

**USA+4 More DMAs – P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12mos!**

# Complete Demographic & Media Use Profiles



## Apartments.com™



# P18+

NEED A NEW PLACE?  
**SURF THE  
APARTMINTERNET**



**THE PLACE TO  
FIND A PLACE**



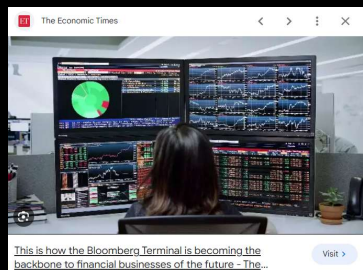
**CoStar Group™ Vanguard® BlackRock®**



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

[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months as of February 28, 2026.**





2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment...  
 Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 37.8 years old (22.5% younger than average) and have a \$75,980 (34.% lower than average) annual household...

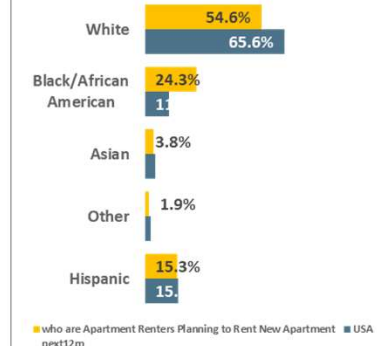
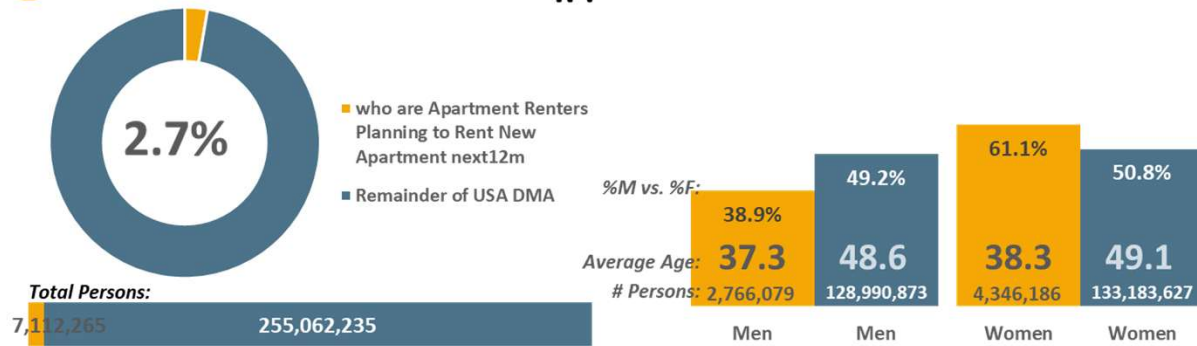


Percent of Market: Adults 18 or older

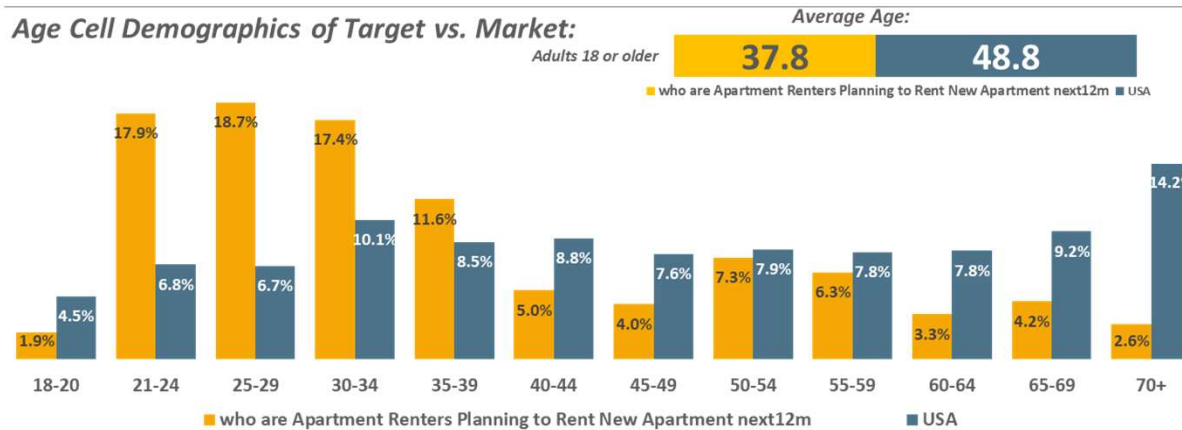


Gender of Target vs. Market: Adults 18 or older

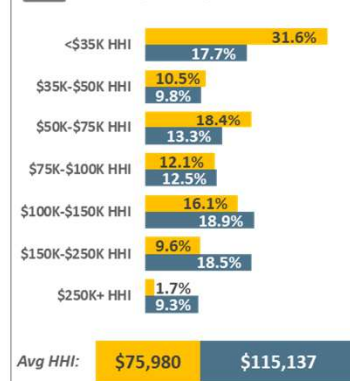
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:







2.5% or 99,291 of MSP DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 37.1 years old (24.1% younger than average) and have a \$51,821 (54.7% lower than average) annual household...

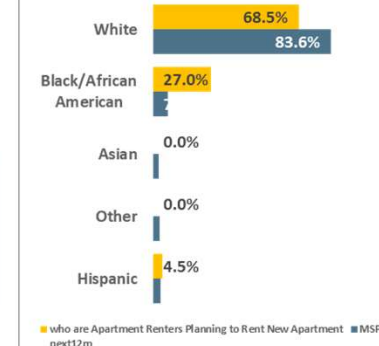
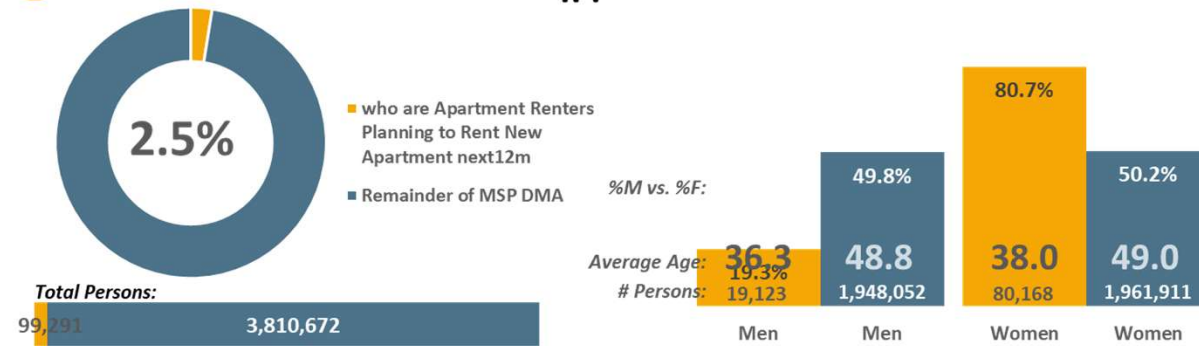


Percent of Market: Adults 18 or older

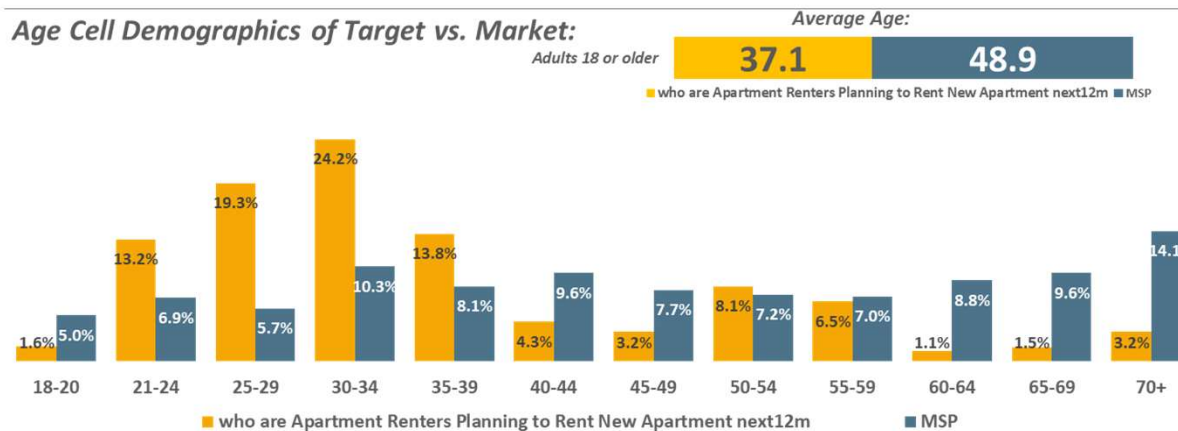


Gender of Target vs. Market: Adults 18 or older

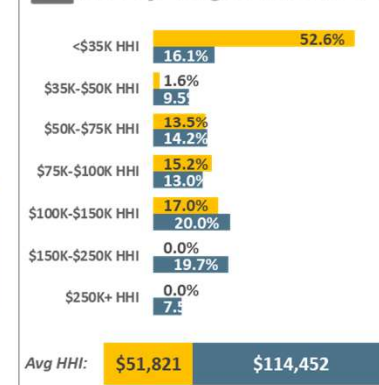
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



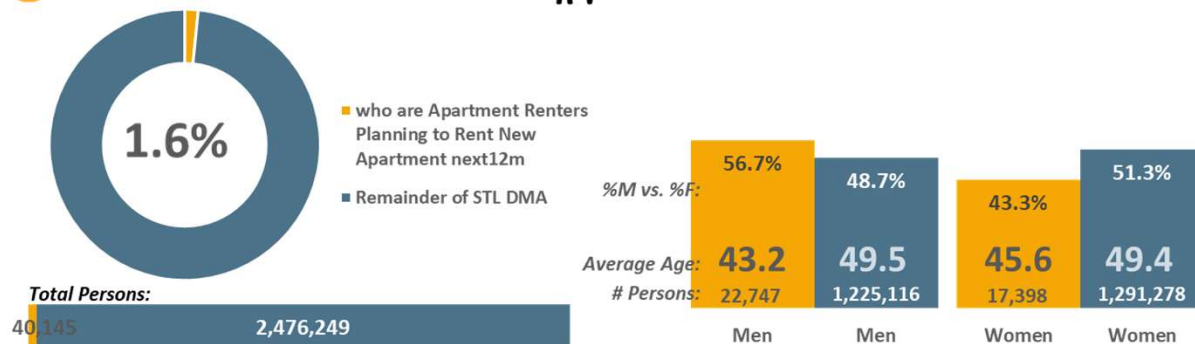
HHI of Target vs. Market:



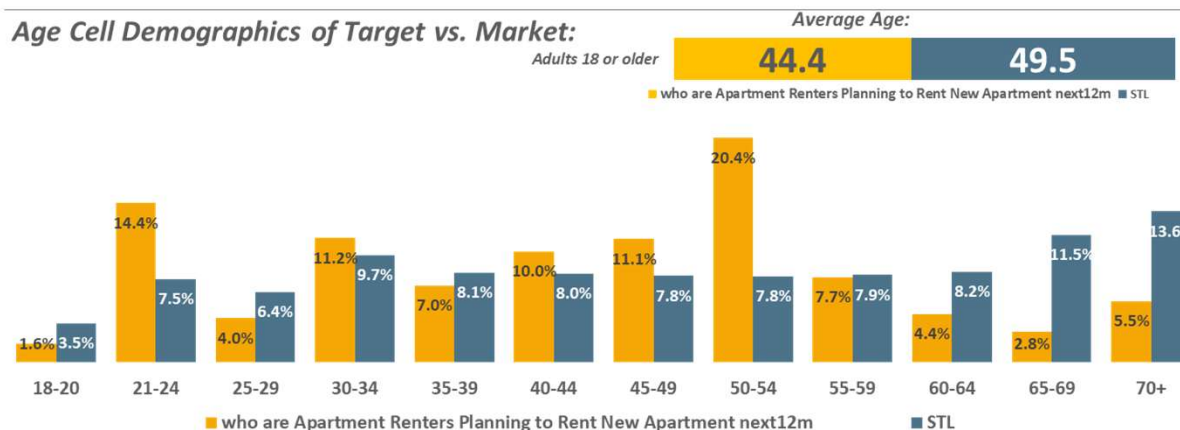


1.6% or 40,145 of STL DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m.  
 Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 44.4 years old (10.3% younger than average) and have a \$73,993 (28.8% lower than average) annual household...

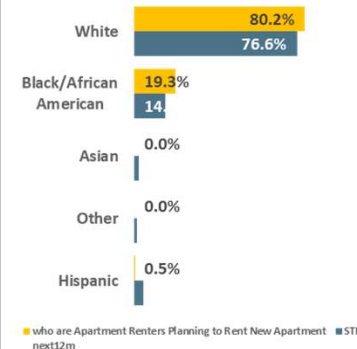
## Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



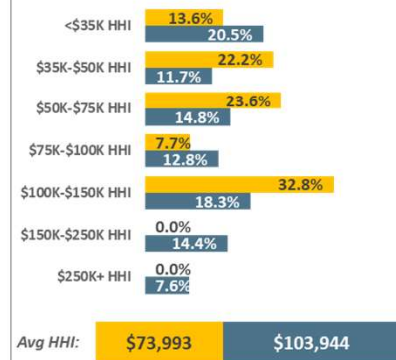
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



## HHI of Target vs. Market:





2.6% or 49,789 of CIN DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m.  
Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 42.  
years old (13.7% younger than average) and have a \$51,101 (50.6% lower than average) annual household...

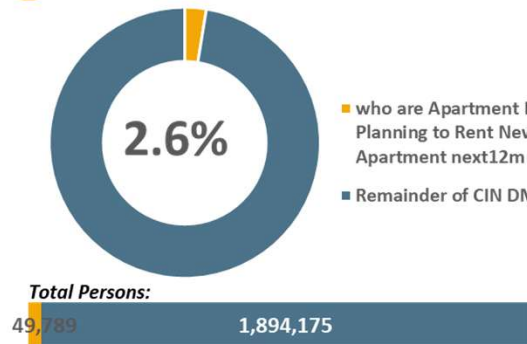


### Percent of Market: Adults 18 or older



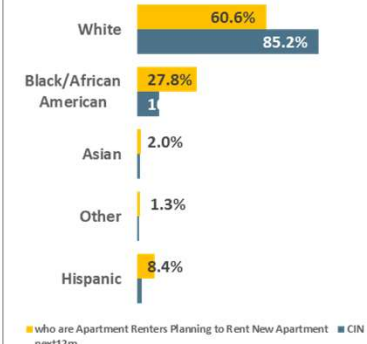
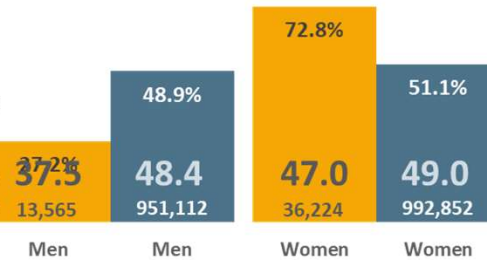
### Gender of Target vs. Market: Adults 18 or older

### Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:  
# Persons:



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

Average Age:

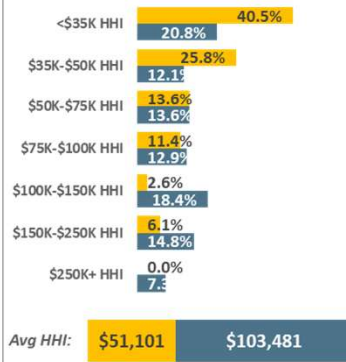
Adults 18 or older

who are Apartment Renters Planning to Rent New Apartment next12m

CIN DMA



### HHI of Target vs. Market:



Avg HHI: \$51,101 vs \$103,481





1.5% or 30,114 of WPB DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Typical Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 40.2 years old (24.5% younger than average) and have a \$74,500 (29.3% lower than average) annual household...

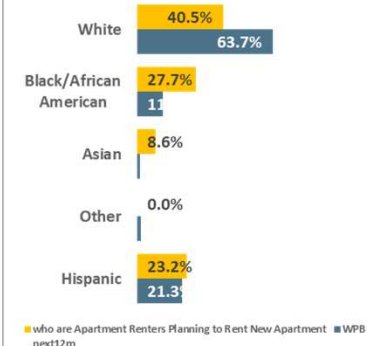
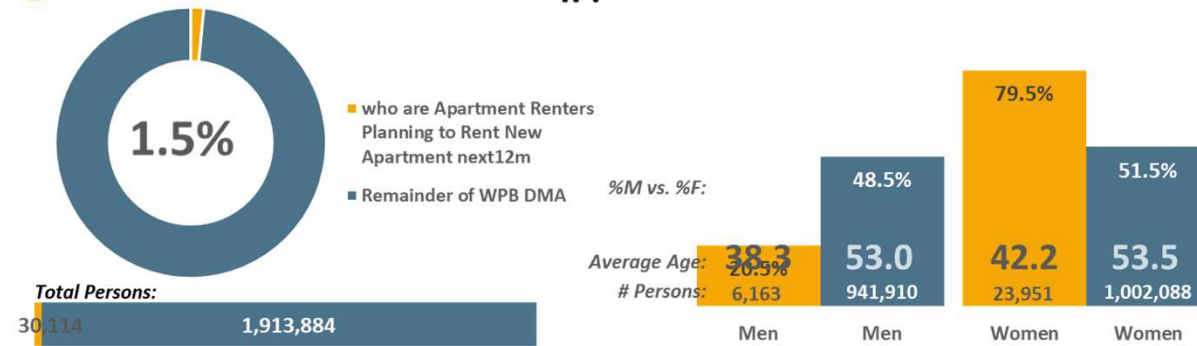


## Percent of Market: Adults 18 or older



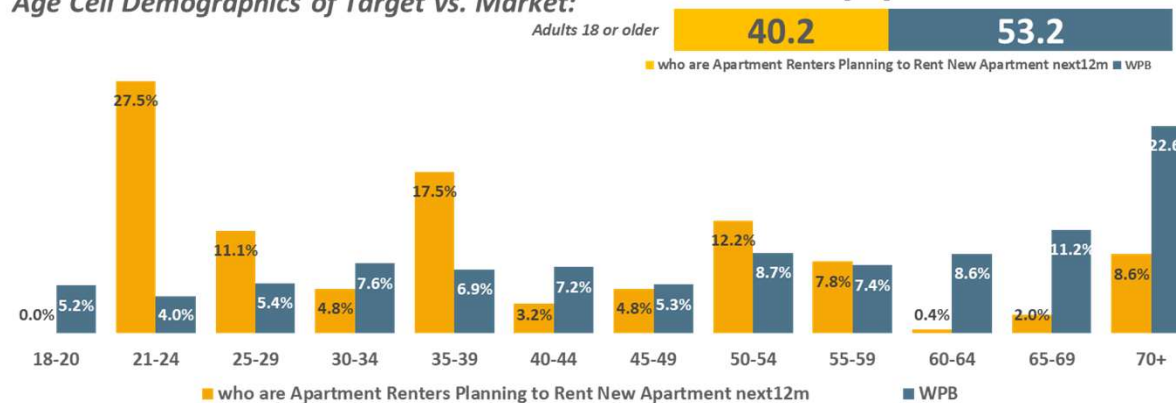
## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:

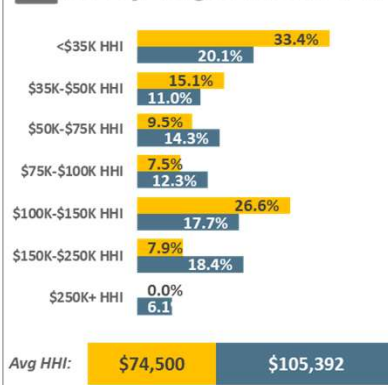


## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:

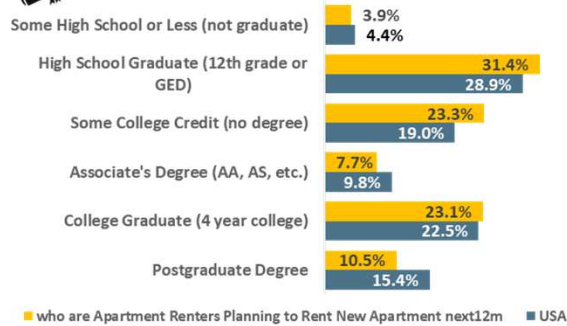




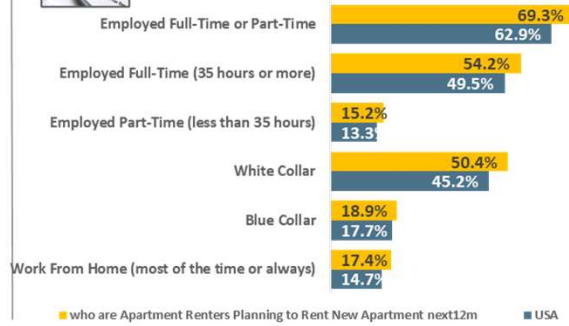
2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 11.2% less likely to be a college graduate, 9.3% more likely to work full-time, 61.2% less likely to be married, 19.7% less likely to be a parent of 1 or more children



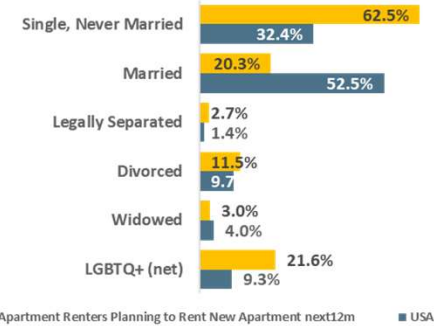
### Education Levels: Adults 18 or older



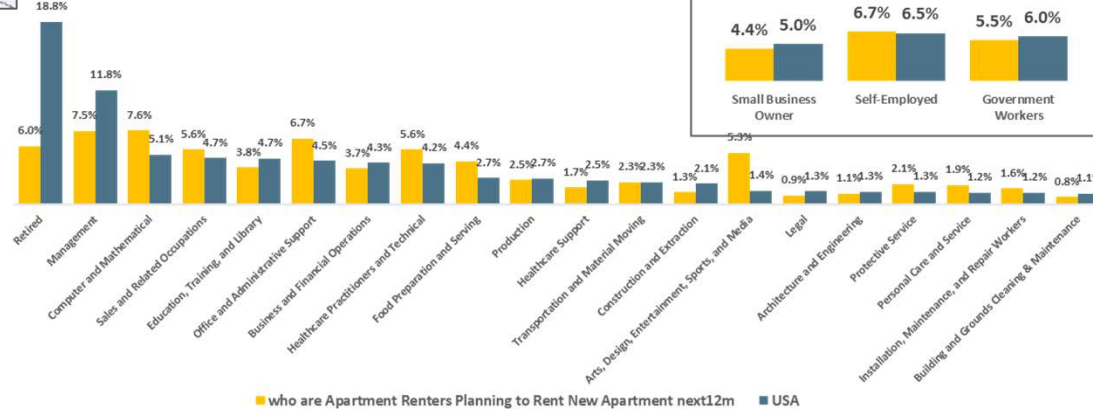
### Employment: Adults 18 or older



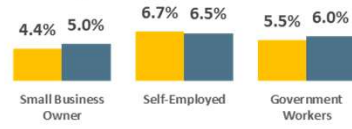
### Marital Status: Adults 18 or older



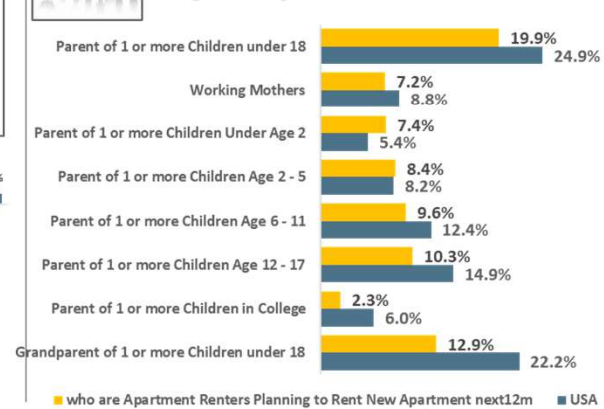
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



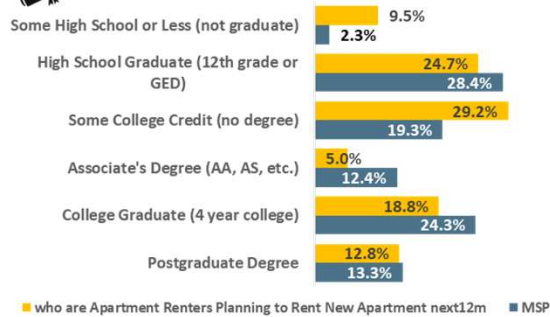
### Stage in Life: Adults 18 or older



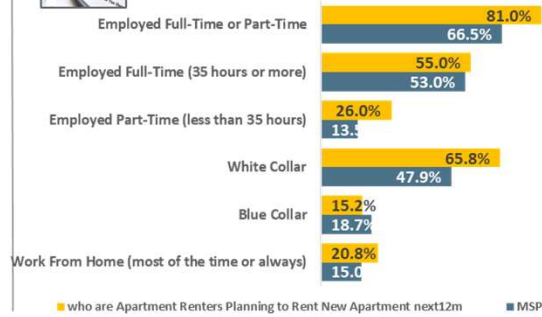


2.5% or 99,291 of MSP DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 16.% less likely to be a college graduate, 3.7% more likely to work full-time, 84.4% less likely to be married, 38.9% less likely to be a parent of 1 or more children

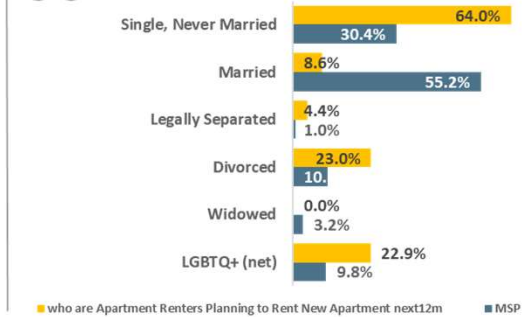
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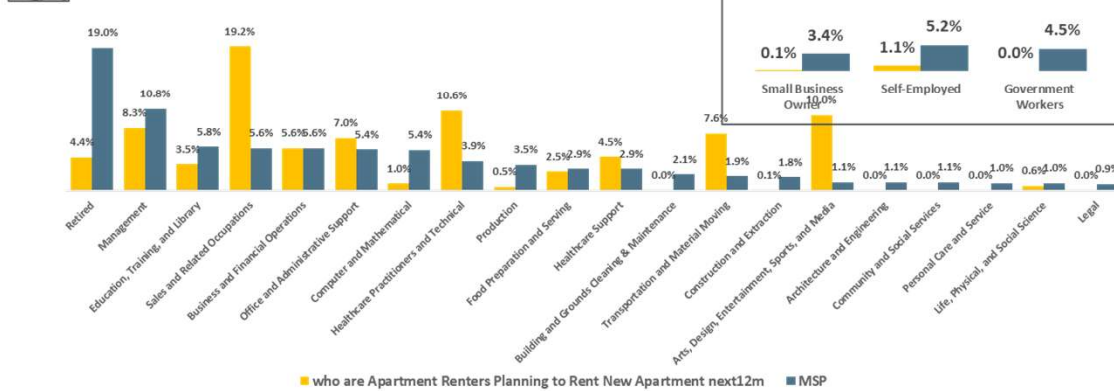
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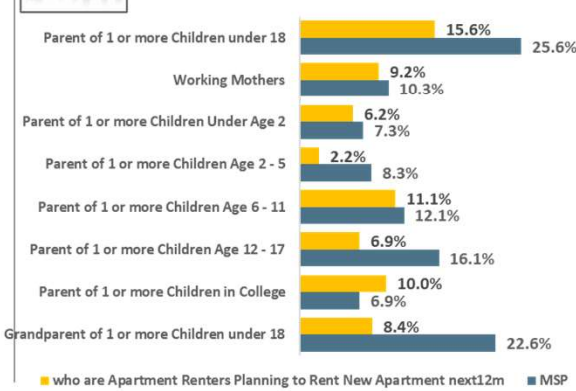
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## Top-20 Occupations: Adults 18 or older



## Stage in Life: Adults 18 or older

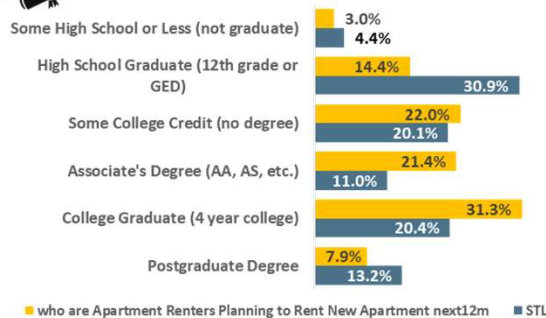




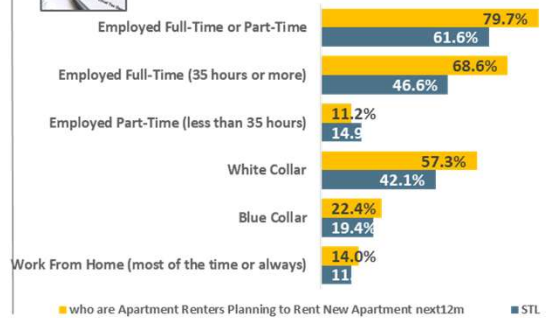


1.6% or 40,145 of STL DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 16.8% more likely to be a college graduate, 47.% more likely to work full-time, 64.5% less likely to be married, 1.1% more likely to be a parent of 1 or more children

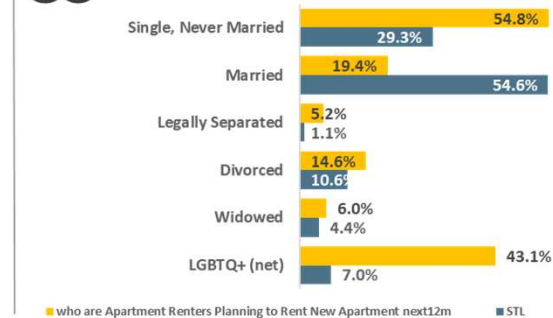
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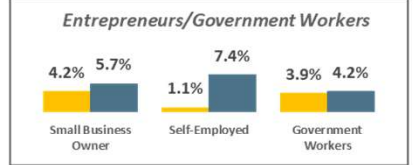
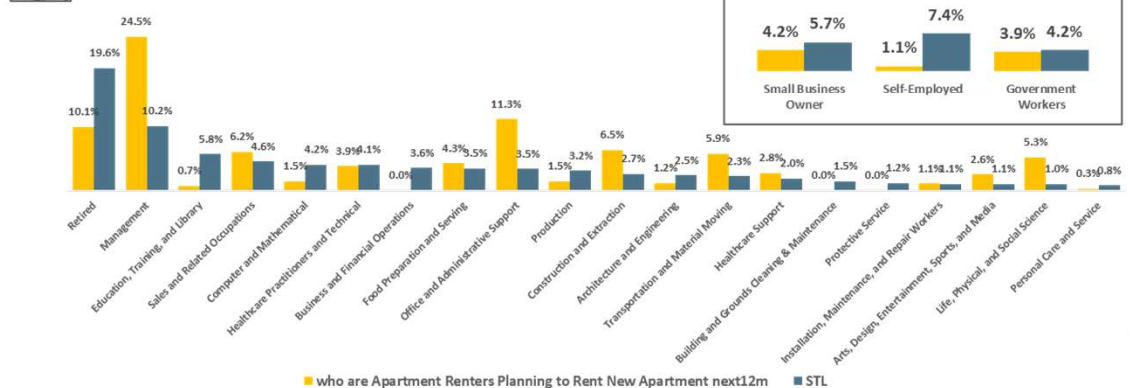
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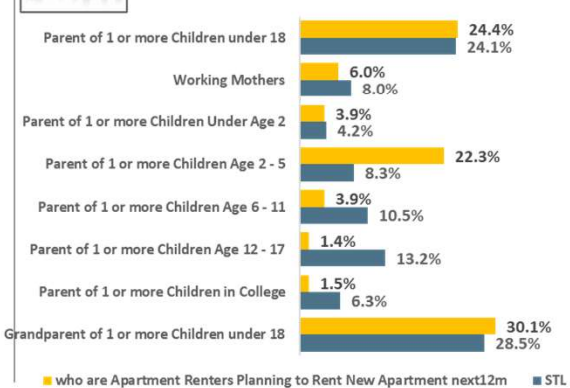
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### Top-20 Occupations: Adults 18 or older



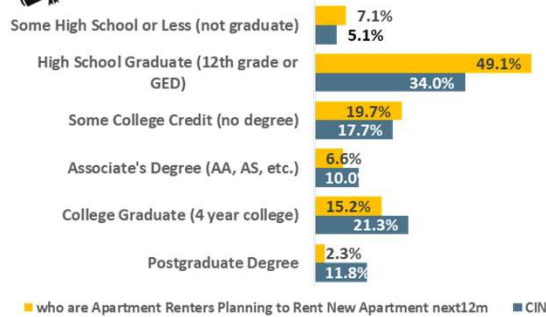
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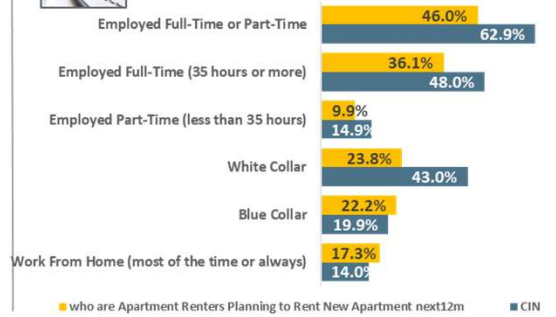


2.6% or 49,789 of CIN DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 47.2% less likely to be a college graduate, 24.9% less likely to work full-time, 65.% less likely to be married, 19.9% less likely to be a parent of 1 or more children

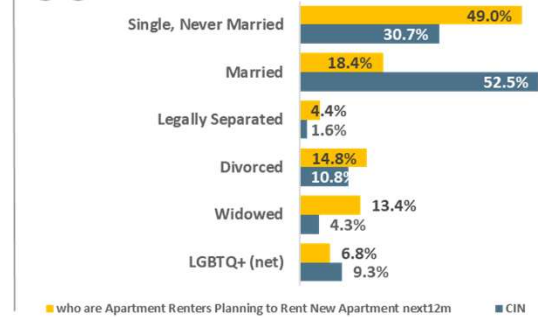
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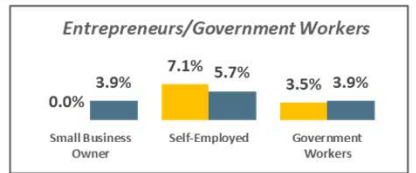
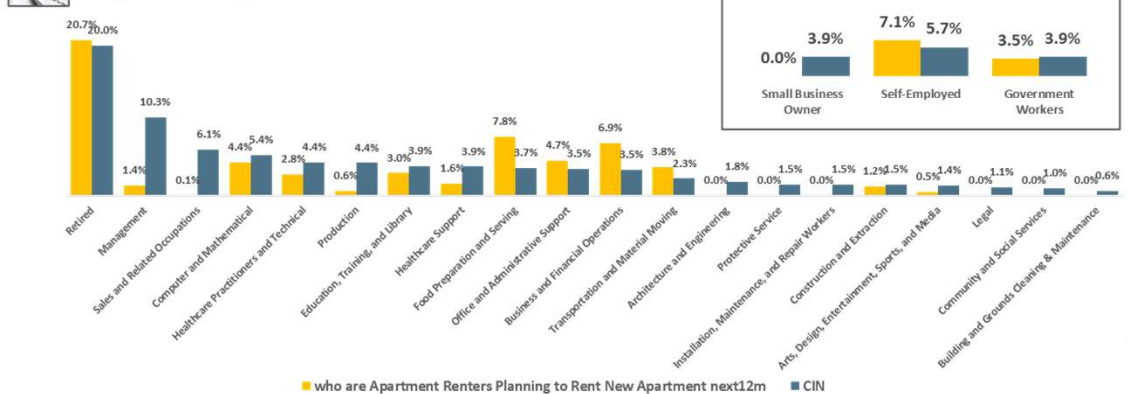
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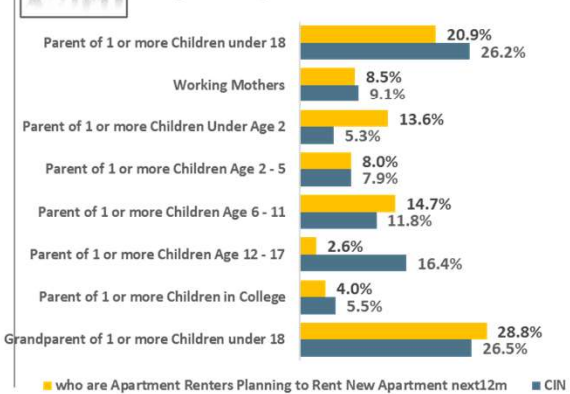
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### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older

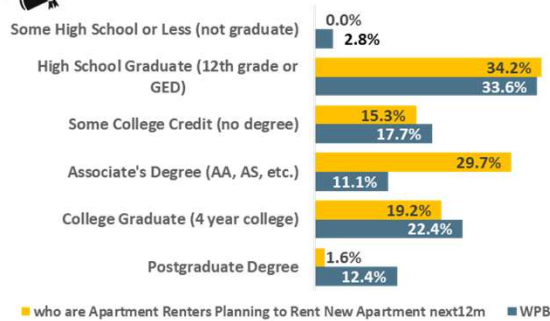




1.5% or 30,114 of WPB DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 40.4% less likely to be a college graduate, 4.2% less likely to work full-time, 82.% less likely to be married, 82.8% less likely to be a parent of 1 or more children



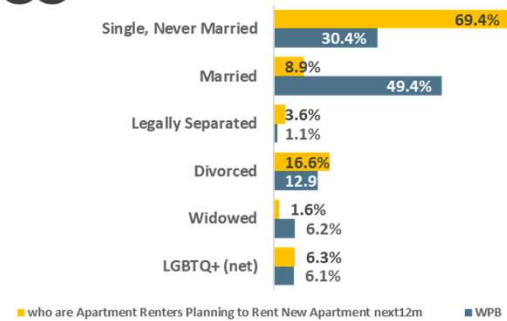
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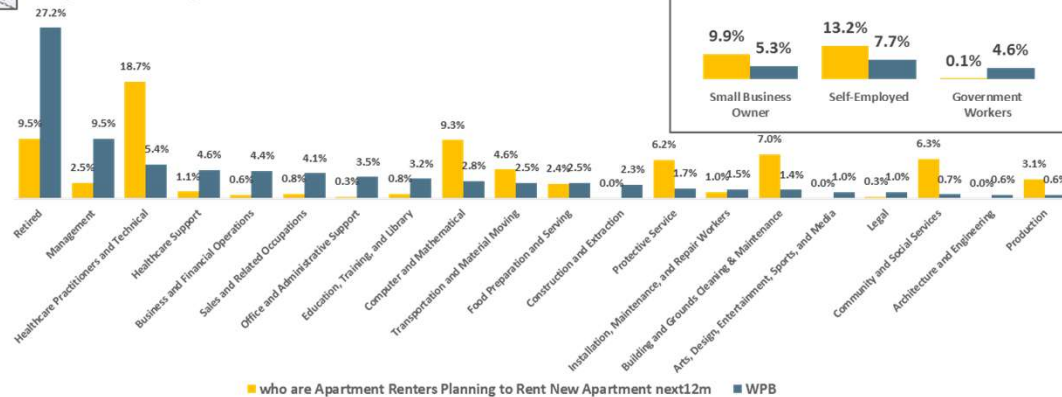
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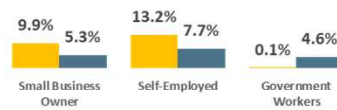
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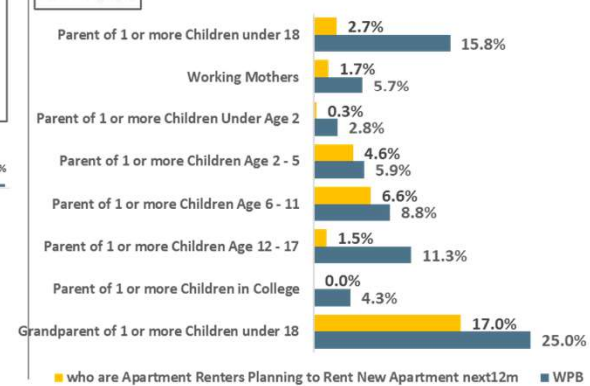
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### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older





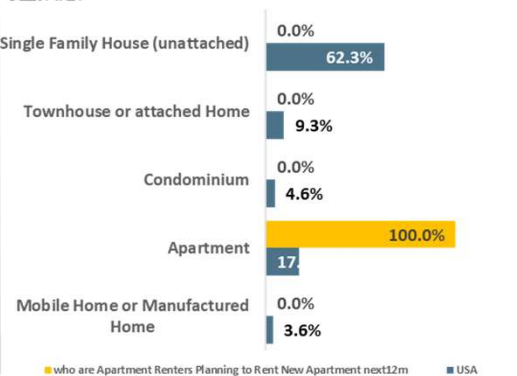


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#DIV/0!

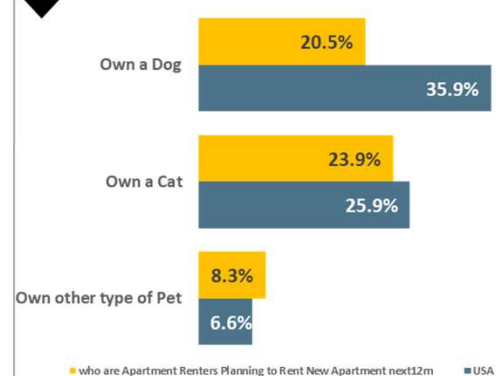
### Own/Rent/Other: Adults 18 or older



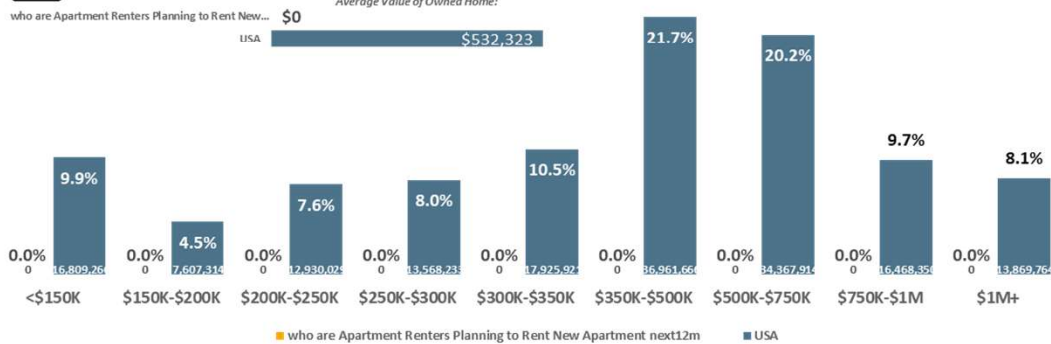
### Type of Home: Adults 18 or older



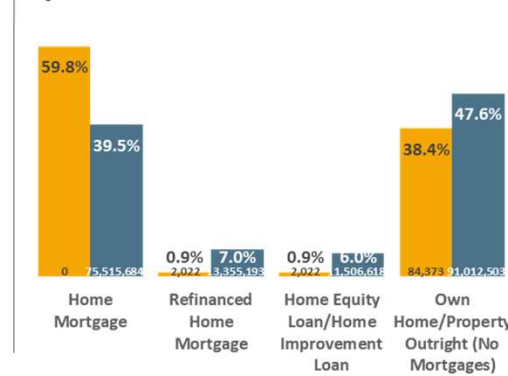
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



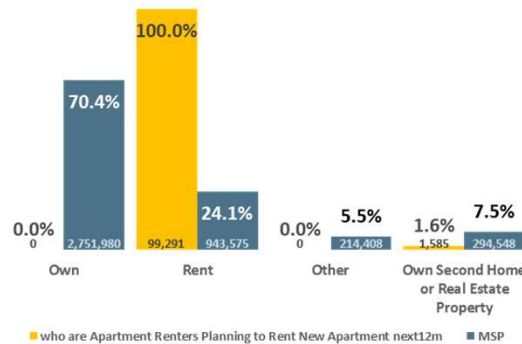
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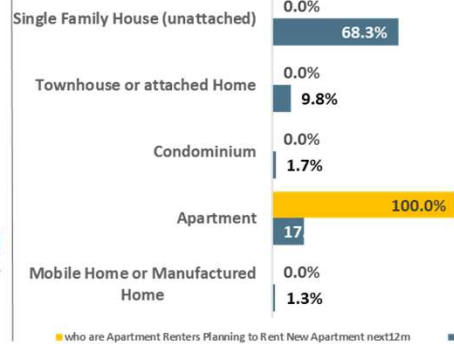
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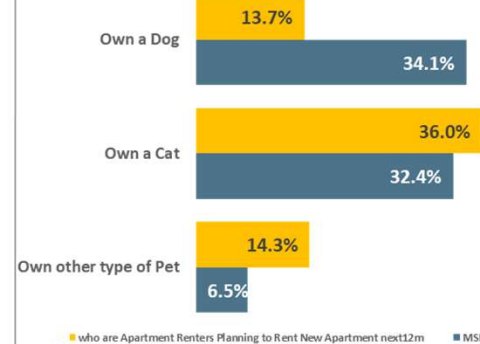
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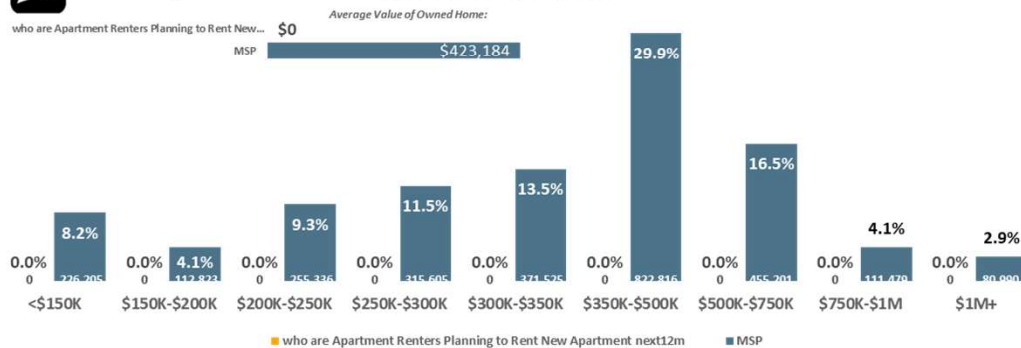
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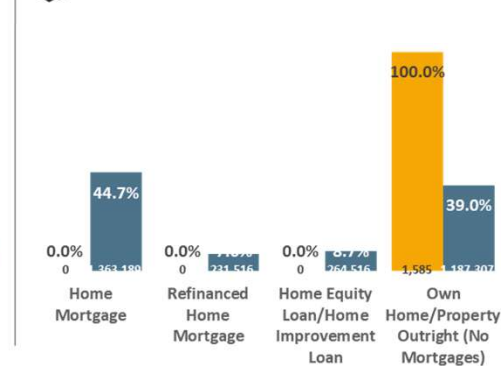
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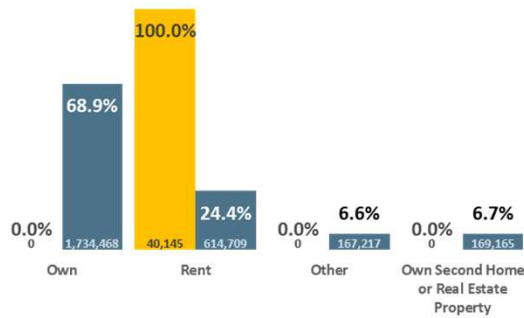




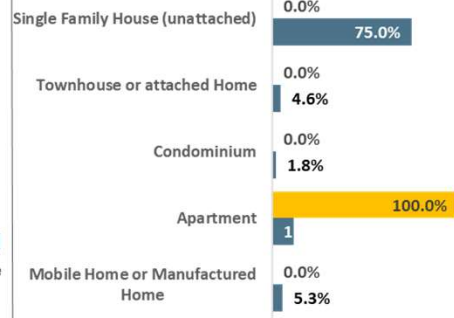
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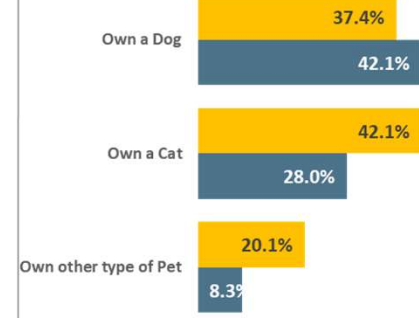
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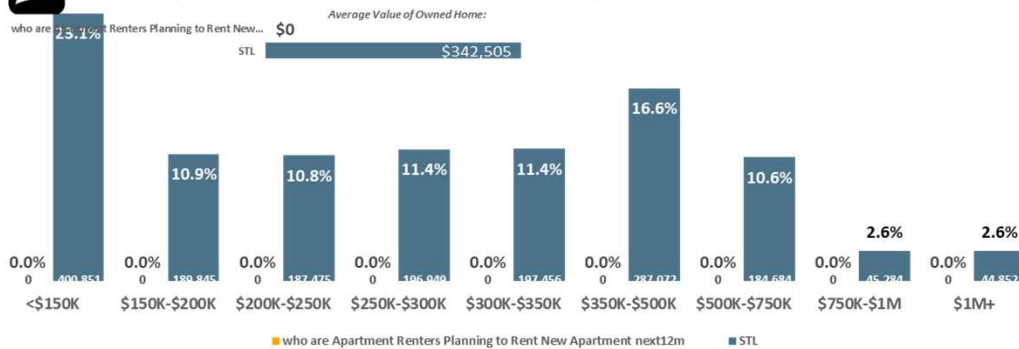
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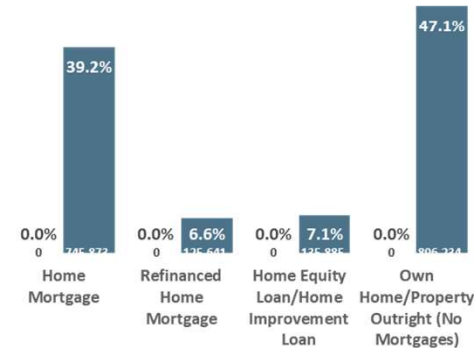
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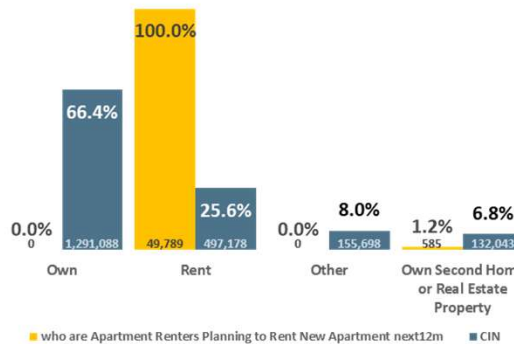




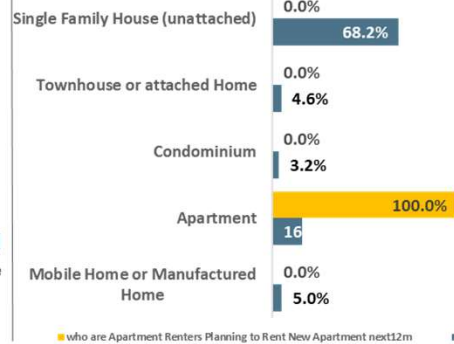
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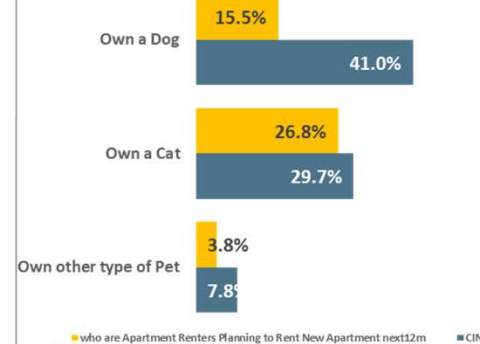
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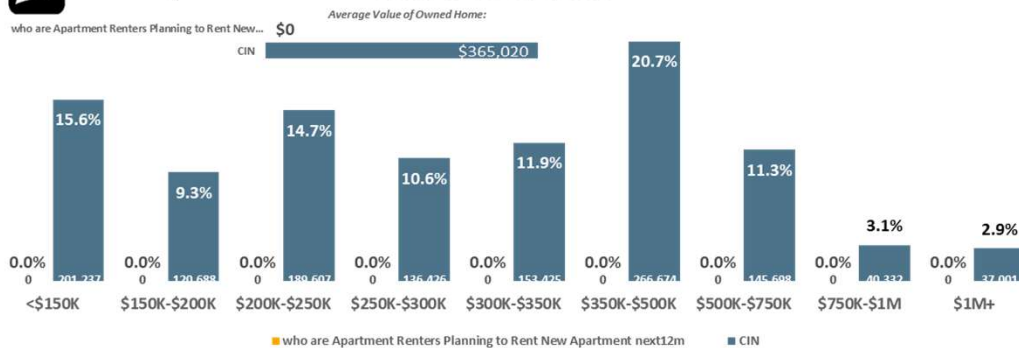
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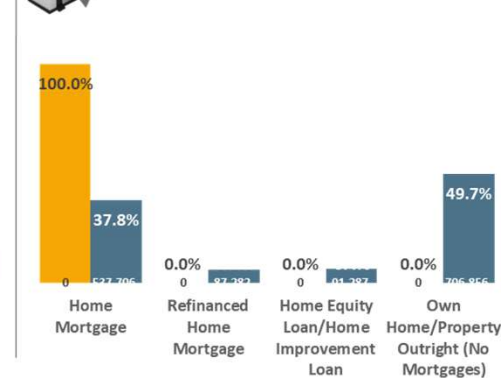
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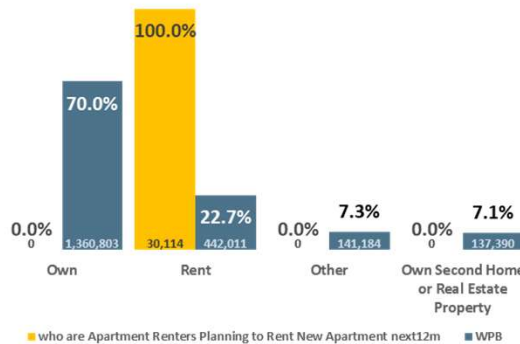




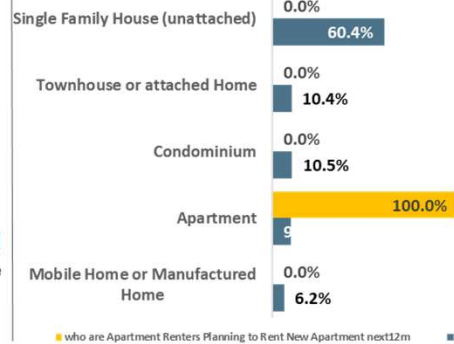
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#DIV/0!



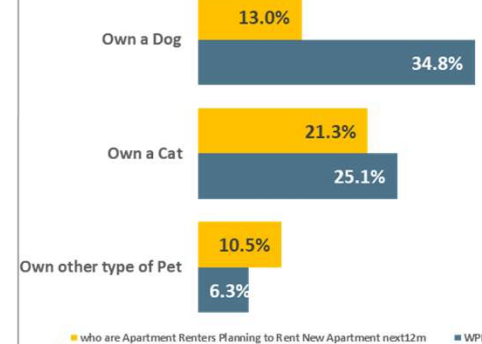
### Own/Rent/Other: Adults 18 or older



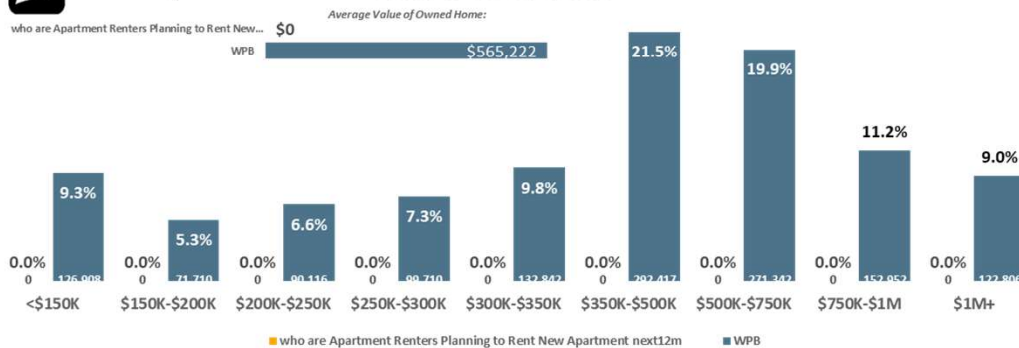
### Type of Home: Adults 18 or older



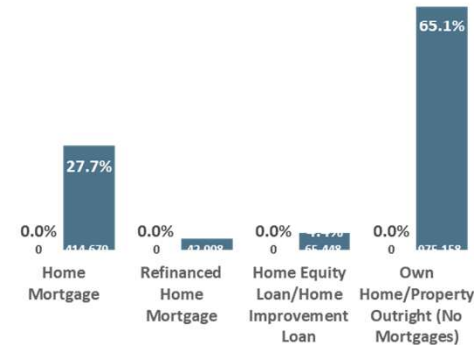
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

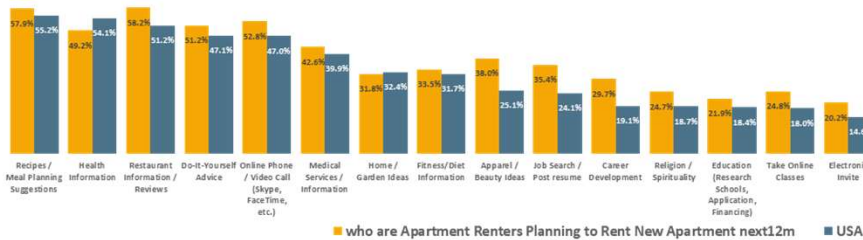




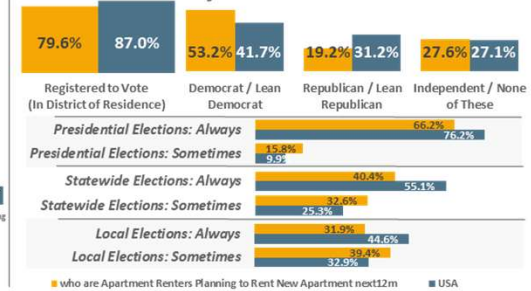
2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 8.8% more likely to look up D-I-Y advice online, 28.4% less likely to always vote in local elections, 4.3% more likely to belong to a gym, .5% more likely to fly domes



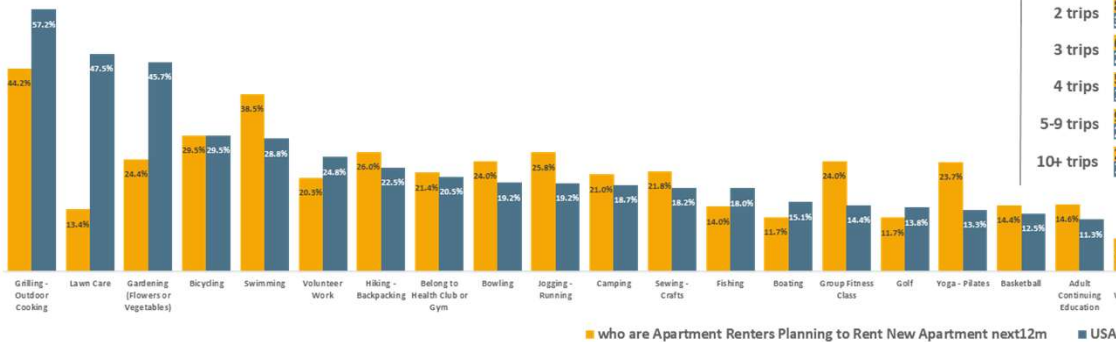
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



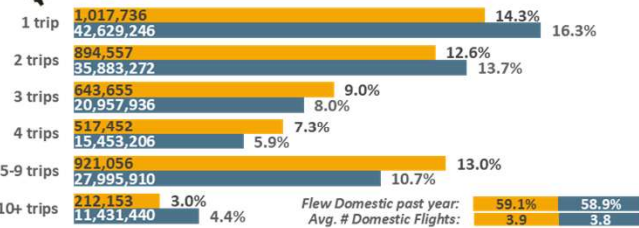
### Political Activity: Adults 18 or older



### 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 R1 2026: Sep24-Feb26 Qual Intab 613  
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[[([Own or rent residence (HHL): Rent AND Type of dwelling (HHL): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



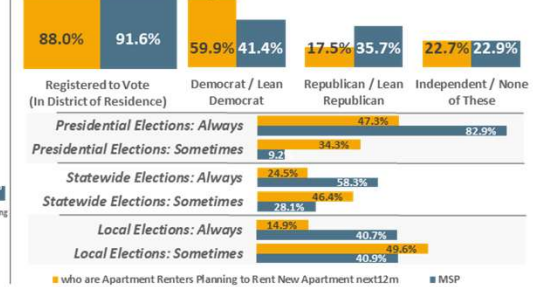
2.5% or 99,291 of MSP DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 29.% more likely to look up D-I-Y advice online, 63.4% less likely to always vote in local elections, 31.6% more likely to belong to a gym, 21.9% less likely to fly do



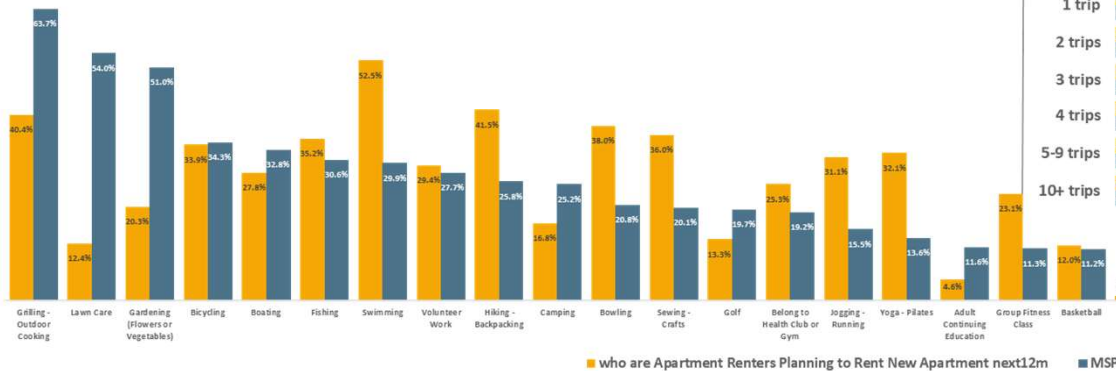
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



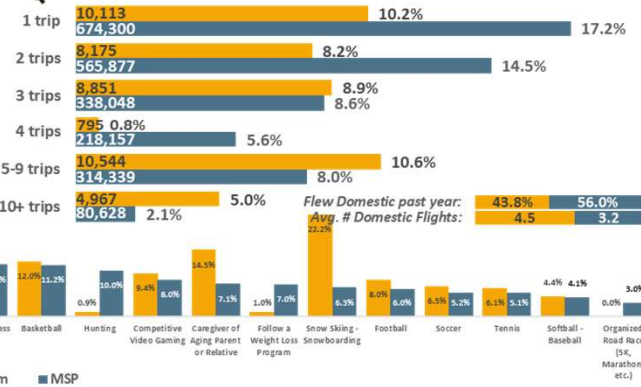
### Political Activity: Adults 18 or older



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



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



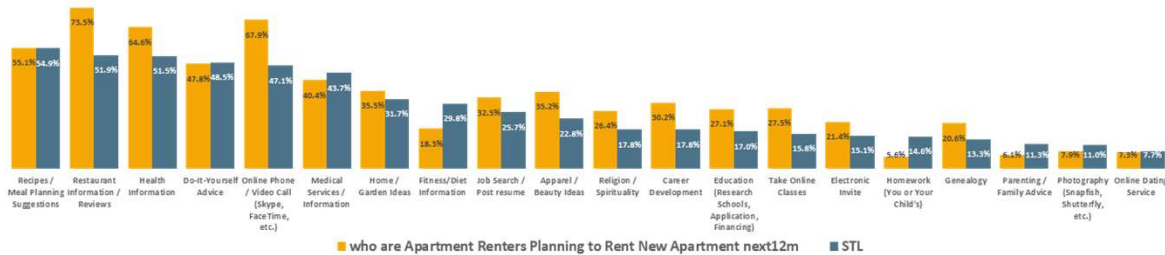




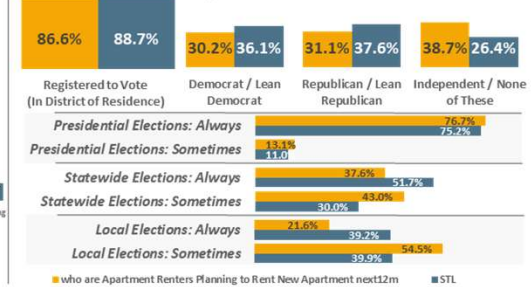
1.6% or 40,145 of STL DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 1.5% less likely to look up D-I-Y advice online, 45.% less likely to always vote in local elections, 36.7% less likely to belong to a gym, 25.8% more likely to fly dom



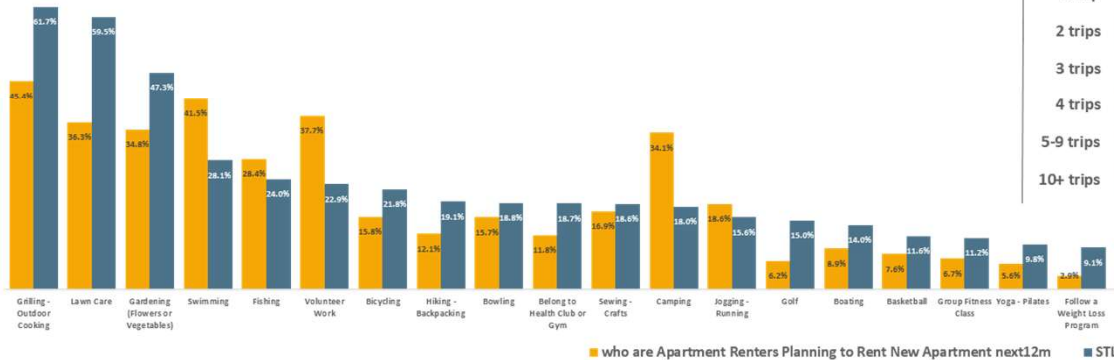
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



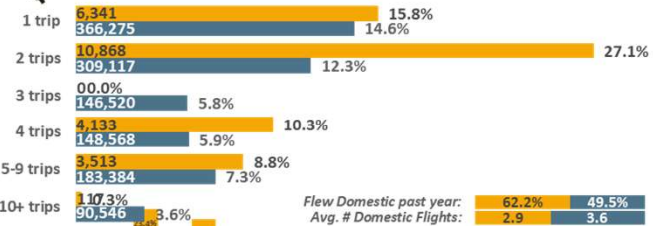
### Political Activity: Adults 18 or older



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



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



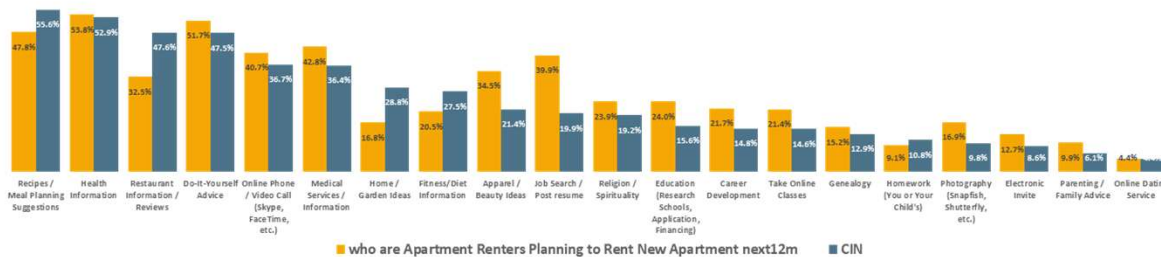
Flew Domestic past year: 62.2% STL, 49.5% Apartment Renters Planning to Rent New Apartment next12m  
Avg. # Domestic Flights: 2.9 STL, 3.6 Apartment Renters Planning to Rent New Apartment next12m



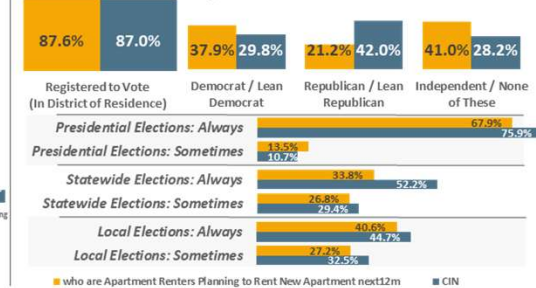
2.6% or 49,789 of CIN DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 9.% more likely to look up D-I-Y advice online, 9.2% less likely to always vote in local elections, 2.1% more likely to belong to a gym, 14.% less likely to fly domestic



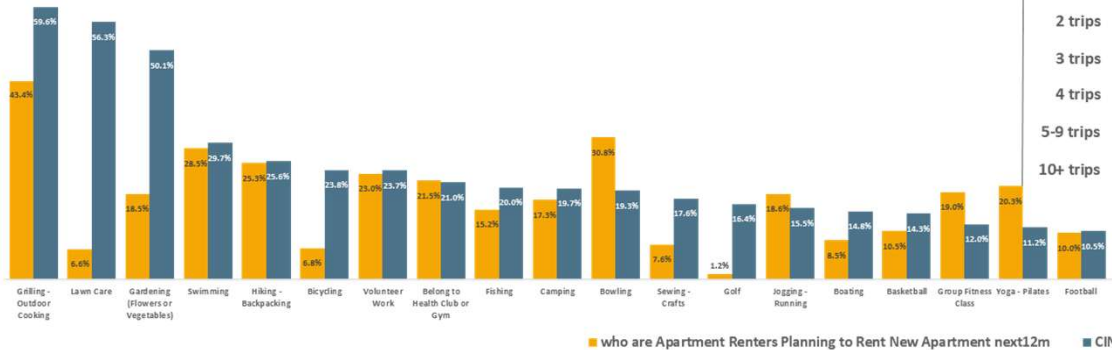
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



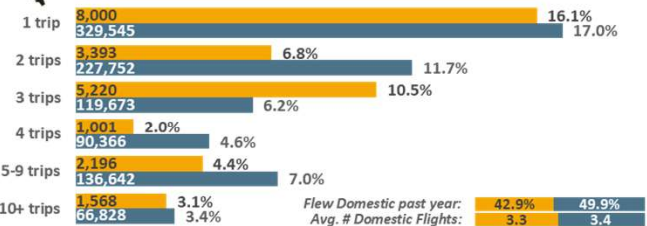
### Political Activity: Adults 18 or older



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



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



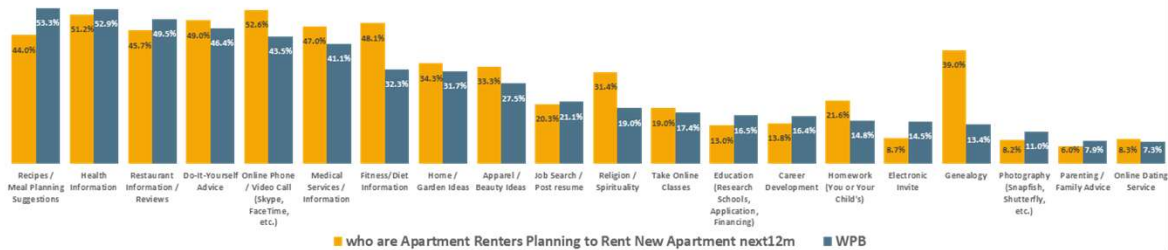
Flew Domestic past year: 42.9% vs 49.9%  
Avg. # Domestic Flights: 3.3 vs 3.4



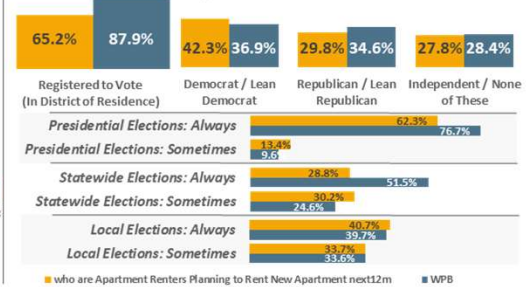
1.5% or 30,114 of WPB DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 5.7% more likely to look up D-I-Y advice online, 2.6% more likely to always vote in local elections, 42.% less likely to belong to a gym, 33.% less likely to fly domes



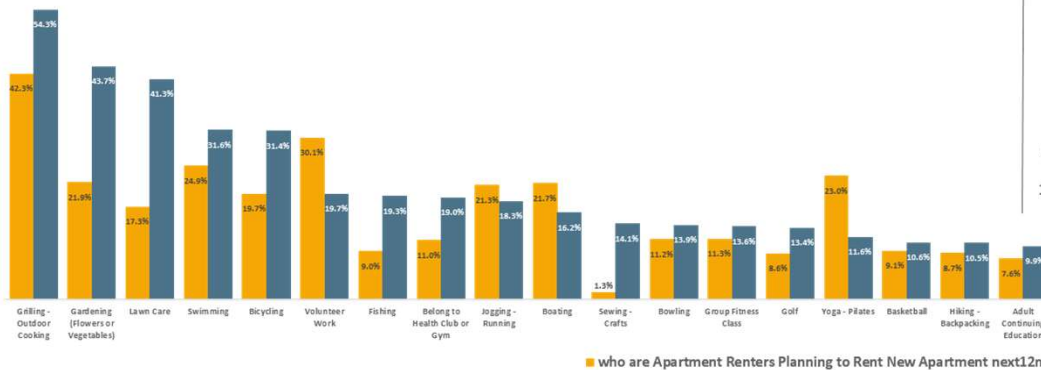
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



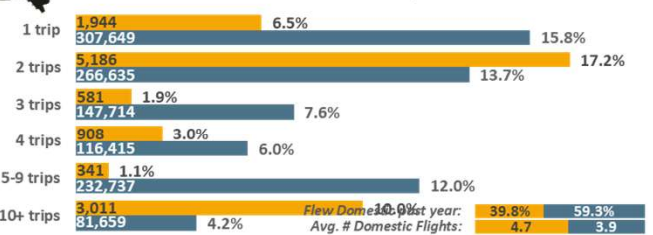
### Political Activity: Adults 18 or older



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



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

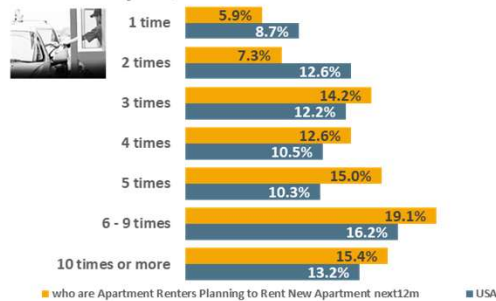


Flew Domestic last year: 39.8% vs 59.3%  
Avg. # Domestic Flights: 4.7 vs 3.9

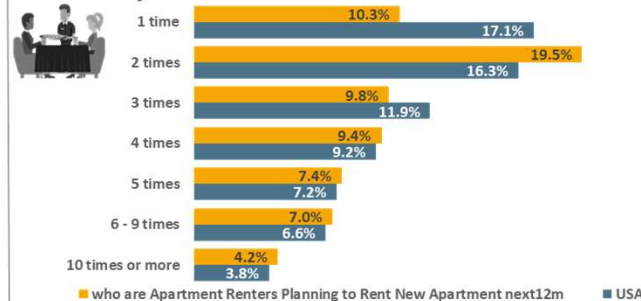


2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 7.% more likely to use QSRs past mo., 6.% less likely to use Sit-Down Restaurants past mo., 12.3% more likely to use Casinos past yr., 48.% more likely to smoke cigare

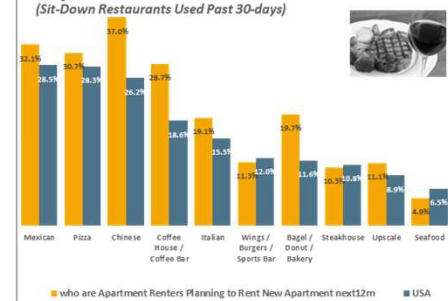
### Past 30-days QSR Users: Adults 18 or older



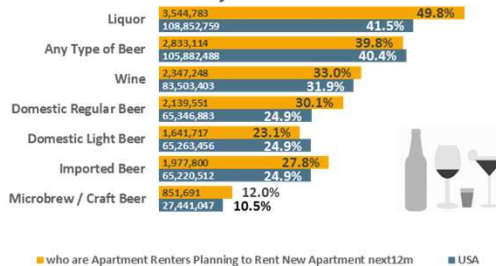
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



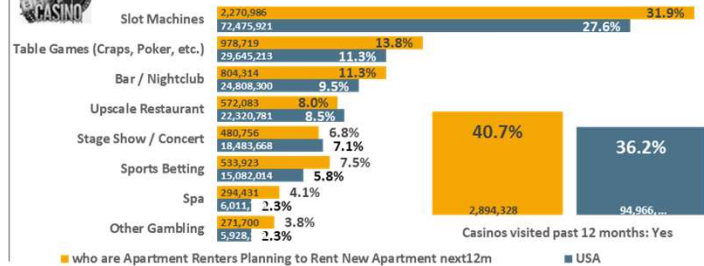
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



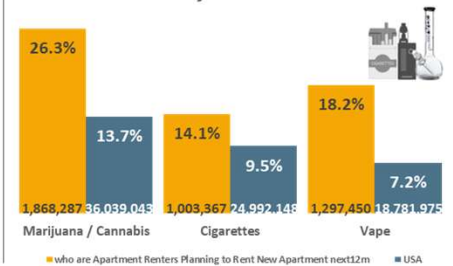
### Drank Past 30-days: Adults 18 or older



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



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

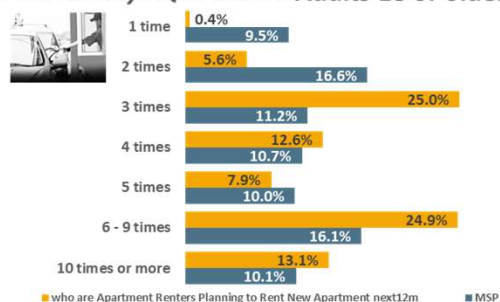




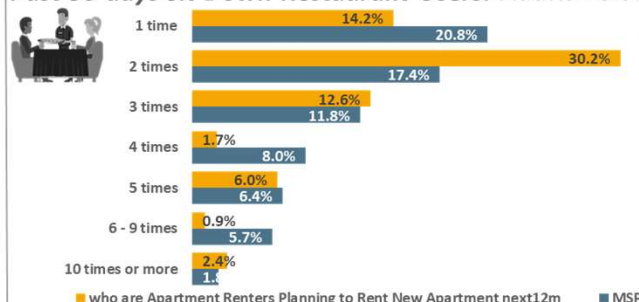


2.5% or 99,291 of MSP DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 6.2% more likely to use QSRs past mo., 5.4% less likely to use Sit-Down Restaurants past mo., 26.7% more likely to use Casinos past yr., 119.% more likely to smoke cig

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



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



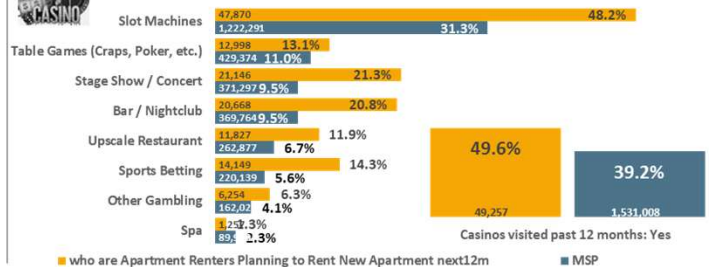
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



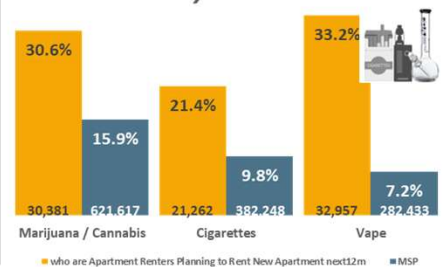
### Drank Past 30-days: Adults 18 or older



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



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



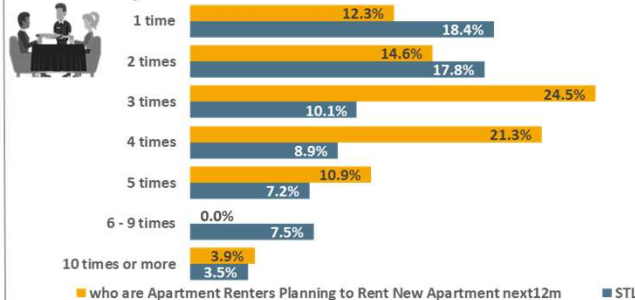


1.6% or 40,145 of STL DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 13.% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 32.5% more likely to use Casinos past yr., 221.% more likely to smoke ci

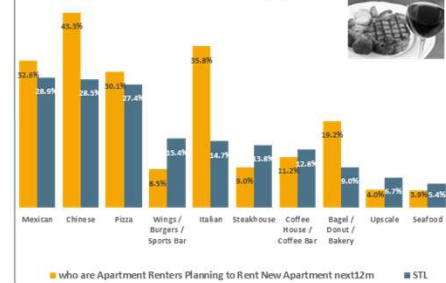
### Past 30-days QSR Users: Adults 18 or older



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



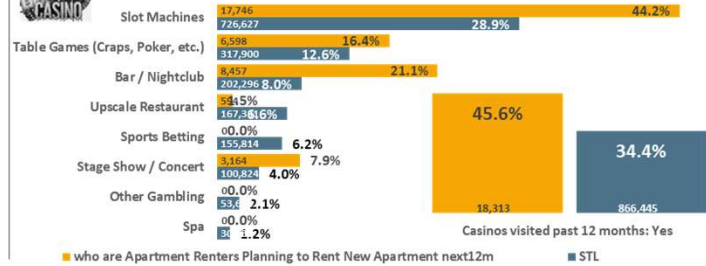
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



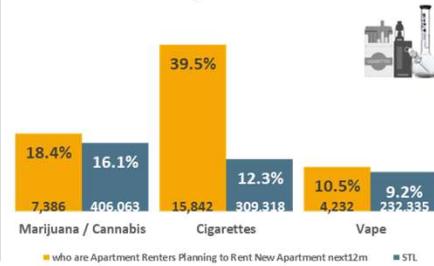
### Drank Past 30-days: Adults 18 or older



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



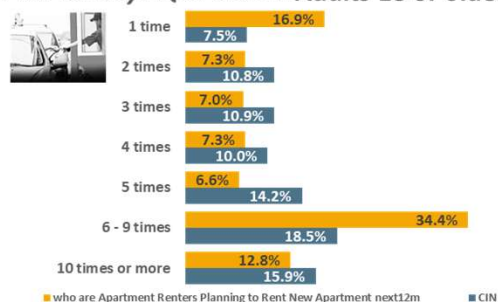
### Used Past 30-days: Adults 18 or older



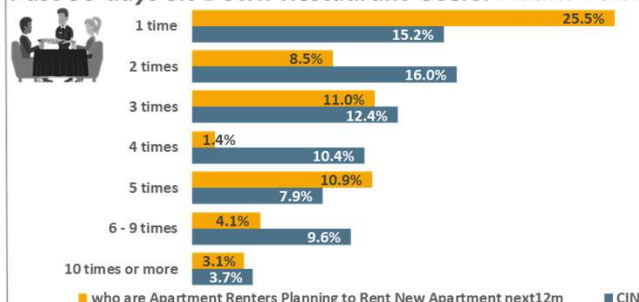


2.6% or 49,789 of CIN DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment next12m. Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 5.3% more likely to use QSRs past mo., 14.1% less likely to use Sit-Down Restaurants past mo., 45.5% more likely to use Casinos past yr., 19.8% more likely to smoke ci

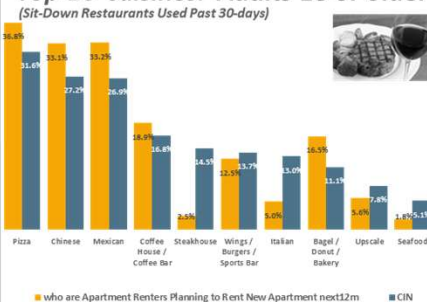
### Past 30-days QSR Users: Adults 18 or older



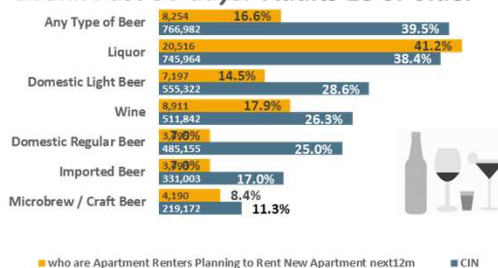
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



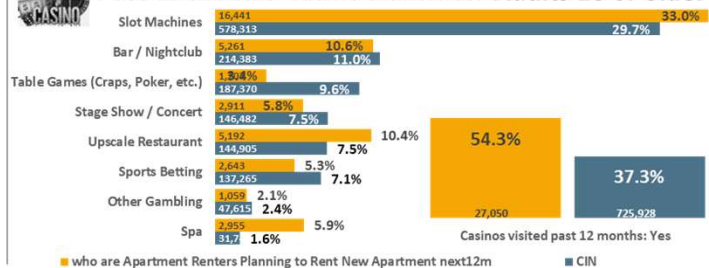
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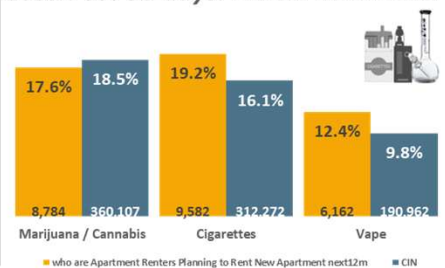
### Drank Past 30-days: Adults 18 or older



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



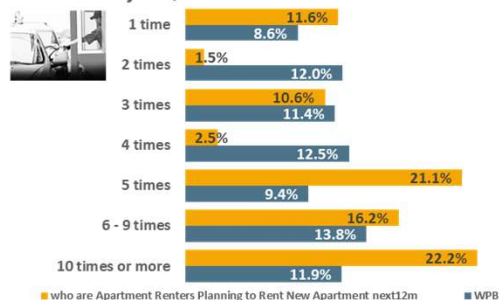
### Used Past 30-days: Adults 18 or older



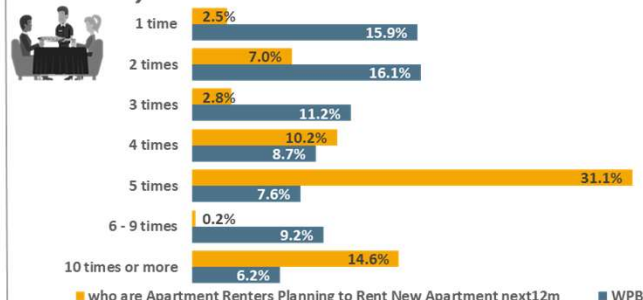


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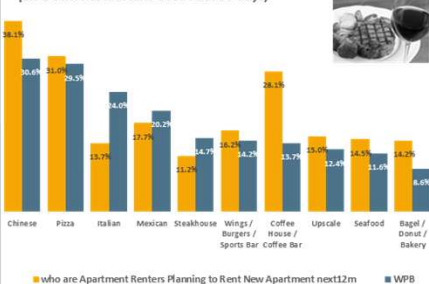
### Past 30-days QSR Users: Adults 18 or older



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



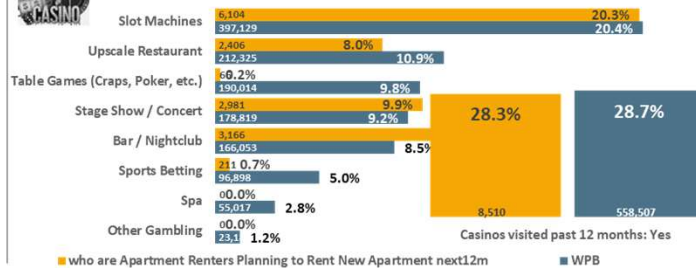
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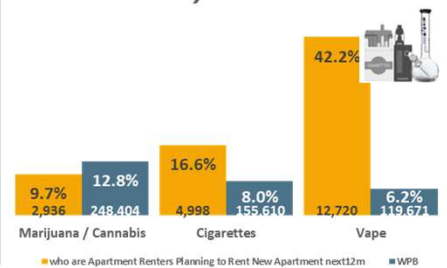
### Drank Past 30-days: Adults 18 or older



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



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



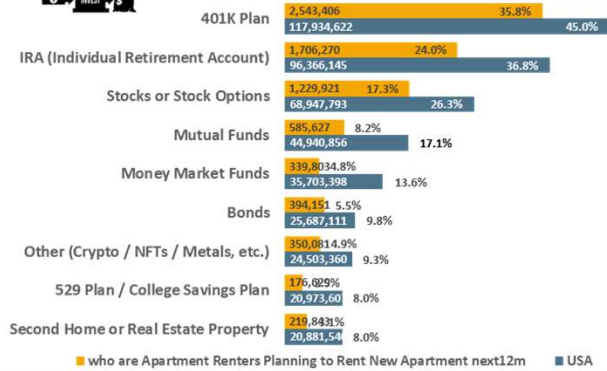




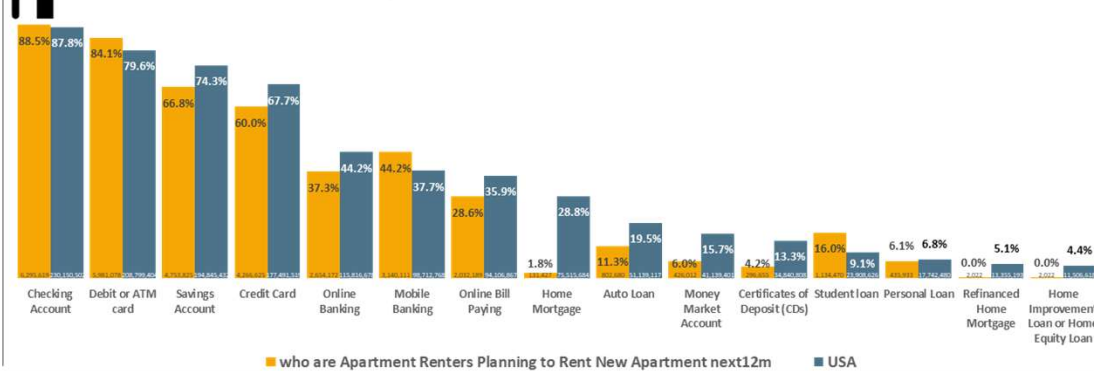
2.7% or 7,112,265 of USA DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 20.5% less likely to have a 401K, 42.1% less likely to have an Auto Loan, 18.3% less likely to Invest/Trade Stocks Online, 17.4% more likely to pay with their Debit Ca



### Investments Owned: Adults 18 or older



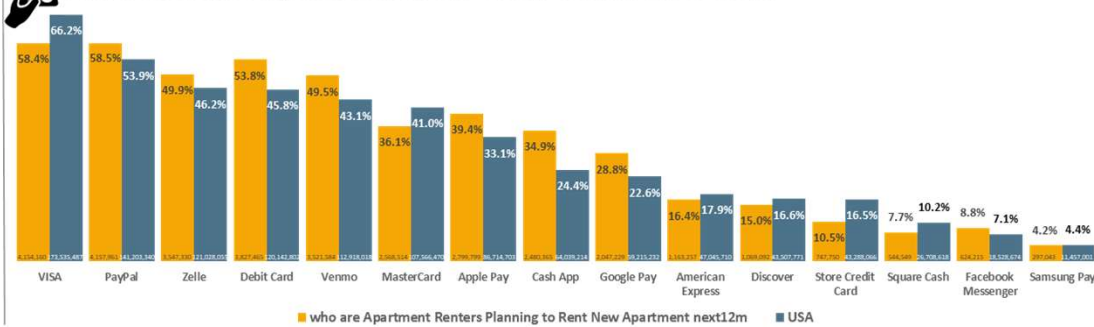
### Financial Services Has and/or Uses: Adults 18 or older



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



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

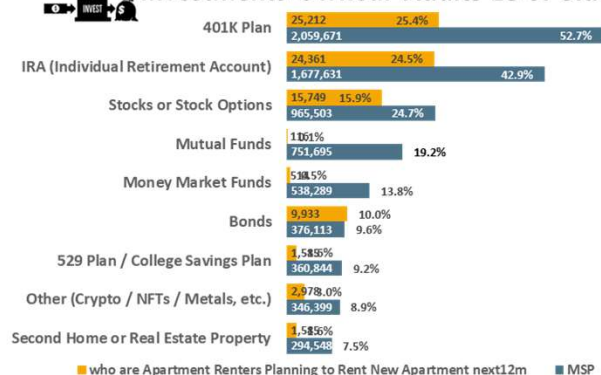




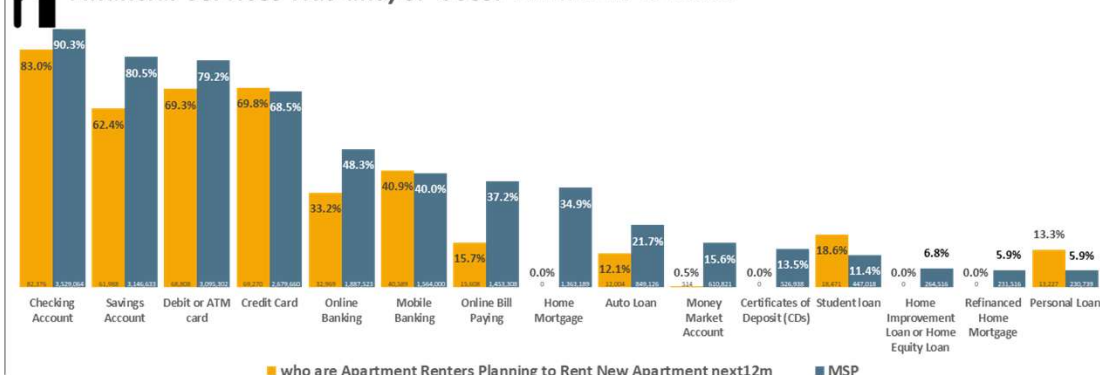
2.5% or 99,291 of MSP DMA Adults 18 or older are Apartment Renters Planning to Rent New Apartment... Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m are 51.8% less likely to have a 401K, 44.3% less likely to have an Auto Loan, 57.5% less likely to Invest/Trade Stocks Online, 3.4% more likely to pay with their Debit Car



### Investments Owned: Adults 18 or older



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



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



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

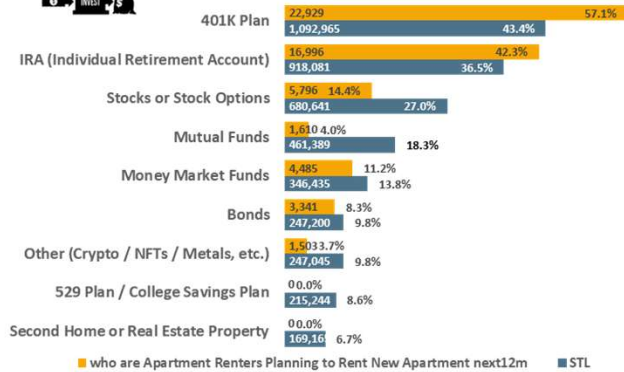




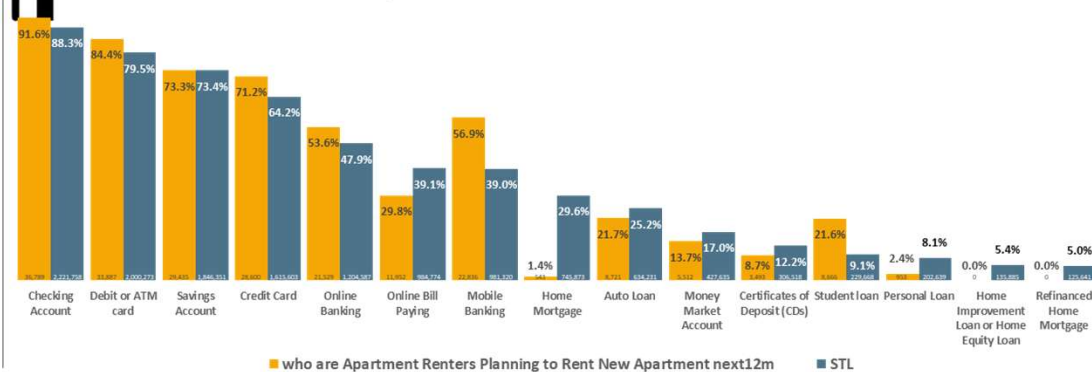
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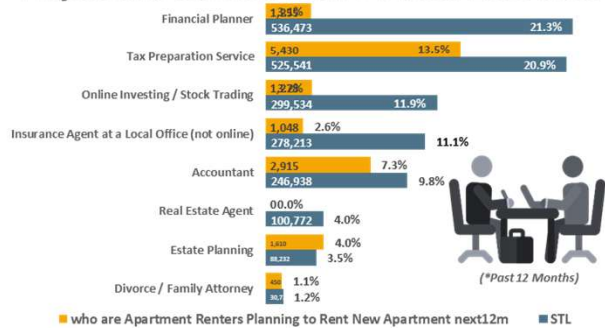
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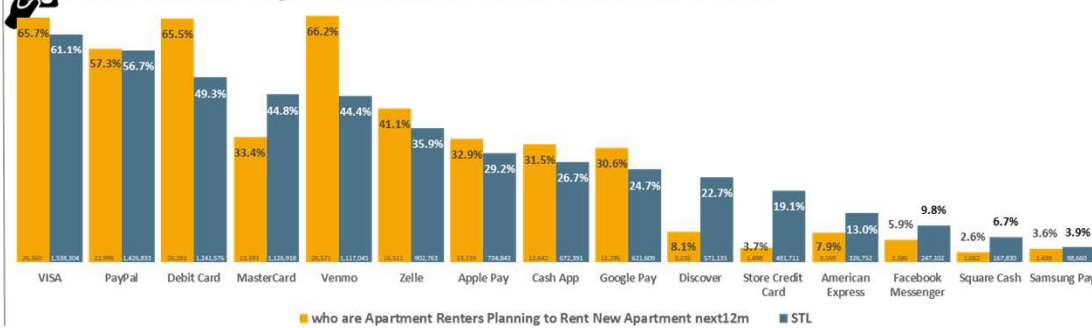
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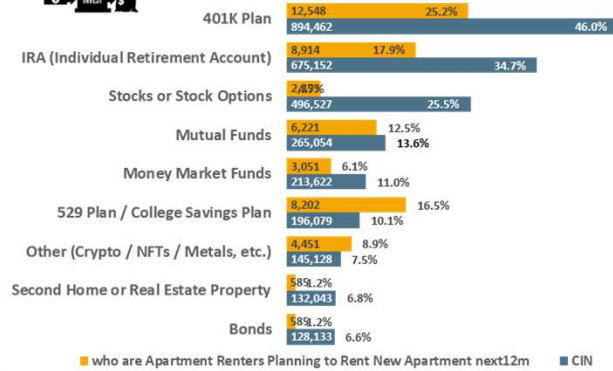




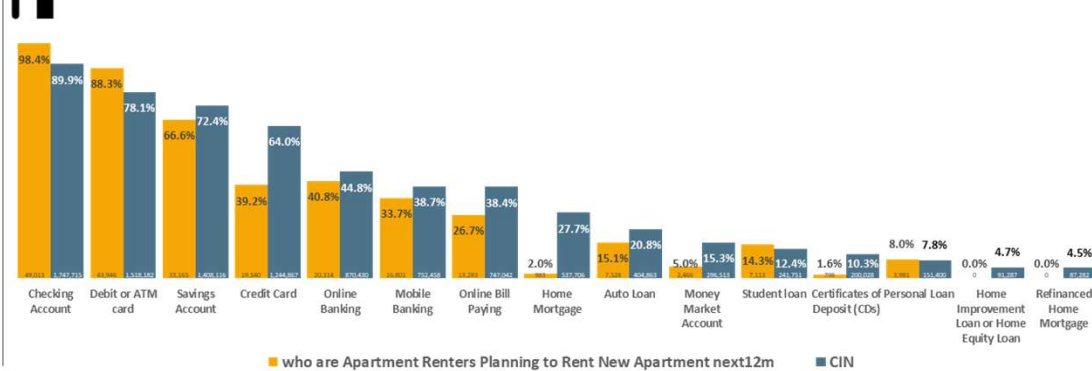
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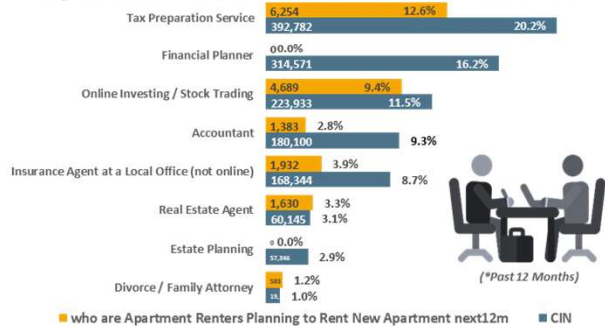
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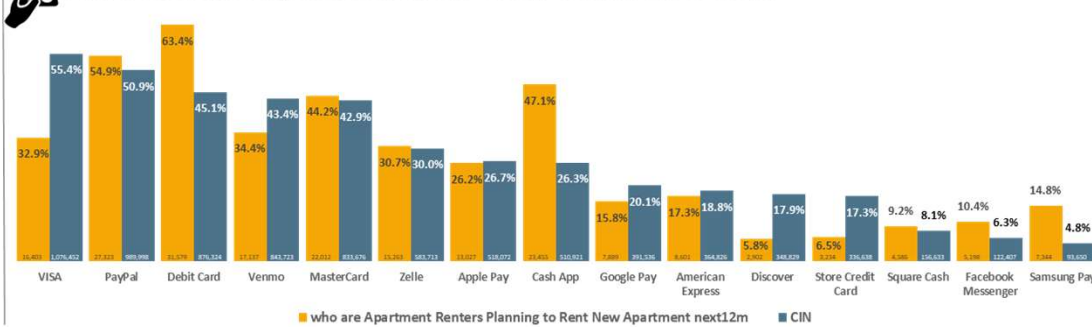
### Financial Services Has and/or Uses: Adults 18 or older



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



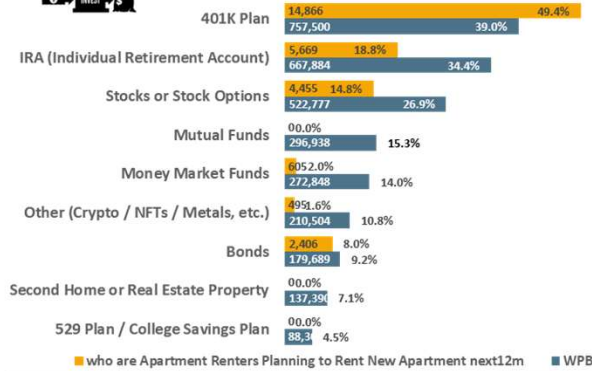




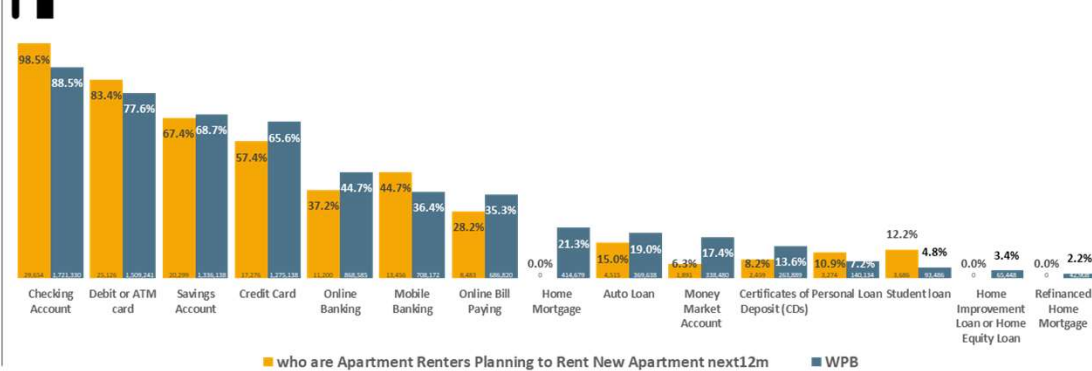
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### Investments Owned: Adults 18 or older



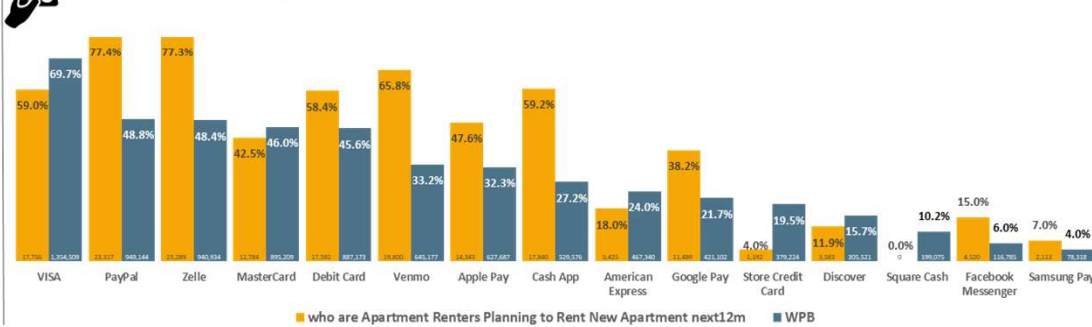
### Financial Services Has and/or Uses: Adults 18 or older



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

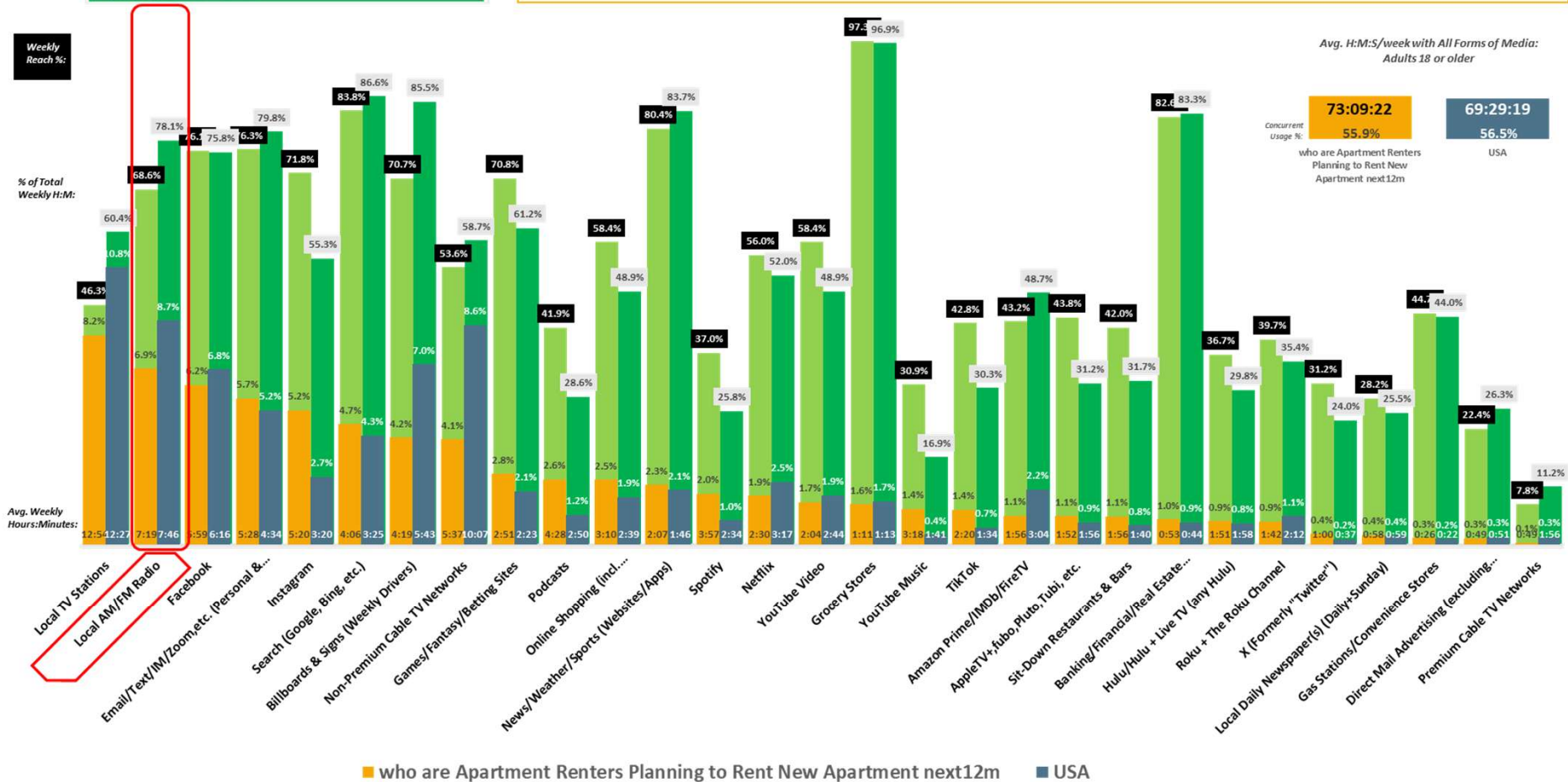


### Past 3-Months Payment Methods Used: Adults 18 or older



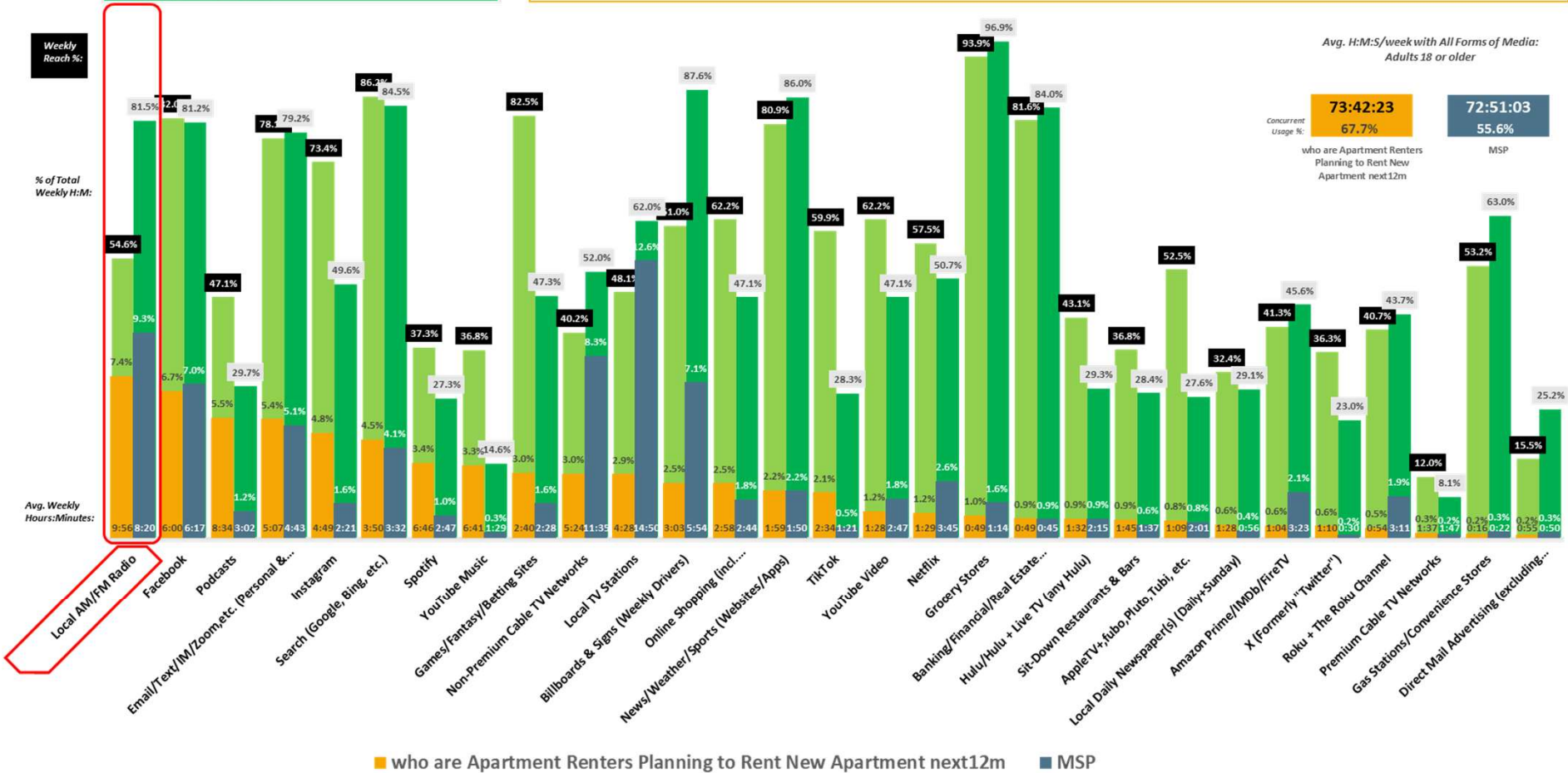


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 3 days, 1 hours, 9 minutes and 22 seconds each week with All Forms of Media.  
68.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.





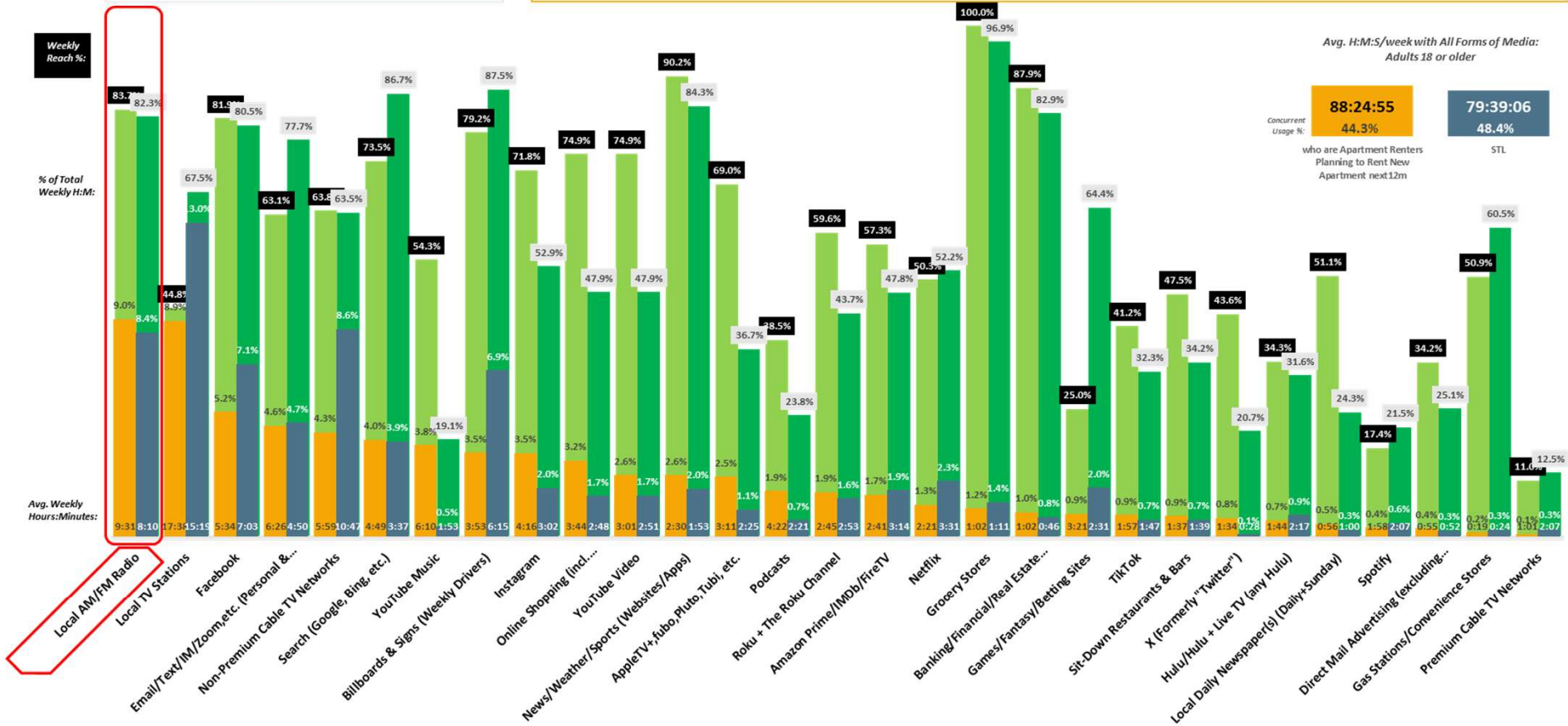
Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 3 days, 1 hours, 42 minutes and 23 seconds each week with All Forms of Media.  
54.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 9 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.







Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 3 days, 16 hours, 24 minutes and 55 seconds each week with All Forms of Media.  
83.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 9 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.



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

88:24:55  
44.3%  
who are Apartment Renters Planning to Rent New Apartment next12m

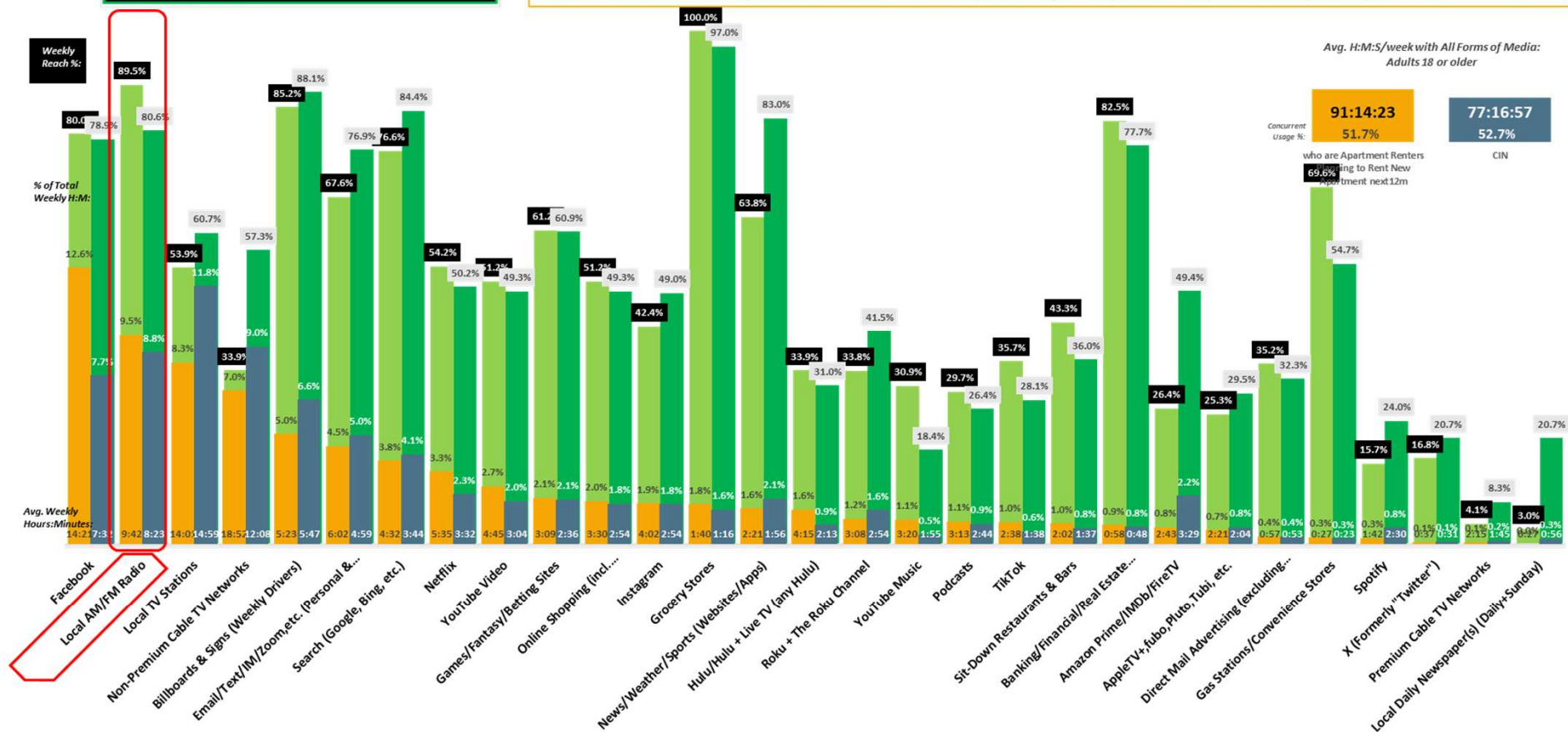
79:39:06  
48.4%  
STL

■ who are Apartment Renters Planning to Rent New Apartment next12m ■ STL





Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 3 days, 19 hours, 14 minutes and 23 seconds each week with All Forms of Media.  
89.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 9 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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

Concurrent Usage %:

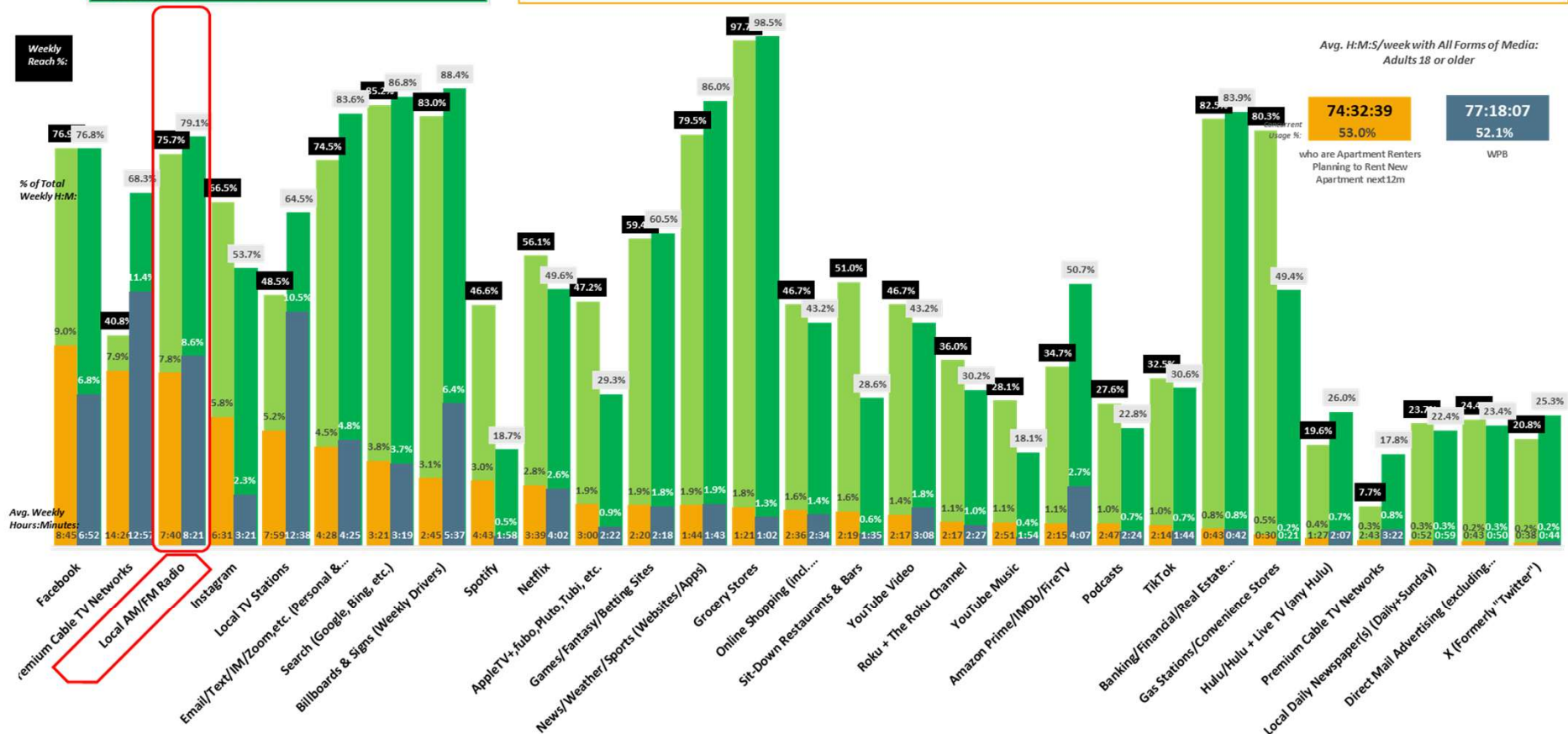
who are Apartment Renters Planning to Rent New Apartment next12m

CIN

■ who are Apartment Renters Planning to Rent New Apartment next12m ■ CIN

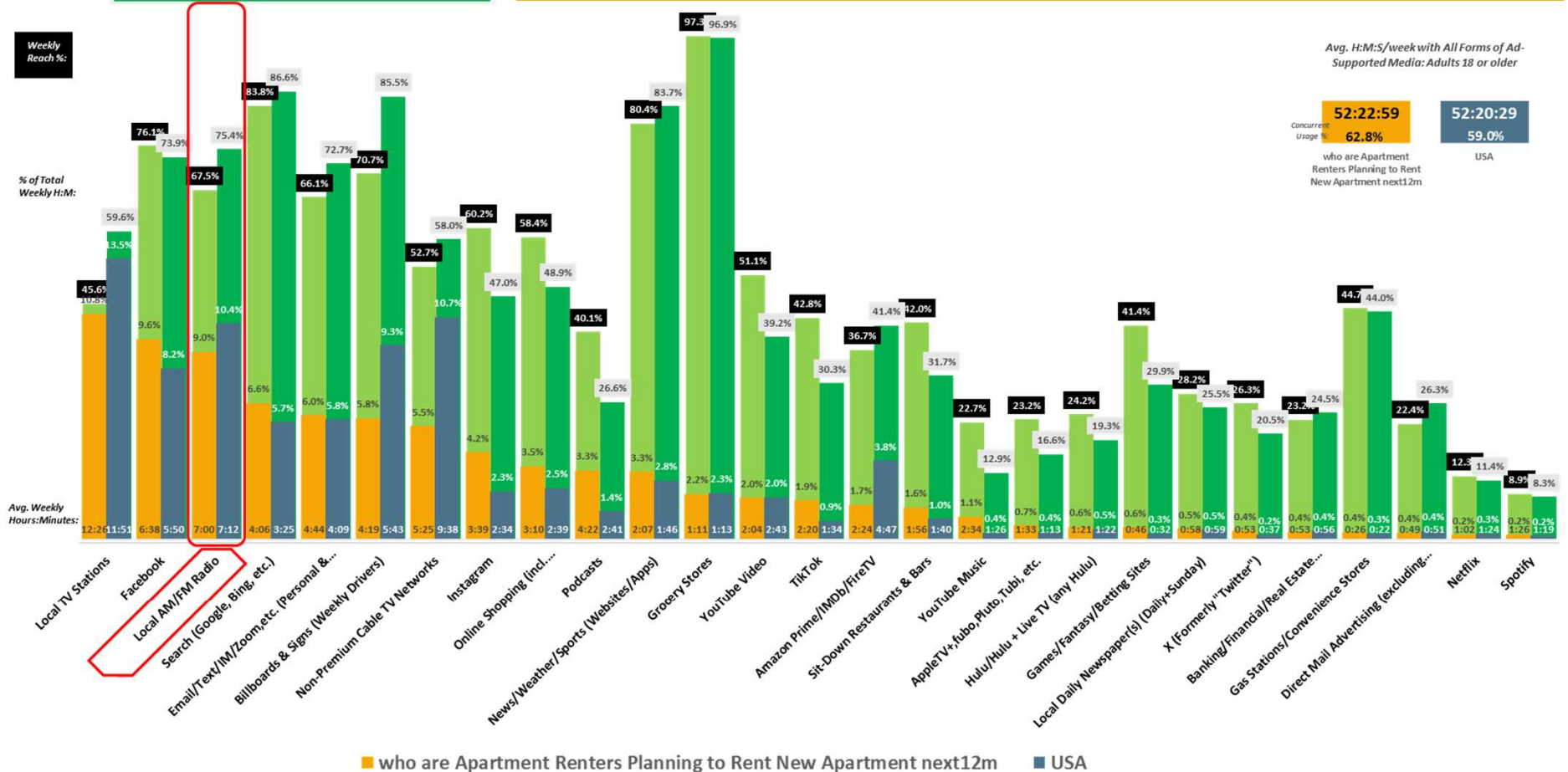


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 3 days, 2 hours, 32 minutes and 39 seconds each week with All Forms of Media.  
 75.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.





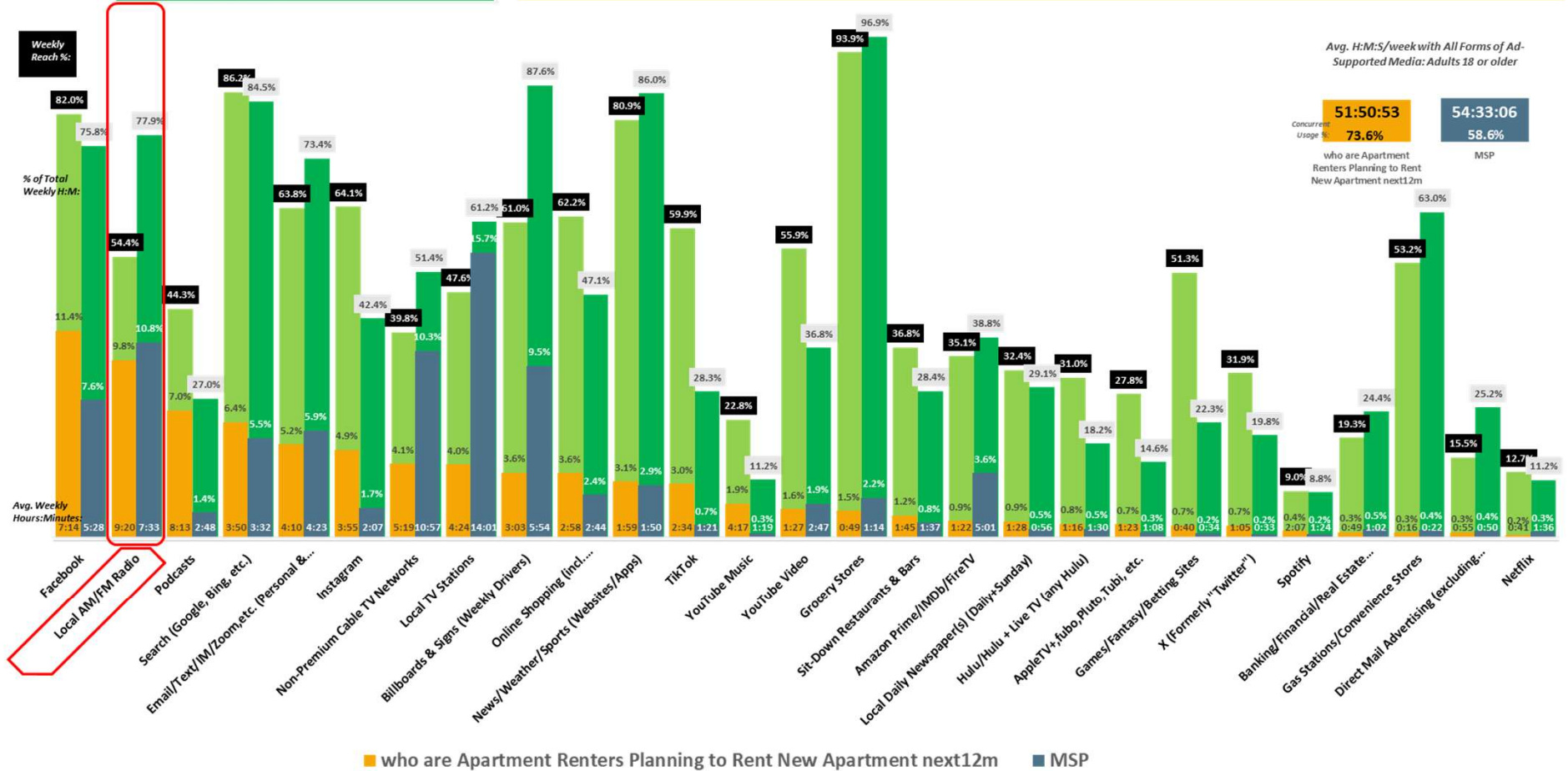
Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 4 hours, 22 minutes and 59 seconds each week with All Forms of Ad-Supported Media.  
67.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported







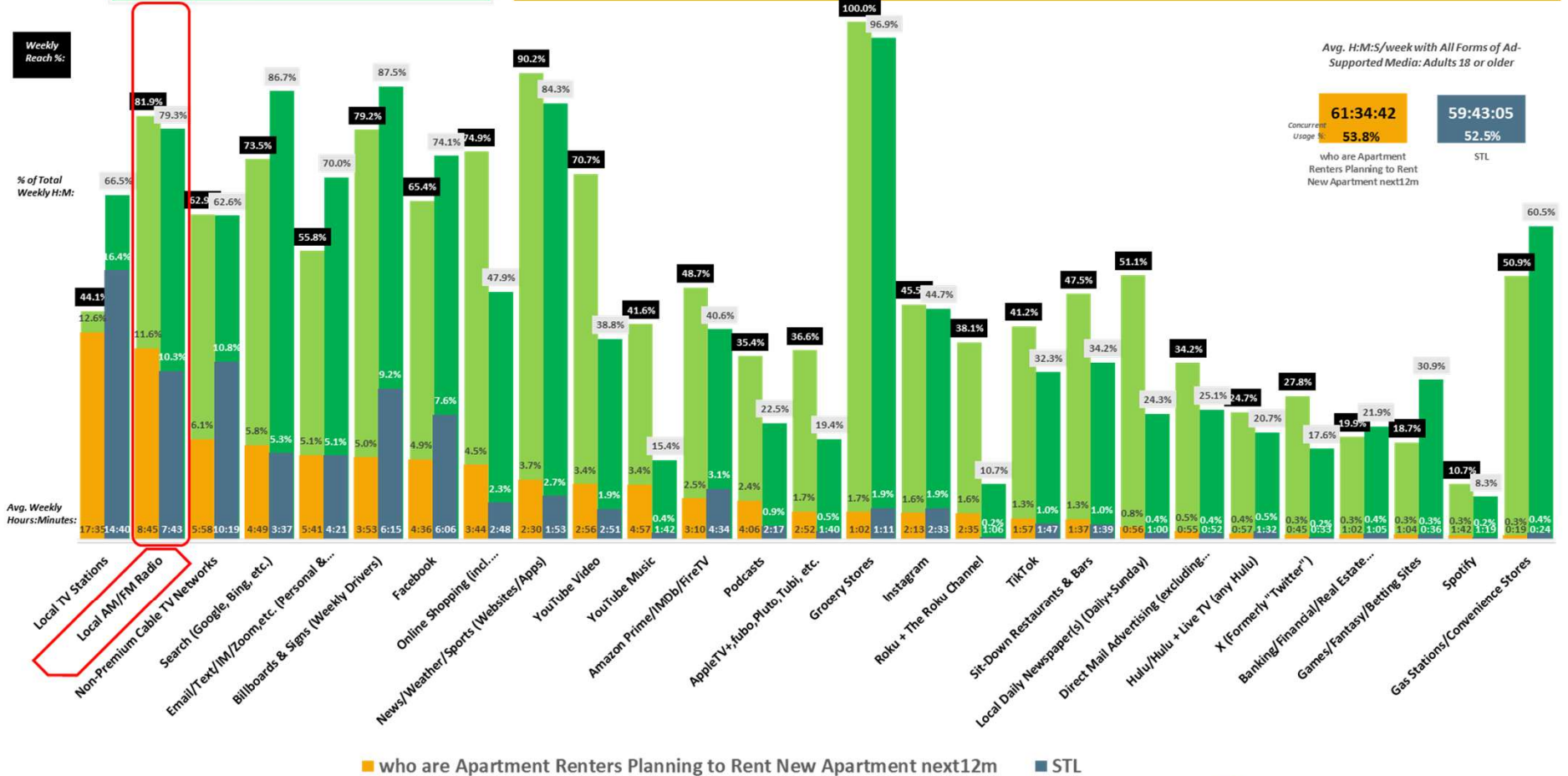
Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 3 hours, 50 minutes and 53 seconds each week with All Forms of Ad-Supported Media.  
 54.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 9 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supporte





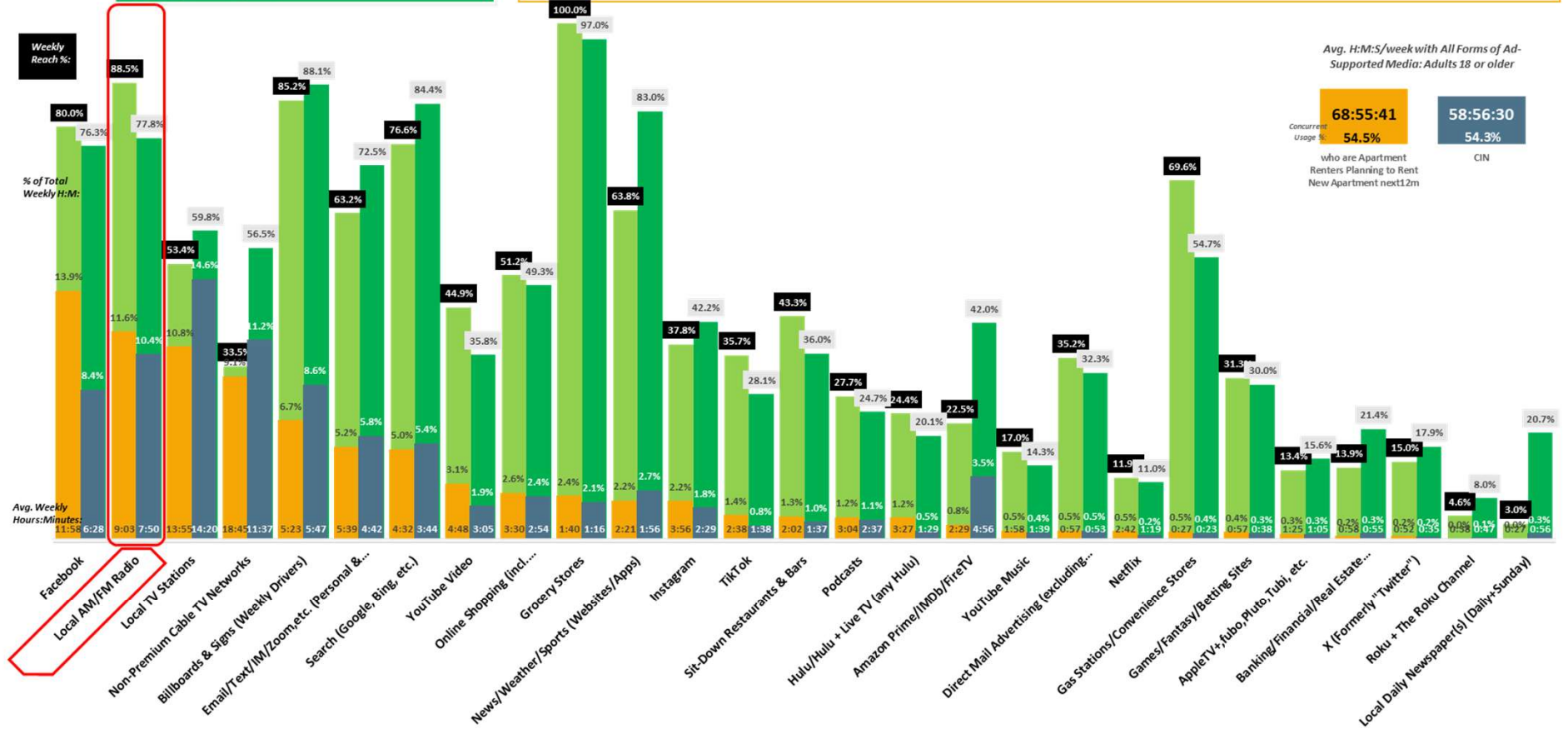


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next 12m spend an average of 2 days, 13 hours, 34 minutes and 42 seconds each week with All Forms of Ad-Supported Media.  
81.9% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next 12m spend an avg. of 8 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Support





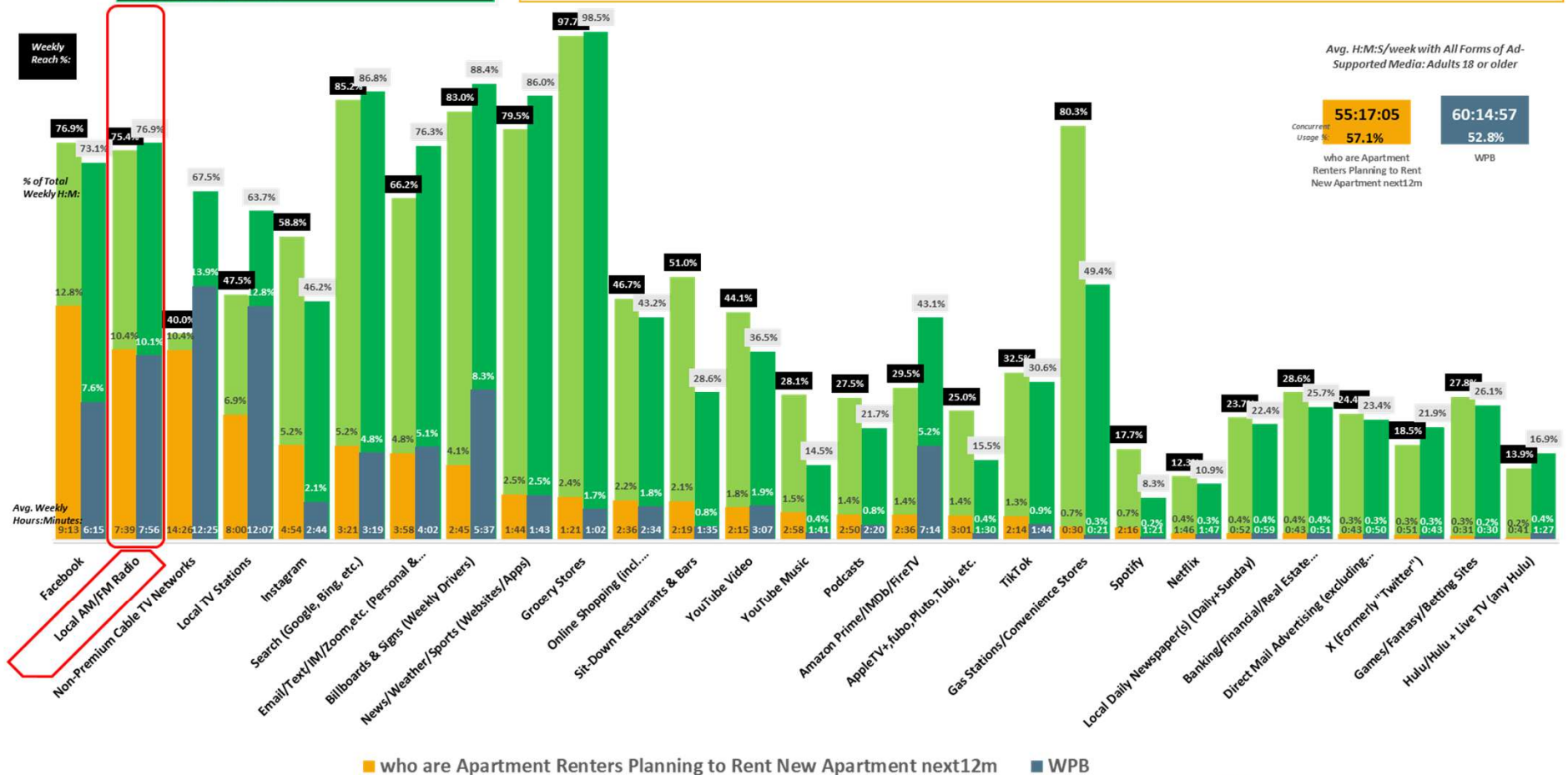
Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 20 hours, 55 minutes and 41 seconds each week with All Forms of Ad-Supported Media.  
 88.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 9 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supporte



■ who are Apartment Renters Planning to Rent New Apartment next12m ■ CIN



Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 2 days, 7 hours, 17 minutes and 5 seconds each week with All Forms of Ad-Supported Media.  
 75.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Support

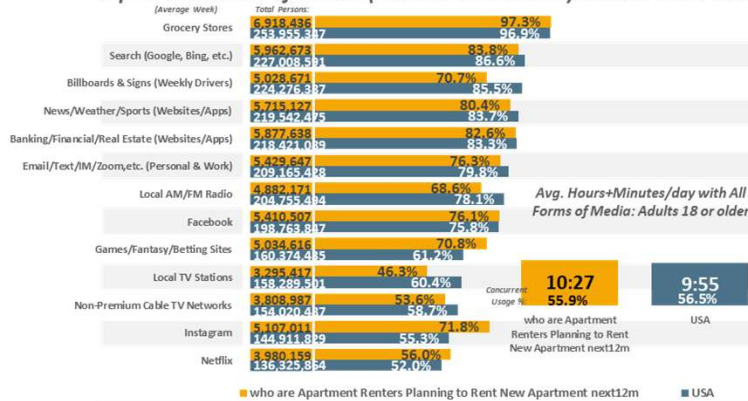




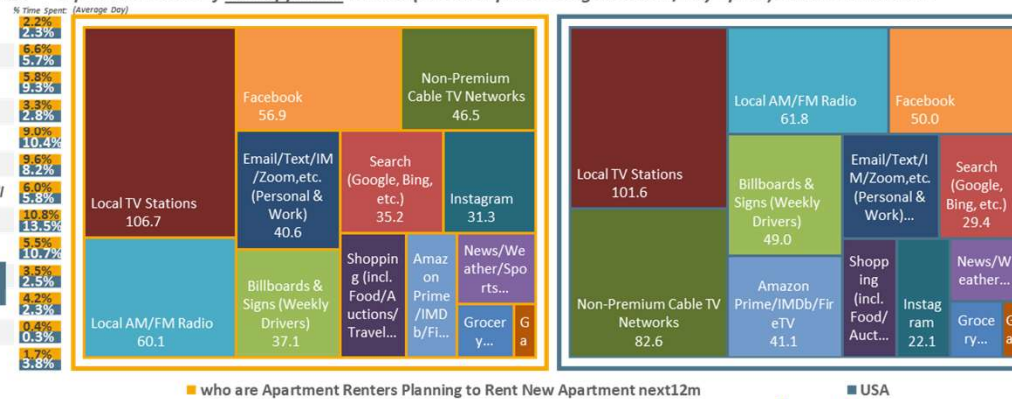
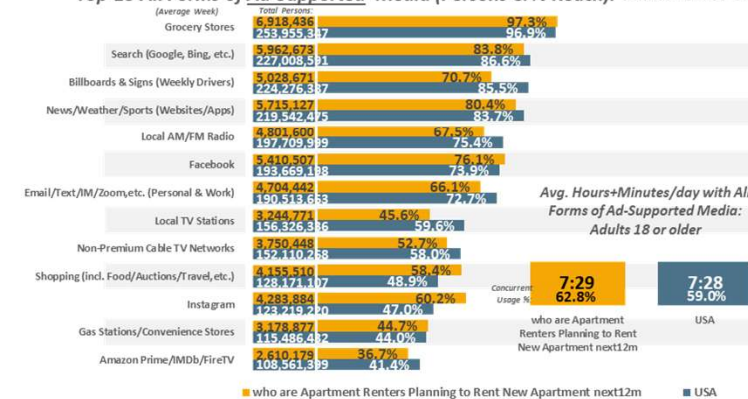


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 67.5% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

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 R1 2026: Sep24-Feb26 Qual Intab 613  
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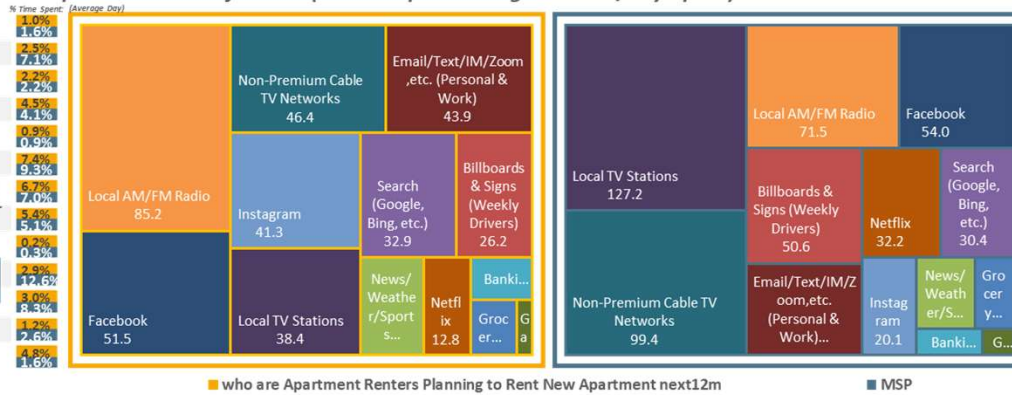
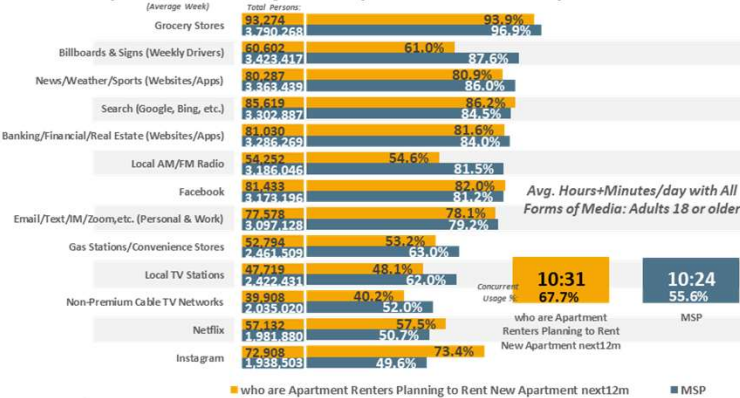
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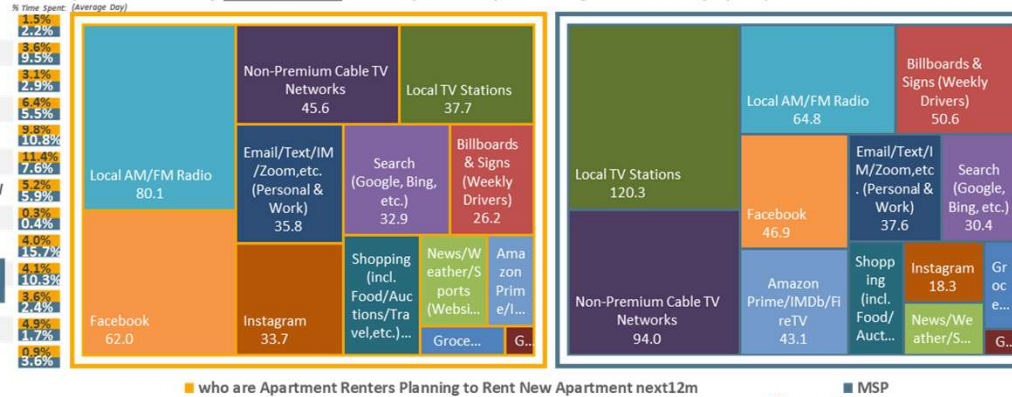
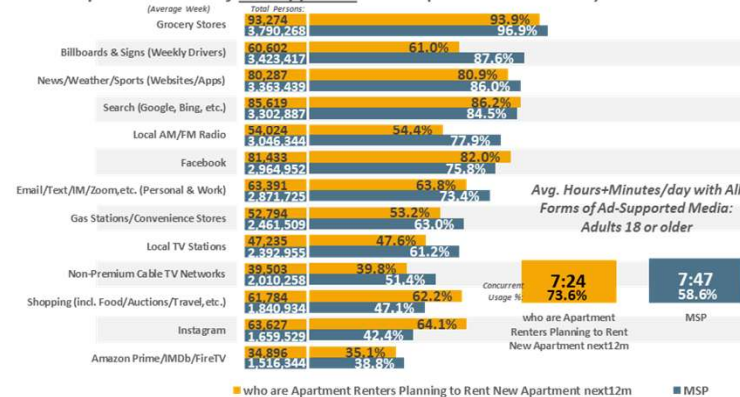


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 54.4% listen to Local AM/FM Radio for an avg. of 80.1 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

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



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



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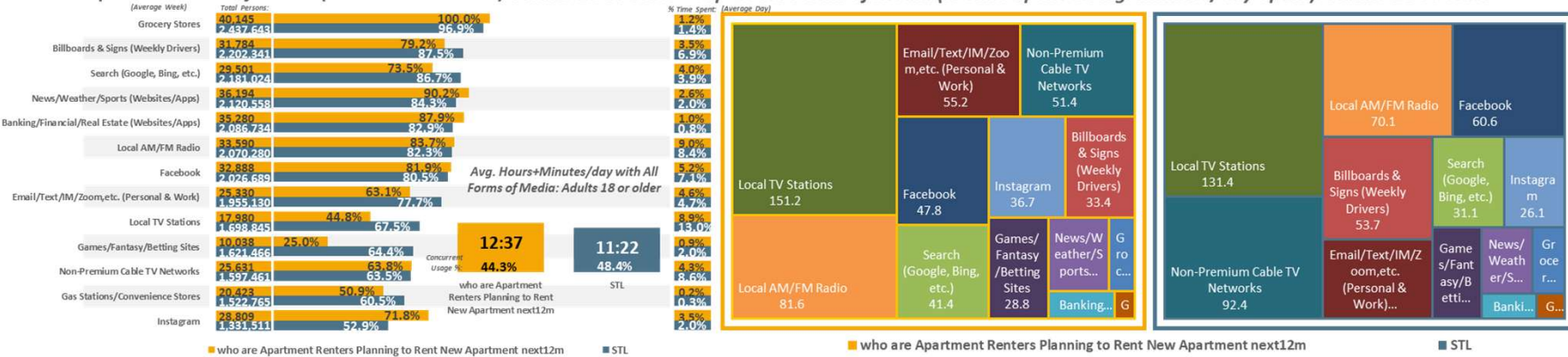
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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

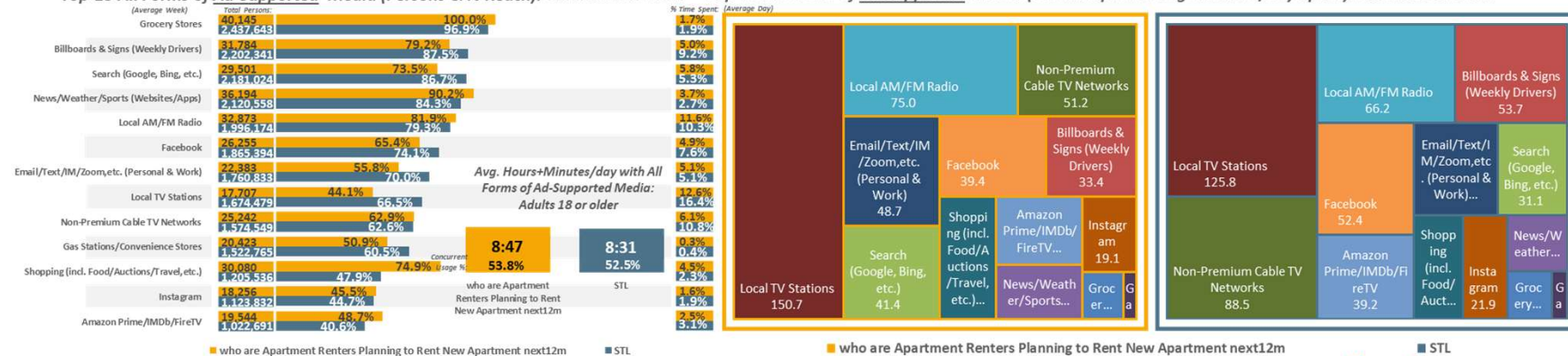


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 8 hours and 47 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 75. minutes/day.(Local Radio delivers 11.6% of Time with Ad-Supported Media.)

**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**



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 38  
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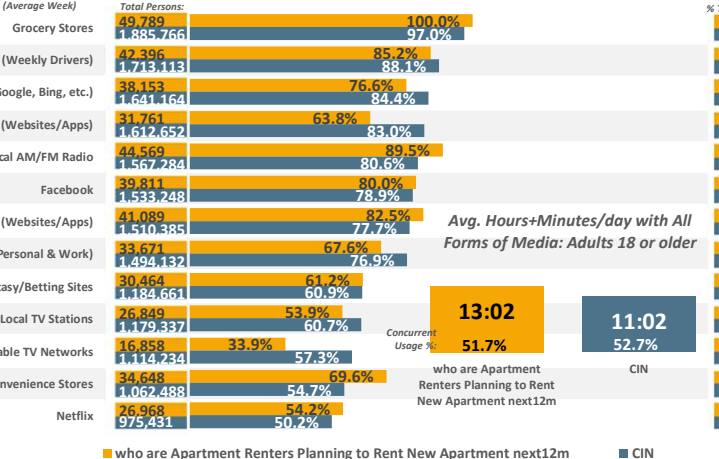
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

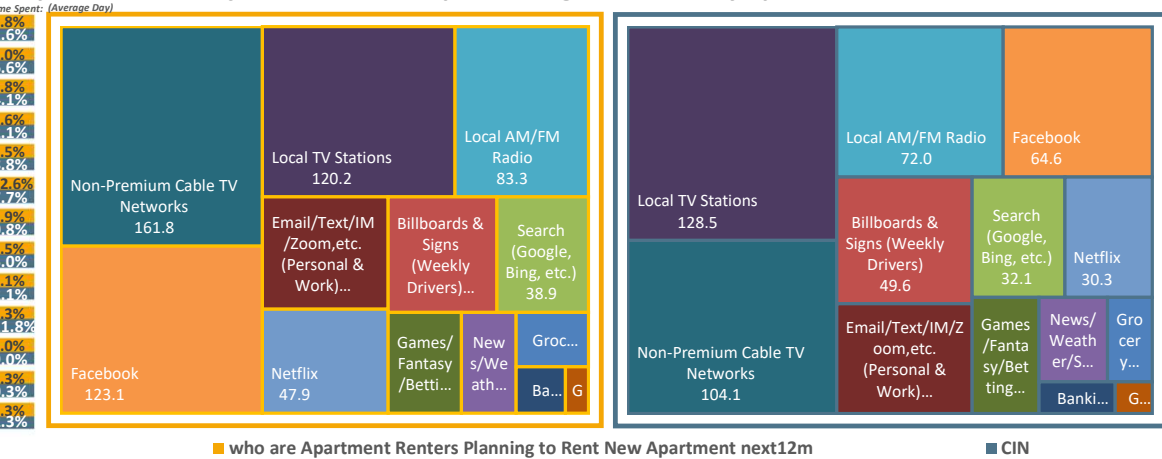


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 9 hours and 50 minutes each day with All Forms of Ad-Supported Media. 88.5% listen to Local AM/FM Radio for an avg. of 77.6 minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

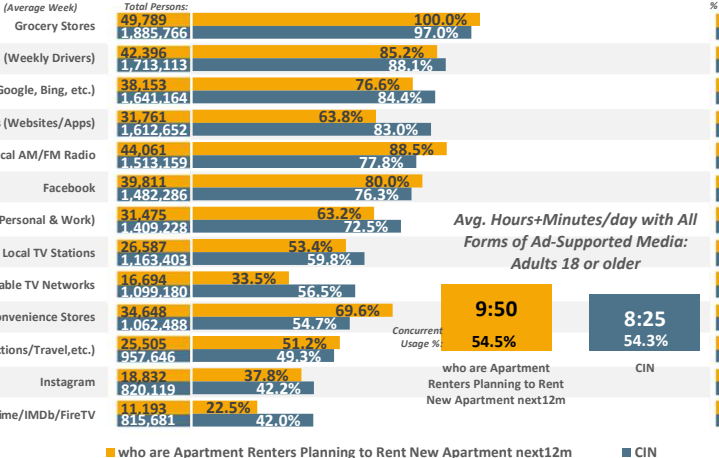
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



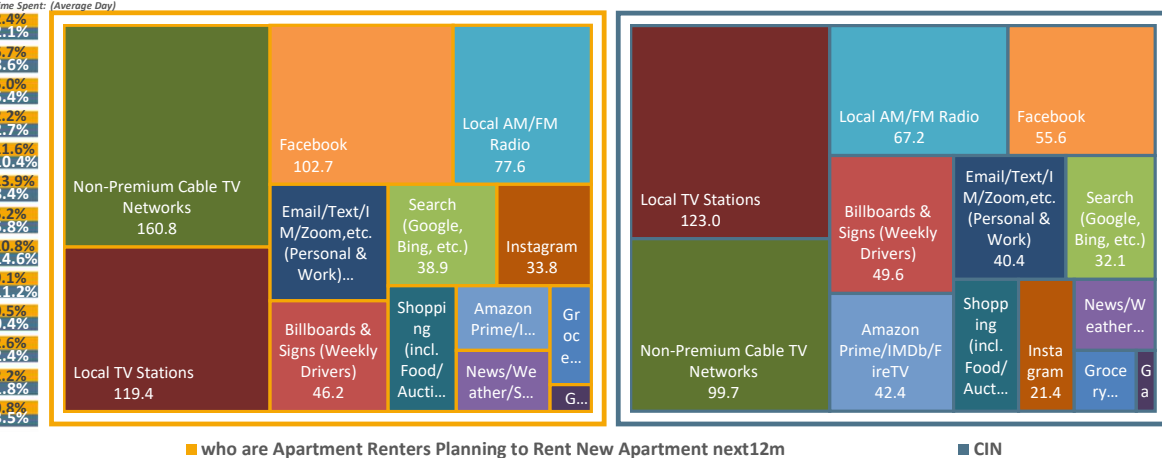
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



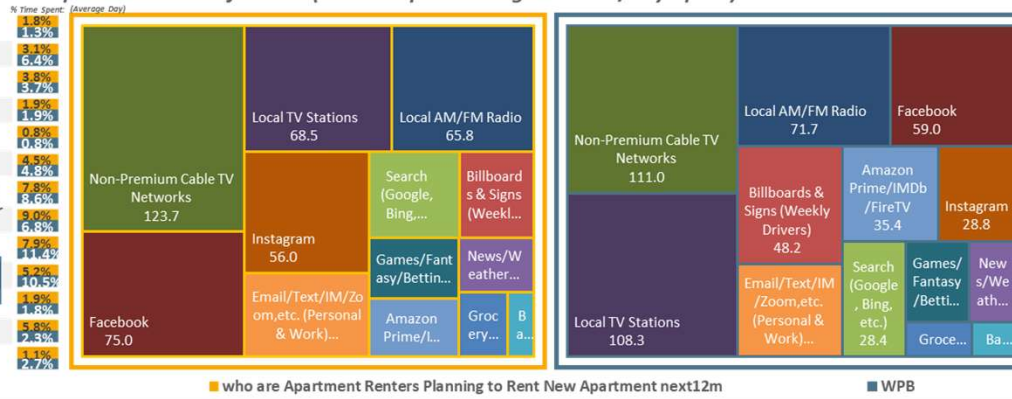
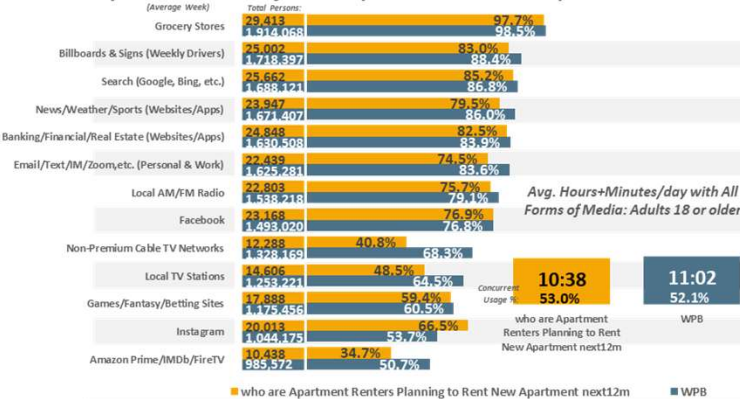
[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



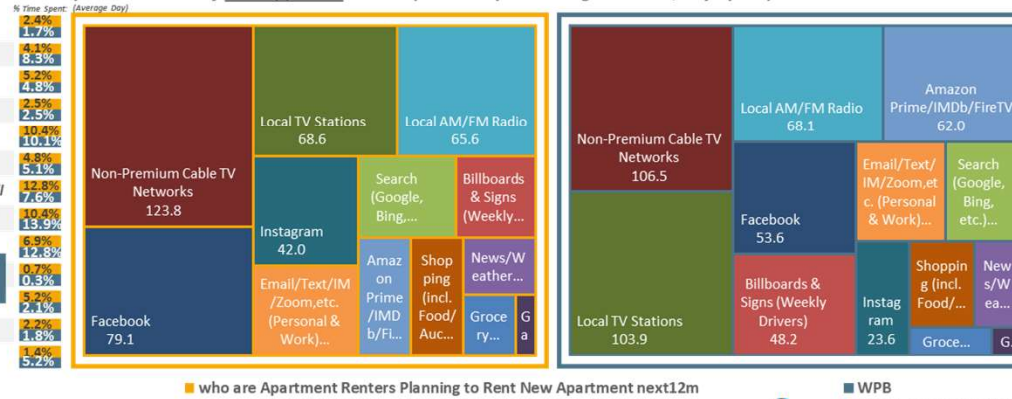
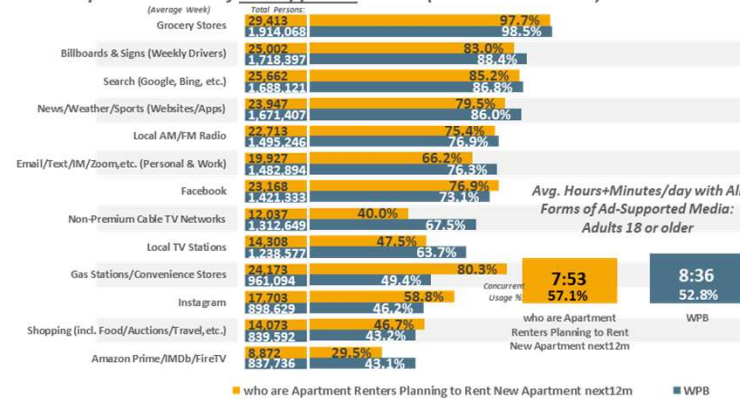


Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 75.4% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day.(Local Radio delivers 10.4% of Time with Ad-Supported Media.)

**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**

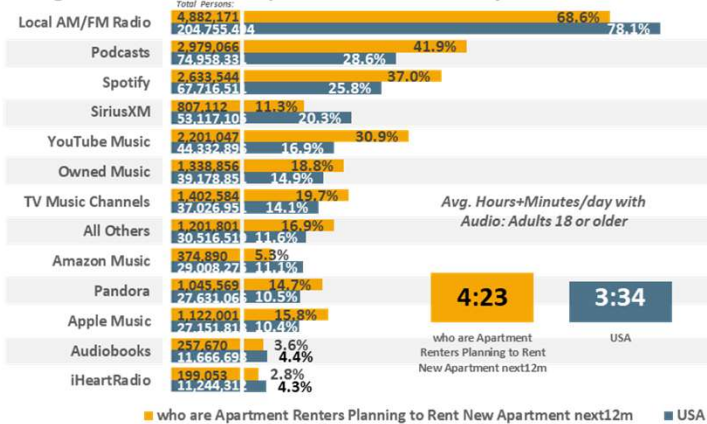




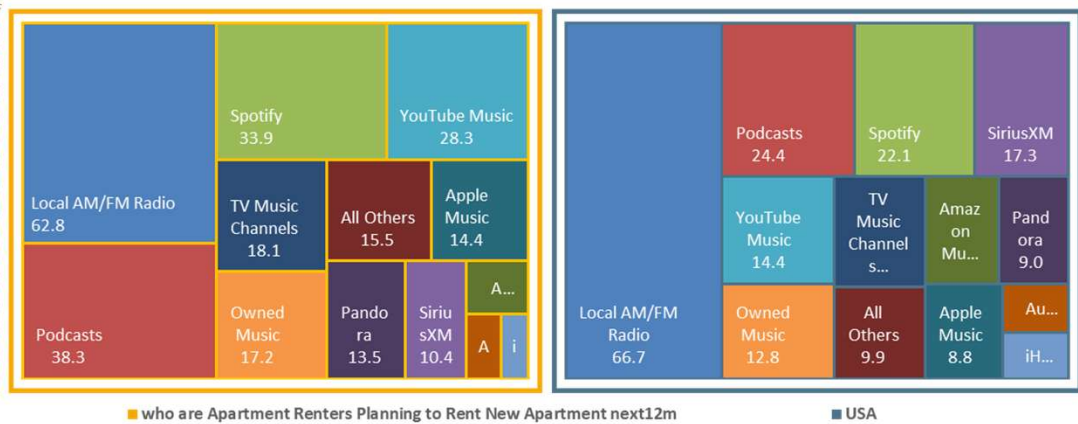


4,801,600 or 67.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 34.0% of all time spent daily with Ad-Supported Audio.

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



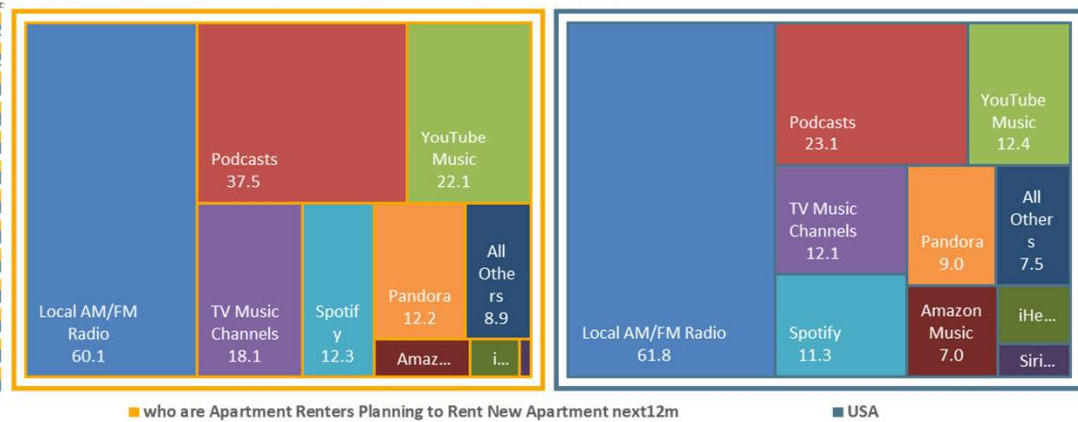
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



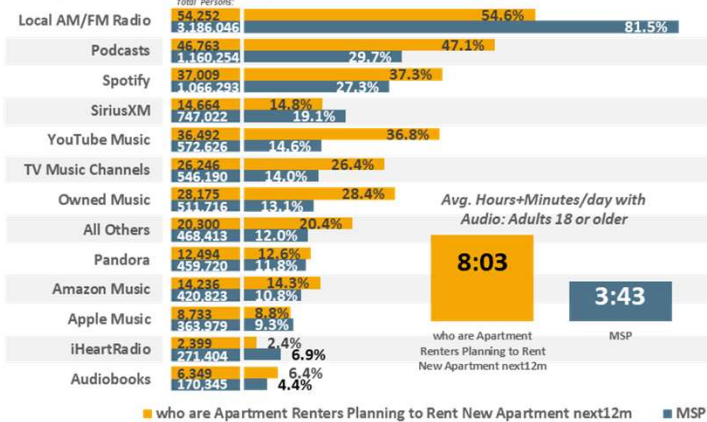
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



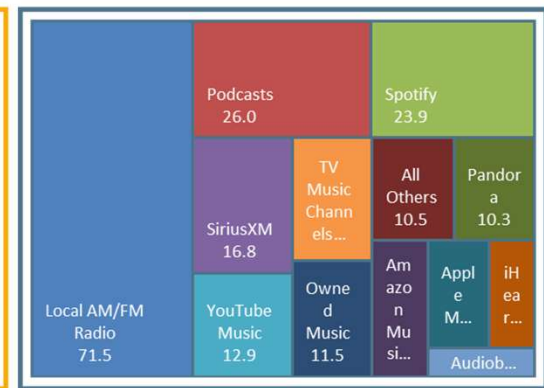
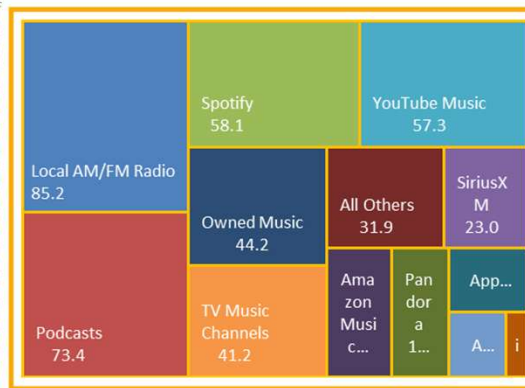


54,024 or 54.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 80.1 minutes every day representing 28.8% of all time spent daily with Ad-Supported Audio.

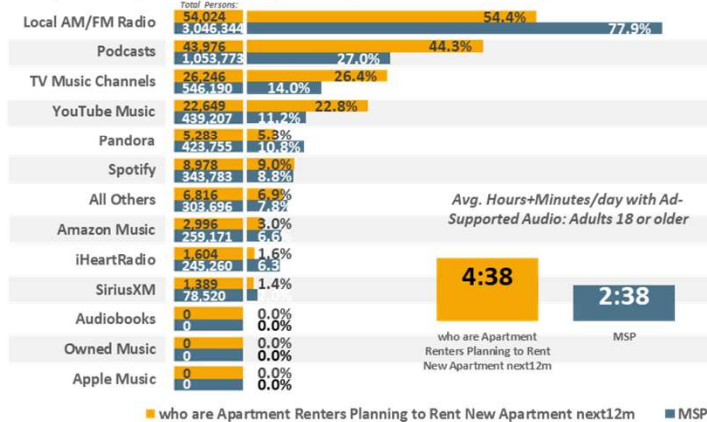
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



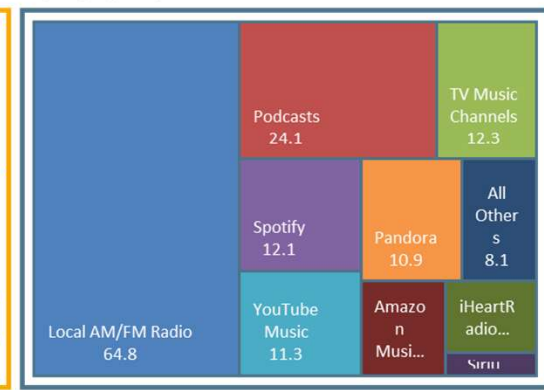
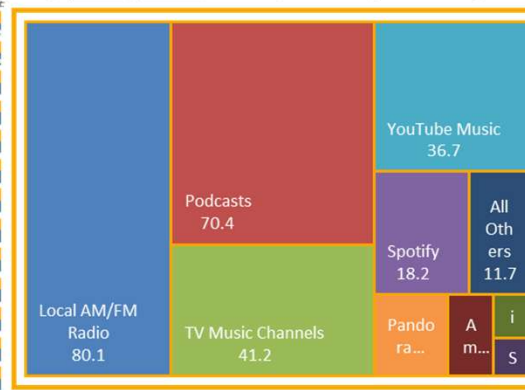
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



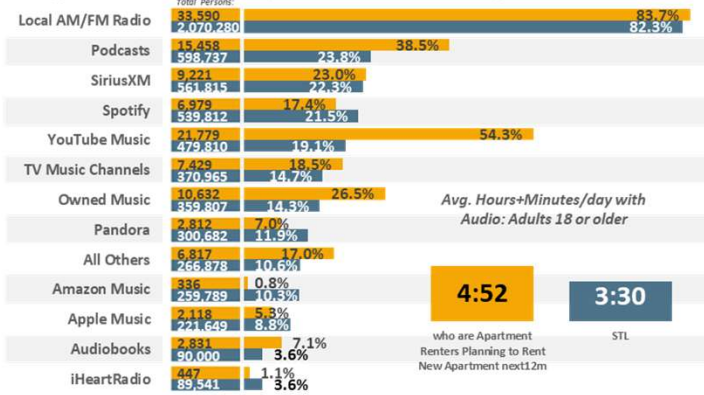
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



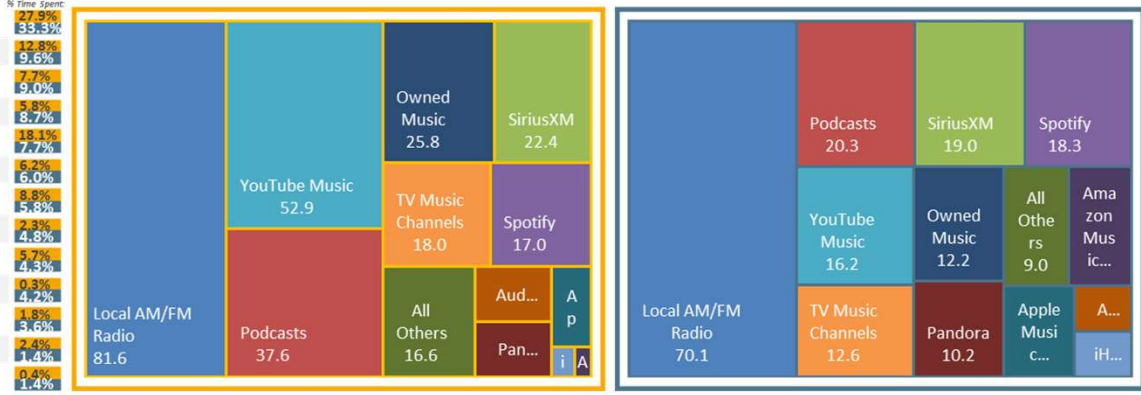


32,873 or 81.9% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 75. minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

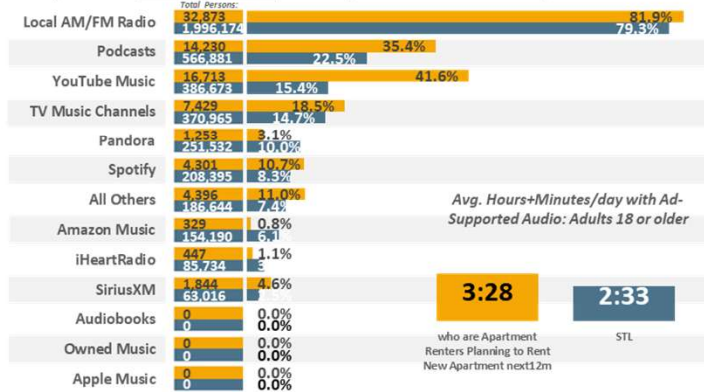
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



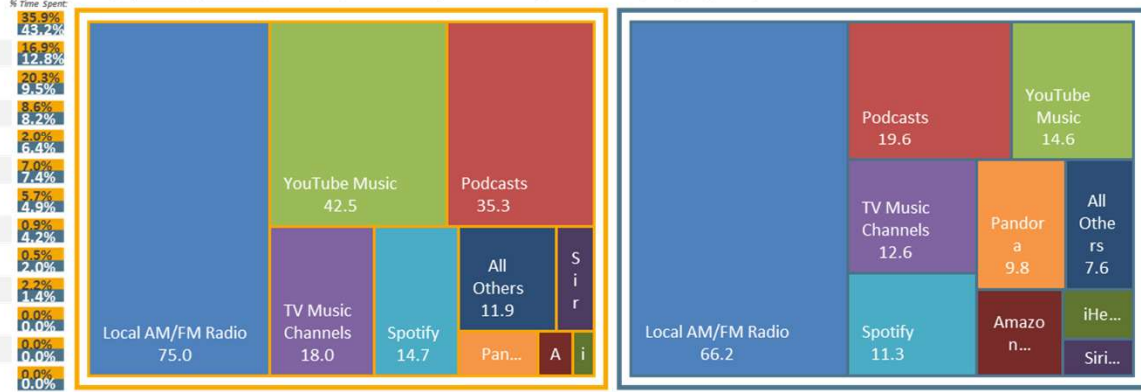
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

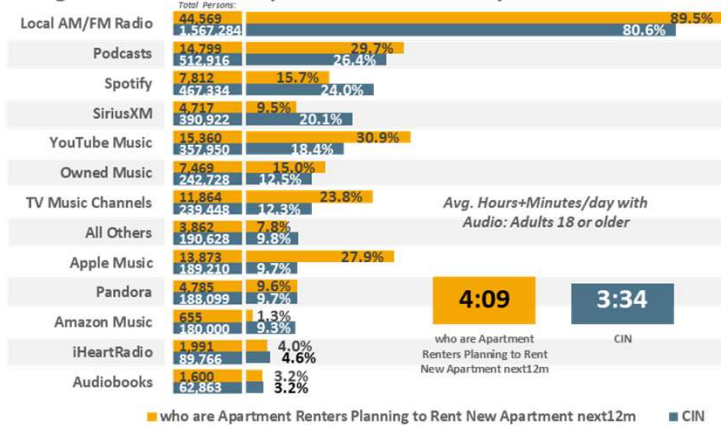




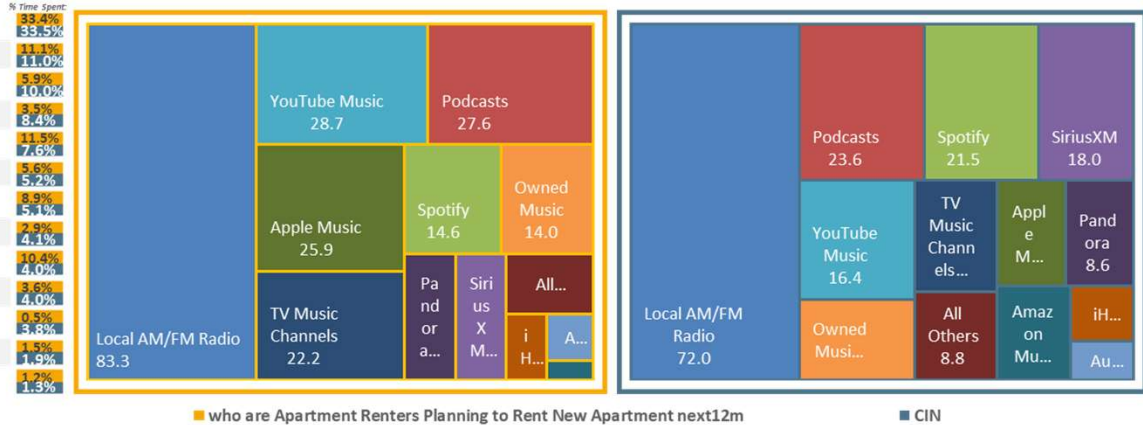


44,061 or 88.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.

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



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



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



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

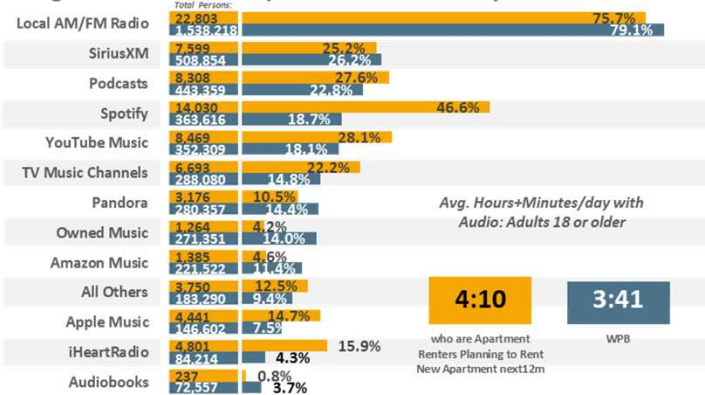




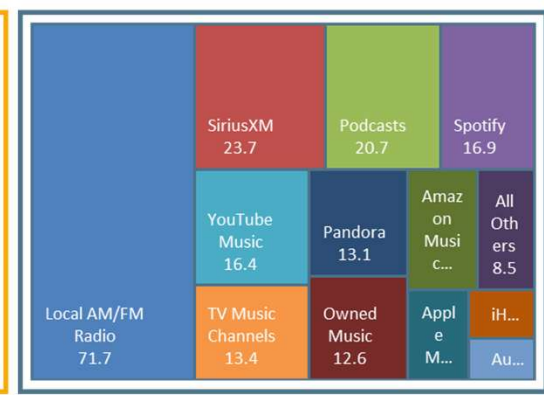
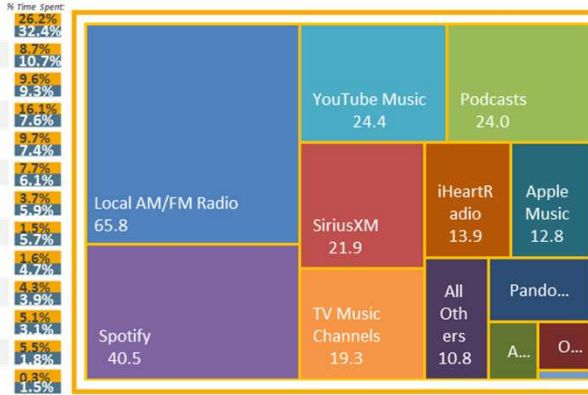


22,713 or 75.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.

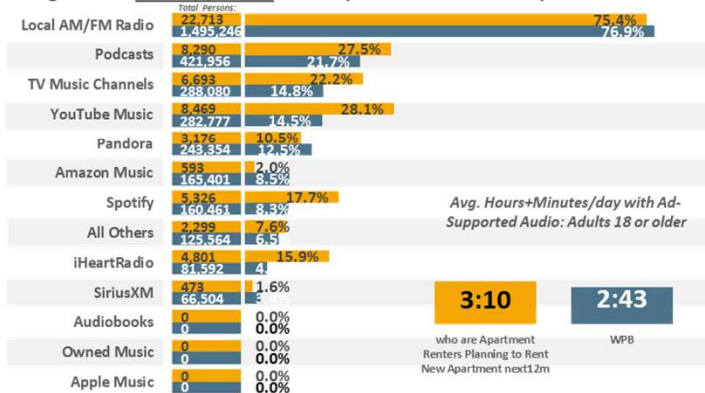
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



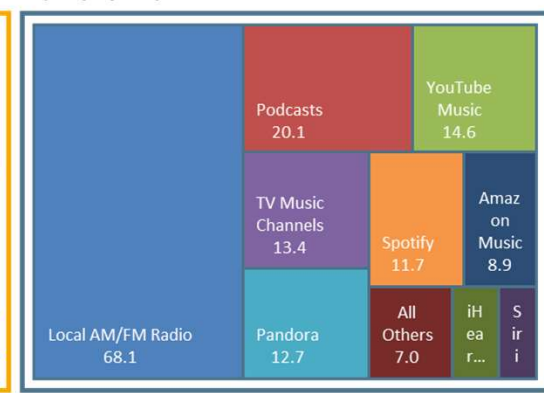
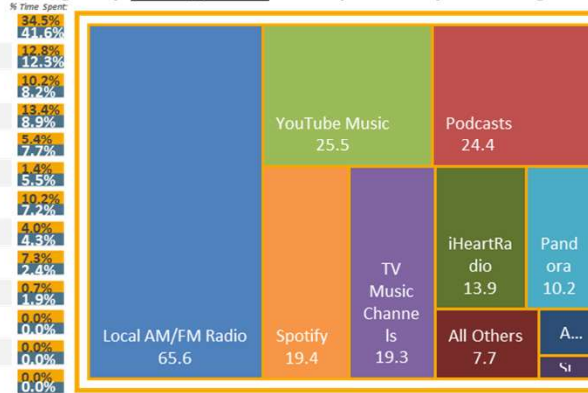
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

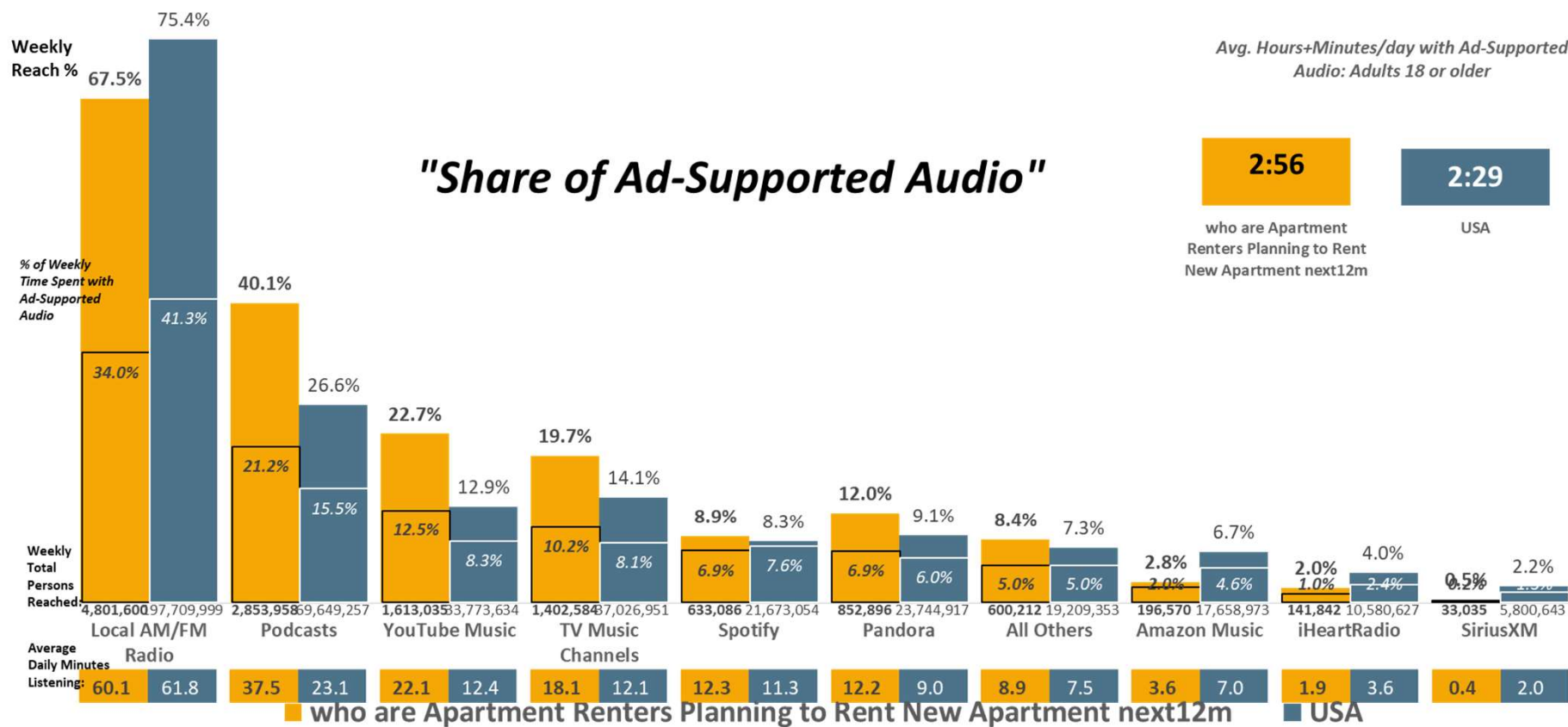


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



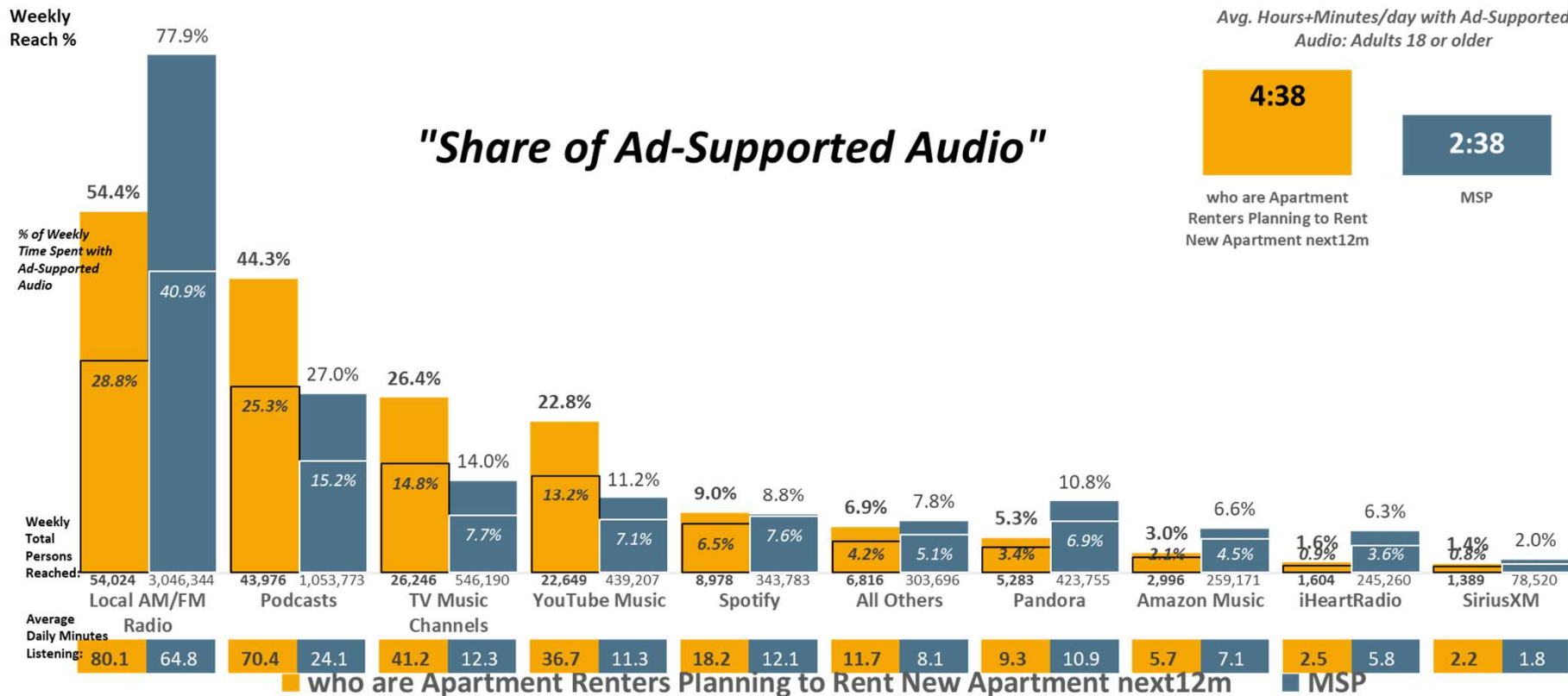


4,801,600 or 67.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 34.0% of all time spent daily with Ad-Supported Audio.



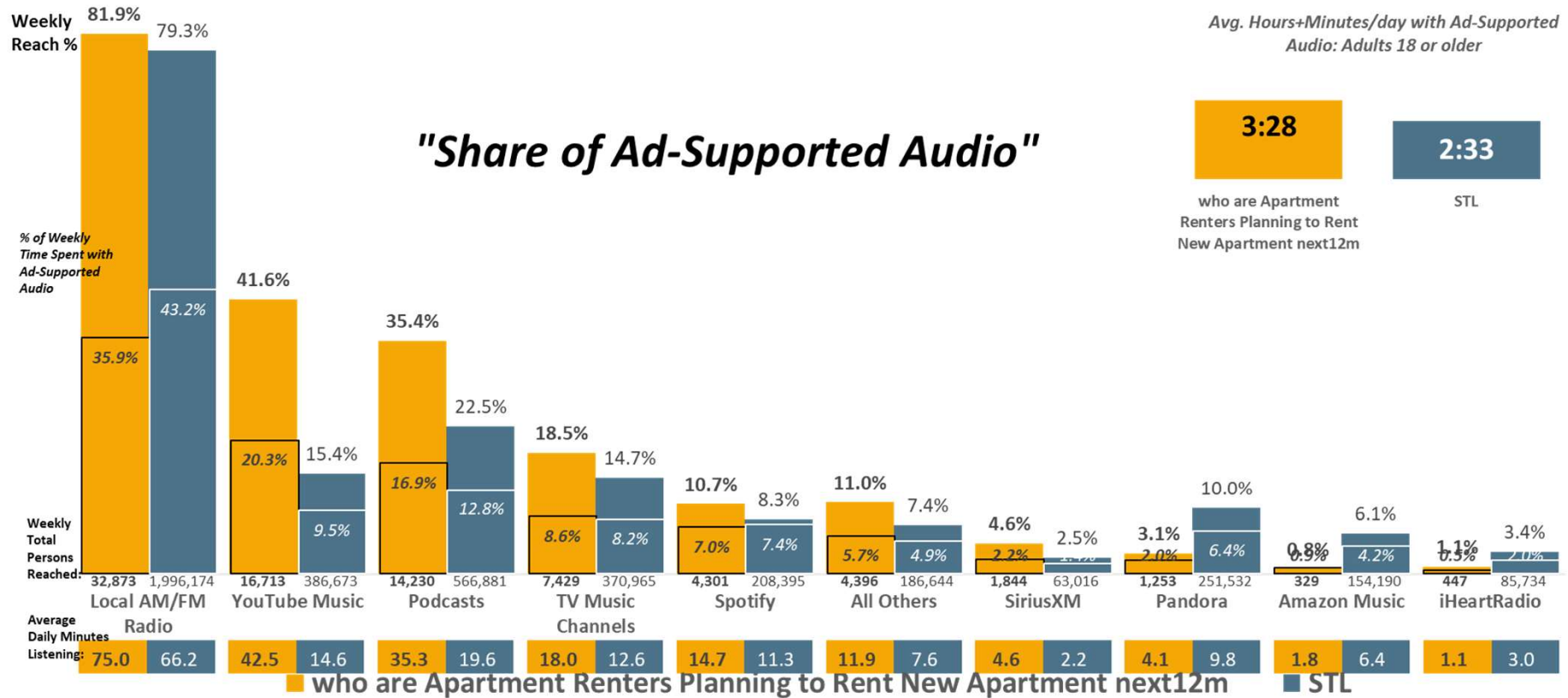


54,024 or 54.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 80.1 minutes every day representing 28.8% of all time spent daily with Ad-Supported Audio.





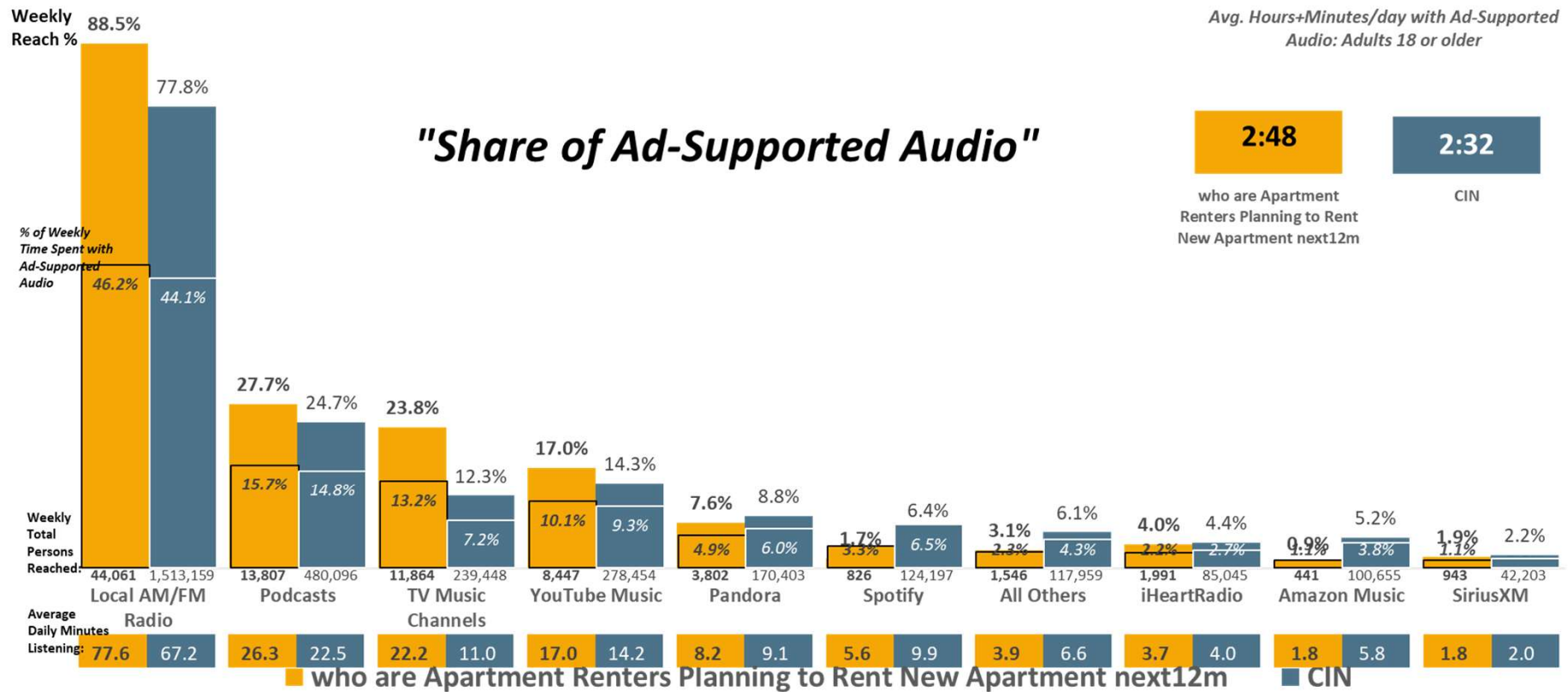
32,873 or 81.9% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 75. minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.





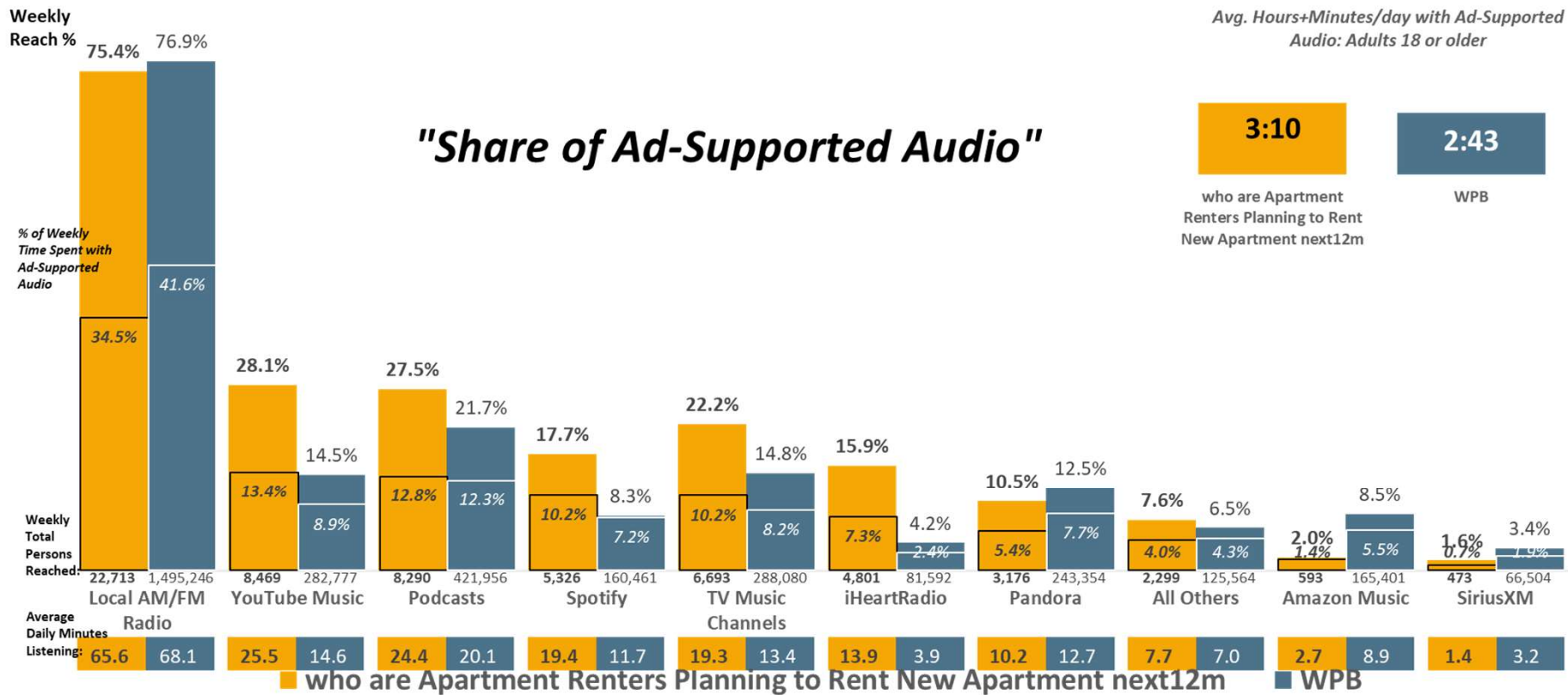


44,061 or 88.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.





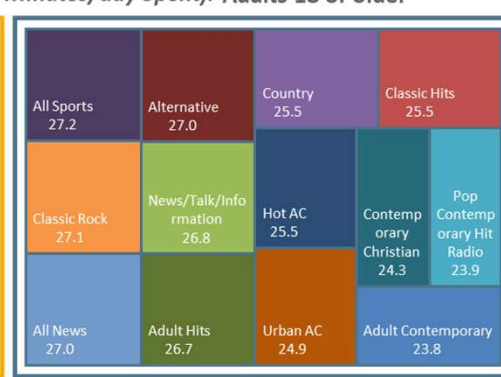
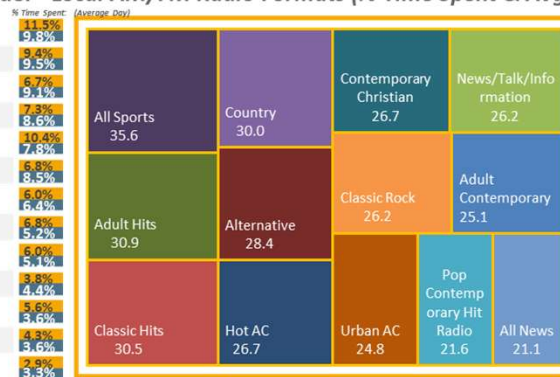
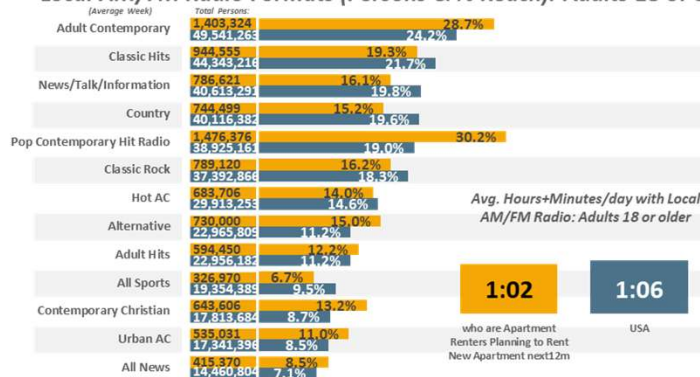
22,713 or 75.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.



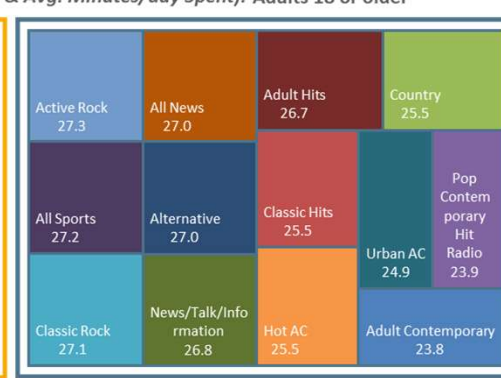
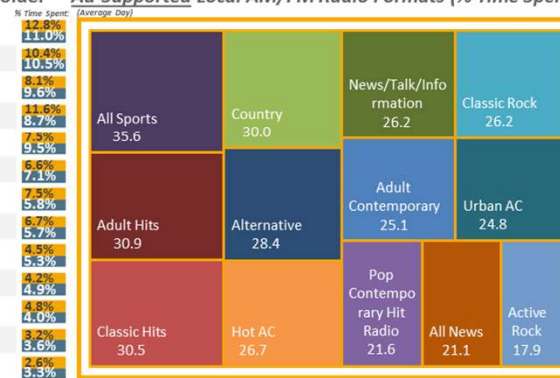
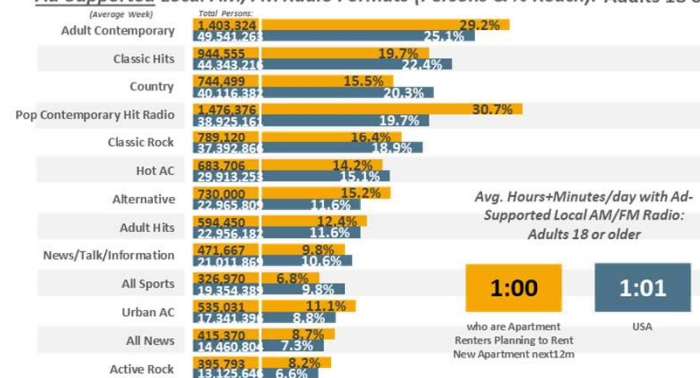


4,801,600 or 67.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and Count

**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**

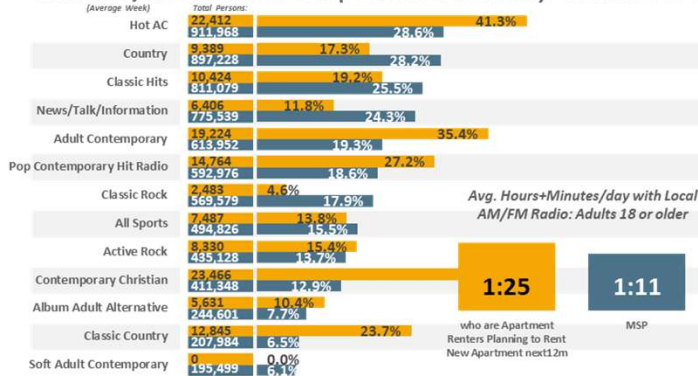




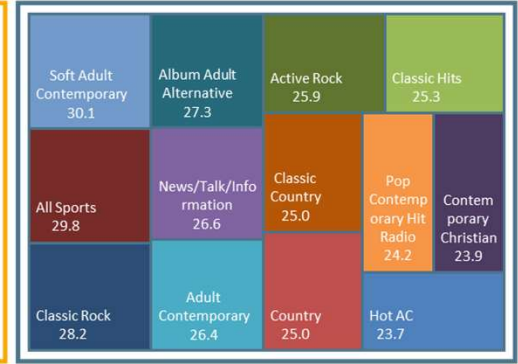
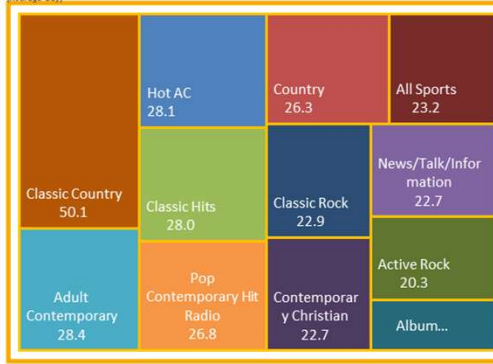


54,024 or 54.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Pop Contemporary Hit Radio, Classic Country, and Classic Hit

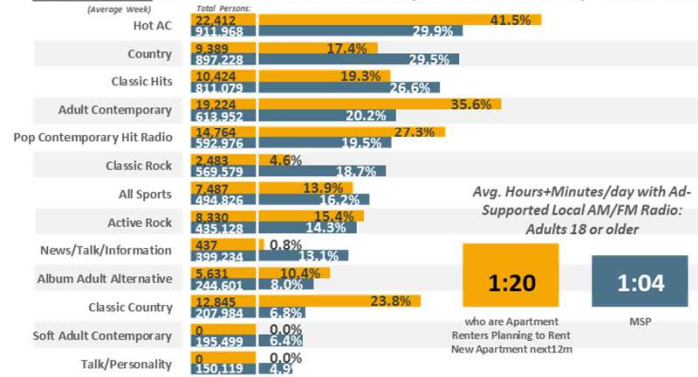
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



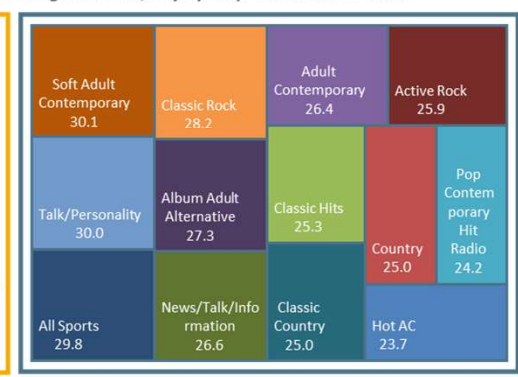
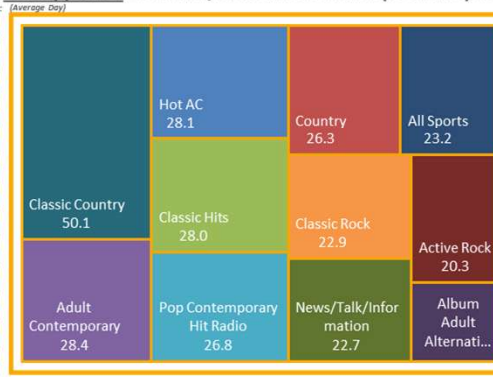
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

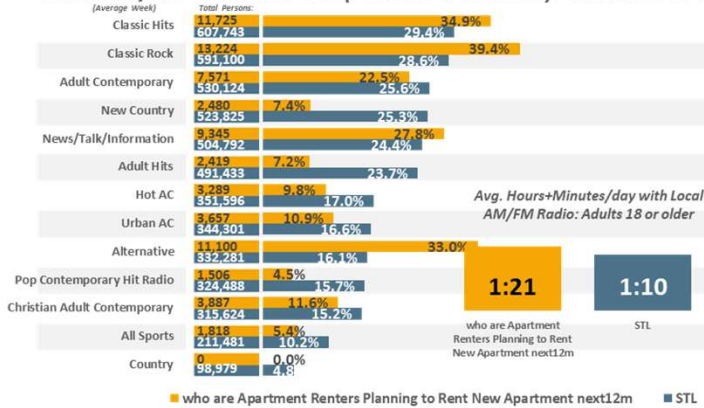




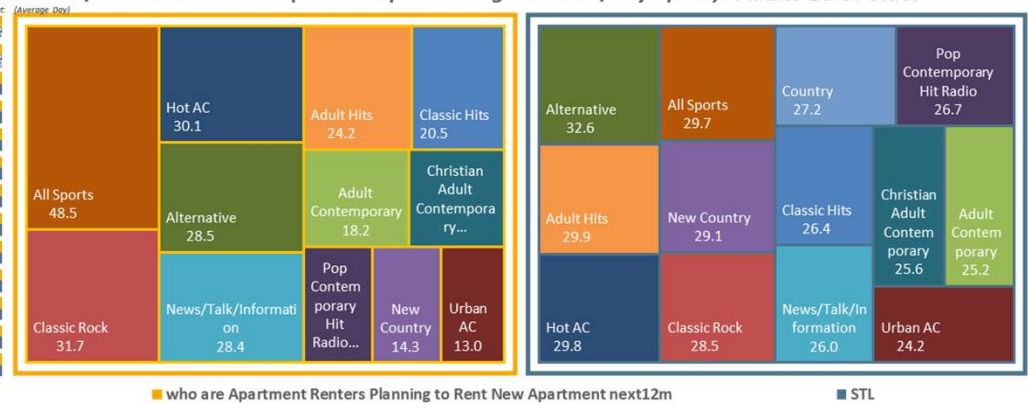


32,873 or 81.9% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Alternative, Adult Contemporary, and News/Talk/Information.

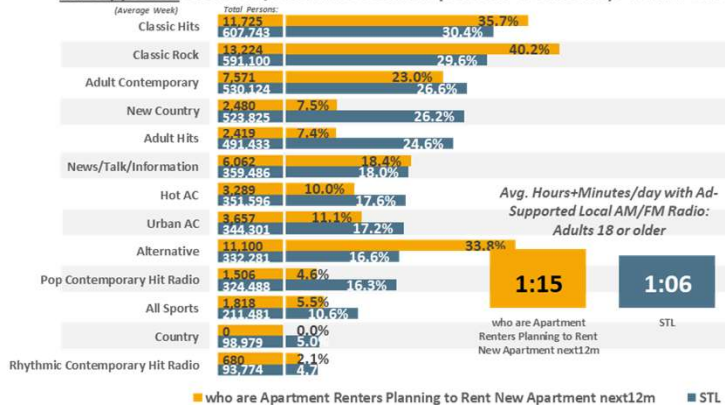
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



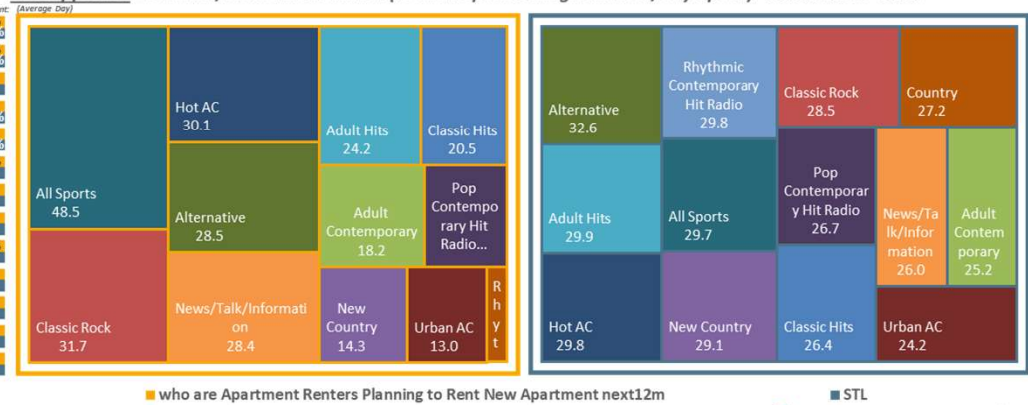
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



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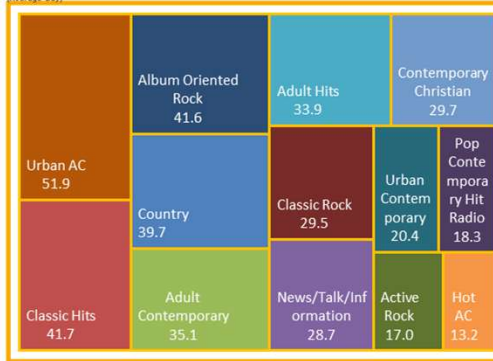
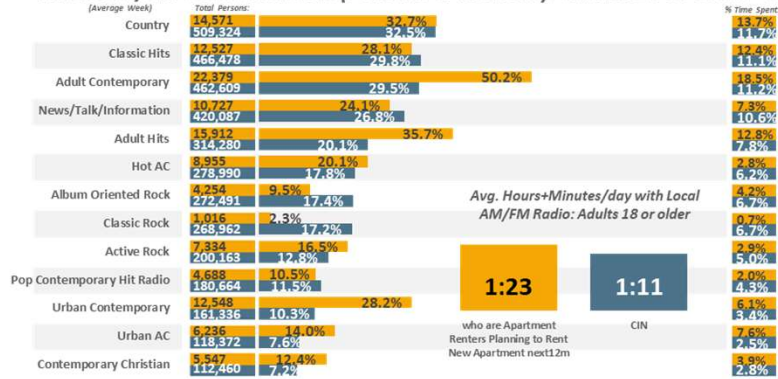
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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

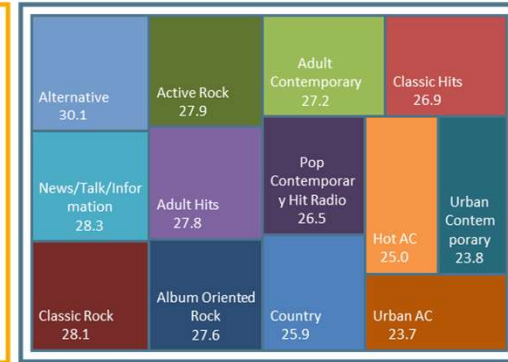
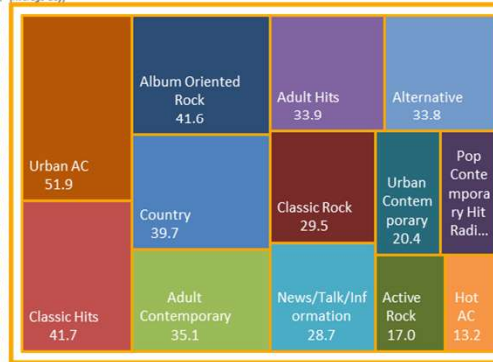
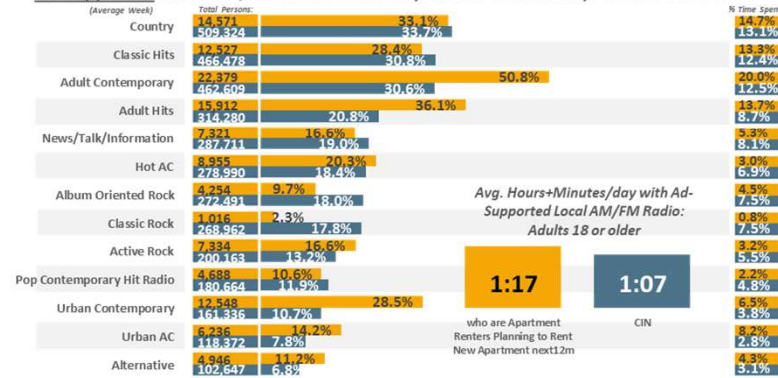


44,061 or 88.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Country, Urban Contemporary, and Classic Hits.

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



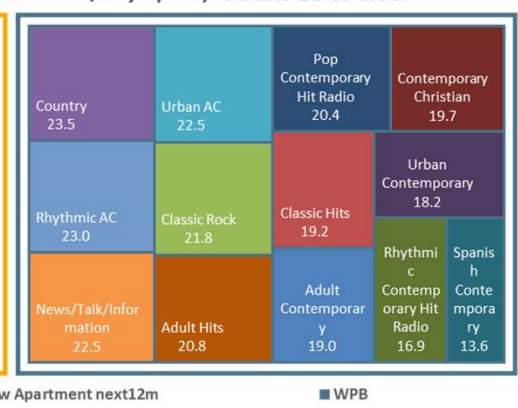
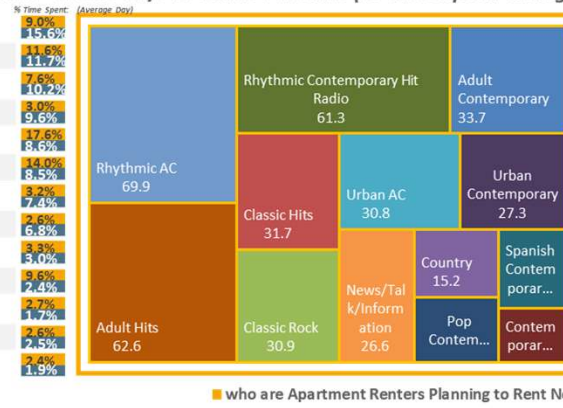
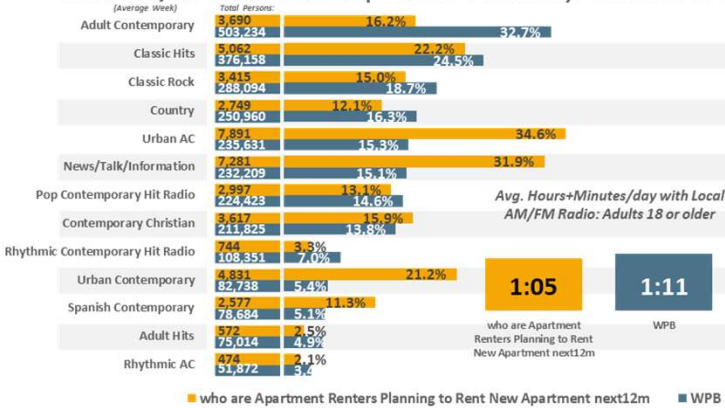
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



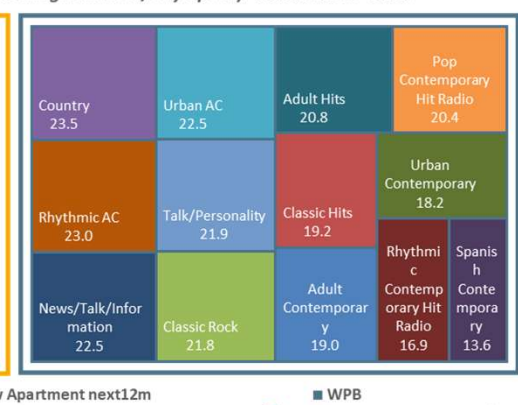
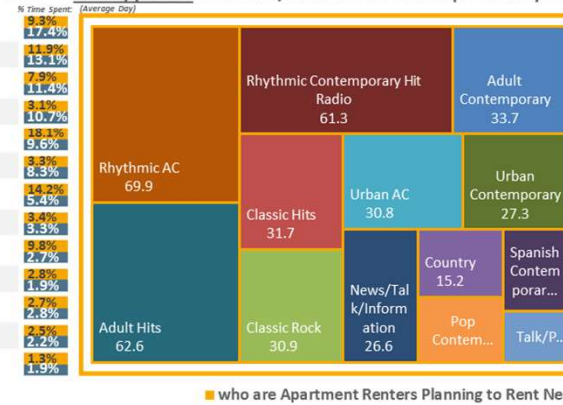
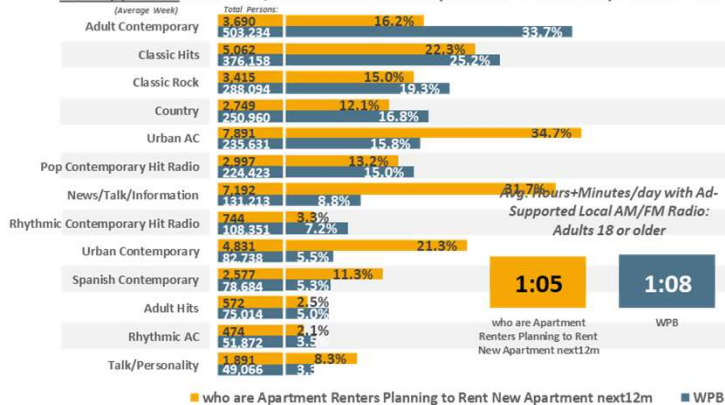


22,713 or 75.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, News/Talk/Information, Classic Hits, Urban Contemporary, and Adult Contemporar

### 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



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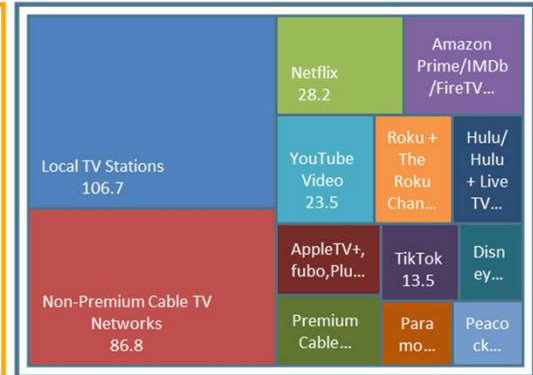
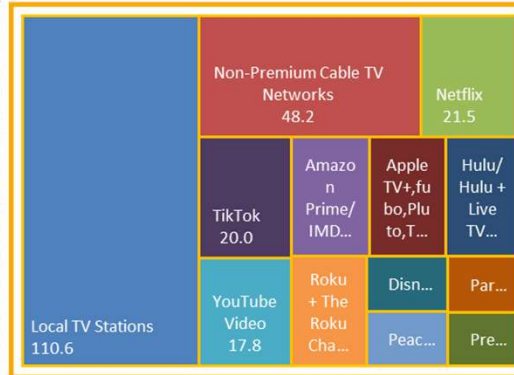
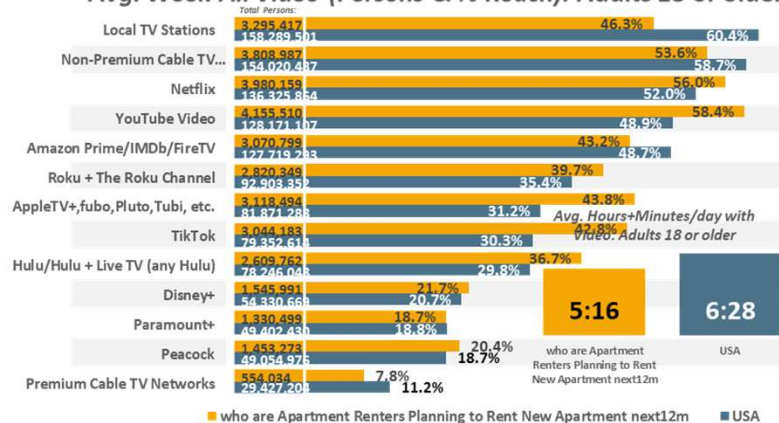




3,244,771 or 45.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 106.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Video.

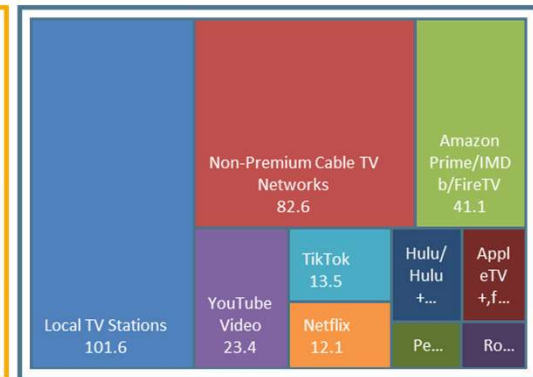
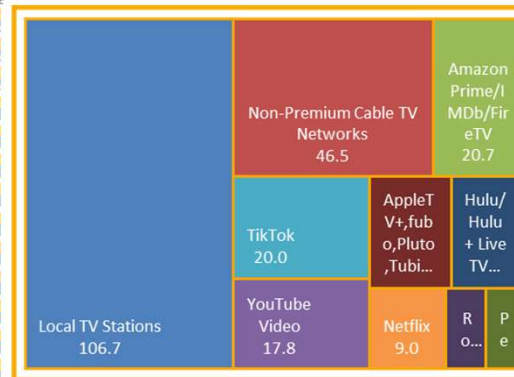
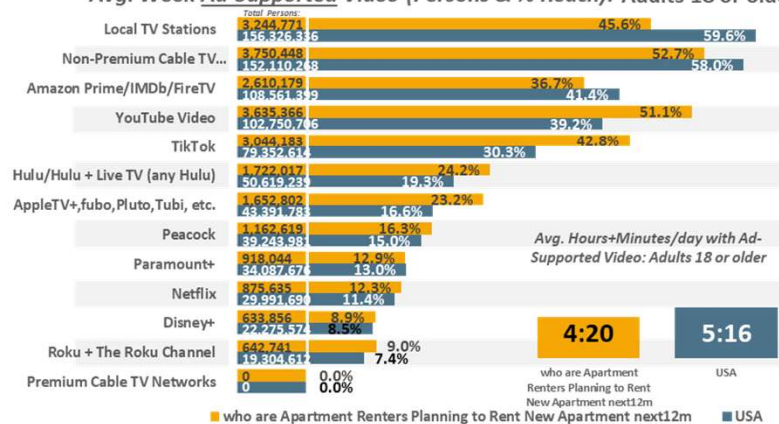
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 613  
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[[Owne or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

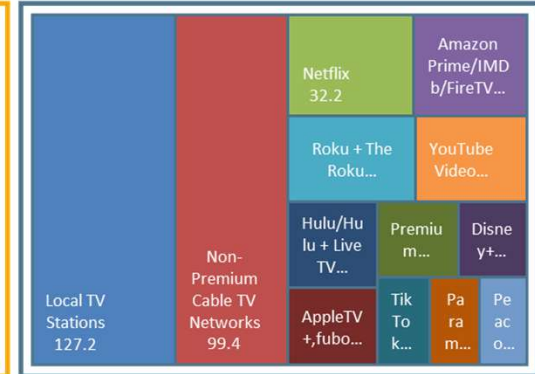
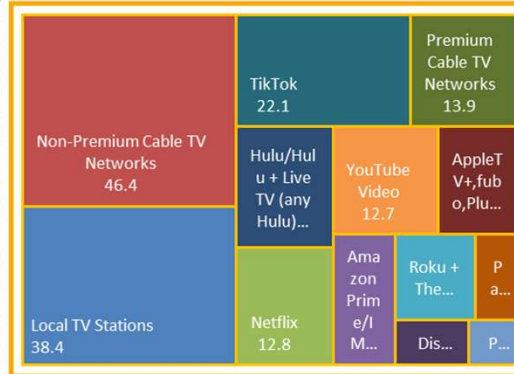
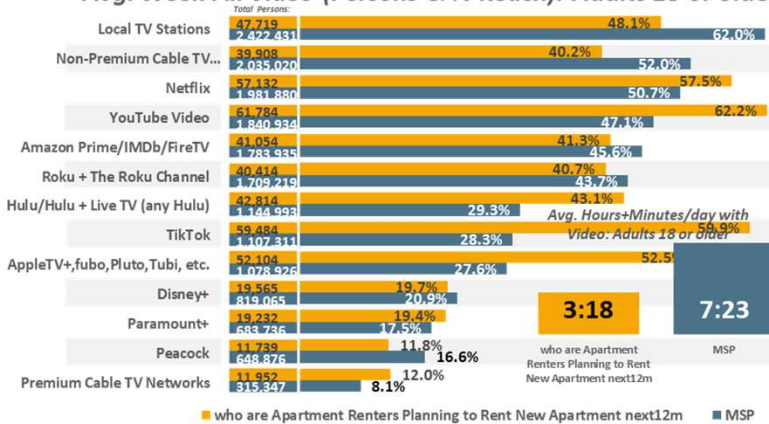




47,235 or 47.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 37.7 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.

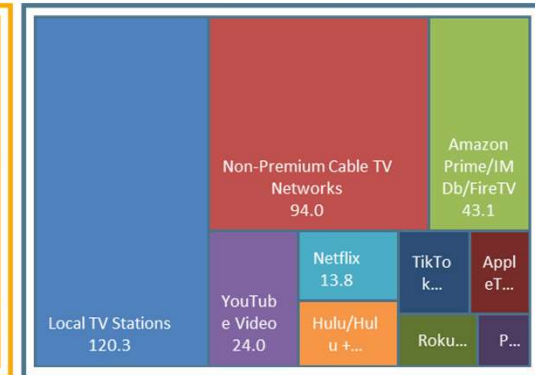
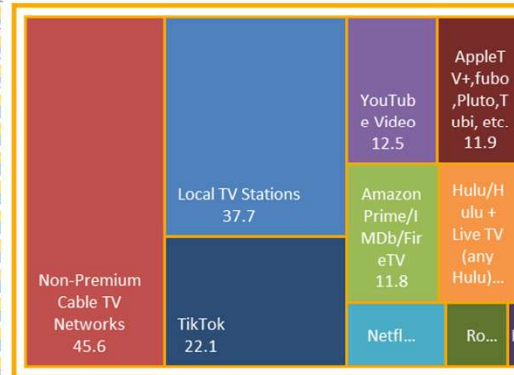
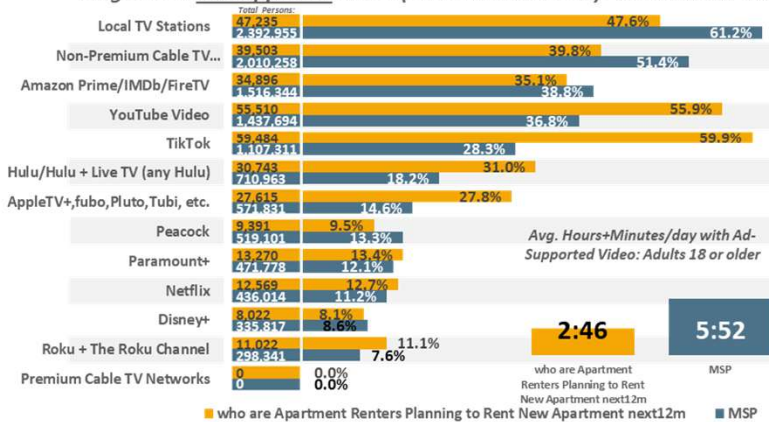
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 44  
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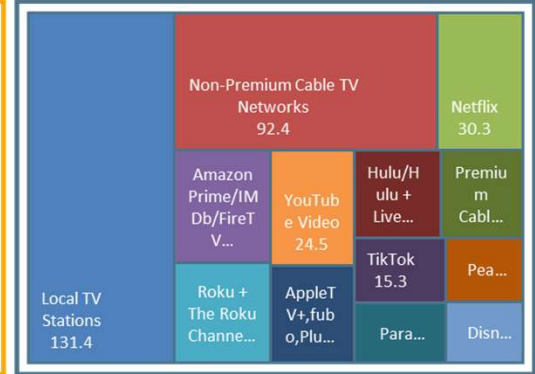
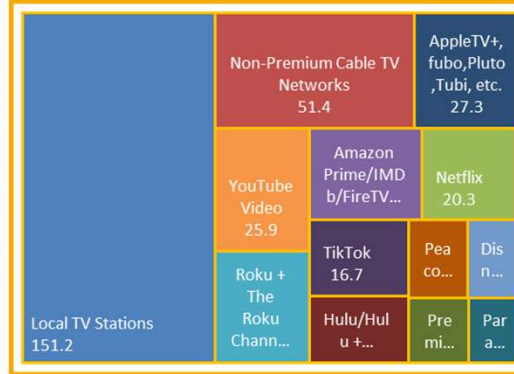
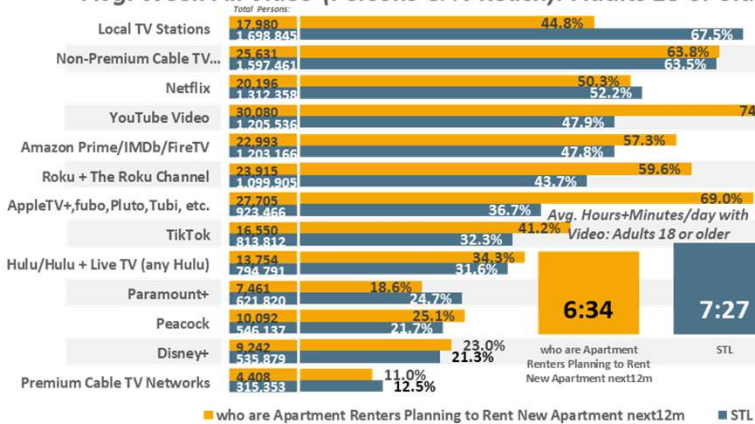
[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



17,707 or 44.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 150.7 minutes every day representing 44.2% of all time spent daily with Ad-Supported Video.

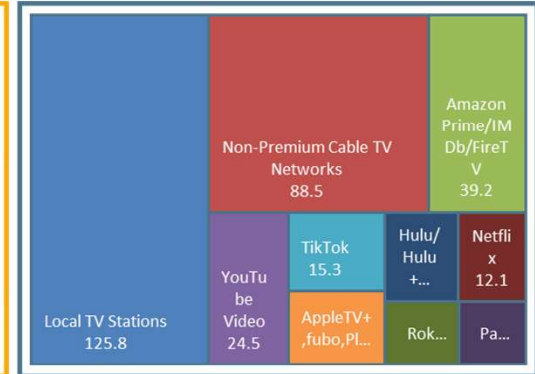
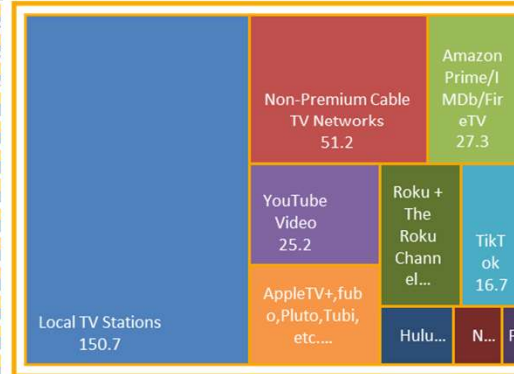
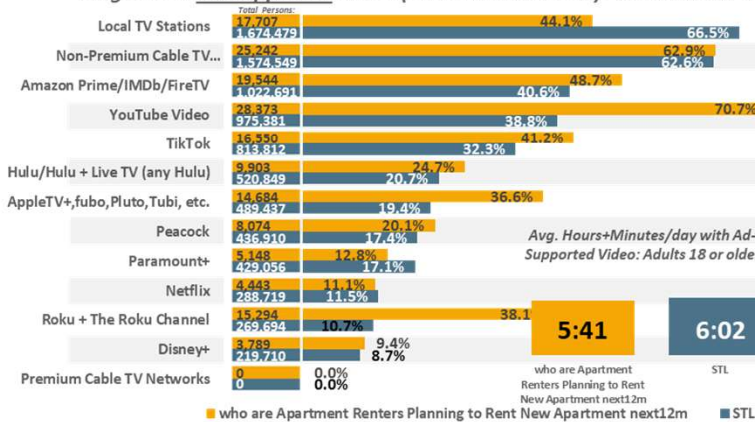
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

### 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



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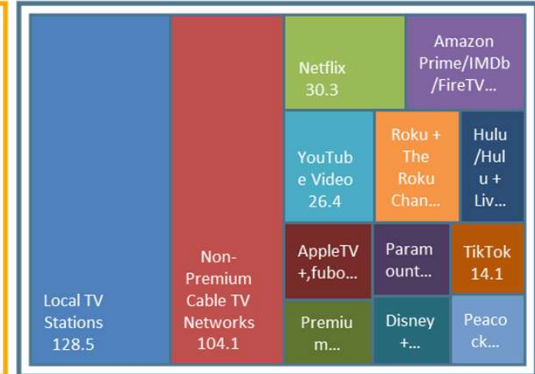
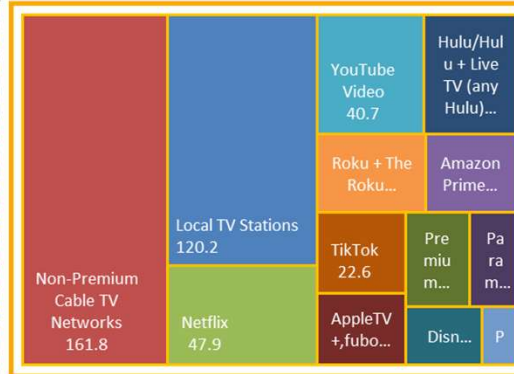
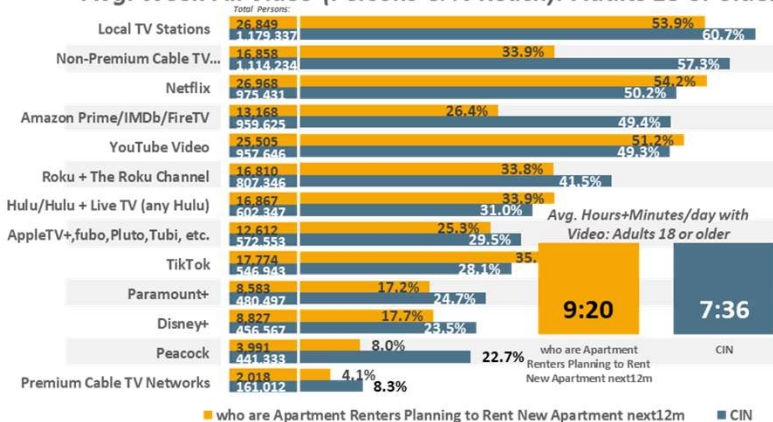




26,587 or 53.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 119.4 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

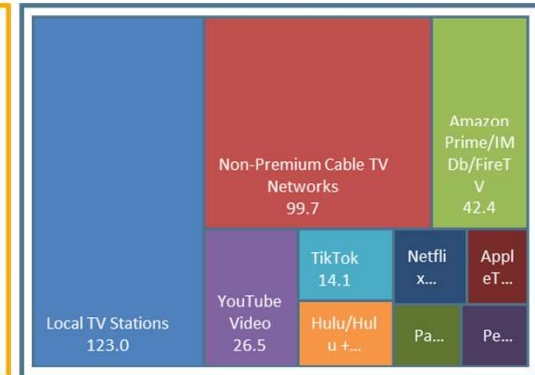
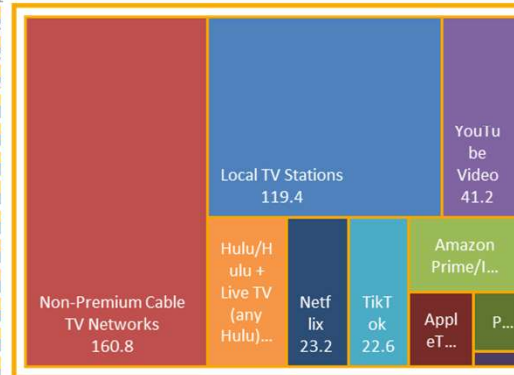
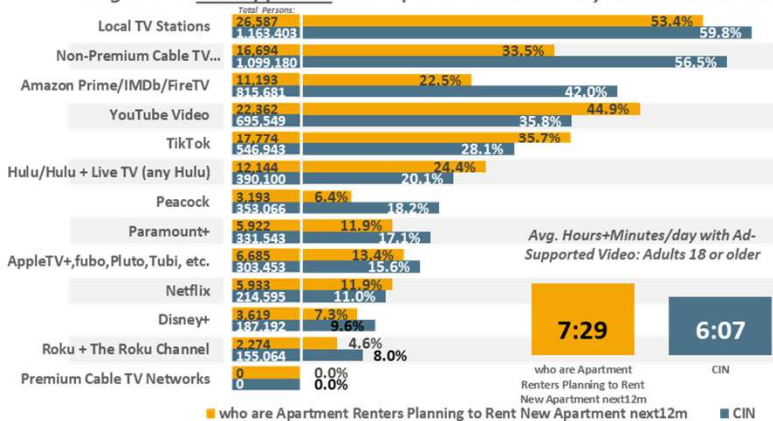
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



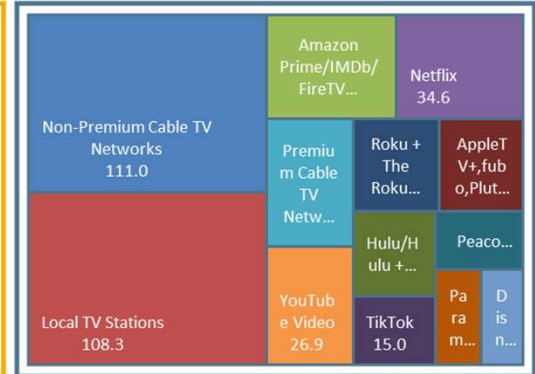
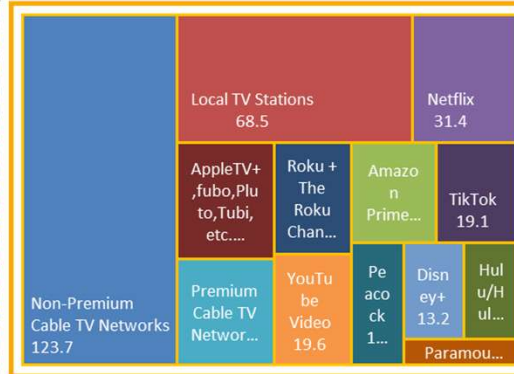
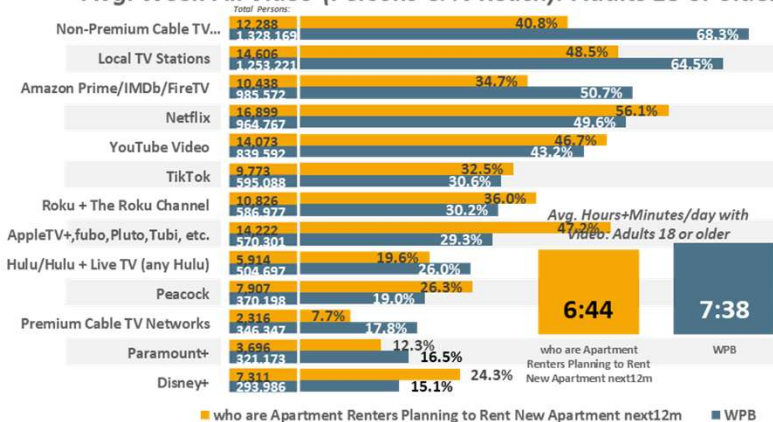




14,308 or 47.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 68.6 minutes every day representing 21.% of all time spent daily with Ad-Supported Video.

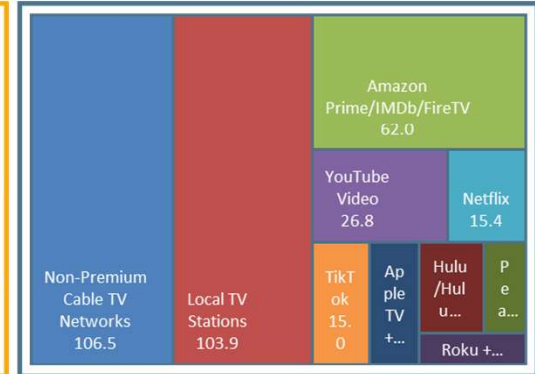
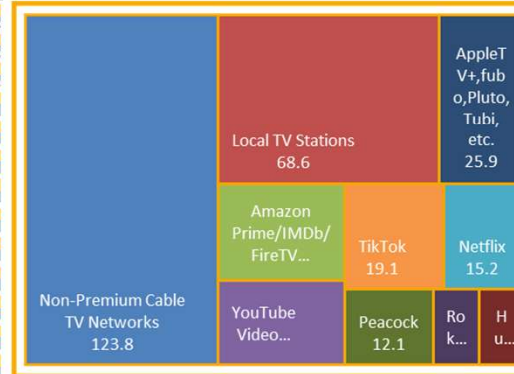
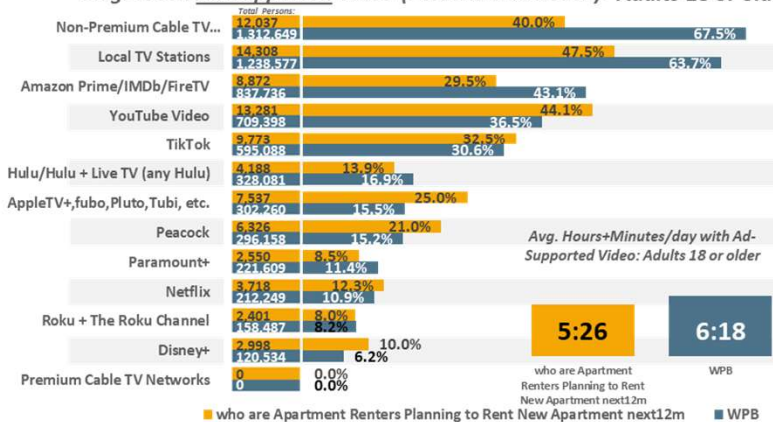
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



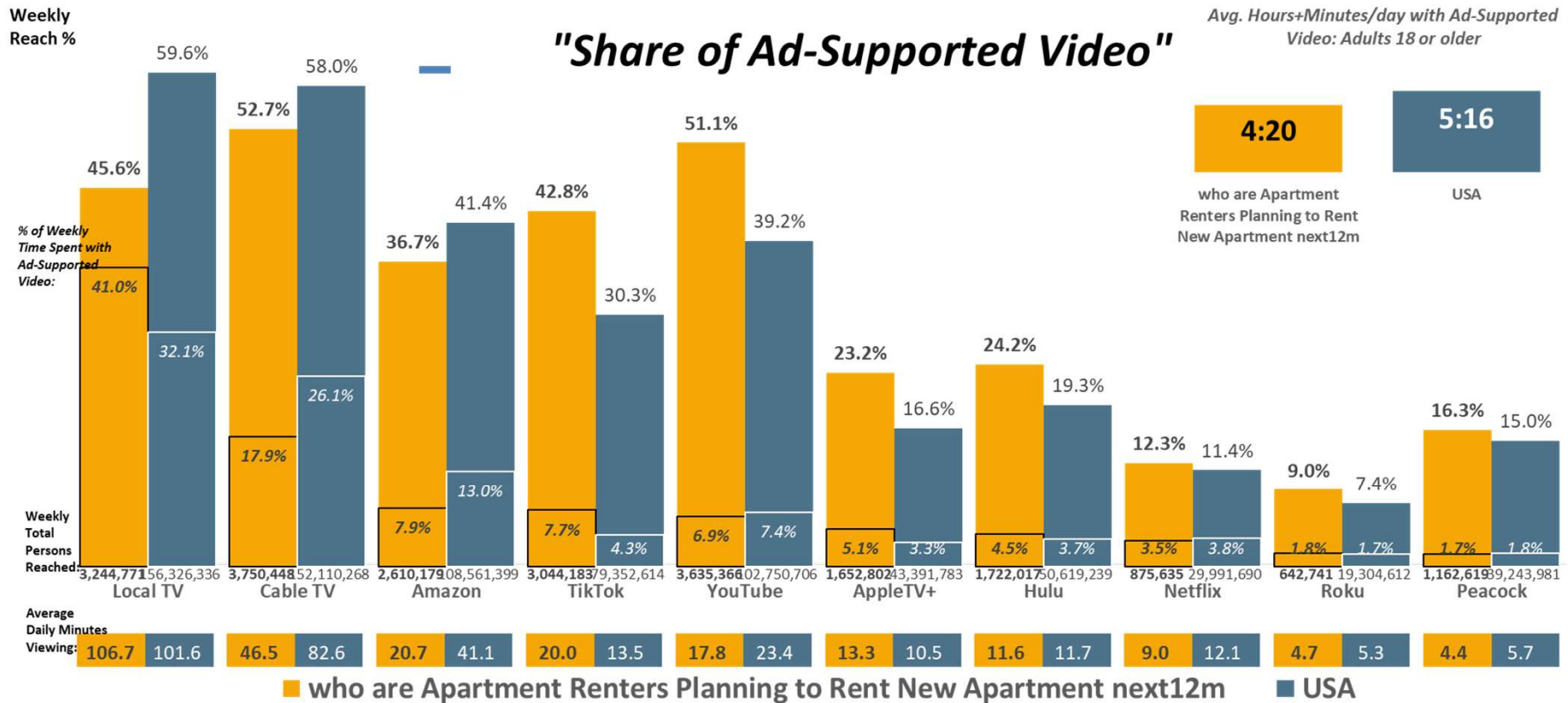
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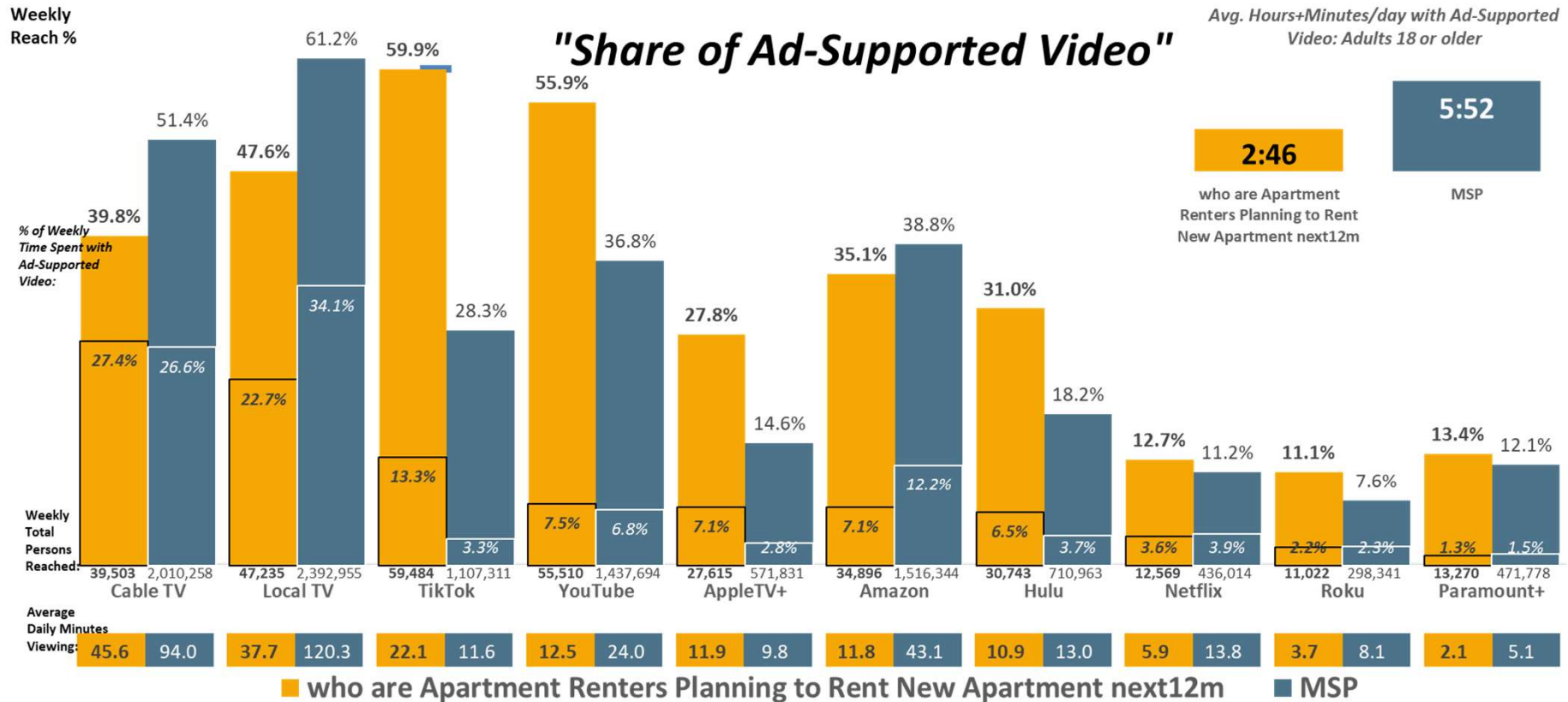


3,244,771 or 45.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 106.7 minutes every day representing 41.0% of all time spent daily with Ad-Supported Video.





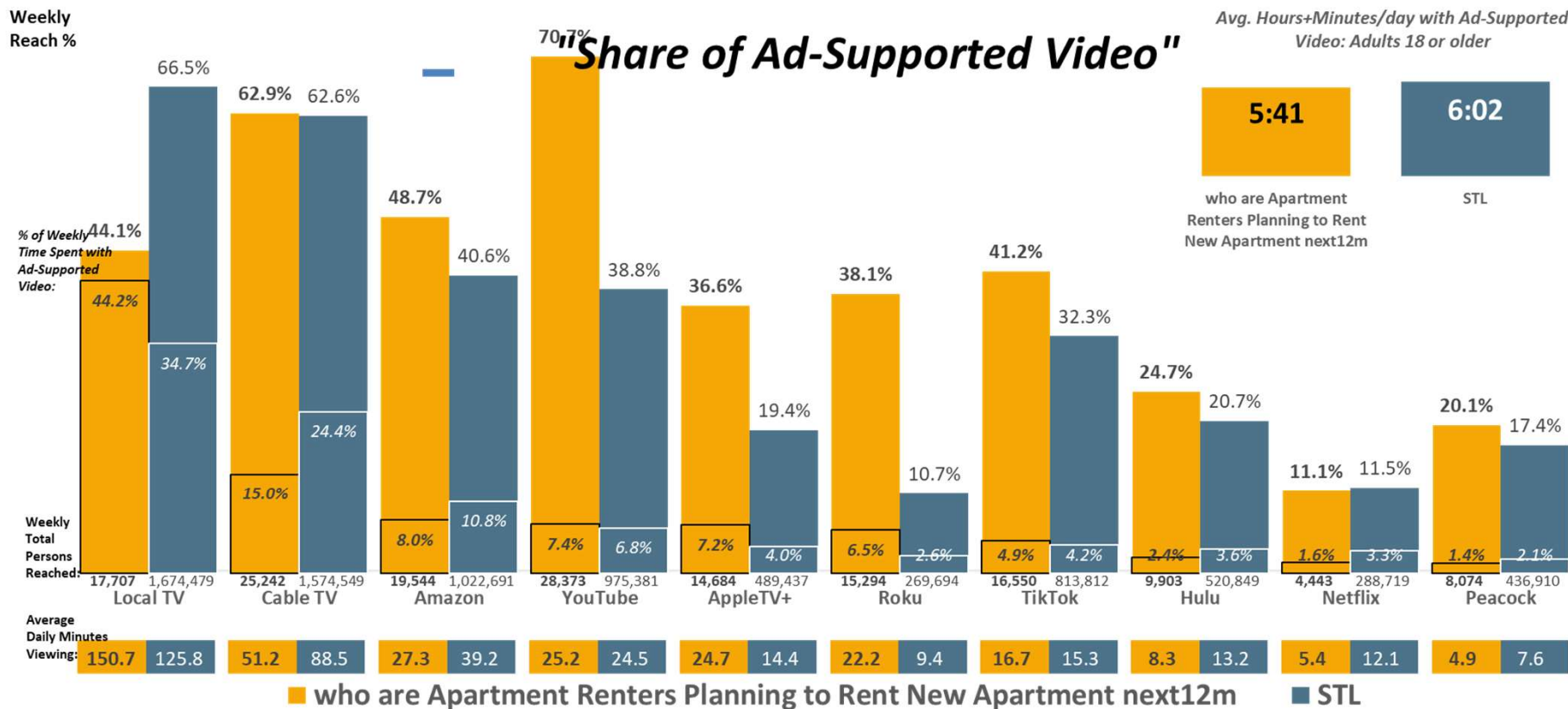
47,235 or 47.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 37.7 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.







17,707 or 44.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 150.7 minutes every day representing 44.2% of all time spent daily with Ad-Supported Video.



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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

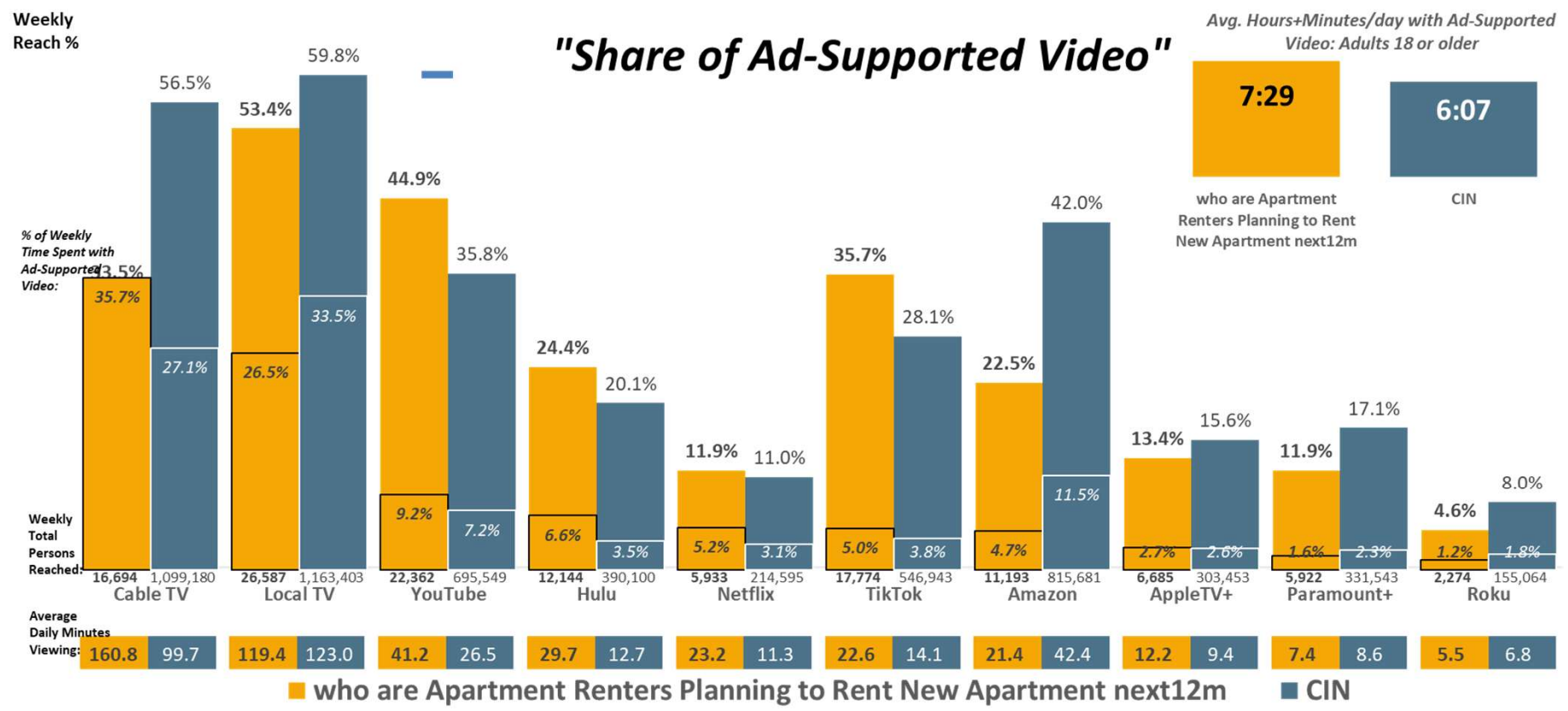
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



26,587 or 53.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 119.4 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

# "Share of Ad-Supported Video"



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

**7:29**  
who are Apartment Renters Planning to Rent New Apartment next12m

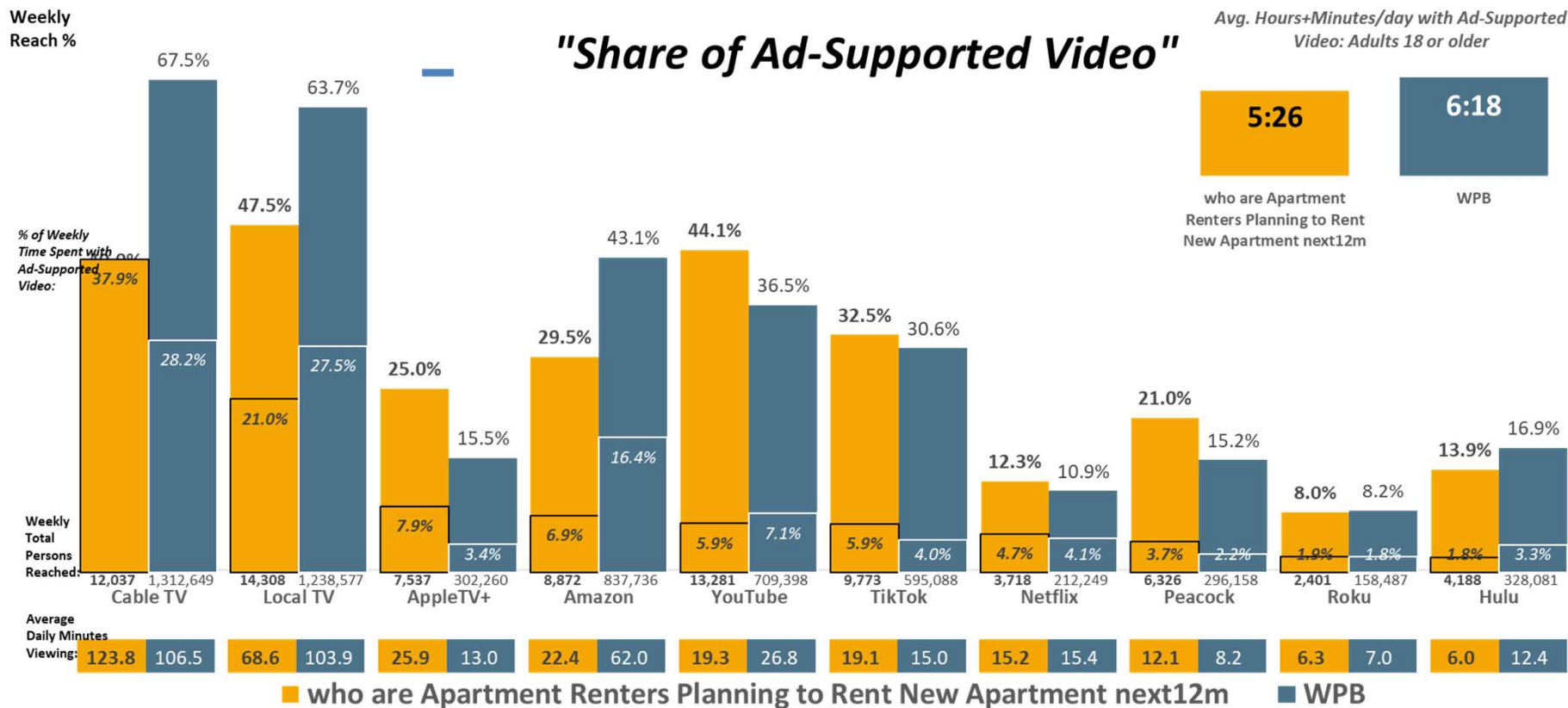
**6:07**  
CIN

[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



14,308 or 47.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations for an average of 68.6 minutes every day representing 21.% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 36 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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**soefa.ai** Share of Everything for Anything

[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



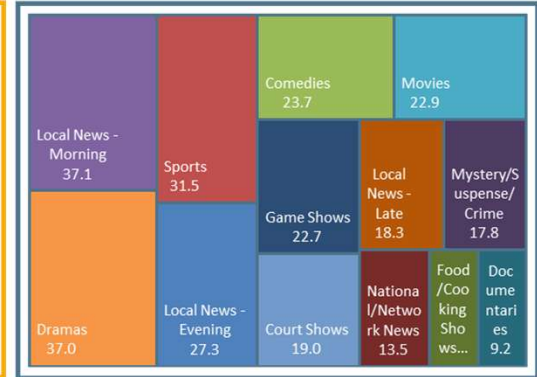
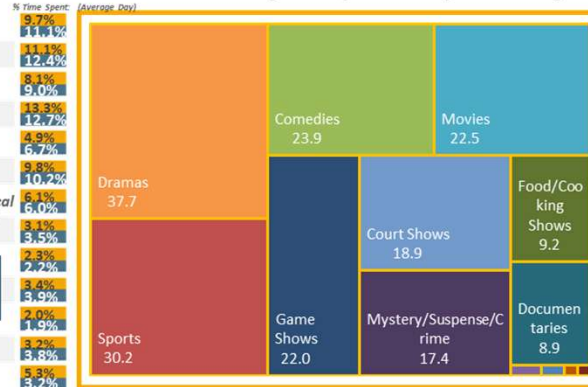


3,244,771 or 45.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Court Shows, and Game Show

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



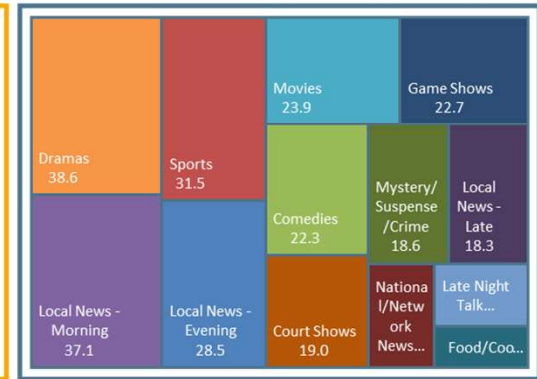
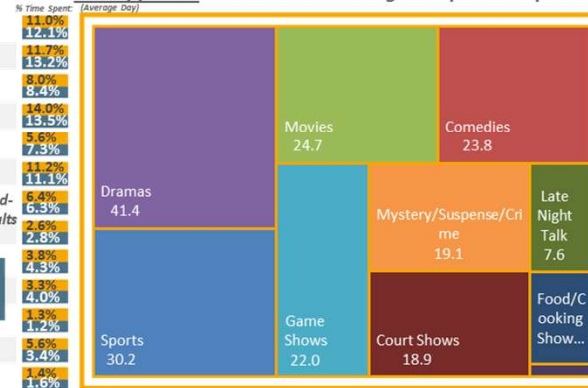
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



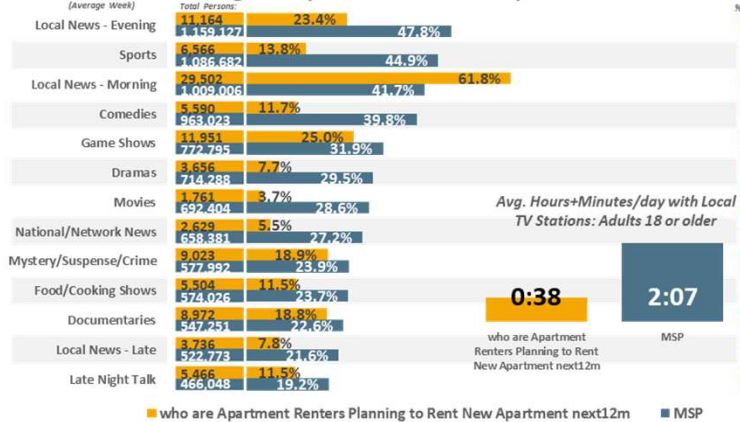
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



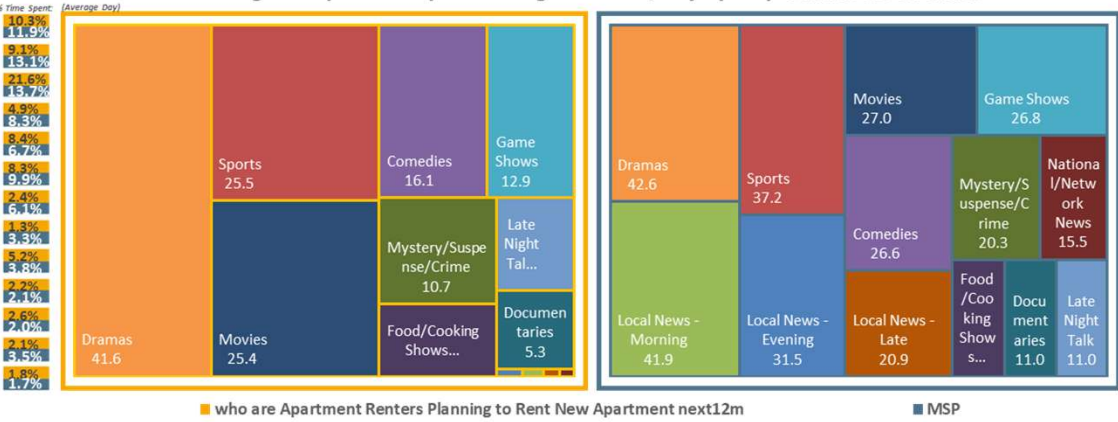


47,235 or 47.6% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Game Shows, Local News - Evening, Daytime Talk Shows, Court Shows, an

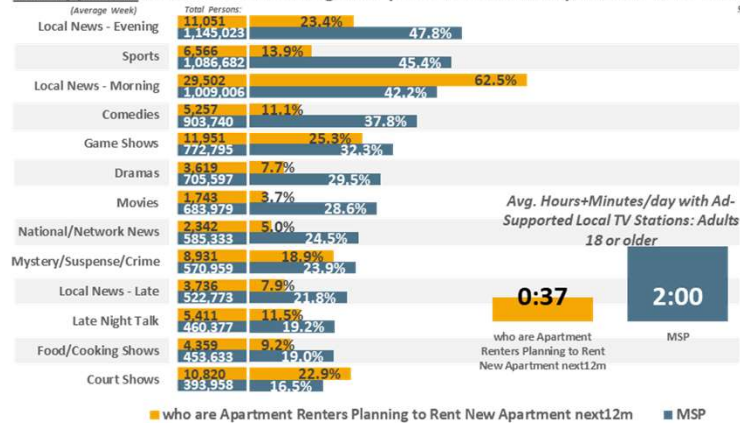
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



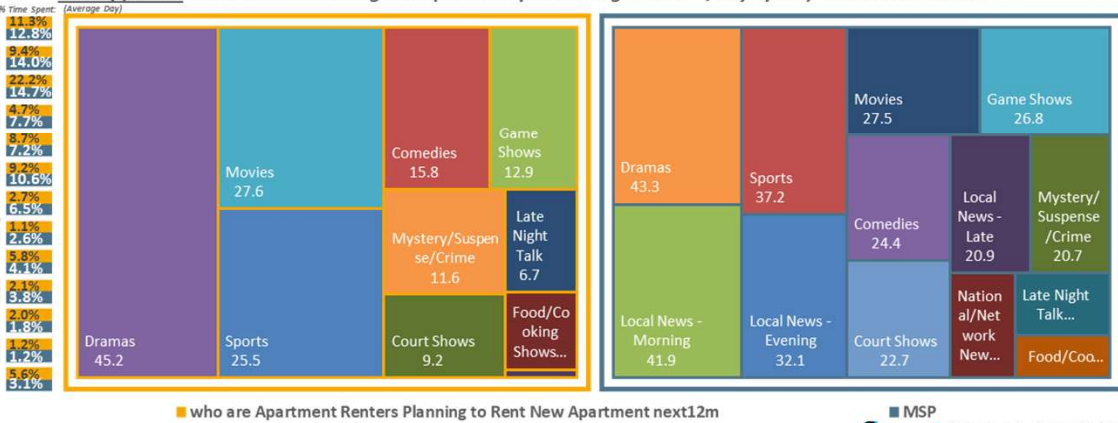
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



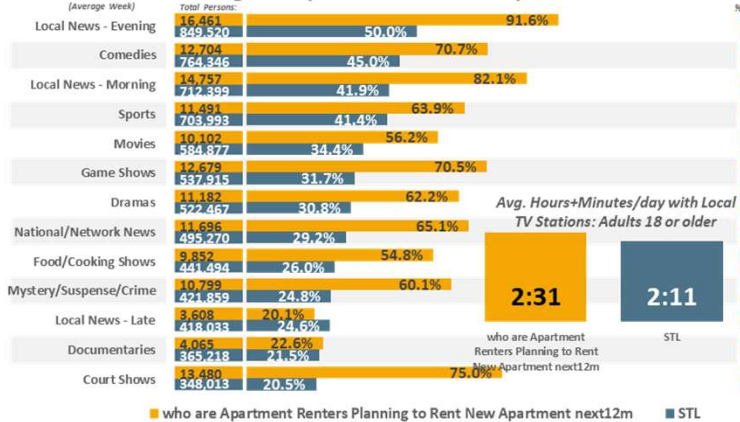
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



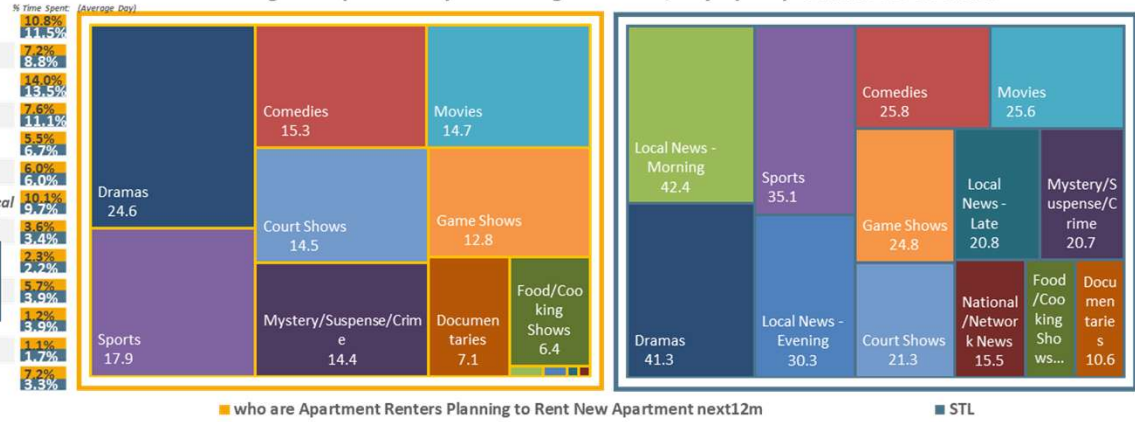


17,707 or 44.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Court Shows, Game Shows, Comedies, and Sports.

#### 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

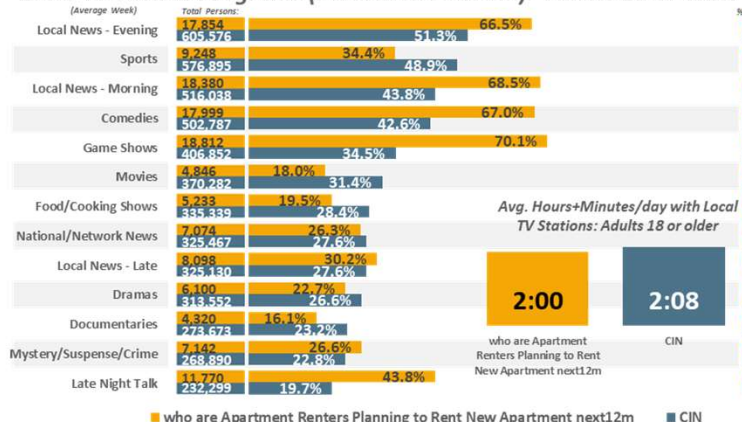




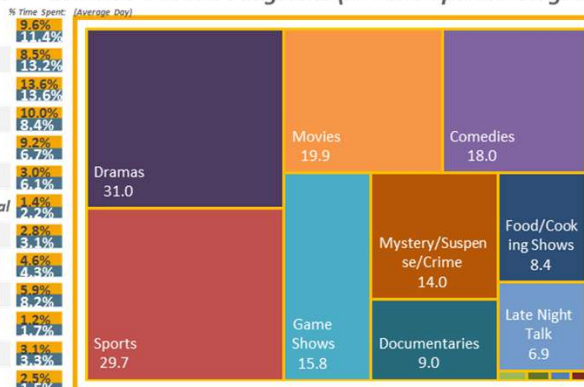


26,587 or 53.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Local News - Morning, Local News - Evening, Comedies, Daytime Talk Shows, and L

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



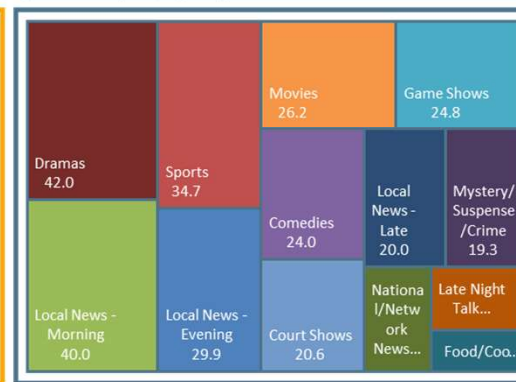
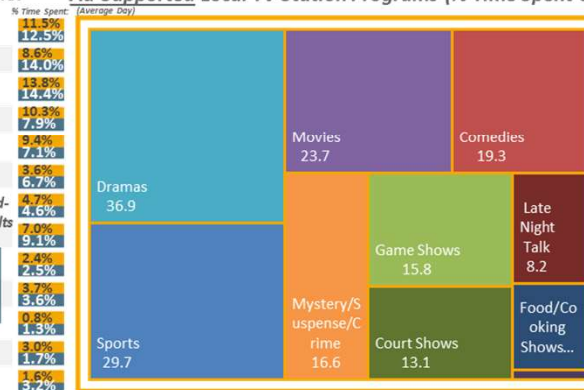
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



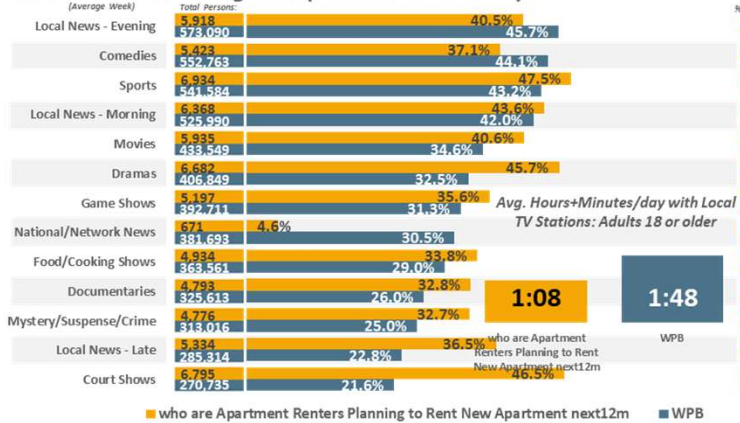
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



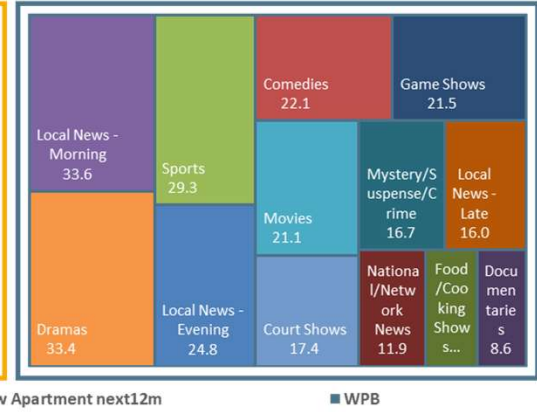
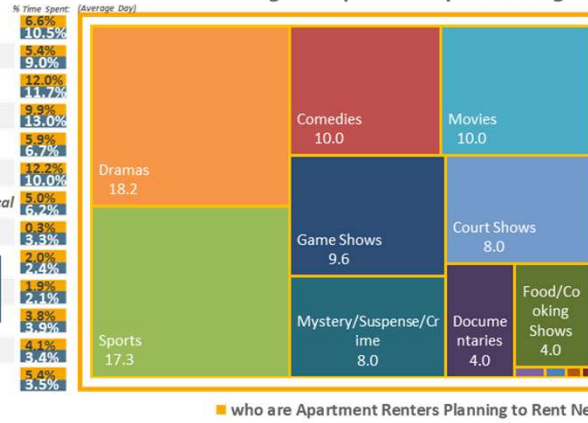


14,308 or 47.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Court Shows, Dramas, Local News - Morning, Movies, and Local News - Evening.

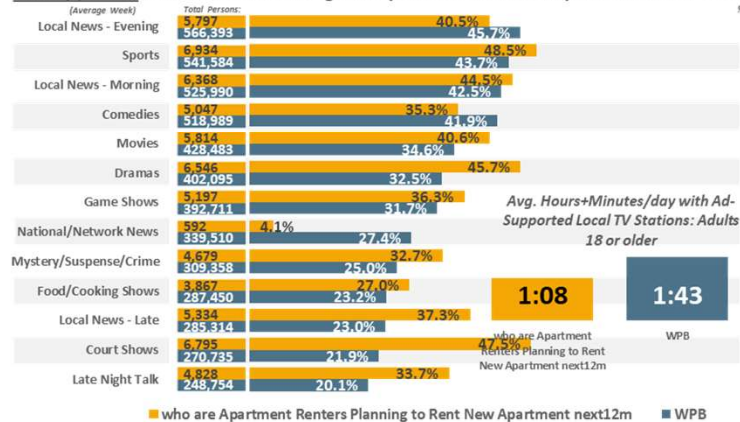
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



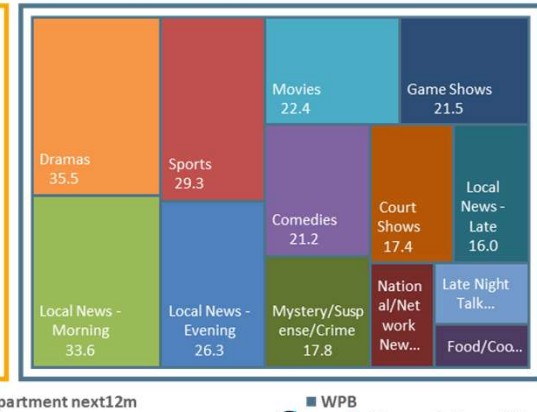
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



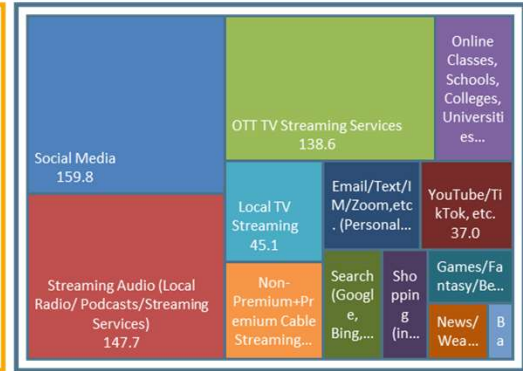
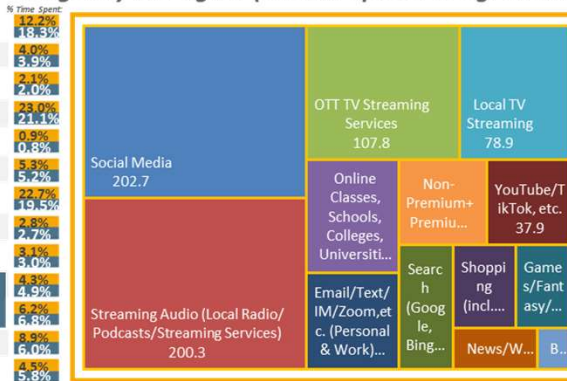
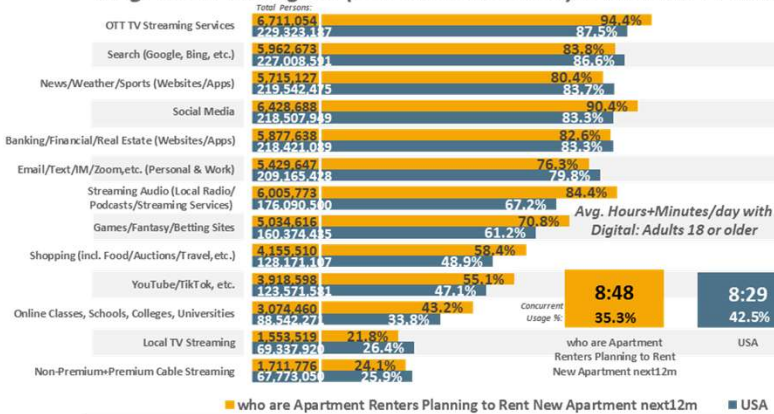




5,620,978 or 79.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 177.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

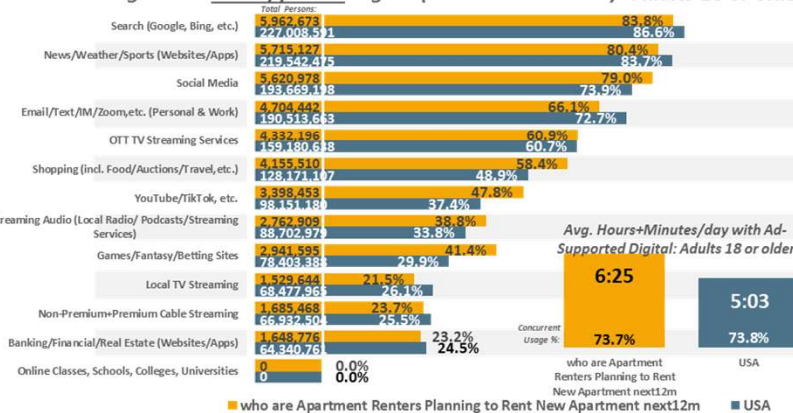
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 613  
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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

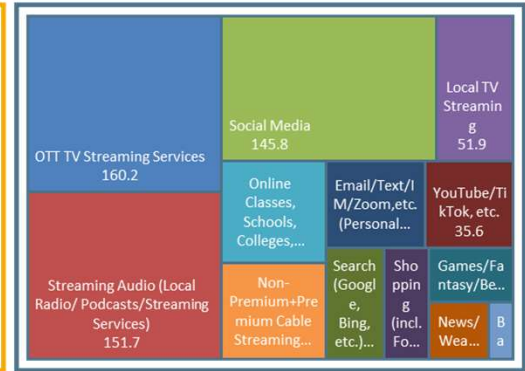
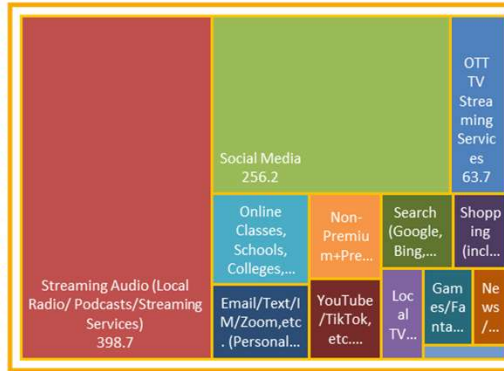
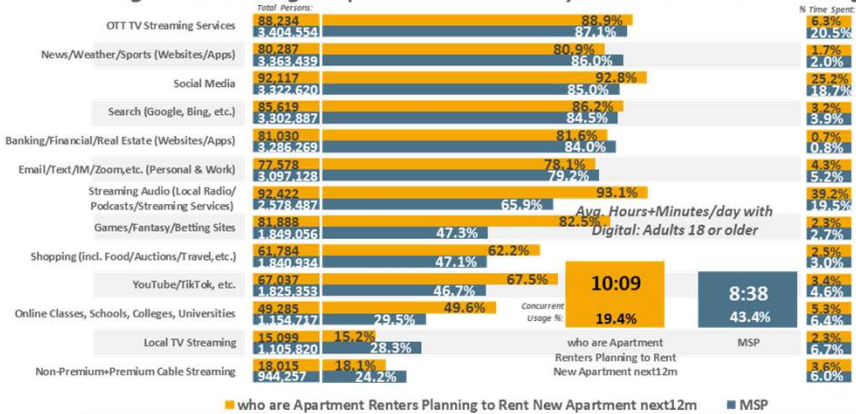




83,796 or 84.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 233.1 minutes every day representing 33.9% of all time spent daily with Ad-Supported Digital Media.

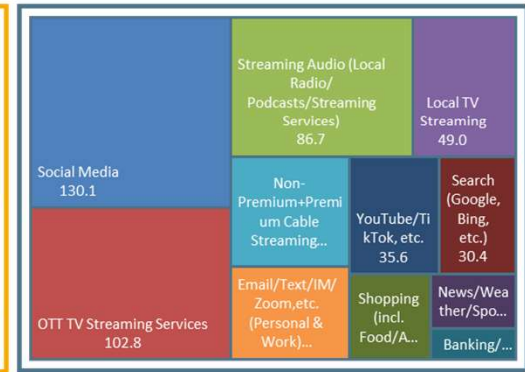
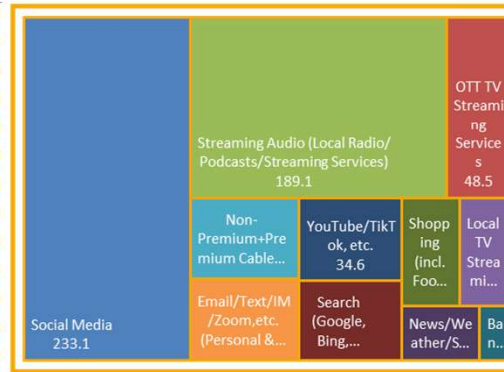
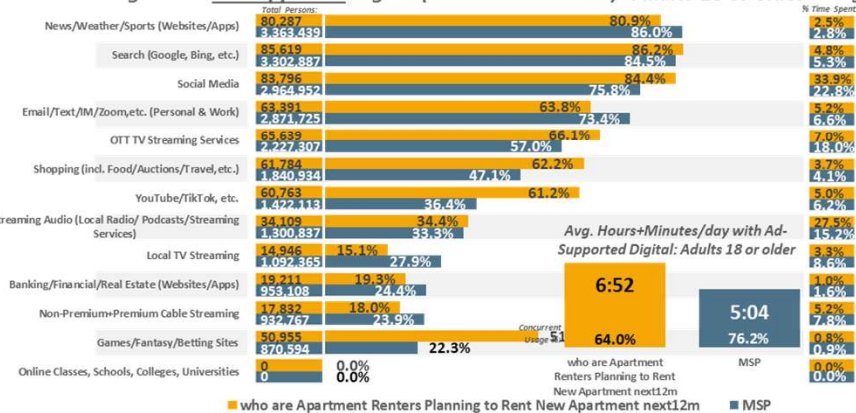
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 44  
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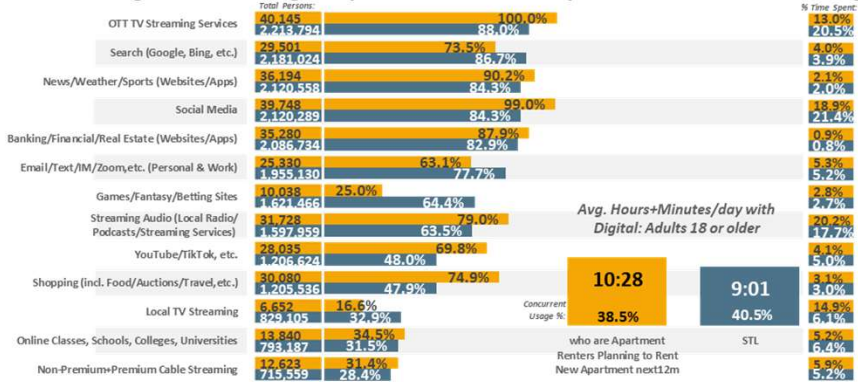
[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



26,255 or 65.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 130.6 minutes every day representing 16.9% 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**



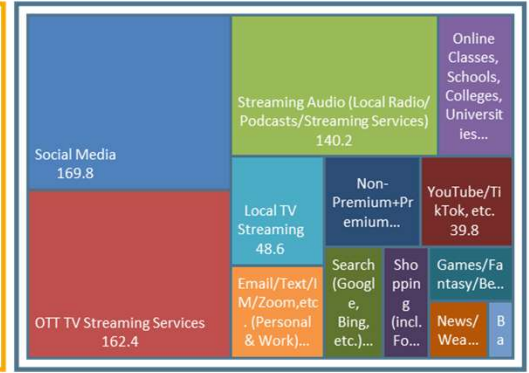
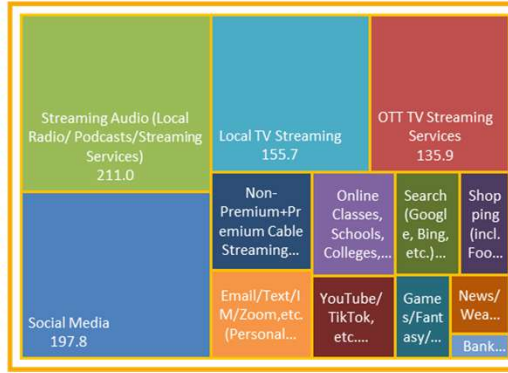
Avg. Hours+Minutes/day with Digital: Adults 18 or older

10:28

38.5%

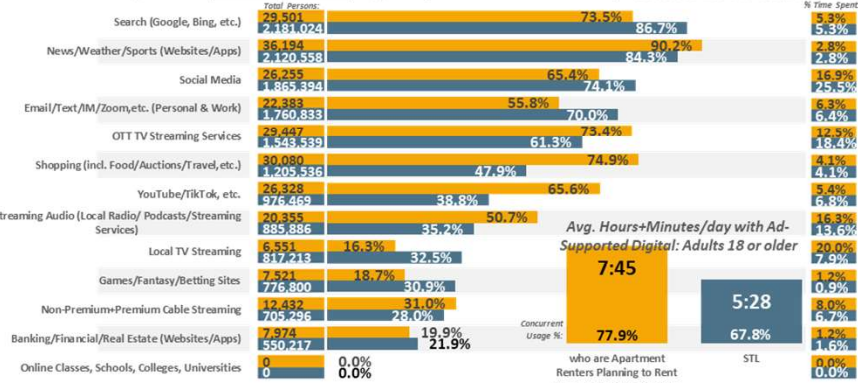
9:01

40.5%



**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**

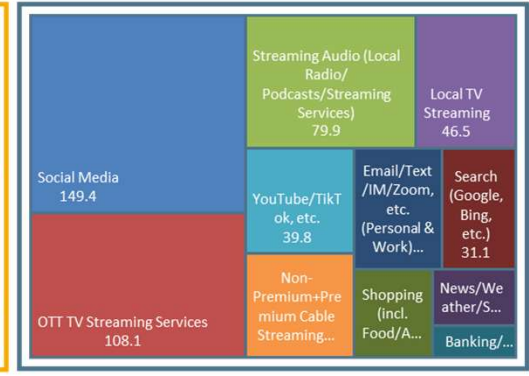
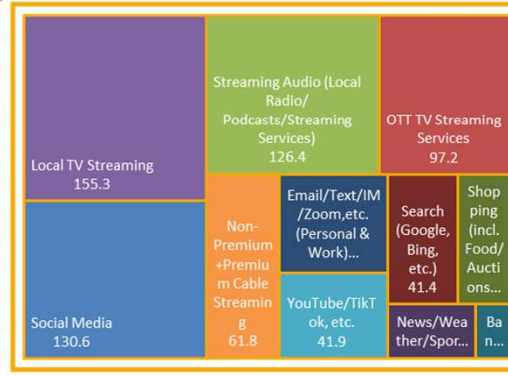


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 18 or older

7:45

77.9%

5:28

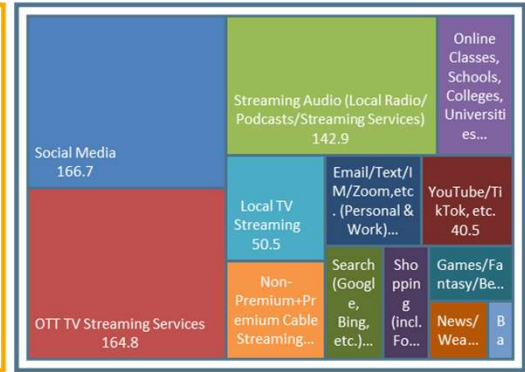
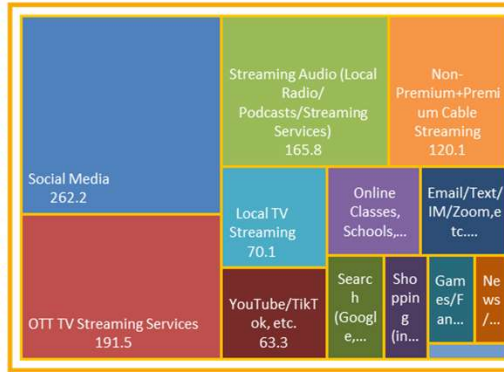
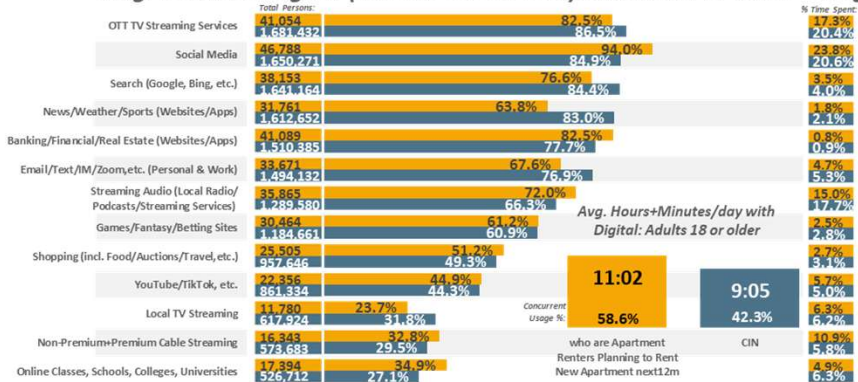




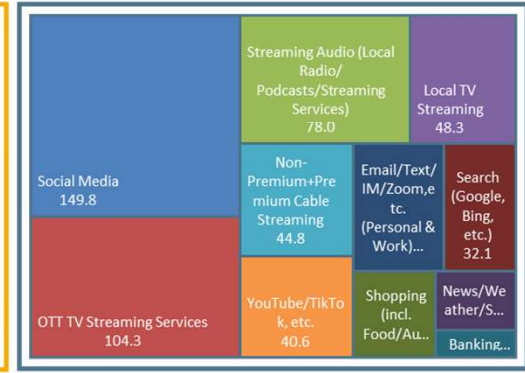
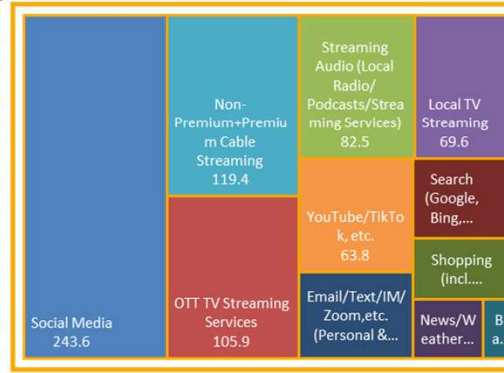
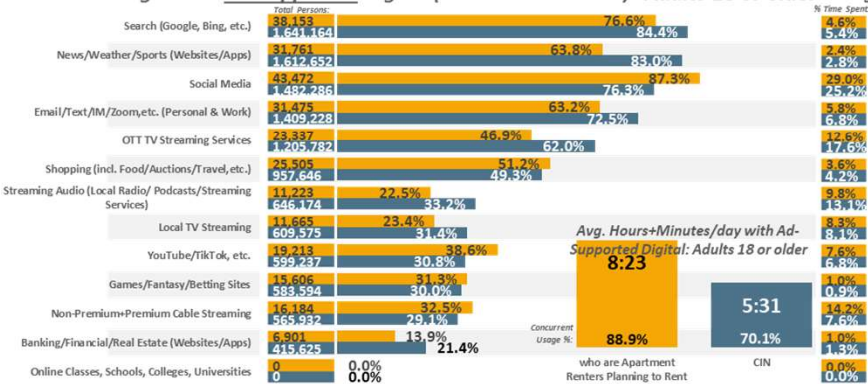


43,472 or 87.3% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 243.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

**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**



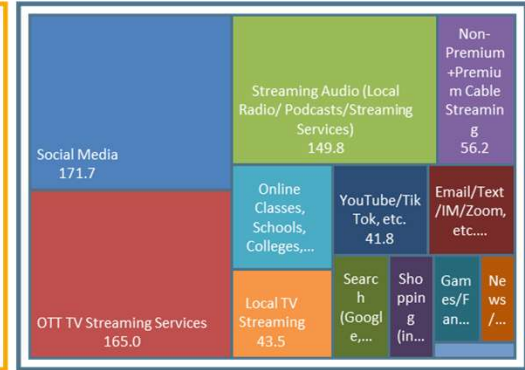
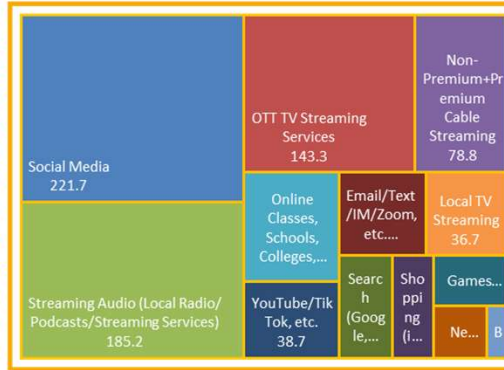




25,742 or 85.5% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Social Media for an average of 204.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Digital Media.

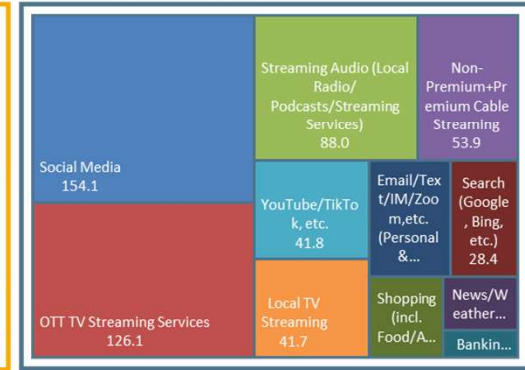
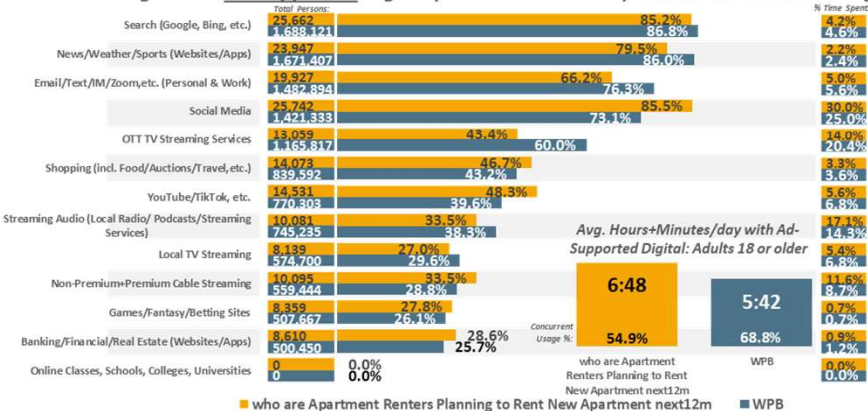
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**

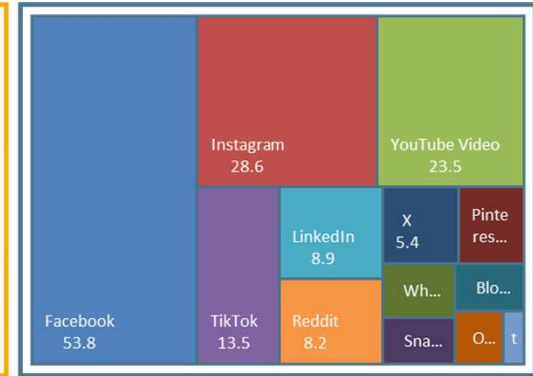
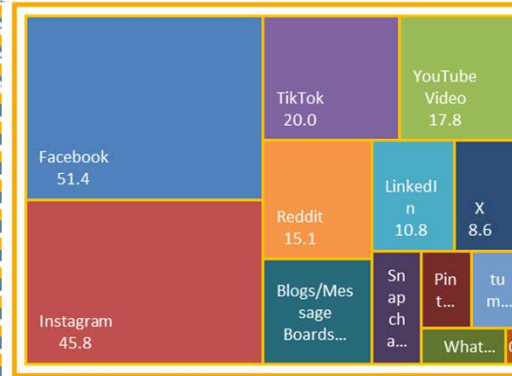
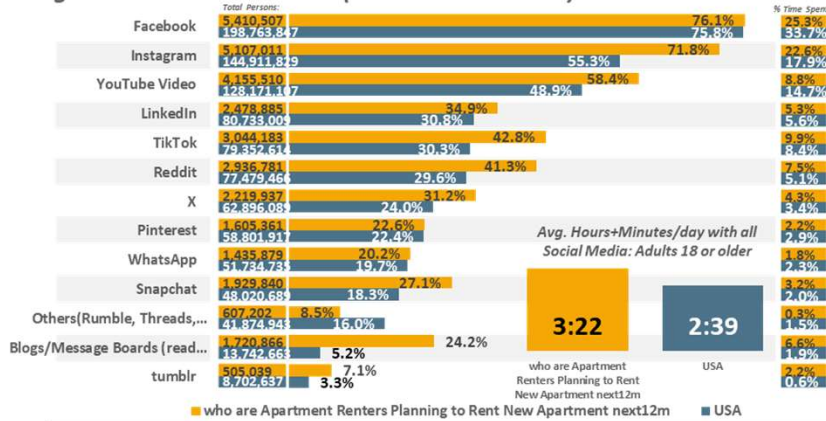
**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



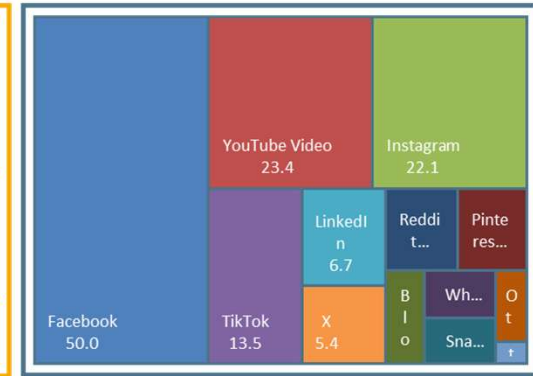
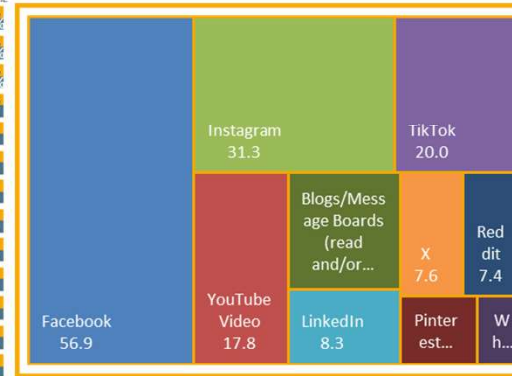
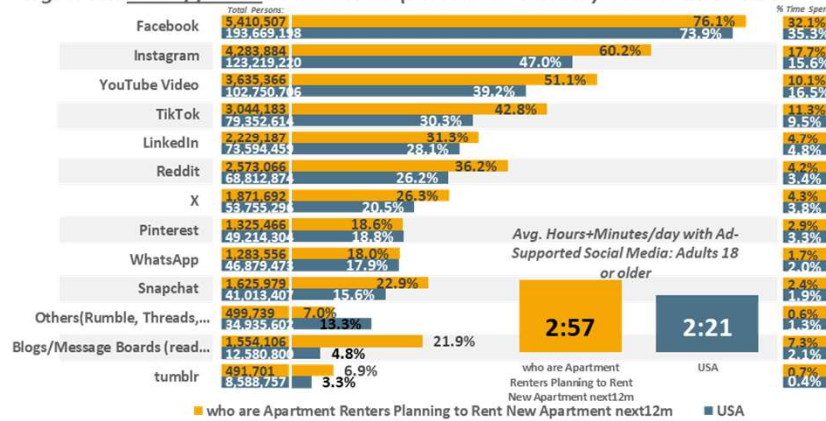


5,410,507 or 76.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 56.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

**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**



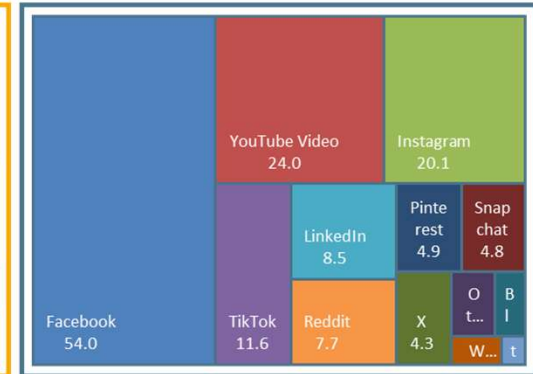
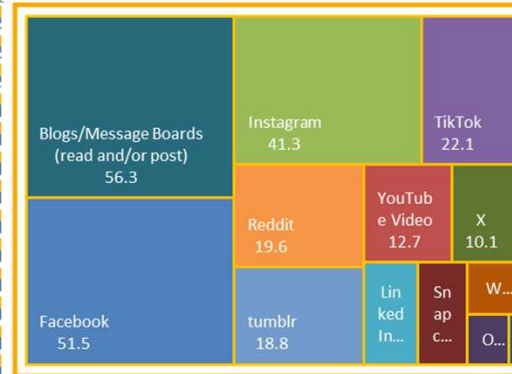
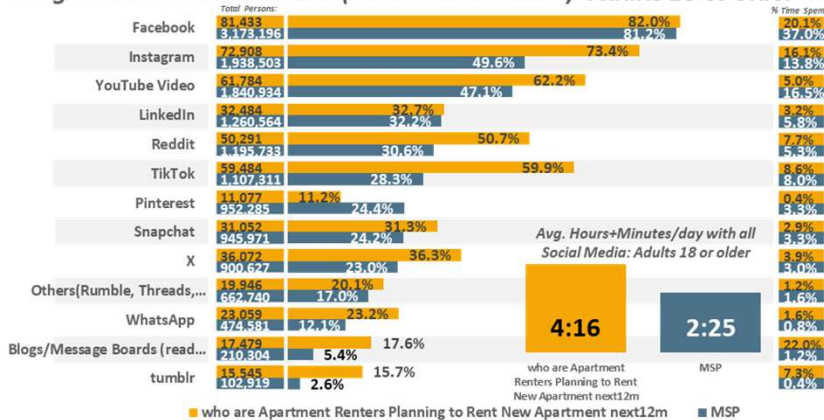
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



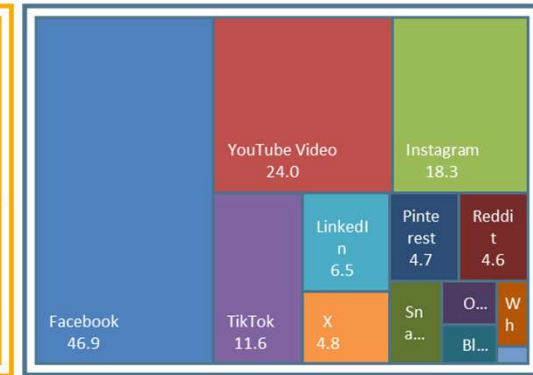
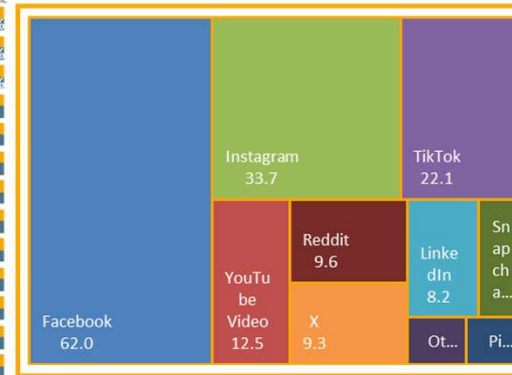
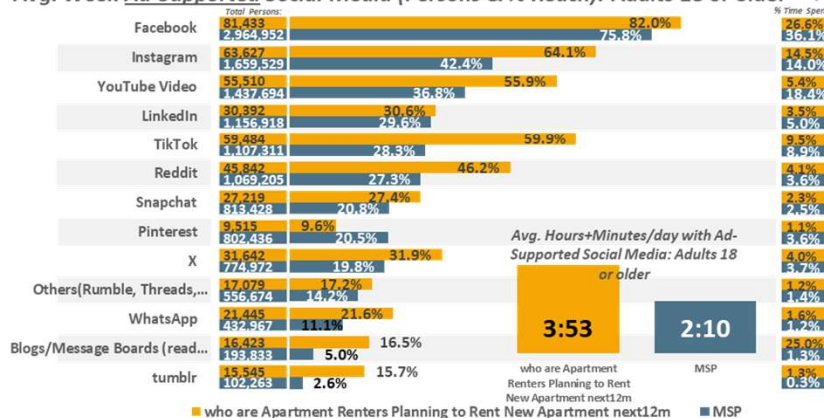


81,433 or 82.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 62. minutes every day representing 26.6% of all time spent daily with Ad-Supported Social Media.

**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**

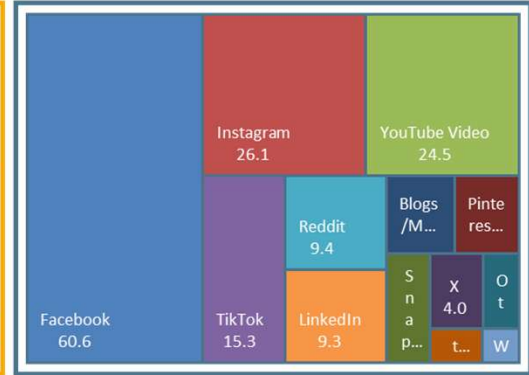
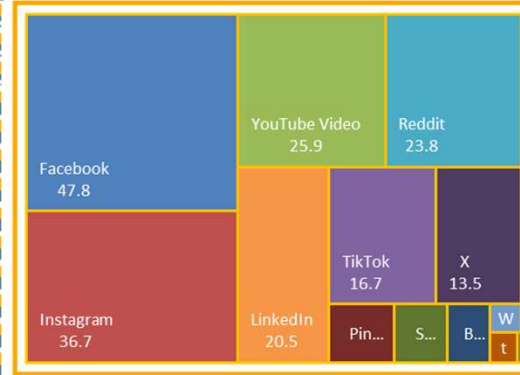
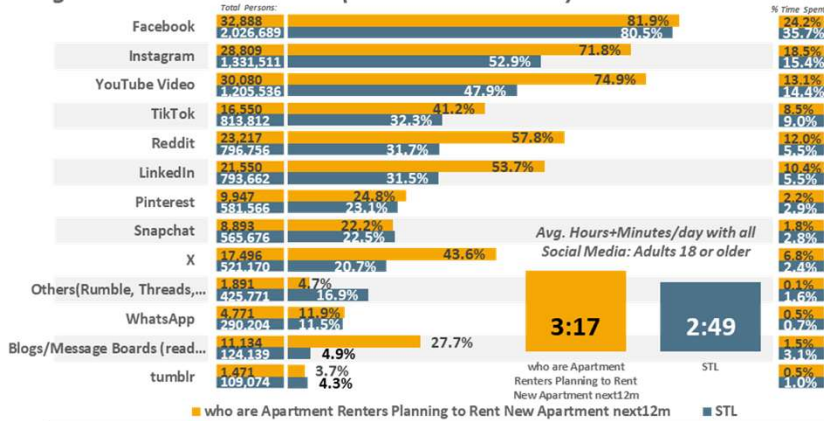




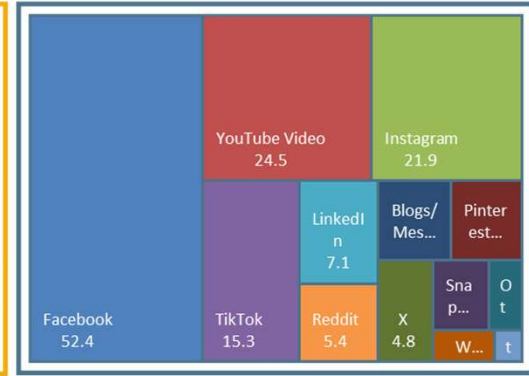
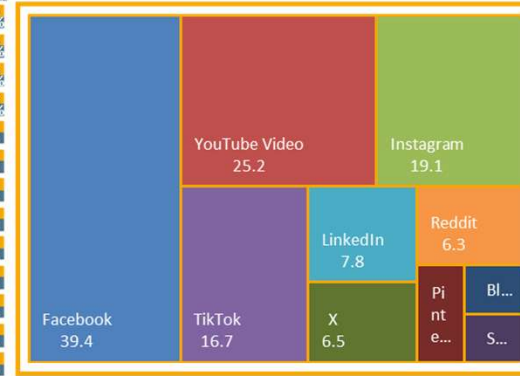
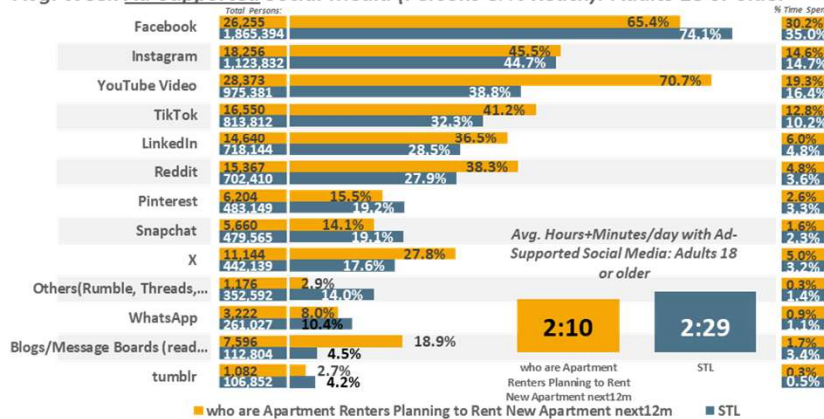


26,255 or 65.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 39.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.

**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**



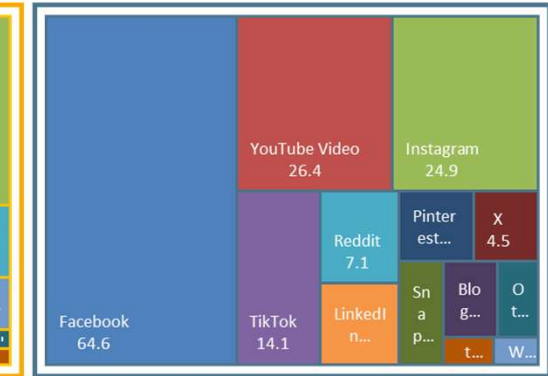
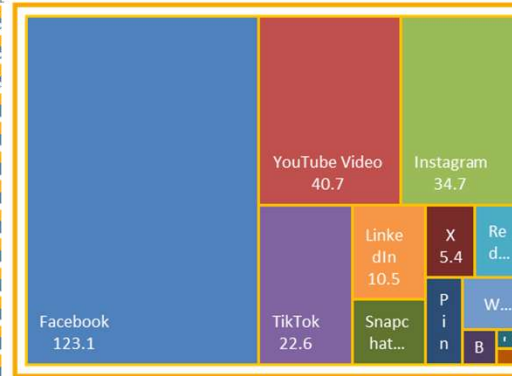
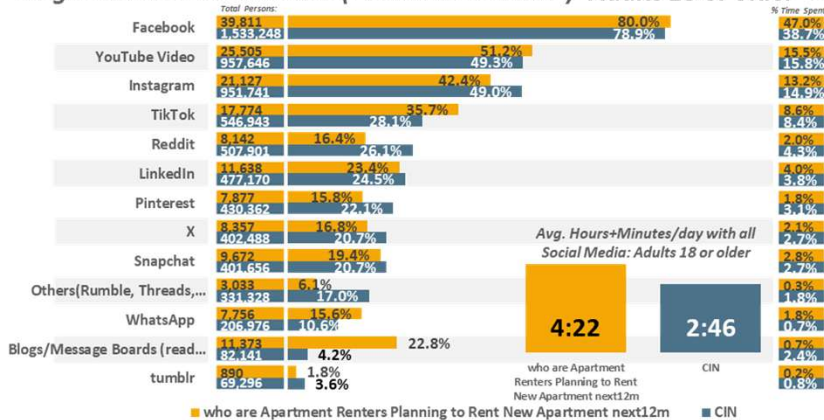
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



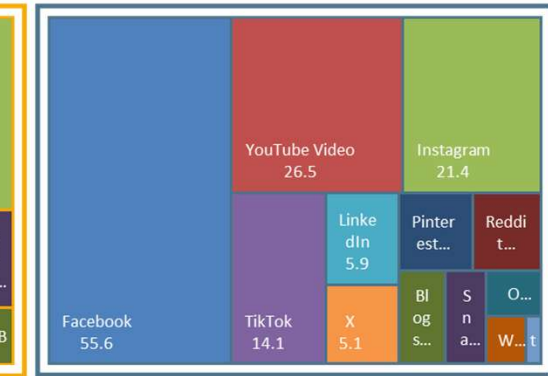
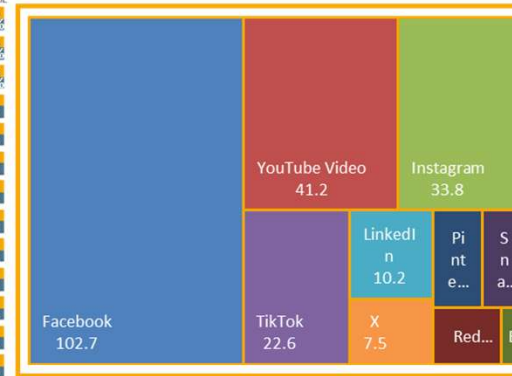
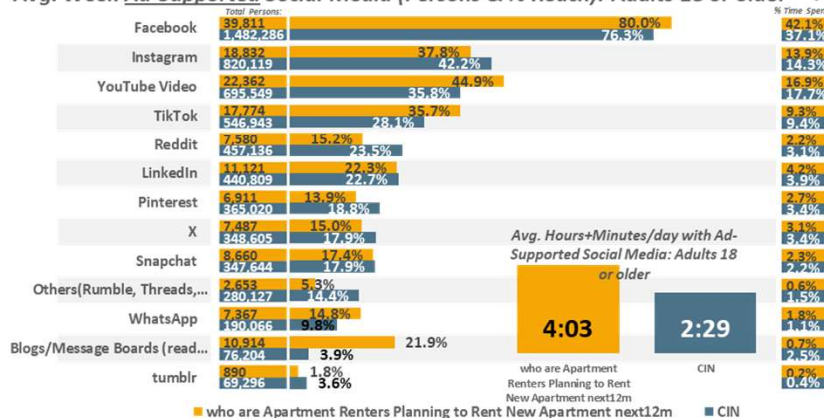


39,811 or 80.0% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 102.7 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

**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**



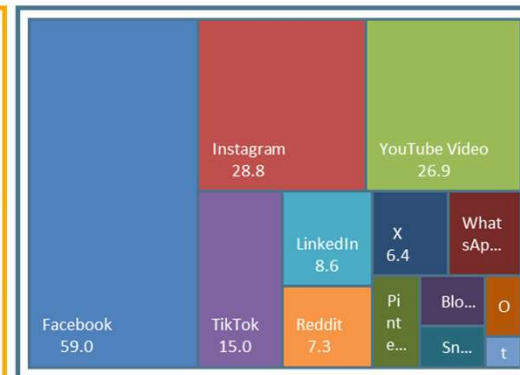
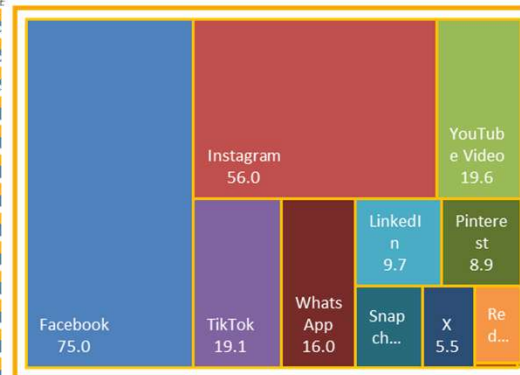
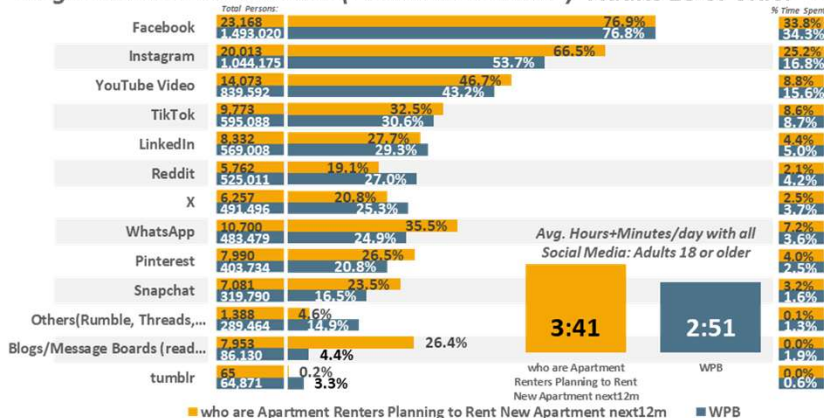
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



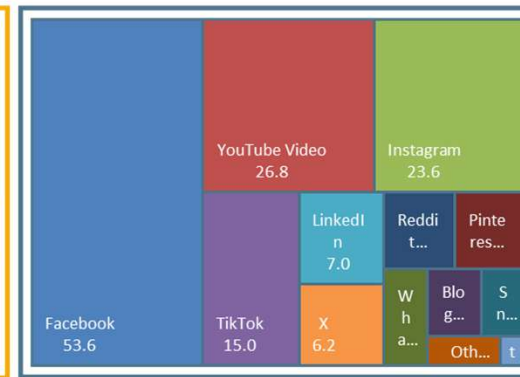
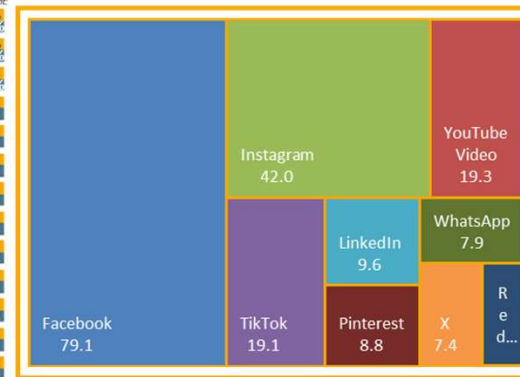
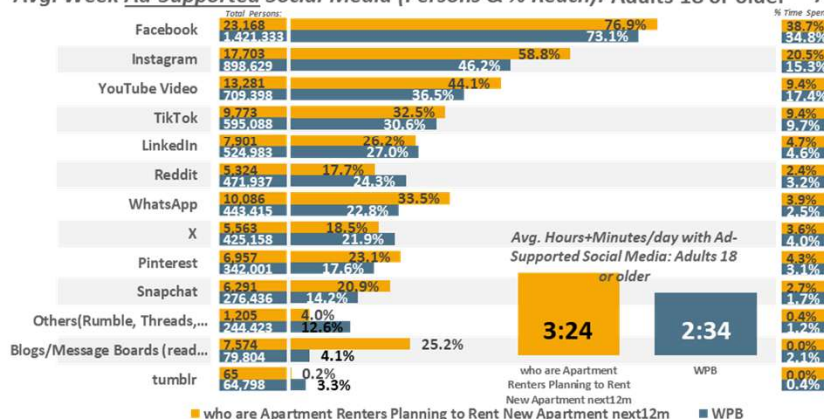


23,168 or 76.9% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 79.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

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



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

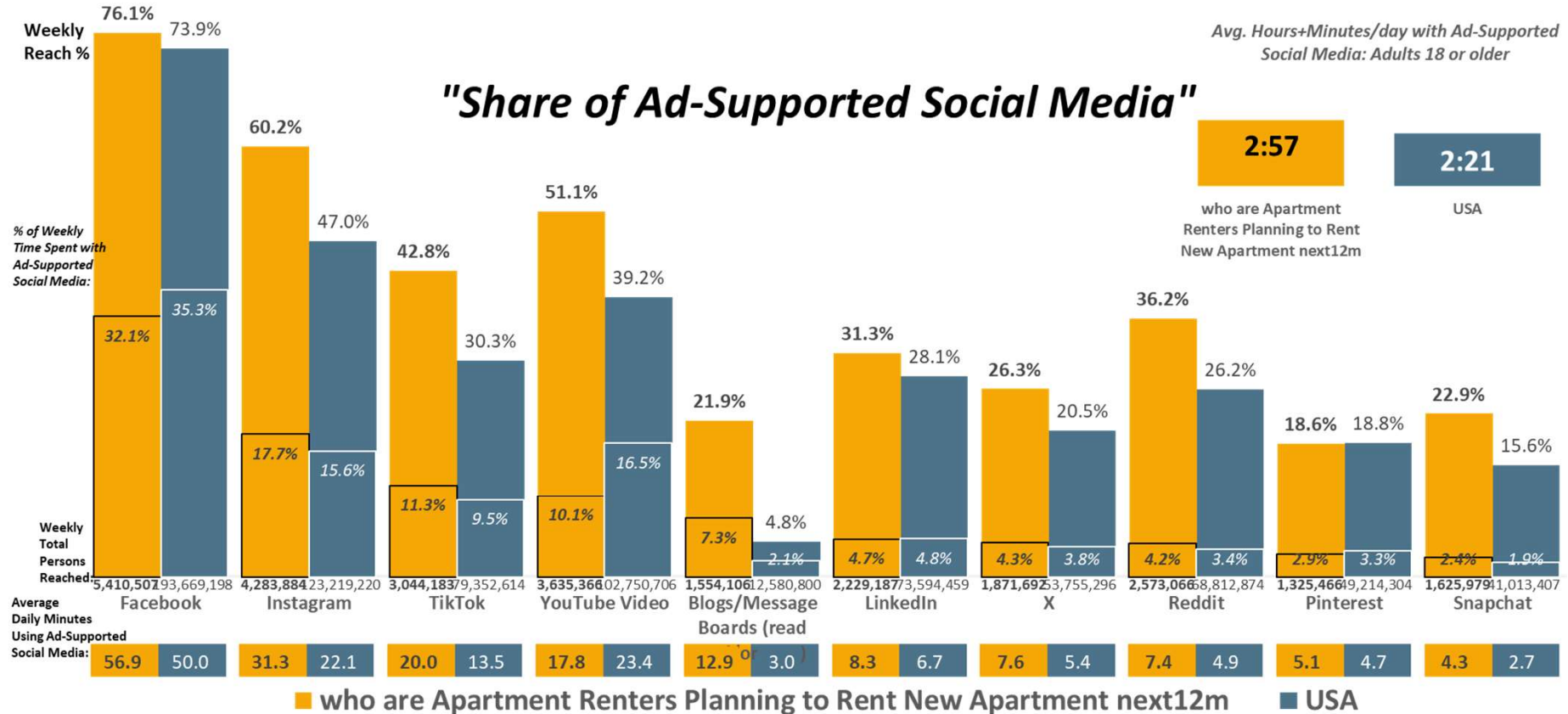






5,410,507 or 76.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 56.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



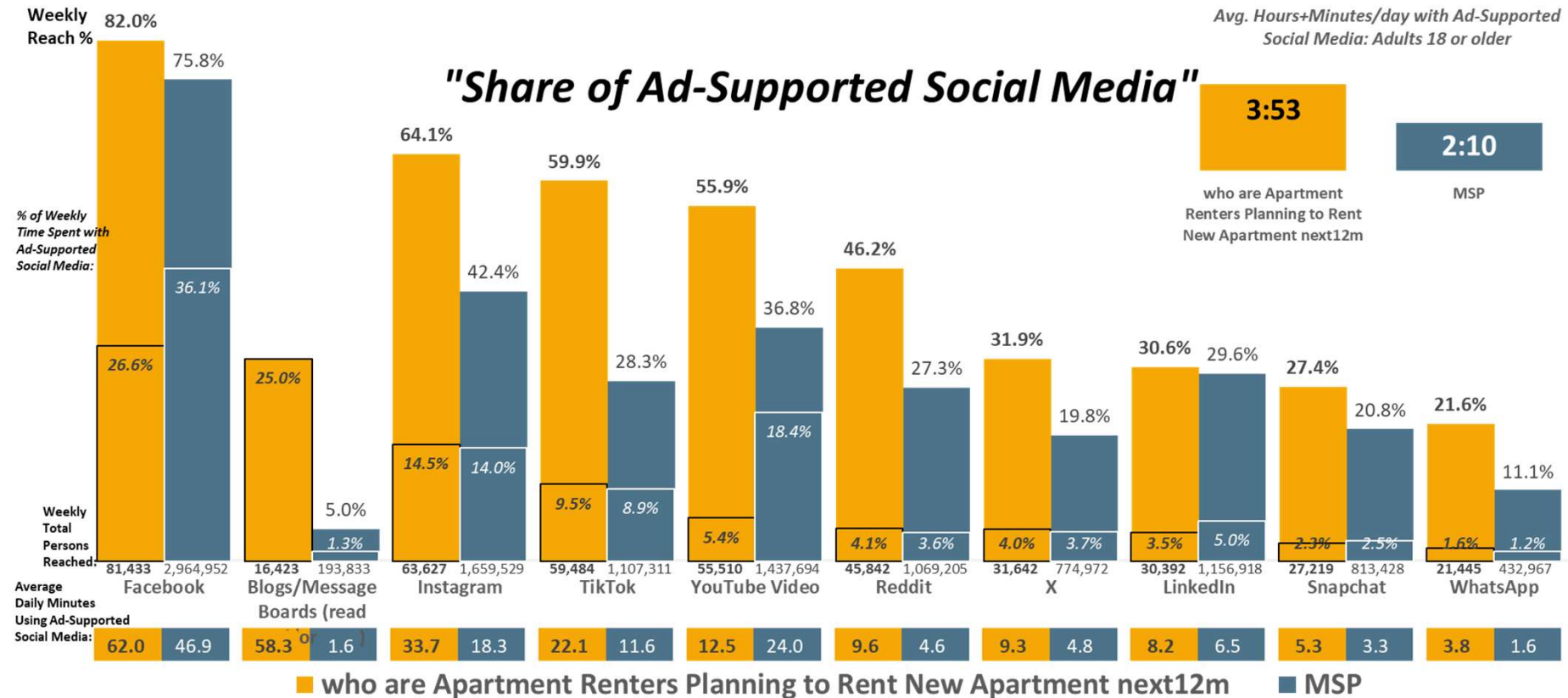
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 613 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838  
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soefa.ai Share of Everything for Anything

[[Owne or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



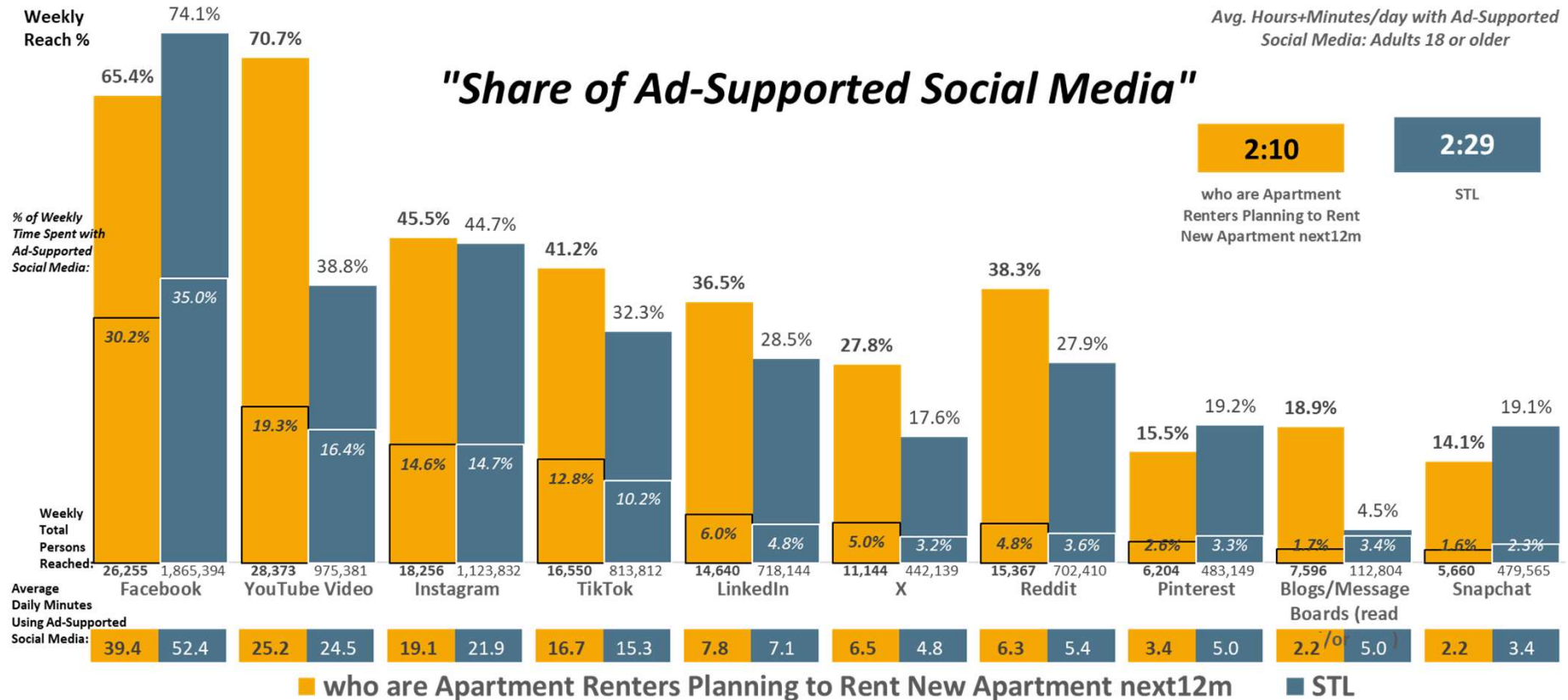
81,433 or 82.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 62. minutes every day representing 26.6% of all time spent daily with Ad-Supported Social Media.





26,255 or 65.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 39.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 38 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956  
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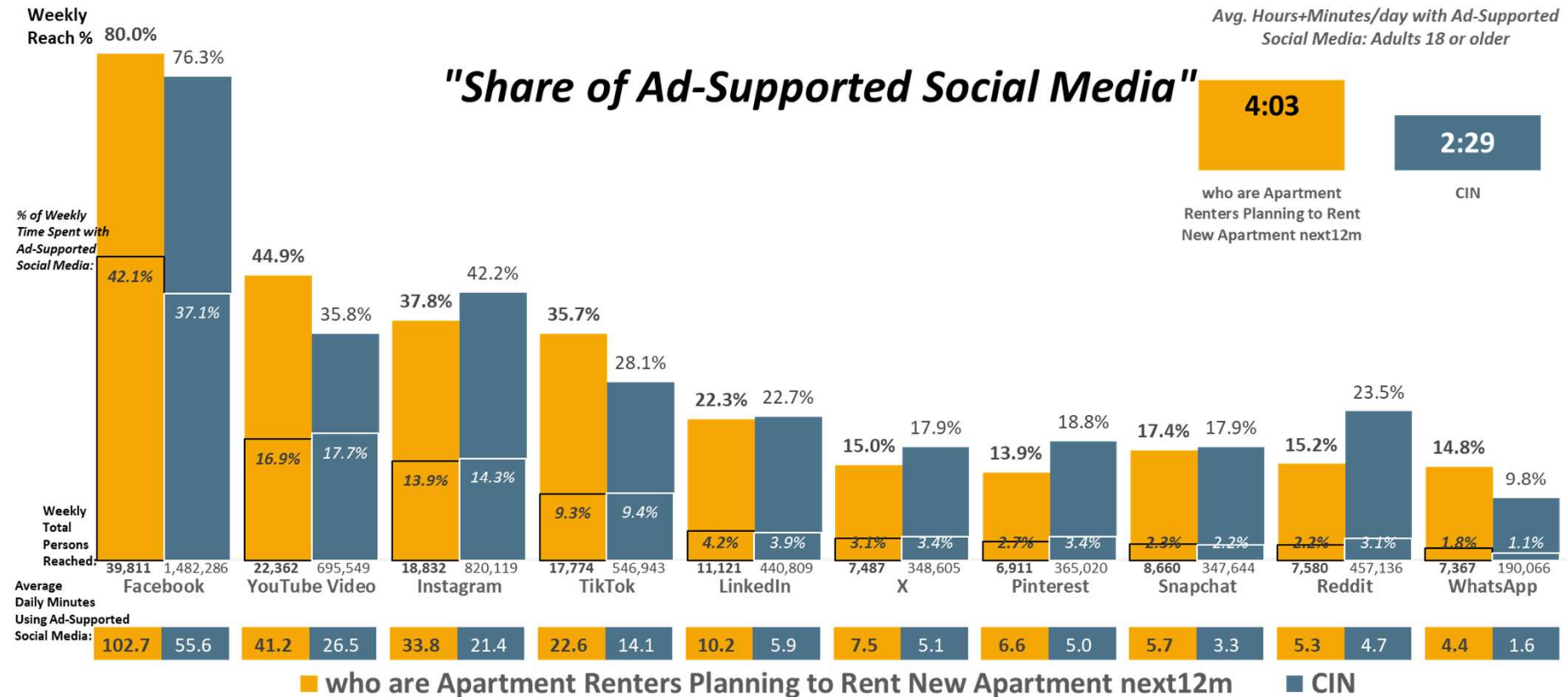
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



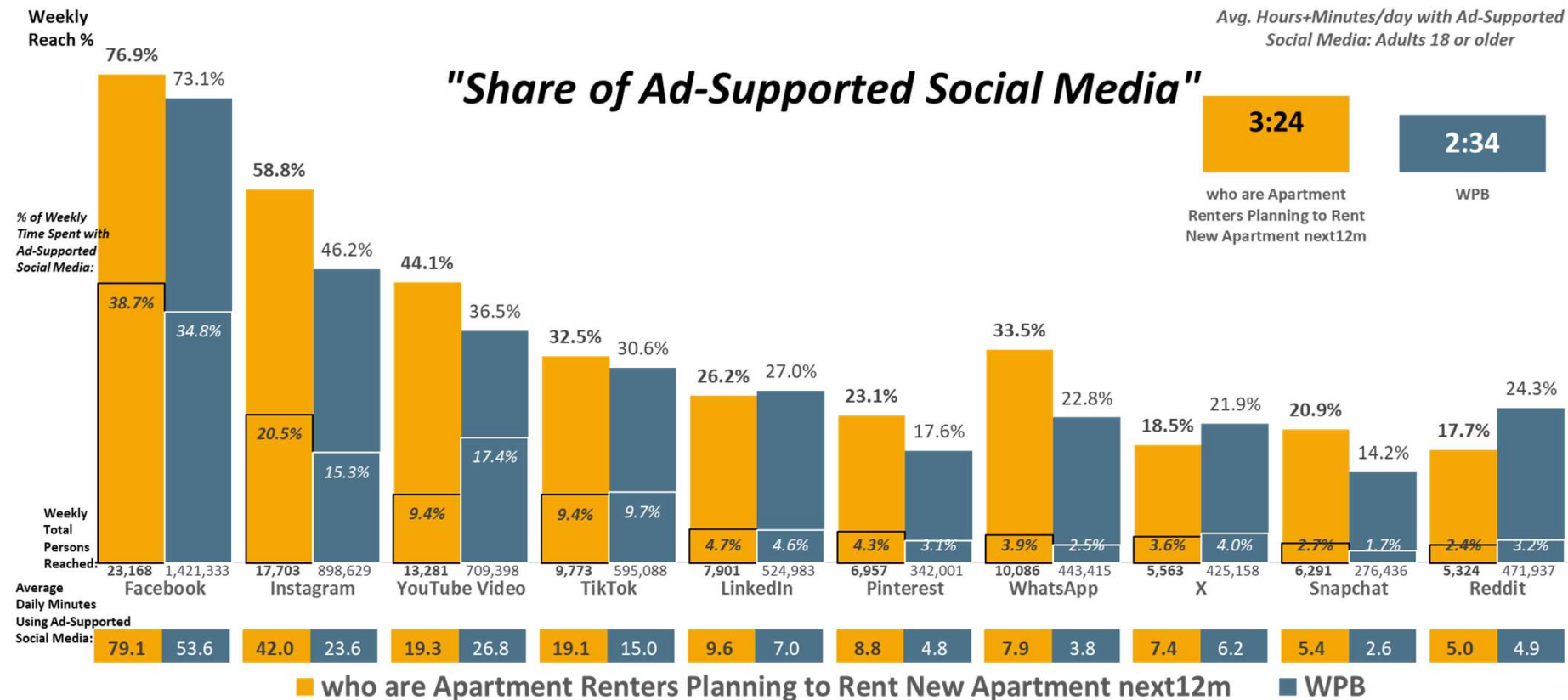


39,811 or 80.0% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 102.7 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.





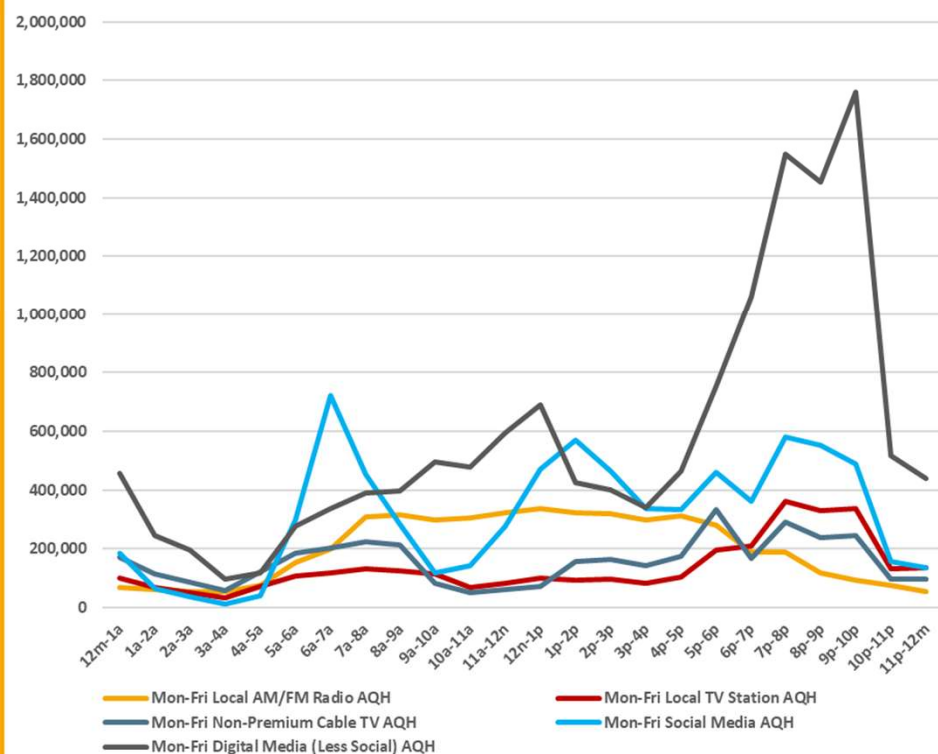
23,168 or 76.9% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m use Ad-Supported Facebook for an average of 79.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.



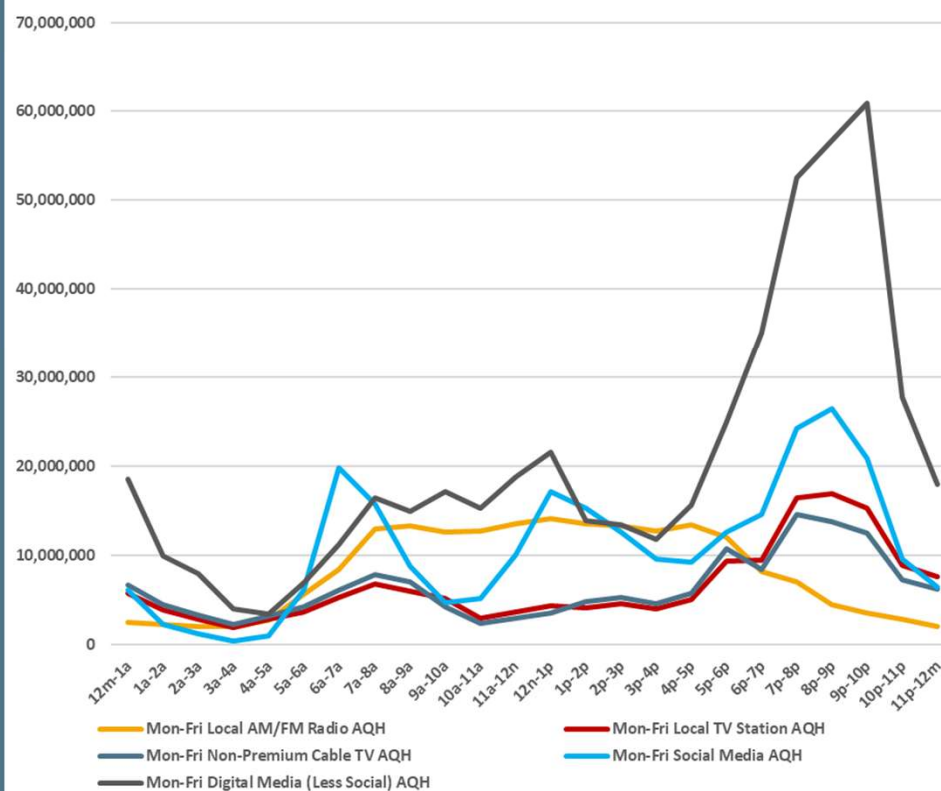


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 524,678;  
Social Media: 383,816; Local Radio: 293,028; Non-Prem. Cable: 157,384; Local TV: 116,698  
reaching Adults 18 or older who are Apartment Renters Planning to Rent N

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who are Apartment Renters Planning to  
Rent New Apartment next12m**



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

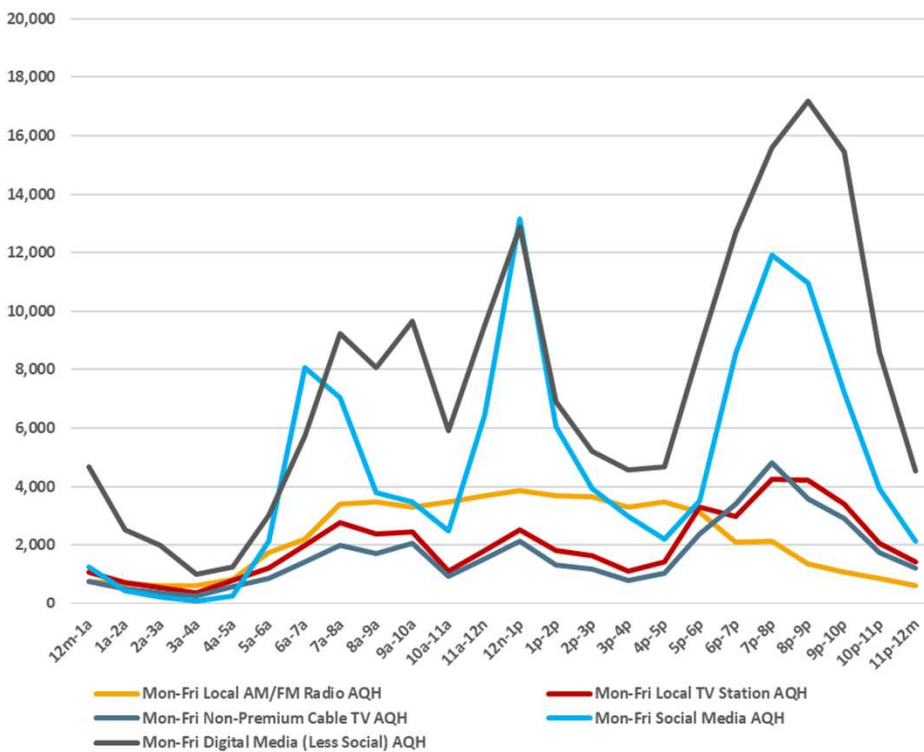




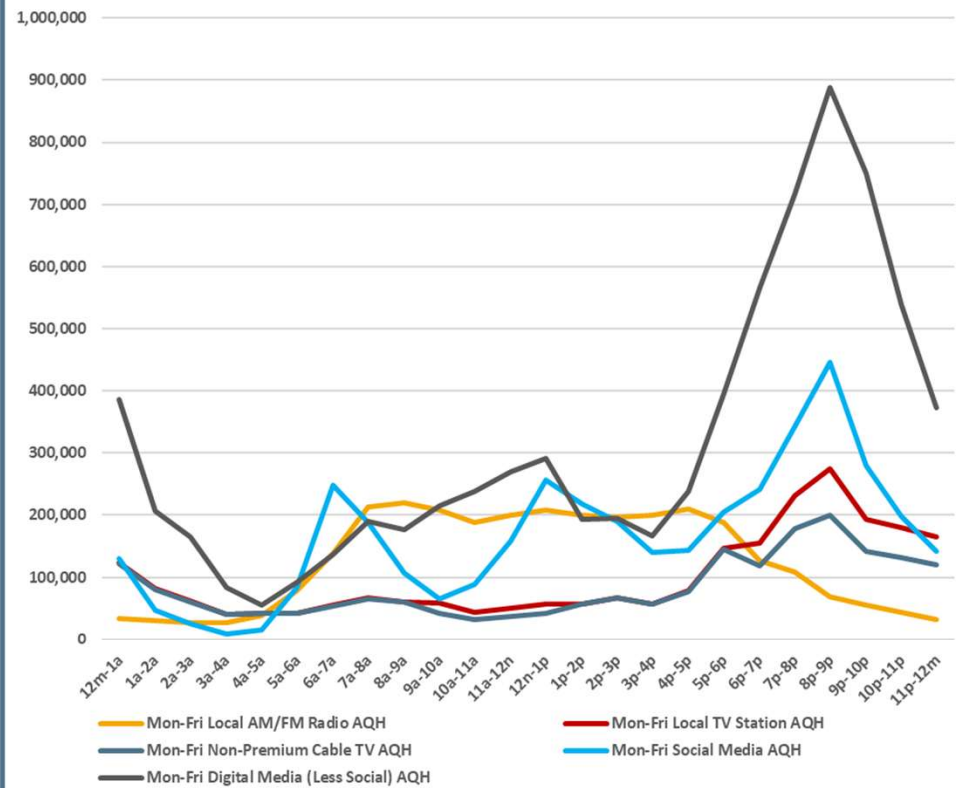


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,988;  
Social Media: 5,514; Local Radio: 3,291; Local TV: 2,097; Non-Prem. Cable: 1,686 reaching  
Adults 18 or older who are Apartment Renters Planning to Rent New Apartme

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who are Apartment Renters Planning to**  
**Rent New Apartment next12m**



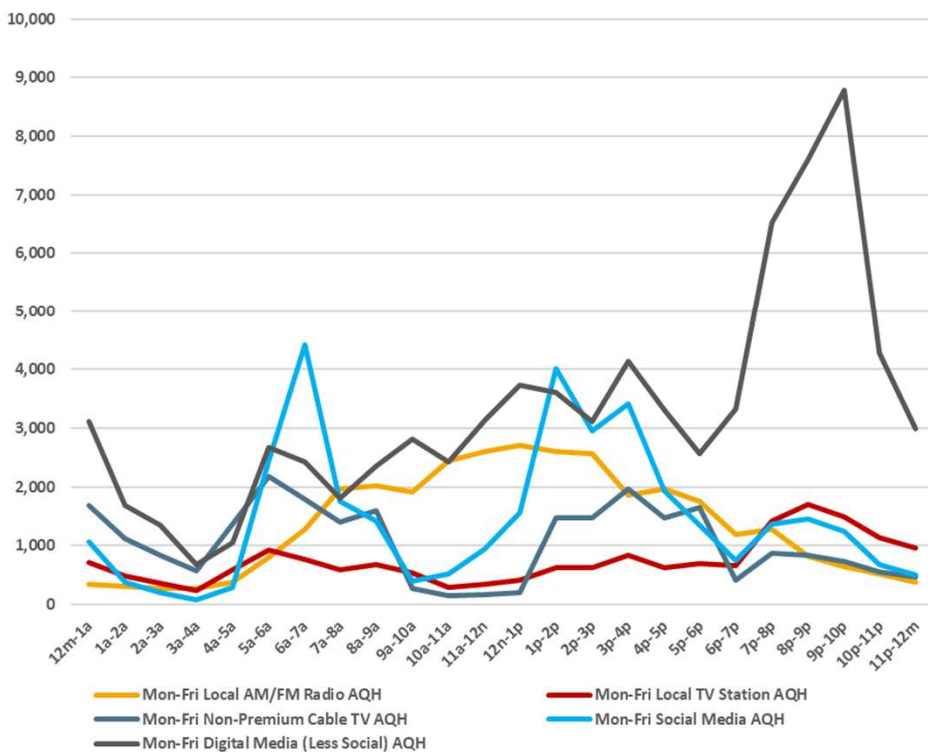
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**MSP Metro Area Adults 18 or older**



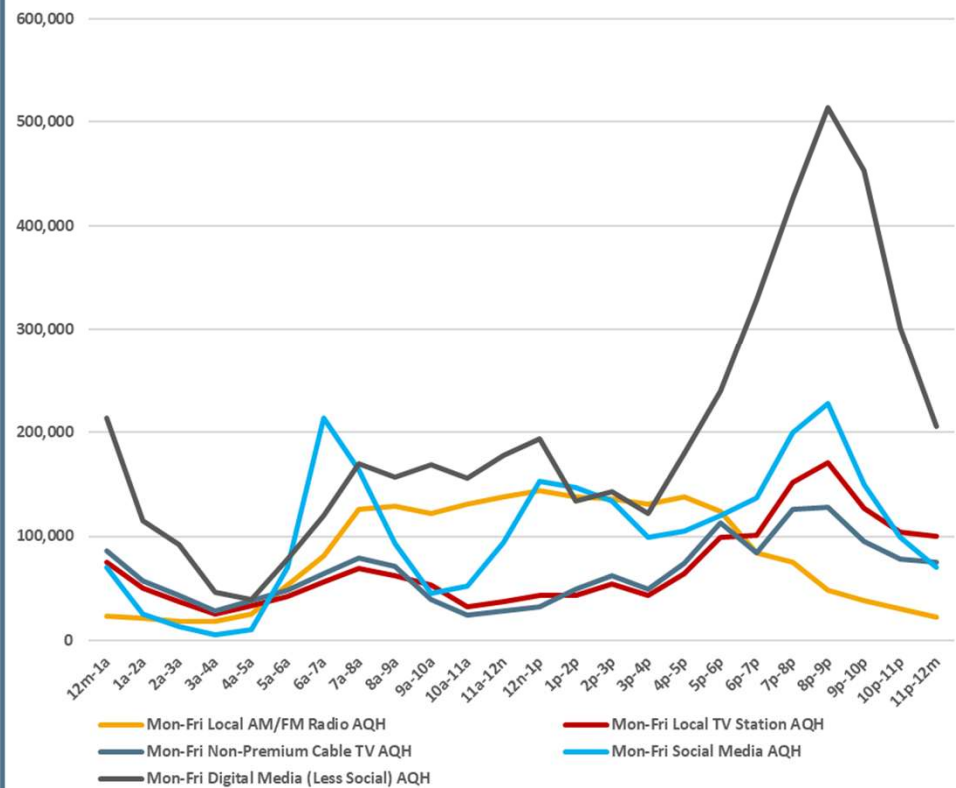


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,983; Local Radio: 2,066; Social Media: 1,958; Non-Prem. Cable: 1,076; Local TV: 592 reaching Adults 18 or older who are Apartment Renters Planning to Rent New Apartment

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who are Apartment Renters Planning to  
Rent New Apartment next12m**



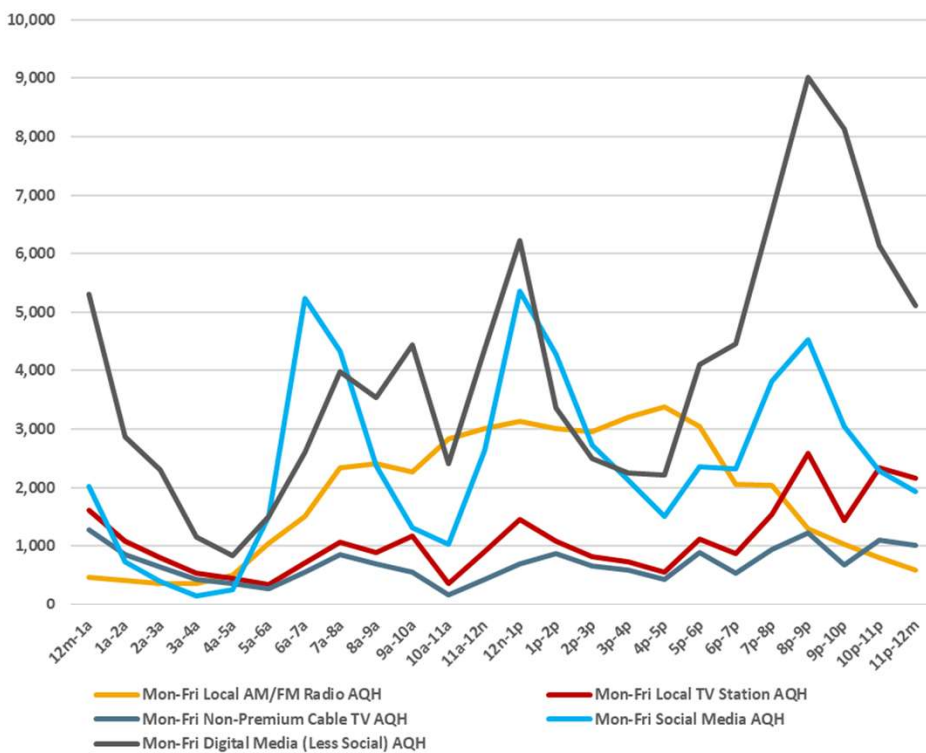
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
STL Metro Area Adults 18 or older**



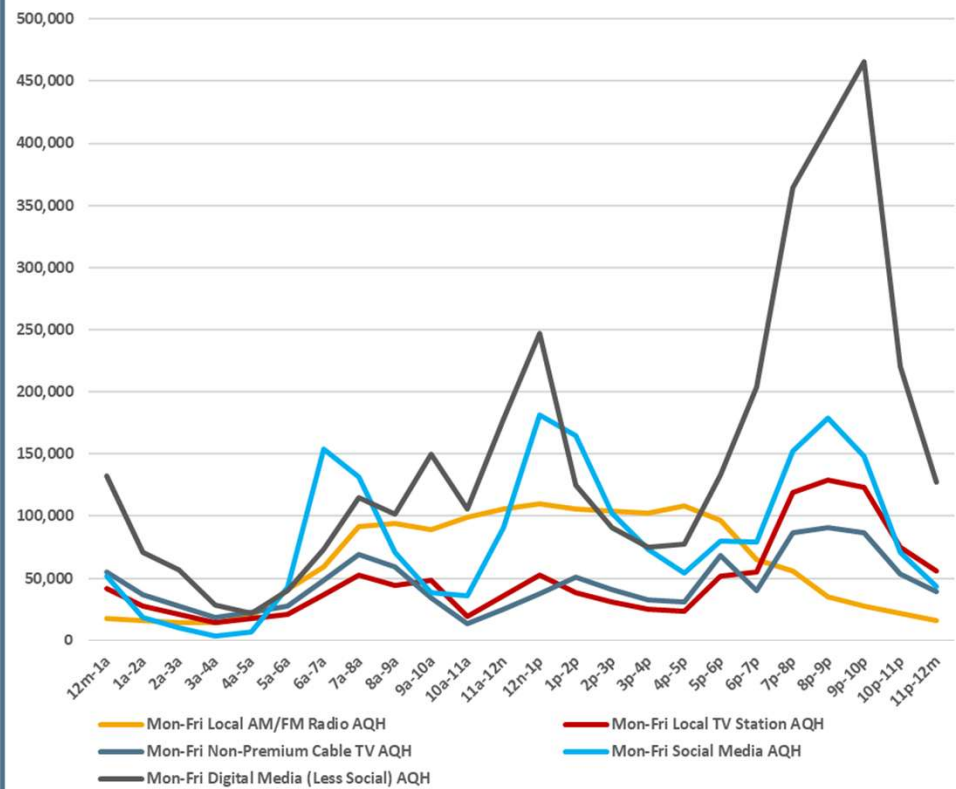


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,575;  
Social Media: 2,892; Local Radio: 2,704; Local TV: 901; Non-Prem. Cable: 607 reaching  
Adults 18 or older who are Apartment Renters Planning to Rent New Apartment n

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who are Apartment Renters Planning to  
Rent New Apartment next12m**



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

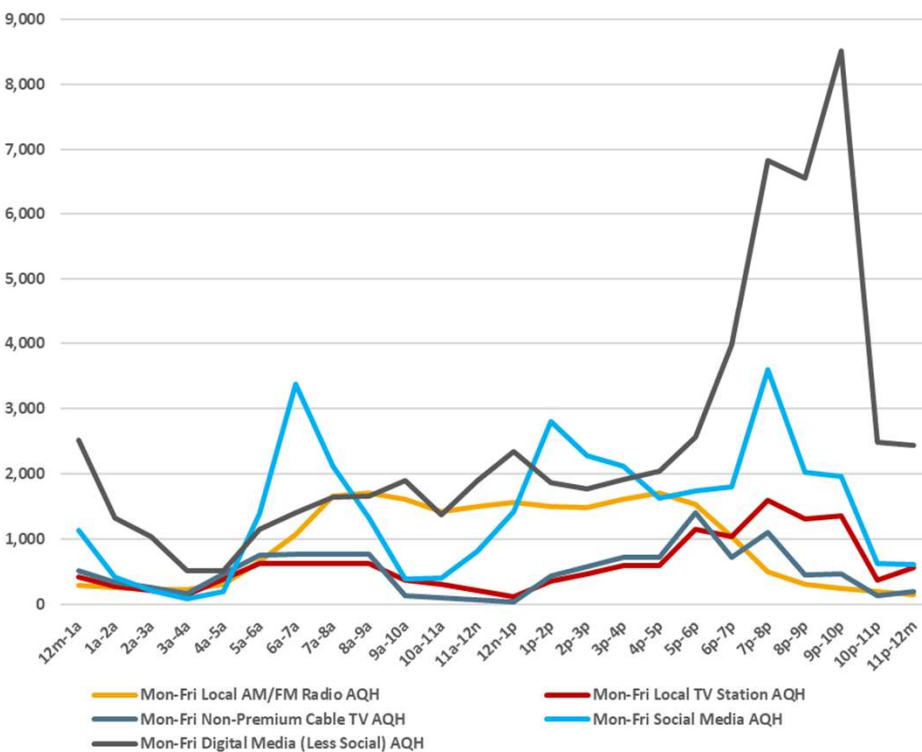




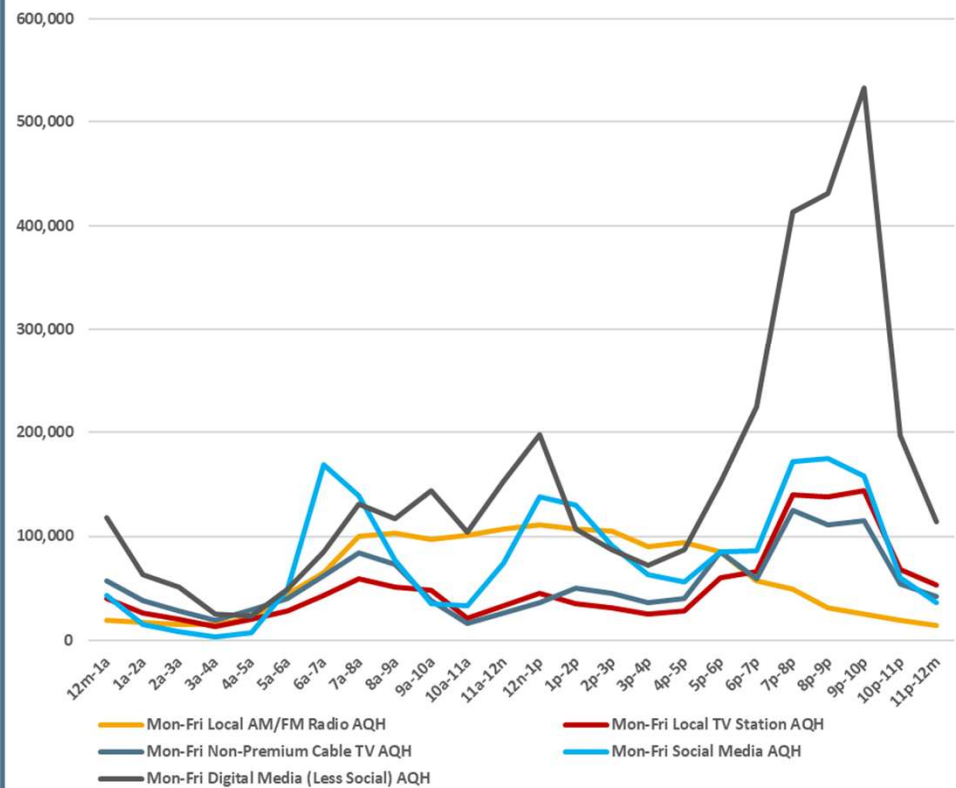


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,027; Social Media: 1,711; Local Radio: 1,489; Non-Prem. Cable: 553; Local TV: 543 reaching Adults 18 or older who are Apartment Renters Planning to Rent New Apartment n

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who are Apartment Renters Planning to  
Rent New Apartment next12m



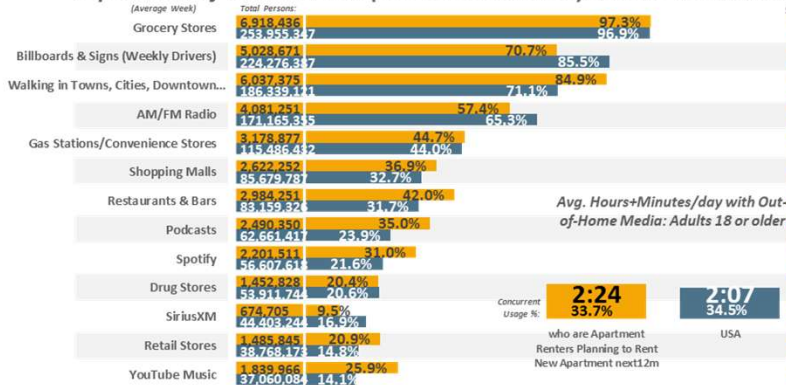
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WPB Metro Area Adults 18 or older



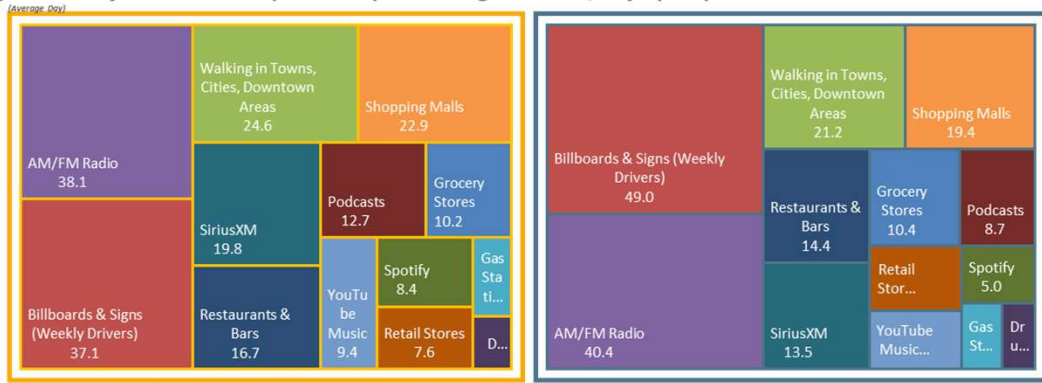


5,028,671 or 70.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 37.1 minutes per day driving, seeing Billboards and Signs. 56.4% Listen to Local Radio Stations Out-of-Home for an average of 36.

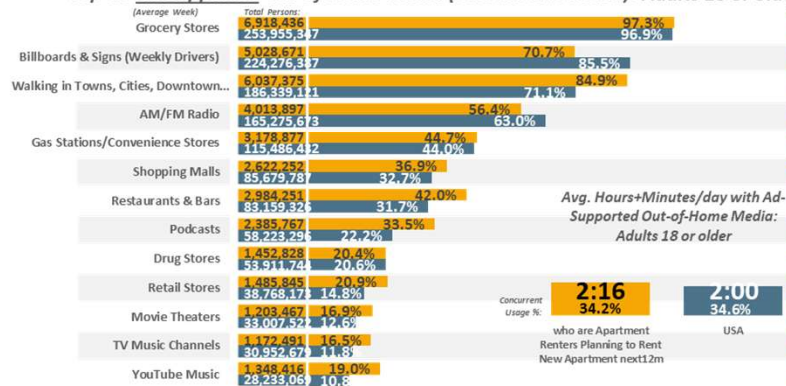
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



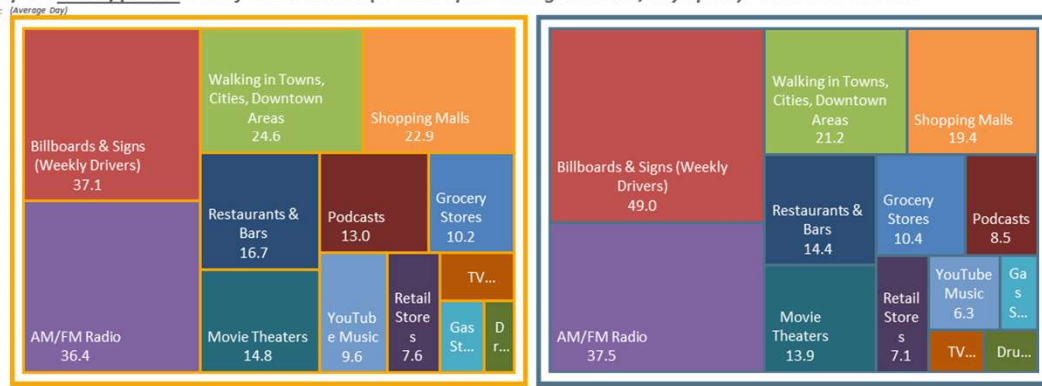
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Sep24-Feb26 Qual Intab 613  
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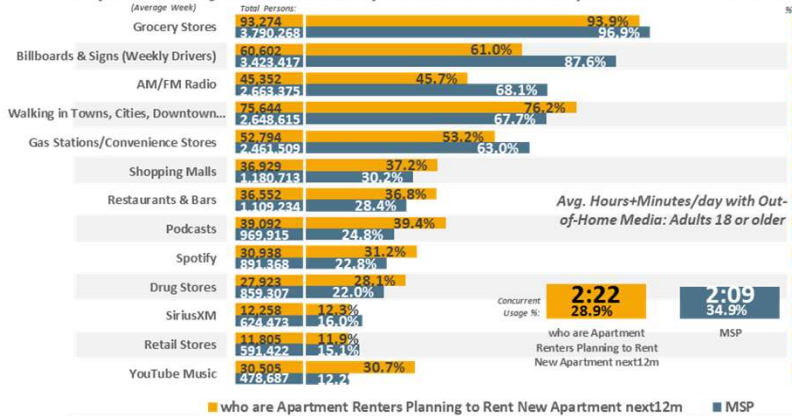
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

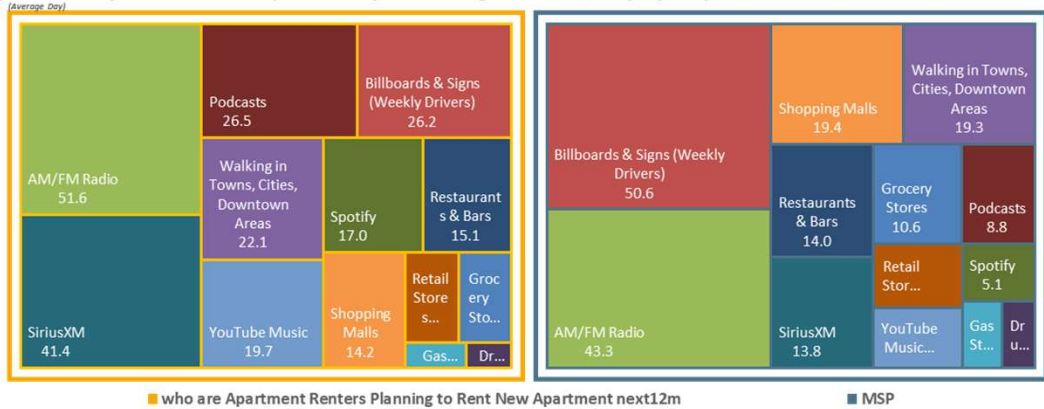


60,602 or 61.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 26.2 minutes per day driving, seeing Billboards and Signs. 45.5% Listen to Local Radio Stations Out-of-Home for an average of 48.5 mi

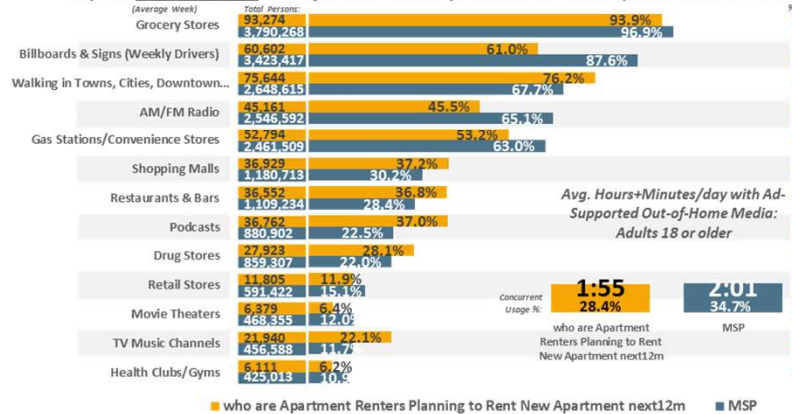
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



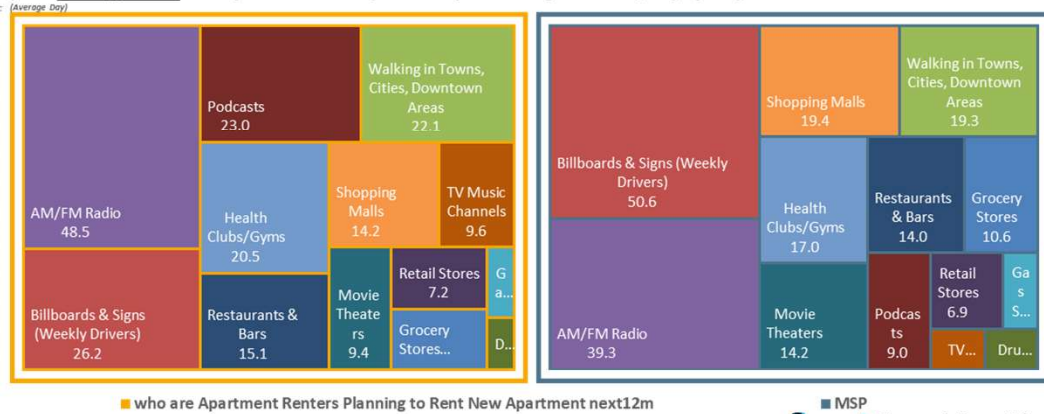
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

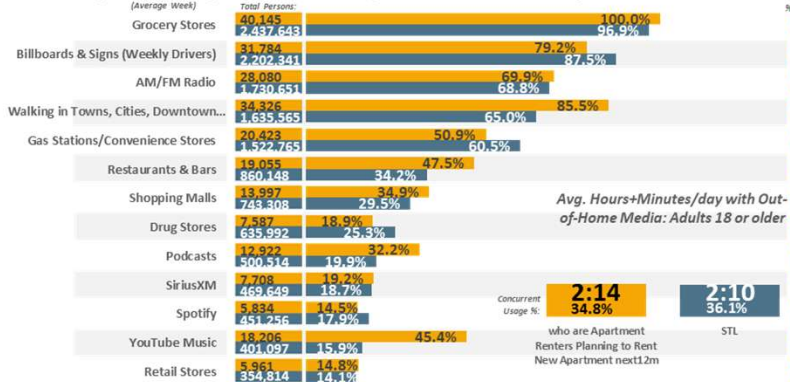




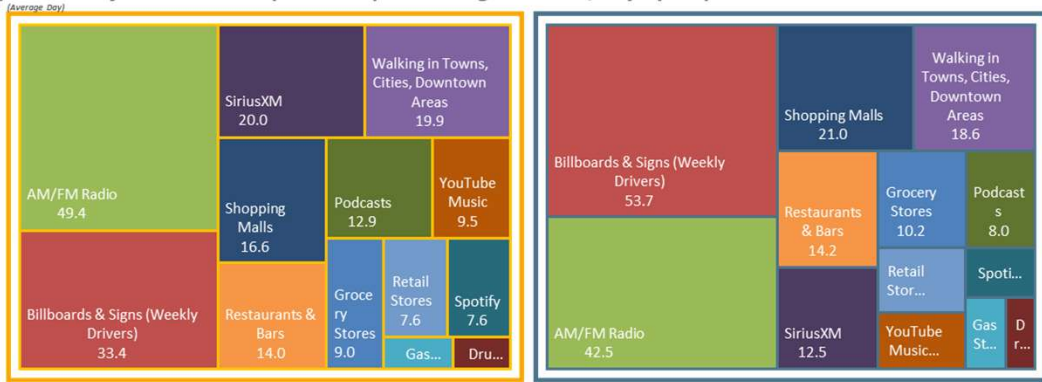


31,784 or 79.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 33.4 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 45.5 m

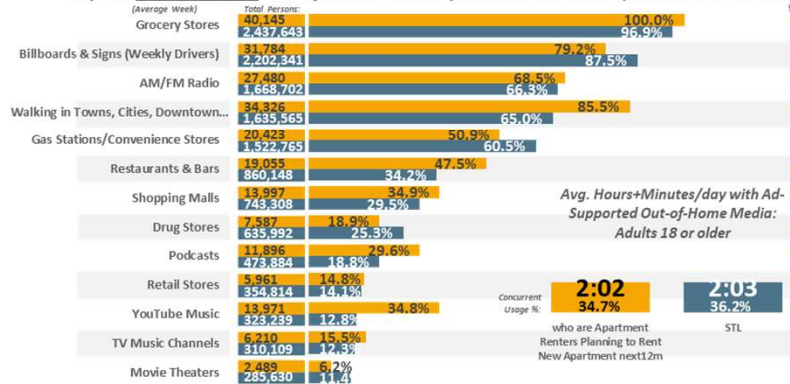
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



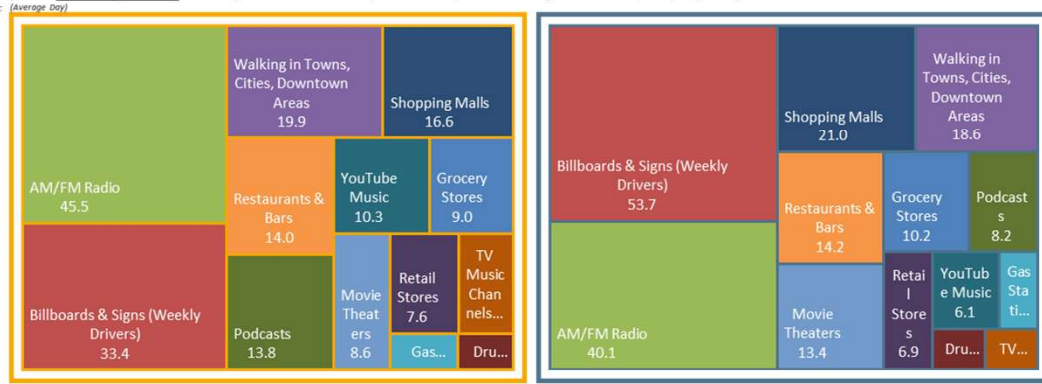
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



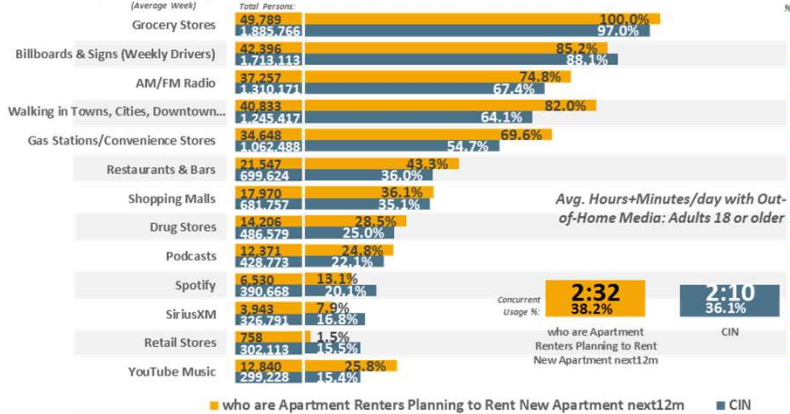
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



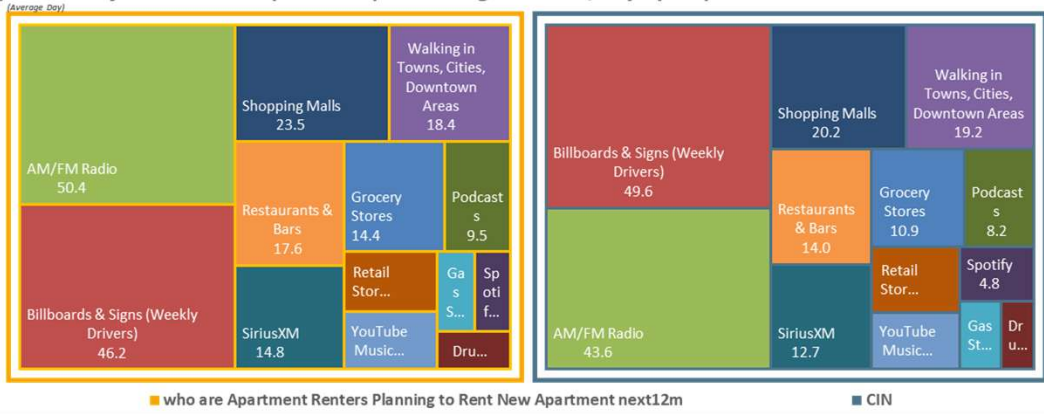


42,396 or 85.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 74.% Listen to Local Radio Stations Out-of-Home for an average of 47. min

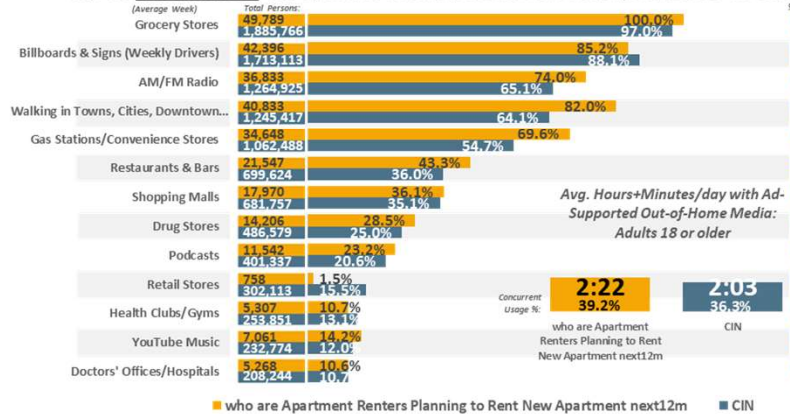
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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 2026: Feb25-Feb26 Qual Intab 42  
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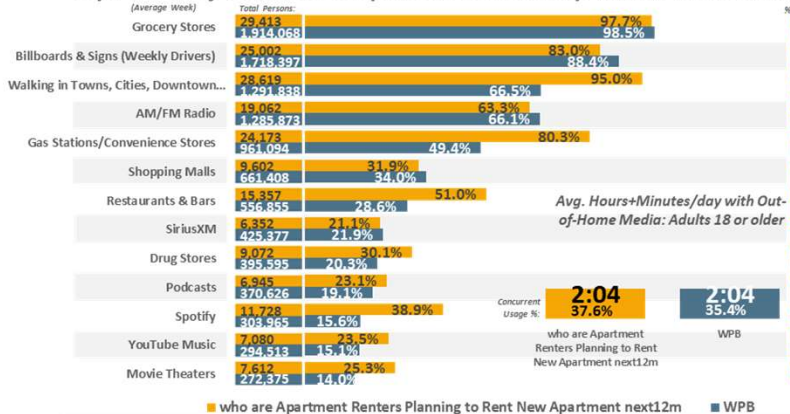
[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



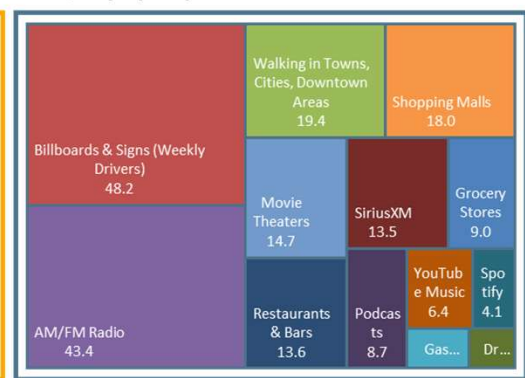
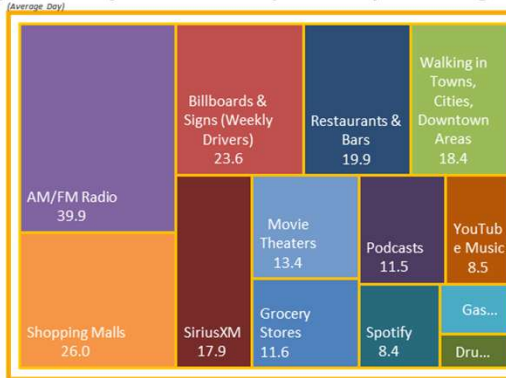


25,002 or 83.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 23.6 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 39.8 mi

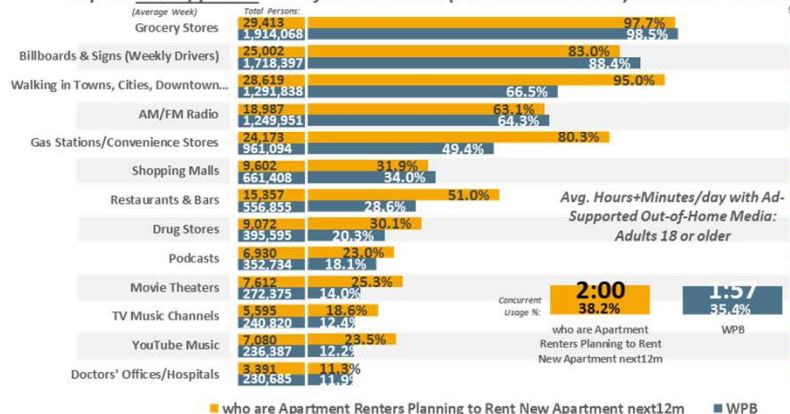
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



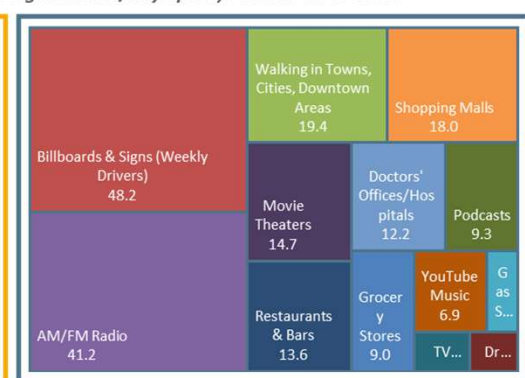
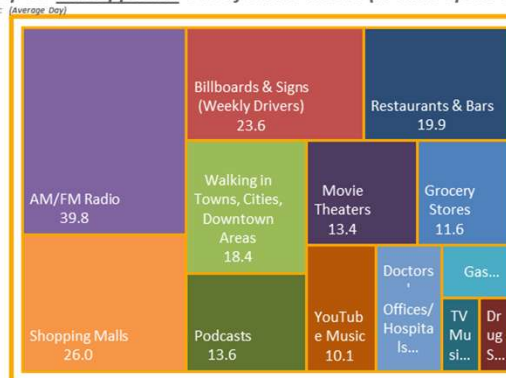
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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





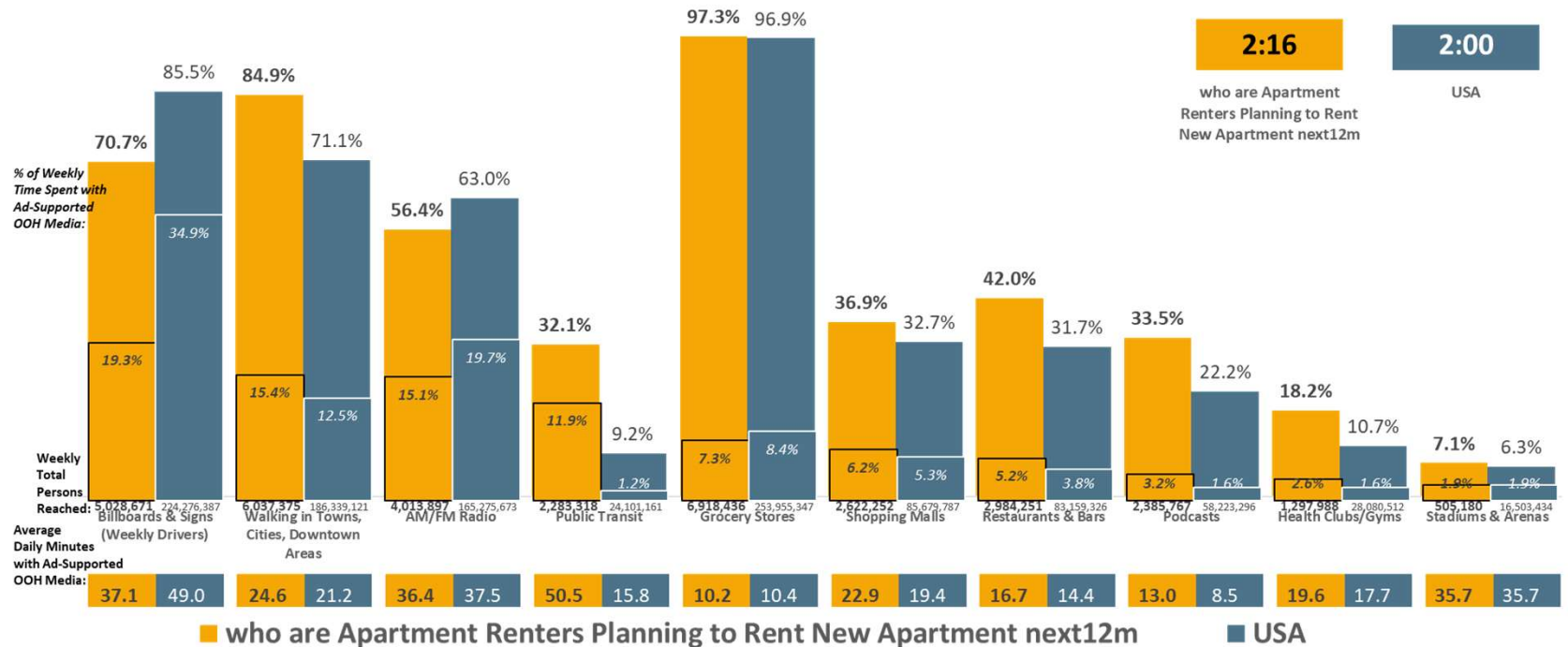


5,028,671 or 70.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 37.1 minutes per day driving, seeing Billboards and Signs representing 19.3% of all Time Spent with Ad-Supported Out-of-Home Medi

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 613 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 24,838  
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[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

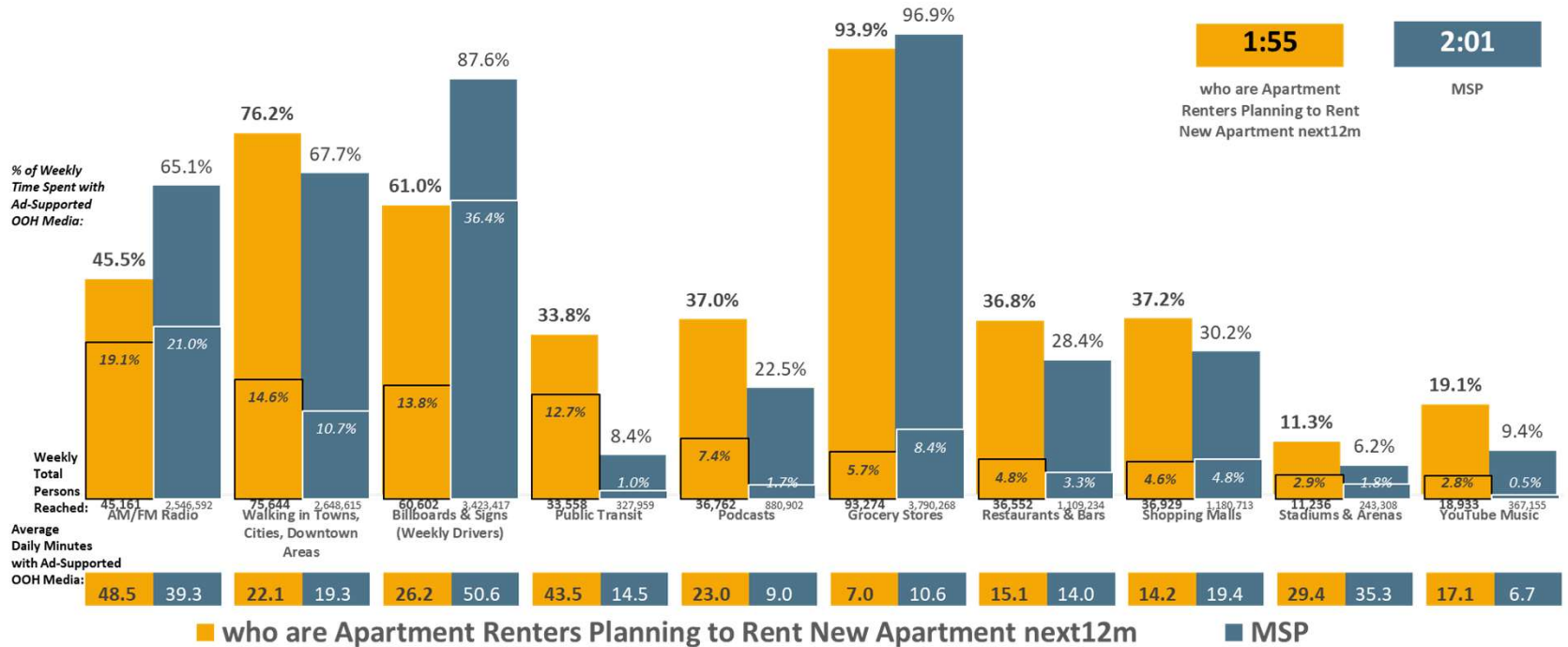


60,602 or 61.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 26.2 minutes per day driving, seeing Billboards and Signs representing 13.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 44 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



31,784 or 79.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 33.4 minutes per day driving, seeing Billboards and Signs representing 21.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:02

who are Apartment Renters Planning to Rent New Apartment next12m

2:03

STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 38  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



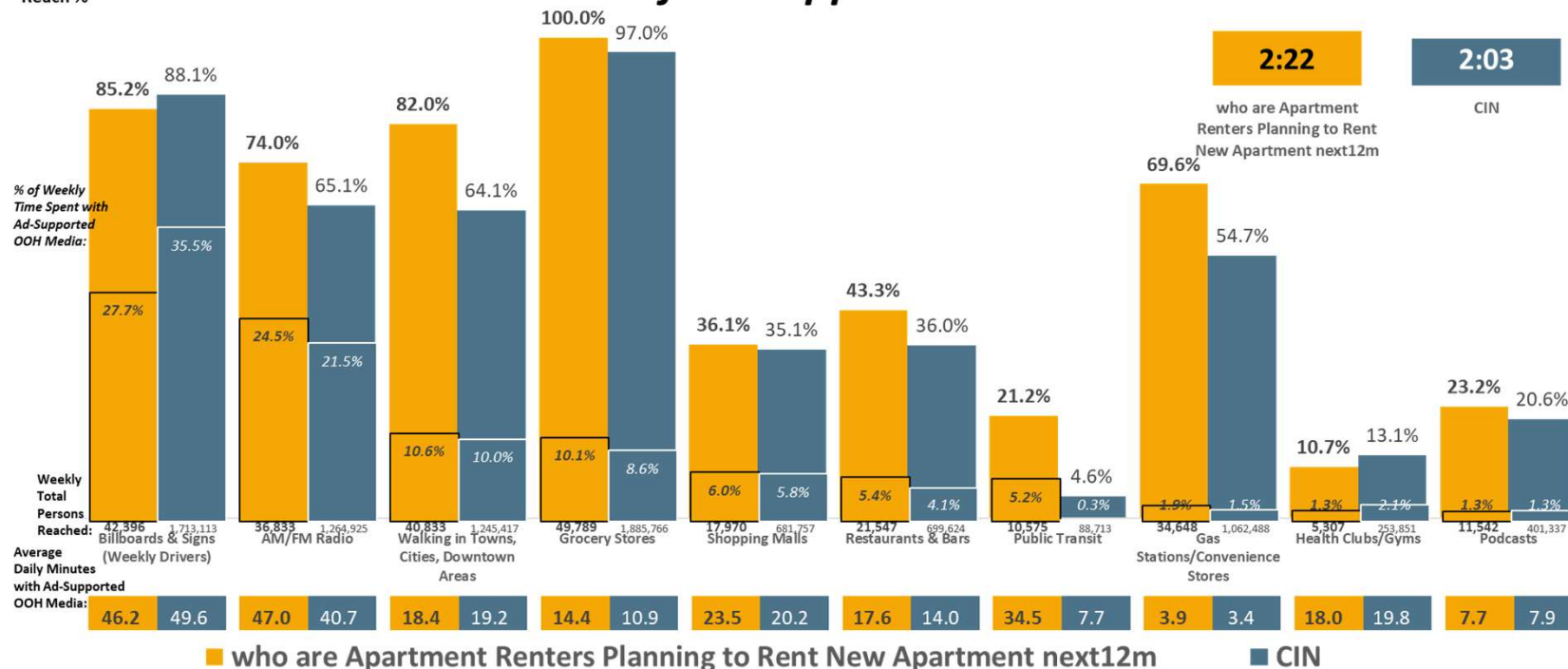


42,396 or 85.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 27.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 42 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900  
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[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

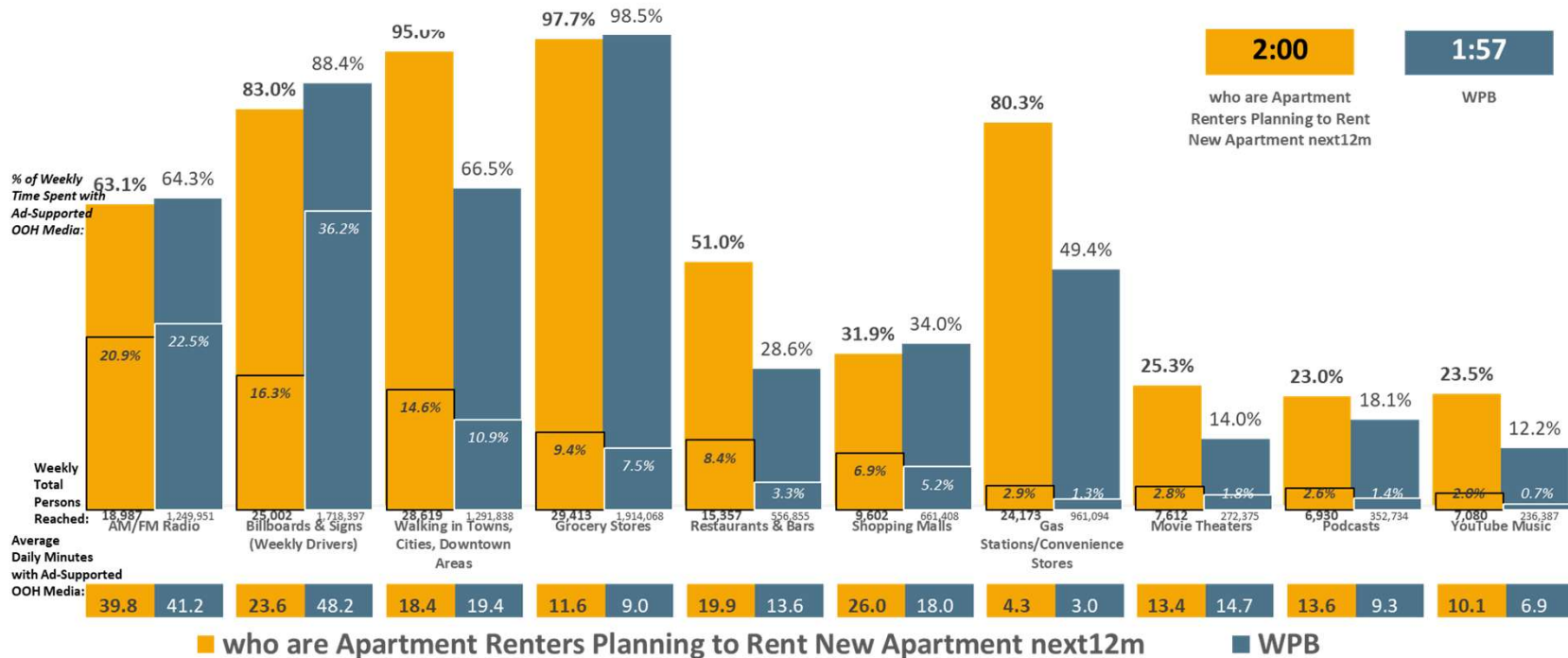


25,002 or 83.0% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 23.6 minutes per day driving, seeing Billboards and Signs representing 16.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 36 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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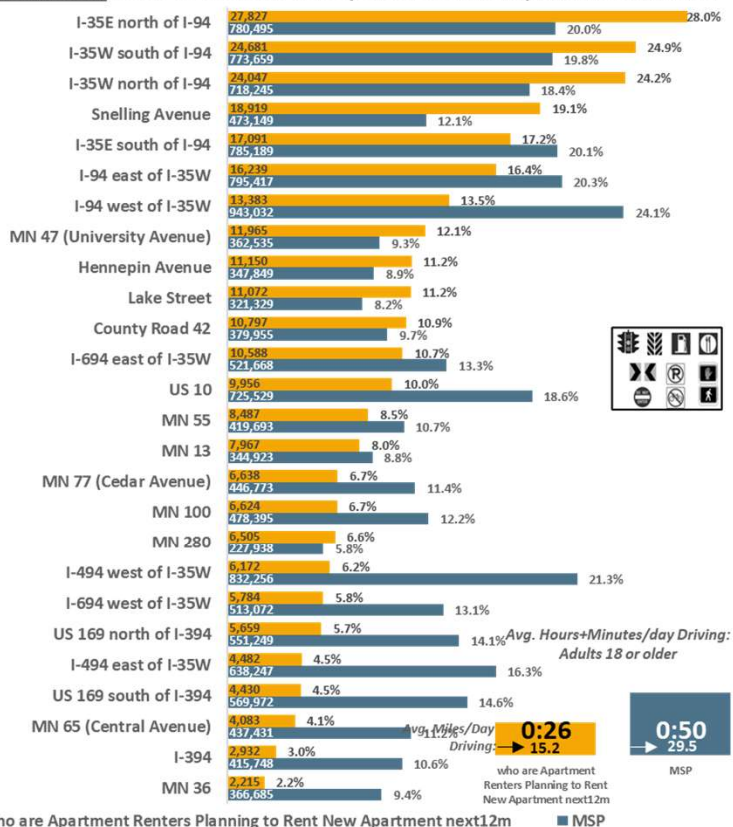
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment] AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

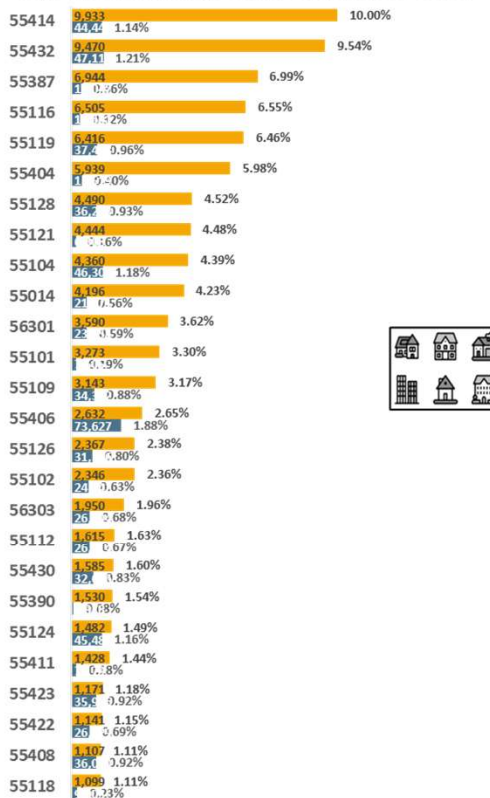


60,602 or 61.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 26.2 minutes per day driving an average of 15.2 miles each day and are 57.5% more likely to use Snelling Avenue than the Metro averag

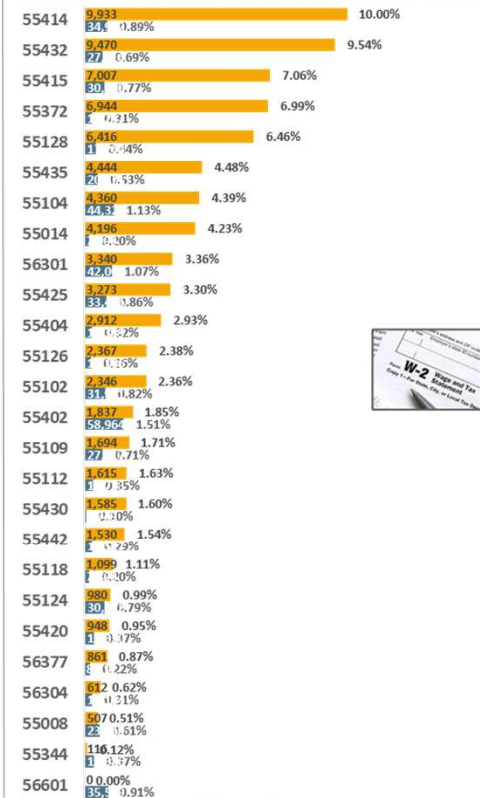
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

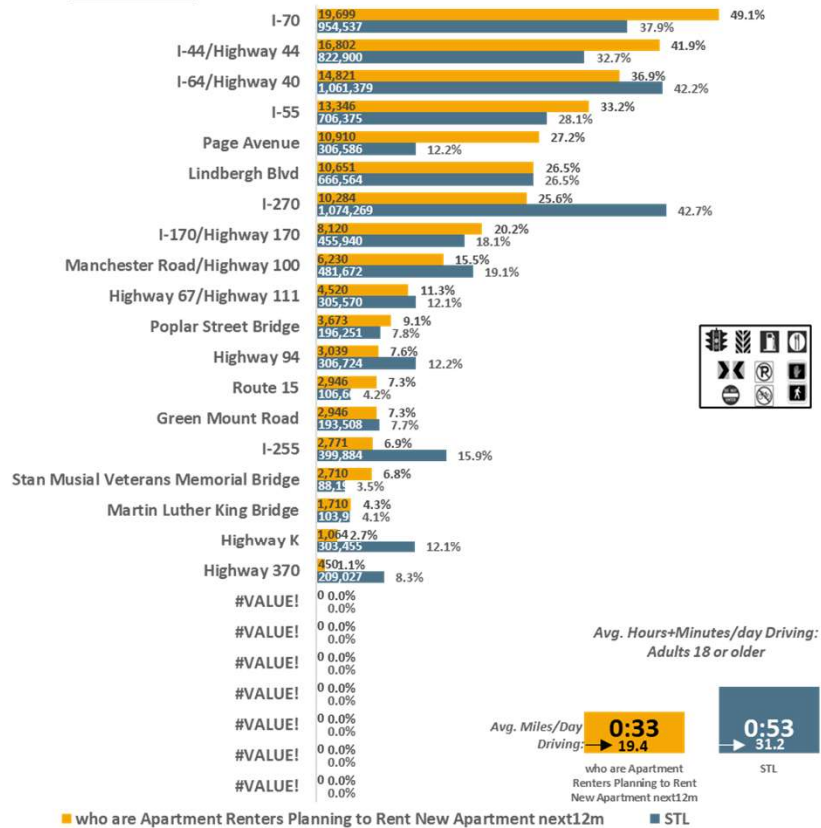




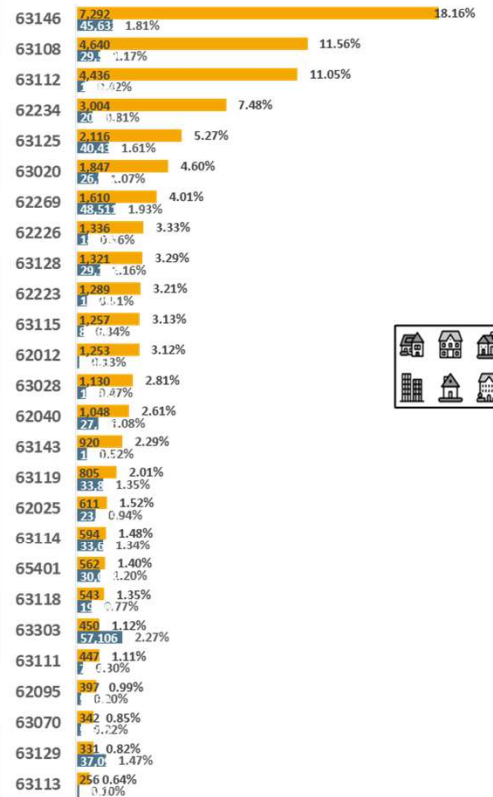


31,784 or 79.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 33.4 minutes per day driving an average of 19.4 miles each day and are 123.1% more likely to use Page Avenue than the Metro average.

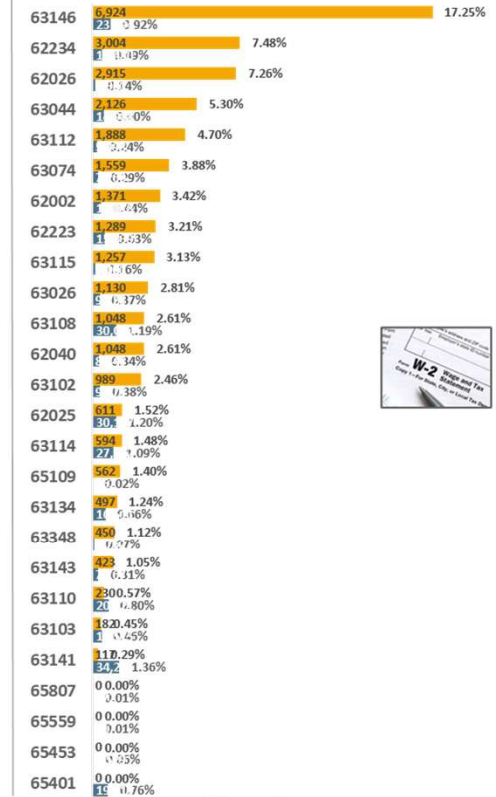
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

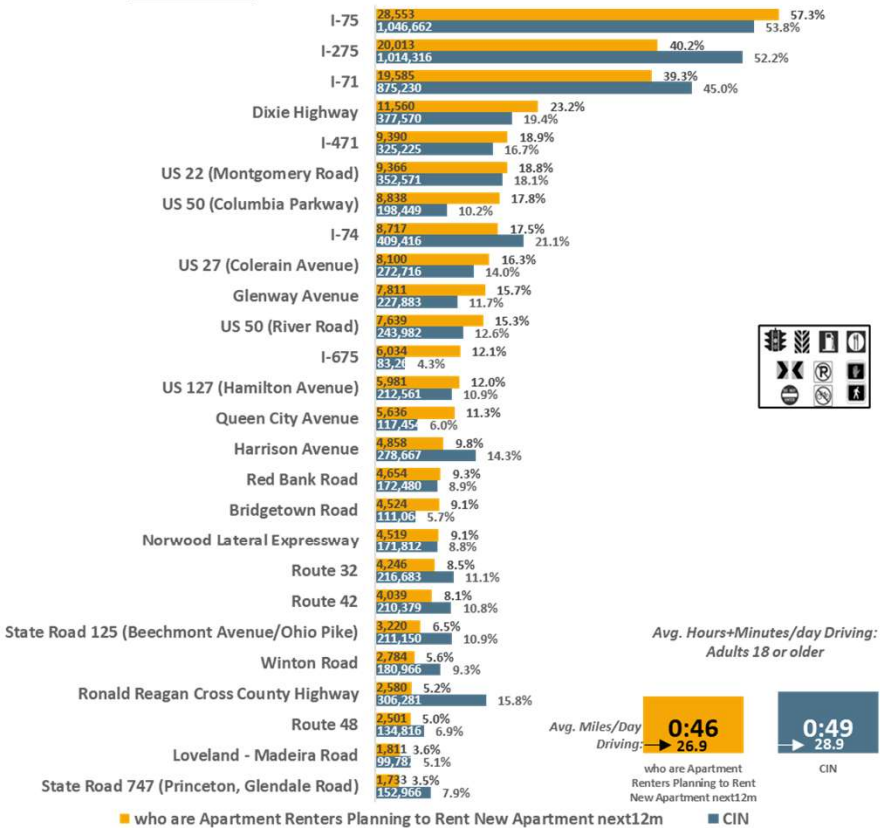


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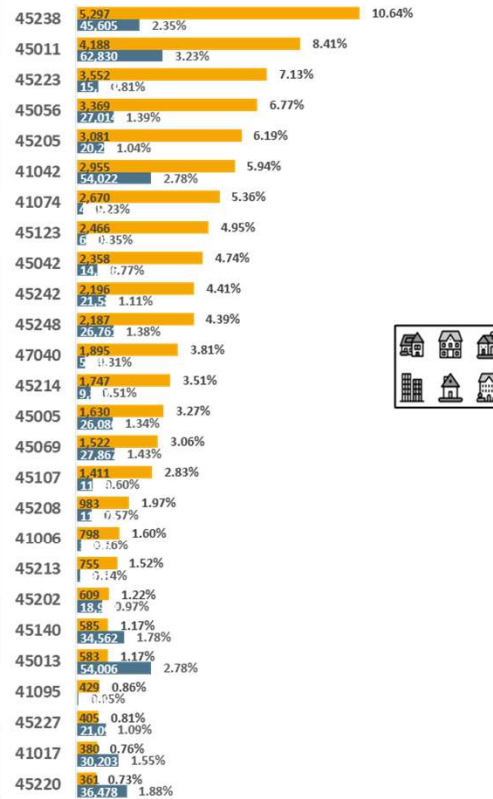


42,396 or 85.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 182.9% more likely to use I-675 than the Metro average.

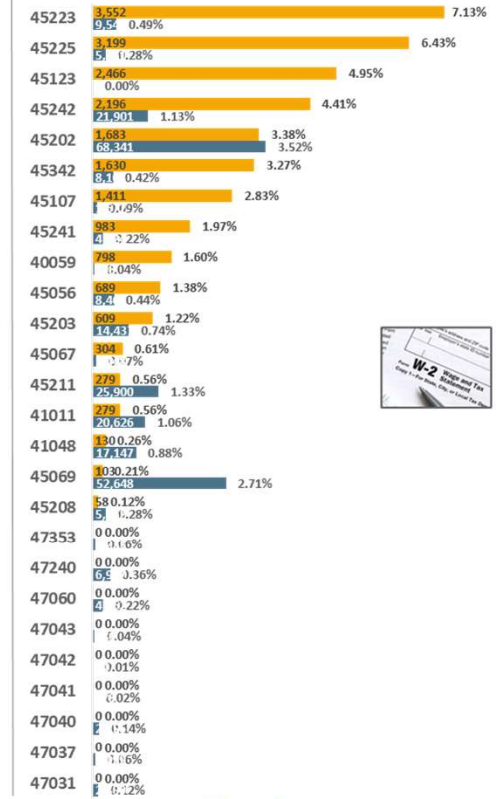
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



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

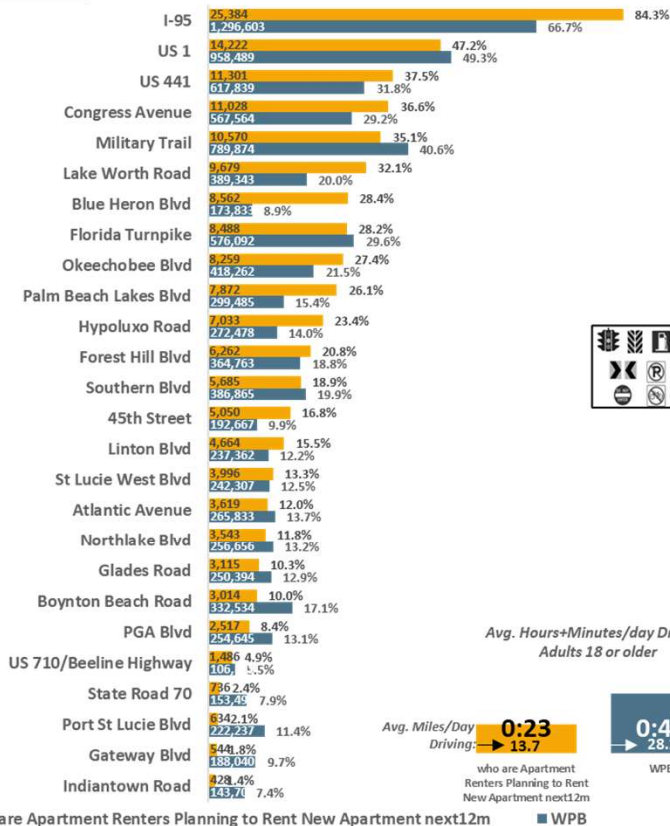


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25,002 or 83.% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m spend an average of 23.6 minutes per day driving an average of 13.7 miles each day and are 218.% more likely to use Blue Heron Blvd than the Metro averag

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



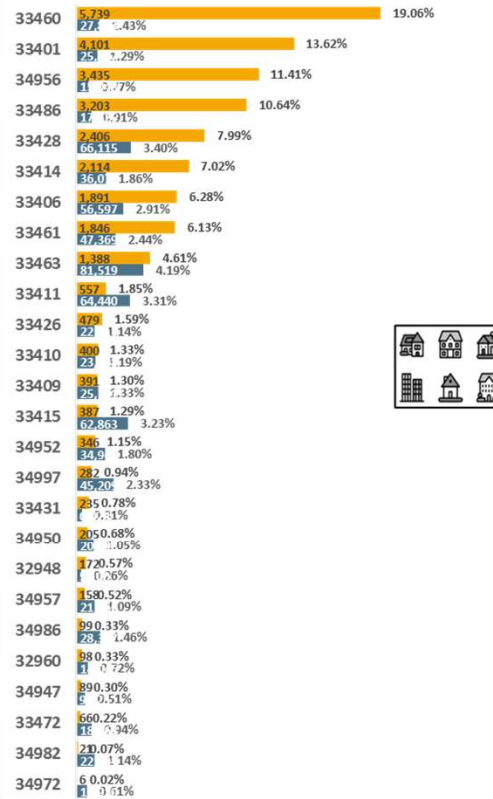
Avg. Hours+Minutes/day Driving:  
Adults 18 or older

Avg. Miles/Day Driving: **0:23** **13.7**

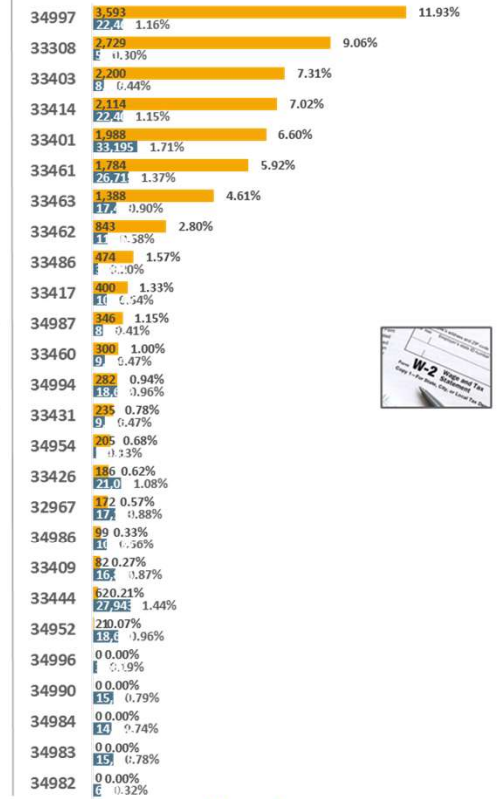
who are Apartment  
Renters Planning to Rent  
New Apartment next12m

**0:48**  
**28.1**  
WPB

Top-26 Residential Zip Codes: Adults 18 or older



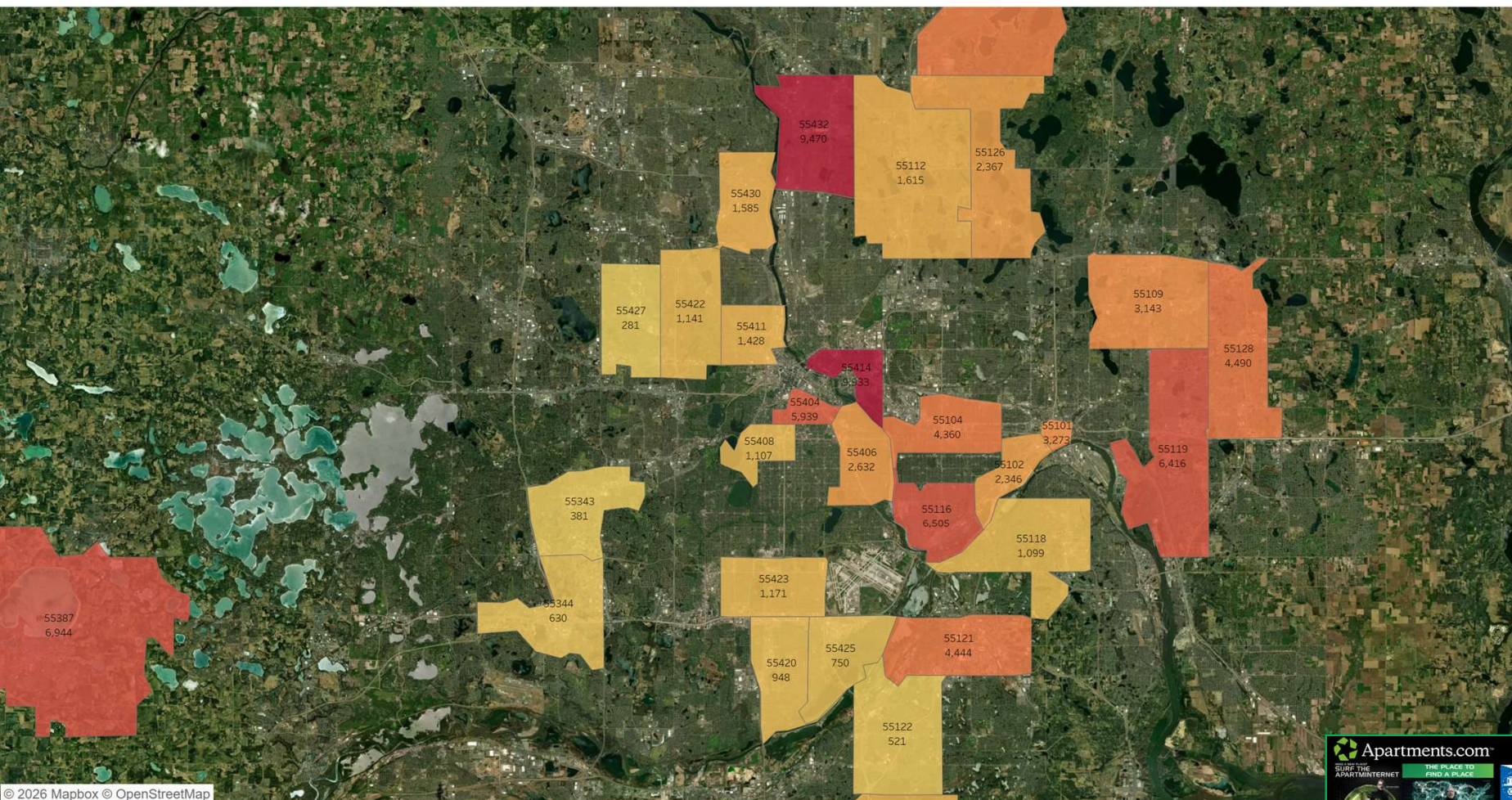
Top-26 Employment Zip Codes: Adults 18 or older



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# Top Residential Zip Codes: (Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m)



SUM(Adults 18 or older...  
281 9,933

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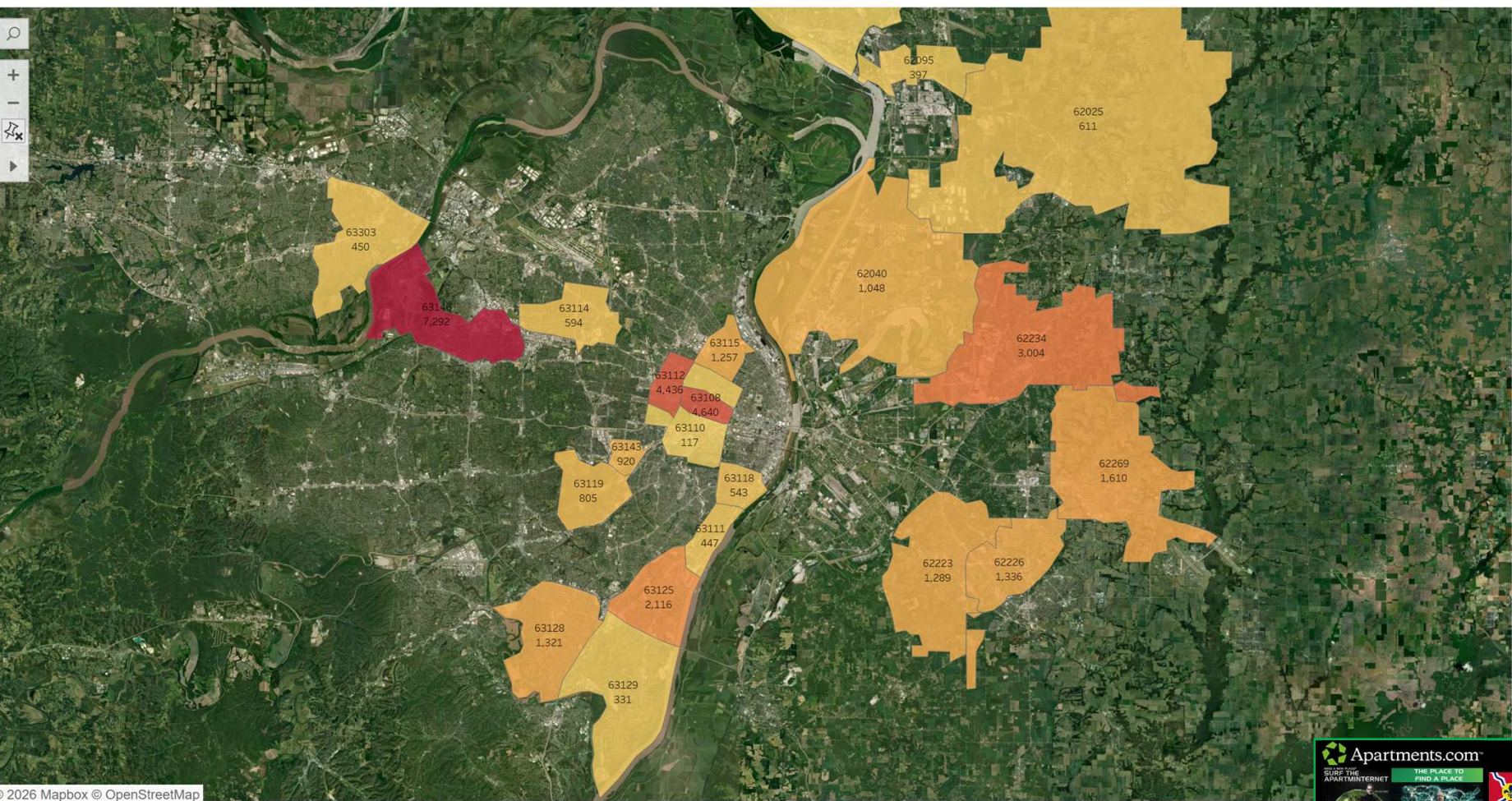
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 44  
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Top Residential Zip Codes: (Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m)



SUM(Adults 18 or older...  
73 7,292

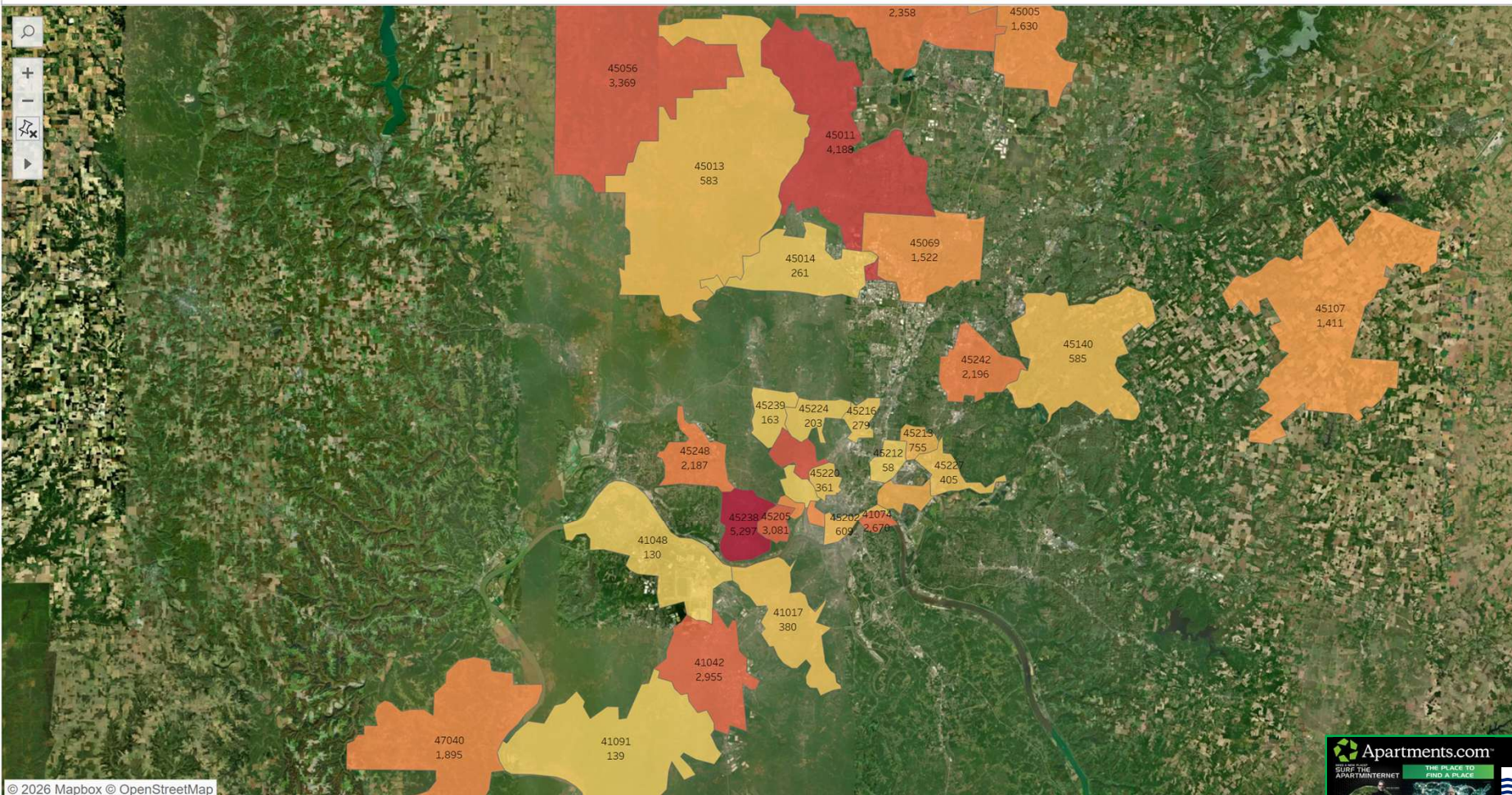
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[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



# Top Residential Zip Codes: (Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m)



SUM(Adults 18 or older...



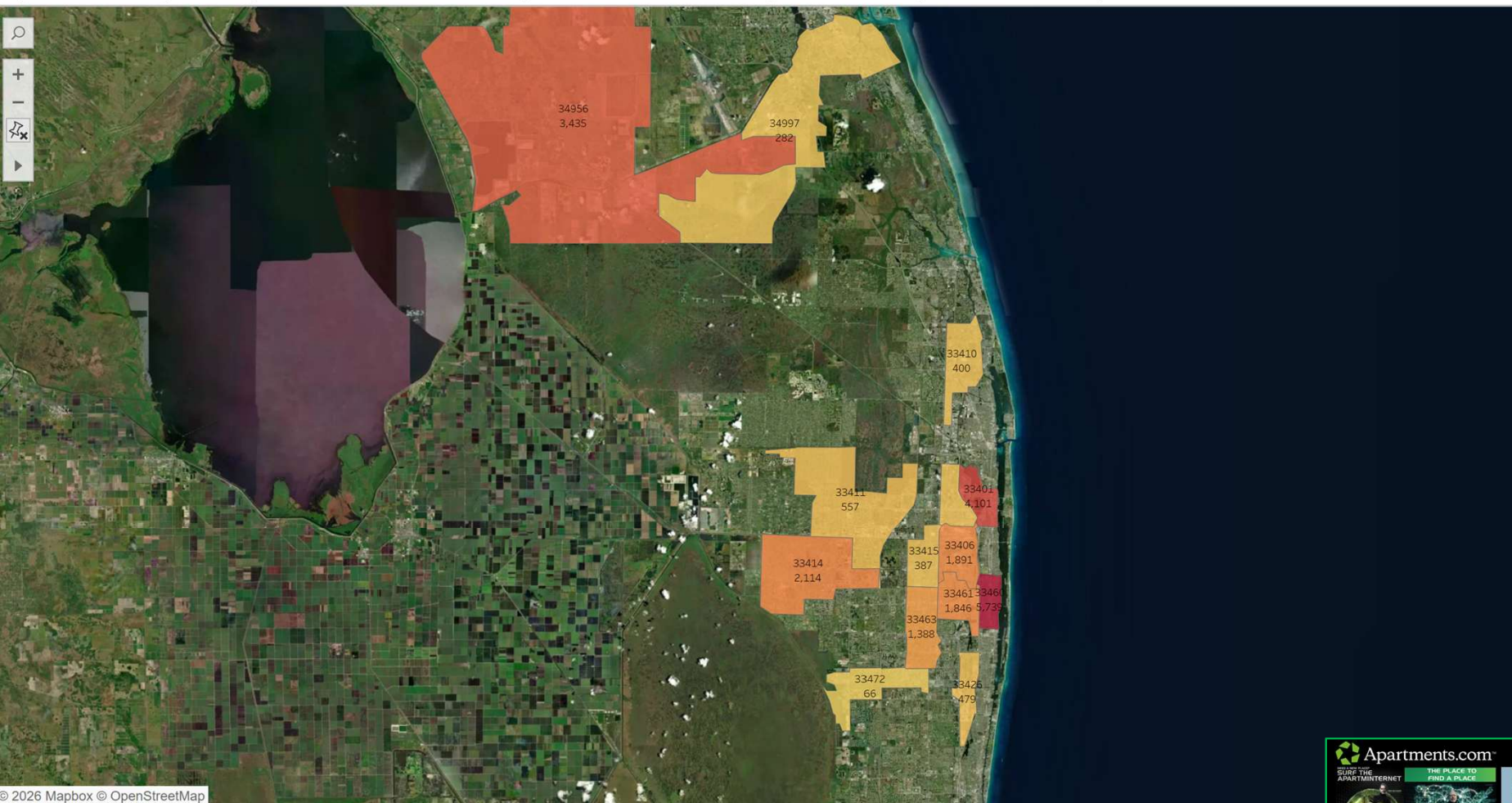
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[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



# Top Residential Zip Codes: (Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m)



SUM(Adults 18 or older...



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APARTMENTS.com

THE PLACE TO FIND A PLACE

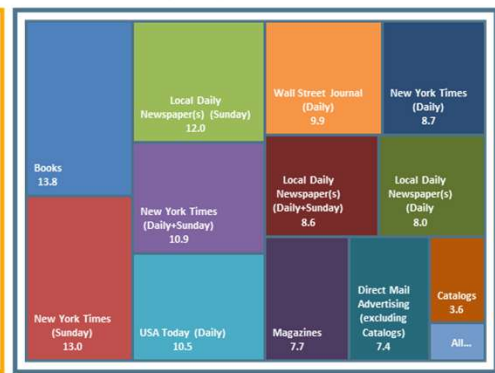
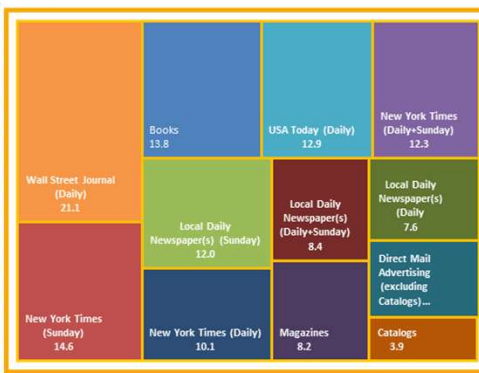
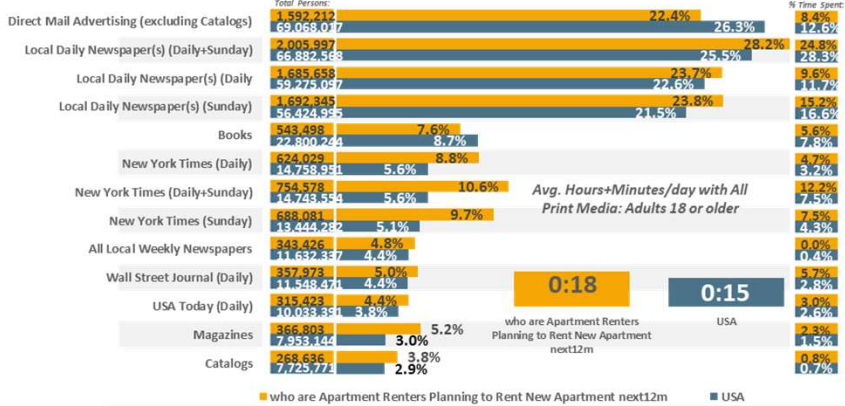
WPB

[[[Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op

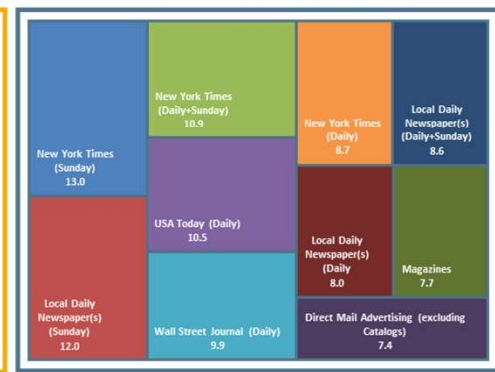
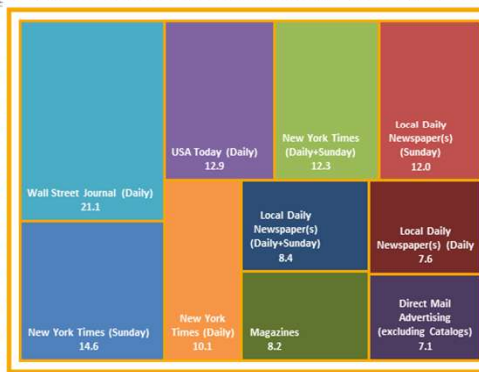
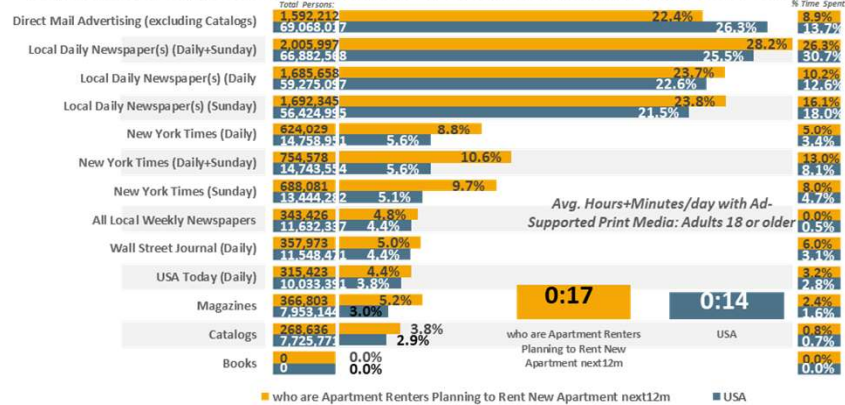


2,005,997 or 28.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 26.3% of all time spent daily with All forms of Pr

**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**

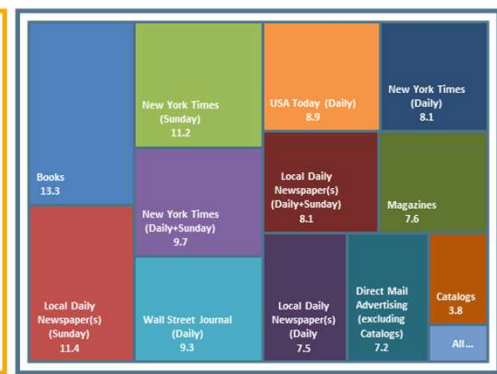
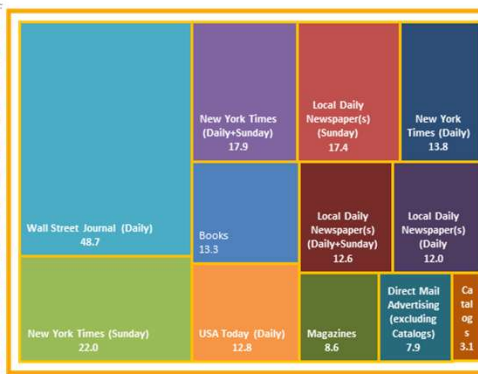
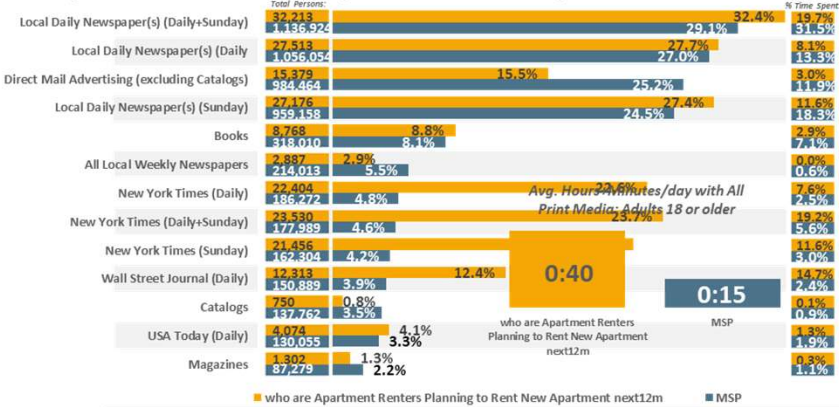




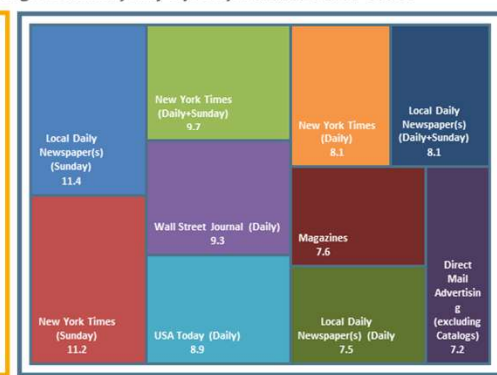
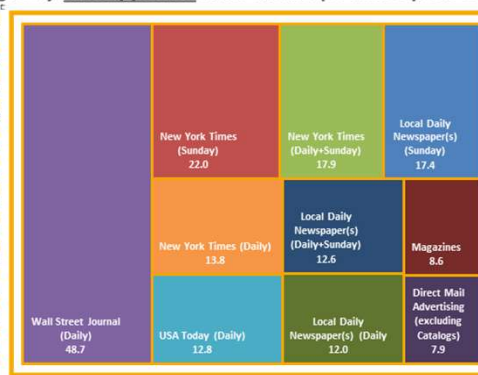
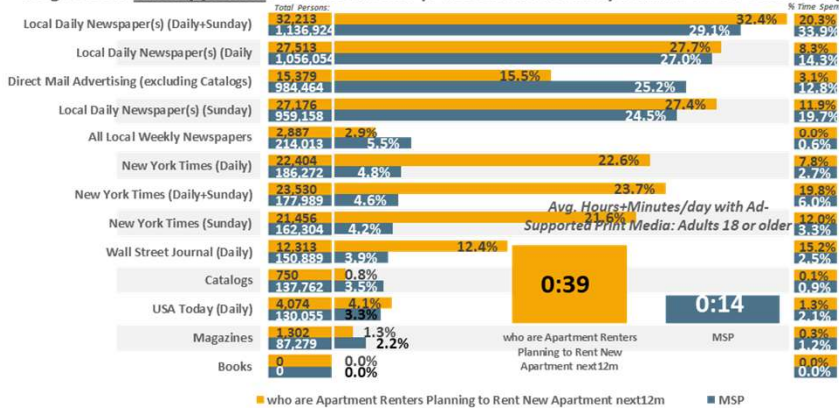


32,213 or 32.4% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.6 minutes every day representing 20.3% of all time spent daily with All forms of Print

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



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

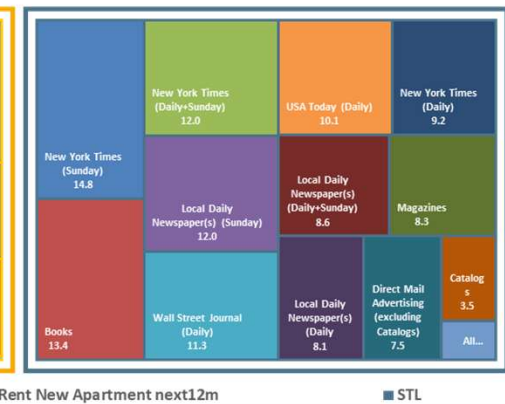
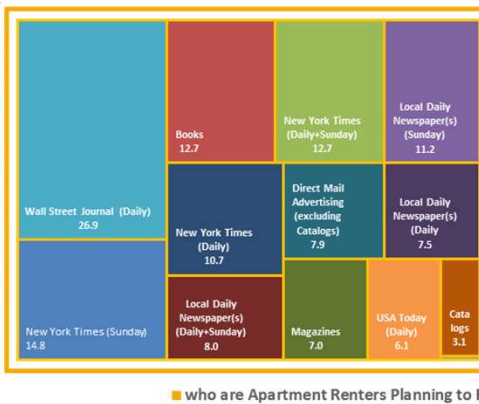
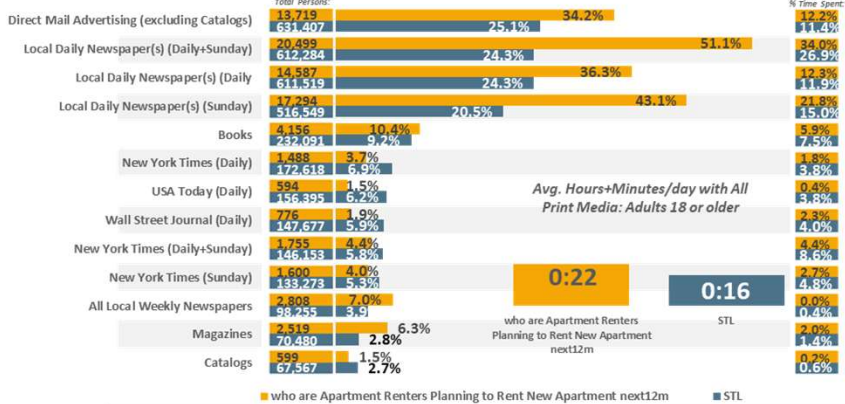




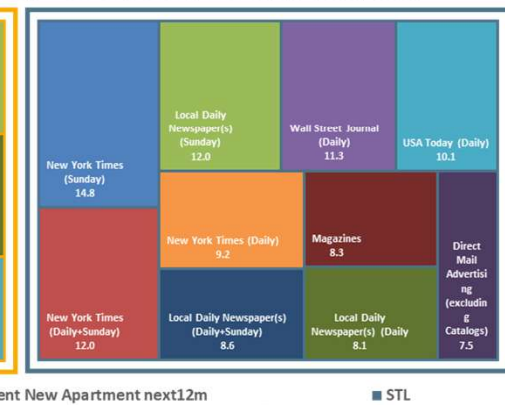
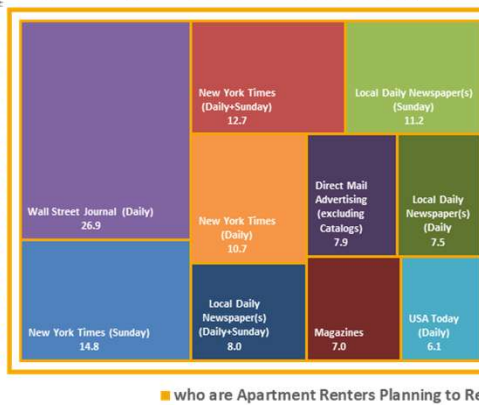
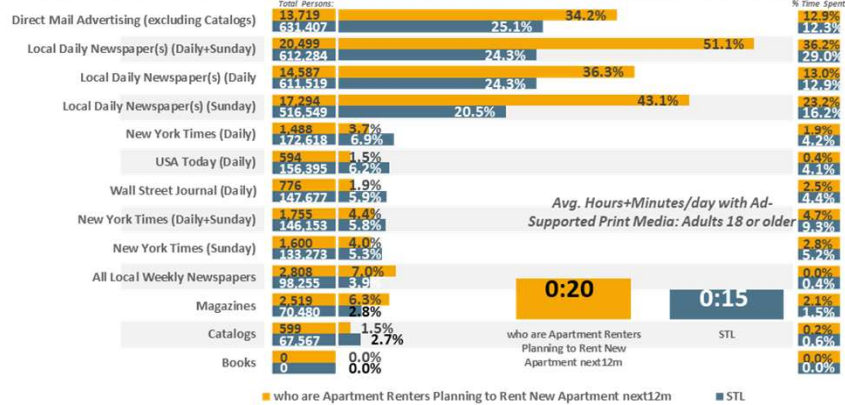


20,499 or 51.1% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 36.2% of all time spent daily with All forms of Print

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



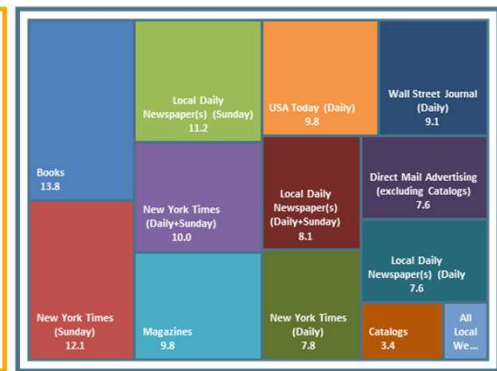
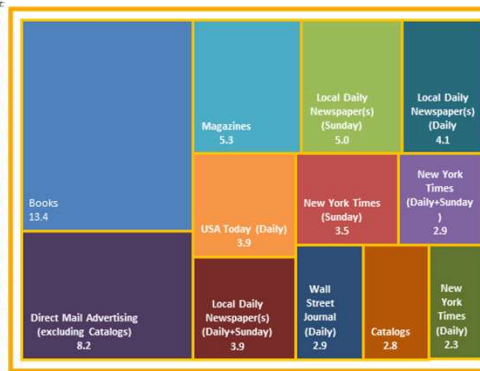
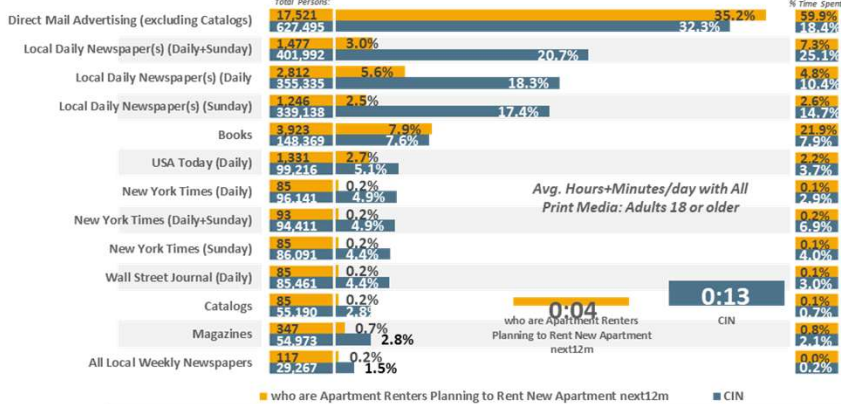
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



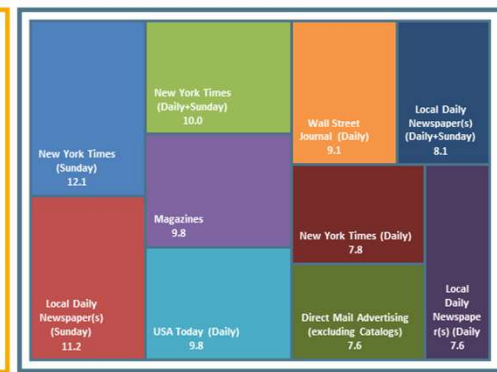
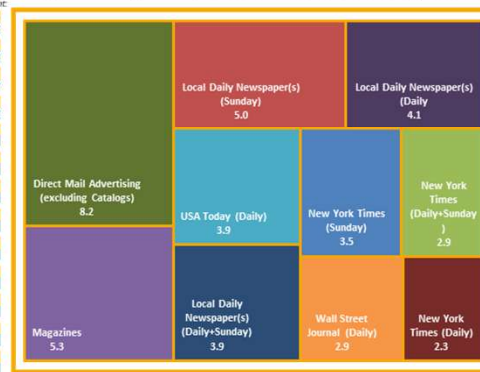
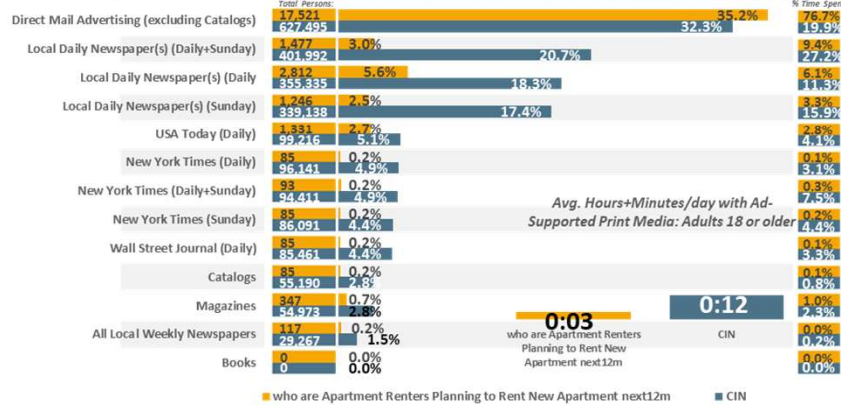


17,521 or 35.2% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 76.7% of all time spent daily with All forms of

**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**



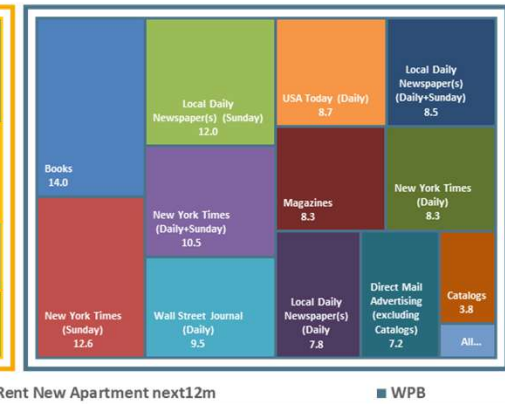
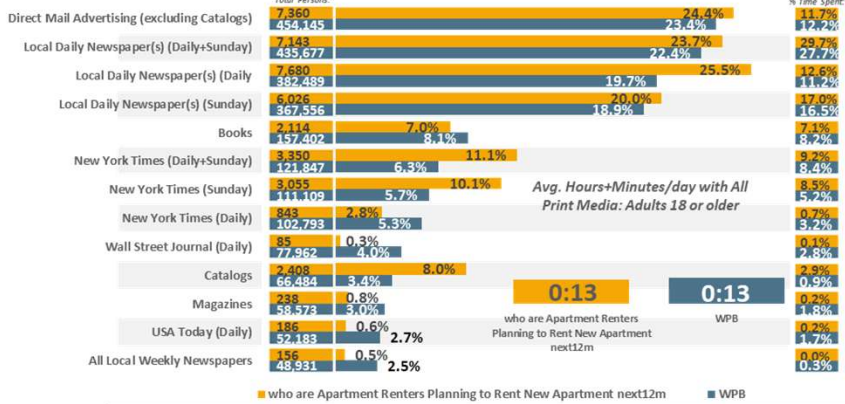
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



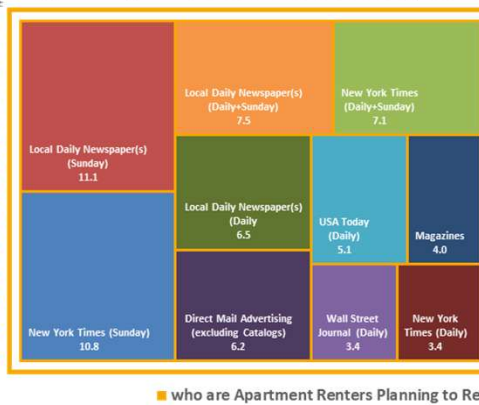
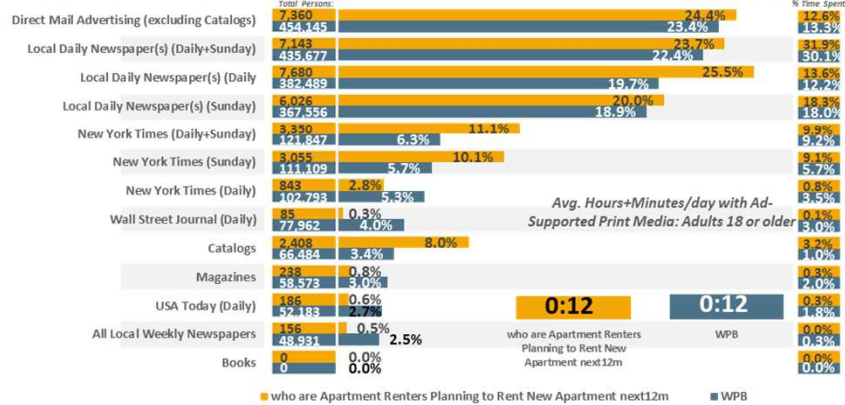


7,143 or 23.7% of Adults 18 or older who are Apartment Renters Planning to Rent New Apartment next12m read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 31.9% of all time spent daily with All forms of Print

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



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

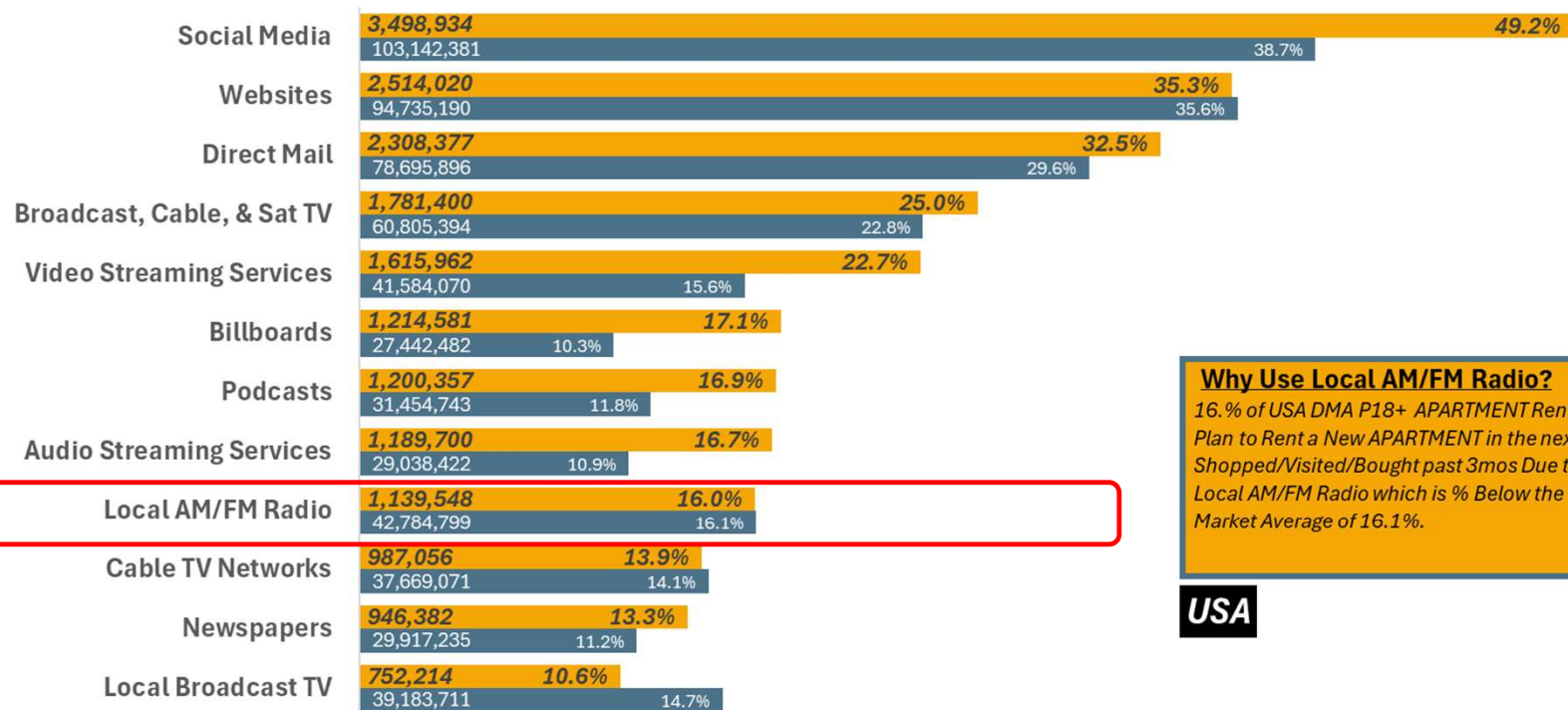






## "Advertising Actions"

### P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

16.% of USA DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the USA DMA Market Average of 16.1%.

USA

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Sep24-Feb26 Qual Intab: 613

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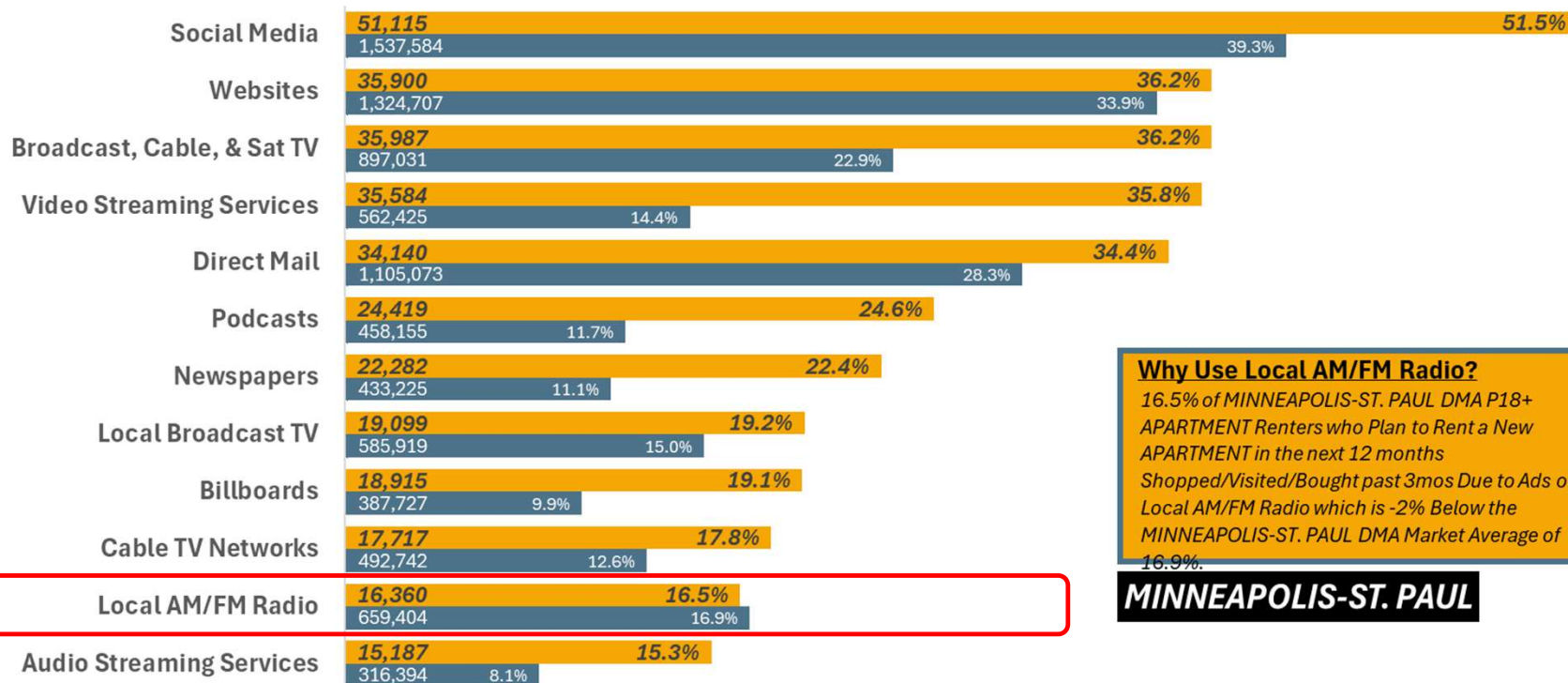
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[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



## "Advertising Actions"

### P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

16.5% of MINNEAPOLIS-ST. PAUL DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

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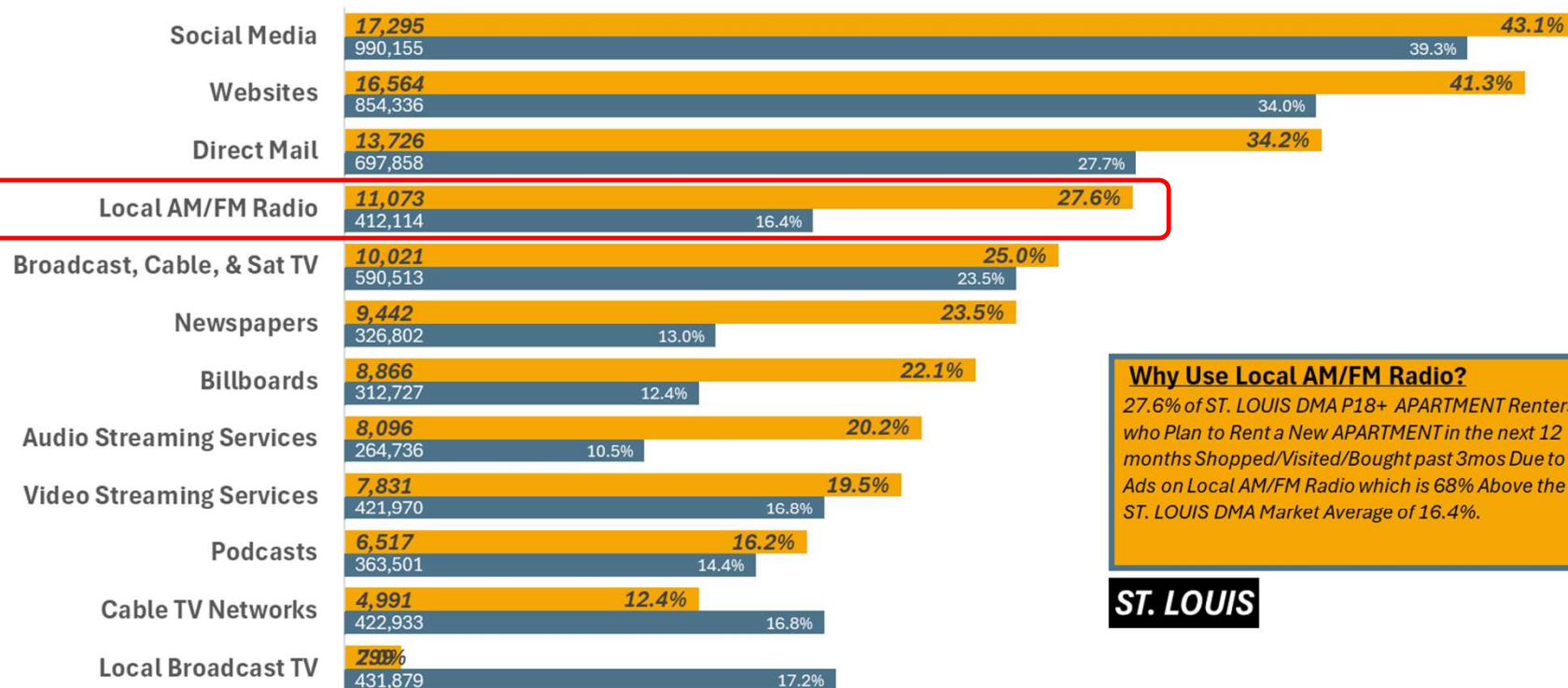
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[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



## "Advertising Actions"

**P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

27.6% of ST. LOUIS DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 68% Above the ST. LOUIS DMA Market Average of 16.4%.

**ST. LOUIS**

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR1 2026: Feb25-Feb26 Qual Intab: 38

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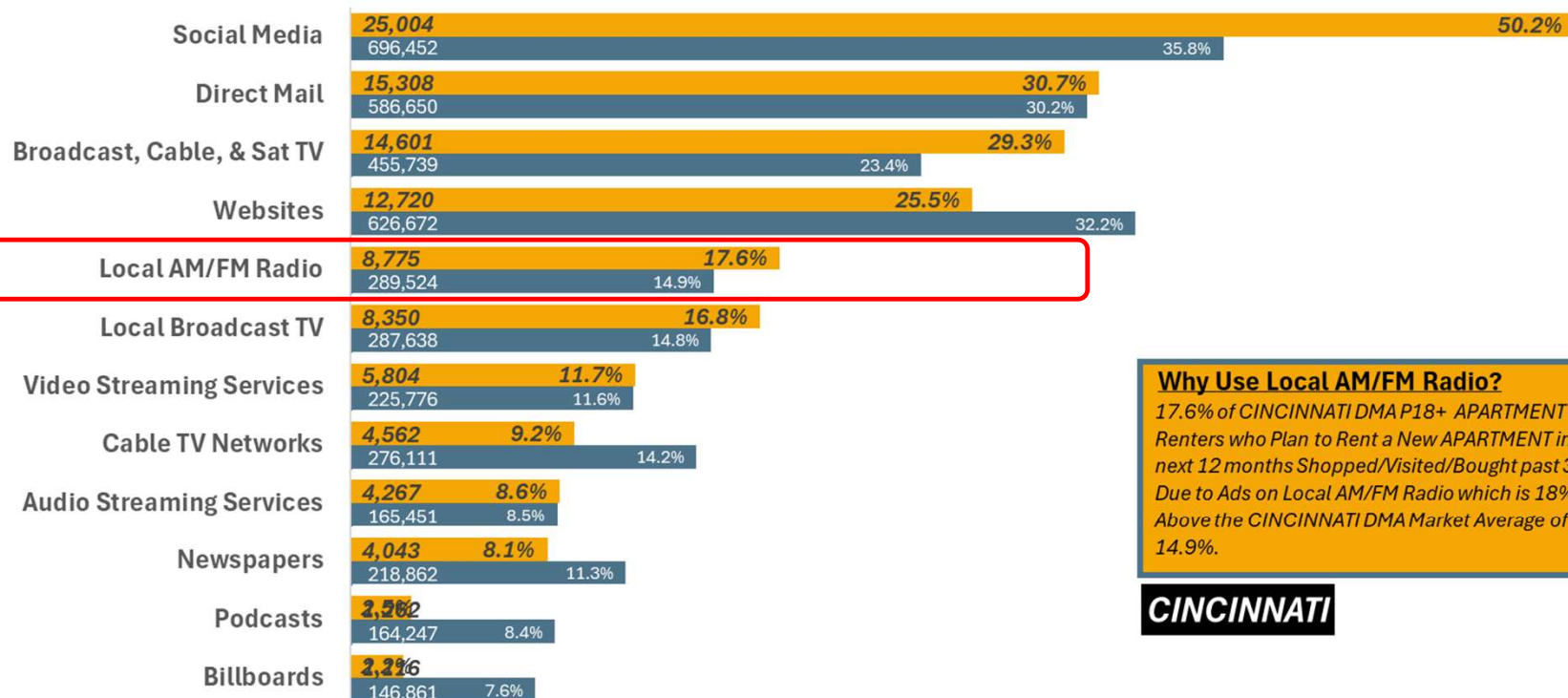
[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op





## "Advertising Actions"

**P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

17.6% of CINCINNATI DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the CINCINNATI DMA Market Average of 14.9%.

**CINCINNATI**

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 42  
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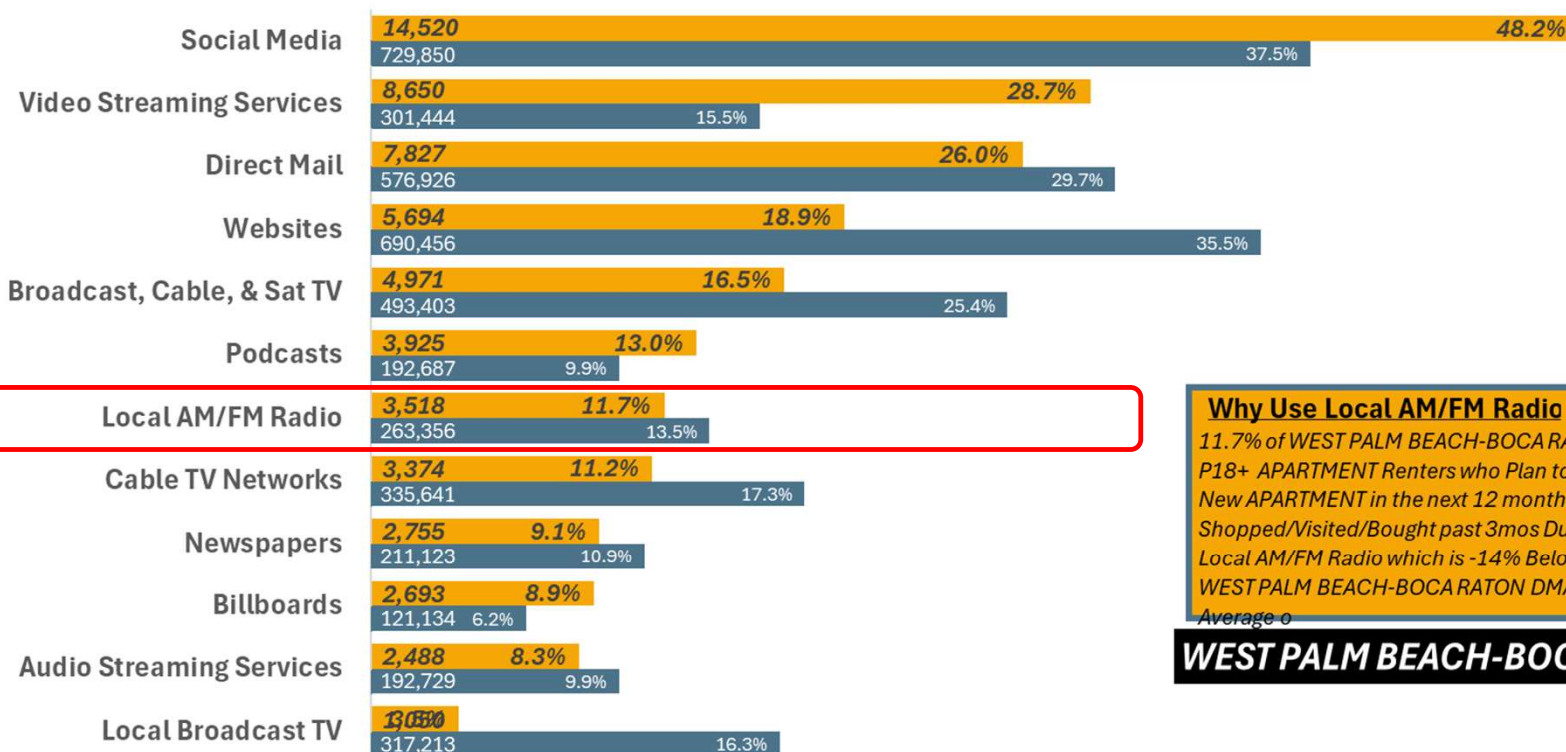
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[[([Own or rent residence (HHLD): Rent AND Type of dwelling (HHLD): Apartment) AND Lifestyle changes/events personally plan to do next 12 mths: Move/change address]] AND NOT Lifestyle changes/events personally plan to do next 12 mths: Buy house, condo, or co-op



## "Advertising Actions"

### P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio

11.7% of WEST PALM BEACH-BOCA RATON DMA P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%

**WEST PALM BEACH-BOCA RATON**

■ P18+ APARTMENT Renters who Plan to Rent a New APARTMENT in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 36

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