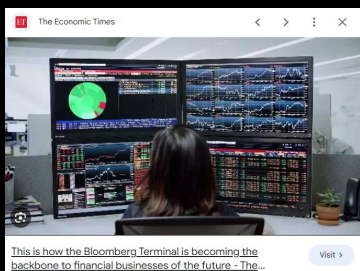


USA+4 DMAs – P25-54 who Shopped for an AUTO LOAN Online in the past 6 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P25-54** who Shopped for an **AUTO LOAN Online** in the past 6 months as of March 31, 2026.



LightStream

by Truist

Drive the car you want.

You've earned it. And your best loan ever, **guaranteed.**

APPLY NOW

SEE RATES & TERMS



P25-54

Vanguard® BlackRock

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

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto





6.0% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
 Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 39.5 years old (1.0% younger than average) and have a \$110,405 (5.1% higher than average) annual household income.

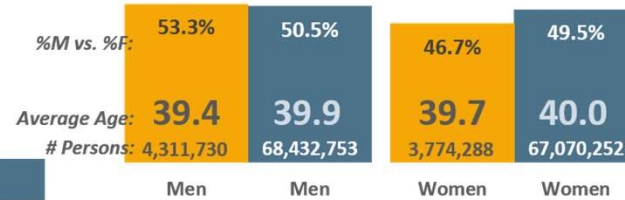
Percent of Market: Adults 25 - 54



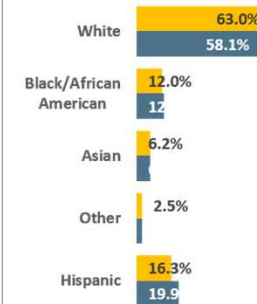
Total Persons:
 8,086,017 (who Shopped for an AUTO LOAN Online in the past 6 months)
 127,416,987 (Remainder of USA DMAs)



Gender of Target vs. Market: Adults 25 - 54

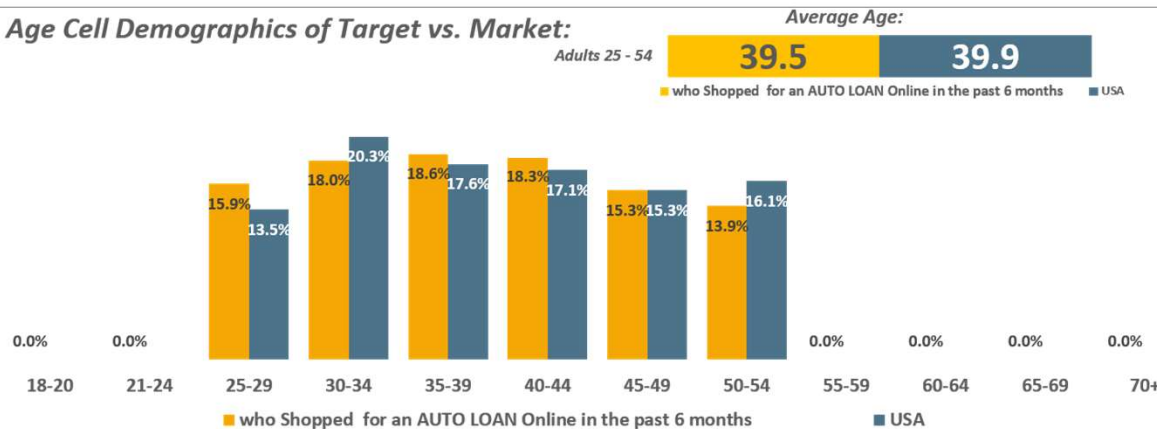


Ethnicity of Target vs. Market:

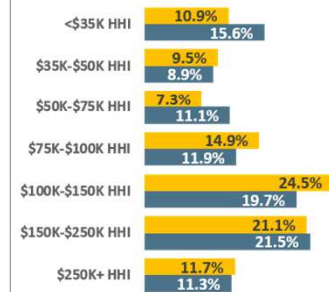


who Shopped for an AUTO LOAN Online in the past 6 months USA

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$110,405 (who Shopped for an AUTO LOAN Online in the past 6 months) \$105,085 (USA)

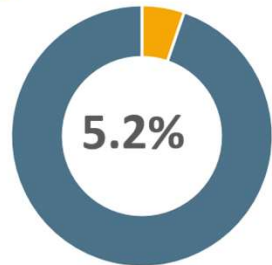
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



5.2% or 201,875 of CHI DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 39.1 years old (2.3% younger than average) and have a \$95,096 (21.% lower than average) annual household income.

Percent of Market: Adults 25 - 54



■ who Shopped for an AUTO LOAN Online in the past 6 months
■ Remainder of CHI DMA

Total Persons:
201,875 3,644,962

Gender of Target vs. Market: Adults 25 - 54

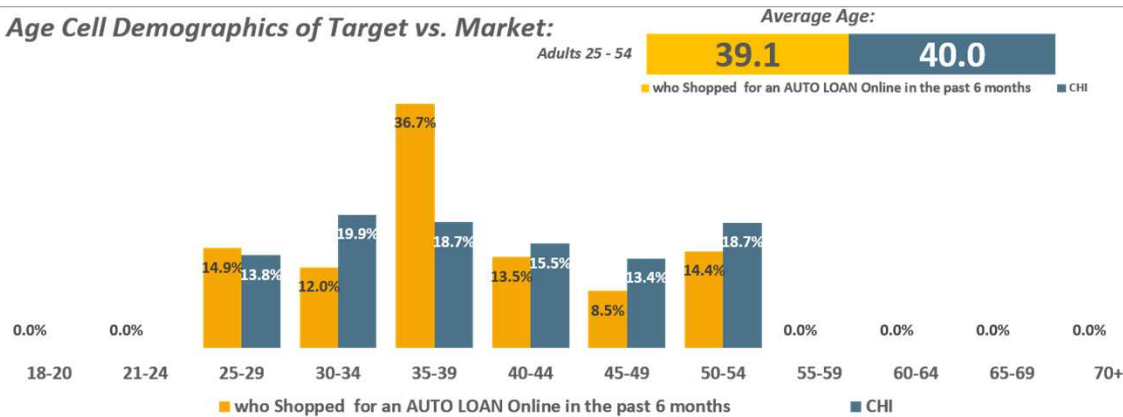
	Men	Men	Women	Women
%M vs. %F:	40.7%	49.9%	59.3%	50.1%
Average Age:	39.2	40.2	39.0	39.9
# Persons:	82,100	1,918,733	119,775	1,928,104

Ethnicity of Target vs. Market:

White	45.8%	48.6%
Black/African American	15.9%	15.2%
Asian	4.4%	6%
Other	0.0%	
Hispanic	34.0%	28.8%

■ who Shopped for an AUTO LOAN Online in the past 6 months ■ CHI

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	27.1%	18.1%
\$35K-\$50K HHI	4.9%	9.0%
\$50K-\$75K HHI	9.2%	12.2%
\$75K-\$100K HHI	25.5%	11.7%
\$100K-\$150K HHI	18.1%	17.8%
\$150K-\$250K HHI	8.8%	20.6%
\$250K+ HHI	6.5%	10.7%

Avg HHI: \$95,096 \$120,308

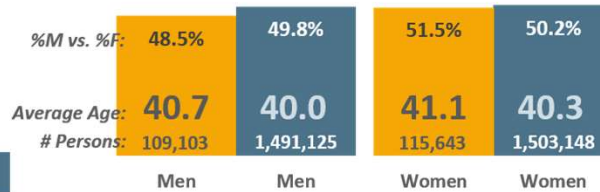


7.5% or 224,746 of WDC DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 40.9 years old (1.9% older than average) and have a \$171,718 (18.% higher than average) annual household income.

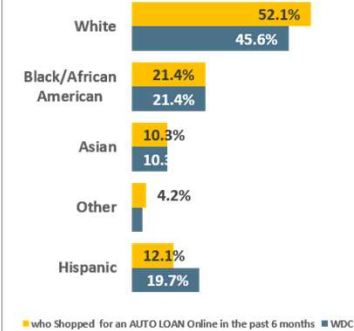
Percent of Market: Adults 25 - 54



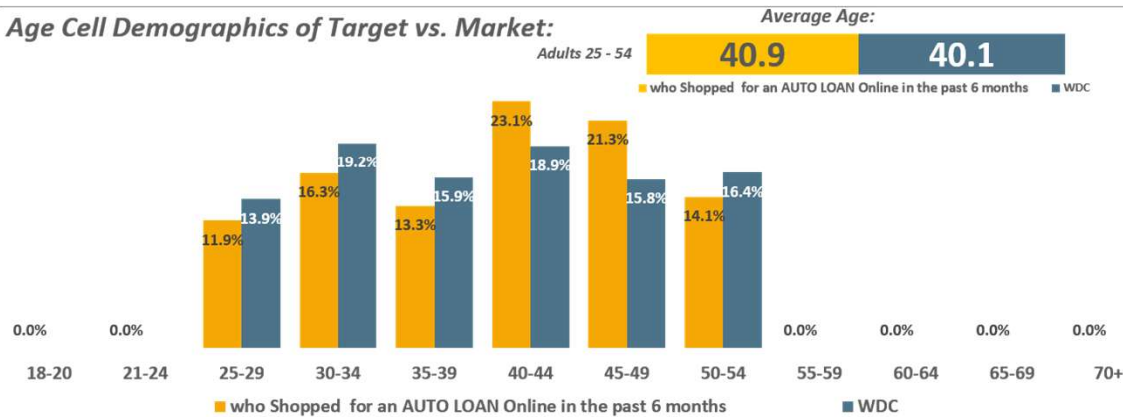
Gender of Target vs. Market: Adults 25 - 54



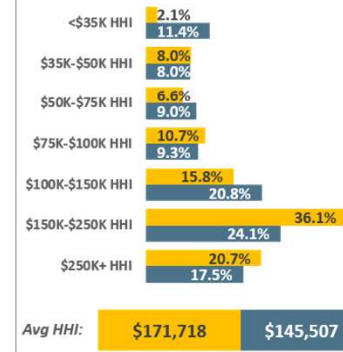
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



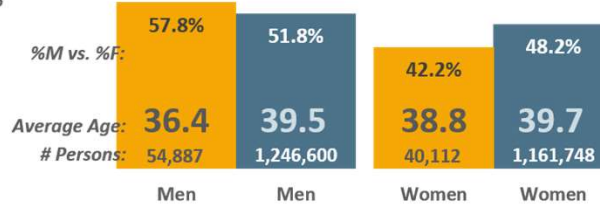


3.9% or 94,999 of SEA DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 37.4 years old (5.5% younger than average) and have a \$153,468 (10.4% higher than average) annual household income.

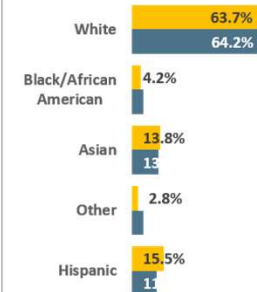
Percent of Market: Adults 25 - 54



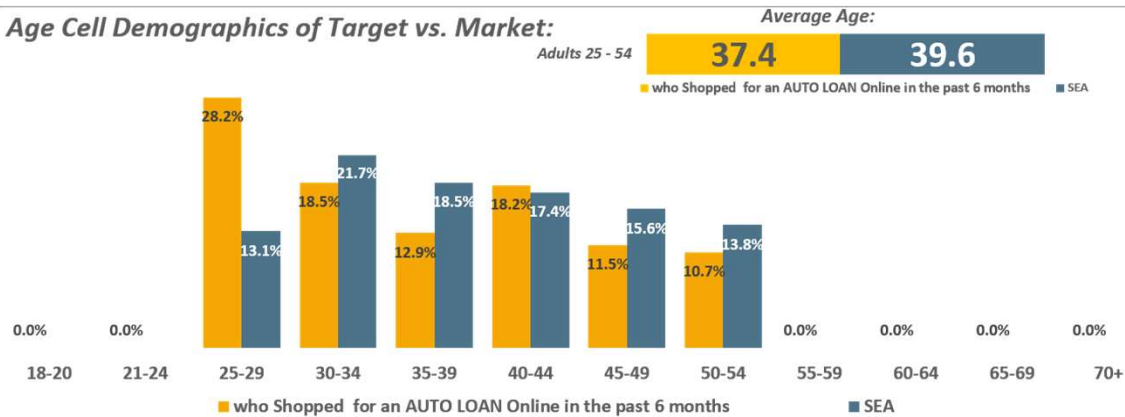
Gender of Target vs. Market: Adults 25 - 54



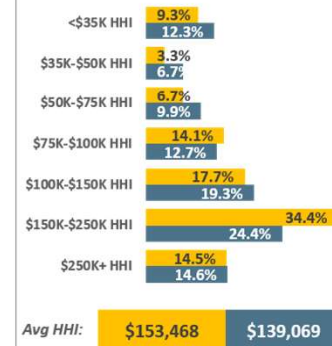
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





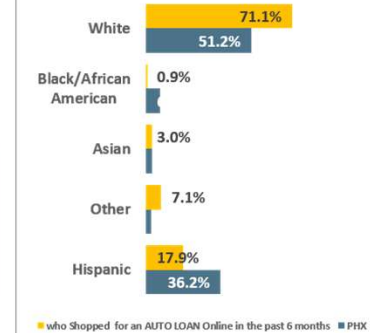
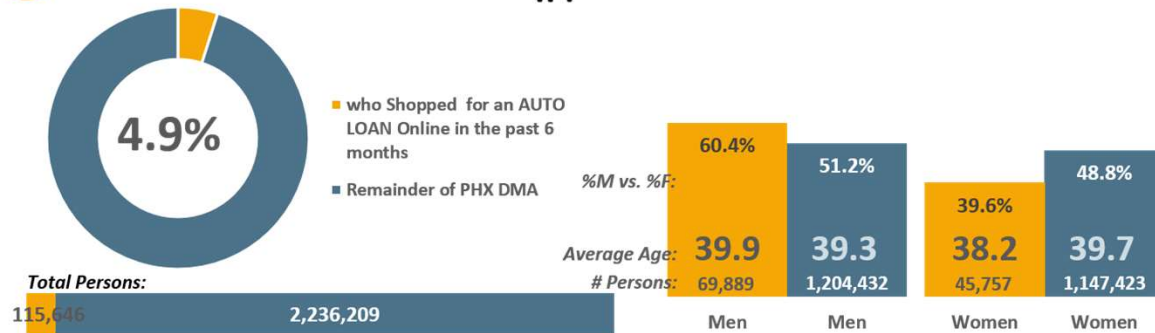
4.9% or 115,646 of PHX DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Typical Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 39.2 years old (.8% younger than average) and have a \$105,262 (5.3% lower than average) annual household income.

Percent of Market: Adults 25 - 54



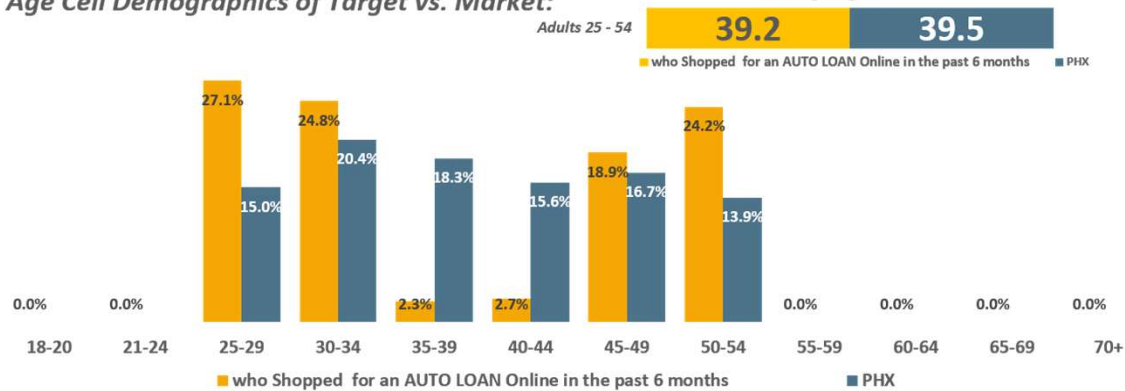
Gender of Target vs. Market: Adults 25 - 54

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Average Age:



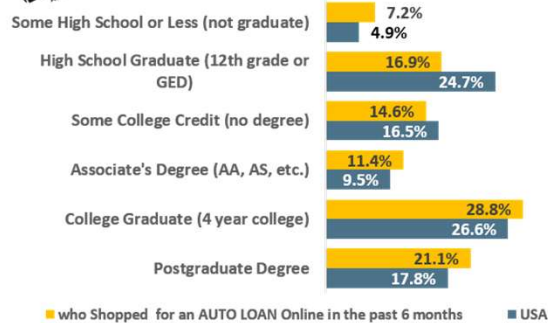
HHI of Target vs. Market:



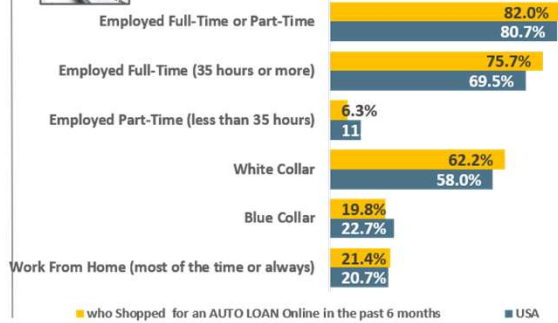


6.0% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 12.4% more likely to be a college graduate, 8.9% more likely to work full-time, 3.6% more likely to be married, 10.4% more likely to be a parent of 1 or more children under 18.

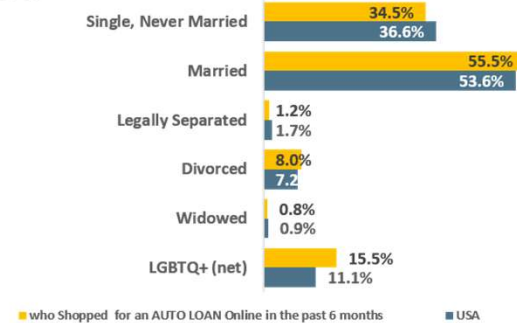
Education Levels: Adults 25 - 54



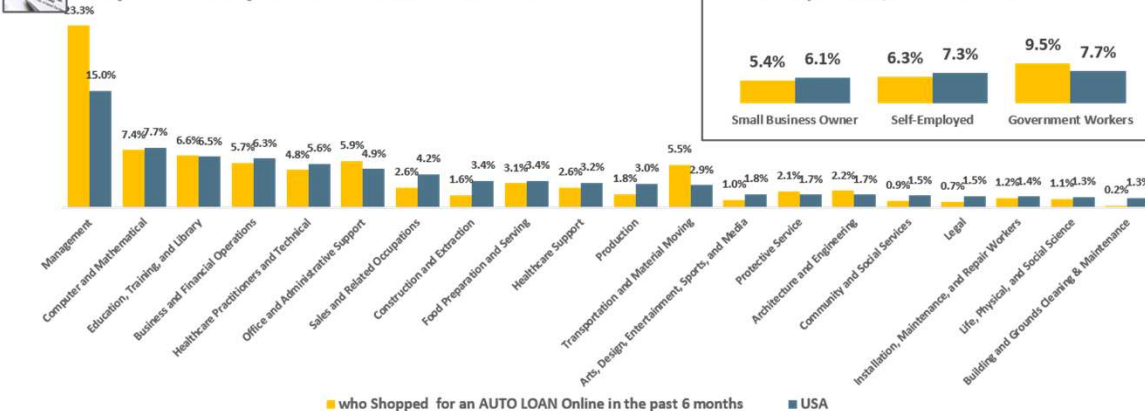
Employment: Adults 25 - 54



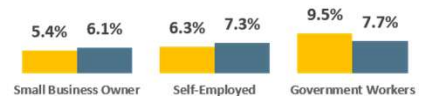
Marital Status: Adults 25 - 54



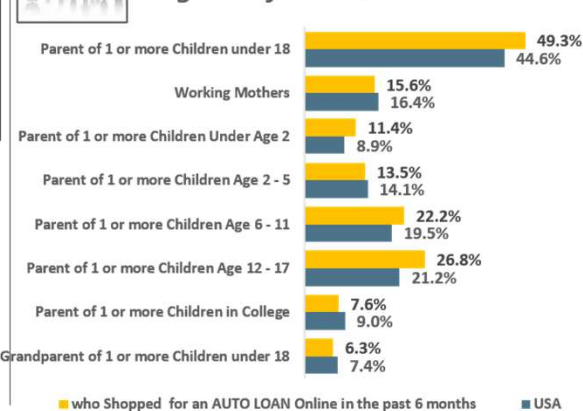
Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

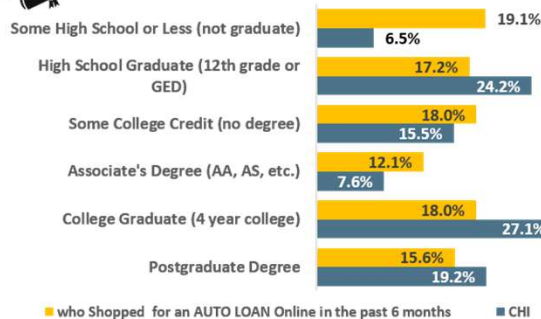
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



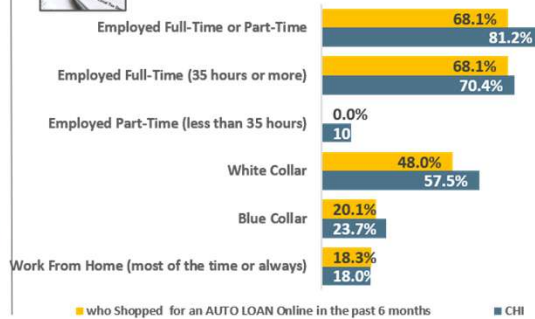
5.2% or 201,875 of CHI DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 27.3% less likely to be a college graduate, 3.4% less likely to work full-time, 25.7% less likely to be married, 5.3% more likely to be a parent of 1 or more children under 18.



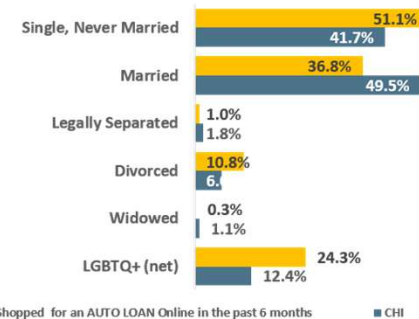
Education Levels: Adults 25 - 54



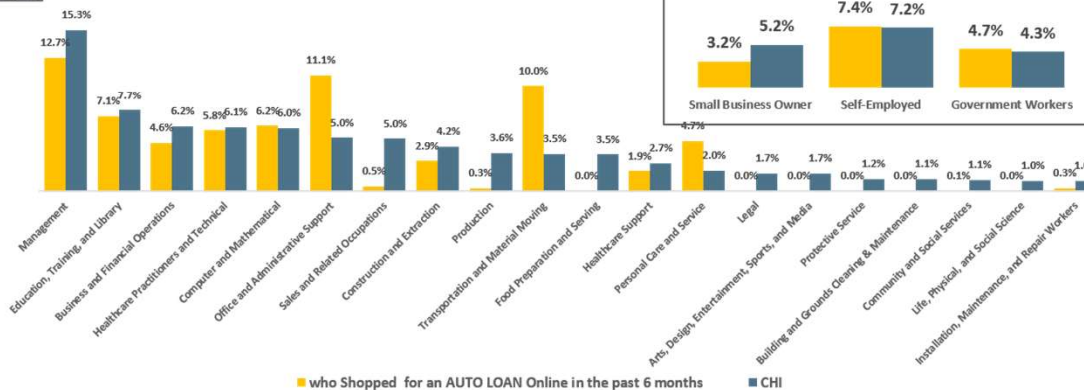
Employment: Adults 25 - 54



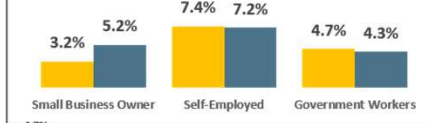
Marital Status: Adults 25 - 54



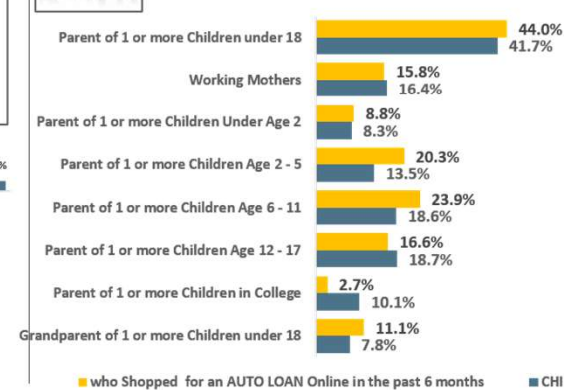
Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 54

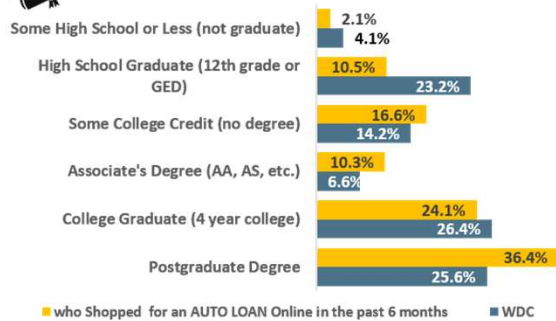




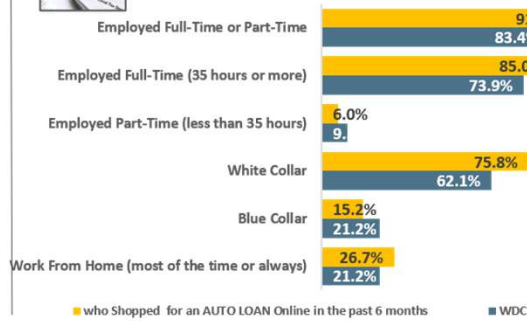
7.5% or 224,746 of WDC DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 16.4% more likely to be a college graduate, 15% more likely to work full-time, .3% less likely to be married, 13.9% less likely to be a parent of 1 or more children under 18.



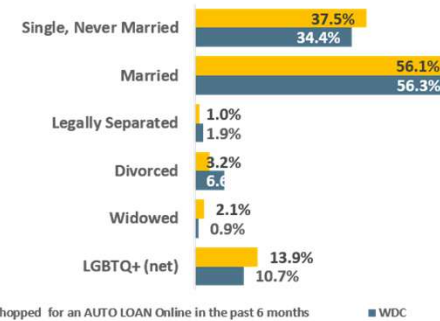
Education Levels: Adults 25 - 54



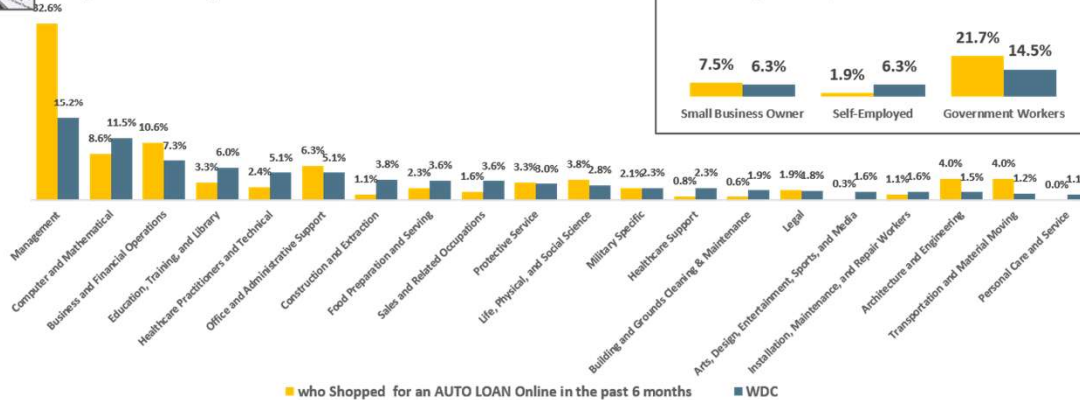
Employment: Adults 25 - 54



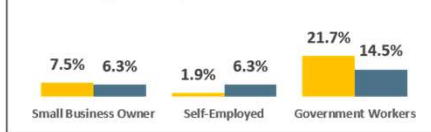
Marital Status: Adults 25 - 54



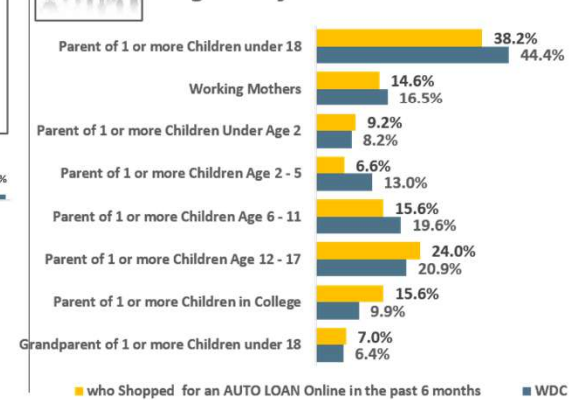
Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers



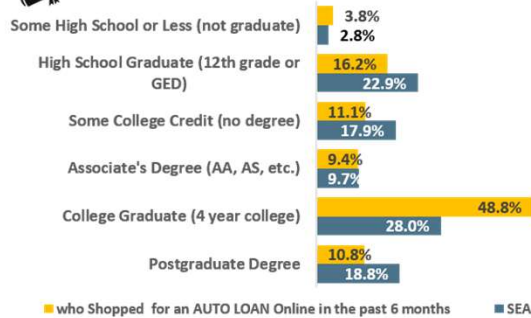
Stage in Life: Adults 25 - 54



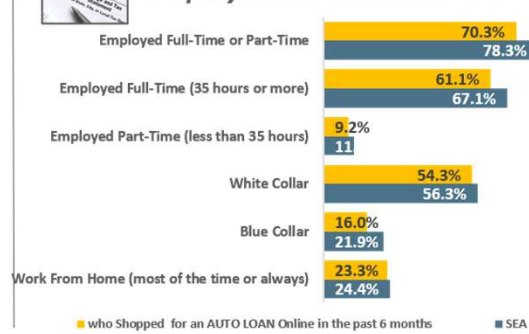


3.9% or 94,999 of SEA DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 27.3% more likely to be a college graduate, 9.% less likely to work full-time, 28.3% less likely to be married, 25.4% less likely to be a parent of 1 or more children under 18.

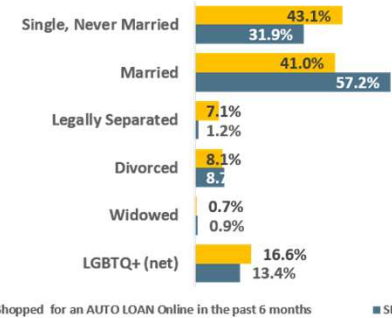
Education Levels: Adults 25 - 54



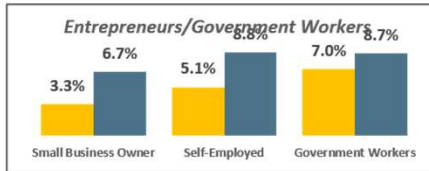
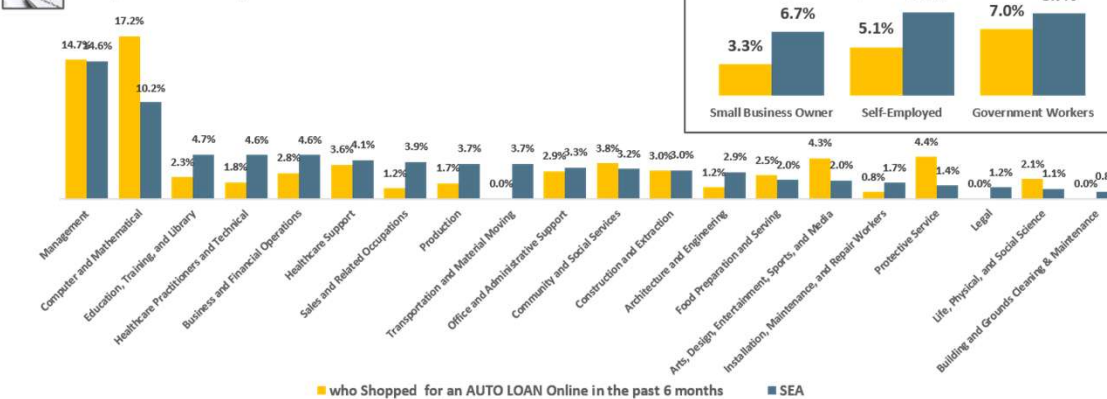
Employment: Adults 25 - 54



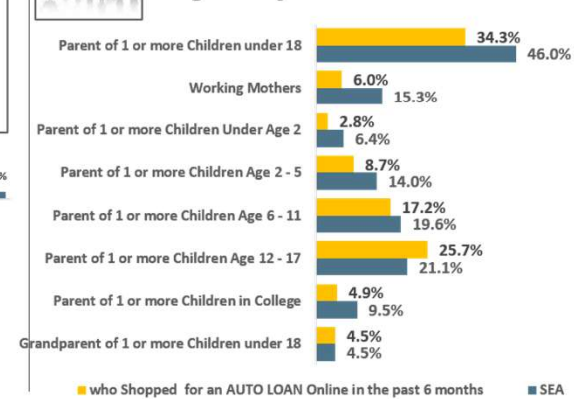
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



Stage in Life: Adults 25 - 54

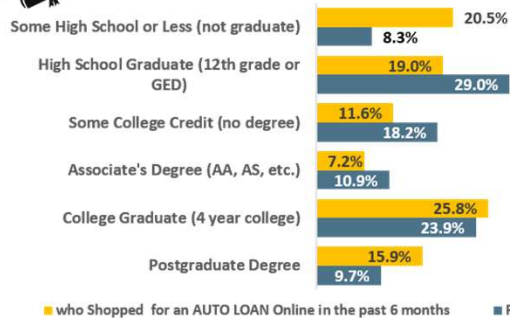




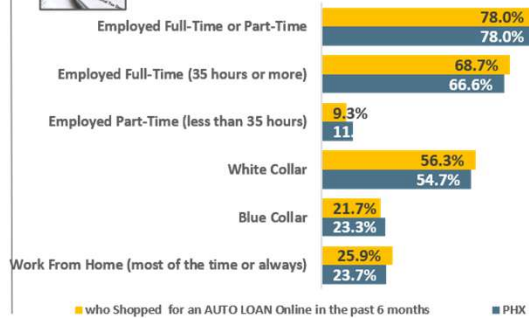
4.9% or 115,646 of PHX DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 24.1% more likely to be a college graduate, 3.2% more likely to work full-time, 7.3% more likely to be married, 18.5% more likely to be a parent of 1 or more children under 18.



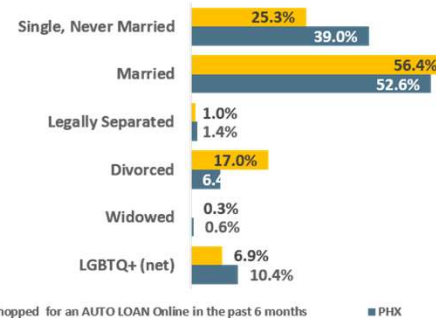
Education Levels: Adults 25 - 54



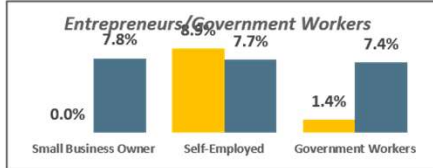
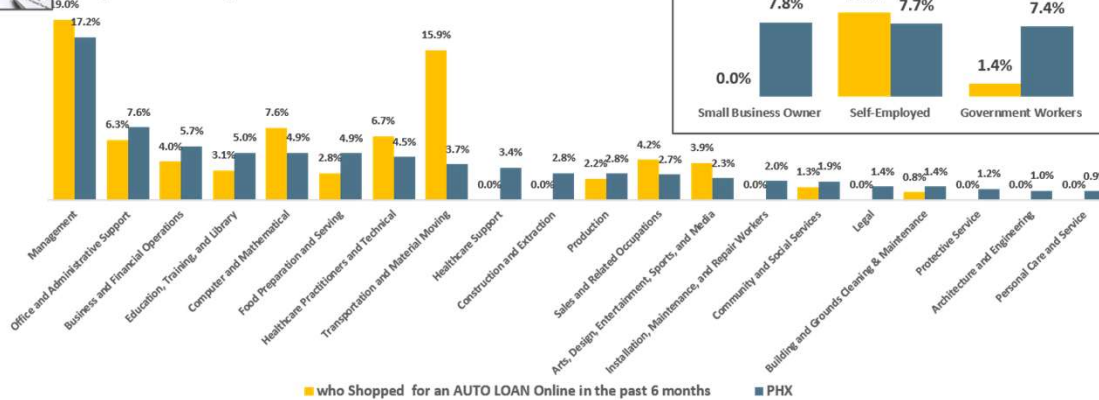
Employment: Adults 25 - 54



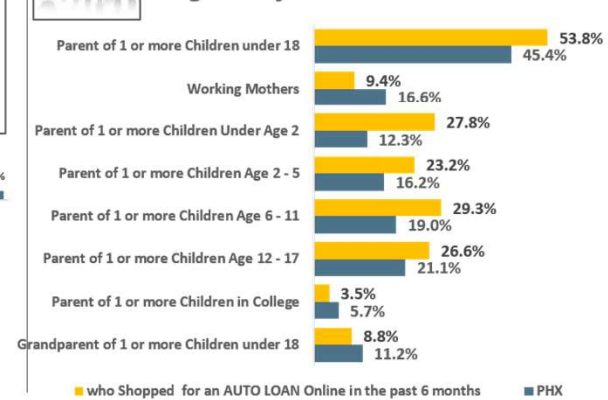
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



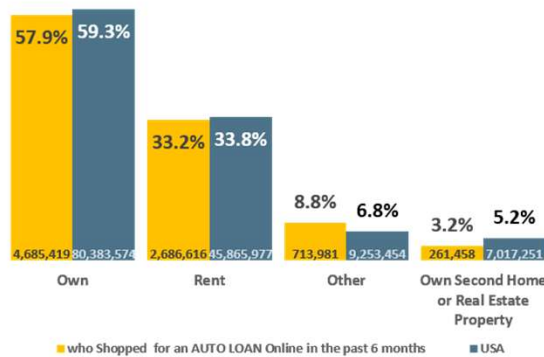
Stage in Life: Adults 25 - 54



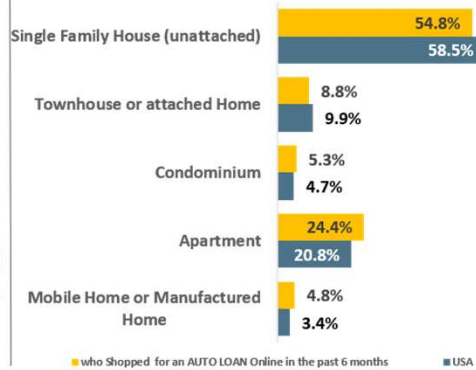


6.1% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 2.3% less likely to own their home, 12.2% more likely to own a higher valued home, 6.3% less likely to have a single-family home, 7.2% more likely to have a dog.

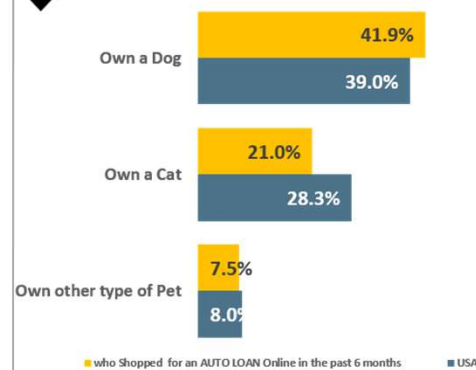
Own/Rent/Other: Adults 25 - 54



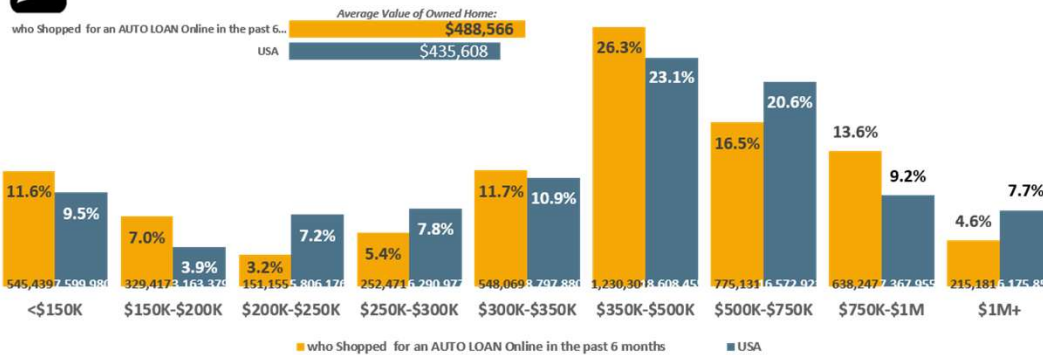
Type of Home: Adults 25 - 54



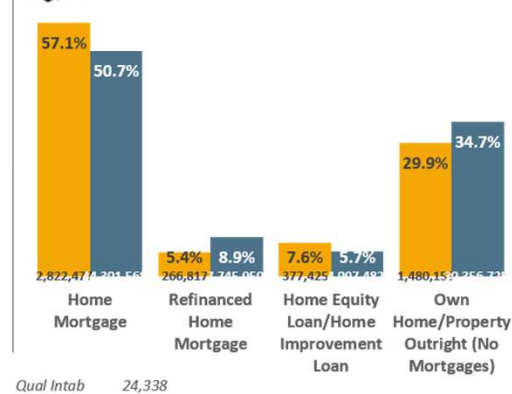
Pets in Home: Adults 25 - 54

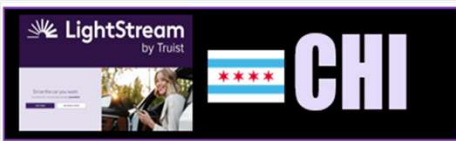


Value of Owned Home: Adults 25 - 54



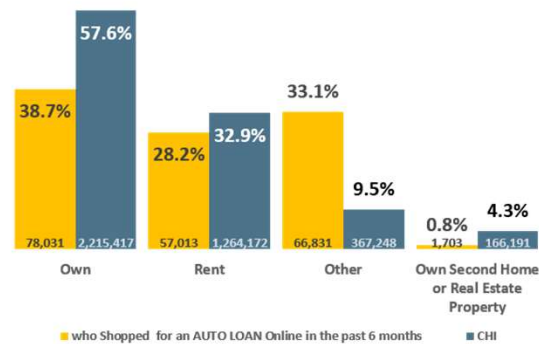
Home Loans: Adults 25 - 54



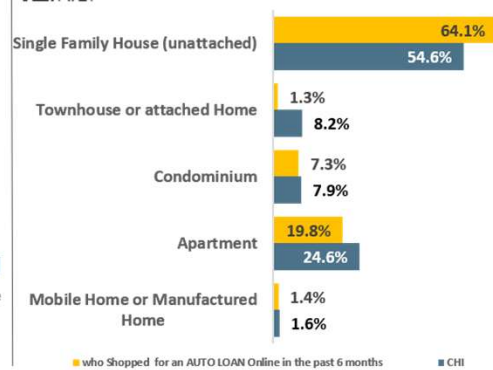


5.2% or 201,875 of CHI DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 32.9% less likely to own their home, 11.2% more likely to own a lower valued home, 17.5% more likely to have a single-family home, 24.5% more likely to have a dog.

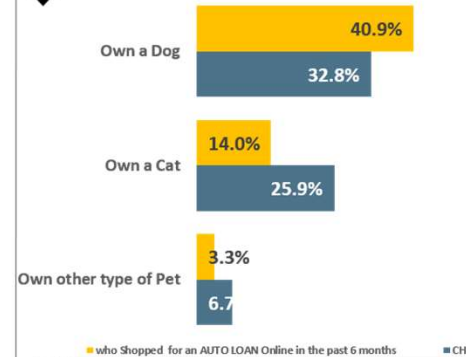
Own/Rent/Other: Adults 25 - 54



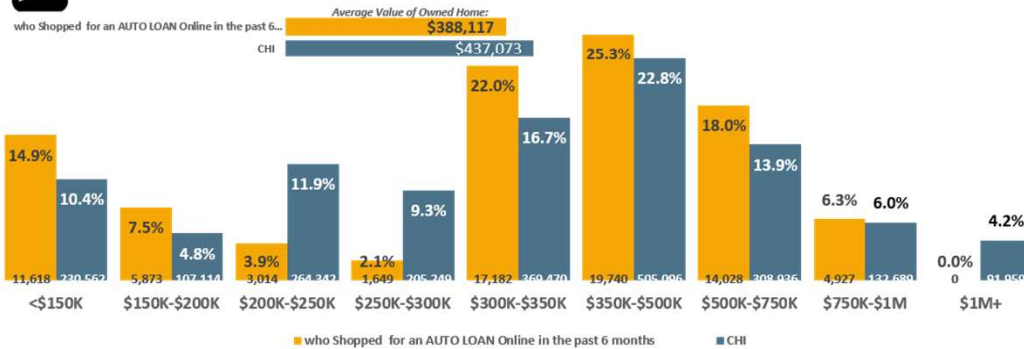
Type of Home: Adults 25 - 54



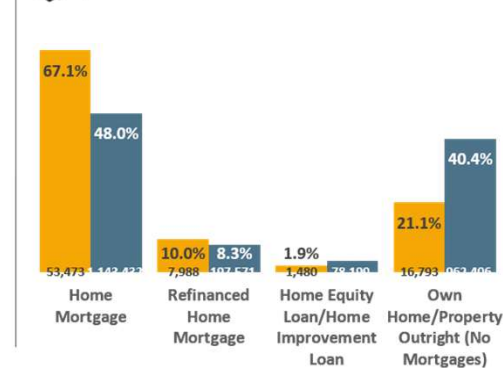
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



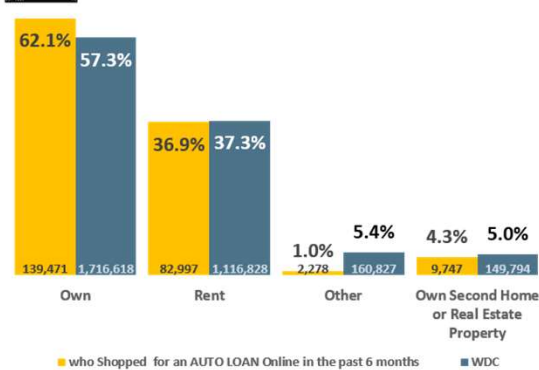
Home Loans: Adults 25 - 54



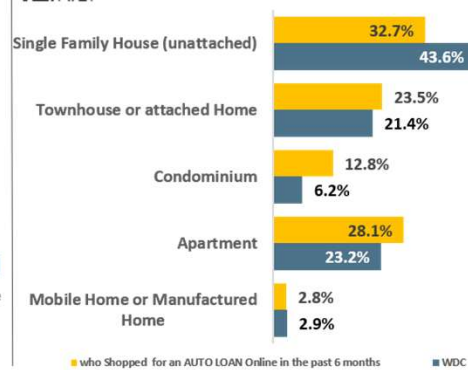


7.5% or 224,746 of WDC DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 8.2% more likely to own their home, 4.9% more likely to own a lower valued home, 24.9% less likely to have a single-family home, 10.2% more likely to have a dog.

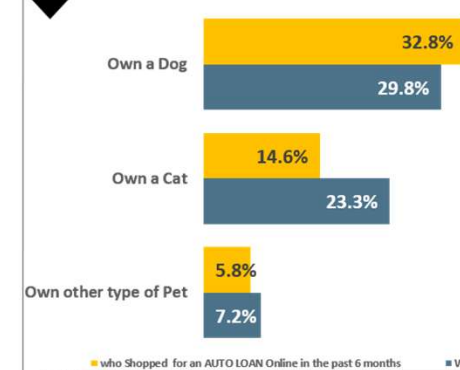
Own/Rent/Other: Adults 25 - 54



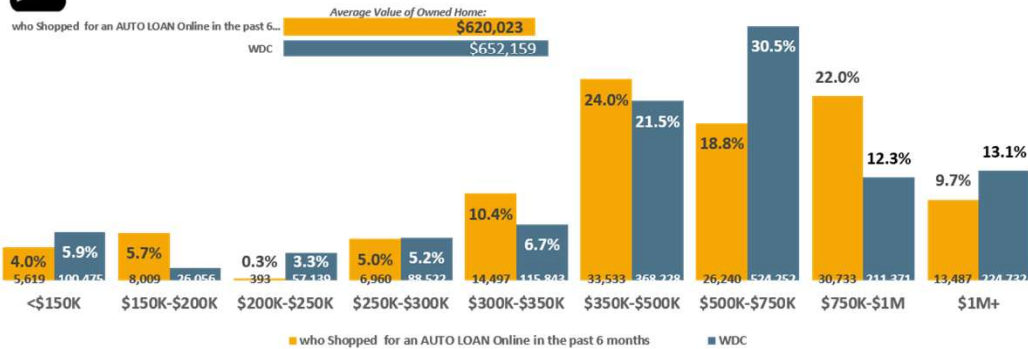
Type of Home: Adults 25 - 54



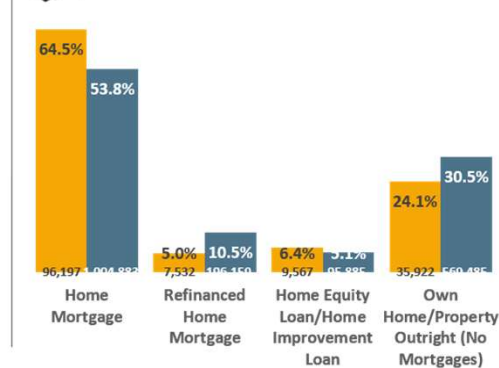
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54

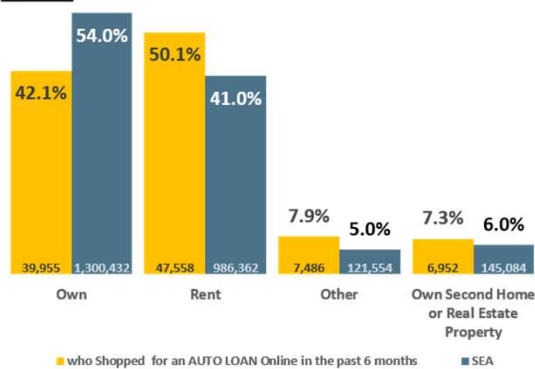




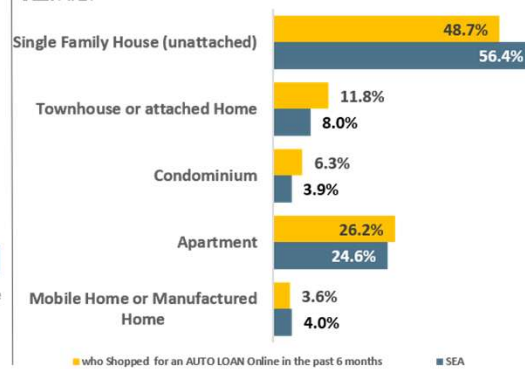
3.9% or 94,999 of SEA DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 22.1% less likely to own their home, 7.1% more likely to own a lower valued home, 13.6% less likely to have a single-family home, 29.9% less likely to have a dog.



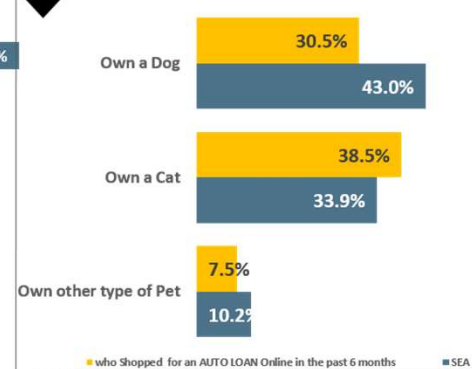
Own/Rent/Other:Adults 25 - 54



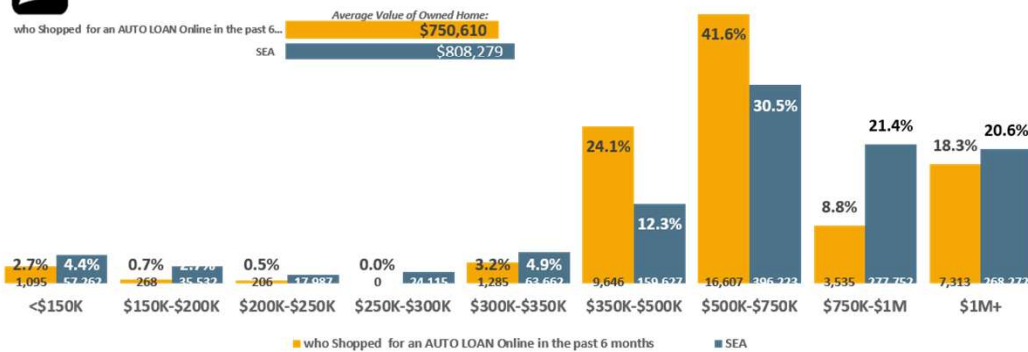
Type of Home:Adults 25 - 54



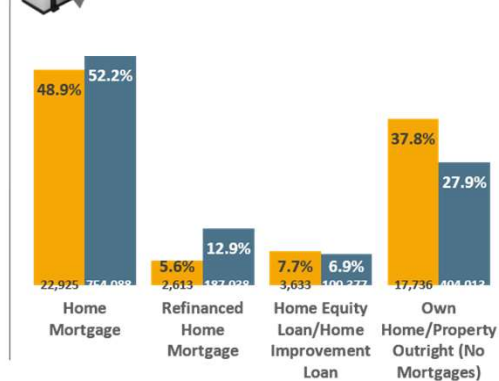
Pets in Home:Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54

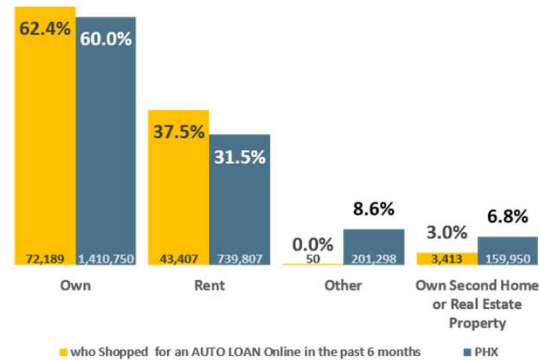




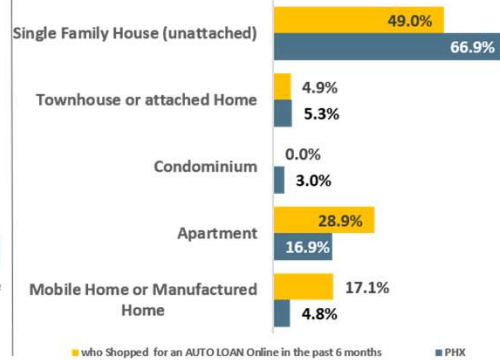
4.9% or 115,646 of PHX DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 4.1% more likely to own their home, 3.3% more likely to own a lower valued home, 26.8% less likely to have a single-family home, 9.7% more likely to have a dog.



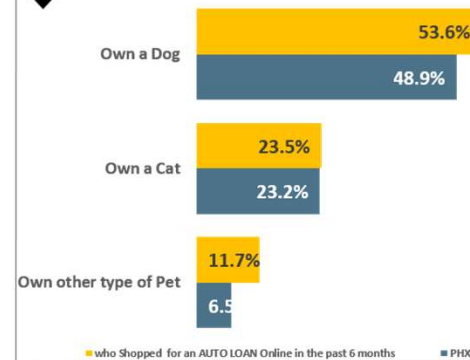
Own/Rent/Other:Adults 25 - 54



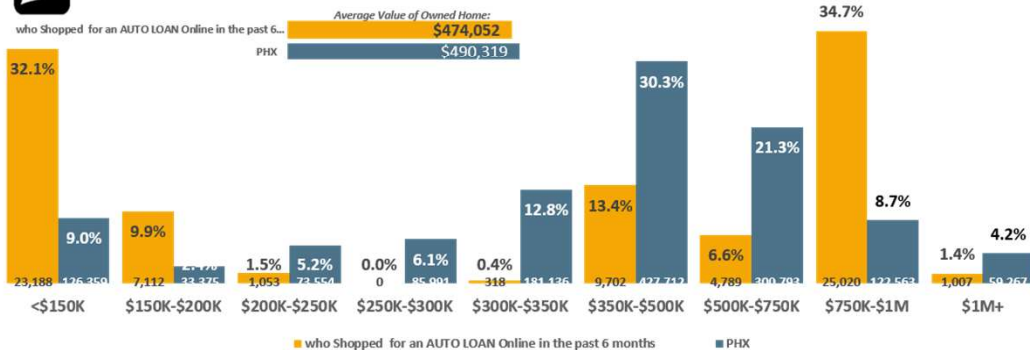
Type of Home:Adults 25 - 54



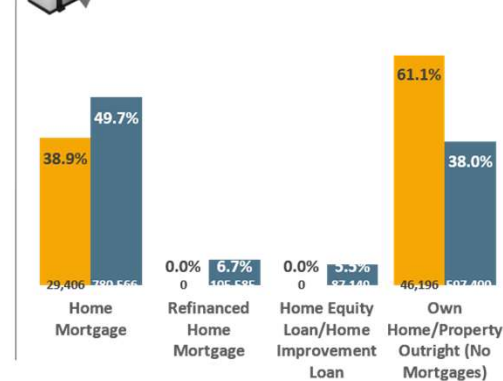
Pets in Home:Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54

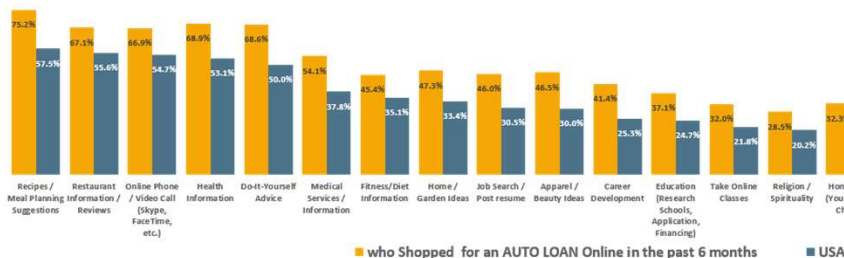




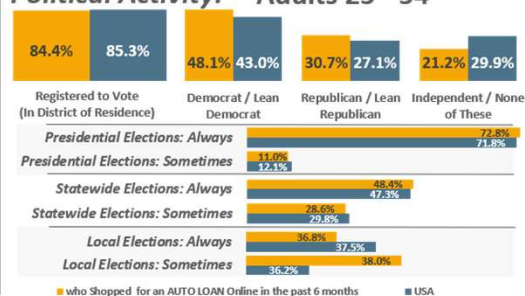
6.6% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months.
 Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 37.1% more likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 11.5% less likely to belong to a gym, 5.2% less likely to fly domestic past y



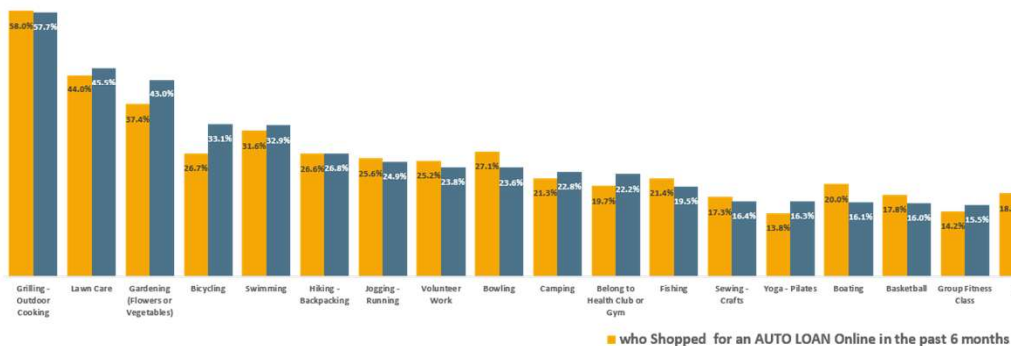
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



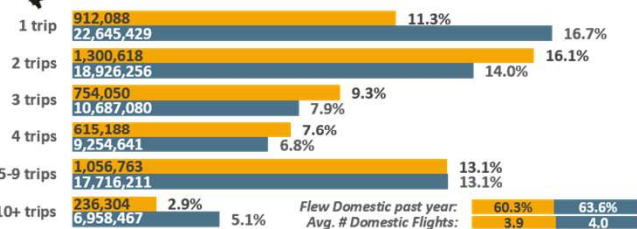
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



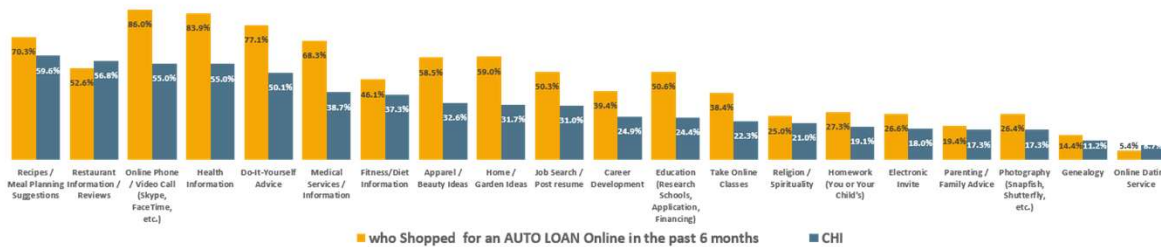
Flew Domestic past year: 60.3%
 Avg. # Domestic Flights: 3.9



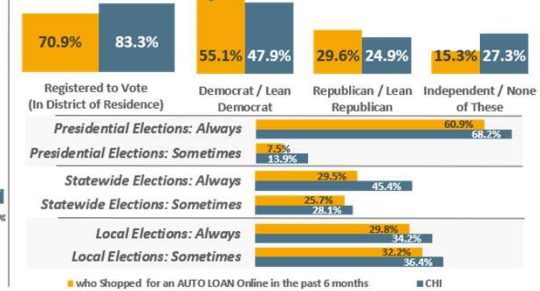
5.2% or 201,875 of CHI DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 54.% more likely to look up D-I-Y advice online, 13.1% less likely to always vote in local elections, 15.9% less likely to belong to a gym, 5.6% less likely to fly domestic past



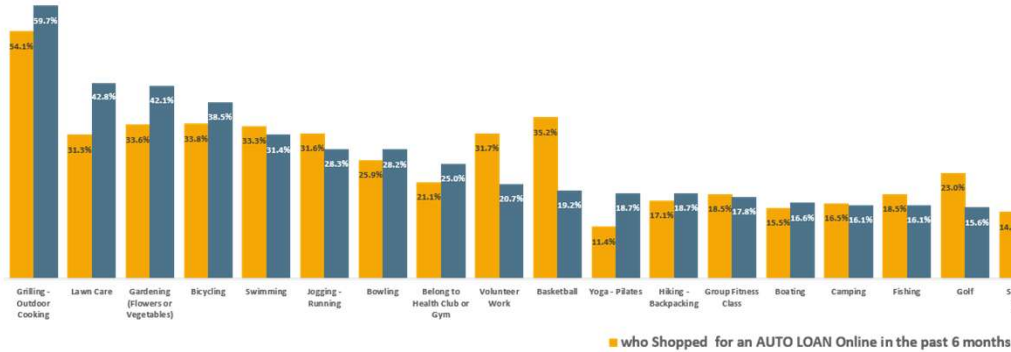
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



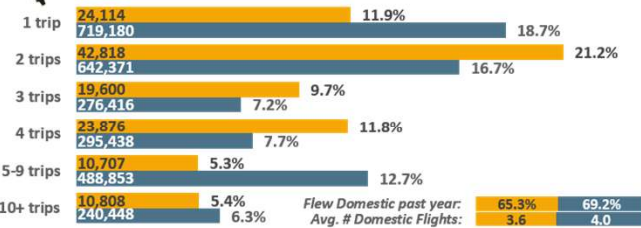
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



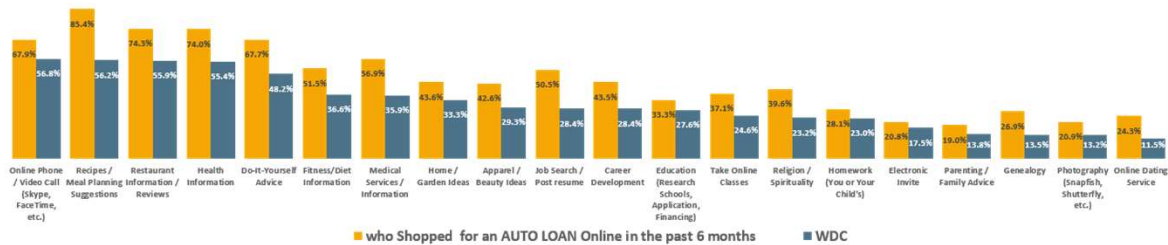
Flew Domestic past year: 65.3%
Avg. # Domestic Flights: 3.6



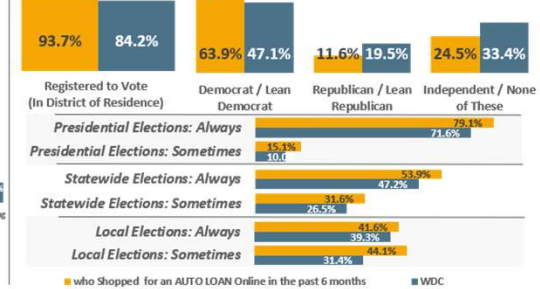
7.5% or 224,746 of WDC DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 40.6% more likely to look up D-I-Y advice online, 5.9% more likely to always vote in local elections, 3.2% less likely to belong to a gym, 6.7% less likely to fly domestic past y



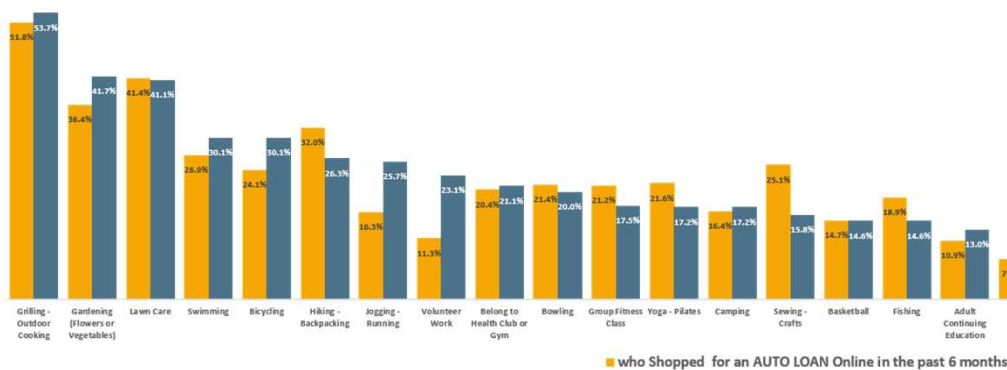
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



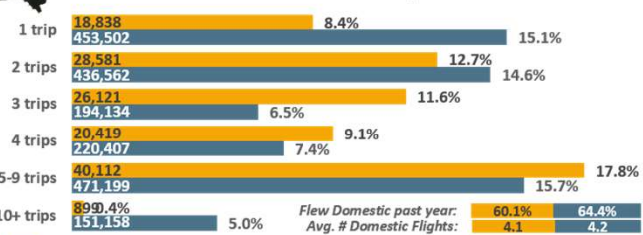
Political Activity: Adults 25 - 54



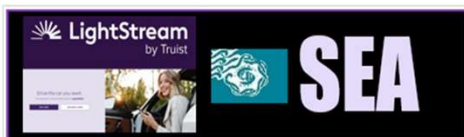
Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



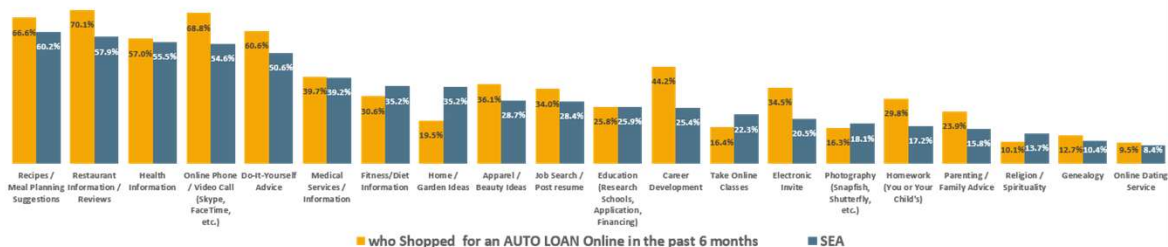
Flew Domestic past year: 60.1%
Avg. # Domestic Flights: 4.1



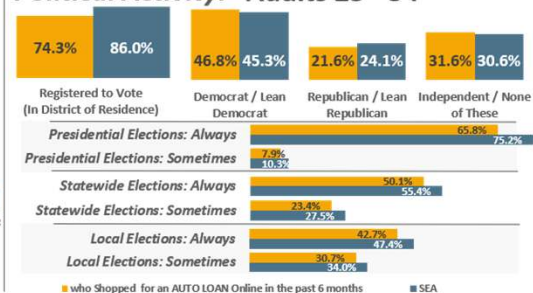
3.9% or 94,999 of SEA DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 19.9% more likely to look up D-I-Y advice online, 9.9% less likely to always vote in local elections, 14.1% more likely to belong to a gym, 2.1% less likely to fly domestic past



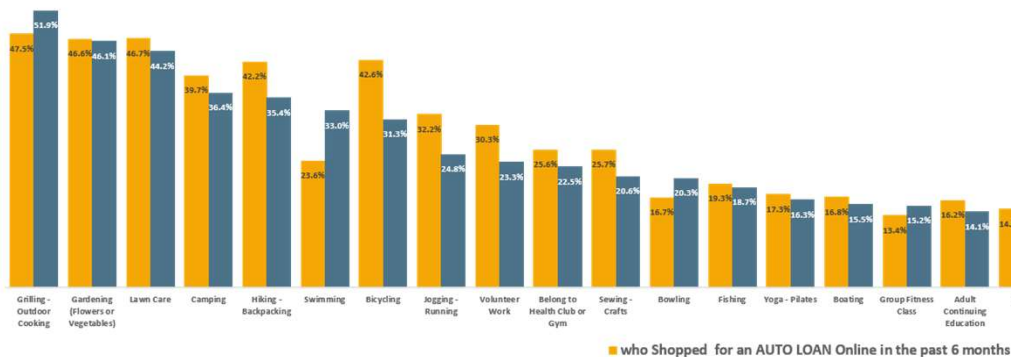
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



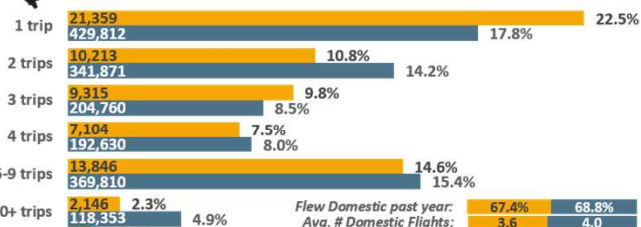
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

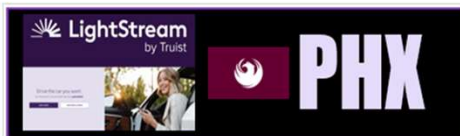


Flew Domestic past year: 67.4%
Avg. # Domestic Flights: 3.6

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 148

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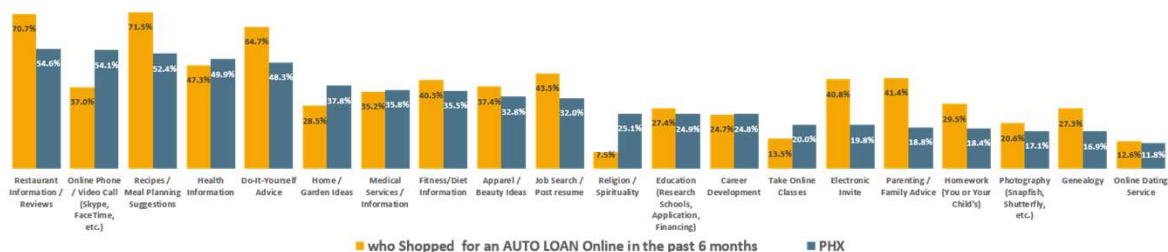
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



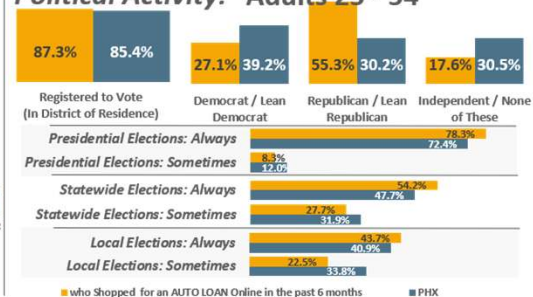
4.9% or 115,646 of PHX DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 33.9% more likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 31.9% more likely to belong to a gym, 24.4% less likely to fly domestic past



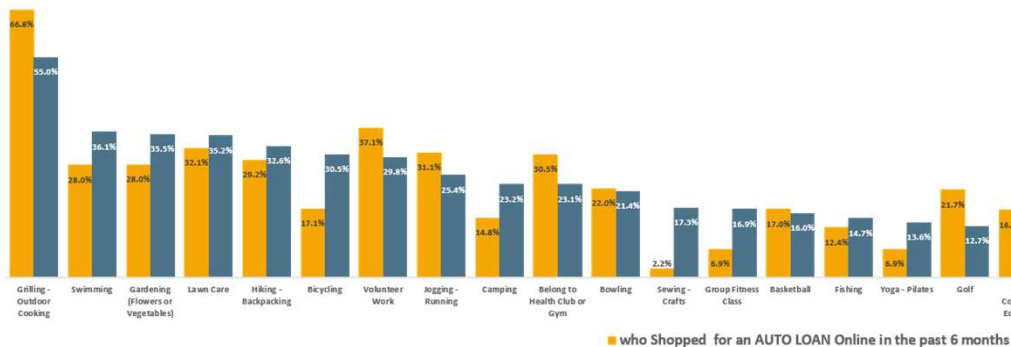
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



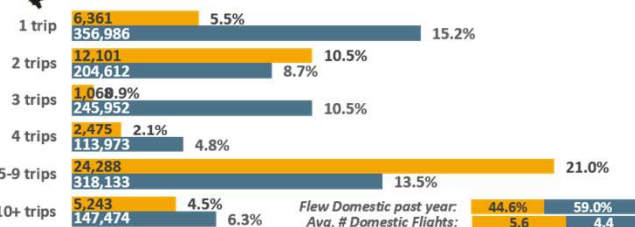
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

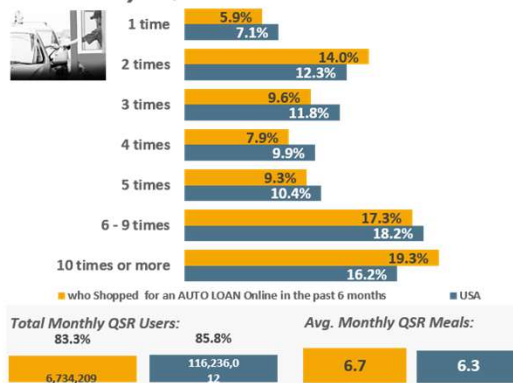


Flew Domestic past year: 44.6%
Avg. # Domestic Flights: 5.6

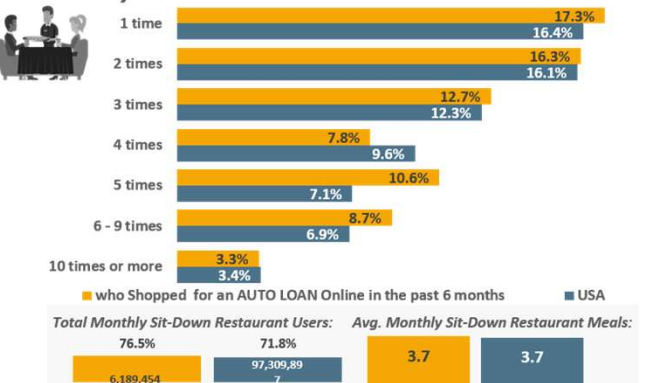


6.6% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 2.9% less likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 13.7% less likely to smoke cigarettes.

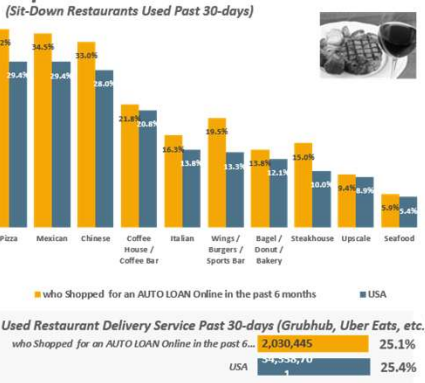
Past 30-days QSR Users: Adults 25 - 54



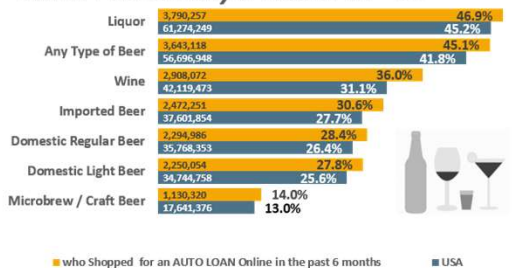
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



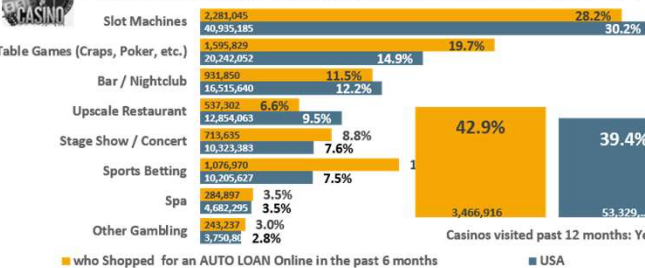
Top-10 Cuisines: Adults 25 - 54



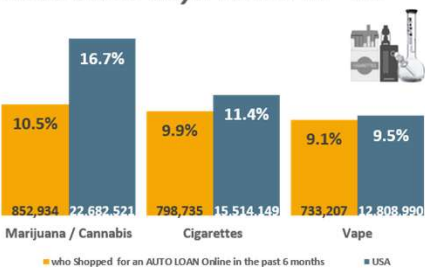
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



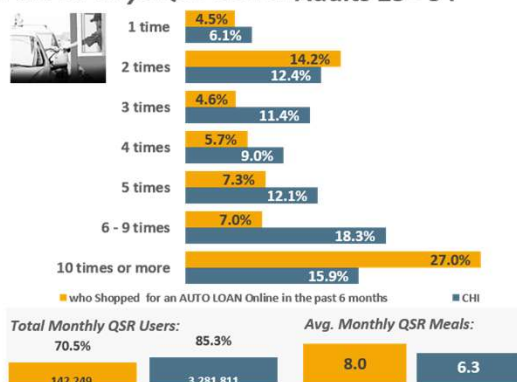
Used Past 30-days: Adults 25 - 54





5.2% or 201,875 of CHI DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 17.4% less likely to use QSRs past mo., 12.2% less likely to use Sit-Down Restaurants past mo., 13.6% more likely to use Casinos past yr., 24.7% less likely to smoke cigarettes.

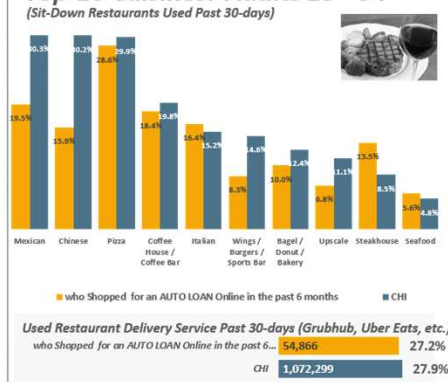
Past 30-days QSR Users: Adults 25 - 54



Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



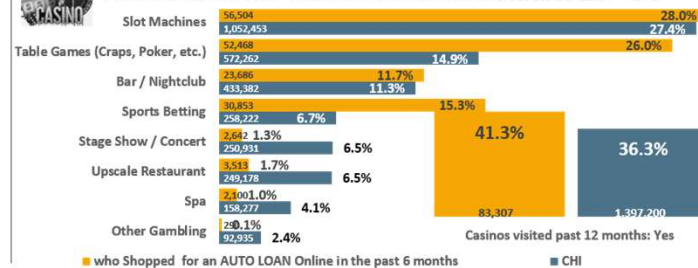
Top-10 Cuisines: Adults 25 - 54



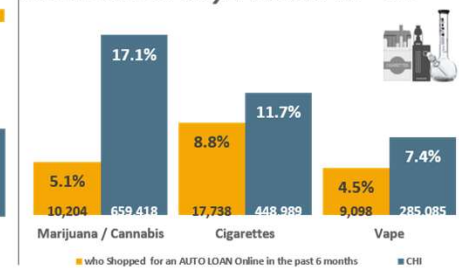
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



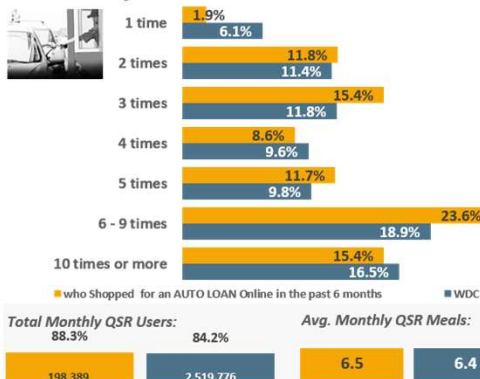
Used Past 30-days: Adults 25 - 54



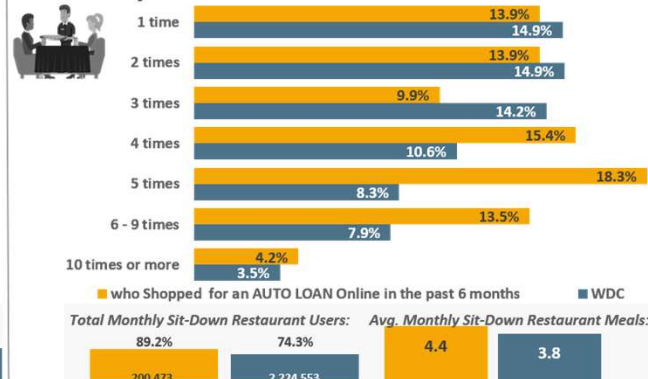


7.5% or 224,746 of WDC DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 4.9% more likely to use QSRs past mo., 20.1% more likely to use Sit-Down Restaurants past mo., 30.% more likely to use Casinos past yr., 30.1% less likely to smoke cigarettes.

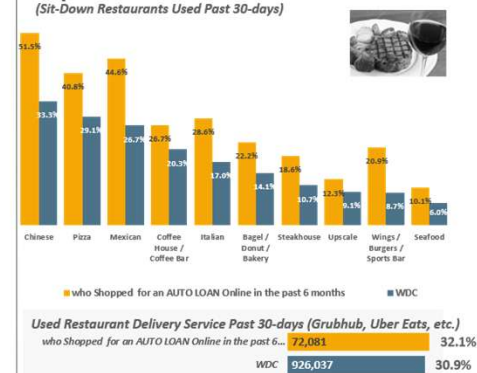
Past 30-days QSR Users: Adults 25 - 54



Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



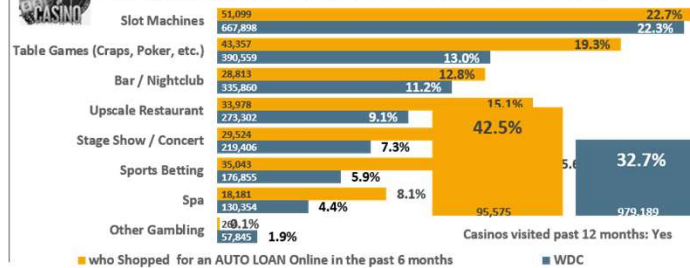
Top-10 Cuisines: Adults 25 - 54 (Sit-Down Restaurants Used Past 30-days)



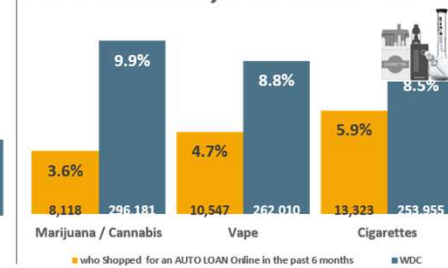
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



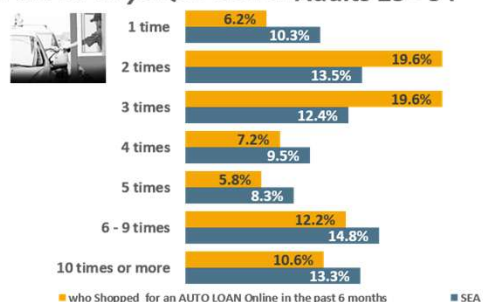
Used Past 30-days: Adults 25 - 54





3.9% or 94,999 of SEA DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 1.% less likely to use QSRs past mo., .1% less likely to use Sit-Down Restaurants past mo., 16.8% less likely to use Casinos past yr., 76.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



who Shopped for an AUTO LOAN Online in the past 6 months SEA

Metric	SEA	Auto Loan Shoppers
Total Monthly QSR Users:	81.2%	82.0%
Avg. Monthly QSR Meals:	5.1	5.7

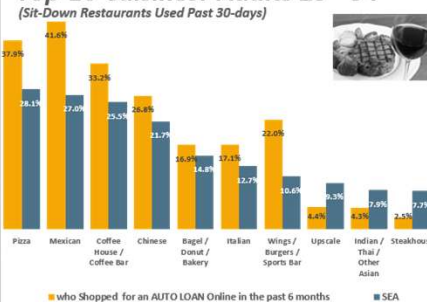
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



who Shopped for an AUTO LOAN Online in the past 6 months SEA

Metric	SEA	Auto Loan Shoppers
Total Monthly Sit-Down Restaurant Users:	69.7%	69.8%
Avg. Monthly Sit-Down Restaurant Meals:	4.1	3.7

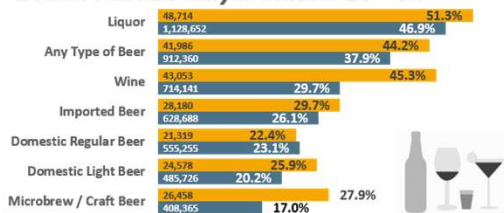
Top-10 Cuisines: Adults 25 - 54



who Shopped for an AUTO LOAN Online in the past 6 months SEA

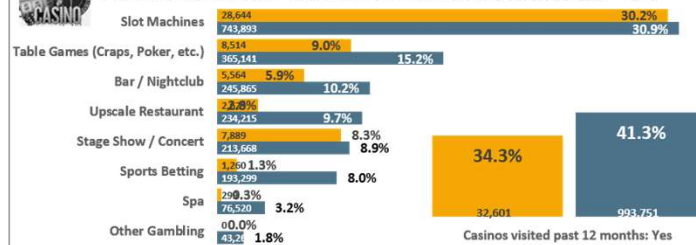
Metric	SEA	Auto Loan Shoppers
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	22.2%	21.104

Drank Past 30-days: Adults 25 - 54



who Shopped for an AUTO LOAN Online in the past 6 months SEA

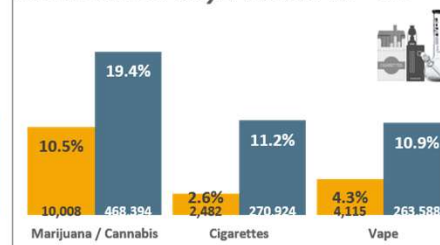
Past 12 months Casino Activities: Adults 25 - 54



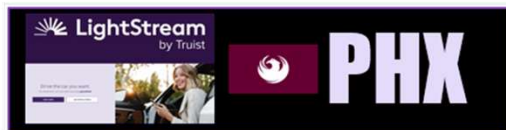
who Shopped for an AUTO LOAN Online in the past 6 months SEA

Metric	SEA	Auto Loan Shoppers
Casinos visited past 12 months: Yes	41.3%	34.3%

Used Past 30-days: Adults 25 - 54

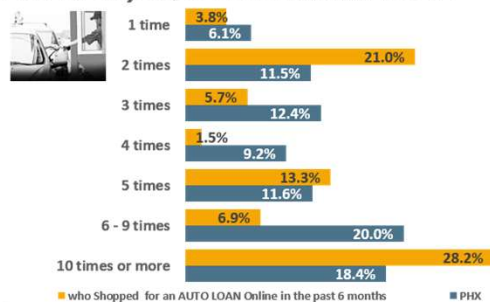


who Shopped for an AUTO LOAN Online in the past 6 months SEA

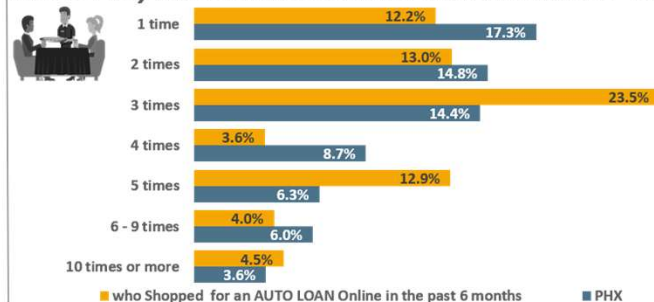


4.9% or 115,646 of PHX DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 9.8% less likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., 2.5% more likely to use Casinos past yr., 87.% less likely to smoke cigarettes.

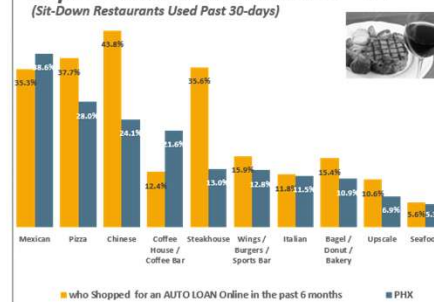
Past 30-days QSR Users: Adults 25 - 54



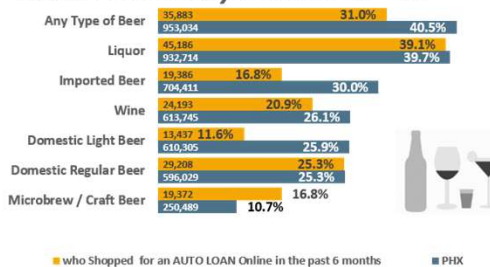
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



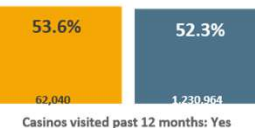
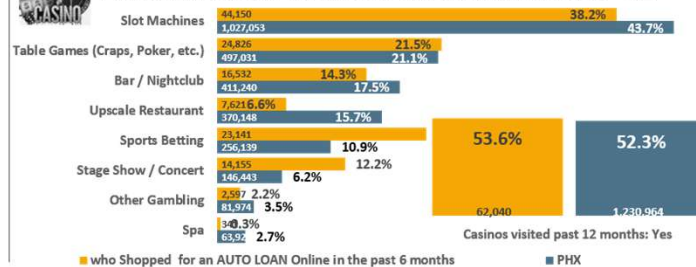
Top-10 Cuisines: Adults 25 - 54 (Sit-Down Restaurants Used Past 30-days)



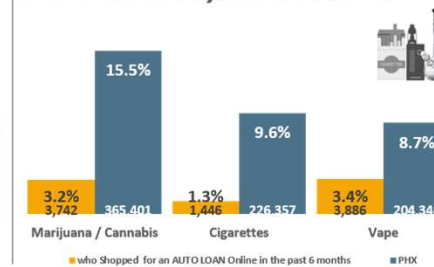
Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54

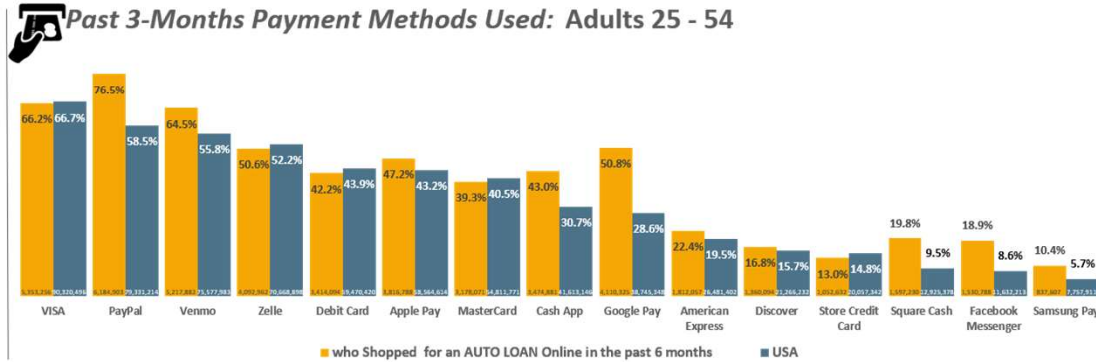
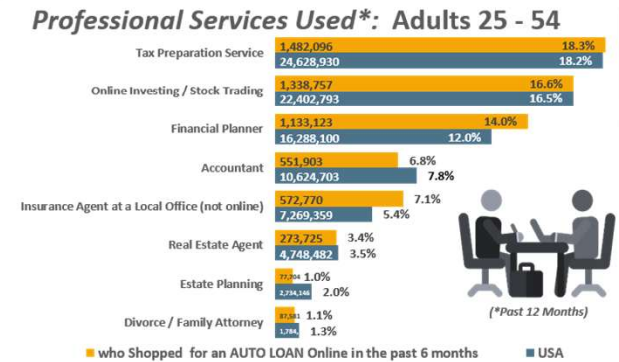
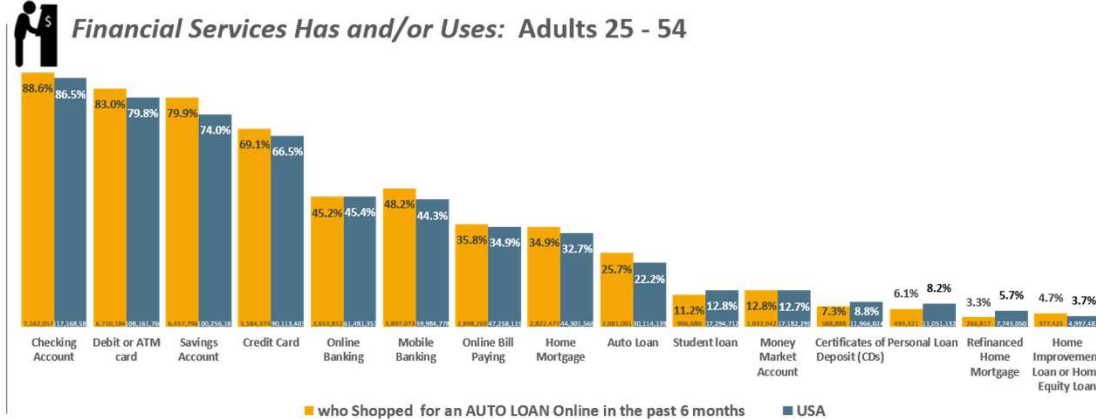
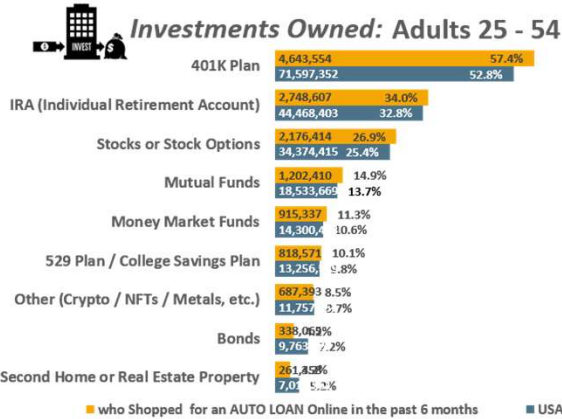


Used Past 30-days: Adults 25 - 54





6.6% or 8,086,017 of USA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 8.7% more likely to have a 401K, 15.8% more likely to have an Auto Loan, .1% more likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.

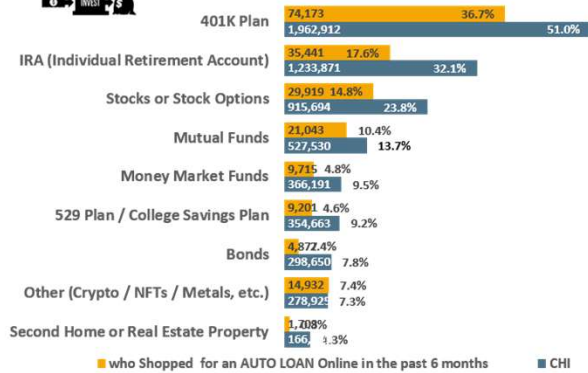




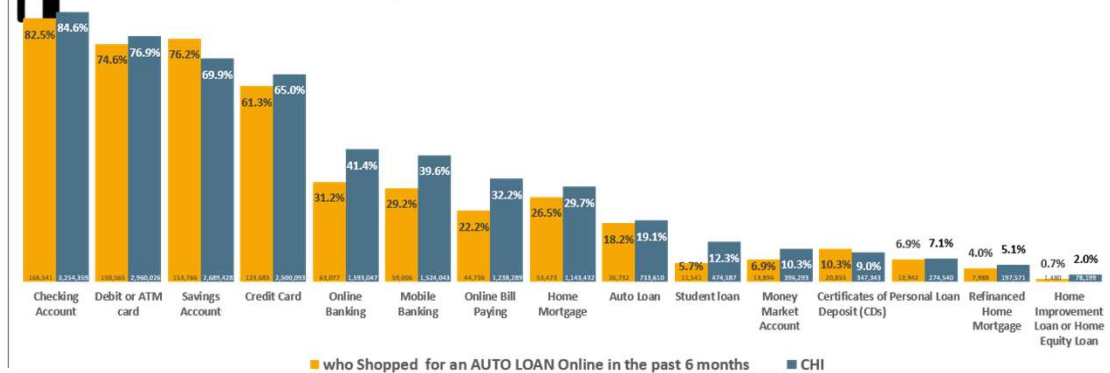
5.2% or 201,875 of CHI DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 28.% less likely to have a 401K, 4.6% less likely to have an Auto Loan, 19.6% less likely to Invest/Trade Stocks Online, .9% less likely to pay with their Debit Card.



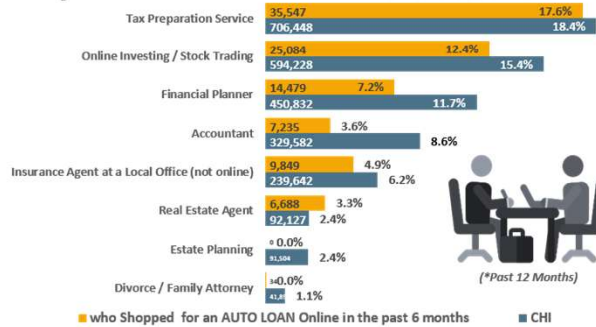
Investments Owned: Adults 25 - 54



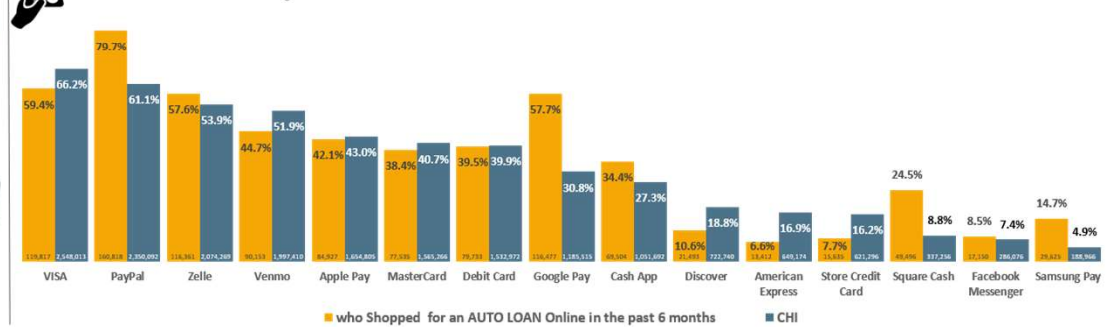
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54

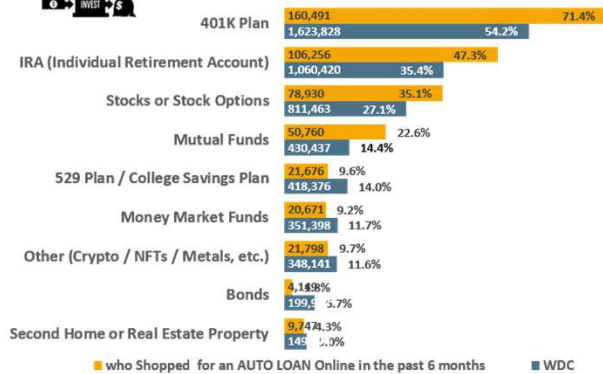




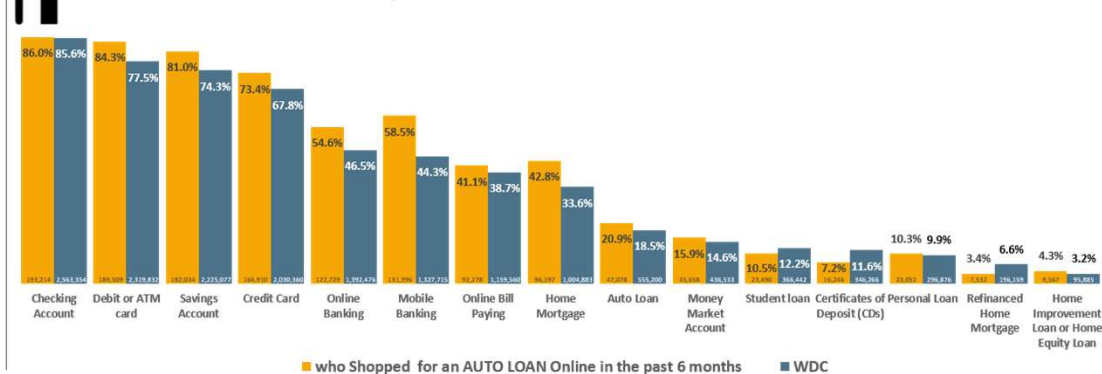
7.5% or 224,746 of WDC DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 31.7% more likely to have a 401K, 13.% more likely to have an Auto Loan, 9.8% less likely to Invest/Trade Stocks Online, 34.7% less likely to pay with their Debit Card.



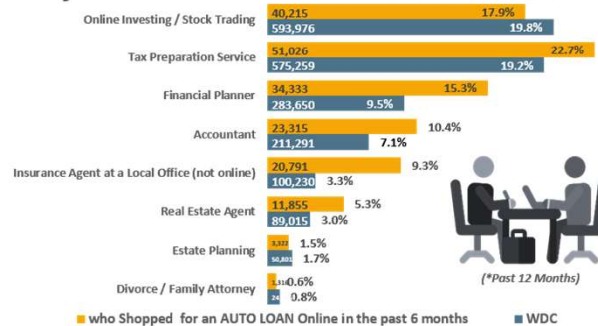
Investments Owned: Adults 25 - 54



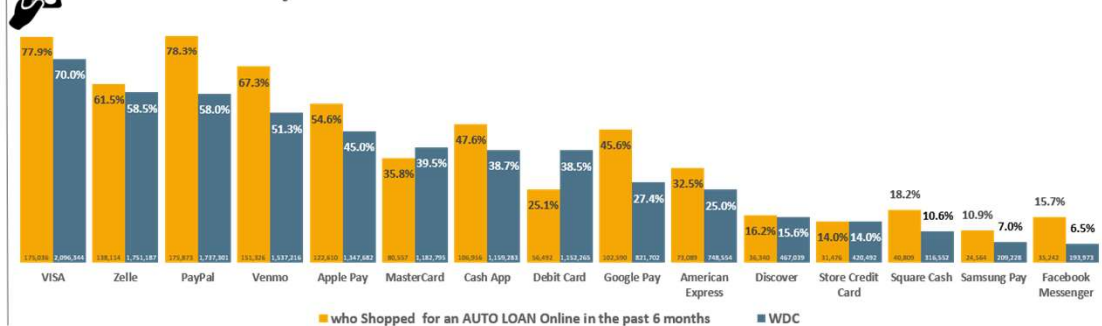
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54





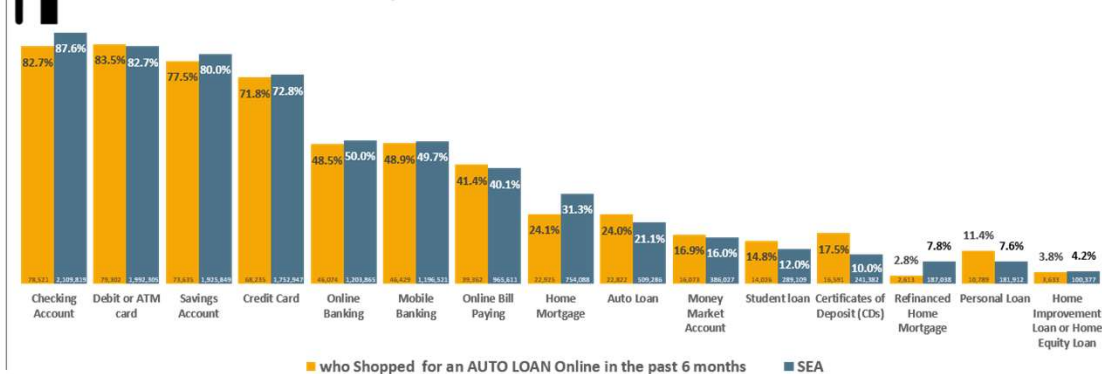
3.9% or 94,999 of SEA DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are 3.1% less likely to have a 401K, 13.6% more likely to have an Auto Loan, 28.5% more likely to Invest/Trade Stocks Online, 18.5% less likely to pay with their Debit Card.



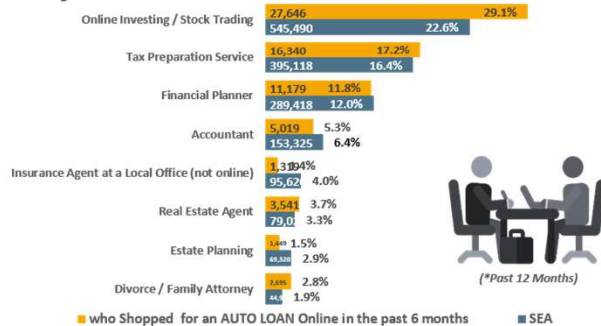
Investments Owned: Adults 25 - 54



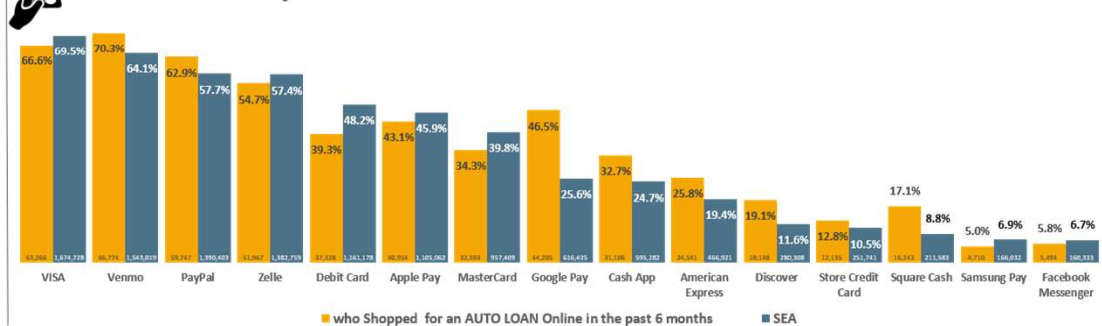
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54

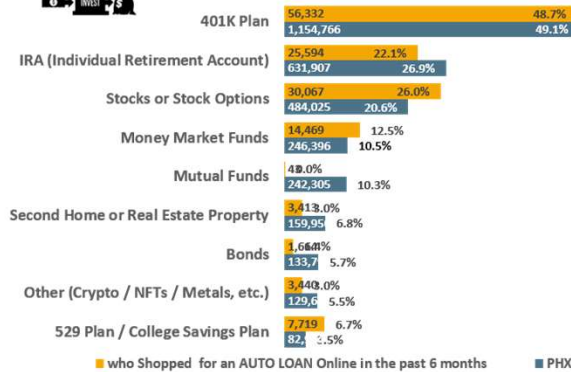




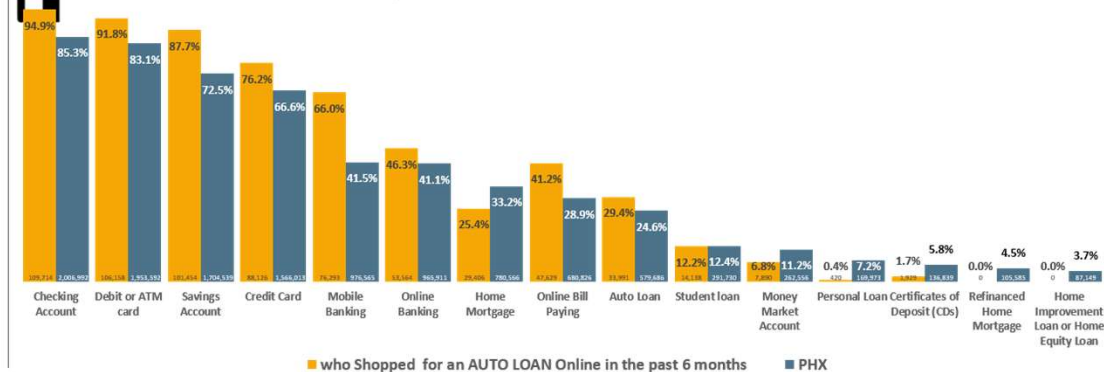
4.9% or 115,646 of PHX DMA Adults 25 - 54 Shopped for an AUTO LOAN Online in the past 6 months. Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months are .8% less likely to have a 401K, 19.2% more likely to have an Auto Loan, 26.4% less likely to Invest/Trade Stocks Online, 25.5% more likely to pay with their Debit Card.



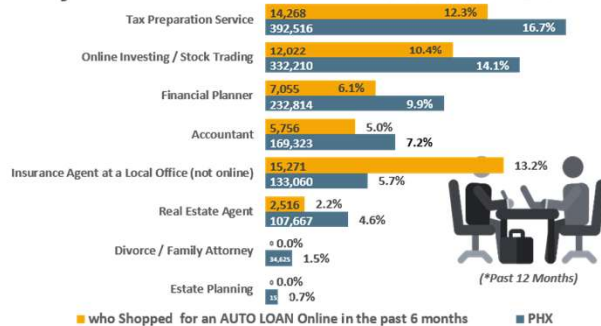
Investments Owned: Adults 25 - 54



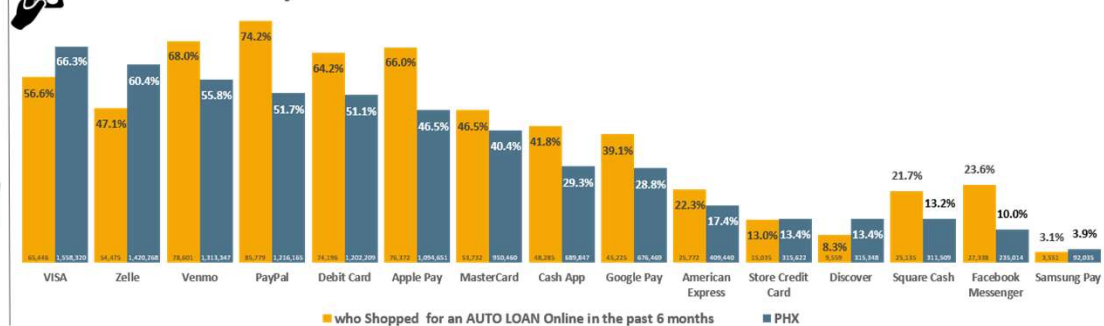
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54

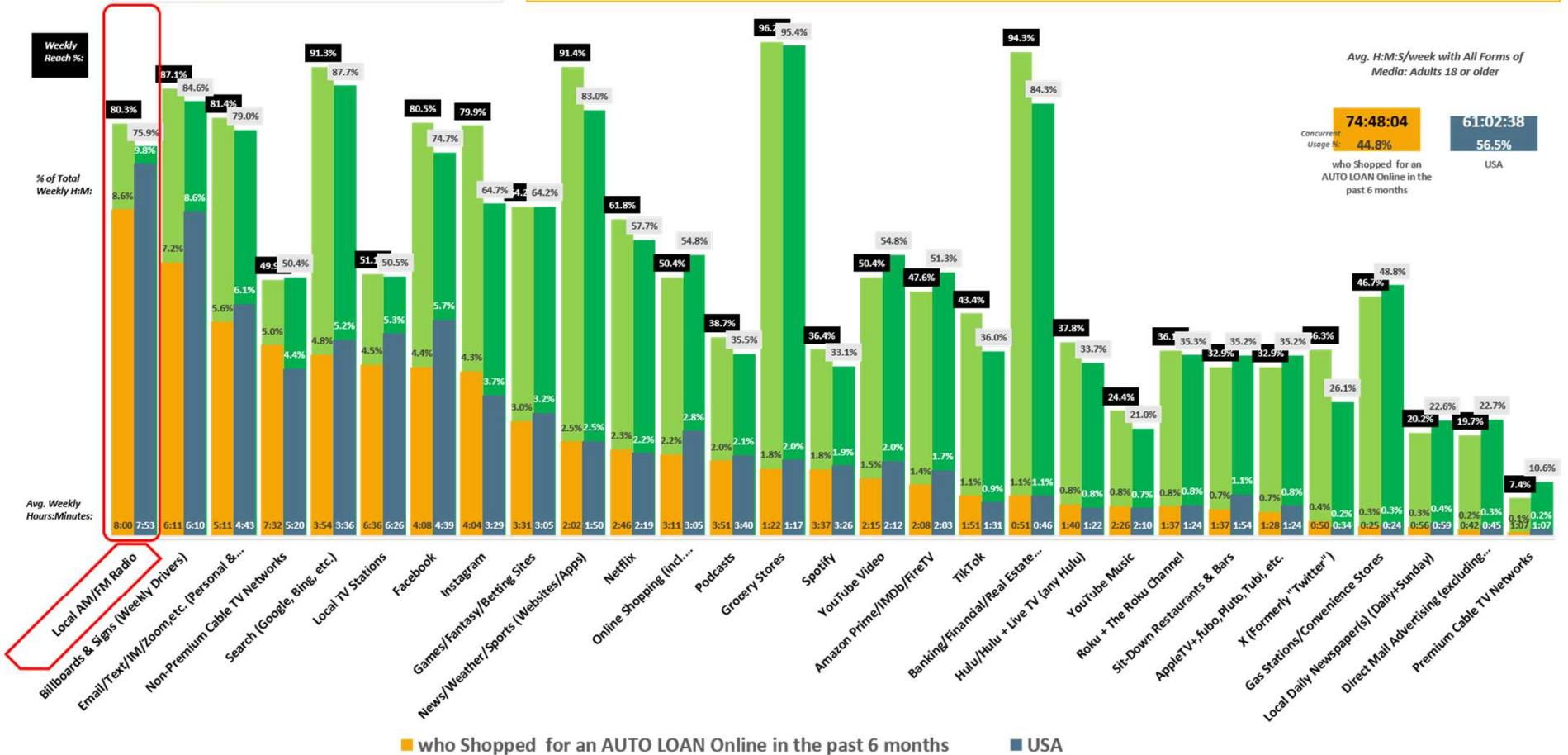


Past 3-Months Payment Methods Used: Adults 25 - 54



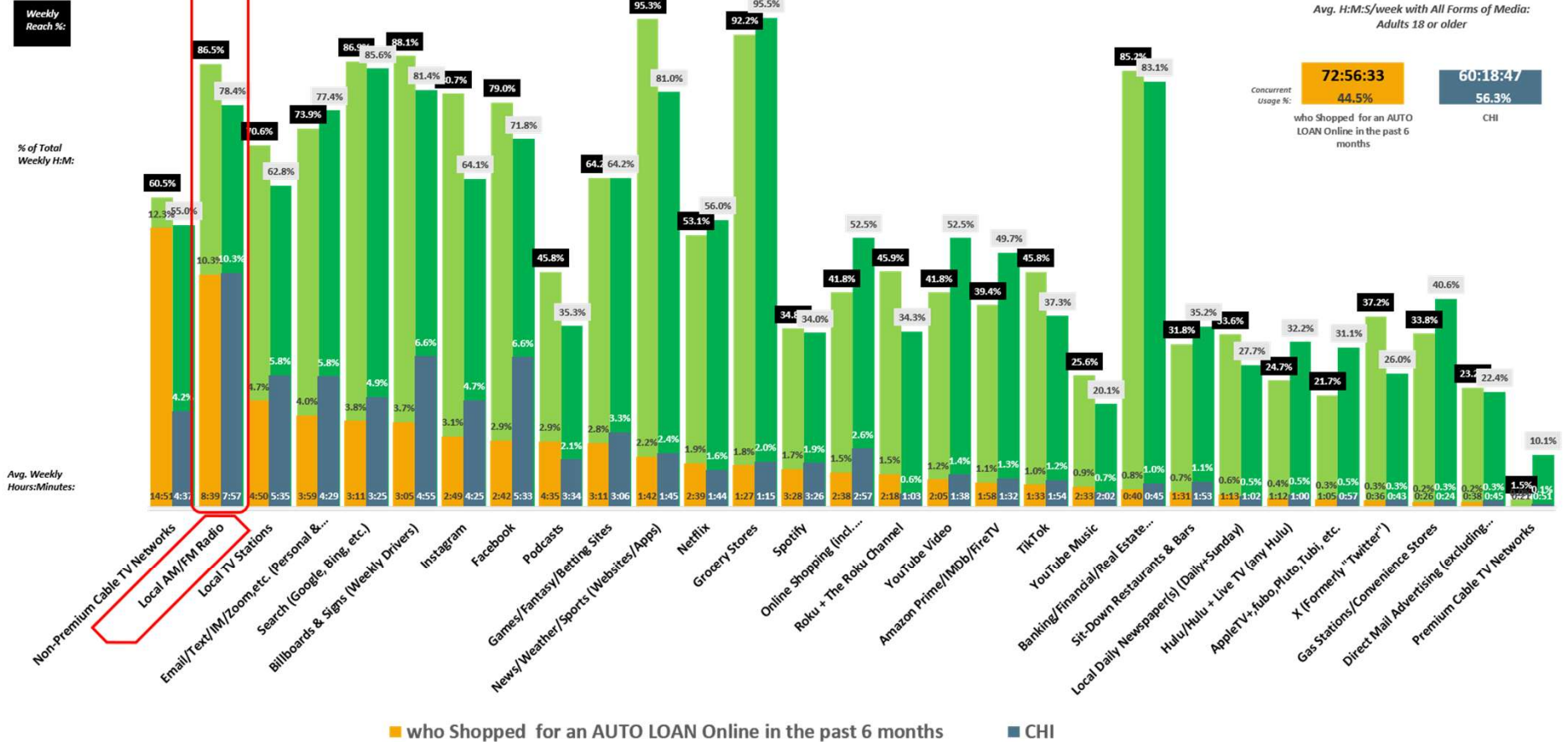


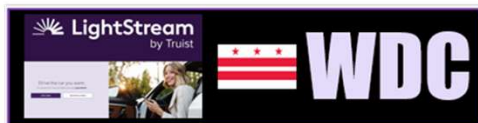
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 3 days, 2 hours, 48 minutes and 4 seconds each week with All Forms of Media.
 80.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



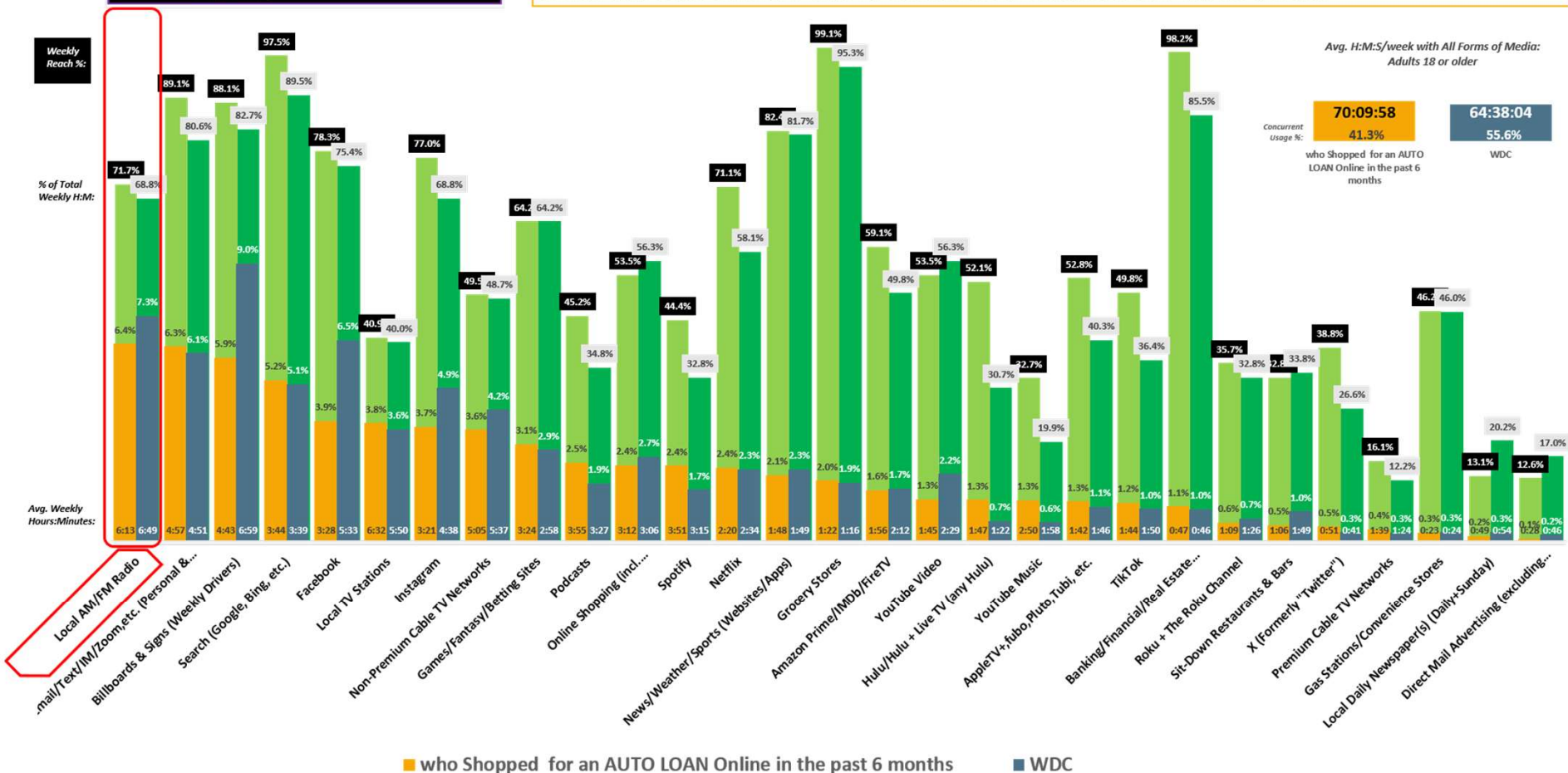


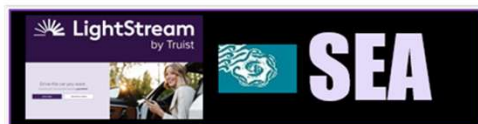
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 3 days, 0 hours, 56 minutes and 33 seconds each week with All Forms of Media.
 86.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 8 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



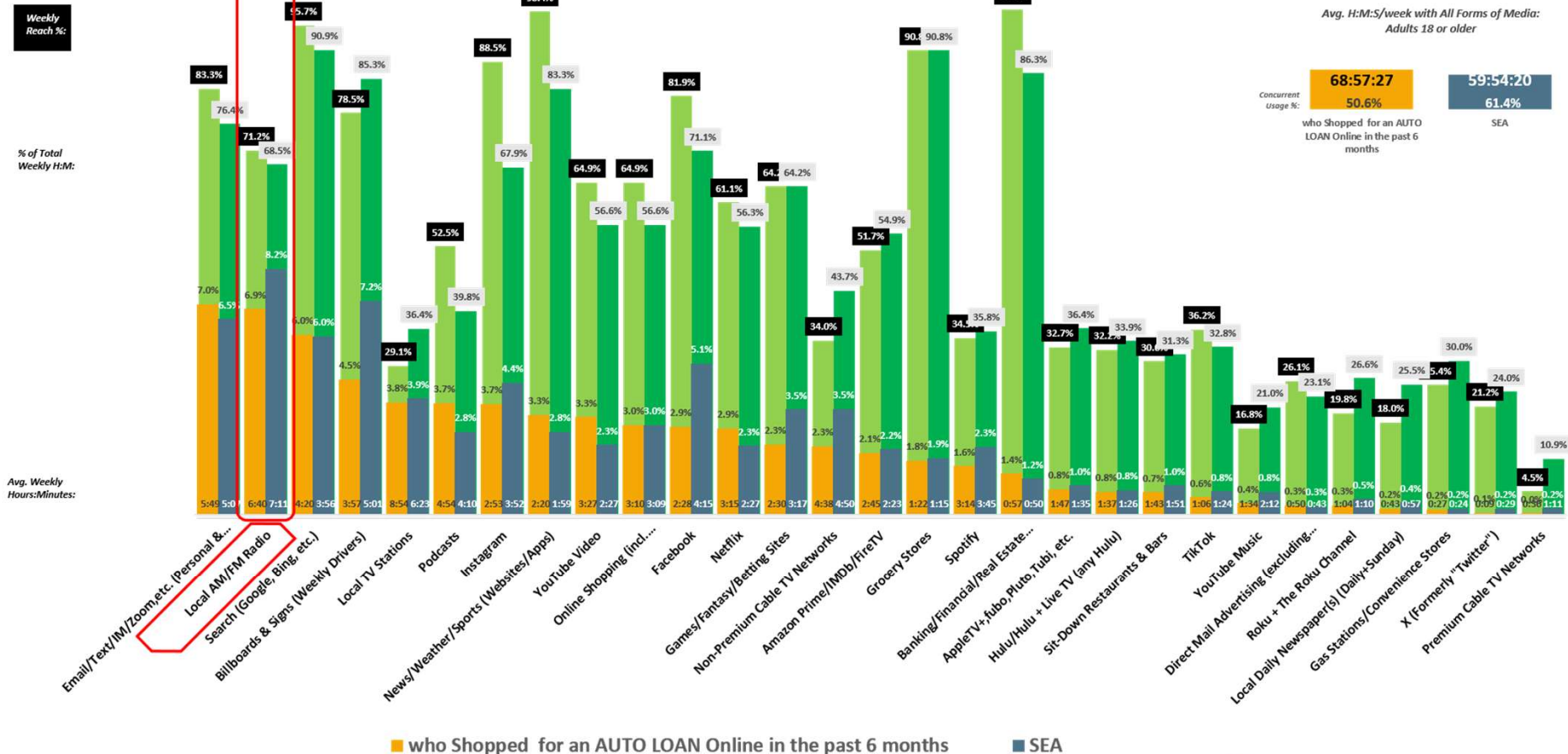


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 22 hours, 9 minutes and 58 seconds each week with All Forms of Media.
 71.7% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 6 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 6.4% of total time spent with all forms of Media.



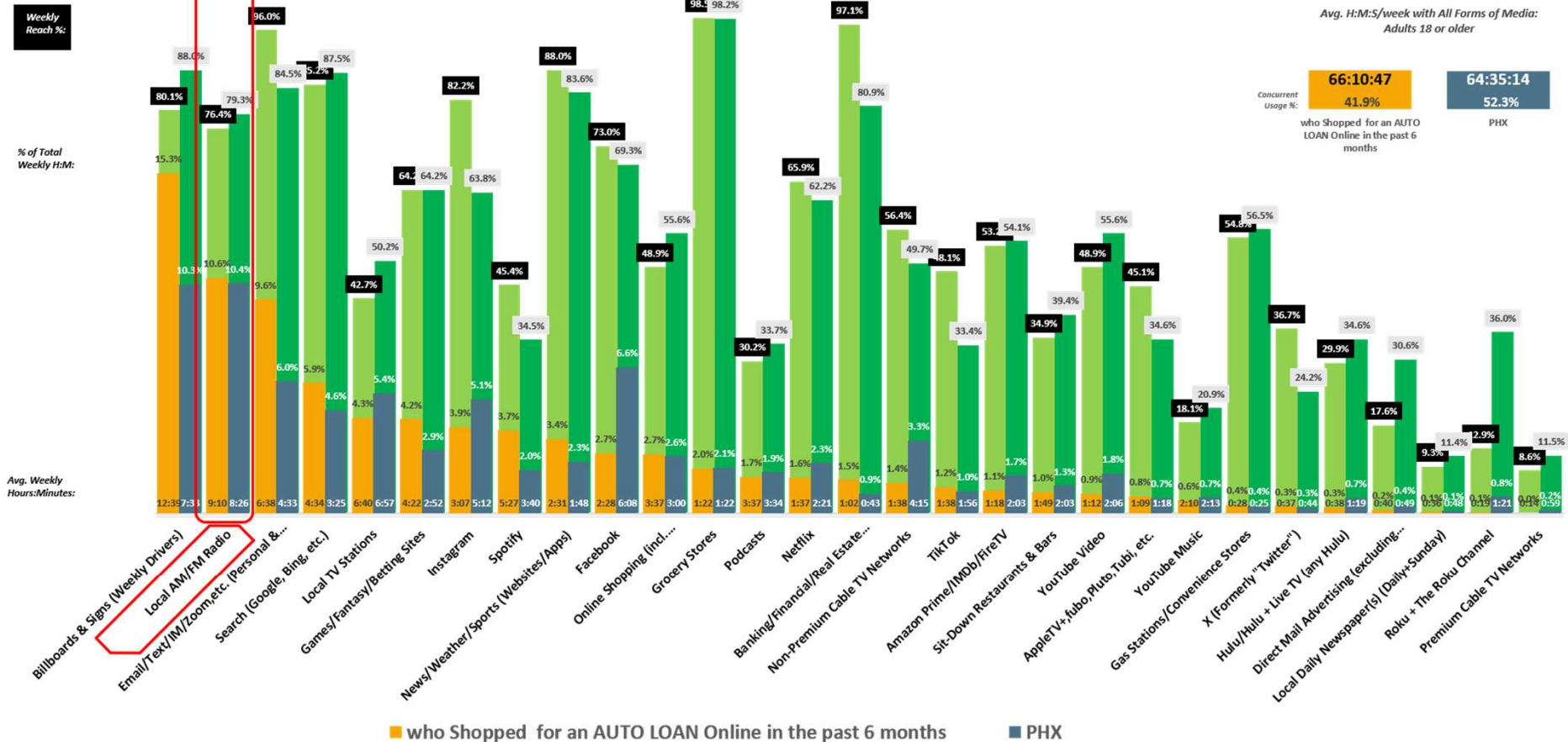


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 20 hours, 57 minutes and 27 seconds each week with All Forms of Media.
 71.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 6 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.



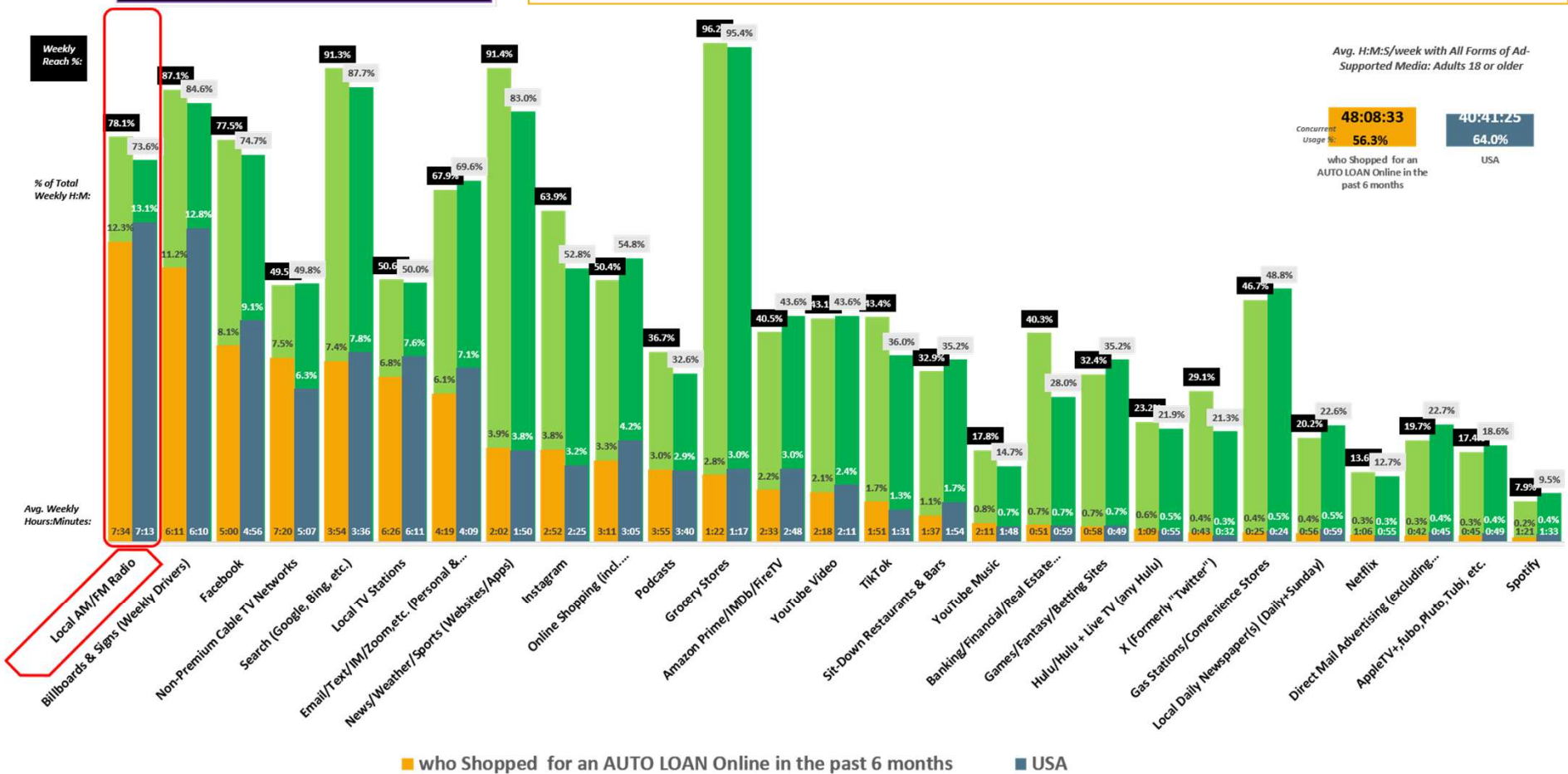


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 18 hours, 10 minutes and 47 seconds each week with All Forms of Media.
 76.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 9 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.





Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 0 hours, 8 minutes and 33 seconds each week with All Forms of Ad-Supported Media.
78.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



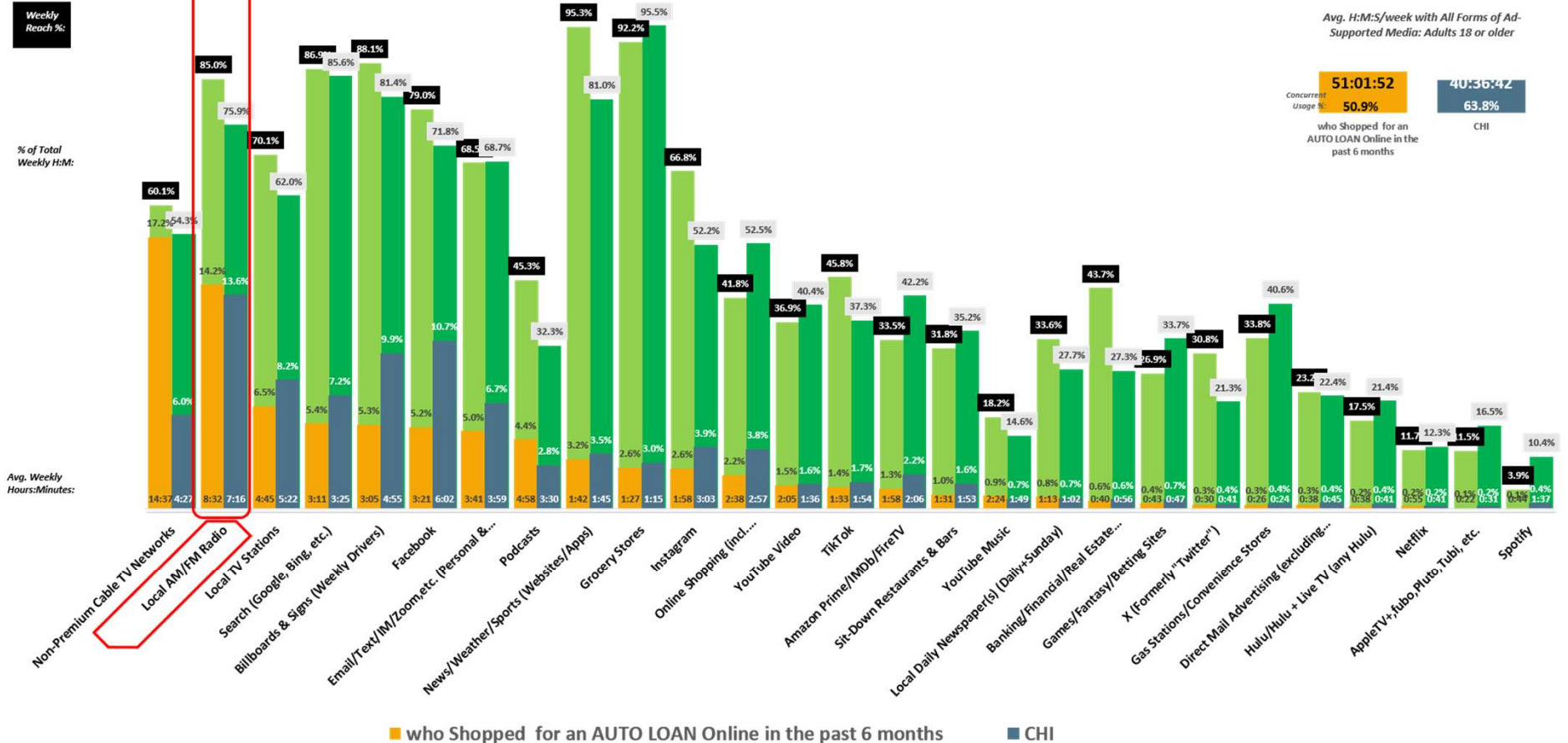
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

48:08:33
56.3%
who Shopped for an AUTO LOAN Online in the past 6 months

40:41:25
64.0%
USA

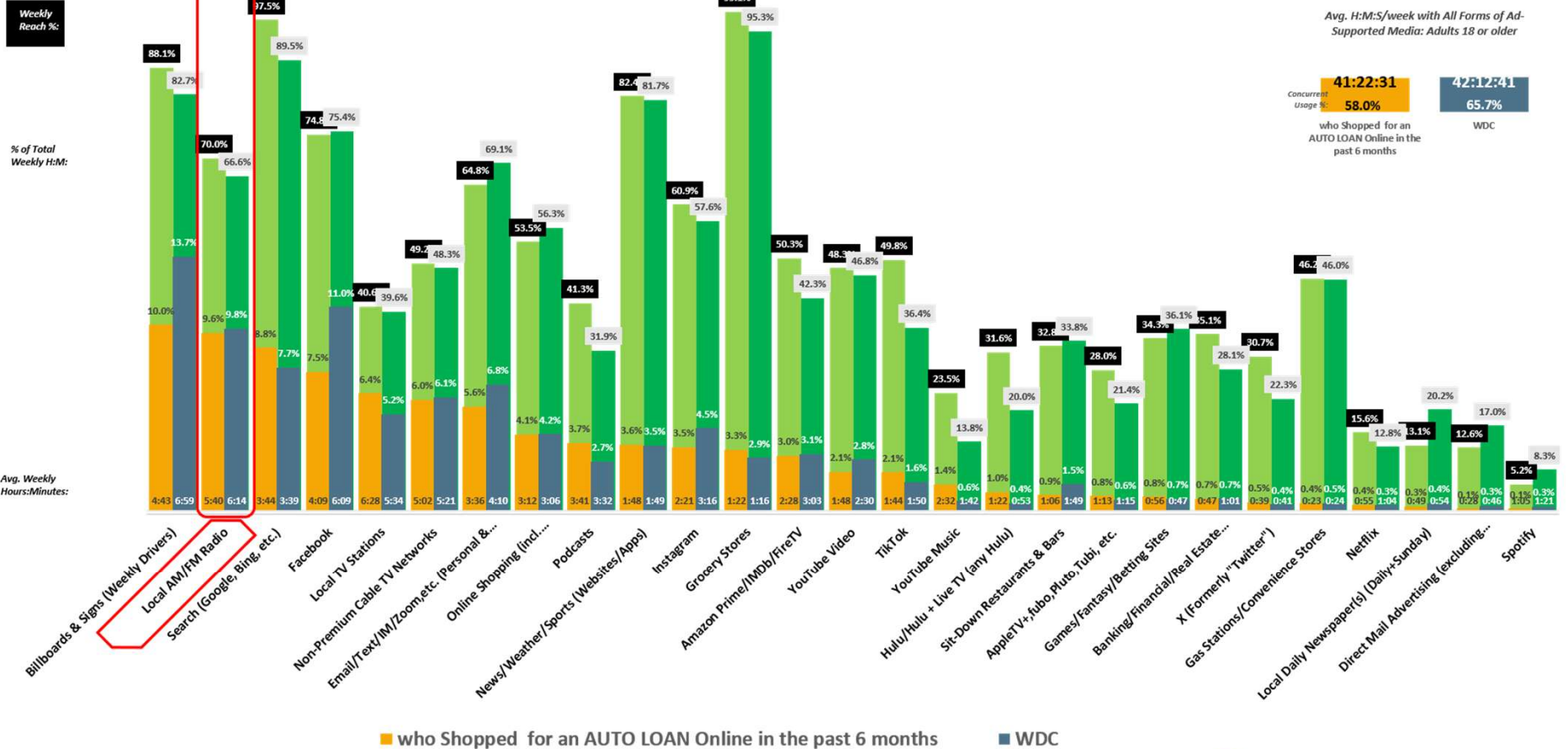


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 2 days, 3 hours, 1 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
85.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



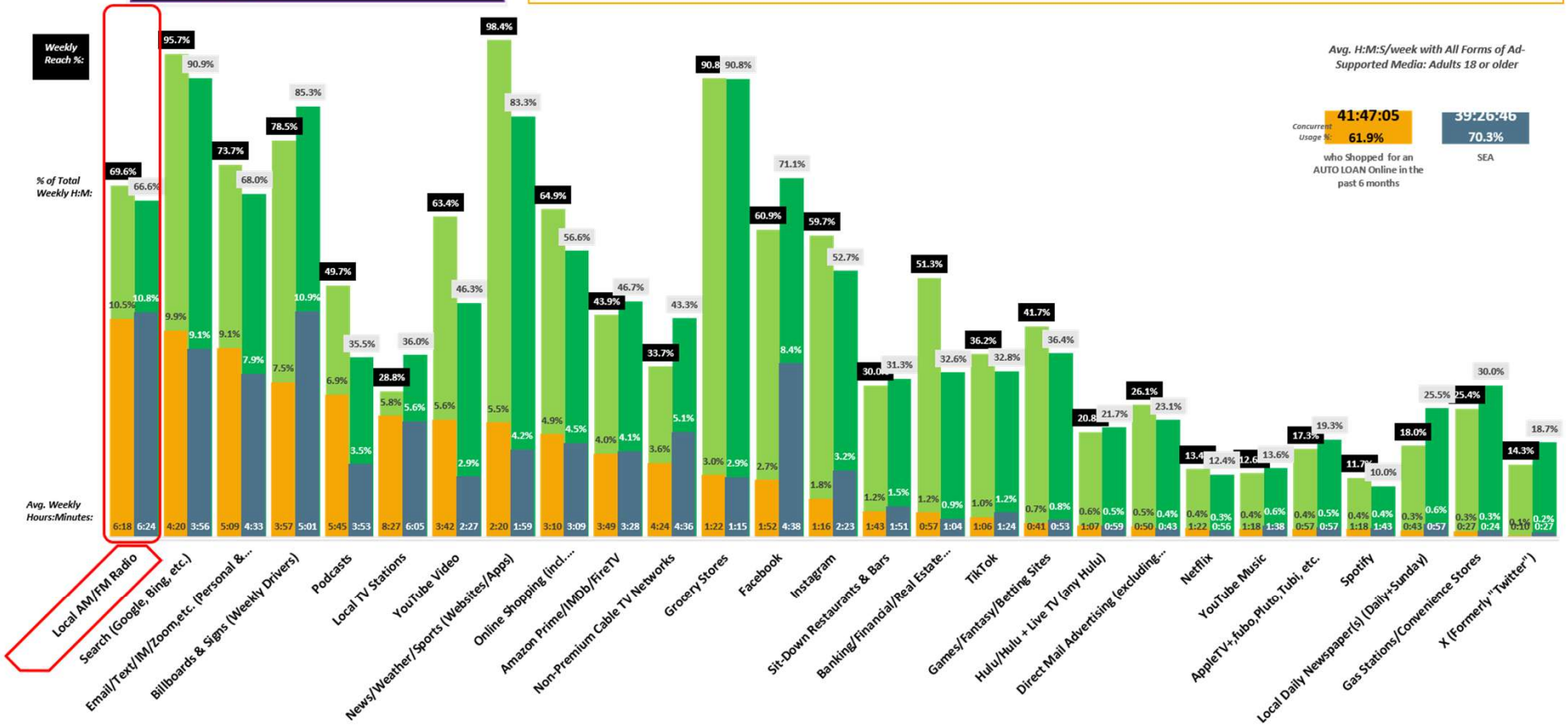


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 1 days, 17 hours, 22 minutes and 31 seconds each week with All Forms of Ad-Supported Media.
 70.0% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 5 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 1 days, 17 hours, 47 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
69.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 6 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



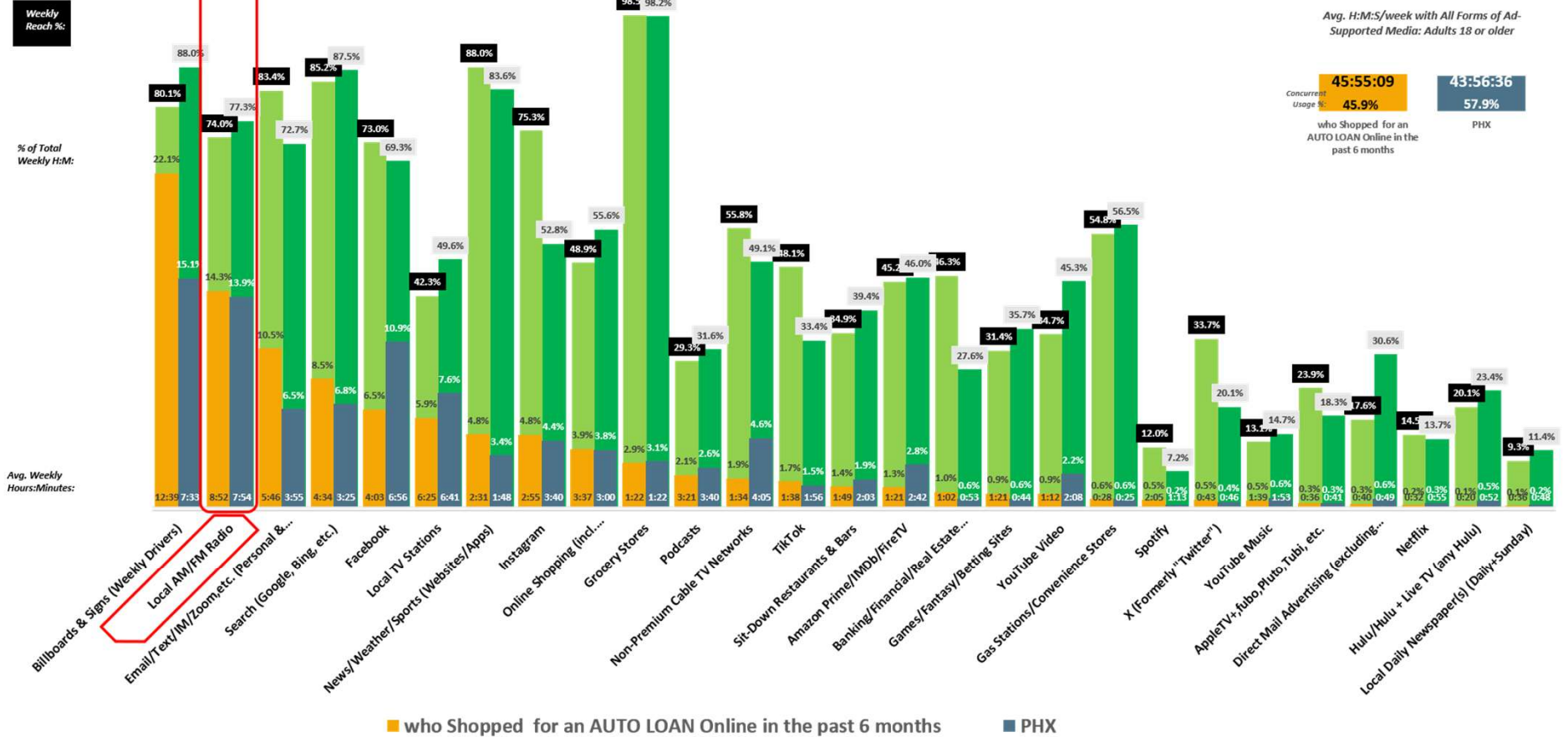
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Shopped for an AUTO LOAN Online in the past 6 months	SEA
41:47:05	39:26:46
61.9%	70.3%

■ who Shopped for an AUTO LOAN Online in the past 6 months ■ SEA



Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 1 days, 21 hours, 55 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 74.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an avg. of 8 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Media.

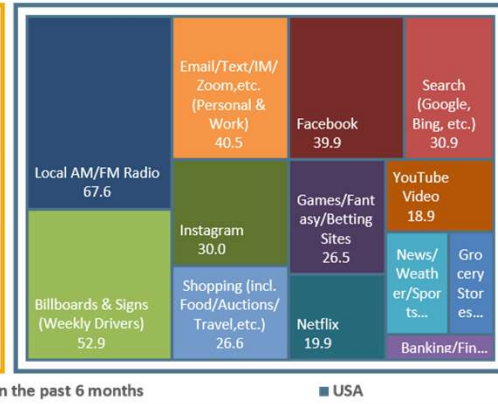
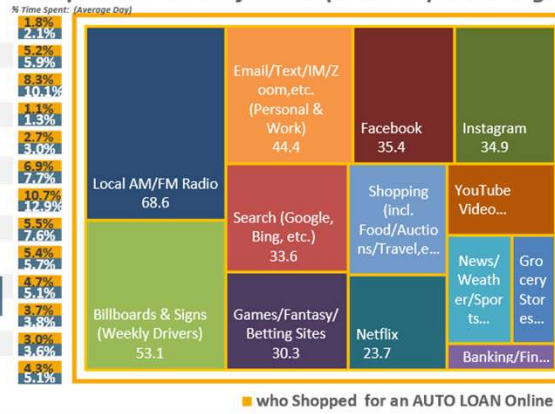
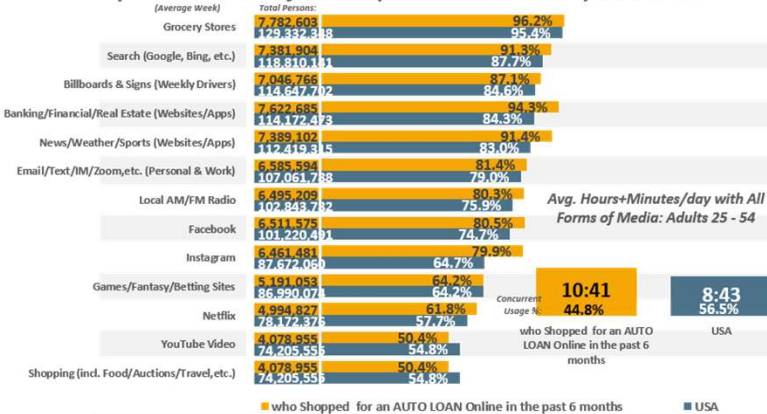




Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 64.9 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

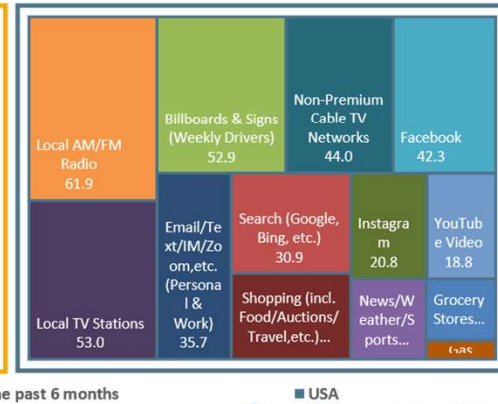
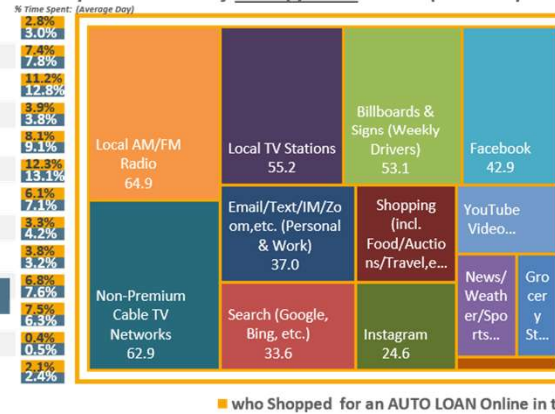
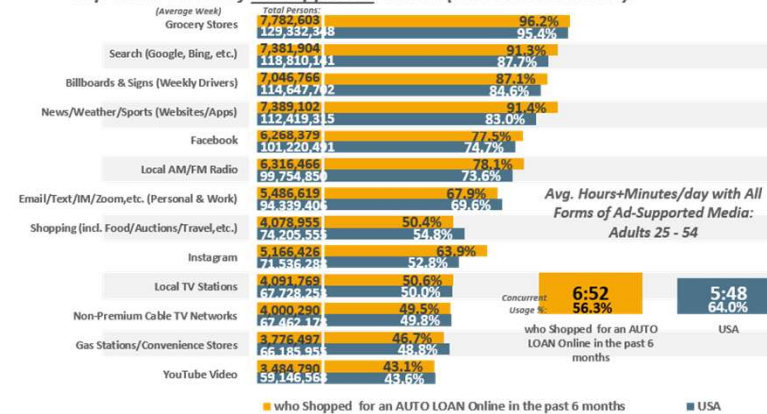
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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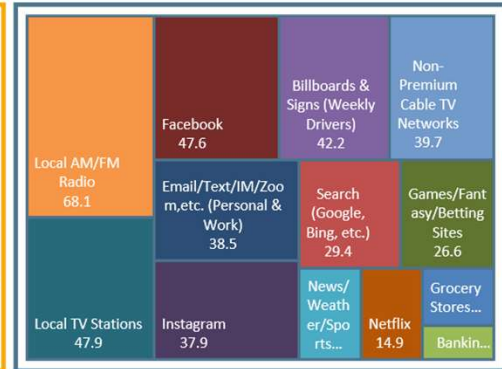
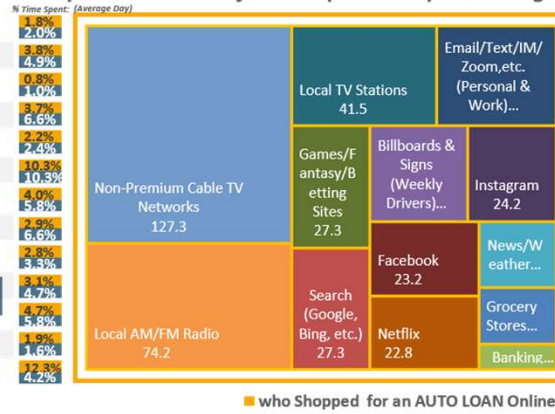
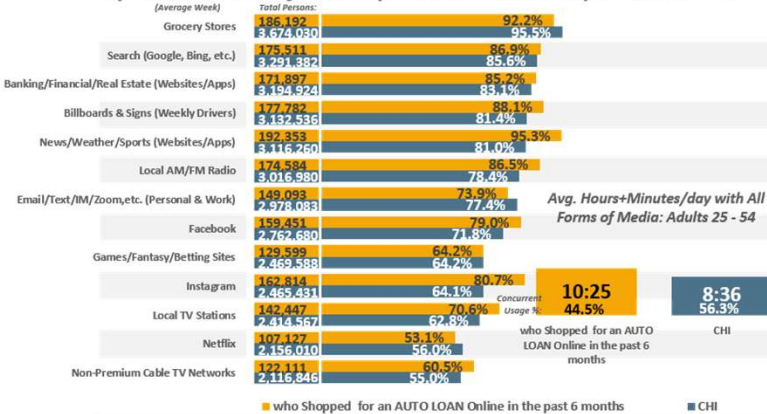
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 85.% listen to Local AM/FM Radio for an avg. of 73.2 minutes/day. (Local Radio delivers 14.2% of Time with Ad-Supported Media.)

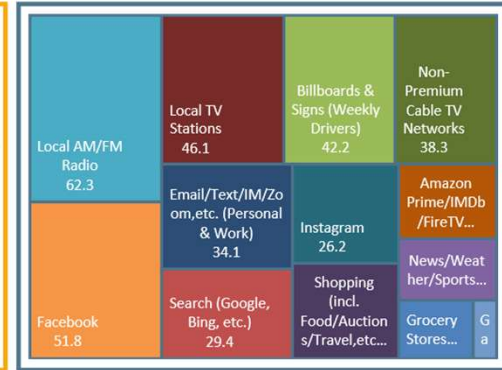
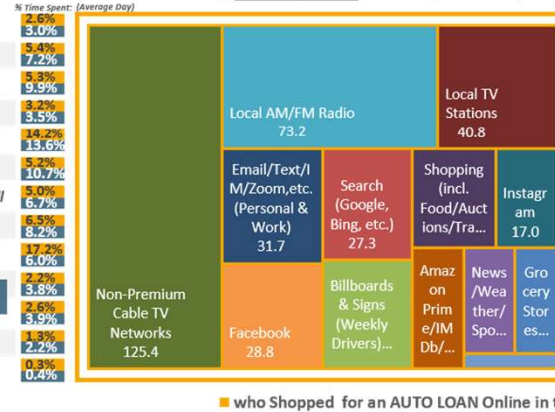
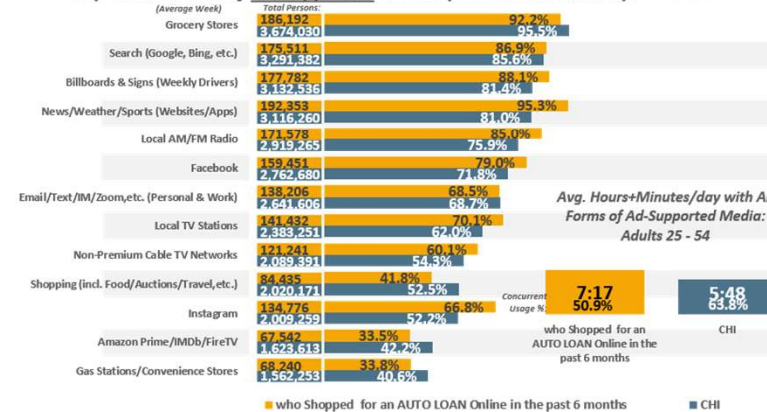
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167
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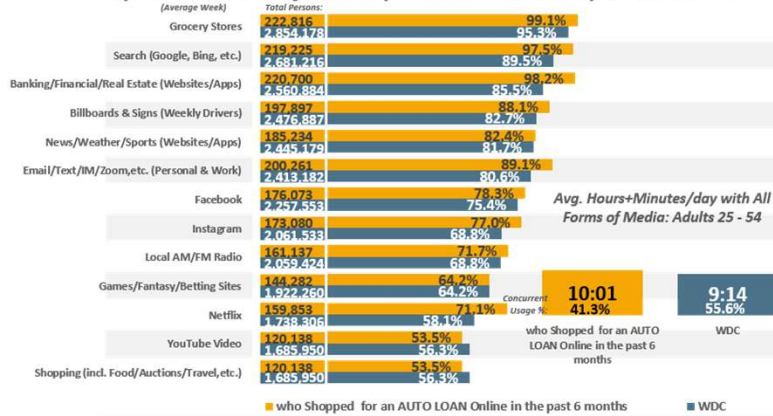
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

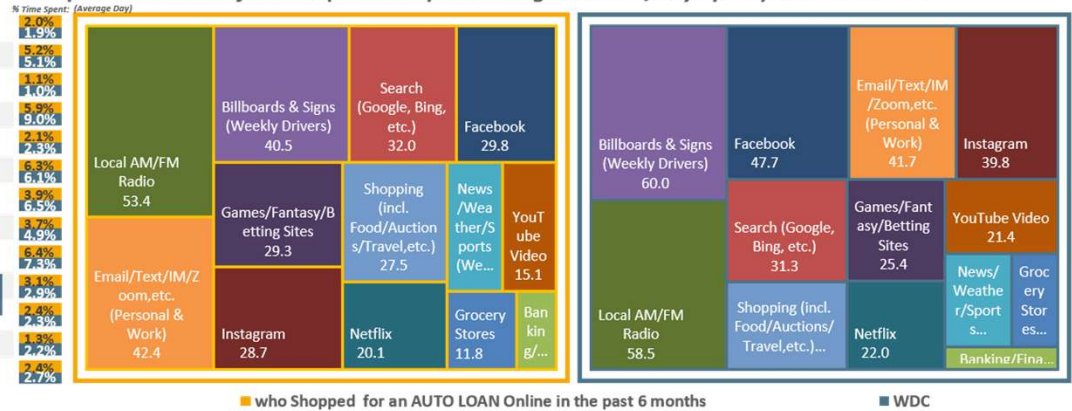


Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 70.% listen to Local AM/FM Radio for an avg. of 48.6 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

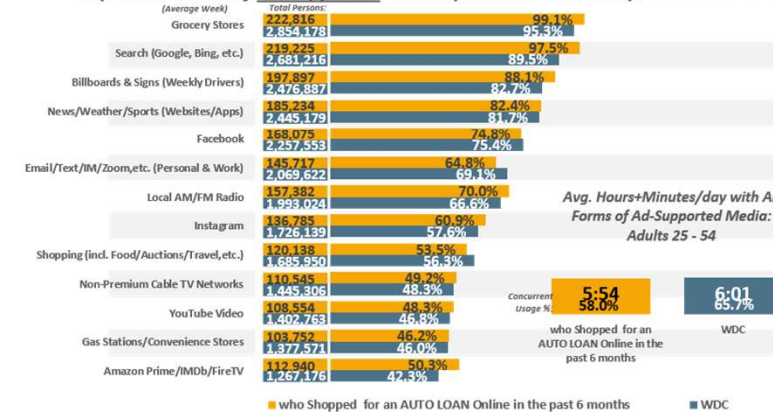
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



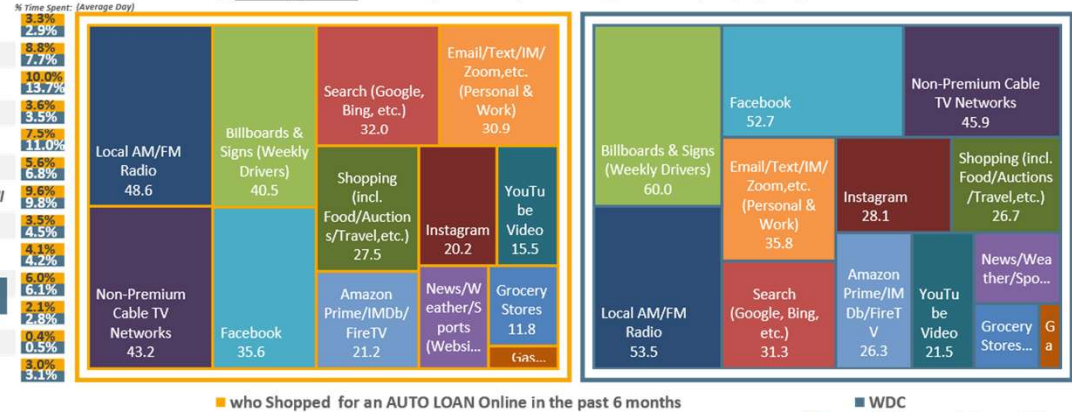
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 343
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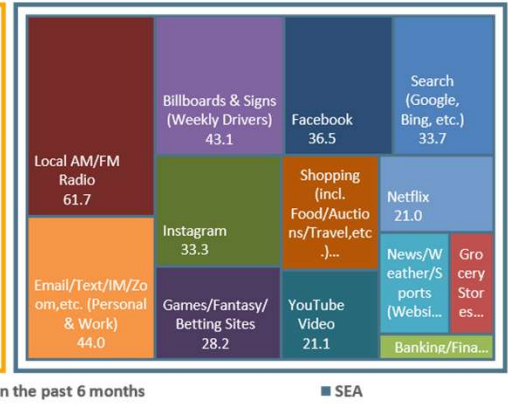
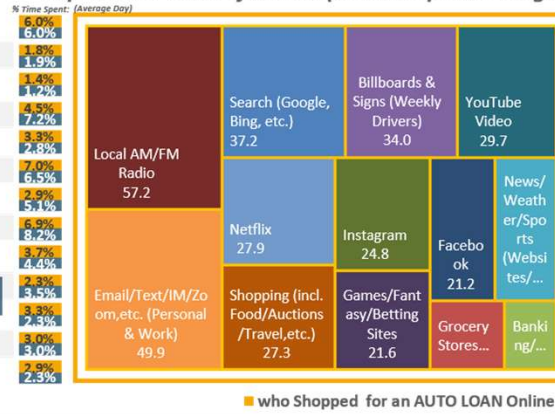
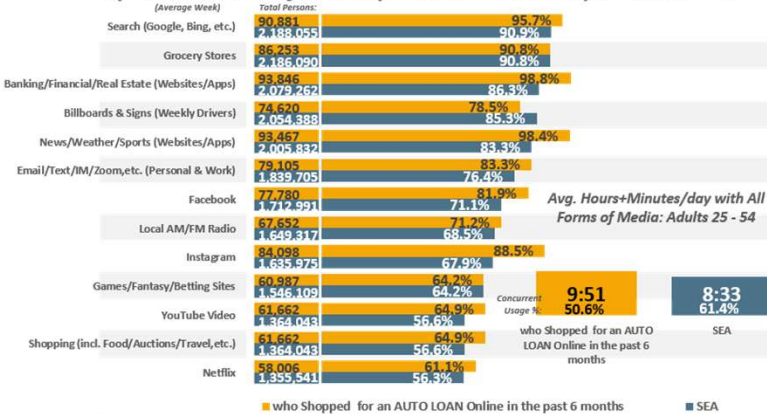
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 5 hours and 58 minutes each day with All Forms of Ad-Supported Media. 69.6% listen to Local AM/FM Radio for an avg. of 54.1 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

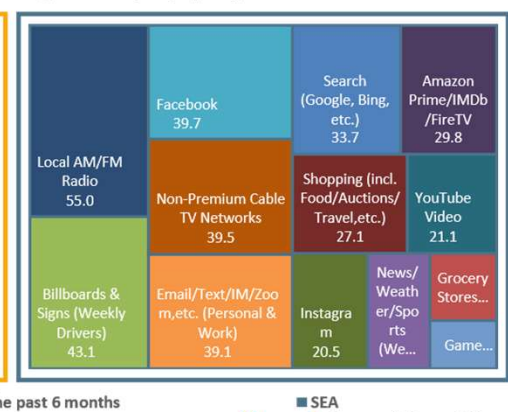
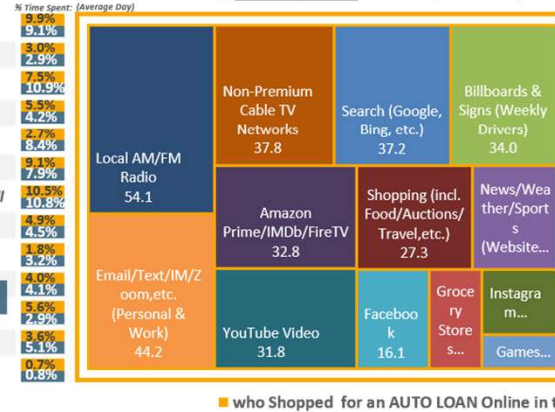
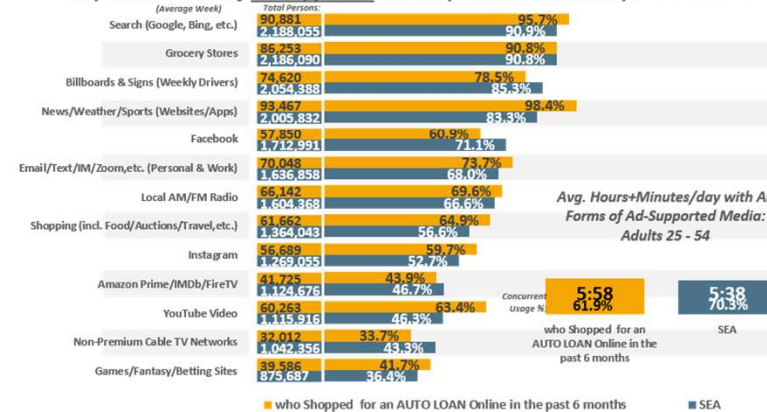
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

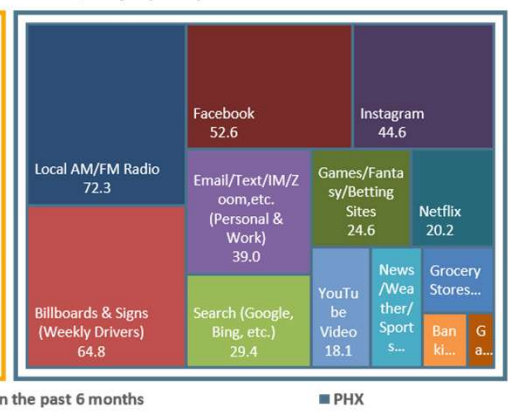
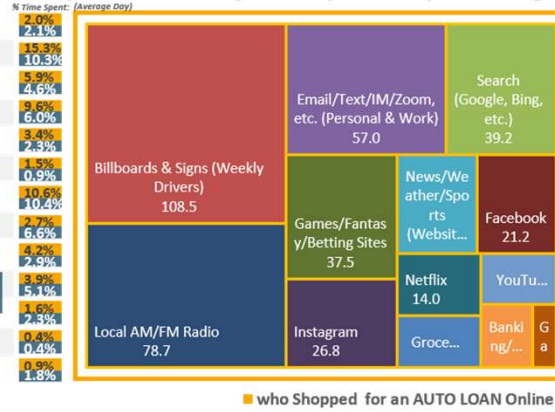
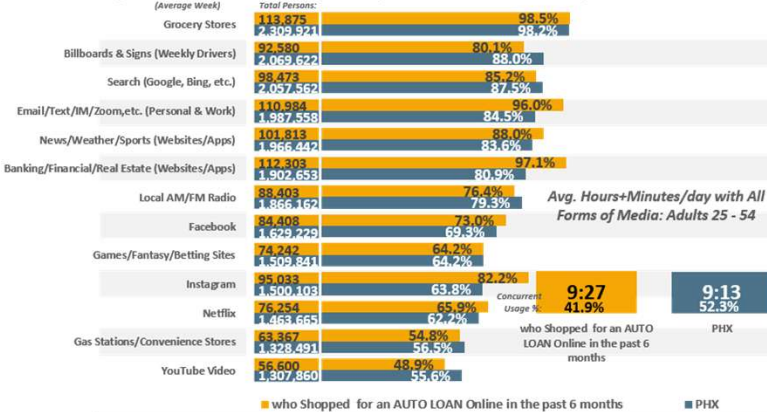




Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 74.% listen to Local AM/FM Radio for an avg. of 76. minutes/day. (Local Radio delivers 14.3% of Time with Ad-Supported Media.)

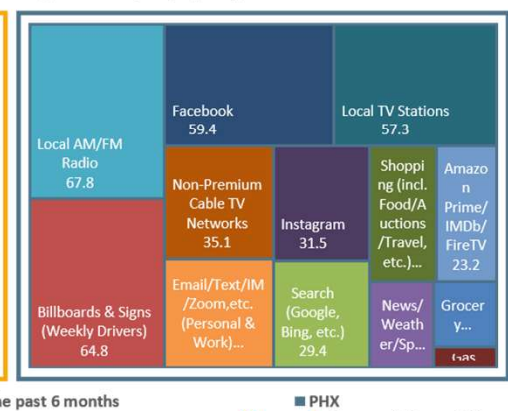
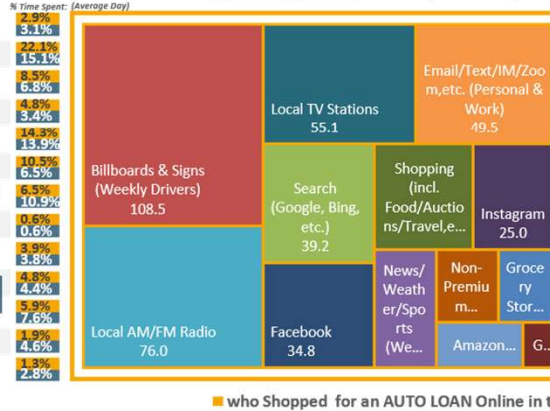
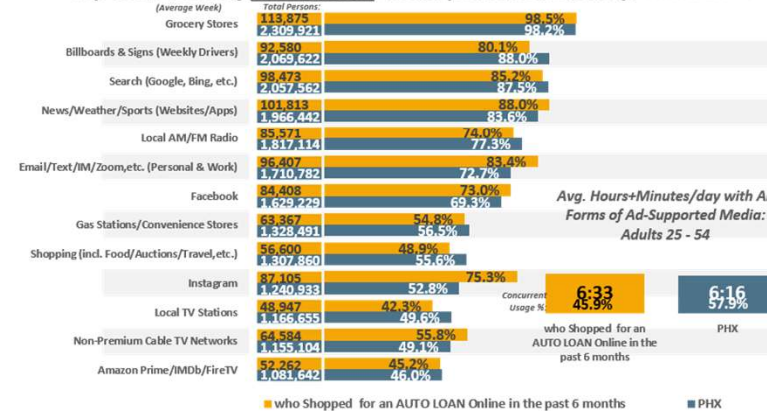
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92
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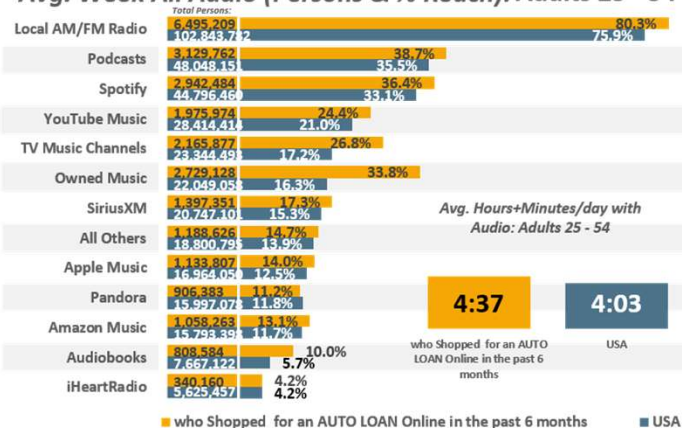
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

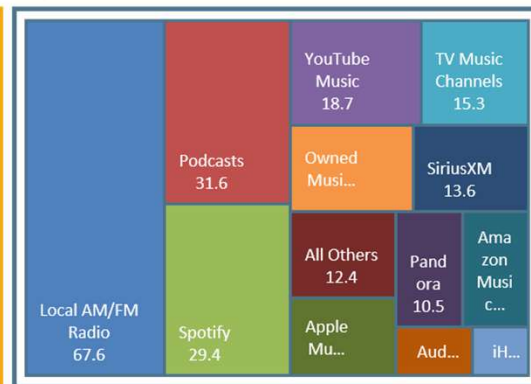
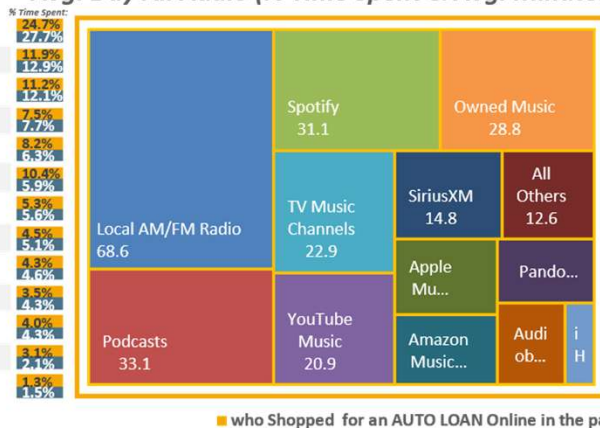


6,316,466 or 78.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

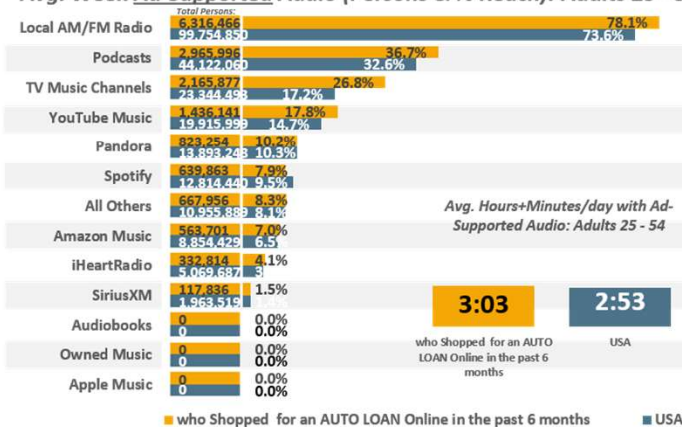
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



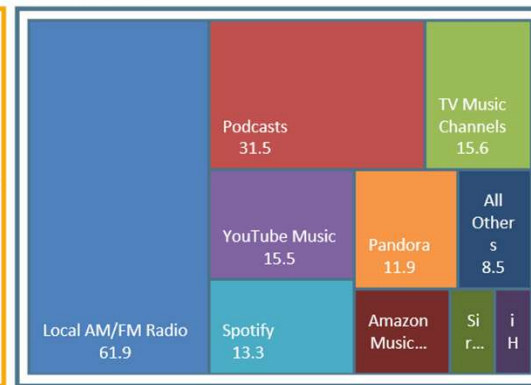
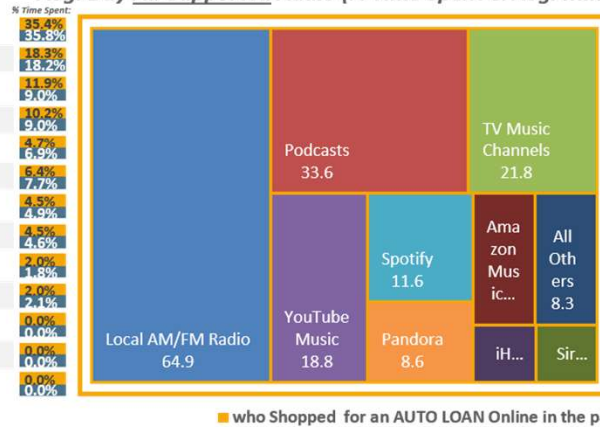
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

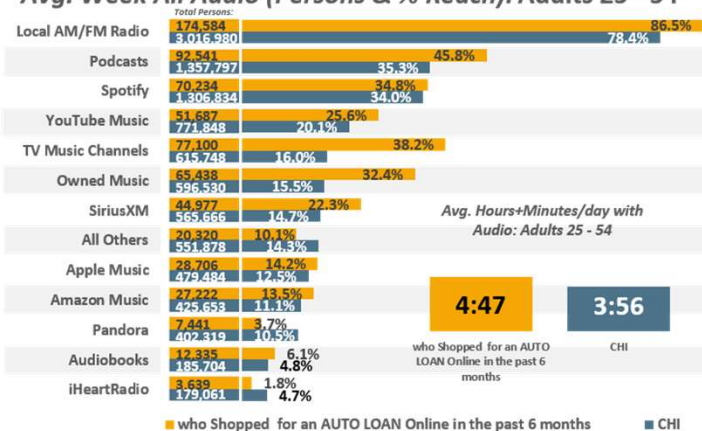
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

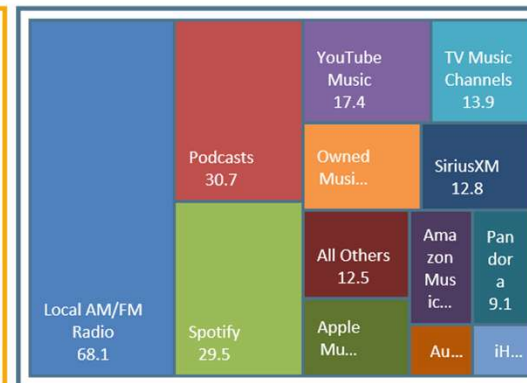
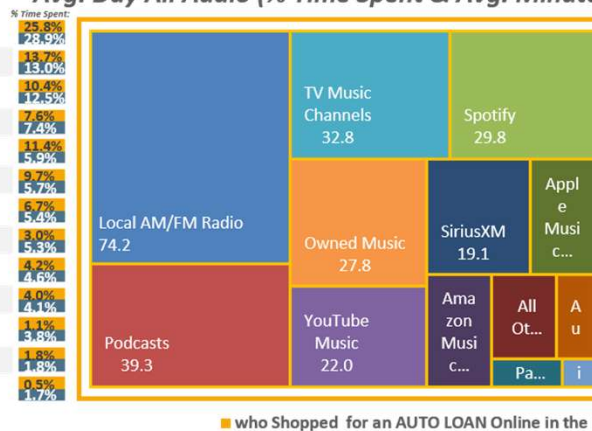


171,578 or 85.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

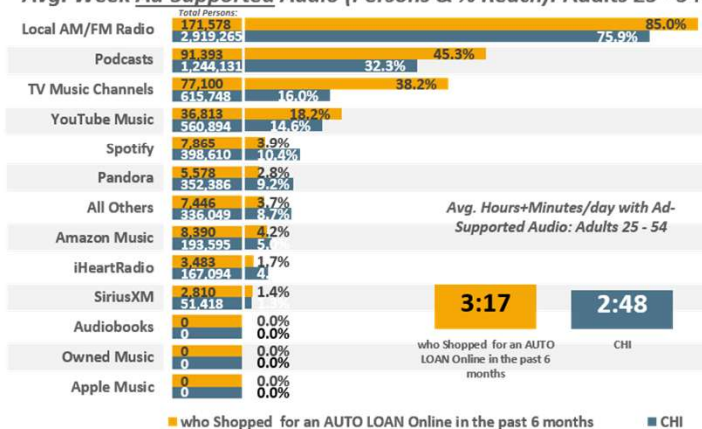
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



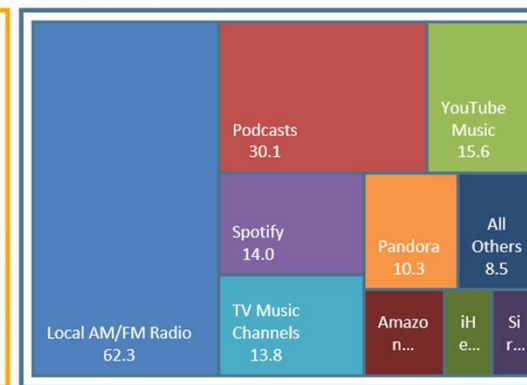
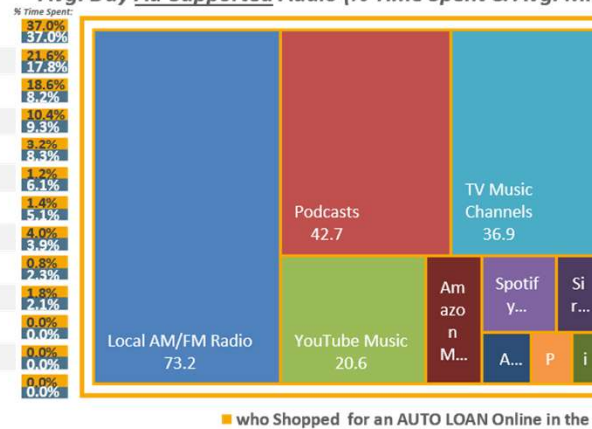
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

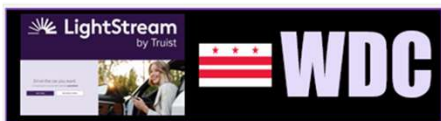


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



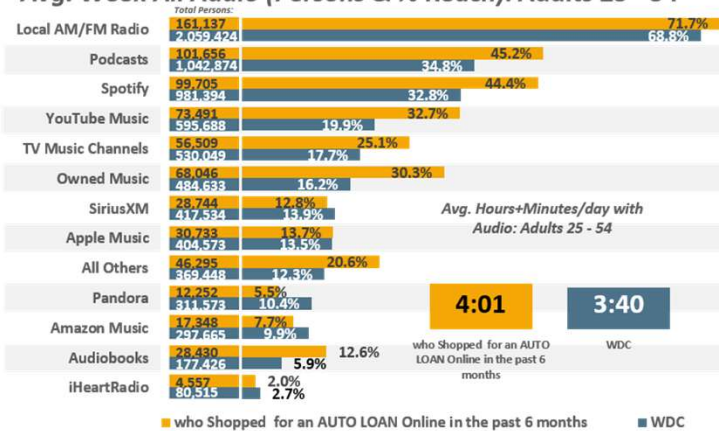
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



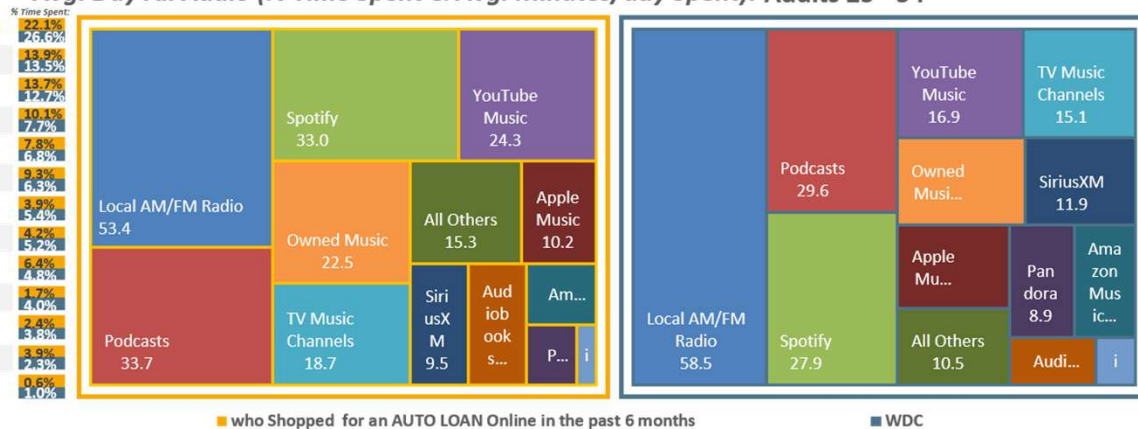


157,382 or 70.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 48.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Audio.

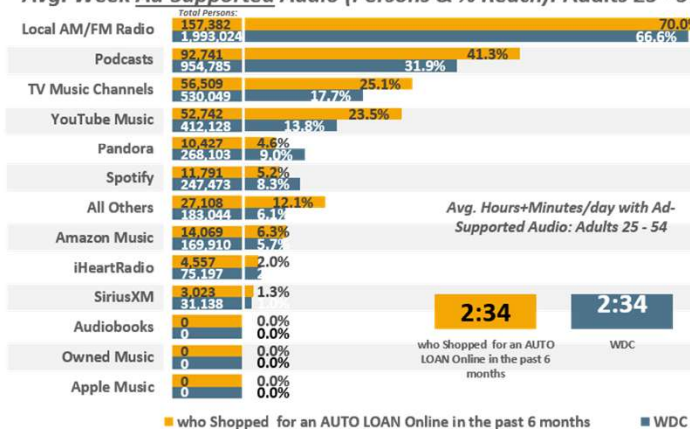
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



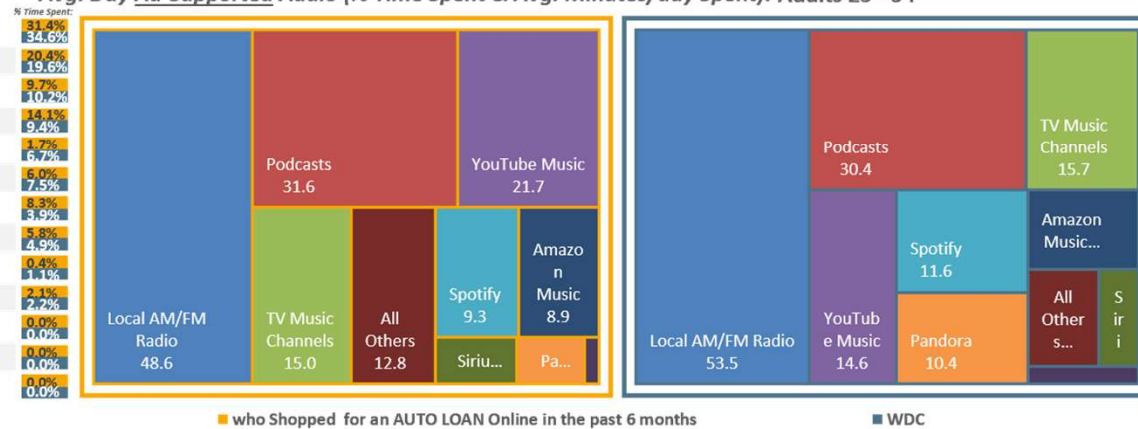
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



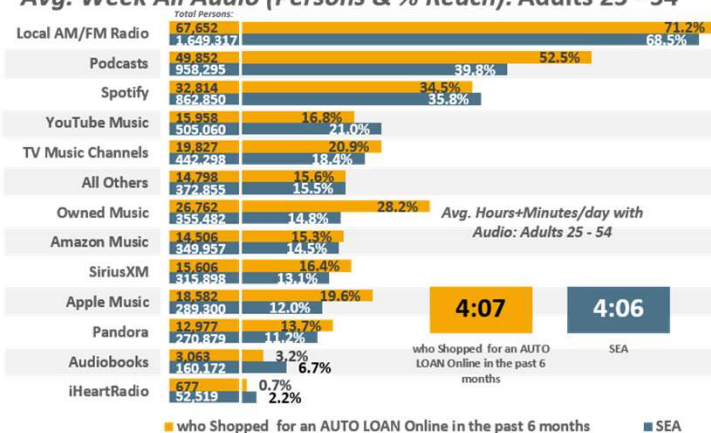
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



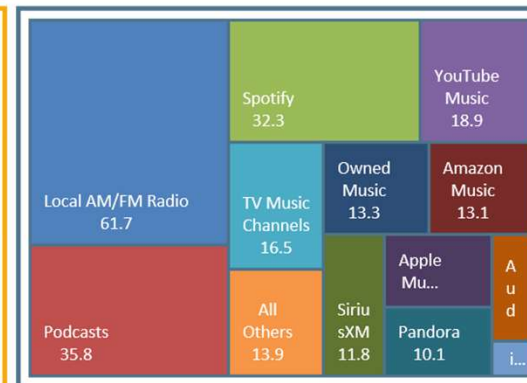
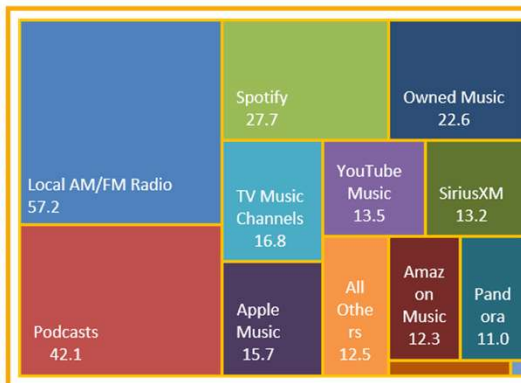


66,142 or 69.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 54.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.

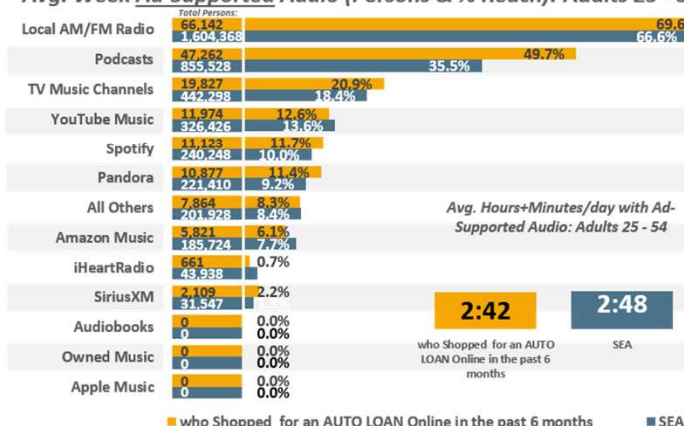
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



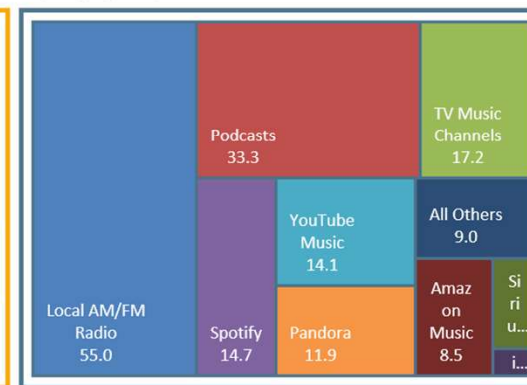
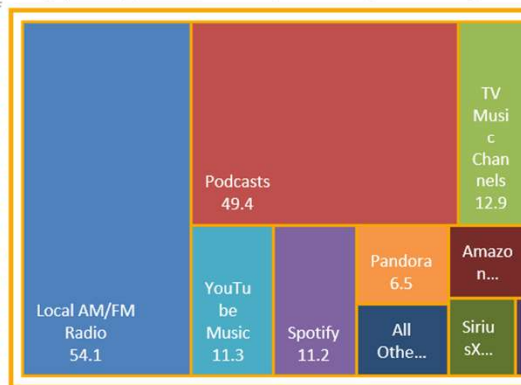
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

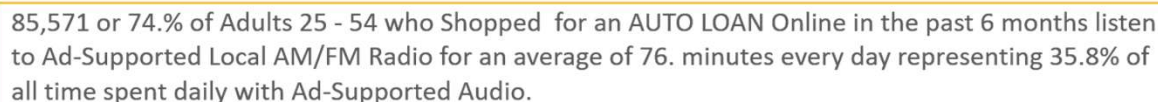


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54

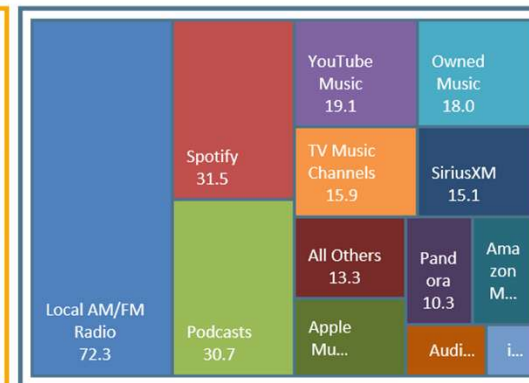
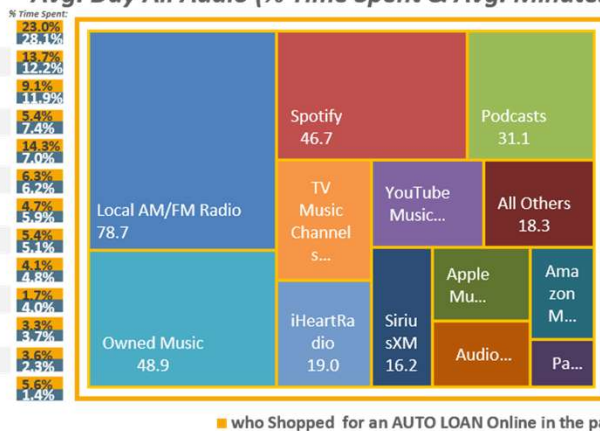


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

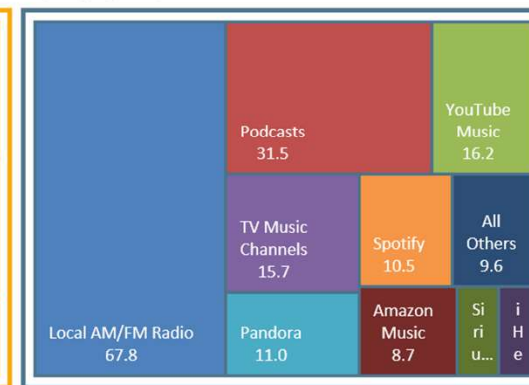
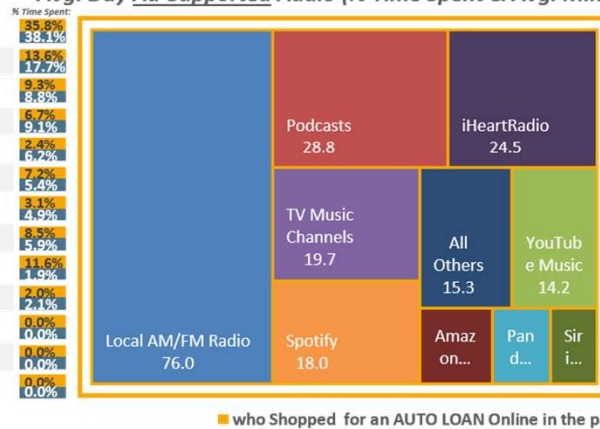




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

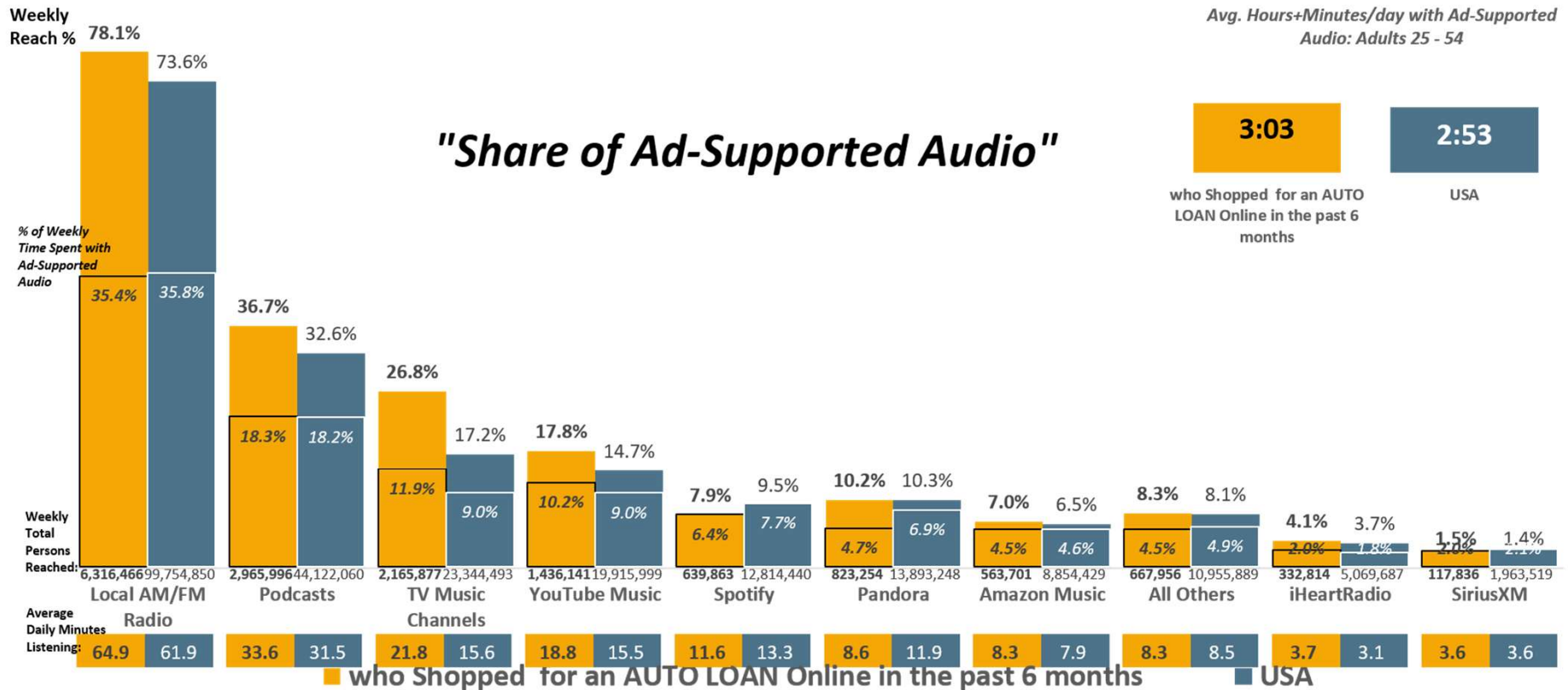


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



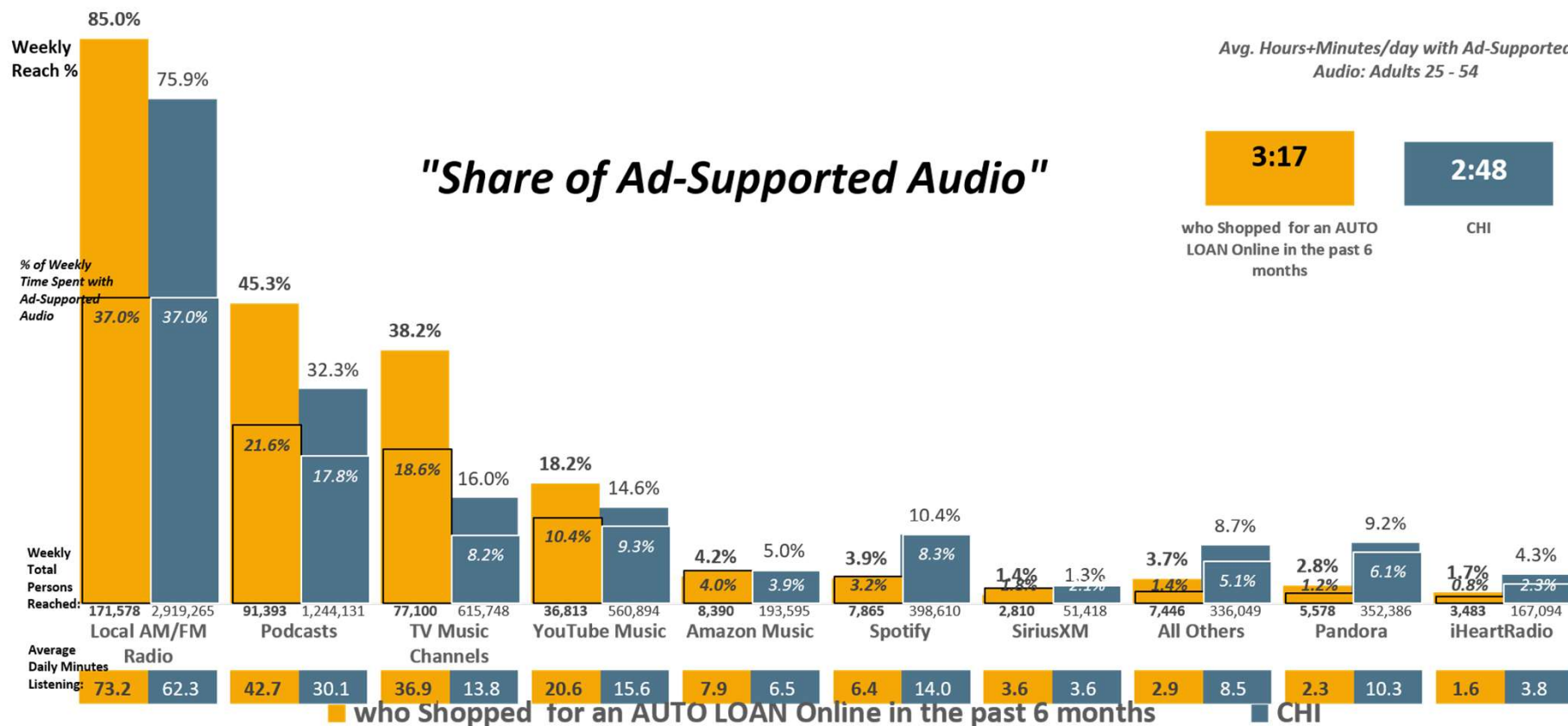


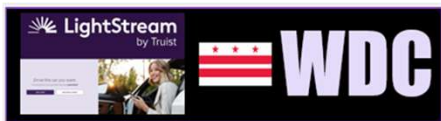
6,316,466 or 78.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



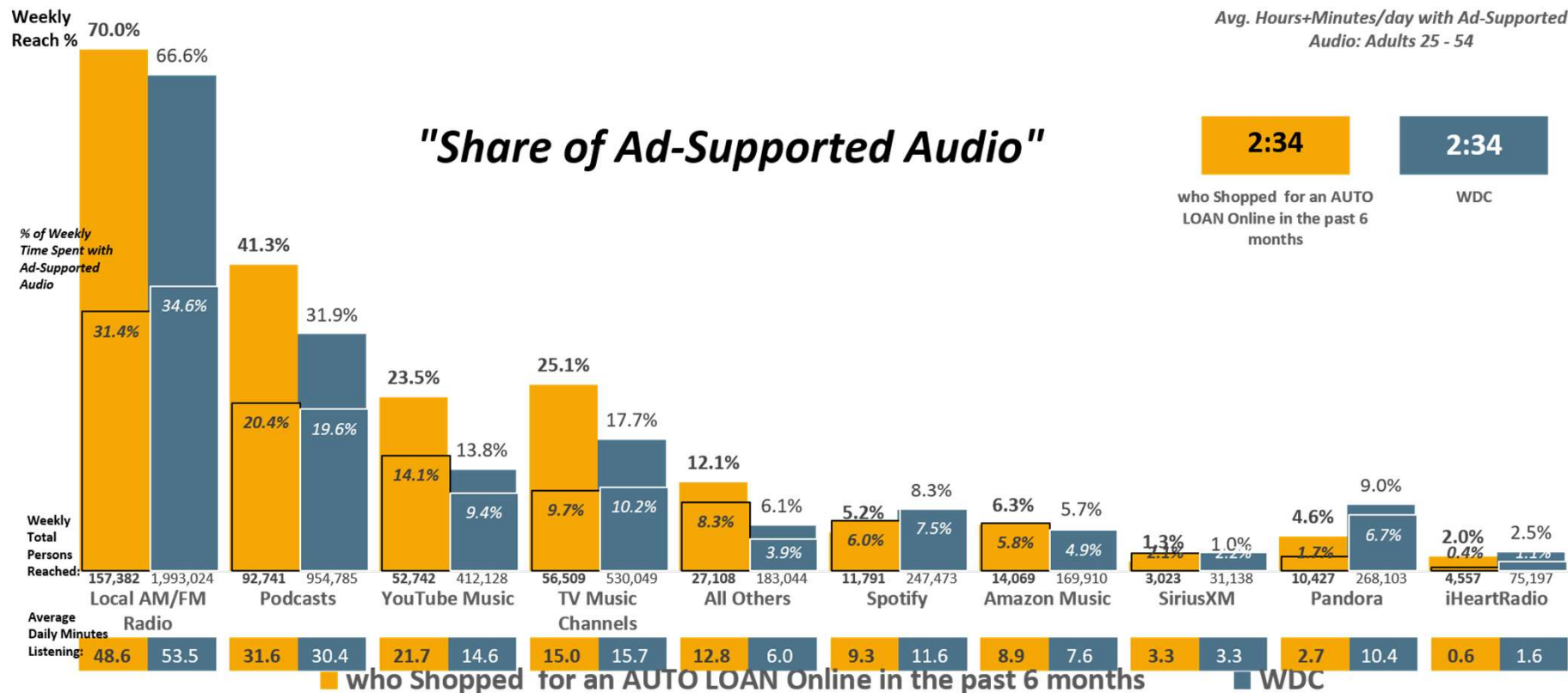


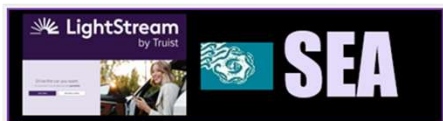
171,578 or 85.0% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.



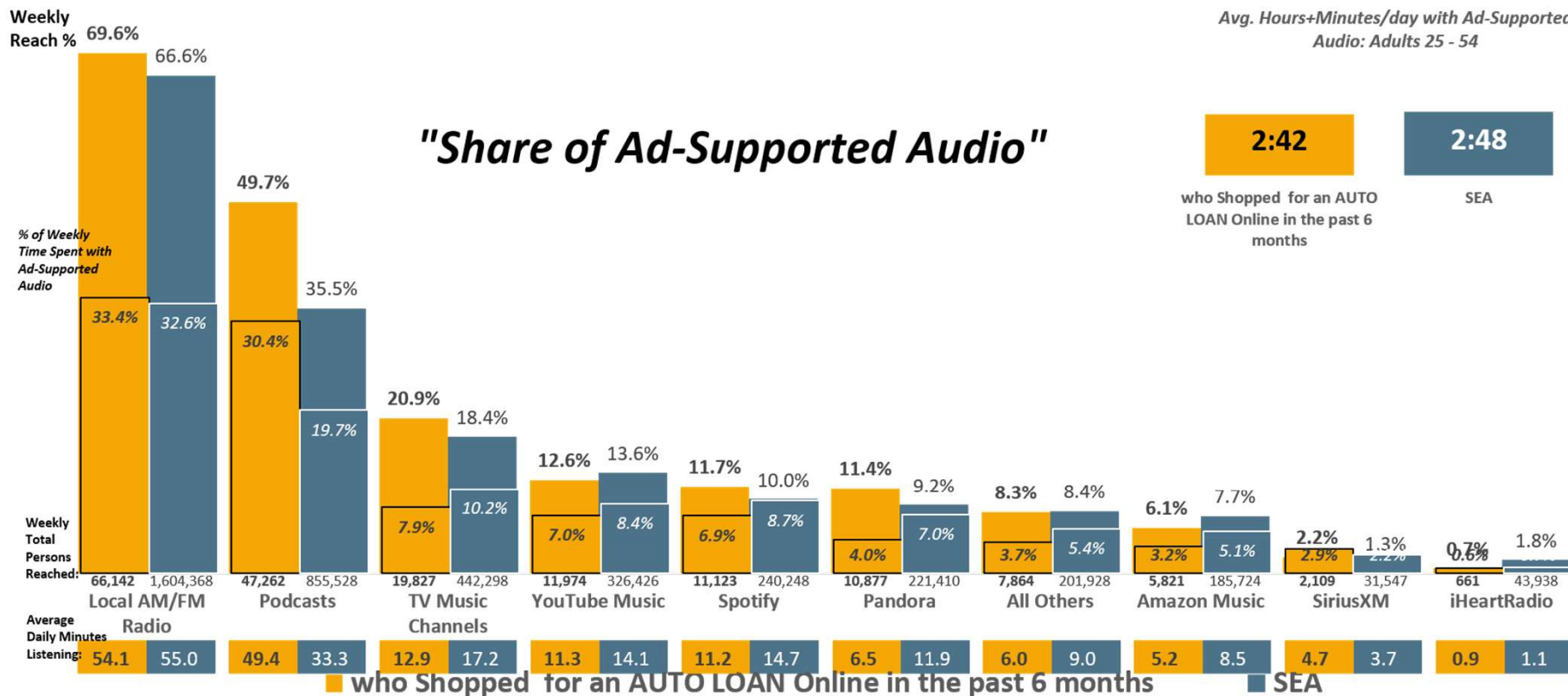


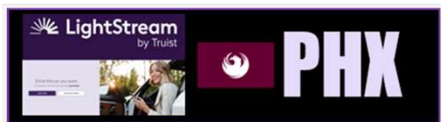
157,382 or 70.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 48.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Audio.



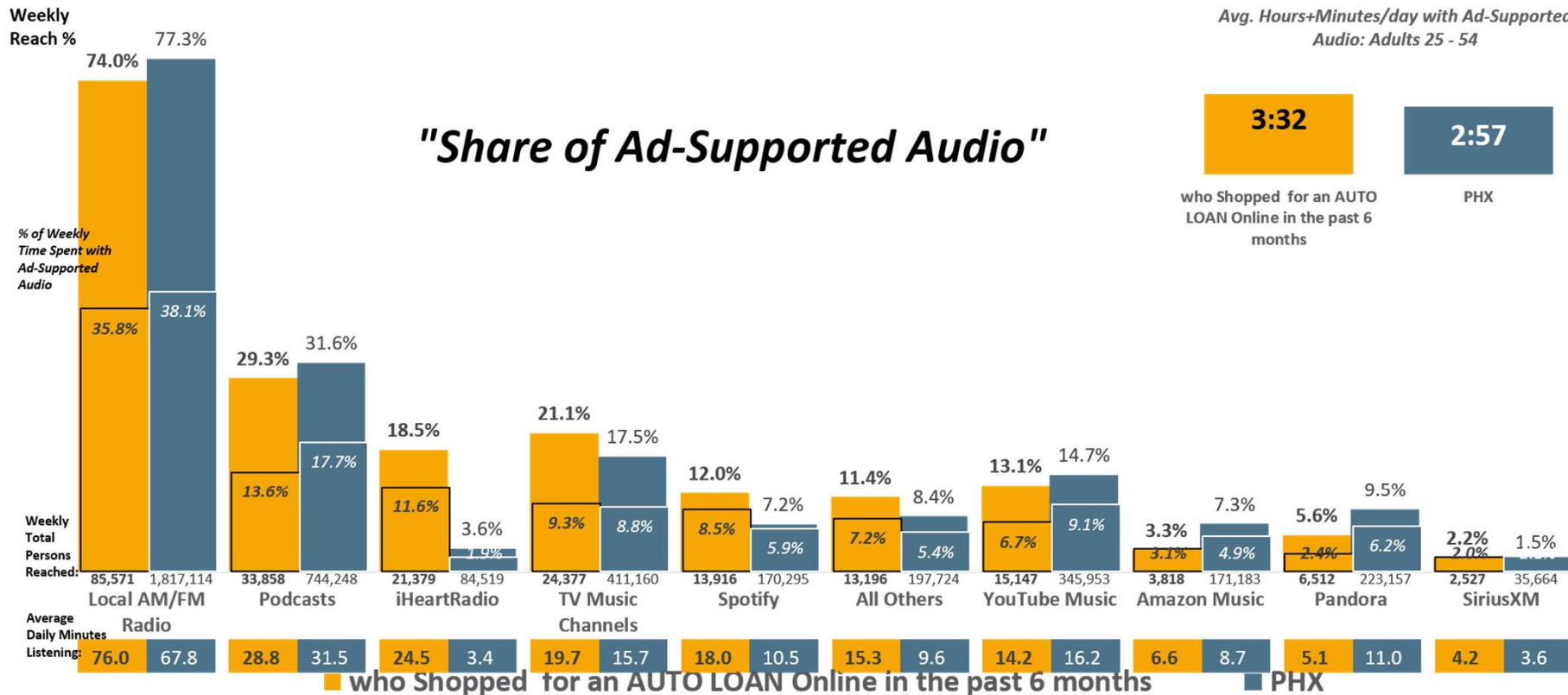


66,142 or 69.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 54.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.





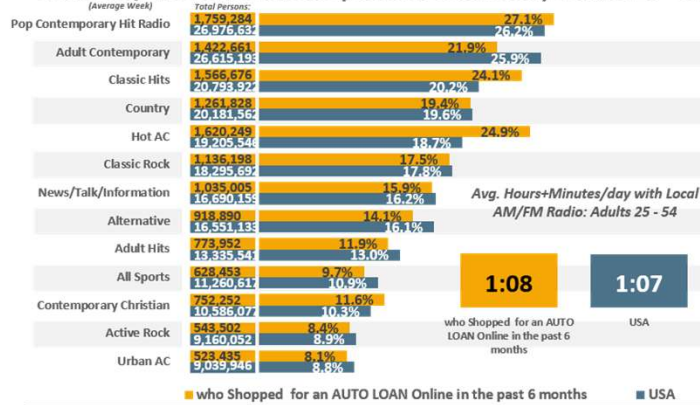
85,571 or 74.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.



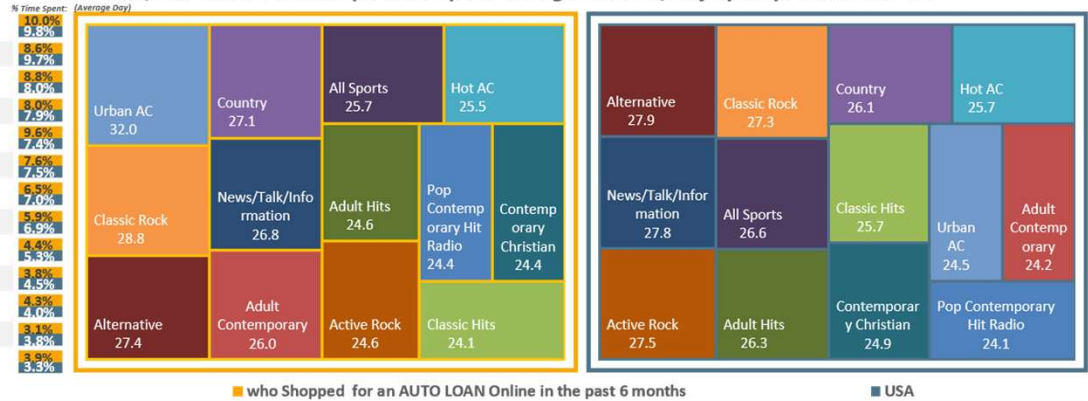


6,316,466 or 78.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Classic Hits, Adult Contemporary, and Country.

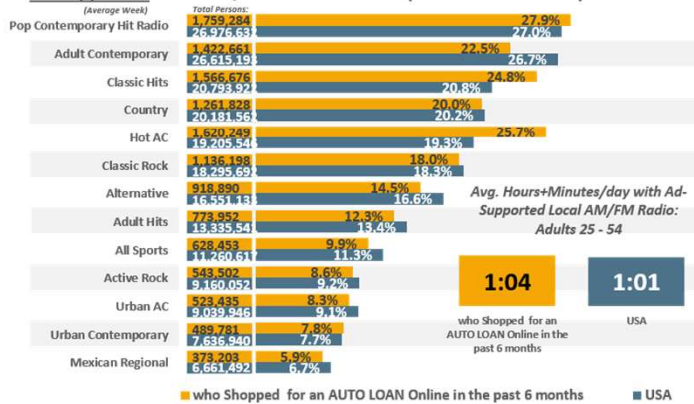
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



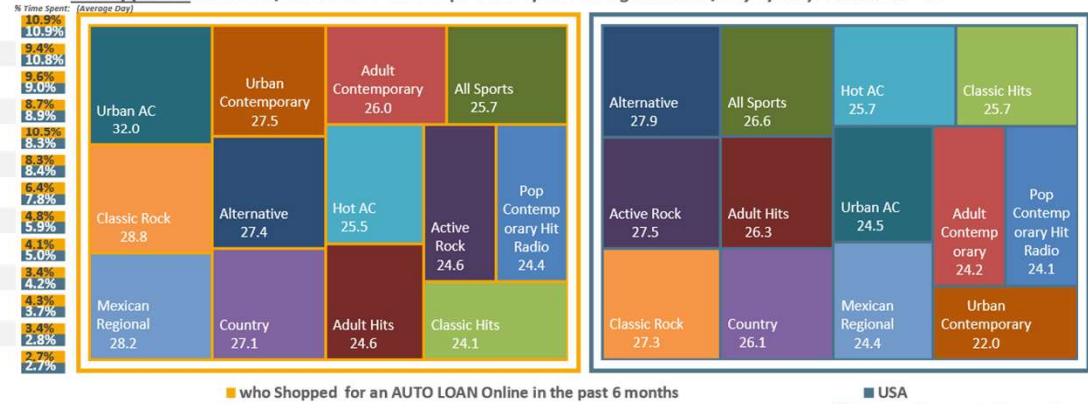
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

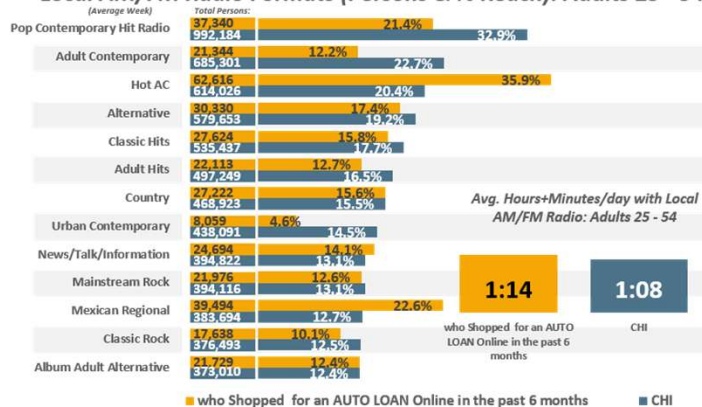
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

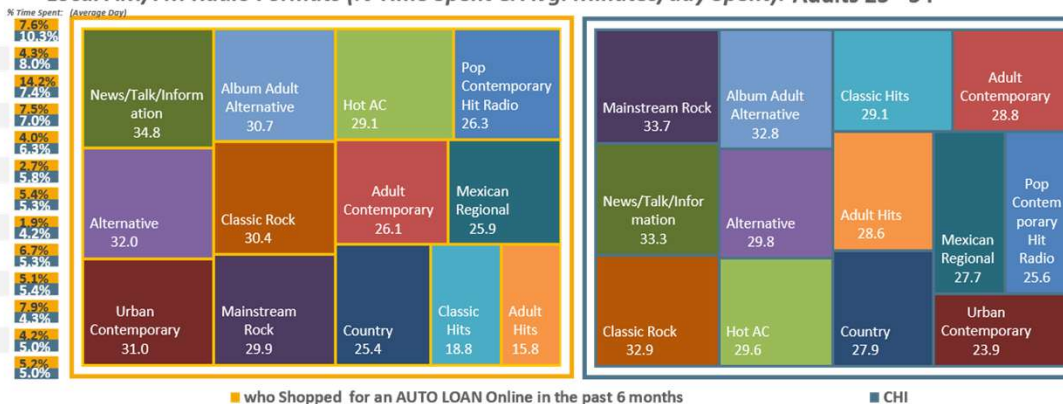


171,578 or 85.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Mexican Regional, Pop Contemporary Hit Radio, Spanish Contemporary, and Alternative.

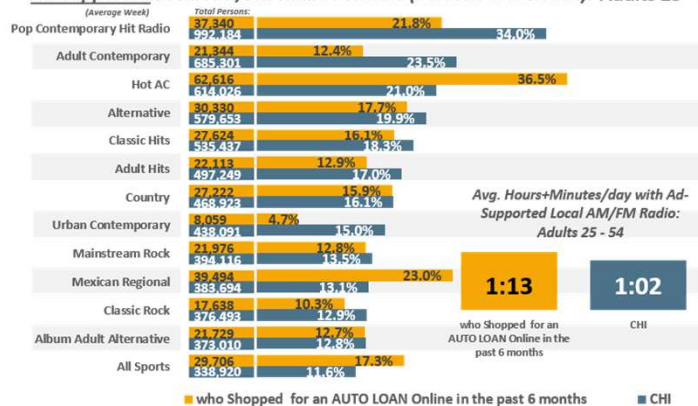
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



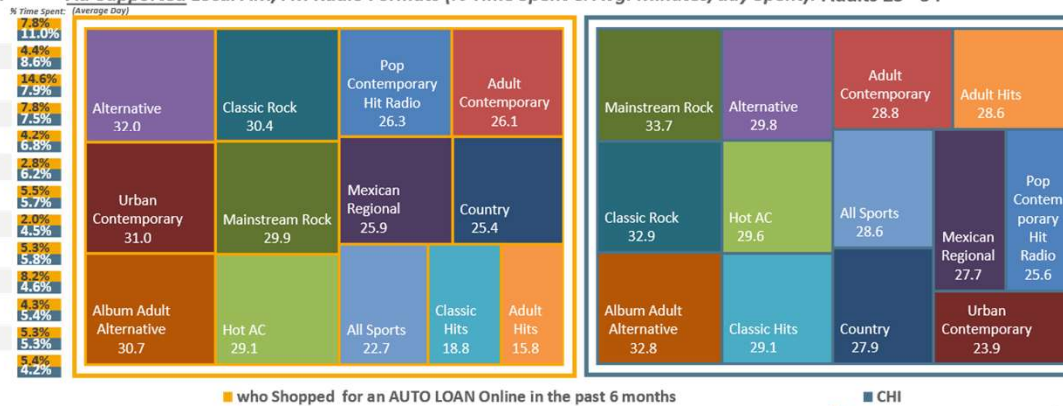
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167
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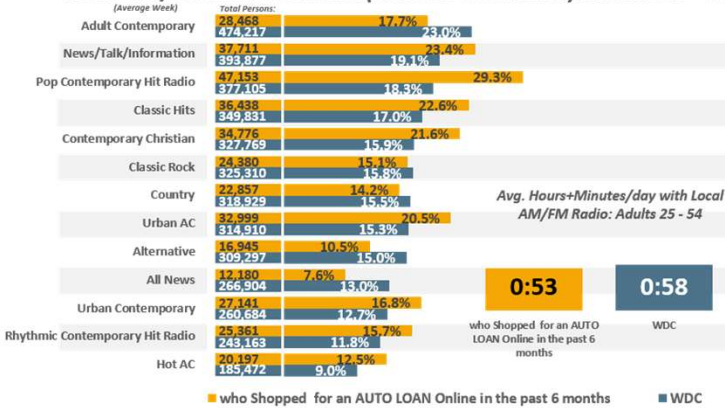
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

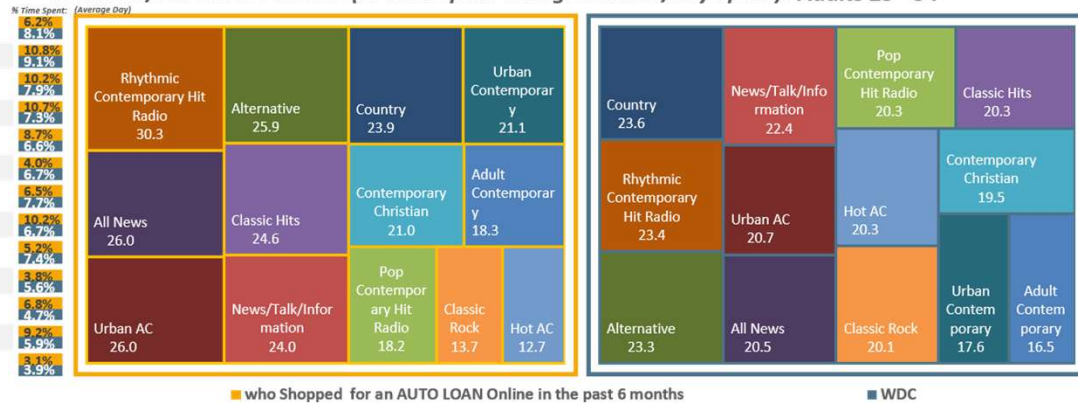


157,382 or 70.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Urban AC, Adult Contemporary, and Urban Contemporary.

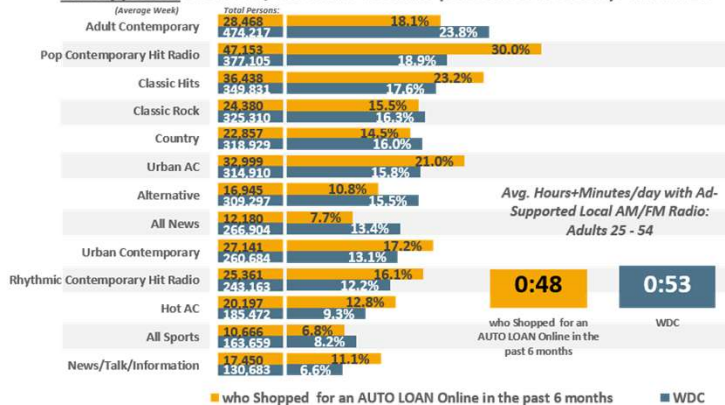
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



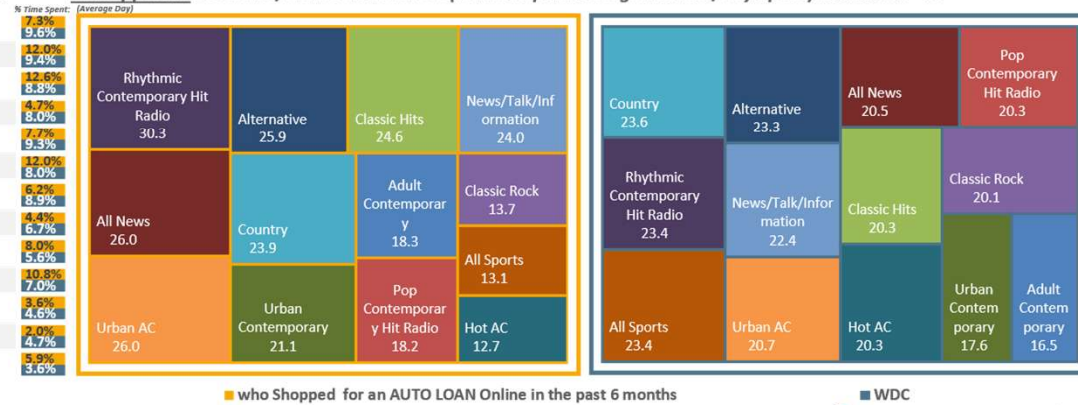
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 343
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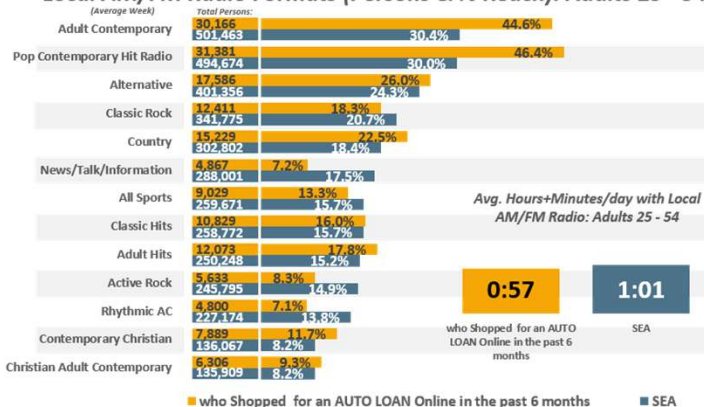
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

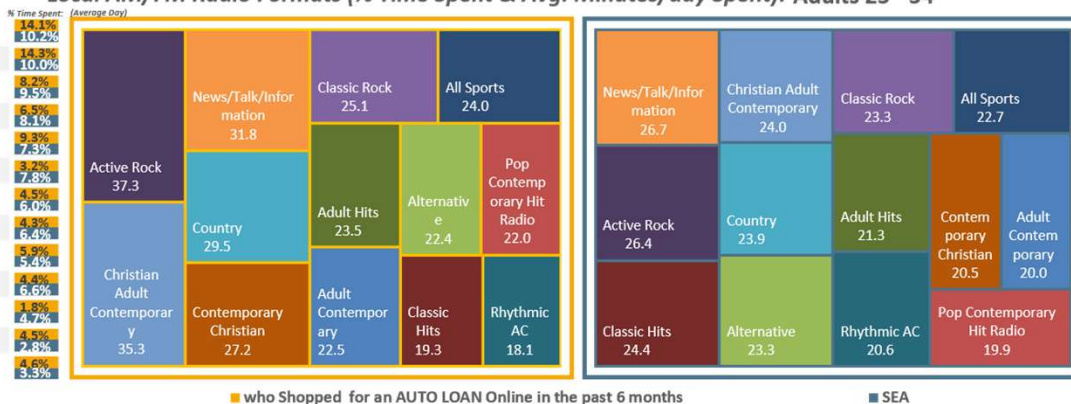


66,142 or 69.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Country, and Classic Rock.

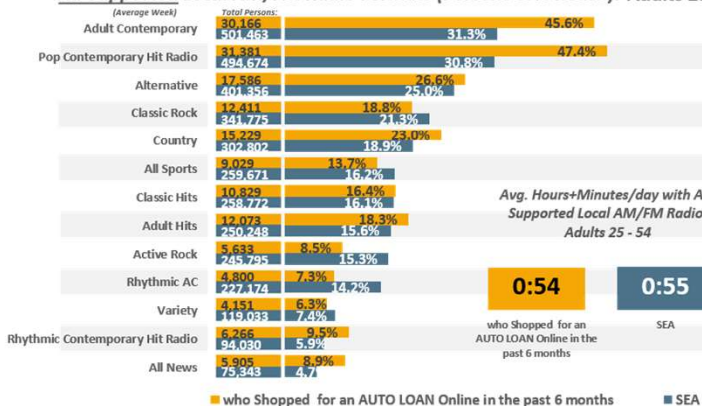
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



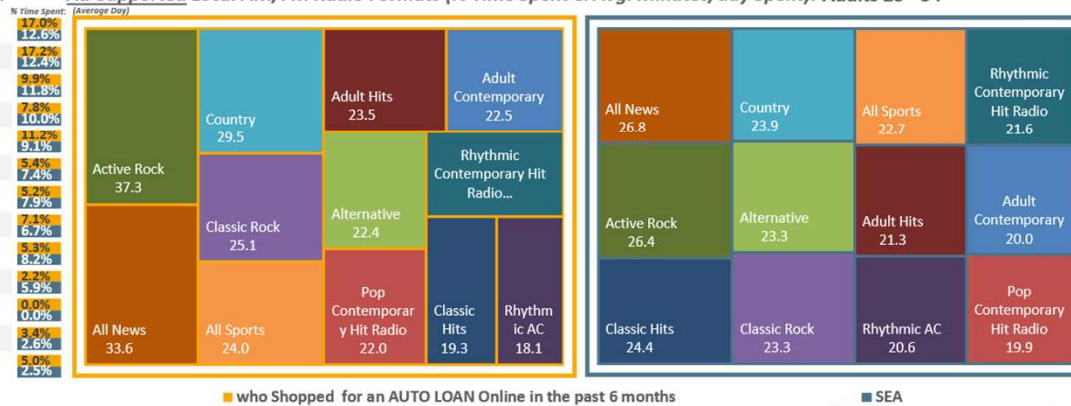
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 148
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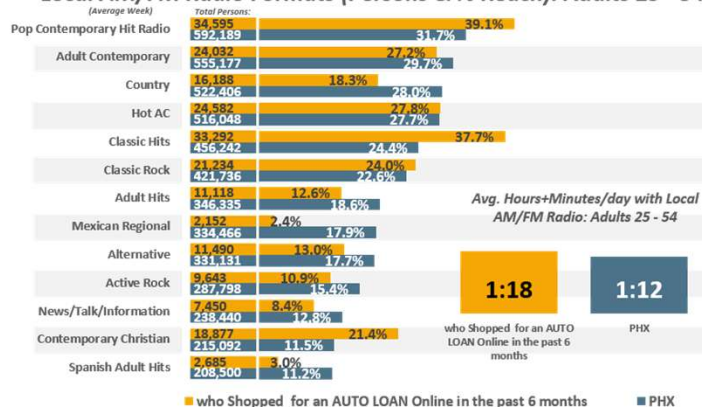
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

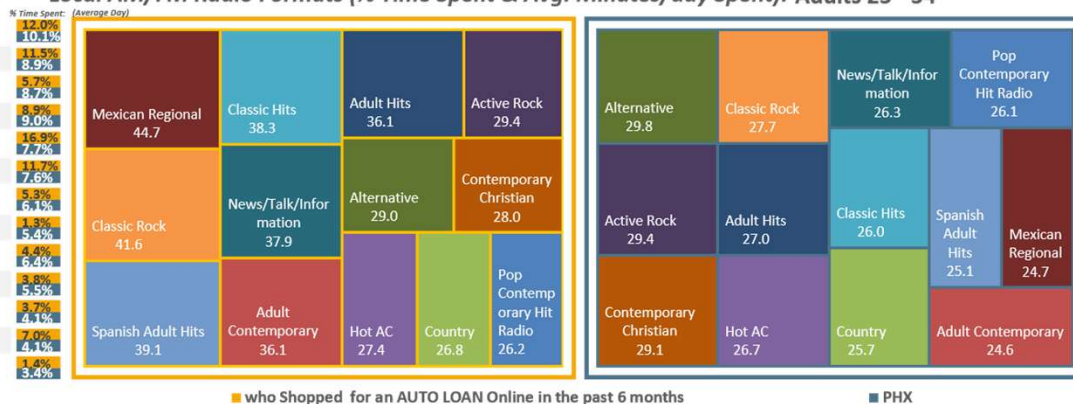


85,571 or 74.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Hot AC, Adult Contemporary, and Classic Rock.

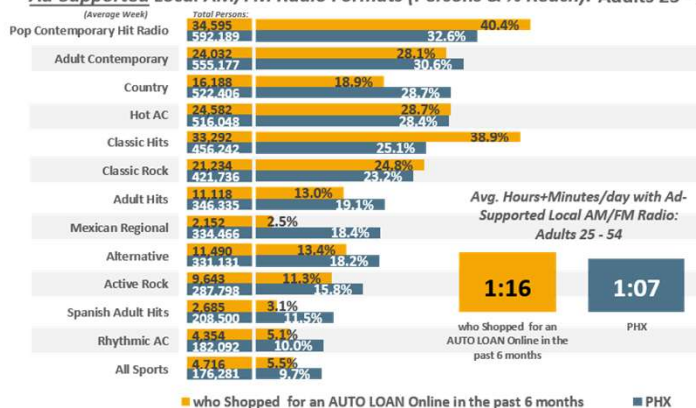
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



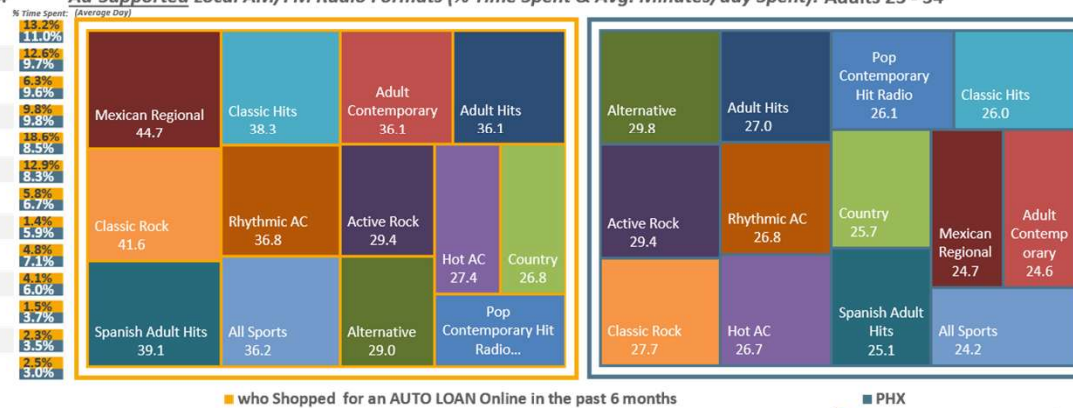
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

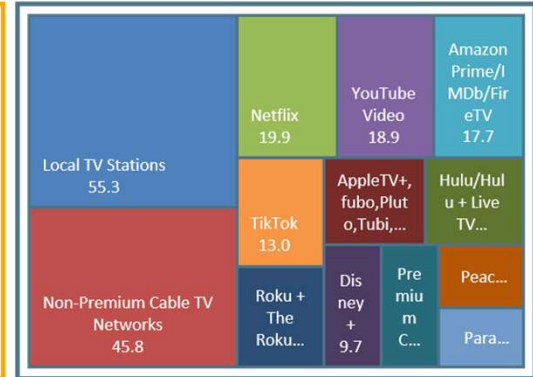
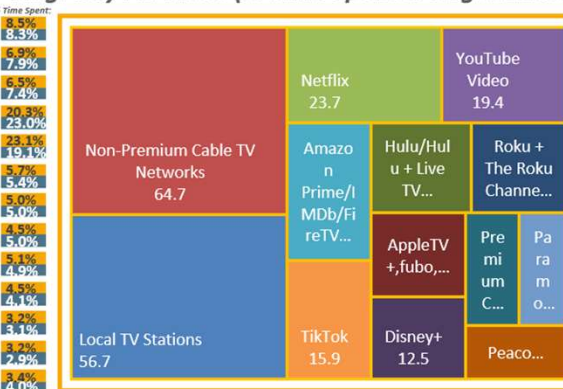
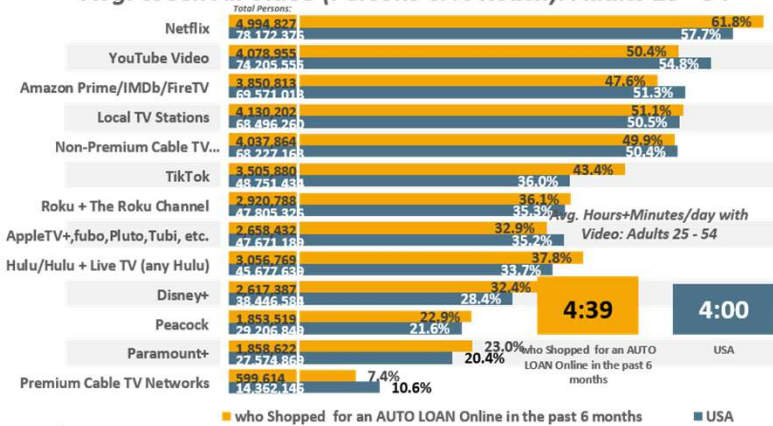




4,091,769 or 50.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 55.2 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

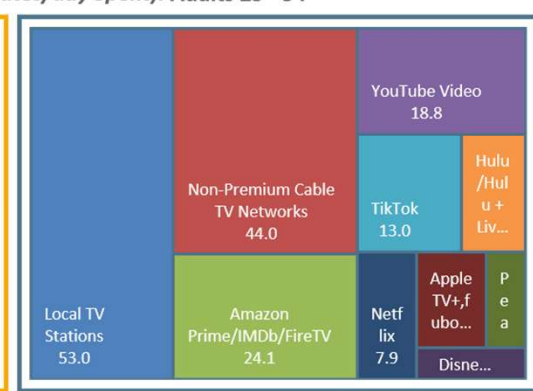
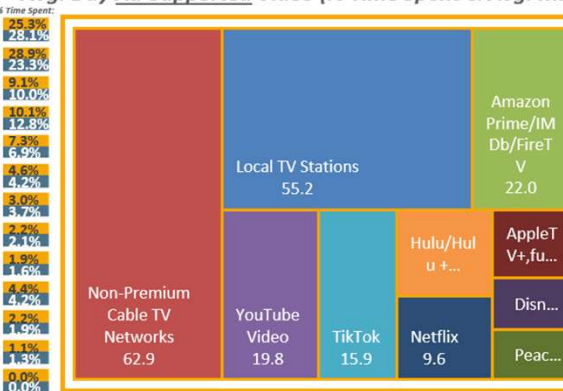
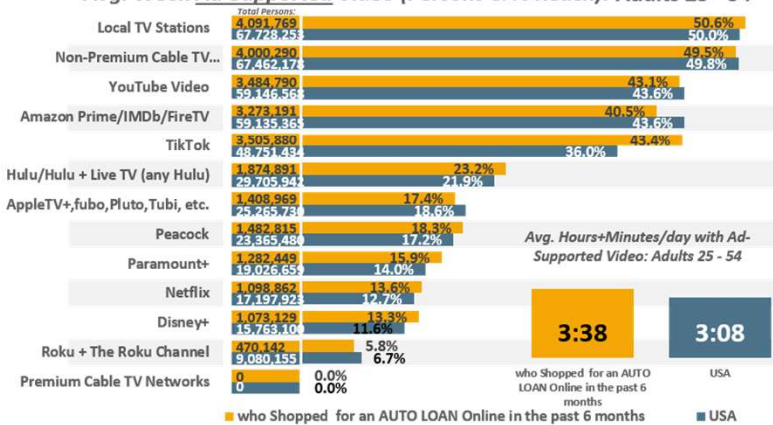
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54

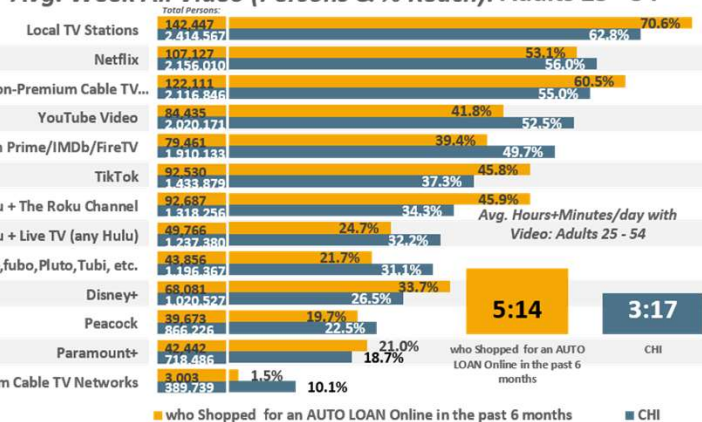
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



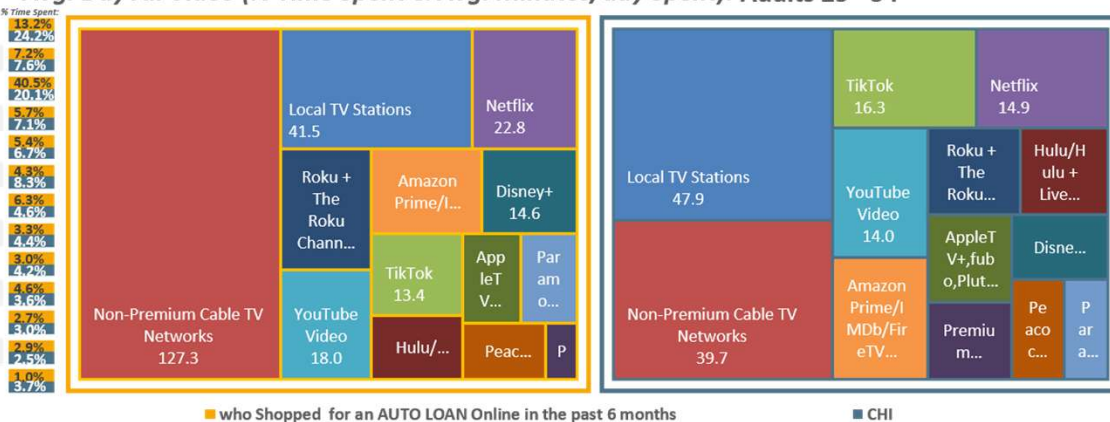


141,432 or 70.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 40.8 minutes every day representing 16.4% of all time spent daily with Ad-Supported Video.

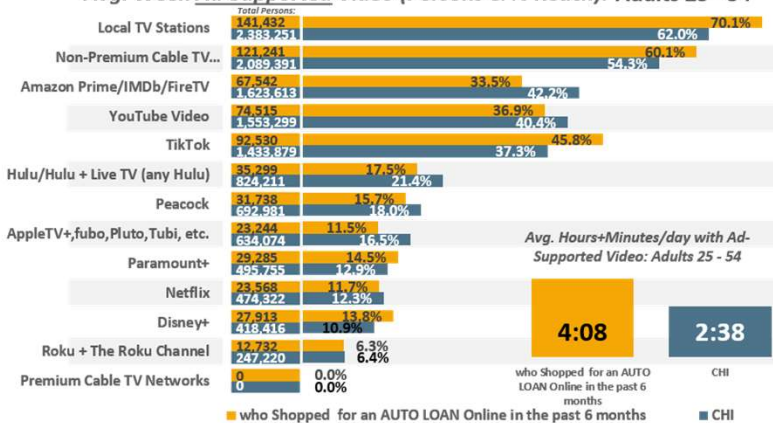
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



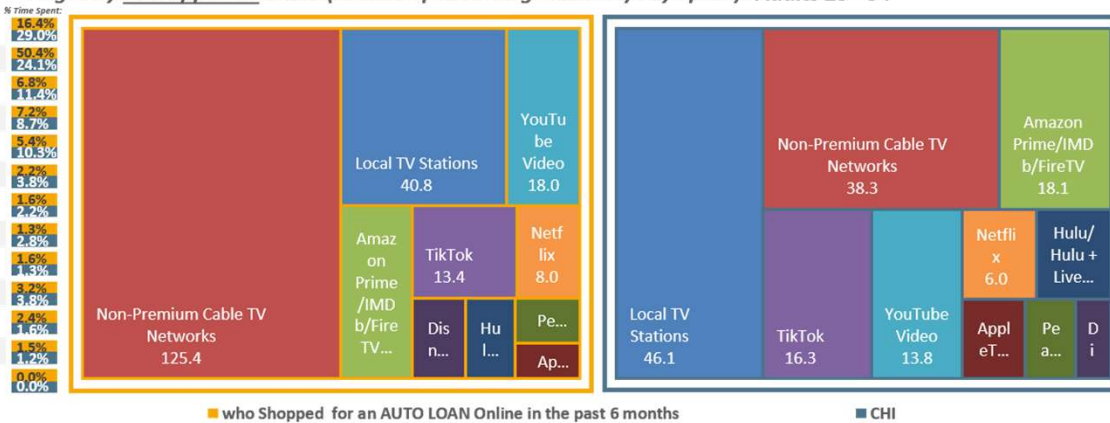
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



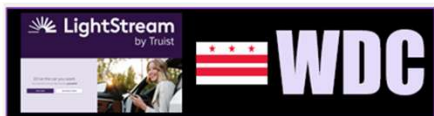
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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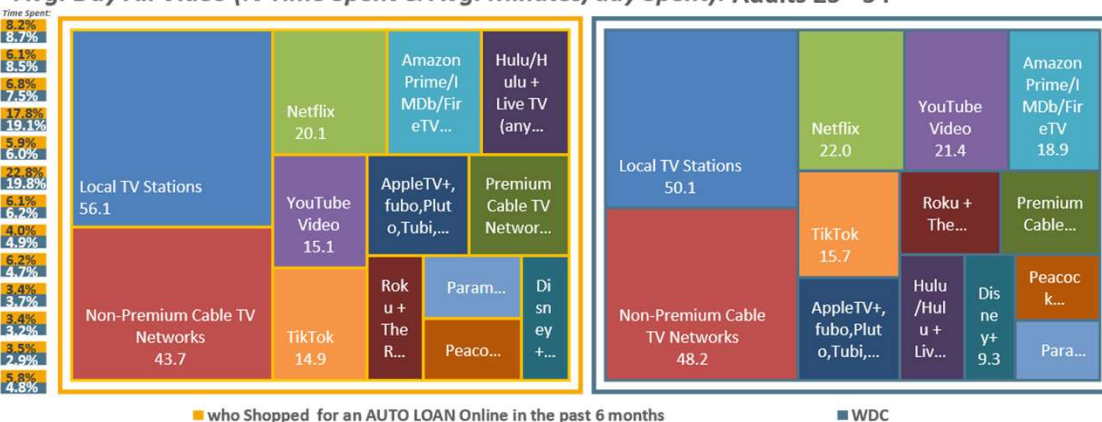
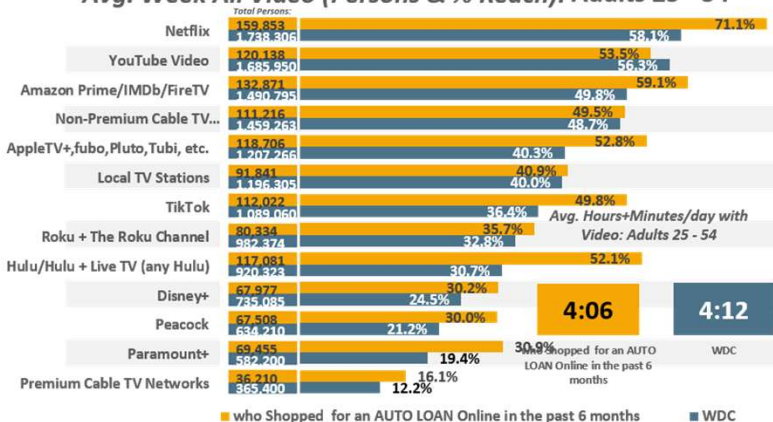
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



91,287 or 40.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 55.5 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

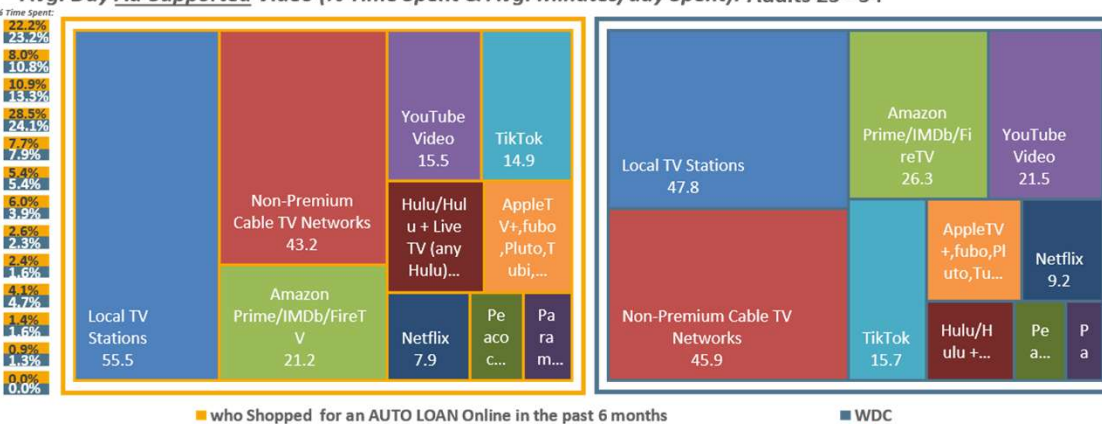
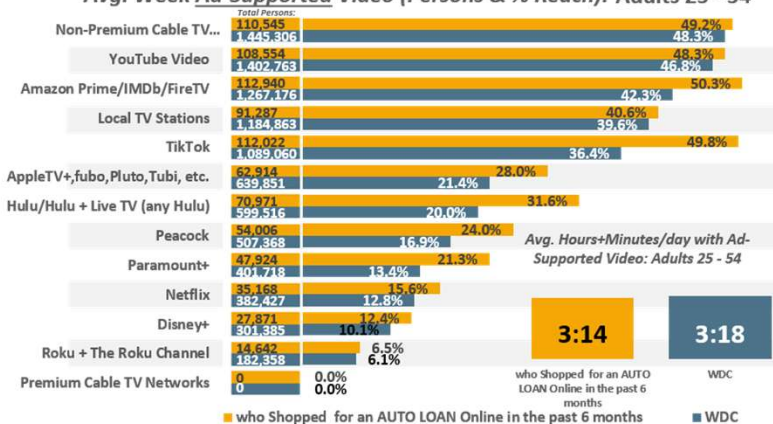
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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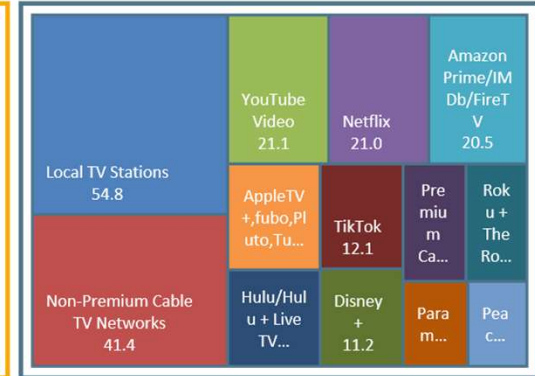
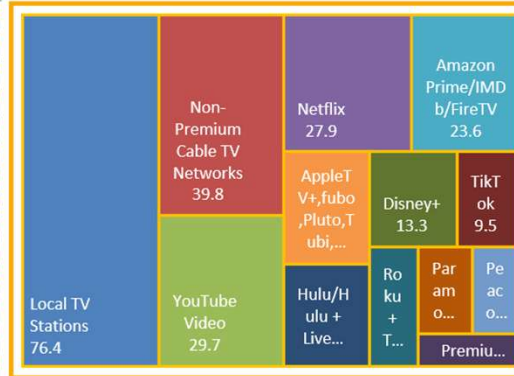
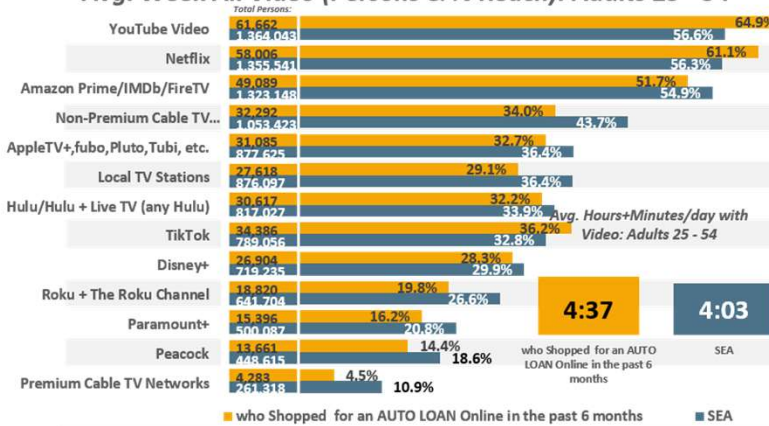
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



27,378 or 28.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 72.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

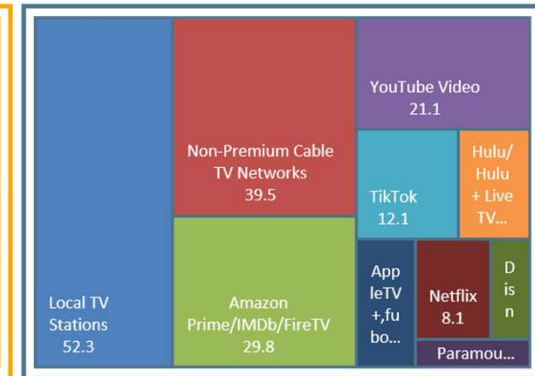
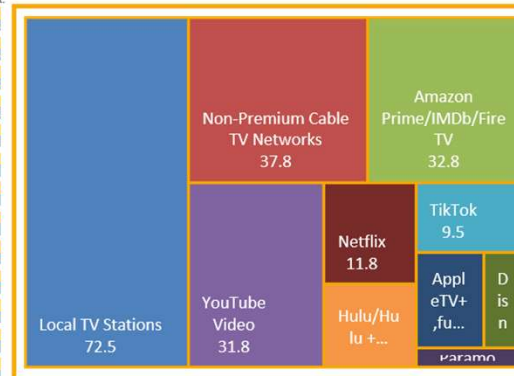
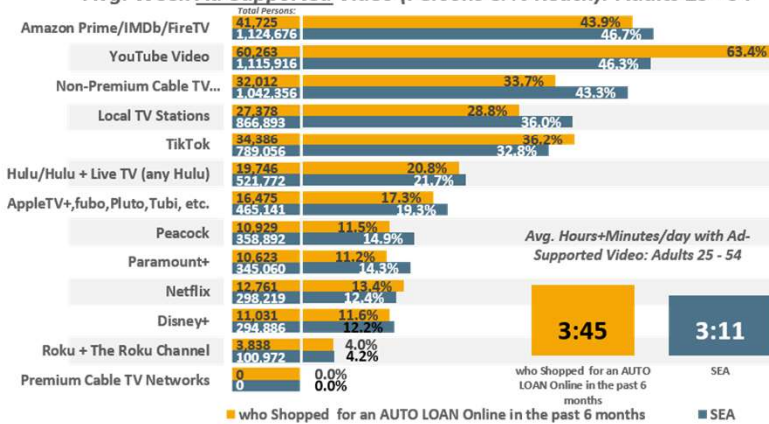
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54

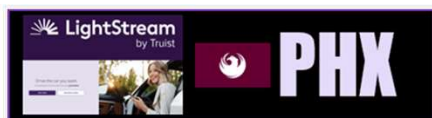
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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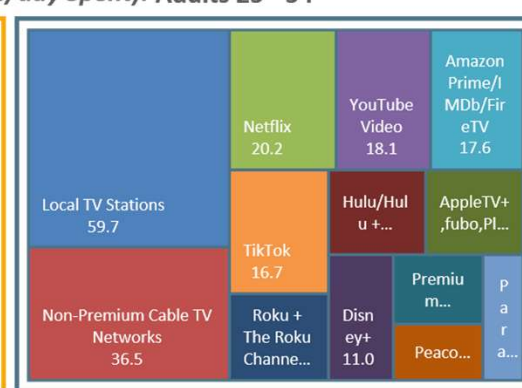
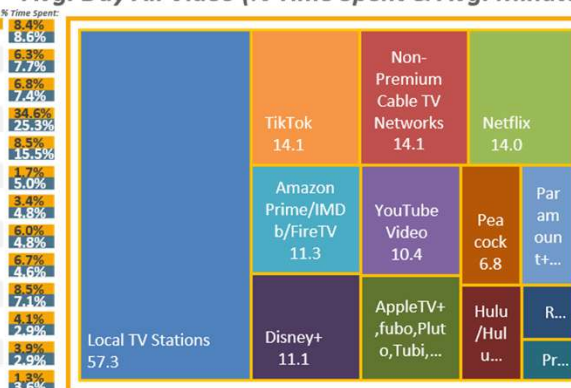
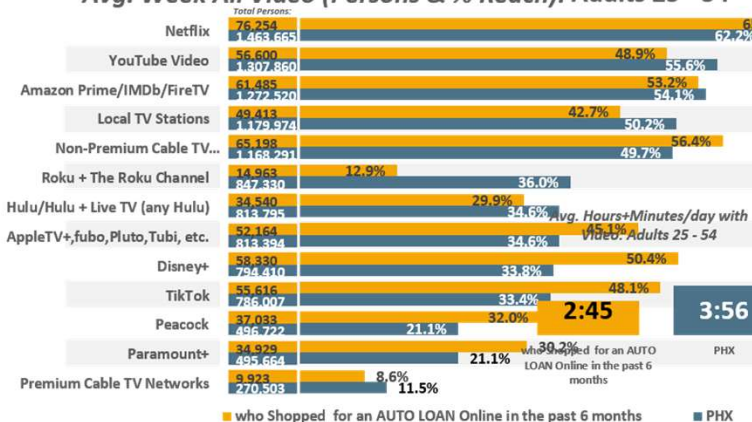
Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



48,947 or 42.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 55.1 minutes every day representing 42.5% of all time spent daily with Ad-Supported Video.

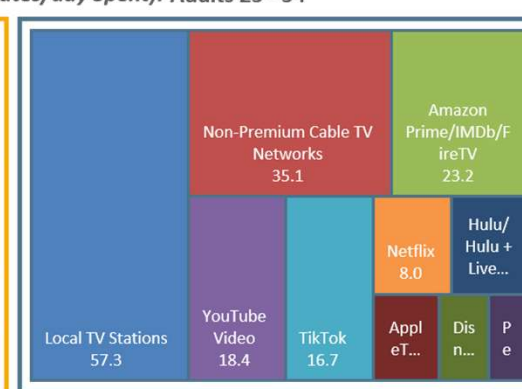
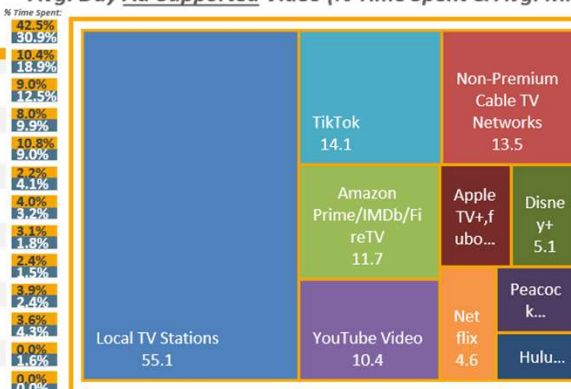
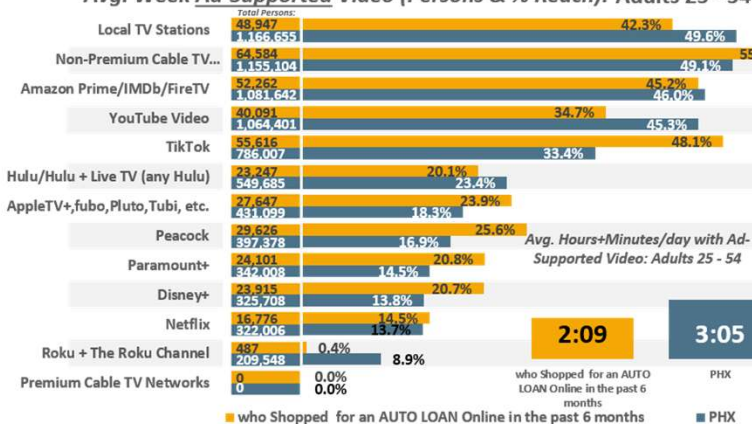
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



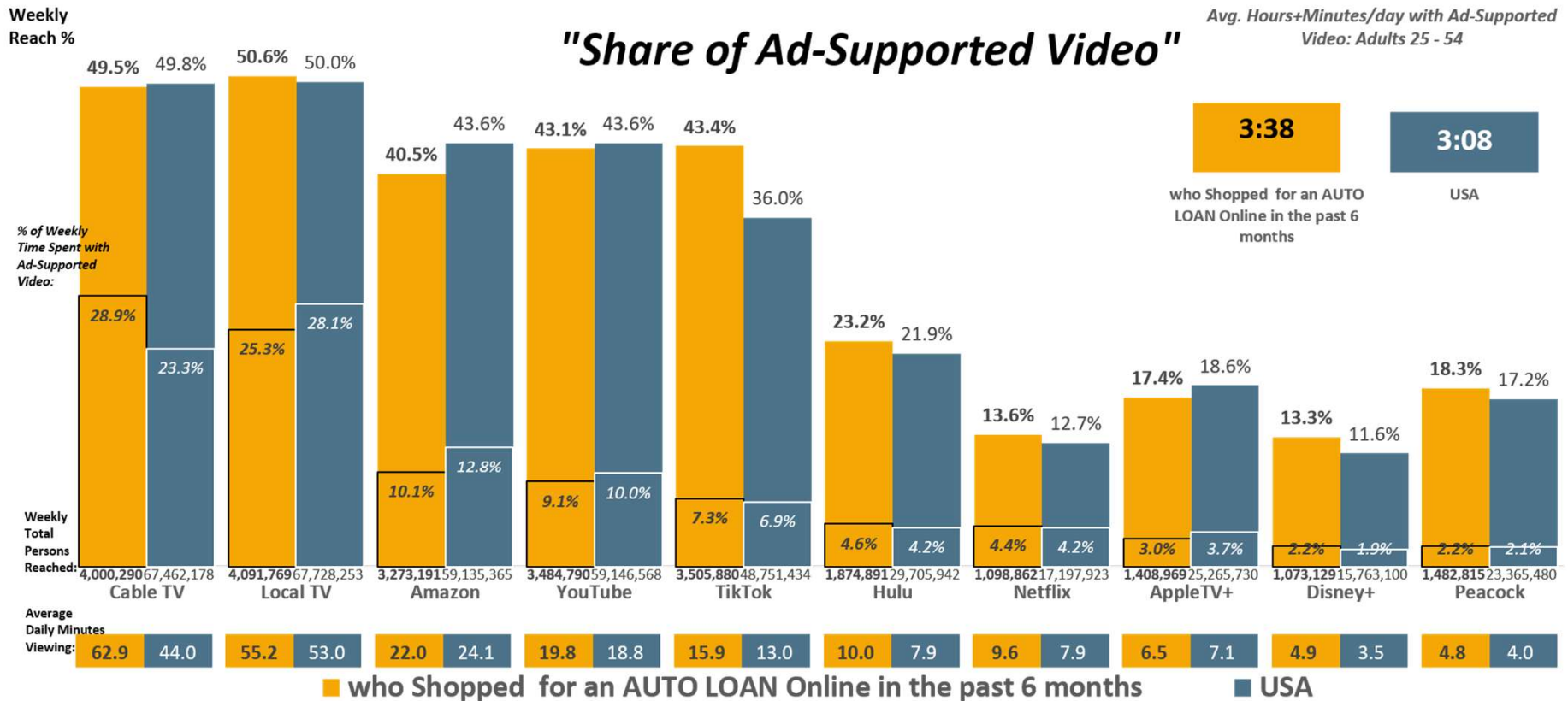
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

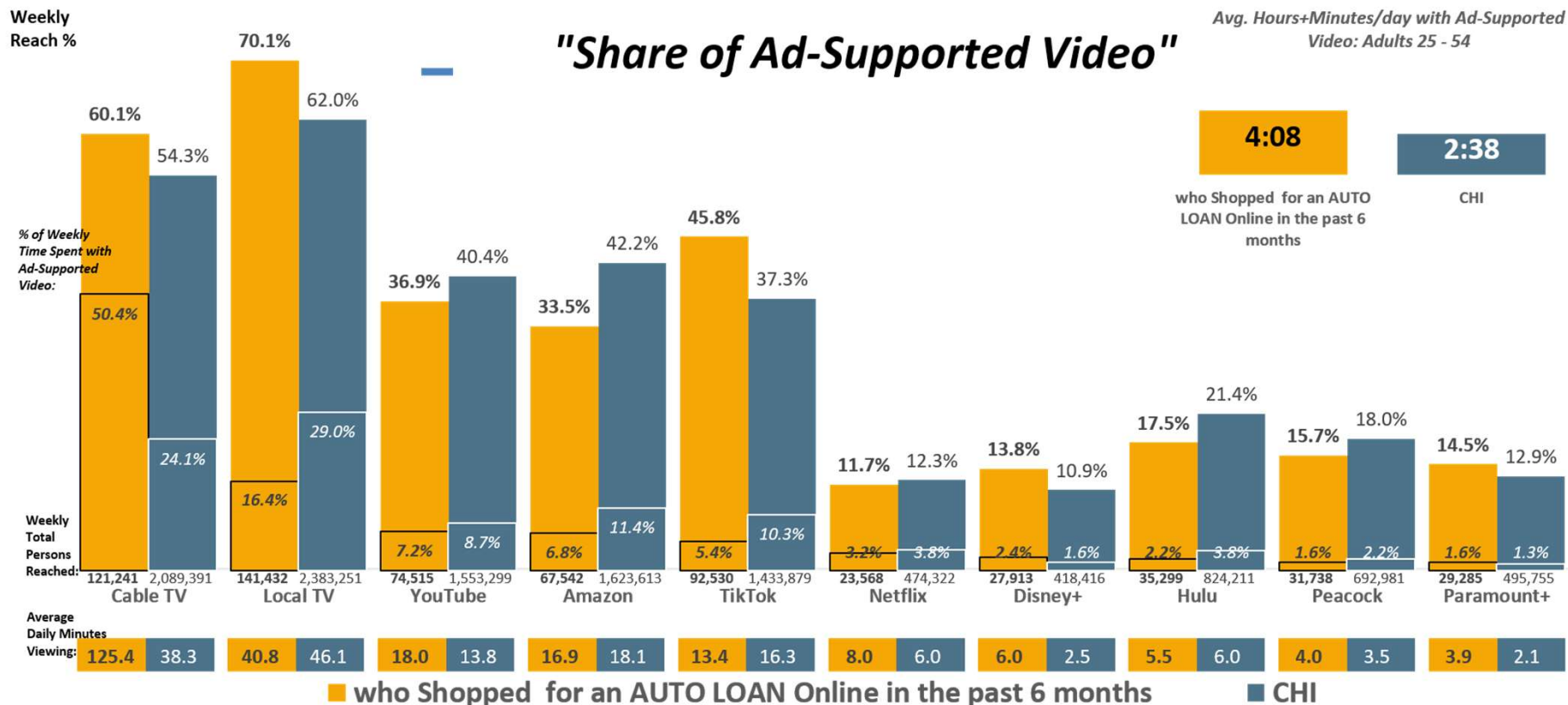


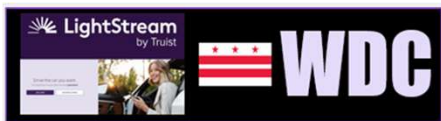
4,091,769 or 50.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 55.2 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.





141,432 or 70.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 40.8 minutes every day representing 16.4% of all time spent daily with Ad-Supported Video.



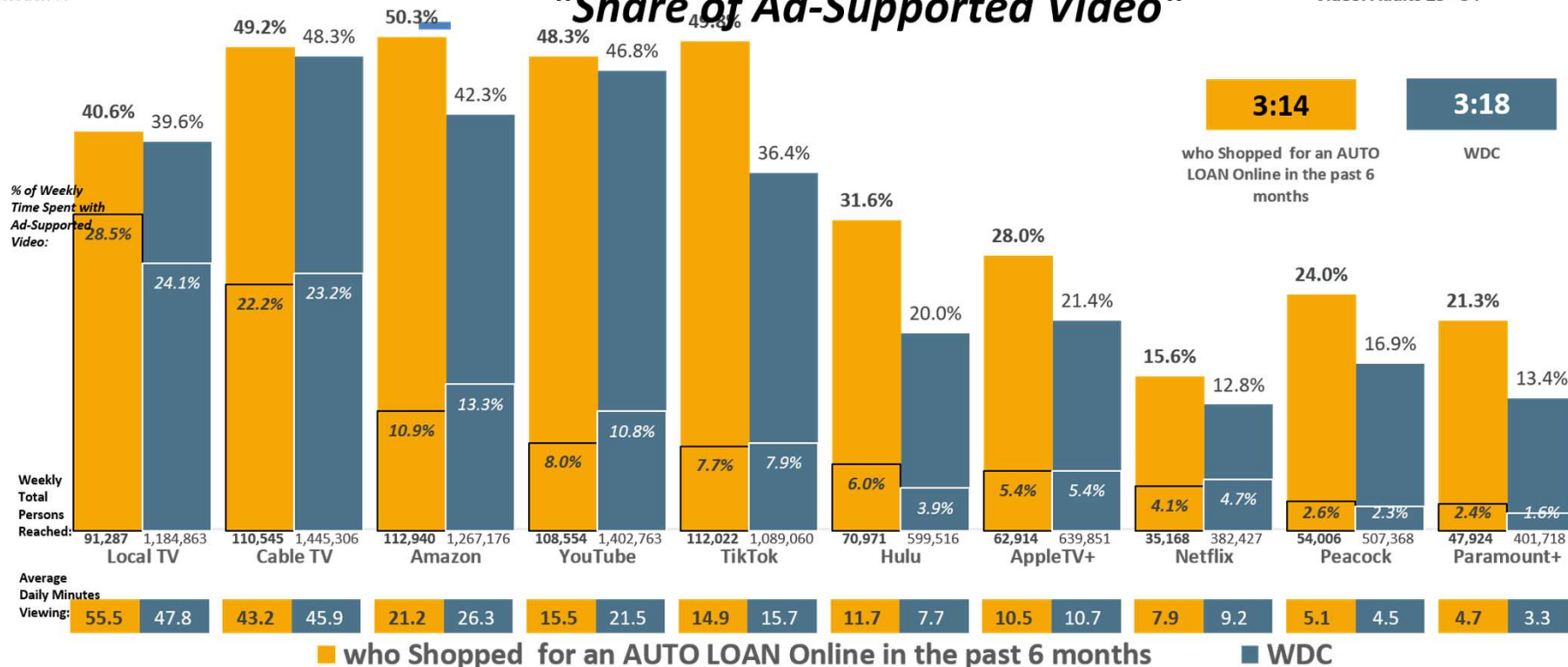


91,287 or 40.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 55.5 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 25 - 54



3:14
 who Shopped for an AUTO
 LOAN Online in the past 6
 months

3:18
 WDC

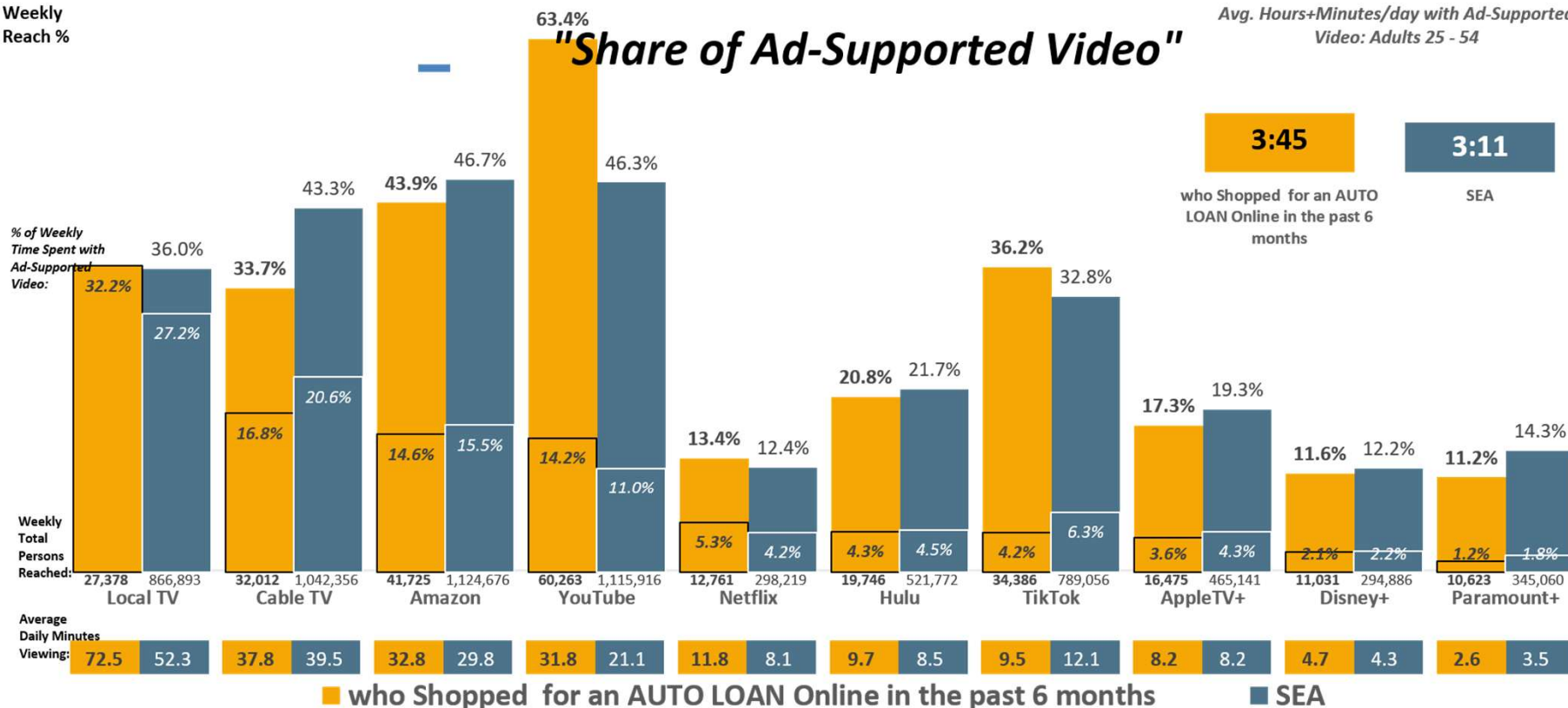


27,378 or 28.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 72.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 25 - 54



3:45

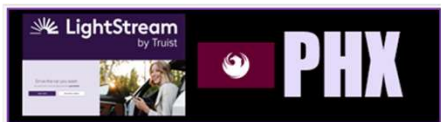
3:11

who Shopped for an AUTO
LOAN Online in the past 6
months

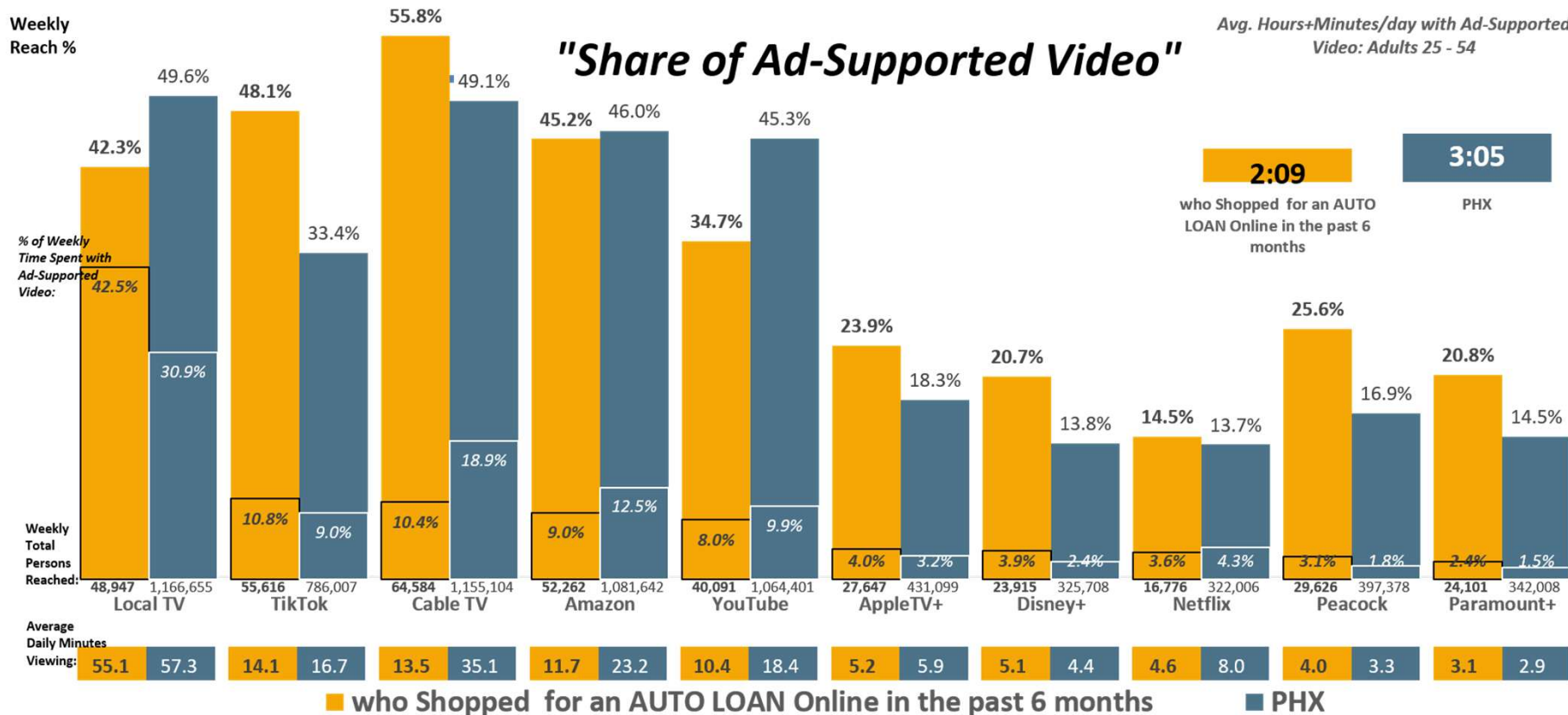
SEA

■ who Shopped for an AUTO LOAN Online in the past 6 months

■ SEA



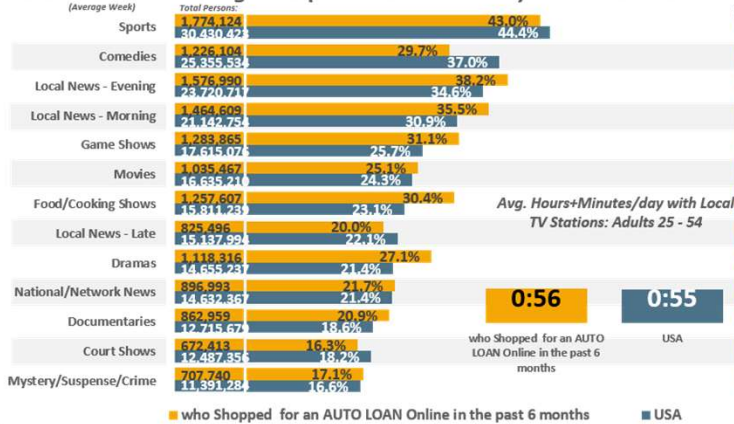
48,947 or 42.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 55.1 minutes every day representing 42.5% of all time spent daily with Ad-Supported Video.



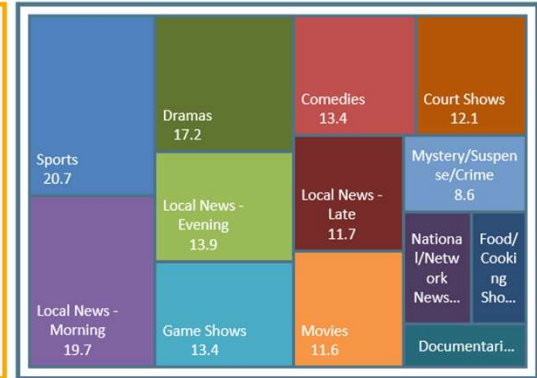
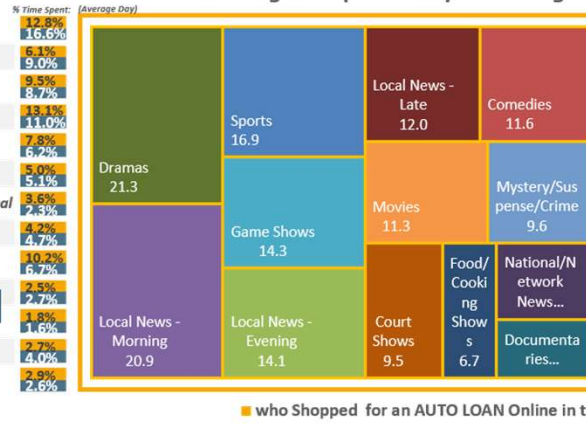


4,091,769 or 50.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Dramas.

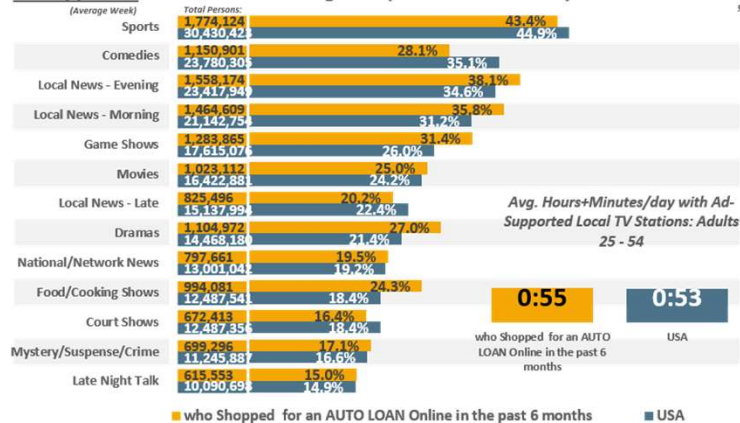
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



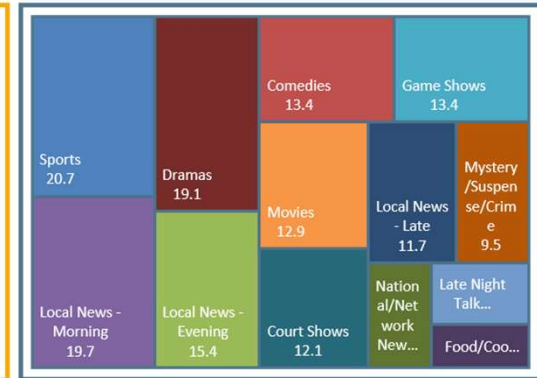
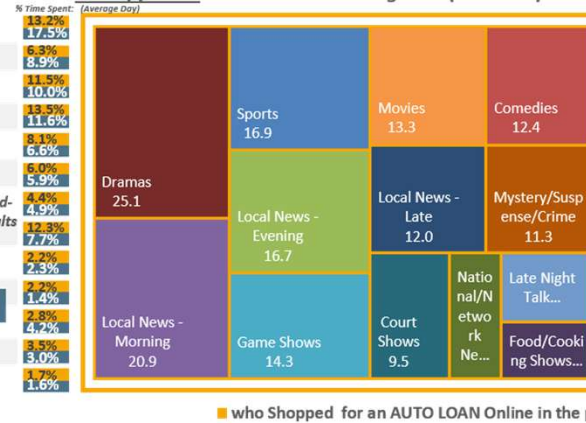
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

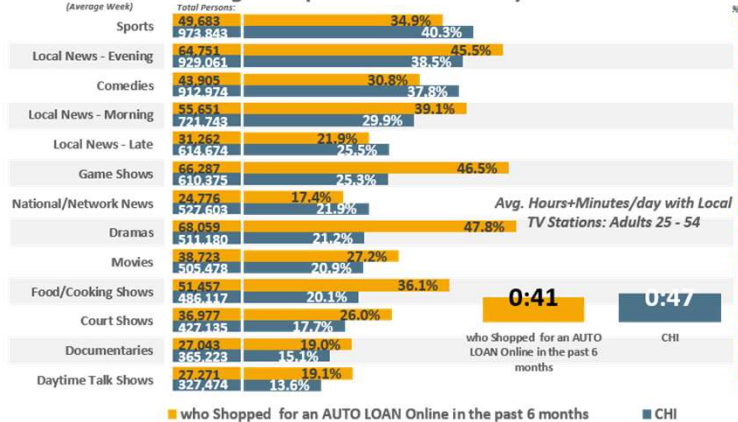
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

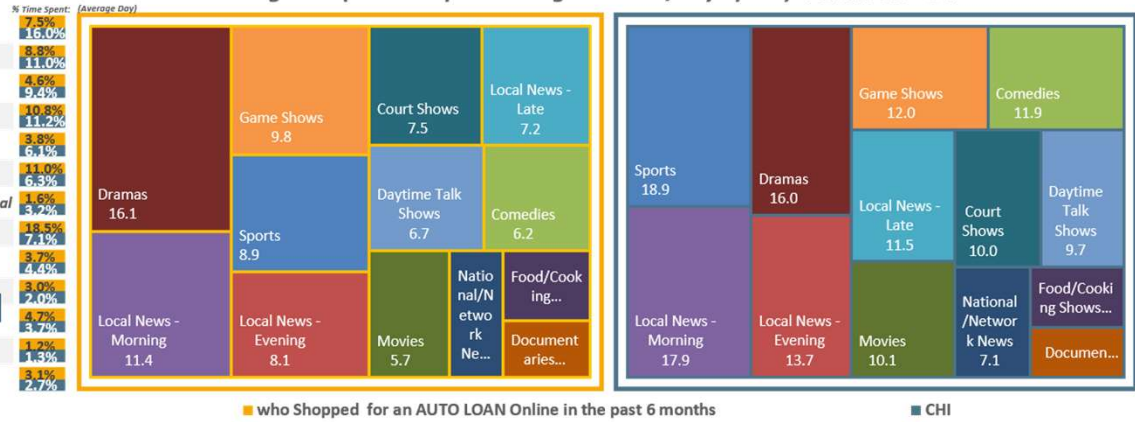


141,432 or 70.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Dramas, Game Shows, Local News - Evening, Local News - Morning, Sports, and Comedies.

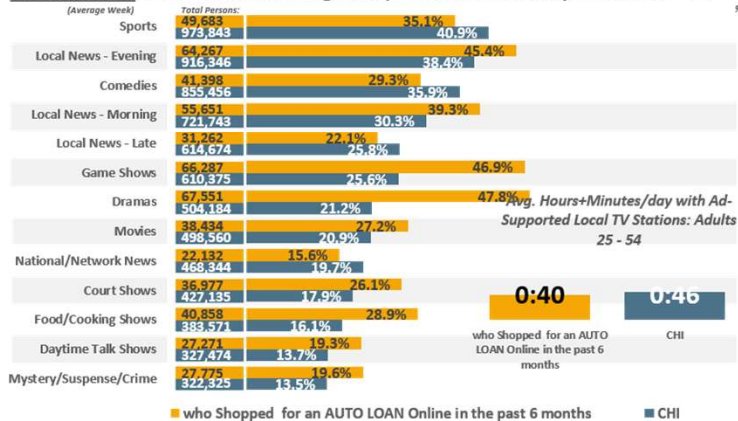
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



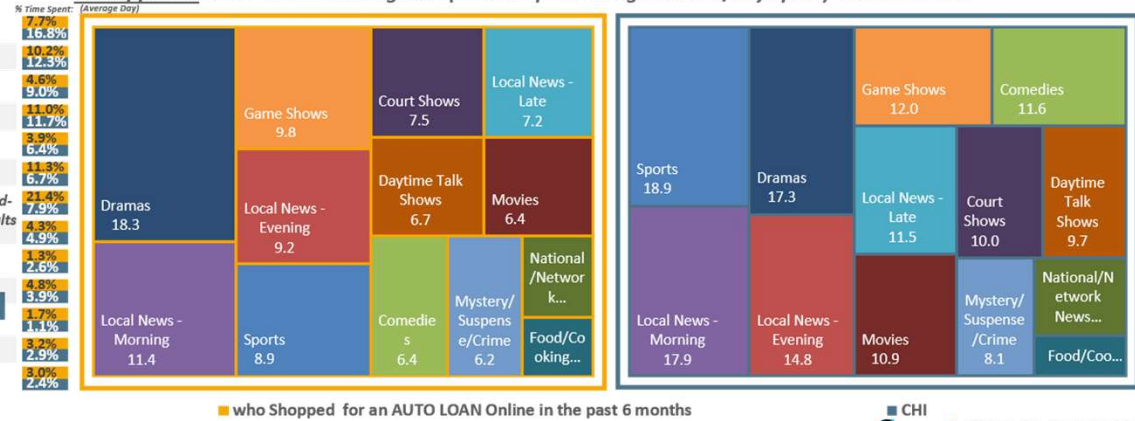
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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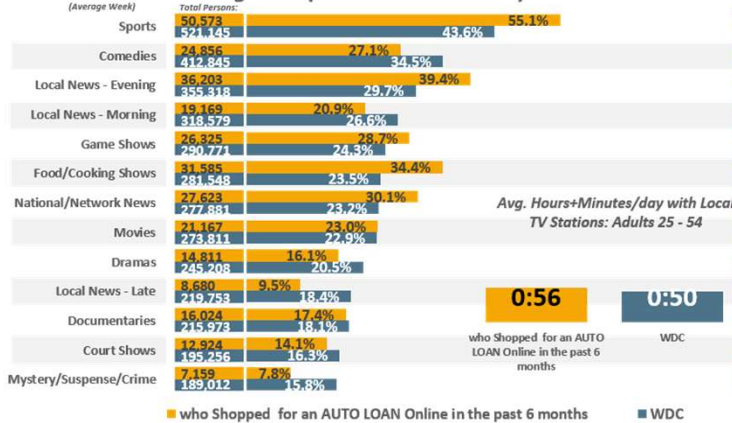
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

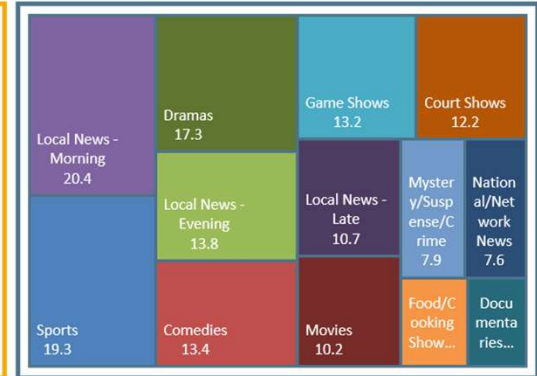


91,287 or 40.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Food/Cooking Shows, National/Network News, and Comedies.

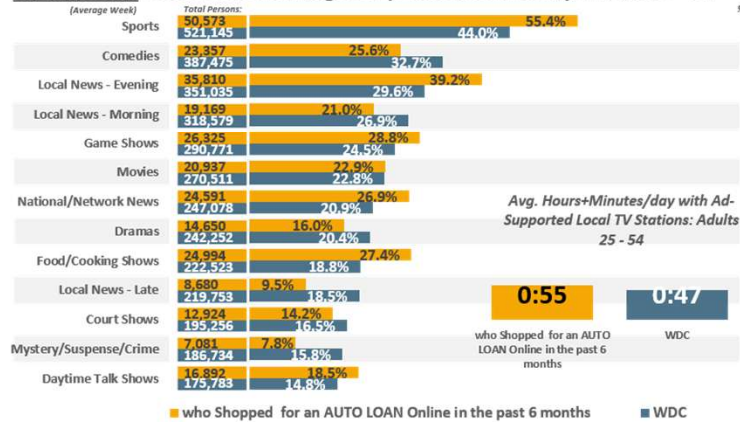
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



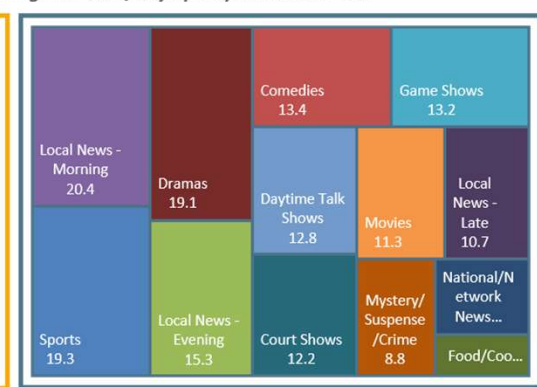
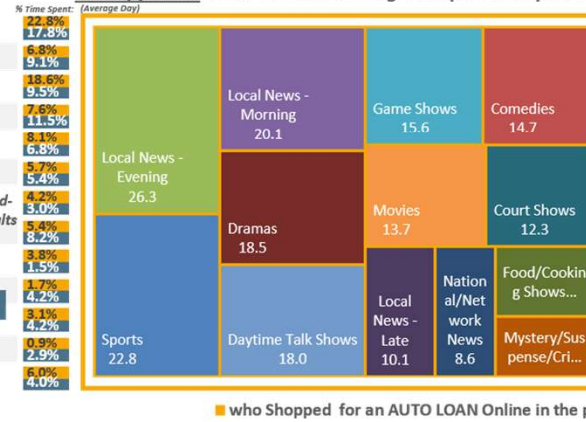
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 343
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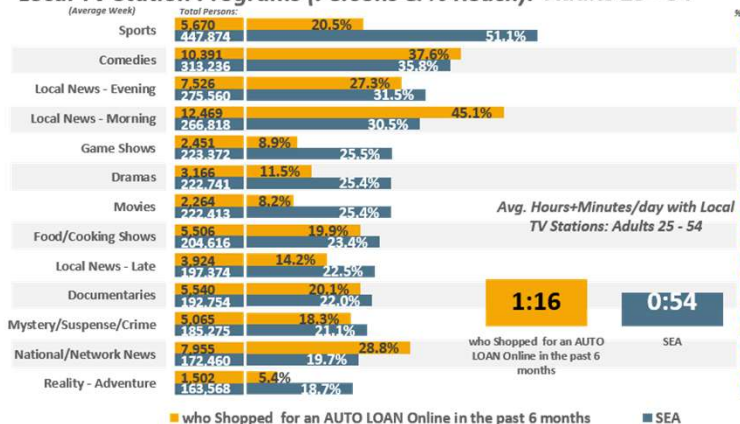
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

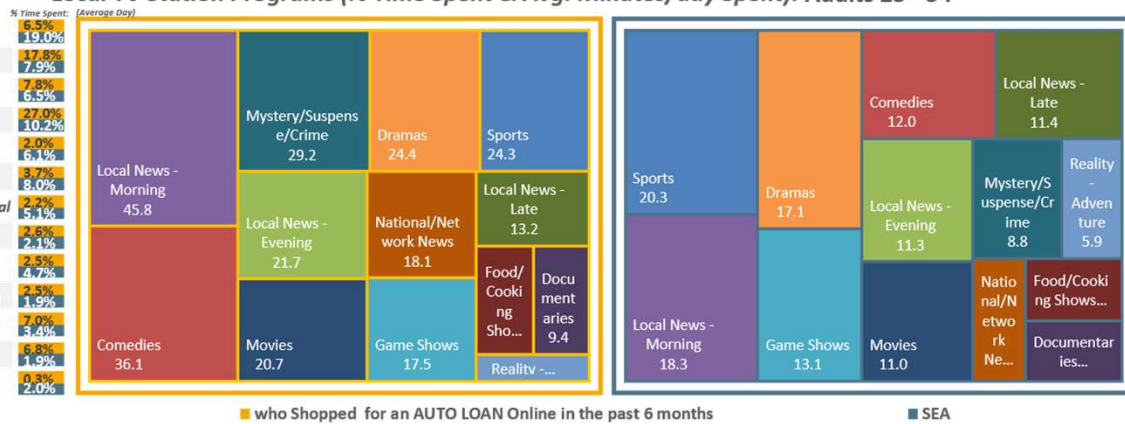


27,378 or 28.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Local News - Evening, National/Network News, Sports, and Mystery/Suspe

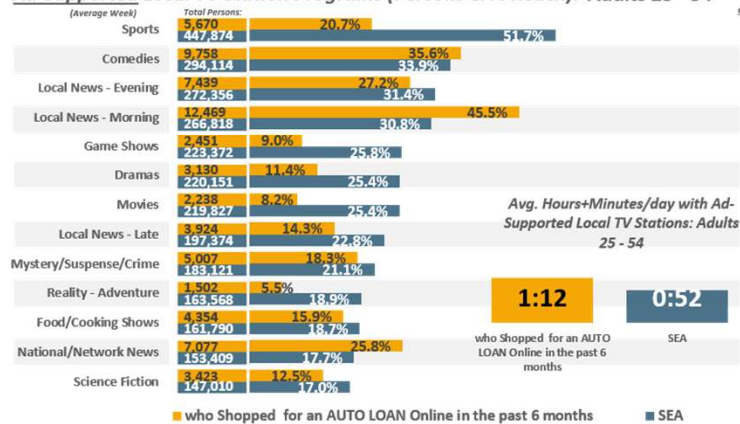
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



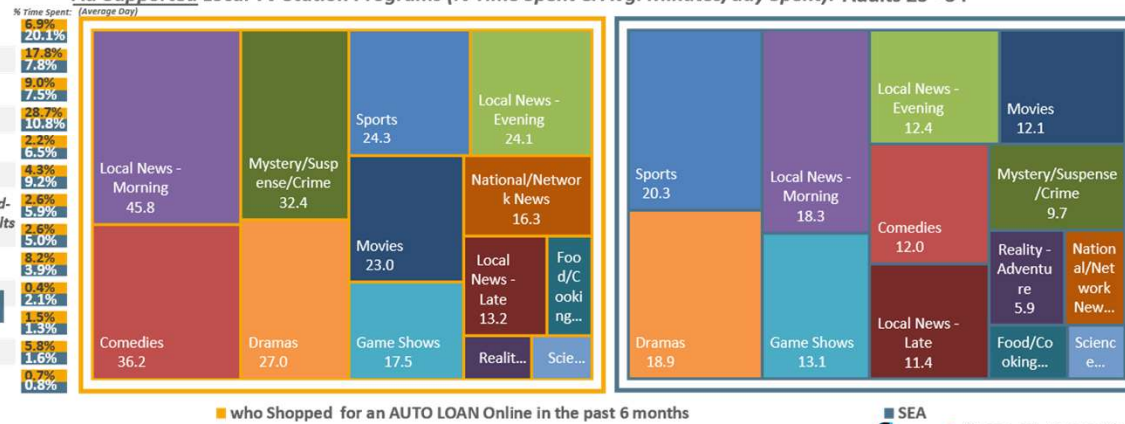
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 148
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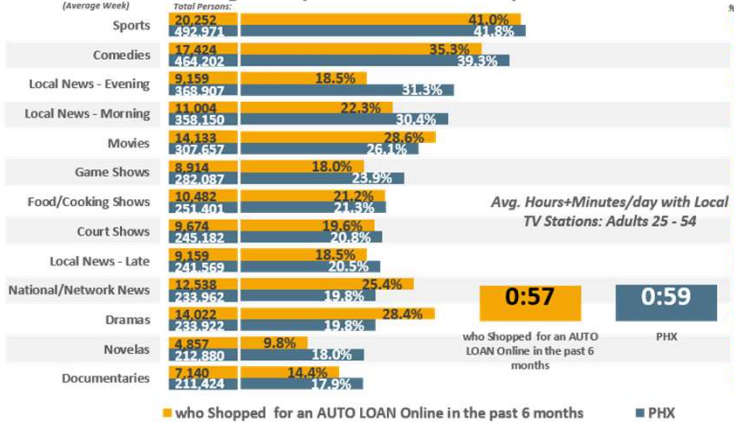
SEA
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

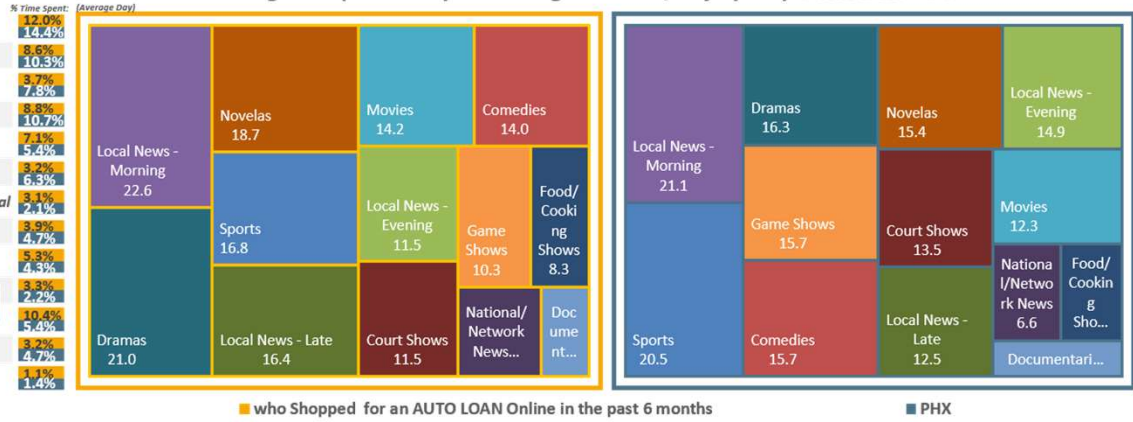


48,947 or 42.3% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, National/Network News, and Local News - Morning.

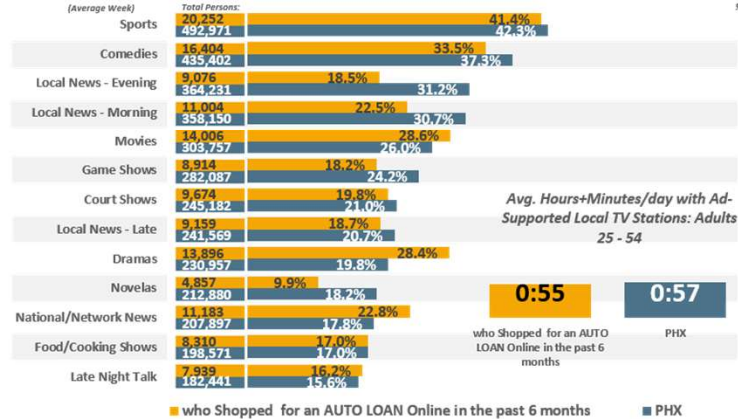
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



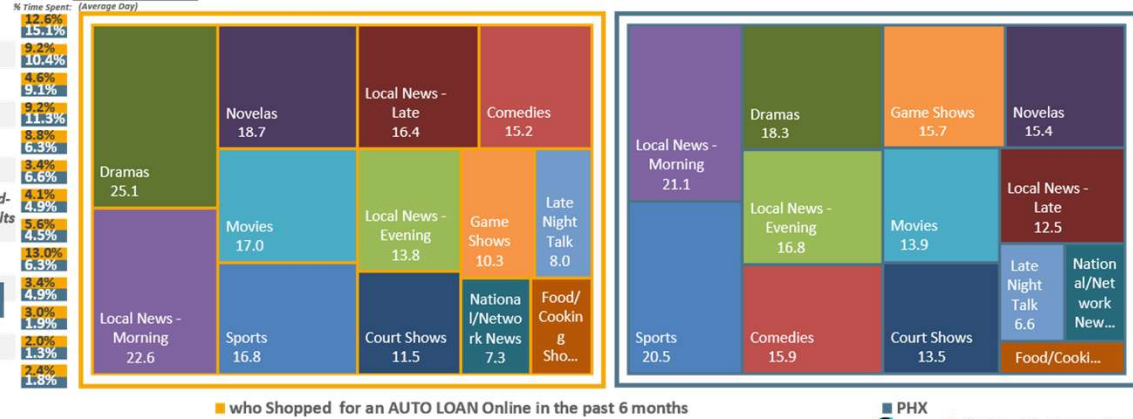
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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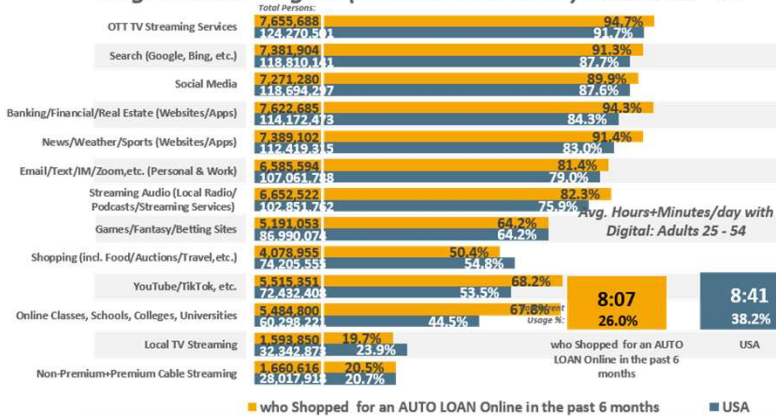
PHX
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

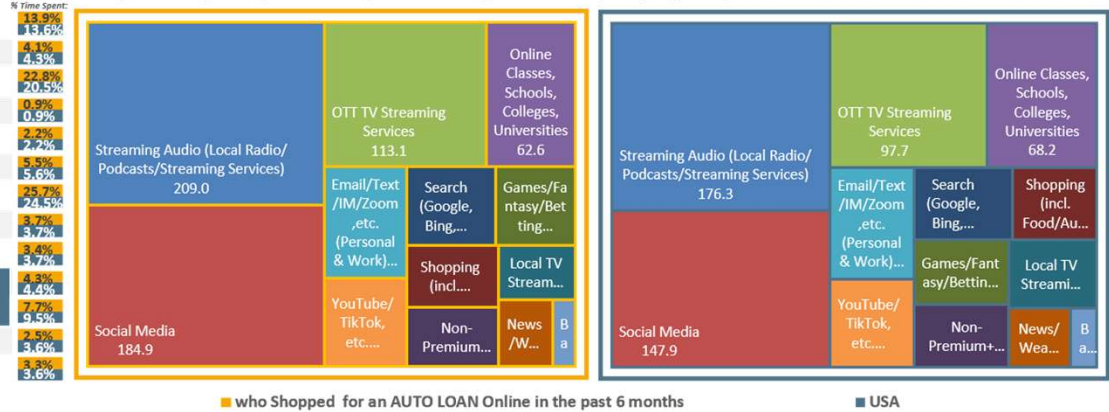


6,268,379 or 77.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

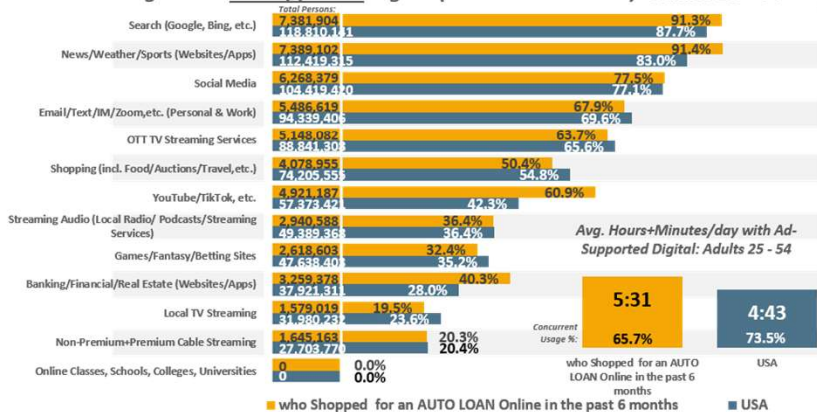
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



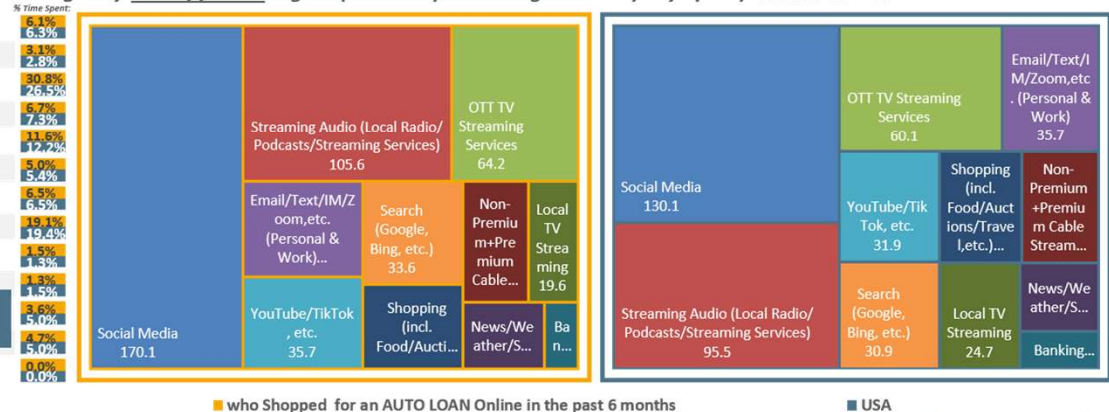
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

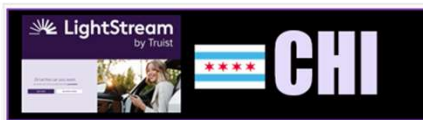


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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

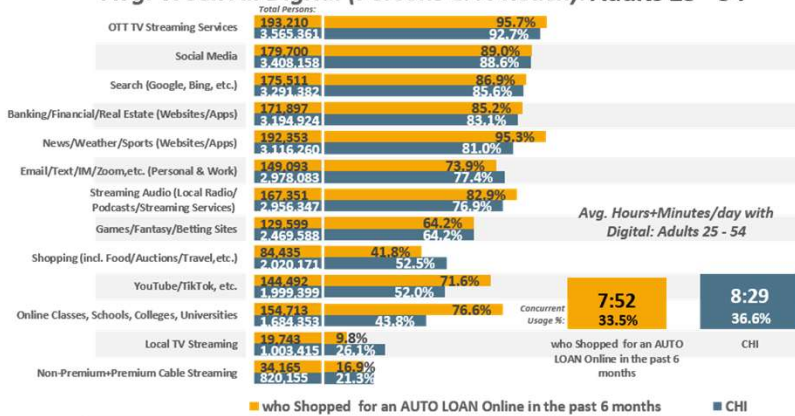
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

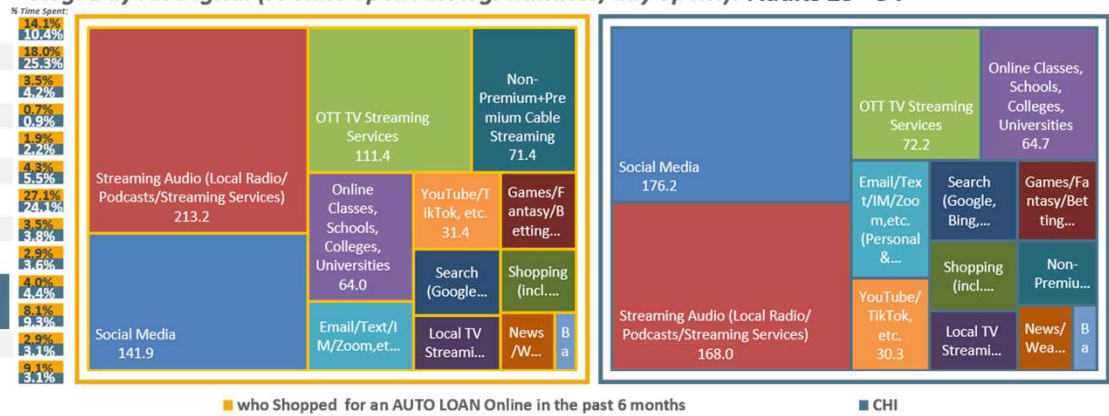


160,382 or 79.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 130.5 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

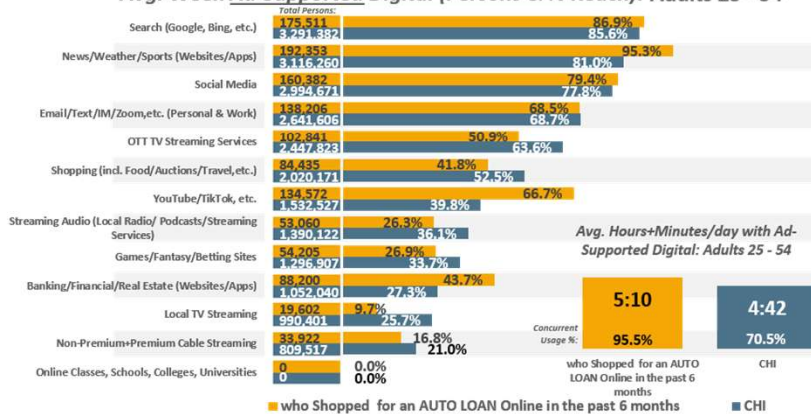
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



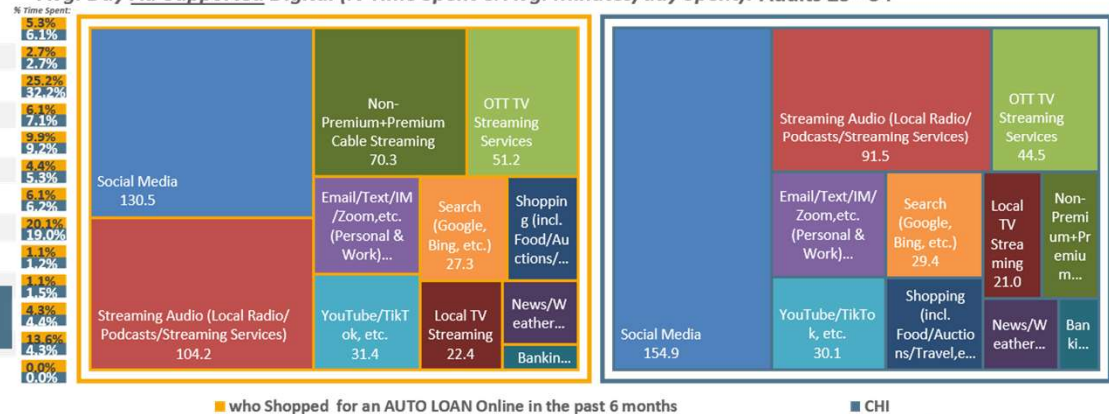
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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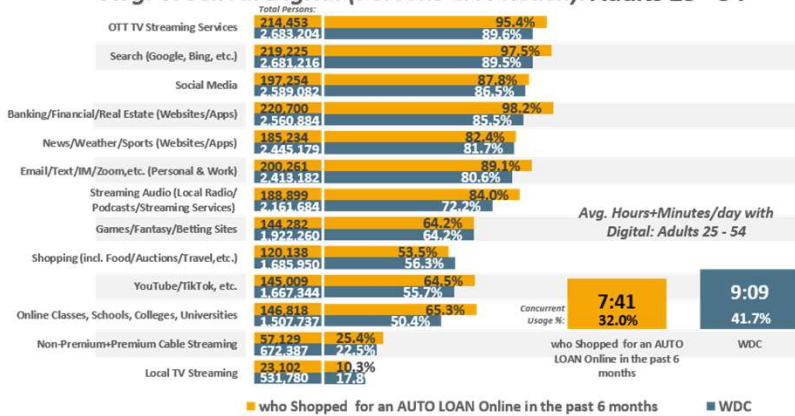
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

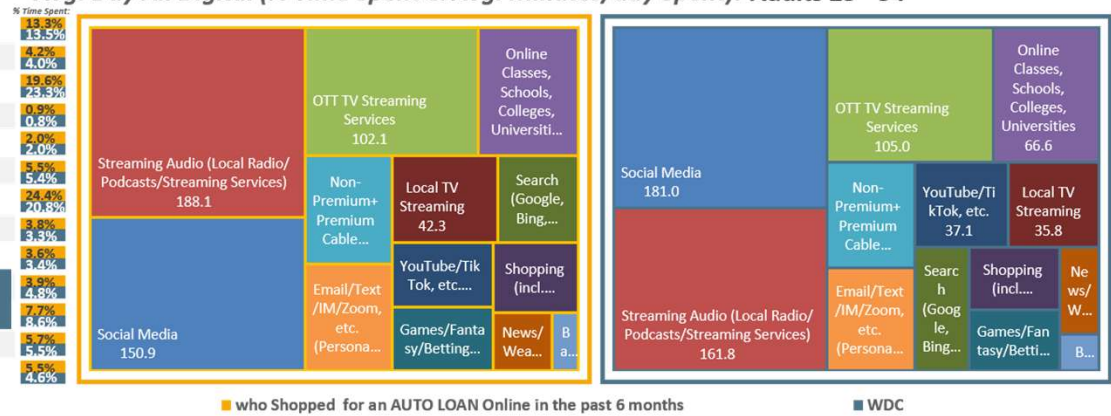


168,075 or 74.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 138.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

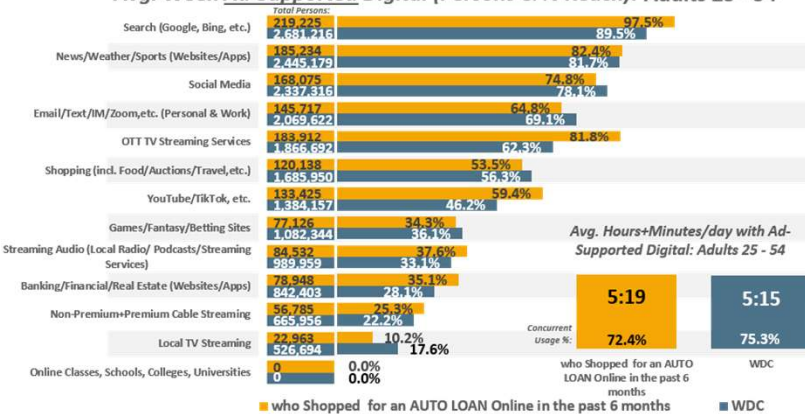
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



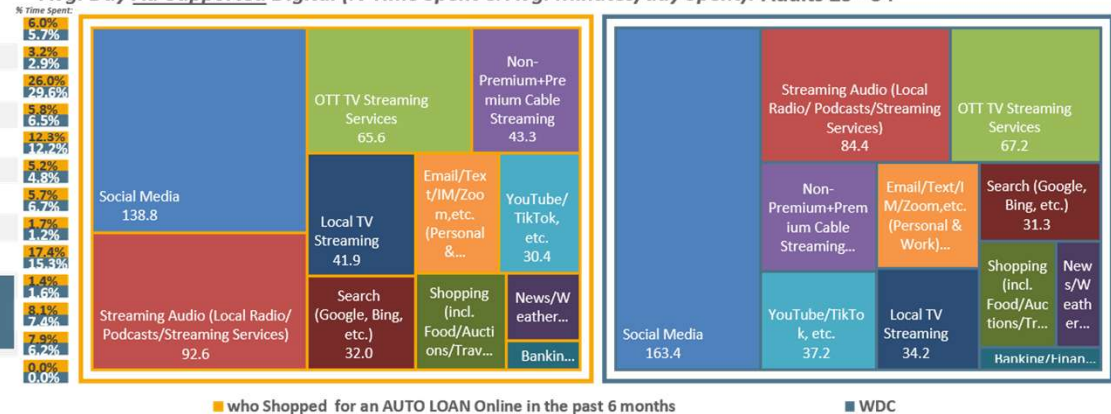
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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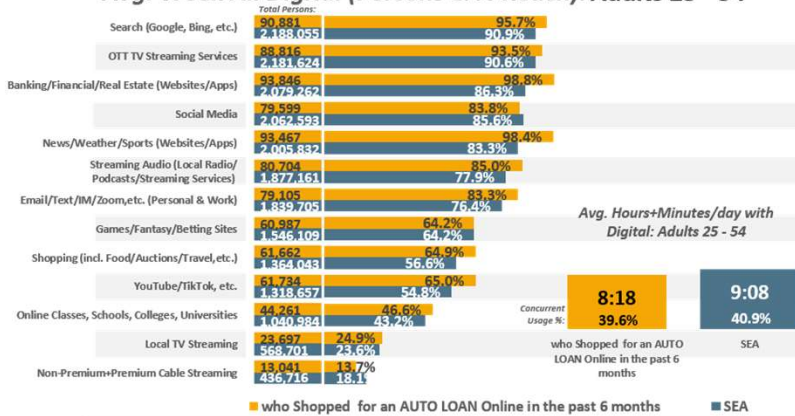
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

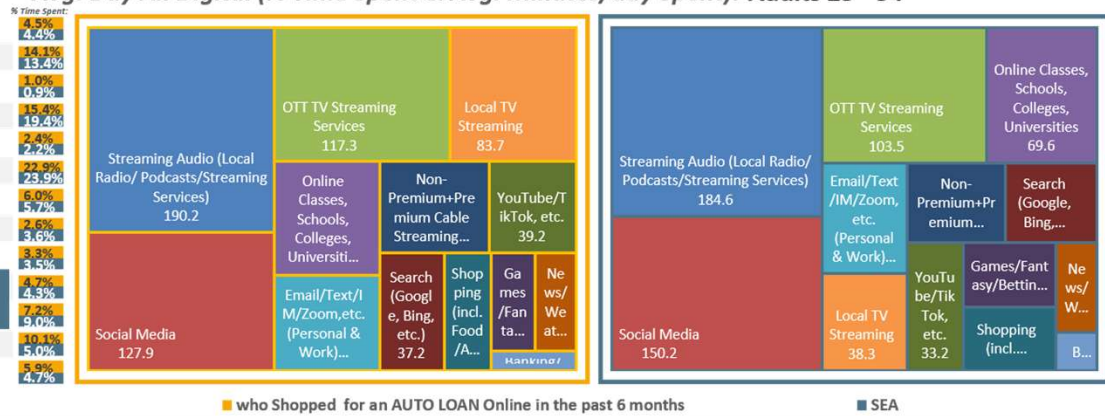


57,850 or 60.9% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 117.7 minutes every day representing 19.5% of all time spent daily with Ad-Supported Digital Media.

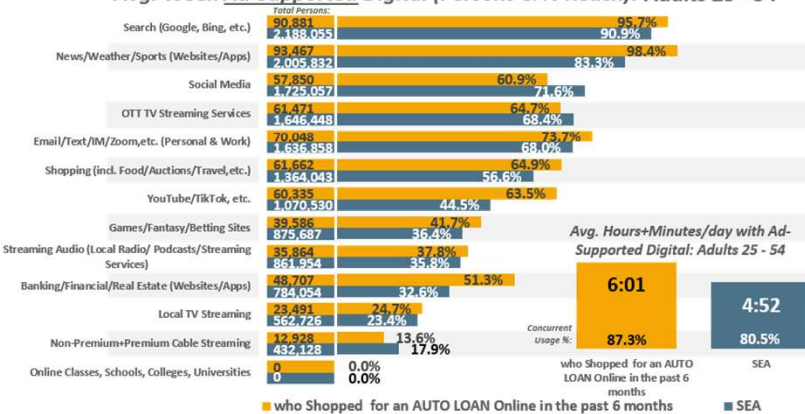
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



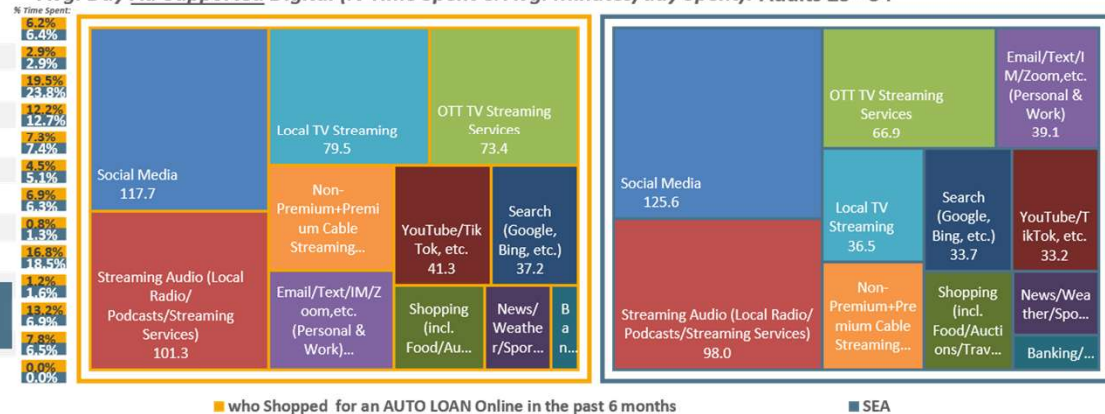
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 148
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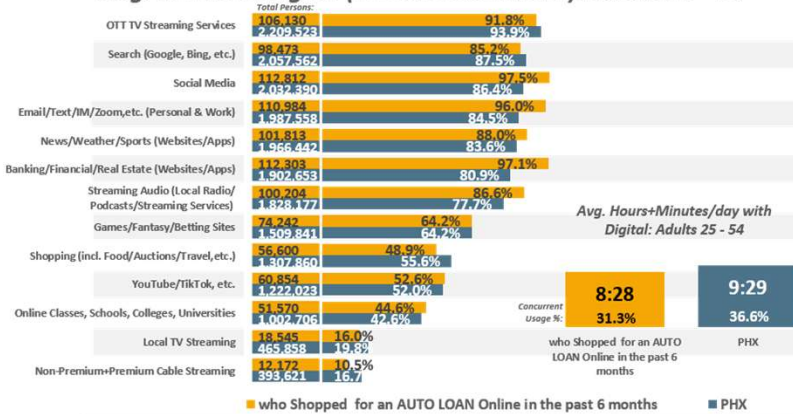
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

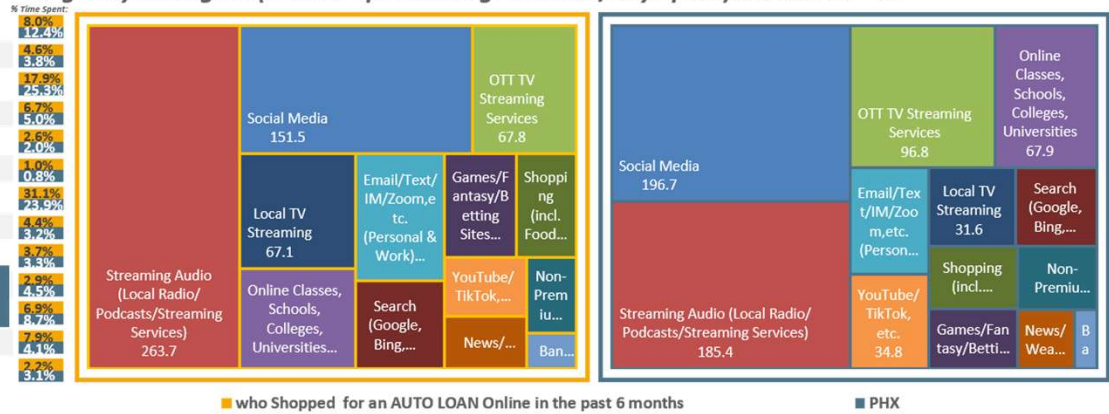


111,483 or 96.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Social Media for an average of 139.4 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

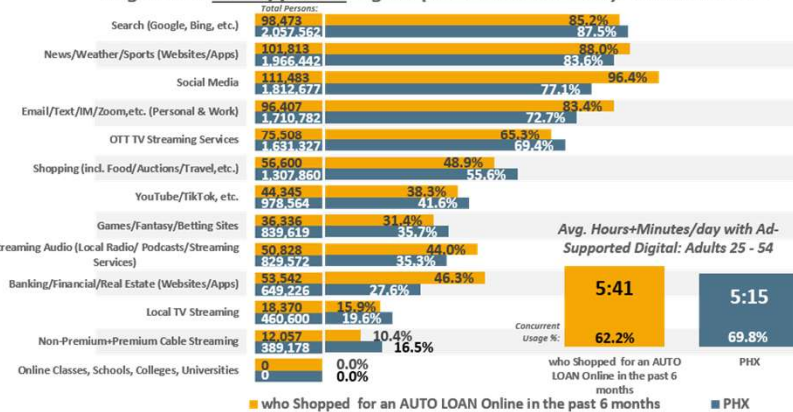
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



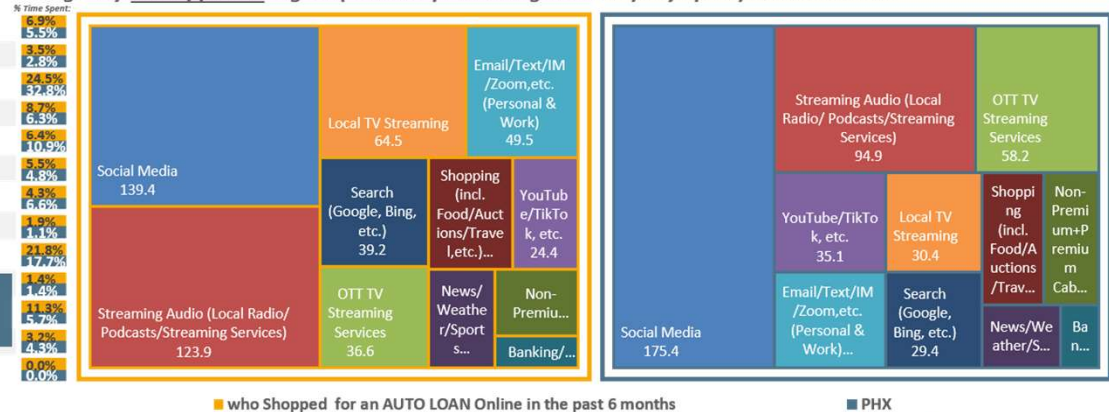
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92
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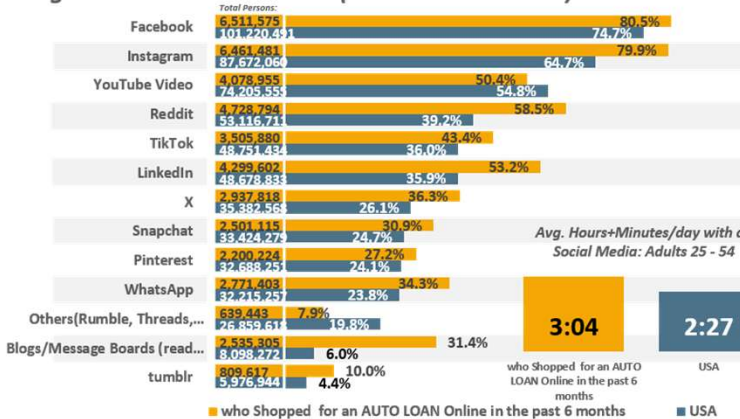
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

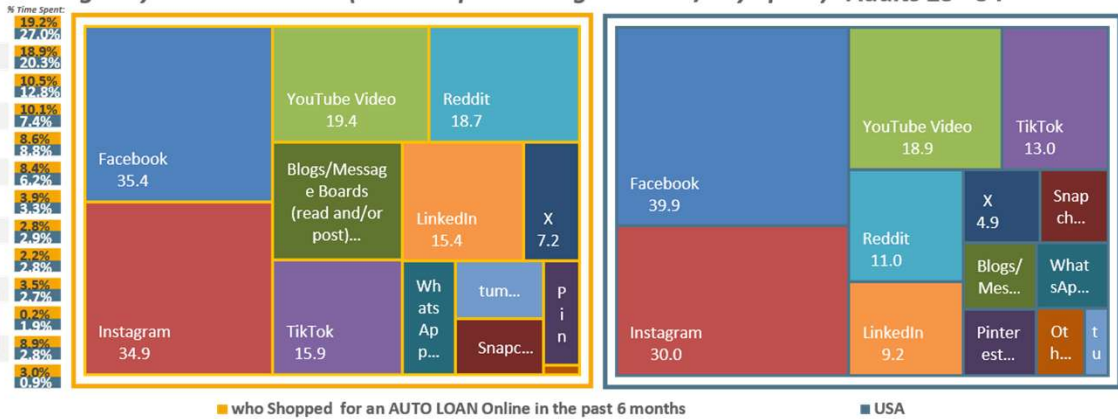


6,268,379 or 77.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 42.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

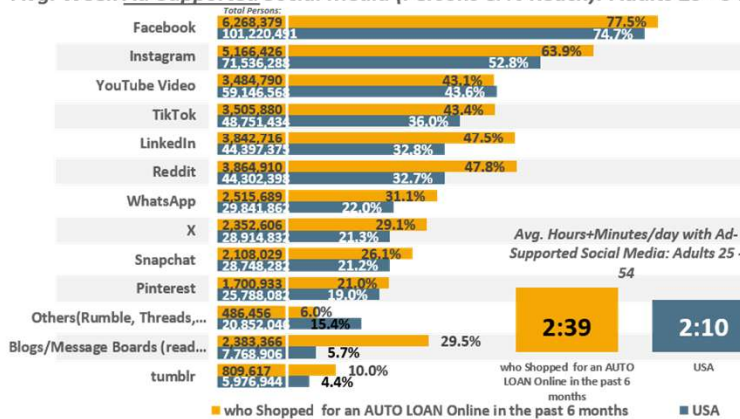
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



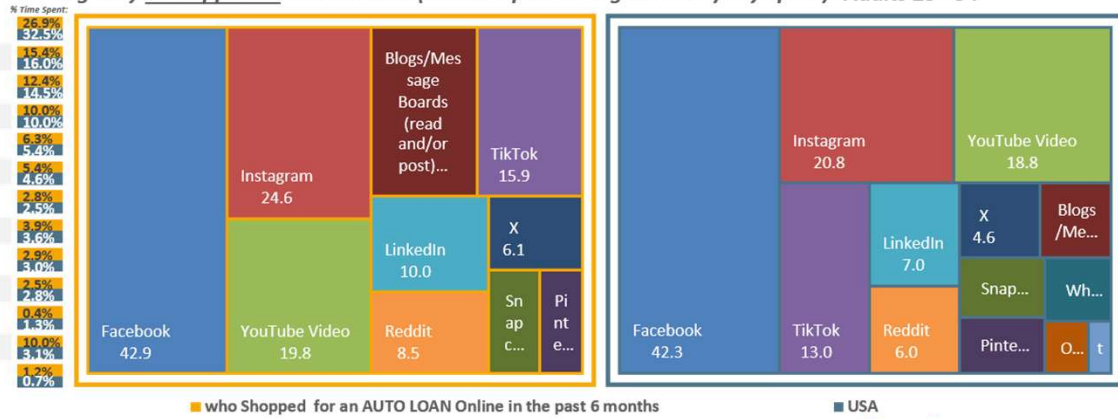
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

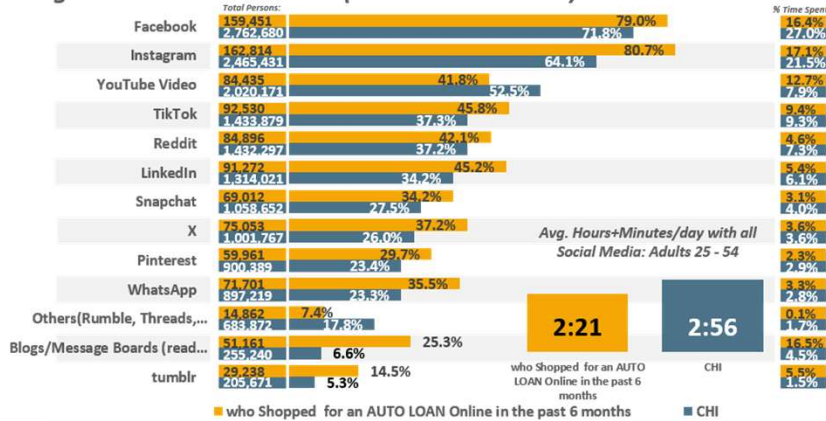
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

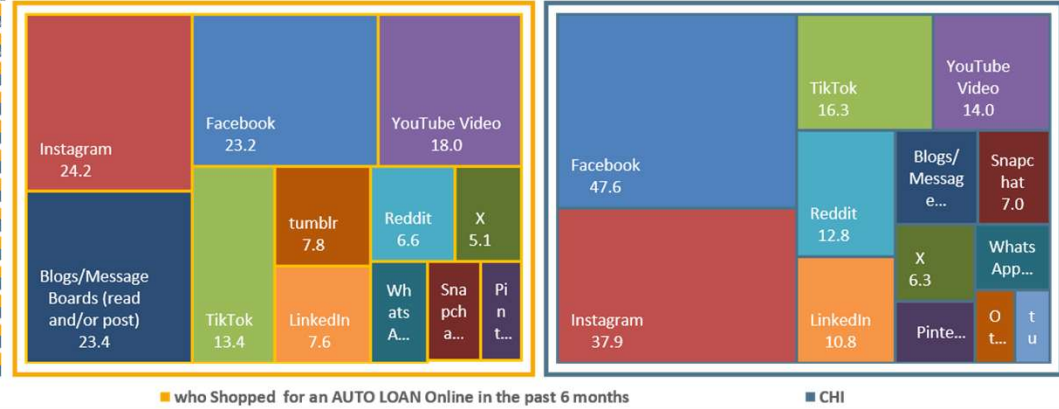


159,451 or 79.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 28.8 minutes every day representing 22.8% of all time spent daily with Ad-Supported Social Media.

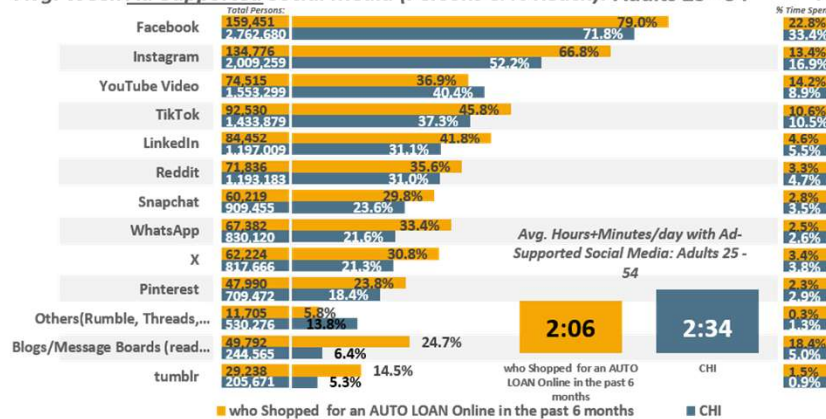
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



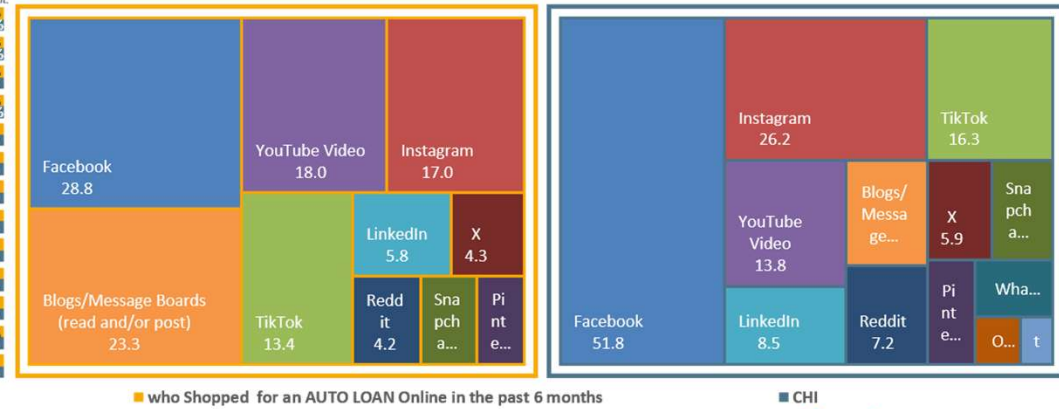
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



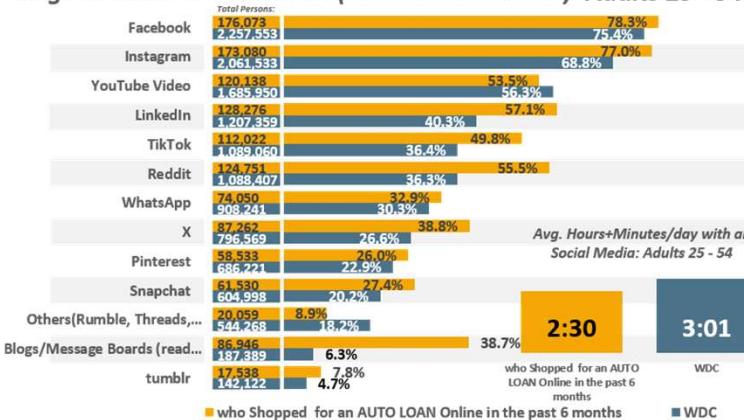
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



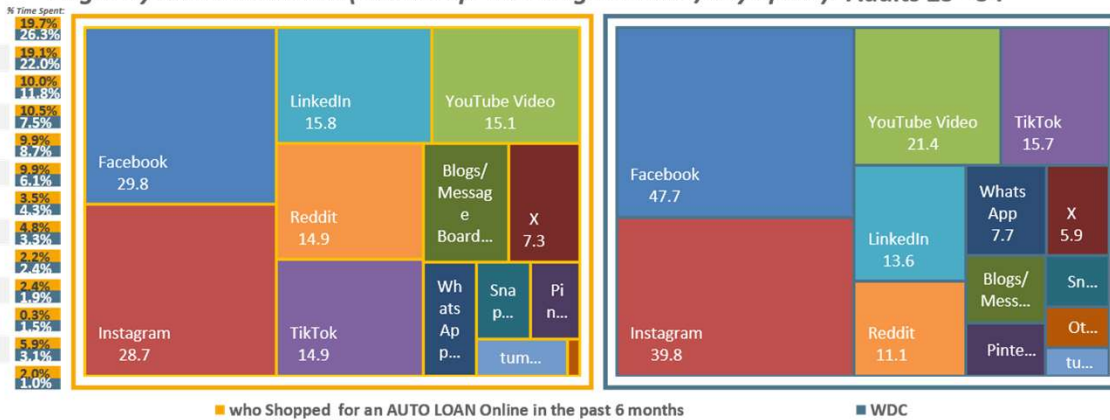


168,075 or 74.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 35.6 minutes every day representing 27.7% of all time spent daily with Ad-Supported Social Media.

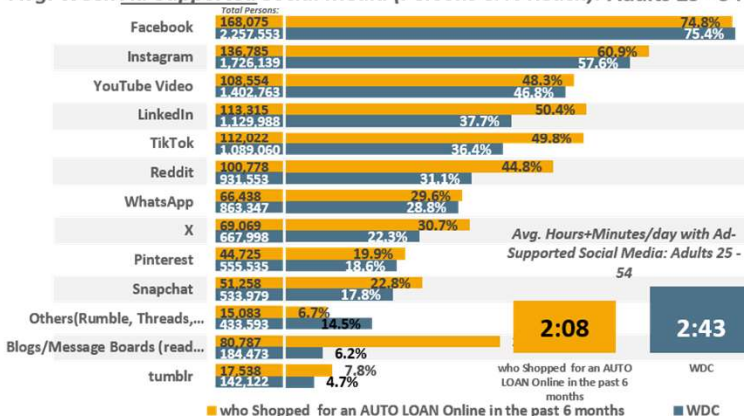
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



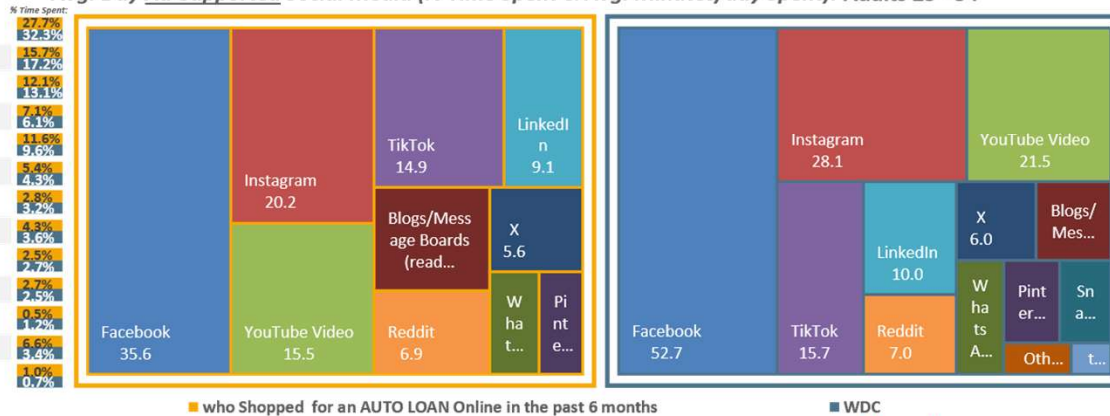
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



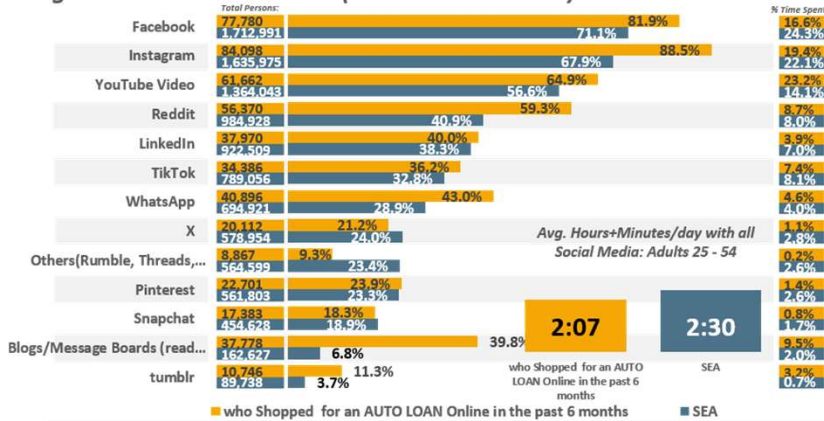
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



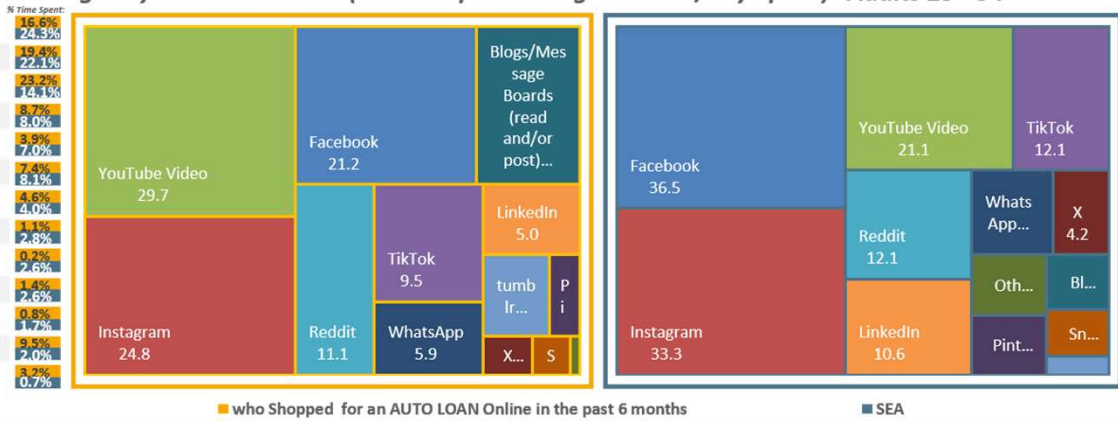


60,263 or 63.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported YouTube Video for an average of 31.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

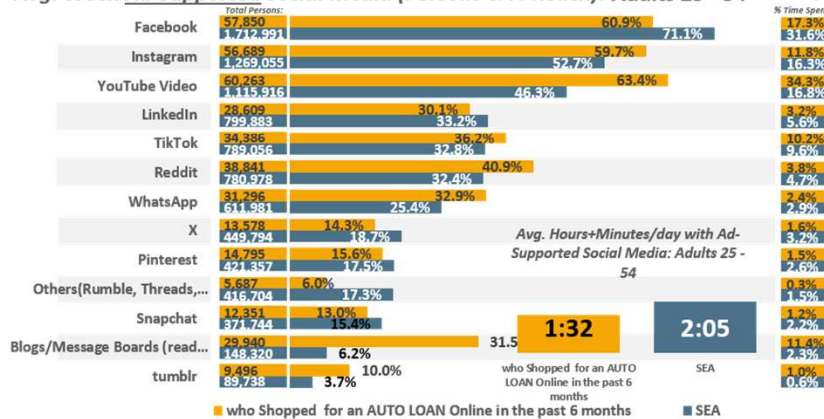
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



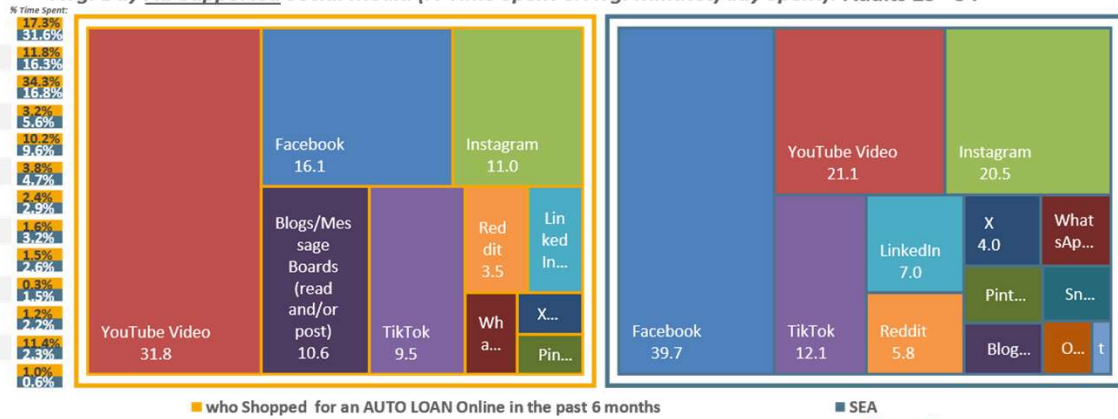
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



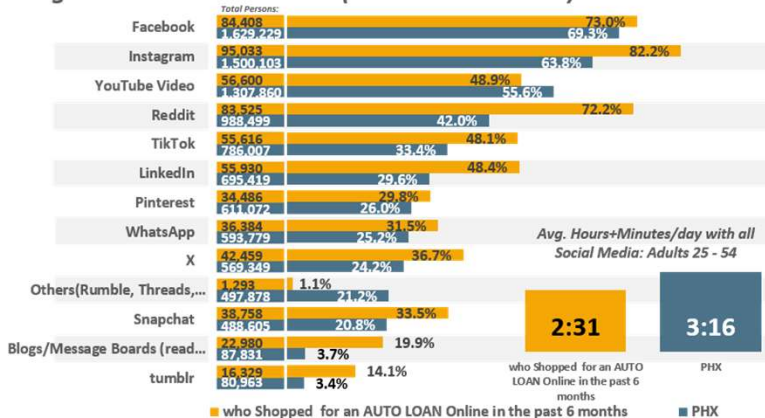
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



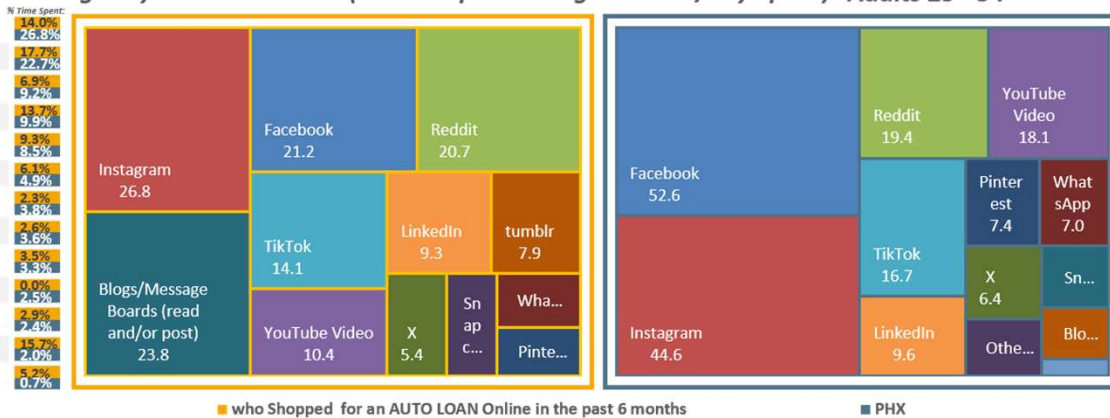


84,408 or 73.% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 34.8 minutes every day representing 23.3% of all time spent daily with Ad-Supported Social Media.

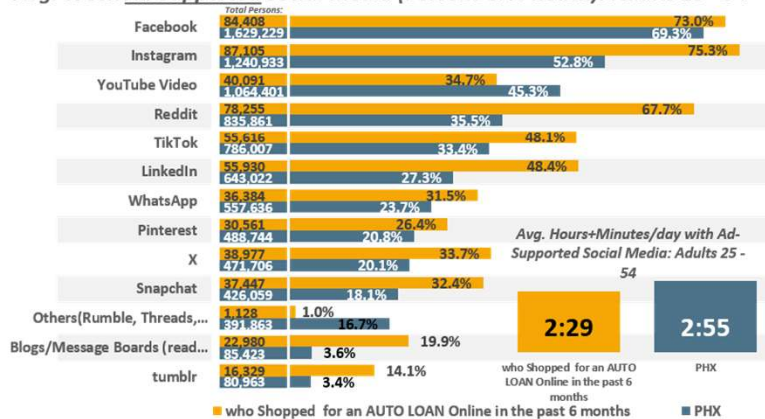
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



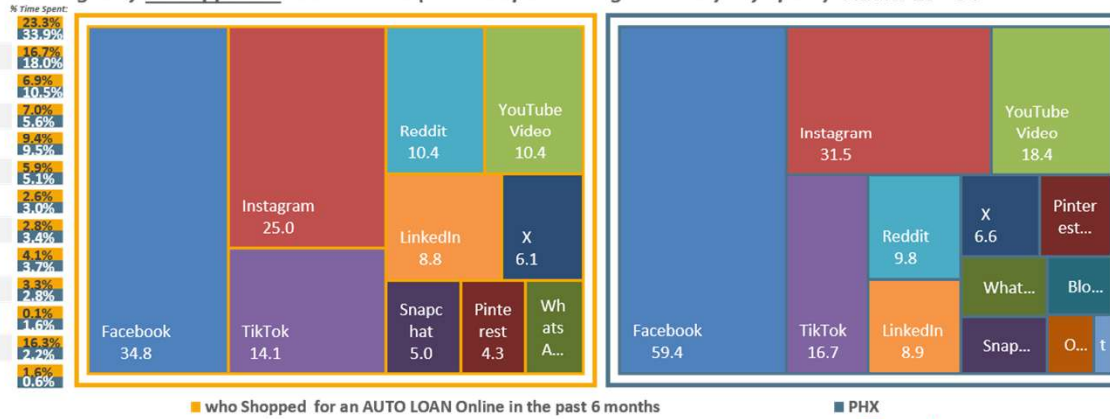
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



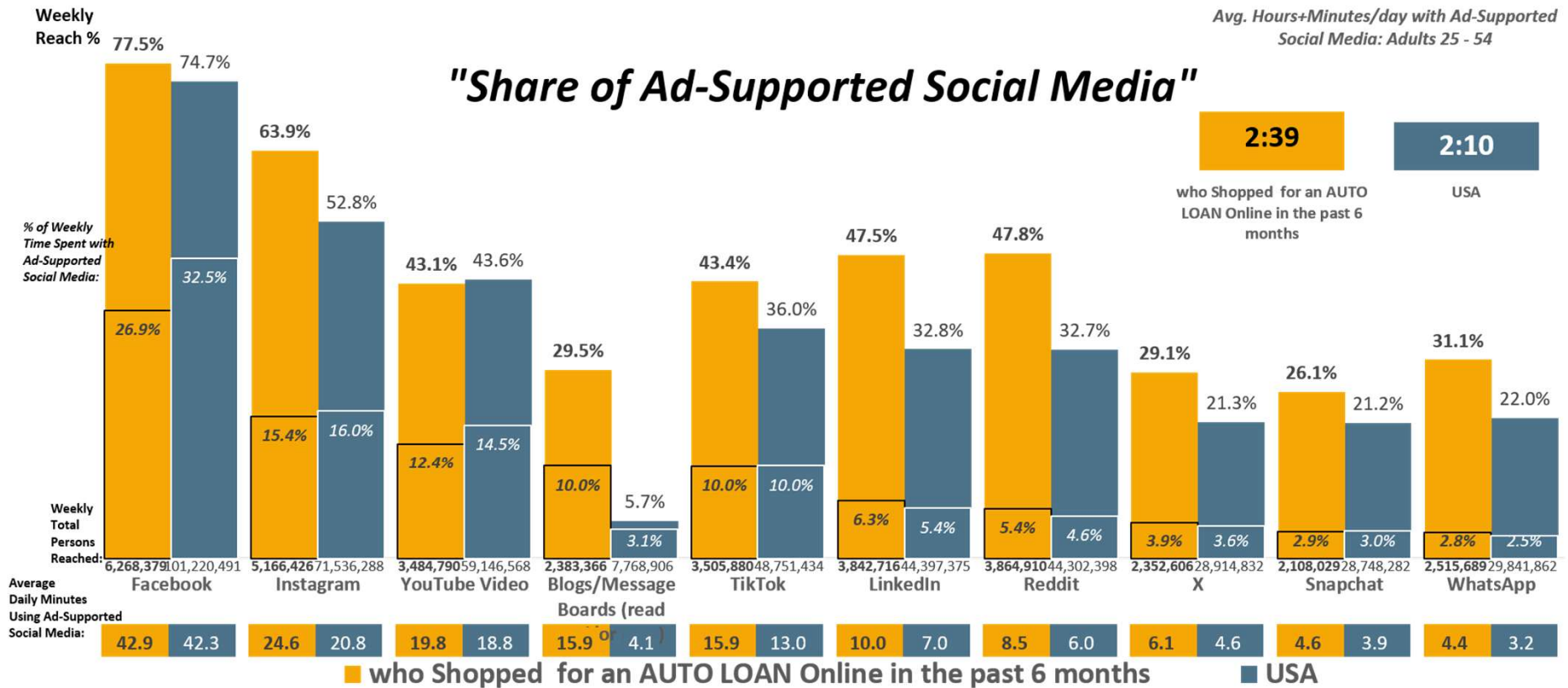
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





6,268,379 or 77.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 42.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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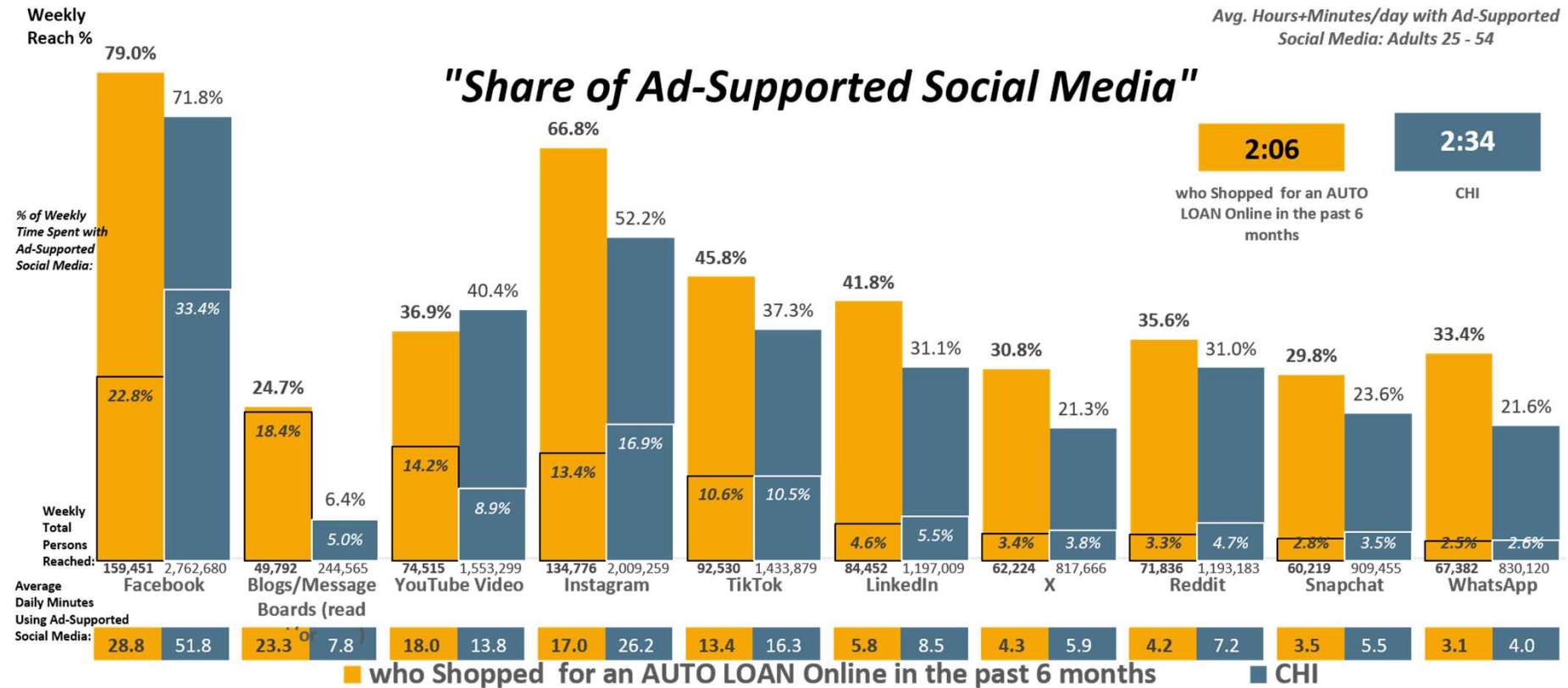
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

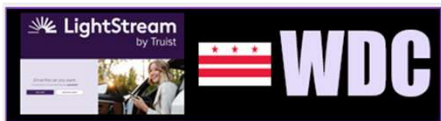
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

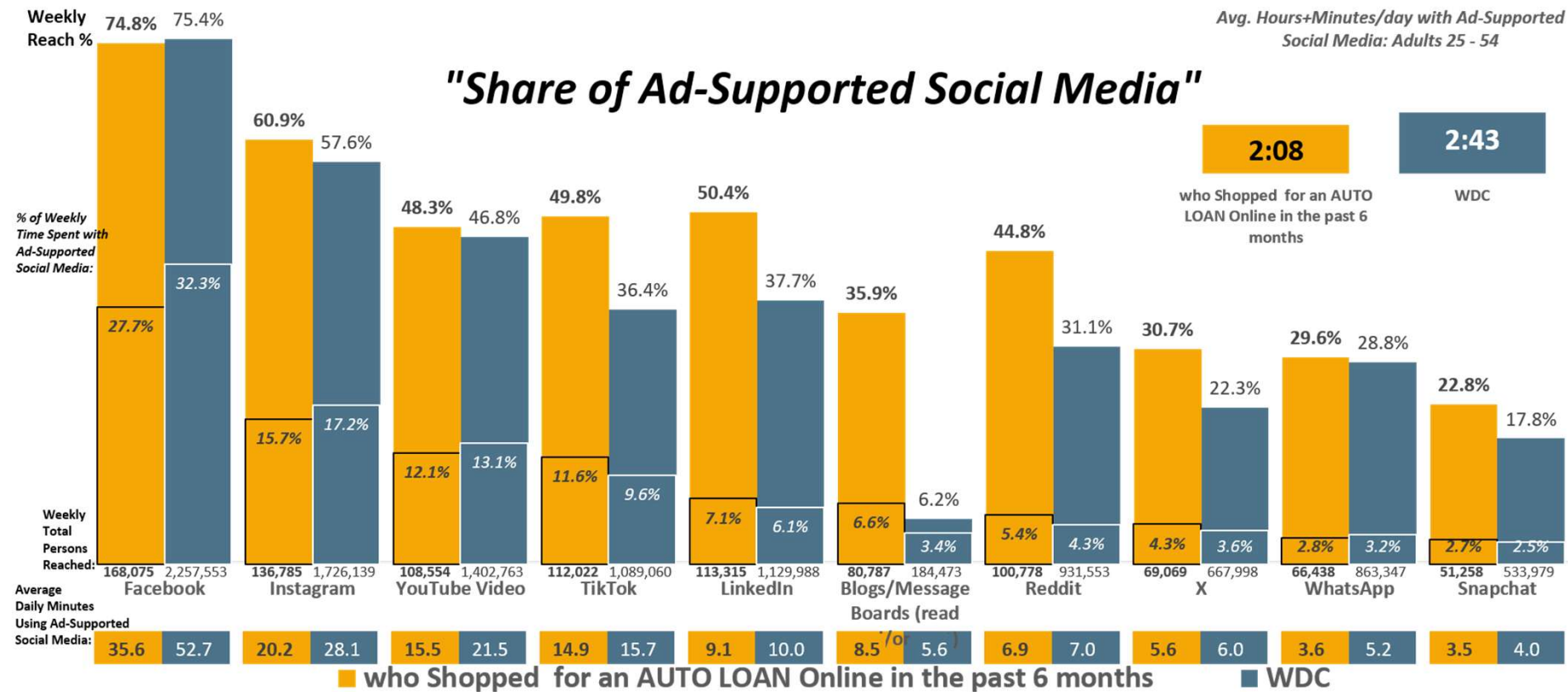


159,451 or 79.0% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 28.8 minutes every day representing 22.8% of all time spent daily with Ad-Supported Social Media.





168,075 or 74.8% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 35.6 minutes every day representing 27.7% of all time spent daily with Ad-Supported Social Media.



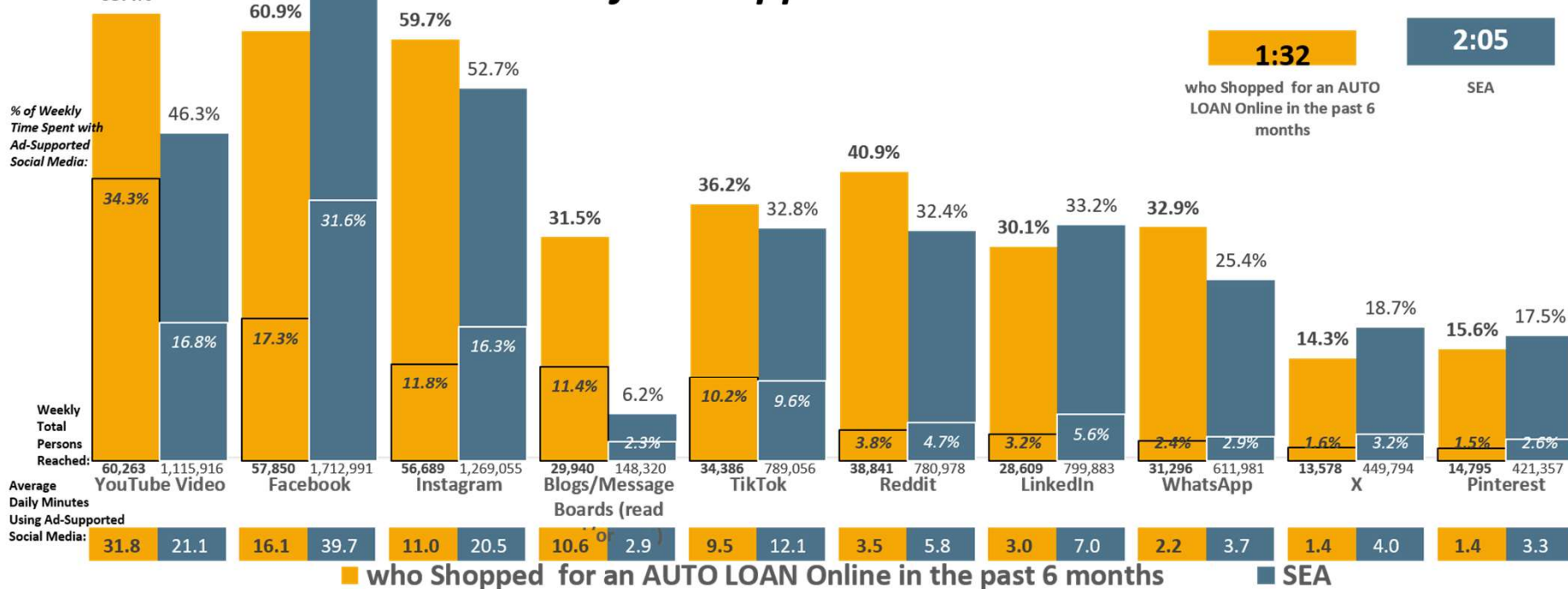


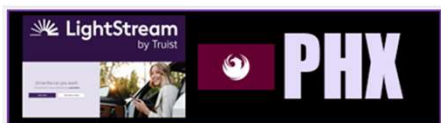
60,263 or 63.4% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported YouTube Video for an average of 31.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

Avg. Hours+Minutes/day with Ad-Supported
Social Media: Adults 25 - 54

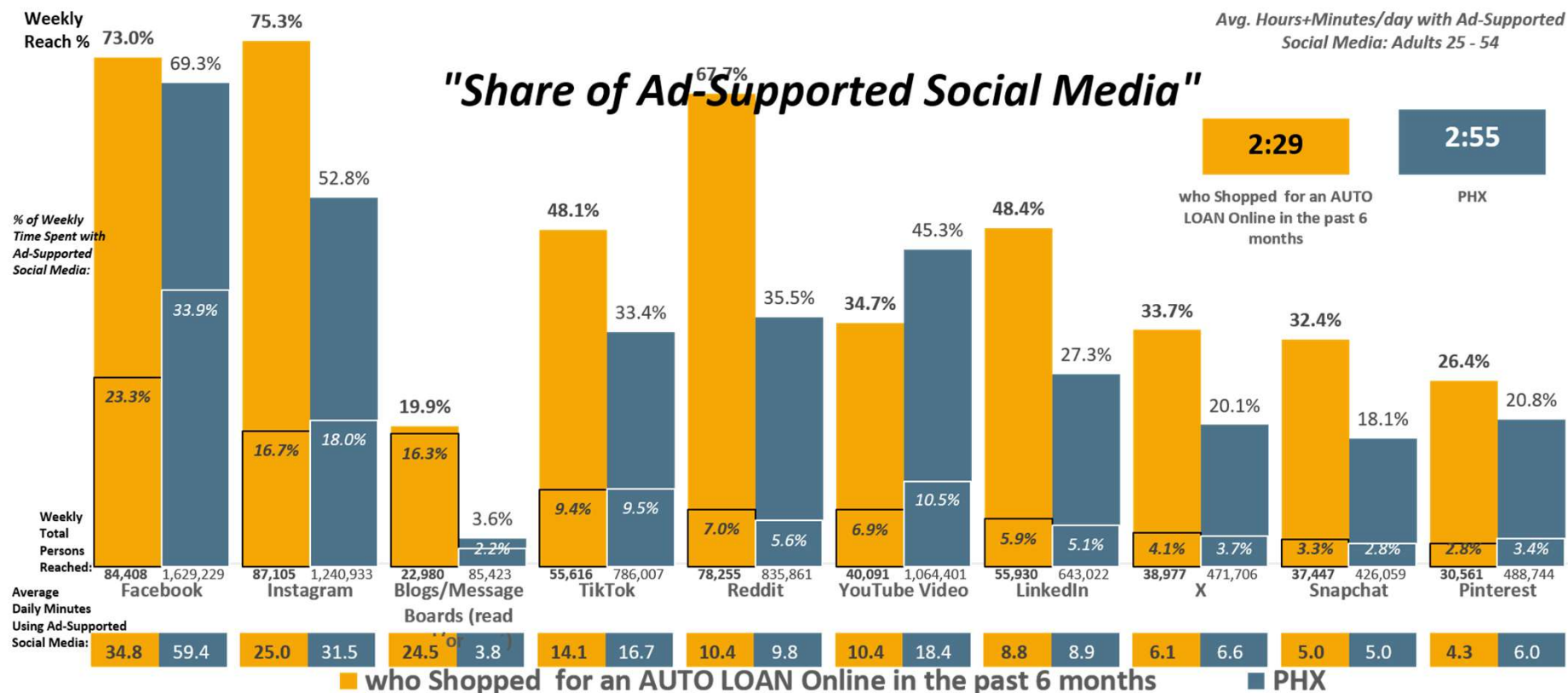
"Share of Ad-Supported Social Media"





84,408 or 73.0% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months use Ad-Supported Facebook for an average of 34.8 minutes every day representing 23.3% of all time spent daily with Ad-Supported Social Media.

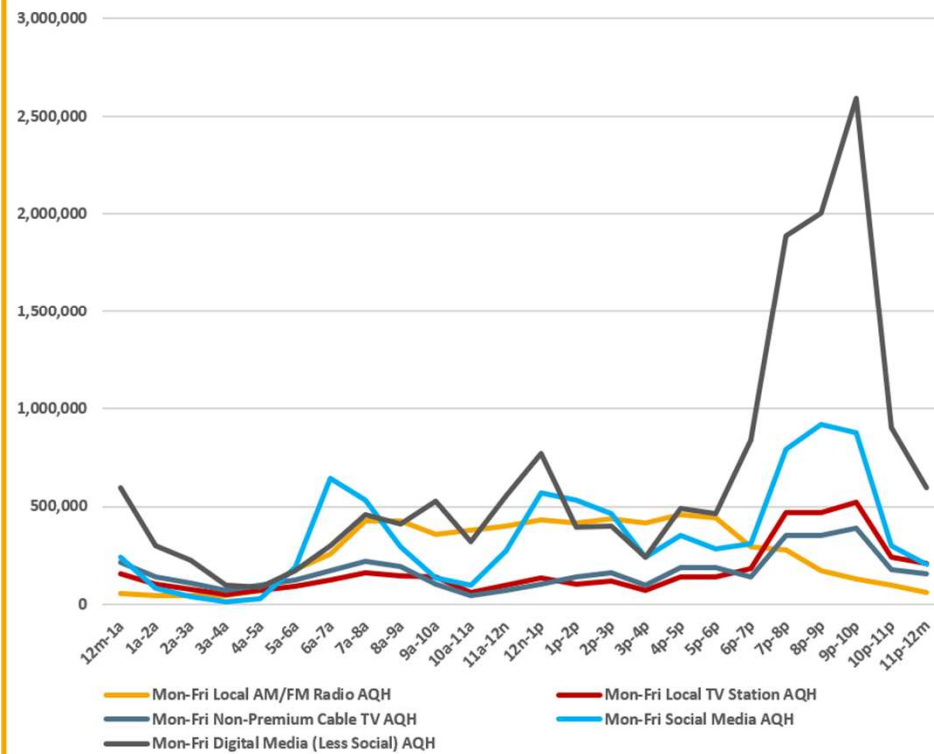
"Share of Ad-Supported Social Media"



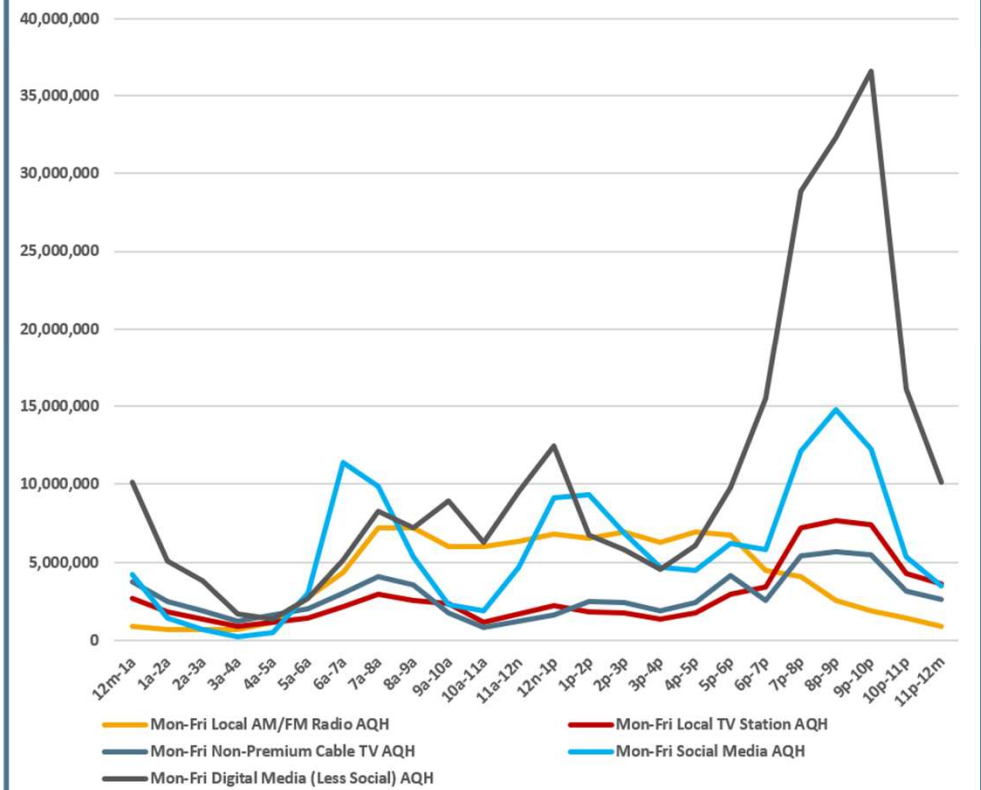


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 474,135;
Local Radio: 394,977; Social Media: 363,137; Non-Prem. Cable: 140,248; Local TV: 124,911
reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months



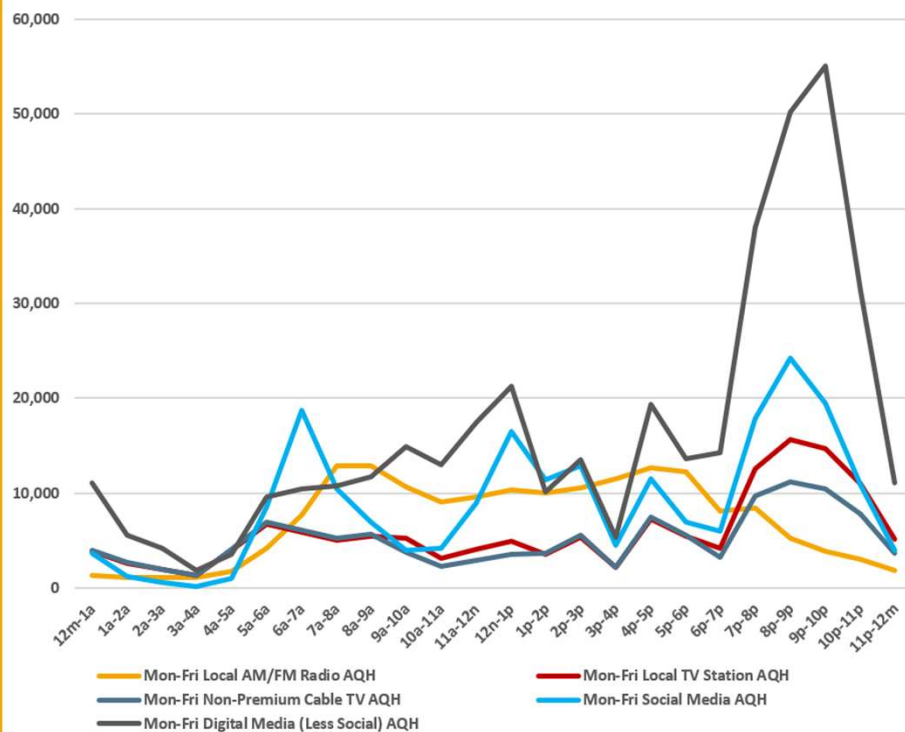
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54



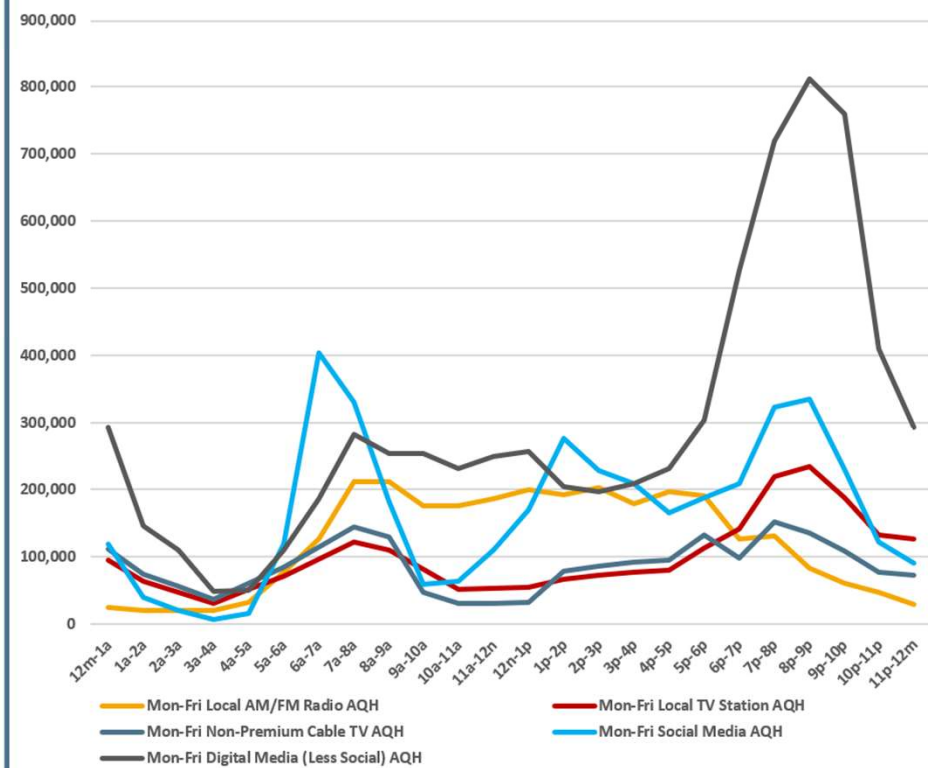


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,534;
Local Radio: 10,646; Social Media: 9,471; Local TV: 4,761; Non-Prem. Cable: 4,403
reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 month

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months**



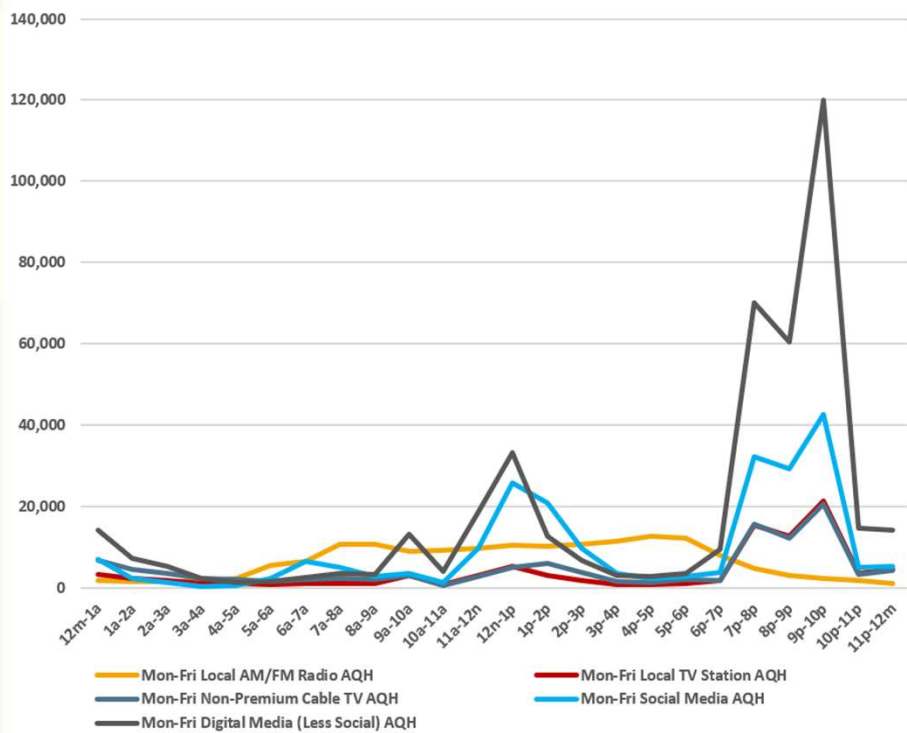
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 25 - 54**



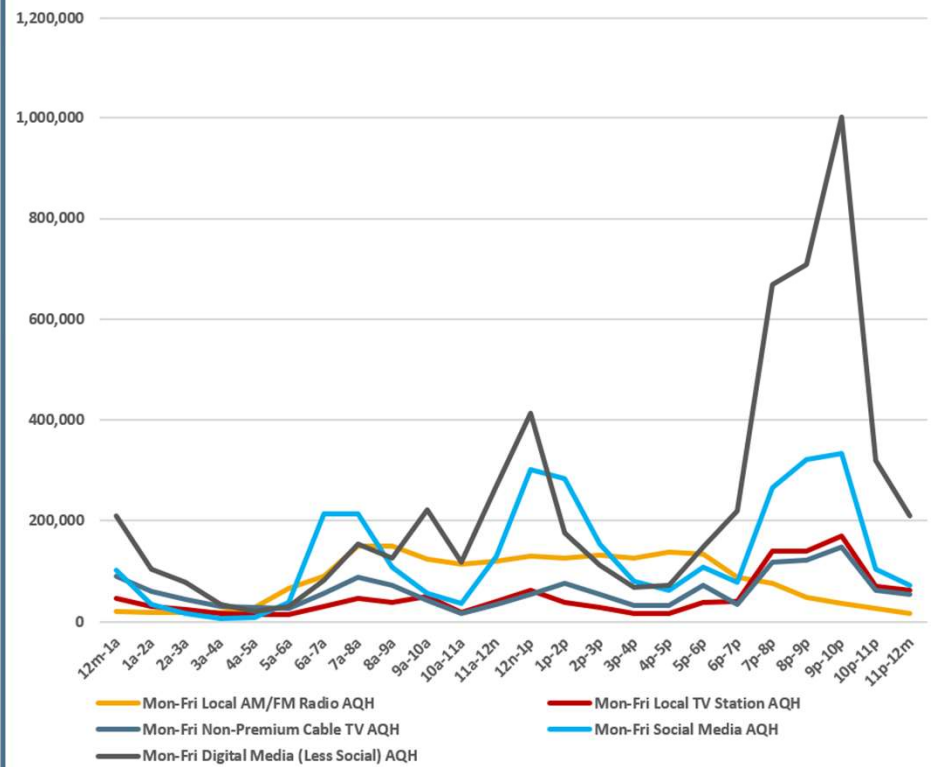


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 10,069; All Other Digital Media: 8,953; Social Media: 7,498; Non-Prem. Cable: 2,627; Local TV: 1,842 reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months



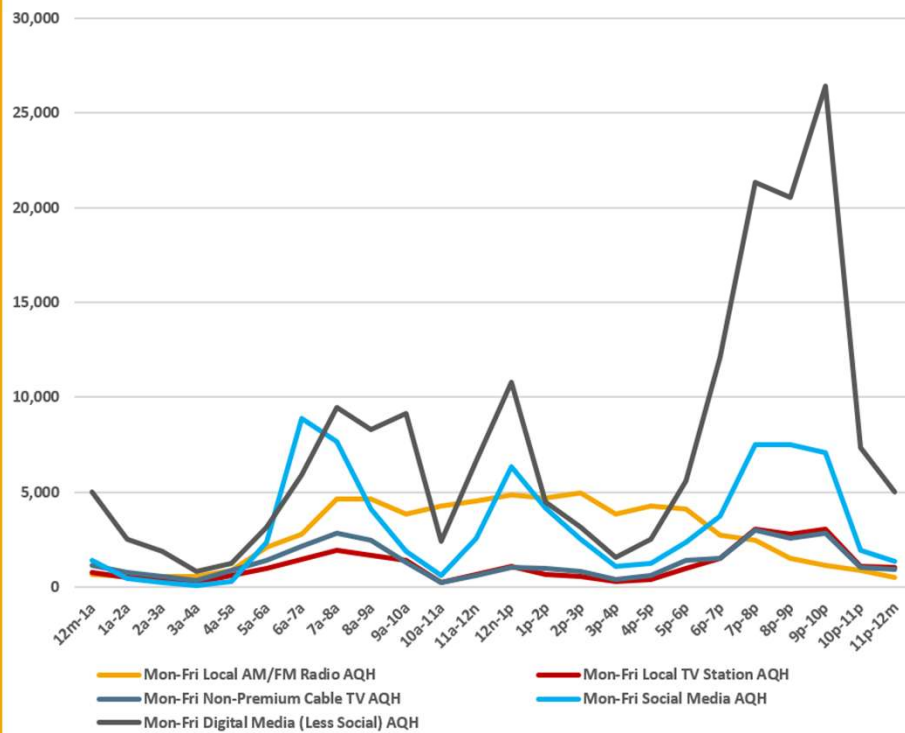
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 25 - 54



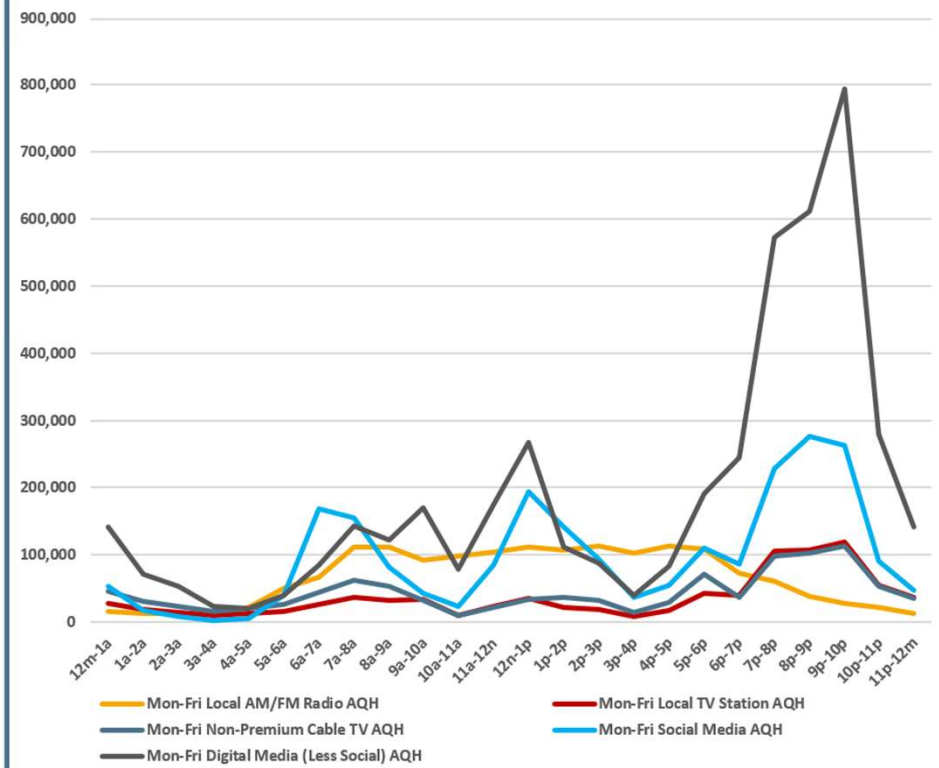


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,321; Local Radio: 4,176; Social Media: 3,637; Non-Prem. Cable: 1,264; Local TV: 991 reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months**



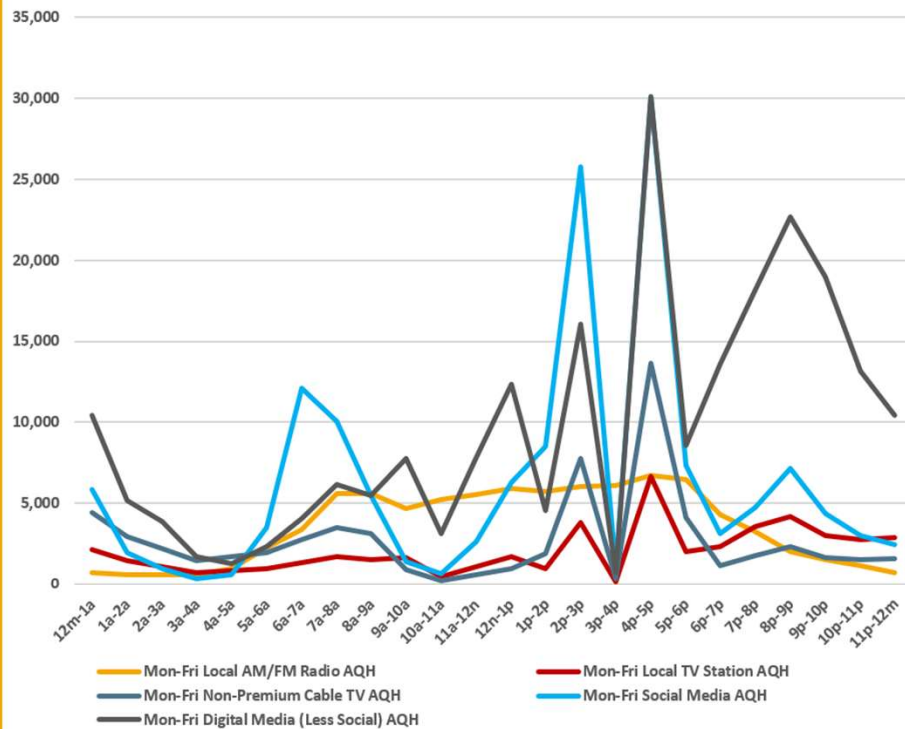
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 25 - 54**



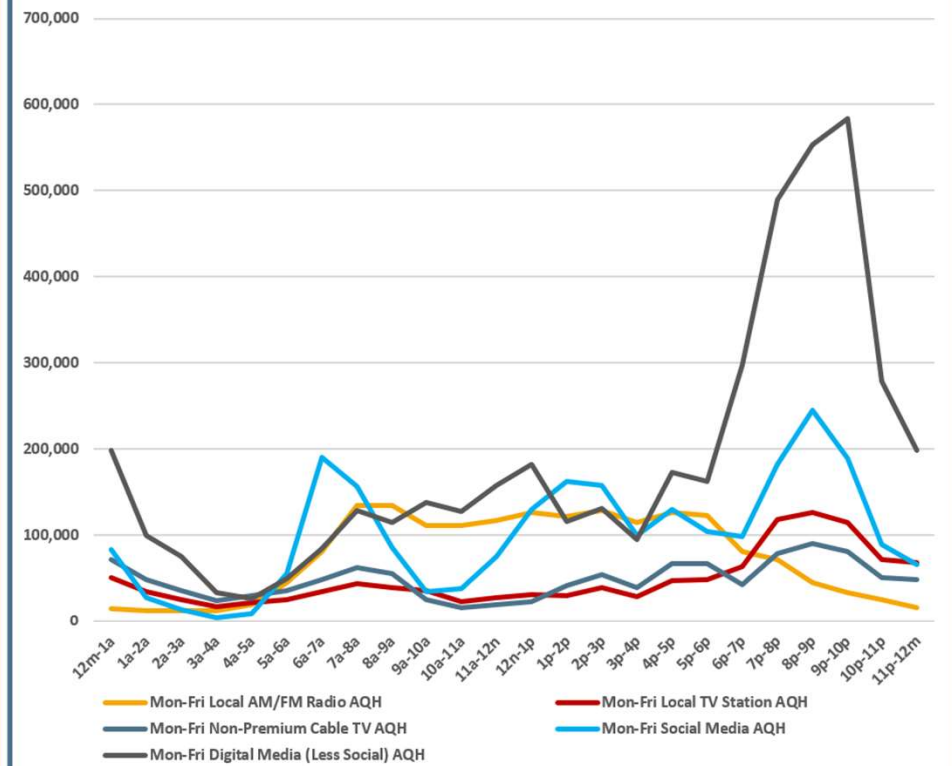


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,253; Social Media: 8,805; Local Radio: 5,474; Non-Prem. Cable: 3,155; Local TV: 1,954 reaching Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Shopped for an AUTO LOAN Online in the
past 6 months



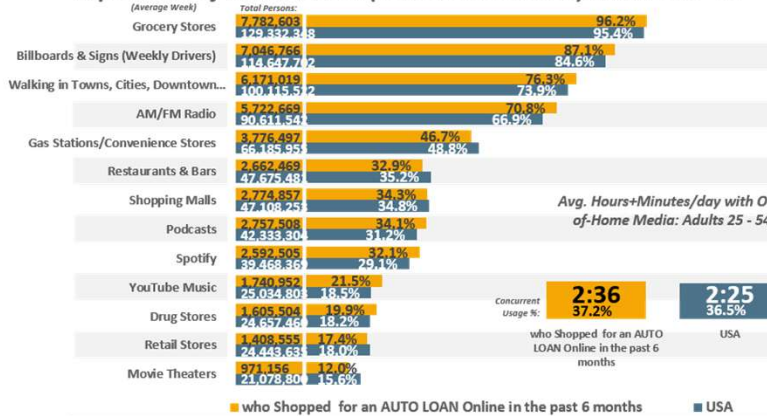
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 25 - 54



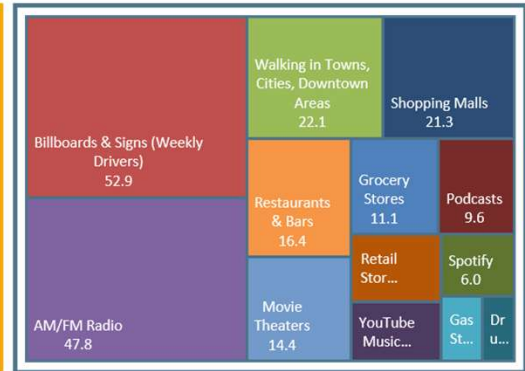
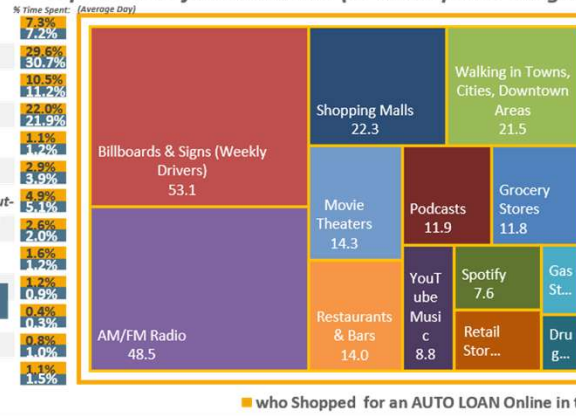


7,046,766 or 87.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/d

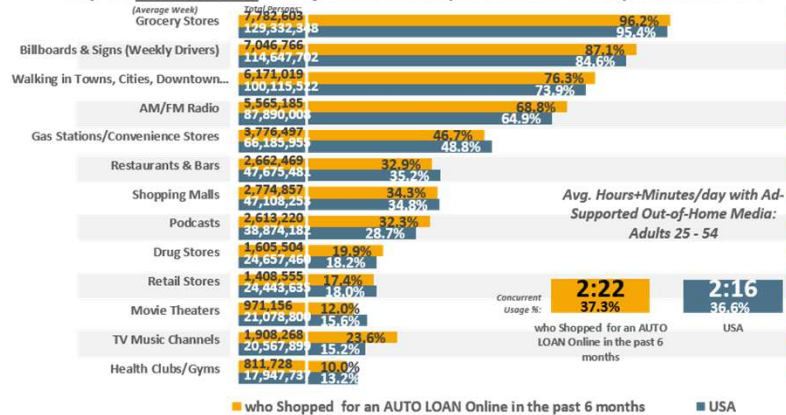
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



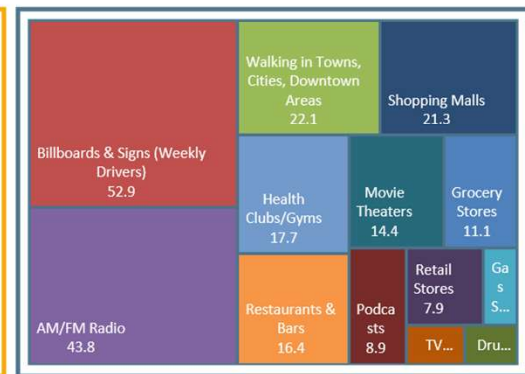
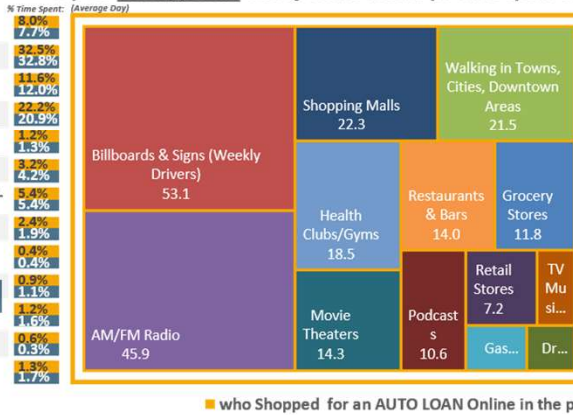
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

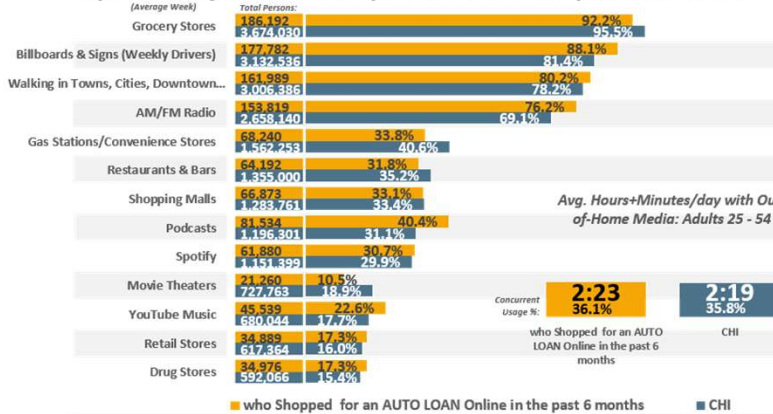
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

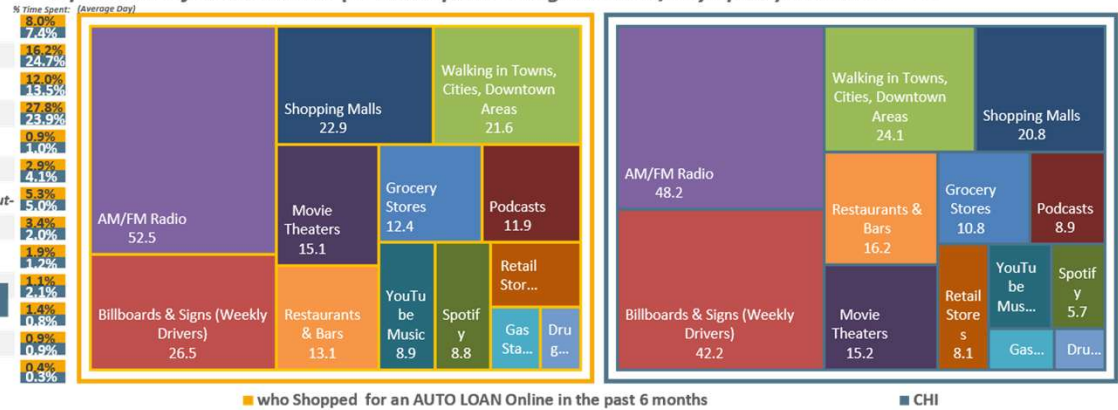


177,782 or 88.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 26.5 minutes per day driving, seeing Billboards and Signs. 74.9% Listen to Local Radio Stations Out-of-Home for an average of 51.7 minutes/day

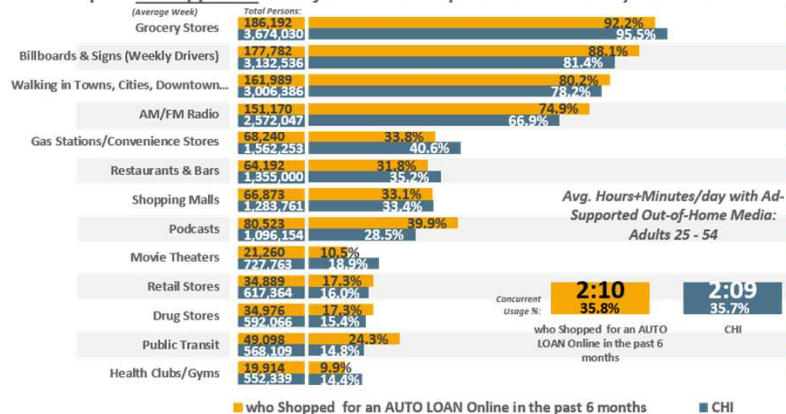
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



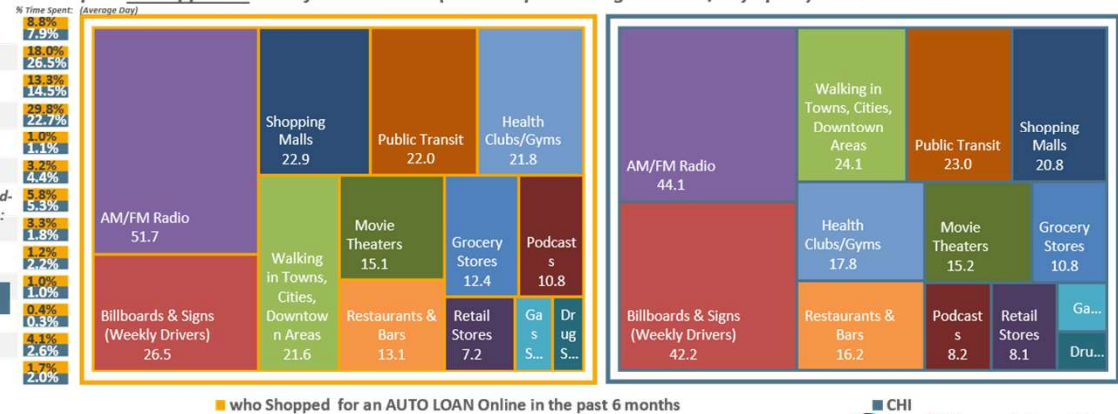
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167
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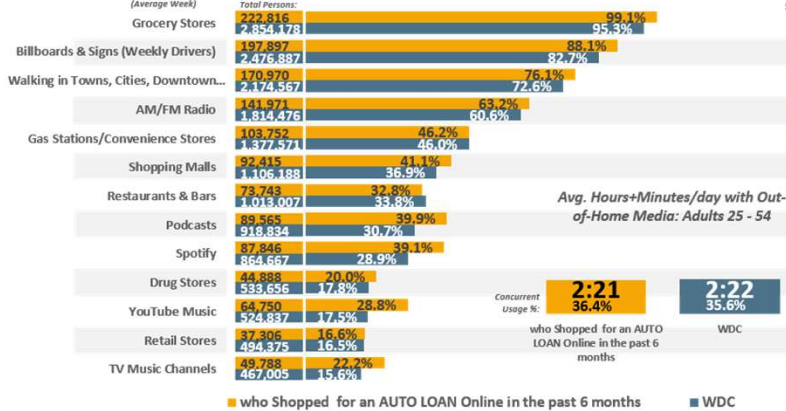
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

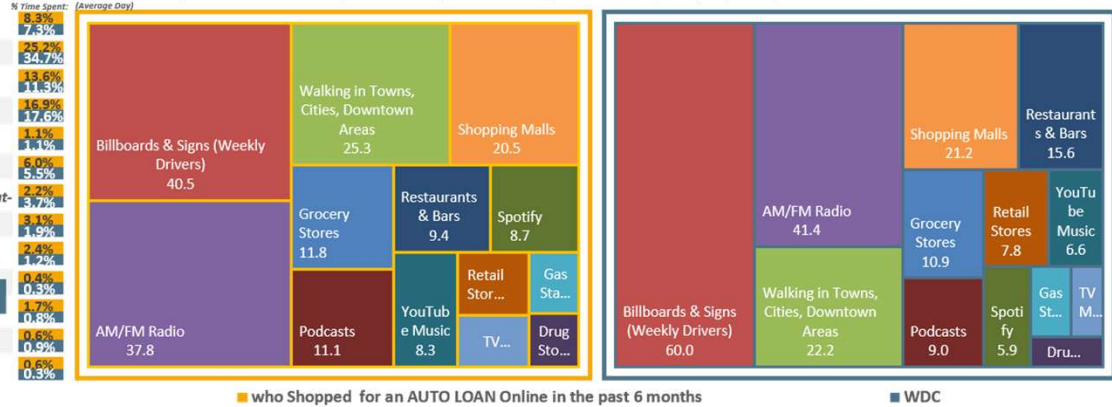


197,897 or 88.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 40.5 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minutes/day

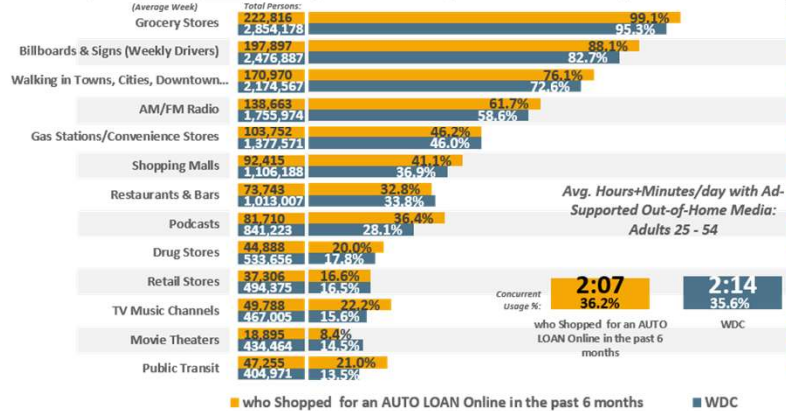
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



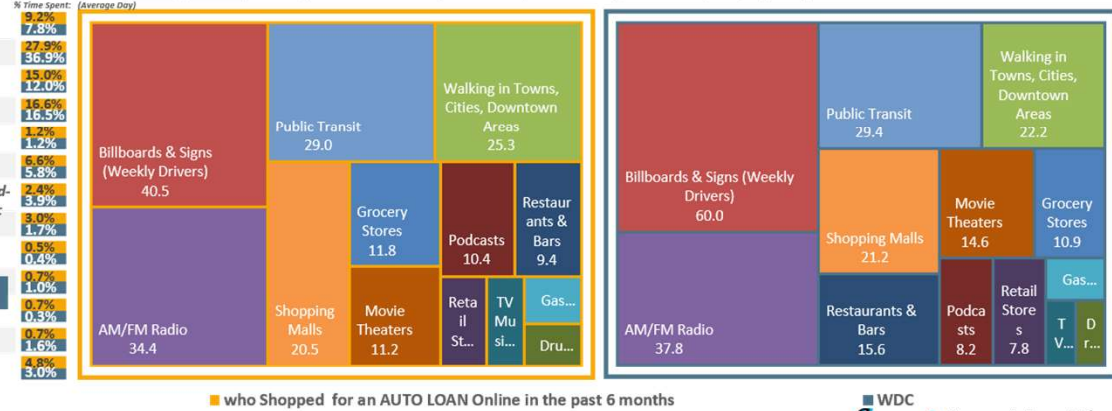
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



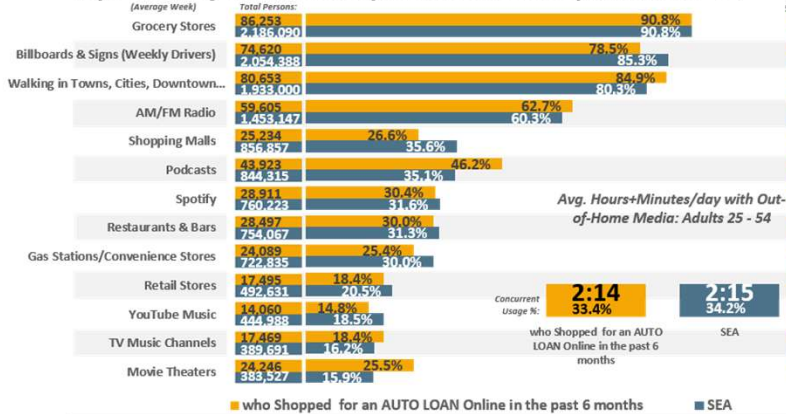
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



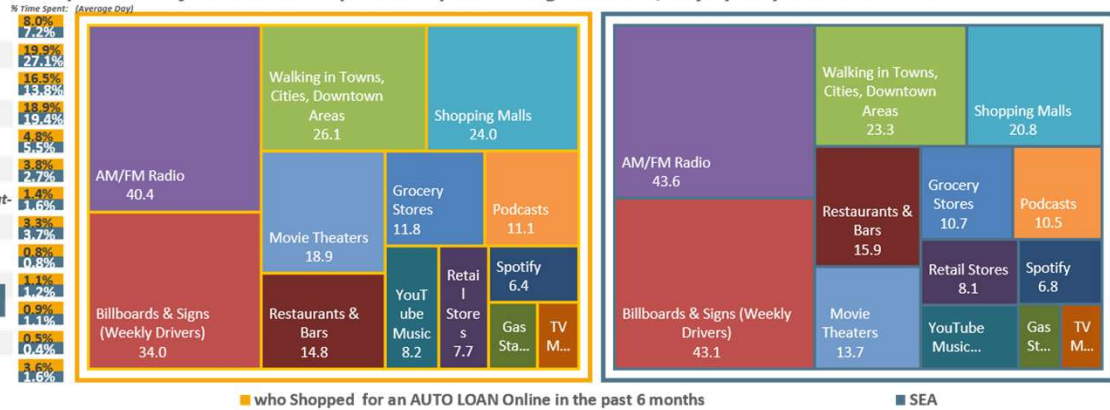


74,620 or 78.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 34. minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 38.3 minutes/day.

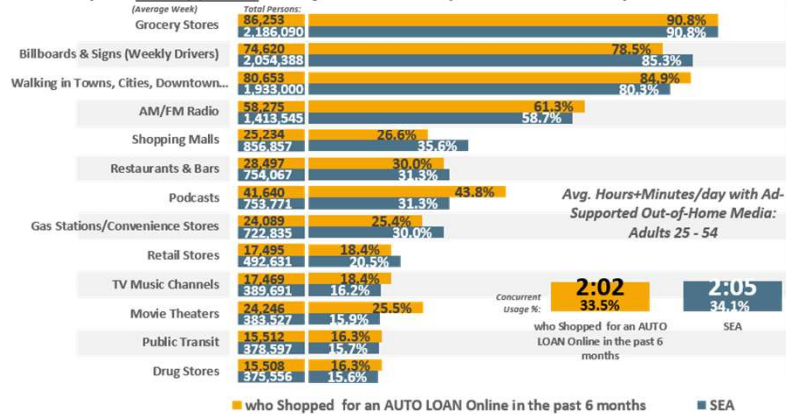
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



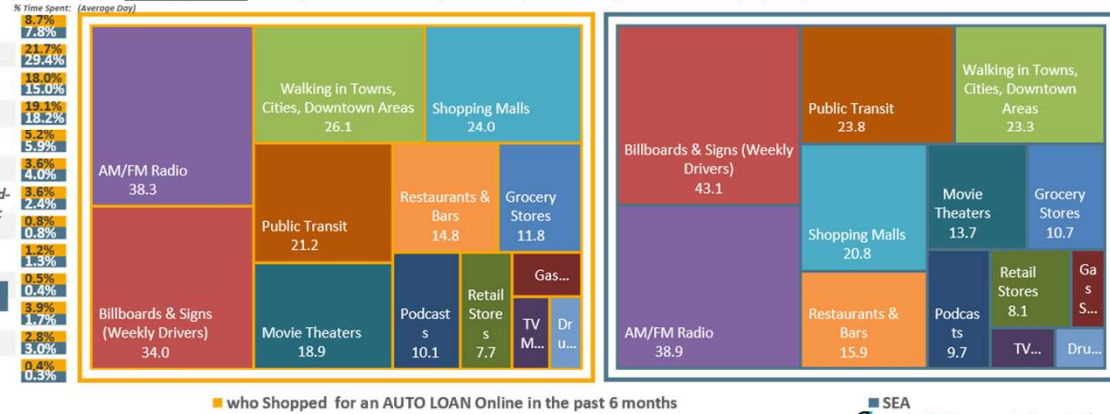
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



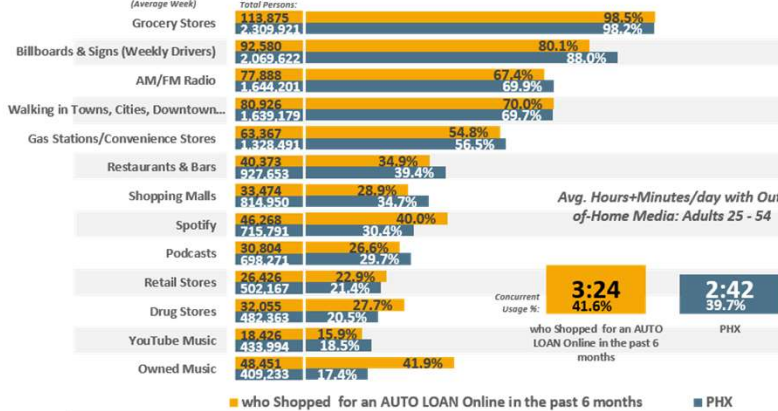
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



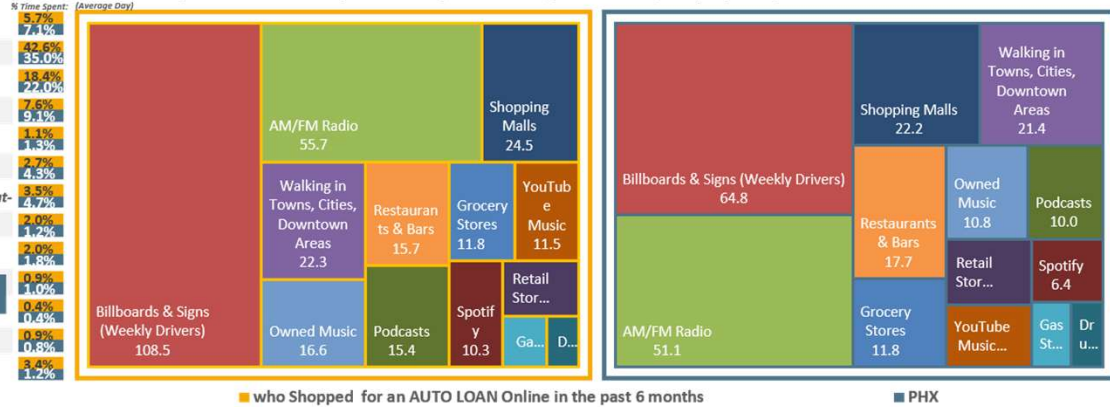


92,580 or 80.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 108.5 minutes per day driving, seeing Billboards and Signs. 65.2% Listen to Local Radio Stations Out-of-Home for an average of 53.8 minutes/day

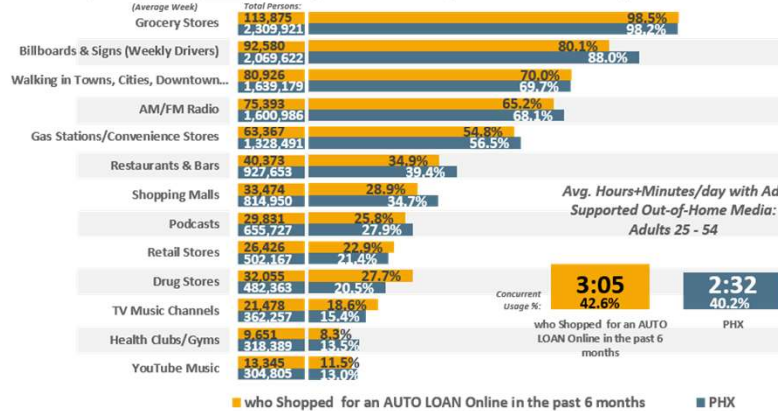
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



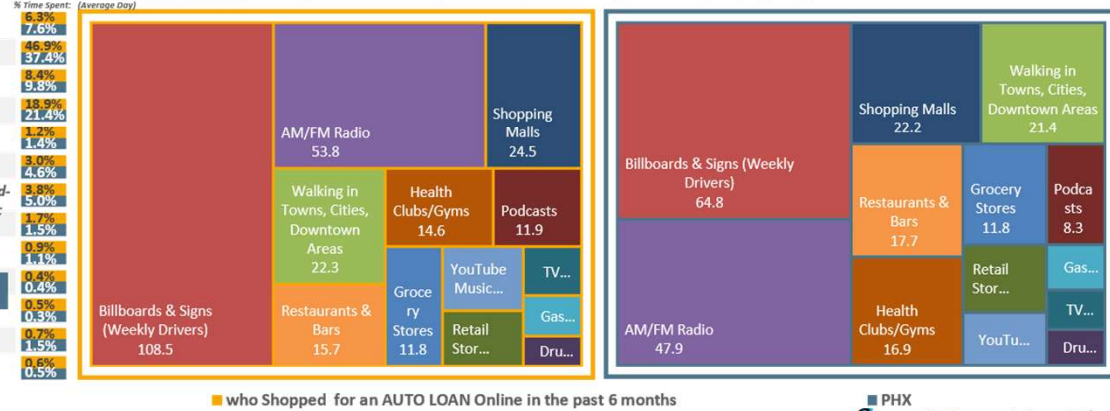
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

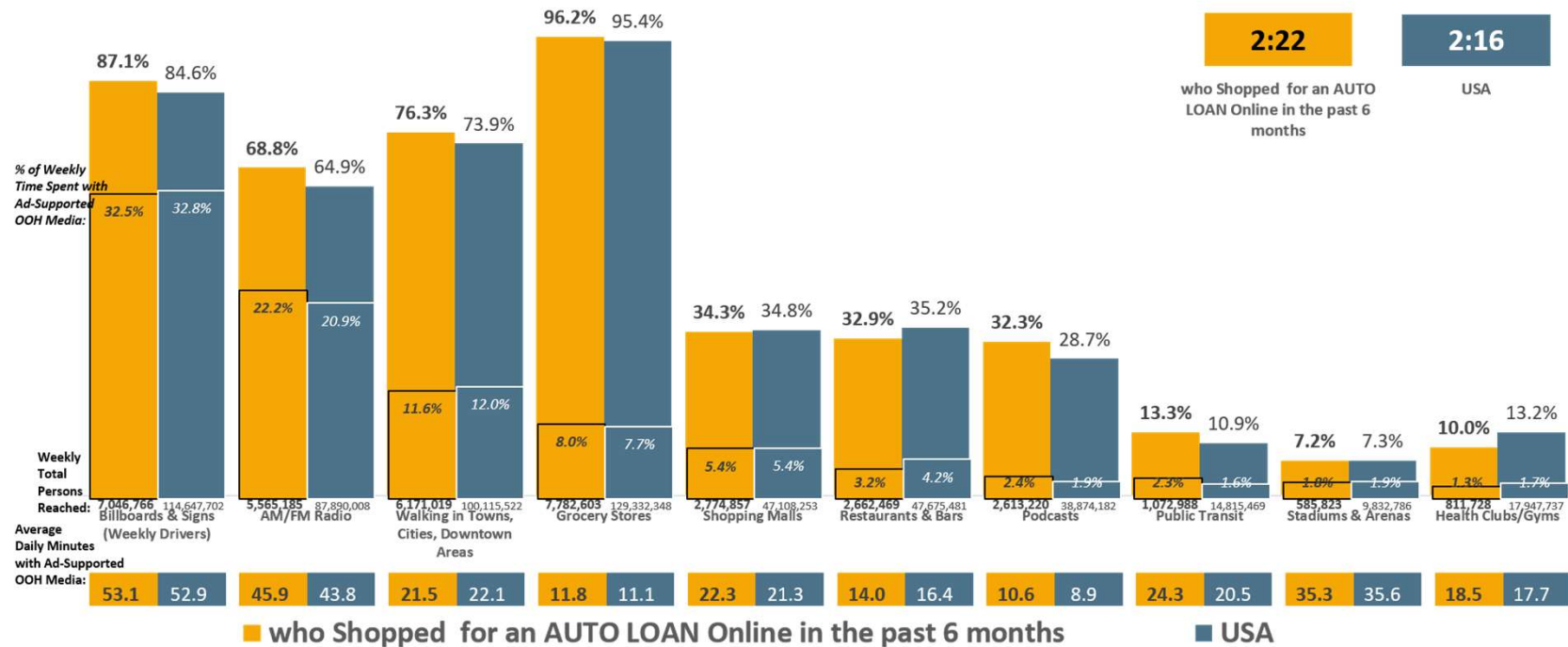


7,046,766 or 87.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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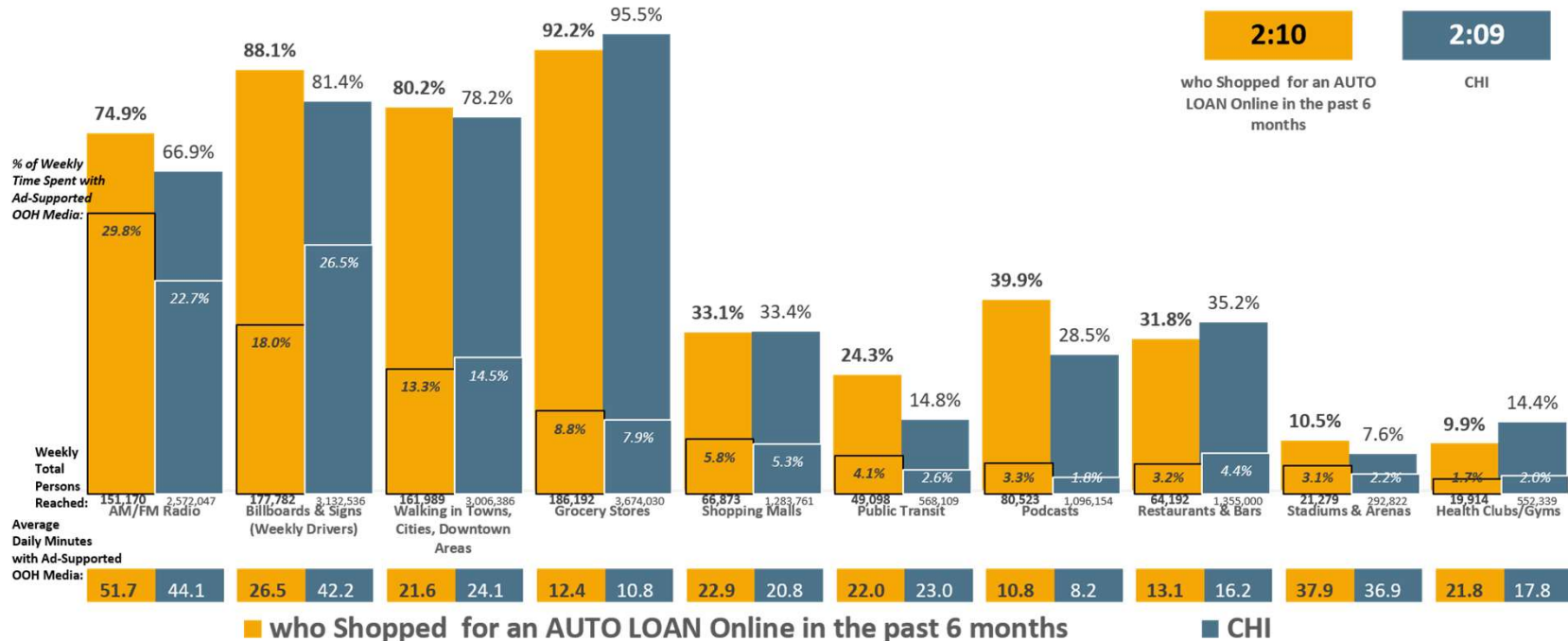


177,782 or 88.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 26.5 minutes per day driving, seeing Billboards and Signs representing 18.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 167
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

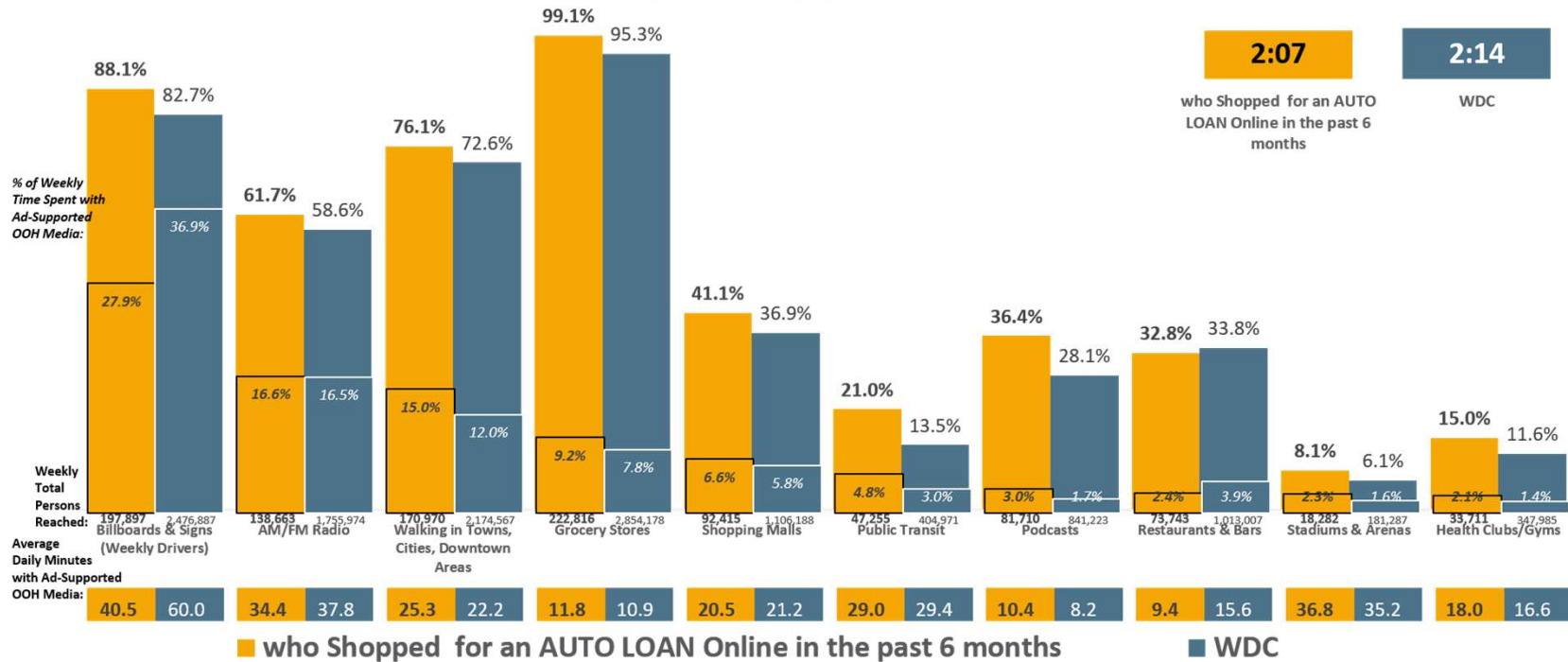


197,897 or 88.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 40.5 minutes per day driving, seeing Billboards and Signs representing 27.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 343 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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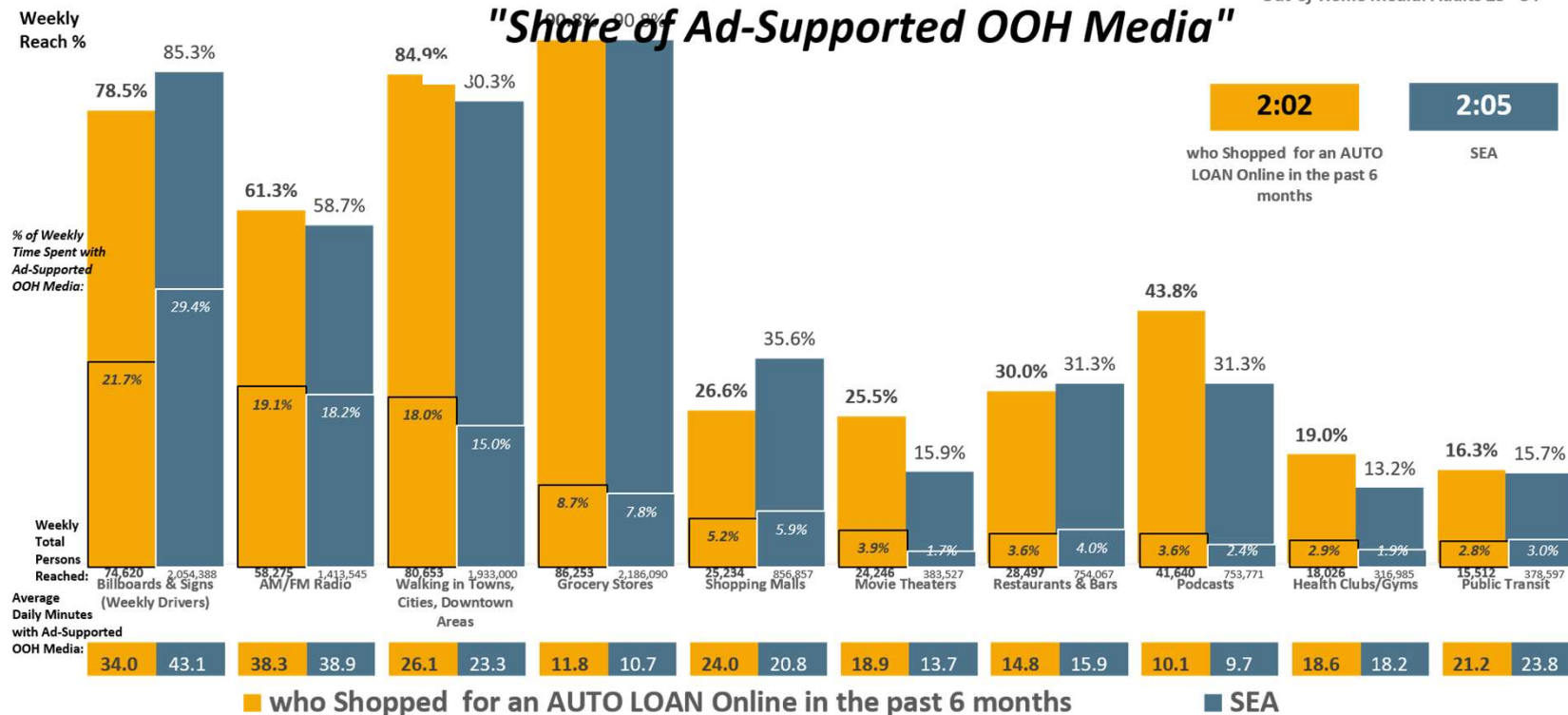
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



74,620 or 78.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 34. minutes per day driving, seeing Billboards and Signs representing 21.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54



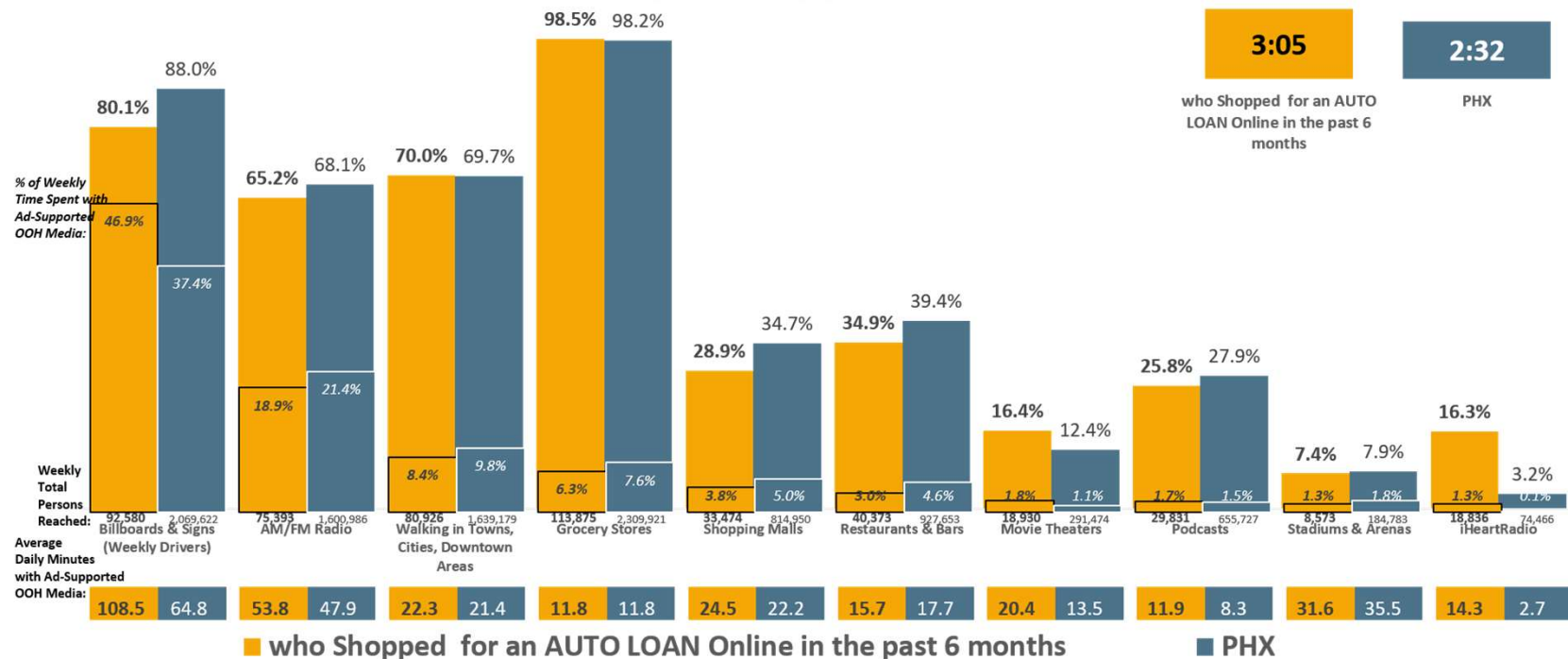


92,580 or 80.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 108.5 minutes per day driving, seeing Billboards and Signs representing 46.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:05
who Shopped for an AUTO LOAN Online in the past 6 months

2:32
PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

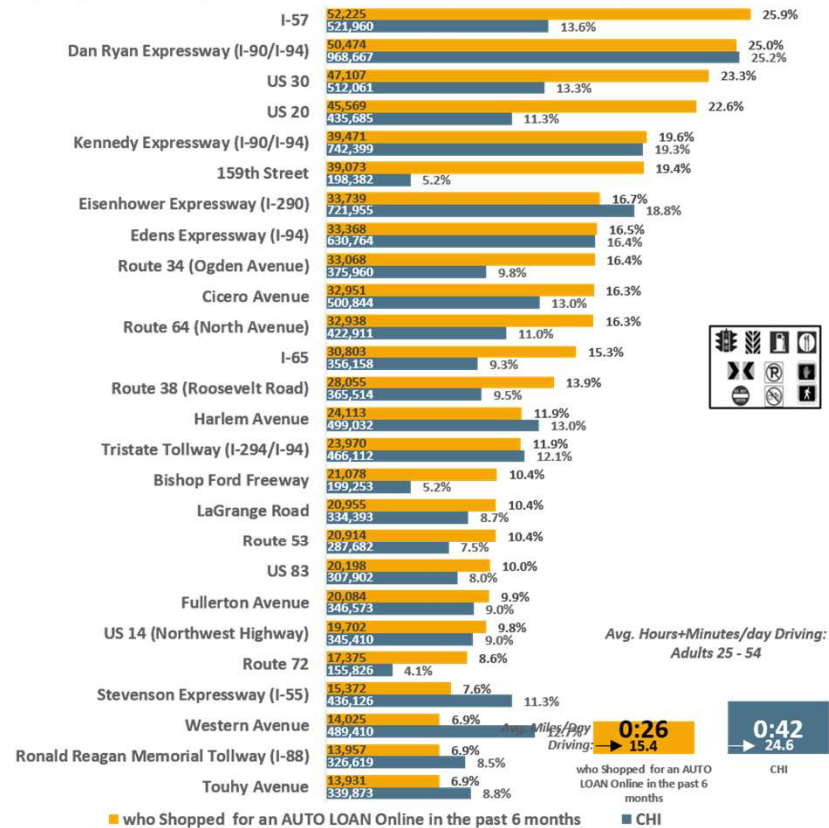
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

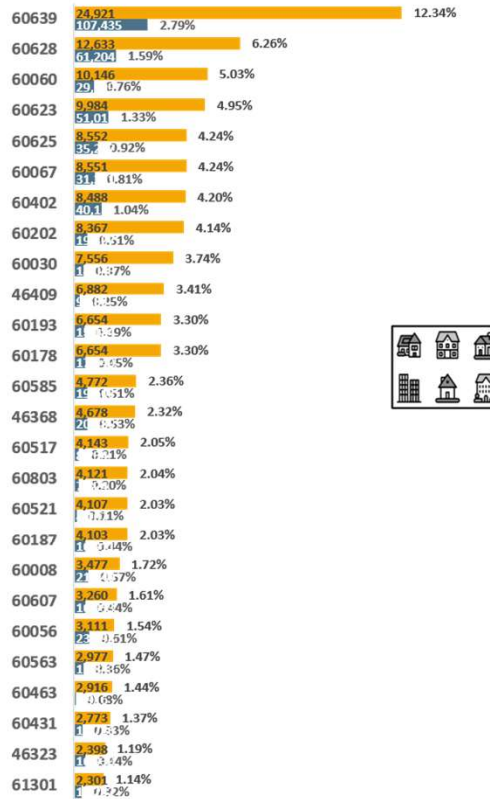


177,782 or 88.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 26.5 minutes per day driving an average of 15.4 miles each day and are 275.3% more likely to use 159th Street than the Metro average.

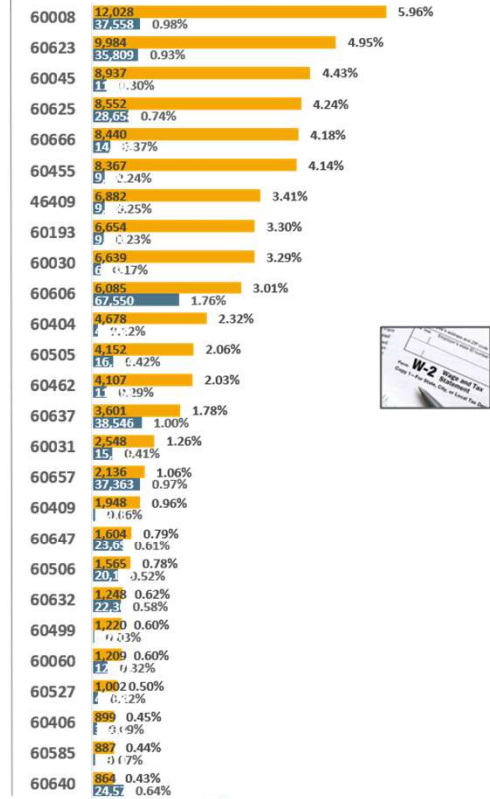
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



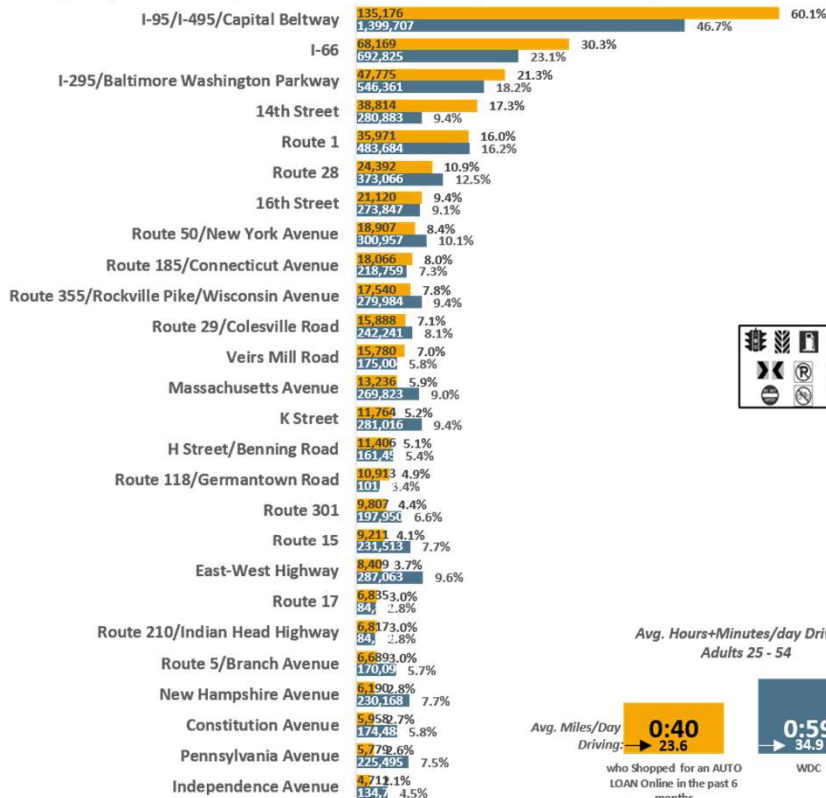
Top-26 Employment Zip Codes: Adults 25 - 54





197,897 or 88.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 40.5 minutes per day driving an average of 23.6 miles each day and are 84.1% more likely to use 14th Street than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Avg. Hours+Minutes/day Driving:
Adults 25 - 54

Avg. Miles/Day
Driving:

0:40
23.6

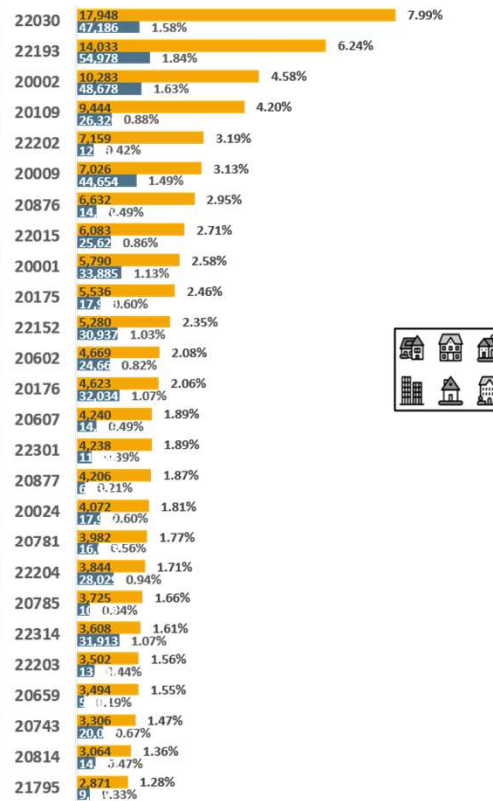
who Shopped for an AUTO
LOAN Online in the past 6
months

0:59
34.9

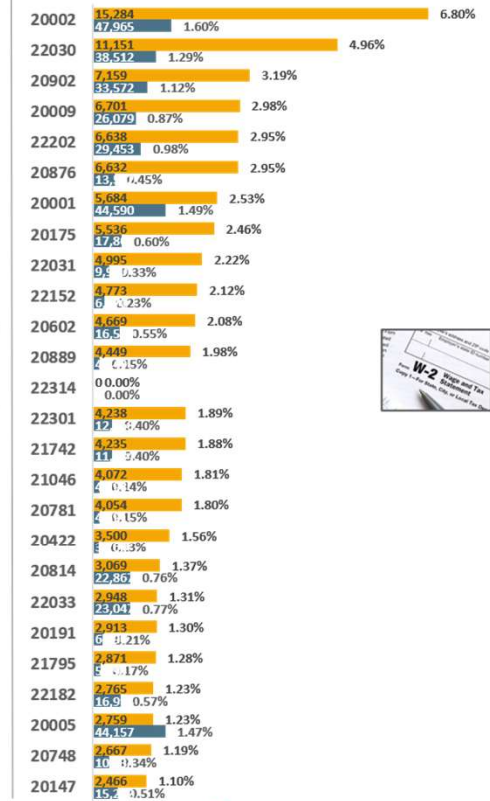
WDC

who Shopped for an AUTO LOAN Online in the past 6 months WDC

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54

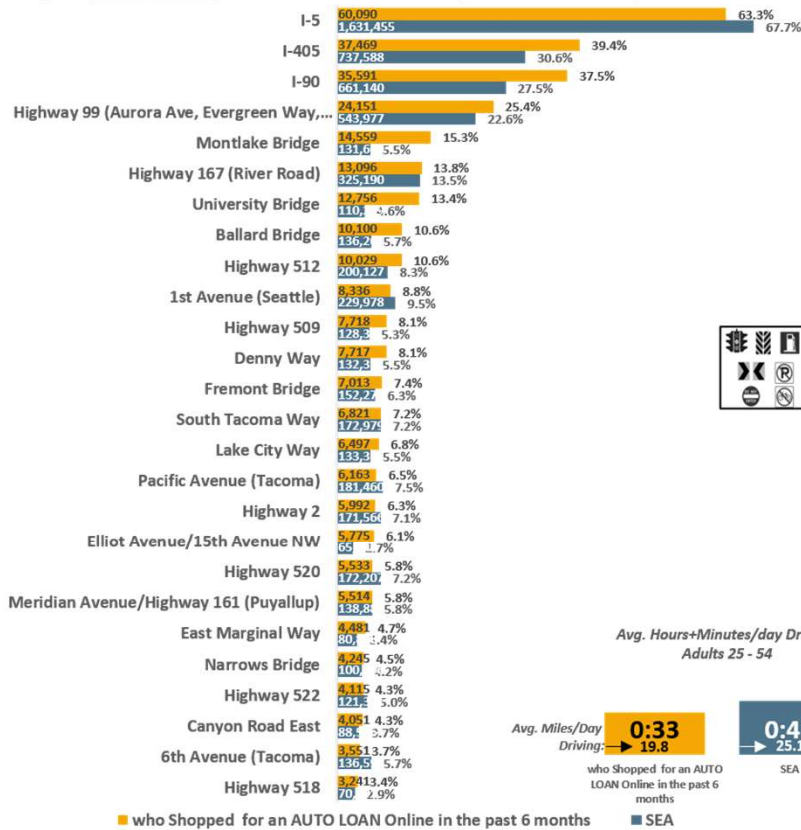


soefa.ai Share of Everything for Anything

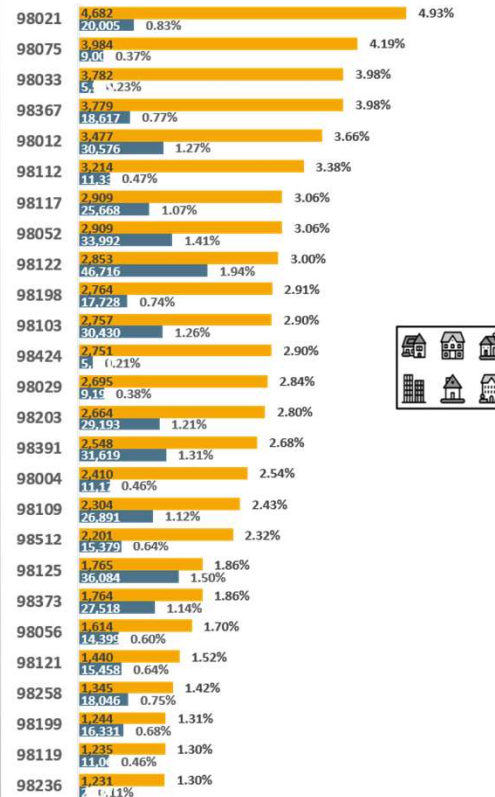


74,620 or 78.5% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 34. minutes per day driving an average of 19.8 miles each day and are 193.3% more likely to use University Bridge than the Metro average.

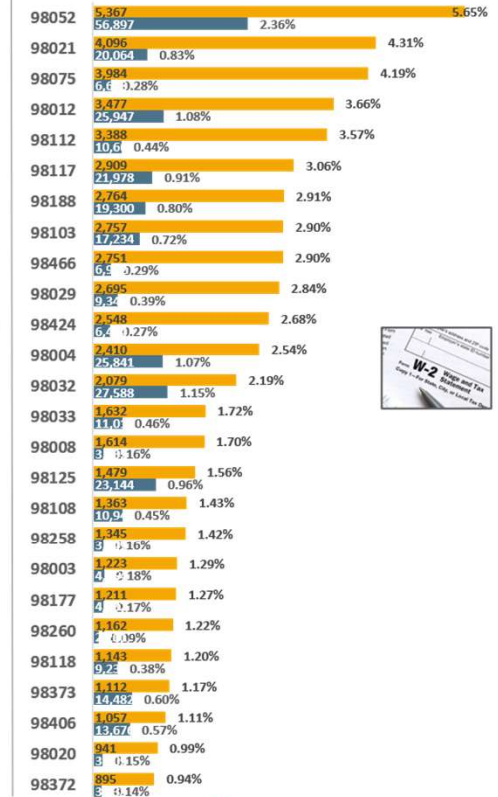
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



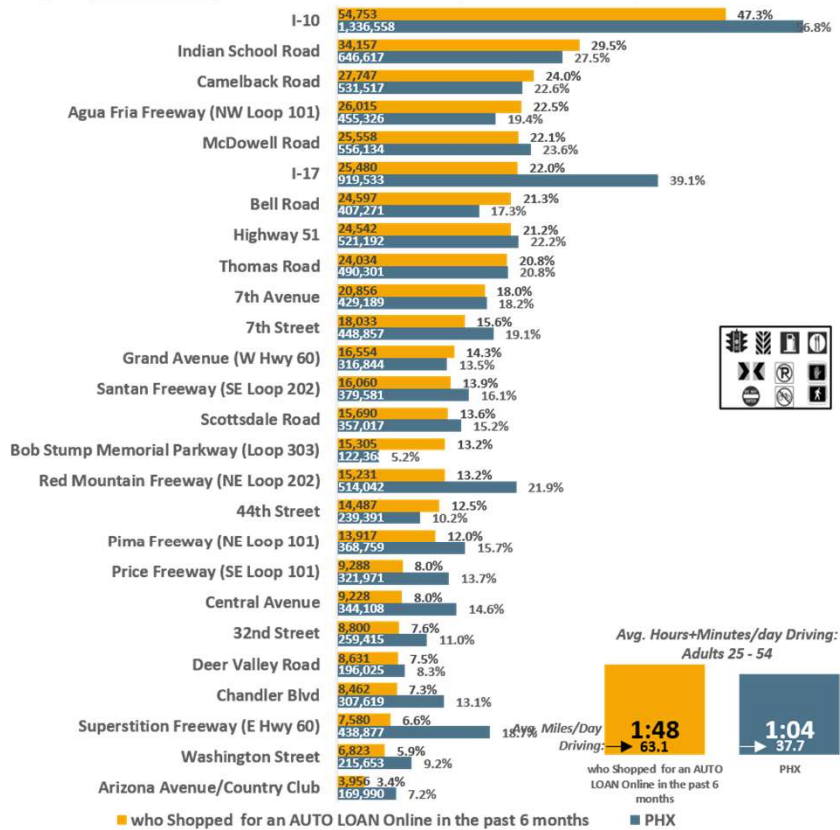
Top-26 Employment Zip Codes: Adults 25 - 54



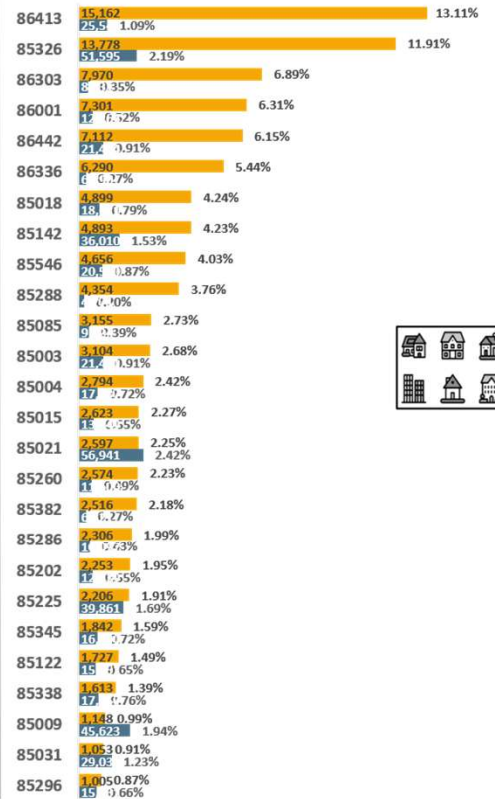


92,580 or 80.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months spend an average of 108.5 minutes per day driving an average of 63.1 miles each day and are 154.4% more likely to use Bob Stump Memorial Parkway (Loop 303) than th

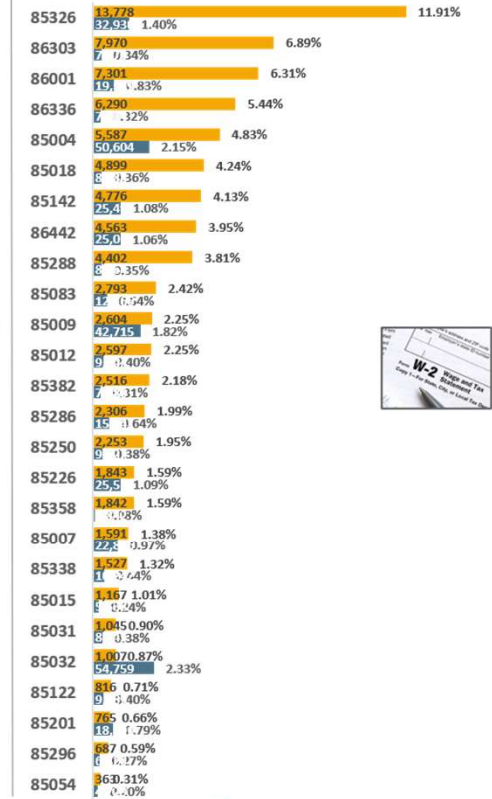
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



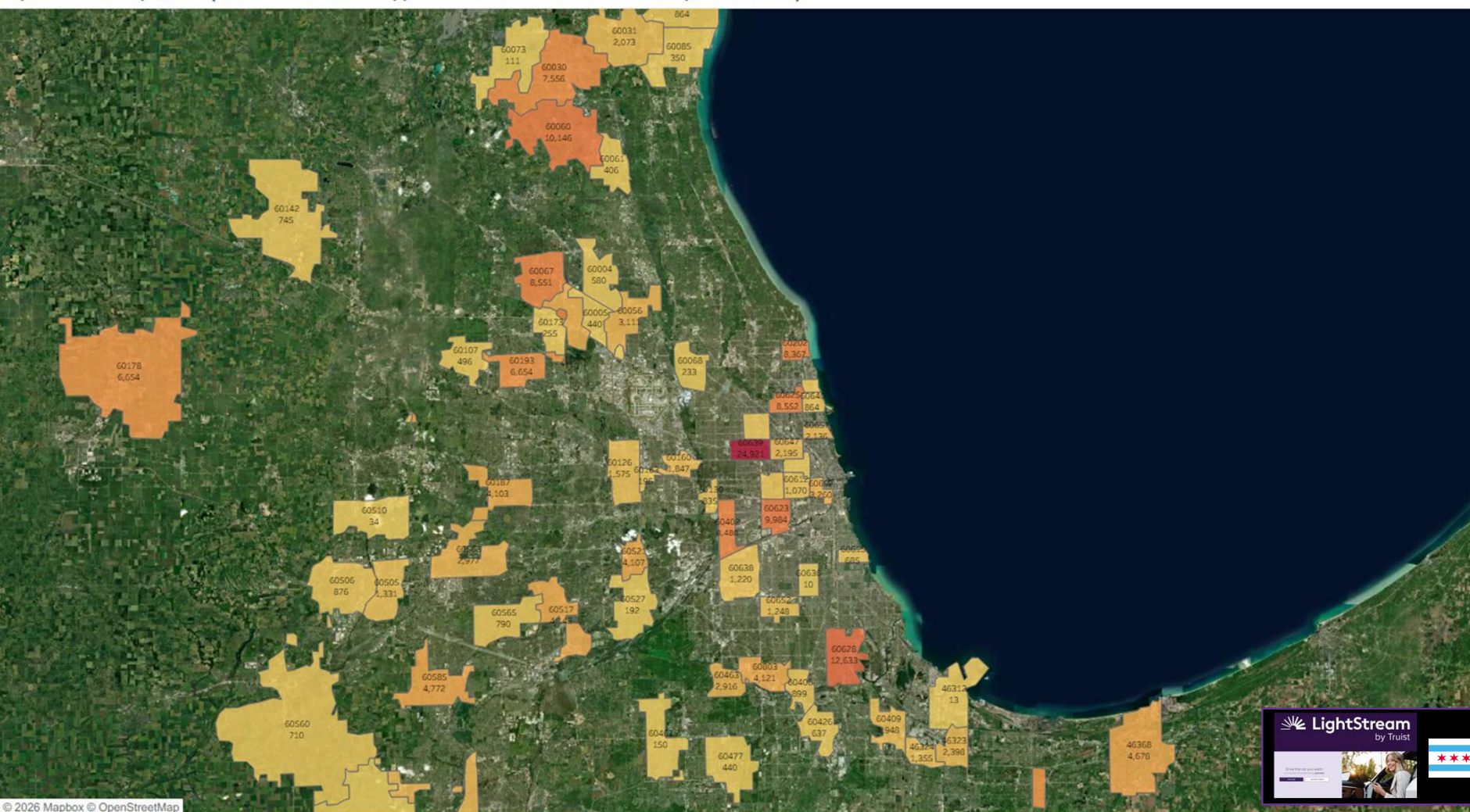
Top-26 Residential Zip Codes: Adults 25 - 54



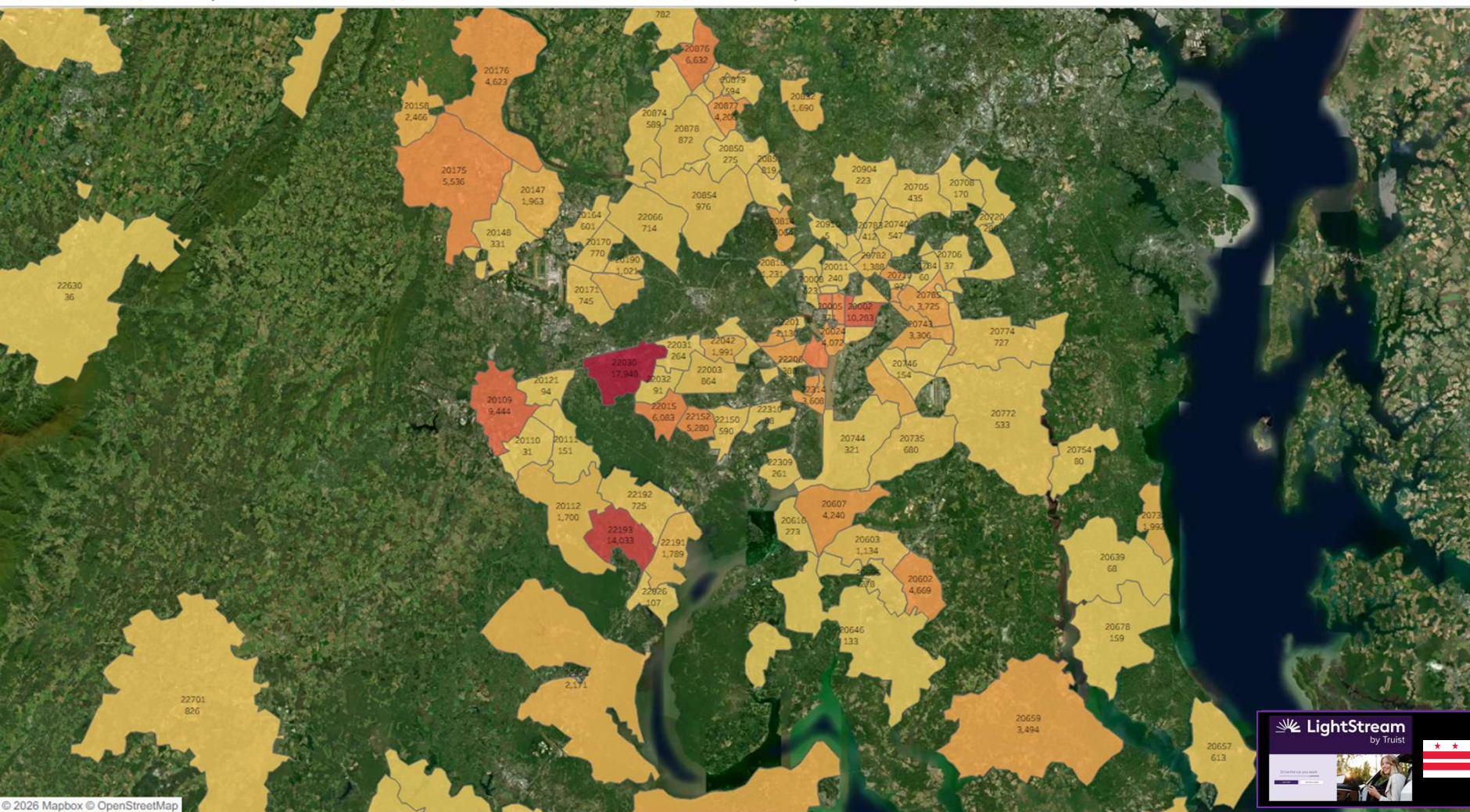
Top-26 Employment Zip Codes: Adults 25 - 54



SUM(Adults 25 - 54 wh...
10 24,921



Top Residential Zip Codes: (Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months)



SUM(Adults 25 - 54 wh...

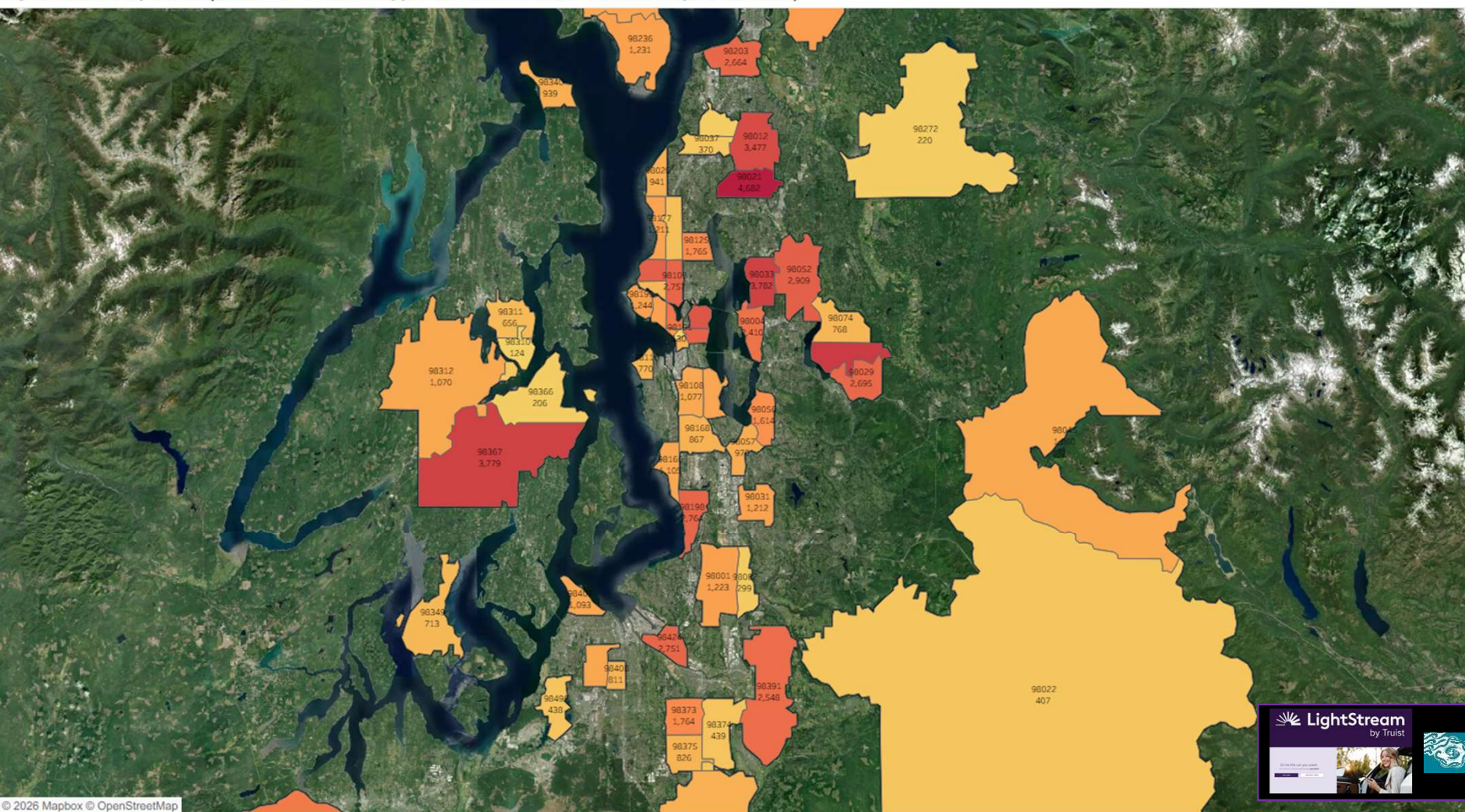


© 2026 Mapbox © OpenStreetMap

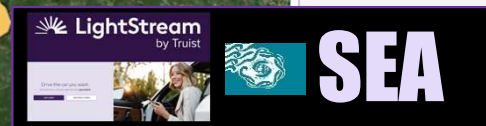
LightStream
by Truist

WDC

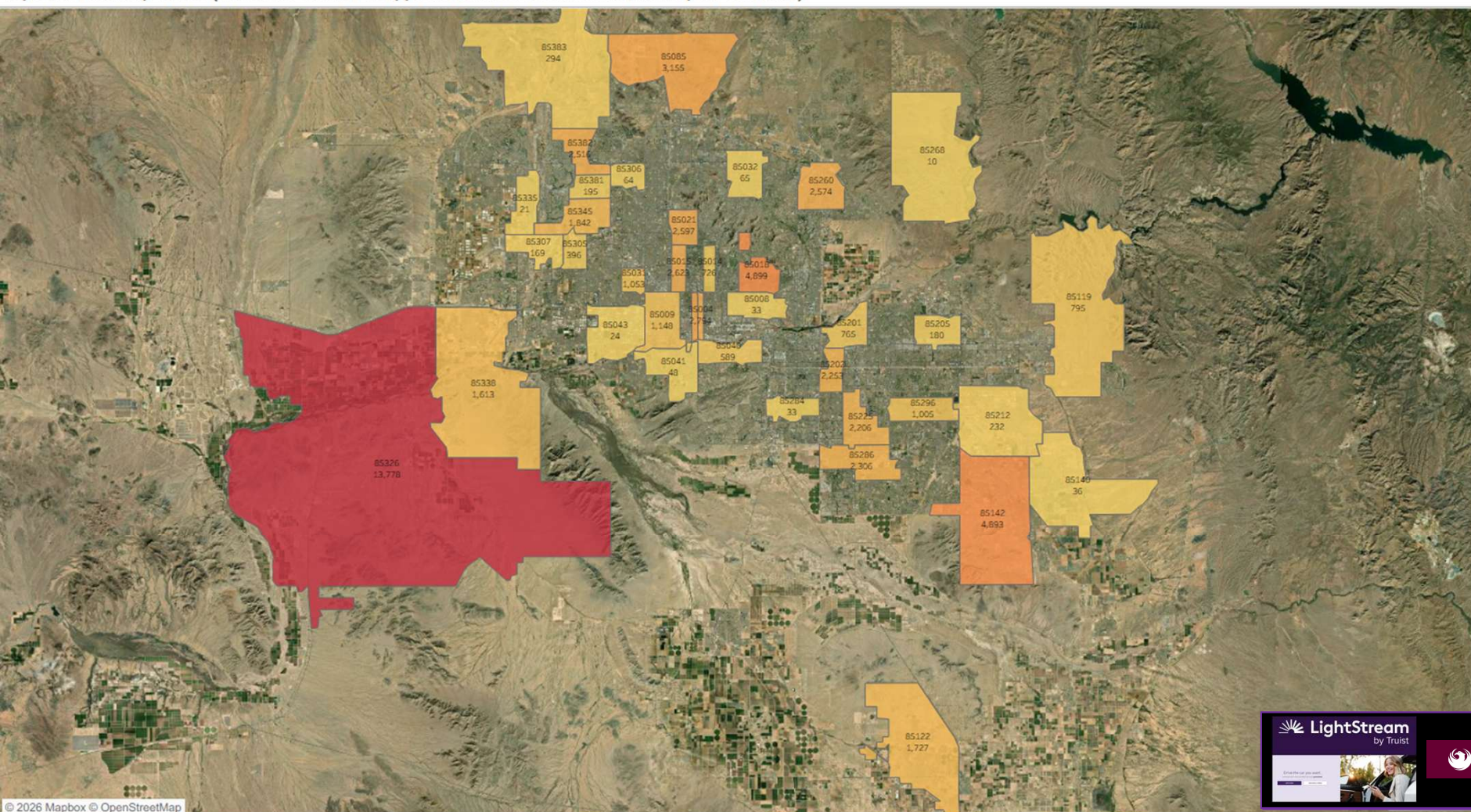
Top Residential Zip Codes: (Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months)



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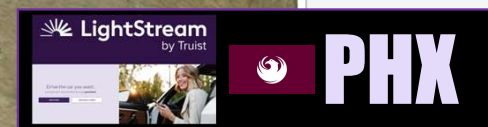
Top Residential Zip Codes: (Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months)



SUM(Adults 25 - 54 wh...



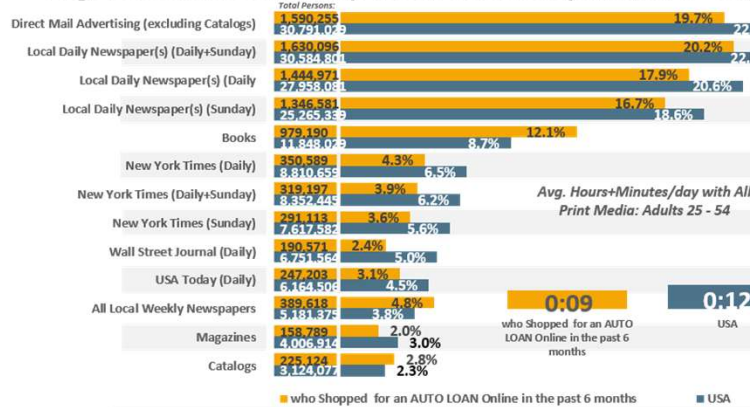
© 2026 Mapbox © OpenStreetMap



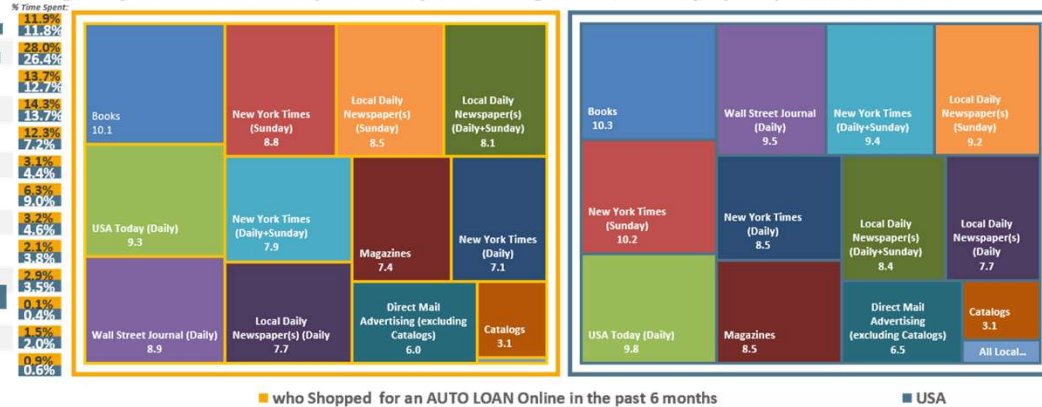


1,630,096 or 20.2% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

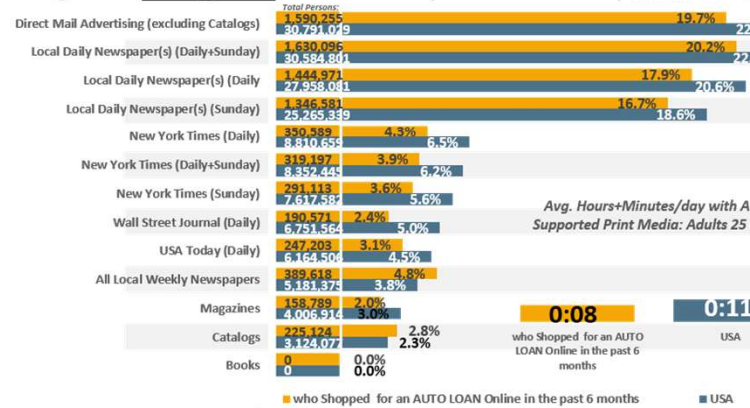
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



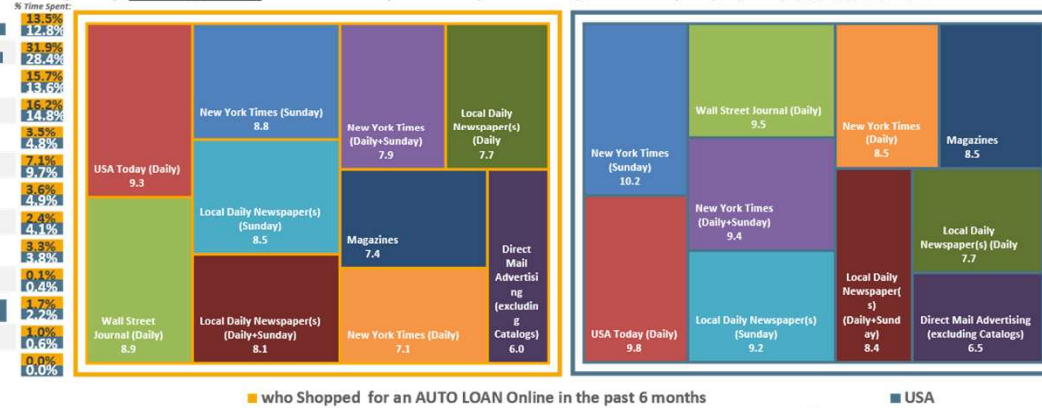
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,136
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

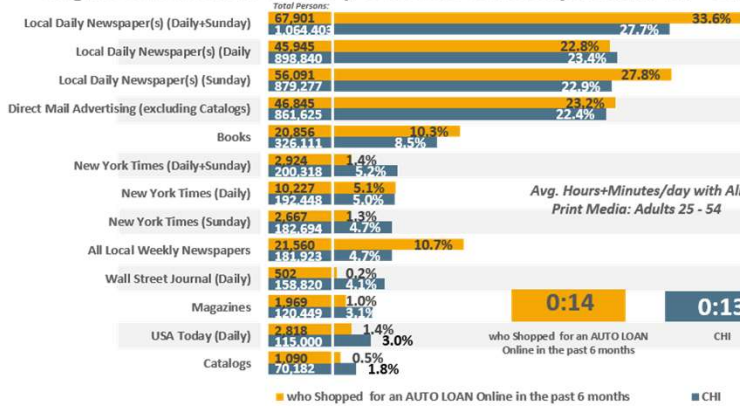
soefa.ai Share of Everything for Anything

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto

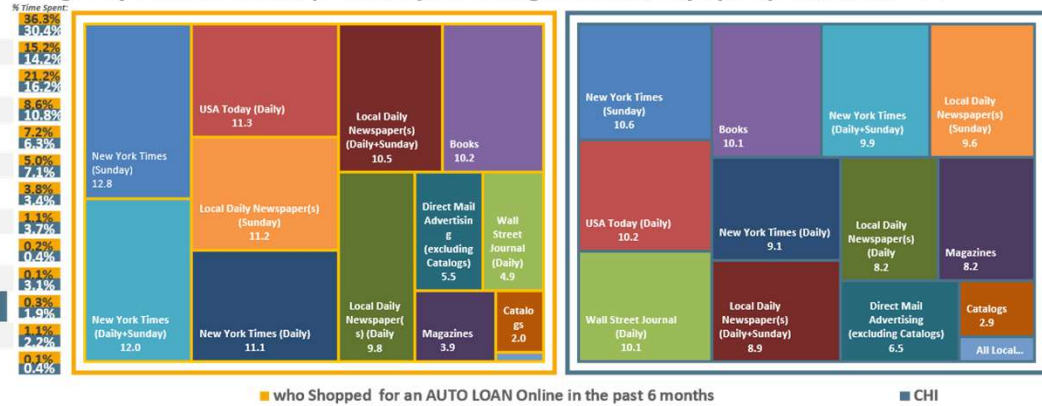


67,901 or 33.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 39.1% of all time spent daily with All forms of Print Media.

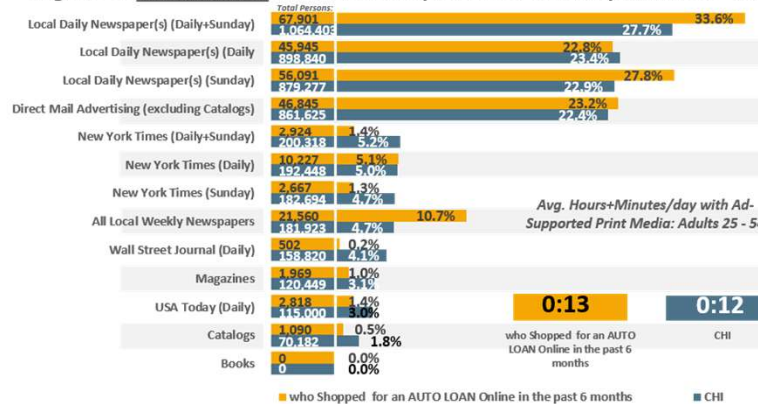
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



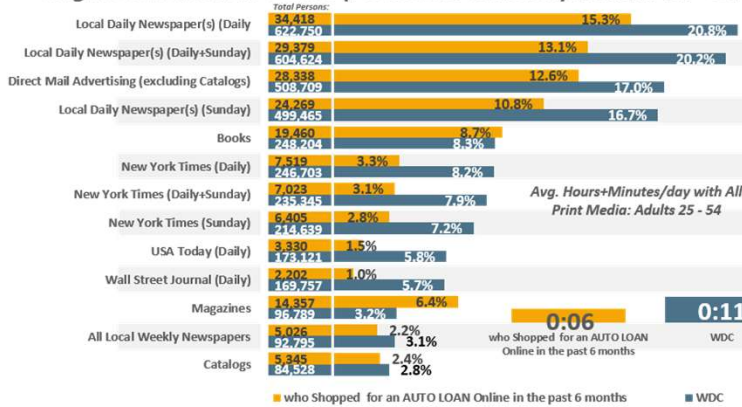
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





29,379 or 13.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

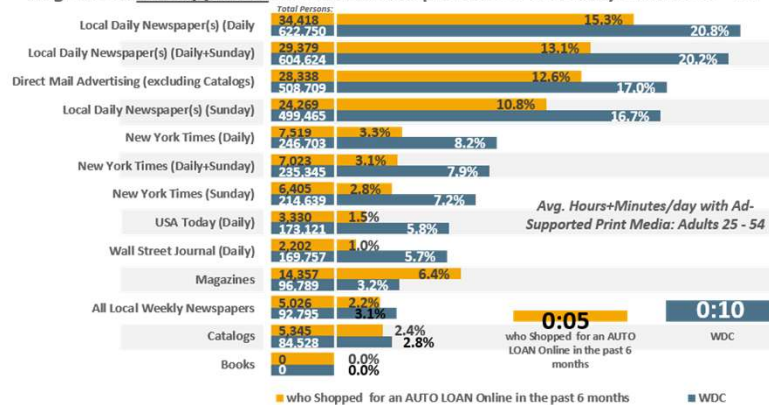
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



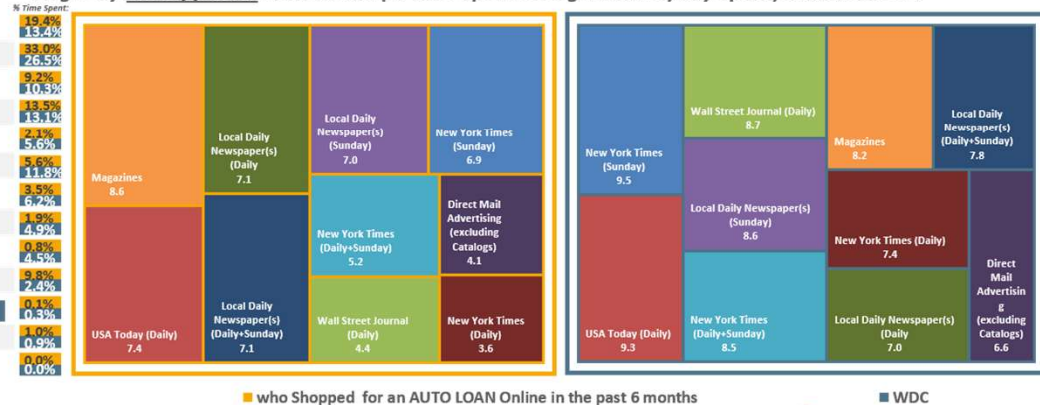
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



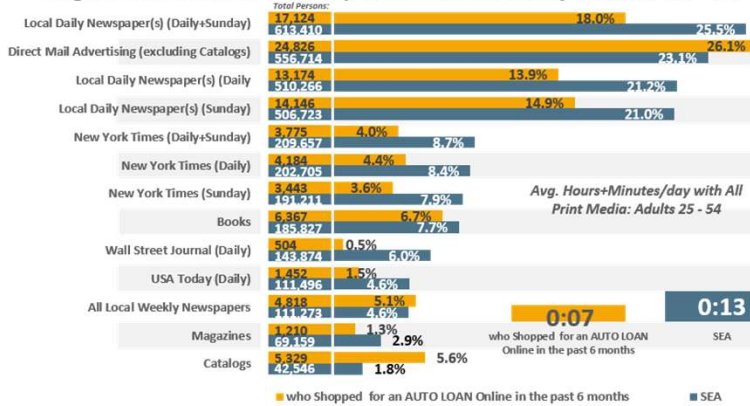
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



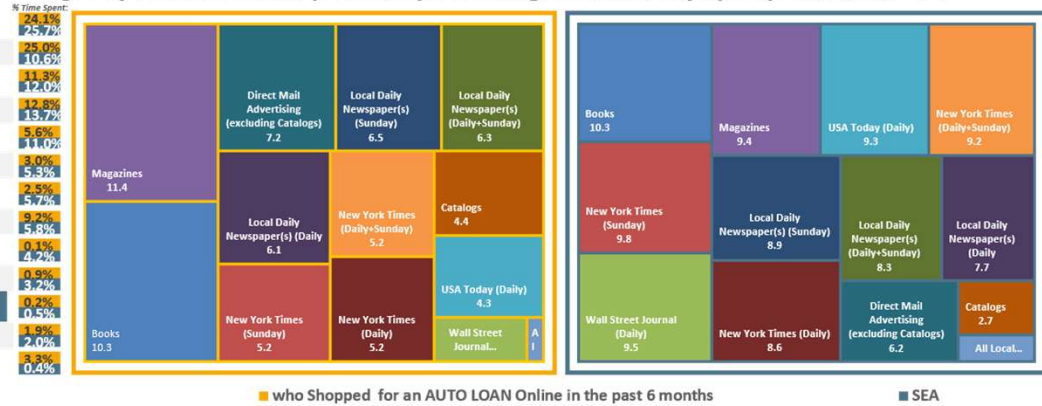


24,826 or 26.1% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Direct Mail Advertising (excluding Catalogs) for an average of 7.2 minutes every day representing 27.5% of all time spent daily with All forms of Print Media

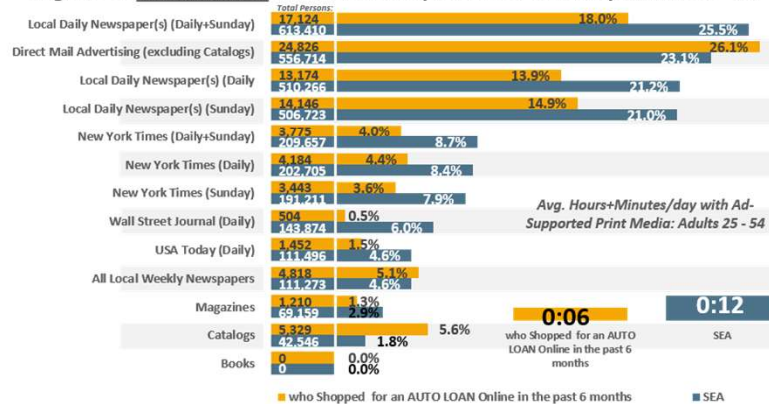
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



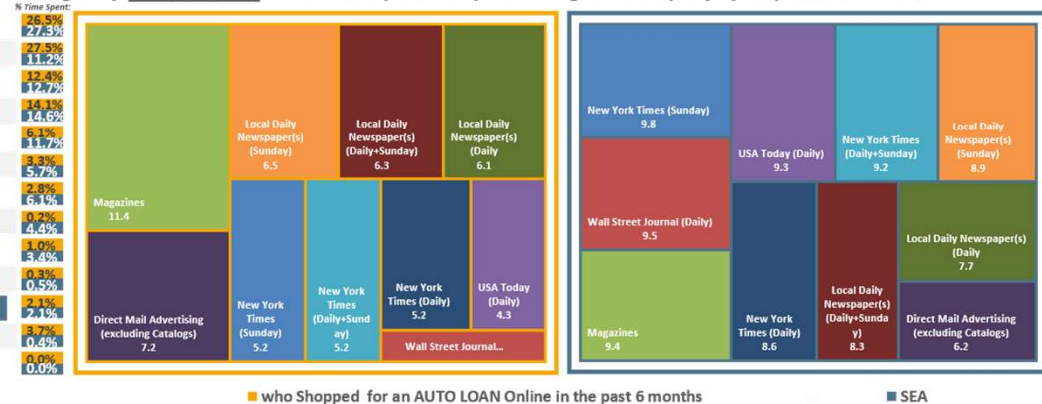
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



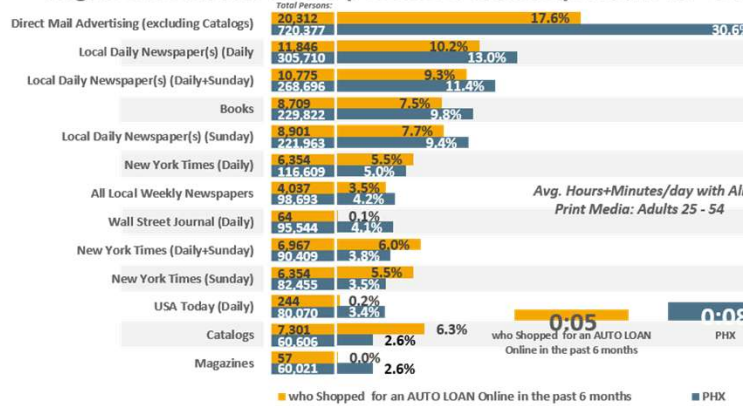
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





20,312 or 17.6% of Adults 25 - 54 who Shopped for an AUTO LOAN Online in the past 6 months read Direct Mail Advertising (excluding Catalogs) for an average of 5.8 minutes every day representing 22.0% of all time spent daily with All forms of Print Media.

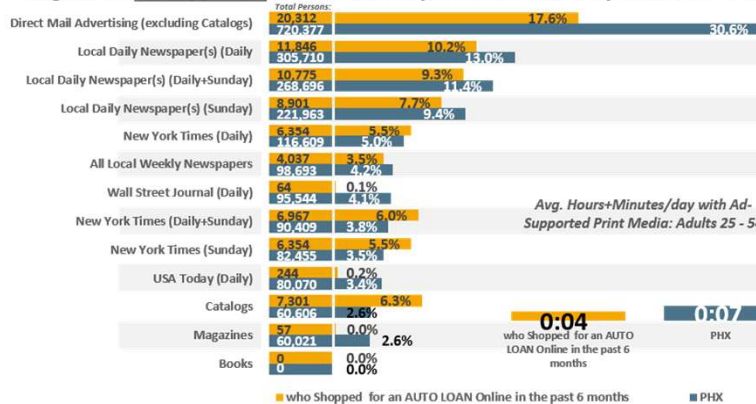
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



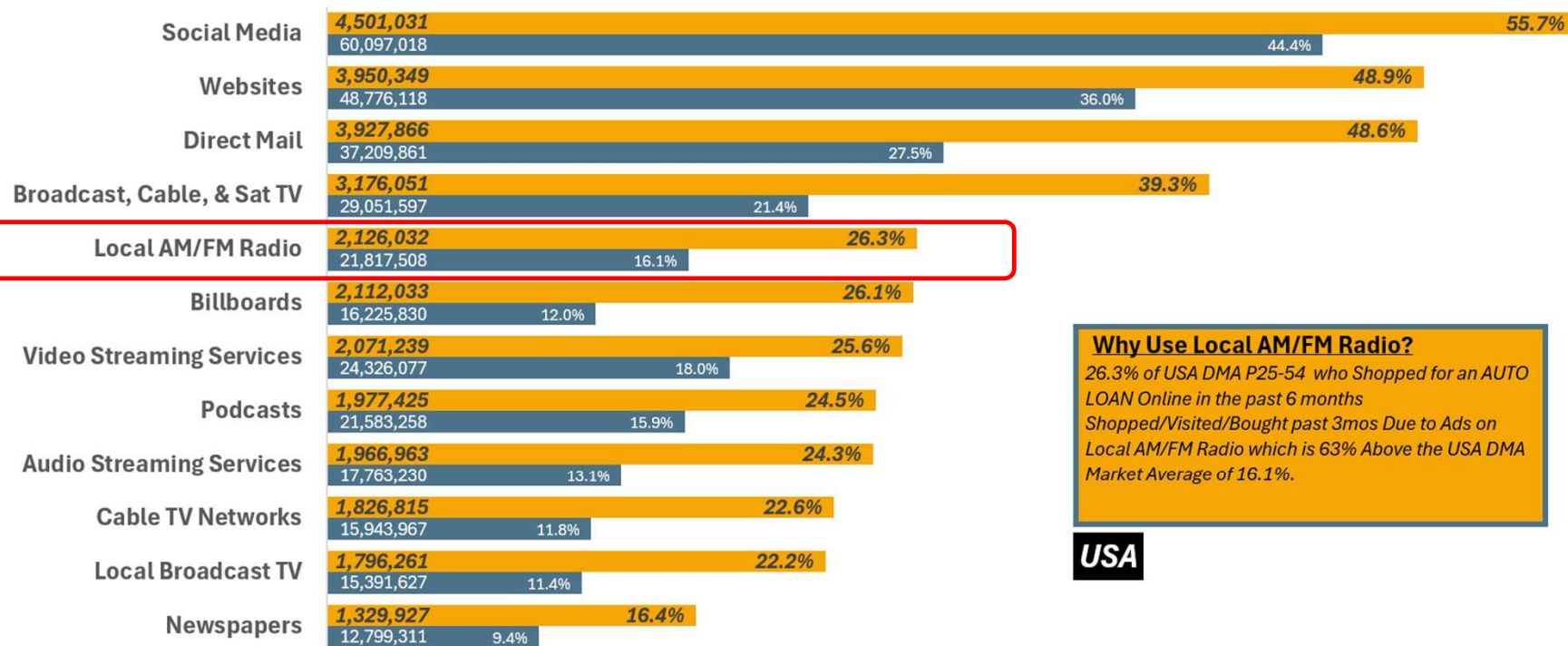
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





"Advertising Actions"

P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

26.3% of USA DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 63% Above the USA DMA Market Average of 16.1%.

USA

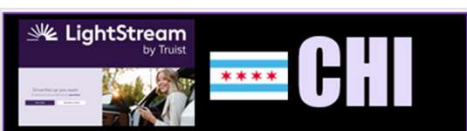
■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 657
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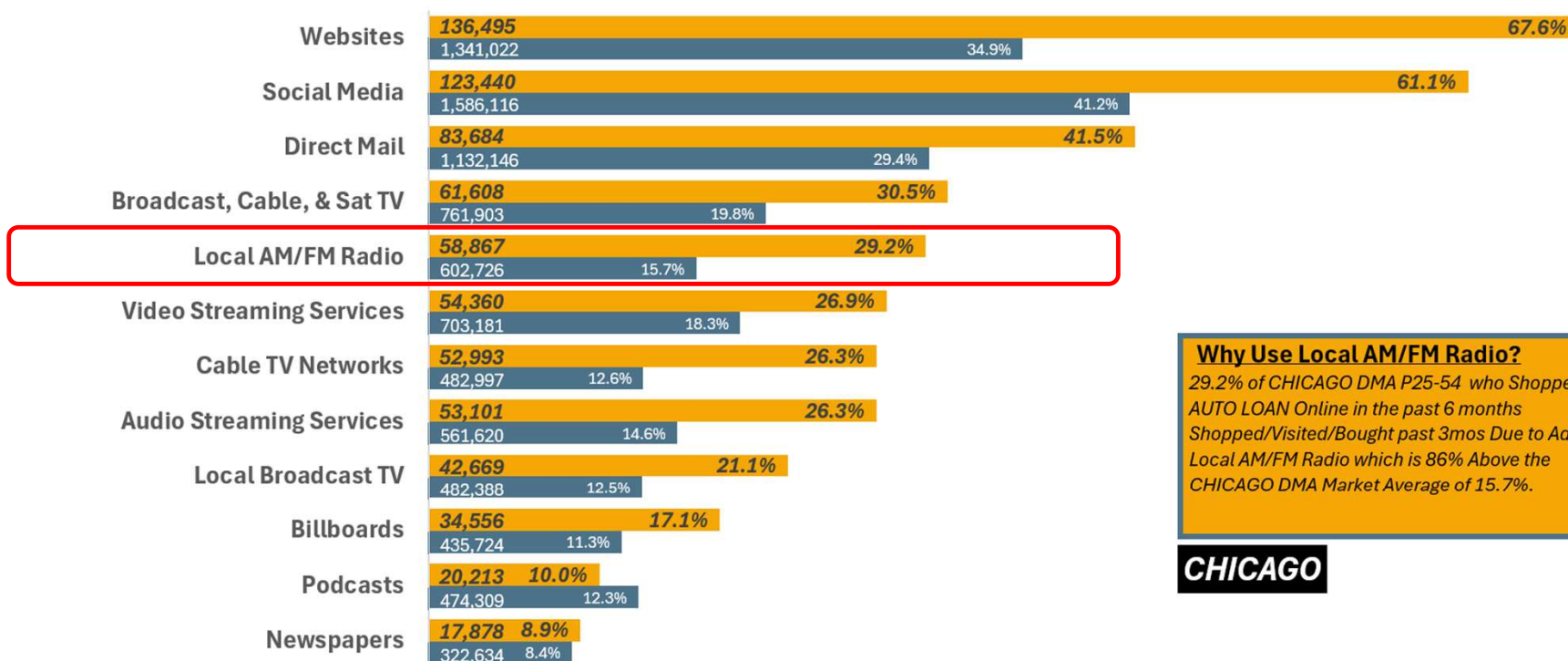
soefa.ai Share of Everything
for Anything ®

Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



"Advertising Actions"

P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

29.2% of CHICAGO DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 86% Above the CHICAGO DMA Market Average of 15.7%.

CHICAGO

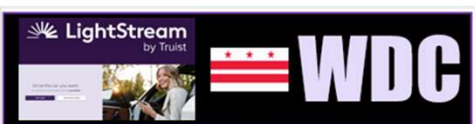
■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 88
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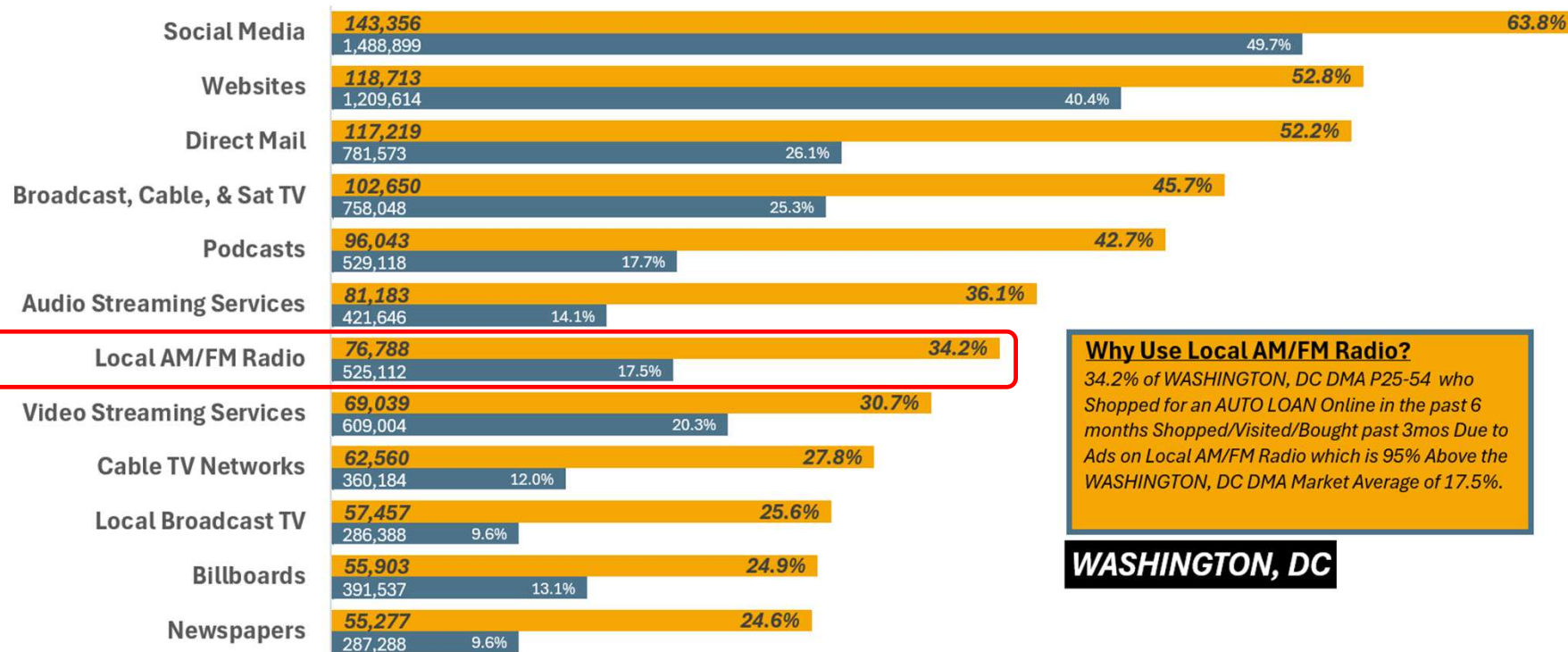
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



"Advertising Actions"

**P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

34.2% of WASHINGTON, DC DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 95% Above the WASHINGTON, DC DMA Market Average of 17.5%.

WASHINGTON, DC

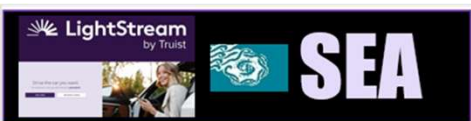
■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 207
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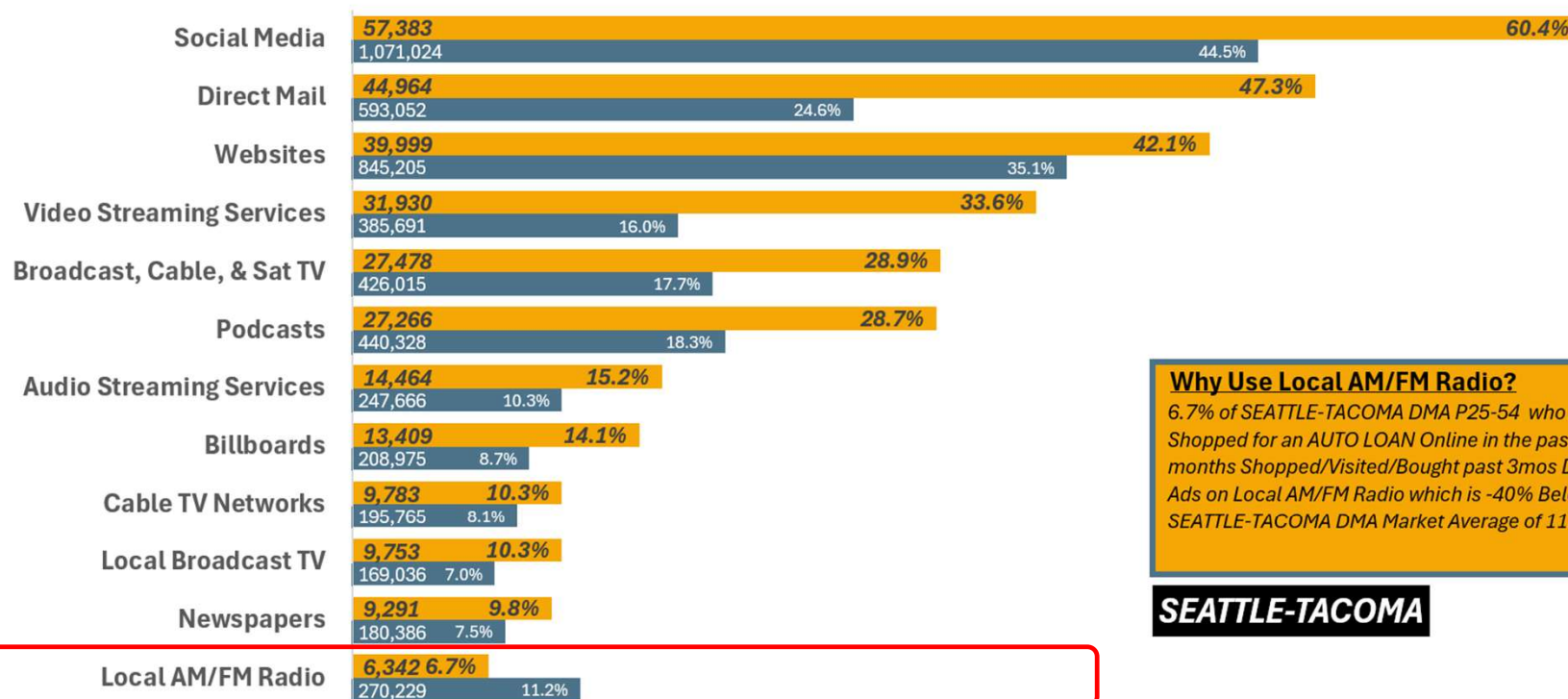
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



"Advertising Actions"

**P25-54 who Shopped for an AUTO LOAN Online in the past 6 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

6.7% of SEATTLE-TACOMA DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -40% Below the SEATTLE-TACOMA DMA Market Average of 11.2%.

SEATTLE-TACOMA

■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

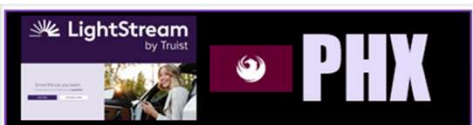
■ P25-54 SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 86

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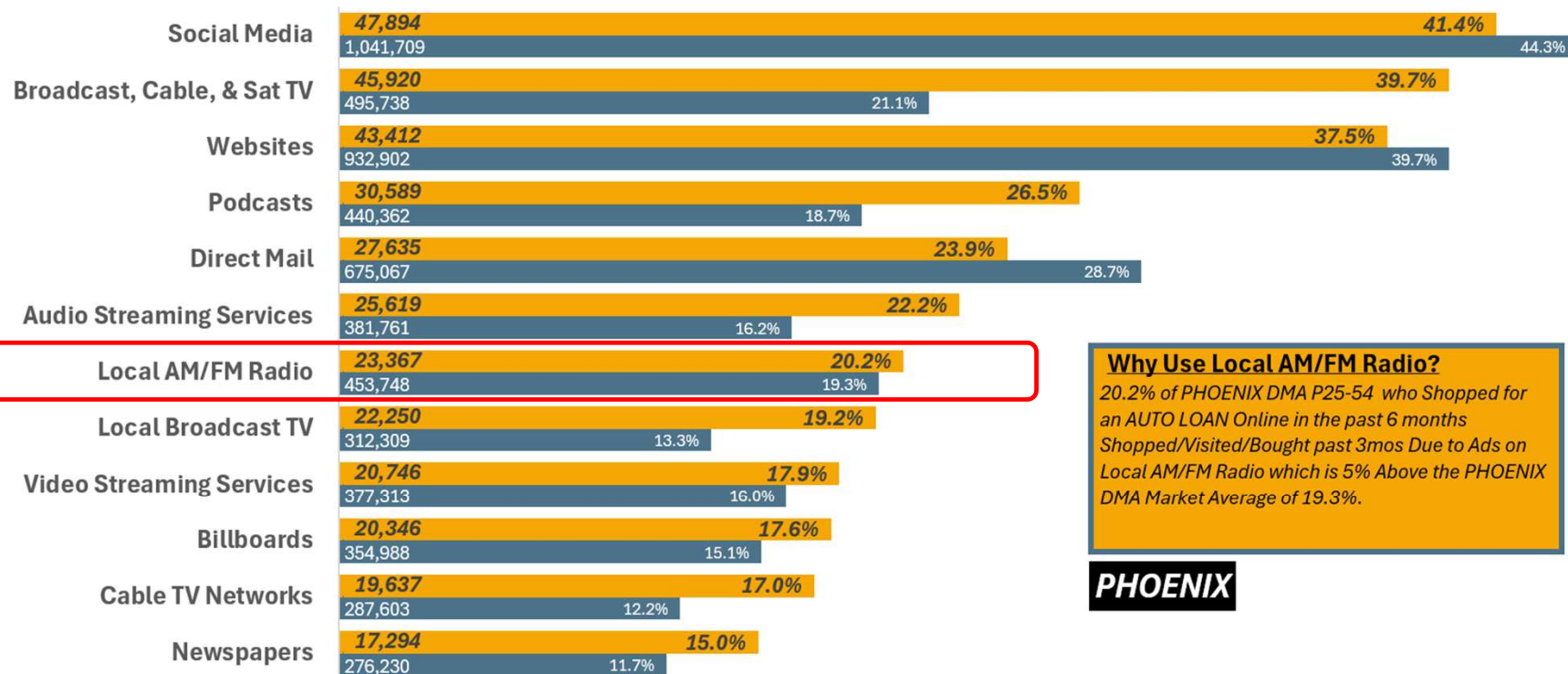
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto



"Advertising Actions"

P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.2% of PHOENIX DMA P25-54 who Shopped for an AUTO LOAN Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the PHOENIX DMA Market Average of 19.3%.

PHOENIX

■ P25-54 who Shopped for an AUTO LOAN Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 61
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Items shopped for on the Internet past 6 months: Finance/Insurance: Loans - auto