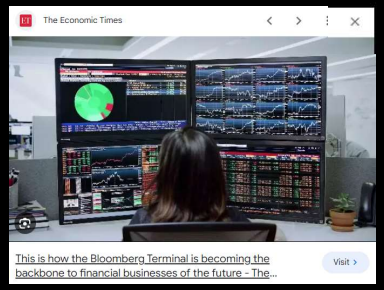
USA-5 DMAs - P18+ Users of 5 Major Local CREDIT UNIONS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Users of Boeing Employee Credit Union, Desert Financial Credit Union, Wings Financial, First Community Credit Union, and Navy Federal Credit Union as of April 2024!



BECU

Seattle-Tacoma

desert FINANCIAL CREDIT UNION

Phoenix

Wings Credit Union

Minneapolis-St. Paul

First Community

For all your Savings and all your Loans.

St. Louis

NAVY FEDERAL Credit Union

Washington, DC

P18+

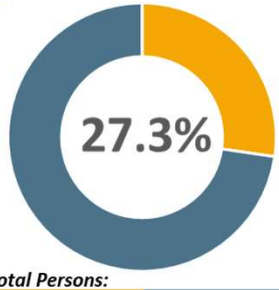
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)
Banks HHLD uses (HHLD): Desert Financial Credit Union
Banks HHLD uses (HHLD): Wings Financial
Banks HHLD uses (HHLD): First Community Credit Union
Banks HHLD uses (HHLD): Navy Federal Credit Union

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

HUBBARD BROADCASTING INC. HB

27.3% or 1,226,381 of SEATTLE-TACOMA DMA Adults 18 or older use BECU (Boeing Employee Credit Union). Typical Adults 18 or older who use BECU (Boeing Employee Credit Union) are 49.1 years old (1.8% older than average) and have a $133,717 (12.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who use BECU (Boeing Employee Credit Union)
- Remainder of SEATTLE-TACOMA DMA

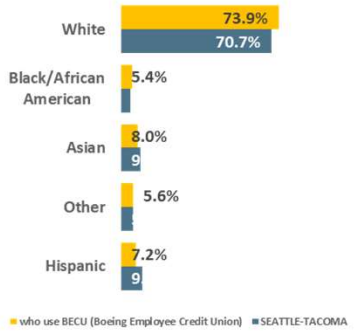
Total Persons:

1,226,381	3,262,049

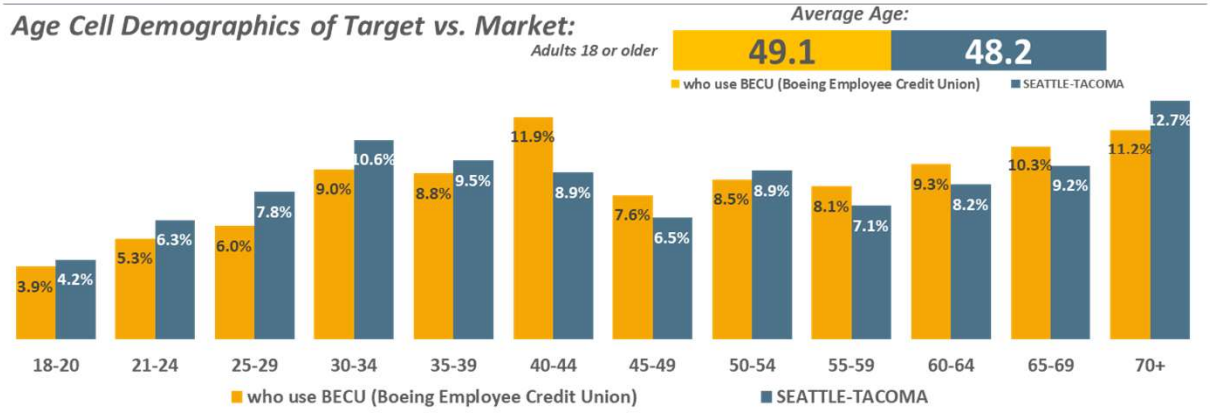
Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	49.4%	49.7%	50.6%	50.3%
Average Age:	50.0	48.1	48.3	48.3
# Persons:	605,841	2,229,970	620,540	2,258,460

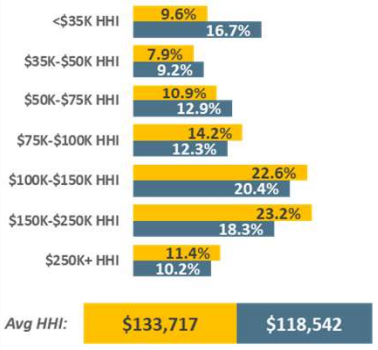
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$133,717	$118,542

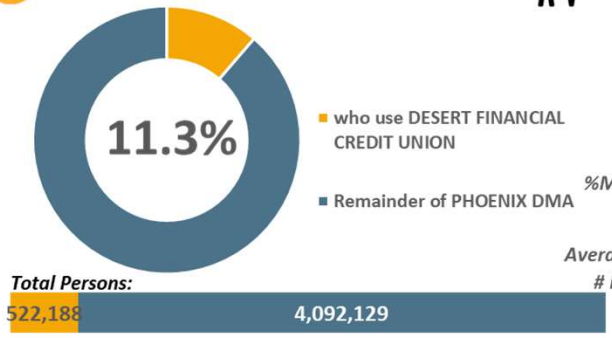
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

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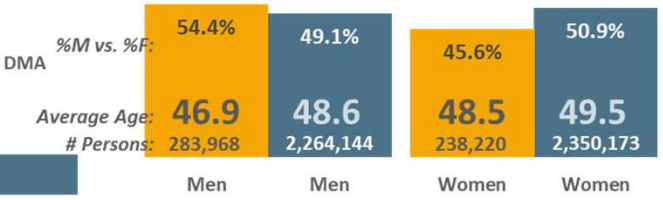
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

11.3% or 522,188 of PHOENIX DMA Adults 18 or older use DESERT FINANCIAL CREDIT UNION.
Typical Adults 18 or older who use DESERT FINANCIAL CREDIT UNION are 47.4 years old (3.4% younger than average) and have a $94,911 (2.1% higher than average) annual household income.

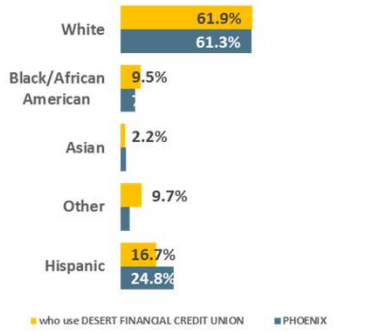
Percent of Market: Adults 18 or older



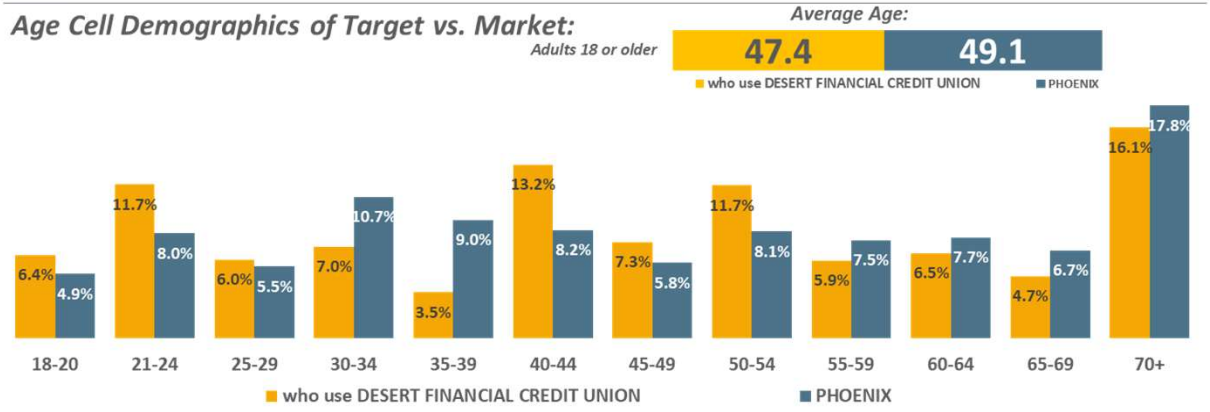
Gender of Target vs. Market: Adults 18 or older



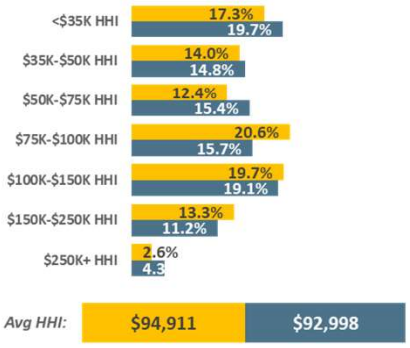
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

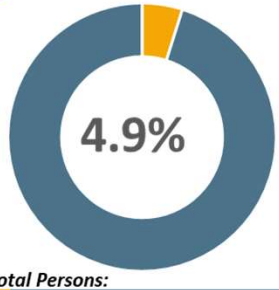


PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

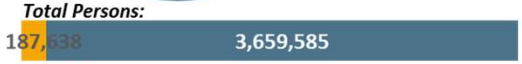
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4.9% or 187,638 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older use WINGS FINANCIAL CREDIT UNION. Typical Adults 18 or older who use WINGS FINANCIAL CREDIT UNION are 51.5 years old (5.6% older than average) and have a $123,544 (16.% higher than average) annual household income.

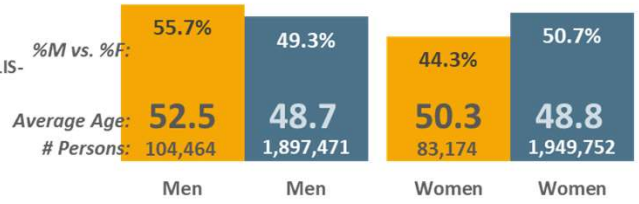
Percent of Market: Adults 18 or older



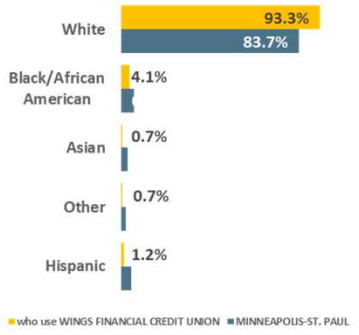
Total Persons:



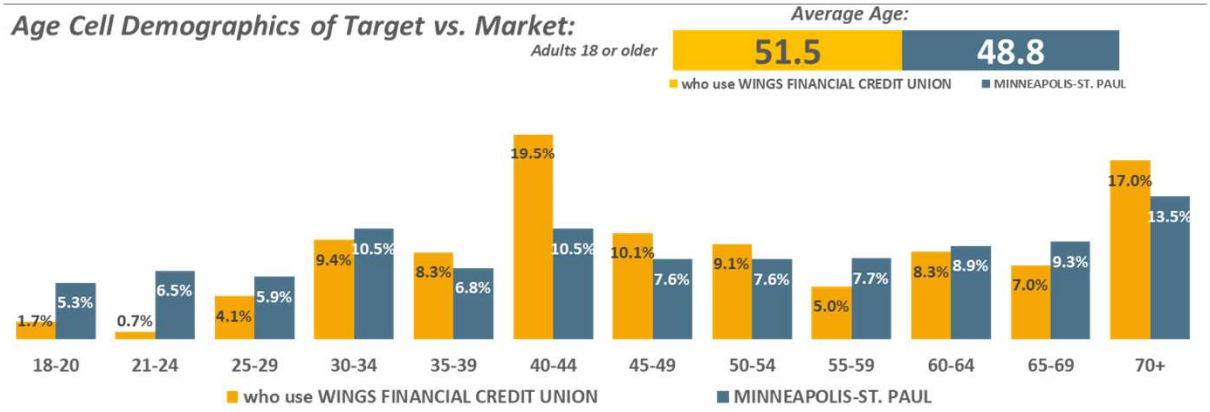
Gender of Target vs. Market: Adults 18 or older



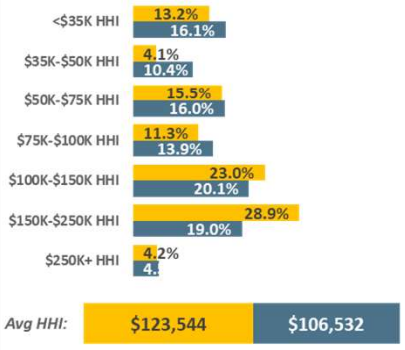
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



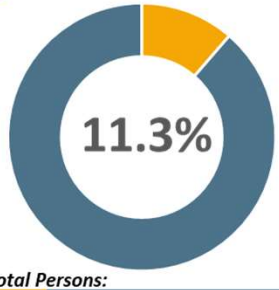
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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First Community
For all your Savings and all your Loans.

11.3% or 284,278 of ST. LOUIS DMA Adults 18 or older use FIRST COMMUNITY CREDIT UNION.
Typical Adults 18 or older who use FIRST COMMUNITY CREDIT UNION are 46.8 years old (5.5% younger than average) and have a $112,546 (18.9% higher than average) annual household income.

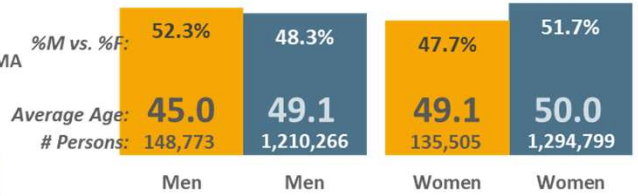
Percent of Market: Adults 18 or older



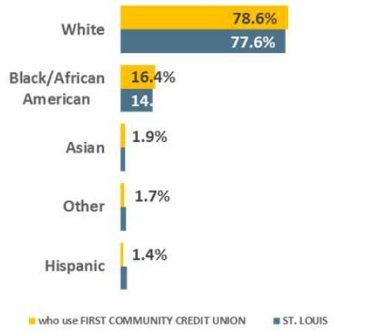
Total Persons:



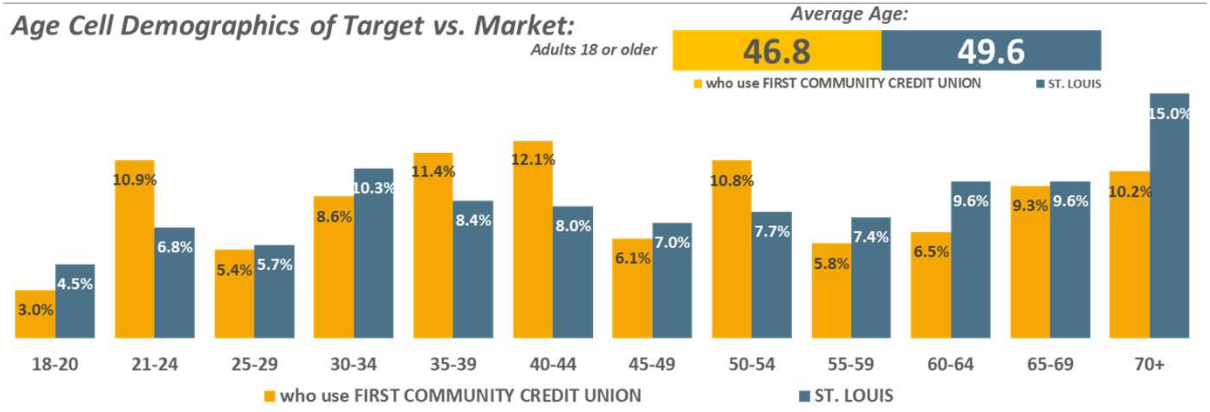
Gender of Target vs. Market: Adults 18 or older



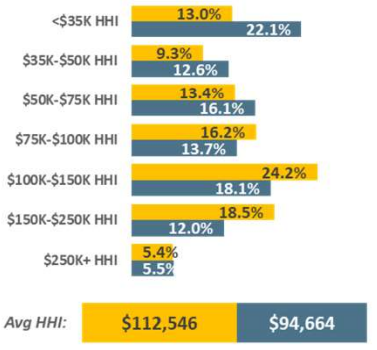
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

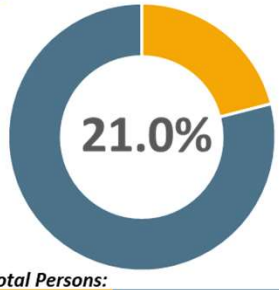


ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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21.% or 1,187,233 of WASHINGTON, DC DMA Adults 18 or older use NAVY FEDERAL CREDIT UNION. Typical Adults 18 or older who use NAVY FEDERAL CREDIT UNION are 46.6 years old (2.7% younger than average) and have a $141,167 (10.% higher than average) annual household income.

Percent of Market: Adults 18 or older



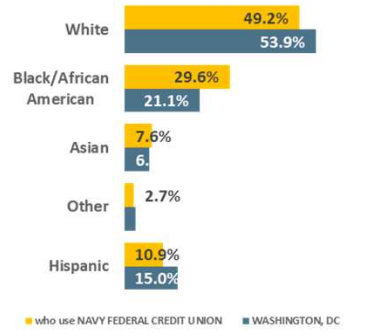
Total Persons:

1,187,233	4,467,199

Gender of Target vs. Market: Adults 18 or older

%M vs. %F:	44.2%	48.2%	55.8%	51.8%
Average Age:	47.2	48.0	46.2	47.8
# Persons:	524,481	2,723,238	662,752	2,931,194
	Men	Men	Women	Women

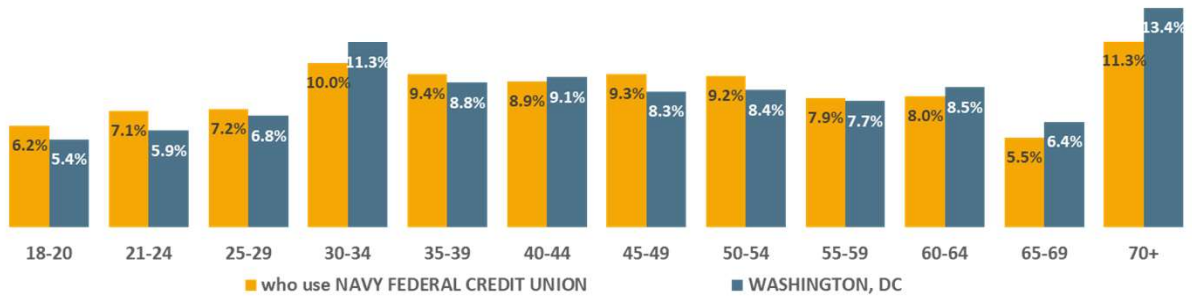
Ethnicity of Target vs. Market:



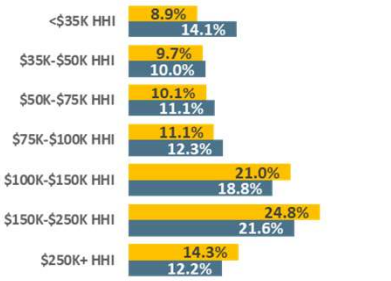
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	46.6	47.9
	who use NAVY FEDERAL CREDIT UNION	WASHINGTON, DC



HHI of Target vs. Market:



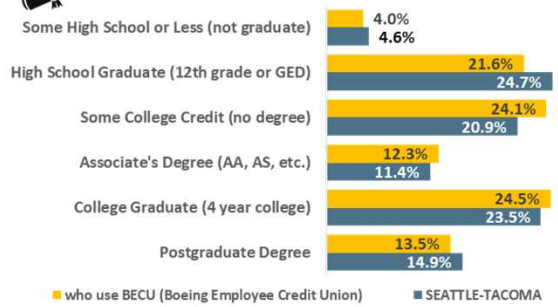
Avg HHI:	$141,167	$128,310

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

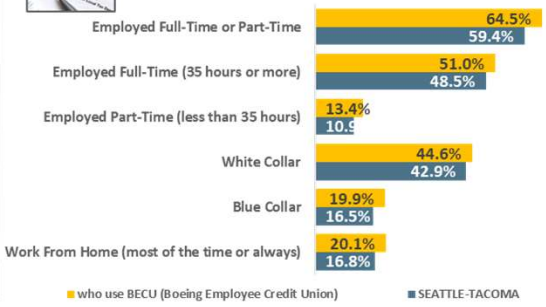
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27.3% or 1,226,381 of SEATTLE-TACOMA DMA Adults 18 or older use BECU (Boeing Employee Credit Union). Adults 18 or older who use BECU (Boeing Employee Credit Union) are .9% less likely to be a college graduate, 5.3% more likely to work full-time, 11.3% more likely to be married, .7% less likely to be a parent of 1 or more children under 18.

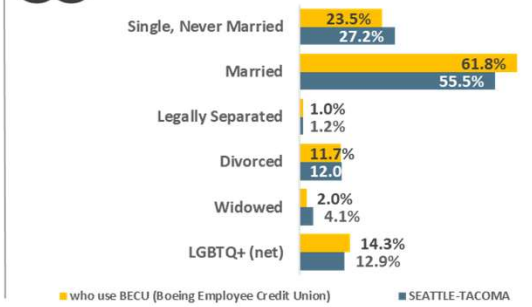
Education Levels: Adults 18 or older



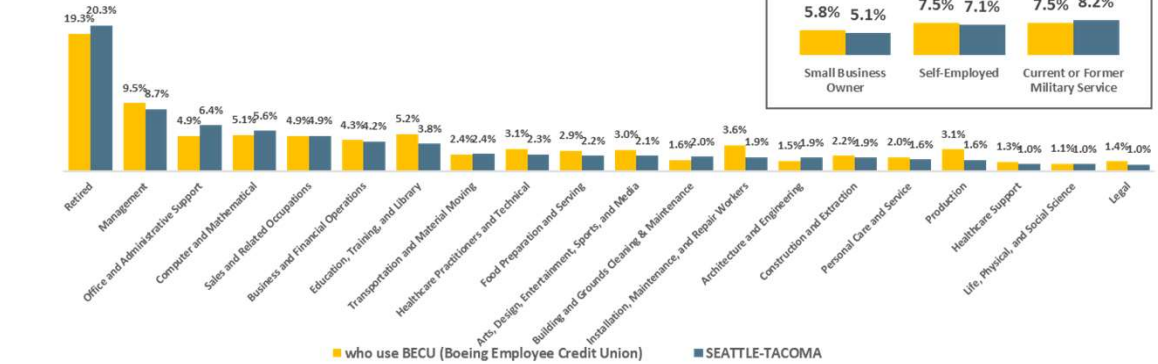
Employment: Adults 18 or older



Marital Status: Adults 18 or older

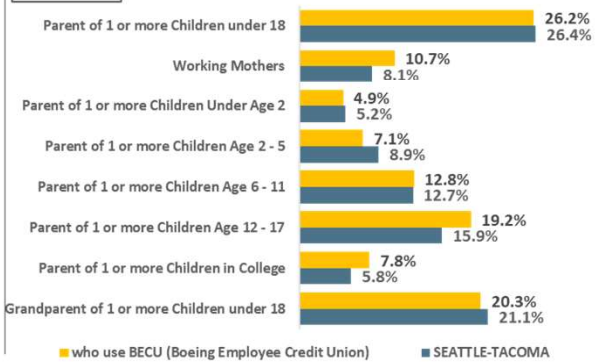


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



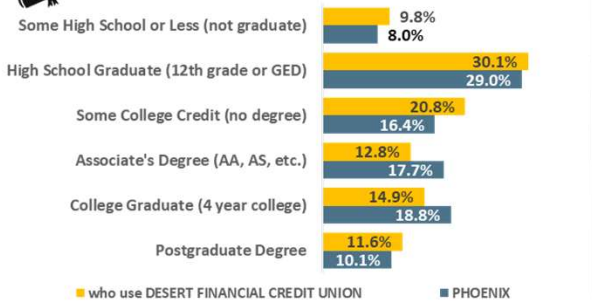
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

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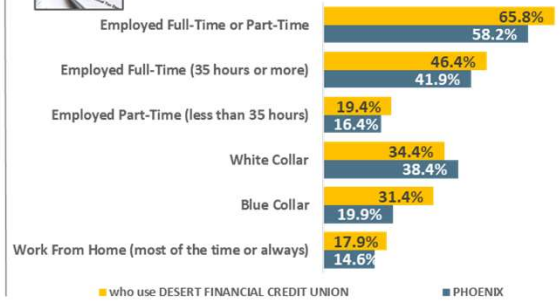
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

11.3% or 522,188 of PHOENIX DMA Adults 18 or older use DESERT FINANCIAL CREDIT UNION.
Adults 18 or older who use DESERT FINANCIAL CREDIT UNION are 8.2% less likely to be a college graduate, 10.8% more likely to work full-time, 6.3% less likely to be married, .2% more likely to be a parent of 1 or more children under 18.

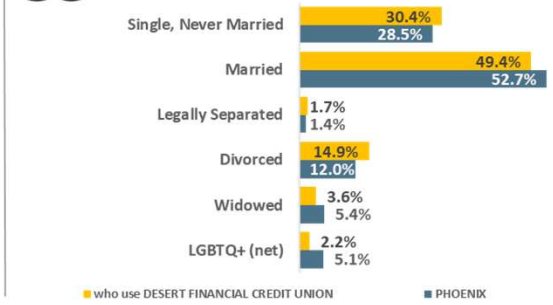
Education Levels: Adults 18 or older



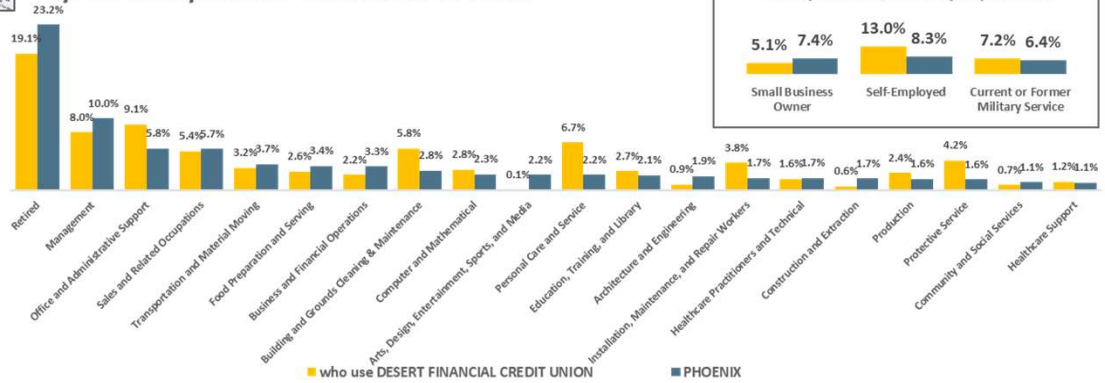
Employment: Adults 18 or older



Marital Status: Adults 18 or older

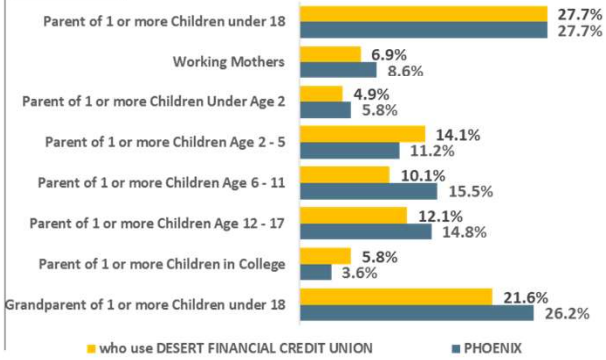


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



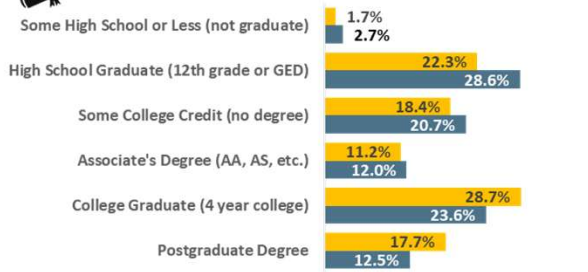
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

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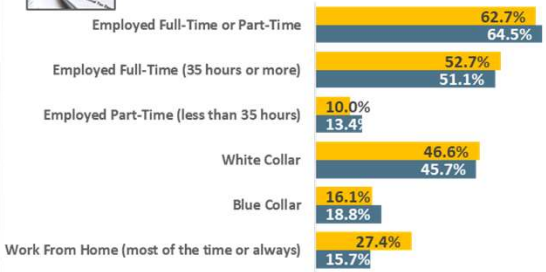
Banks HHLD uses (HHLD): Desert Financial Credit Union

4.9% or 187,638 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older use WINGS FINANCIAL CREDIT UNION. Adults 18 or older who use WINGS FINANCIAL CREDIT UNION are 28.7% more likely to be a college graduate, 3.3% more likely to work full-time, 12.4% more likely to be married, 6.6% more likely to be a parent of 1 or more children under 18.

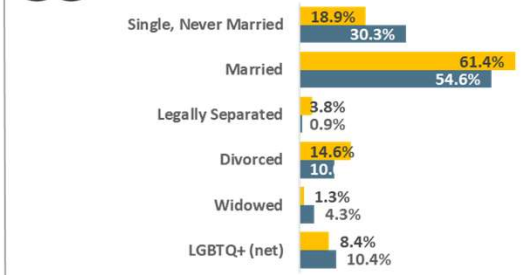
Education Levels: Adults 18 or older



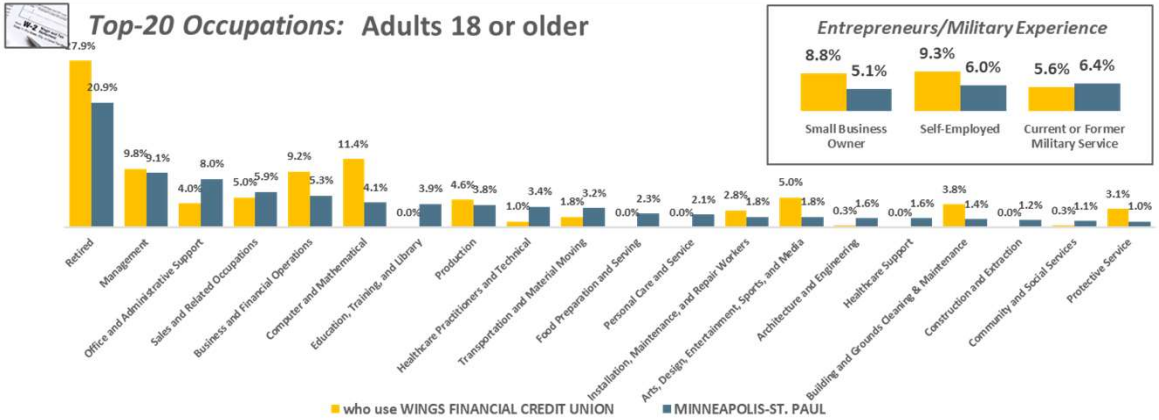
Employment: Adults 18 or older



Marital Status: Adults 18 or older

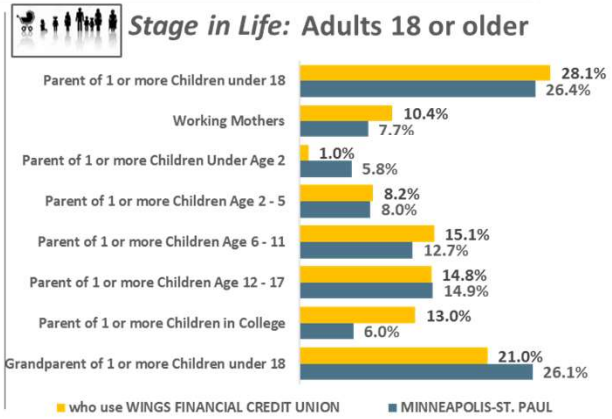


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



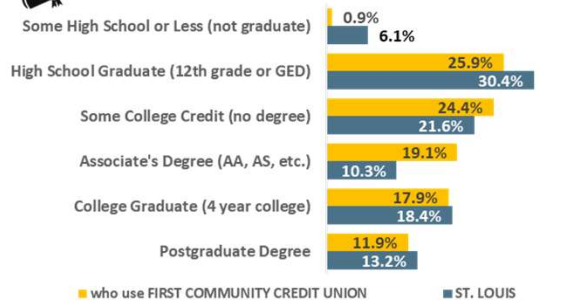
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First Community

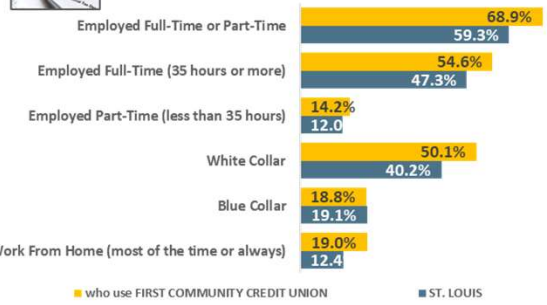
For all your Savings and all your Loans.

11.3% or 284,278 of ST. LOUIS DMA Adults 18 or older use FIRST COMMUNITY CREDIT UNION.
Adults 18 or older who use FIRST COMMUNITY CREDIT UNION are 5.9% less likely to be a college graduate, 15.4% more likely to work full-time, 3.3% more likely to be married, 21.2% more likely to be a parent of 1 or more children under 18.

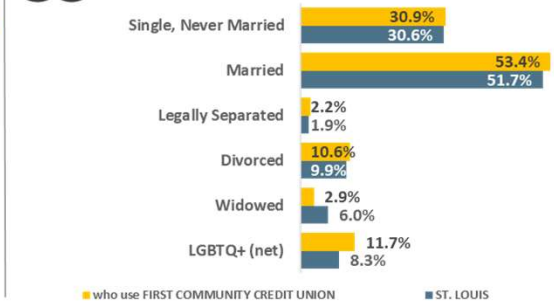
Education Levels: Adults 18 or older



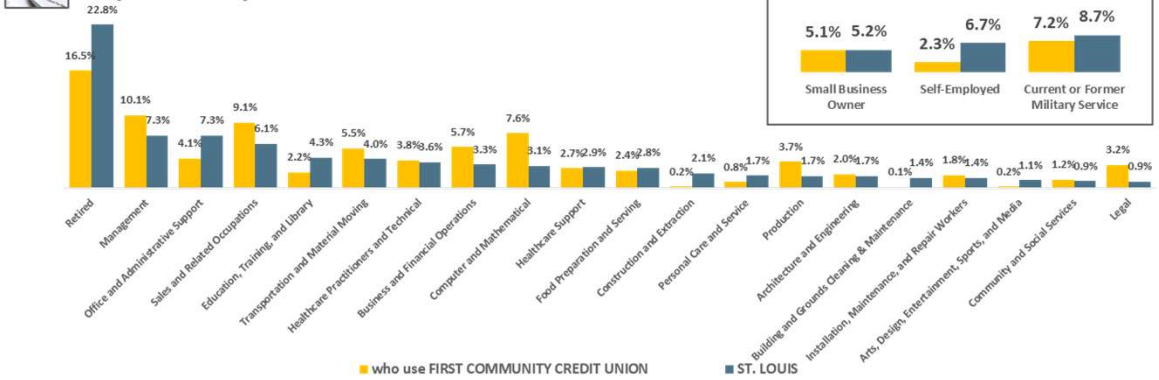
Employment: Adults 18 or older



Marital Status: Adults 18 or older

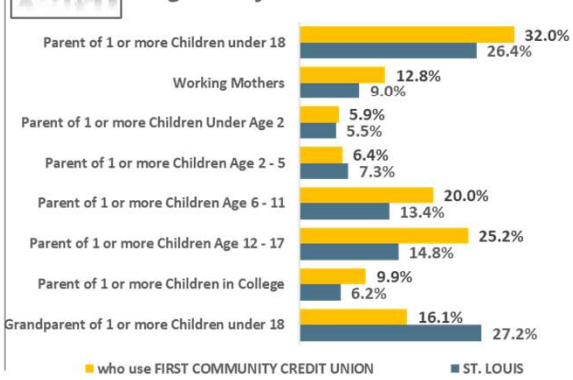


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



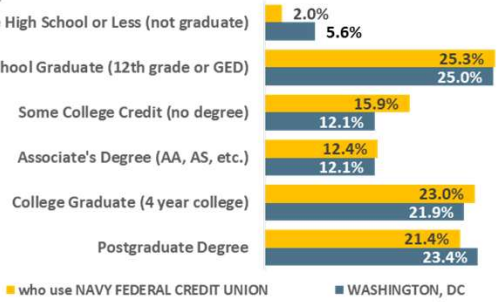
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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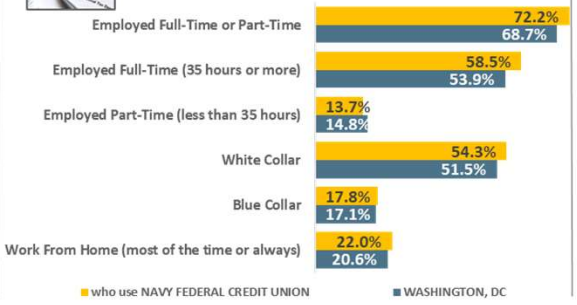
NAVY FEDERAL Credit Union

21.% or 1,187,233 of WASHINGTON, DC DMA Adults 18 or older use NAVY FEDERAL CREDIT UNION. Adults 18 or older who use NAVY FEDERAL CREDIT UNION are 1.7% less likely to be a college graduate, 8.5% more likely to work full-time, 6.3% more likely to be married, .9% less likely to be a parent of 1 or more children under 18.

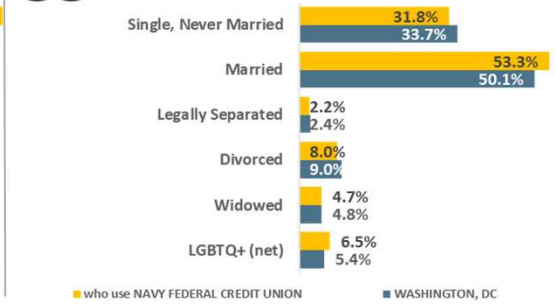
Education Levels: Adults 18 or older



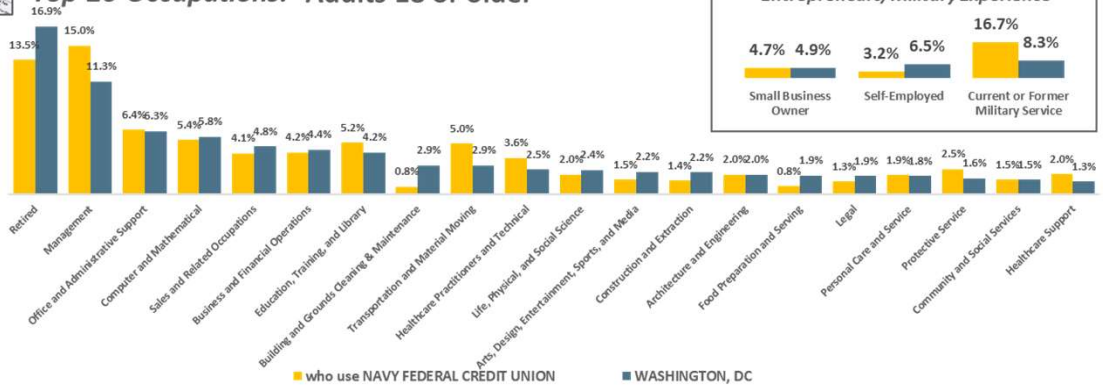
Employment: Adults 18 or older



Marital Status: Adults 18 or older

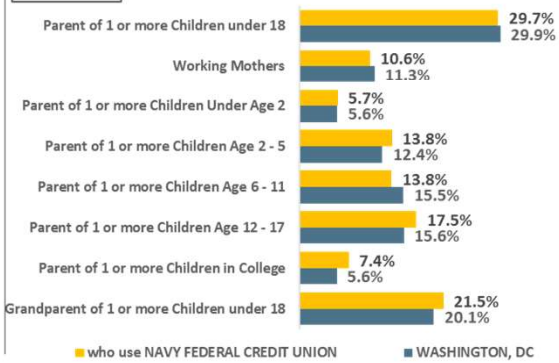


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



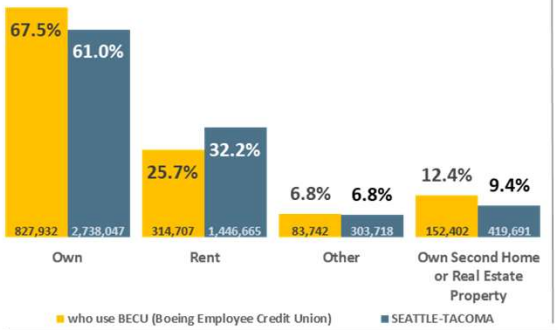
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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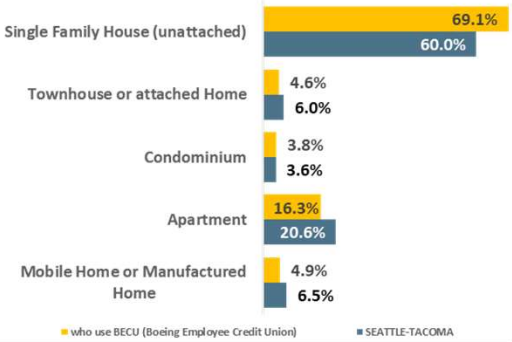
Banks HHLD uses (HHLD): Navy Federal Credit Union

27.3% or 1,226,381 of SEATTLE-TACOMA DMA Adults 18 or older use BECU (Boeing Employee Credit Union). Adults 18 or older who use BECU (Boeing Employee Credit Union) are 10.7% more likely to own their home, 8.3% more likely to own a higher valued home, 15.2% more likely to have a single-family home, 5.2% more likely to have a dog.

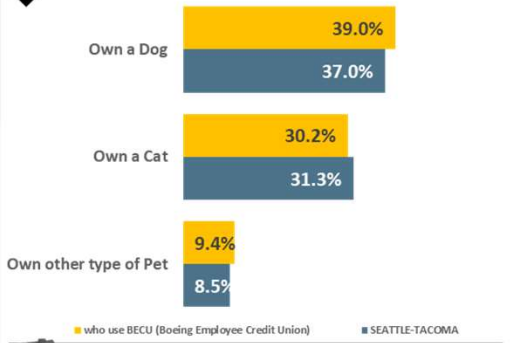
Own/Rent/Other: Adults 18 or older



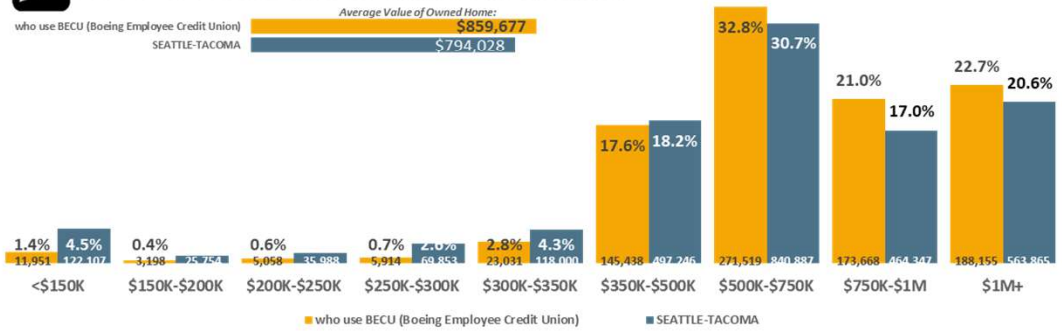
Type of Home: Adults 18 or older



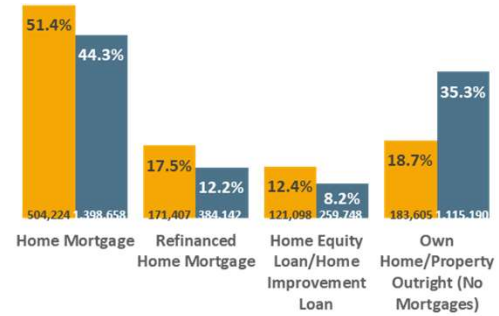
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



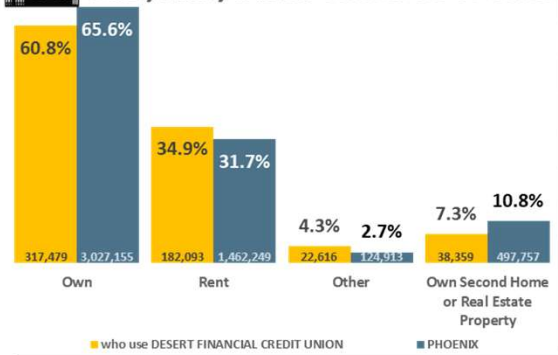
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

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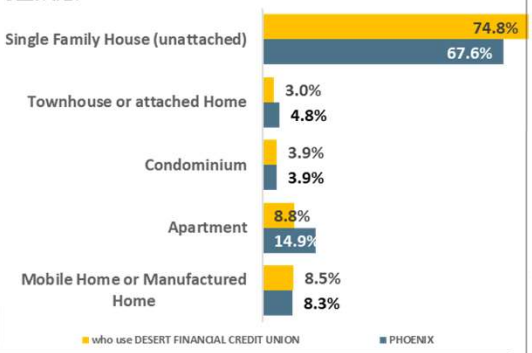
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

11.3% or 522,188 of PHOENIX DMA Adults 18 or older use DESERT FINANCIAL CREDIT UNION.
Adults 18 or older who use DESERT FINANCIAL CREDIT UNION are 7.3% less likely to own their home, .1% more likely to own a lower valued home, 10.6% more likely to have a single-family home, 16.% more likely to have a dog.

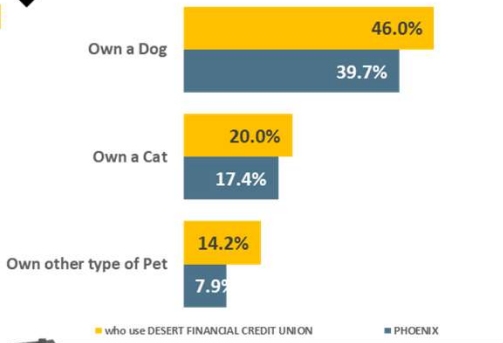
Own/Rent/Other: Adults 18 or older



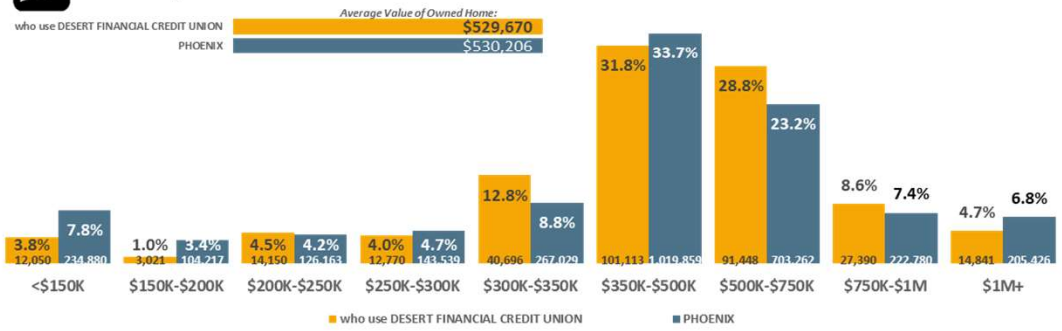
Type of Home: Adults 18 or older



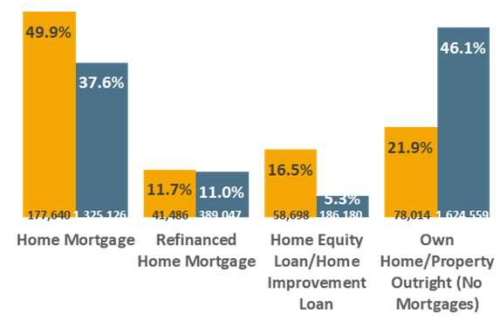
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



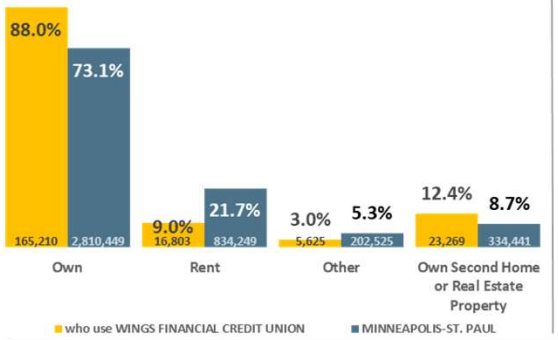
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

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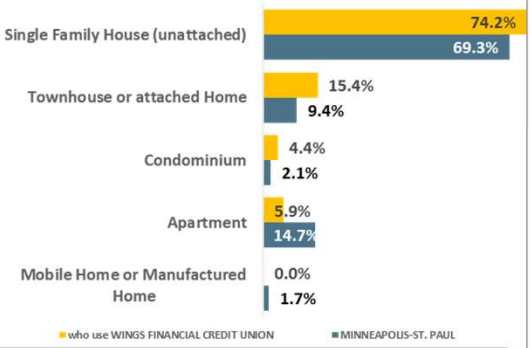
Banks HHLD uses (HHLD): Desert Financial Credit Union

4.9% or 187,638 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older use WINGS FINANCIAL CREDIT UNION. Adults 18 or older who use WINGS FINANCIAL CREDIT UNION are 20.5% more likely to own their home, .5% more likely to own a lower valued home, 7.1% more likely to have a single-family home, 3.6% more likely to have a dog.

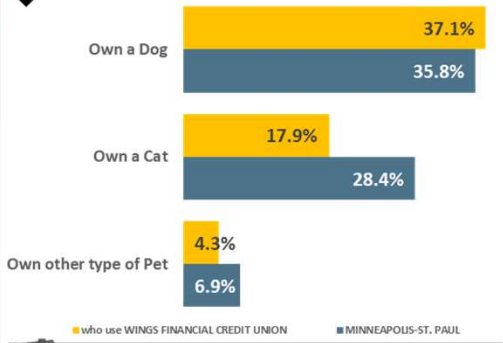
Own/Rent/Other: Adults 18 or older



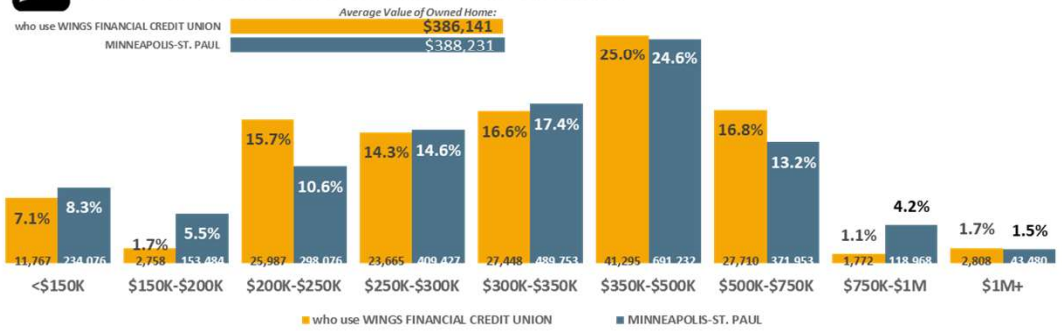
Type of Home: Adults 18 or older



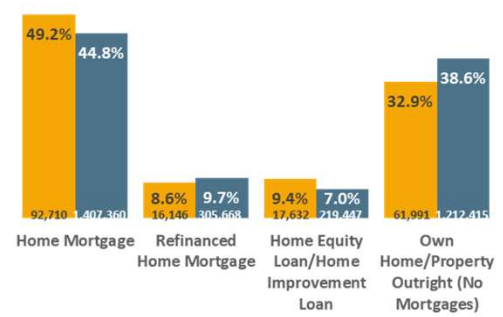
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

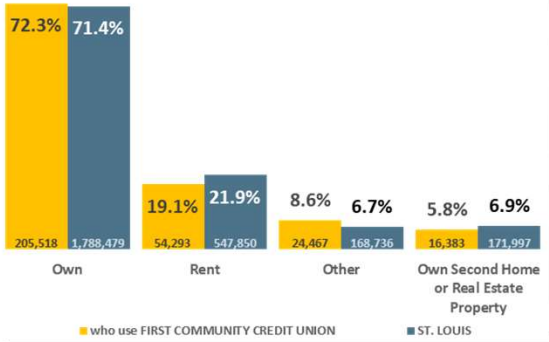
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Banks HHLD uses (HHLD): Wings Financial

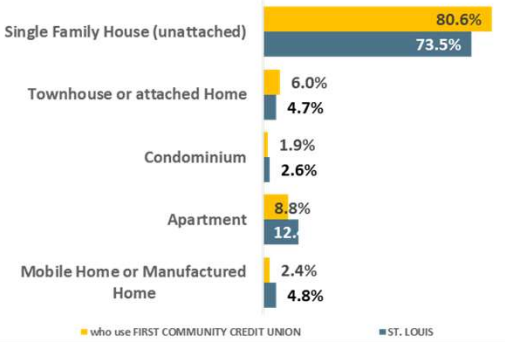
First Community
For all your Savings and all your Loans.

11.3% or 284,278 of ST. LOUIS DMA Adults 18 or older use FIRST COMMUNITY CREDIT UNION.
Adults 18 or older who use FIRST COMMUNITY CREDIT UNION are 1.3% more likely to own their home, 8.3% more likely to own a higher valued home, 9.8% more likely to have a single-family home, 24.5% more likely to have a dog.

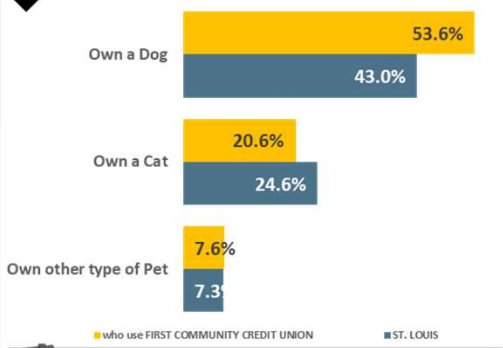
Own/Rent/Other: Adults 18 or older



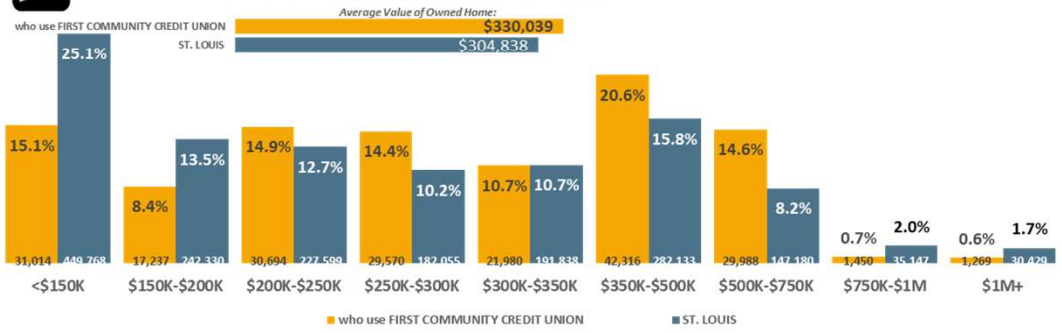
Type of Home: Adults 18 or older



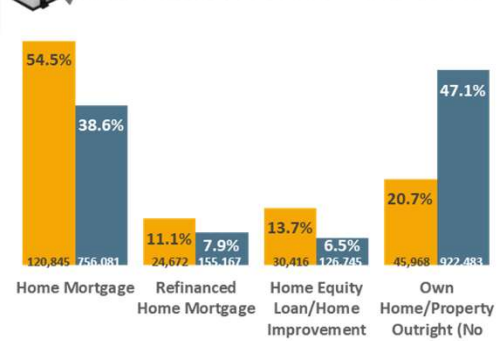
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

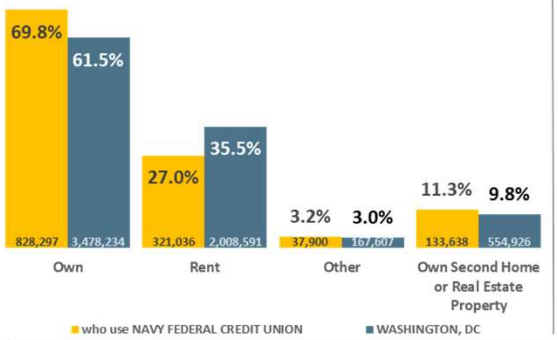
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Banks HHLD uses (HHLD): First Community Credit Union

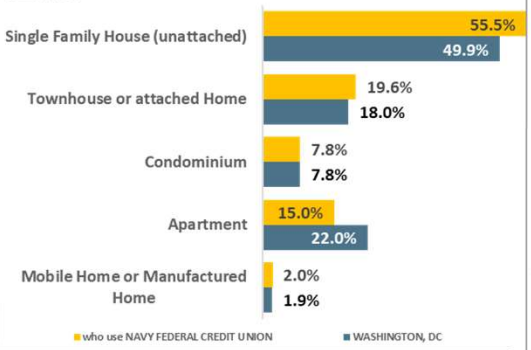
NAVY FEDERAL Credit Union

21.% or 1,187,233 of WASHINGTON, DC DMA Adults 18 or older use NAVY FEDERAL CREDIT UNION. Adults 18 or older who use NAVY FEDERAL CREDIT UNION are 13.4% more likely to own their home, 1.9% more likely to own a lower valued home, 11.2% more likely to have a single-family home, 30.5% more likely to have a dog.

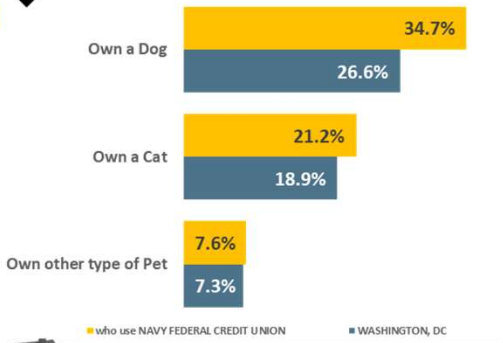
Own/Rent/Other: Adults 18 or older



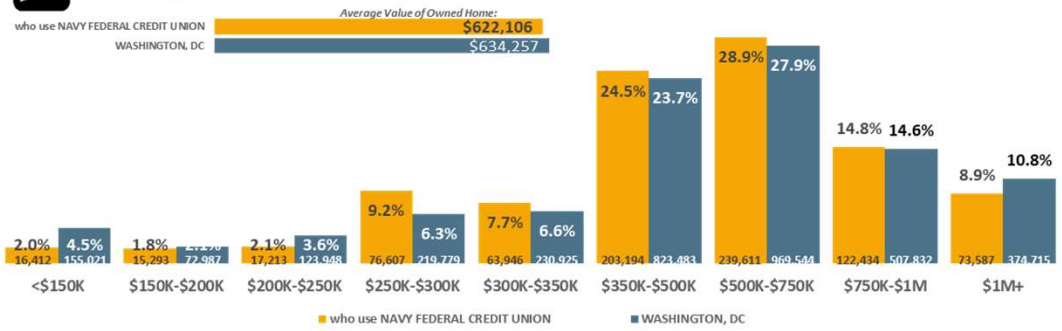
Type of Home: Adults 18 or older



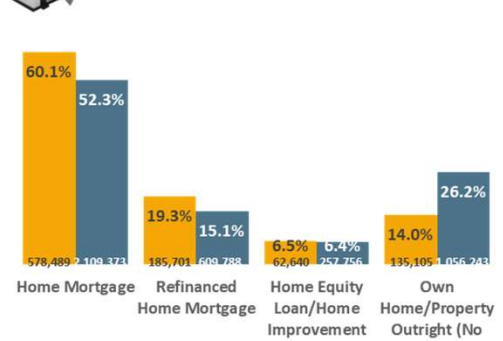
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



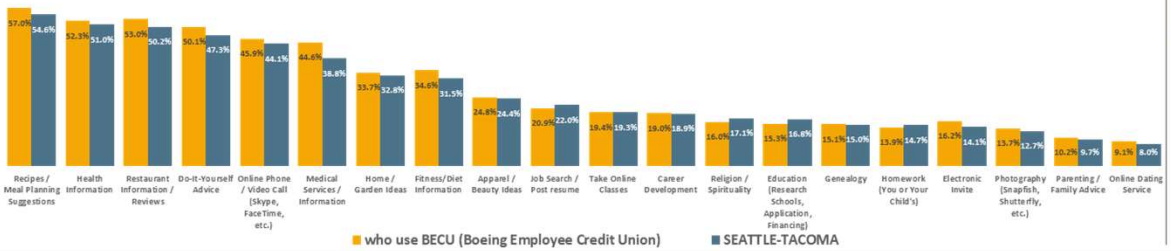
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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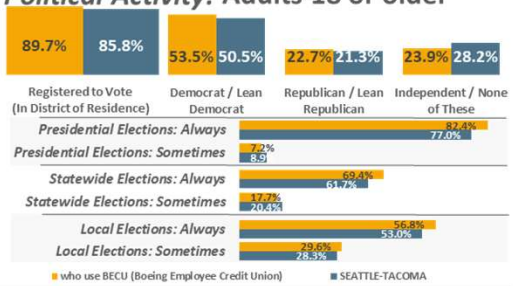
Banks HHLD uses (HHLD): Navy Federal Credit Union

27.3% or 1,226,381 of SEATTLE-TACOMA DMA Adults 18 or older use BECU (Boeing Employee Credit Union). Adults 18 or older who use BECU (Boeing Employee Credit Union) are 6.% more likely to look up D-I-Y advice online, 7.2% more likely to always vote in local elections, 8.% more likely to belong to a gym, 3.3% more likely to fly domestic past yr.

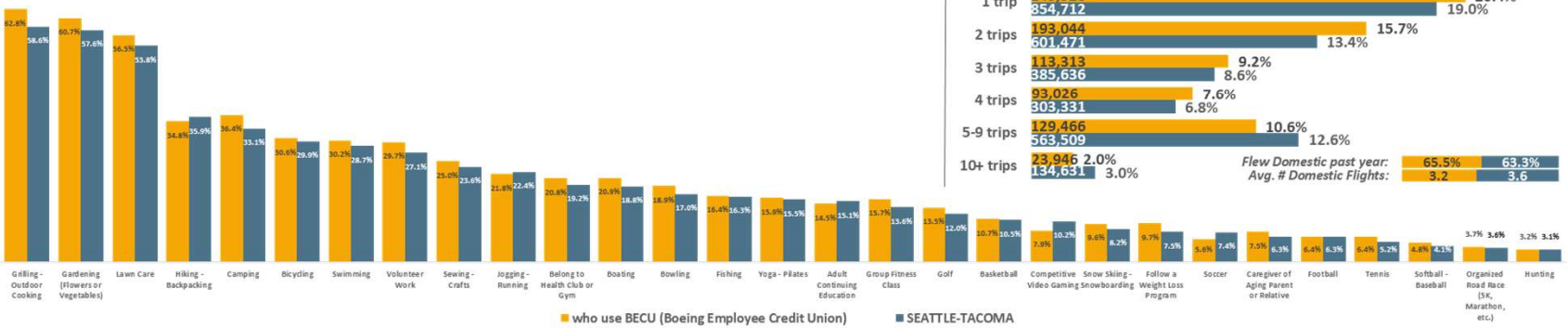
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

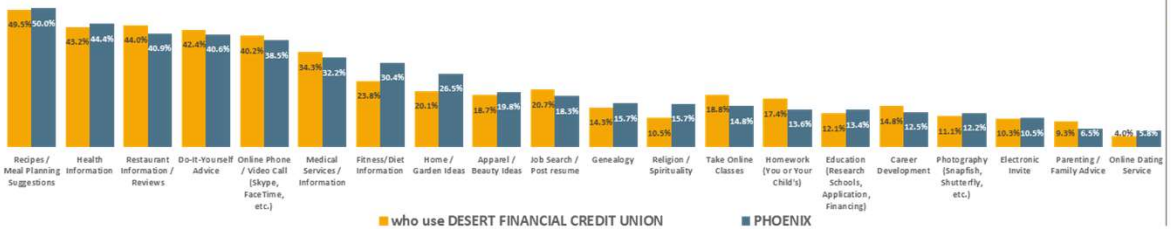
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

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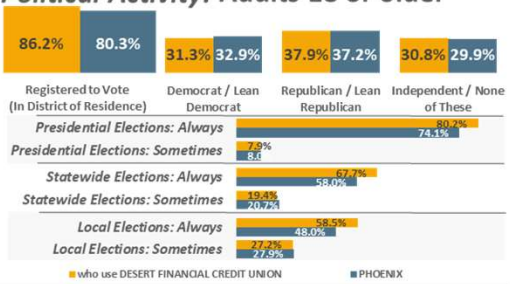
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

11.3% or 522,188 of PHOENIX DMA Adults 18 or older use DESERT FINANCIAL CREDIT UNION.
Adults 18 or older who use DESERT FINANCIAL CREDIT UNION are 4.4% more likely to look up D-I-Y advice online, 21.7% more likely to always vote in local elections, 14.8% more likely to belong to a gym, 9.6% more likely to fly domestic past yr.

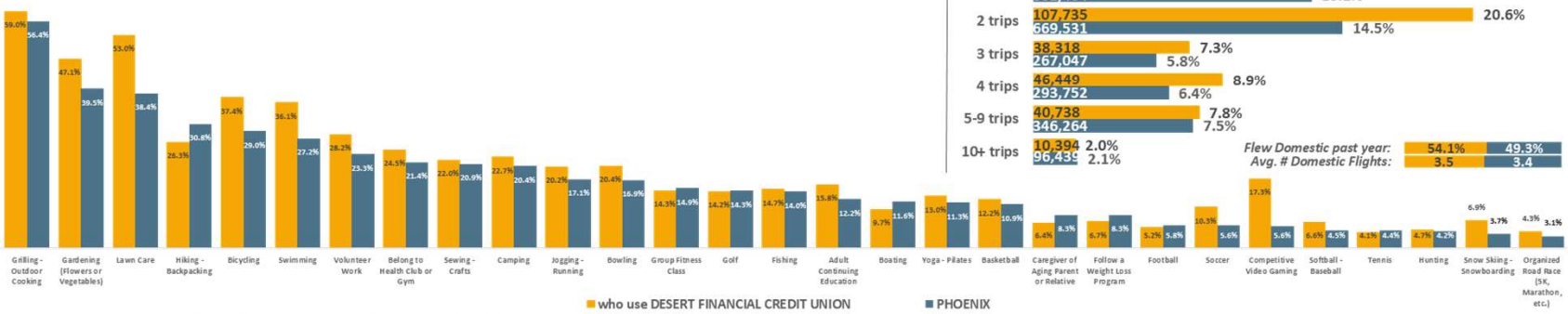
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



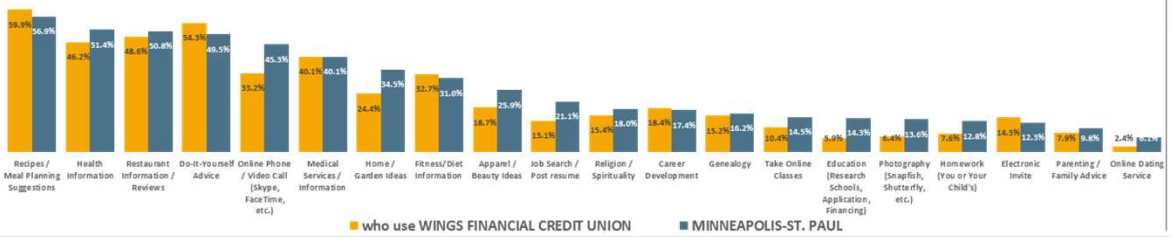
Past 12-months Domestic Airline Trips: Adults 18 or older

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

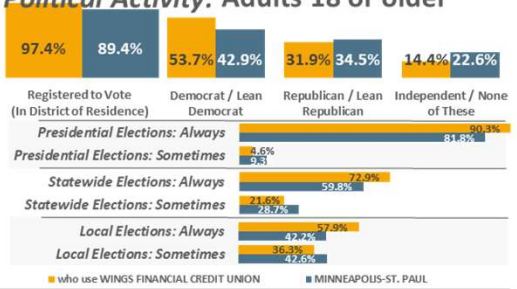
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4.9% or 187,638 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older use WINGS FINANCIAL CREDIT UNION. Adults 18 or older who use WINGS FINANCIAL CREDIT UNION are 9.8% more likely to look up D-I-Y advice online, 37.4% more likely to always vote in local elections, 16.3% less likely to belong to a gym, 4.5% more likely to fly domestic past yr.

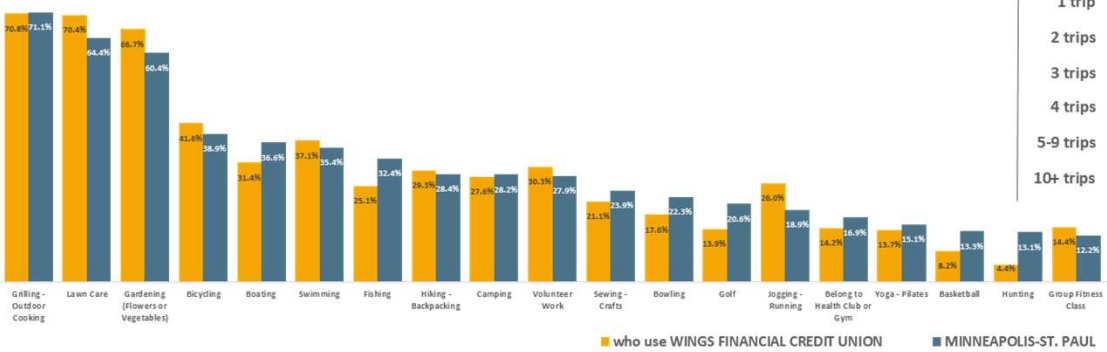
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



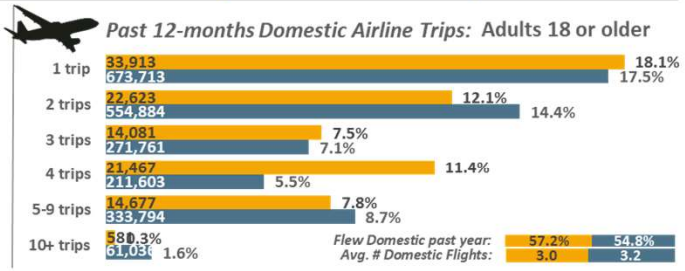
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

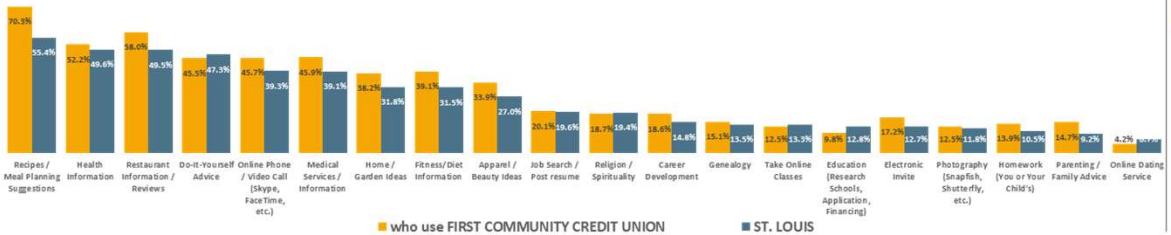
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Banks HHLD uses (HHLD): Wings Financial

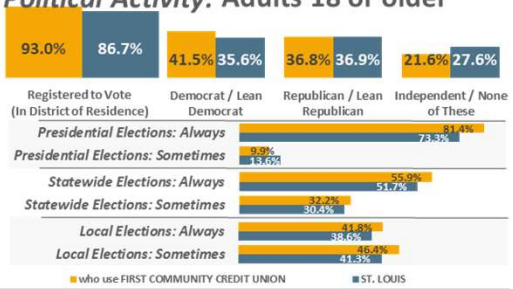
First Community
For all your Savings and all your Loans.

11.3% or 284,278 of ST. LOUIS DMA Adults 18 or older use FIRST COMMUNITY CREDIT UNION.
Adults 18 or older who use FIRST COMMUNITY CREDIT UNION are 3.9% less likely to look up D-I-Y advice online, 8.2% more likely to always vote in local elections, 14.8% more likely to belong to a gym, 1.% more likely to fly domestic past yr.

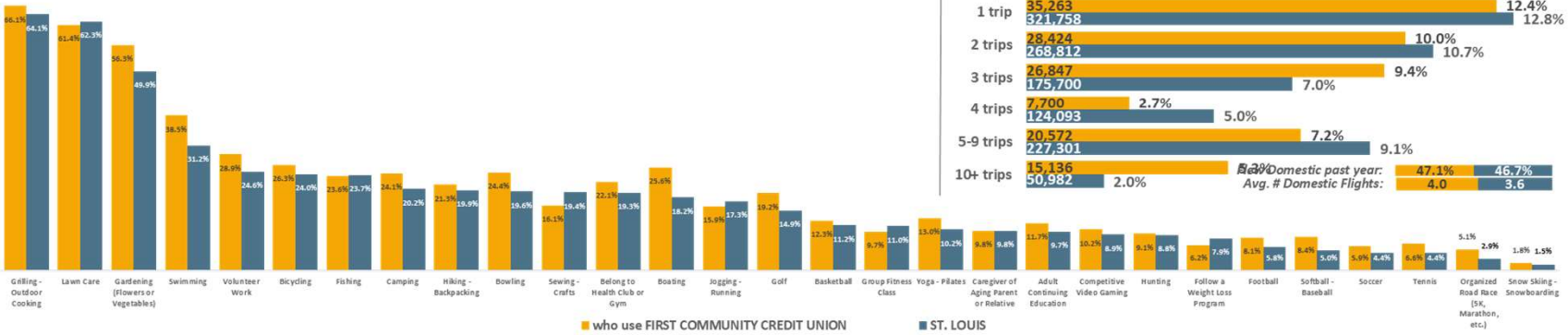
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



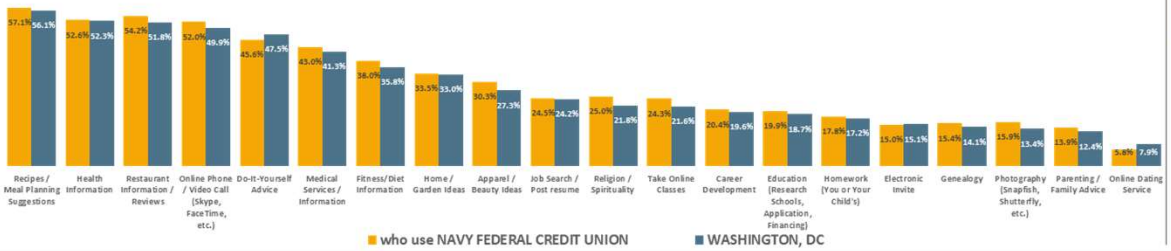
Past 12-months Domestic Airline Trips: Adults 18 or older

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

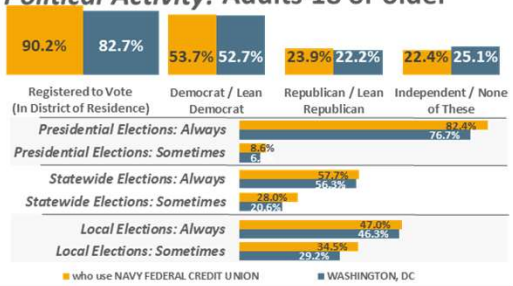
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21.% or 1,187,233 of WASHINGTON, DC DMA Adults 18 or older use NAVY FEDERAL CREDIT UNION. Adults 18 or older who use NAVY FEDERAL CREDIT UNION are 4.% less likely to look up D-I-Y advice online, 1.5% more likely to always vote in local elections, 23.7% more likely to belong to a gym, 13.3% more likely to fly domestic past yr.

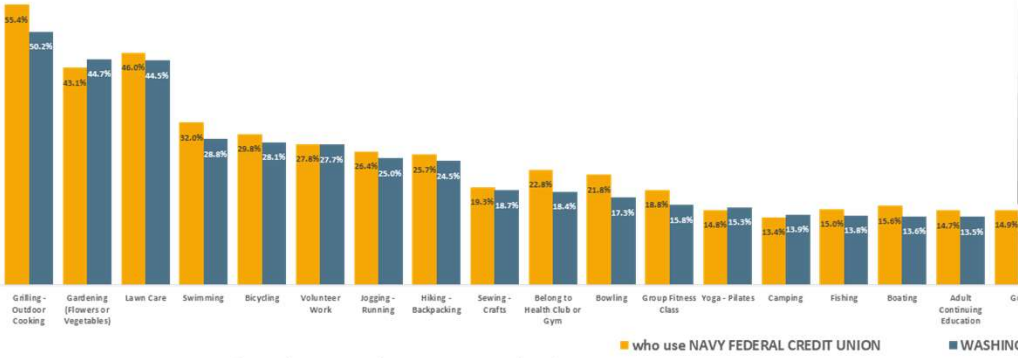
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



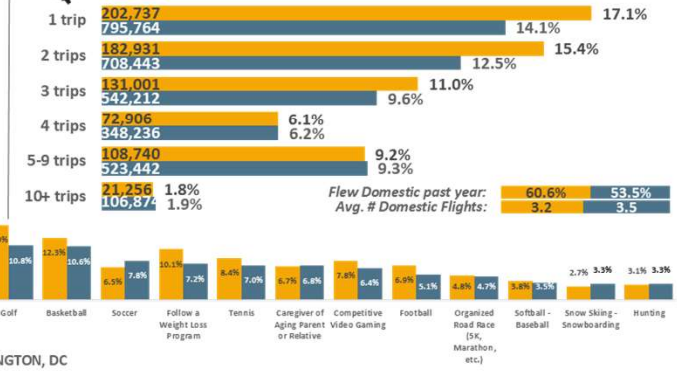
Political Activity: Adults 18 or older

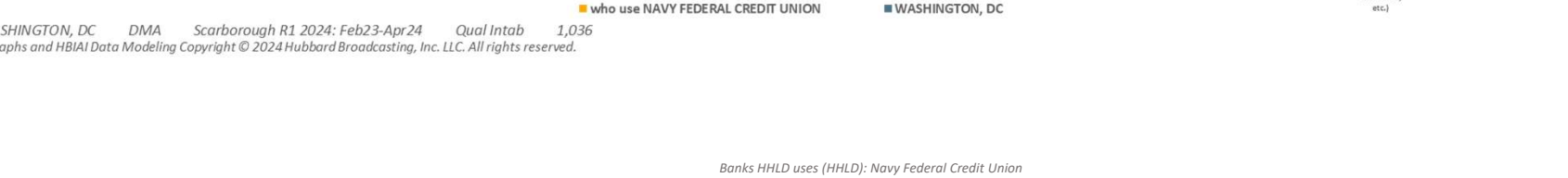


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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Banks HHLD uses (HHLD): Navy Federal Credit Union

27.3% or 1,226,381 of SEATTLE-TACOMA DMA Adults 18 or older use BECU (Boeing Employee Credit Union). Adults 18 or older who use BECU (Boeing Employee Credit Union) are .9% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 2.3% more likely to use Casinos past yr., 29.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

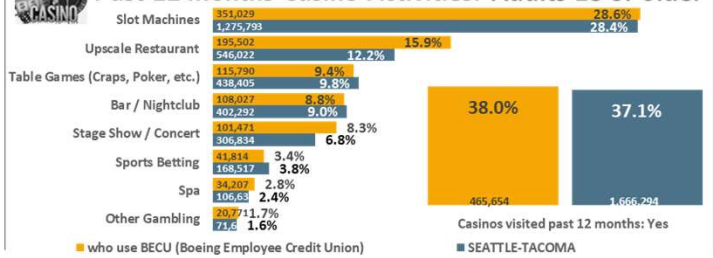


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

11.3% or 522,188 of PHOENIX DMA Adults 18 or older use DESERT FINANCIAL CREDIT UNION.
Adults 18 or older who use DESERT FINANCIAL CREDIT UNION are 2.1% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr., 54.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



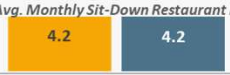
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

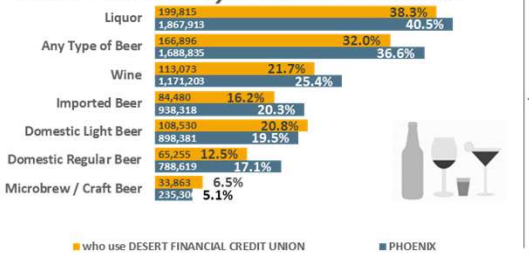
(Sit-Down Restaurants Used Past 30-days)



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

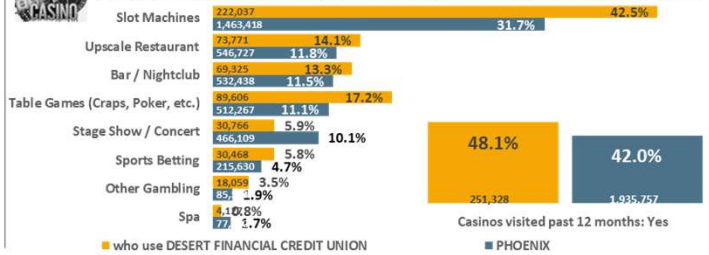


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

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Banks HHLD uses (HHLD): Desert Financial Credit Union

4.9% or 187,638 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older use WINGS FINANCIAL CREDIT UNION. Adults 18 or older who use WINGS FINANCIAL CREDIT UNION are 1.1% more likely to use QSRs past mo., 19.1% more likely to use Sit-Down Restaurants past mo., 8.% less likely to use Casinos past yr., 12.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



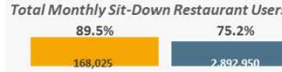
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

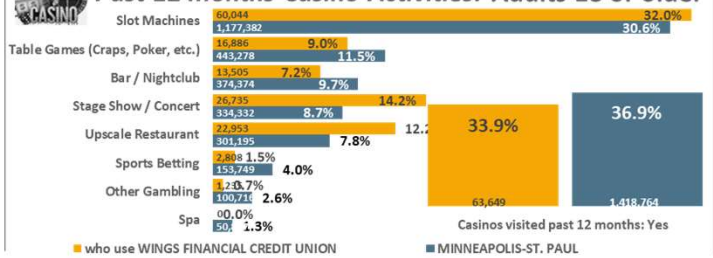


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Banks HHLD uses (HHLD): Wings Financial

First Community

For all your Savings and all your Loans.

11.3% or 284,278 of ST. LOUIS DMA Adults 18 or older use FIRST COMMUNITY CREDIT UNION.
Adults 18 or older who use FIRST COMMUNITY CREDIT UNION are 1.4% less likely to use QSRs past mo., 3.9% more likely to use Sit-Down Restaurants past mo., 1.4% more likely to use Casinos past yr., 6.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

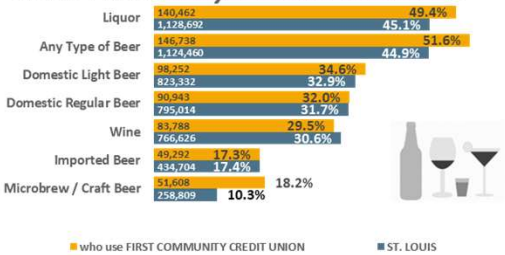
(Sit-Down Restaurants Used Past 30-days)



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

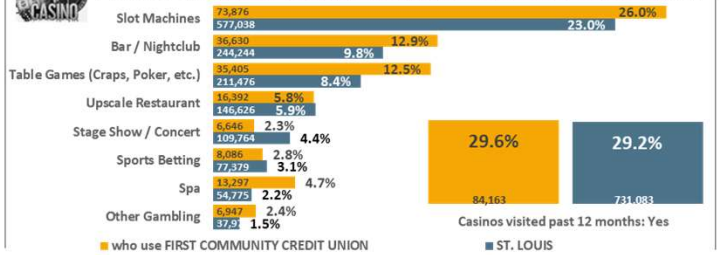


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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Banks HHLD uses (HHLD): First Community Credit Union

NAVY FEDERAL Credit Union

21.% or 1,187,233 of WASHINGTON, DC DMA Adults 18 or older use NAVY FEDERAL CREDIT UNION. Adults 18 or older who use NAVY FEDERAL CREDIT UNION are 4.6% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 37.2% more likely to use Casinos past yr., 24.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

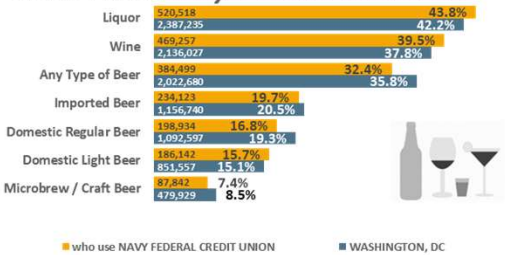
(Sit-Down Restaurants Used Past 30-days)



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

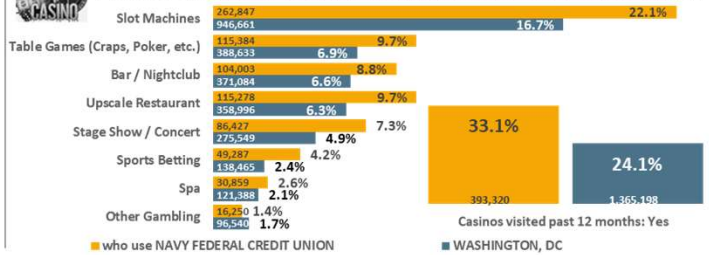


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



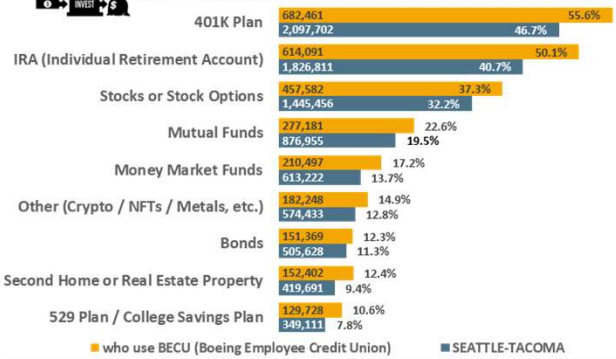
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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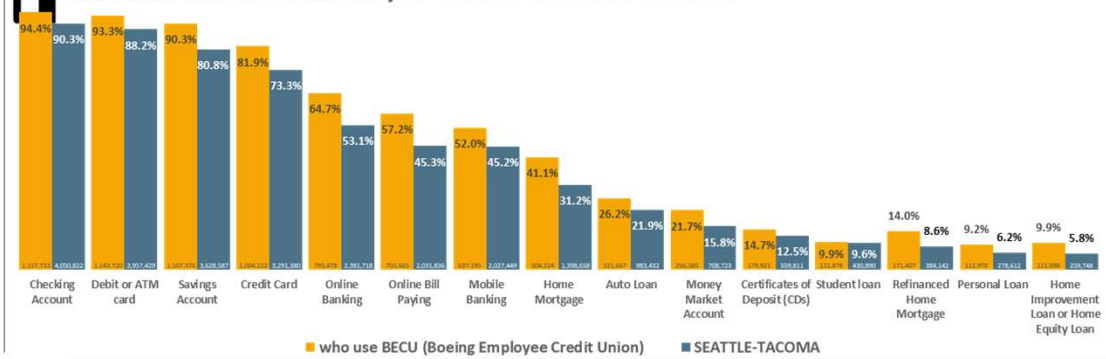
Banks HHLD uses (HHLD): Navy Federal Credit Union

27.3% or 1,226,381 of SEATTLE-TACOMA DMA Adults 18 or older use BECU (Boeing Employee Credit Union). Adults 18 or older who use BECU (Boeing Employee Credit Union) are 19.1% more likely to have a 401K, 19.7% more likely to have an Auto Loan, 16.8% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.

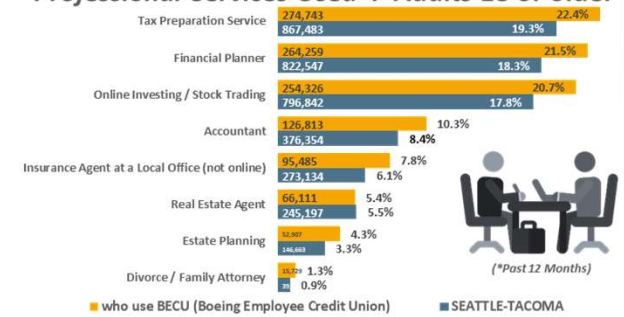
Investments Owned: Adults 18 or older



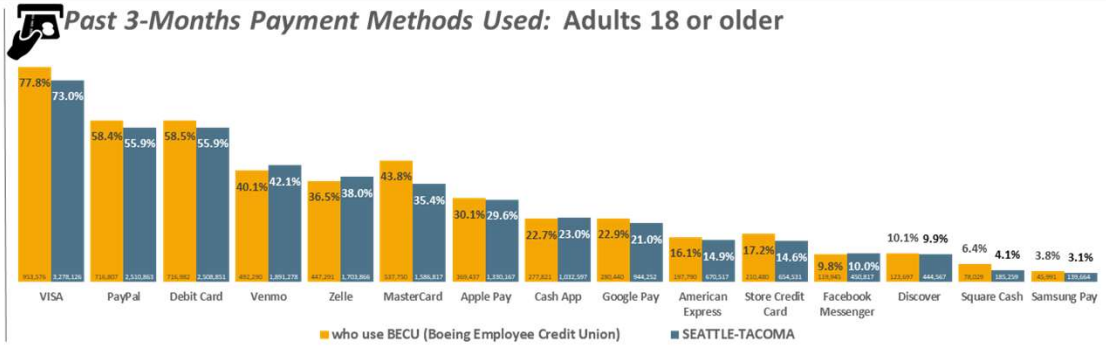
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



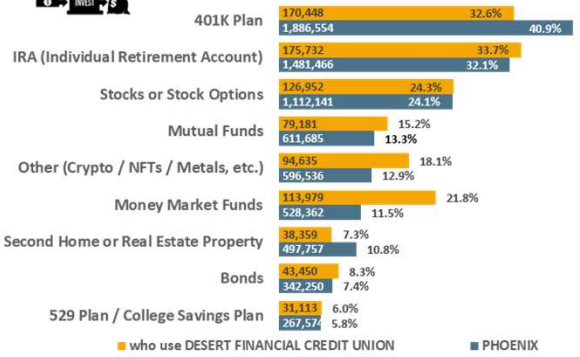
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

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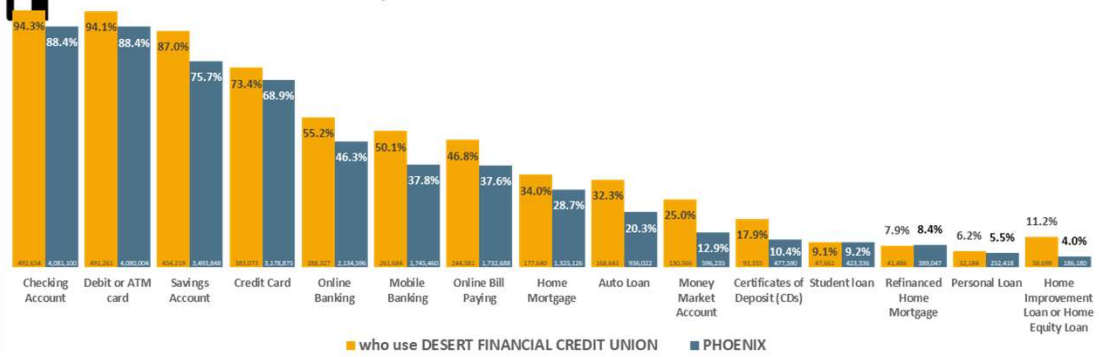
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

11.3% or 522,188 of PHOENIX DMA Adults 18 or older use DESERT FINANCIAL CREDIT UNION.
Adults 18 or older who use DESERT FINANCIAL CREDIT UNION are 20.2% less likely to have a 401K, 59.2% more likely to have an Auto Loan, 22.7% more likely to Invest/Trade Stocks Online, 23.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



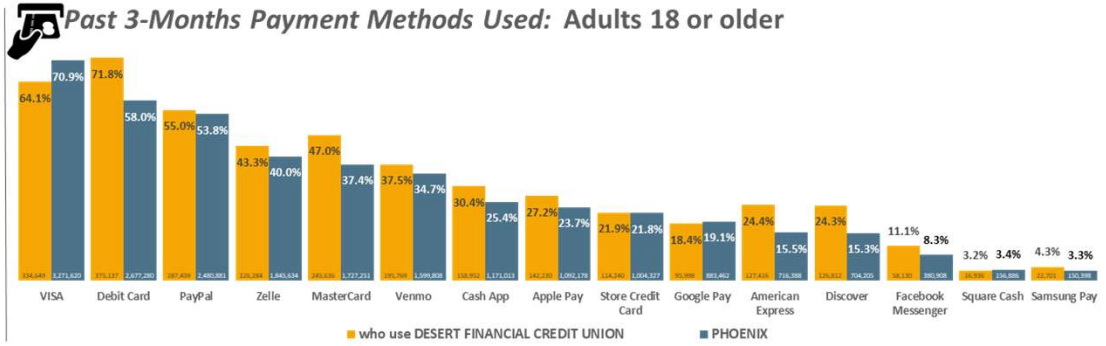
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

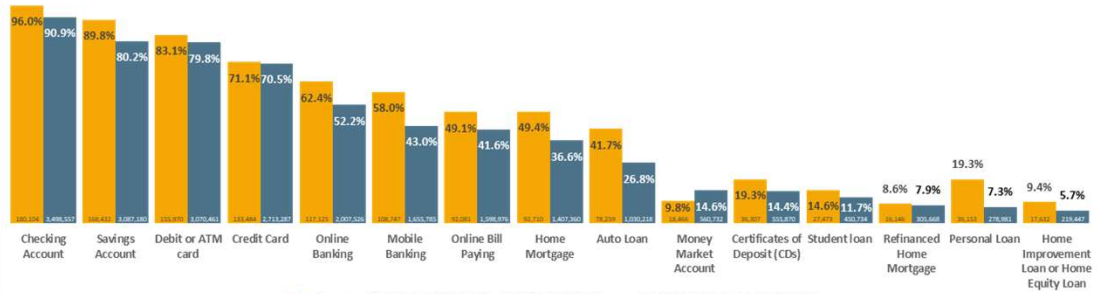
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4.9% or 187,638 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older use WINGS FINANCIAL CREDIT UNION. Adults 18 or older who use WINGS FINANCIAL CREDIT UNION are 24.9% more likely to have a 401K, 55.8% more likely to have an Auto Loan, 69.8% more likely to Invest/Trade Stocks Online, 3.% less likely to pay with their Debit Card.

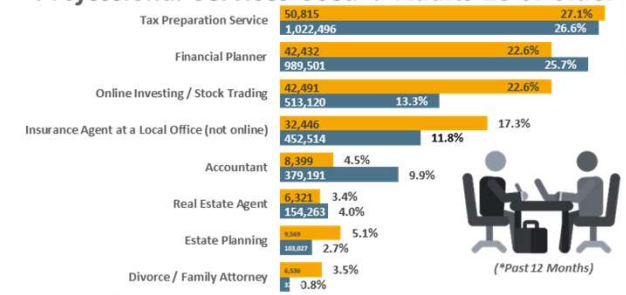
Investments Owned: Adults 18 or older



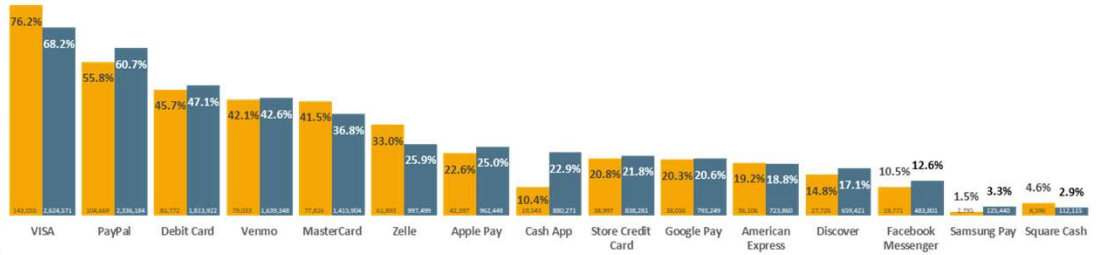
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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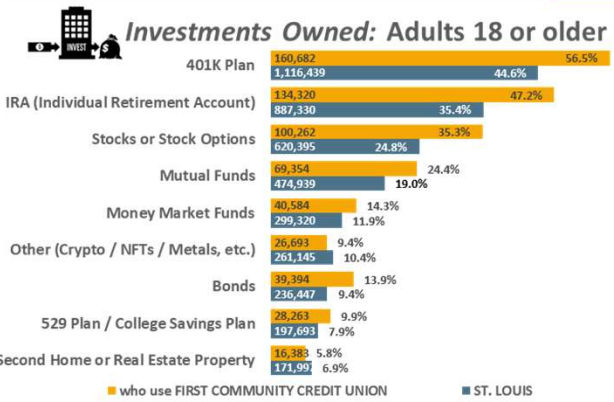
Banks HHLD uses (HHLD): Wings Financial

First Community

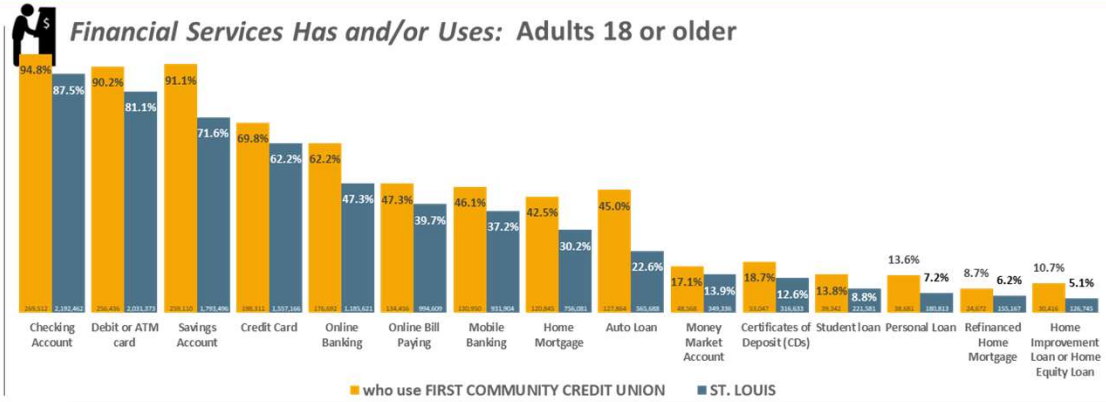
For all your Savings and all your Loans.

11.3% or 284,278 of ST. LOUIS DMA Adults 18 or older use FIRST COMMUNITY CREDIT UNION.
Adults 18 or older who use FIRST COMMUNITY CREDIT UNION are 26.8% more likely to have a 401K, 99.2% more likely to have an Auto Loan, 103.8% more likely to Invest/Trade Stocks Online, 22.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



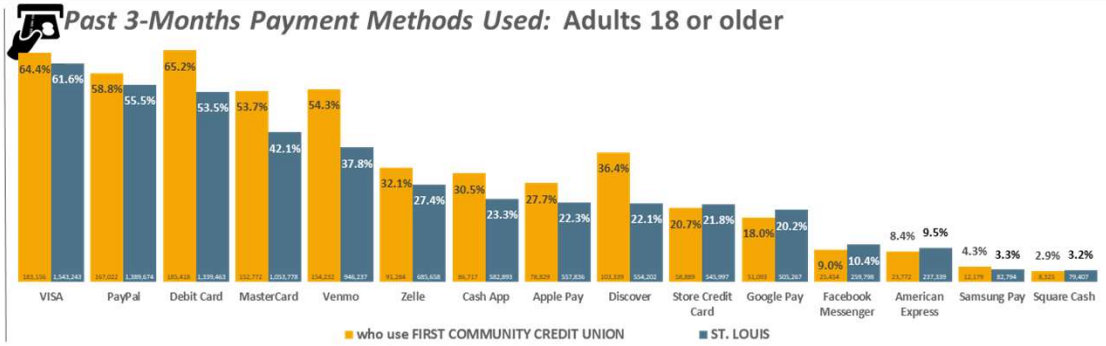
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



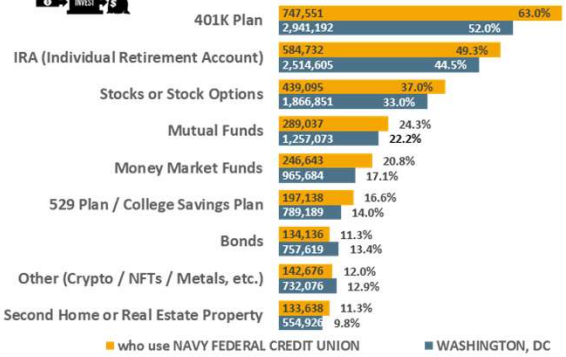
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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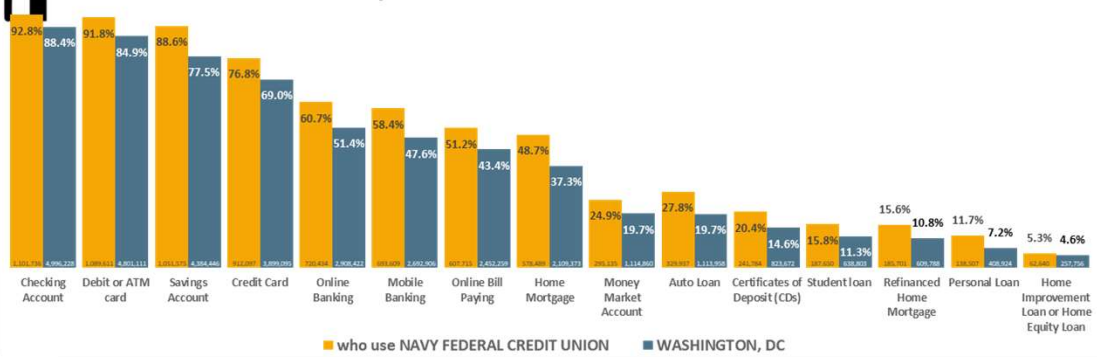
Banks HHLD uses (HHLD): First Community Credit Union

21.% or 1,187,233 of WASHINGTON, DC DMA Adults 18 or older use NAVY FEDERAL CREDIT UNION. Adults 18 or older who use NAVY FEDERAL CREDIT UNION are 21.1% more likely to have a 401K, 41.1% more likely to have an Auto Loan, 28.9% more likely to Invest/Trade Stocks Online, 6.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

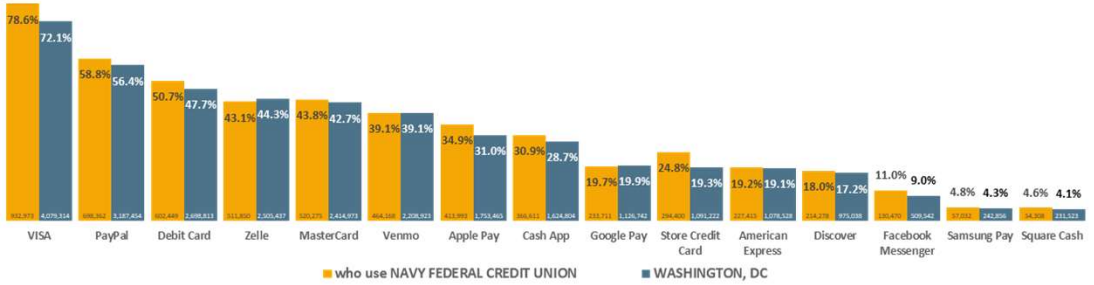


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



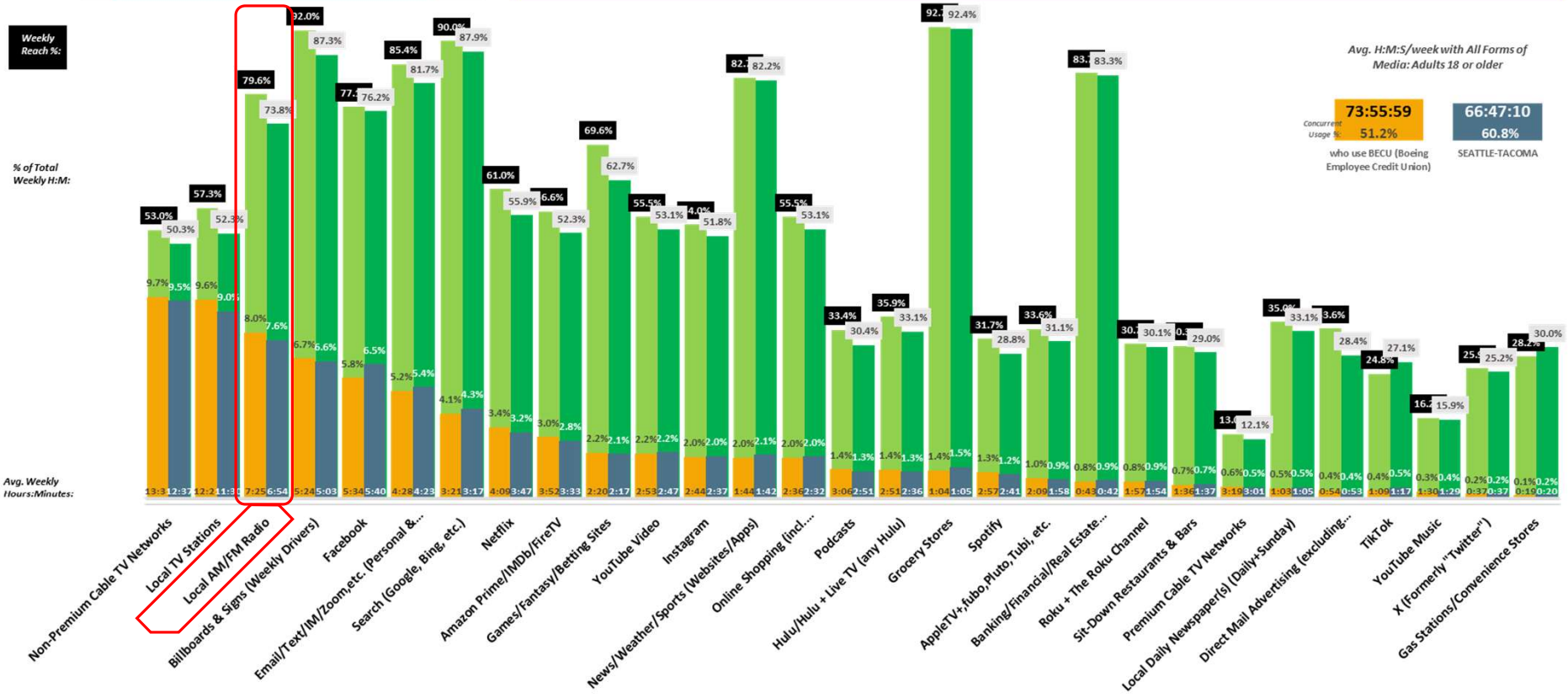
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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Banks HHLD uses (HHLD): Navy Federal Credit Union

Adults 18 or older who use BECU (Boeing Employee Credit Union) spend an average of 3 days, 1 hours, 55 minutes and 59 seconds each week with All Forms of Media.

79.6% of Adults 18 or older who use BECU (Boeing Employee Credit Union) spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.

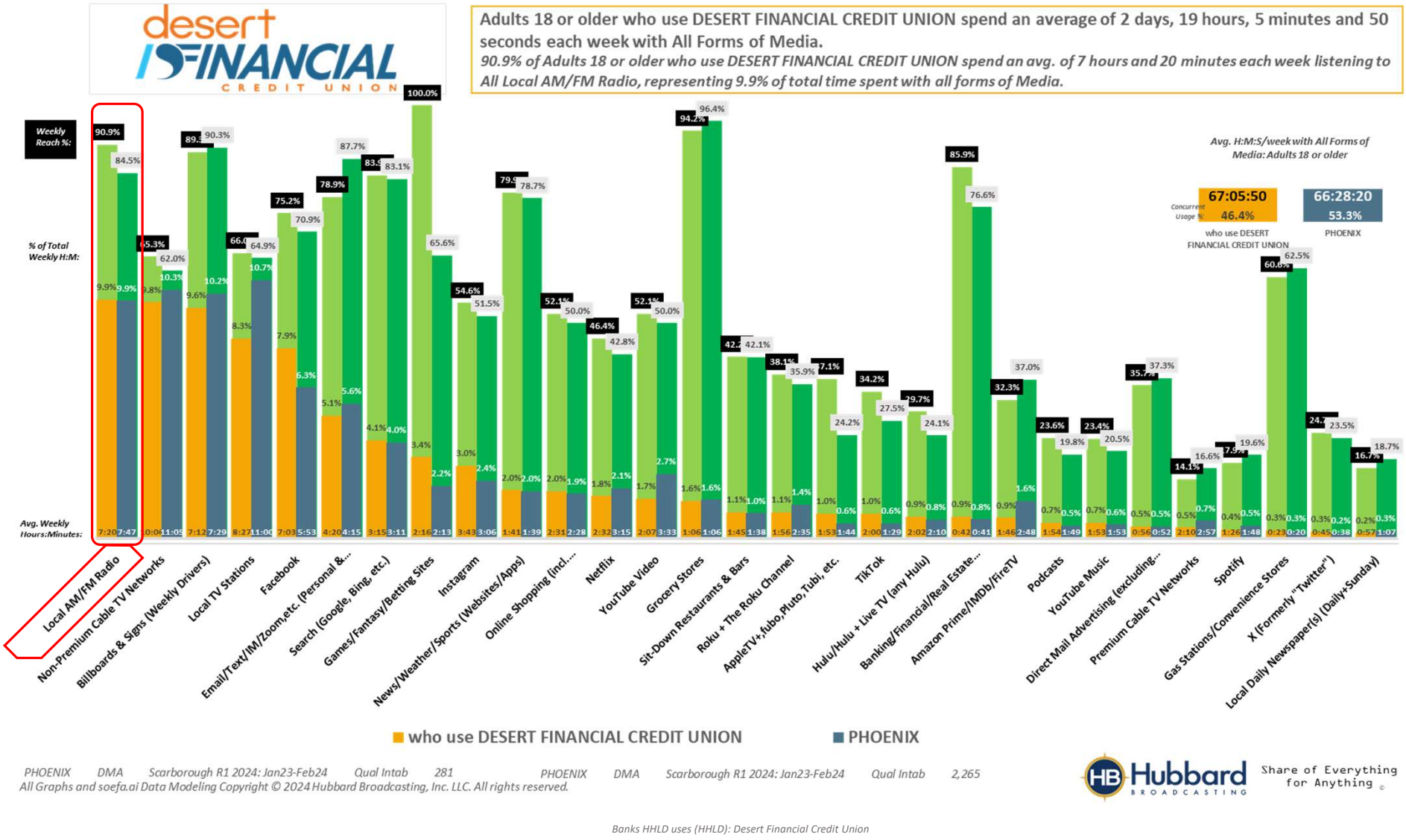


SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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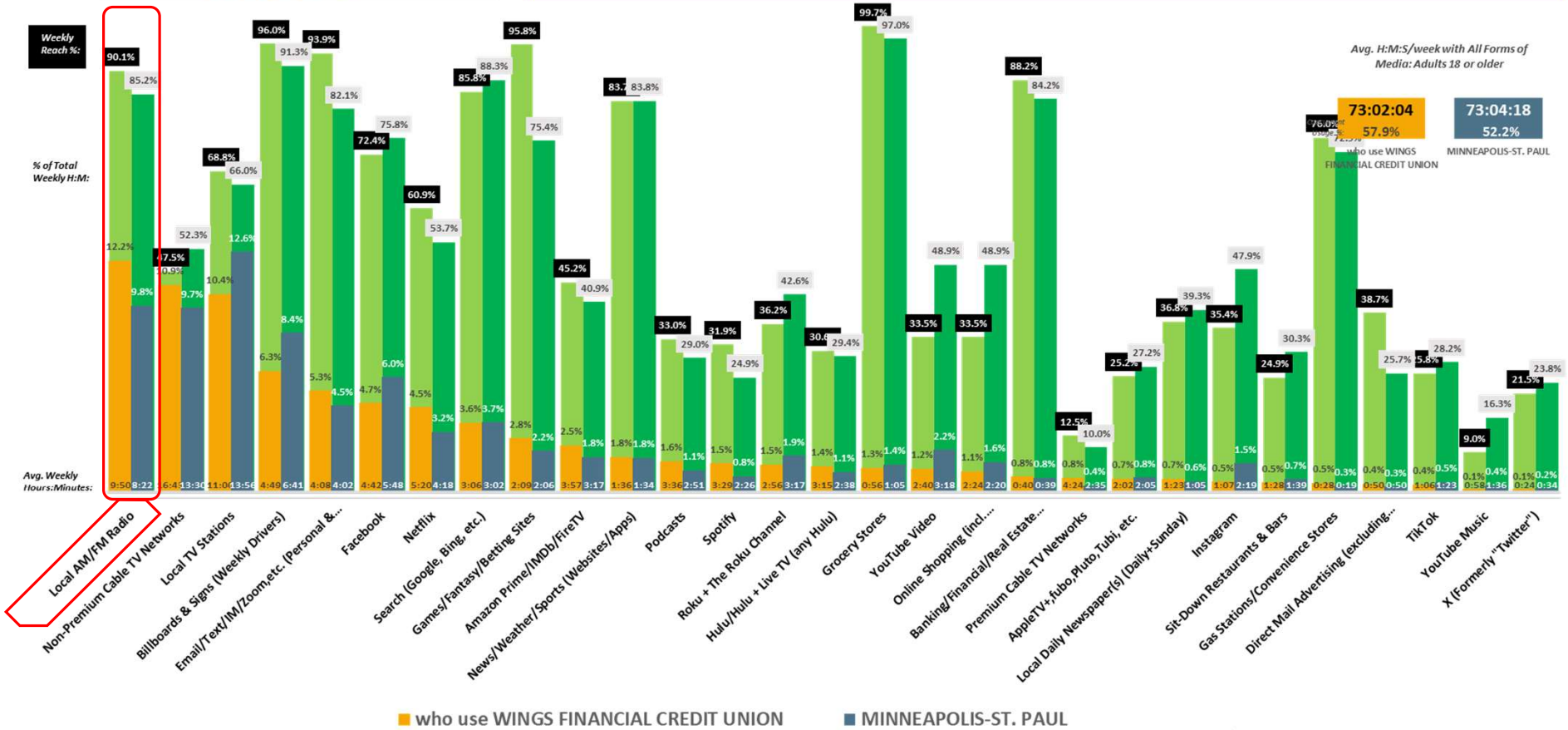
Hubbard BROADCASTING Share of Everything for Anything ©

Banks HHLD uses (HHLD): Desert Financial Credit Union

Wings Credit Union

Adults 18 or older who use WINGS FINANCIAL CREDIT UNION spend an average of 3 days, 1 hours, 2 minutes and 4 seconds each week with All Forms of Media.

90.1% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION spend an avg. of 9 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 12.2% of total time spent with all forms of Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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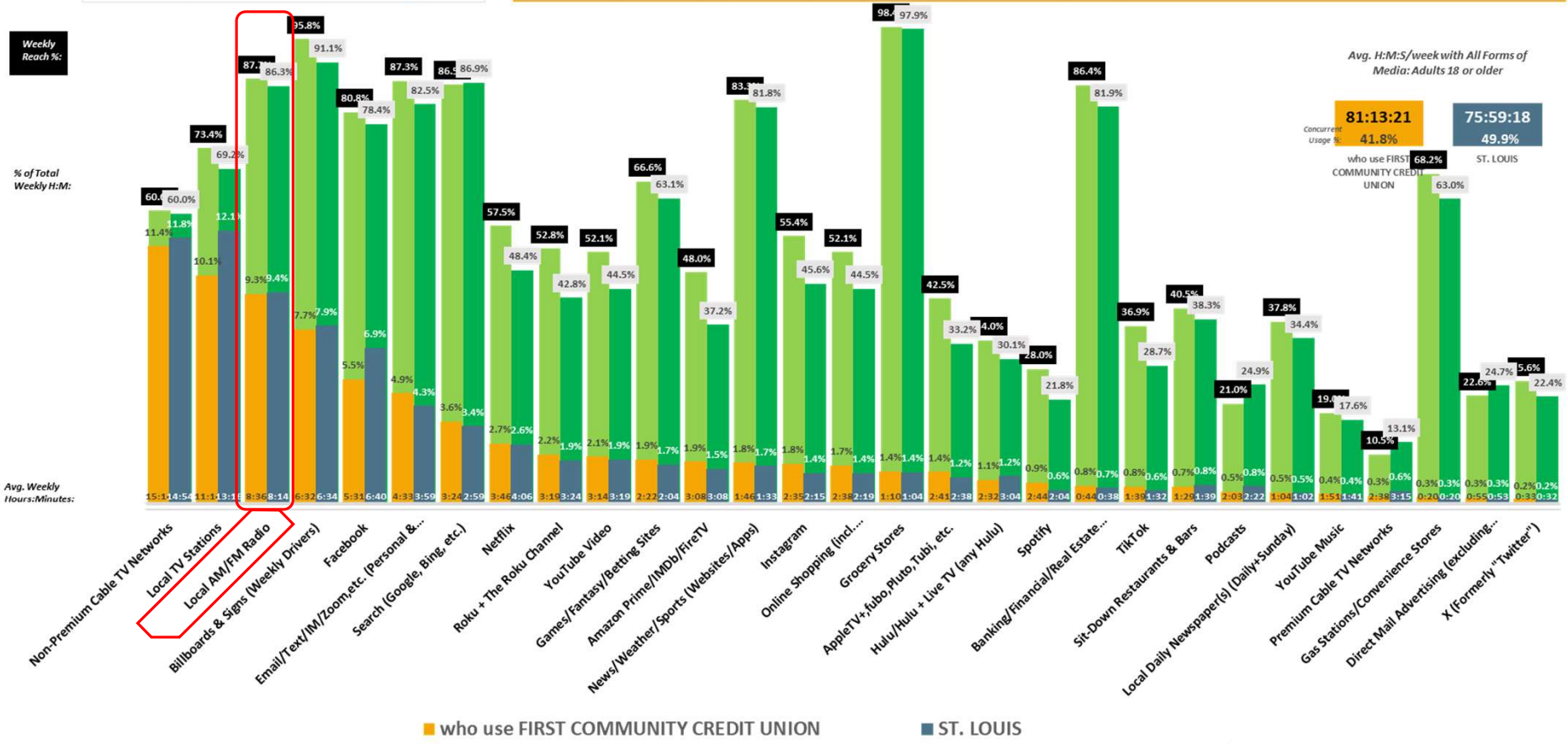
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Banks HHLD uses (HHLD): Wings Financial

First Community
For all your Savings and all your Loans.

Adults 18 or older who use FIRST COMMUNITY CREDIT UNION spend an average of 3 days, 9 hours, 13 minutes and 21 seconds each week with All Forms of Media.

87.7% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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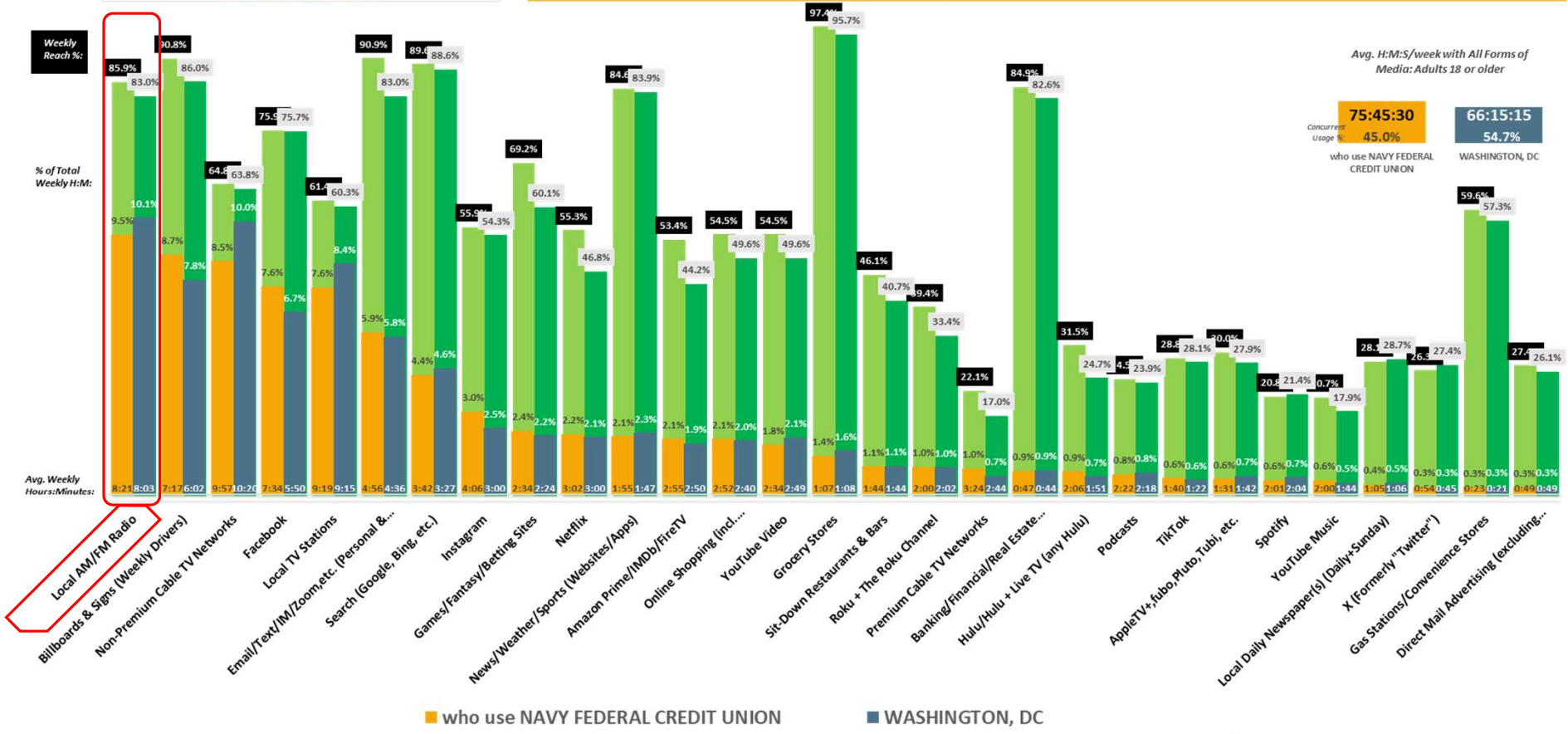
Hubbard BROADCASTING Share of Everything for Anything ©

Banks HHLD uses (HHLD): First Community Credit Union

NAVY FEDERAL Credit Union

Adults 18 or older who use NAVY FEDERAL CREDIT UNION spend an average of 3 days, 3 hours, 45 minutes and 30 seconds each week with All Forms of Media.

85.9% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

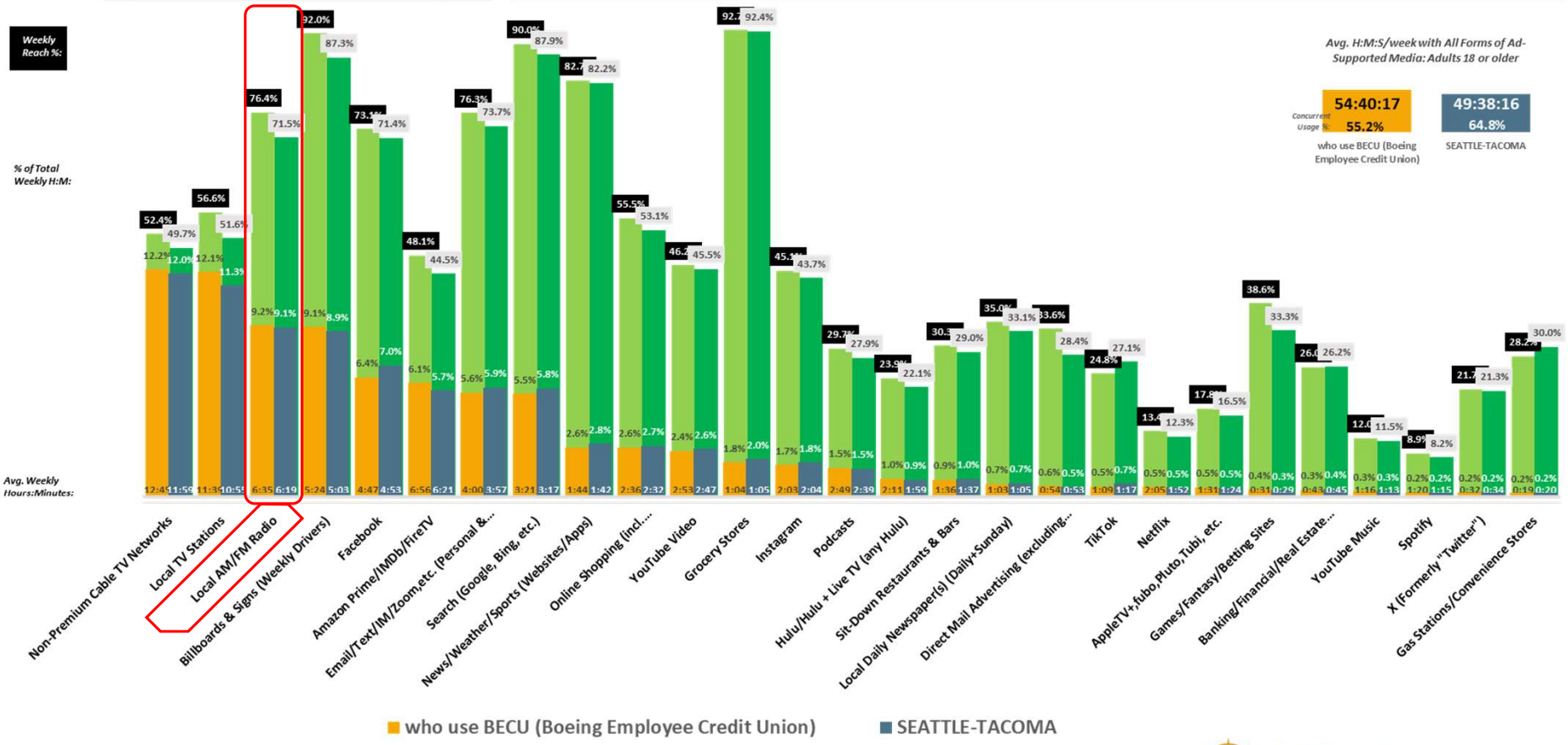
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Banks HHLD uses (HHLD): Navy Federal Credit Union

Adults 18 or older who use BECU (Boeing Employee Credit Union) spend an average of 2 days, 6 hours, 40 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

76.4% of Adults 18 or older who use BECU (Boeing Employee Credit Union) spend an avg. of 6 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.

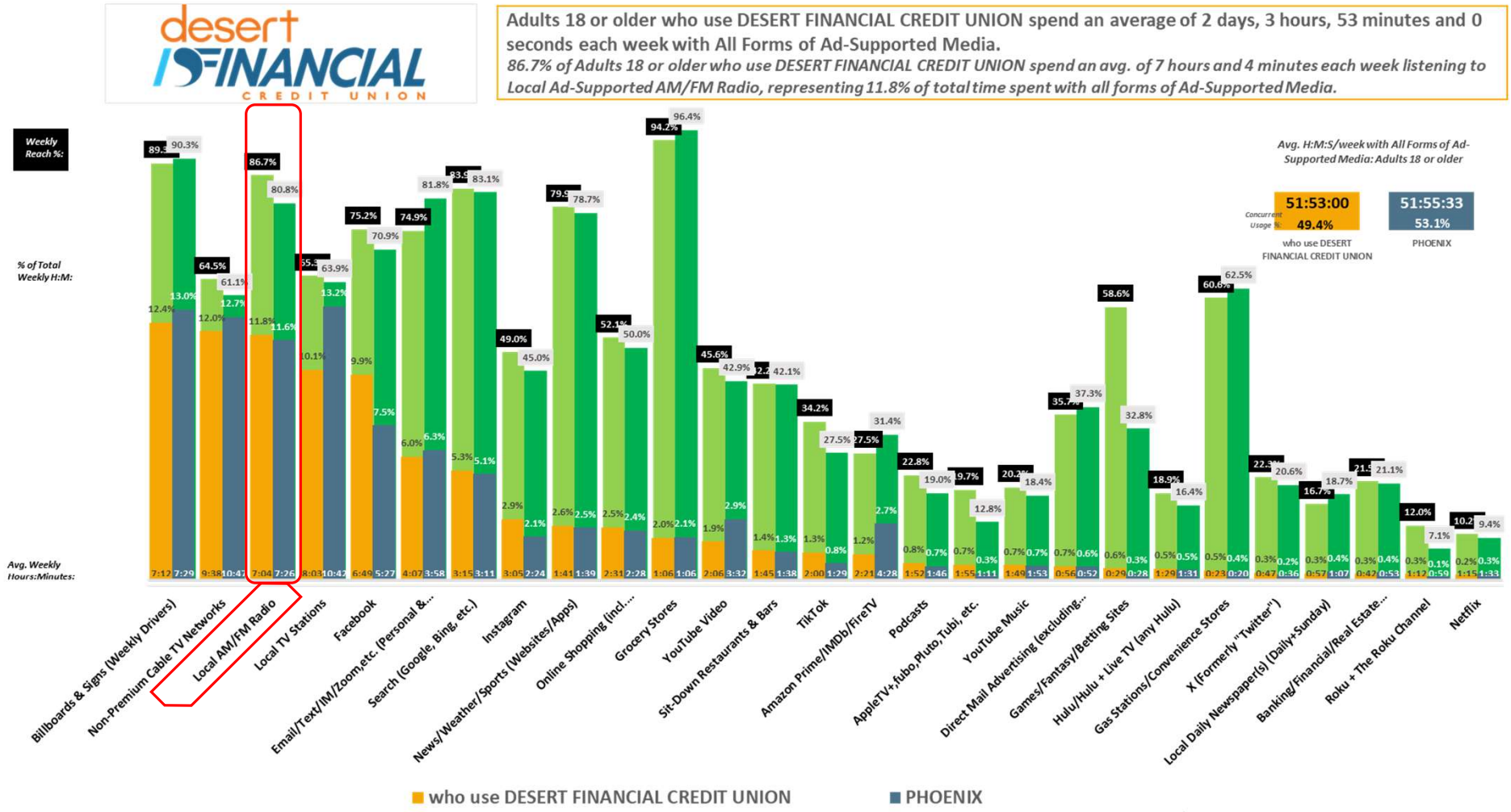


SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

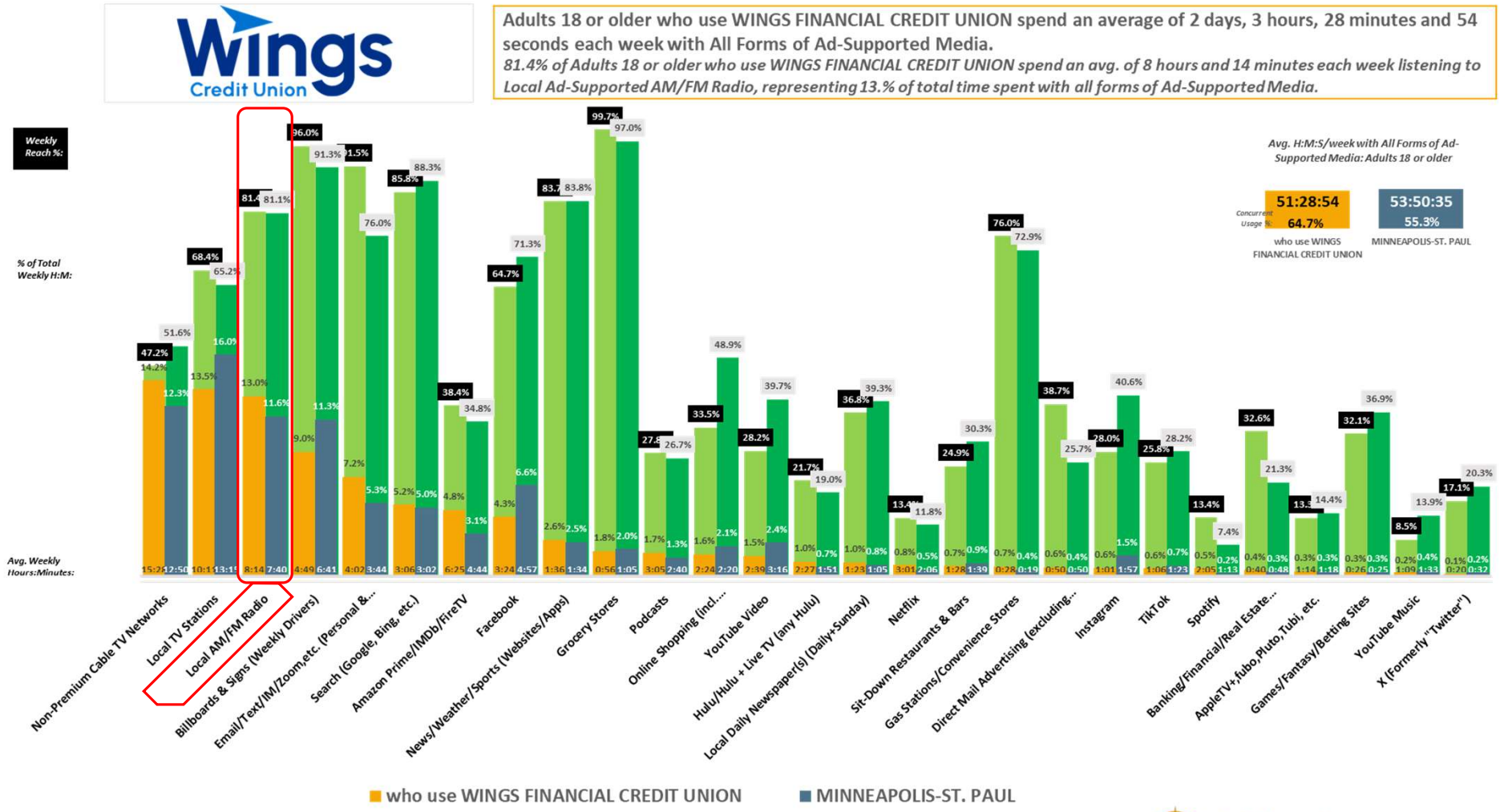


PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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Banks HHLD uses (HHLD): Desert Financial Credit Union



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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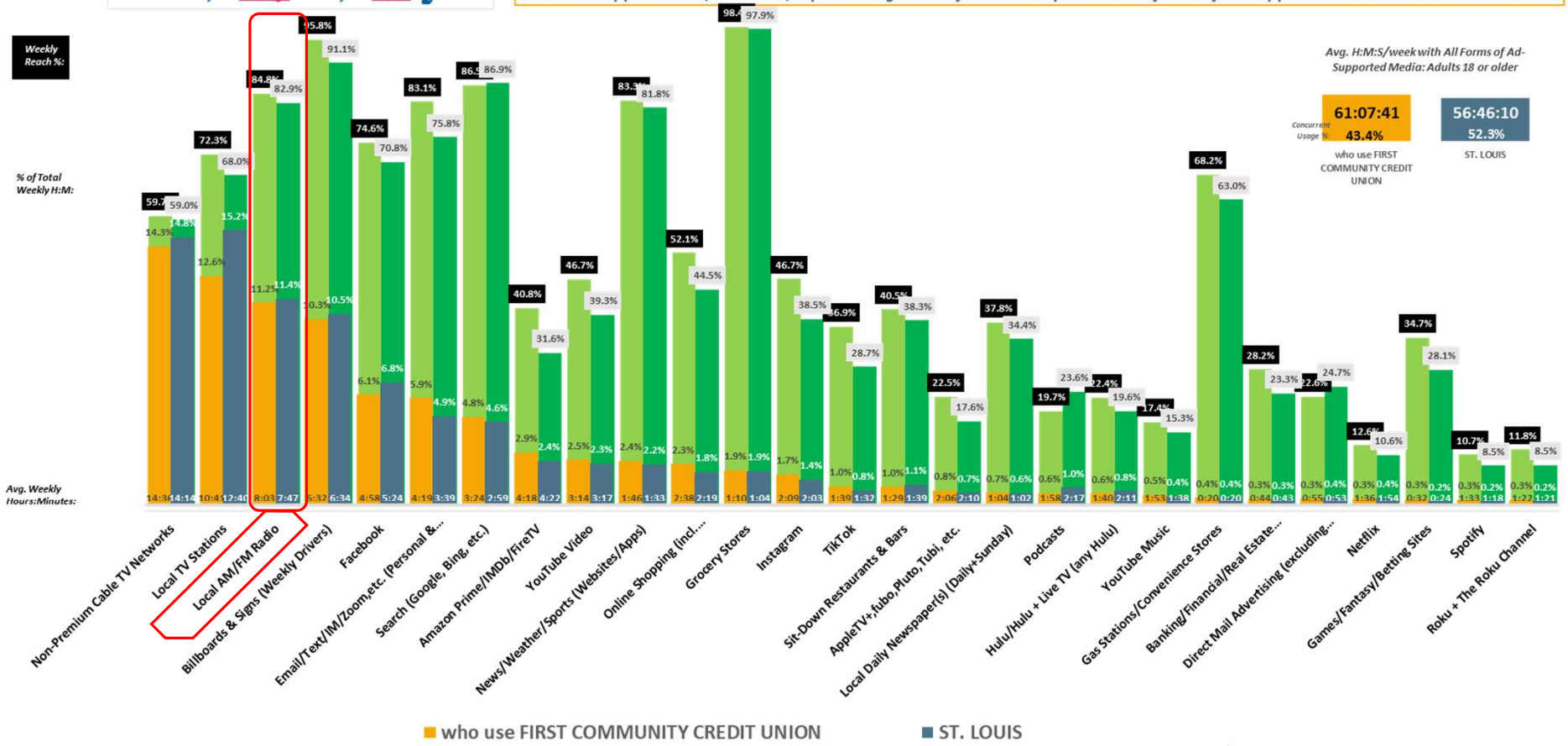
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Banks HHLD uses (HHLD): Wings Financial

First Community
For all your Savings and all your Loans.

Adults 18 or older who use FIRST COMMUNITY CREDIT UNION spend an average of 2 days, 13 hours, 7 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

84.8% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION spend an avg. of 8 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.

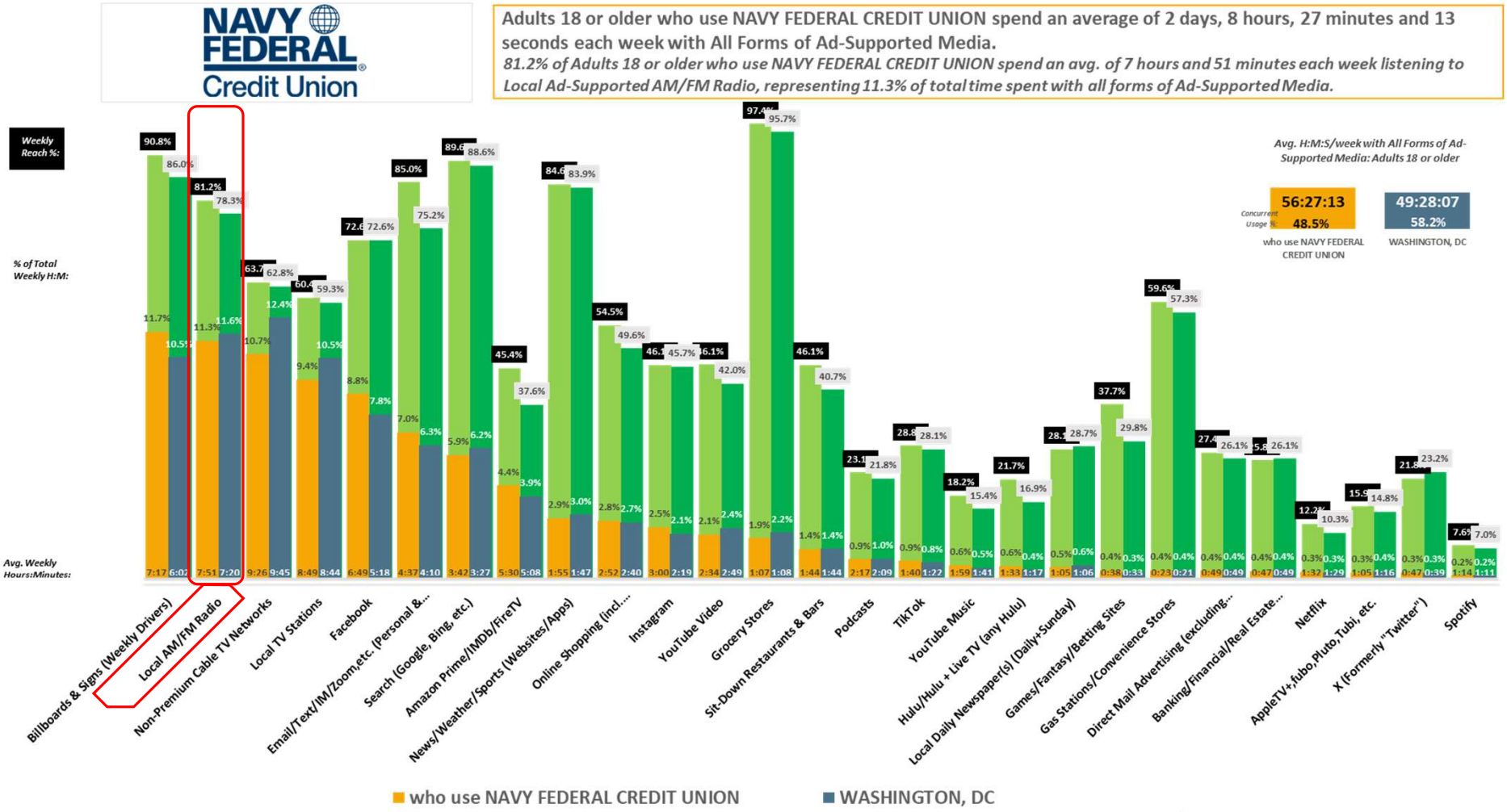


ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Banks HHLD uses (HHLD): First Community Credit Union



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

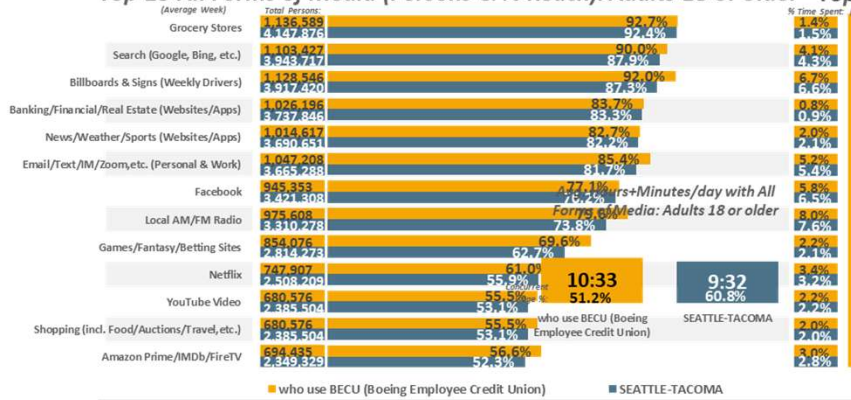
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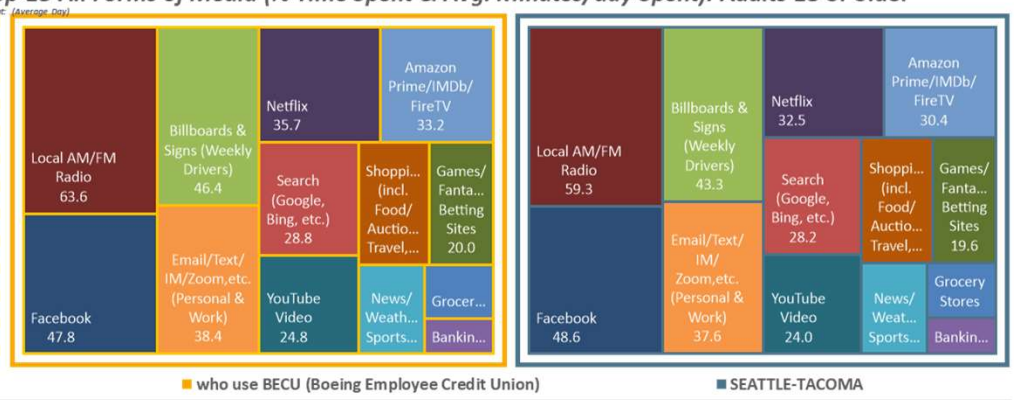
Banks HHLD uses (HHLD): Navy Federal Credit Union

Adults 18 or older who use BECU (Boeing Employee Credit Union) spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 56.5 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

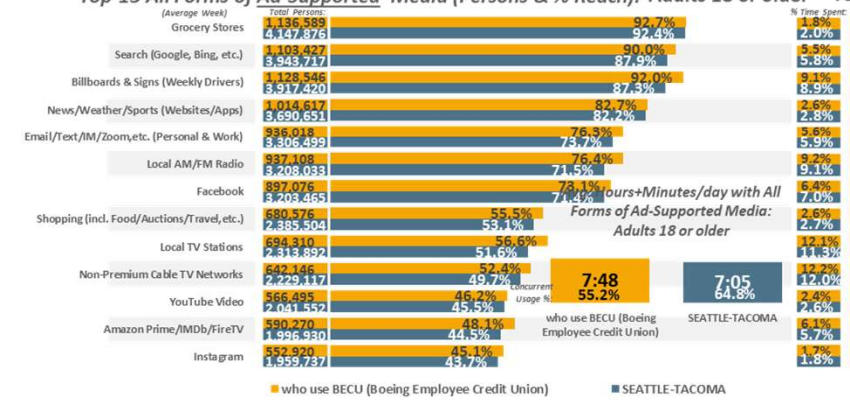
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



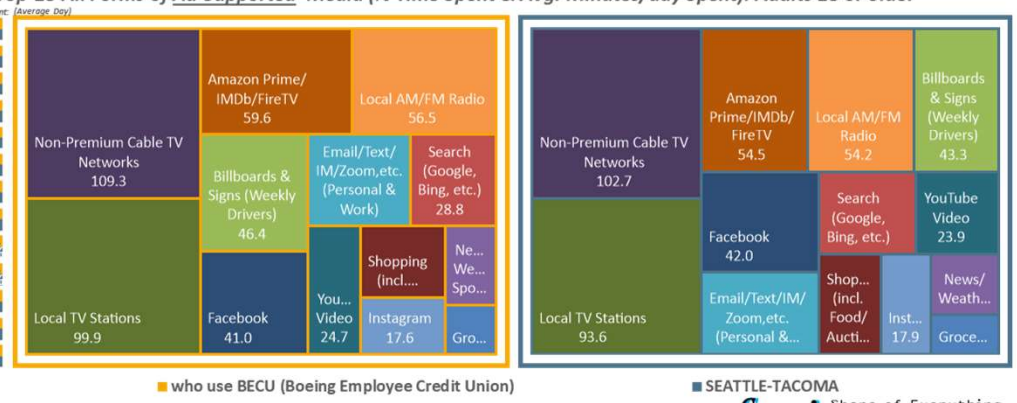
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

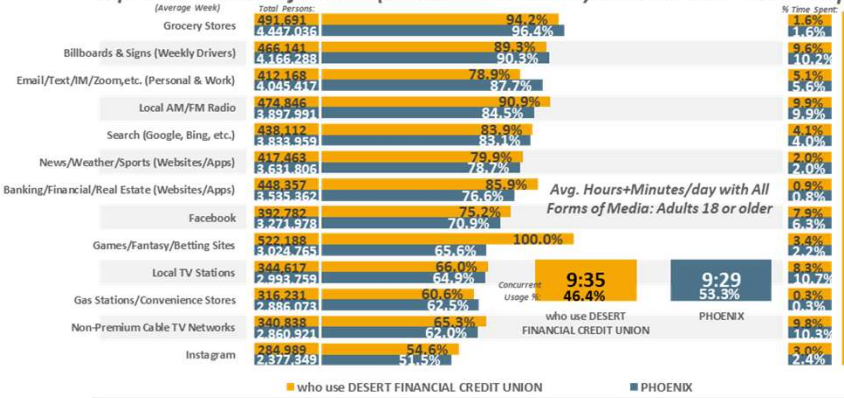
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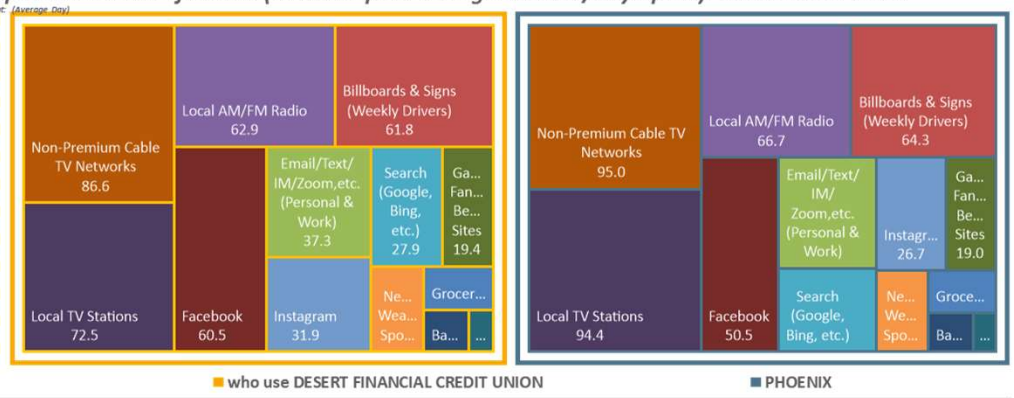
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

Adults 18 or older who use DESERT FINANCIAL CREDIT UNION spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 86.7% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

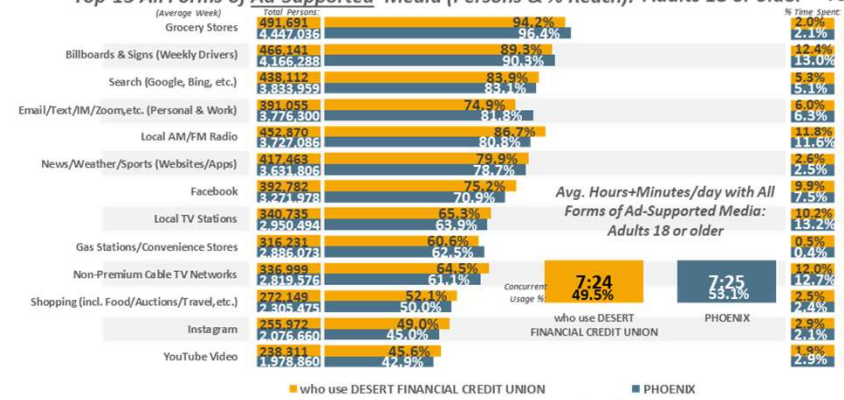
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



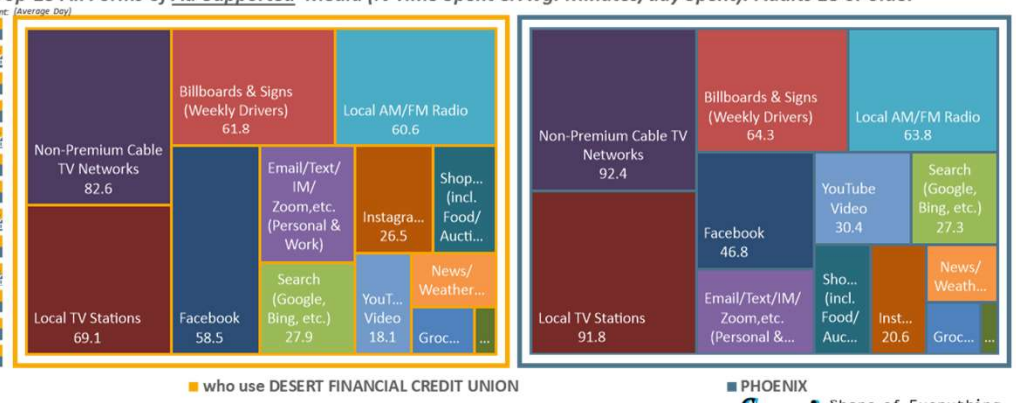
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

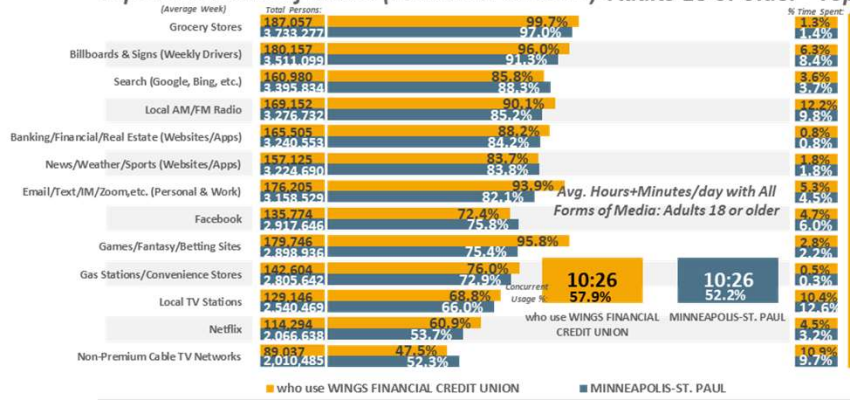
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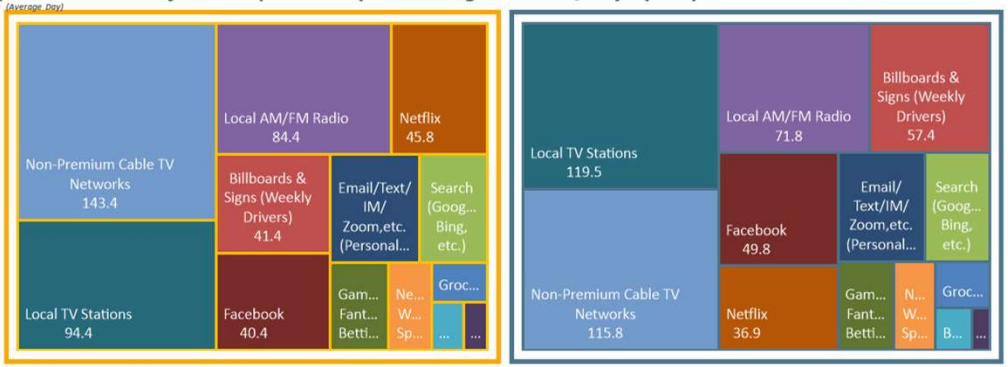
Banks HHLD uses (HHLD): Desert Financial Credit Union

Adults 18 or older who use WINGS FINANCIAL CREDIT UNION spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 70.7 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

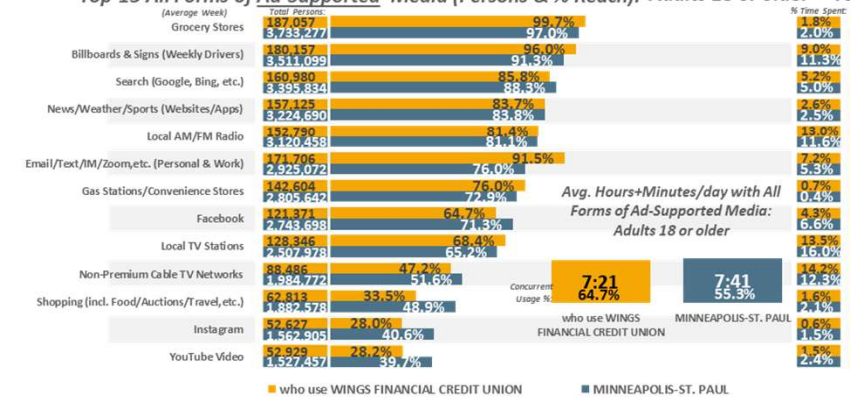
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



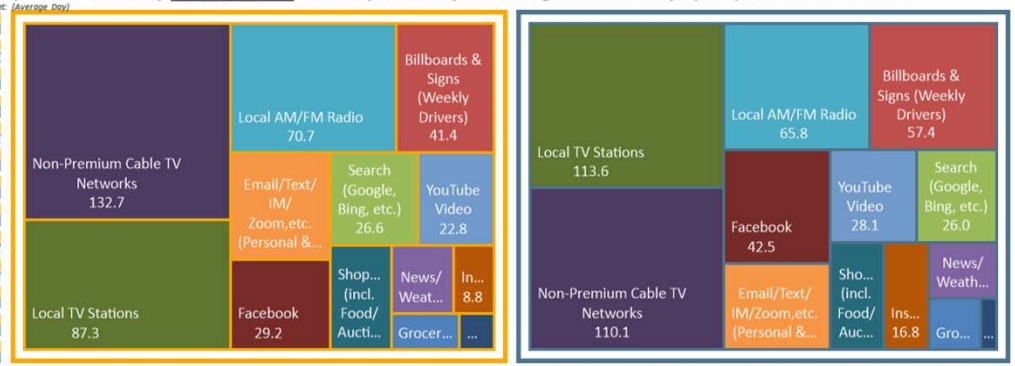
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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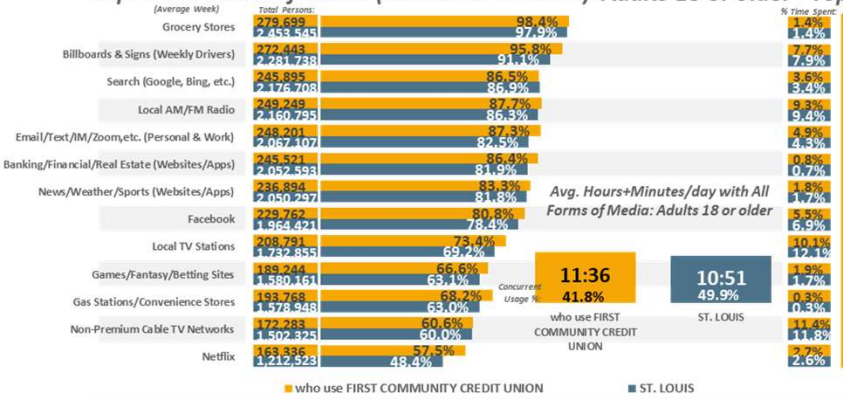
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Banks HHLD uses (HHLD): Wings Financial

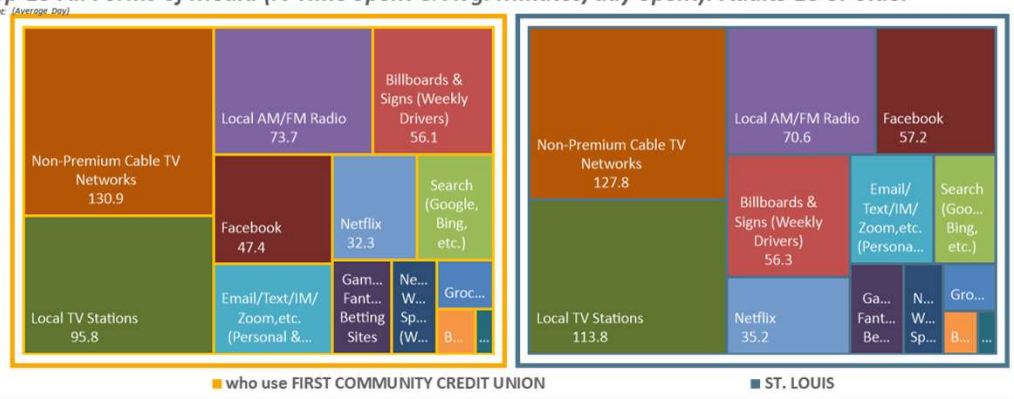
First Community
For all your Savings and all your Loans.

Adults 18 or older who use FIRST COMMUNITY CREDIT UNION spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 69. minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

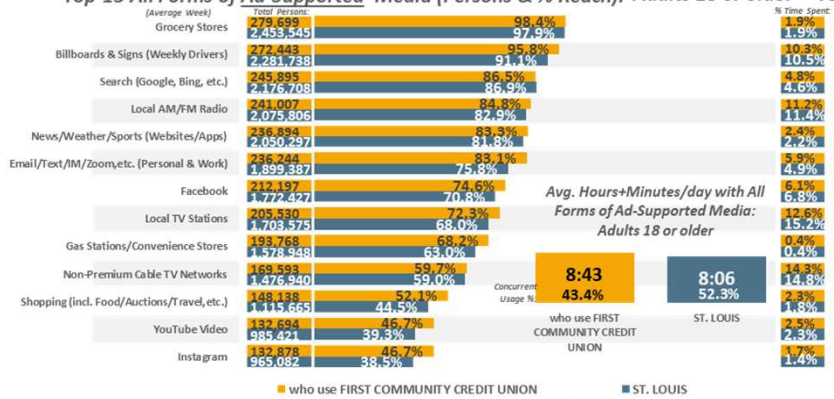
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



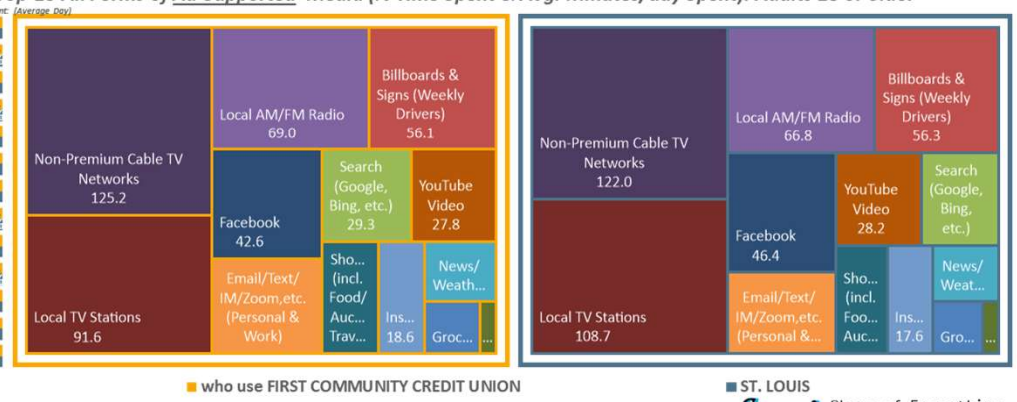
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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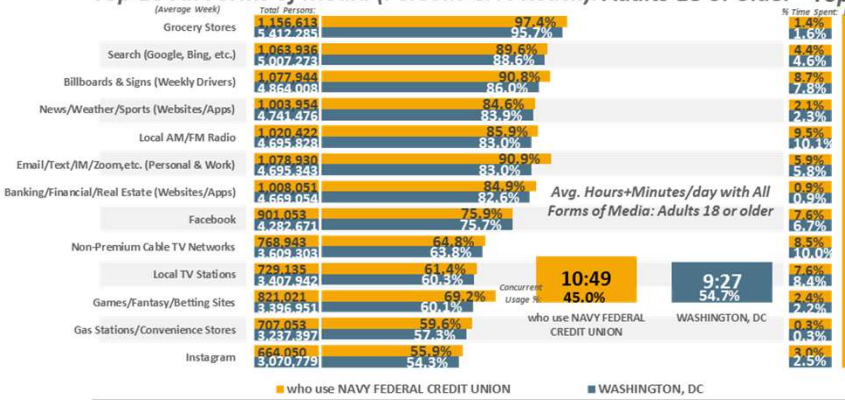
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Banks HHLD uses (HHLD): First Community Credit Union

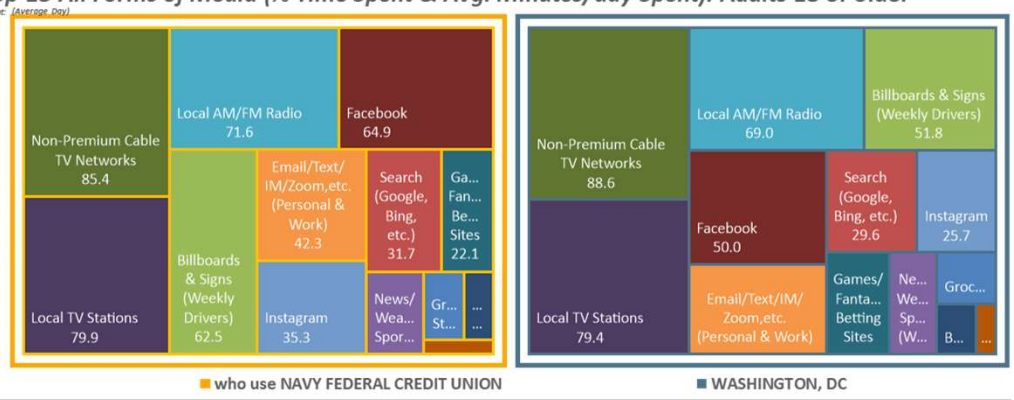
NAVY FEDERAL Credit Union

Adults 18 or older who use NAVY FEDERAL CREDIT UNION spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 67.4 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

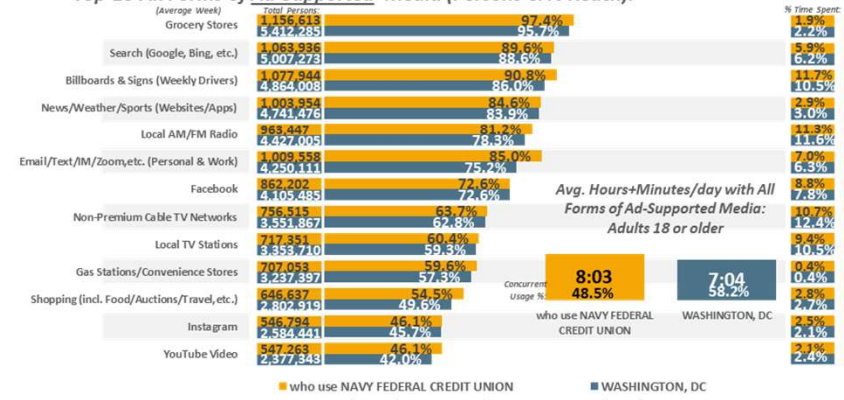
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



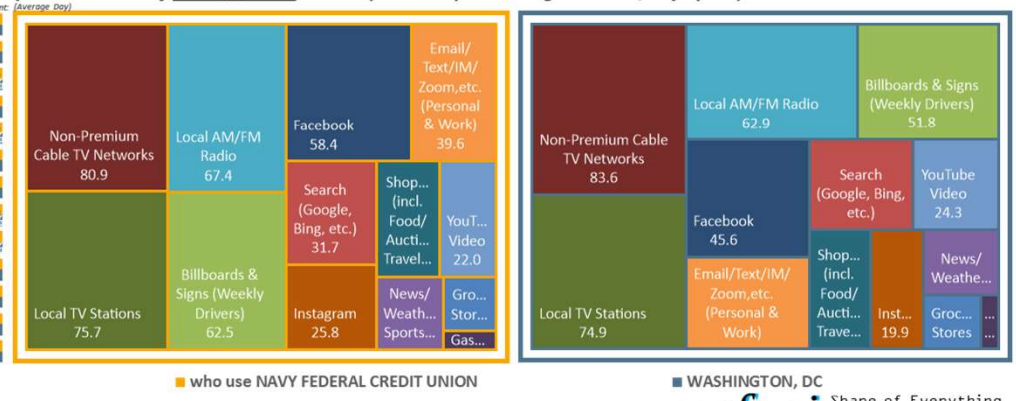
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

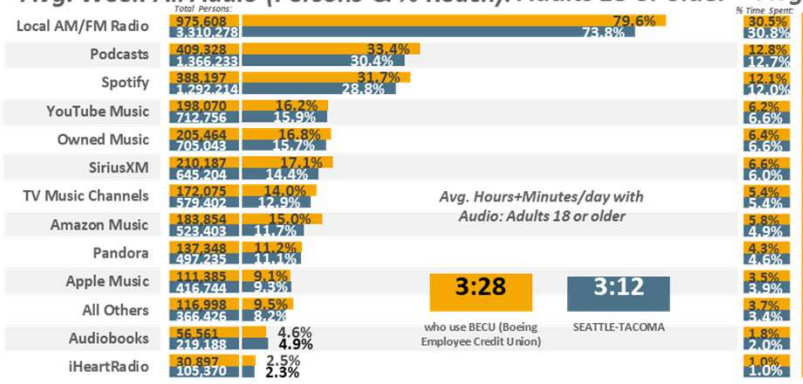
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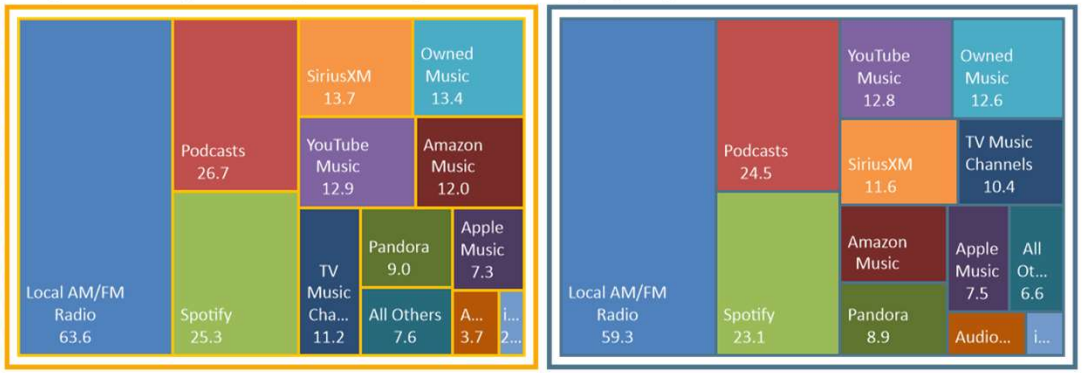
Banks HHLD uses (HHLD): Navy Federal Credit Union

937,108 or 76.4% of Adults 18 or older who use BECU (Boeing Employee Credit Union) listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

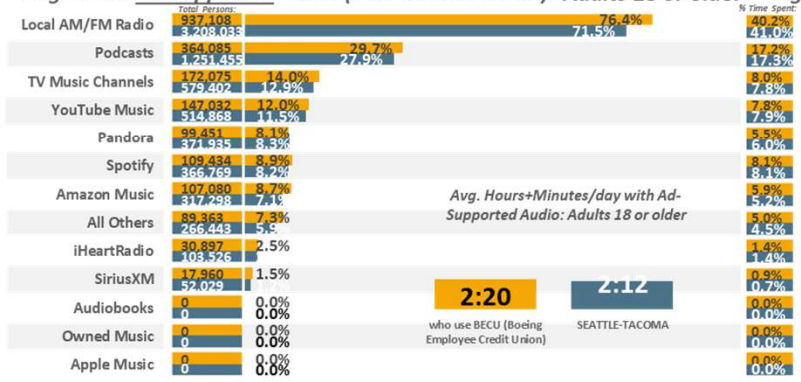
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



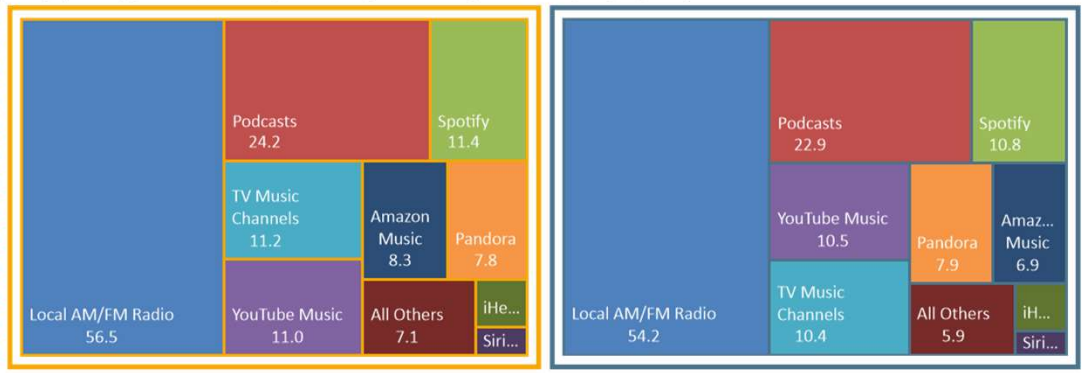
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

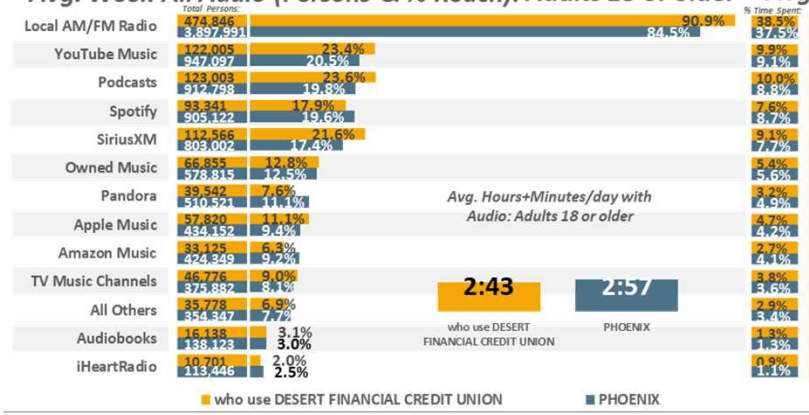
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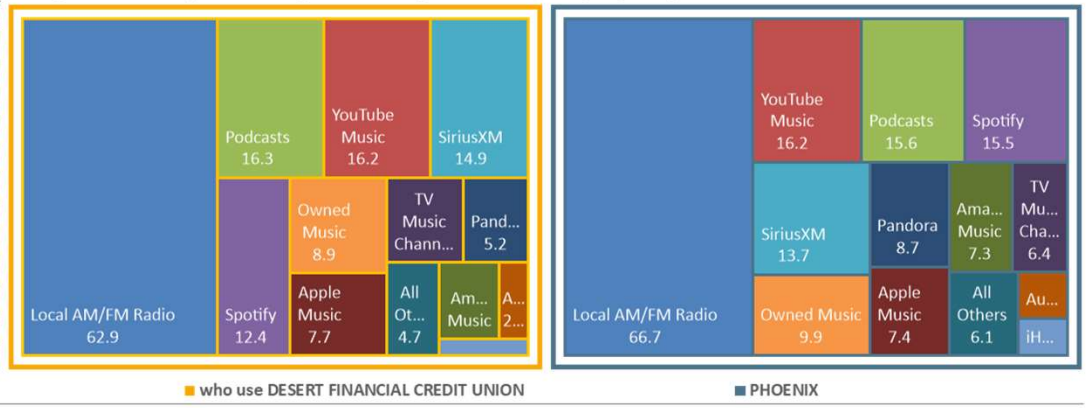
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

452,870 or 86.7% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audio.

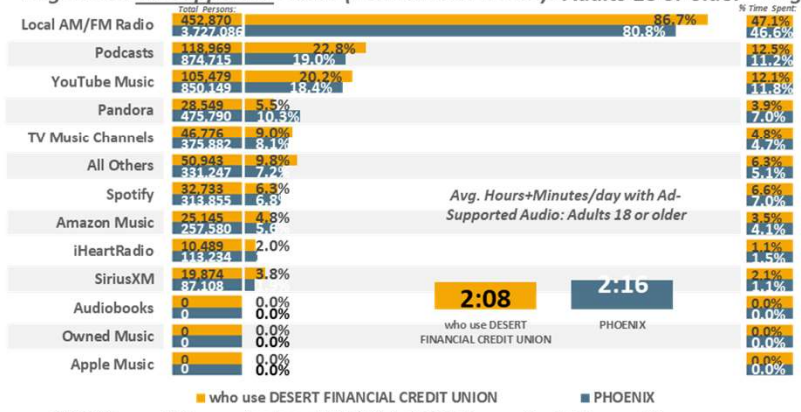
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



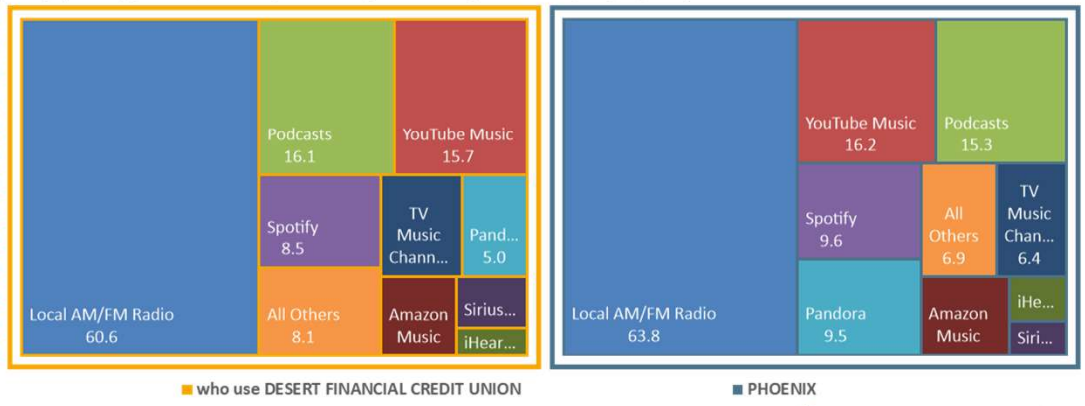
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



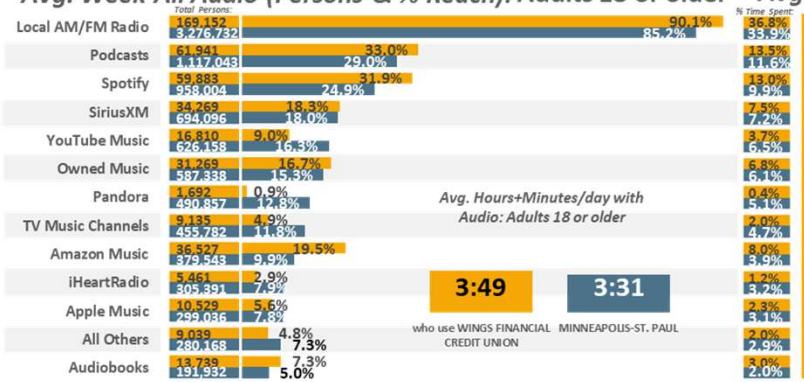
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

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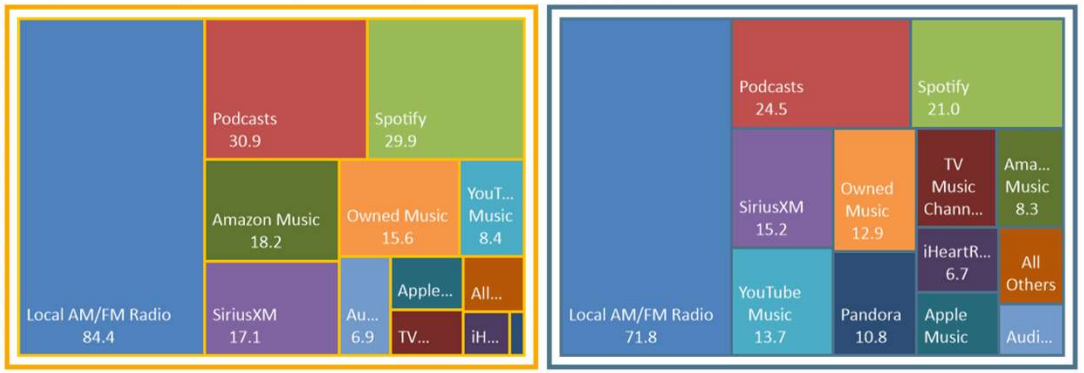
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152,790 or 81.4% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.

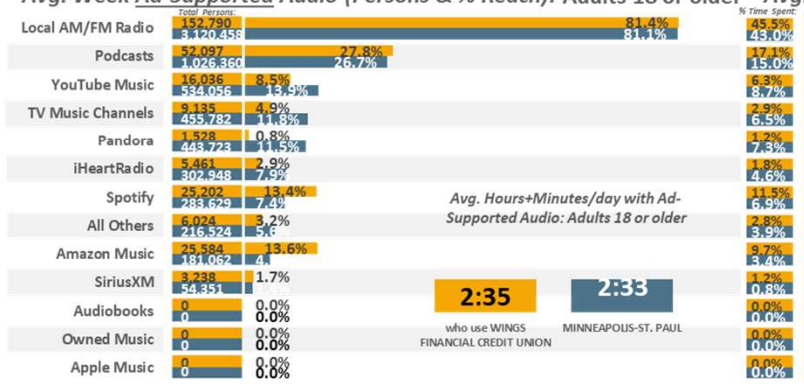
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



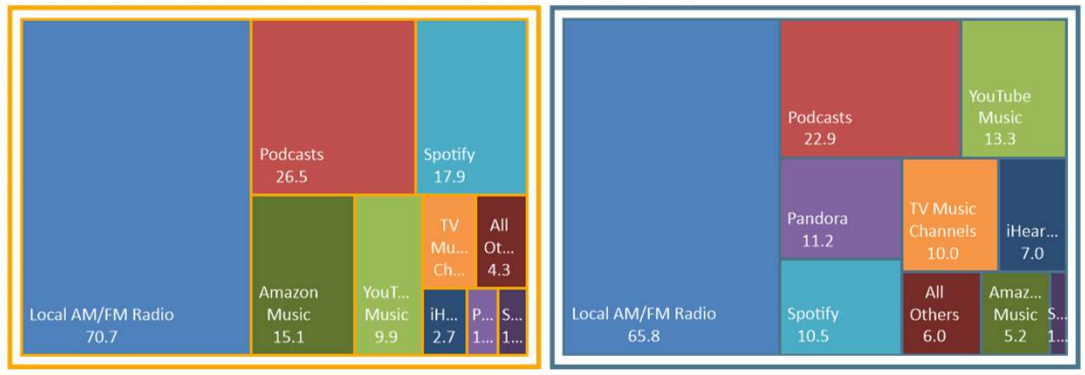
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



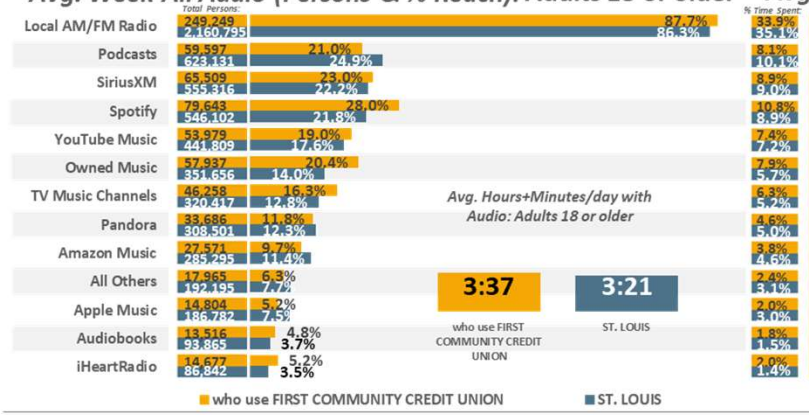
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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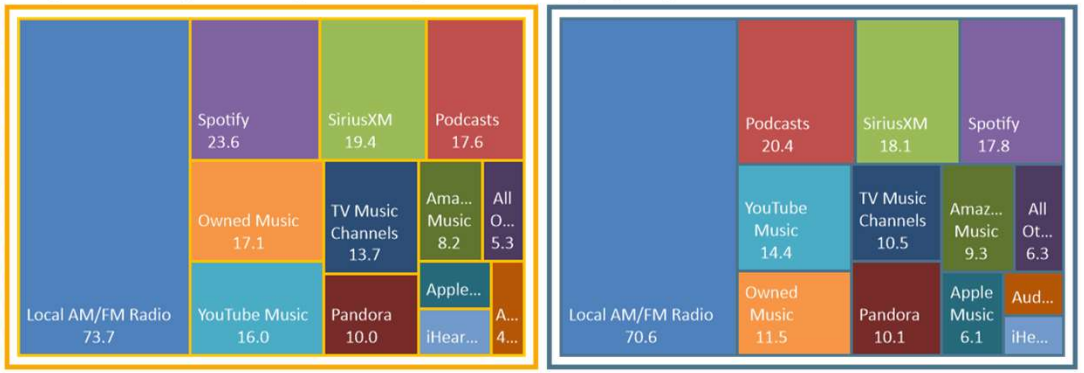
soefa.ai Share of Everything for Anything

241,007 or 84.8% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.

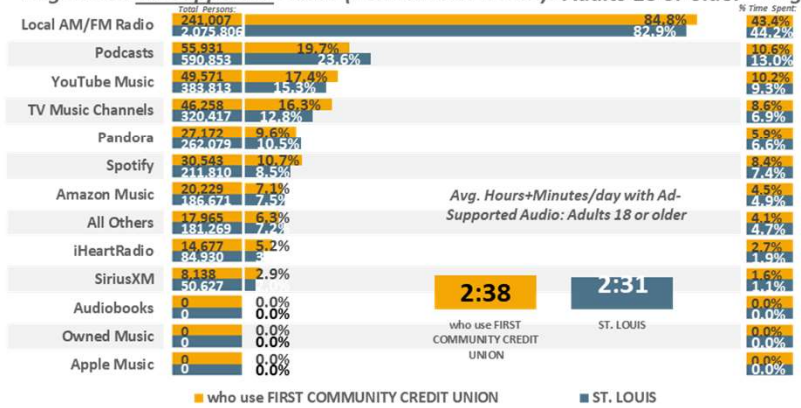
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



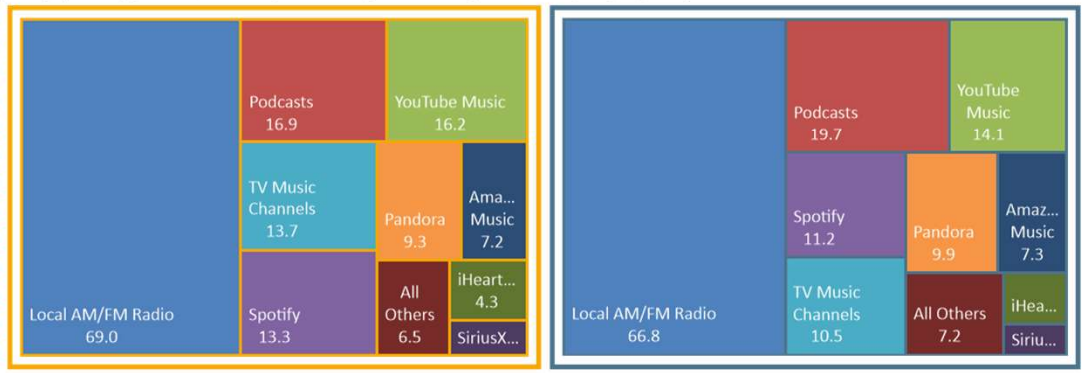
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



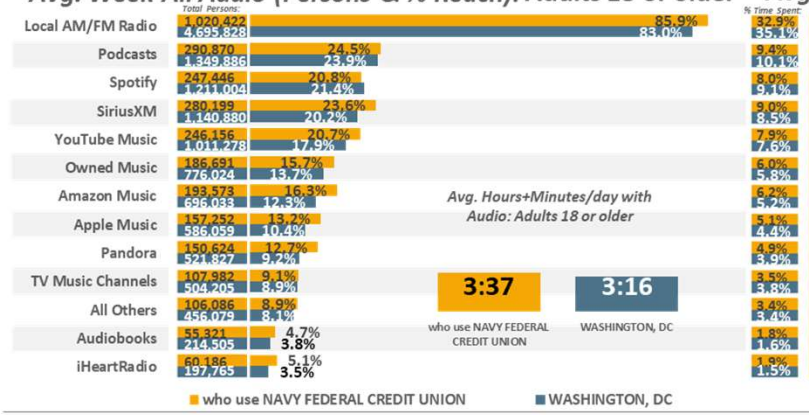
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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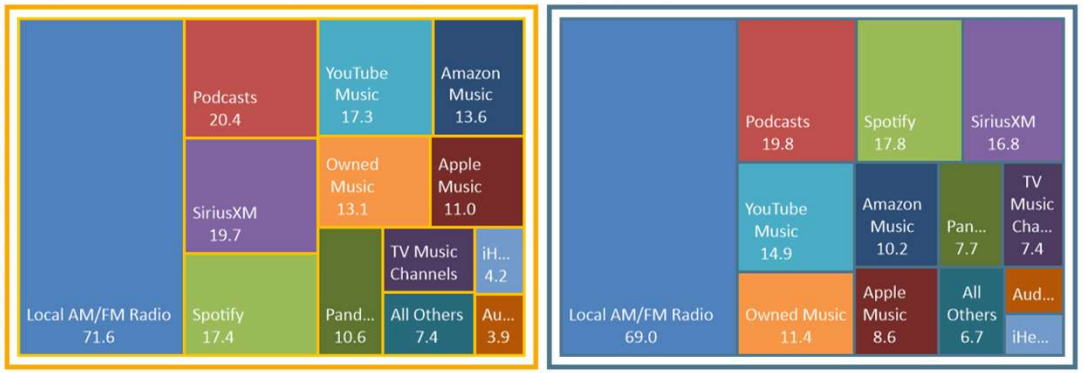
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963,447 or 81.2% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio for an average of 67.4 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

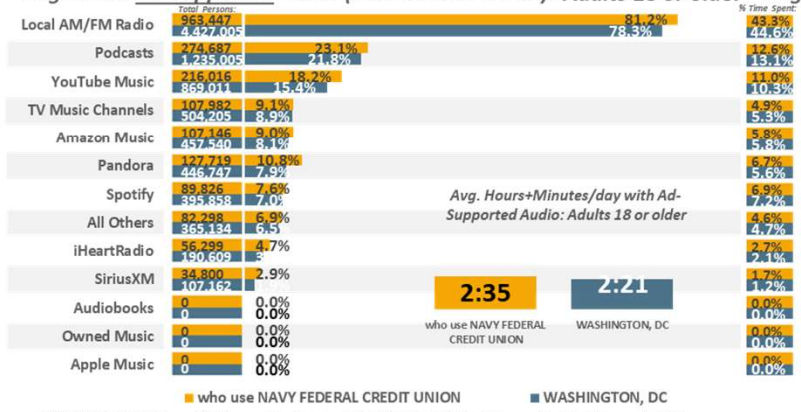
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



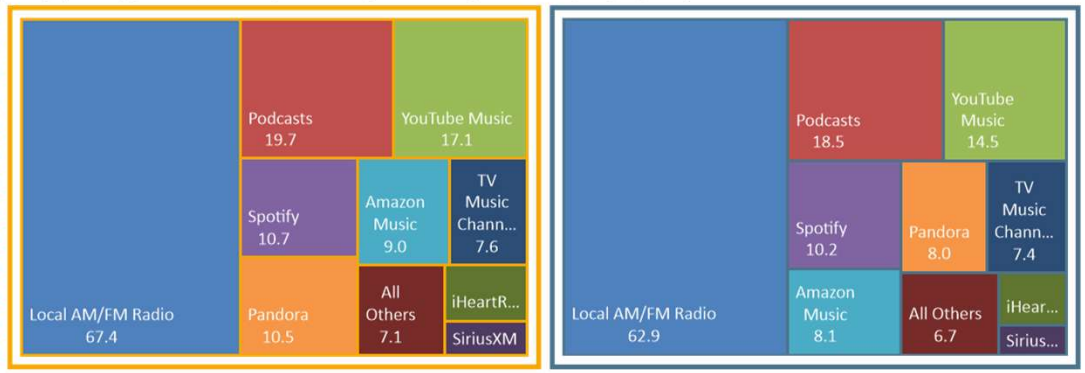
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



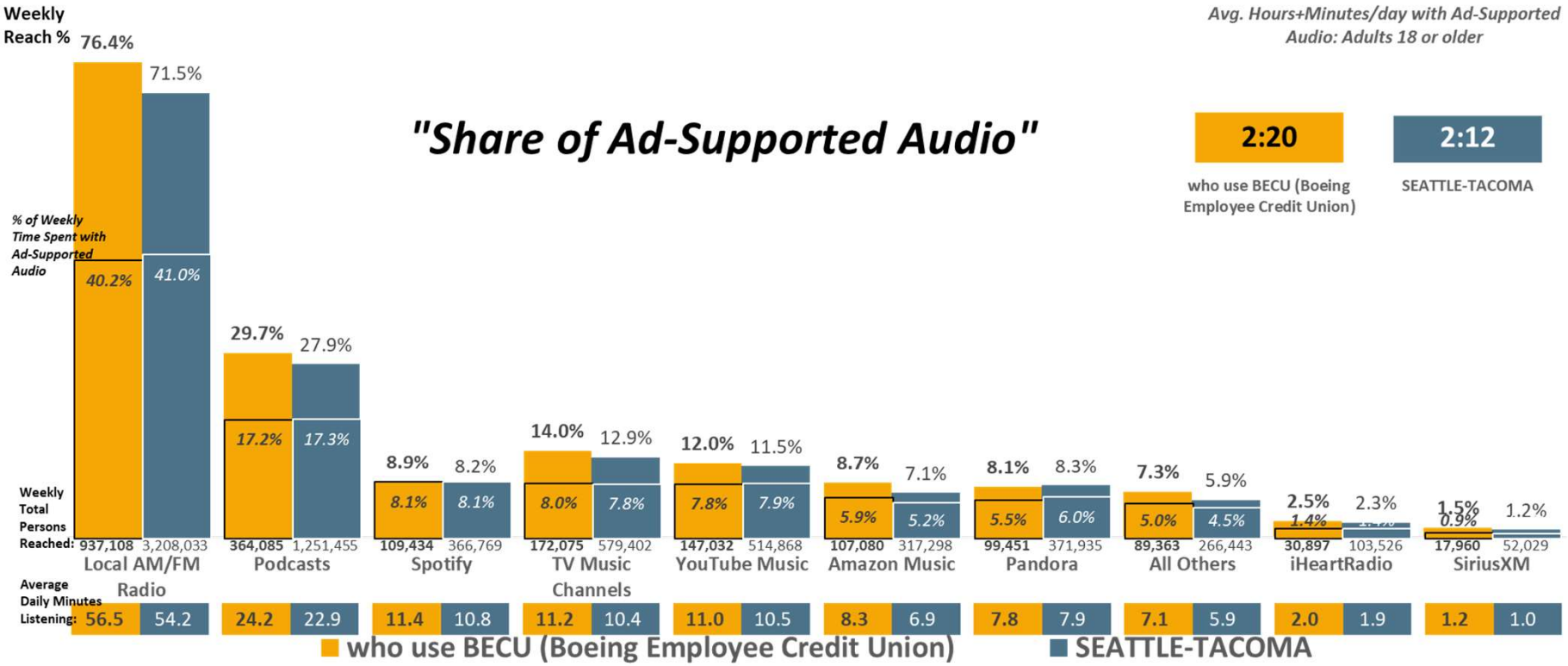
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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Banks HHLD uses (HHLD): Navy Federal Credit Union

937,108 or 76.4% of Adults 18 or older who use BECU (Boeing Employee Credit Union) listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



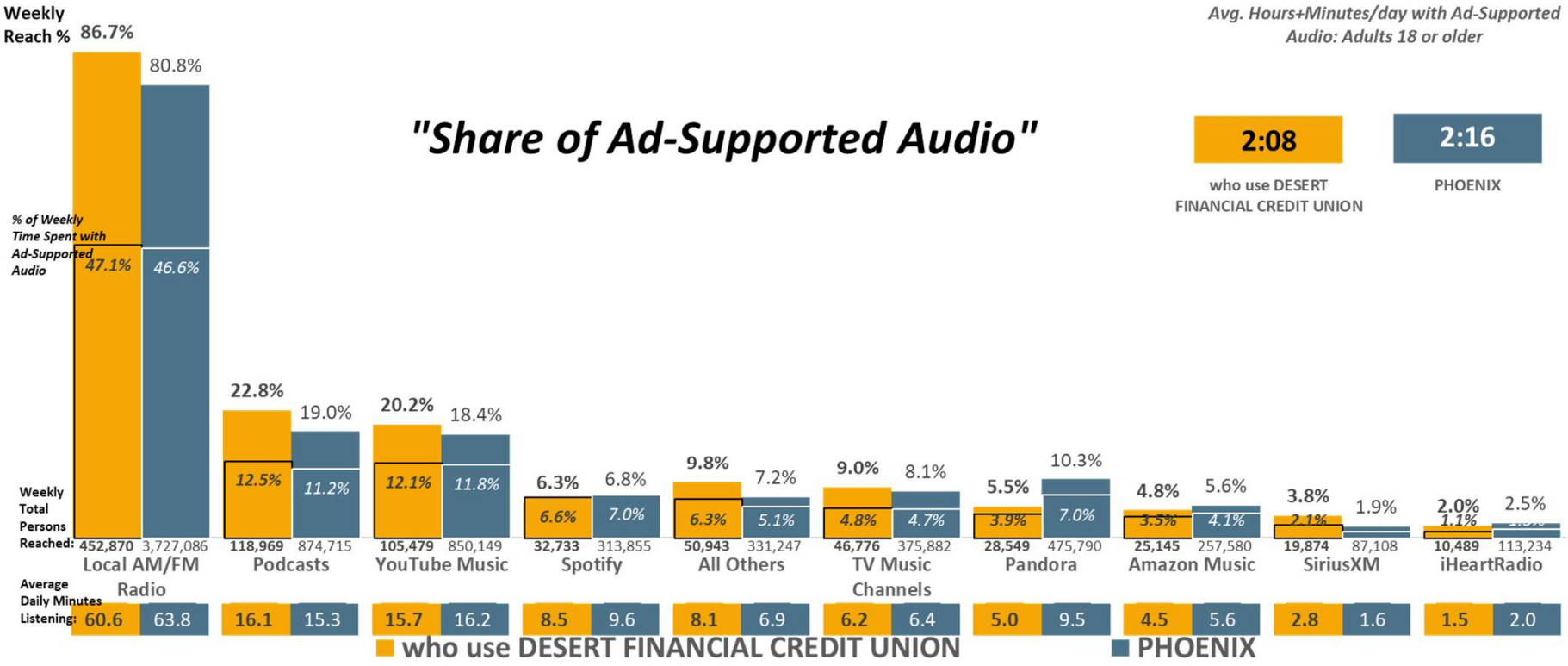
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

452,870 or 86.7% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audio.



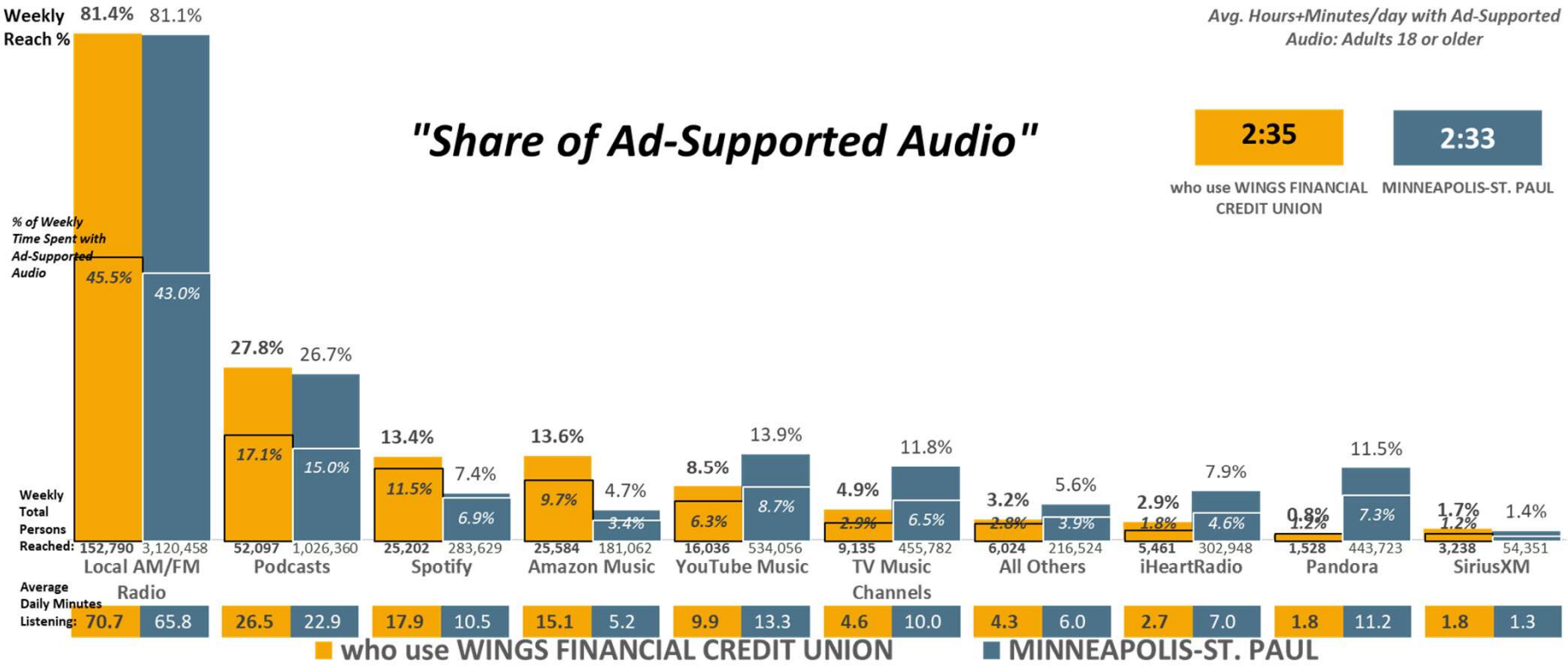
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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Banks HHLD uses (HHLD): Desert Financial Credit Union

152,790 or 81.4% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.



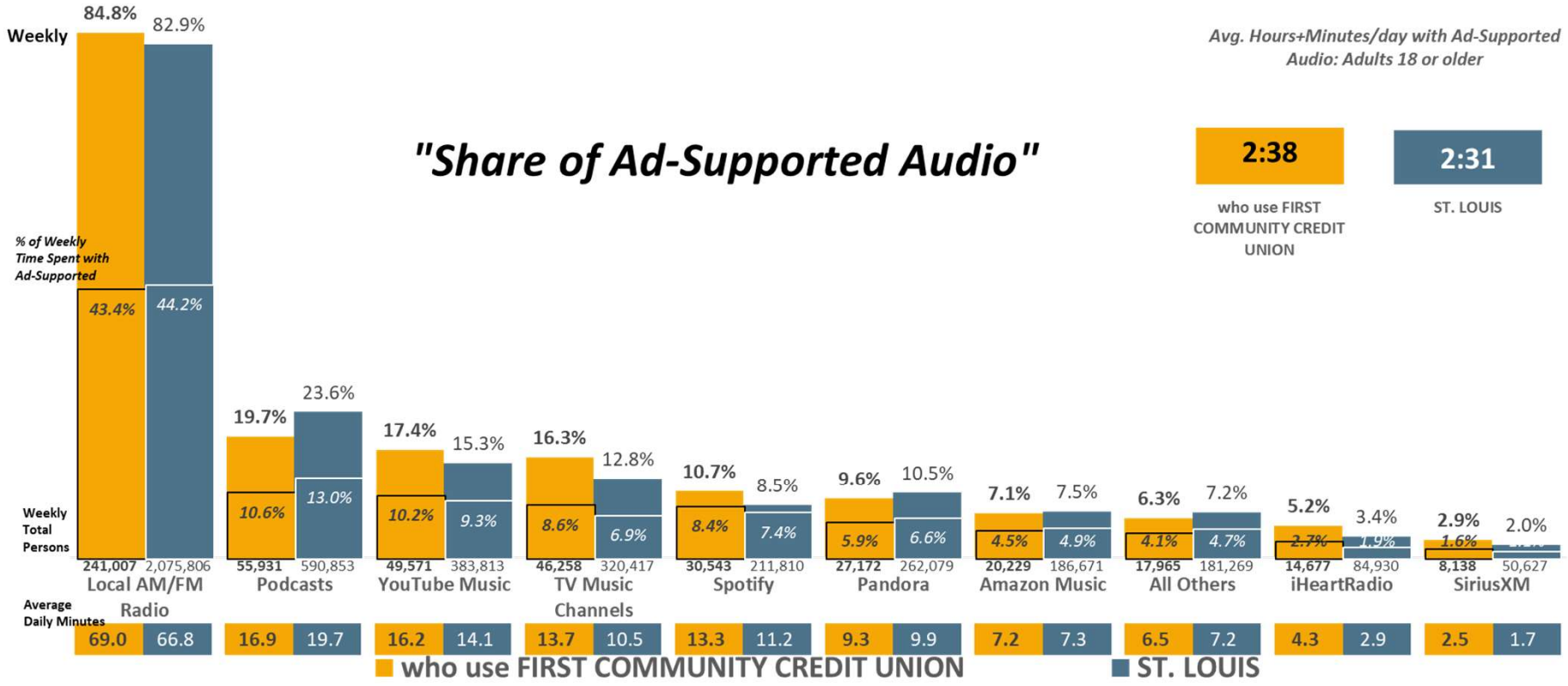
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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Banks HHLD uses (HHLD): Wings Financial

241,007 or 84.8% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.



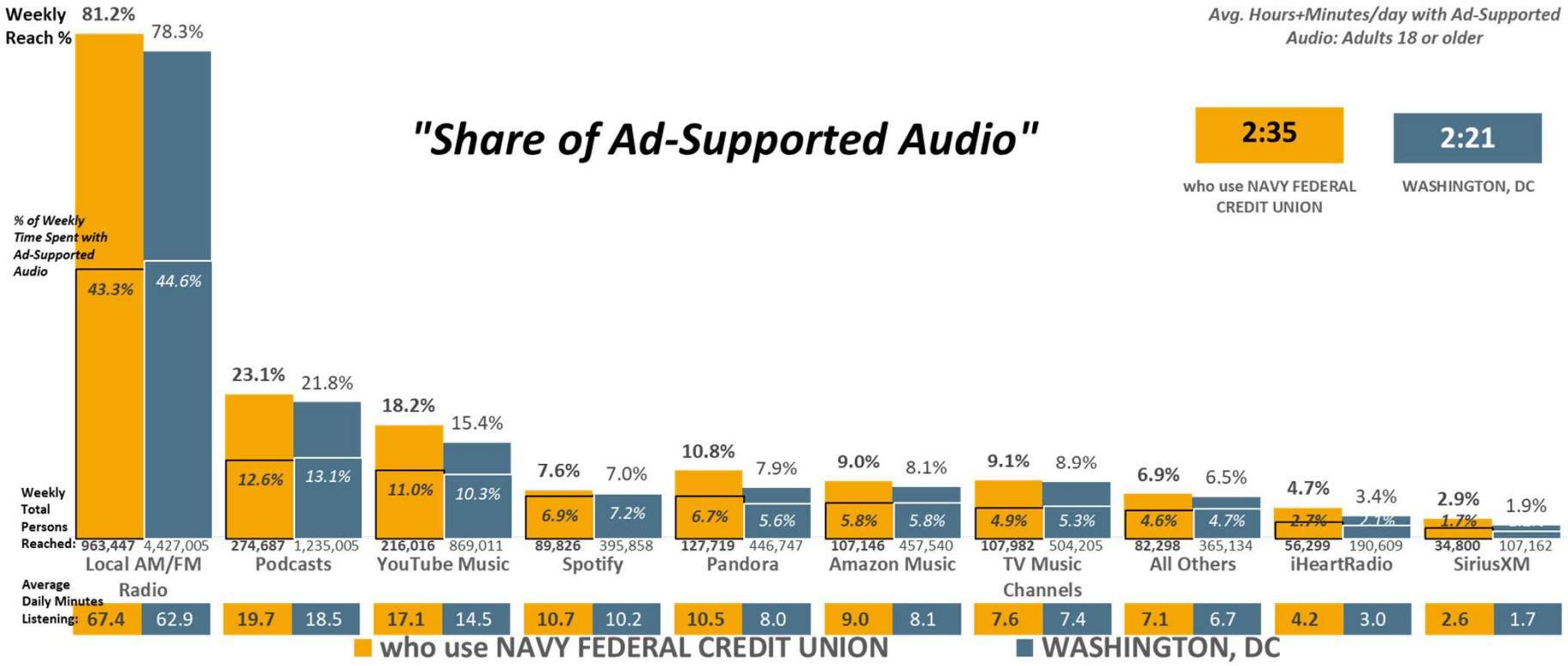
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Banks HHLD uses (HHLD): First Community Credit Union

963,447 or 81.2% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio for an average of 67.4 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

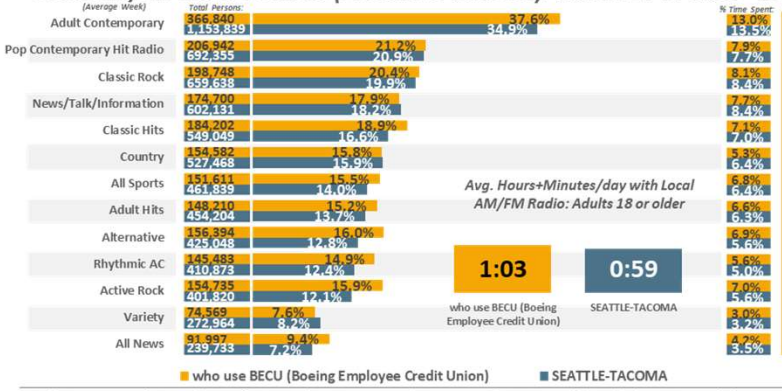
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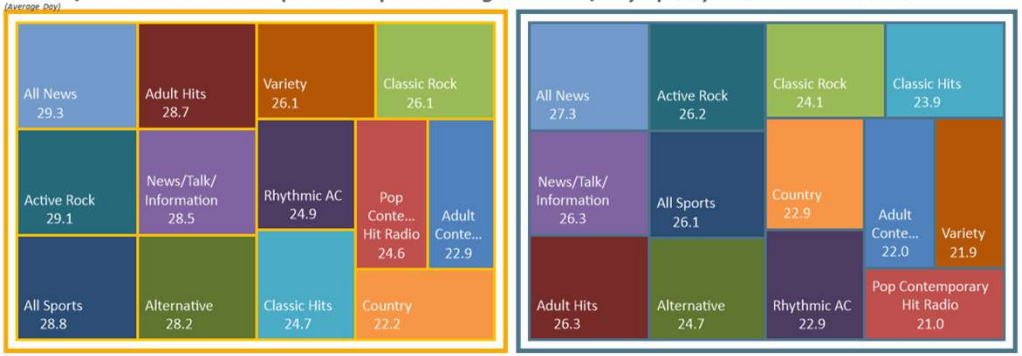
Banks HHLD uses (HHLD): Navy Federal Credit Union

937,108 or 76.4% of Adults 18 or older who use BECU (Boeing Employee Credit Union) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Alternative.

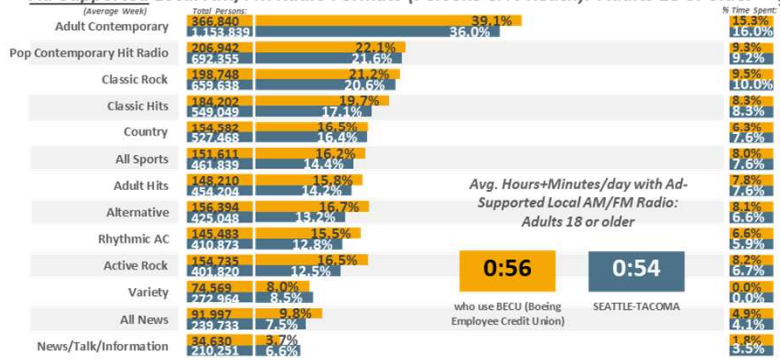
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



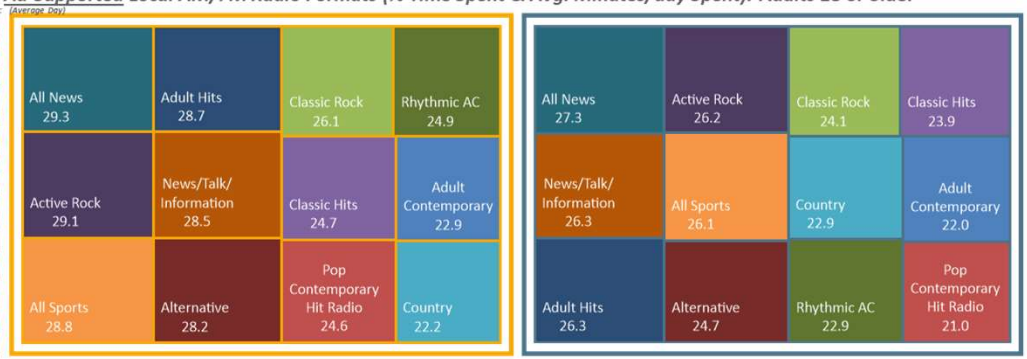
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

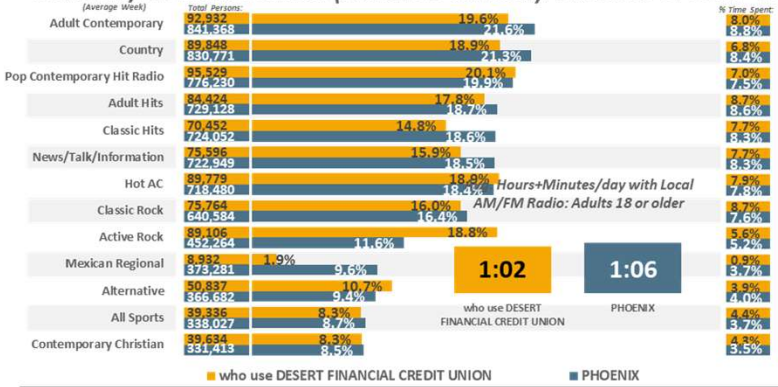
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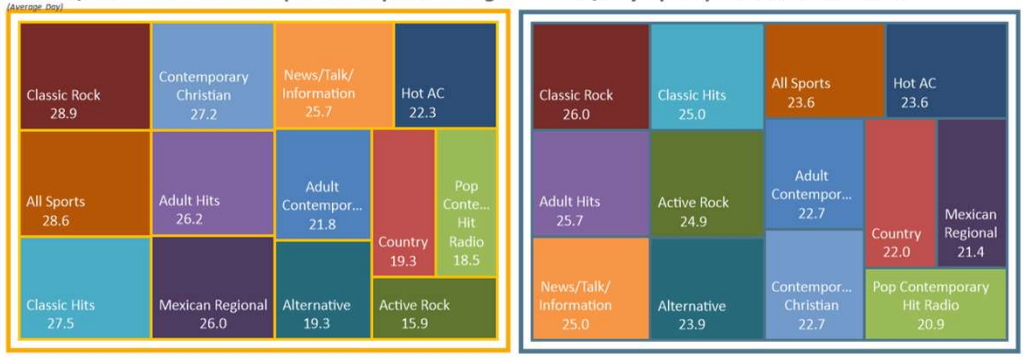
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

452,870 or 86.7% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Hot AC, and Active Rock.

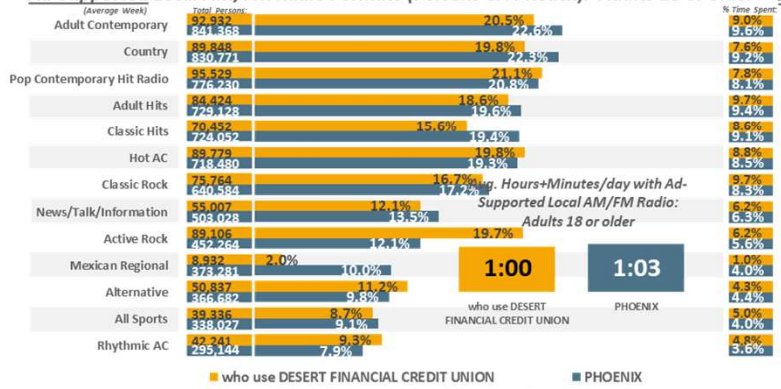
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



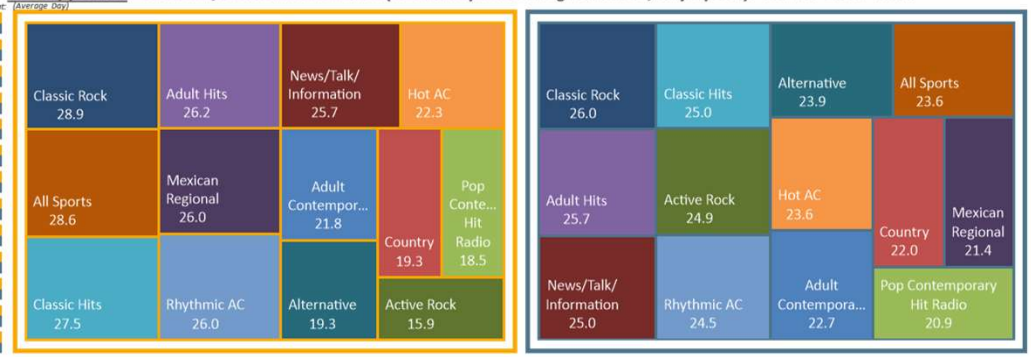
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

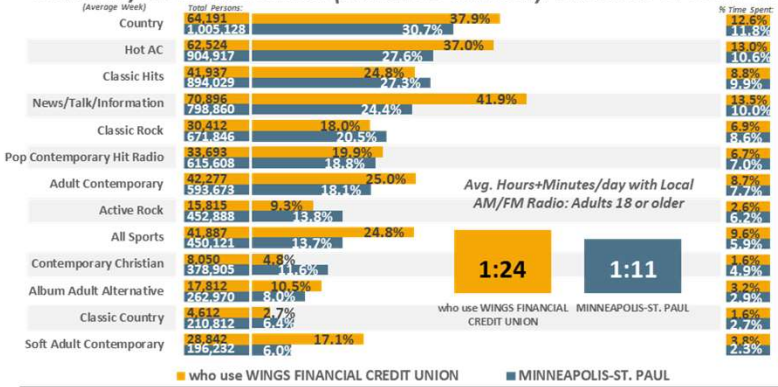
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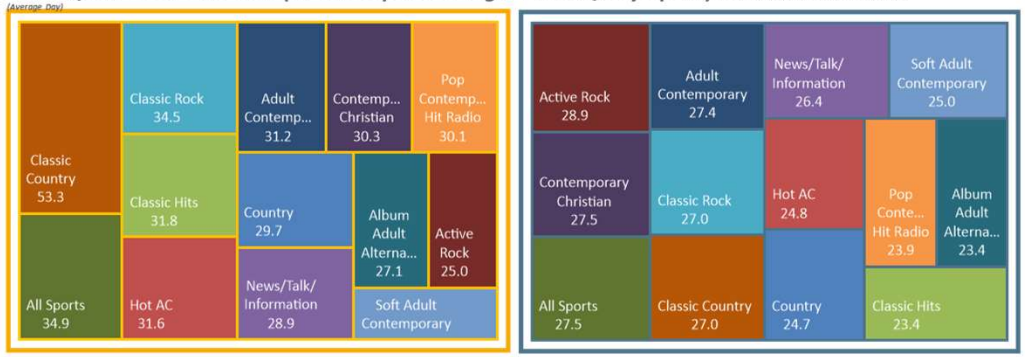
Banks HHLD uses (HHLD): Desert Financial Credit Union

152,790 or 81.4% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Contemporary, Classic Hits, and All Sports.

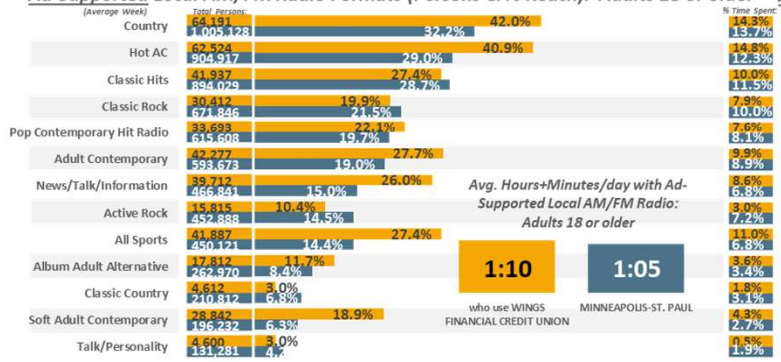
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



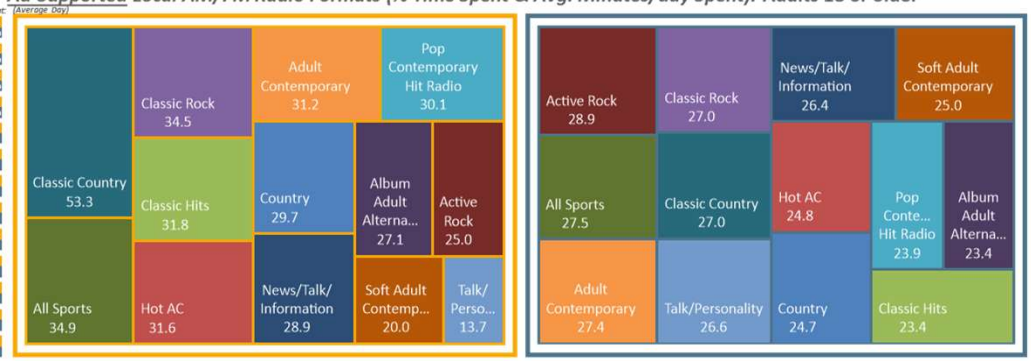
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



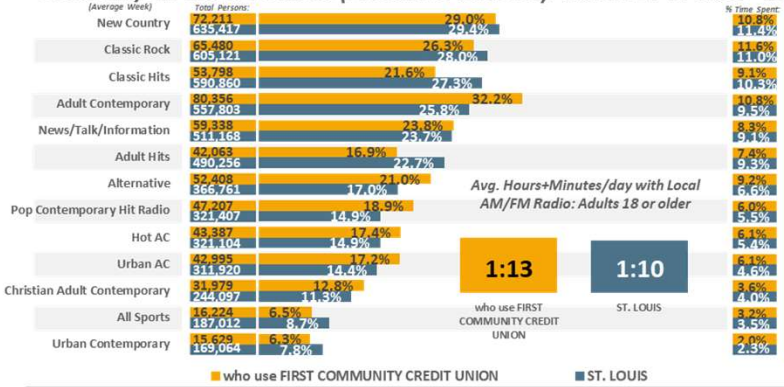
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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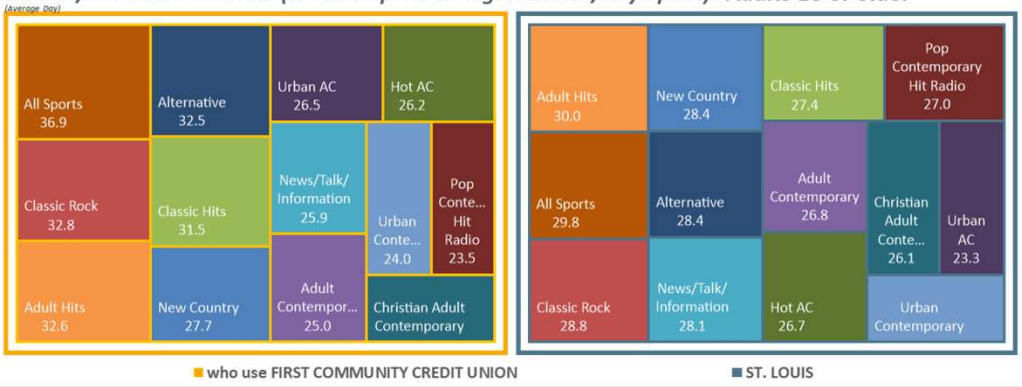
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241,007 or 84.8% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, New Country, Classic Rock, Classic Hits, and Alternative.

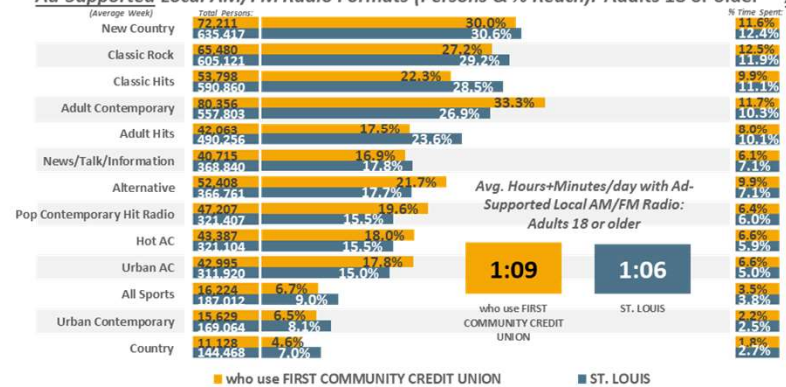
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



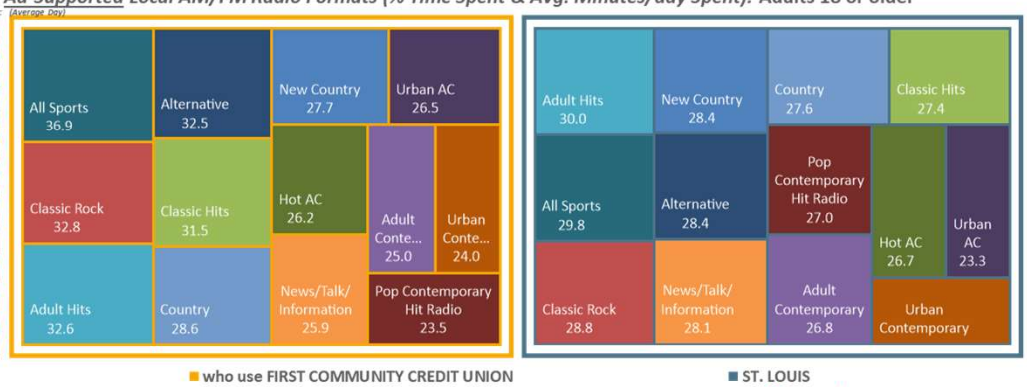
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



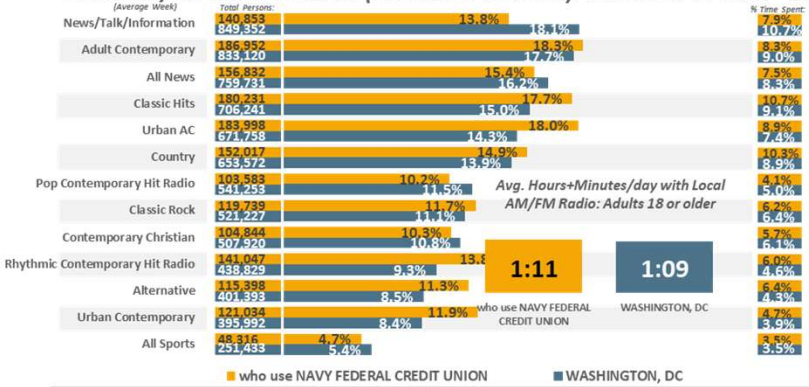
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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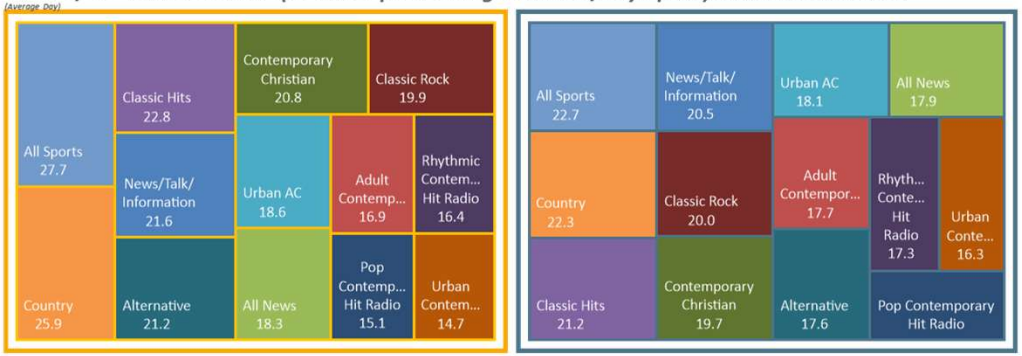
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963,447 or 81.2% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, All News, and Country.

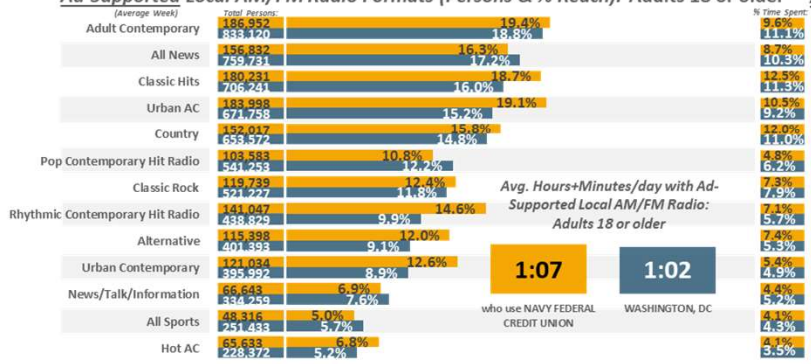
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



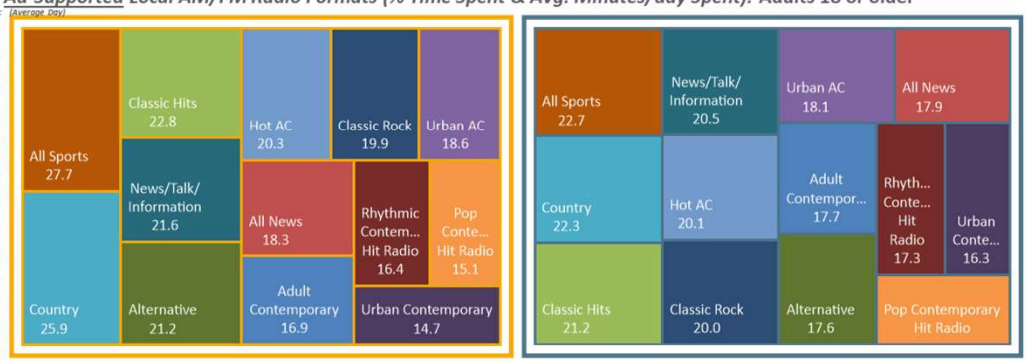
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

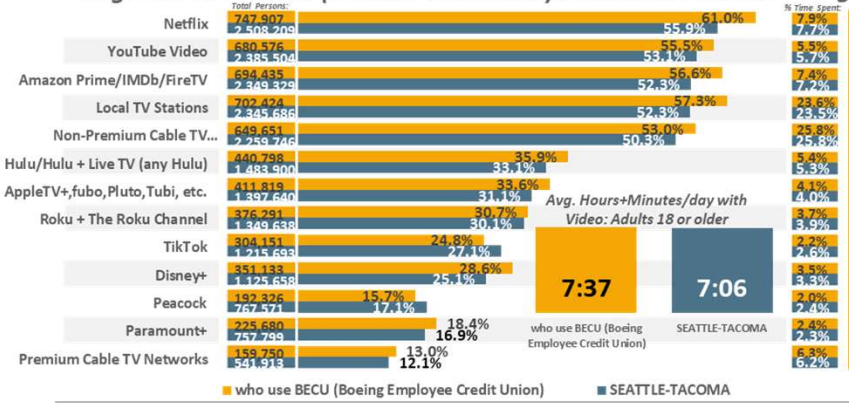
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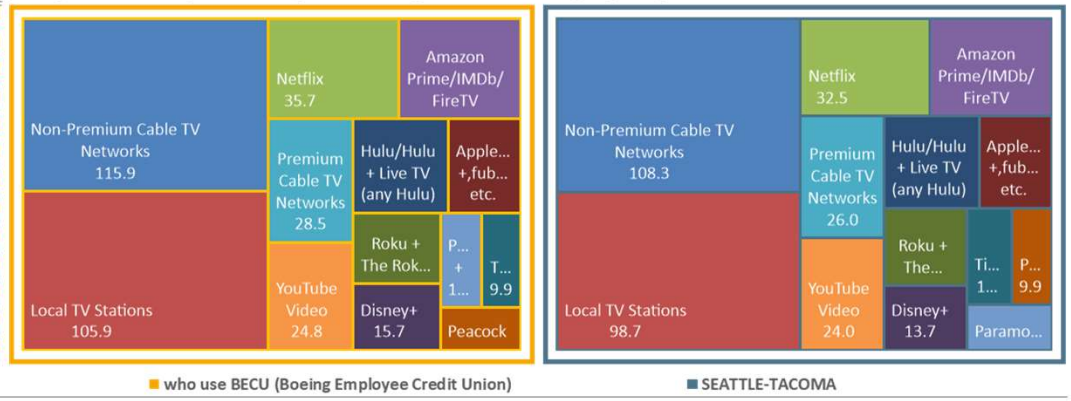
Banks HHLD uses (HHLD): Navy Federal Credit Union

694,310 or 56.6% of Adults 18 or older who use BECU (Boeing Employee Credit Union) watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

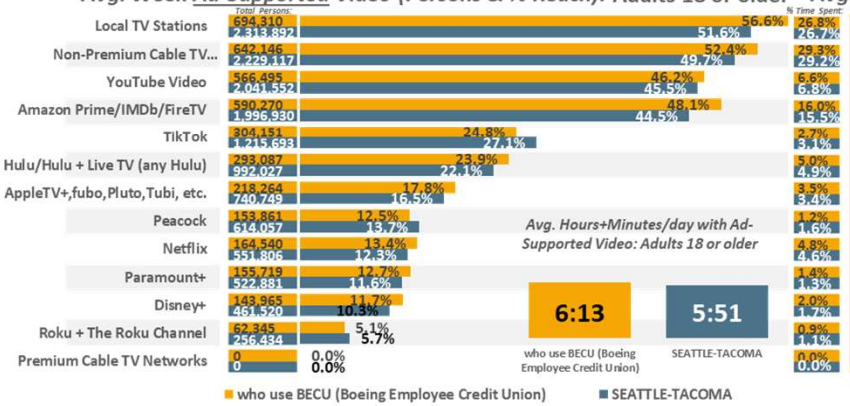
Avg. Week All Video (Persons & % Reach): Adults 18 or older



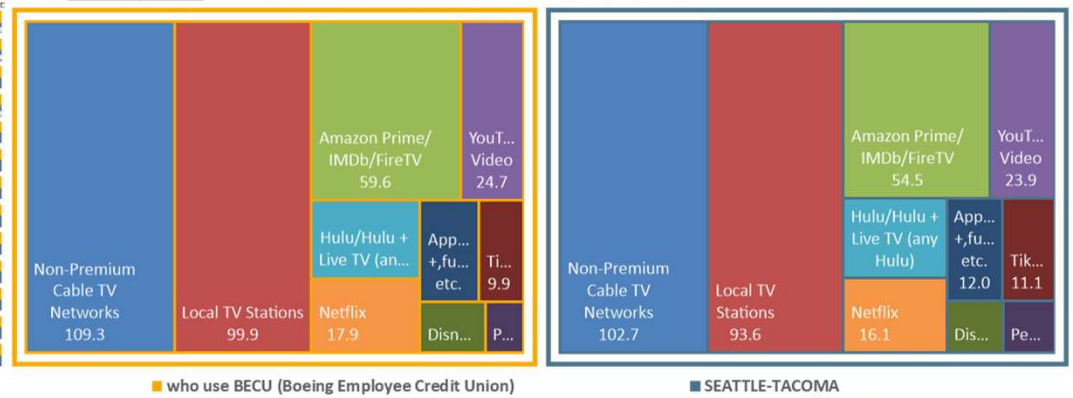
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

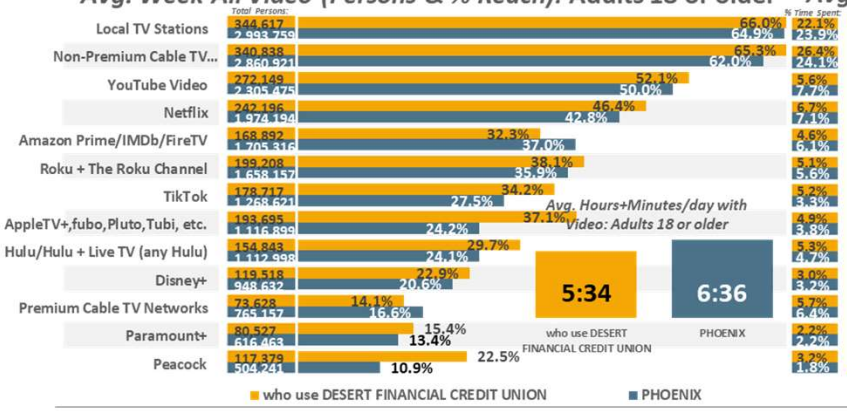
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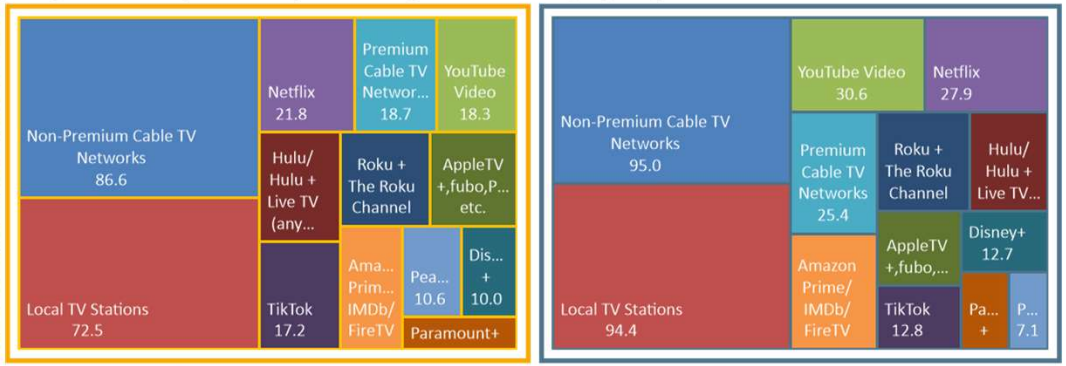
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

340,735 or 65.3% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION watch Ad-Supported Local TV Stations for an average of 69.1 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

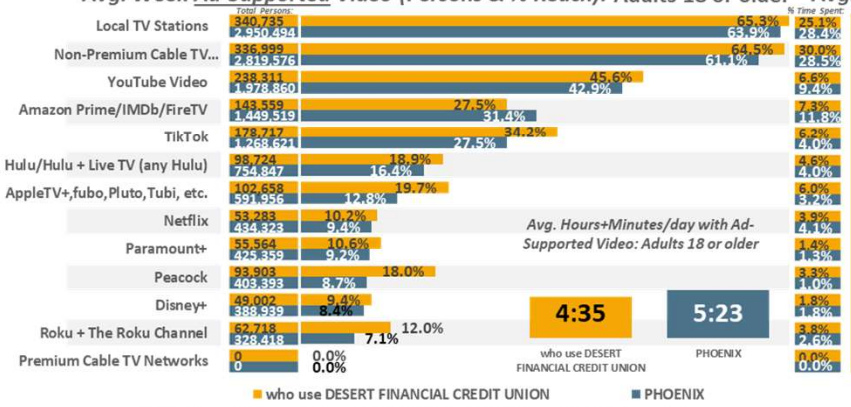
Avg. Week All Video (Persons & % Reach): Adults 18 or older



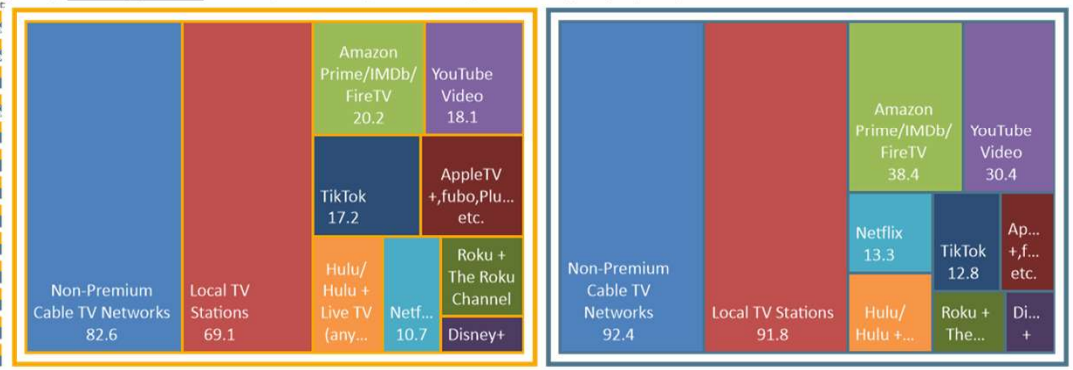
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

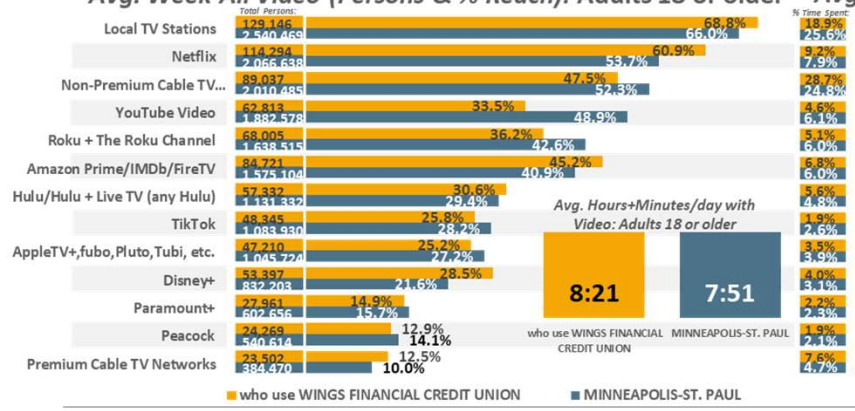
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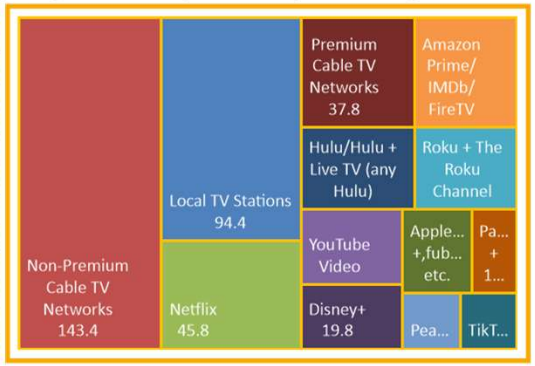
Banks HHLD uses (HHLD): Desert Financial Credit Union

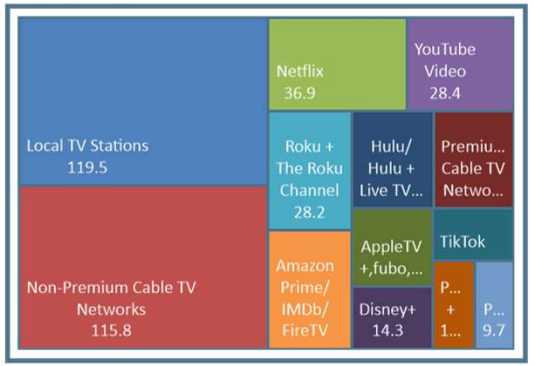
128,346 or 68.4% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION watch Ad-Supported Local TV Stations for an average of 87.3 minutes every day representing 22.5% of all time spent daily with Ad-Supported Video.

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

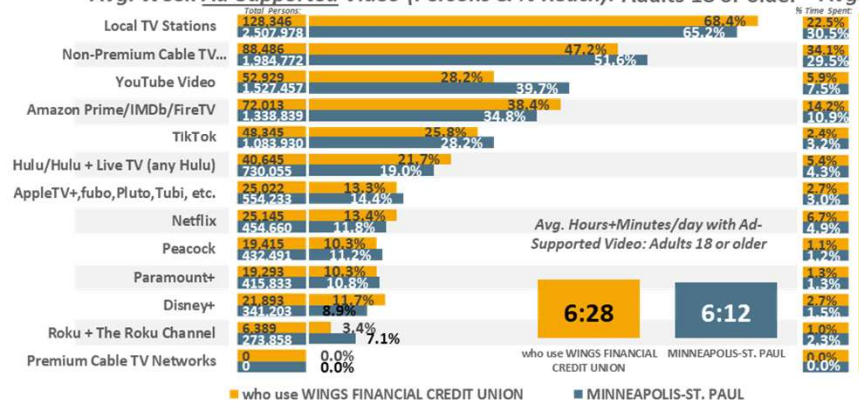


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

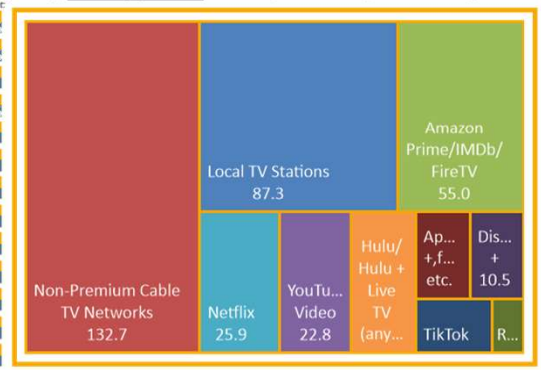


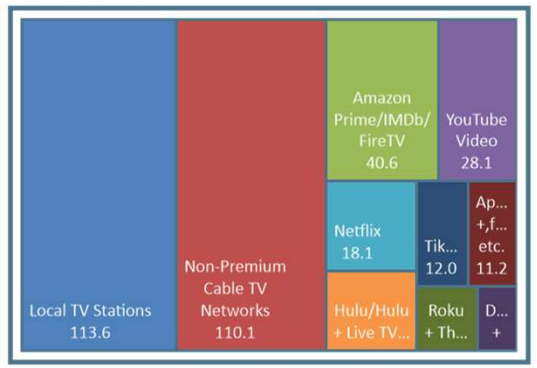


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

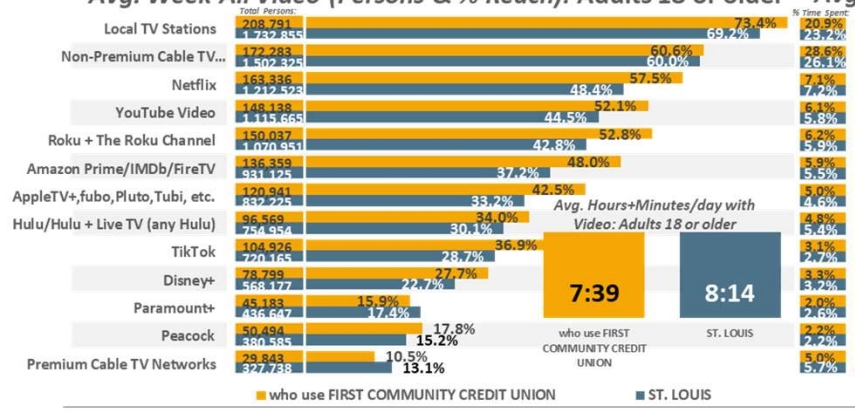
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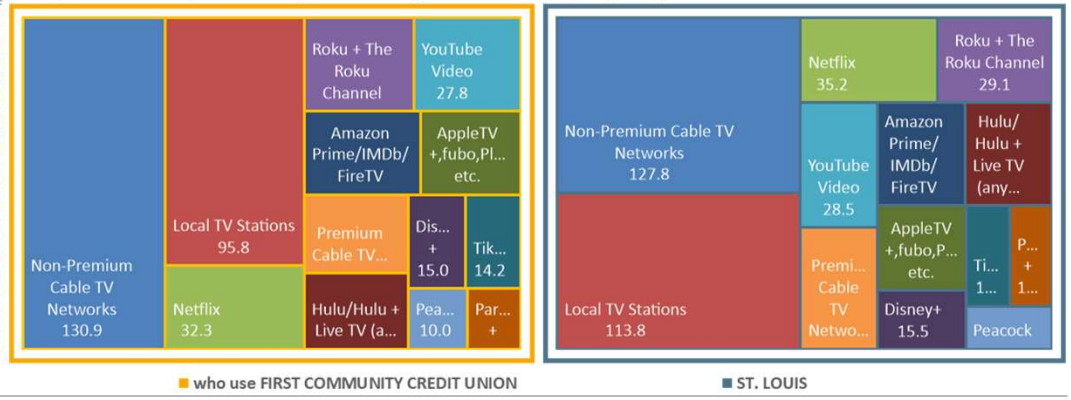
Banks HHLD uses (HHLD): Wings Financial

205,530 or 72.3% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

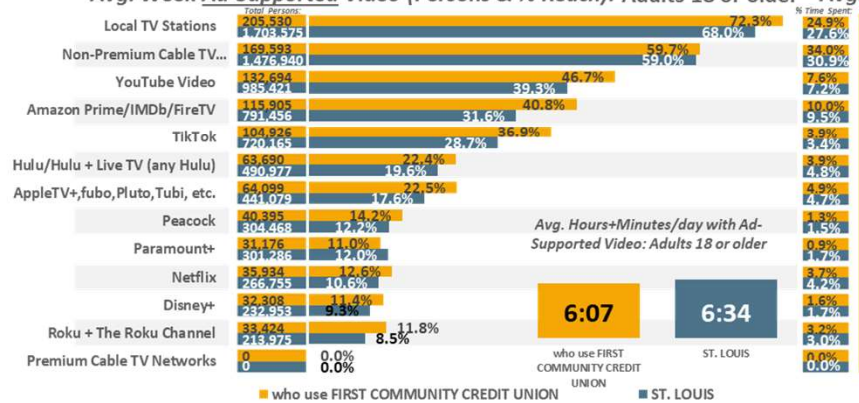
Avg. Week All Video (Persons & % Reach): Adults 18 or older



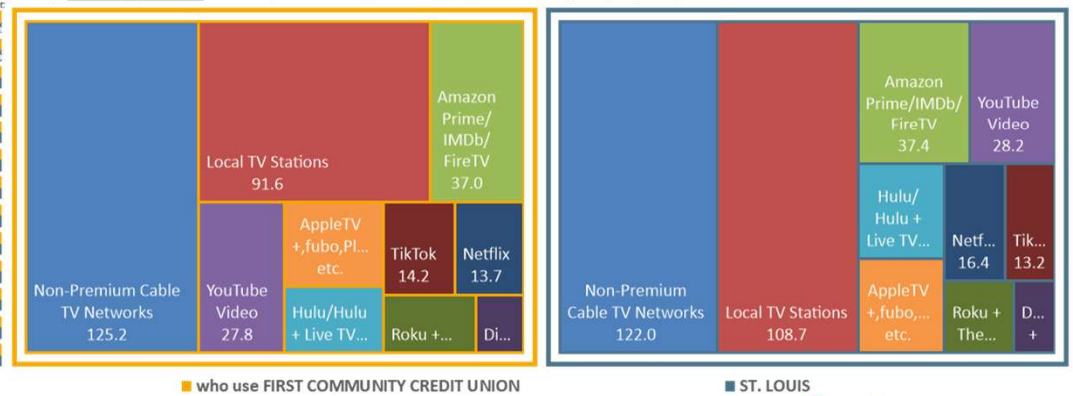
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

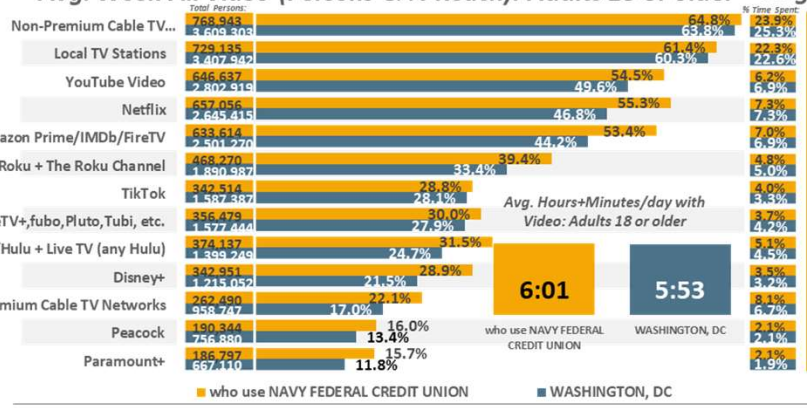
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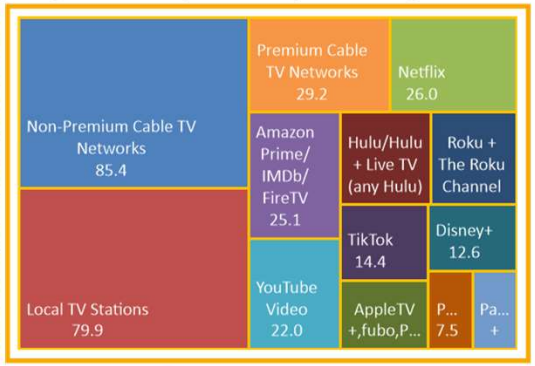
Banks HHLD uses (HHLD): First Community Credit Union

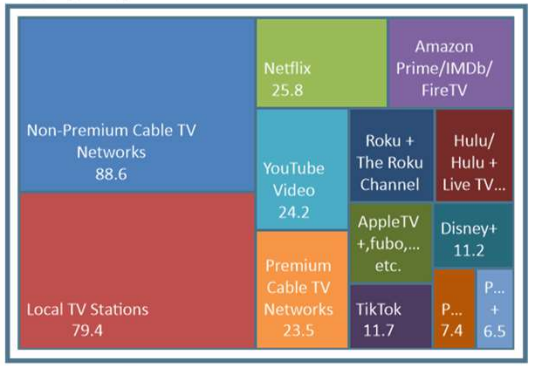
717,351 or 60.4% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION watch Ad-Supported Local TV Stations for an average of 75.7 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

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

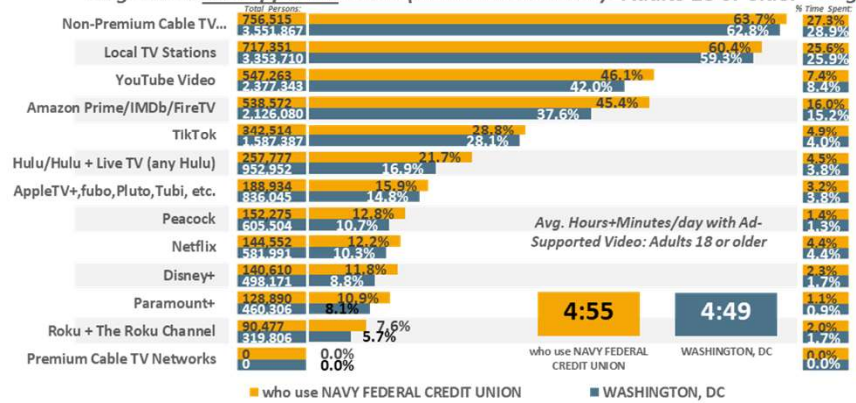


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

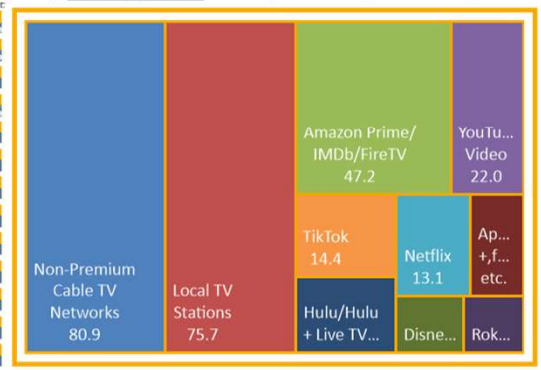


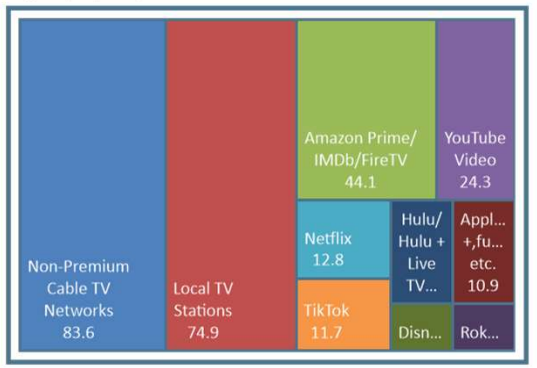


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





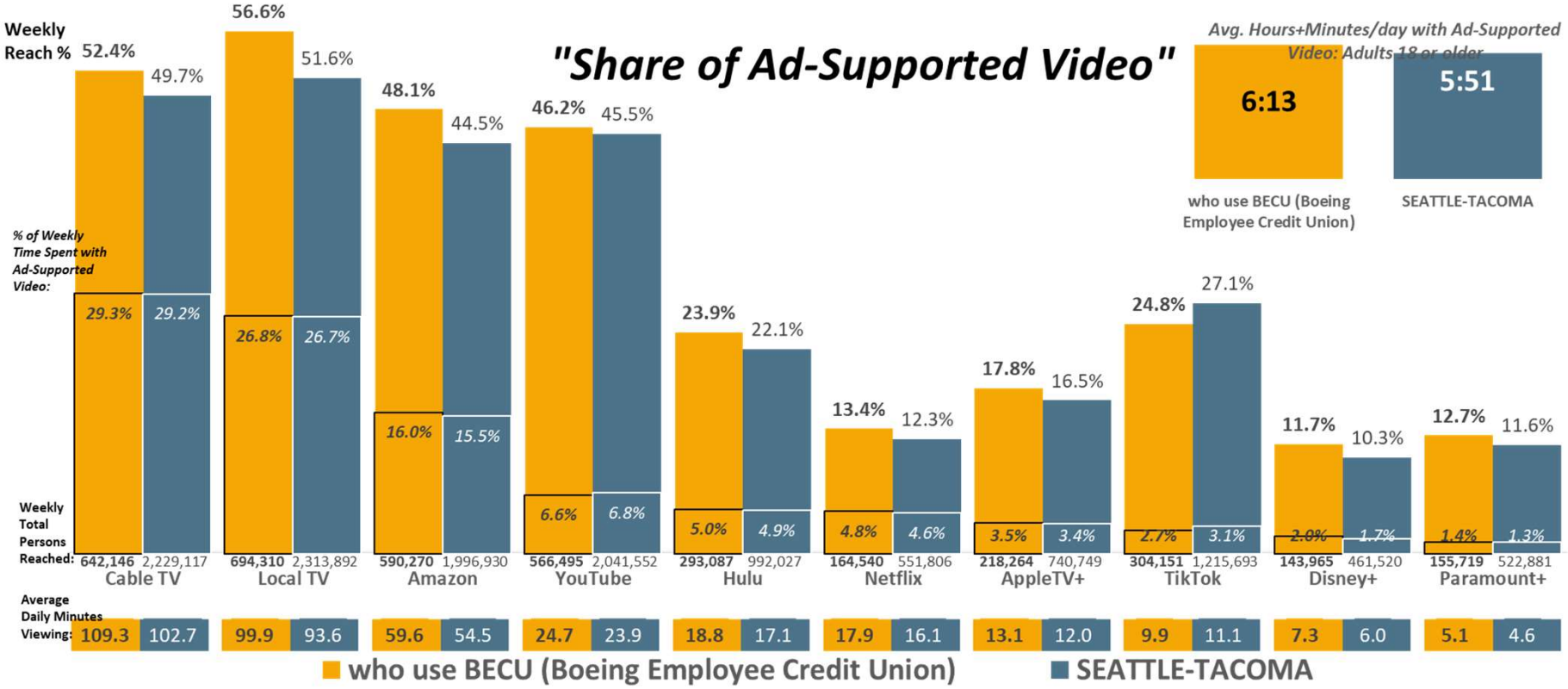
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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Banks HHLD uses (HHLD): Navy Federal Credit Union

694,310 or 56.6% of Adults 18 or older who use BECU (Boeing Employee Credit Union) watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



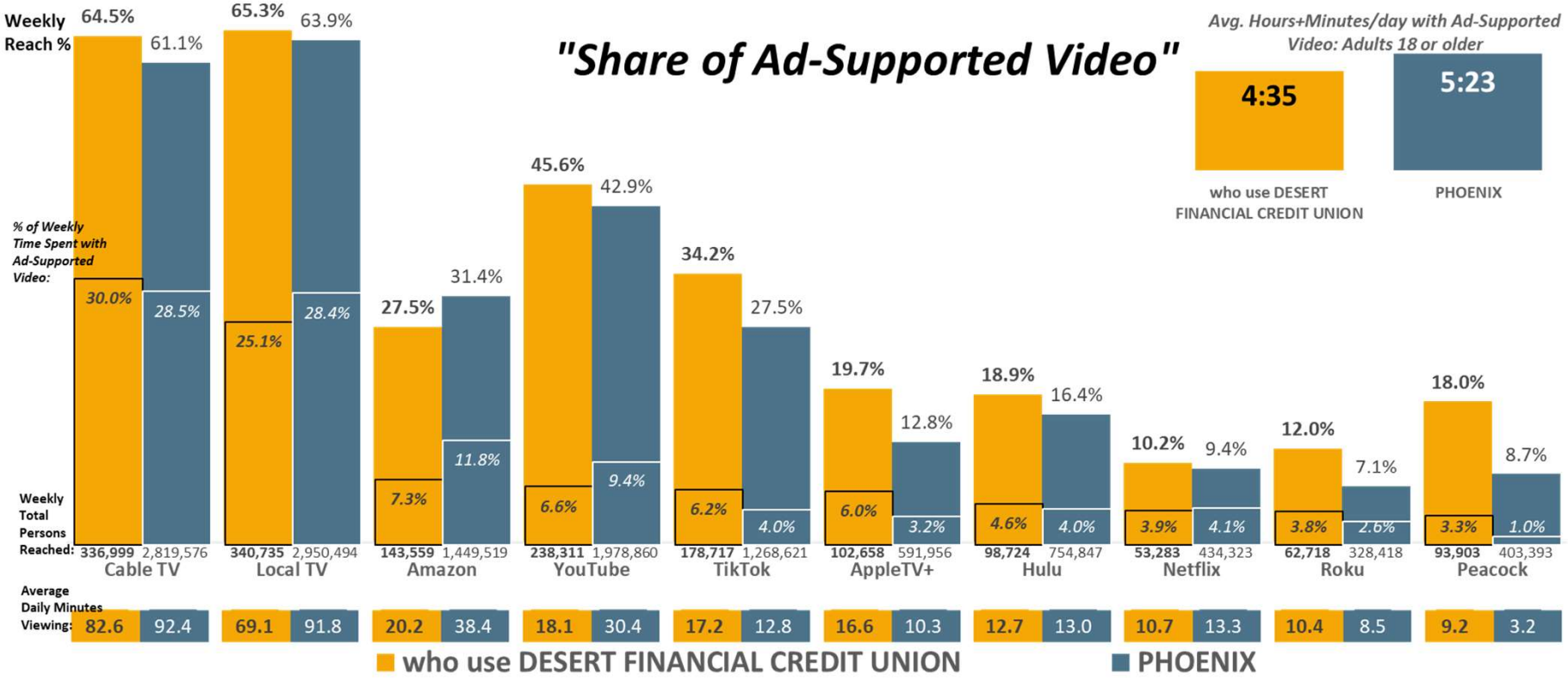
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

340,735 or 65.3% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION watch Ad-Supported Local TV Stations for an average of 69.1 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.



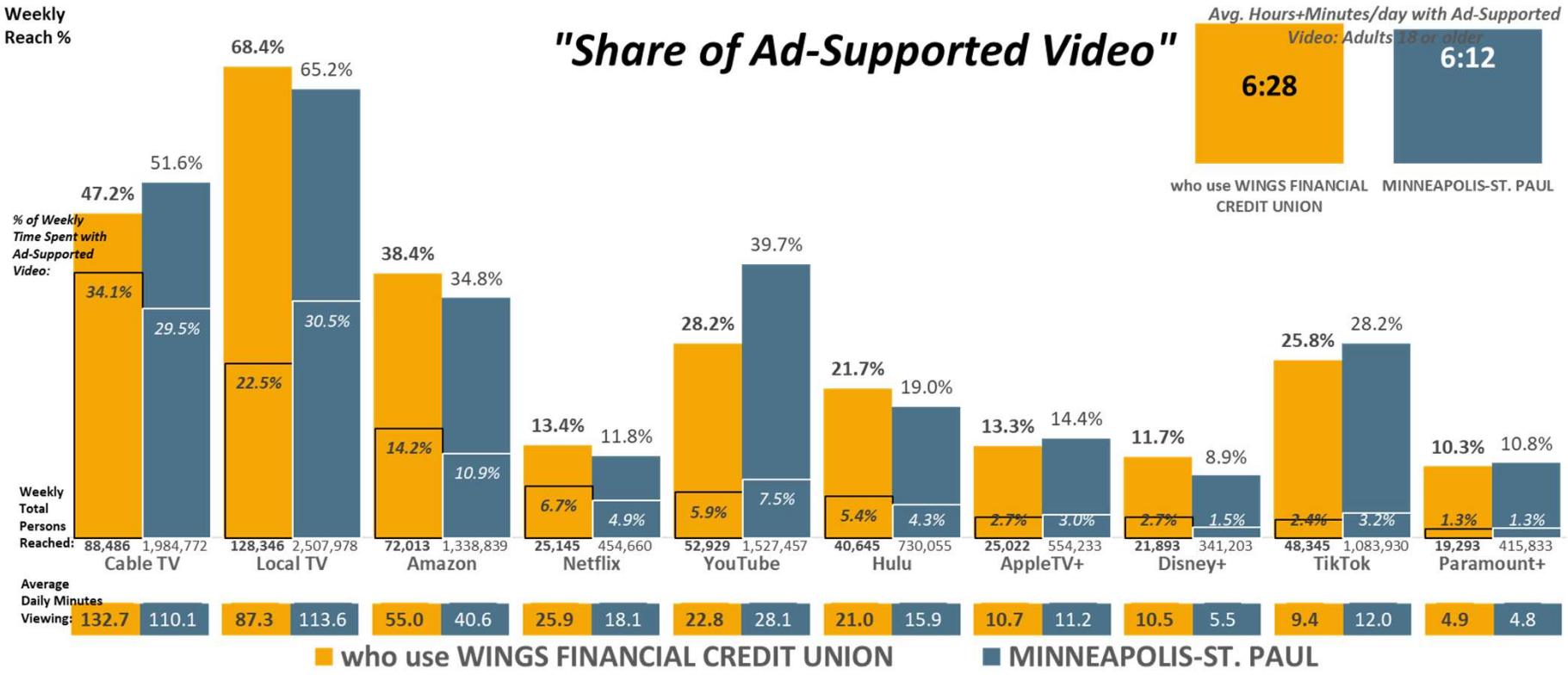
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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Banks HHLD uses (HHLD): Desert Financial Credit Union

128,346 or 68.4% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION watch Ad-Supported Local TV Stations for an average of 87.3 minutes every day representing 22.5% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

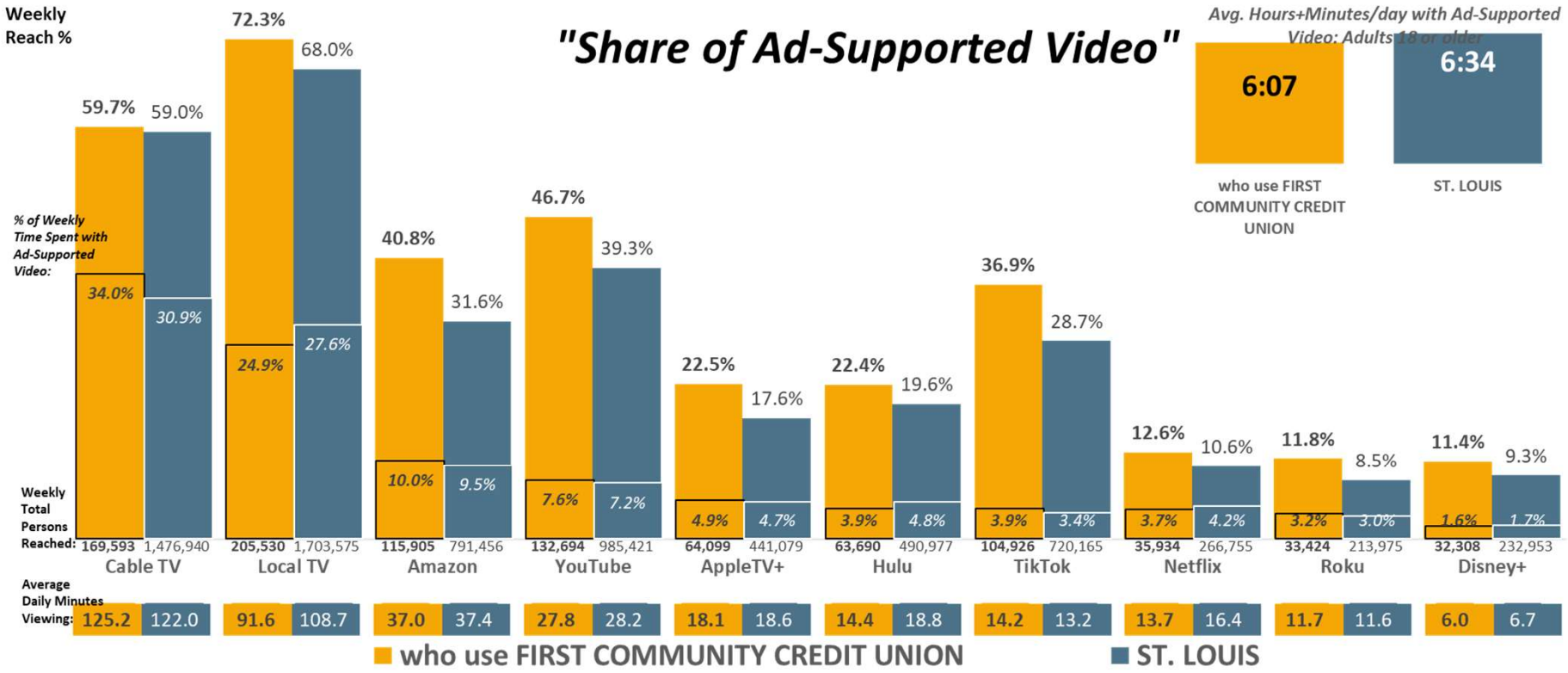
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Banks HHLD uses (HHLD): Wings Financial

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For all your Savings and all your Loans.

205,530 or 72.3% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.



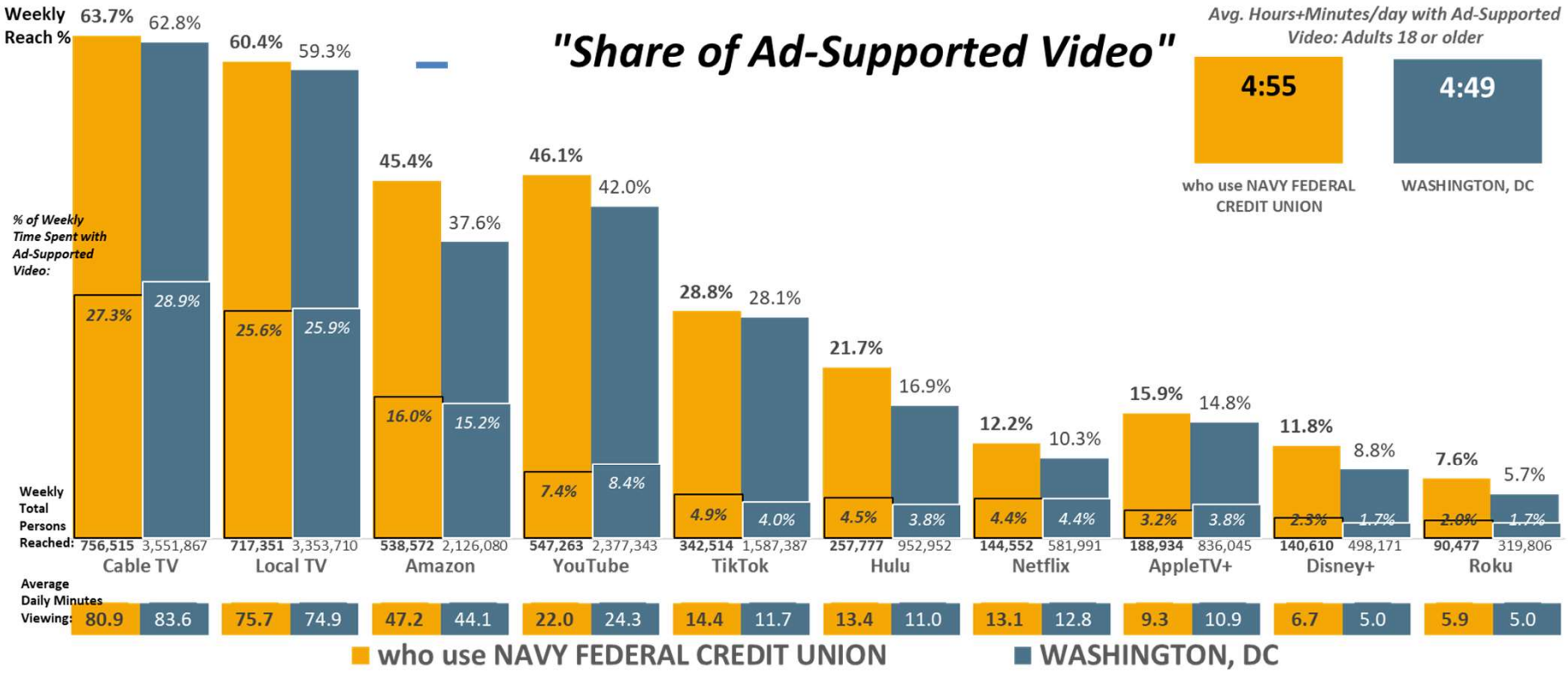
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Banks HHLD uses (HHLD): First Community Credit Union

717,351 or 60.4% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION watch Ad-Supported Local TV Stations for an average of 75.7 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

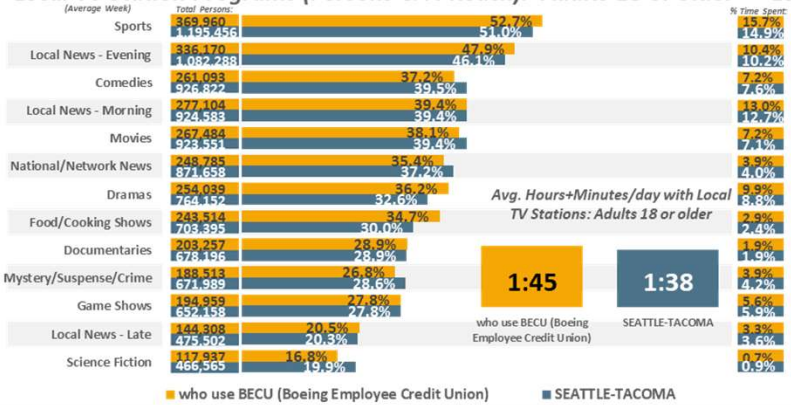
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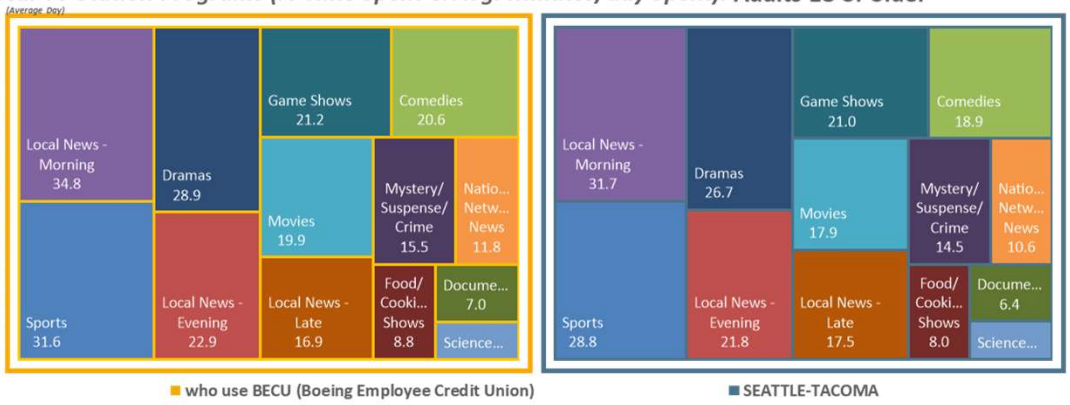
Banks HHLD uses (HHLD): Navy Federal Credit Union

694,310 or 56.6% of Adults 18 or older who use BECU (Boeing Employee Credit Union) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Dramas, and Comedies.

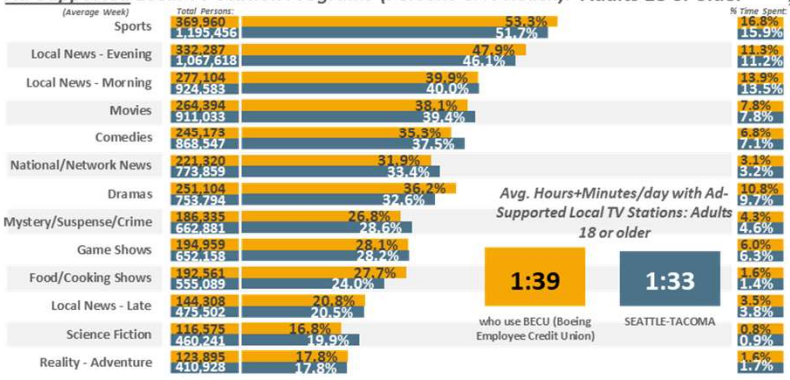
Local TV Station Programs (Persons & % Reach): Adults 18 or older



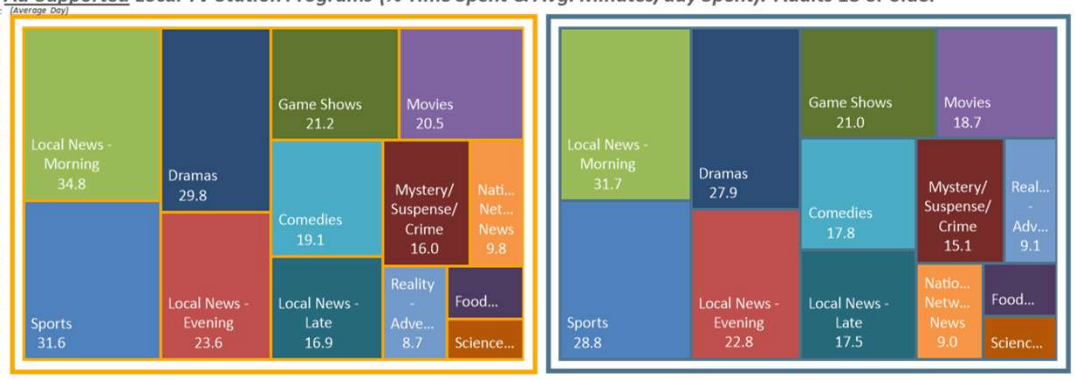
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

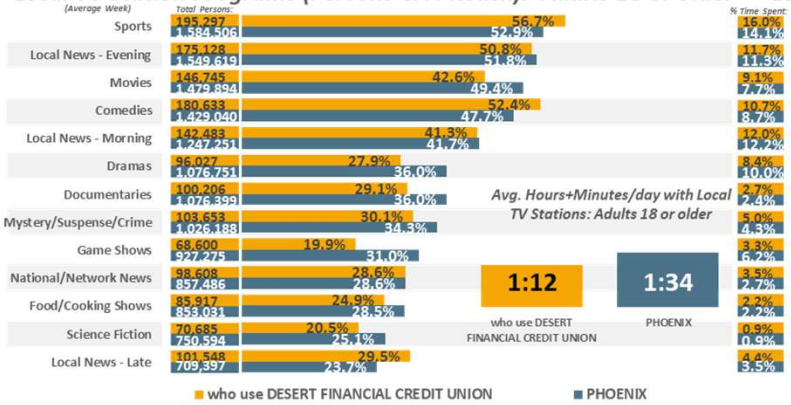
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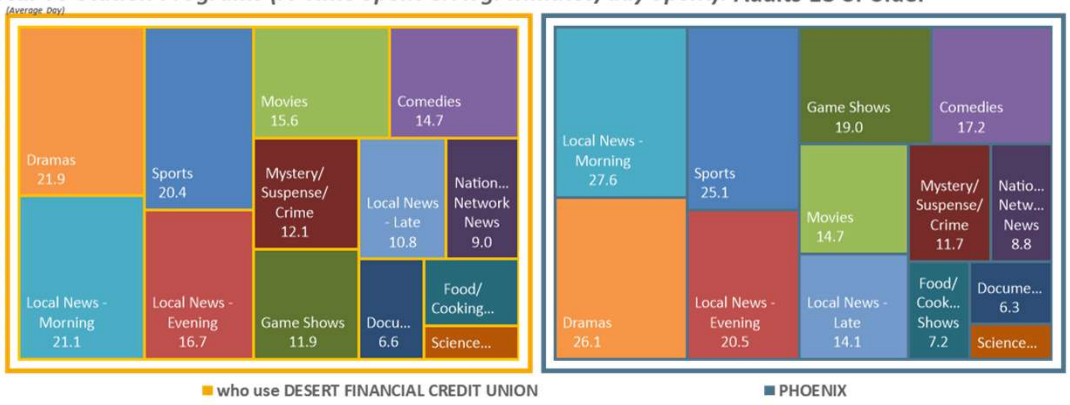
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

340,735 or 65.3% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Mystery/Suspense/Crime.

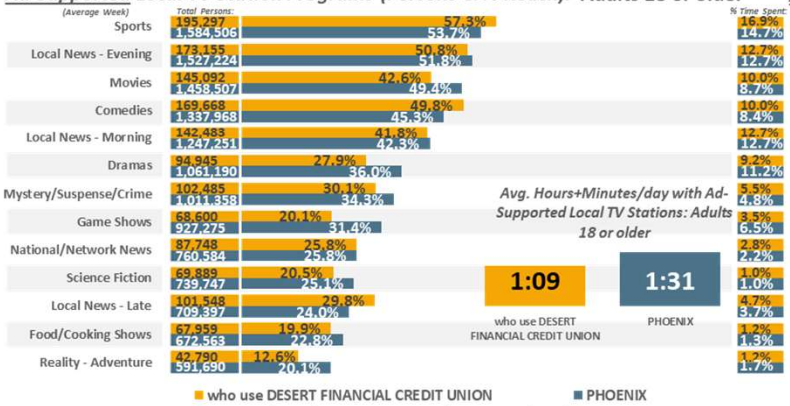
Local TV Station Programs (Persons & % Reach): Adults 18 or older



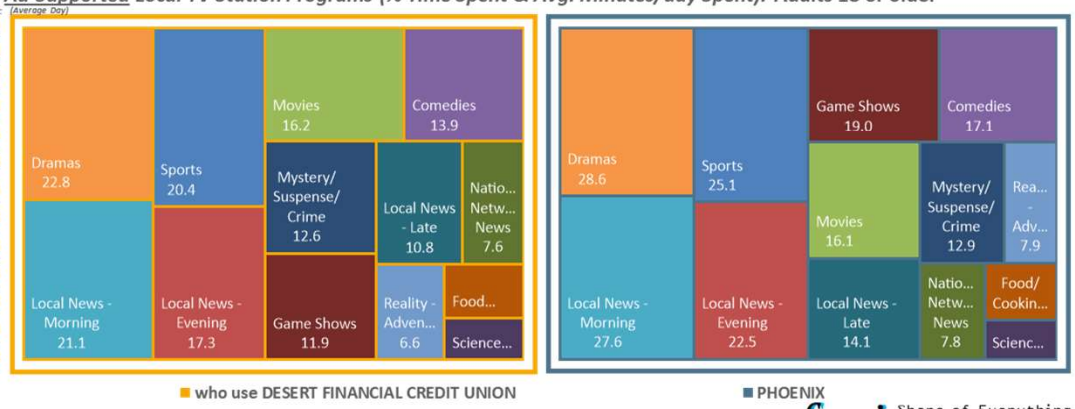
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

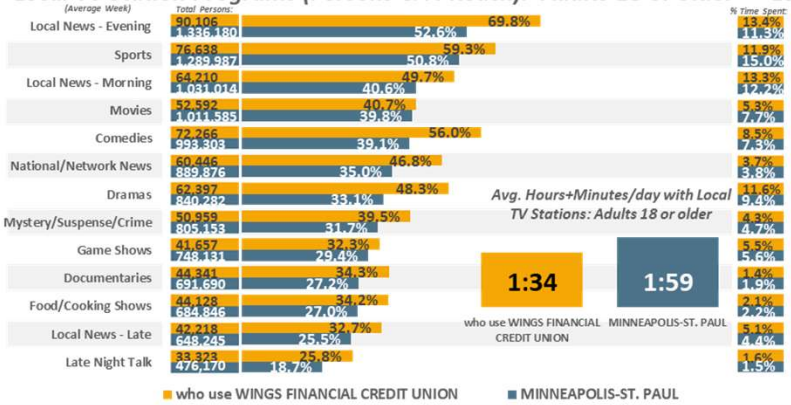
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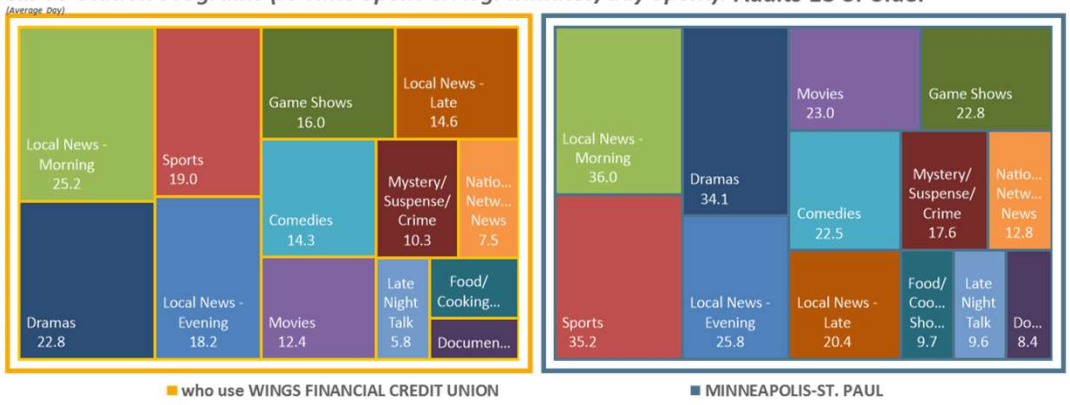
Banks HHLD uses (HHLD): Desert Financial Credit Union

128,346 or 68.4% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Dramas, and National/Network News.

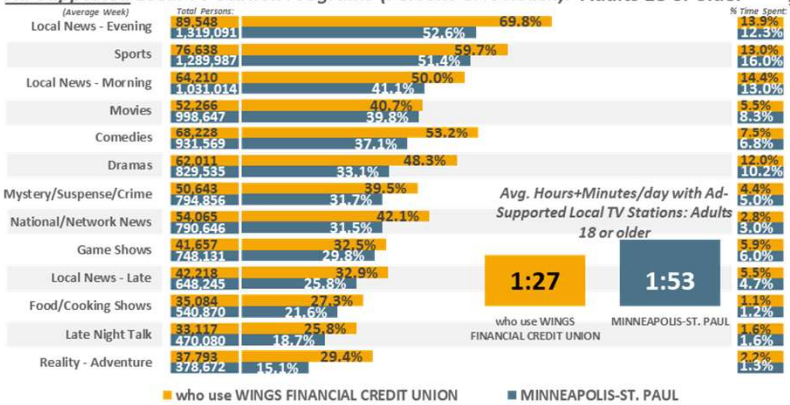
Local TV Station Programs (Persons & % Reach): Adults 18 or older



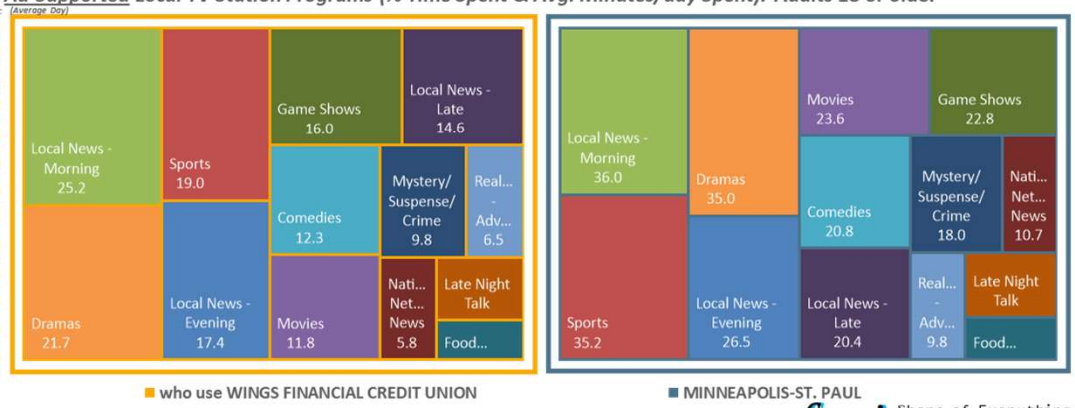
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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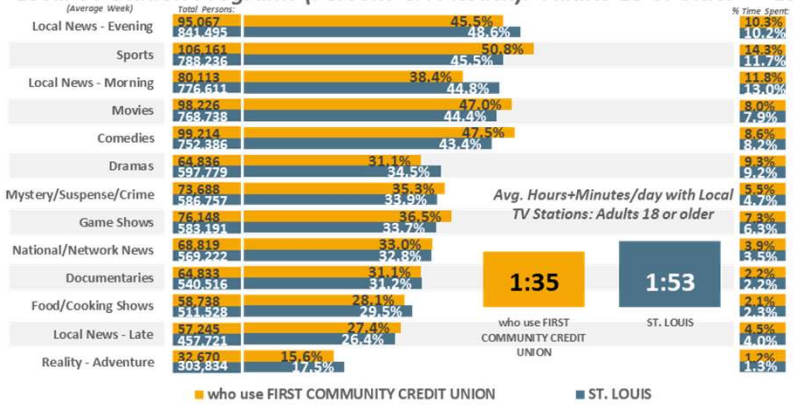
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Banks HHLD uses (HHLD): Wings Financial

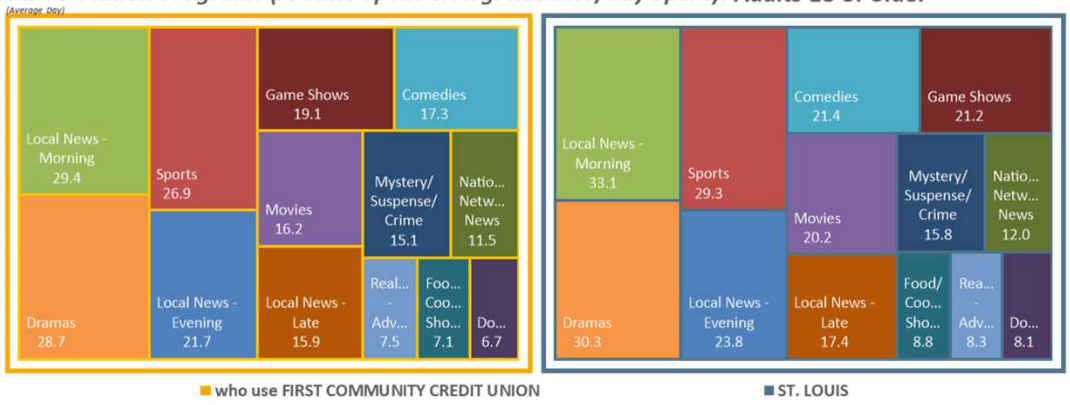
First Community
For all your Savings and all your Loans.

205,530 or 72.3% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

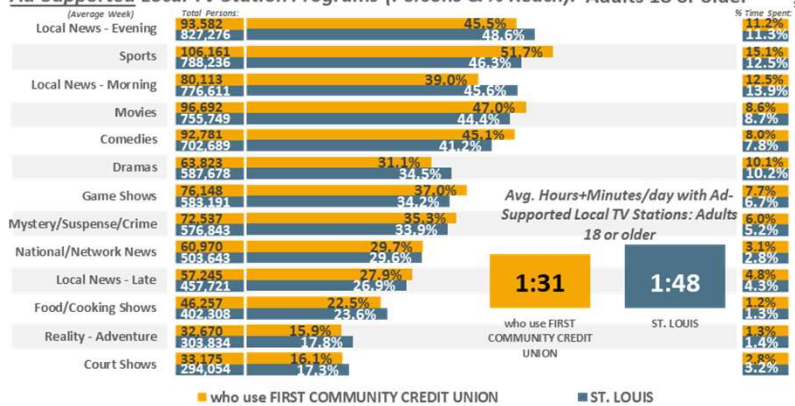
Local TV Station Programs (Persons & % Reach): Adults 18 or older



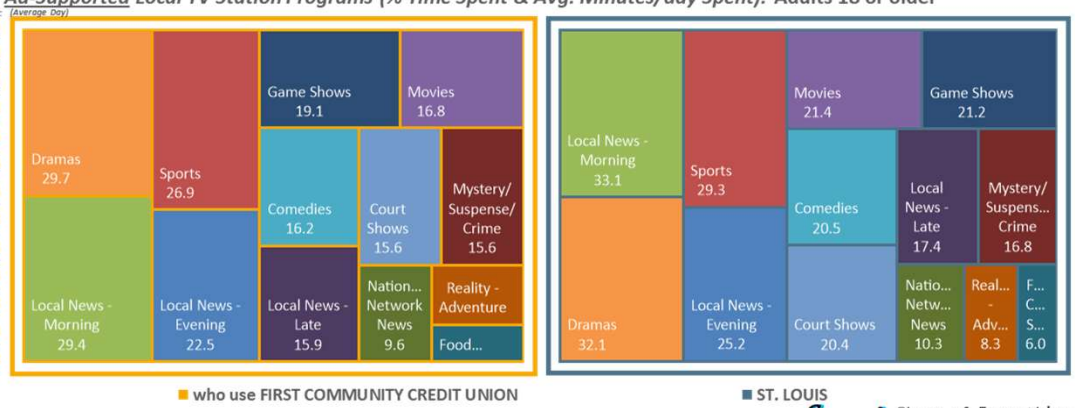
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



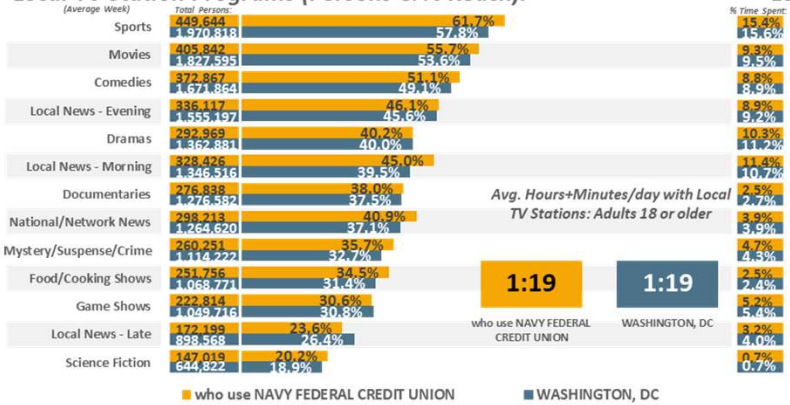
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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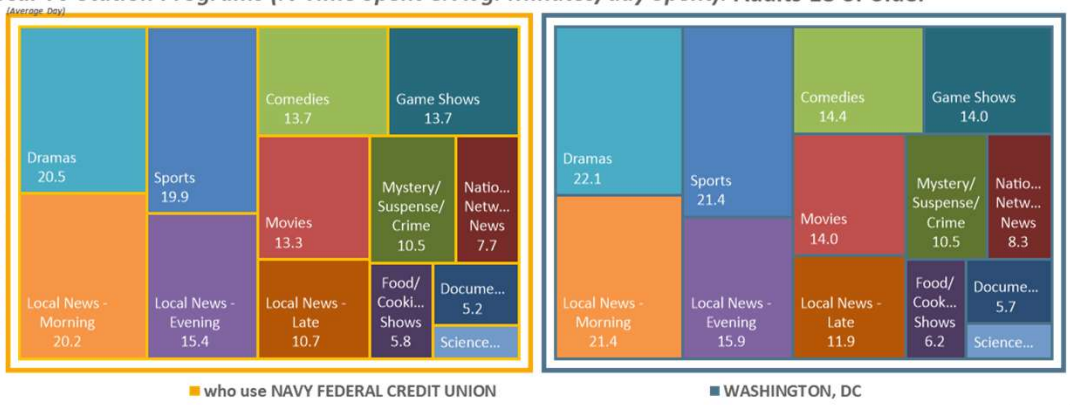
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717,351 or 60.4% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

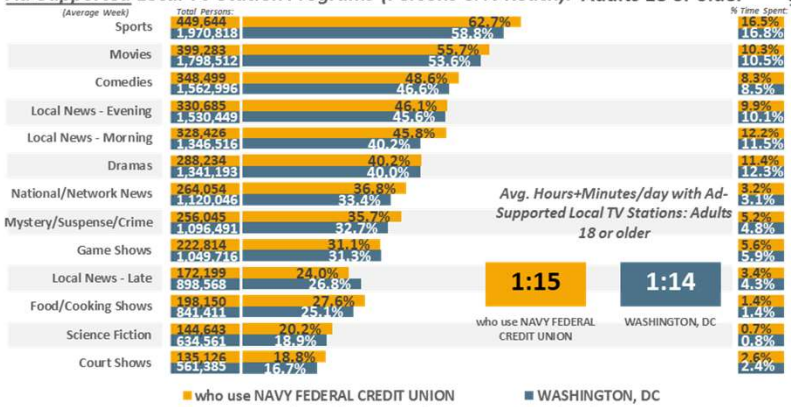
Local TV Station Programs (Persons & % Reach): Adults 18 or older



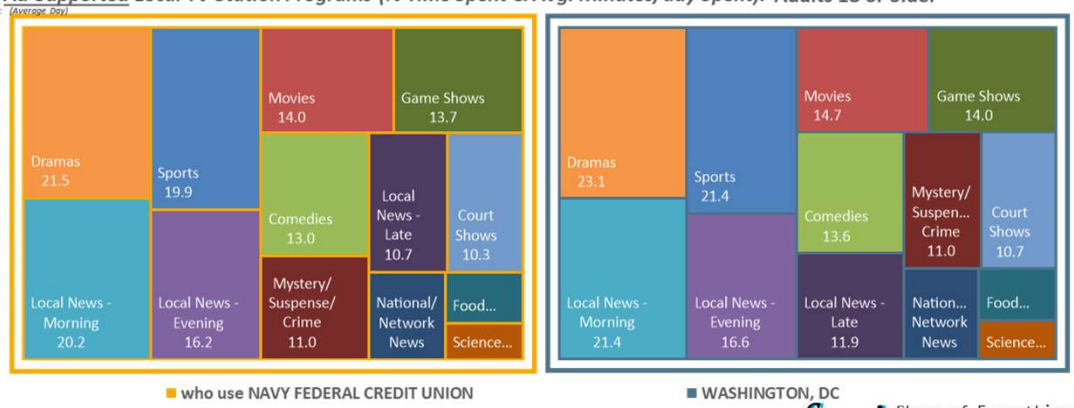
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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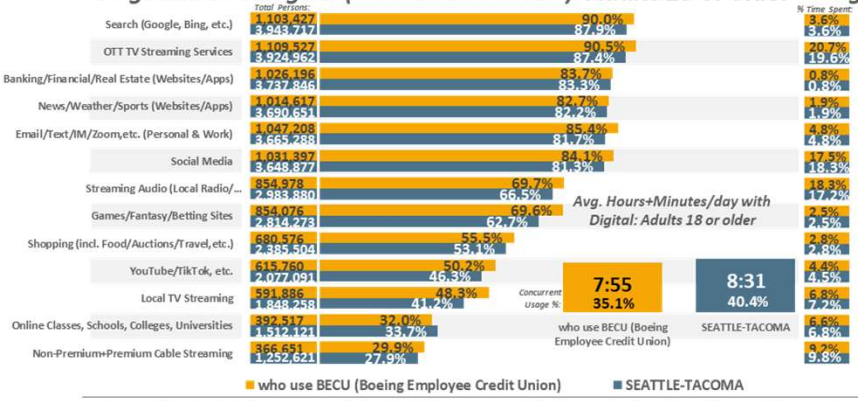
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Banks HHLD uses (HHLD): Navy Federal Credit Union

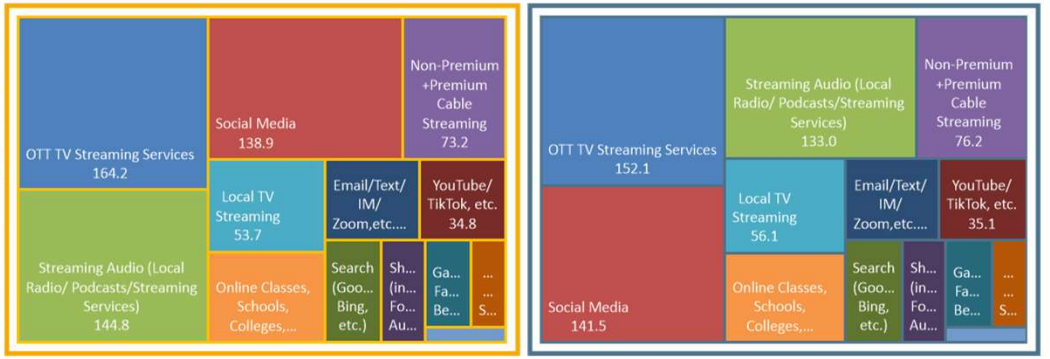
BECU

897,076 or 73.1% of Adults 18 or older who use BECU (Boeing Employee Credit Union) use Ad-Supported Social Media for an average of 120.8 minutes every day representing 20.4% of all time spent daily with Ad-Supported Digital Media.

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

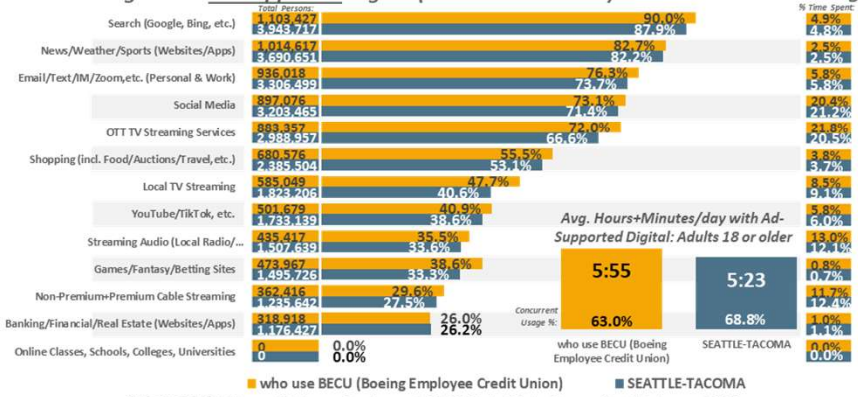


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

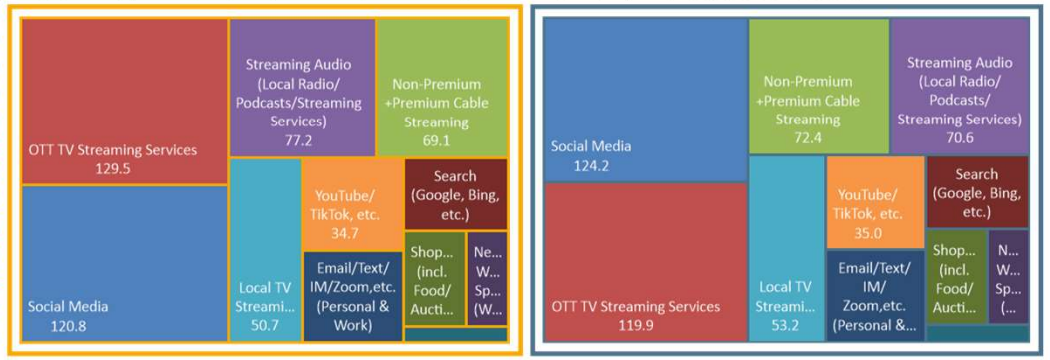


■ who use BECU (Boeing Employee Credit Union) ■ SEATTLE-TACOMA

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



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



■ who use BECU (Boeing Employee Credit Union) ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

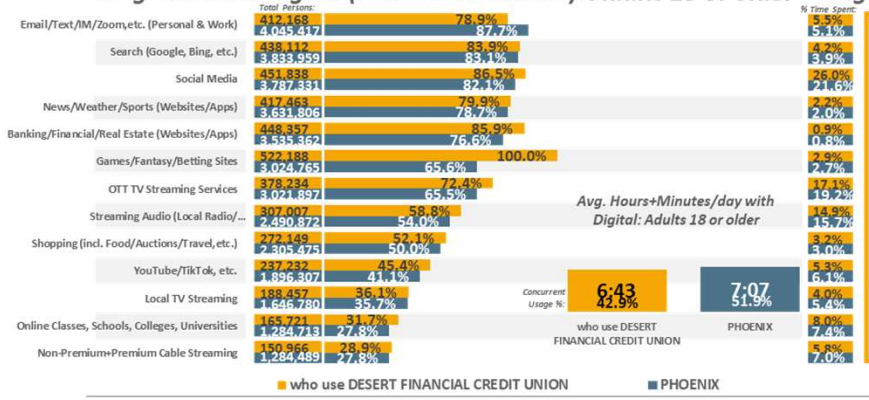
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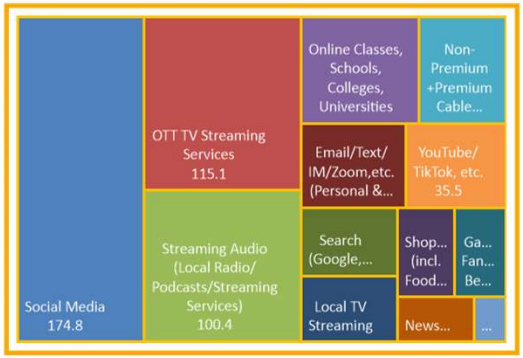
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

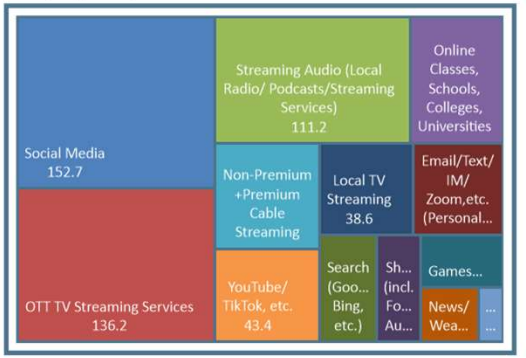
423,024 or 81.% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION use Ad-Supported Social Media for an average of 163.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

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

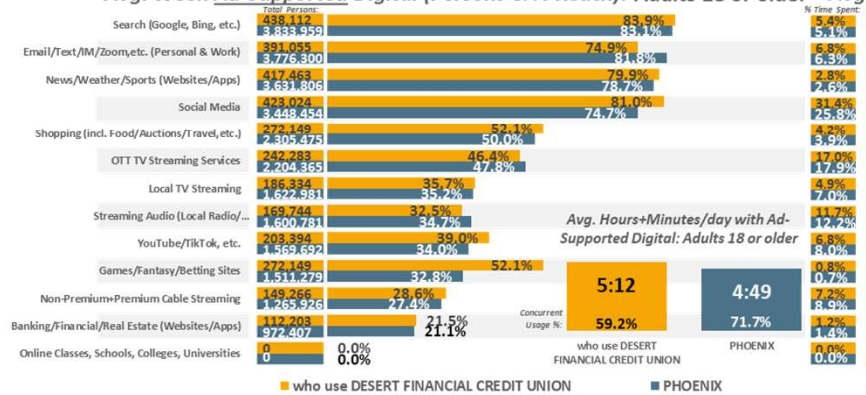


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

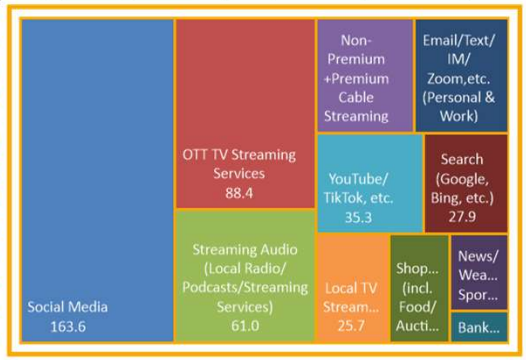


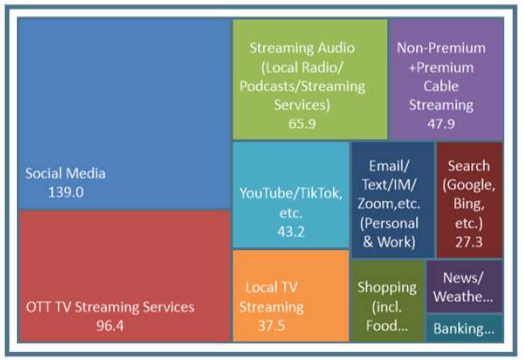


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

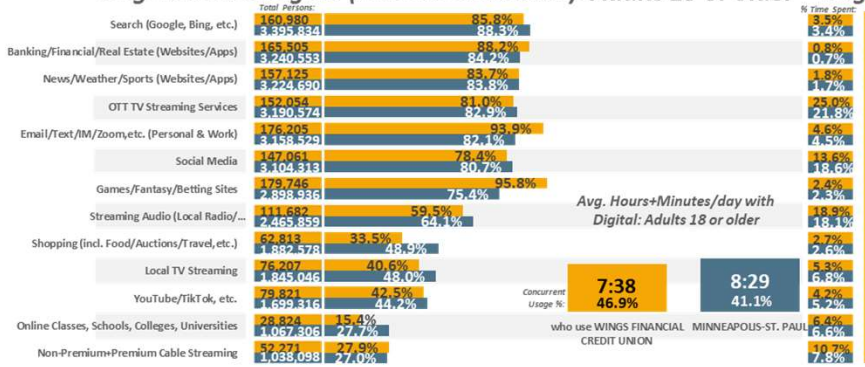
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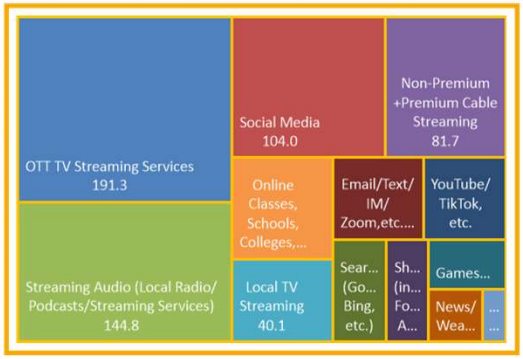
Banks HHLD uses (HHLD): Desert Financial Credit Union

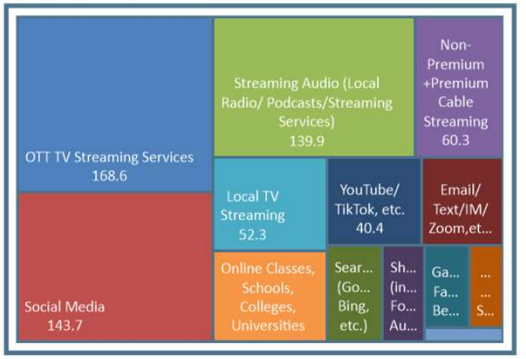
121,371 or 64.7% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION use Ad-Supported Social Media for an average of 85.9 minutes every day representing 15.6% of all time spent daily with Ad-Supported Digital Media.

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



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



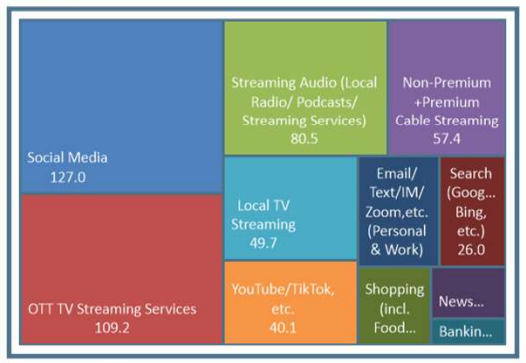


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

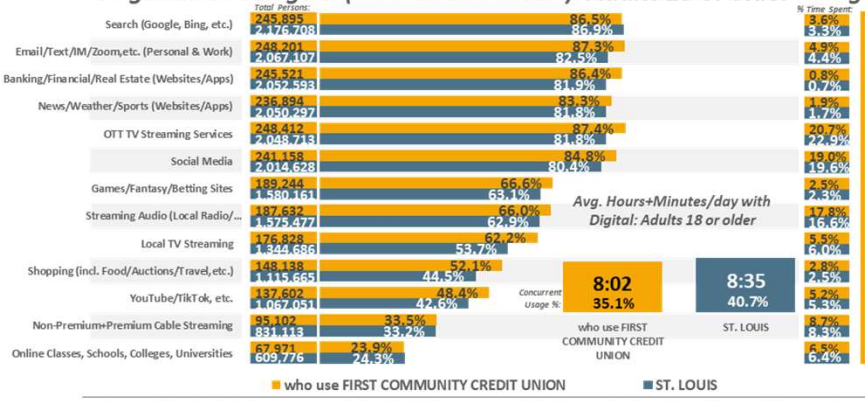
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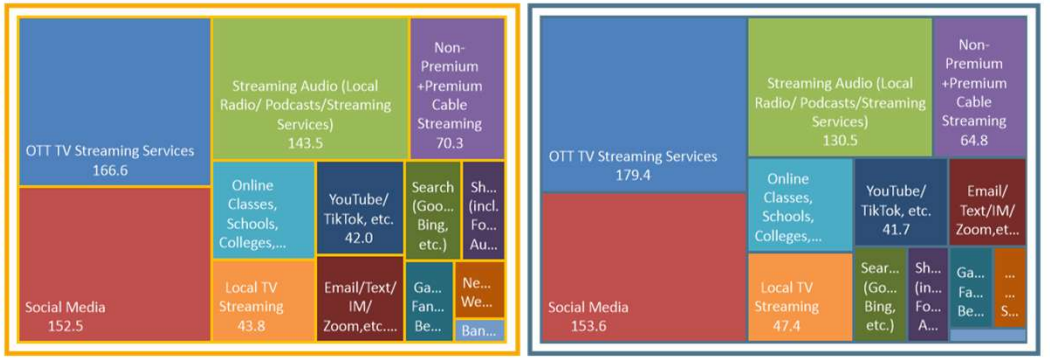
Banks HHLD uses (HHLD): Wings Financial

212,197 or 74.6% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION use Ad-Supported Social Media for an average of 134.2 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

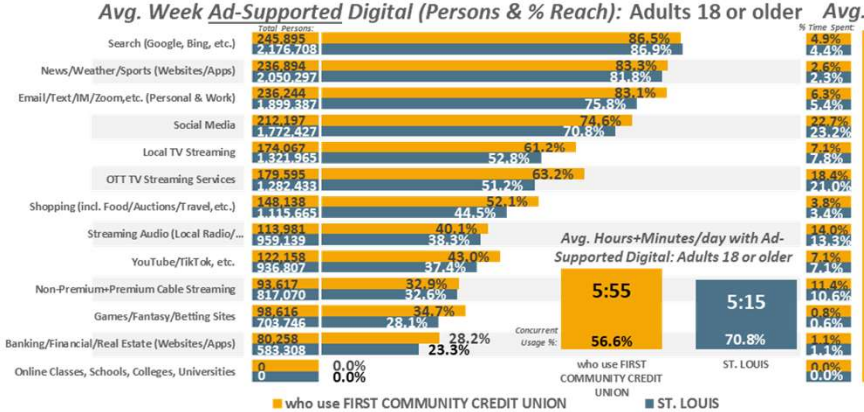
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



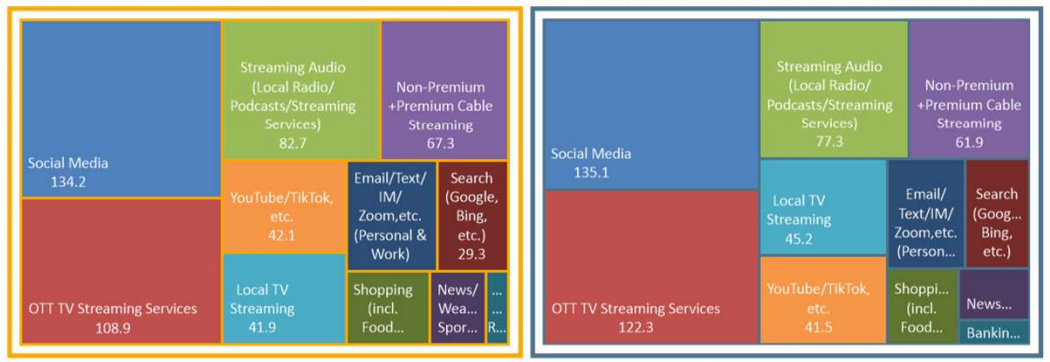
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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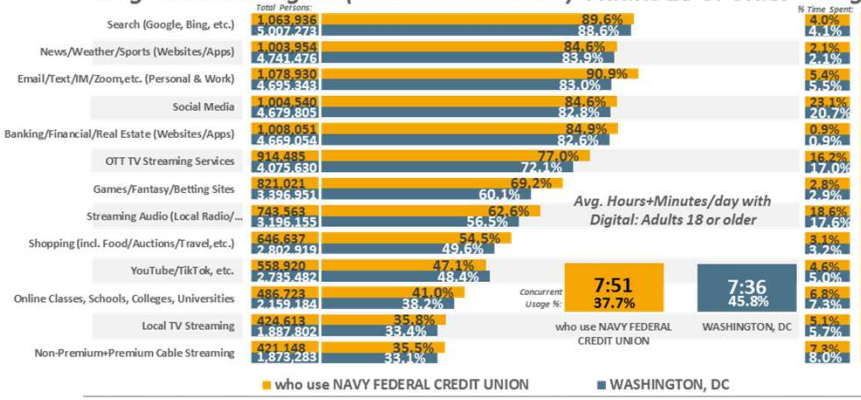
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Banks HHLD uses (HHLD): First Community Credit Union

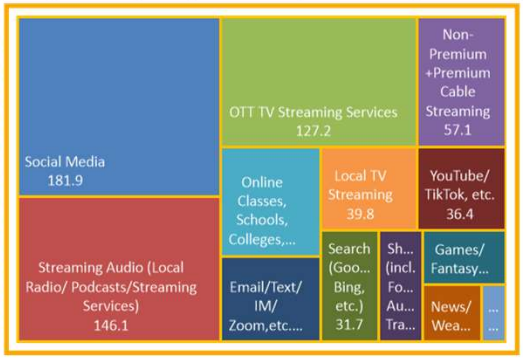
NAVY FEDERAL Credit Union

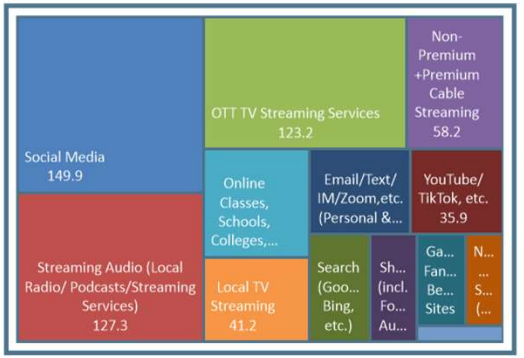
862,202 or 72.6% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION use Ad-Supported Social Media for an average of 156.2 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

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

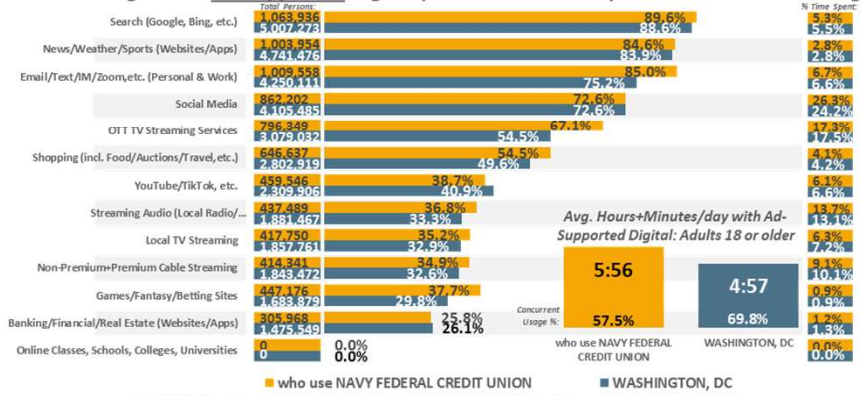


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

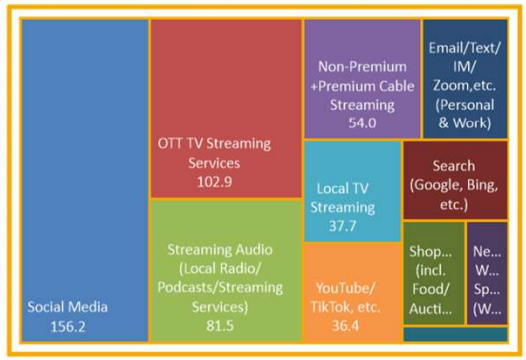


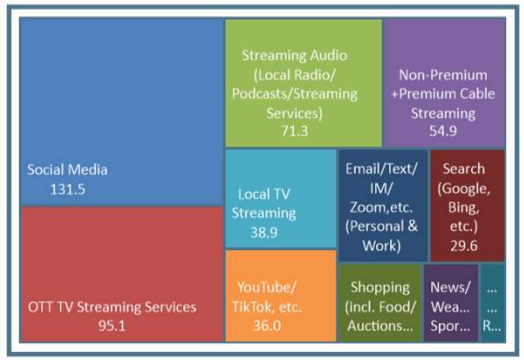


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

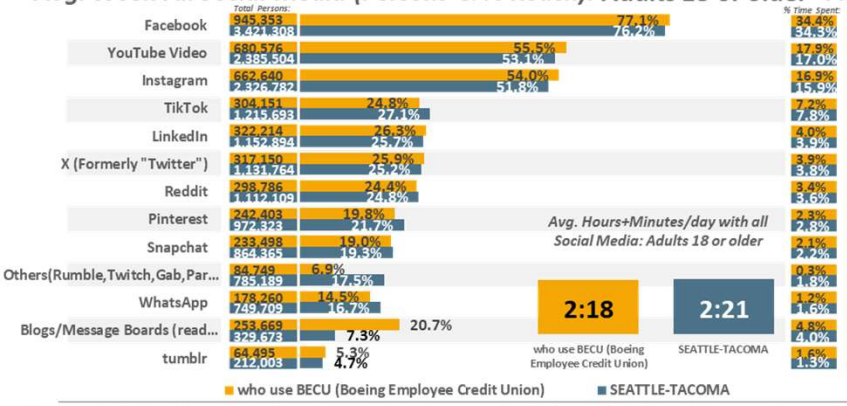
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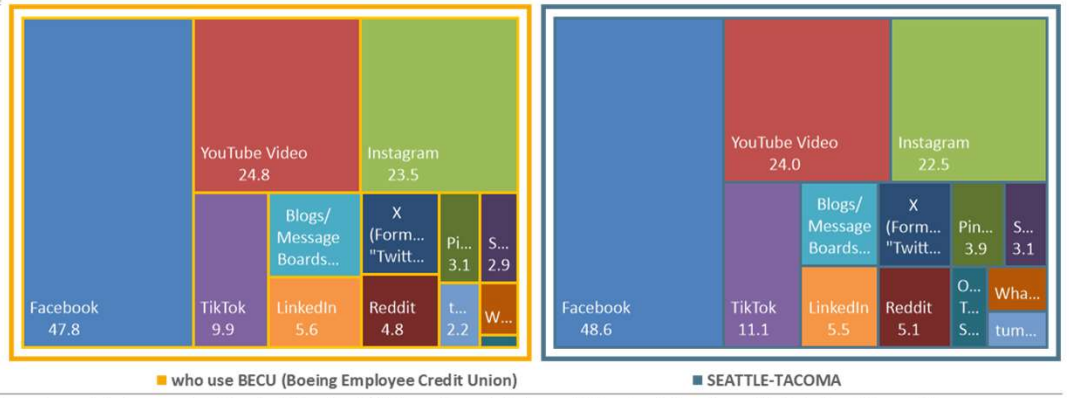
Banks HHLD uses (HHLD): Navy Federal Credit Union

897,076 or 73.1% of Adults 18 or older who use BECU (Boeing Employee Credit Union) use Ad-Supported Facebook for an average of 41. minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

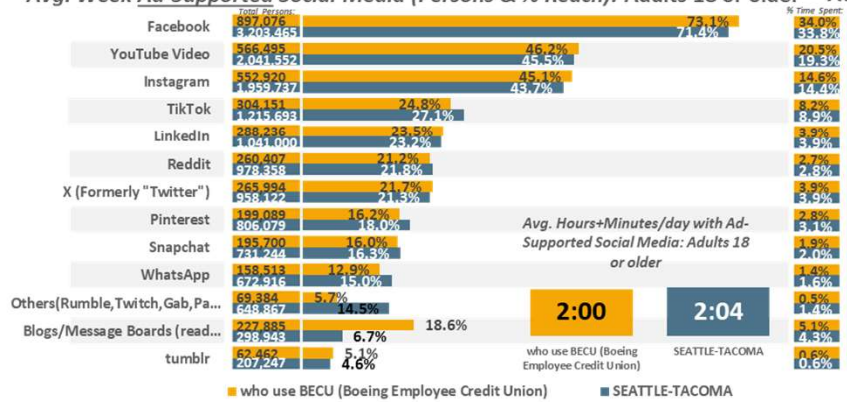
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



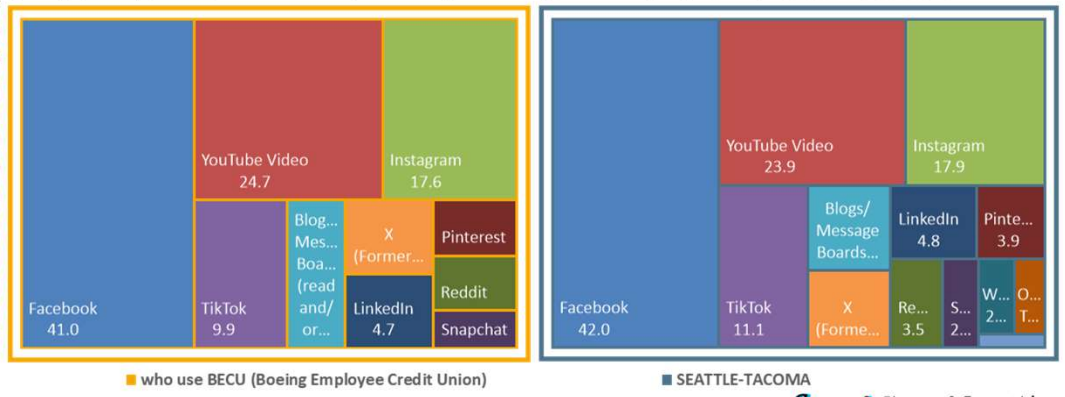
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

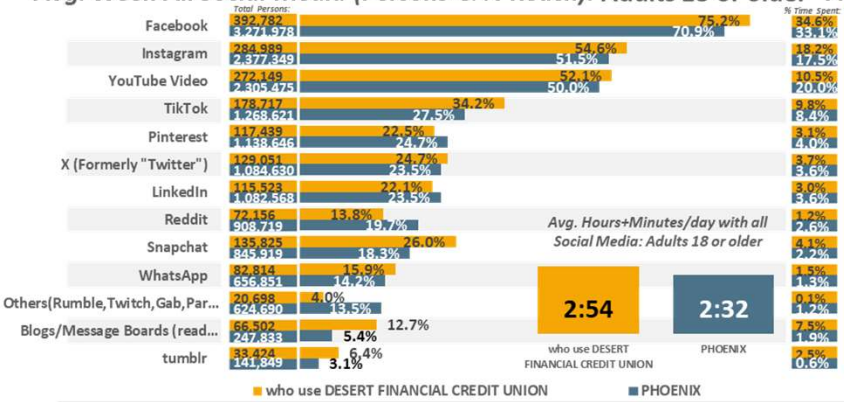
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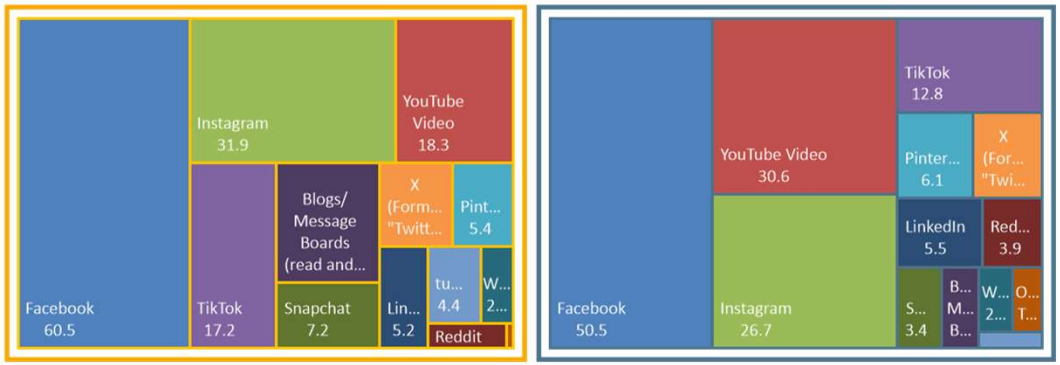
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

392,782 or 75.2% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION use Ad-Supported Facebook for an average of 58.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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

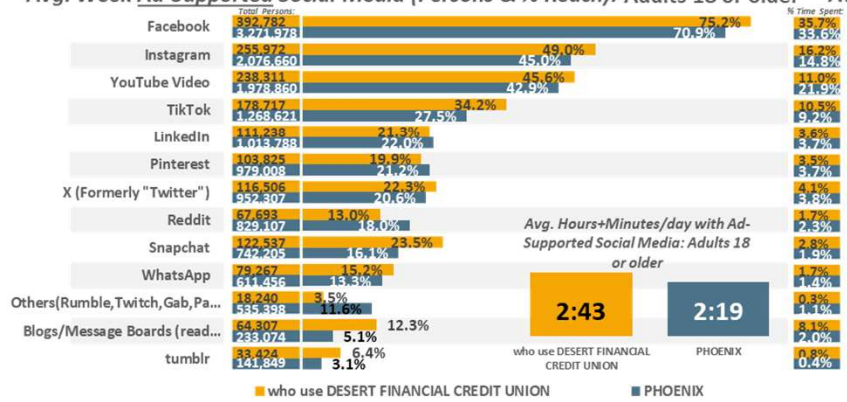


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

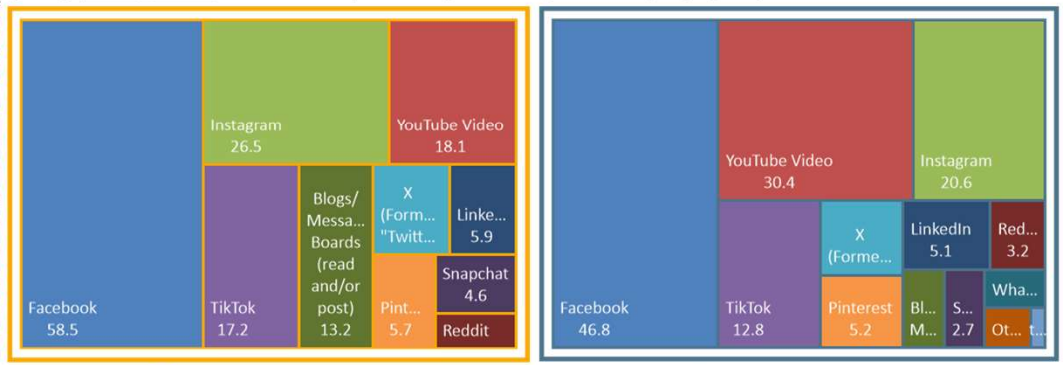


who use DESERT FINANCIAL CREDIT UNION ■ PHOENIX

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



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



who use DESERT FINANCIAL CREDIT UNION ■ PHOENIX

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

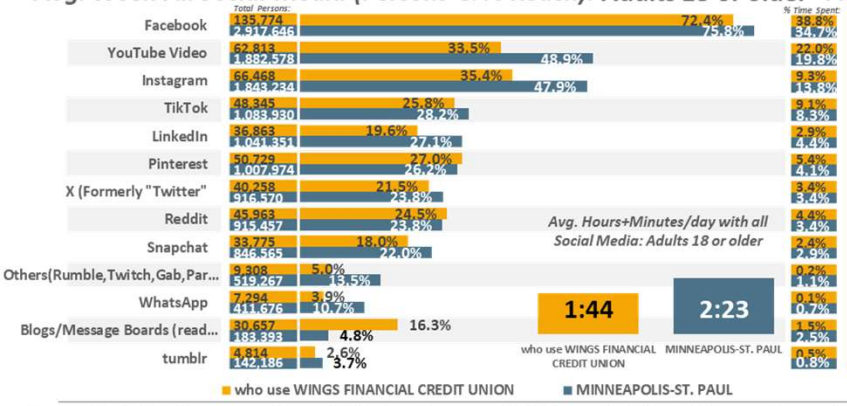
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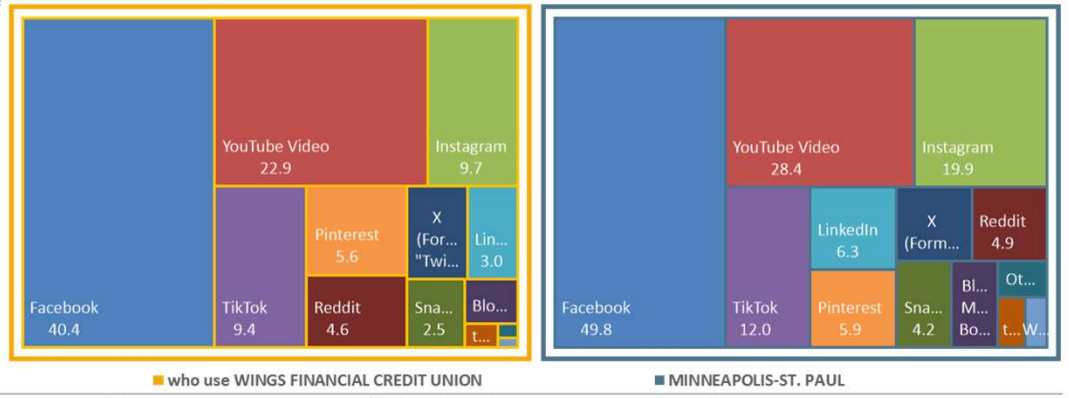
Banks HHLD uses (HHLD): Desert Financial Credit Union

121,371 or 64.7% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION use Ad-Supported Facebook for an average of 29.2 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

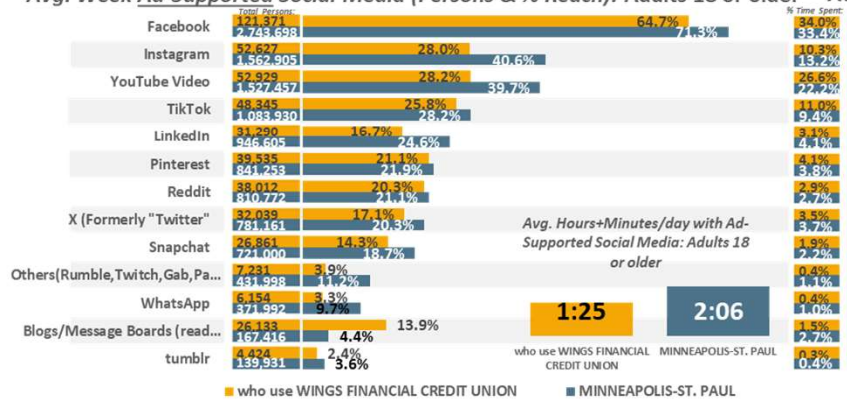
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



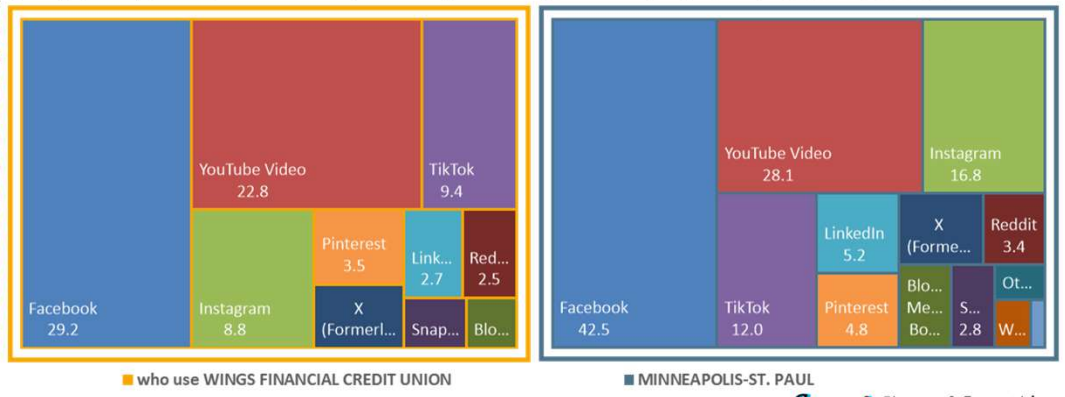
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

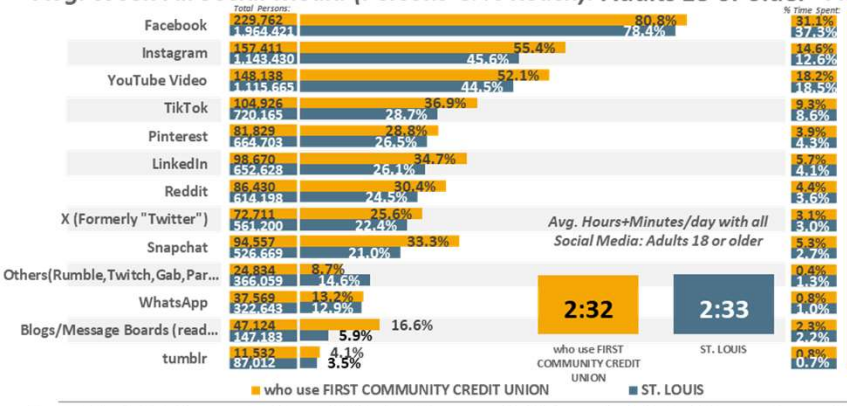
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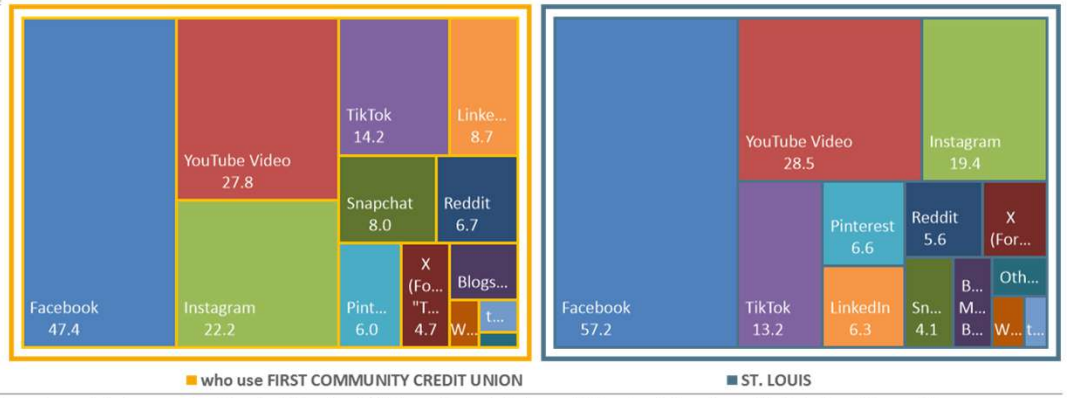
Banks HHLD uses (HHLD): Wings Financial

212,197 or 74.6% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION use Ad-Supported Facebook for an average of 42.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

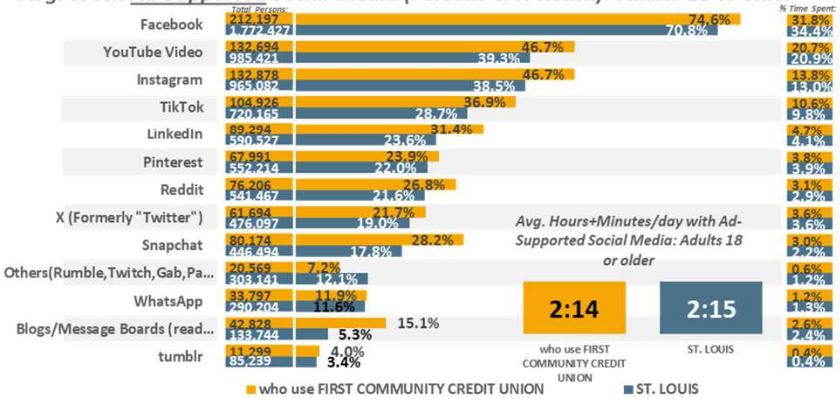
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



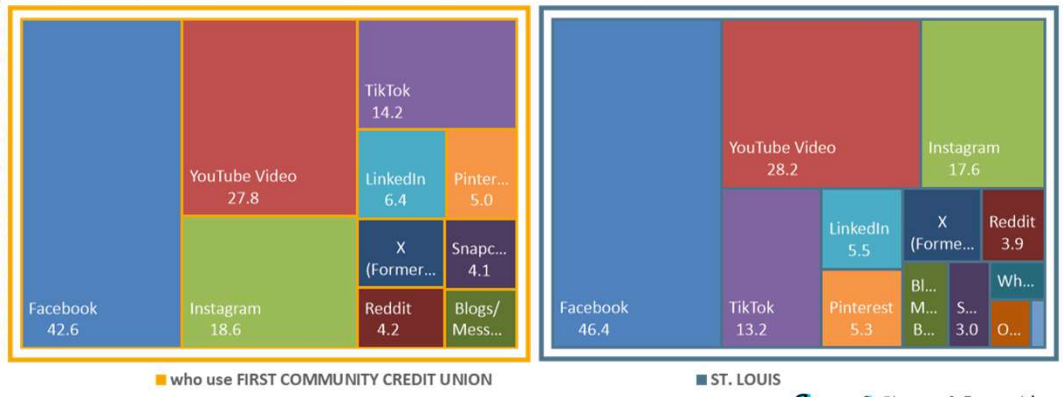
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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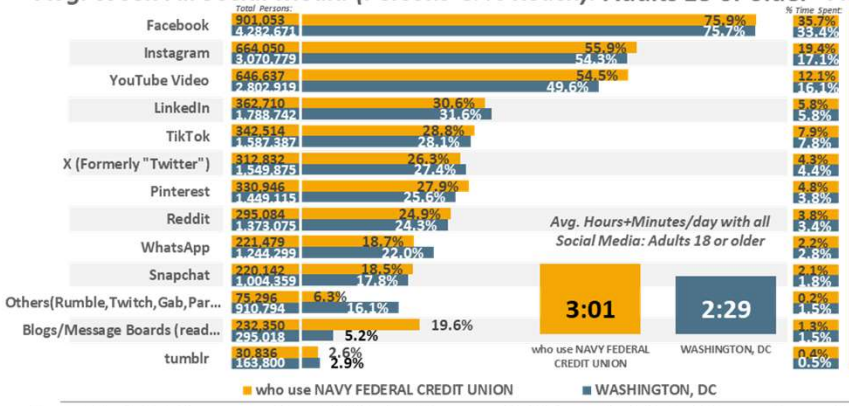
soefa.ai Share of Everything for Anything ©

Banks HHLD uses (HHLD): First Community Credit Union

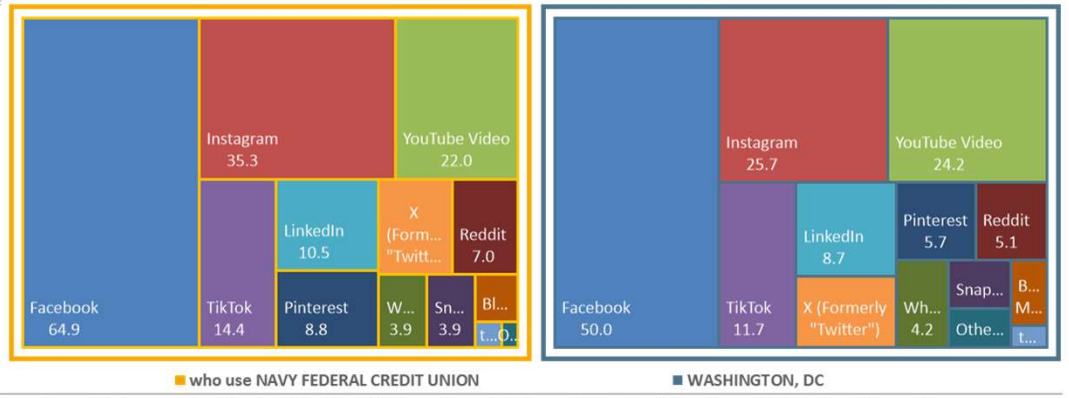
NAVY FEDERAL Credit Union

862,202 or 72.6% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION use Ad-Supported Facebook for an average of 58.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

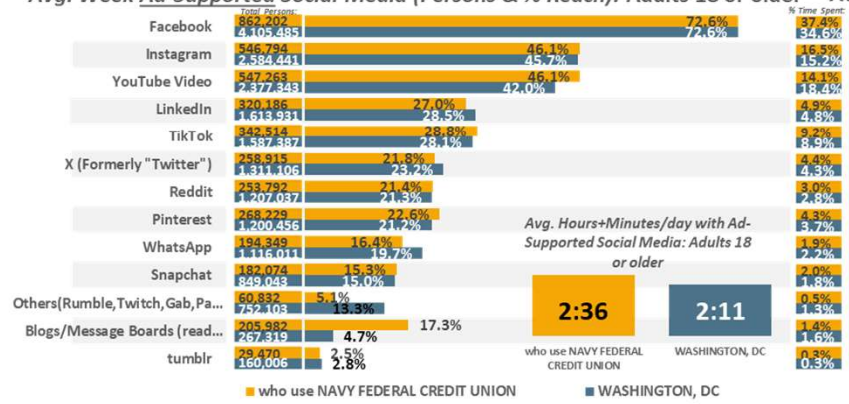
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



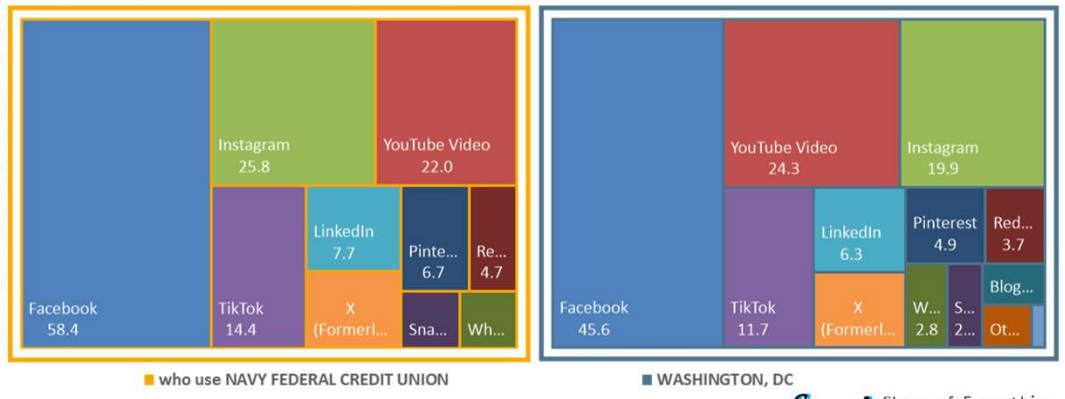
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

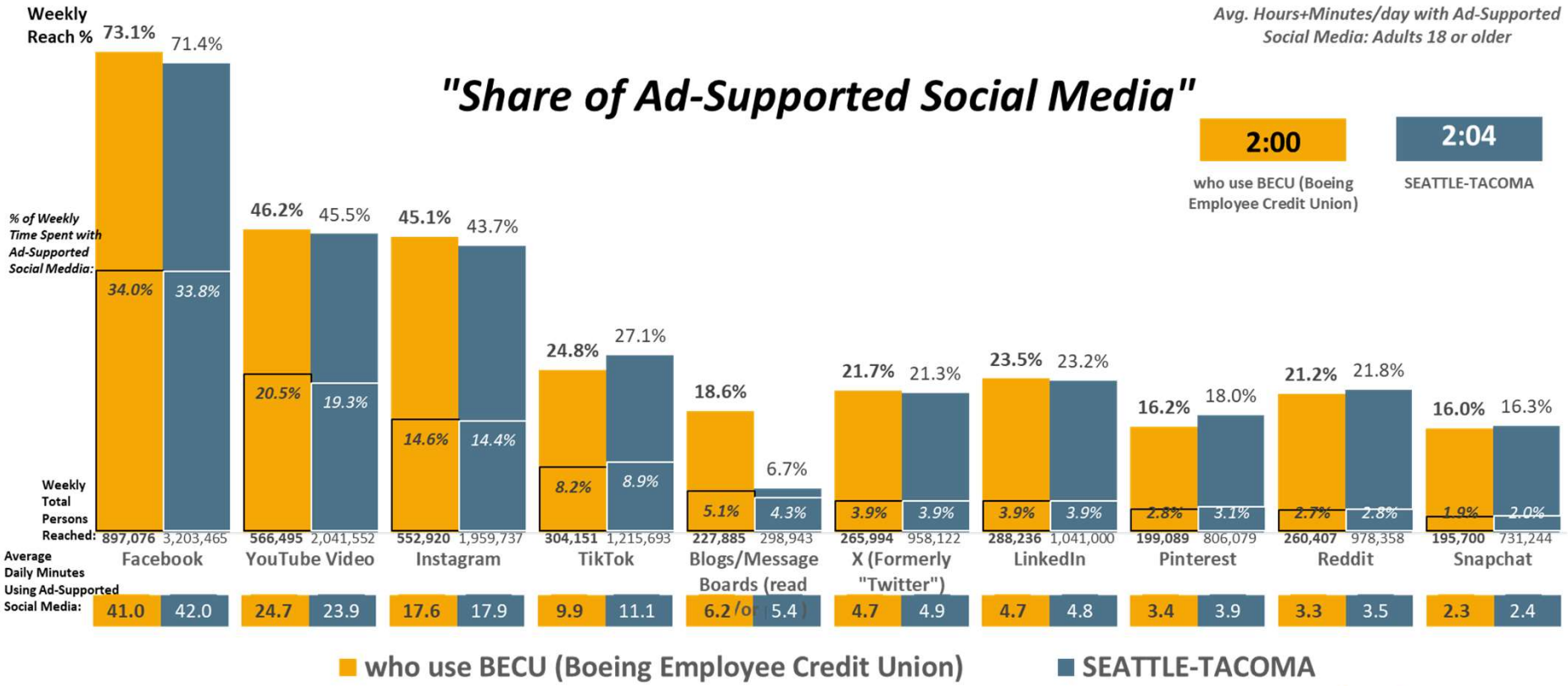
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Banks HHLD uses (HHLD): Navy Federal Credit Union

BECU

897,076 or 73.1% of Adults 18 or older who use BECU (Boeing Employee Credit Union) use Ad-Supported Facebook for an average of 41. minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



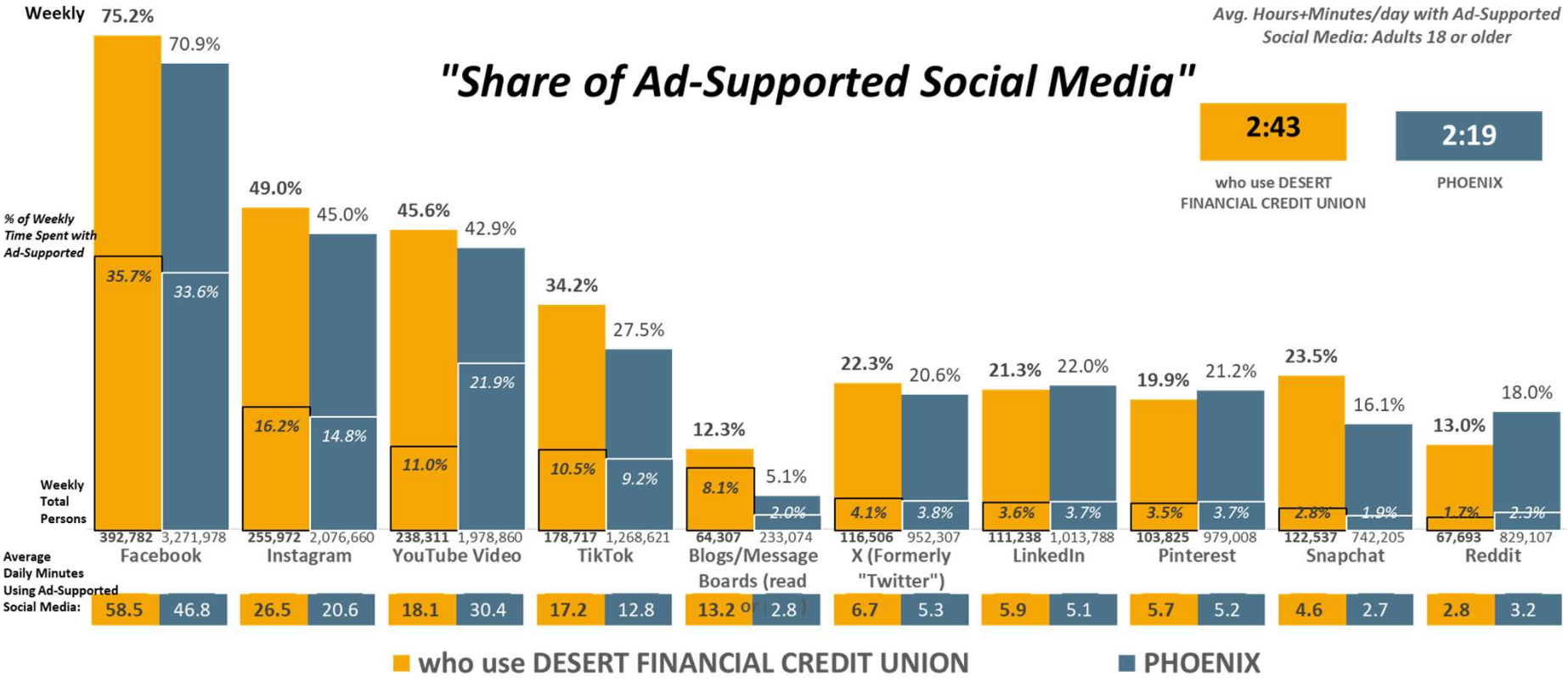
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

392,782 or 75.2% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION use Ad-Supported Facebook for an average of 58.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



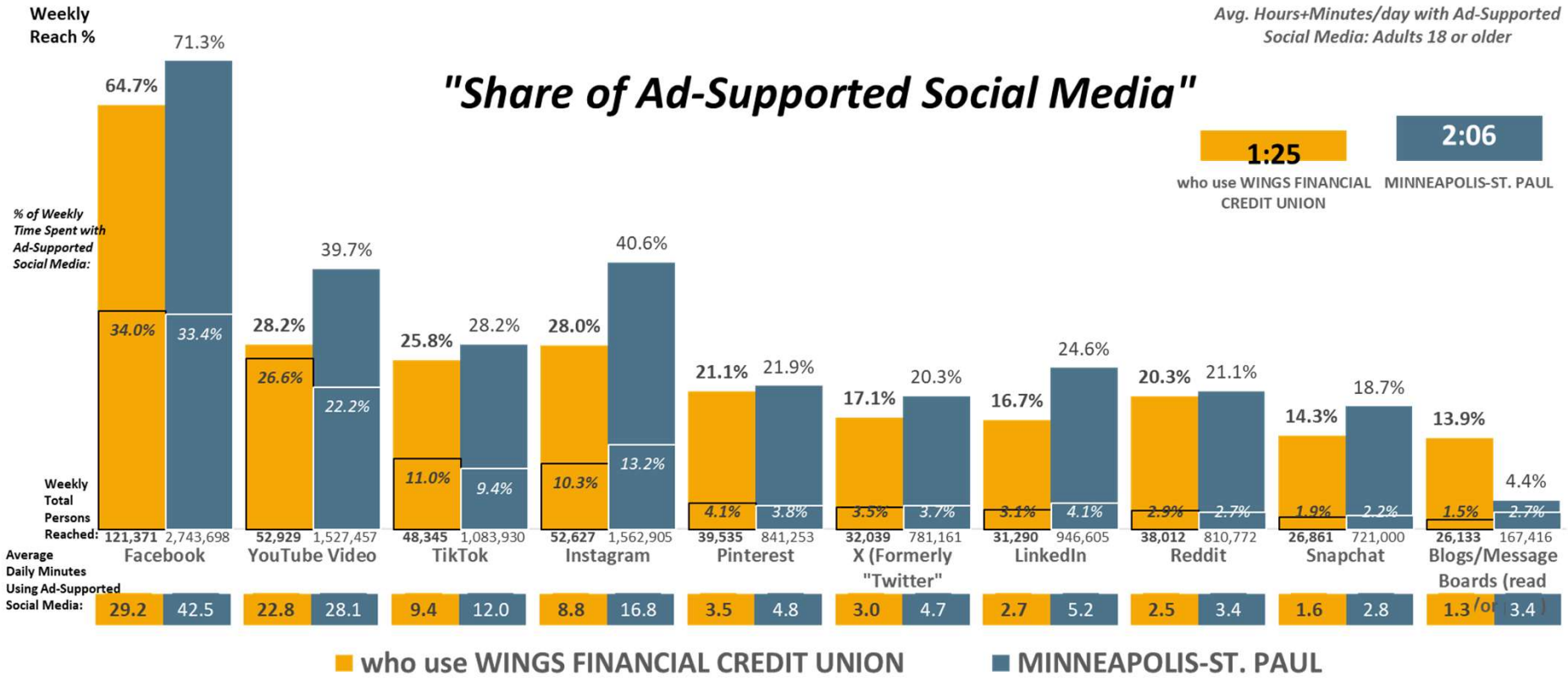
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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Banks HHLD uses (HHLD): Desert Financial Credit Union

121,371 or 64.7% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION use Ad-Supported Facebook for an average of 29.2 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



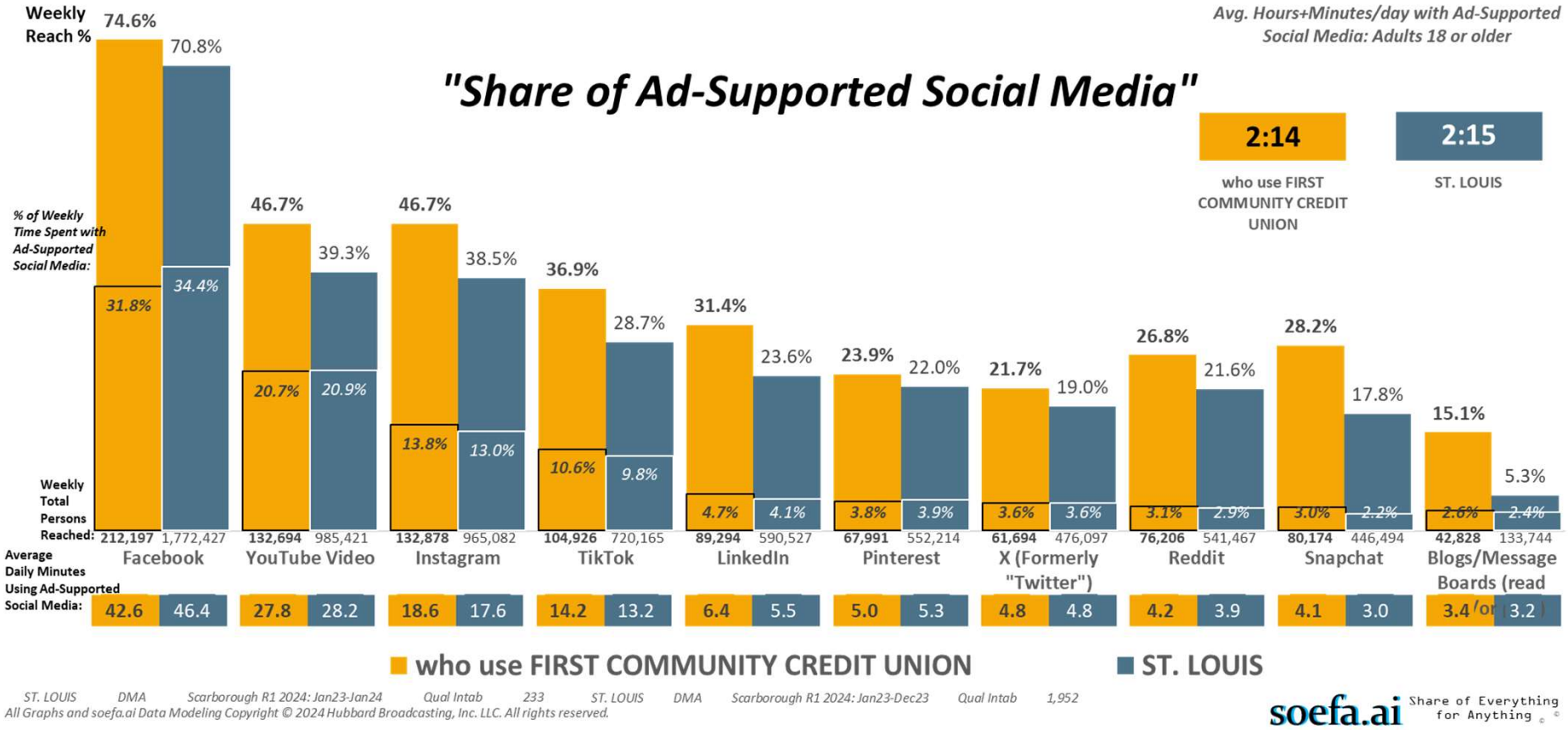
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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Banks HHLD uses (HHLD): Wings Financial

212,197 or 74.6% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION use Ad-Supported Facebook for an average of 42.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

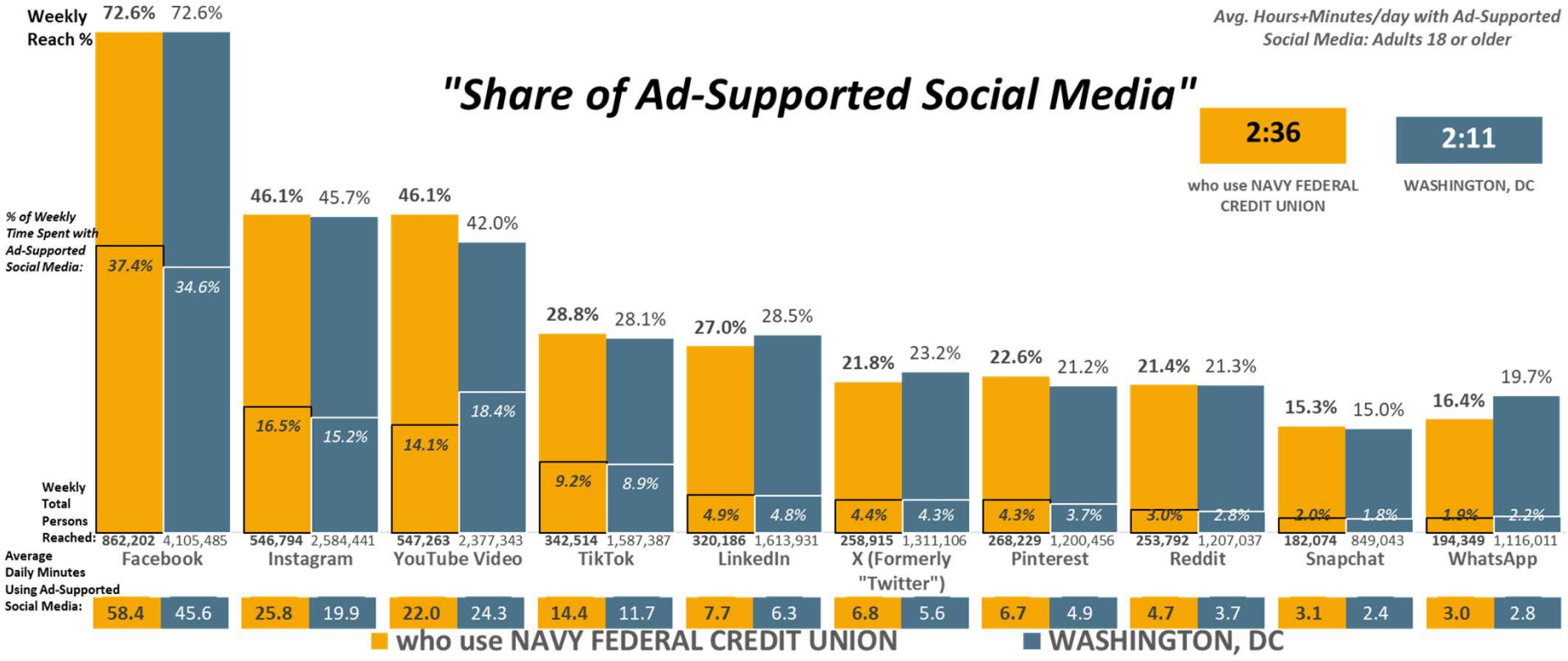
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Banks HHLD uses (HHLD): First Community Credit Union

NAVY FEDERAL Credit Union

862,202 or 72.6% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION use Ad-Supported Facebook for an average of 58.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



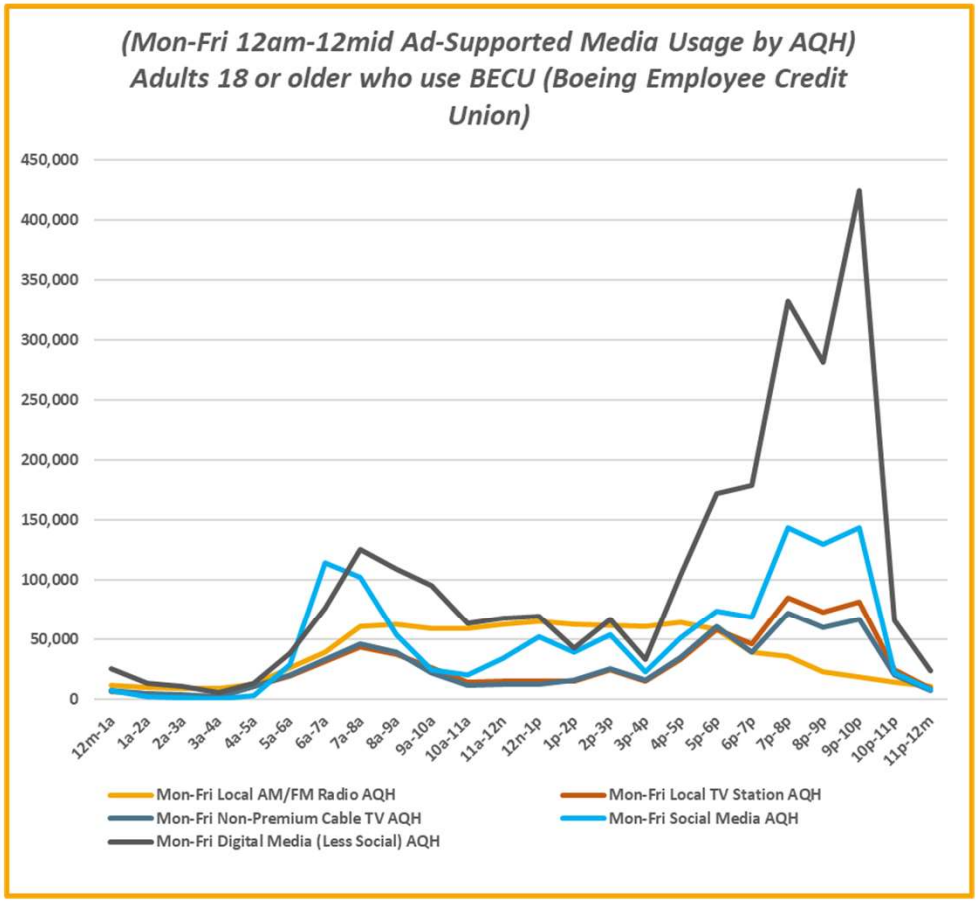
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

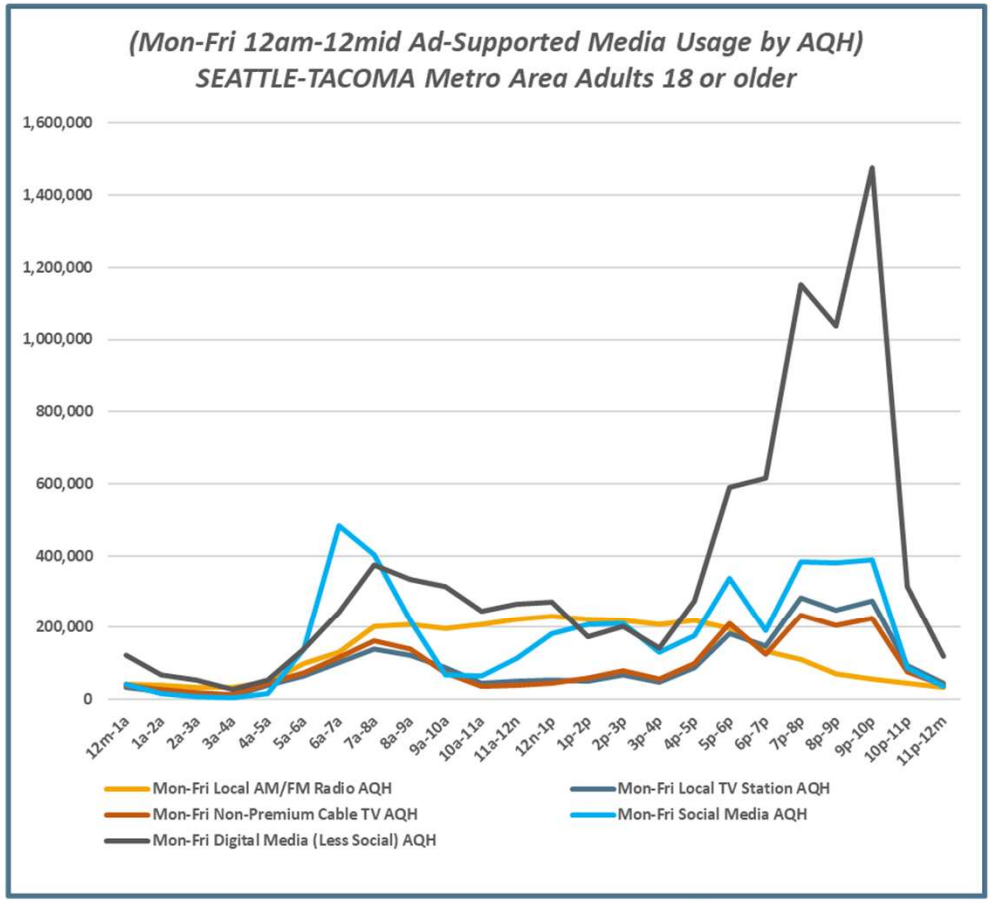
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Banks HHLD uses (HHLD): Navy Federal Credit Union

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 92,542; Local Radio: 58,290; Social Media: 54,717; Local TV: 28,941; Non-Prem. Cable: 28,317 reaching Adults 18 or older who use BECU (Boeing Employee Credit Union).





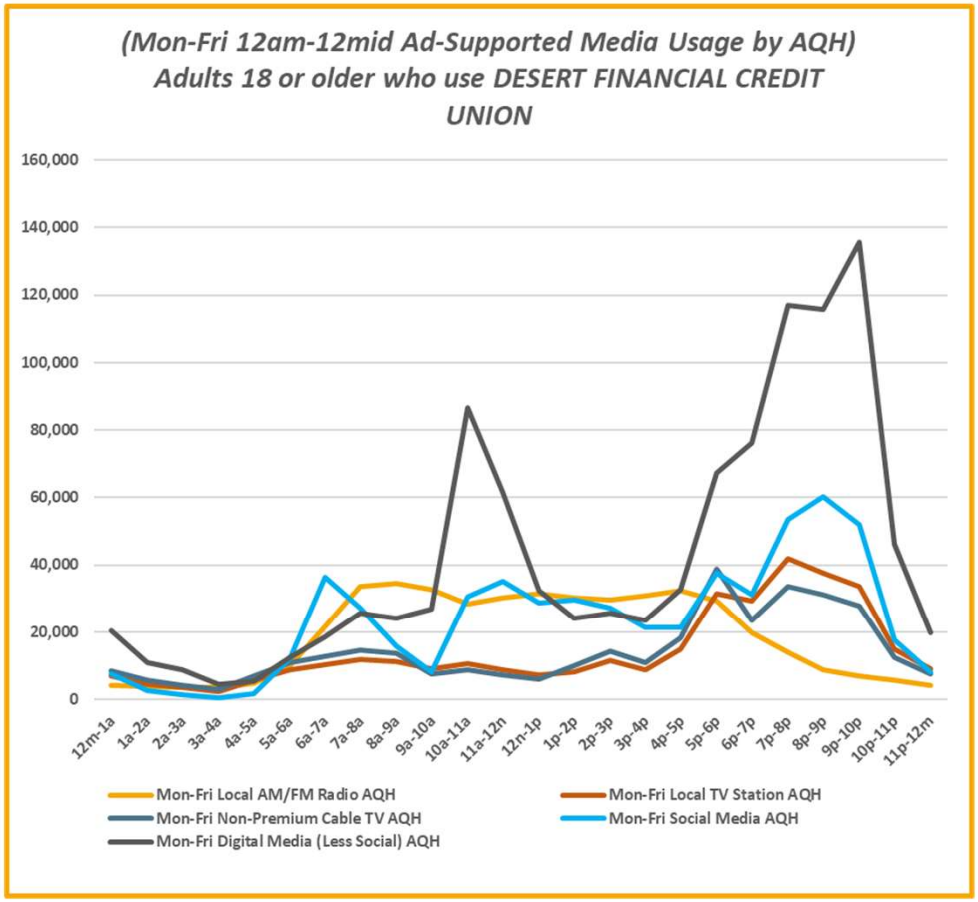
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

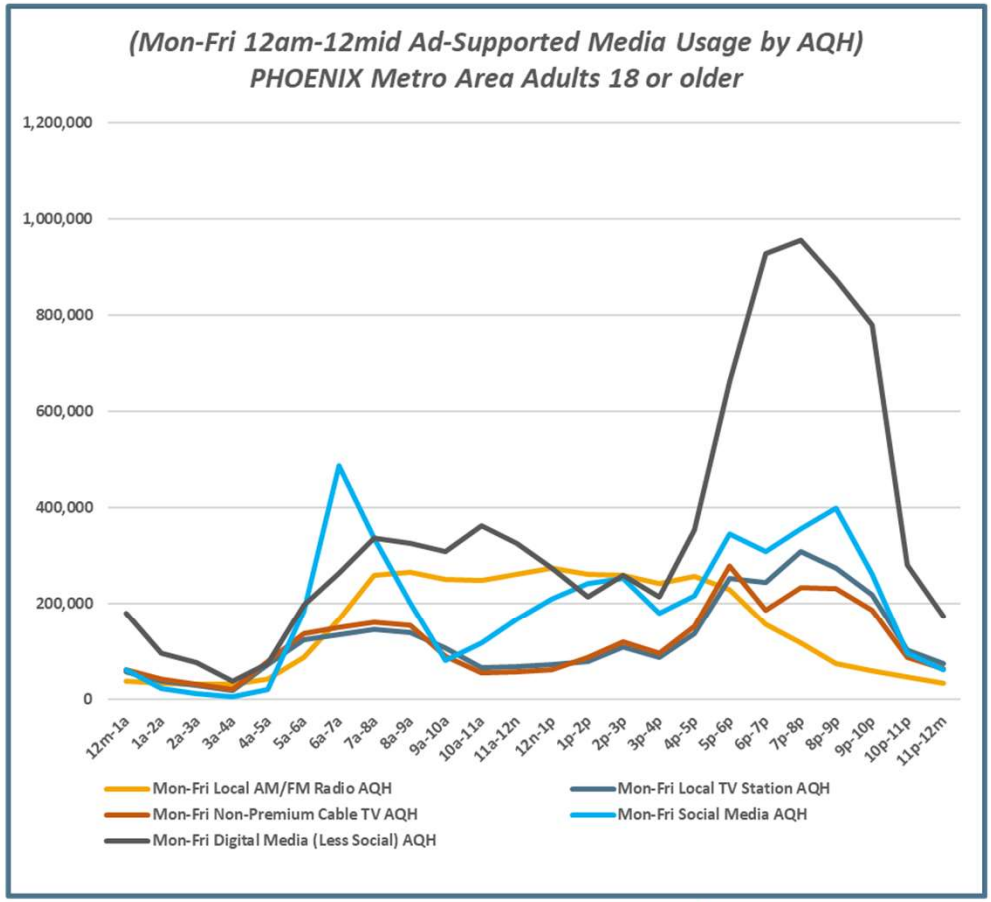
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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,344; Local Radio: 29,531; Social Media: 26,875; Non-Prem. Cable: 14,318; Local TV: 13,289 reaching Adults 18 or older who use DESERT FINANCIAL CREDIT UNION.





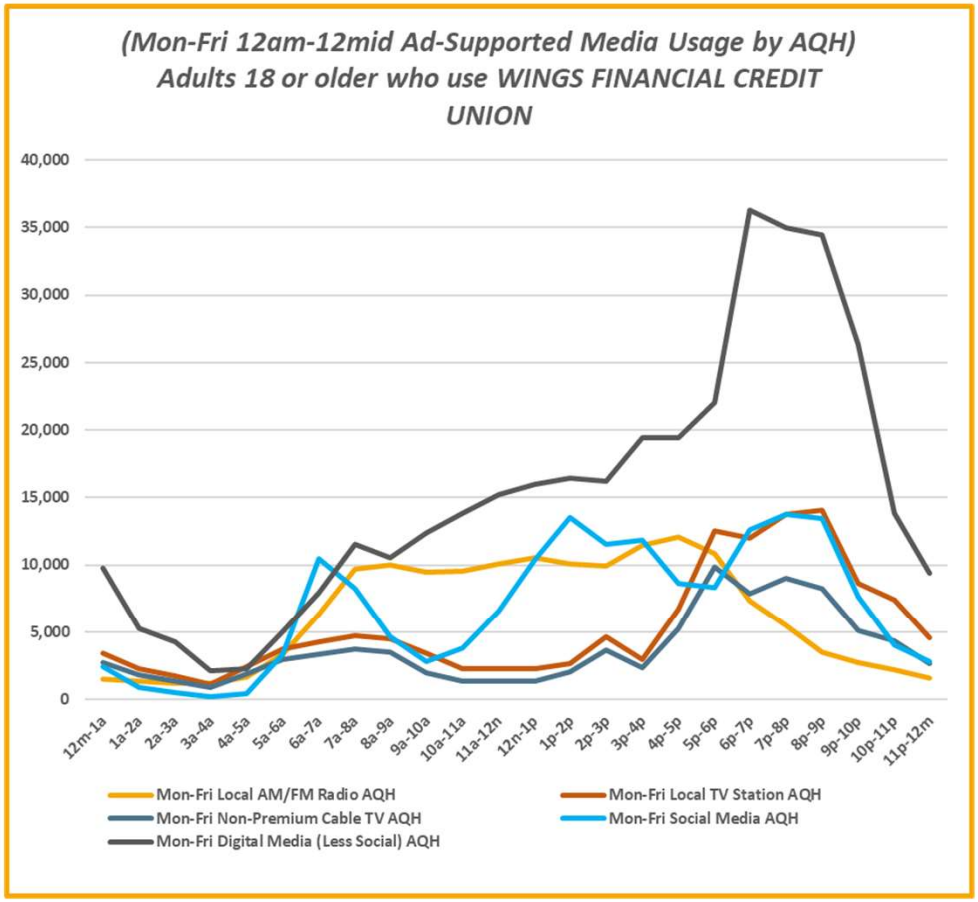
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

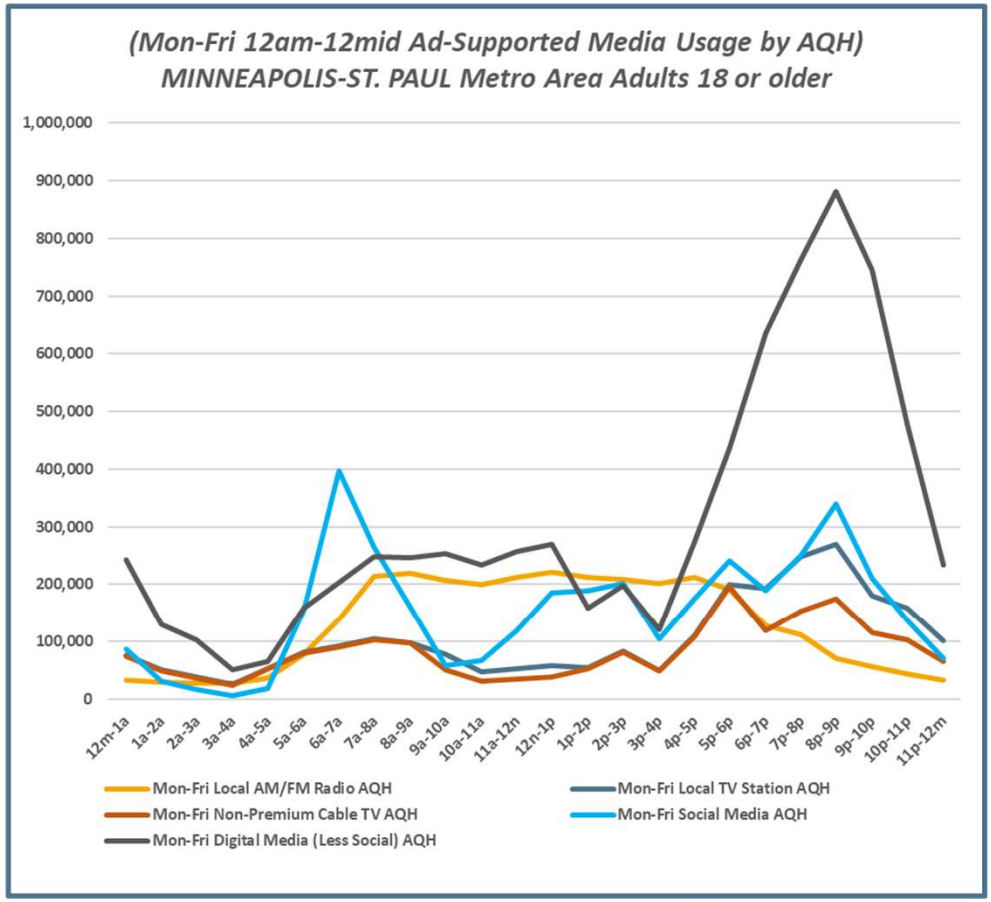
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Banks HHLD uses (HHLD): Desert Financial Credit Union

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,711; Local Radio: 9,786; Social Media: 8,706; Local TV: 5,014; Non-Prem. Cable: 3,660 reaching Adults 18 or older who use WINGS FINANCIAL CREDIT UNION.





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

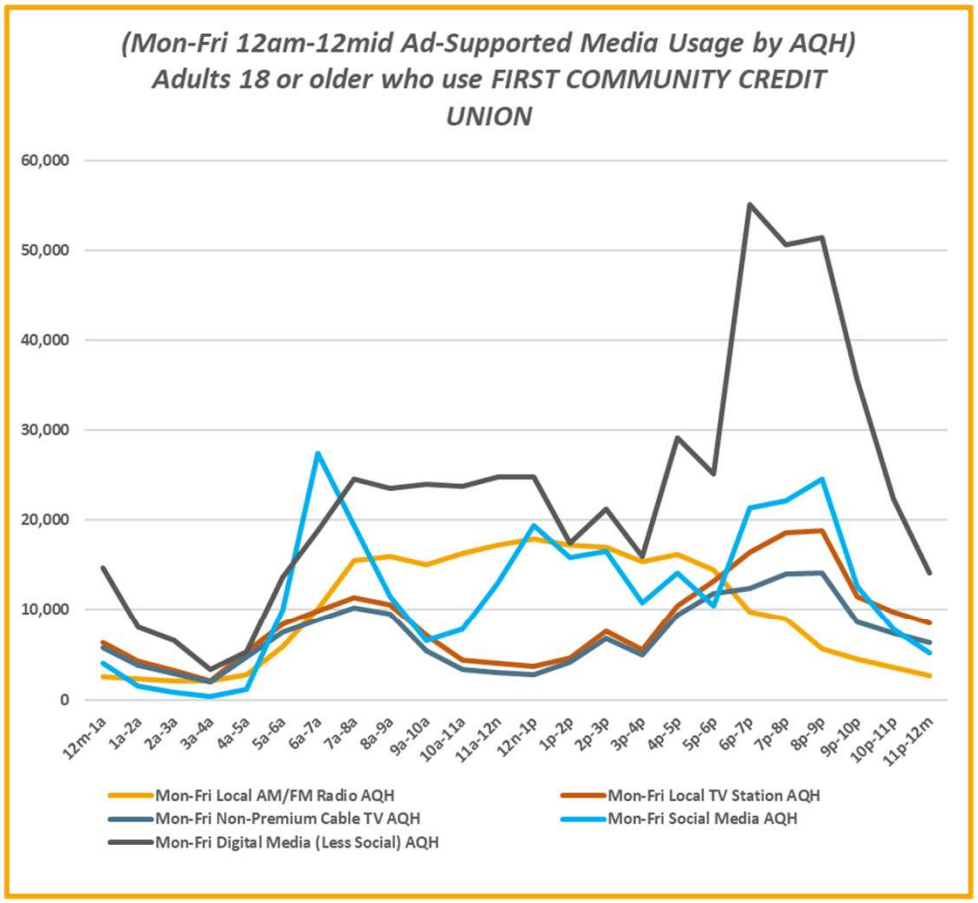
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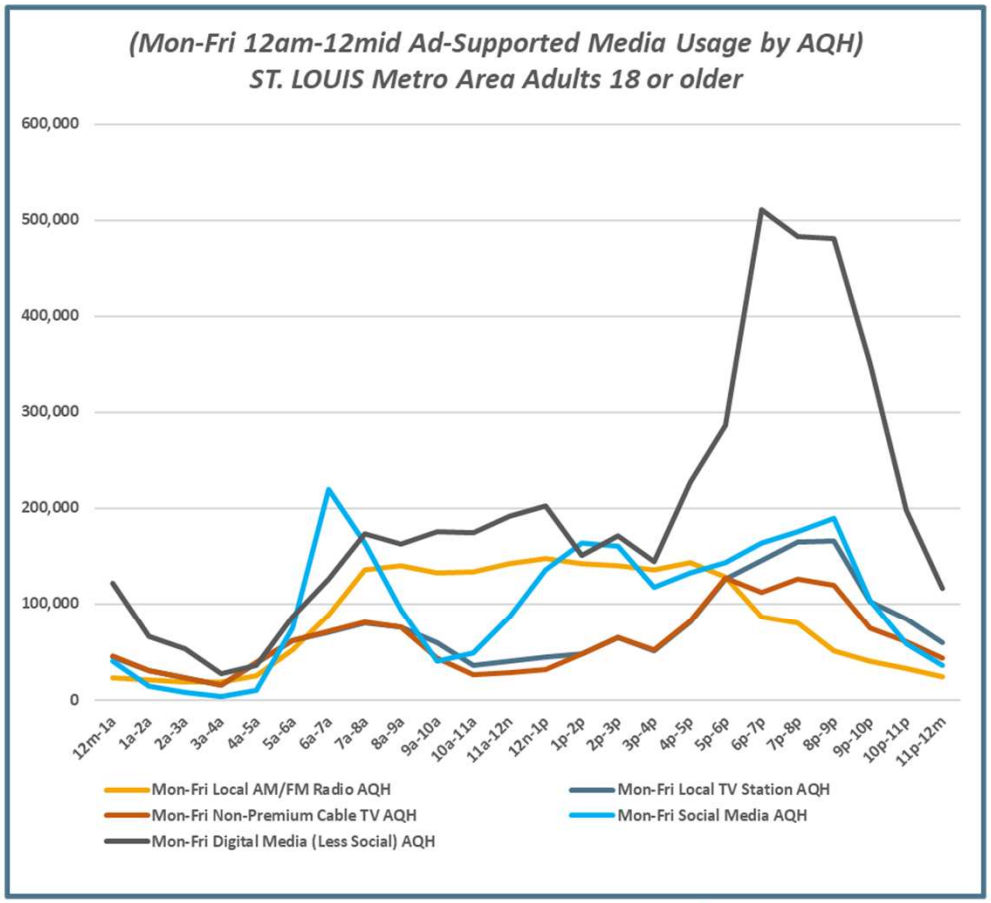
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Banks HHLD uses (HHLD): Wings Financial

First Community
For all your Savings and all your Loans.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,269; Local Radio: 15,256; Social Media: 14,938; Local TV: 8,373; Non-Prem. Cable: 7,124 reaching Adults 18 or older who use FIRST COMMUNITY CREDIT UNION.





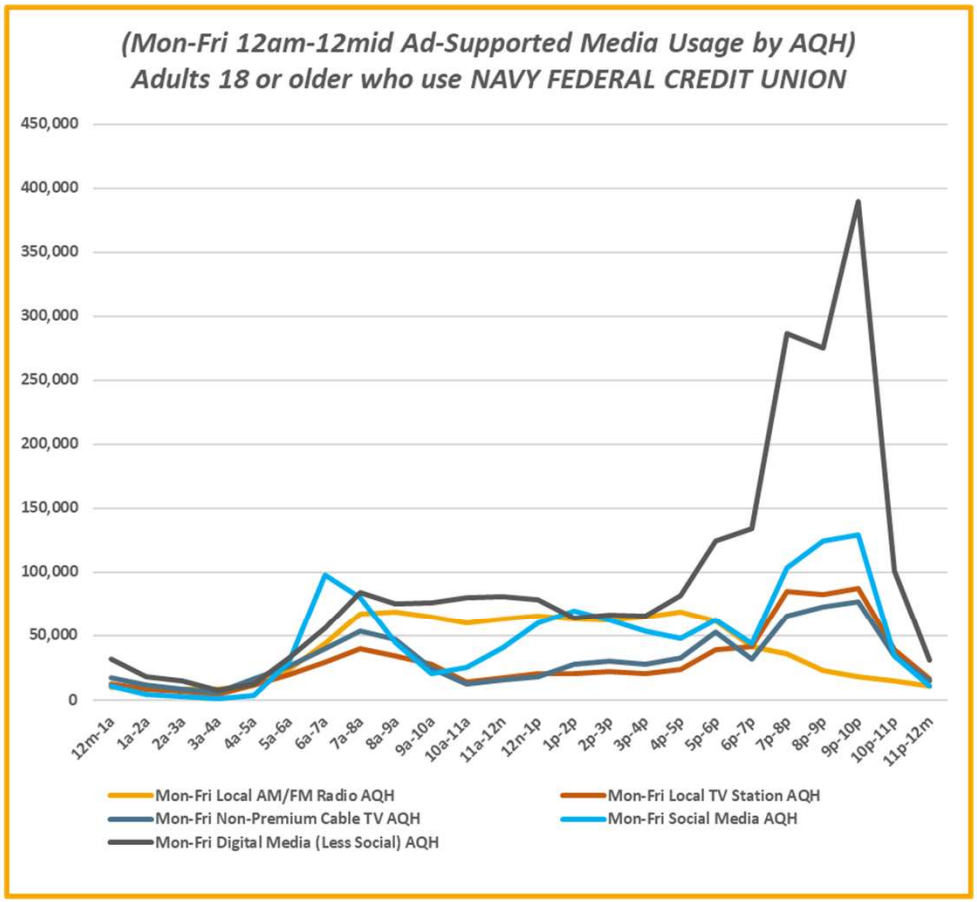
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

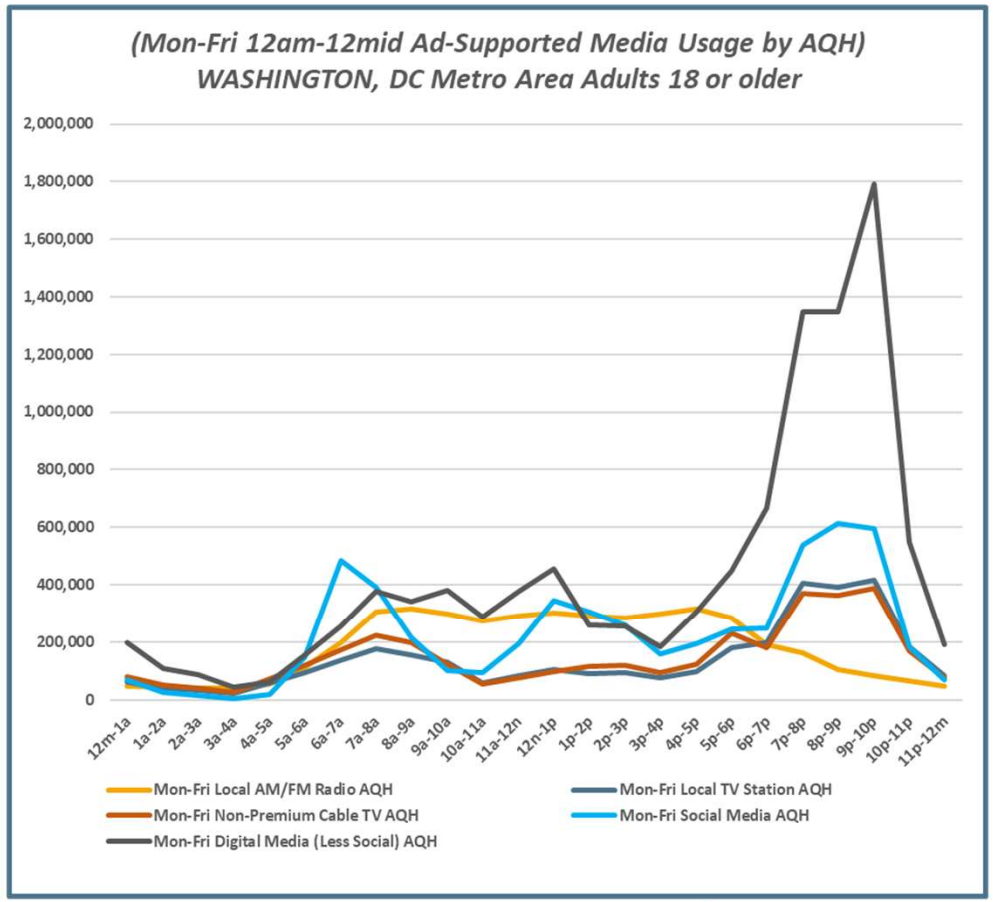
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Banks HHLD uses (HHLD): First Community Credit Union

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 81,897; Local Radio: 61,019; Social Media: 54,204; Non-Prem. Cable: 31,555; Local TV: 26,704 reaching Adults 18 or older who use NAVY FEDERAL CREDIT UNION.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

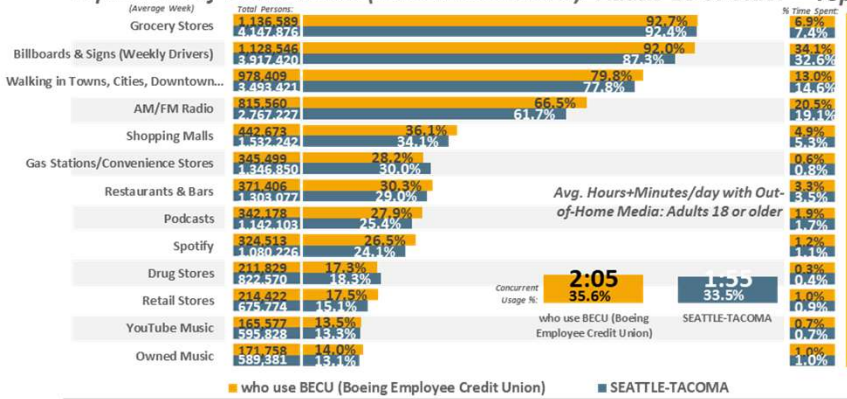
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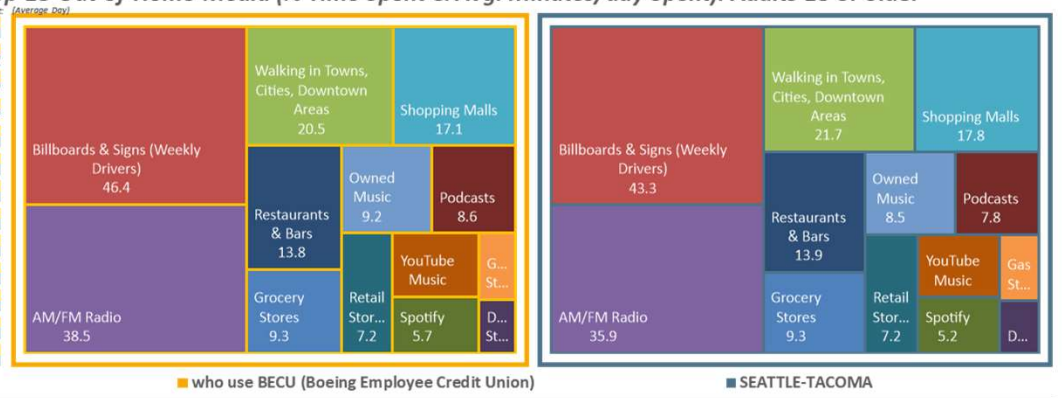
Banks HHLD uses (HHLD): Navy Federal Credit Union

1,128,546 or 92.% of Adults 18 or older who use BECU (Boeing Employee Credit Union) spend an average of 46.4 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minutes/day.

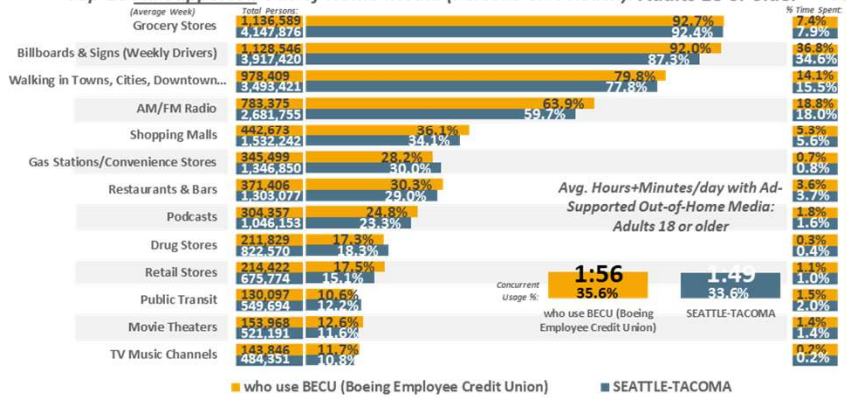
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



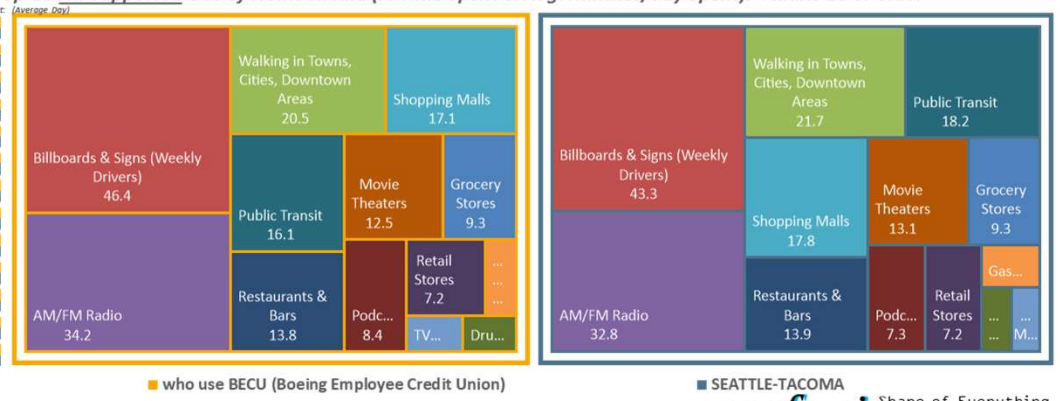
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

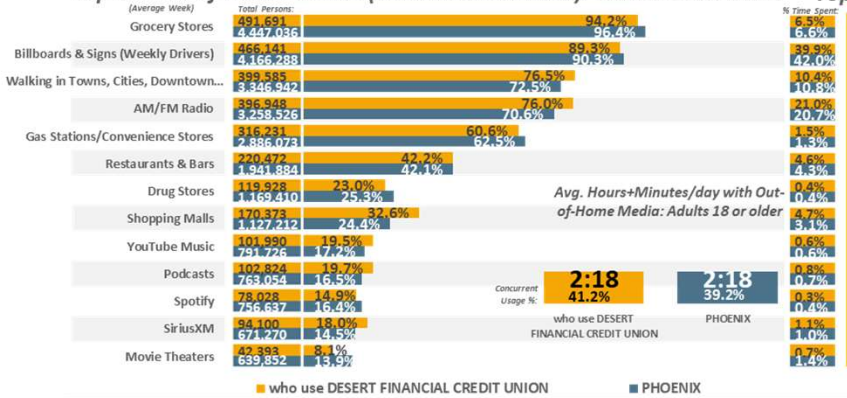
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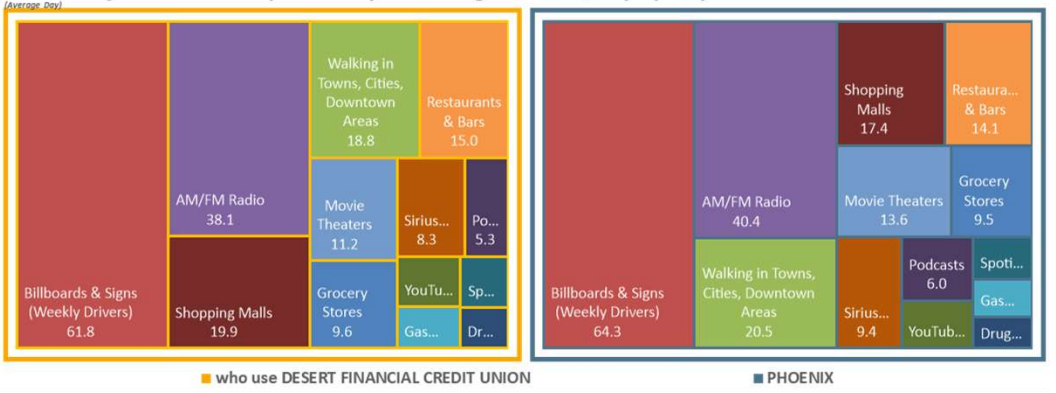
Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

466,141 or 89.3% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION spend an average of 61.8 minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 36.7 minutes/day.

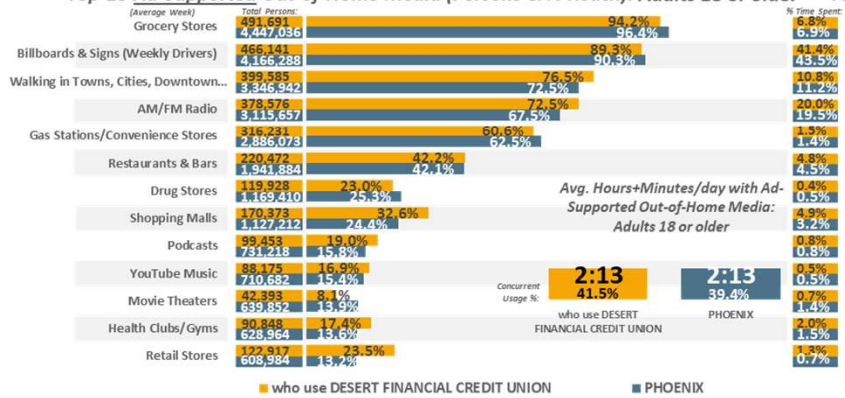
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



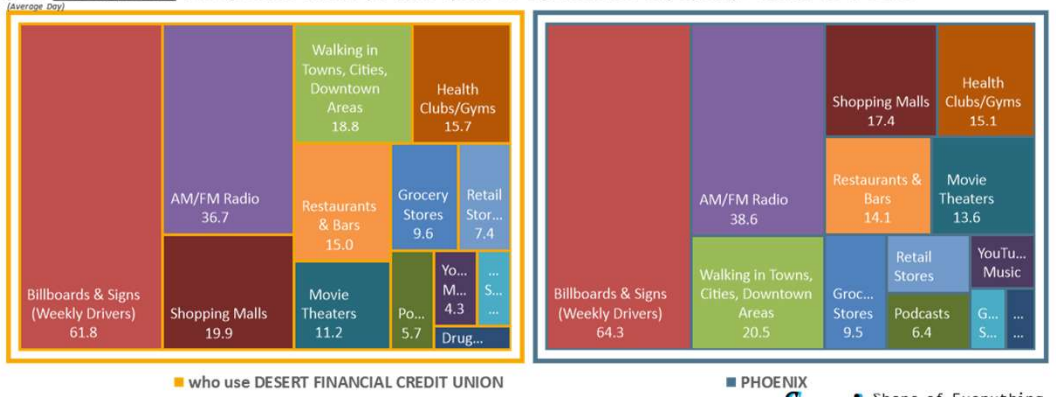
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

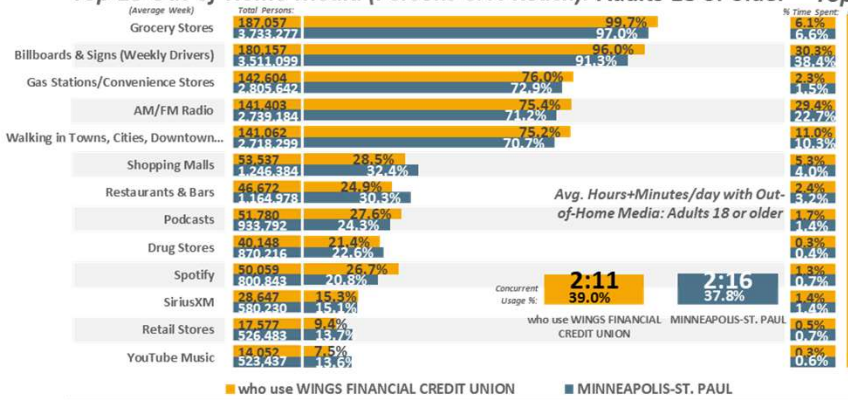
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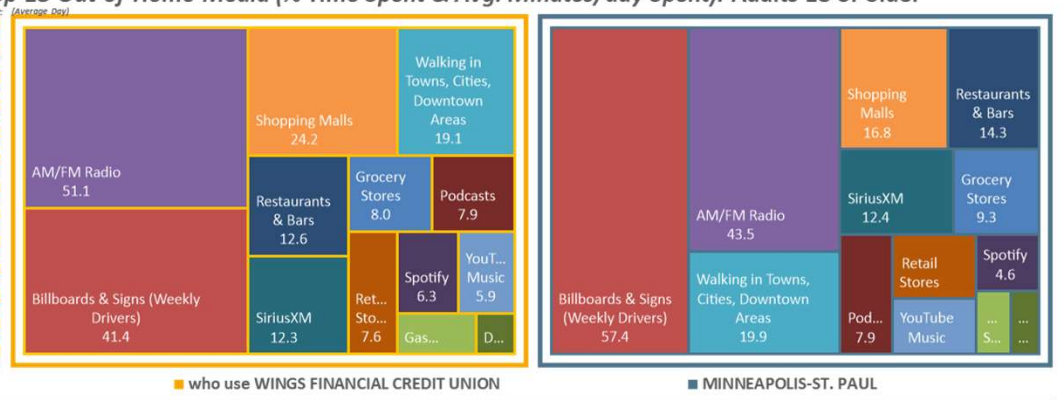
Banks HHLD uses (HHLD): Desert Financial Credit Union

180,157 or 96.% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION spend an average of 41.4 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 42.8 minutes/day.

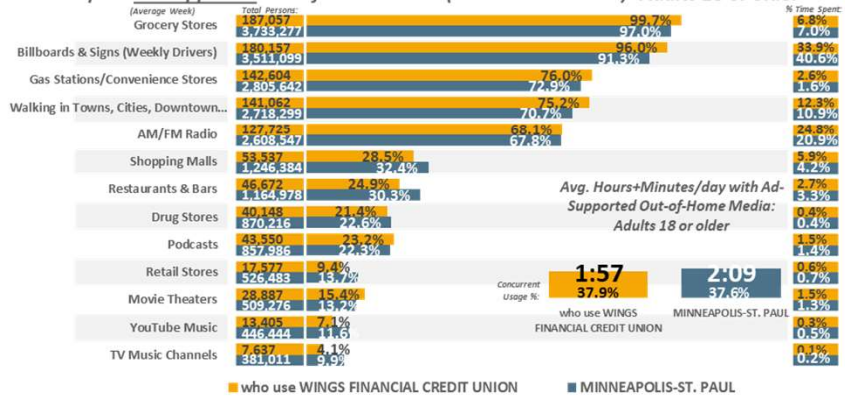
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



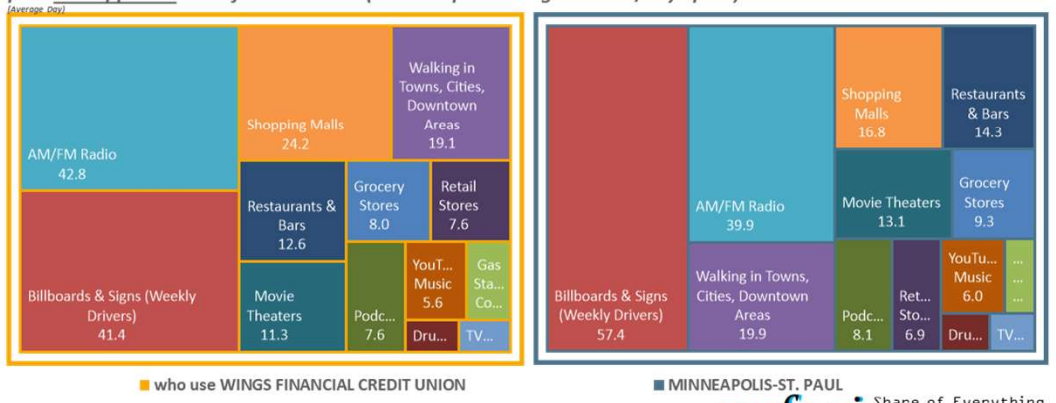
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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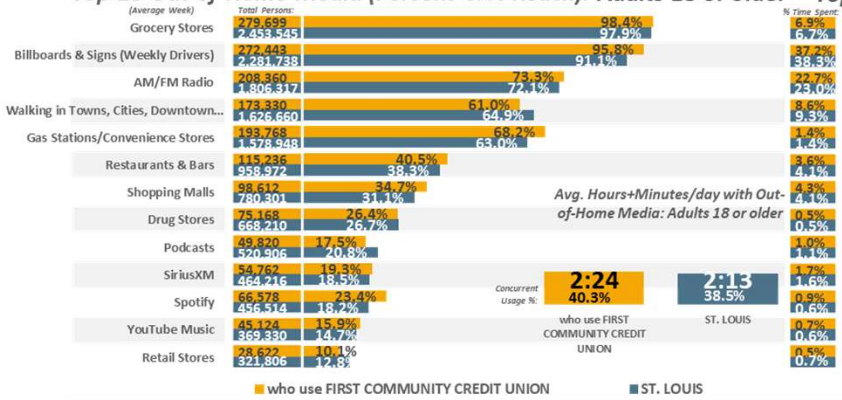
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Banks HHLD uses (HHLD): Wings Financial

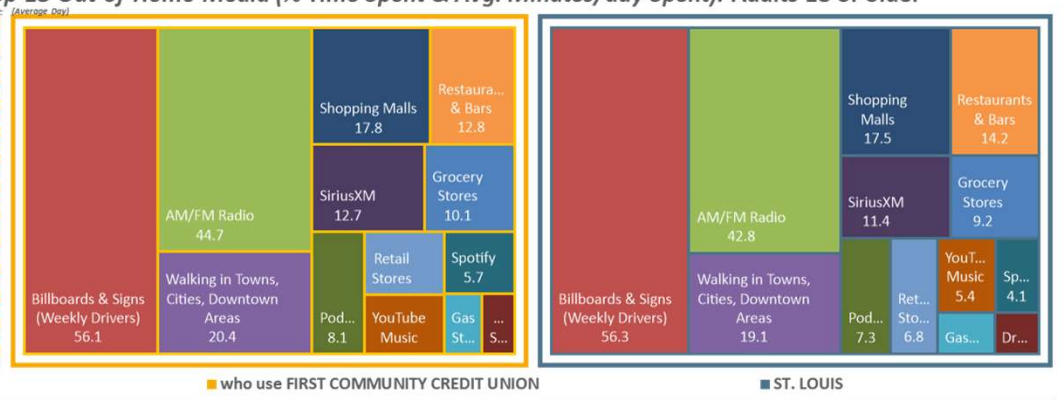
First Community
For all your Savings and all your Loans.

272,443 or 95.8% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 41.8 minutes/day.

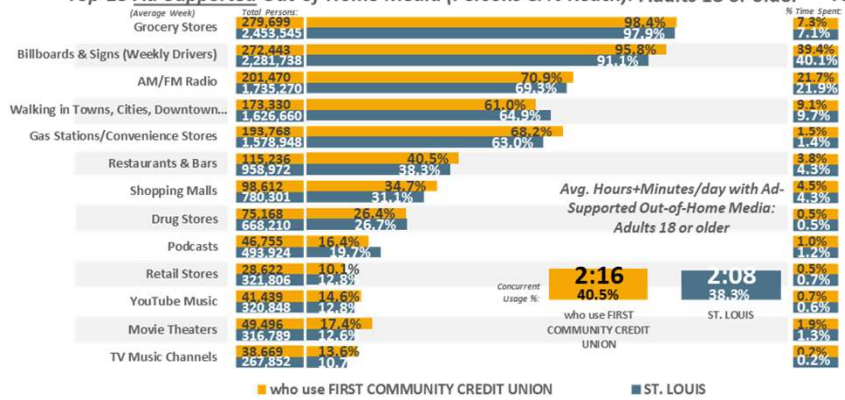
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



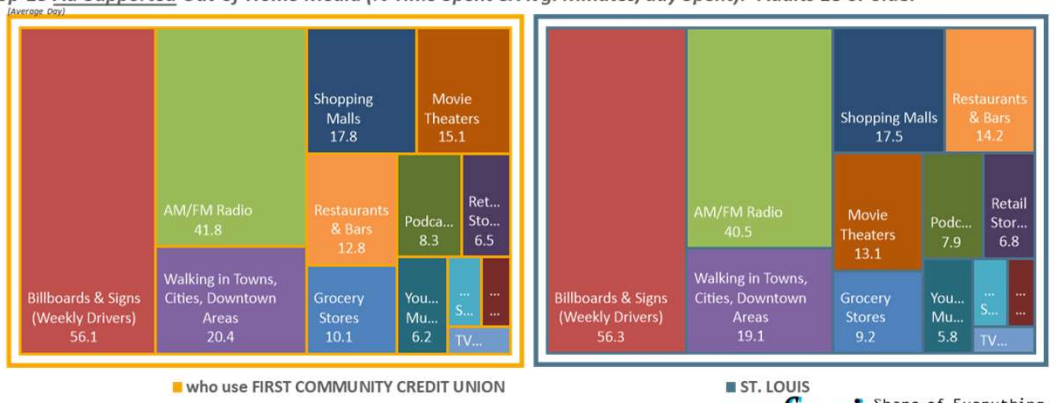
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



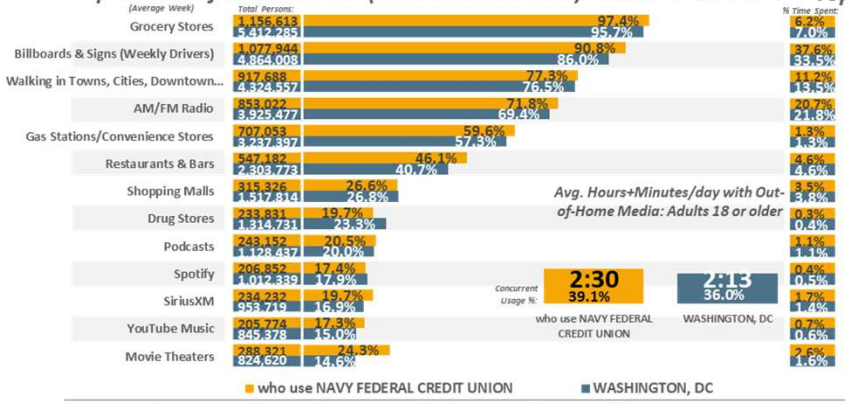
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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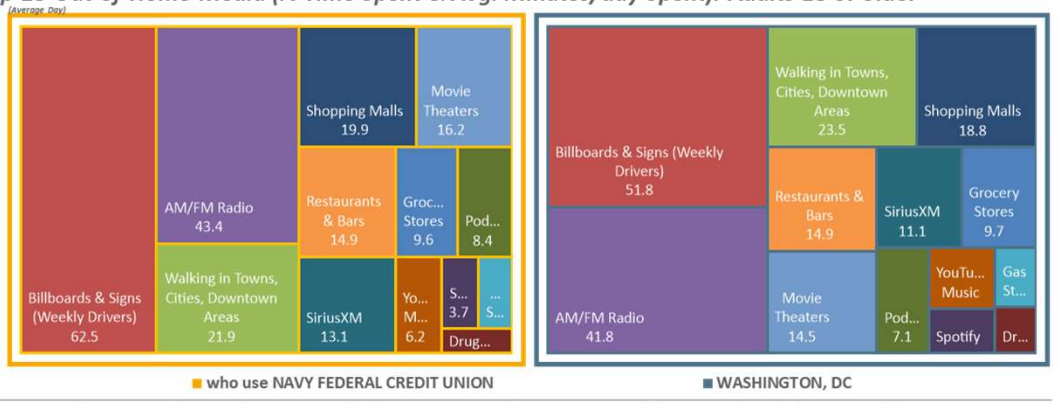
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1,077,944 or 90.8% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION spend an average of 62.5 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day.

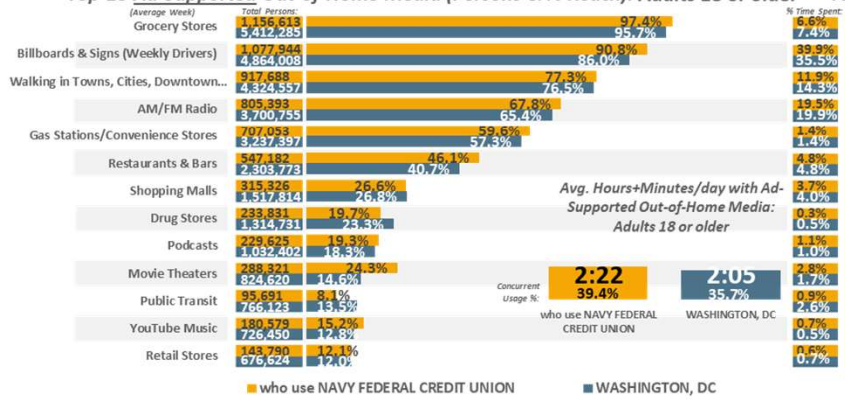
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



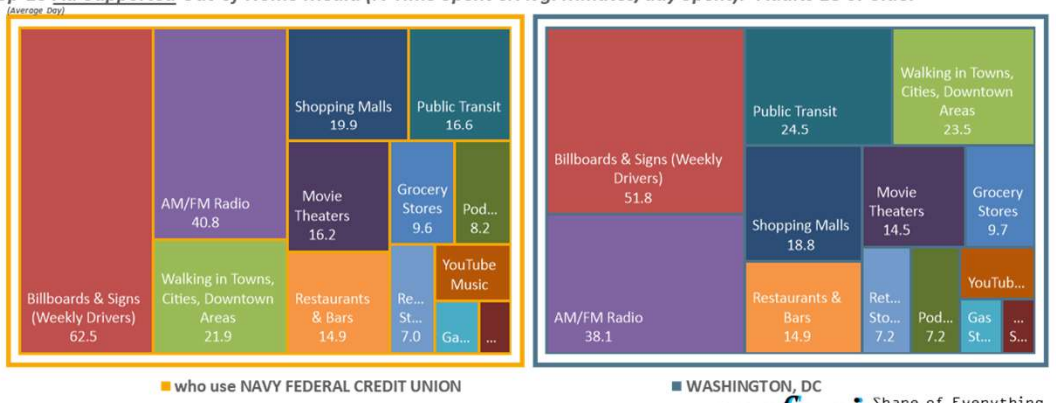
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

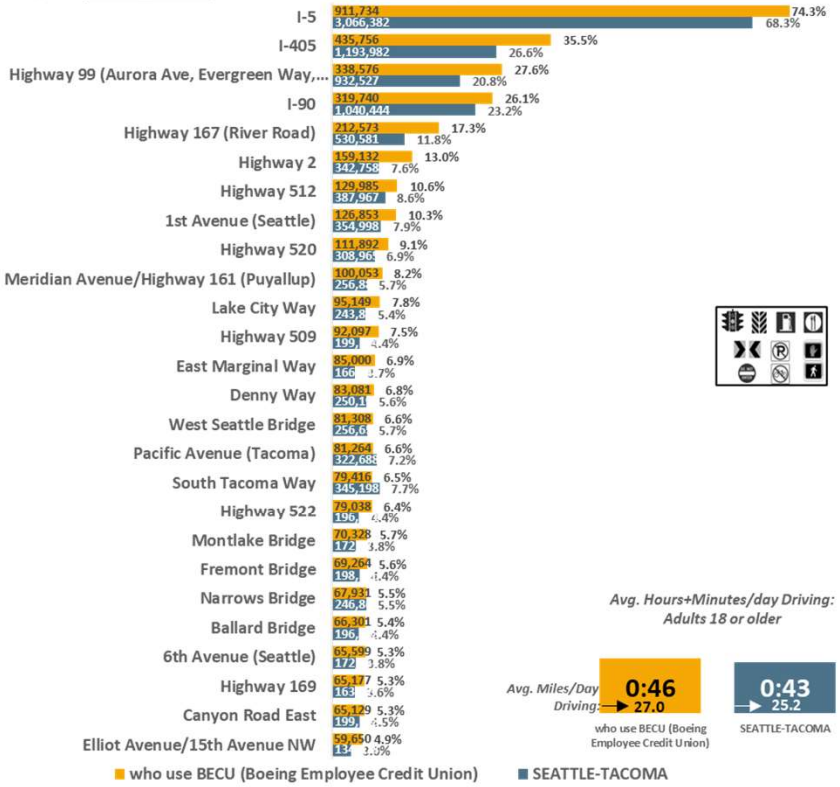
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Banks HHLD uses (HHLD): Navy Federal Credit Union

1,128,546 or 92.% of Adults 18 or older who use BECU (Boeing Employee Credit Union) spend an average of 46.4 minutes per day driving an average of 27. miles each day and are 86.3% more likely to use East Marginal Way than the Metro average.

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



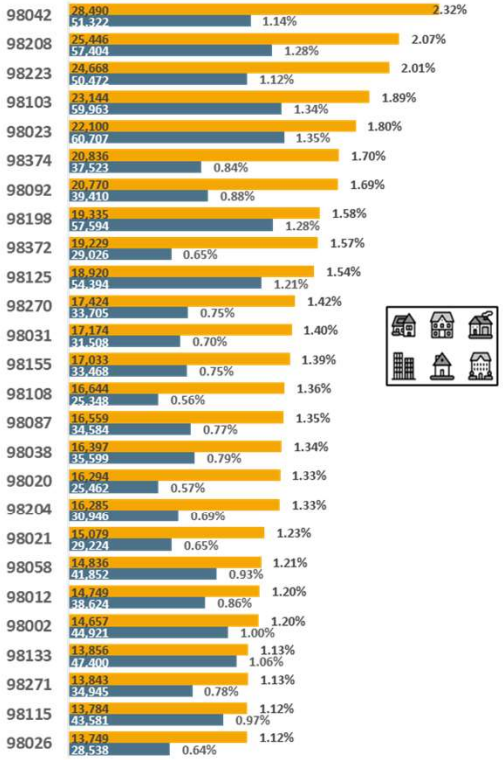
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 27.0

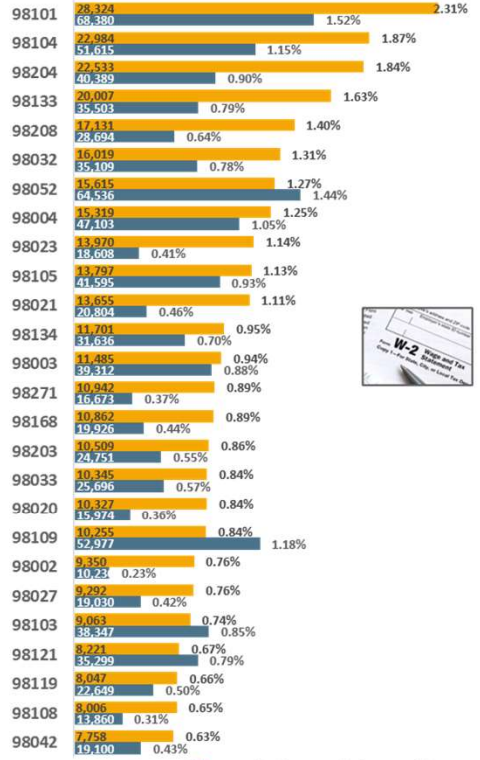
0:46 who use BECU (Boeing Employee Credit Union)

0:43 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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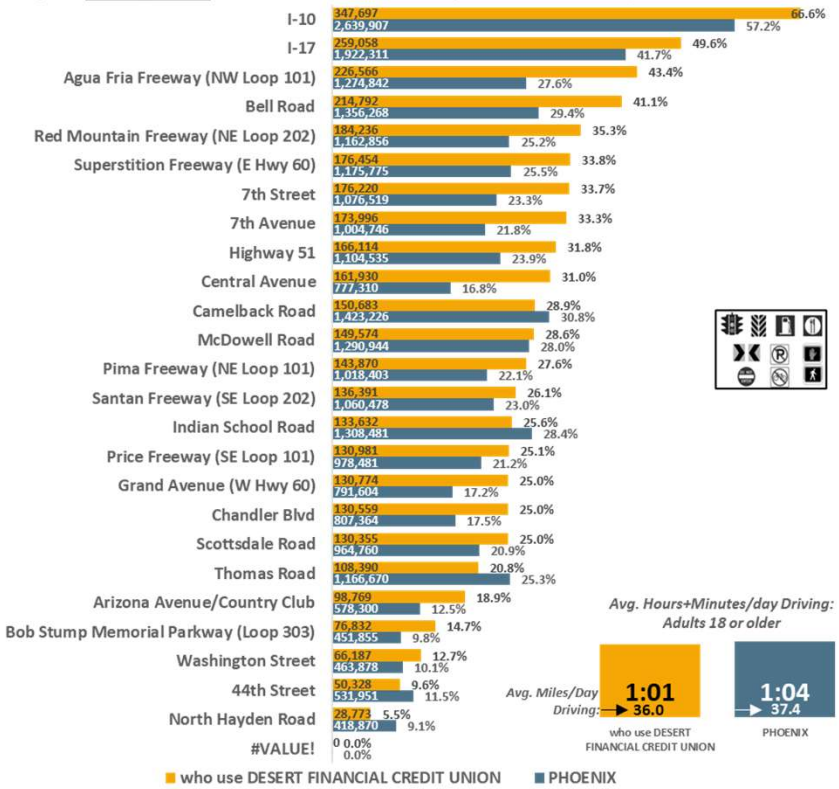
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

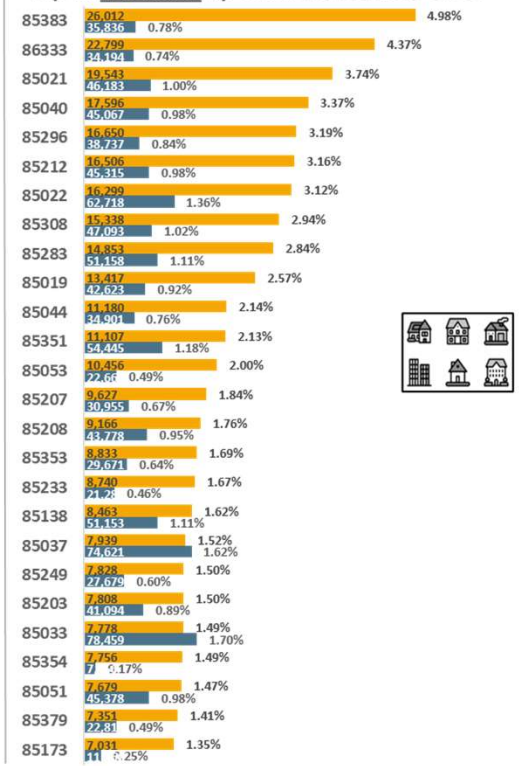
466,141 or 89.3% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION spend an average of 61.8 minutes per day driving an average of 36. miles each day and are 84.1% more likely to use Central Avenue than the Metro average.

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

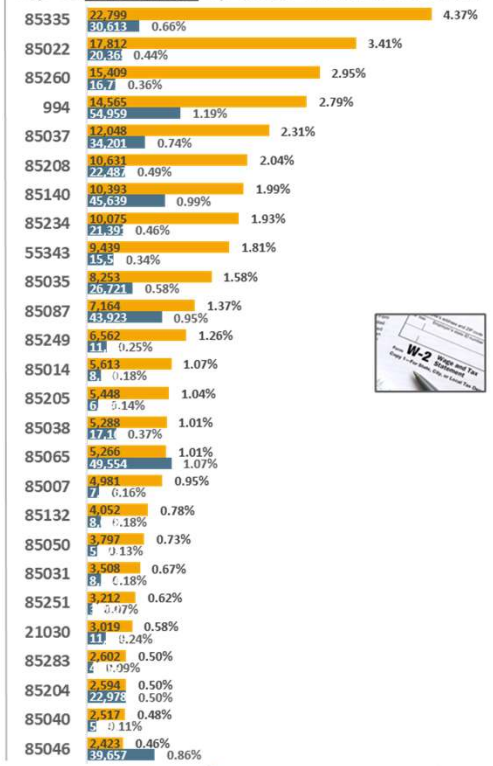


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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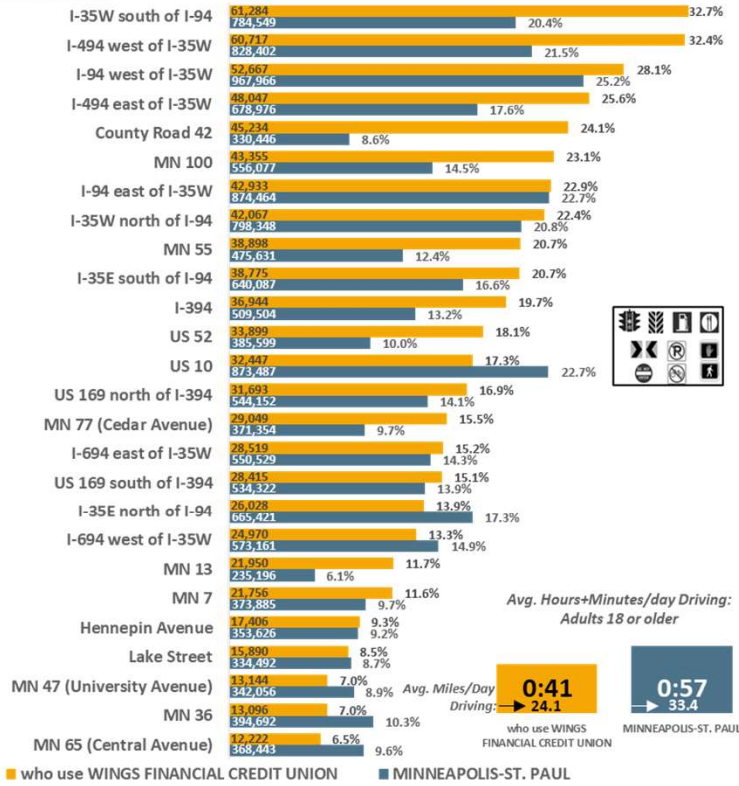
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

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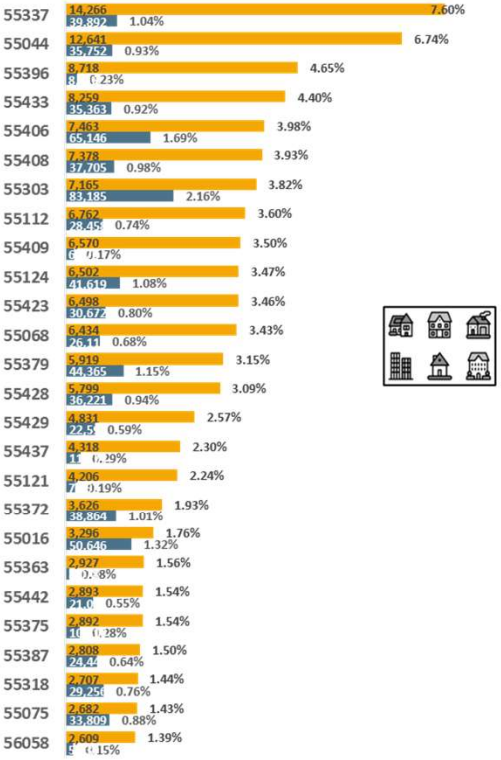
Banks HHLD uses (HHLD): Desert Financial Credit Union

180,157 or 96.% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION spend an average of 41.4 minutes per day driving an average of 24.1 miles each day and are 180.7% more likely to use County Road 42 than the Metro average.

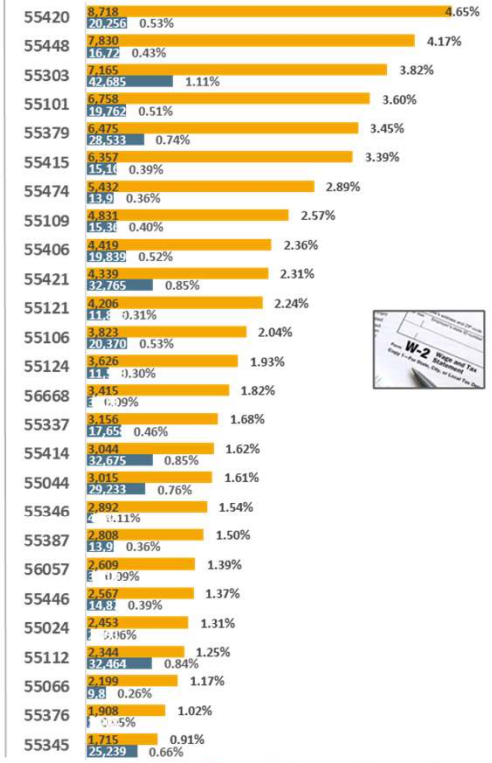
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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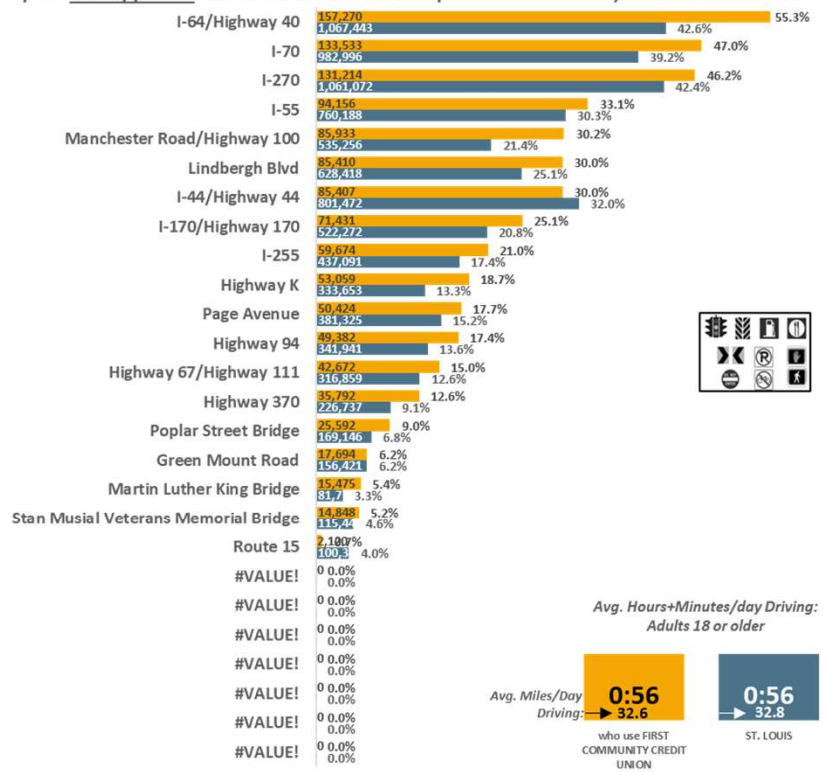
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91
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Banks HHLD uses (HHLD): Wings Financial

First Community
For all your Savings and all your Loans.

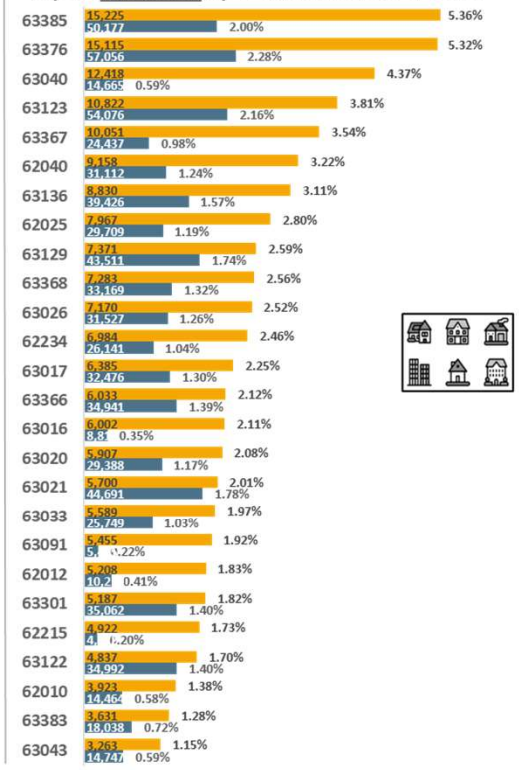
272,443 or 95.8% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION spend an average of 56.1 minutes per day driving an average of 32.6 miles each day and are 66.8% more likely to use Martin Luther King Bridge than the Metro average.

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

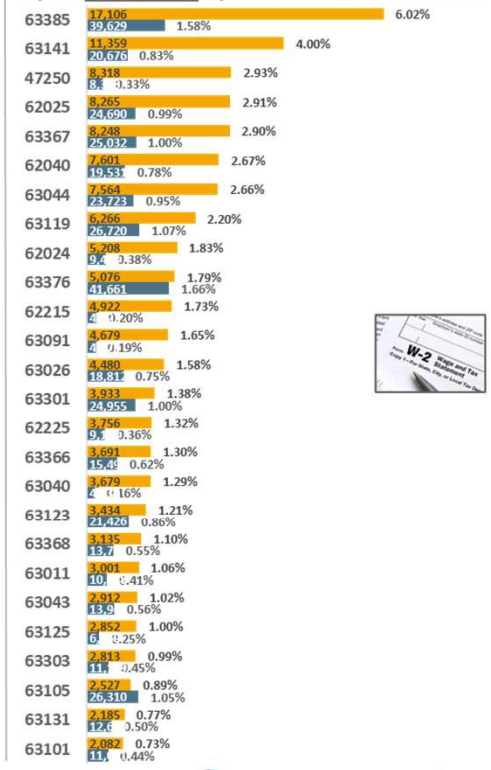


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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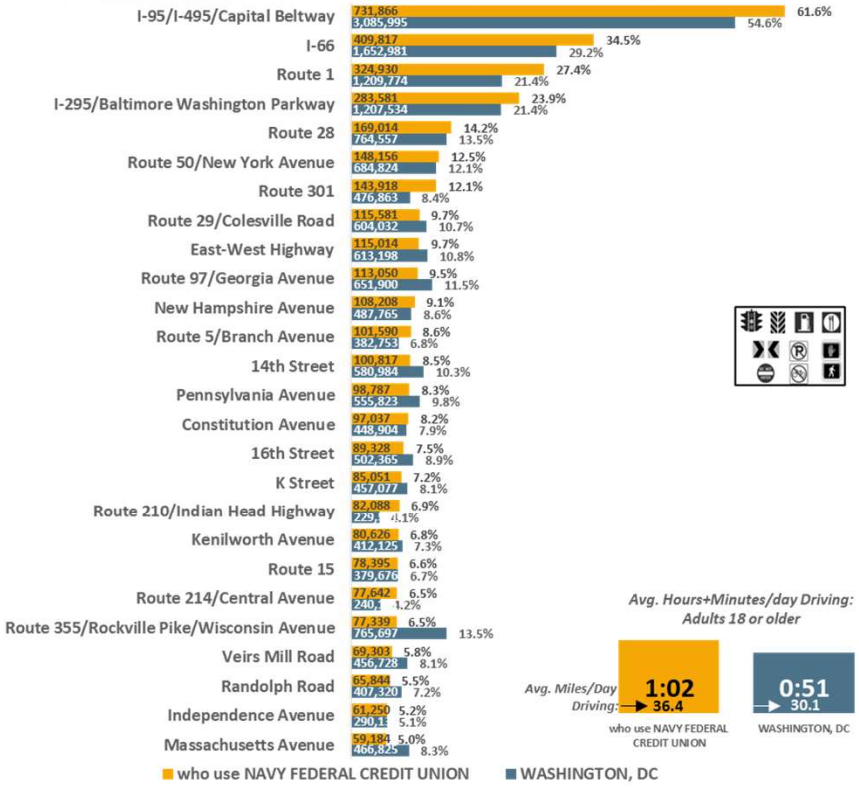
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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Banks HHLD uses (HHLD): First Community Credit Union

1,077,944 or 90.8% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION spend an average of 62.5 minutes per day driving an average of 36.4 miles each day and are 70.3% more likely to use Route 210/Indian Head Highway than the Metro average.

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

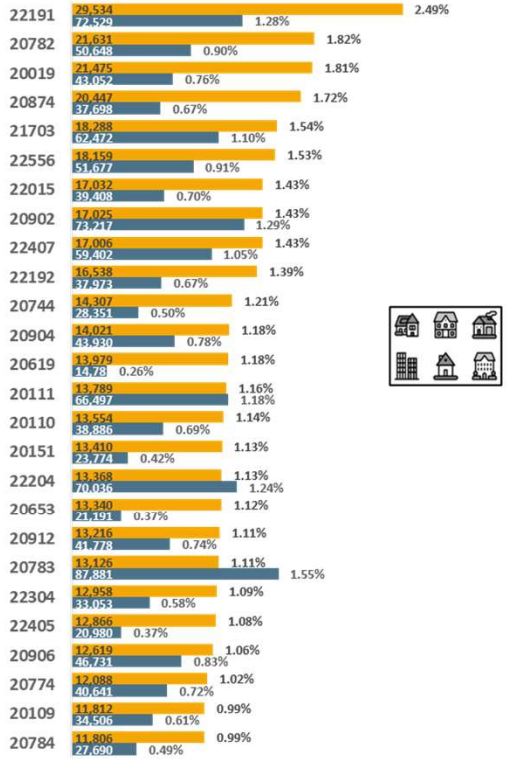


Avg. Hours+Minutes/day Driving: Adults 18 or older

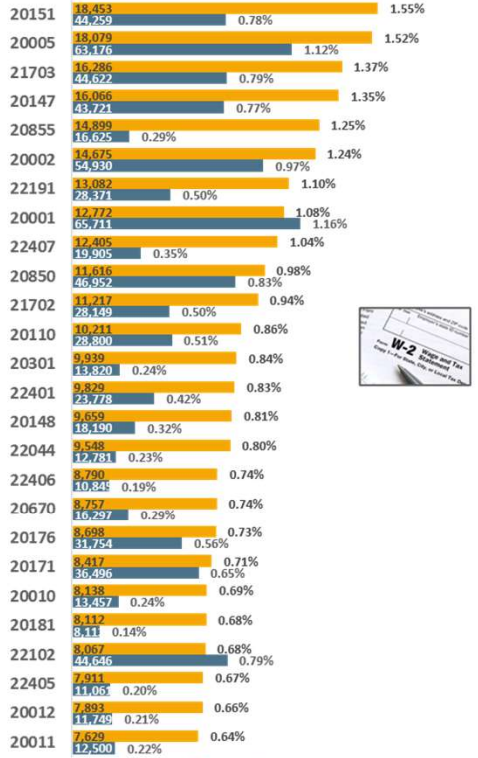
Avg. Miles/Day Driving: 1:02 → 36.4 who use NAVY FEDERAL CREDIT UNION

0:51 → 30.1 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



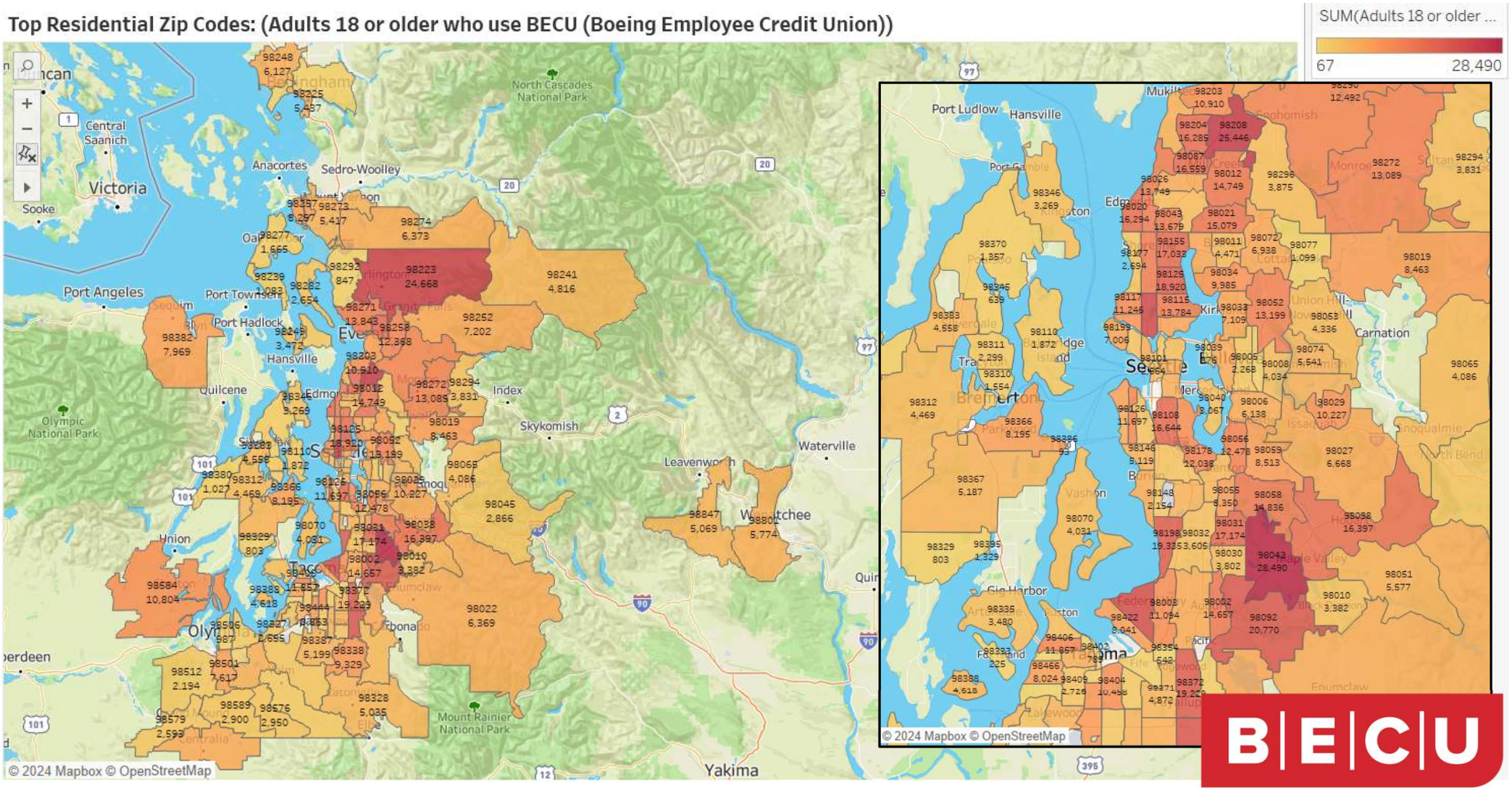
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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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Banks HHLD uses (HHLD): Navy Federal Credit Union

Top Residential Zip Codes: (Adults 18 or older who use BECU (Boeing Employee Credit Union))



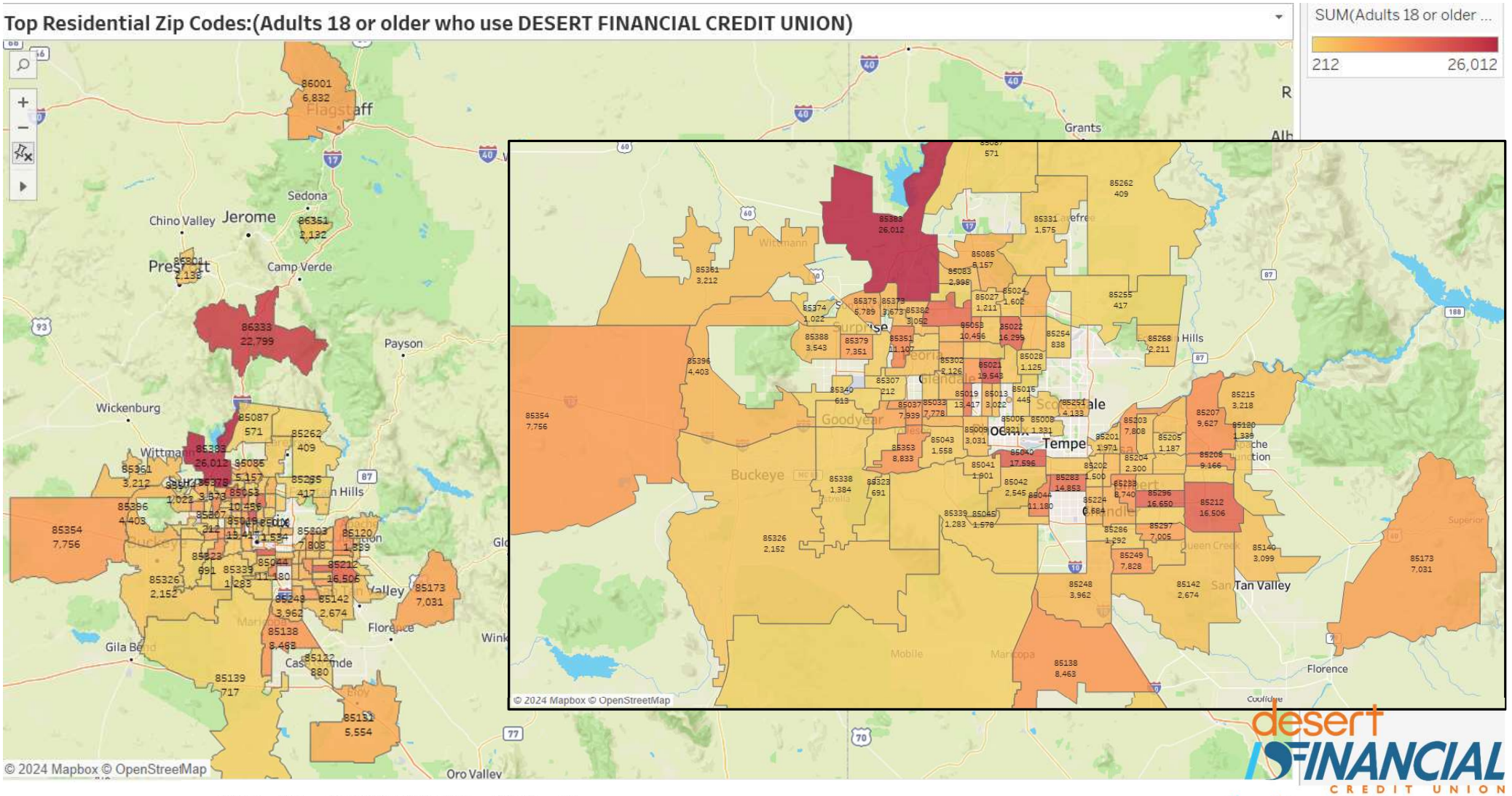
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

Top Residential Zip Codes:(Adults 18 or older who use DESERT FINANCIAL CREDIT UNION)



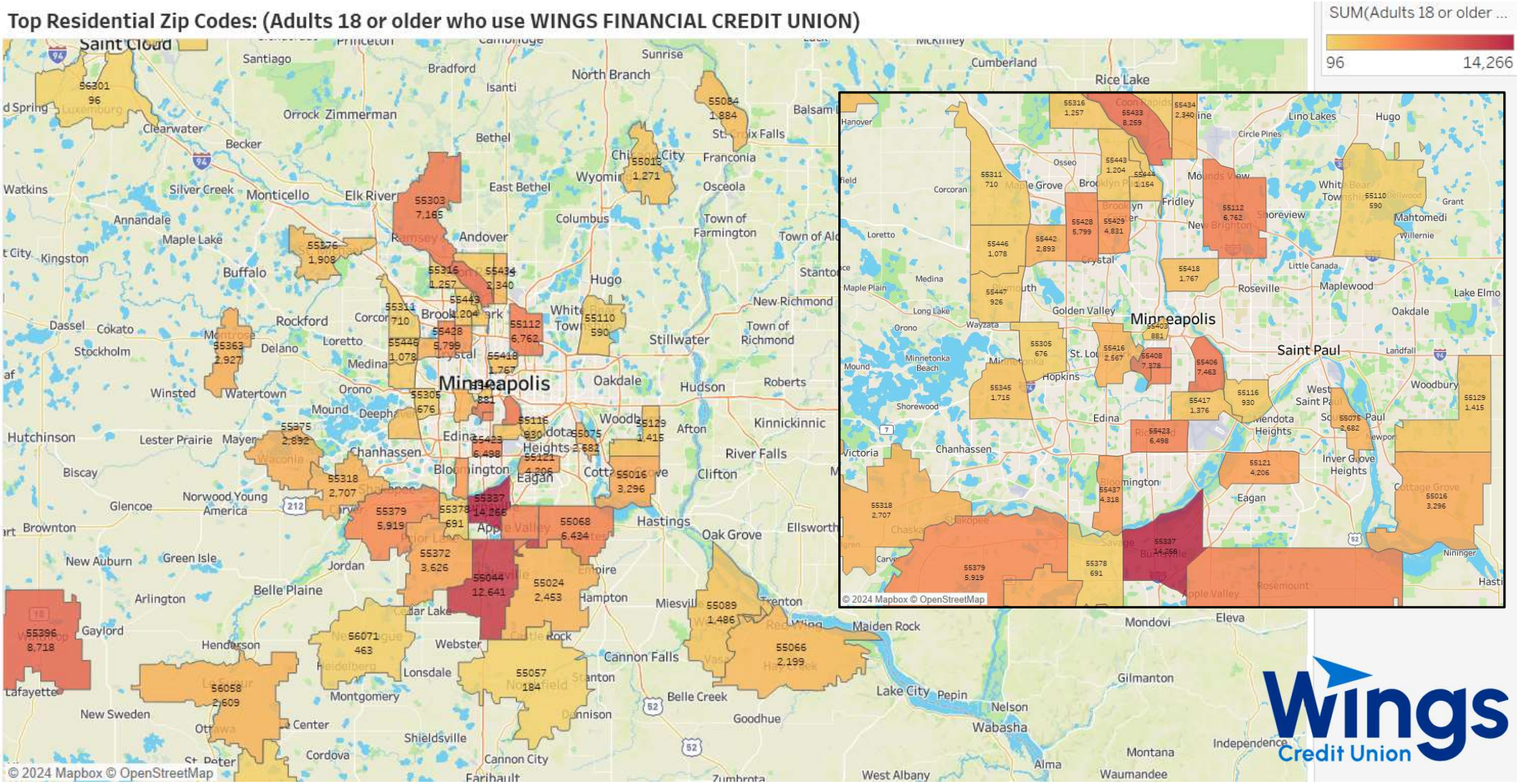
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281
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desert FINANCIAL CREDIT UNION

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Banks HHLD uses (HHLD): Desert Financial Credit Union

Top Residential Zip Codes: (Adults 18 or older who use WINGS FINANCIAL CREDIT UNION)

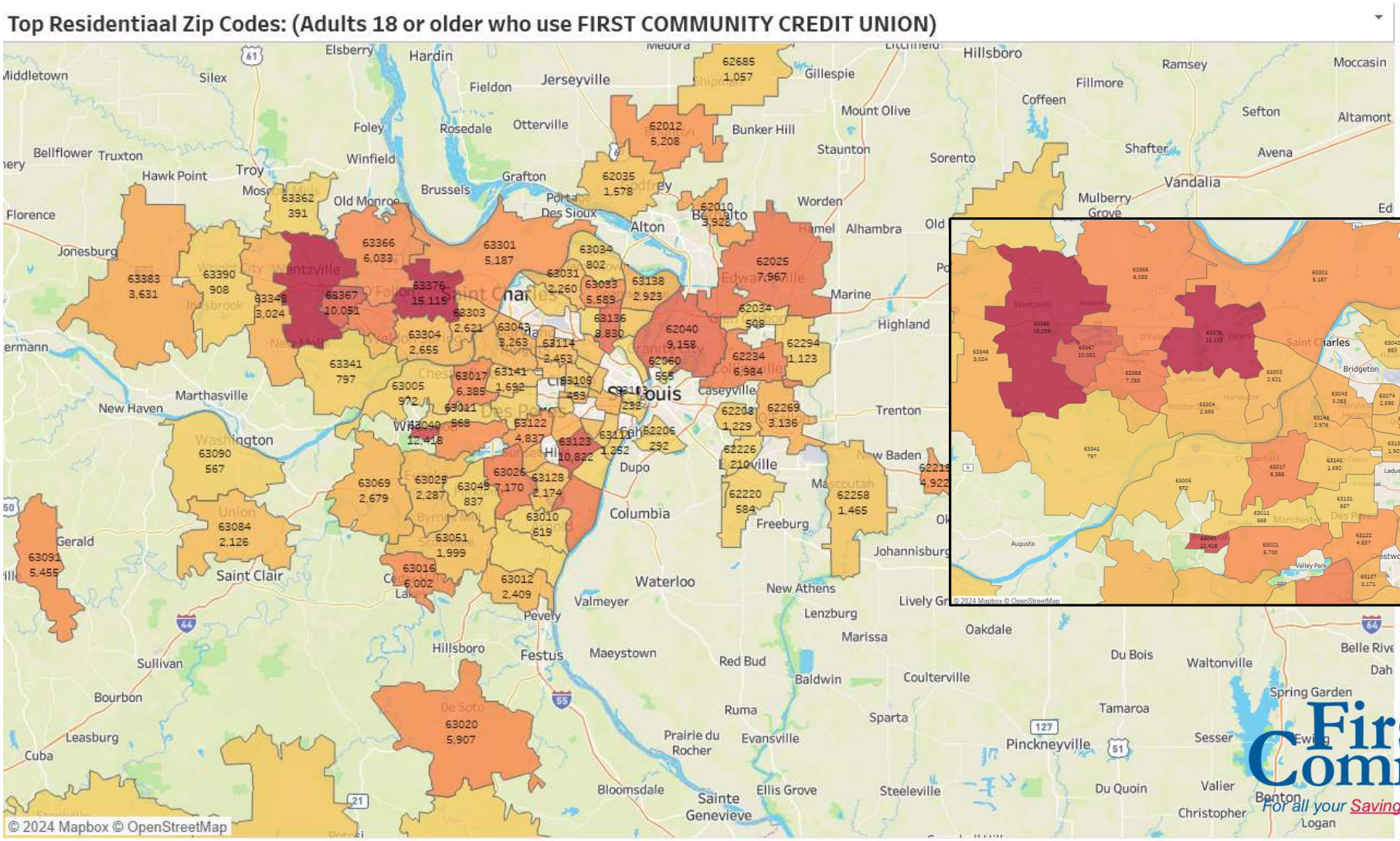


MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91
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Banks HHLD uses (HHLD): Wings Financial

Top Residentiaal Zip Codes: (Adults 18 or older who use FIRST COMMUNITY CREDIT UNION)



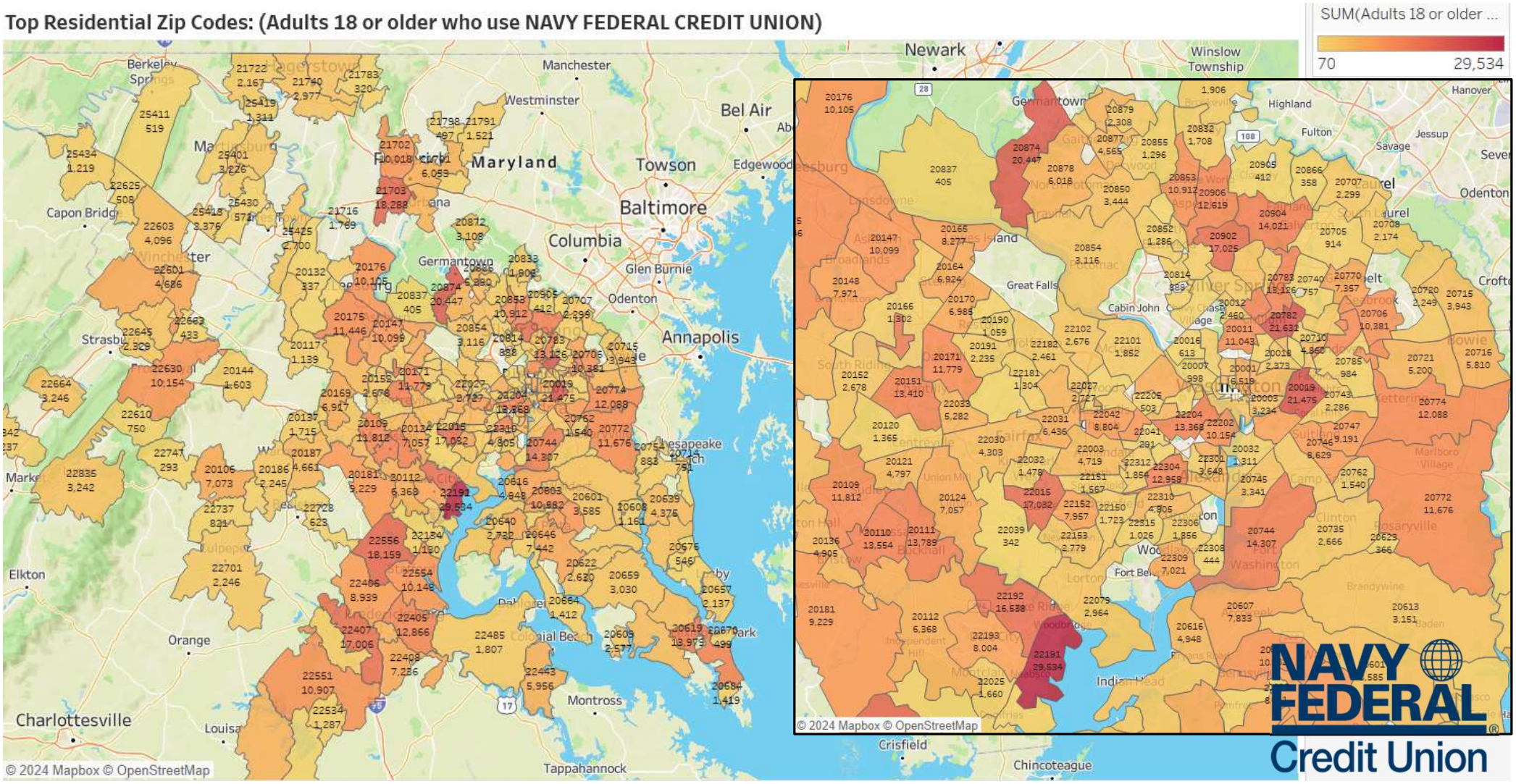
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233
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First Community
For all your Savings and all your Loans.

soefa.ai Share of Everything for Anything

Banks HHLD uses (HHLD): First Community Credit Union

Top Residential Zip Codes: (Adults 18 or older who use NAVY FEDERAL CREDIT UNION)



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

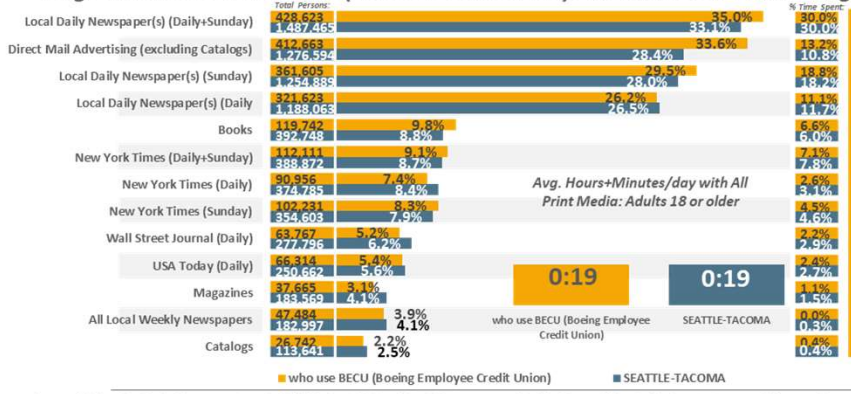
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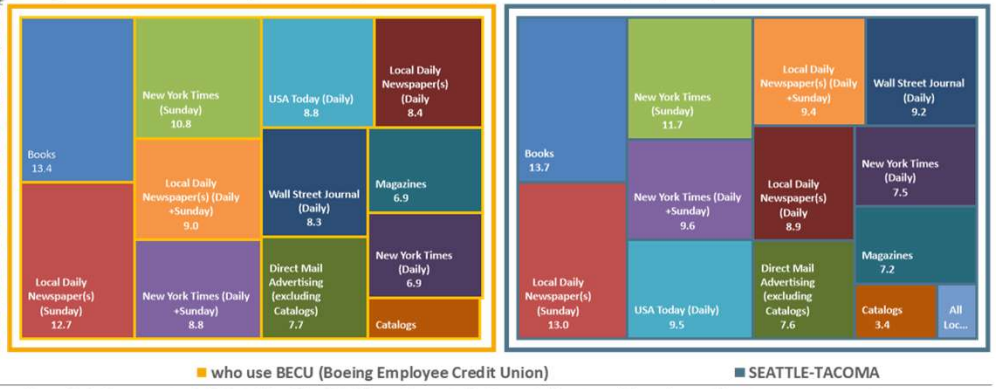
Banks HHLD uses (HHLD): Navy Federal Credit Union

428,623 or 35.% of Adults 18 or older who use BECU (Boeing Employee Credit Union) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

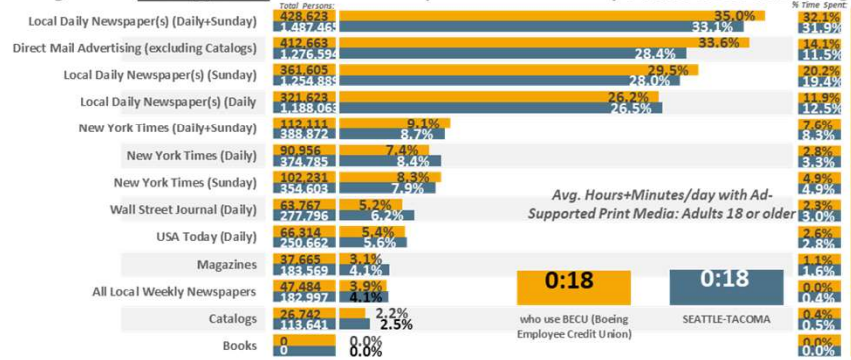
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,073

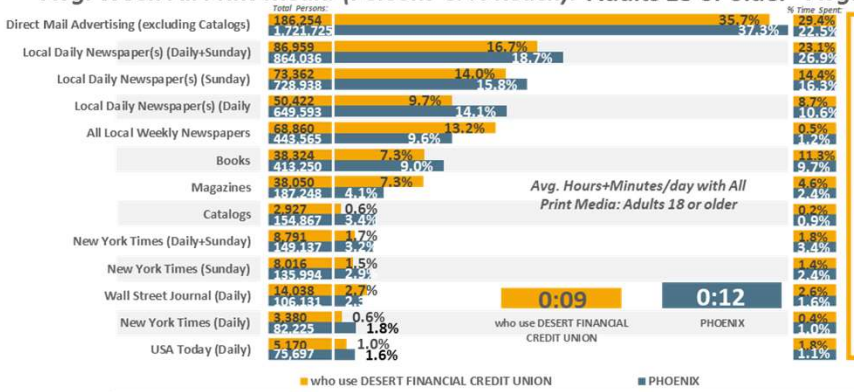
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Banks HHLD uses (HHLD): BECU (Boeing Employee Credit Union)

186,254 or 35.7% of Adults 18 or older who use DESERT FINANCIAL CREDIT UNION read Direct Mail Advertising (excluding Catalogs) for an average of 8.1 minutes every day representing 33.1% of all time spent daily with All forms of Print Media.

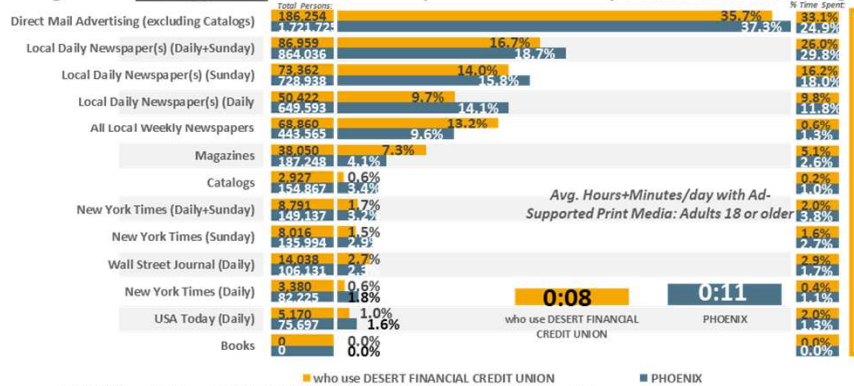
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 281

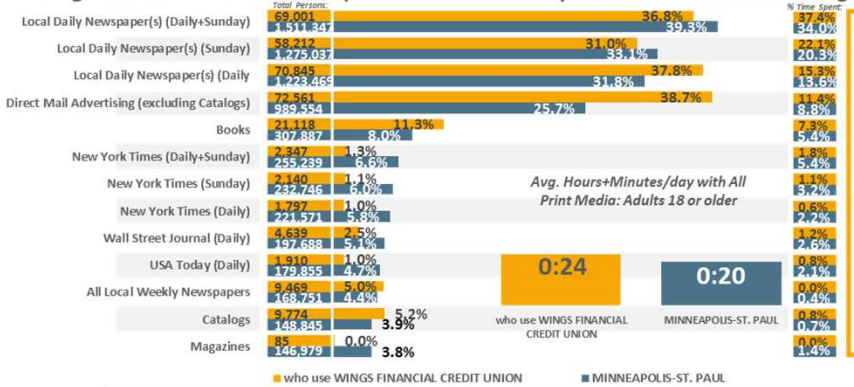
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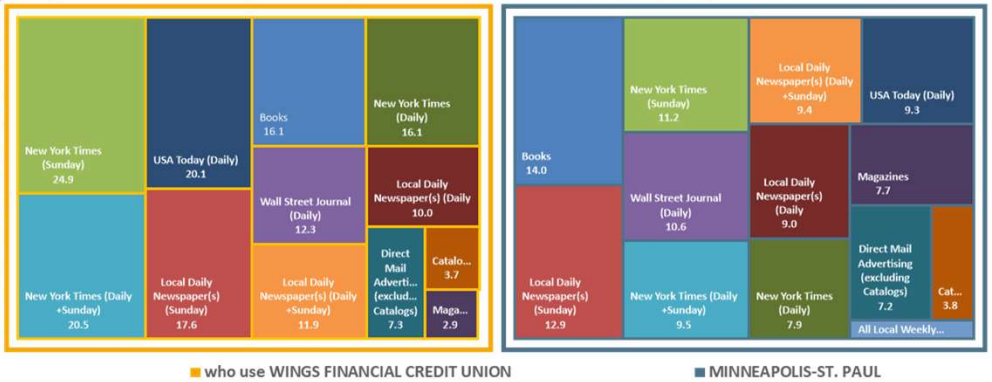
Banks HHLD uses (HHLD): Desert Financial Credit Union

69,001 or 36.8% of Adults 18 or older who use WINGS FINANCIAL CREDIT UNION read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 40.4% of all time spent daily with All forms of Print Media.

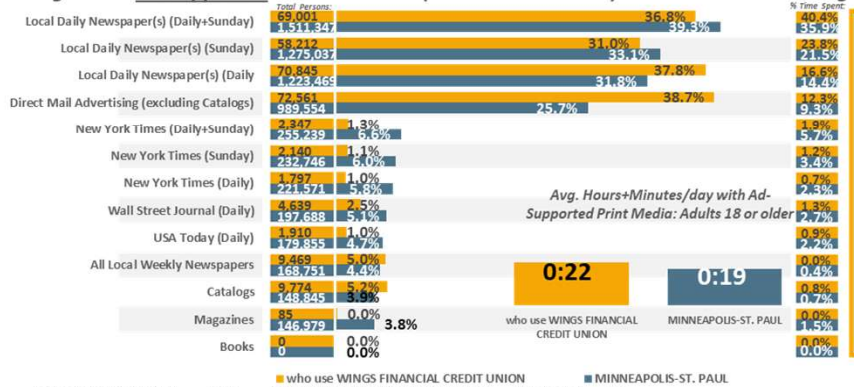
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



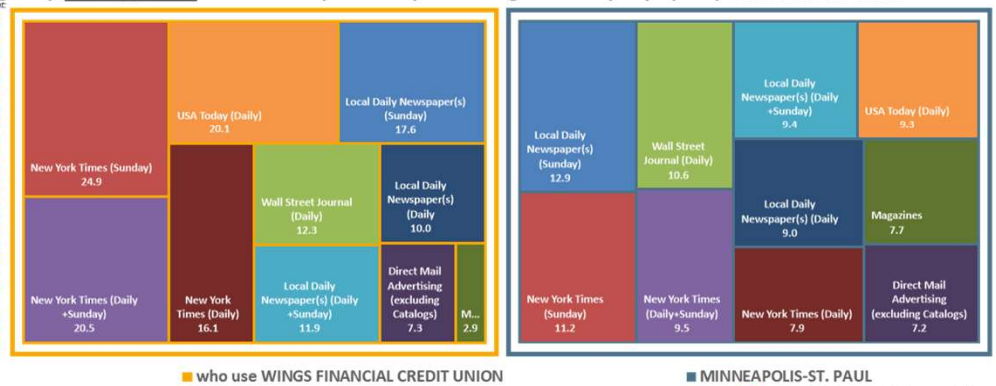
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 91

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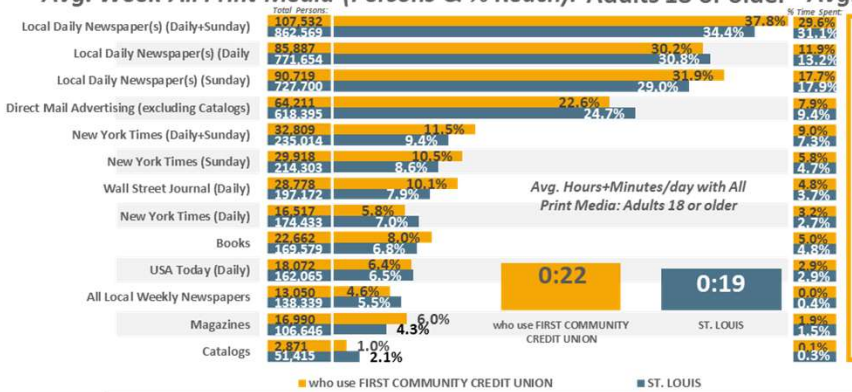
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Banks HHLD uses (HHLD): Wings Financial

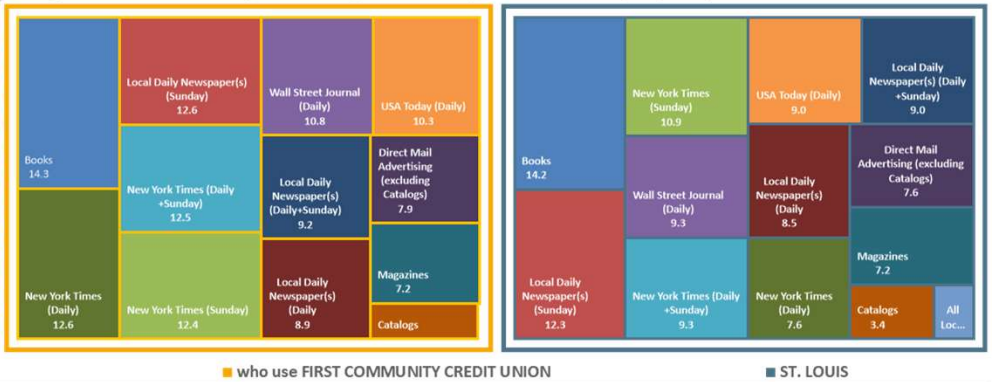
First Community
For all your Savings and all your Loans.

107,532 or 37.8% of Adults 18 or older who use FIRST COMMUNITY CREDIT UNION read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

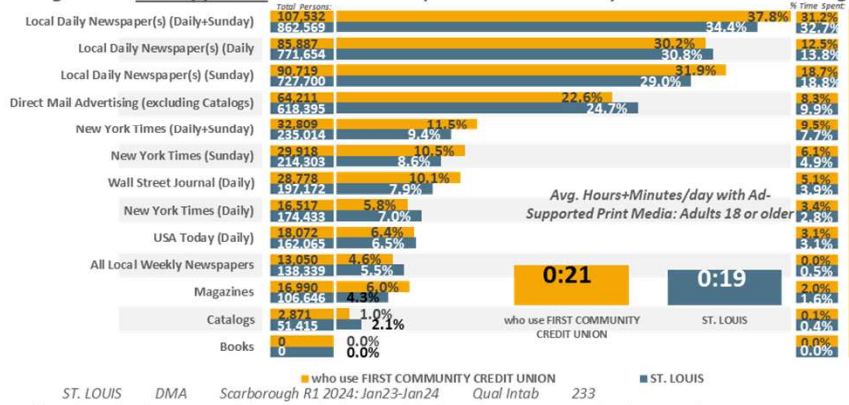
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



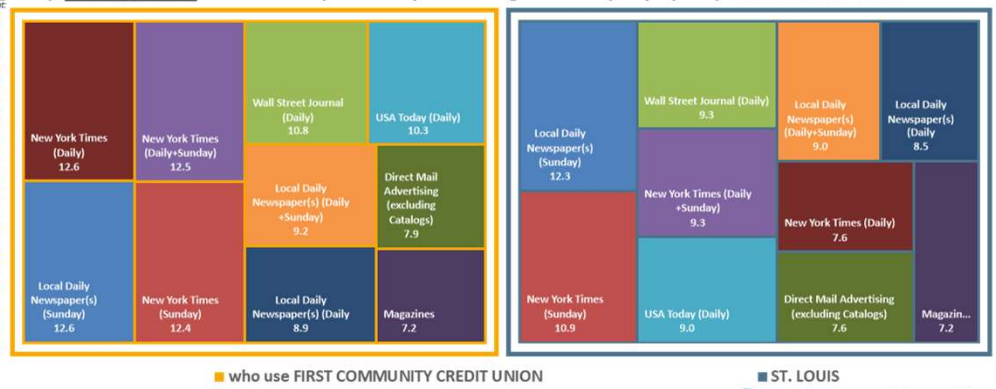
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 233

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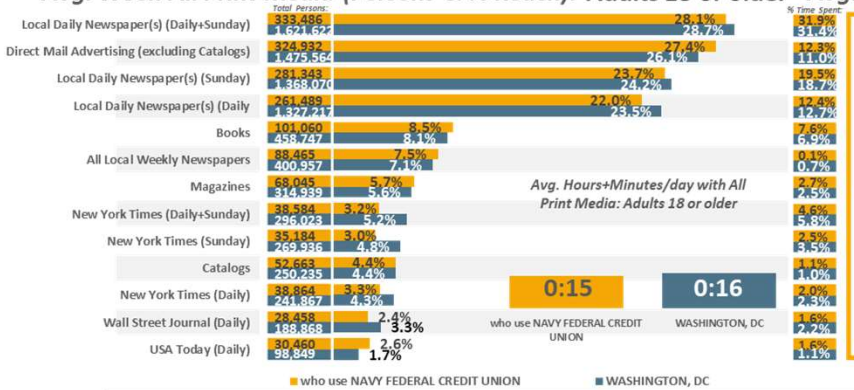
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Banks HHLD uses (HHLD): First Community Credit Union

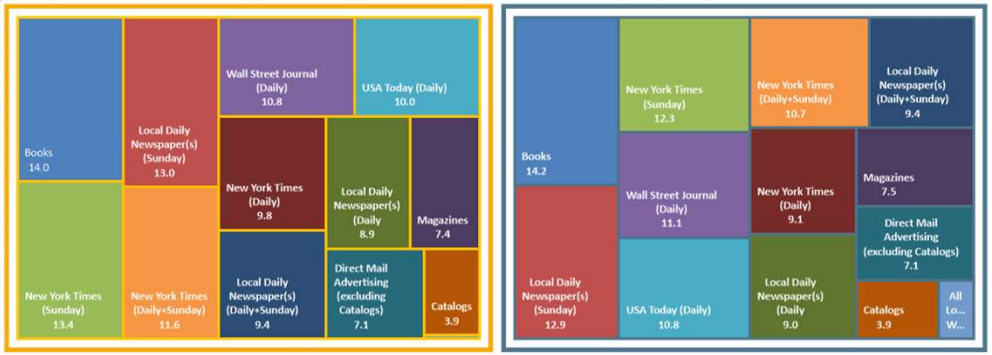
NAVY FEDERAL Credit Union

333,486 or 28.1% of Adults 18 or older who use NAVY FEDERAL CREDIT UNION read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

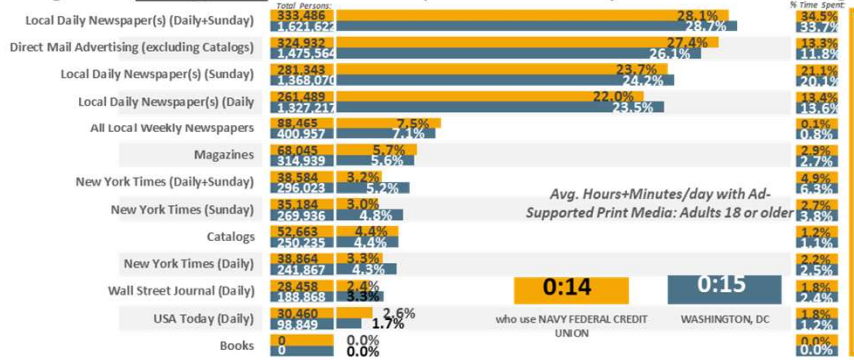
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,036

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