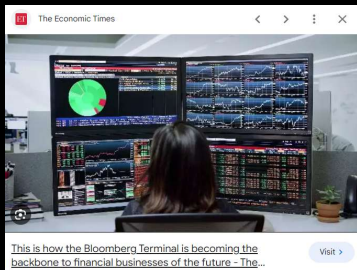


**USA+4 More DMAs – P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years!**

# Complete Demographic & Media Use Profiles



**Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years as of March 31, 2026.**



**P25+**

**Hubbard**  
media that connects

**Vanguard BlackRock**

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

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



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

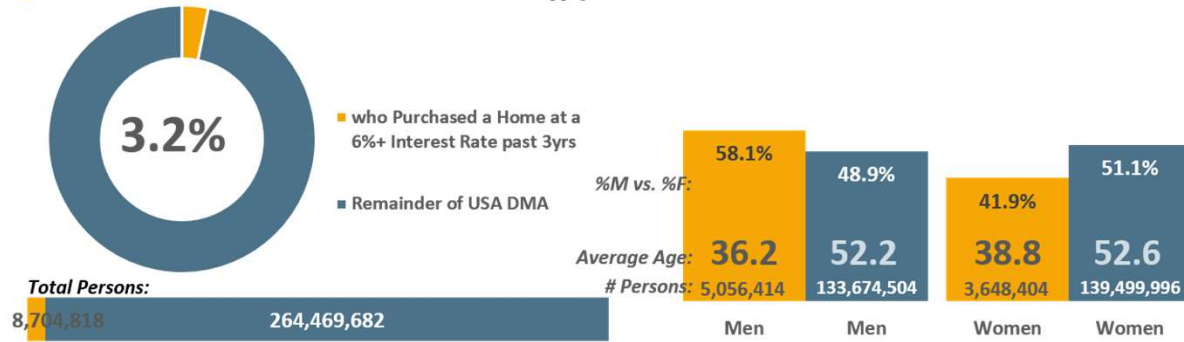


## Percent of Market: Adults 25 or older



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

## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:

### Average Age:

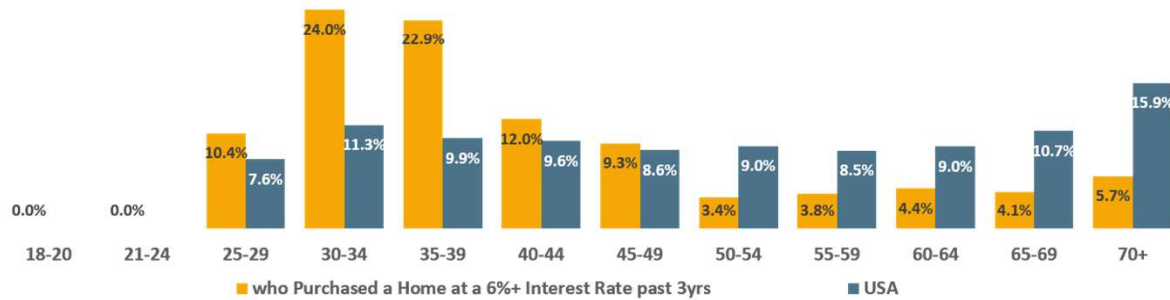
Adults 25 or older

**37.5**

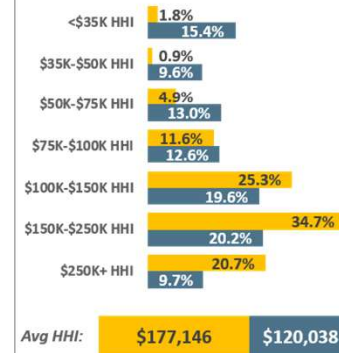
**52.4**

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

USA



## HHI of Target vs. Market:



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





3.4% or 116,246 of MSP DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.  
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 37.6 years old (28.5% younger than average) and have a \$149,775 (27.2% higher than average) annual household income.

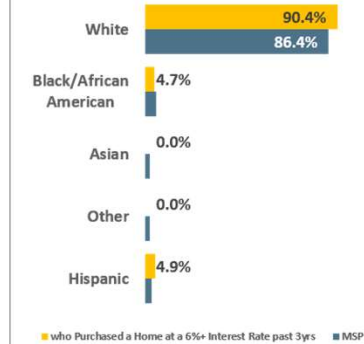
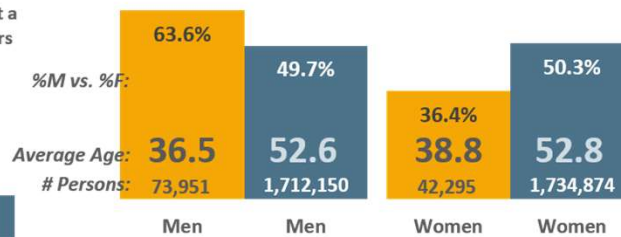
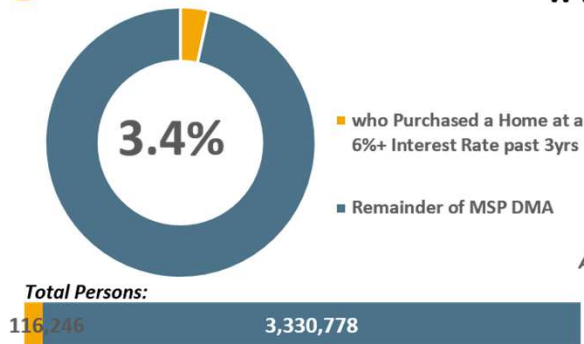


## Percent of Market: Adults 25 or older



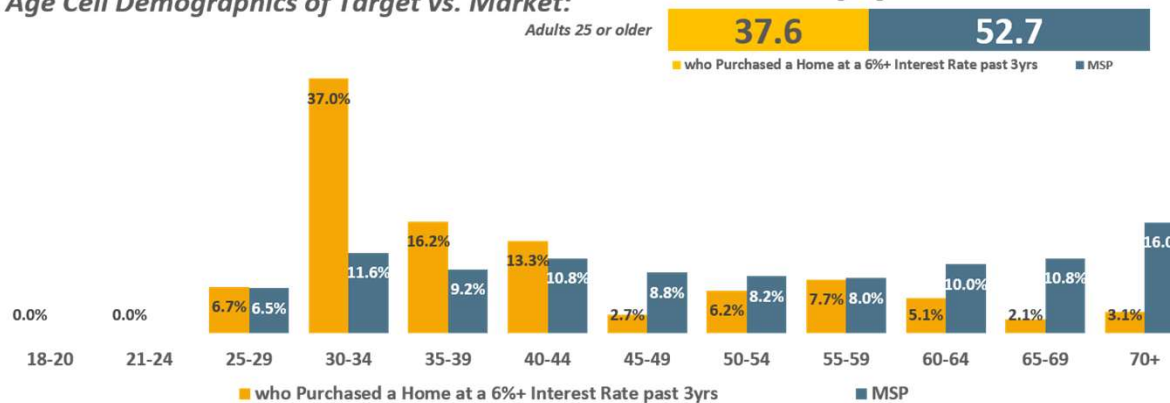
## Gender of Target vs. Market: Adults 25 or older

## Ethnicity of Target vs. Market:

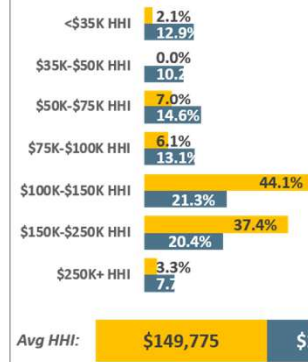


## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:





2.8% or 61,747 of STL DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.  
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 39.9 years old (24.6% younger than average) and have a \$156,411 (49.7% higher than average) annual household income.

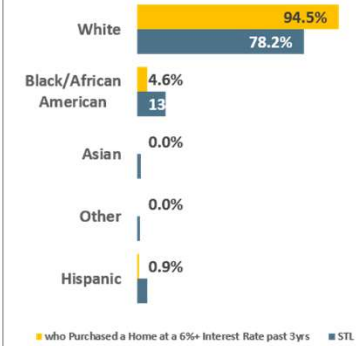
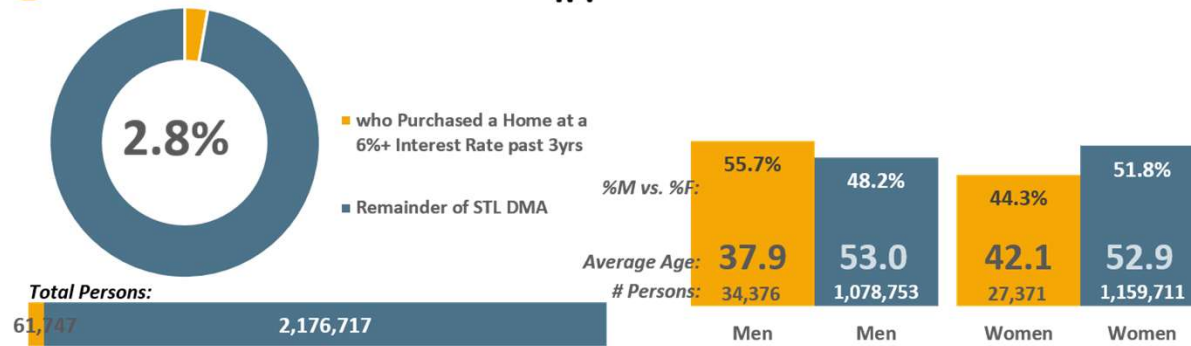


## Percent of Market: Adults 25 or older

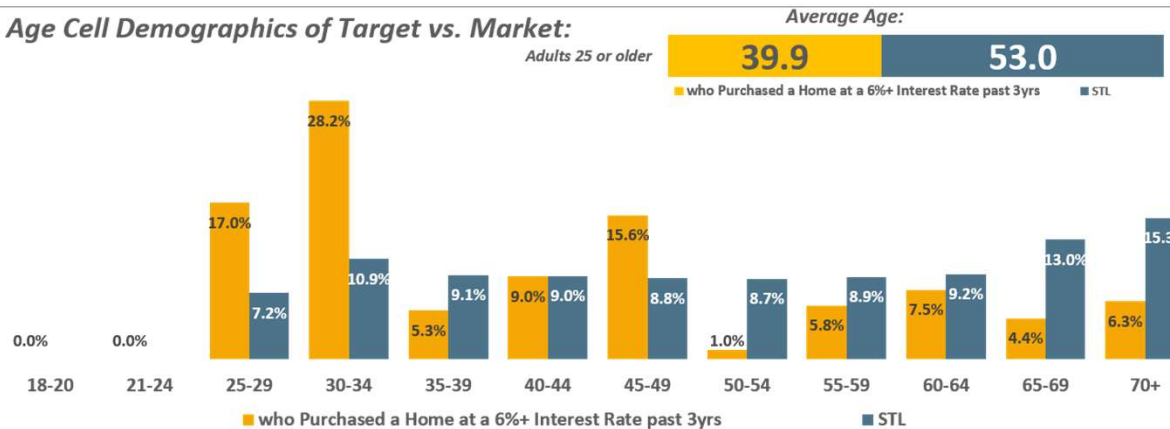


## Gender of Target vs. Market: Adults 25 or older

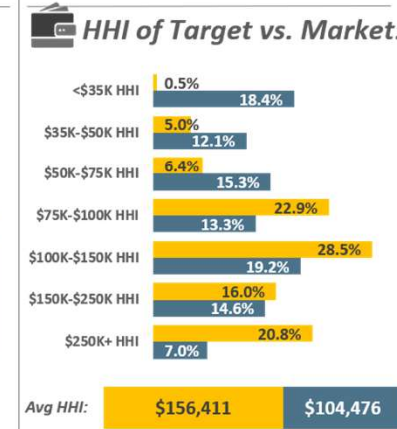
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:





4.1% or 70,564 of CIN DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.  
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 35.2 years old (33.% younger than average) and have a \$171,446 (64.6% higher than average) annual household income.

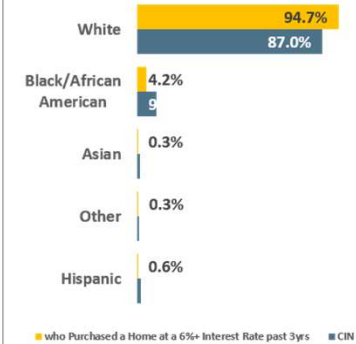
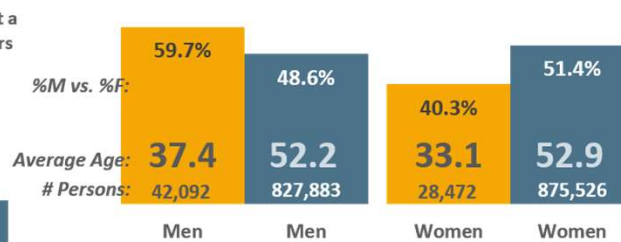
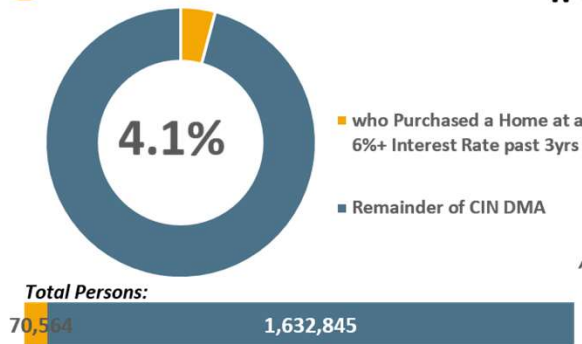


### Percent of Market: Adults 25 or older

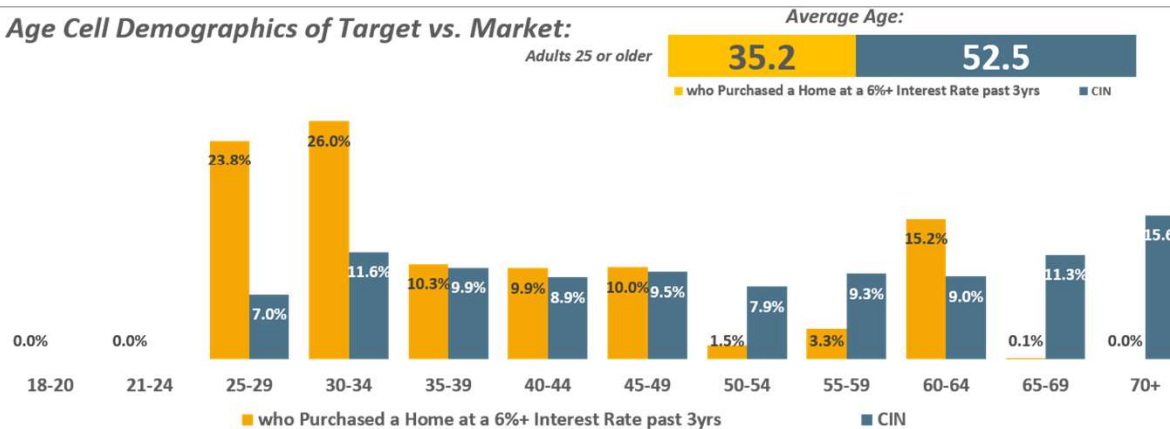


### Gender of Target vs. Market: Adults 25 or older

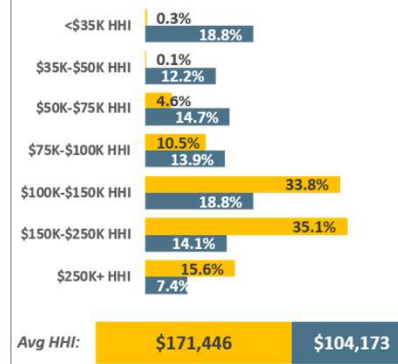
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:





2.9% or 50,840 of WPB DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.  
 Typical Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 43.8 years old (22.6% younger than average) and have a \$166,203 (53.4% higher than average) annual household income.

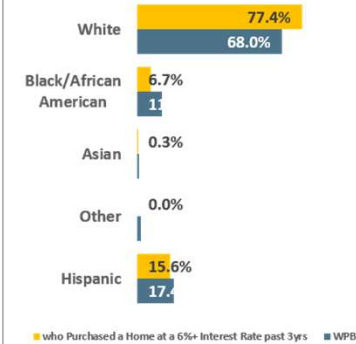
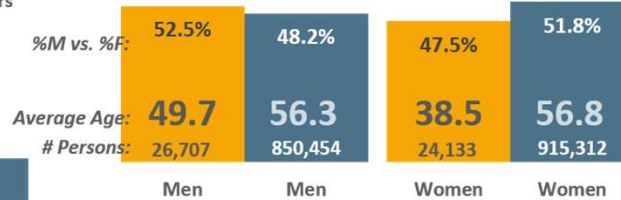
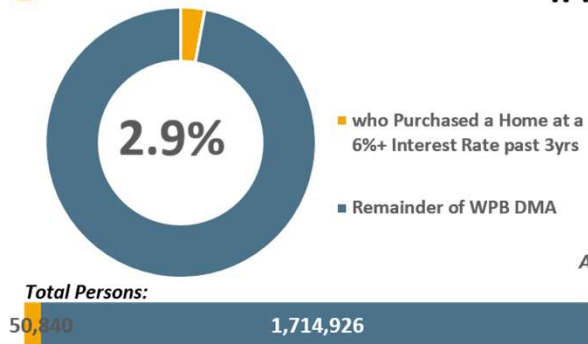


### Percent of Market: Adults 25 or older



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

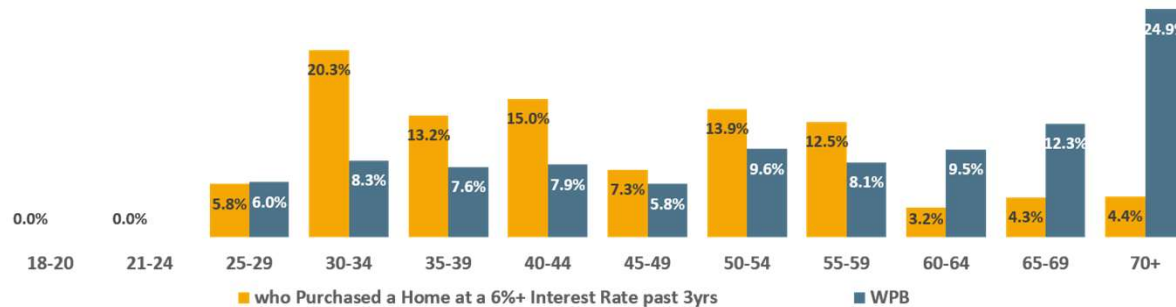
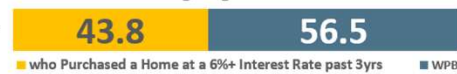
### Ethnicity of Target vs. Market:



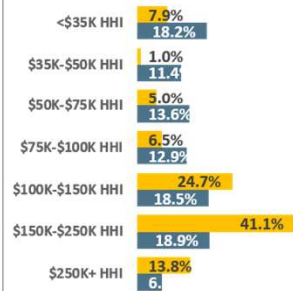
### Age Cell Demographics of Target vs. Market:

#### Average Age:

Adults 25 or older



### HHI of Target vs. Market:



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

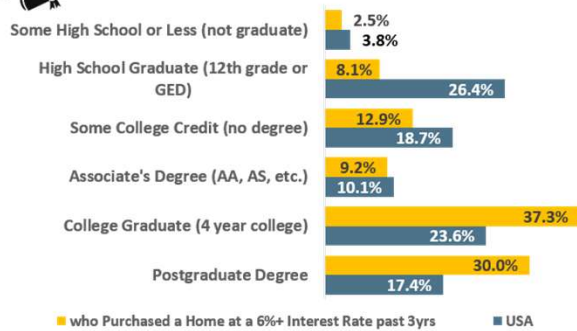




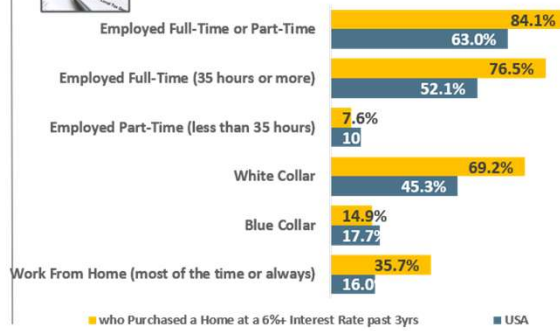
3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 64.% more likely to be a college graduate, 46.8% more likely to work full-time, 26.9% more likely to be married, 51.4% more likely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



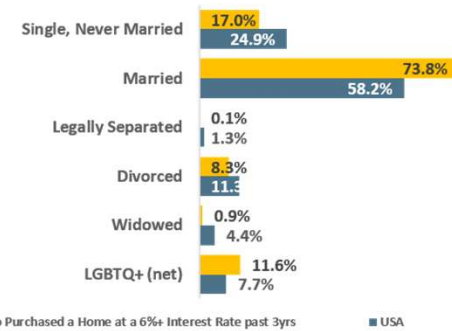
### Education Levels: Adults 25 or older



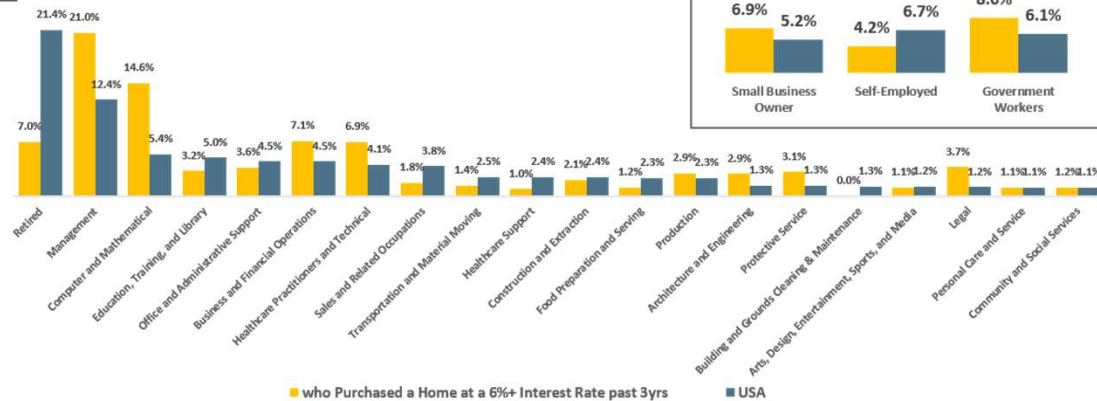
### Employment: Adults 25 or older



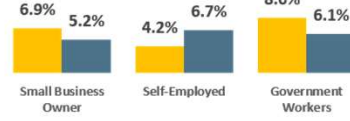
### Marital Status: Adults 25 or older



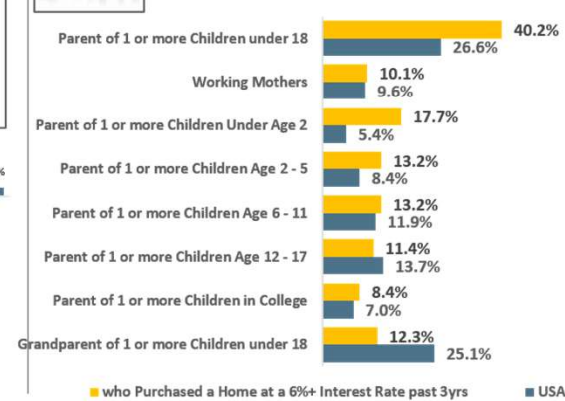
### Top-20 Occupations: Adults 25 or older



### Entrepreneurs/Government Workers



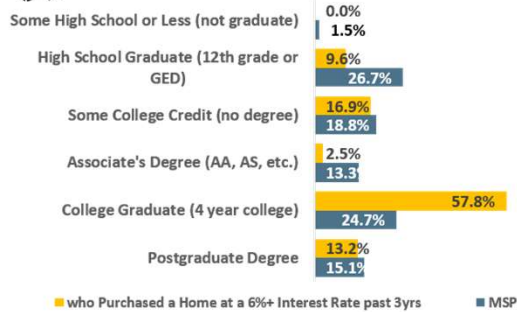
### Stage in Life: Adults 25 or older



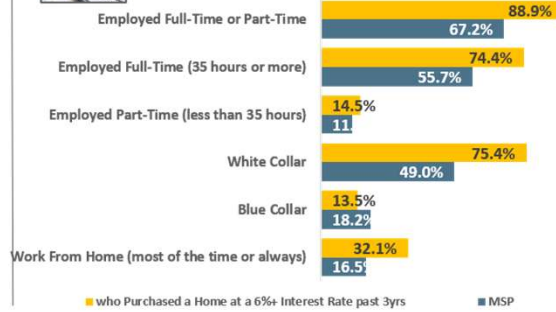


3.4% or 116,246 of MSP DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 78.6% more likely to be a college graduate, 33.5% more likely to work full-time, 22.4% more likely to be married, 78.6% more likely to be a parent of 1 or more children under 18.

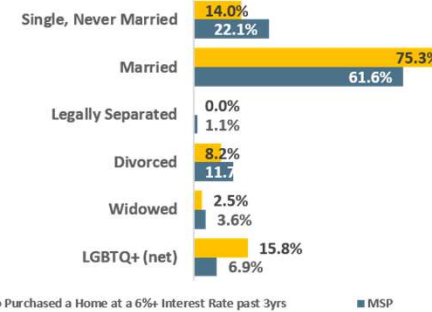
### Education Levels: Adults 25 or older



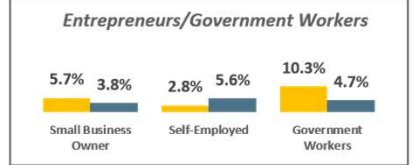
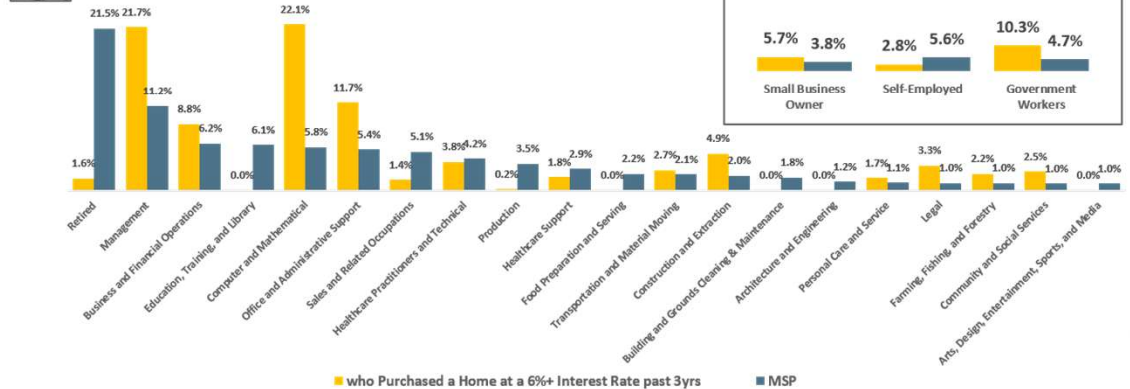
### Employment: Adults 25 or older



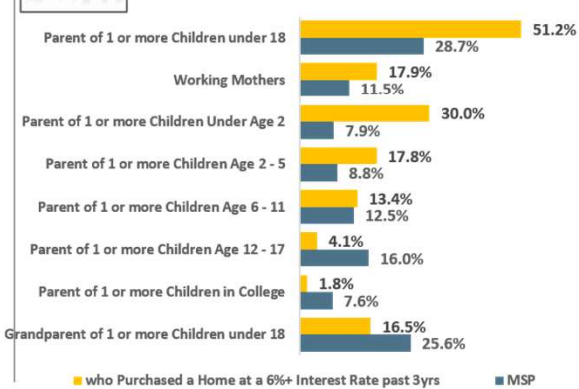
### Marital Status: Adults 25 or older



### Top-20 Occupations: Adults 25 or older



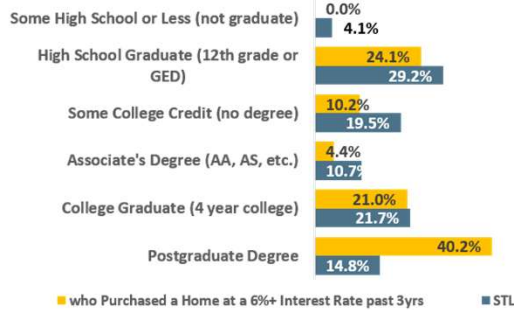
### Stage in Life: Adults 25 or older



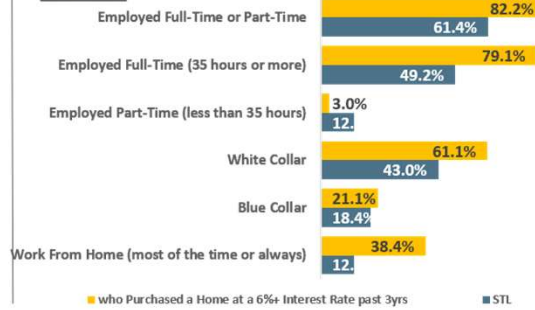


2.8% or 61,747 of STL DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 67.5% more likely to be a college graduate, 60.7% more likely to work full-time, 36.7% more likely to be married, 36.9% more likely to be a parent of 1 or more children under 18.

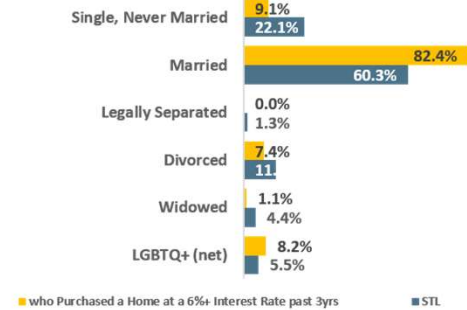
### Education Levels: Adults 25 or older



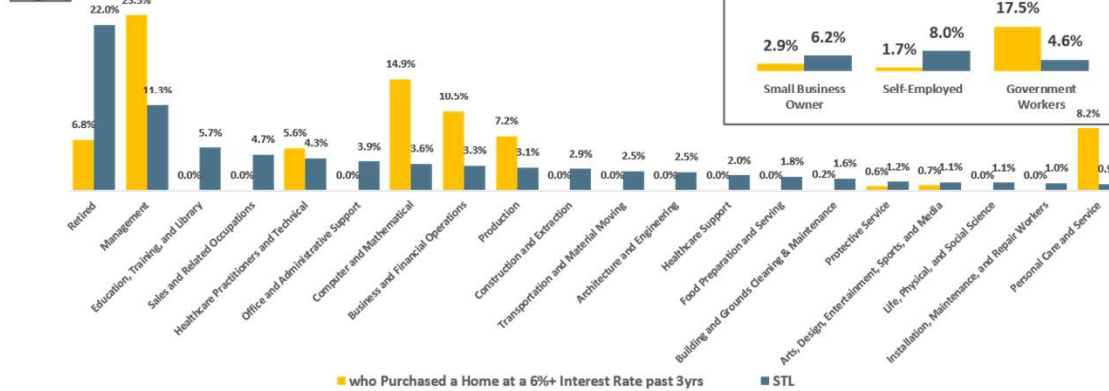
### Employment: Adults 25 or older



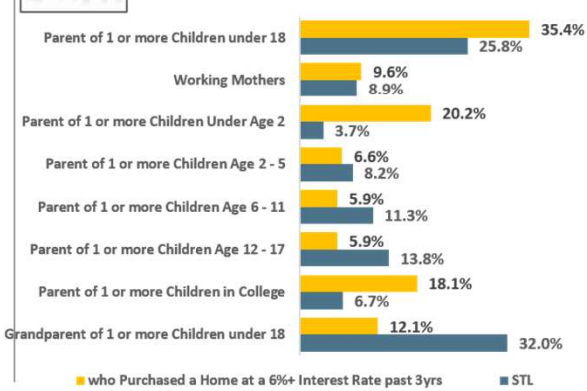
### Marital Status: Adults 25 or older



### Top-20 Occupations: Adults 25 or older



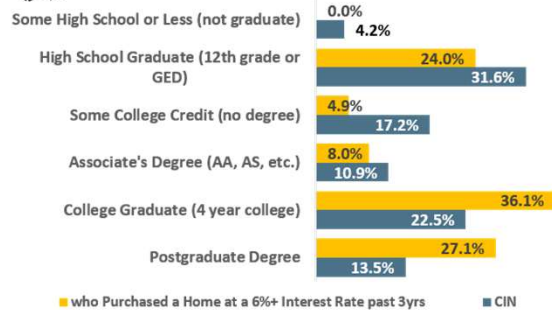
### Stage in Life: Adults 25 or older



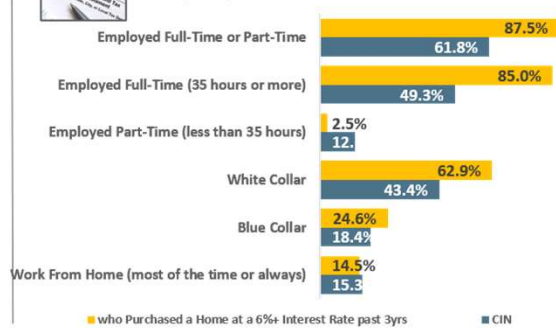


4.1% or 70,564 of CIN DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 75.1% more likely to be a college graduate, 72.4% more likely to work full-time, 27.4% more likely to be married, 53.5% more likely to be a parent of 1 or more children under 18.

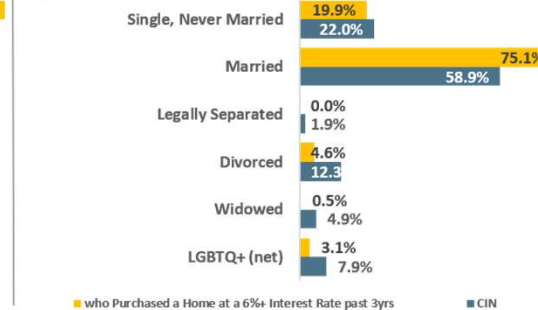
### Education Levels: Adults 25 or older



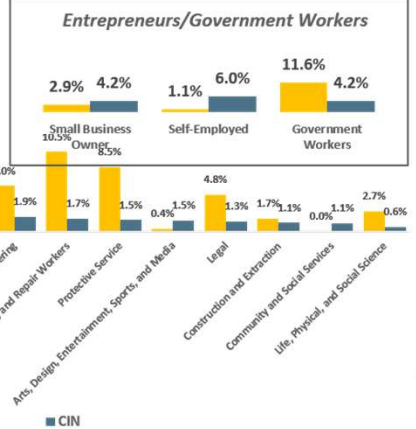
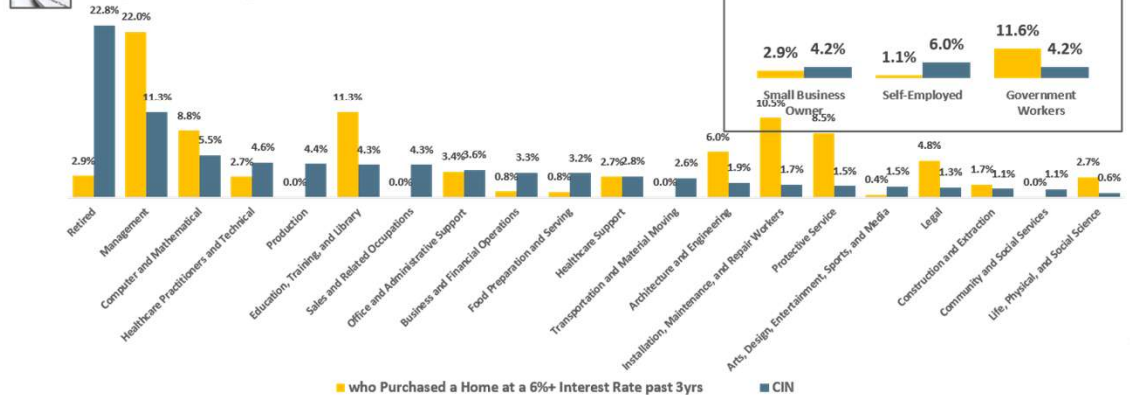
### Employment: Adults 25 or older



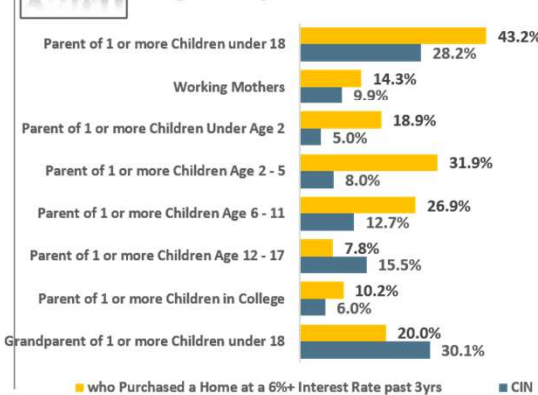
### Marital Status: Adults 25 or older



### Top-20 Occupations: Adults 25 or older



### Stage in Life: Adults 25 or older

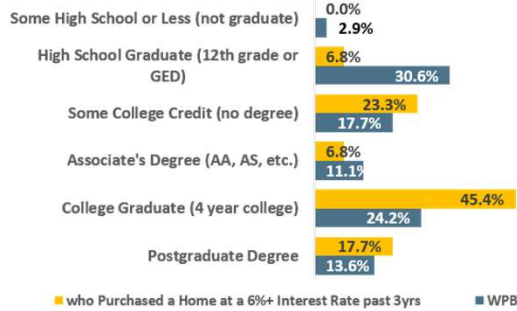




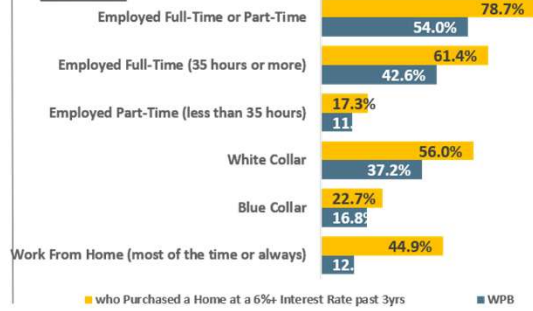


2.9% or 50,840 of WPB DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 67.1% more likely to be a college graduate, 44.1% more likely to work full-time, 18.6% more likely to be married, 151.% more likely to be a parent of 1 or more children under 18.

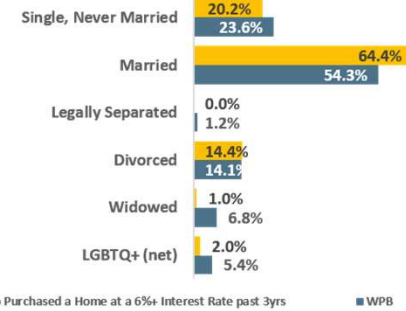
### Education Levels: Adults 25 or older



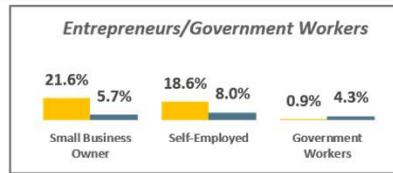
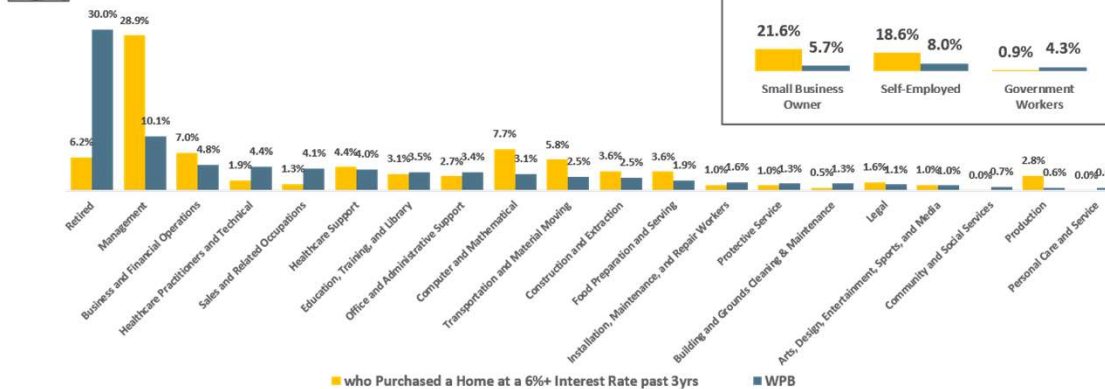
### Employment: Adults 25 or older



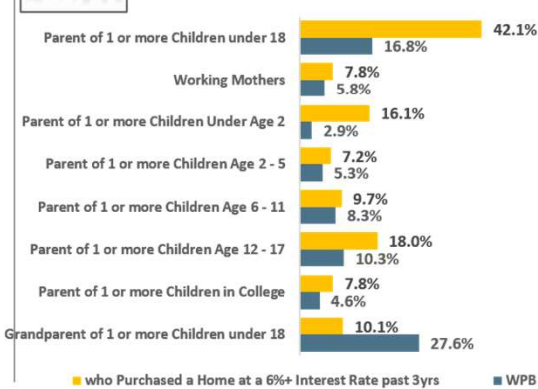
### Marital Status: Adults 25 or older



### Top-20 Occupations: Adults 25 or older



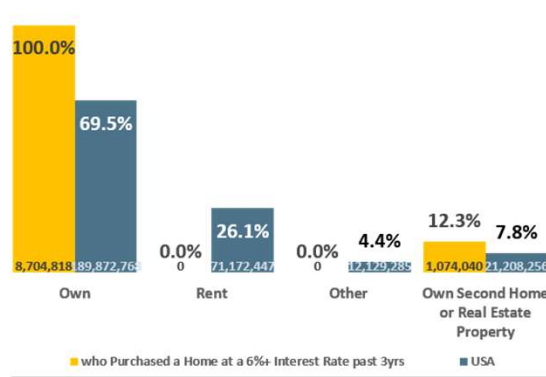
### Stage in Life: Adults 25 or older



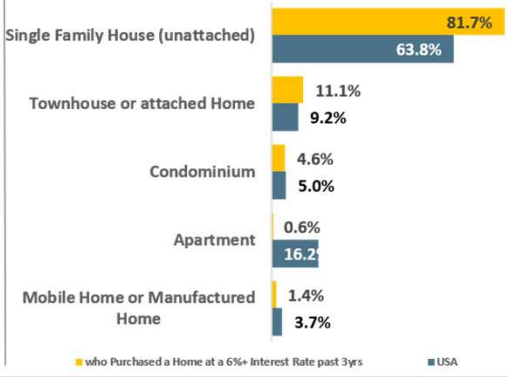


3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 43.9% more likely to own their home, 18.6% more likely to own a higher valued home, 27.9% more likely to have a single-family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

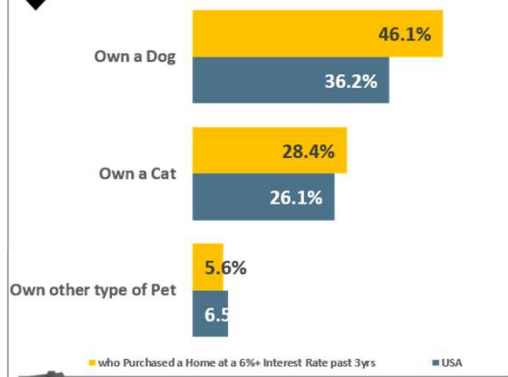
### Own/Rent/Other: Adults 25 or older



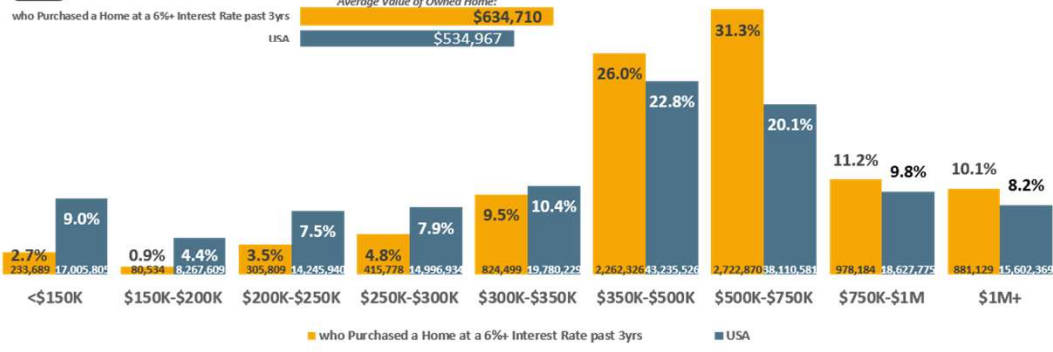
### Type of Home: Adults 25 or older



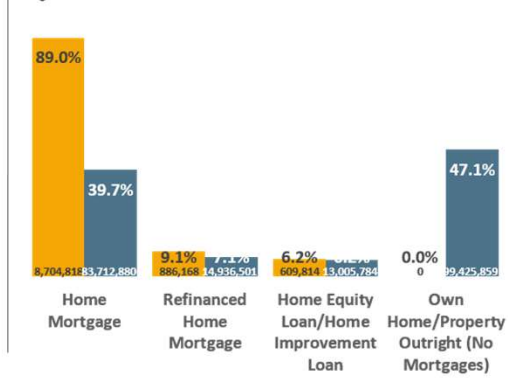
### Pets in Home: Adults 25 or older



### Value of Owned Home: Adults 25 or older



### Home Loans: Adults 25 or older



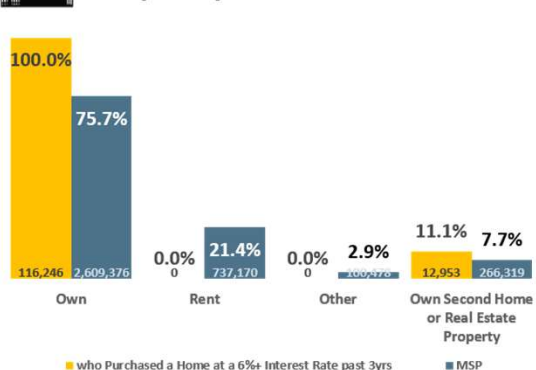
[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



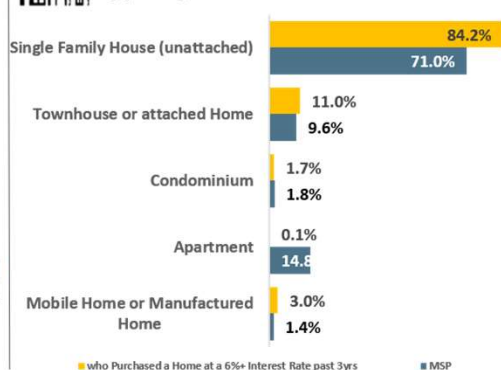
3.4% or 116,246 of MSP DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 32.1% more likely to own their home, 1.9% more likely to own a higher valued home, 18.5% more likely to have a single-family home, 26.6% more likely to have a dog.



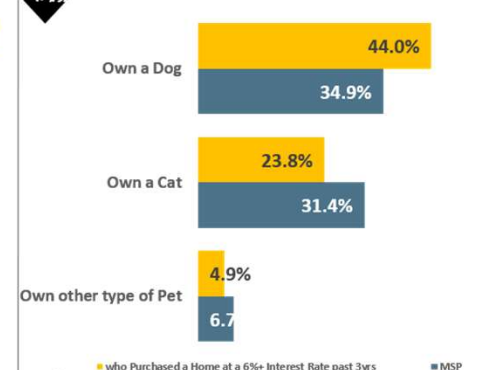
### Own/Rent/Other: Adults 25 or older



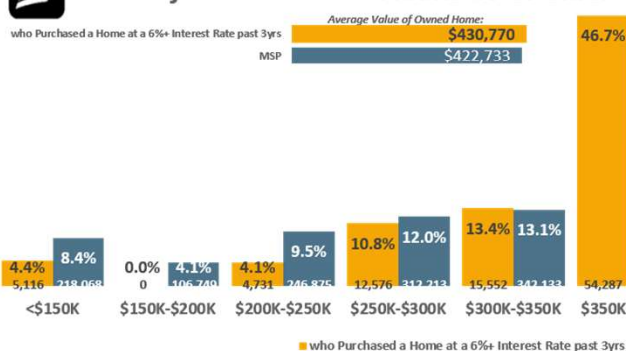
### Type of Home: Adults 25 or older



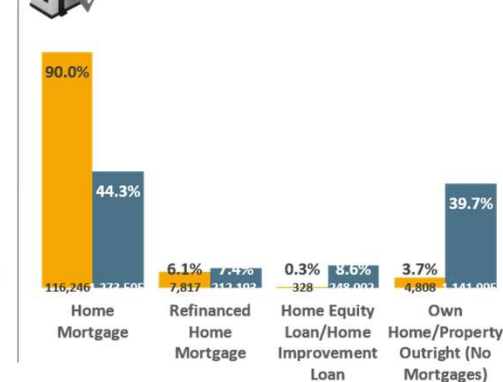
### Pets in Home: Adults 25 or older



### Value of Owned Home: Adults 25 or older



### Home Loans: Adults 25 or older

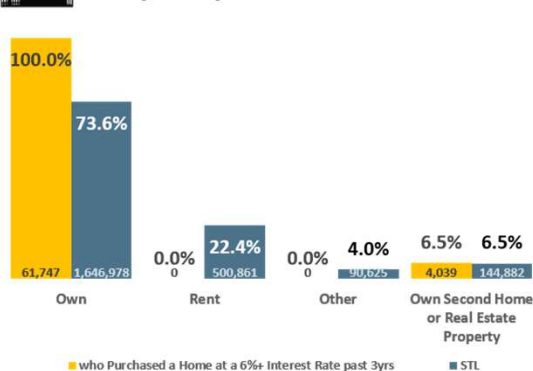




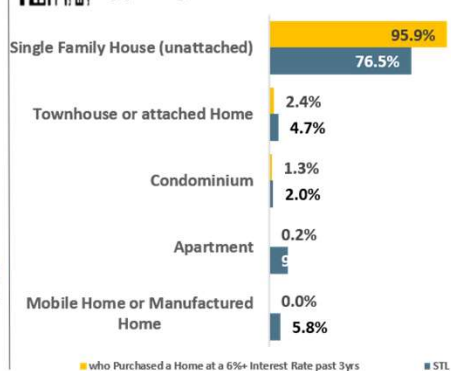
2.8% or 61,747 of STL DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 35.9% more likely to own their home, 35.8% more likely to own a higher valued home, 25.3% more likely to have a single-family home, 50.9% more likely to have a dog.



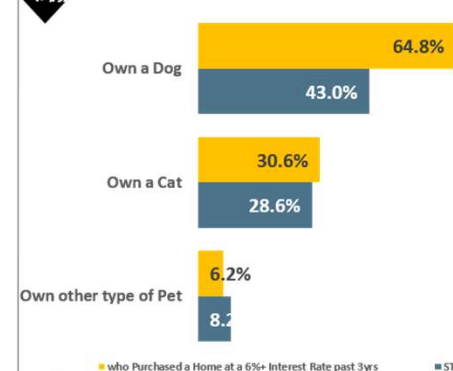
### Own/Rent/Other: Adults 25 or older



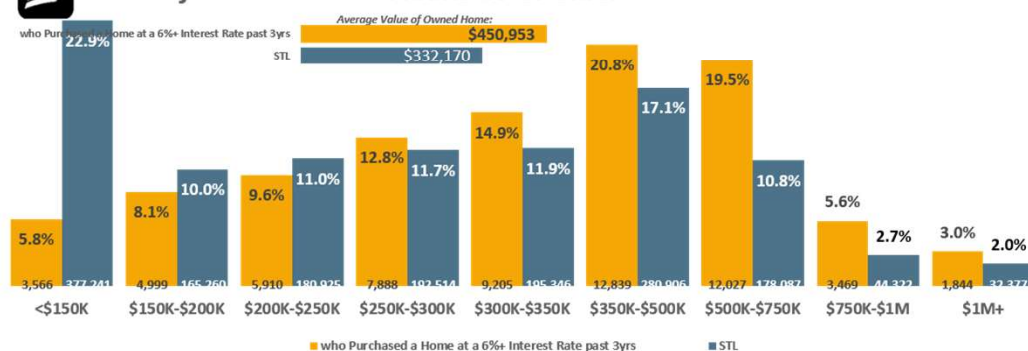
### Type of Home: Adults 25 or older



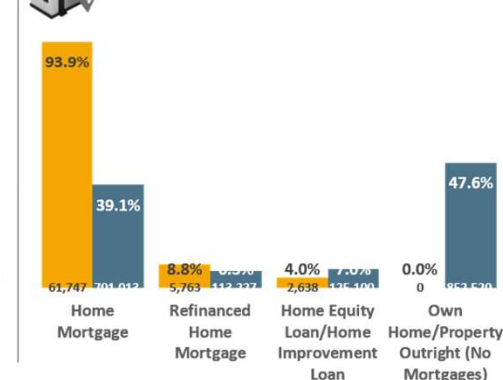
### Pets in Home: Adults 25 or older



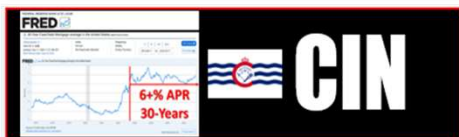
### Value of Owned Home: Adults 25 or older



### Home Loans: Adults 25 or older



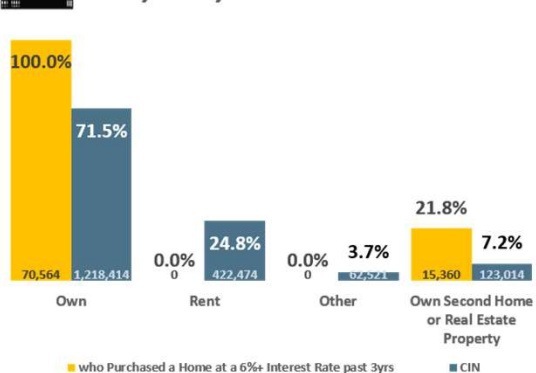




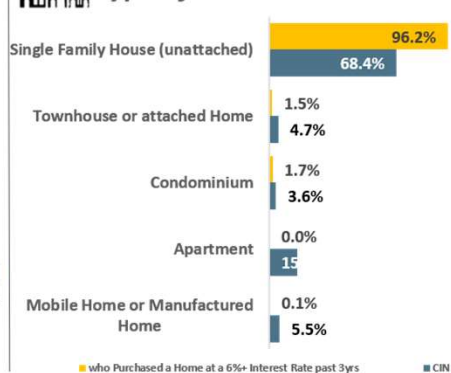
4.1% or 70,564 of CIN DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 39.8% more likely to own their home, 8.1% more likely to own a higher valued home, 40.7% more likely to have a single-family home, 30.1% more likely to have a dog.



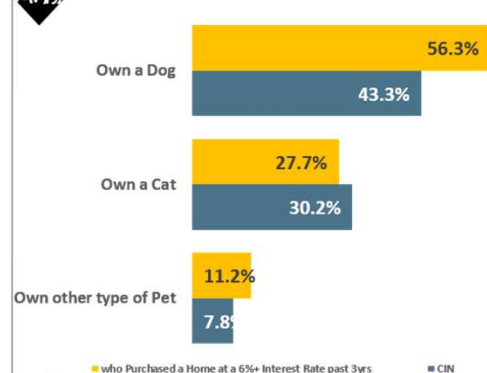
### Own/Rent/Other: Adults 25 or older



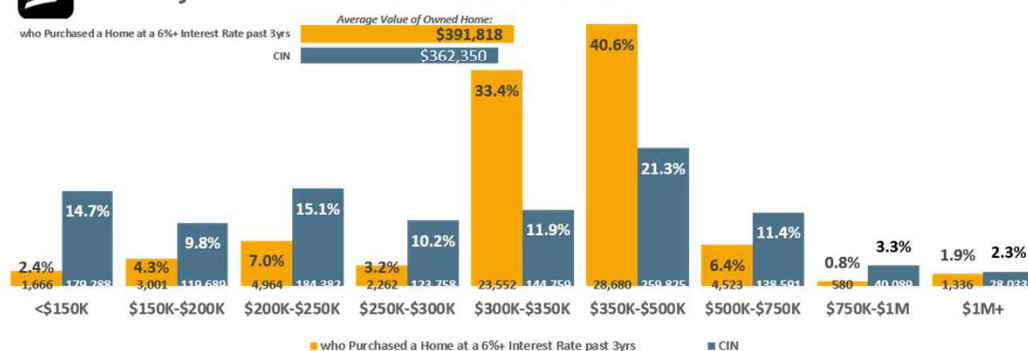
### Type of Home: Adults 25 or older



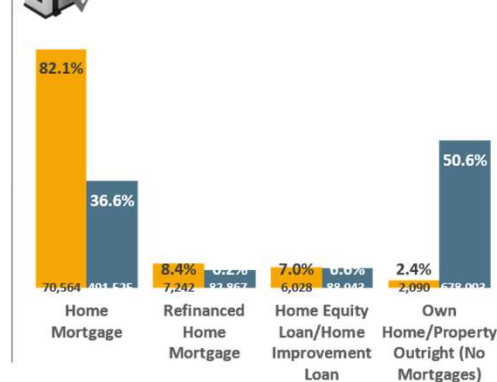
### Pets in Home: Adults 25 or older

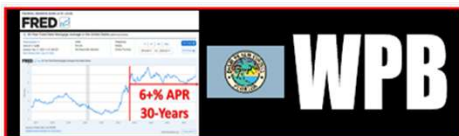


### Value of Owned Home: Adults 25 or older



### Home Loans: Adults 25 or older

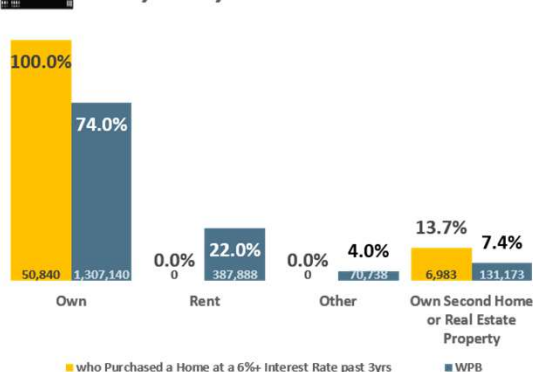




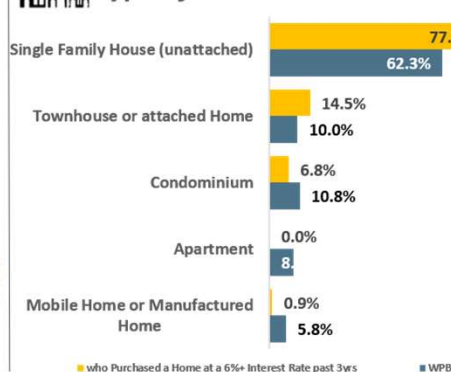
2.9% or 50,840 of WPB DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 35.1% more likely to own their home, 25.9% more likely to own a higher valued home, 24.7% more likely to have a single-family home, 46.3% more likely to have a dog.



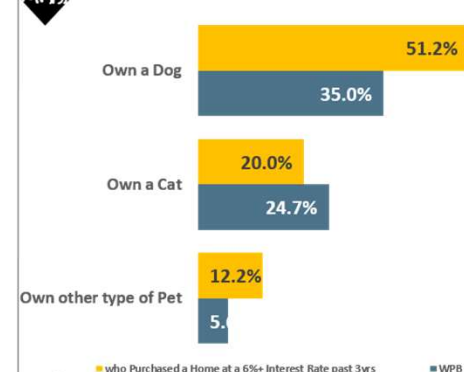
### Own/Rent/Other: Adults 25 or older



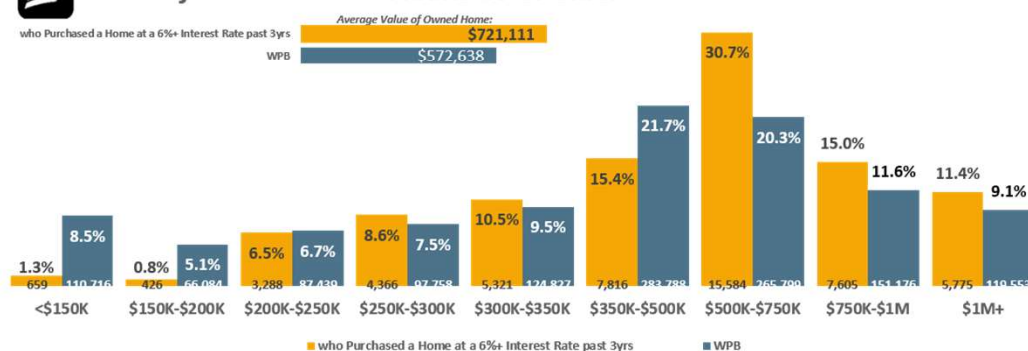
### Type of Home: Adults 25 or older



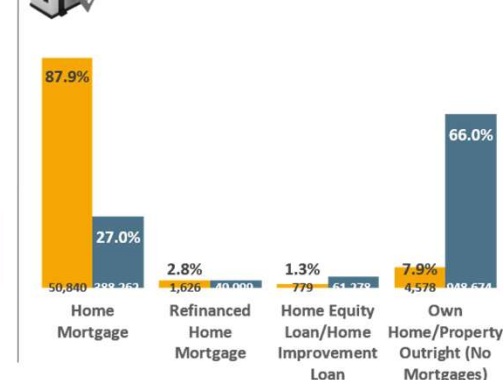
### Pets in Home: Adults 25 or older



### Value of Owned Home: Adults 25 or older



### Home Loans: Adults 25 or older

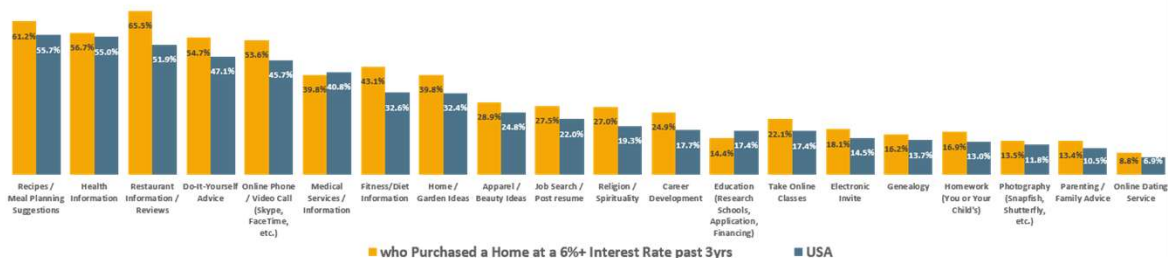




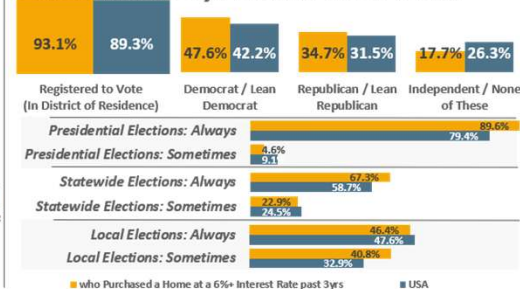
3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 16.% more likely to look up D-I-Y advice online, 2.6% less likely to always vote in local elections, 49.3% more likely to belong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



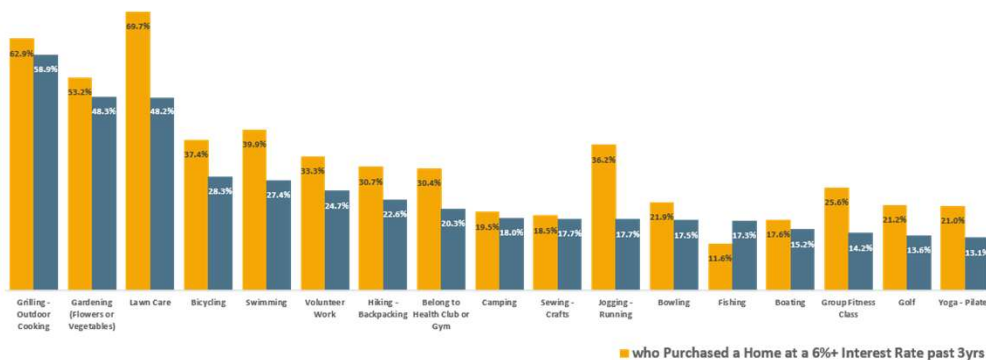
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



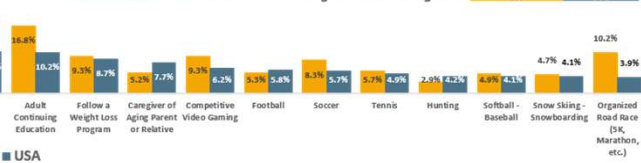
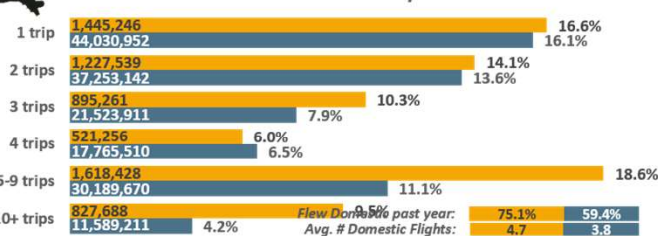
### Political Activity: Adults 25 or older



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



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

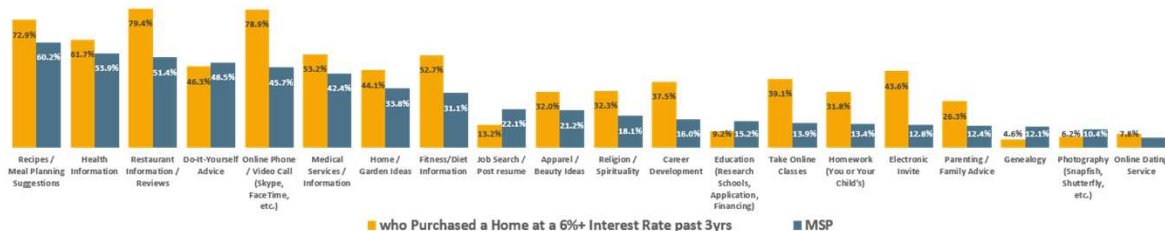




3.4% or 116,246 of MSP DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 4.4% less likely to look up D-I-Y advice online, 16.7% less likely to always vote in local elections, 39.3% less likely to belong to a gym, 36.5% more likely to fly domestic past

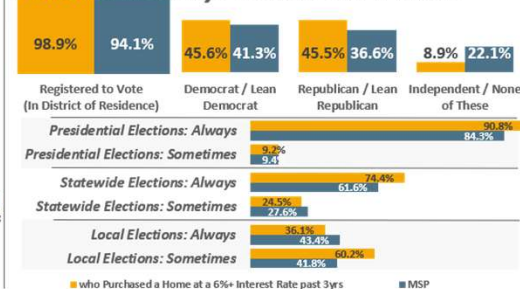


### Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



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

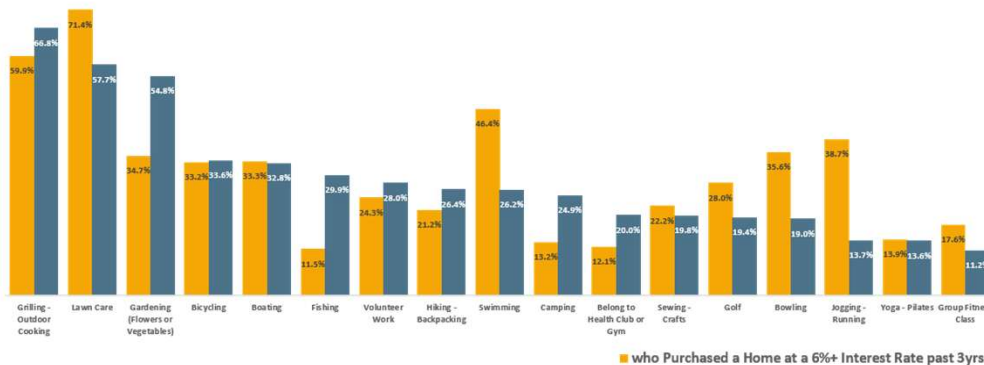
### Political Activity: Adults 25 or older



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



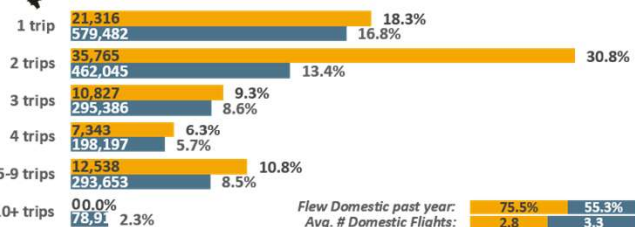
### Top-30 past 12-months Active Lifestyle Activities: Adults 25 or older



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

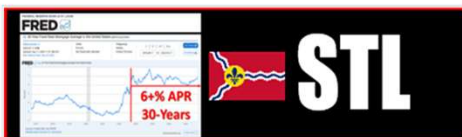


### Past 12-months Domestic Airline Trips: Adults 25 or older



Flew Domestic past year: 75.5% (who Purchased a Home at a 6%+ Interest Rate past 3yrs) vs 55.3% (MSP)  
Avg. # Domestic Flights: 2.8 vs 3.3

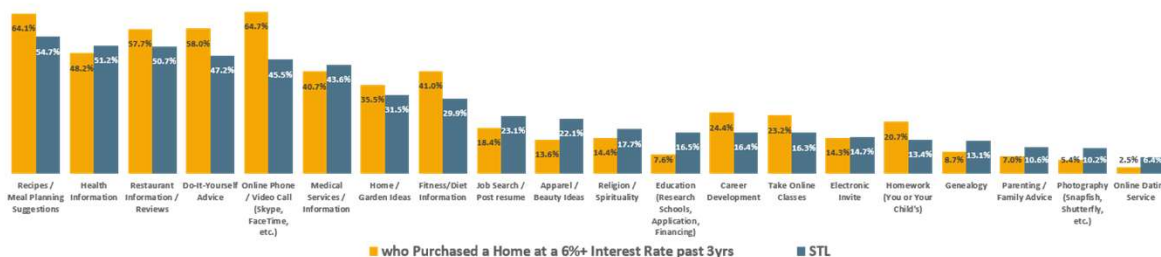




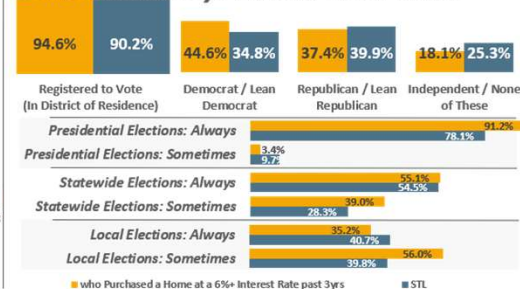
2.8% or 61,747 of STL DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 22.9% more likely to look up D-I-Y advice online, 13.5% less likely to always vote in local elections, 74.8% more likely to belong to a gym, 10.2% more likely to fly domestic pas



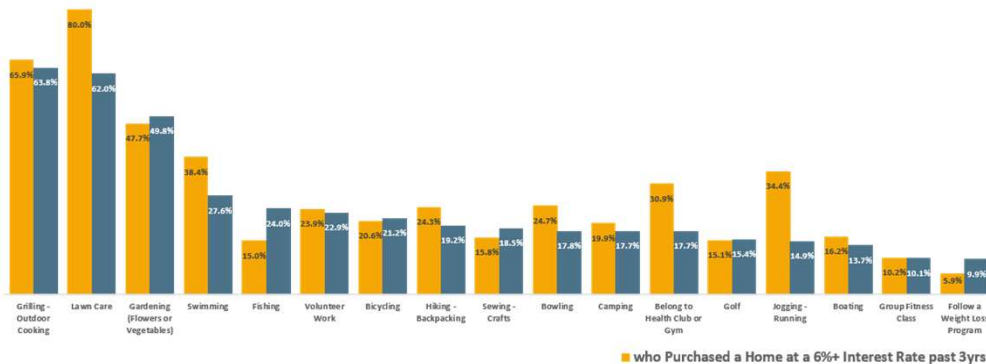
### Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



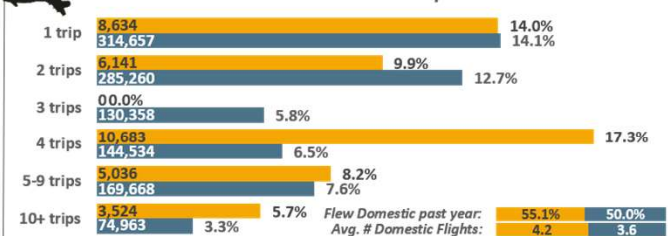
### Political Activity: Adults 25 or older



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



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

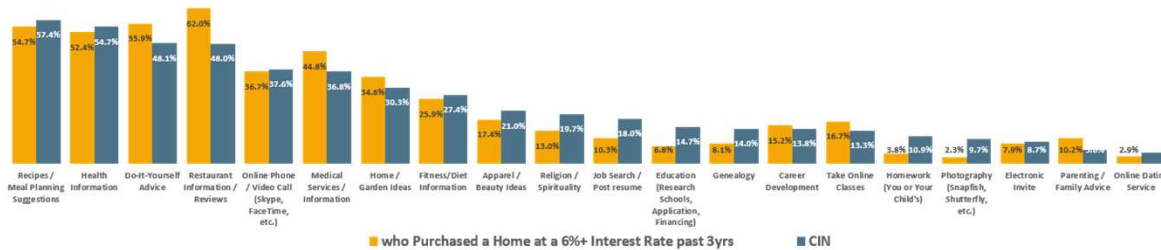




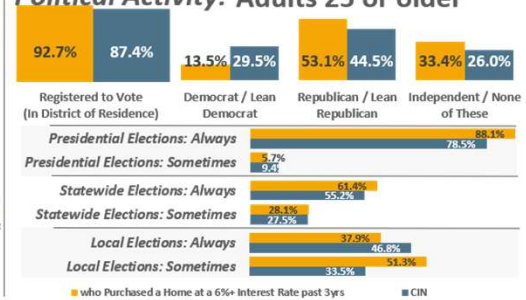
4.1% or 70,564 of CIN DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 16.2% more likely to look up D-I-Y advice online, 19.% less likely to always vote in local elections, 92.1% more likely to belong to a gym, 58.9% more likely to fly domestic past



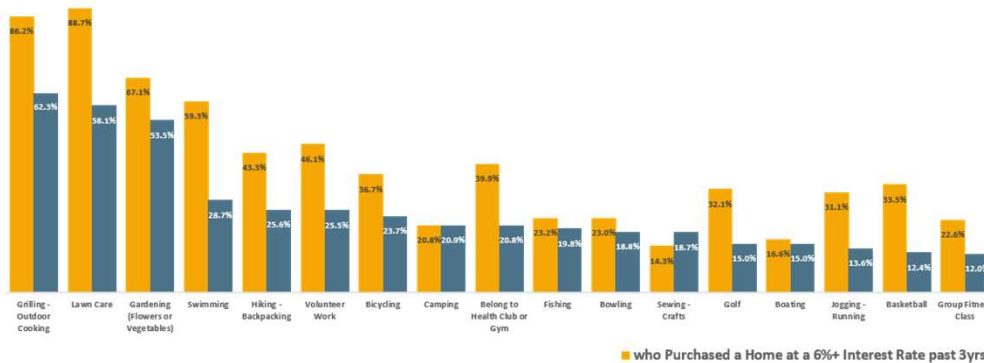
### Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



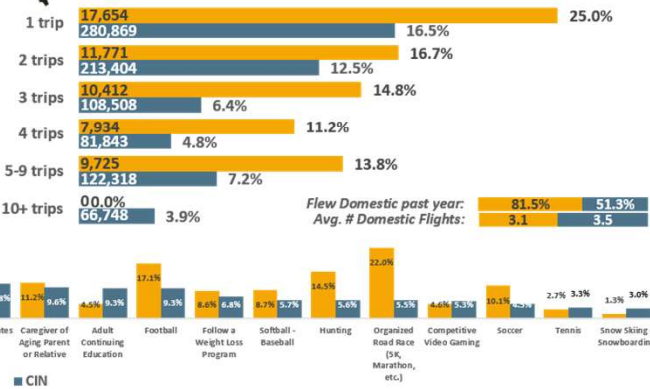
### Political Activity: Adults 25 or older



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



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

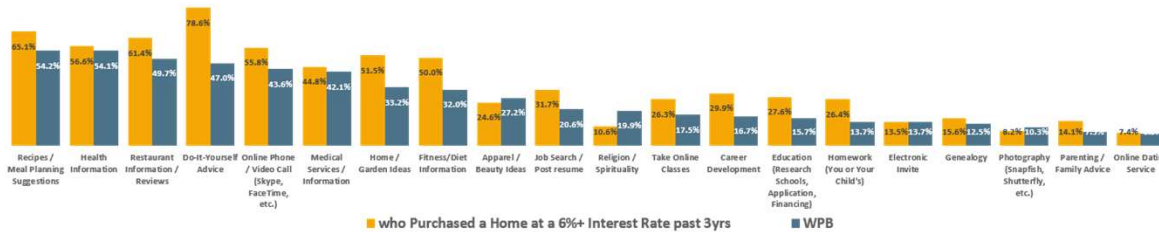




2.9% or 50,840 of WPB DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs.  
Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 67.2% more likely to look up D-I-Y advice online, 26.9% less likely to always vote in local elections, 70.5% more likely to belong to a gym, 19.1% more likely to fly domestic pas



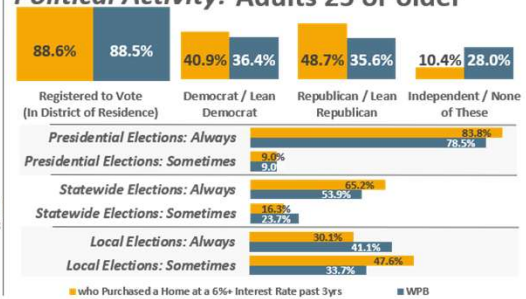
### Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



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

■ WPB

### Political Activity: Adults 25 or older

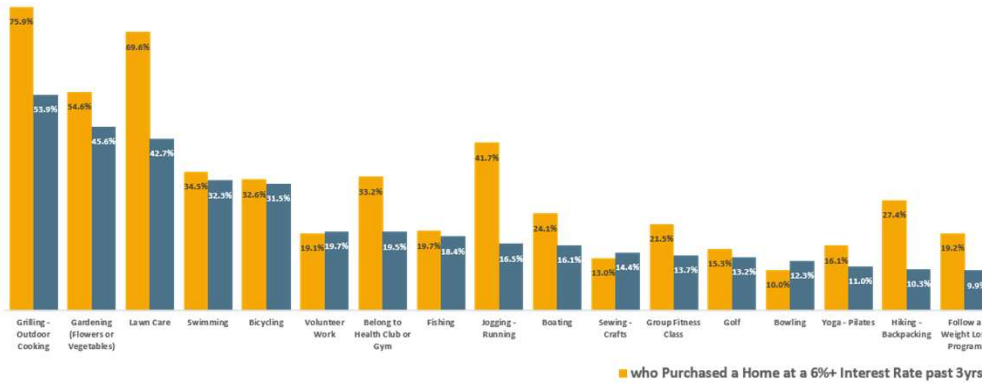


■ who Purchased a Home at a 6%+ Interest Rate past 3yrs

■ WPB



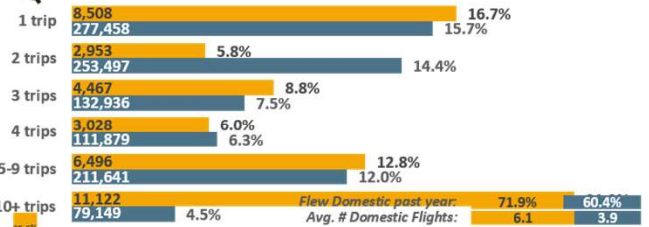
### Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



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



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



Flew Domestic past year: 71.9%  
Avg. # Domestic Flights: 6.1

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70

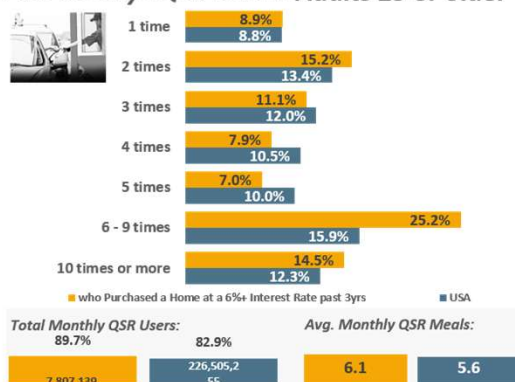
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

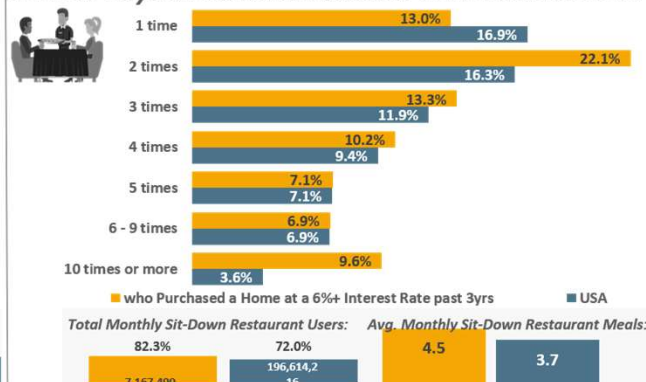


3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 8.2% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 11.8% less likely to use Casinos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

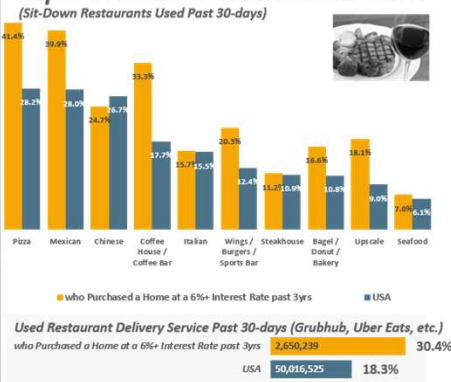
### Past 30-days QSR Users: Adults 25 or older



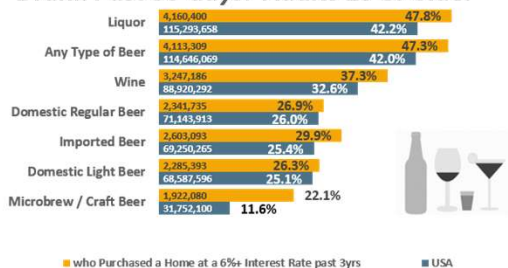
### Past 30-days Sit-Down Restaurant Users: Adults 25 or older



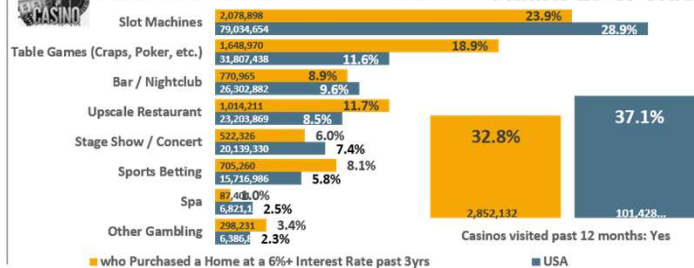
### Top-10 Cuisines: Adults 25 or older



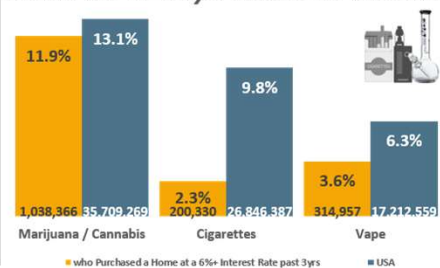
### Drank Past 30-days: Adults 25 or older



### Past 12 months Casino Activities: Adults 25 or older



### Used Past 30-days: Adults 25 or older

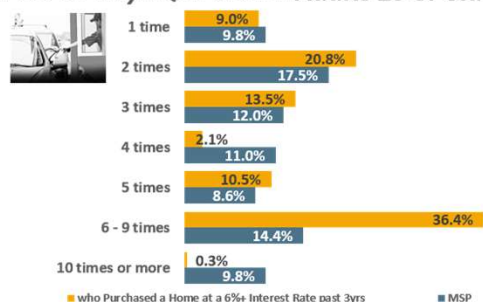






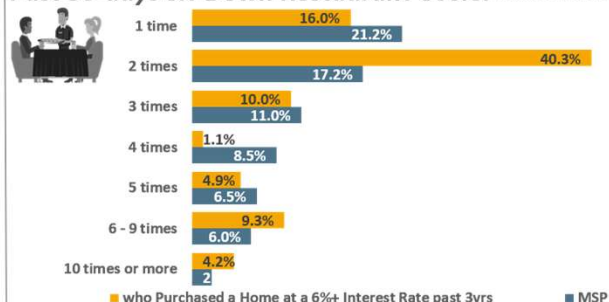
3.4% or 116,246 of MSP DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 11.3% more likely to use QSRs past mo., 18.4% more likely to use Sit-Down Restaurants past mo., 1.4% more likely to use Casinos past yr., 66.1% less likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 25 or older



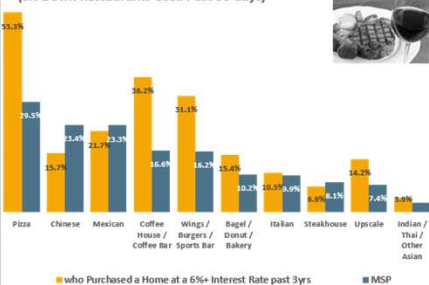
Total Monthly QSR Users: 92.5%  
Avg. Monthly QSR Meals: 4.6  
who Purchased a Home at a 6%+ Interest Rate past 3yrs: 107,544  
MSP: 2,864,161

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



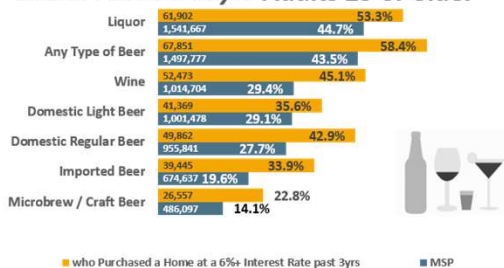
Total Monthly Sit-Down Restaurant Users: 85.8%  
Avg. Monthly Sit-Down Restaurant Meals: 3.4  
who Purchased a Home at a 6%+ Interest Rate past 3yrs: 99,696  
MSP: 2,496,158

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



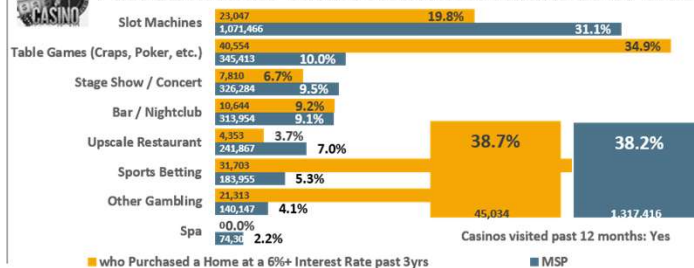
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Purchased a Home at a 6%+ Interest Rate past 3yrs: 13,250  
MSP: 397,566

### Drank Past 30-days: Adults 25 or older



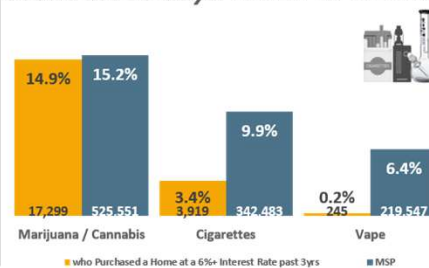
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46  
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### Past 12 months Casino Activities: Adults 25 or older

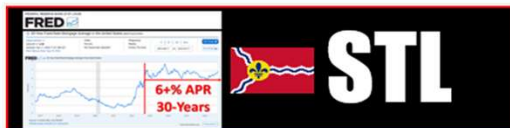


Casinos visited past 12 months: Yes  
who Purchased a Home at a 6%+ Interest Rate past 3yrs: 45,034  
MSP: 1,637,616

### Used Past 30-days: Adults 25 or older

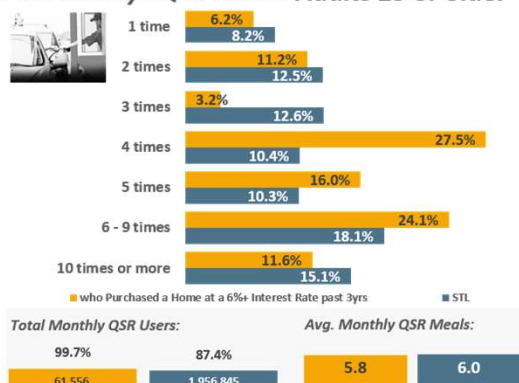


[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

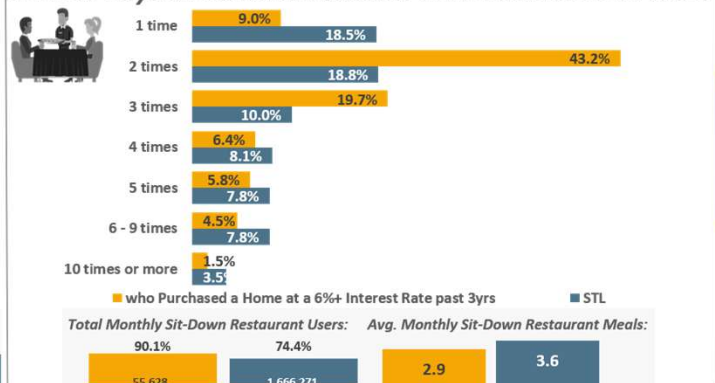


2.8% or 61,747 of STL DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 14.% more likely to use QSRs past mo., 21.% more likely to use Sit-Down Restaurants past mo., 1.8% more likely to use Casinos past yr., 95.2% less likely to smoke cigarettes.

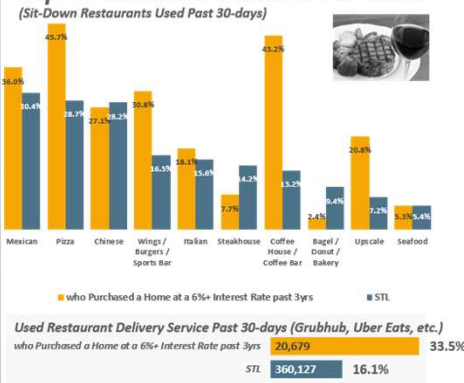
### Past 30-days QSR Users: Adults 25 or older



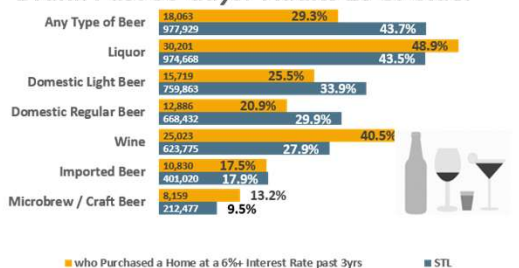
### Past 30-days Sit-Down Restaurant Users: Adults 25 or older



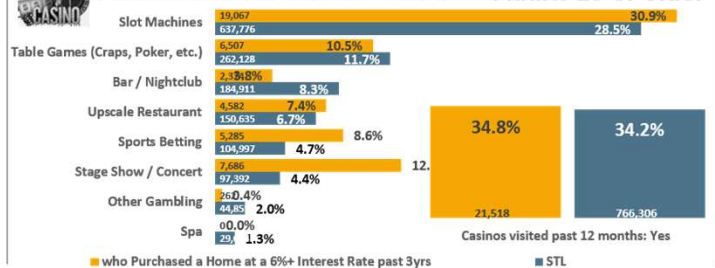
### Top-10 Cuisines: Adults 25 or older



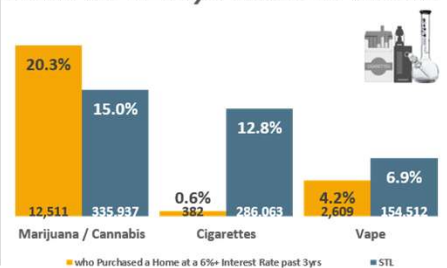
### Drank Past 30-days: Adults 25 or older



### Past 12 months Casino Activities: Adults 25 or older



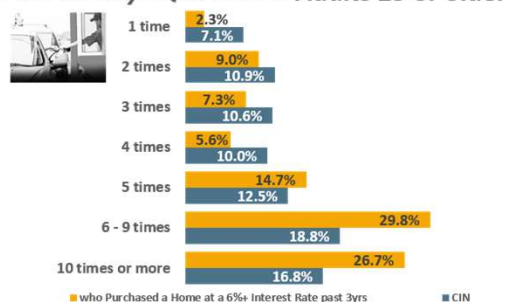
### Used Past 30-days: Adults 25 or older



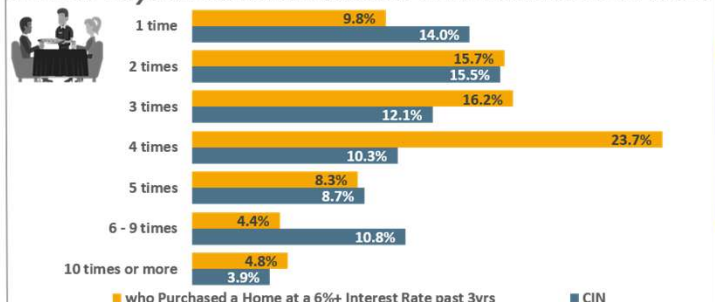


4.1% or 70,564 of CIN DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 9.8% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 58.6% more likely to use Casinos past yr., 75.3% less likely to smoke cigarettes.

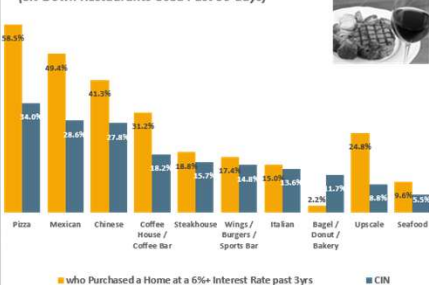
### Past 30-days QSR Users: Adults 25 or older



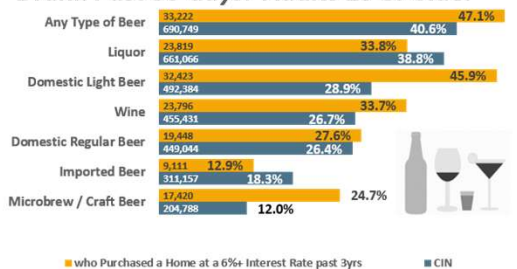
### Past 30-days Sit-Down Restaurant Users: Adults 25 or older



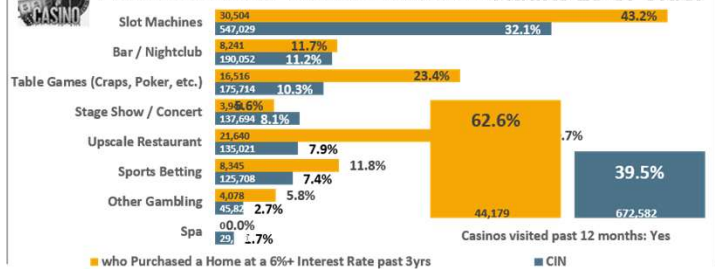
### Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



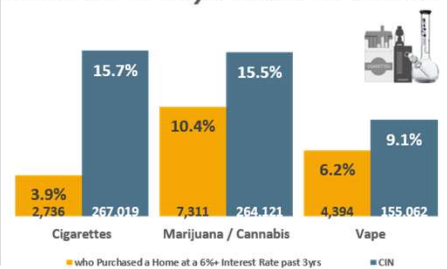
### Drank Past 30-days: Adults 25 or older



### Past 12 months Casino Activities: Adults 25 or older



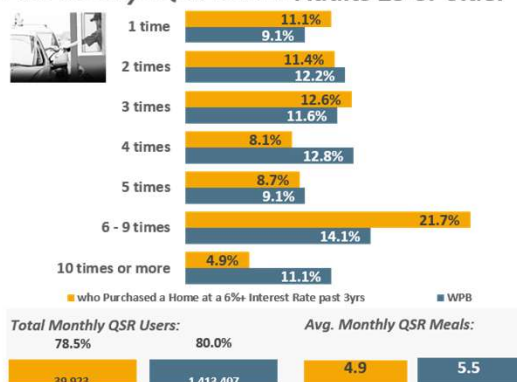
### Used Past 30-days: Adults 25 or older



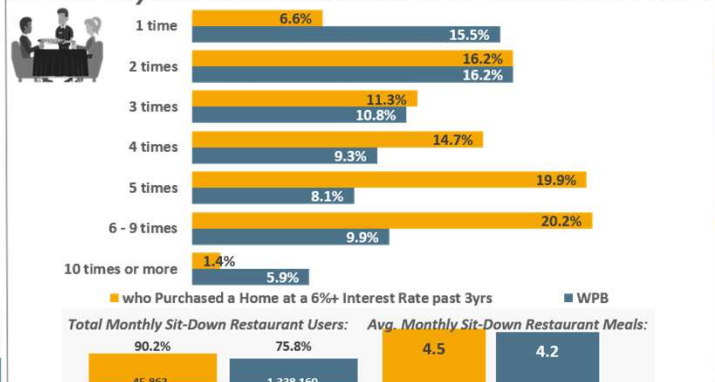


2.9% or 50,840 of WPB DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 1.9% less likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 5.5% less likely to use Casinos past yr., 67.2% less likely to smoke cigarettes.

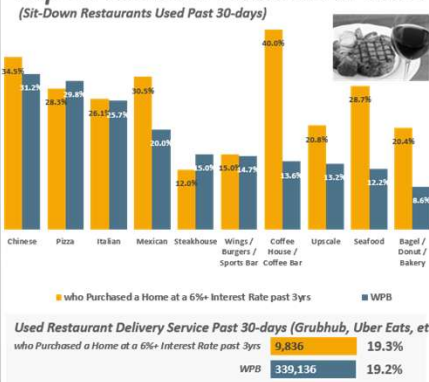
### Past 30-days QSR Users: Adults 25 or older



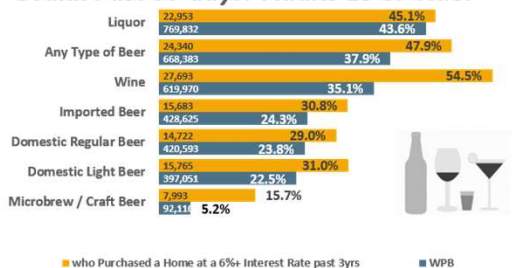
### Past 30-days Sit-Down Restaurant Users: Adults 25 or older



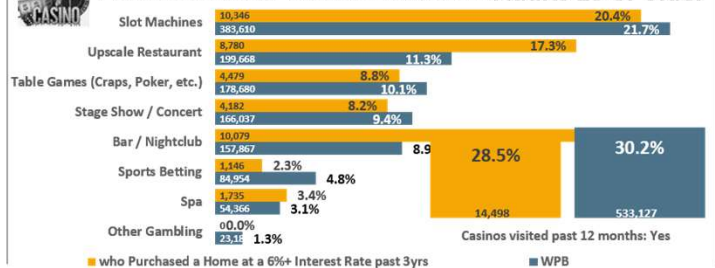
### Top-10 Cuisines: Adults 25 or older



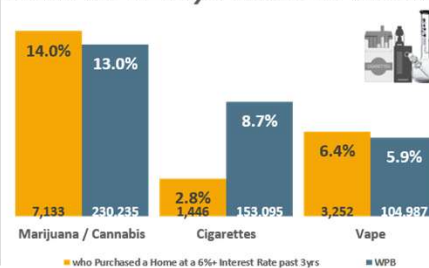
### Drank Past 30-days: Adults 25 or older



### Past 12 months Casino Activities: Adults 25 or older



### Used Past 30-days: Adults 25 or older



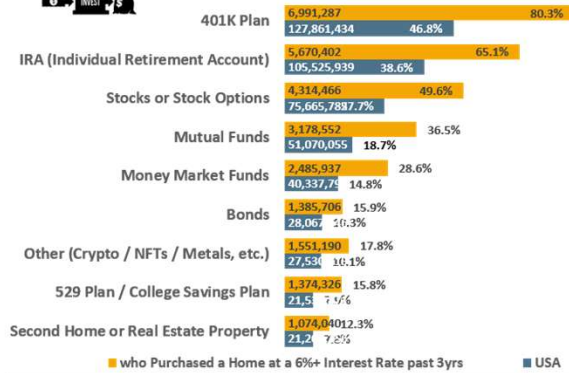




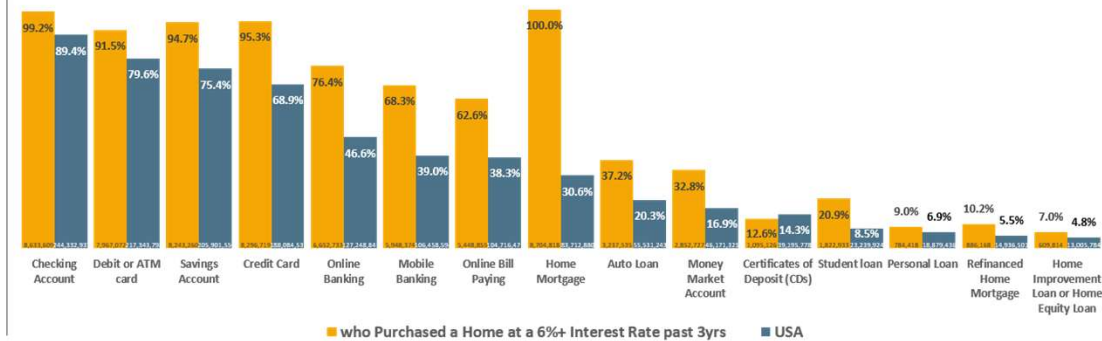
3.2% or 8,704,818 of USA DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 71.6% more likely to have a 401K, 83.3% more likely to have an Auto Loan, 124.1% more likely to Invest/Trade Stocks Online, 15.6%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



### Investments Owned: Adults 25 or older



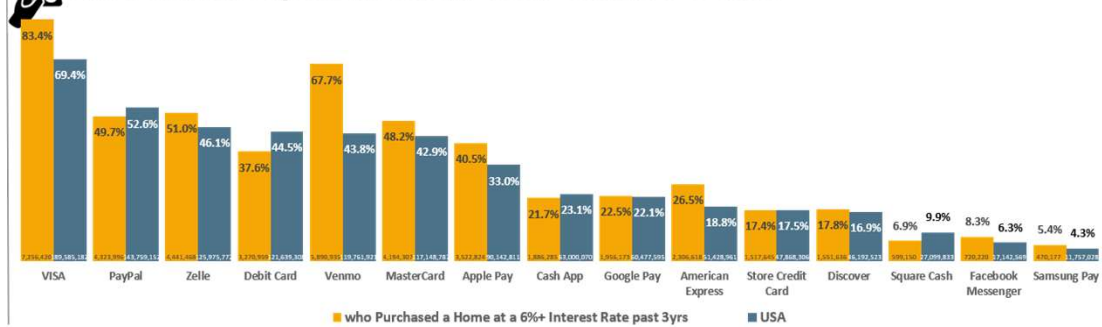
### Financial Services Has and/or Uses: Adults 25 or older



### Professional Services Used\*: Adults 25 or older



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

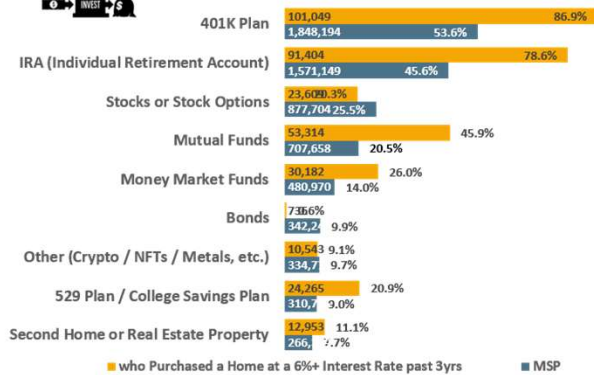




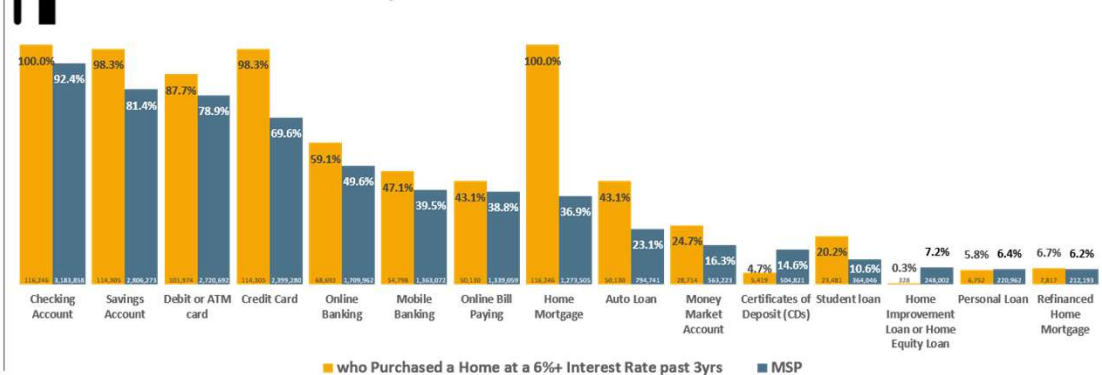
3.4% or 116,246 of MSP DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 62.1% more likely to have a 401K, 87.7% more likely to have an Auto Loan, 50.0% more likely to Invest/Trade Stocks Online, 38.9% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 or older



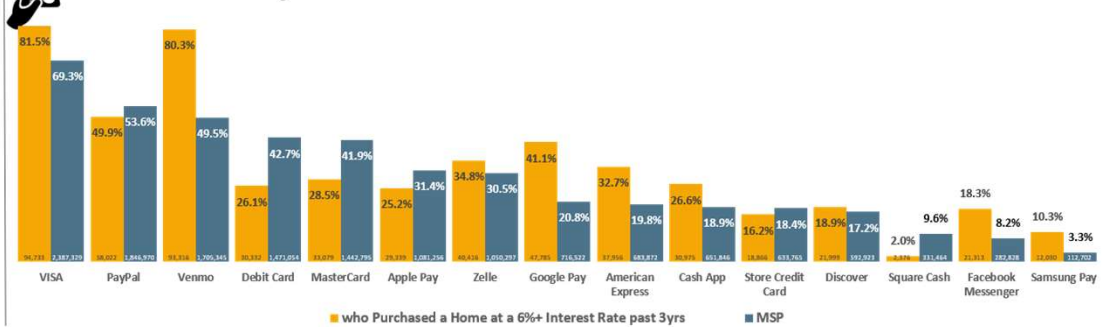
### Financial Services Has and/or Uses: Adults 25 or older



### Professional Services Used\*: Adults 25 or older



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

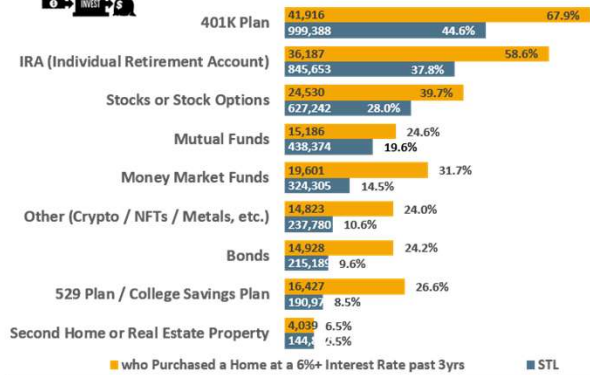




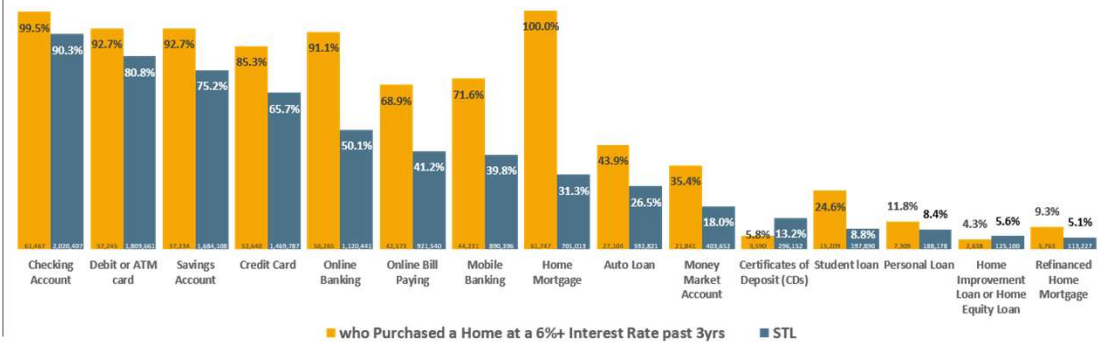
2.8% or 61,747 of STL DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 52.% more likely to have a 401K, 65.7% more likely to have an Auto Loan, 168.1% more likely to Invest/Trade Stocks Online, 23.% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 or older



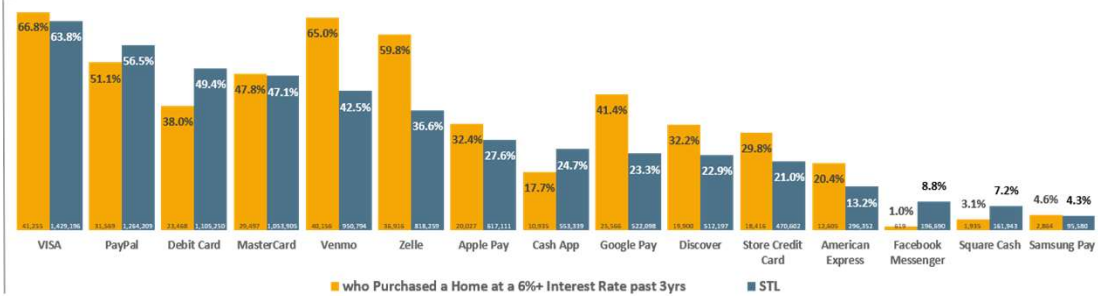
### Financial Services Has and/or Uses: Adults 25 or older



### Professional Services Used\*: Adults 25 or older



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

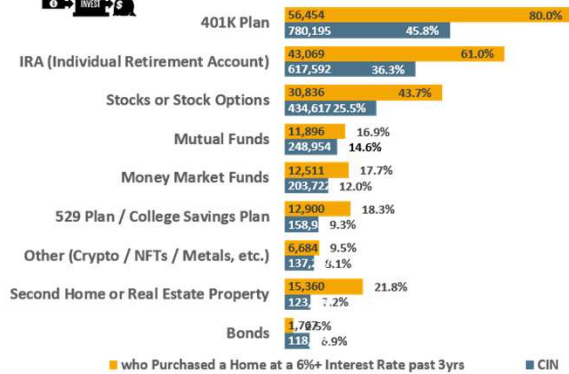




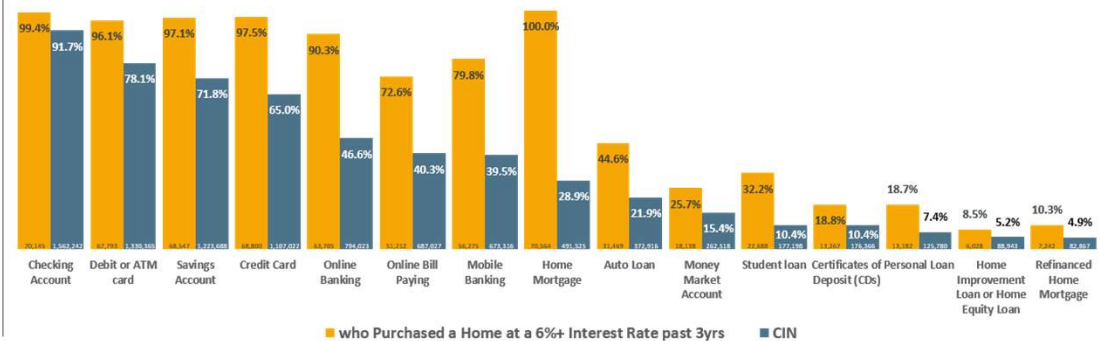
4.1% or 70,564 of CIN DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 74.7% more likely to have a 401K, 103.7% more likely to have an Auto Loan, 171.8% more likely to Invest/Trade Stocks Online, 8.5% more likely to pay with their Debit Card.



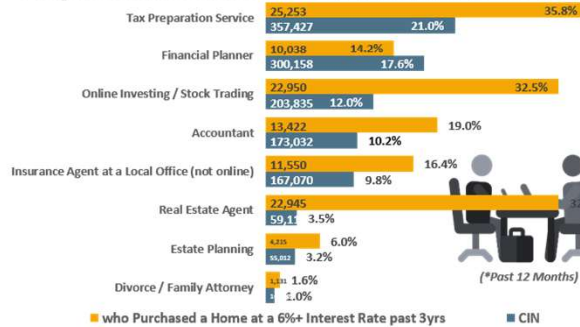
### Investments Owned: Adults 25 or older



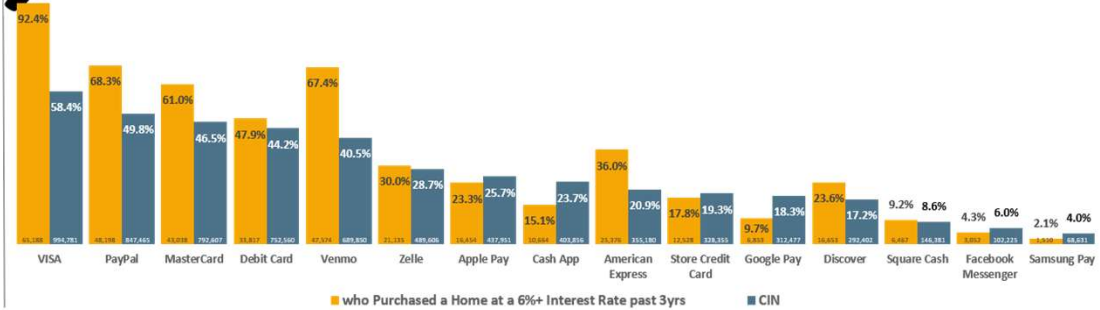
### Financial Services Has and/or Uses: Adults 25 or older



### Professional Services Used\*: Adults 25 or older



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







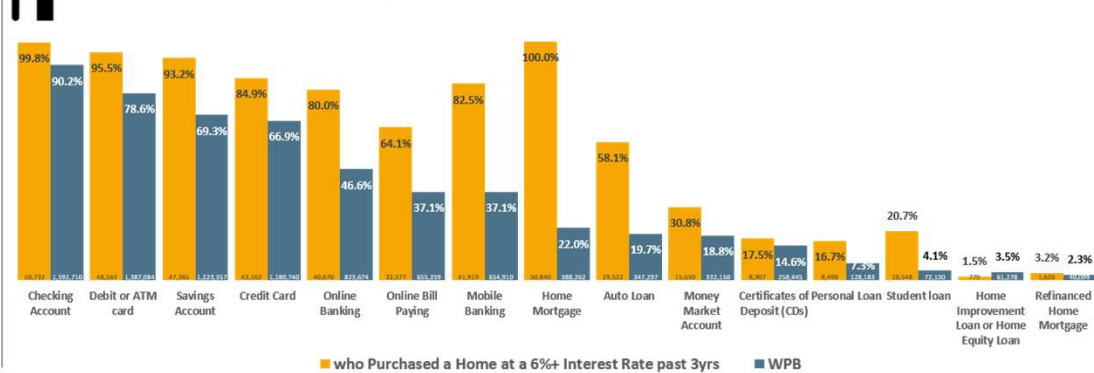
2.9% or 50,840 of WPB DMA Adults 25 or older Purchased a Home at a 6%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs are 74.4% more likely to have a 401K, 195.2% more likely to have an Auto Loan, 172.5% more likely to Invest/Trade Stocks Online, 23.2% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 or older



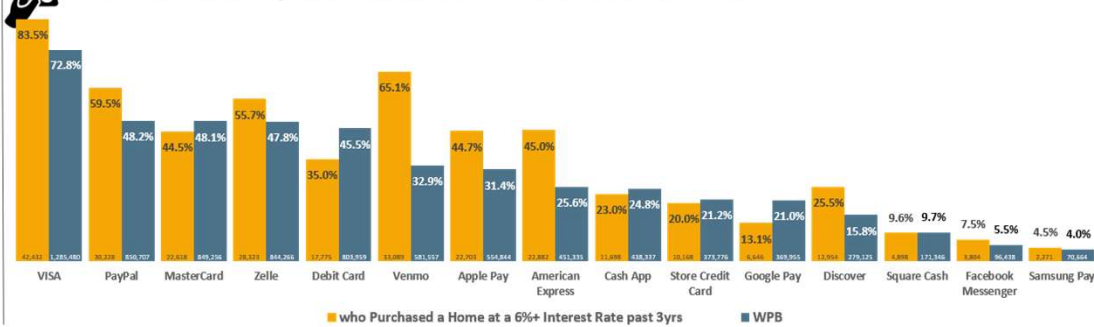
### Financial Services Has and/or Uses: Adults 25 or older



### Professional Services Used\*: Adults 25 or older



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

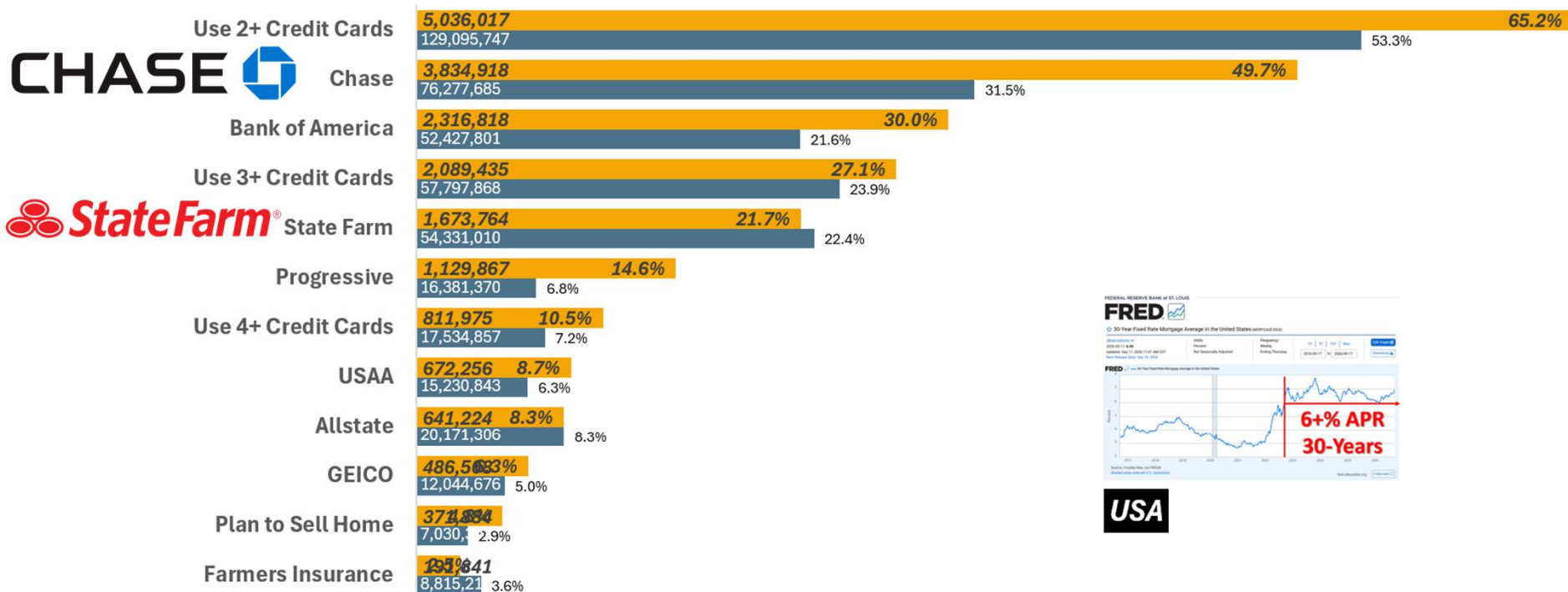




**USA**

## "Homeowners Insurance Carriers/Banks Used"

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



**USA**

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

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

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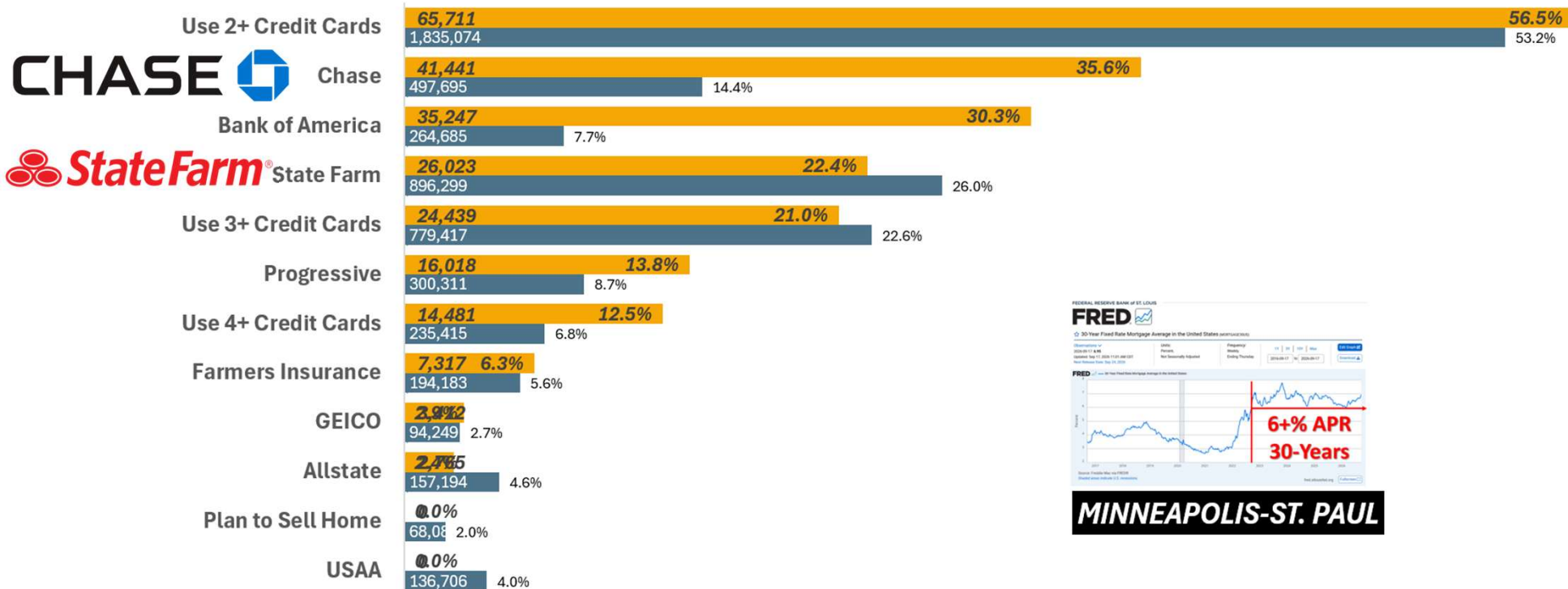
soefa.ai Share of Everything for Anything

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



## "Homeowners Insurance Carriers/Banks Used"

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



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

■ P25+ MINNEAPOLIS-ST. PAUL (Current Home Insurers/Banks Using/Plan to Sell Home)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 46  
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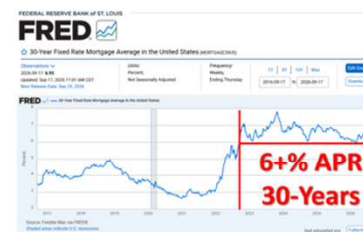
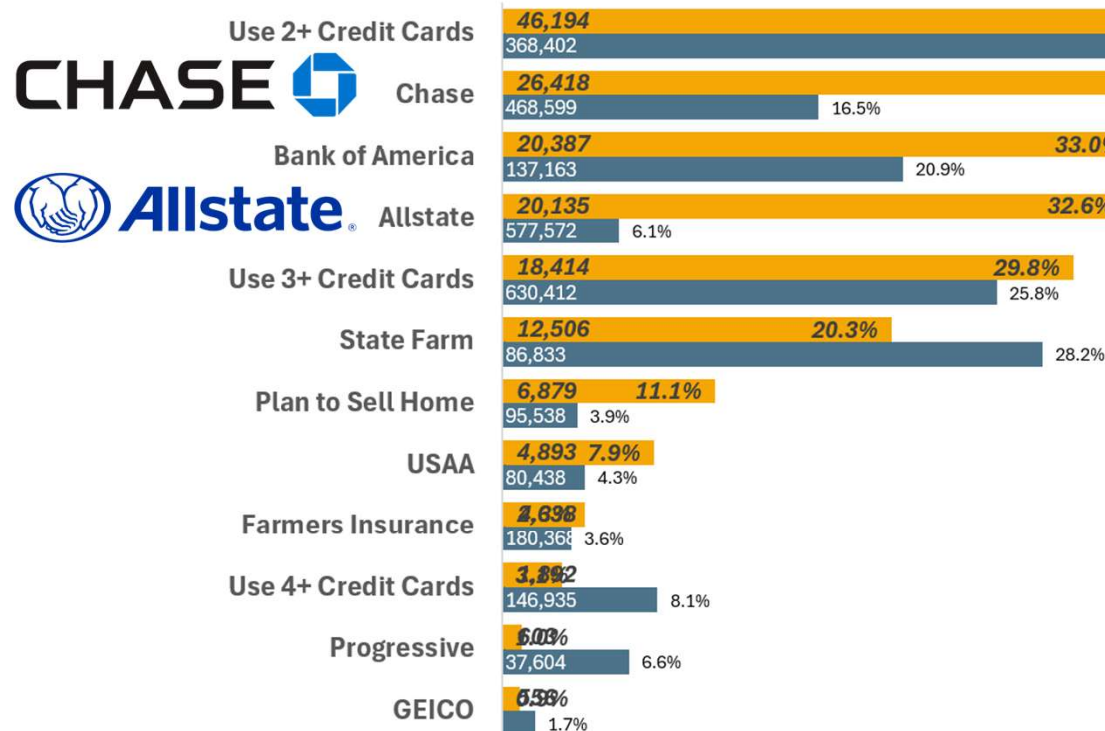
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



## "Homeowners Insurance Carriers/Banks Used"

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



ST. LOUIS

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

■ P25+ ST. LOUIS (Current Home Insurers/Banks Using/Plan to Sell Home)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 44

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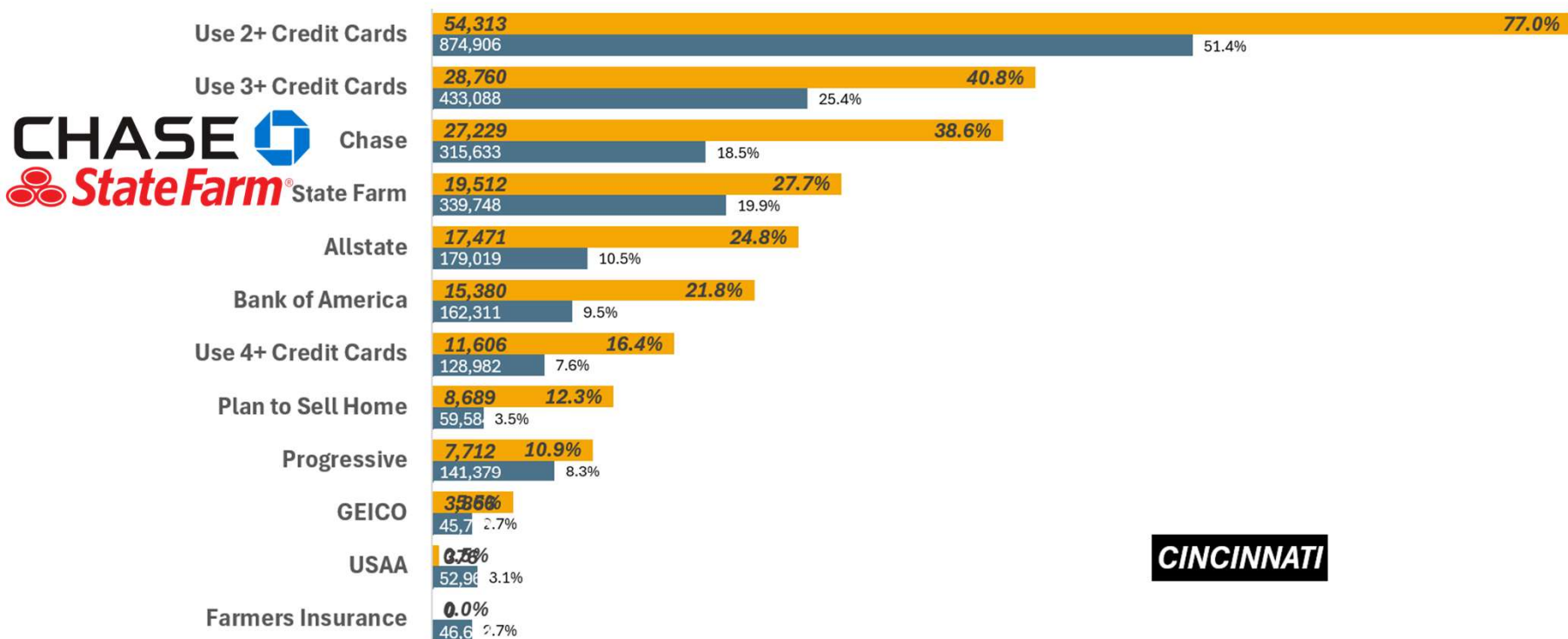
[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]





## "Homeowners Insurance Carriers/Banks Used"

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



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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 58  
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CINCINNATI

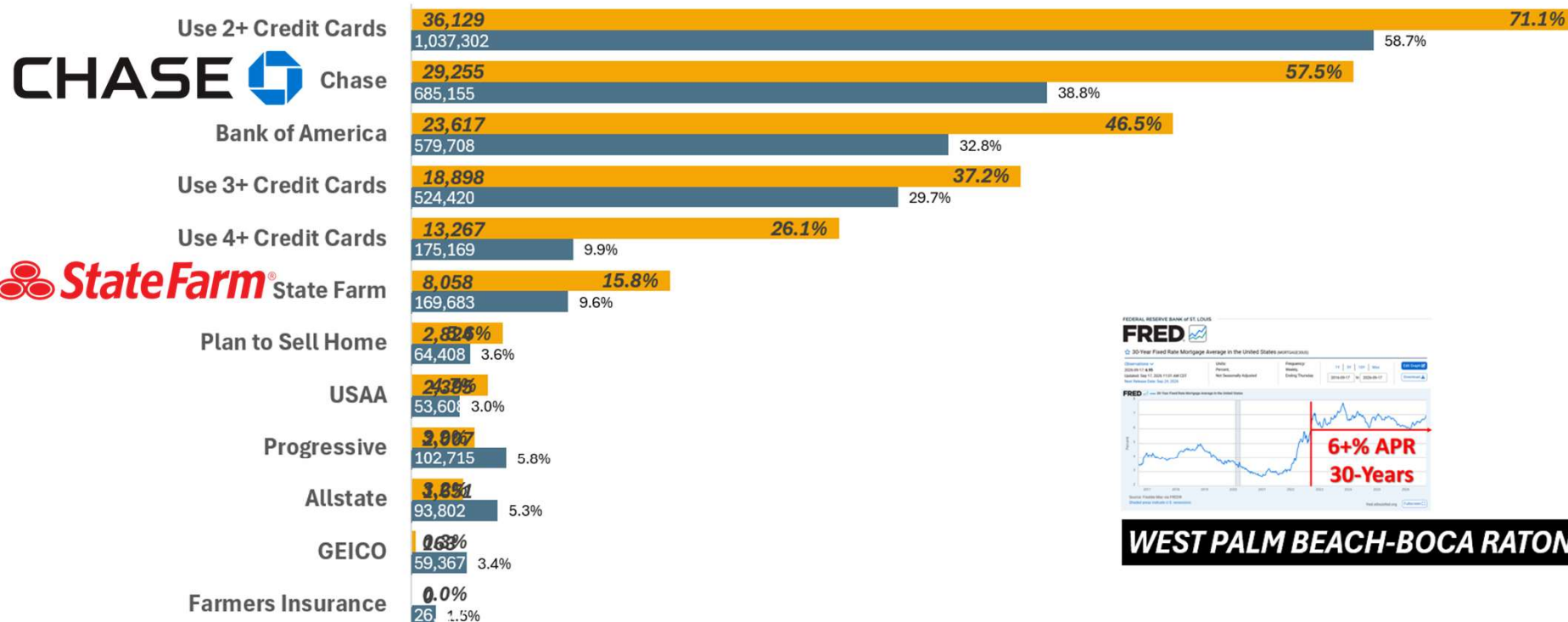
soefa.ai Share of Everything for Anything

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



## "Homeowners Insurance Carriers/Banks Used"

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



WEST PALM BEACH-BOCA RATON

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

■ P25+ WEST PALM BEACH-BOCA RATON (Current Home Insurers/Banks Using/Plan to Sell Home)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 70

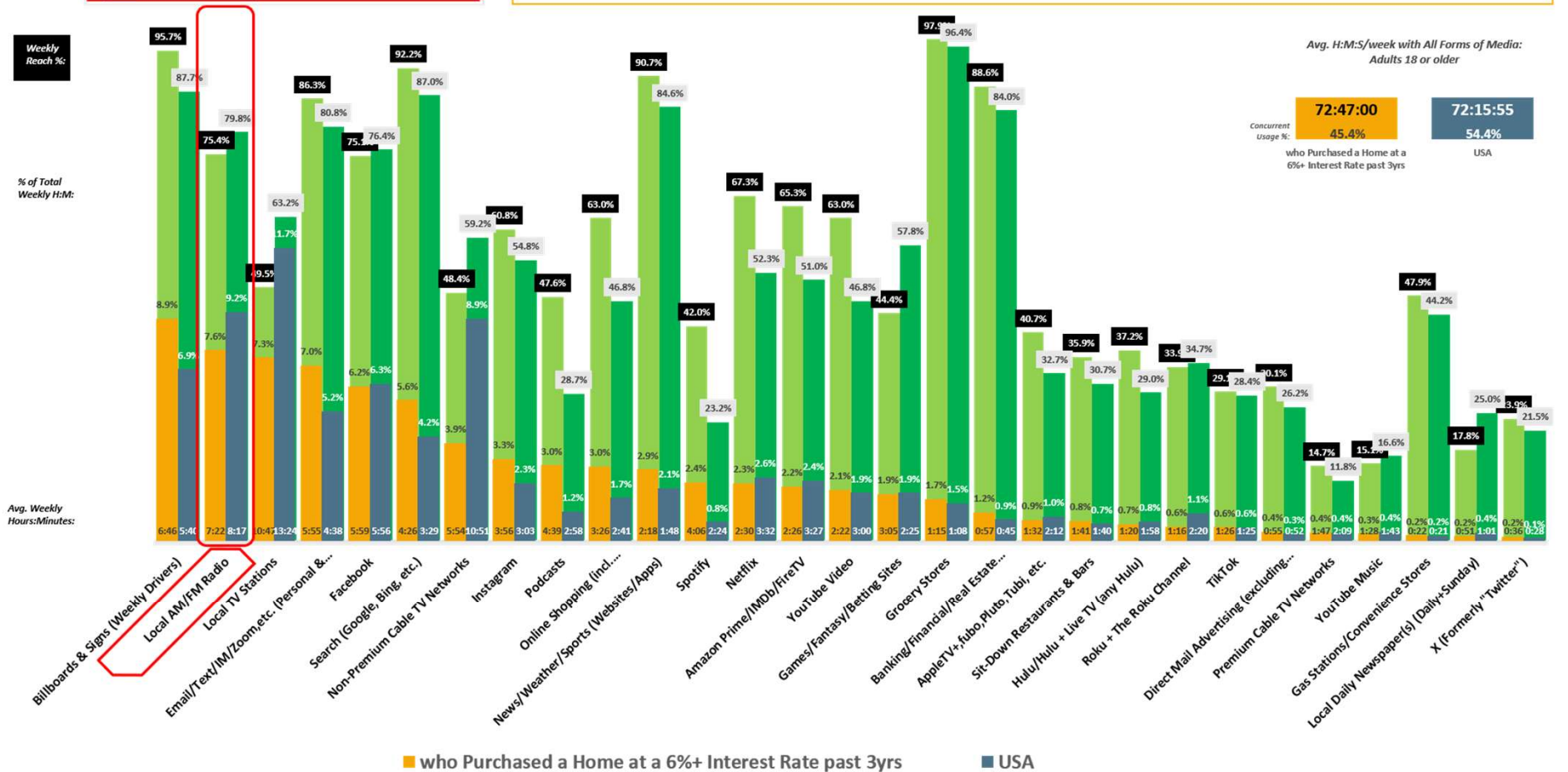
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



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

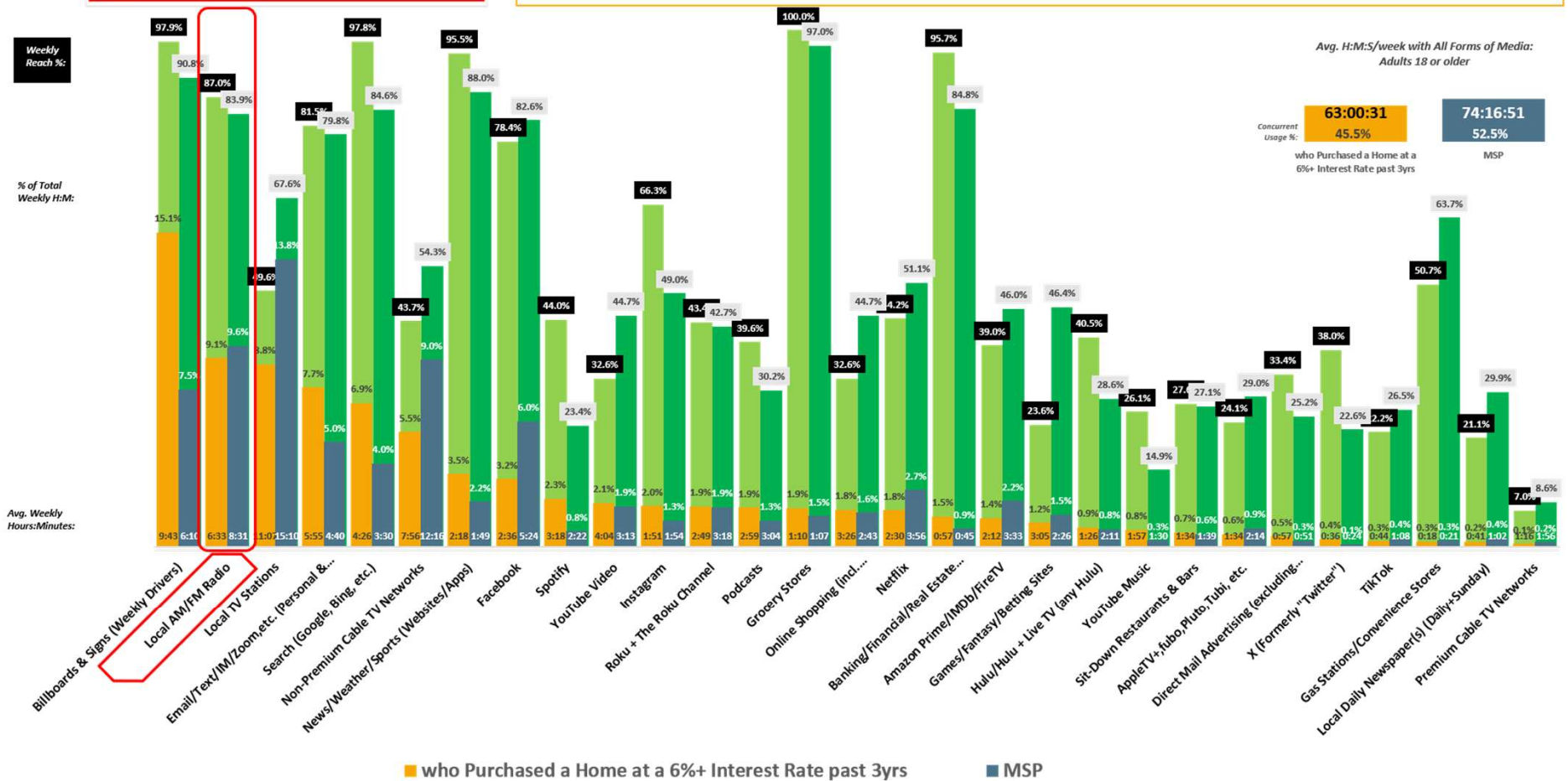


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

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



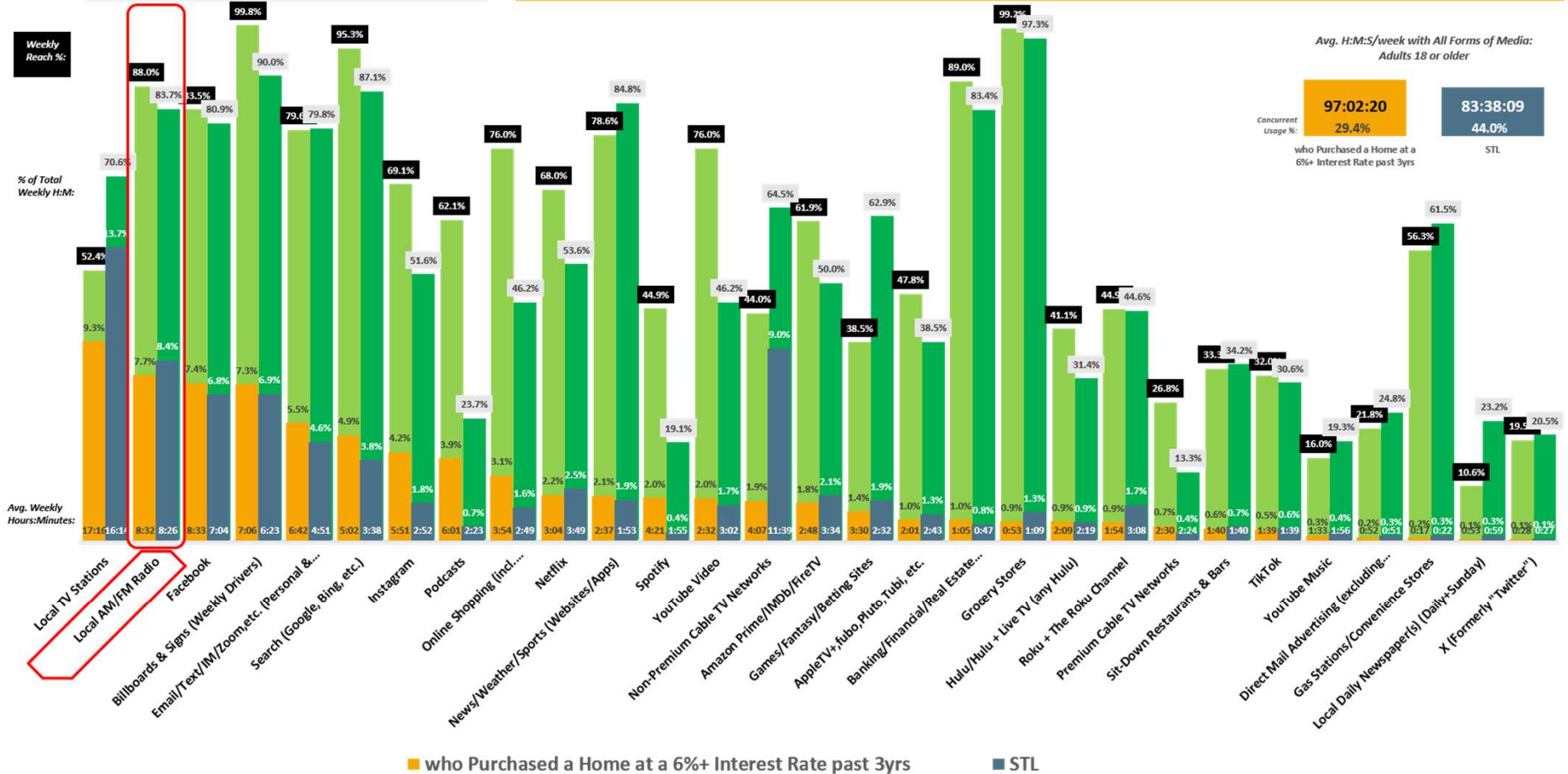
Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 15 hours, 0 minutes and 31 seconds each week with All Forms of Media.  
87.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 6 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.





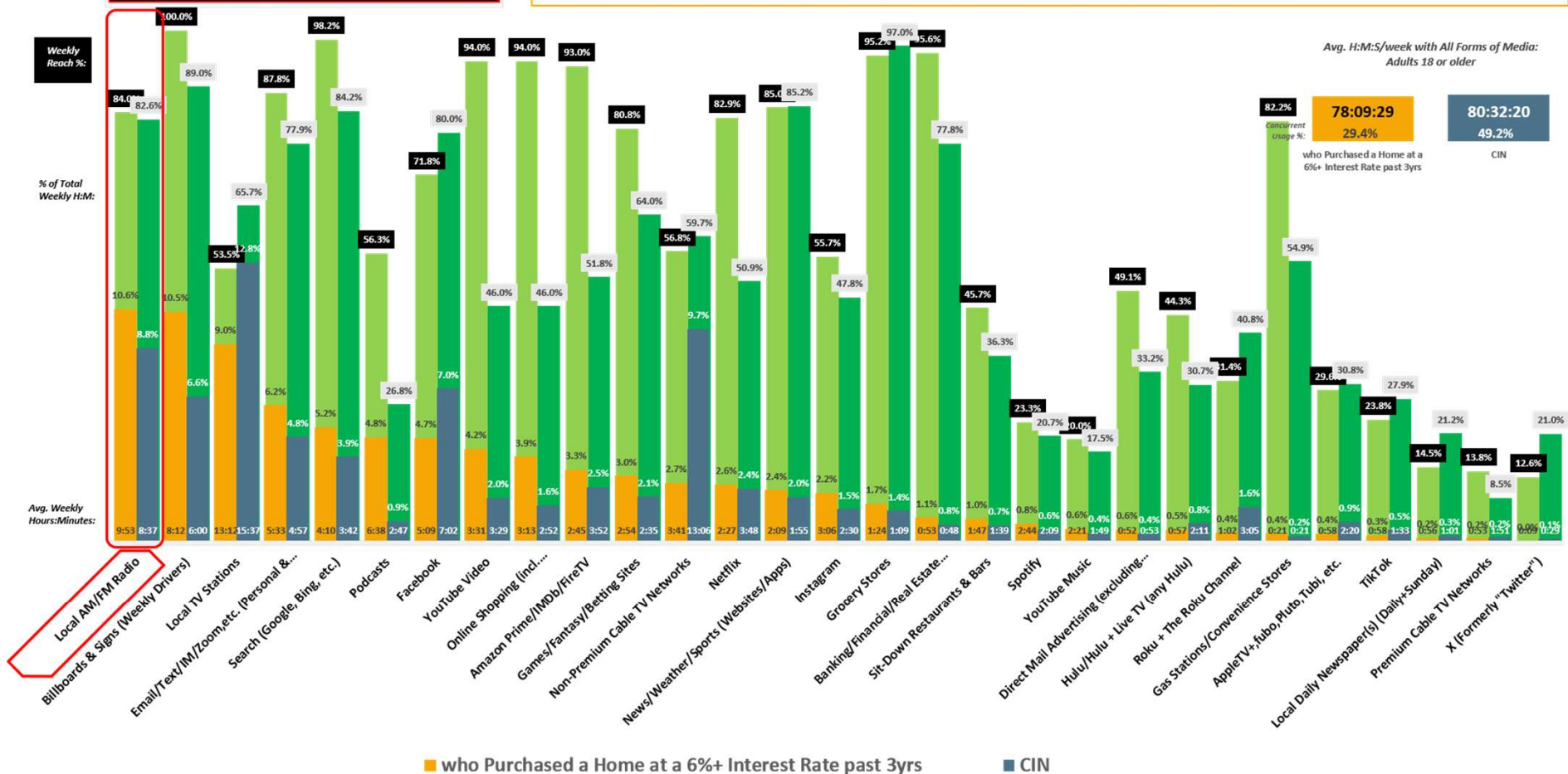


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 4 days, 1 hours, 2 minutes and 20 seconds each week with All Forms of Media.  
 88.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.





Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 3 days, 6 hours, 9 minutes and 29 seconds each week with All Forms of Media.  
 84.0% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 9 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



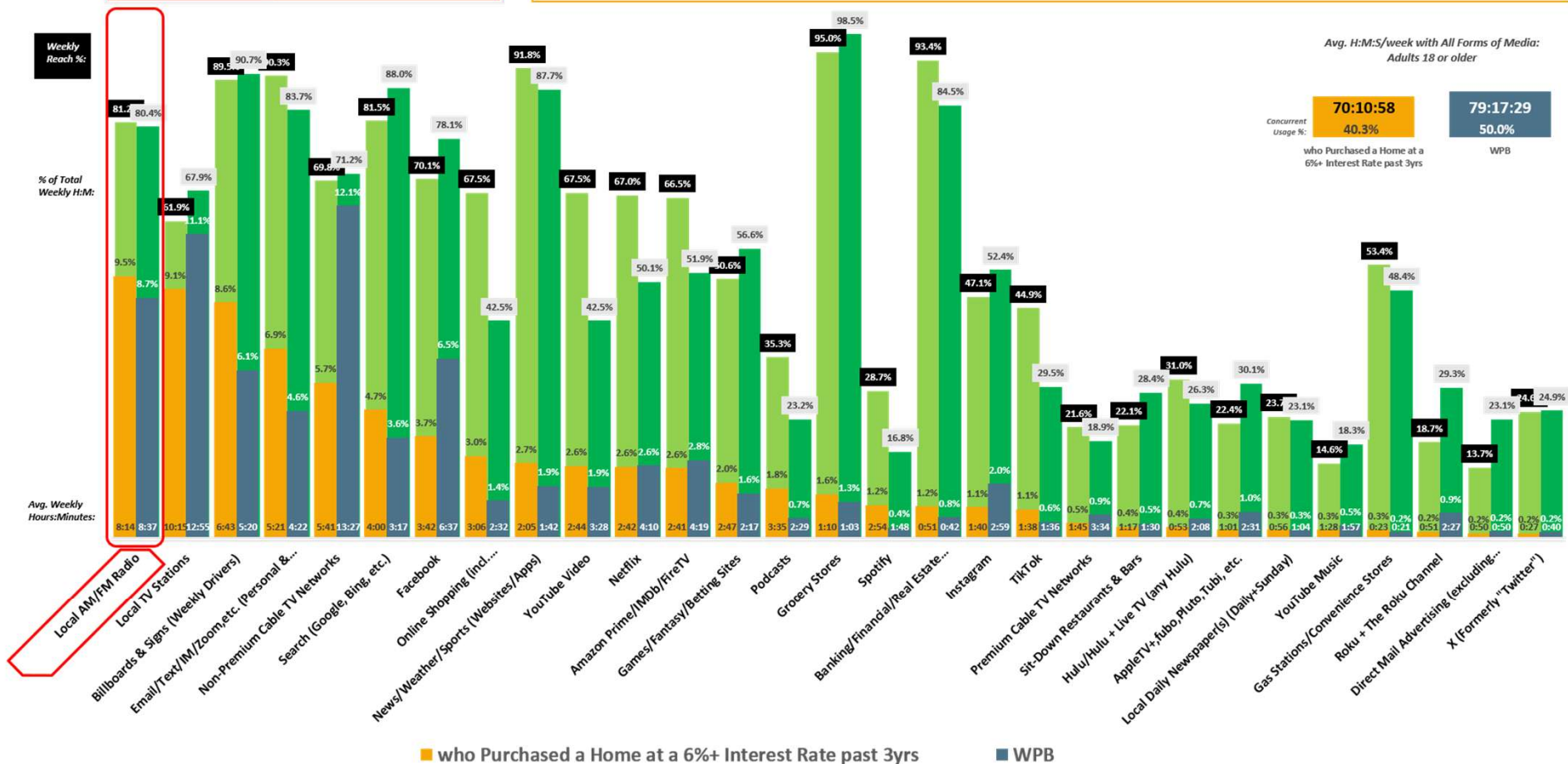
Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

78:09:29  
 29.4%  
 who Purchased a Home at a 6%+ Interest Rate past 3yrs

80:32:20  
 49.2%  
 CIN

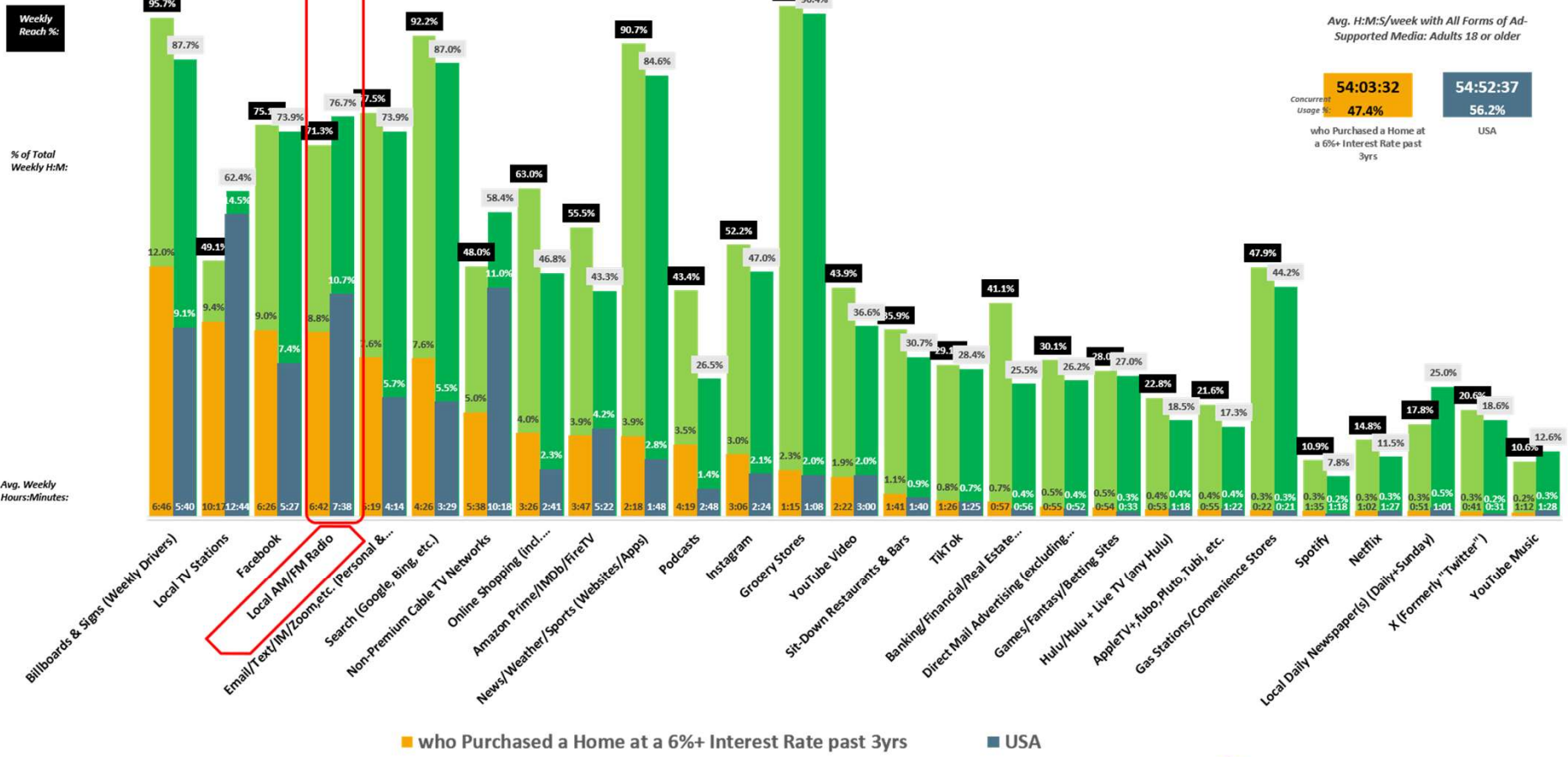


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 22 hours, 10 minutes and 58 seconds each week with All Forms of Media.  
 81.2% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





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



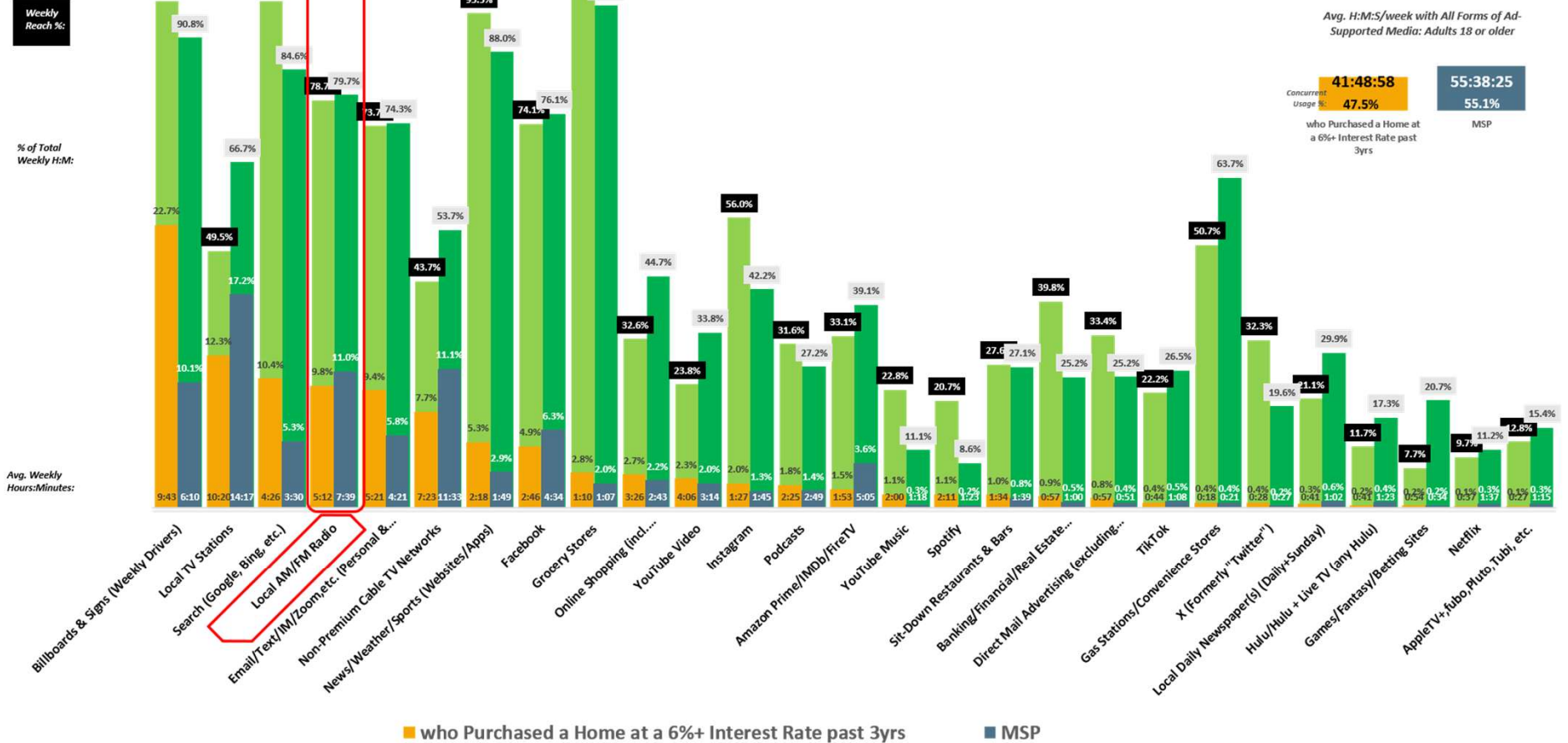
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

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





Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 1 days, 17 hours, 48 minutes and 58 seconds each week with All Forms of Ad-Supported Media.  
 78.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 5 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



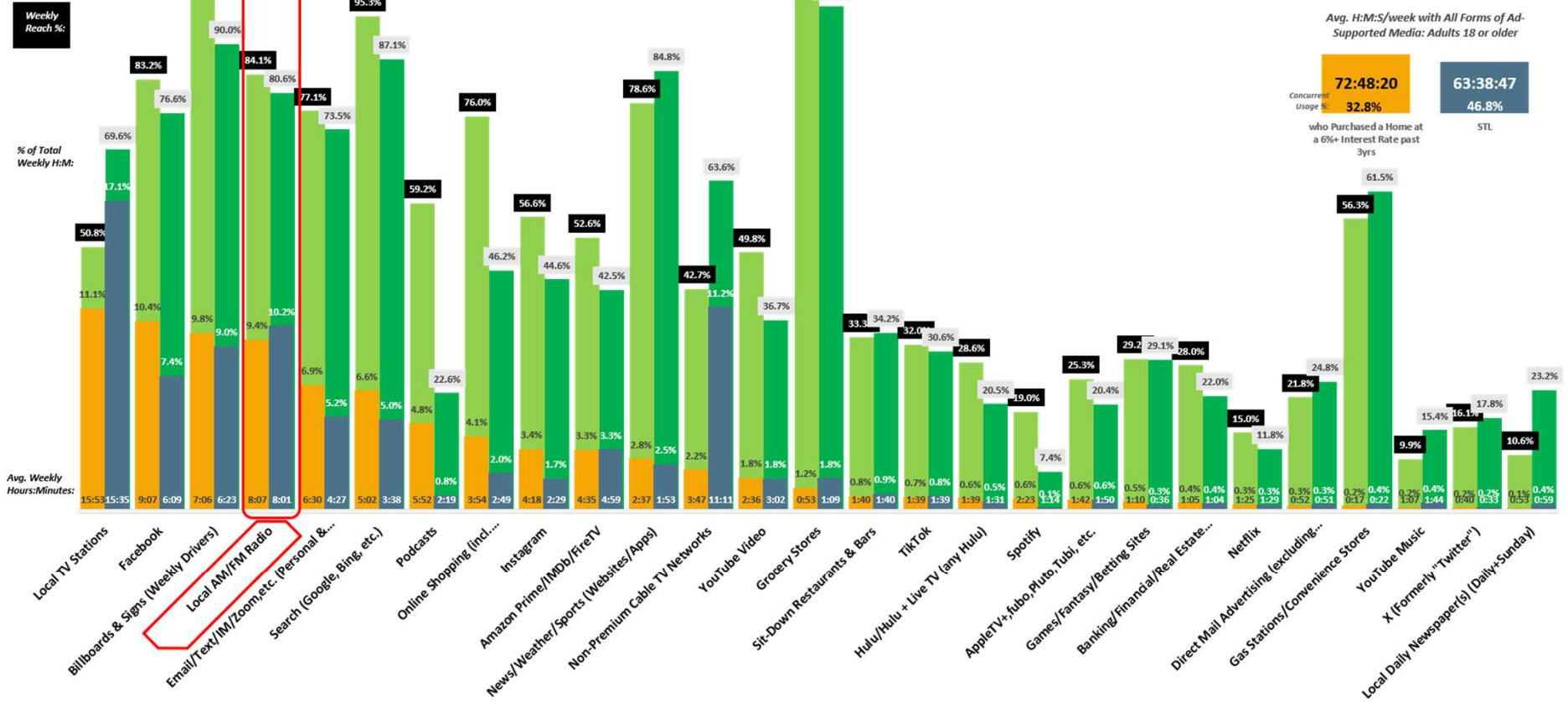
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

**41:48:58**  
 Concurrent Usage %  
**47.5%**  
 who Purchased a Home at a 6%+ Interest Rate past 3yrs

**55:38:25**  
 MSP



Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 3 days, 0 hours, 48 minutes and 20 seconds each week with All Forms of Ad-Supported Media.  
 84.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 8 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



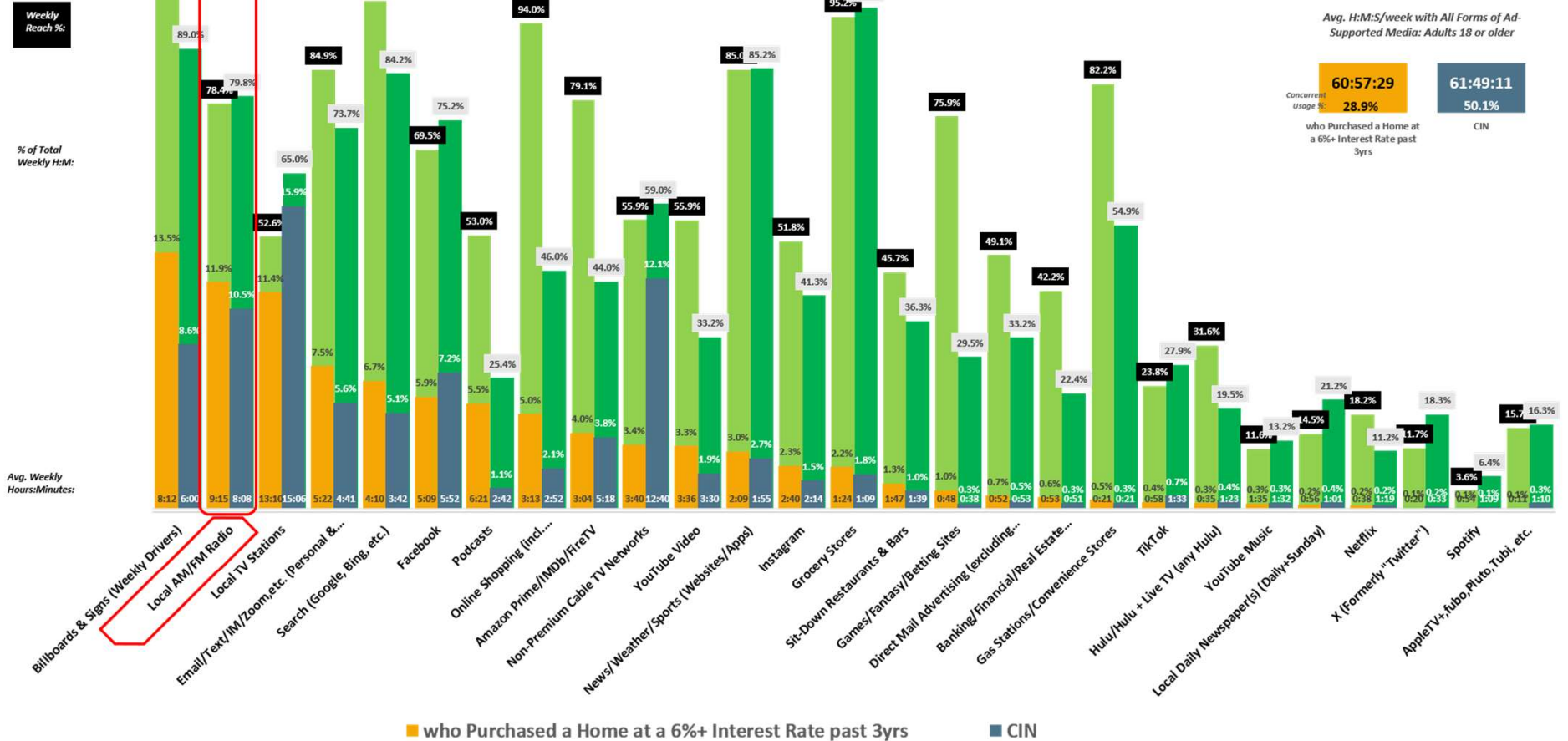
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

|                                                       |          |
|-------------------------------------------------------|----------|
| who Purchased a Home at a 6%+ Interest Rate past 3yrs | STL      |
| 72:48:20                                              | 63:38:47 |
| 32.8%                                                 | 46.8%    |

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



Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 12 hours, 57 minutes and 29 seconds each week with All Forms of Ad-Supported Media.  
 78.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 9 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.

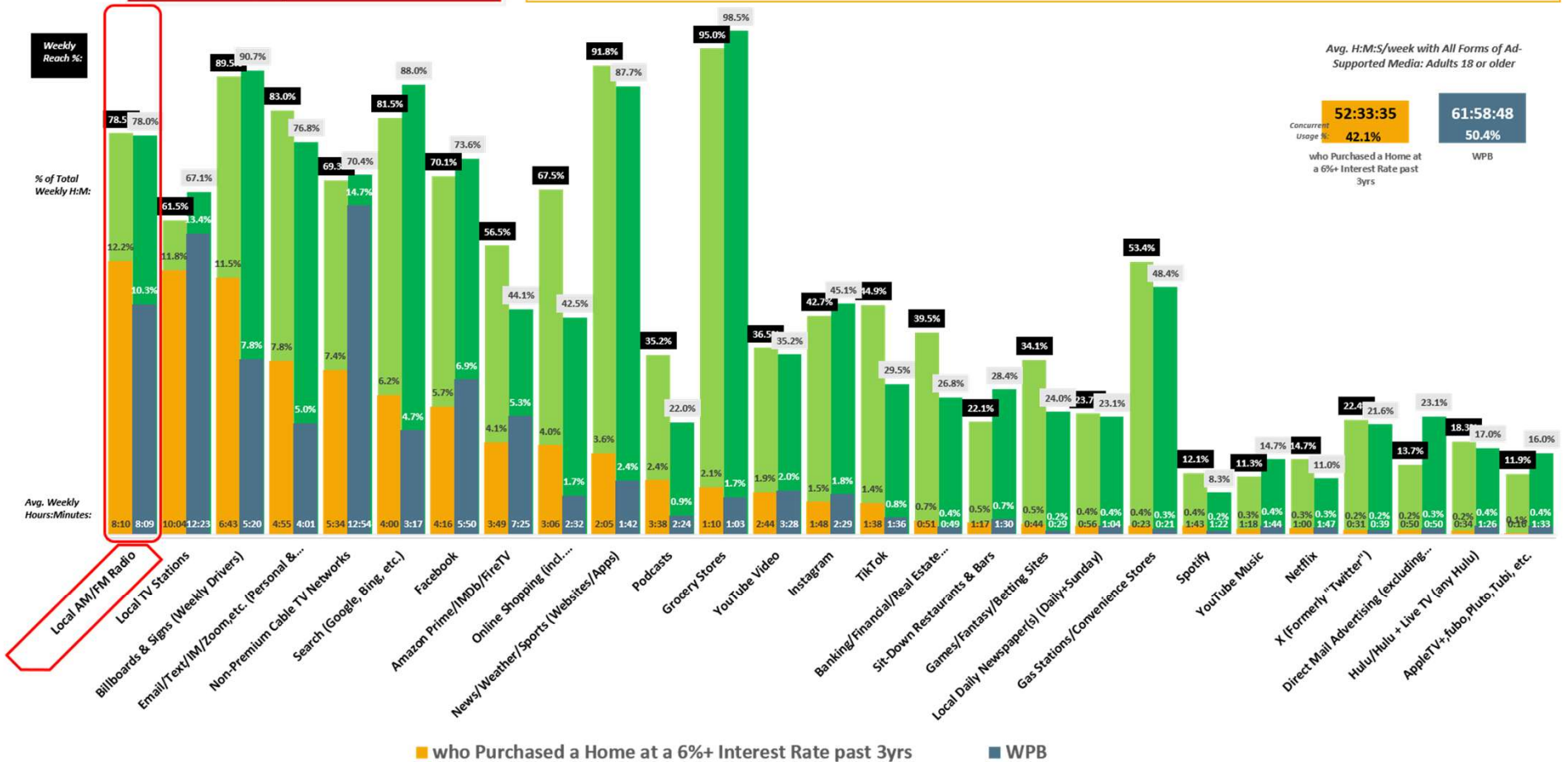


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

|                                                       |          |
|-------------------------------------------------------|----------|
| who Purchased a Home at a 6%+ Interest Rate past 3yrs | CIN      |
| 60:57:29                                              | 61:49:11 |
| 28.9%                                                 | 50.1%    |



Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 2 days, 4 hours, 33 minutes and 35 seconds each week with All Forms of Ad-Supported Media.  
 78.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an avg. of 8 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.

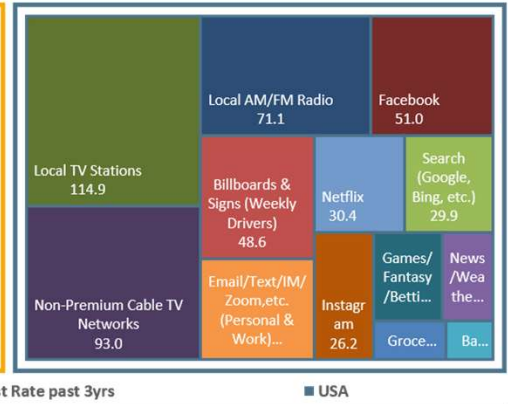
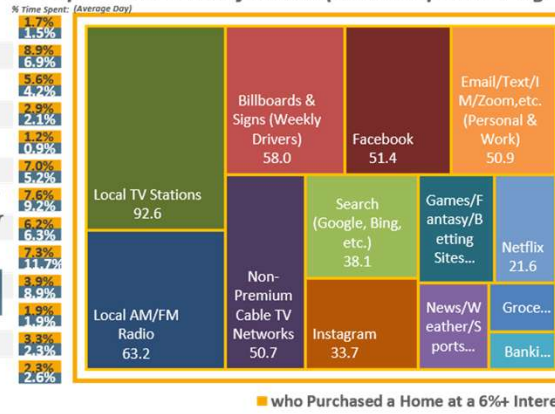
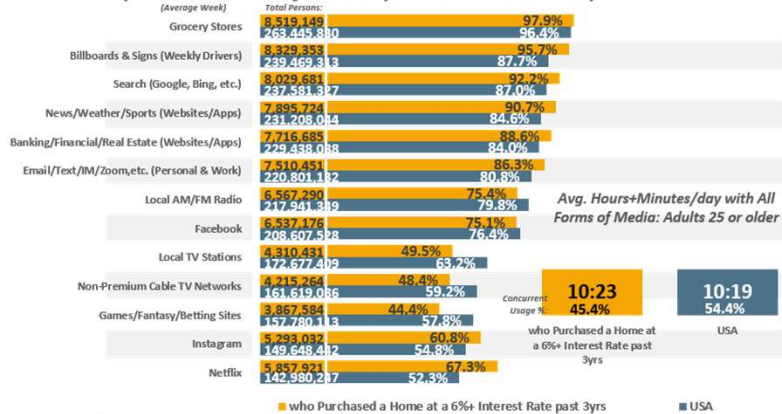




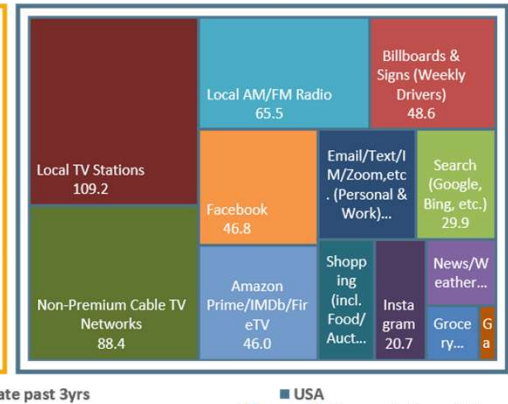
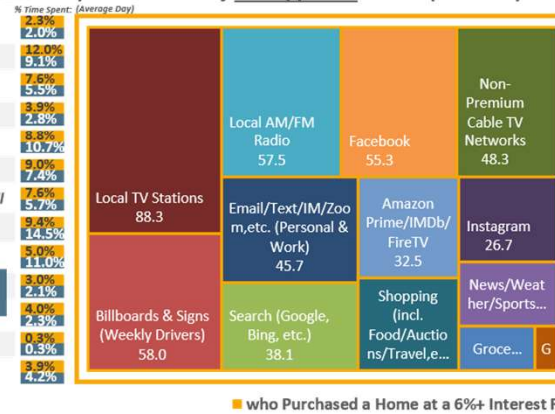
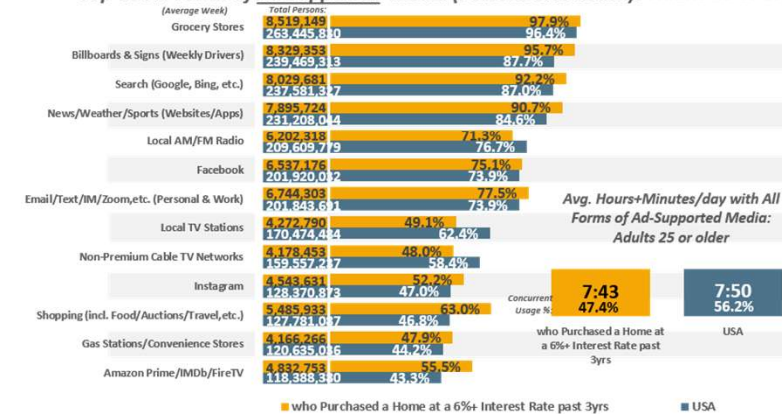


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 71.3% listen to Local AM/FM Radio for an avg. of 57.5 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

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



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



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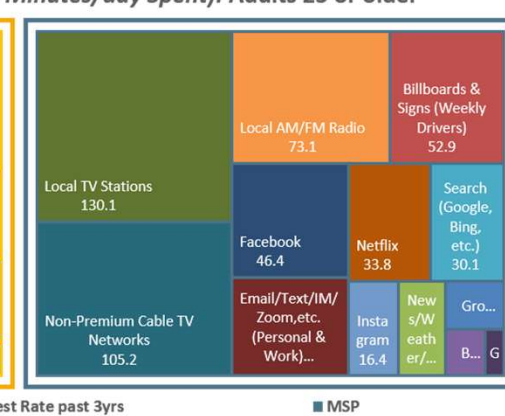
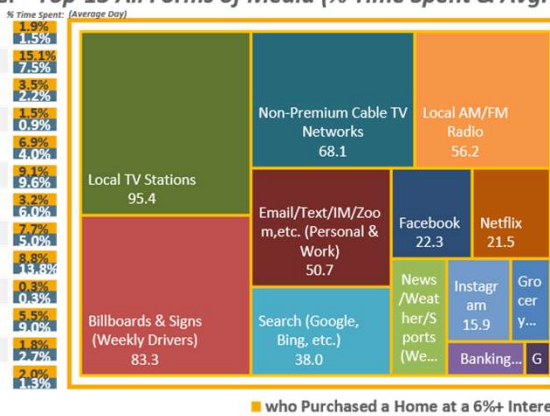
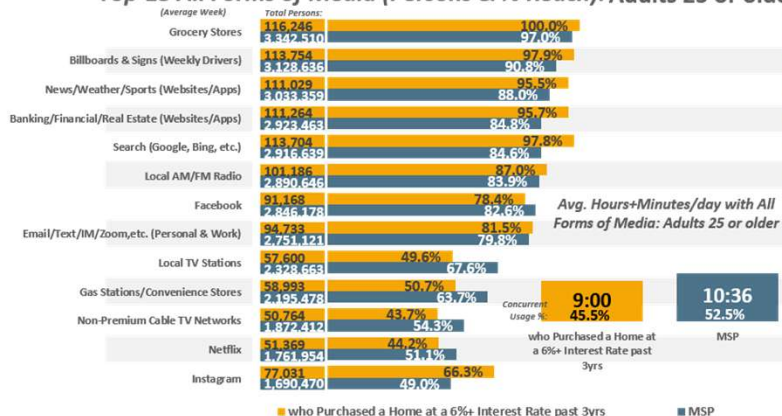
(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))



Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 5 hours and 58 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 44.7 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

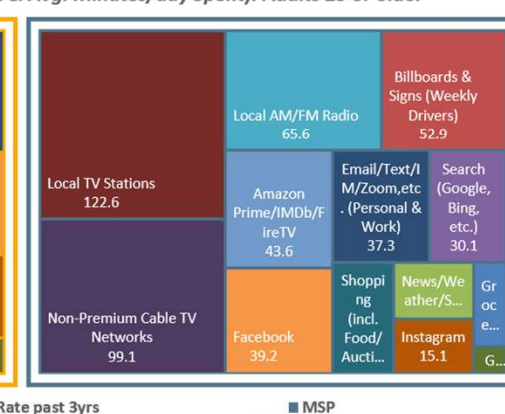
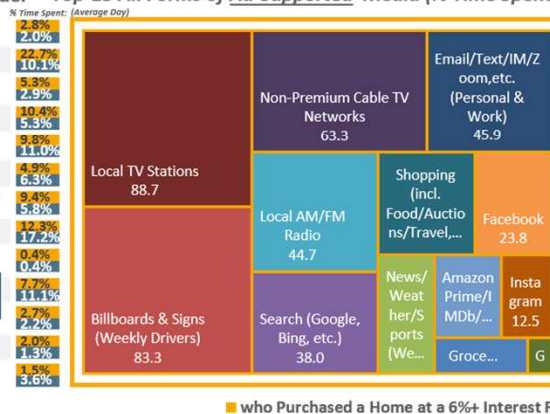
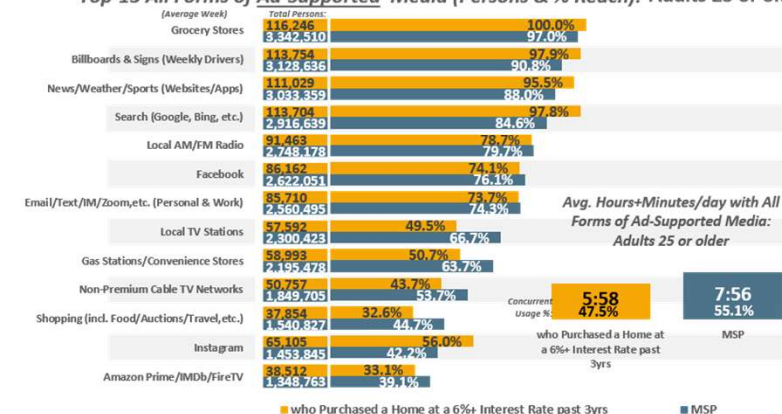
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older

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



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

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



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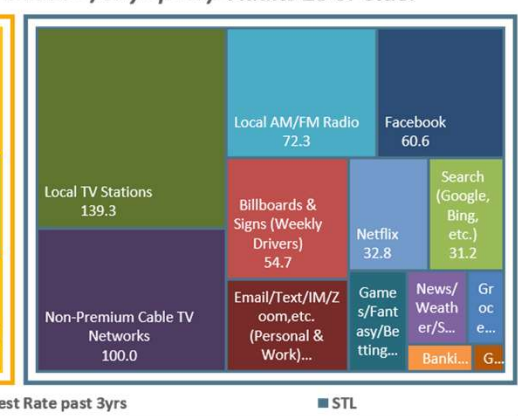
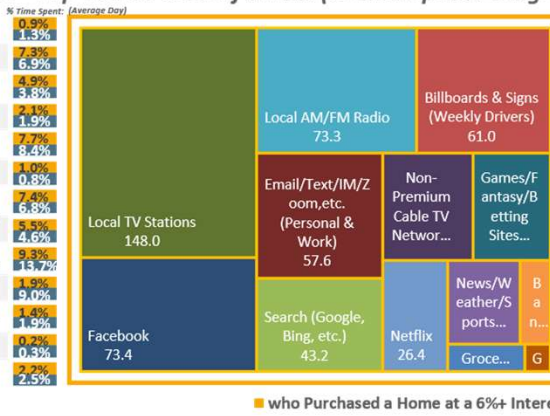
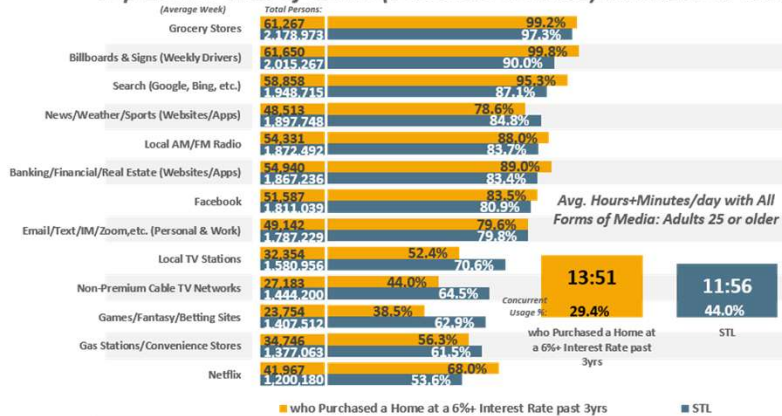
[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



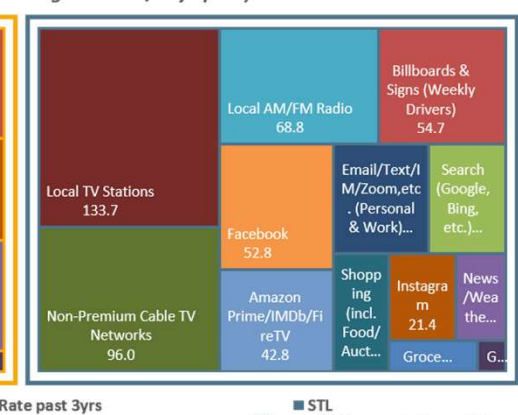
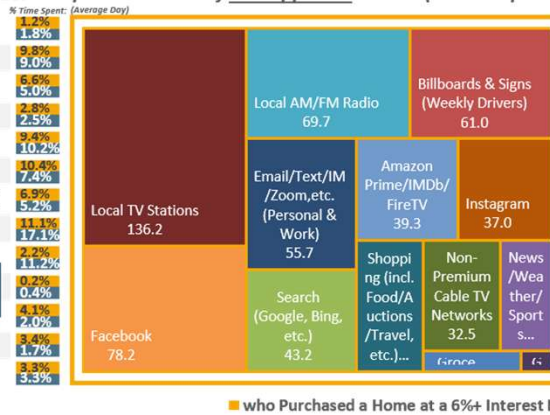
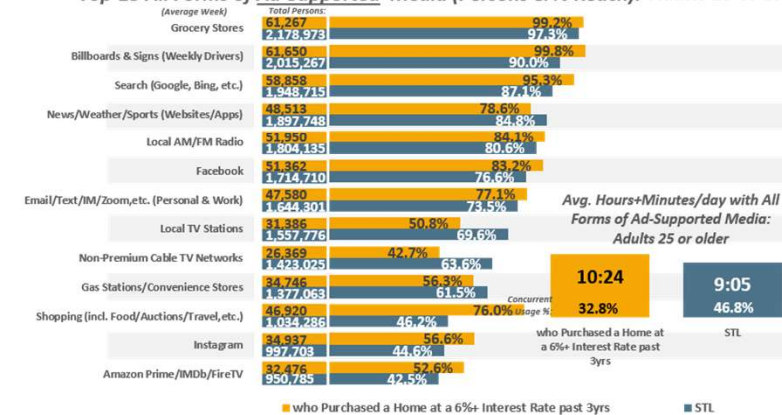


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 10 hours and 24 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

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



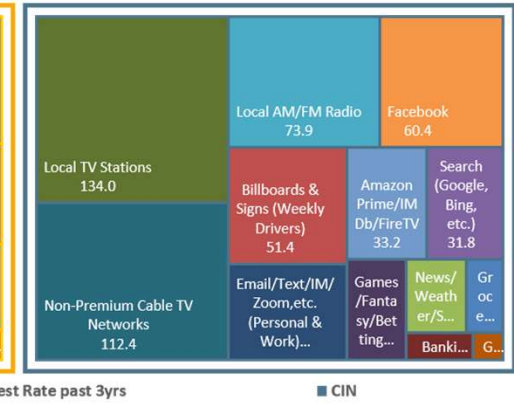
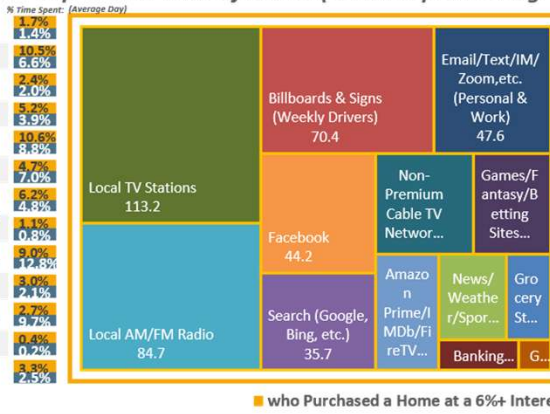
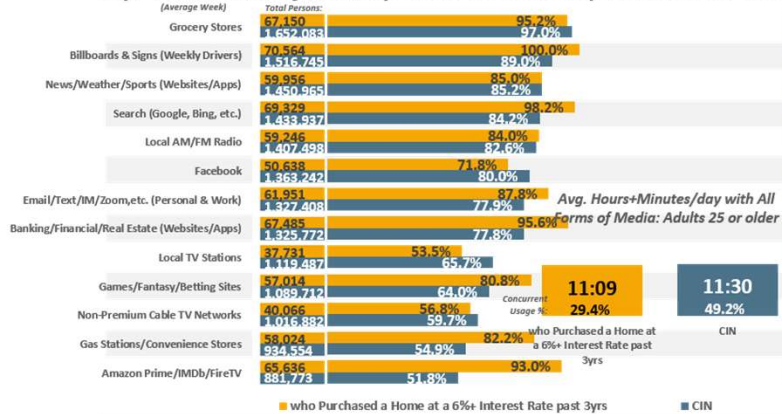
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



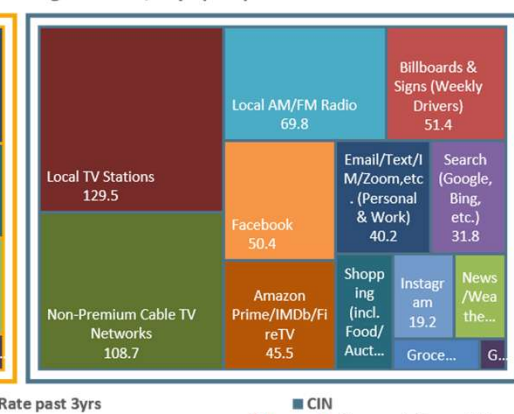
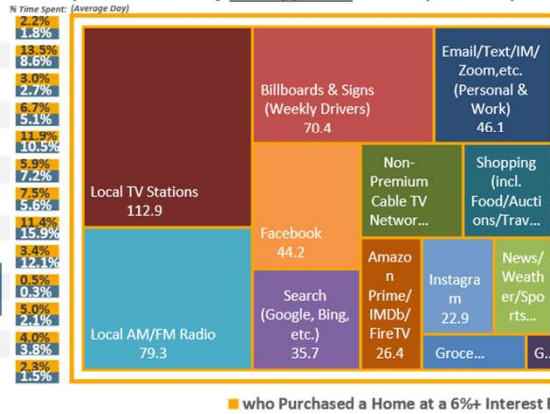
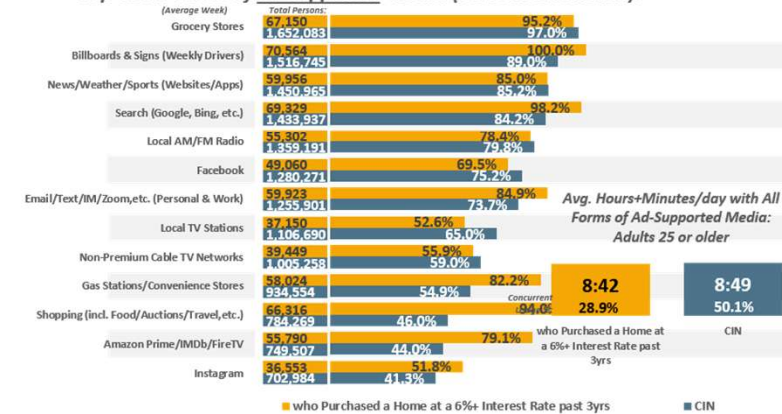


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 8 hours and 42 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 79.3 minutes/day. (Local Radio delivers 11.9% of Time with Ad-Supported Media.)

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



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

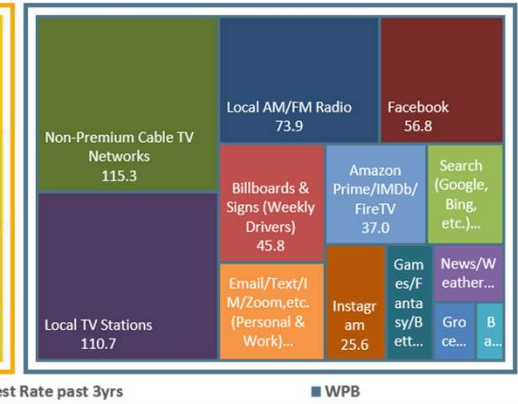
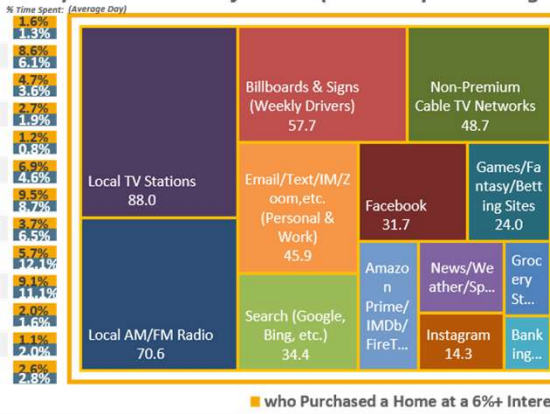
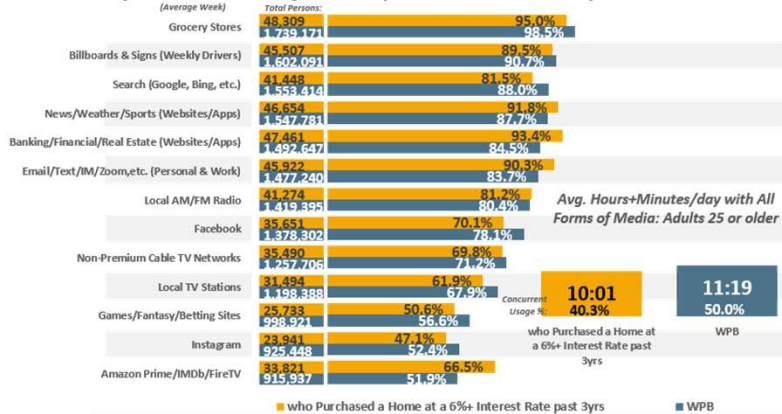




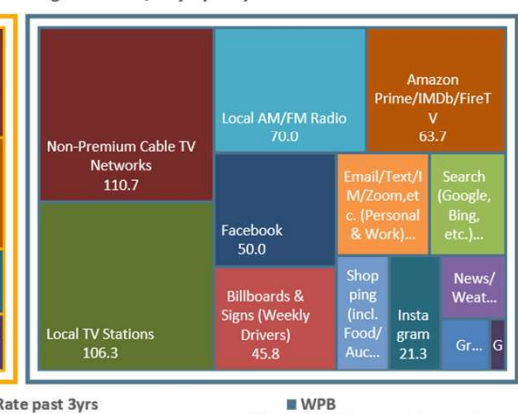
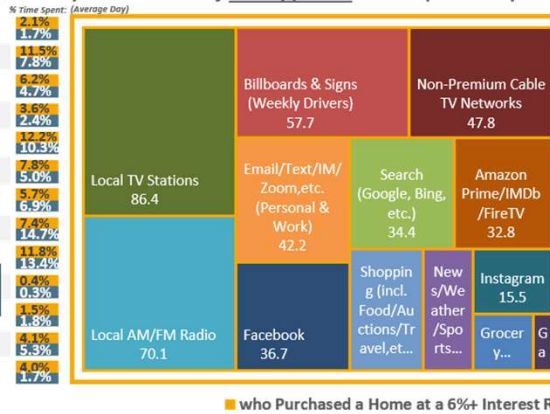
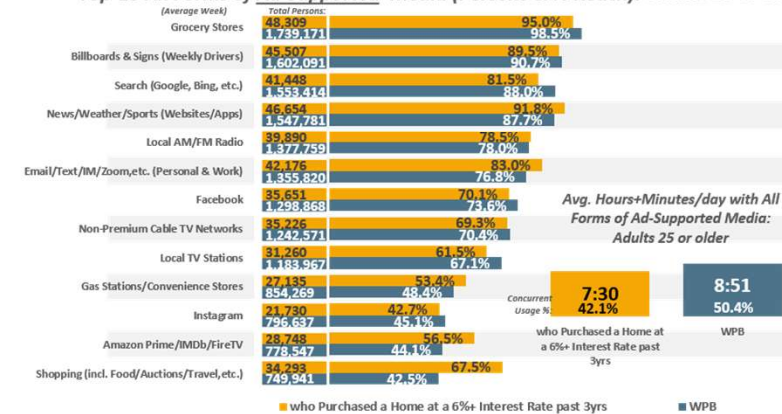


Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 78.5% listen to Local AM/FM Radio for an avg. of 70.1 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

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



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



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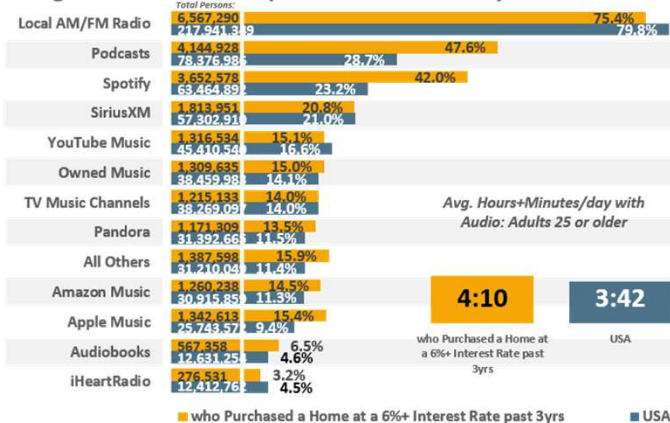
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(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

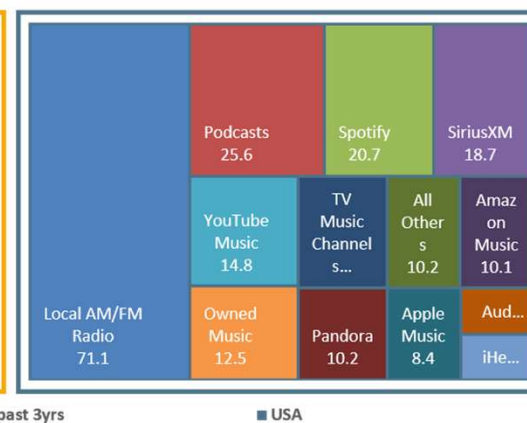
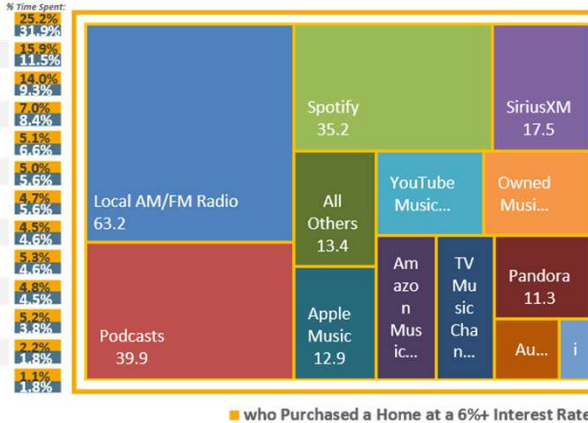


6,202,318 or 71.3% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

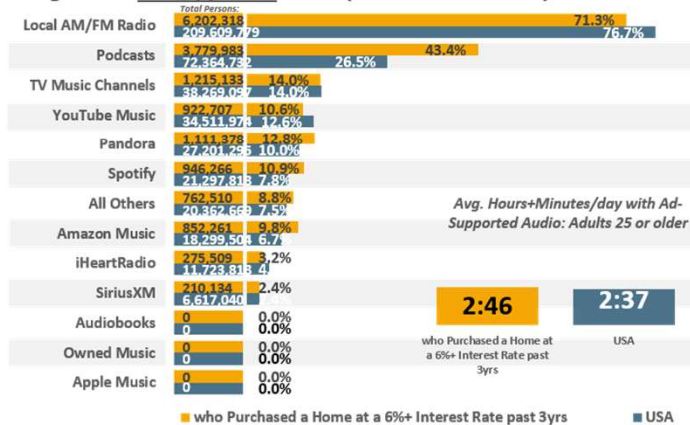
### Avg. Week All Audio (Persons & % Reach): Adults 25 or older



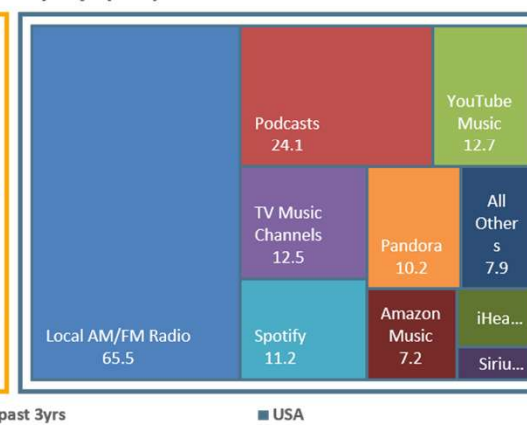
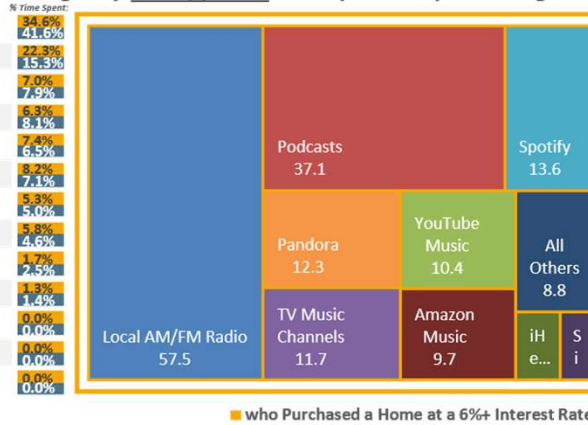
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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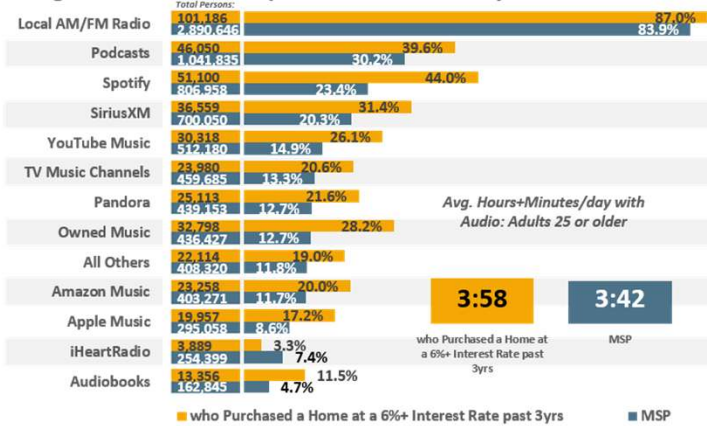
soefa.ai Share of Everything for Anything

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

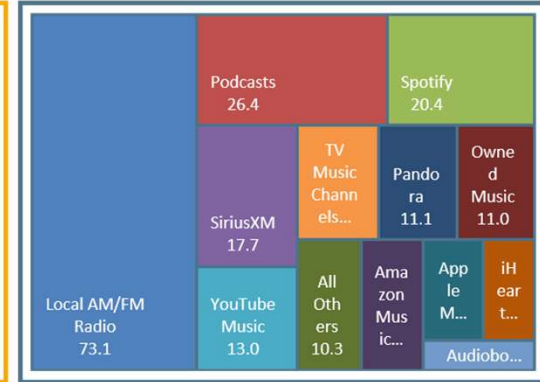
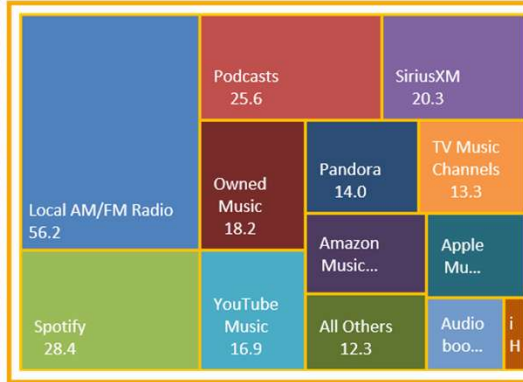


91,463 or 78.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 44.7 minutes every day representing 28.8% of all time spent daily with Ad-Supported Audio.

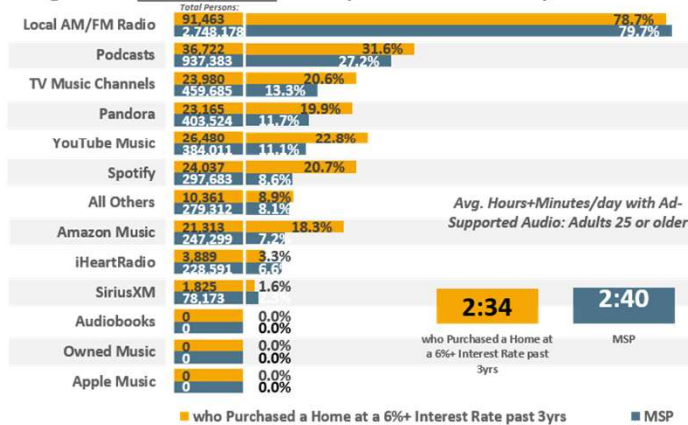
### Avg. Week All Audio (Persons & % Reach): Adults 25 or older



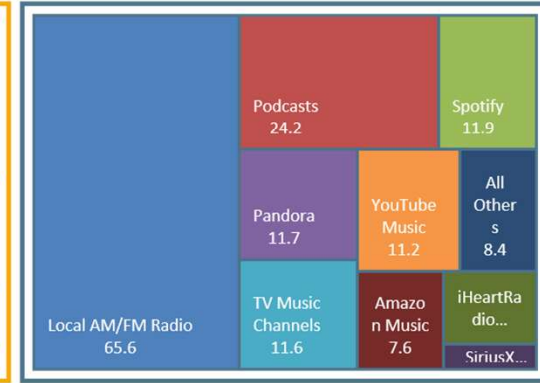
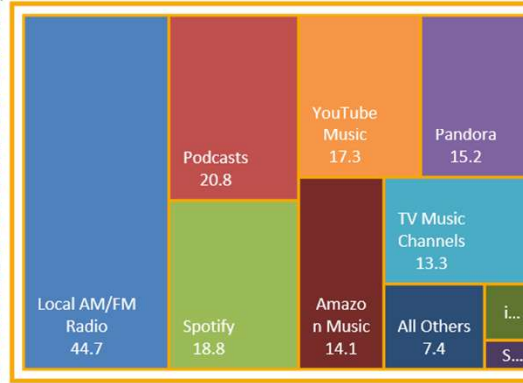
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

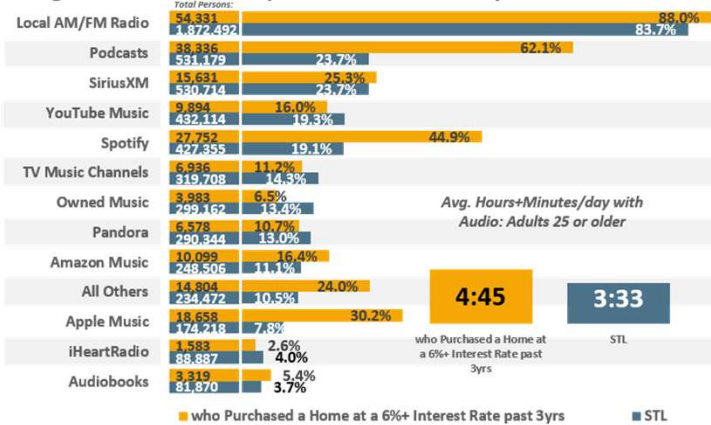




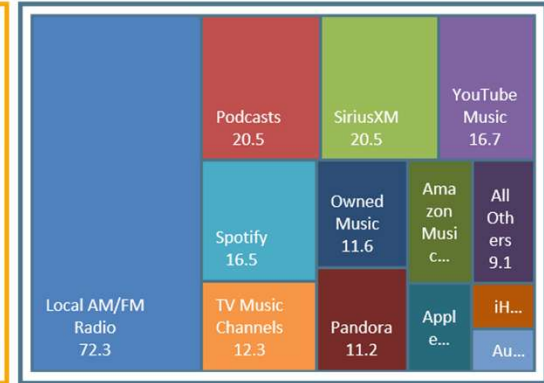
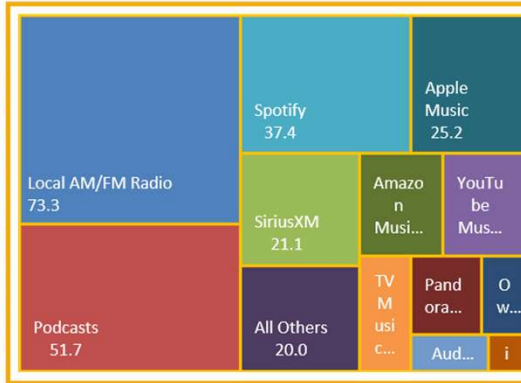


51,950 or 84.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

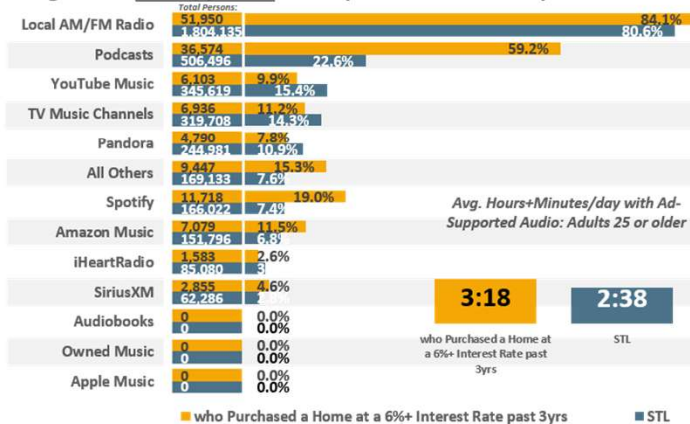
**Avg. Week All Audio (Persons & % Reach): Adults 25 or older**



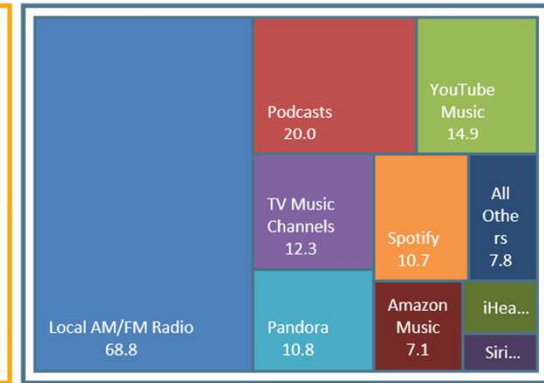
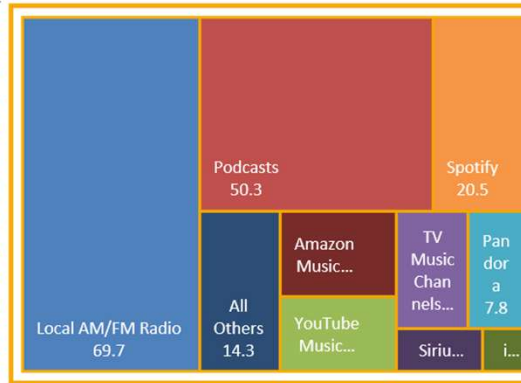
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



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



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

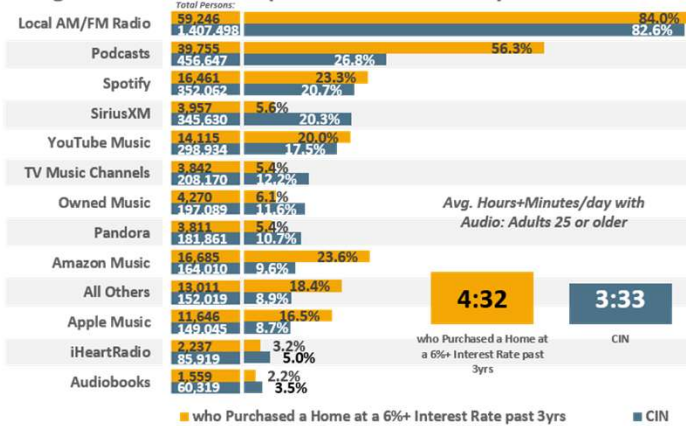




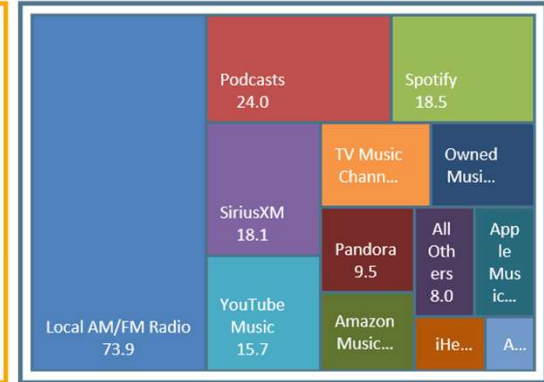
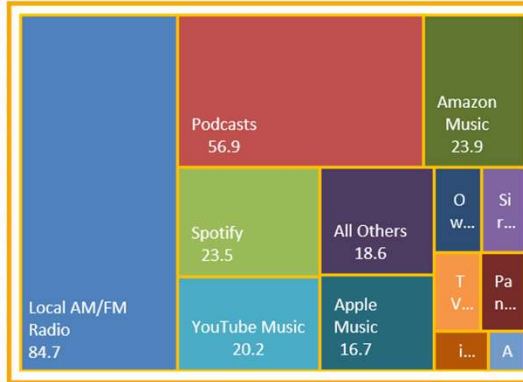


55,302 or 78.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 79.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.

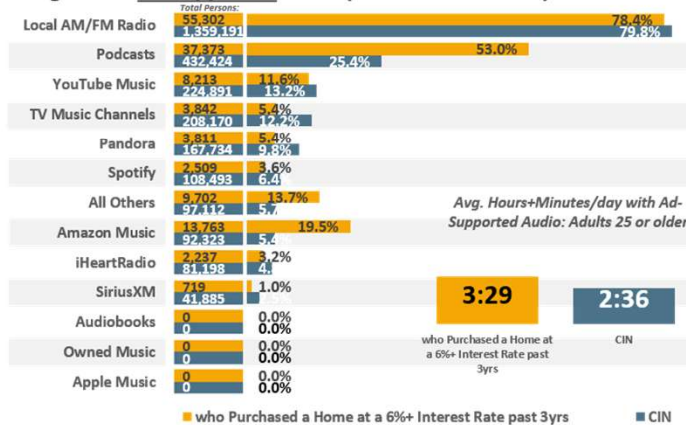
#### Avg. Week All Audio (Persons & % Reach): Adults 25 or older



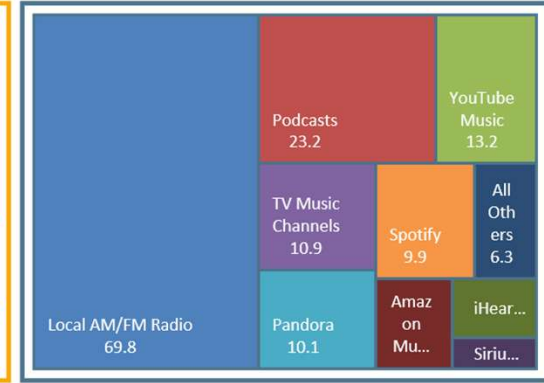
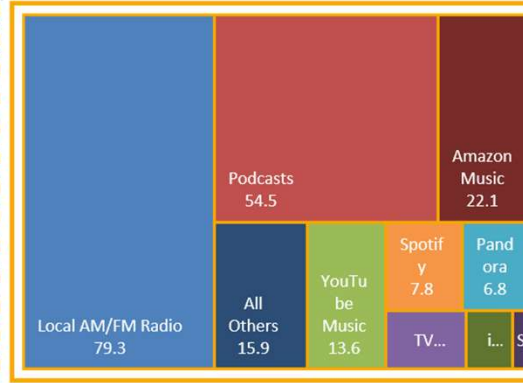
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



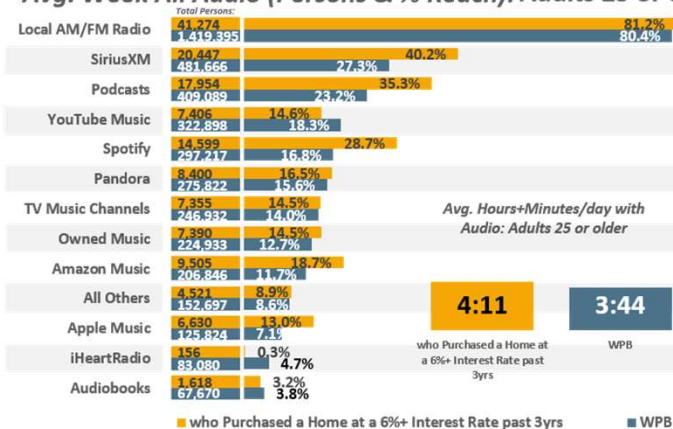
#### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



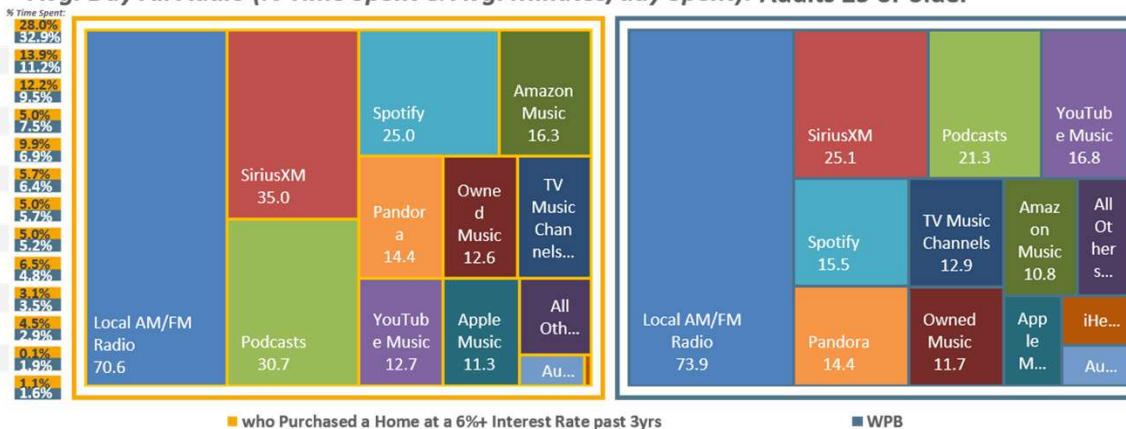


39,890 or 78.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

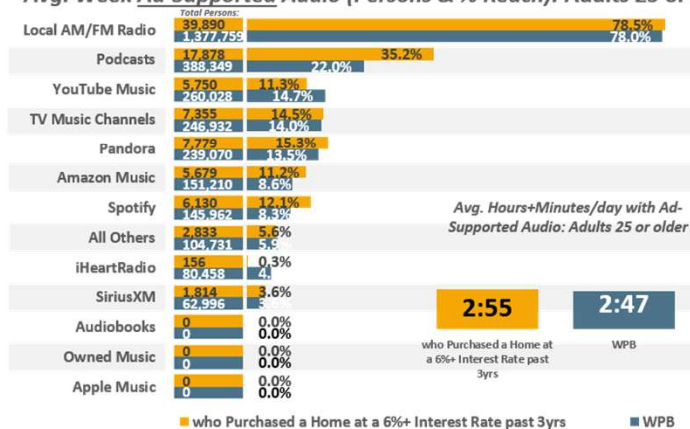
### Avg. Week All Audio (Persons & % Reach): Adults 25 or older



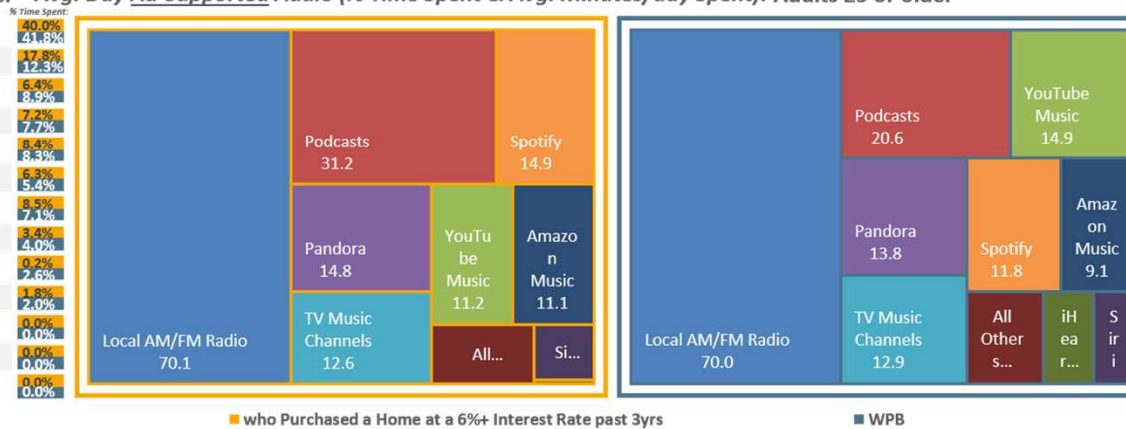
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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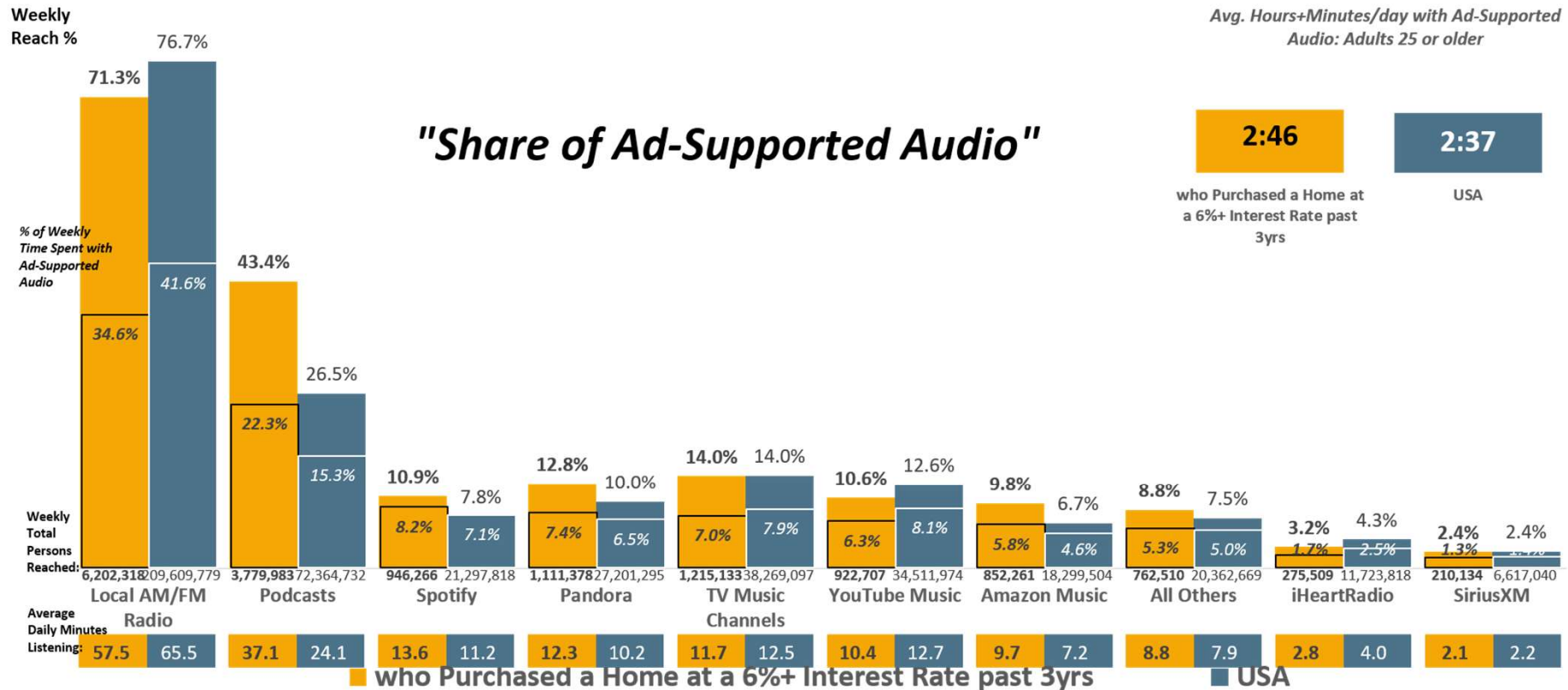


### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





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Weekly Reach %

78.7% 79.7%

% of Weekly Time Spent with Ad-Supported Audio

## "Share of Ad-Supported Audio"

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

2:34

2:40

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

MSP

Weekly Total Persons Reached:

Average Daily Minutes Listening:

| Platform          | who Purchased a Home at a 6%+ Interest Rate past 3yrs | MSP               |
|-------------------|-------------------------------------------------------|-------------------|
| Local AM/FM Radio | 91,463<br>44.7                                        | 2,748,178<br>65.6 |
| Podcasts          | 36,722<br>20.8                                        | 937,383<br>24.2   |
| Spotify           | 24,037<br>18.8                                        | 297,683<br>11.9   |
| YouTube Music     | 26,480<br>17.3                                        | 384,011<br>11.2   |
| Pandora           | 23,165<br>15.2                                        | 403,524<br>11.7   |
| Amazon Music      | 21,313<br>14.1                                        | 247,299<br>7.6    |
| TV Music Channels | 23,980<br>13.3                                        | 459,685<br>11.6   |
| All Others        | 10,361<br>7.4                                         | 279,312<br>8.4    |
| iHeartRadio       | 3,889<br>2.2                                          | 228,591<br>6.1    |
| SiriusXM          | 1,825<br>1.1                                          | 78,173<br>2.1     |

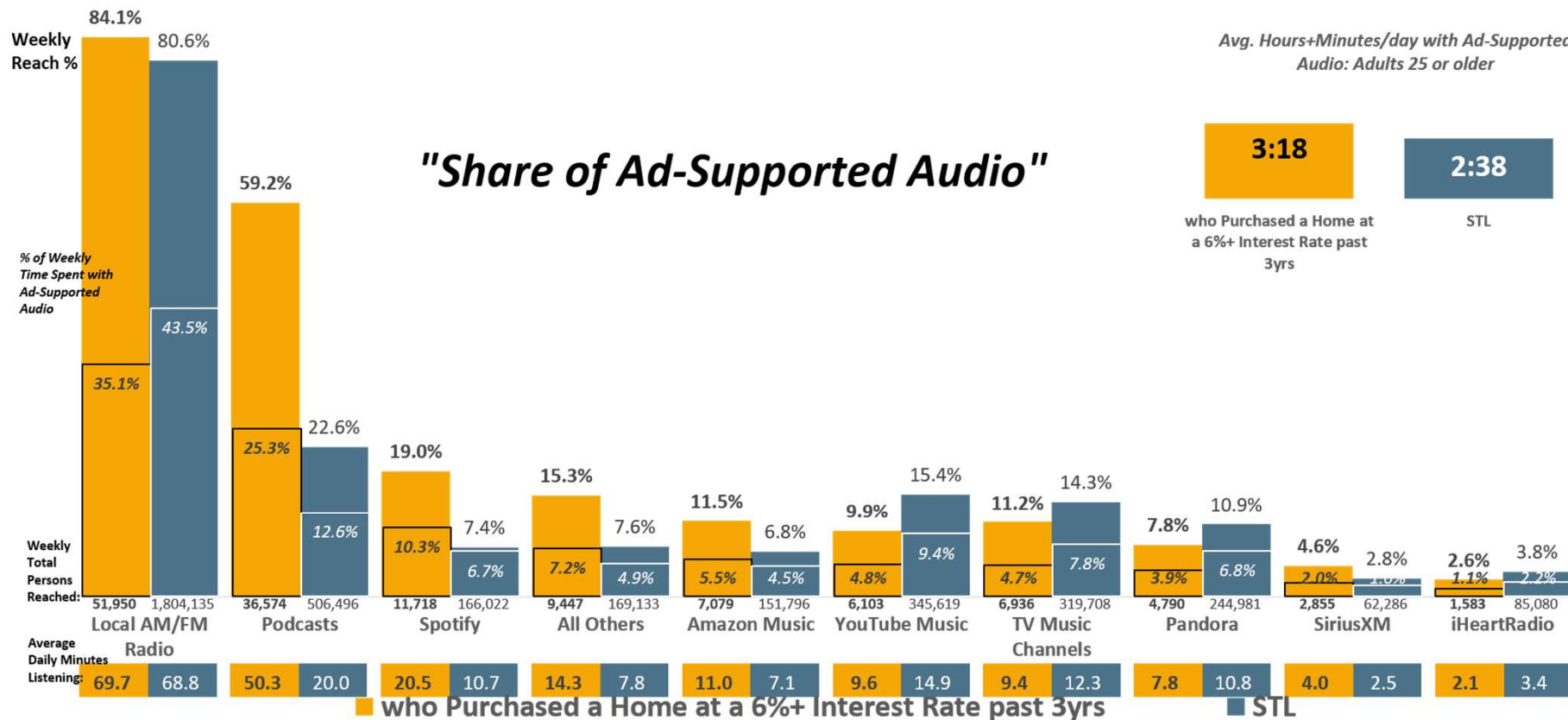
who Purchased a Home at a 6%+ Interest Rate past 3yrs

MSP



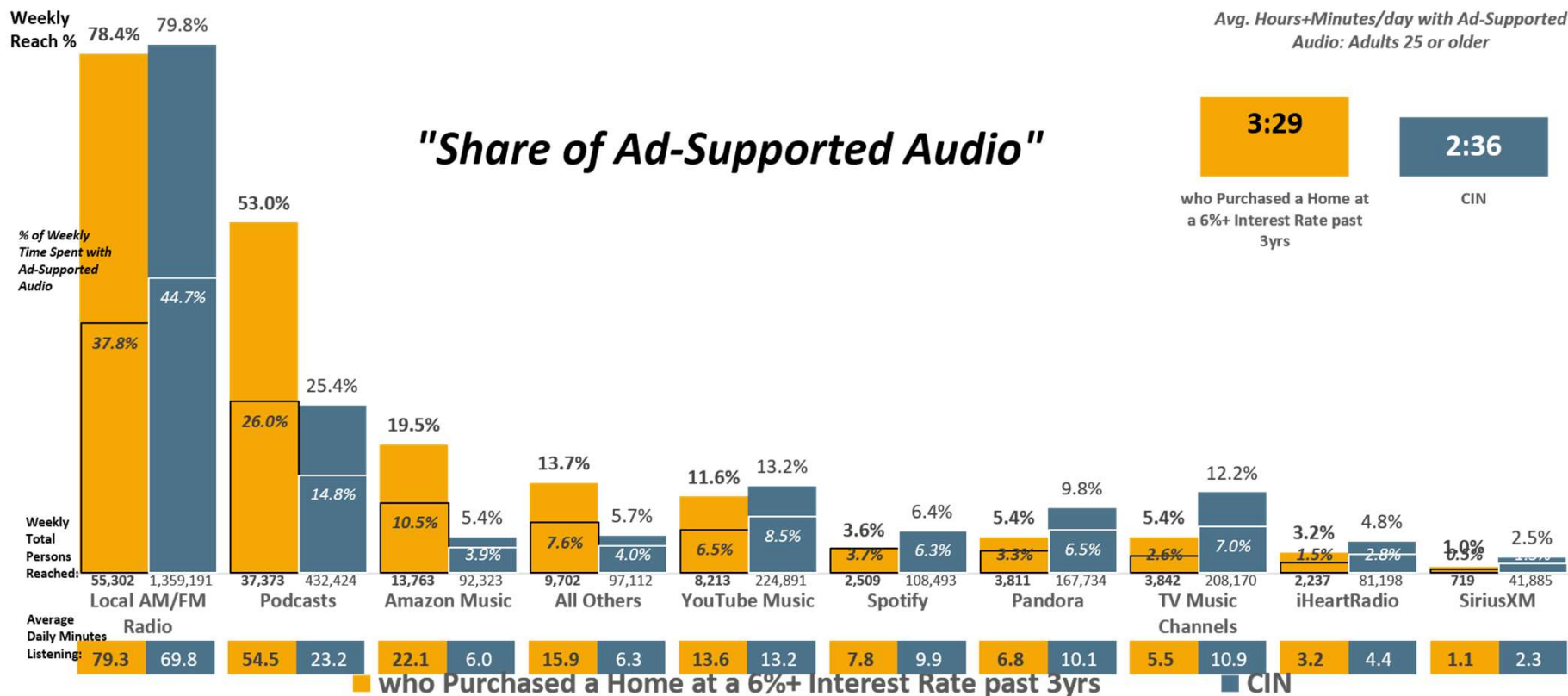


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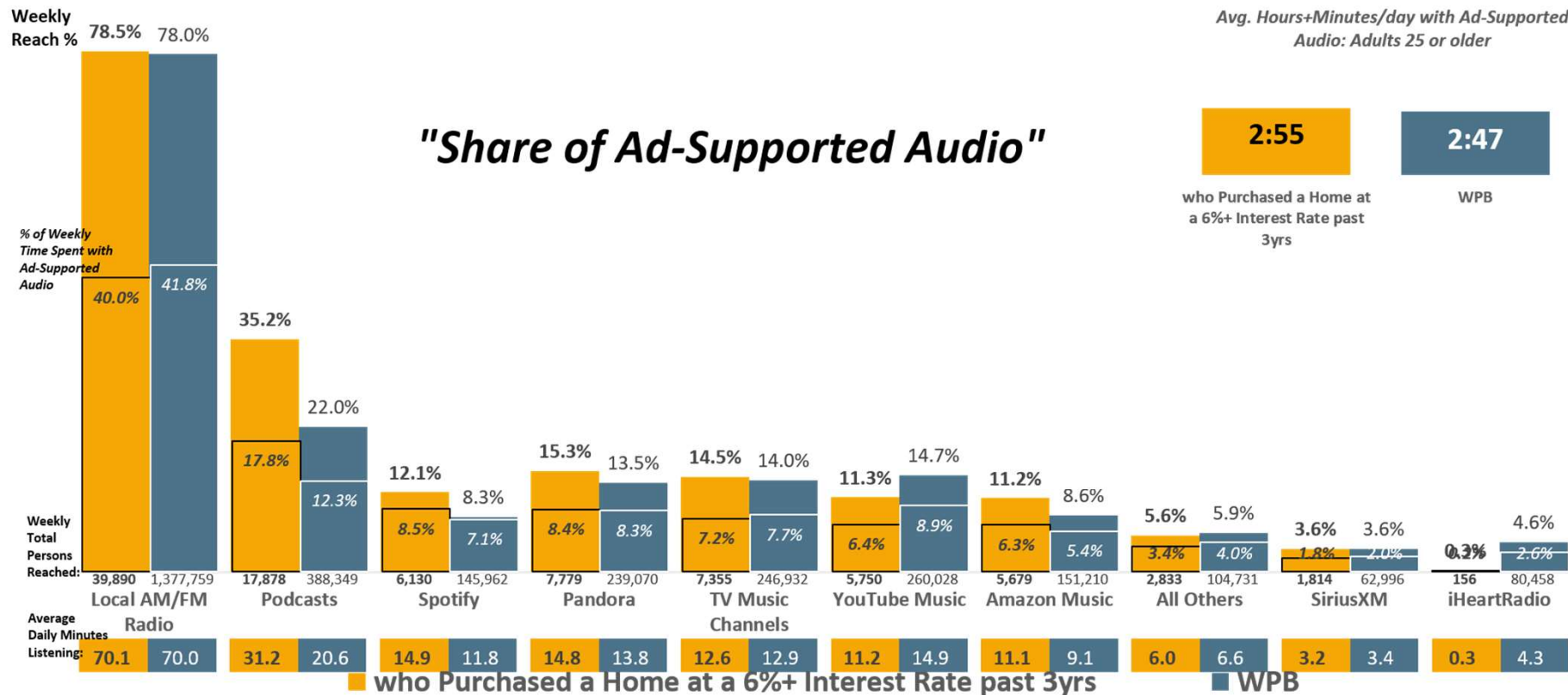


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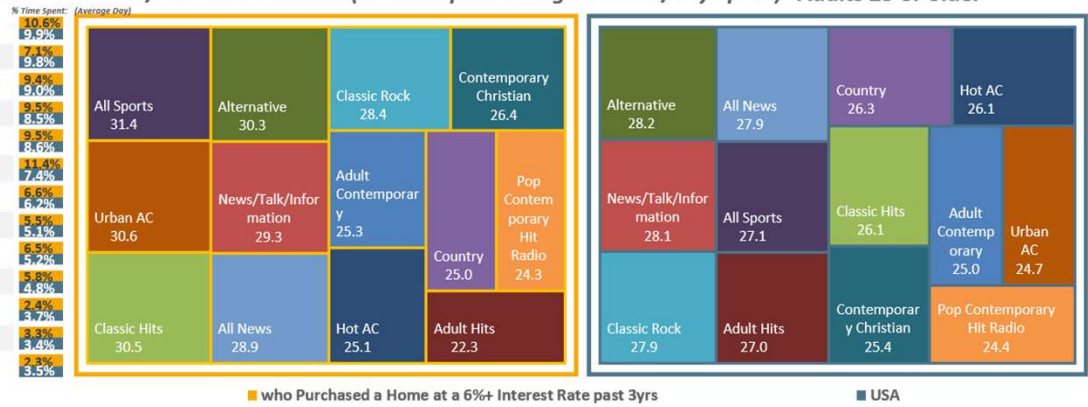
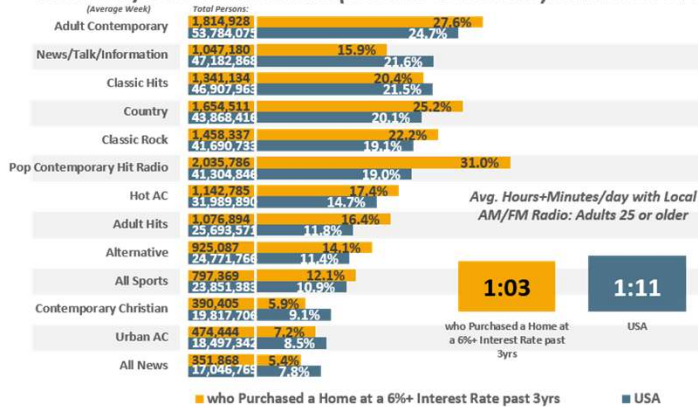
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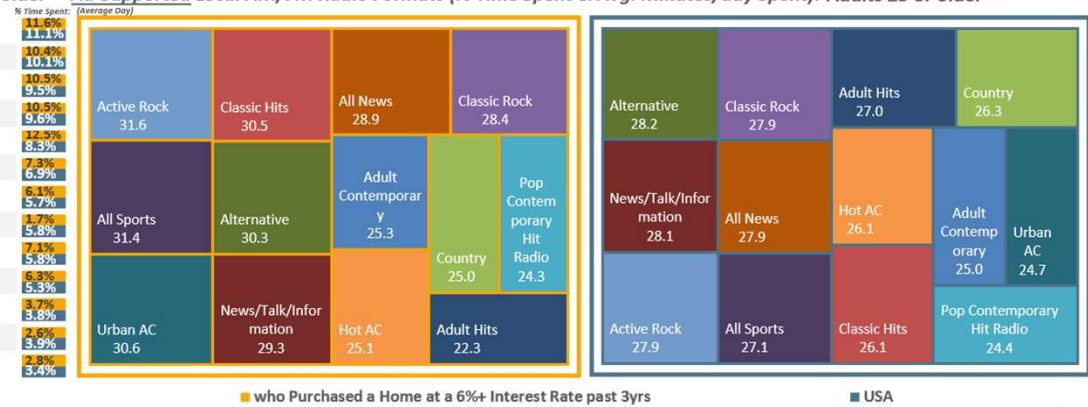
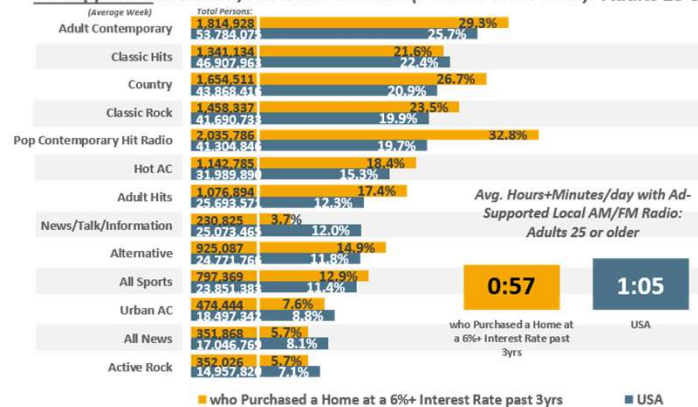


6,202,318 or 71.3% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Rock, and Classic Hits.

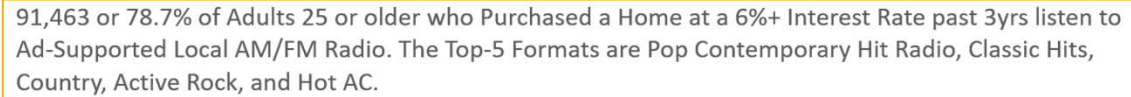
**Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older** **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



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



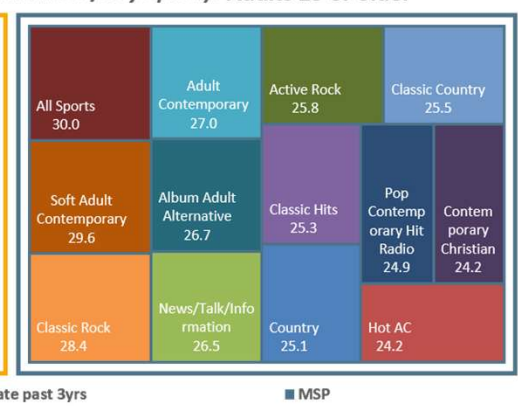
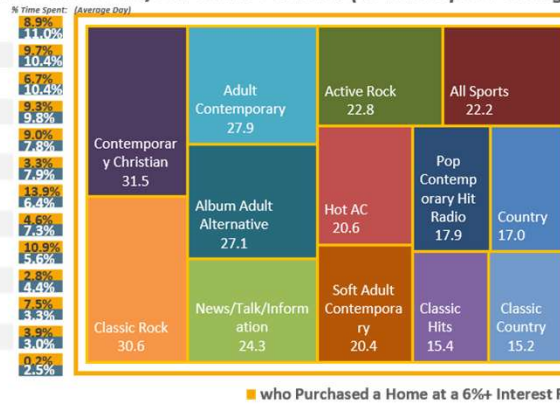




|                            | (Average Week) | Total Persons: |       |       |
|----------------------------|----------------|----------------|-------|-------|
| Country                    | 22,280         | 1,815,552      | 22.0% | 28.9% |
| Hot AC                     | 20,078         | 824,441        | 19.8% | 28.5% |
| News/Talk/Information      | 11,673         | 791,466        | 11.5% | 26.0% |
| Classic Hits               | 25,767         | 721,004        | 25.5% | 24.5% |
| Adult Contemporary         | 13,742         | 552,726        | 13.6% | 19.1% |
| Classic Rock               | 4,535          | 529,883        | 4.5%  | 18.3% |
| Pop Contemporary Hit Radio | 38,028         | 863,888        | 37.8% | 16.9% |
| All Sports                 | 8,782          | 463,809        | 8.7%  | 16.0% |
| Active Rock                | 20,380         | 411,395        | 20.1% | 14.4% |
| Contemporary Christian     | 8,894          | 446,621        | 3.8%  | 14.1% |
| Album Adult Alternative    | 11,725         | 236,298        | 11.6% | 8.2%  |
| Soft Adult Contemporary    | 8,223          | 190,575        | 8.1%  | 6.6%  |
| Classic Country            | 692            | 167,510        | 0.7%  | 7.7%  |

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

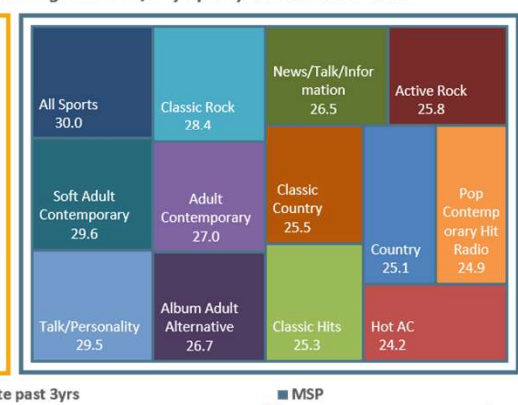
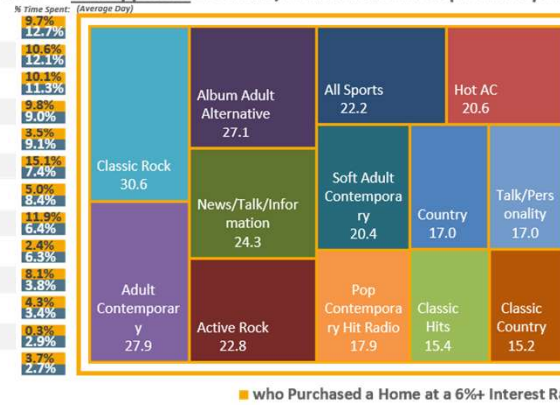
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 25 or older  
 0:56  
 1:13  
 who Purchased a Home at a 6%+ Interest Rate past 3yrs  
 MSP



| Category                   | who Purchased a Home at a 6%+ Interest Rate past 3Yrs (Average Week) | who Purchased a Home at a 6%+ Interest Rate past 3Yrs (Total Persons) | MSP (Average Week) | MSP (Total Persons) |
|----------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------|---------------------|
| Country                    | 27,280                                                               | 836,559                                                               | 24.4%              | 30.4%               |
| Hot AC                     | 20,078                                                               | 824,441                                                               | 22.0%              | 30.0%               |
| Classic Hits               | 25,767                                                               | 677,704                                                               | 28.2%              | 25.8%               |
| Adult Contemporary         | 13,742                                                               | 537,775                                                               | 15.0%              | 20.1%               |
| Classic Rock               | 4,535                                                                | 595,883                                                               | 5.0%               | 19.6%               |
| Pop Contemporary Hit Radio | 33,023                                                               | 489,889                                                               | 36.1%              | 17.6%               |
| All Sports                 | 8,788                                                                | 418,809                                                               | 9.6%               | 15.9%               |
| Active Rock                | 20,380                                                               | 411,895                                                               | 22.3%              | 15.0%               |
| News/Talk/Information      | 3,852                                                                | 669,806                                                               | 4.2%               | 14.7%               |
| Album Adult Alternative    | 11,723                                                               | 215,793                                                               | 12.8%              | 8.6%                |
| Soft Adult Contemporary    | 8,223                                                                | 160,575                                                               | 9.0%               | 6.9%                |
| Classic Country            | 692                                                                  | 187,510                                                               | 0.8%               | 6.8%                |
| Talk/Personality           | 8,478                                                                | 149,631                                                               | 9.3%               | 57.4%               |

Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 25 or older

0:44 (who Purchased a Home at a 6%+ Interest Rate past 3Yrs) vs 1:05 (MSP)



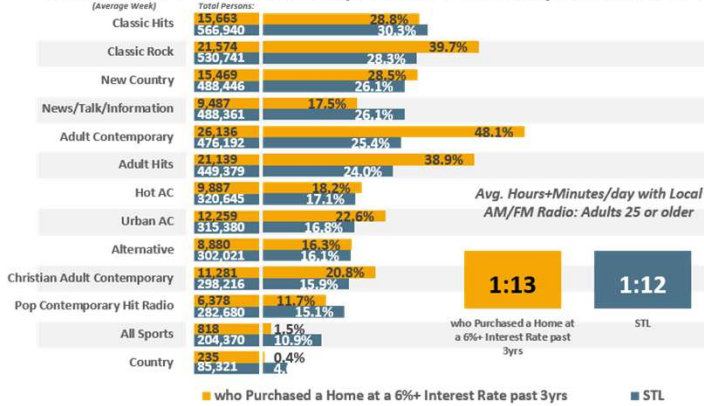
■ MSP  
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for Anything ©

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

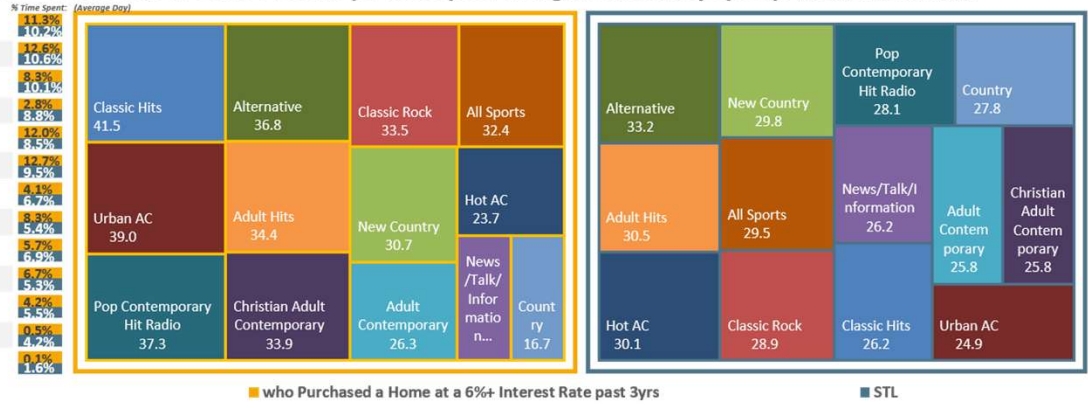


51,950 or 84.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Adult Hits, Classic Hits, and New Country.

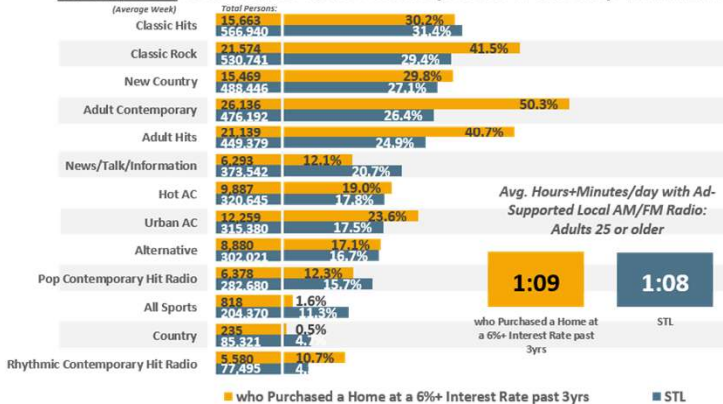
### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



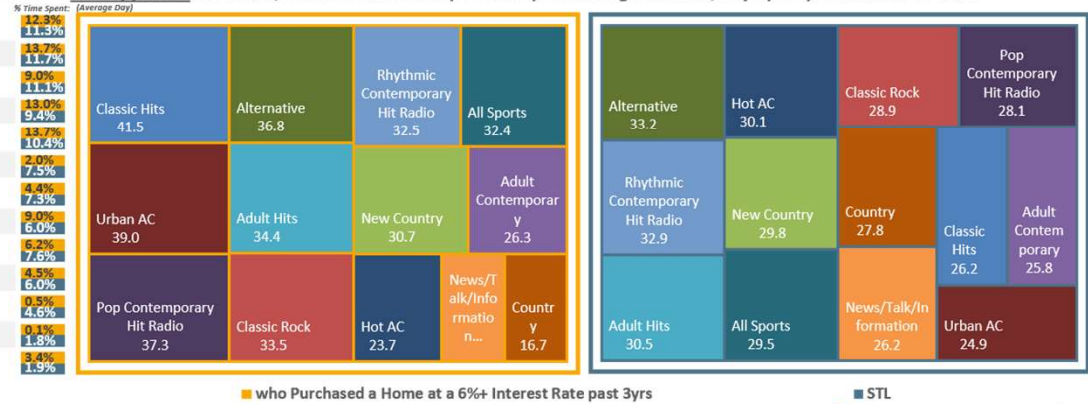
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



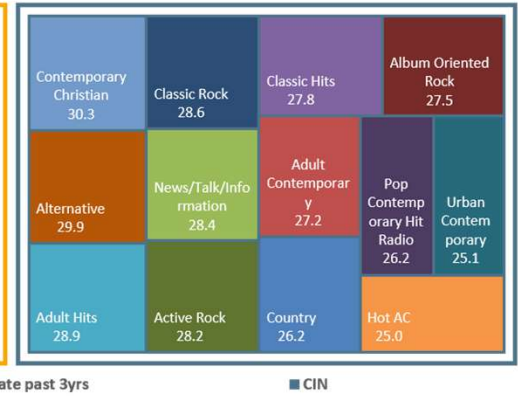
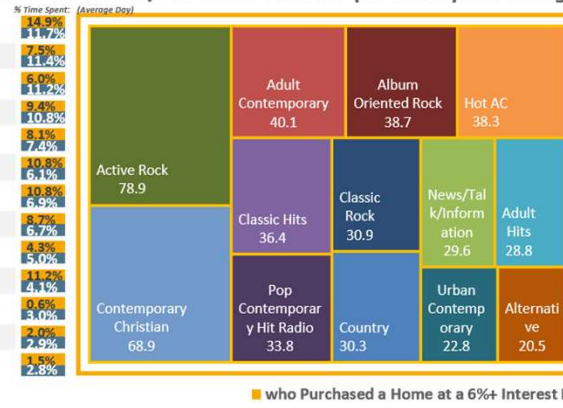
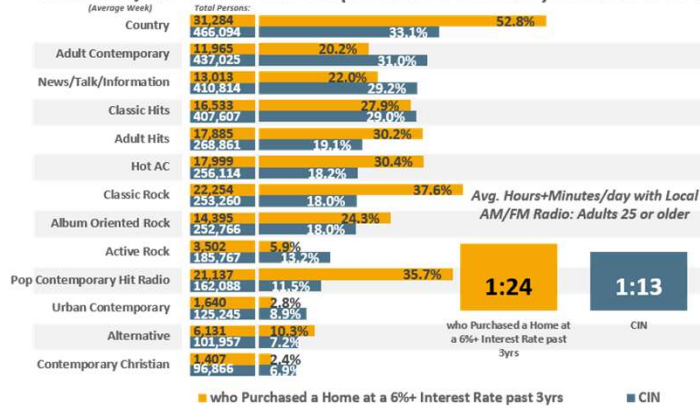
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



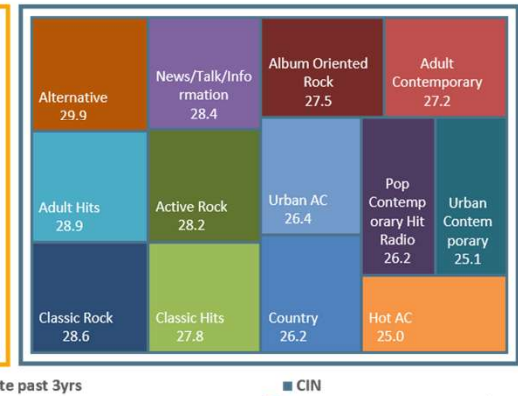
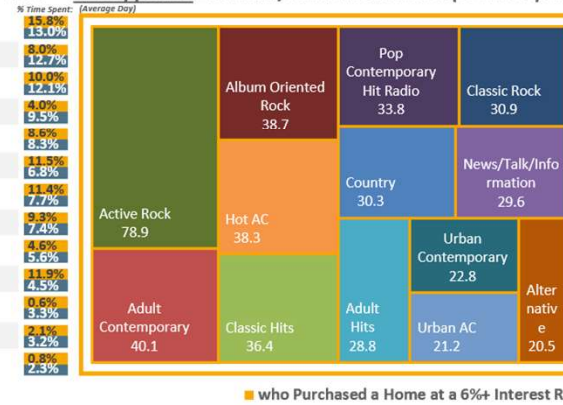
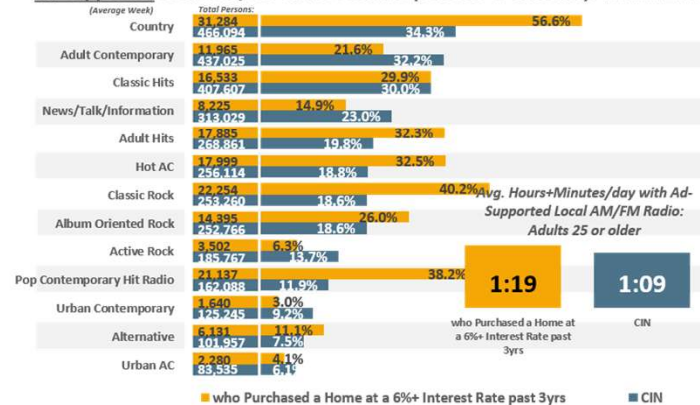


55,302 or 78.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Pop Contemporary Hit Radio, Hot AC, and Adult Hits.

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



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

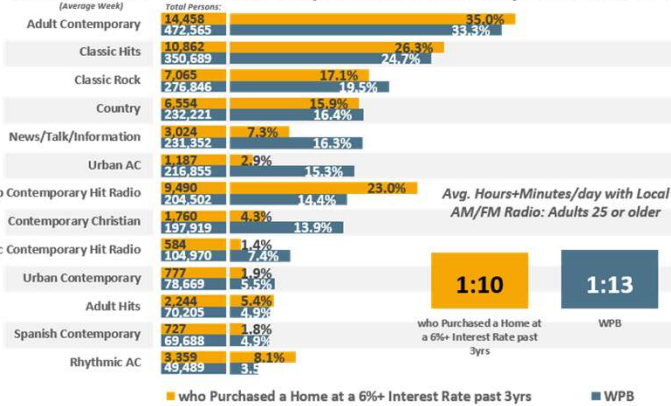




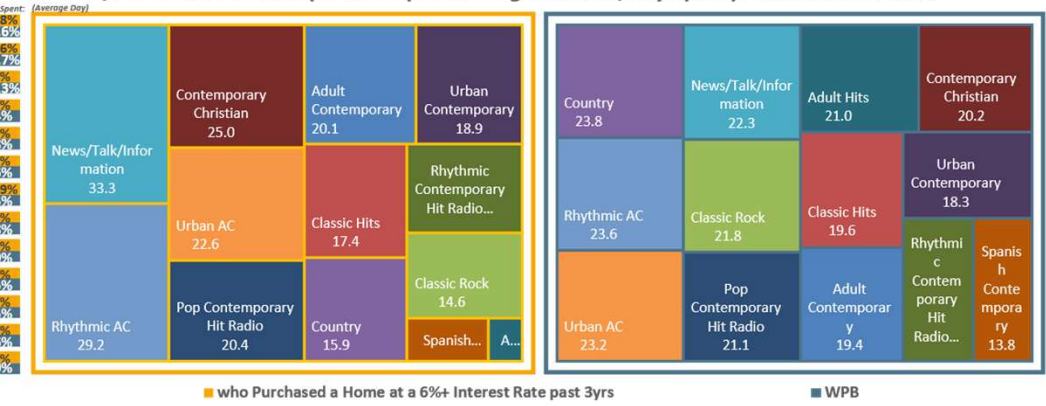


39,890 or 78.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

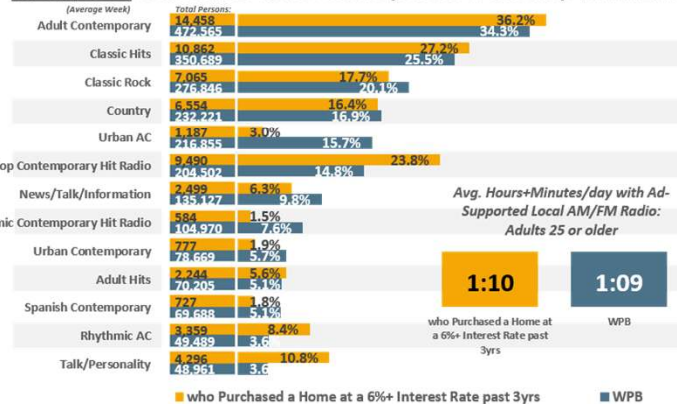
### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



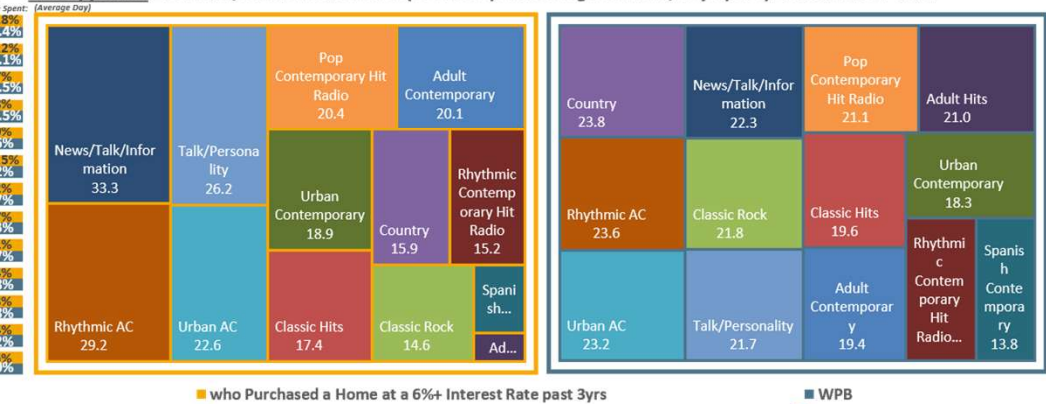
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



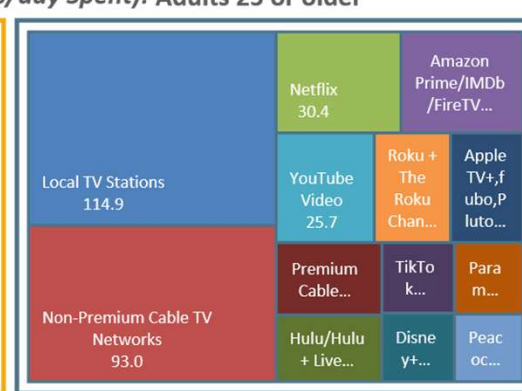
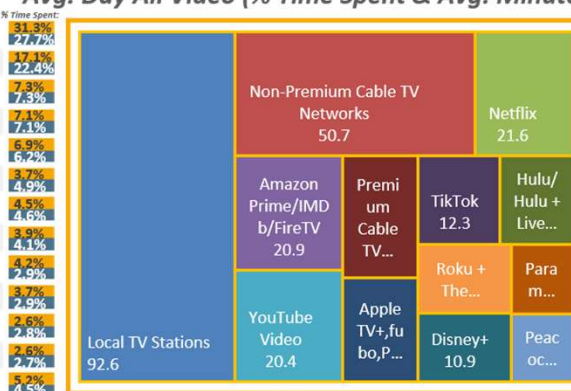
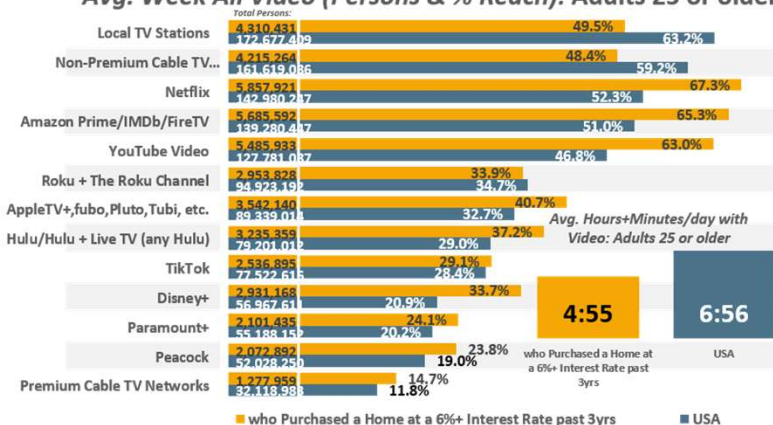




4,272,790 or 49.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 88.3 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

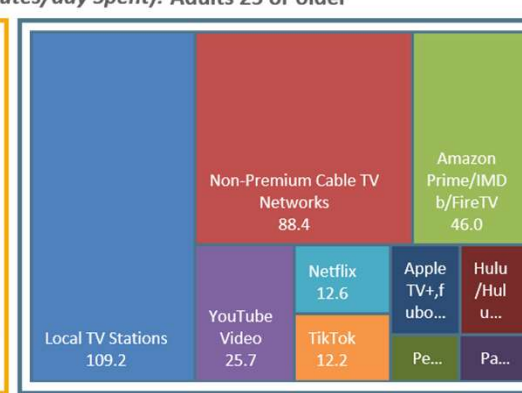
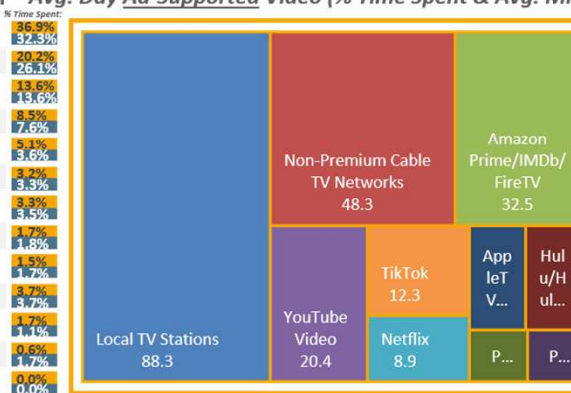
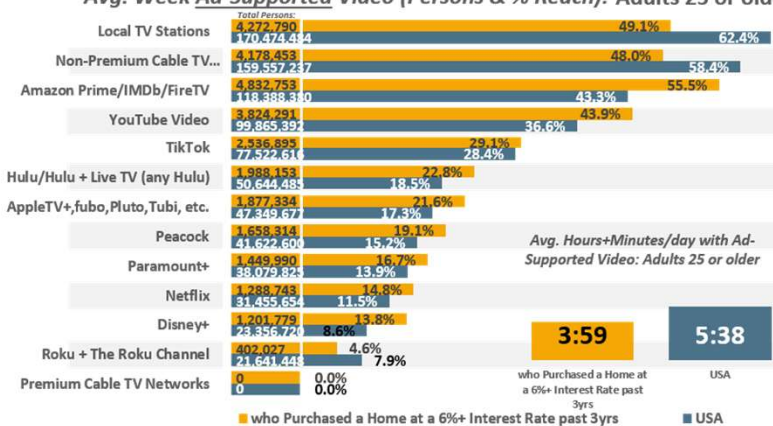
Avg. Week All Video (Persons & % Reach): Adults 25 or older

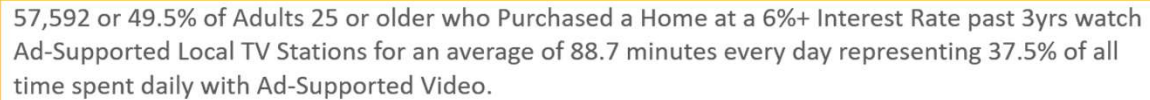
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



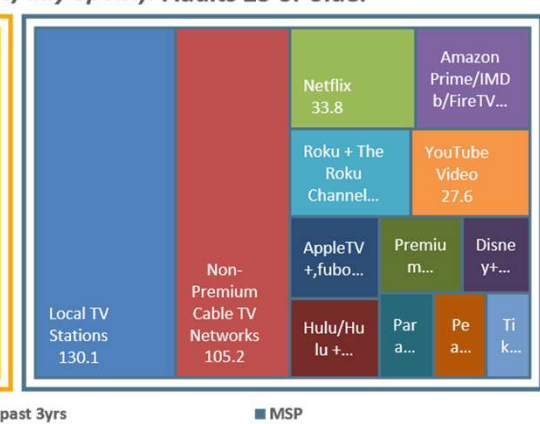
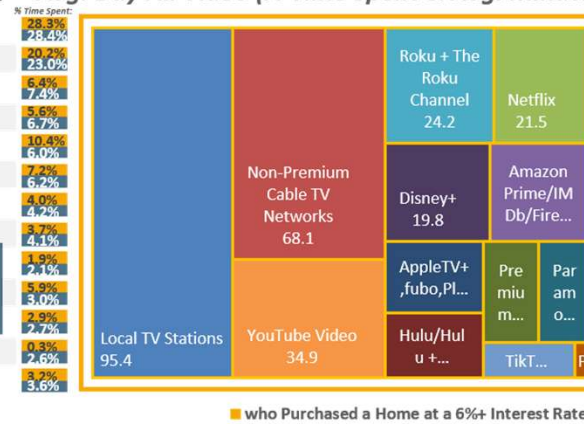
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older

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

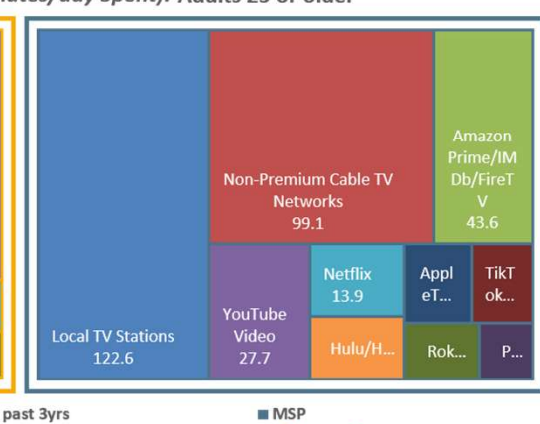
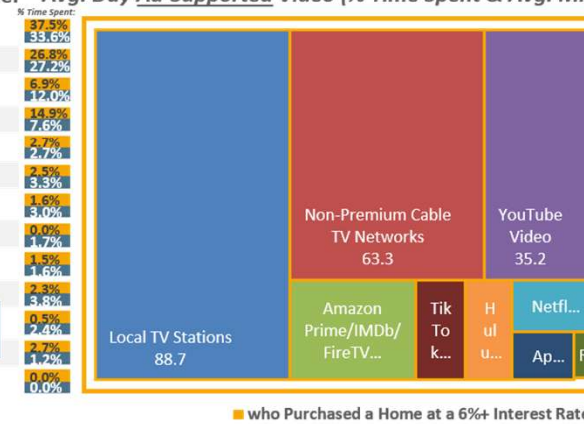




**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



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

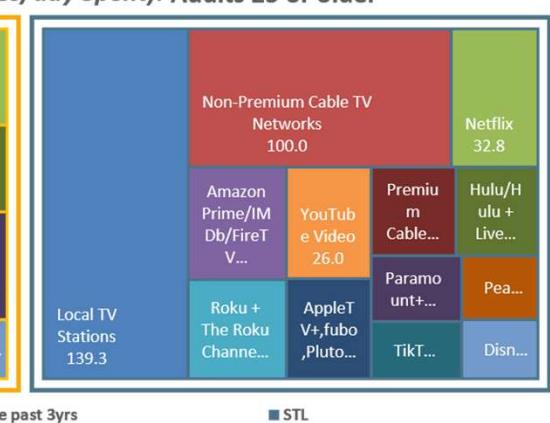
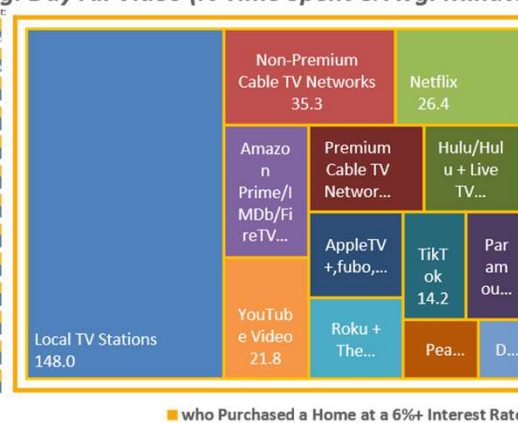
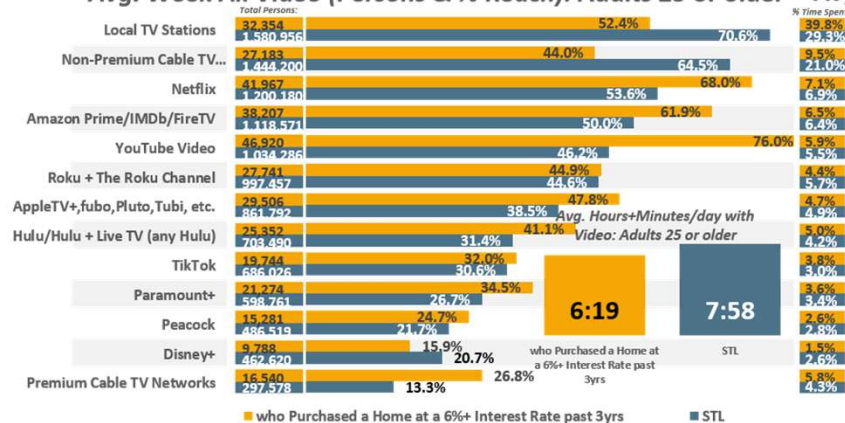




31,386 or 50.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 136.2 minutes every day representing 44.3% of all time spent daily with Ad-Supported Video.

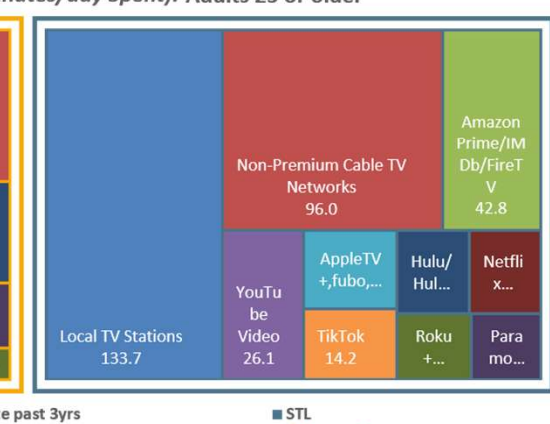
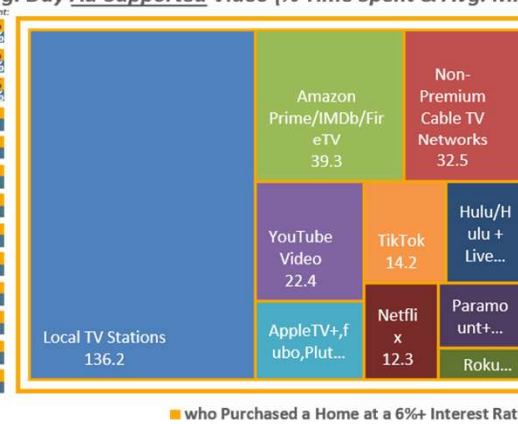
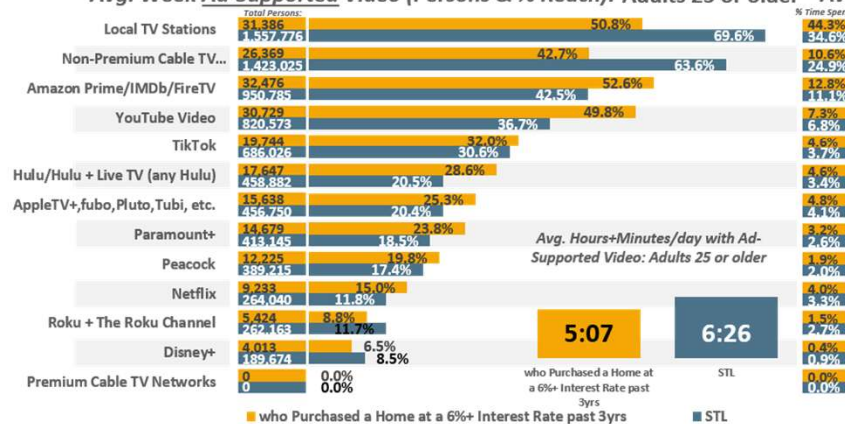
**Avg. Week All Video (Persons & % Reach): Adults 25 or older**

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 44  
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

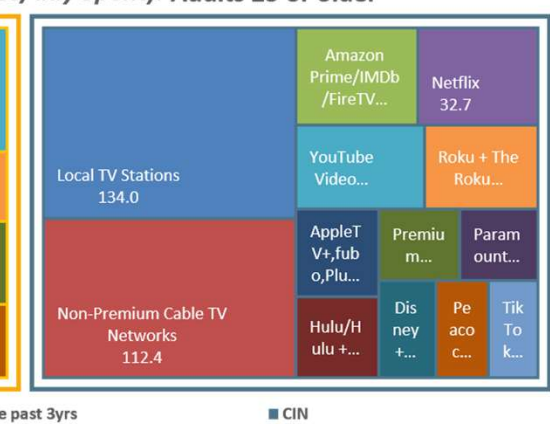
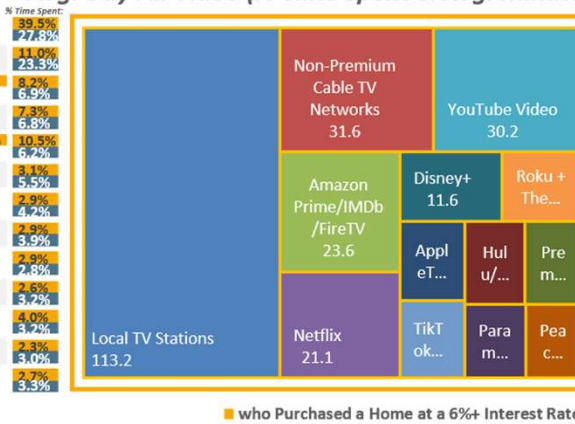
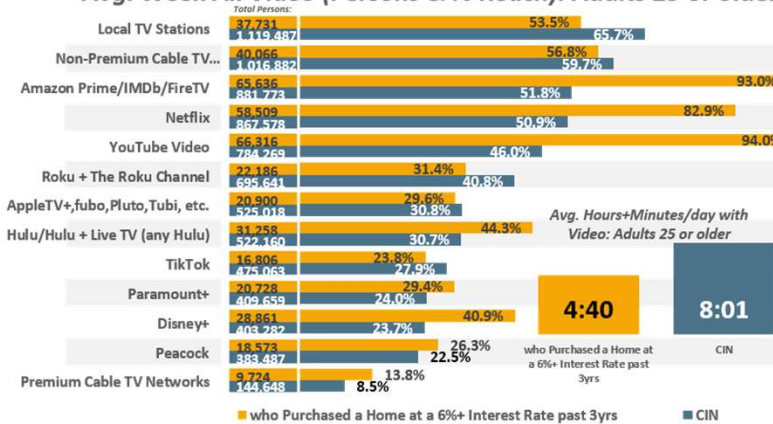




37,150 or 52.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 112.9 minutes every day representing 49.2% of all time spent daily with Ad-Supported Video.

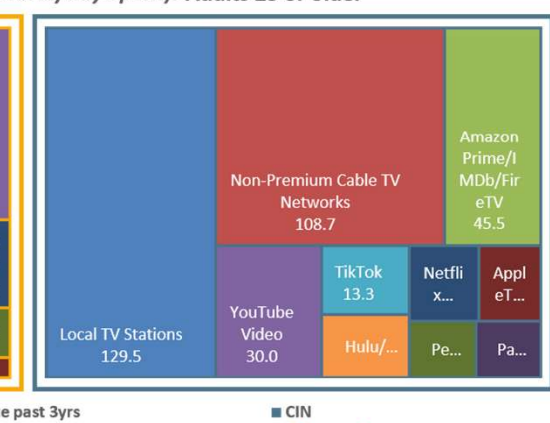
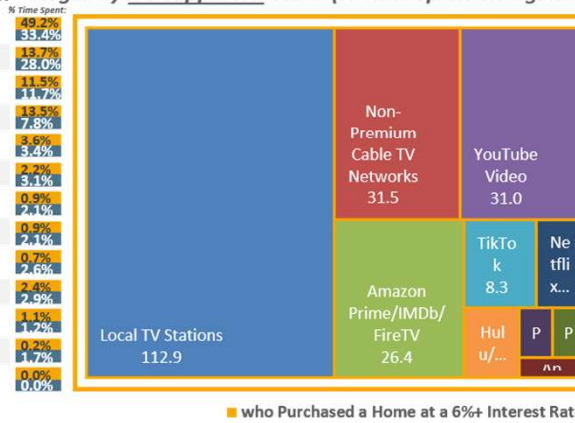
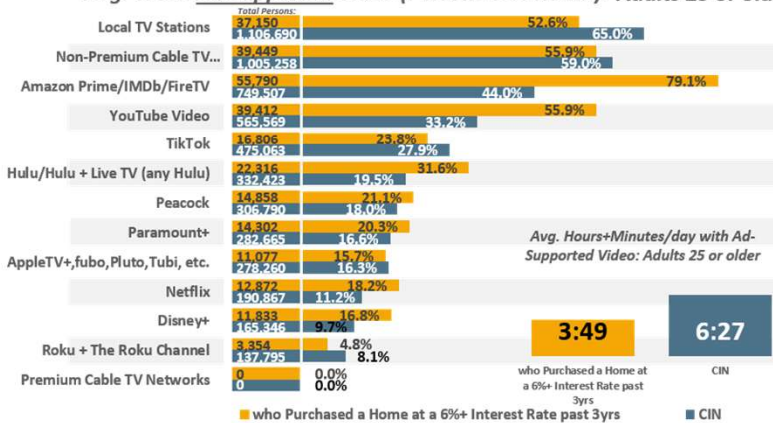
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58  
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(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

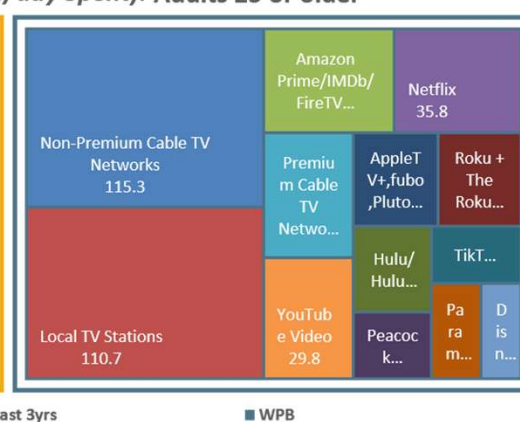
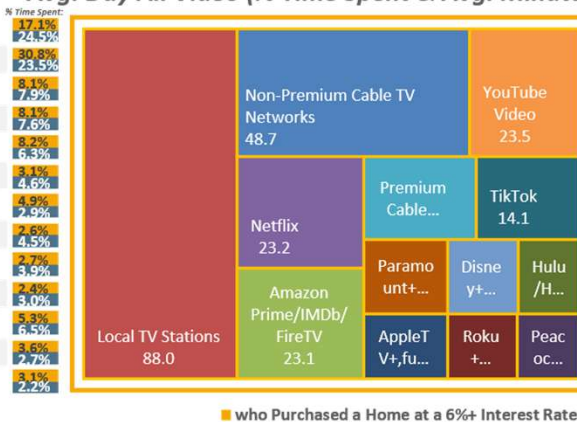
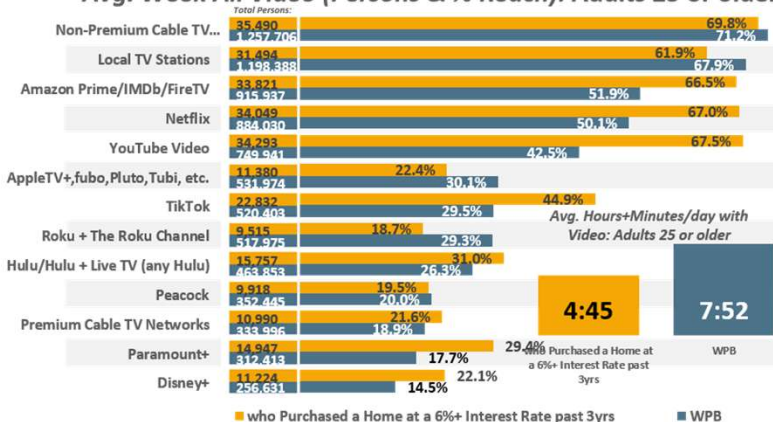




31,260 or 61.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 86.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

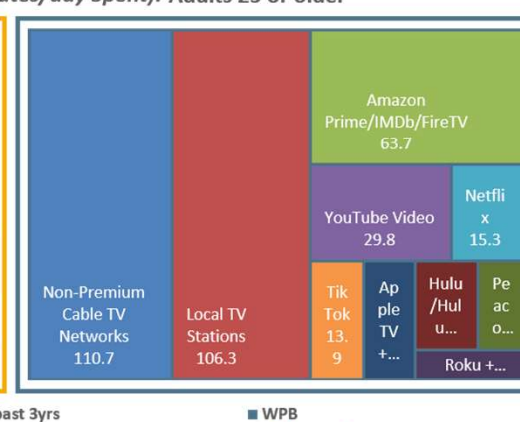
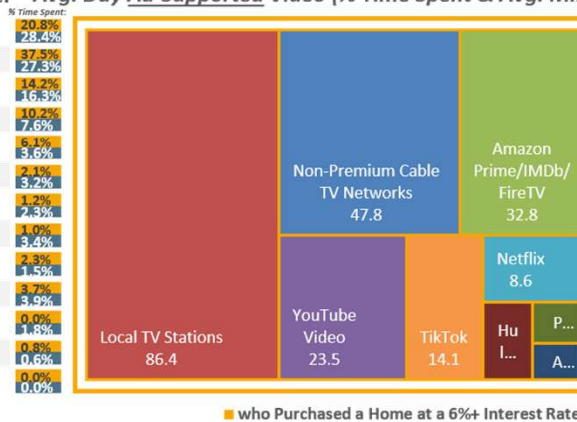
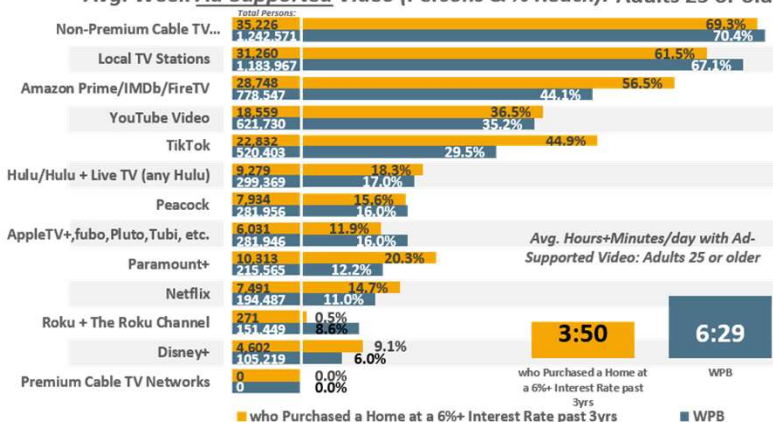
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



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

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



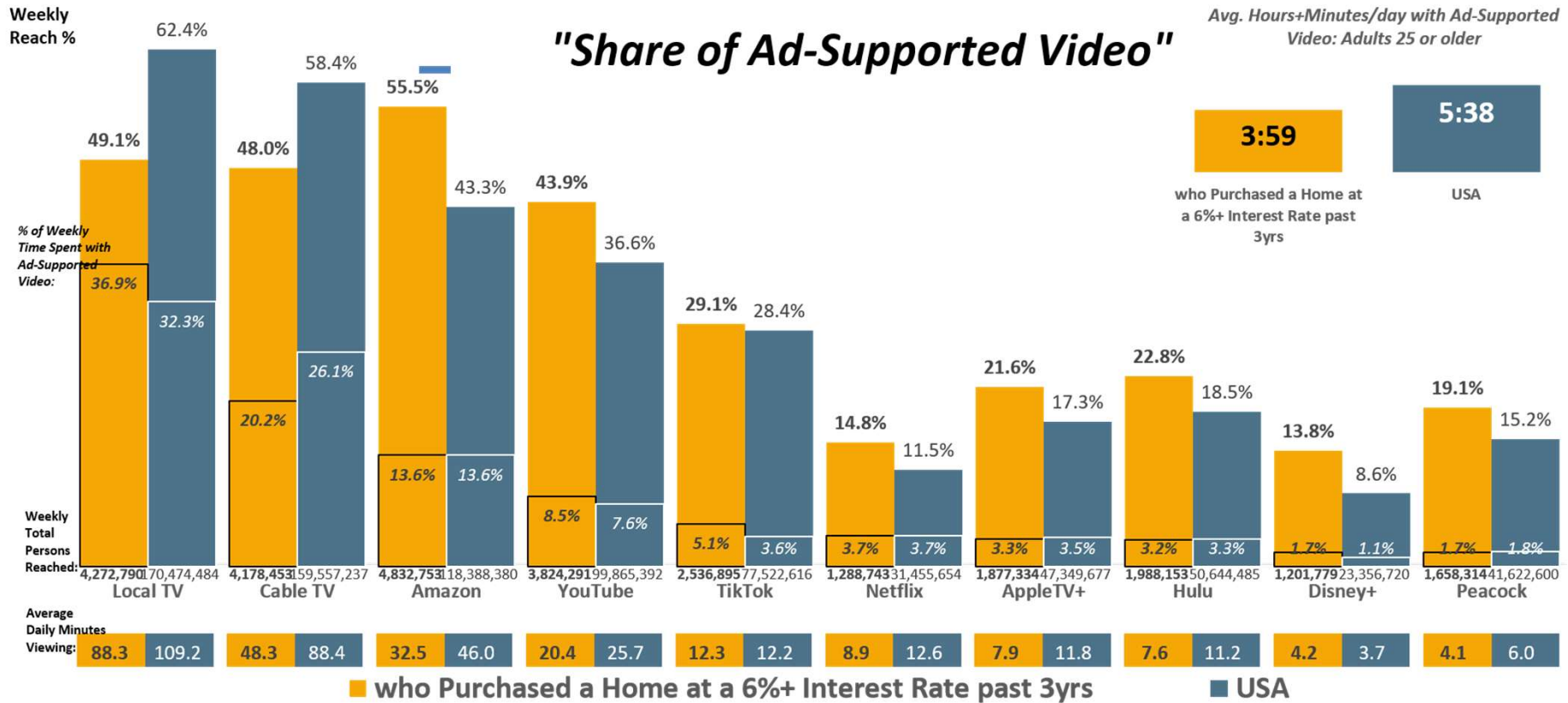
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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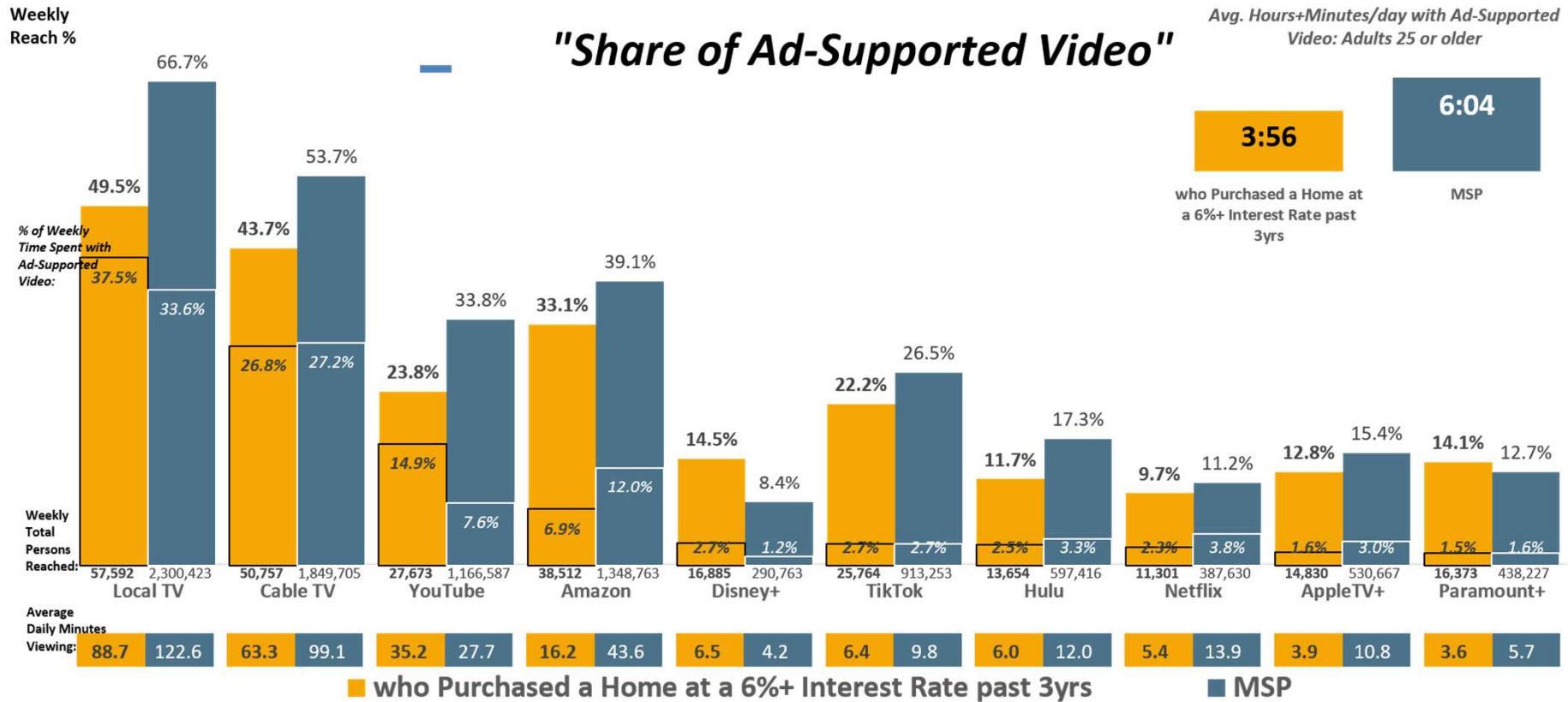
4,272,790 or 49.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 88.3 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.





57,592 or 49.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 88.7 minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

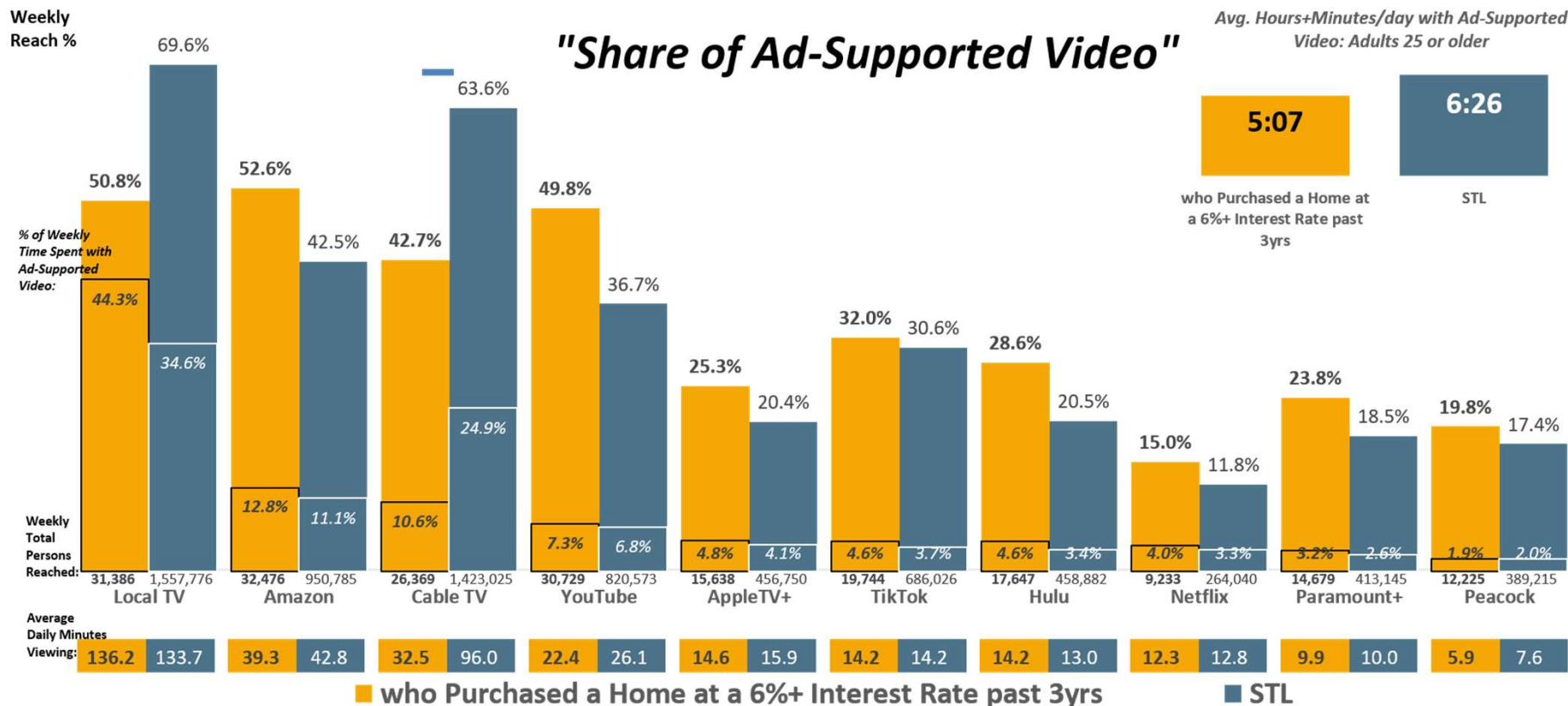
## "Share of Ad-Supported Video"





31,386 or 50.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 136.2 minutes every day representing 44.3% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





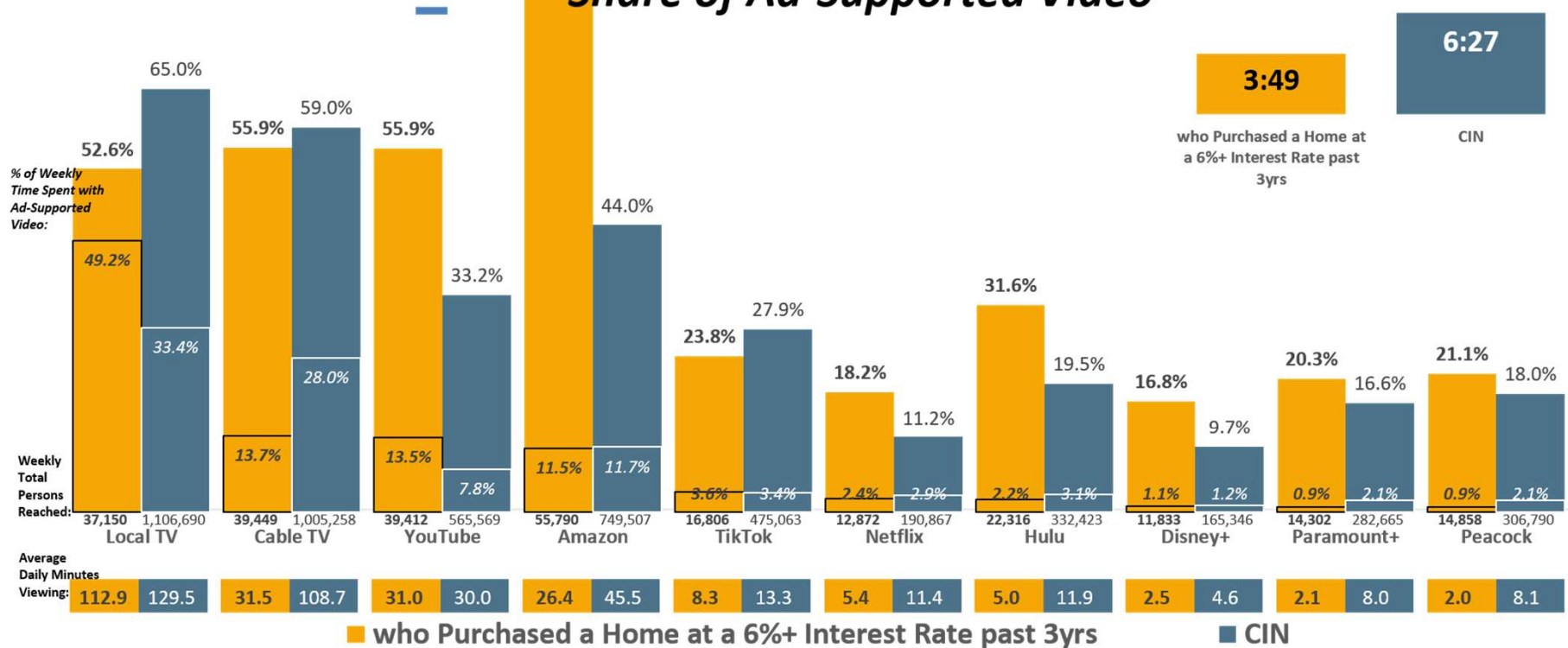


37,150 or 52.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 112.9 minutes every day representing 49.2% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## Share of Ad-Supported Video"

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



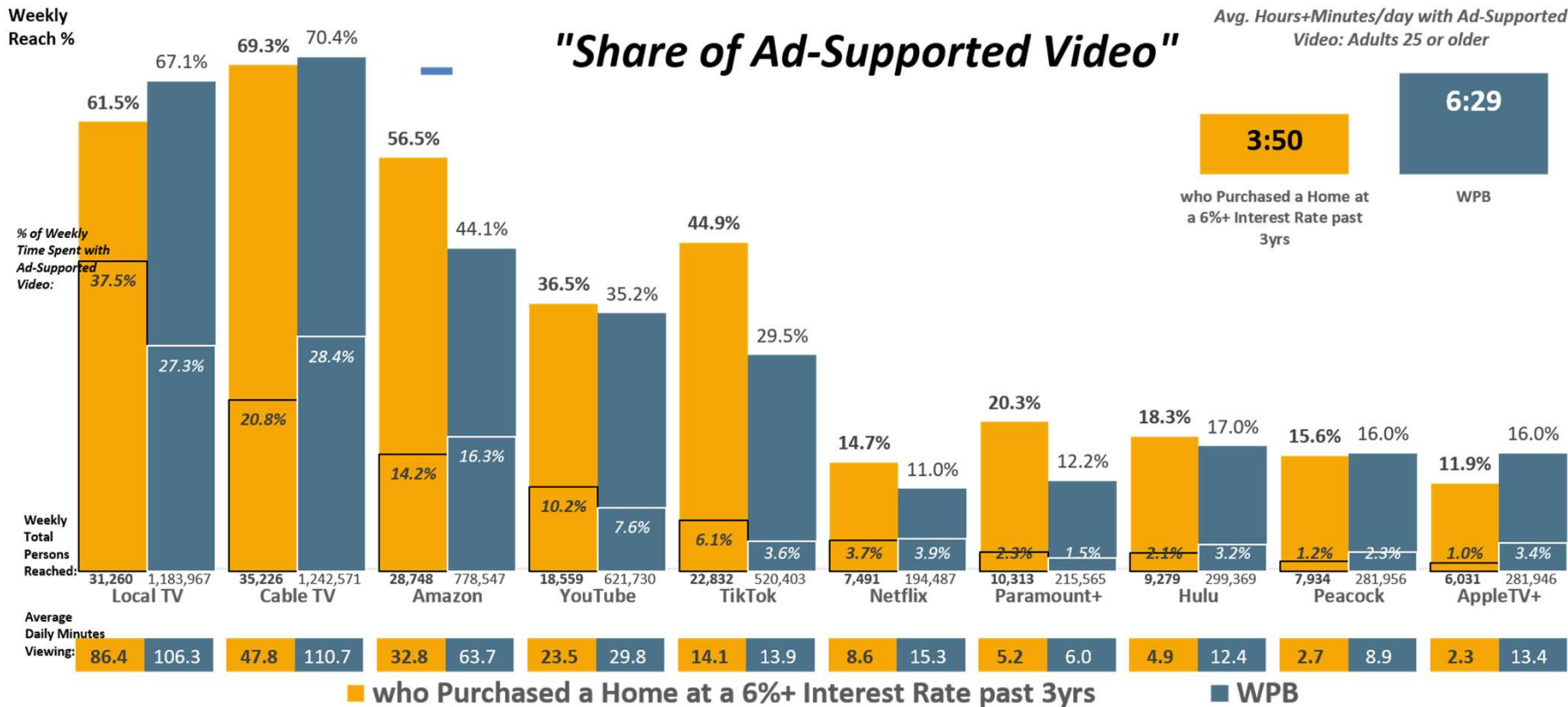
**3:49**  
who Purchased a Home at  
a 6%+ Interest Rate past  
3yrs

**6:27**  
CIN



31,260 or 61.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 86.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

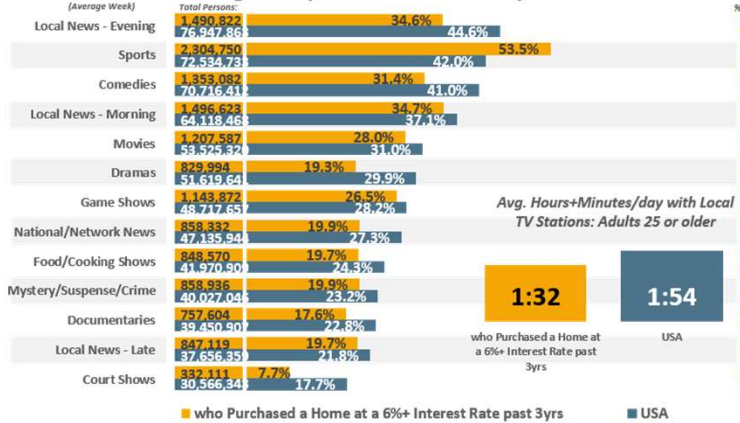
## "Share of Ad-Supported Video"



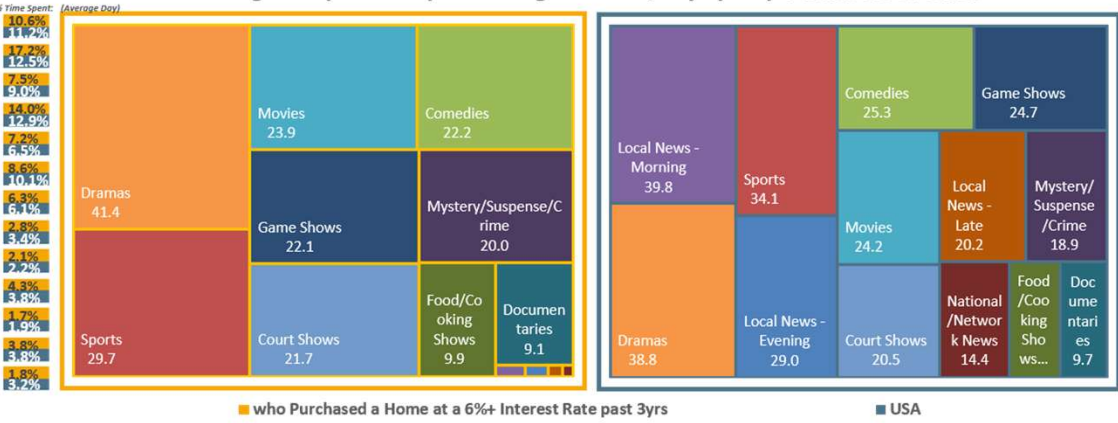


4,272,790 or 49.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

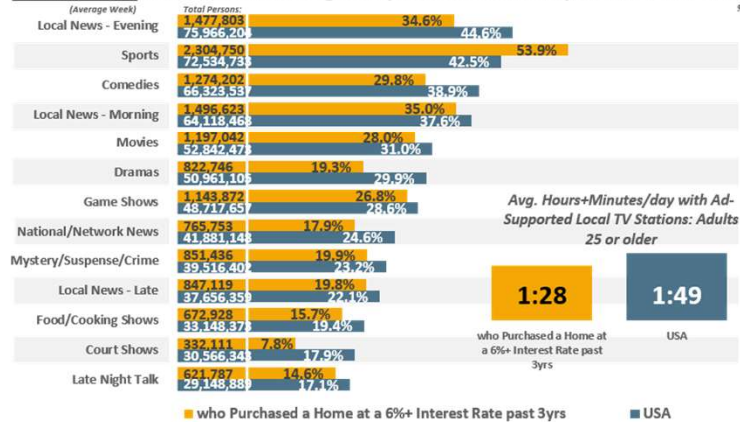
Local TV Station Programs (Persons & % Reach): Adults 25 or older



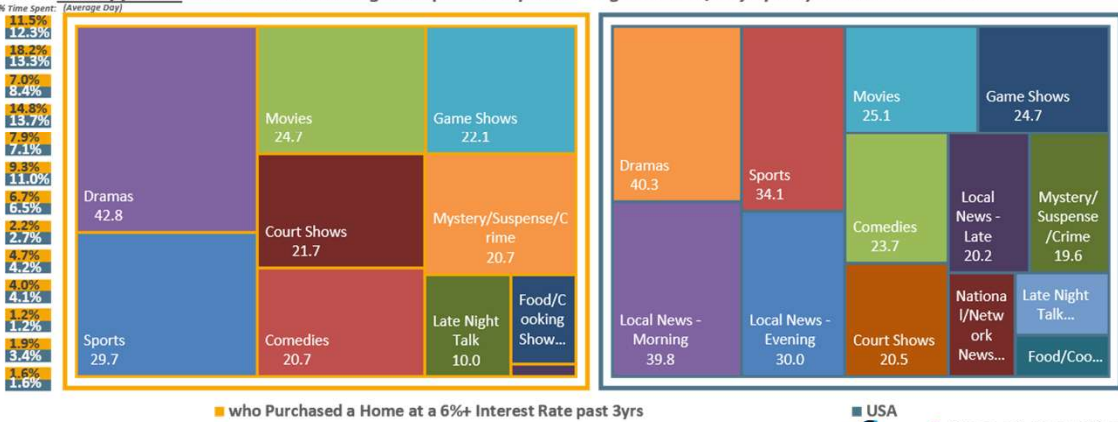
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

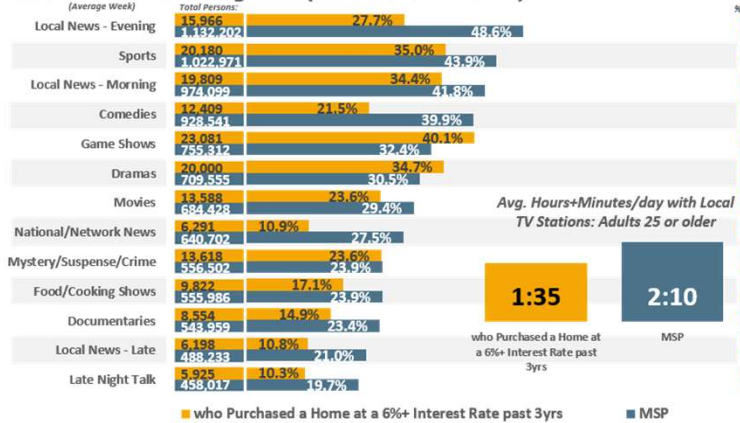




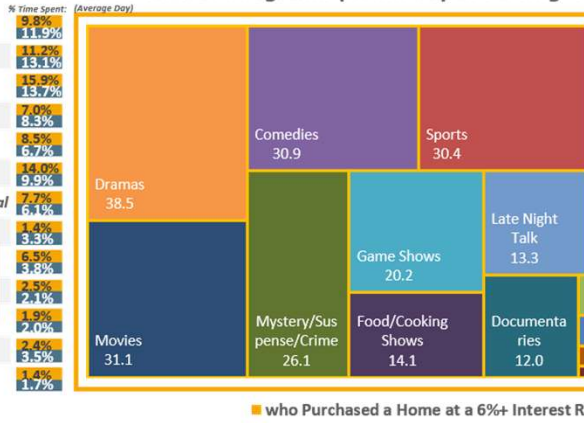


57,592 or 49.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Sports, Dramas, Local News - Morning, Local News - Evening, and Mystery/Suspense/Crime.

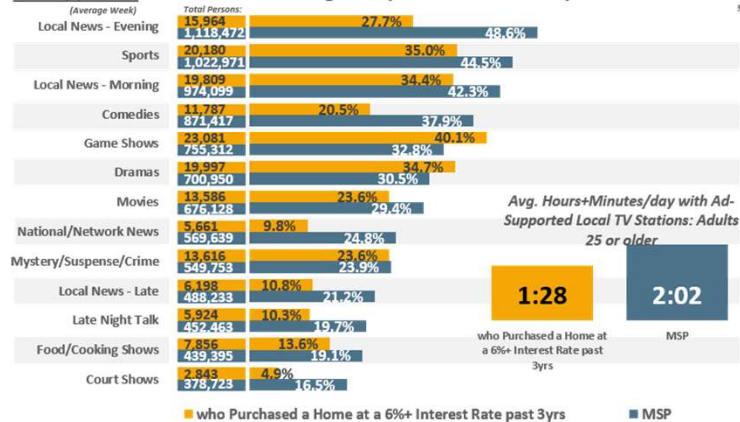
Local TV Station Programs (Persons & % Reach): Adults 25 or older



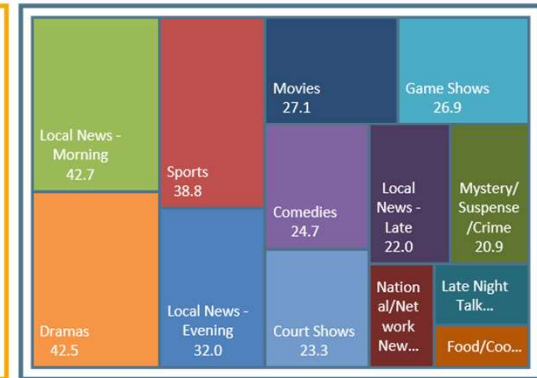
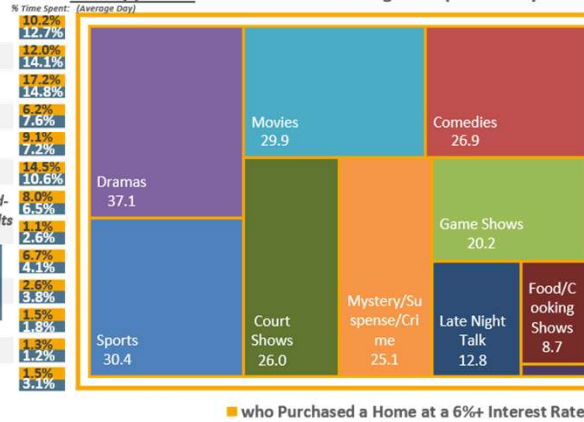
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

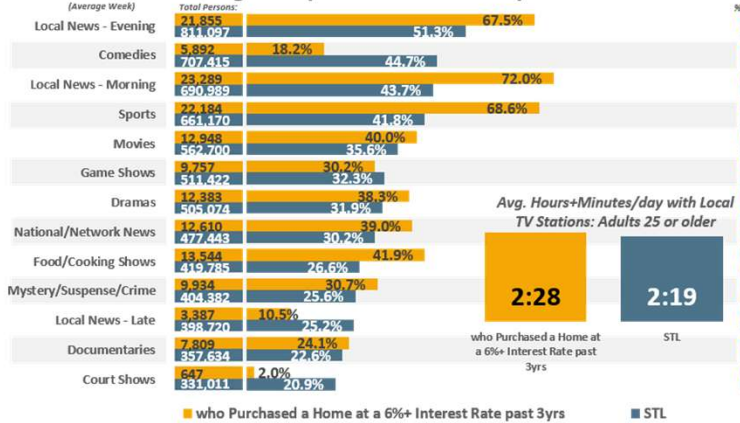




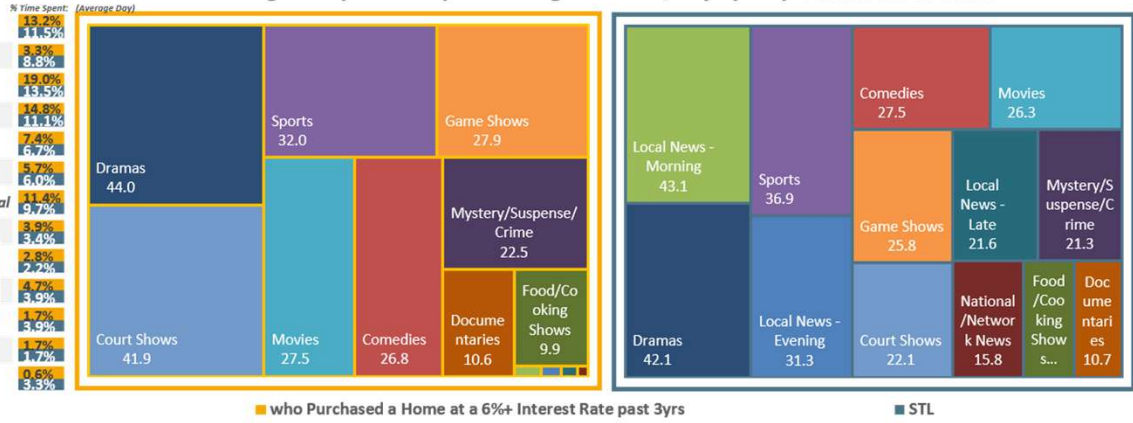


31,386 or 50.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Movies, Dramas, and National/Network News.

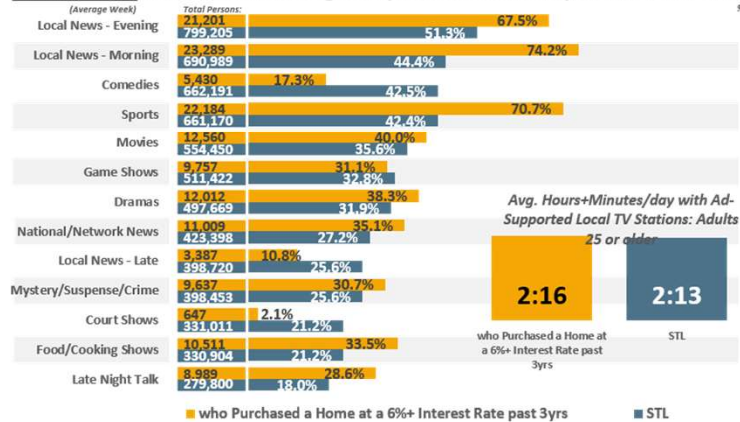
### Local TV Station Programs (Persons & % Reach): Adults 25 or older



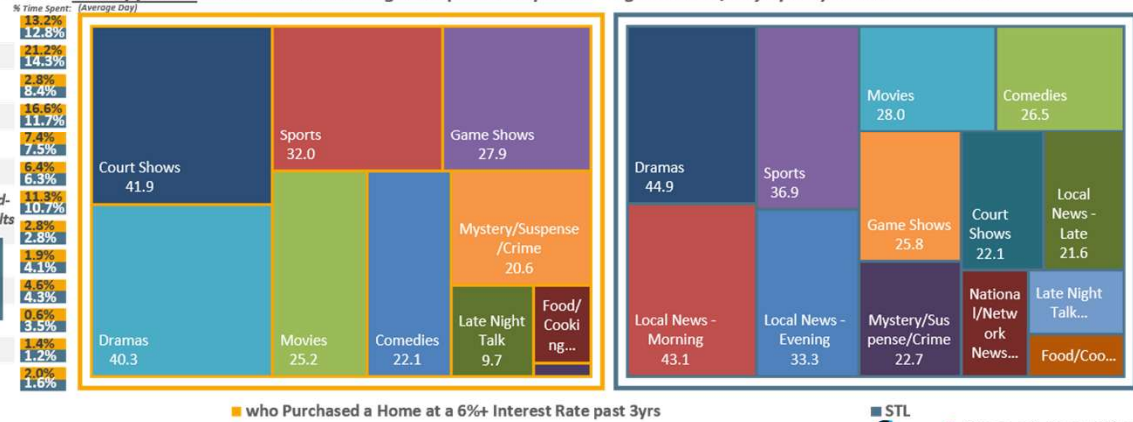
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



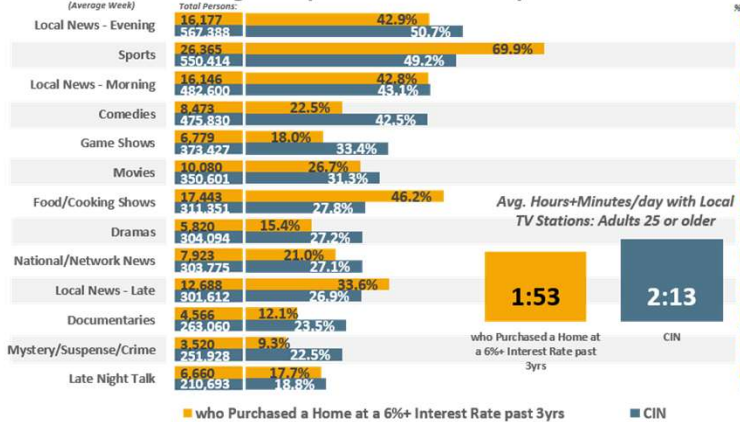
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



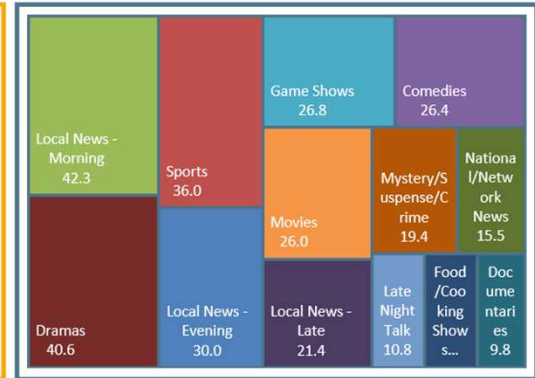
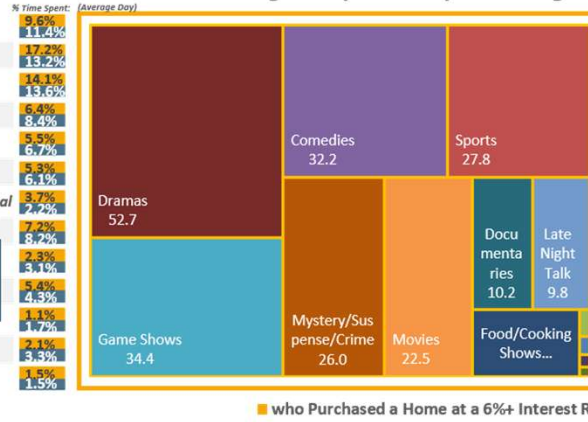


37,150 or 52.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Food/Cooking Shows, Reality - Dating, and Local Ne

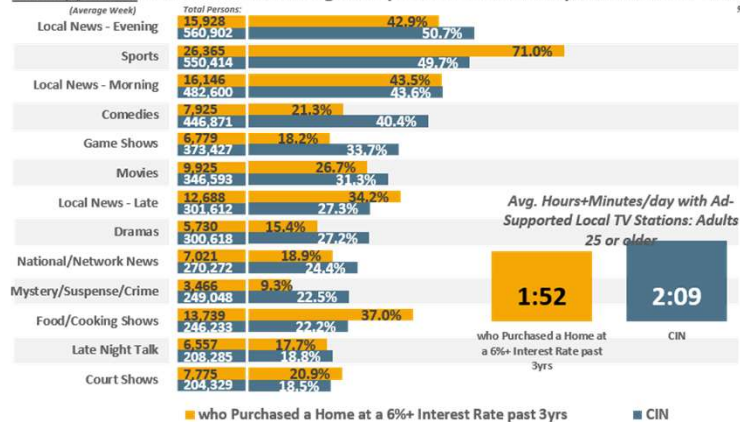
### Local TV Station Programs (Persons & % Reach): Adults 25 or older



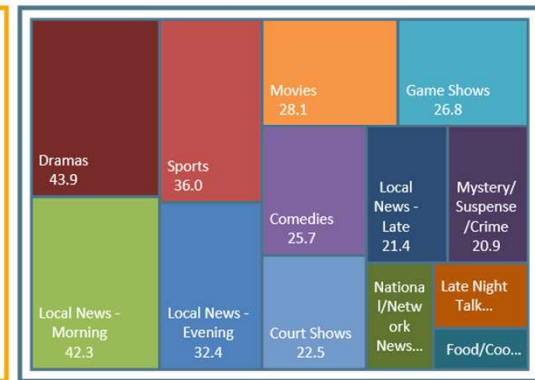
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



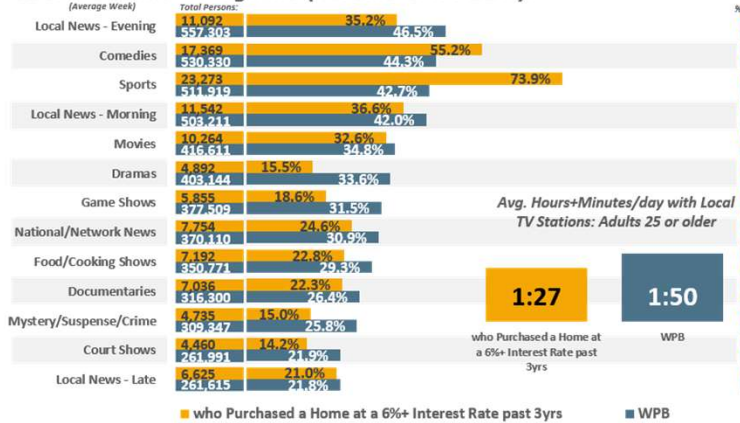
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



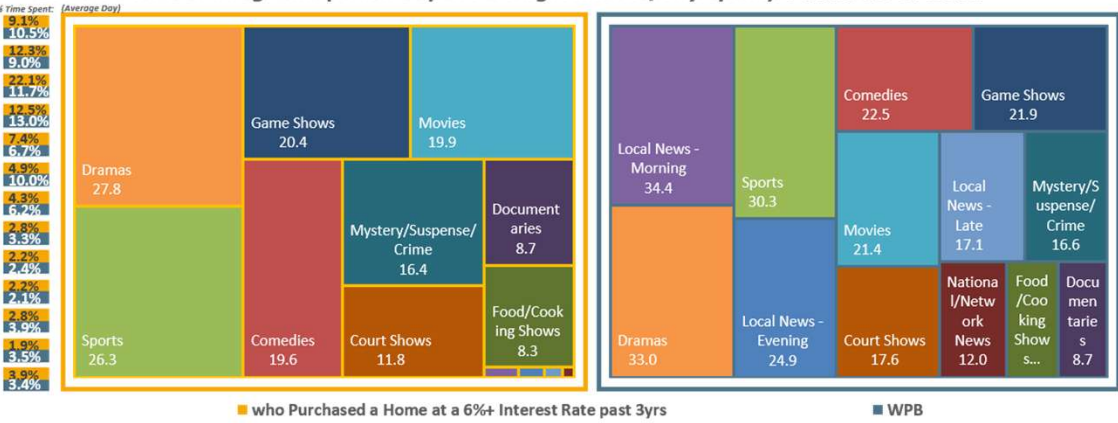


31,260 or 61.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Movies, and Science Fiction.

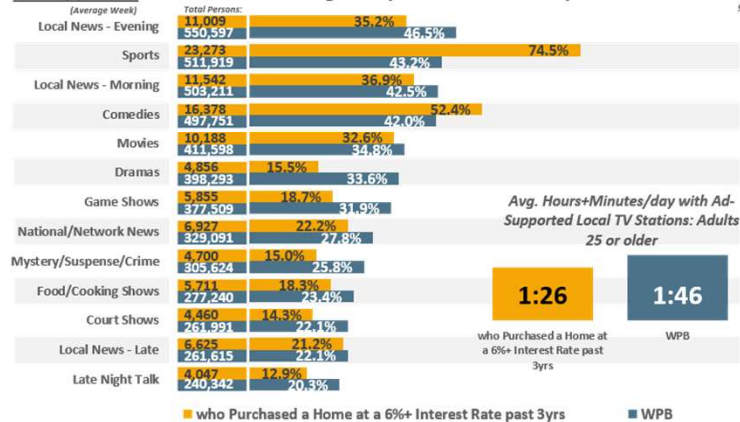
### Local TV Station Programs (Persons & % Reach): Adults 25 or older



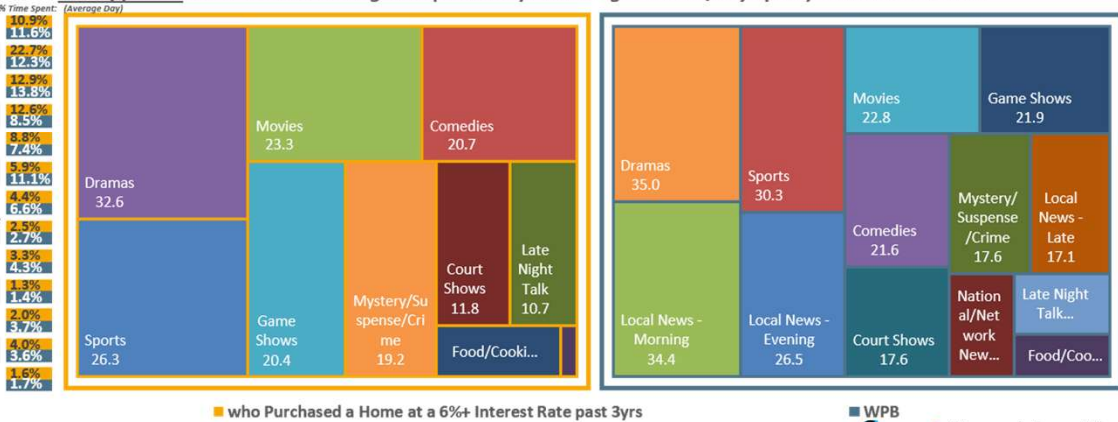
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



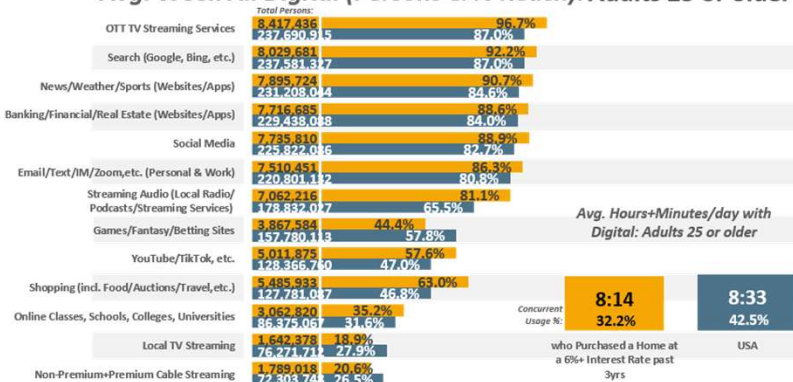
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



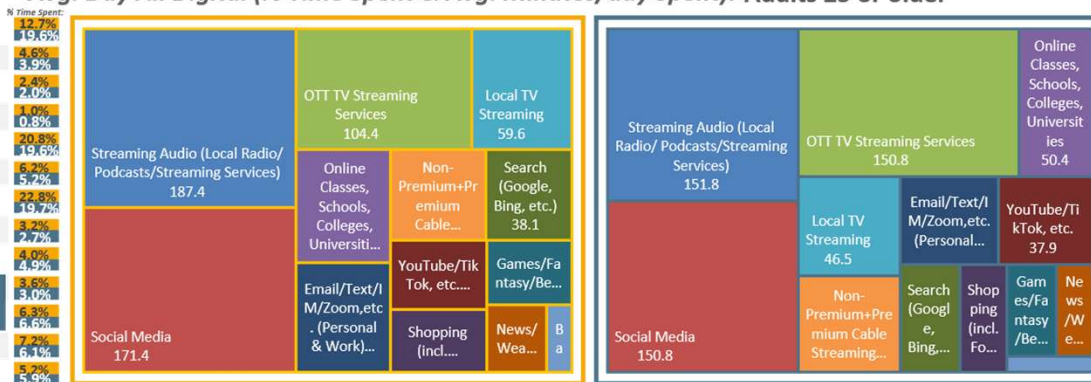




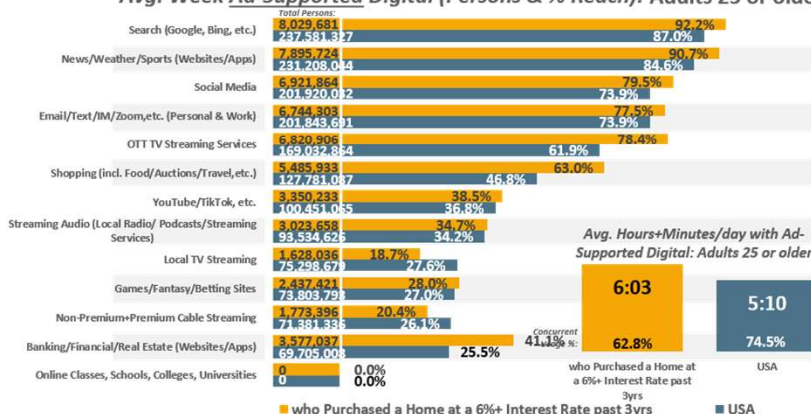
**Avg. Week All Digital (Persons & % Reach): Adults 25 or older**



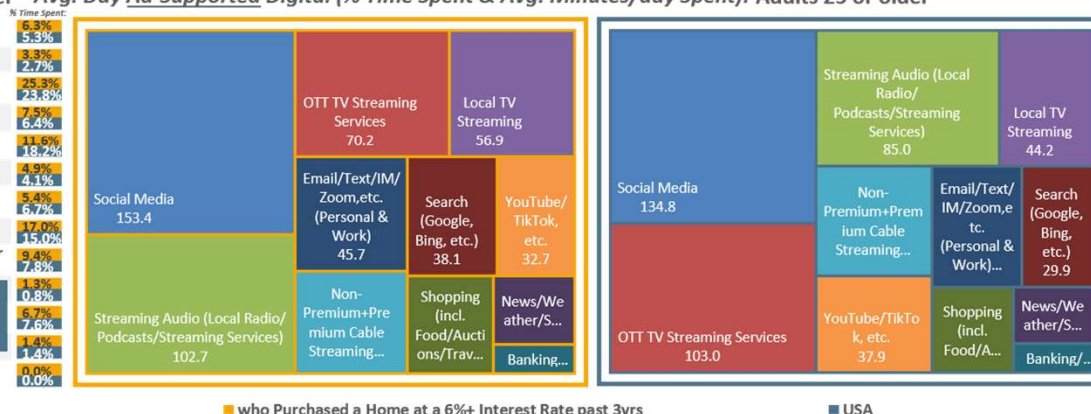
**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



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



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

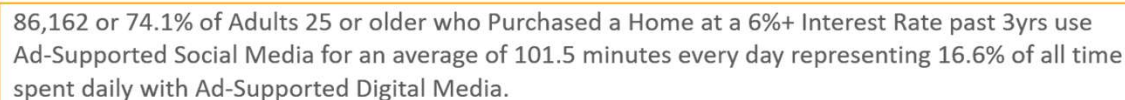


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682  
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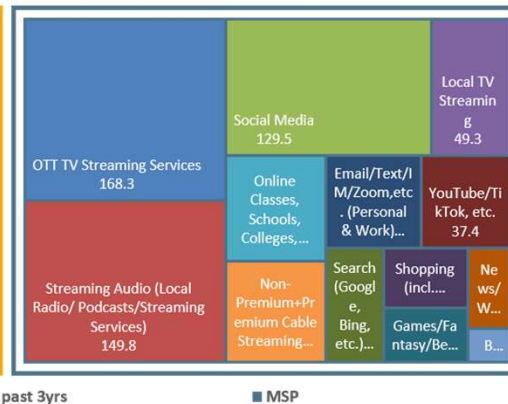
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for Anything.®

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





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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46  
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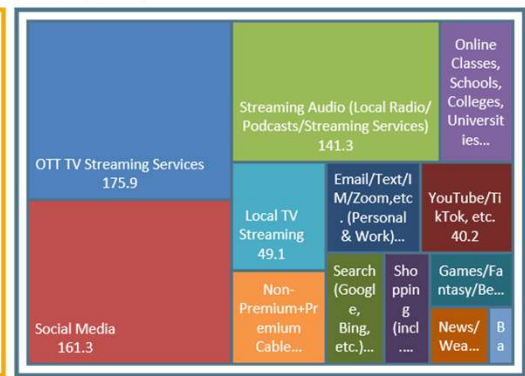
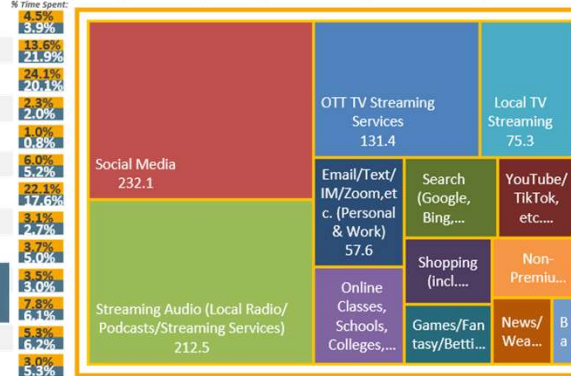
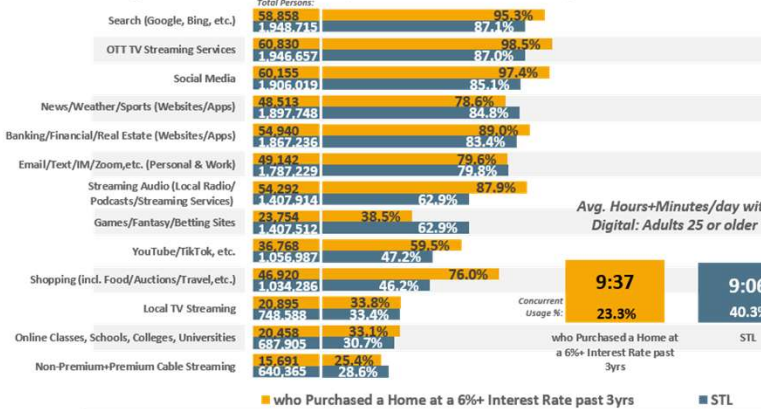
((Own or rent residence (HHL): Own AND (Years in present home (HHL): Less than 1 year OR Years in present home (HHL): 1 year to less than 3 years)) AND Financial services HHL has/use (HHL): Home mortgage)



51,362 or 83.2% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 198.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

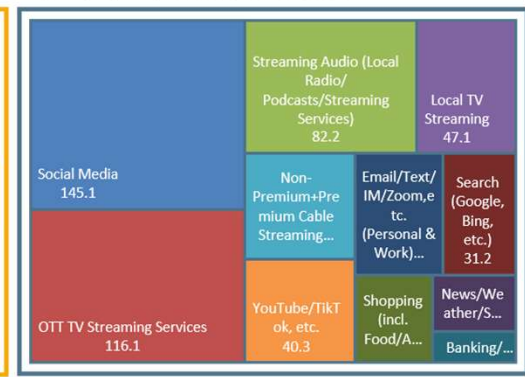
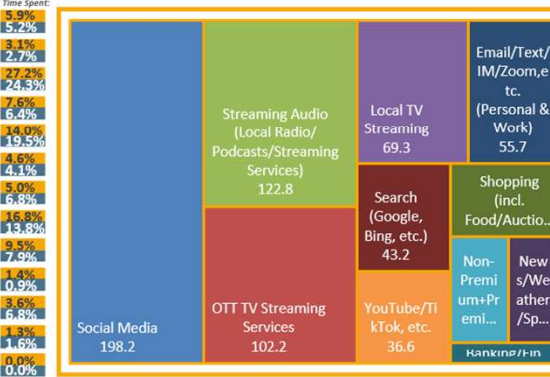
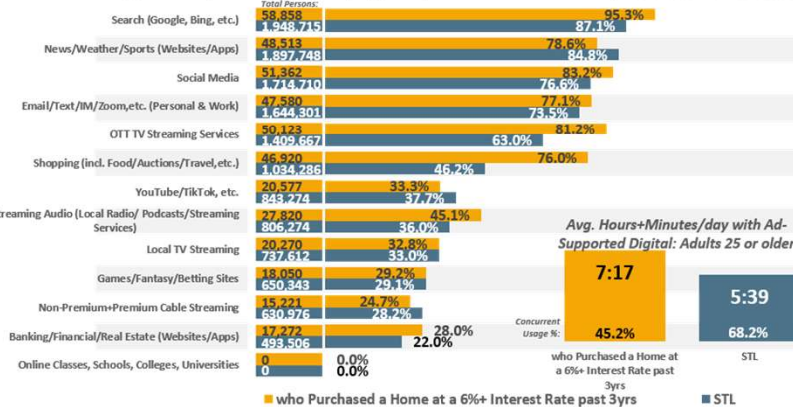
### Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 44  
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(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))

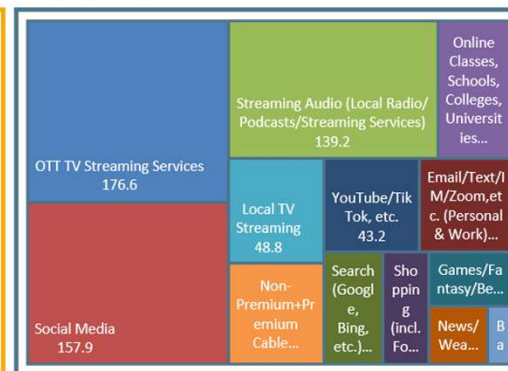
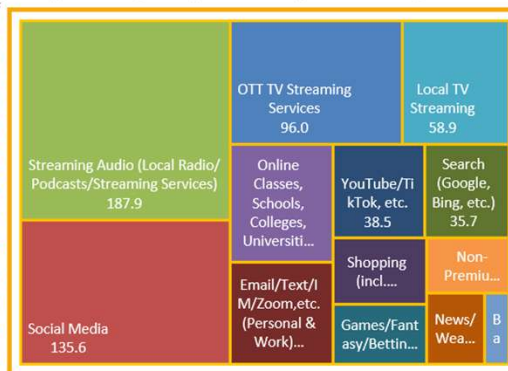
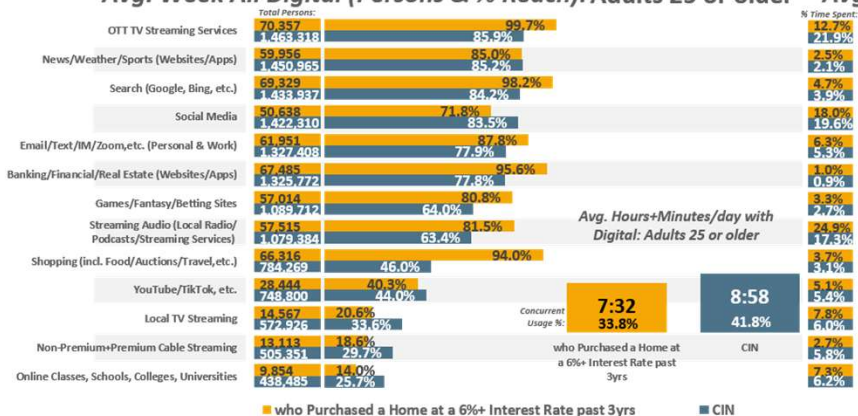




49,060 or 69.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 131.4 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

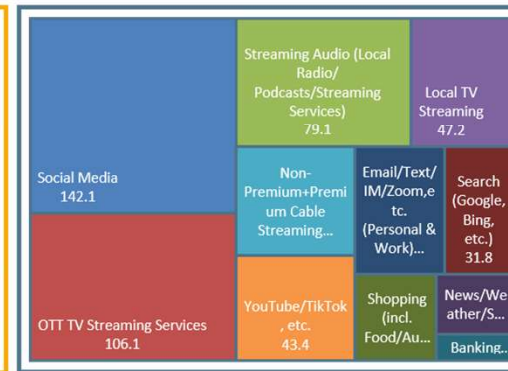
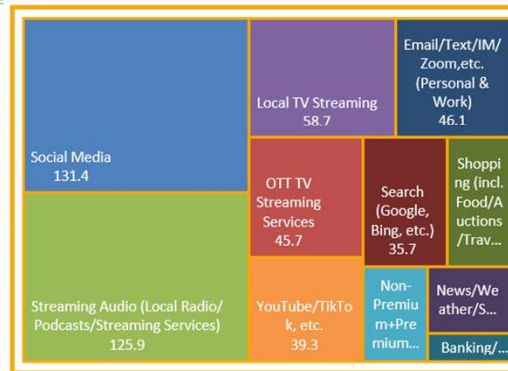
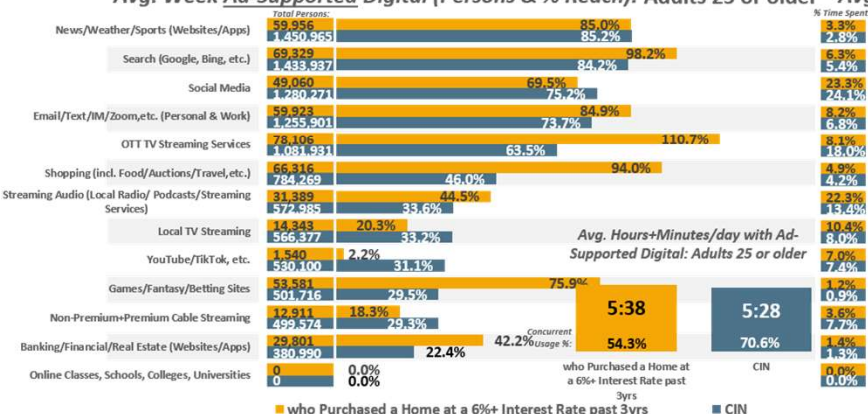
**Avg. Week All Digital (Persons & % Reach): Adults 25 or older**

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



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

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



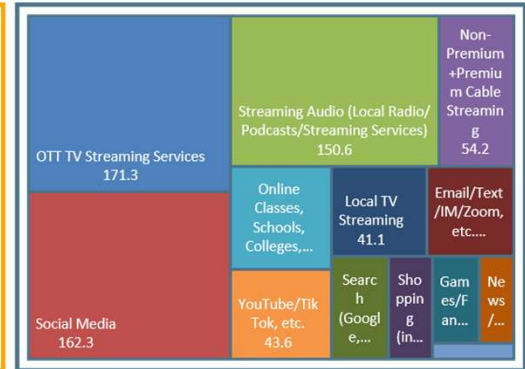
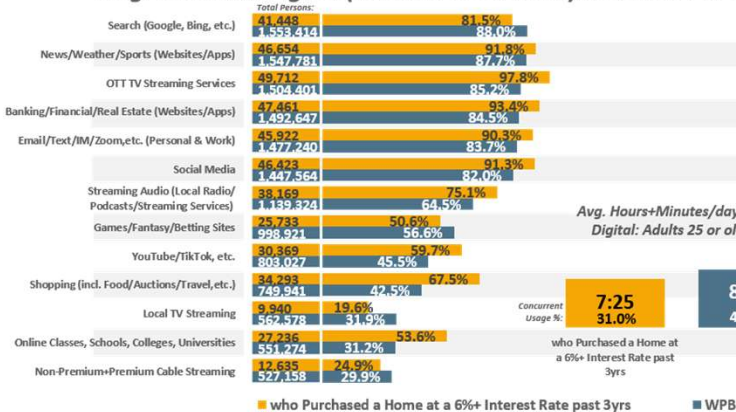




43,920 or 86.4% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 125.6 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

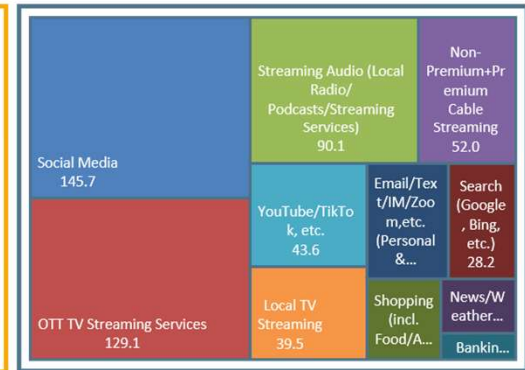
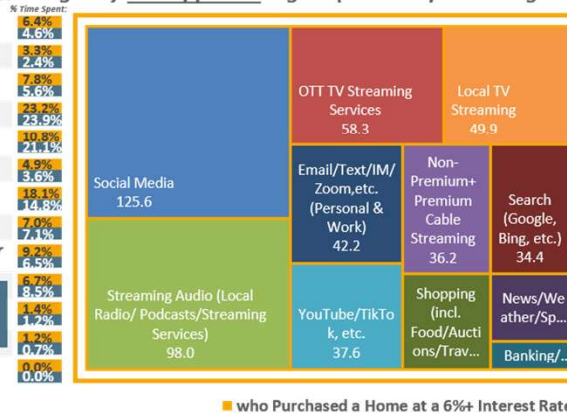
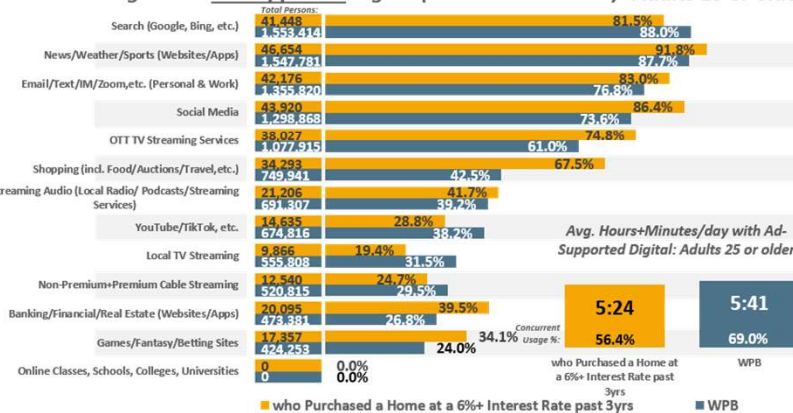
### Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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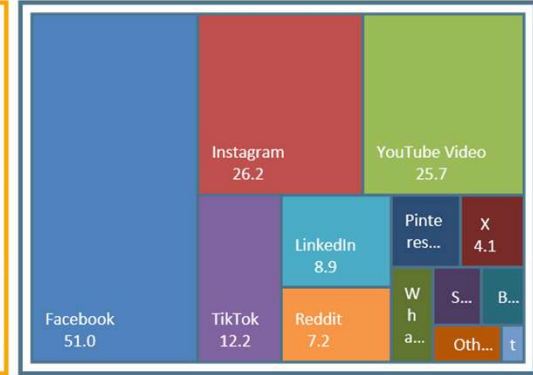
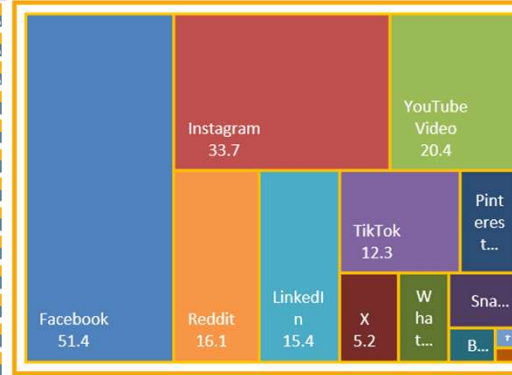
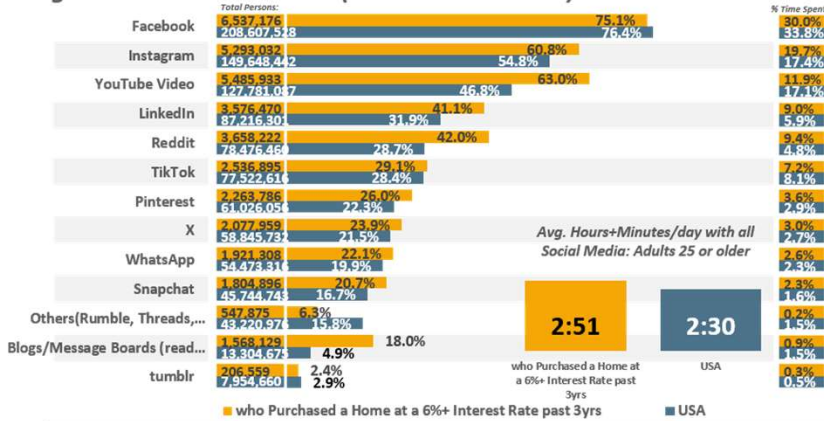
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[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]

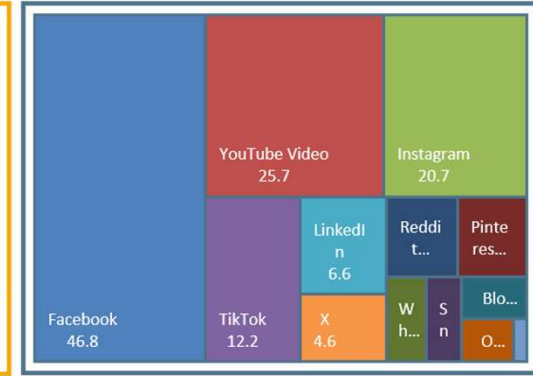
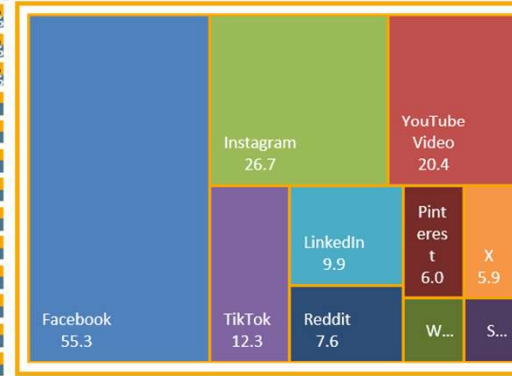
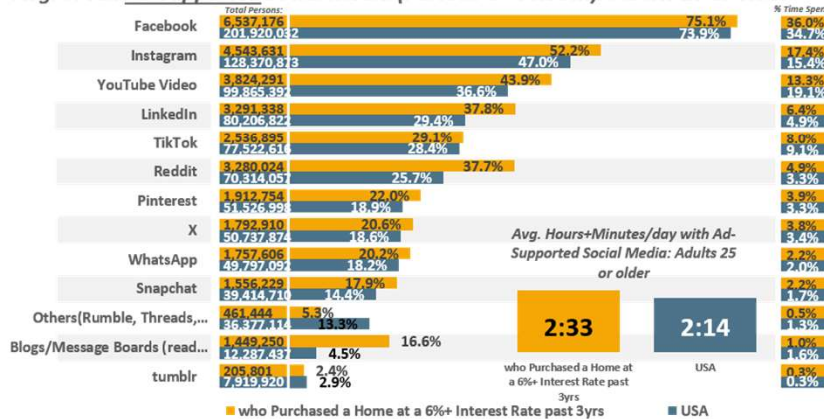


6,537,176 or 75.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 55.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

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



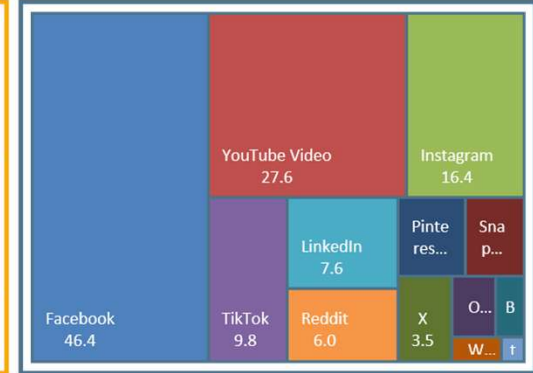
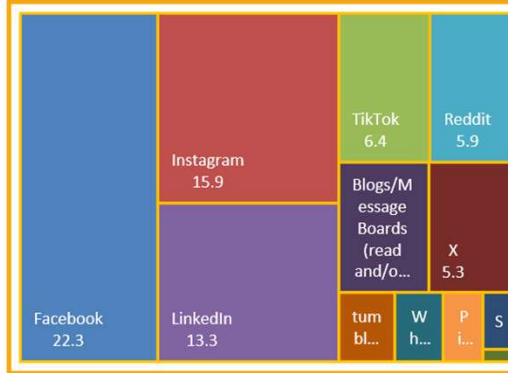
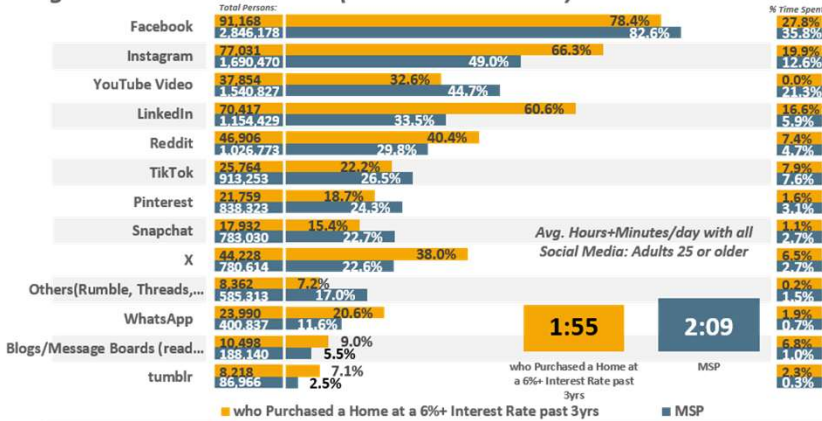
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



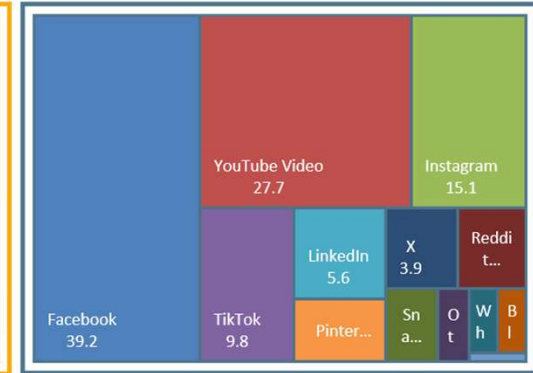
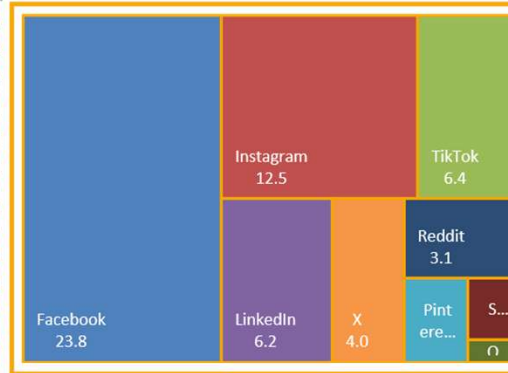
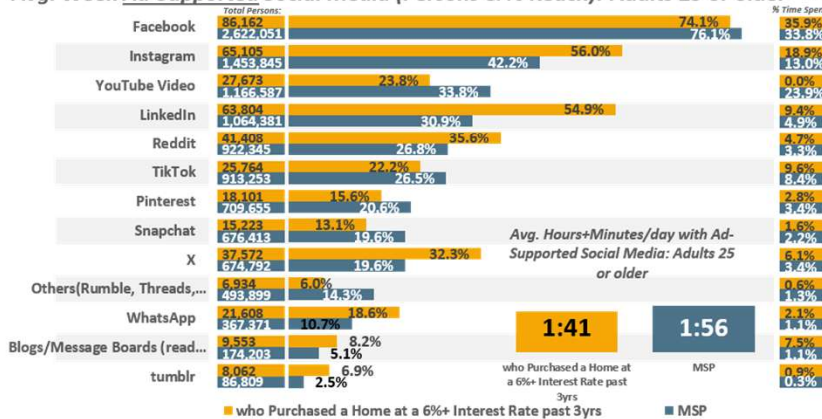


86,162 or 74.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 23.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

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



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

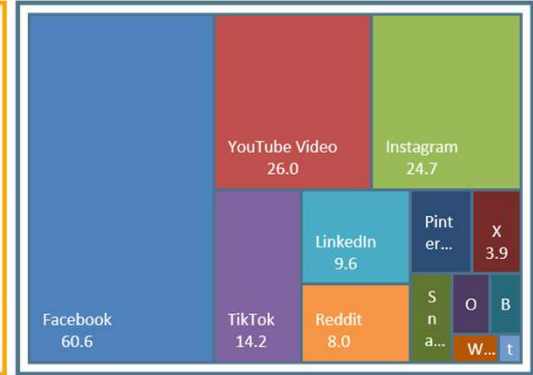
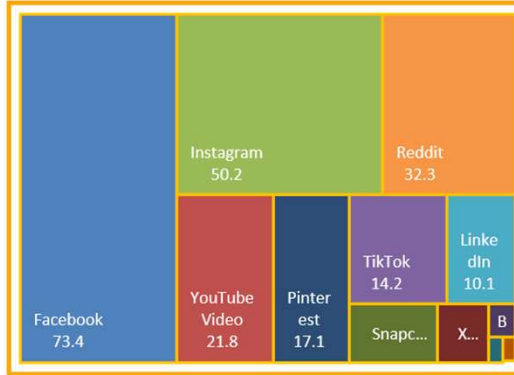
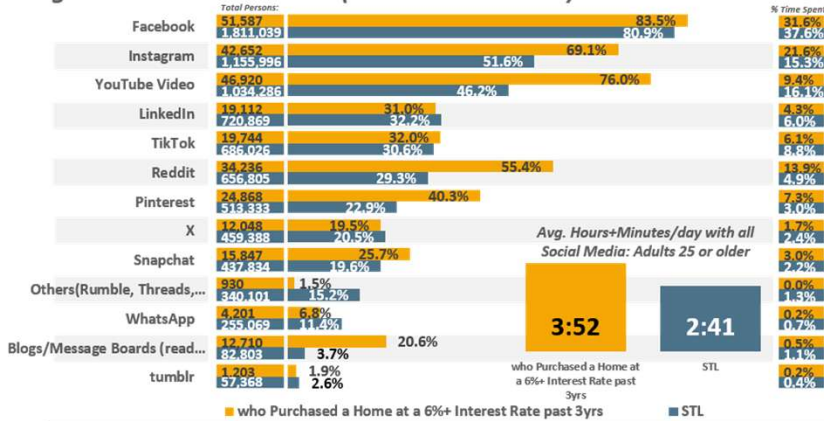




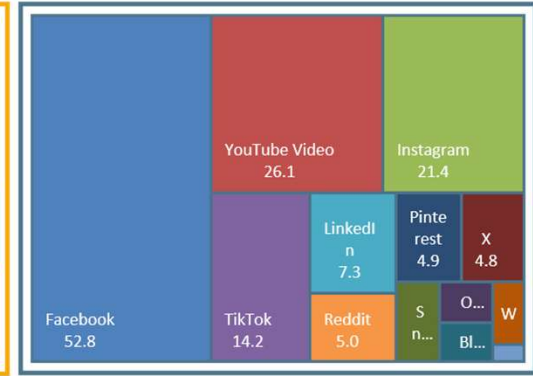
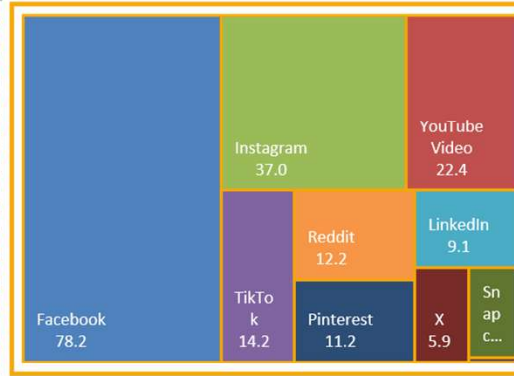
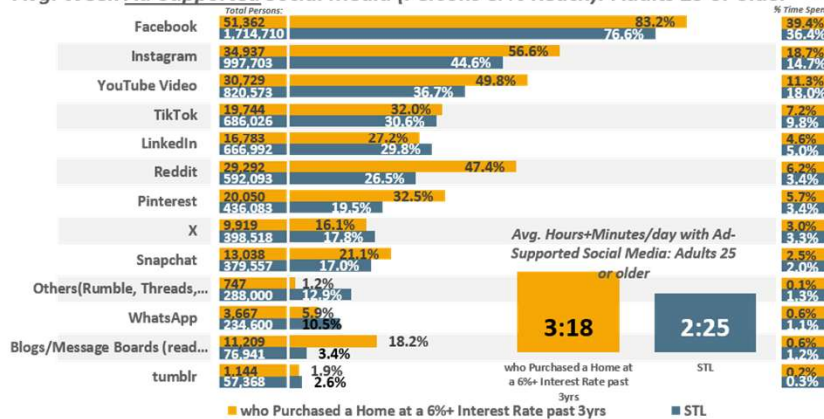


51,362 or 83.2% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 78.2 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

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



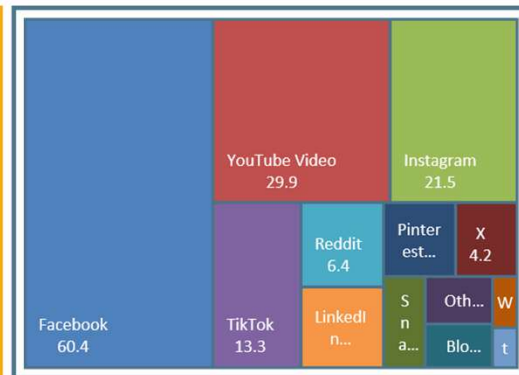
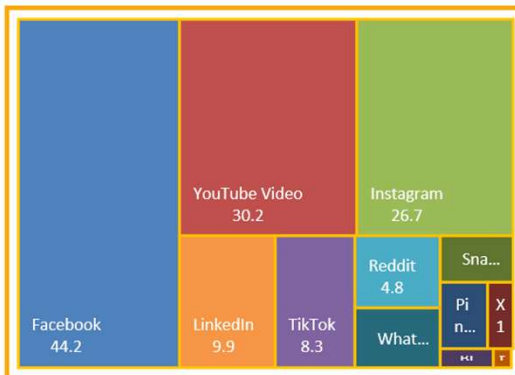
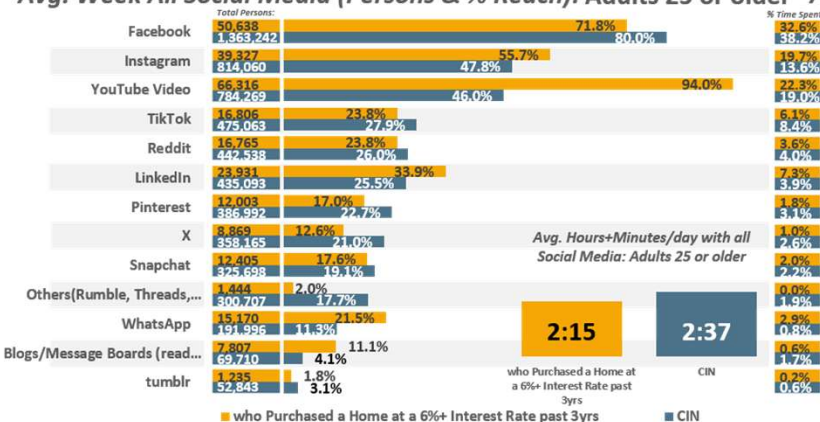
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



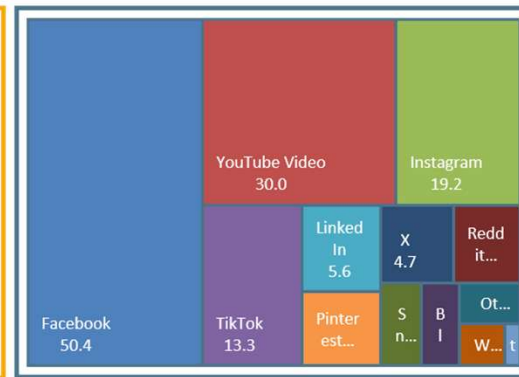
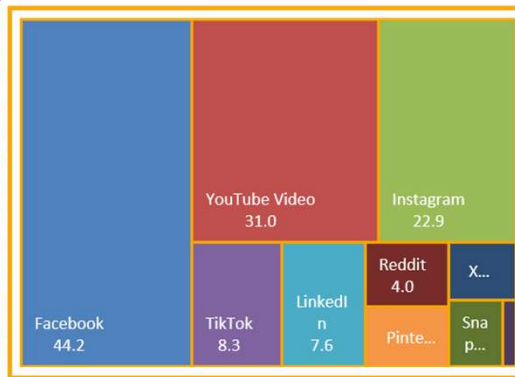
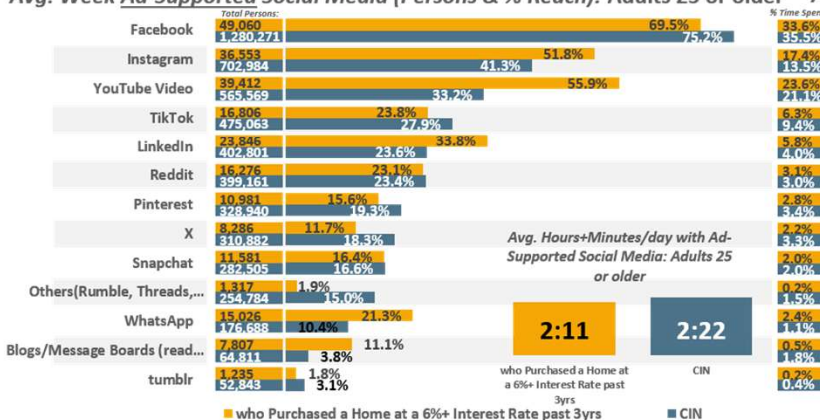


49,060 or 69.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 44.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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



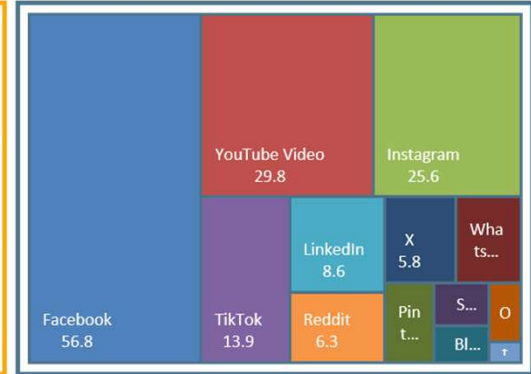
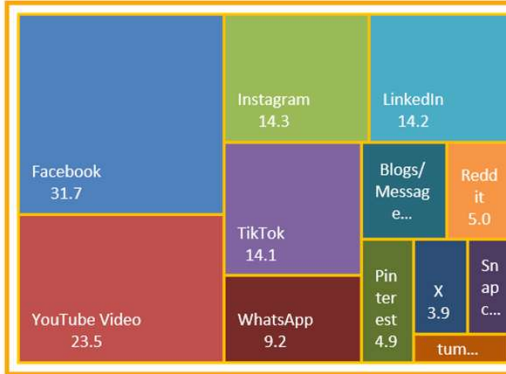
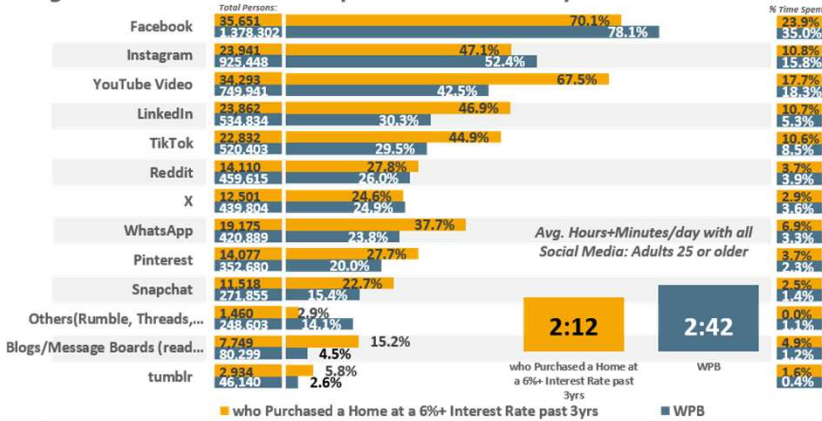
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



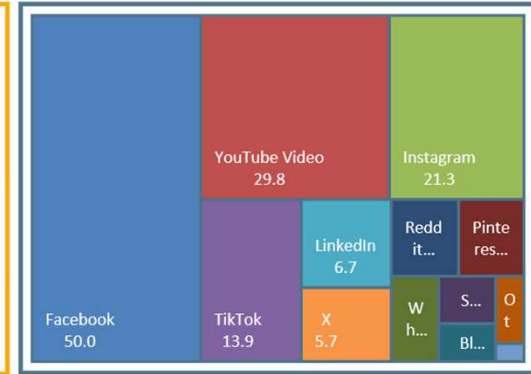
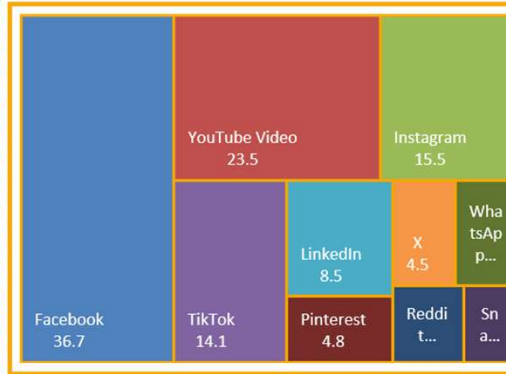
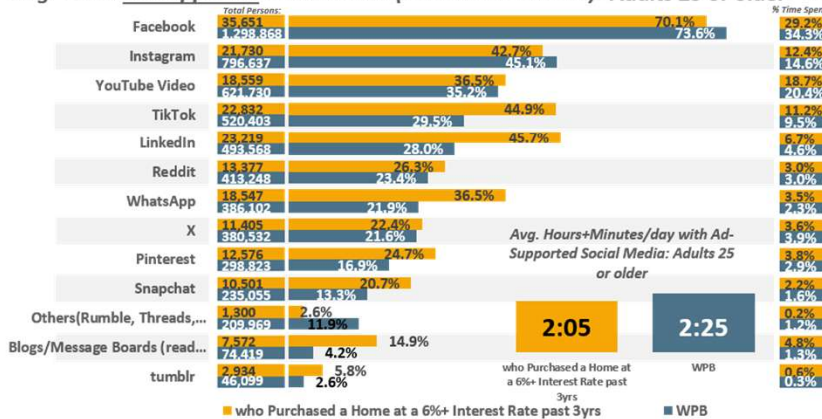


35,651 or 70.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 36.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

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



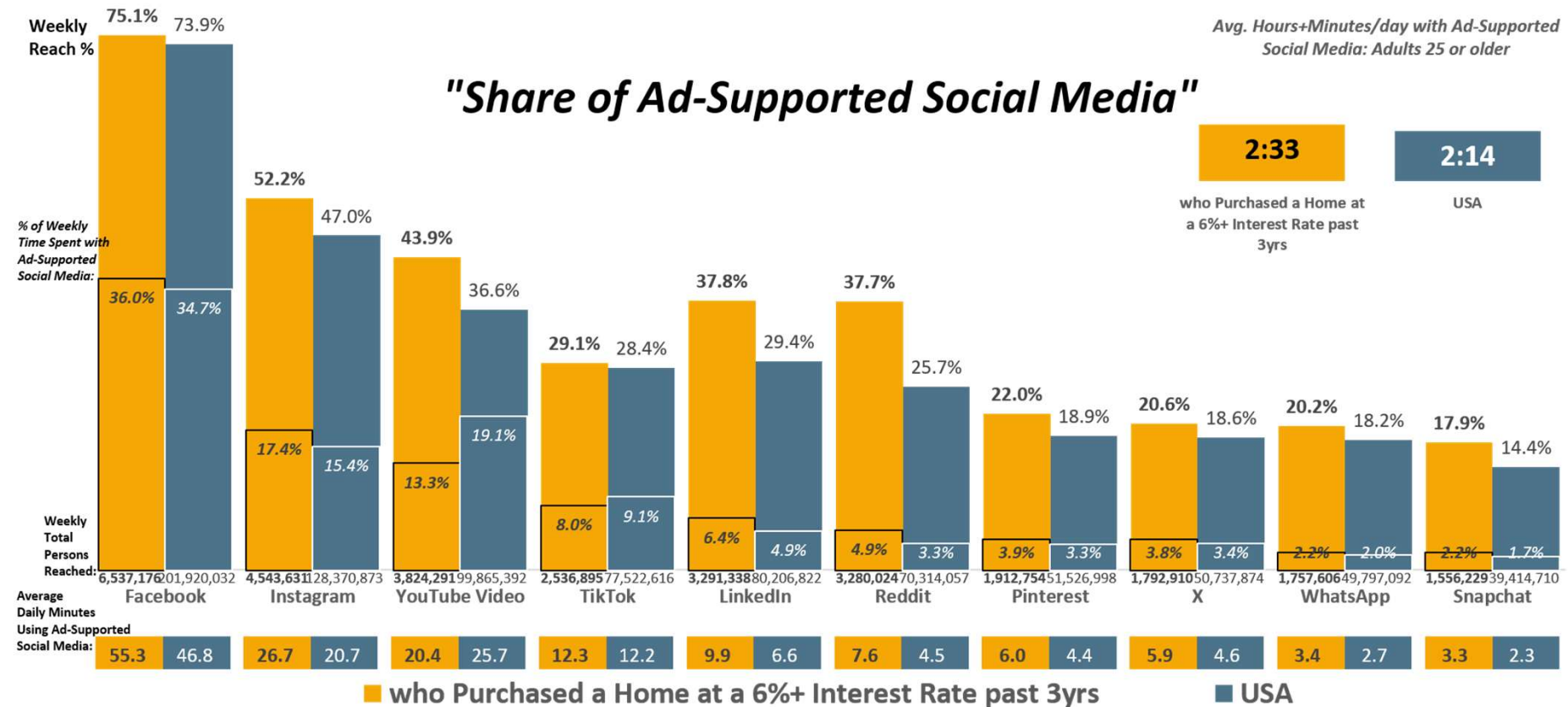
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**







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

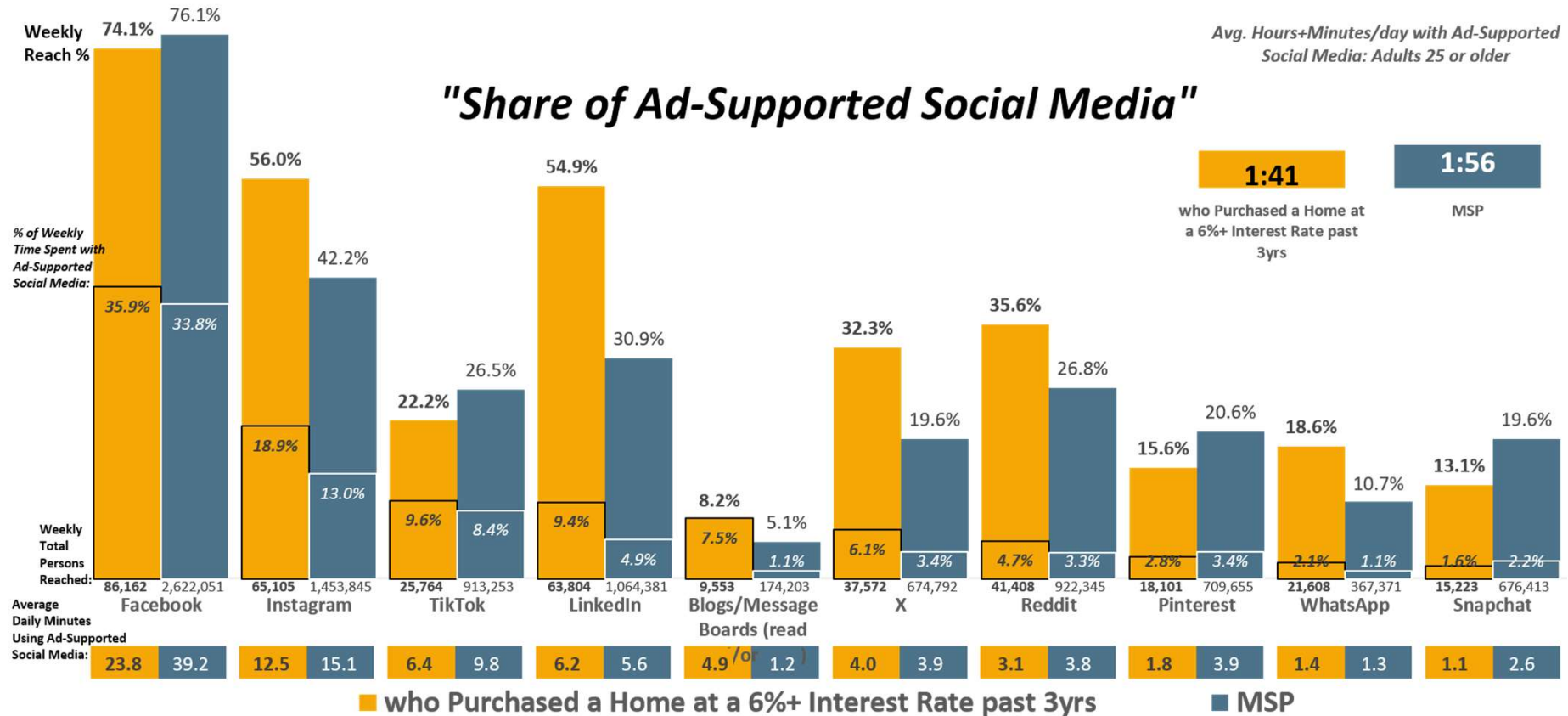


[[([Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage]]



86,162 or 74.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 23.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

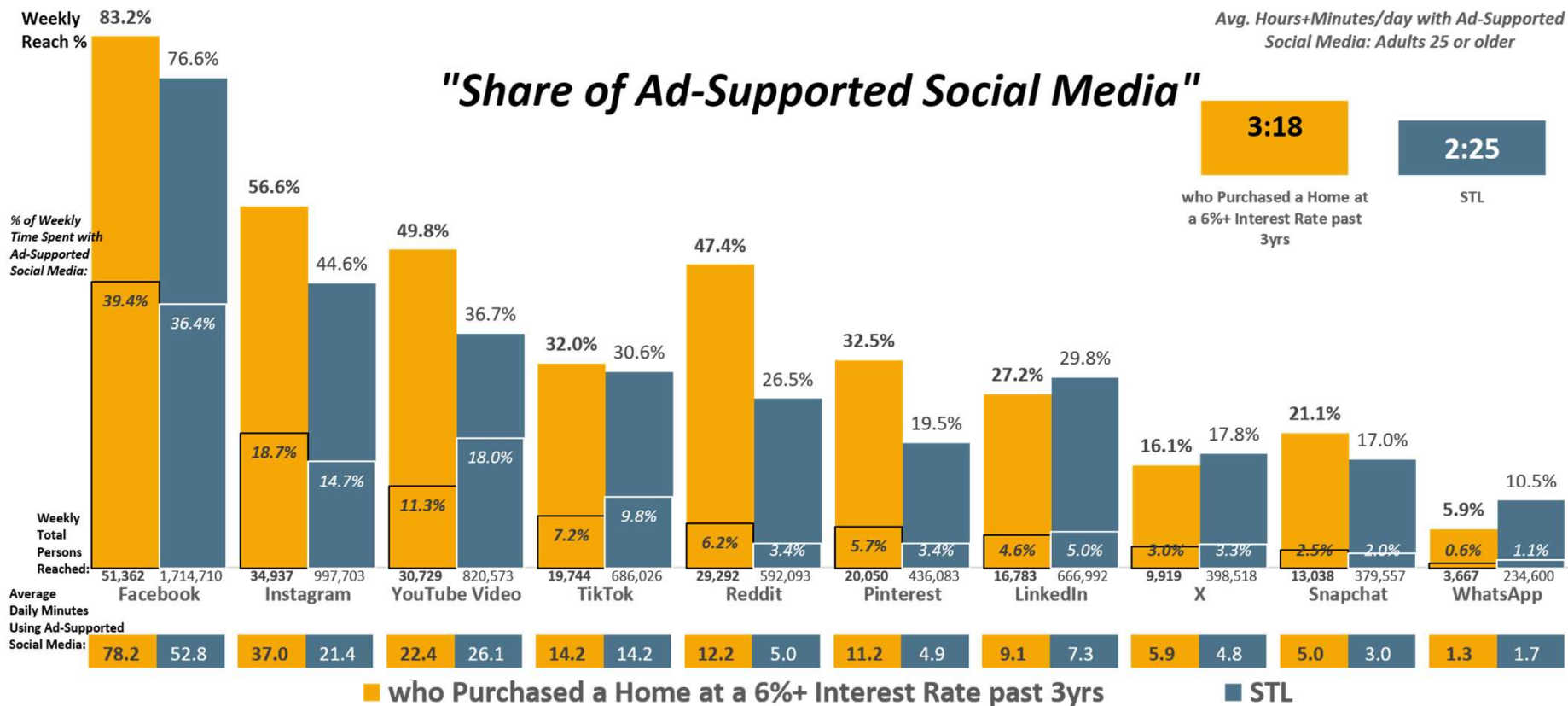
## "Share of Ad-Supported Social Media"





51,362 or 83.2% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 78.2 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

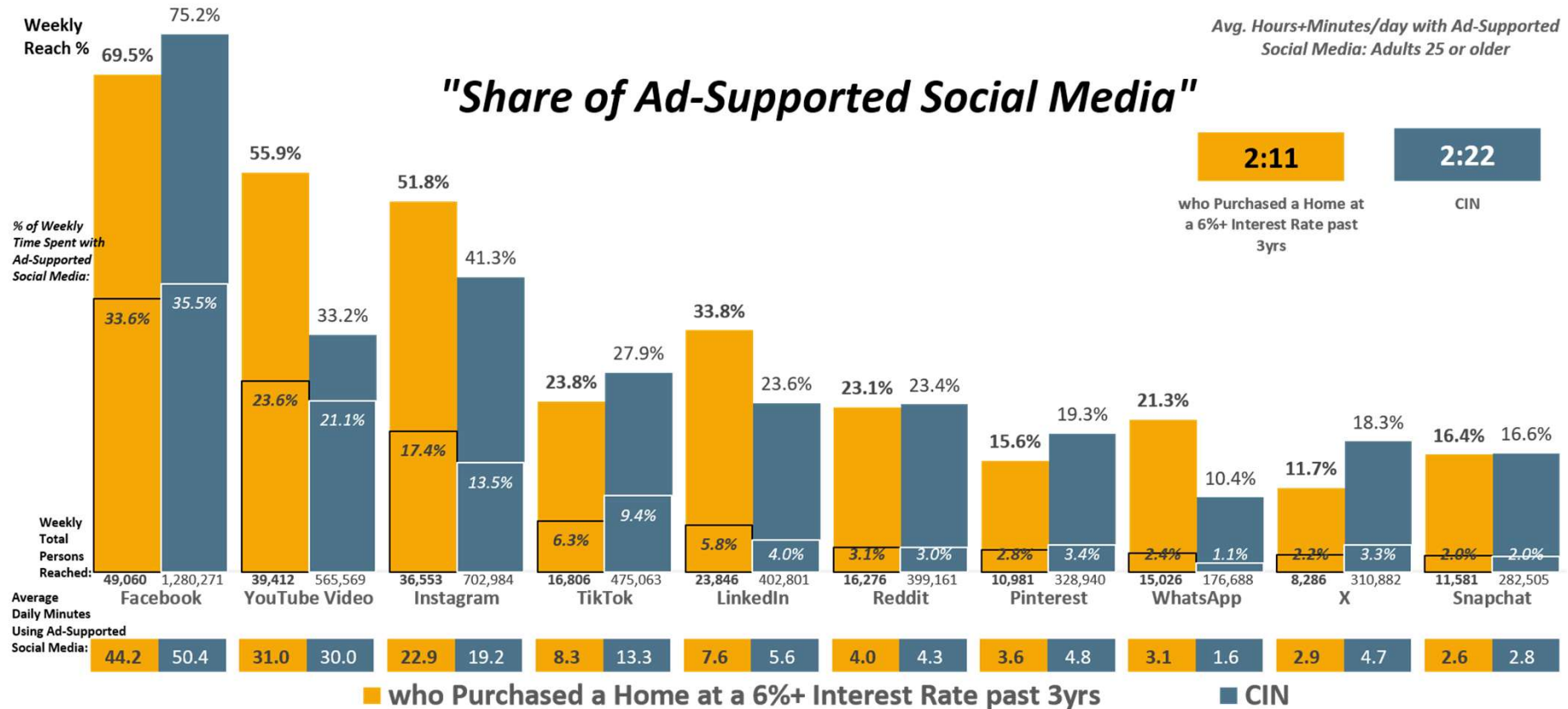






49,060 or 69.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 44.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

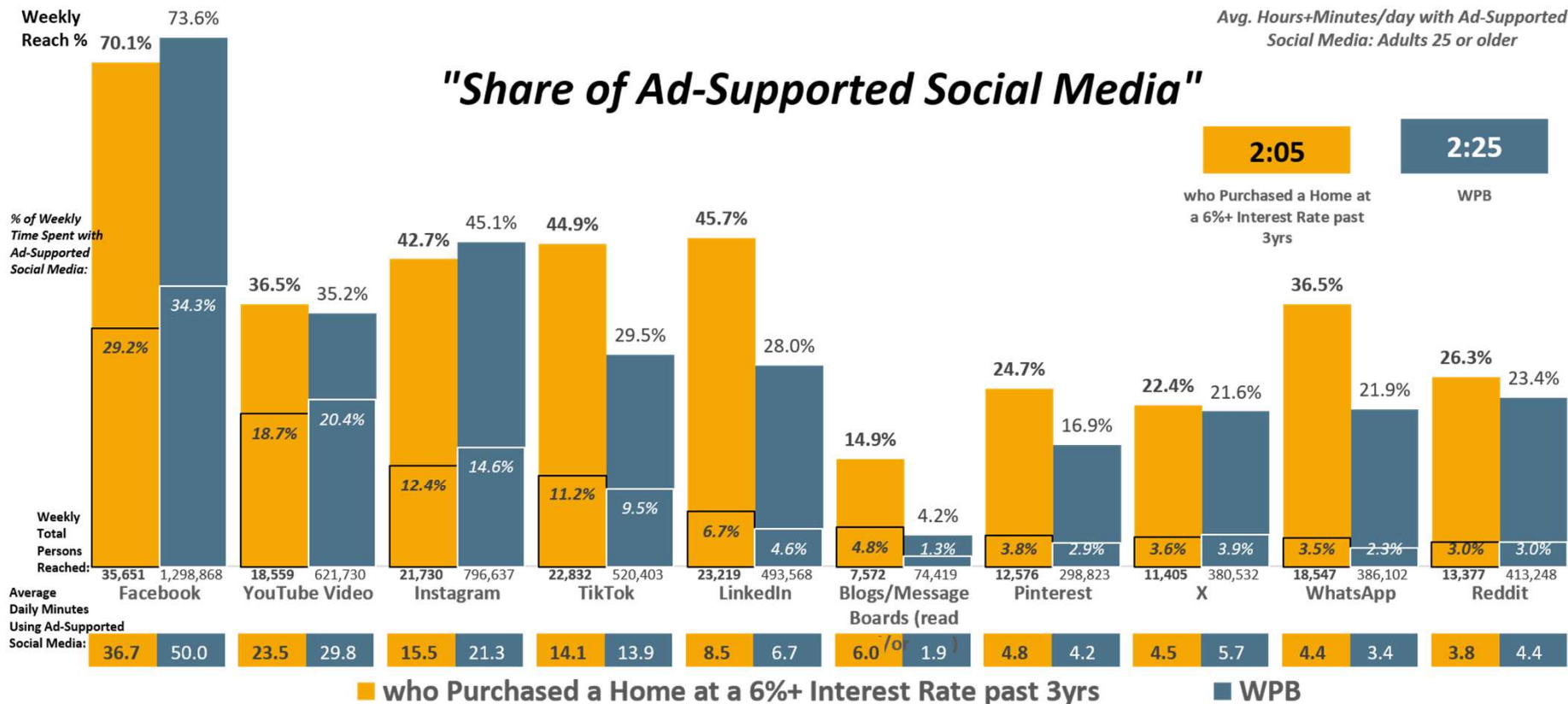
## "Share of Ad-Supported Social Media"





35,651 or 70.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 36.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

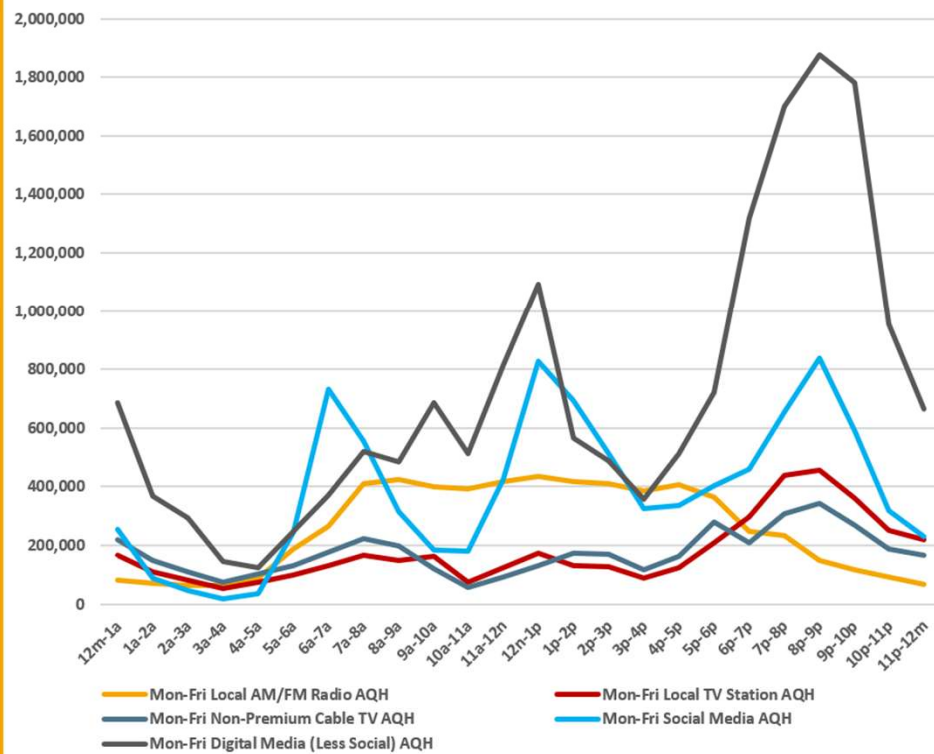
## "Share of Ad-Supported Social Media"



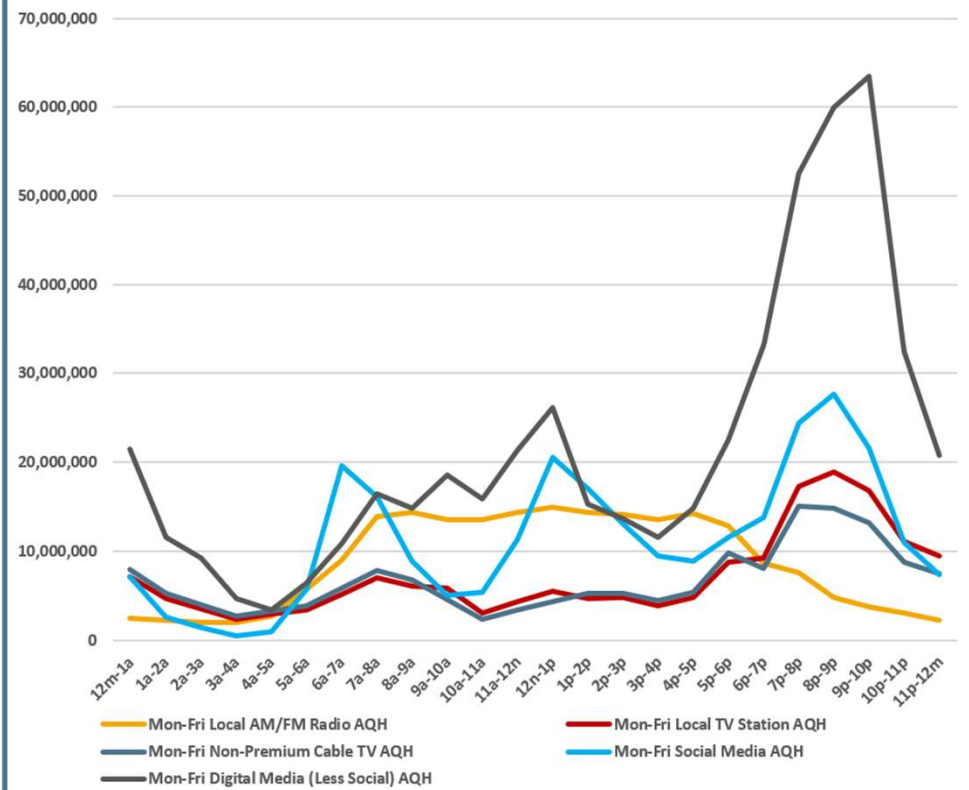


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 649,519; Social Media: 457,611; Local Radio: 383,212; Non-Prem. Cable: 162,922; Local TV: 150,740 reaching Adults 25 or older who Purchased a Home at a 6%+ Interest Rate

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



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

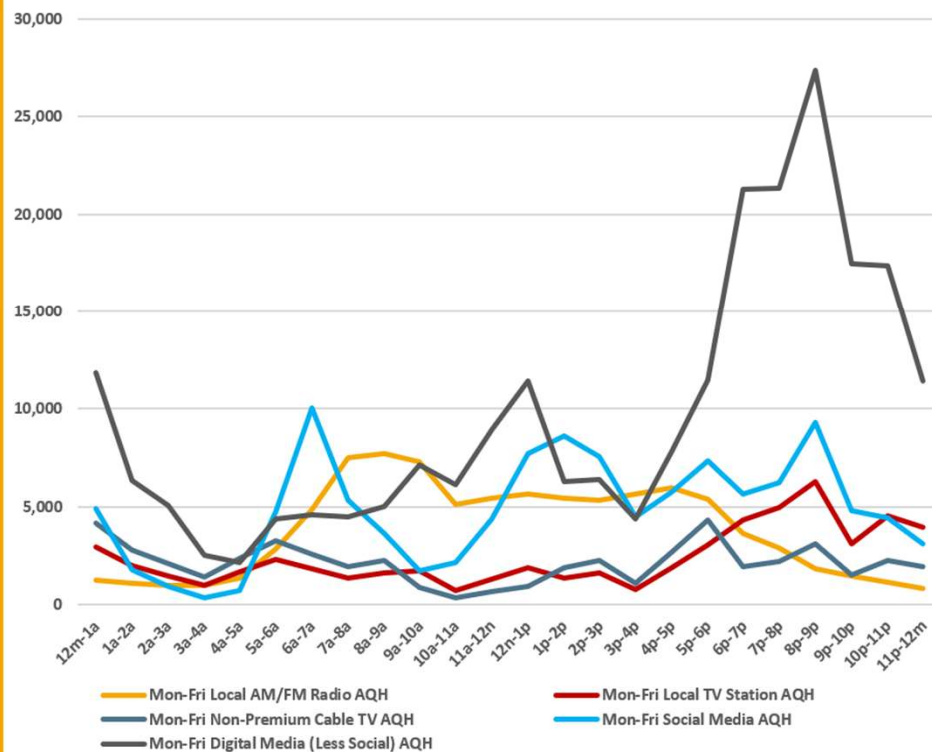




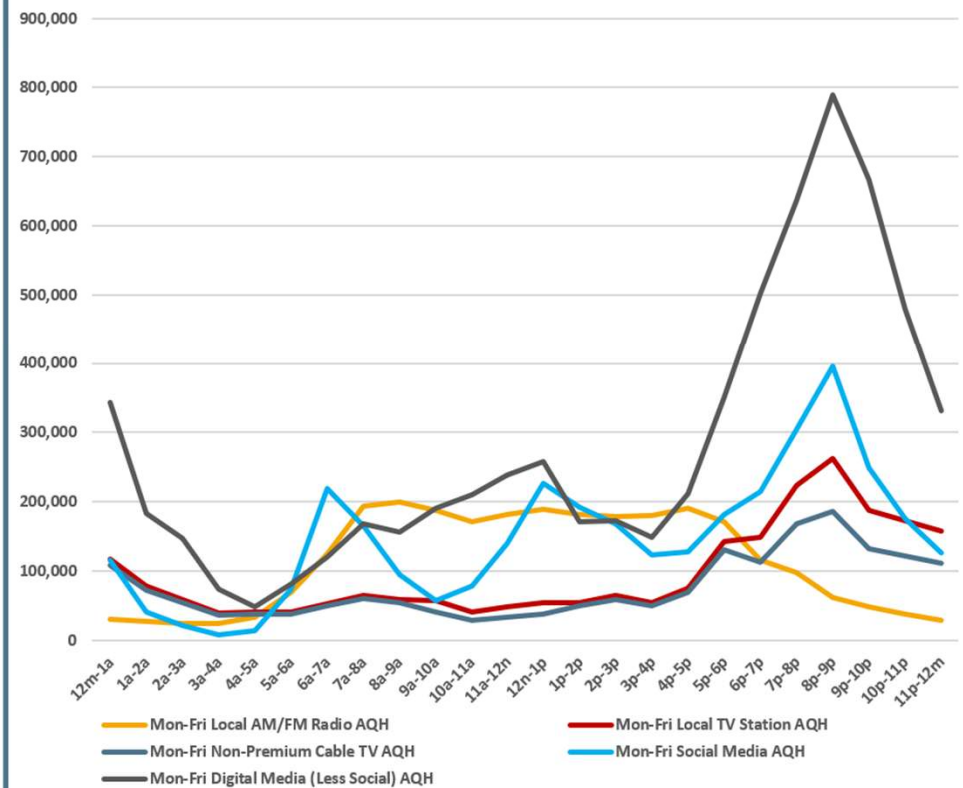


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,100; Local Radio: 5,754; Social Media: 5,708; Non-Prem. Cable: 1,824; Local TV: 1,804 reaching Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs.

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



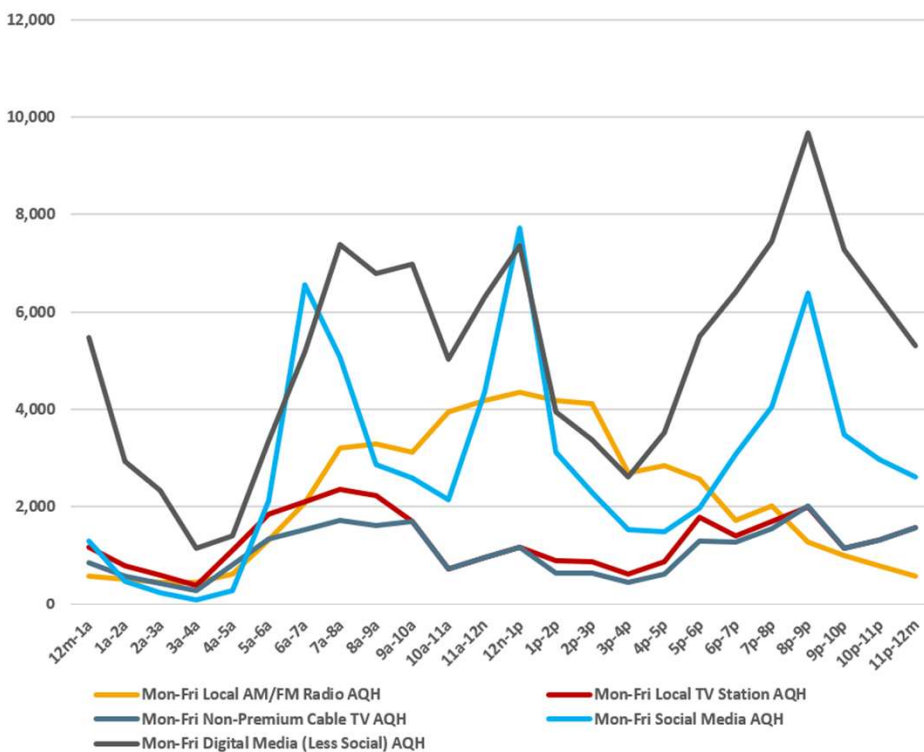
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**MSP Metro Area Adults 25 or older**



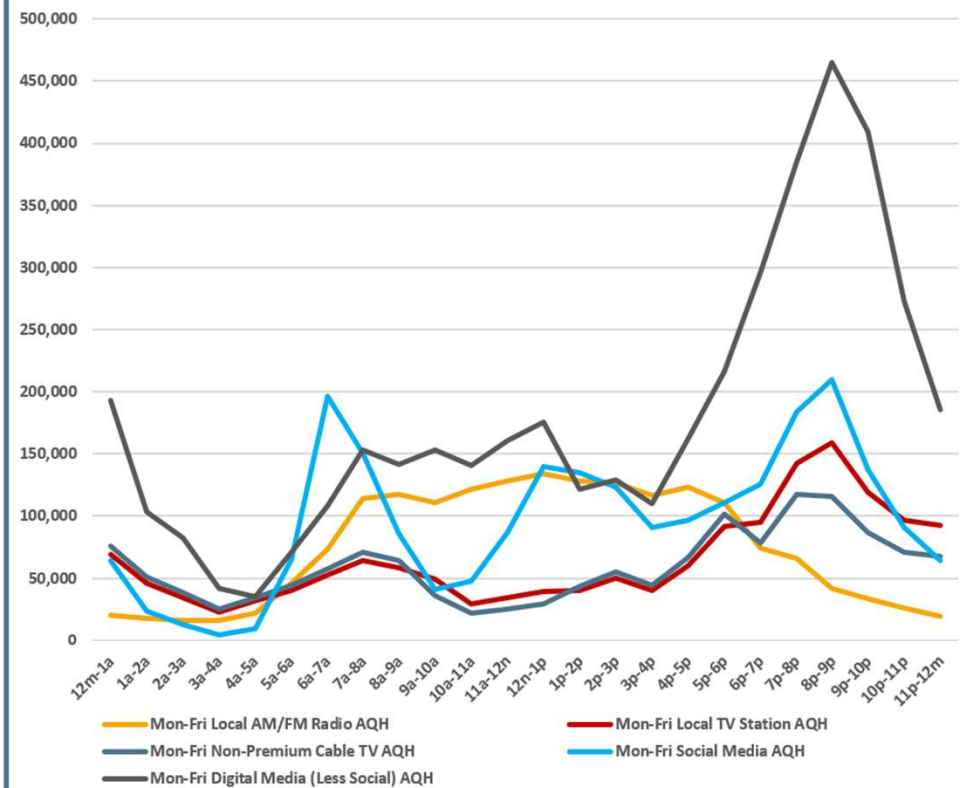


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,418; Social Media: 3,448; Local Radio: 3,255; Local TV: 1,363; Non-Prem. Cable: 1,110 reaching Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs.

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



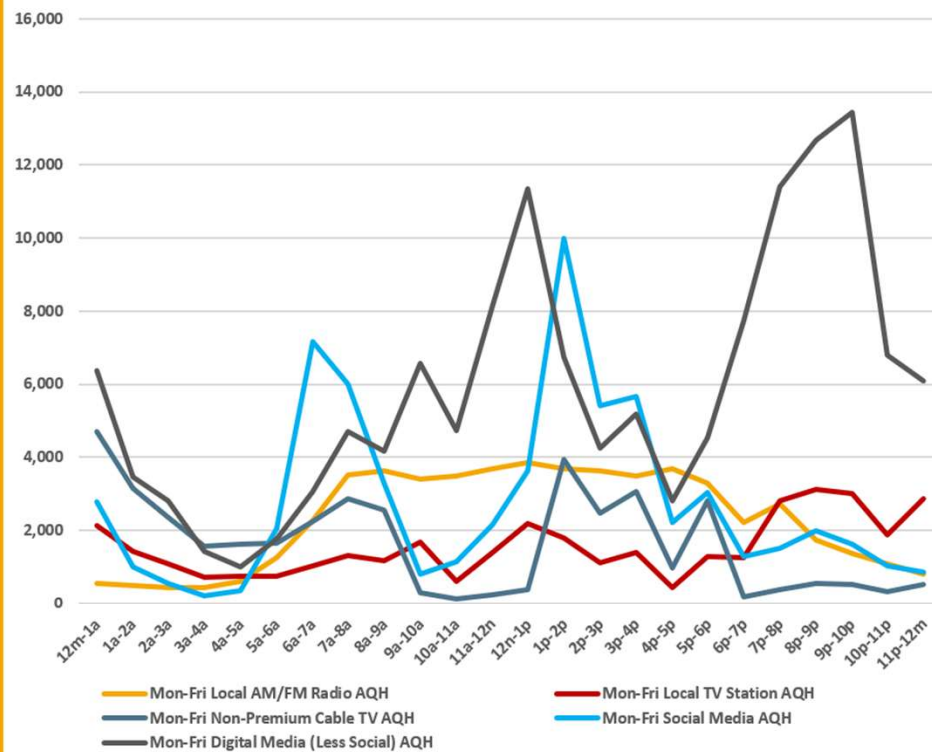
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
STL Metro Area Adults 25 or older**



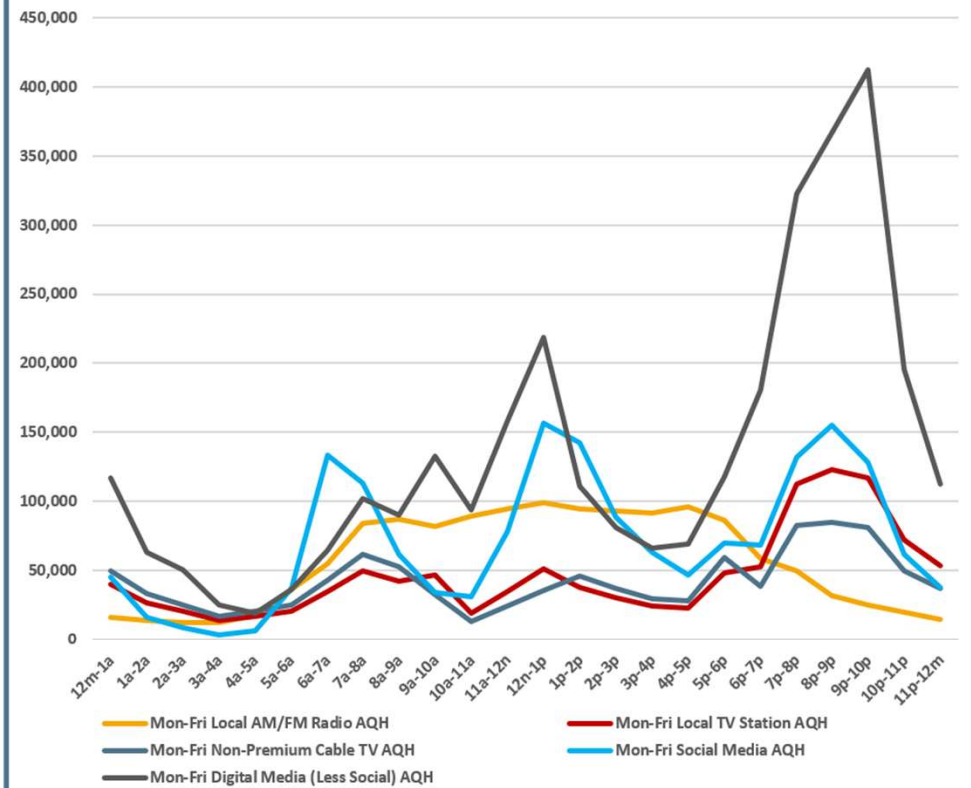


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,689; Social Media: 3,980; Local Radio: 3,372; Non-Prem. Cable: 1,701; Local TV: 1,280 reaching Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs.

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



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

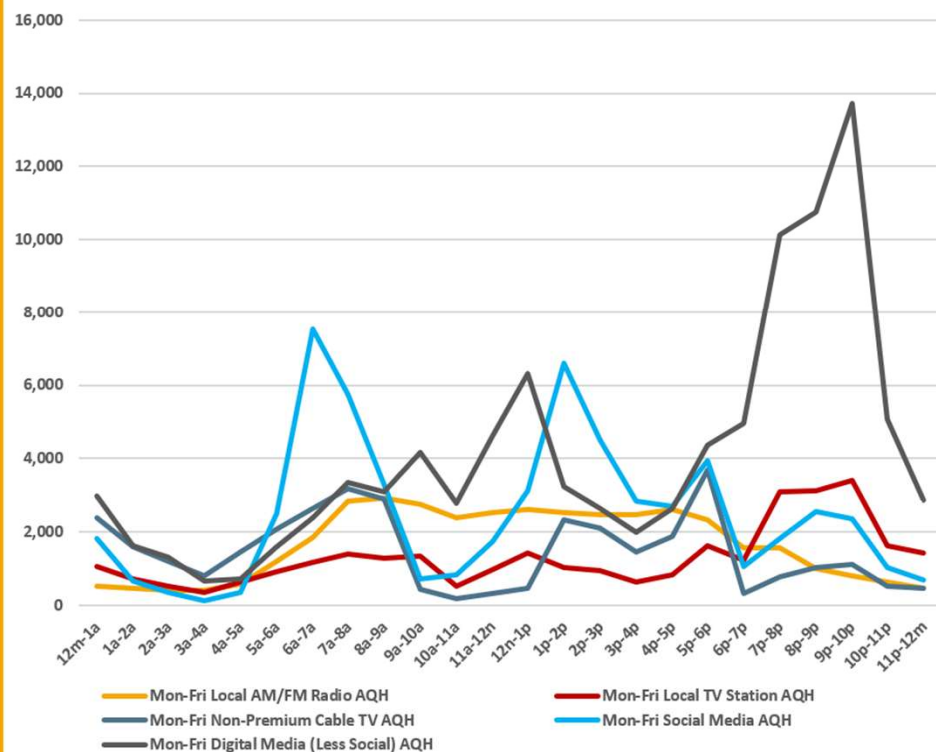




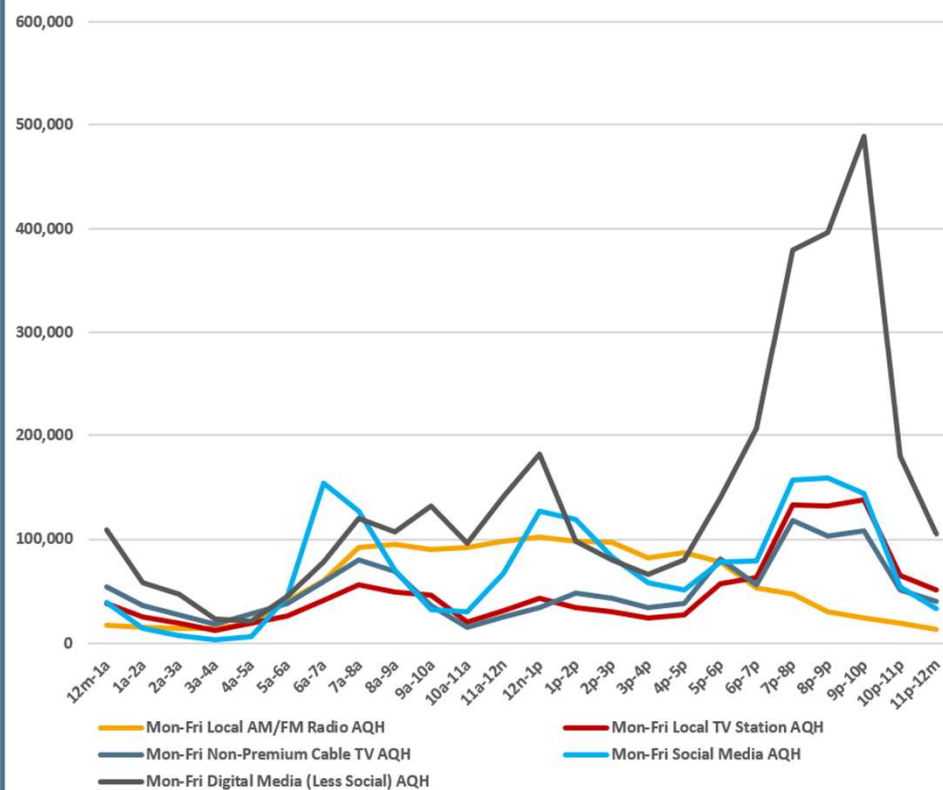


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,578; Social Media: 3,433; Local Radio: 2,451; Non-Prem. Cable: 1,681; Local TV: 1,108 reaching Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs.

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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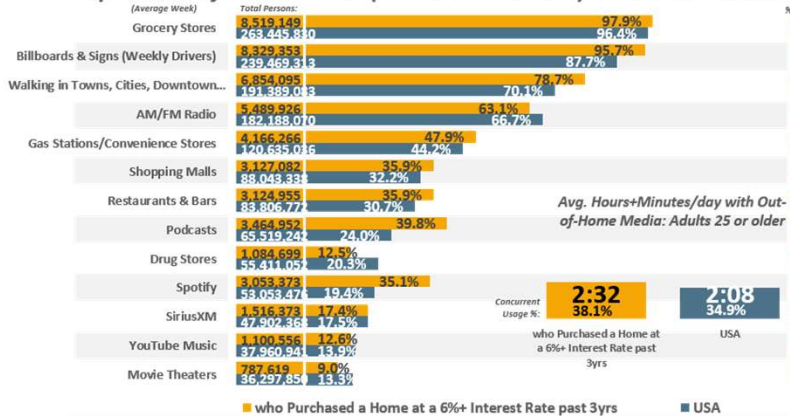
**soefa.ai** Share of Everything  
for Anything.

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

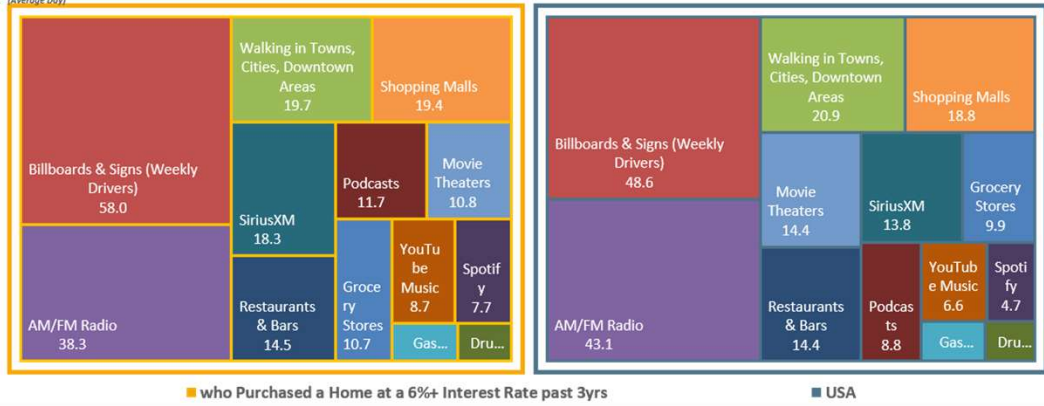


8,329,353 or 95.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 58. minutes per day driving, seeing Billboards and Signs. 59.6% Listen to Local Radio Stations Out-of-Home for an average of 34.8 minutes/day

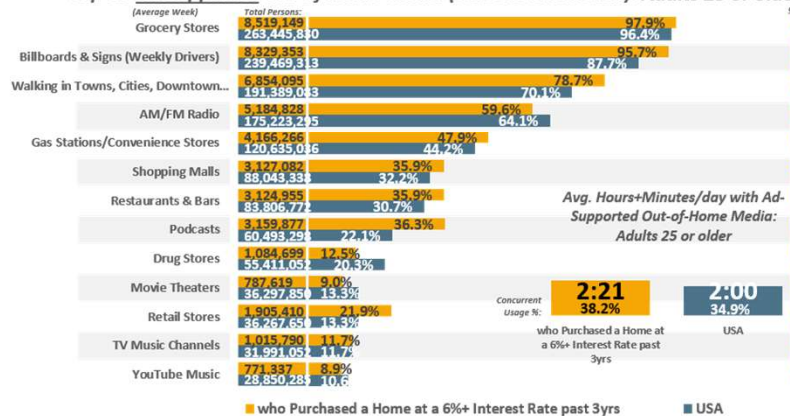
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



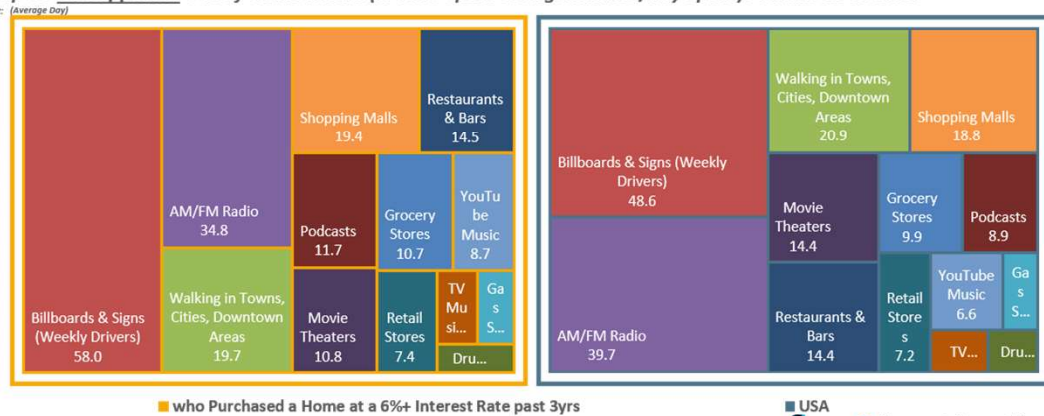
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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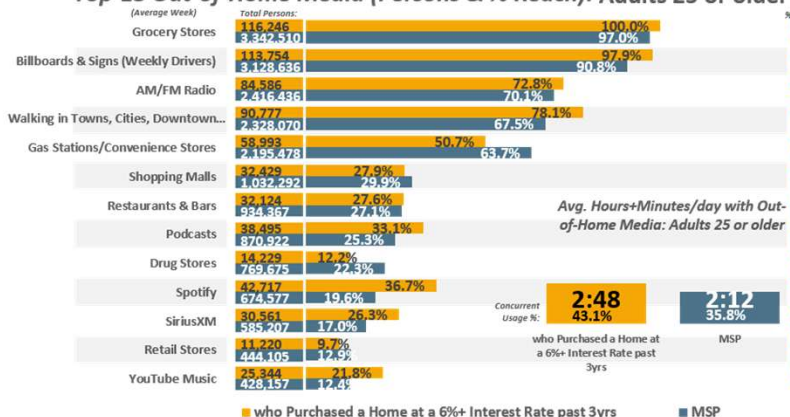
soefa.ai Share of Everything for Anything

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

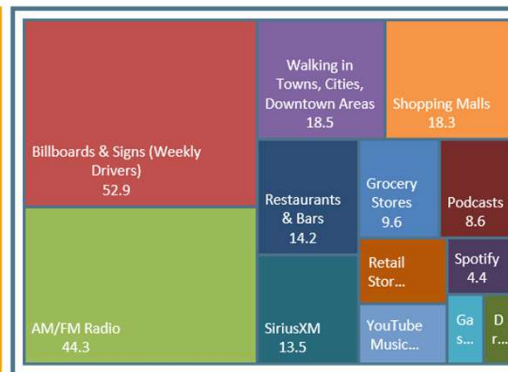
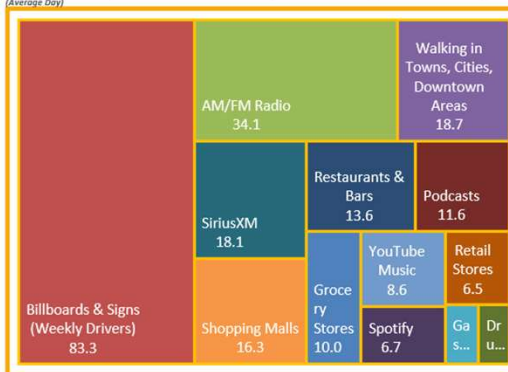


113,754 or 97.9% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 83.3 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 27.1 minutes/day

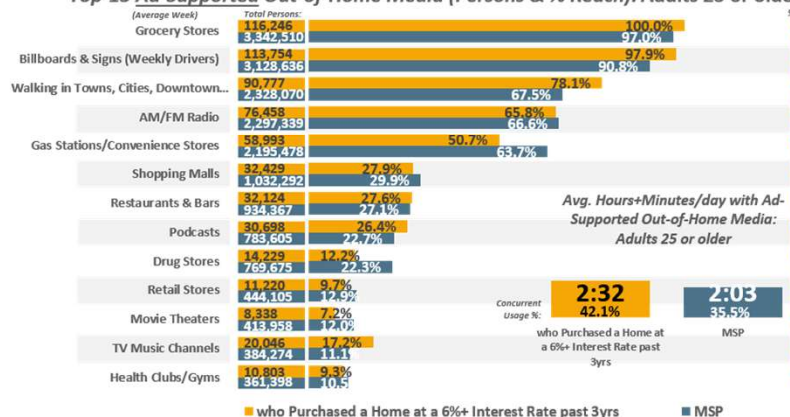
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



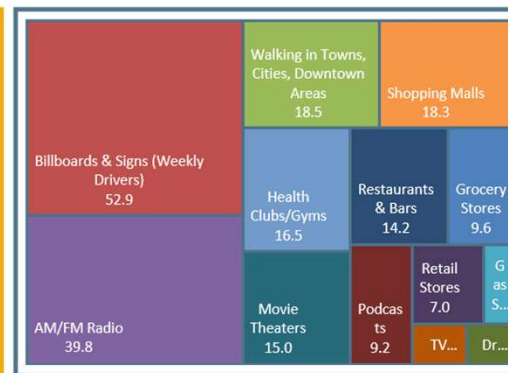
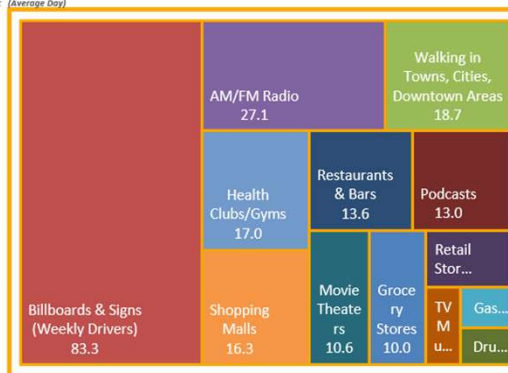
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46  
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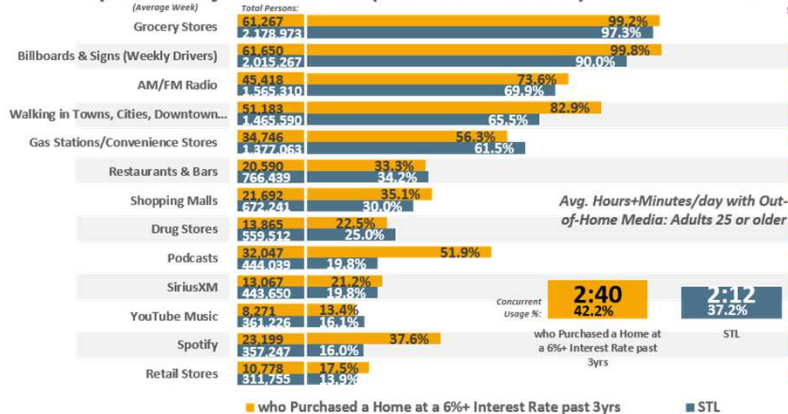
(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))



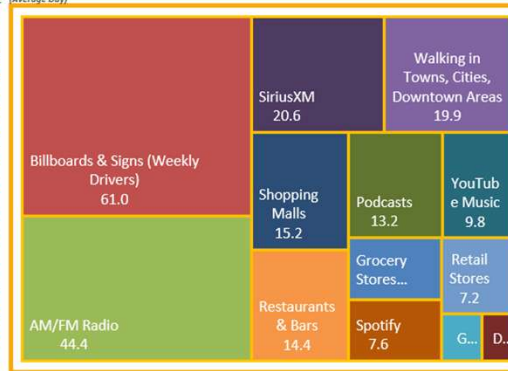


61,650 or 99.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 61. minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

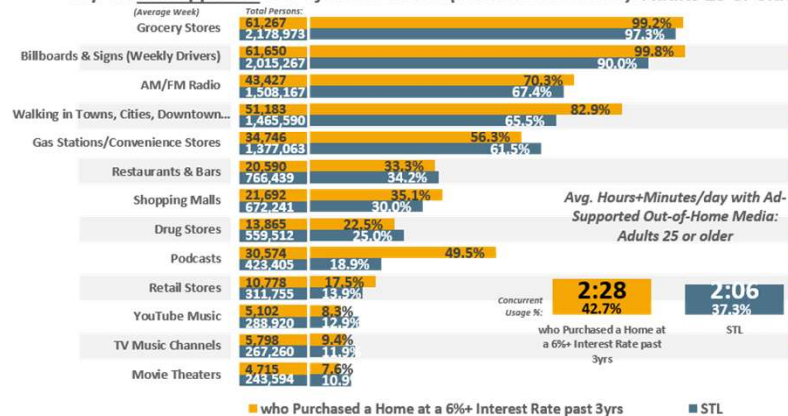
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



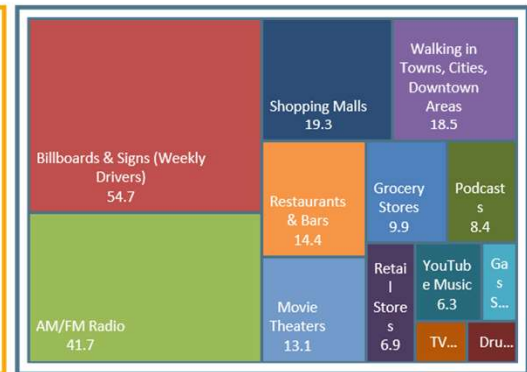
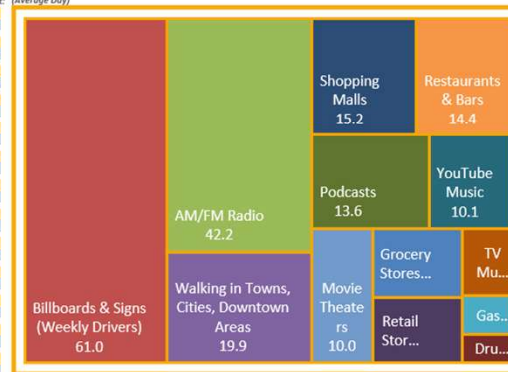
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



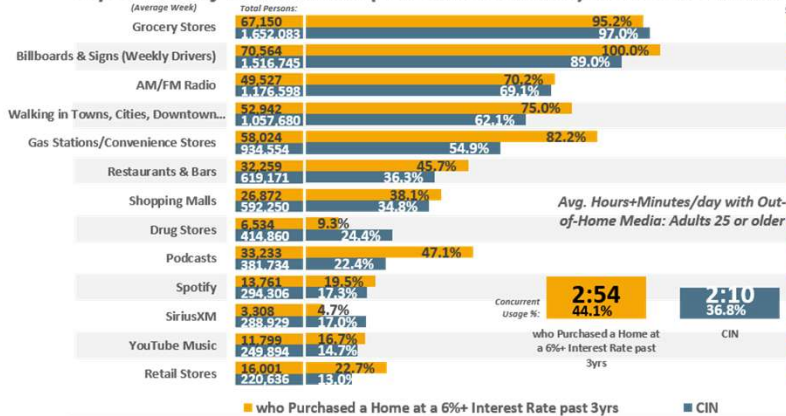
### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



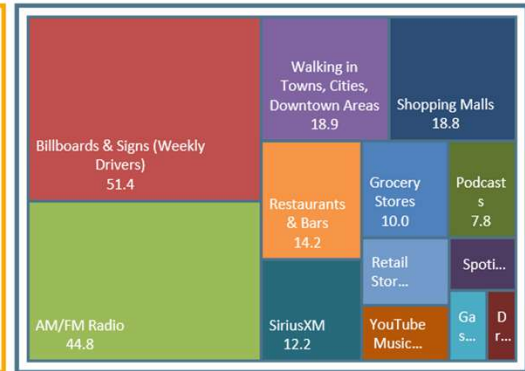
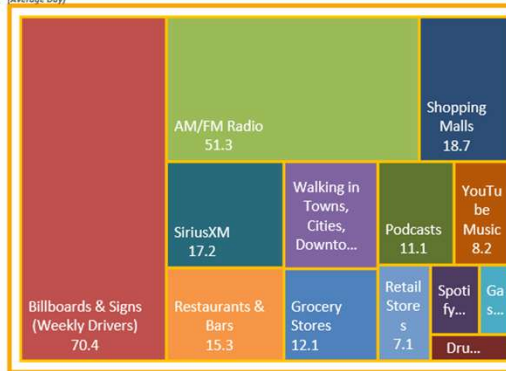


70,564 or 100.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 70.4 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

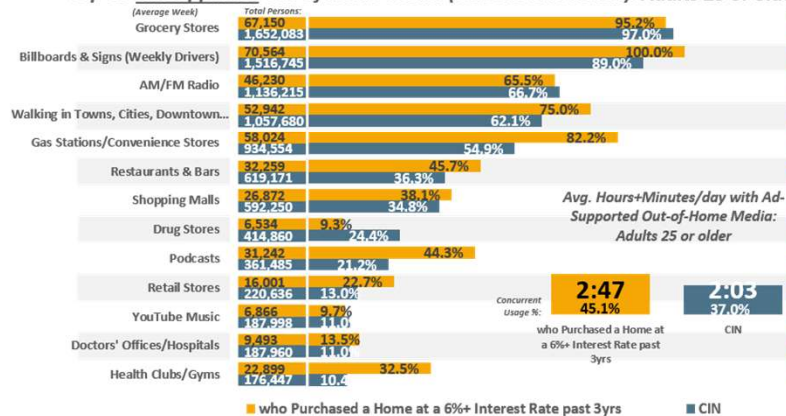
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



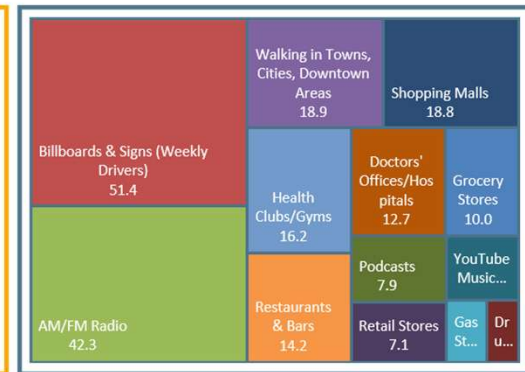
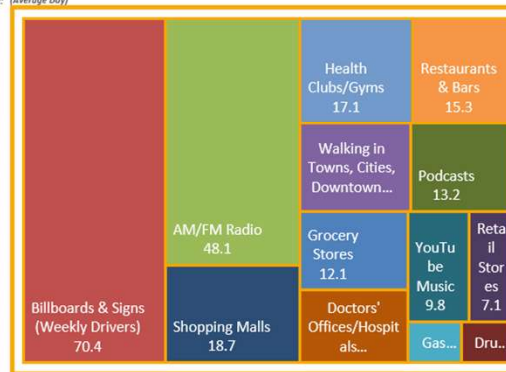
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

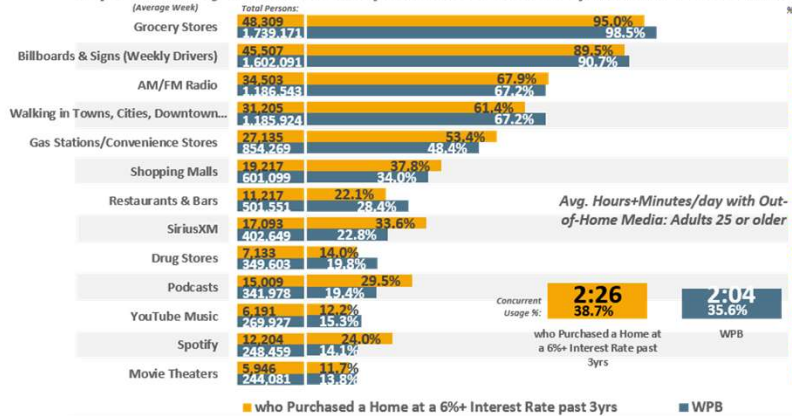




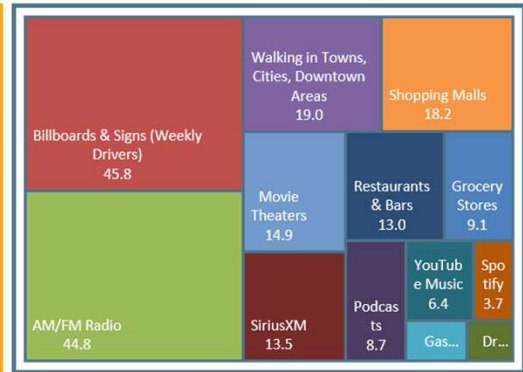
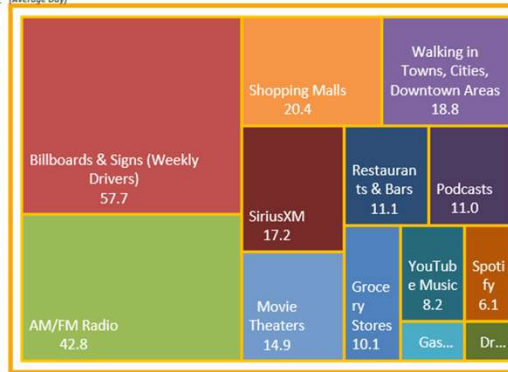


45,507 or 89.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 57.7 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 42.5 minutes/day.

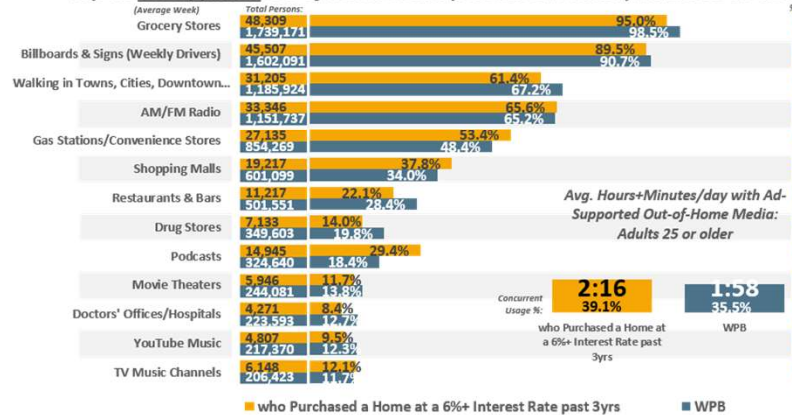
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



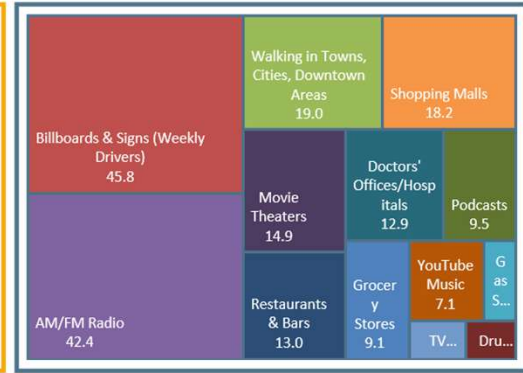
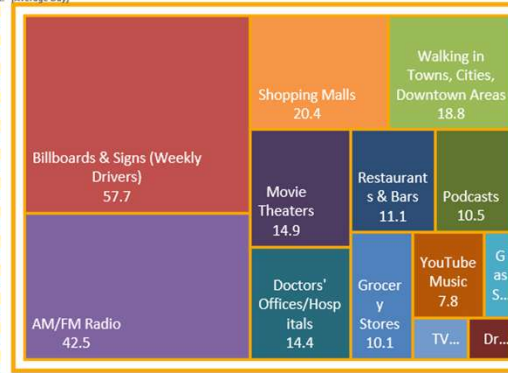
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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





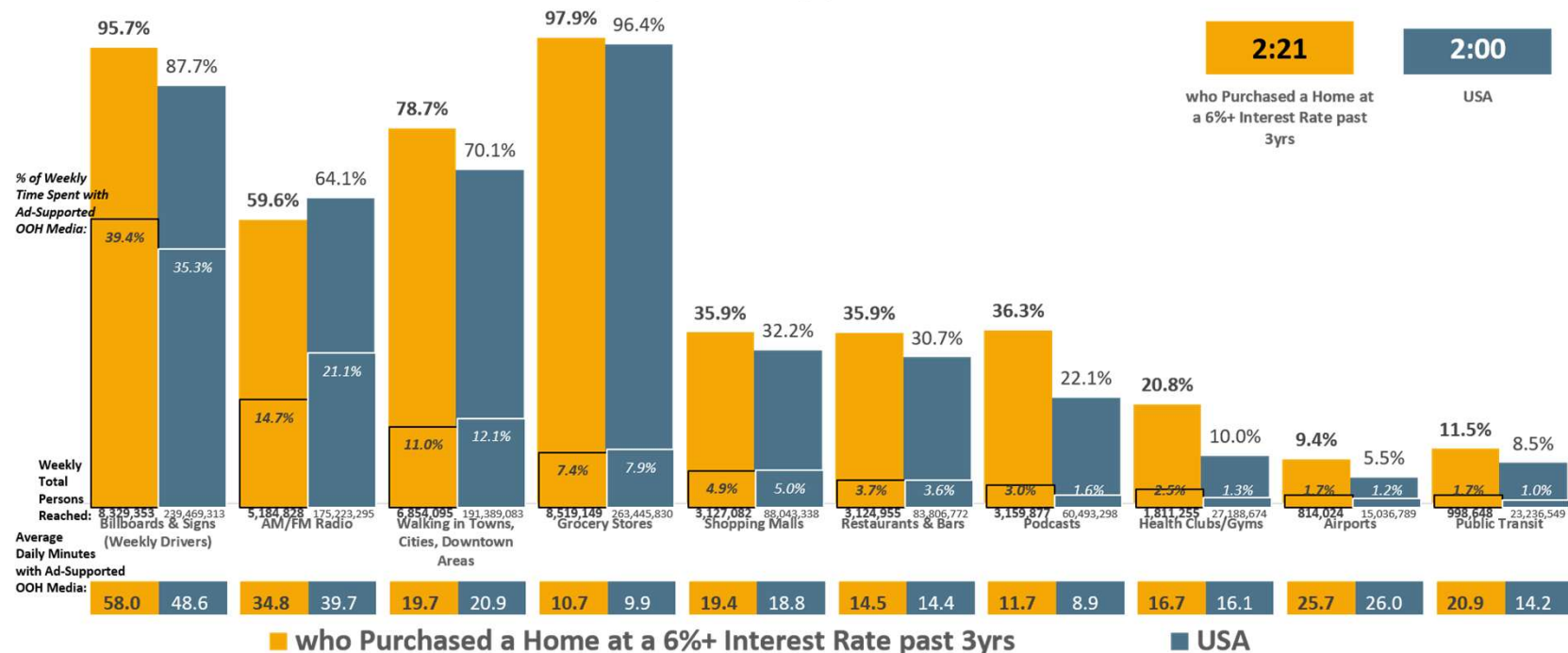


8,329,353 or 95.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 58. minutes per day driving, seeing Billboards and Signs representing 39.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 682 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 22,187  
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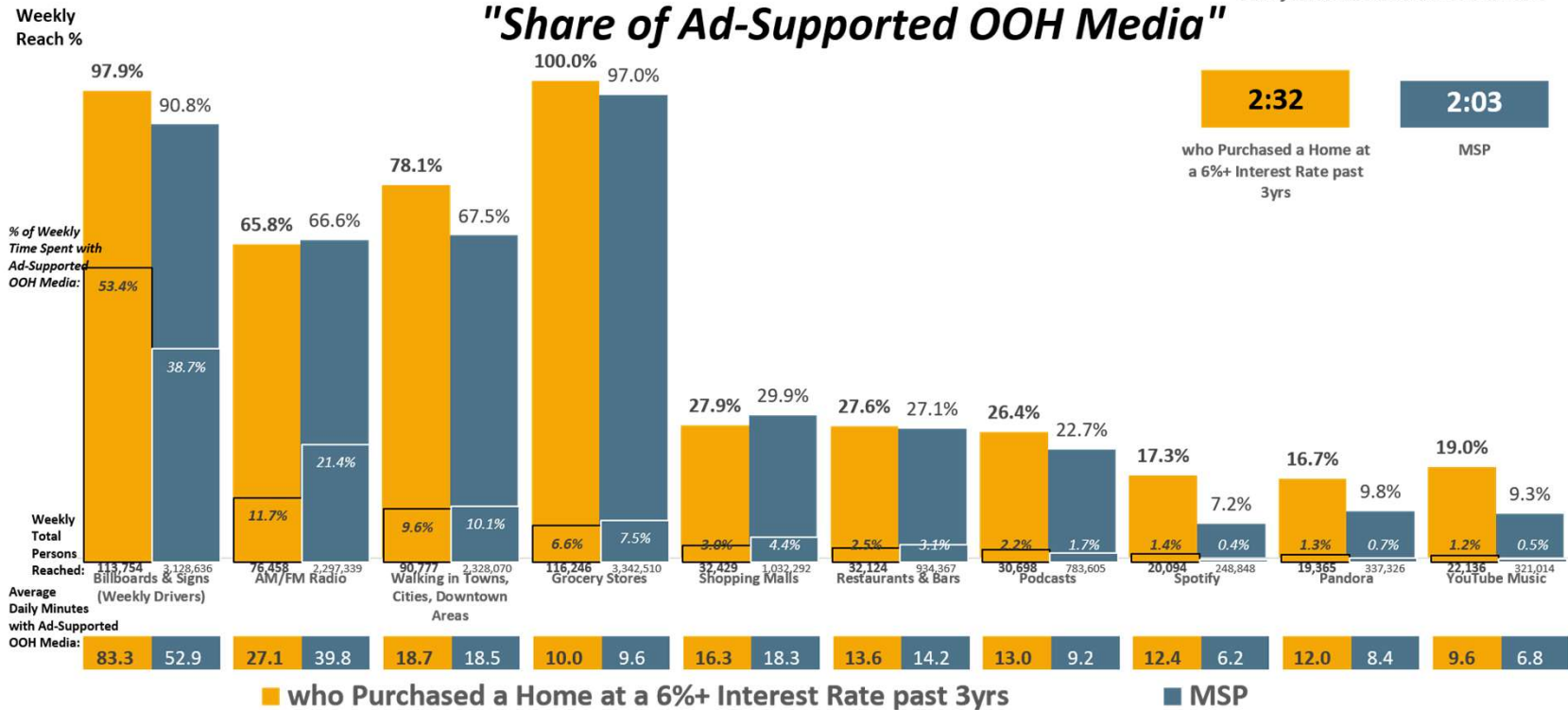
soefa.ai Share of Everything for Anything

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



113,754 or 97.9% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 83.3 minutes per day driving, seeing Billboards and Signs representing 53.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46  
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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,733

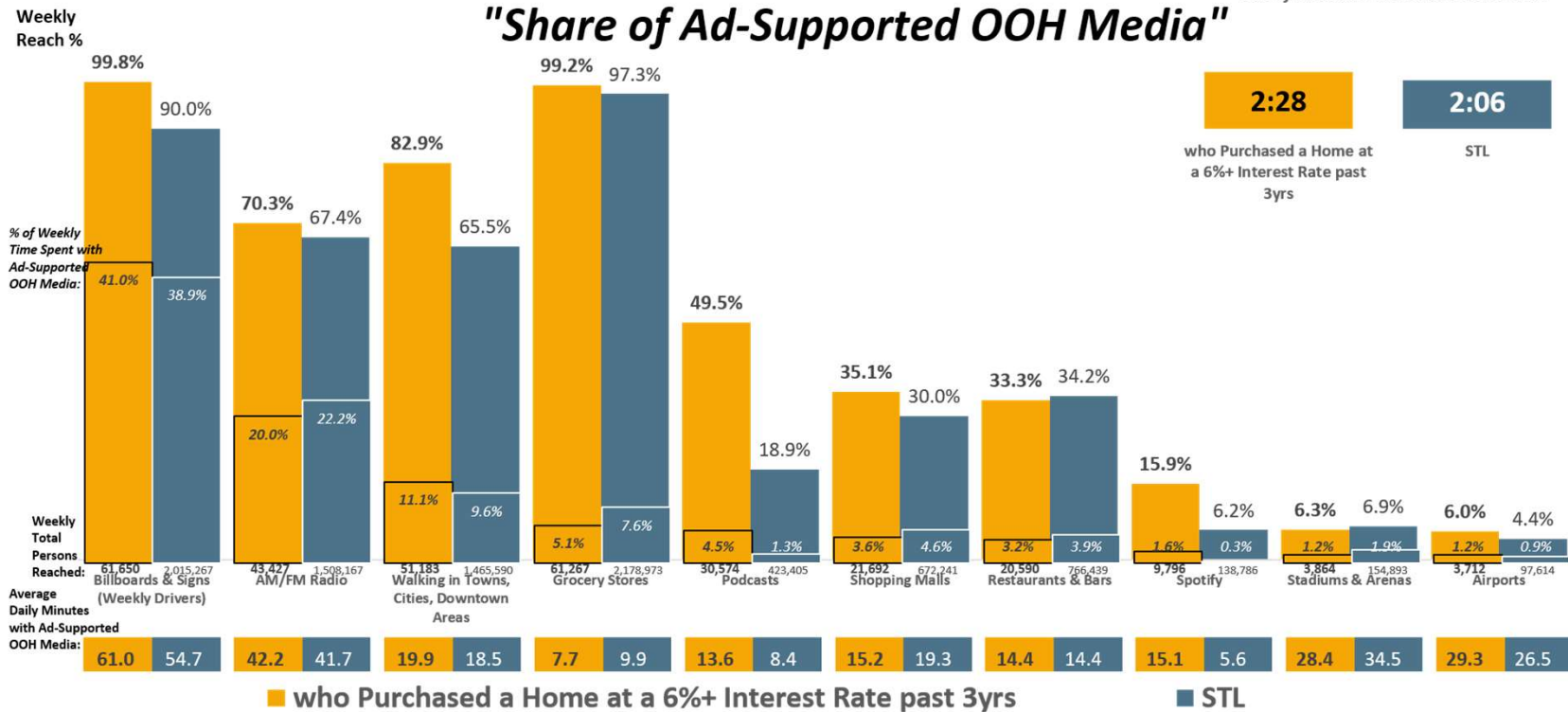
soefa.ai Share of Everything for Anything

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



61,650 or 99.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 61. minutes per day driving, seeing Billboards and Signs representing 41.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 44  
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STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,757

soefa.ai Share of Everything for Anything

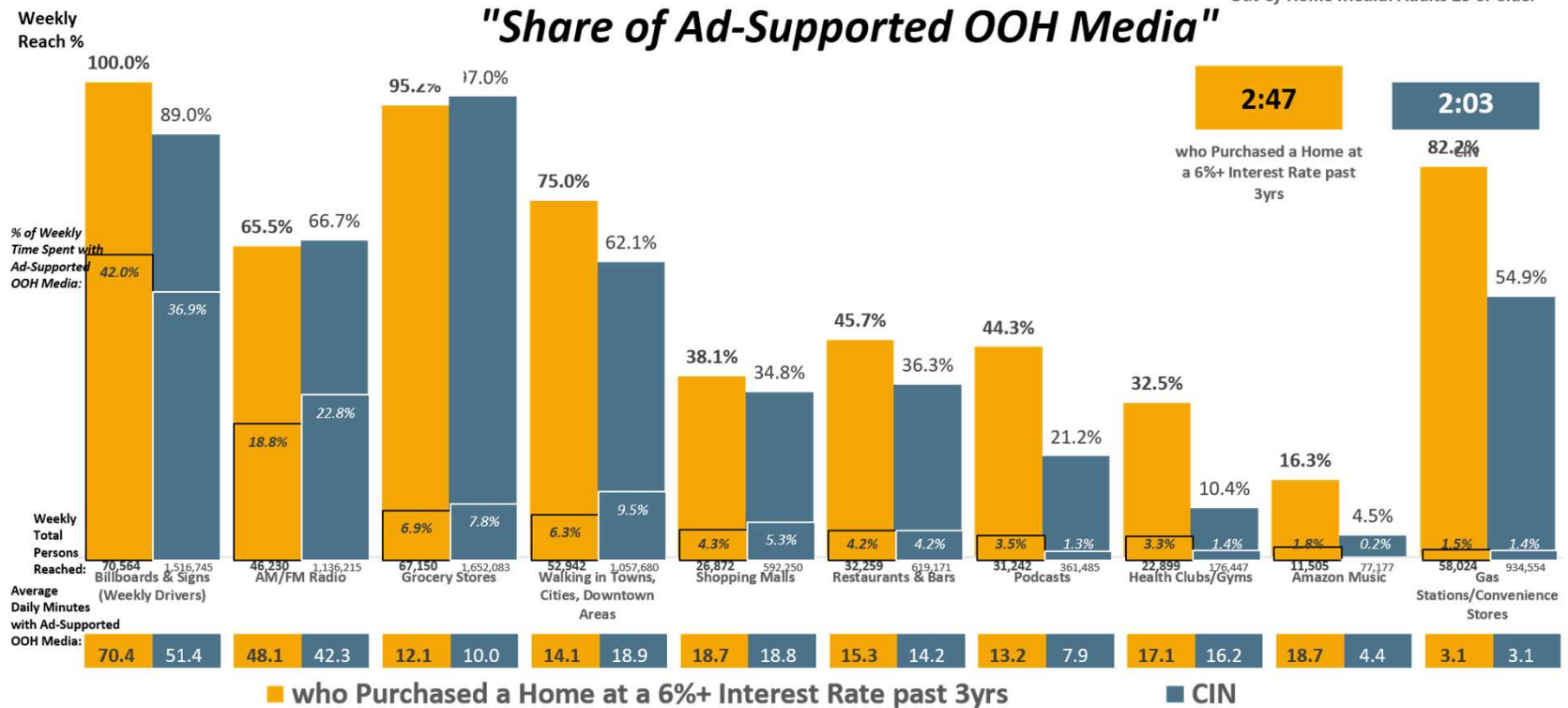
(((Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage))





70,564 or 100.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 70.4 minutes per day driving, seeing Billboards and Signs representing 42.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58  
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CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,738

soefa.ai Share of Everything for Anything

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

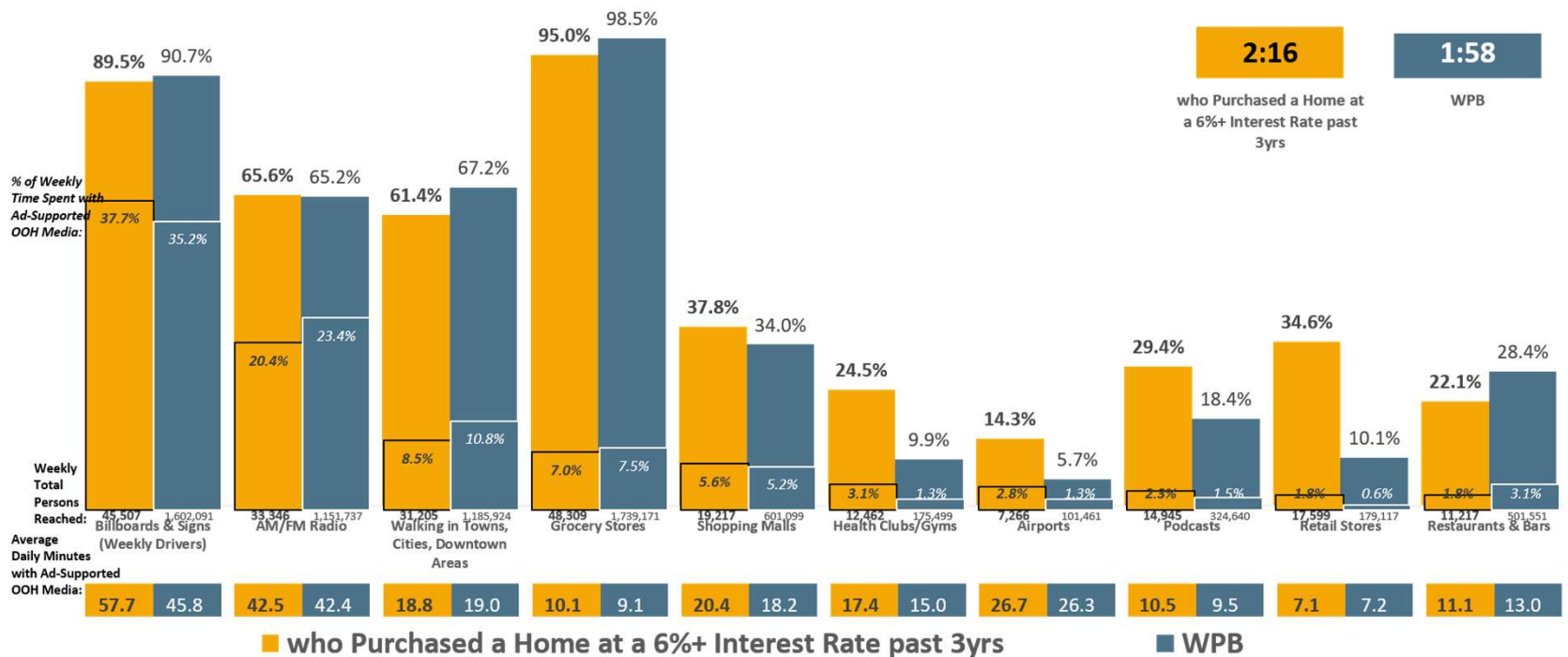


45,507 or 89.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 57.7 minutes per day driving, seeing Billboards and Signs representing 37.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:16

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

1:58

WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,387

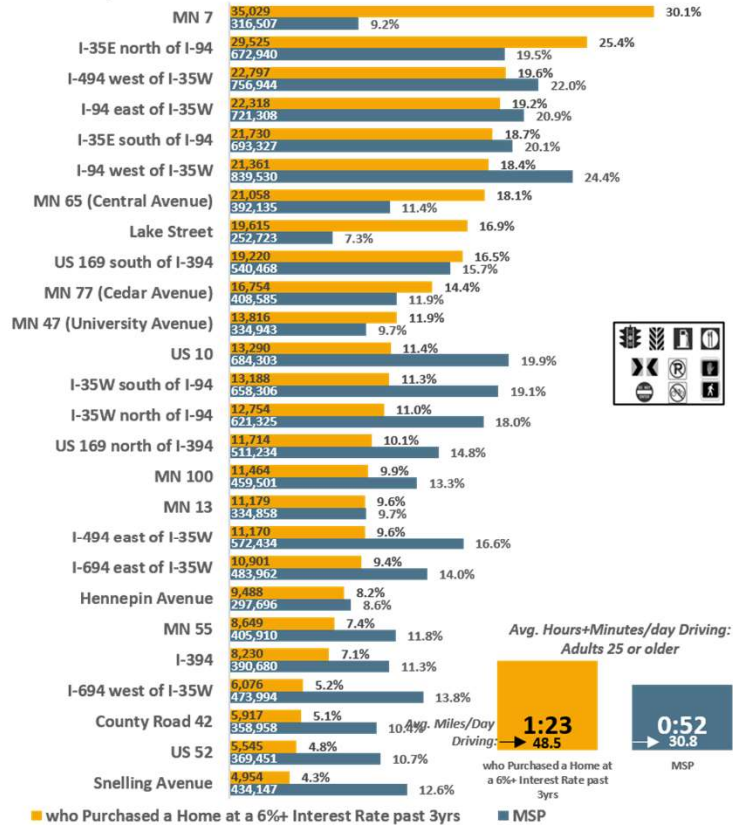
soefa.ai Share of Everything for Anything

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

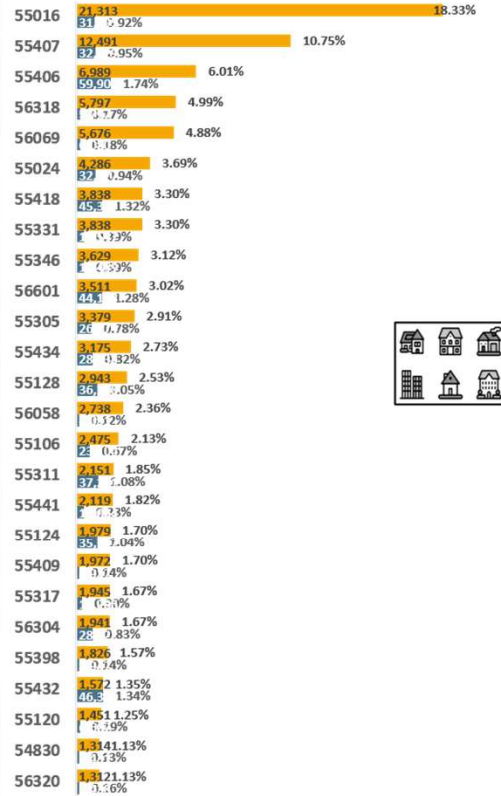


113,754 or 97.9% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 83.3 minutes per day driving an average of 48.5 miles each day and are 228.2% more likely to use MN 7 than the Metro average.

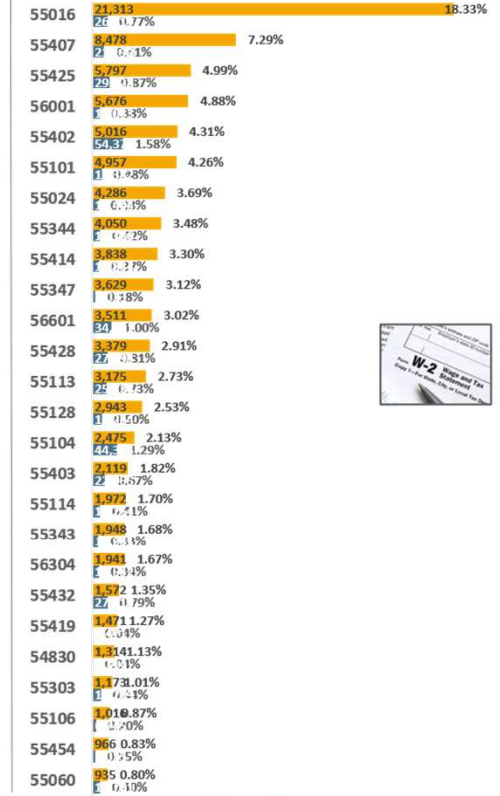
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



#### Top-26 Residential Zip Codes: Adults 25 or older



#### Top-26 Employment Zip Codes: Adults 25 or older

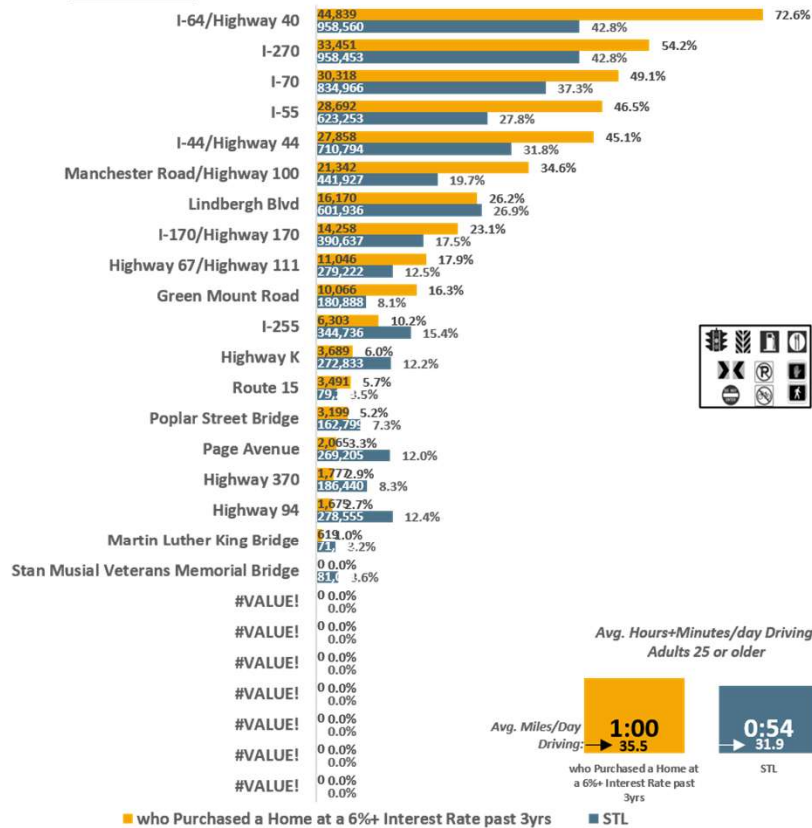




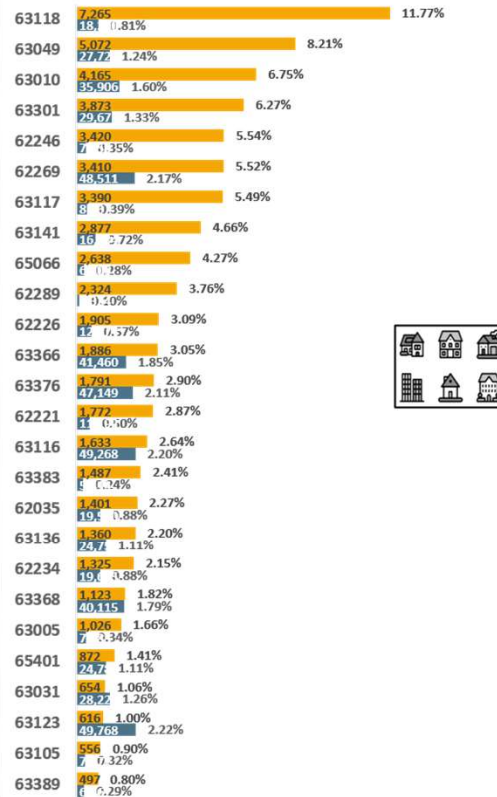


61,650 or 99.8% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 61. minutes per day driving an average of 35.5 miles each day and are 101.7% more likely to use Green Mount Road than the Metro average.

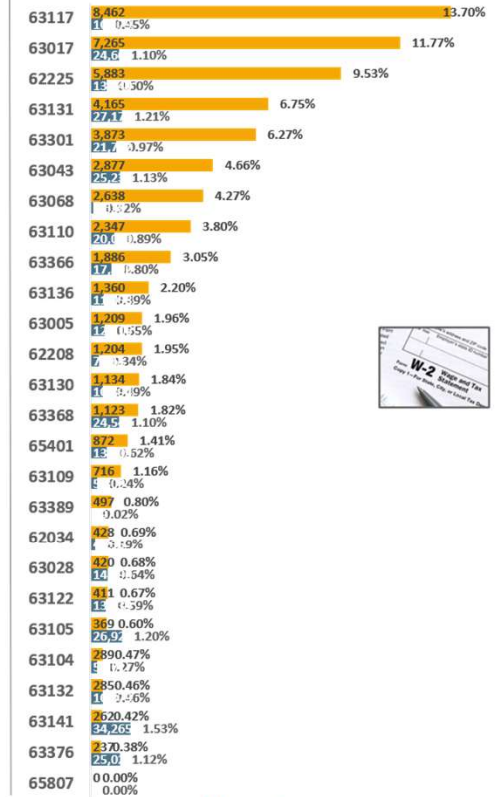
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



#### Top-26 Residential Zip Codes: Adults 25 or older



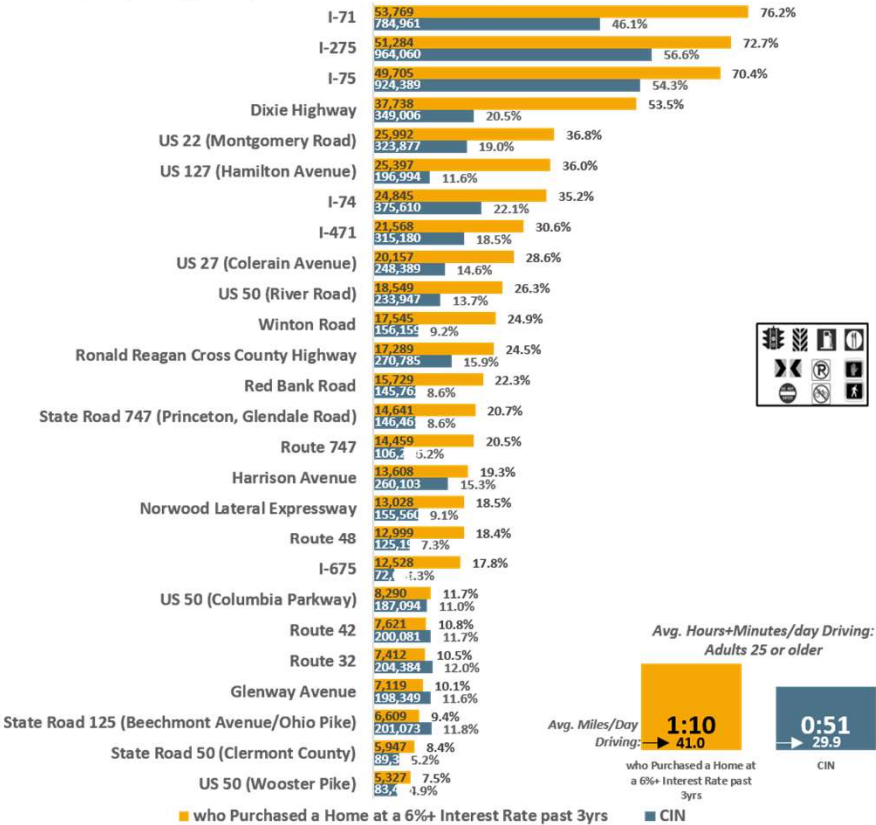
#### Top-26 Employment Zip Codes: Adults 25 or older



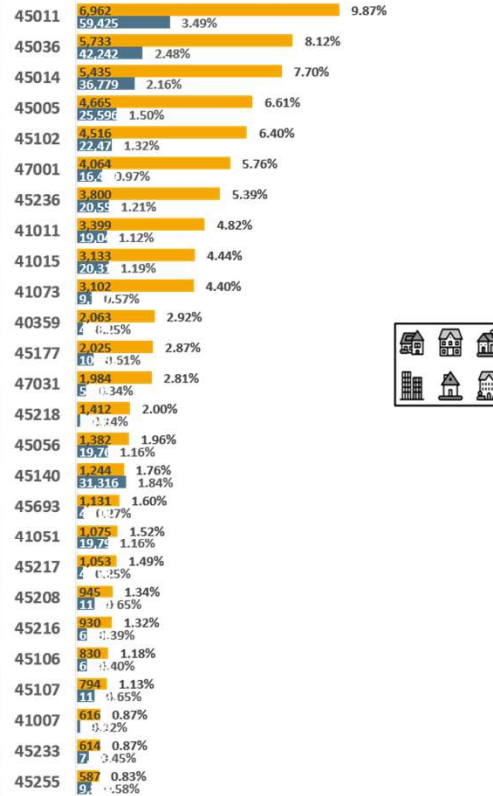


70,564 or 100.% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 70.4 minutes per day driving an average of 41. miles each day and are 316.5% more likely to use I-675 than the Metro average.

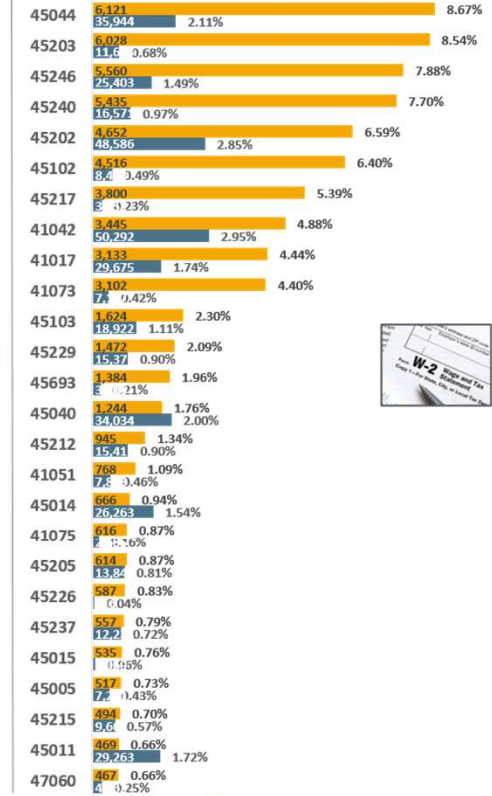
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



#### Top-26 Residential Zip Codes: Adults 25 or older



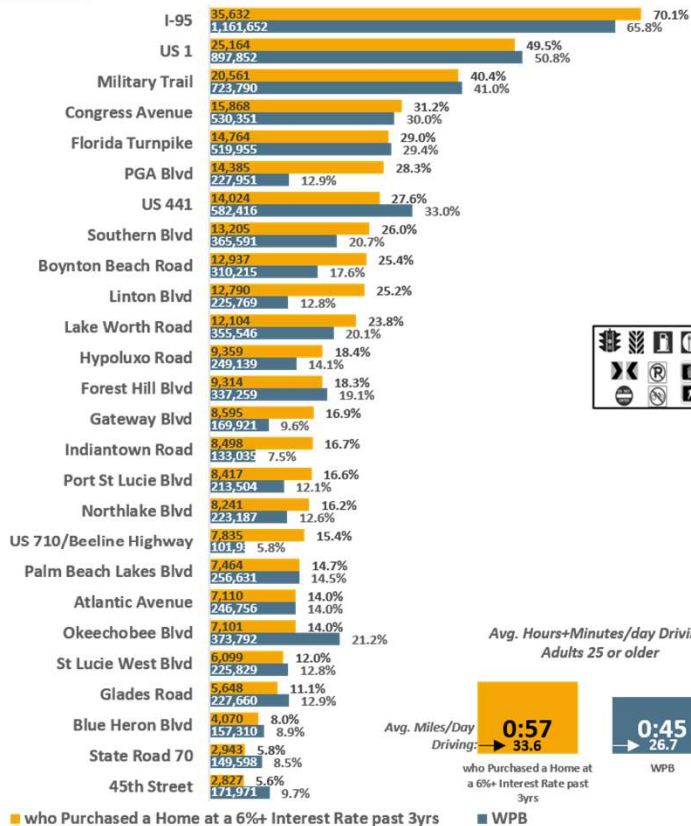
#### Top-26 Employment Zip Codes: Adults 25 or older



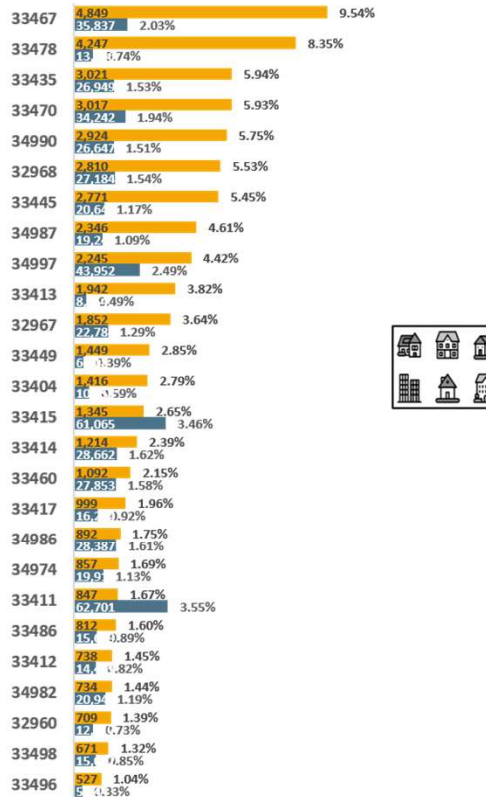


45,507 or 89.5% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs spend an average of 57.7 minutes per day driving an average of 33.6 miles each day and are 167.% more likely to use US 710/Beeline Highway than the Metro average.

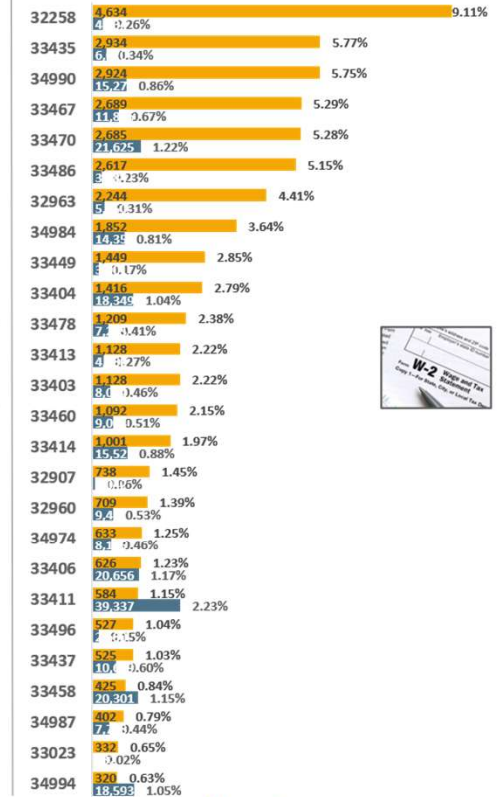
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



#### Top-26 Residential Zip Codes: Adults 25 or older

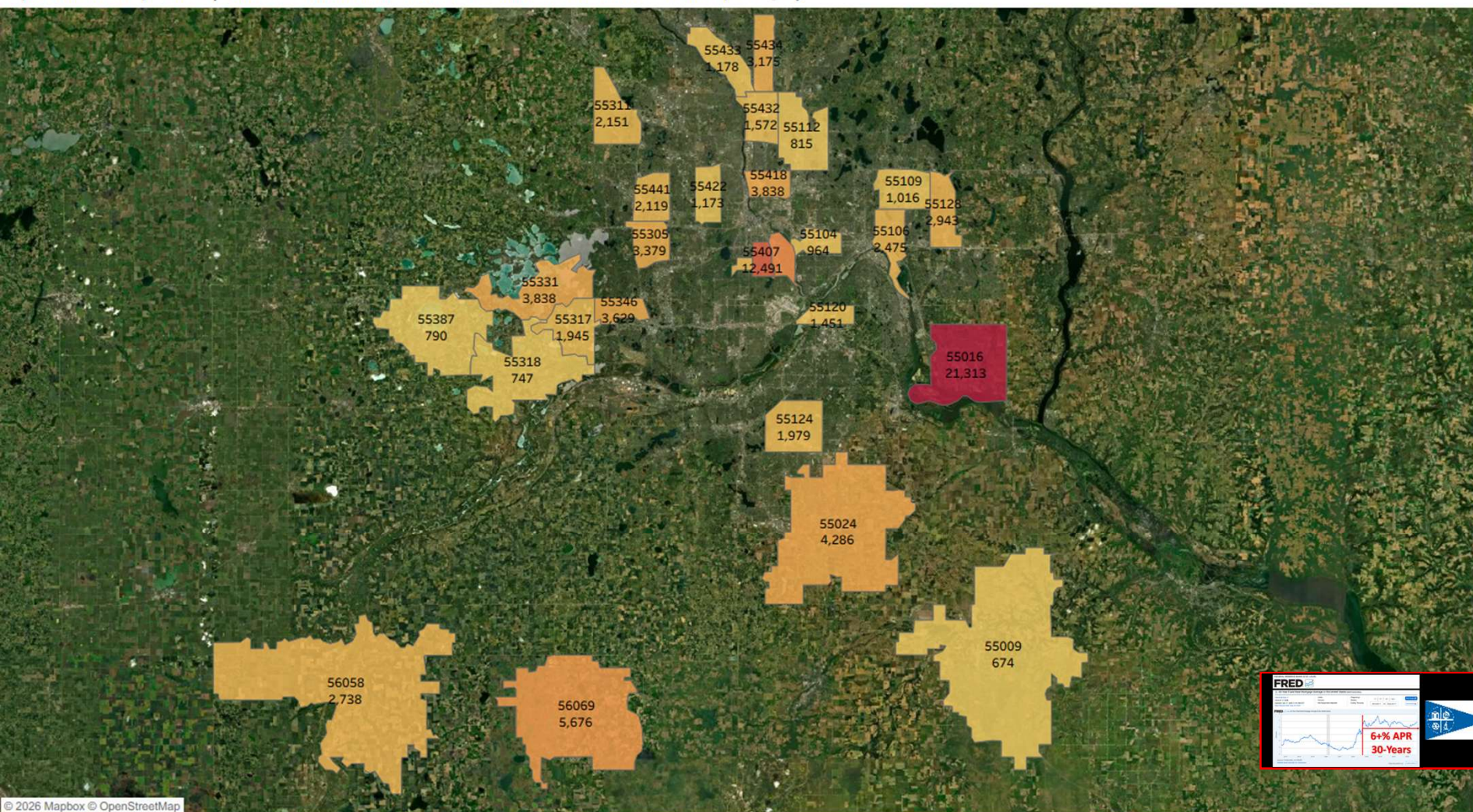


#### Top-26 Employment Zip Codes: Adults 25 or older





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

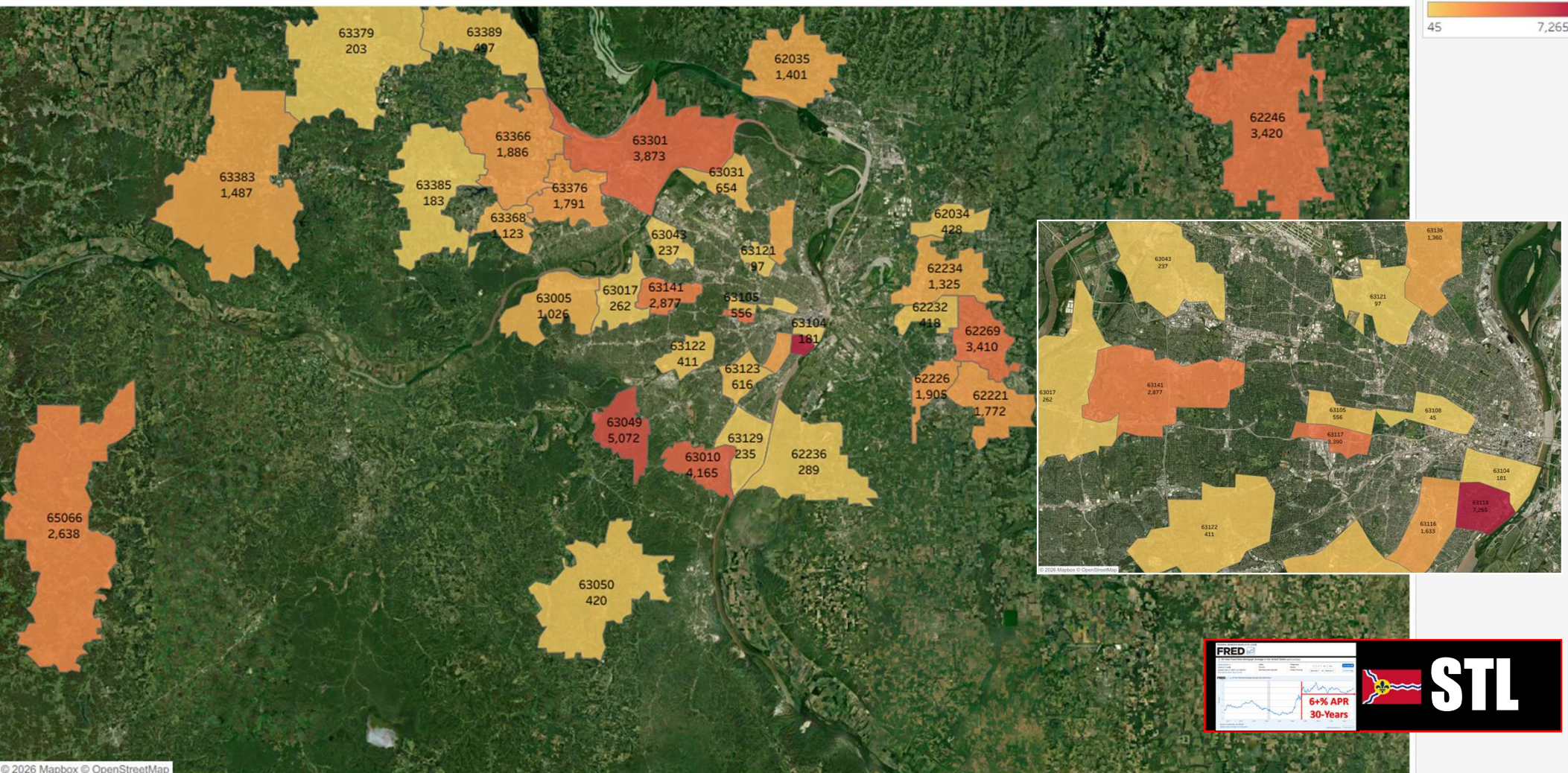


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[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage]]



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





45056 1,382

45013 375

45011 6,962

45014 5,435

45069 257

45042 182

45005 4,665

45066 391

45036 5,733

45177 2,025

45152 388

45039 469

45140 1,244

45107 794

47060 467

47041 75

47031 1,984

47001 4,064

45218 1,412

45215 494

45242 425

45216 930

45236 3,800

45217 1,053

45211 168

45233 614

45238 72

41073 3,102

45208 945

45230 248

45255 587

41011 3,399

41005 257

41076 419

41015 3,133

41051 1,075

41094 557

41007 616

45102 4,516

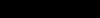
45106 830

45679 253

FRED

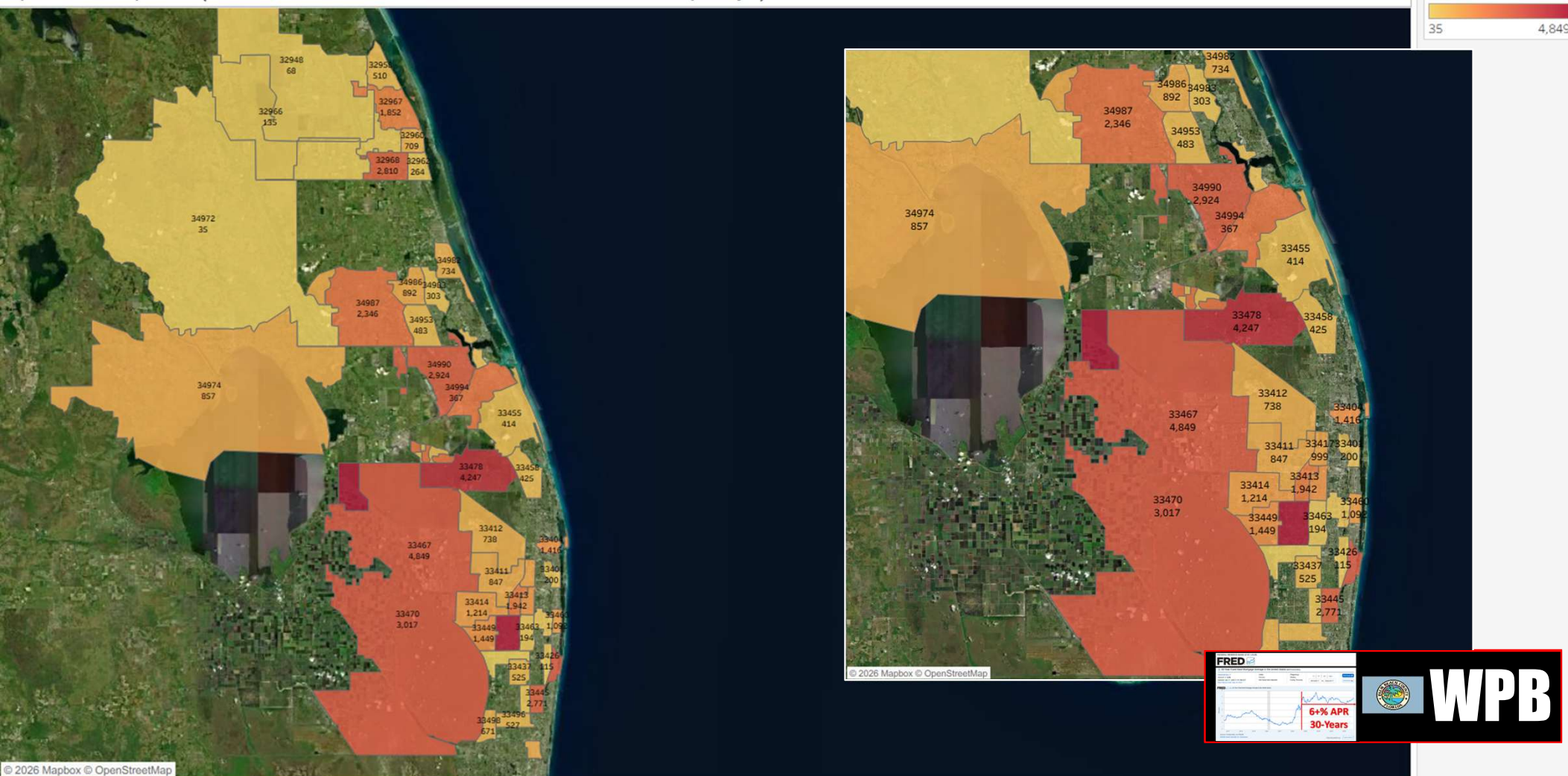
6+% APR 30-Years

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

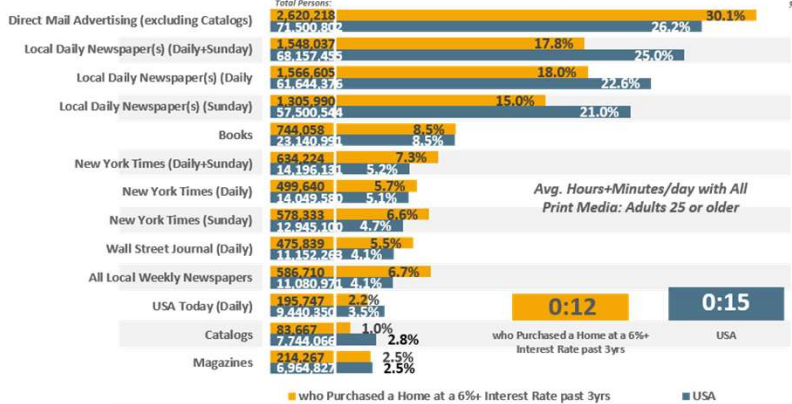


[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



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

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

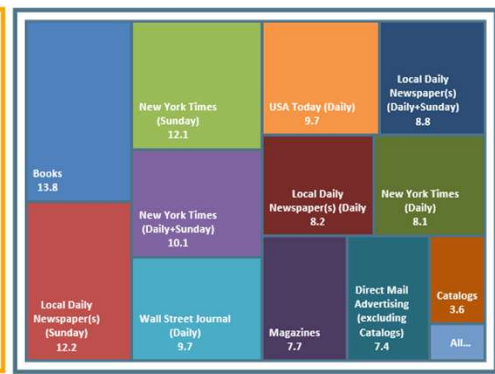
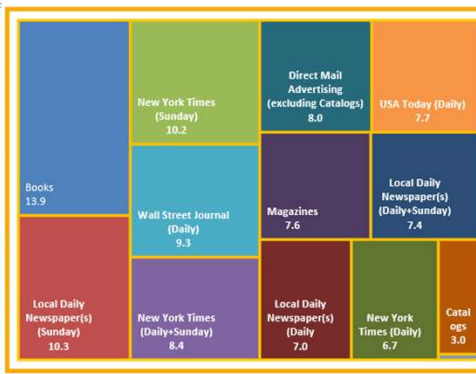


Avg. Hours+Minutes/day with All Print Media: Adults 25 or older

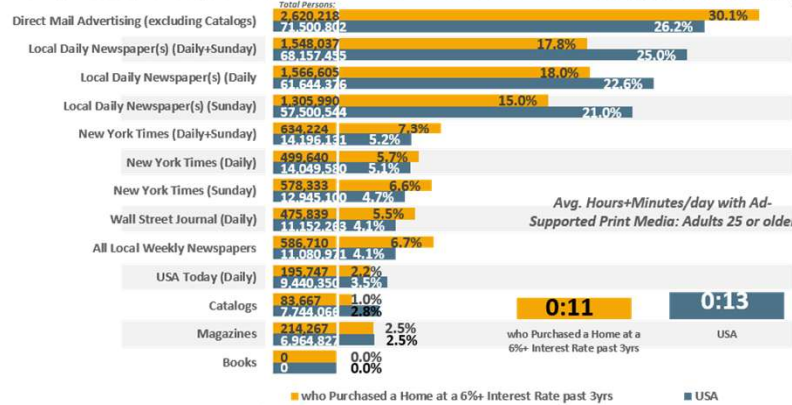
0:12 0:15

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

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



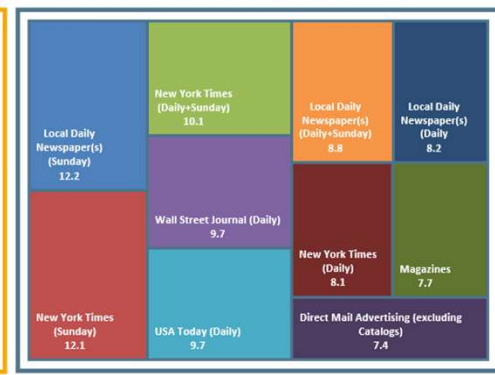
### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



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

0:11 0:13

% Time Spent: 21.8% 25.4% 31.9% 11.4% 13.3% 14.0% 18.6% 9.6% 7.9% 3.5% 3.0% 6.1% 4.1% 2.3% 0.1% 0.6% 1.4% 2.2% 0.7% 1.7% 1.4% 0.0% 0.0%



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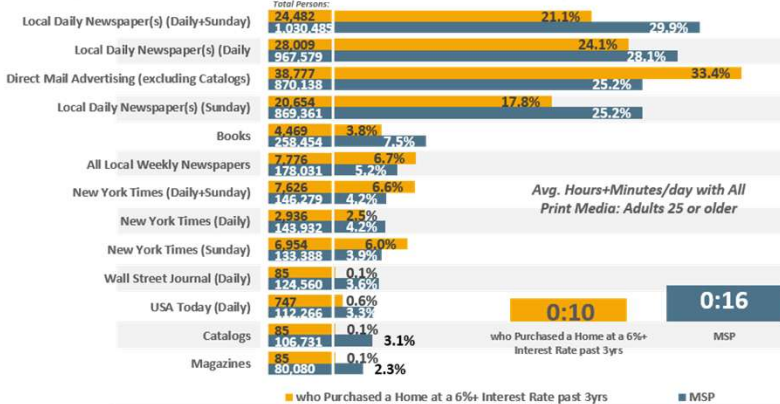
[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



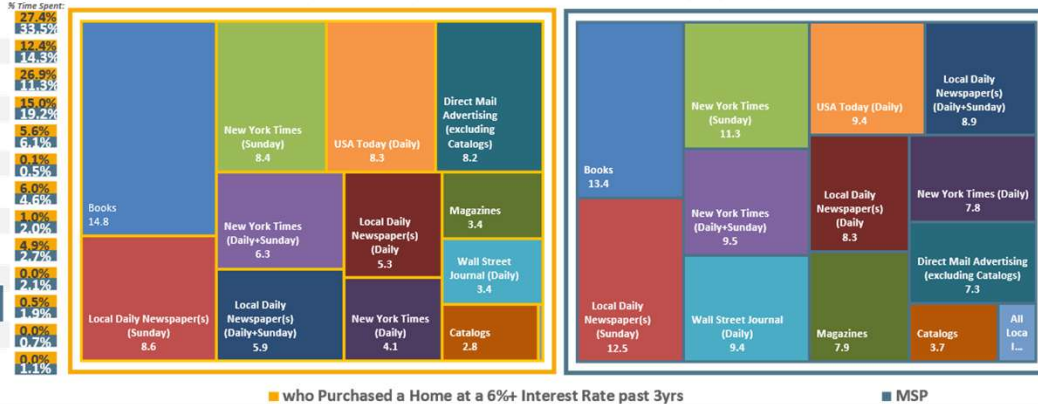


24,482 or 21.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.9 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

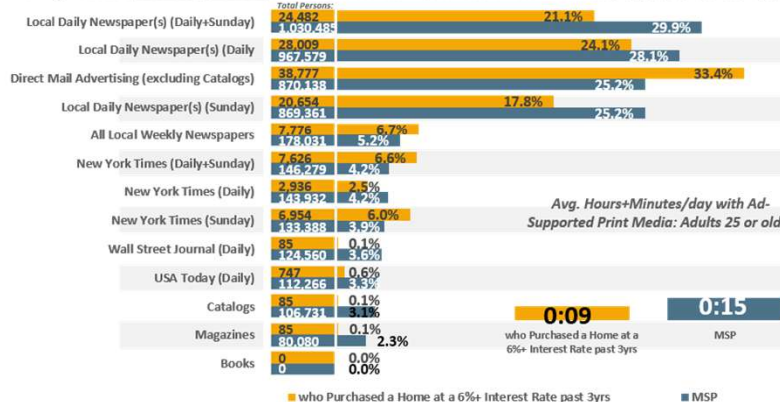
### Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



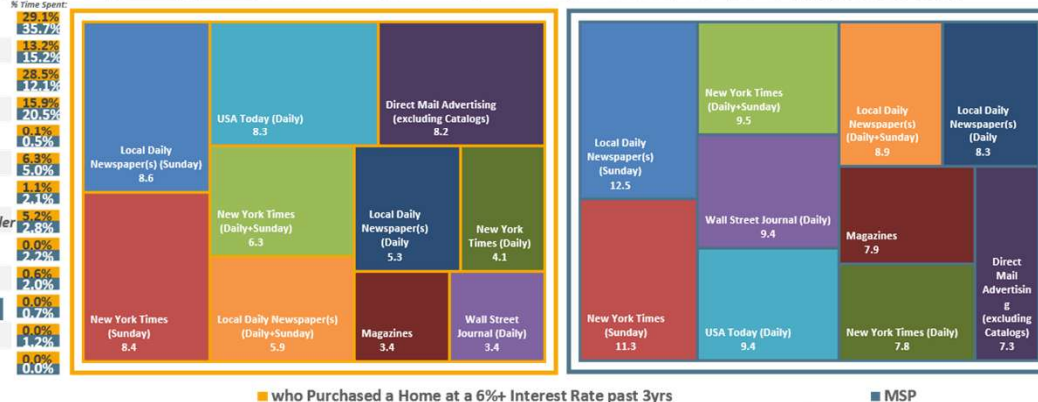
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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

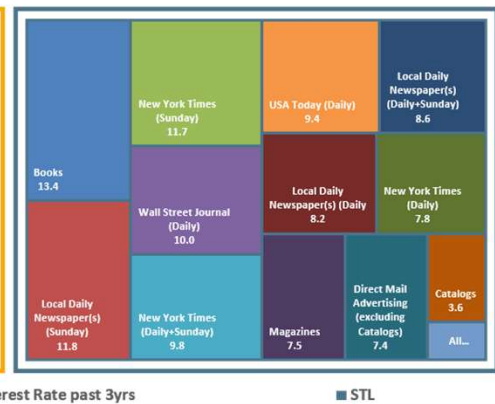
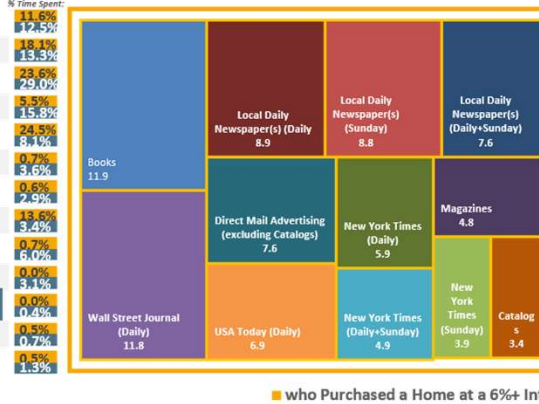
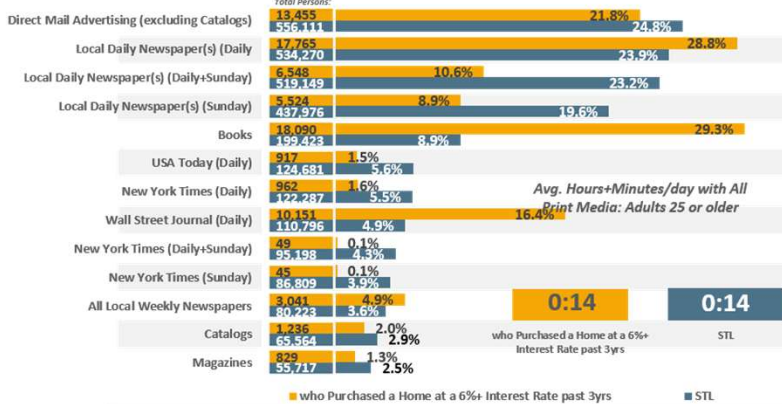




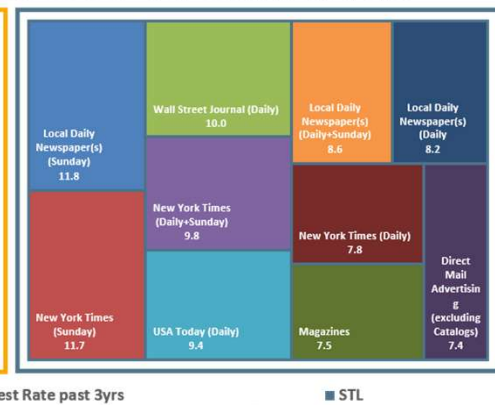
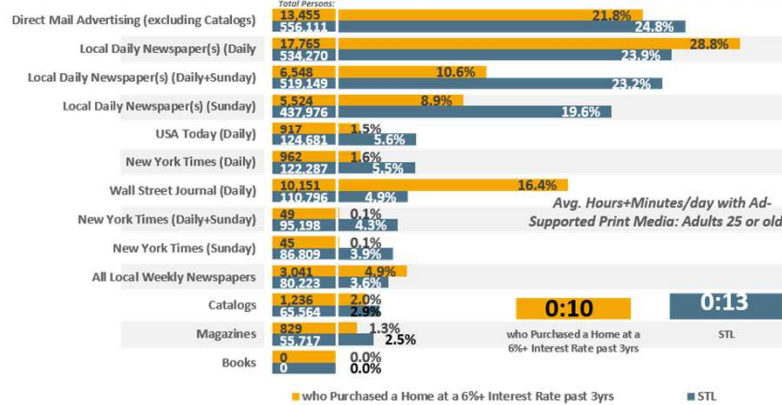


6,548 or 10.6% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



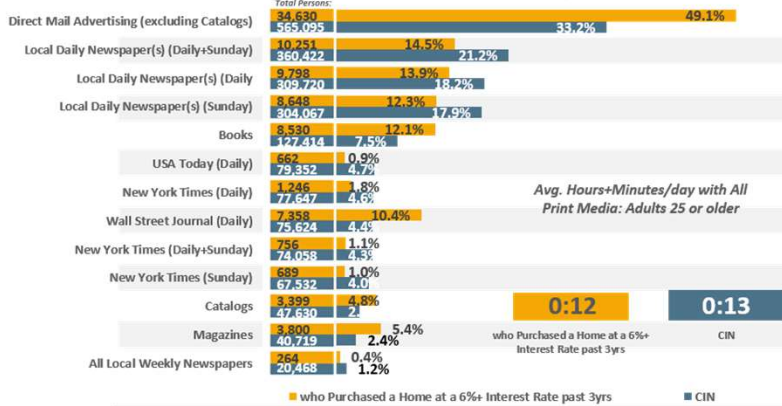
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



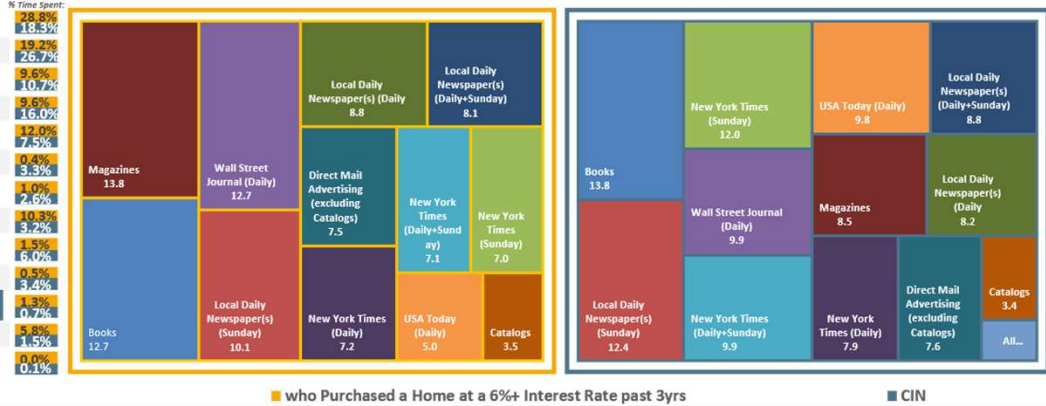


34,630 or 49.1% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 32.7% of all time spent daily with All forms of Print Media

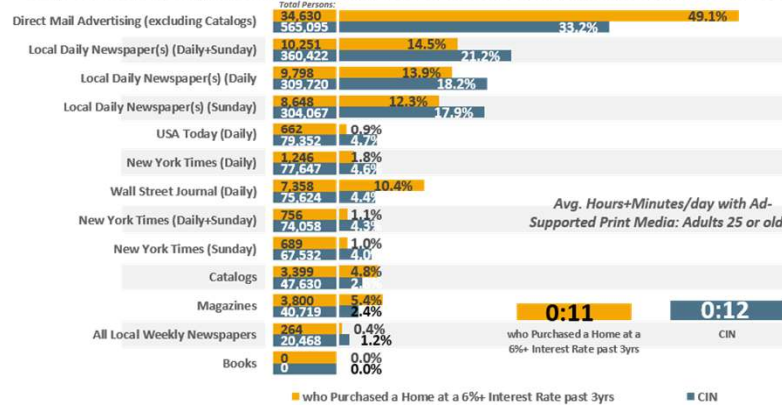
### Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



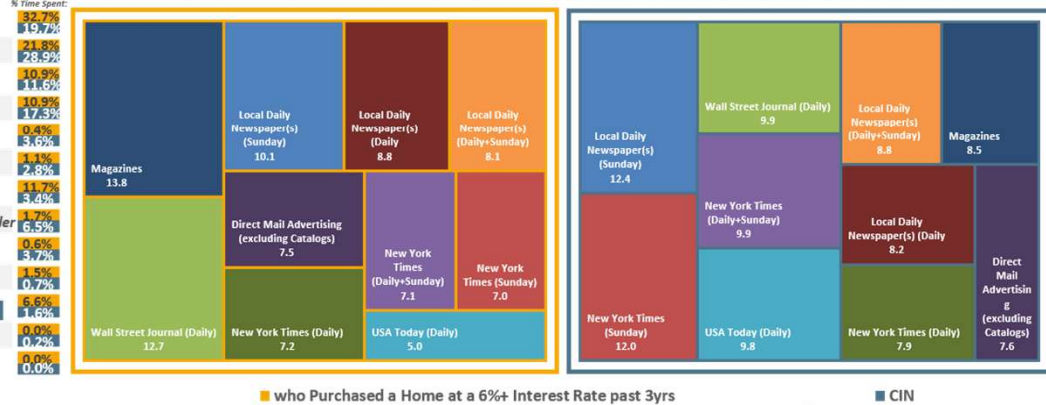
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



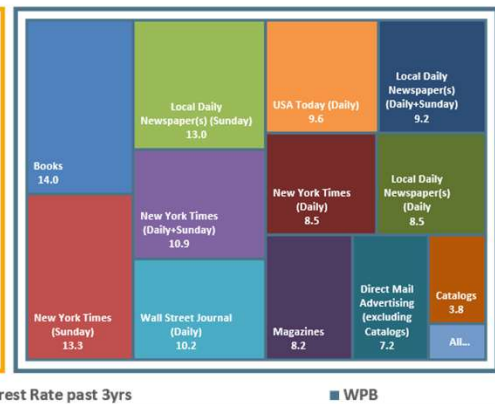
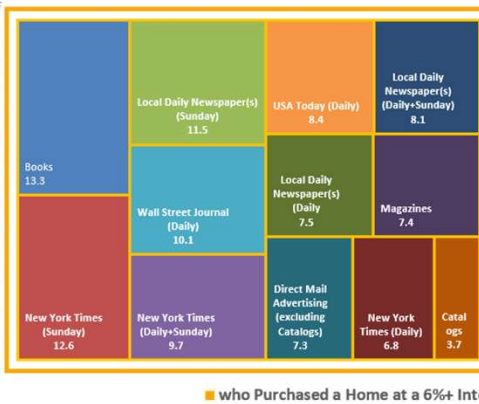
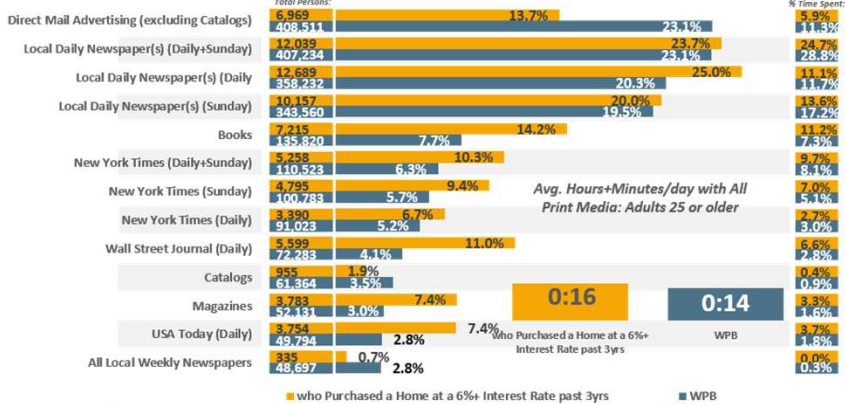
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



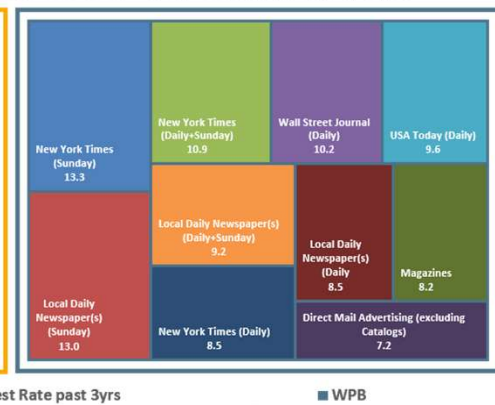
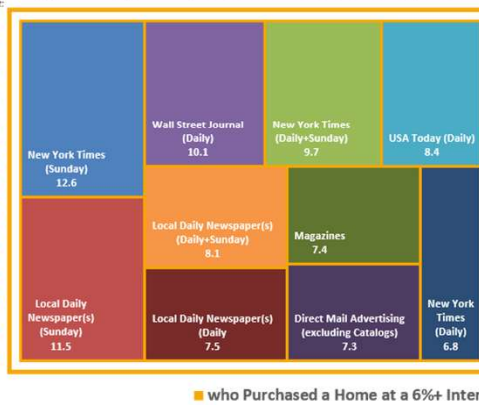
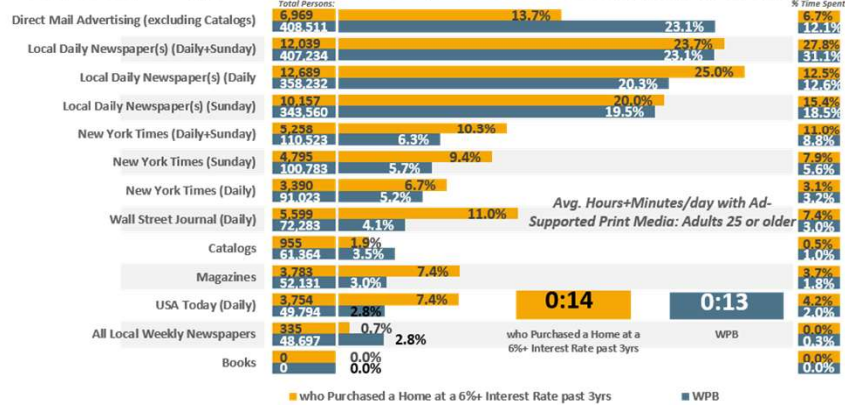


12,039 or 23.7% of Adults 25 or older who Purchased a Home at a 6%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

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



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

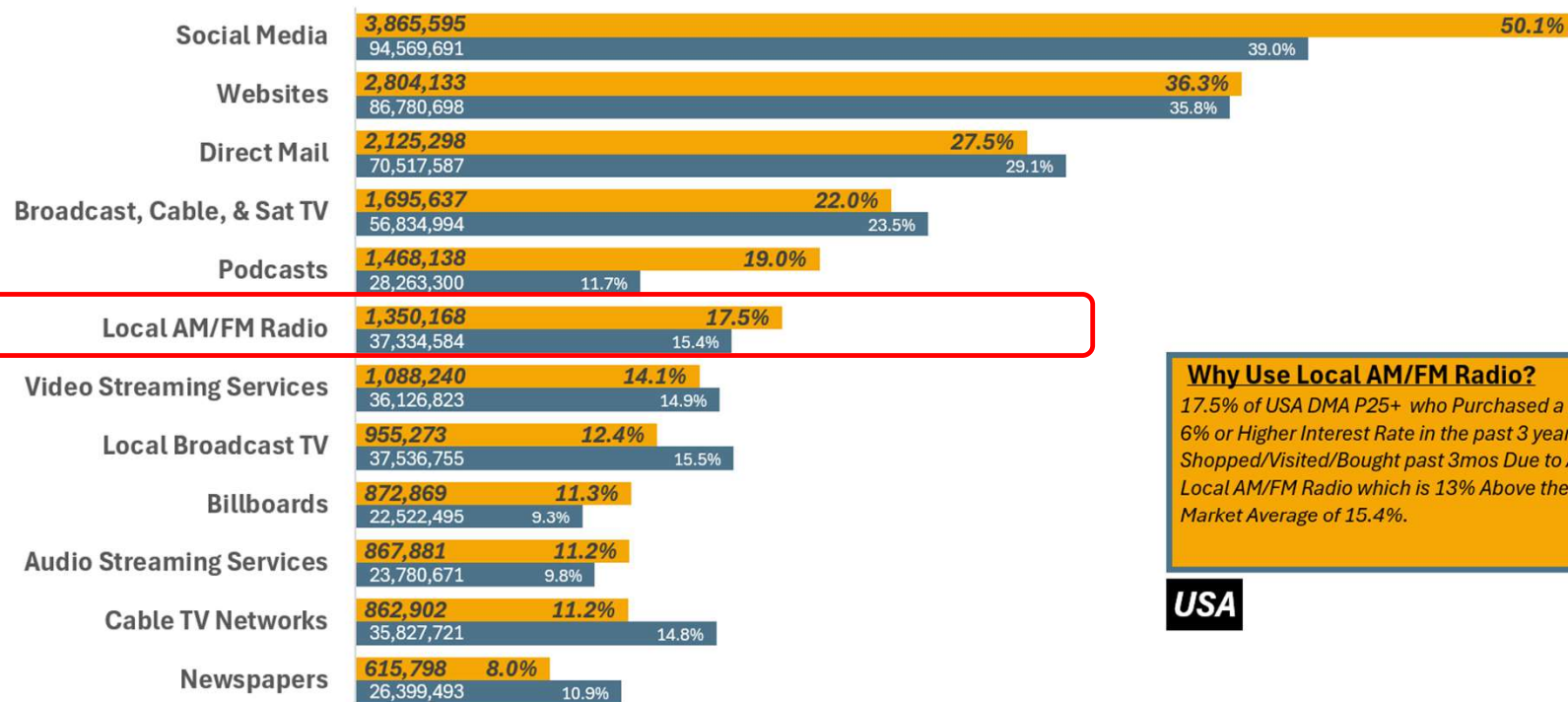






## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

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

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 682  
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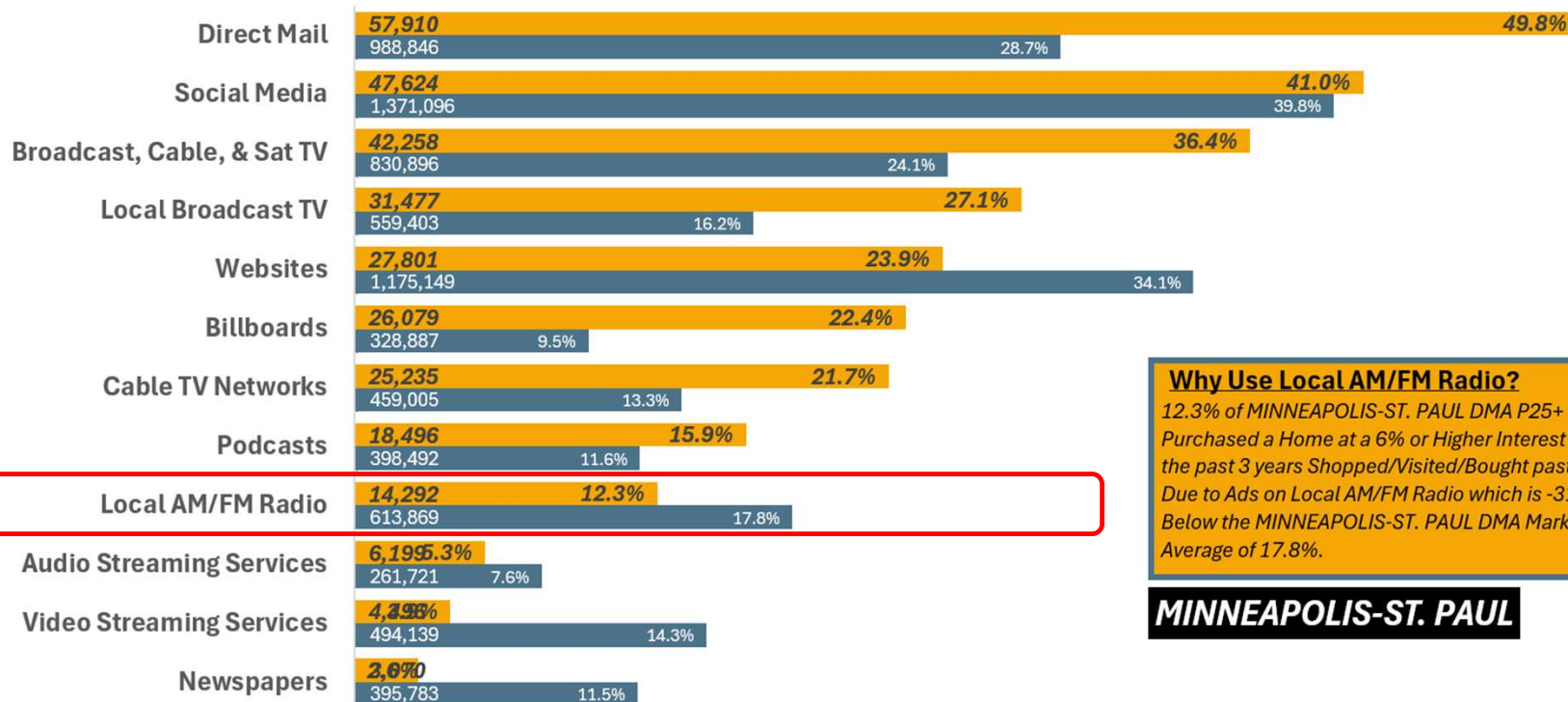
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for Anything ®

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



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

12.3% of MINNEAPOLIS-ST. PAUL DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -31% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.8%.

**MINNEAPOLIS-ST. PAUL**

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

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 46  
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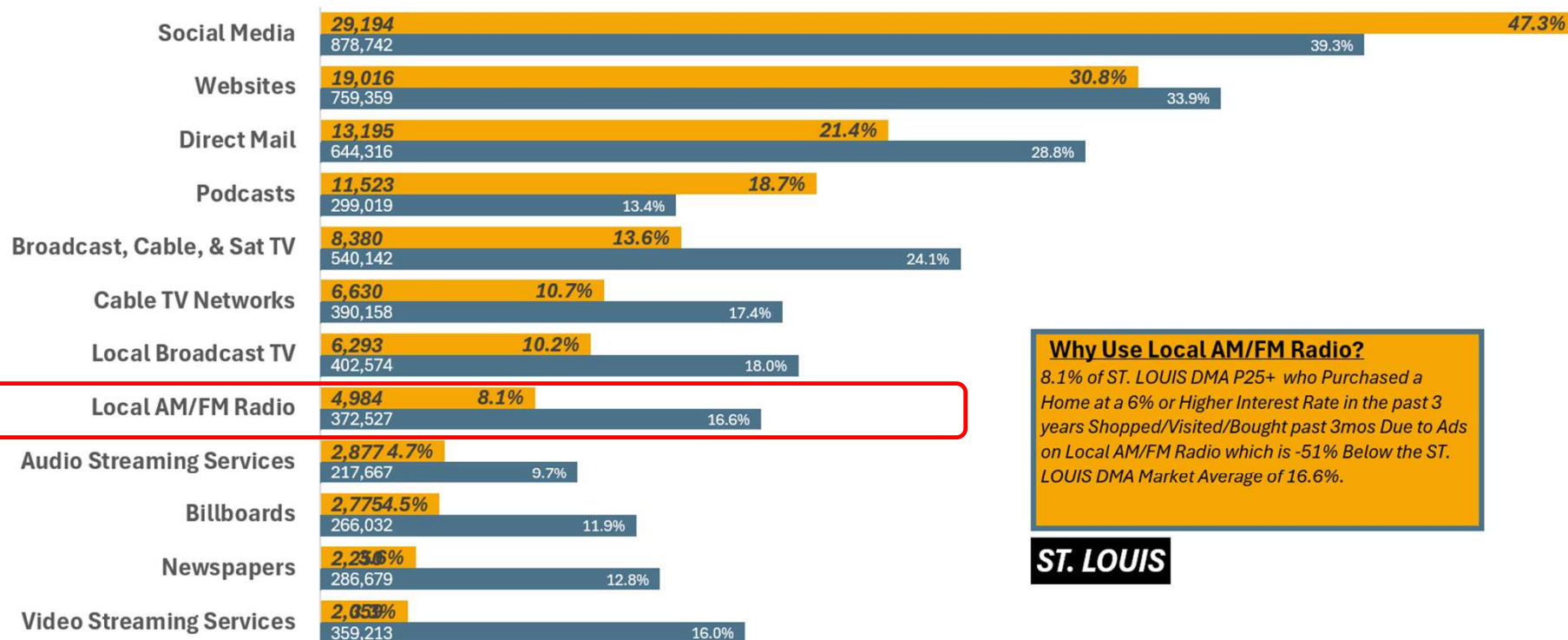
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

8.1% of ST. LOUIS DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -51% Below the ST. LOUIS DMA Market Average of 16.6%.

**ST. LOUIS**

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 44  
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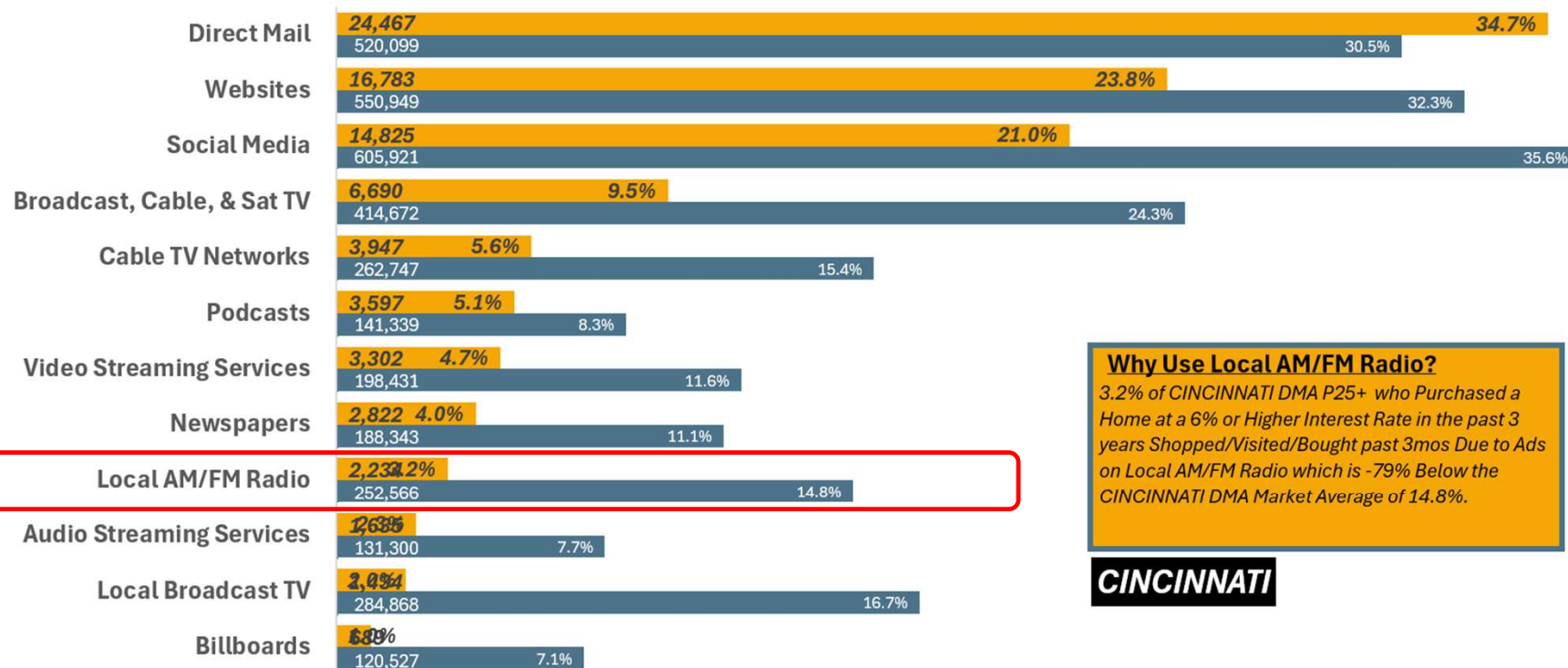
[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

3.2% of CINCINNATI DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -79% Below the CINCINNATI DMA Market Average of 14.8%.

**CINCINNATI**

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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 58  
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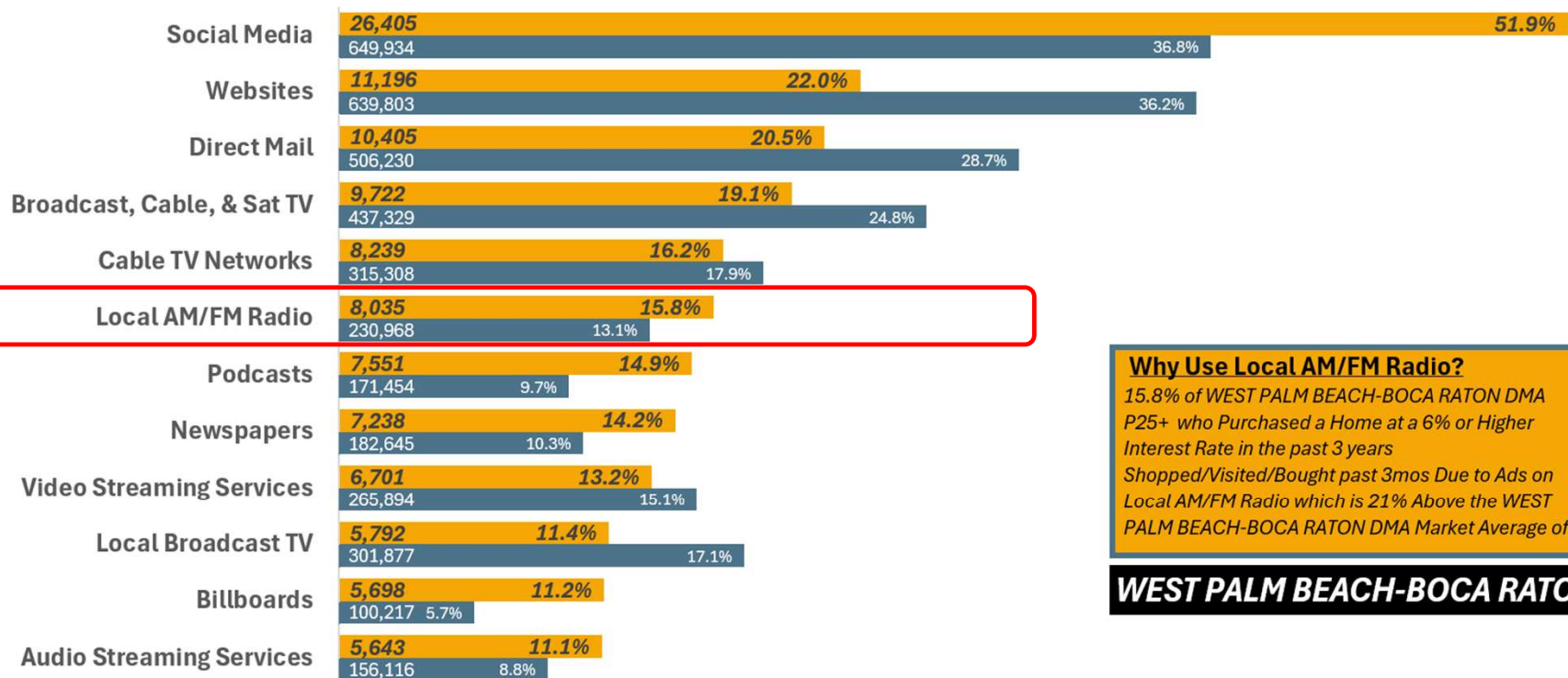
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[[[Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)] AND Financial services HHLD has/use (HHLD): Home mortgage]]



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

15.8% of WEST PALM BEACH-BOCA RATON DMA P25+ who Purchased a Home at a 6% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 21% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of

**WEST PALM BEACH-BOCA RATON**

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 70  
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[[([Own or rent residence (HHLD): Own AND (Years in present home (HHLD): Less than 1 year OR Years in present home (HHLD): 1 year to less than 3 years)) AND Financial services HHLD has/use (HHLD): Home mortgage]]