

**USA+4 More DMAs – P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 mos!**

# Complete Demographic & Media Use Profiles



# Western Union



## P18+



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months as of August 31, 2025.**

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Delivery time	In minutes	
Total Amount	100.00 USD	

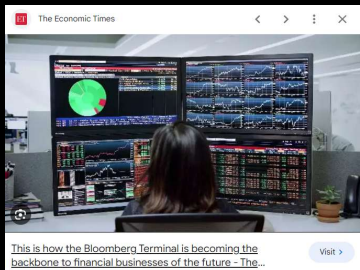
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\*Western Union makes money from FX. Exchange rate shown is an estimate for an account-to-account transfer and subject to change. Offer not available for Quick Collect, credit cards and transfers to Cuba.

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Professional services used by HHLD past 12 months (HHLD): Wire transfer





4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 49.7 years old (2% older than average) and have a \$134,302 (40.8% higher than average) annual household income.

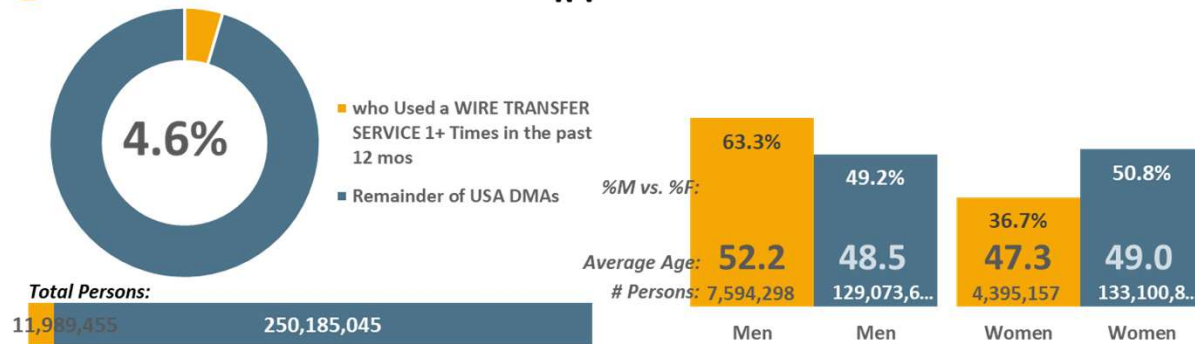


Percent of Market: Adults 18 or older

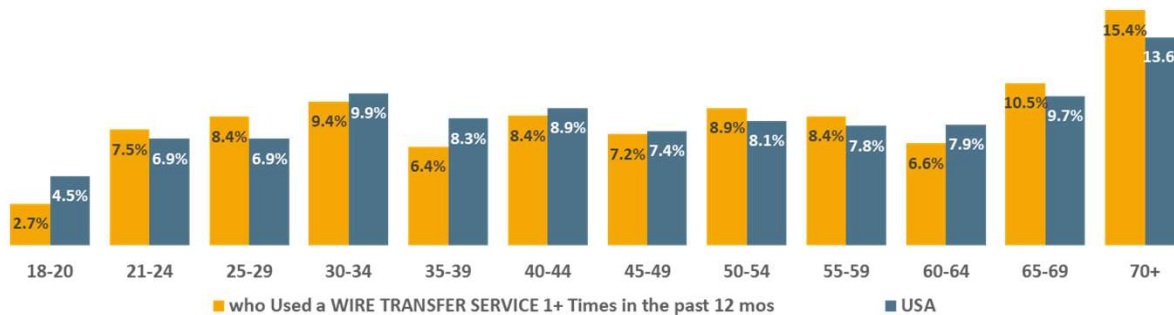


Gender of Target vs. Market: Adults 18 or older

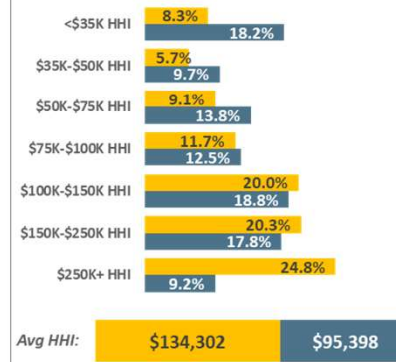
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



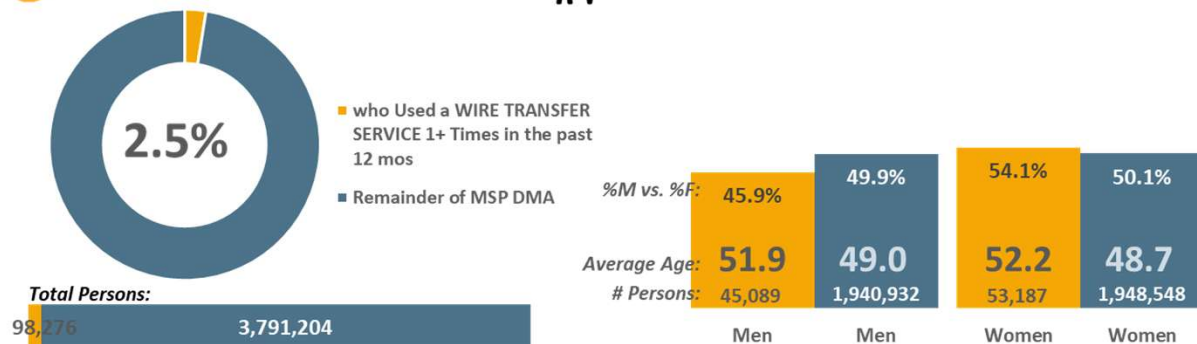
HHI of Target vs. Market:



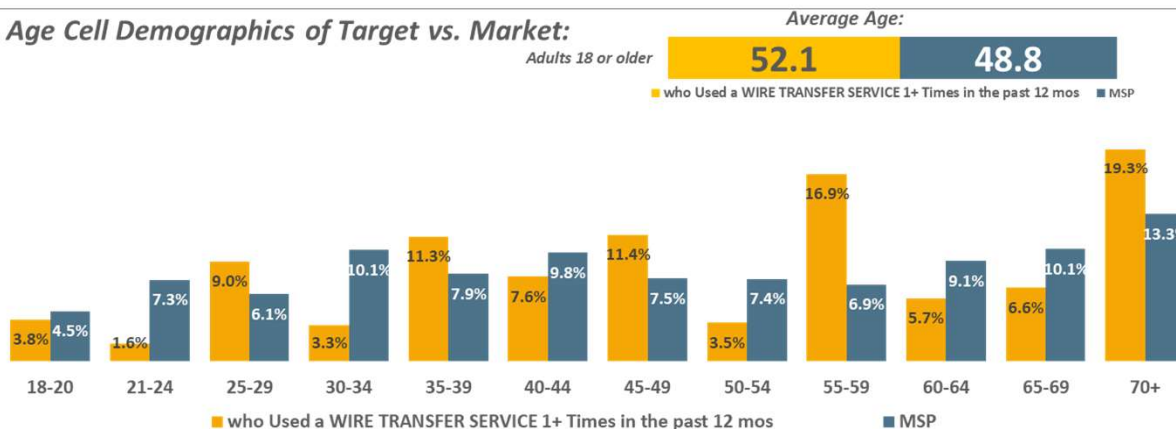


2.5% or 98,276 of MSP DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 52.1 years old (6.6% older than average) and have a \$157,512 (42.8% higher than average) annual household income.

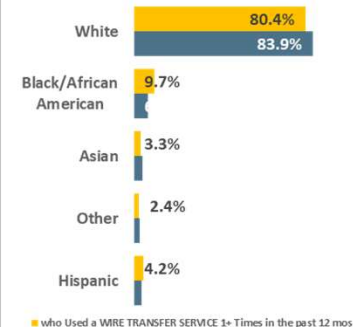
## Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



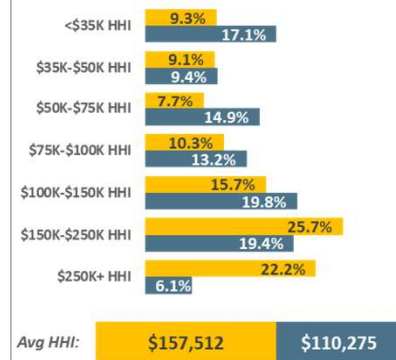
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



## HHI of Target vs. Market:





4.0% or 99,563 of STL DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 49.5 years old (.2% older than average) and have a \$139,816 (39.2% higher than average) annual household income.

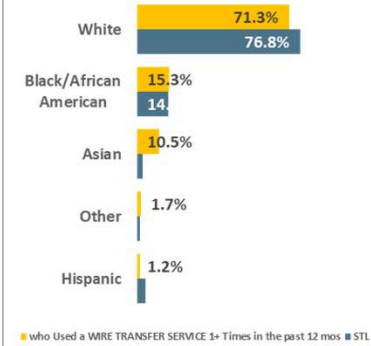
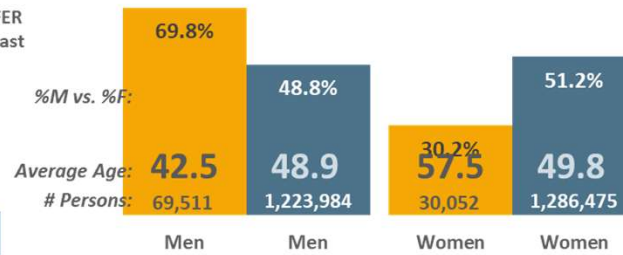
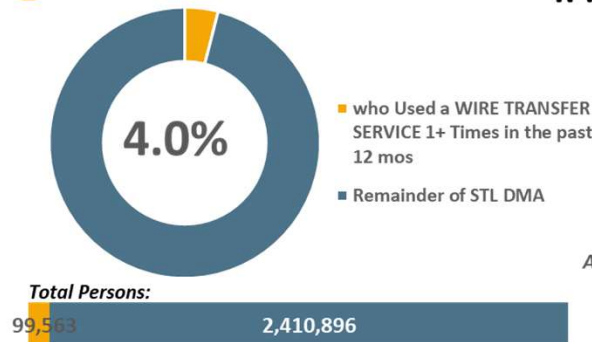


## Percent of Market: Adults 18 or older



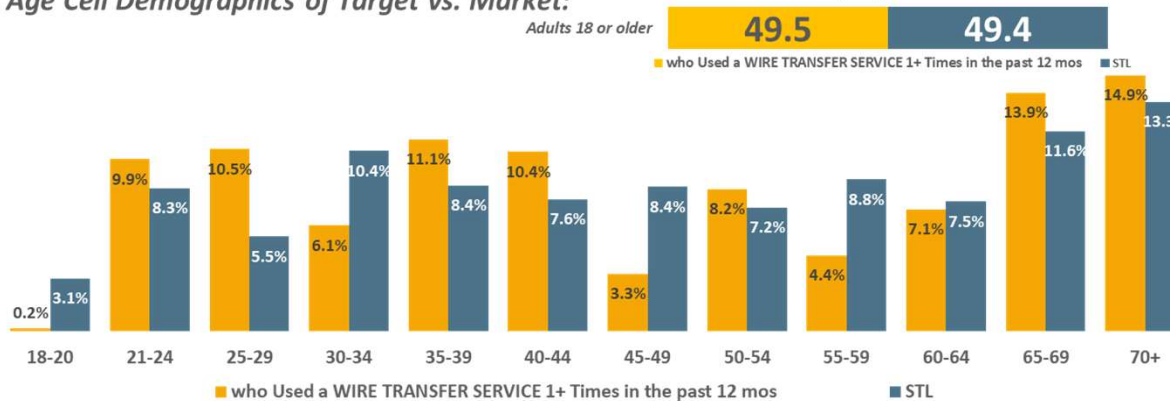
## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:

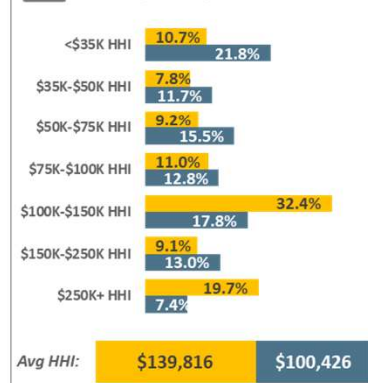


## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:







3.1% or 59,804 of CIN DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 48.5 years old (.3% younger than average) and have a \$138,515 (38.% higher than average) annual household income.

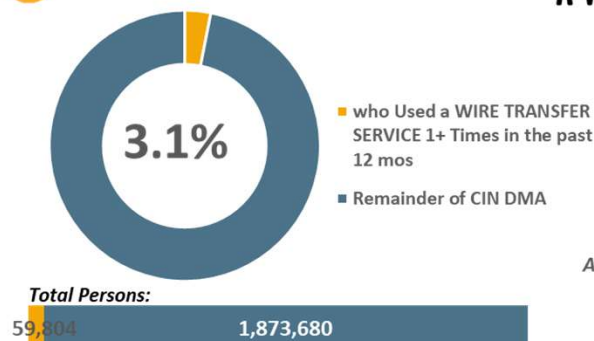


## Percent of Market: Adults 18 or older



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

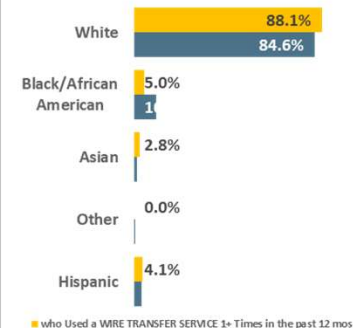
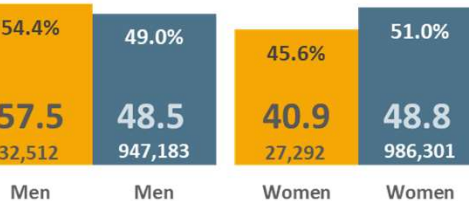
## Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:

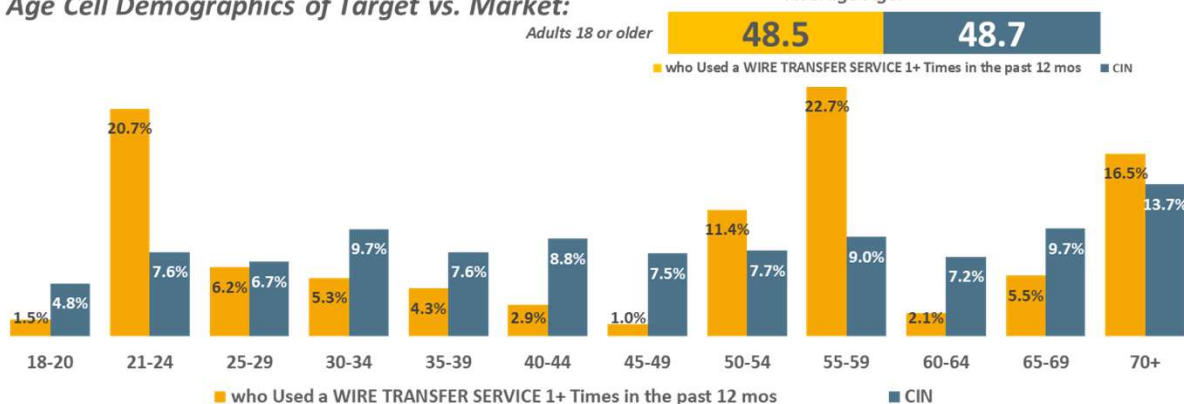


## Age Cell Demographics of Target vs. Market:

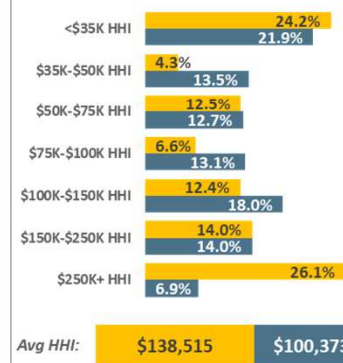
Average Age:

Adults 18 or older

who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos



## HHI of Target vs. Market:





4.6% or 88,649 of WPB DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Typical Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 58.5 years old (10.3% older than average) and have a \$155,186 (52.5% higher than average) annual household income.

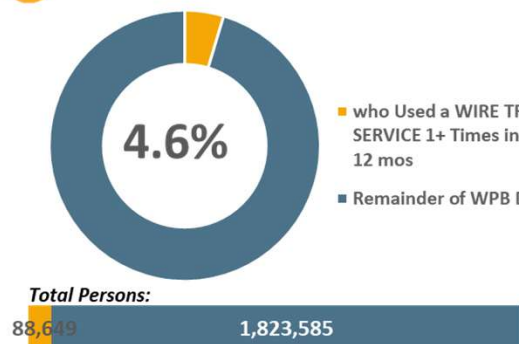


## Percent of Market: Adults 18 or older



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

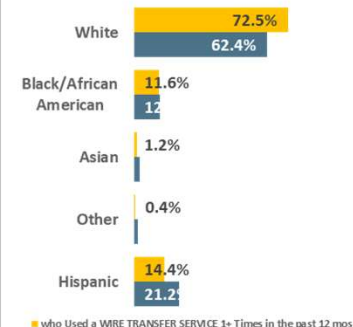
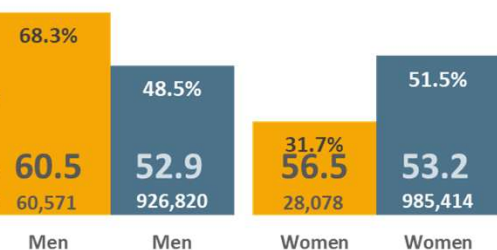
## Ethnicity of Target vs. Market:



%M vs. %F:

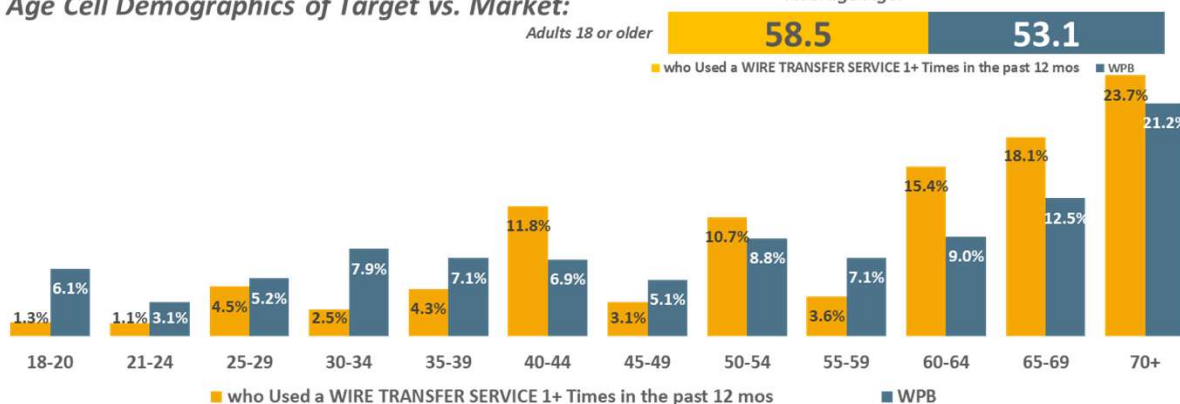
Average Age:

# Persons:

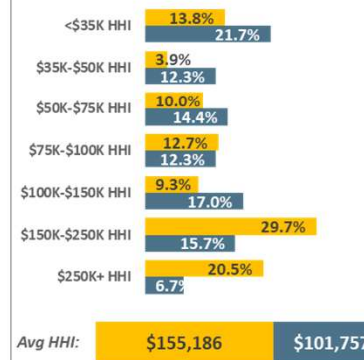


## Age Cell Demographics of Target vs. Market:

Average Age:



## HHI of Target vs. Market:

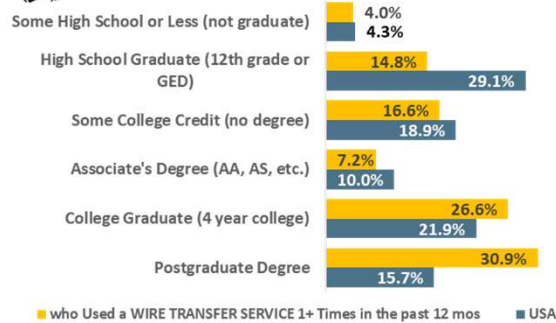




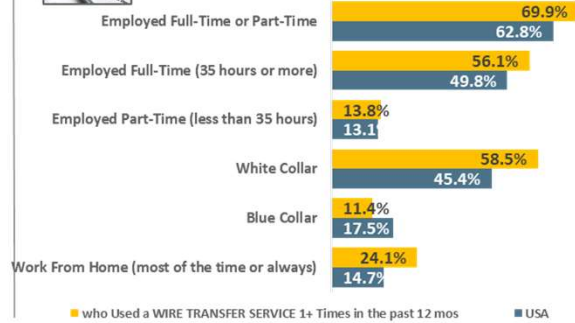
4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 52.5% more likely to be a college graduate, 12.6% more likely to work full-time, 19.2% more likely to be married, 11.5% more likely to be a parent of 1 or more children un



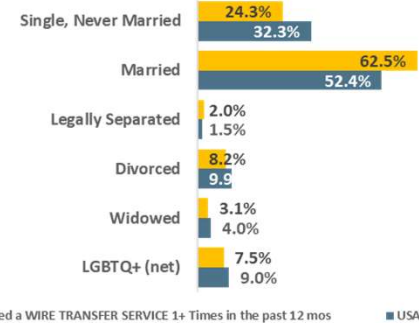
### Education Levels: Adults 18 or older



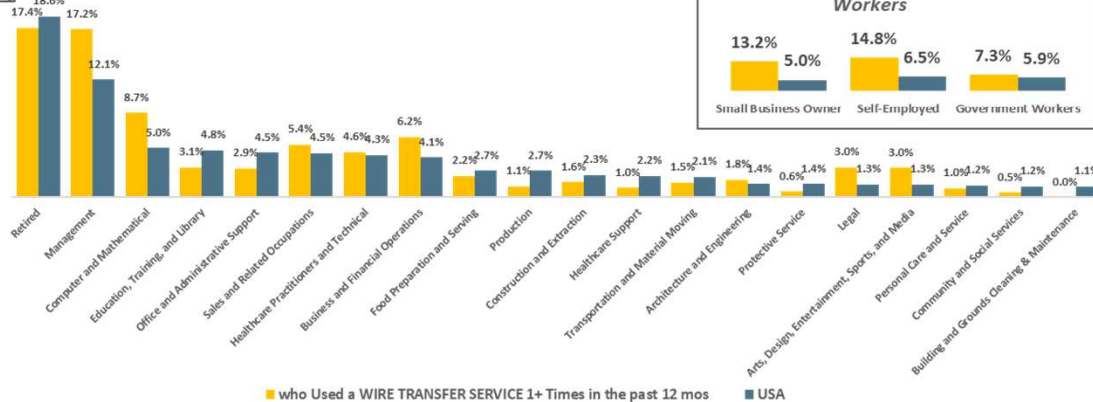
### Employment: Adults 18 or older



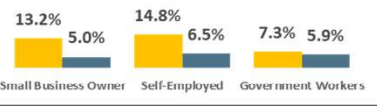
### Marital Status: Adults 18 or older



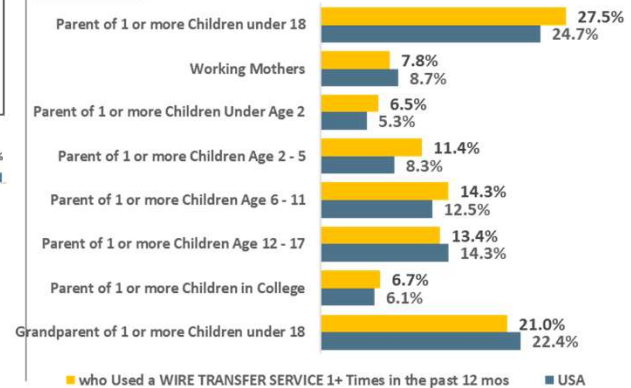
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



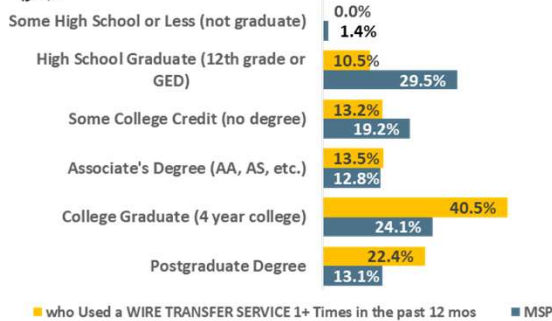
### Stage in Life: Adults 18 or older



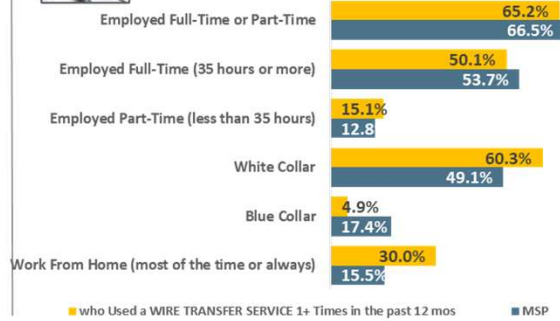


2.5% or 98,276 of MSP DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 69.3% more likely to be a college graduate, 6.8% less likely to work full-time, 28.% more likely to be married, 8.6% less likely to be a parent of 1 or more children under

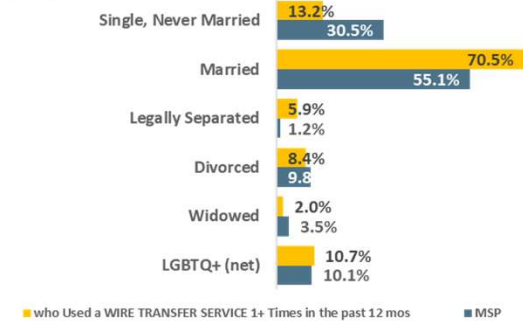
## Education Levels: Adults 18 or older



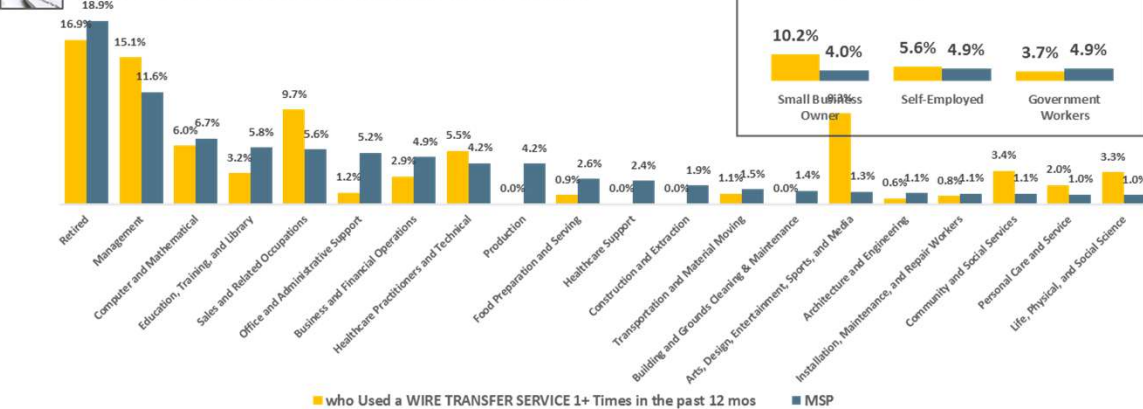
## Employment: Adults 18 or older



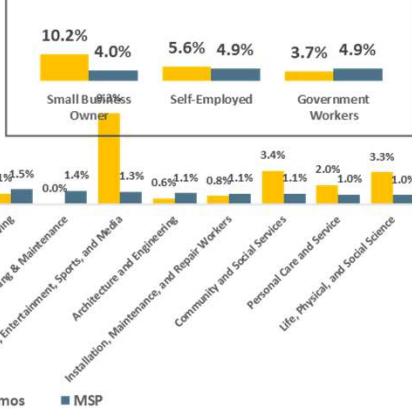
## Marital Status: Adults 18 or older



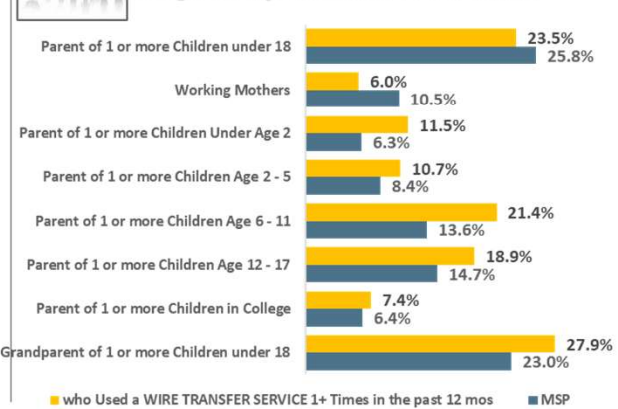
## Top-20 Occupations: Adults 18 or older



## Entrepreneurs/Government Workers



## Stage in Life: Adults 18 or older



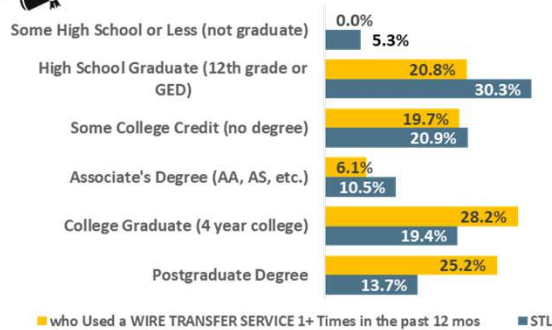




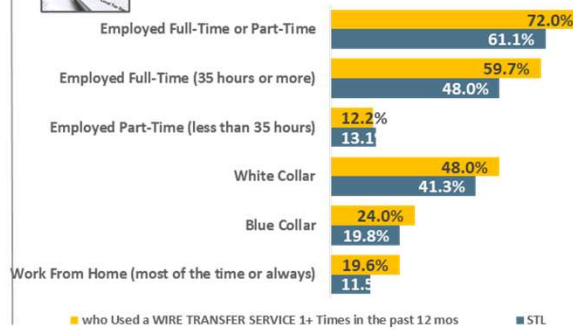
4.4% or 99,563 of STL DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 61.5% more likely to be a college graduate, 24.4% more likely to work full-time, 21.3% more likely to be married, 49.3% more likely to be a parent of 1 or more children un



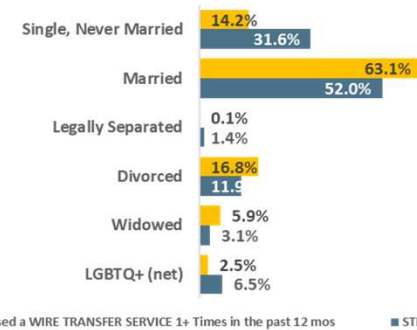
### Education Levels: Adults 18 or older



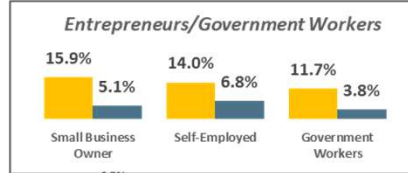
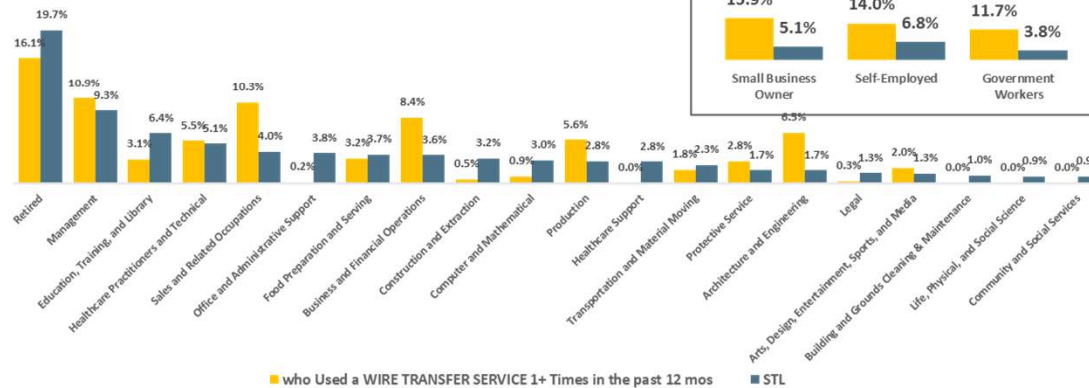
### Employment: Adults 18 or older



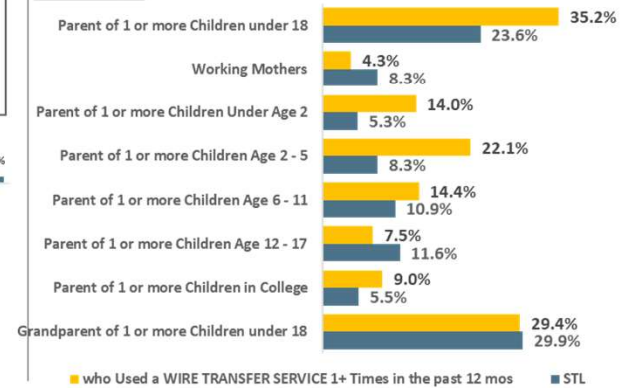
### Marital Status: Adults 18 or older



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



### Stage in Life: Adults 18 or older

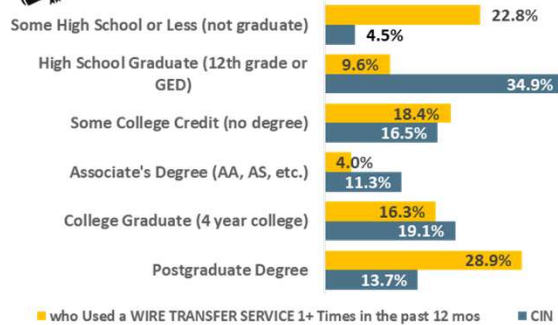




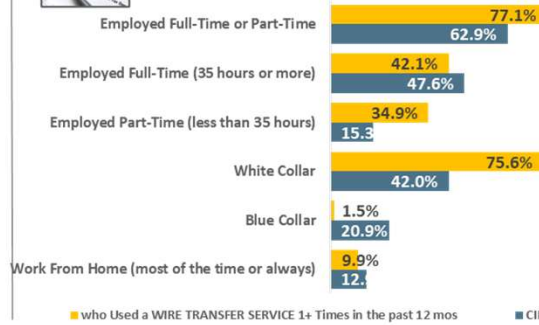
3.1% or 59,804 of CIN DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 38.% more likely to be a college graduate, 11.5% less likely to work full-time, 57.5% more likely to be married, 13.2% less likely to be a parent of 1 or more children und



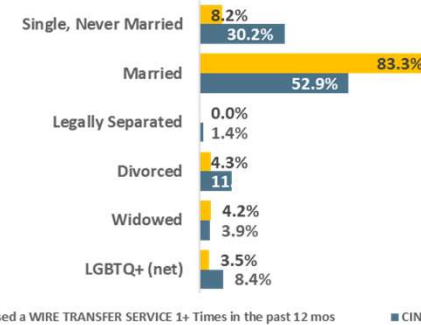
### Education Levels: Adults 18 or older



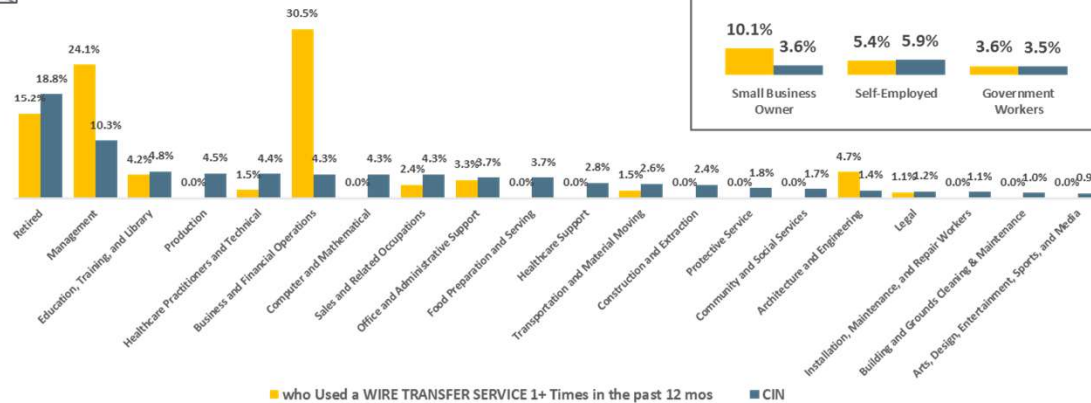
### Employment: Adults 18 or older



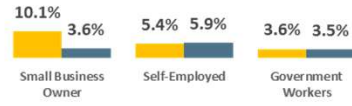
### Marital Status: Adults 18 or older



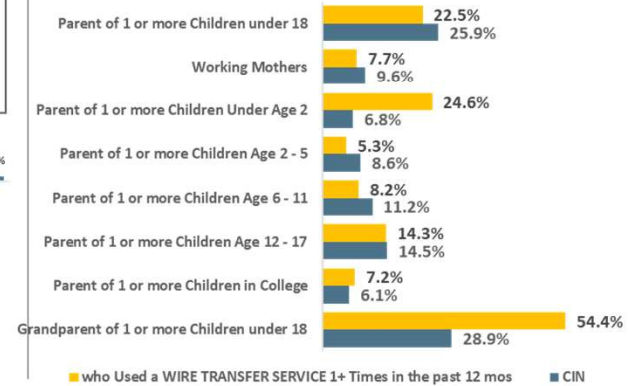
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

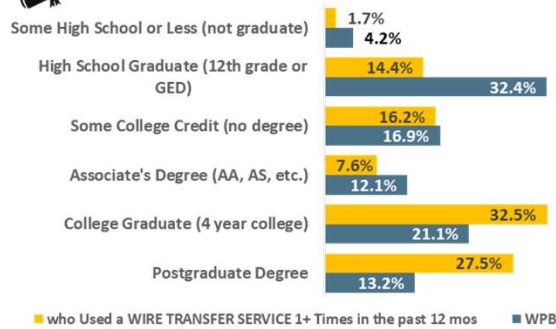




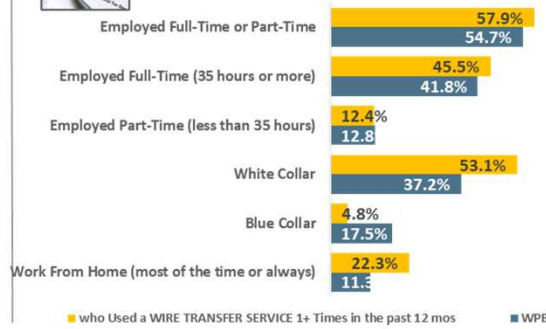
4.6% or 88,649 of WPB DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 75.% more likely to be a college graduate, 8.6% more likely to work full-time, 25.5% more likely to be married, 32.2% more likely to be a parent of 1 or more children unde



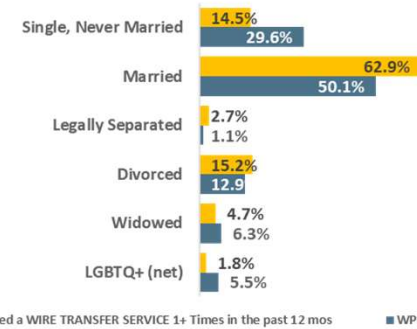
### Education Levels: Adults 18 or older



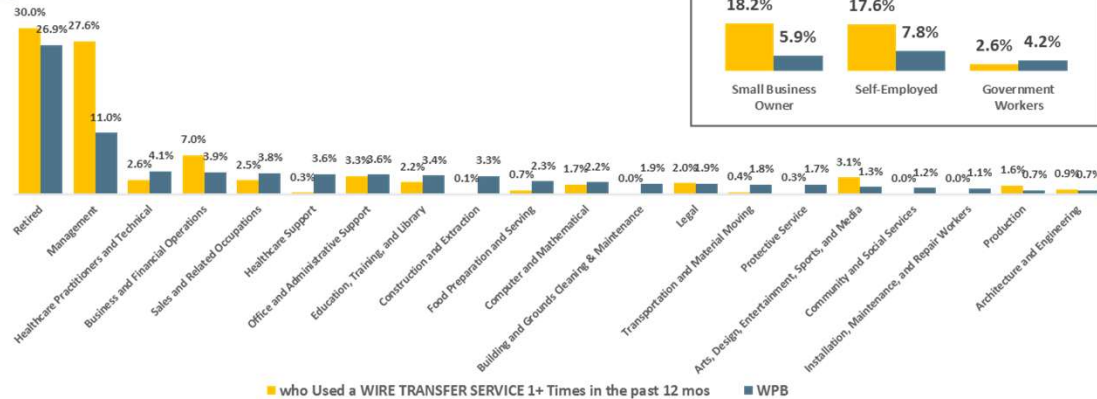
### Employment: Adults 18 or older



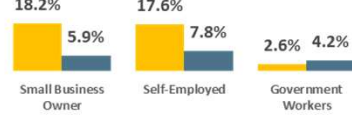
### Marital Status: Adults 18 or older



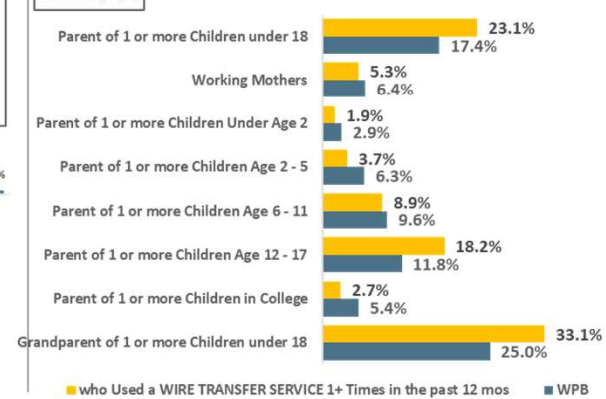
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



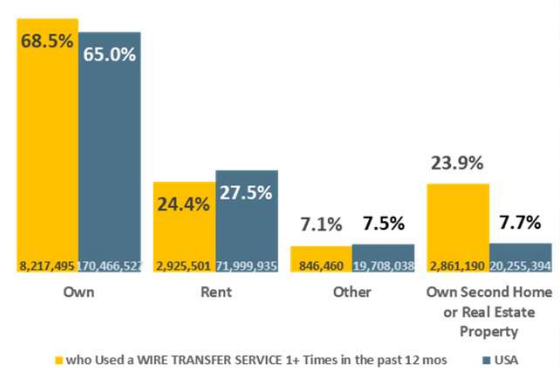
### Stage in Life: Adults 18 or older



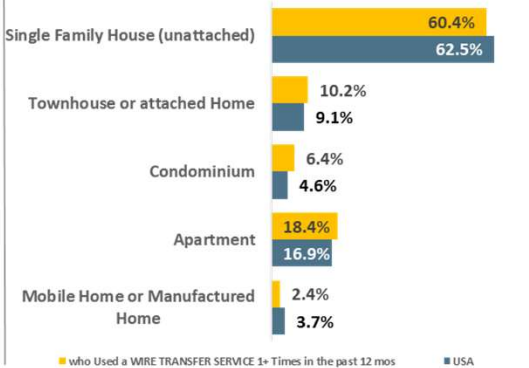


4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 5.4% more likely to own their home, 62.5% more likely to own a higher valued home, 3.5% less likely to have a single-family home, 4.2% more likely to have a dog.

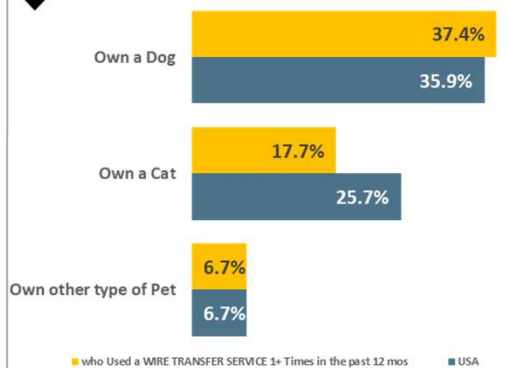
**Own/Rent/Other: Adults 18 or older**



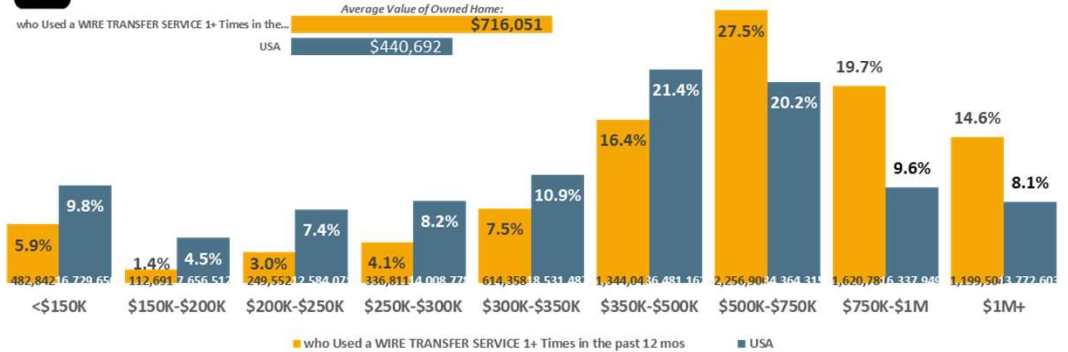
**Type of Home: Adults 18 or older**



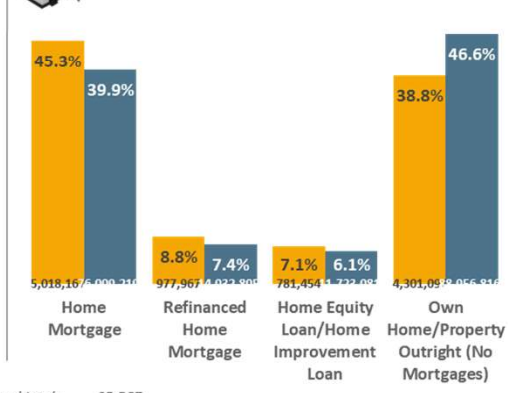
**Pets in Home: Adults 18 or older**



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



**Home Loans: Adults 18 or older**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

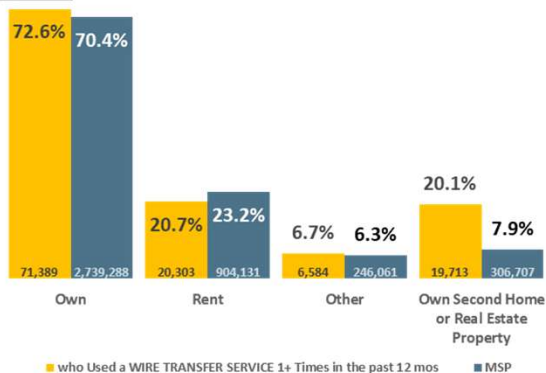
Professional services used by HHLD past 12 months (HHLD): Wire transfer



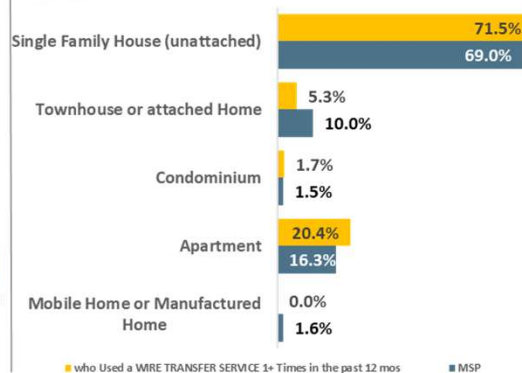


2.5% or 98,276 of MSP DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 3.1% more likely to own their home, 40.% more likely to own a higher valued home, 3.7% more likely to have a single-family home, 30.3% more likely to have a dog.

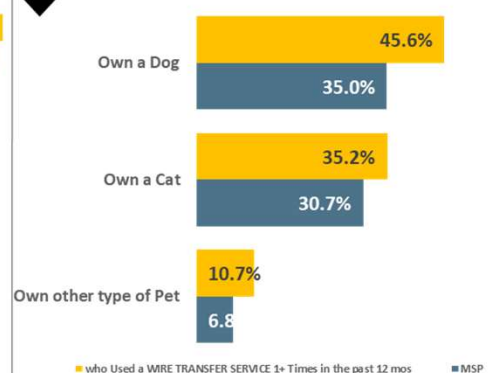
### Own/Rent/Other: Adults 18 or older



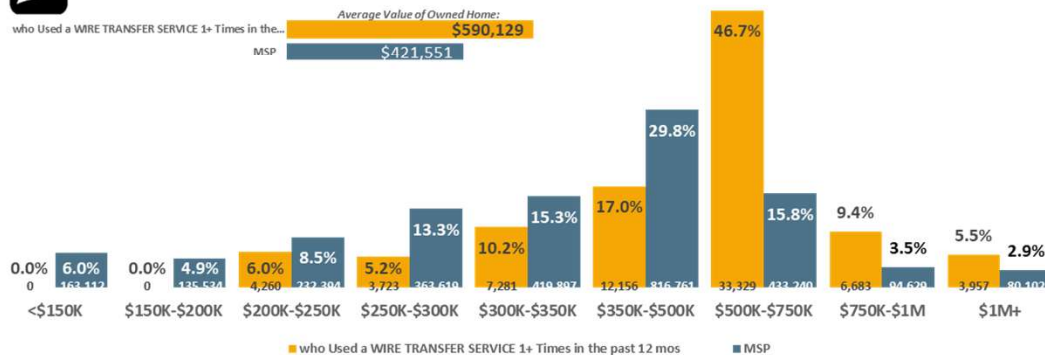
### Type of Home: Adults 18 or older



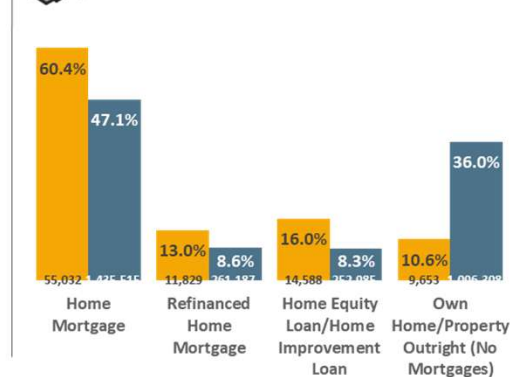
### Pets in Home: Adults 18 or older



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



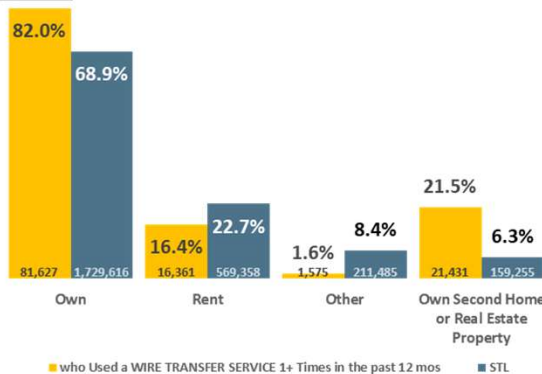
### Home Loans: Adults 18 or older



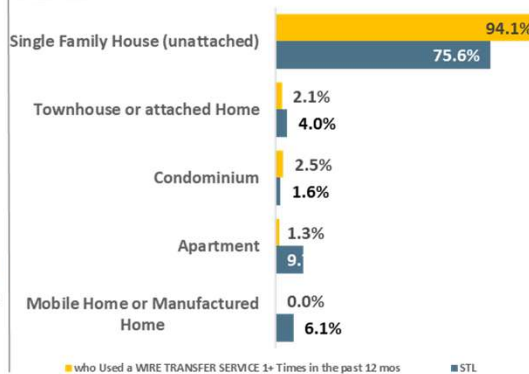


4.4% or 99,563 of STL DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 19.9% more likely to own their home, 28.4% more likely to own a higher valued home, 24.6% more likely to have a single-family home, 34.8% more likely to have a dog.

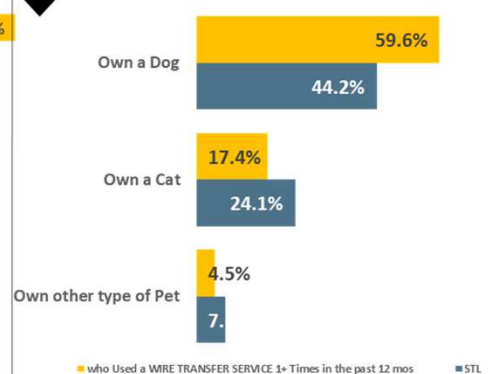
### Own/Rent/Other: Adults 18 or older



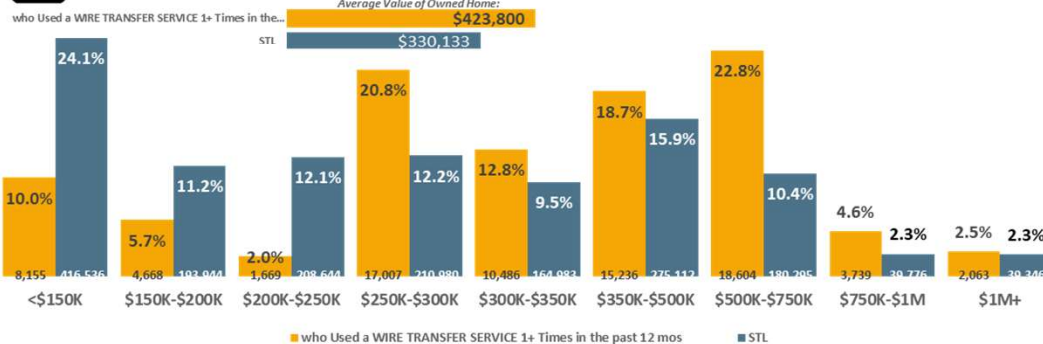
### Type of Home: Adults 18 or older



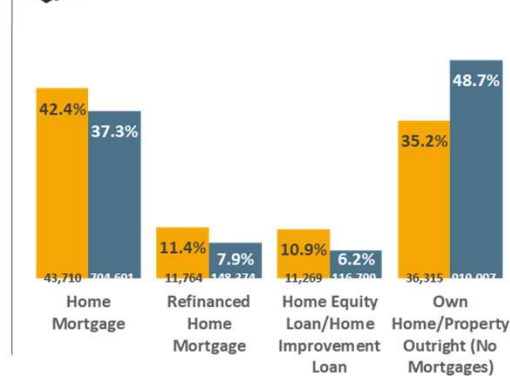
### Pets in Home: Adults 18 or older



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



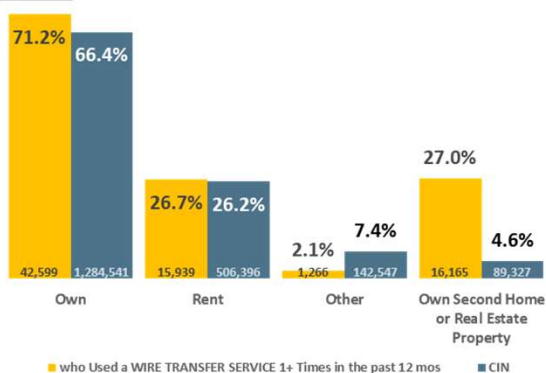
### Home Loans: Adults 18 or older



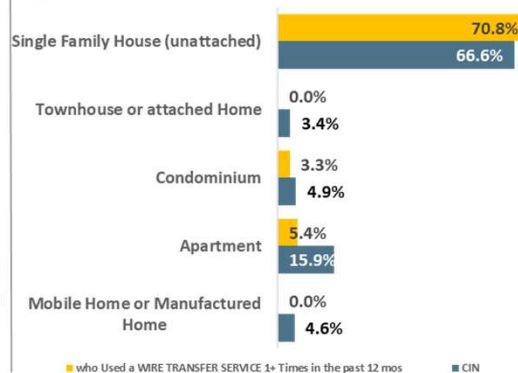


3.1% or 59,804 of CIN DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 7.2% more likely to own their home, 39.4% more likely to own a higher valued home, 6.4% more likely to have a single-family home, 22.3% less likely to have a dog.

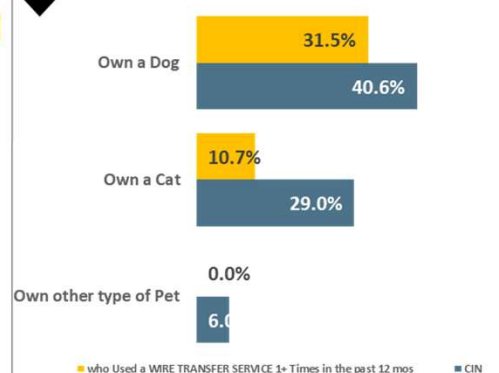
### Own/Rent/Other: Adults 18 or older



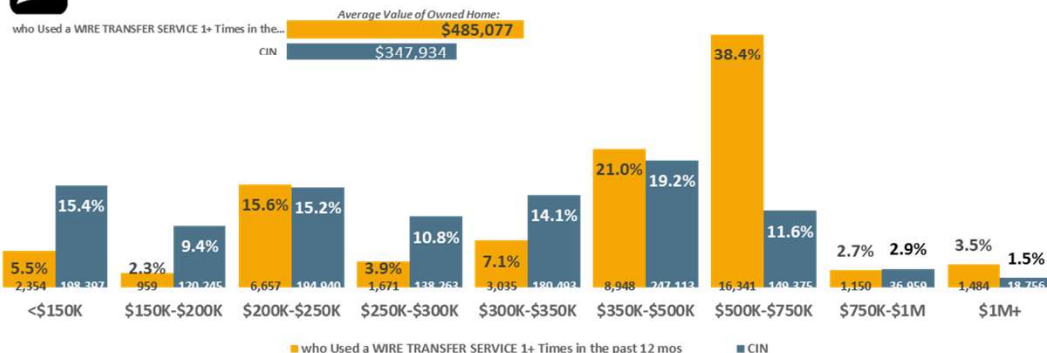
### Type of Home: Adults 18 or older



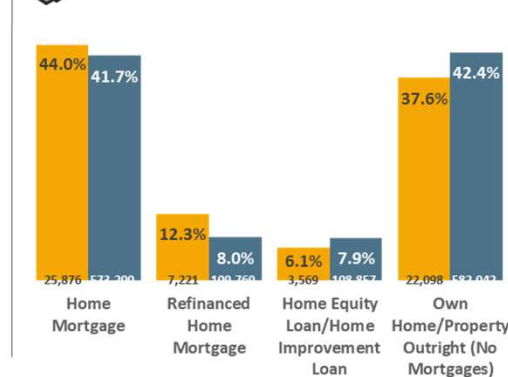
### Pets in Home: Adults 18 or older



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

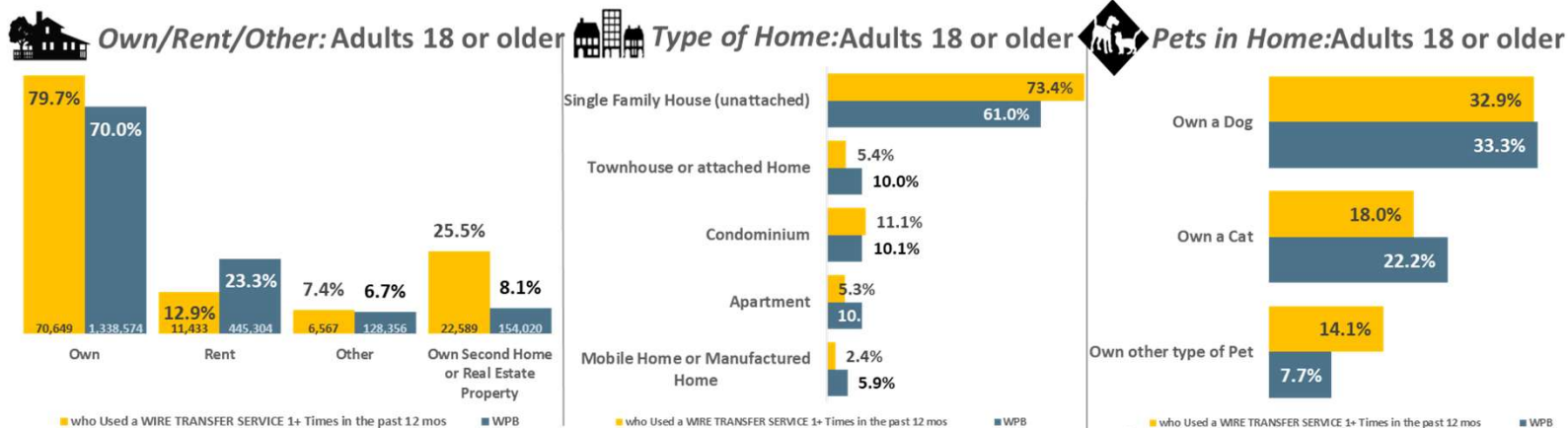


### Home Loans: Adults 18 or older

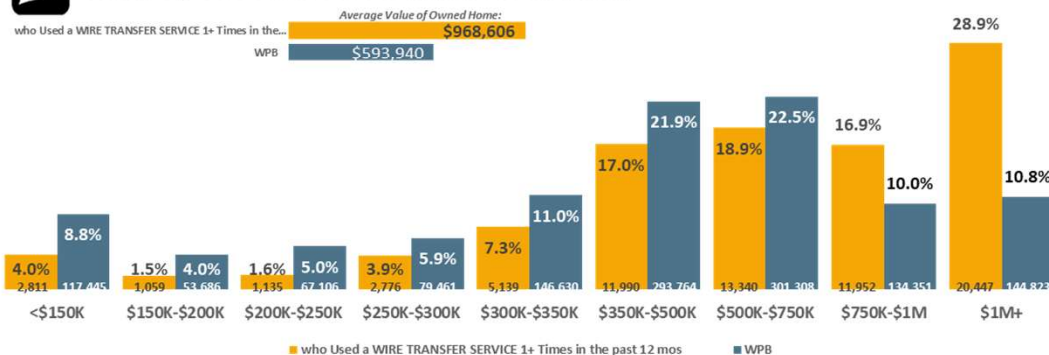




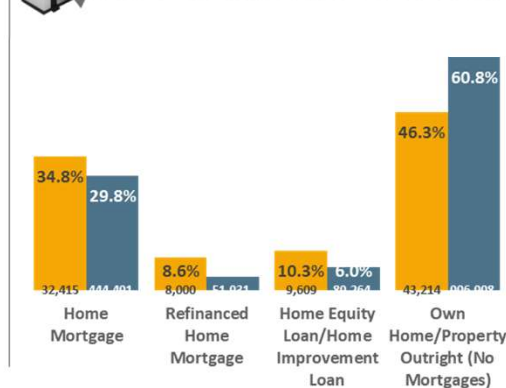
4.6% or 88,649 of WPB DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 13.8% more likely to own their home, 63.1% more likely to own a higher valued home, 20.3% more likely to have a single-family home, 1.4% less likely to have a dog.



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



### Home Loans: Adults 18 or older



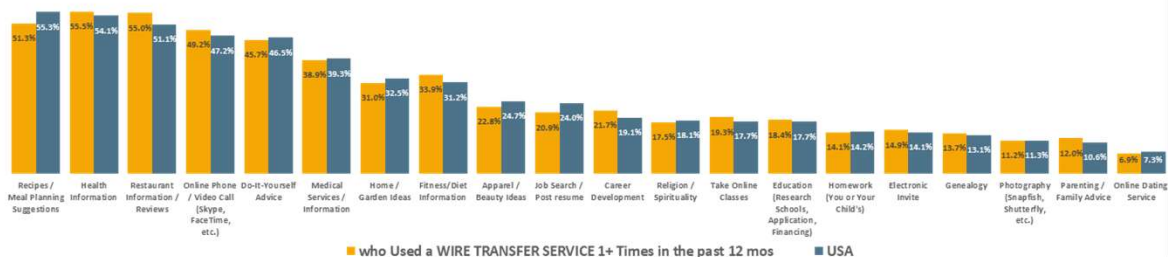




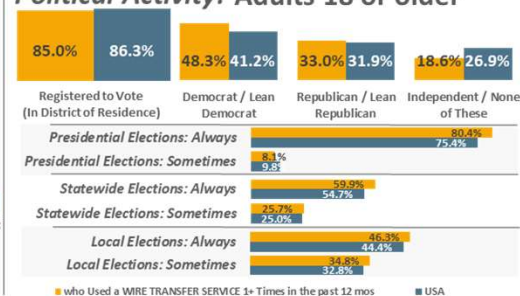
4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 1.6% less likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 60.6% more likely to belong to a gym, 28.1% more likely to fly domesti



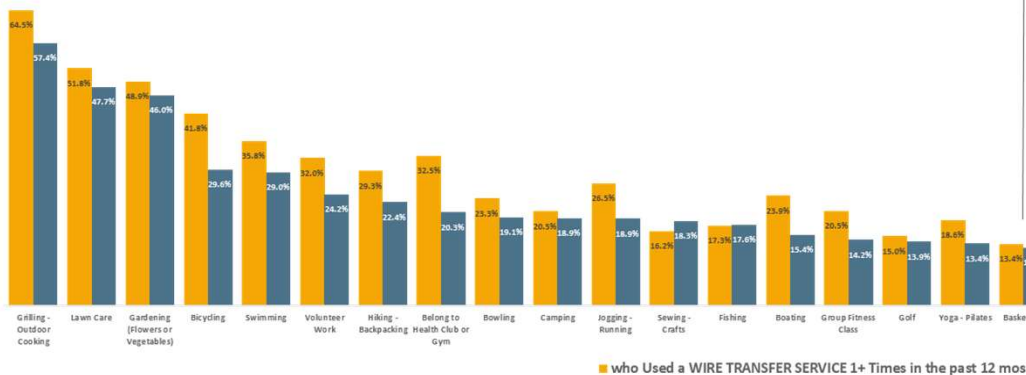
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



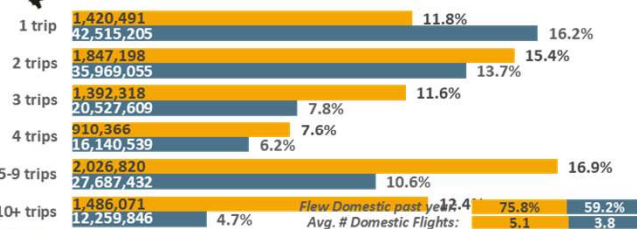
### Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

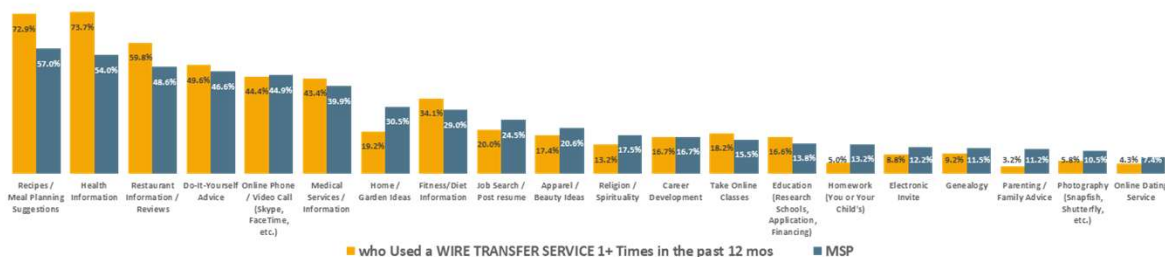
Professional services used by HHLD past 12 months (HHLD): Wire transfer



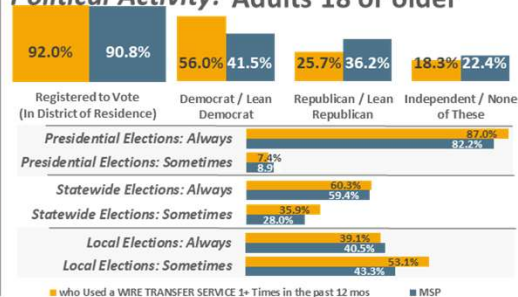
2.5% or 98,276 of MSP DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 6.4% more likely to look up D-I-Y advice online, 3.4% less likely to always vote in local elections, 106.4% more likely to belong to a gym, 42.8% more likely to fly domestic



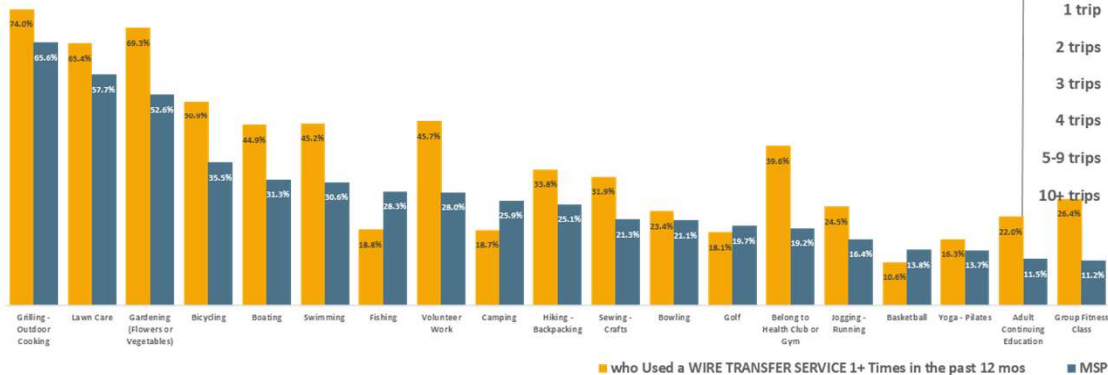
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



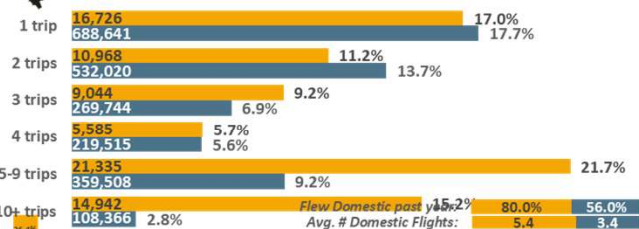
### Political Activity: Adults 18 or older



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



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

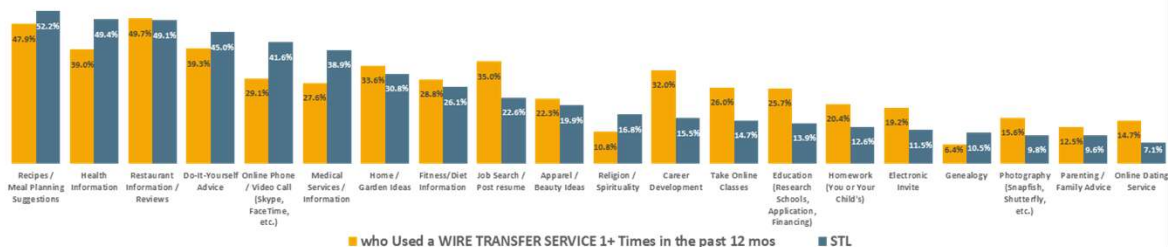




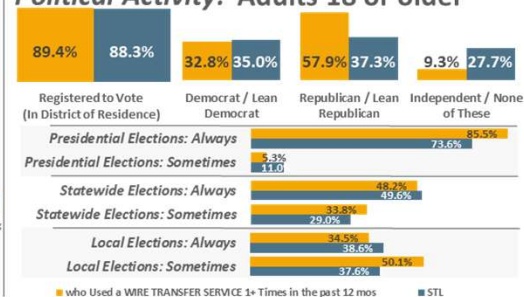
4.4% or 99,563 of STL DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 12.7% less likely to look up D-I-Y advice online, 10.8% less likely to always vote in local elections, 94.1% more likely to belong to a gym, 63.1% more likely to fly domes



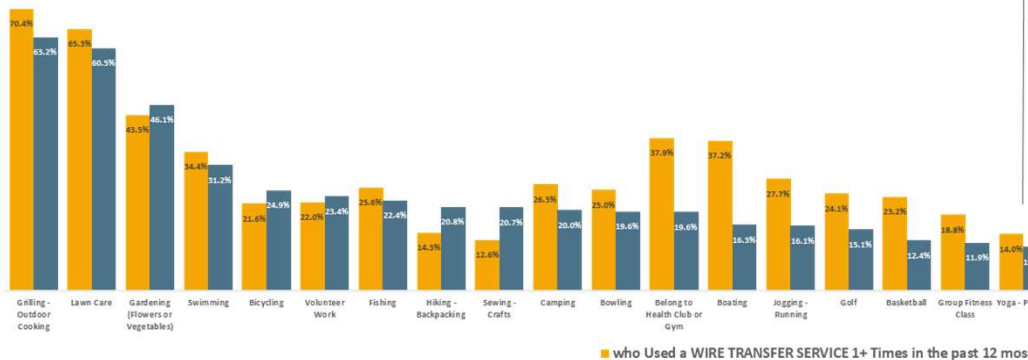
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



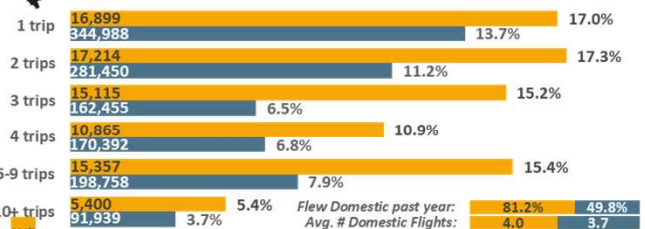
### Political Activity: Adults 18 or older



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



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



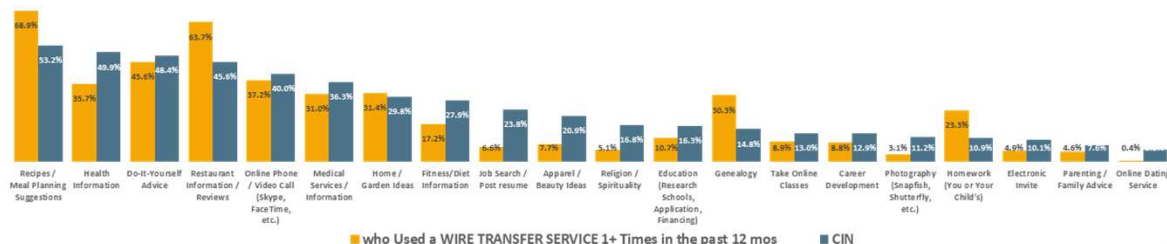
Flew Domestic past year: 81.2%  
Avg. # Domestic Flights: 4.0



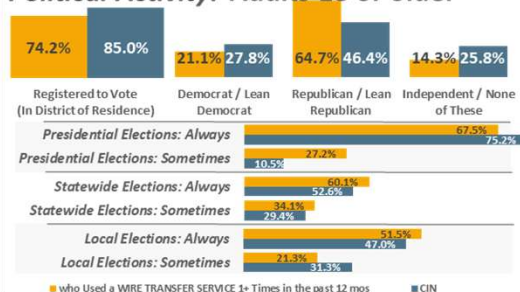
3.1% or 59,804 of CIN DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 5.8% less likely to look up D-I-Y advice online, 9.6% more likely to always vote in local elections, 42.8% more likely to belong to a gym, 64.8% more likely to fly domesti



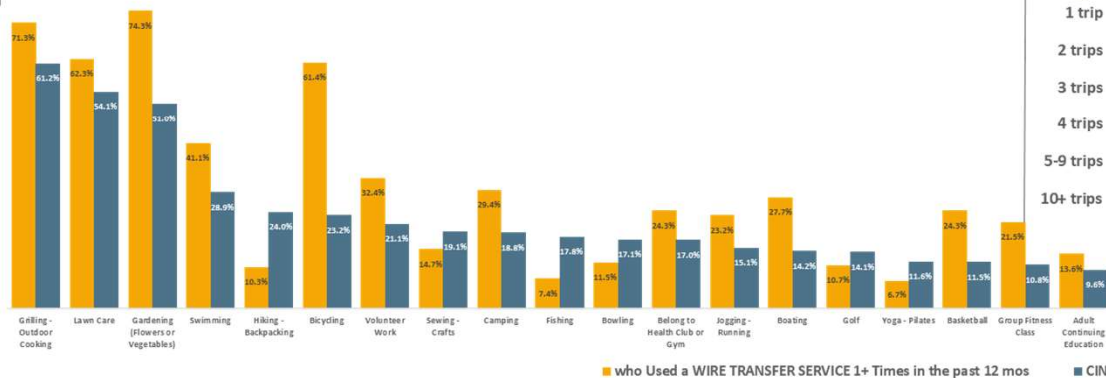
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



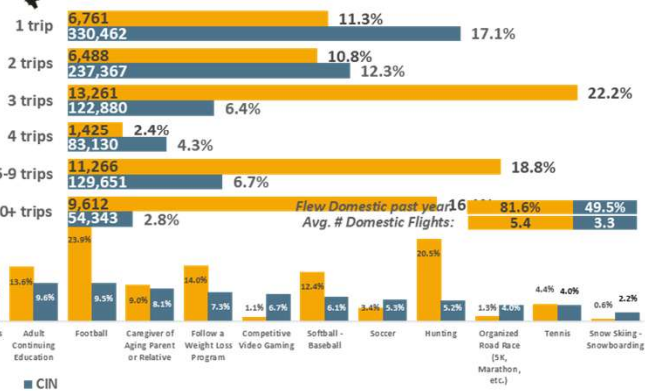
### Political Activity: Adults 18 or older



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



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



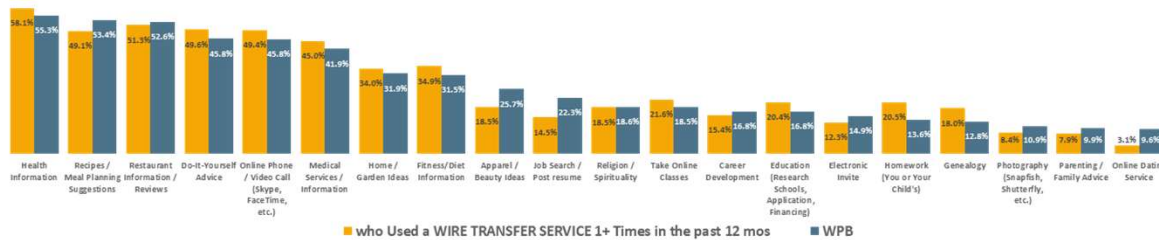




4.6% or 88,649 of WPB DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 8.2% more likely to look up D-I-Y advice online, 20.1% more likely to always vote in local elections, 32.% more likely to belong to a gym, 30.5% more likely to fly domesti



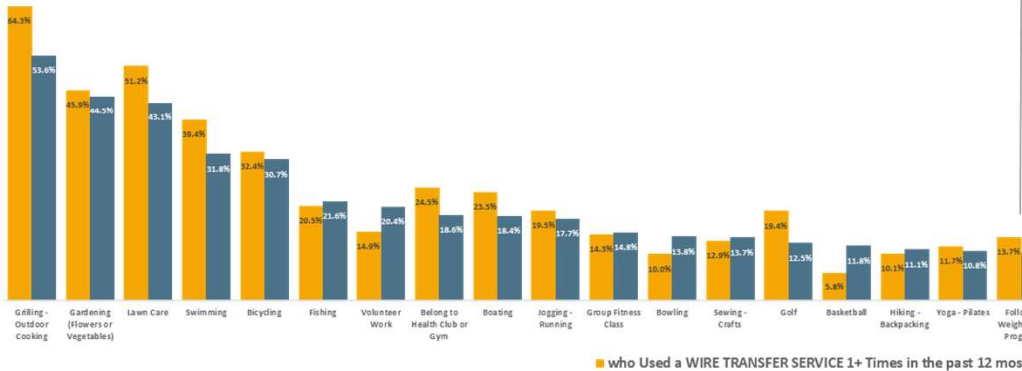
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos ■ WPB

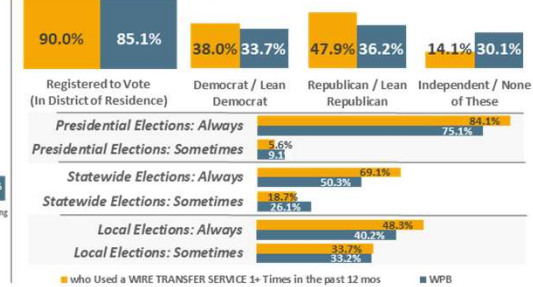


### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos ■ WPB

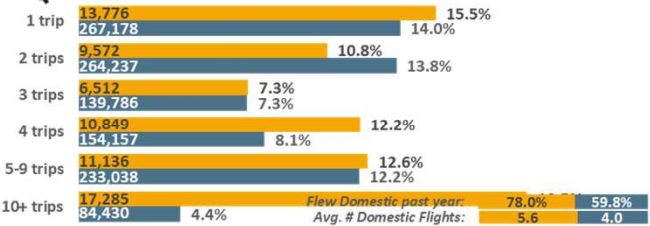
### Political Activity: Adults 18 or older



■ who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos ■ WPB



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



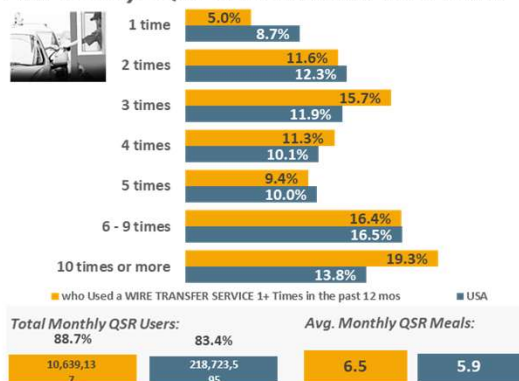
Flew Domestic past year: 78.0%  
Avg. # Domestic Flights: 5.6

WPB: 59.8%  
Avg. # Domestic Flights: 4.0

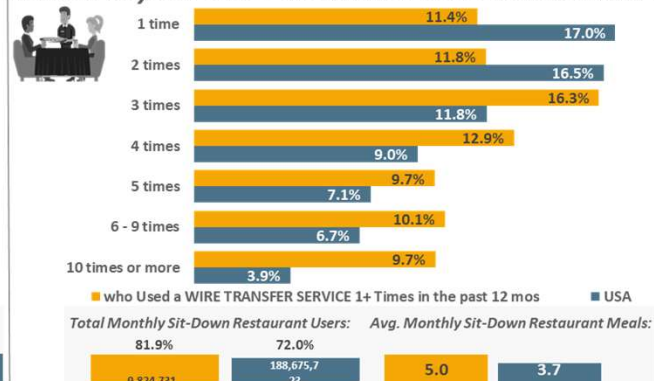


4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 6.4% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., .6% more likely to use Casinos past yr., 14.3% less likely to smoke cigarett

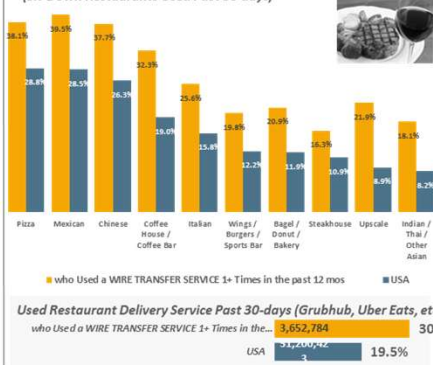
### Past 30-days QSR Users: Adults 18 or older



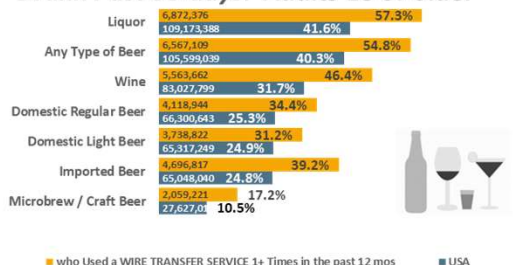
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



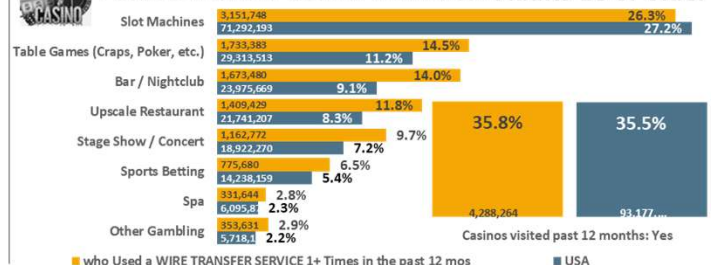
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



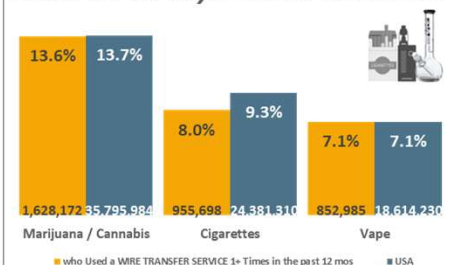
### Drank Past 30-days: Adults 18 or older



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



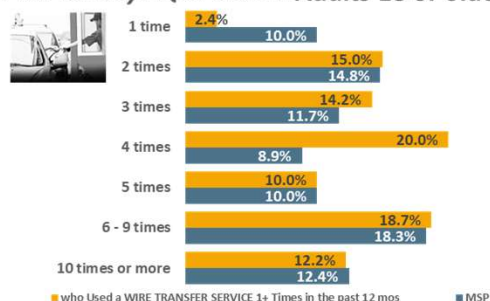
### Used Past 30-days: Adults 18 or older



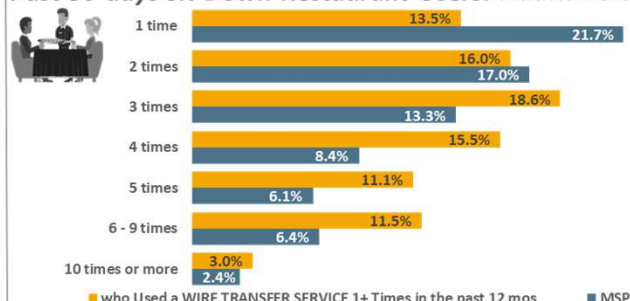


2.5% or 98,276 of MSP DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 7.4% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 7.4% less likely to use Casinos past yr., 21.1% less likely to smoke cigaret

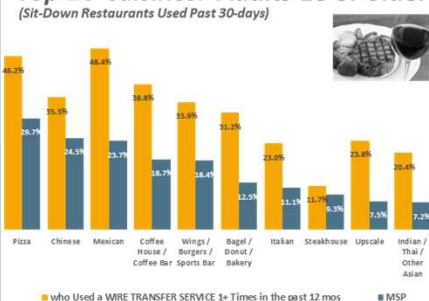
### Past 30-days QSR Users: Adults 18 or older



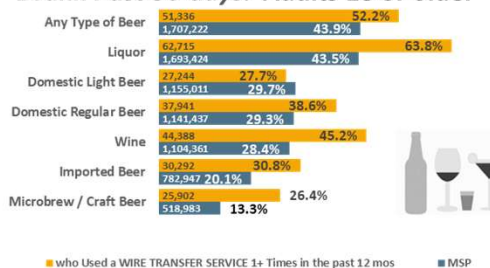
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



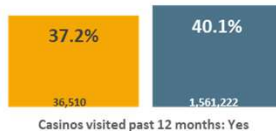
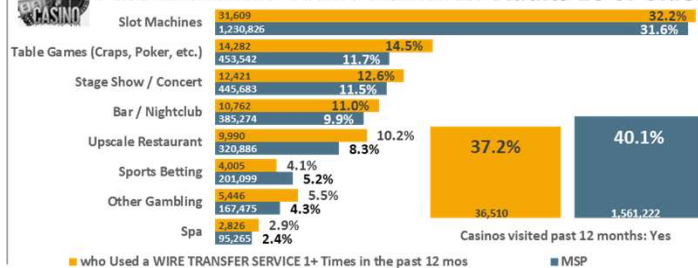
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



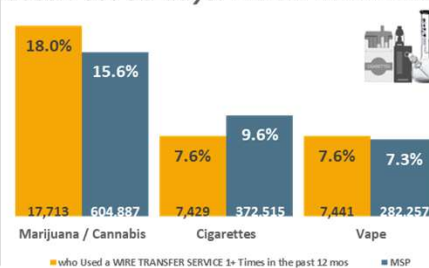
### Drank Past 30-days: Adults 18 or older

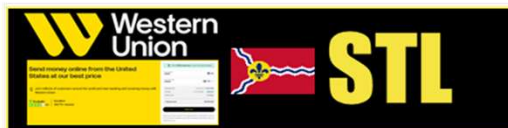


### Past 12 months Casino Activities: Adults 18 or older



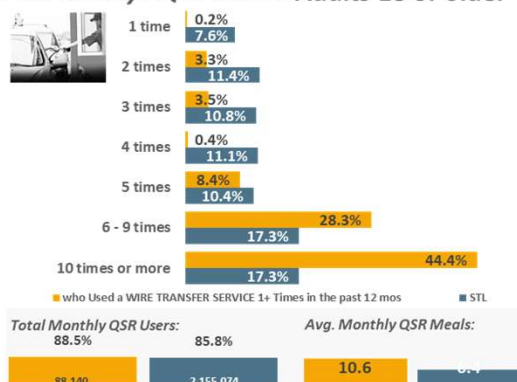
### Used Past 30-days: Adults 18 or older



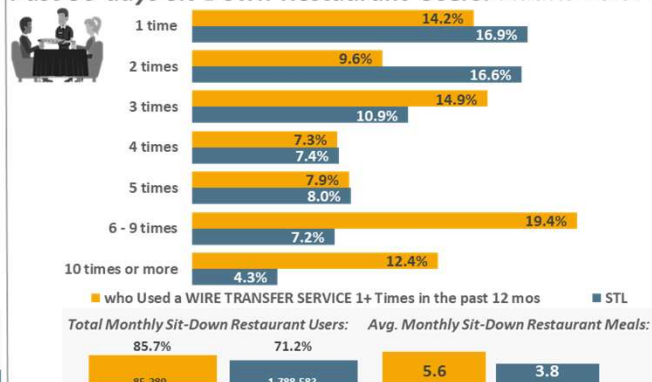


4.4% or 99,563 of STL DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 3.1% more likely to use QSRs past mo., 20.2% more likely to use Sit-Down Restaurants past mo., 4.6% less likely to use Casinos past yr., 15.7% less likely to smoke cigaret

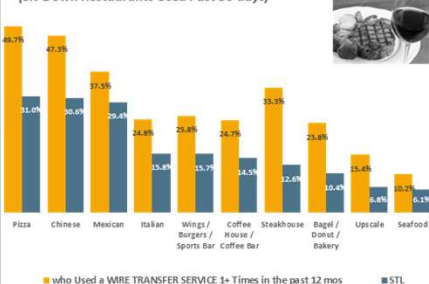
### Past 30-days QSR Users: Adults 18 or older



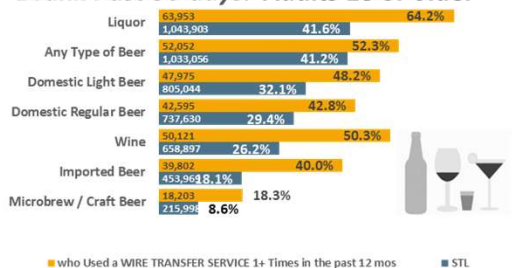
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



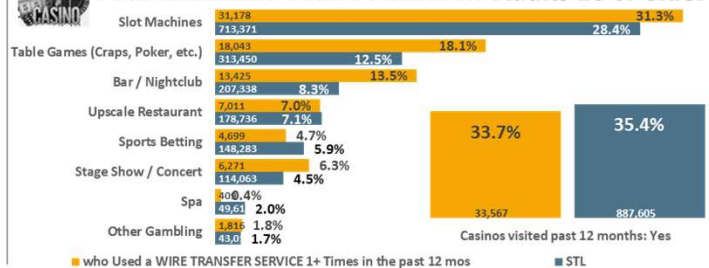
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



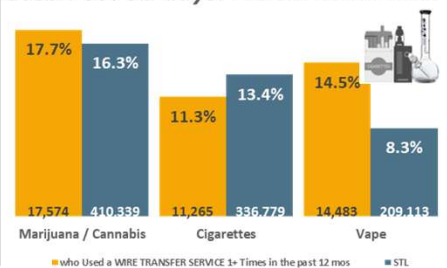
### Drank Past 30-days: Adults 18 or older



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



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

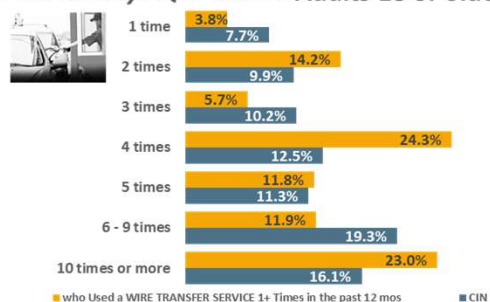






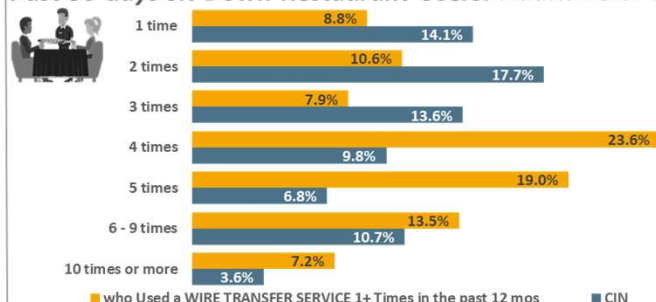
3.1% or 59,804 of CIN DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 9.1% more likely to use QSRs past mo., 18.4% more likely to use Sit-Down Restaurants past mo., 20.8% less likely to use Casinos past yr., 83.6% less likely to smoke cigare

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



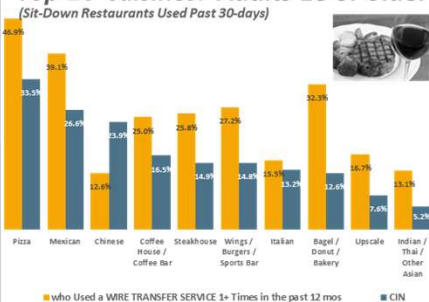
Total Monthly QSR Users: 94.8%  
Avg. Monthly QSR Meals: 6.8

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



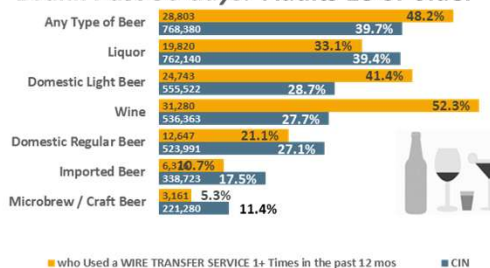
Total Monthly Sit-Down Restaurant Users: 90.4%  
Avg. Monthly Sit-Down Restaurant Meals: 5.0

### Top-10 Cuisines: Adults 18 or older

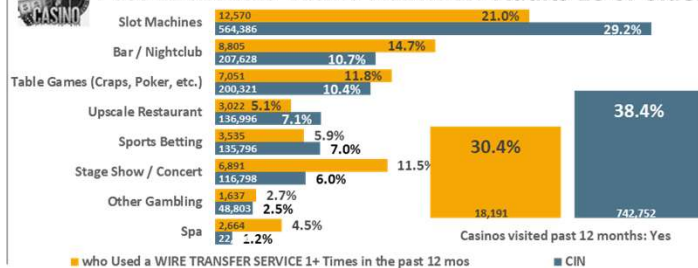


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Used a WIRE TRANSFER SERVICE 1+ Times in the... 8,185  
CIN 366,382

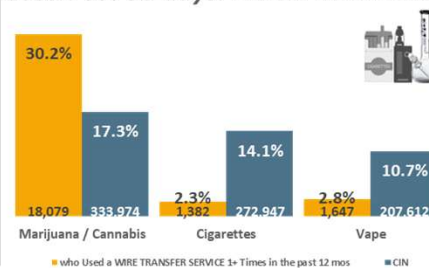
### Drank Past 30-days: Adults 18 or older



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



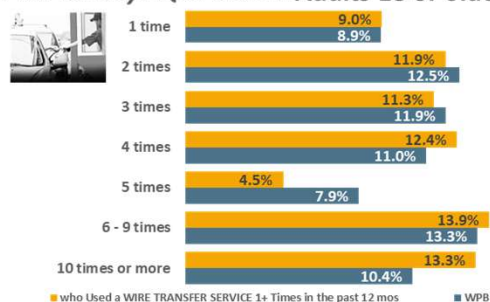
### Used Past 30-days: Adults 18 or older





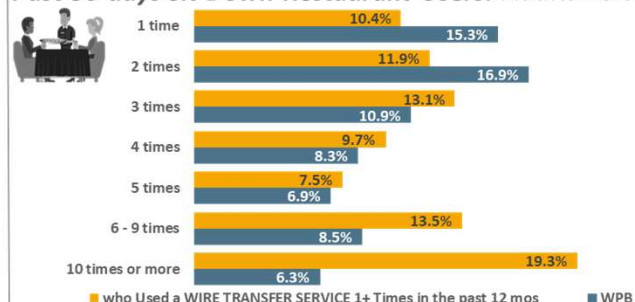
4.6% or 88,649 of WPB DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are .3% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 15.2% more likely to use Casinos past yr., 33.9% less likely to smoke cigarett

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



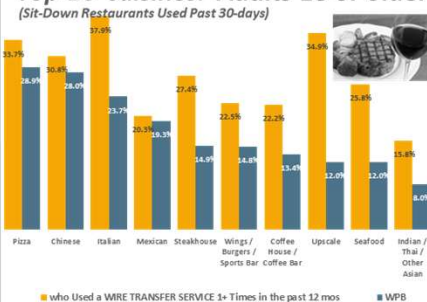
Total Monthly QSR Users:	76.2%	Avg. Monthly QSR Meals:	5.8
	67,560		1,452,304
			5.4

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



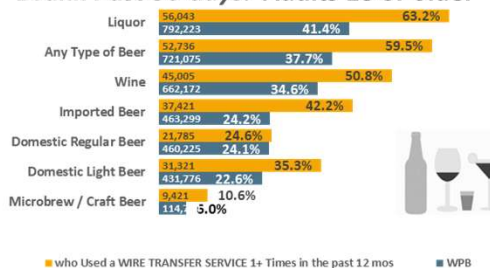
Total Monthly Sit-Down Restaurant Users:	85.4%	Avg. Monthly Sit-Down Restaurant Meals:	6.3
	75,713		1,306,160
			4.2

### Top-10 Cuisines: Adults 18 or older



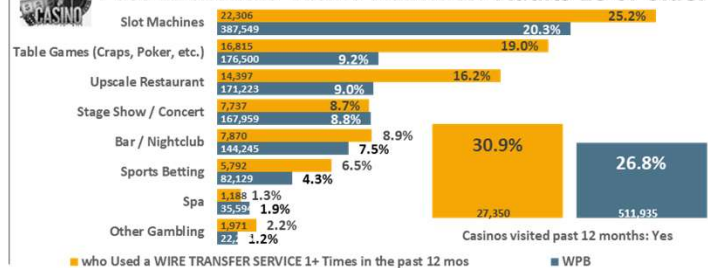
Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)	17.487	19.7%
who Used a WIRE TRANSFER SERVICE 1+ Times in the...	321,590	16.8%

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



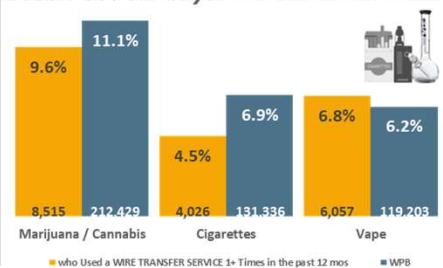
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 149  
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



Casinos visited past 12 months: Yes	27,350	511,935
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### Used Past 30-days: Adults 18 or older

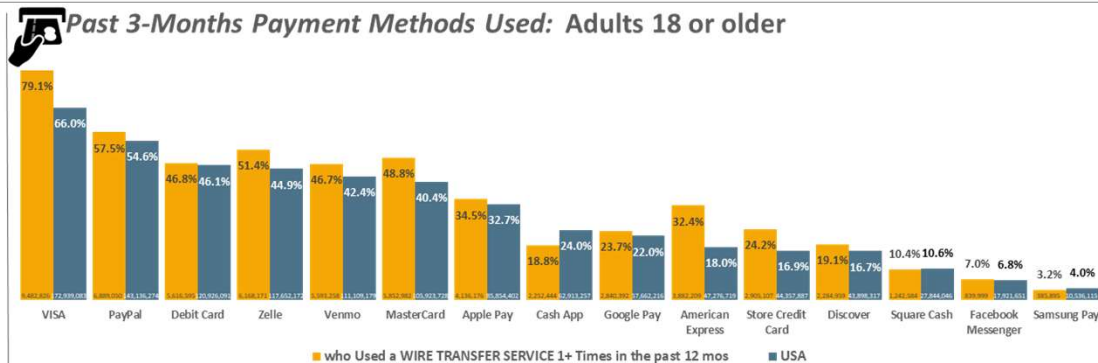
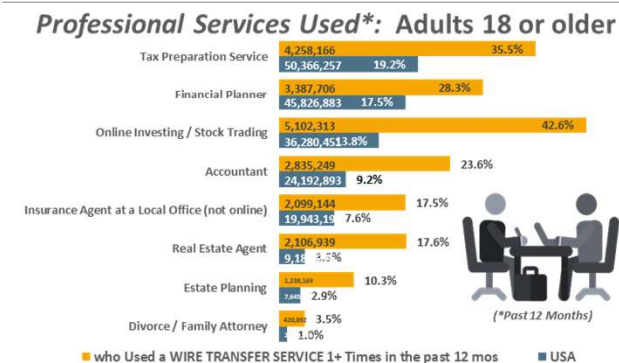
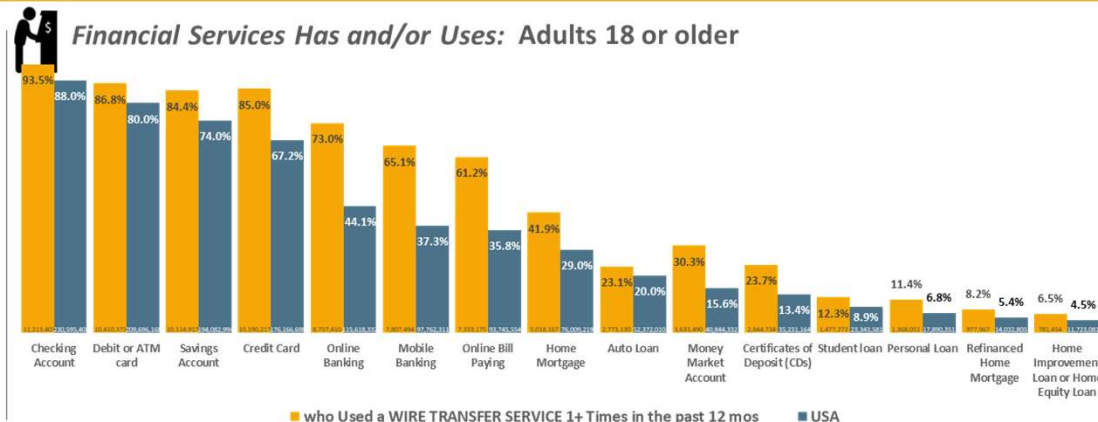


Marijuana / Cannabis	8,515	212,429
Cigarettes	4,026	131,336
Vape	6,057	119,203

Professional services used by HHLD past 12 months (HHLD): Wire transfer

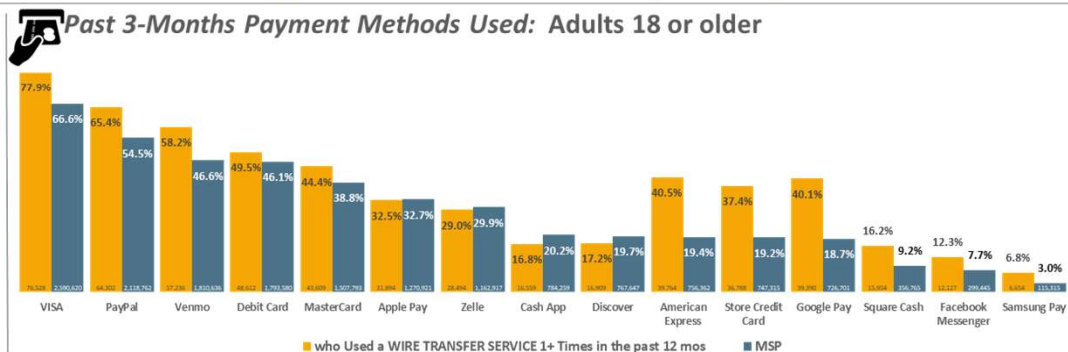
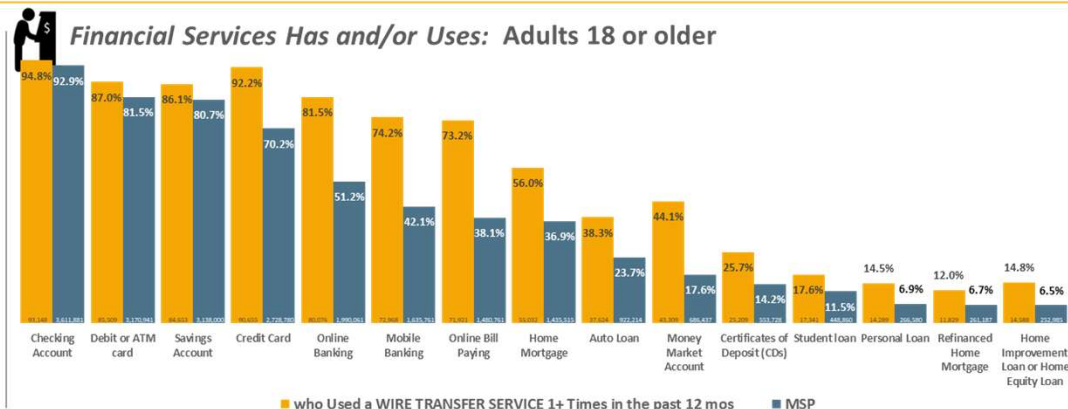


4.6% or 11,989,455 of USA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 30.% more likely to have a 401K, 15.8% more likely to have an Auto Loan, 207.5% more likely to Invest/Trade Stocks Online, 1.6% more likely to pay with their Debit Card.

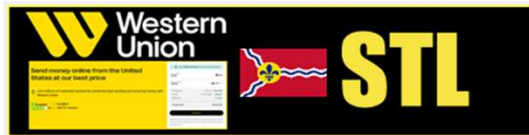




2.5% or 98,276 of MSP DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 30.1% more likely to have a 401K, 61.5% more likely to have an Auto Loan, 228.1% more likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.



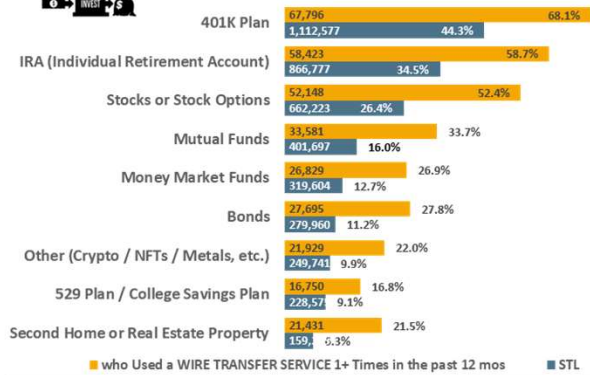




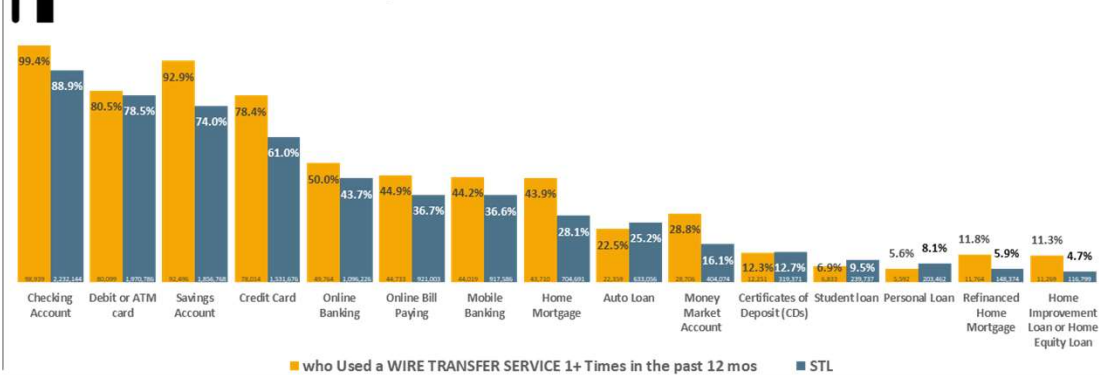
4.4% or 99,563 of STL DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 53.6% more likely to have a 401K, 10.9% less likely to have an Auto Loan, 197.4% more likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



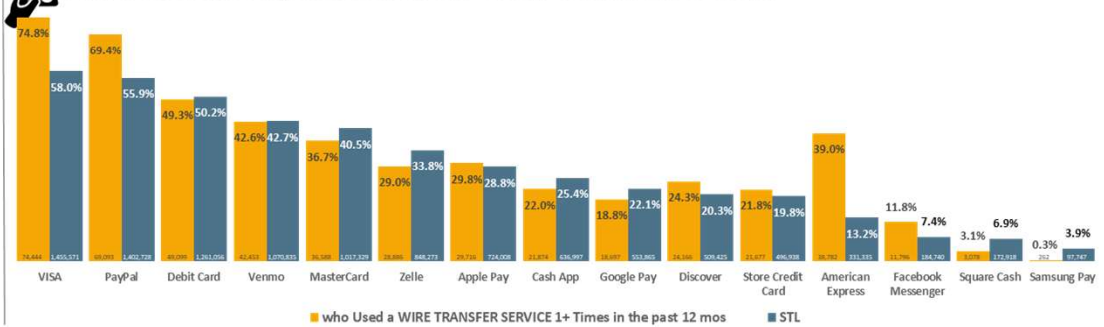
### Financial Services Has and/or Uses: Adults 18 or older



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



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

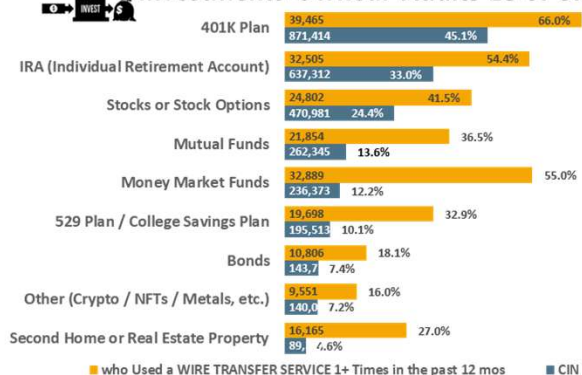




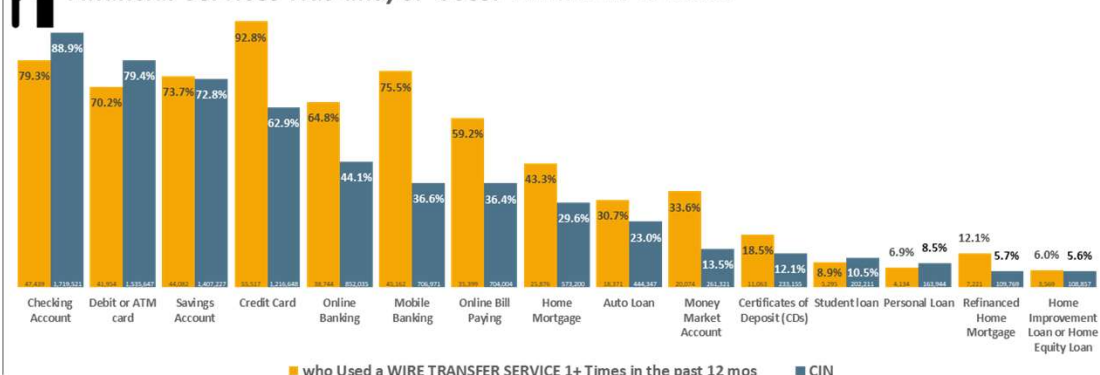
3.1% or 59,804 of CIN DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 46.4% more likely to have a 401K, 33.7% more likely to have an Auto Loan, 373.9% more likely to Invest/Trade Stocks Online, 19.1% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



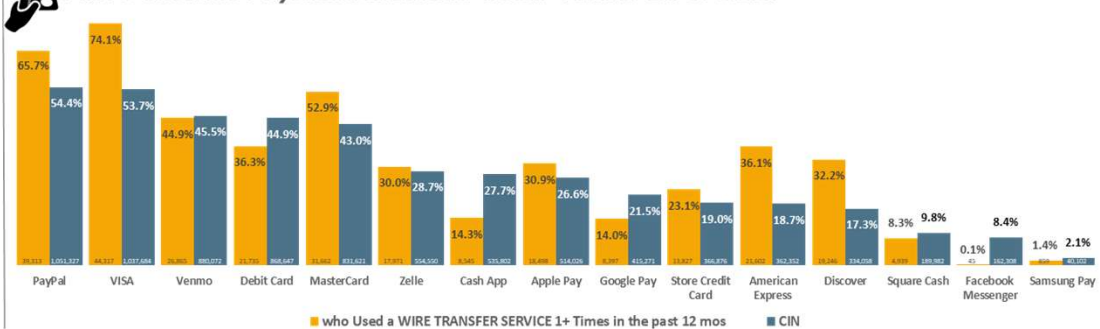
### Financial Services Has and/or Uses: Adults 18 or older



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



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

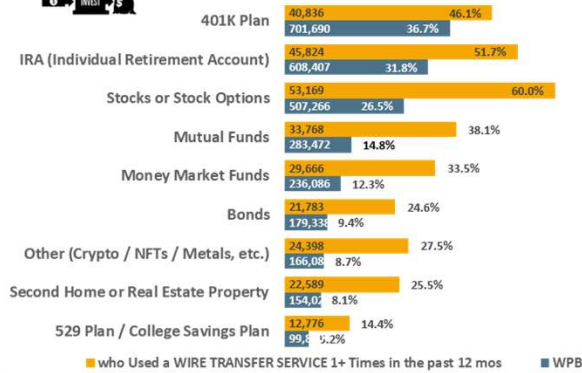




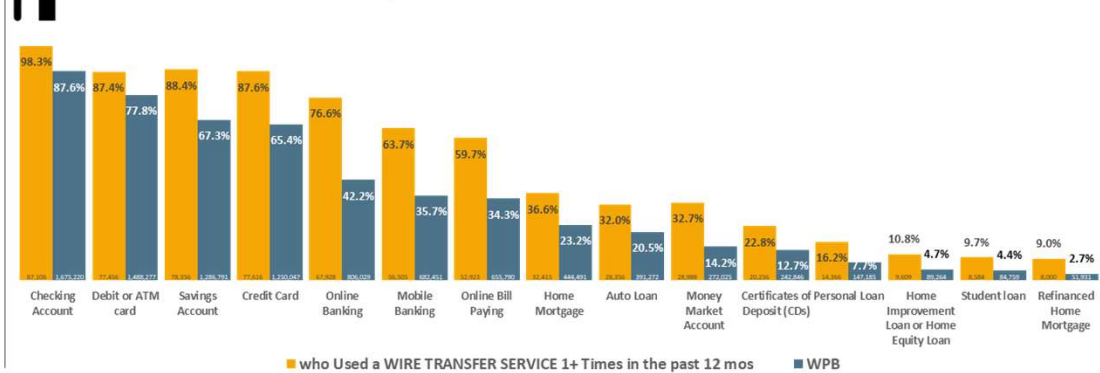
4.6% or 88,649 of WPB DMA Adults 18 or older Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos. Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos are 25.5% more likely to have a 401K, 56.3% more likely to have an Auto Loan, 203.% more likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



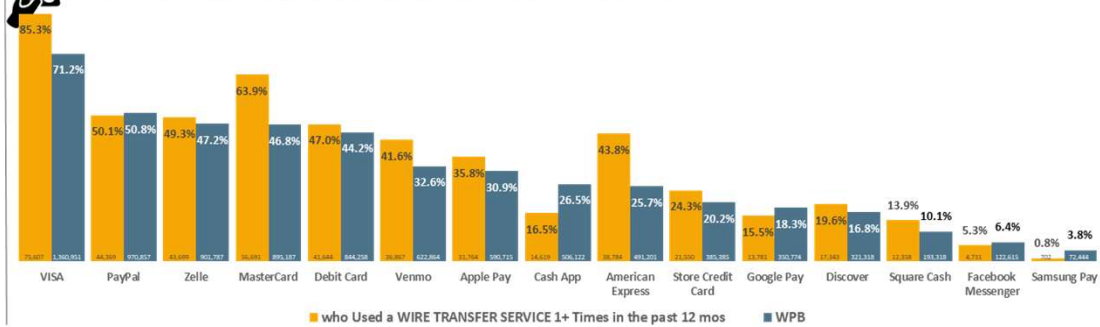
### Financial Services Has and/or Uses: Adults 18 or older



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

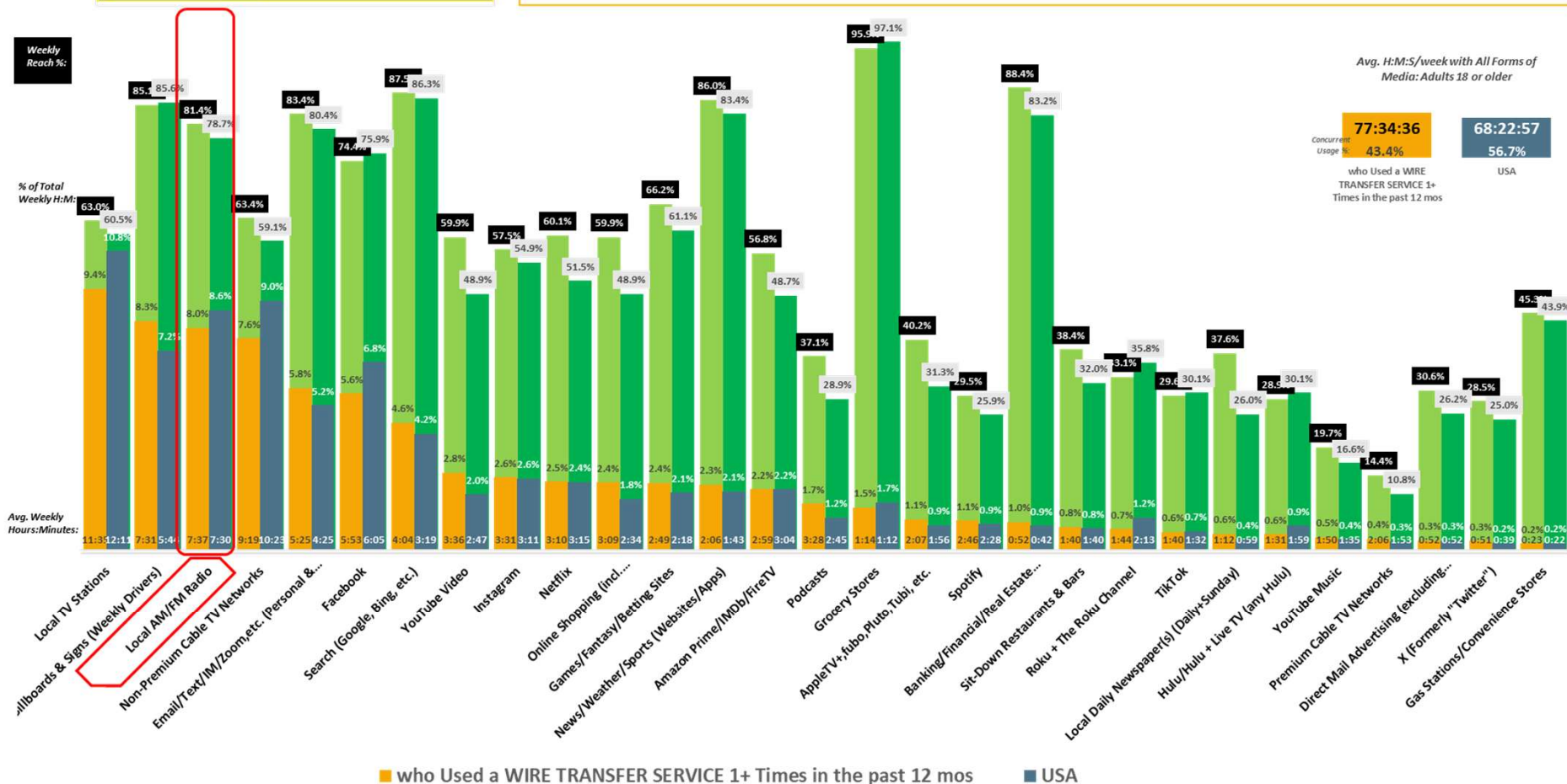


### Past 3-Months Payment Methods Used: Adults 18 or older





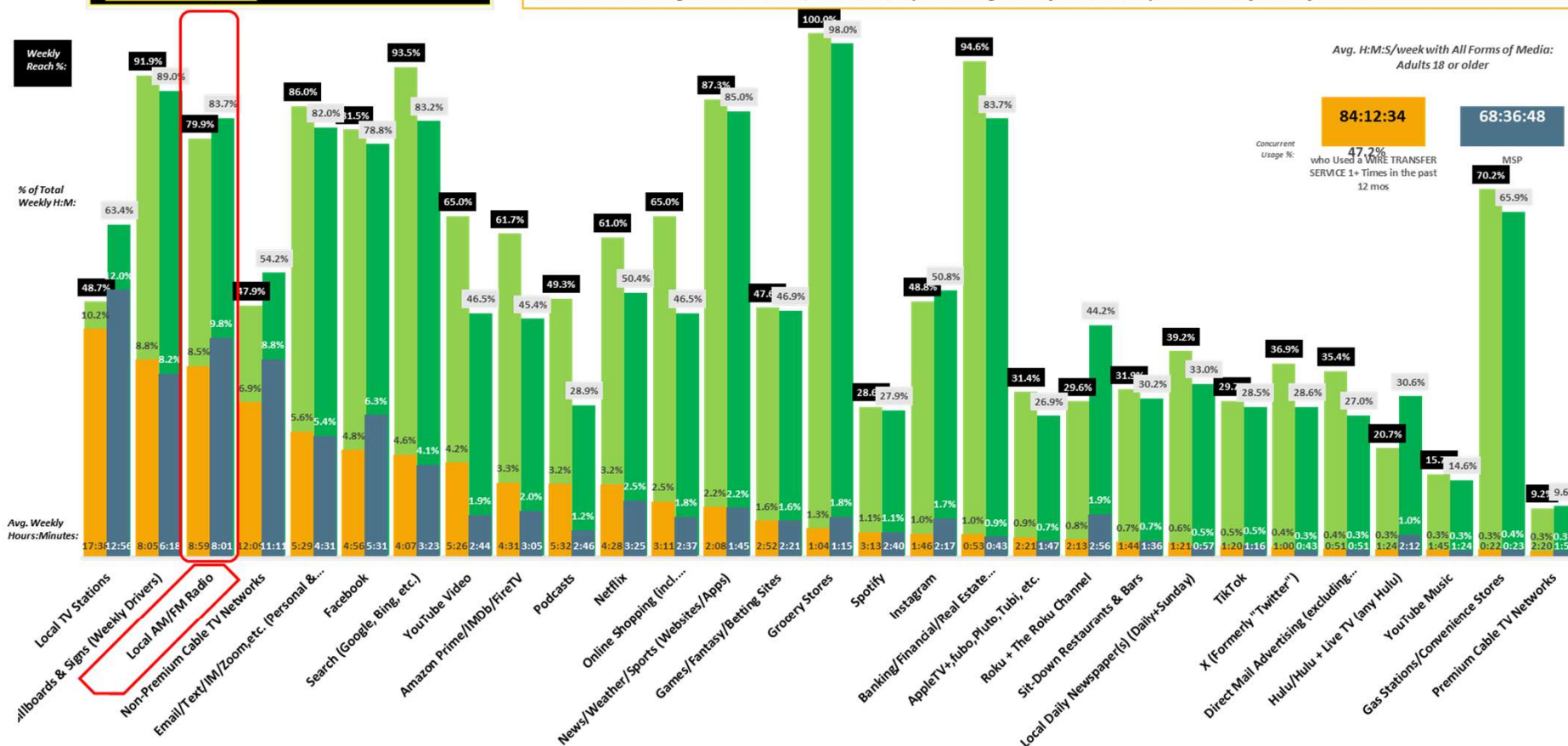
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 5 hours, 34 minutes and 36 seconds each week with All Forms of Media.  
 81.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 7 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 8.0% of total time spent with all forms of Media.





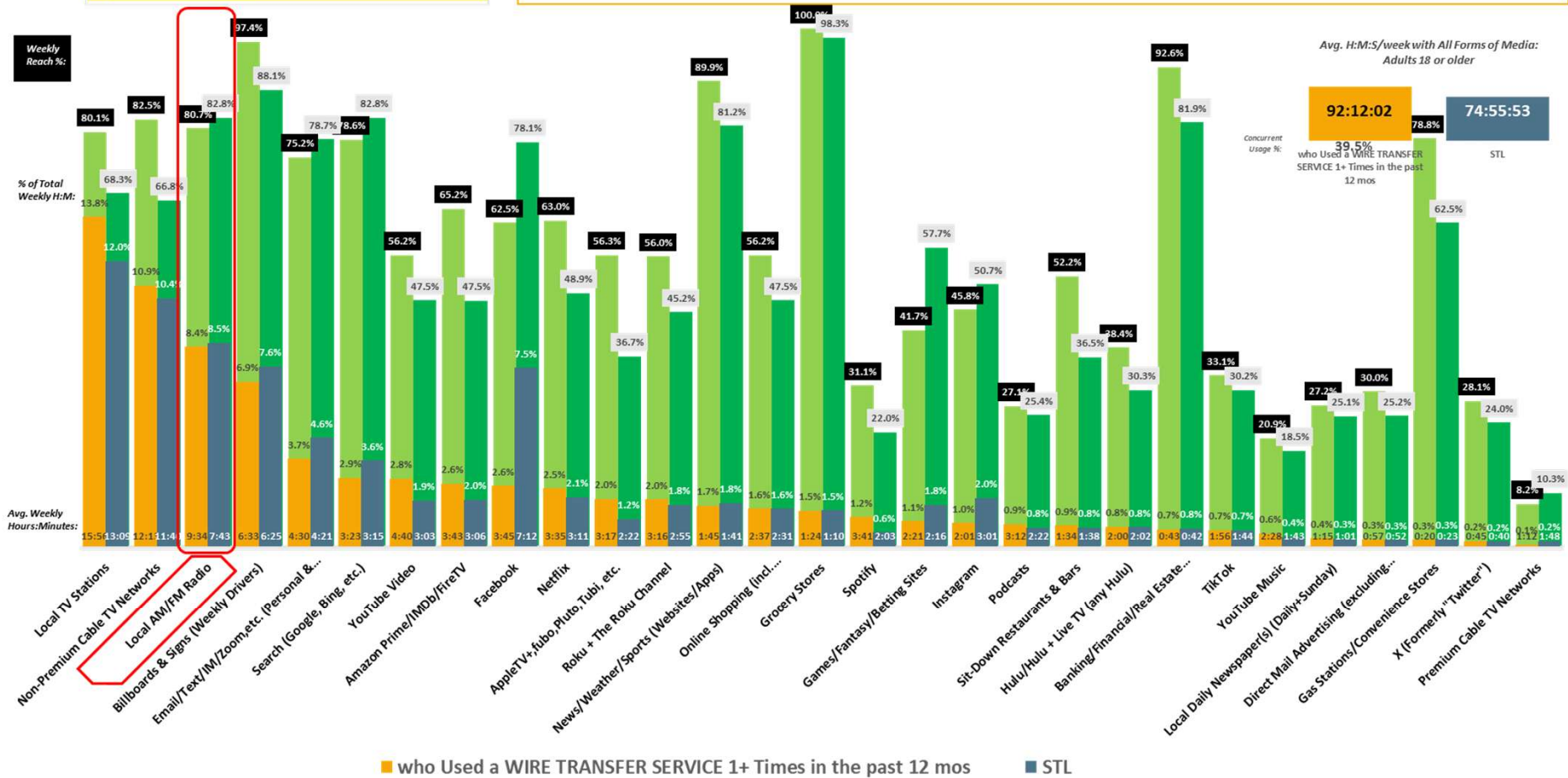


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 12 hours, 12 minutes and 34 seconds each week with All Forms of Media.  
 79.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 8 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.





Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 20 hours, 12 minutes and 2 seconds each week with All Forms of Media.  
 80.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 9 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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

92:12:02

74:55:53

Concurrent Usage %:

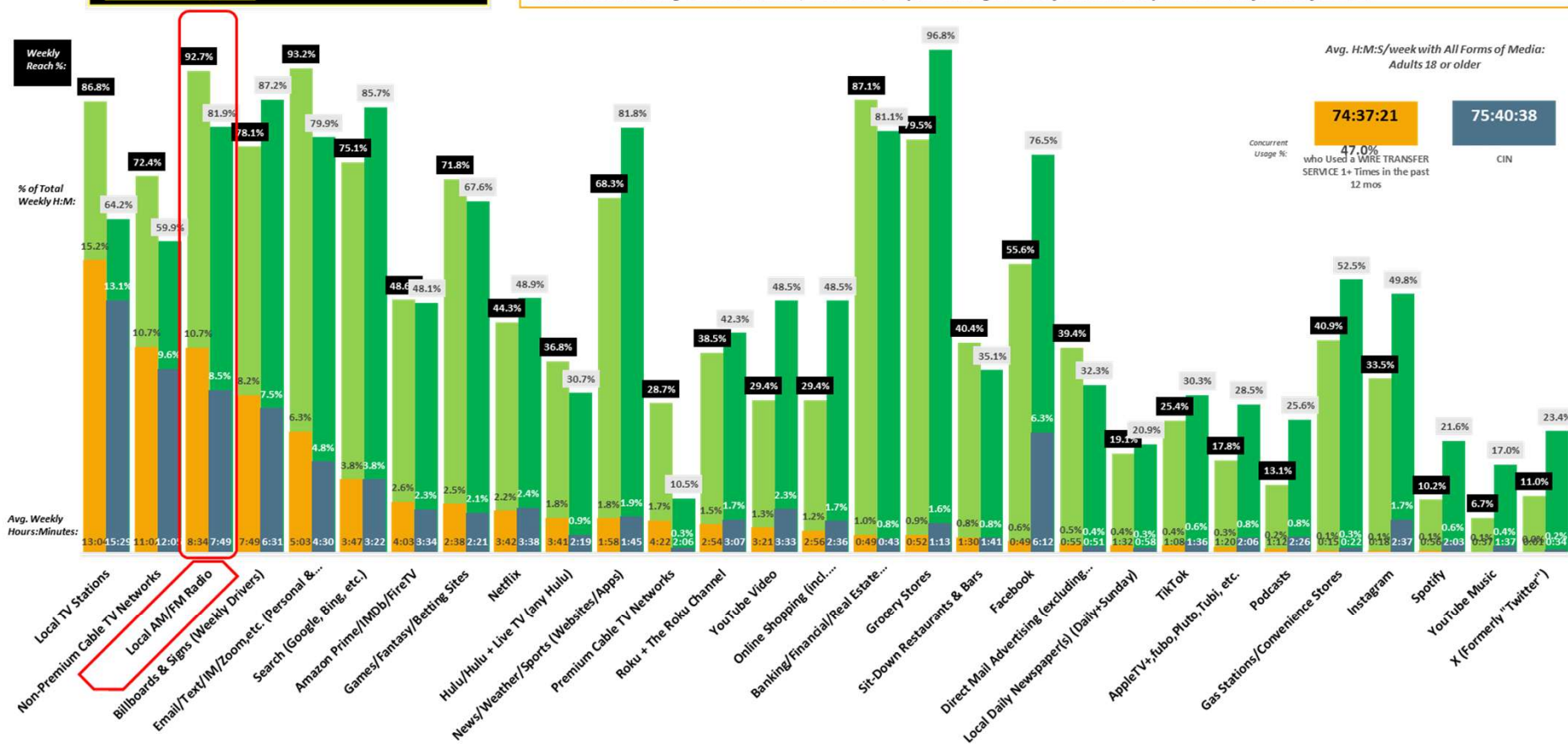
39.5%

who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

STL



Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 2 hours, 37 minutes and 21 seconds each week with All Forms of Media.  
 92.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



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

Concurrent Usage %: 47.0% who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

74:37:21

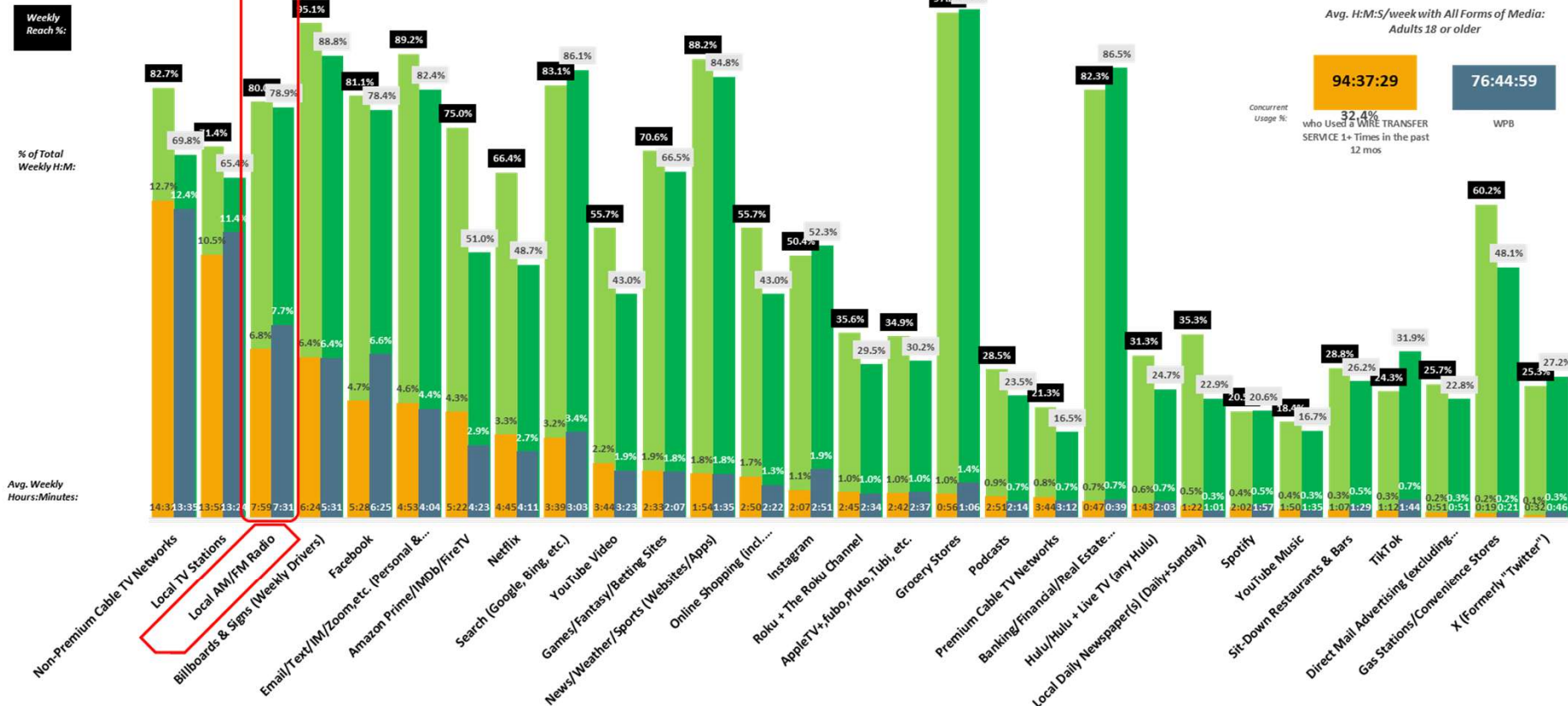
75:40:38

CIN

who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos CIN



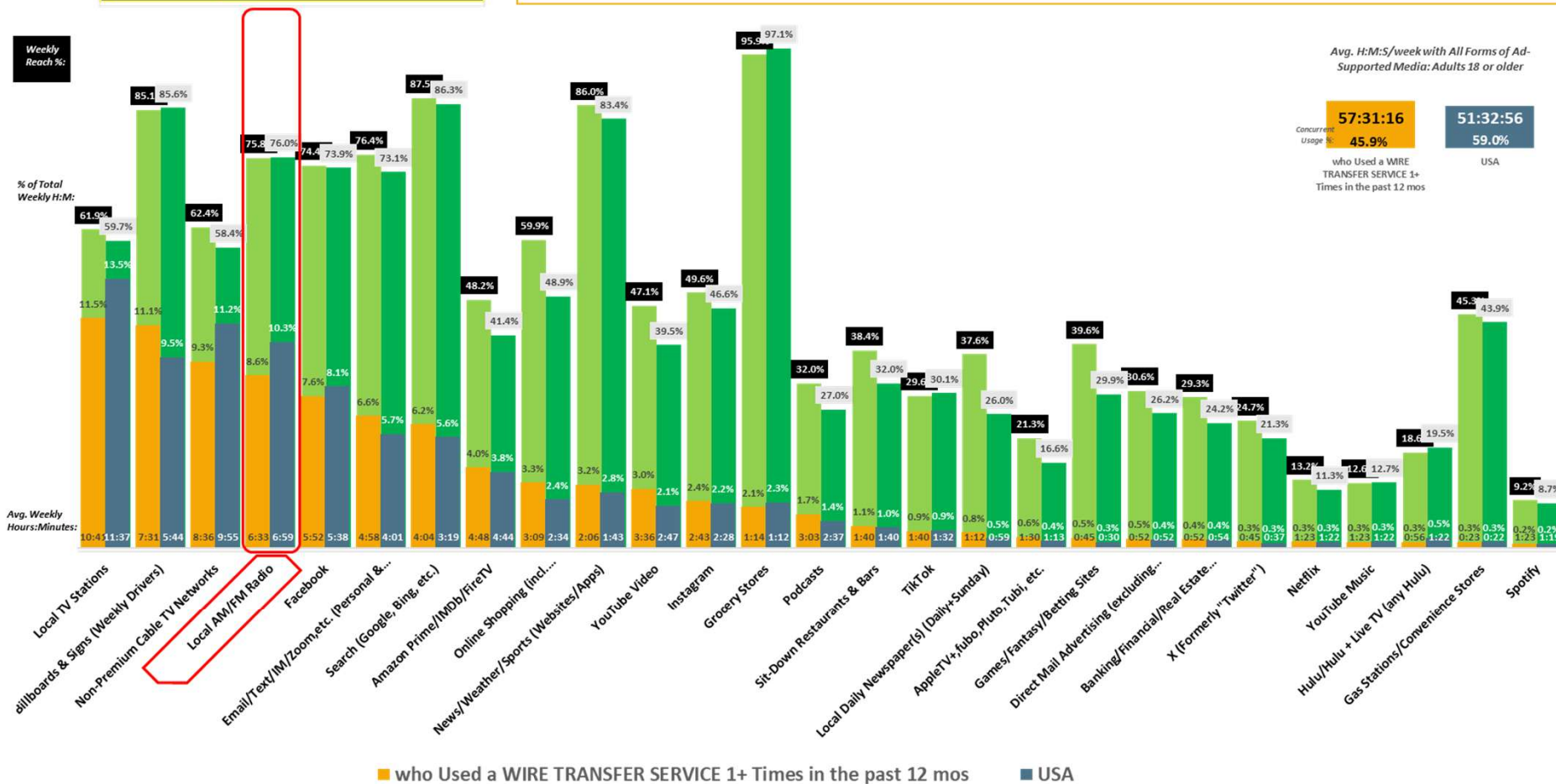
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 3 days, 22 hours, 37 minutes and 29 seconds each week with All Forms of Media.  
 80.0% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.







Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 9 hours, 31 minutes and 16 seconds each week with All Forms of Ad-Supported Media.  
 75.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 6 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

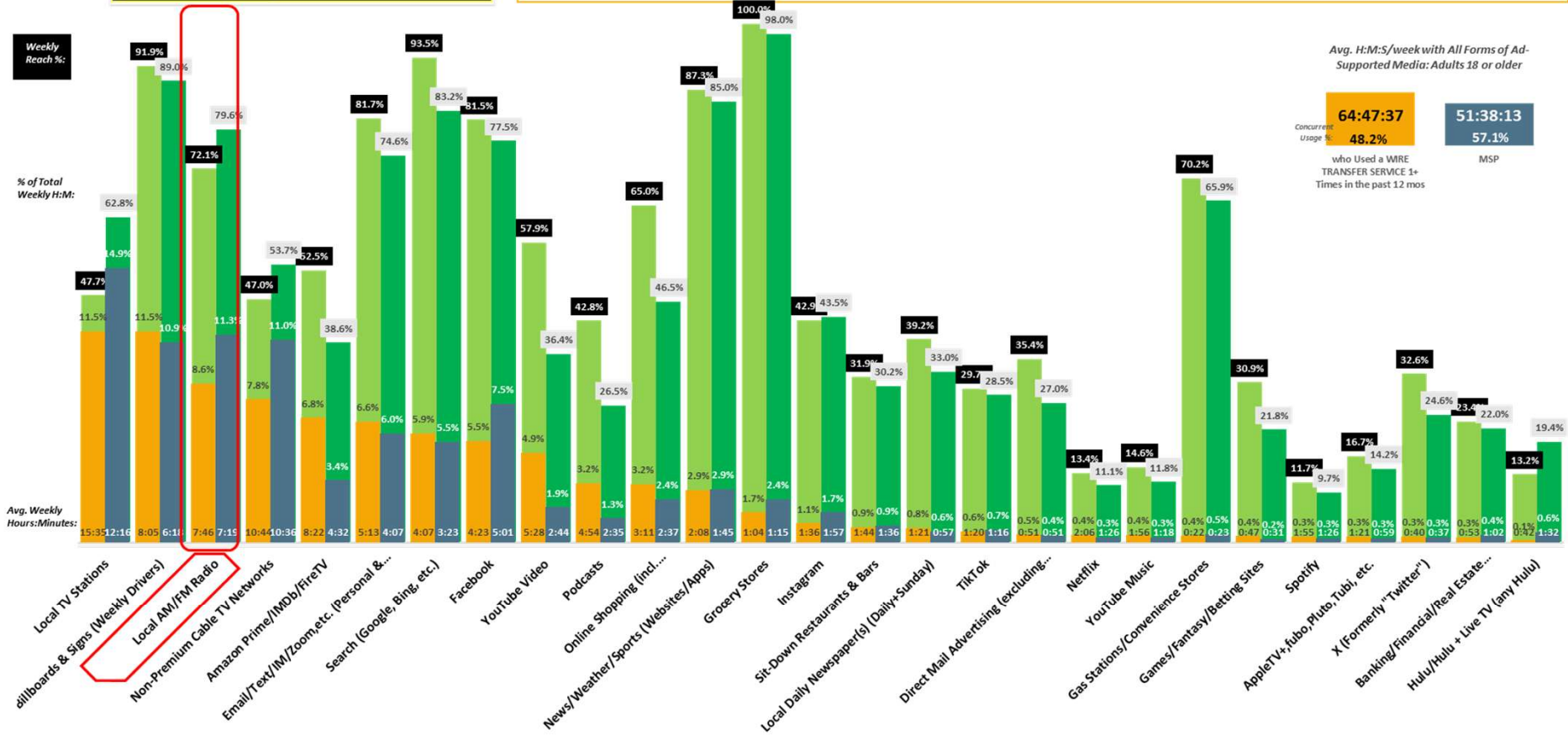
Professional services used by HHLD past 12 months (HHLD): Wire transfer



Share of Everything for Anything



Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 16 hours, 47 minutes and 37 seconds each week with All Forms of Ad-Supported Media.  
 72.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Me



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

Concurrent Usage %

64:47:37  
48.2%

51:38:13  
57.1%

MSP

who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

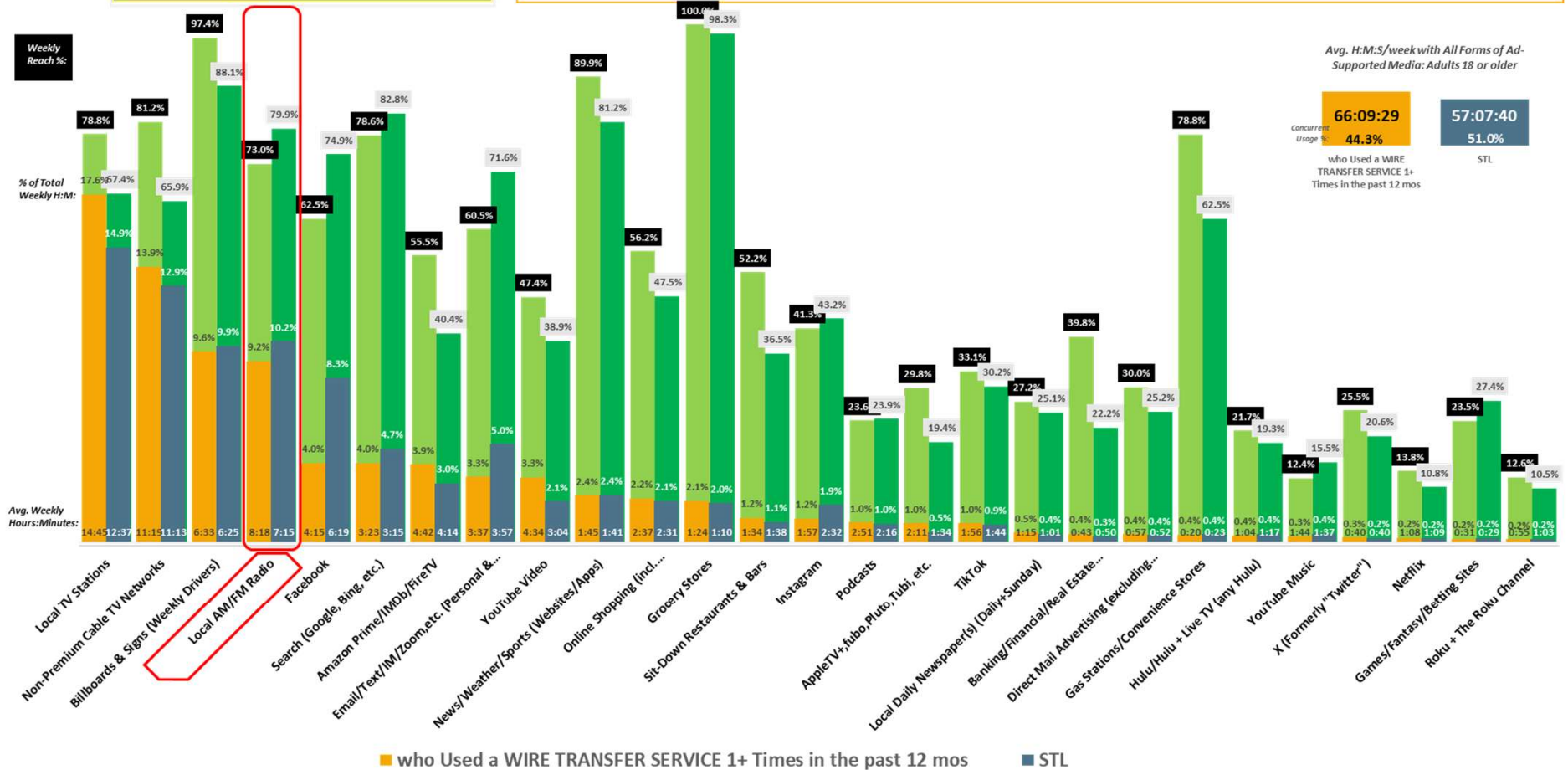
who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos MSP



Share of Everything for Anything



Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 18 hours, 9 minutes and 29 seconds each week with All Forms of Ad-Supported Media.  
 73.% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 8 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Med

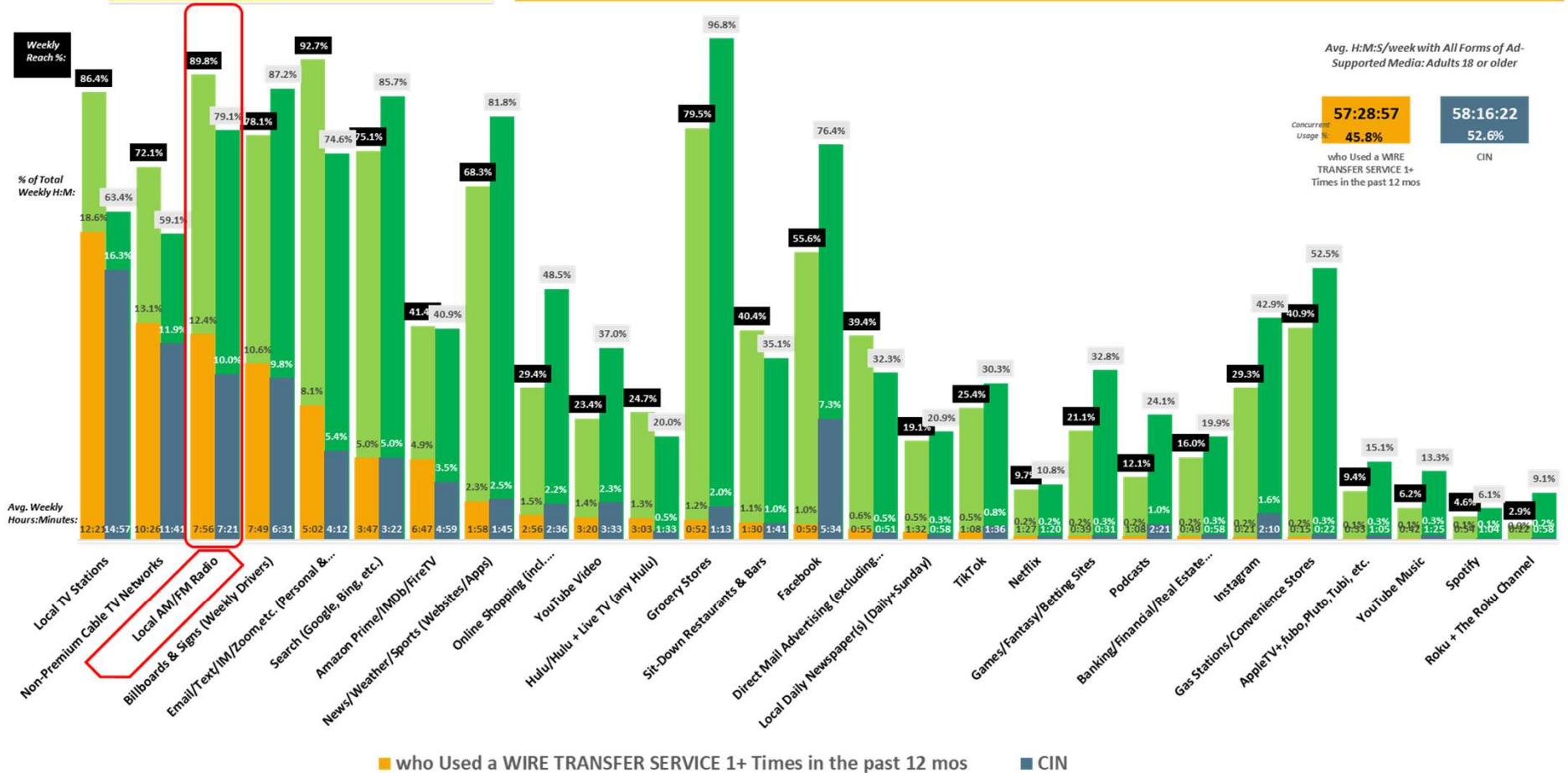


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 44.3%  
 who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos  
 66:09:29  
 STL: 57:07:40  
 51.0%



Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 2 days, 9 hours, 28 minutes and 57 seconds each week with All Forms of Ad-Supported Media.  
 89.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported M



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

Concurrent Usage %: 45.8%

who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

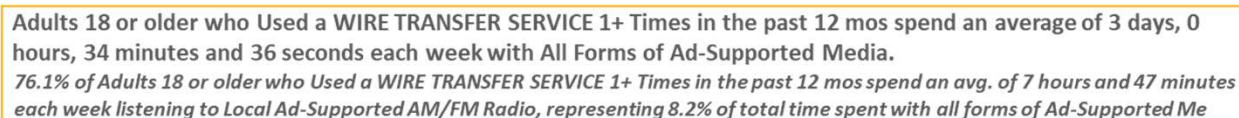
57:28:57

58:16:22

CIN





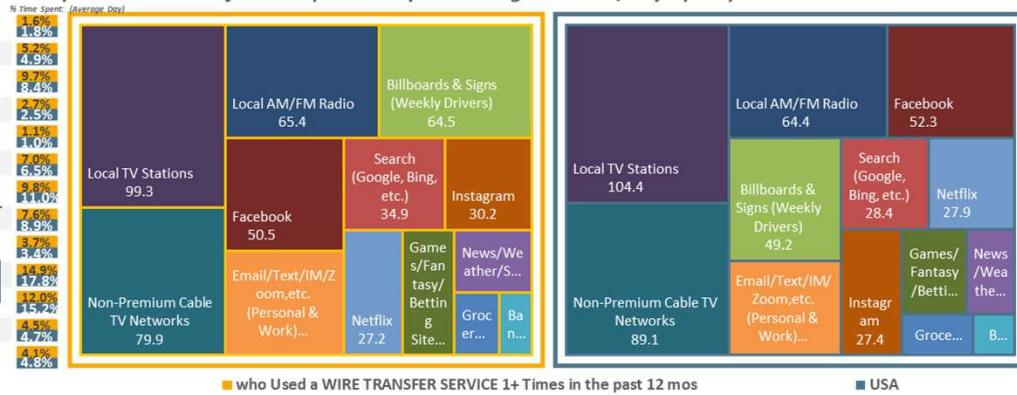
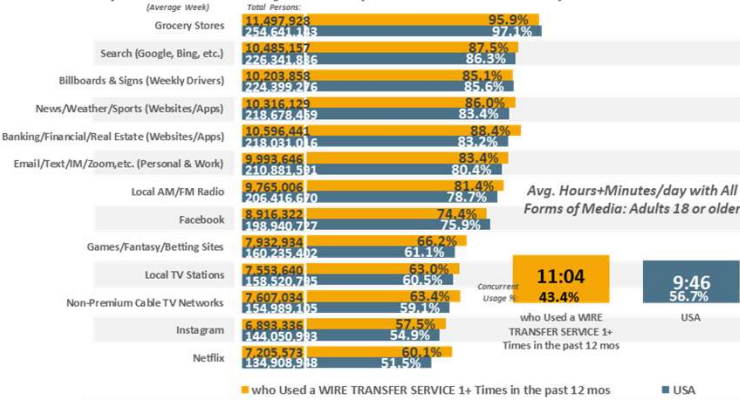


Professional services used by HHLD past 12 months (HHLD): Wire transfer

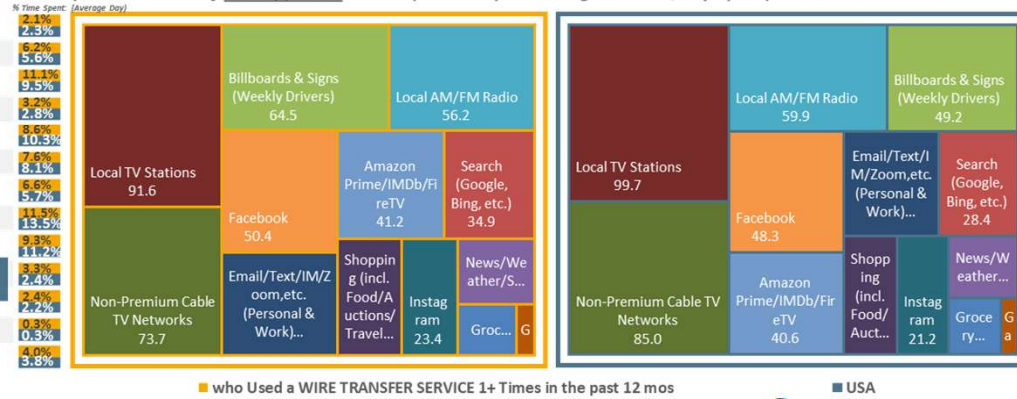
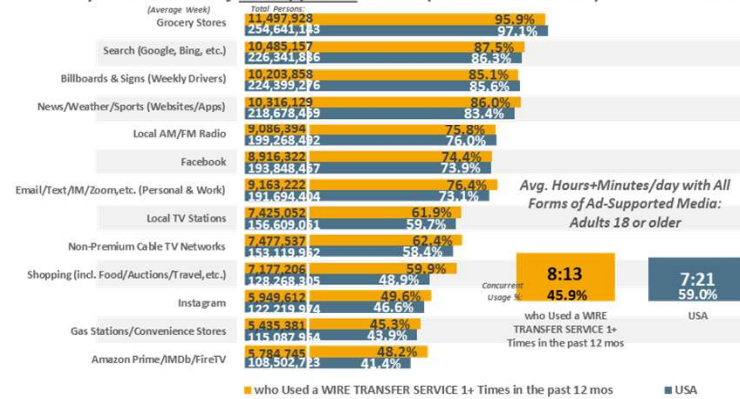


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 75.8% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

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



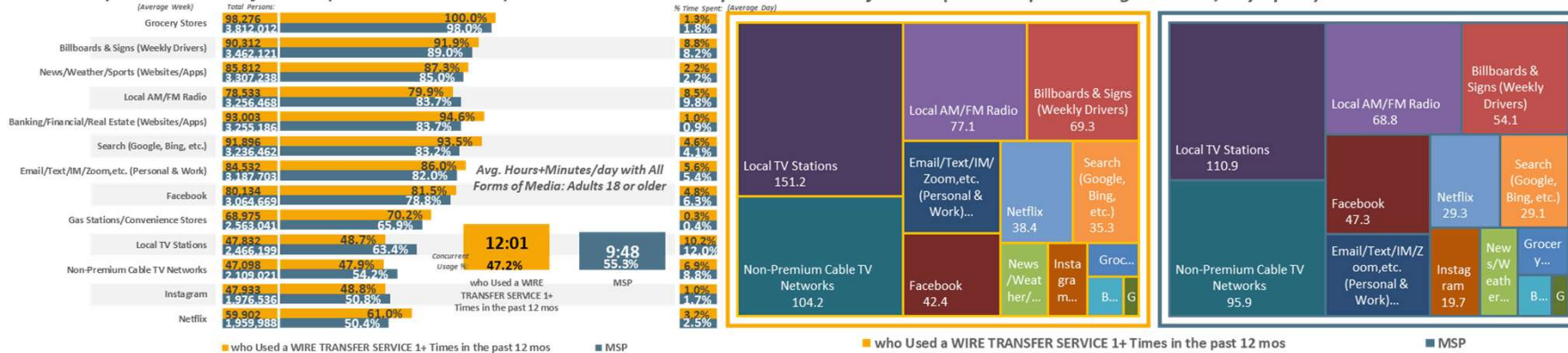
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 9 hours and 15 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

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

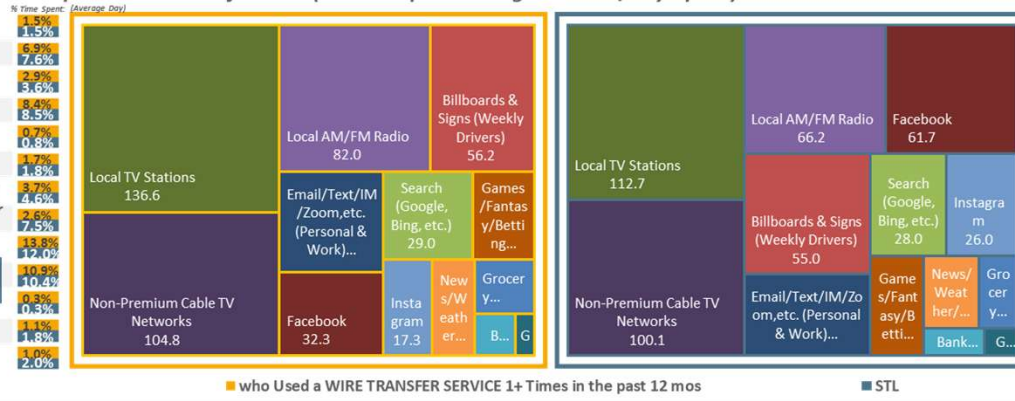
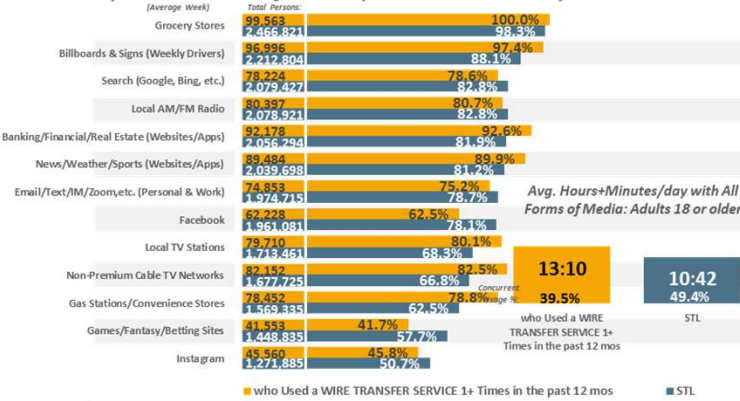




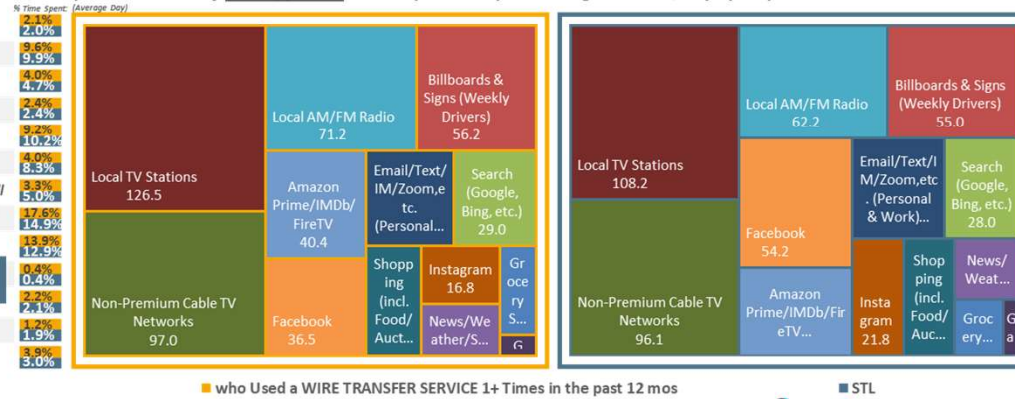
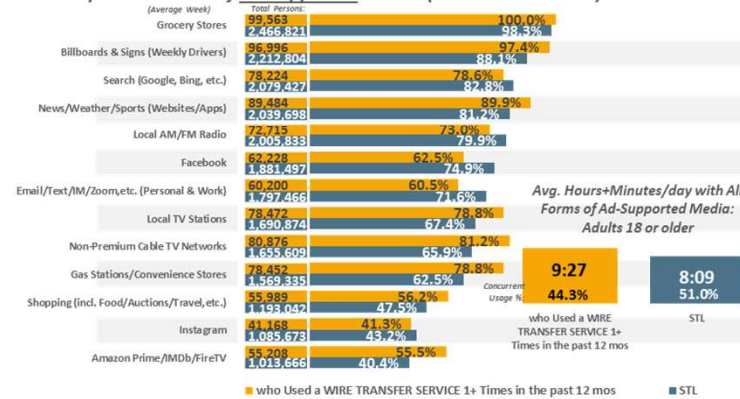


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 9 hours and 27 minutes each day with All Forms of Ad-Supported Media. 73.% listen to Local AM/FM Radio for an avg. of 71.2 minutes/day.(Local Radio delivers 9.2% of Time with Ad-Supported Media.)

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



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



STL DMA Scarborough R2 2025; Aug24-Jul25 Qual Intab 85  
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soefa.ai Share of Everything for Anything

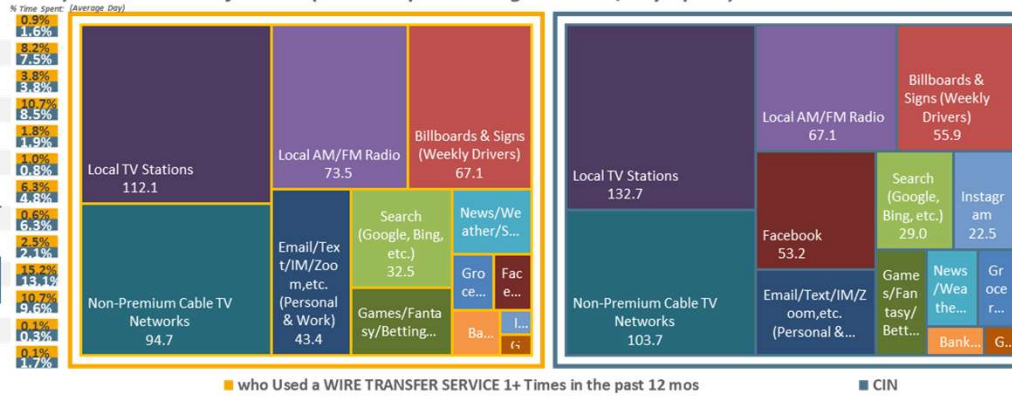
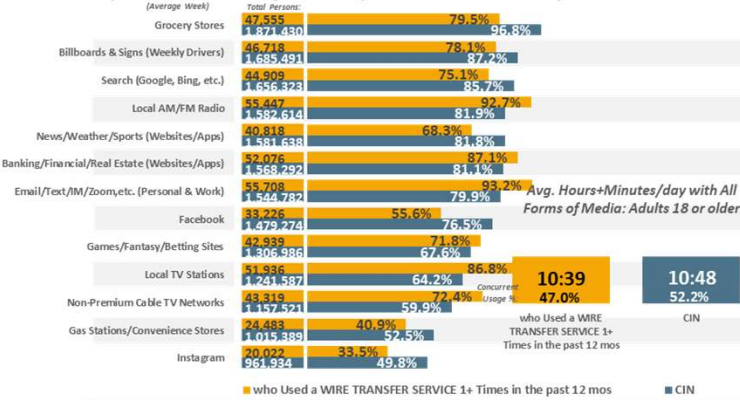
Professional services used by HHLD past 12 months (HHLD): Wire transfer



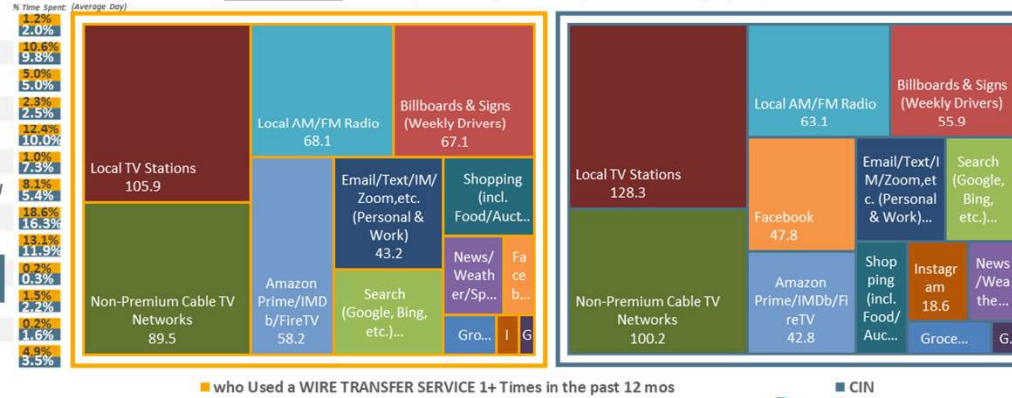
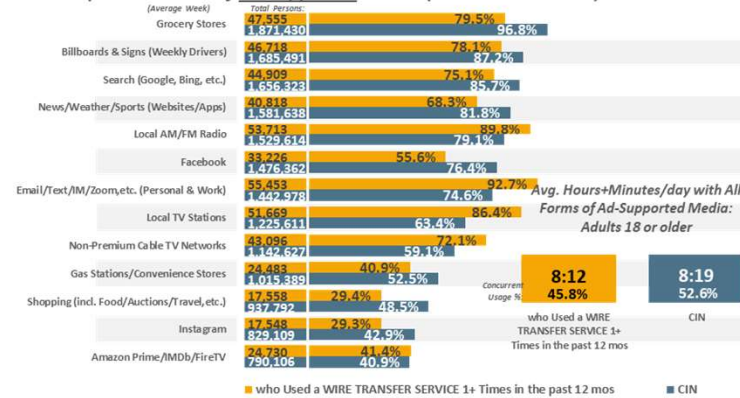


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 89.8% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. (Local Radio delivers 12.4% of Time with Ad-Supported Media.)

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



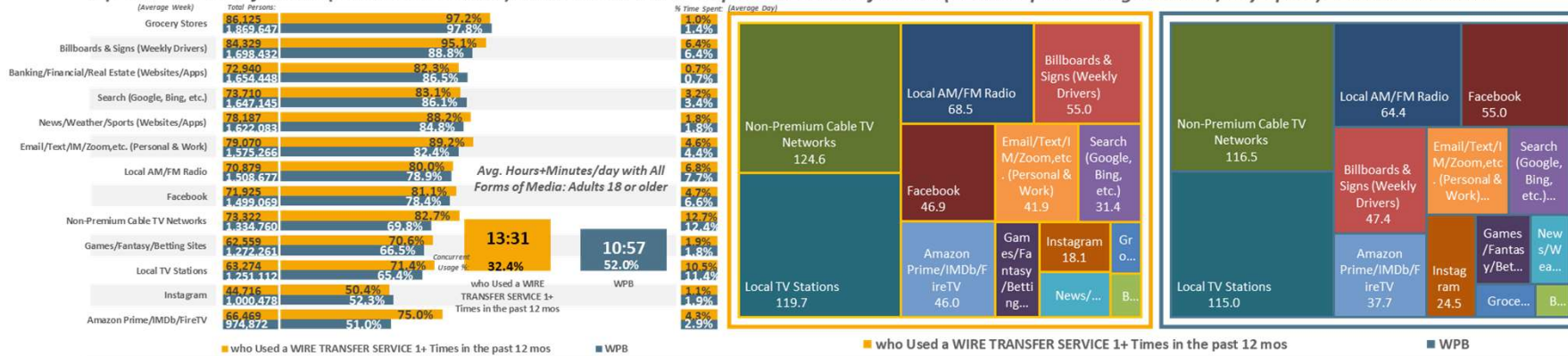
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



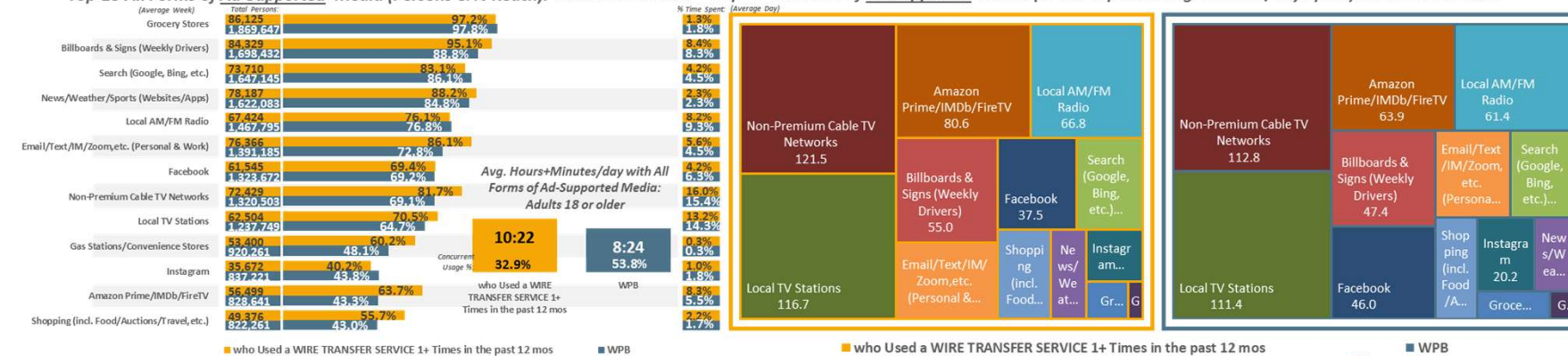


Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 10 hours and 22 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. (Local Radio delivers 8.2% of Time with Ad-Supported Media.)

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



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

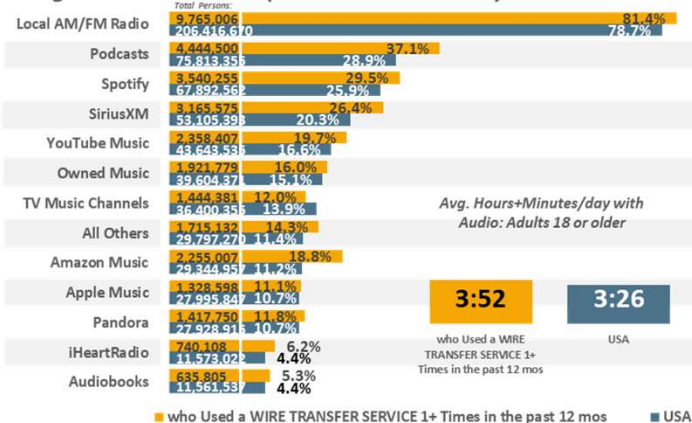




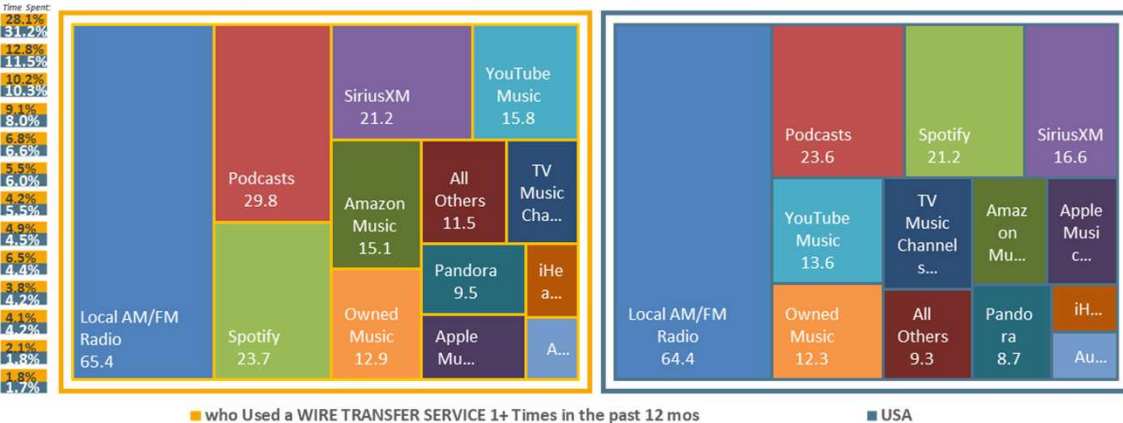


9,086,394 or 75.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

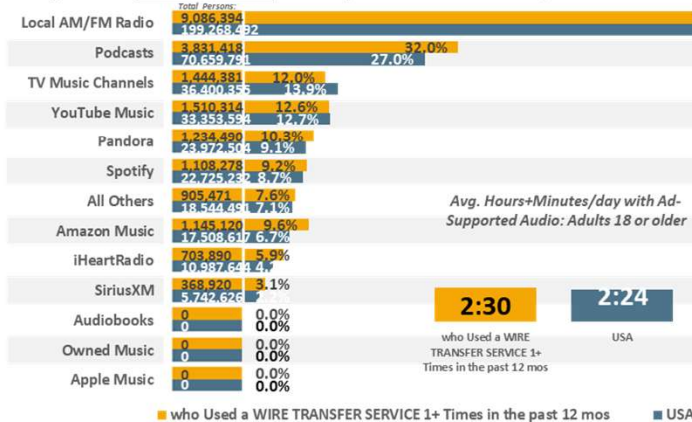
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



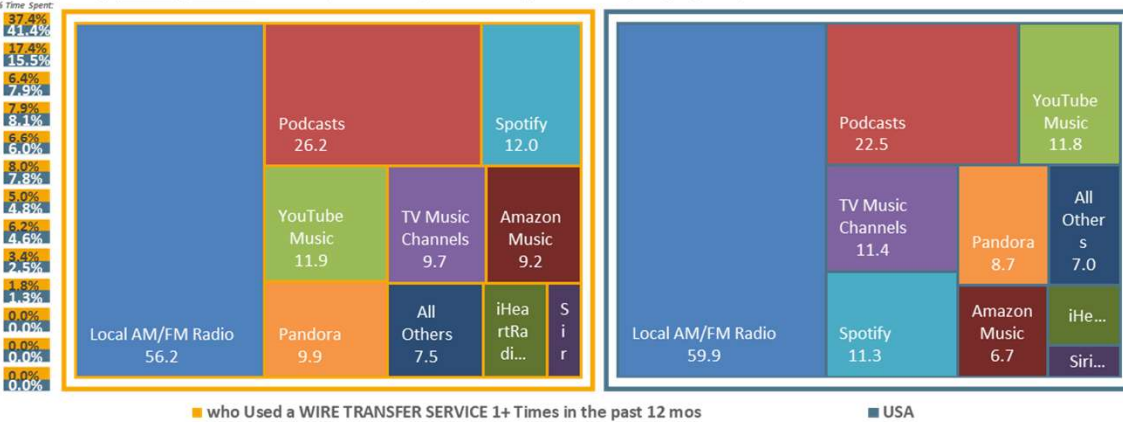
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



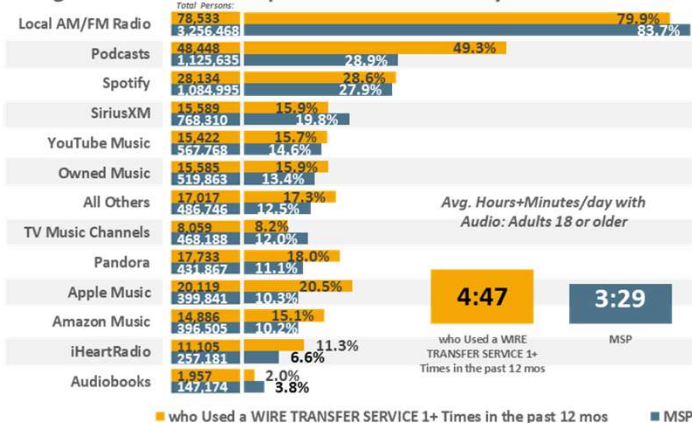
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



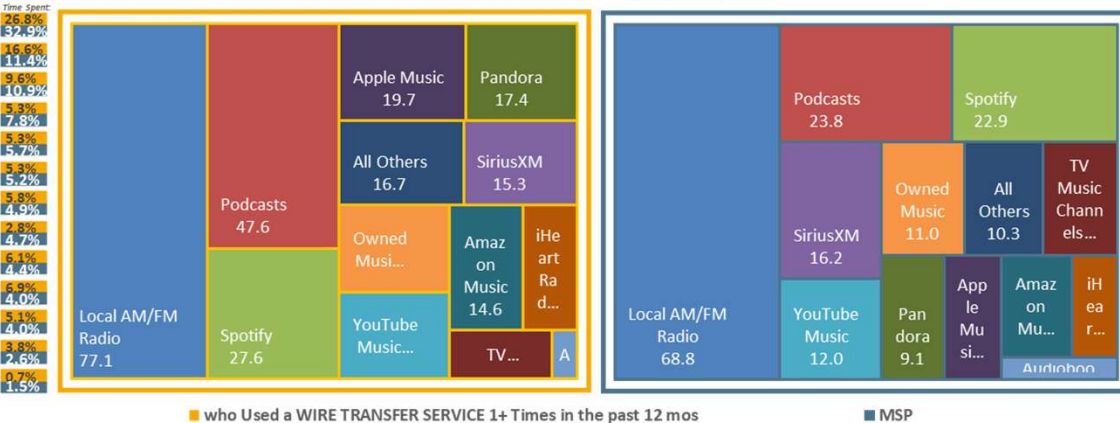


70,847 or 72.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

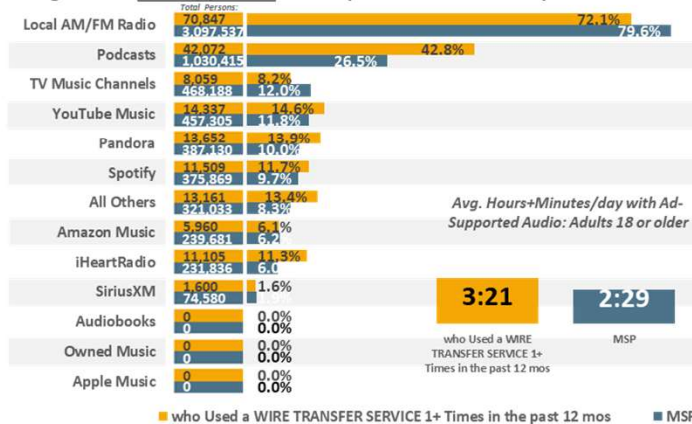
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



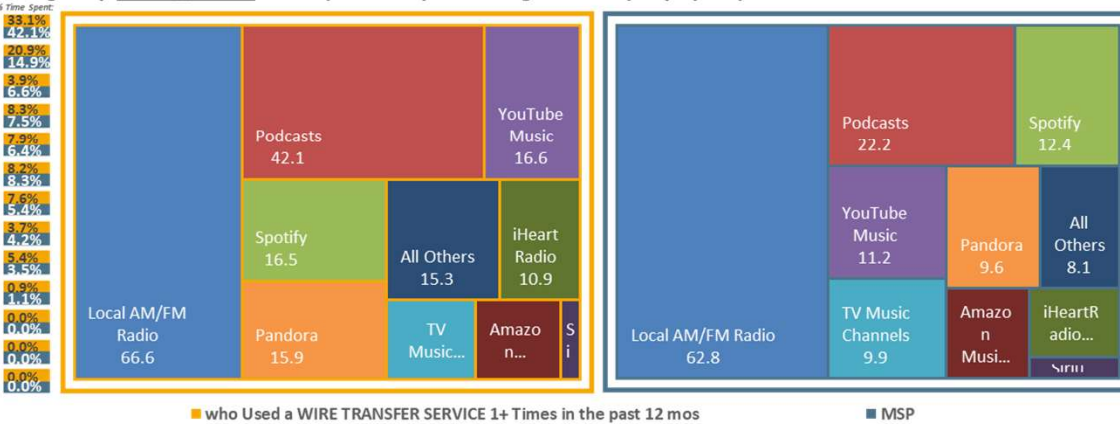
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

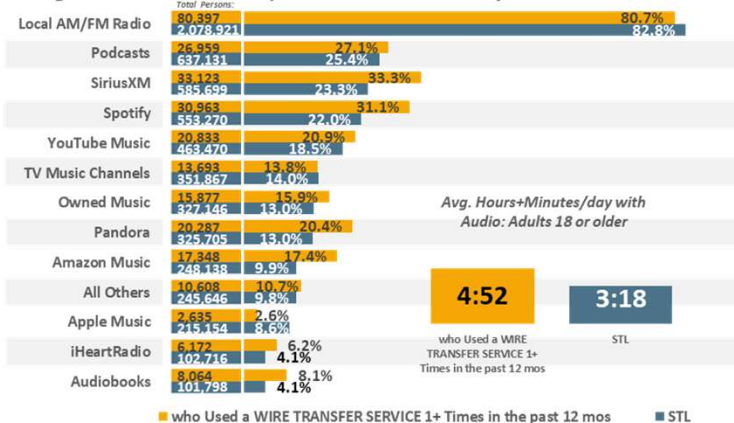




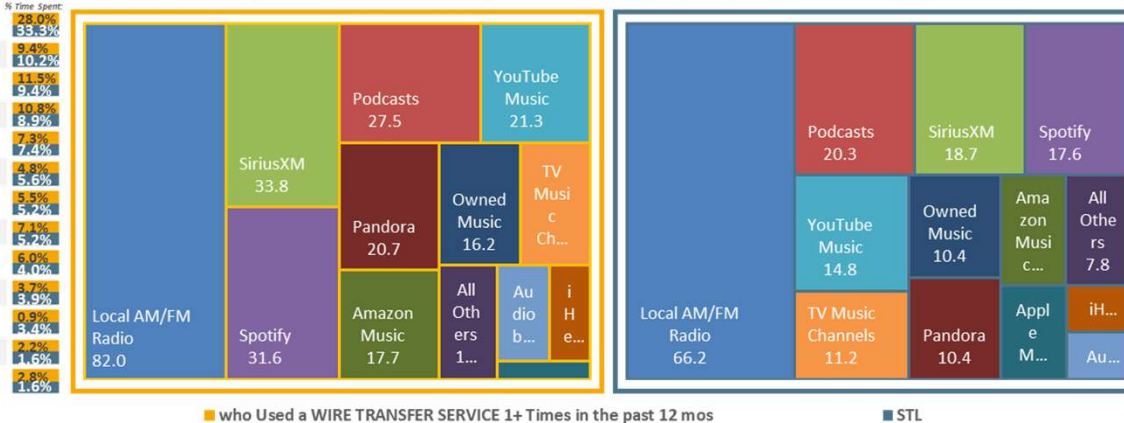


72,715 or 73.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

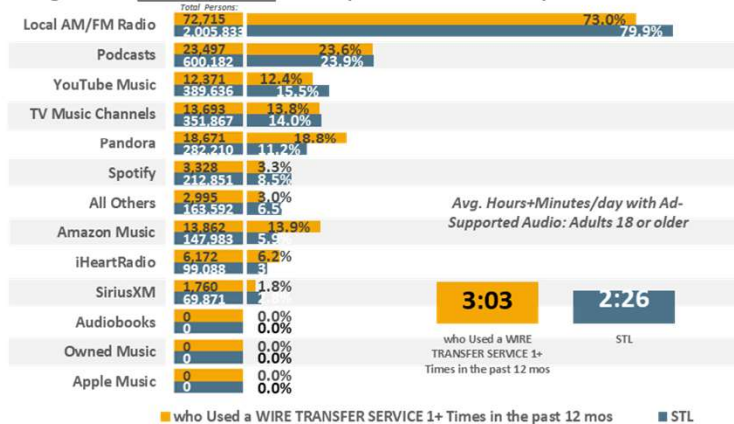
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



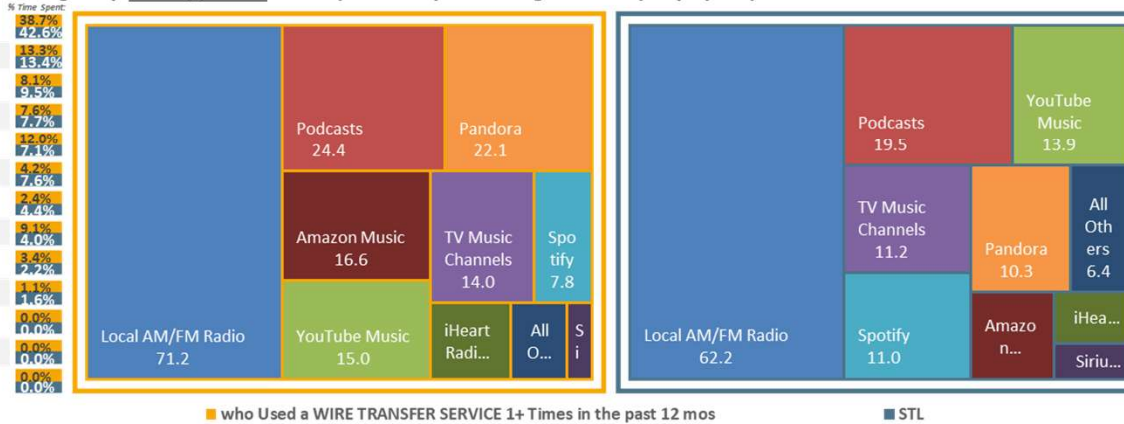
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



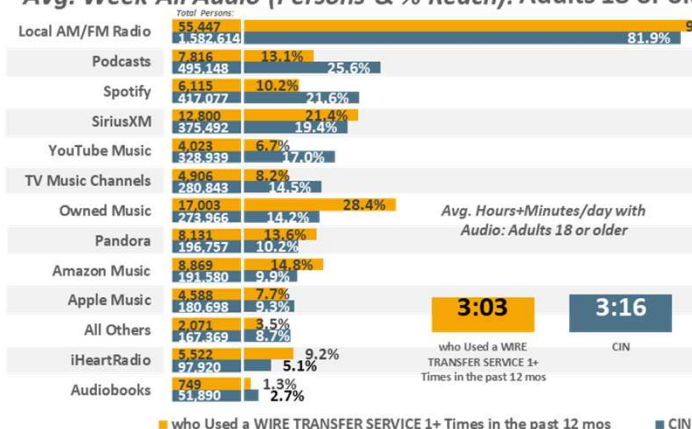
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



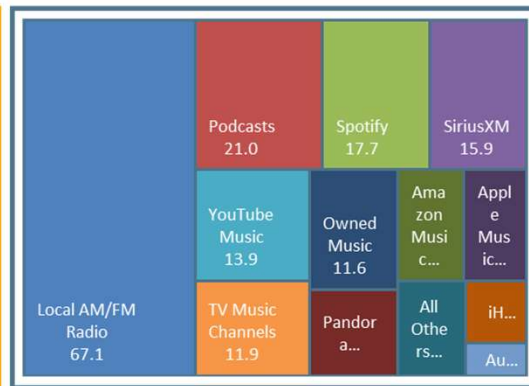
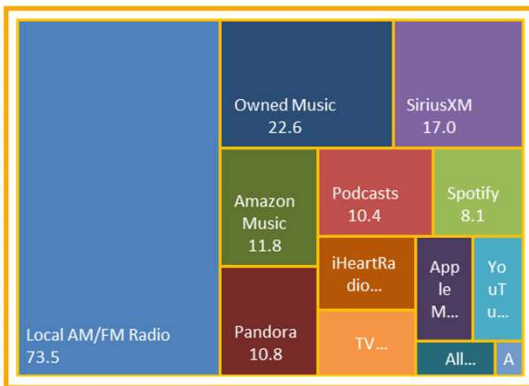


53,713 or 89.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 54.2% of all time spent daily with Ad-Supported Audio.

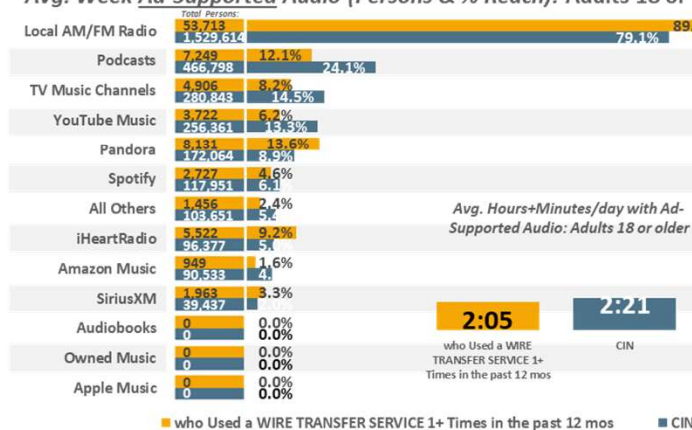
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



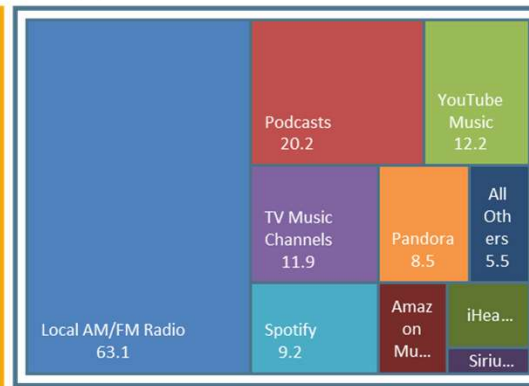
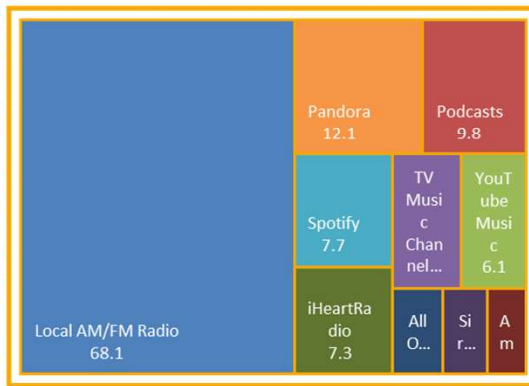
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



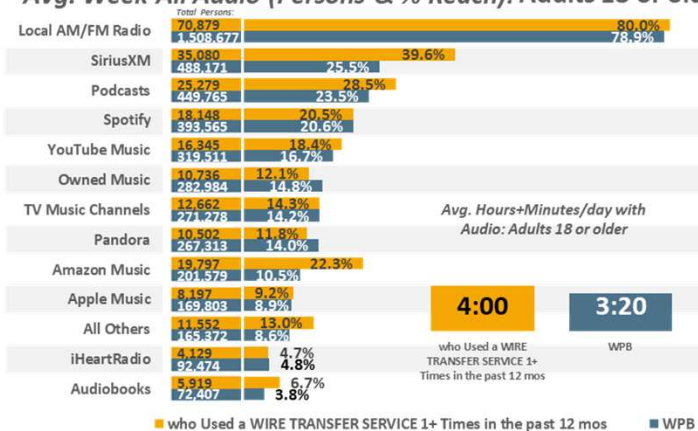
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



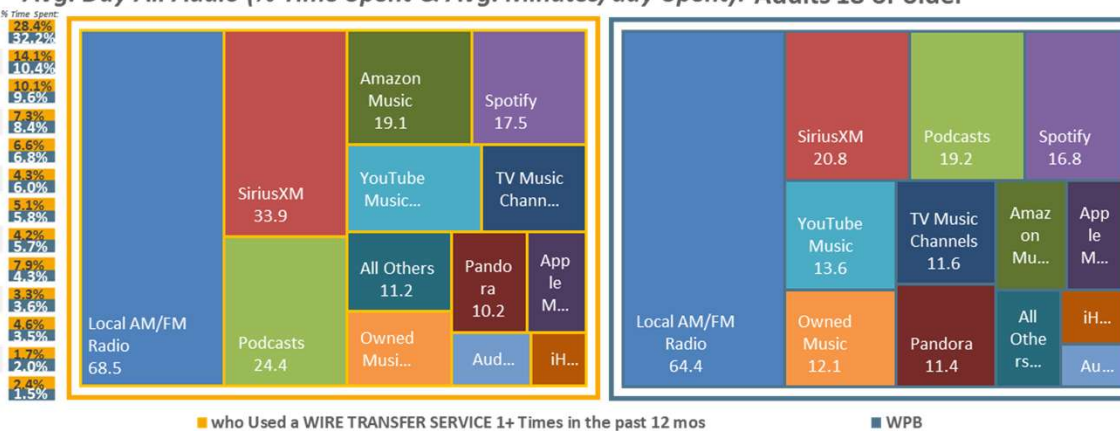


67,424 or 76.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

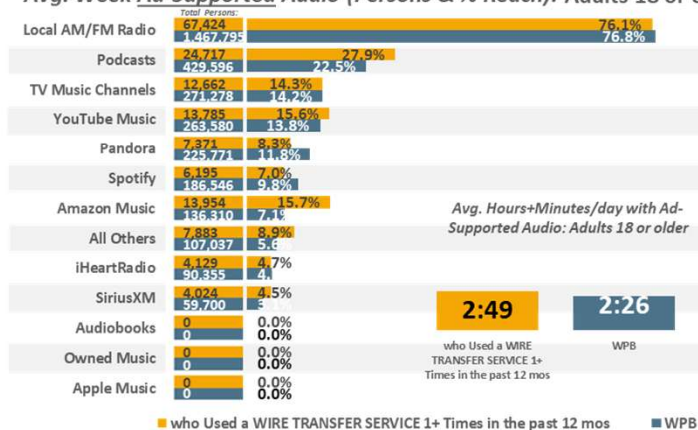
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



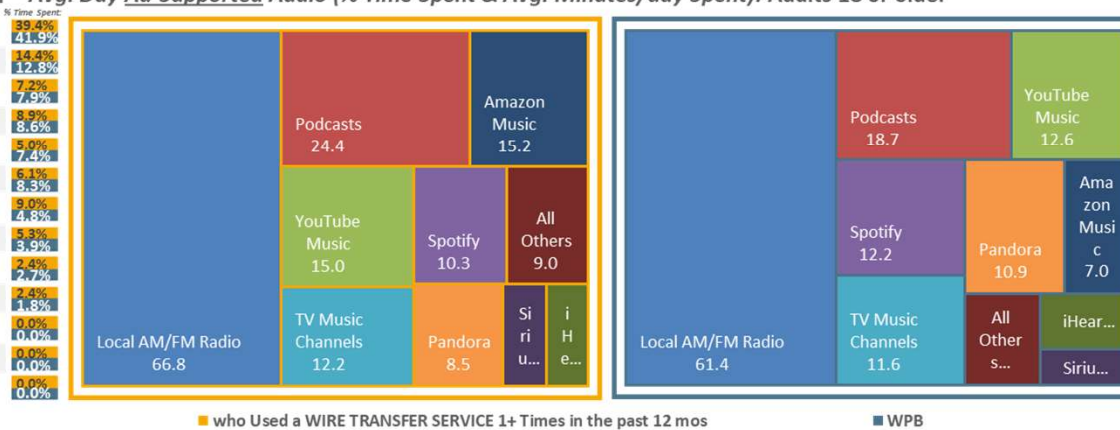
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



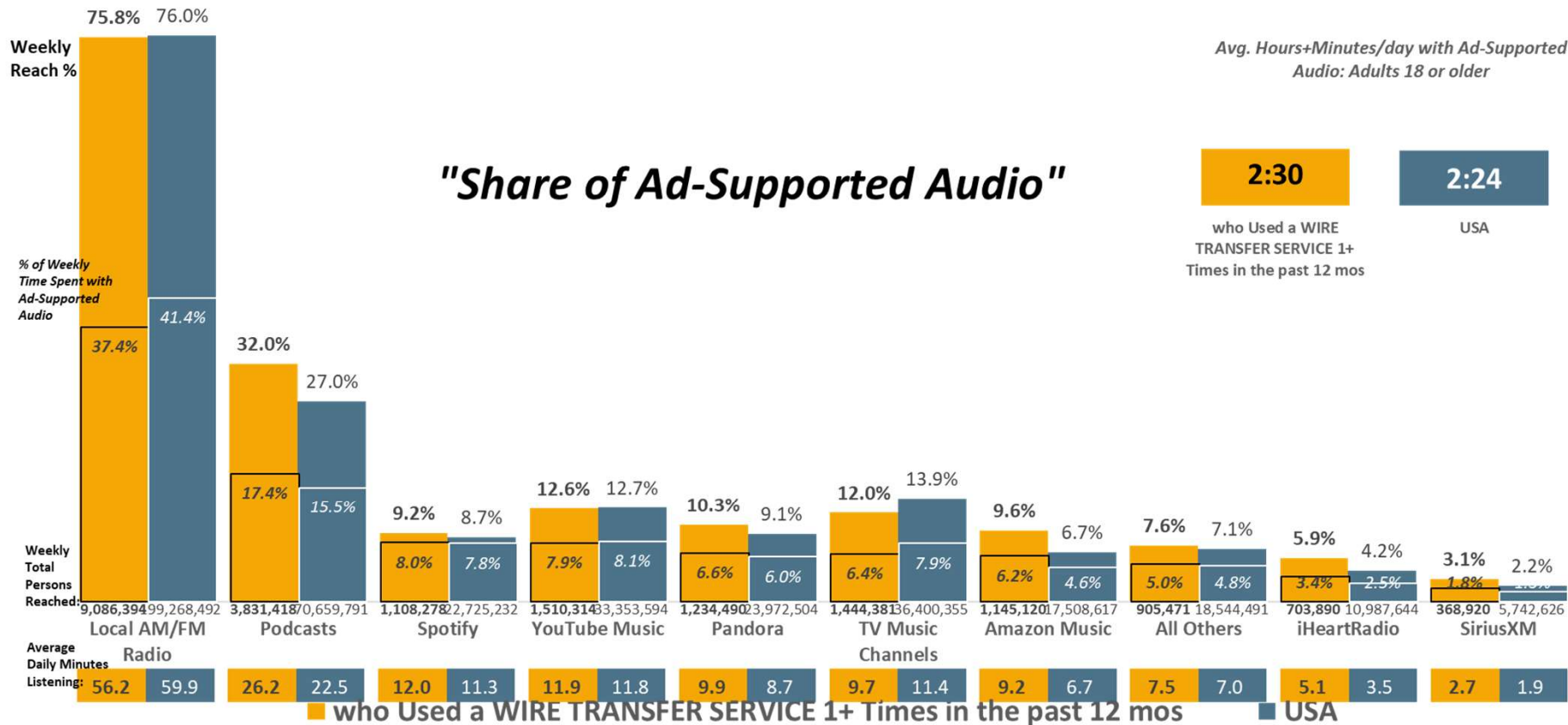
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older







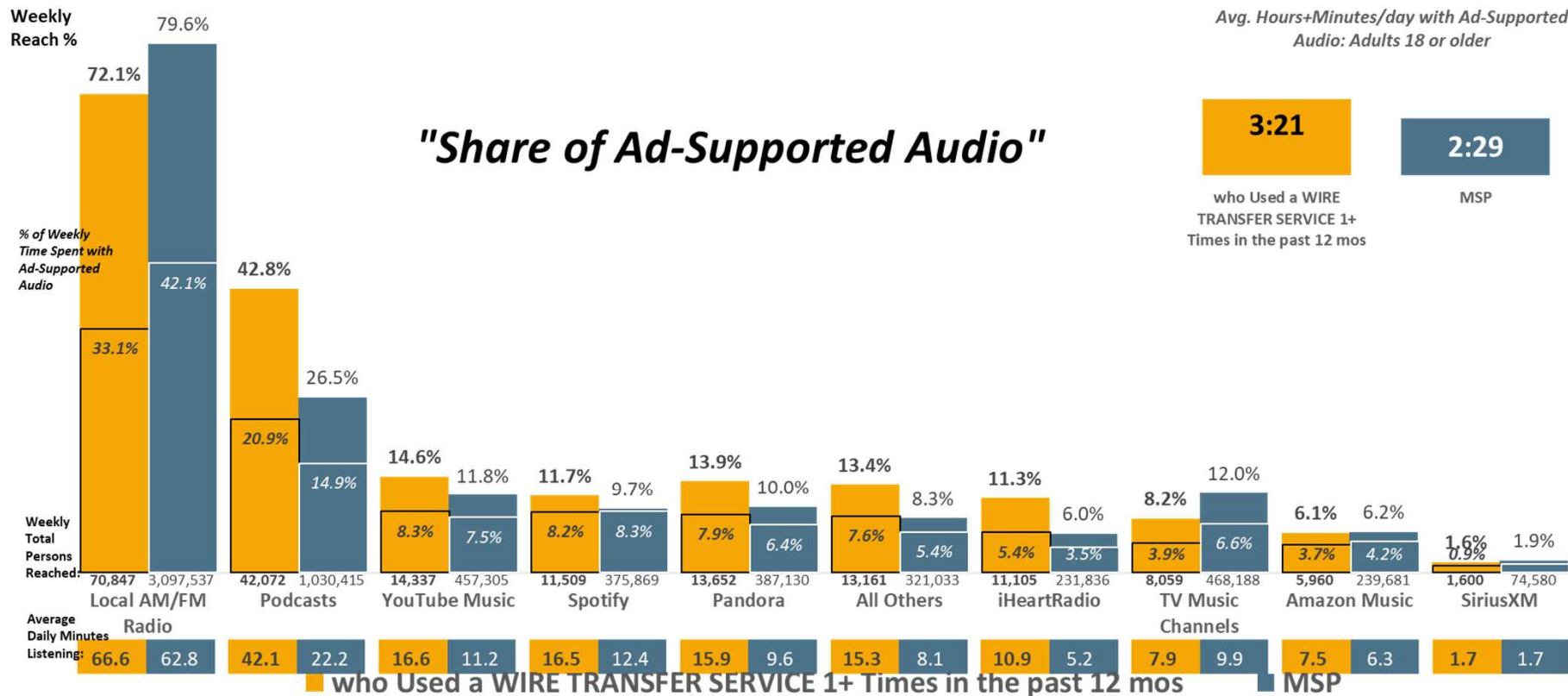
9,086,394 or 75.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

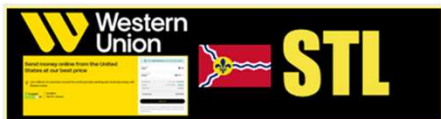




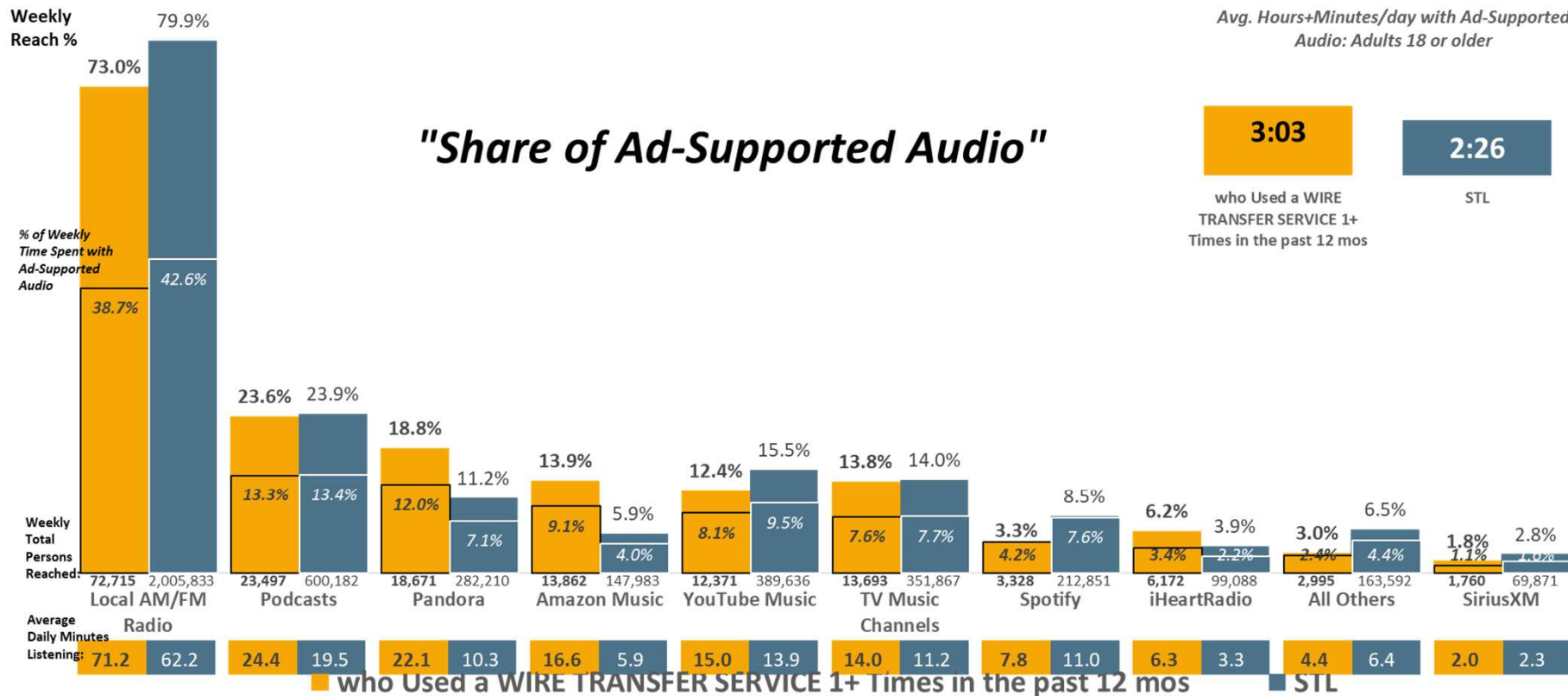


70,847 or 72.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.





72,715 or 73.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.





53,713 or 89.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 54.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach %



% of Weekly Time Spent with Ad-Supported Audio



## "Share of Ad-Supported Audio"

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

2:05

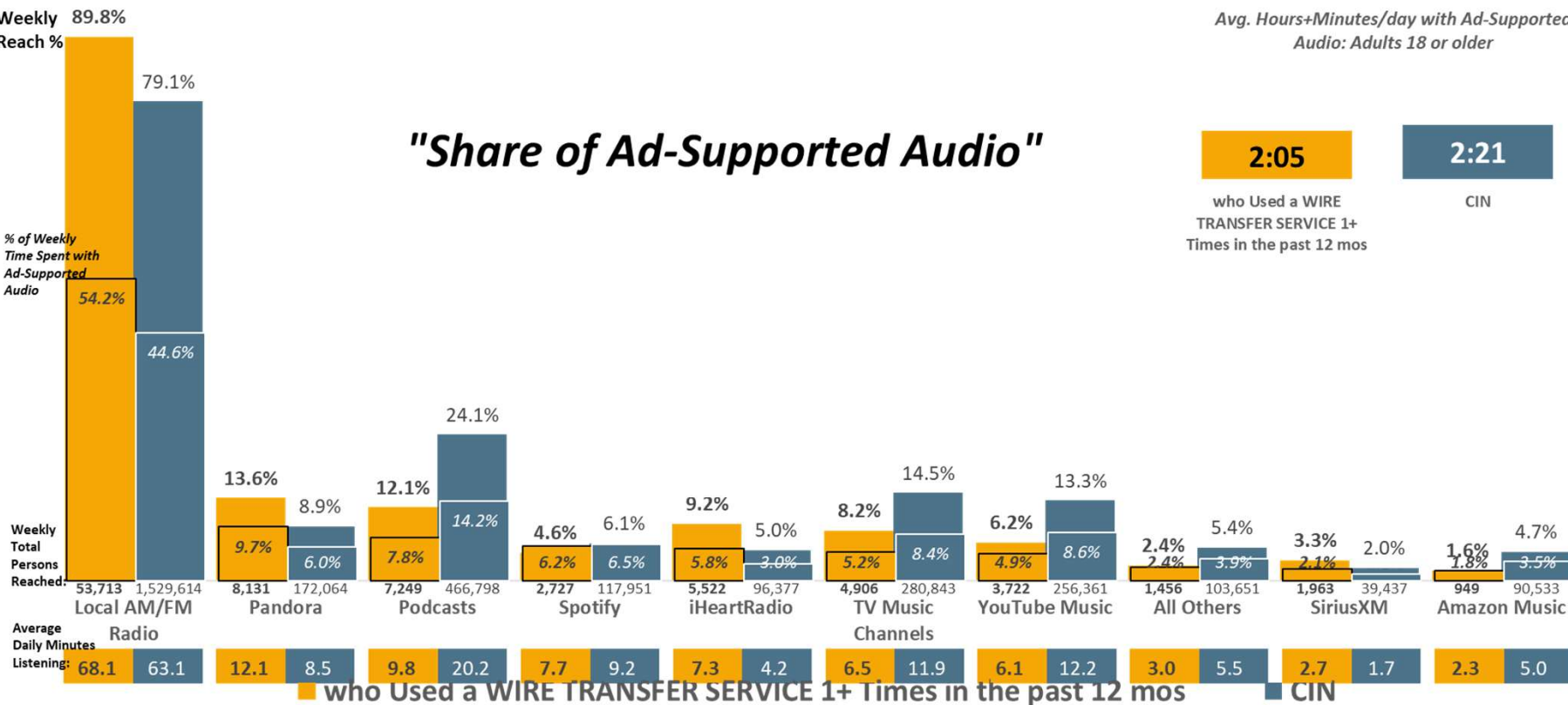
2:21

who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

CIN

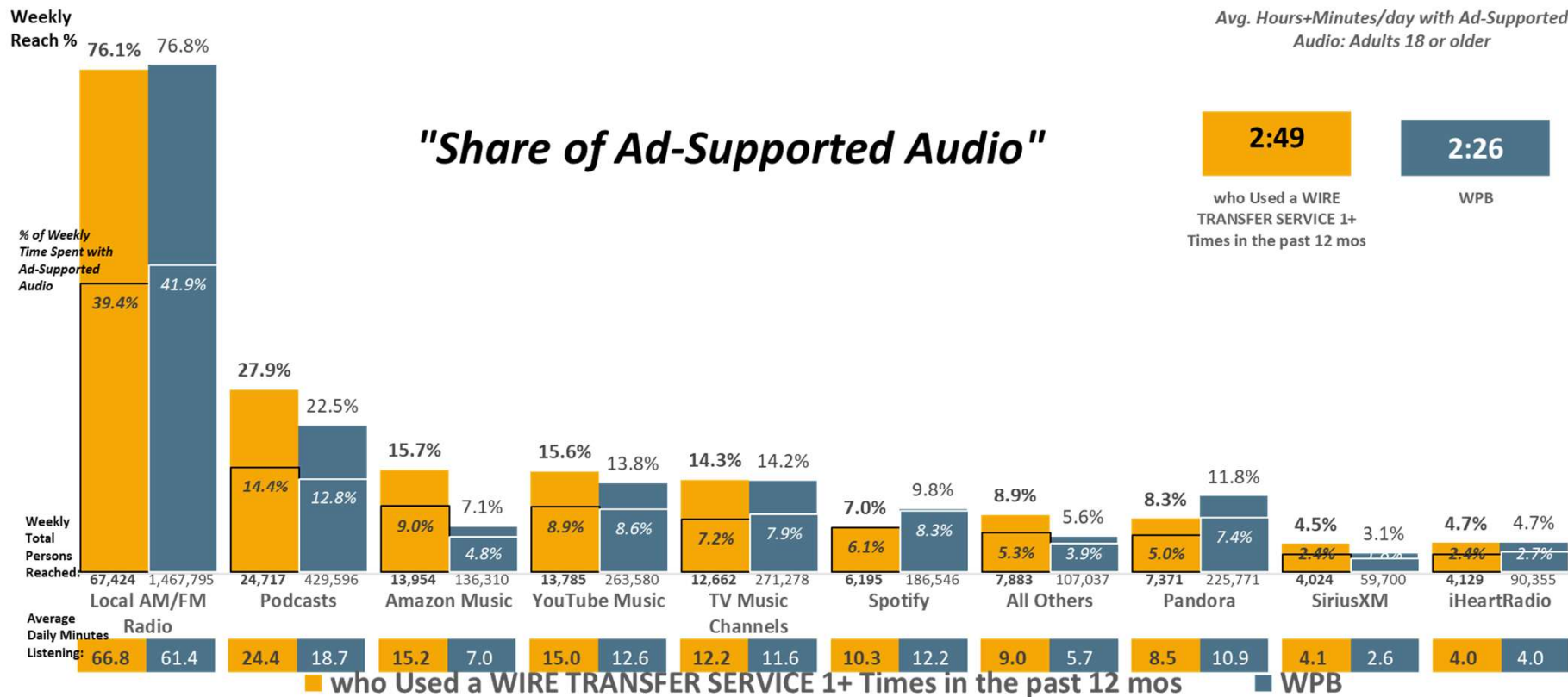
Weekly Total Persons Reached:

Average Daily Minutes Listening:





67,424 or 76.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

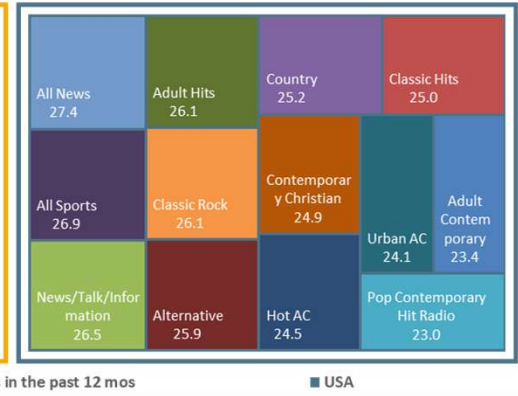
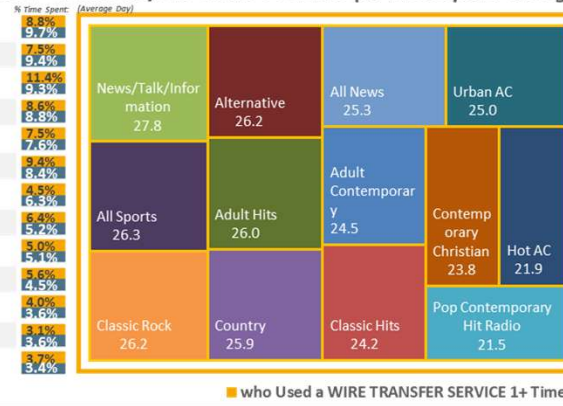
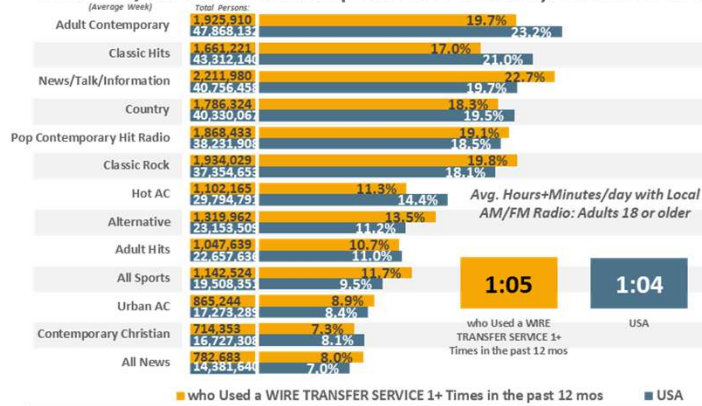




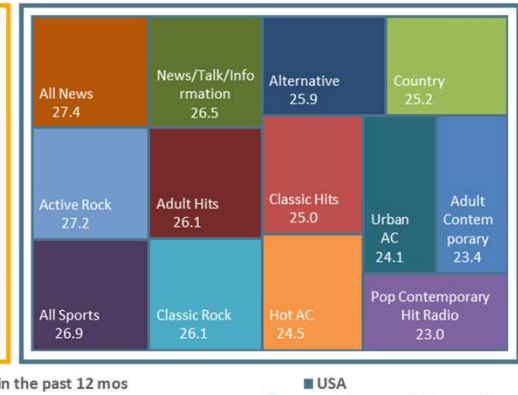
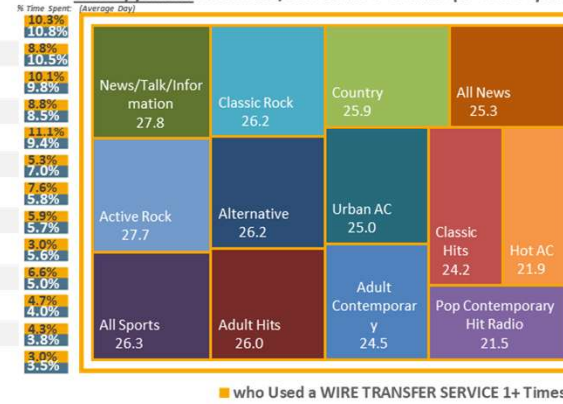
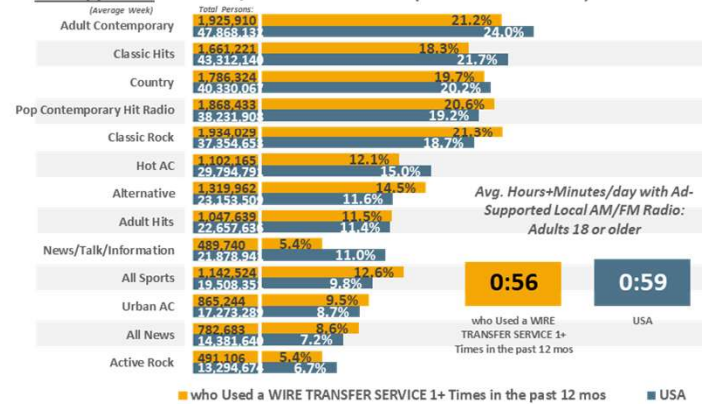


9,086,394 or 75.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Classic Hits.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

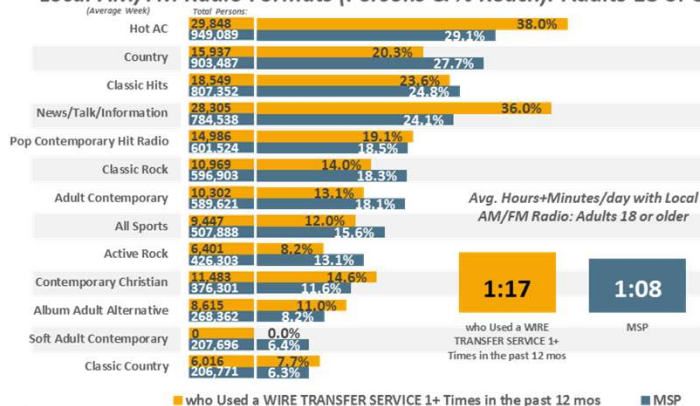
soefa.ai Share of Everything for Anything

Professional services used by HHLd past 12 months (HHLd): Wire transfer

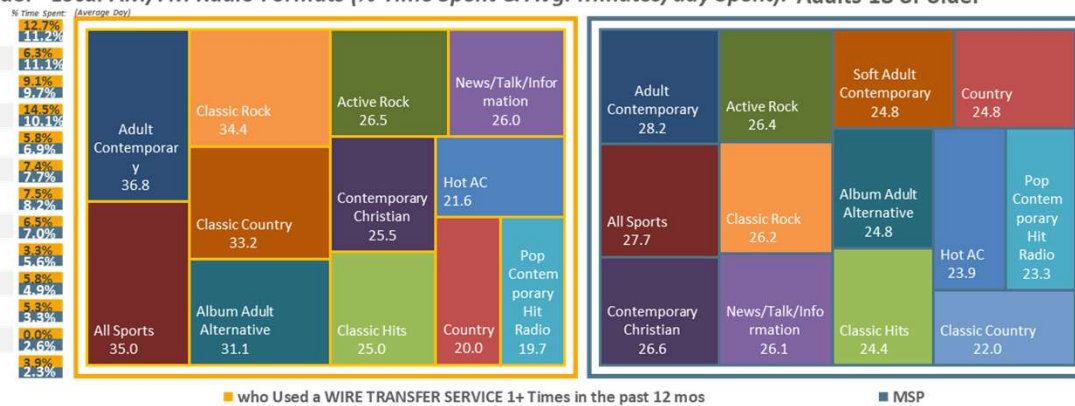


70,847 or 72.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Country, Pop Contemporary Hit Radio, and News/Talk/Information.

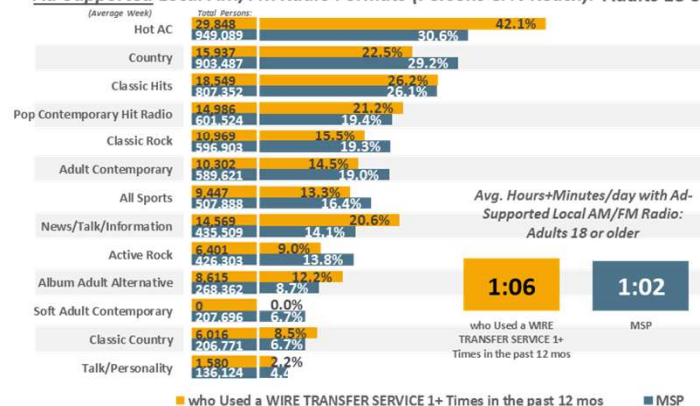
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



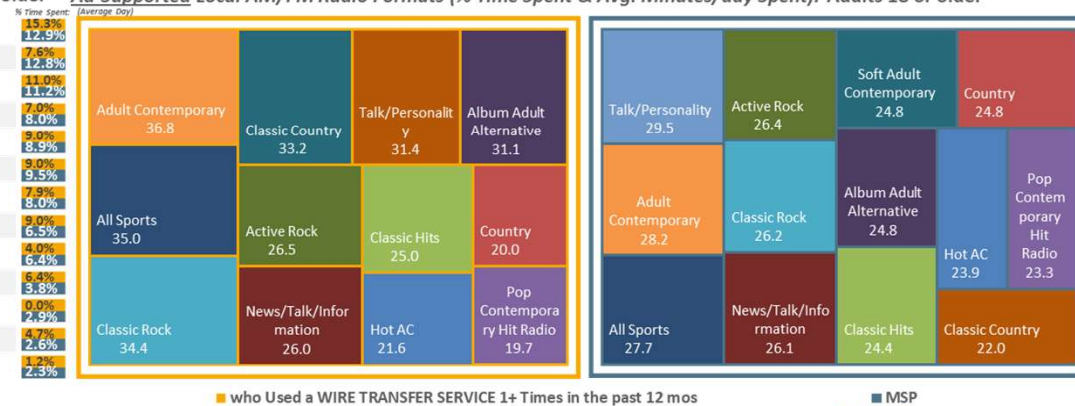
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



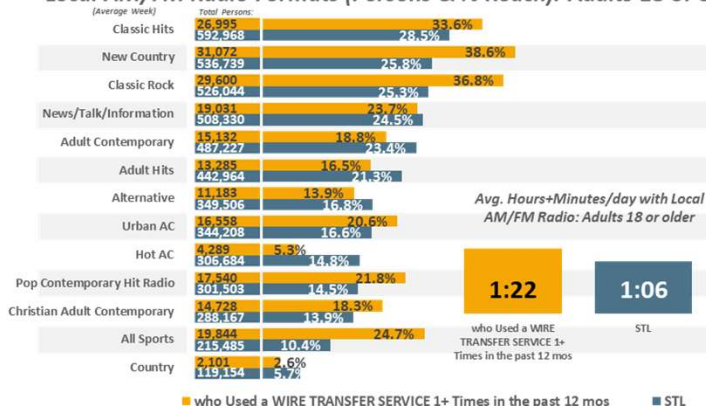
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



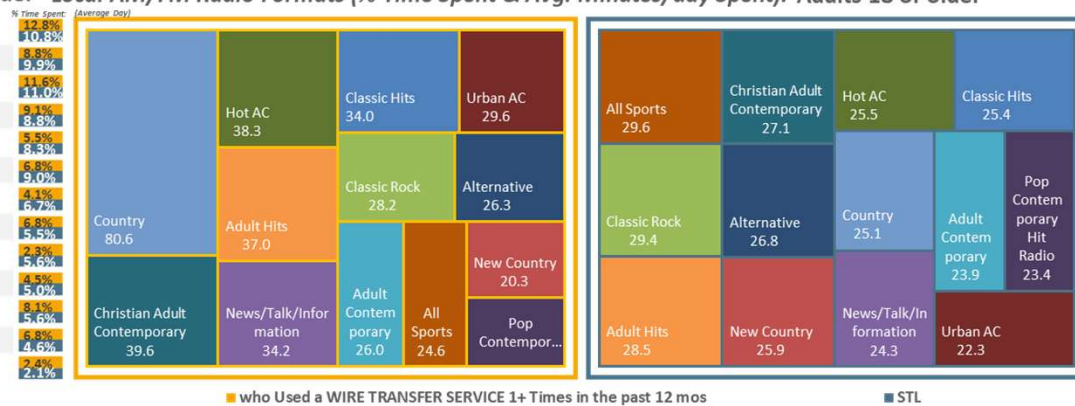


72,715 or 73.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Rock, Classic Hits, All Sports, and Pop Contemporary Hit Radio.

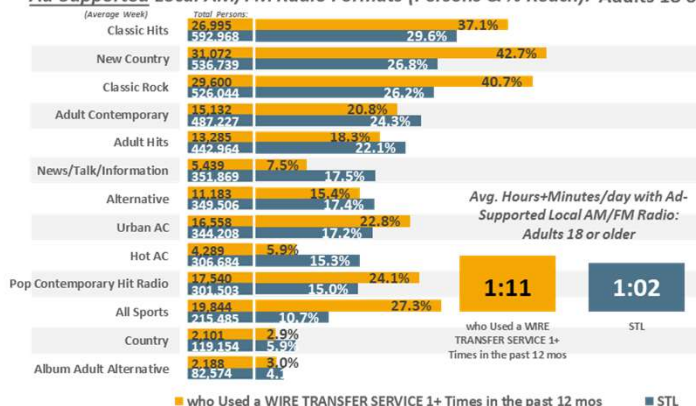
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



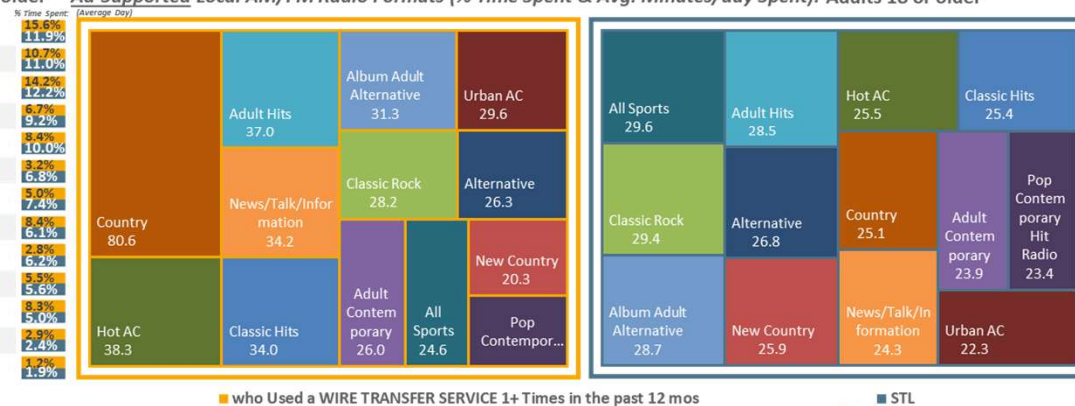
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

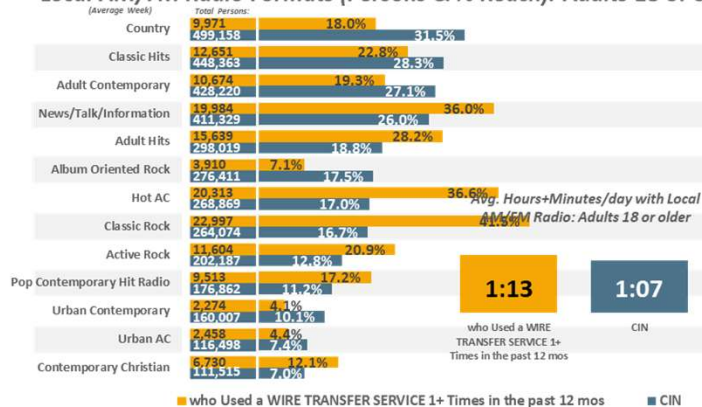




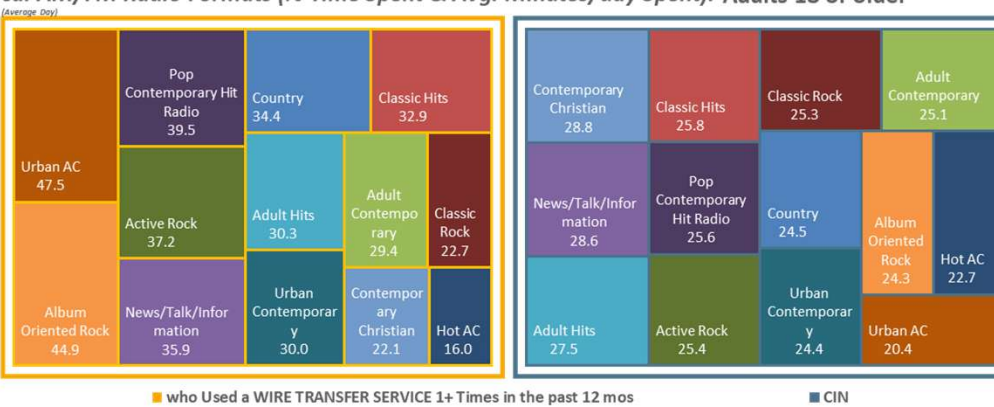


53,713 or 89.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Hot AC, Adult Hits, News/Talk/Information, and Classic Hits.

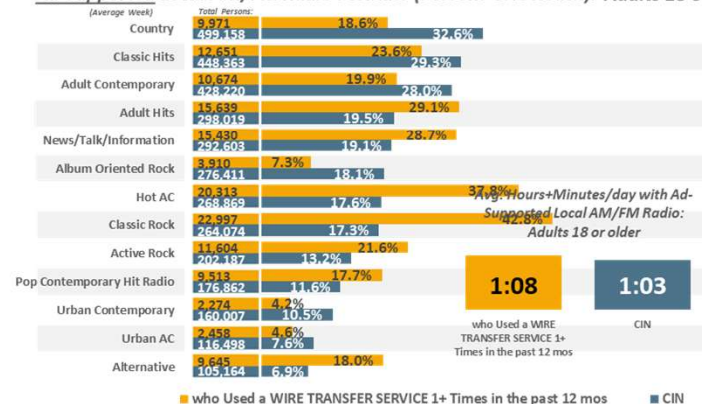
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



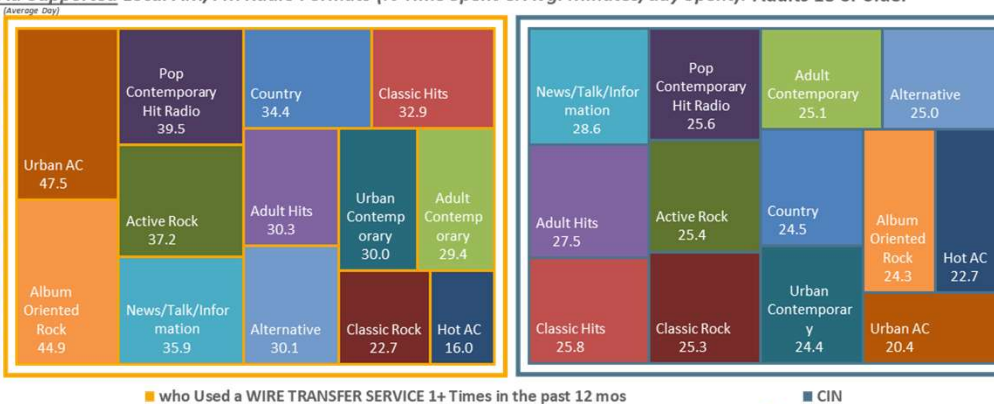
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

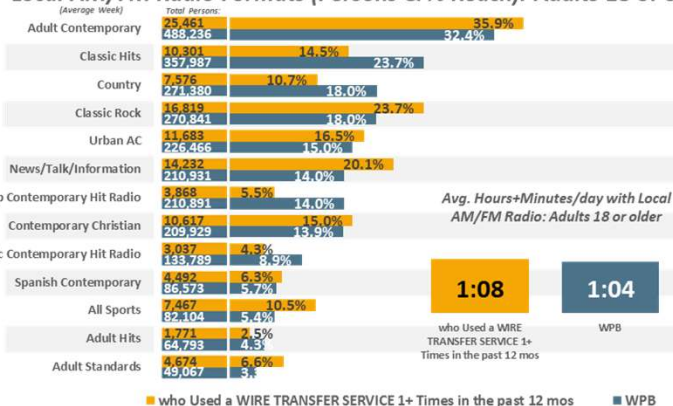




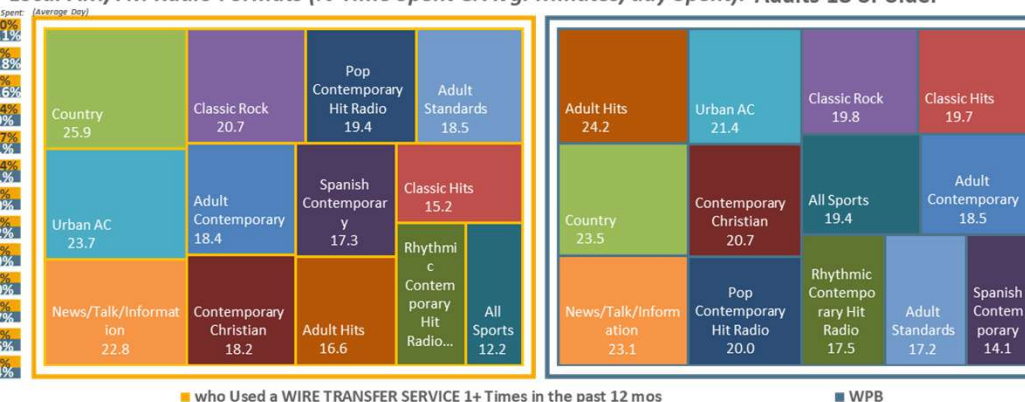


67,424 or 76.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Urban AC, News/Talk/Information, and Classic Hits.

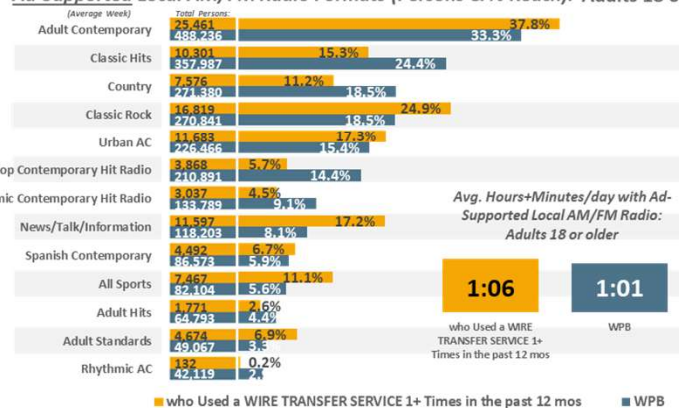
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



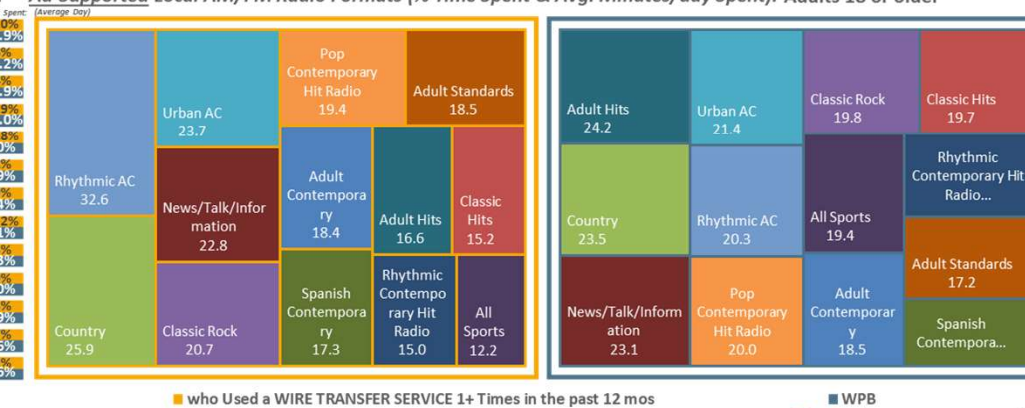
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 149  
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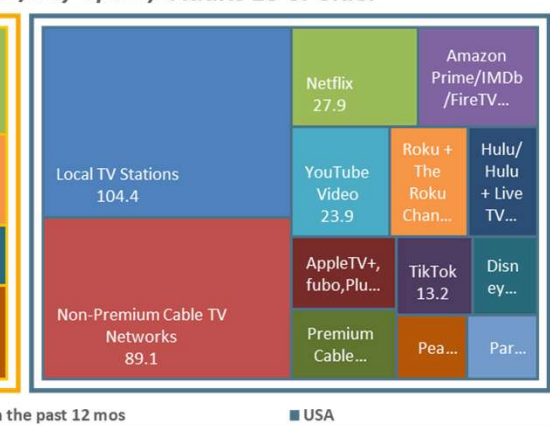
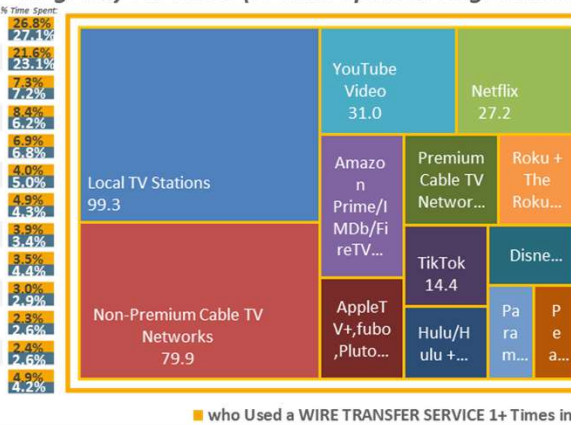
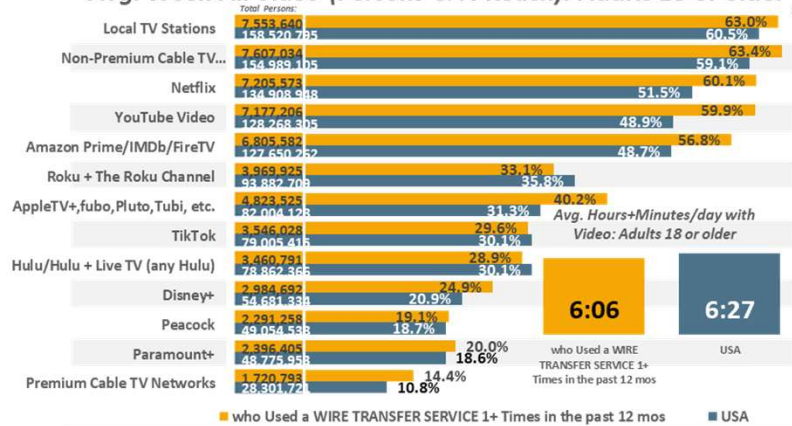
Professional services used by HHLD past 12 months (HHLD): Wire transfer



7,425,052 or 61.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

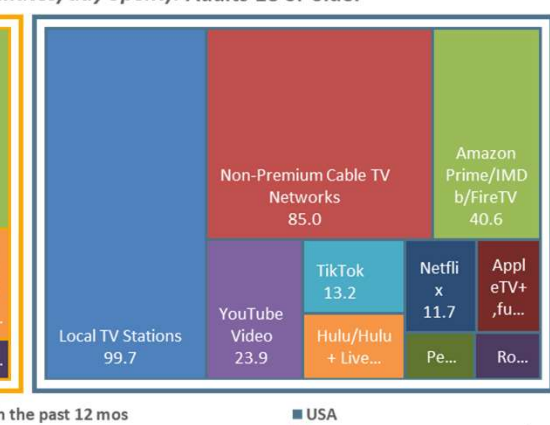
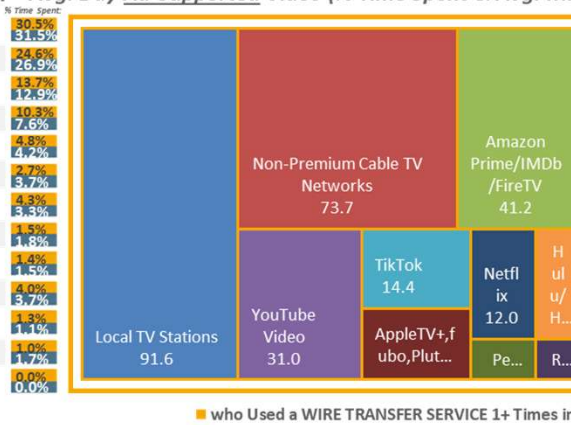
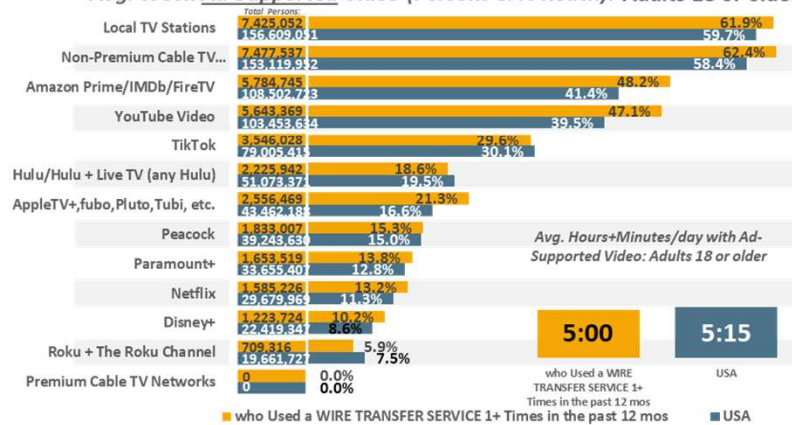
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



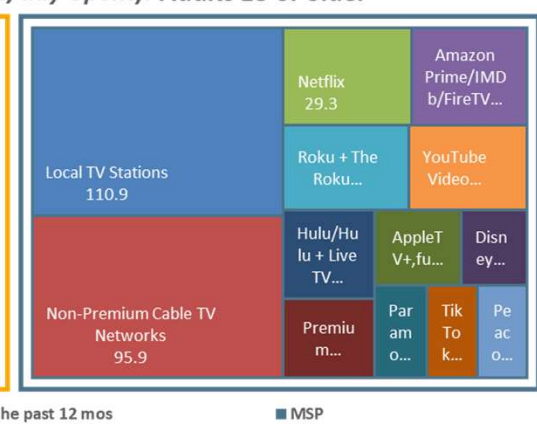
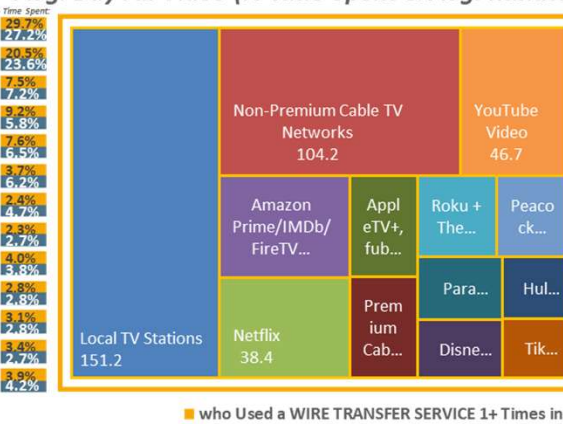
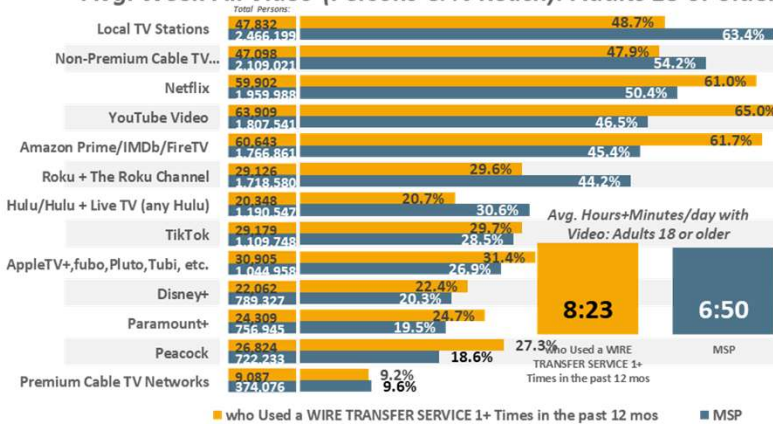




46,887 or 47.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 133.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

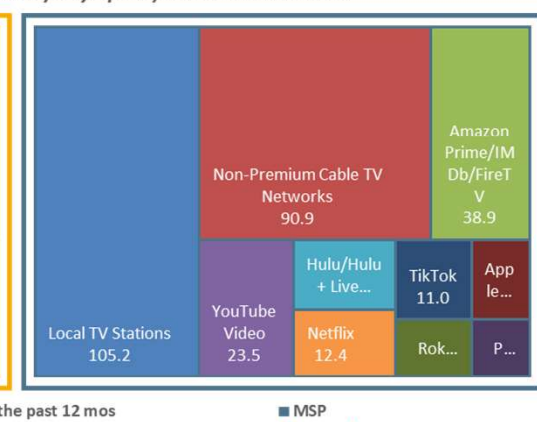
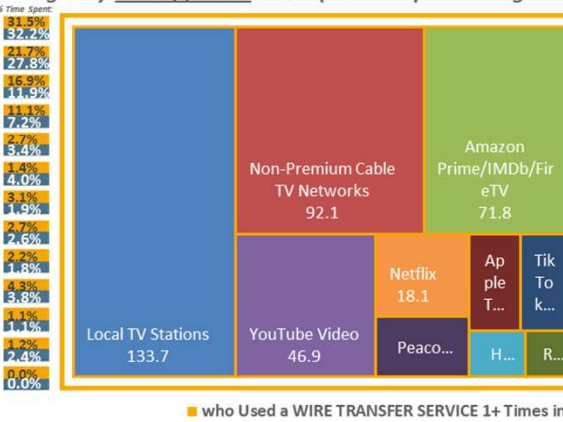
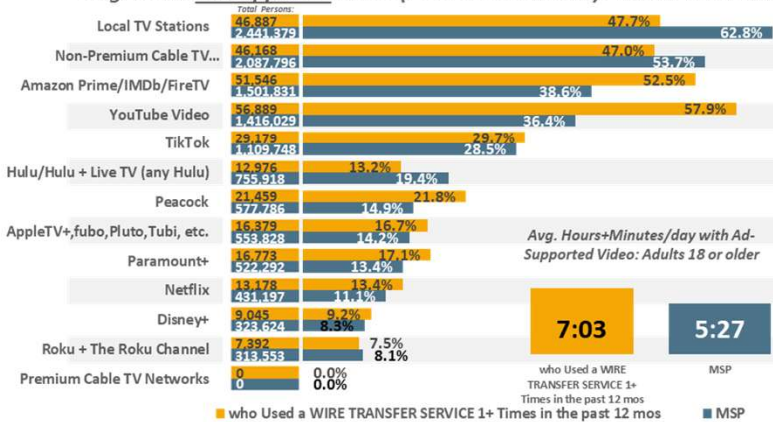
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer

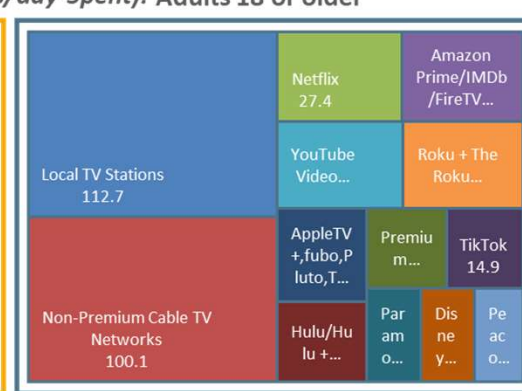
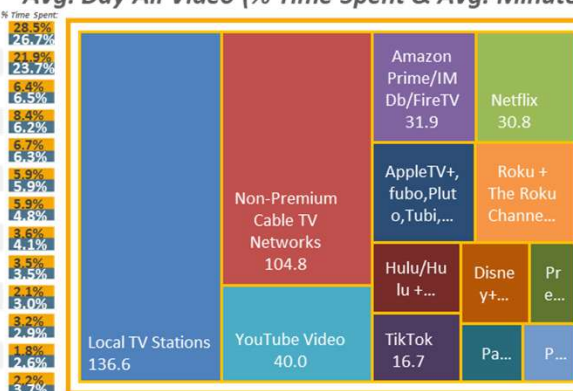
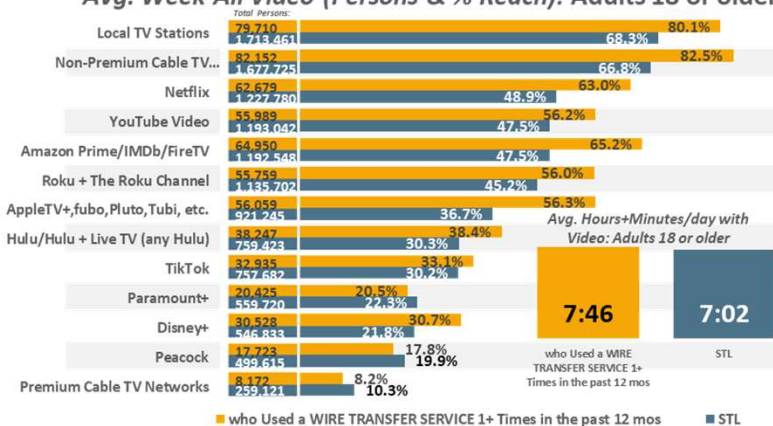




78,472 or 78.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 126.5 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

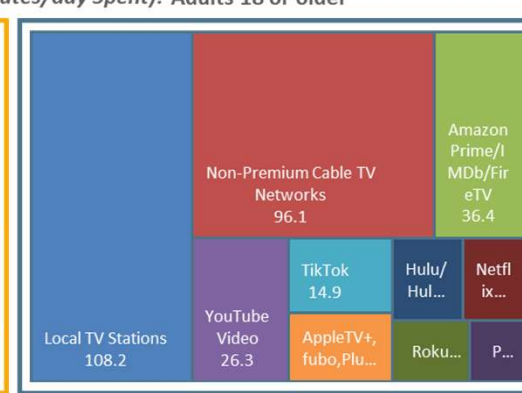
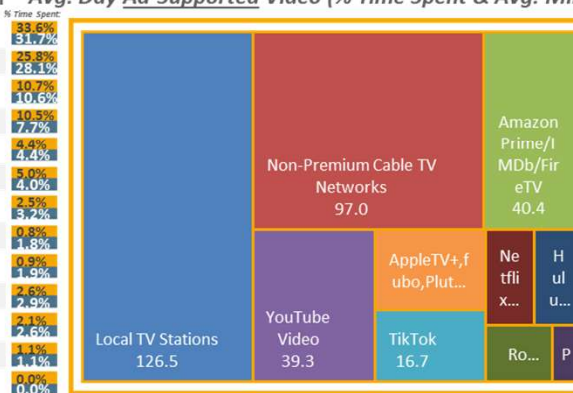
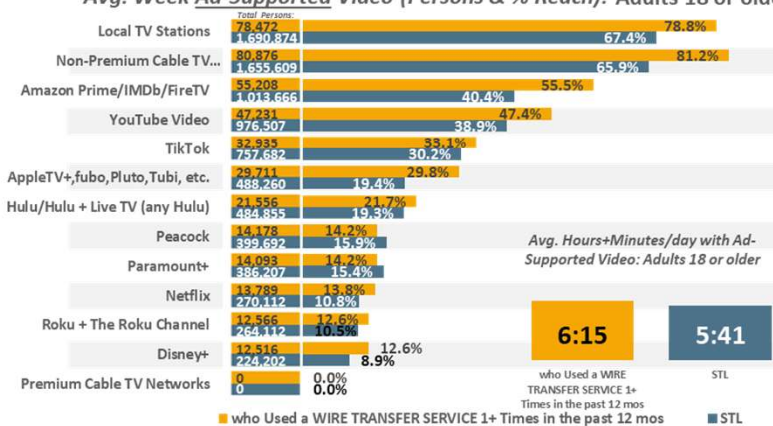
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 85  
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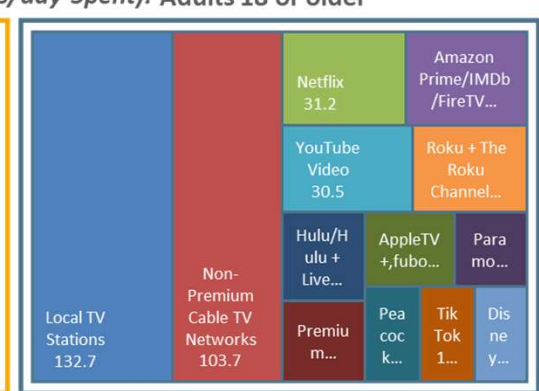
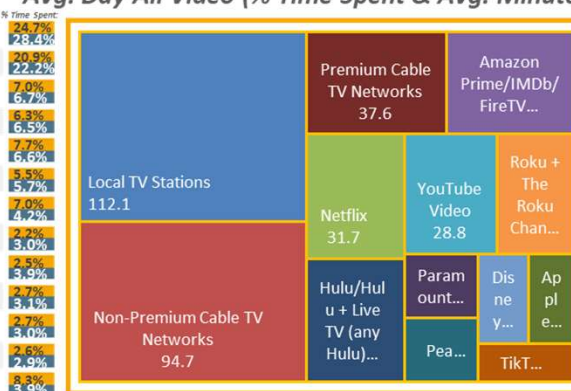
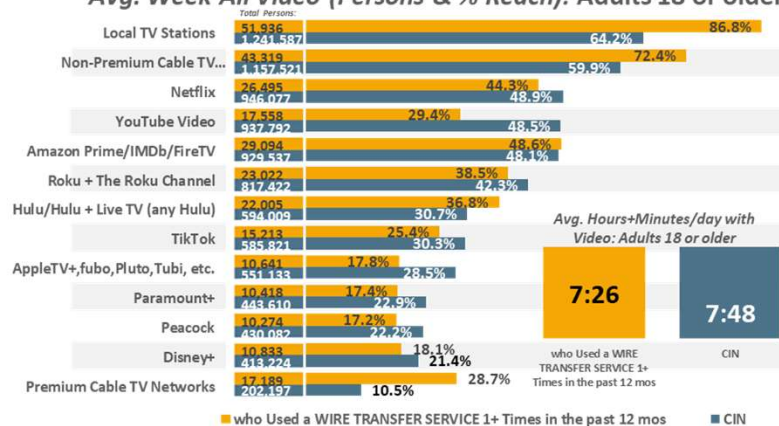
Professional services used by HHLD past 12 months (HHLD): Wire transfer



51,669 or 86.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 105.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

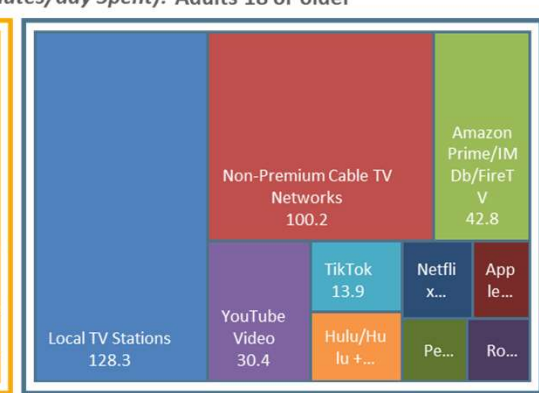
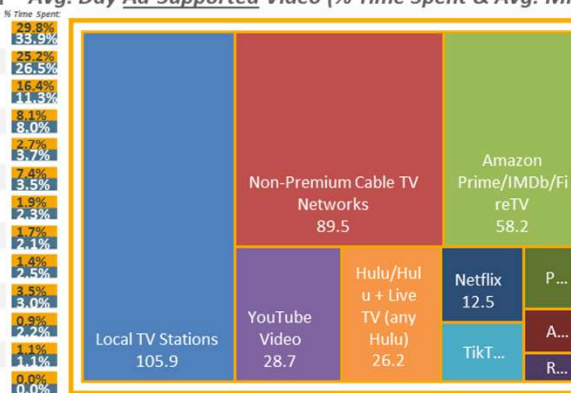
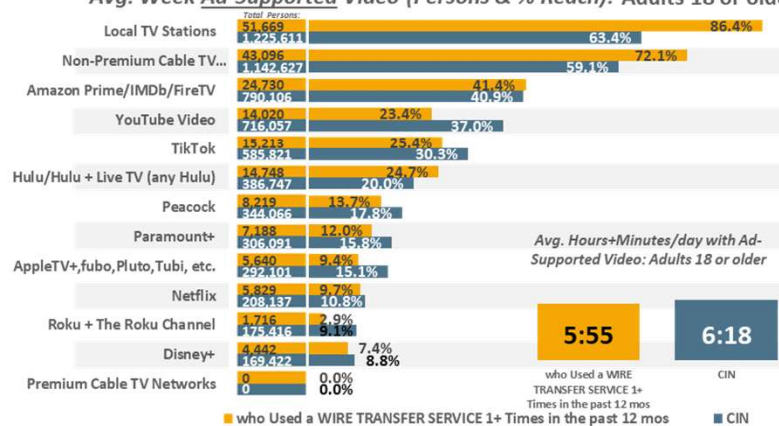
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 55  
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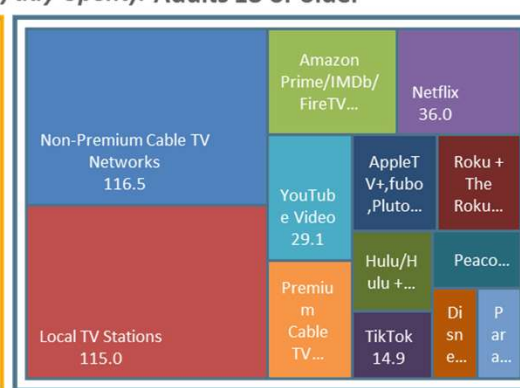
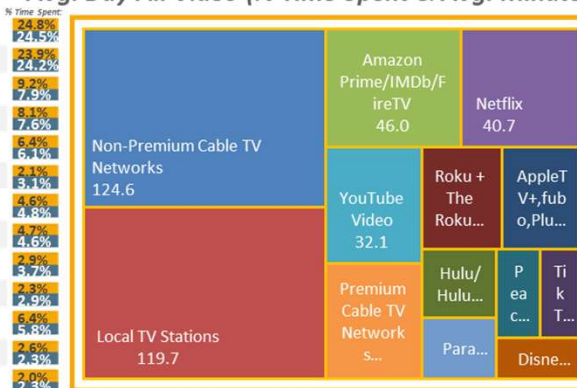
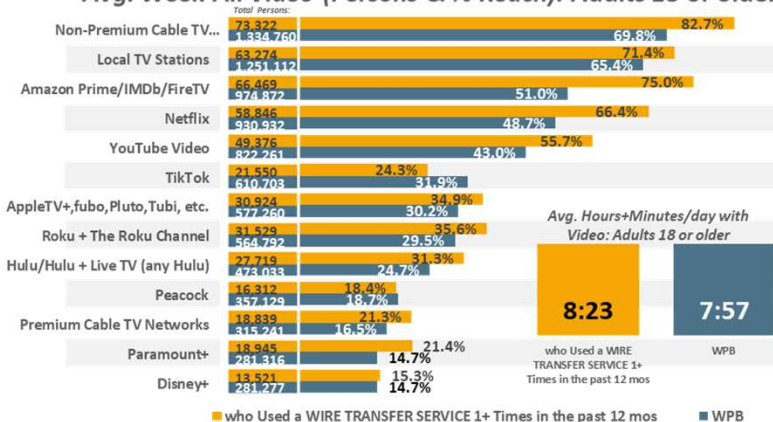
Professional services used by HHLD past 12 months (HHLD): Wire transfer



62,504 or 70.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 116.7 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

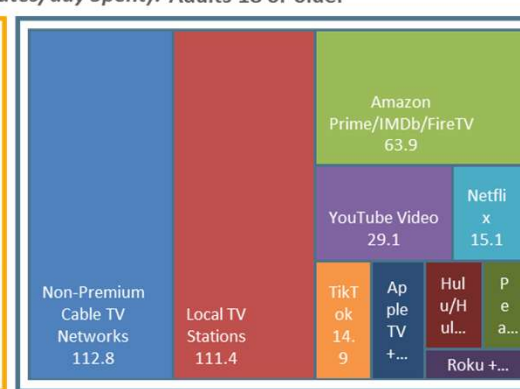
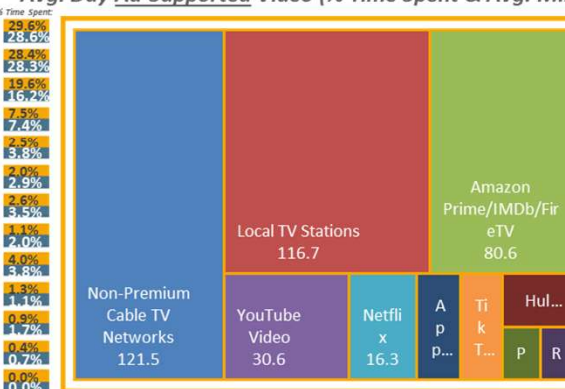
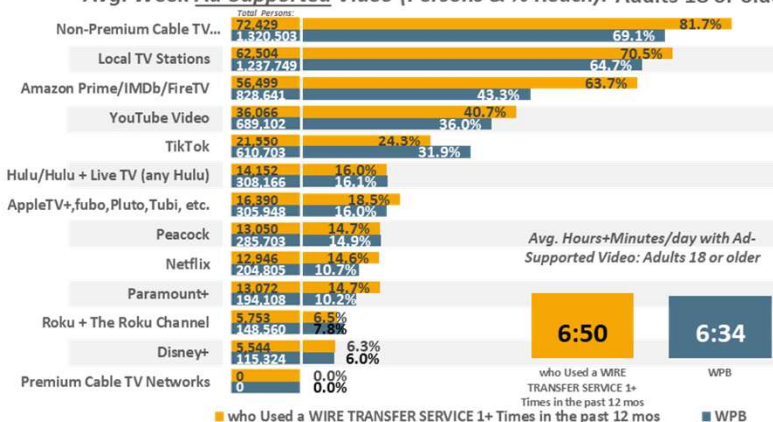
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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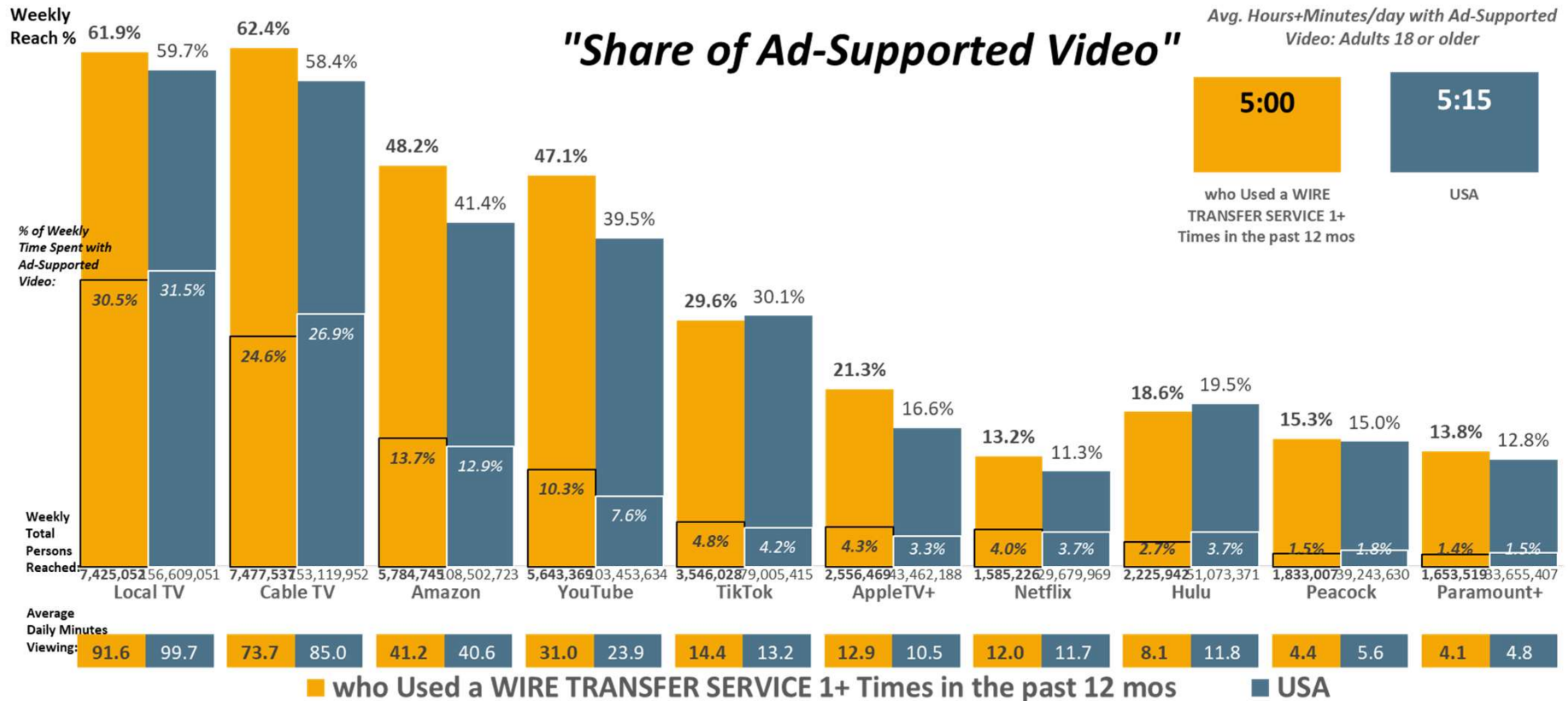
Professional services used by HHLD past 12 months (HHLD): Wire transfer





7,425,052 or 61.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 91.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

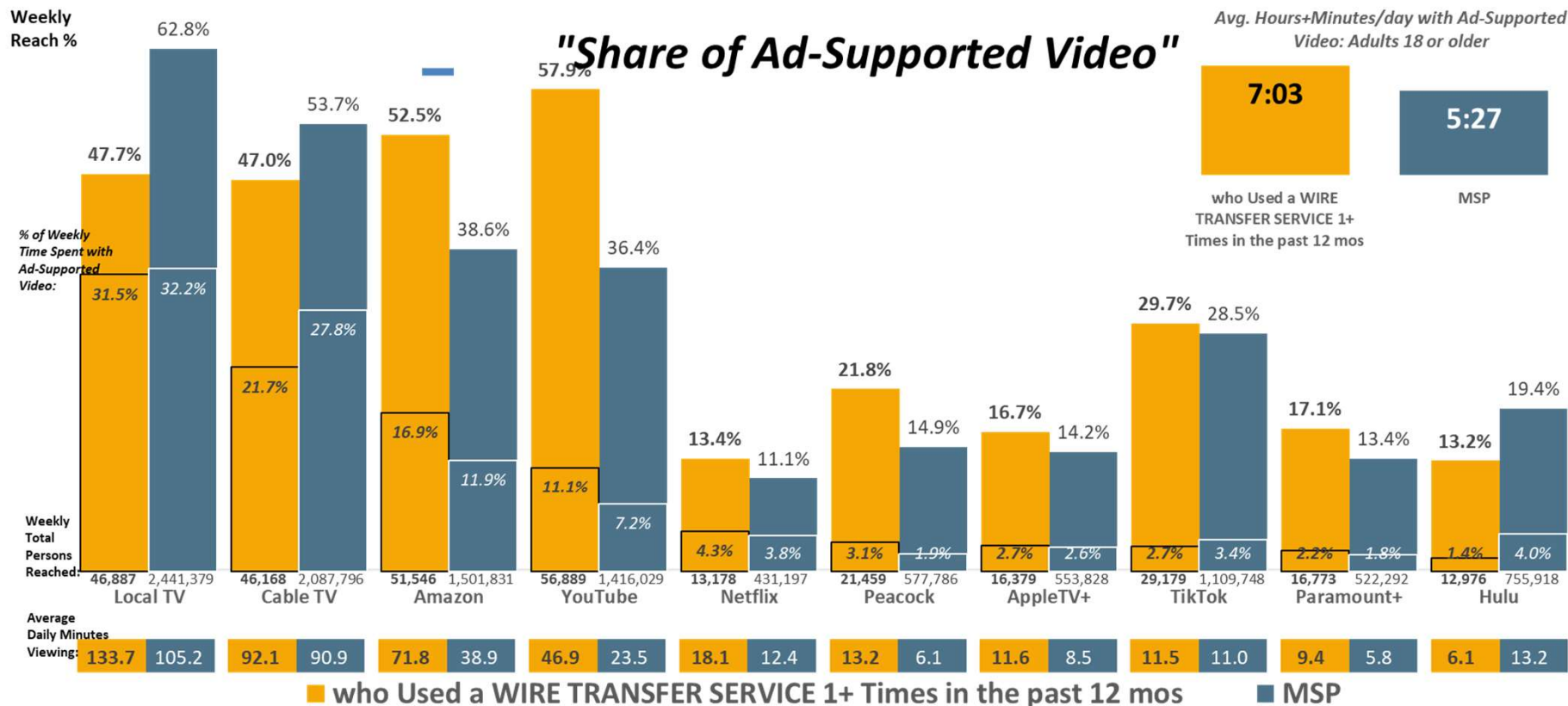


■ who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos ■ USA





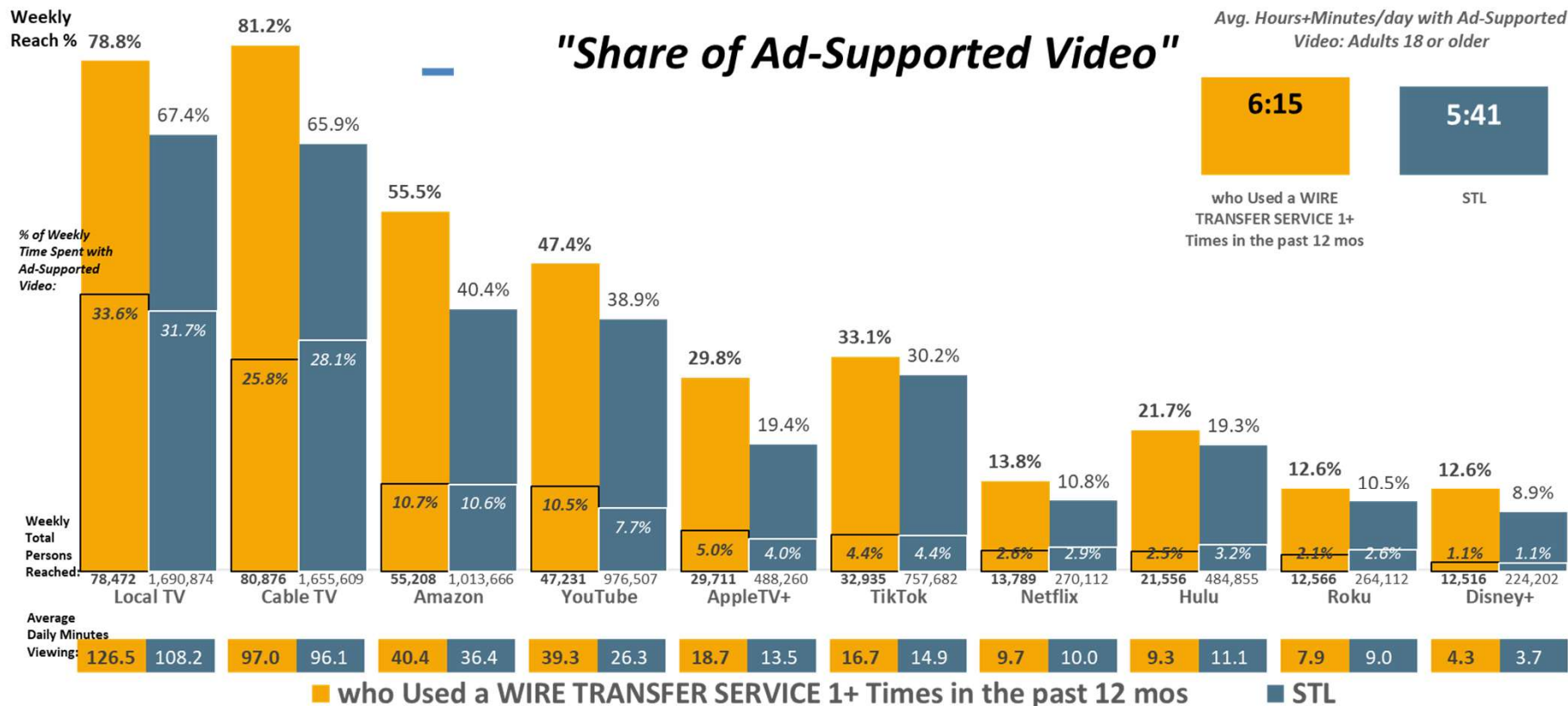
46,887 or 47.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 133.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.





78,472 or 78.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 126.5 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

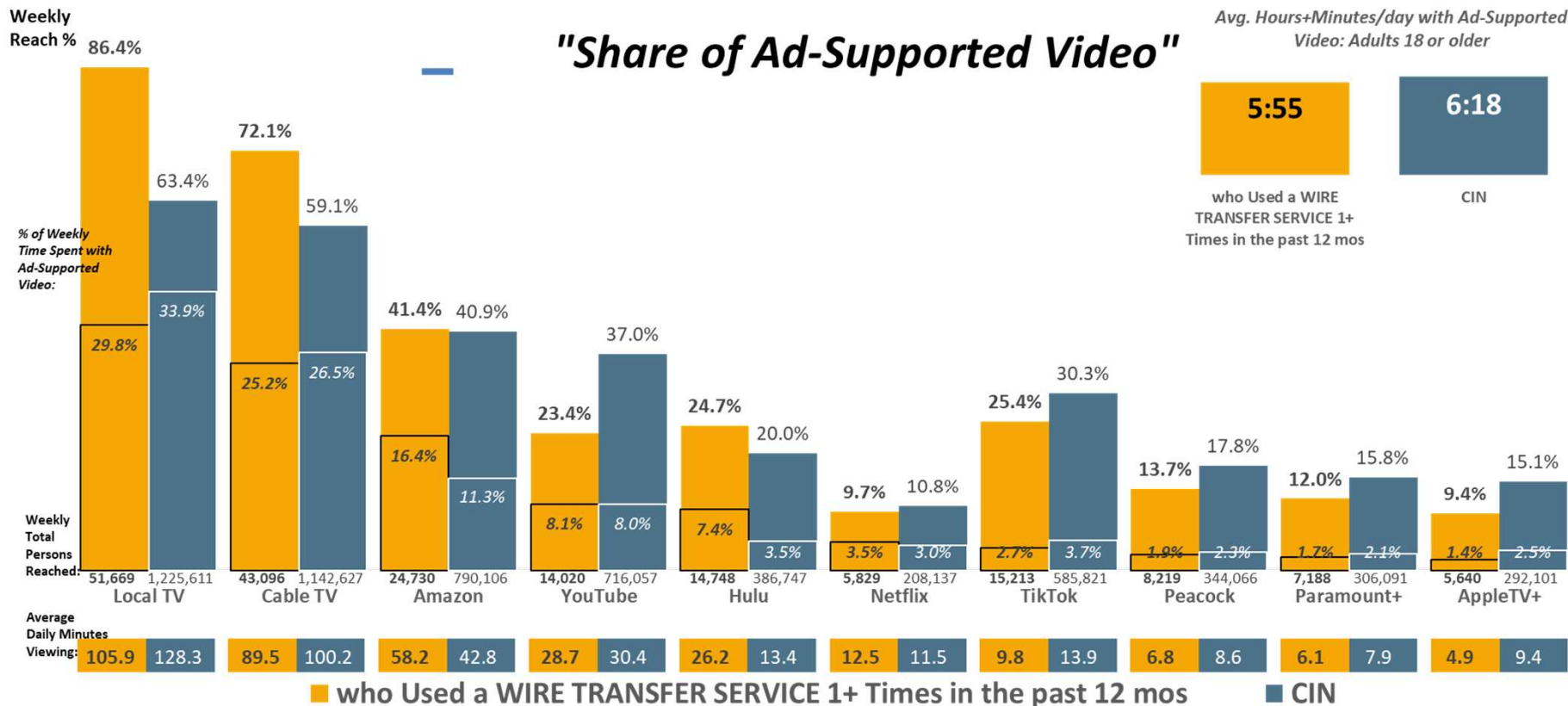
## "Share of Ad-Supported Video"





51,669 or 86.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 105.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

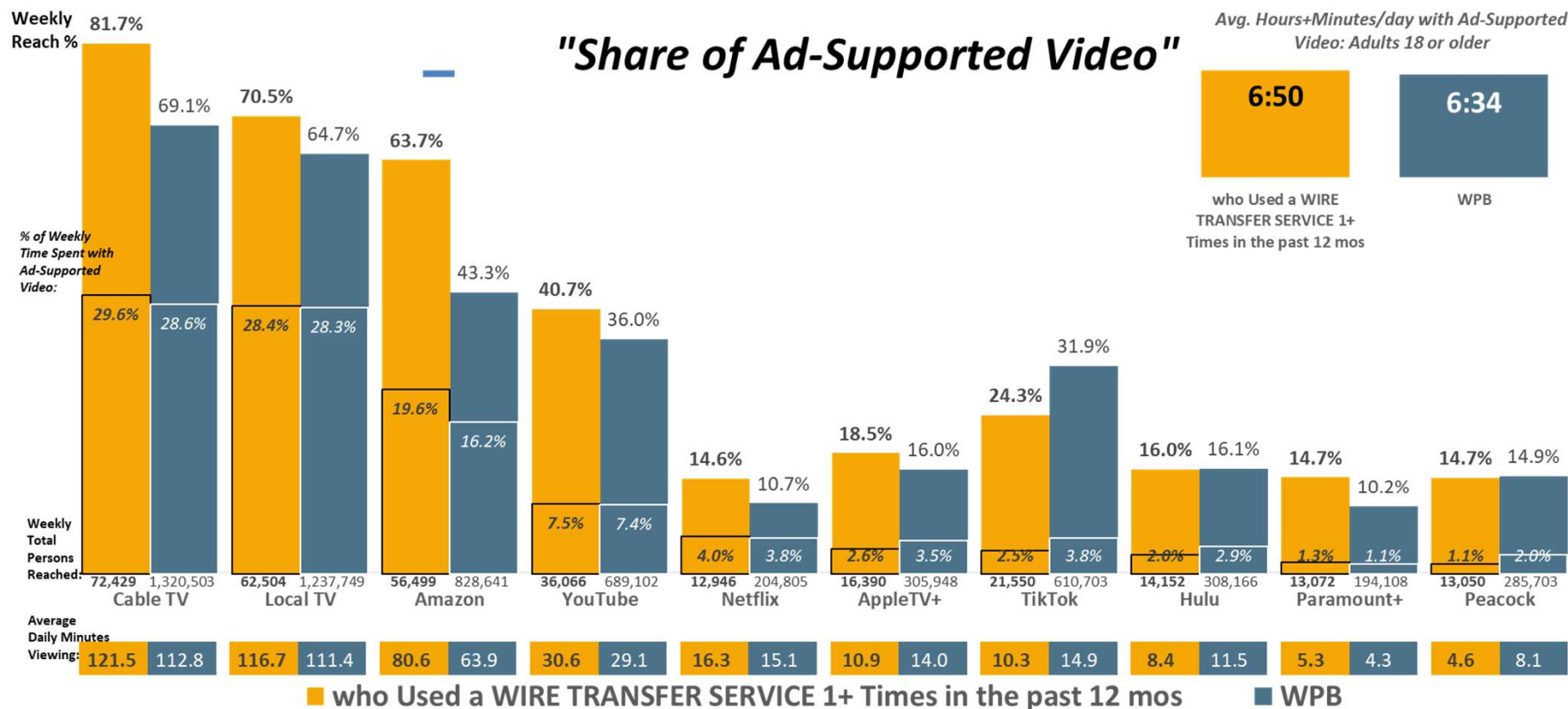
## "Share of Ad-Supported Video"





62,504 or 70.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations for an average of 116.7 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

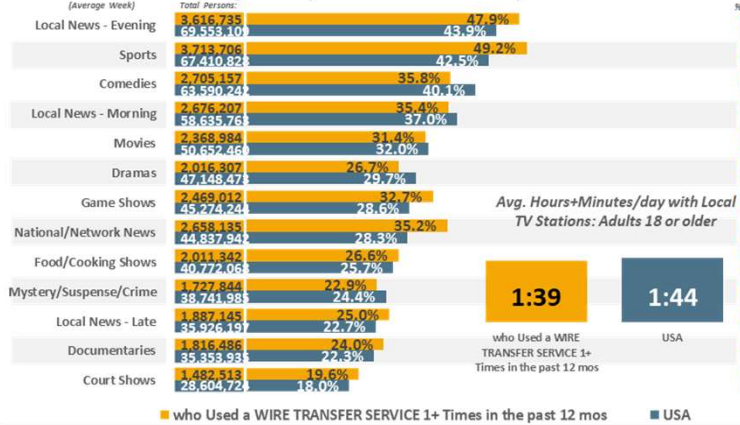




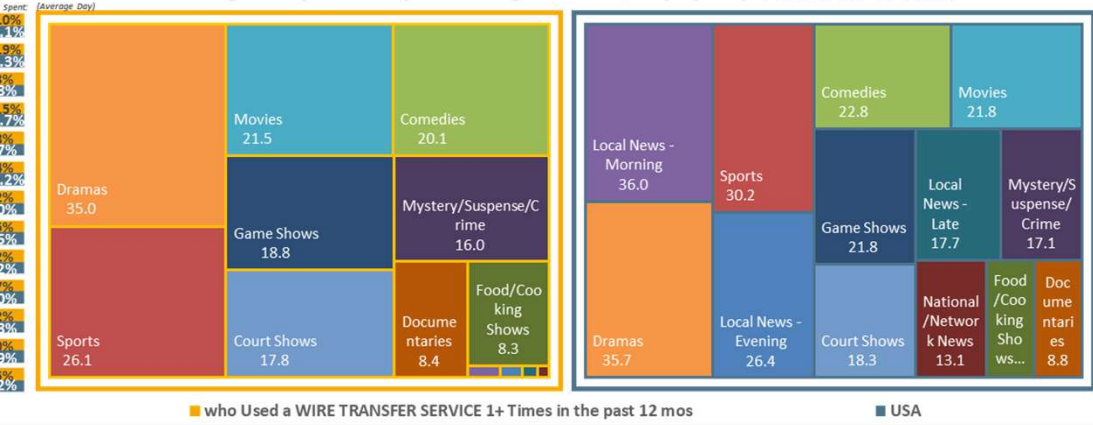


7,425,052 or 61.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and National/Netwo

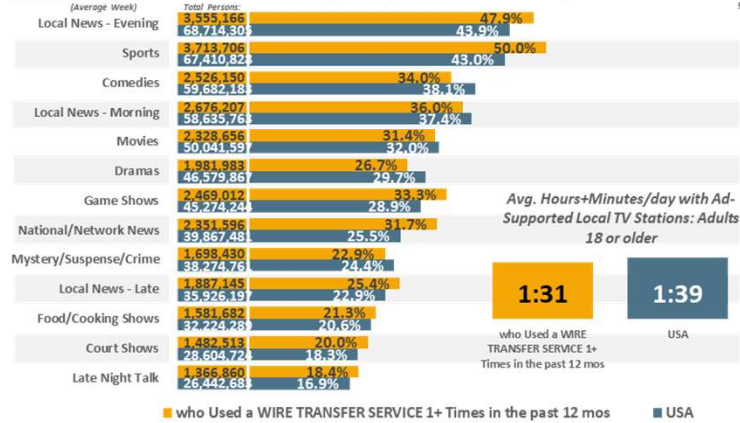
Local TV Station Programs (Persons & % Reach): Adults 18 or older



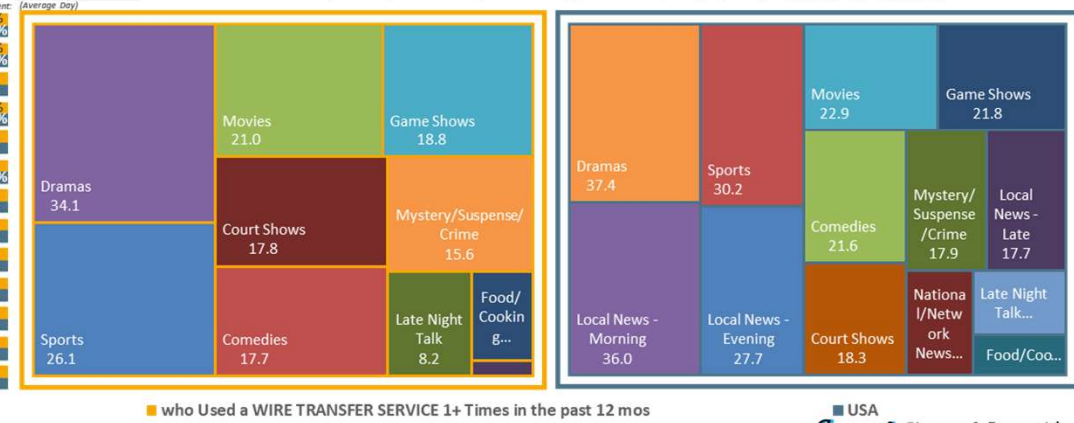
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



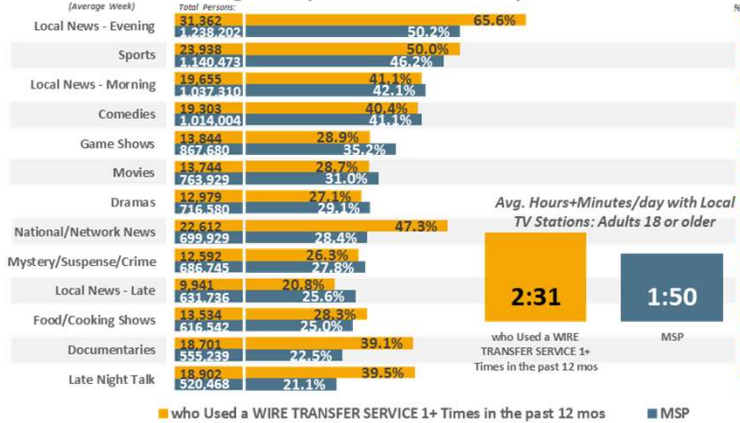
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



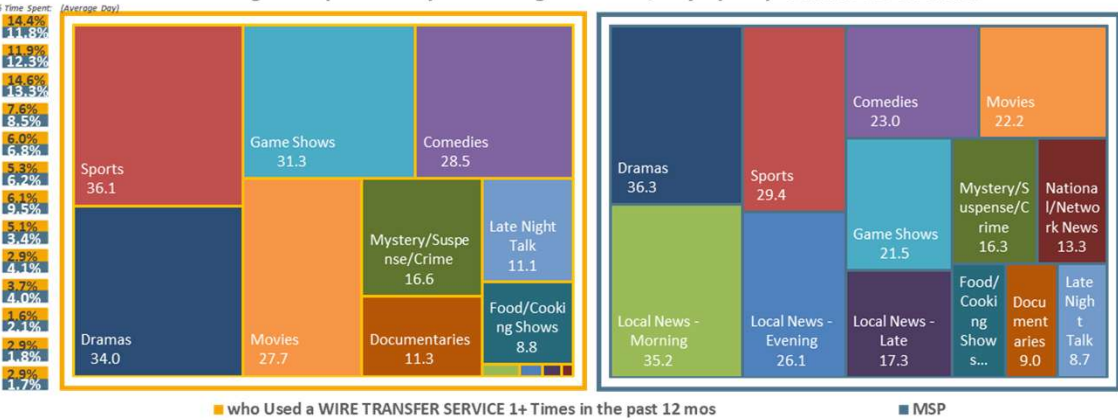


46,887 or 47.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, National/Network News, Local News - Morning, Late Night Talk, and

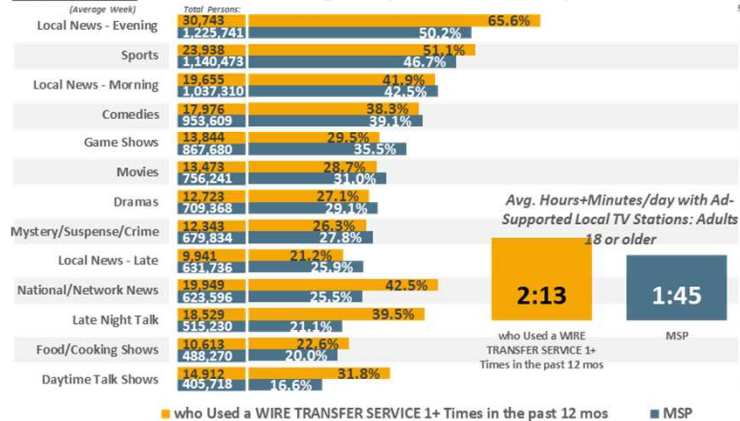
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



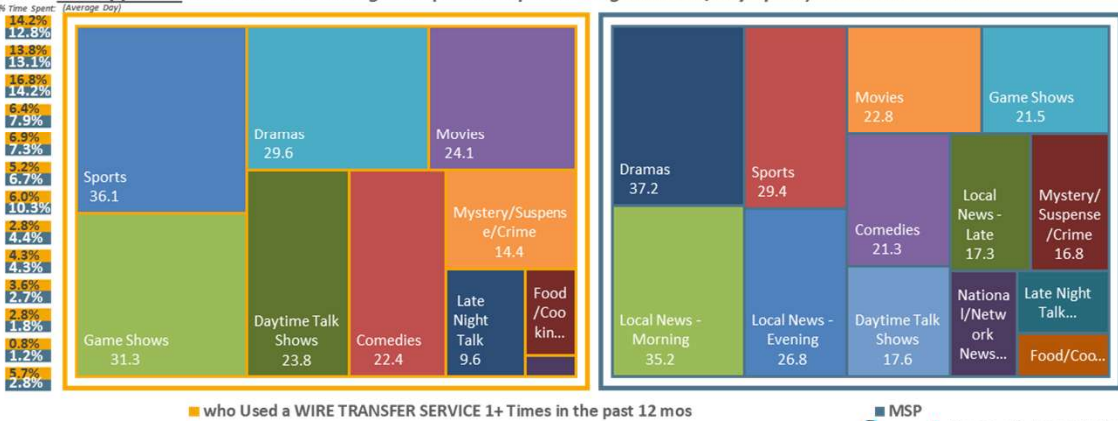
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



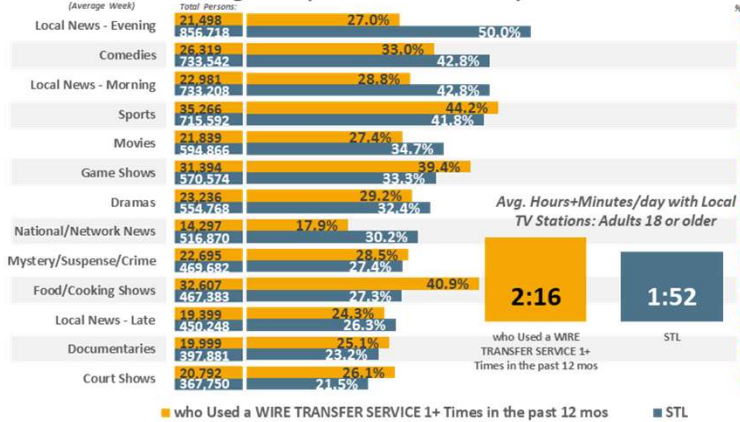
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



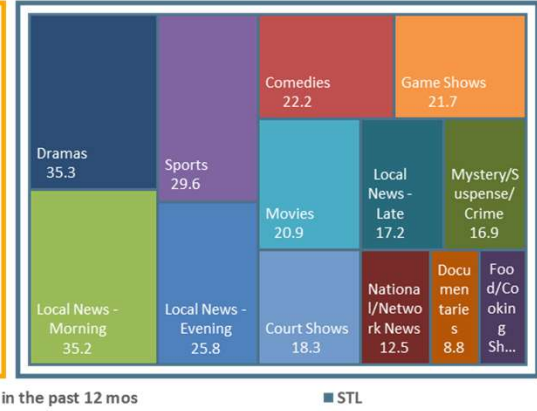
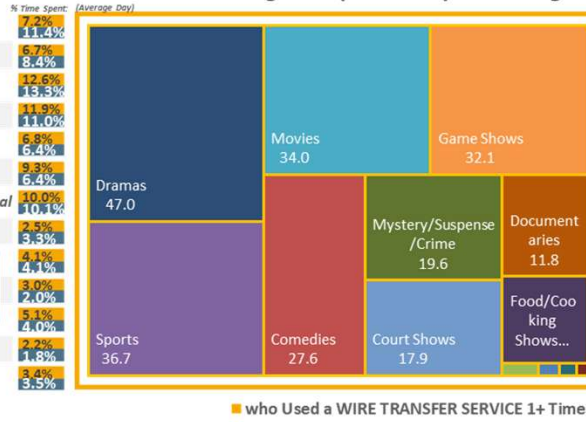


78,472 or 78.8% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Food/Cooking Shows, Comedies, Local News - Morning, and Dramas.

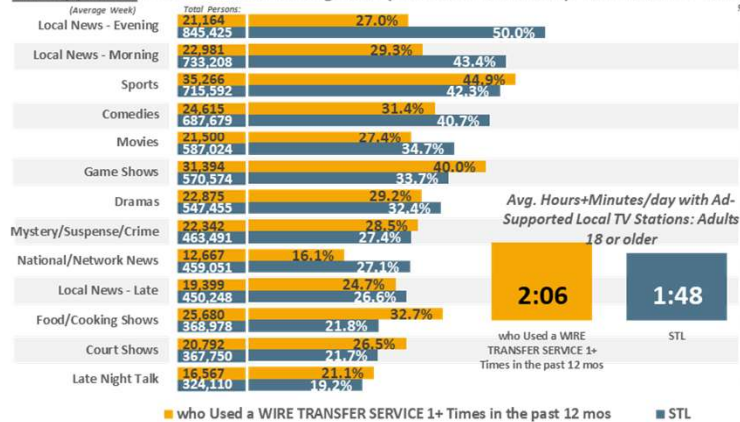
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



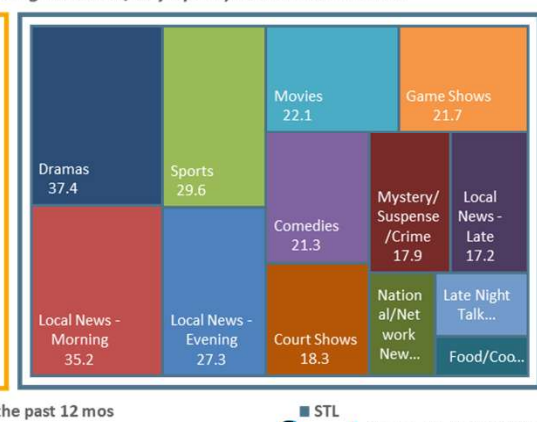
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



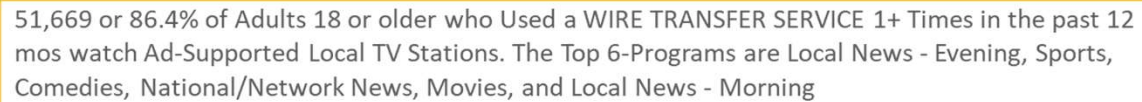
### Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



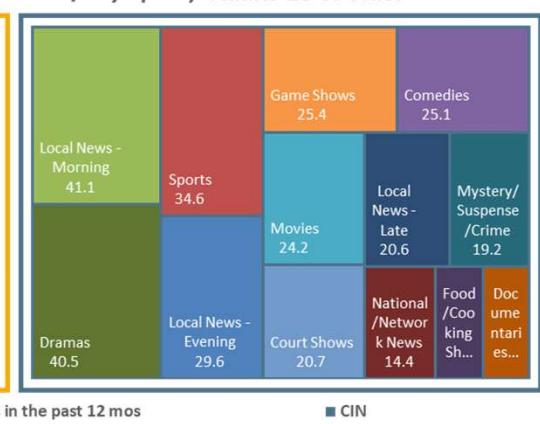
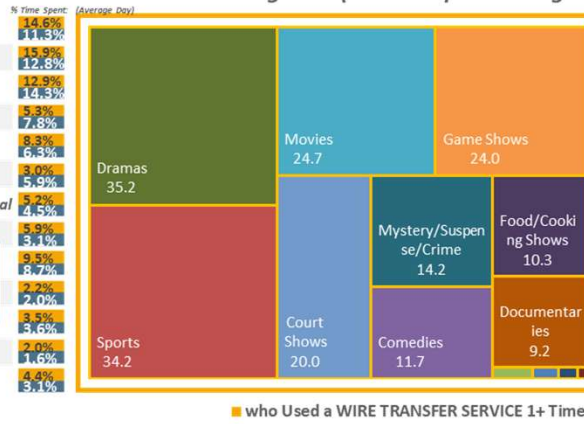
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



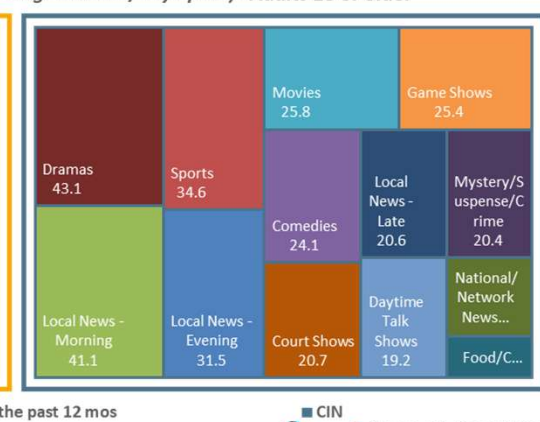




**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



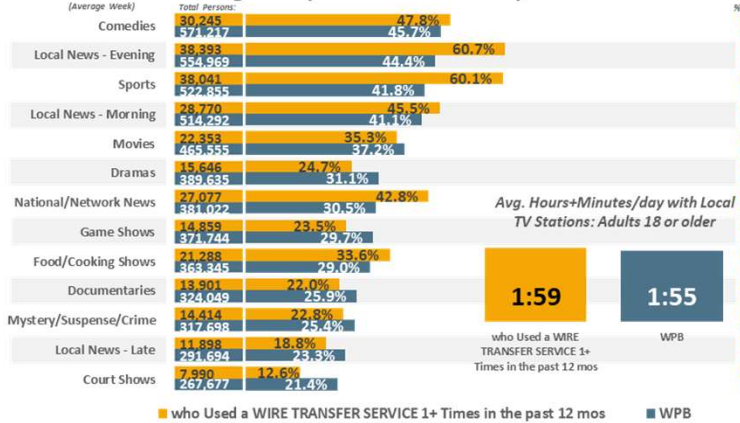
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



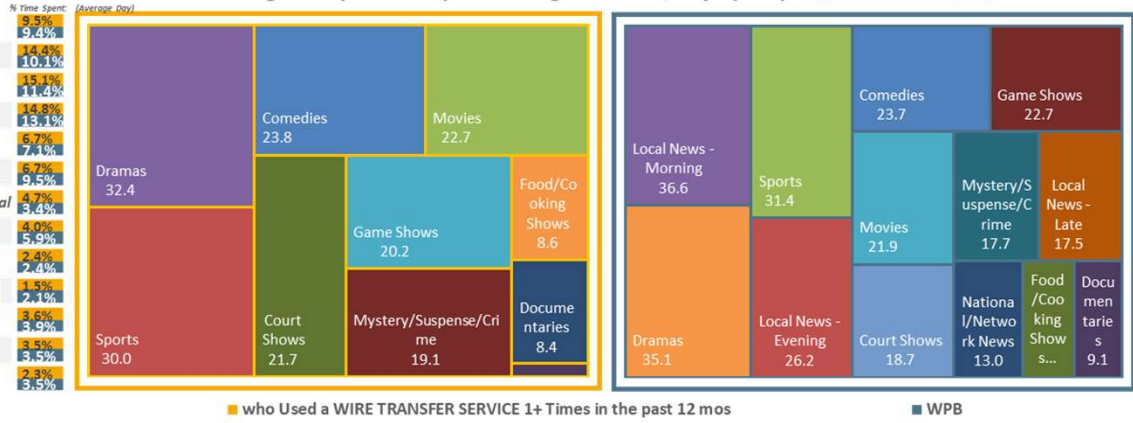


62,504 or 70.5% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Movies

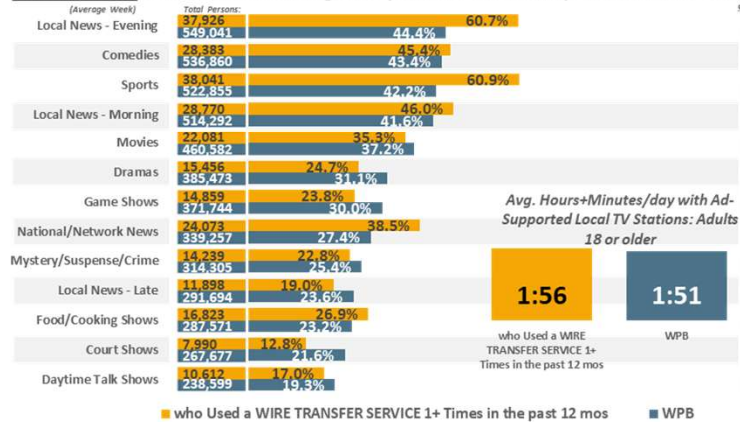
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



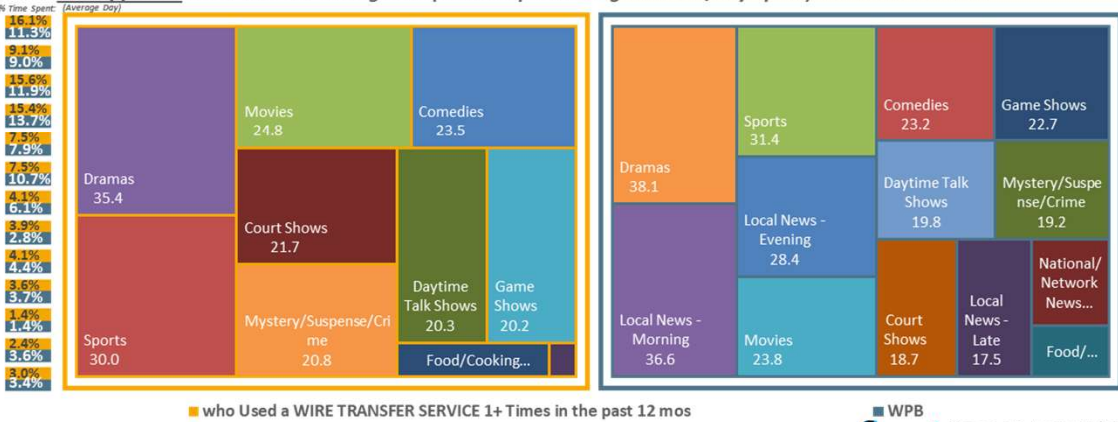
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 149  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer

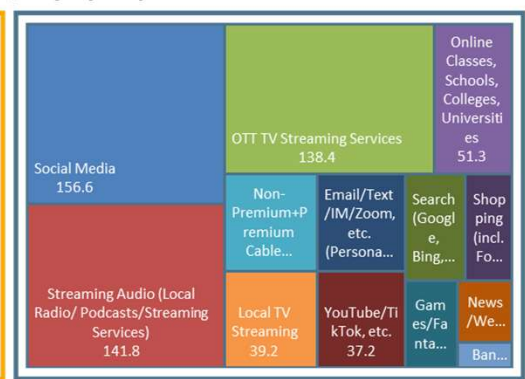
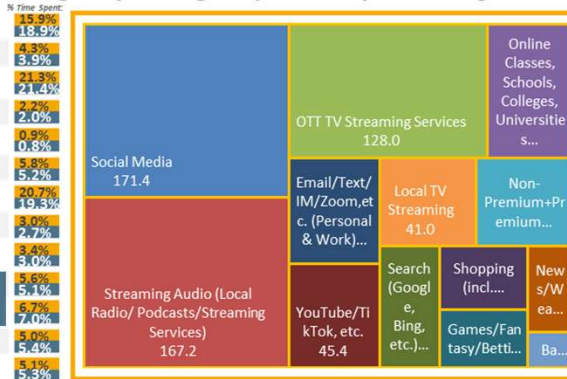
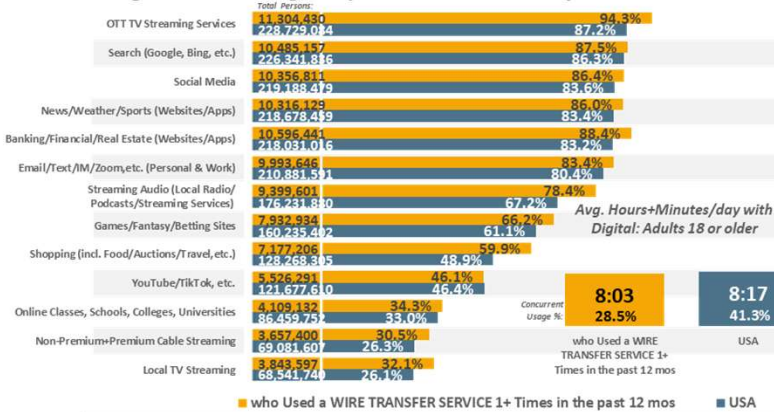




9,317,598 or 77.7% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 154.2 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

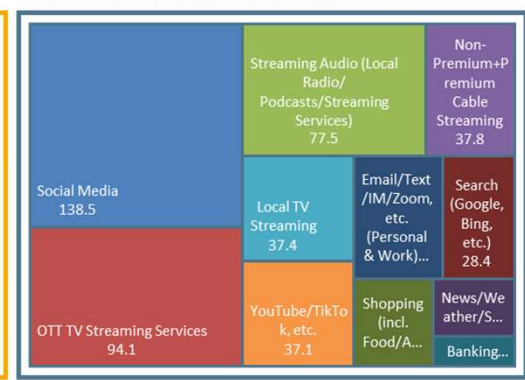
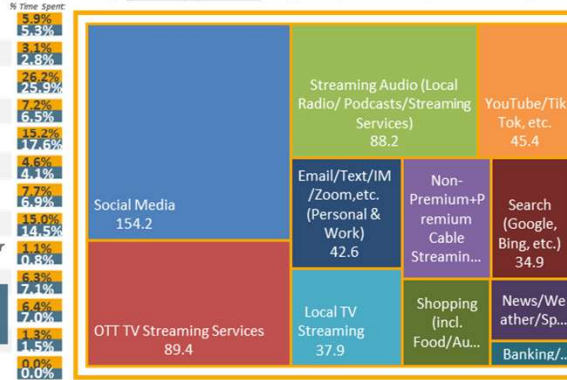
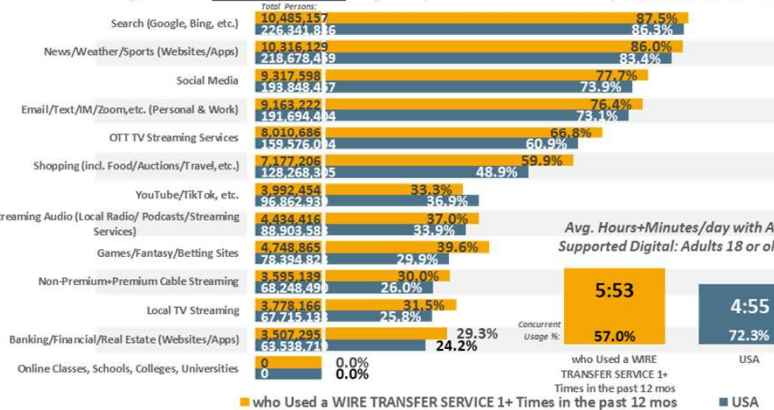
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



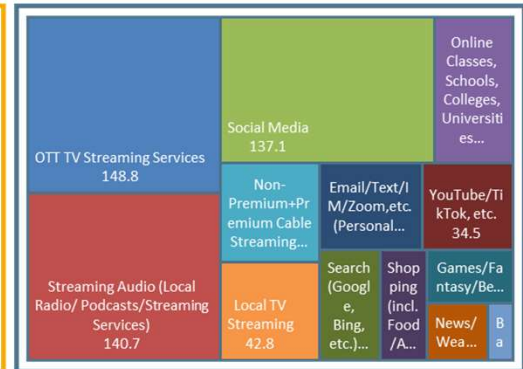
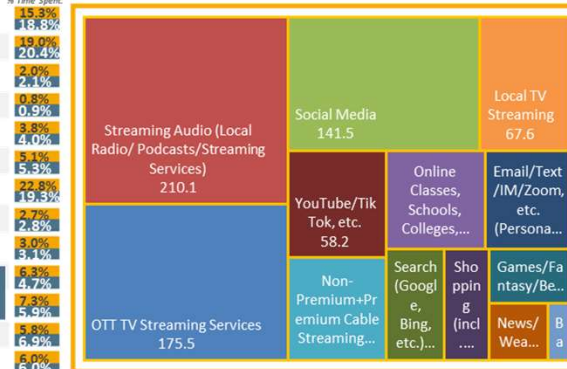
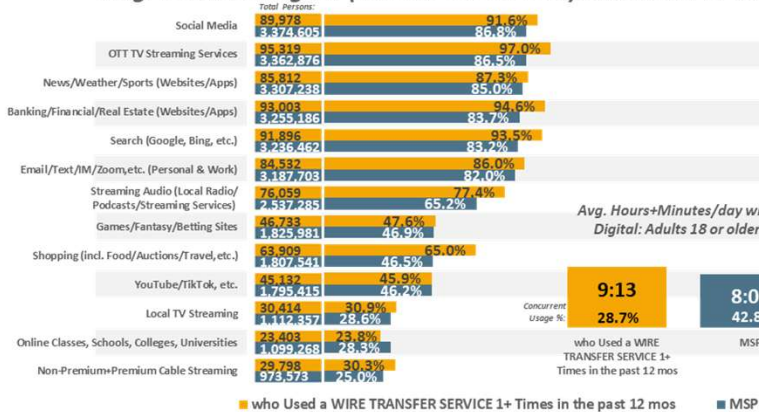




82,410 or 83.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 129.6 minutes every day representing 18.3% of all time spent daily with Ad-Supported Digital Media.

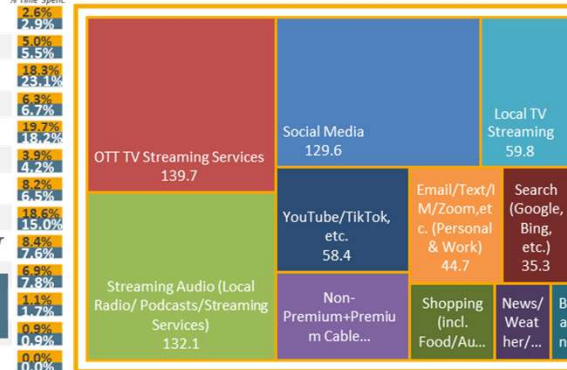
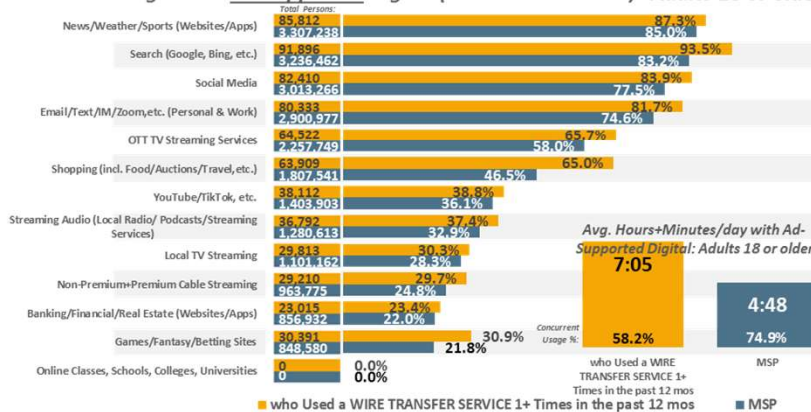
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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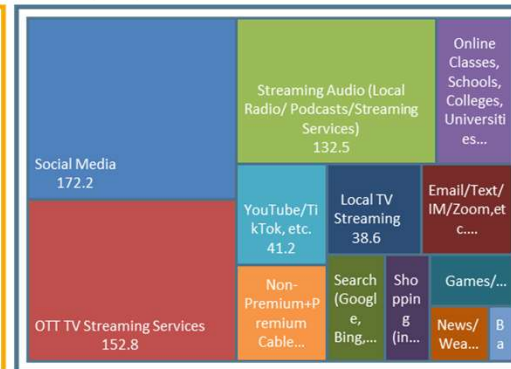
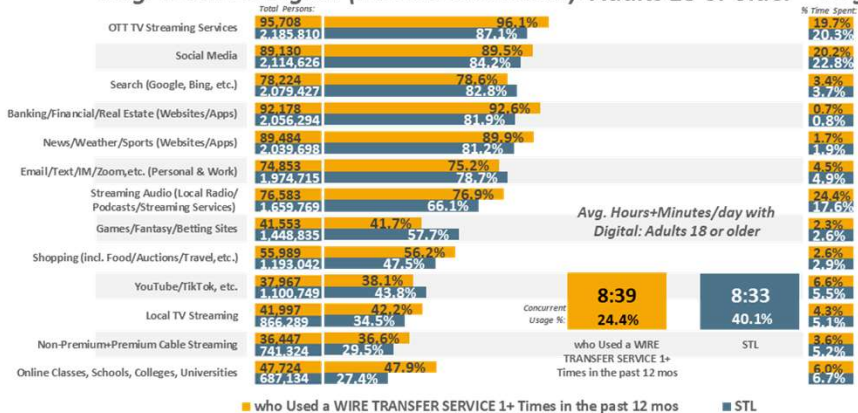
Professional services used by HHLD past 12 months (HHLD): Wire transfer



83,950 or 84.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 164.8 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

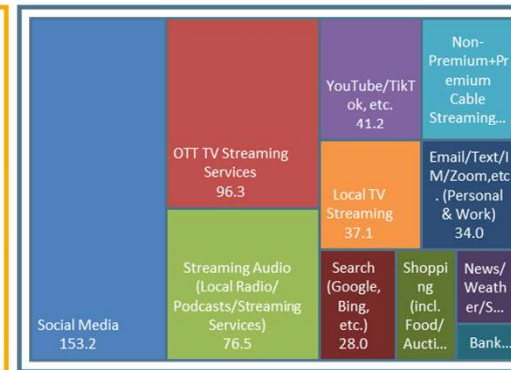
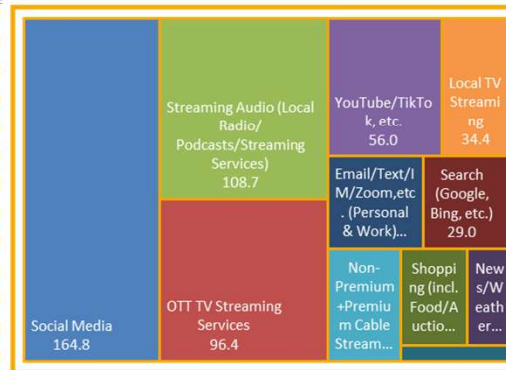
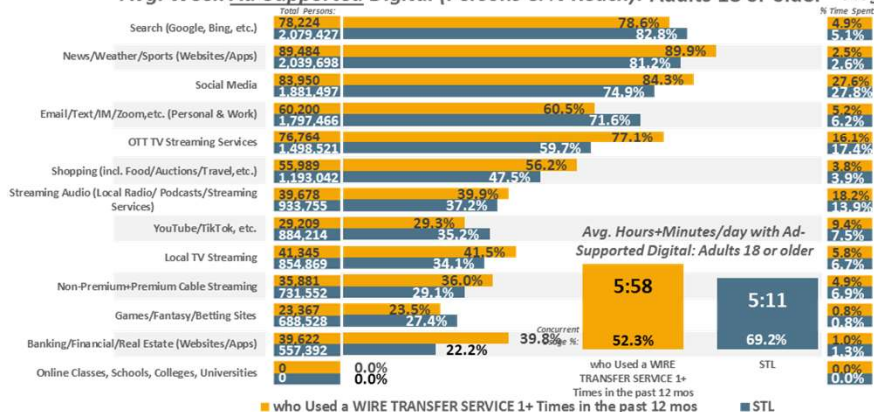
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 85  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer

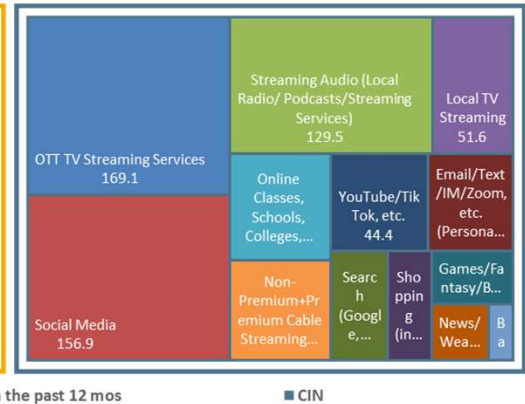
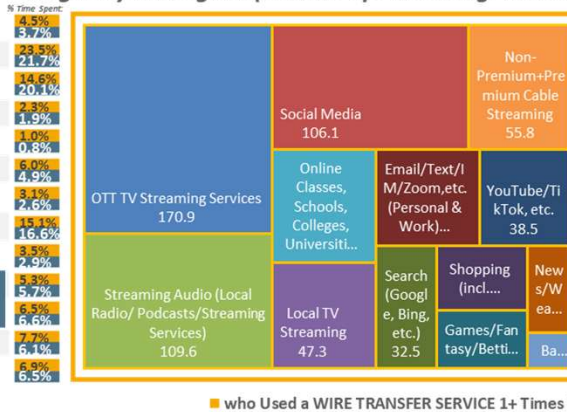
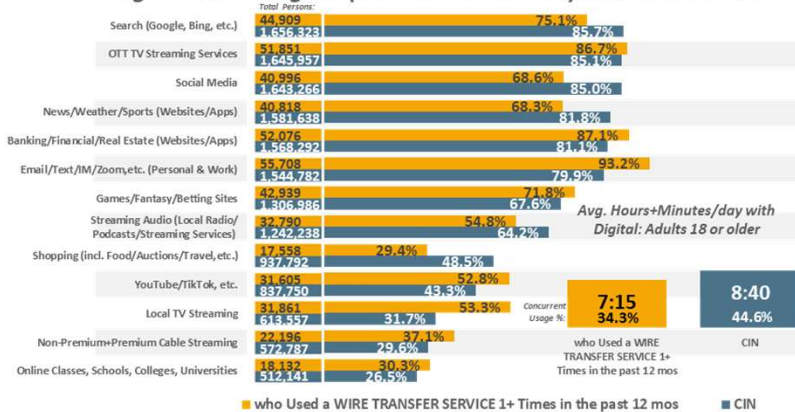




37,452 or 62.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 96.9 minutes every day representing 18.1% of all time spent daily with Ad-Supported Digital Media.

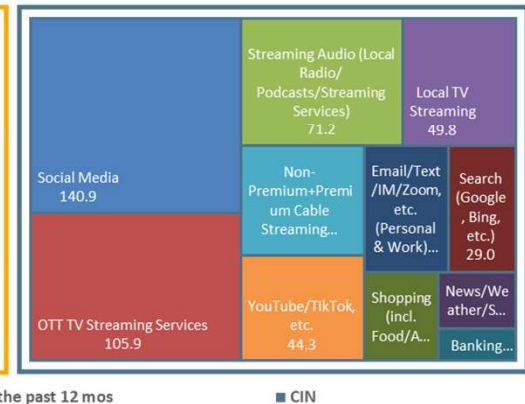
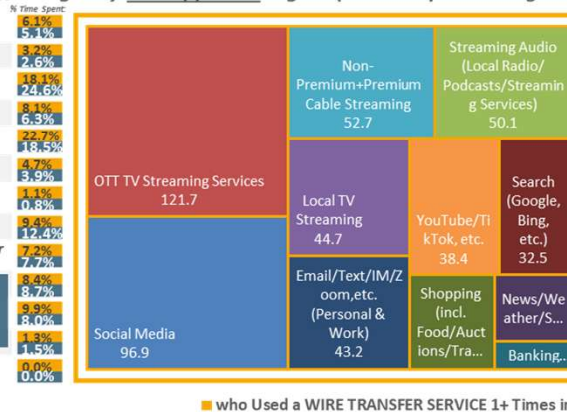
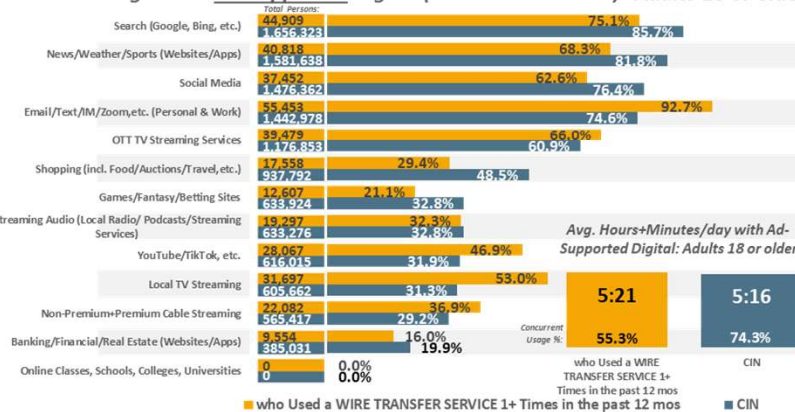
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



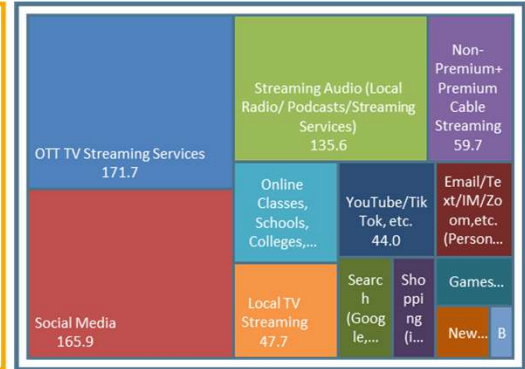
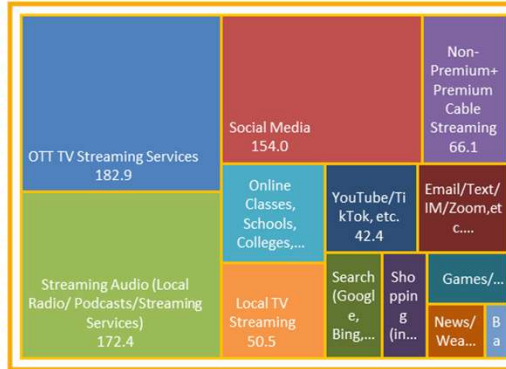
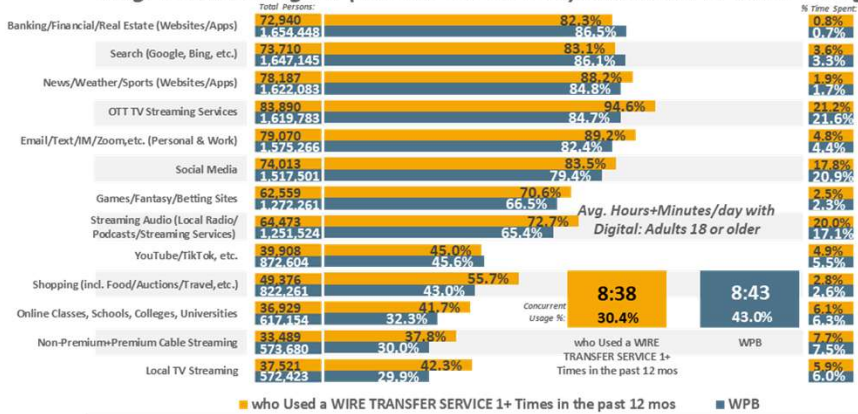




61,545 or 69.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Social Media for an average of 128. minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

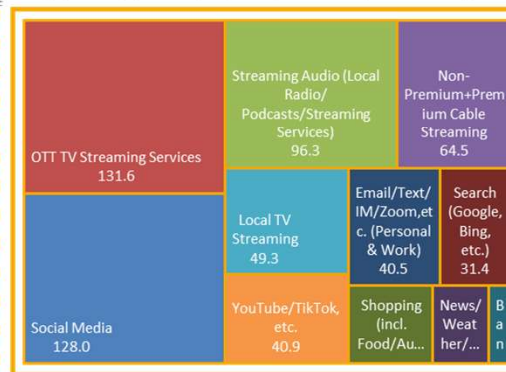
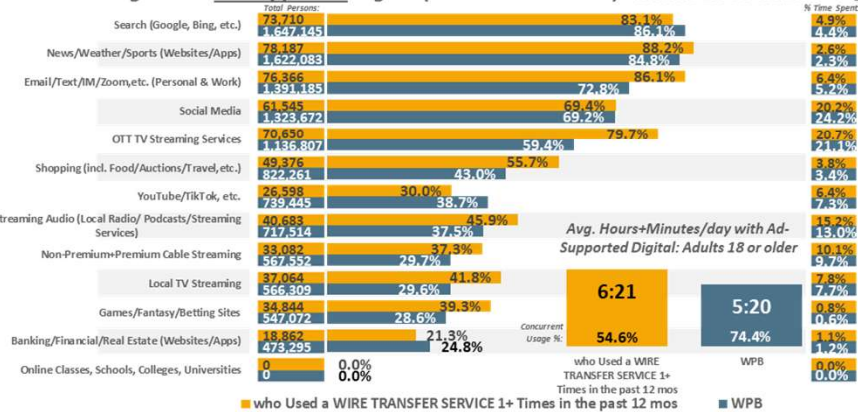
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

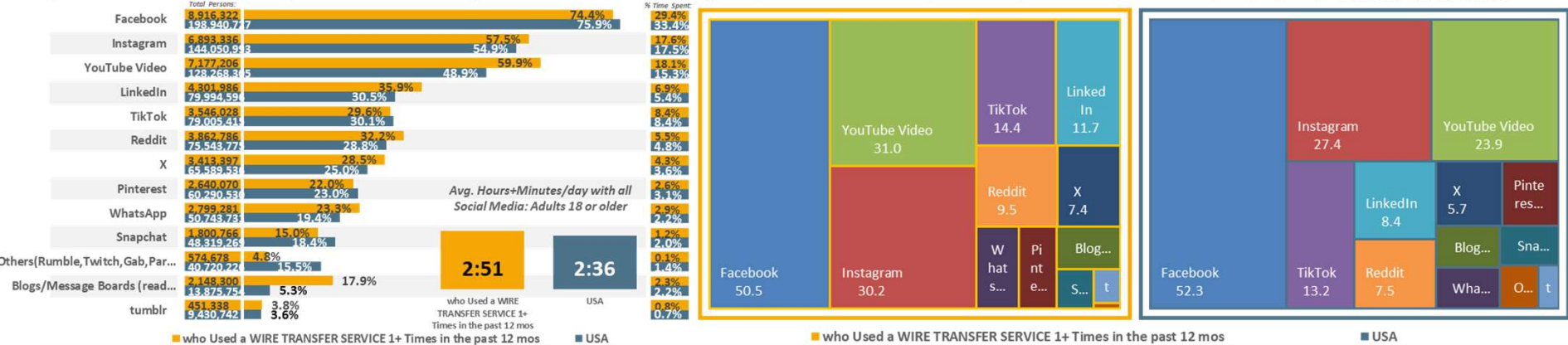
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



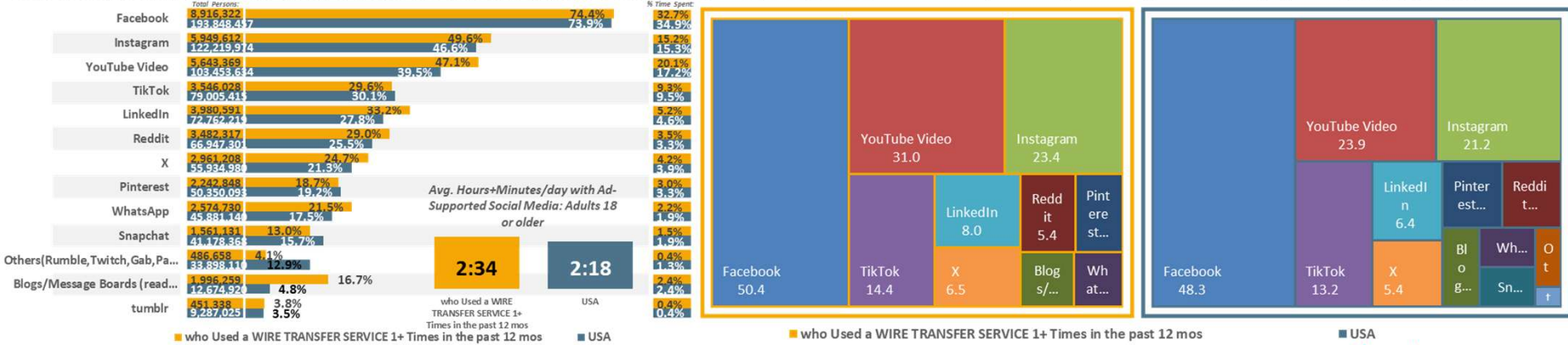


8,916,322 or 74.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 50.4 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

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



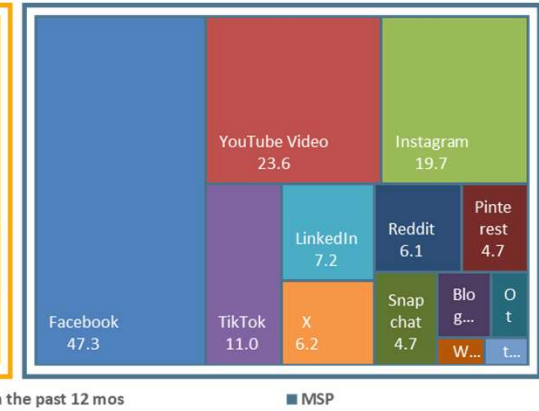
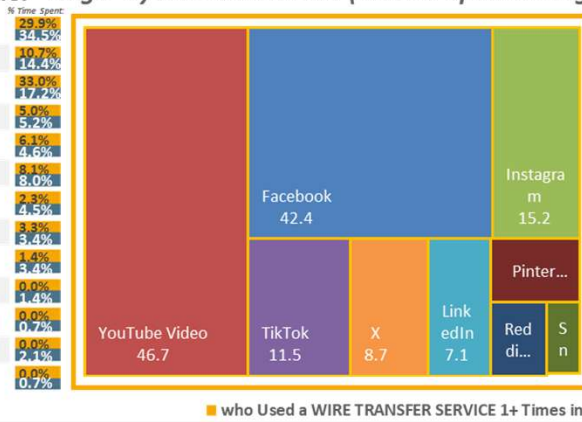
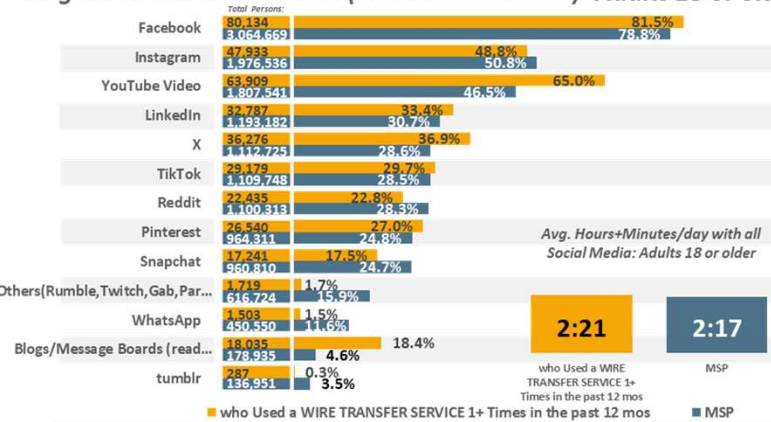
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older      Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



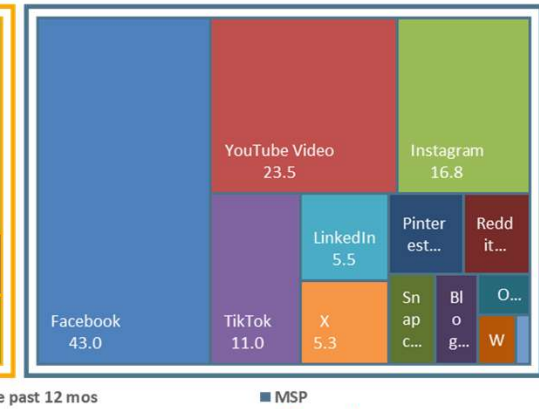
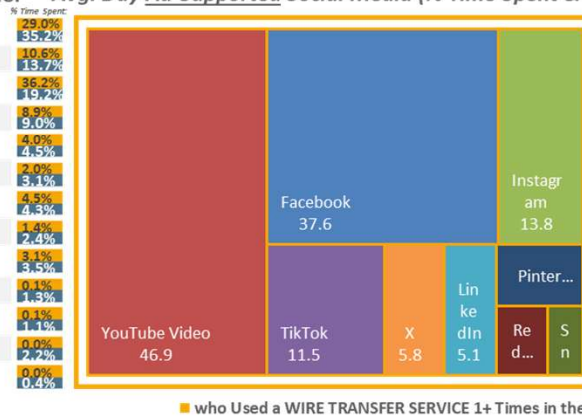
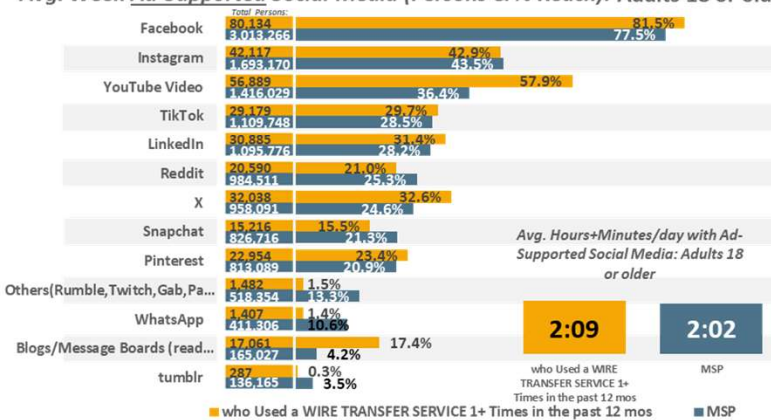


56,889 or 57.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported YouTube Video for an average of 46.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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



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

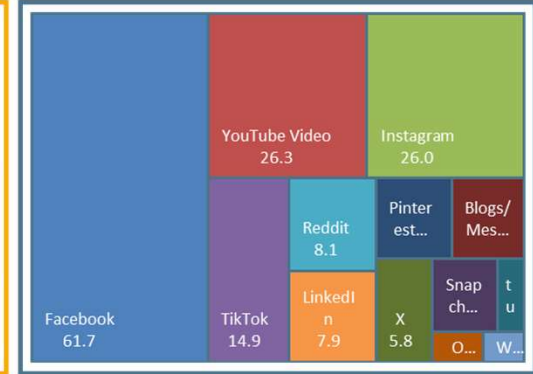
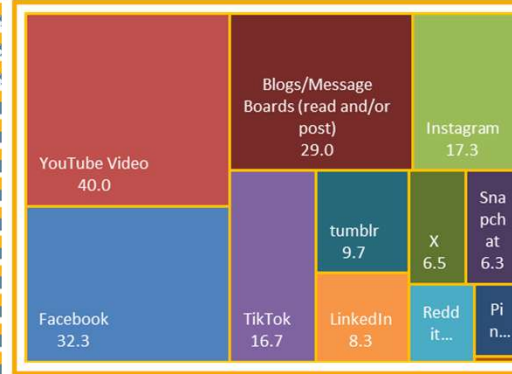
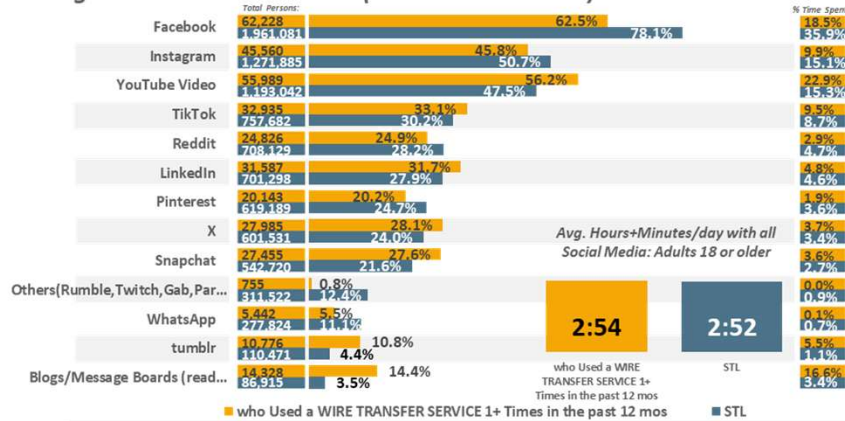




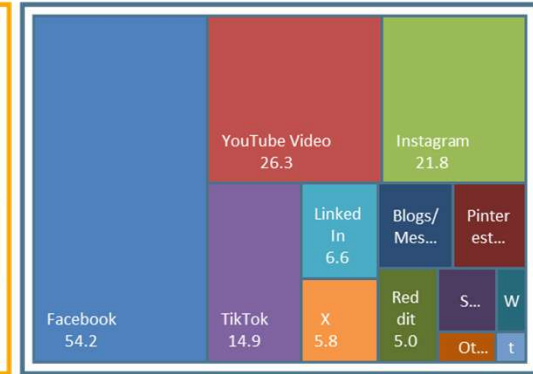
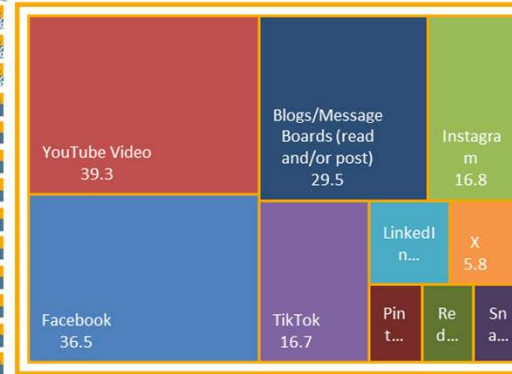
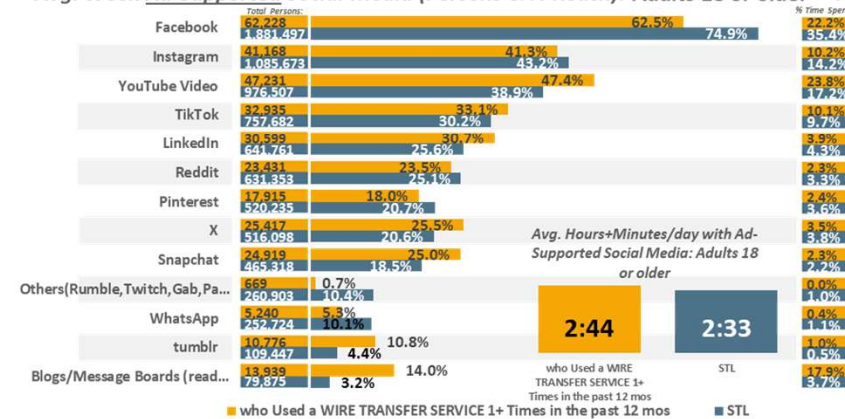


47,231 or 47.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported YouTube Video for an average of 39.3 minutes every day representing 23.8% of all time spent daily with Ad-Supported Social Media.

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



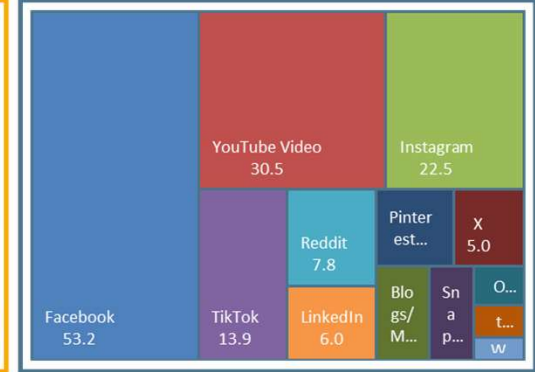
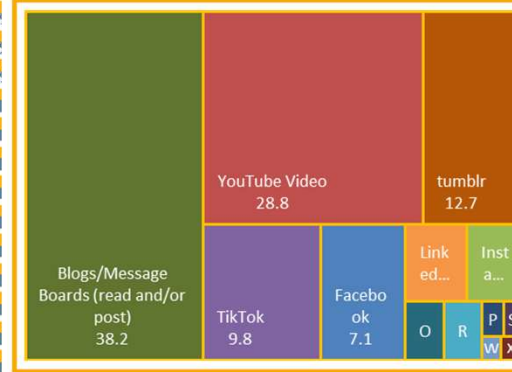
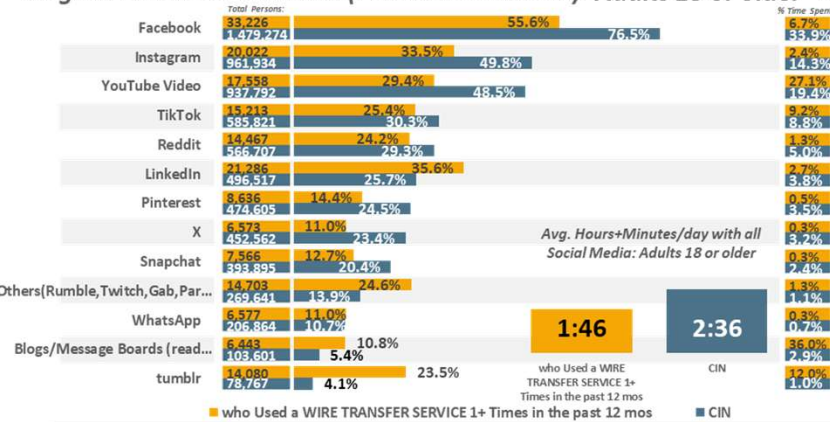
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



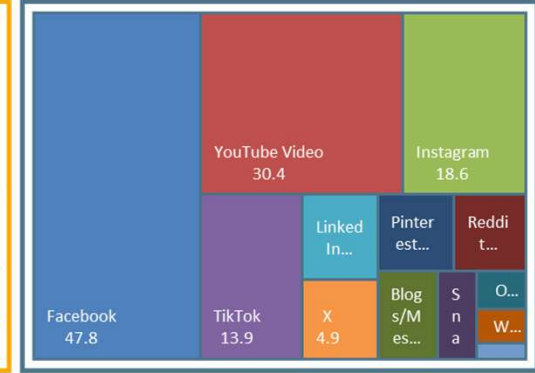
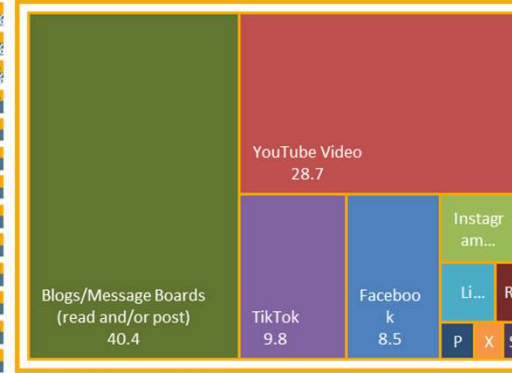
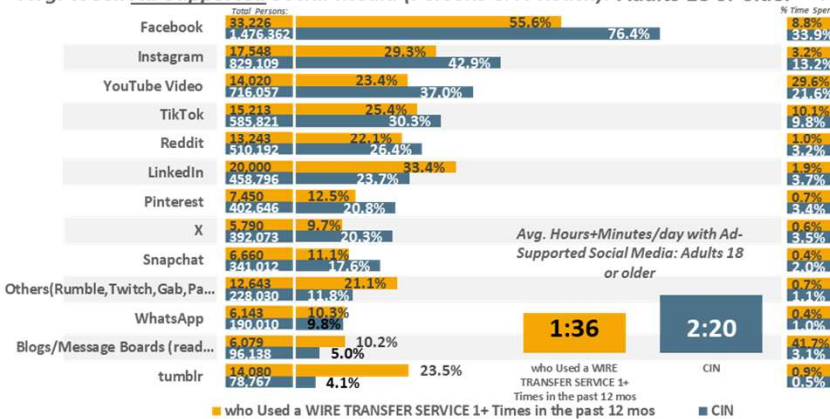


6,079 or 10.2% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 40.4 minutes every day representing 41.7% of all time spent daily with Ad-Supporte

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



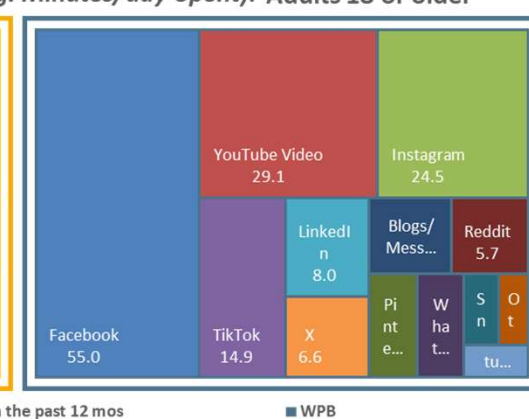
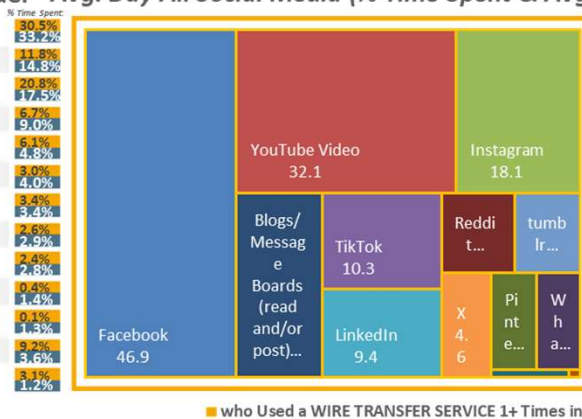
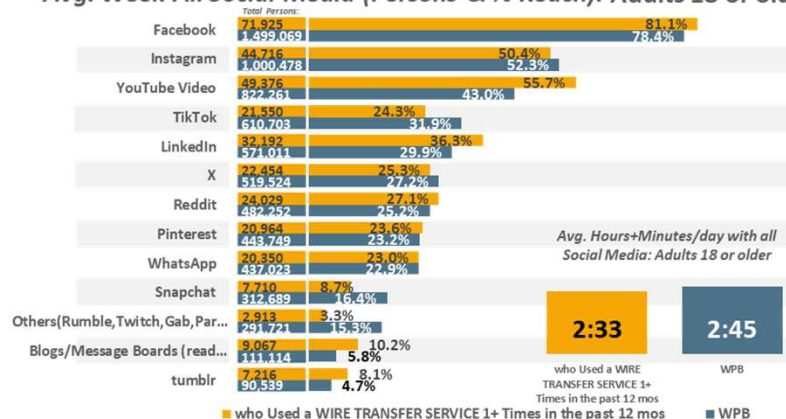
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



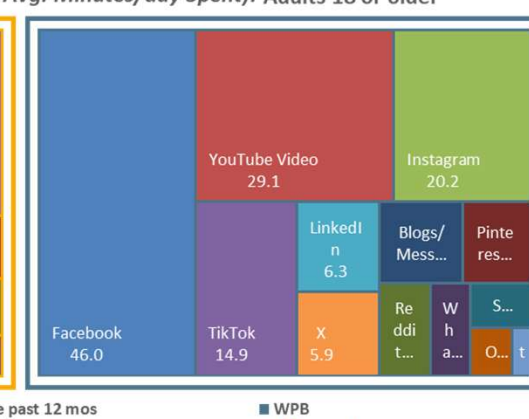
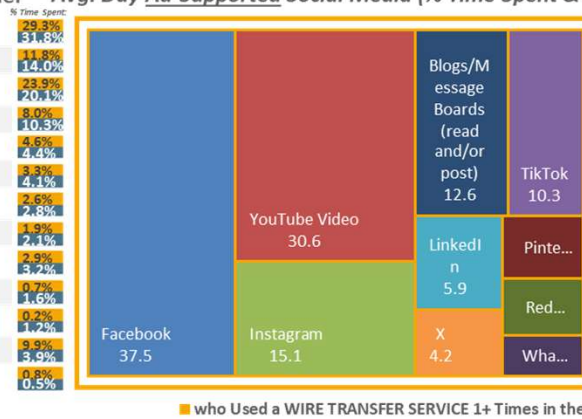
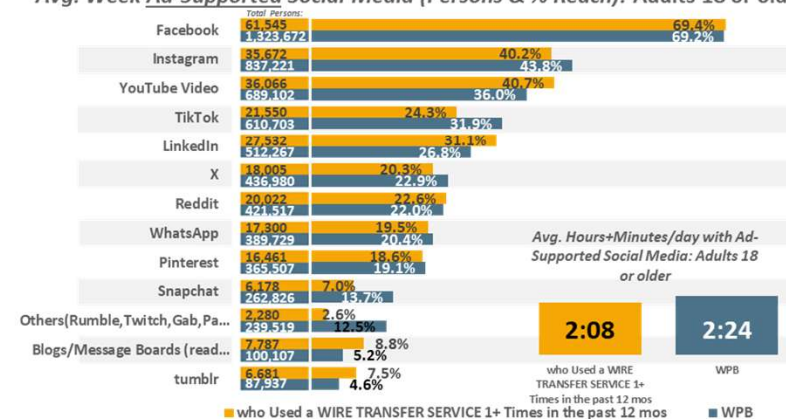


61,545 or 69.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 37.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

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



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

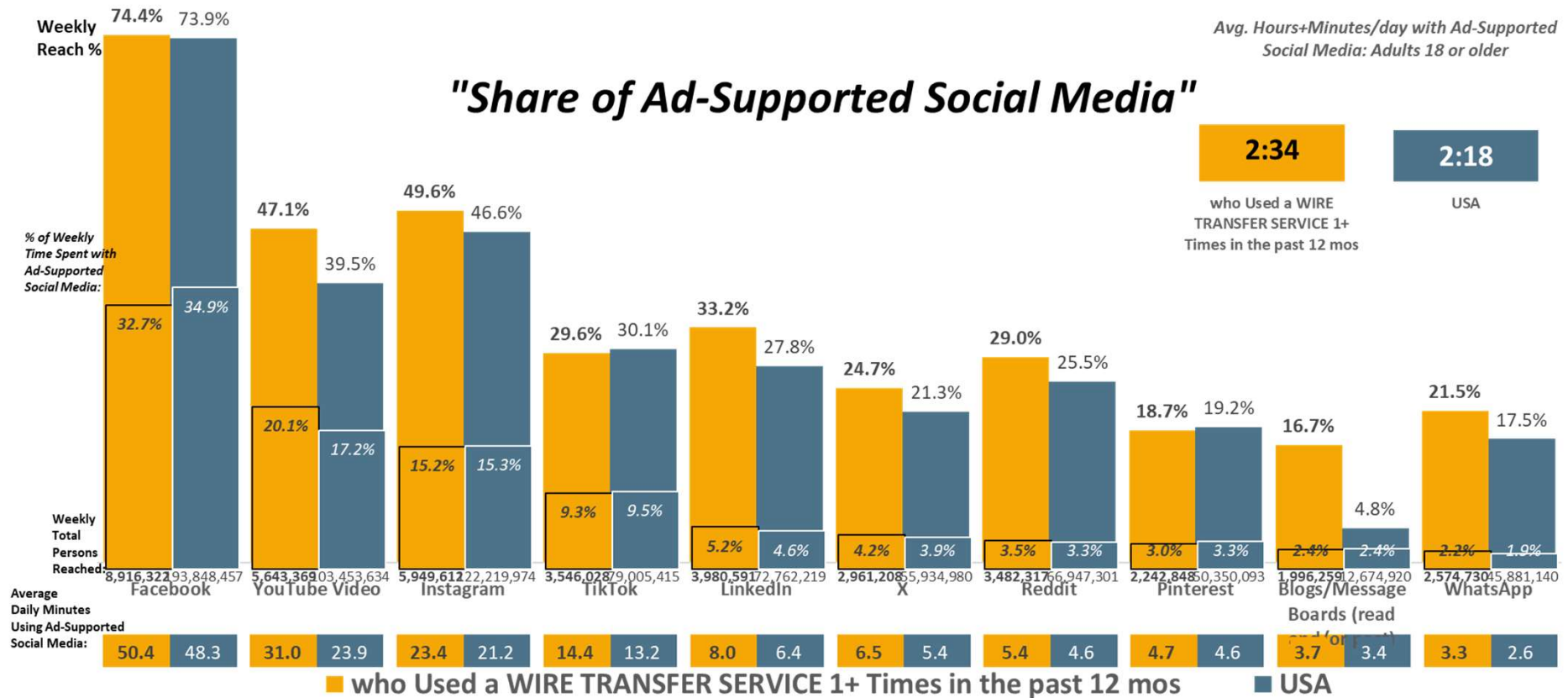






8,916,322 or 74.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 50.4 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

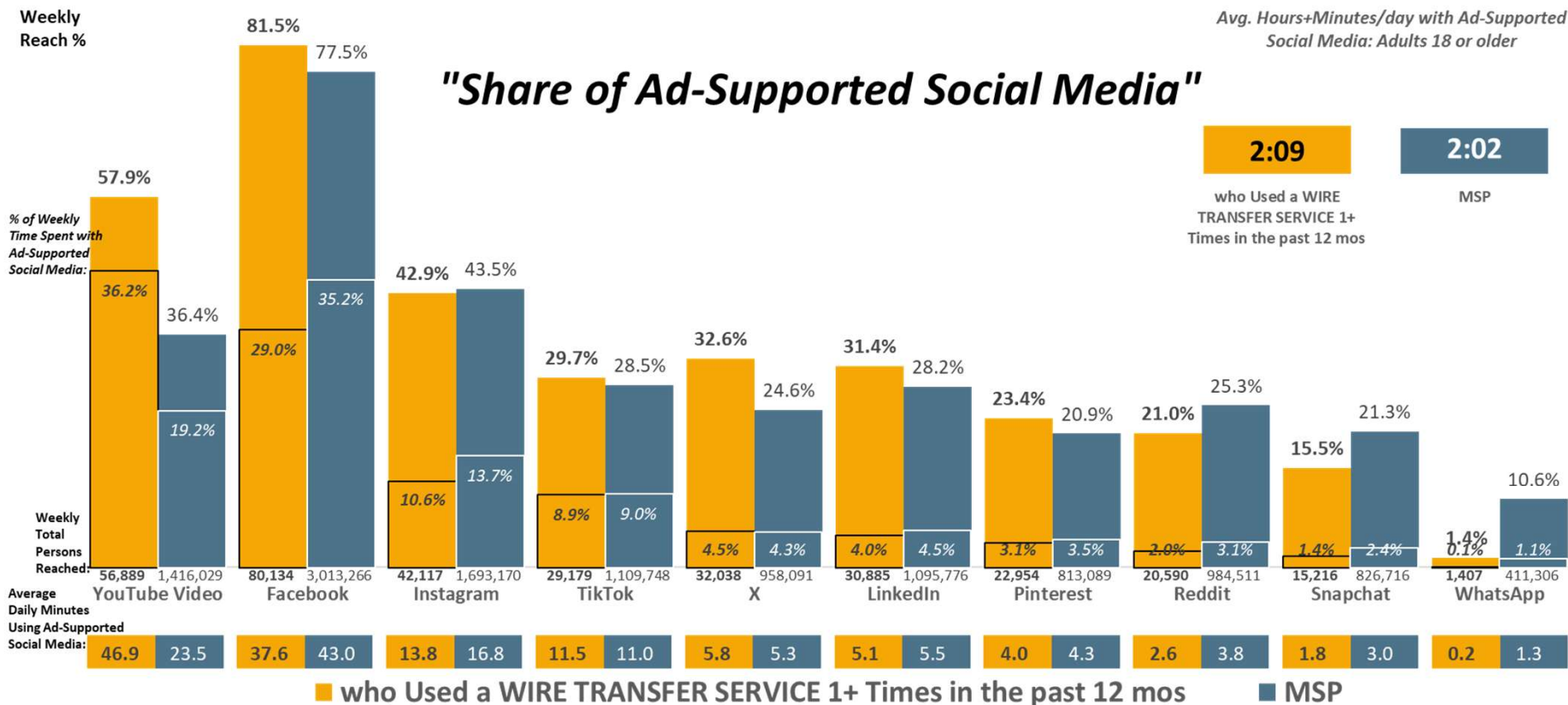
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer



56,889 or 57.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported YouTube Video for an average of 46.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



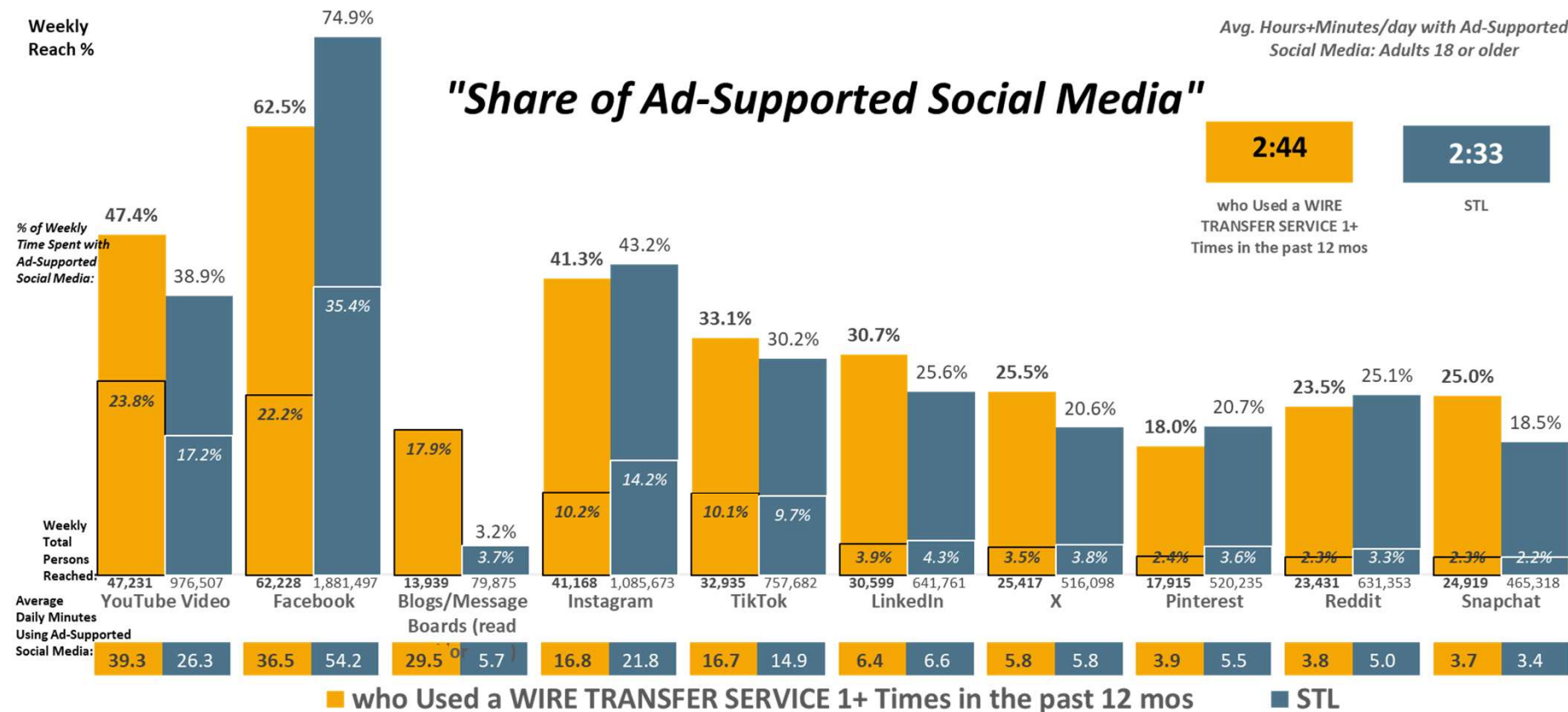
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer



47,231 or 47.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported YouTube Video for an average of 39.3 minutes every day representing 23.8% of all time spent daily with Ad-Supported Social Media.





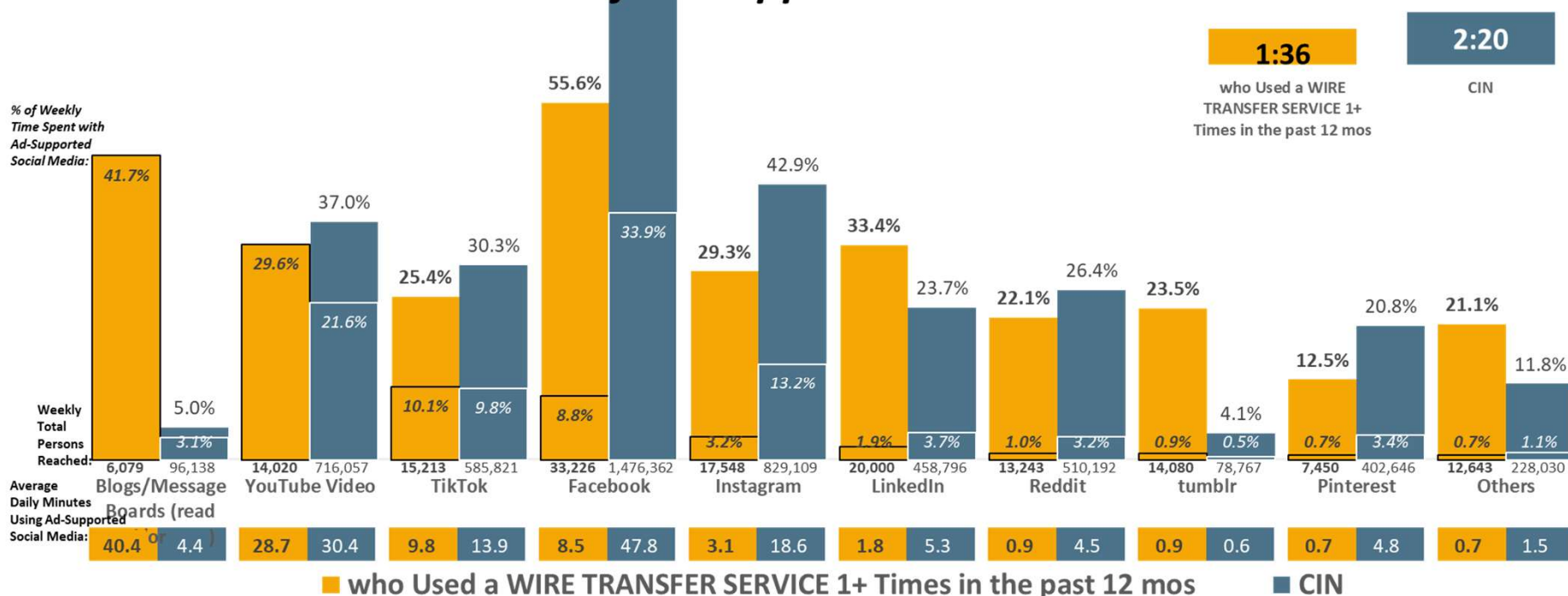


6,079 or 10.2% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 40.4 minutes every day representing 41.7% of all time spent daily with Ad-Supporte

Weekly  
Reach %

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

## "Share of Ad-Supported Social Media"



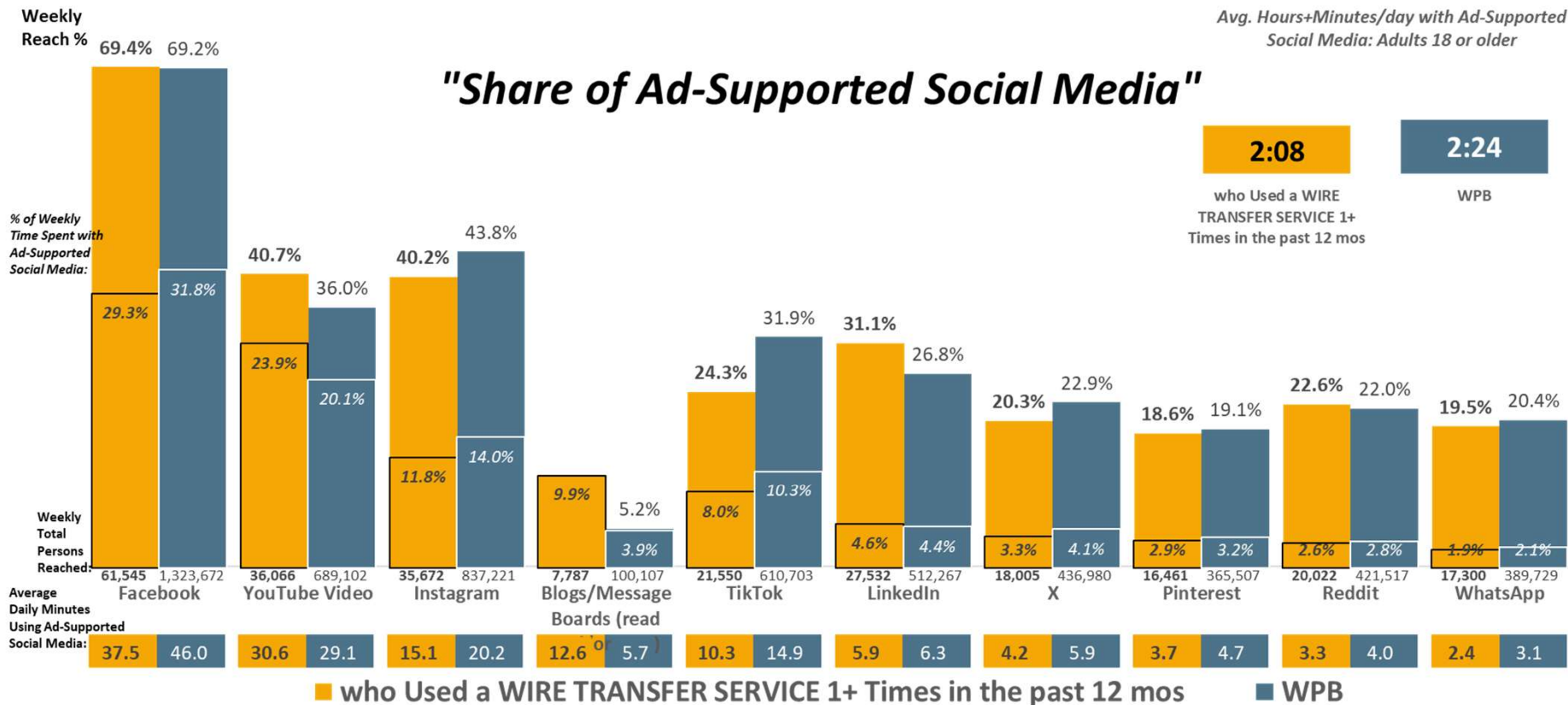
■ who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

■ CIN



61,545 or 69.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos use Ad-Supported Facebook for an average of 37.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

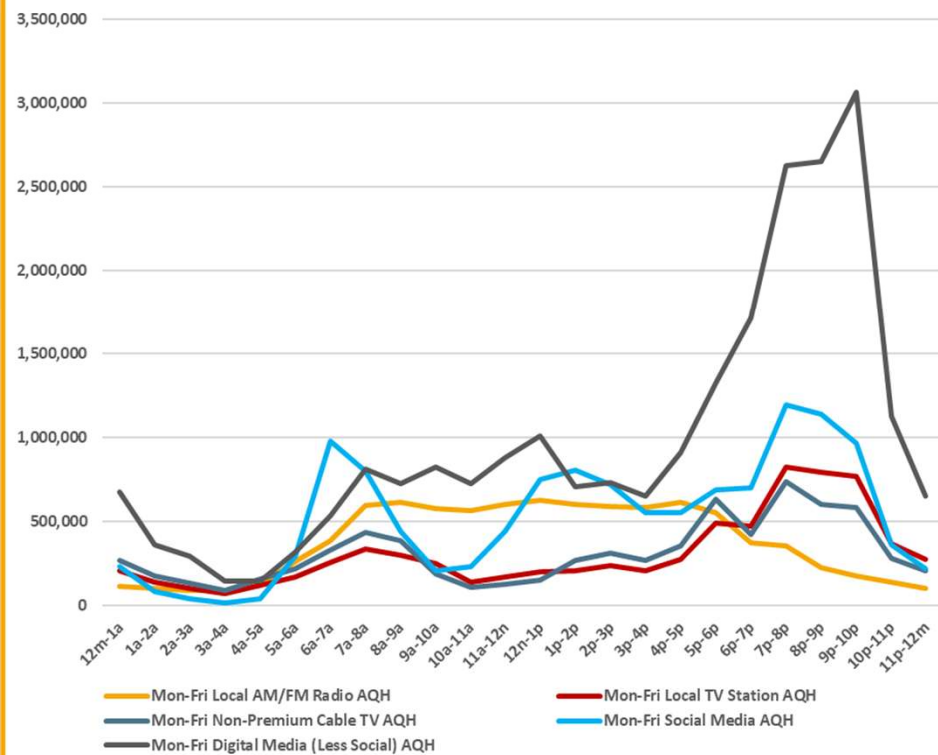
## "Share of Ad-Supported Social Media"



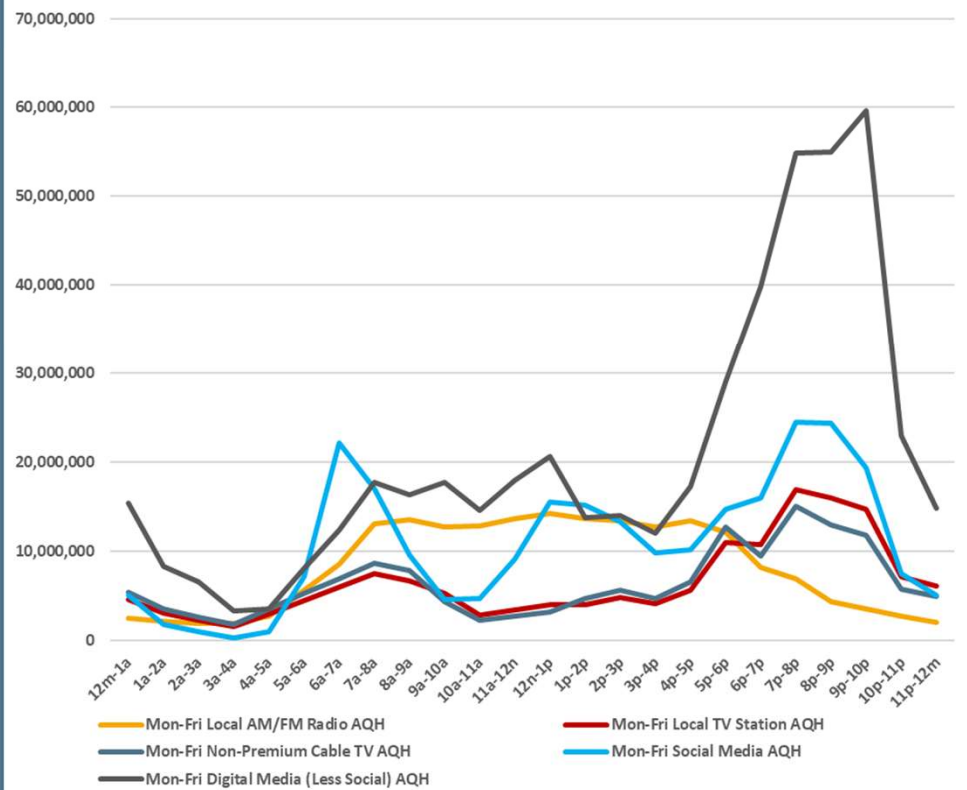


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 890,100;  
Social Media: 606,802; Local Radio: 561,274; Non-Prem. Cable: 308,245; Local TV: 274,560  
reaching Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+**  
**Times in the past 12 mos**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**USA 210 DMA Adults 18 or older**

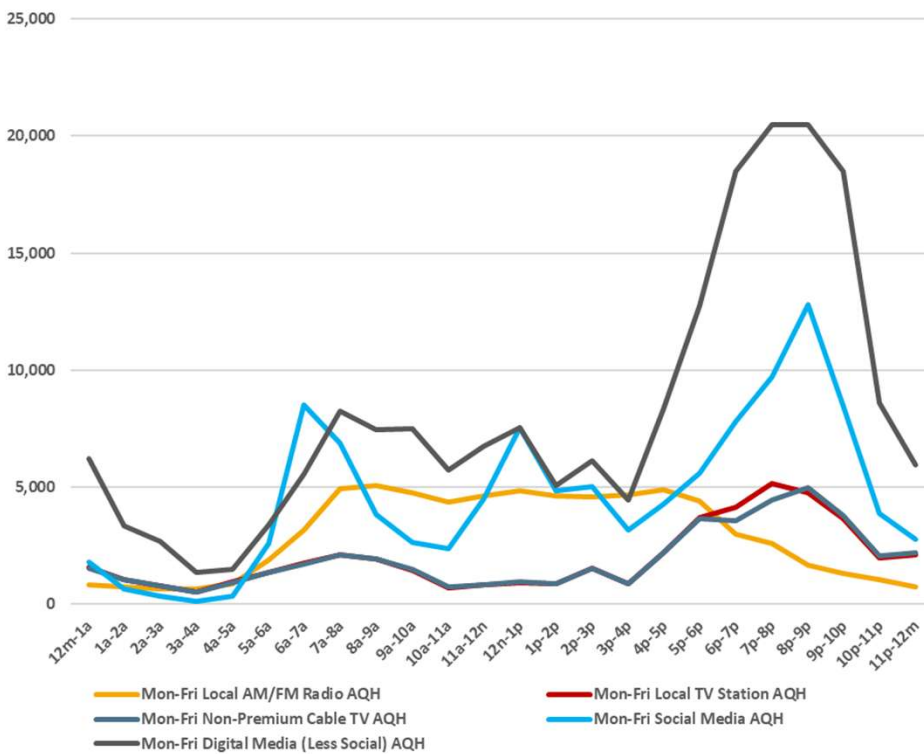




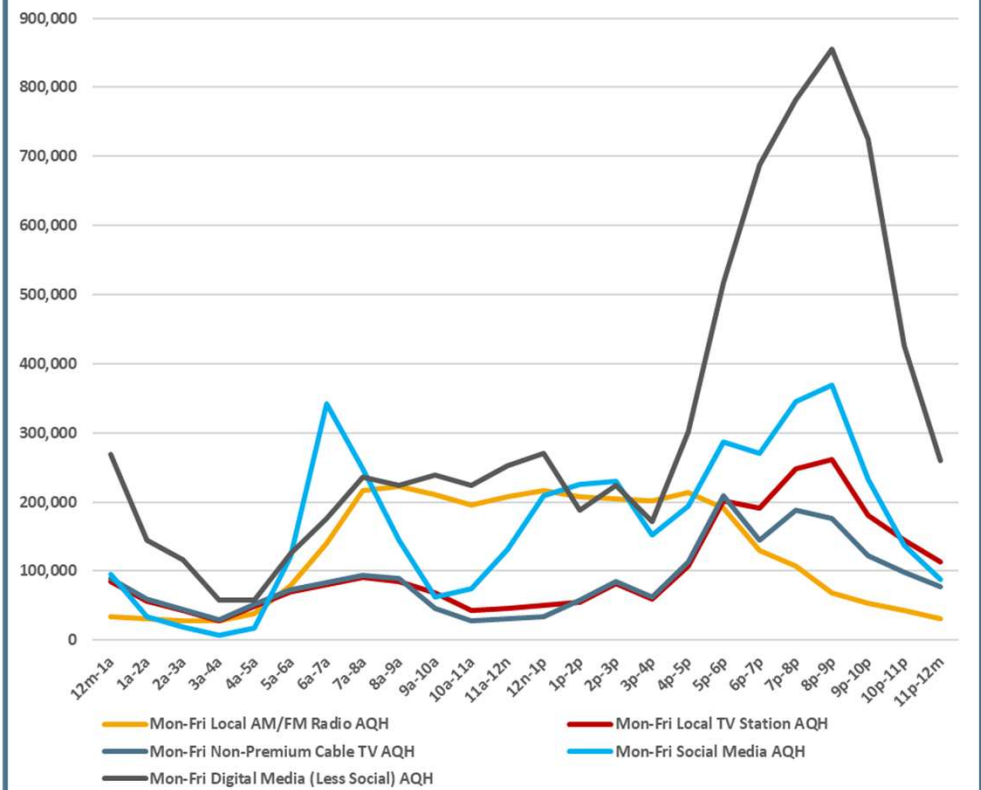


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,002;  
Social Media: 5,148; Local Radio: 4,453; Local TV: 1,769; Non-Prem. Cable: 1,730 reaching  
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+**  
**Times in the past 12 mos**



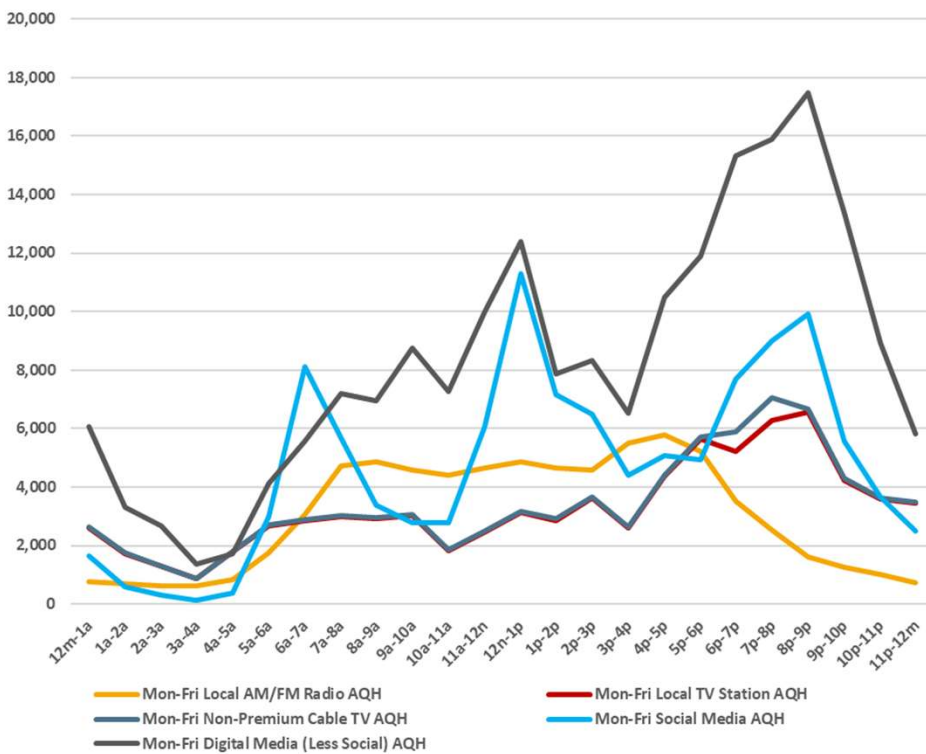
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**MSP Metro Area Adults 18 or older**



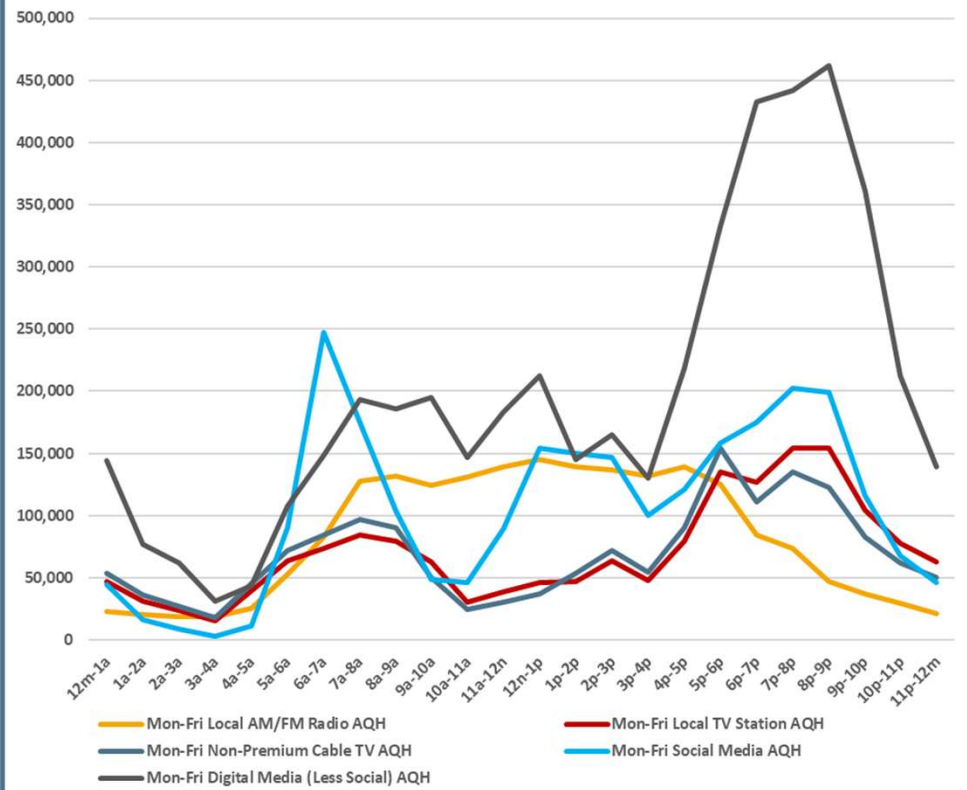


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,112;  
Social Media: 5,831; Local Radio: 4,638; Non-Prem. Cable: 3,434; Local TV: 3,342 reaching  
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+**  
**Times in the past 12 mos**



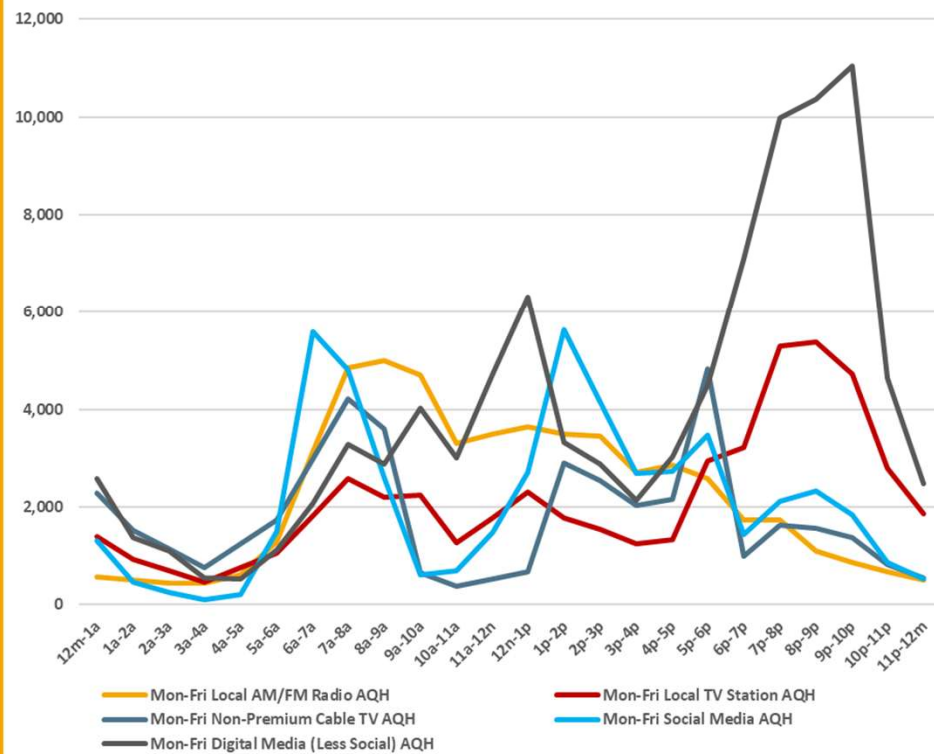
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**STL Metro Area Adults 18 or older**



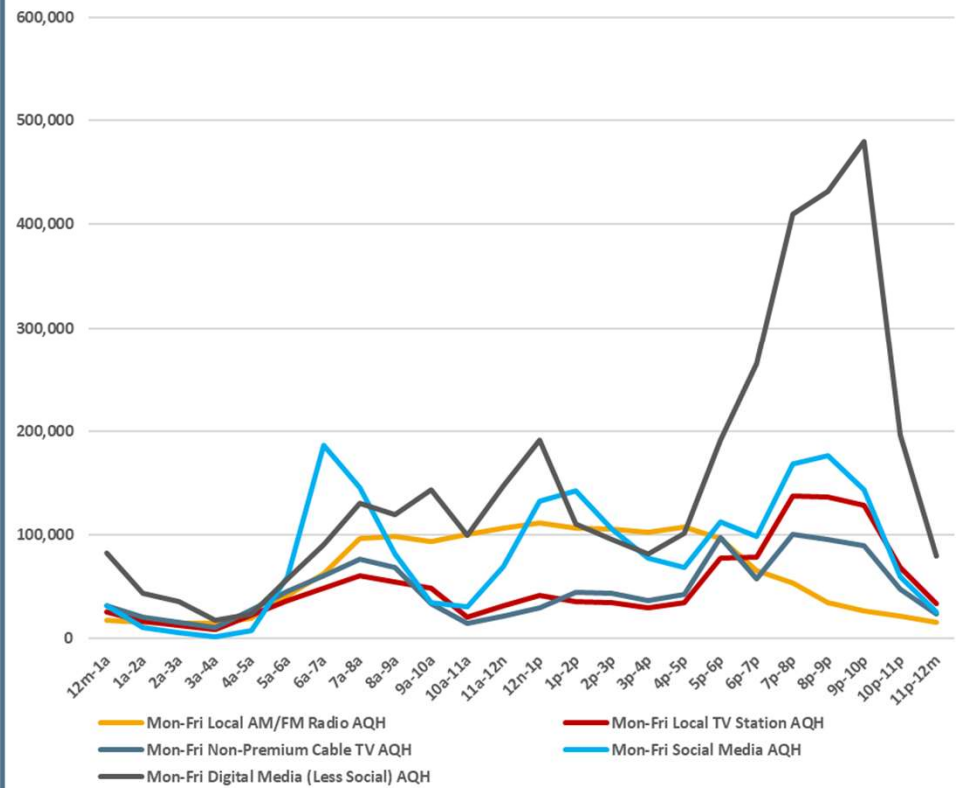


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,794; Local Radio: 3,457; Social Media: 2,973; Non-Prem. Cable: 2,189; Local TV: 2,023 reaching Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+  
Times in the past 12 mos



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

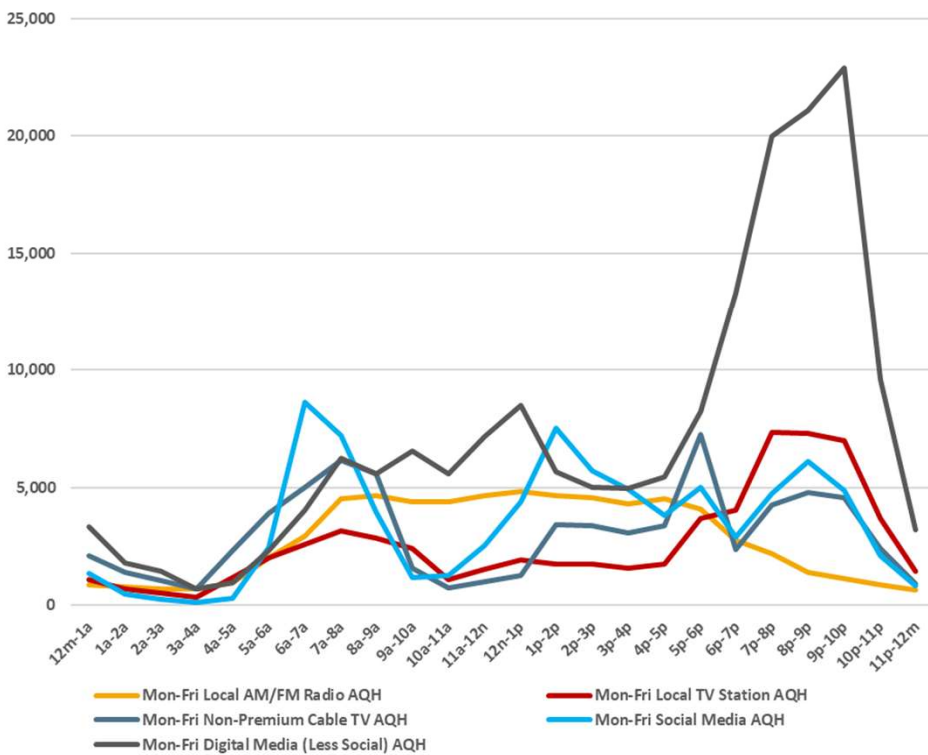




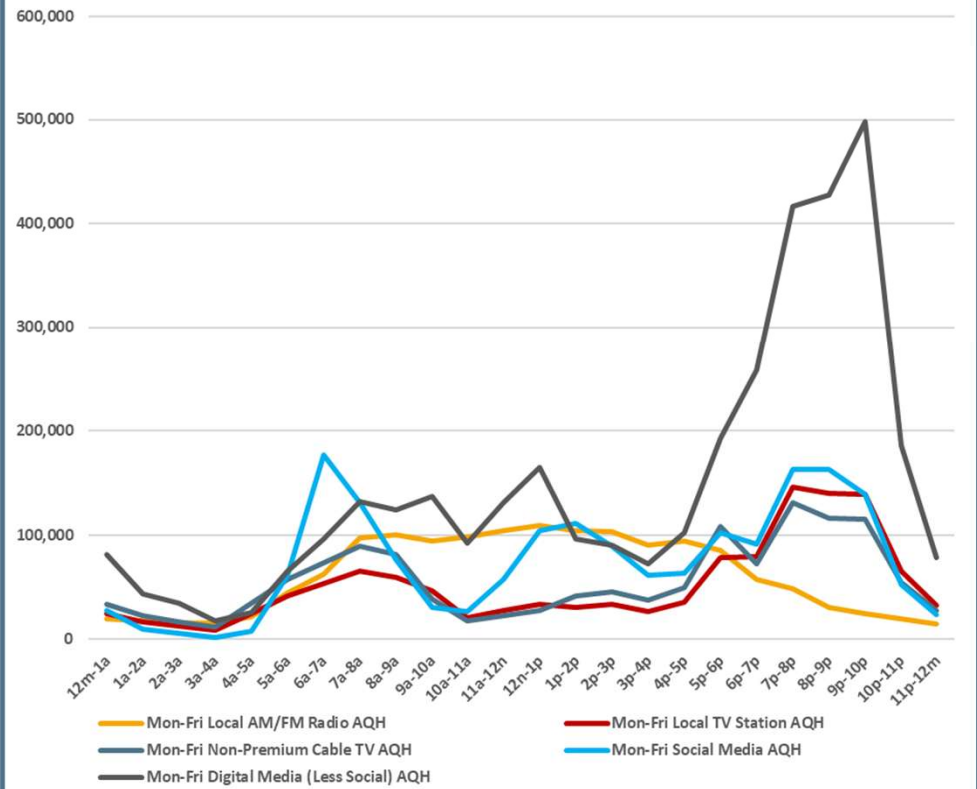


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,636;  
Social Media: 4,531; Local Radio: 4,245; Non-Prem. Cable: 3,389; Local TV: 2,304 reaching  
Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+**  
**Times in the past 12 mos**



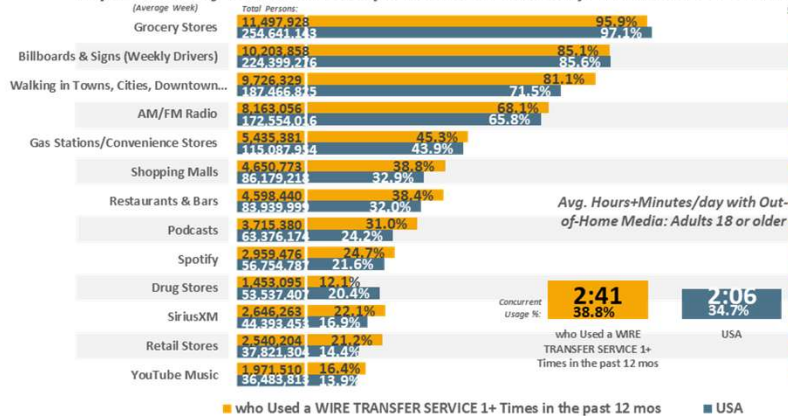
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WPB Metro Area Adults 18 or older**



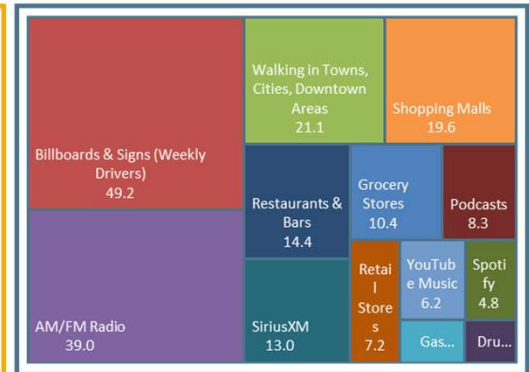
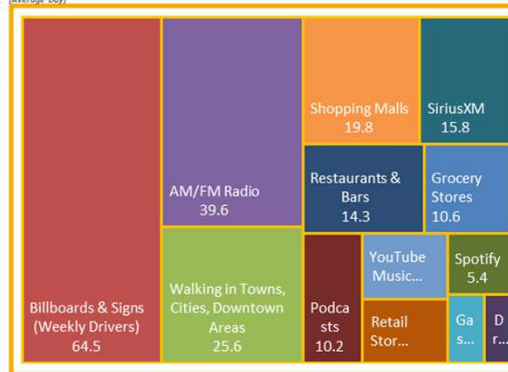


10,203,858 or 85.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 64.5 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 34.1 m

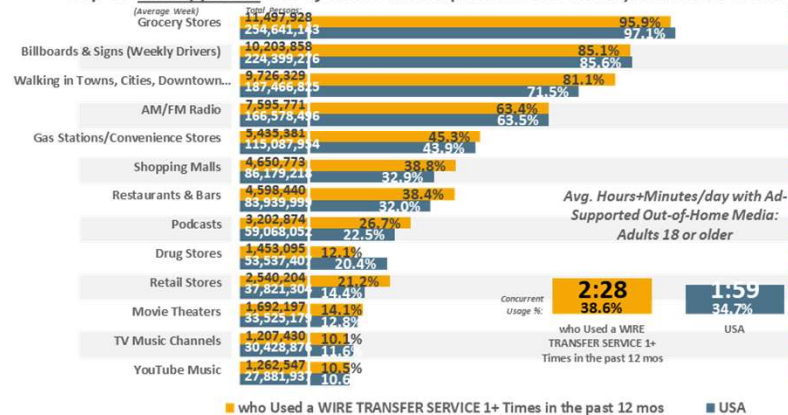
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



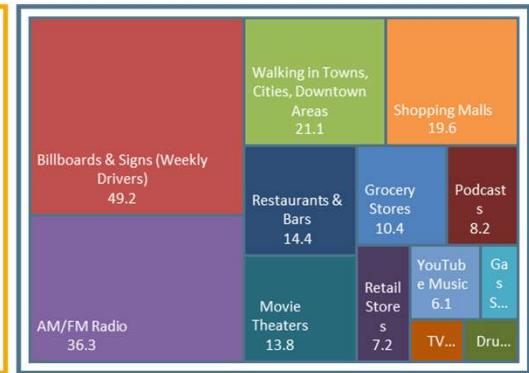
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



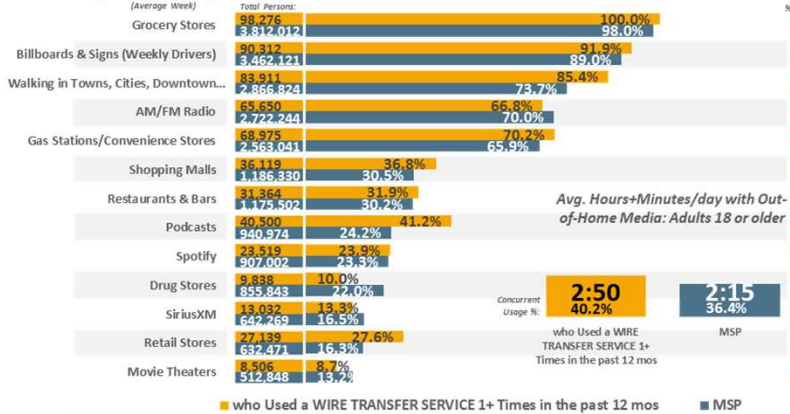
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



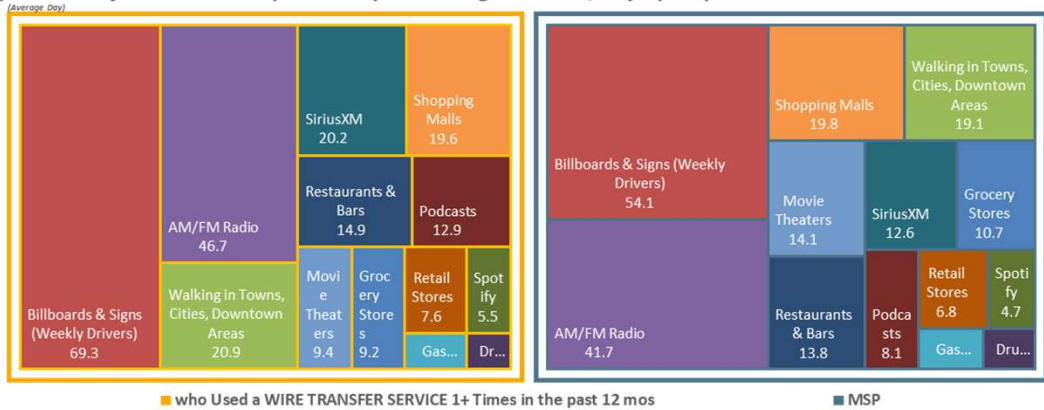


90,312 or 91.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 69.3 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minut

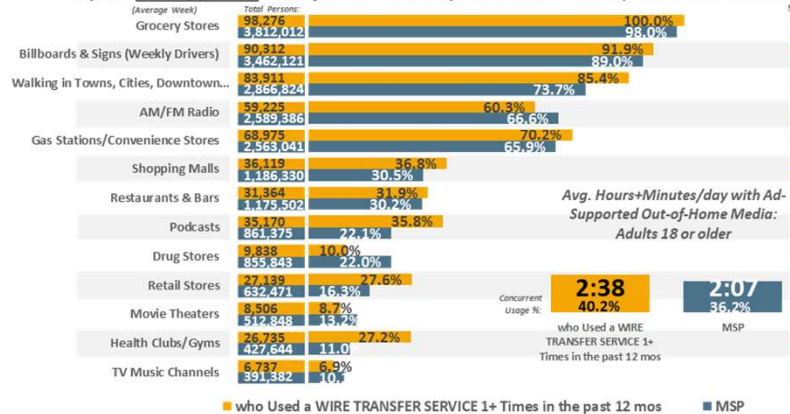
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



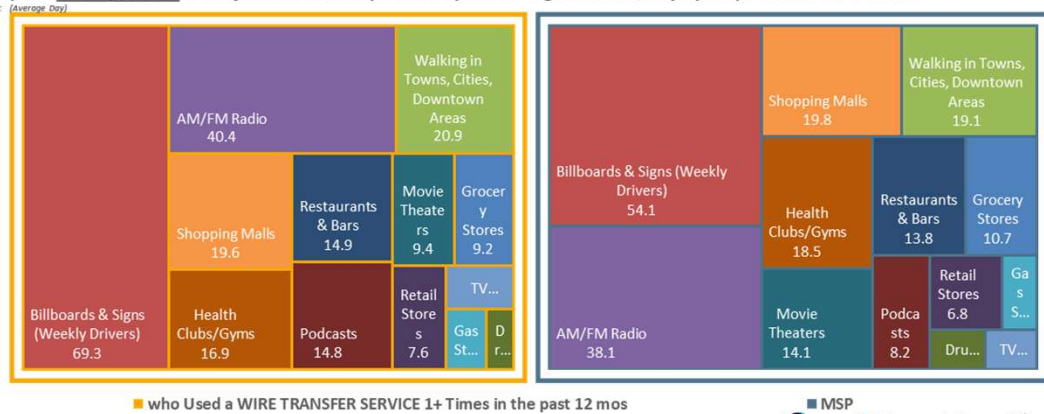
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69  
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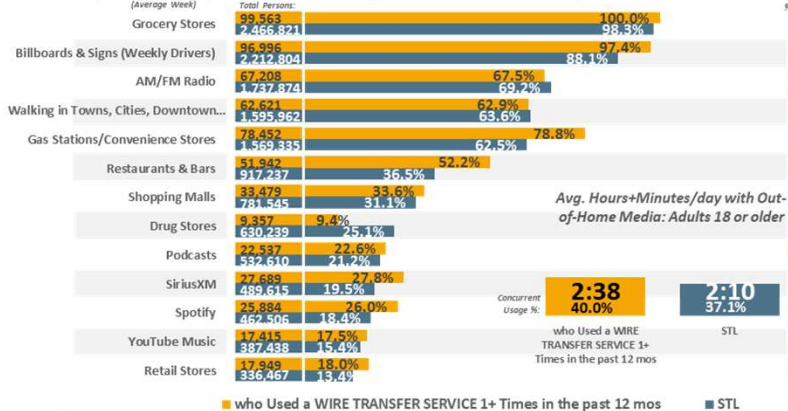
Professional services used by HHLD past 12 months (HHLD): Wire transfer



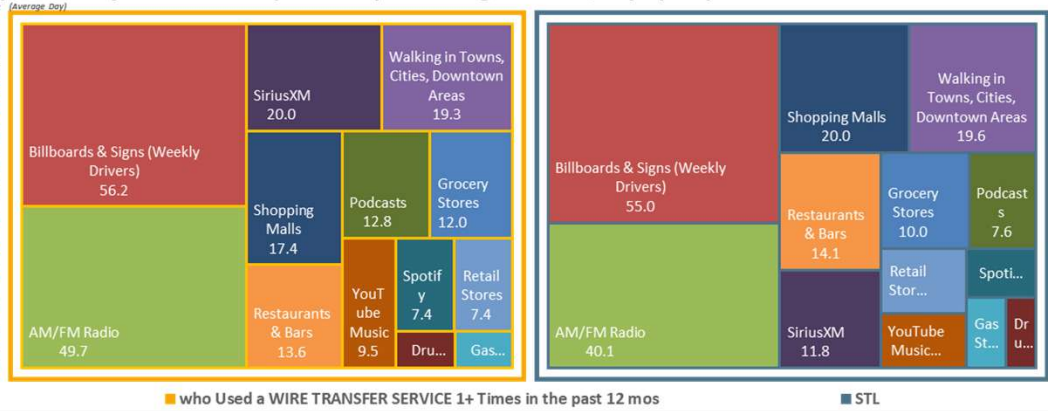


96,996 or 97.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 61.1% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minut

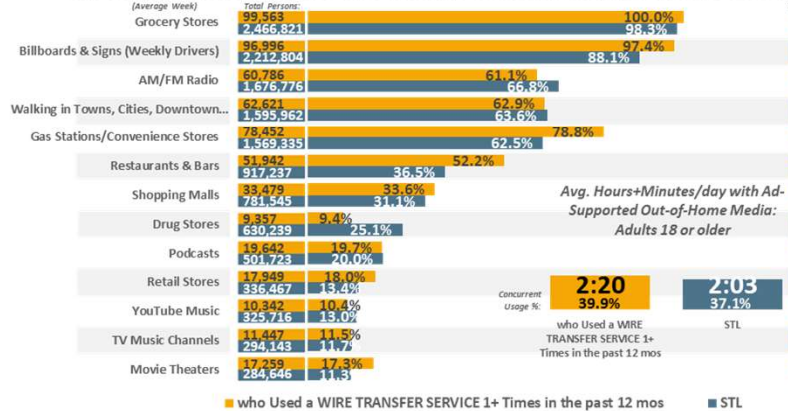
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



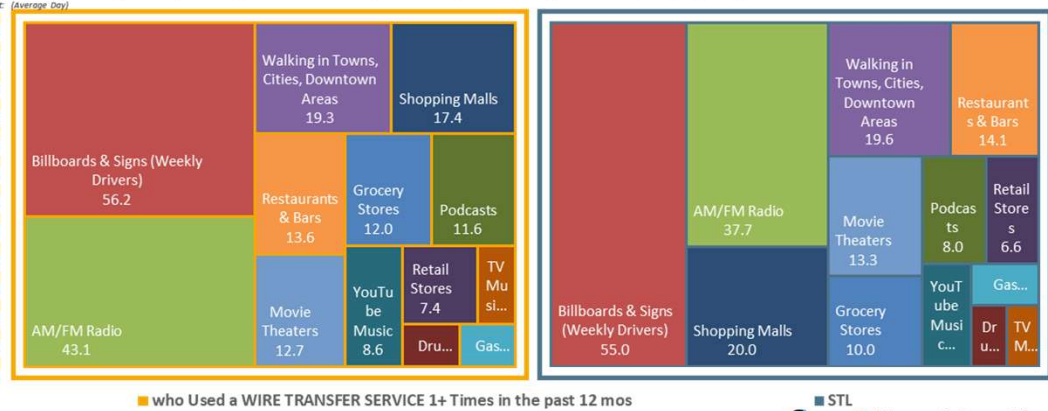
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



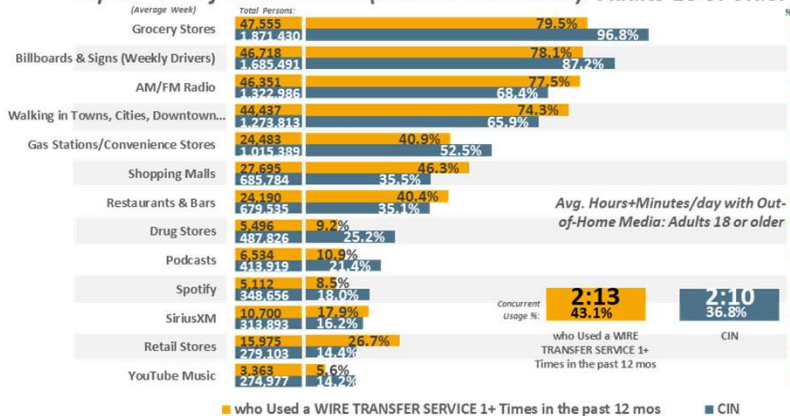
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



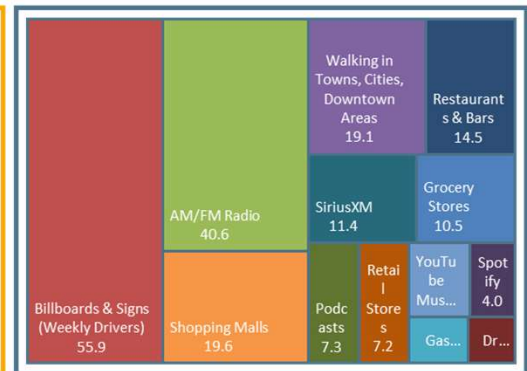
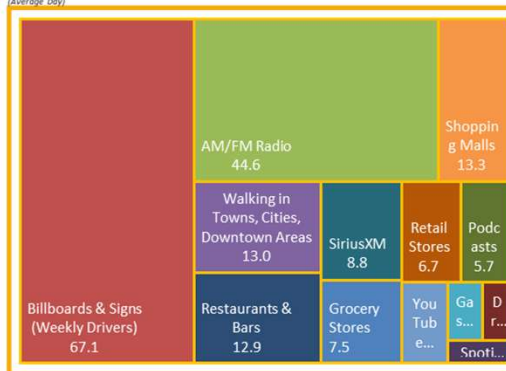


46,718 or 78.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 67.1 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minut

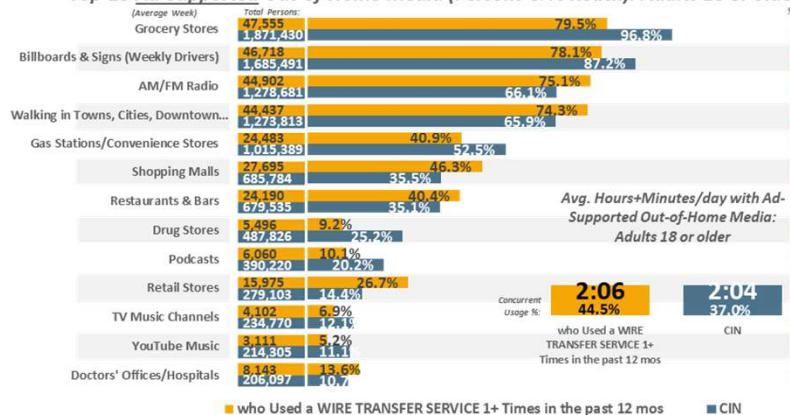
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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

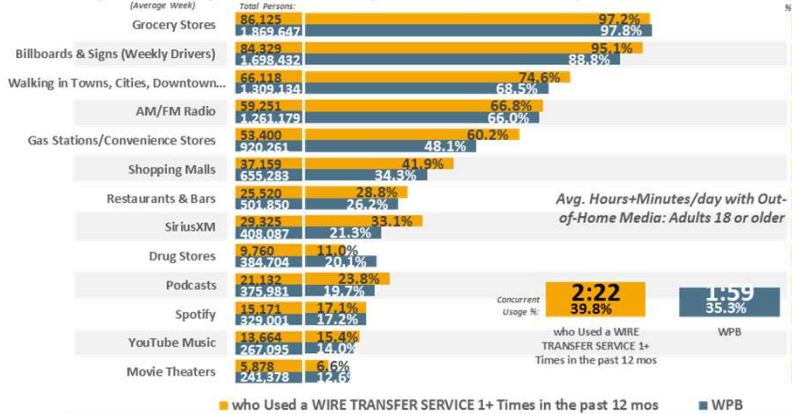




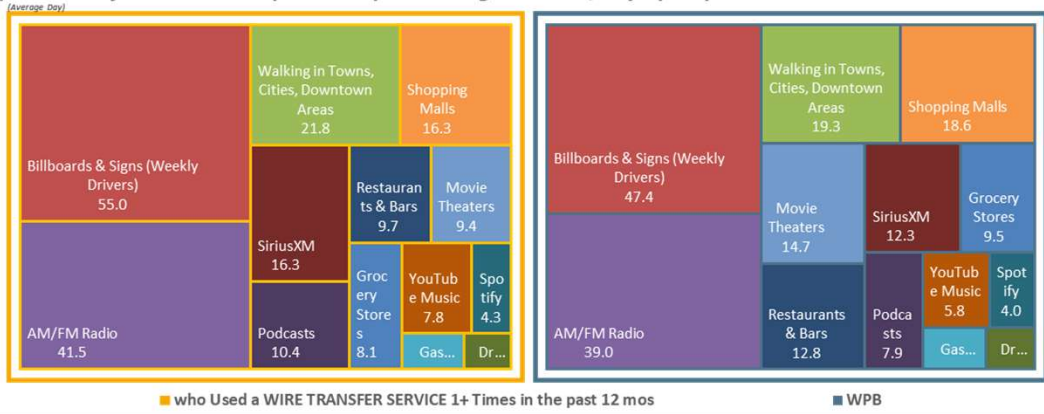


84,329 or 95.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 55. minutes per day driving, seeing Billboards and Signs. 63.6% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minute

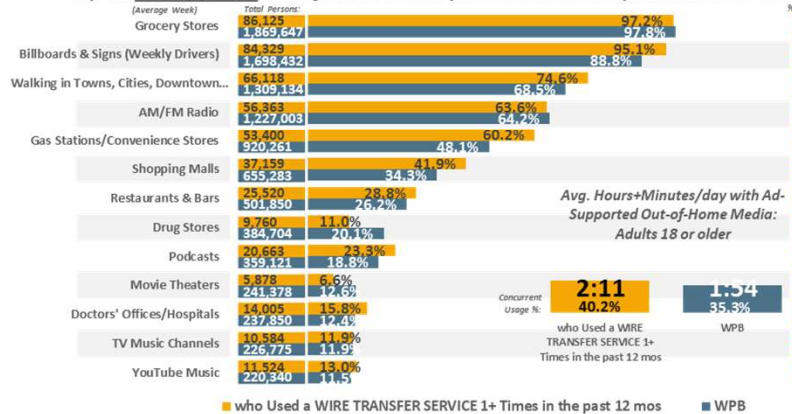
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



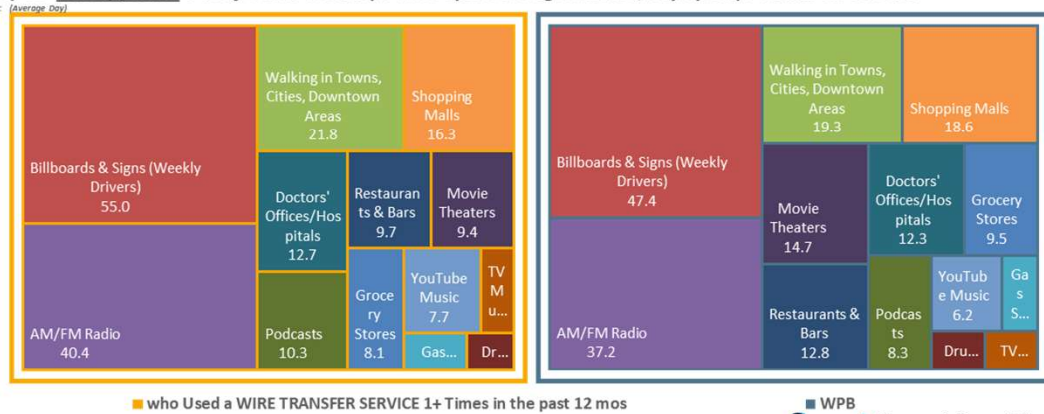
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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





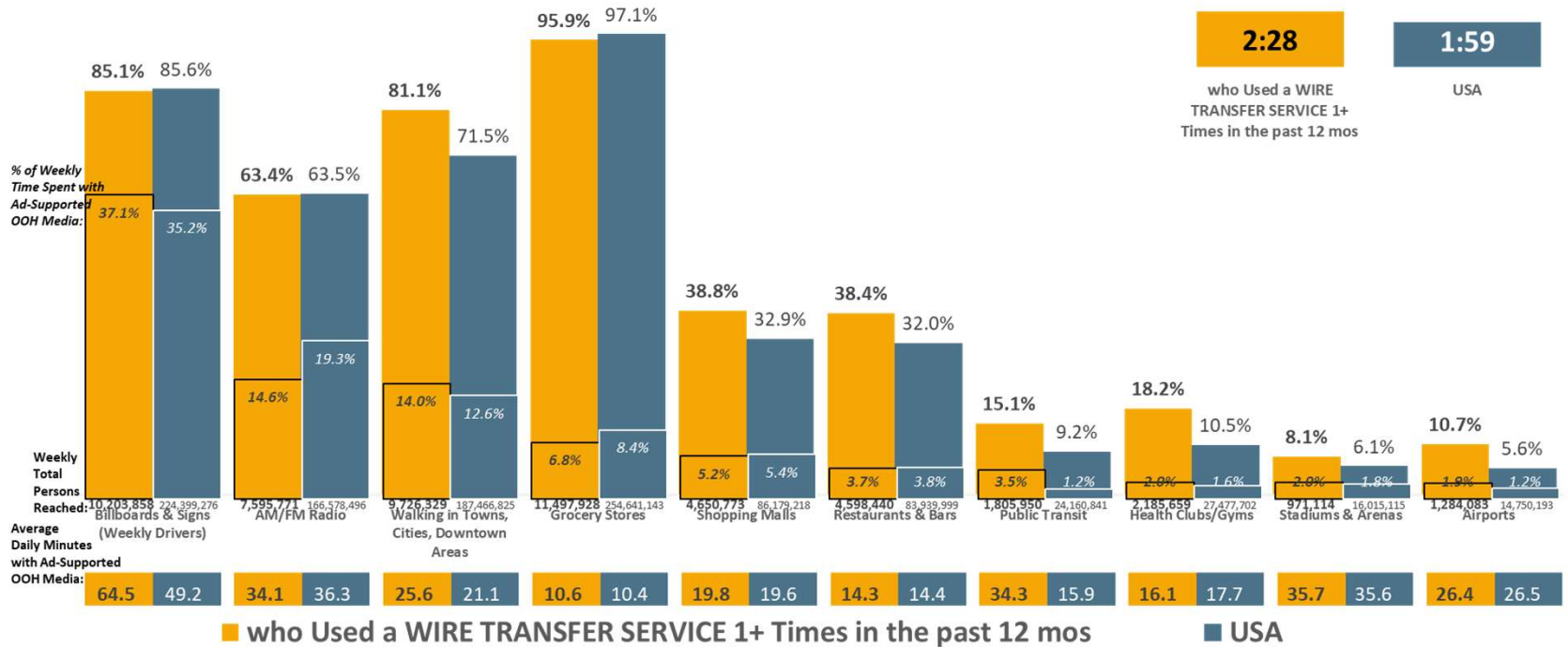


10,203,858 or 85.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 64.5 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,256  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

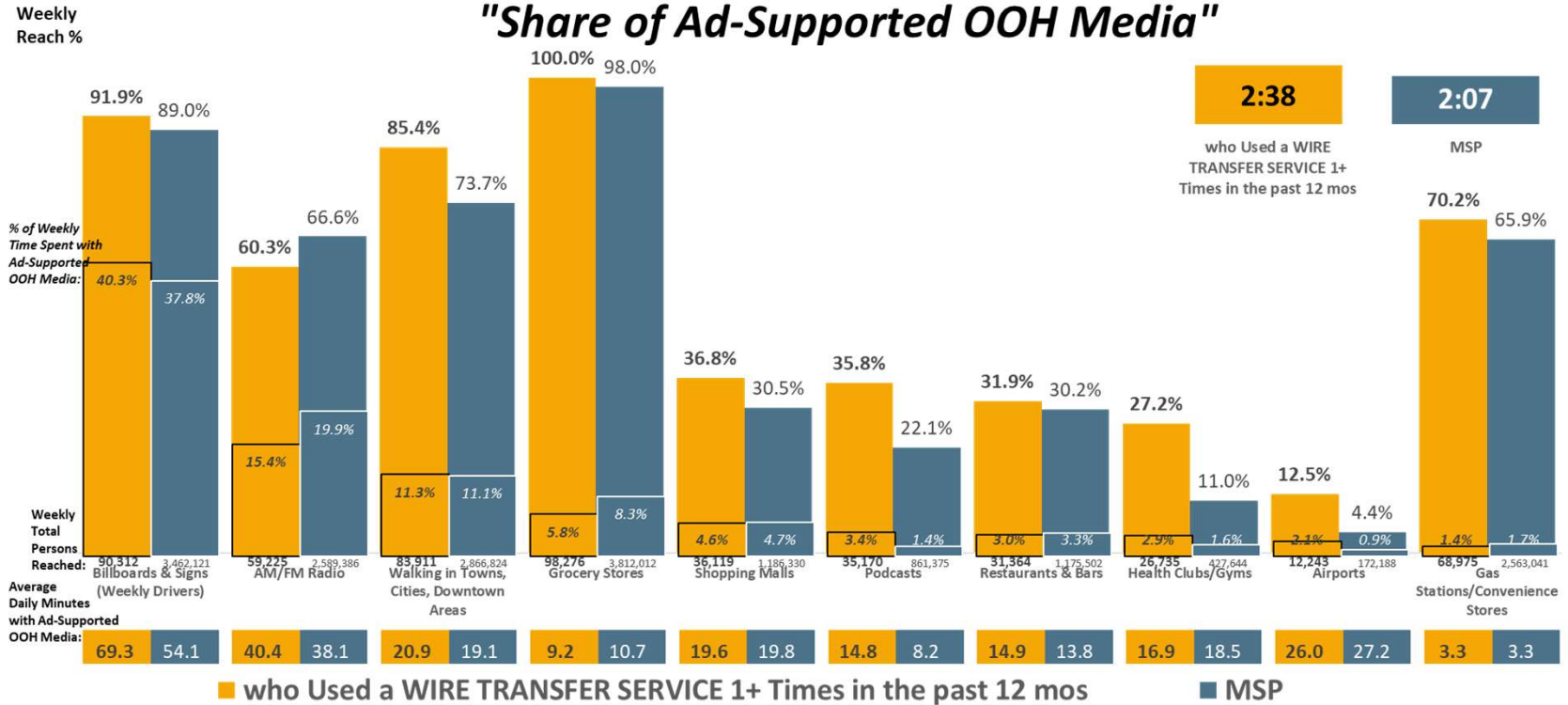
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer



90,312 or 91.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 69.3 minutes per day driving, seeing Billboards and Signs representing 40.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 69 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

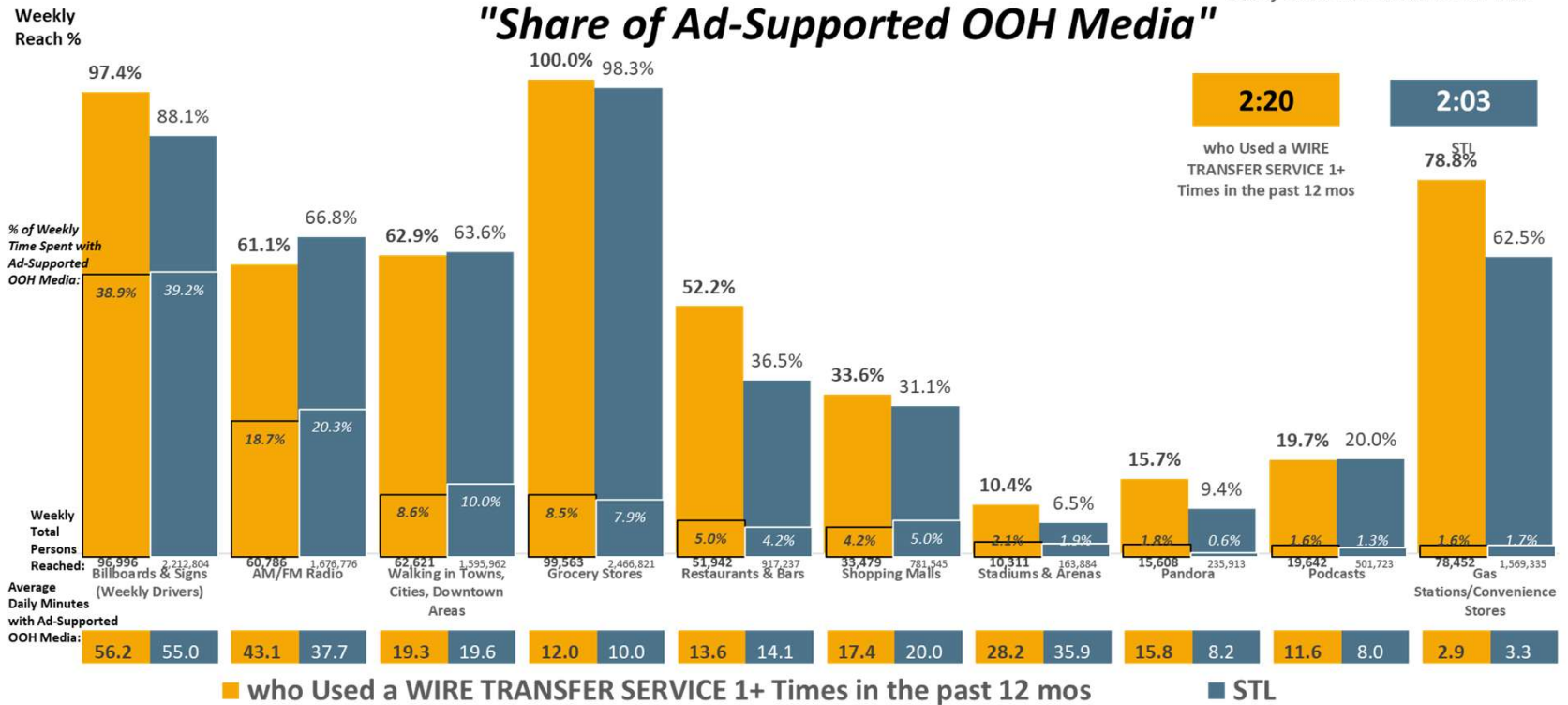
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer



96,996 or 97.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 85  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer



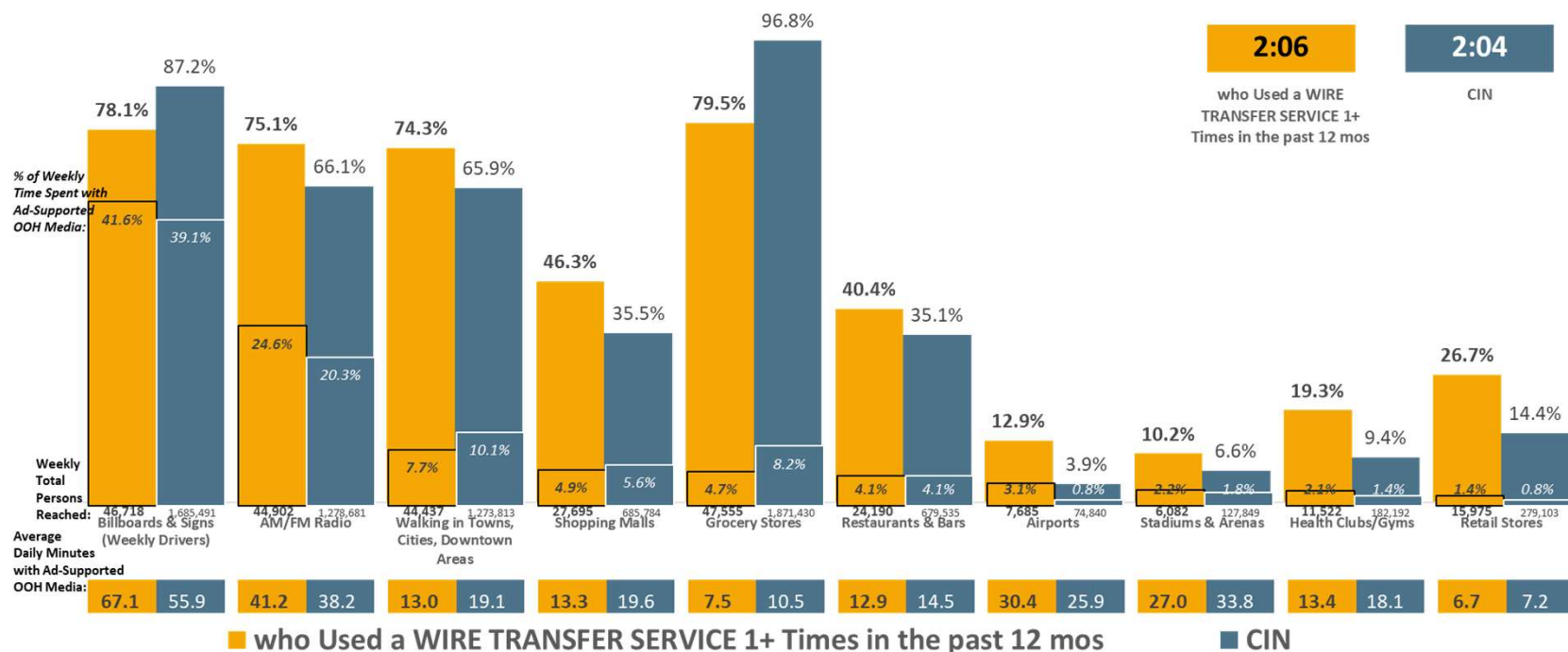


46,718 or 78.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 67.1 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 55 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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Professional services used by HHLD past 12 months (HHLD): Wire transfer

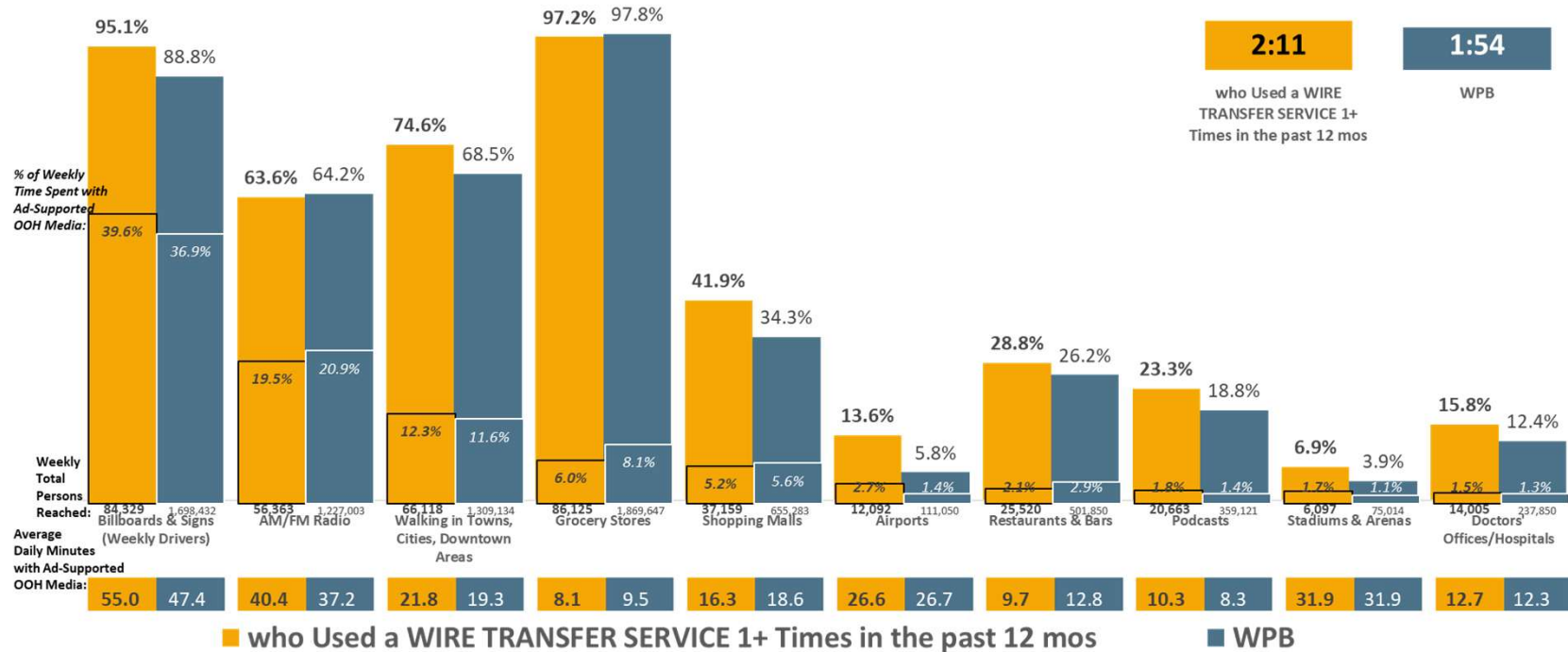


84,329 or 95.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 39.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 149 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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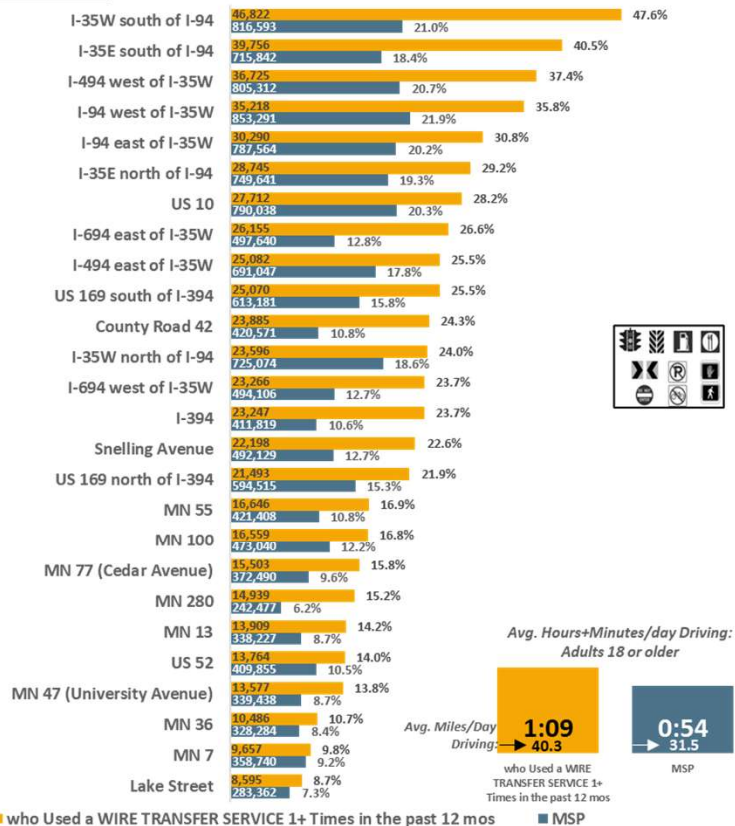
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer

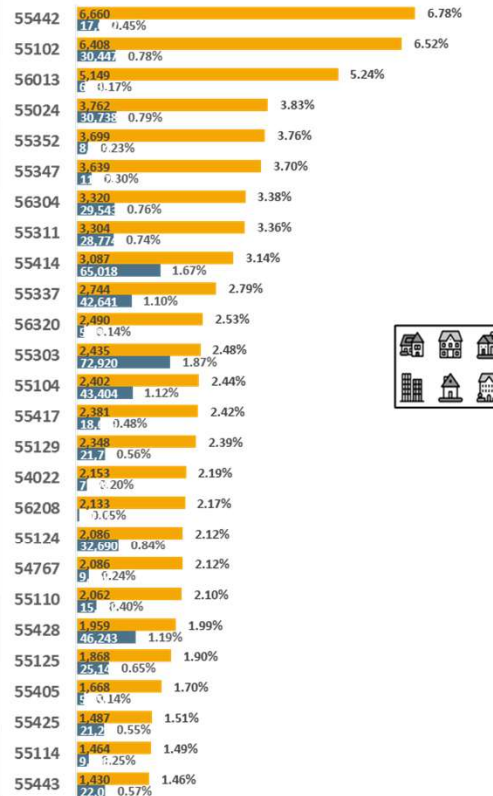


90,312 or 91.9% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 69.3 minutes per day driving an average of 40.3 miles each day and are 126.9% more likely to use I-35W south of I-94 than the Metro aver

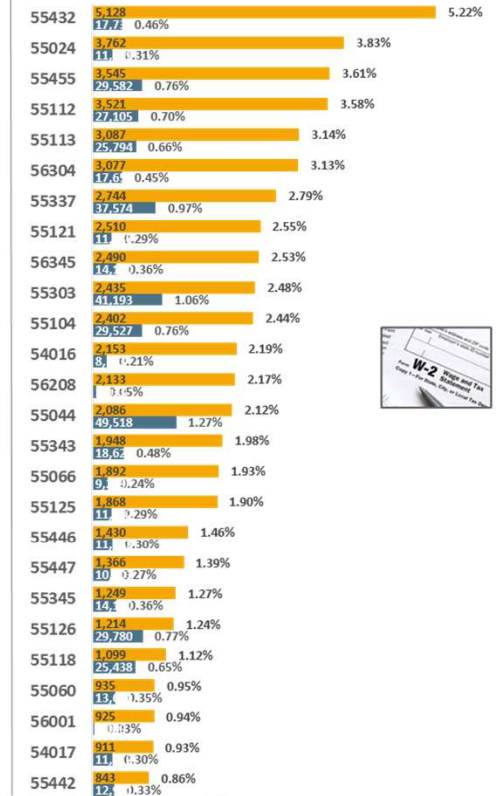
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

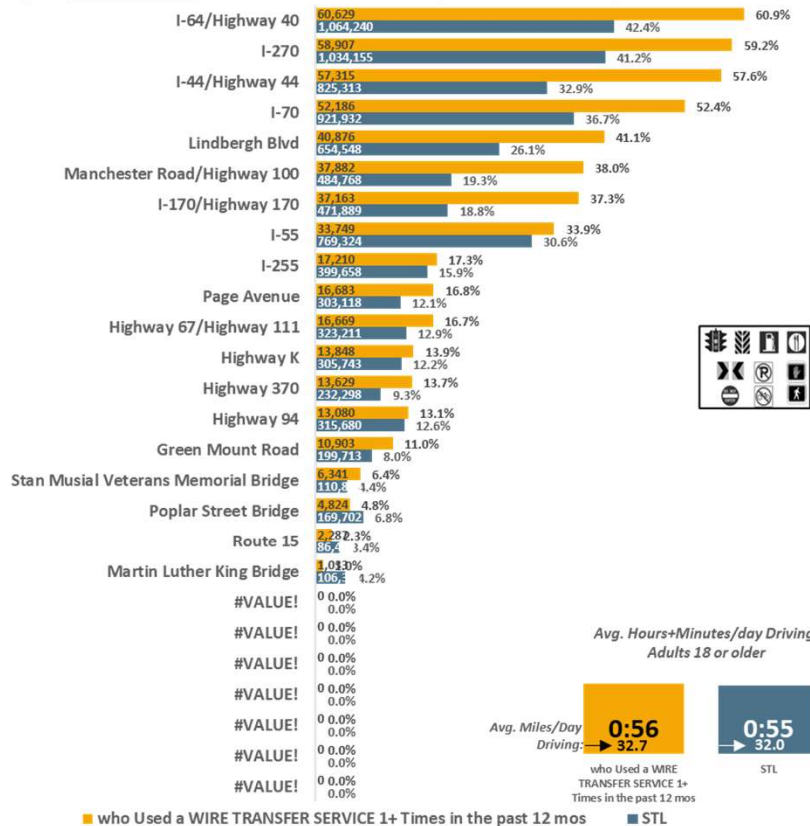




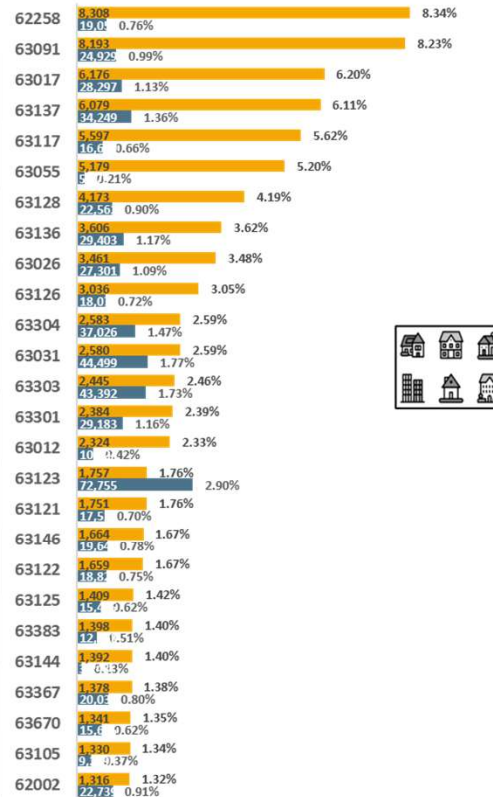


96,996 or 97.4% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 56.2 minutes per day driving an average of 32.7 miles each day and are 98.6% more likely to use I-170/Highway 170 than the Metro average

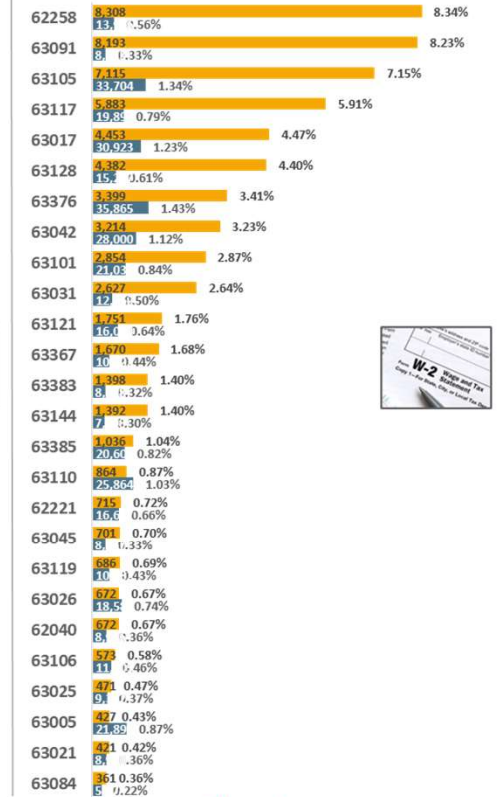
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



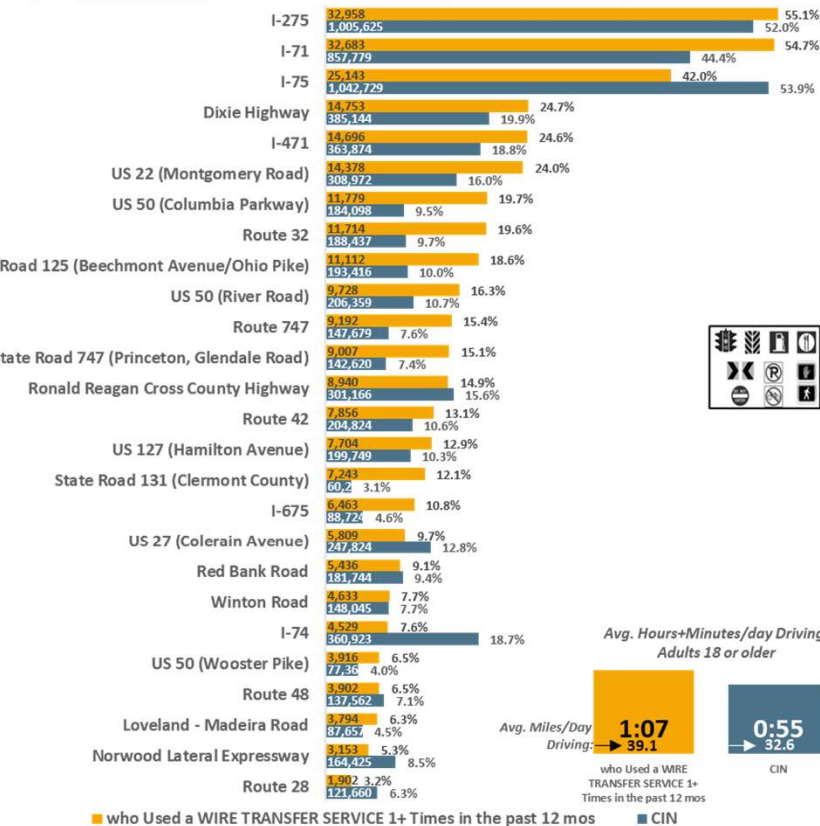
#### Top-26 Employment Zip Codes: Adults 18 or older



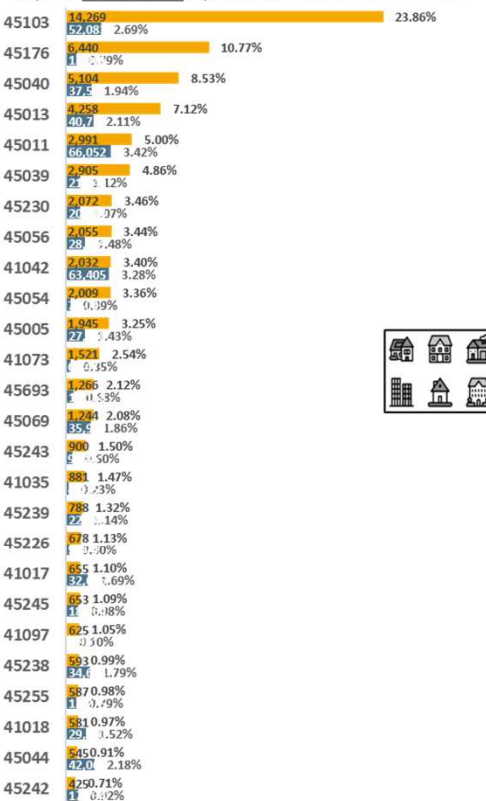


46,718 or 78.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 67.1 minutes per day driving an average of 39.1 miles each day and are 288.4% more likely to use State Road 131 (Clermont County) than t

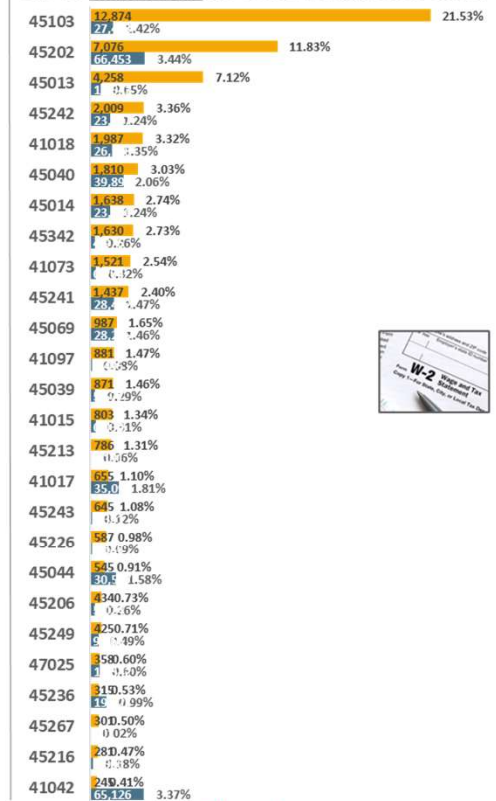
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



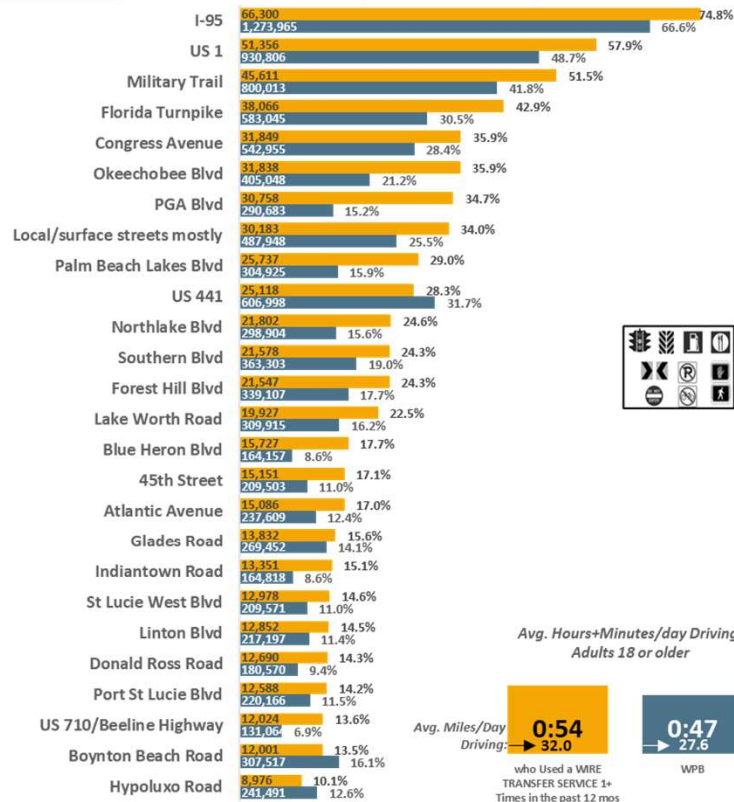
### Top-26 Employment Zip Codes: Adults 18 or older





84,329 or 95.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos spend an average of 55. minutes per day driving an average of 32. miles each day and are 128.2% more likely to use PGA Blvd than the Metro average.

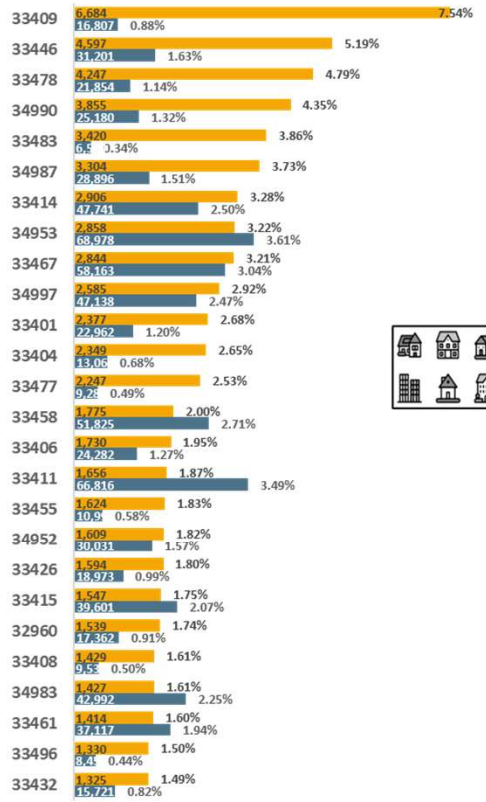
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



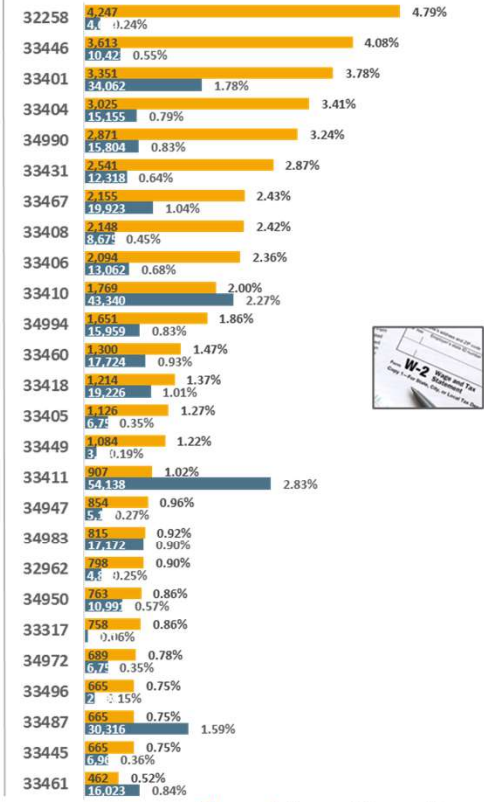
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



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



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

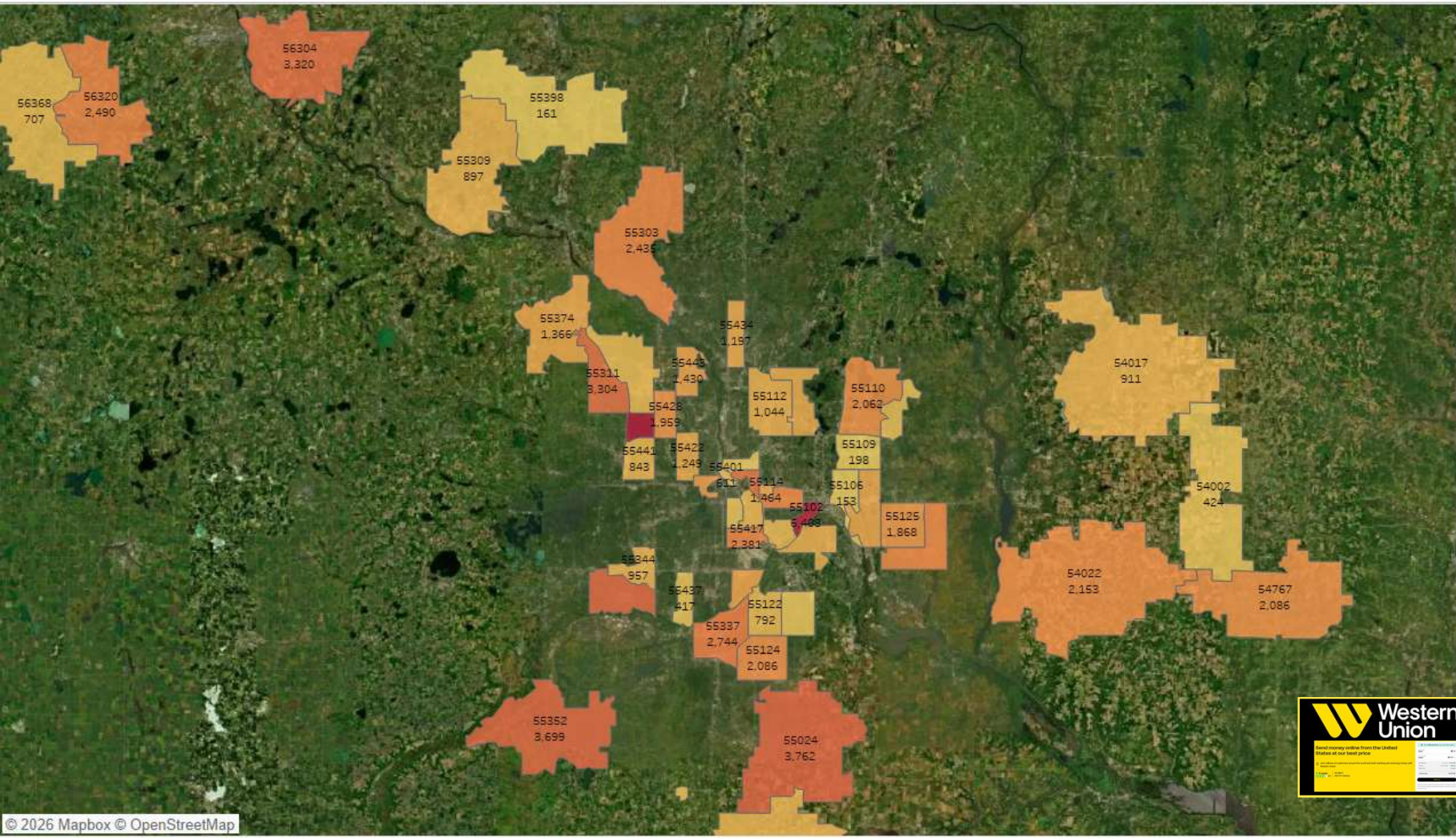




# Top Residential Zip Codes: (Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos)



SUM(Adults 18 or older ...



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Western Union

Secure money orders from the United States at our best price

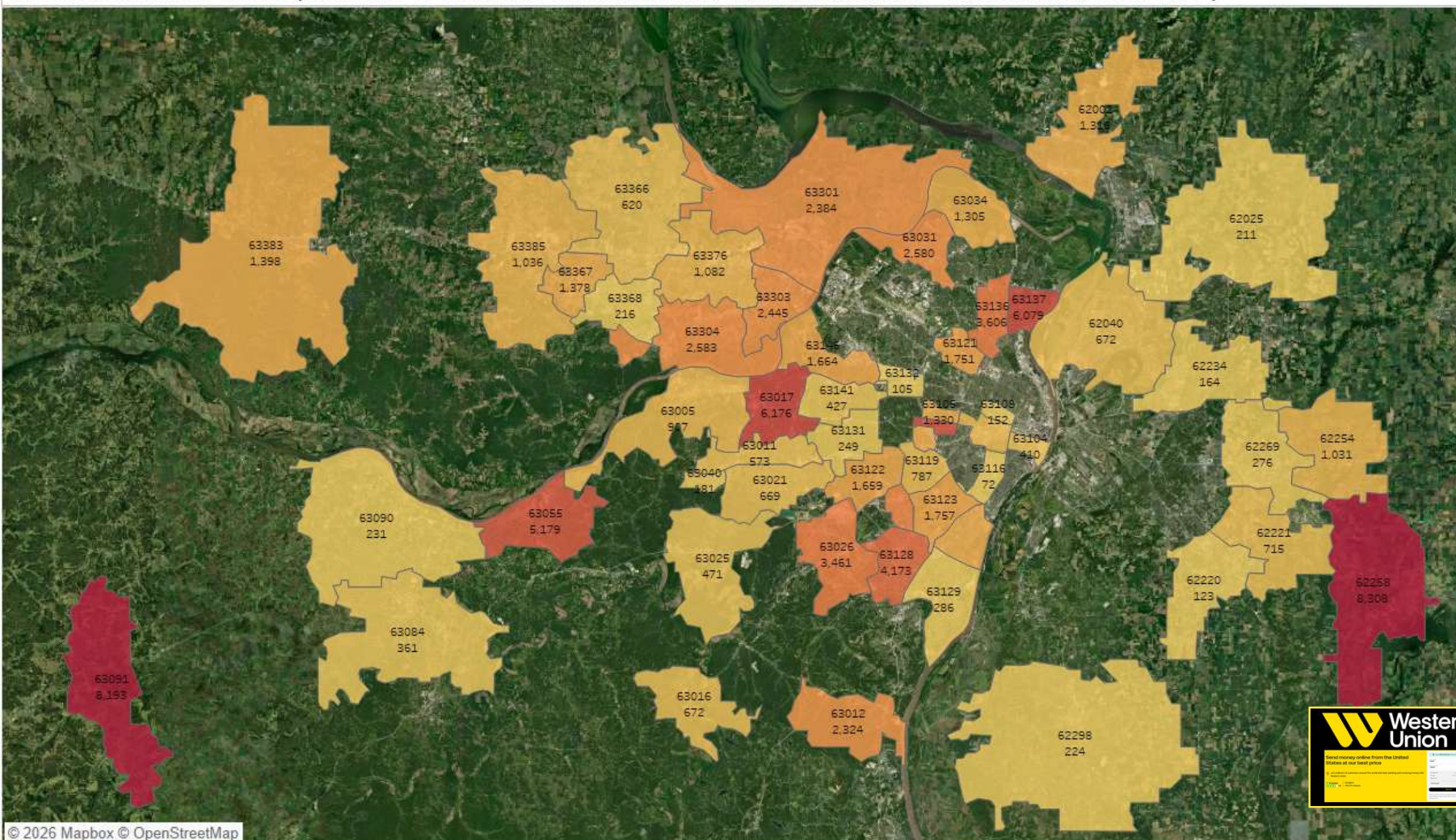
**MSP**

Professional services used by HHLD past 12 months (HHLD): Wire transfer



# Top Residential Zip Codes: (Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos)

SUM(Adults 18 or older ...  
72 8,308



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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 85

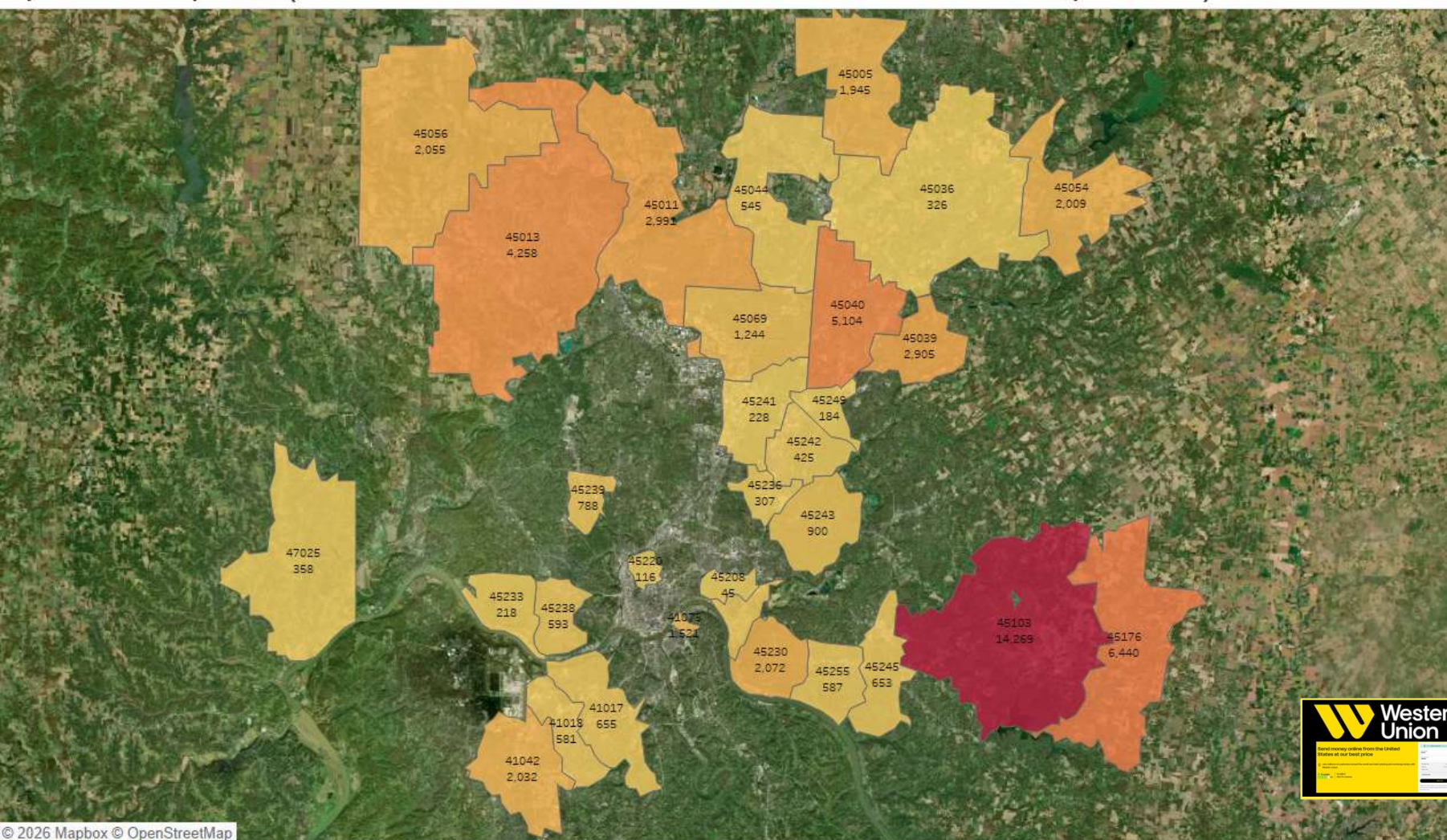
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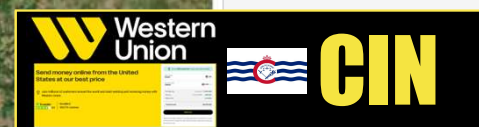
Professional services used by HHLD past 12 months (HHLD): Wire transfer



# Top Residential Zip Codes: (Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos)



SUM(Adults 18 or older ...  
45 14,269



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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 55

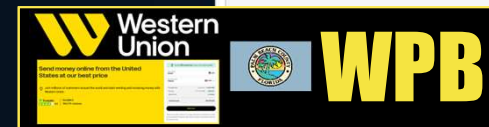
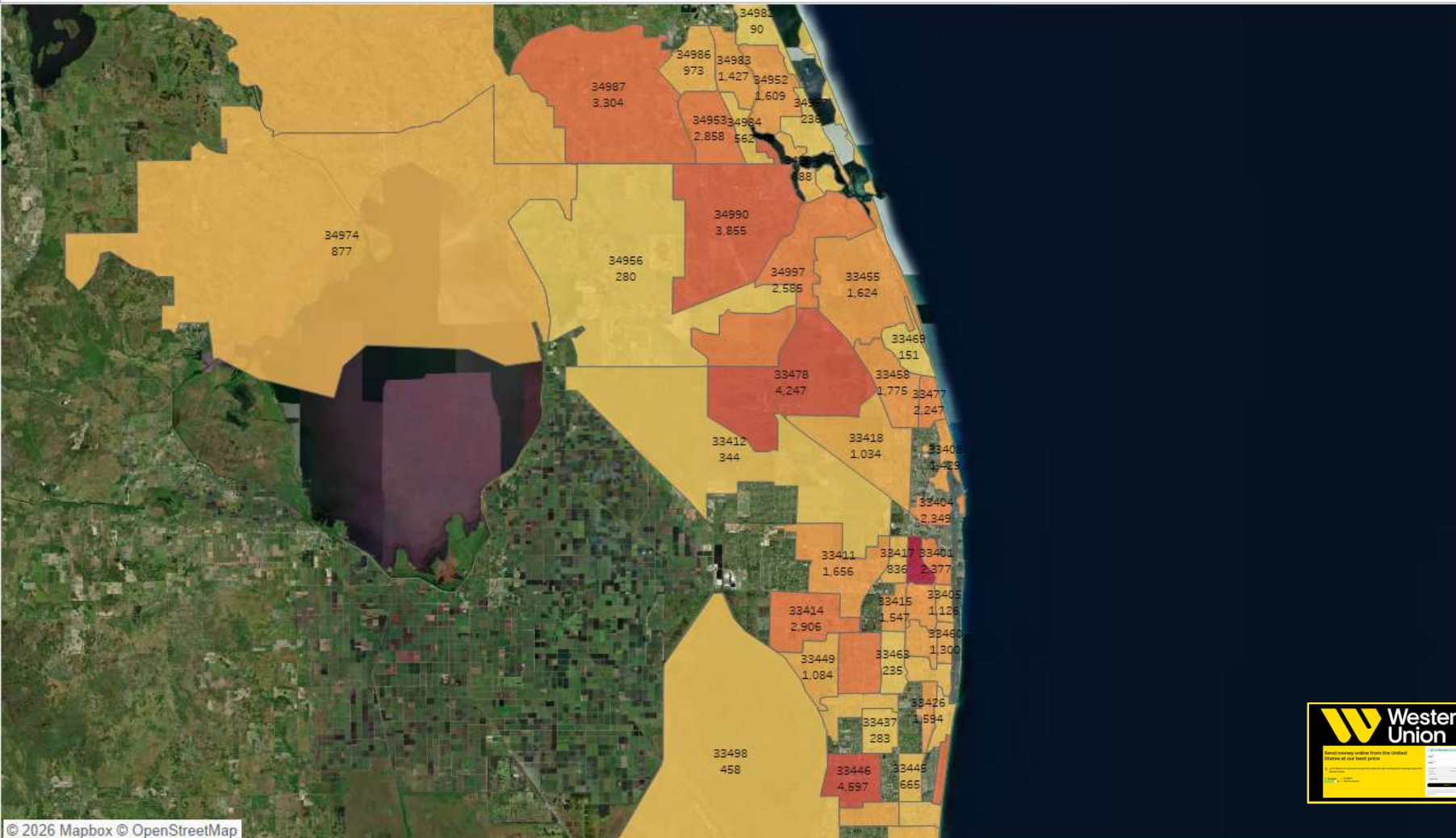
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Professional services used by HHLD past 12 months (HHLD): Wire transfer



# Top Residential Zip Codes: (Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos)



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 149

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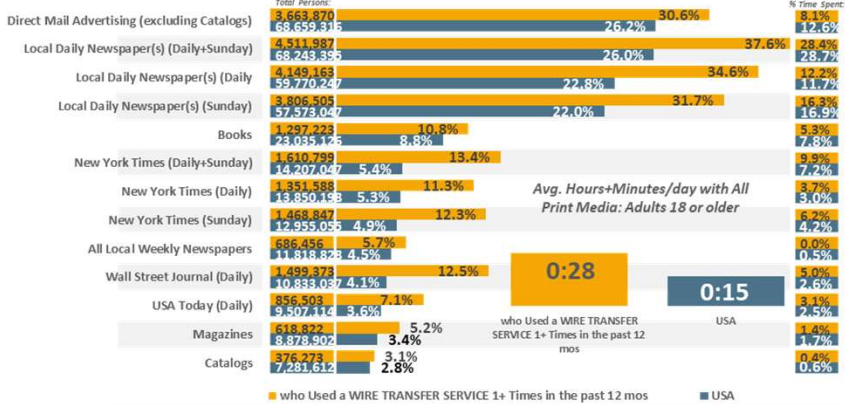
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Wire transfer



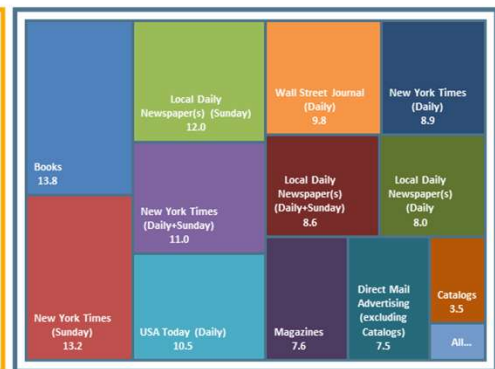
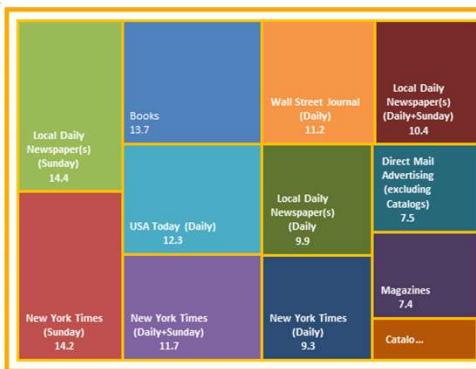
4,511,987 or 37.6% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 30.% of all time spent daily with All forms of Print

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

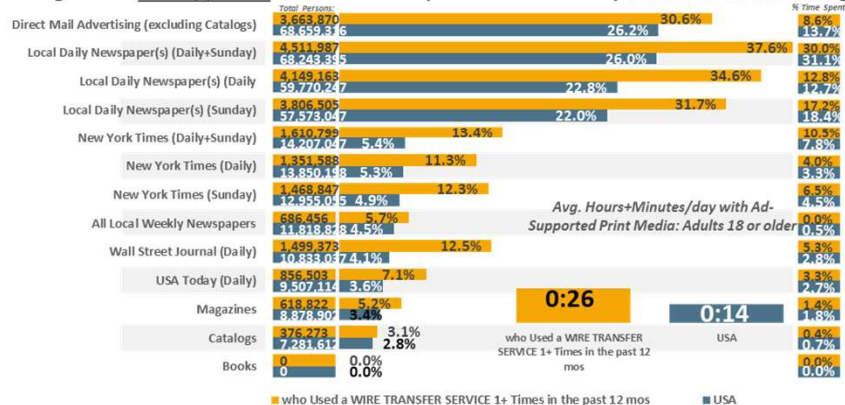


**0:28**  
who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

**0:15**  
USA

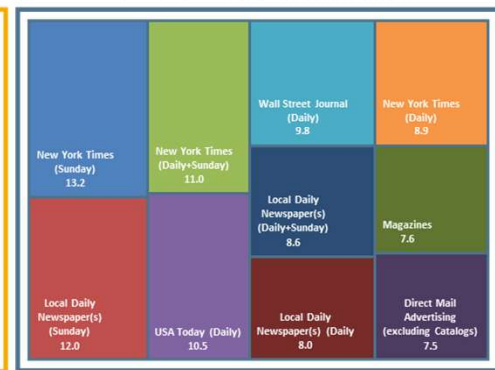
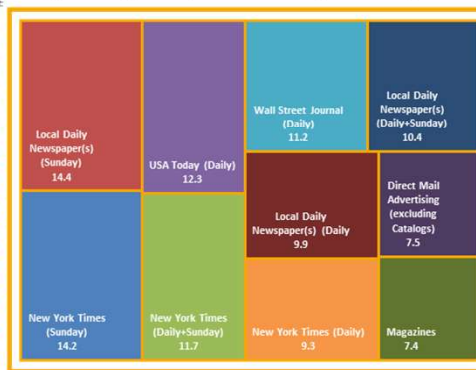


**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**0:26**  
who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos

**0:14**  
USA

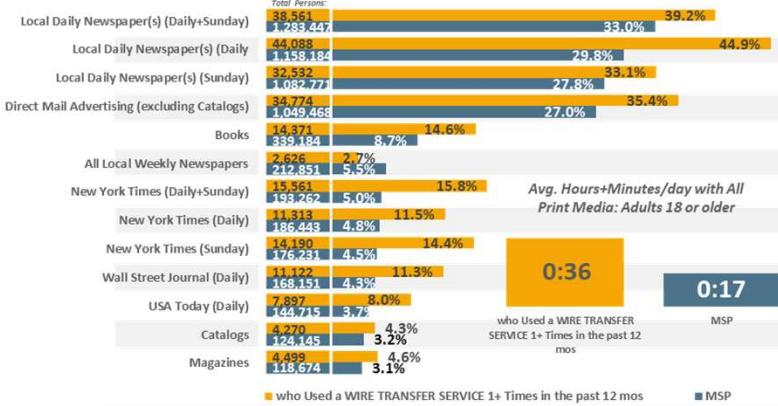




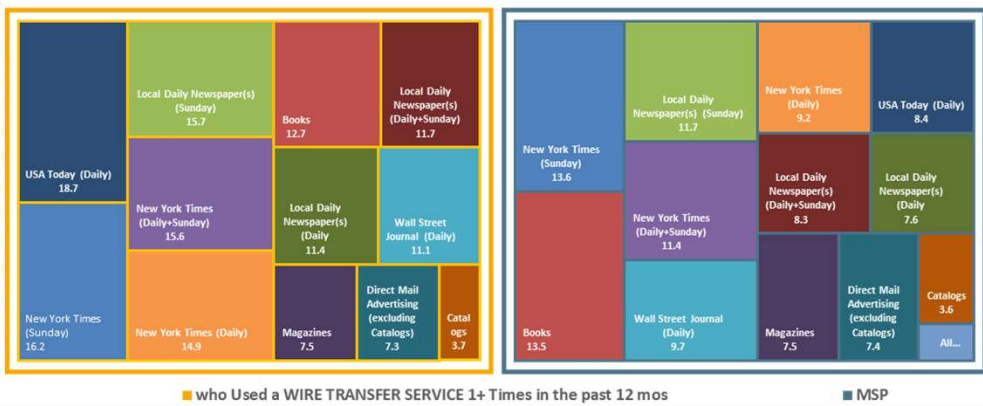


38,561 or 39.2% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 29.8% of all time spent daily with All forms of Print Me

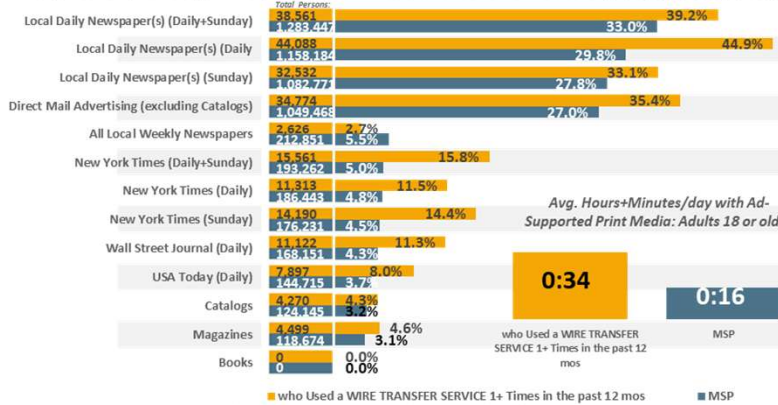
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



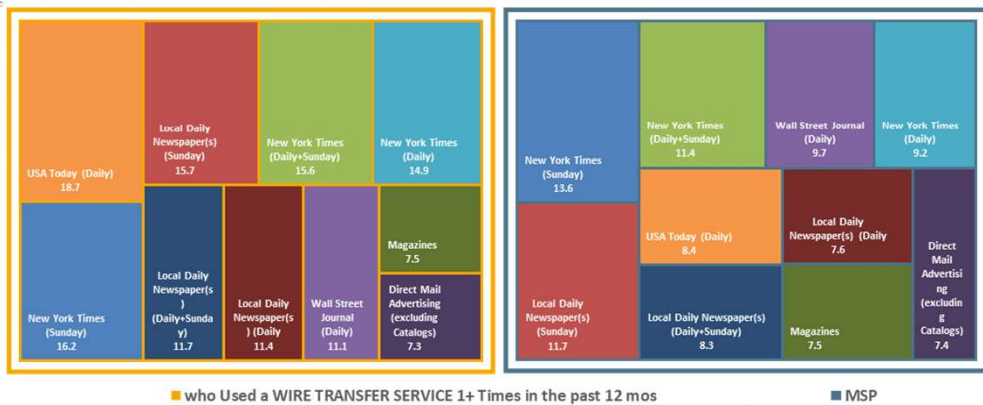
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

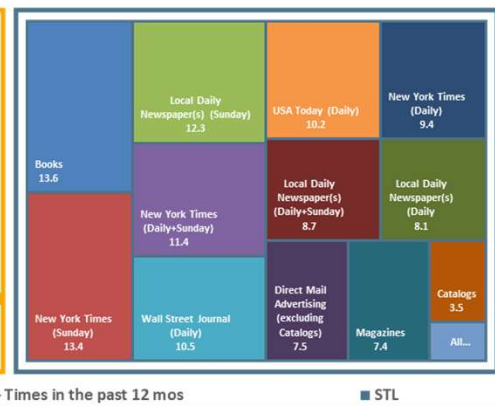
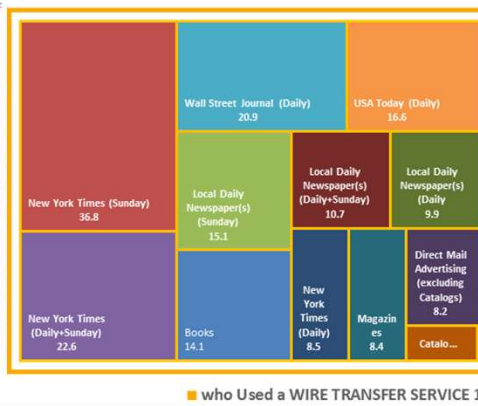
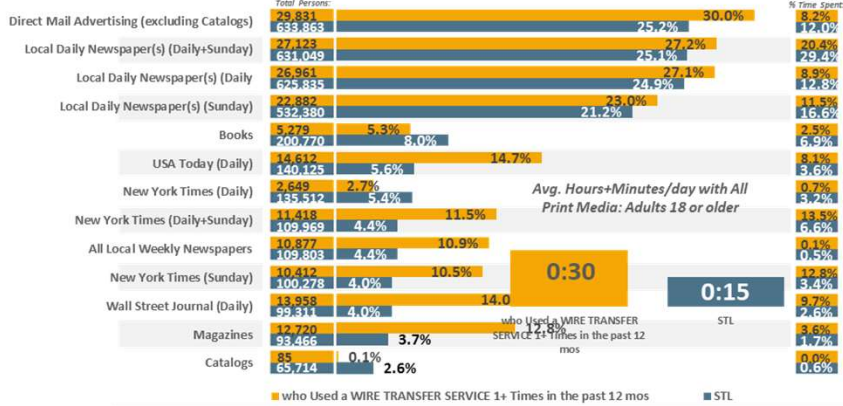




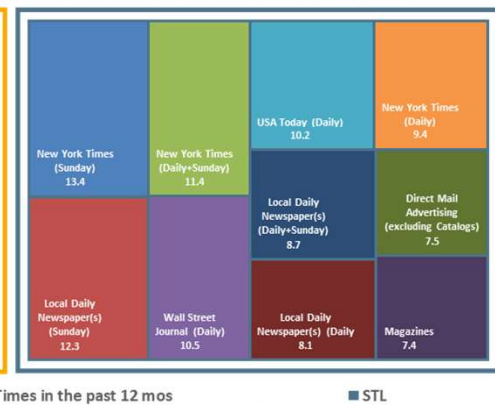
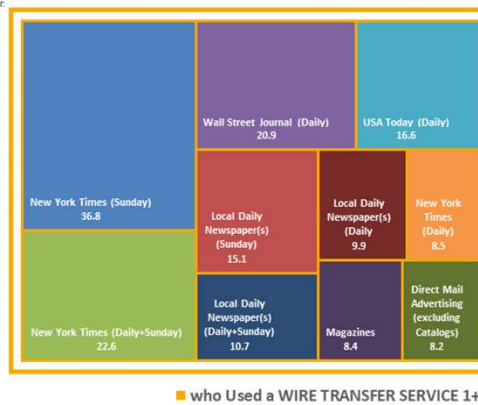
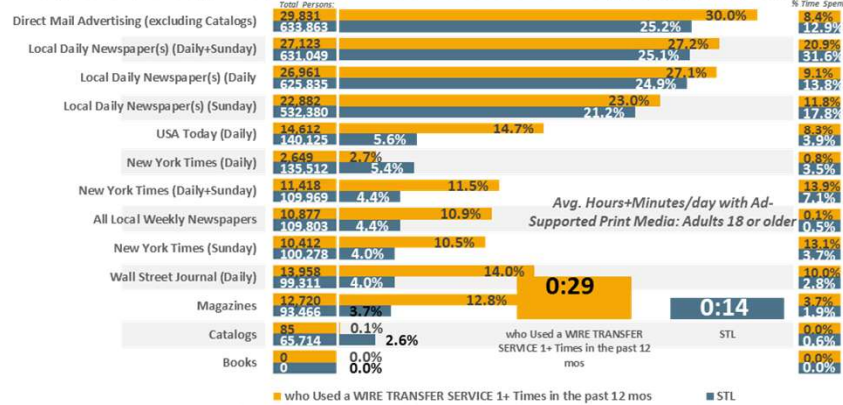


27,123 or 27.2% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 20.9% of all time spent daily with All forms of Print Me

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



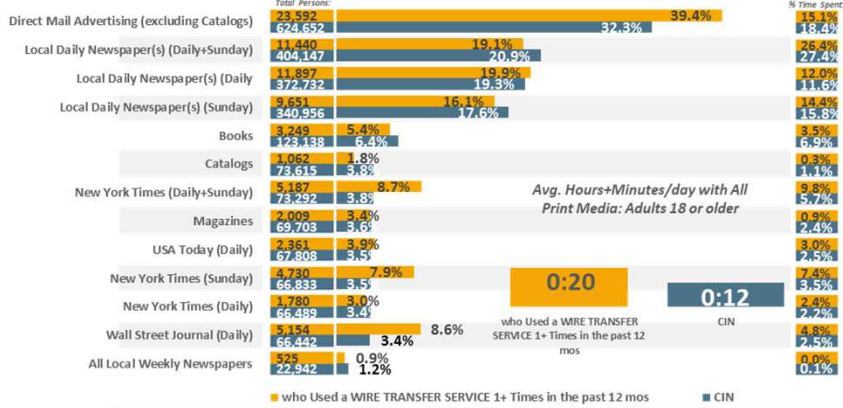
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





11,440 or 19.1% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.3 minutes every day representing 27.4% of all time spent daily with All forms of Print Me

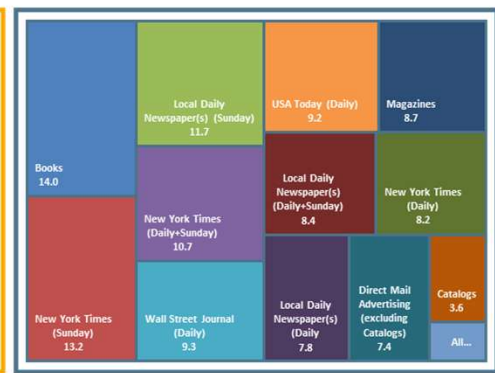
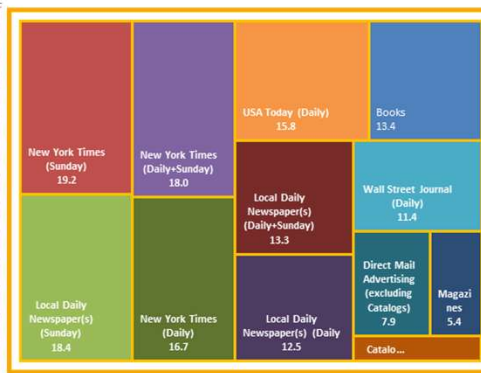
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



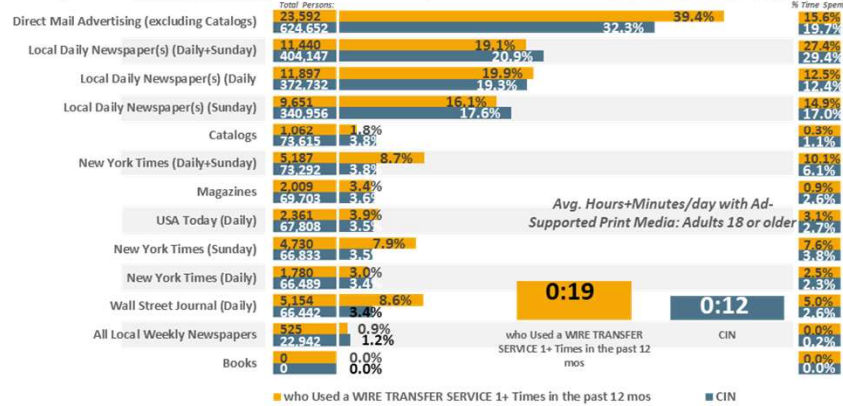
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:20 0:12

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



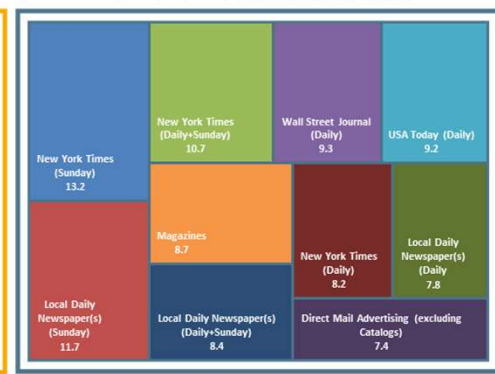
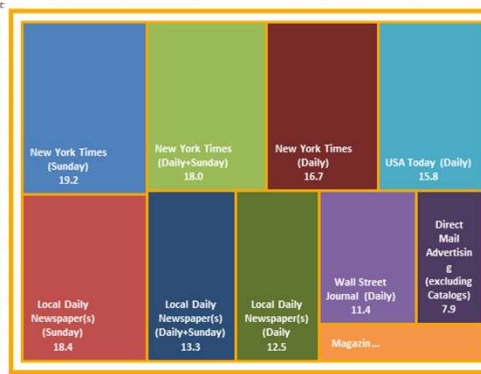
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**



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

0:19 0:12

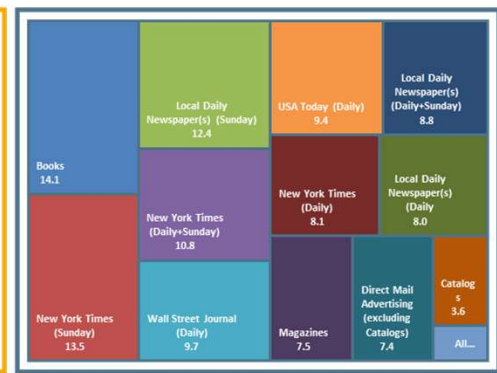
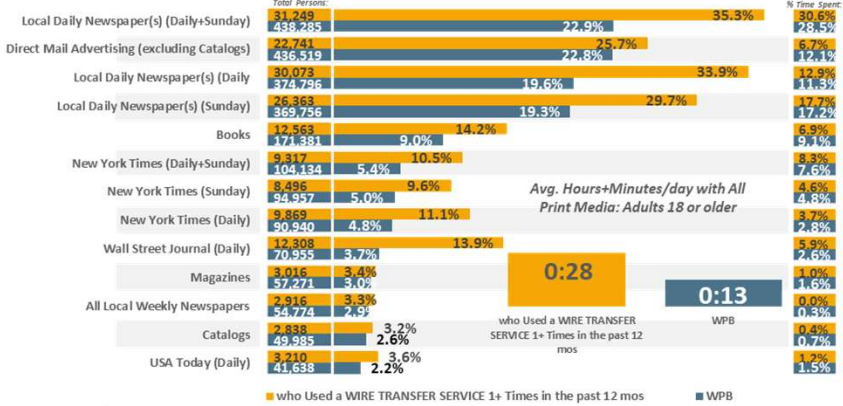
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



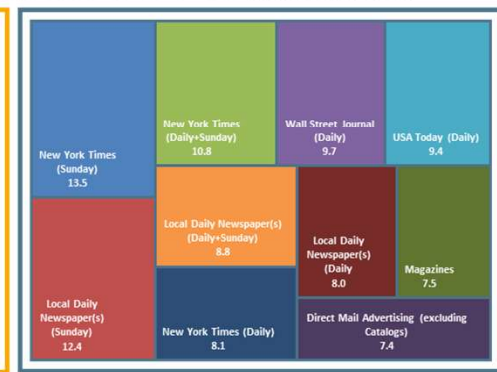
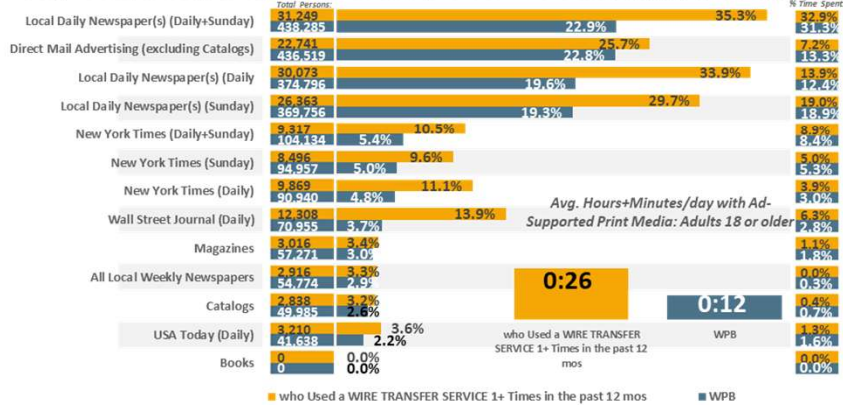


31,249 or 35.3% of Adults 18 or older who Used a WIRE TRANSFER SERVICE 1+ Times in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 32.9% of all time spent daily with All forms of Print Me

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



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

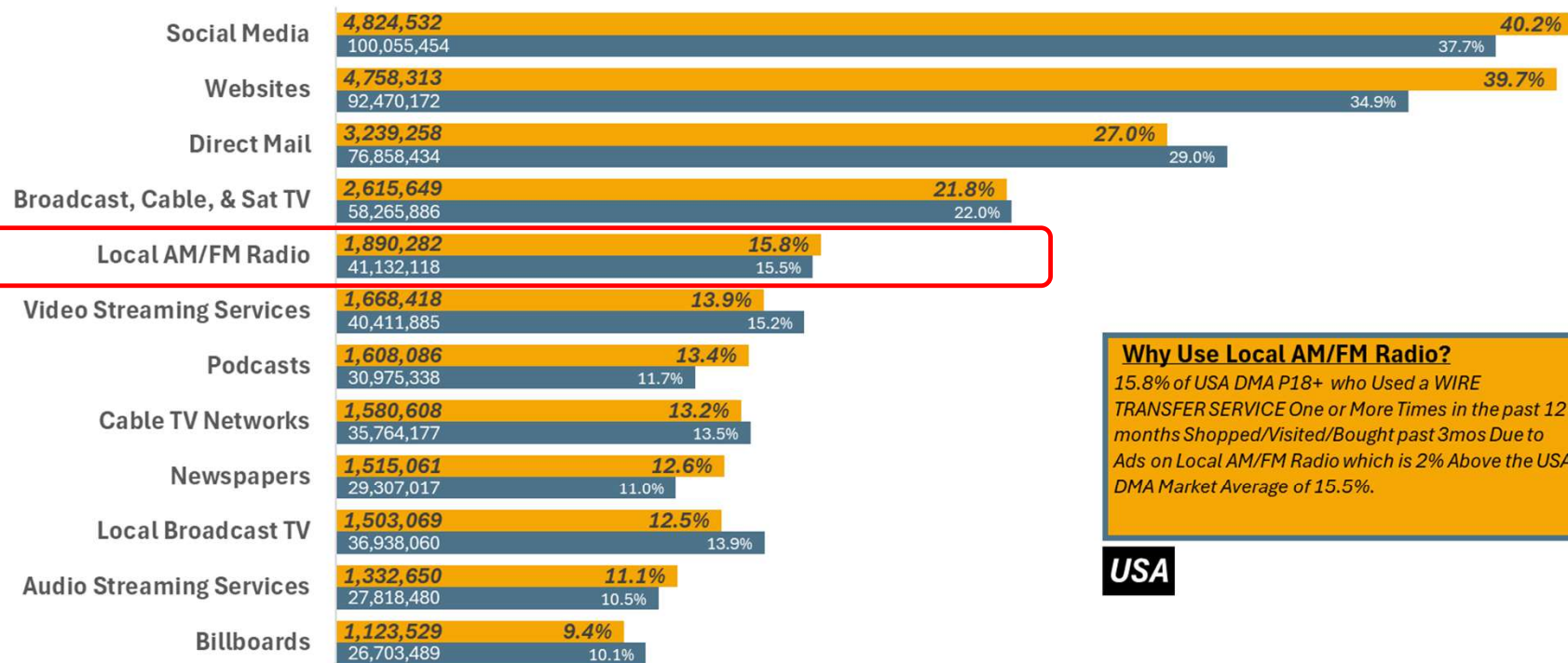






## "Advertising Actions"

**P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

15.8% of USA DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Market Average of 15.5%.

**USA**

■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 1256  
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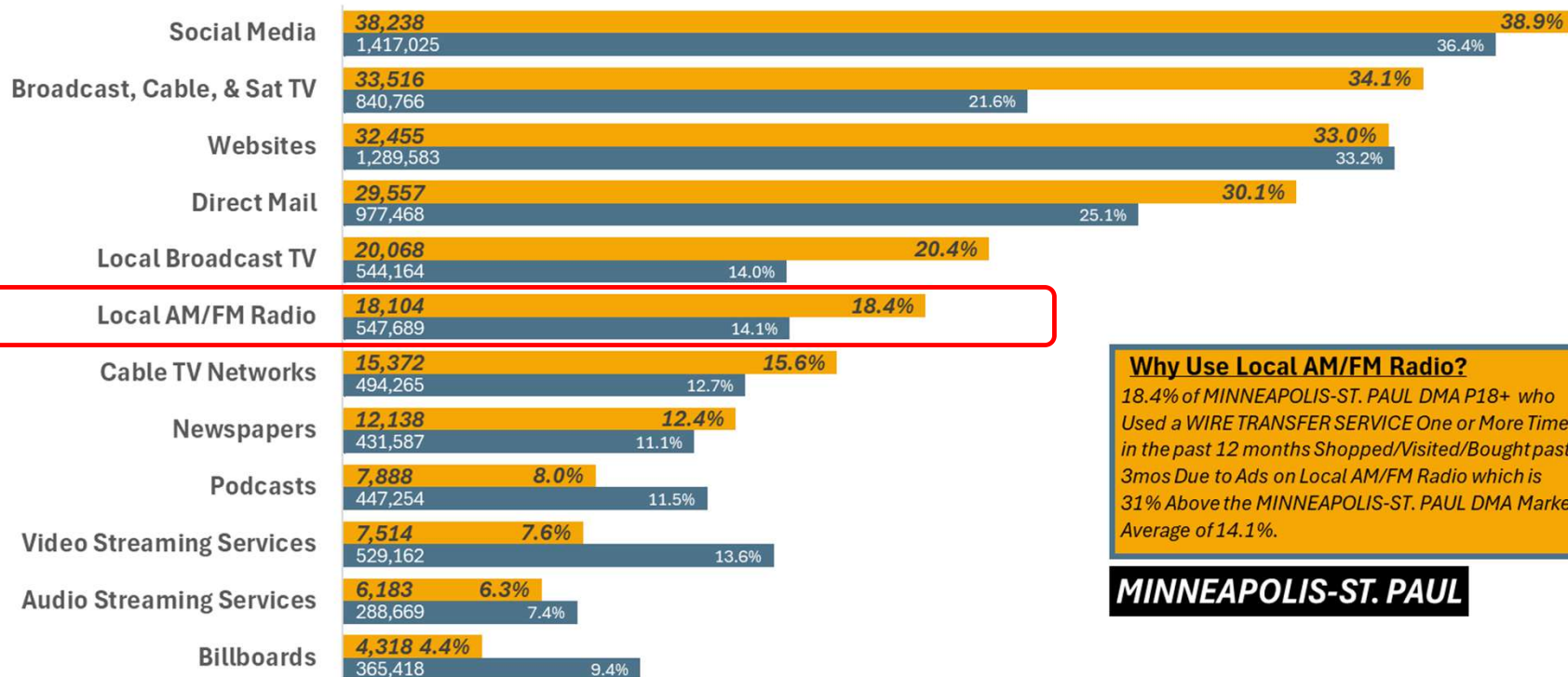
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for Anything ®

Professional services used by HHLD past 12 months (HHLD): Wire transfer



## "Advertising Actions"

**P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

18.4% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 31% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

**MINNEAPOLIS-ST. PAUL**

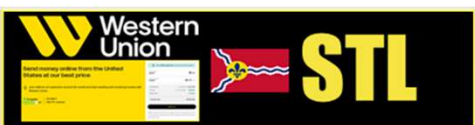
■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 69  
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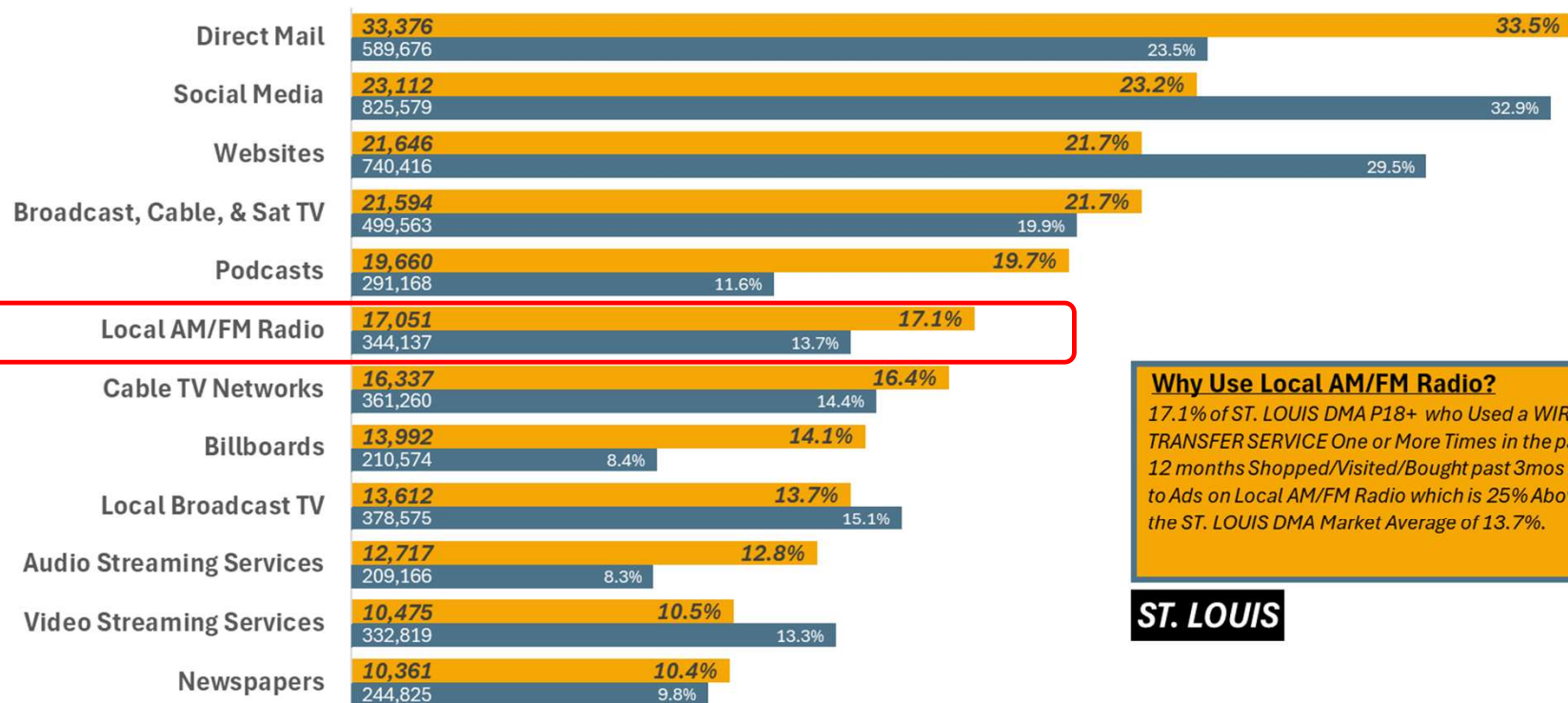
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for Anything ®

Professional services used by HHLD past 12 months (HHLD): Wire transfer



## "Advertising Actions"

P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

17.1% of ST. LOUIS DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 85  
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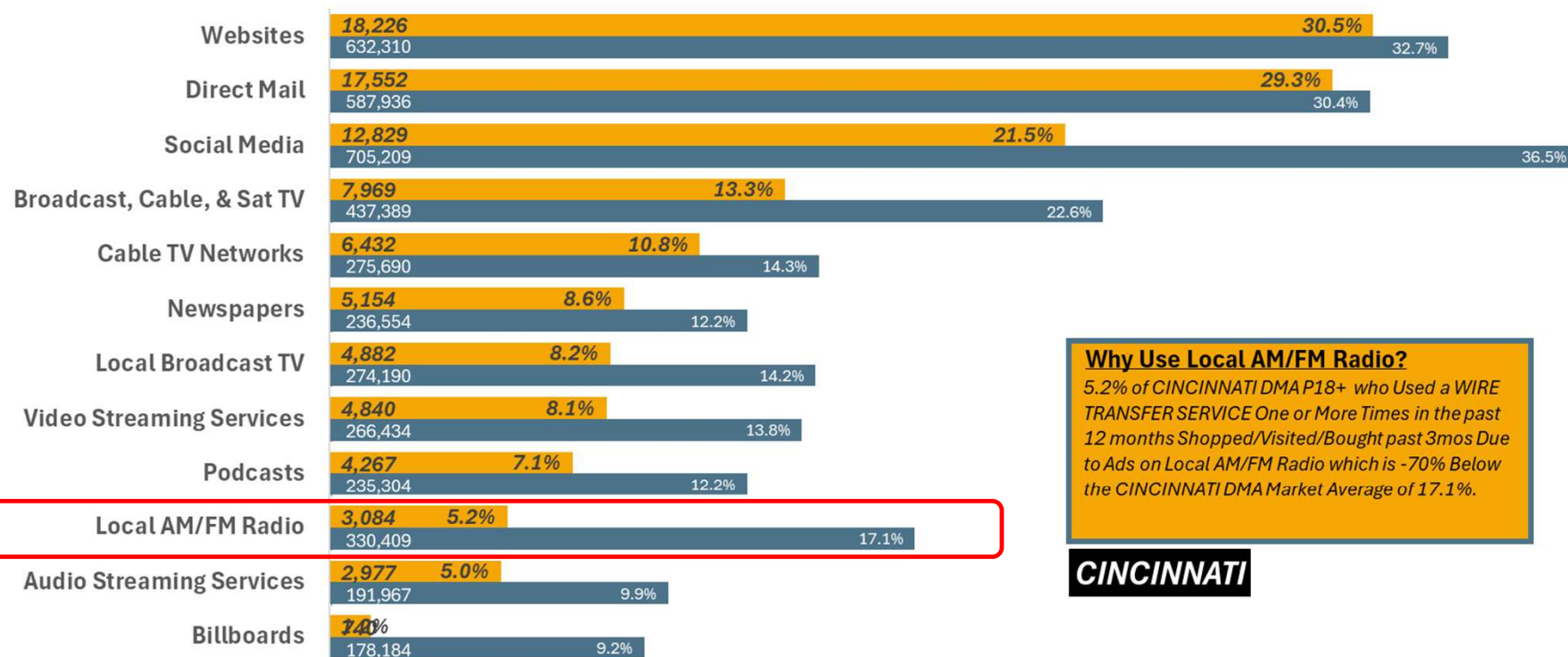
Professional services used by HHLD past 12 months (HHLD): Wire transfer





## "Advertising Actions"

**P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

5.2% of CINCINNATI DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -70% Below the CINCINNATI DMA Market Average of 17.1%.

**CINCINNATI**

■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 55

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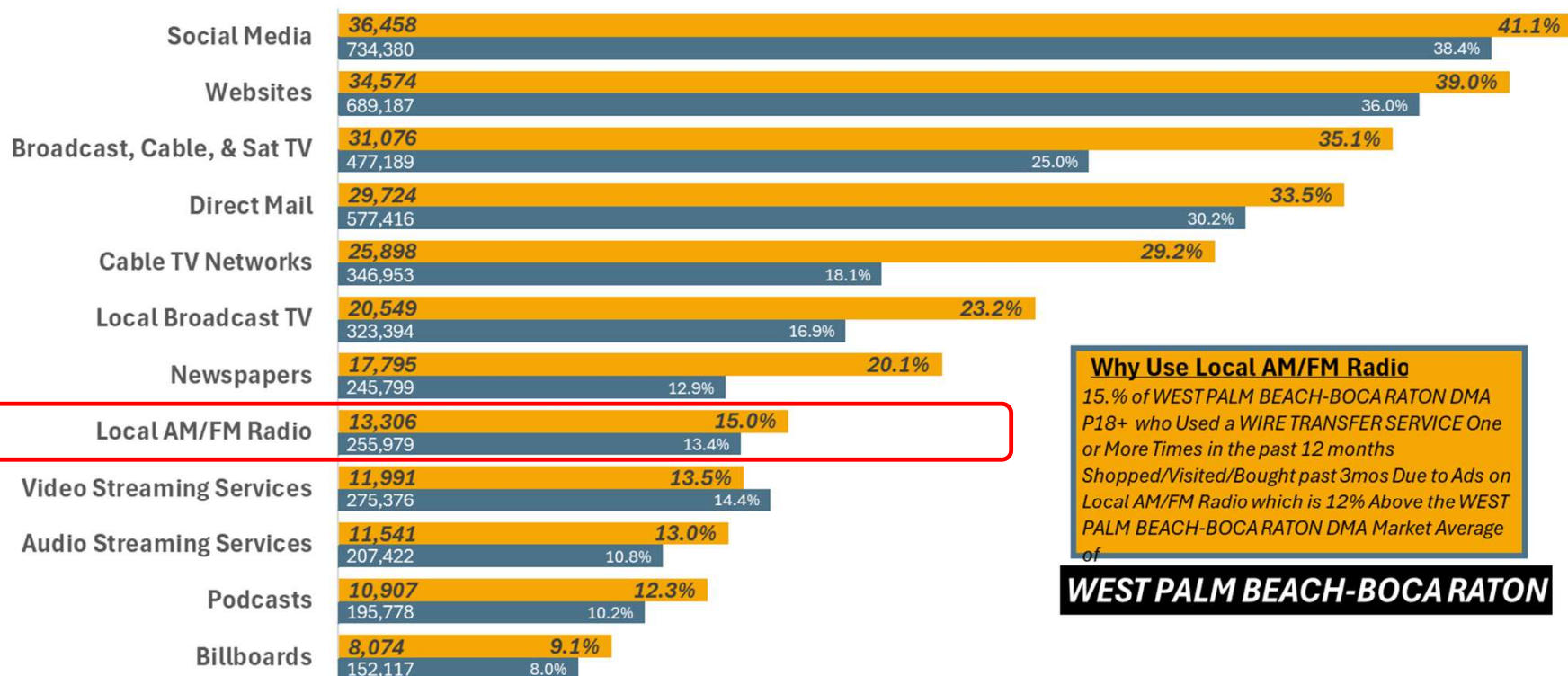
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Professional services used by HHLD past 12 months (HHLD): Wire transfer



## "Advertising Actions"

**P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

15. % of WEST PALM BEACH-BOCA RATON DMA P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Used a WIRE TRANSFER SERVICE One or More Times in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WESTPALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 149

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