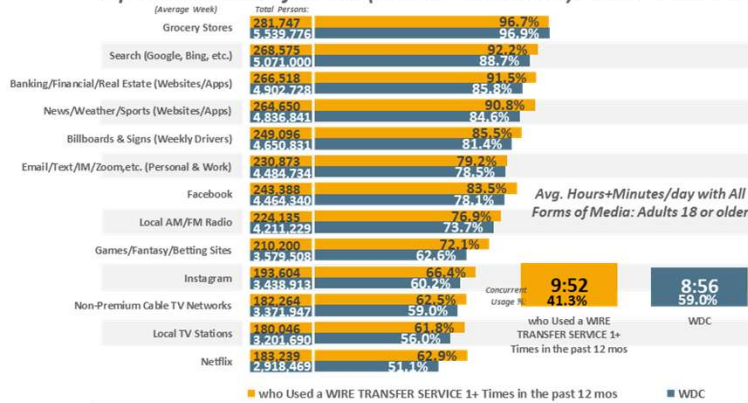




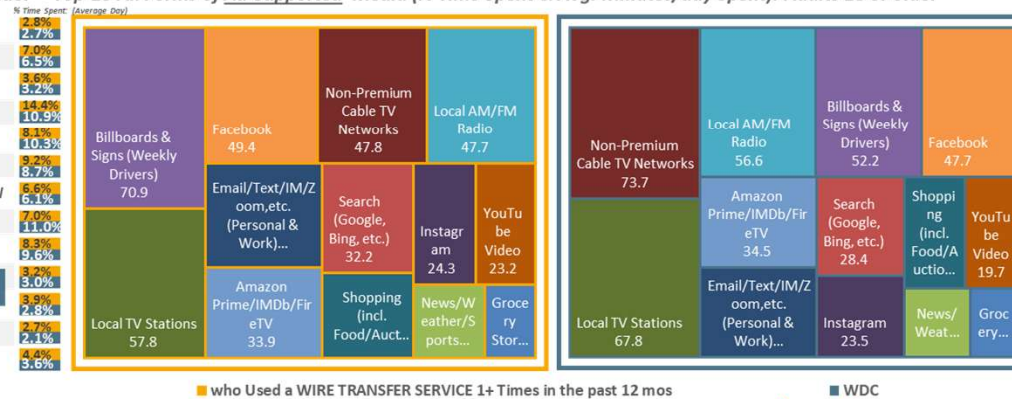
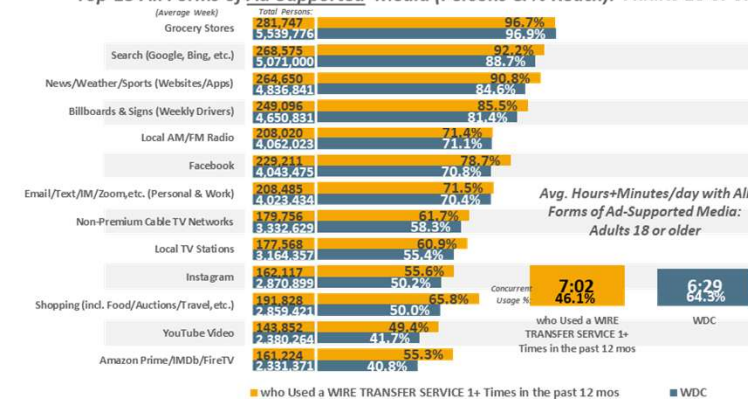


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 71.4% listen to Local AM/FM Radio for an avg. of 47.7 minutes/day. (Local Radio delivers 8.1% of Time with Ad-Supported Media.)

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



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

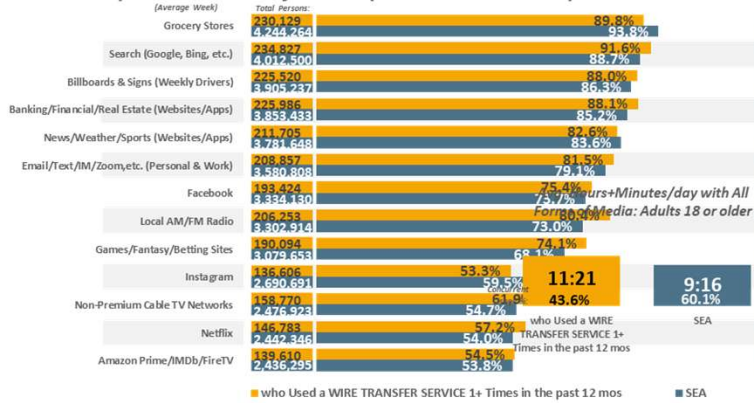




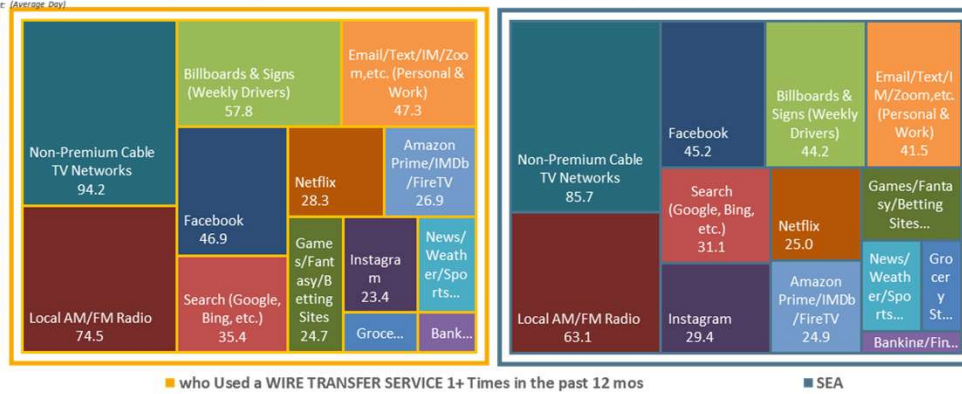


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 76.5% listen to Local AM/FM Radio for an avg. of 63. minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

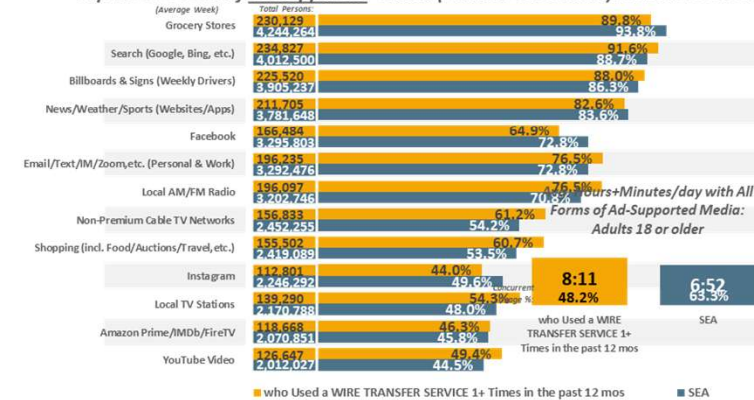
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



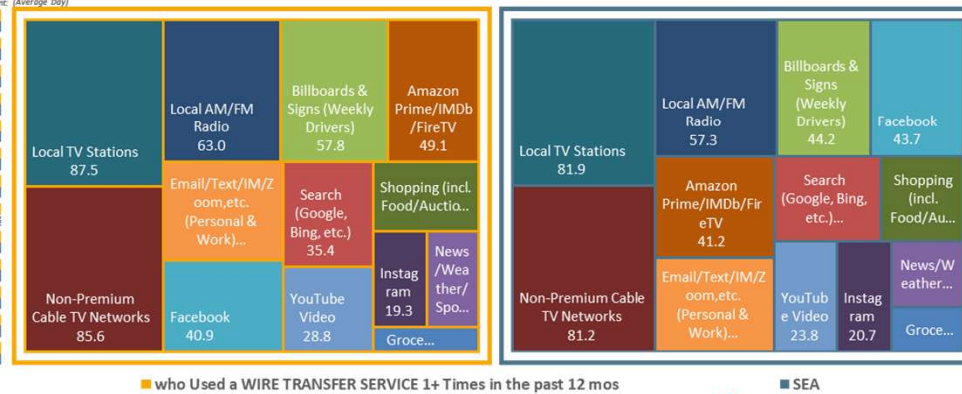
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 252  
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soefa.ai Share of Everything for Anything

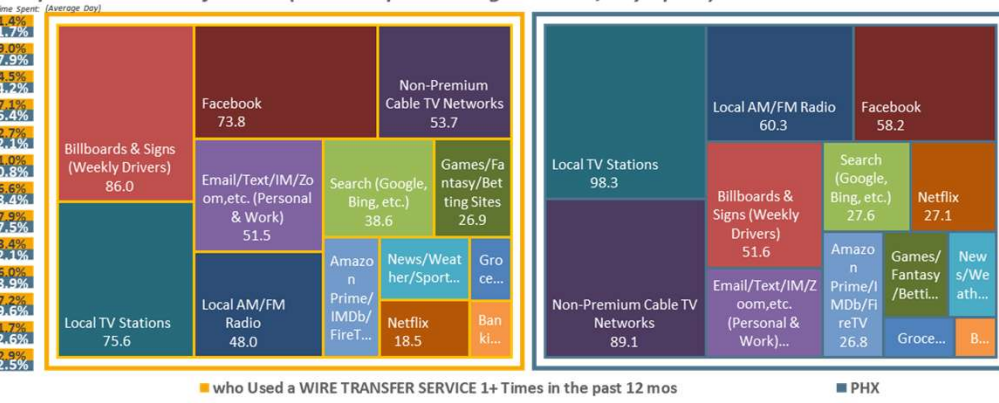
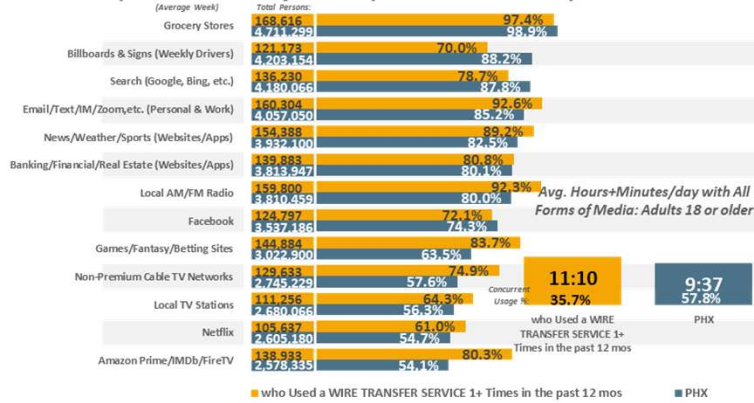
Professional services used by HHLD past 12 months (HHLD): Wire transfer



Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 85.6% listen to Local AM/FM Radio for an avg. of 43. minutes/day. (Local Radio delivers 7.2% of Time with Ad-Supported Media.)

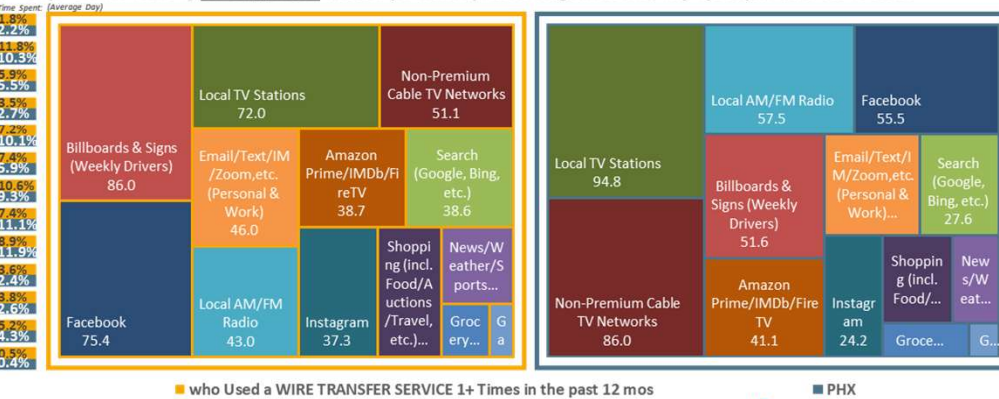
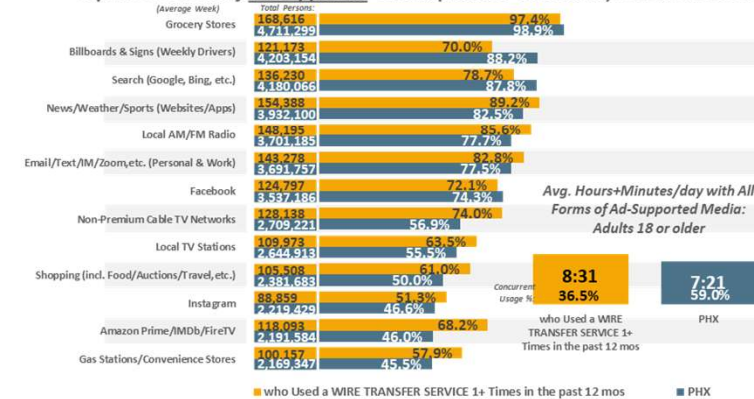
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

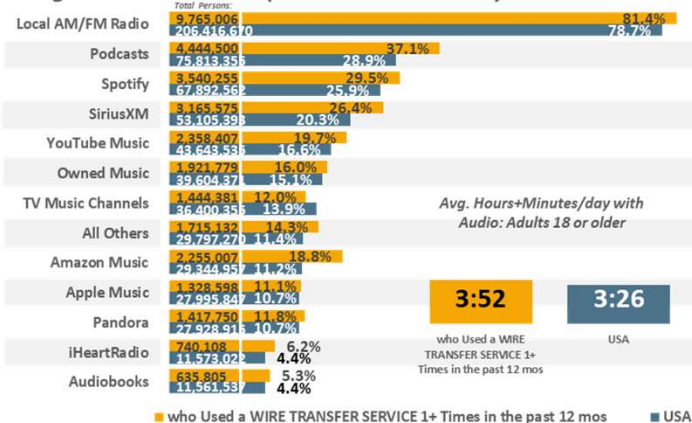




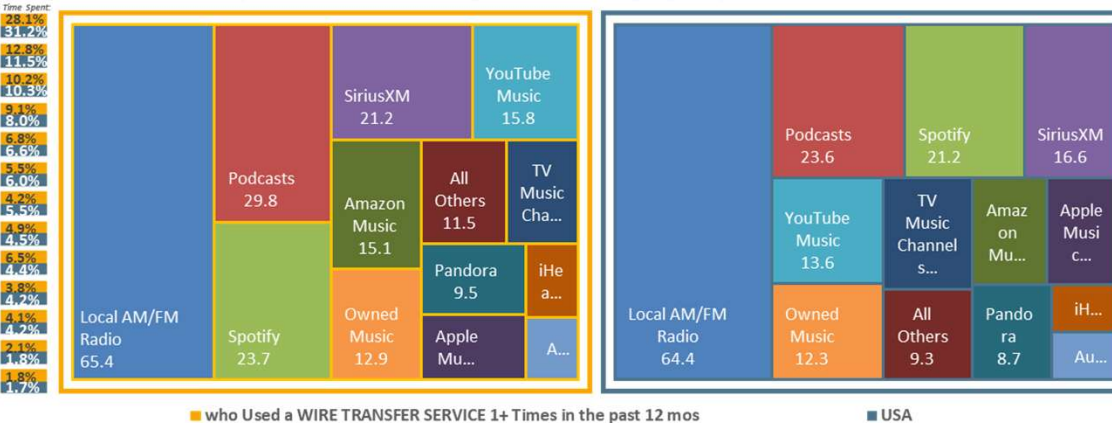


9,086,394 or 75.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

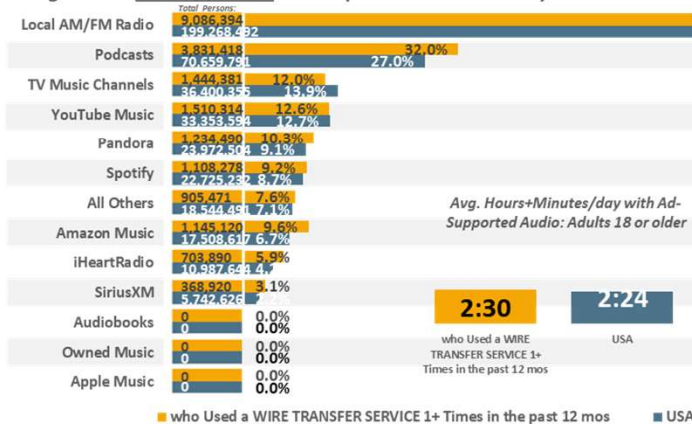
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



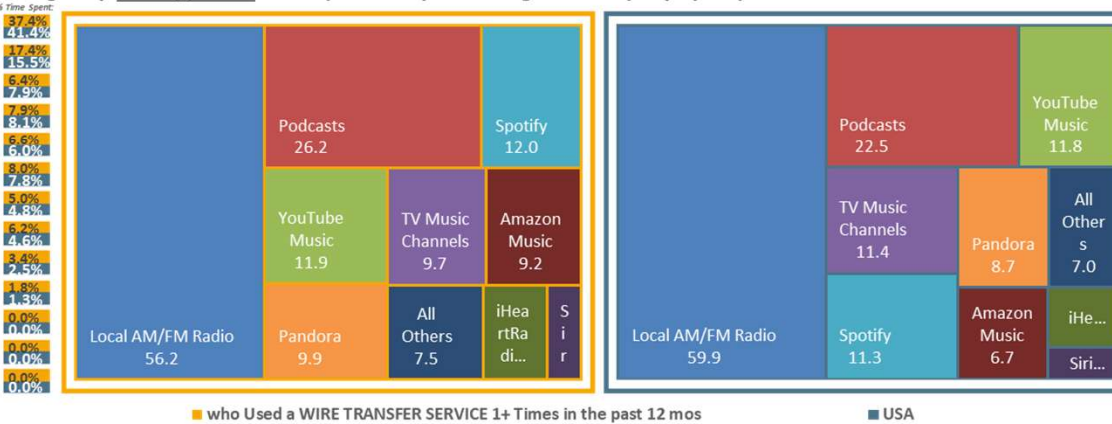
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



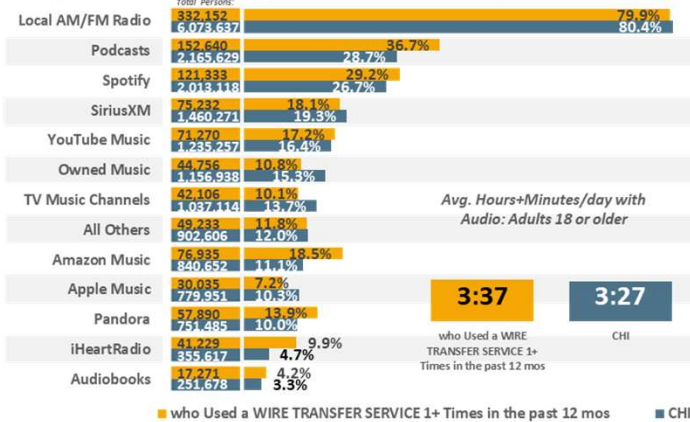
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



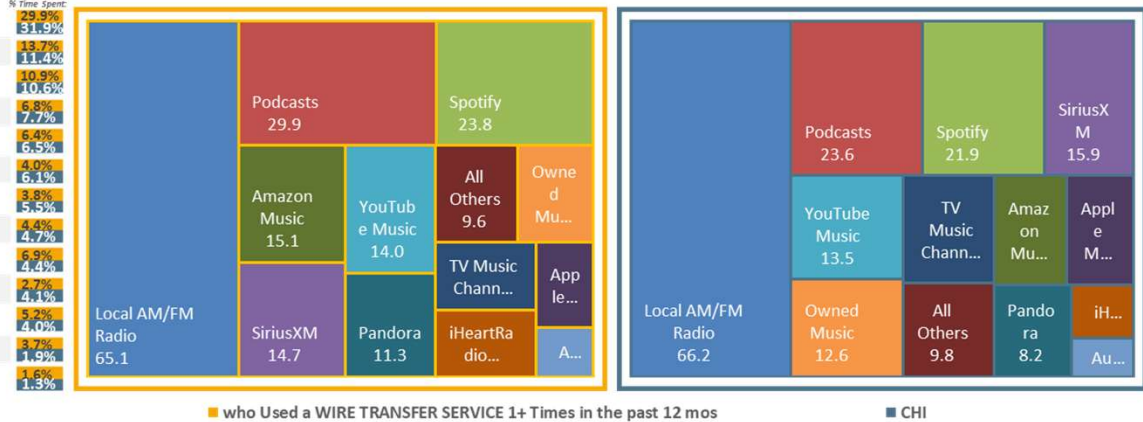


308,235 or 74.2% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 54. minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

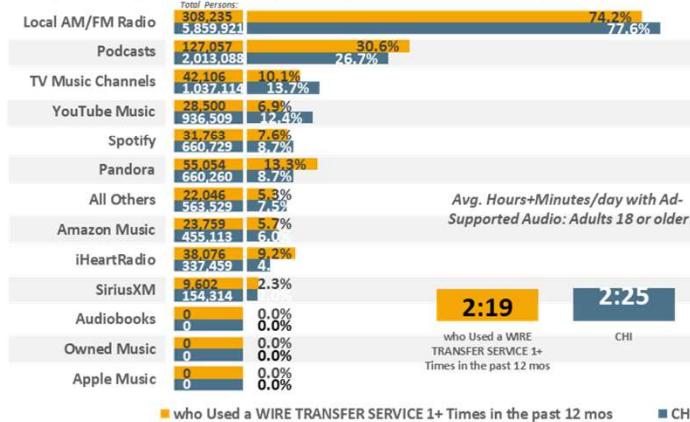
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



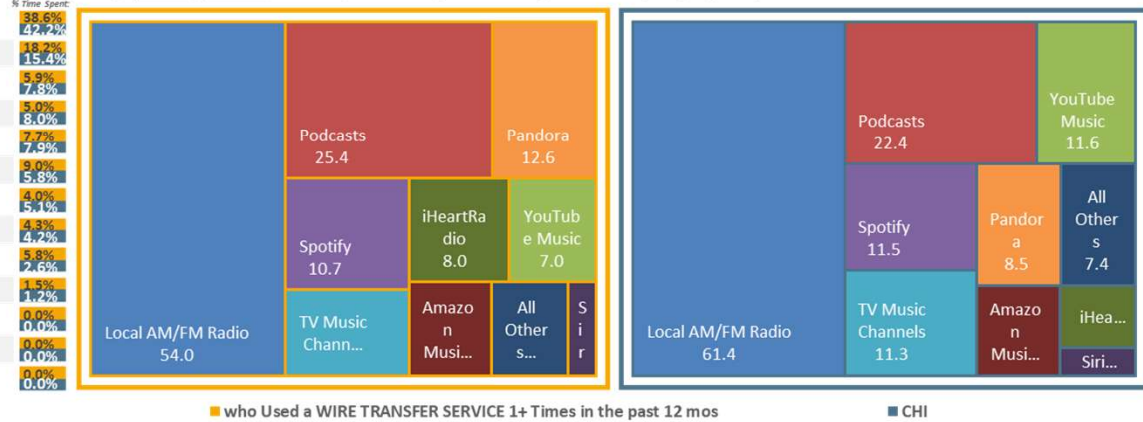
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

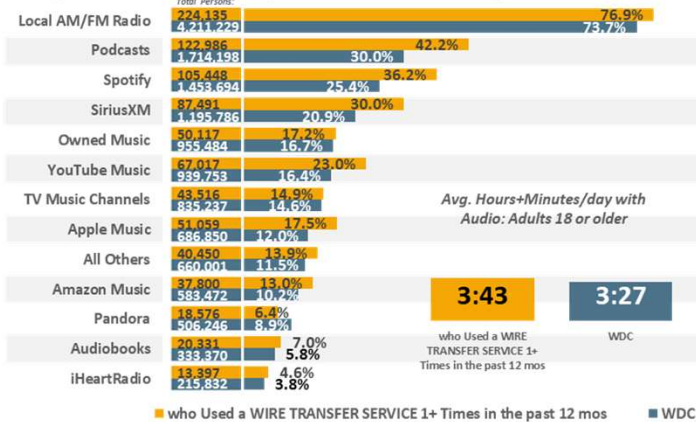




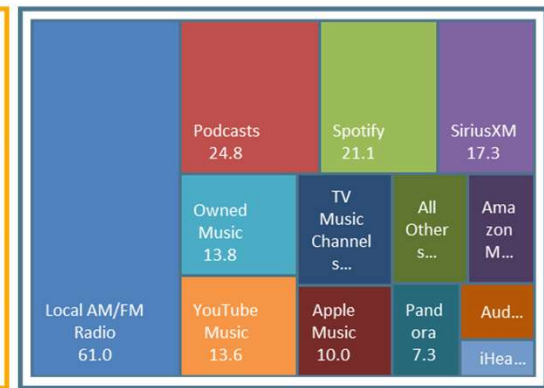
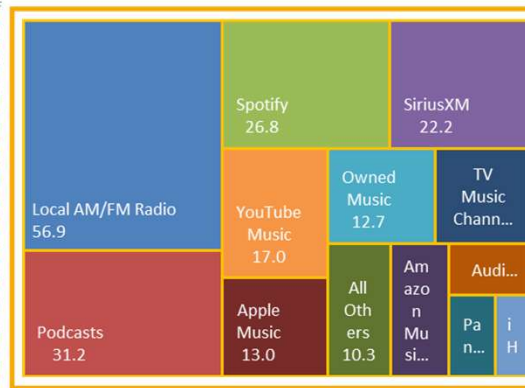


208,020 or 71.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 47.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

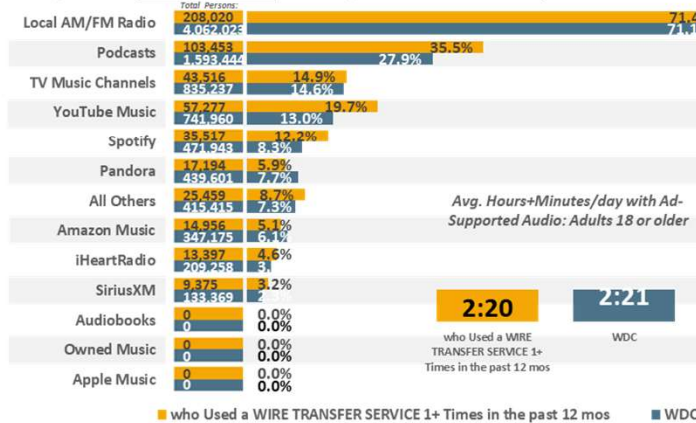
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



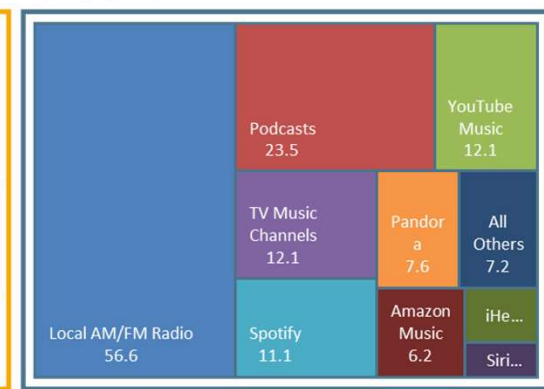
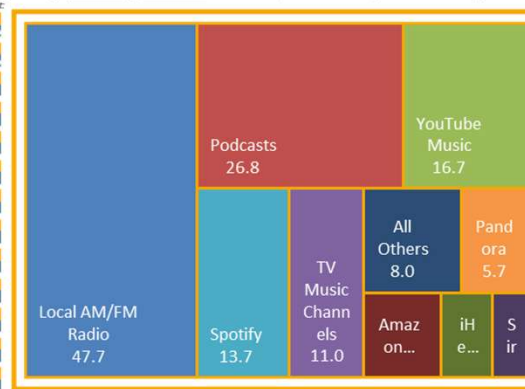
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



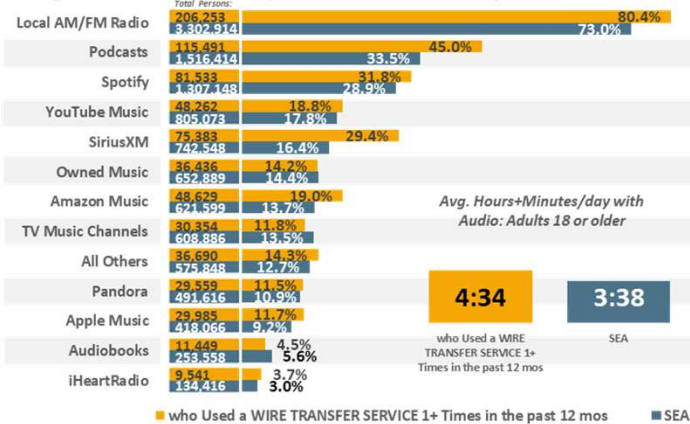
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



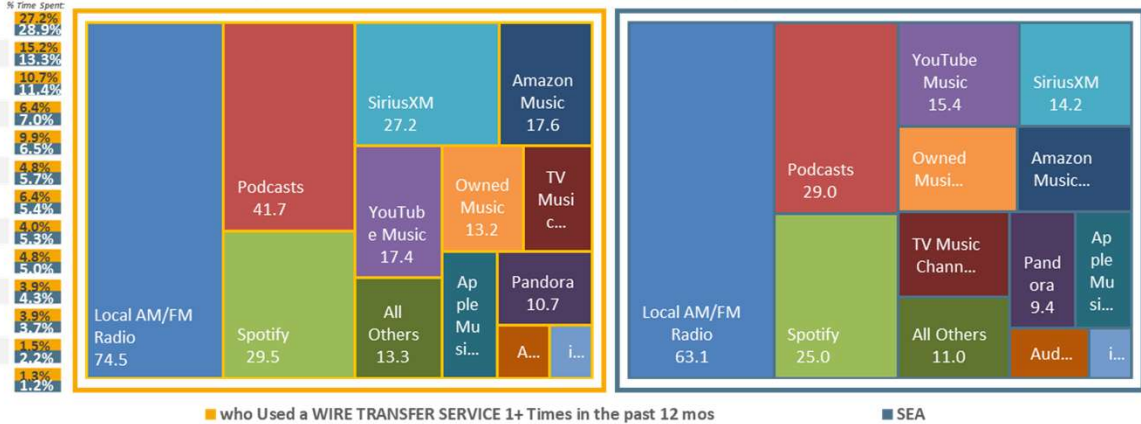


196,097 or 76.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

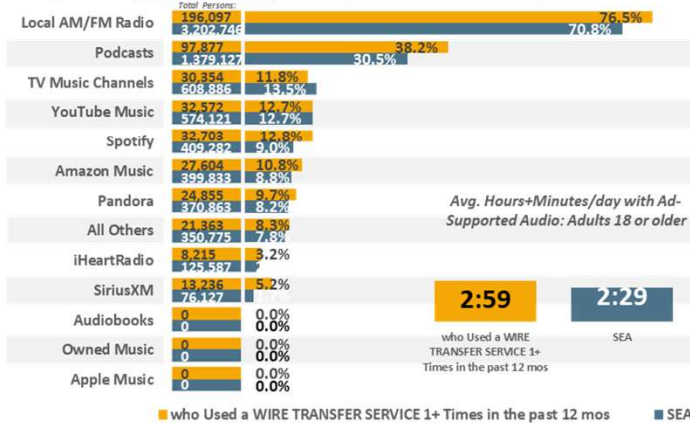
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



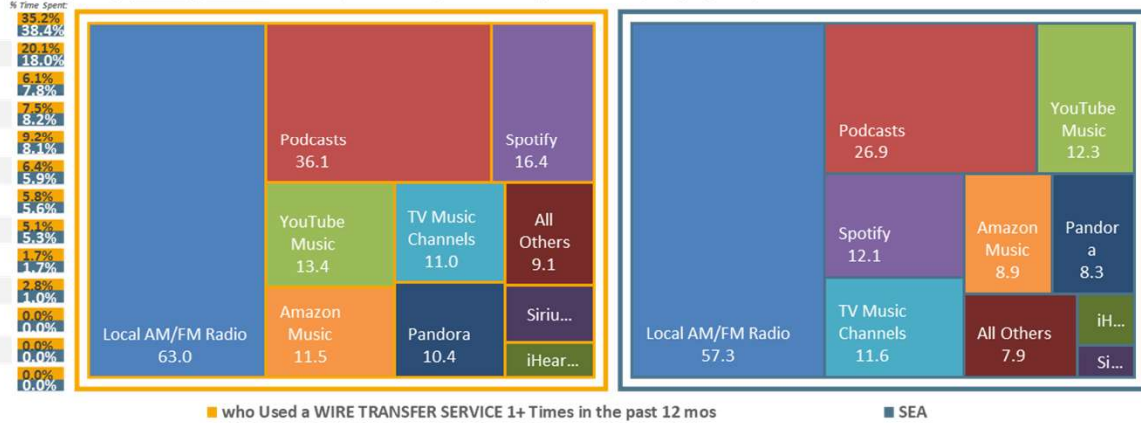
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



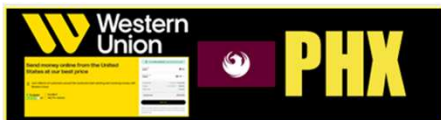
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 252  
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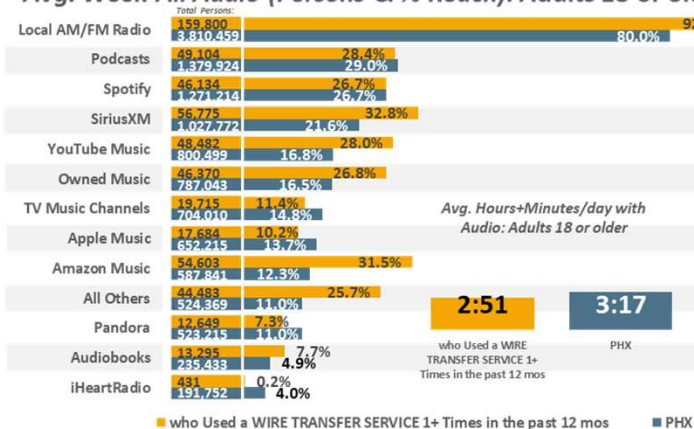
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer

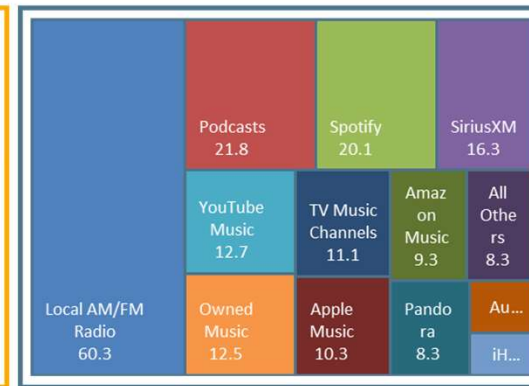
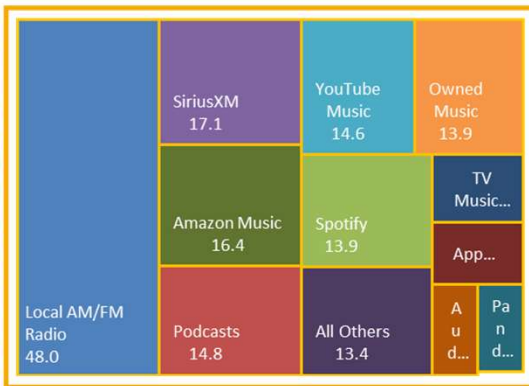


148,195 or 85.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 43. minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

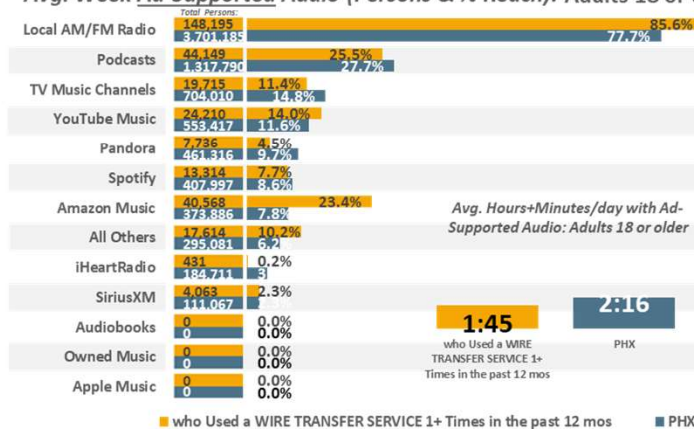
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



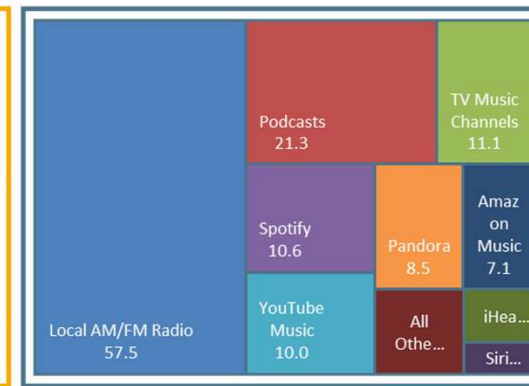
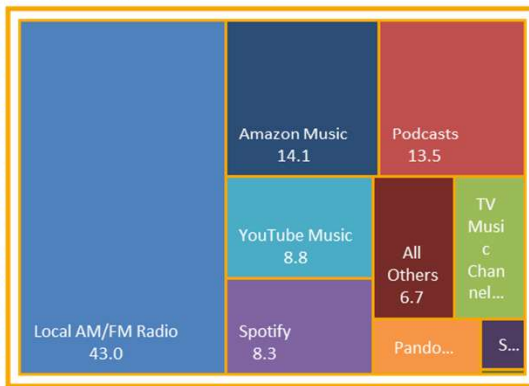
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 123  
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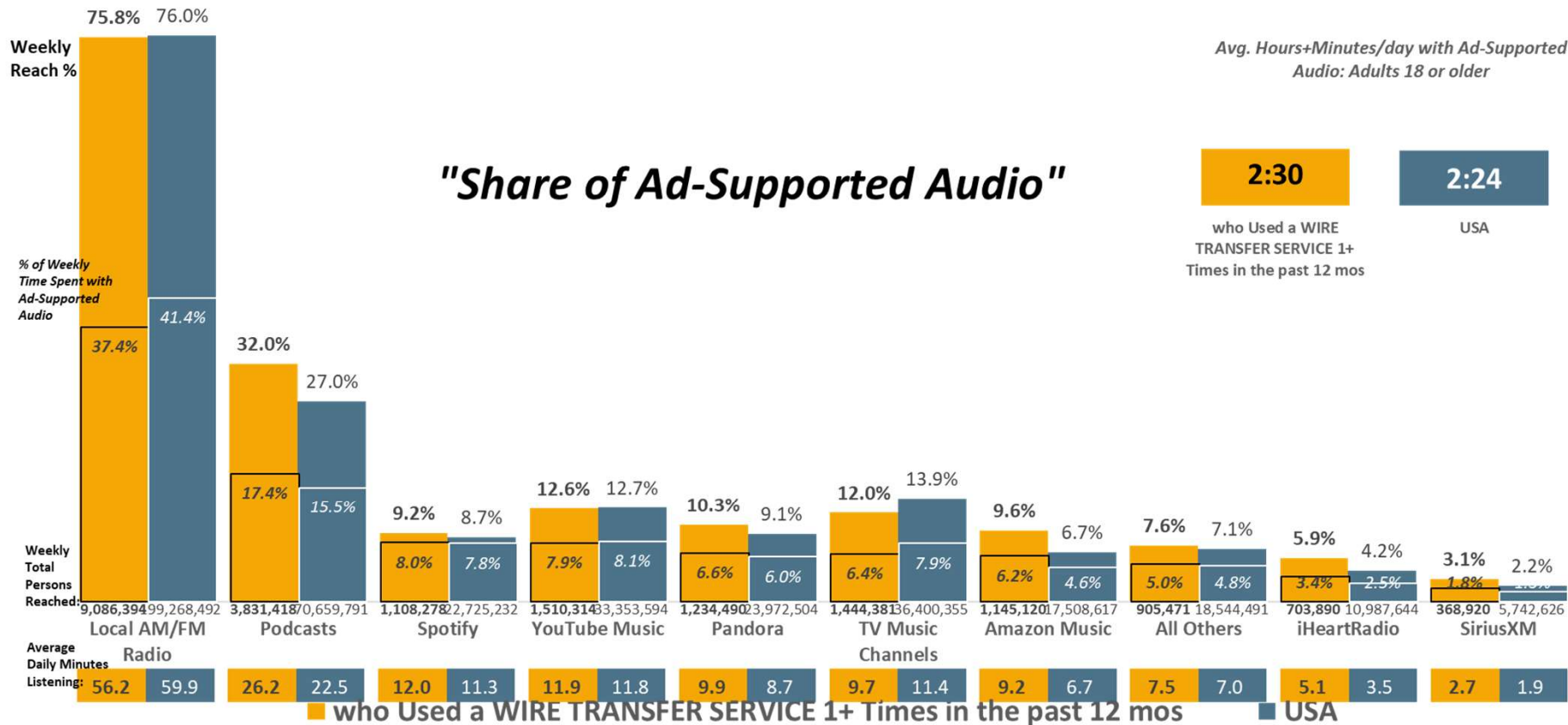
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer

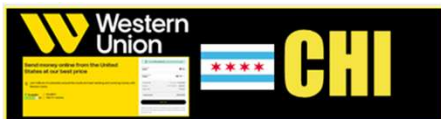




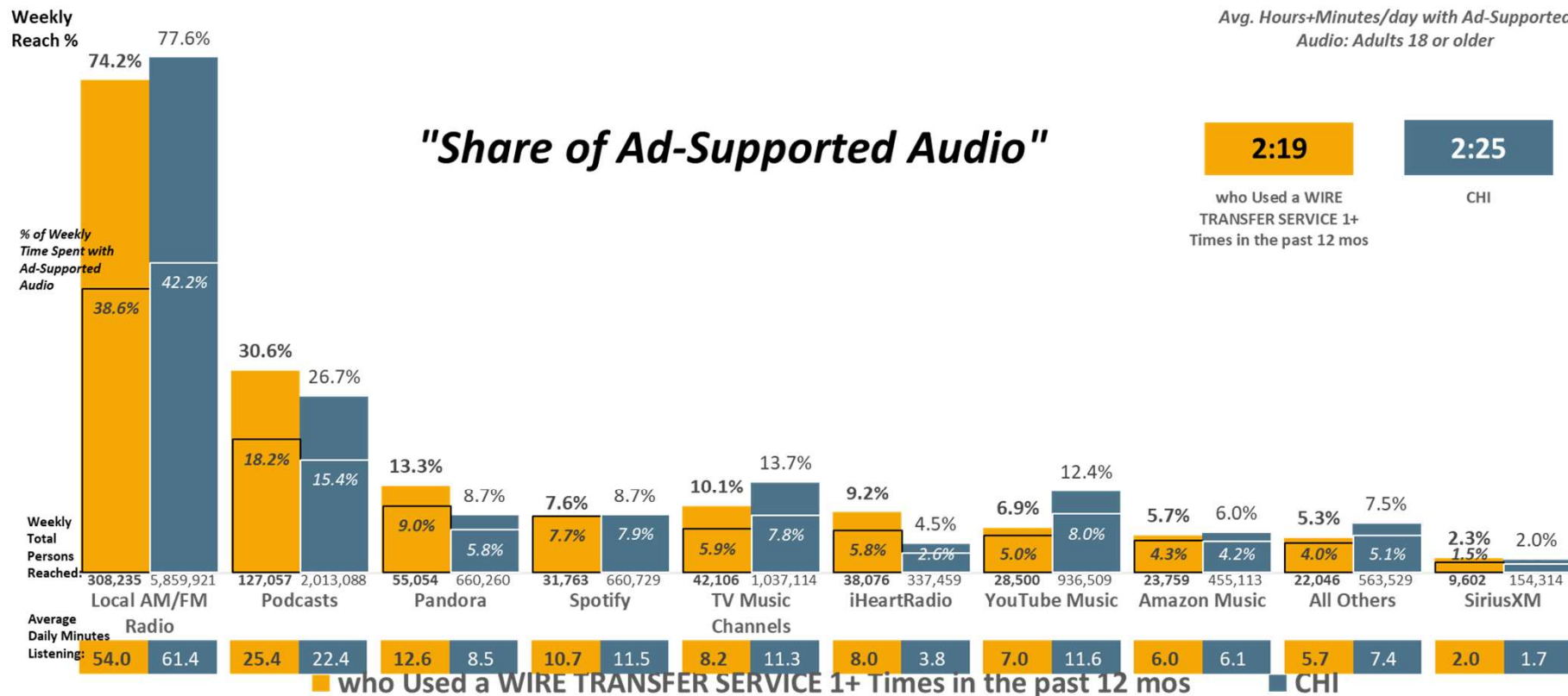
9,086,394 or 75.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.





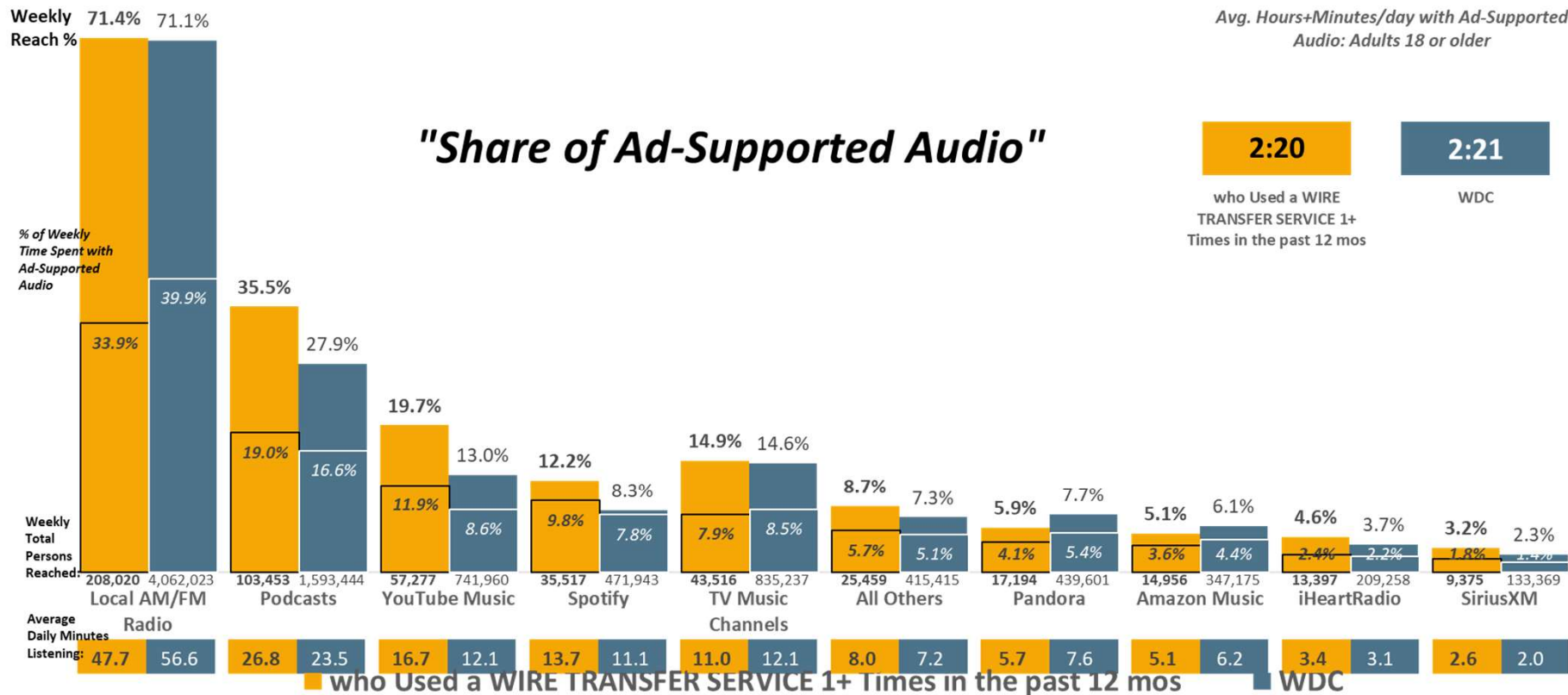


308,235 or 74.2% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 54. minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.





208,020 or 71.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 47.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.





196,097 or 76.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach % 76.5%

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

## "Share of Ad-Supported Audio"

2:59

2:29

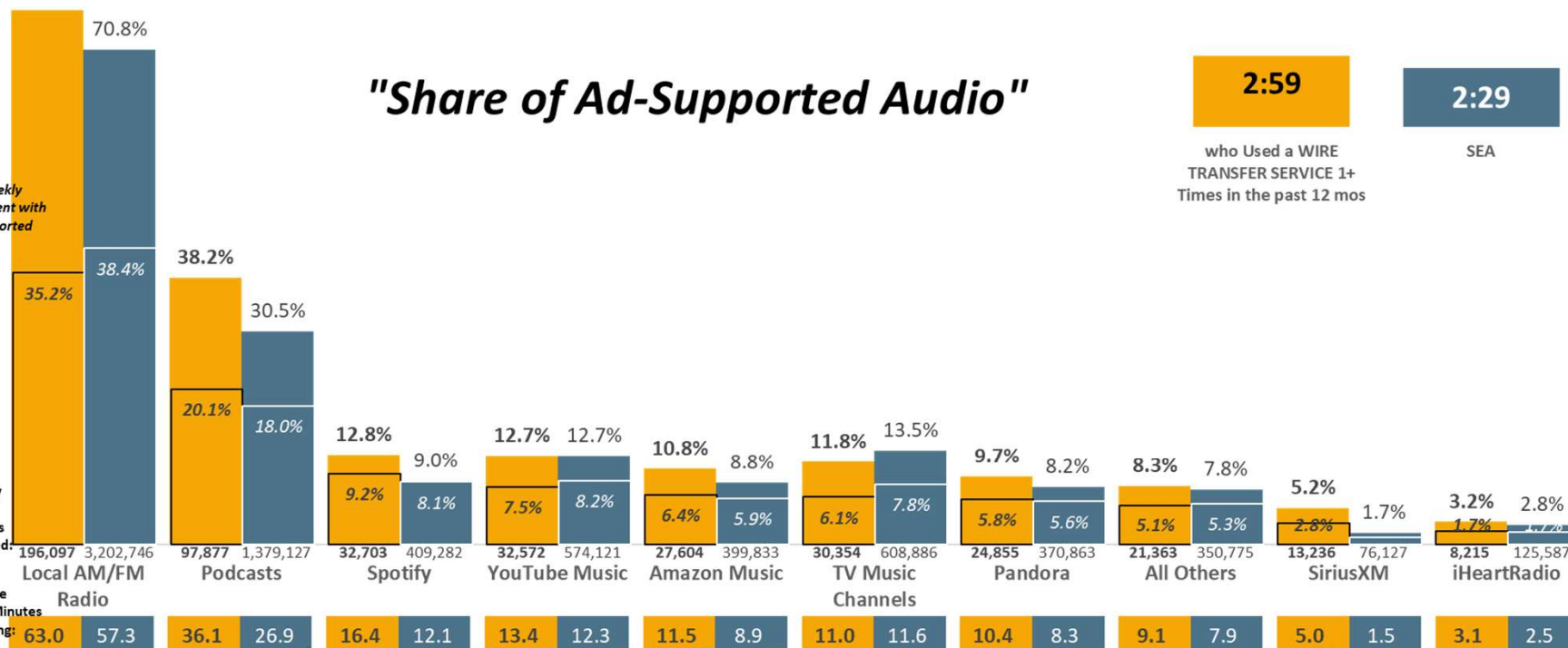
who Used a WIRE  
TRANSFER SERVICE 1+  
Times in the past 12 mos

SEA

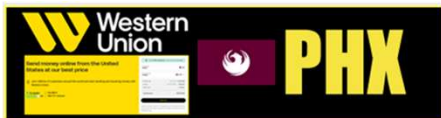
% of Weekly  
Time Spent with  
Ad-Supported  
Audio

Weekly  
Total  
Persons  
Reached

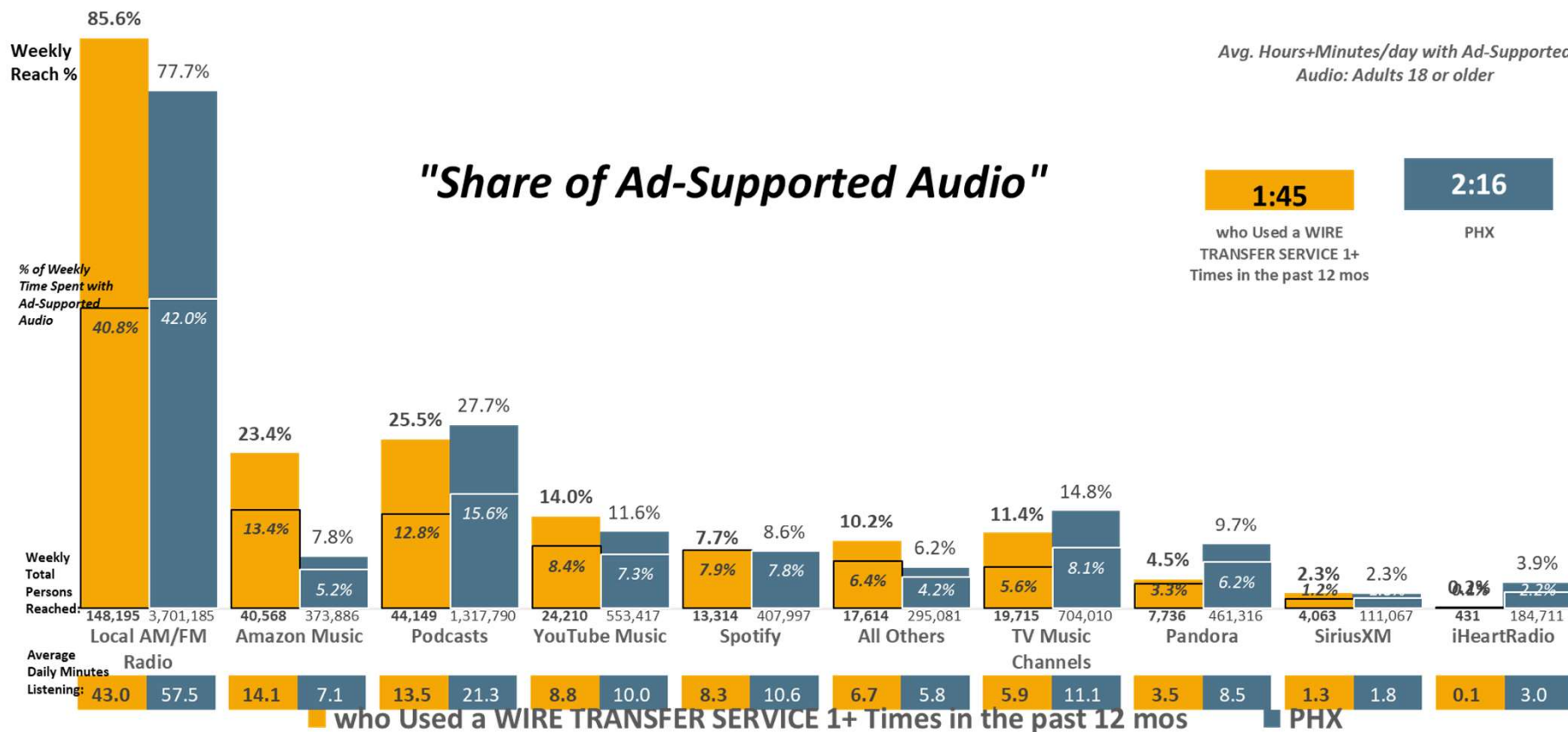
Average  
Daily Minutes  
Listening



who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos SEA



148,195 or 85.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 43. minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

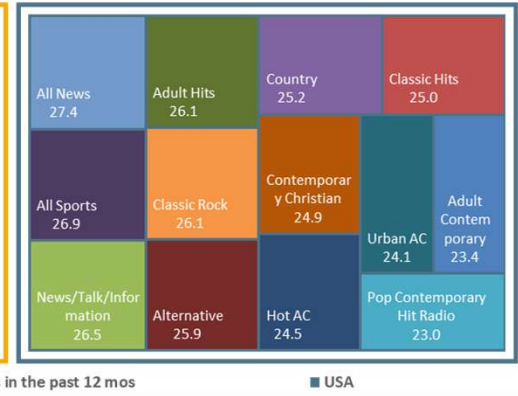
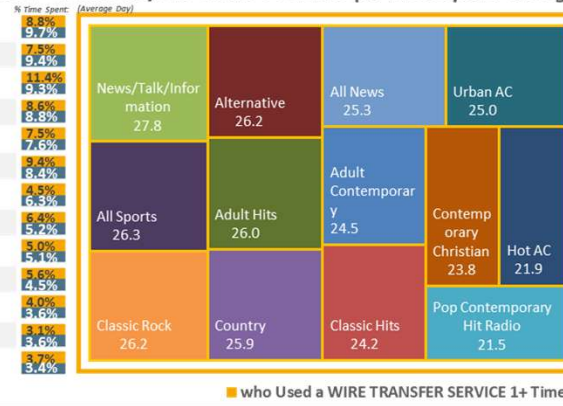
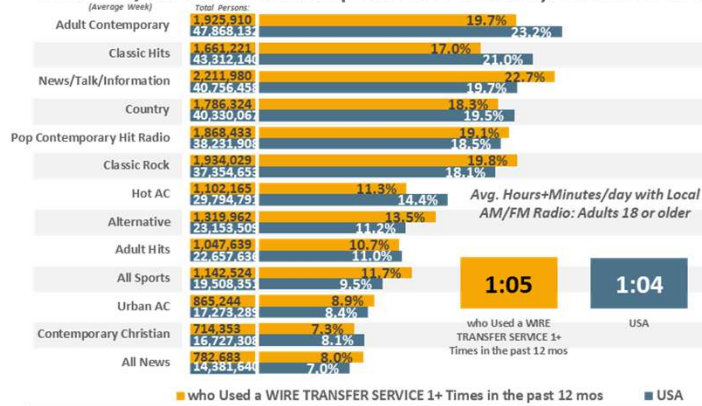




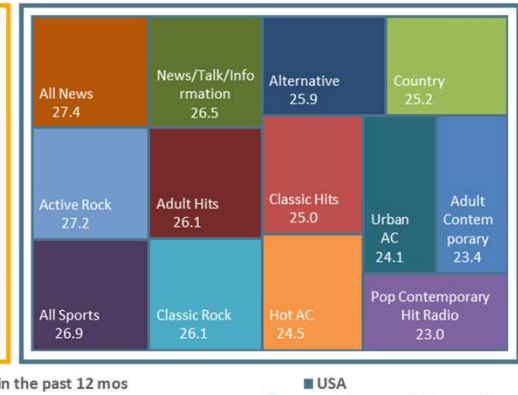
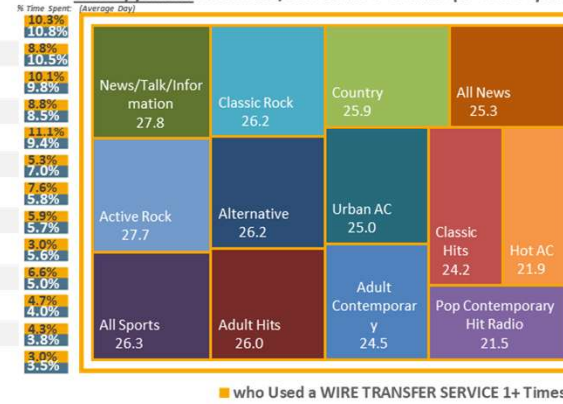
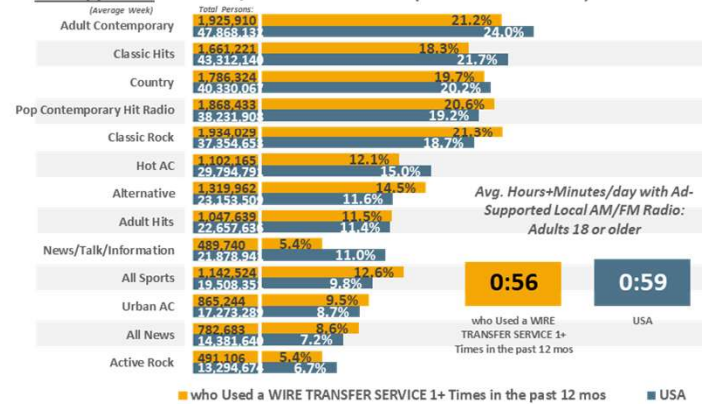


9,086,394 or 75.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Classic Hits.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

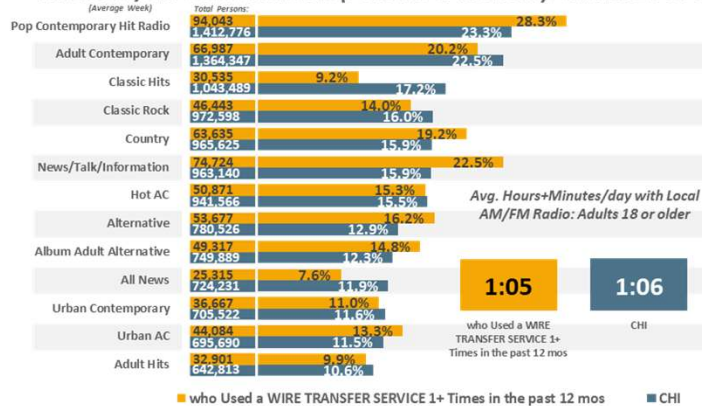
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer

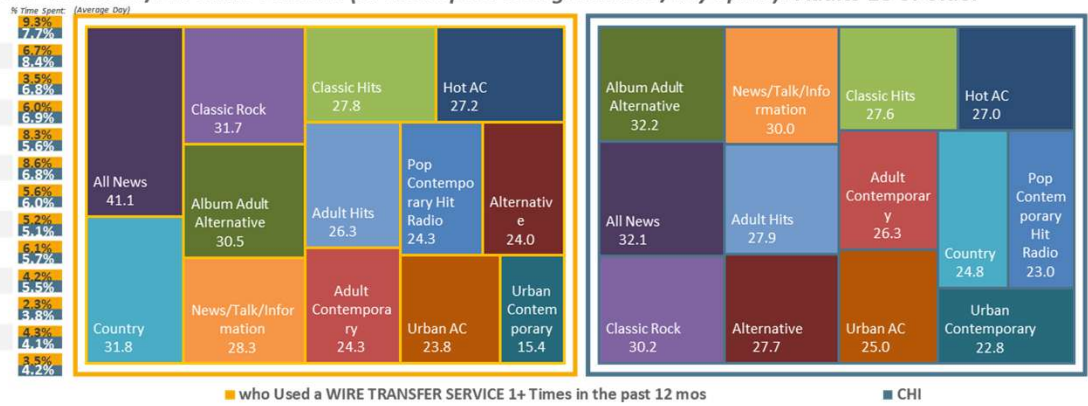


308,235 or 74.2% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Alternative, and Hot AC.

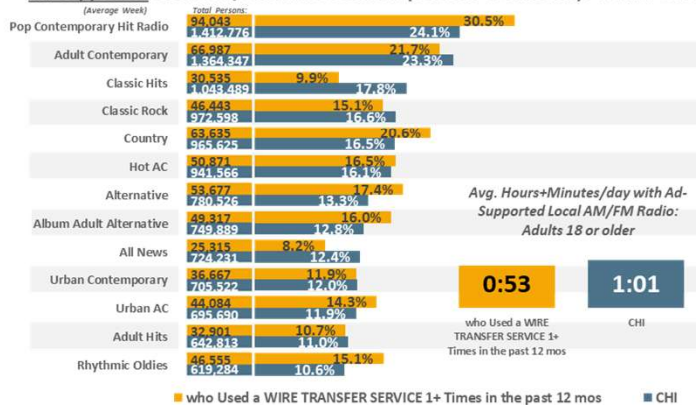
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



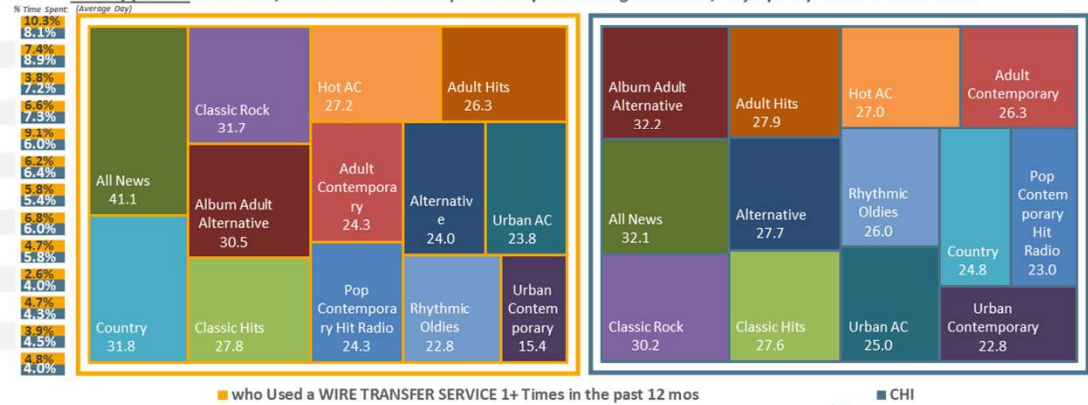
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



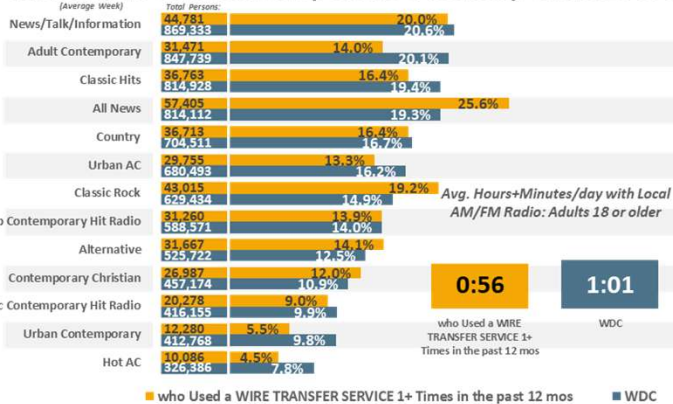
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



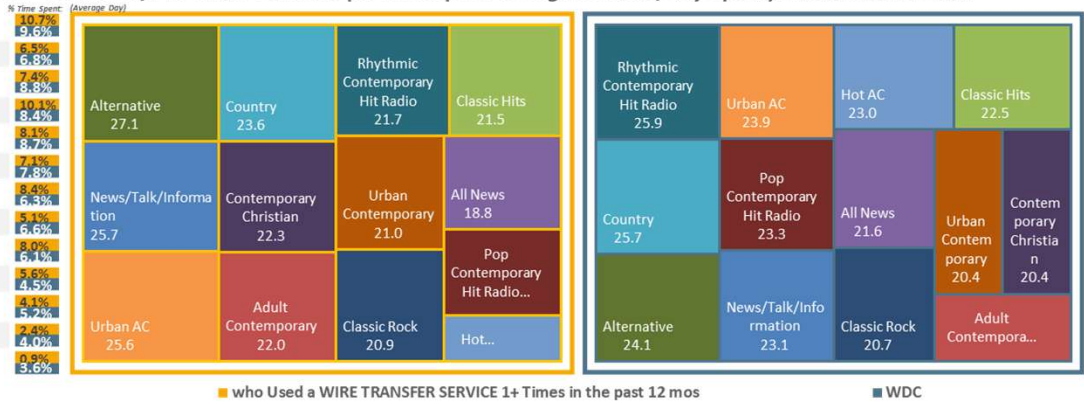


208,020 or 71.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Rock, Classic Hits, Country, and Alternative.

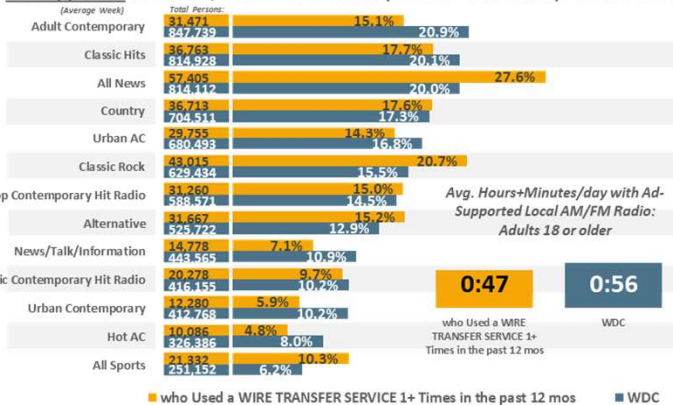
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



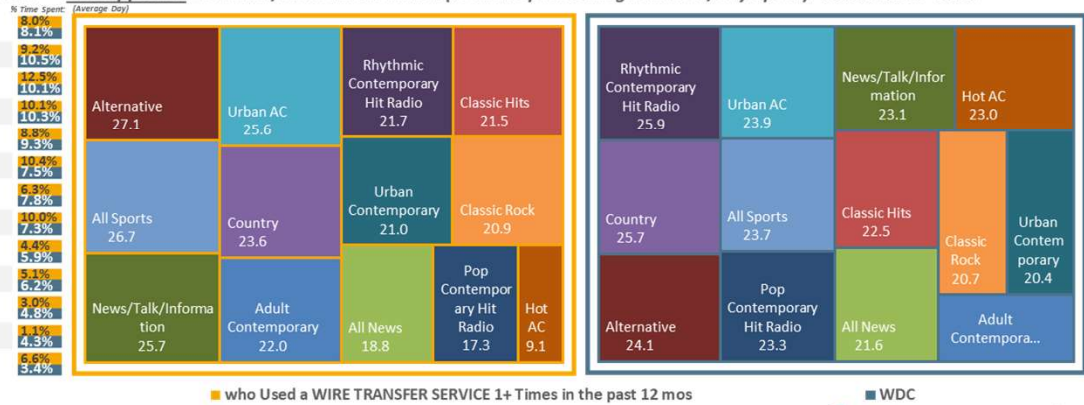
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

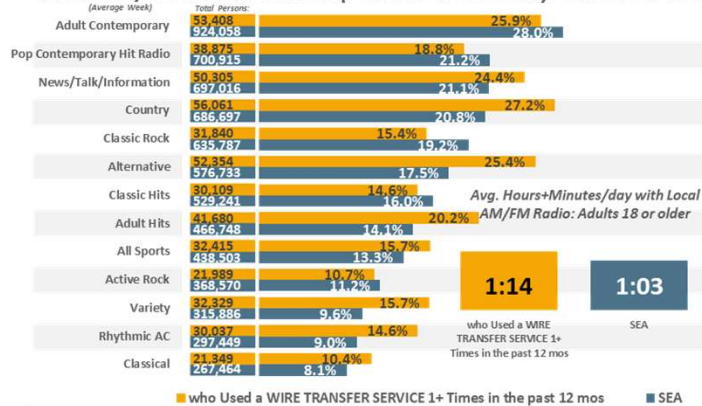




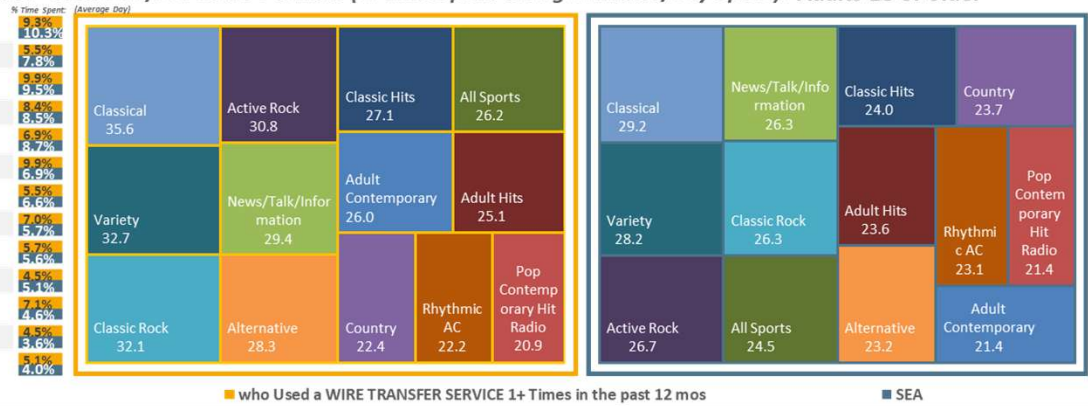


196,097 or 76.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Alternative, Adult Hits, and Pop Contemporary Hit Radio.

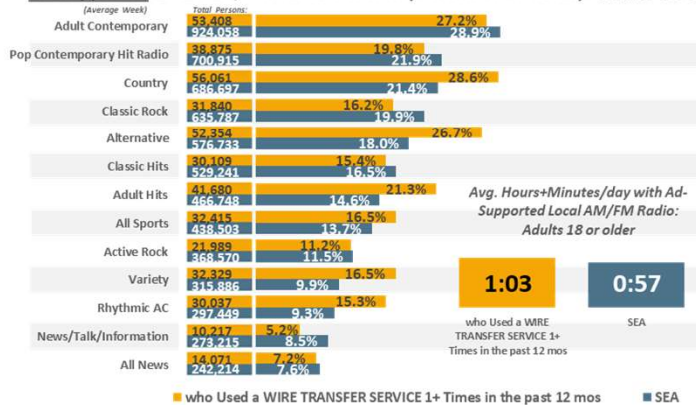
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



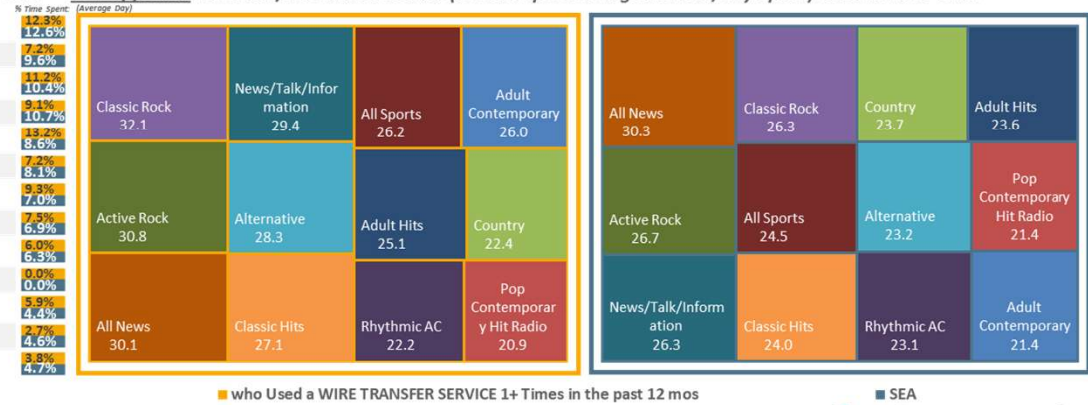
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

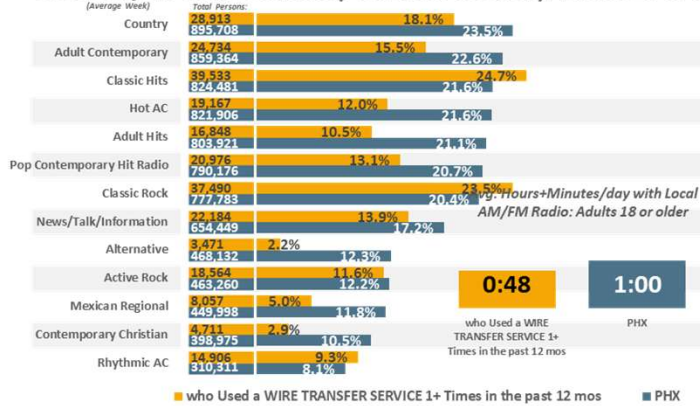




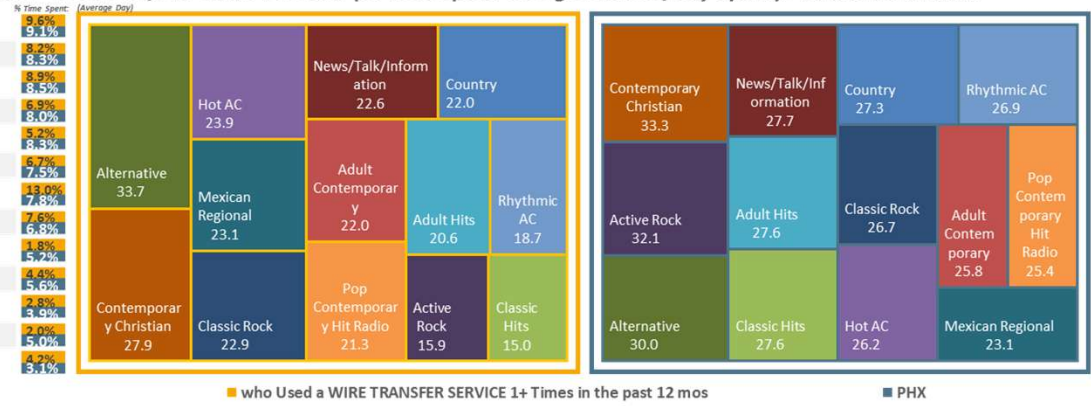


148,195 or 85.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Country, Adult Contemporary, and Pop Contemporary Hit Radio.

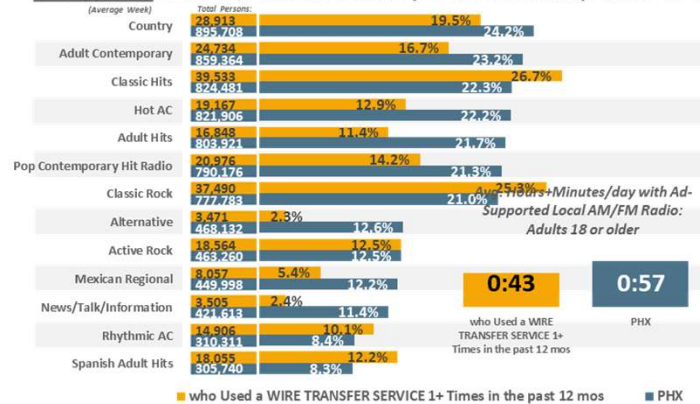
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



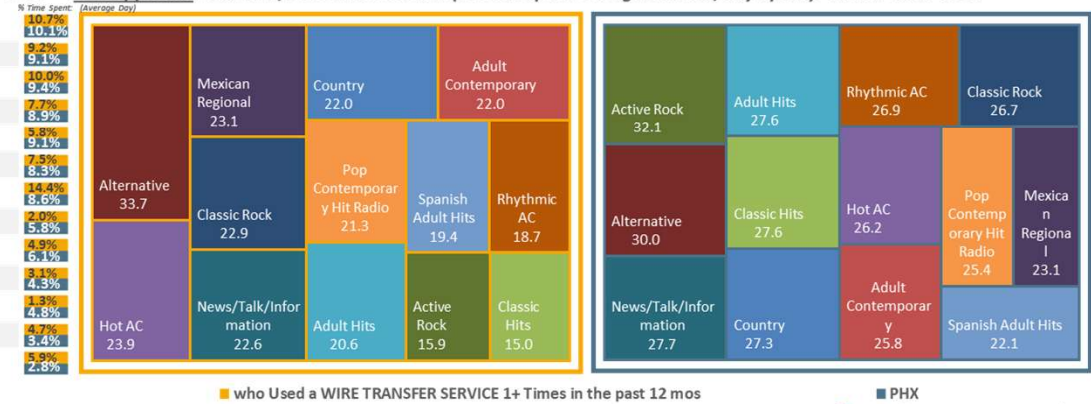
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

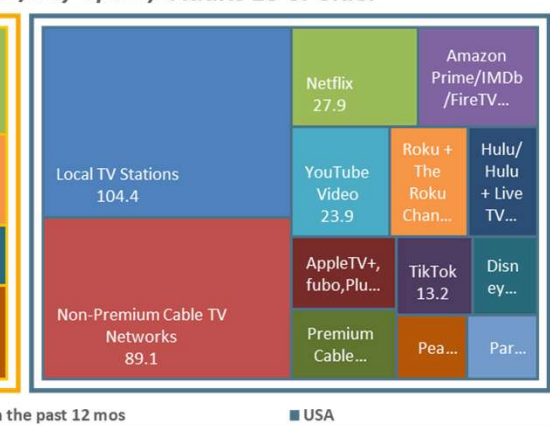
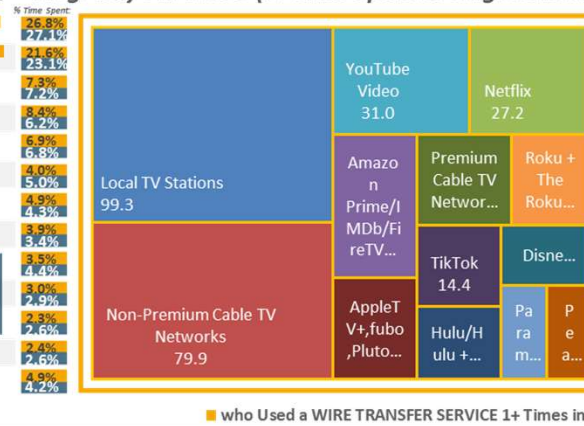
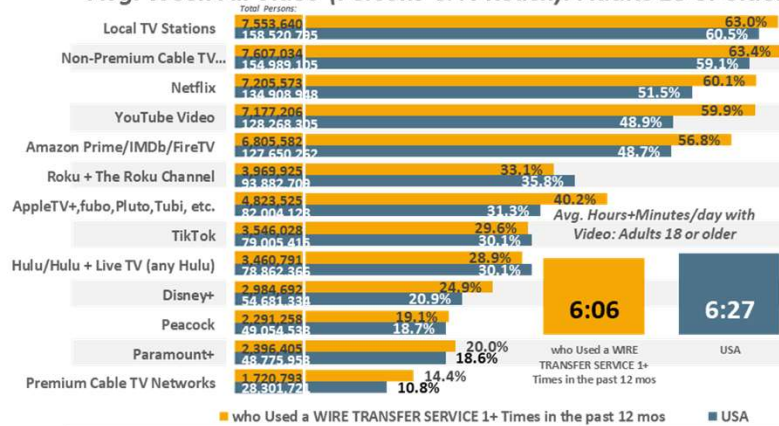




7,425,052 or 61.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

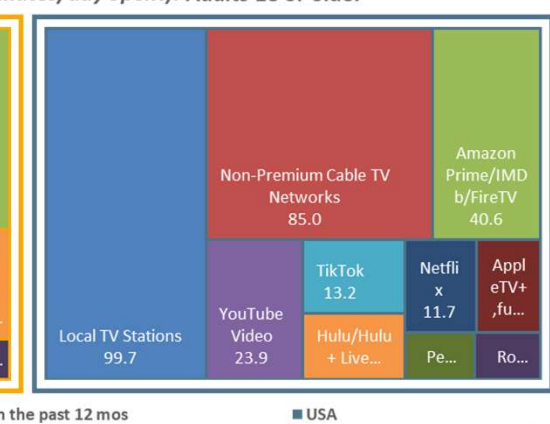
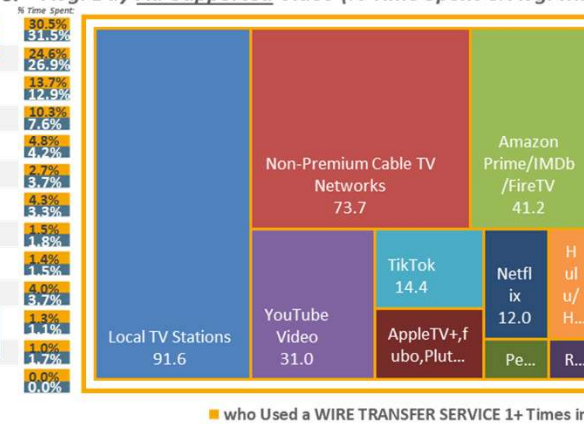
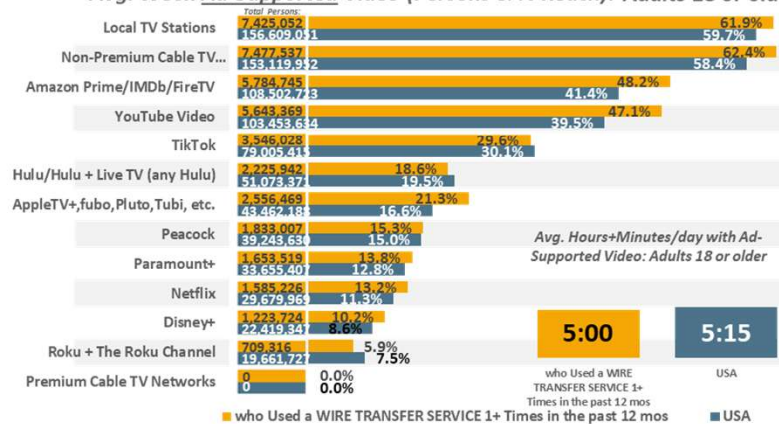
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

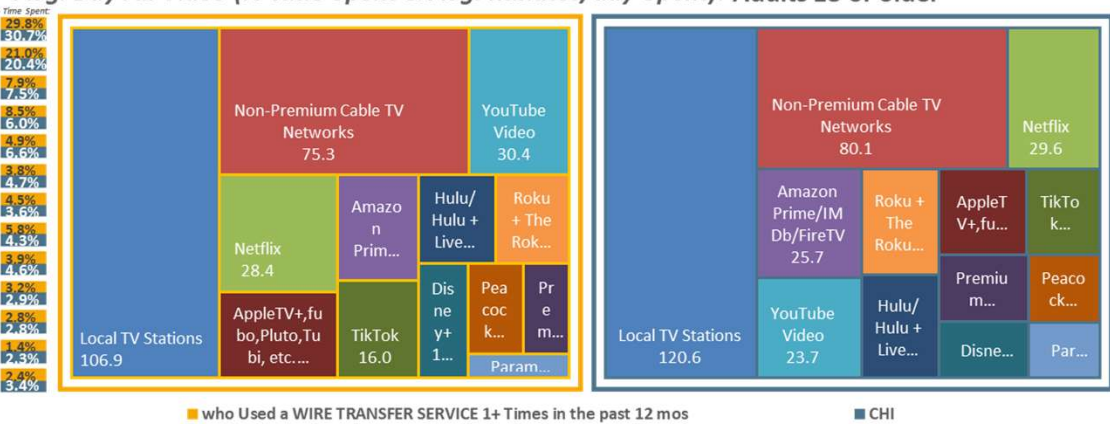
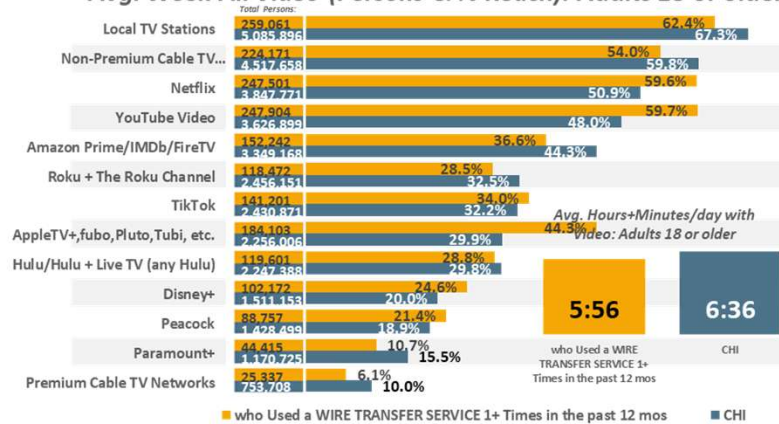




252,152 or 60.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 99. minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

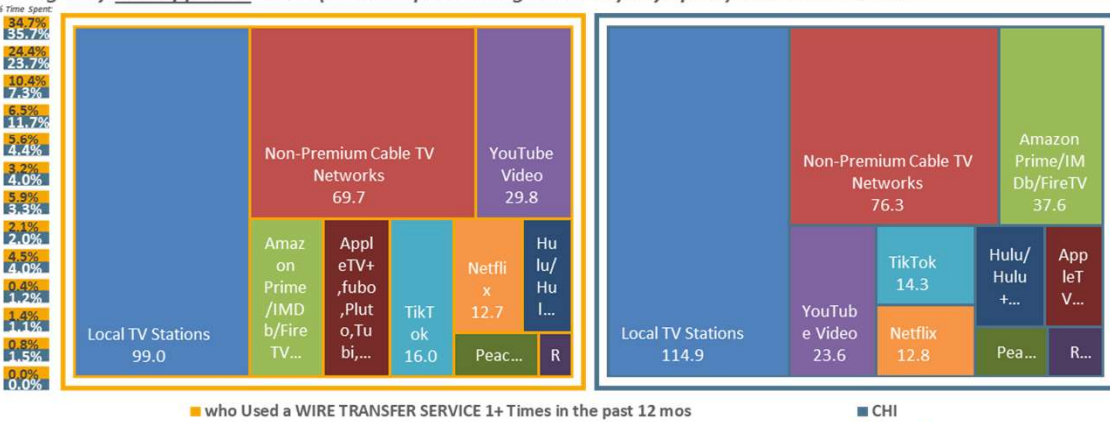
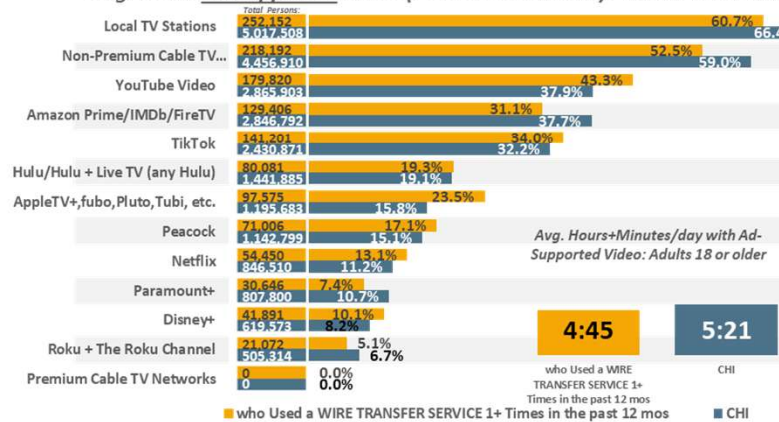
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 196  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer

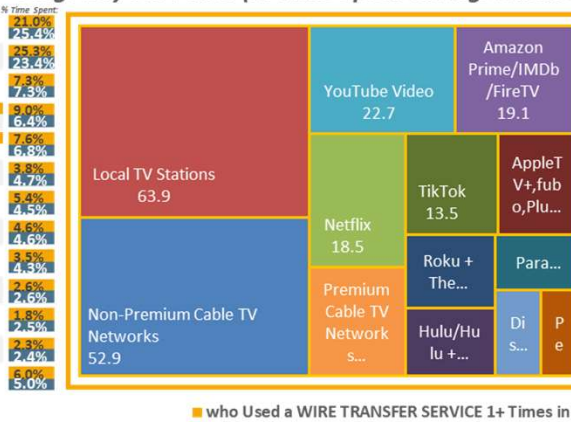
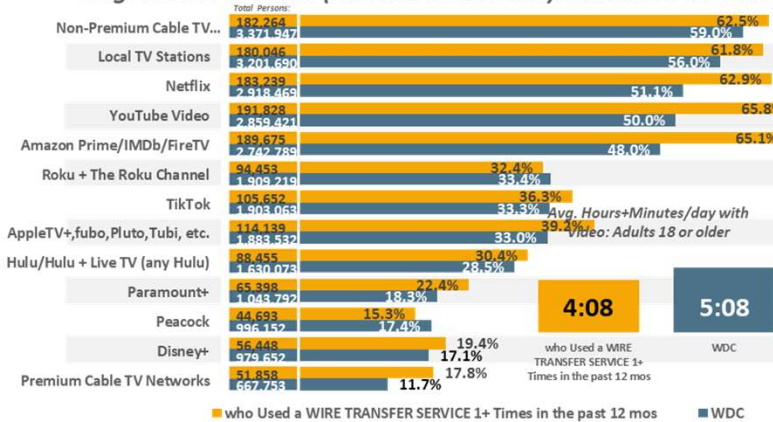




177,568 or 60.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 57.8 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

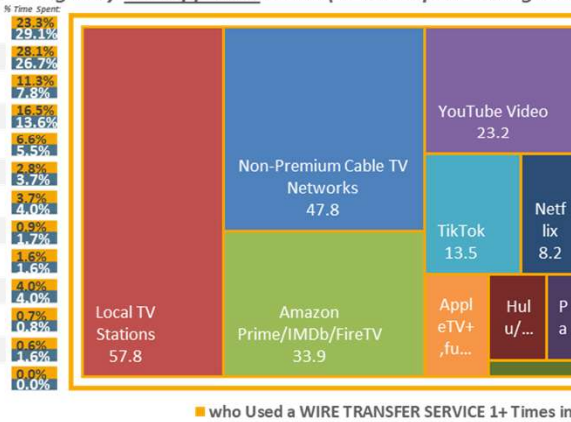
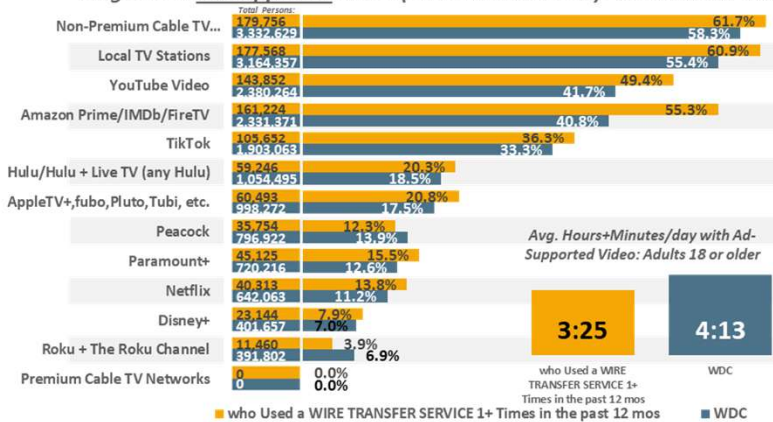
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 327  
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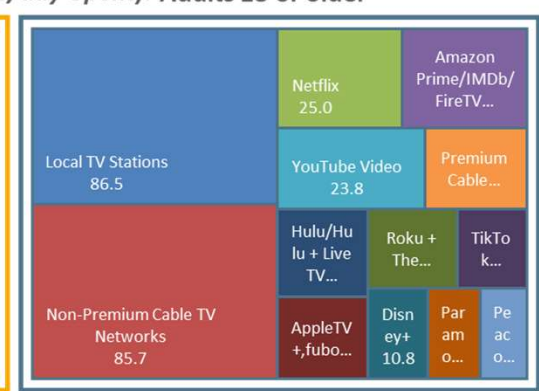
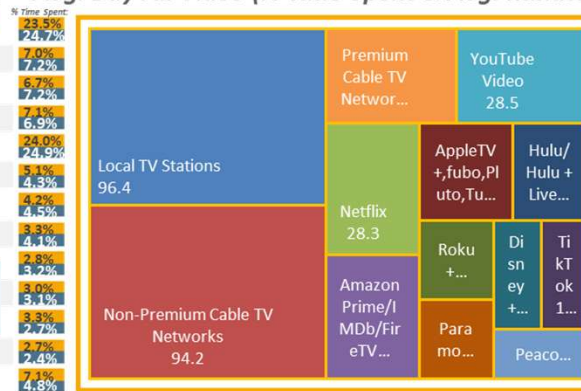
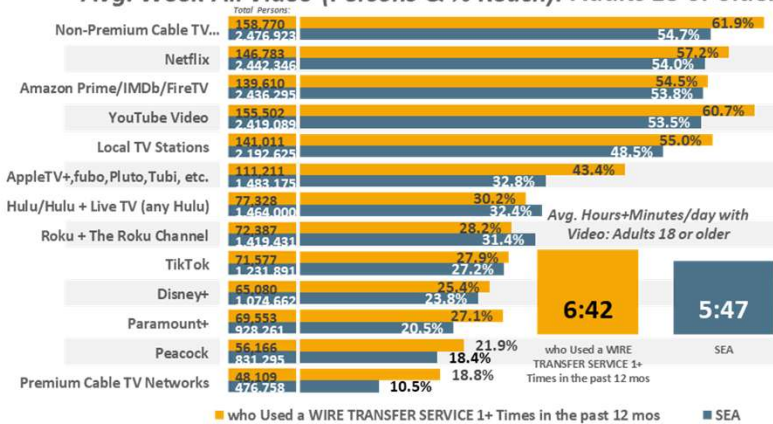
Professional services used by HHLD past 12 months (HHLD): Wire transfer



139,290 or 54.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

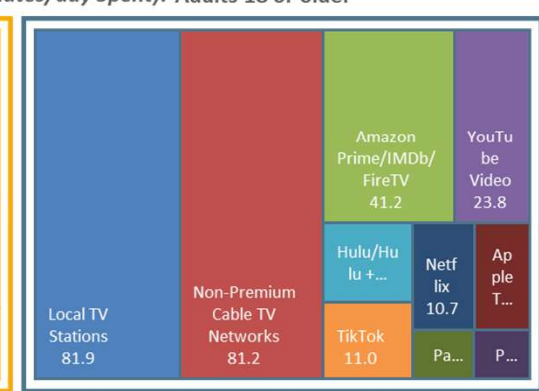
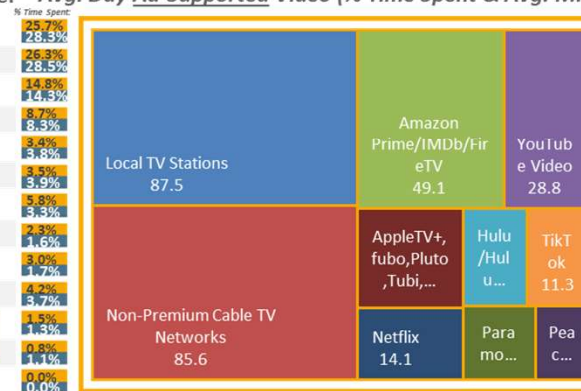
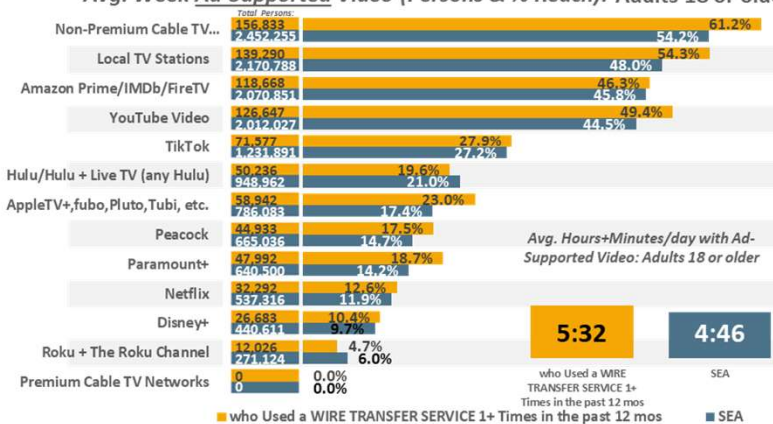
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 252  
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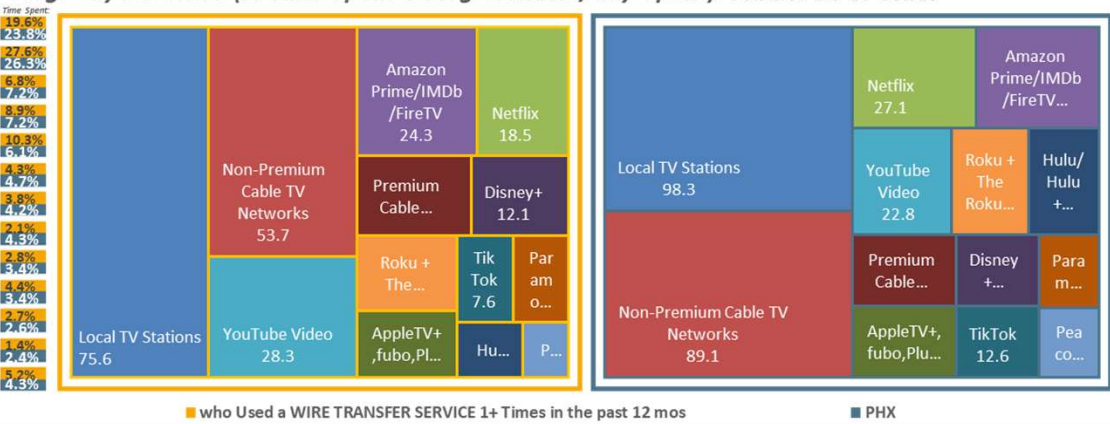
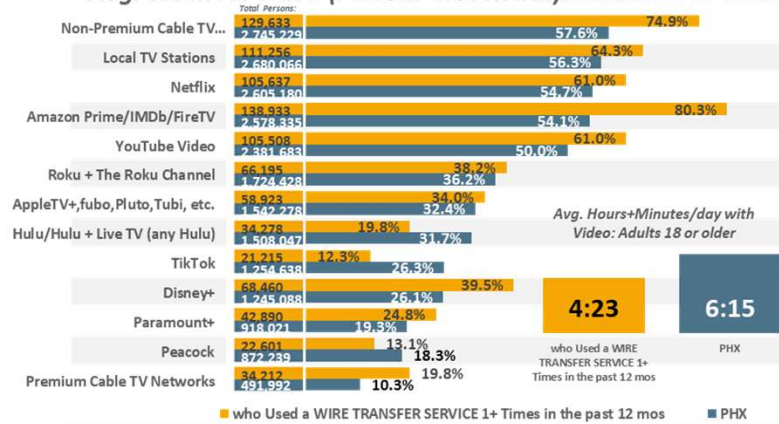
Professional services used by HHLD past 12 months (HHLD): Wire transfer



109,973 or 63.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 72. minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

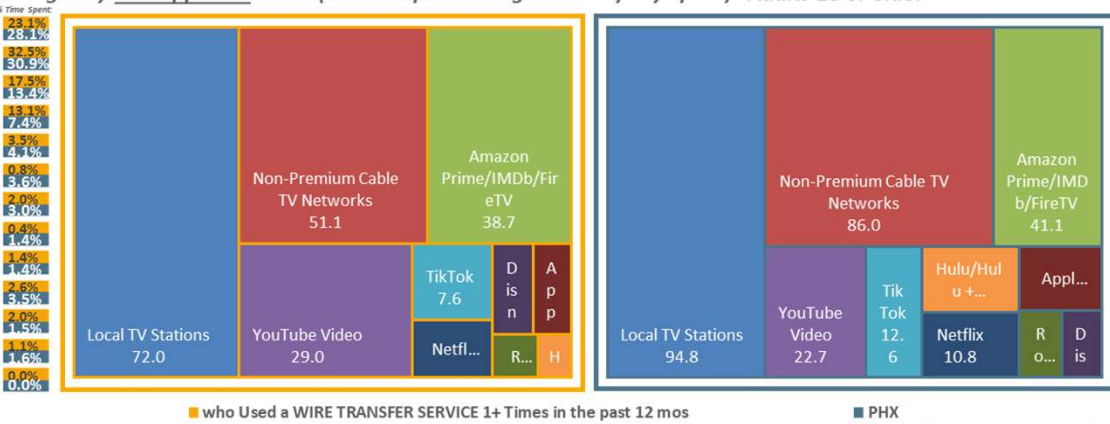
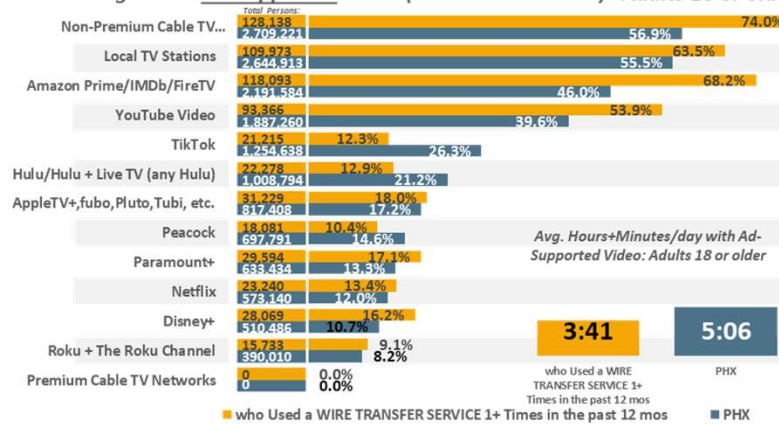
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 123  
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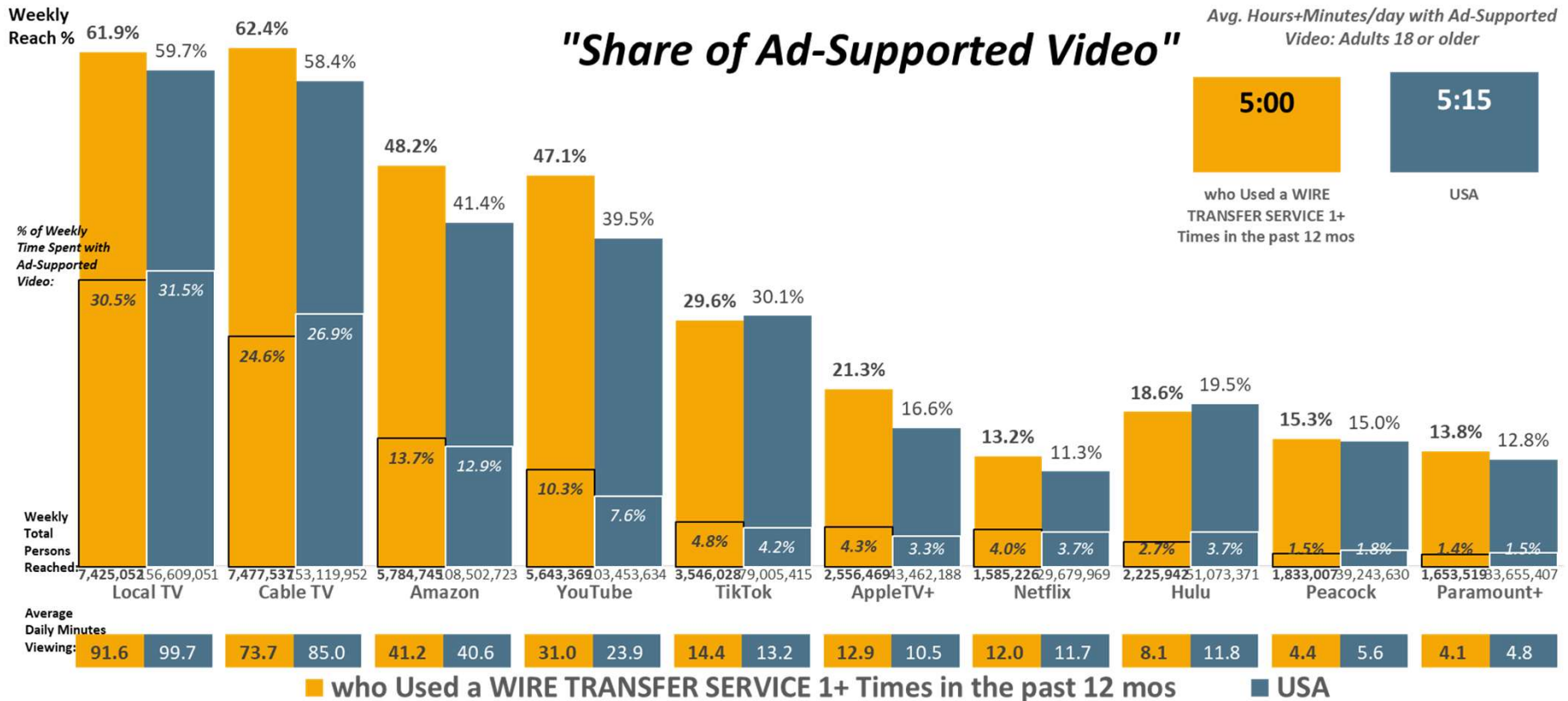
Professional services used by HHLD past 12 months (HHLD): Wire transfer





7,425,052 or 61.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

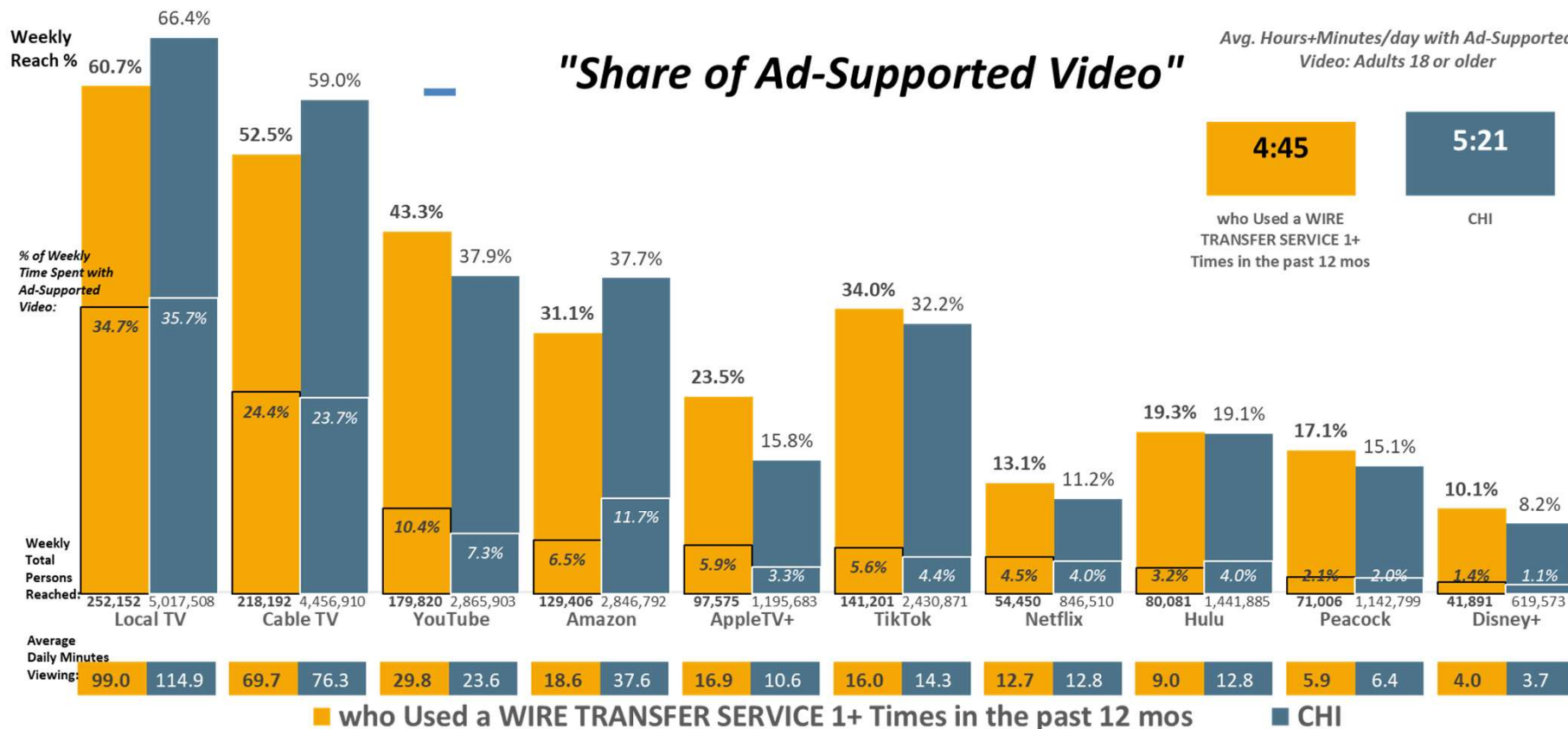
## "Share of Ad-Supported Video"





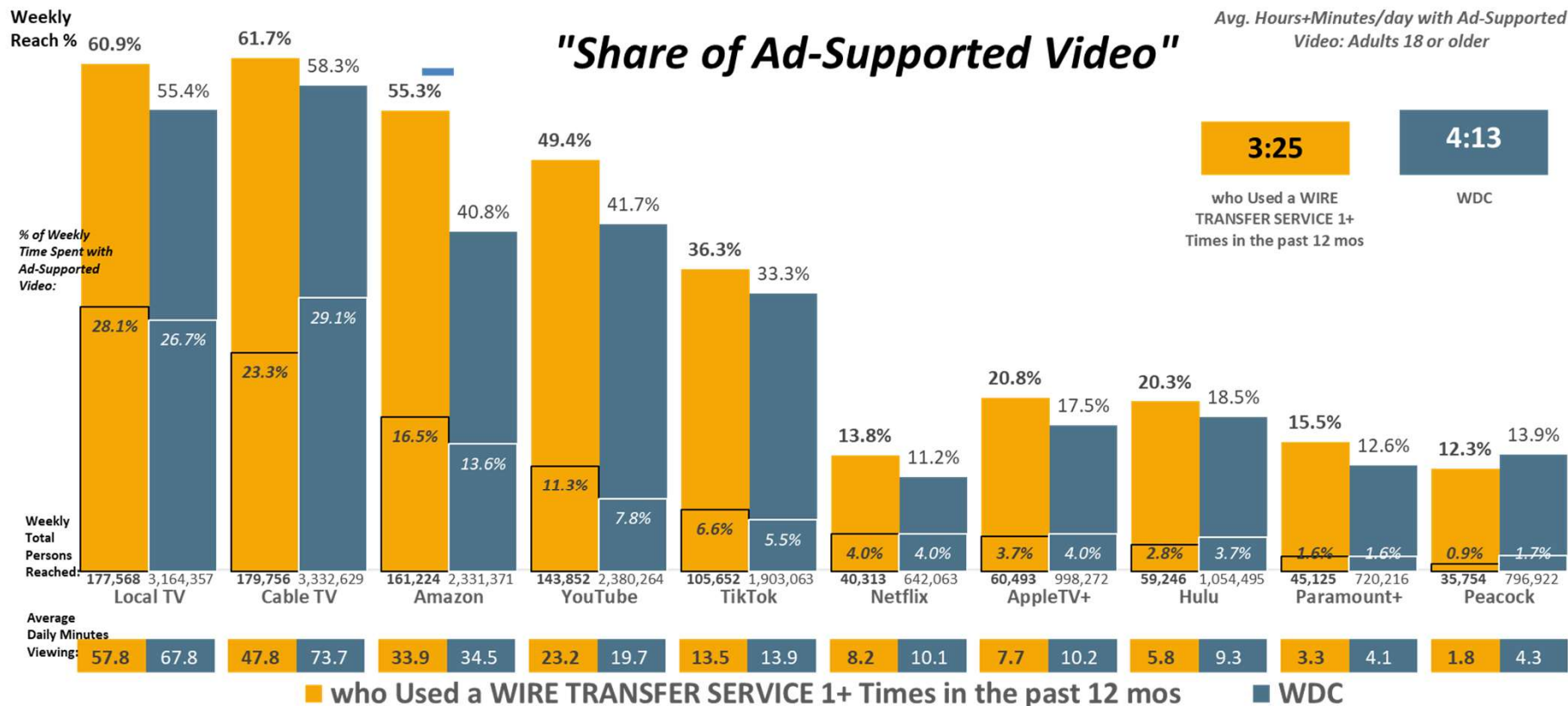
252,152 or 60.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 99. minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



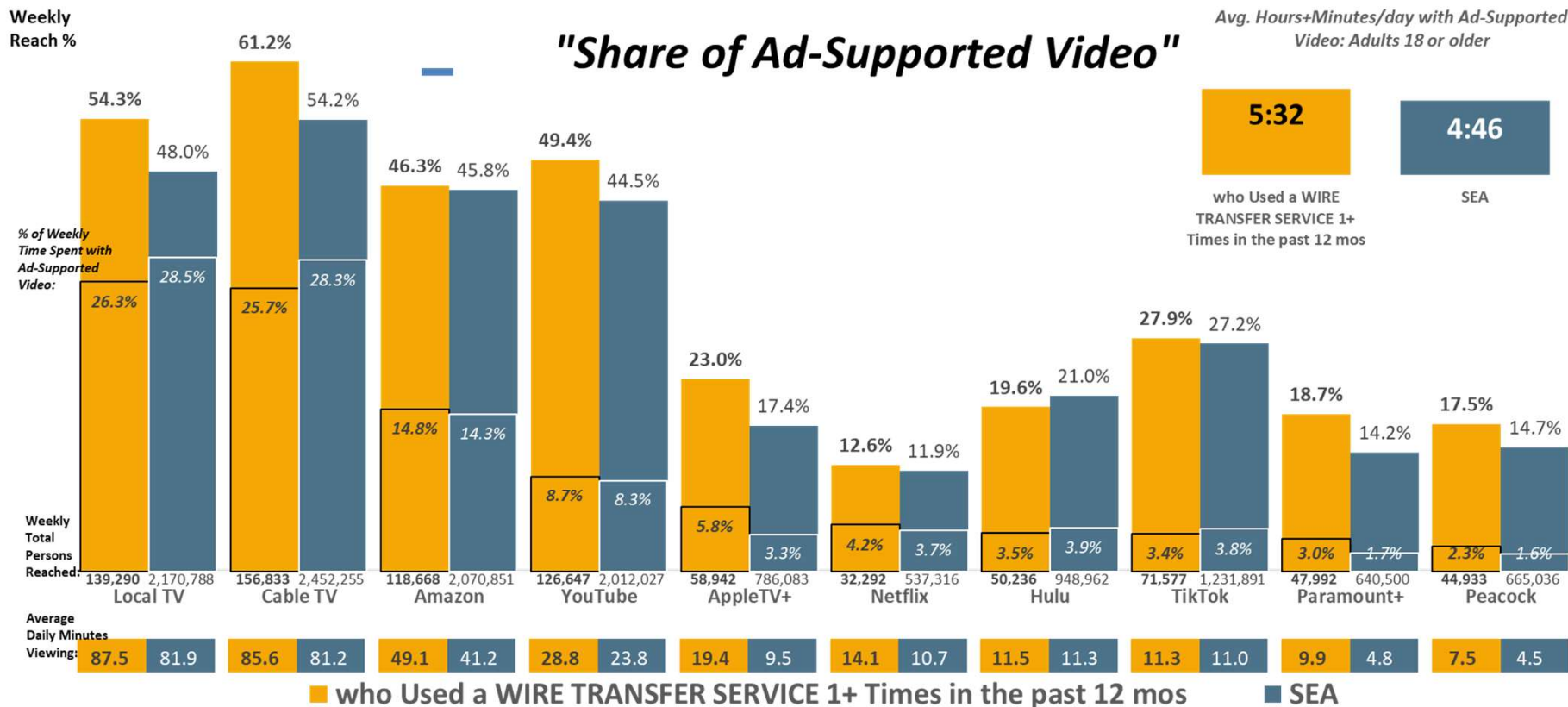


177,568 or 60.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 57.8 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

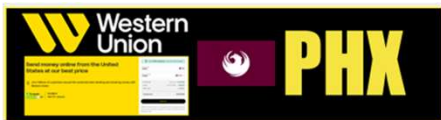




139,290 or 54.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

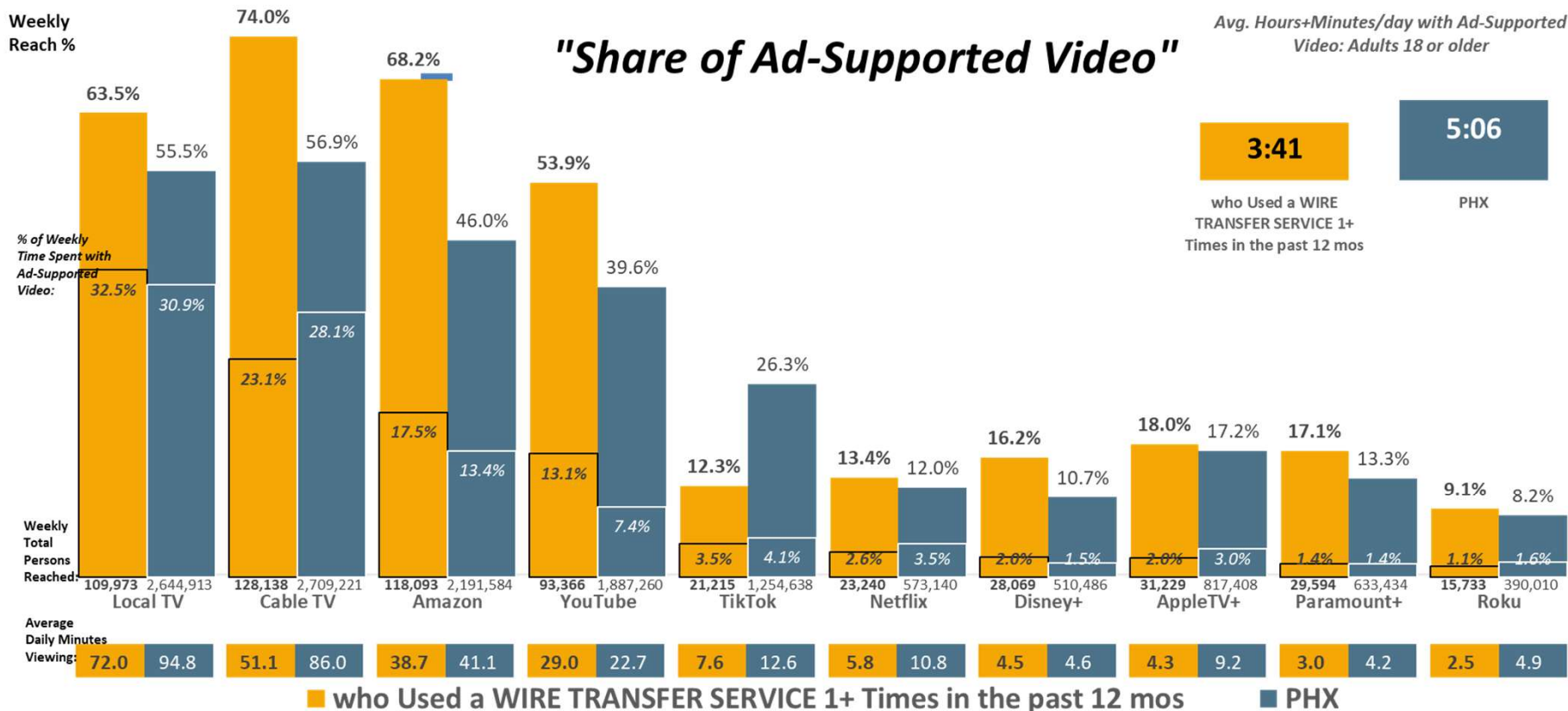






109,973 or 63.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 72. minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

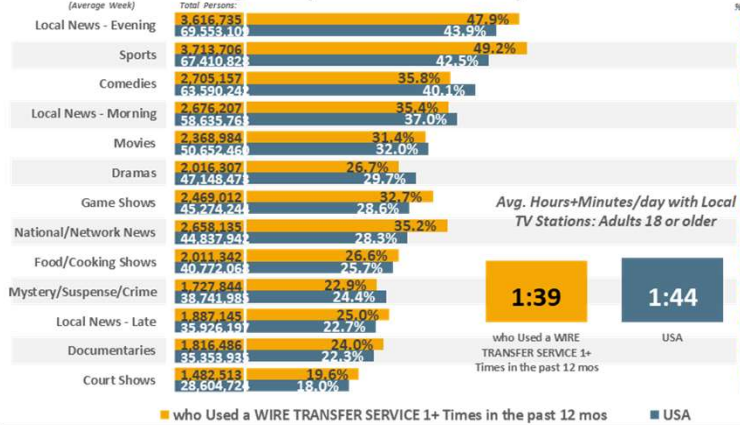
## "Share of Ad-Supported Video"



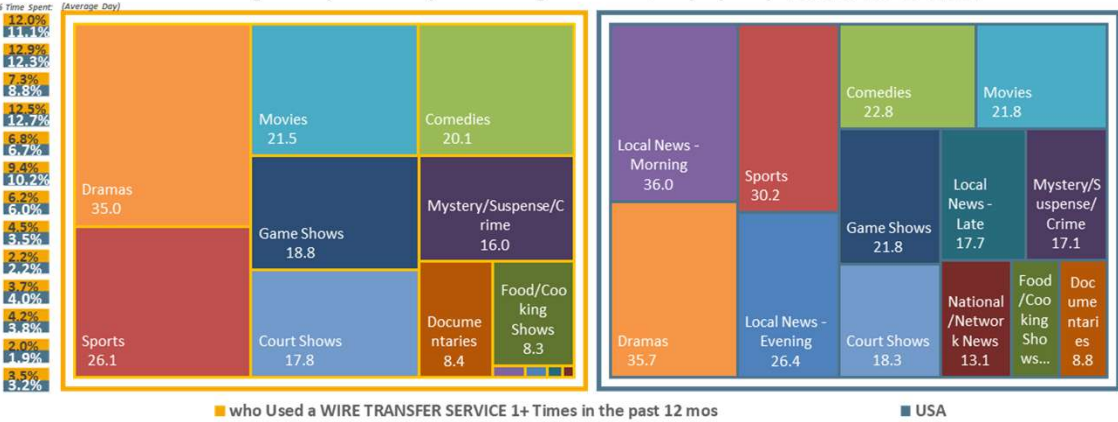


7,425,052 or 61.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and National/Network News

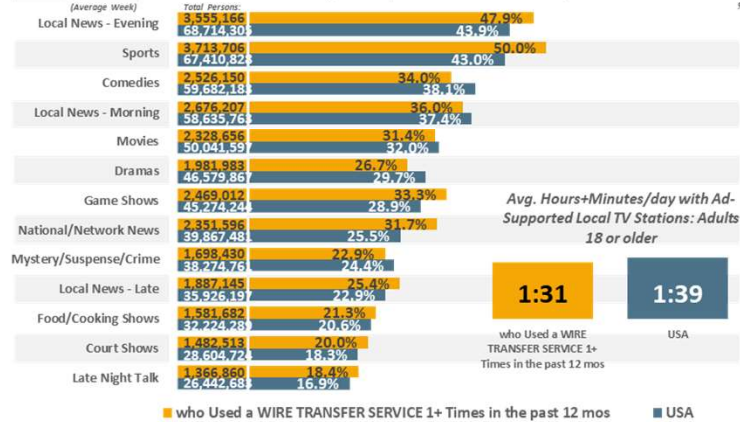
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



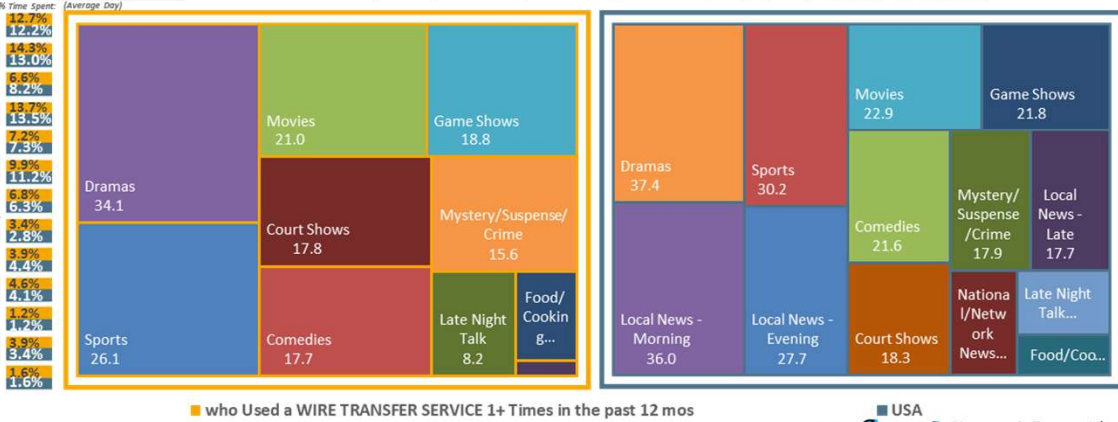
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



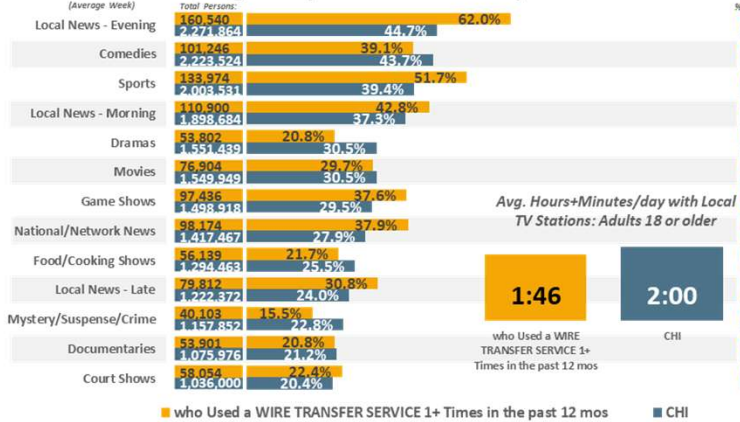
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



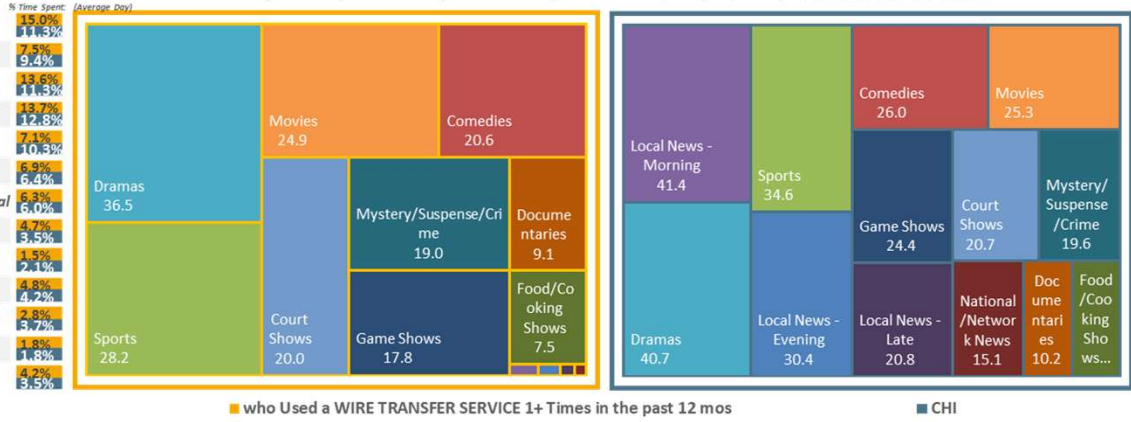


252,152 or 60.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and National/Network

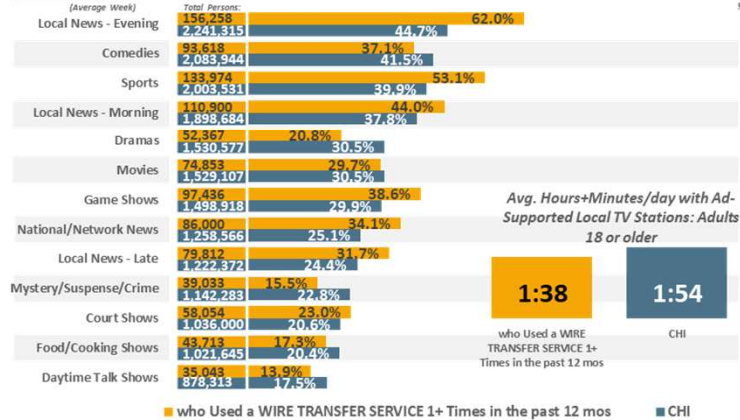
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



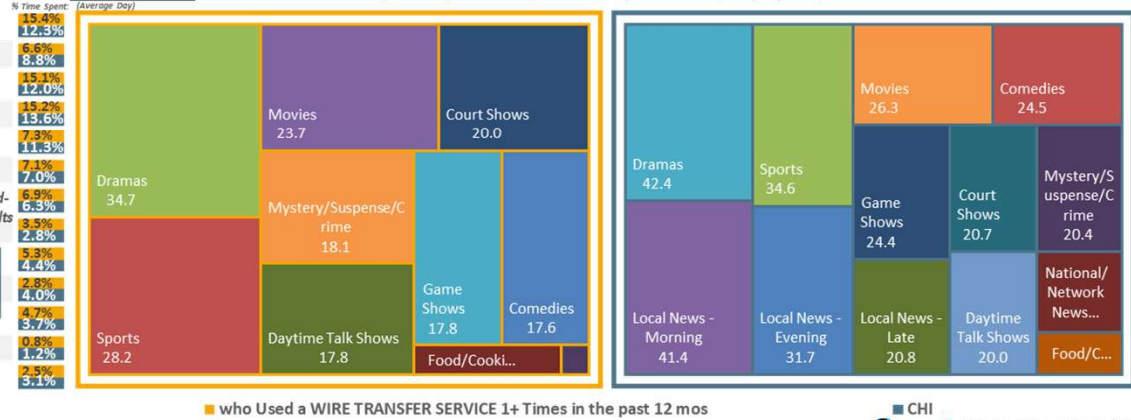
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 196  
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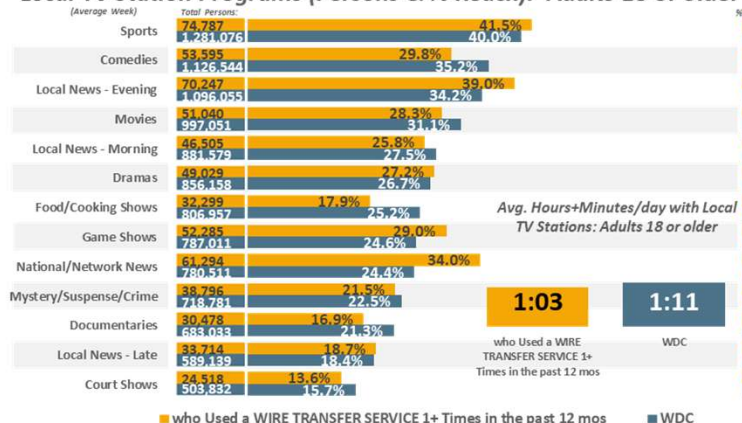
Professional services used by HHLD past 12 months (HHLD): Wire transfer



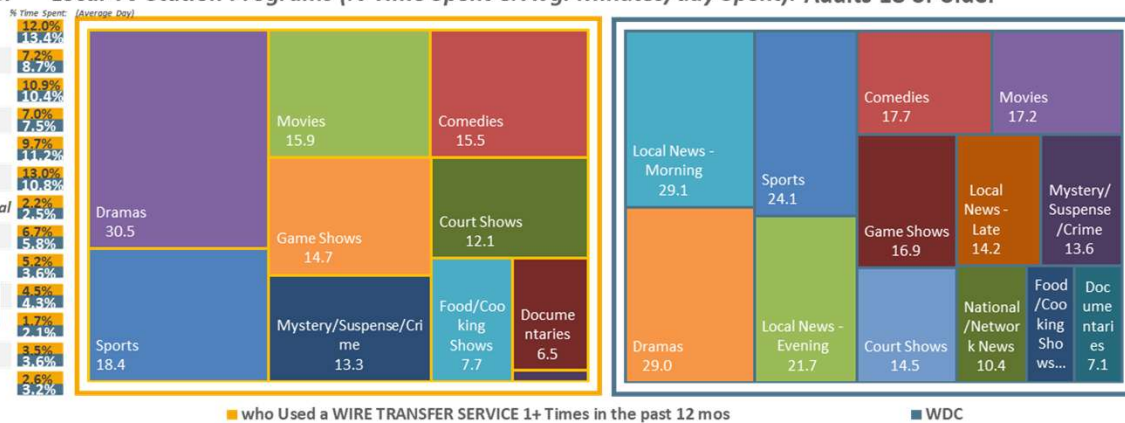


177,568 or 60.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Game Shows, Movies, and Comedies.

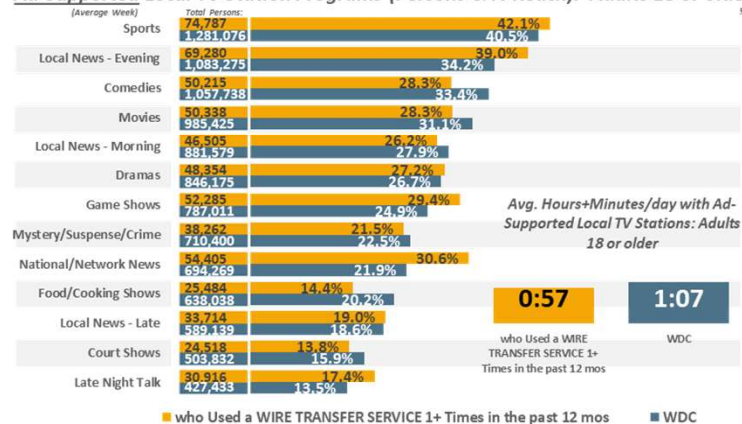
Local TV Station Programs (Persons & % Reach): Adults 18 or older



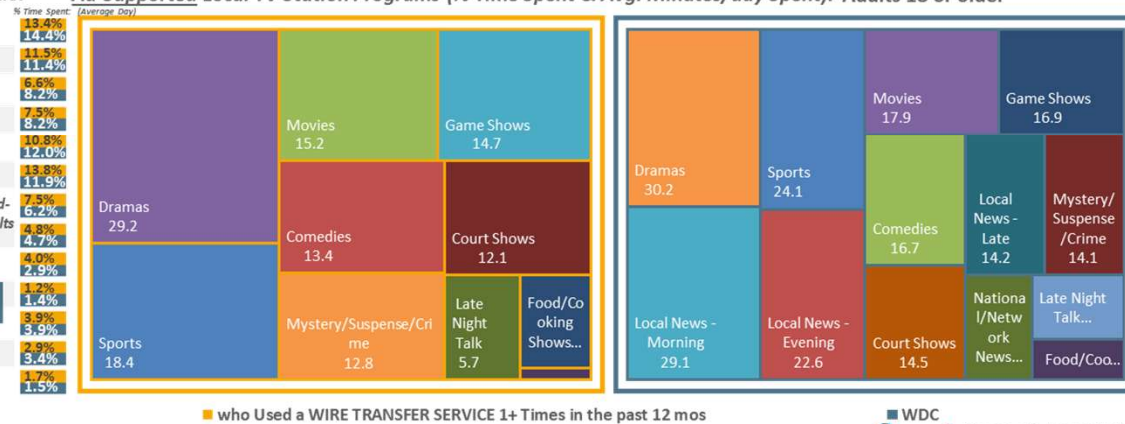
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



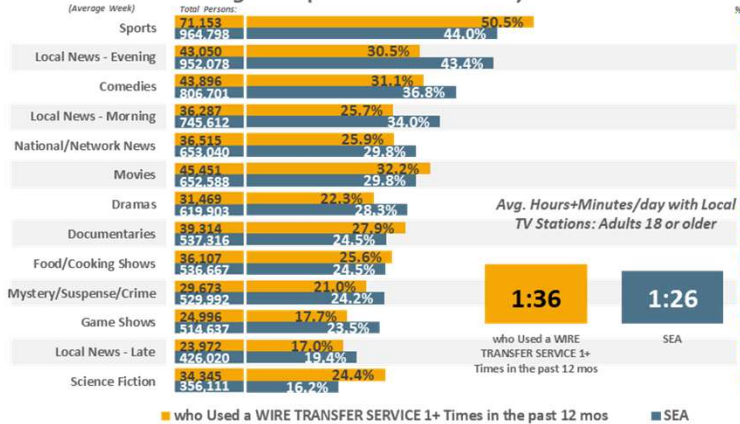
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



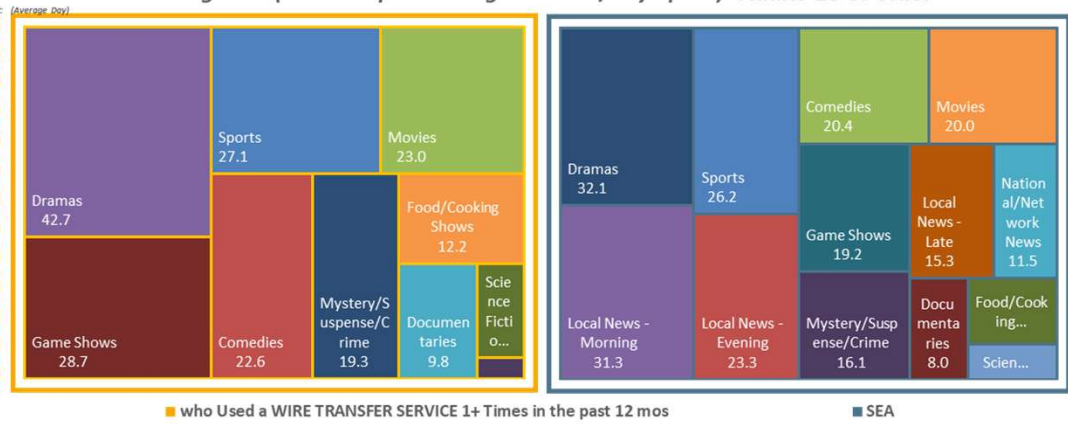


139,290 or 54.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Science Fiction.

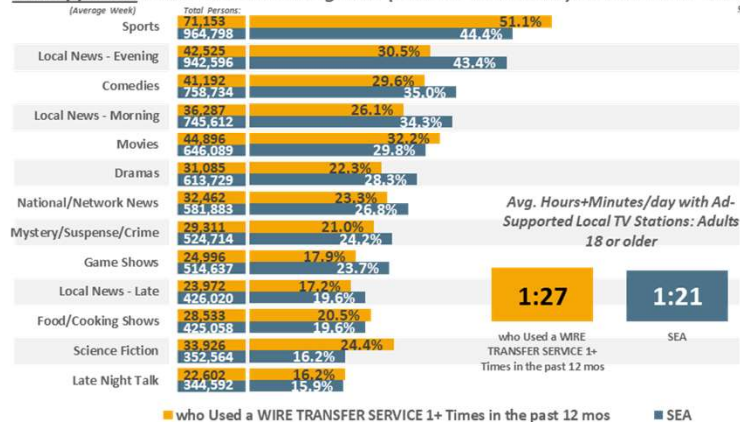
Local TV Station Programs (Persons & % Reach): Adults 18 or older



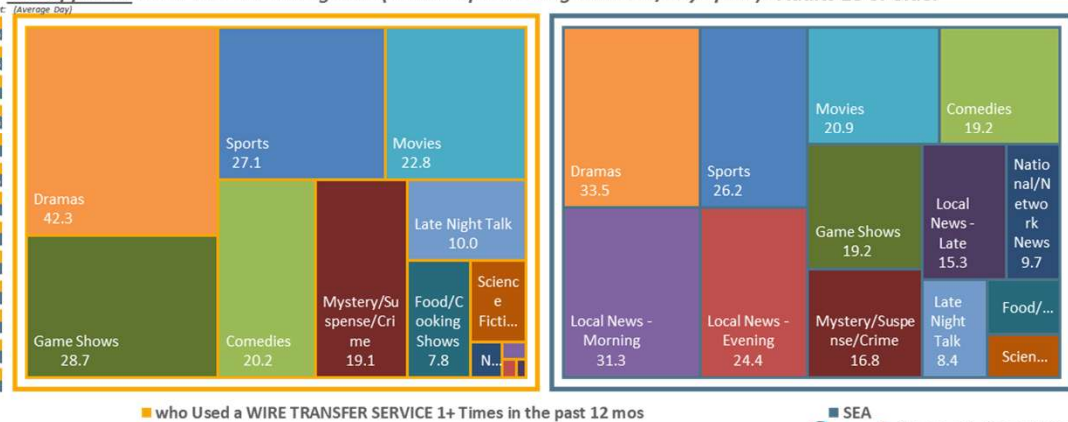
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



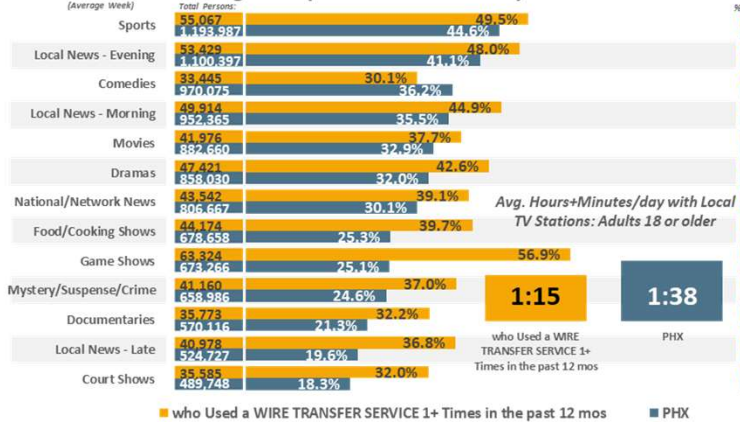
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



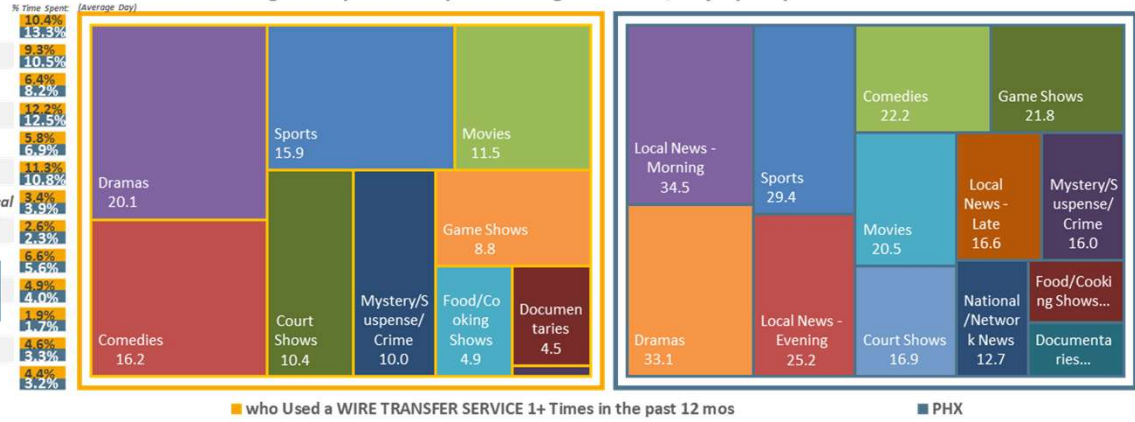


109,973 or 63.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Sports, Local News - Evening, Local News - Morning, Dramas, and Movies.

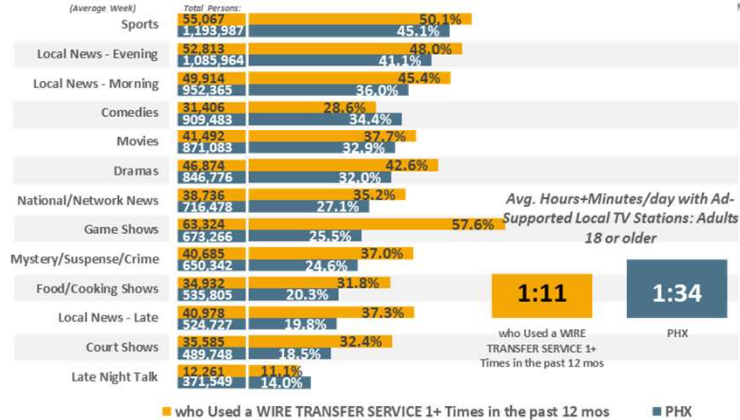
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



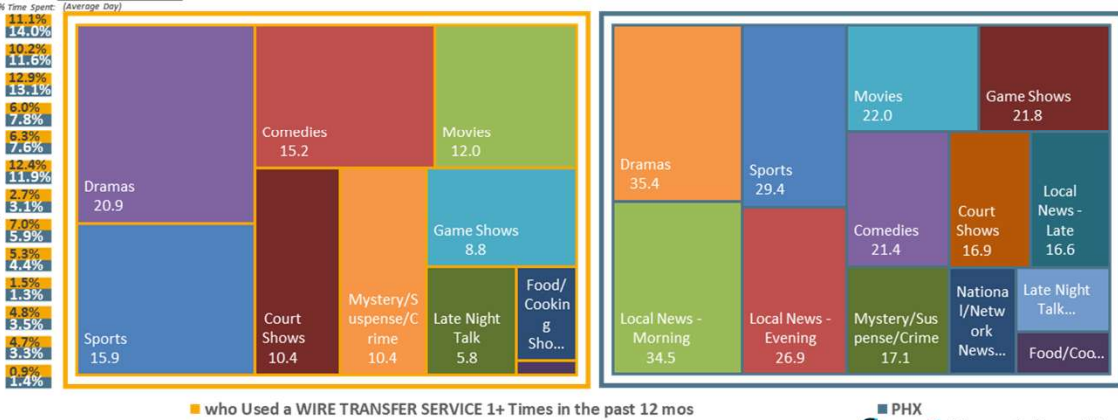
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



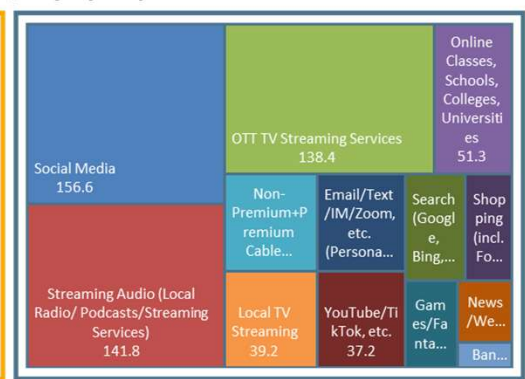
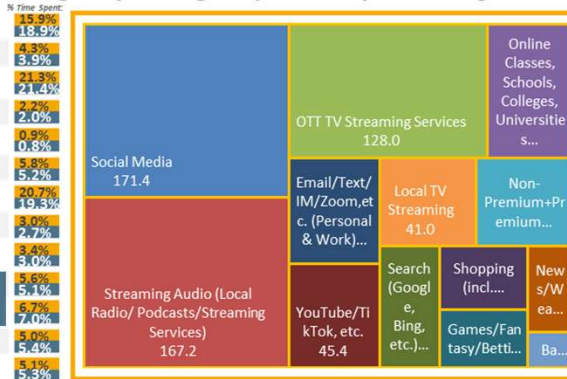
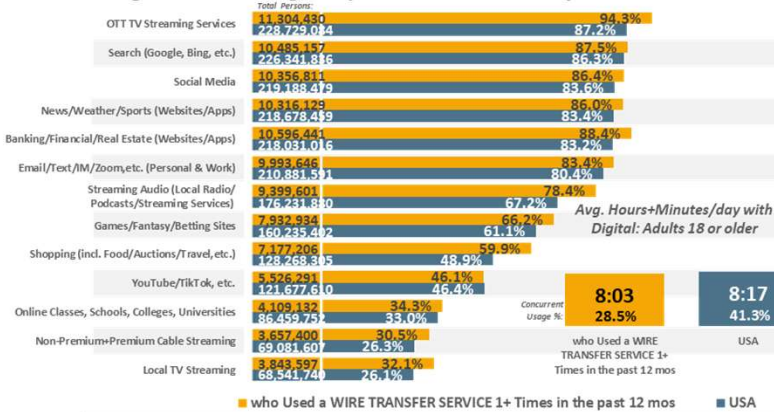




9,317,598 or 77.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 154.2 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

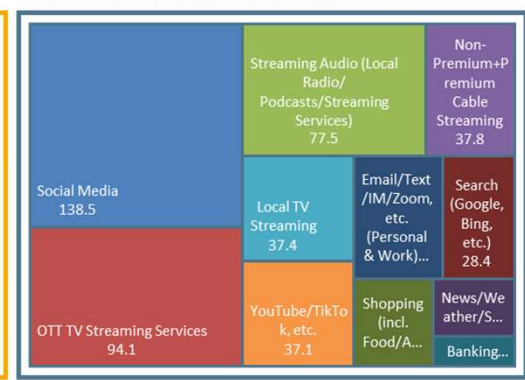
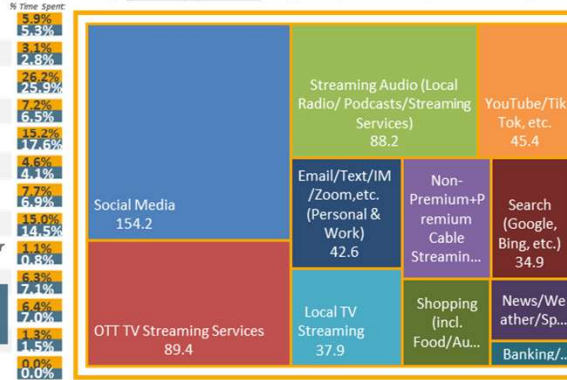
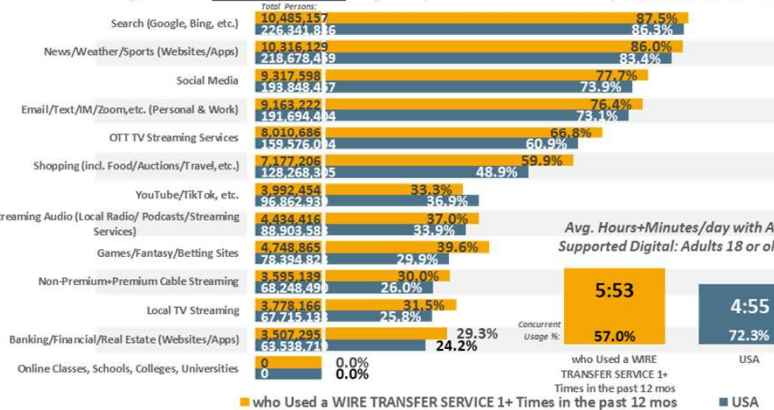
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

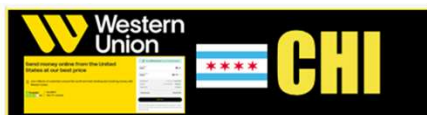


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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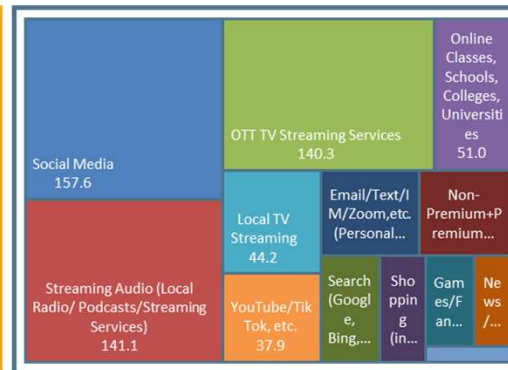
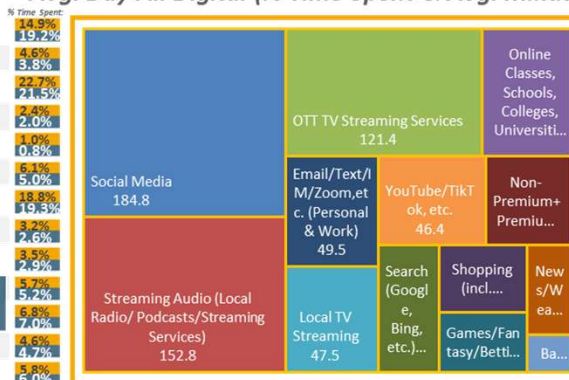
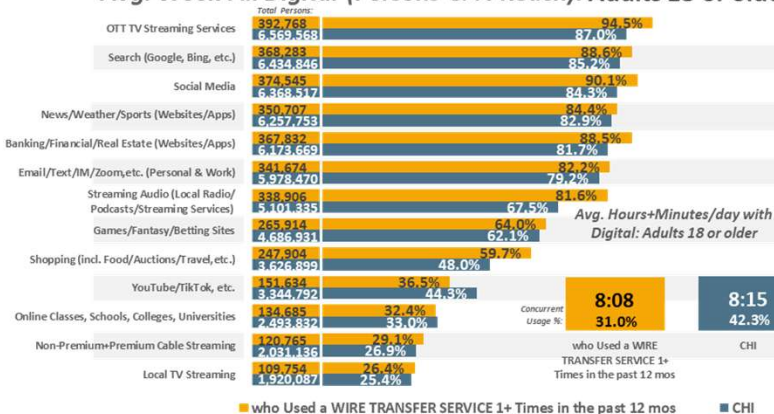
Professional services used by HHLD past 12 months (HHLD): Wire transfer



354,507 or 85.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 174.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

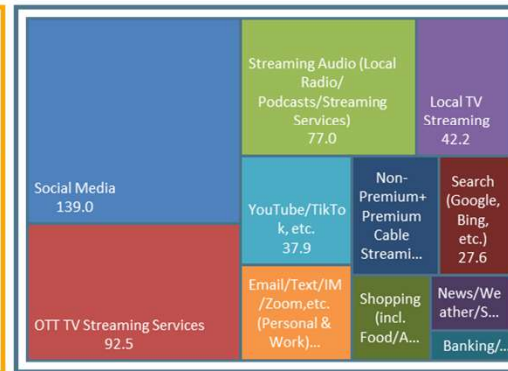
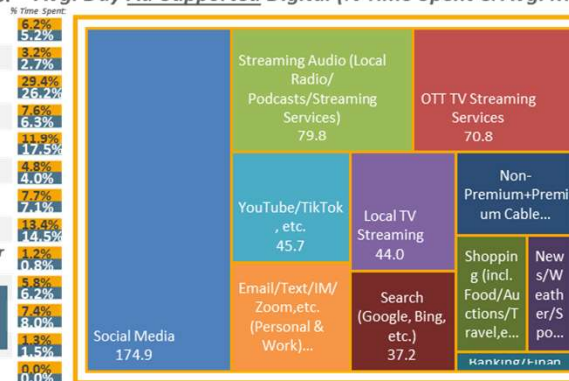
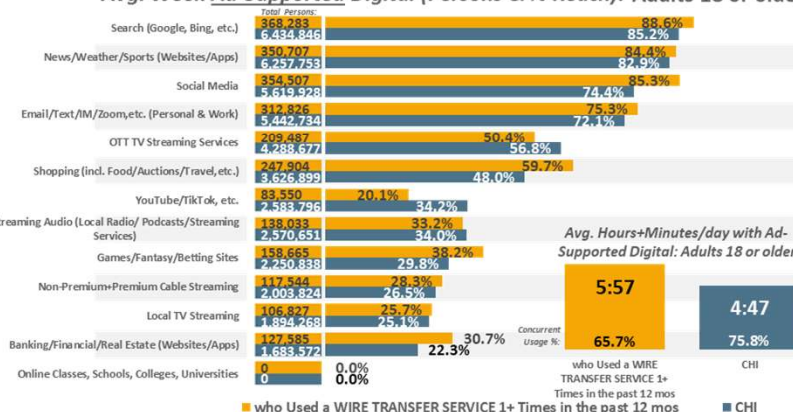
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



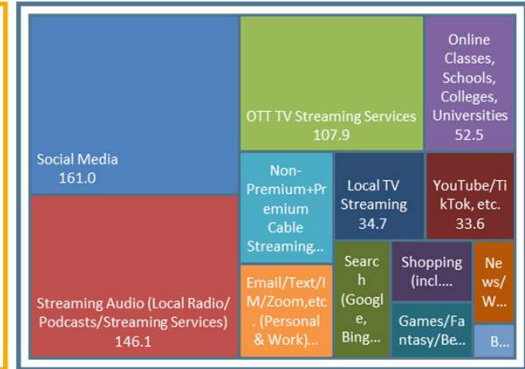
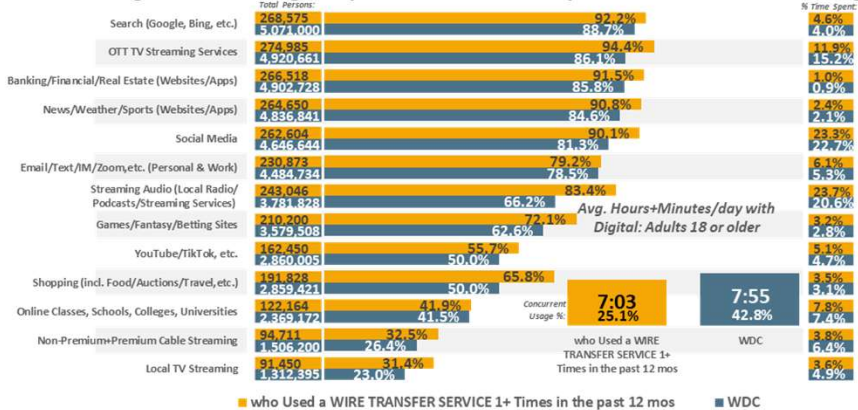




229,211 or 78.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 143.7 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

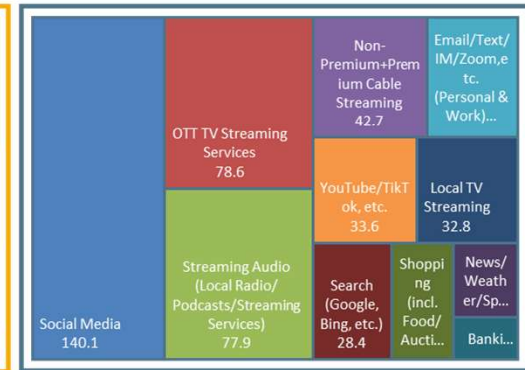
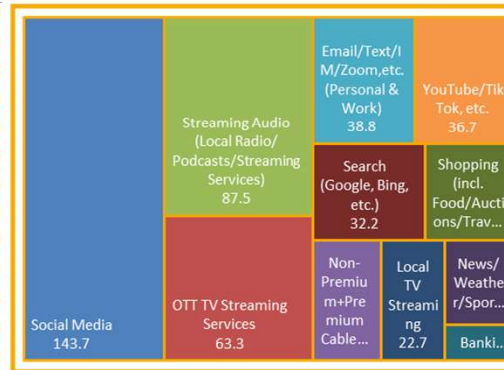
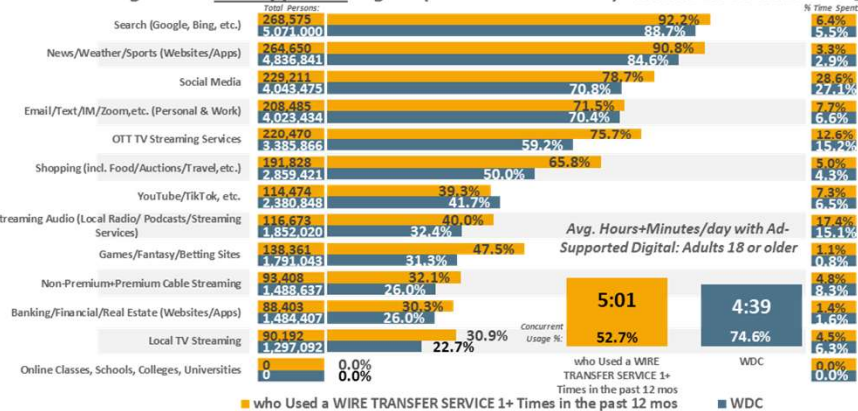
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



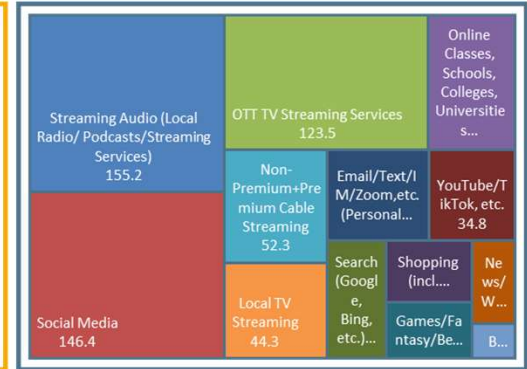
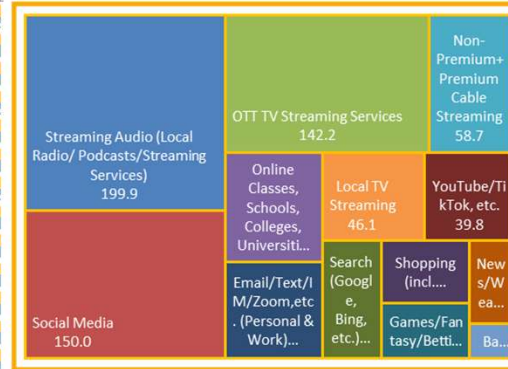
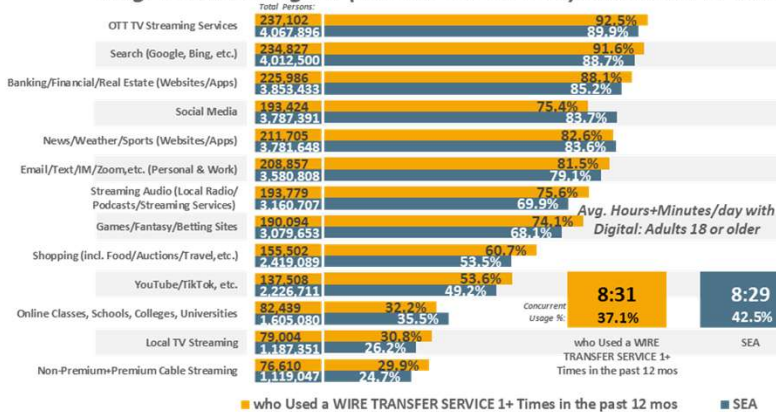




166,484 or 64.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 129.1 minutes every day representing 20.4% of all time spent daily with Ad-Supported Digital Media.

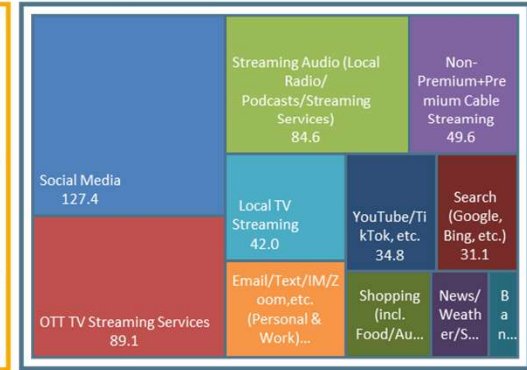
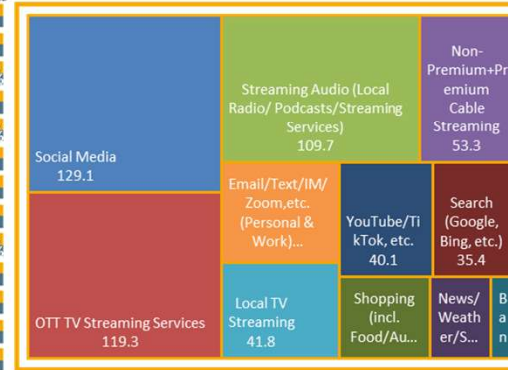
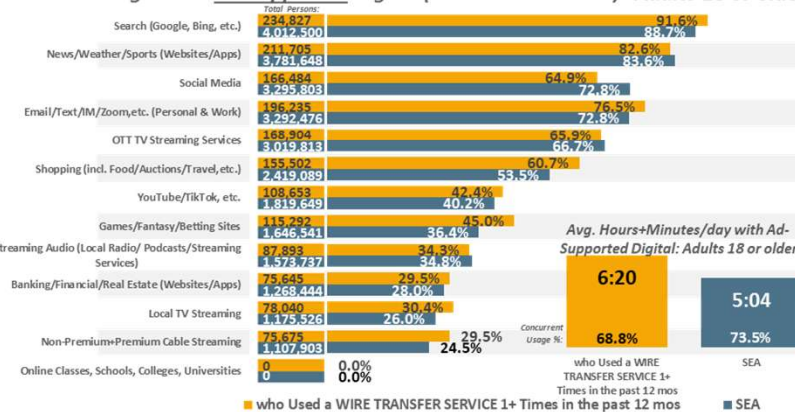
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

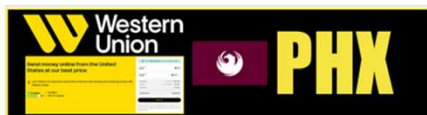
### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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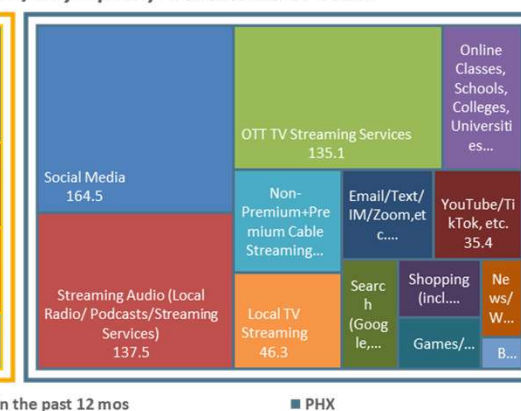
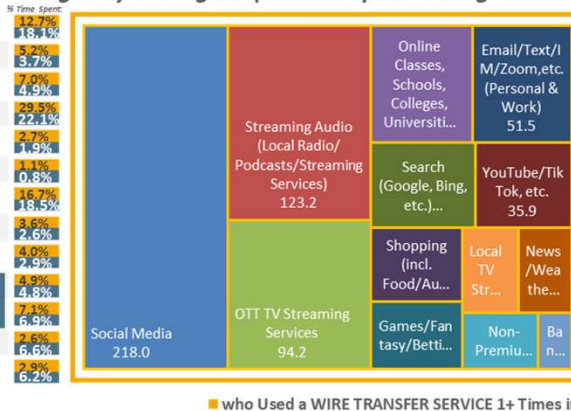
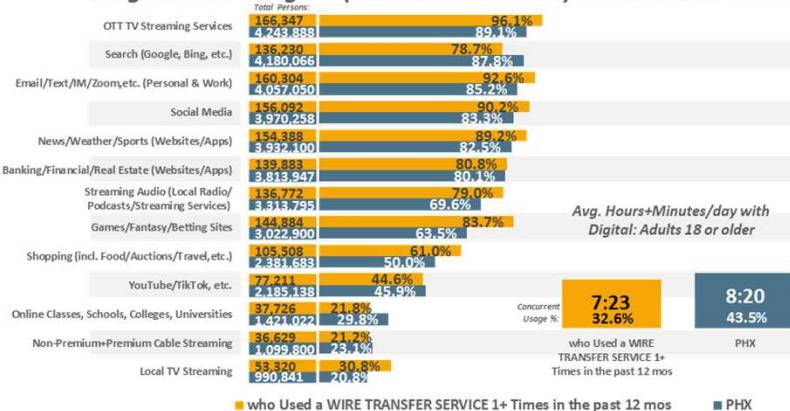
Professional services used by HHLD past 12 months (HHLD): Wire transfer



136,708 or 79.% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 191. minutes every day representing 35.8% of all time spent daily with Ad-Supported Digital Media.

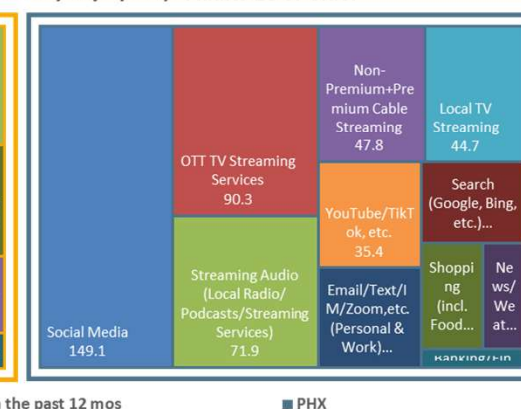
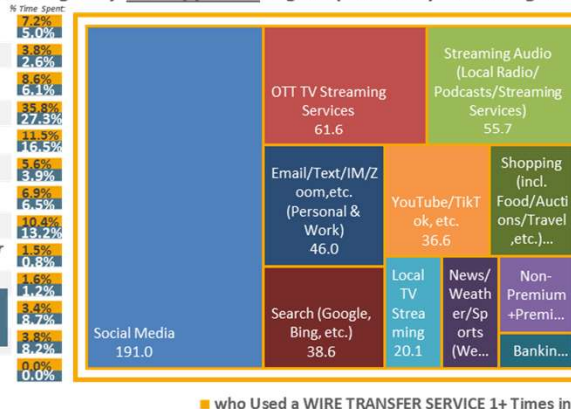
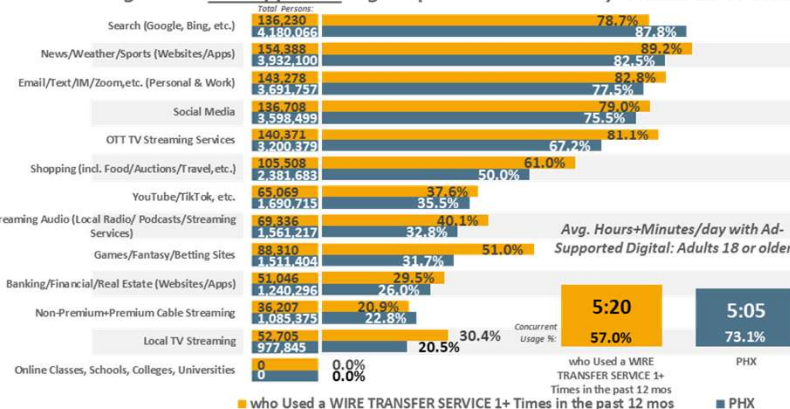
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 123  
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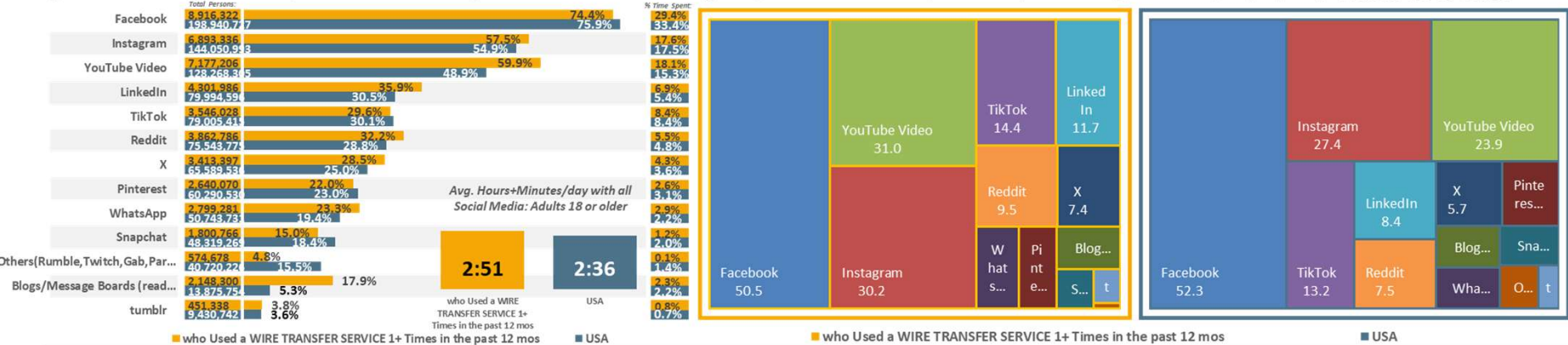
Professional services used by HHLD past 12 months (HHLD): Wire transfer



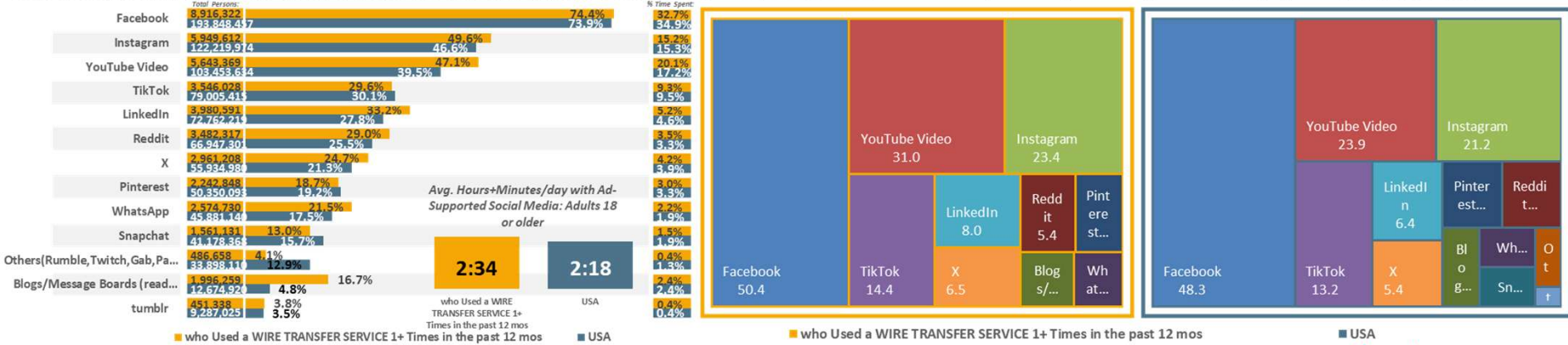


8,916,322 or 74.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 50.4 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

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



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

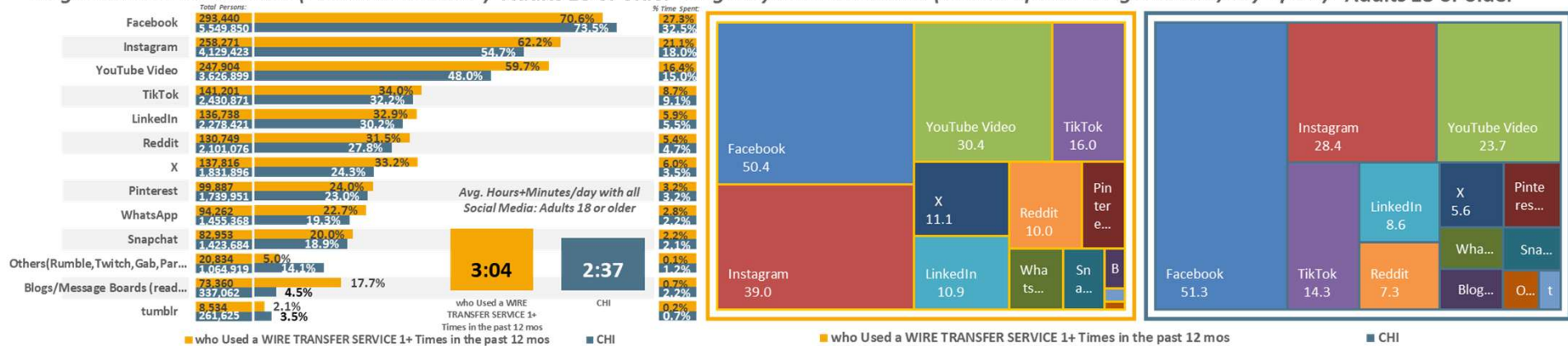




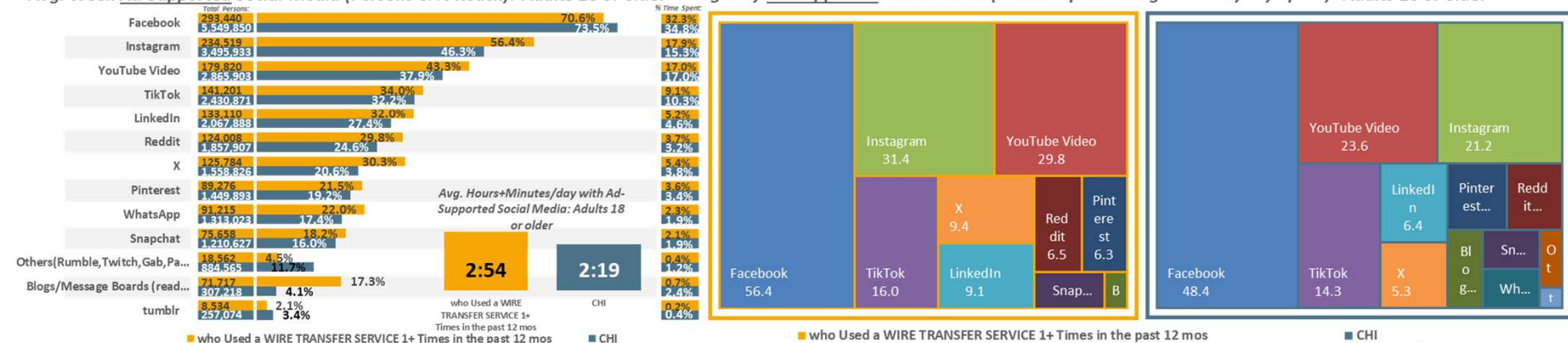


293,440 or 70.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 56.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

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



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

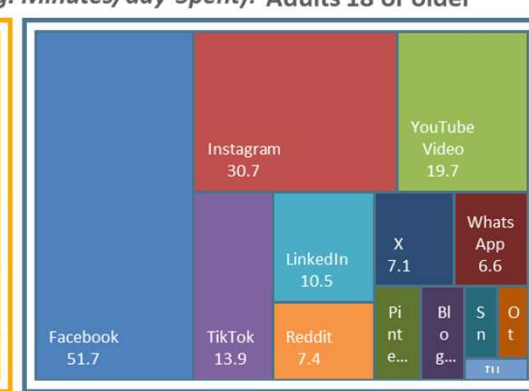
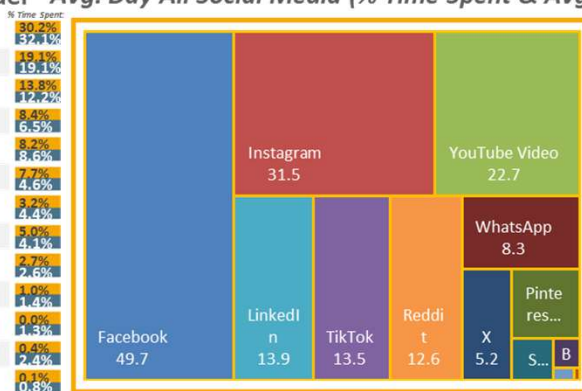
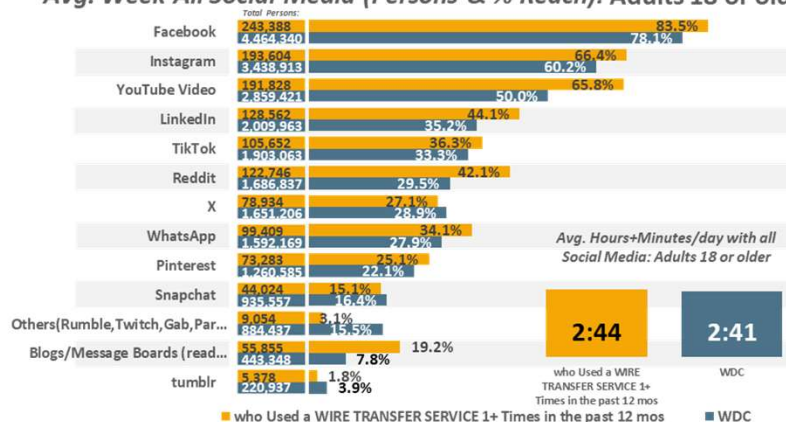




229,211 or 78.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 49.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

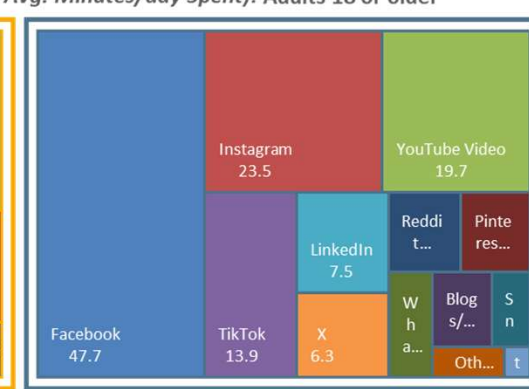
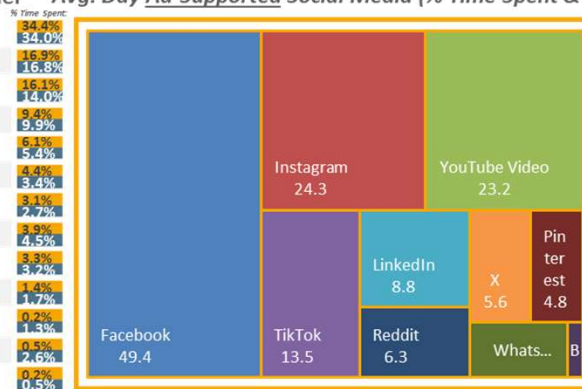
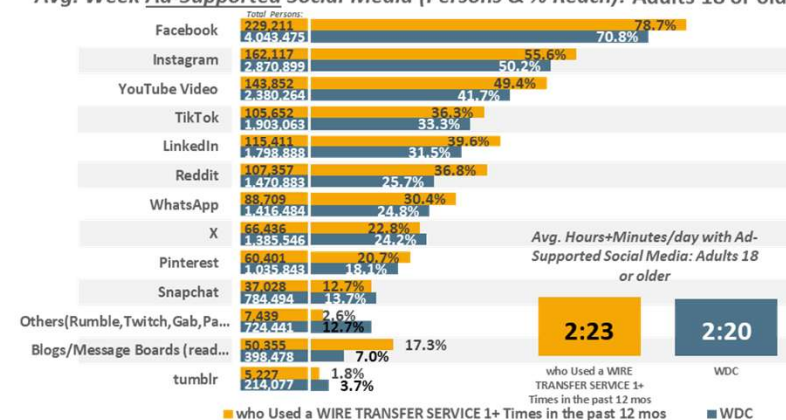
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct2-Mar25 Qual Intab 327  
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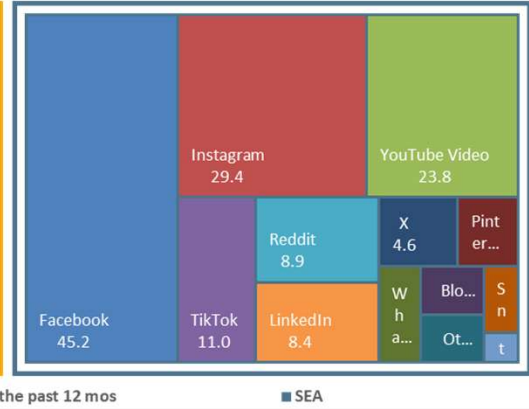
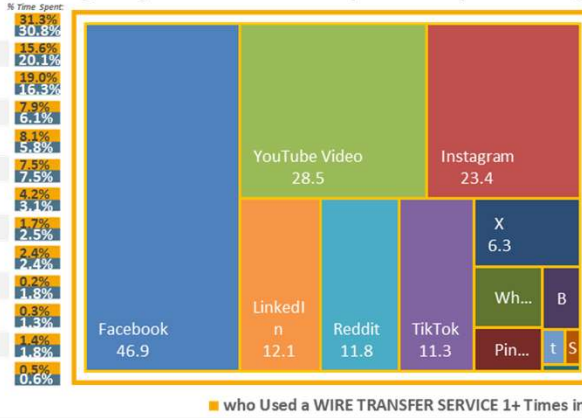
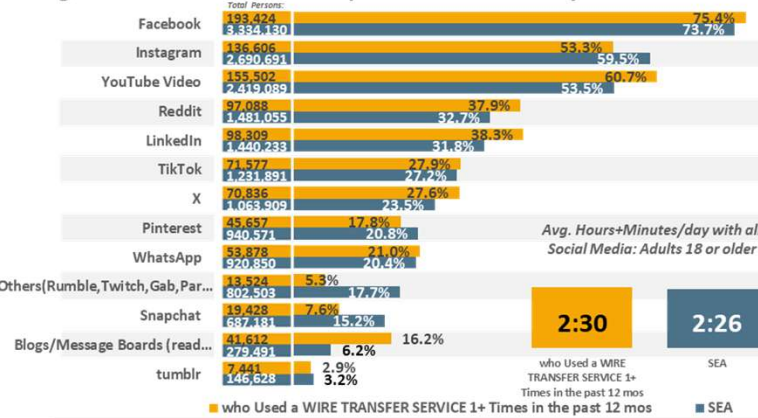
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer

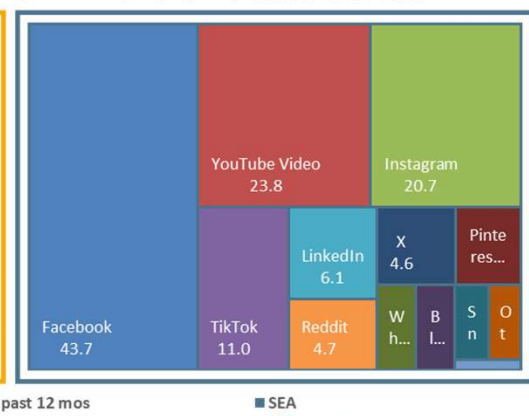
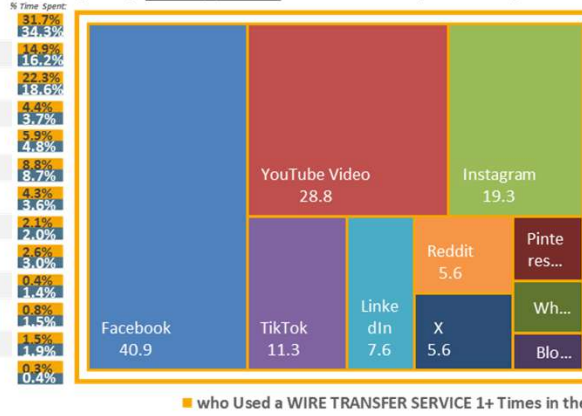
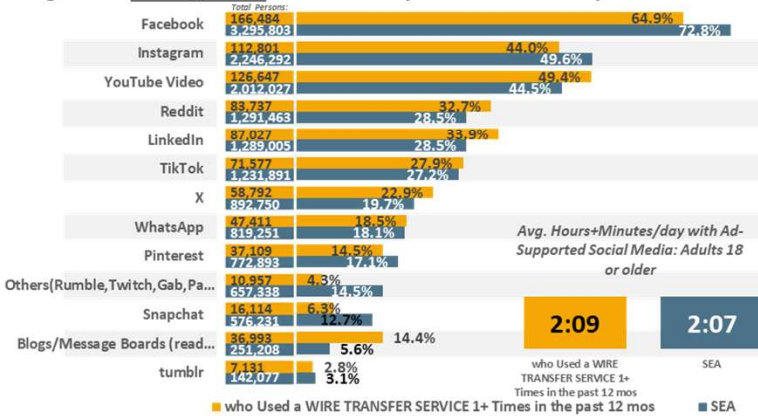


166,484 or 64.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 40.9 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

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



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

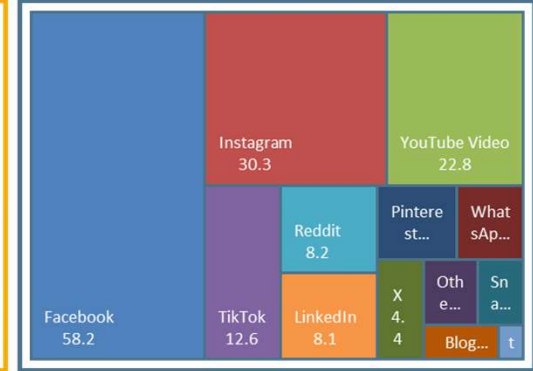
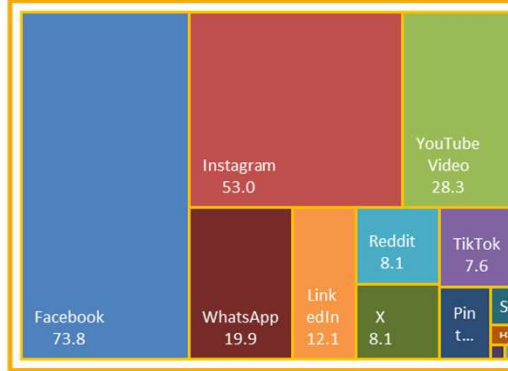
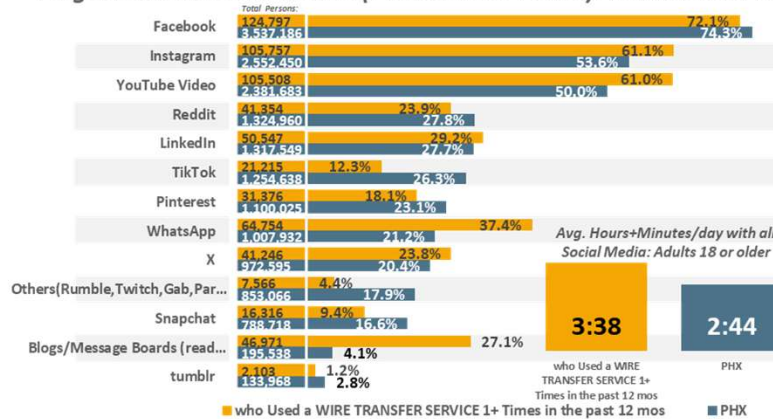




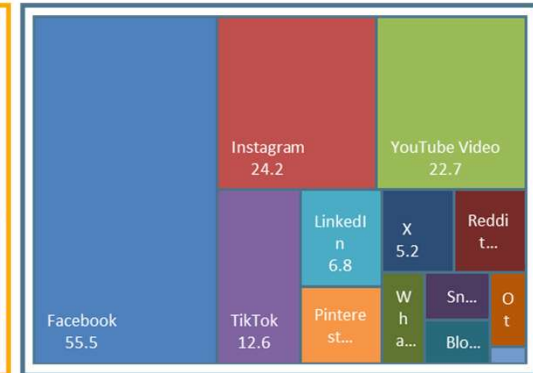
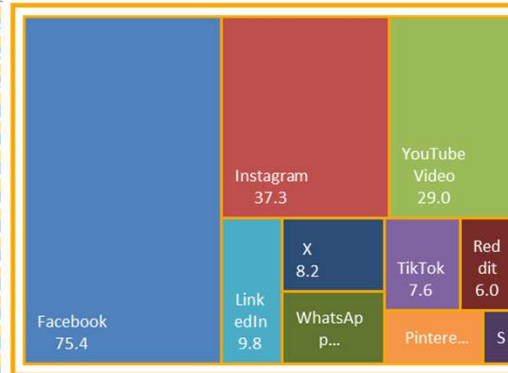
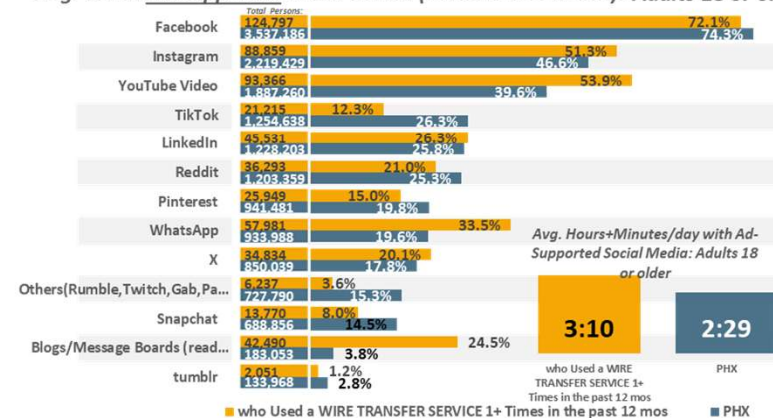


124,797 or 72.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 75.4 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

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

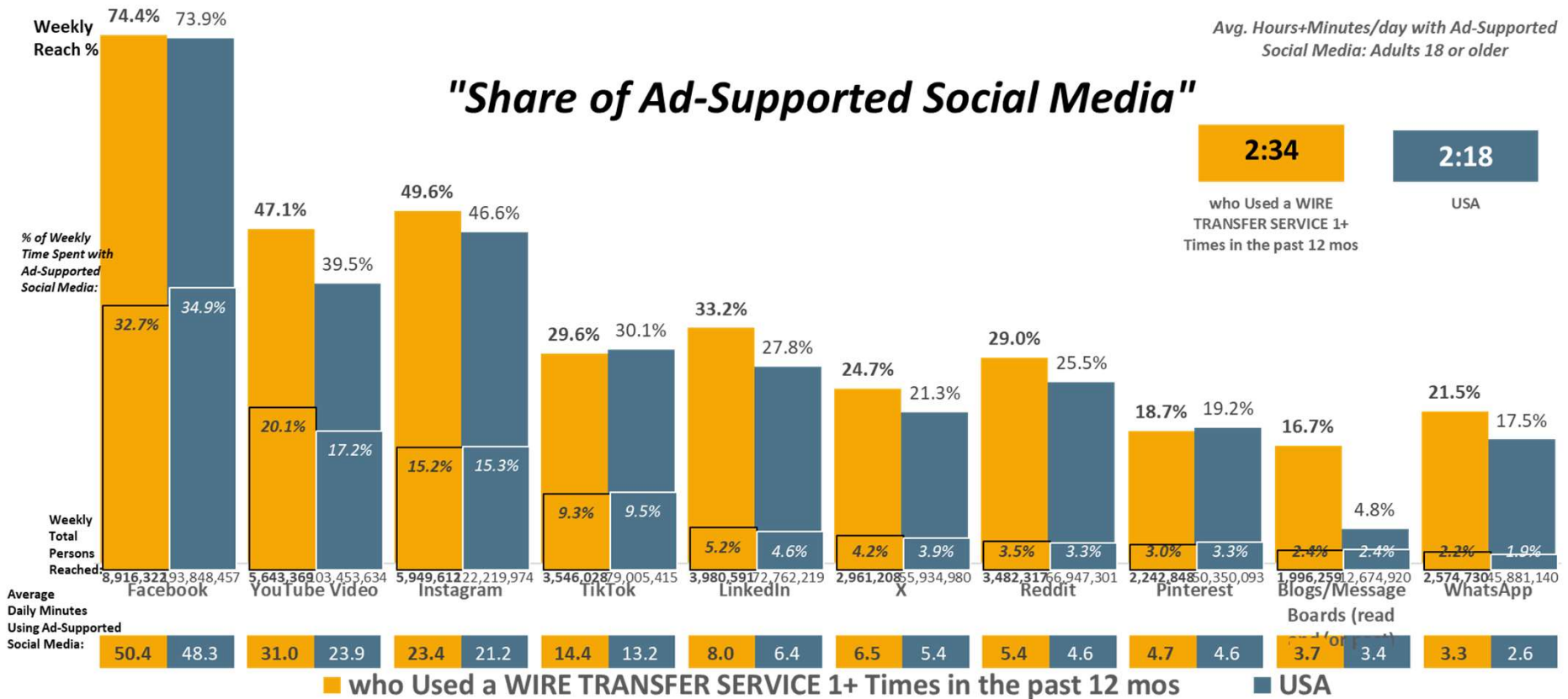


**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



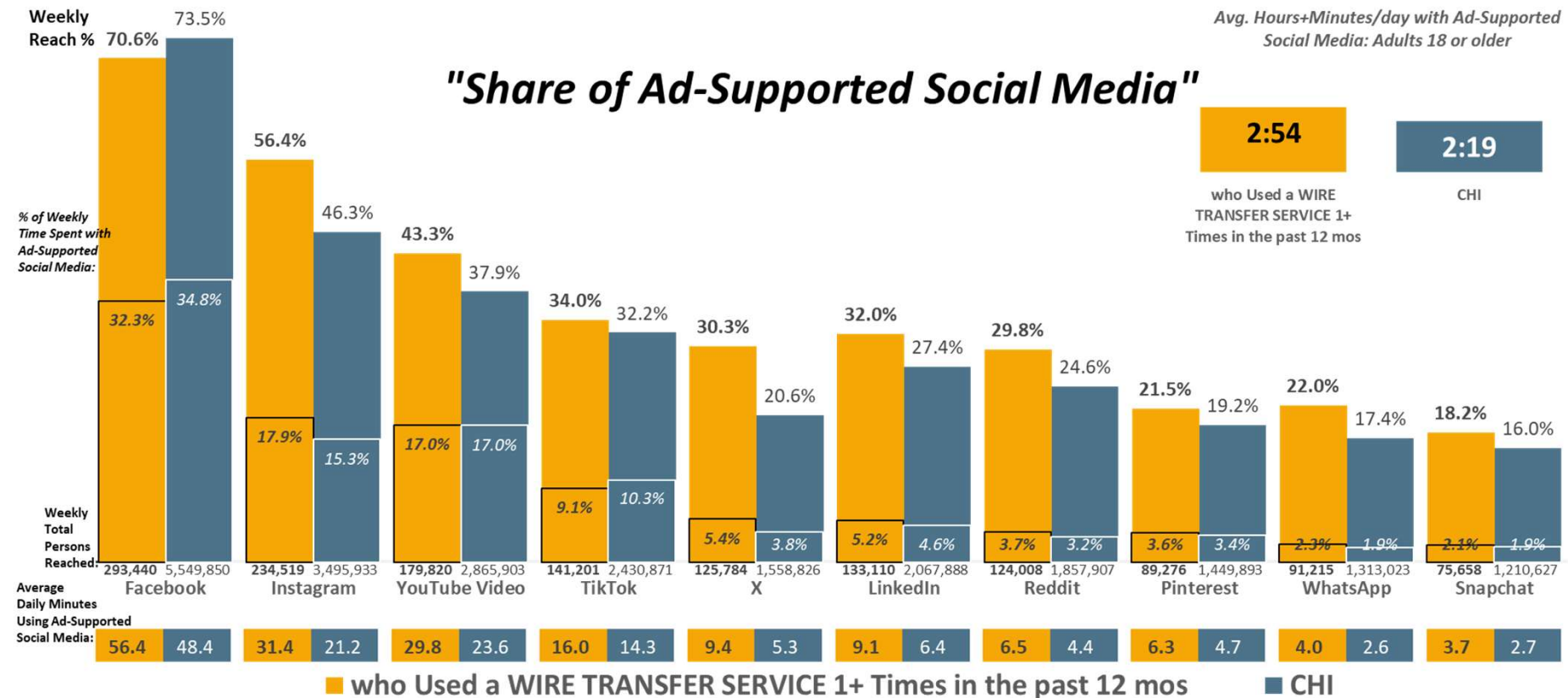


8,916,322 or 74.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 50.4 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.





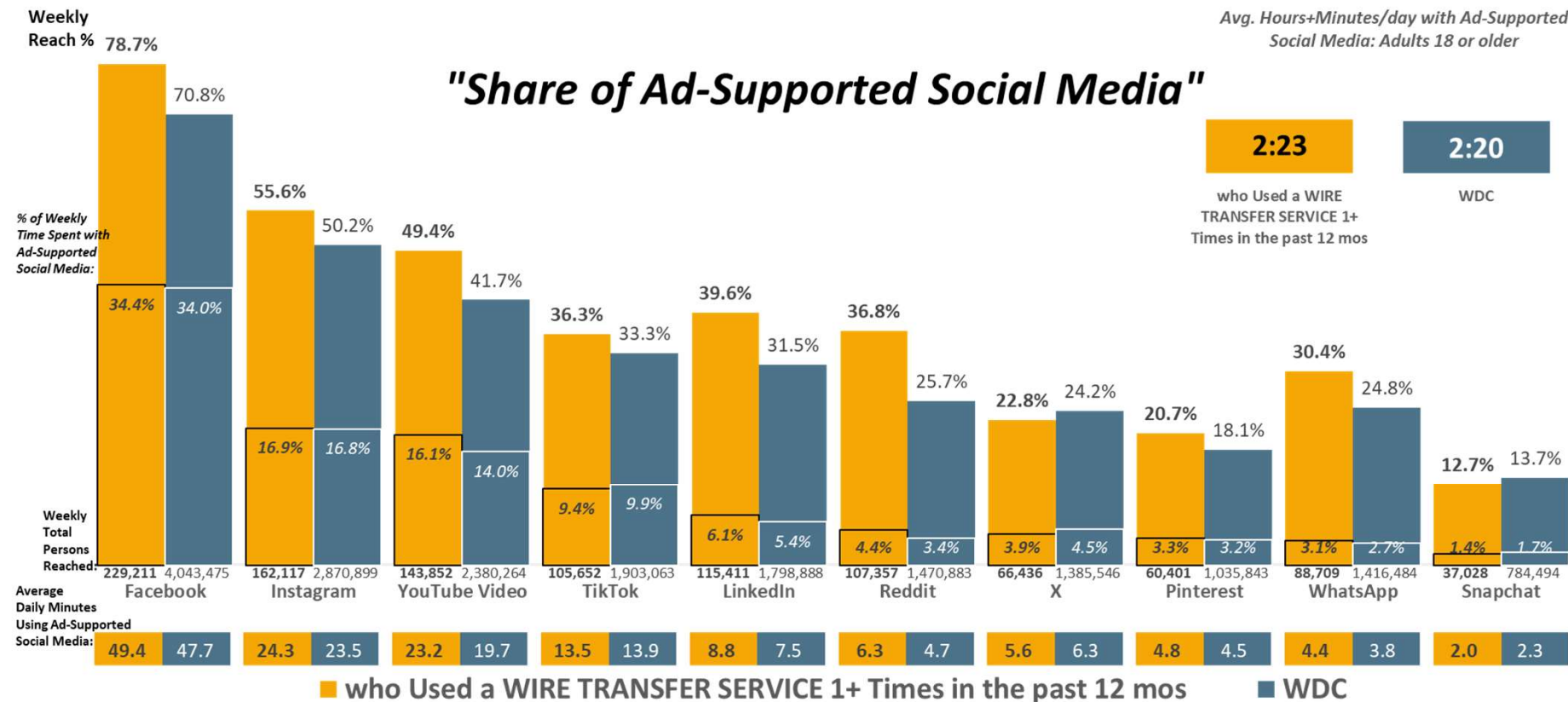
293,440 or 70.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 56.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.





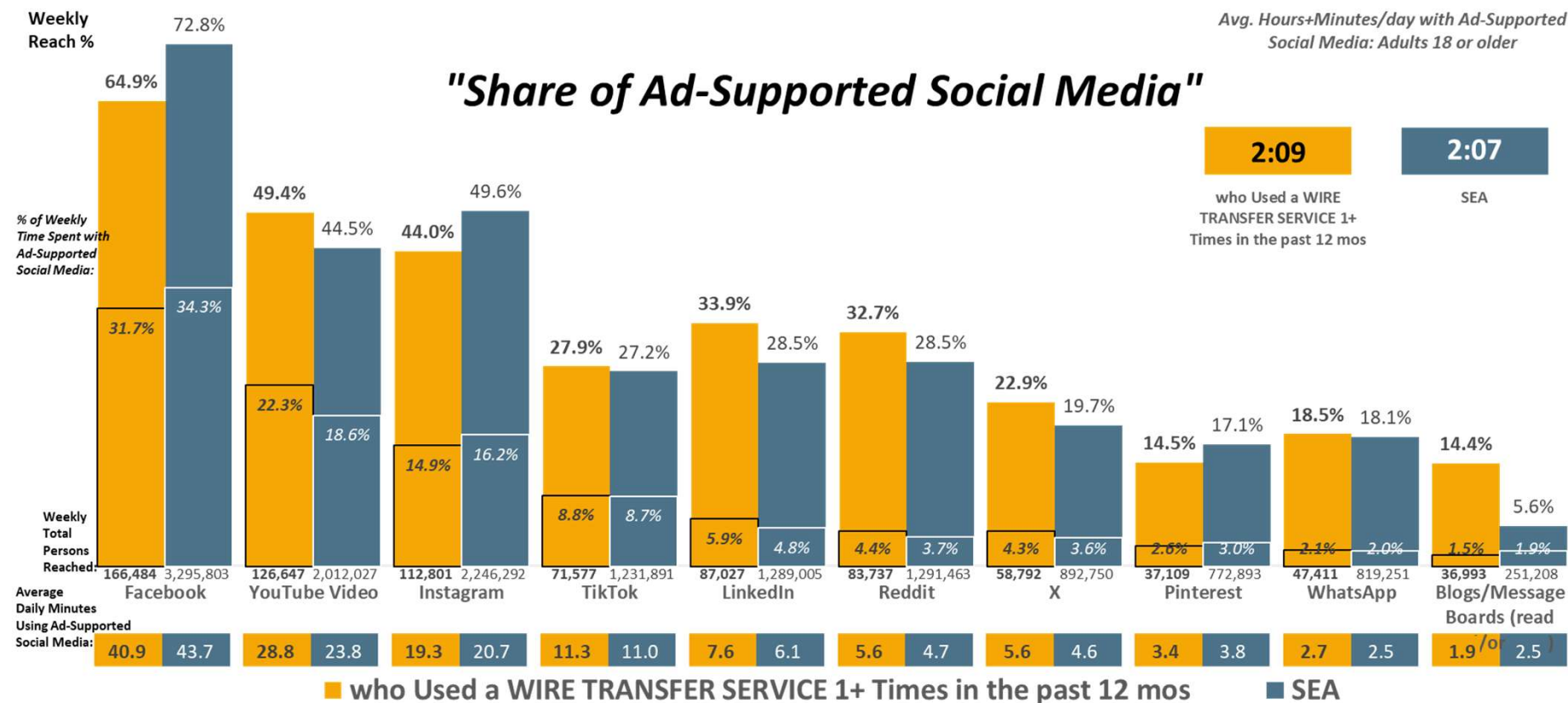


229,211 or 78.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 49.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



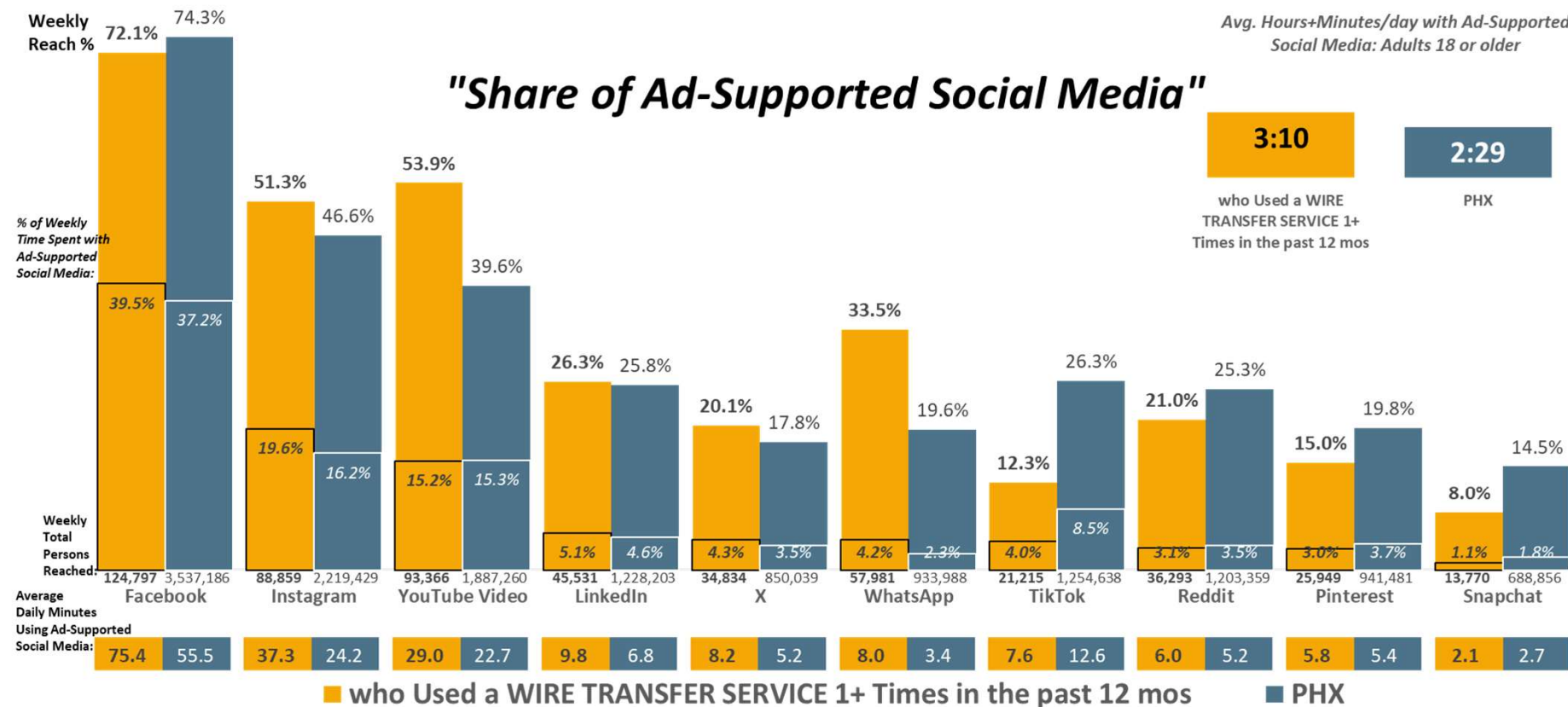


166,484 or 64.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 40.9 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.





124,797 or 72.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 75.4 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

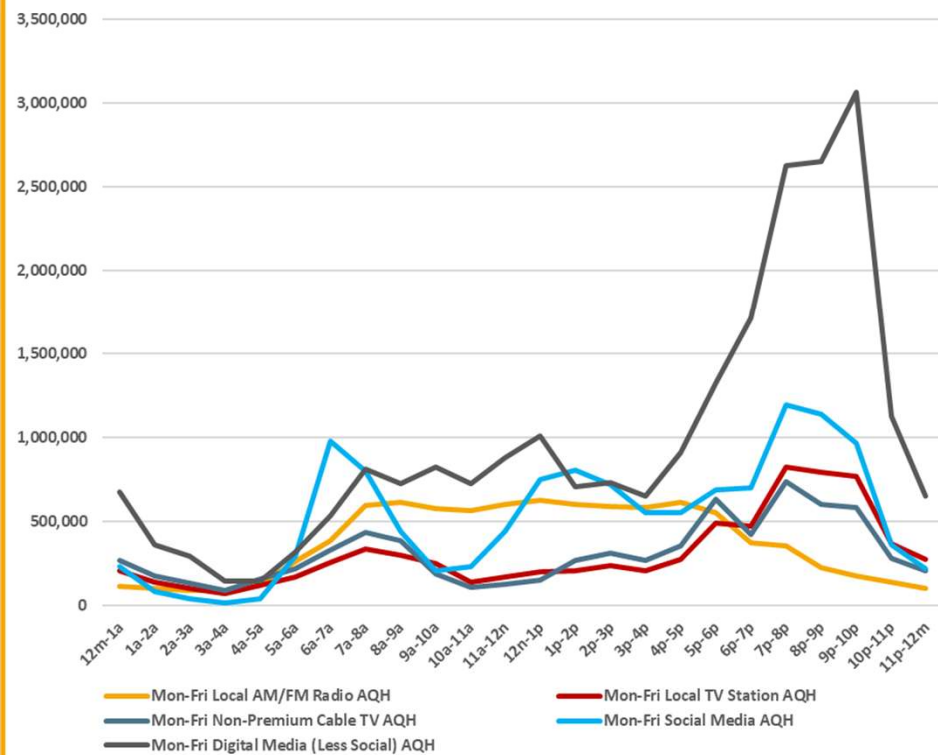




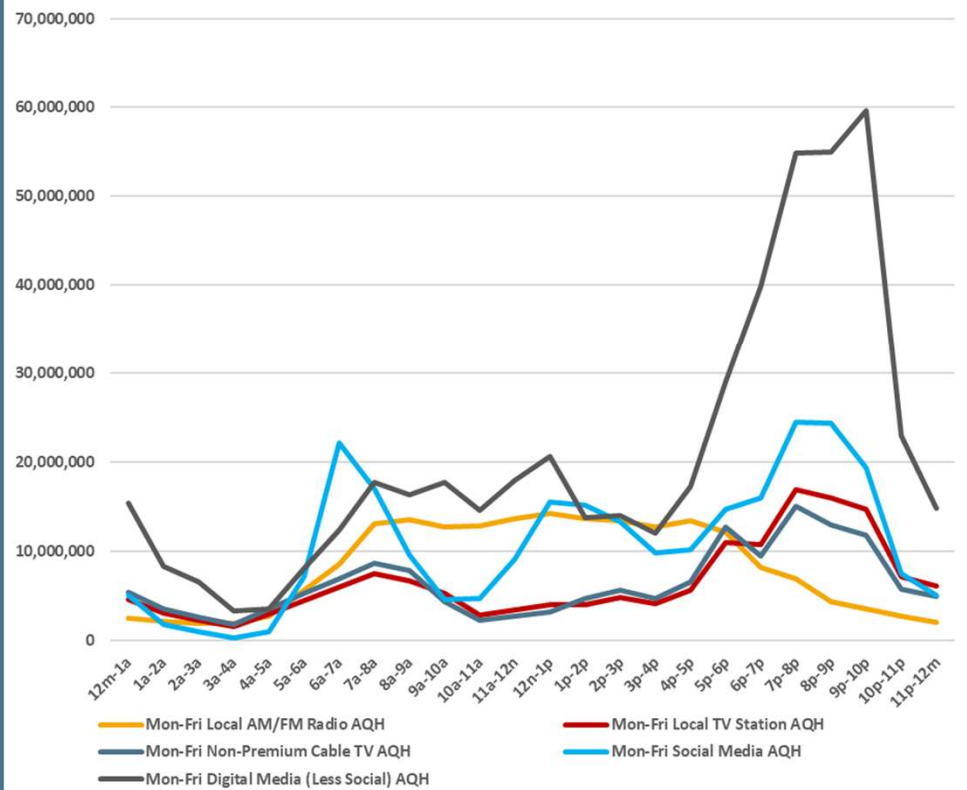


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 890,100;  
Social Media: 606,802; Local Radio: 561,274; Non-Prem. Cable: 308,245; Local TV: 274,560  
reaching Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+**  
**Times in the past 12 mos**



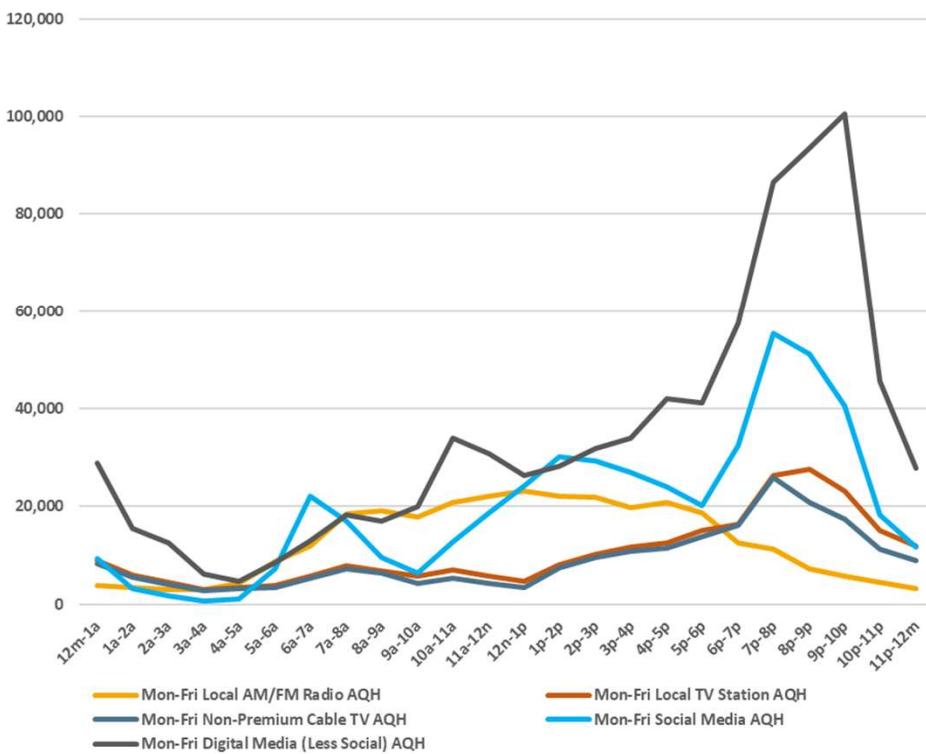
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**USA 210 DMA Adults 18 or older**



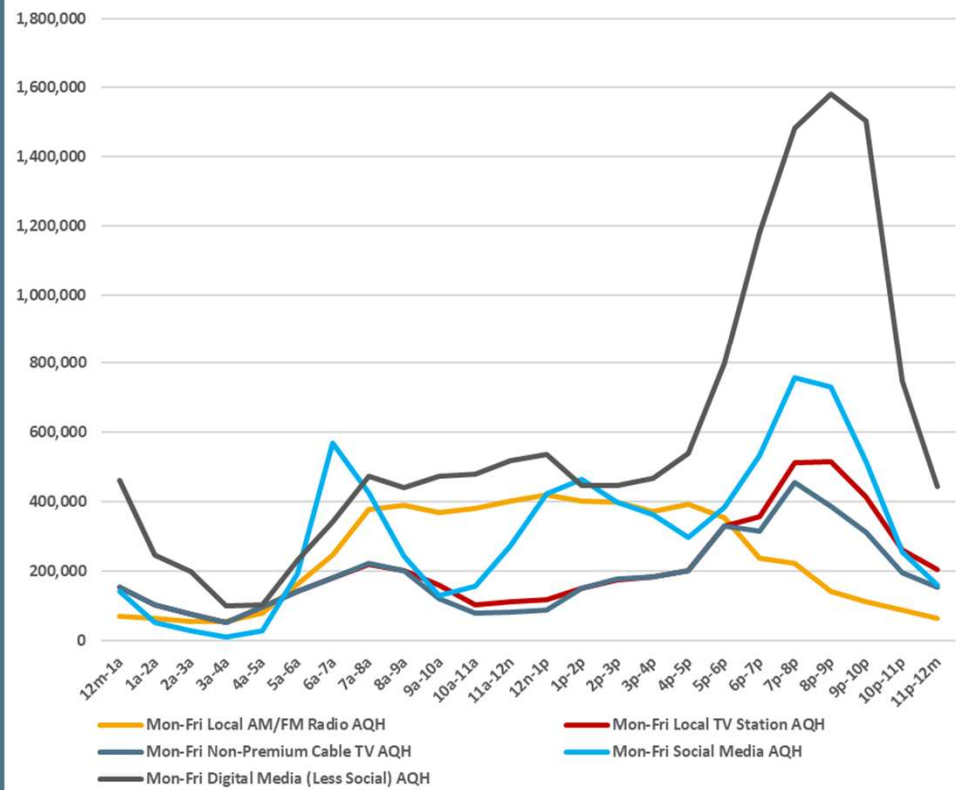


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,339;  
Social Media: 21,090; Local Radio: 19,201; Local TV: 9,087; Non-Prem. Cable: 8,161  
reaching Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+  
Times in the past 12 mos



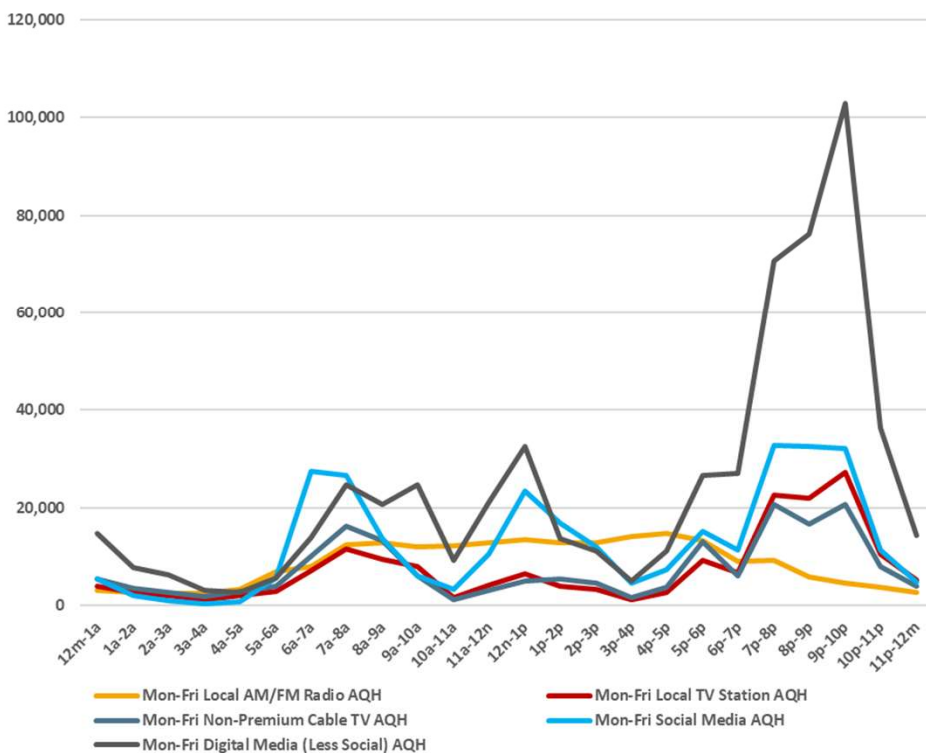
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CHI Metro Area Adults 18 or older



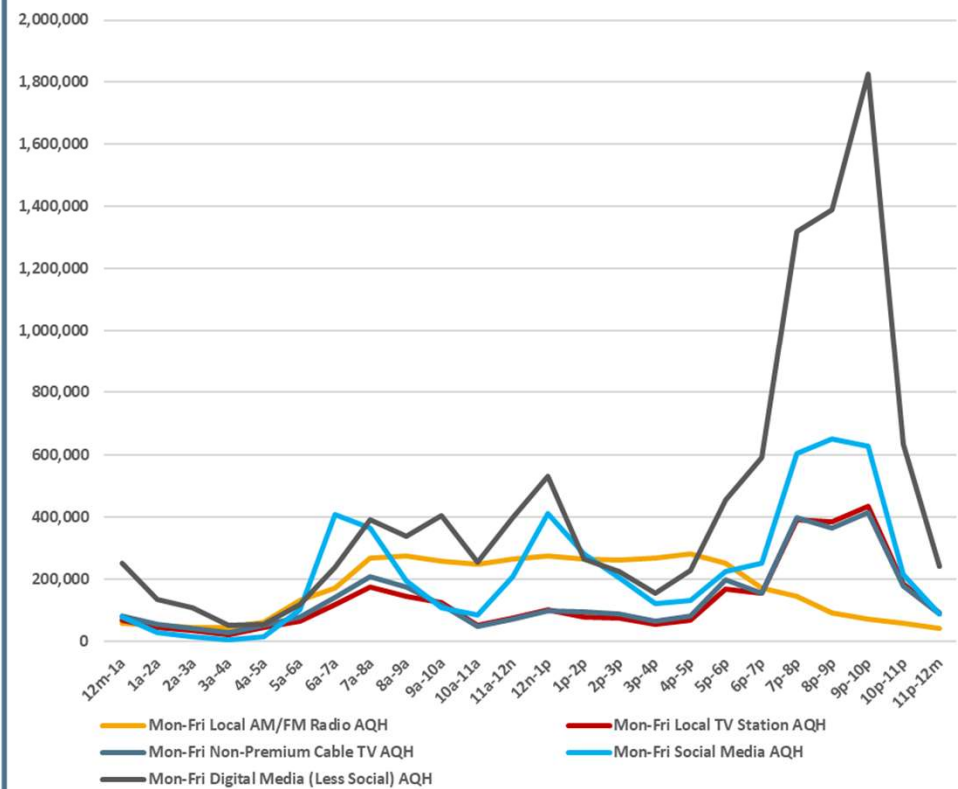


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,601;  
 Social Media: 13,716; Local Radio: 12,369; Non-Prem. Cable: 6,885; Local TV: 5,804  
 reaching Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the pa

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+**  
**Times in the past 12 mos**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WDC DMA Adults 18 or older**

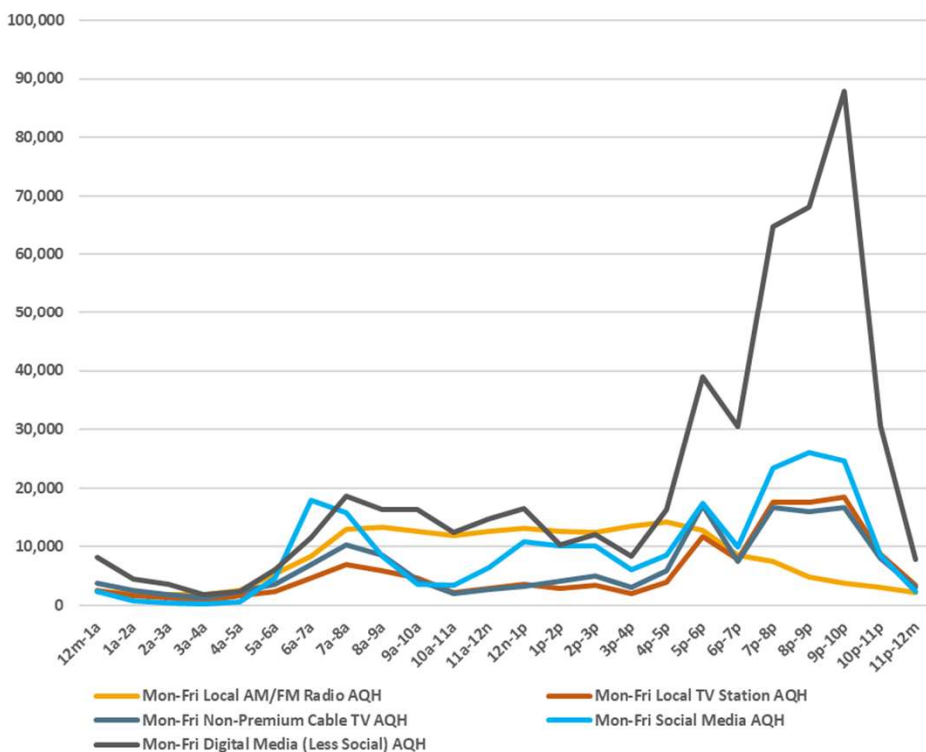




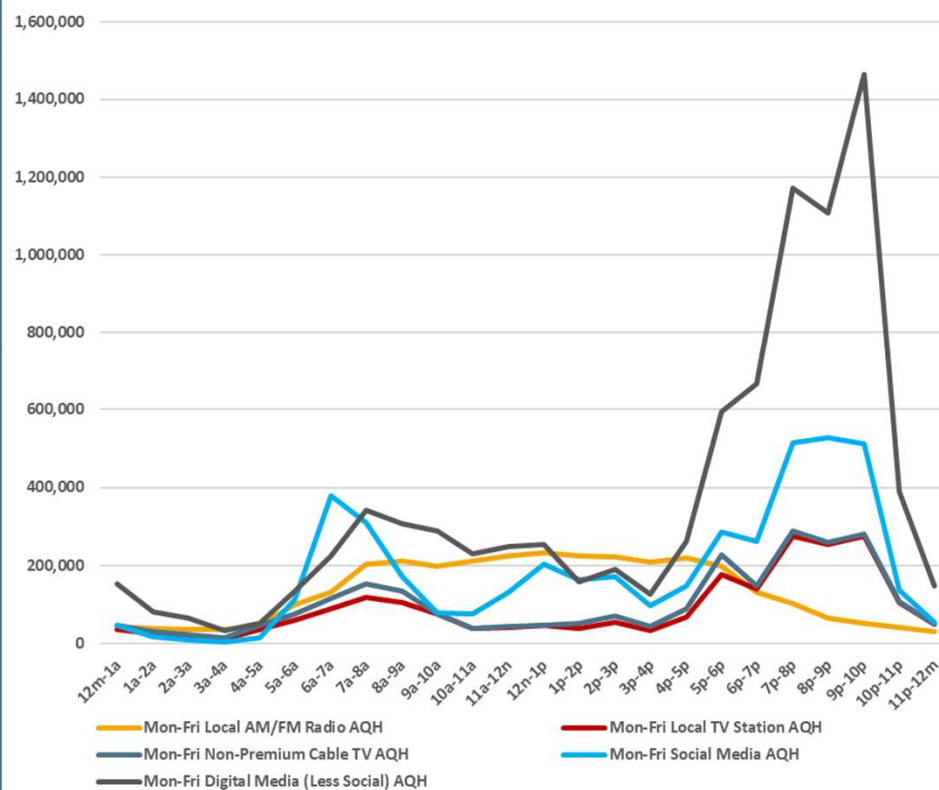


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,171;  
Local Radio: 12,216; Social Media: 9,910; Non-Prem. Cable: 6,232; Local TV: 4,860  
reaching Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the pas

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+**  
**Times in the past 12 mos**



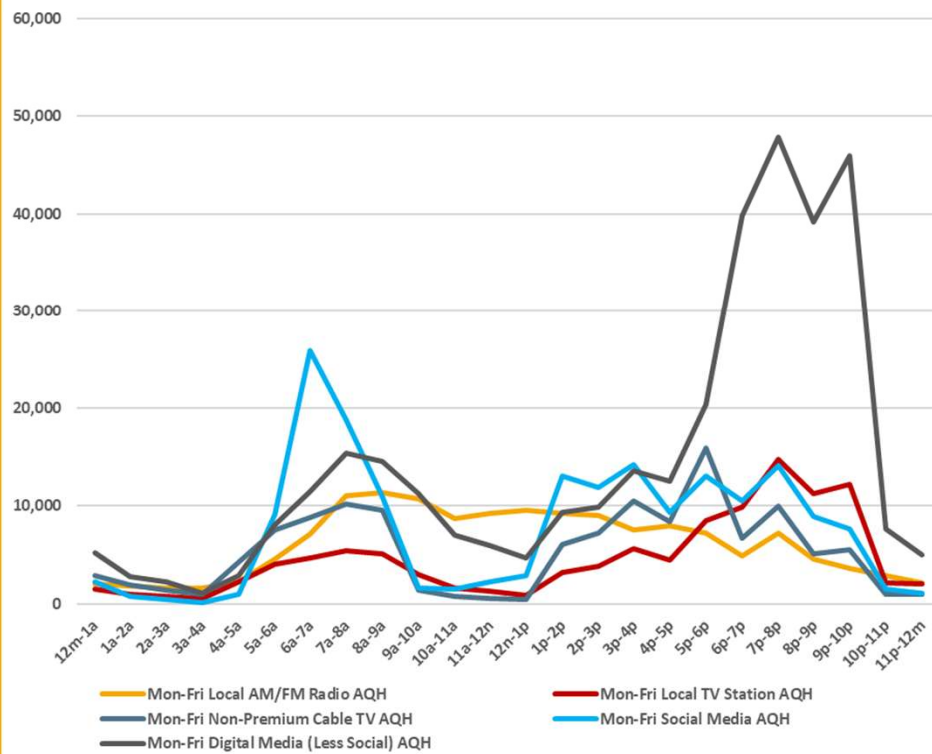
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**SEA Metro Area Adults 18 or older**



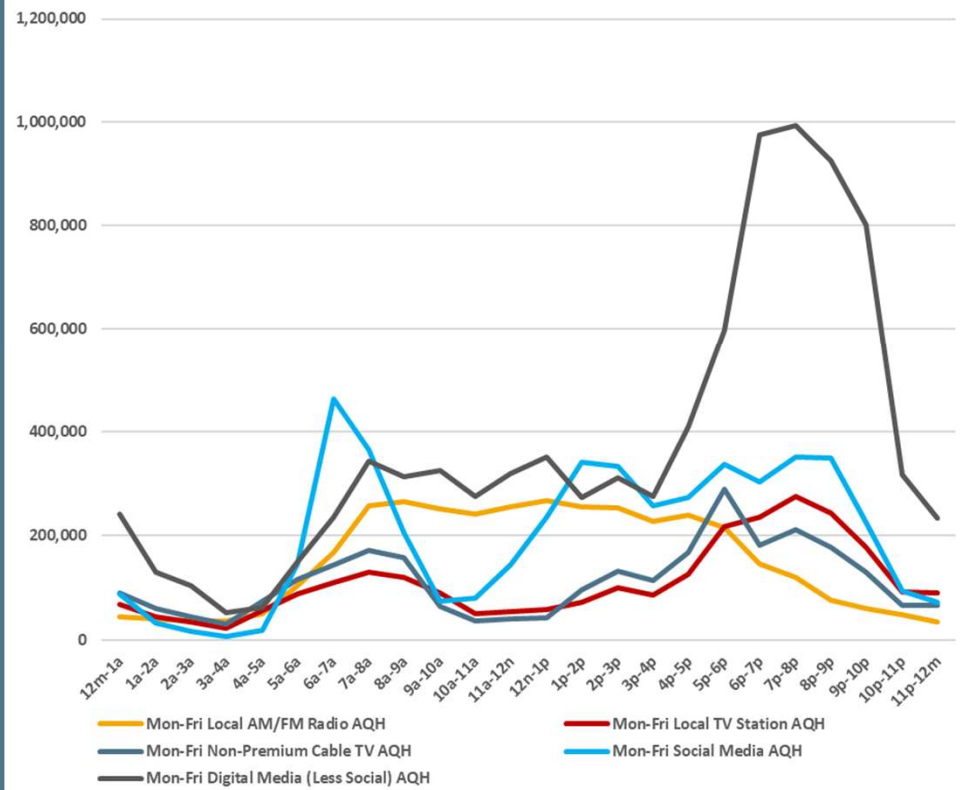


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,539;  
 Social Media: 10,470; Local Radio: 8,759; Non-Prem. Cable: 6,664; Local TV: 4,427  
 reaching Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the pas

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+**  
**Times in the past 12 mos**



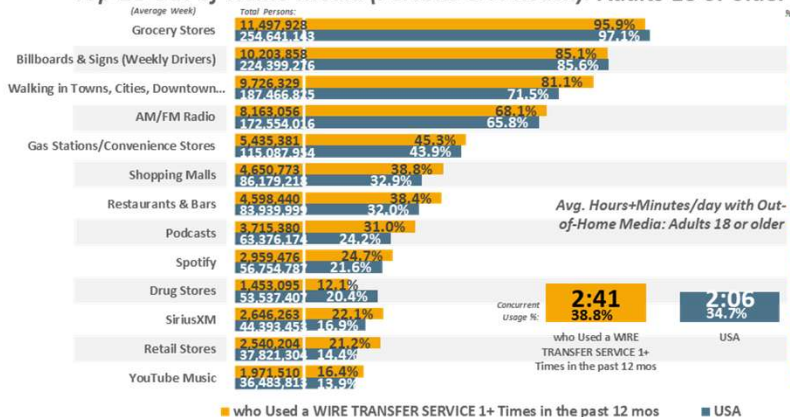
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**PHX Metro Area Adults 18 or older**



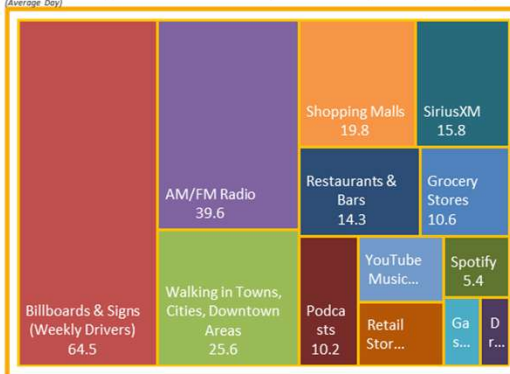


10,203,858 or 85.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 64.5 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 34.1 m

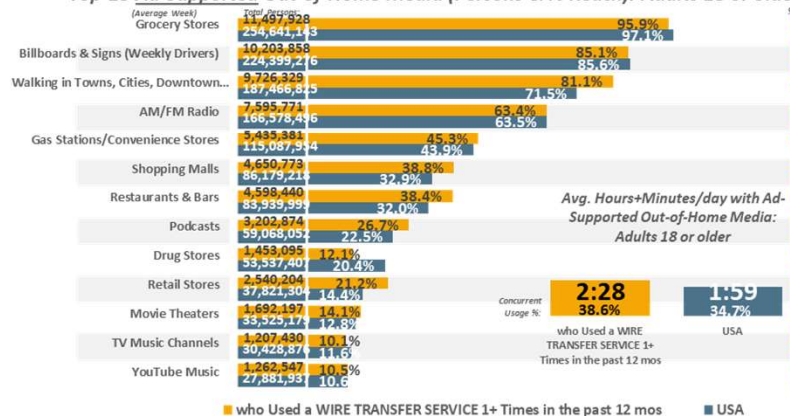
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



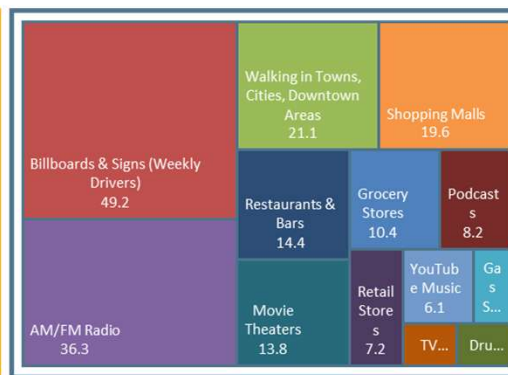
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



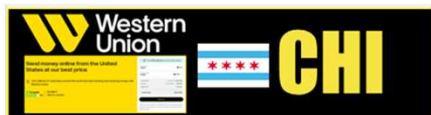
Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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

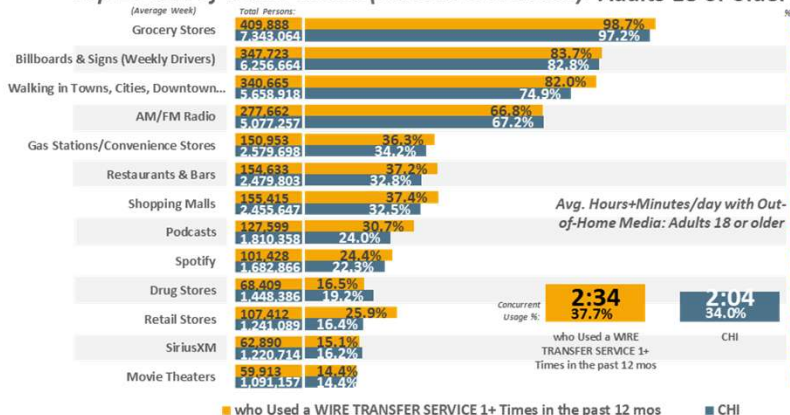




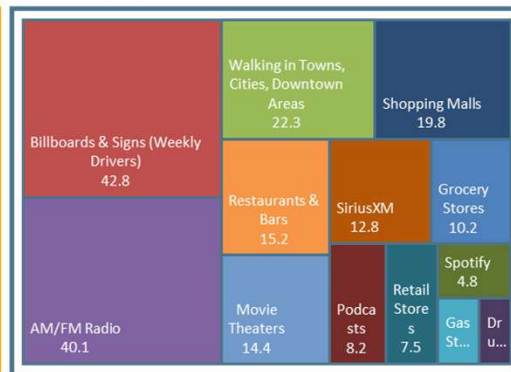
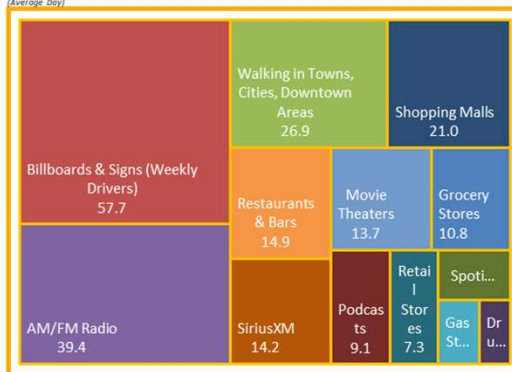


347,723 or 83.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 57.7 minutes per day driving, seeing Billboards and Signs. 62.% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minut

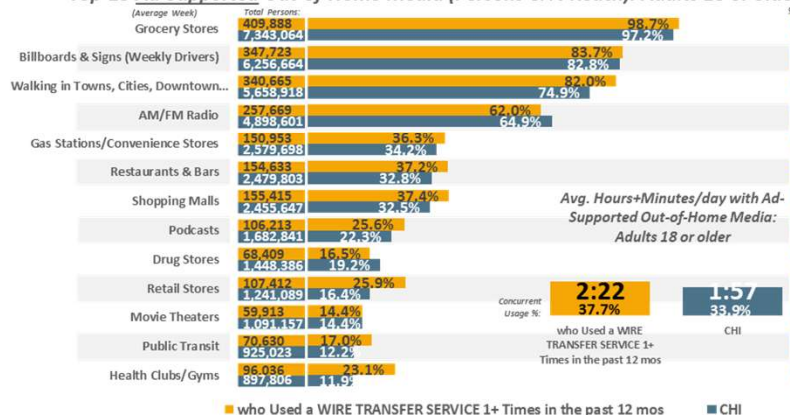
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



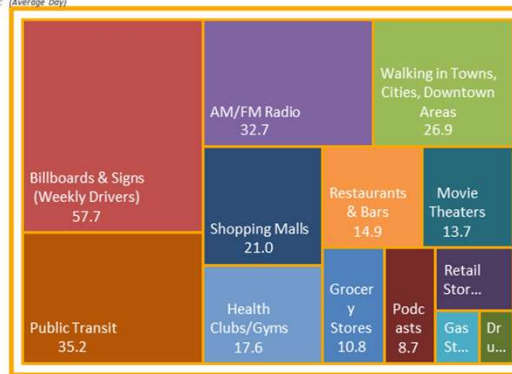
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 196  
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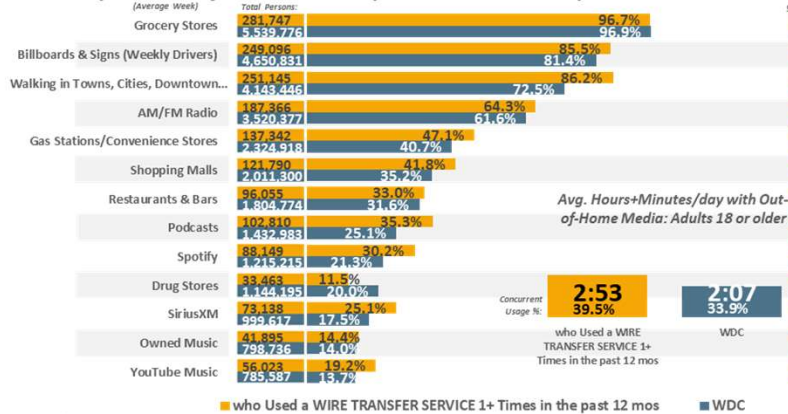
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Professional services used by HHLD past 12 months (HHLD): Wire transfer

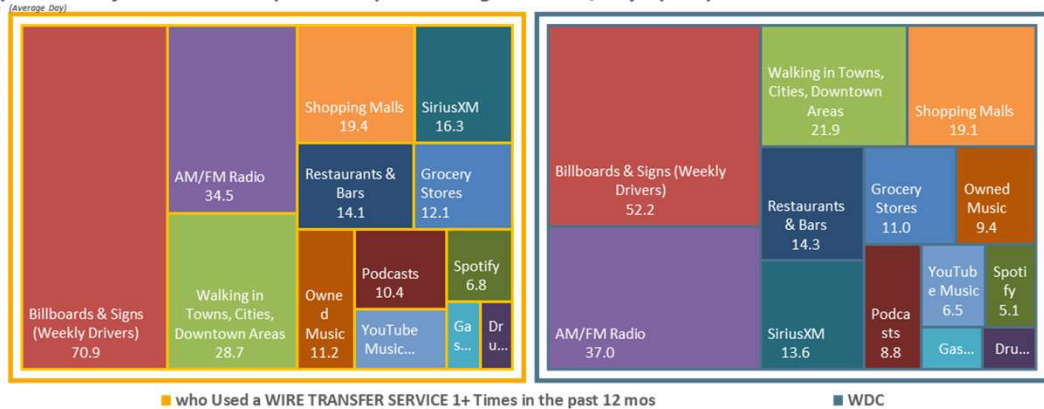


249,096 or 85.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 70.9 minutes per day driving, seeing Billboards and Signs. 59.7% Listen to Local Radio Stations Out-of-Home for an average of 28.9 minu

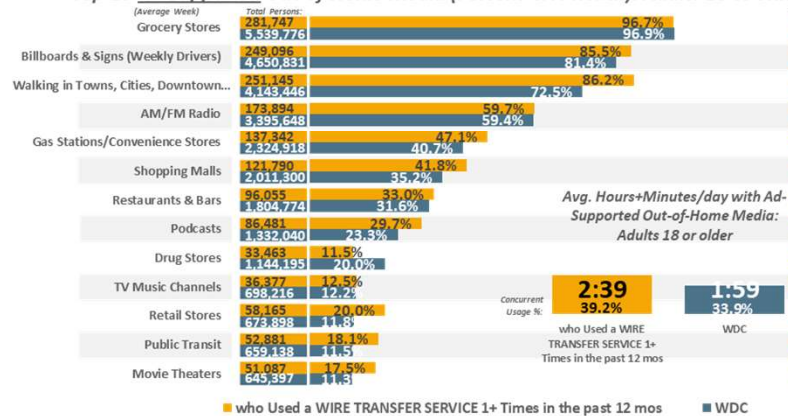
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



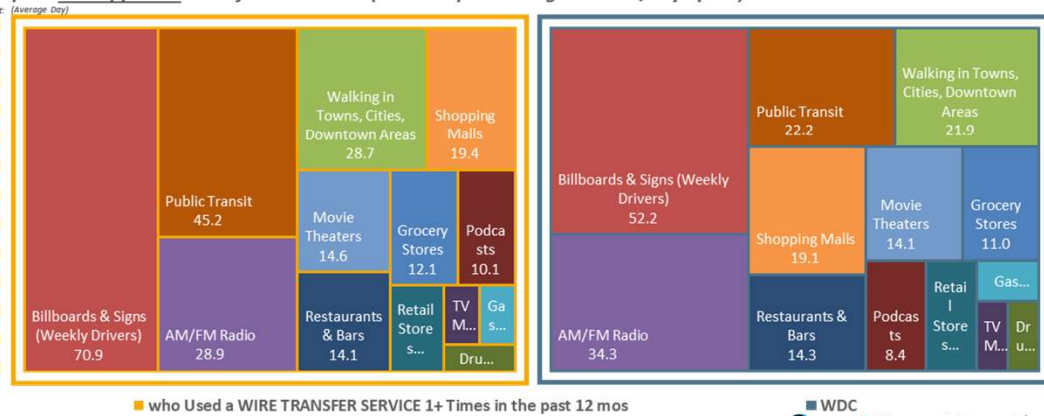
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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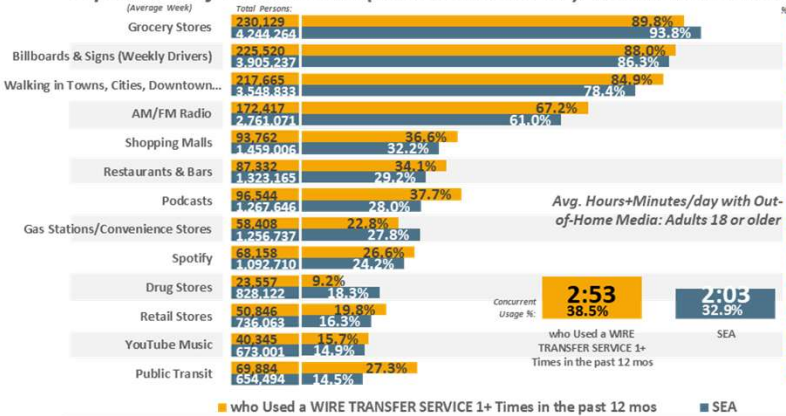
Professional services used by HHLD past 12 months (HHLD): Wire transfer



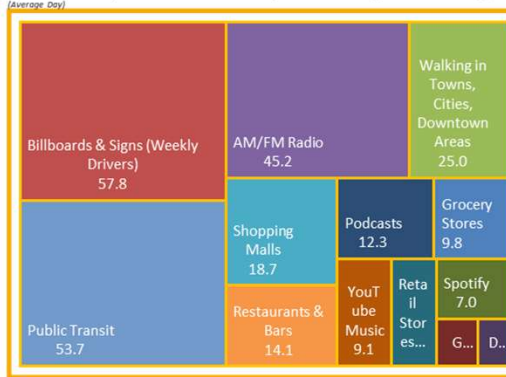


225,520 or 88.% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minut

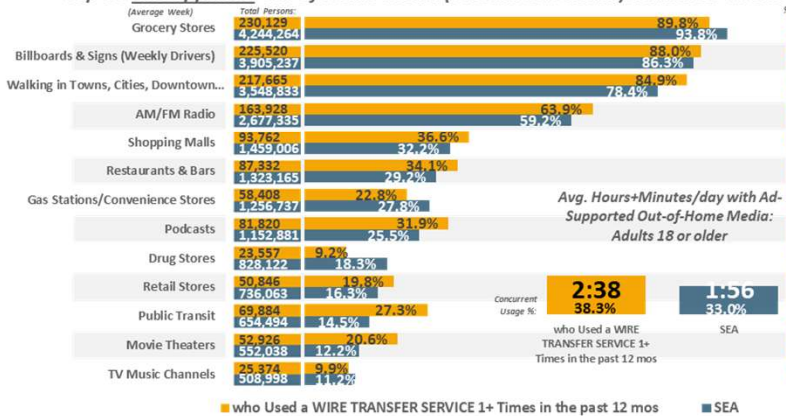
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



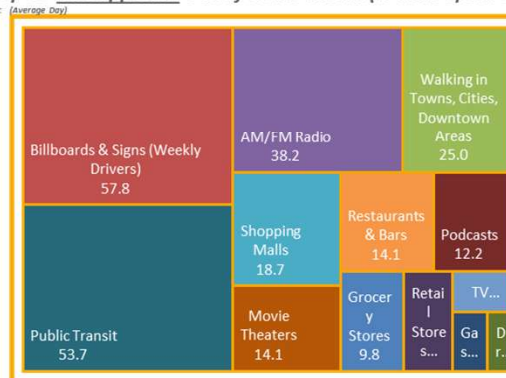
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

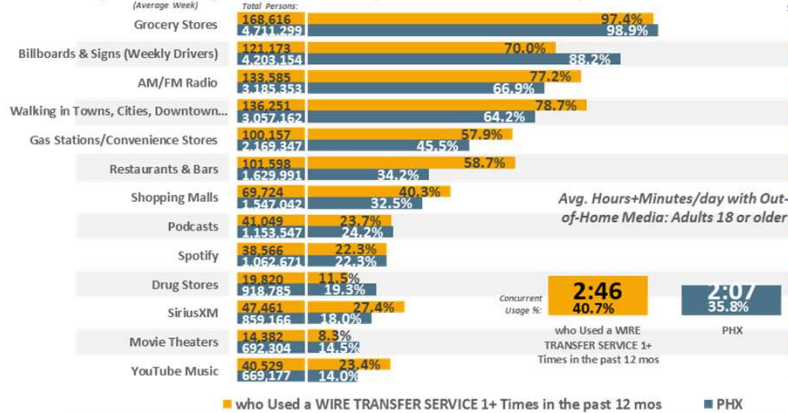




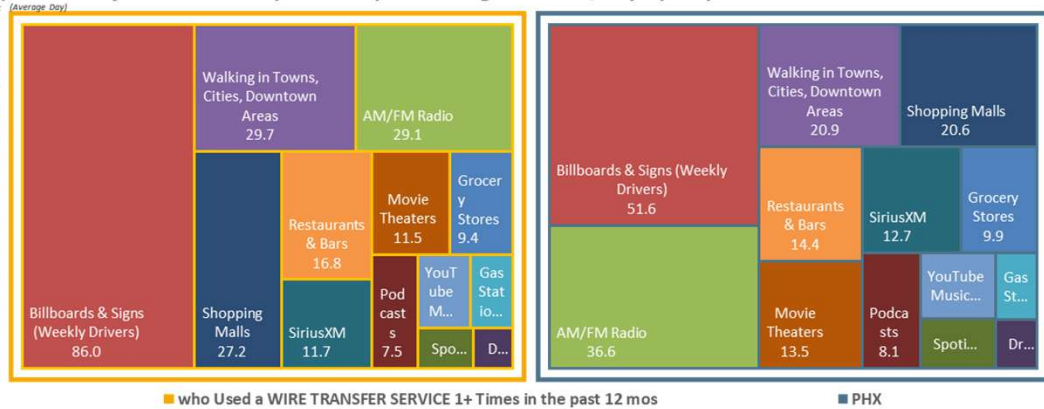


121,173 or 70.% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 86. minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 26.1 minute

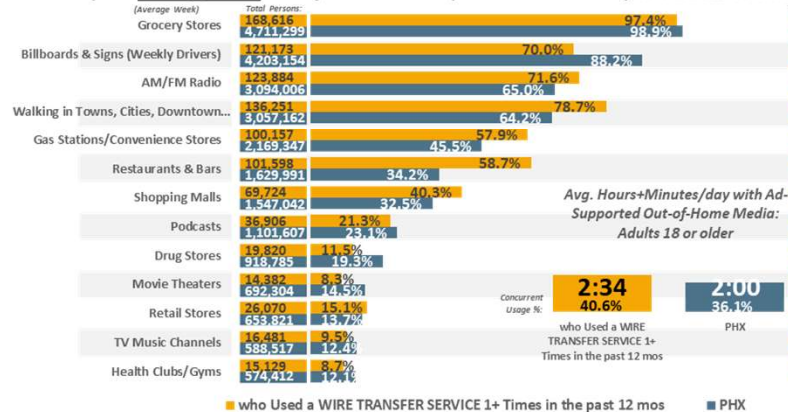
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



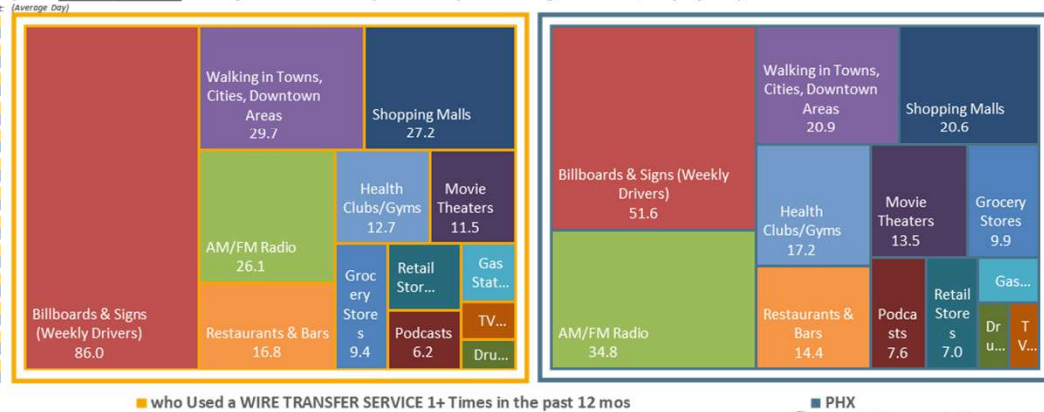
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Professional services used by HHLD past 12 months (HHLD): Wire transfer

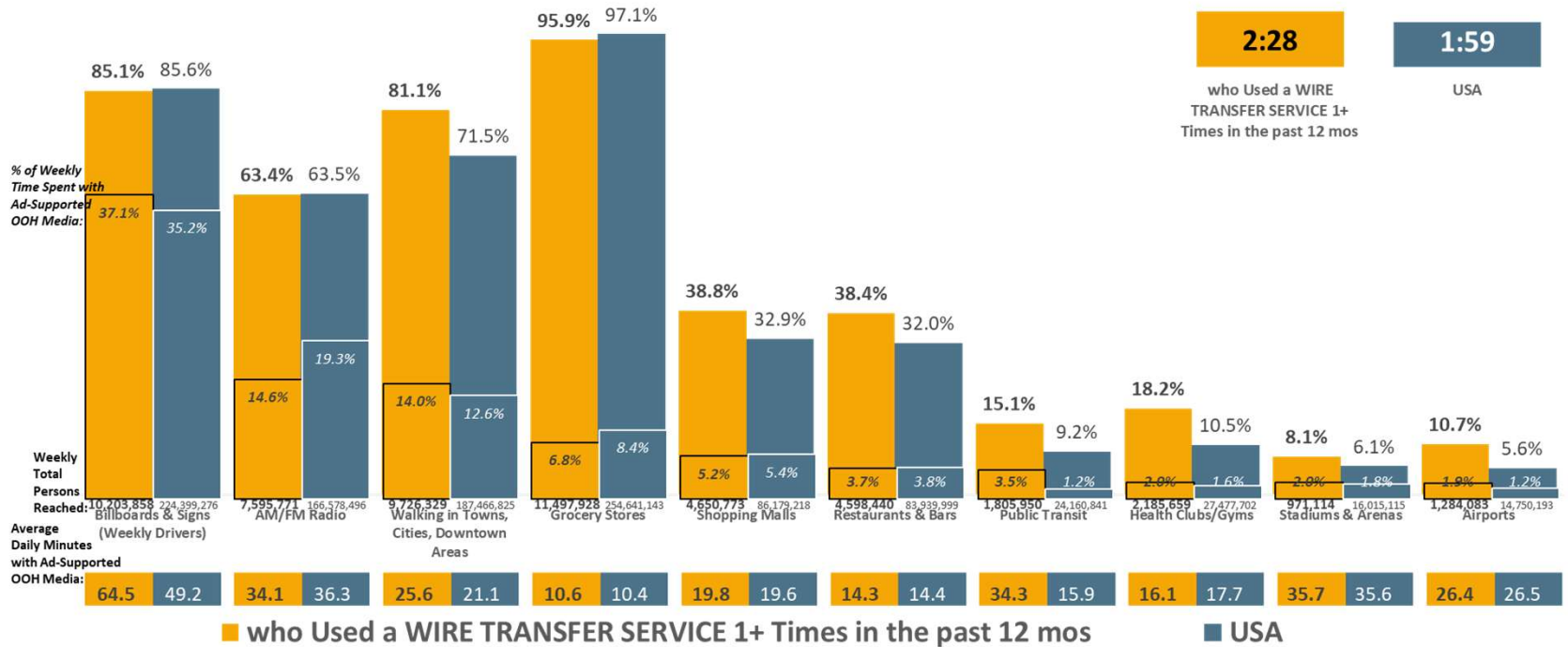


10,203,858 or 85.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 64.5 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256

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USA Projection

Scarborough R2 2025: Sep24-Aug25

Qual Intab

25,507

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Professional services used by HHLD past 12 months (HHLD): Wire transfer

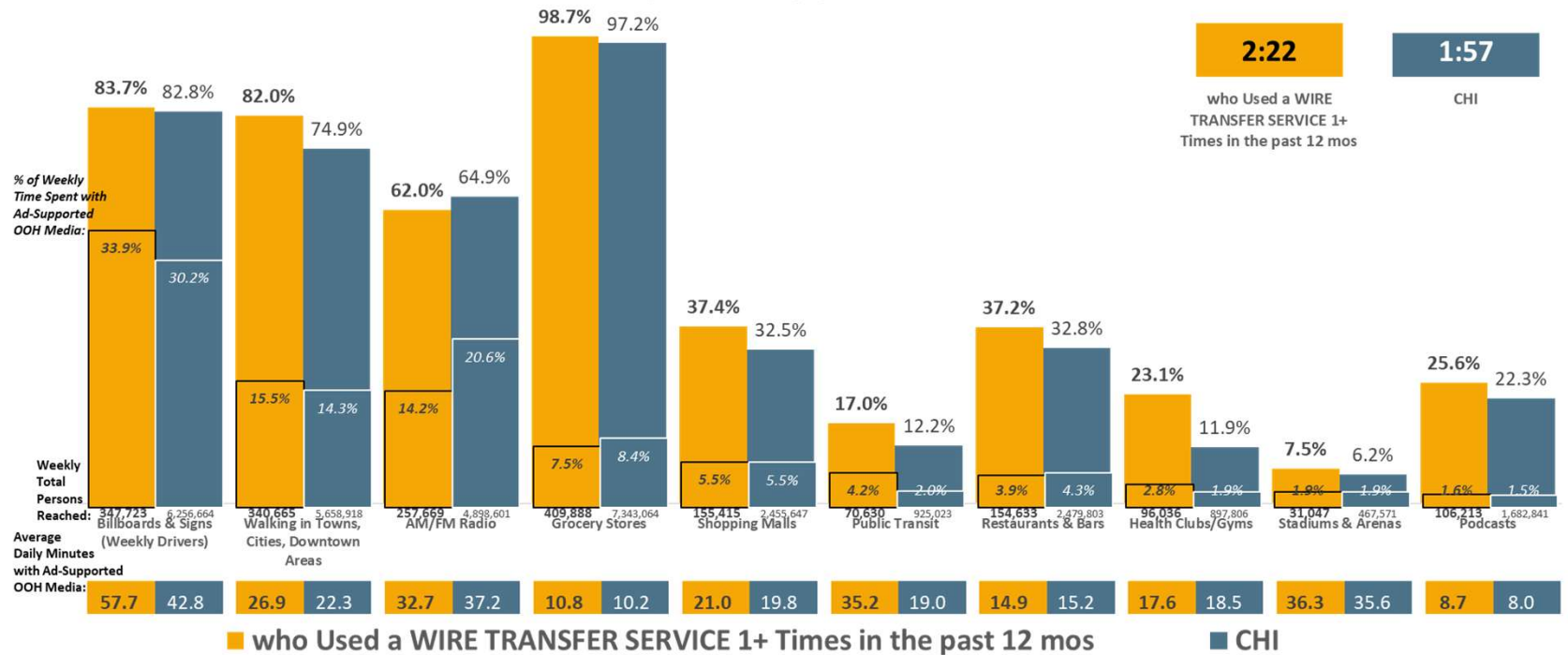


347,723 or 83.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 57.7 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 196  
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Professional services used by HHLD past 12 months (HHLD): Wire transfer



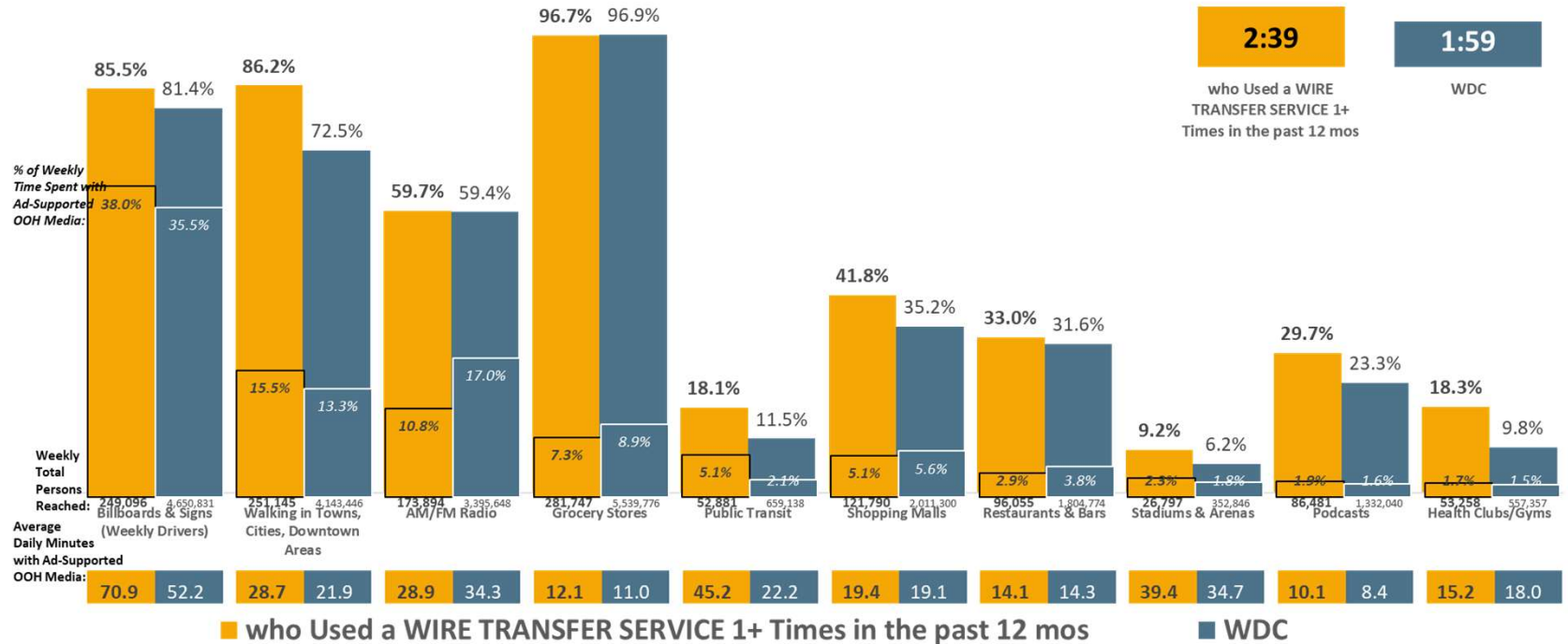


249,096 or 85.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 70.9 minutes per day driving, seeing Billboards and Signs representing 38.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:39

who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

1:59

WDC

WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 327 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
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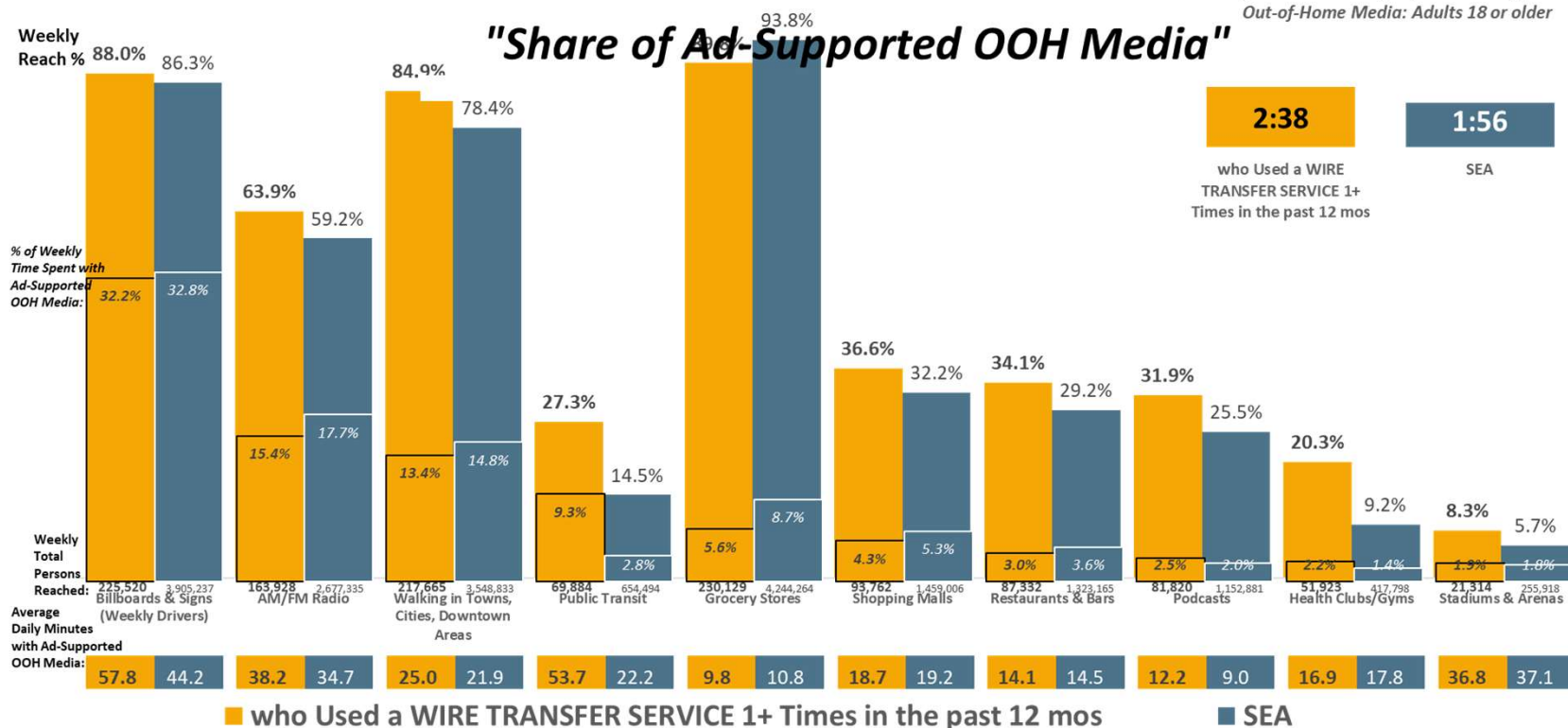
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer



225,520 or 88.0% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 57.8 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



**2:38**  
who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

**1:56**  
SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 252 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer

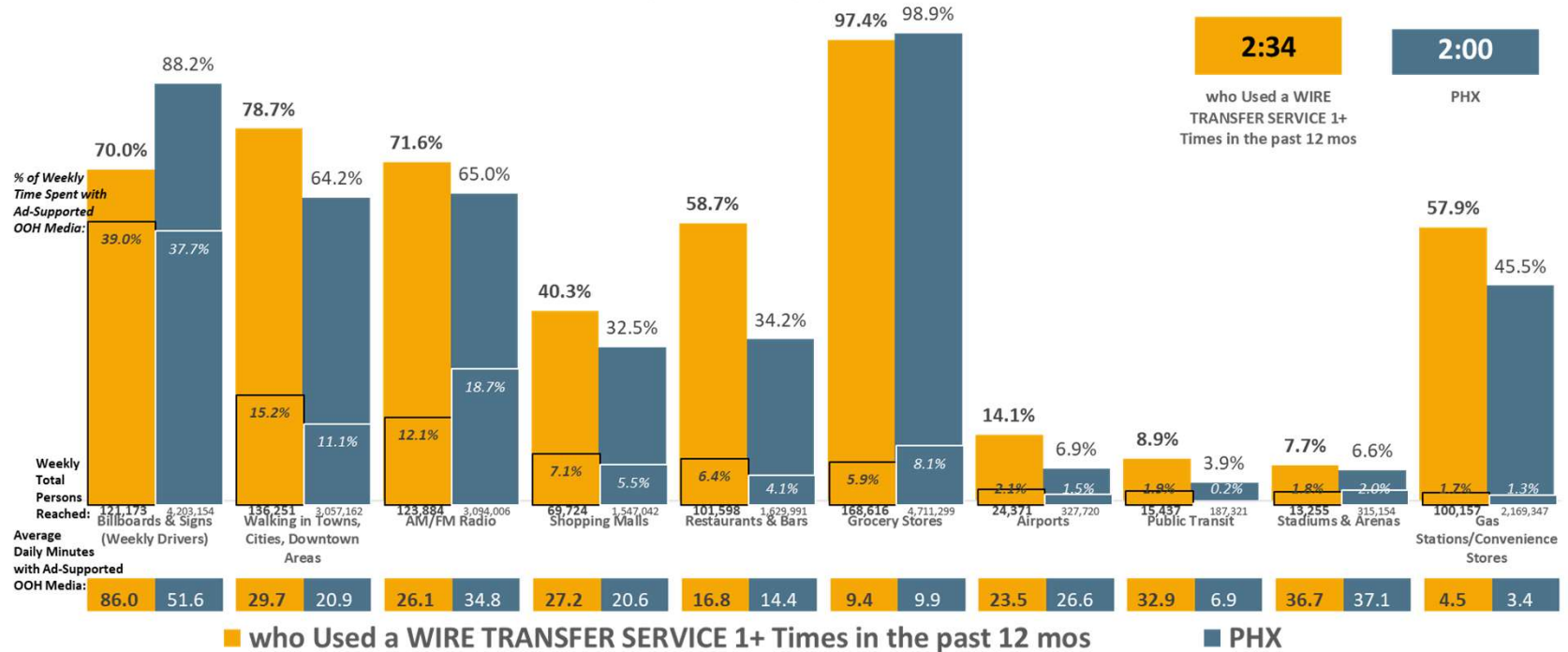


121,173 or 70.0% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 86. minutes per day driving, seeing Billboards and Signs representing 39.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 123 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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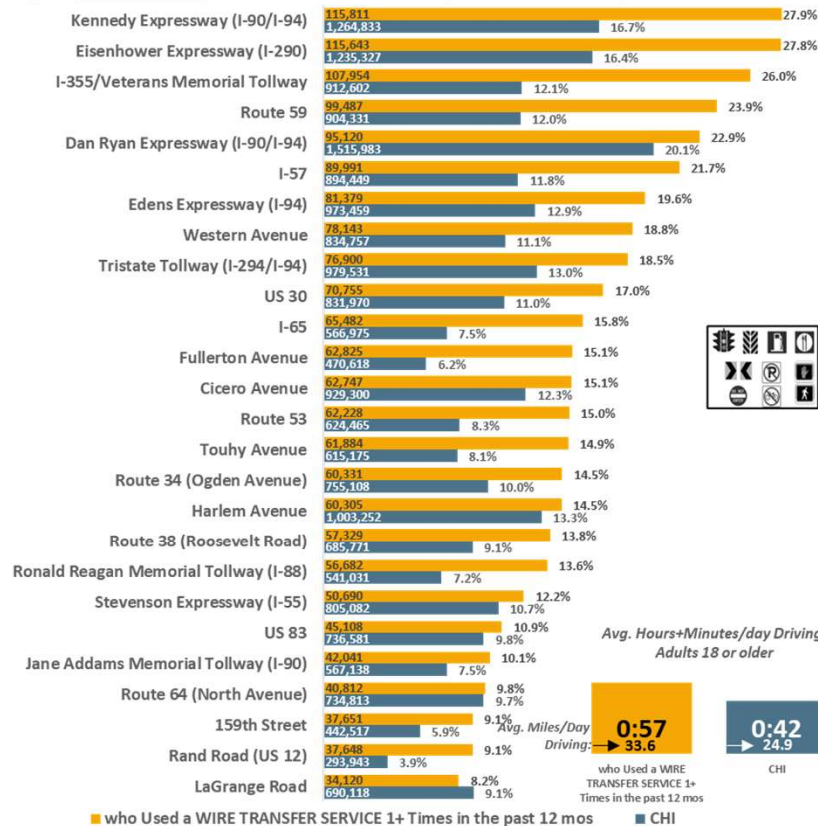
Professional services used by HHLD past 12 months (HHLD): Wire transfer



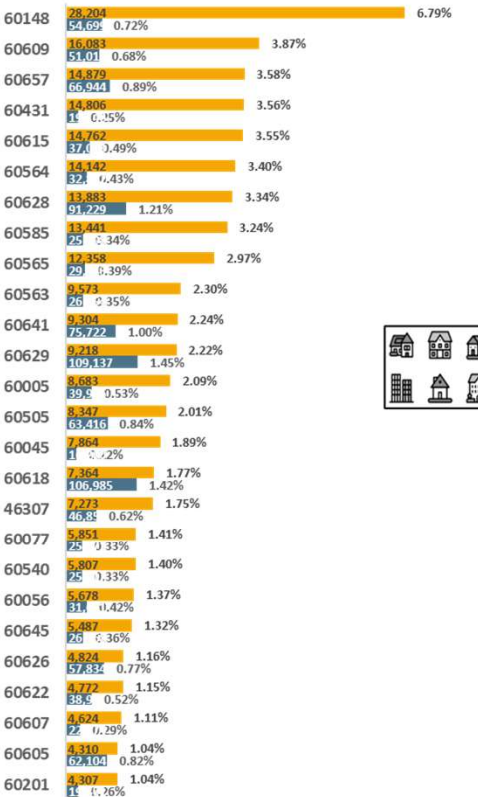


347,723 or 83.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 57.7 minutes per day driving an average of 33.6 miles each day and are 142.7% more likely to use Fullerton Avenue than the Metro averag

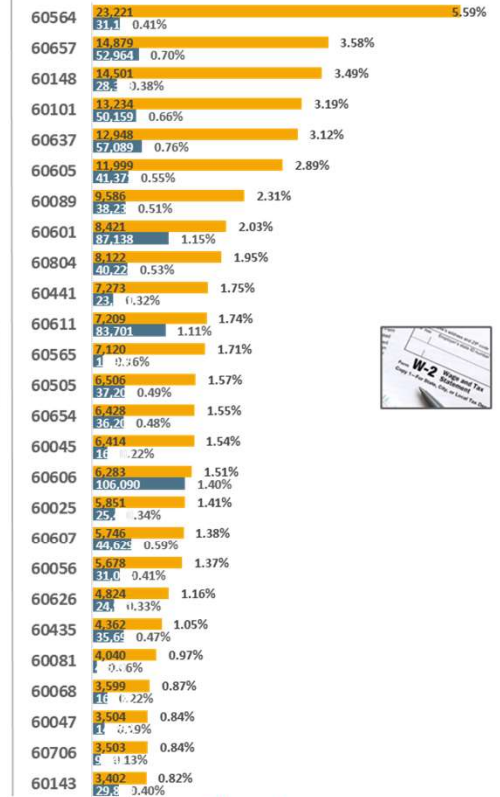
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



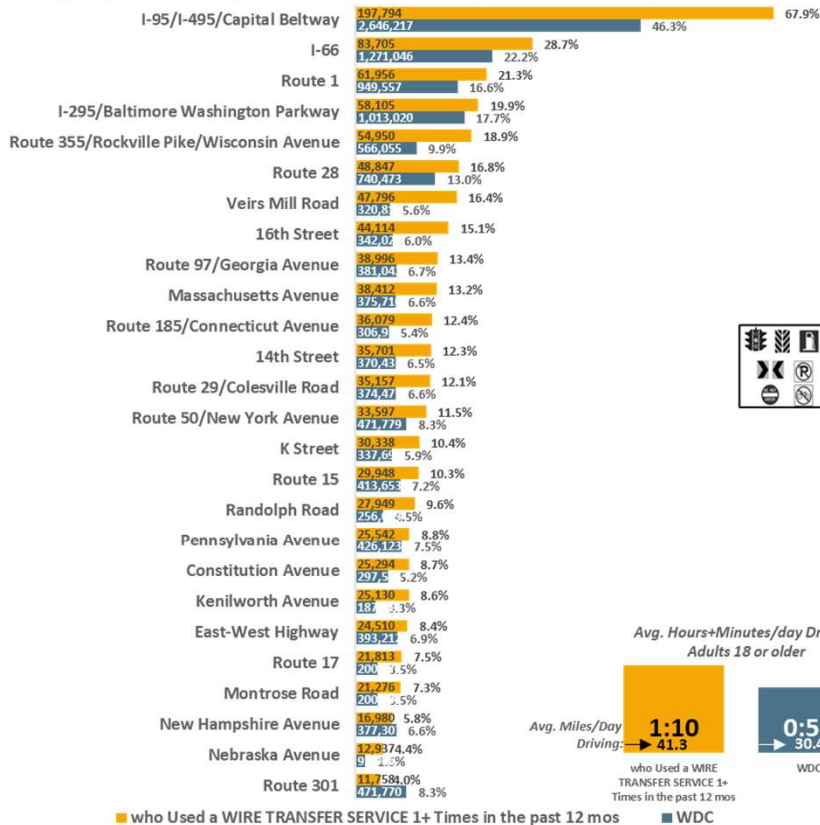
#### Top-26 Employment Zip Codes: Adults 18 or older





249,096 or 85.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 70.9 minutes per day driving an average of 41.3 miles each day and are 192.1% more likely to use Veirs Mill Road than the Metro average

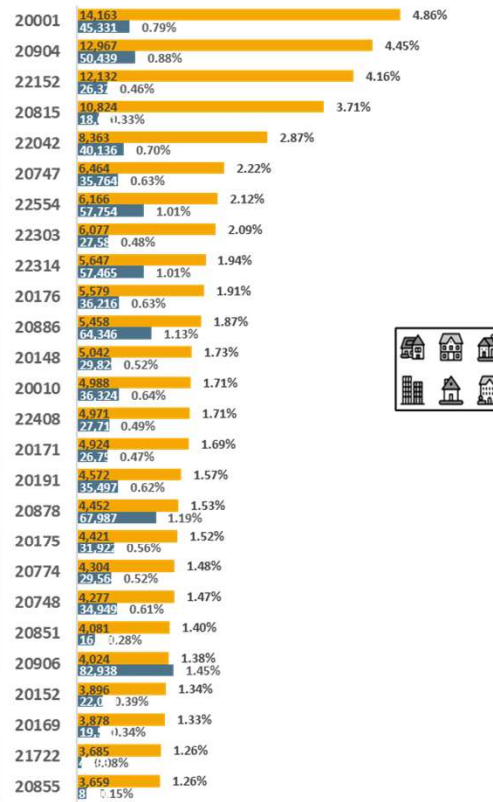
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



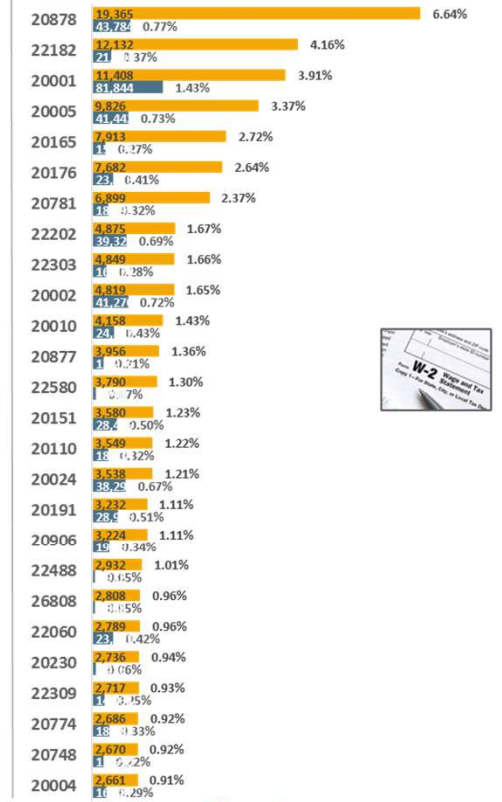
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



### Top-26 Residential Zip Codes: Adults 18 or older



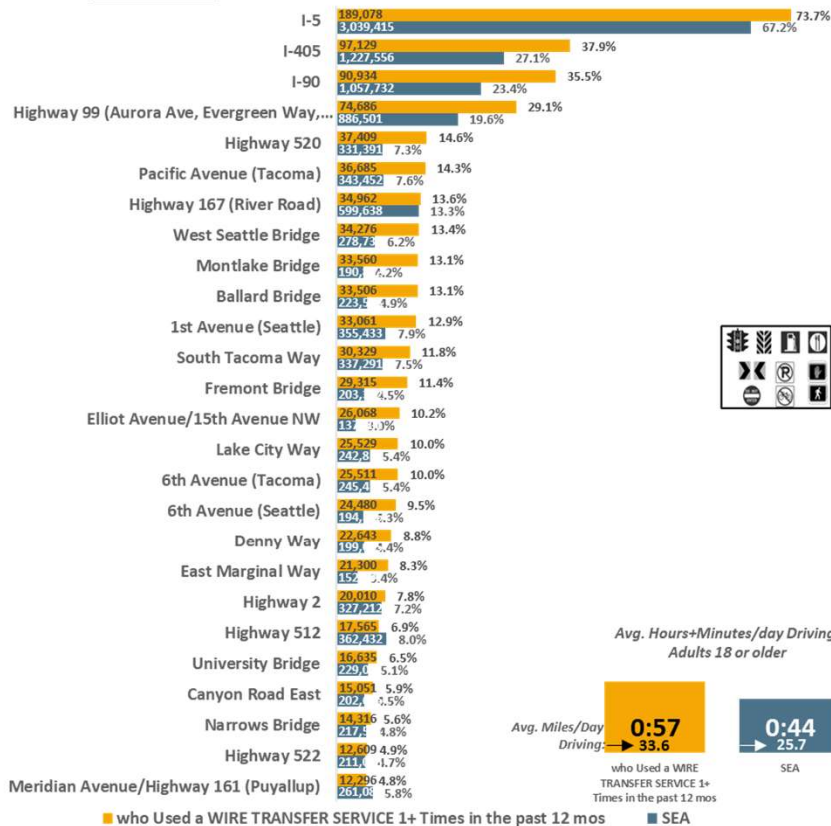
### Top-26 Employment Zip Codes: Adults 18 or older





225,520 or 88.% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 57.8 minutes per day driving an average of 33.6 miles each day and are 235.5% more likely to use Elliot Avenue/15th Avenue NW than the M

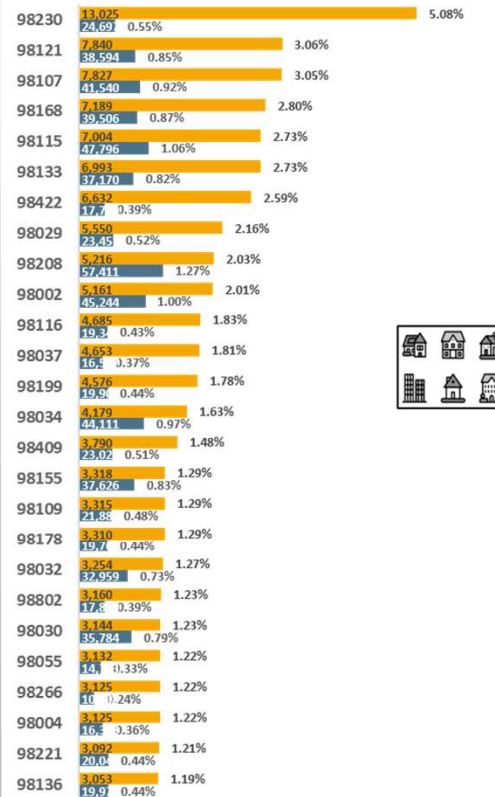
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



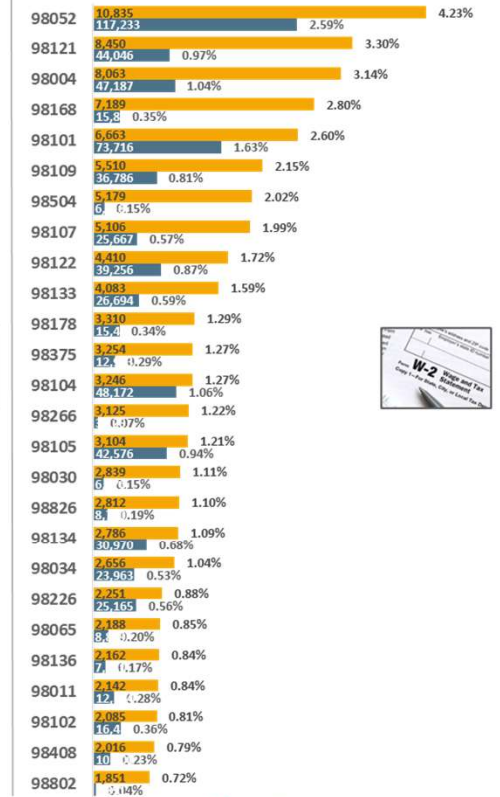
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



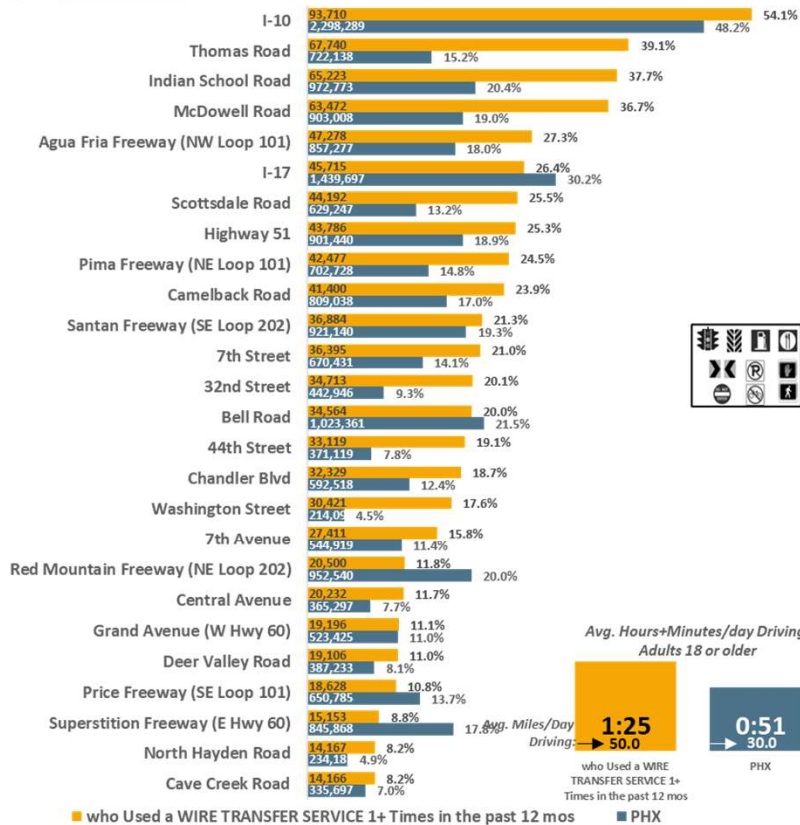
soefa.ai Share of Everything for Anything



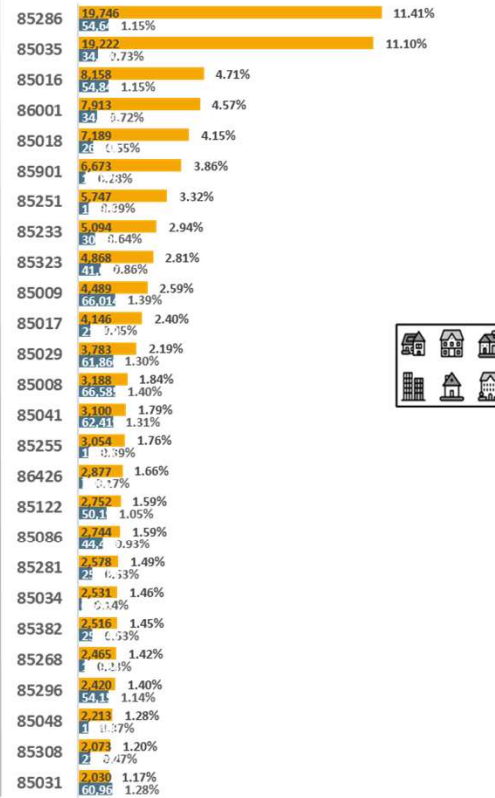


121,173 or 70.% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 86. minutes per day driving an average of 50. miles each day and are 291.% more likely to use Washington Street than the Metro average.

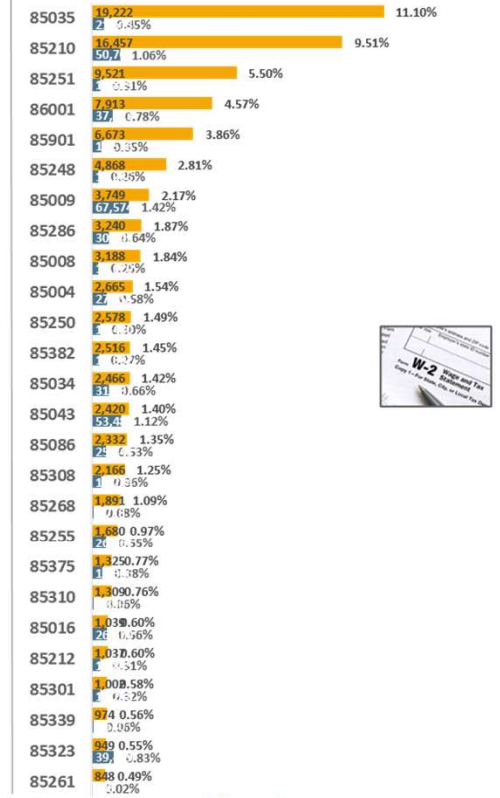
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



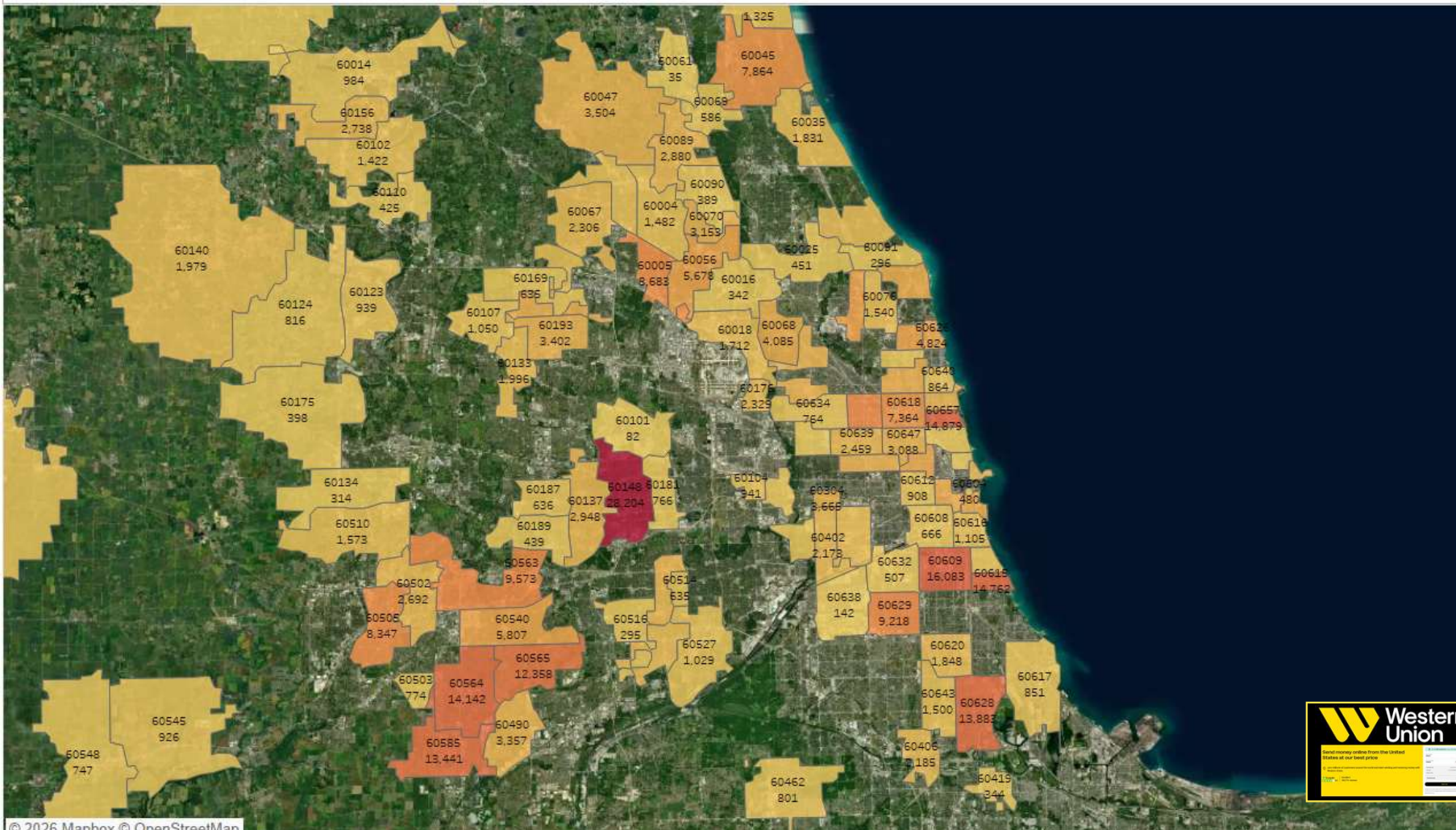
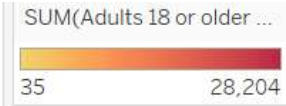
#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older



# Top Residential Zip Codes: (Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos)



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Western Union

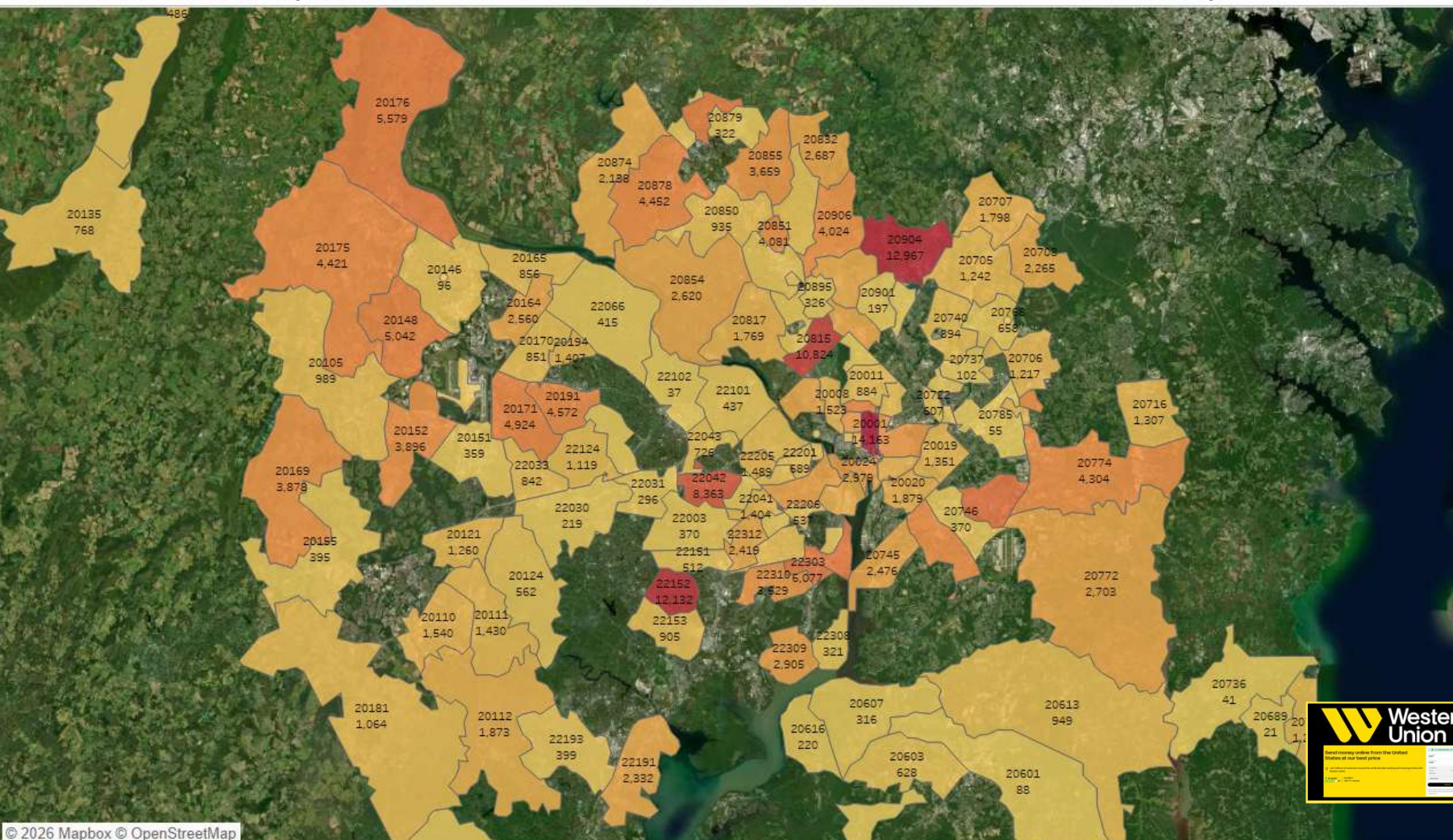
Secure money orders from the United States at our best price

CHI



# Top Residential Zip Codes: (Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos)

SUM(Adults 18 or older ...  
21 14,163



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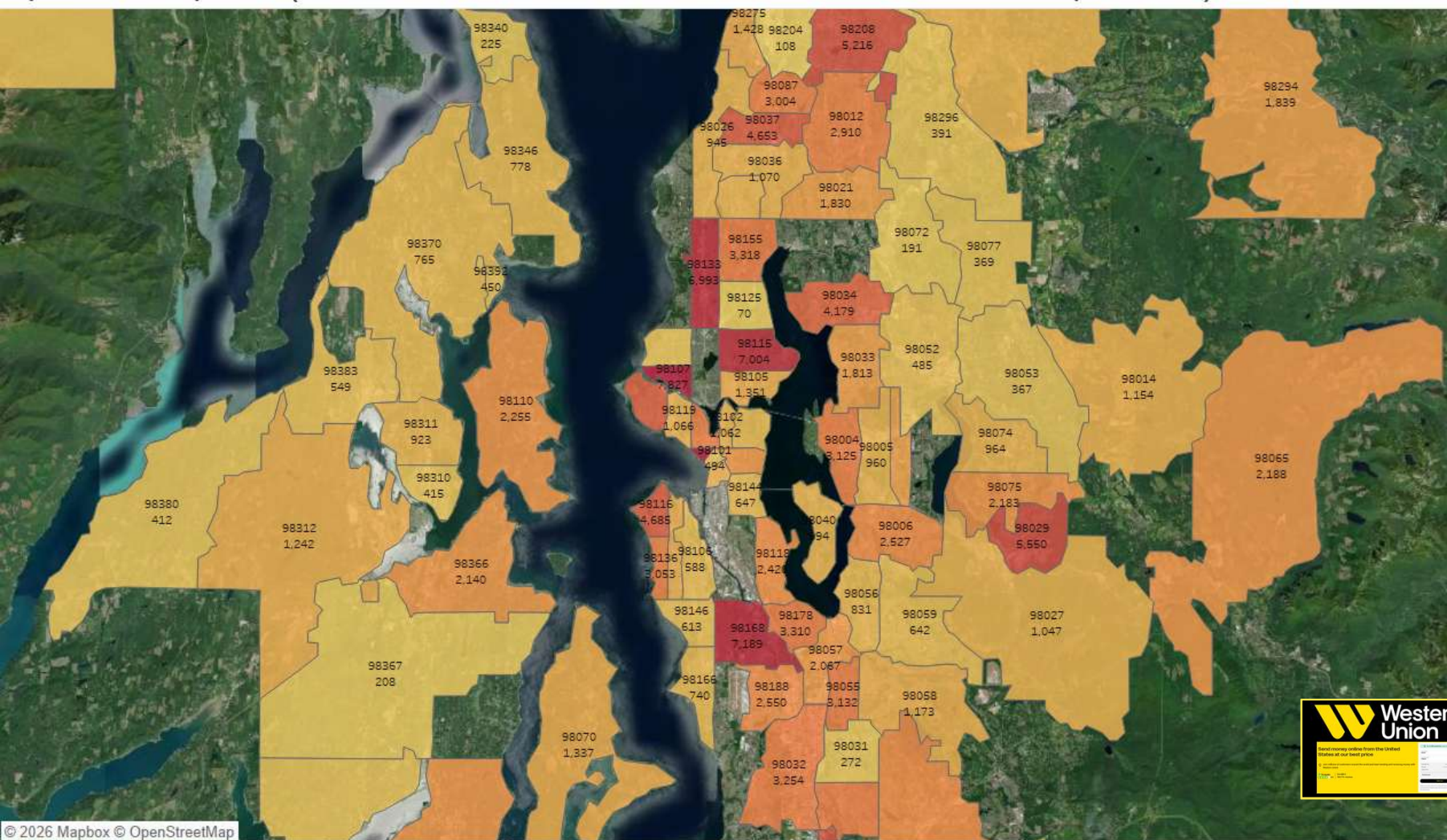
WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 327  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer



# Top Residential Zip Codes: (Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos)



SUM(Adults 18 or older ...)

70 7,840



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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intob 252

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Professional services used by HHLD past 12 months (HHLD): Wire transfer

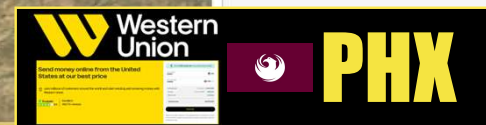
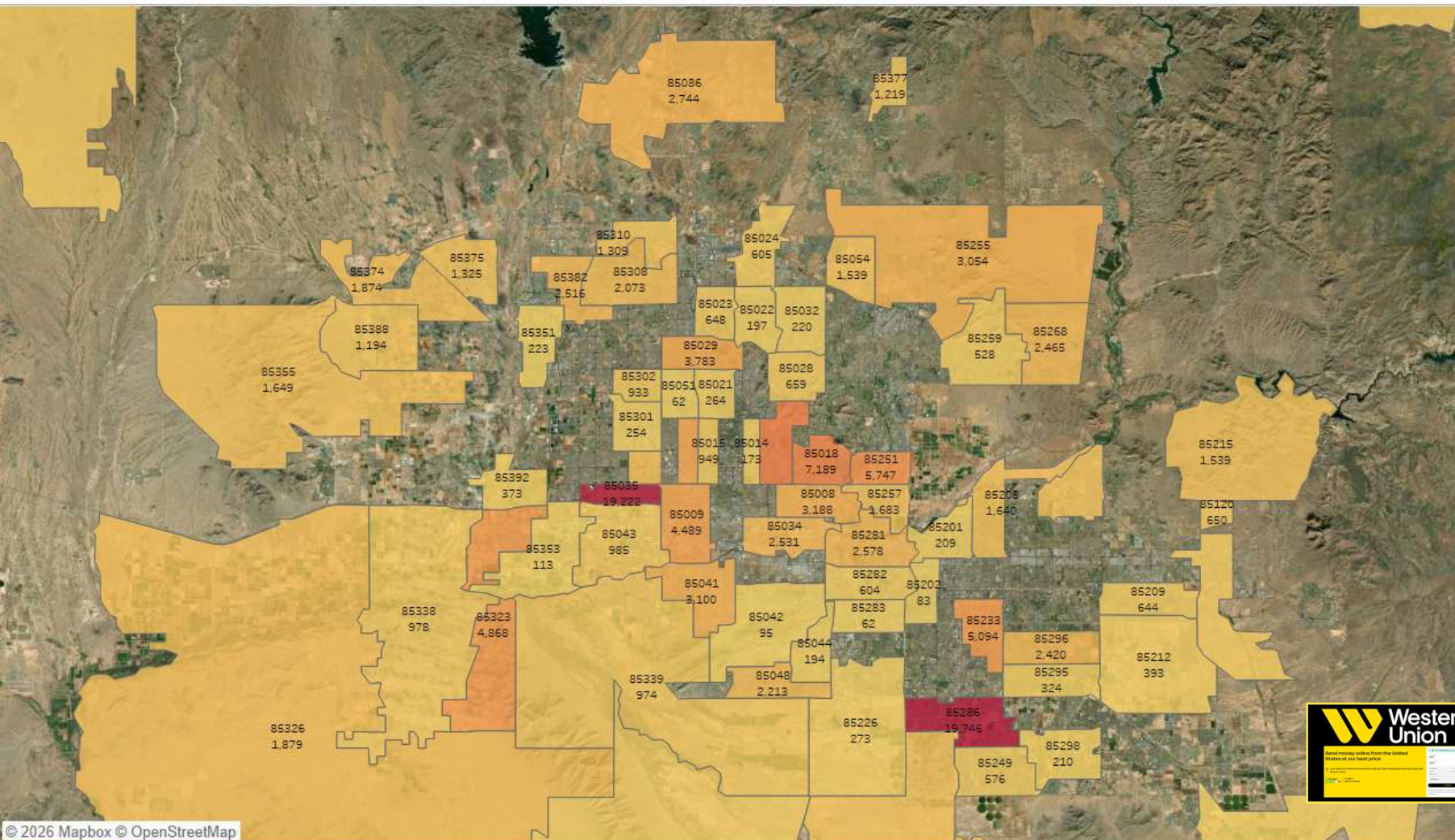
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# Top Residential Zip Codes: (Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos)

SUM(Adults 18 or older ...

22 19,746



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intob 123  
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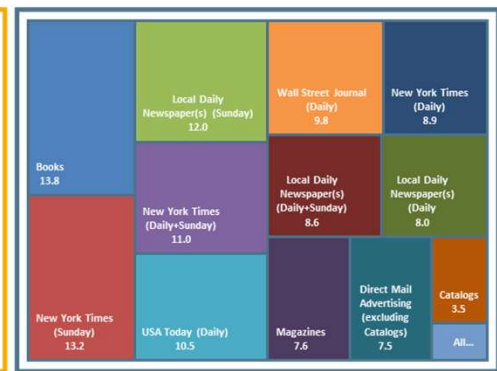
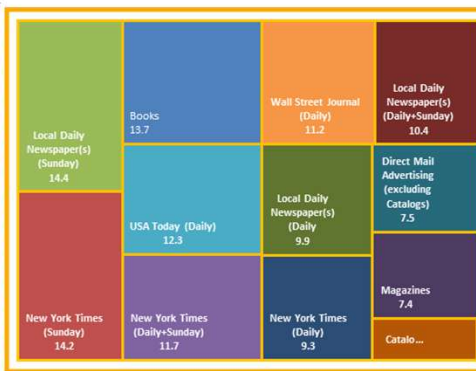
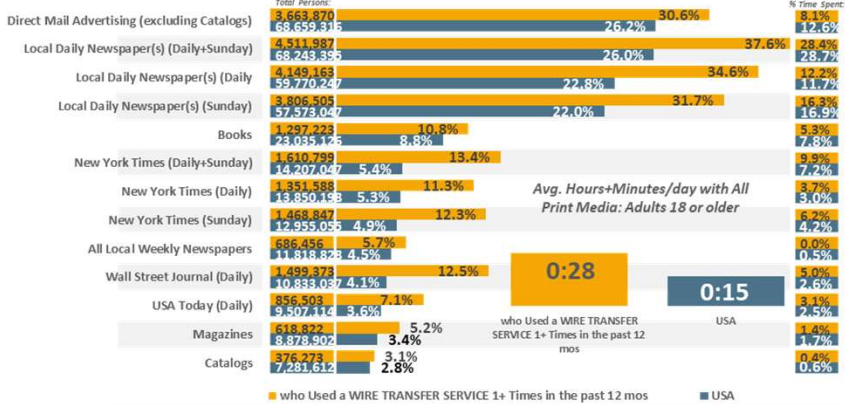
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer

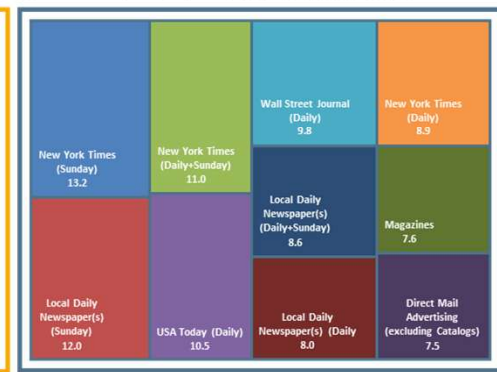
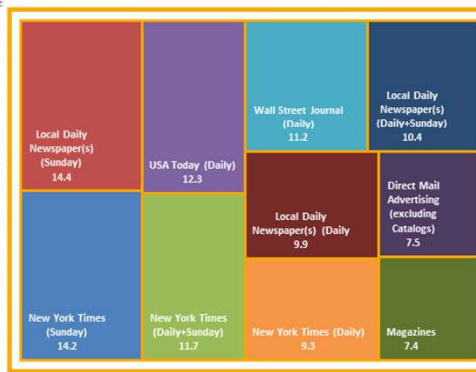
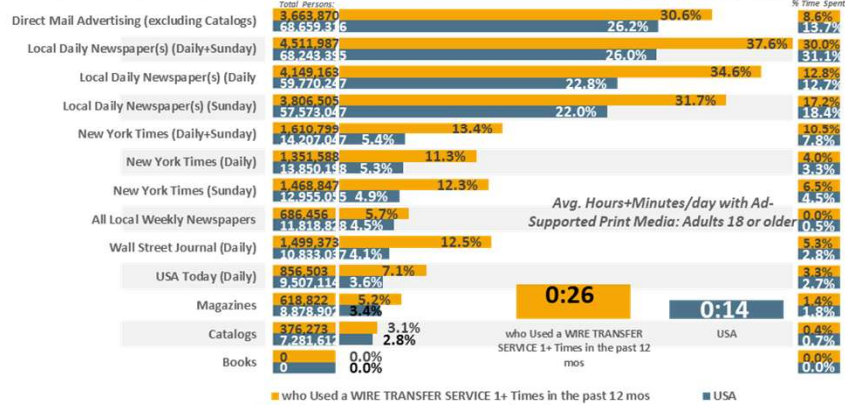


4,511,987 or 37.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 30.% of all time spent daily with All forms of Print

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



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

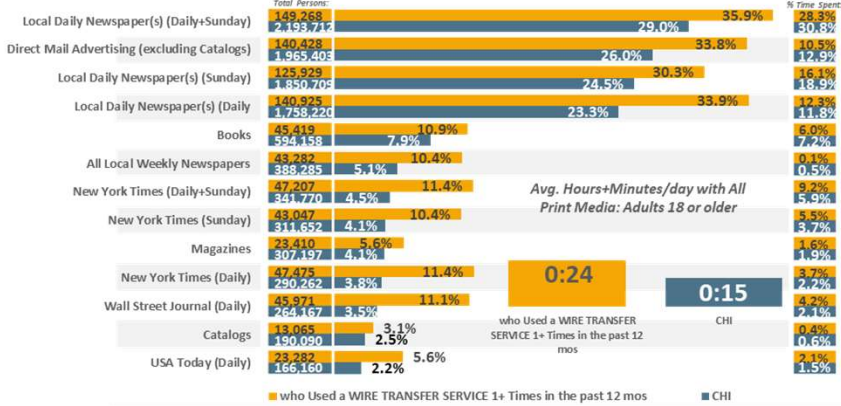




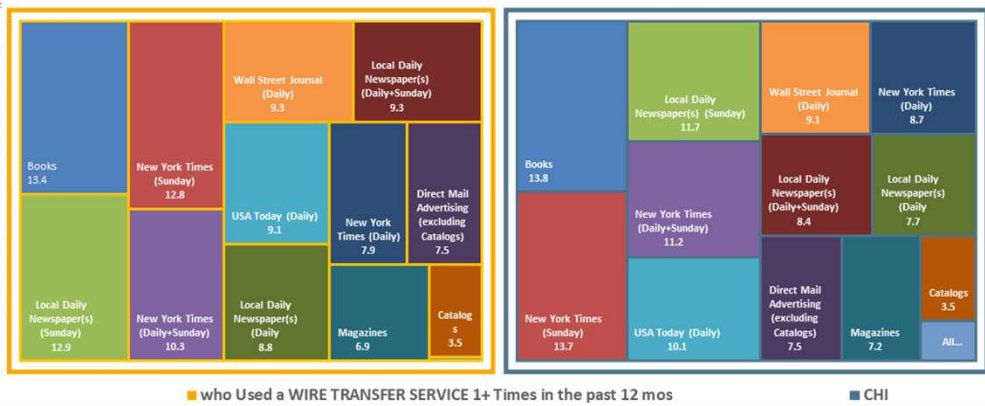


149,268 or 35.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 30.1% of all time spent daily with All forms of Print Media

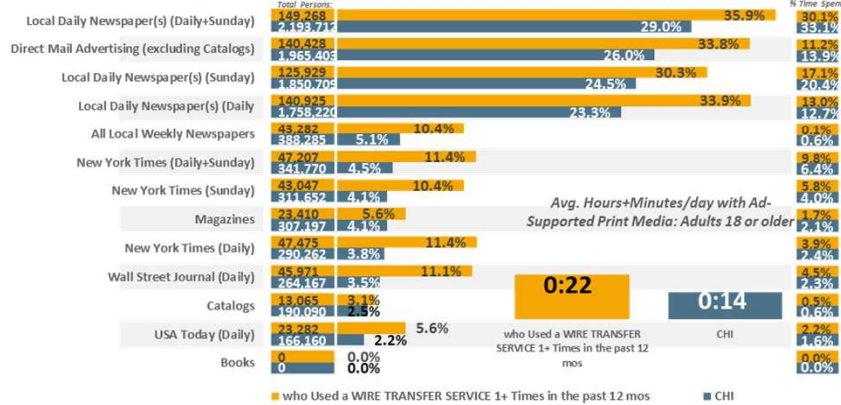
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



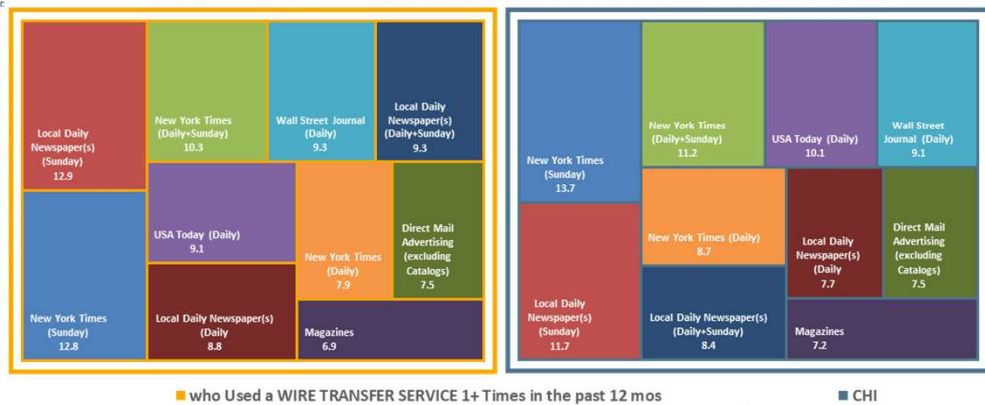
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



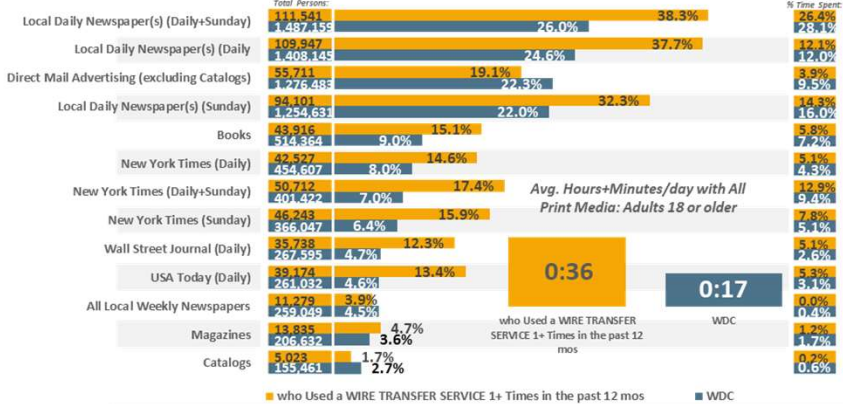
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



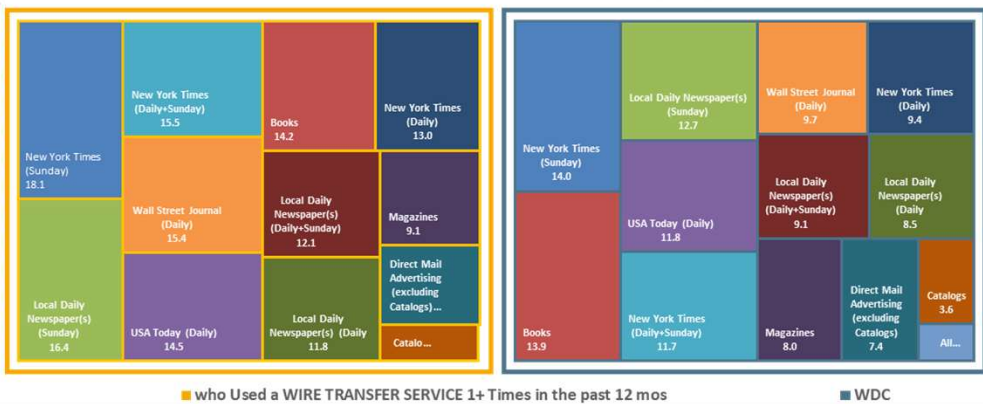


111,541 or 38.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 28.% of all time spent daily with All forms of Print Me

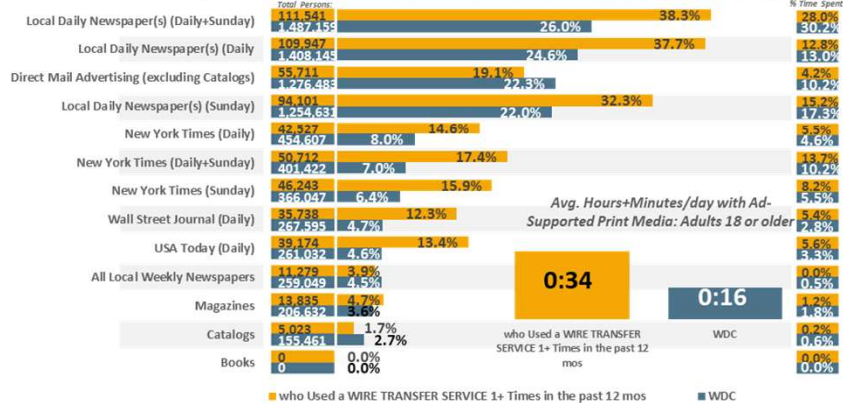
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



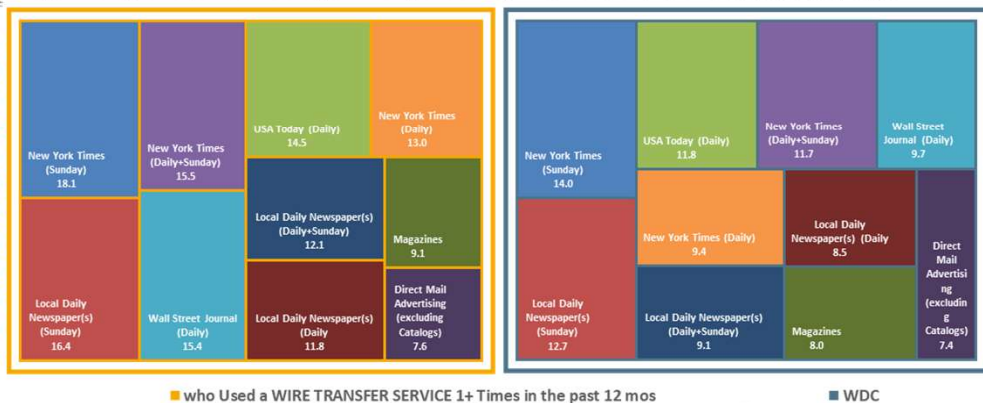
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



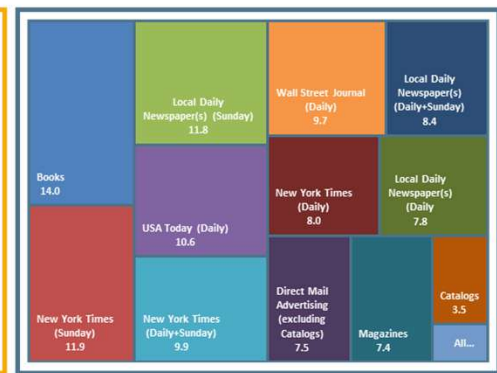
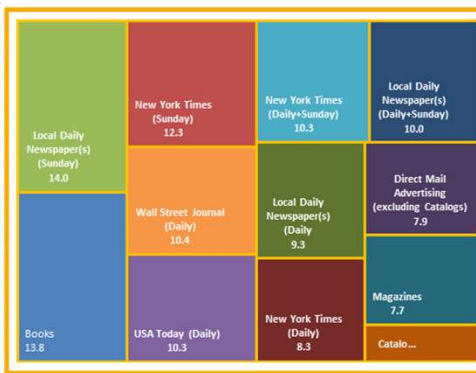
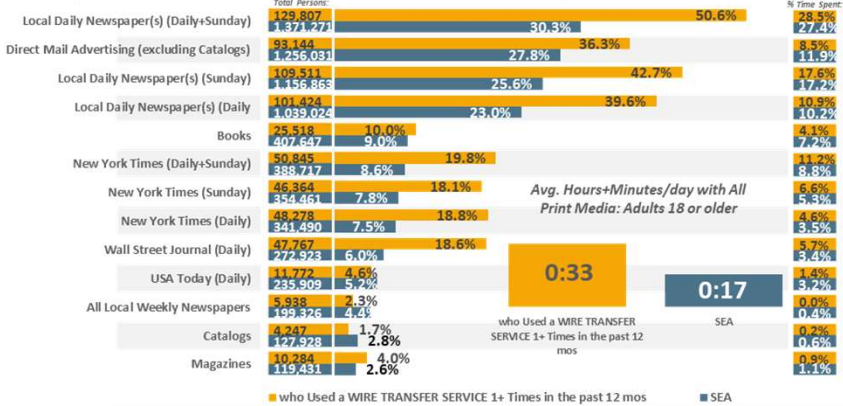
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



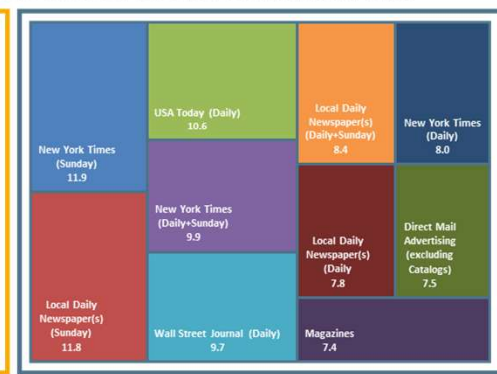
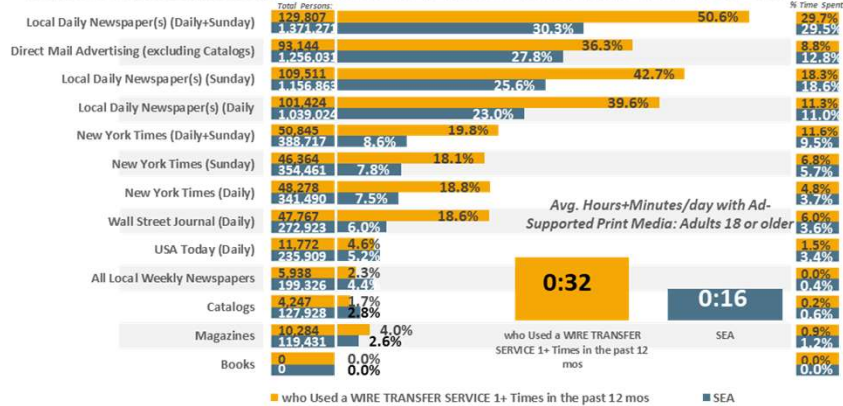


129,807 or 50.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 29.7% of all time spent daily with All forms of Print Me

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



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

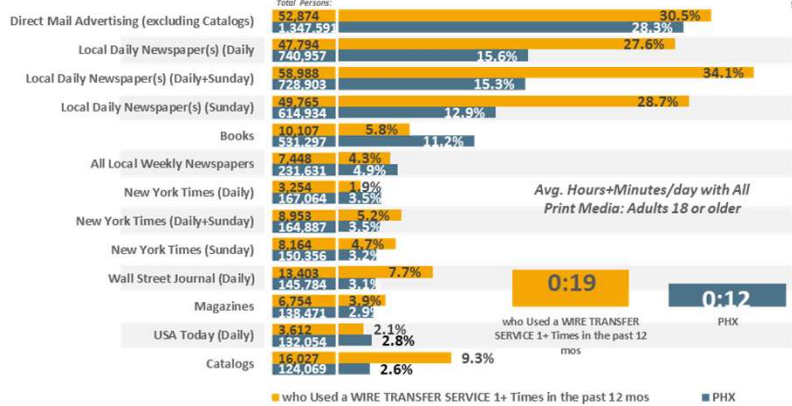




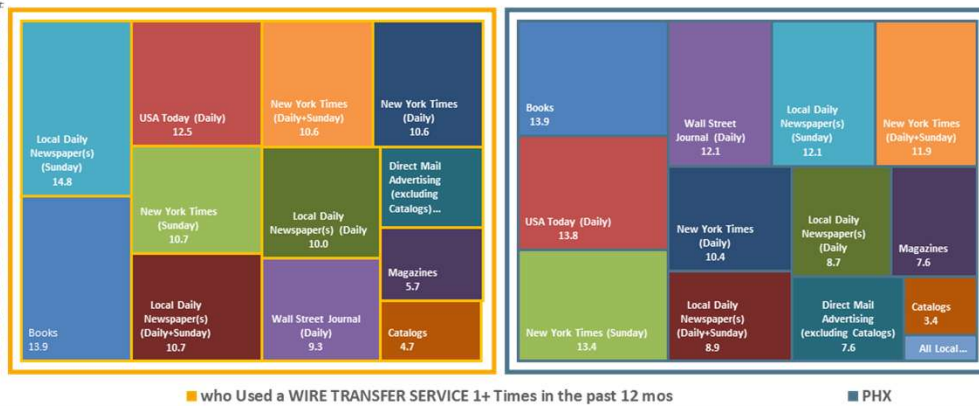


58,988 or 34.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 36.9% of all time spent daily with All forms of Print Me

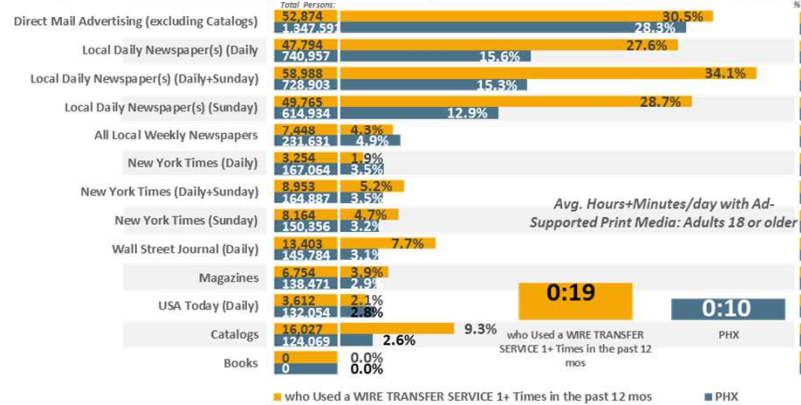
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



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



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



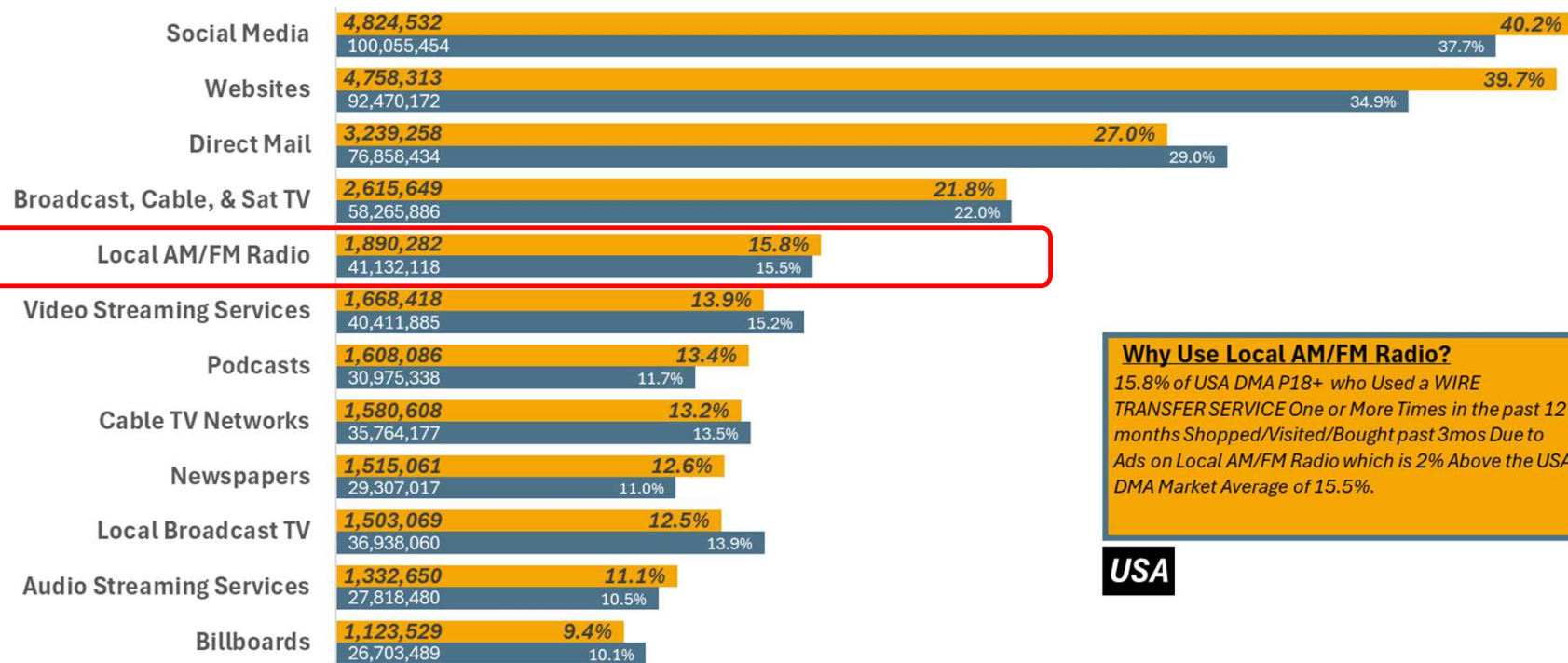
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

**P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

15.8% of USA DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Market Average of 15.5%.

**USA**

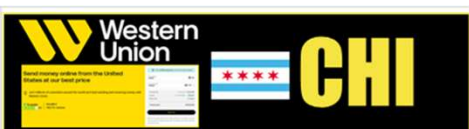
■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 1256  
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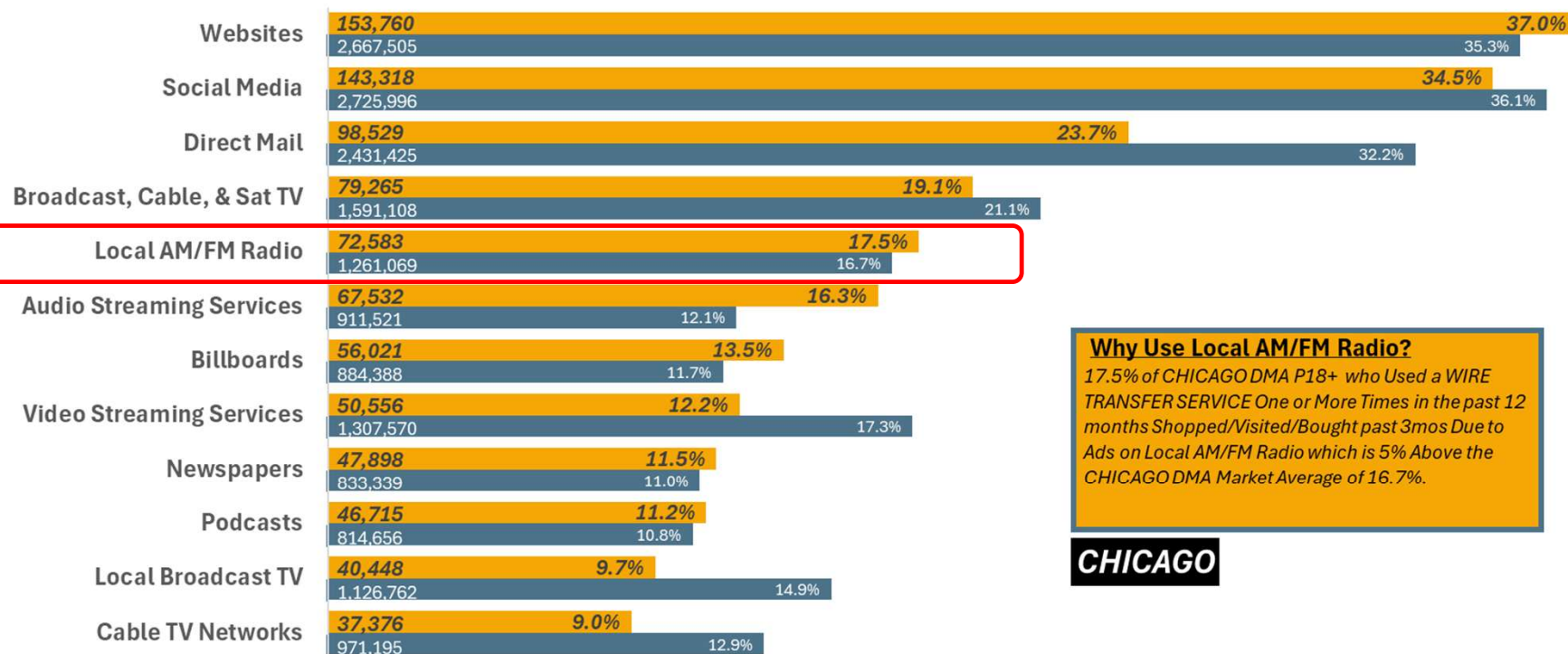
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for Anything ®

Professional services used by HHLD past 12 months (HHLD): Wire transfer



## "Advertising Actions"

**P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

17.5% of CHICAGO DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the CHICAGO DMA Market Average of 16.7%.

**CHICAGO**

■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

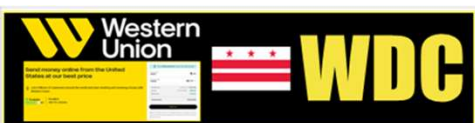
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 196

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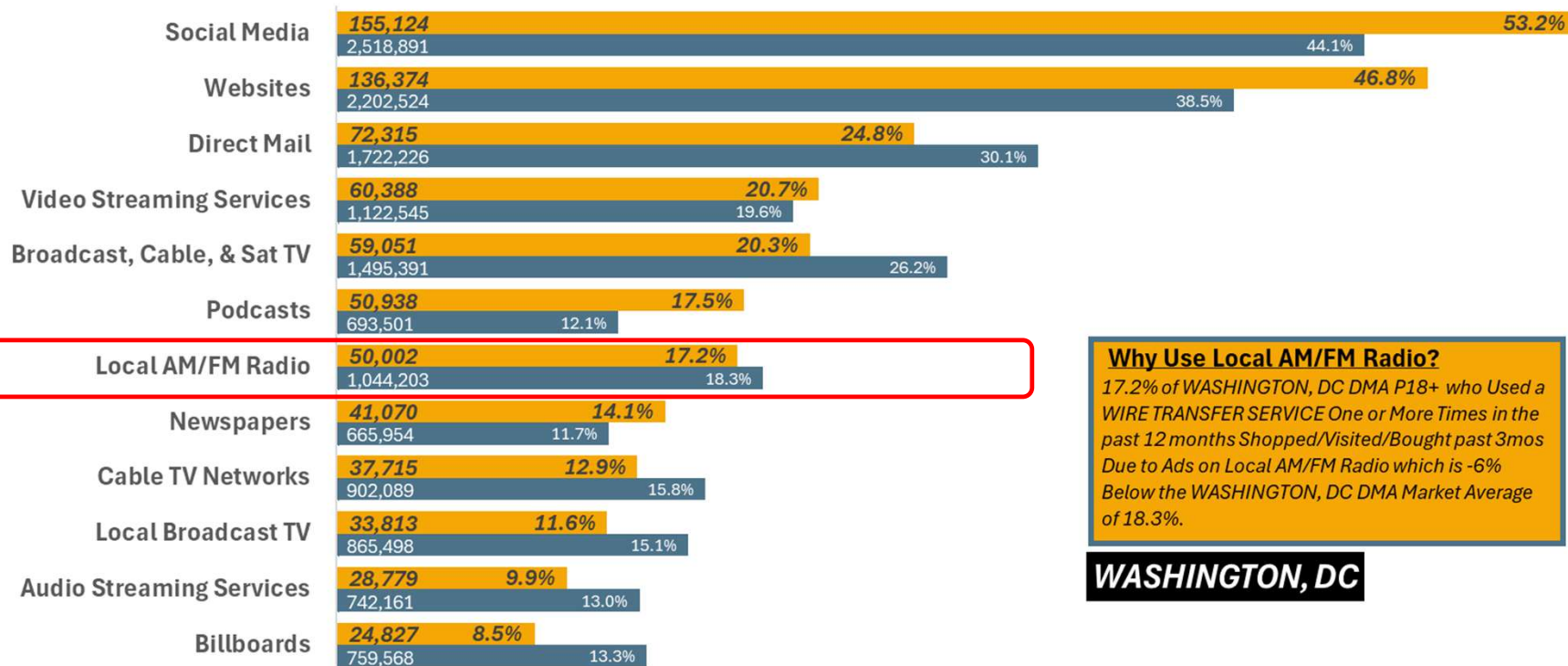
Professional services used by HHLD past 12 months (HHLD): Wire transfer





## "Advertising Actions"

**P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

17.2% of WASHINGTON, DC DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the WASHINGTON, DC DMA Market Average of 18.3%.

**WASHINGTON, DC**

■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

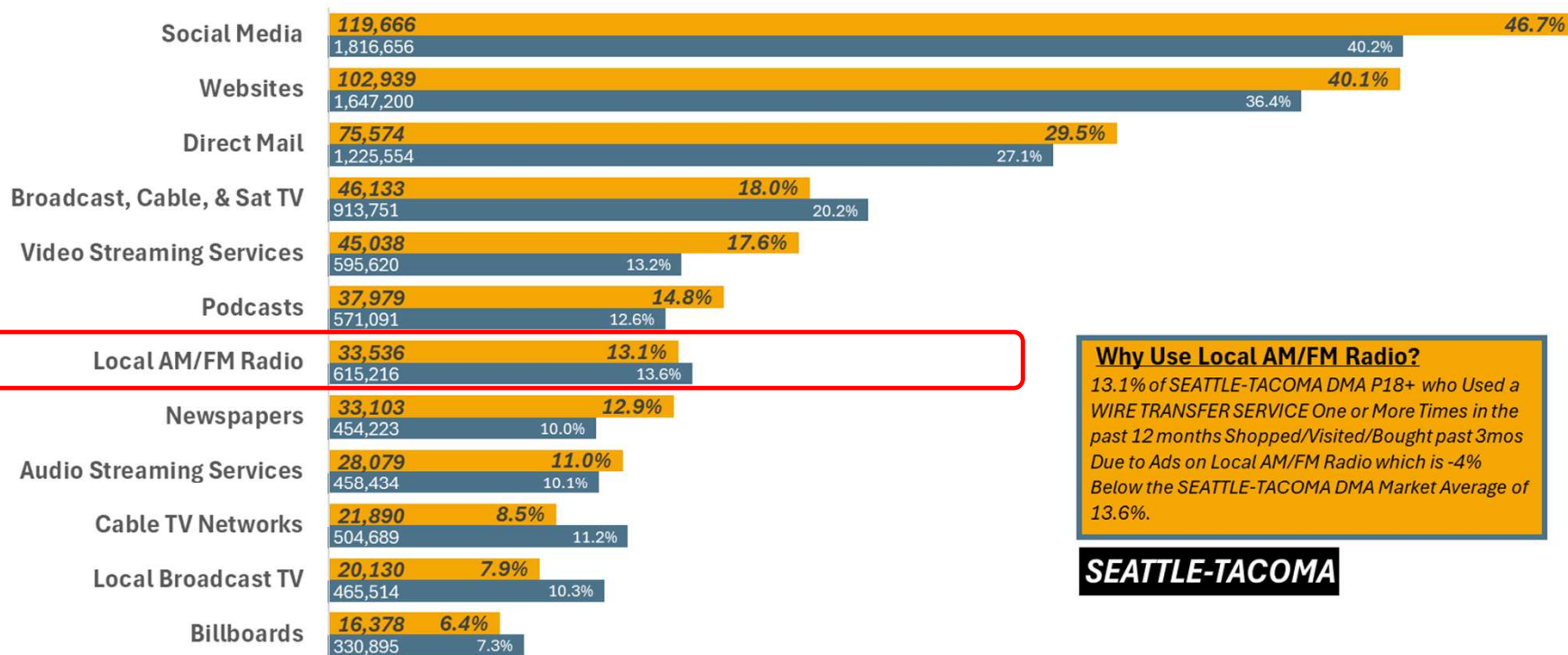
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab: 327  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer

## "Advertising Actions"

P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

13.1% of SEATTLE-TACOMA DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

**SEATTLE-TACOMA**

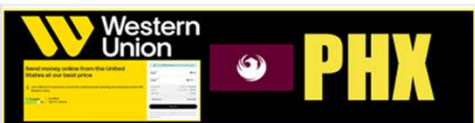
■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 252

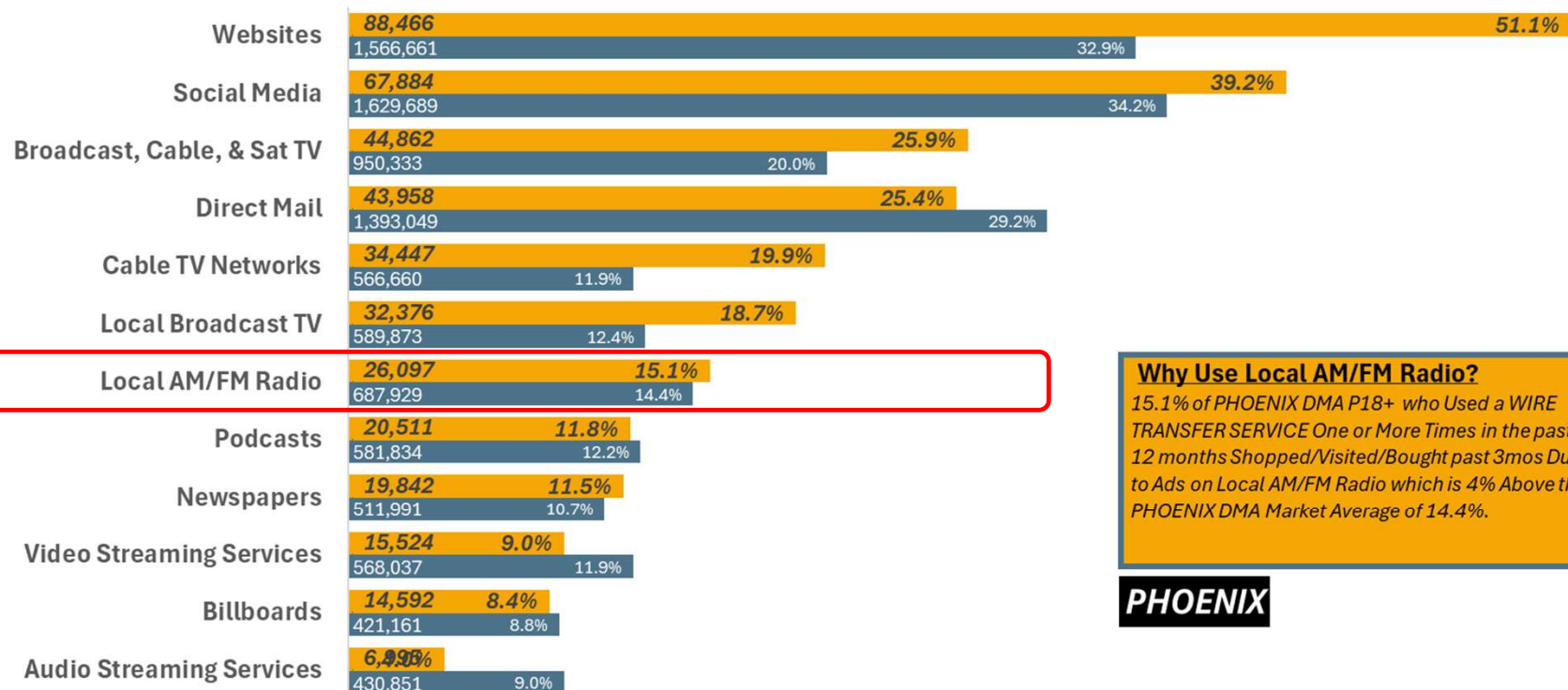
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## "Advertising Actions"

P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

15.1% of PHOENIX DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 123  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer