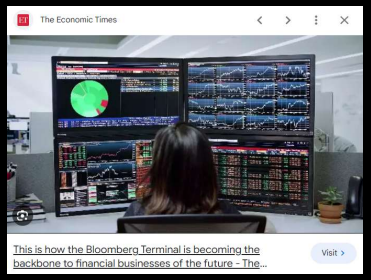
USA+4 More DMAs – P18+ who Checked Their CREDIT SCORE Online in the past 6 mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P18+ who **Checked Their CREDIT SCORE Online in the past 6 months** as of July 31, 2025.



credit karma™

P18+

intuit Vanguard BlackRock STATE STREET

ck credit karma USA

ck credit karma MSP

ck credit karma STL

ck credit karma CIN

ck credit karma WPB

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

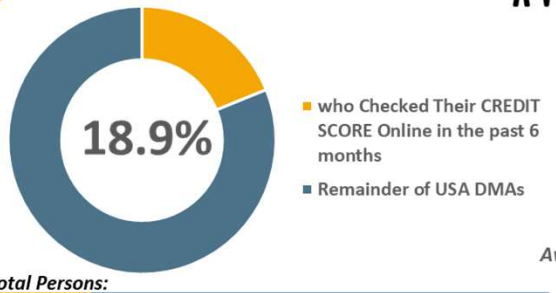
HUBBARD BROADCASTING INC. HB INC.

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma USA

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 48.5 years old (.5% younger than average) and have a $107,990 (14.6% higher than average) annual household income.

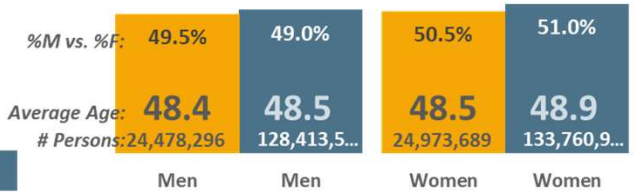
Percent of Market: Adults 18 or older



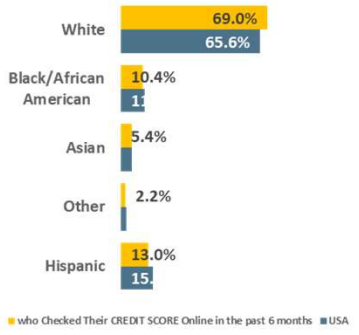
Total Persons:



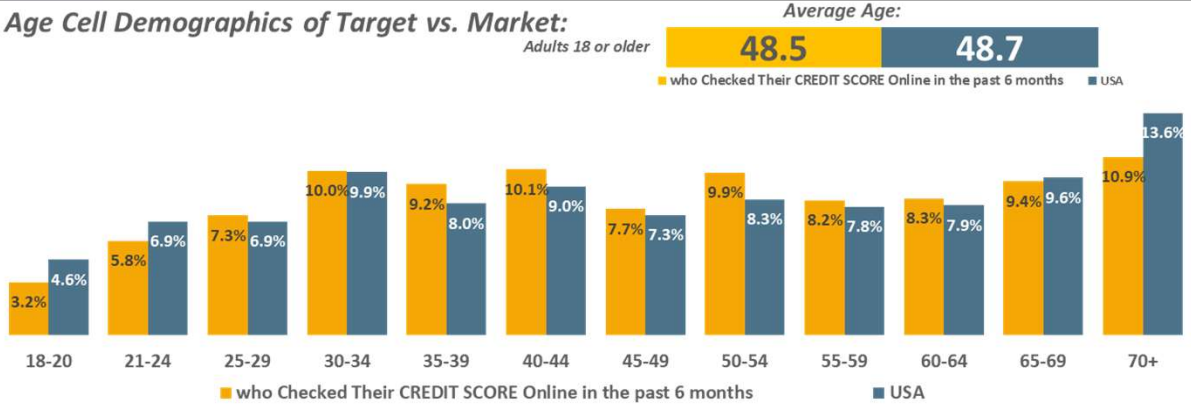
Gender of Target vs. Market: Adults 18 or older



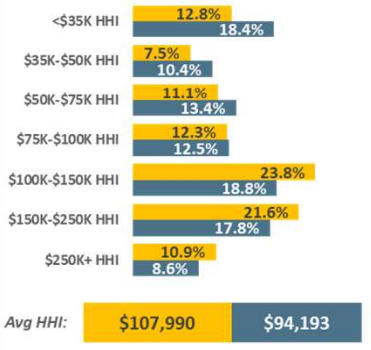
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

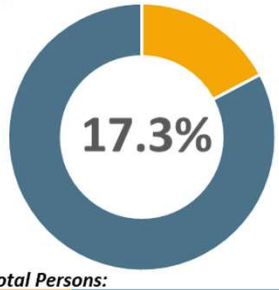
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.3% or 669,768 of MSP DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 48.8 years old (.3% older than average) and have a $121,748 (12.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

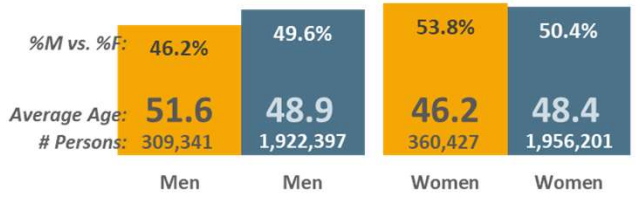


- who Checked Their CREDIT SCORE Online in the past 6 months
- Remainder of MSP DMA

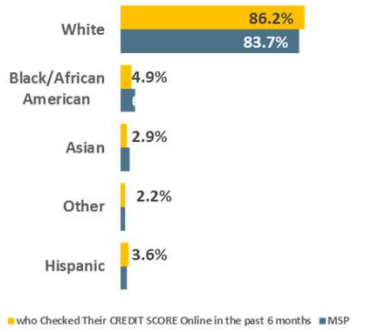
Total Persons:

669,768	3,208,830

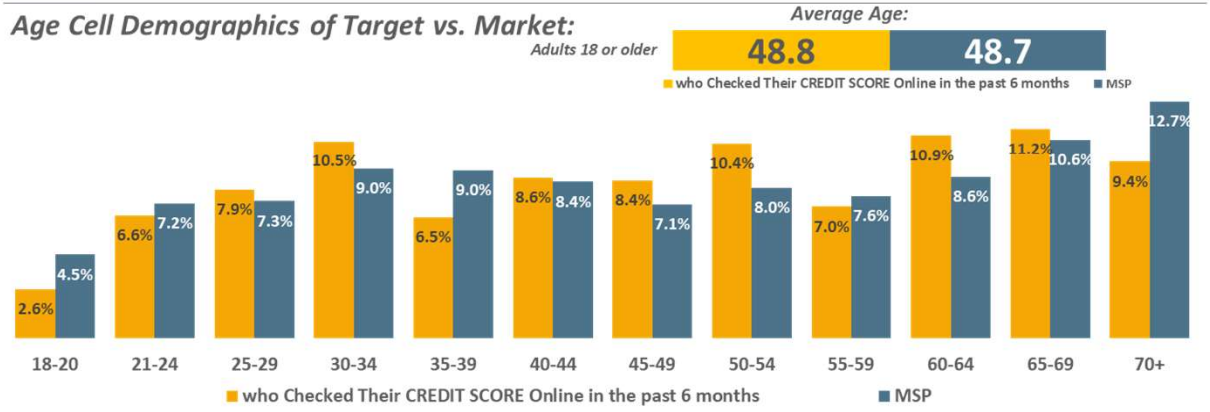
Gender of Target vs. Market: Adults 18 or older



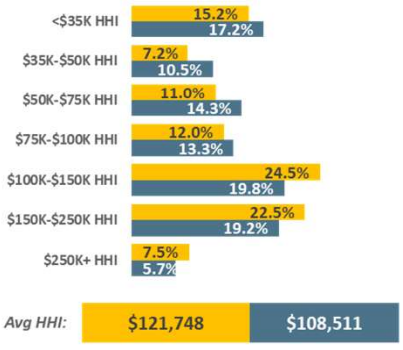
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



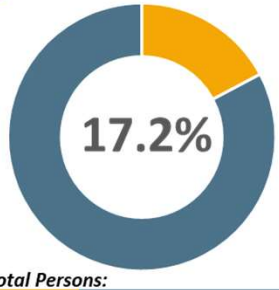
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.2% or 432,435 of STL DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 49.5 years old (.% older than average) and have a $115,669 (19.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

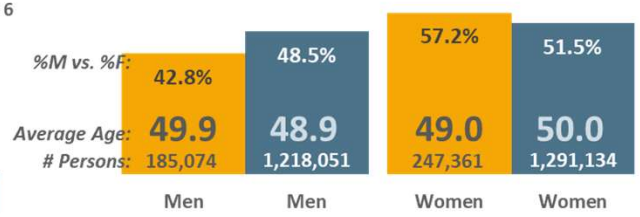


- who Checked Their CREDIT SCORE Online in the past 6 months
- Remainder of STL DMA

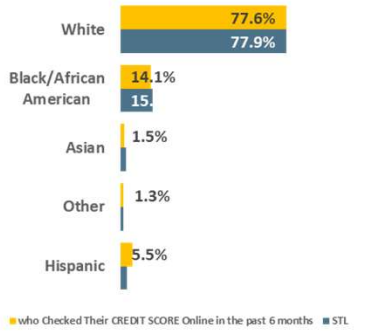
Total Persons:

432,435	2,076,750

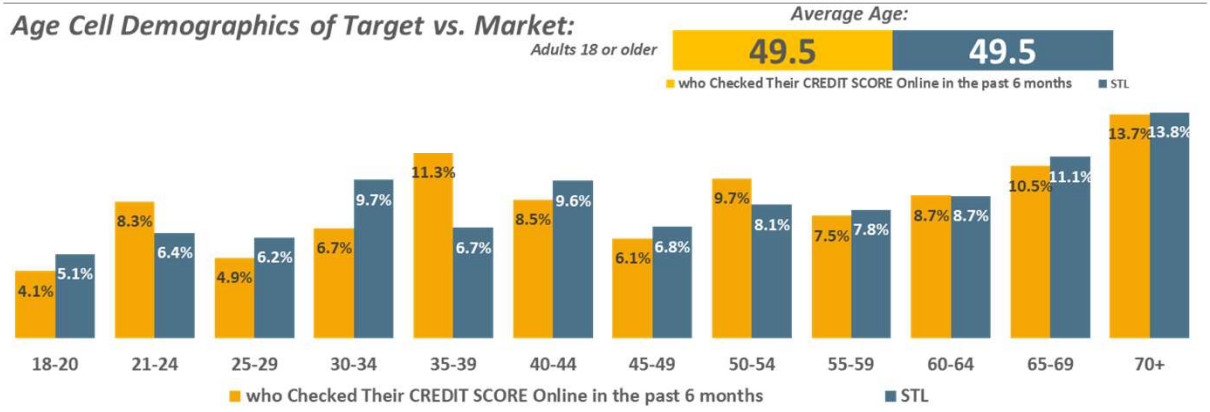
Gender of Target vs. Market: Adults 18 or older



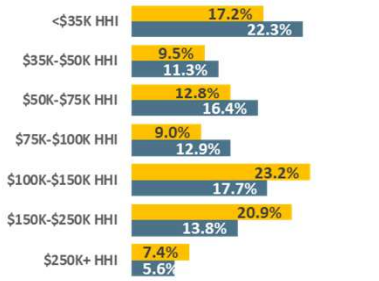
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$115,669	$97,062

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

16.8% or 323,558 of CIN DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 45.9 years old (5.9% younger than average) and have a $110,377 (13.2% higher than average) annual household income.

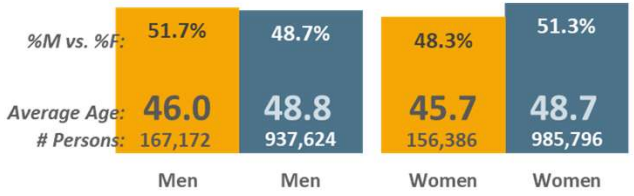
Percent of Market: Adults 18 or older



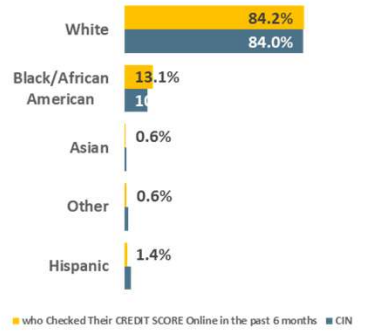
Total Persons:

who Checked Their CREDIT SCORE Online in the past 6 months	Remainder of CIN DMA
323,558	1,599,862

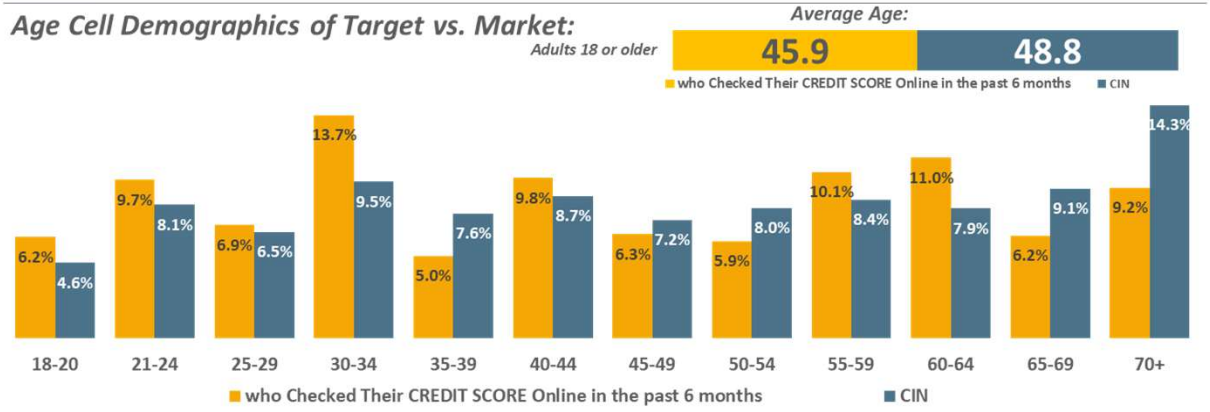
Gender of Target vs. Market: Adults 18 or older



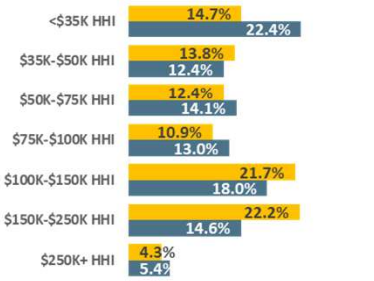
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$110,377	$97,531

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

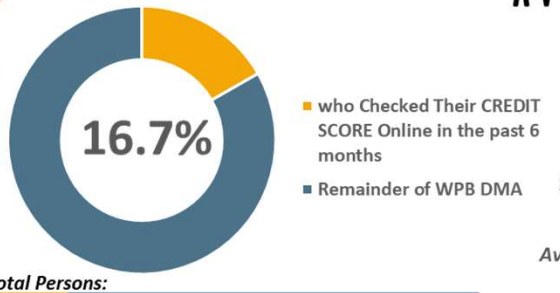
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

credit karma **WPB**

16.7% or 320,033 of WPB DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Typical Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 52.1 years old (1.7% younger than average) and have a $118,782 (16.7% higher than average) annual household income.

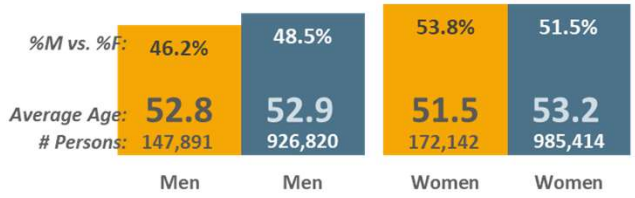
Percent of Market: Adults 18 or older



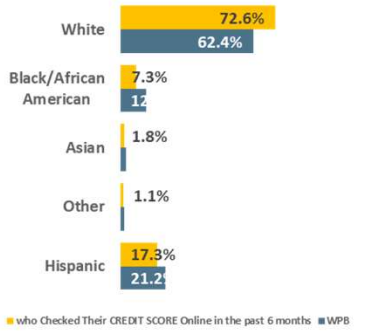
Total Persons:

320,033	1,592,201

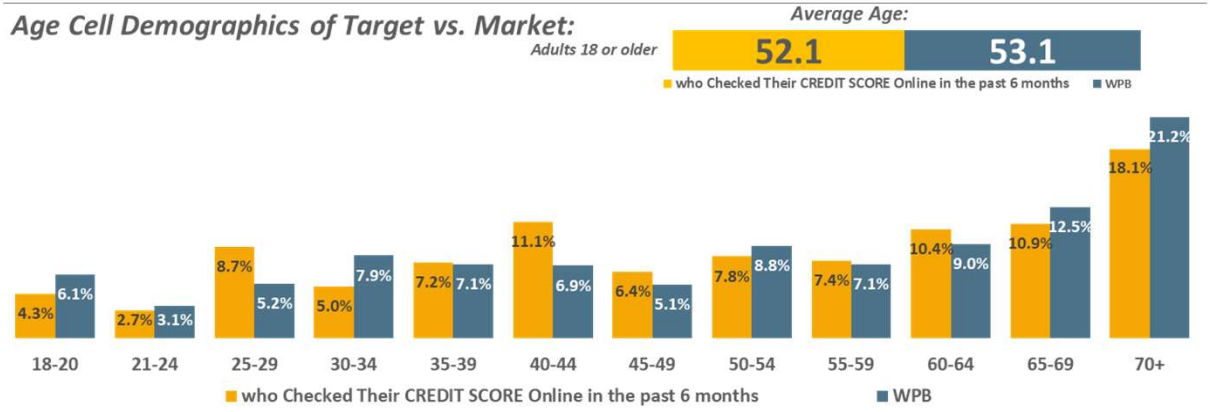
Gender of Target vs. Market: Adults 18 or older



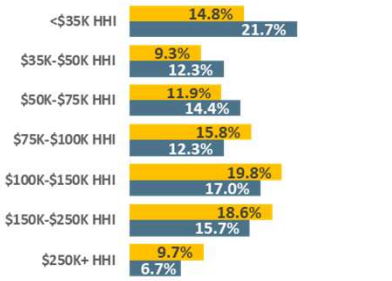
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$118,782	$101,757

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

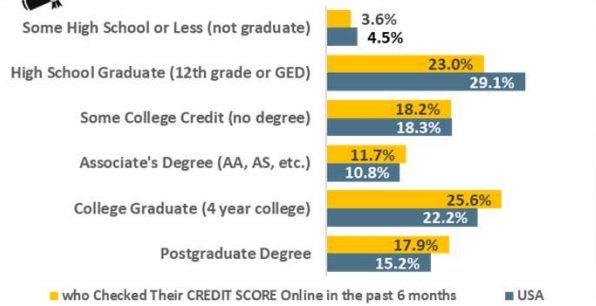
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

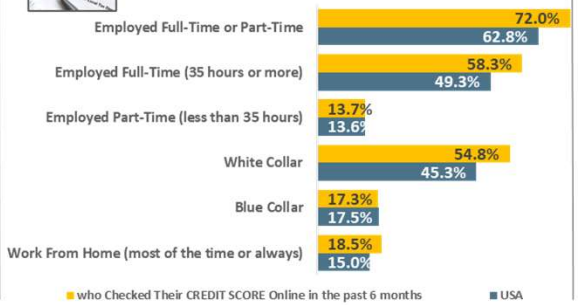


18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 16.6% more likely to be a college graduate, 18.4% more likely to work full-time, 5.4% more likely to be married, 3.4% less likely to be a parent of 1 or more children under

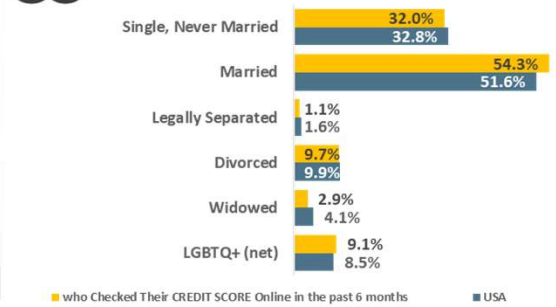
Education Levels: Adults 18 or older



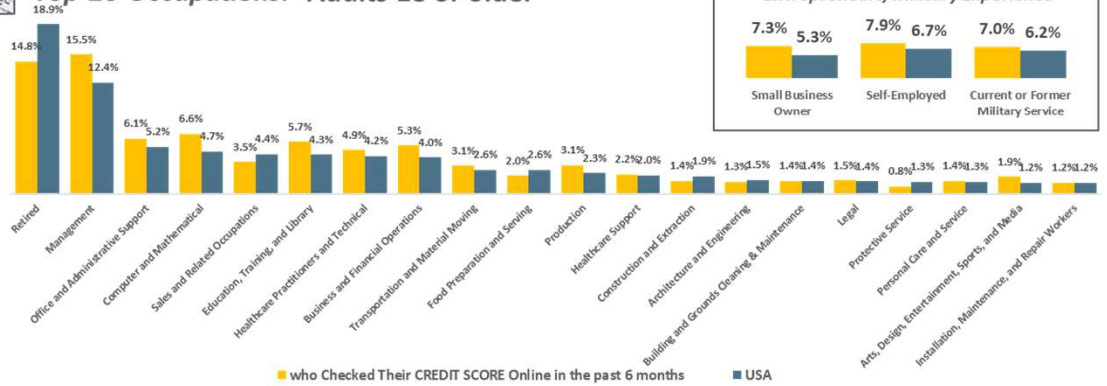
Employment: Adults 18 or older



Marital Status: Adults 18 or older

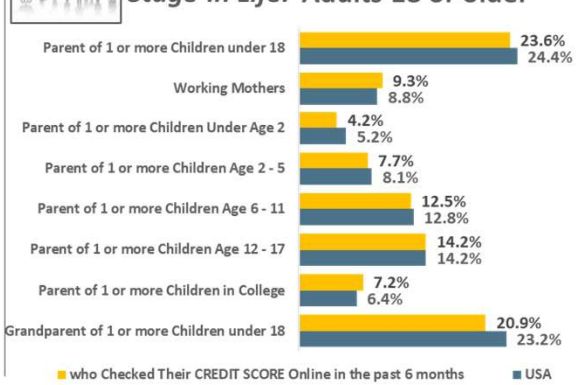


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

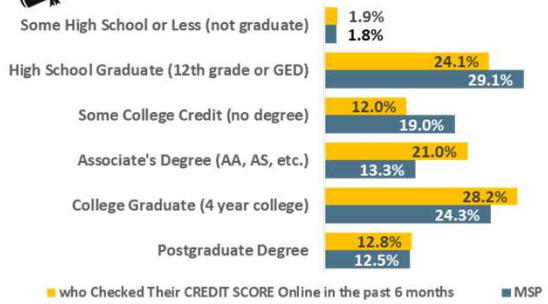
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

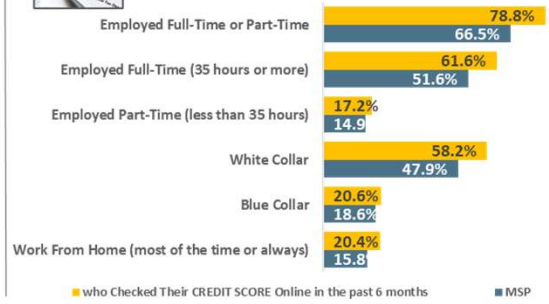
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.3% or 669,768 of MSP DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 11.4% more likely to be a college graduate, 19.3% more likely to work full-time, 1.1% less likely to be married, 3.2% less likely to be a parent of 1 or more children under

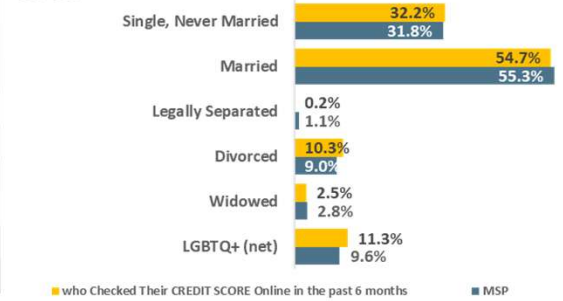
Education Levels: Adults 18 or older



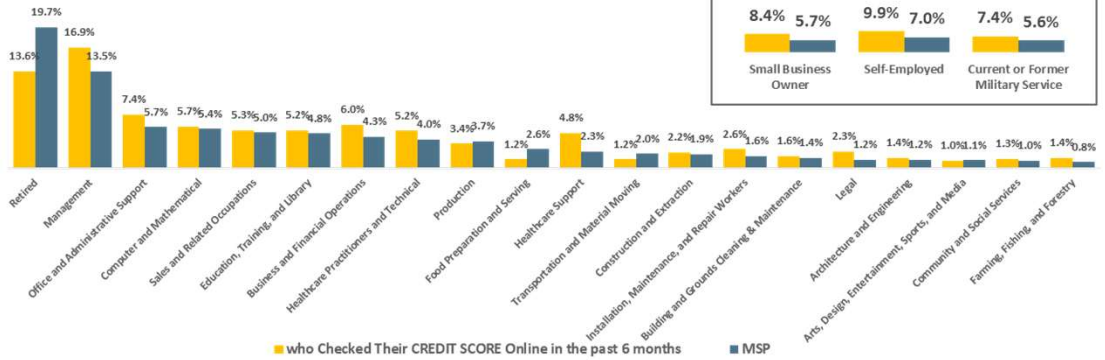
Employment: Adults 18 or older



Marital Status: Adults 18 or older

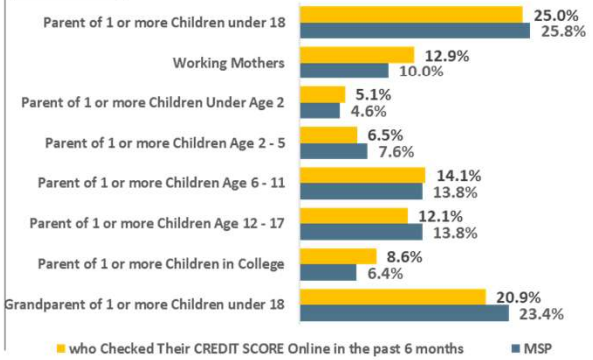


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



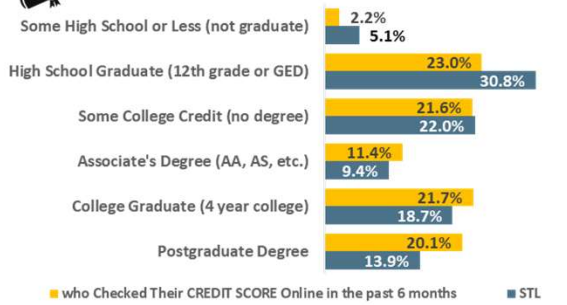
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

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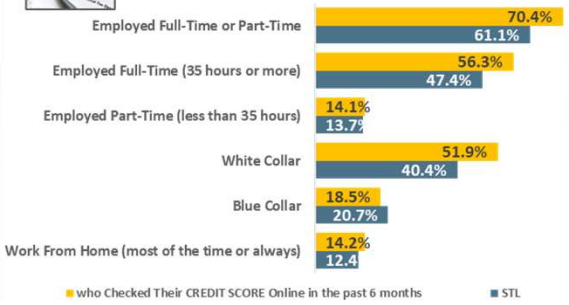
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.2% or 432,435 of STL DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 28.1% more likely to be a college graduate, 18.7% more likely to work full-time, 7.4% more likely to be married, 16.8% more likely to be a parent of 1 or more children under

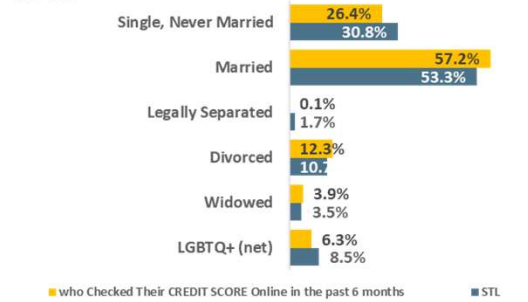
Education Levels: Adults 18 or older



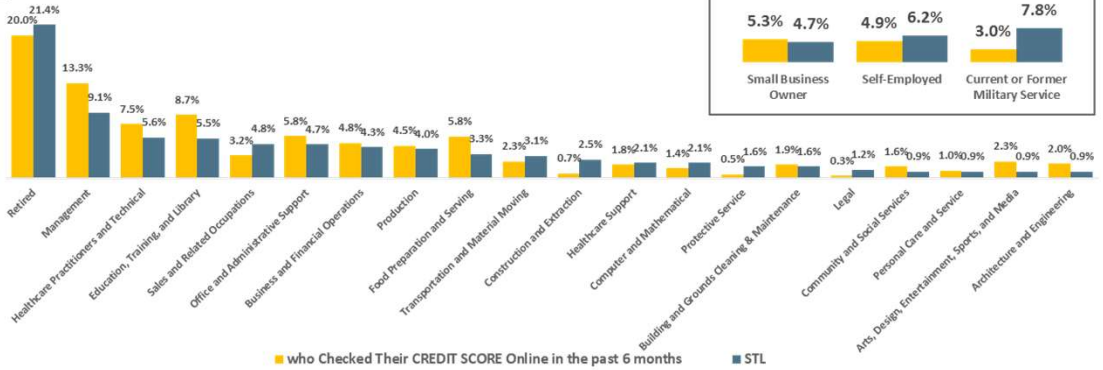
Employment: Adults 18 or older



Marital Status: Adults 18 or older

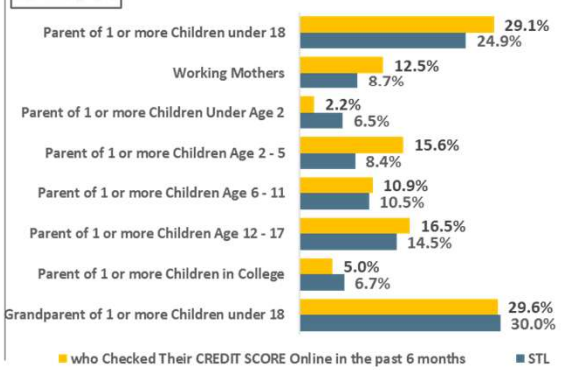


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



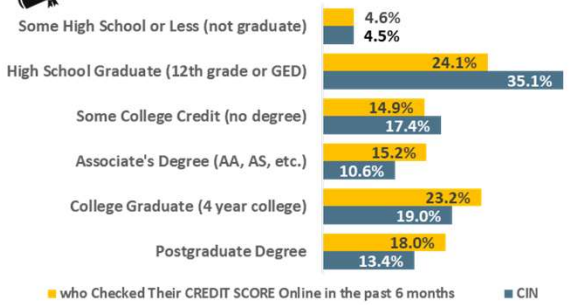
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

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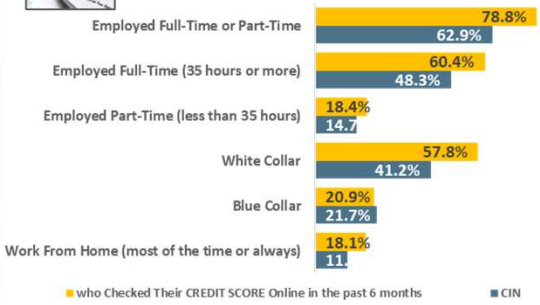
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

16.8% or 323,558 of CIN DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 27.4% more likely to be a college graduate, 25.2% more likely to work full-time, 9.4% more likely to be married, 9.5% less likely to be a parent of 1 or more children under

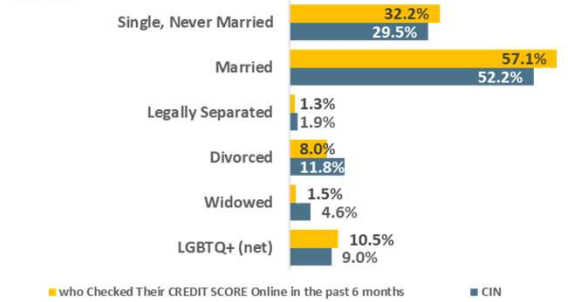
Education Levels: Adults 18 or older



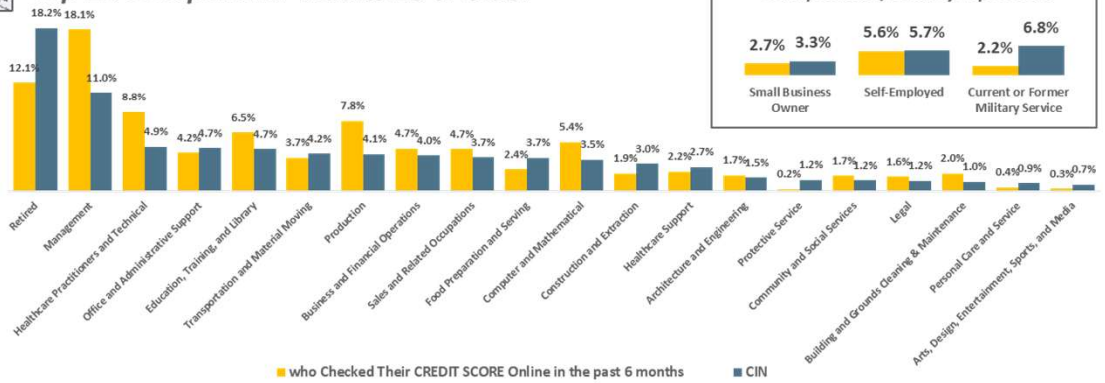
Employment: Adults 18 or older



Marital Status: Adults 18 or older

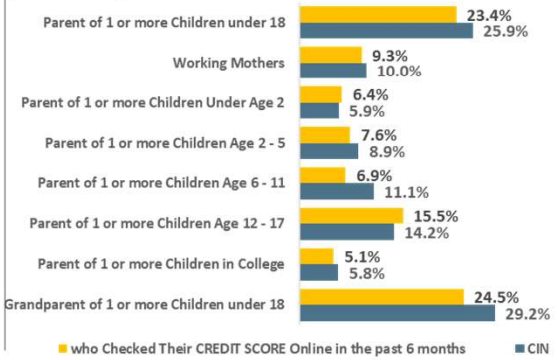


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



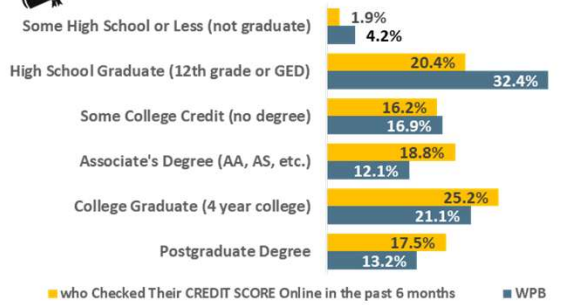
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

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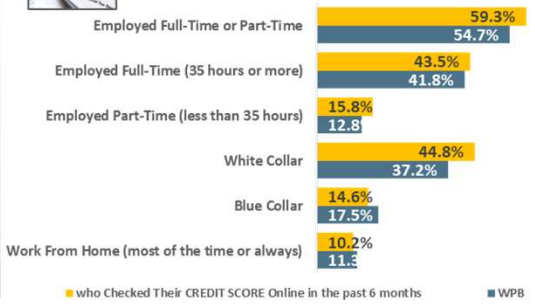
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

16.7% or 320,033 of WPB DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 24.4% more likely to be a college graduate, 4.% more likely to work full-time, 11.7% more likely to be married, 2.9% less likely to be a parent of 1 or more children under 1

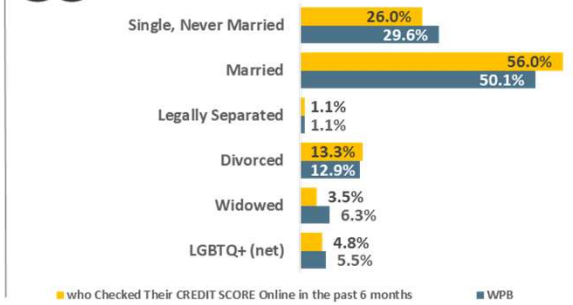
Education Levels: Adults 18 or older



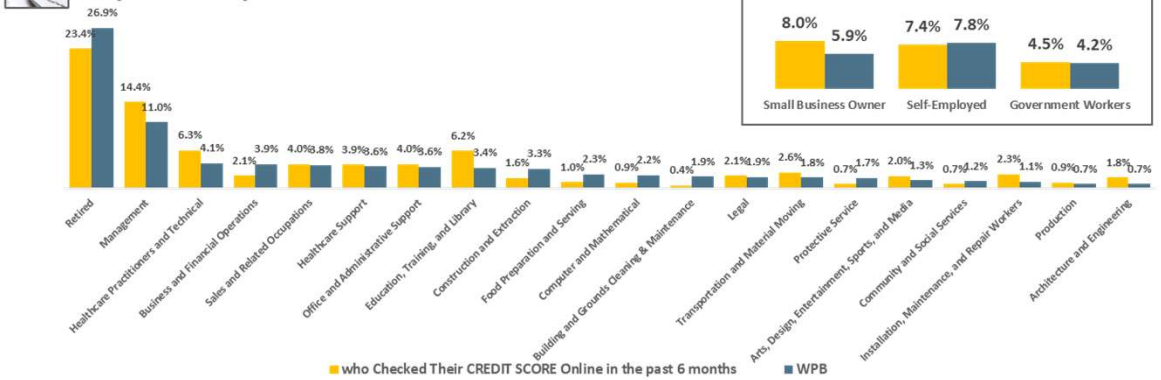
Employment: Adults 18 or older



Marital Status: Adults 18 or older

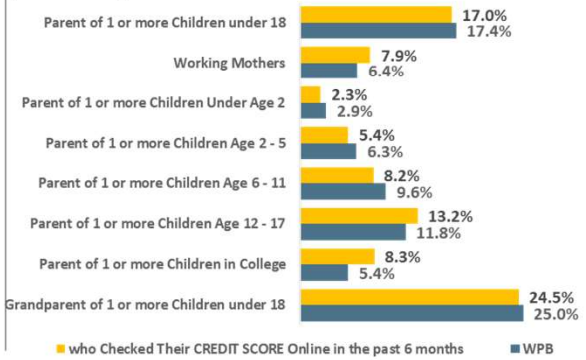


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

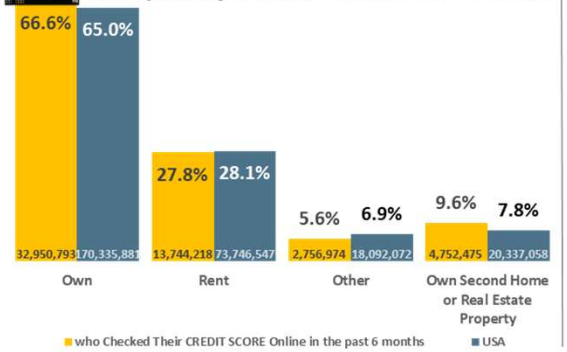
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

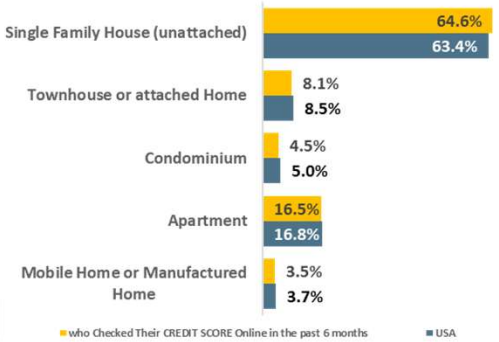
ck credit karma USA

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 2.6% more likely to own their home, 26.2% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 6.% more likely to have a dog.

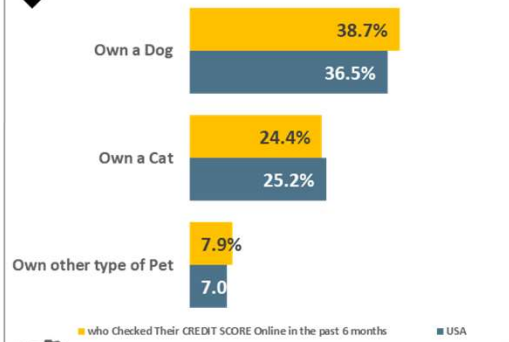
Own/Rent/Other: Adults 18 or older



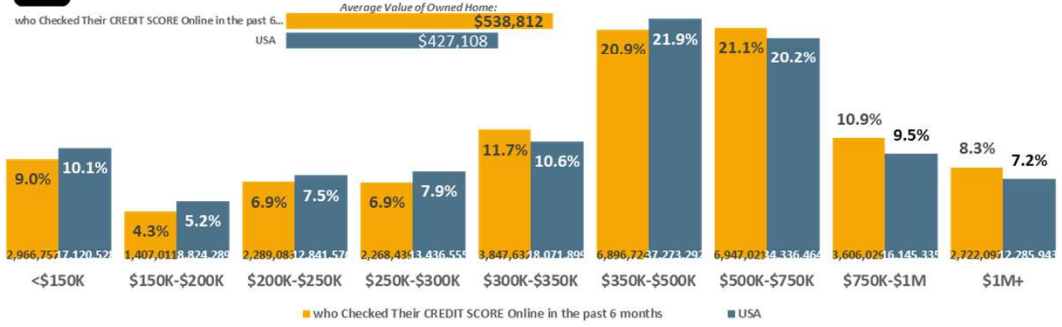
Type of Home: Adults 18 or older



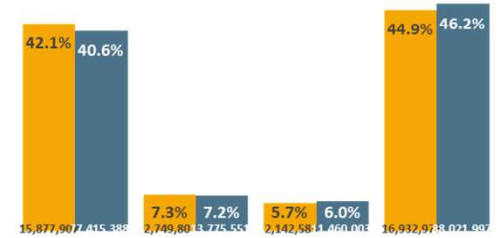
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

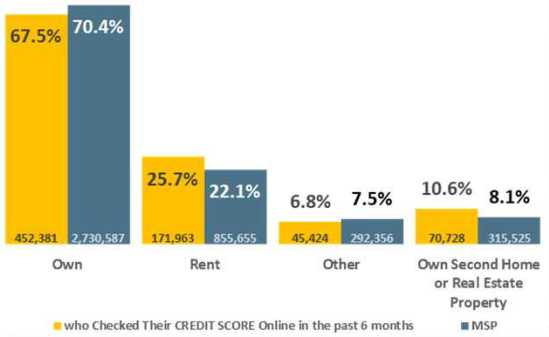
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

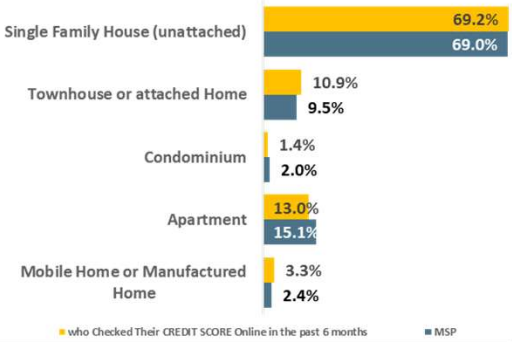
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.3% or 669,768 of MSP DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 4.1% less likely to own their home, 2.4% more likely to own a lower valued home, .3% more likely to have a single-family home, 1.9% less likely to have a dog.

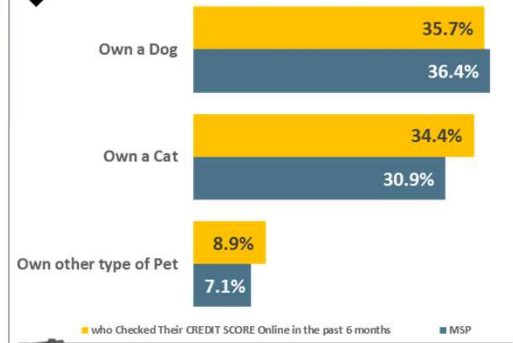
Own/Rent/Other: Adults 18 or older



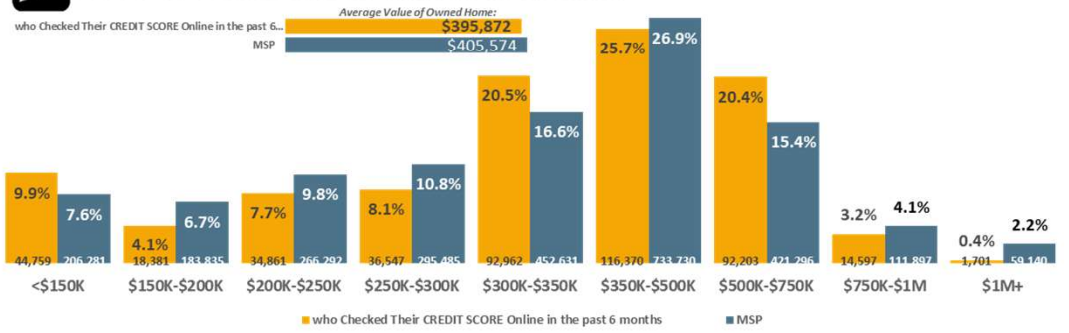
Type of Home: Adults 18 or older



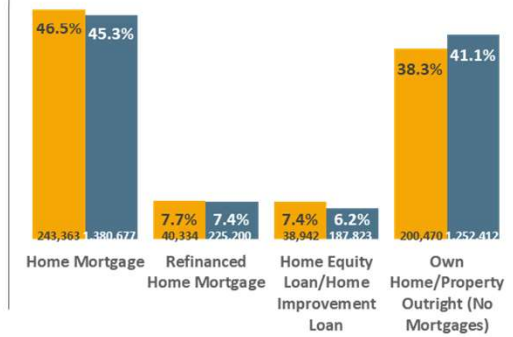
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



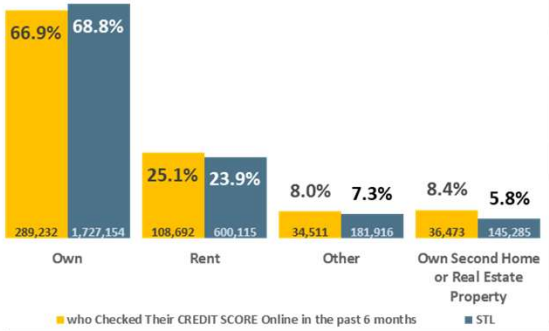
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

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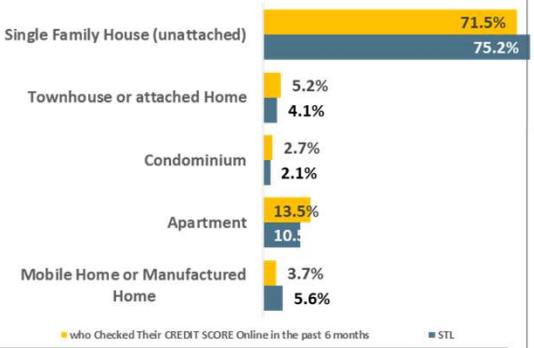
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.2% or 432,435 of STL DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 2.8% less likely to own their home, 11.4% more likely to own a higher valued home, 4.9% less likely to have a single-family home, 1.1% less likely to have a dog.

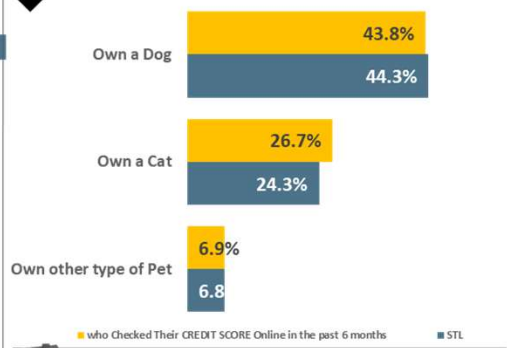
Own/Rent/Other: Adults 18 or older



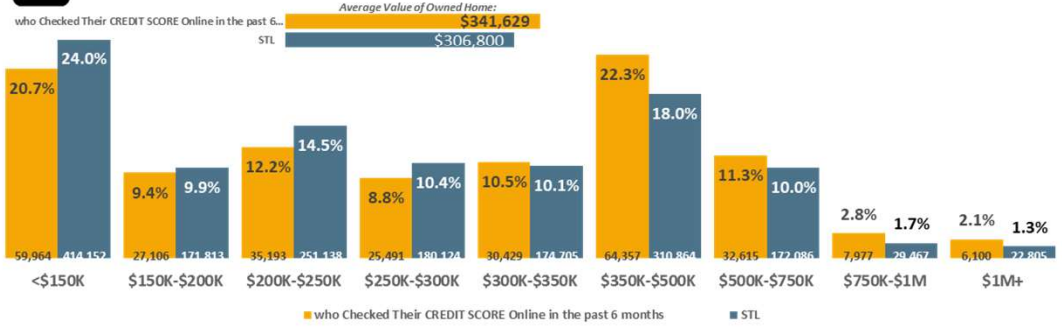
Type of Home: Adults 18 or older



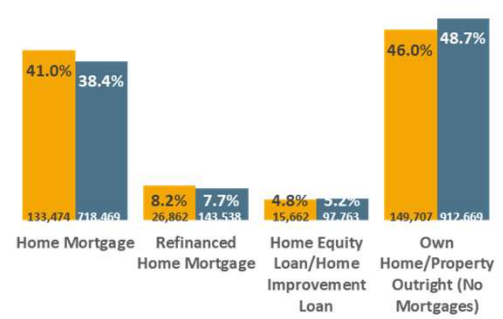
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

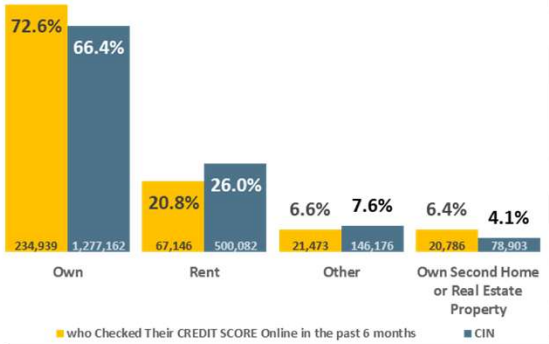
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

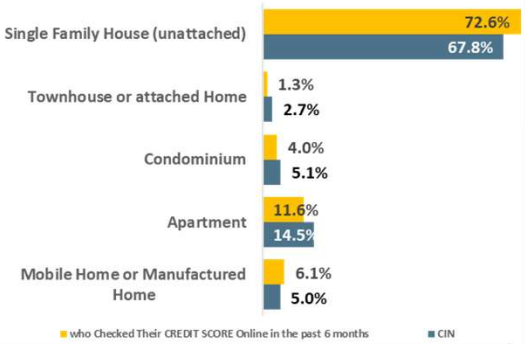
ck credit karma CIN

16.8% or 323,558 of CIN DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 9.4% more likely to own their home, 1.2% more likely to own a lower valued home, 7.1% more likely to have a single-family home, 7.5% more likely to have a dog.

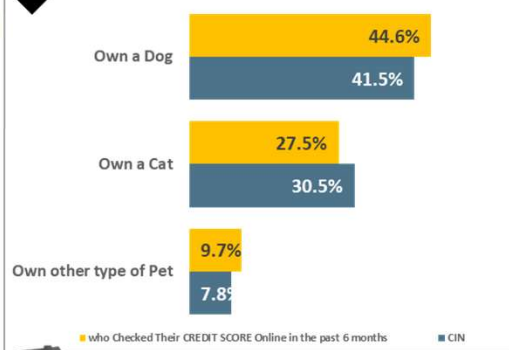
Own/Rent/Other: Adults 18 or older



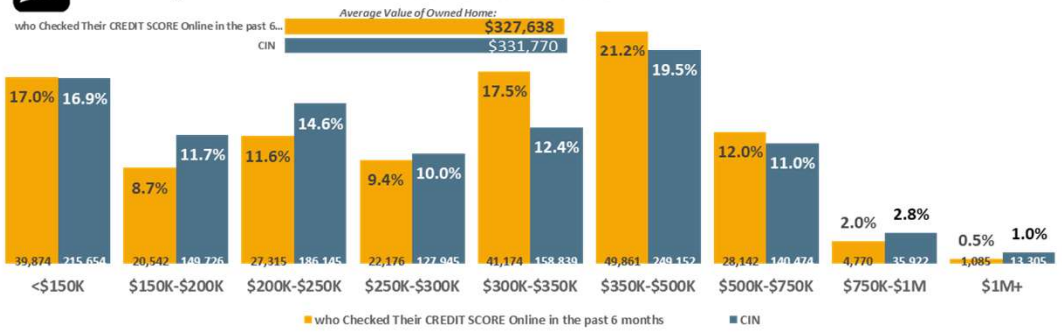
Type of Home: Adults 18 or older



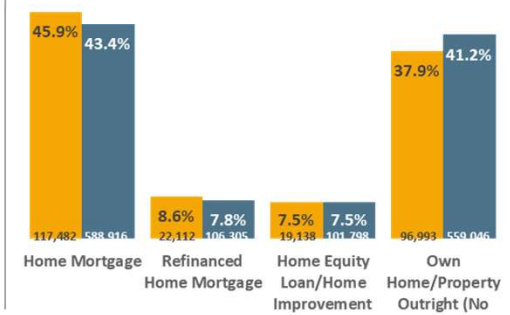
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



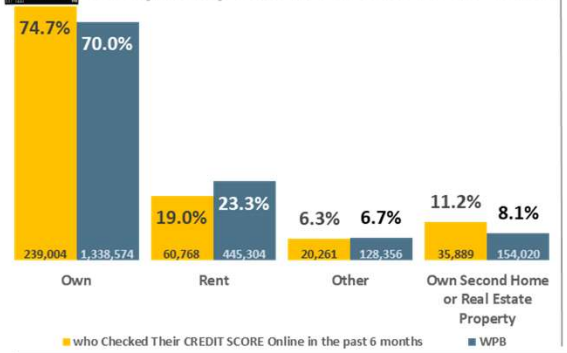
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

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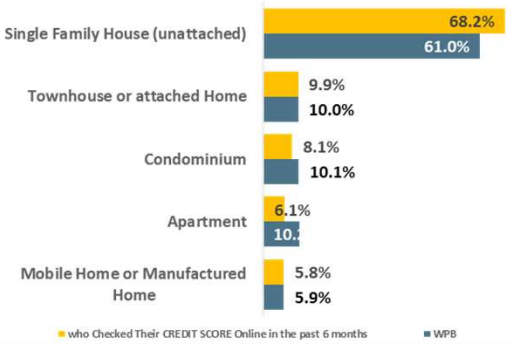
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

16.7% or 320,033 of WPB DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 6.7% more likely to own their home, 5.% more likely to own a higher valued home, 11.7% more likely to have a single-family home, 13.7% more likely to have a dog.

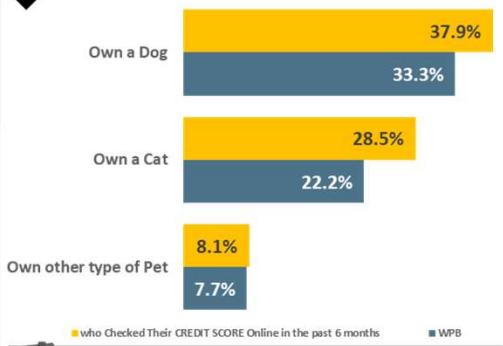
Own/Rent/Other: Adults 18 or older



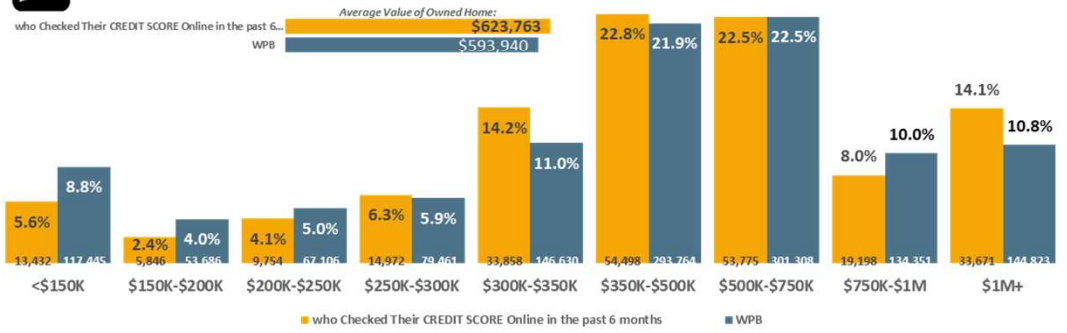
Type of Home: Adults 18 or older



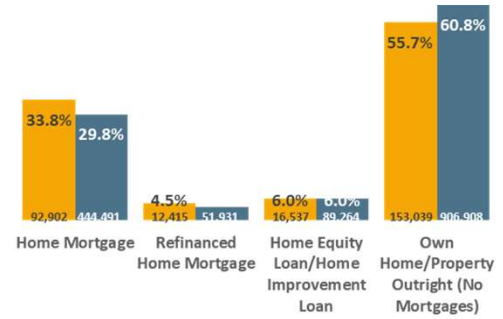
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

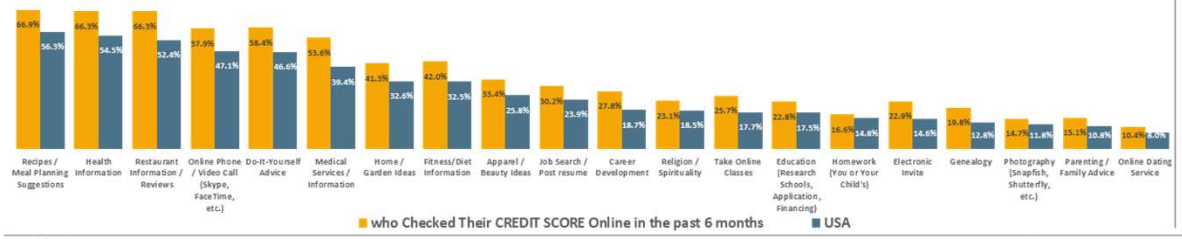
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

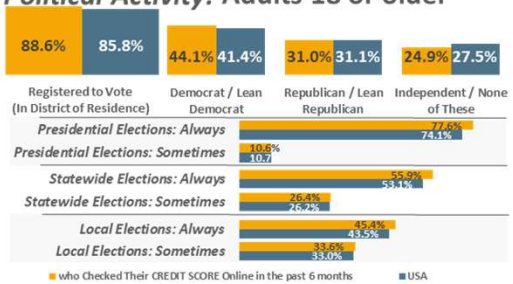
ck credit karma USA

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 25.2% more likely to look up D-I-Y advice online, 4.3% more likely to always vote in local elections, 10.9% more likely to belong to a gym, 6.2% more likely to fly domestic

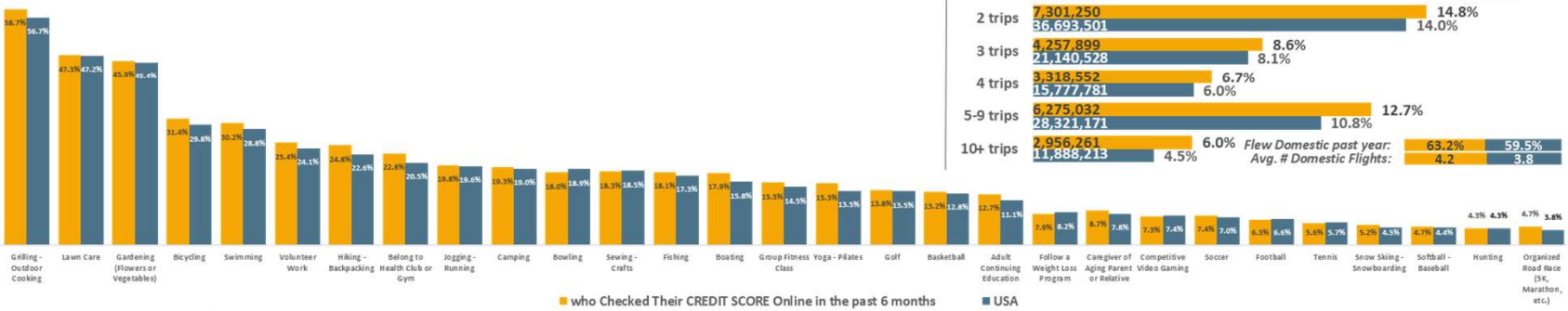
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

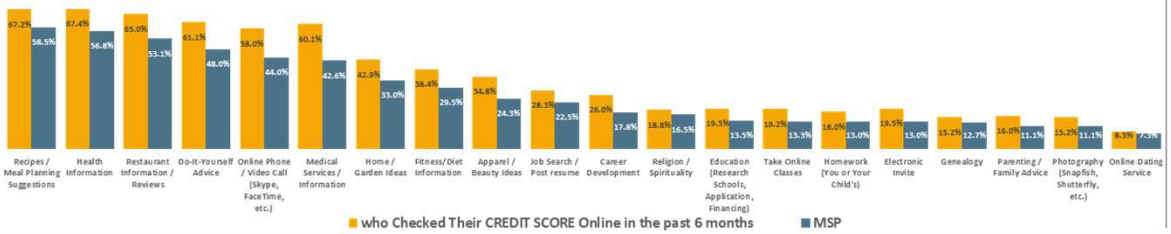
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

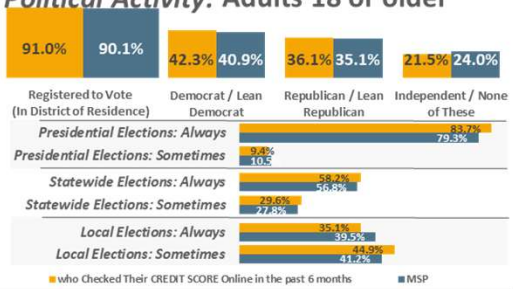
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.3% or 669,768 of MSP DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 27.3% more likely to look up D-I-Y advice online, 11.1% less likely to always vote in local elections, 6.% more likely to belong to a gym, 11.6% more likely to fly domestic

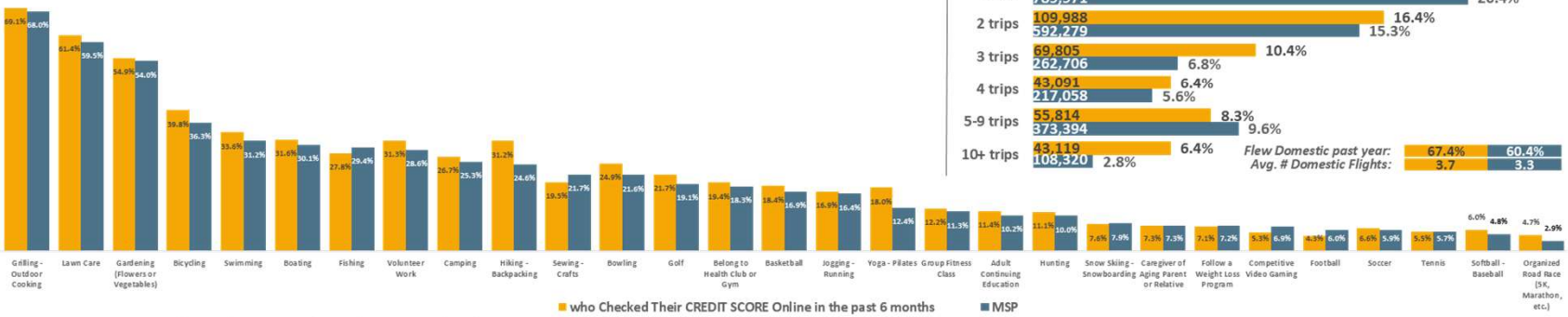
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

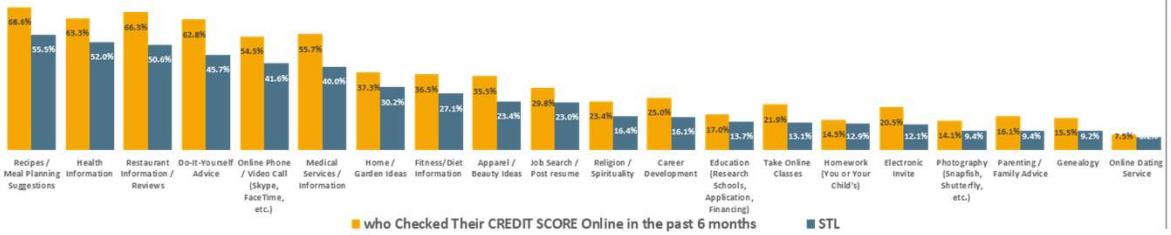
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

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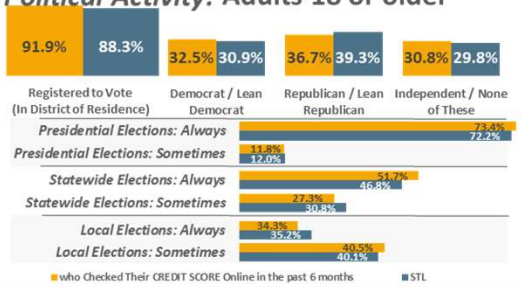
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.2% or 432,435 of STL DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 37.3% more likely to look up D-I-Y advice online, 2.8% less likely to always vote in local elections, 13.5% more likely to belong to a gym, 14.1% more likely to fly domestic

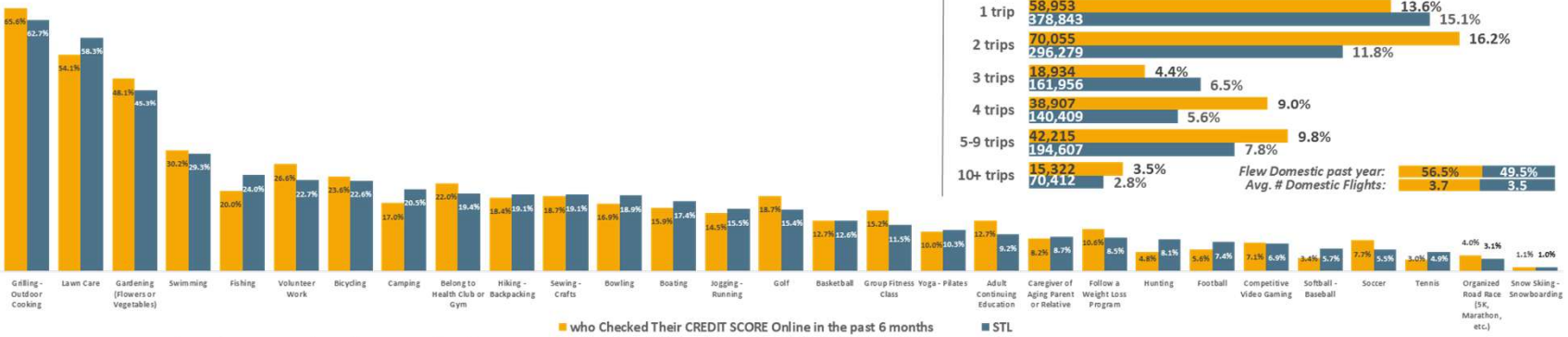
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

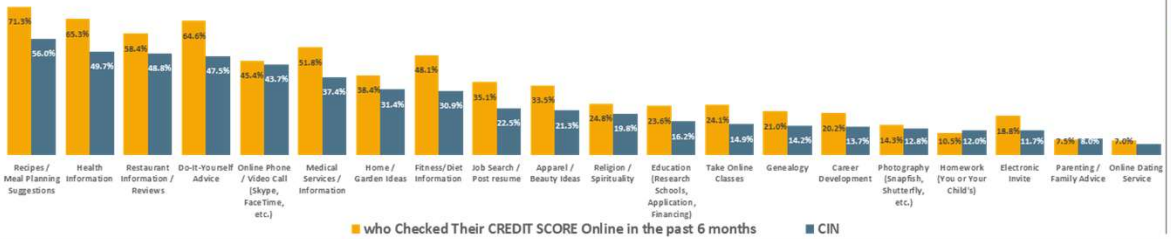
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

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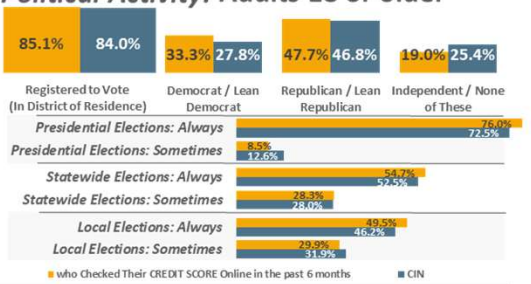
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

16.8% or 323,558 of CIN DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 35.9% more likely to look up D-I-Y advice online, 7.2% more likely to always vote in local elections, 12.6% more likely to belong to a gym, 4.4% more likely to fly domestic

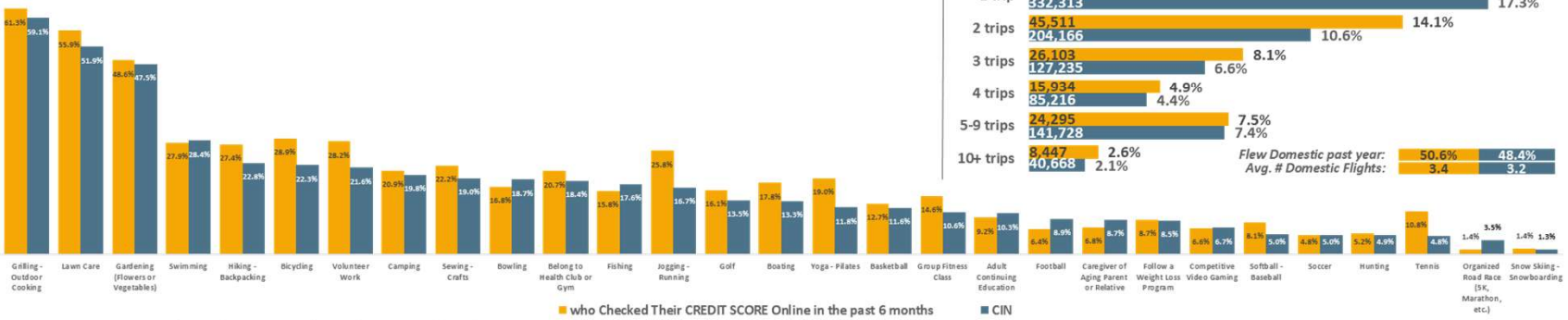
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

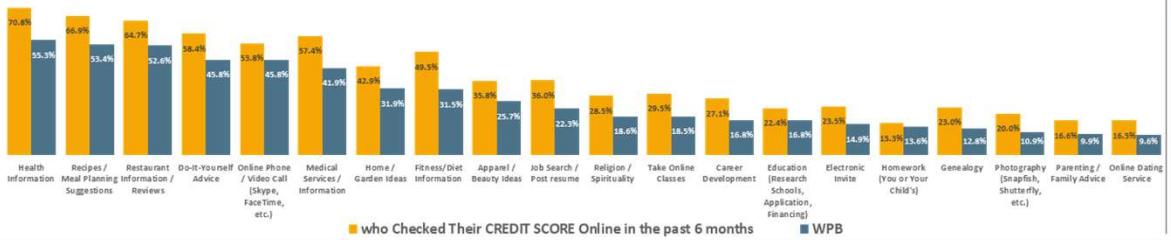
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

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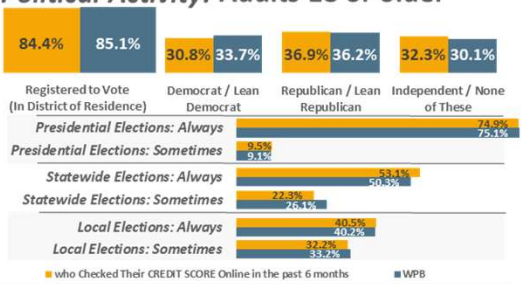
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

16.7% or 320,033 of WPB DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 27.4% more likely to look up D-I-Y advice online, .7% more likely to always vote in local elections, 12.3% more likely to belong to a gym, 9.2% more likely to fly domestic p

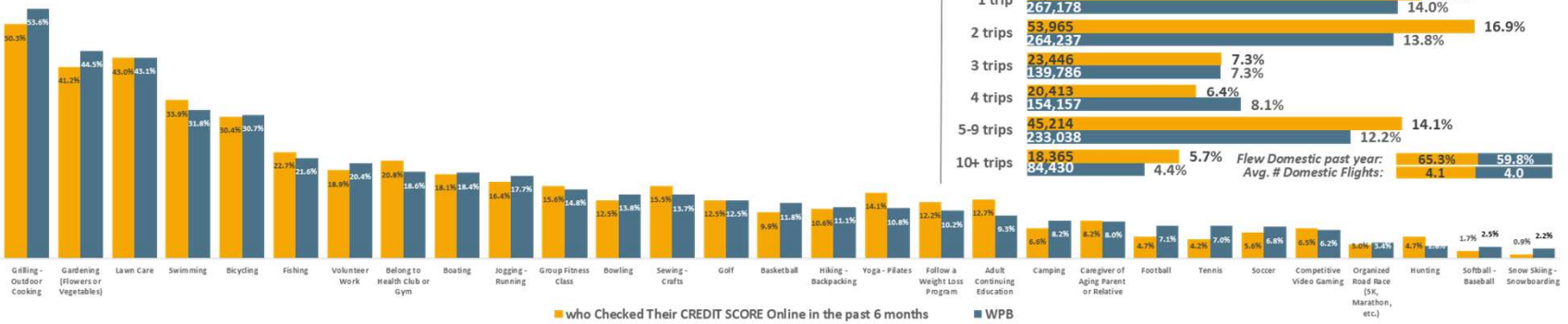
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma

USA

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are .% less likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., .1% less likely to use Casinos past yr., 7.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

84.2% 84.2%

41,615,42 9 | 220,693,5 22

Avg. Monthly QSR Meals:

6.1 | 6.0

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



Total Monthly Sit-Down Restaurant Users:

73.1% 72.0%

36,135,54 1 | 188,824,7 63

Avg. Monthly Sit-Down Restaurant Meals:

4.0 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Checked Their CREDIT SCORE Online in the past 6... 10,631,89 1 — 21.5%

USA 91,156,65 0 — 19.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.3% or 669,768 of MSP DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 4.2% less likely to use QSRs past mo., 4.1% less likely to use Sit-Down Restaurants past mo., 14.5% more likely to use Casinos past yr., 8.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 81.8% 85.4% — 547,869 — 3,312,074

Avg. Monthly QSR Meals: 5.8 5.5

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



Total Monthly Sit-Down Restaurant Users: 70.7% 73.7% — 473,711 — 2,860,185

Avg. Monthly Sit-Down Restaurant Meals: 3.5 3.4

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Checked Their CREDIT SCORE Online in the past 6... 108,091 16.1%

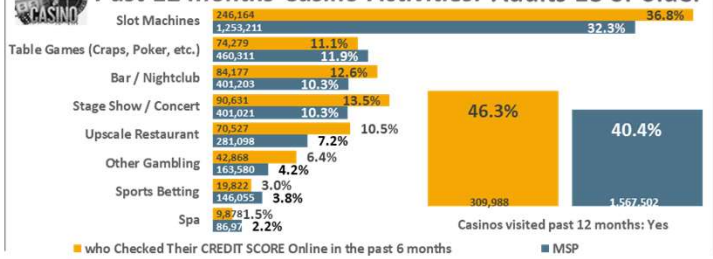
MSP 481,112 12.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

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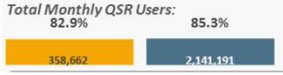
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.2% or 432,435 of STL DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 2.8% less likely to use QSRs past mo., 3.5% more likely to use Sit-Down Restaurants past mo., 9.2% less likely to use Casinos past yr., 53.8% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



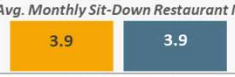
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

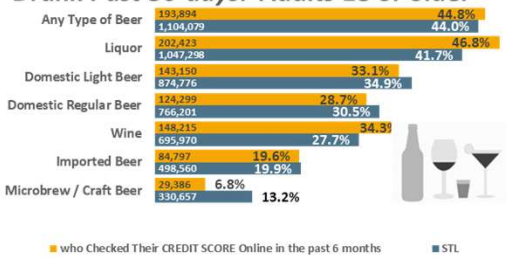
(Sit-Down Restaurants Used Past 30-days)



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma

CIN

16.8% or 323,558 of CIN DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are .1% more likely to use QSRs past mo., 8.2% more likely to use Sit-Down Restaurants past mo., 9.4% less likely to use Casinos past yr., .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:

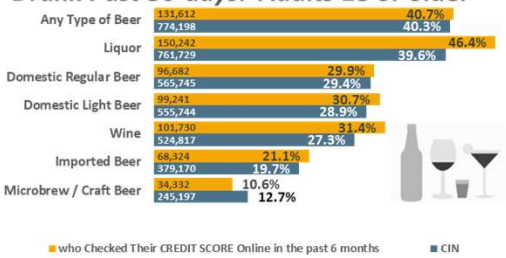
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



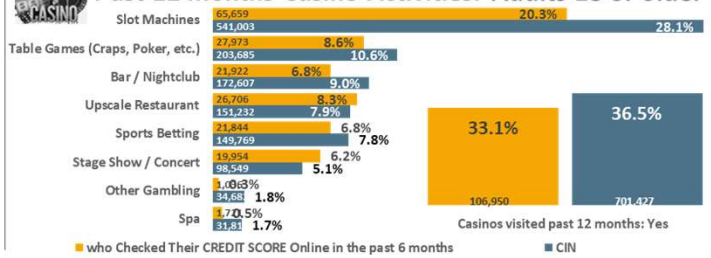
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma WPB

16.7% or 320,033 of WPB DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are .1% less likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 16.6% more likely to use Casinos past yr., 19.8% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



	who Checked Their CREDIT SCORE Online in the past 6 months	WPB
1 time	5.8%	8.9%
2 times	13.2%	12.5%
3 times	9.9%	11.9%
4 times	9.7%	11.0%
5 times	10.7%	7.9%
6 - 9 times	16.0%	13.3%
10 times or more	10.5%	10.4%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
75.8%	75.9%	5.7	5.4
242,724	1,452,304		

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



	who Checked Their CREDIT SCORE Online in the past 6 months	WPB
1 time	13.2%	15.3%
2 times	14.8%	16.9%
3 times	11.7%	10.9%
4 times	9.4%	8.3%
5 times	7.6%	6.9%
6 - 9 times	11.4%	8.5%
10 times or more	6.5%	6.3%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
74.6%	73.0%	4.5	4.2
238,904	1,396,169		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Checked Their CREDIT SCORE Online in the past 6...	58,913	18.4%
WPB	321,590	16.8%

Drank Past 30-days: Adults 18 or older



	who Checked Their CREDIT SCORE Online in the past 6 months		WPB	
Liquor	140,830	44.0%	792,223	41.4%
Any Type of Beer	118,186	36.9%	721,075	37.7%
Wine	109,448	34.2%	662,172	34.6%
Imported Beer	74,699	23.3%	463,299	24.2%
Domestic Regular Beer	83,031	25.9%	460,225	24.1%
Domestic Light Beer	79,522	24.8%	431,776	22.6%
Microbrew / Craft Beer	21,193	6.6%	114,784	6.0%

Past 12 months Casino Activities: Adults 18 or older



	who Checked Their CREDIT SCORE Online in the past 6 months		WPB	
Slot Machines	81,792	25.6%	387,549	20.3%
Table Games (Craps, Poker, etc.)	34,957	10.9%	176,500	9.2%
Upscale Restaurant	31,879	10.0%	171,223	9.0%
Stage Show / Concert	35,372	11.1%	167,959	8.8%
Bar / Nightclub	23,463	7.3%	144,245	7.5%
Sports Betting	14,312	4.5%	82,129	4.3%
Spa	6,693	2.1%	35,59	1.9%
Other Gambling	4,675	1.5%	22	1.2%

Casinos visited past 12 months: Yes		
	31.2%	26.8%
	99,872	511,935

Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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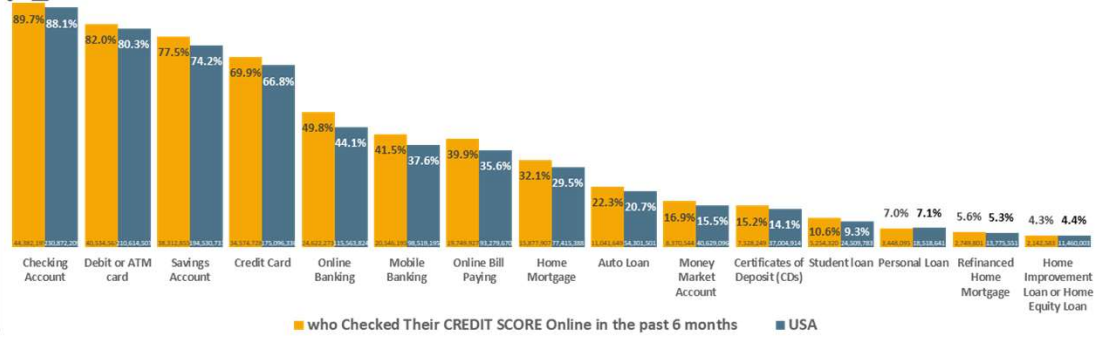
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

18.9% or 49,451,985 of USA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 17.% more likely to have a 401K, 7.8% more likely to have an Auto Loan, 19.8% more likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



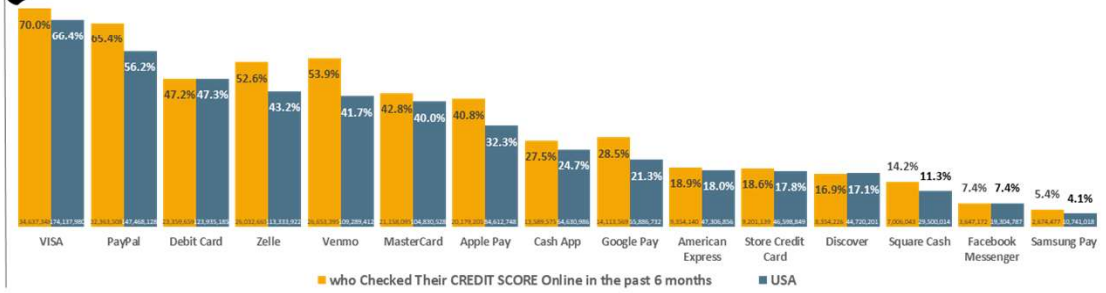
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

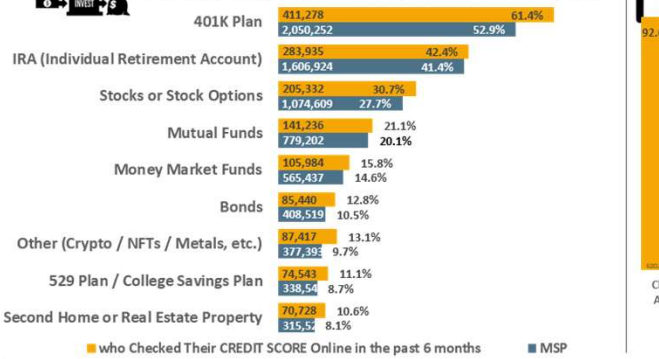
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

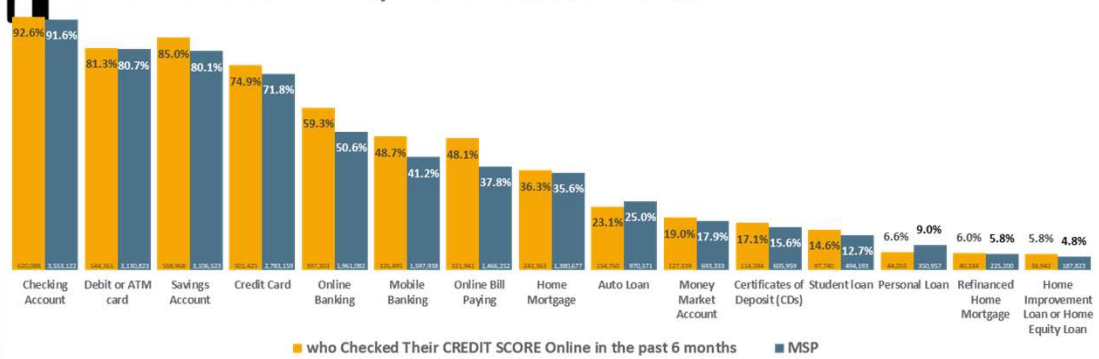
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.3% or 669,768 of MSP DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 16.2% more likely to have a 401K, 7.7% less likely to have an Auto Loan, 23.% more likely to Invest/Trade Stocks Online, 1.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



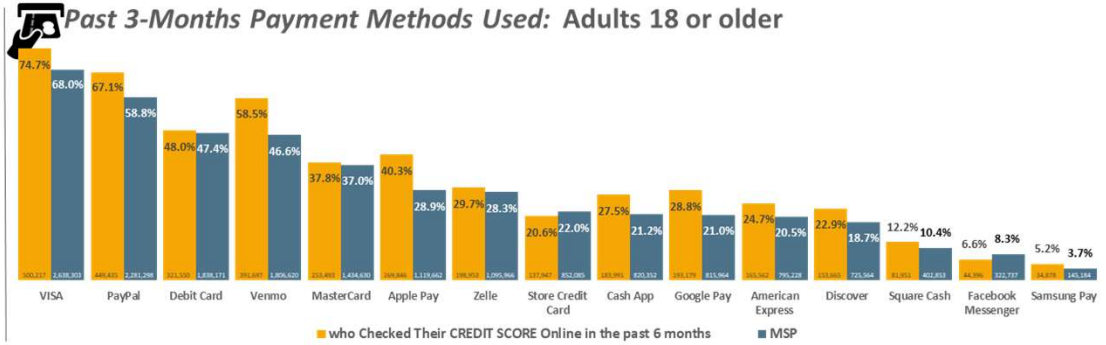
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

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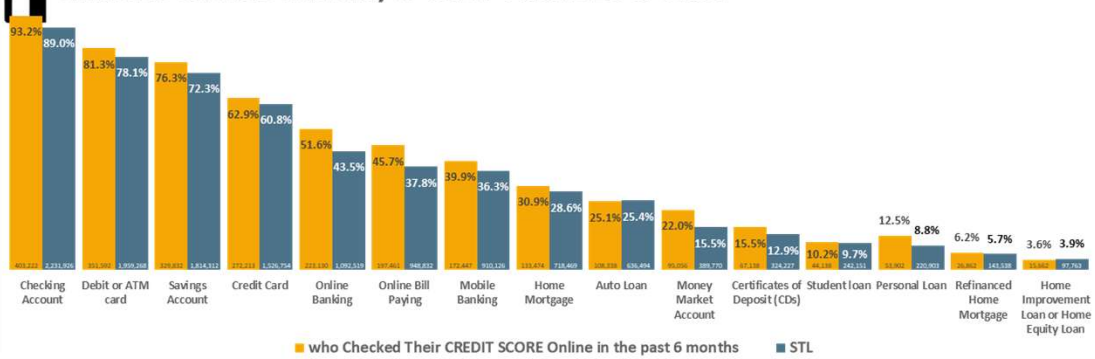
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

17.2% or 432,435 of STL DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 20.8% more likely to have a 401K, 1.2% less likely to have an Auto Loan, 34.8% more likely to Invest/Trade Stocks Online, 4.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



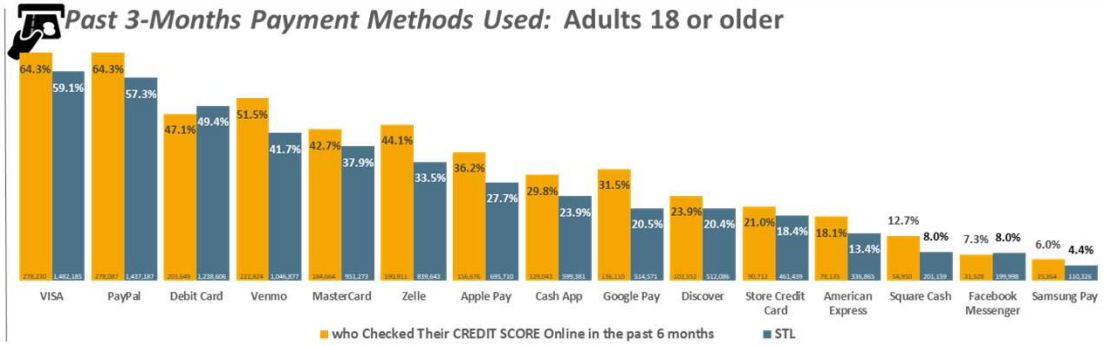
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



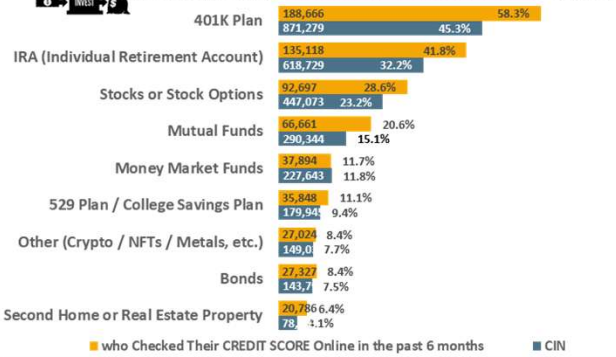
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

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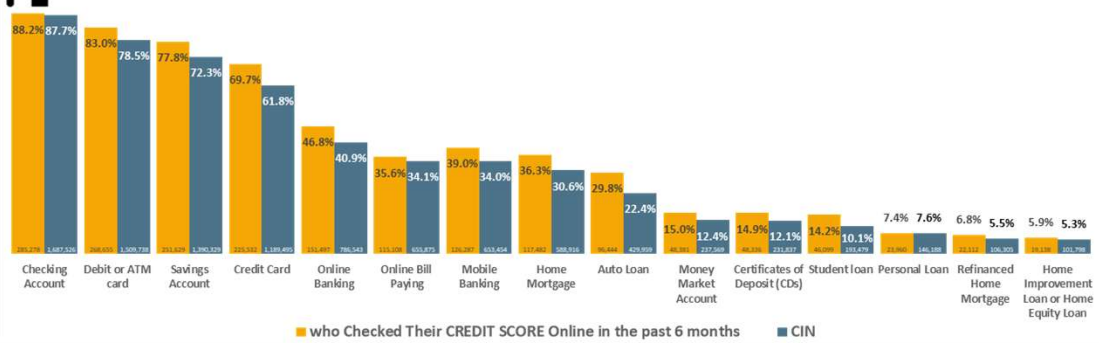
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

16.8% or 323,558 of CIN DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 28.7% more likely to have a 401K, 33.3% more likely to have an Auto Loan, .9% less likely to Invest/Trade Stocks Online, 3.3% more likely to pay with their Debit Card.

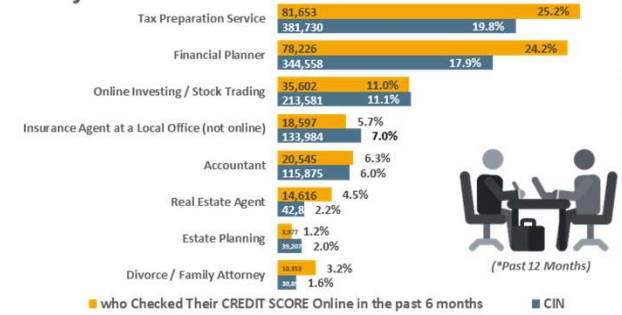
Investments Owned: Adults 18 or older



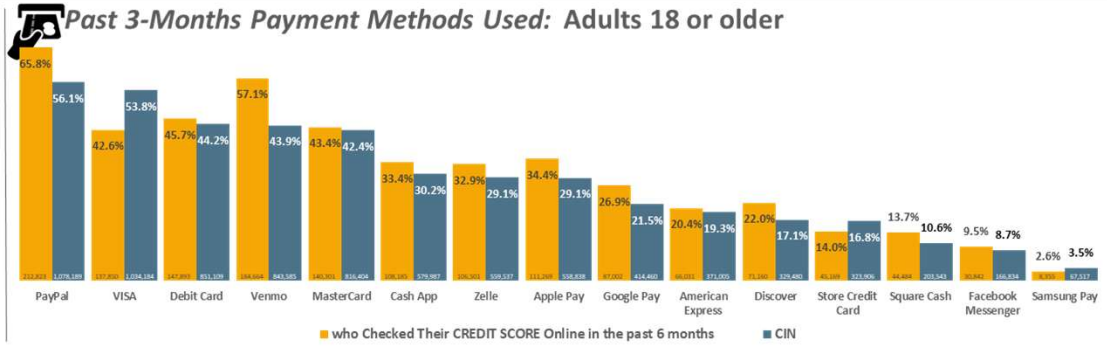
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

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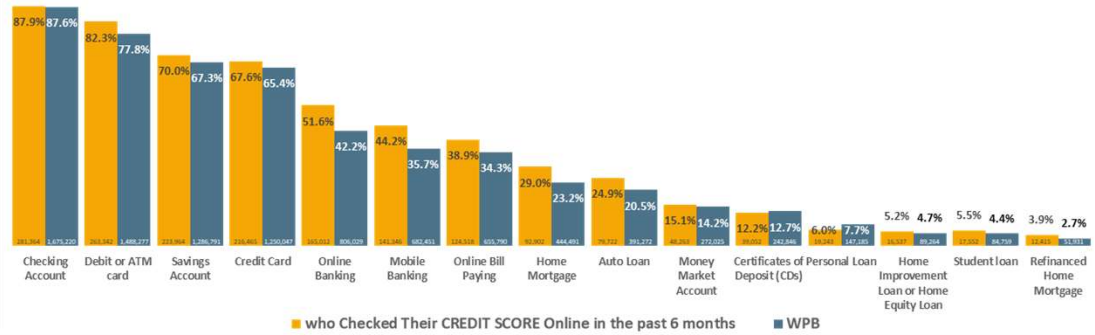
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

16.7% or 320,033 of WPB DMA Adults 18 or older Checked Their CREDIT SCORE Online in the past 6 months. Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months are 2.9% more likely to have a 401K, 21.7% more likely to have an Auto Loan, 29.% more likely to Invest/Trade Stocks Online, 10.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



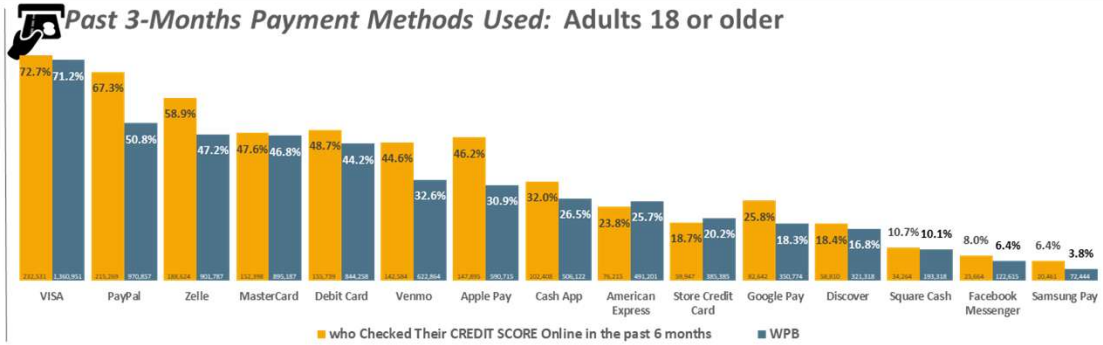
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



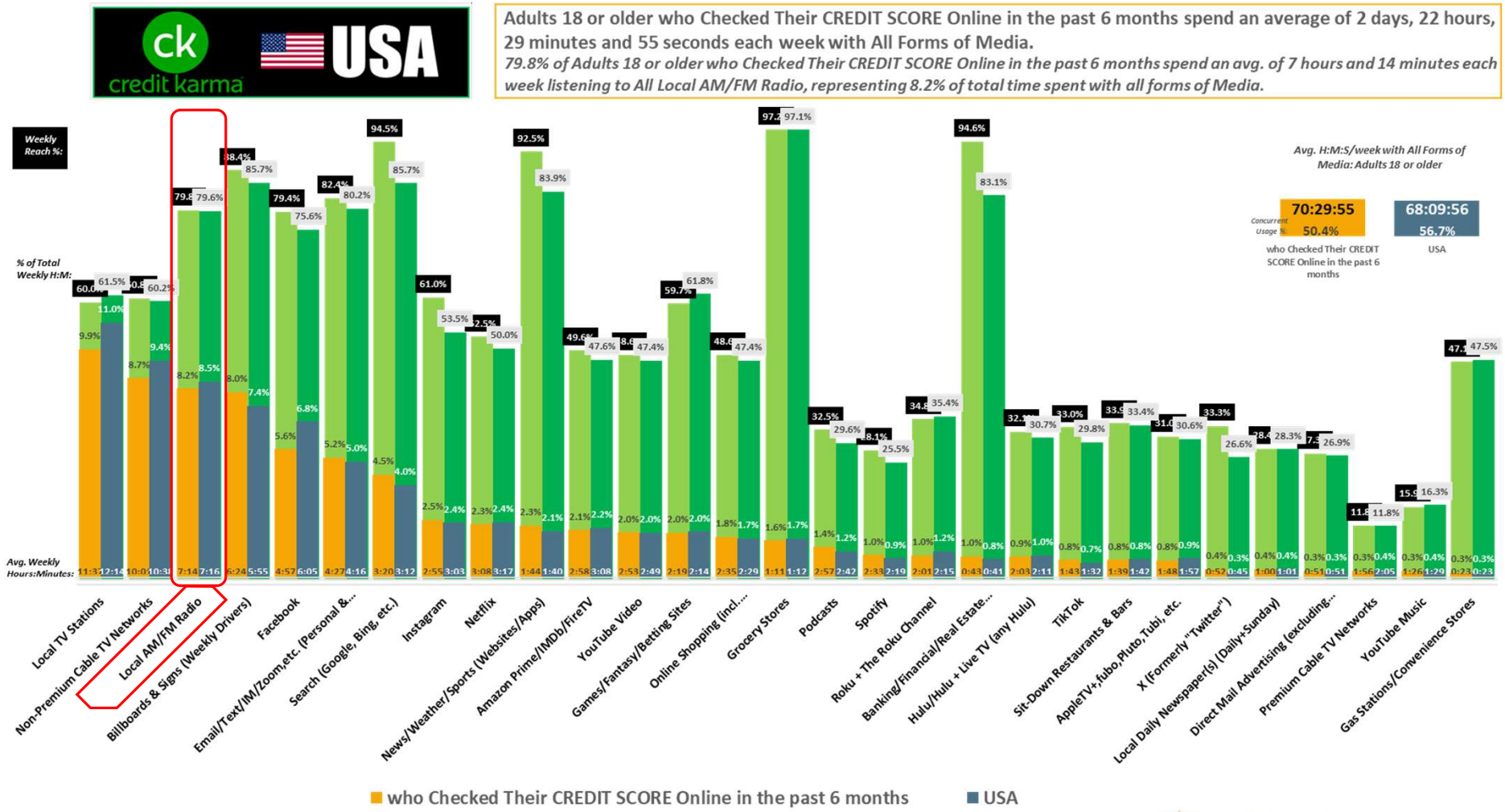
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

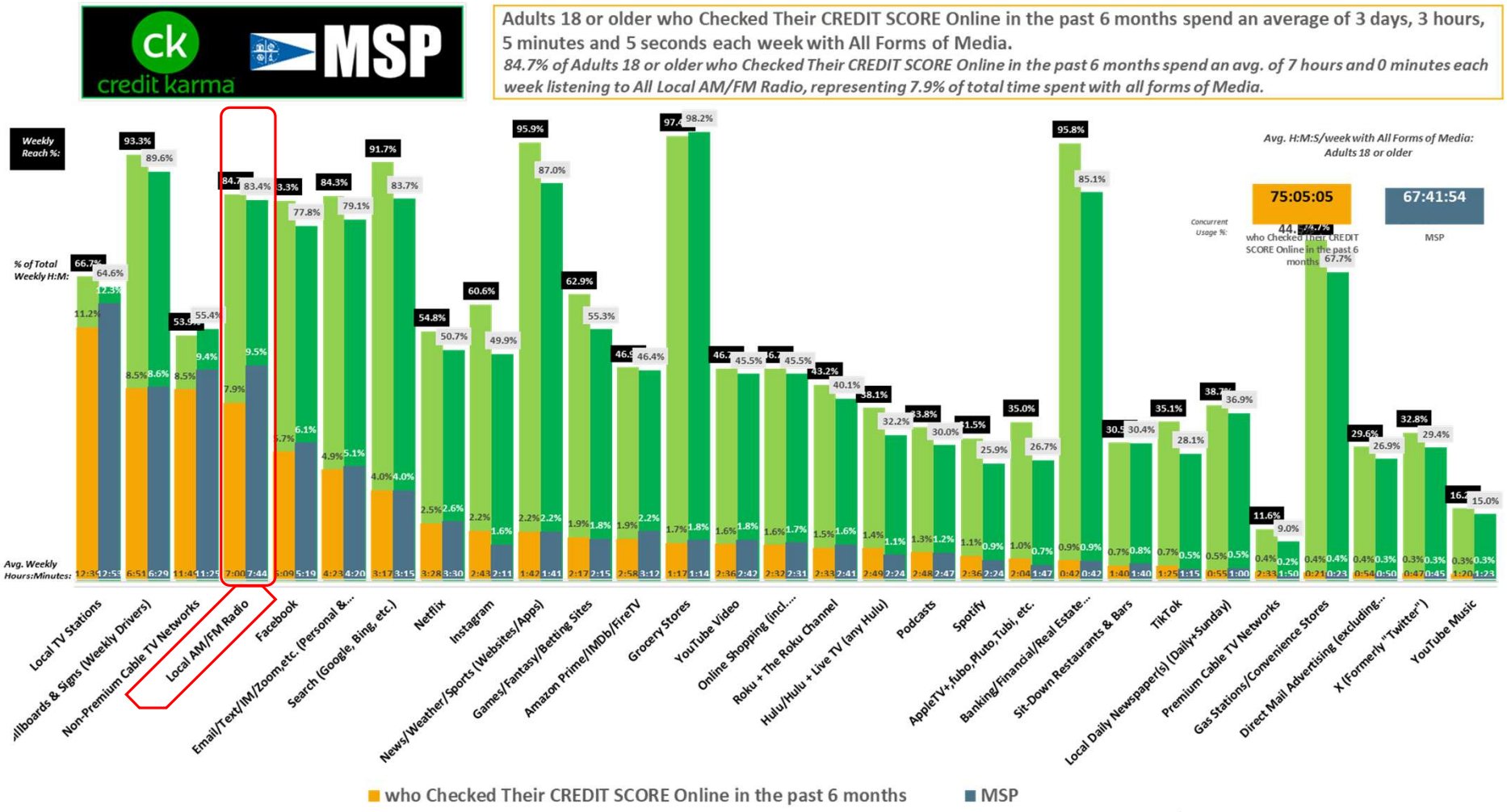


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

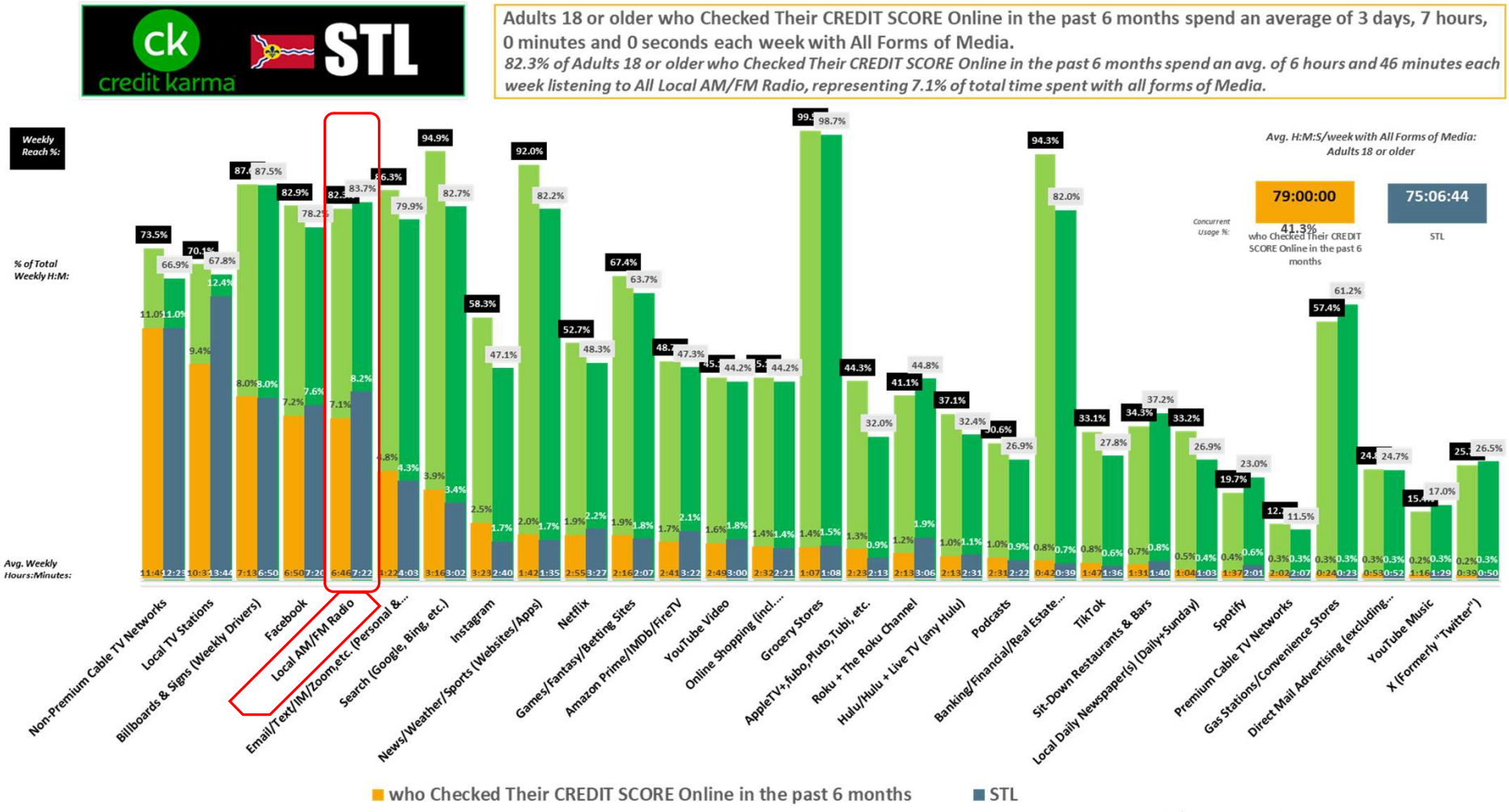


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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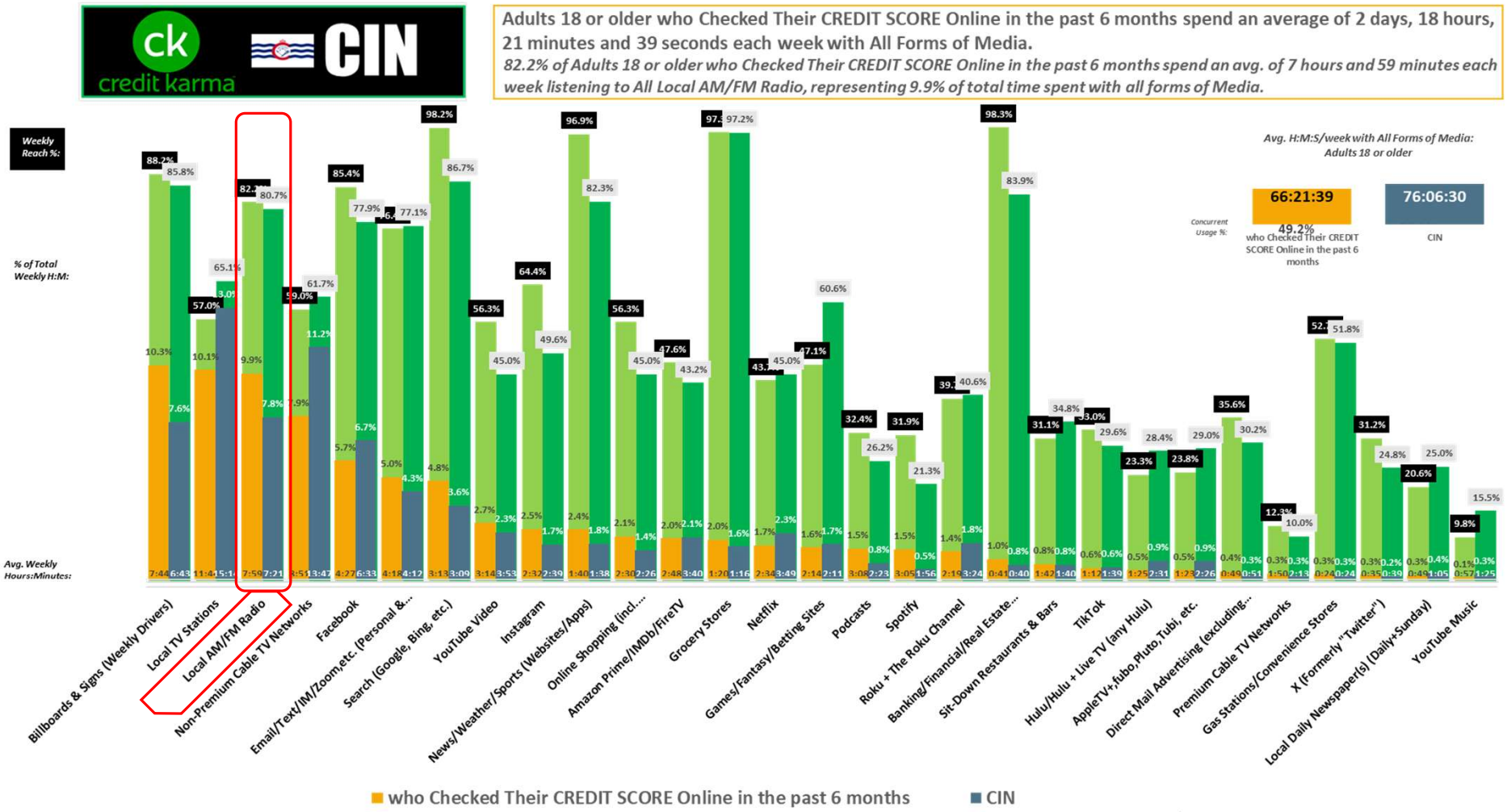


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

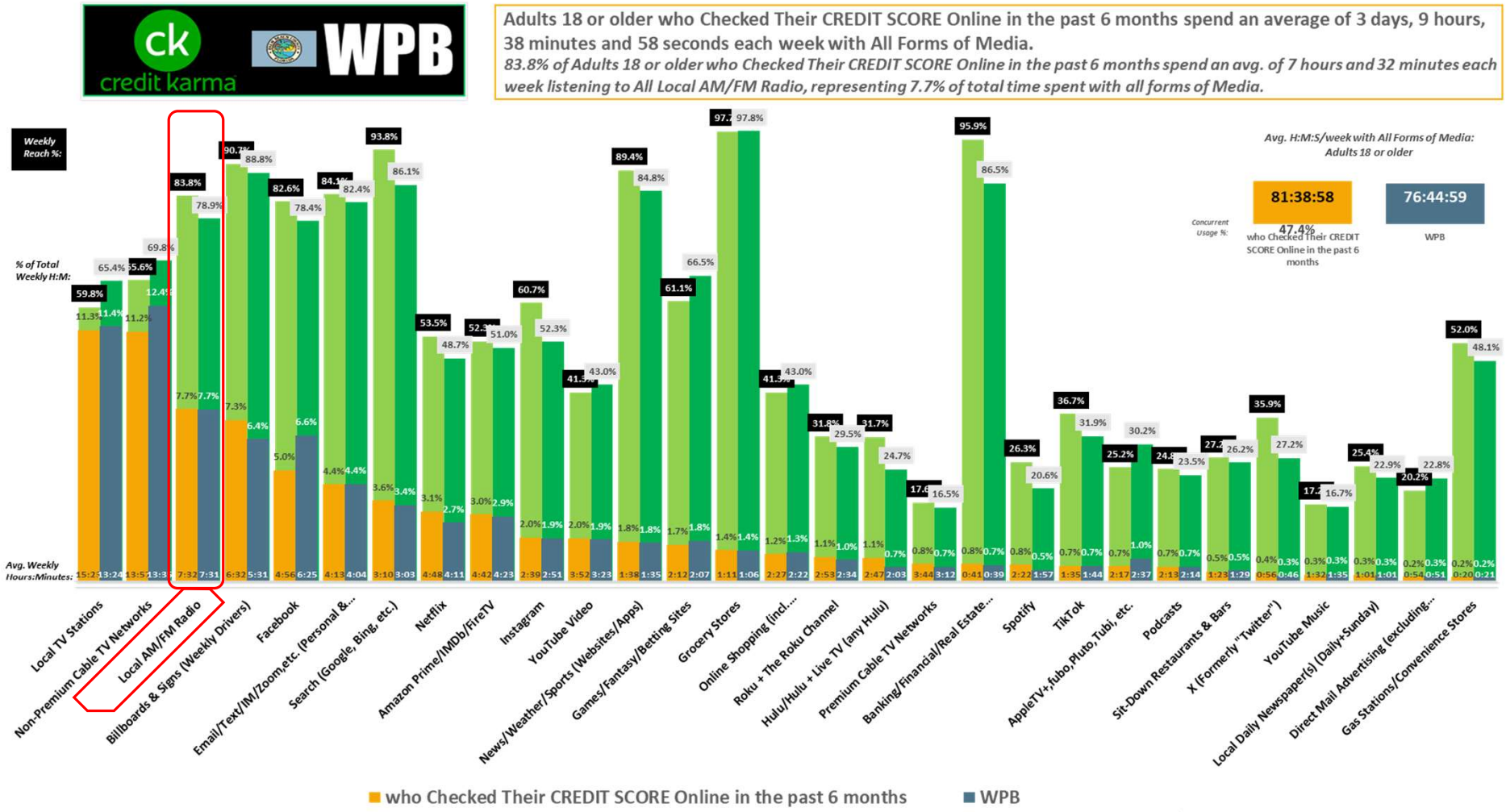


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

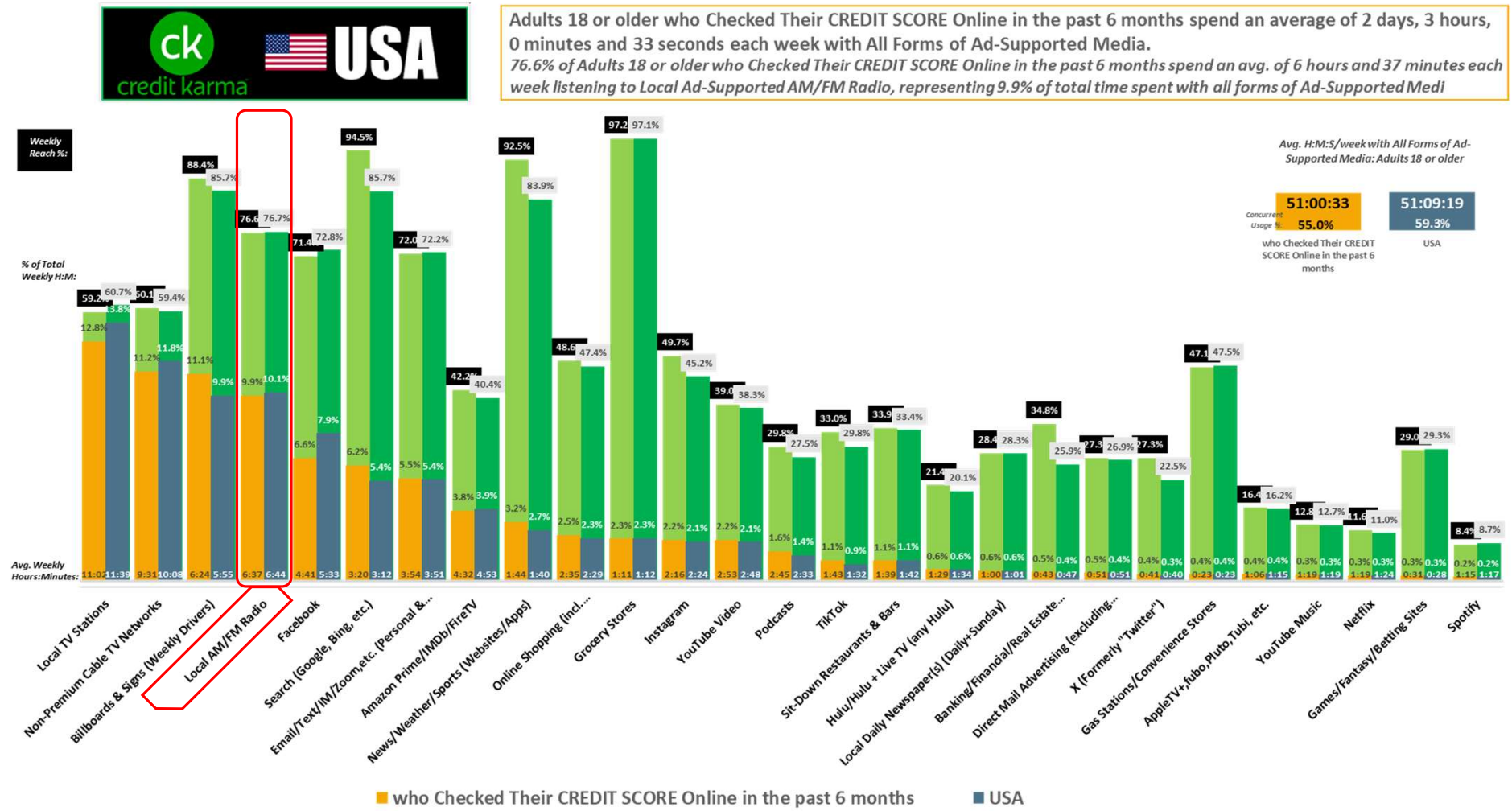


WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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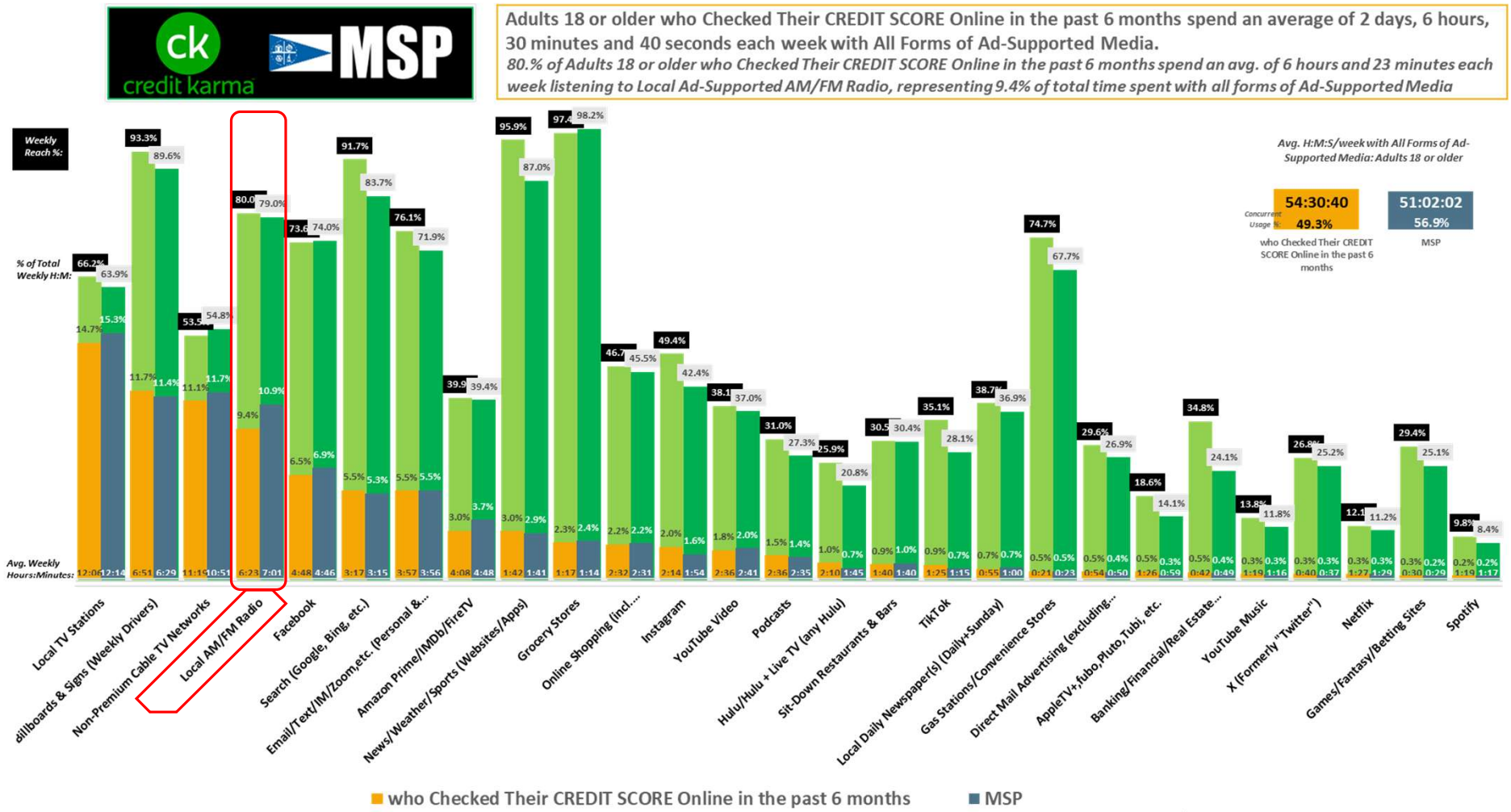


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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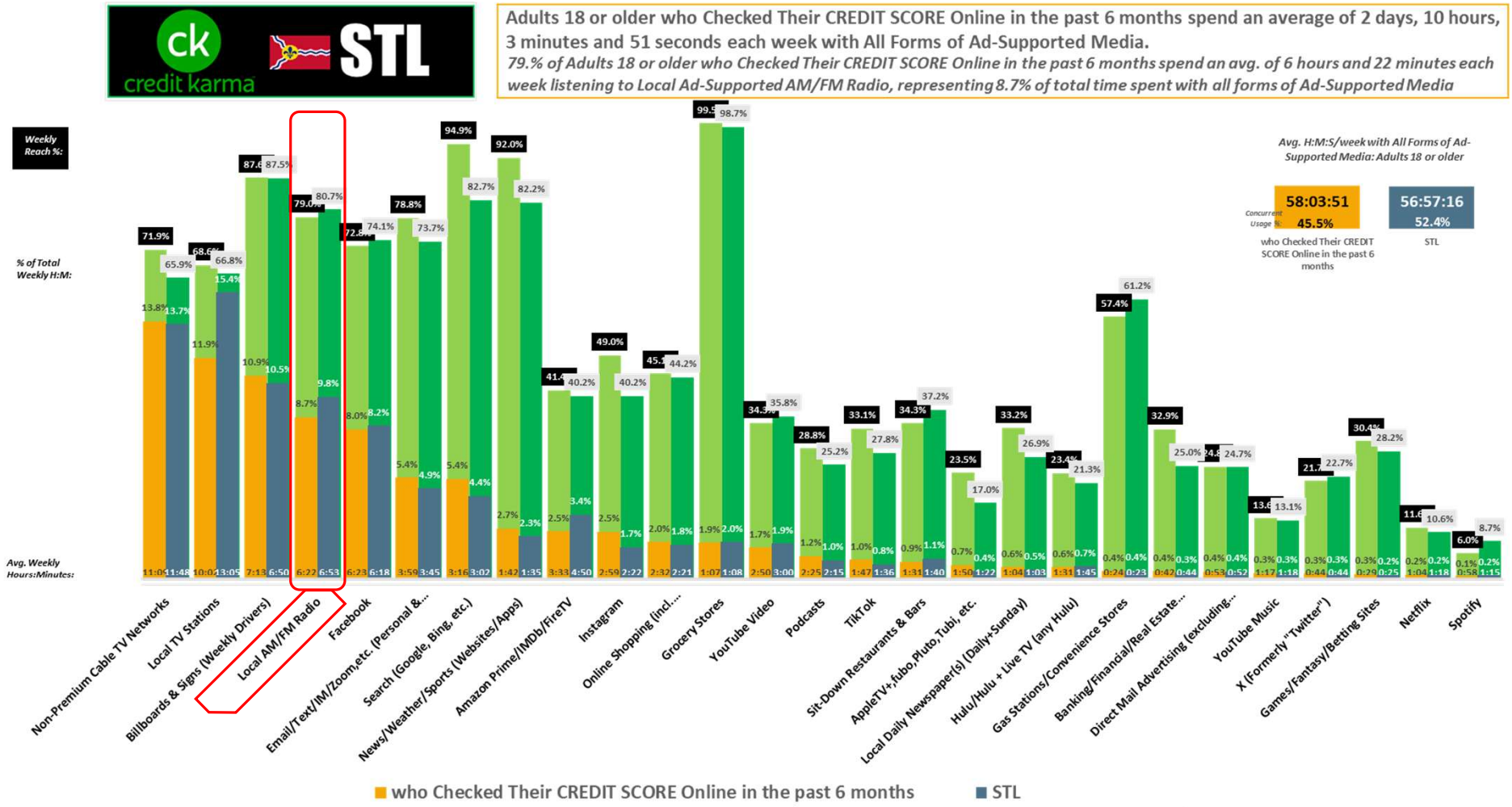


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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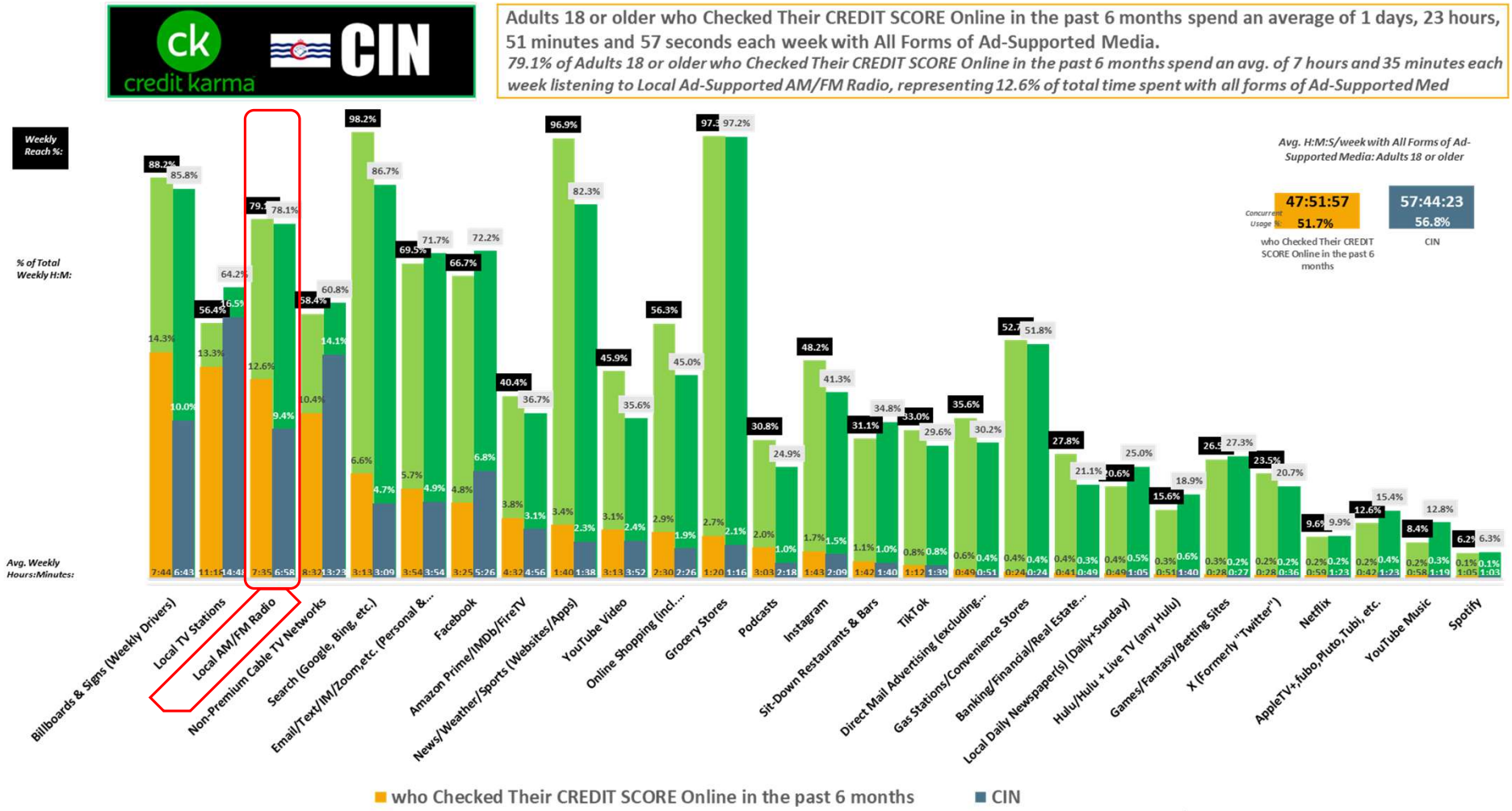


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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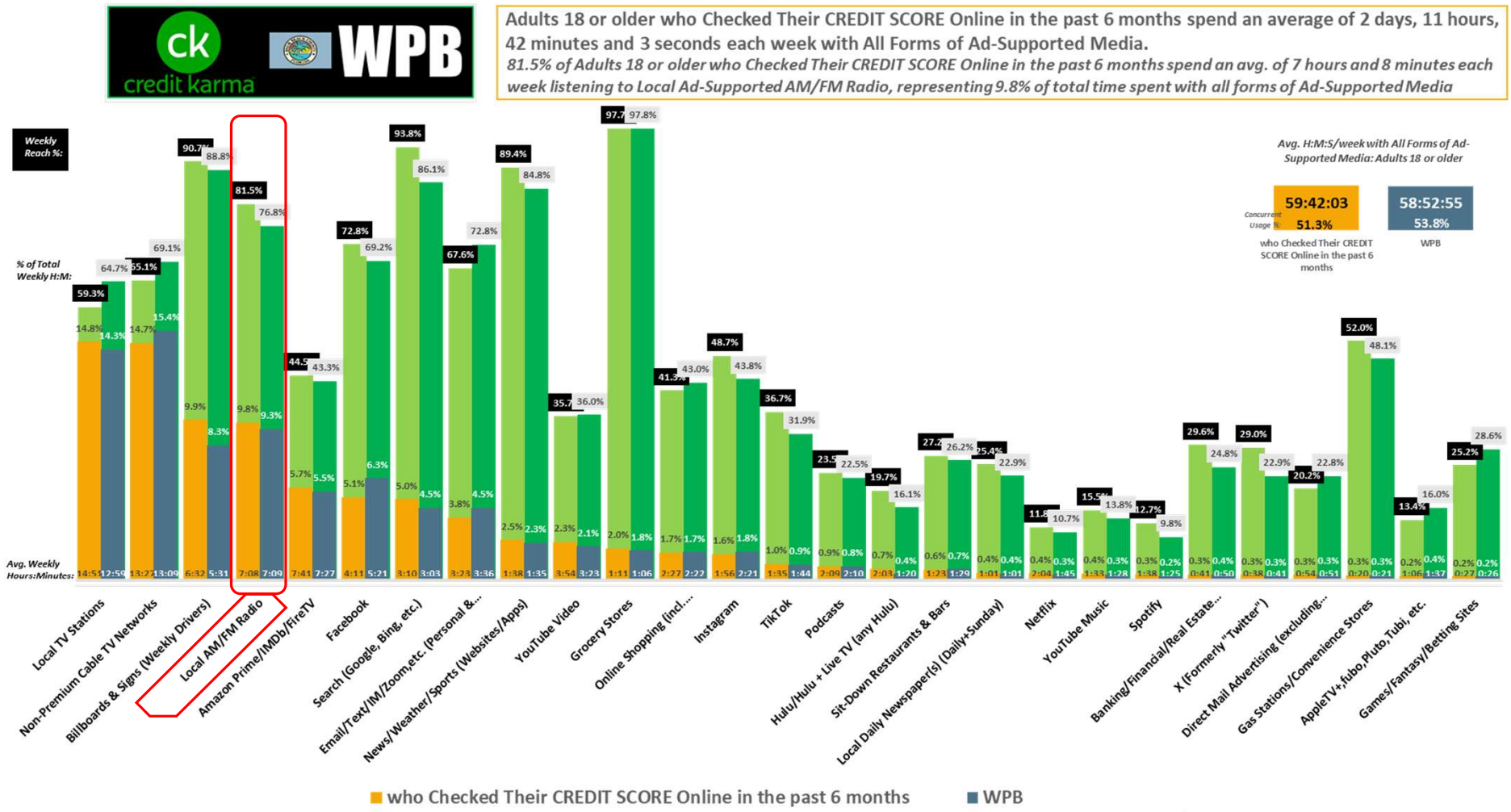


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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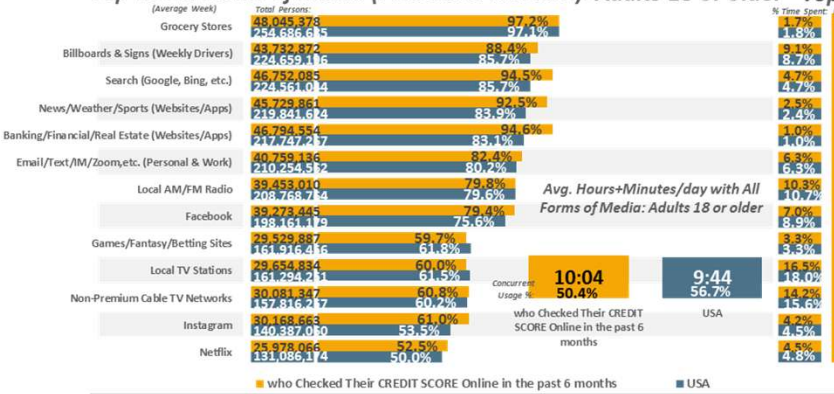
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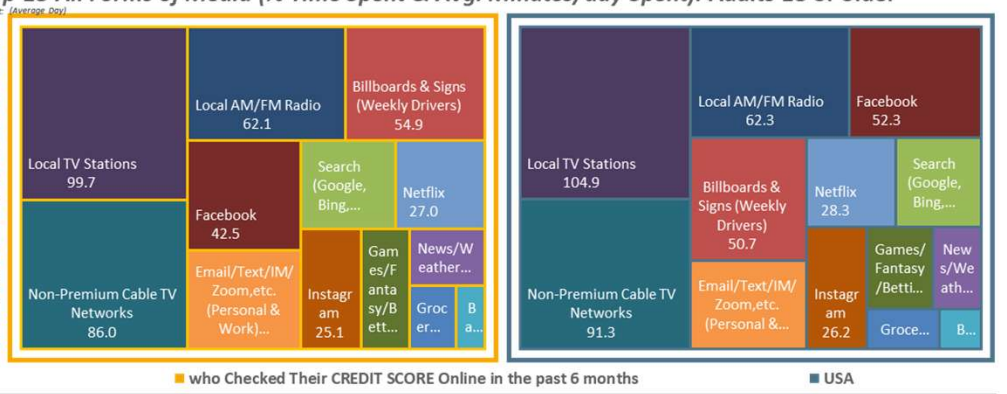
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 76.6% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

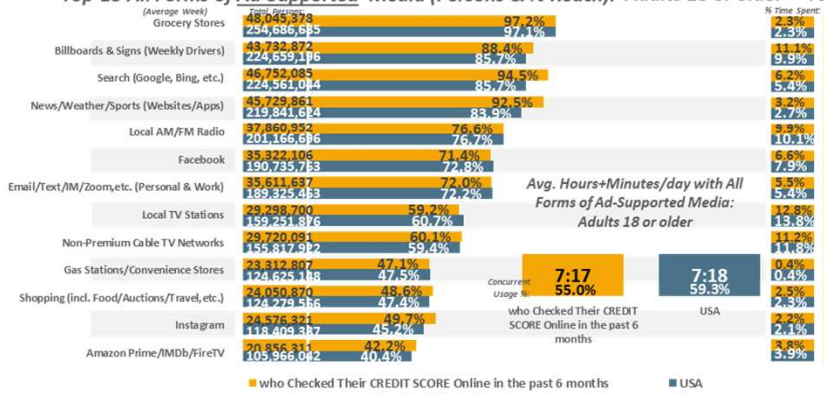
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



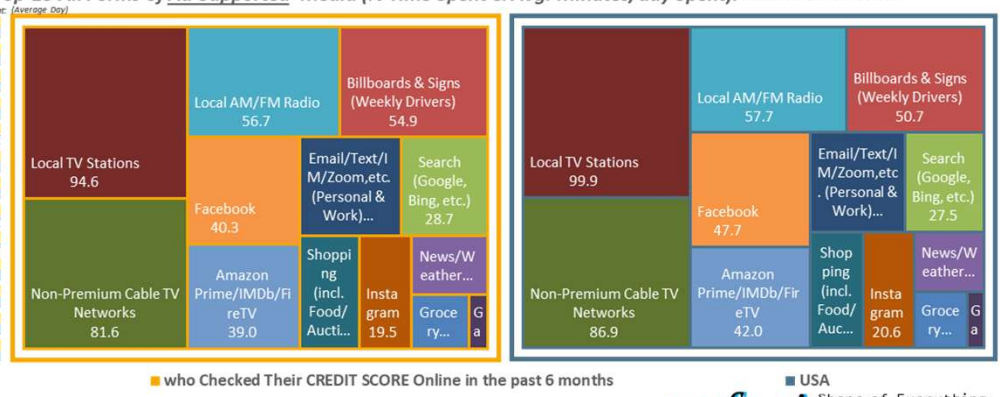
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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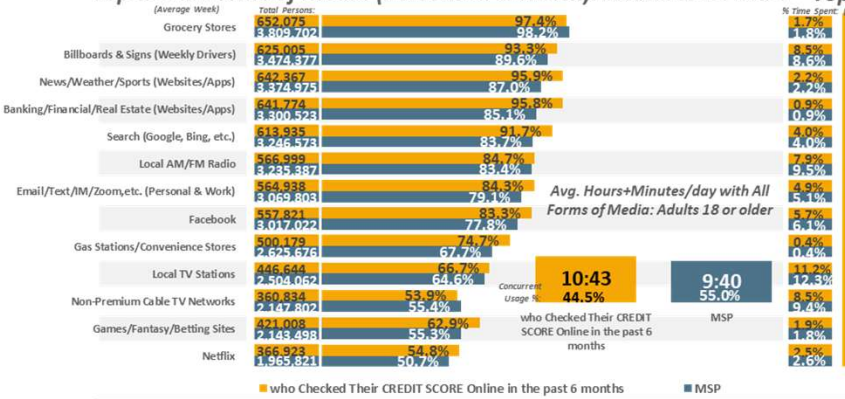
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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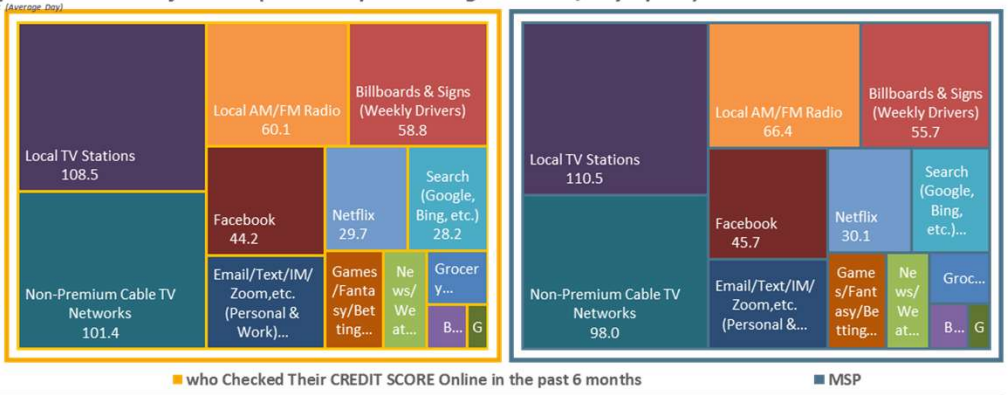
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 54.8 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

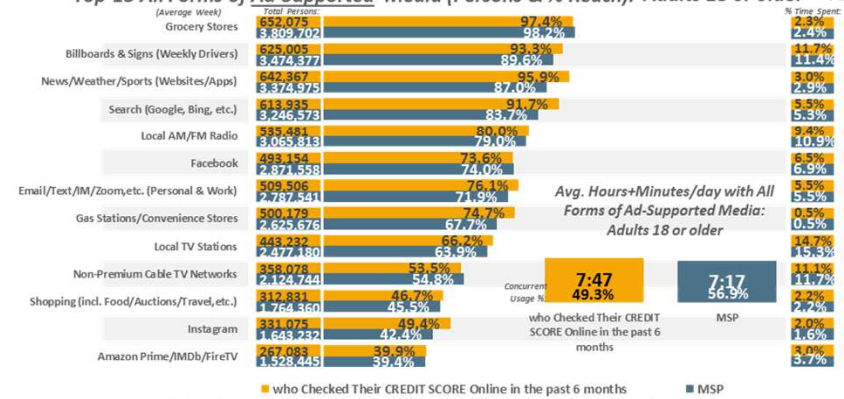
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



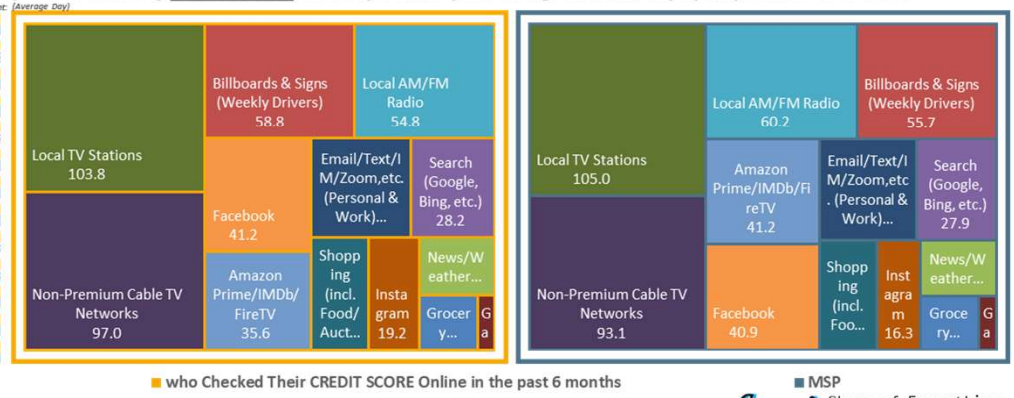
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

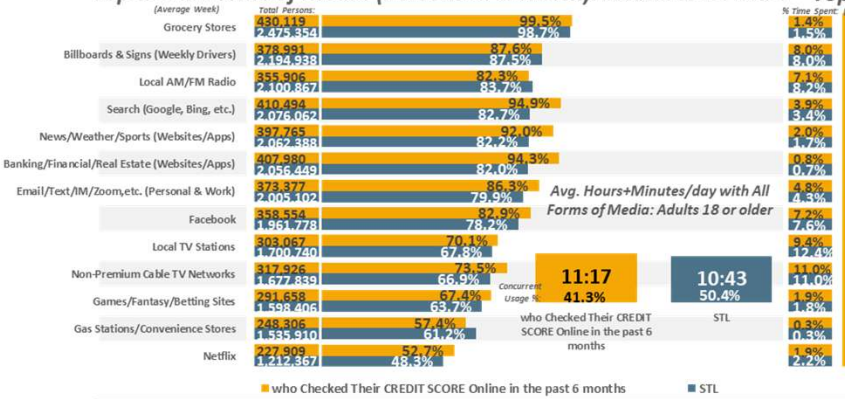
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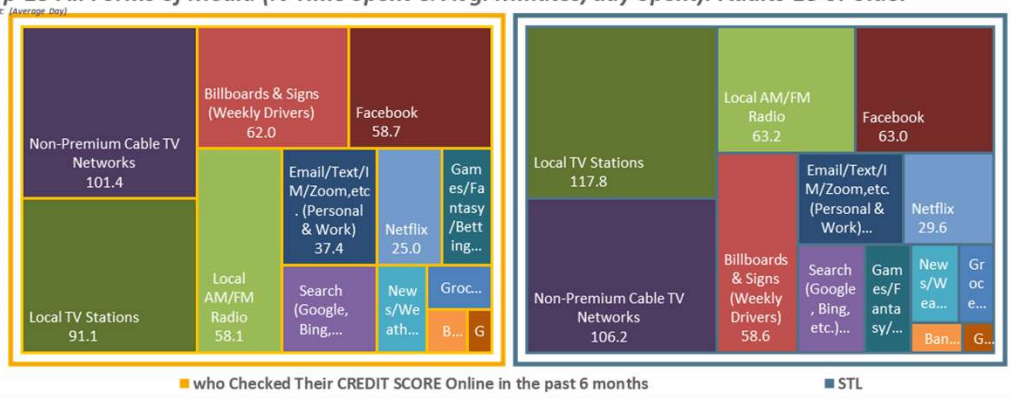
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 54.6 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

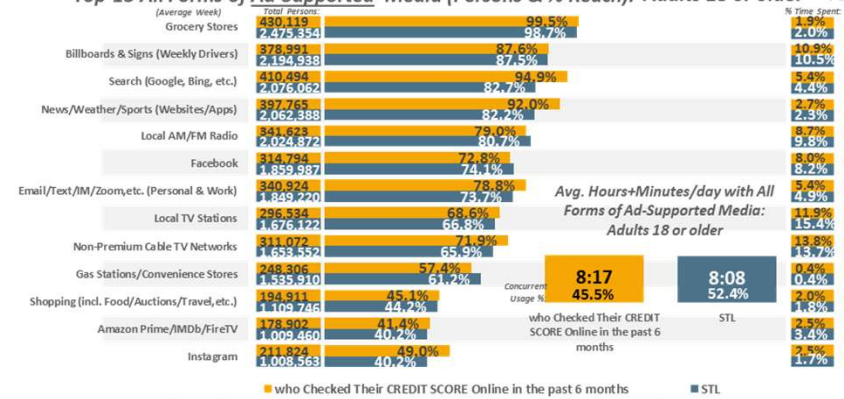
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



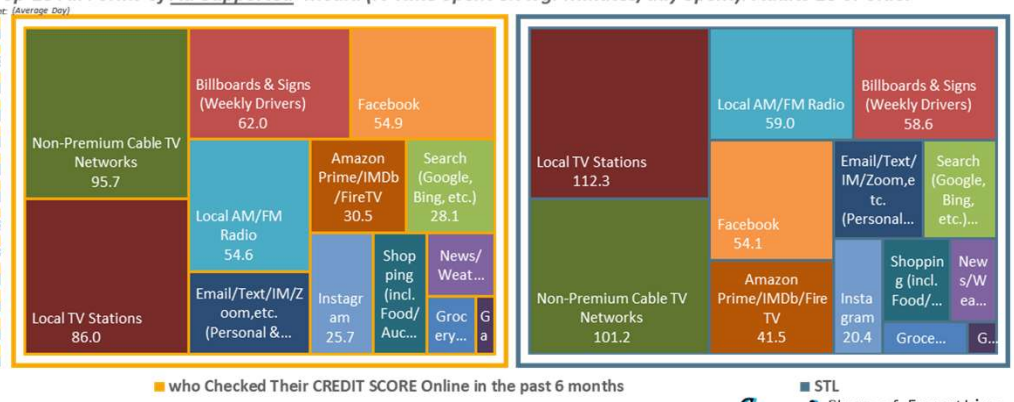
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

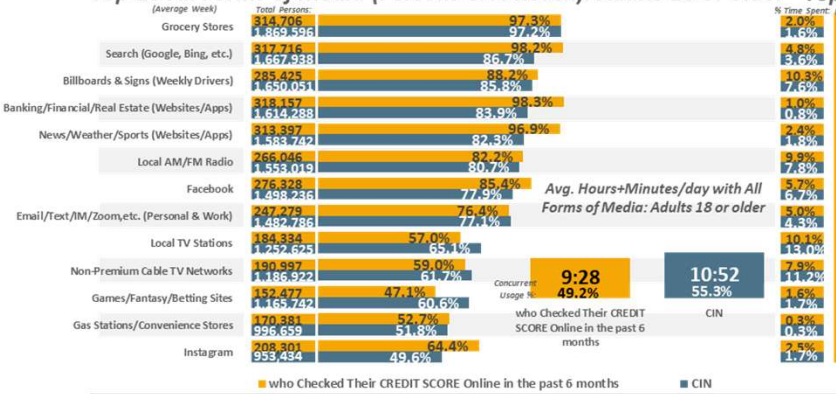
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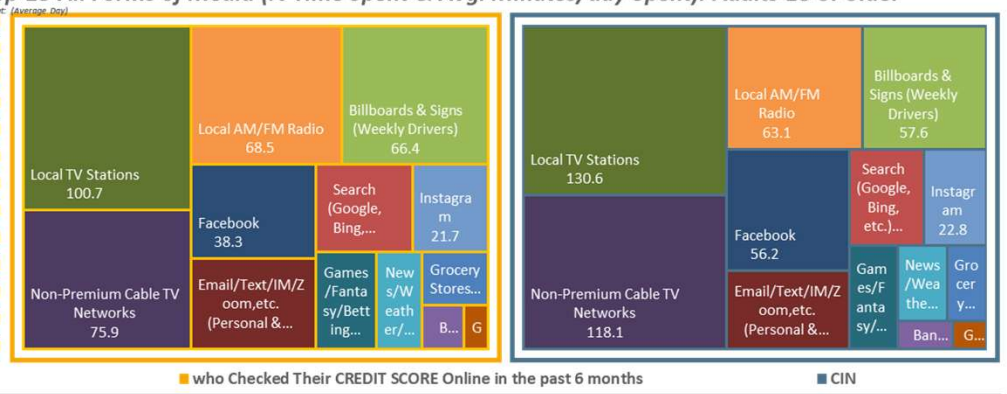
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 65.1 minutes/day.*(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

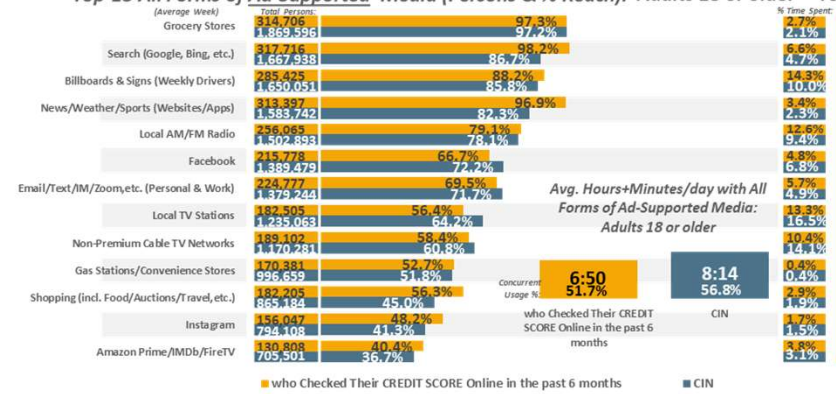
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



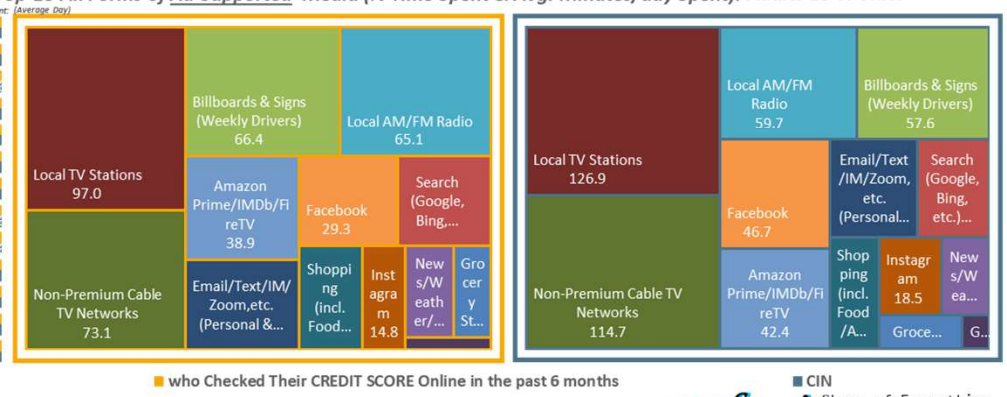
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

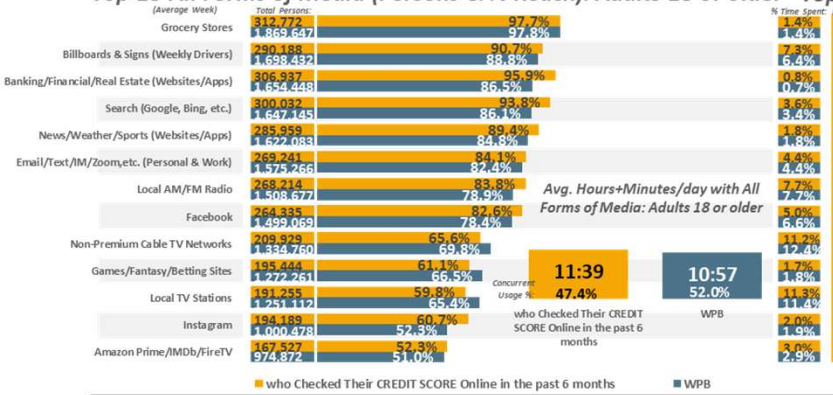
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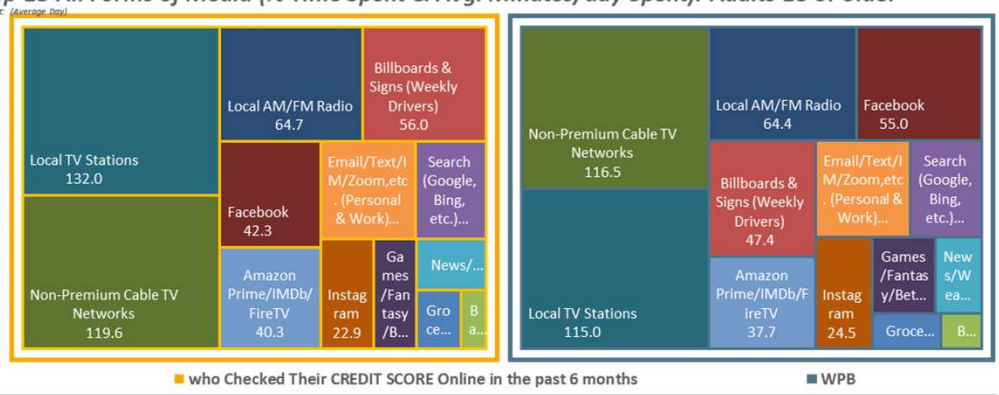
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

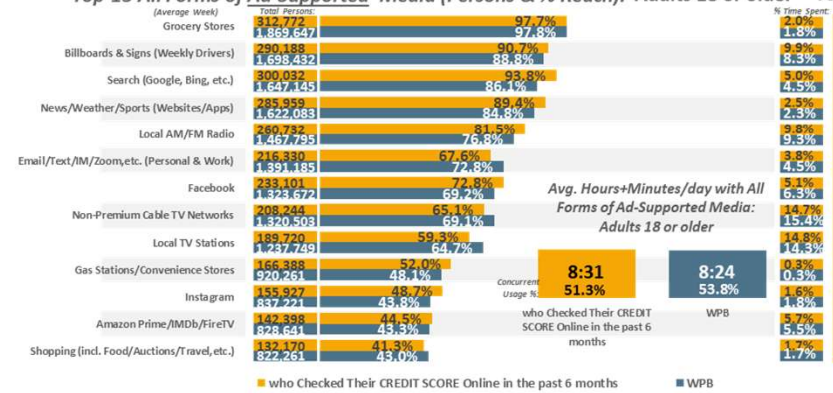
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



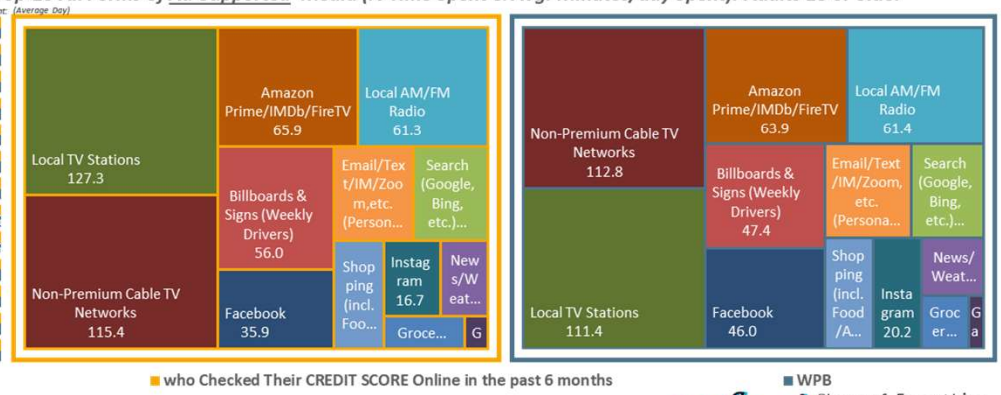
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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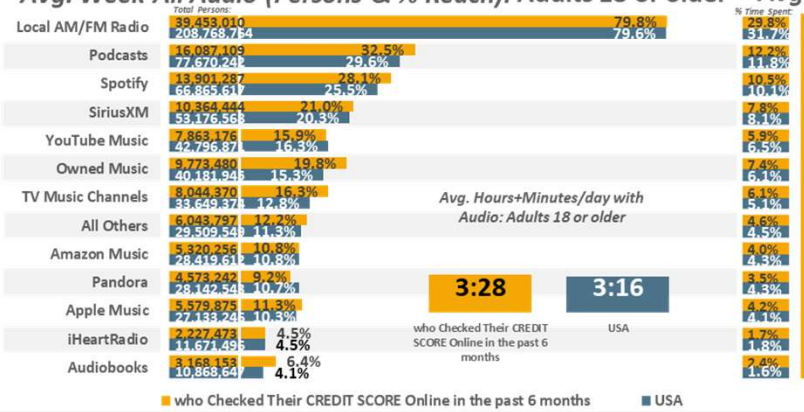
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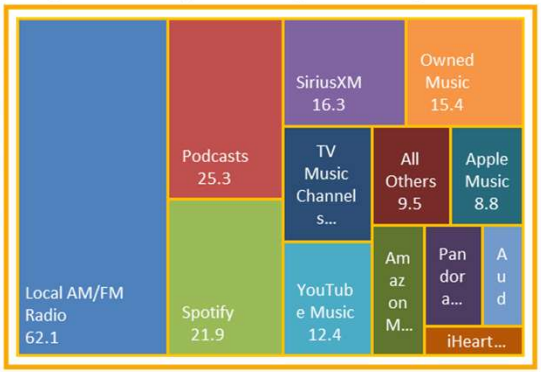


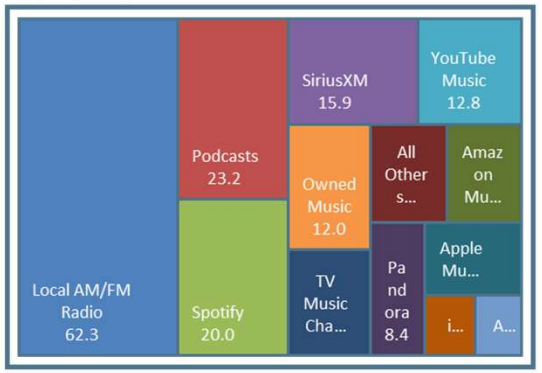
37,860,952 or 76.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

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

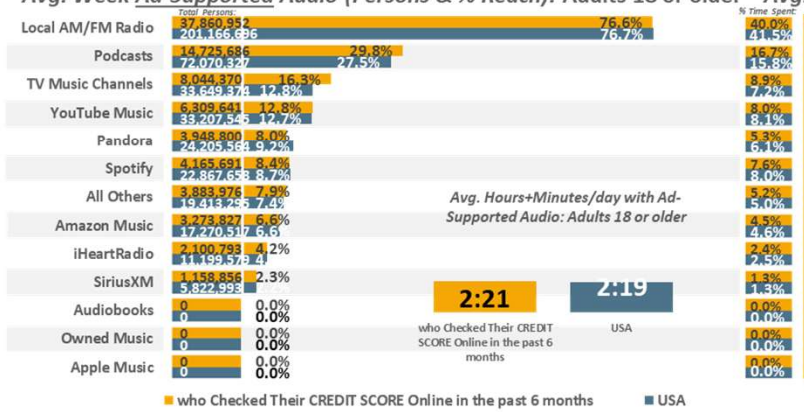


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

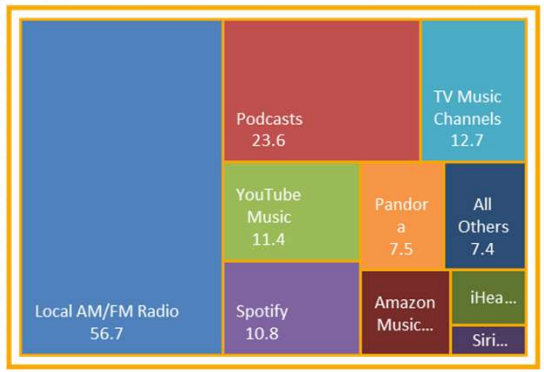


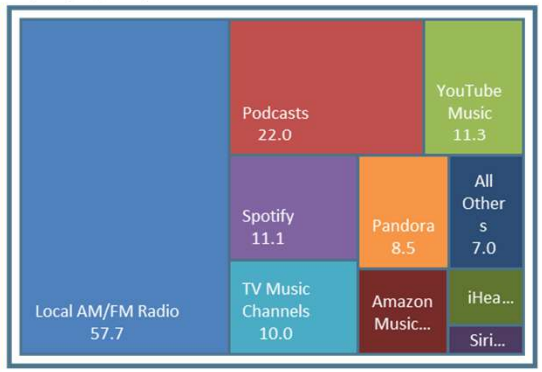


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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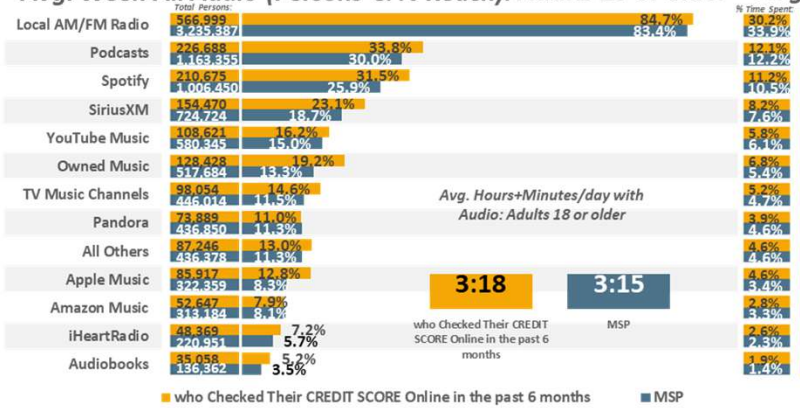
Scarborough R2 2025: Feb24-Jul25 USA Projection

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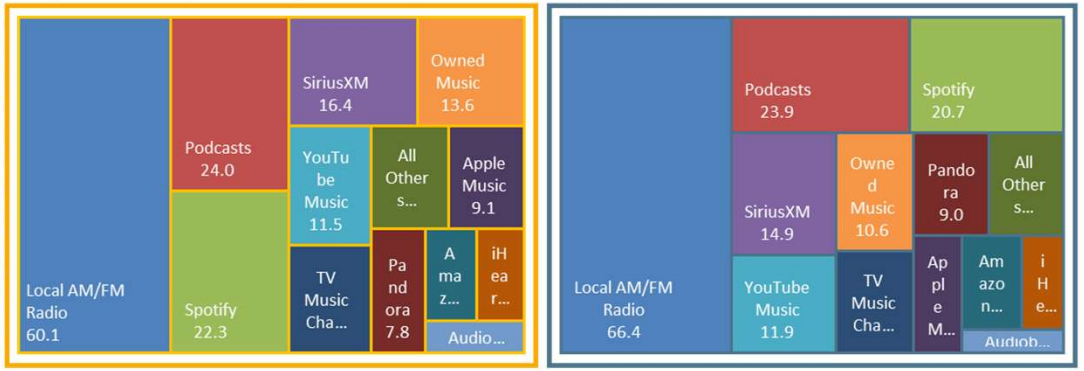
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

535,481 or 80.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

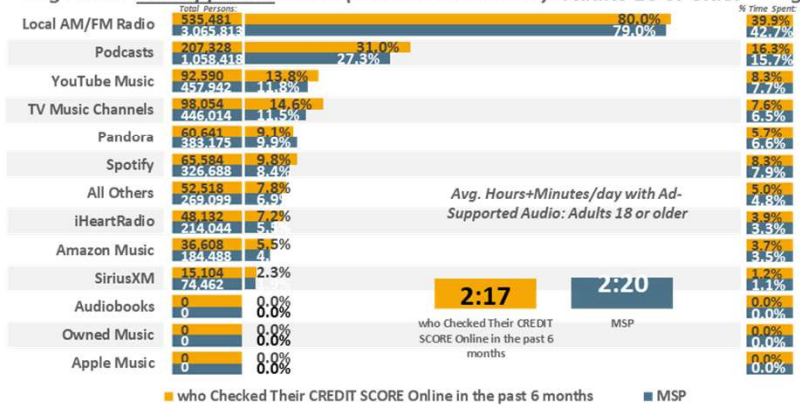
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



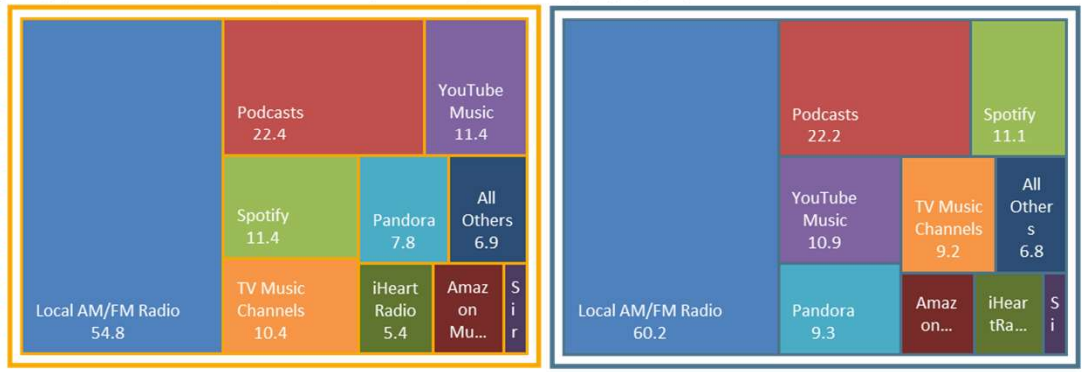
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

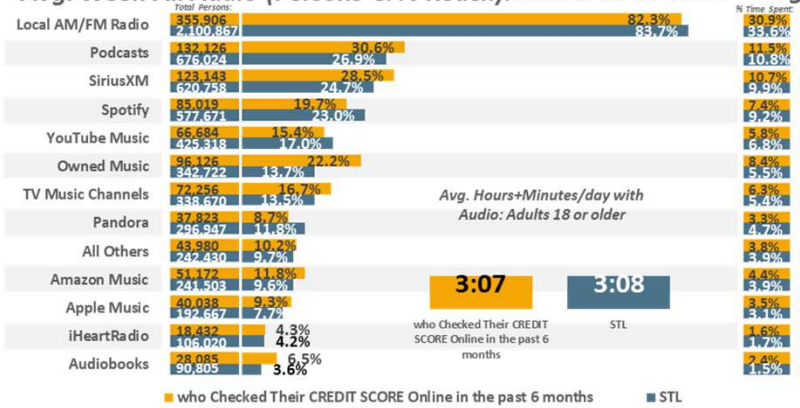
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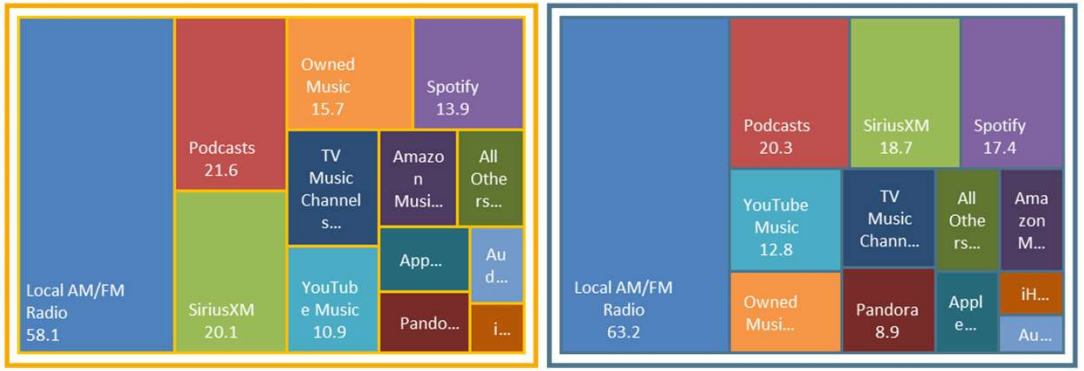
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

341,623 or 79.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

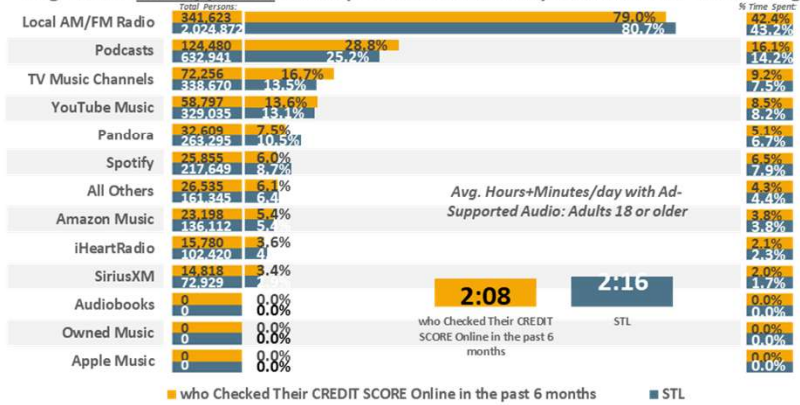
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



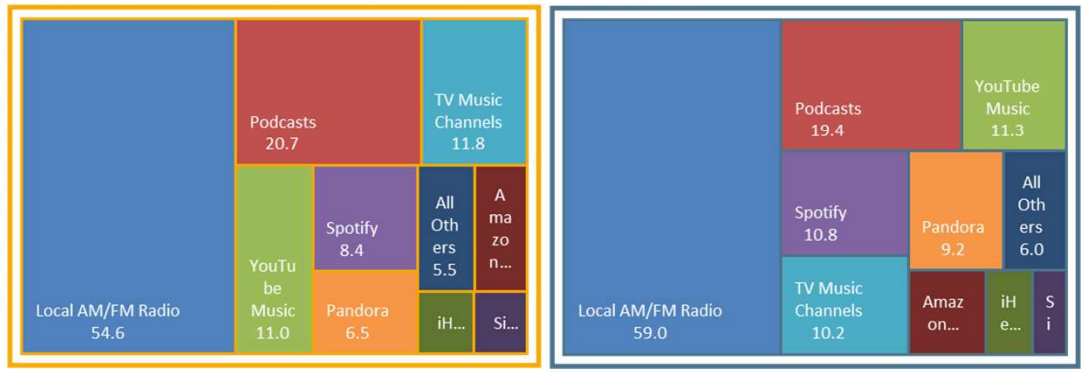
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

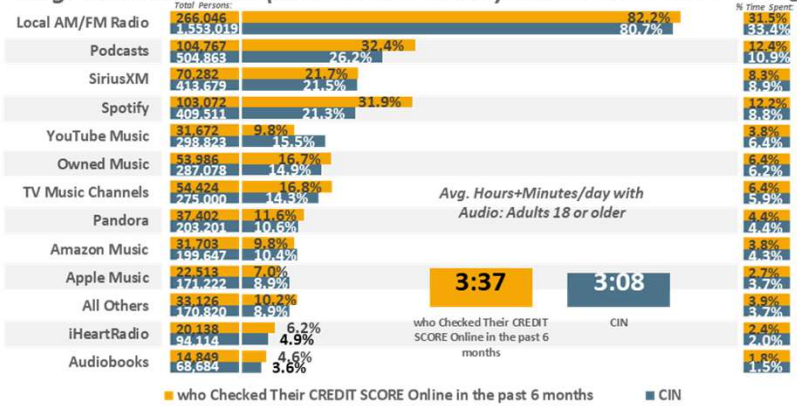
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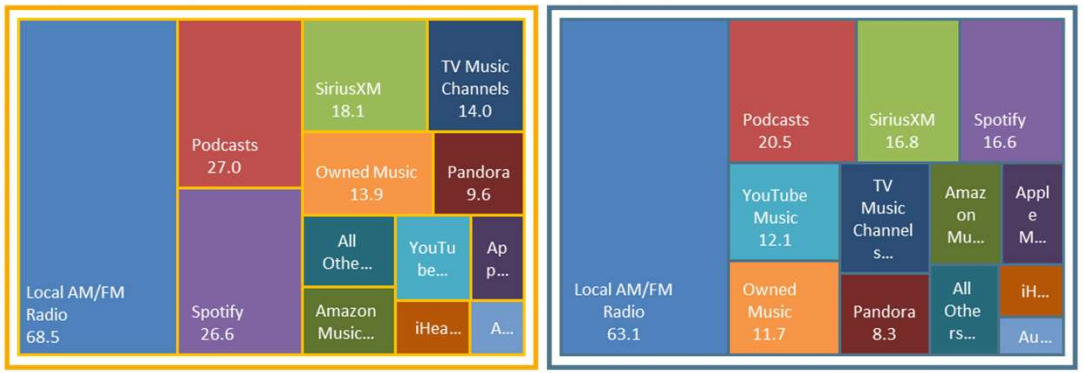
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

256,065 or 79.1% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

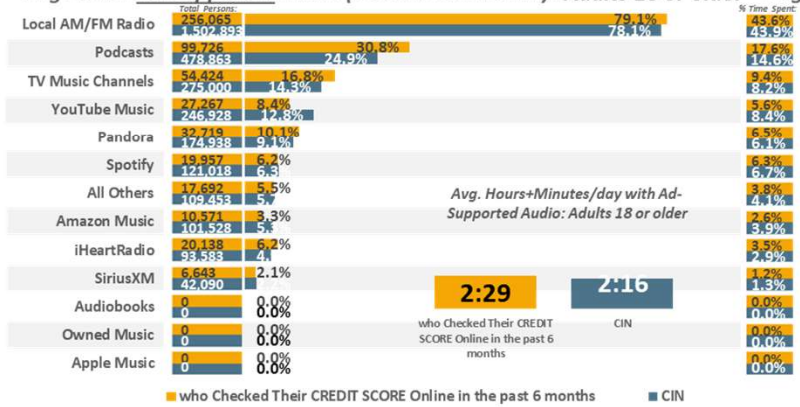
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



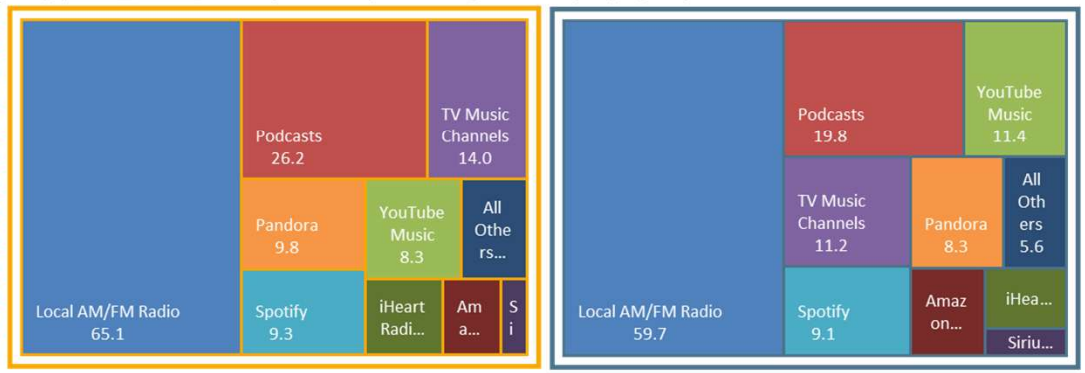
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

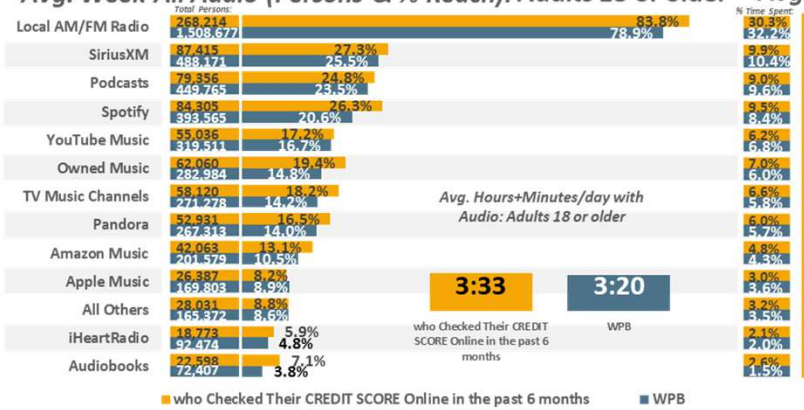
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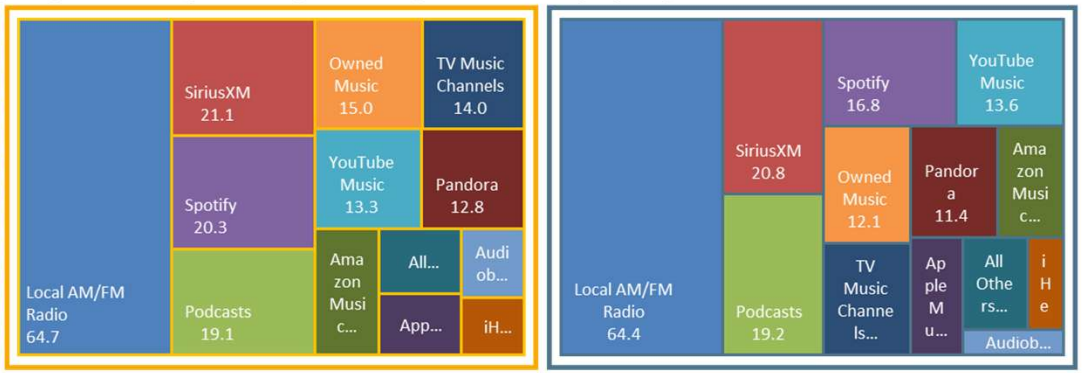
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

260,732 or 81.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

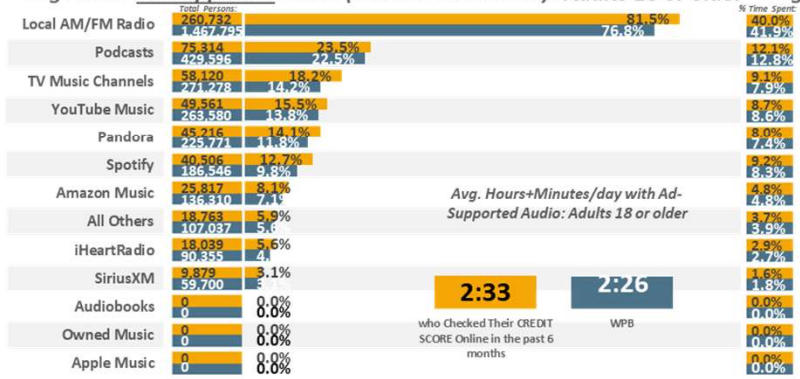
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



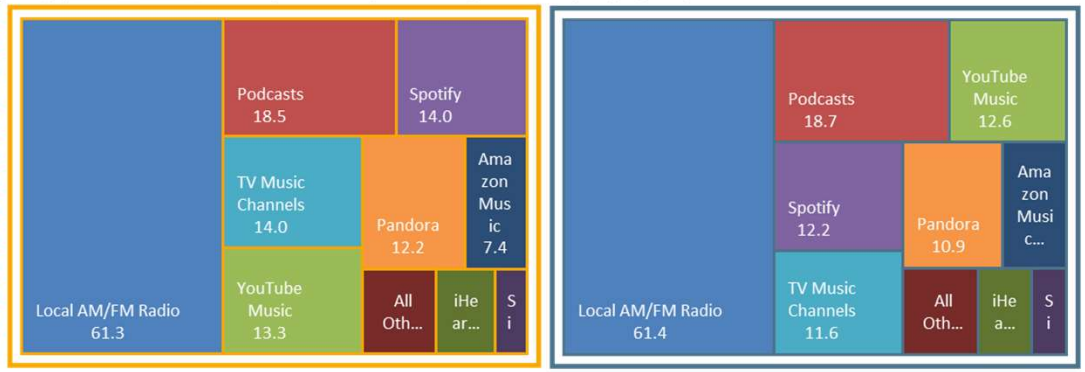
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

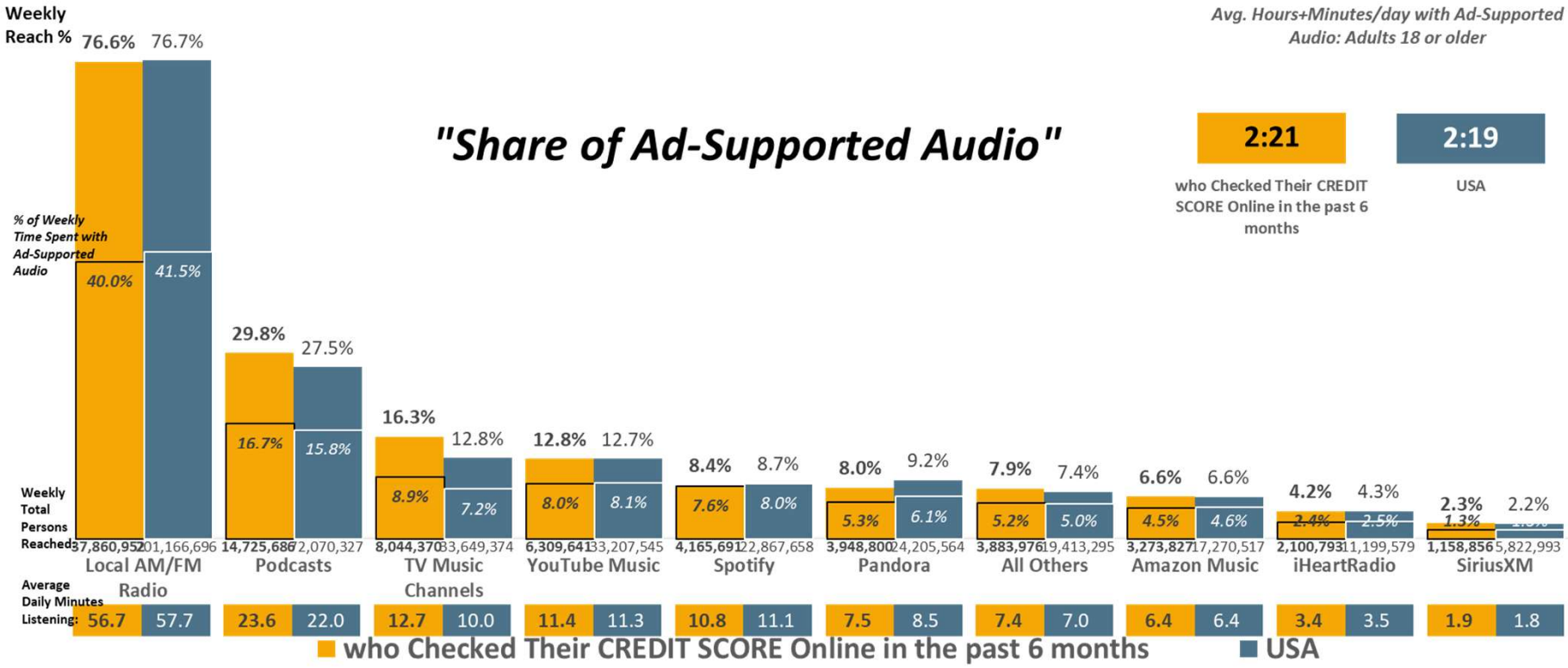
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

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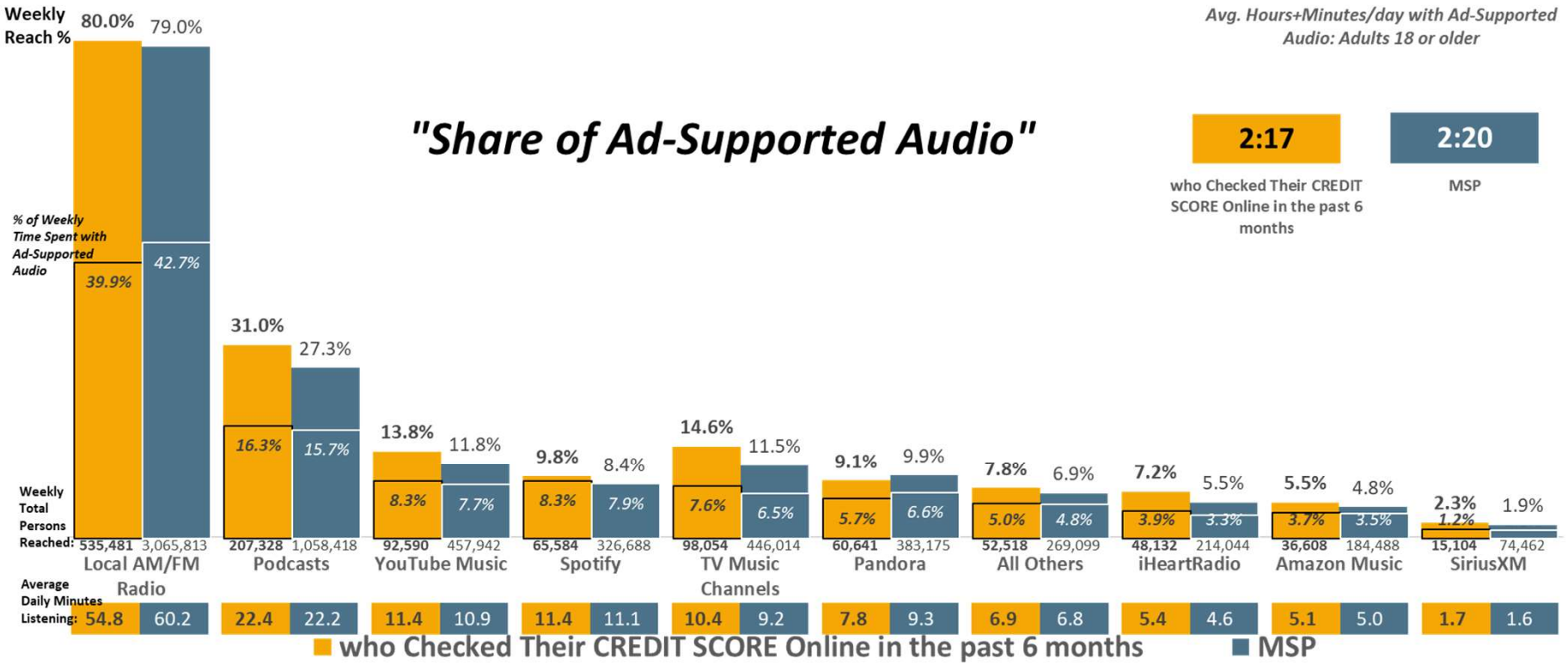
37,860,952 or 76.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

535,481 or 80.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



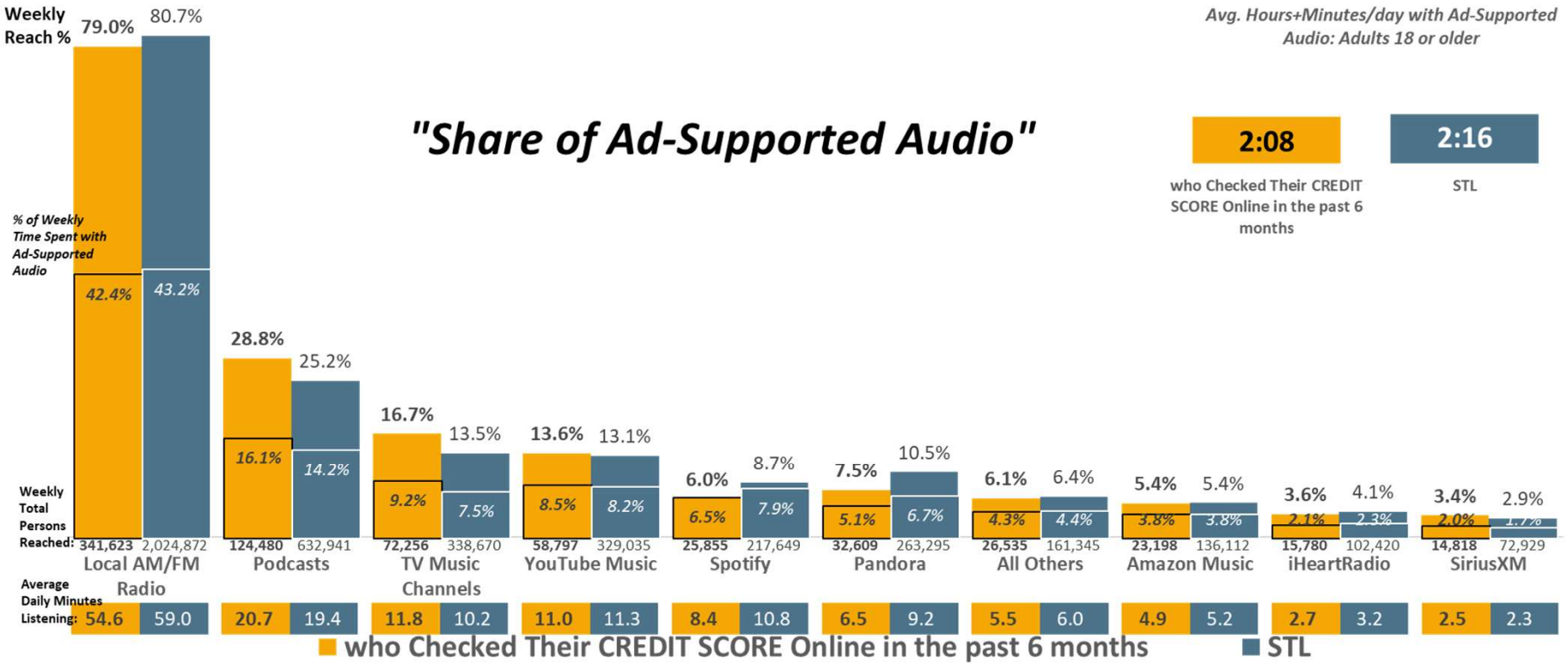
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

341,623 or 79.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



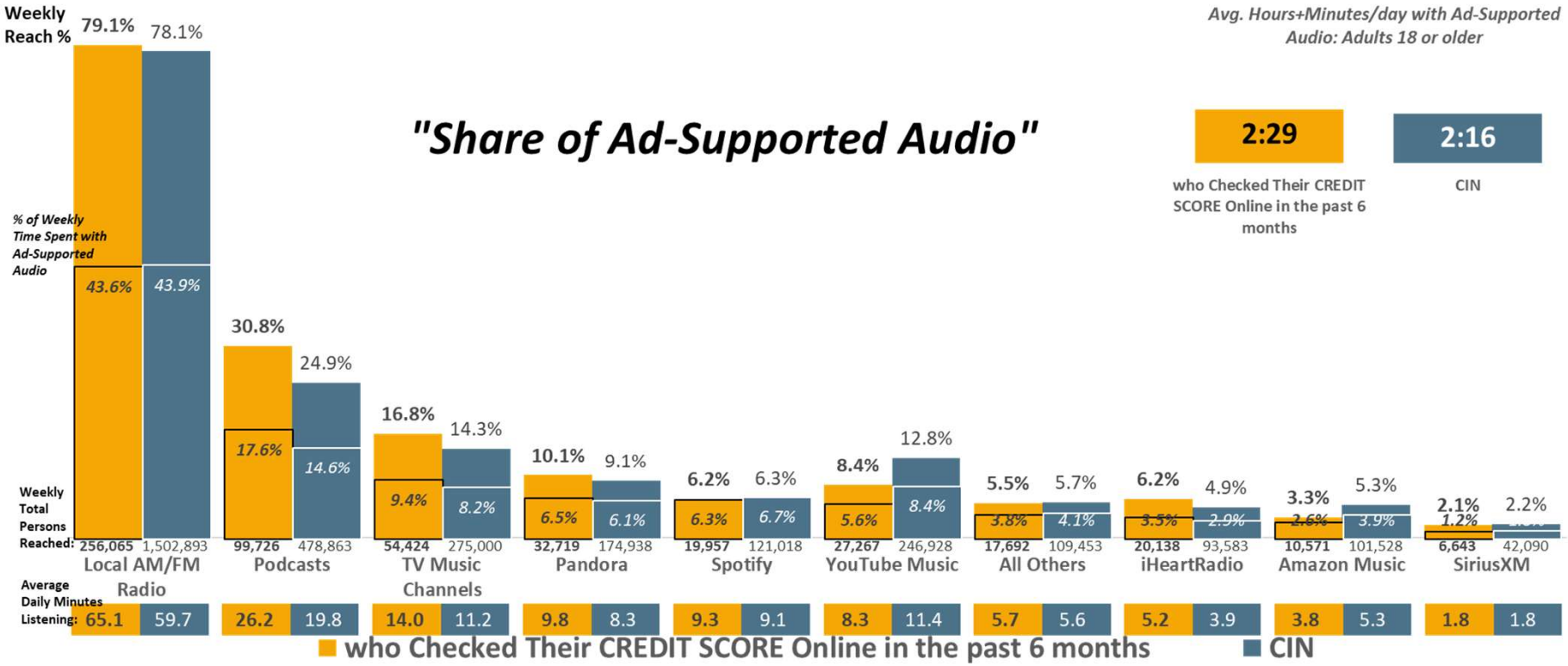
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

256,065 or 79.1% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



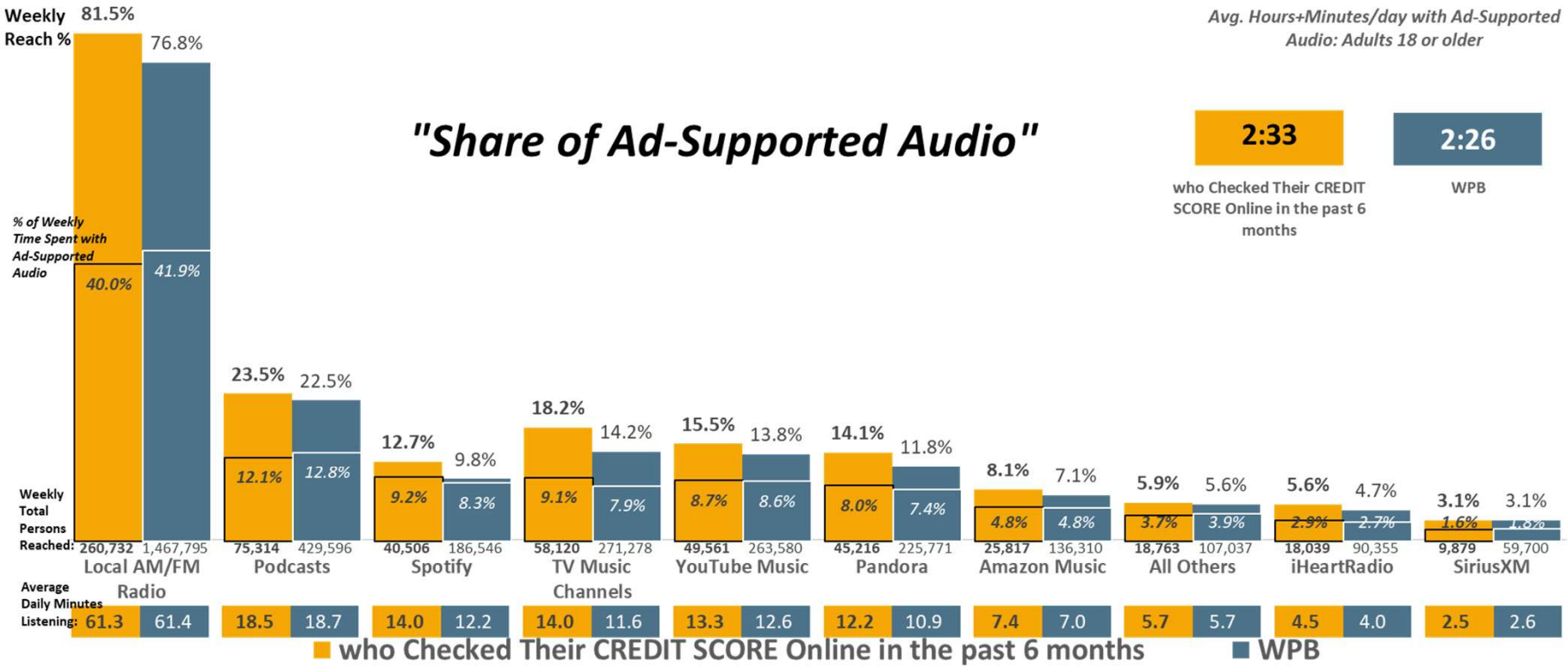
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

260,732 or 81.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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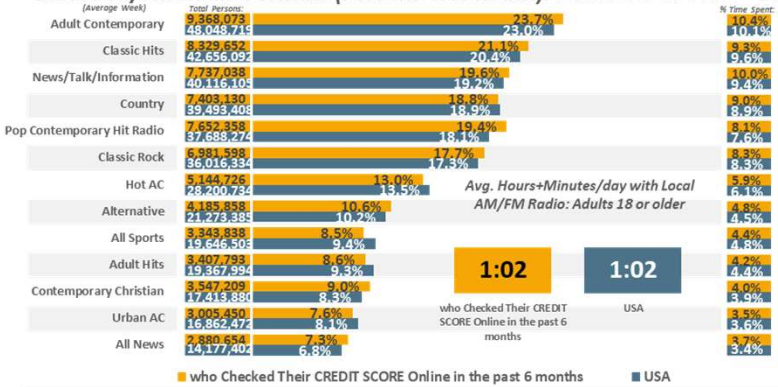
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

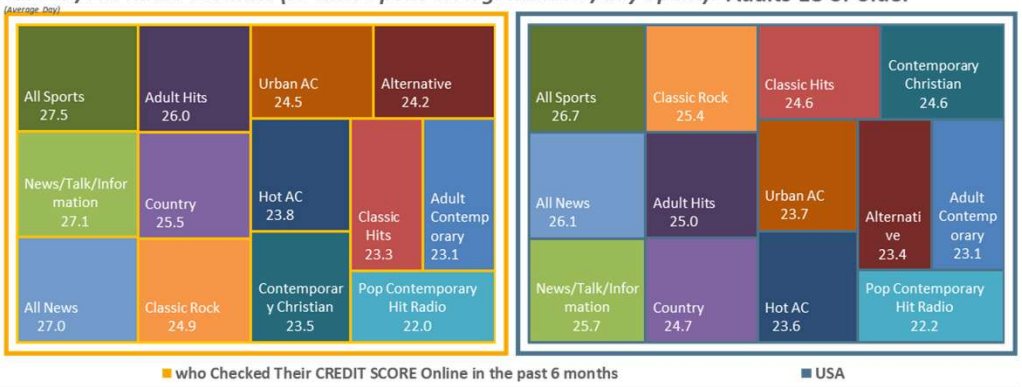


37,860,952 or 76.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

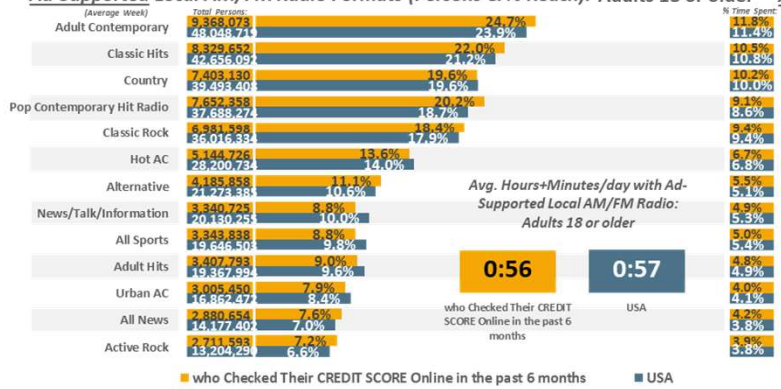
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



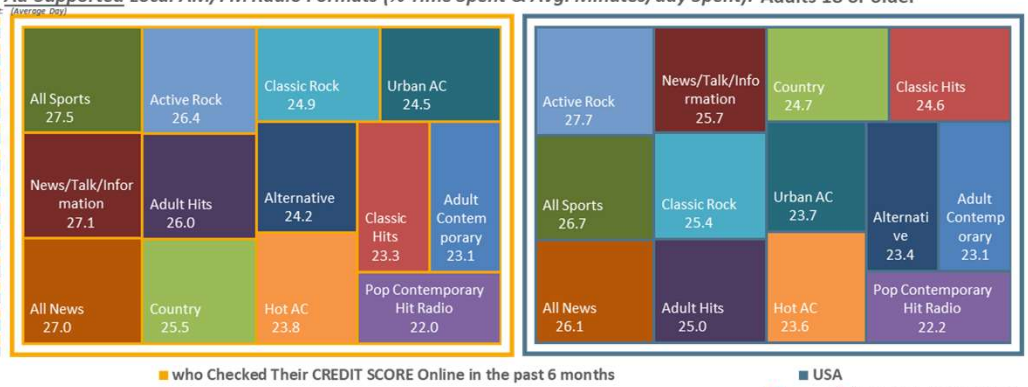
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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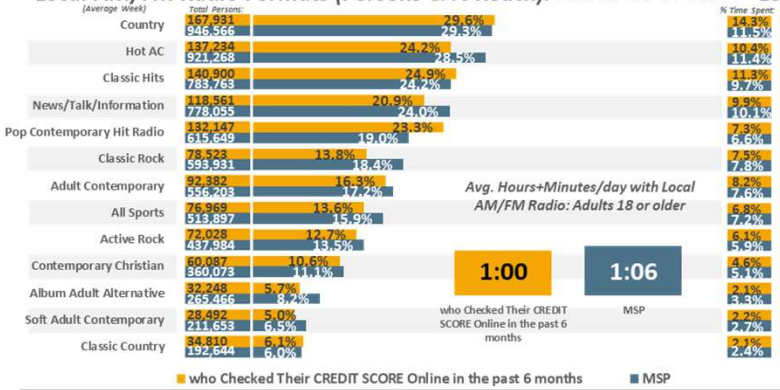
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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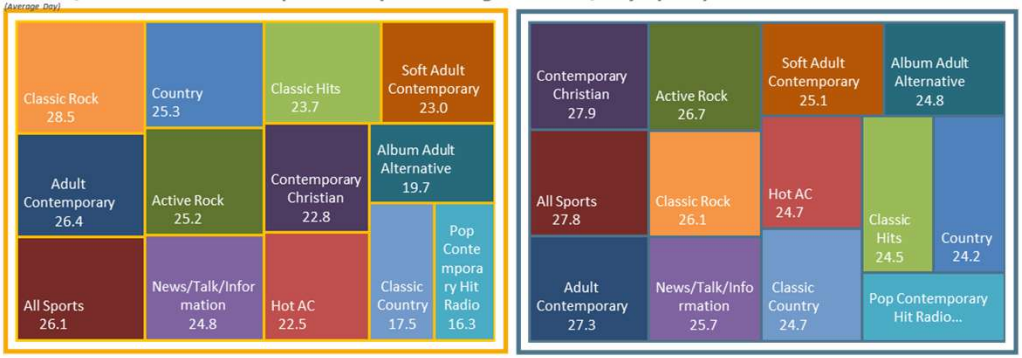
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

535,481 or 80.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Pop Contemporary Hit Radio, and Adult Contemporary.

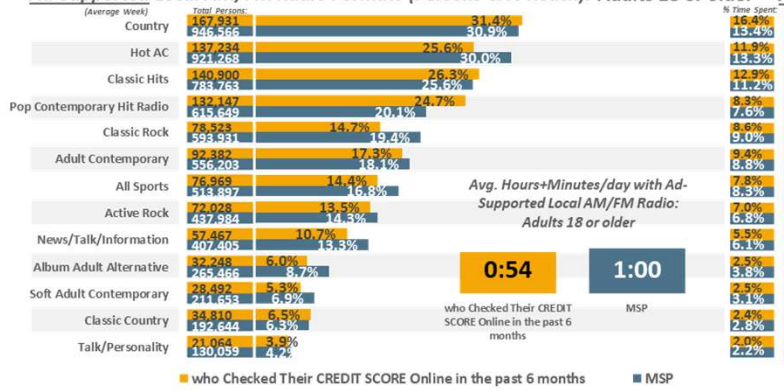
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



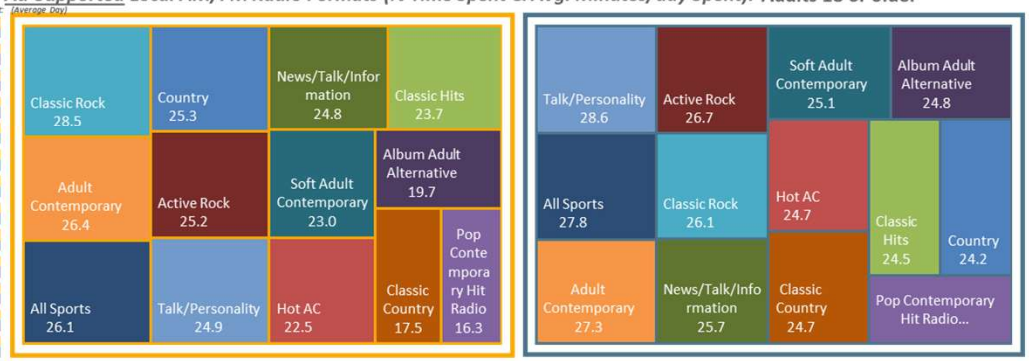
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

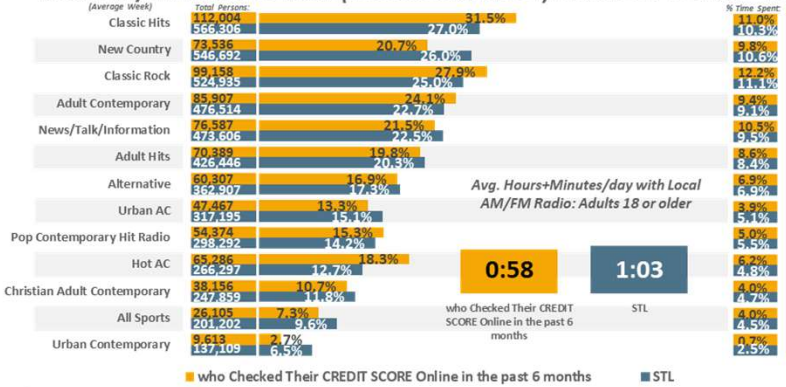
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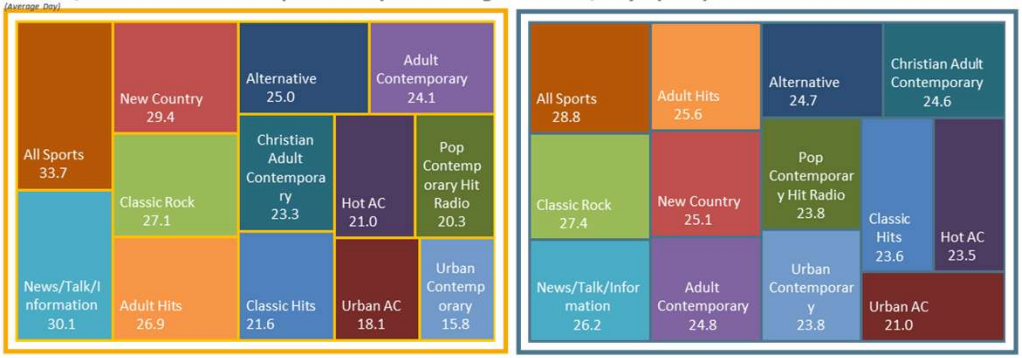
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

341,623 or 79.% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, New Country, and Adult Hits.

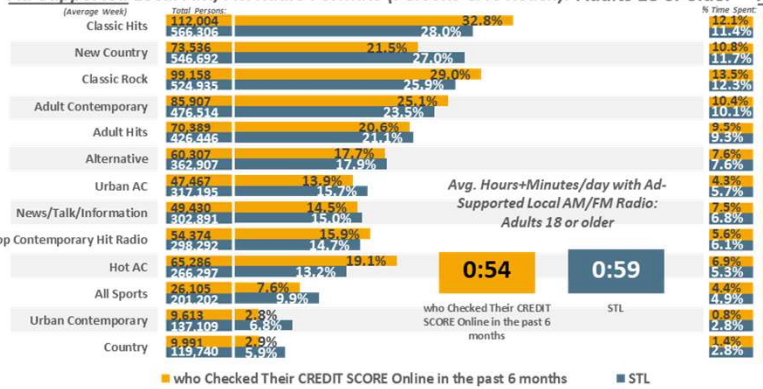
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



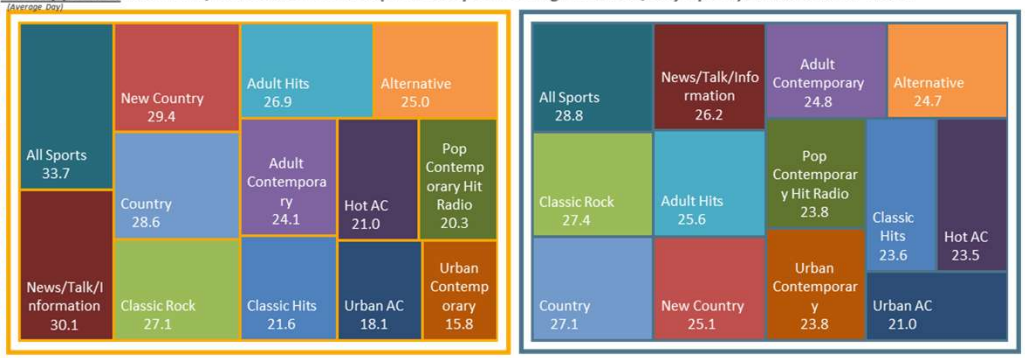
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

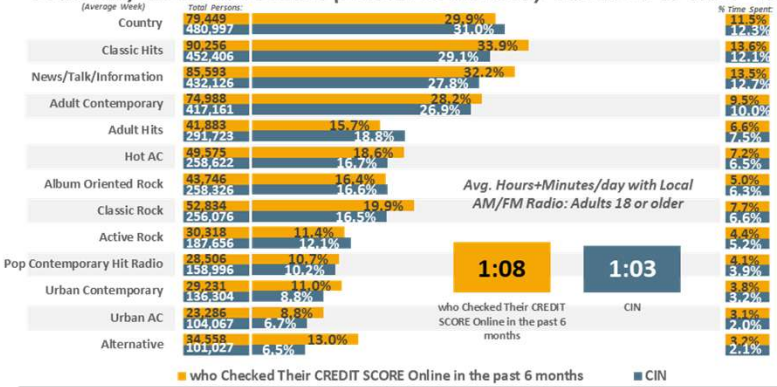
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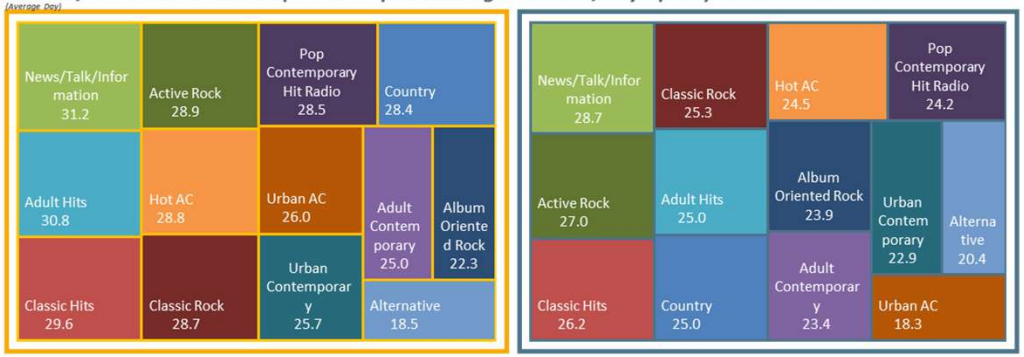
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

256,065 or 79.1% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, News/Talk/Information, and Classic Rock.

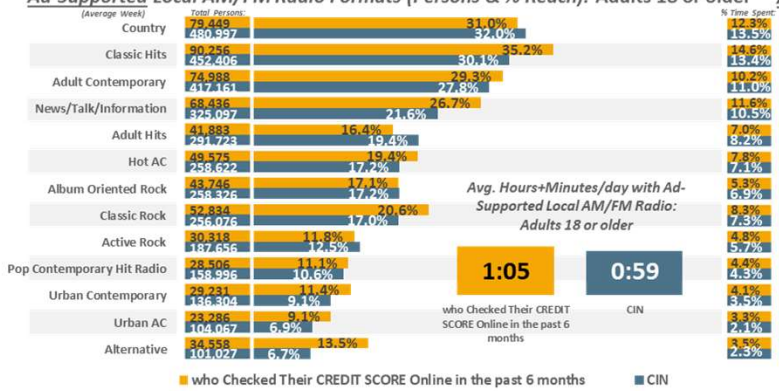
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



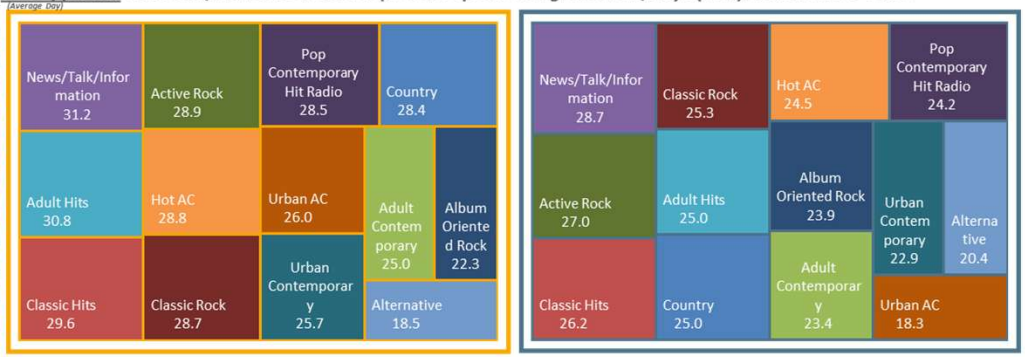
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

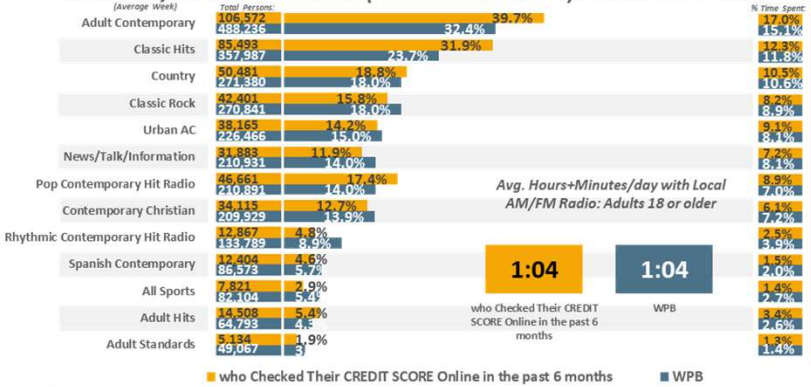
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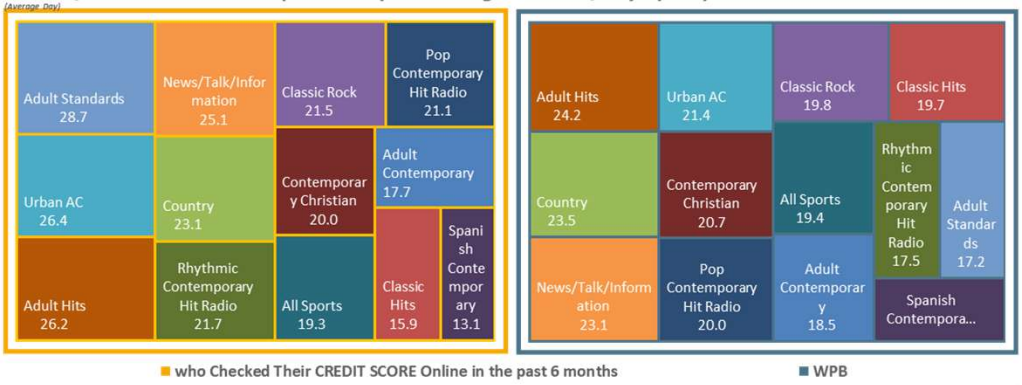
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

260,732 or 81.5% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

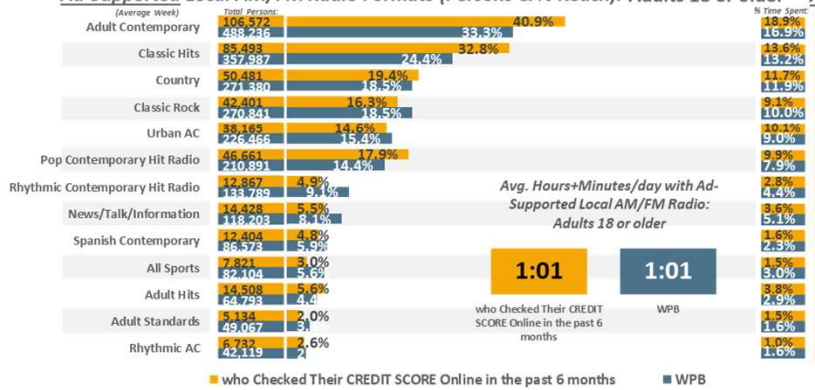
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



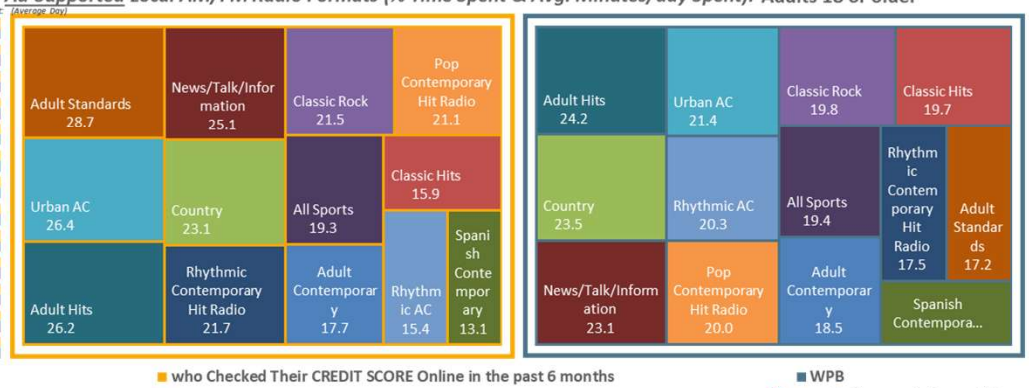
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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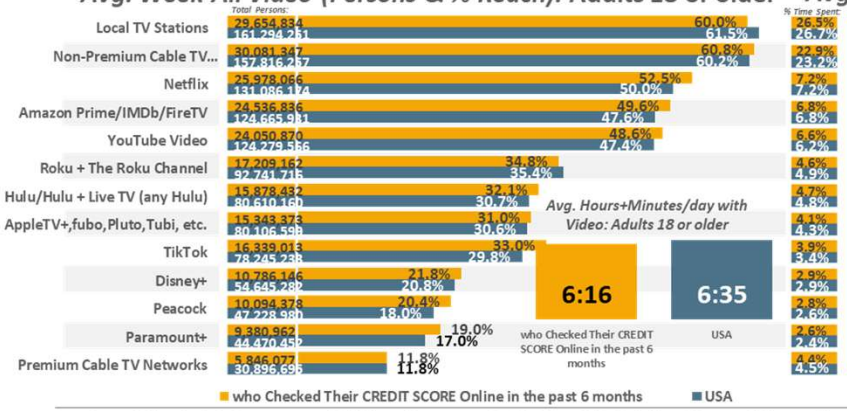
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

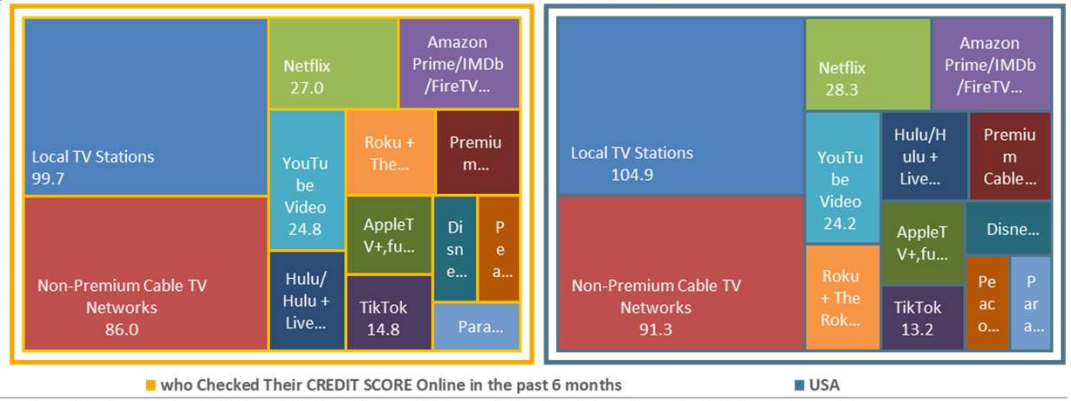
ck credit karma USA

29,298,700 or 59.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

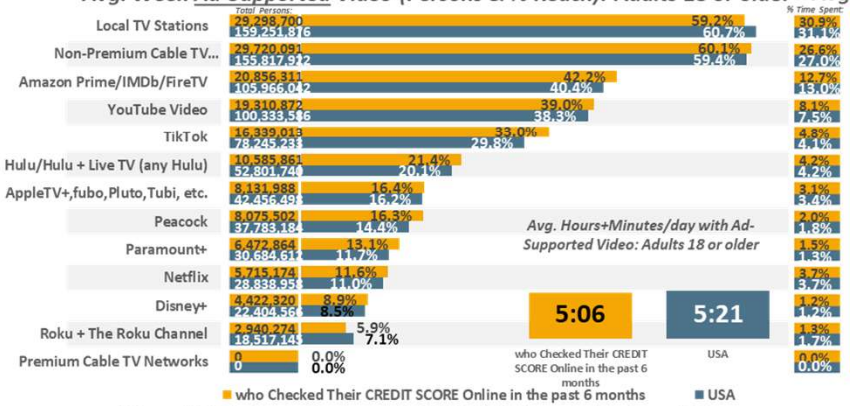
Avg. Week All Video (Persons & % Reach): Adults 18 or older



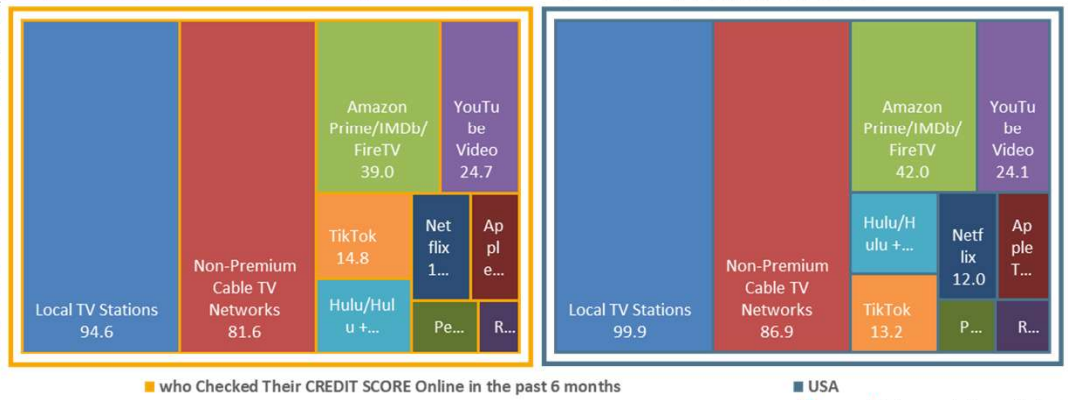
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

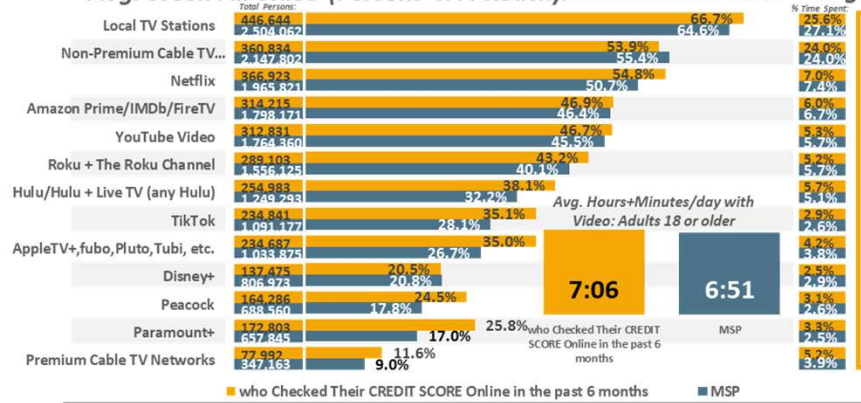
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

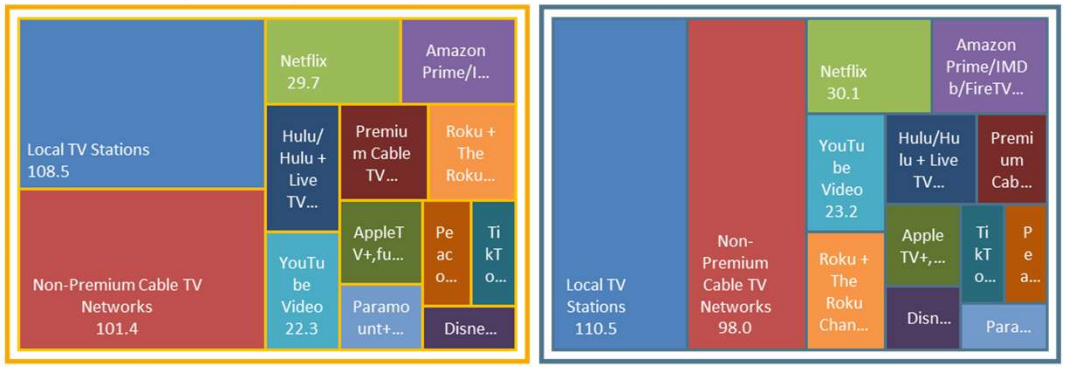
ck credit karma MSP

443,232 or 66.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 103.8 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

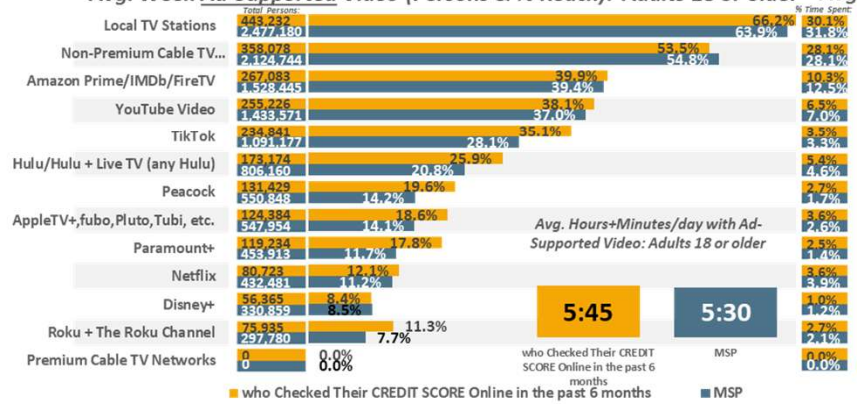
Avg. Week All Video (Persons & % Reach): Adults 18 or older



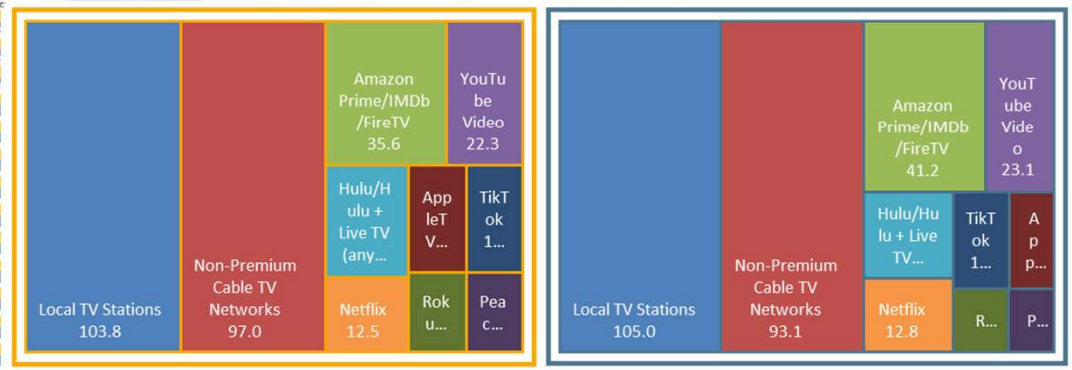
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

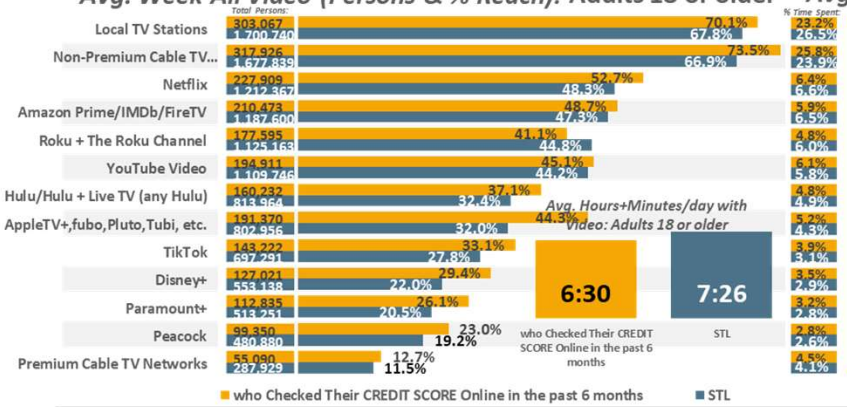
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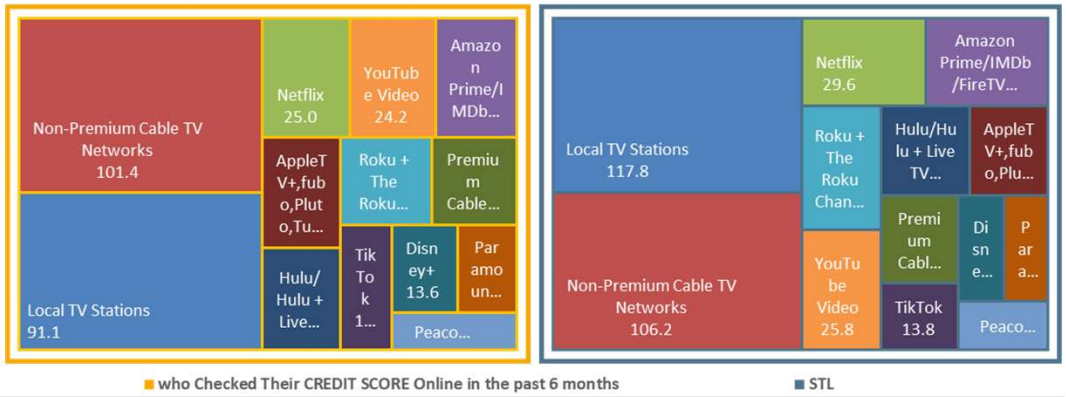
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

296,534 or 68.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 86. minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

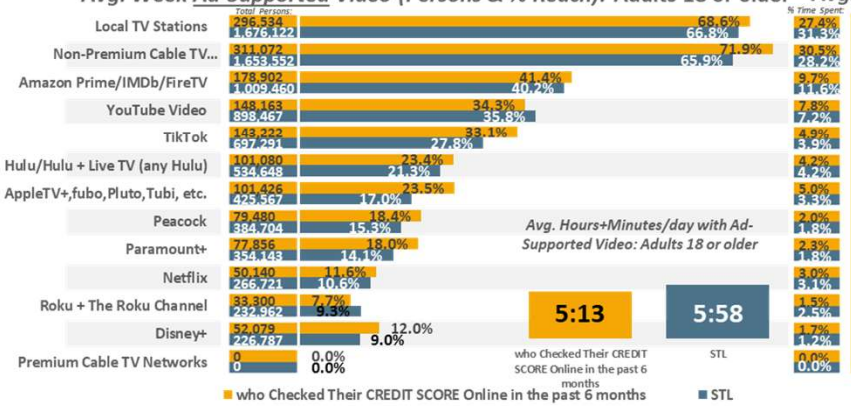
Avg. Week All Video (Persons & % Reach): Adults 18 or older



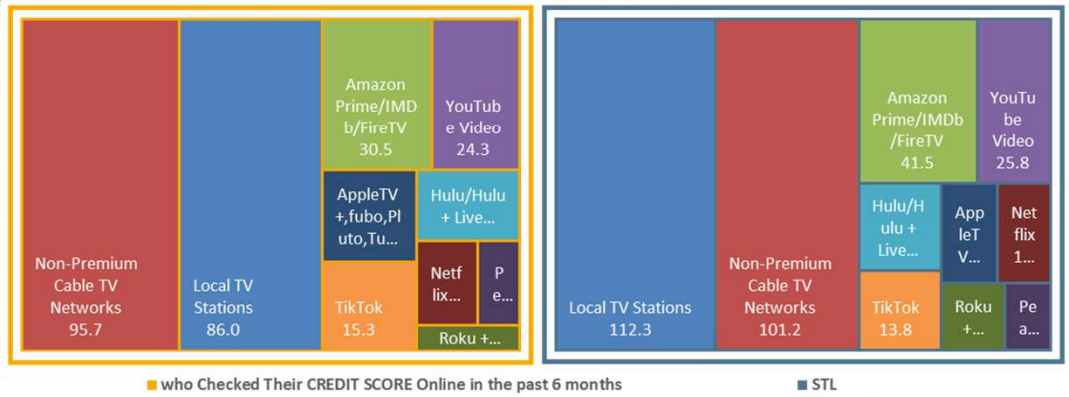
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

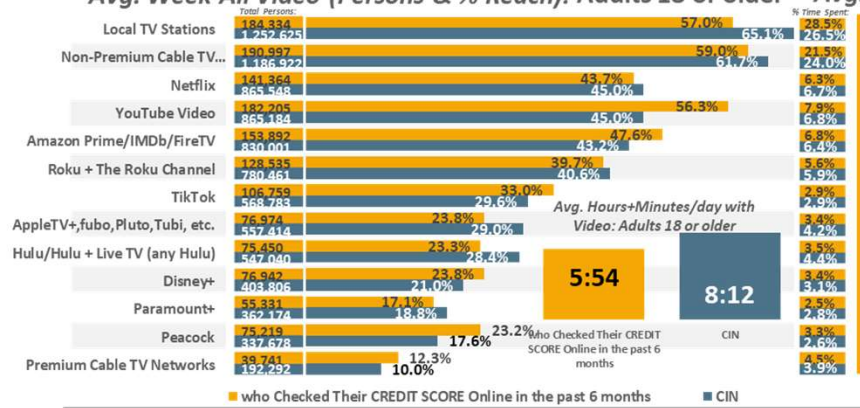
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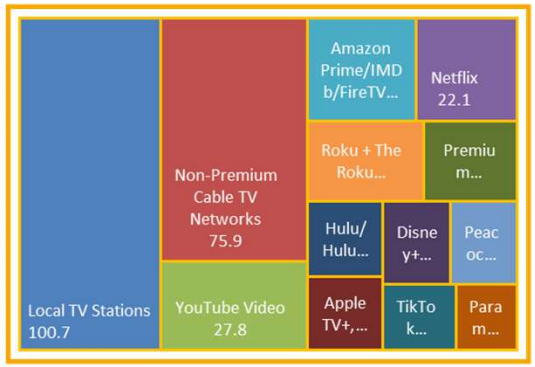
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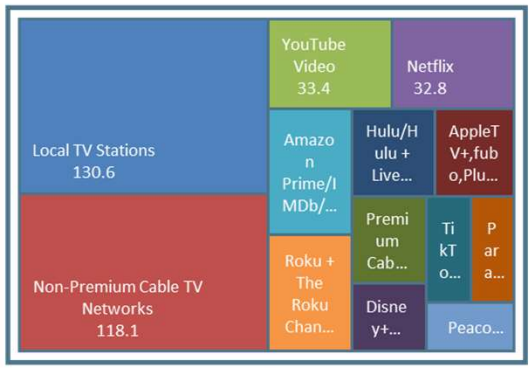
182,505 or 56.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 97. minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

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

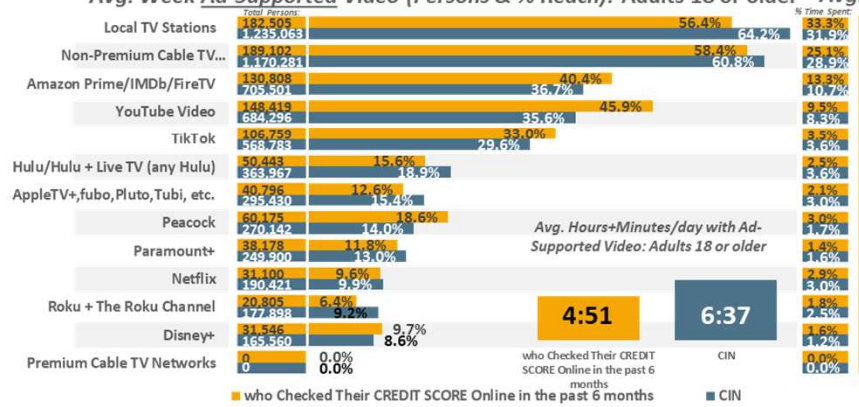


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

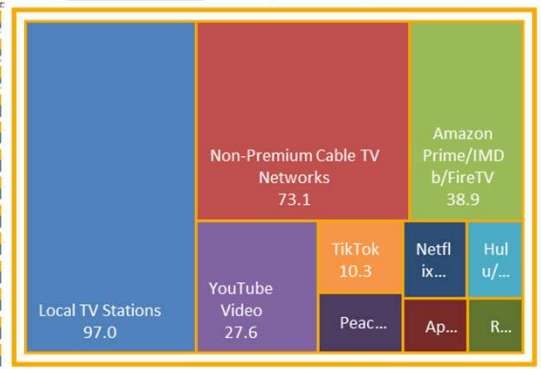


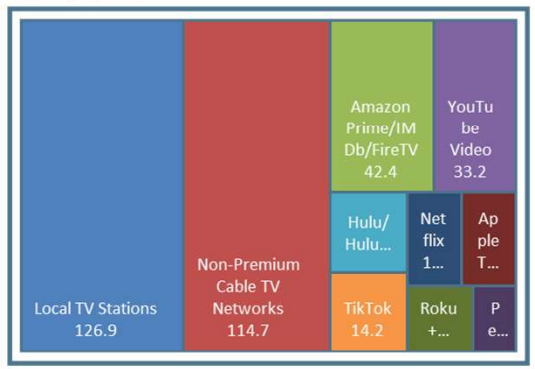


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

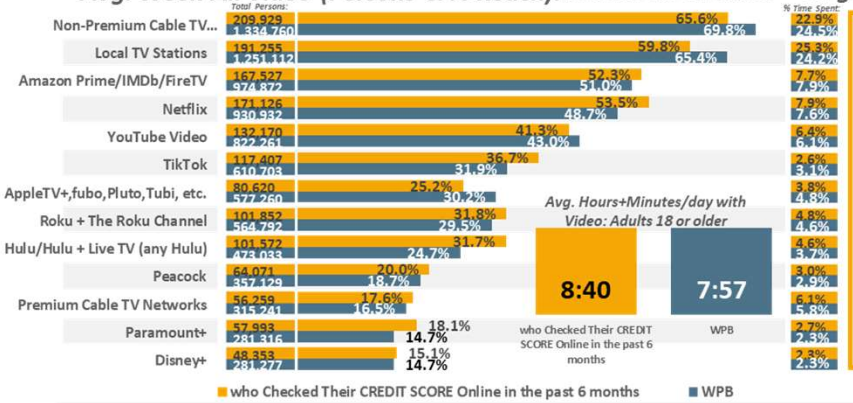
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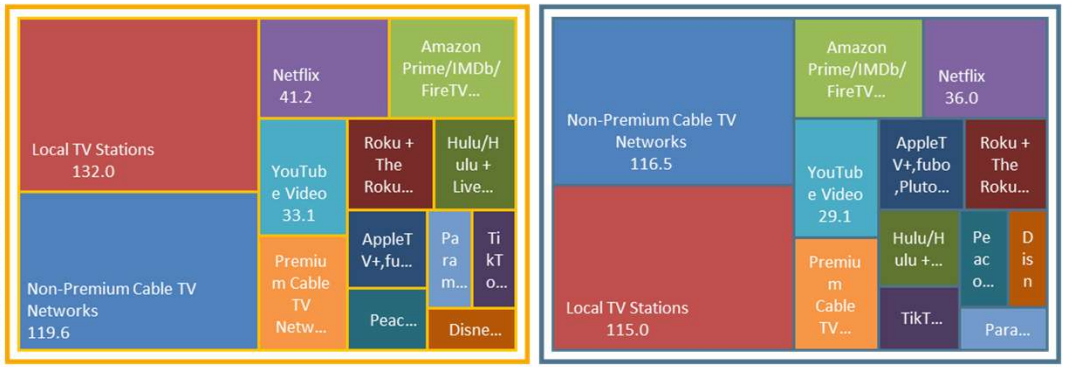
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

189,720 or 59.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 127.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

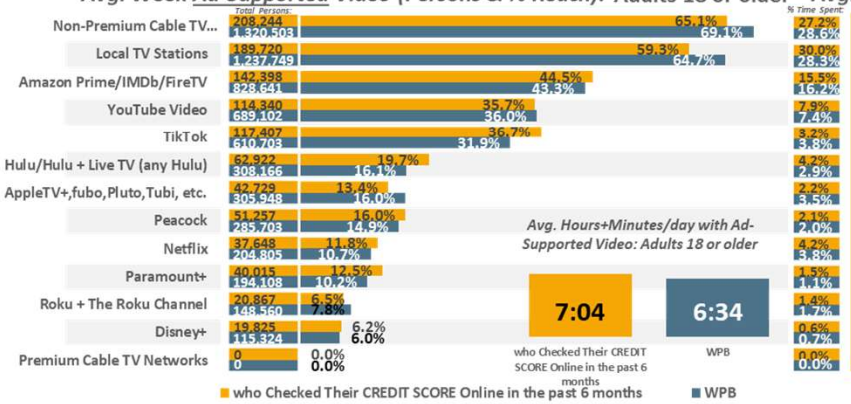
Avg. Week All Video (Persons & % Reach): Adults 18 or older



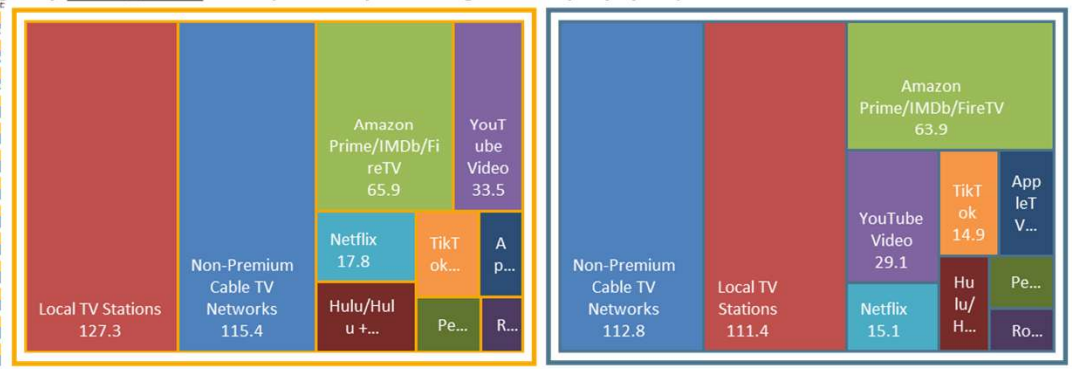
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



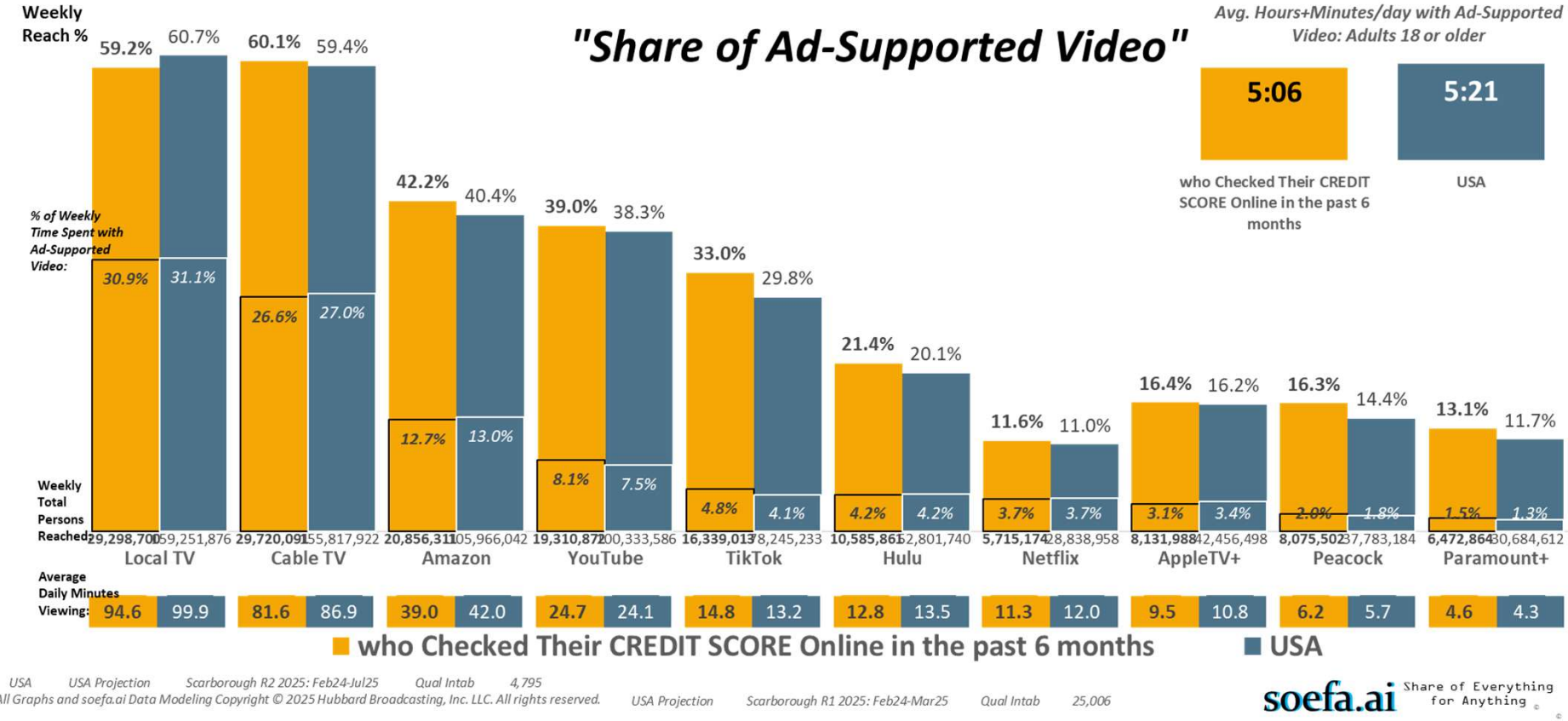
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

29,298,700 or 59.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

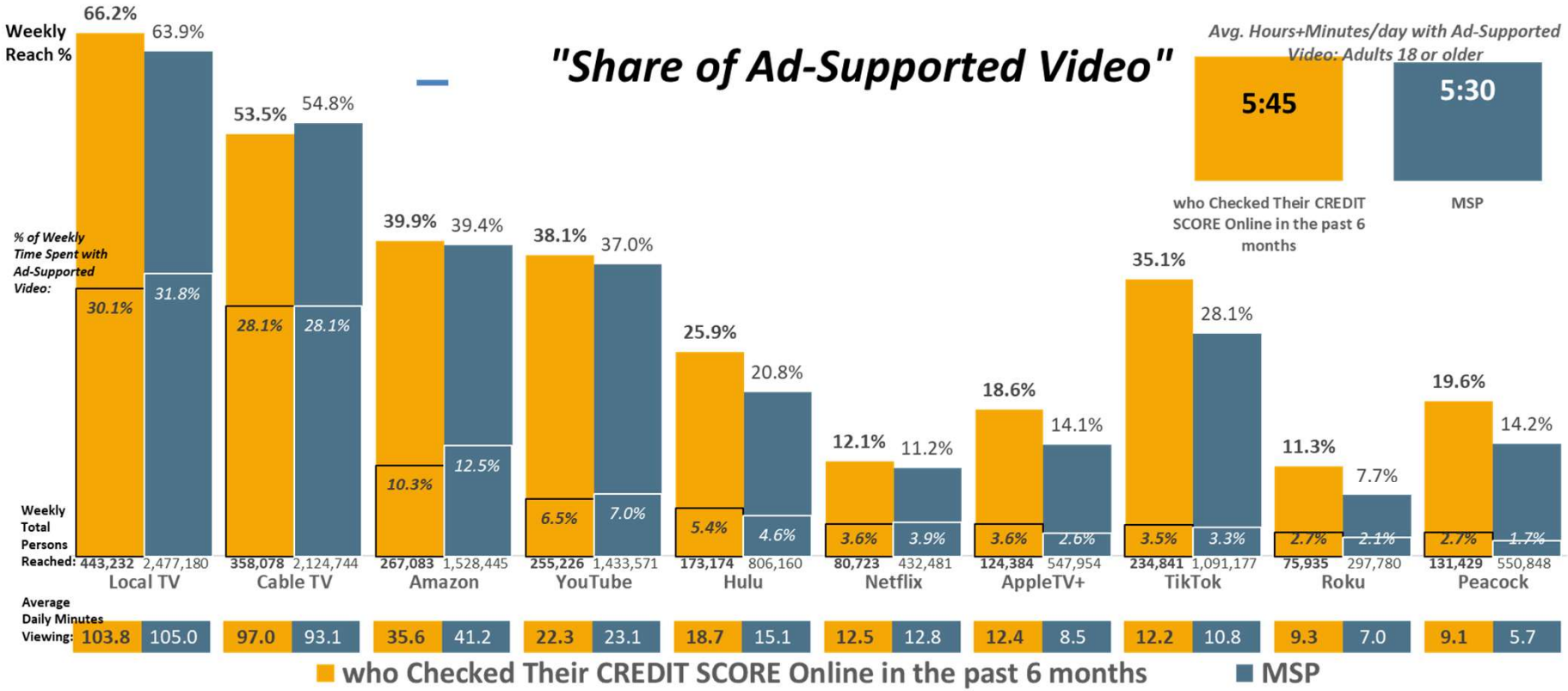
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

443,232 or 66.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 103.8 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.



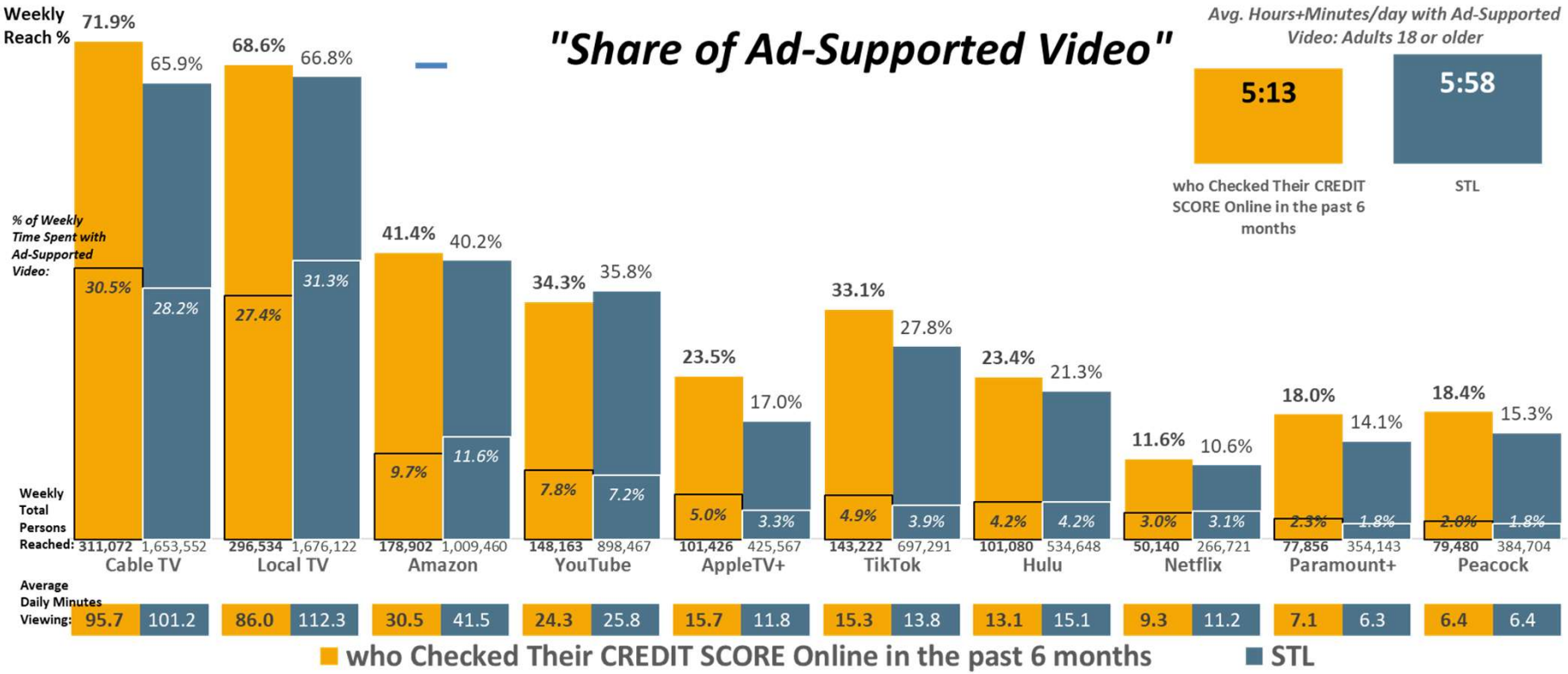
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

296,534 or 68.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 86. minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.



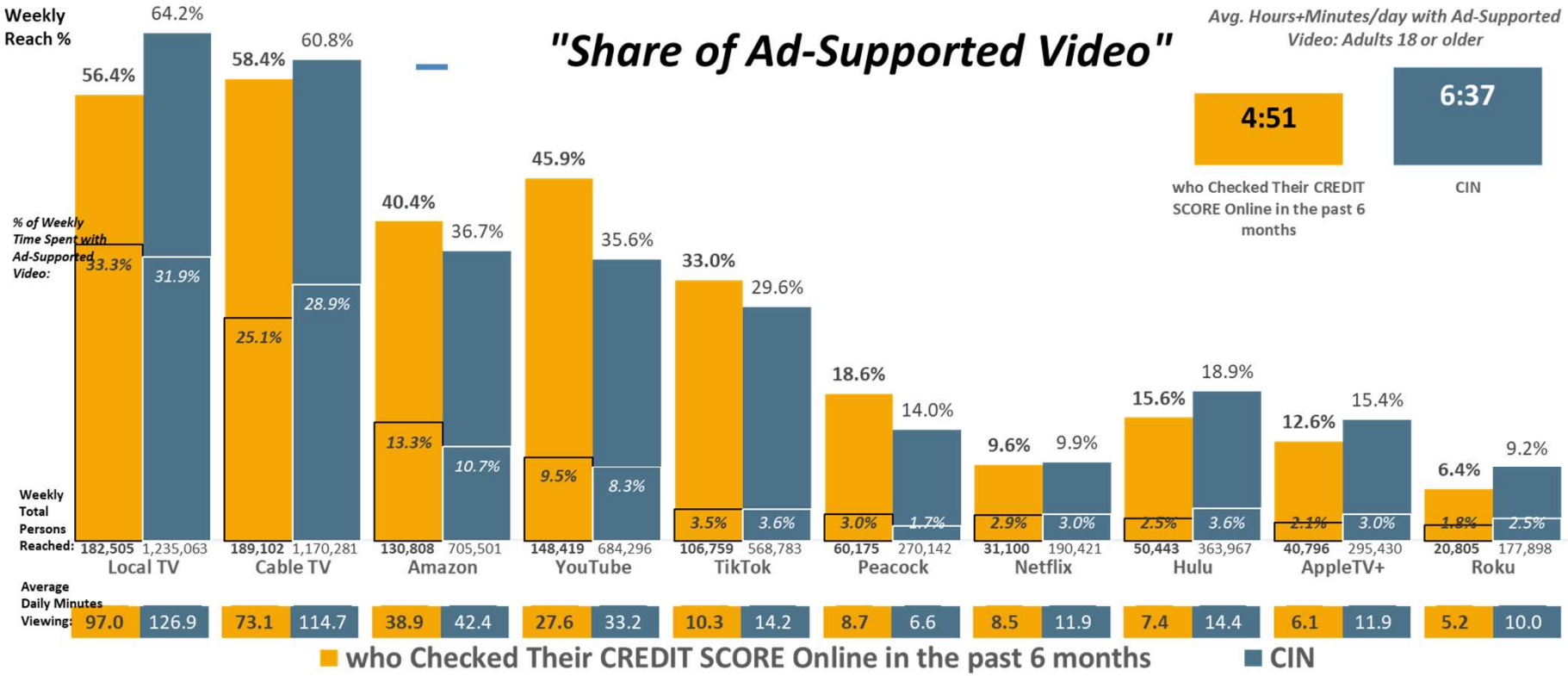
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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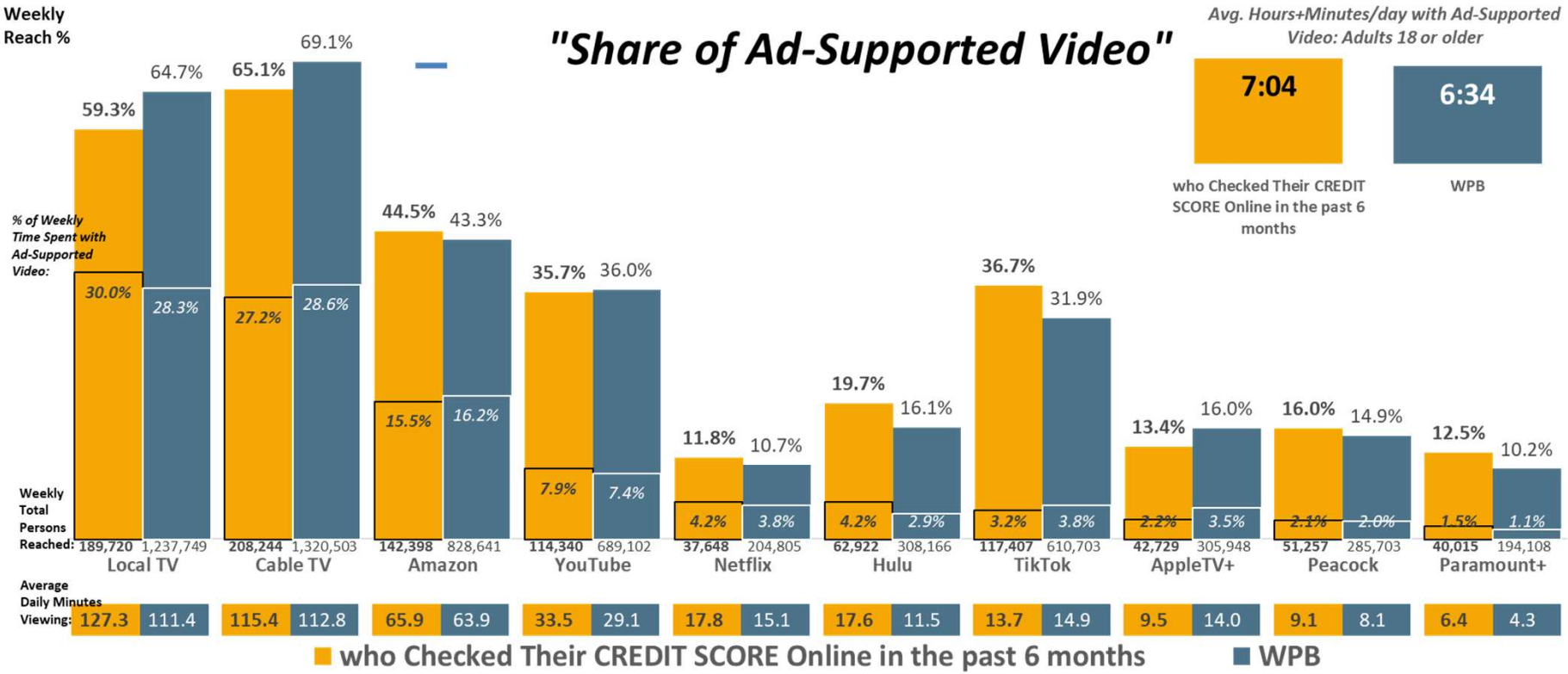
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

189,720 or 59.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 127.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

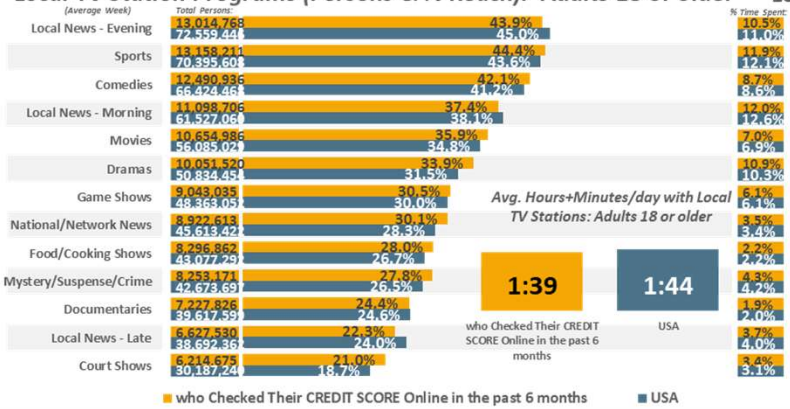
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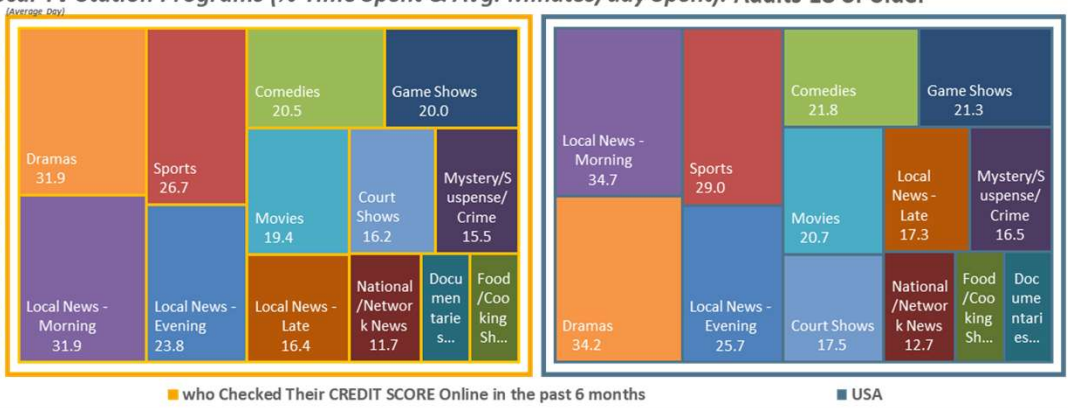
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

29,298,700 or 59.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

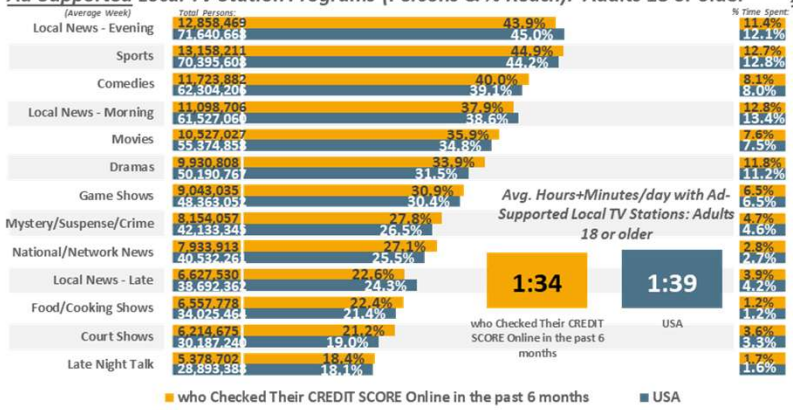
Local TV Station Programs (Persons & % Reach): Adults 18 or older



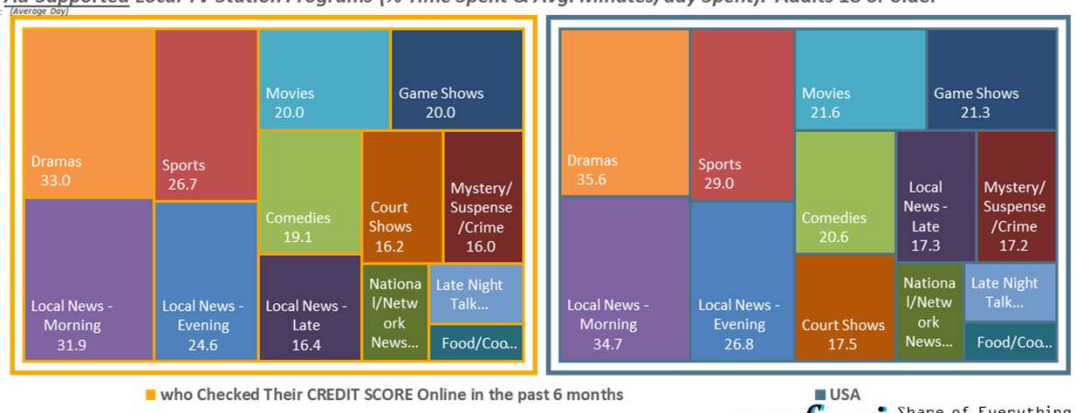
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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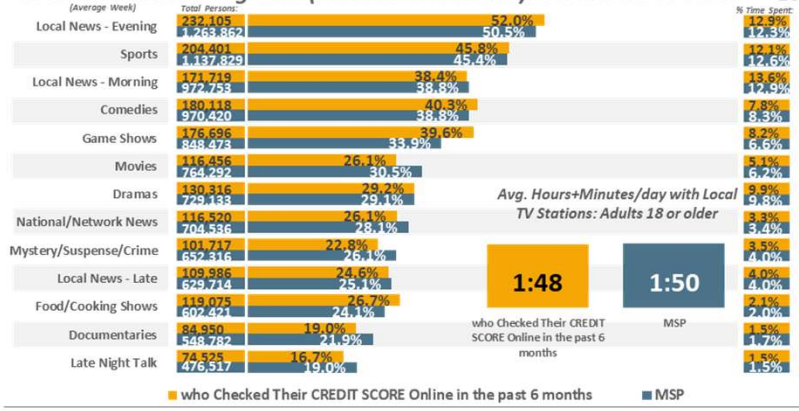
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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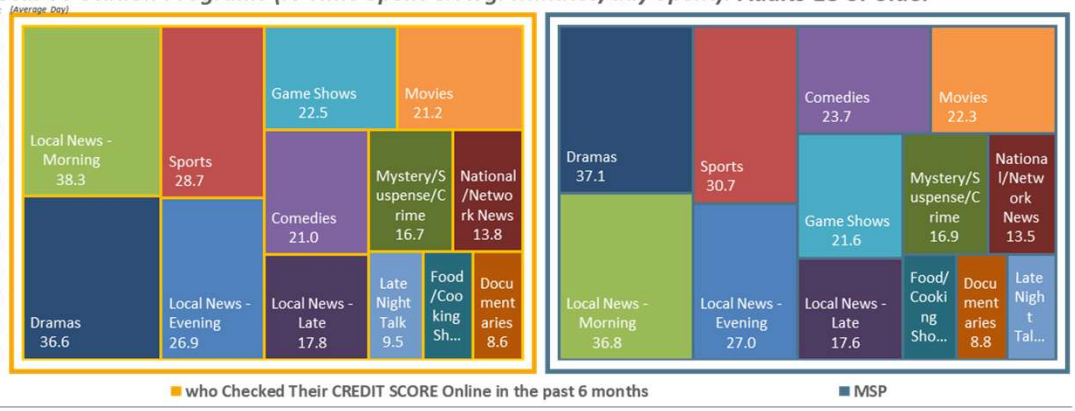
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

443,232 or 66.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Game Shows, Local News - Morning, Comedies, and Dramas.

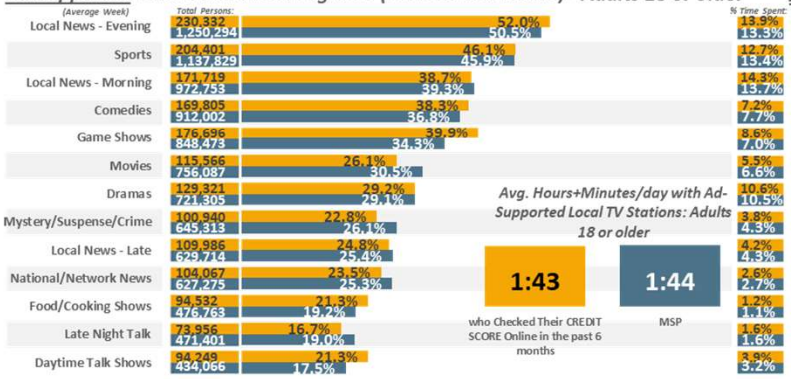
Local TV Station Programs (Persons & % Reach): Adults 18 or older



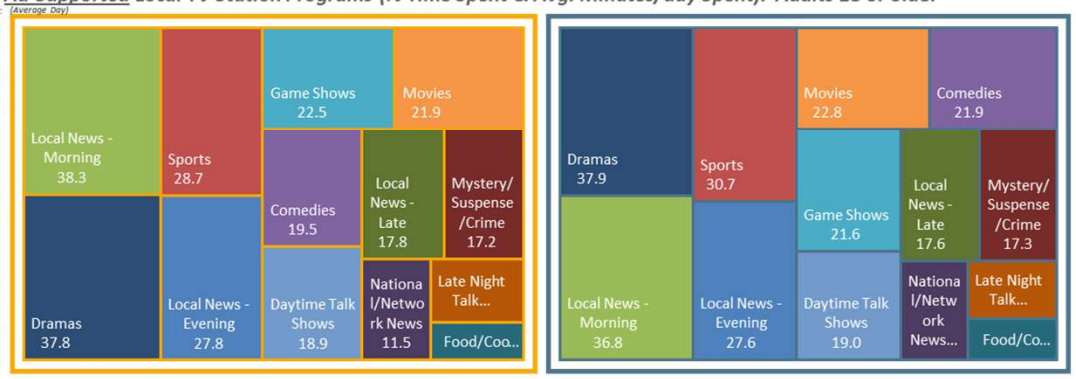
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

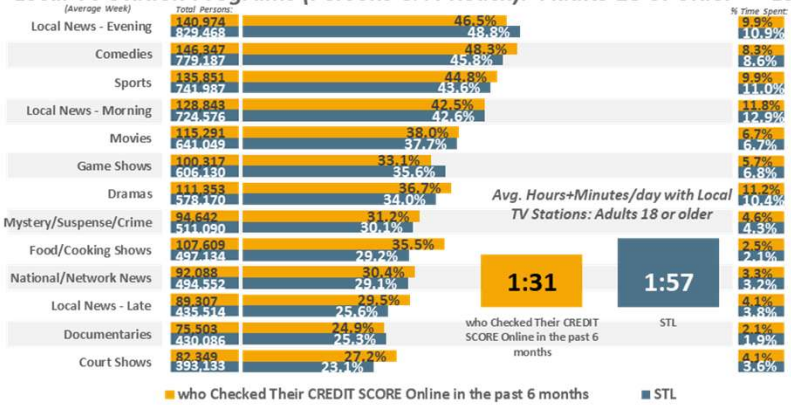
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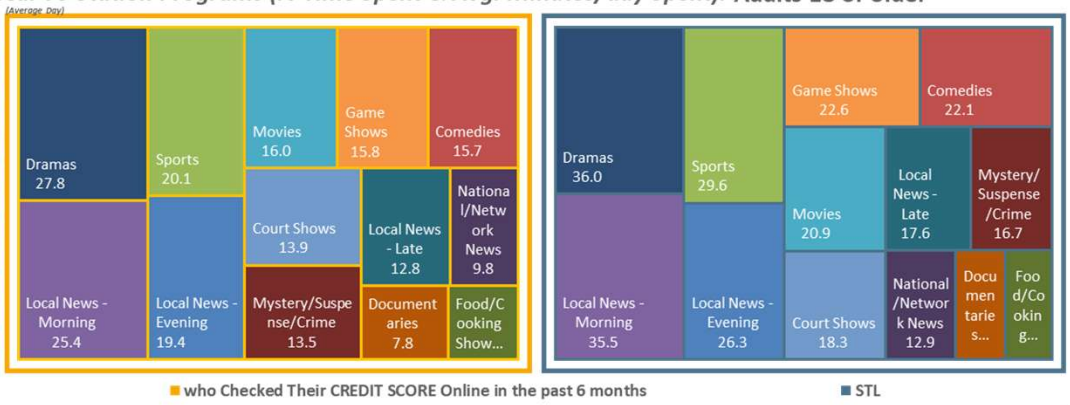
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

296,534 or 68.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

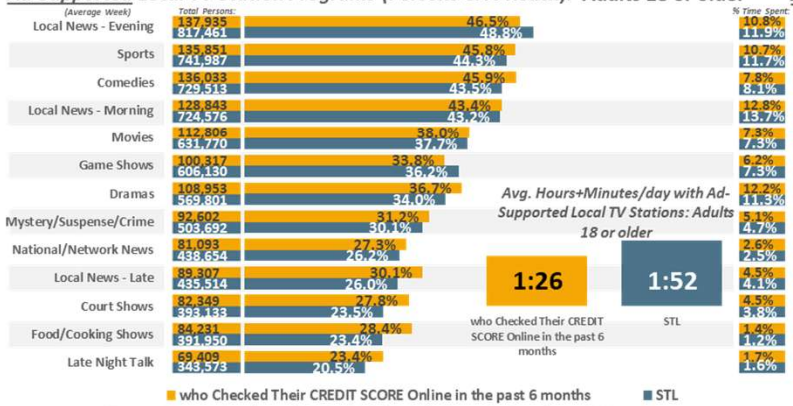
Local TV Station Programs (Persons & % Reach): Adults 18 or older



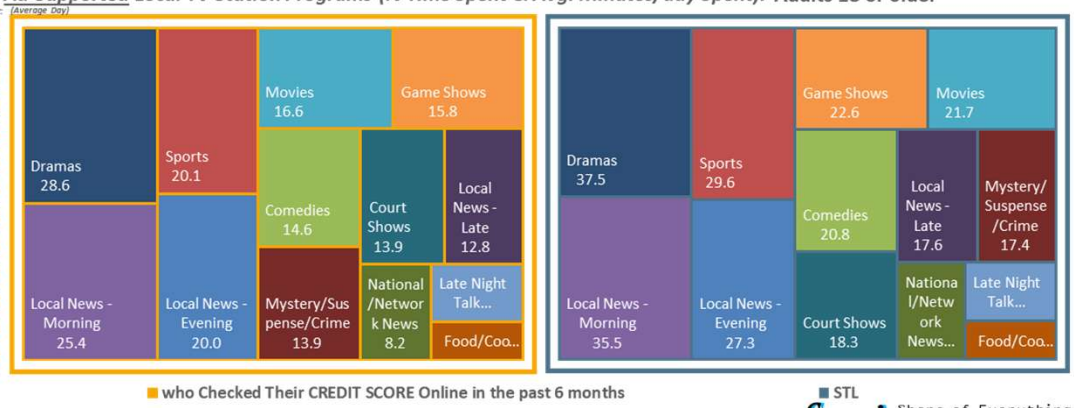
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

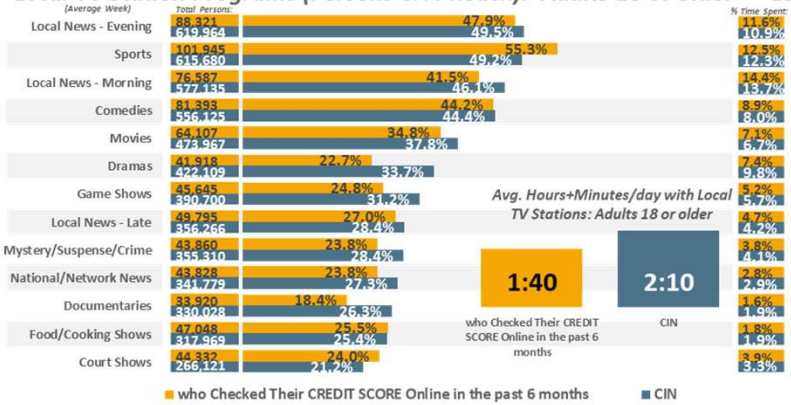
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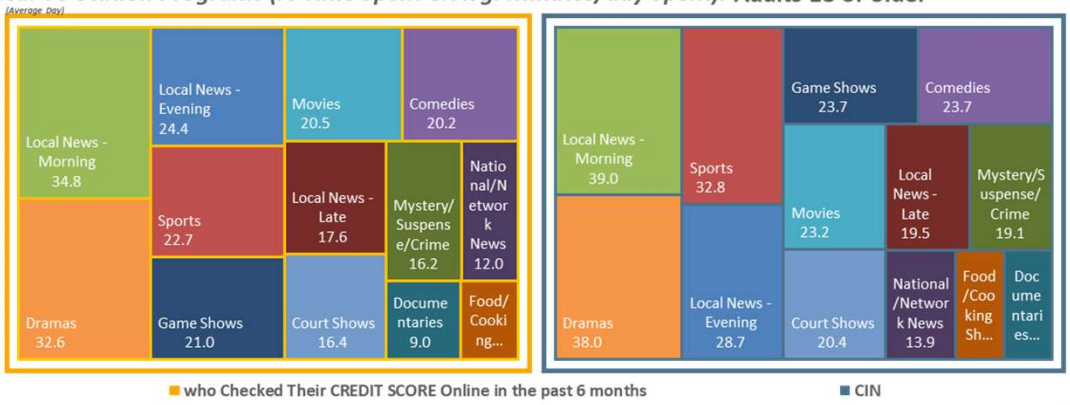
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

182,505 or 56.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Local News - Late.

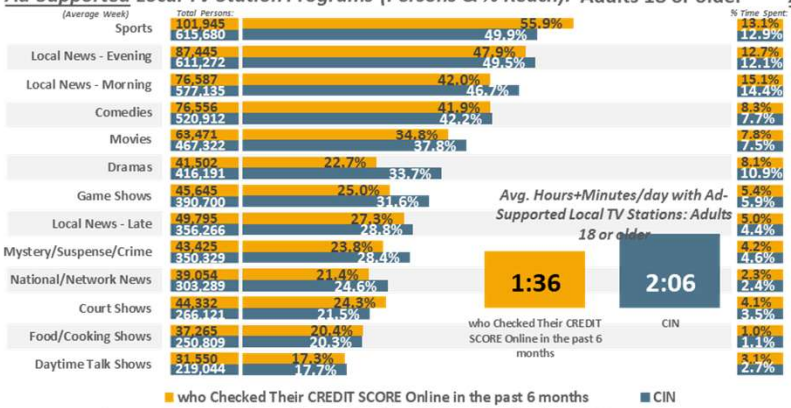
Local TV Station Programs (Persons & % Reach): Adults 18 or older



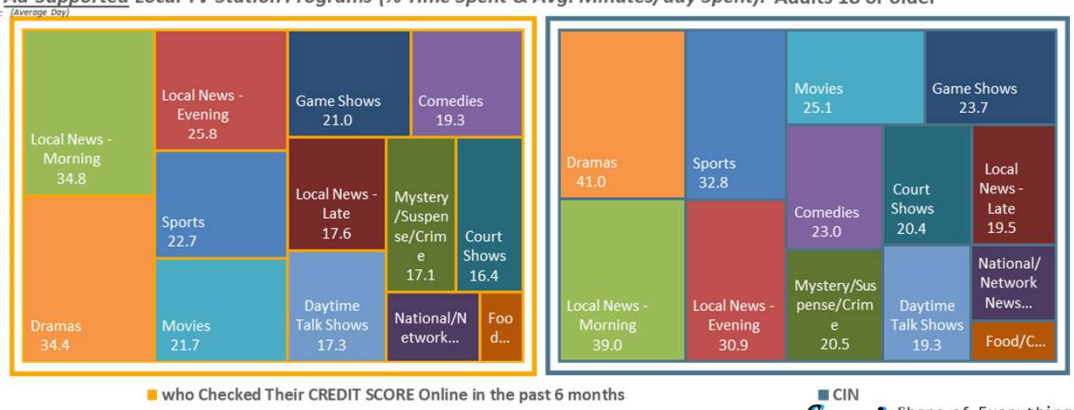
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

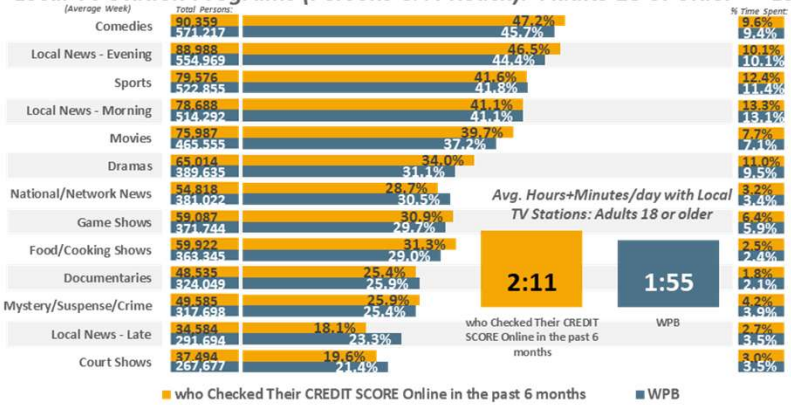
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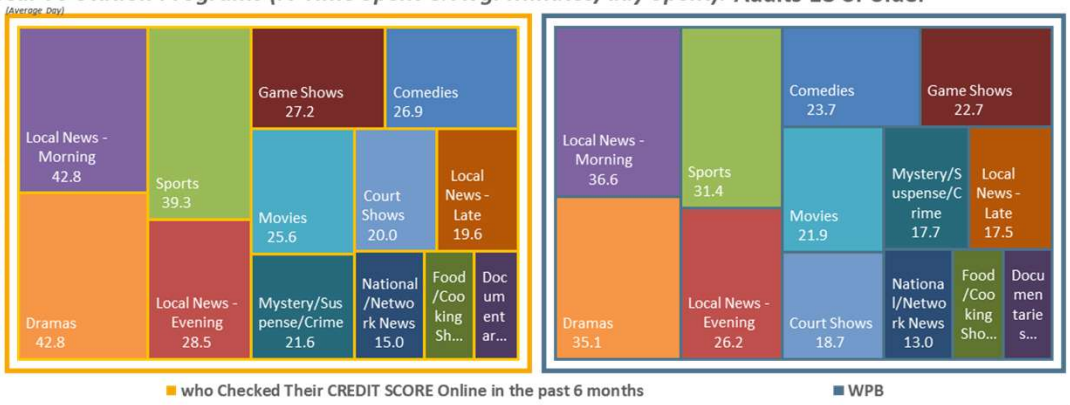
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

189,720 or 59.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

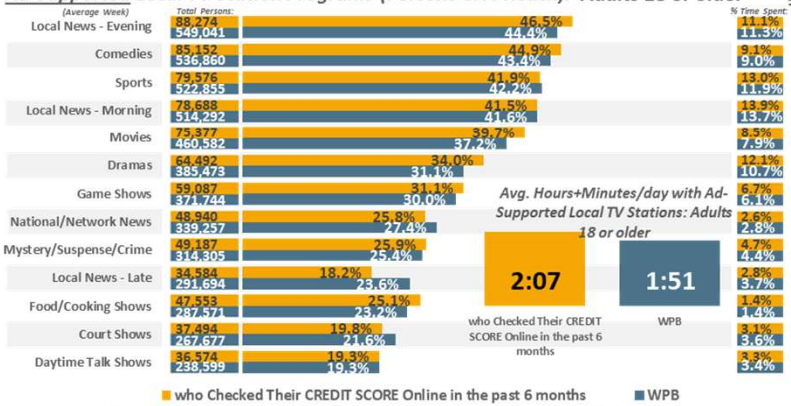
Local TV Station Programs (Persons & % Reach): Adults 18 or older



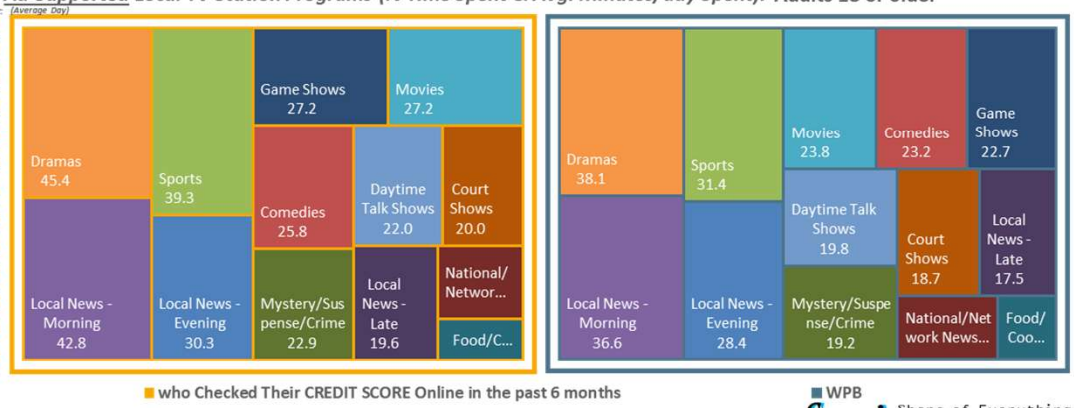
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

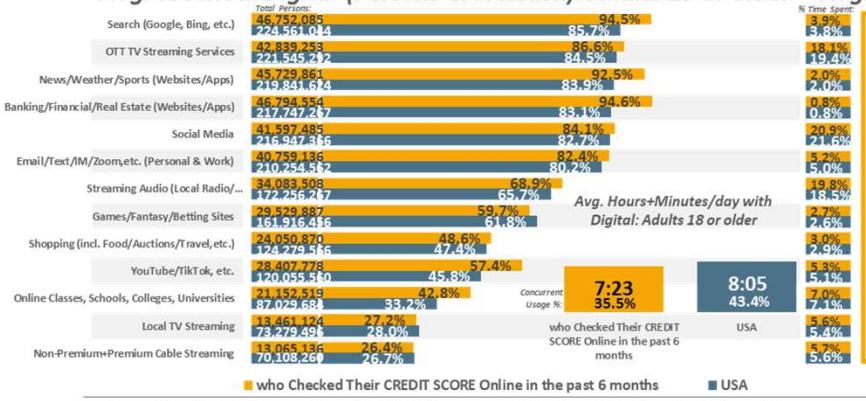
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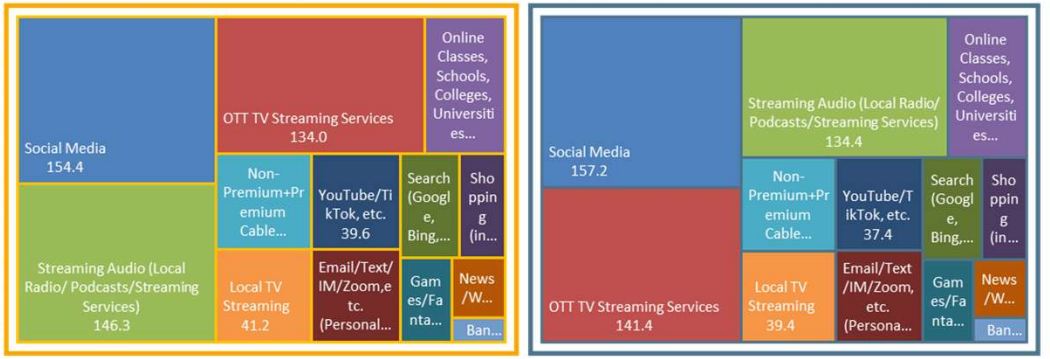
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

35,322,106 or 71.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 131.1 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

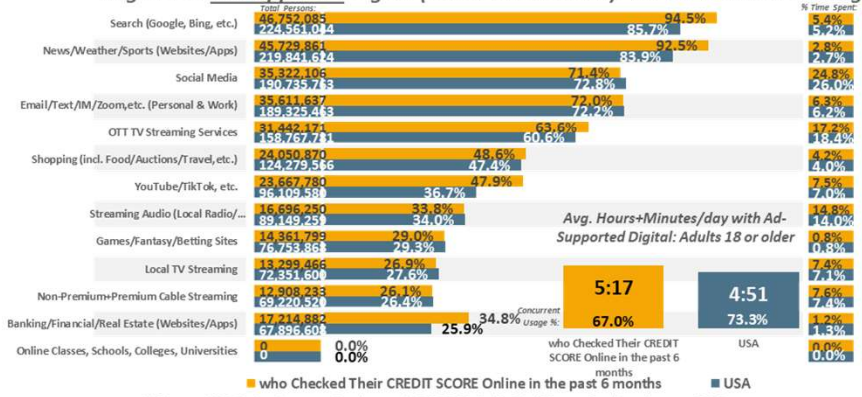
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



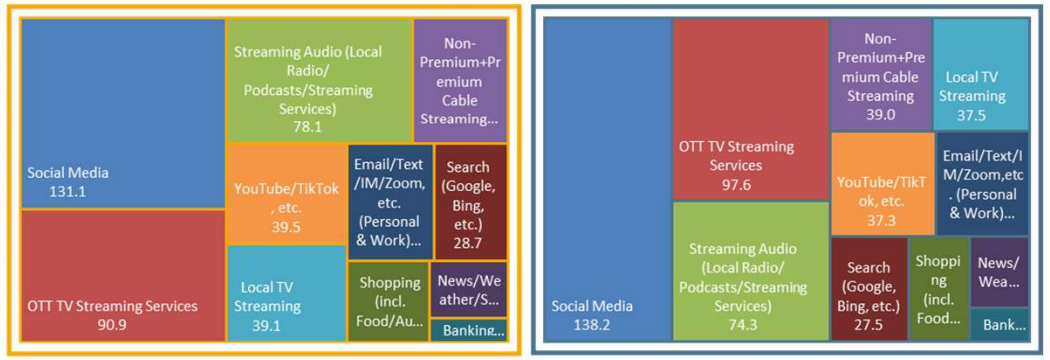
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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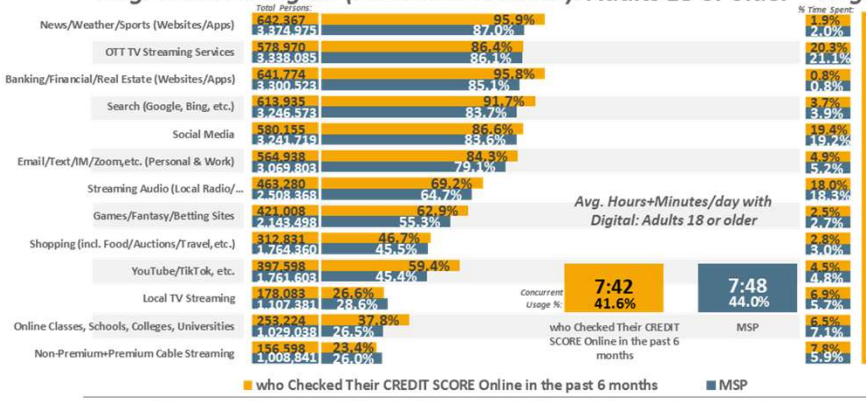
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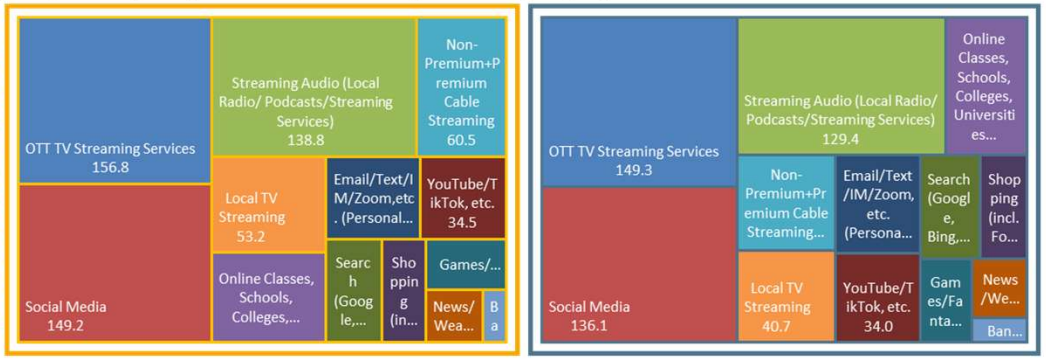
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

493,154 or 73.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 126.9 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

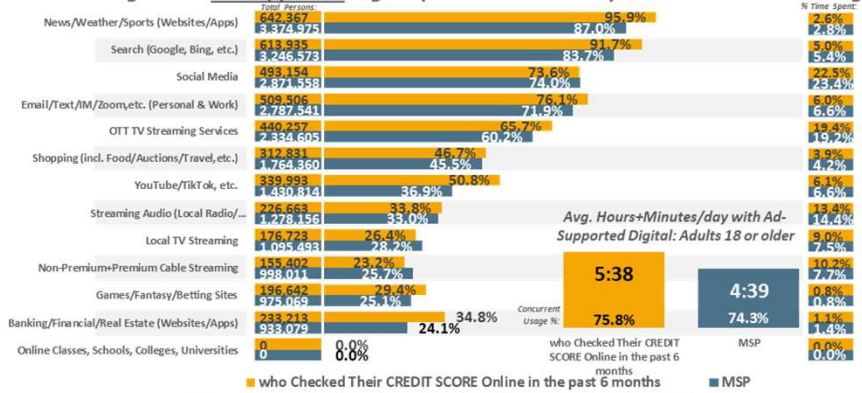
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



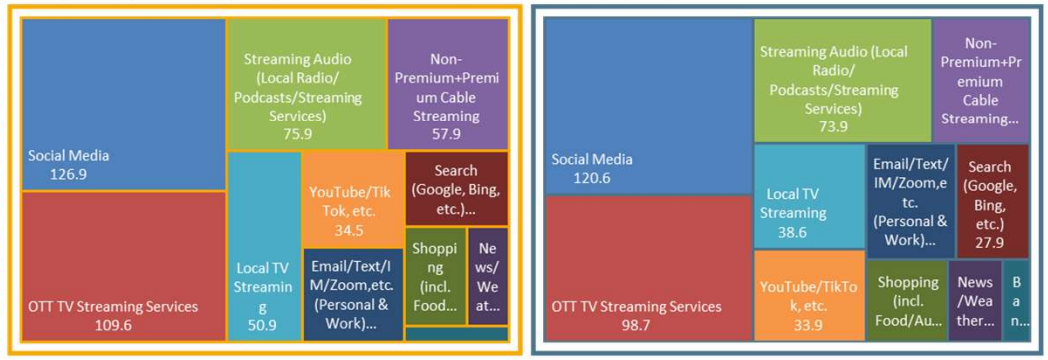
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

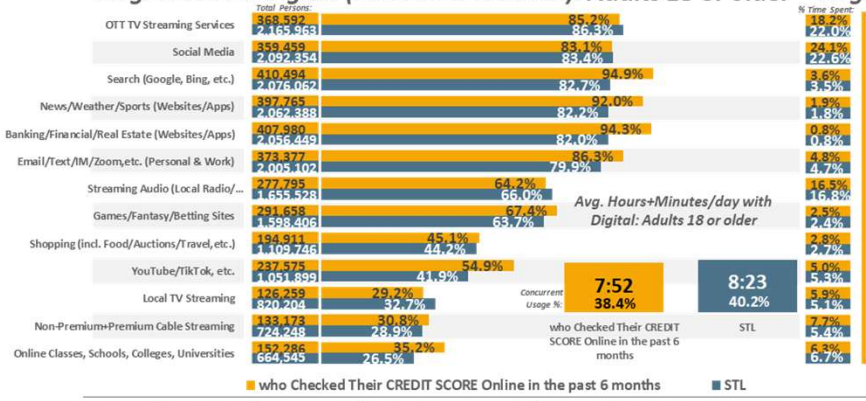
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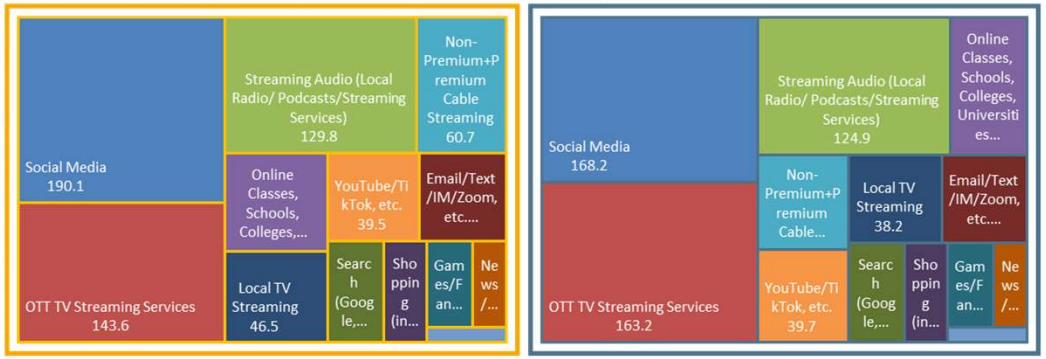
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

314,794 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 166.5 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

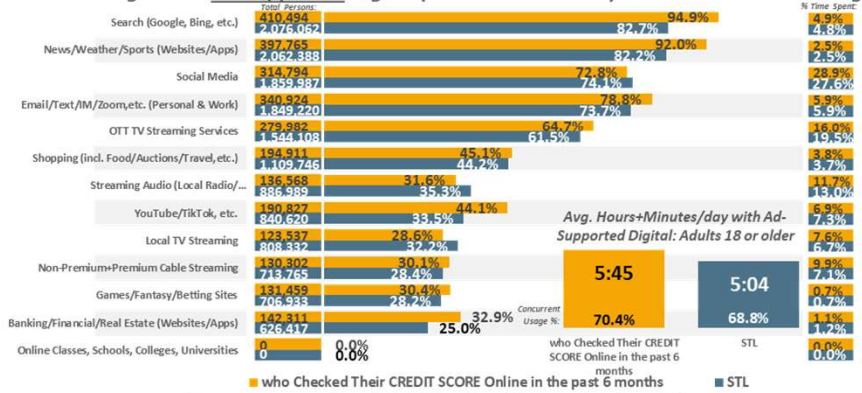
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



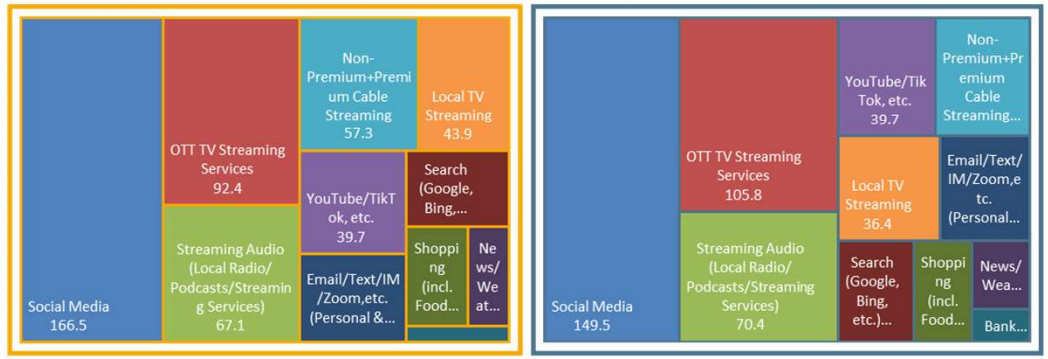
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

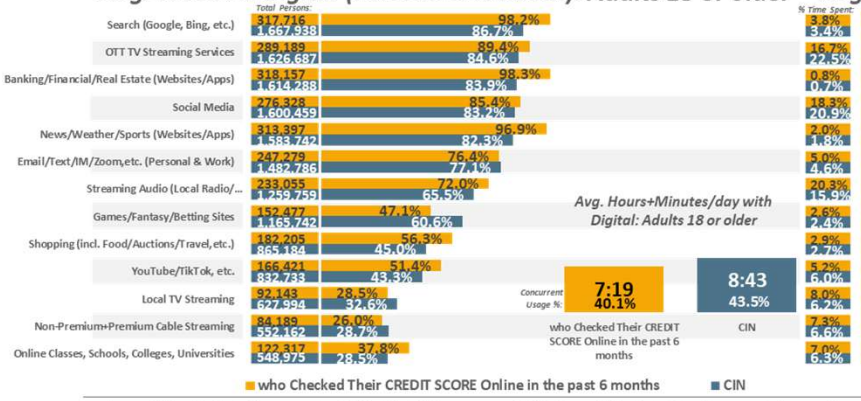
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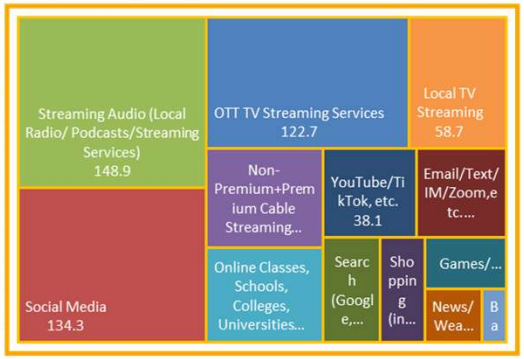
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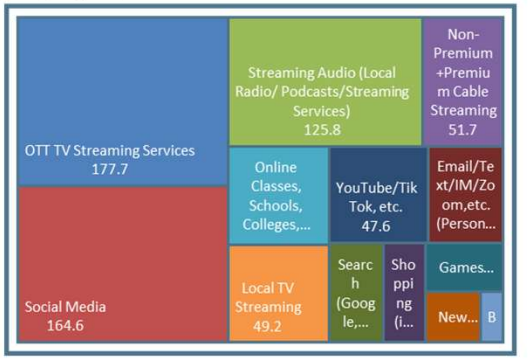
215,778 or 66.7% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 104.9 minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

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

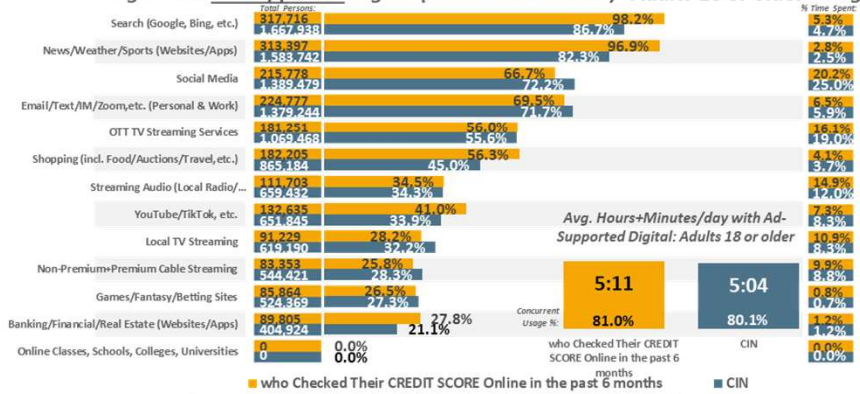


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

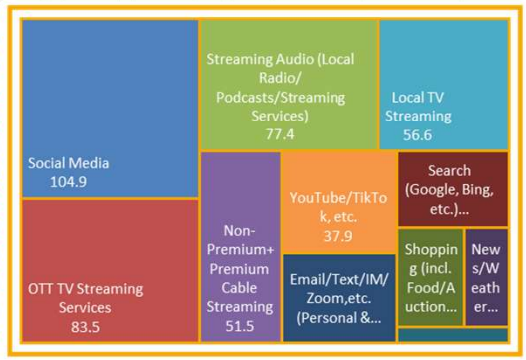


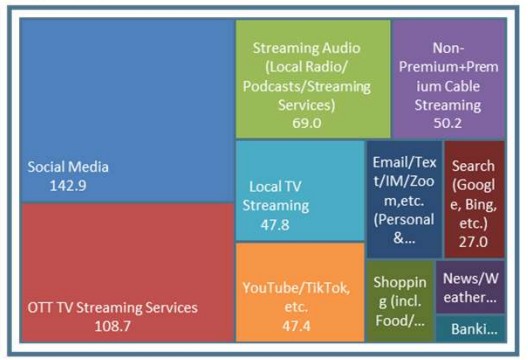


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

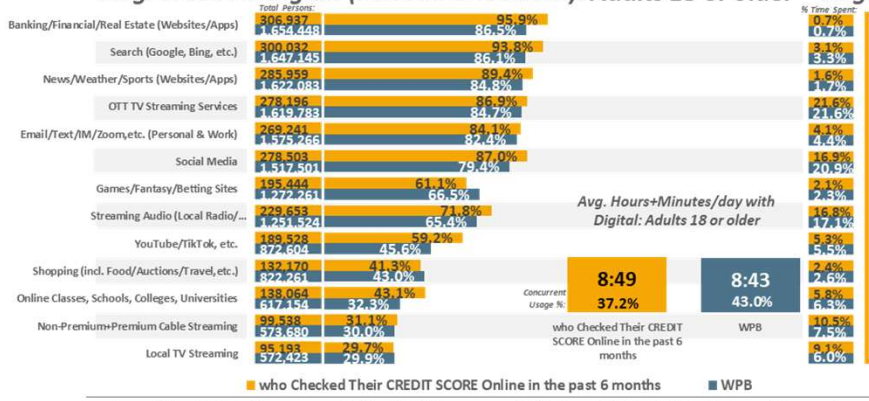
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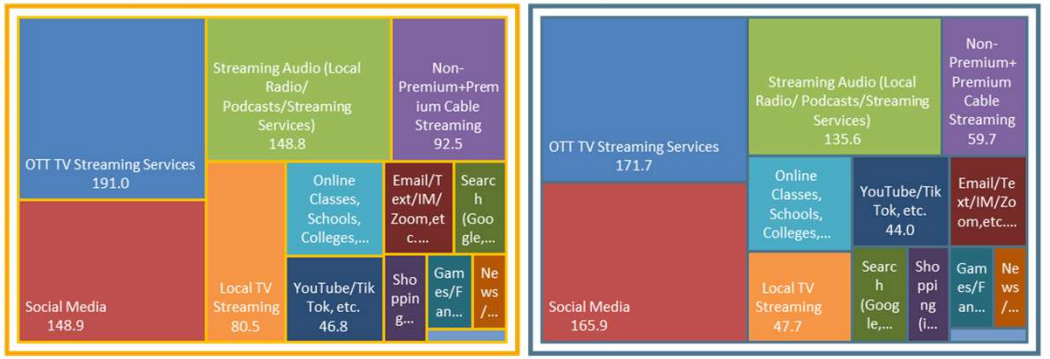
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

233,101 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Social Media for an average of 124.6 minutes every day representing 18.9% of all time spent daily with Ad-Supported Digital Media.

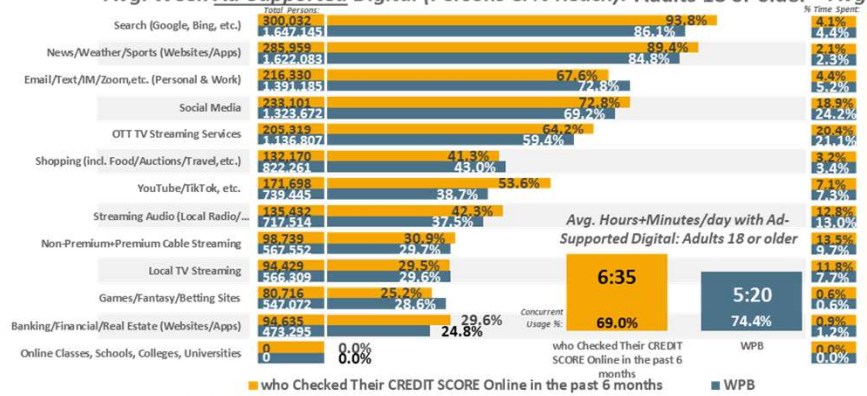
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



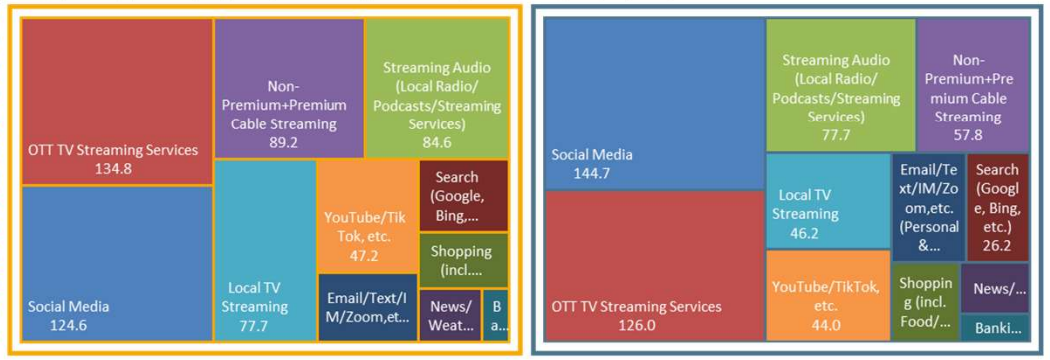
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

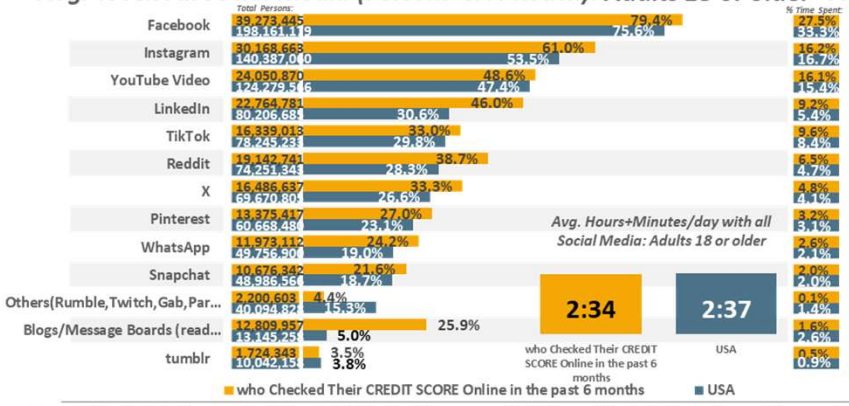
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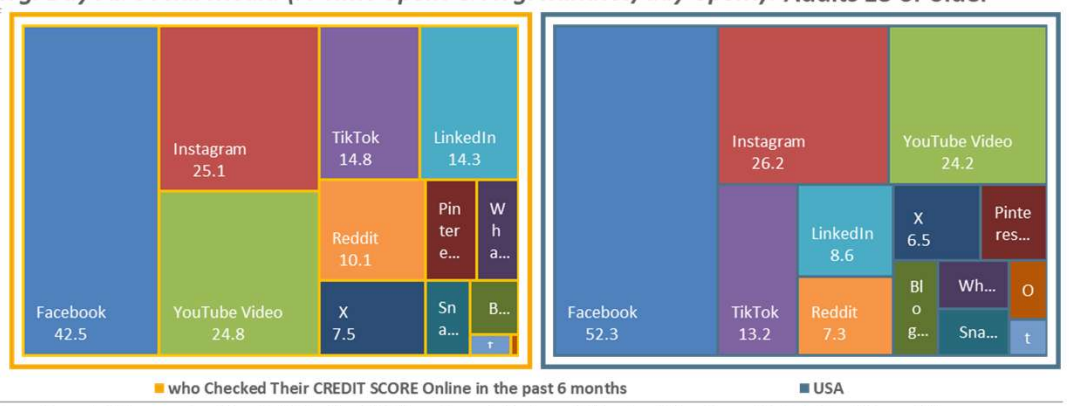
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

35,322,106 or 71.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 40.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

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

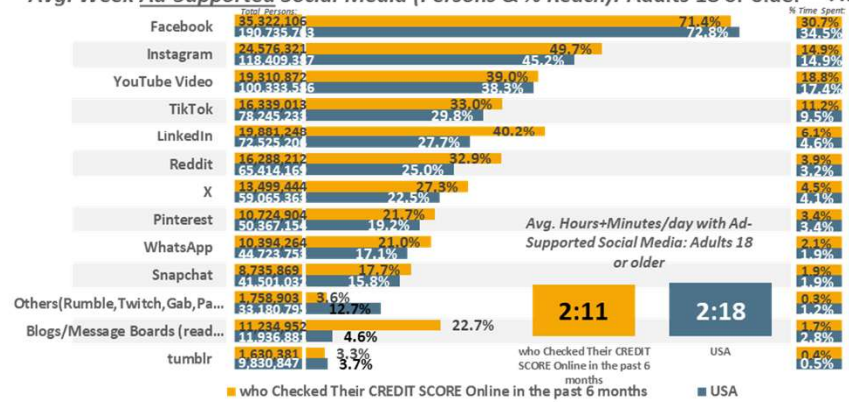


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

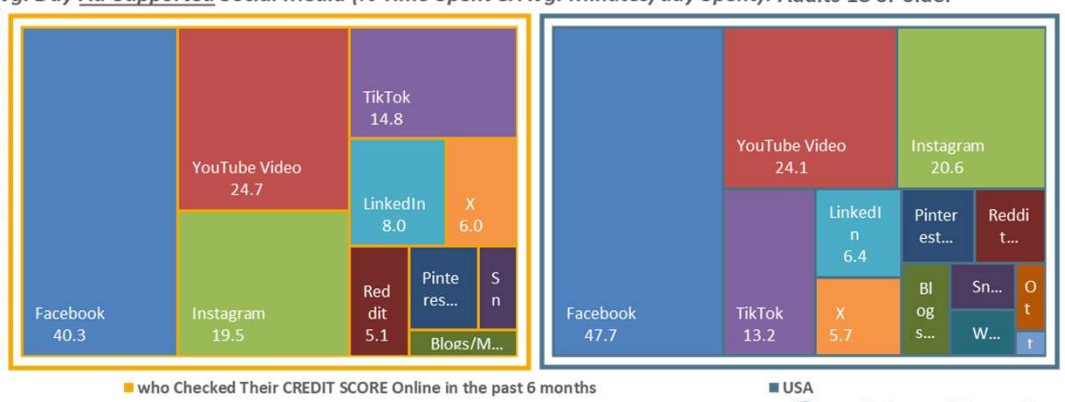


who Checked Their CREDIT SCORE Online in the past 6 months ■ USA

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 Checked Their CREDIT SCORE Online in the past 6 months ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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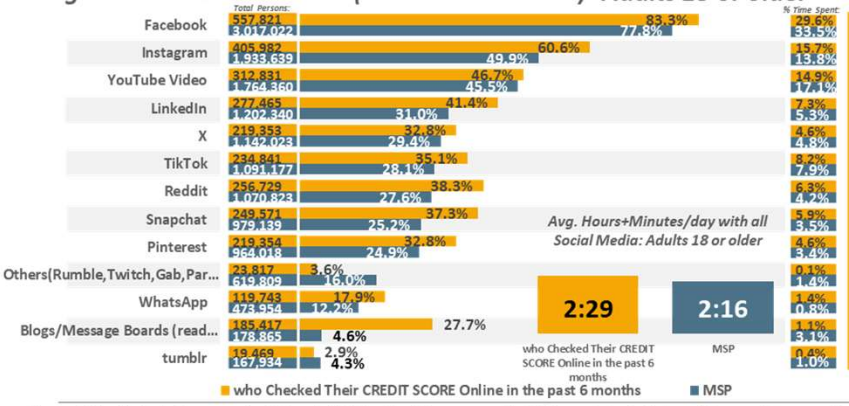
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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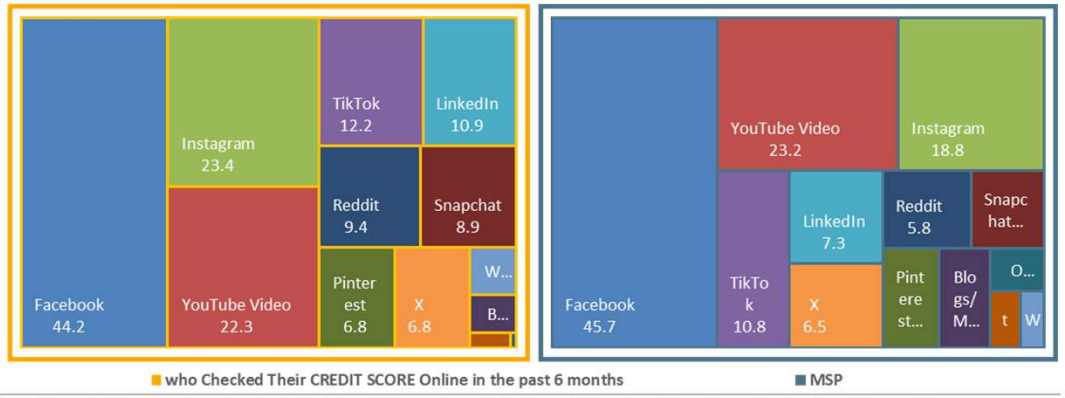
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

493,154 or 73.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 41.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

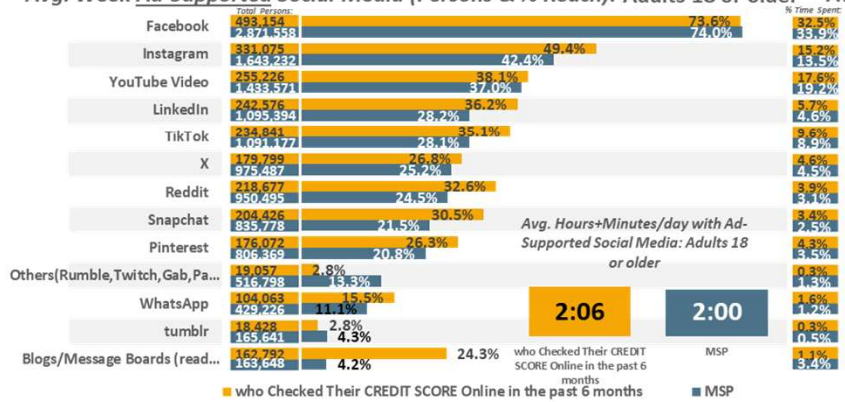
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



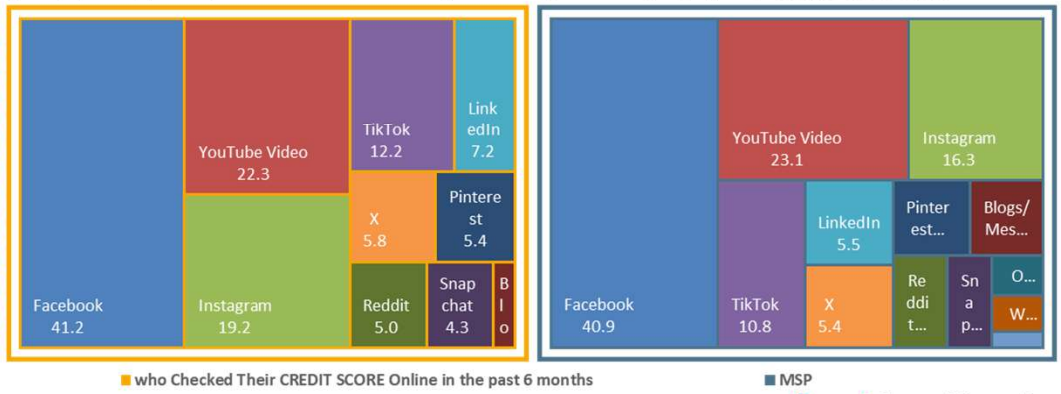
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

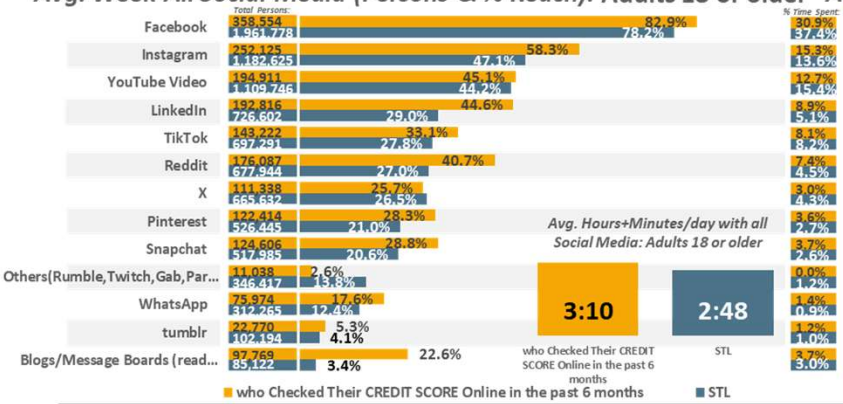
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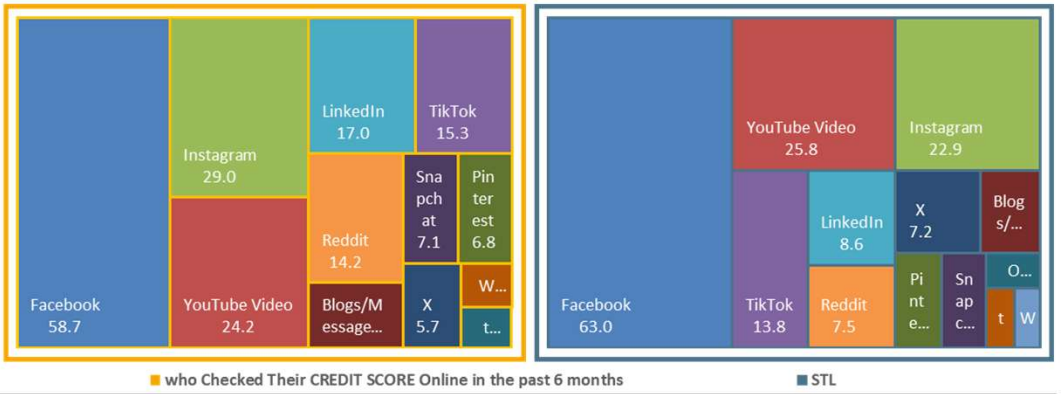
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

314,794 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 54.9 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.

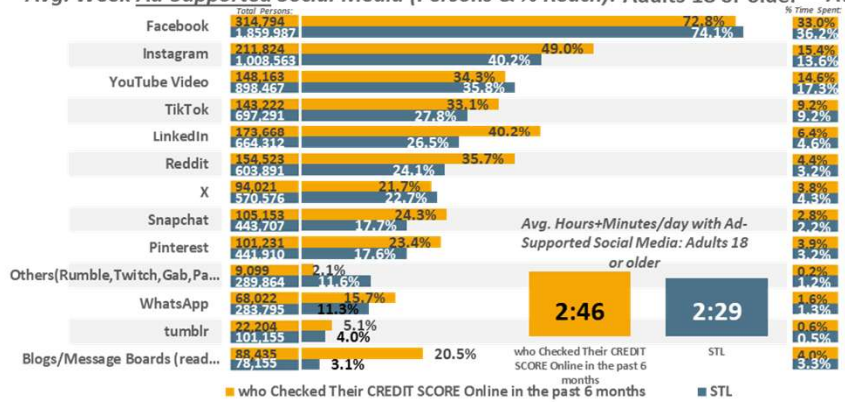
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



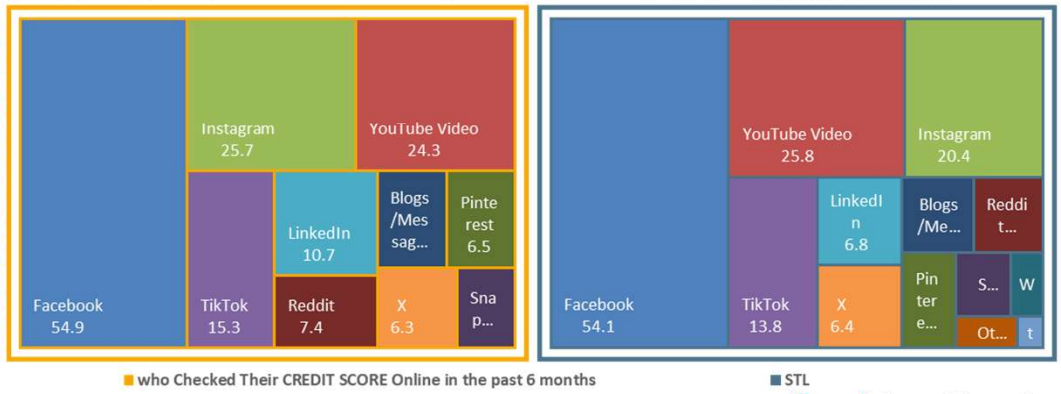
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

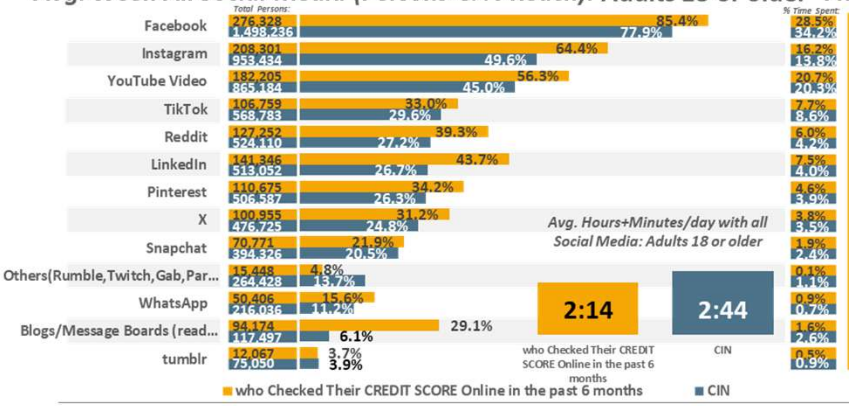
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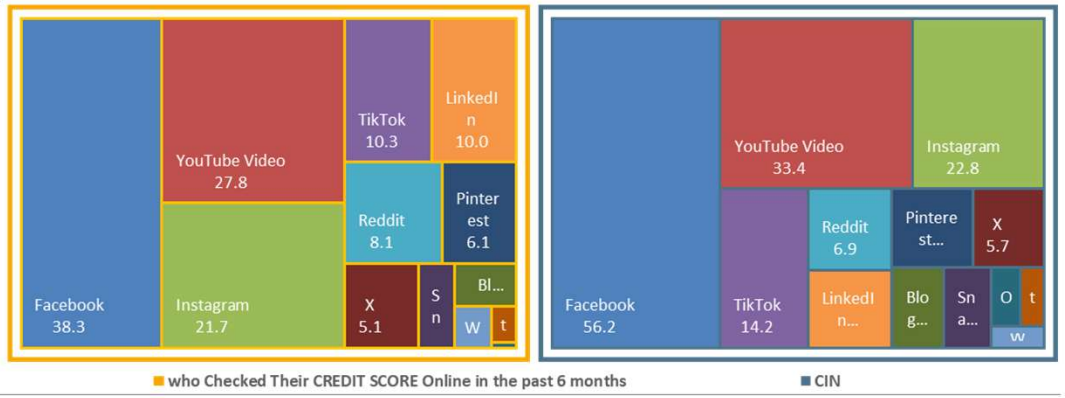
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

215,778 or 66.7% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 29.3 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

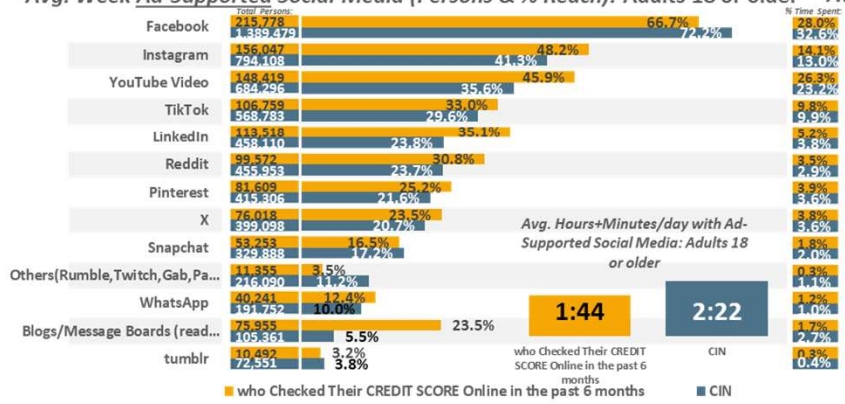
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



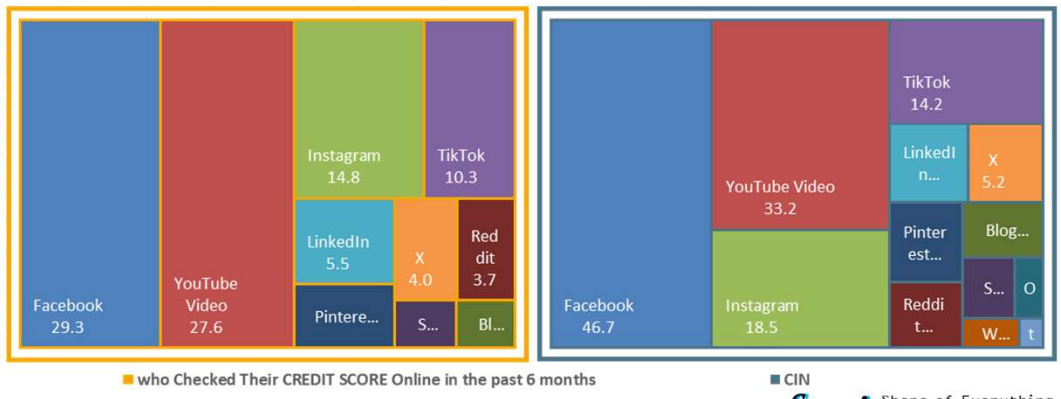
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

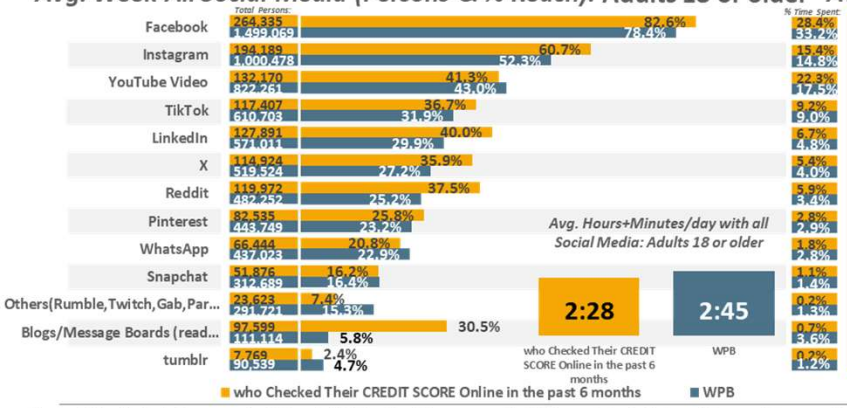
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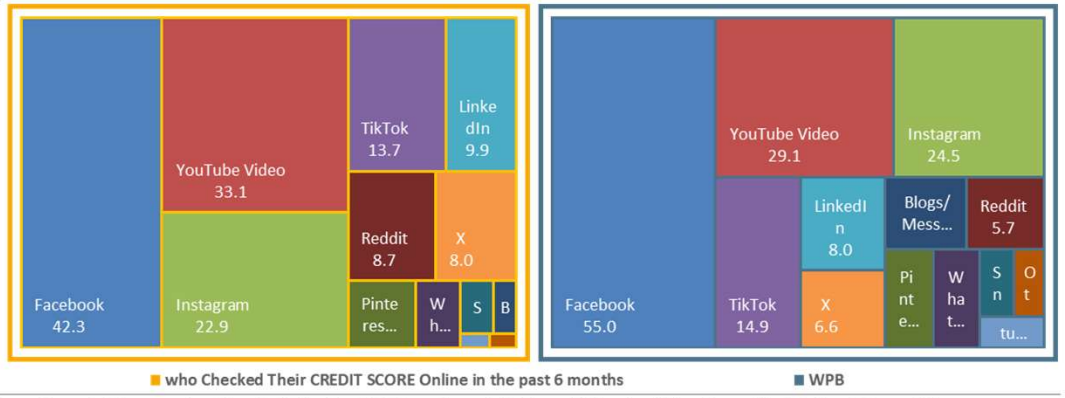
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

233,101 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 35.9 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

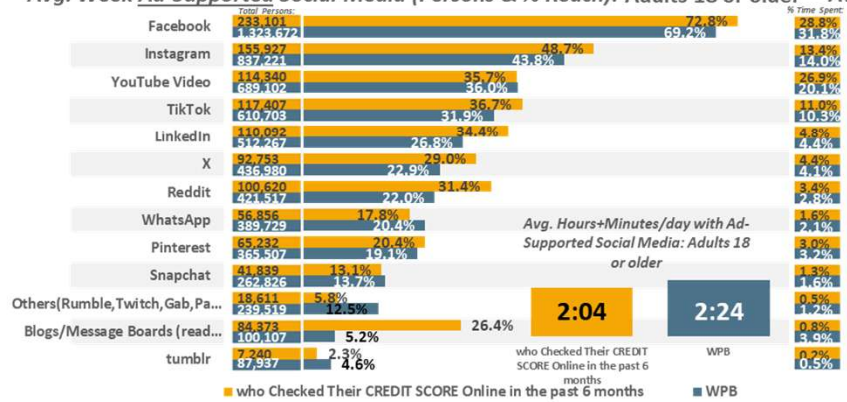
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



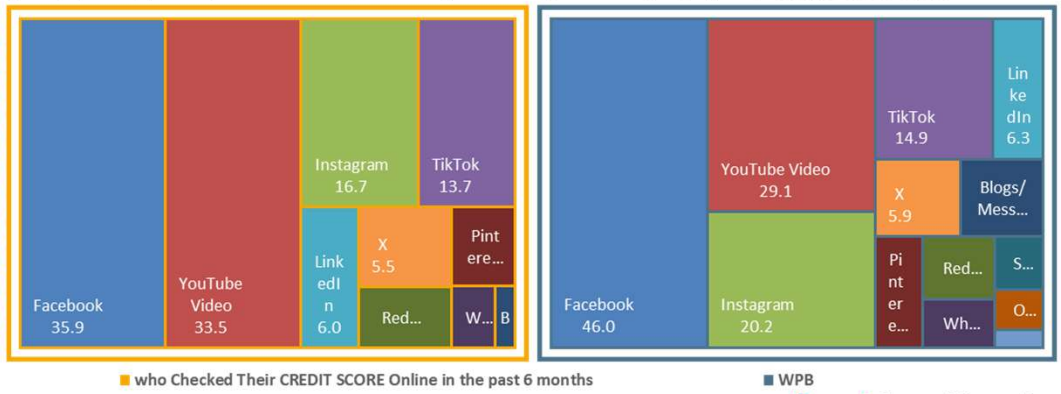
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



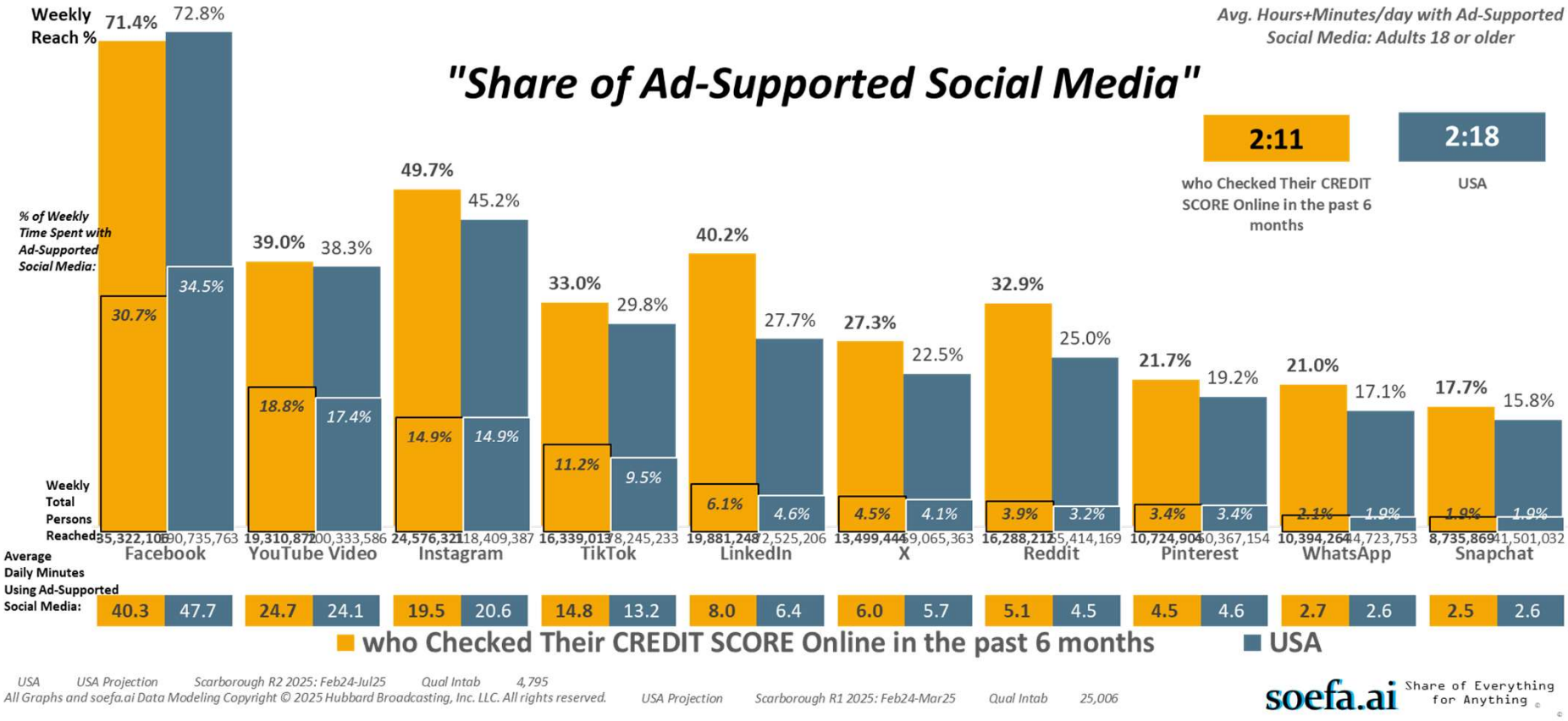
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

35,322,106 or 71.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 40.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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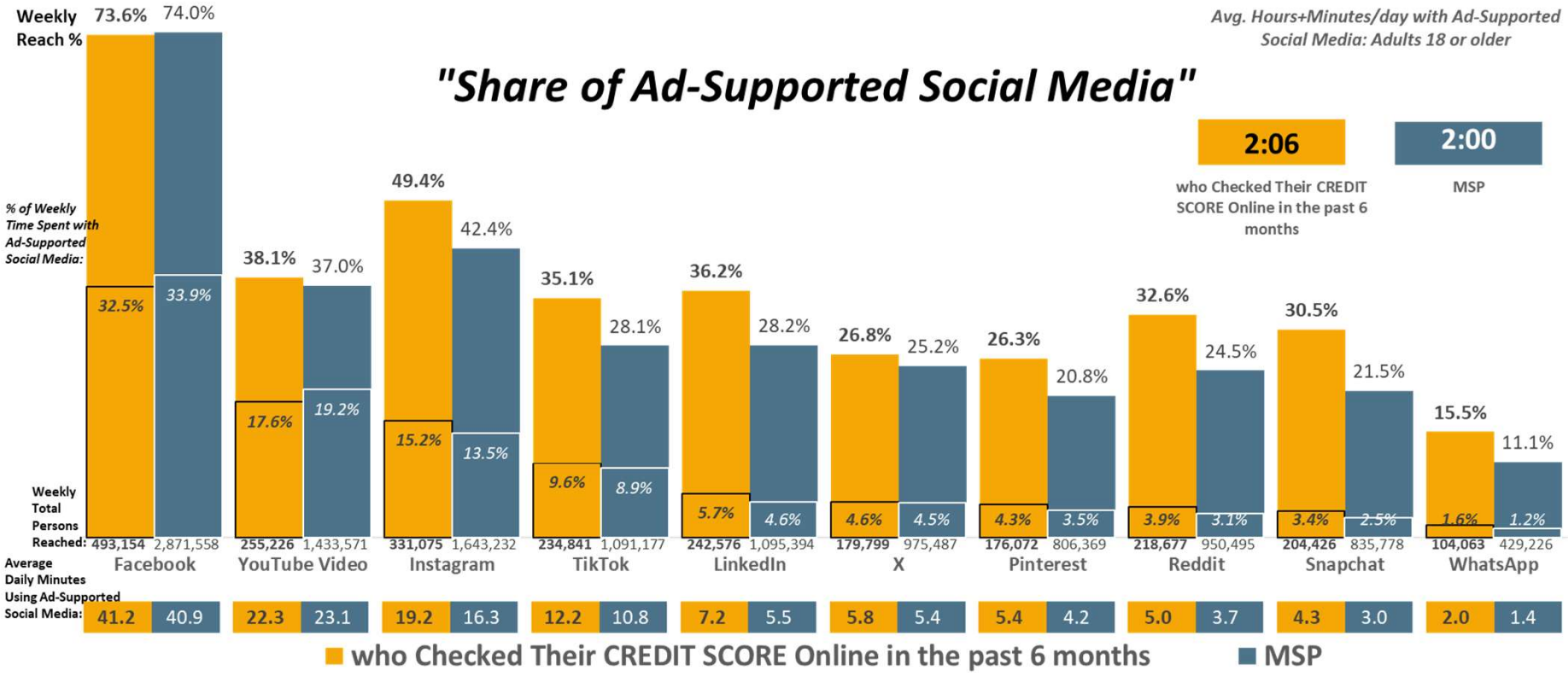
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

493,154 or 73.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 41.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

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



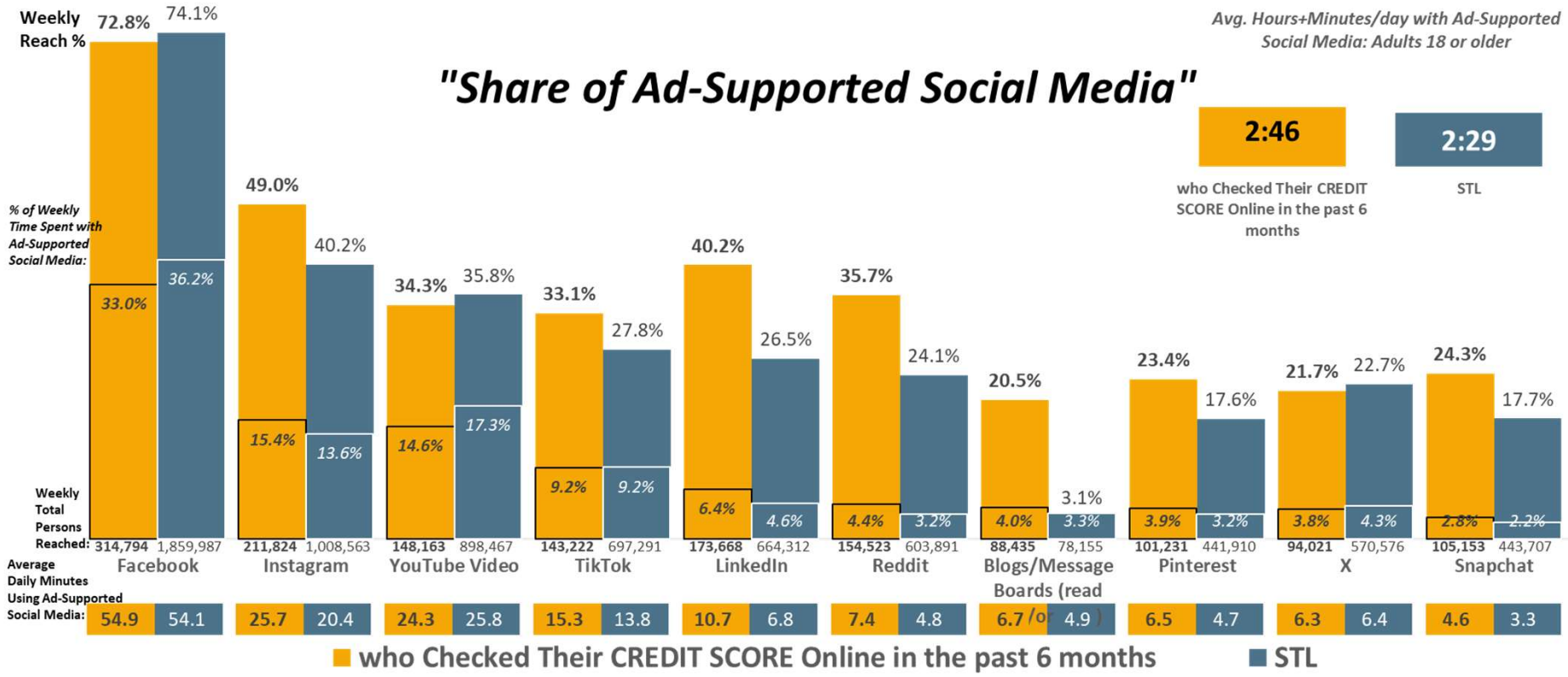
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

314,794 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 54.9 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.



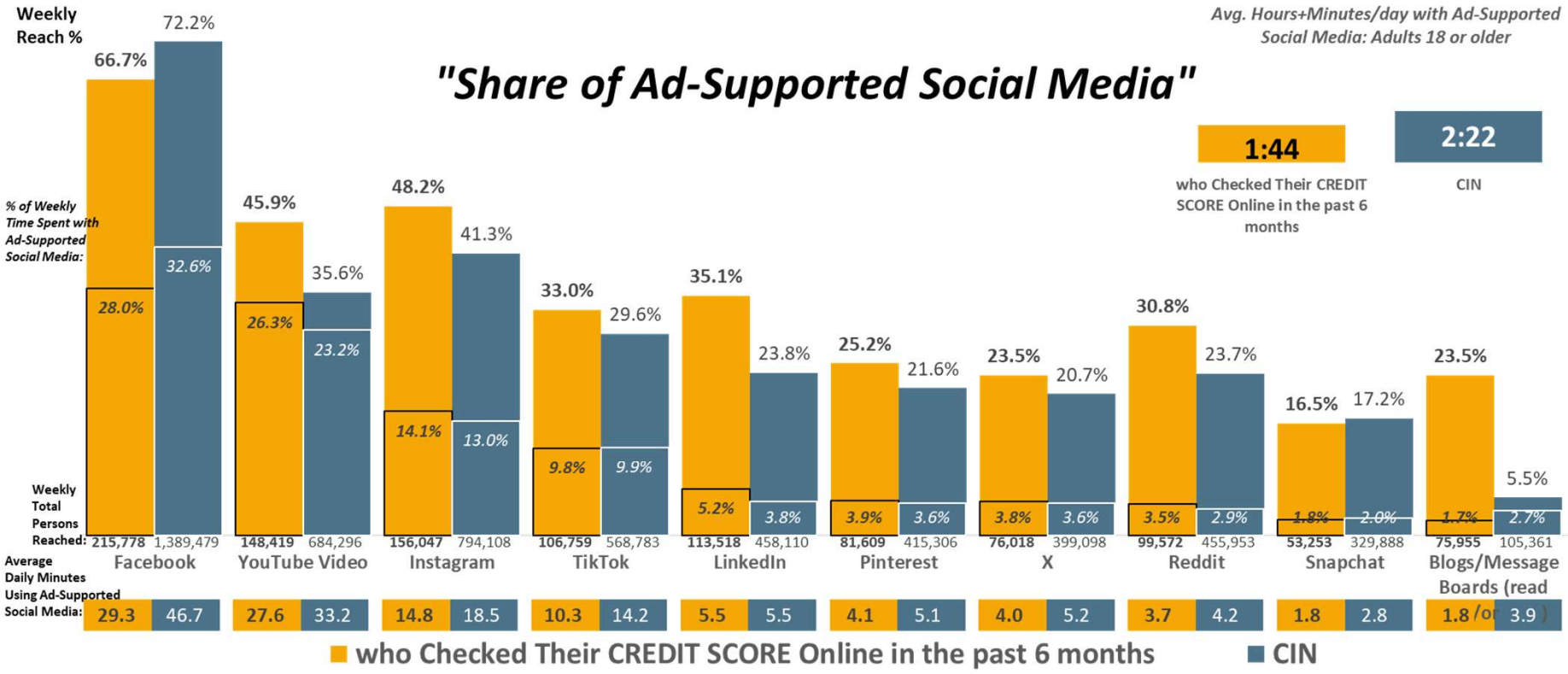
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

215,778 or 66.7% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 29.3 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.



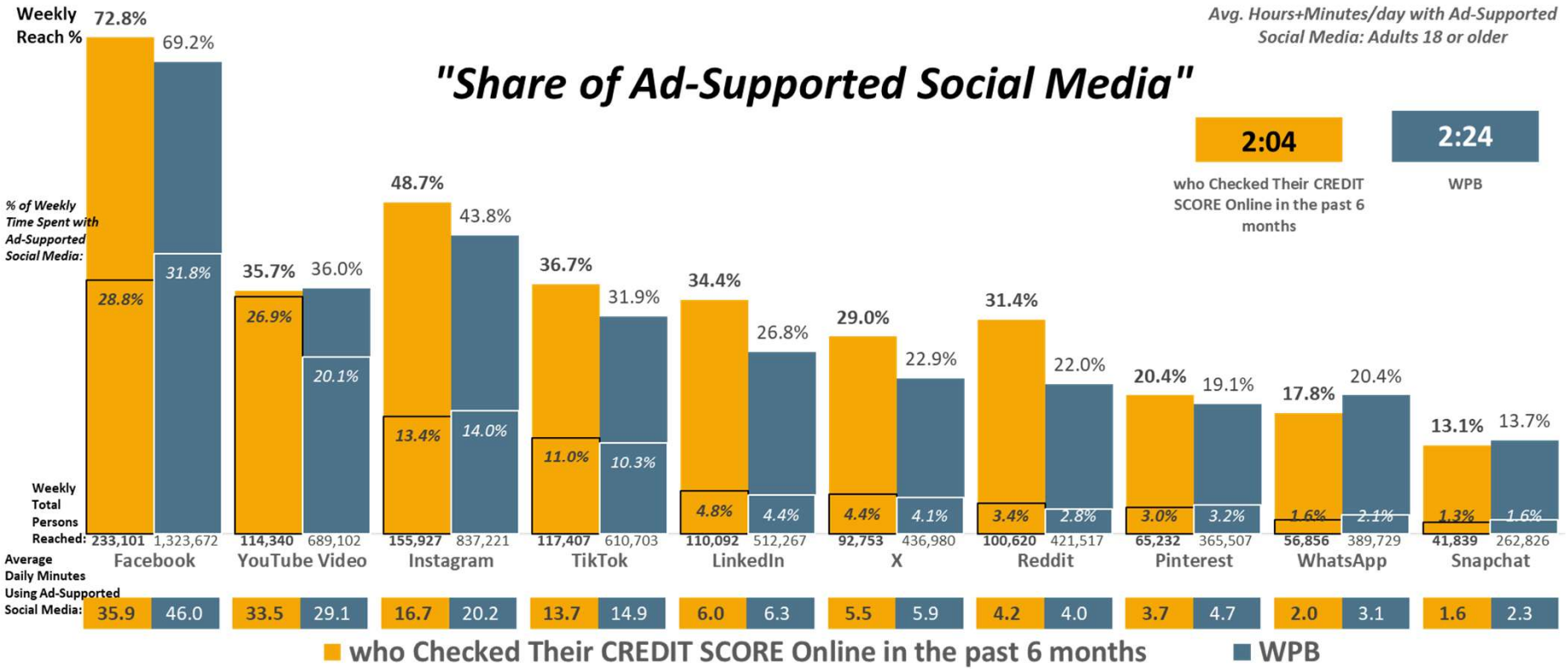
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

233,101 or 72.8% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months use Ad-Supported Facebook for an average of 35.9 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

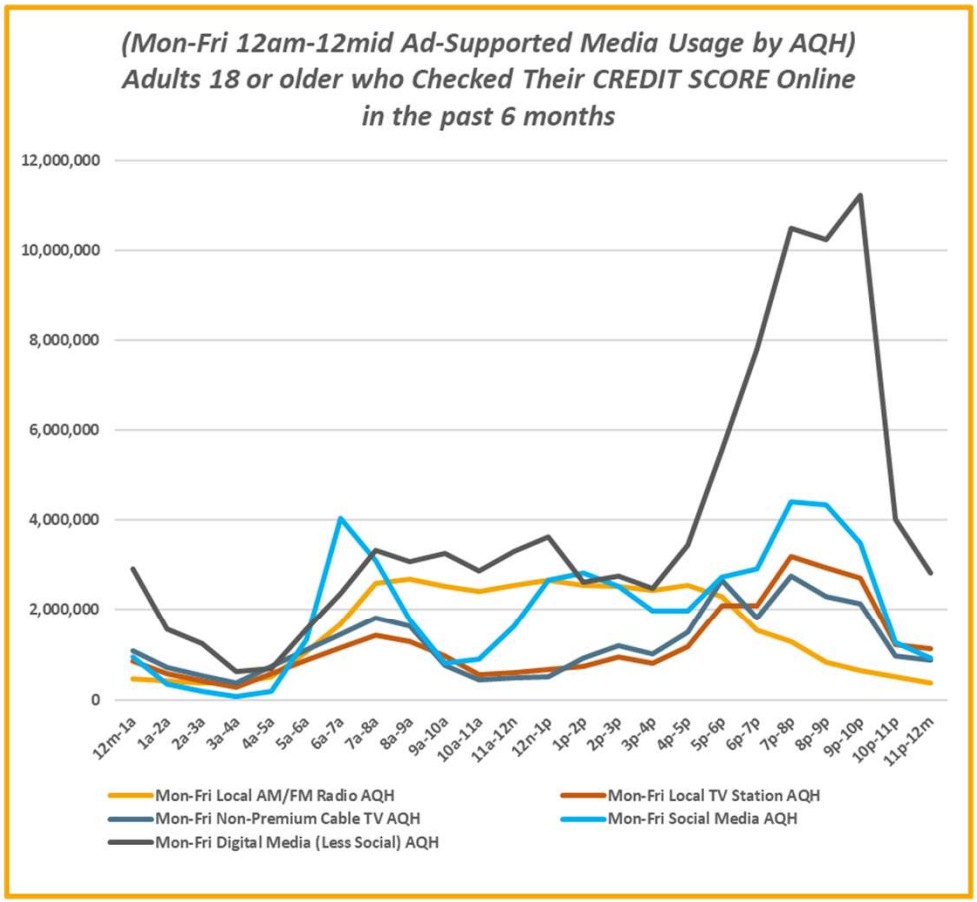
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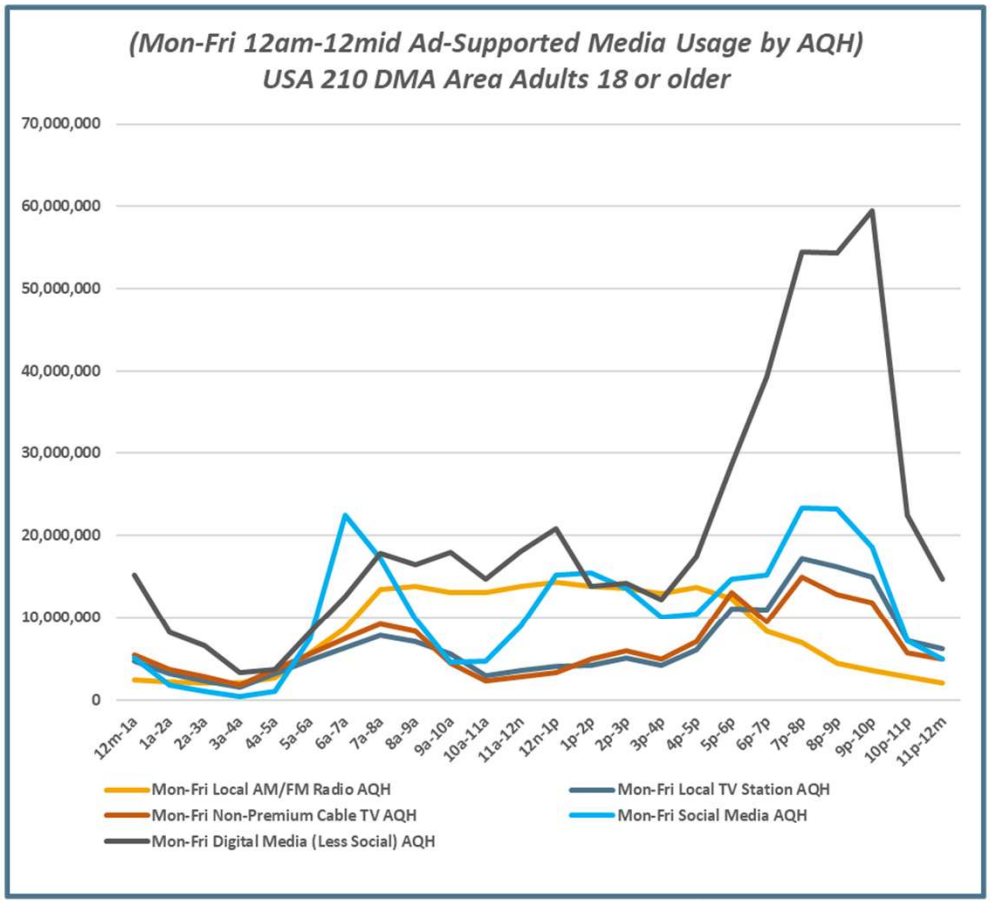
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

credit karma USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,580,363; Local Radio: 2,390,333; Social Media: 2,296,921; Non-Prem. Cable: 1,244,307; Local TV: 1,115,982 reaching Adults 18 or older who Checked Their CREDIT SCORE Onl





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

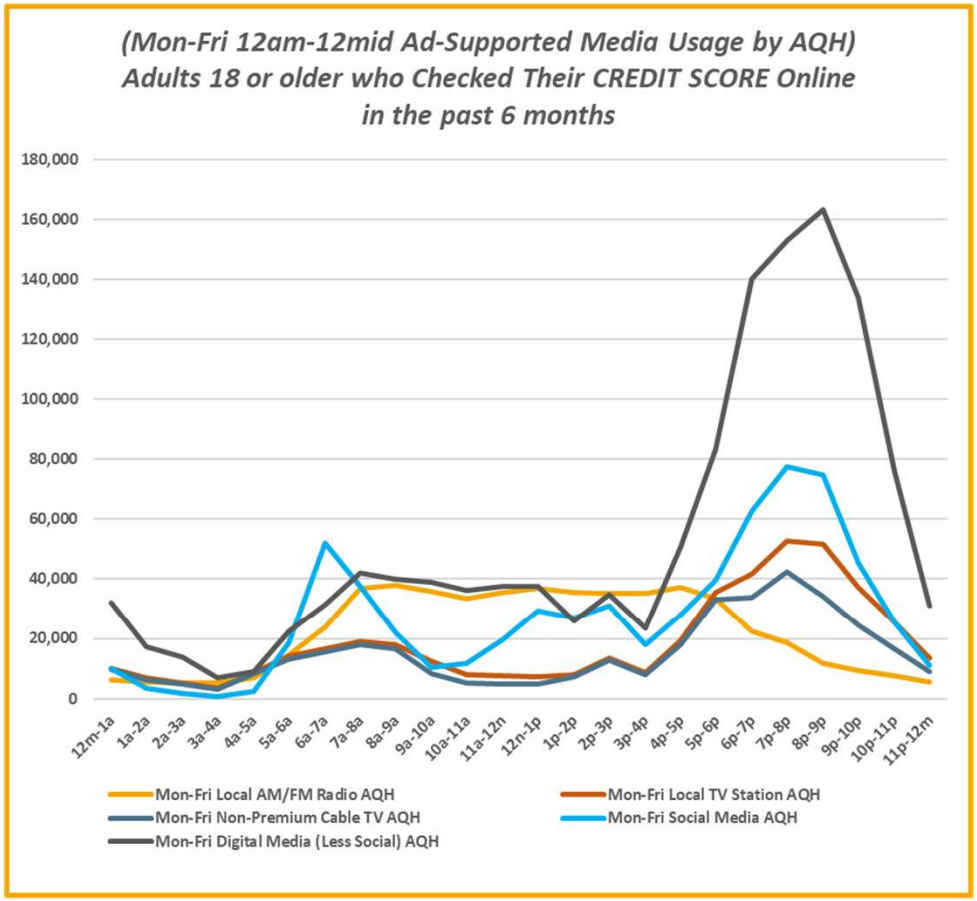
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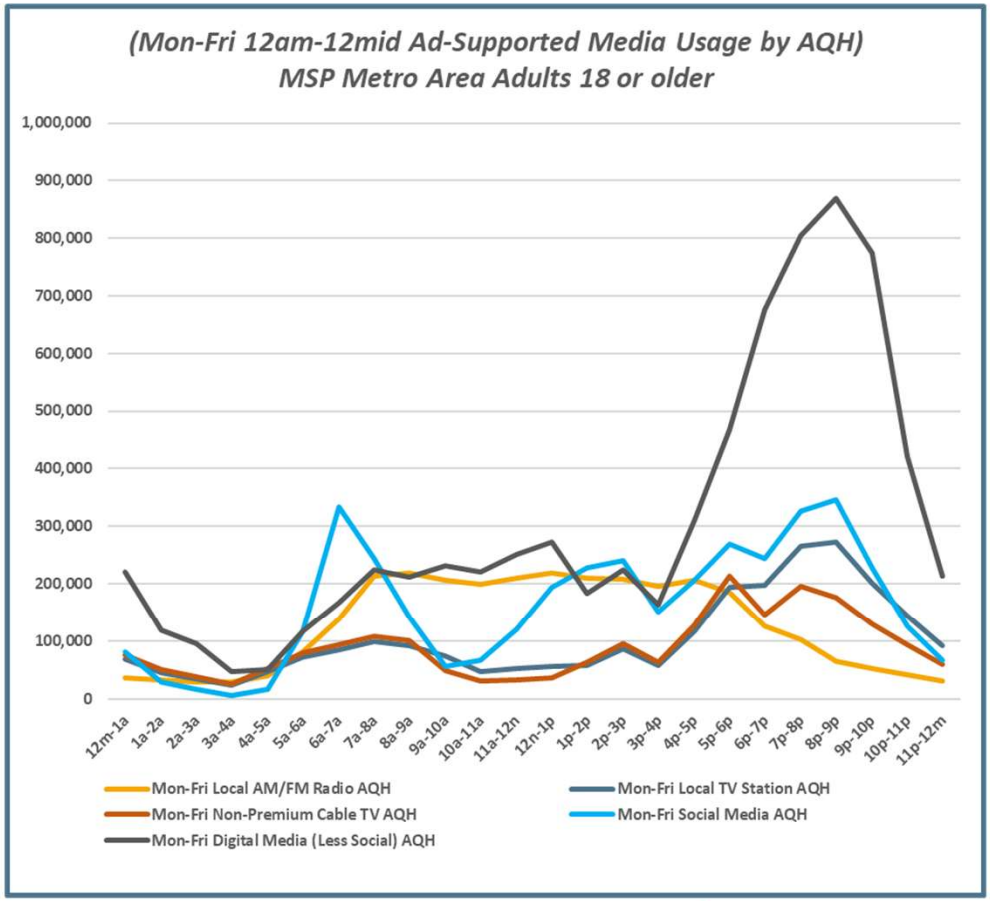
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,857; Local Radio: 33,784; Social Media: 29,964; Local TV: 16,483; Non-Prem. Cable: 14,309 reaching Adults 18 or older who Checked Their CREDIT SCORE Online in the past





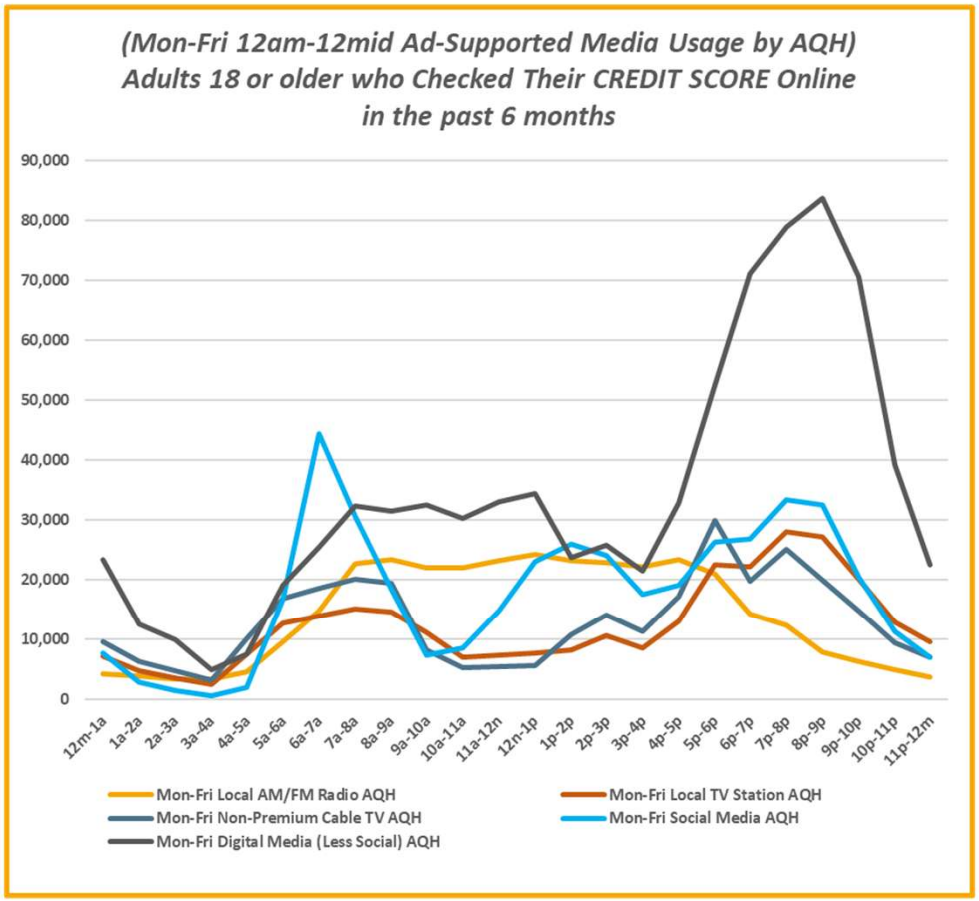
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

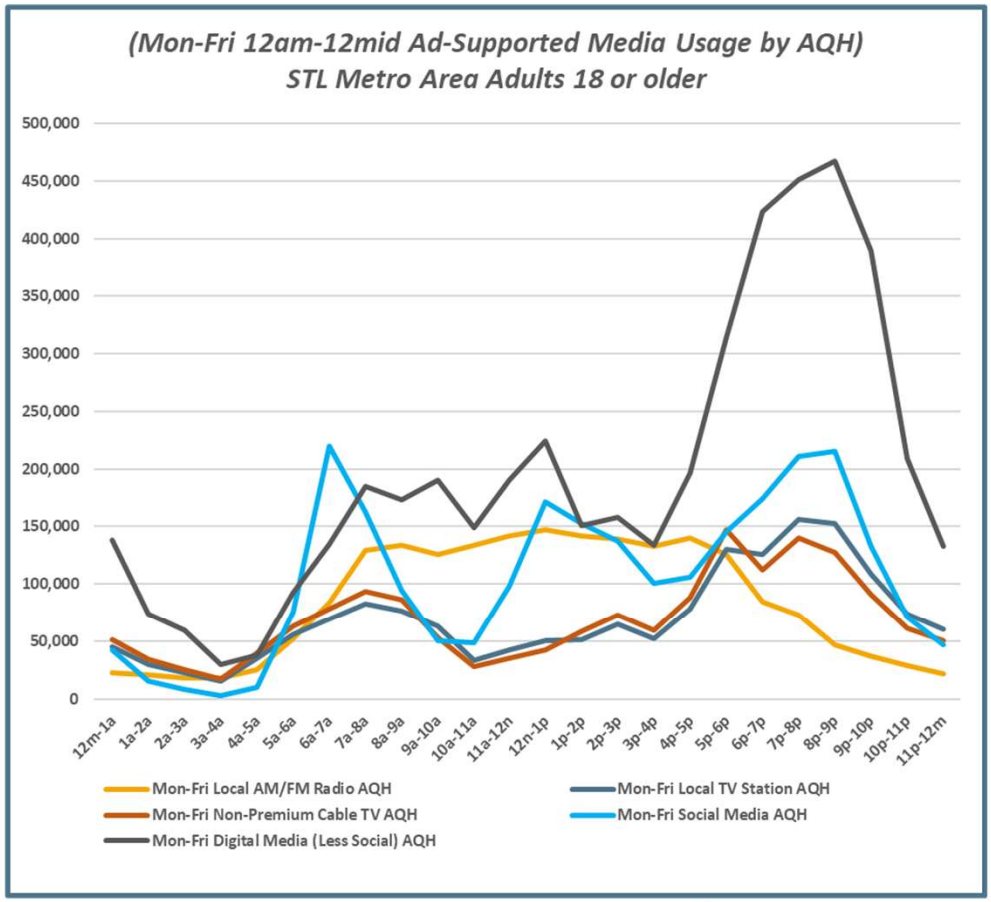
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 34,346; Social Media: 22,029; Local Radio: 21,394; Non-Prem. Cable: 14,206; Local TV: 12,387 reaching Adults 18 or older who Checked Their CREDIT SCORE Online in the past





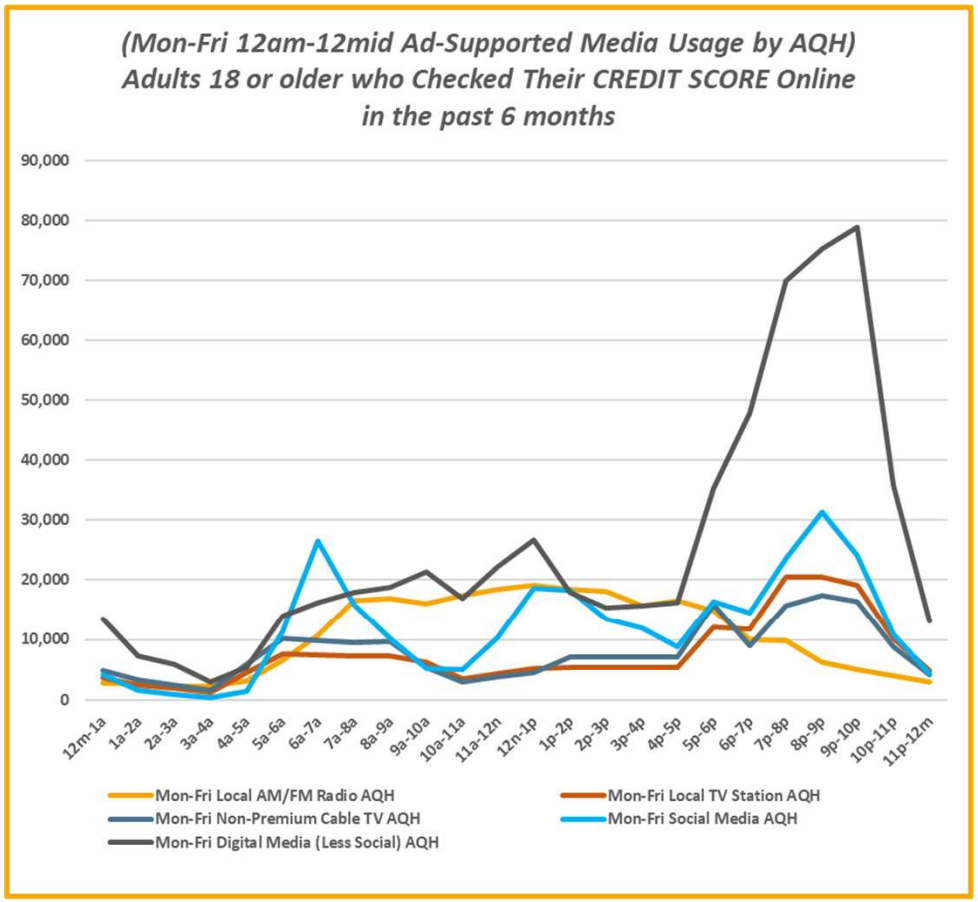
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

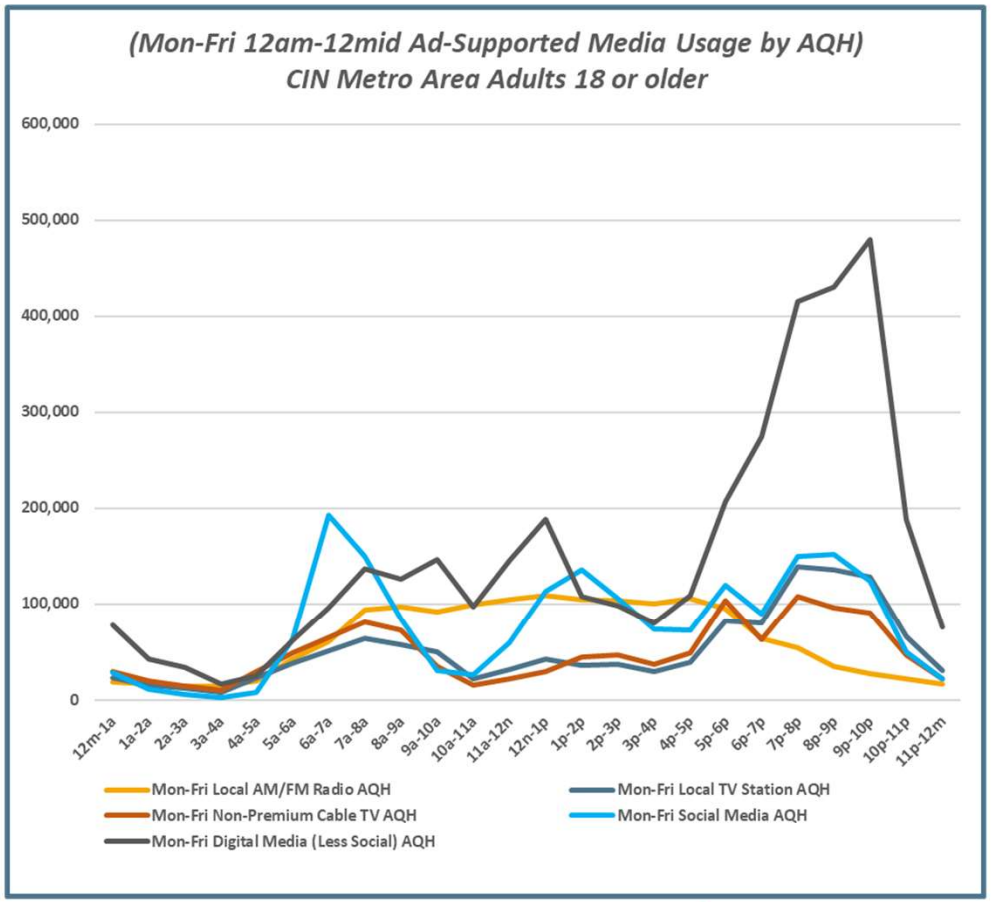
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,189; Local Radio: 16,049; Social Media: 13,488; Non-Prem. Cable: 7,584; Local TV: 6,625 reaching Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6





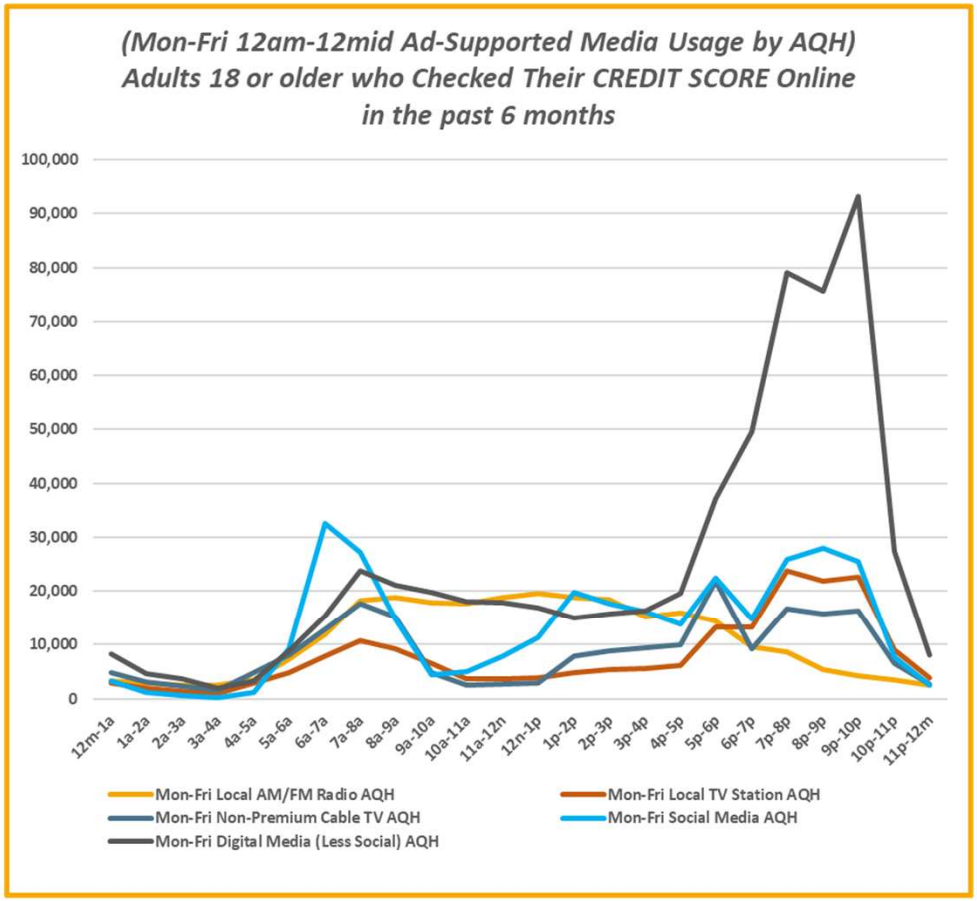
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

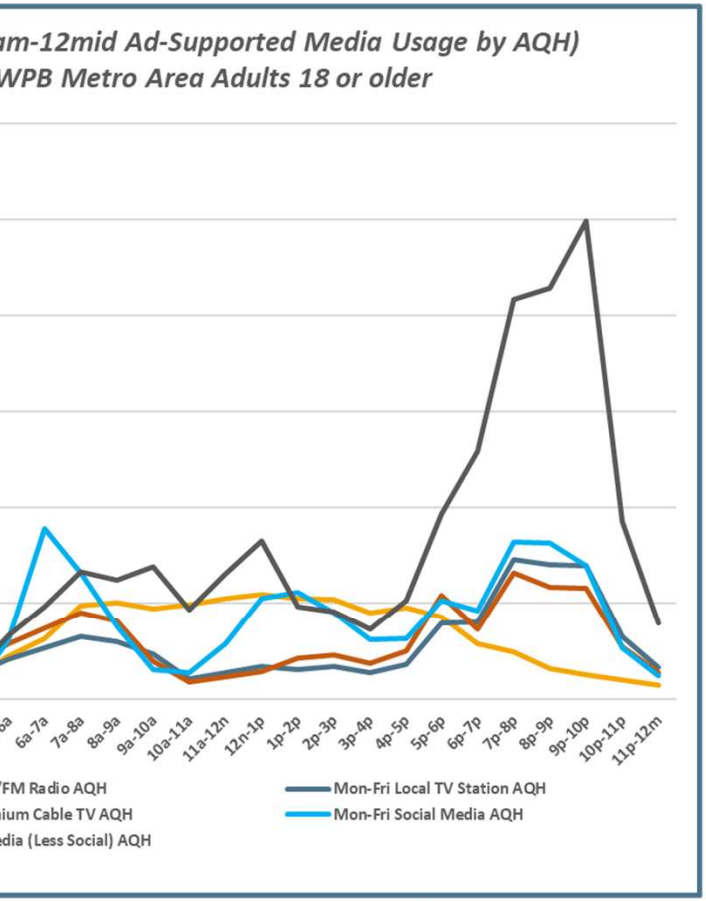
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,975; Local Radio: 16,494; Social Media: 15,940; Non-Prem. Cable: 9,650; Local TV: 7,211 reaching Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

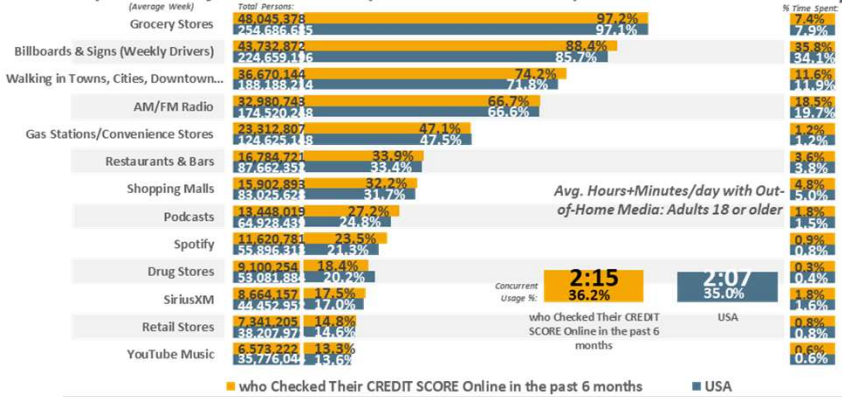
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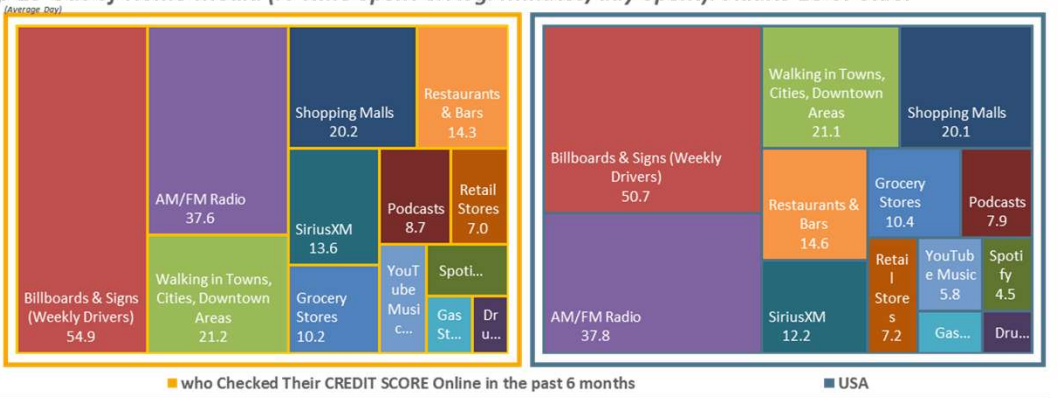
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

43,732,872 or 88.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minu

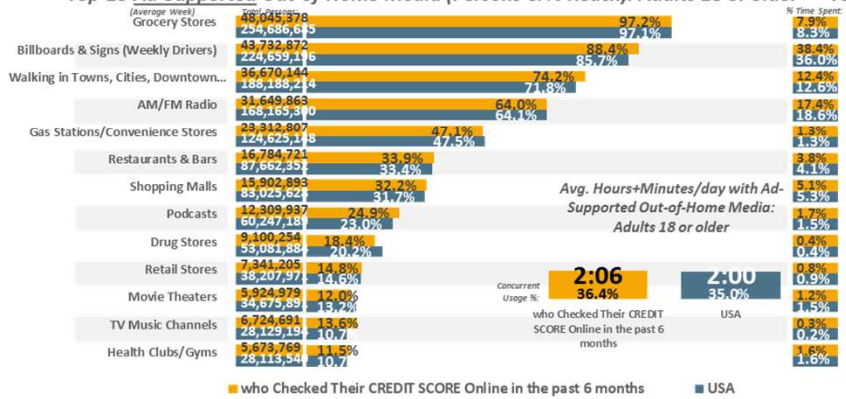
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



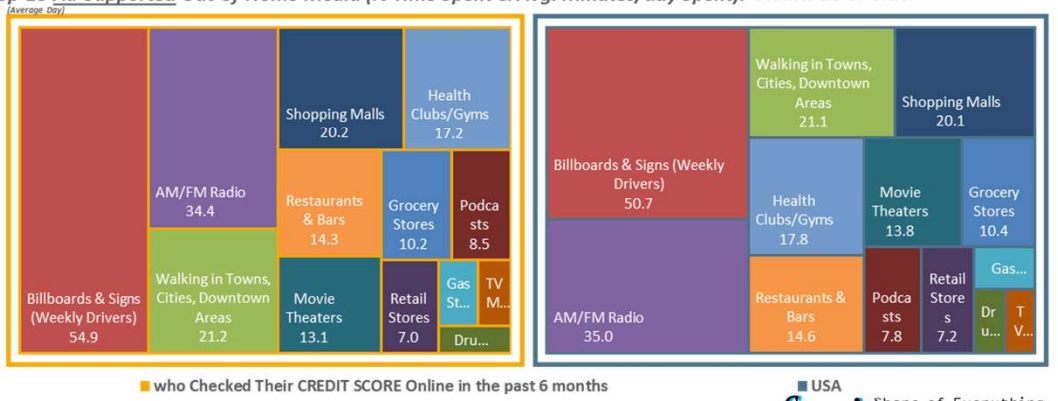
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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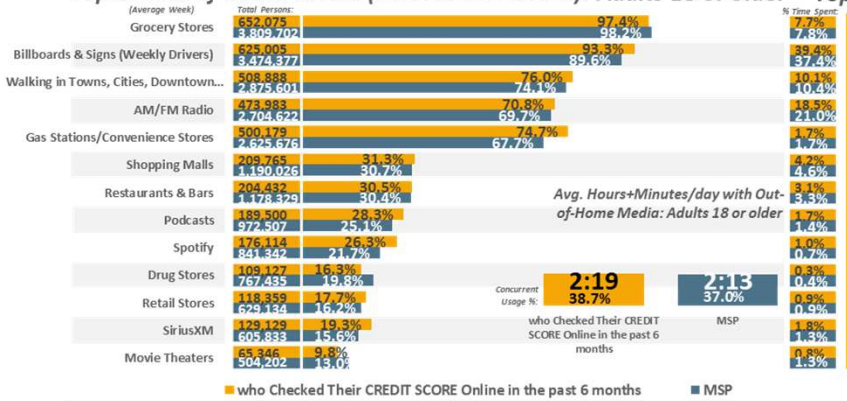
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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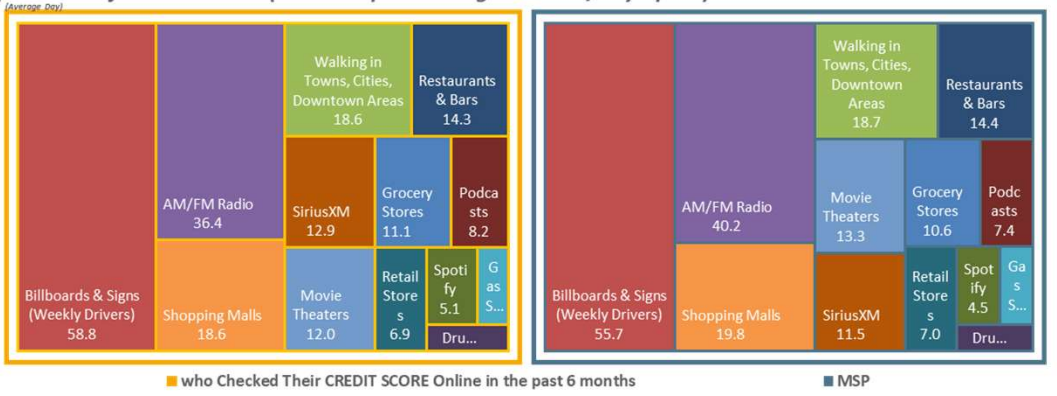
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

625,005 or 93.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 33.2 minute

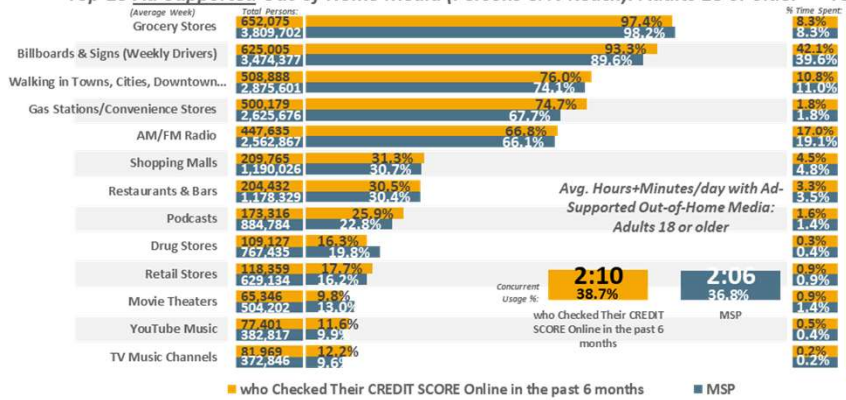
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



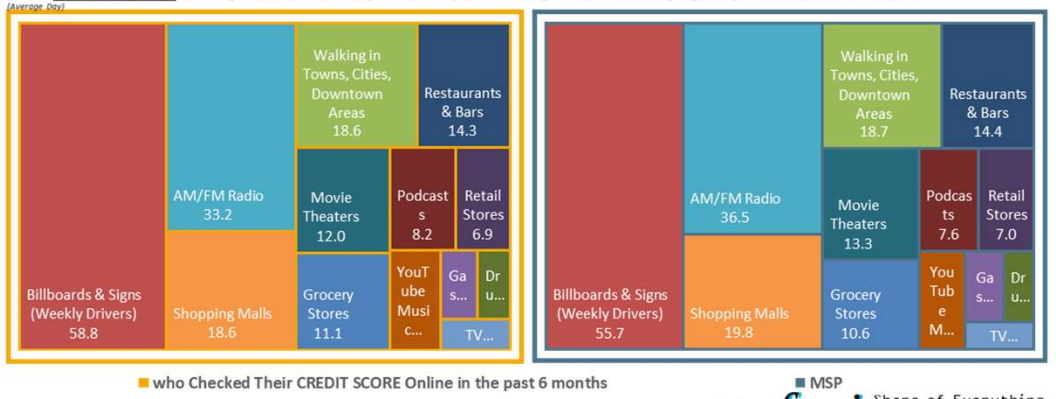
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

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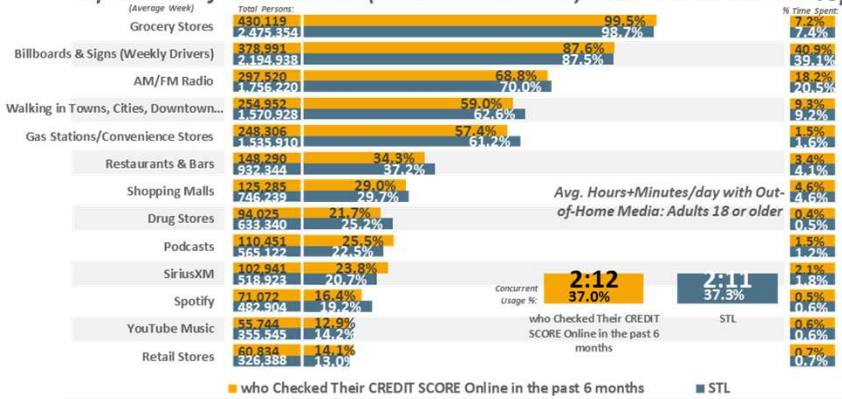
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

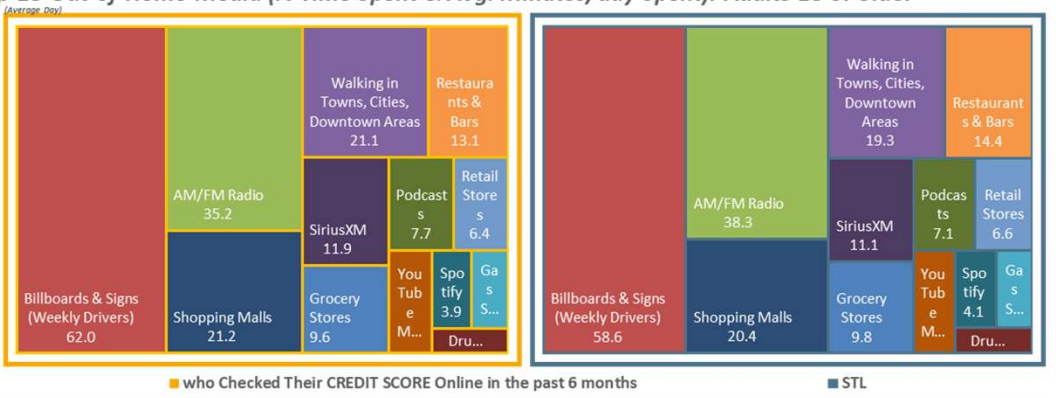
ck credit karma STL

378,991 or 87.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 62. minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minutes/

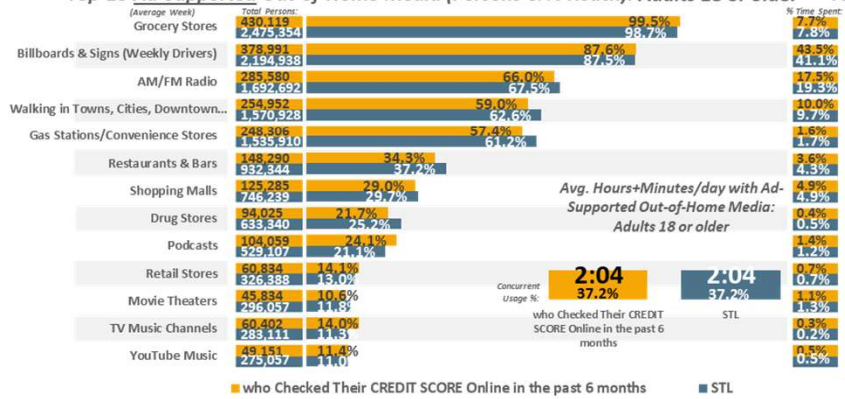
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



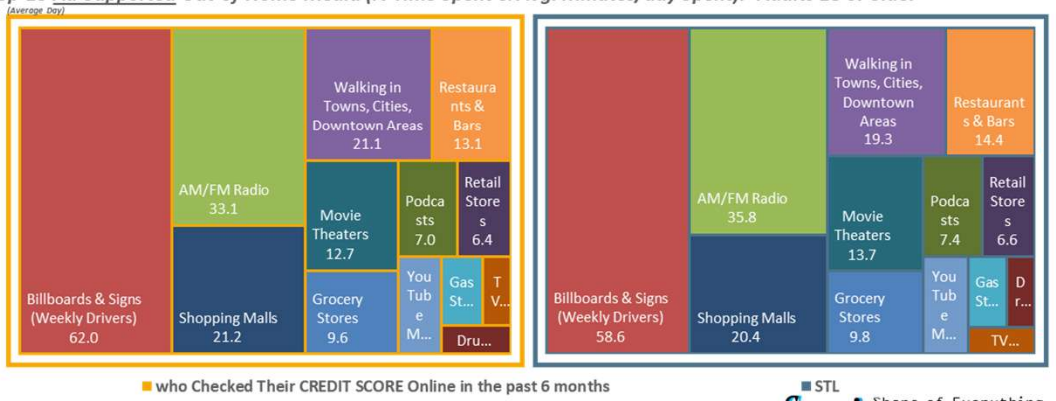
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

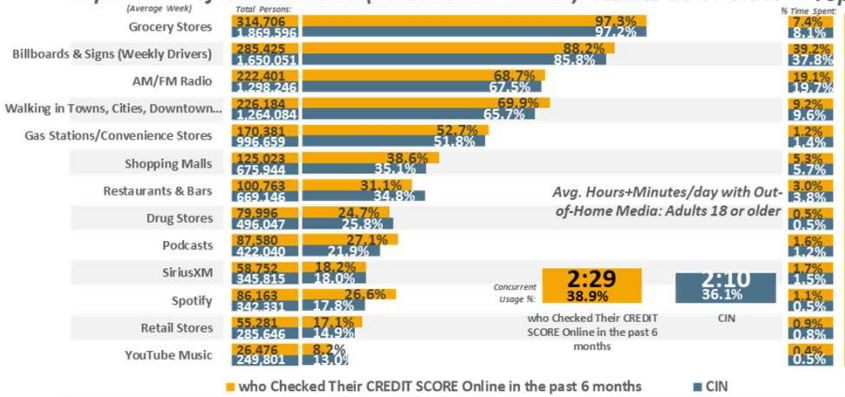
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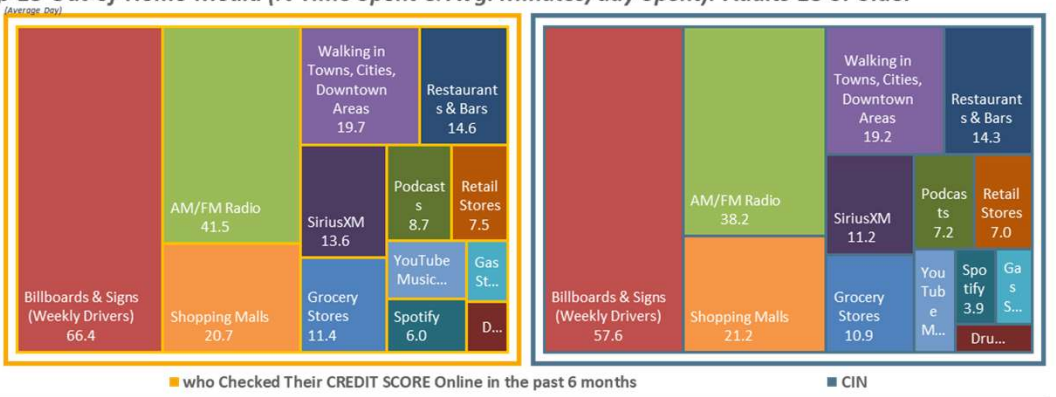
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

285,425 or 88.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 66.4 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 39.4 minute

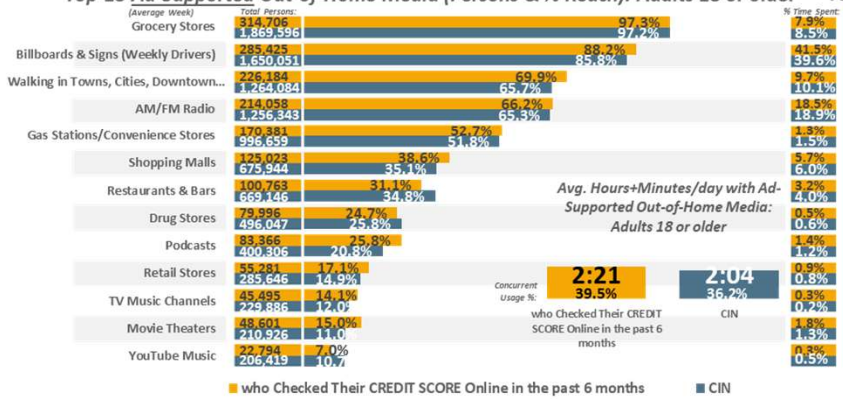
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



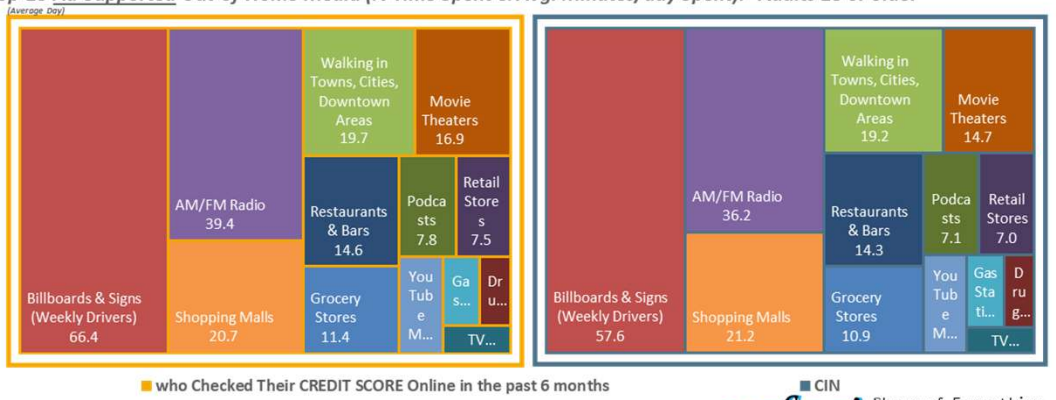
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

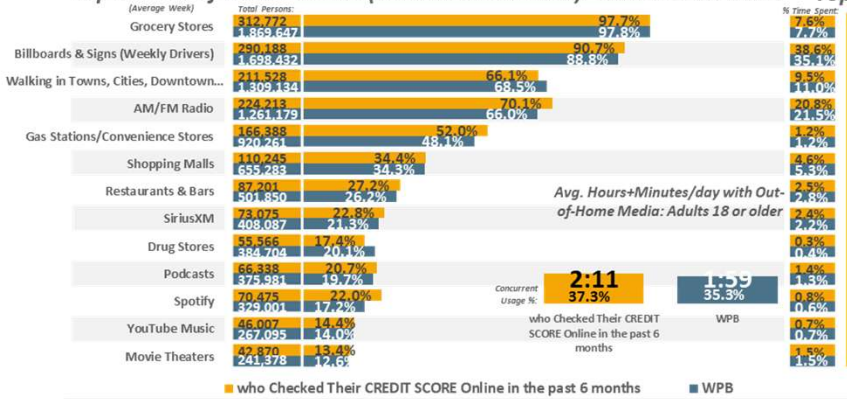
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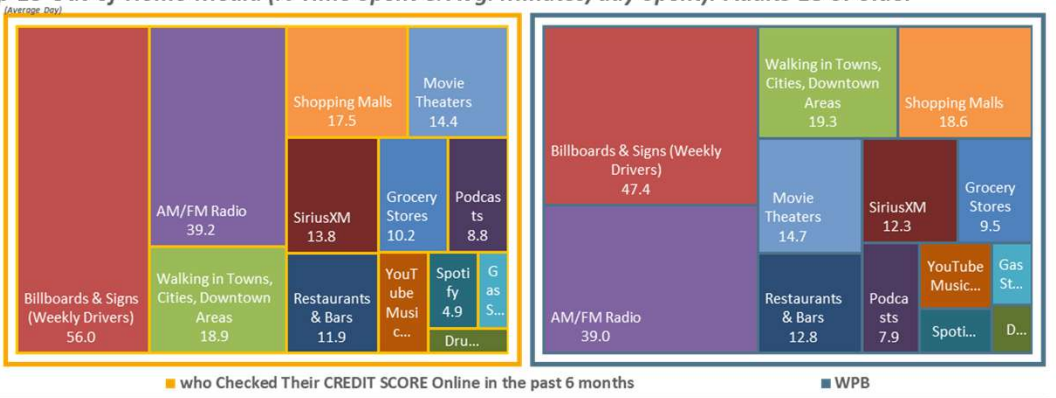
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

290,188 or 90.7% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 56. minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes

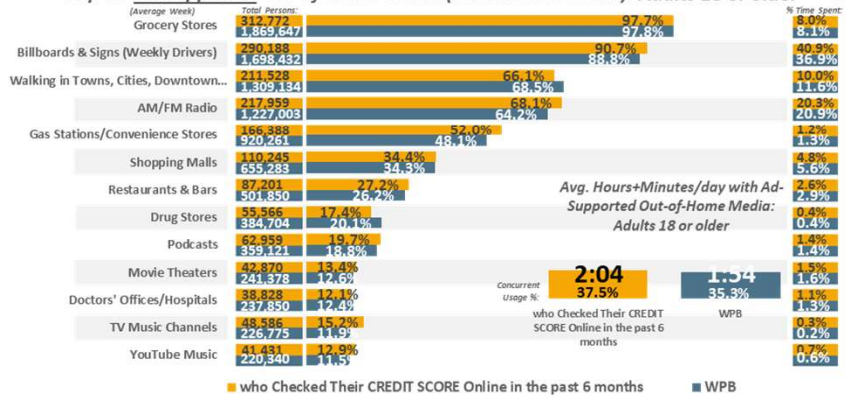
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



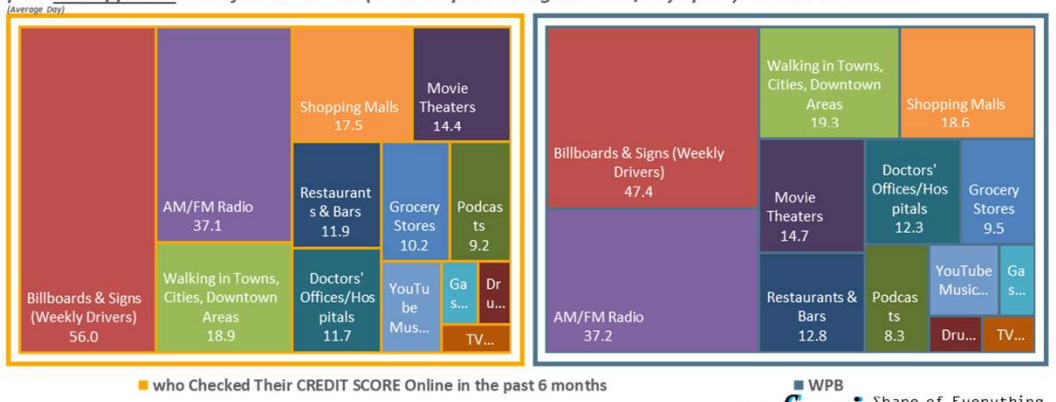
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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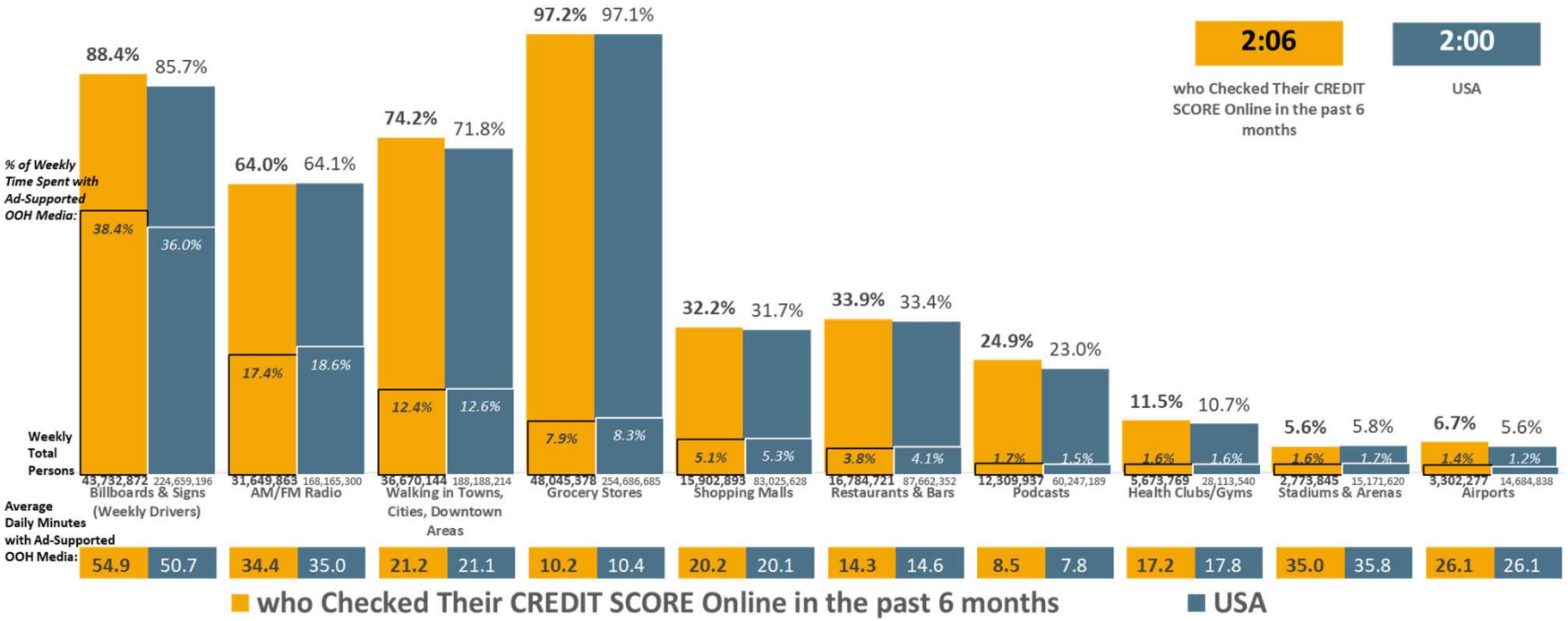
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



43,732,872 or 88.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 38.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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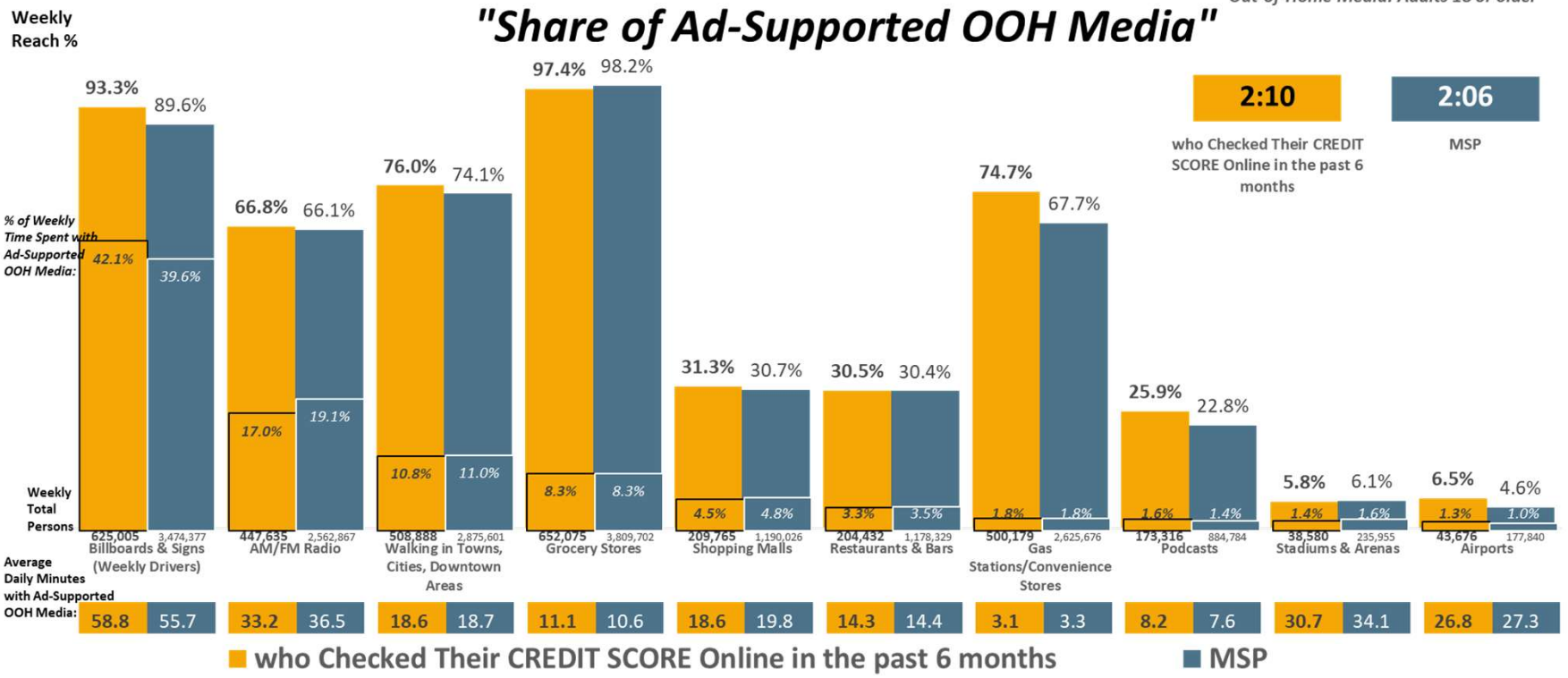
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

625,005 or 93.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 58.8 minutes per day driving, seeing Billboards and Signs representing 42.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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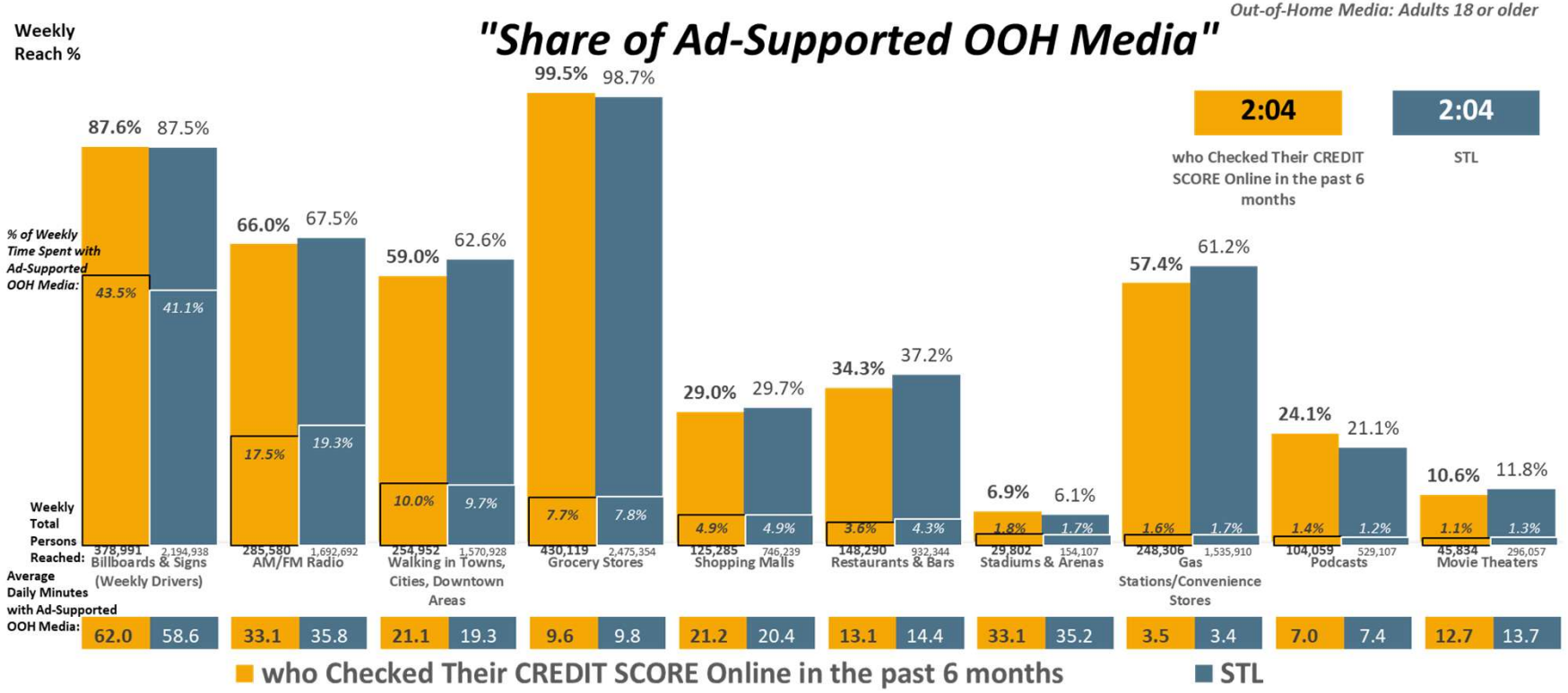
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma STL

378,991 or 87.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 62. minutes per day driving, seeing Billboards and Signs representing 43.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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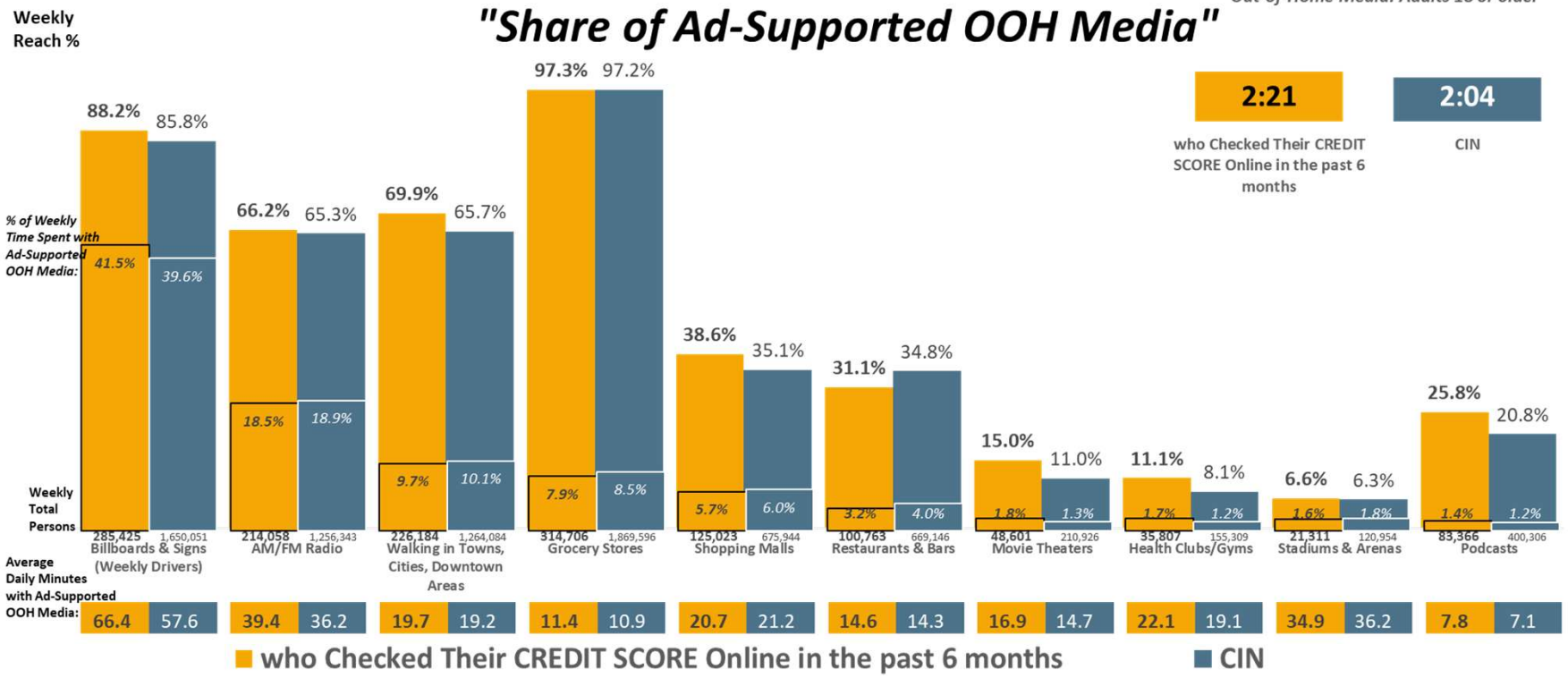
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

285,425 or 88.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 66.4 minutes per day driving, seeing Billboards and Signs representing 41.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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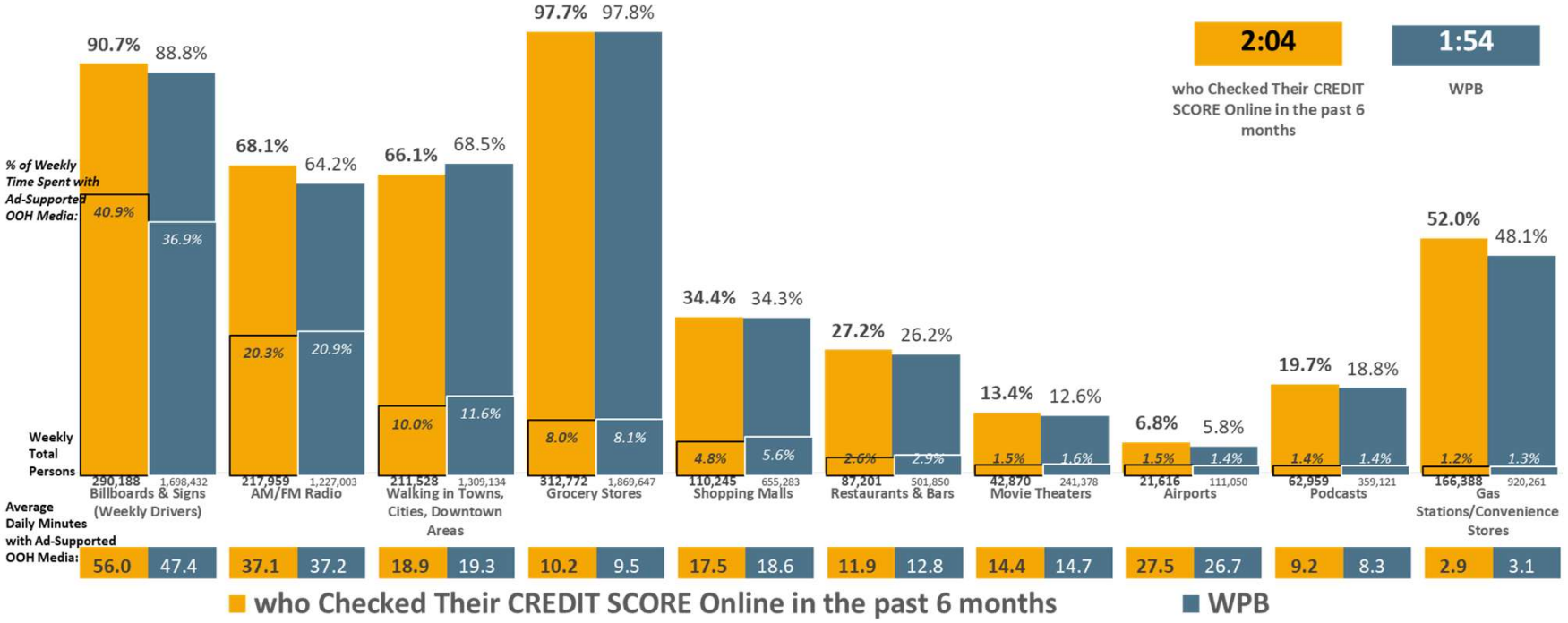
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

290,188 or 90.7% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 56. minutes per day driving, seeing Billboards and Signs representing 40.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Movie Theaters	Airports	Podcasts	Gas Stations/Convenience Stores
who Checked Their CREDIT SCORE Online in the past 6 months	90.7%	68.1%	66.1%	97.7%	34.4%	27.2%	13.4%	6.8%	19.7%	52.0%
WPB	88.8%	64.2%	68.5%	97.8%	34.3%	26.2%	12.6%	5.8%	18.8%	48.1%
% of Weekly Time Spent with Ad-Supported OOH Media: who Checked Their CREDIT SCORE Online in the past 6 months	40.9%	20.3%	10.0%	8.0%	4.8%	2.6%	1.5%	1.5%	1.4%	1.2%
% of Weekly Time Spent with Ad-Supported OOH Media: WPB	36.9%	20.9%	11.6%	8.1%	5.6%	2.9%	1.6%	1.4%	1.4%	1.3%
Weekly Total Persons: who Checked Their CREDIT SCORE Online in the past 6 months	290,188	217,959	211,528	312,772	110,245	87,201	42,870	21,616	62,959	166,388
Weekly Total Persons: WPB	1,698,432	1,227,003	1,309,134	1,869,647	655,283	501,850	241,378	111,050	359,121	920,261
Average Daily Minutes with Ad-Supported OOH Media: who Checked Their CREDIT SCORE Online in the past 6 months	56.0	37.1	18.9	10.2	17.5	11.9	14.4	27.5	9.2	2.9
Average Daily Minutes with Ad-Supported OOH Media: WPB	47.4	37.2	19.3	9.5	18.6	12.8	14.7	26.7	8.3	3.1

■ who Checked Their CREDIT SCORE Online in the past 6 months ■ WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

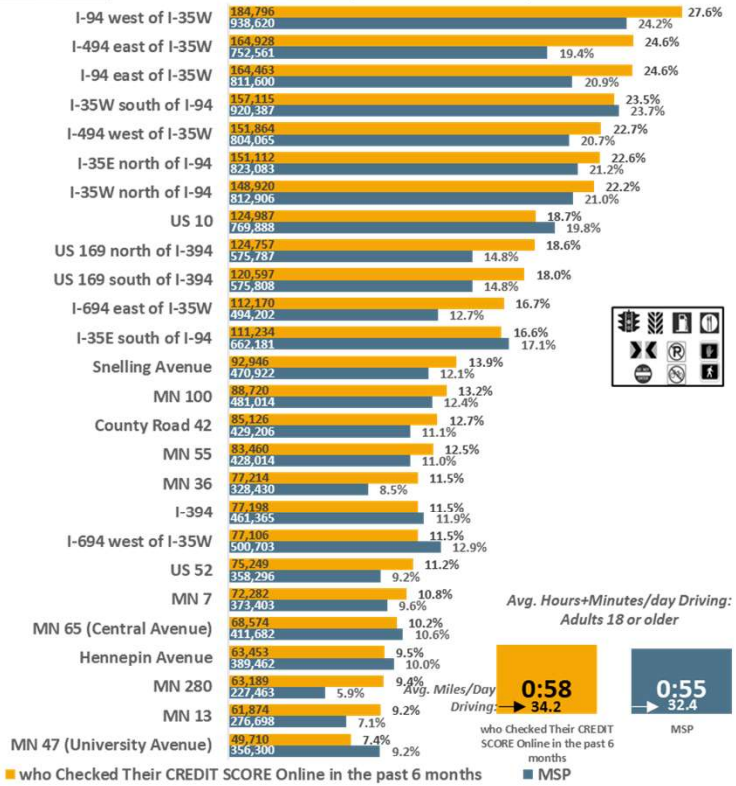
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

625,005 or 93.3% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 58.8 minutes per day driving an average of 34.2 miles each day and are 36.1% more likely to use MN 36 than the Metro average.

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



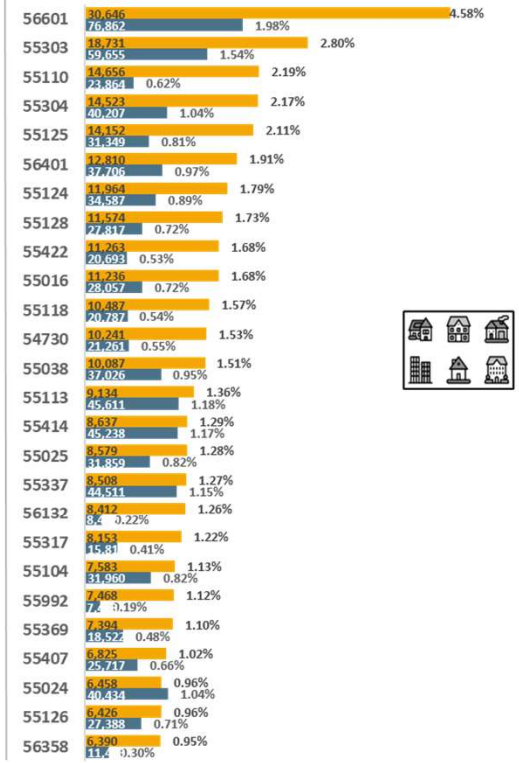
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 34.2

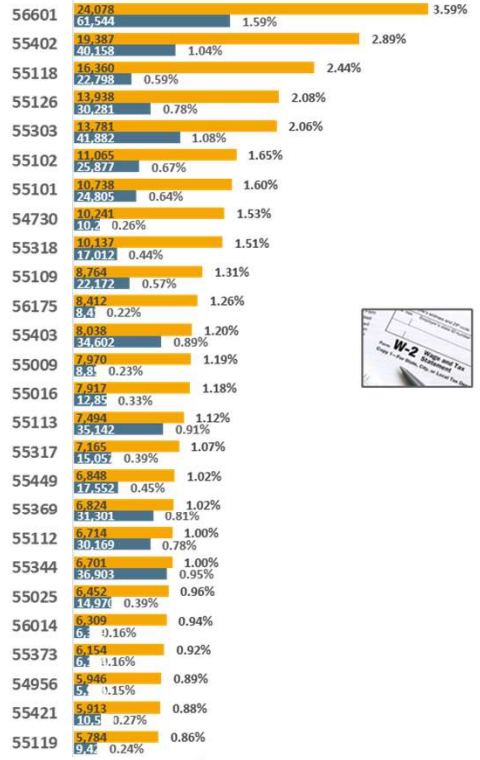
0:58 who Checked Their CREDIT SCORE Online in the past 6 months

0:55 → 32.4 MSP

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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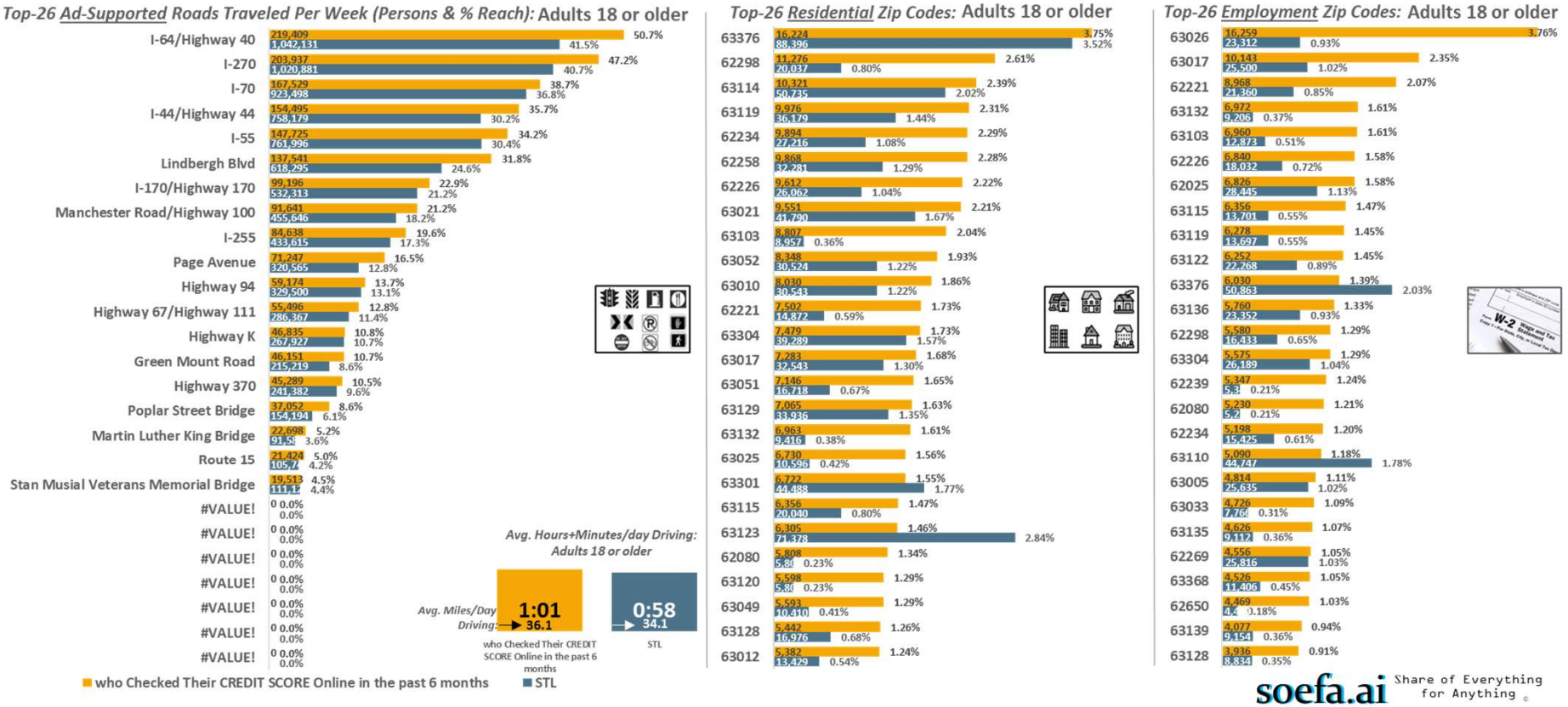
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports



378,991 or 87.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 62. minutes per day driving an average of 36.1 miles each day and are 43.8% more likely to use Martin Luther King Bridge than the Metro a



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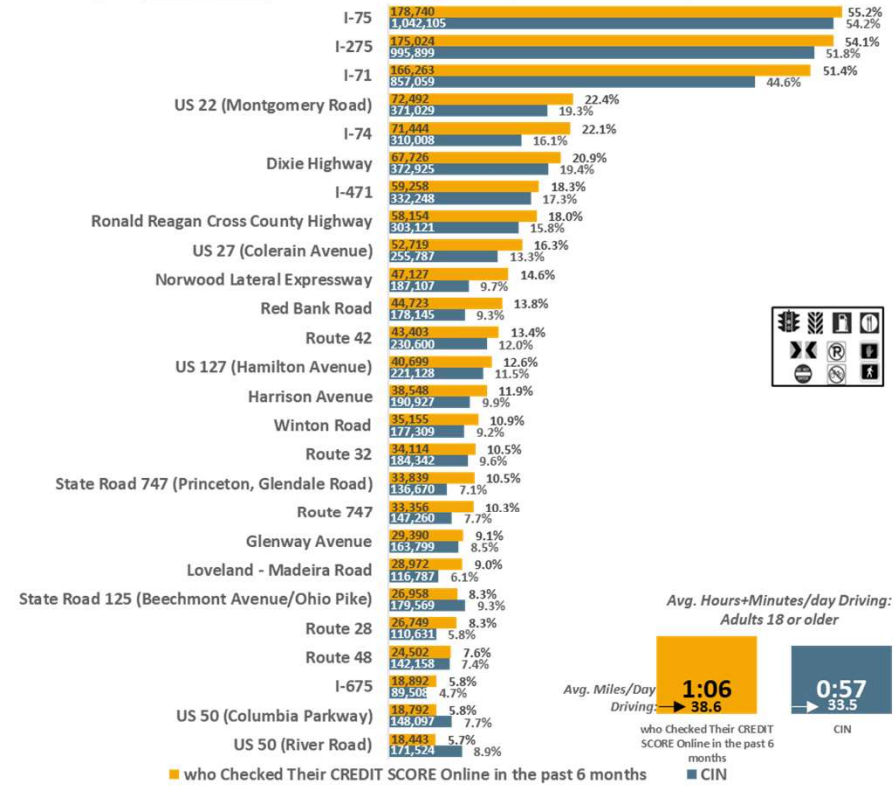
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

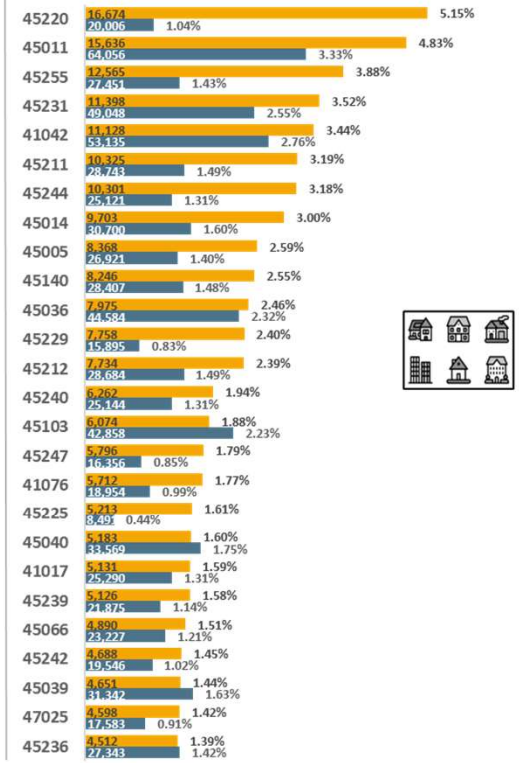
285,425 or 88.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 66.4 minutes per day driving an average of 38.6 miles each day and are 49.7% more likely to use Norwood Lateral Expressway than the Metro

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

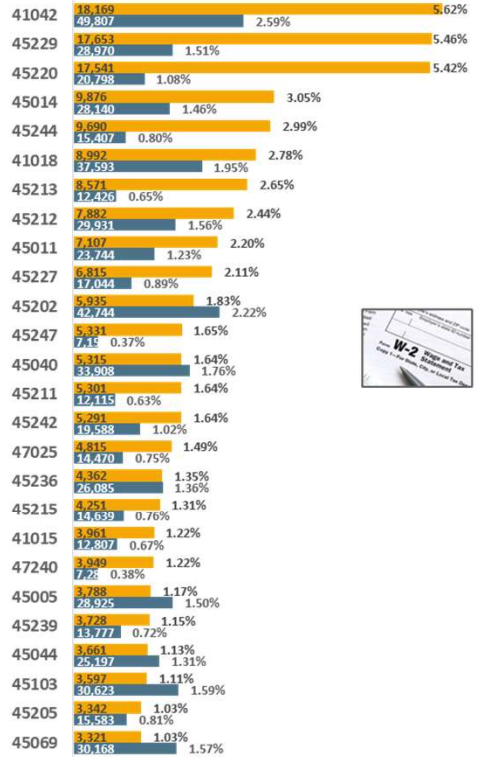


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

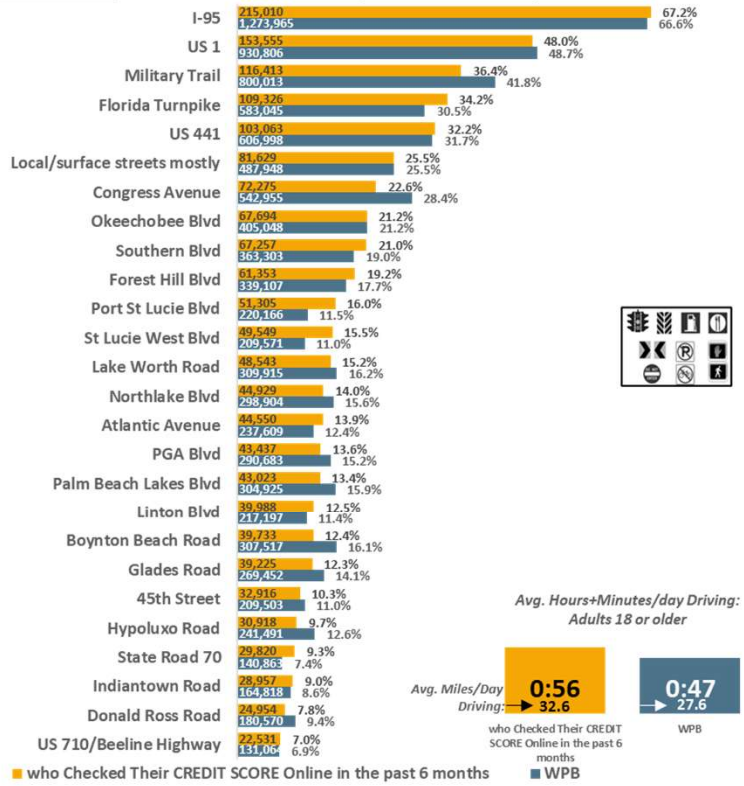
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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

ck credit karma WPB

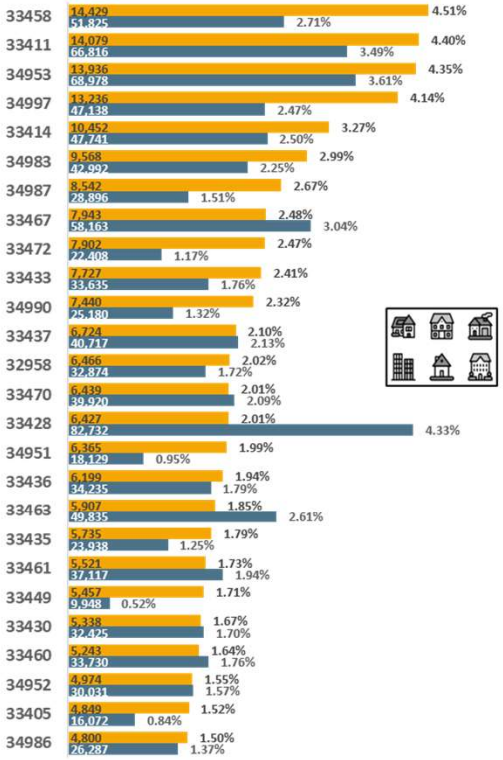
290,188 or 90.7% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months spend an average of 56. minutes per day driving an average of 32.6 miles each day and are 41.3% more likely to use St Lucie West Blvd than the Metro average.

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

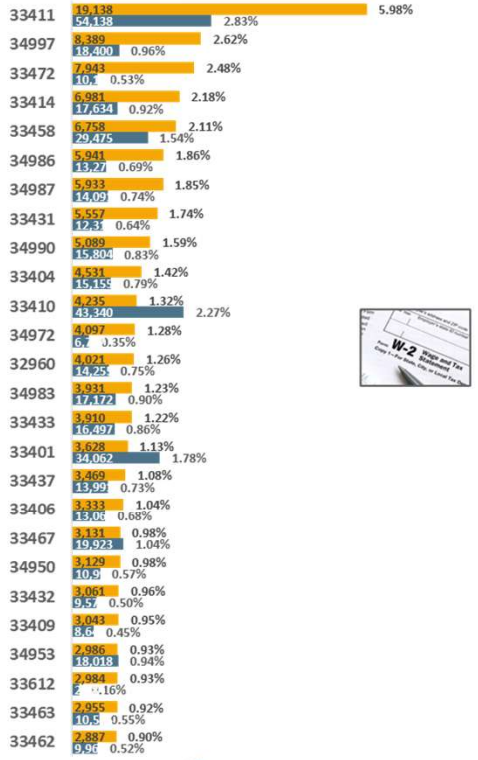


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



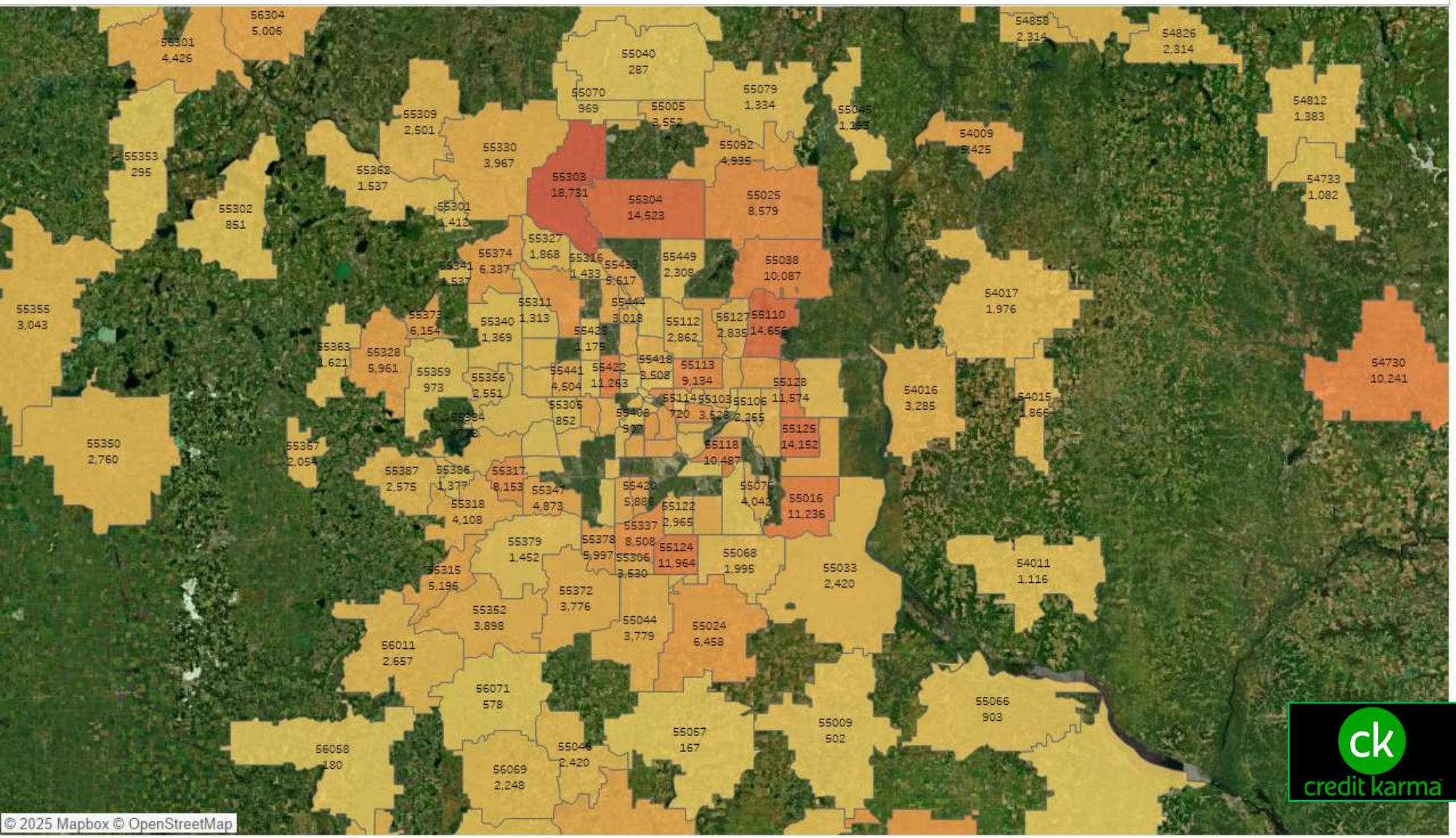
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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Top Residential Zip Codes: (Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months)

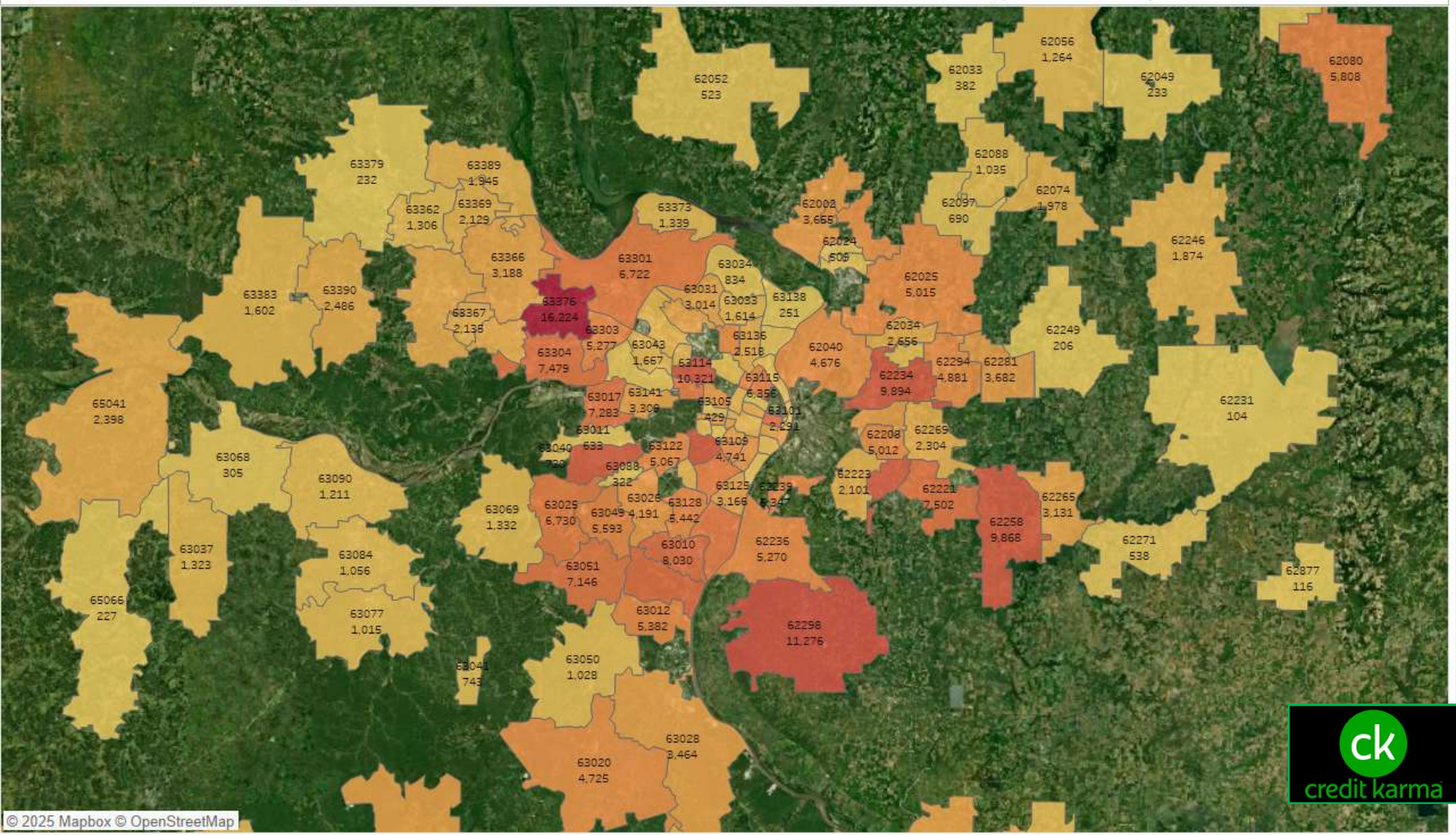


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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Top Residential Zip Codes: (Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months)



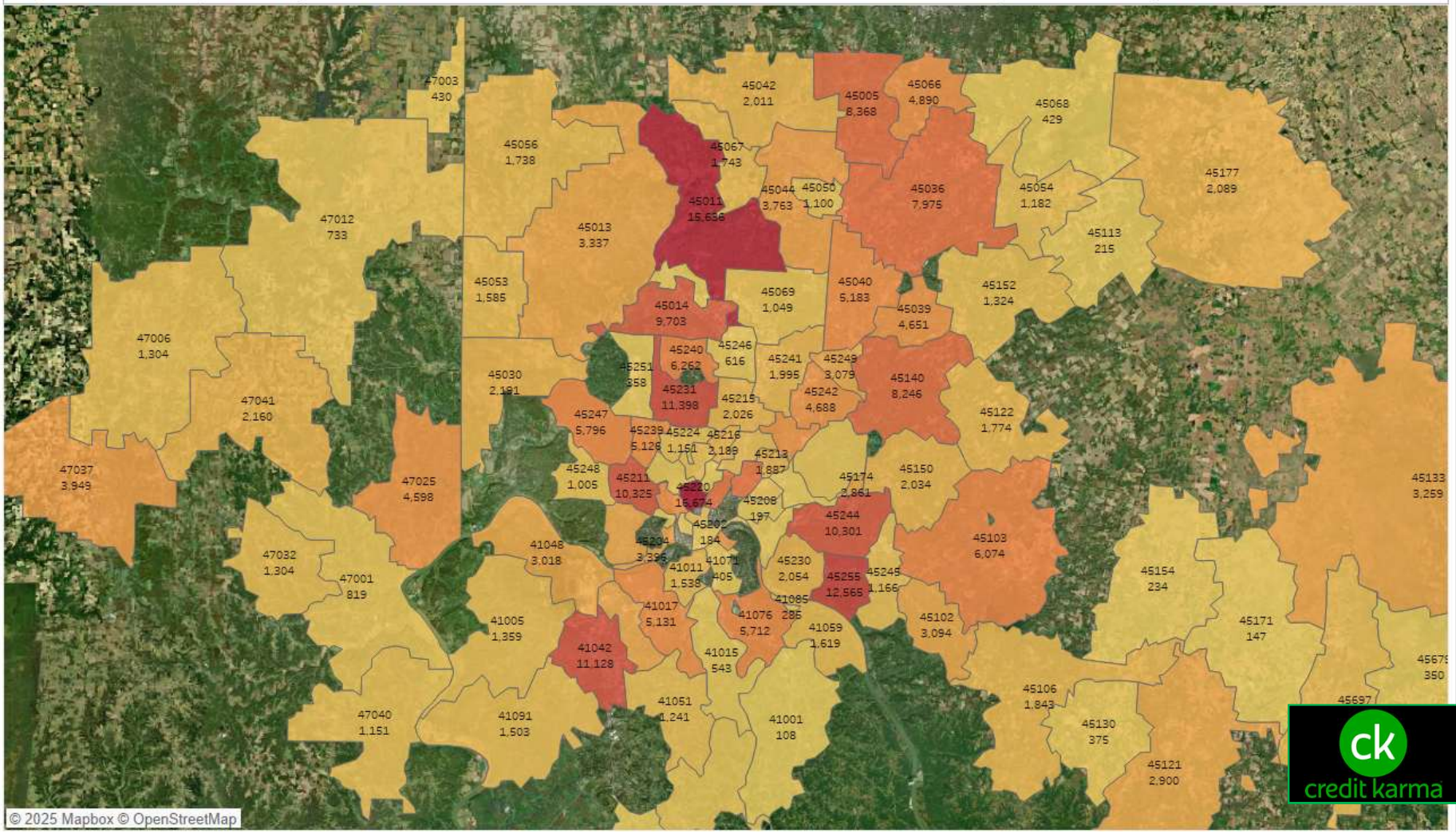
ck credit karma STL

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Top Residential Zip Codes: (Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months)



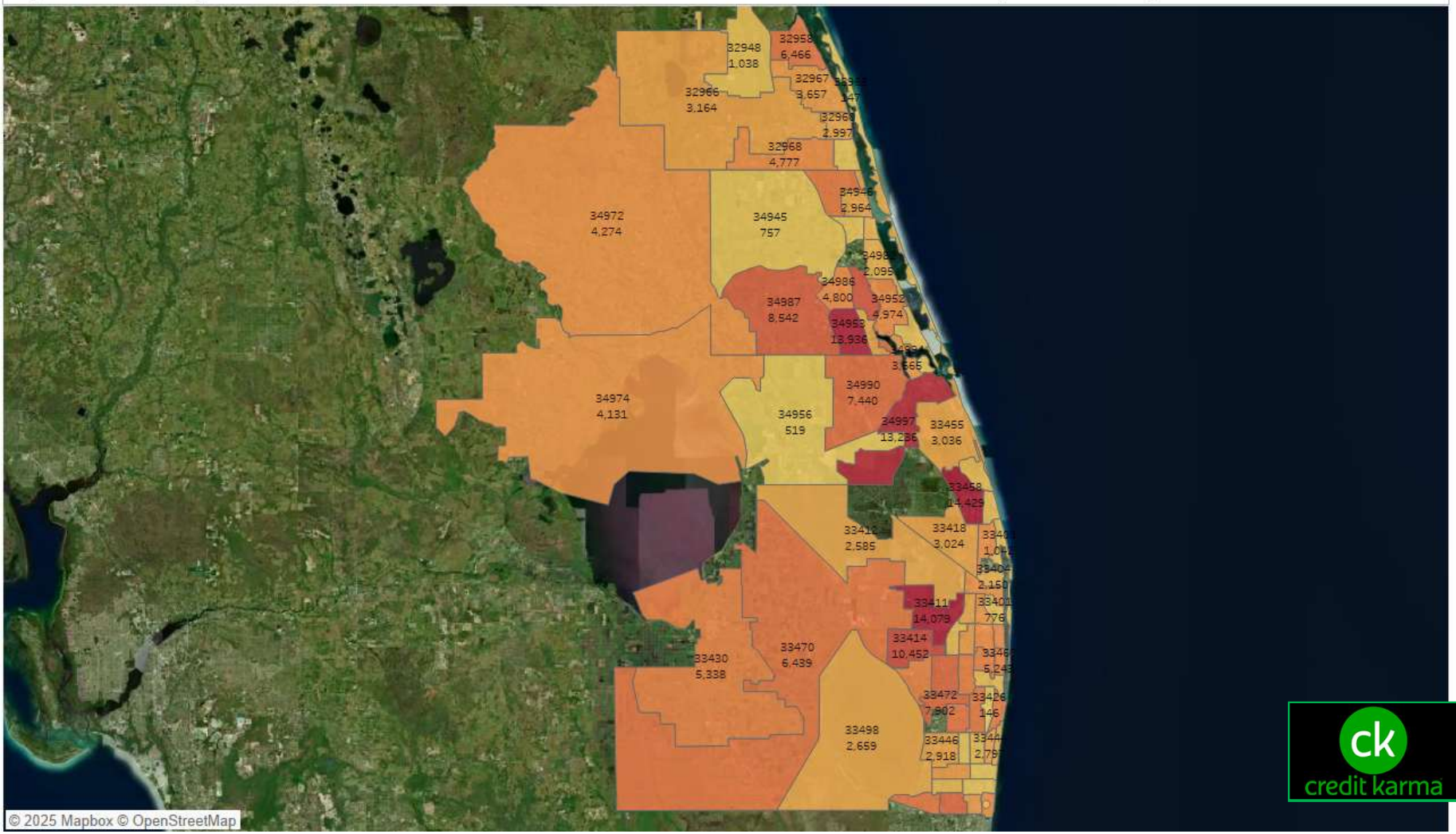
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

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Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

Top Residential Zip Codes: (Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months)



ck credit karma WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

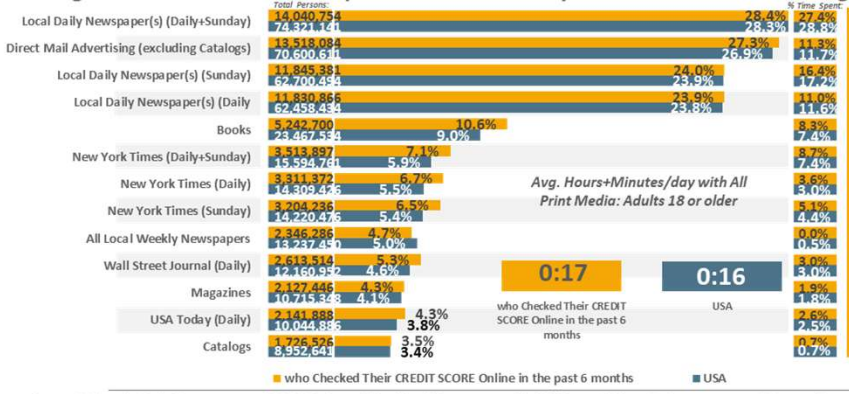
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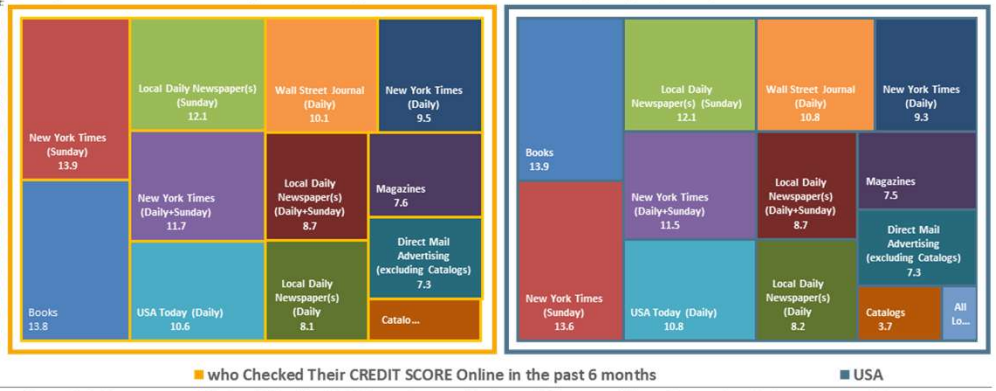
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

14,040,754 or 28.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.8% of all time spent daily with All forms of Print M

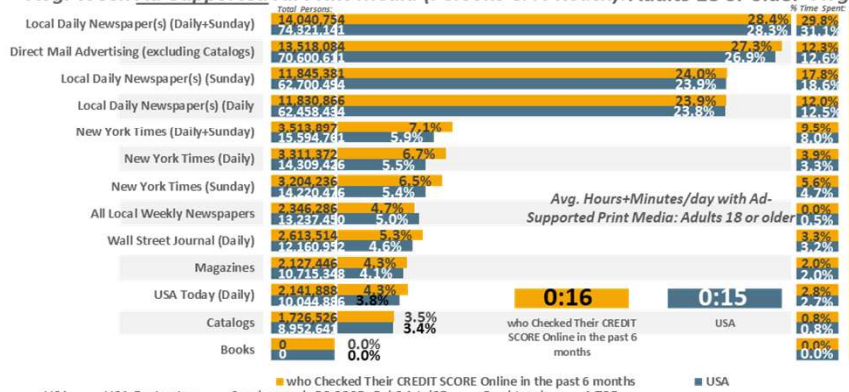
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



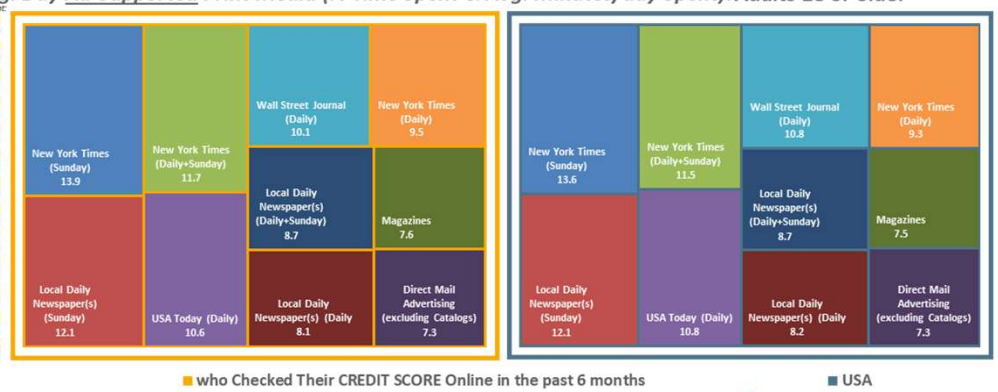
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 4,795

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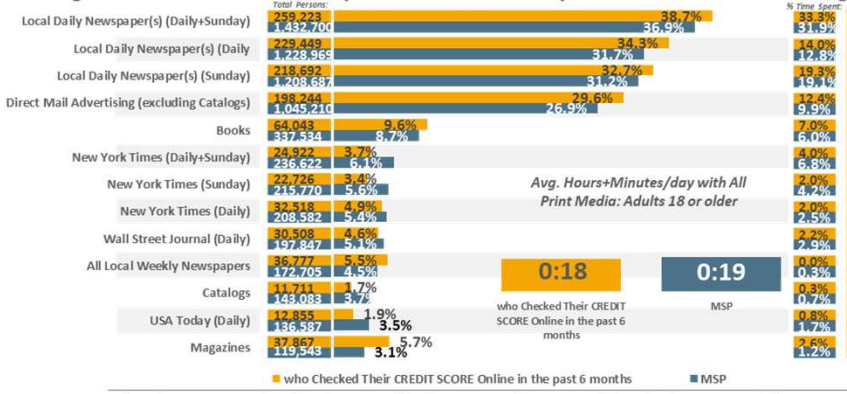
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,006

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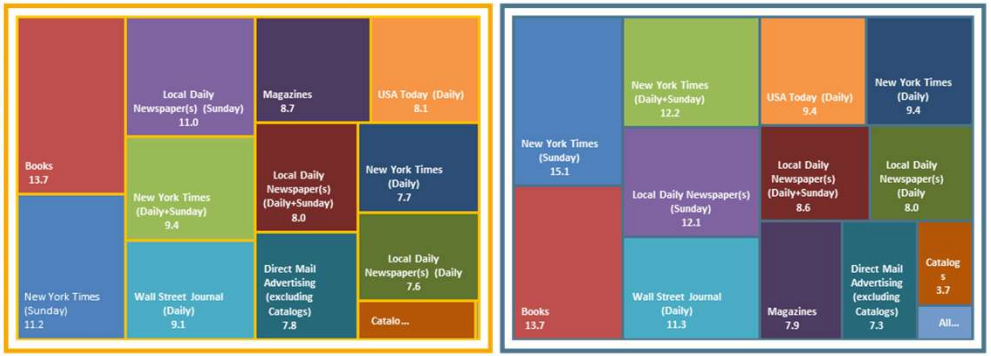
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

259,223 or 38.7% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 35.8% of all time spent daily with All forms of Print Media

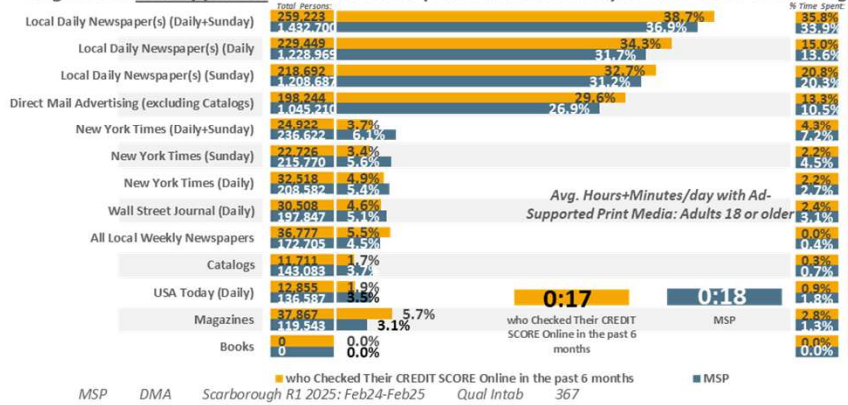
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 367

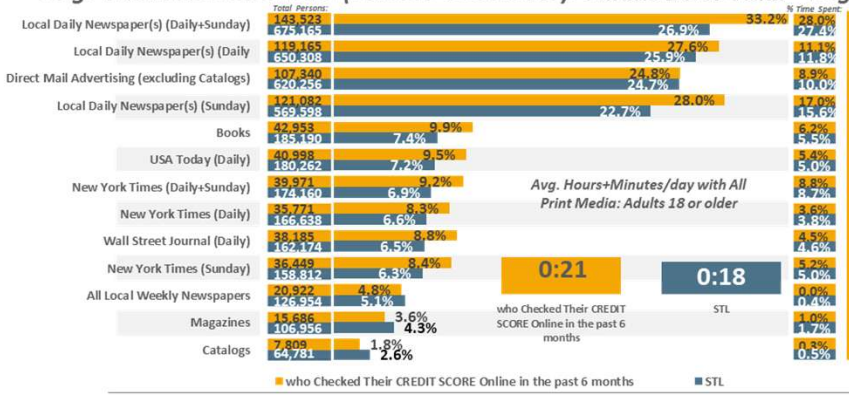
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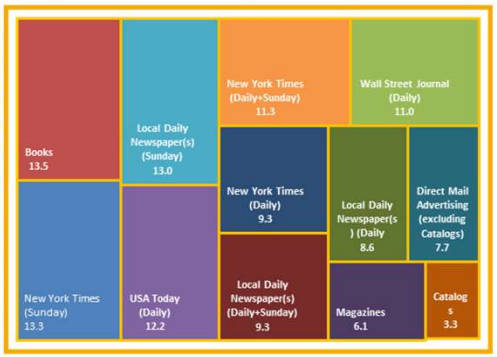
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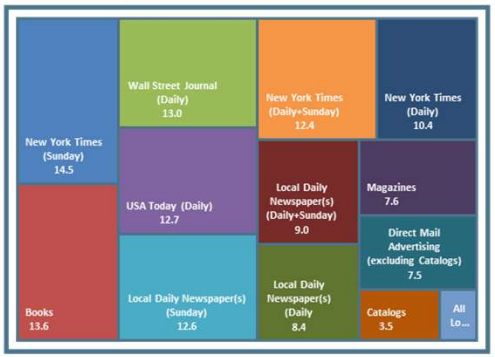
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

143,523 or 33.2% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 29.9% of all time spent daily with All forms of Print Medi

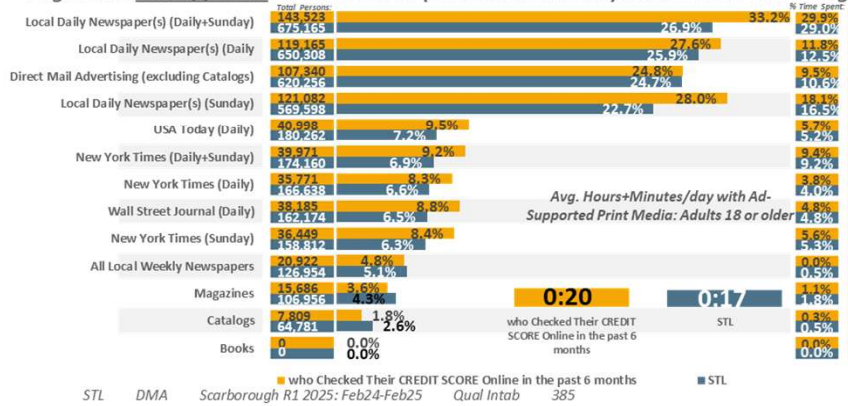
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

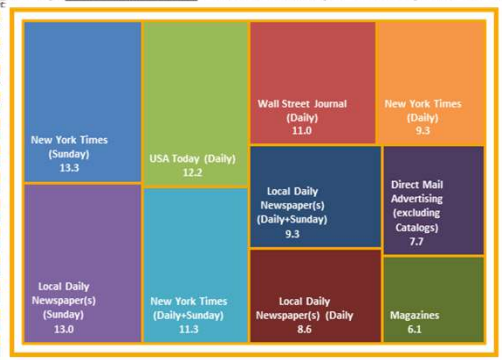


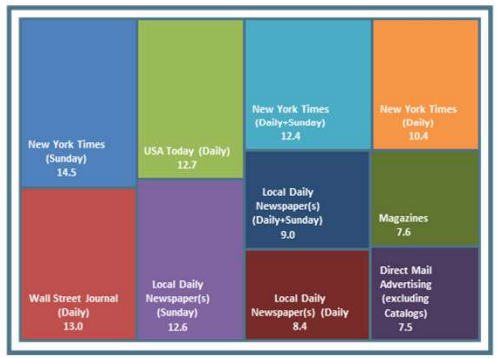




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 385

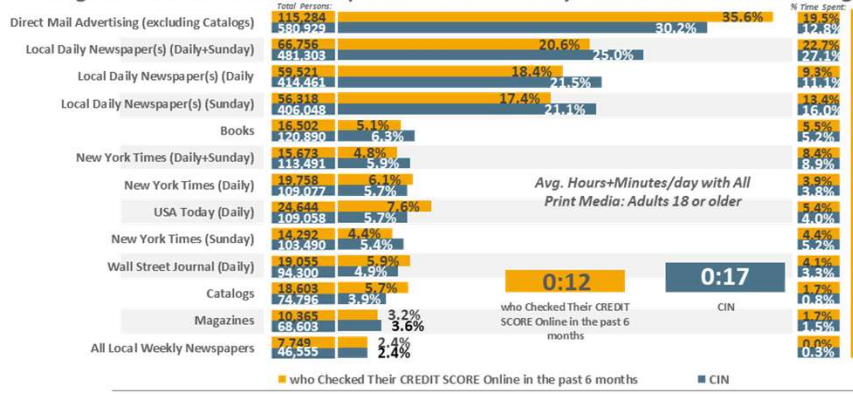
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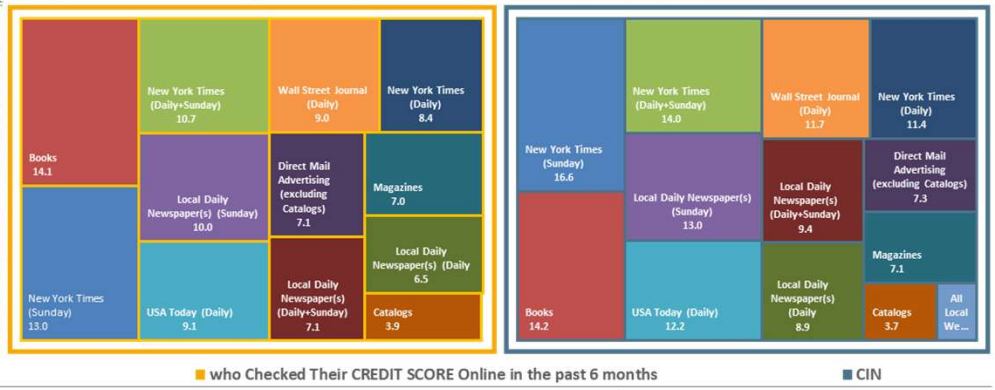
Items transacted on the Internet past 6 months:Finance/Insurance: Credit reports

66,756 or 20.6% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 24.% of all time spent daily with All forms of Print Media.

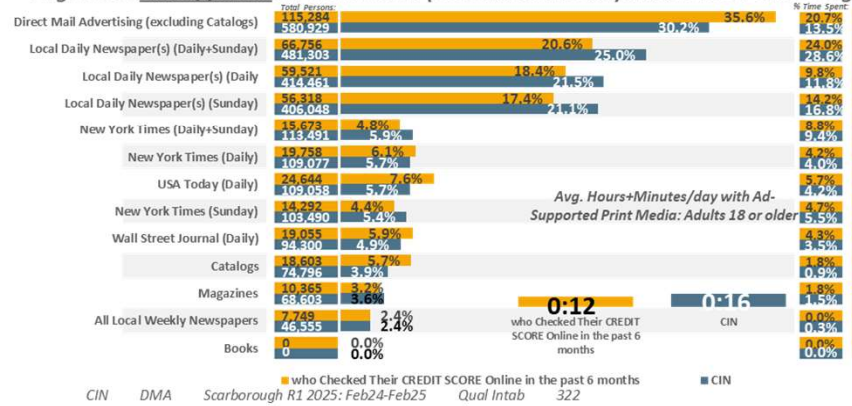
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



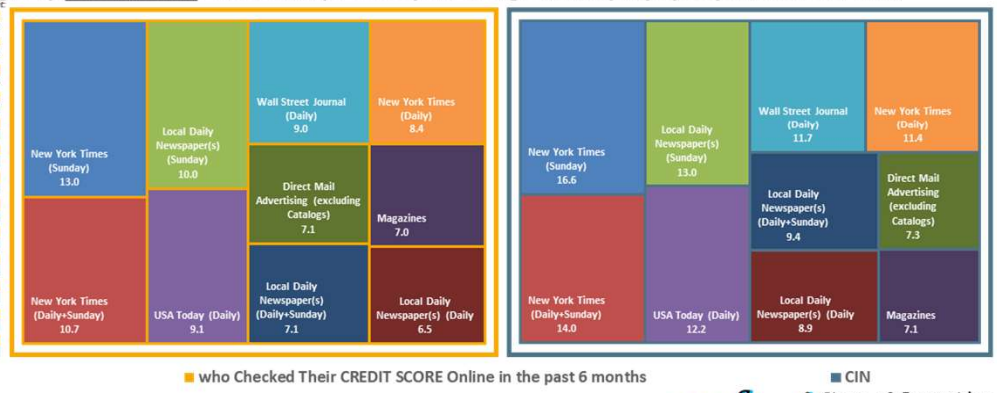
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 322

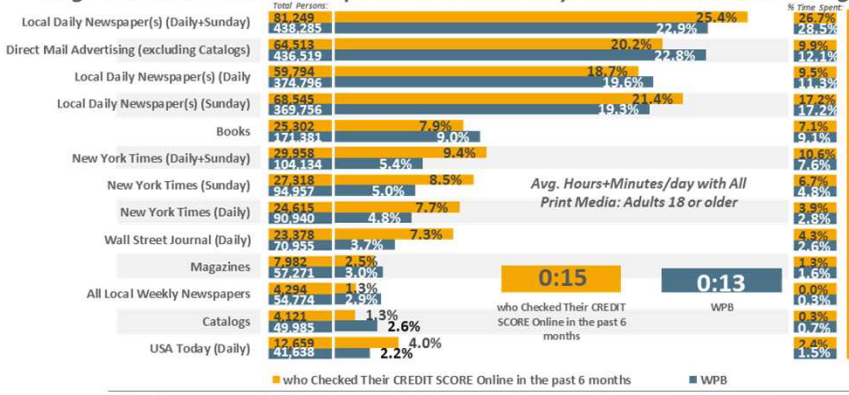
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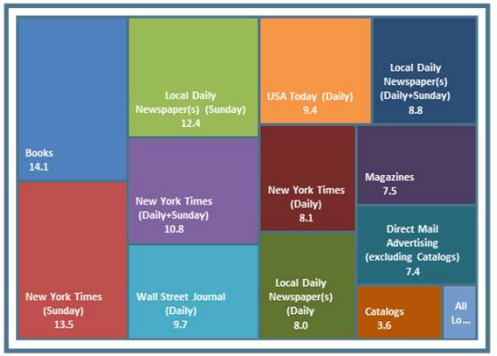
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81,249 or 25.4% of Adults 18 or older who Checked Their CREDIT SCORE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.8% of all time spent daily with All forms of Print Media

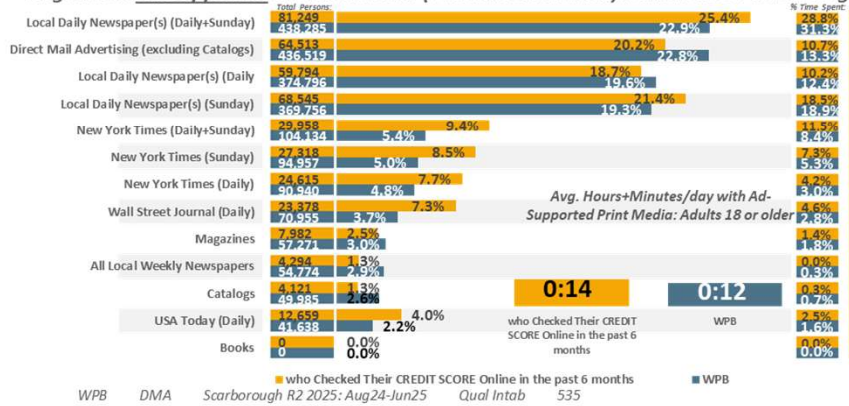
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

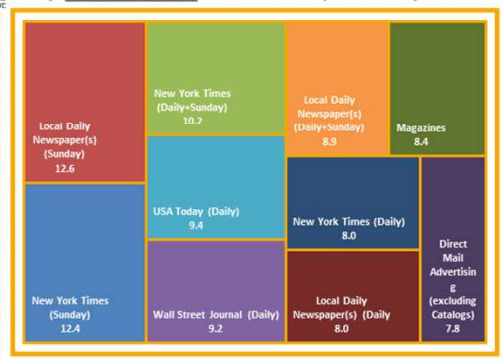


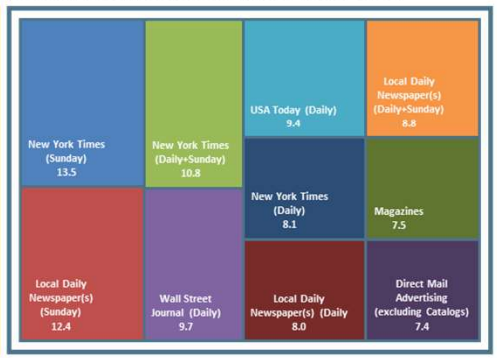




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 535

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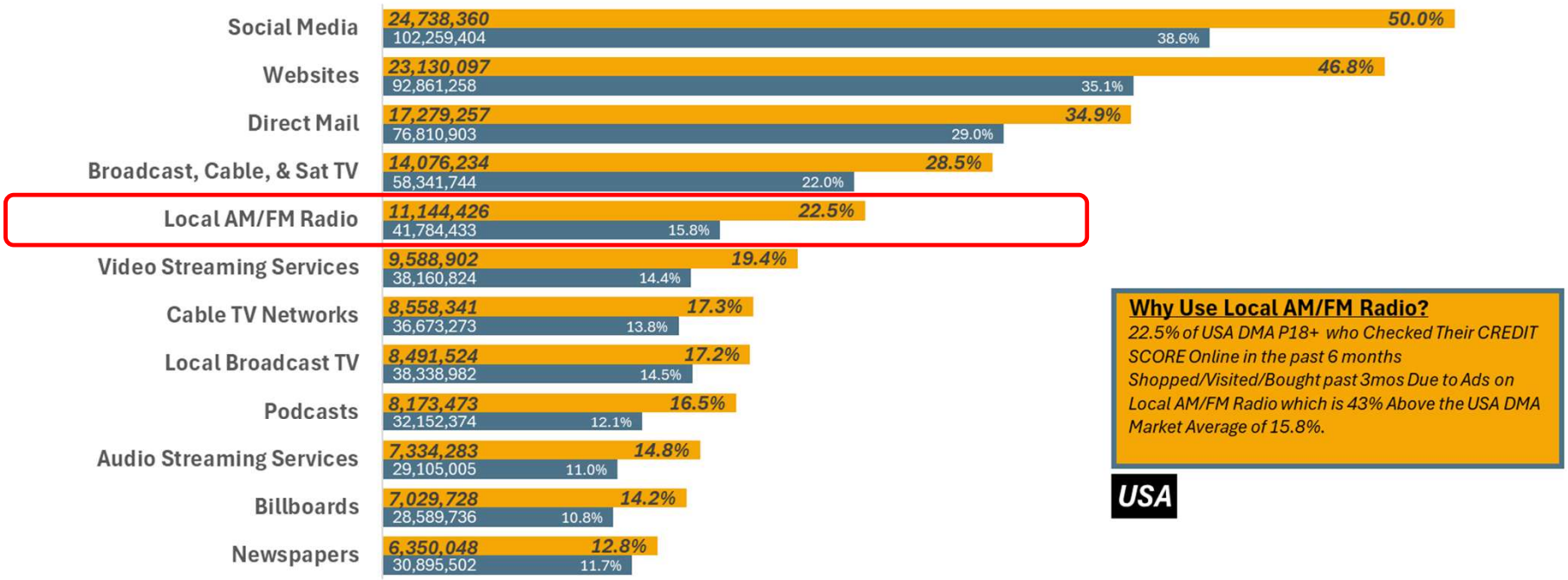
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credit karma USA

"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

22.5% of USA DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 4795

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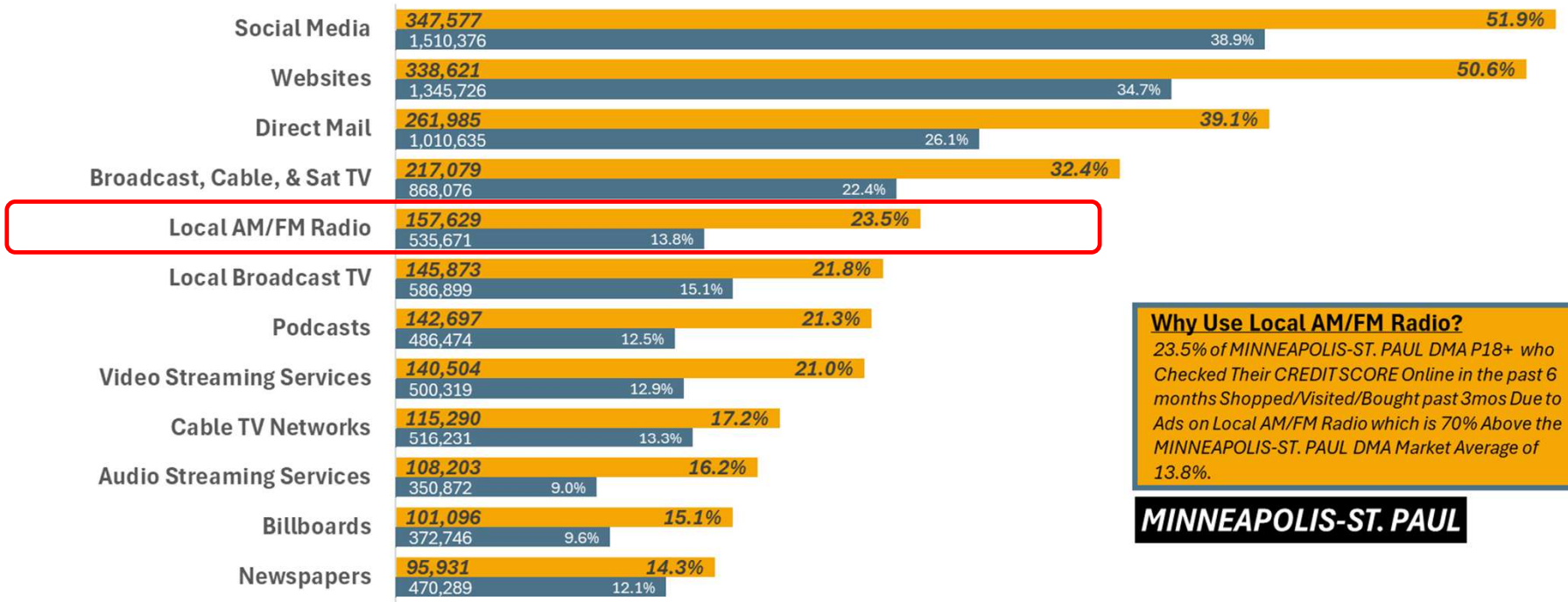
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credit karma MSP

"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

23.5% of MINNEAPOLIS-ST. PAUL DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 70% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 13.8%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 367

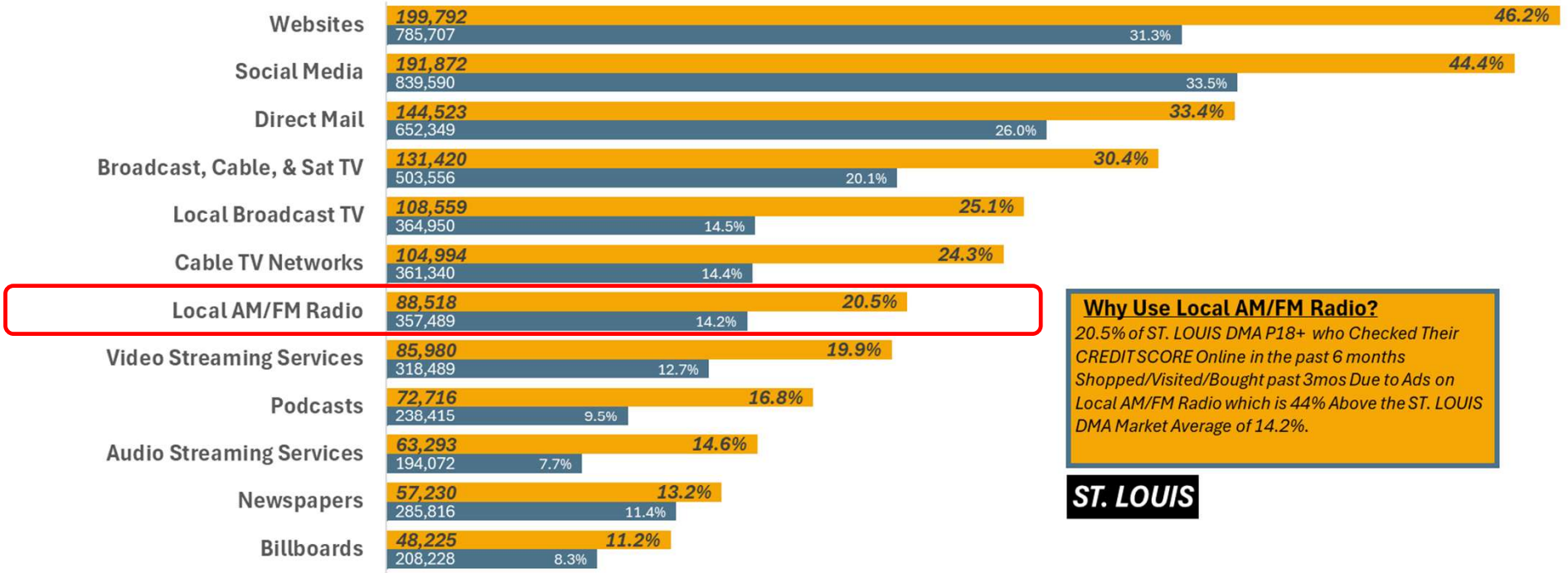
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"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.5% of ST. LOUIS DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 44% Above the ST. LOUIS DMA Market Average of 14.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 385

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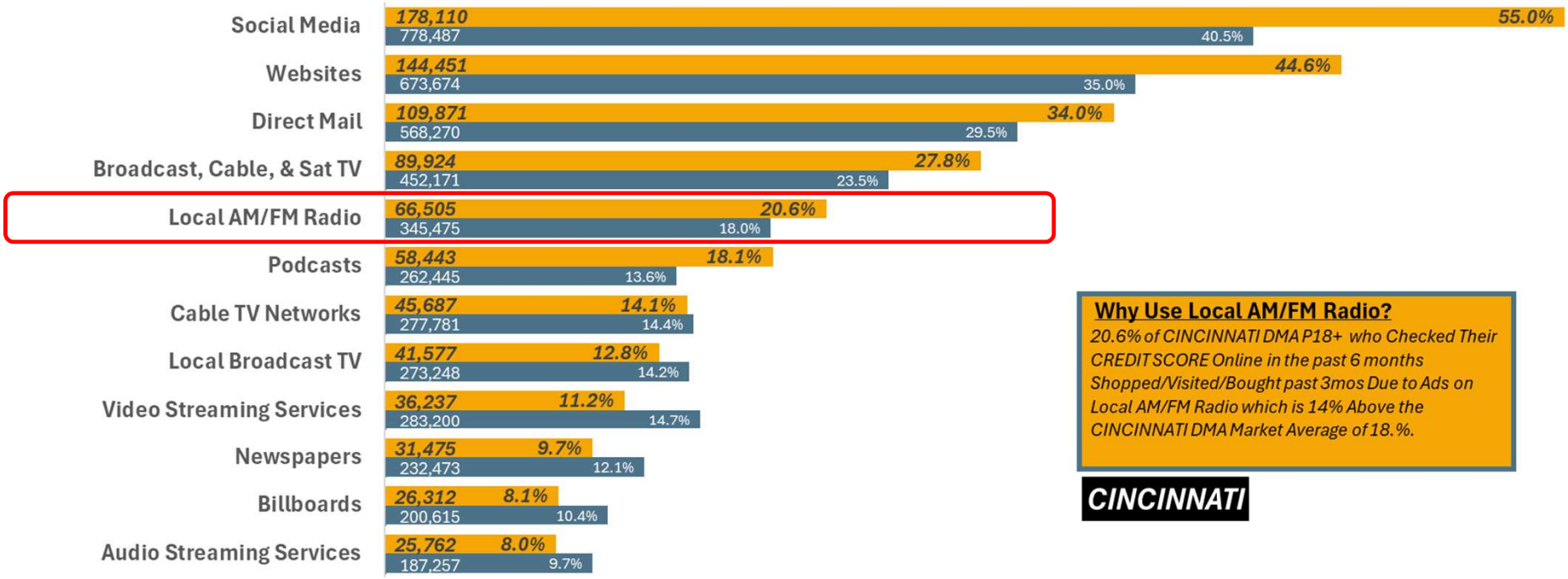
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credit karma CIN

"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.6% of CINCINNATI DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 322

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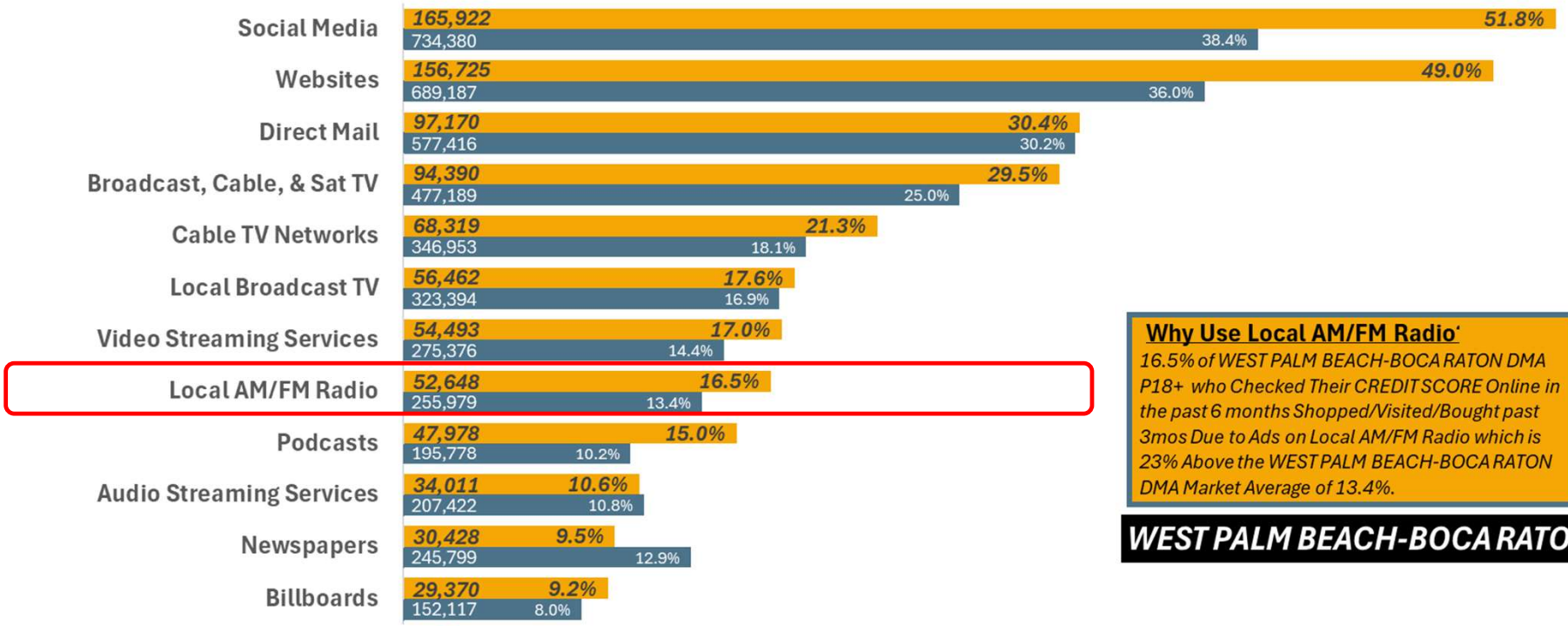
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credit karma WPB

"Advertising Actions"

P18+ who Checked Their CREDIT SCORE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

16.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Checked Their CREDIT SCORE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 535

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