USA+4 DMAs – P18+ Plan to Buy or Lease a NEW $30K+MSRP VEHICLE next 12mos!

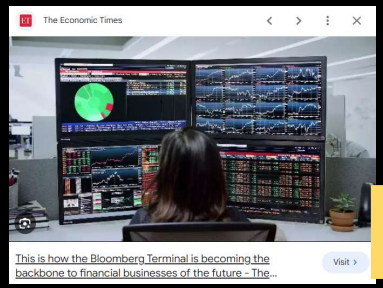
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12 months as of SEPTEMBER 2024.







Vanguard® BLACKROCK STATE STREET℠

P18+ 2025 Model Year

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

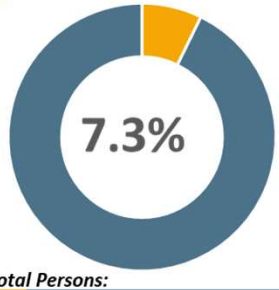
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

HUBBARD BROADCASTING INC. HB



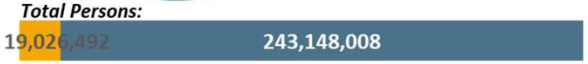
7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 48.5 years old (.8% younger than average) and have a $123,829 (33.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

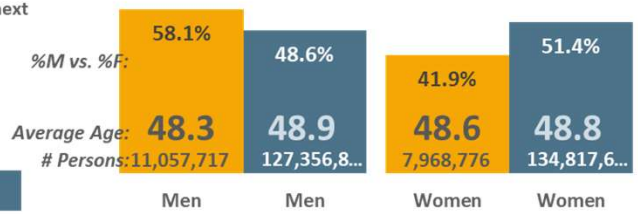


- who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos
- Remainder of USA DMAs

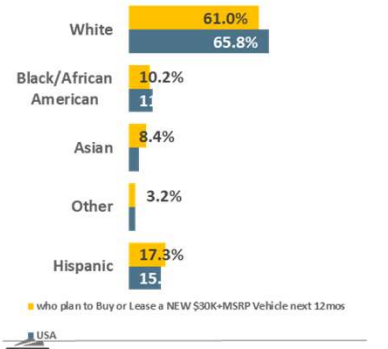
Total Persons:



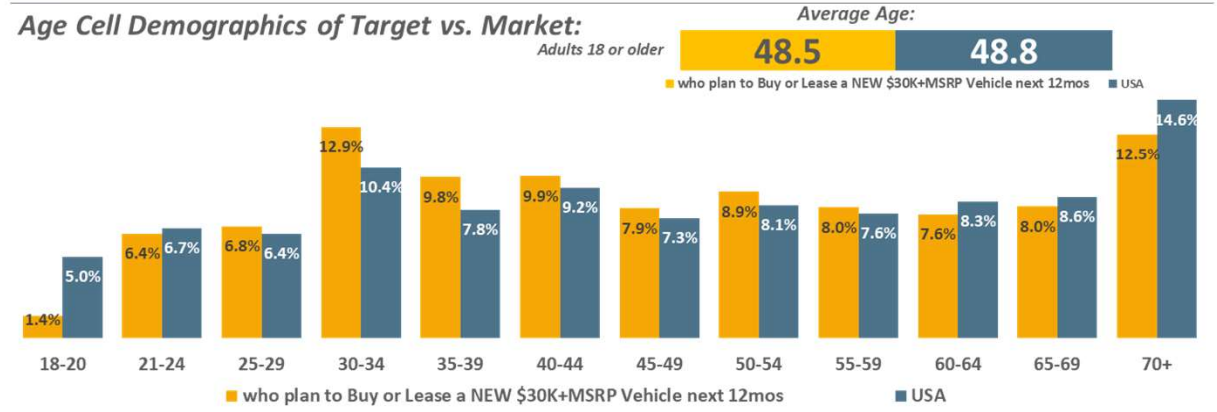
Gender of Target vs. Market: Adults 18 or older



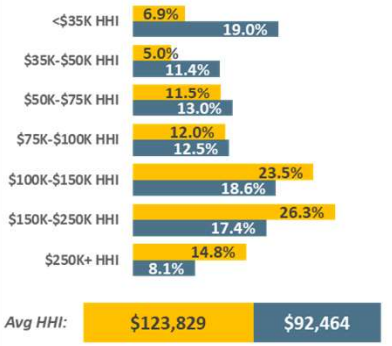
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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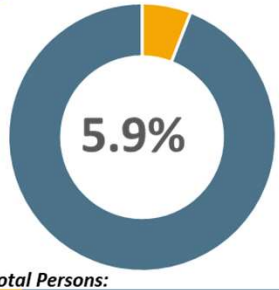
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



5.9% or 449,105 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 46.4 years old (4.% younger than average) and have a $139,358 (30.8% higher than average) annual household income.

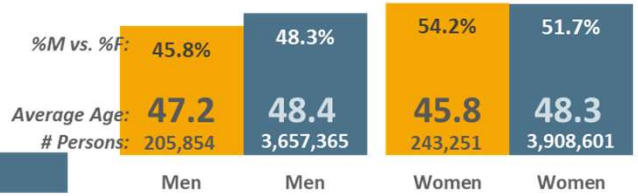
Percent of Market: Adults 18 or older



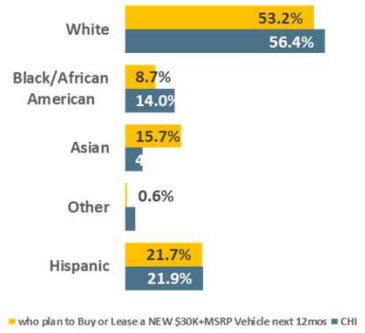
Total Persons:

449,105 | 7,116,861

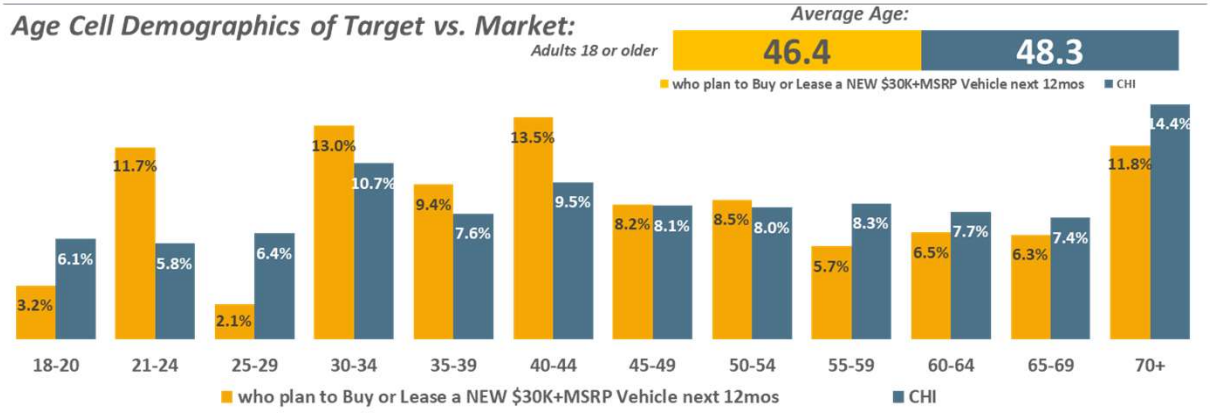
Gender of Target vs. Market: Adults 18 or older



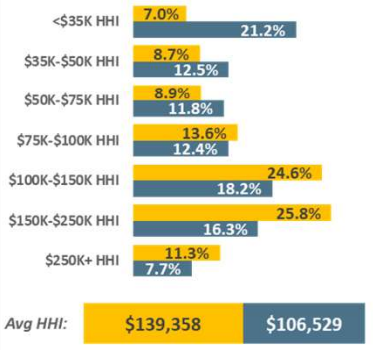
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



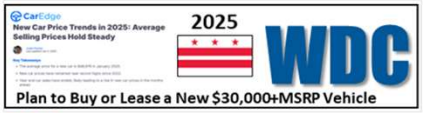
HHI of Target vs. Market:



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

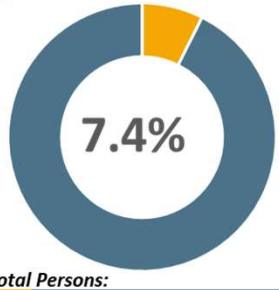
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



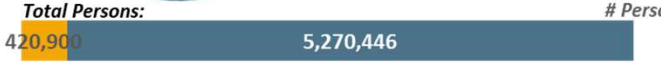
7.4% or 420,900 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 51.5 years old (8.1% older than average) and have a $179,572 (34.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

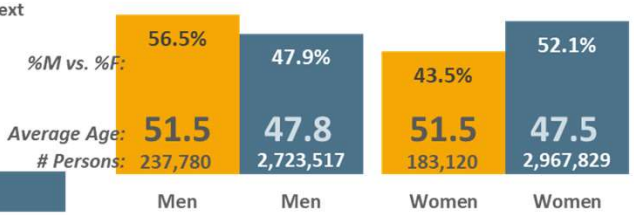


- who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos
- Remainder of WDC DMA

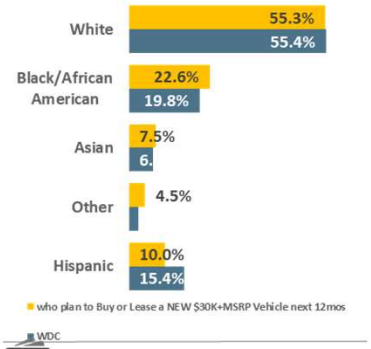
Total Persons:



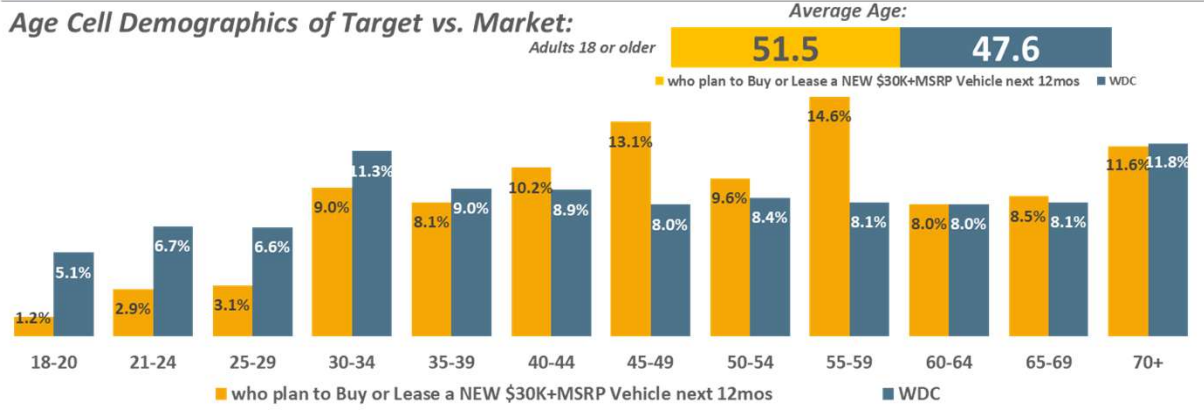
Gender of Target vs. Market: Adults 18 or older



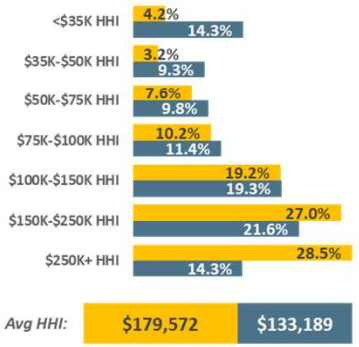
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

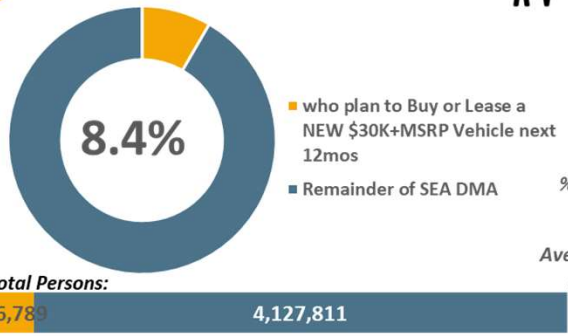
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

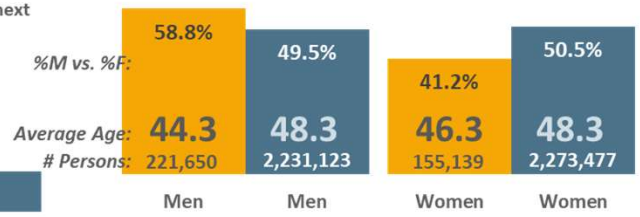


8.4% or 376,789 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 45.1 years old (6.6% younger than average) and have a $175,135 (42.8% higher than average) annual household…

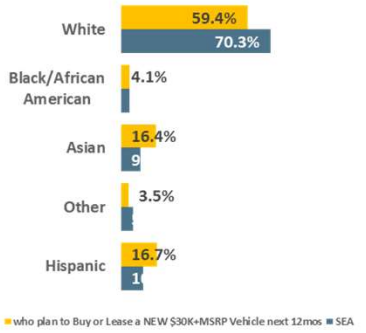
Percent of Market: Adults 18 or older



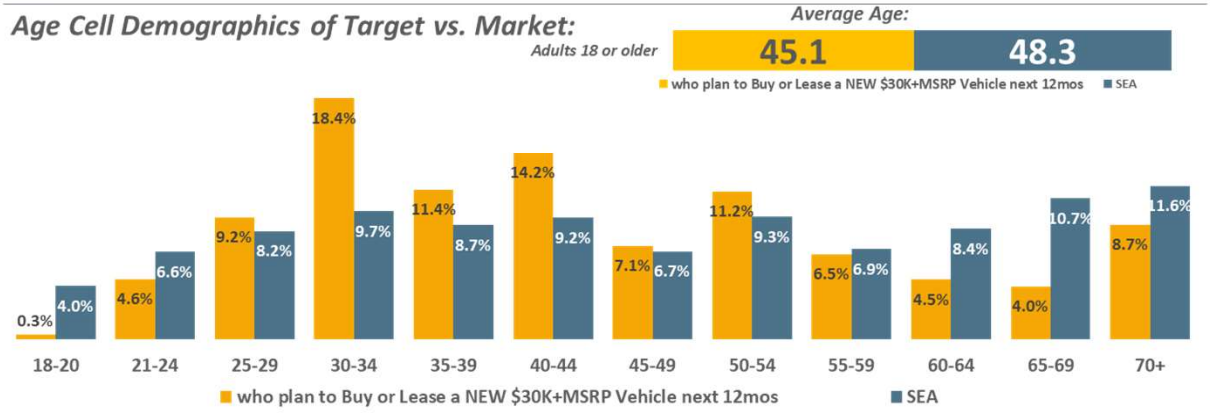
Gender of Target vs. Market: Adults 18 or older



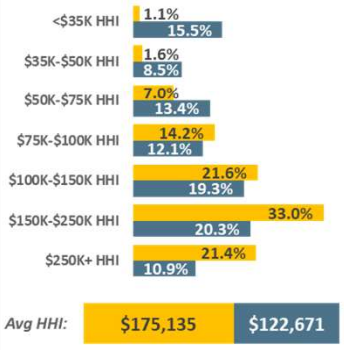
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

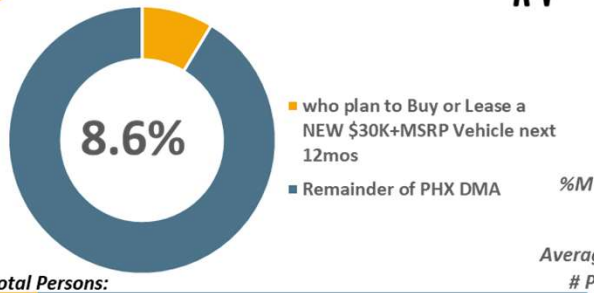
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



8.6% or 403,129 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 45.1 years old (8.7% younger than average) and have a $114,442 (15.7% higher than average) annual household…

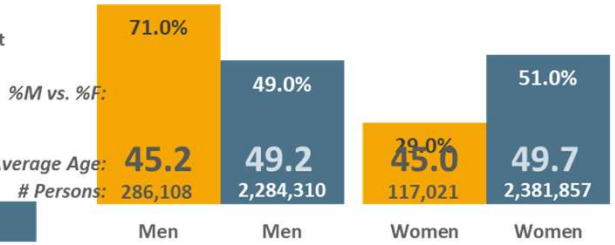
Percent of Market: Adults 18 or older



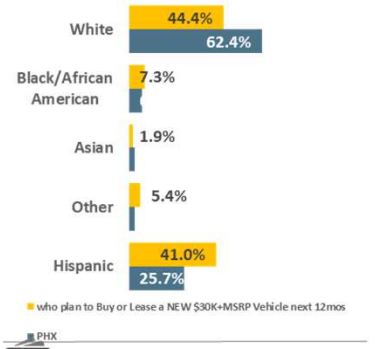
Total Persons:



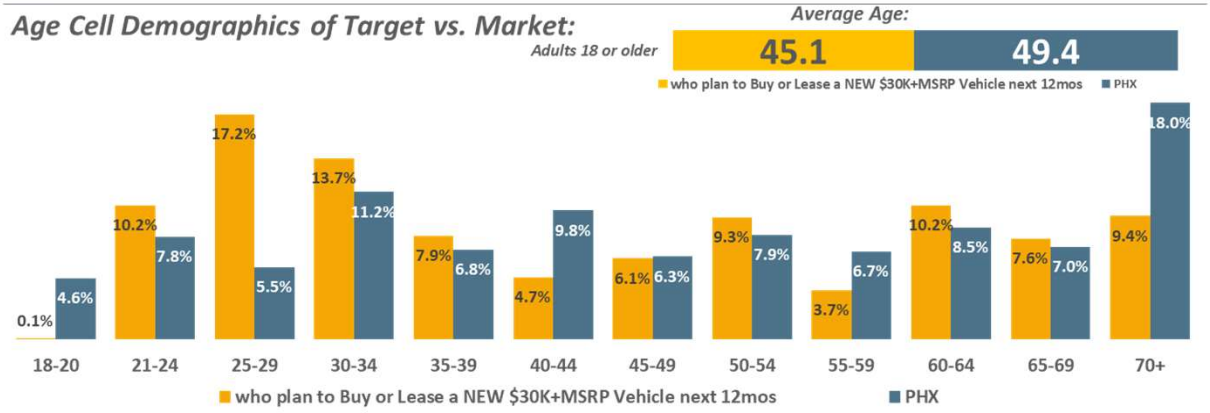
Gender of Target vs. Market: Adults 18 or older



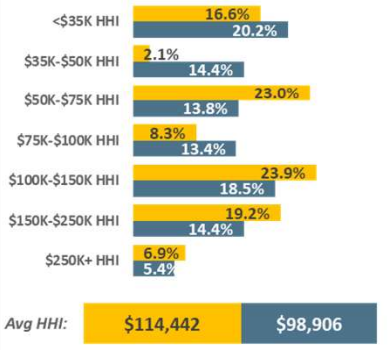
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



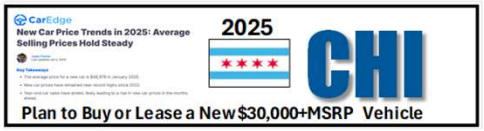
HHI of Target vs. Market:



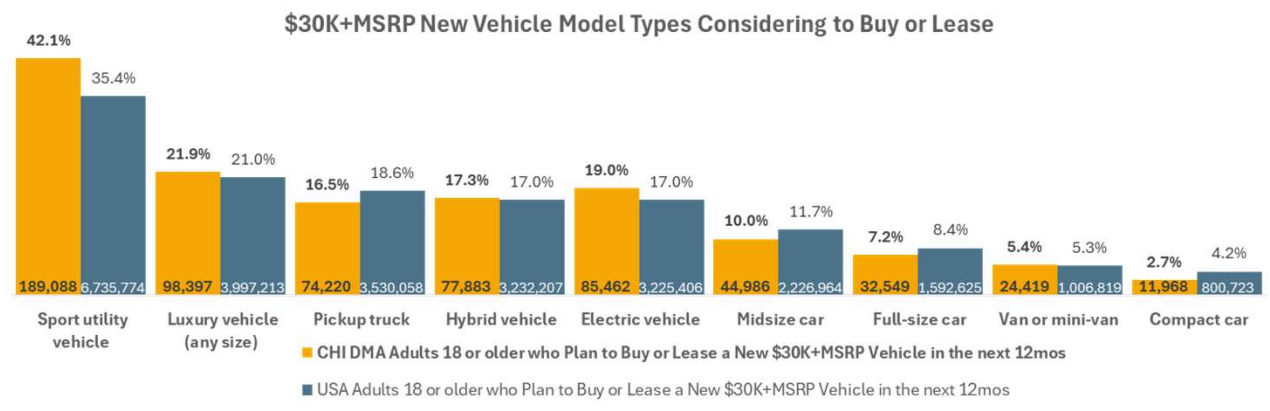
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

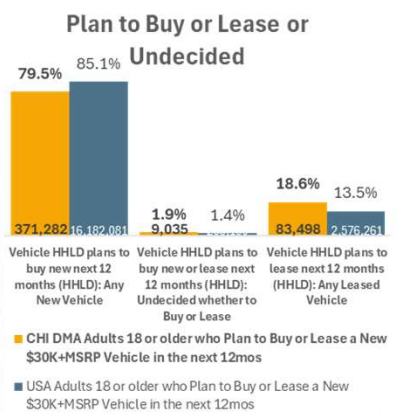
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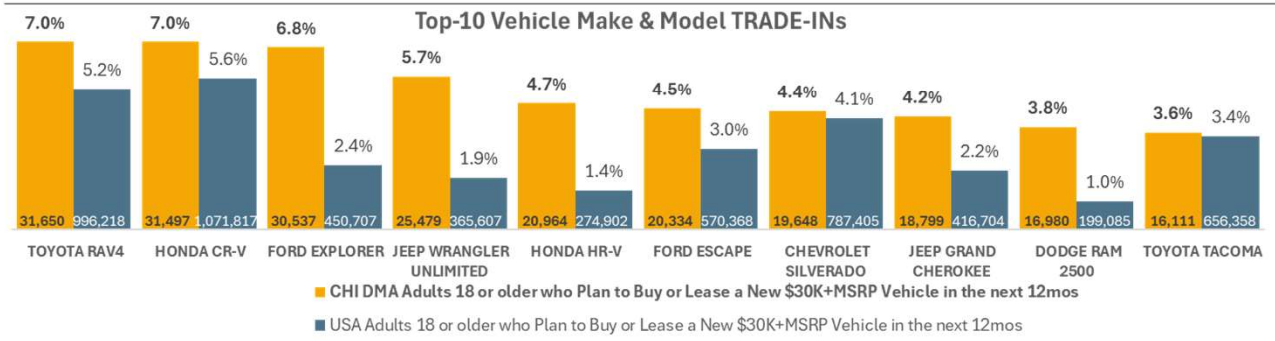
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



5.9% or 449,105 of CHI DMA Adults 18 or older Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos. CHI DMA Adults 18 or older who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos are 12.1% more likely than the USA Avg. to be considering the Purchase or Lease of a New $30,000+ Electric Vehicle. The Top TRADE-IN is 33.7% more likely than the USA Avg. to be a 2015 TOYOTA RAV4.







Top TRADE-IN:

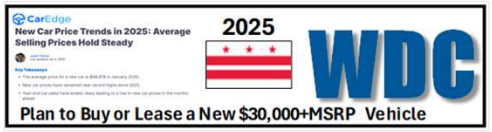


The Top TRADE-IN will be a 2015 TOYOTA RAV4.

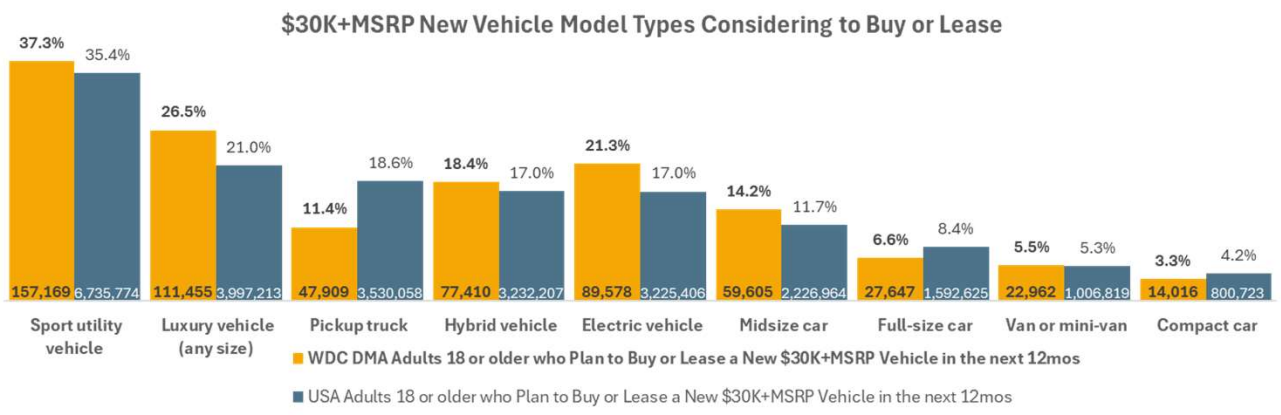
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 187, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 1,727

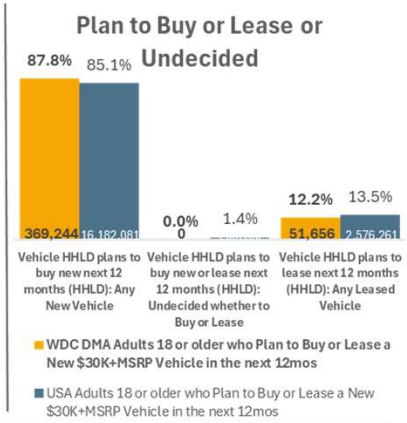
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7.4% or 420,900 of WDC DMA Adults 18 or older Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos. WDC DMA Adults 18 or older who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos are 25.6% more likely than the USA Avg. to be considering the Purchase or Lease of a New $30,000+ Electric Vehicle. The Top TRADE-IN is 70.4% more likely than the USA Avg. to be a 2015 HONDA CR-V.







Top TRADE-IN:



The Top TRADE-IN will be a 2015 HONDA CR-V.

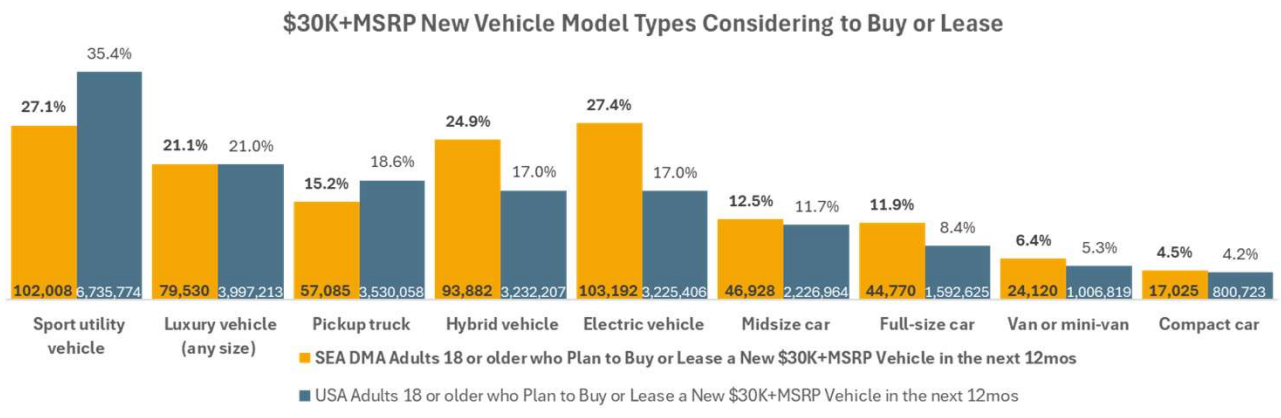
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 453, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 1,727

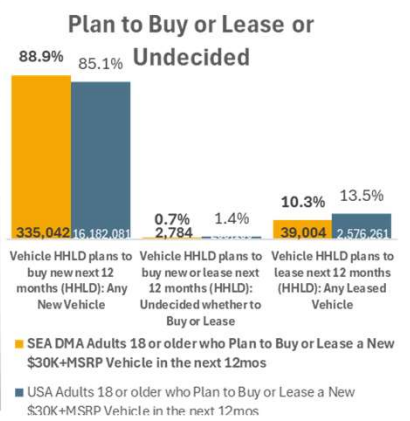
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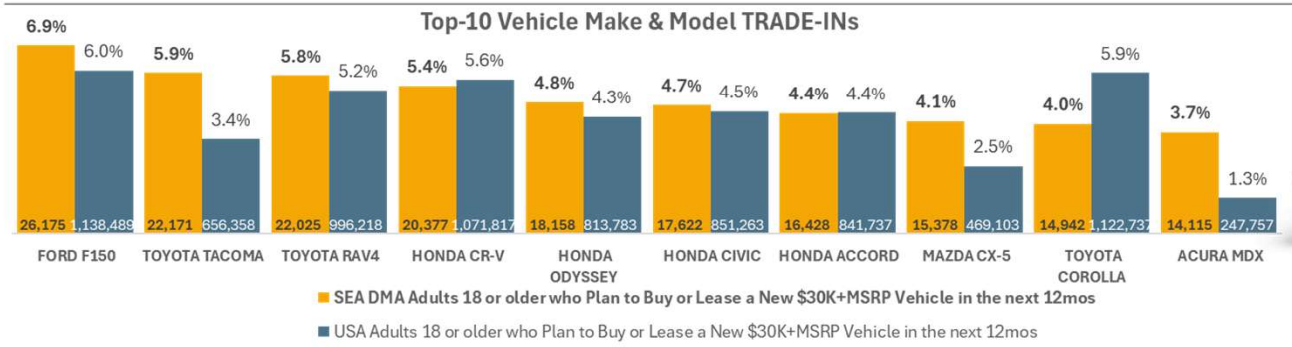
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8.4% or 376,789 of SEA DMA Adults 18 or older Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos.
SEA DMA Adults 18 or older who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos are 61.6% more likely than the USA Avg. to be considering the Purchase or Lease of a New $30,000+ Electric Vehicle.
The Top TRADE-IN is 15.3% more likely than the USA Avg. to be a 2015 FORD F150.









SEATTLE-TACOMA DMA ScarboroughR2 2024:Aug23-Sep24 QualIntab: 363, USA Projection ScarboroughR2 2024:Aug23-Sep24 QualIntab: 1,727

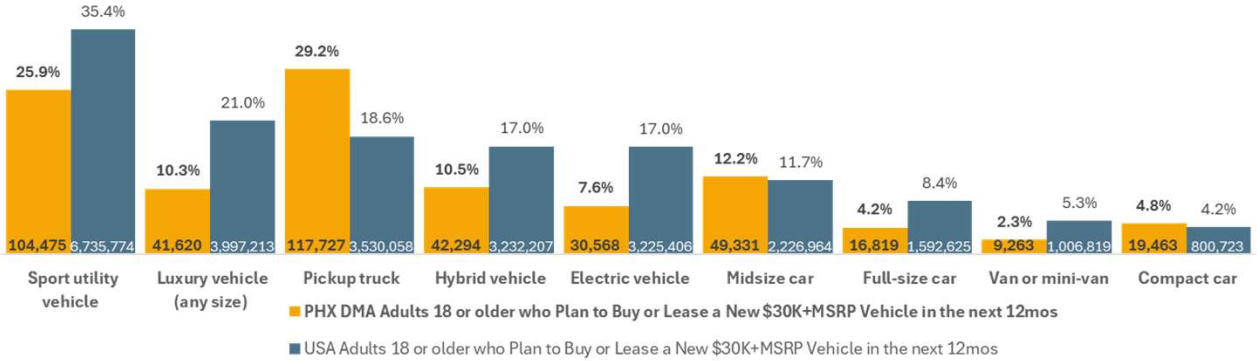
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

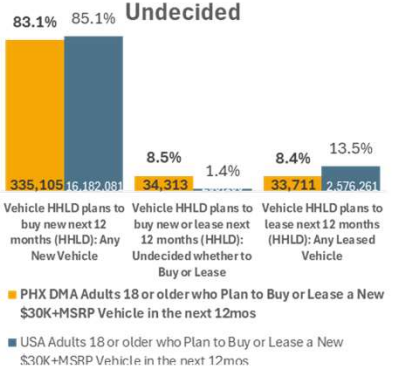


8.6% or 403,129 of PHX DMA Adults 18 or older Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos.
PHX DMA Adults 18 or older who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos are 55.2% less likely than the USA Avg. to be considering the Purchase or Lease of a New $30,000+ Electric Vehicle.
The Top TRADE-IN is 183.0% more likely than the USA Avg. to be a 2016 TOYOTA COROLLA.

$30K+MSRP New Vehicle Model Types Considering to Buy or Lease



Plan to Buy or Lease or Undecided



Top-10 Vehicle Make & Model TRADE-INs



Top TRADE-IN:



The Top TRADE-IN will be a 2016 TOYOTA COROLLA.

PHOENIX DMA ScarboroughR2 2024:Aug23-Sep24 QualIntab: 140, USA Projection ScarboroughR2 2024:Aug23-Sep24 QualIntab: 1,727

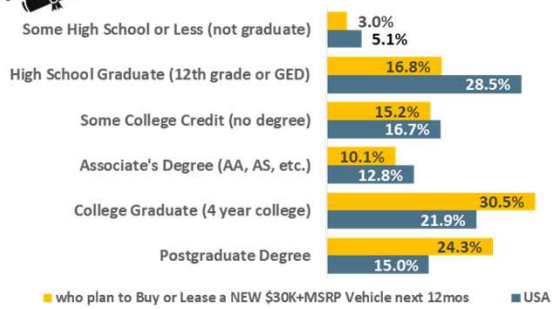
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

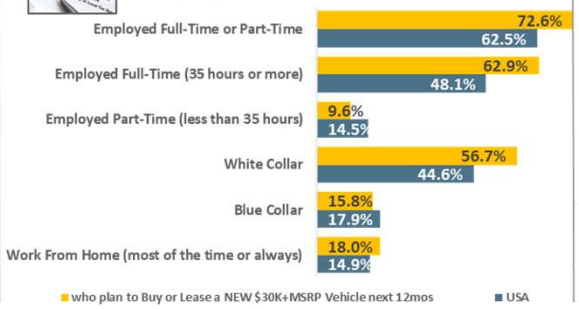


7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 48.7% more likely to be a college graduate, 31.% more likely to work full-time, 34.7% more likely to be married, 41.4% more likely to be a parent of 1 or more children unde

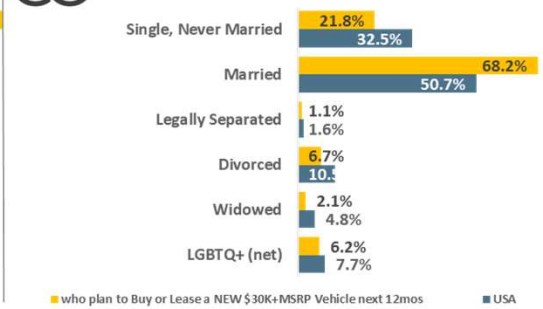
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

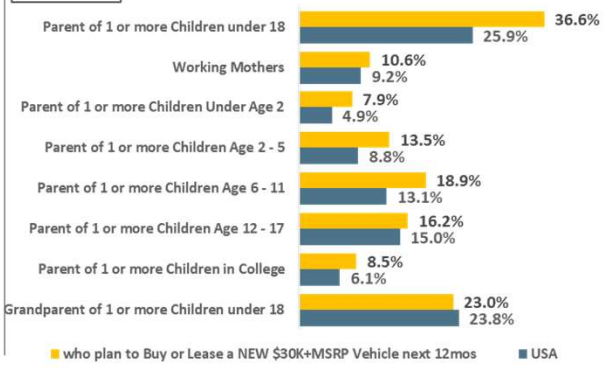


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

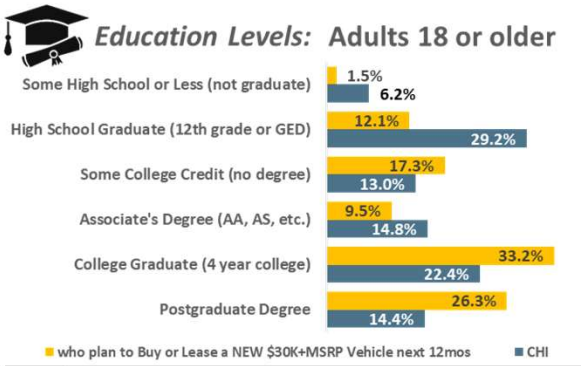
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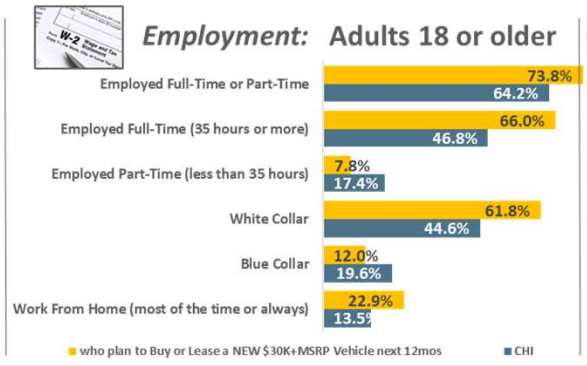
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

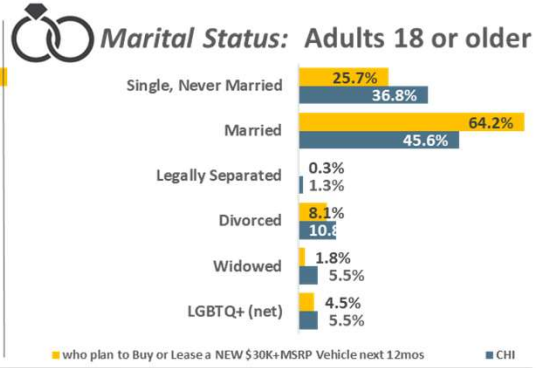
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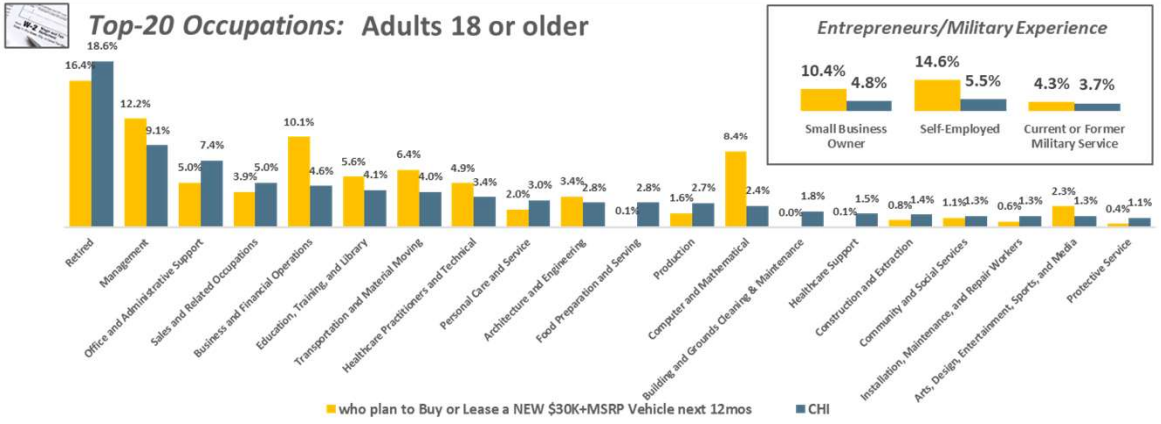


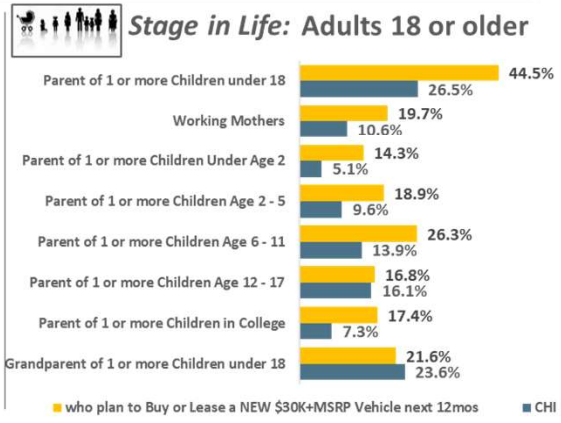
5.9% or 449,105 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 61.8% more likely to be a college graduate, 41.2% more likely to work full-time, 40.6% more likely to be married, 67.9% more likely to be a parent of 1 or more children und







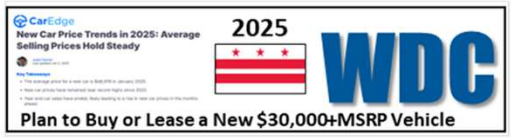




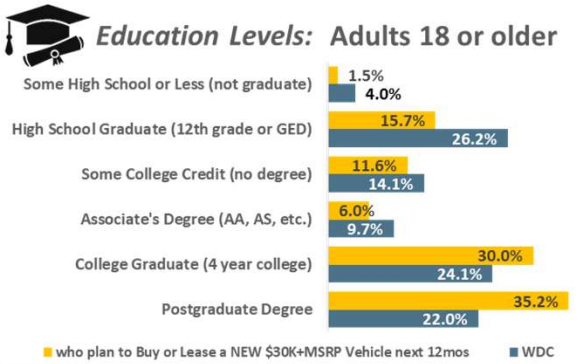
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

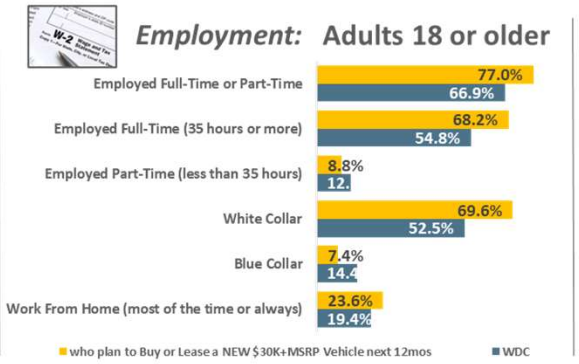
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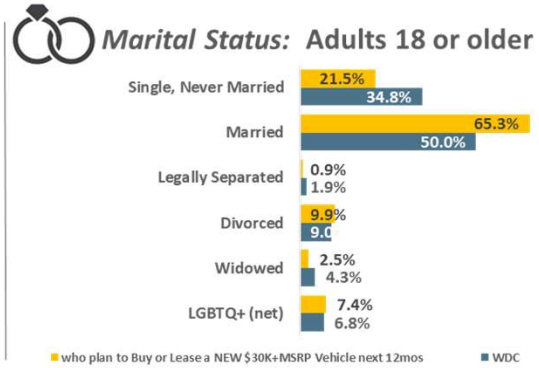
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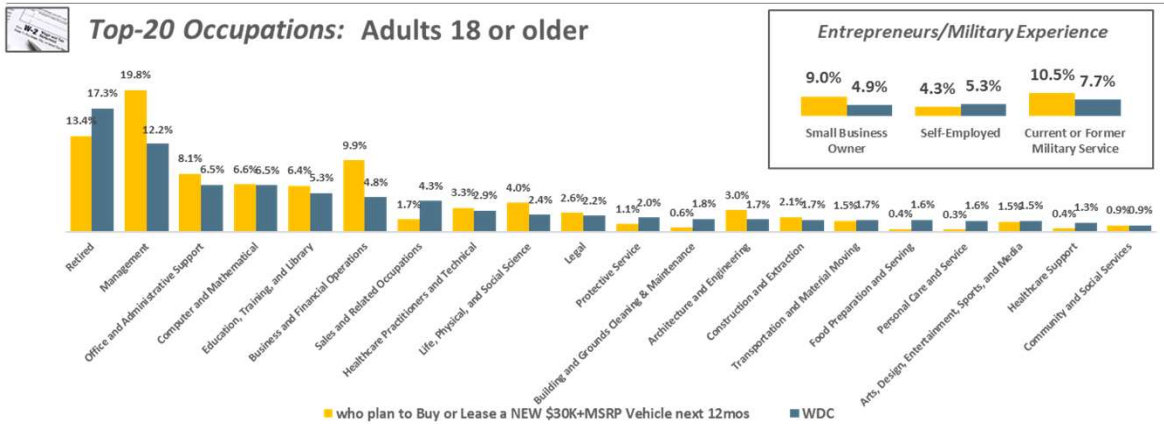


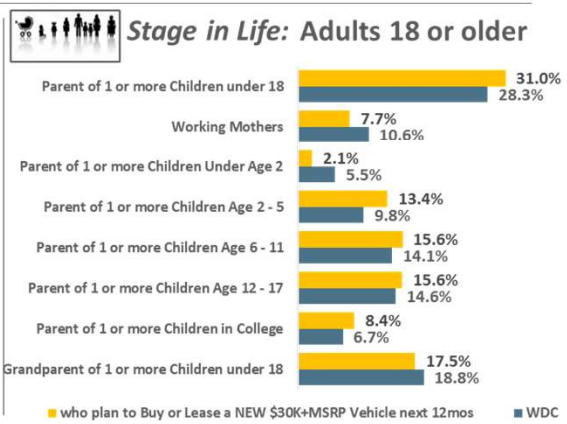
7.4% or 420,900 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 41.6% more likely to be a college graduate, 24.5% more likely to work full-time, 30.5% more likely to be married, 9.6% more likely to be a parent of 1 or more children unde











WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

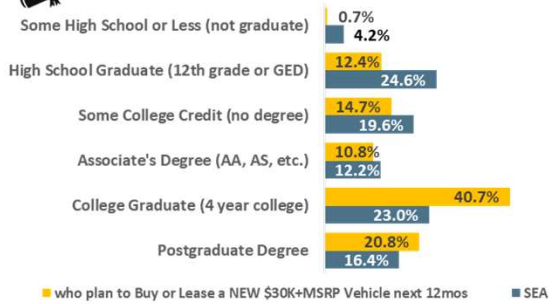
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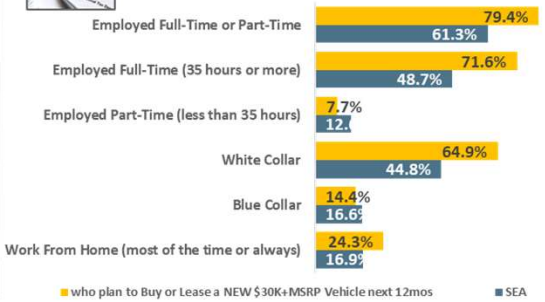


8.4% or 376,789 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 56.2% more likely to be a college graduate, 47.% more likely to work full-time, 33.6% more likely to be married, 76.8% more likely to be a parent of 1 or more children unde

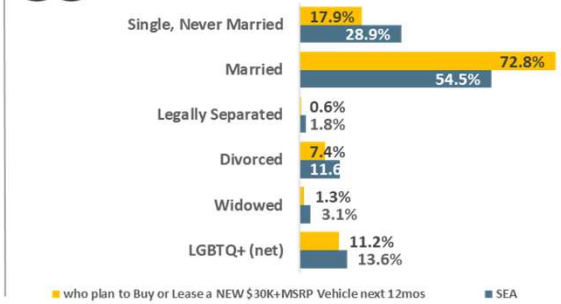
Education Levels: Adults 18 or older



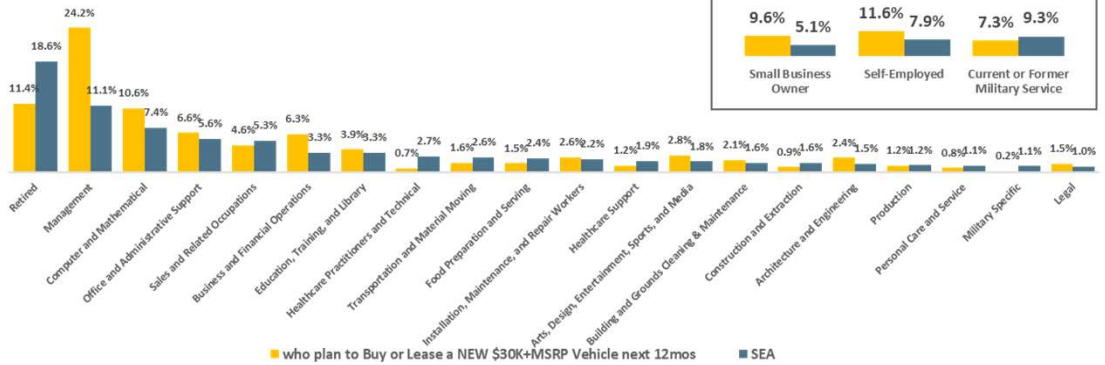
Employment: Adults 18 or older



Marital Status: Adults 18 or older

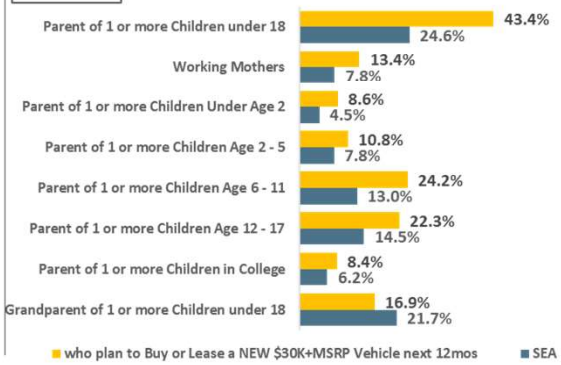


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



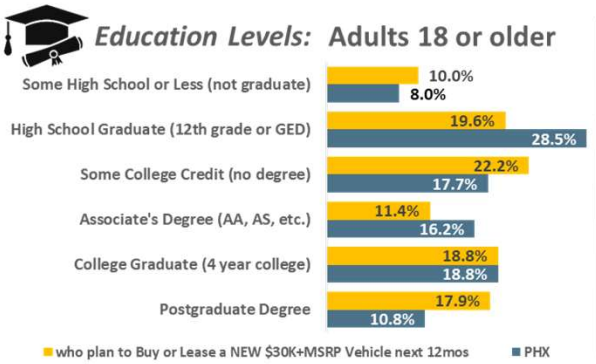
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

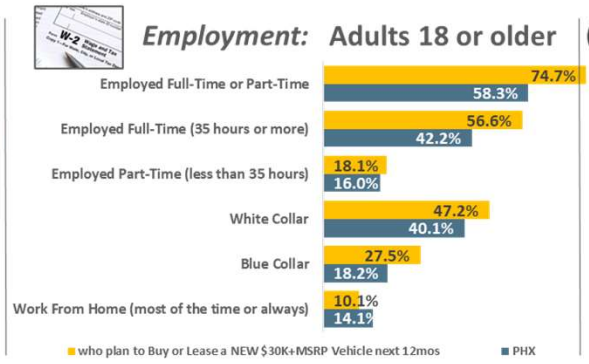
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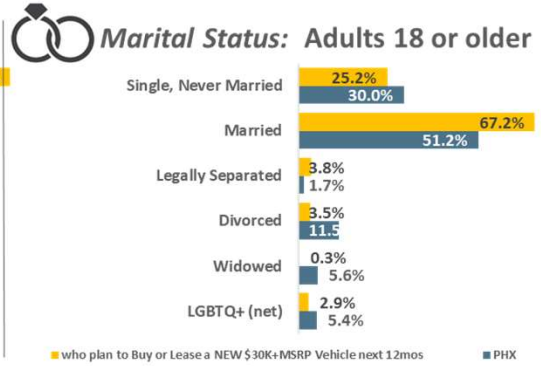
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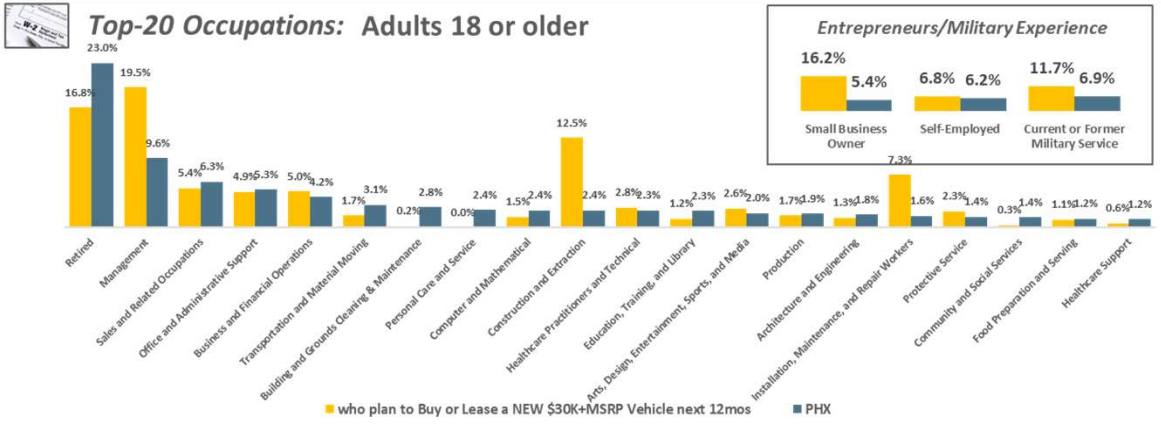


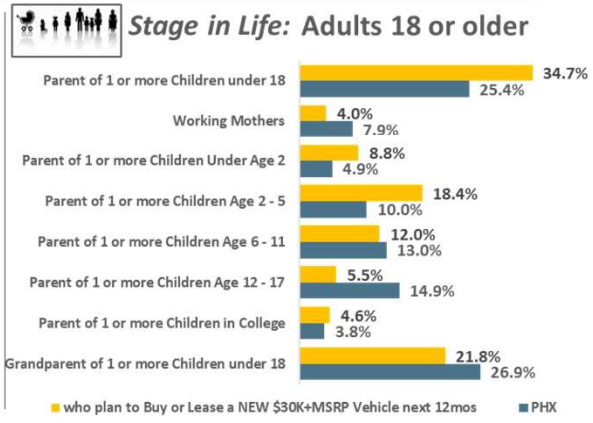
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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

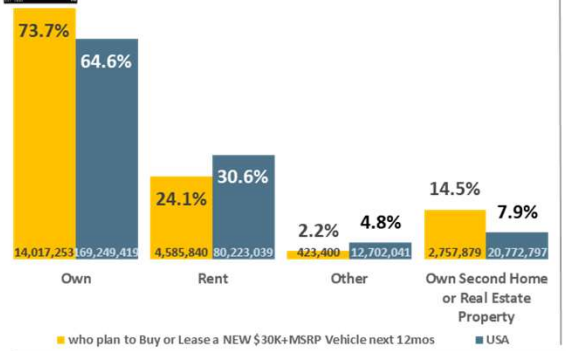
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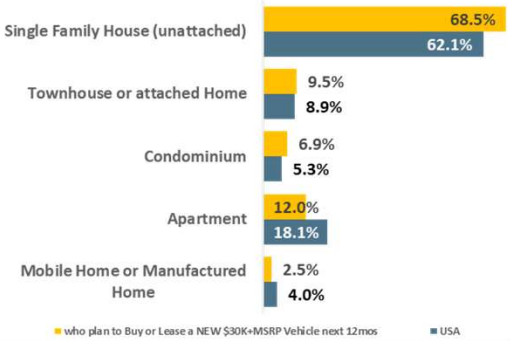


7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 14.1% more likely to own their home, 52.8% more likely to own a higher valued home, 10.3% more likely to have a single-family home, 11.8% more likely to have a dog.

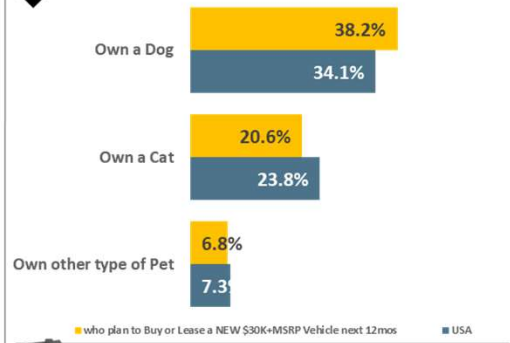
Own/Rent/Other: Adults 18 or older



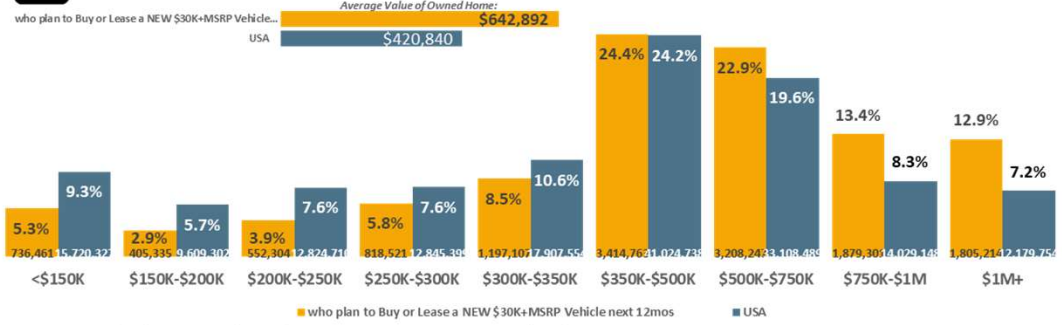
Type of Home: Adults 18 or older



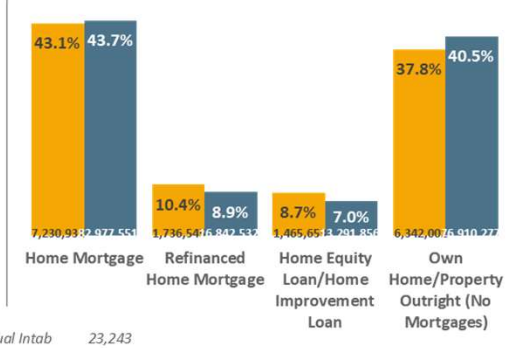
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *1,727*

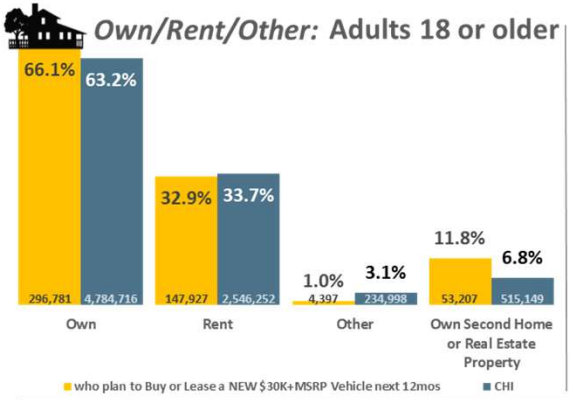
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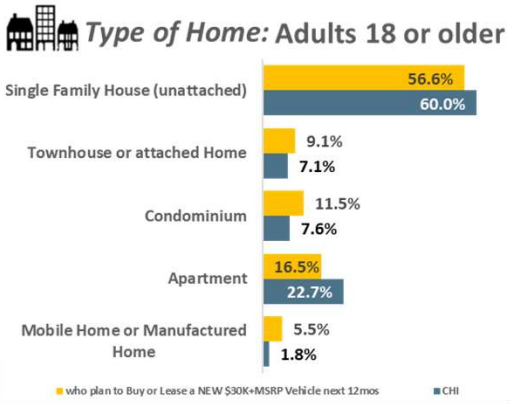
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

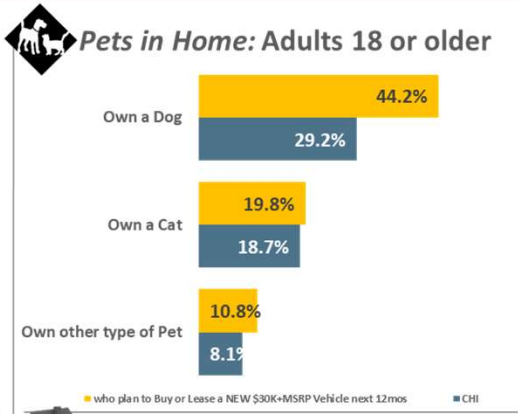
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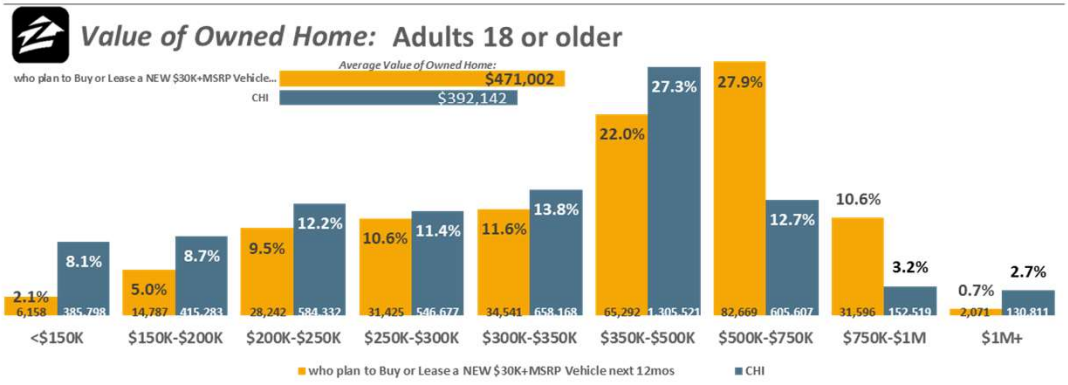


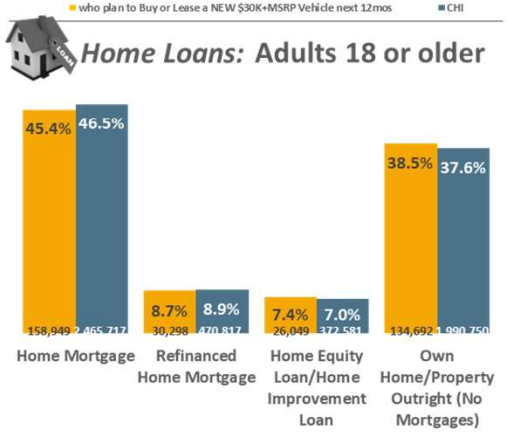
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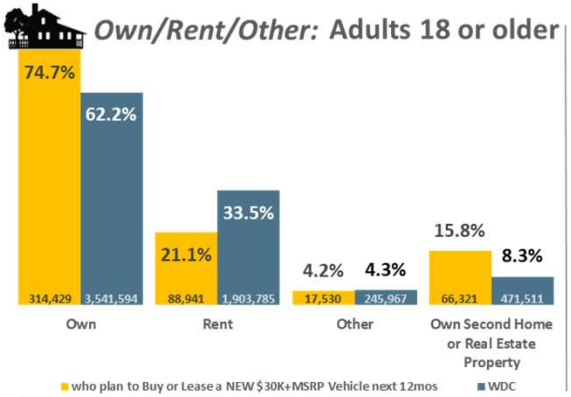
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

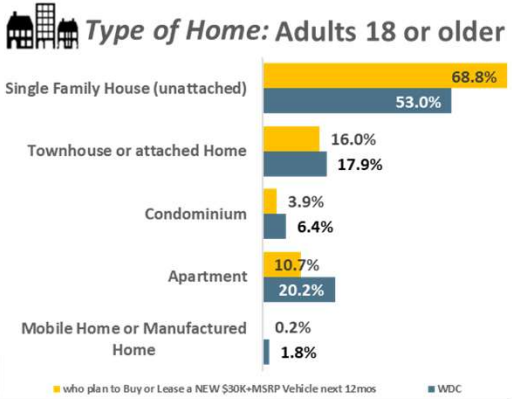
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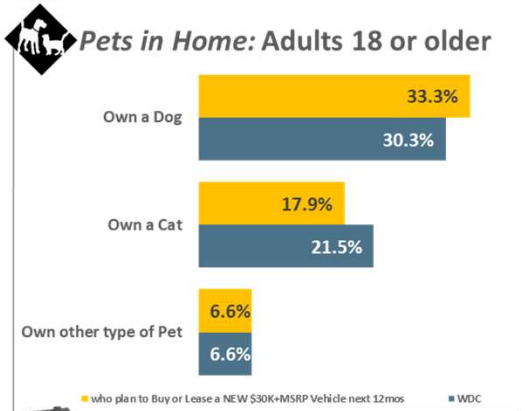
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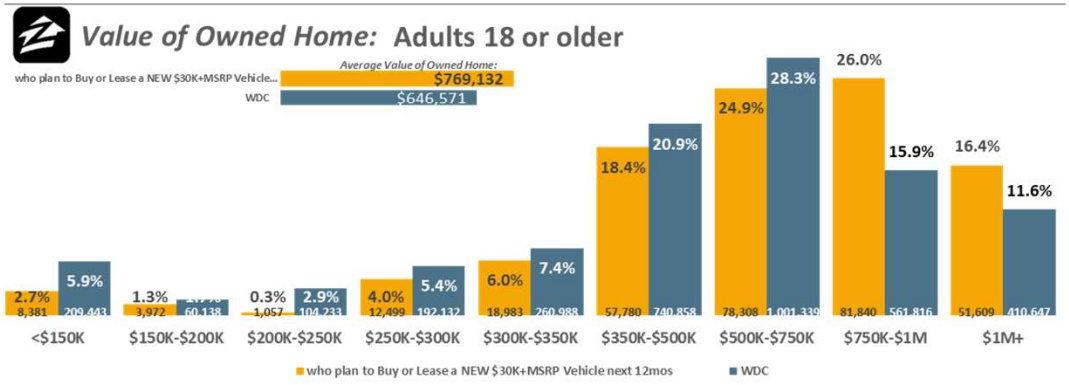


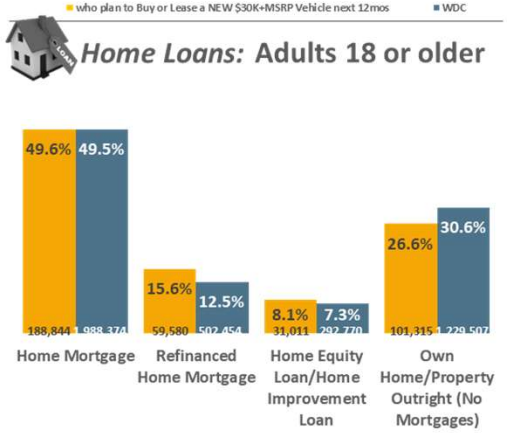
7.4% or 420,900 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 20.% more likely to own their home, 19.% more likely to own a higher valued home, 29.7% more likely to have a single-family home, 9.8% more likely to have a dog.











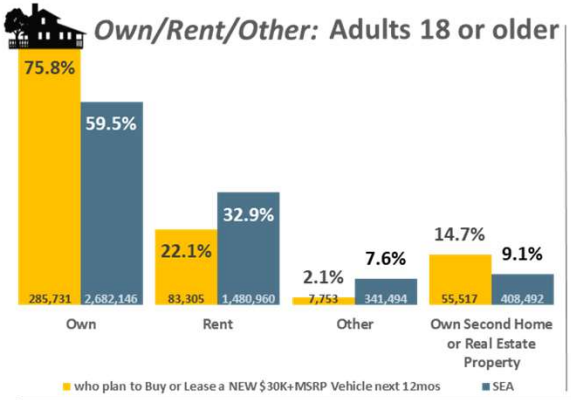
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

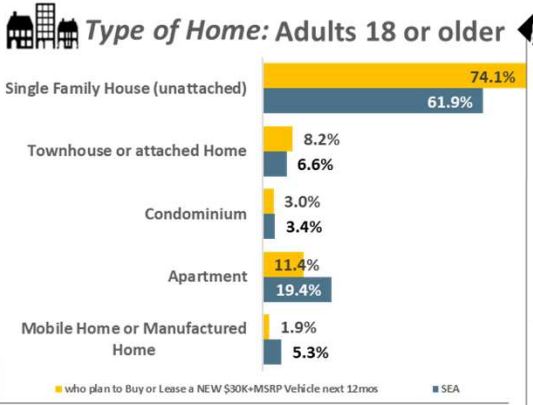
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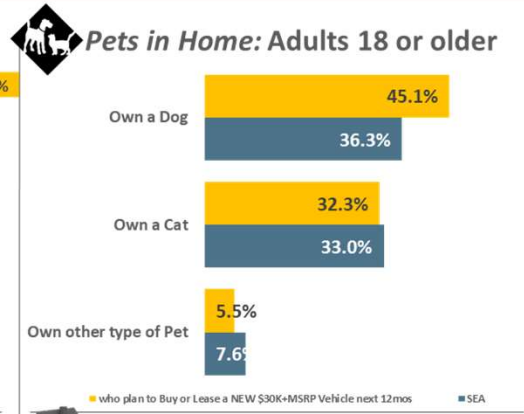
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

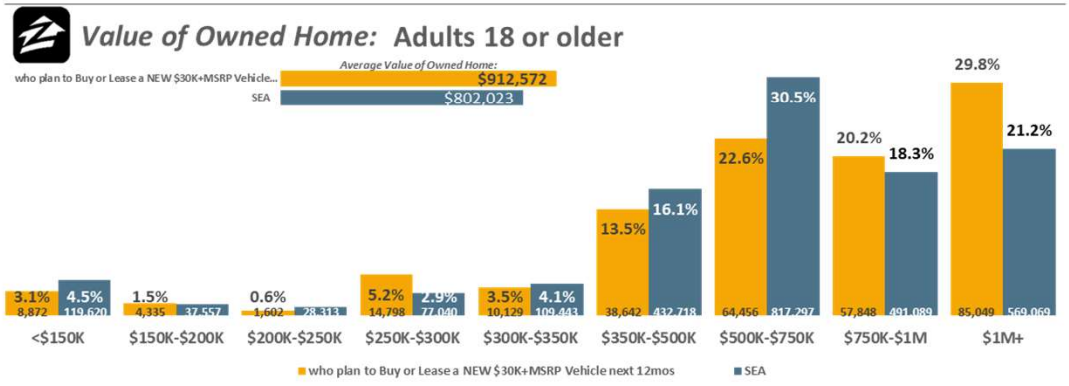


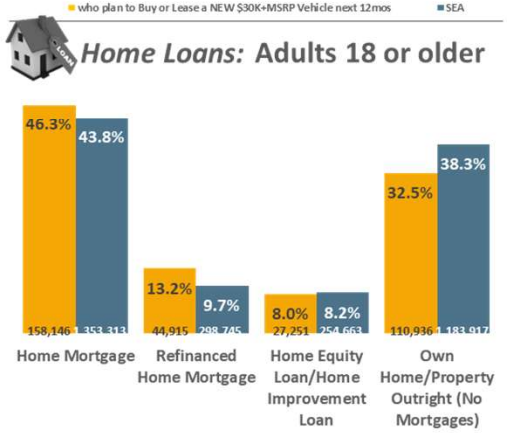
8.4% or 376,789 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 27.4% more likely to own their home, 13.8% more likely to own a higher valued home, 19.7% more likely to have a single-family home, 24.% more likely to have a dog.











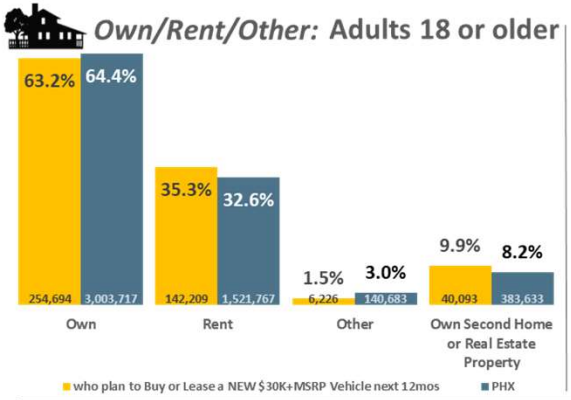
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

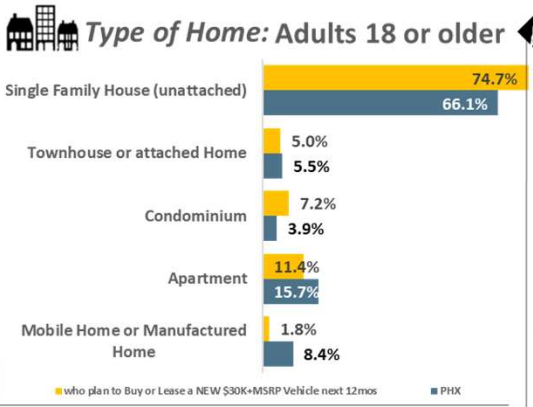
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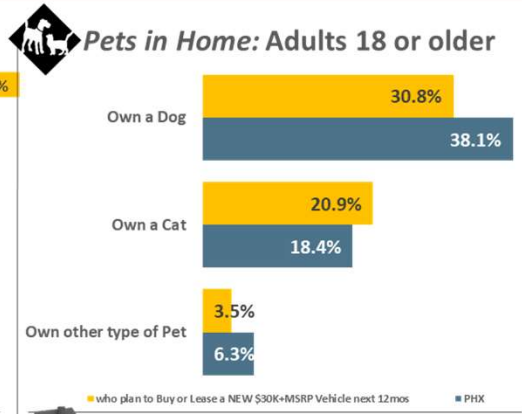
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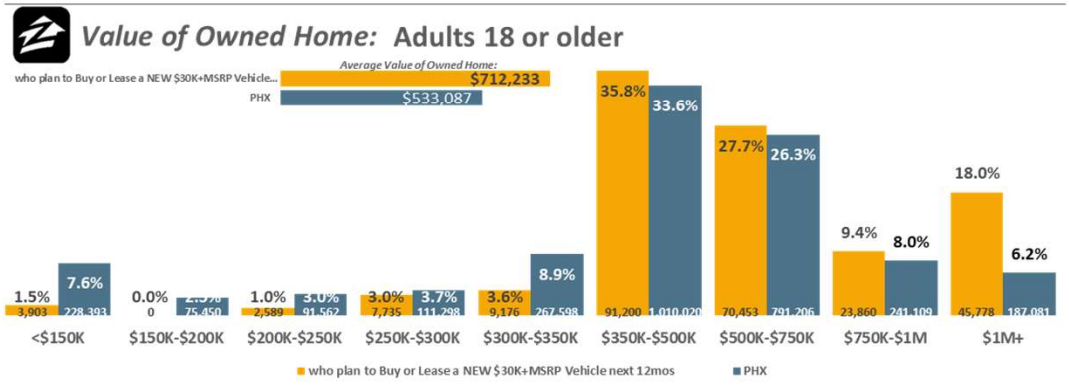


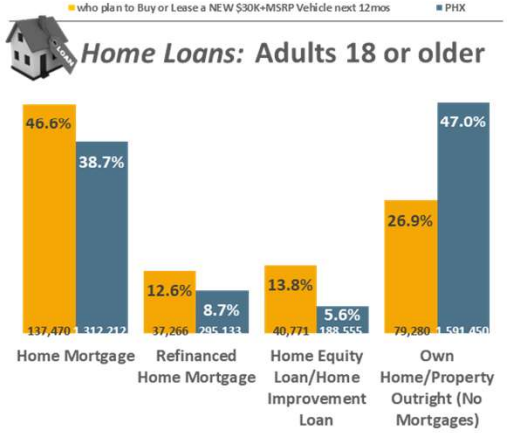
8.6% or 403,129 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 1.9% less likely to own their home, 33.6% more likely to own a higher valued home, 12.9% more likely to have a single-family home, 19.2% less likely to have a dog.











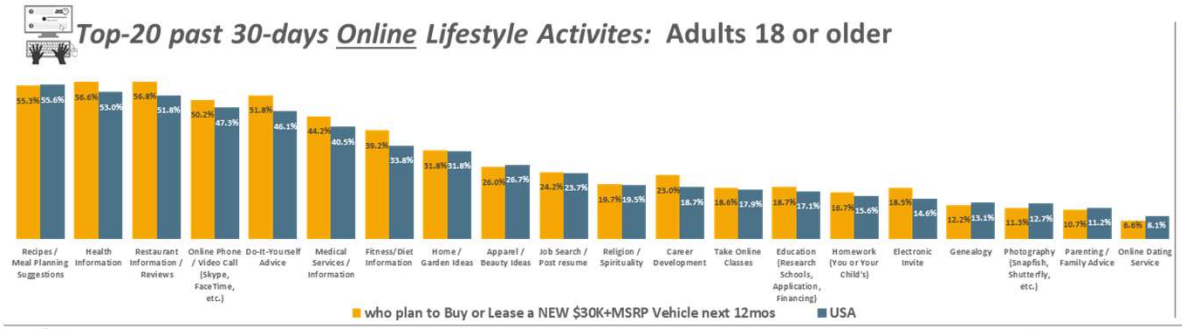
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

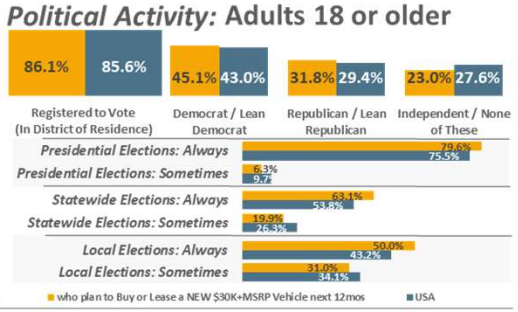
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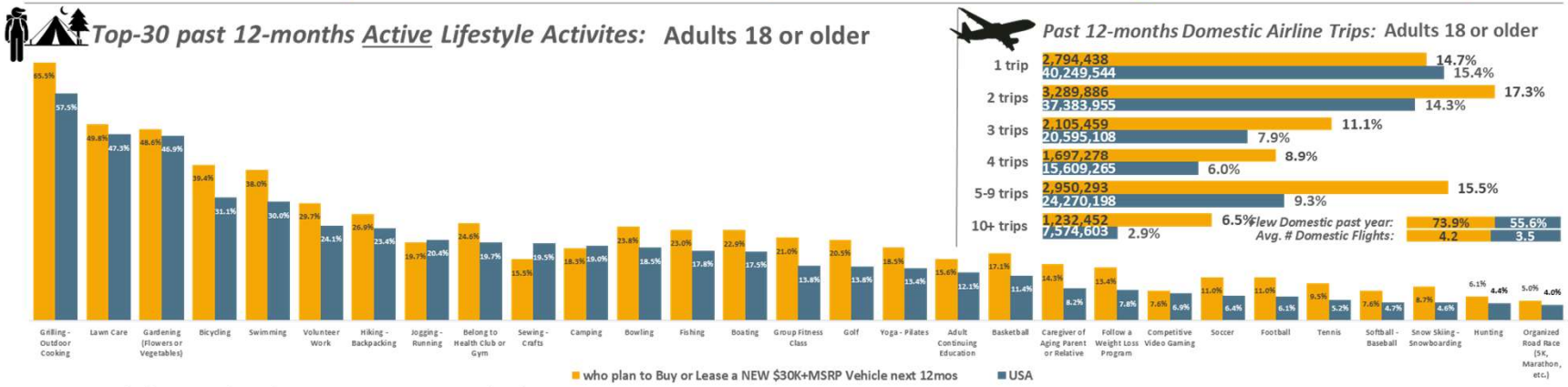
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7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 12.4% more likely to look up D-I-Y advice online, 15.7% more likely to always vote in local elections, 24.8% more likely to belong to a gym, 33.1% more likely to fly domest







USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

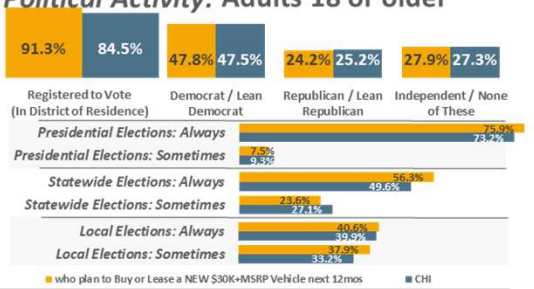


5.9% or 449,105 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 1.5% more likely to look up D-I-Y advice online, 1.6% more likely to always vote in local elections, 45.8% more likely to belong to a gym, 47.% more likely to fly domestic

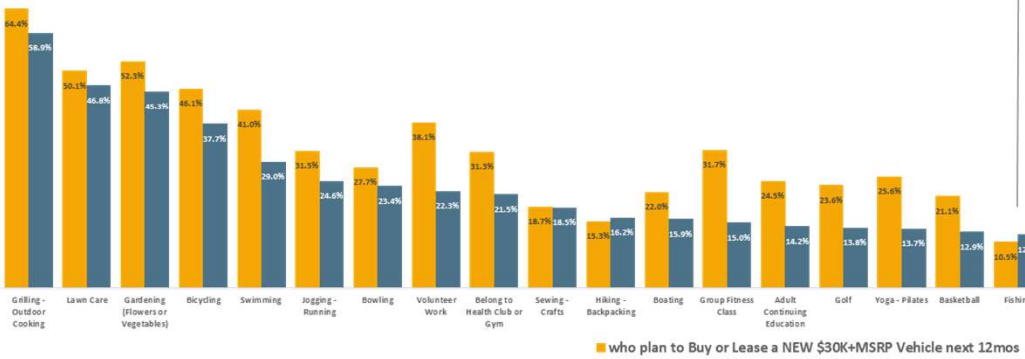
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



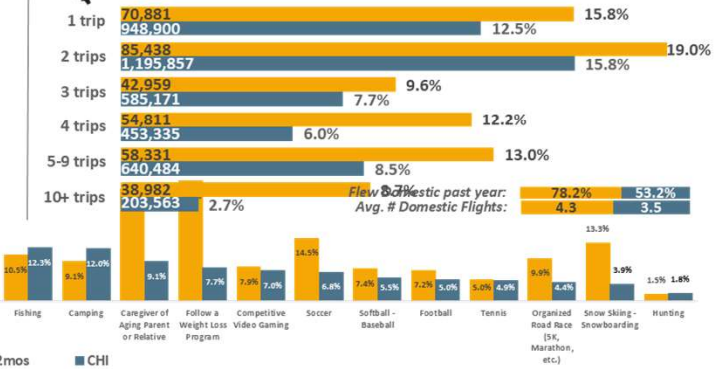
Political Activity: Adults 18 or older



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



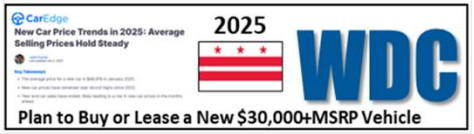
Past 12-months Domestic Airline Trips: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

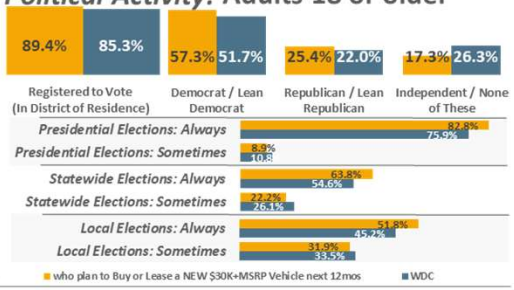


7.4% or 420,900 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 7.7% more likely to look up D-I-Y advice online, 14.5% more likely to always vote in local elections, 34.9% more likely to belong to a gym, 13.5% more likely to fly domesti

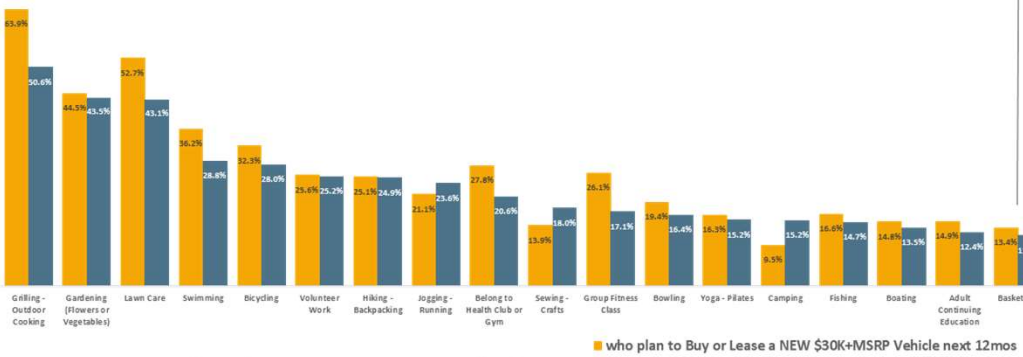
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



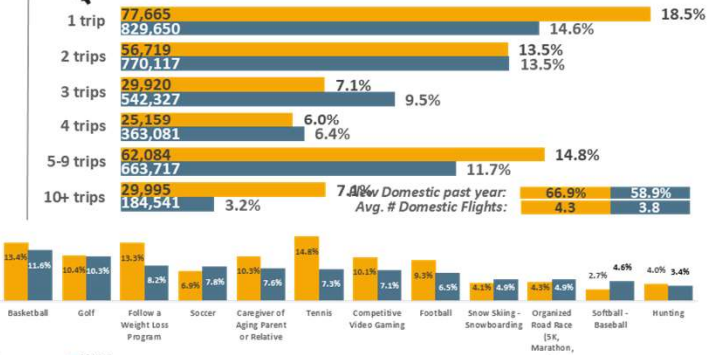
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

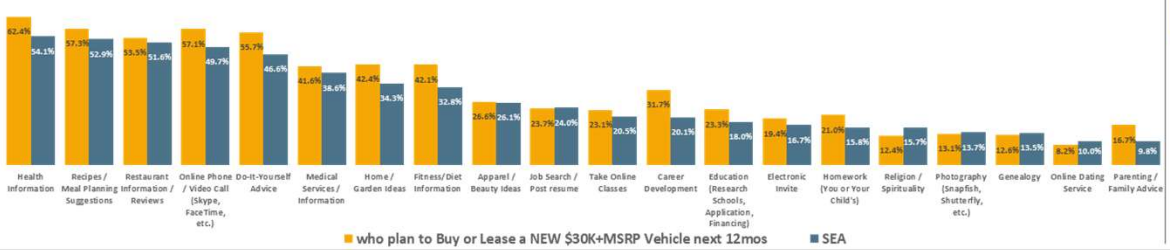
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

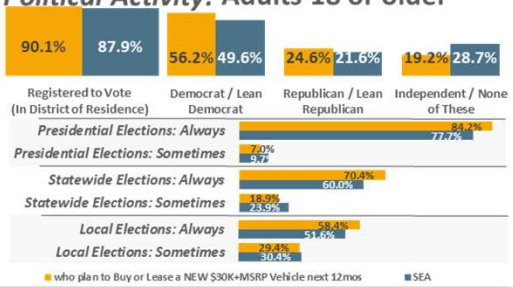


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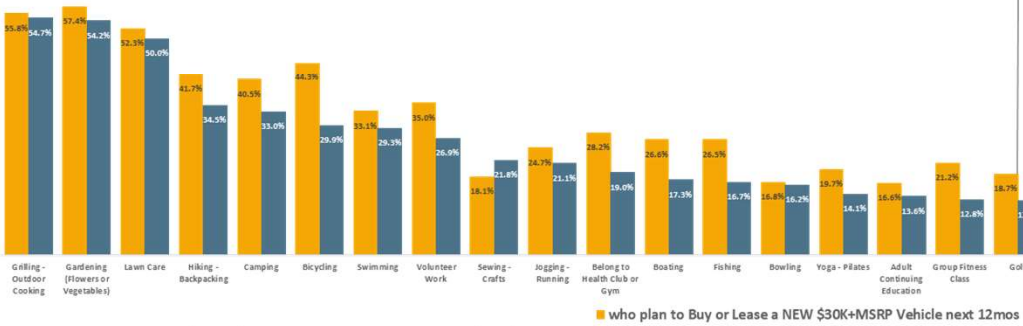
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



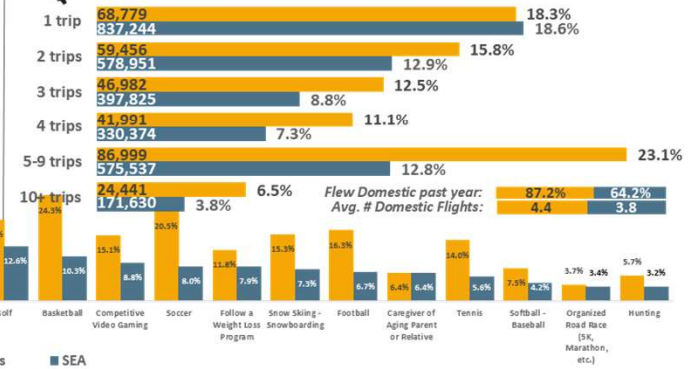
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

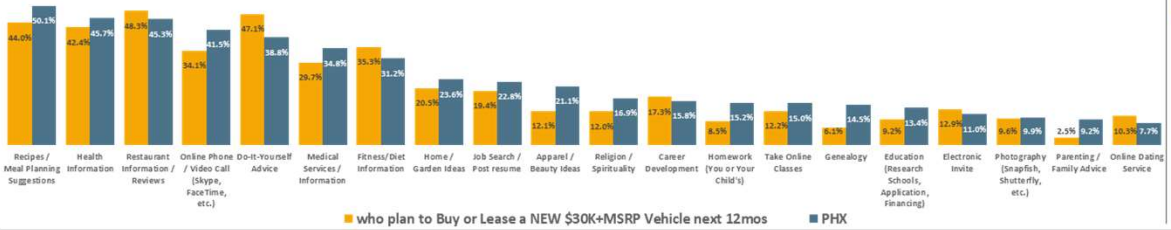
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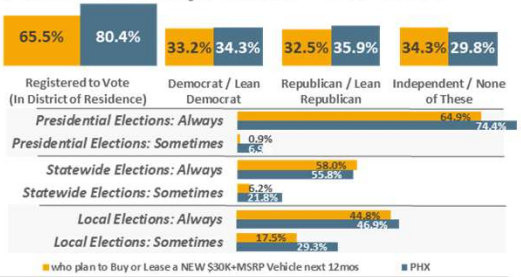


8.6% or 403,129 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 21.5% more likely to look up D-I-Y advice online, 4.5% less likely to always vote in local elections, 21.7% less likely to belong to a gym, 22.5% more likely to fly domesti

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



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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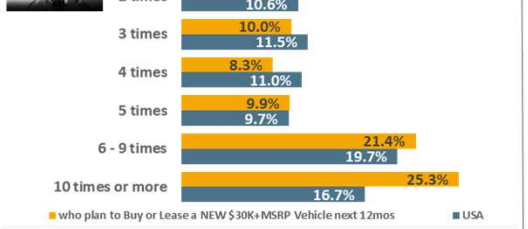
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 4.3% more likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 36.% more likely to use Casinos past yr., 10.% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



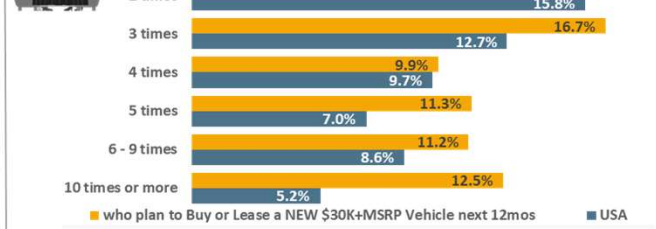


Total Monthly QSR Users: 91.4% 87.7% — 17,395,822 — 229,822,149

Avg. Monthly QSR Meals: 7.4 — 6.3

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





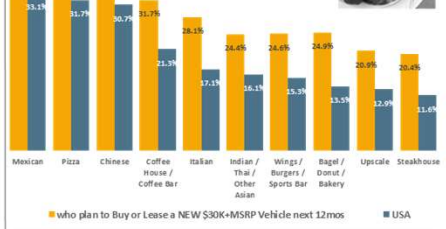
Total Monthly Sit-Down Restaurant Users: 88.9% 74.7% — 16,909,616 — 195,761,148

Avg. Monthly Sit-Down Restaurant Meals: 5.2 — 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who plan to Buy or Lease a NEW $30K+MSRP Vehicle... 4,138,311 — 21.8%

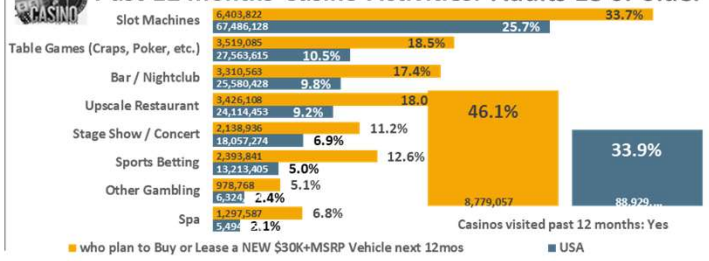
USA [illegible] — 18.6%

Drank Past 30-days: Adults 18 or older



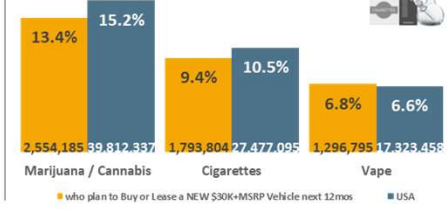
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *1,727*

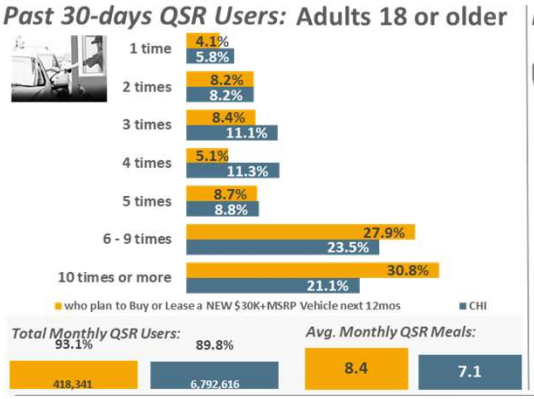
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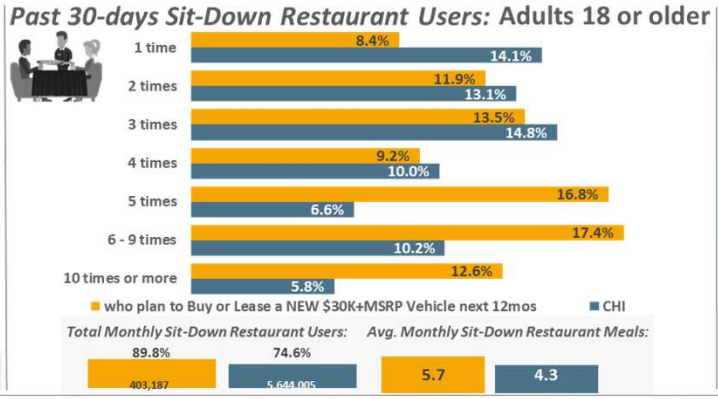
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

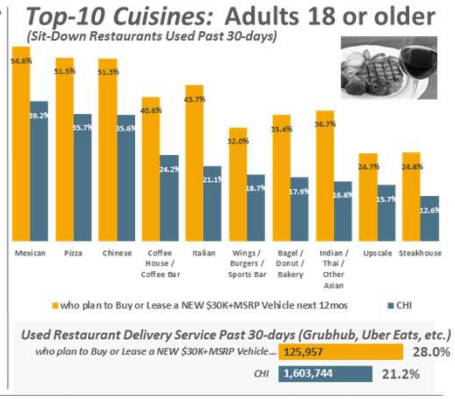
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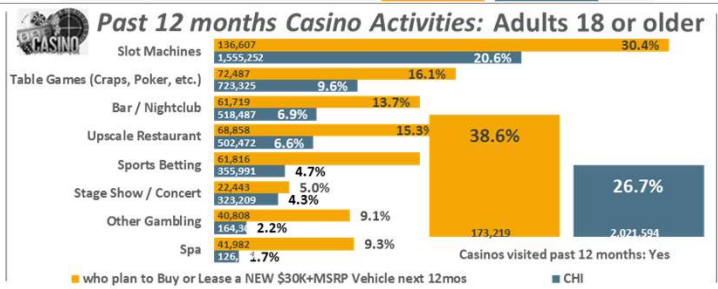
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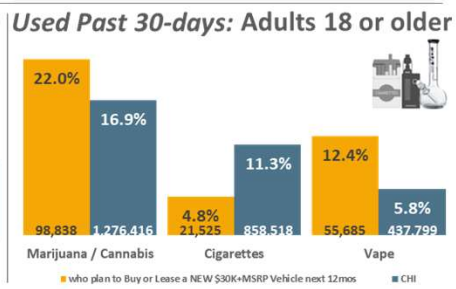








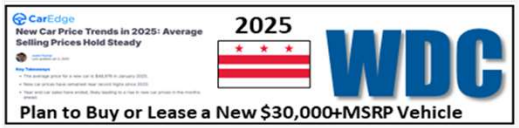




CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



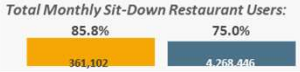
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

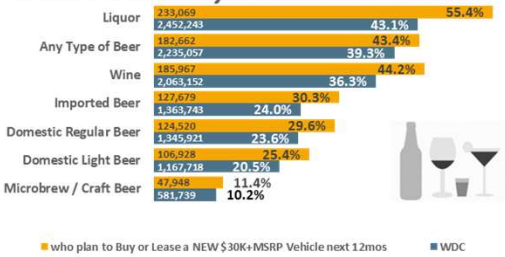
(Sit-Down Restaurants Used Past 30-days)



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

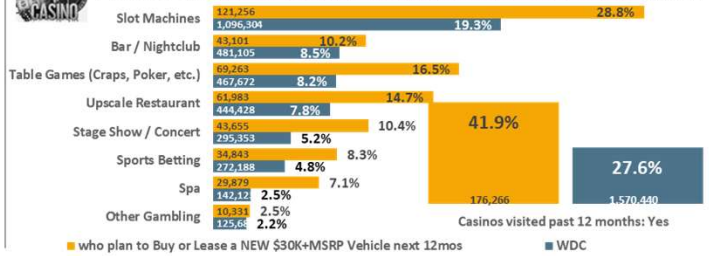


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



8.4% or 376,789 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 13.7% more likely to use QSRs past mo., 25.8% more likely to use Sit-Down Restaurants past mo., 11.4% more likely to use Casinos past yr., 35.4% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:

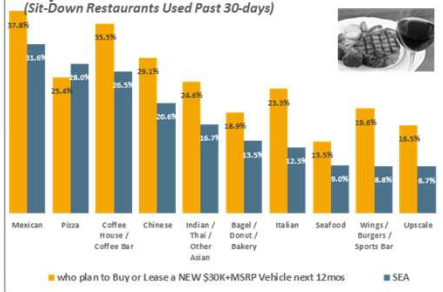


Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

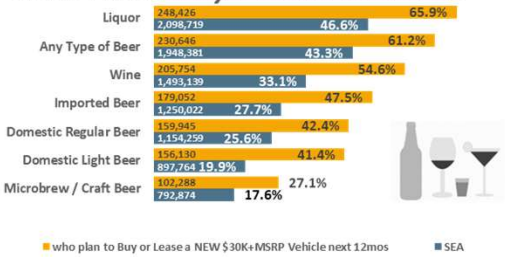
(Sit-Down Restaurants Used Past 30-days)



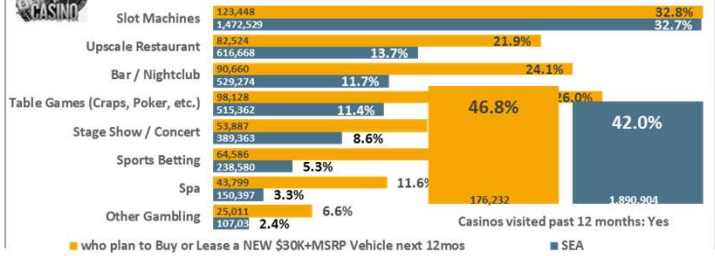
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



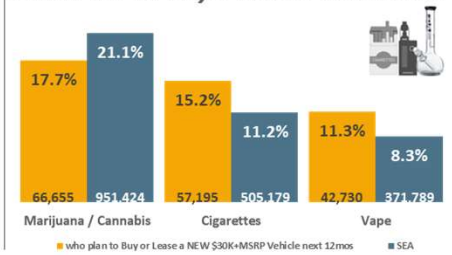
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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8.6% or 403,129 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are .3% more likely to use QSRs past mo., 13.1% more likely to use Sit-Down Restaurants past mo., 19.8% more likely to use Casinos past yr., 41.3% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.2% 363,439 | 89.9% 4,193,411

Avg. Monthly QSR Meals: 9.5 | 7.2

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



Total Monthly Sit-Down Restaurant Users: 87.3% 352,056 | 77.2% 3,606,375

Avg. Monthly Sit-Down Restaurant Meals: 6.6 | 4.4

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who plan to Buy or Lease a NEW $30K+MSRP Vehicle... 51,951 12.9%

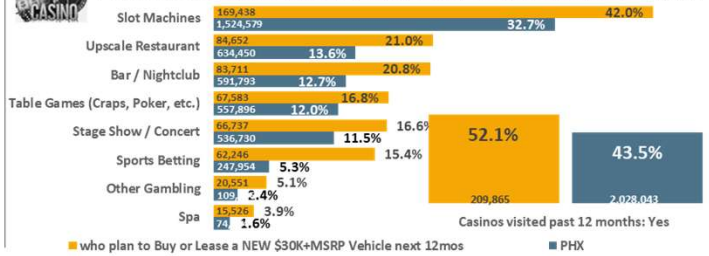
PHX 770,388 16.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

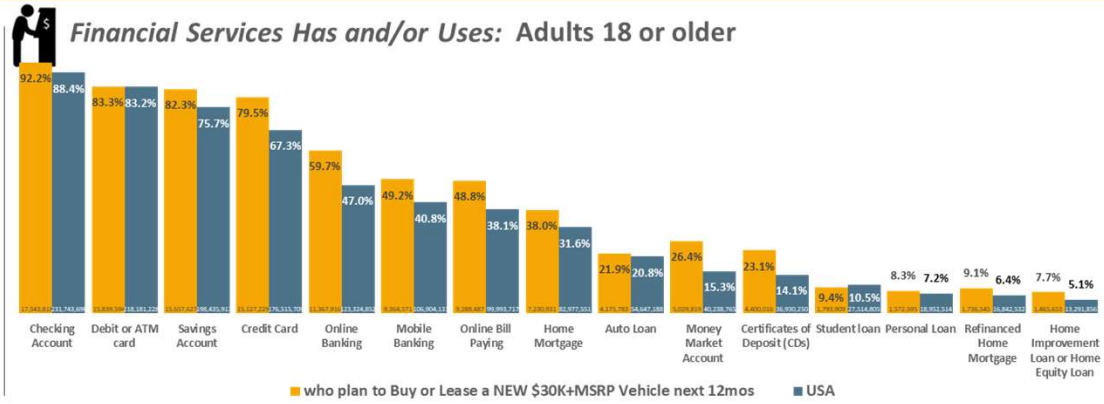


7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 27.4% more likely to have a 401K, 5.3% more likely to have an Auto Loan, 50.3% more likely to Invest/Trade Stocks Online, 4.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



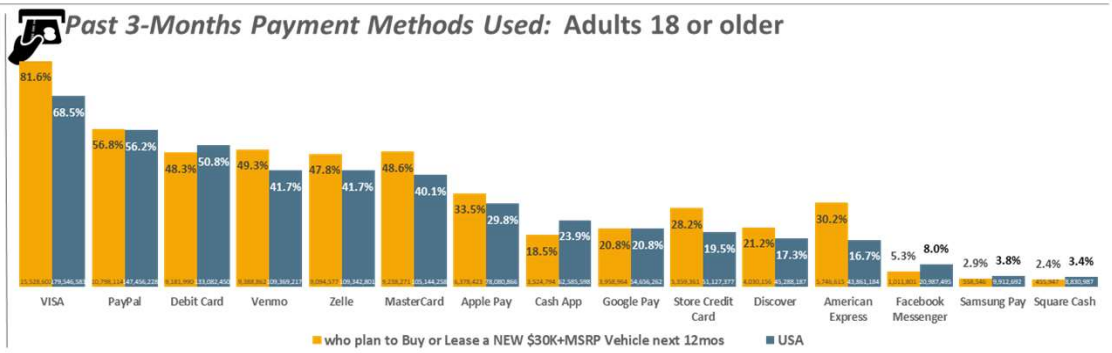
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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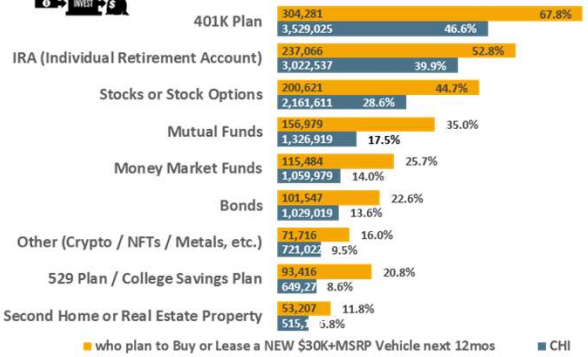
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

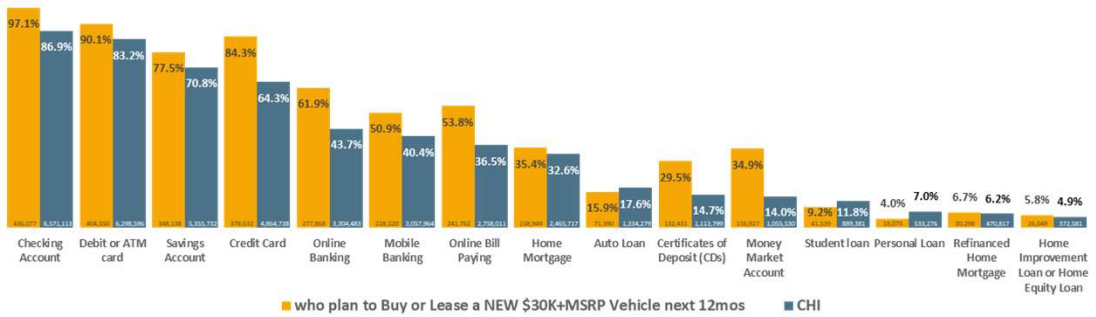


5.9% or 449,105 of CHI DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 45.3% more likely to have a 401K, 9.9% less likely to have an Auto Loan, 45.5% more likely to Invest/Trade Stocks Online, 7.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



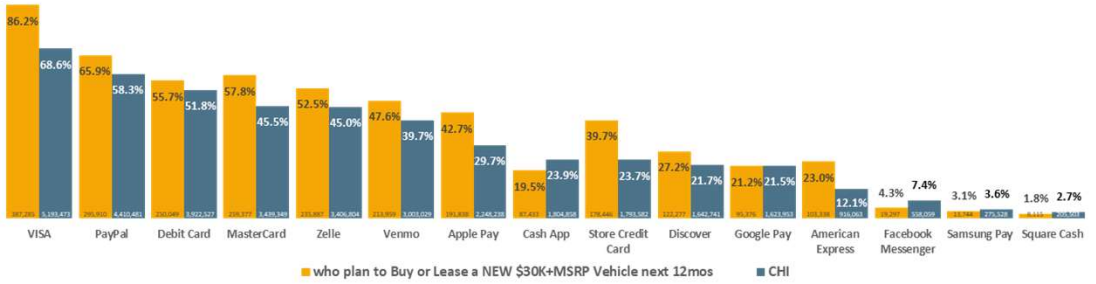
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



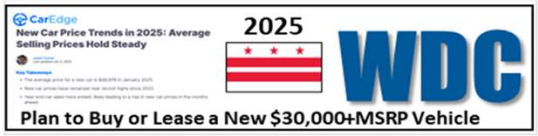
Past 3-Months Payment Methods Used: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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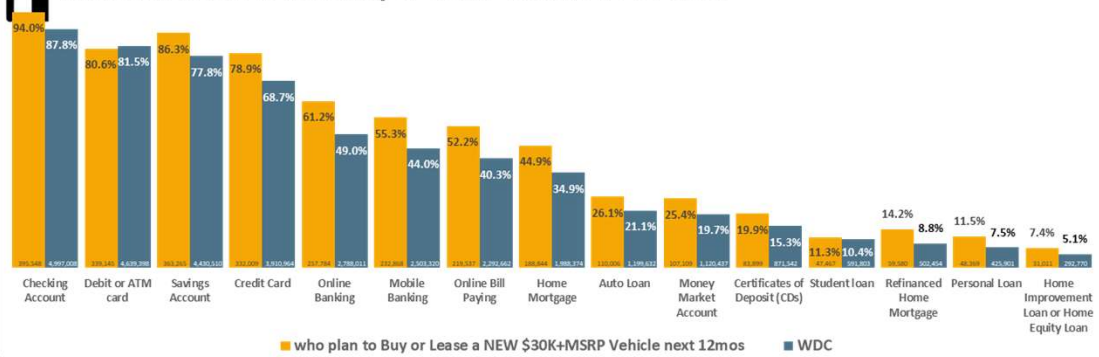


7.4% or 420,900 of WDC DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 34.7% more likely to have a 401K, 24.% more likely to have an Auto Loan, 52.5% more likely to Invest/Trade Stocks Online, 8.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



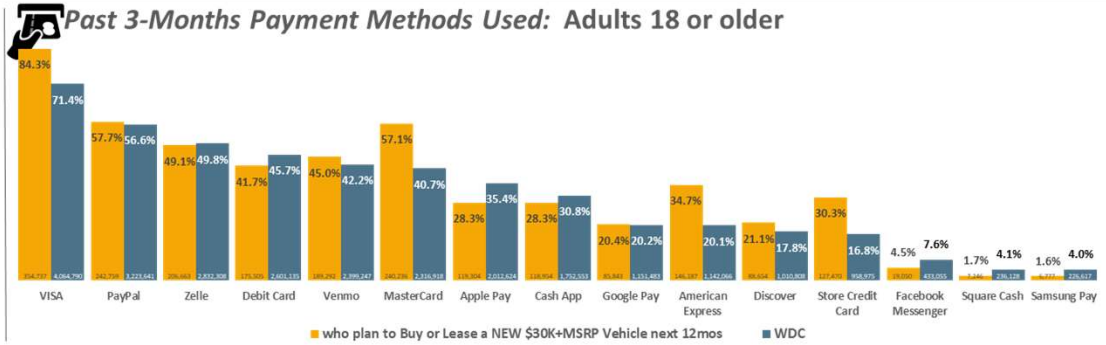
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

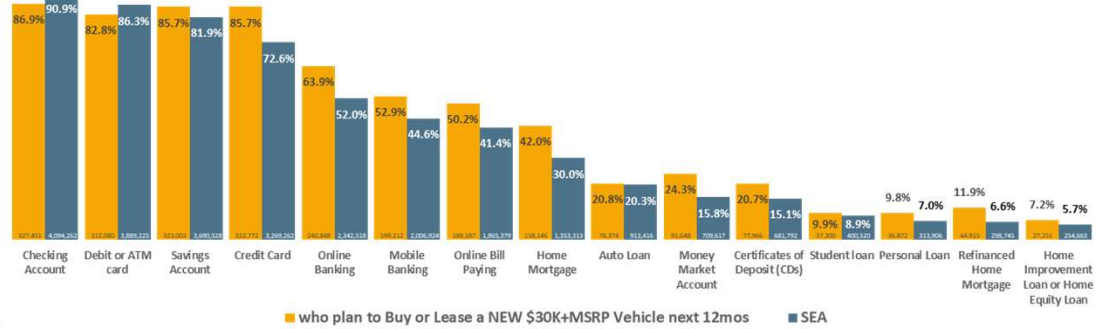


8.4% or 376,789 of SEA DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 40.1% more likely to have a 401K, 2.6% more likely to have an Auto Loan, 60.7% more likely to Invest/Trade Stocks Online, 19.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



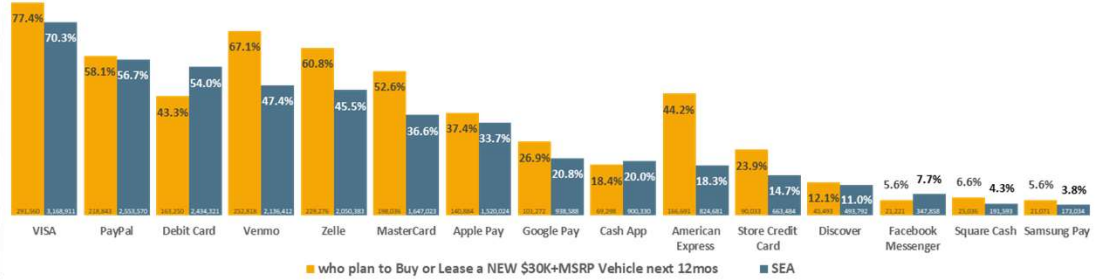
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

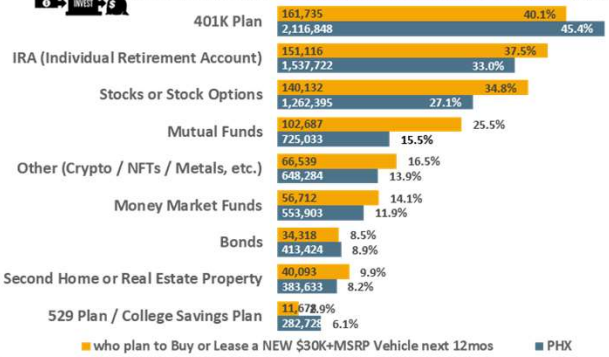
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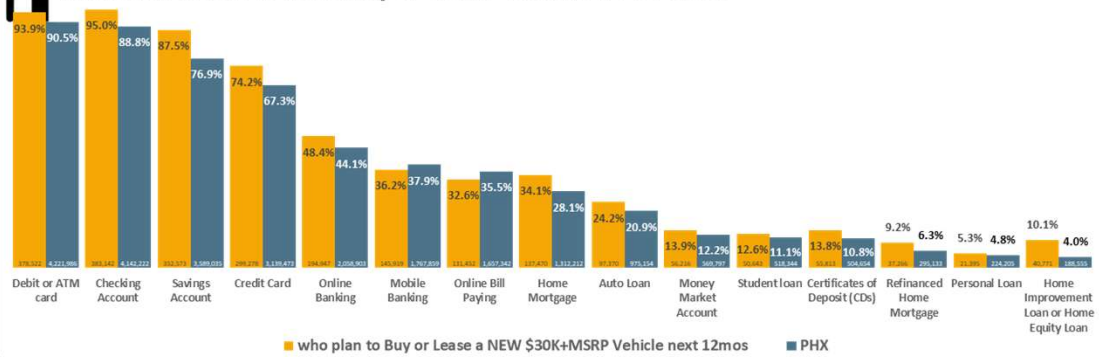


8.6% or 403,129 of PHX DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 11.6% less likely to have a 401K, 15.6% more likely to have an Auto Loan, 13.1% more likely to Invest/Trade Stocks Online, 18.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



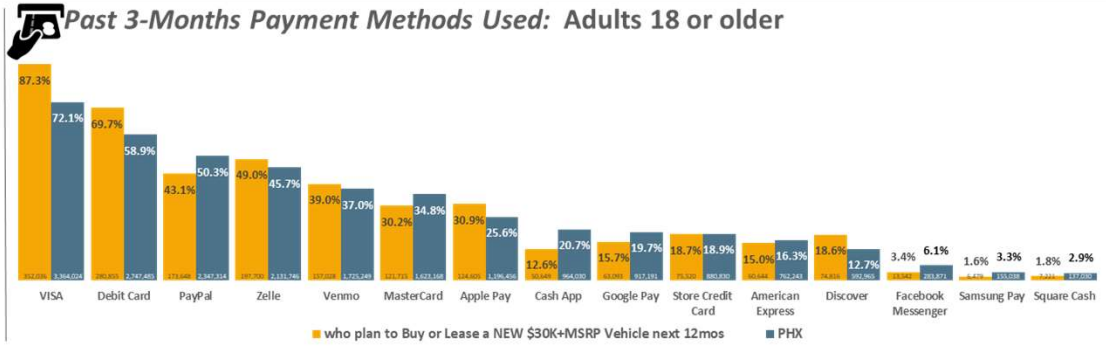
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



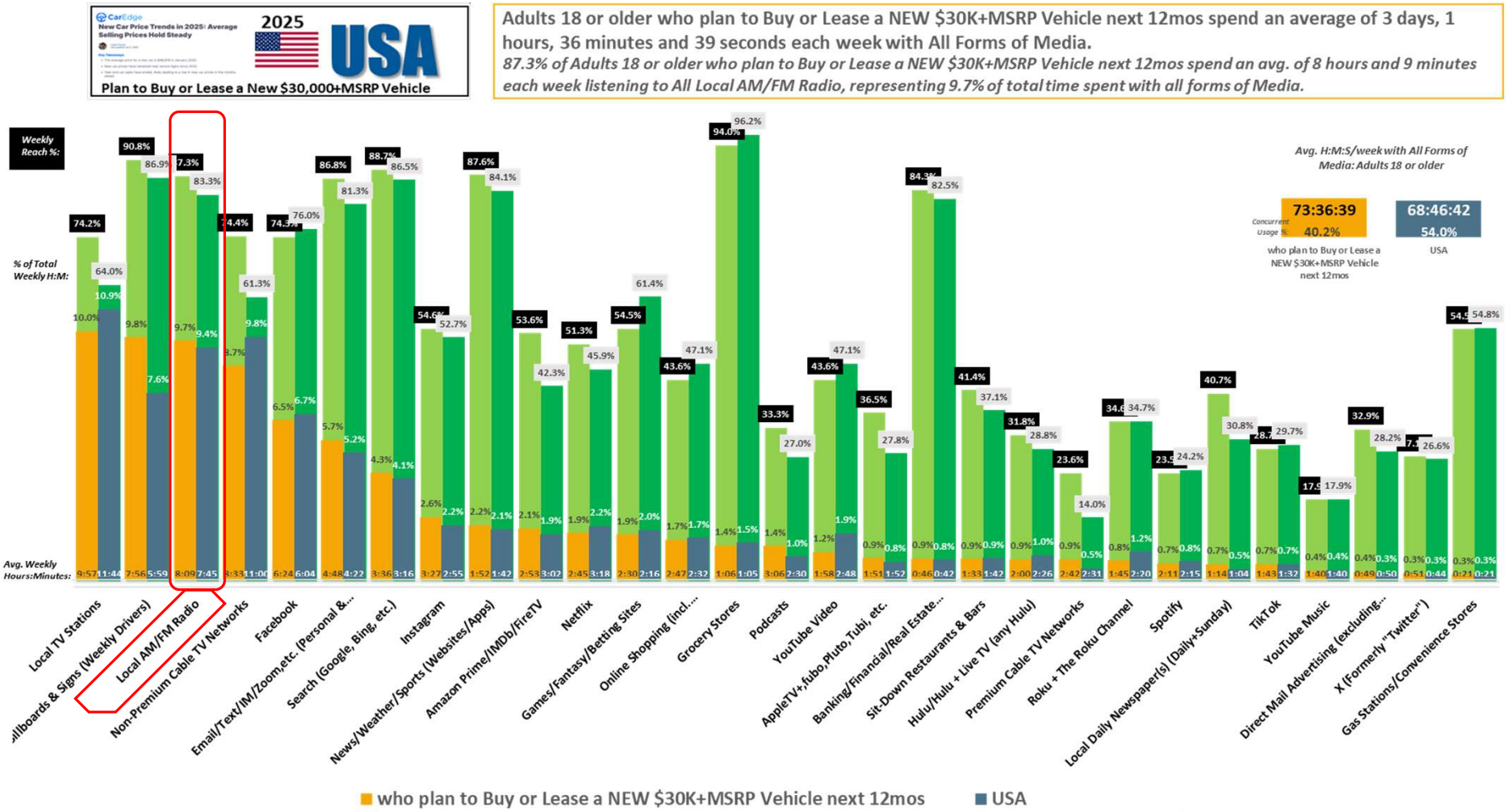
Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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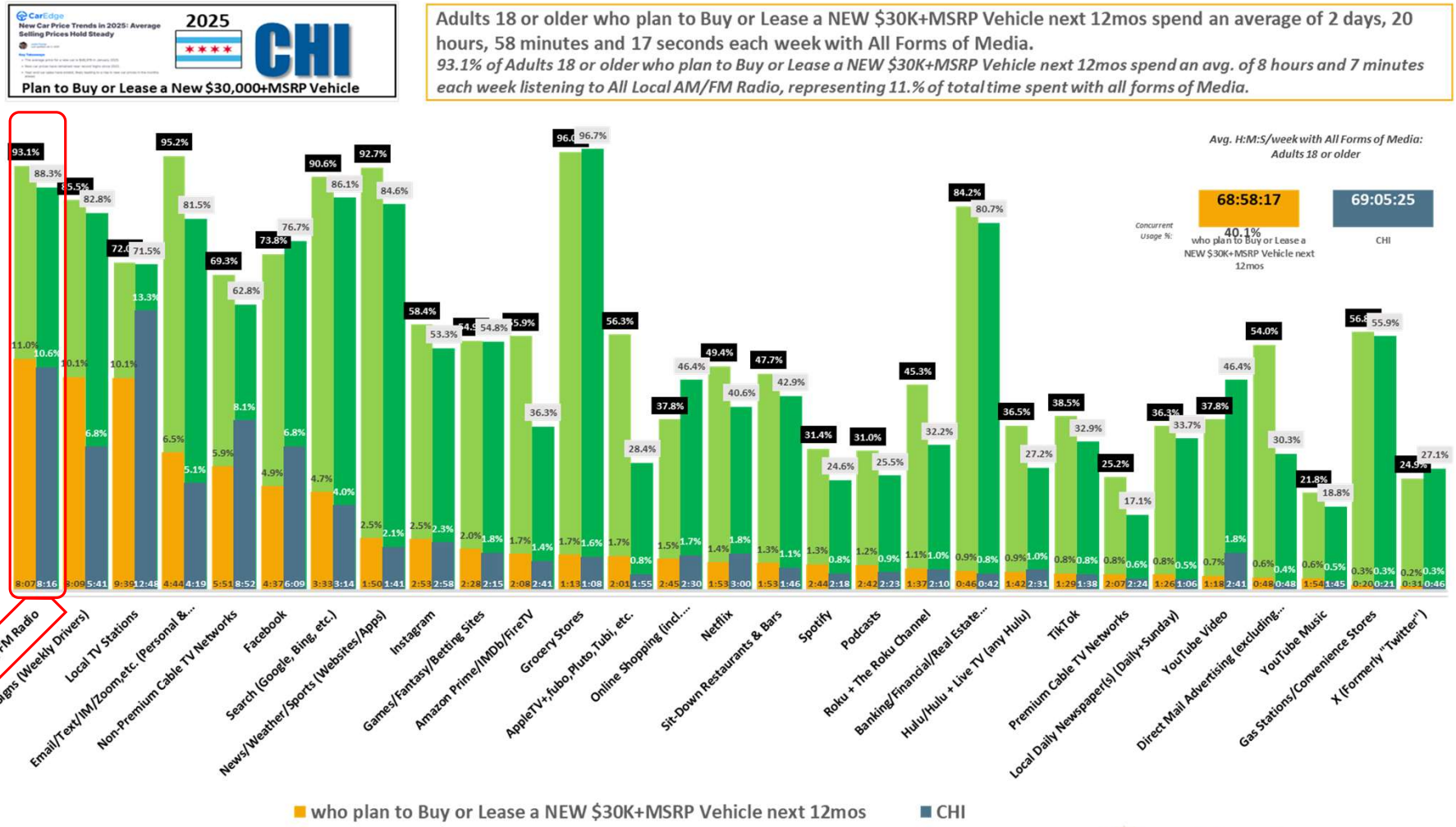


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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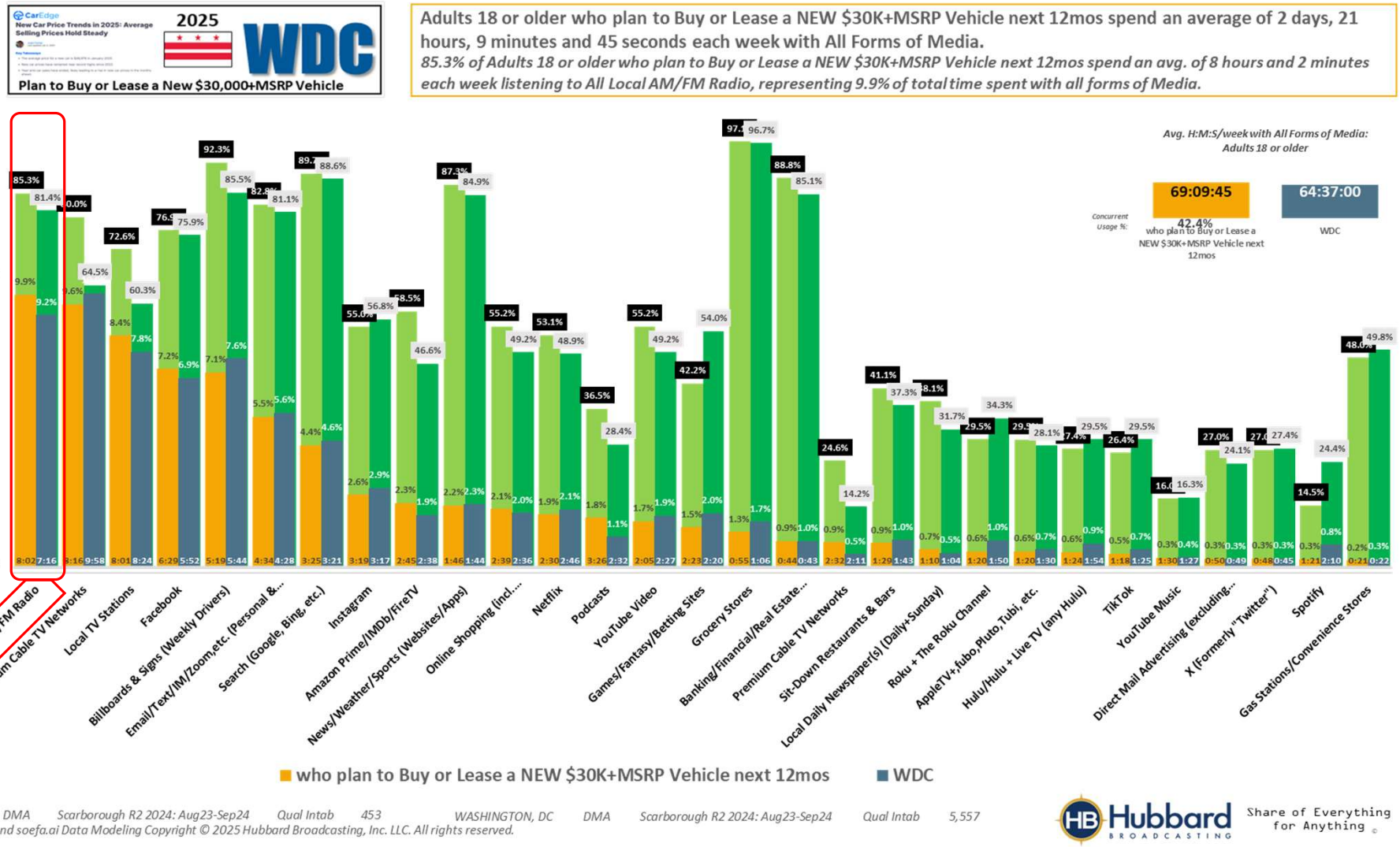


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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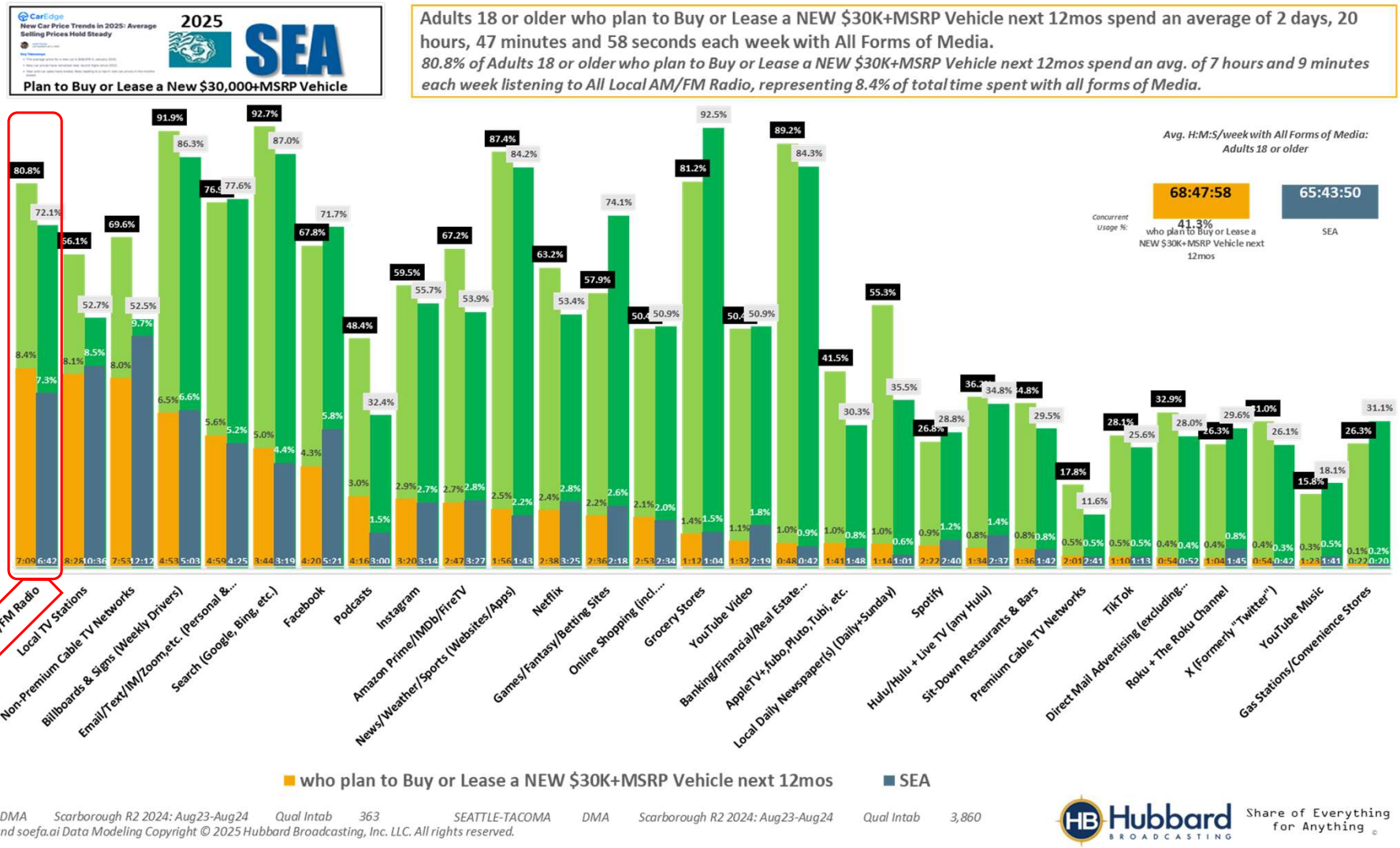


WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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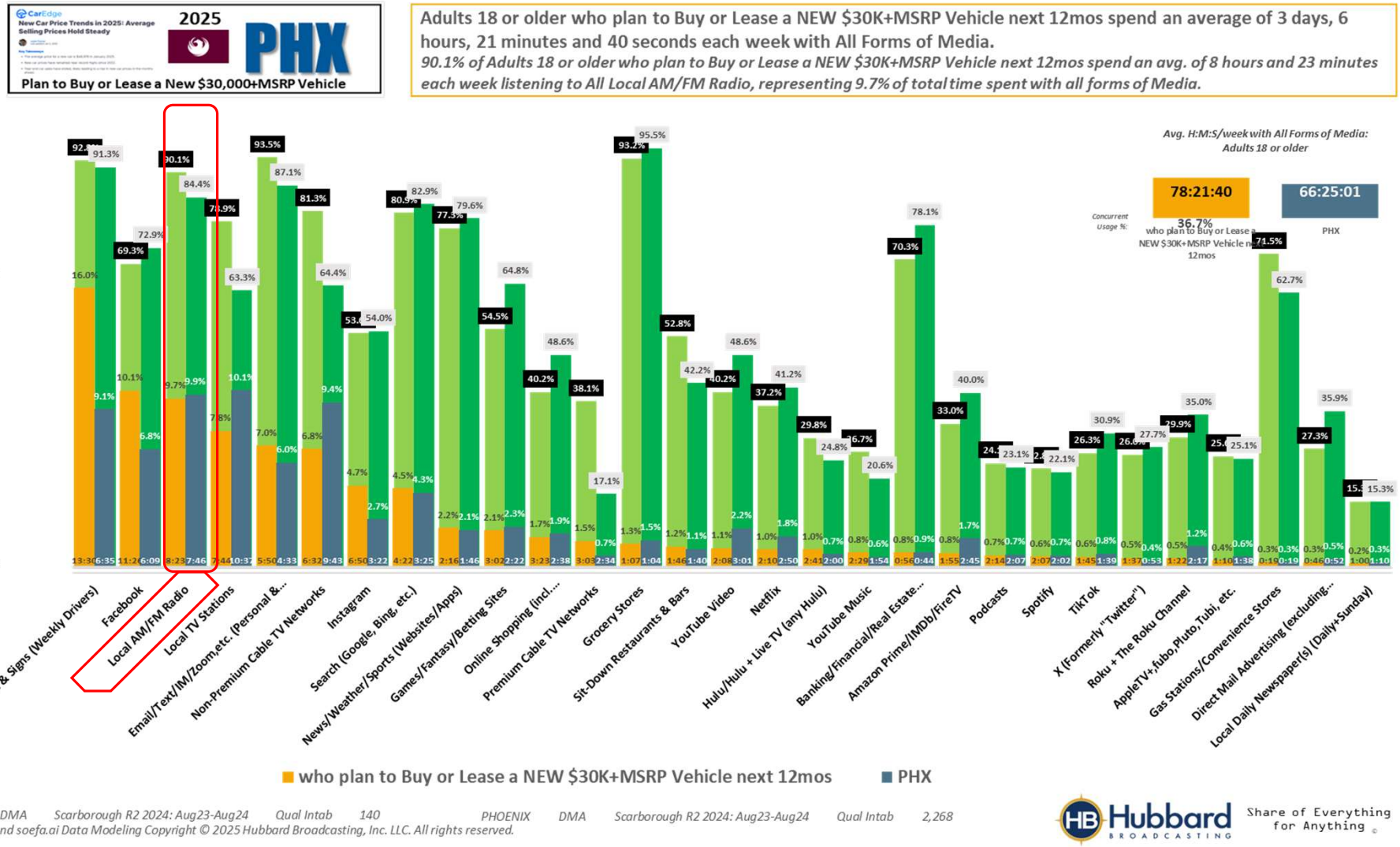


SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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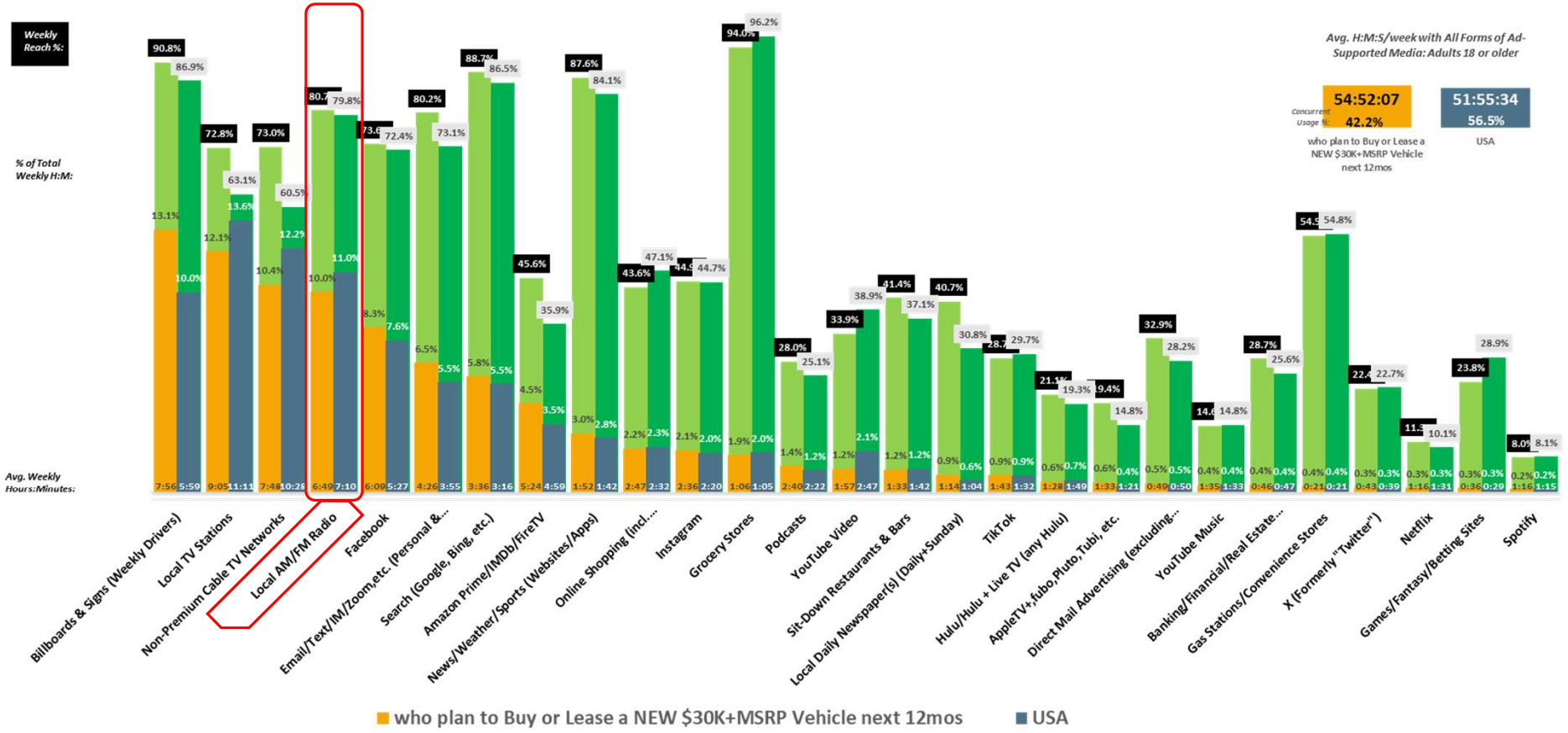
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Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 2 days, 6 hours, 52 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Med

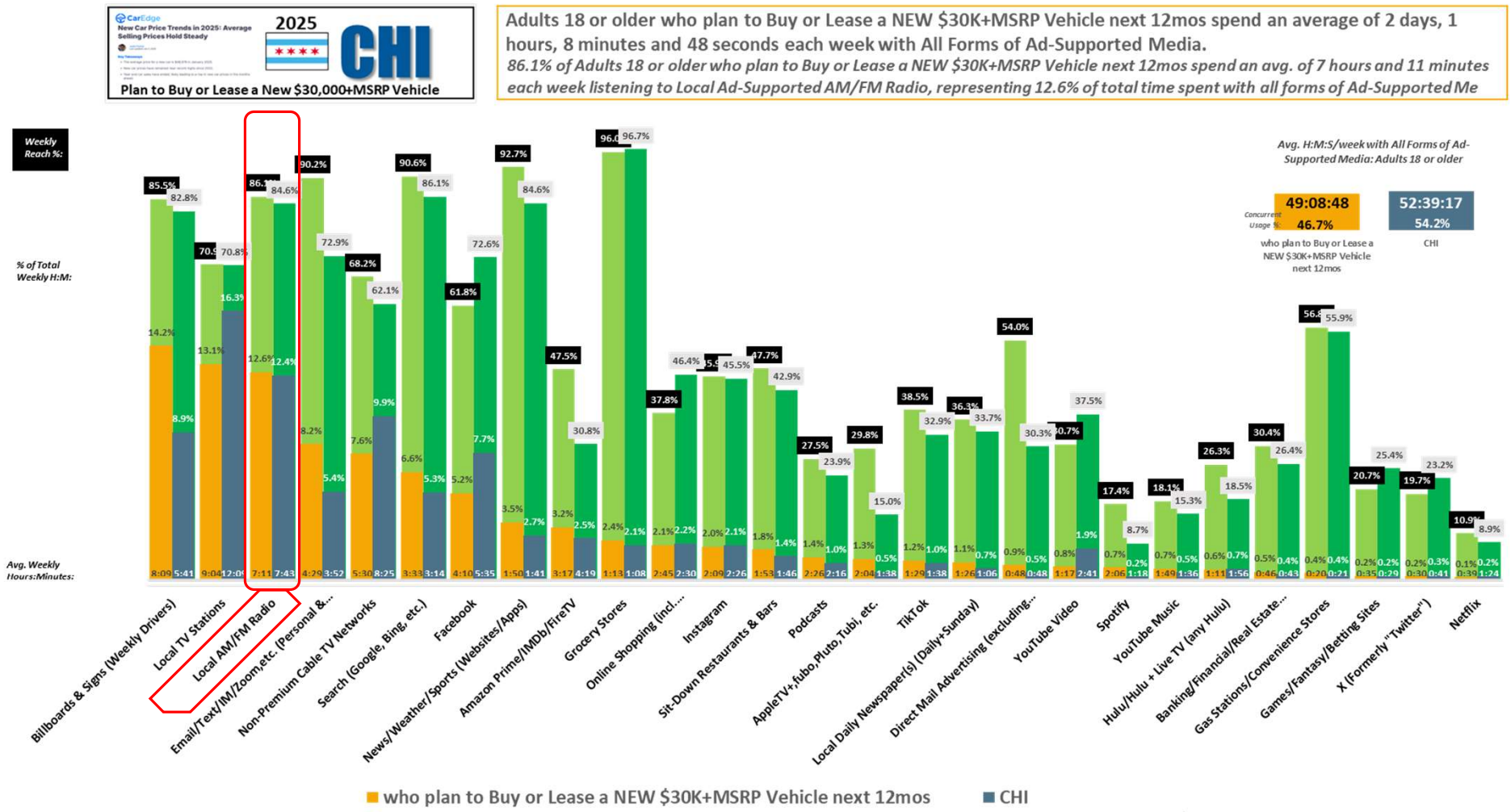


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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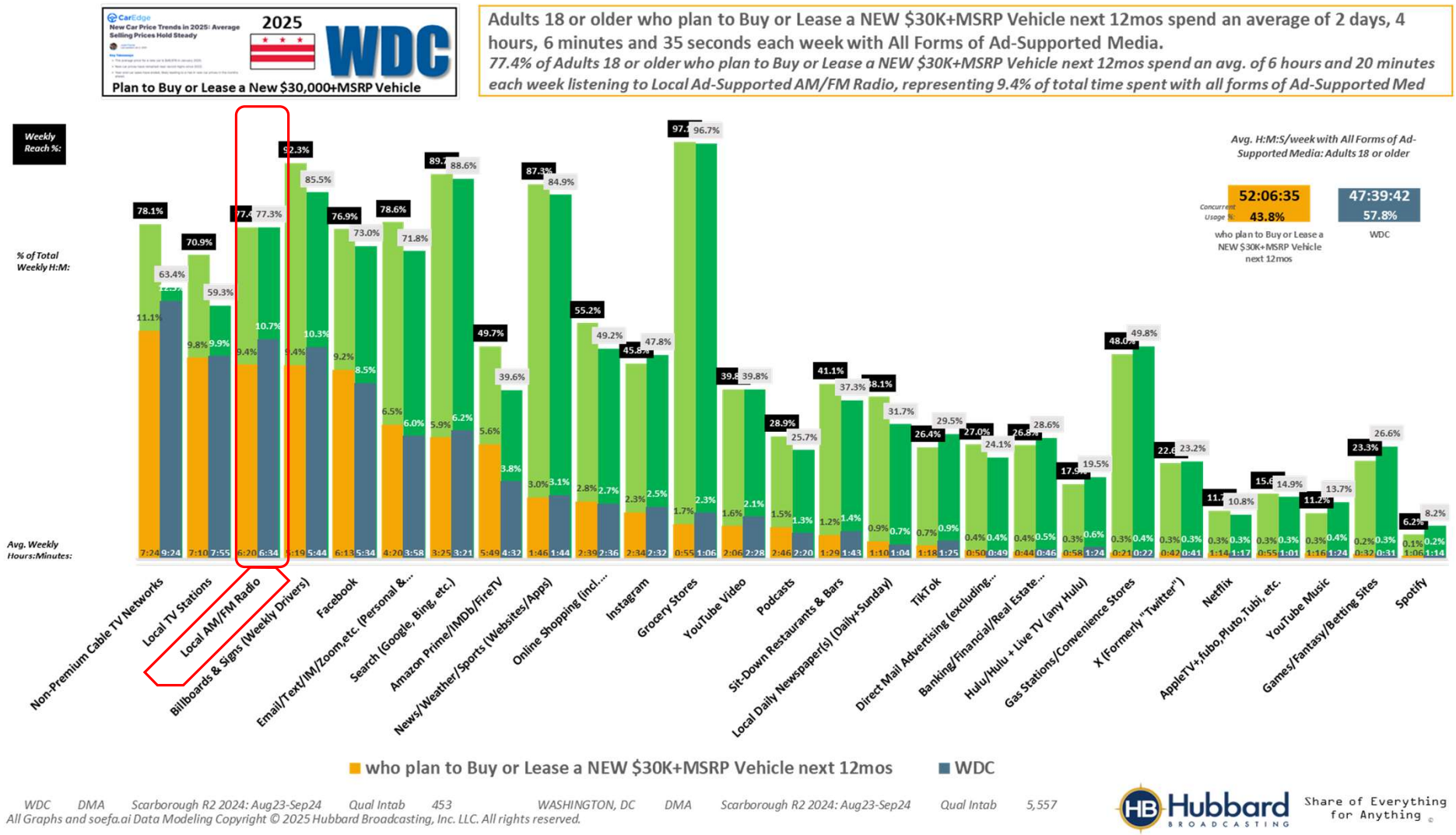


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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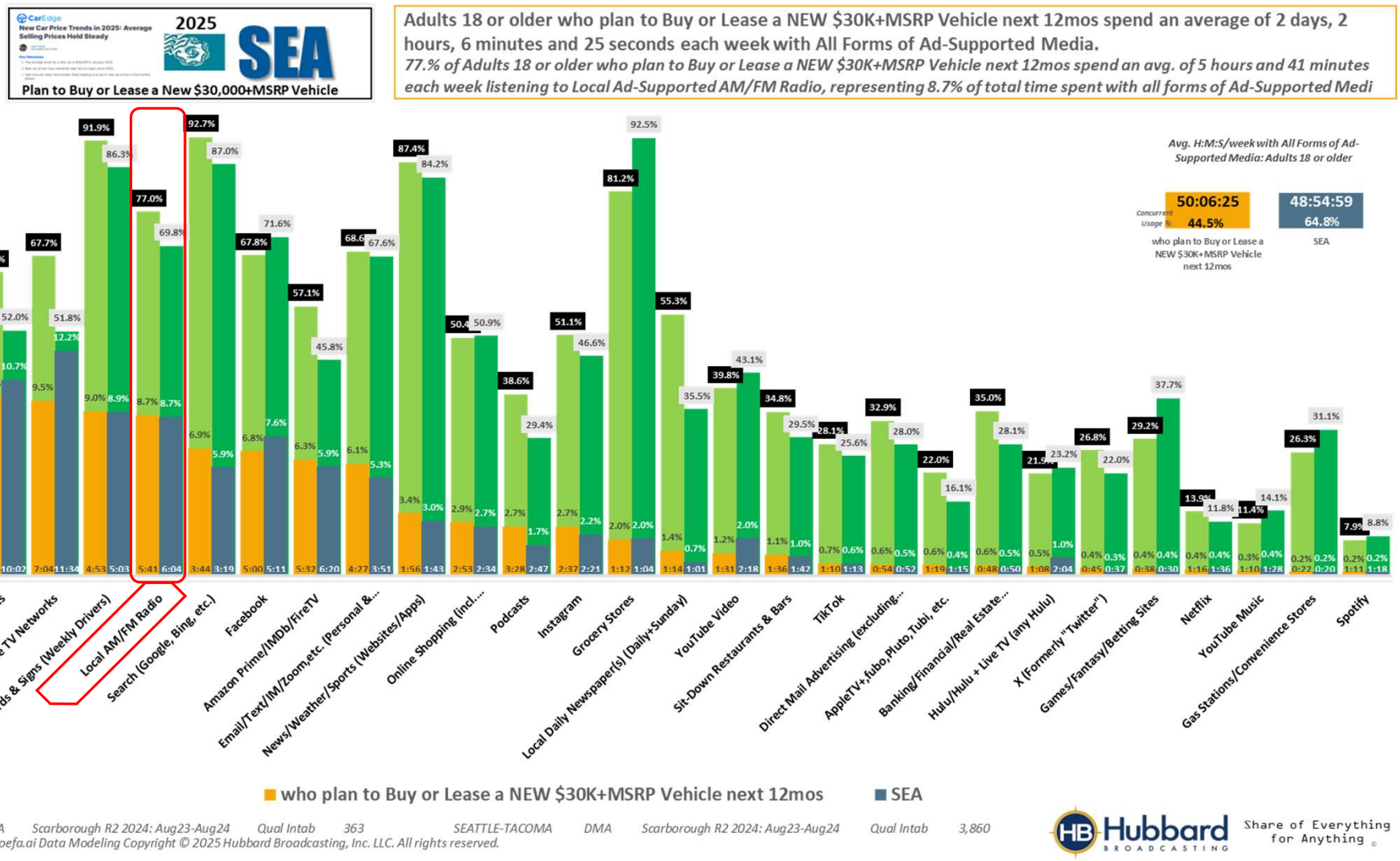


WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

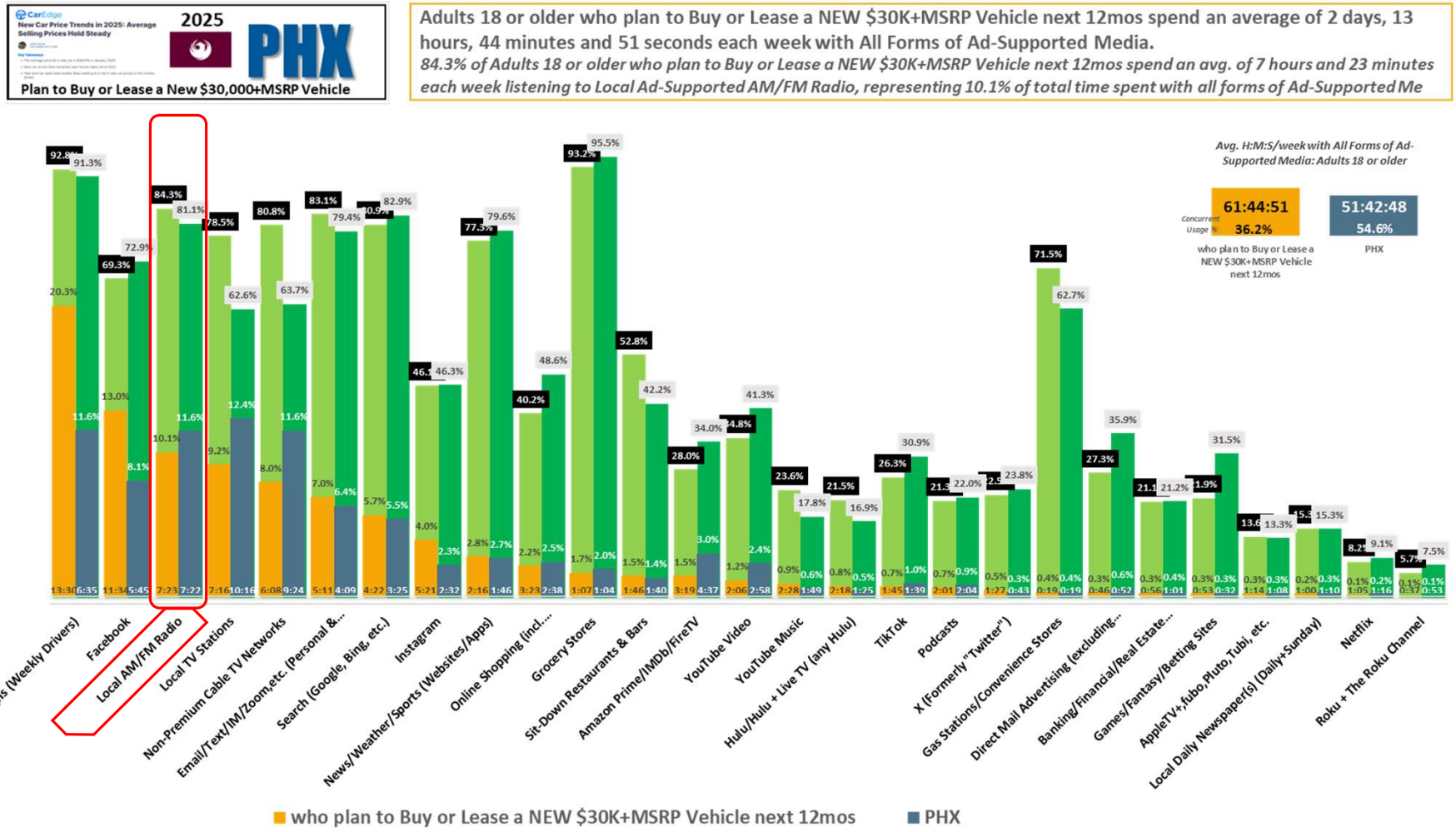
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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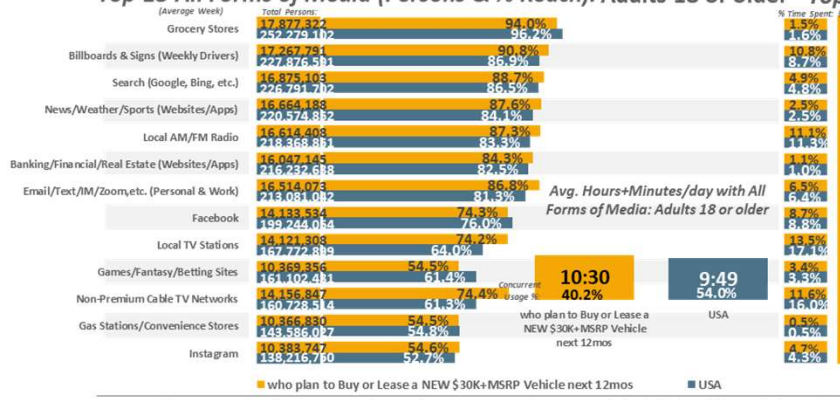
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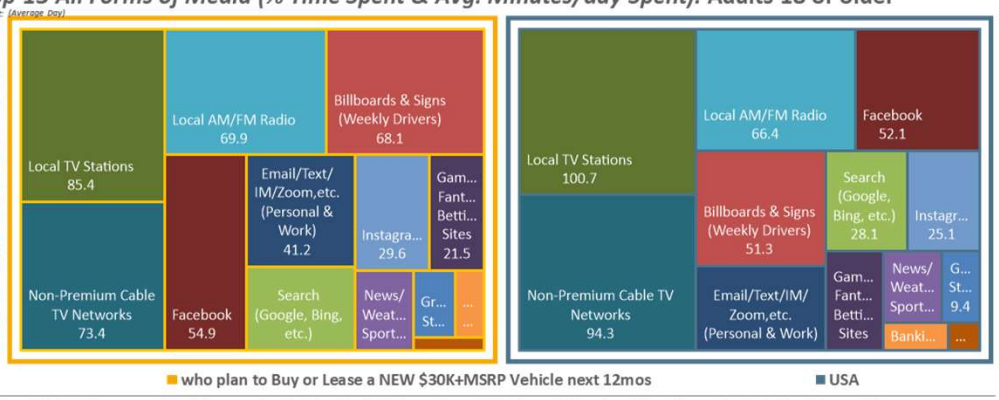


Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

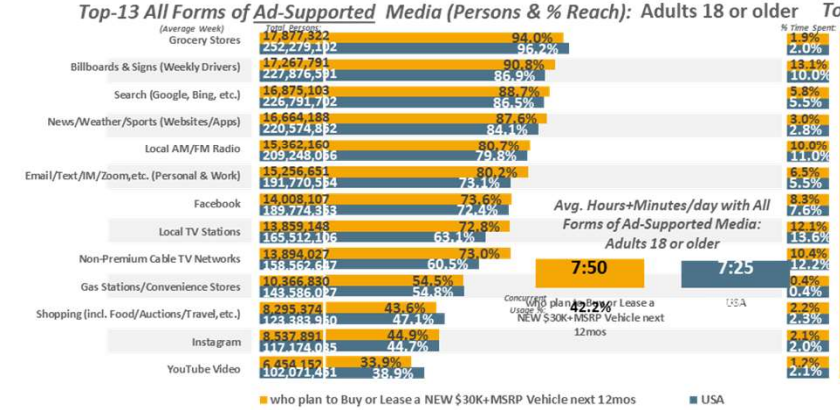
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



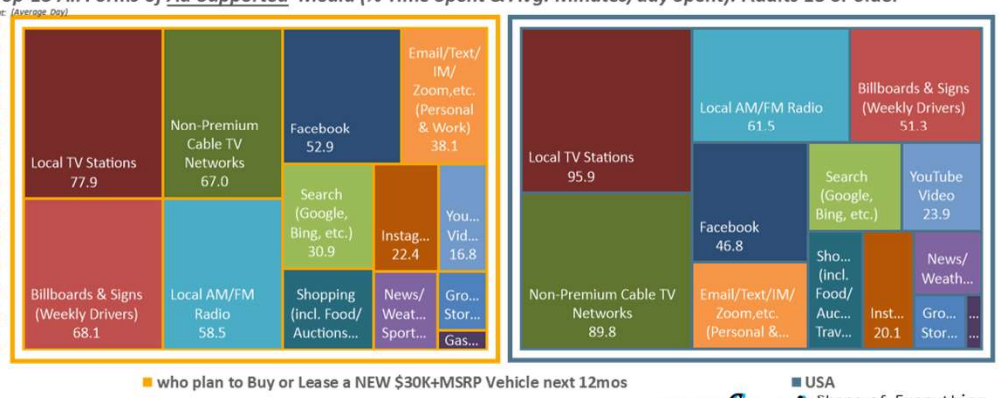
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

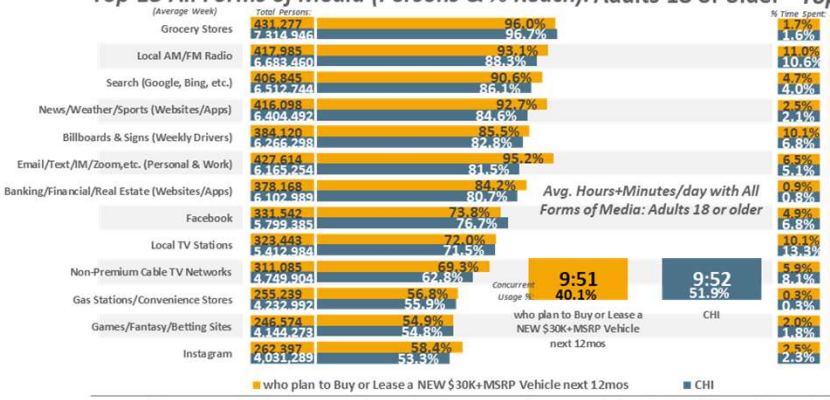
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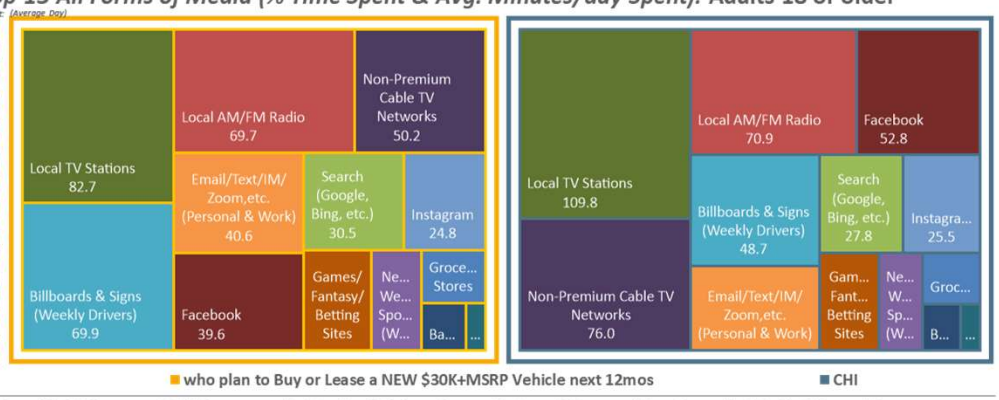
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



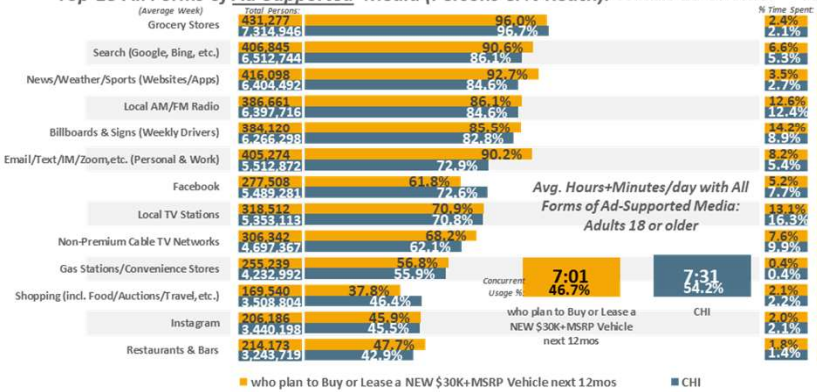
Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 61.6 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

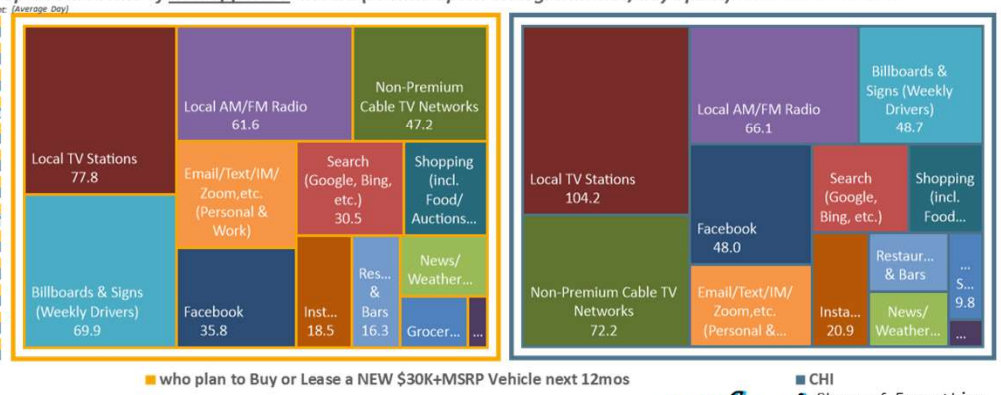
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older** ***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**





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



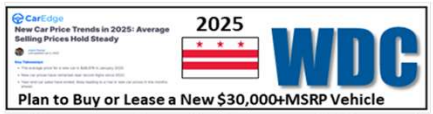


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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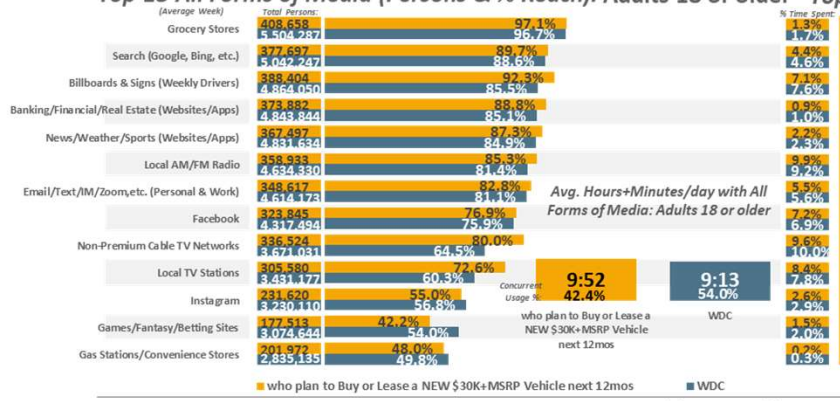
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

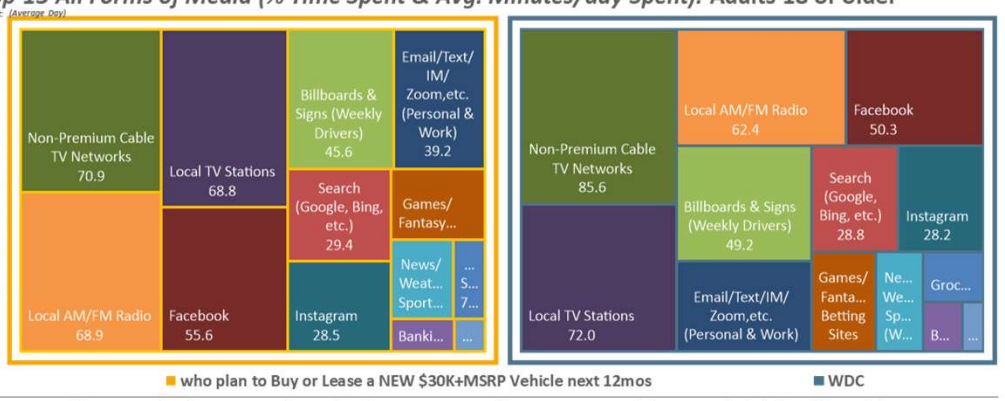


Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 54.4 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

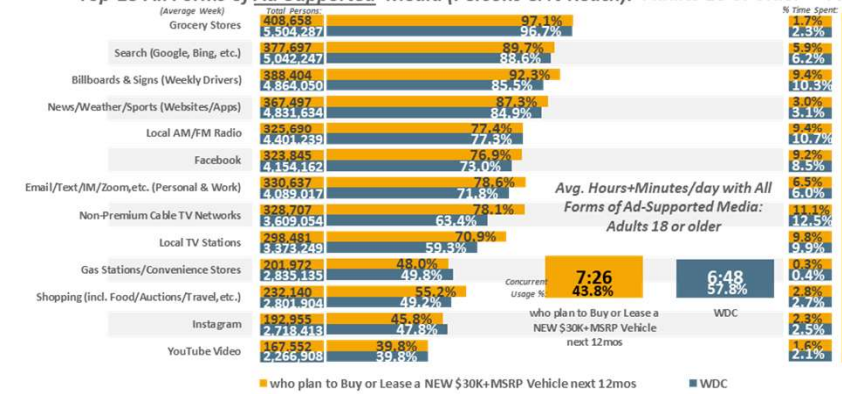
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



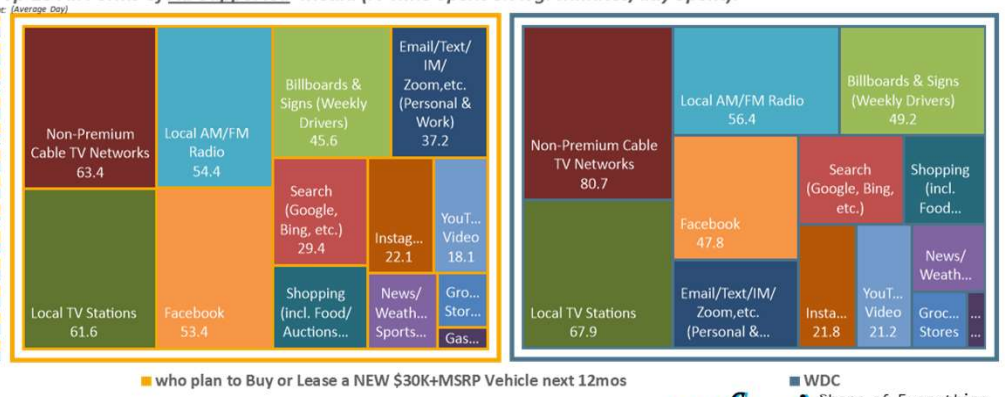
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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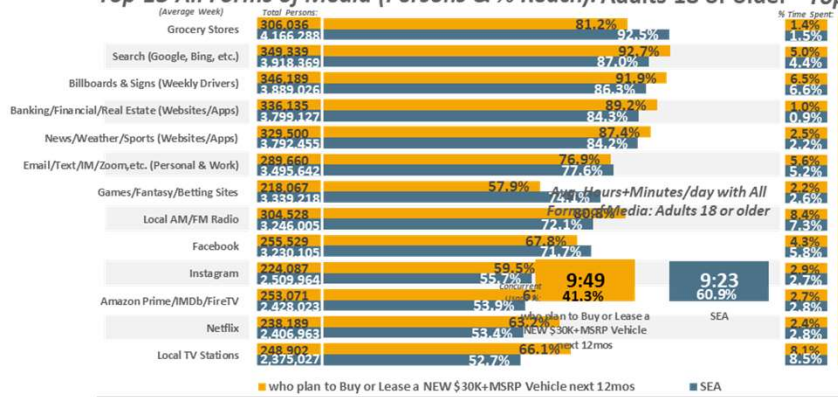
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

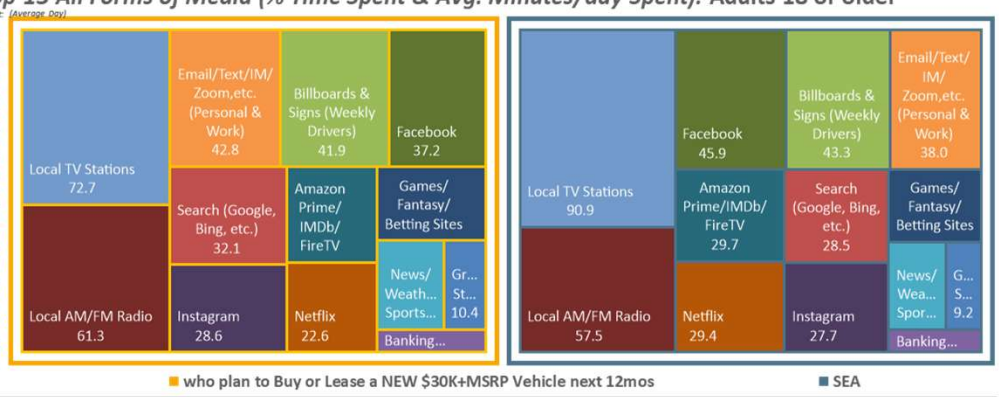


Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 77.% listen to Local AM/FM Radio for an avg. of 48.8 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

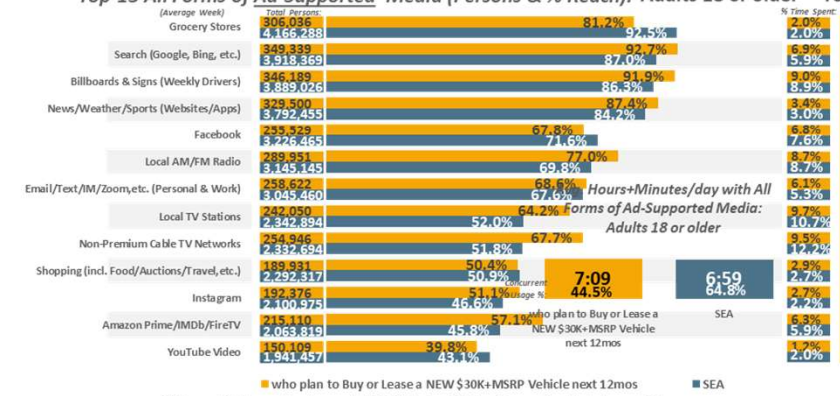
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



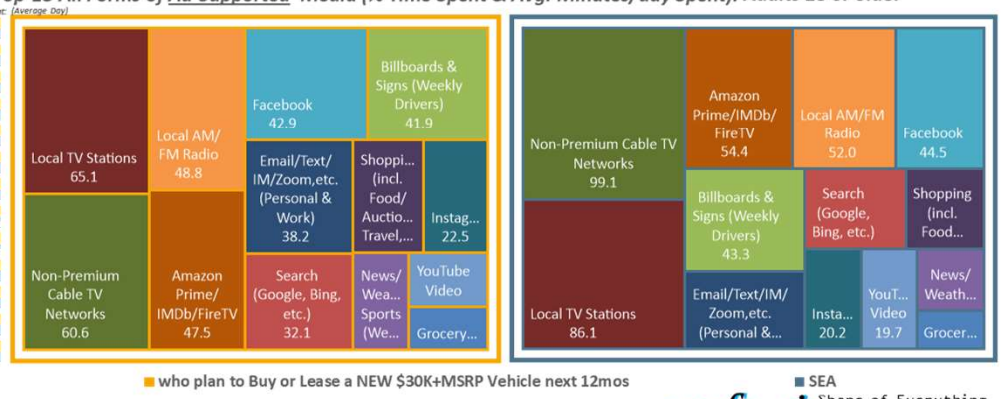
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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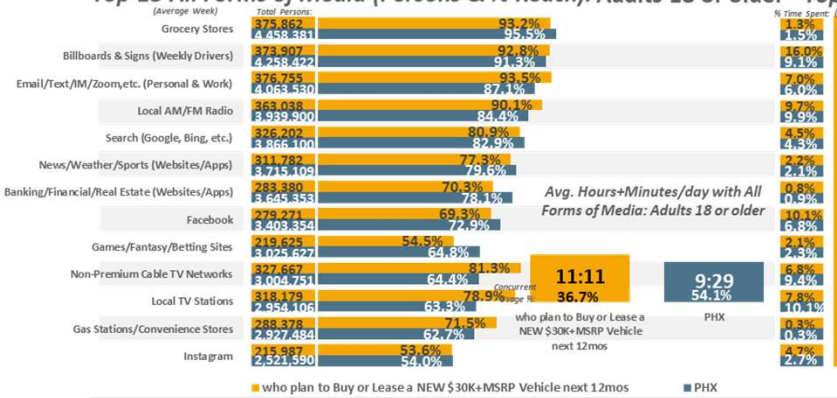
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

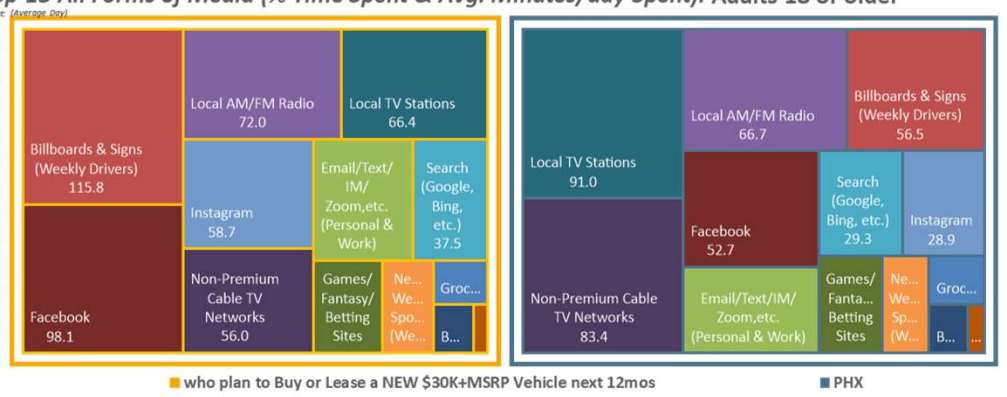


Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

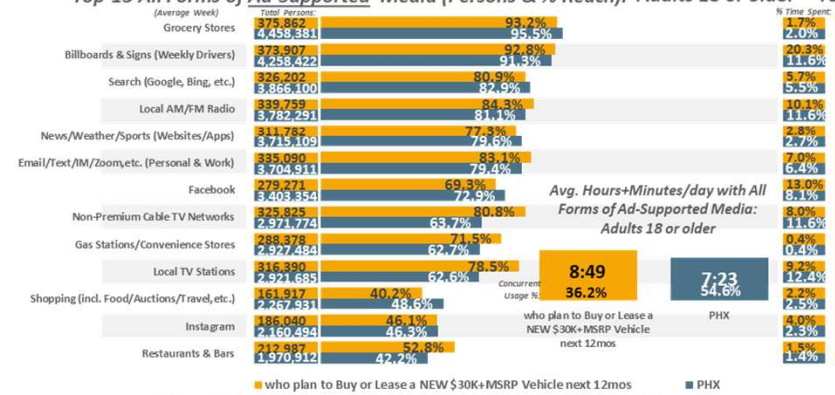
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



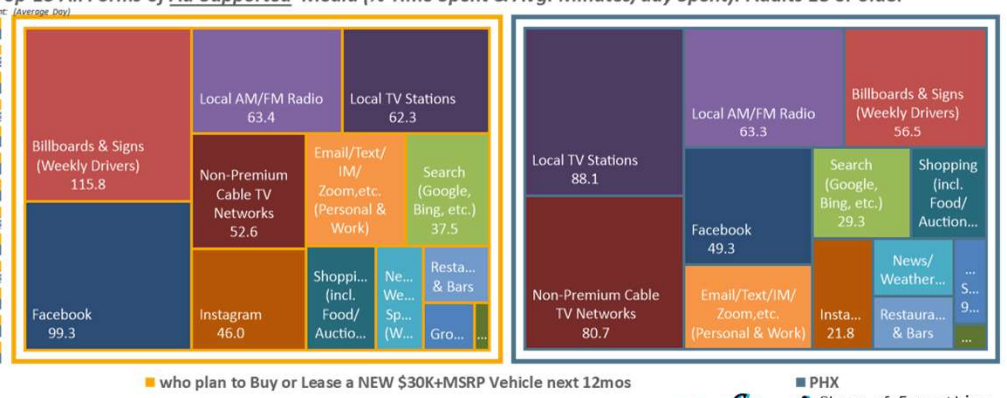
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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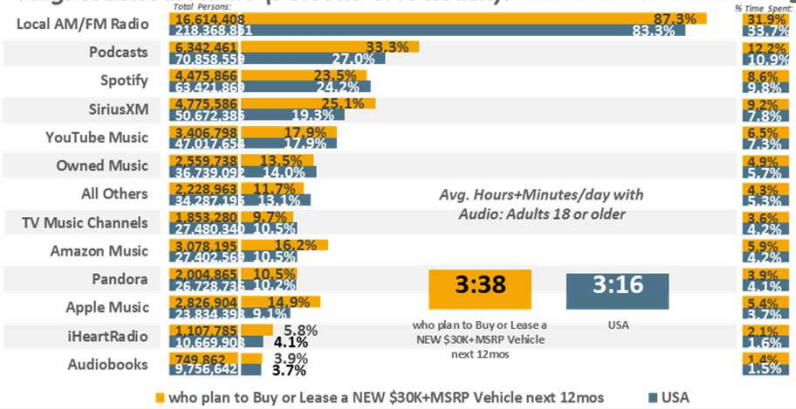
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

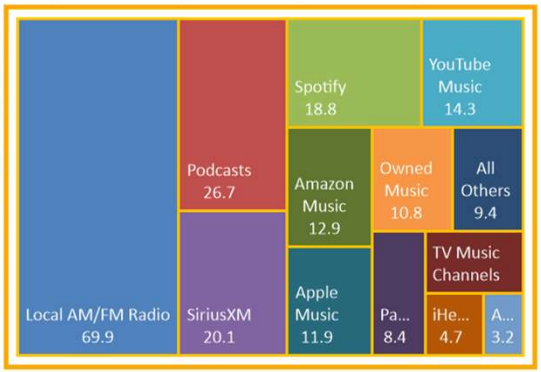


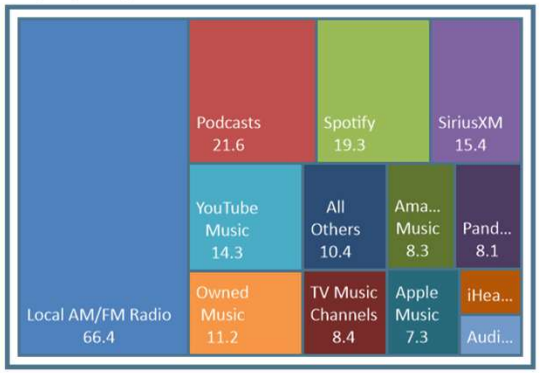
15,362,160 or 80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

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

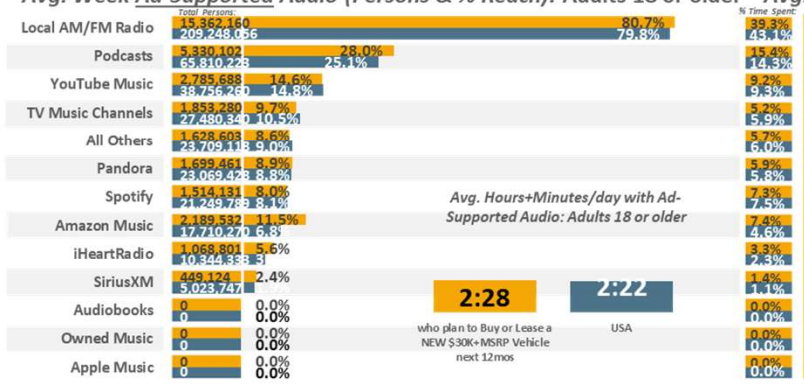


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

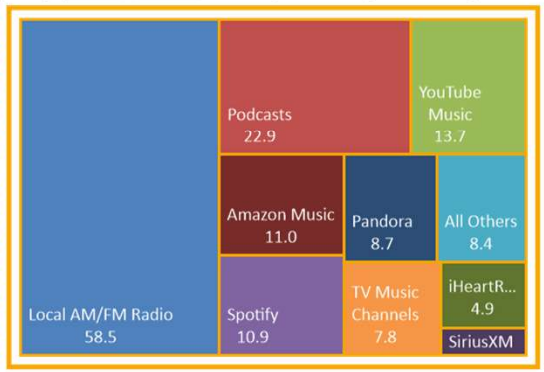


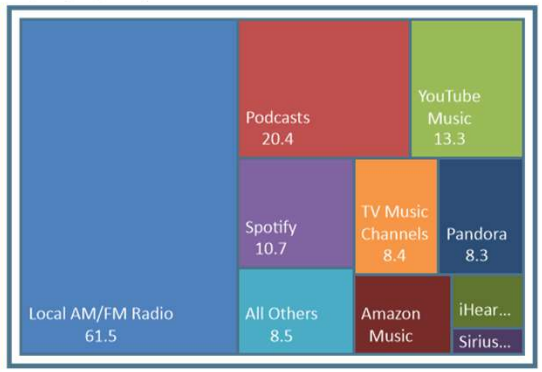


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

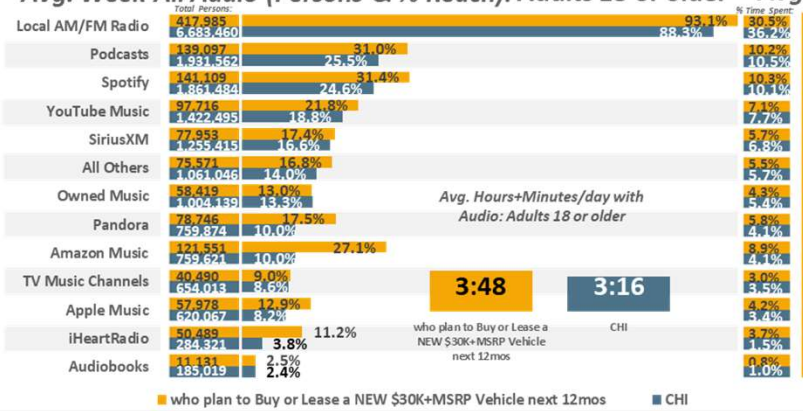
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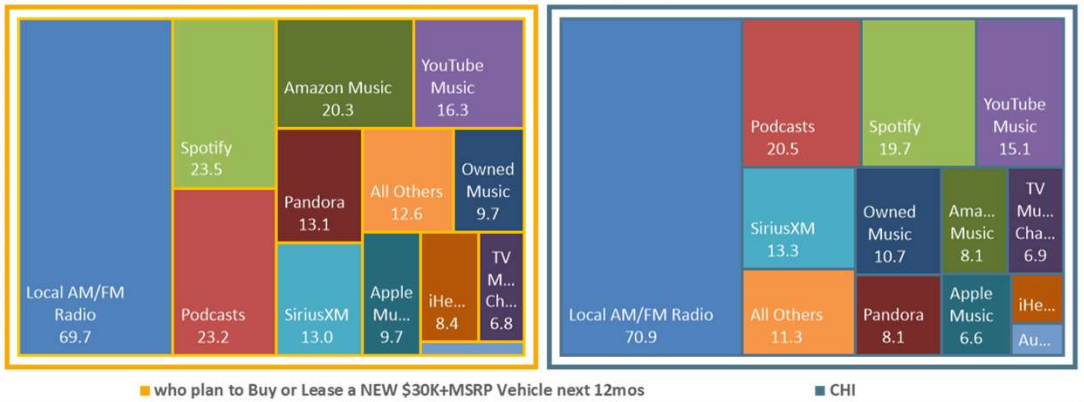


386,661 or 86.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.

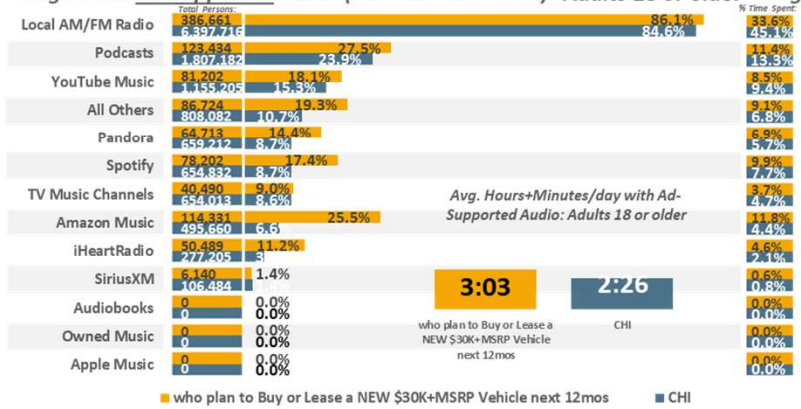
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



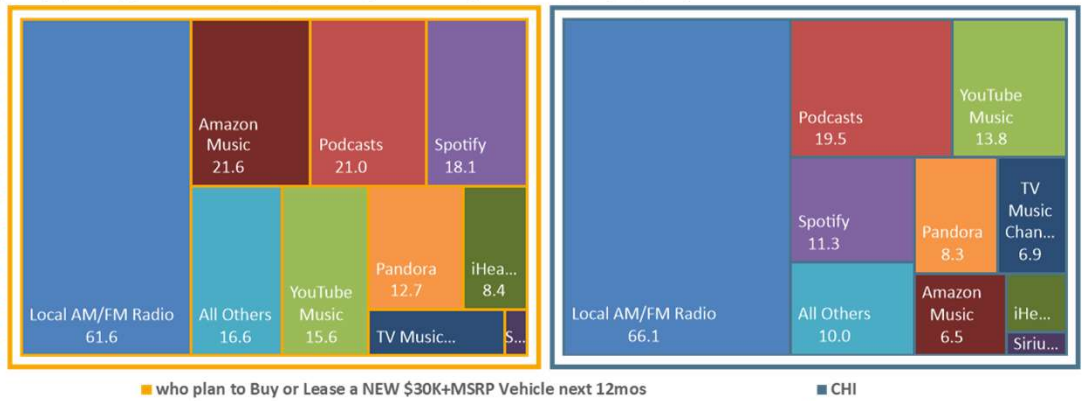
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

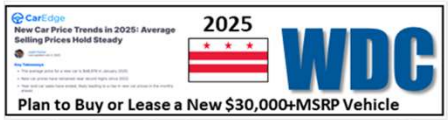


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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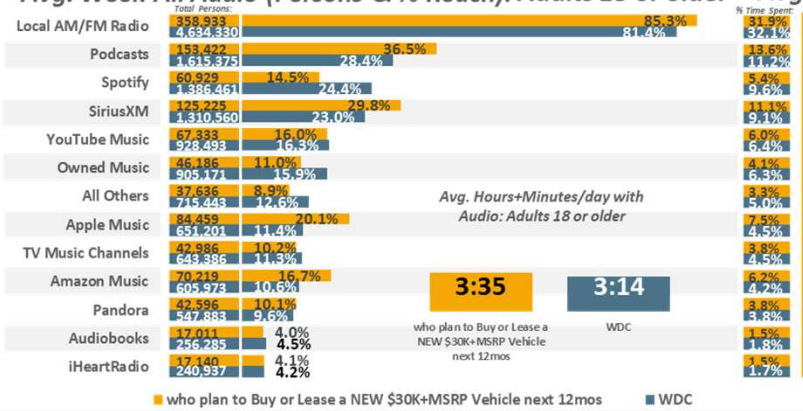
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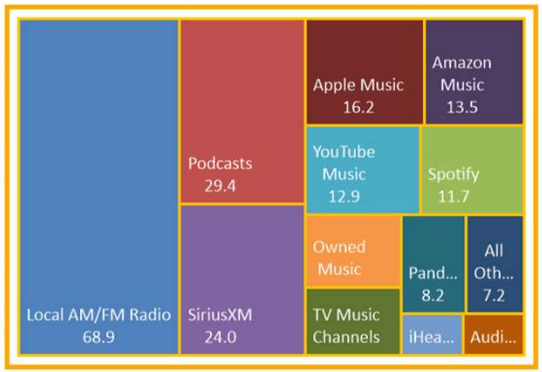


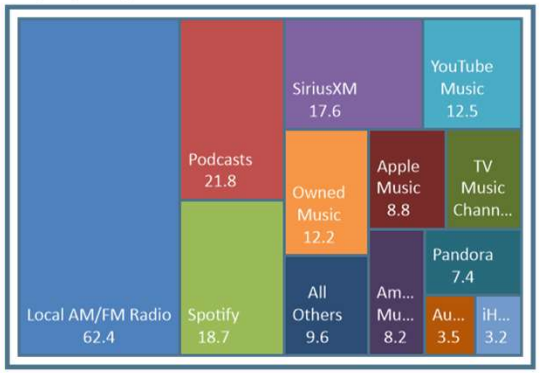
325,690 or 77.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

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

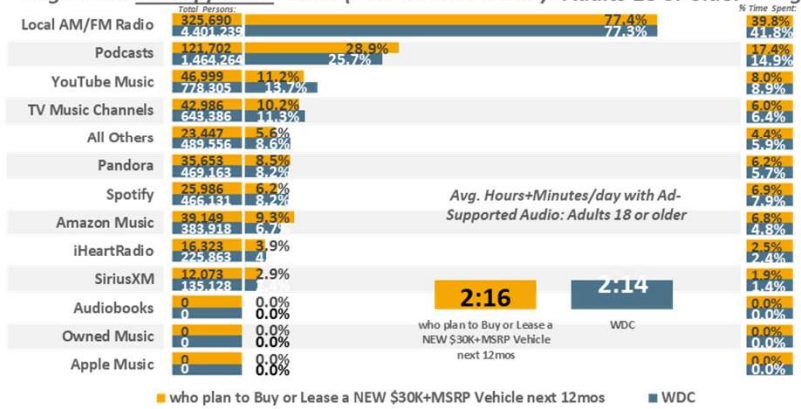


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

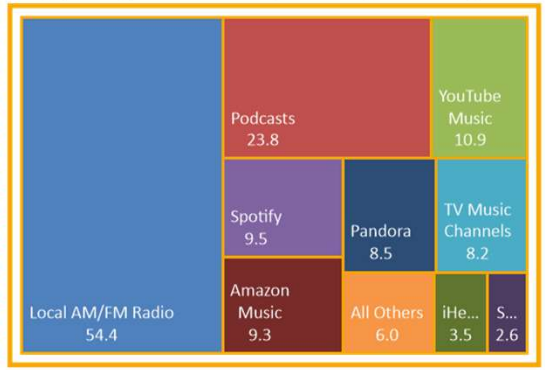


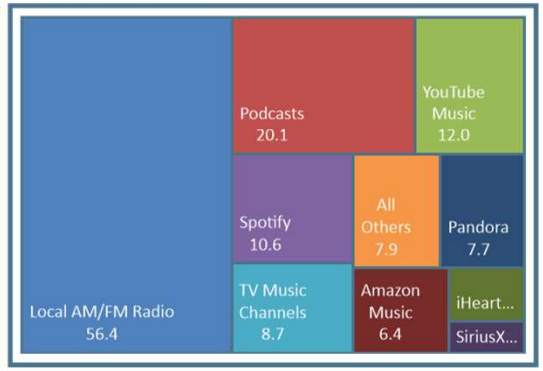


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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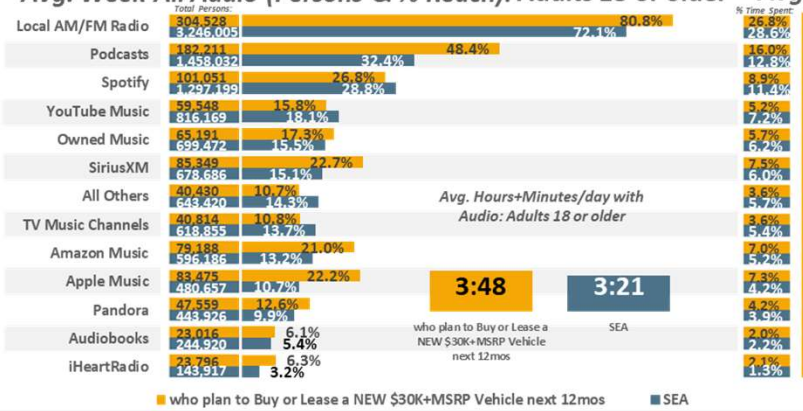
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

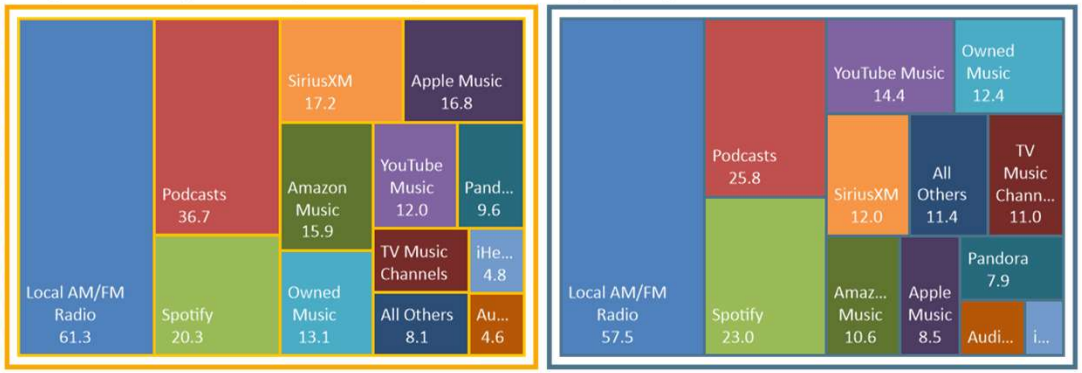


289,951 or 77.% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 48.8 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.

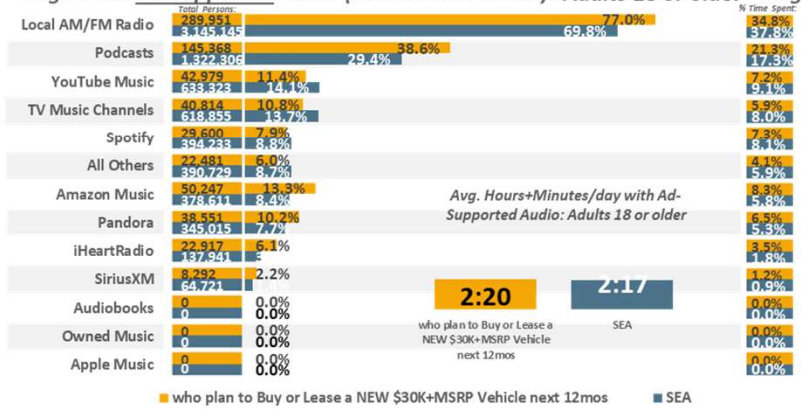
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



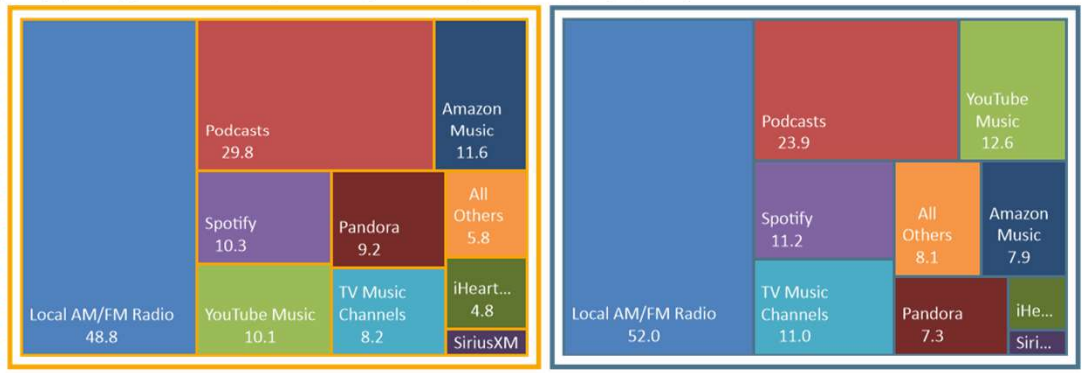
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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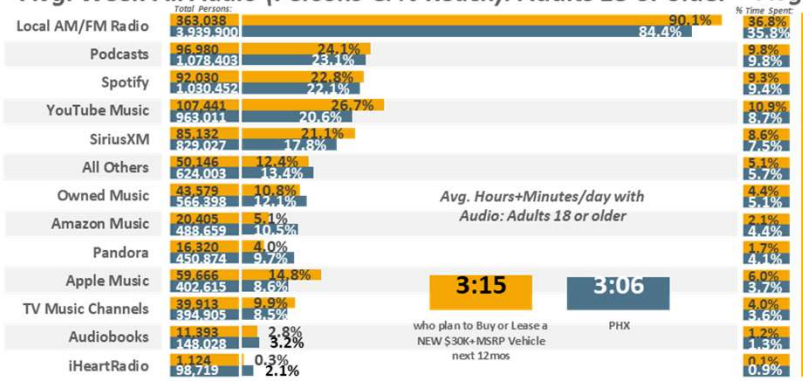
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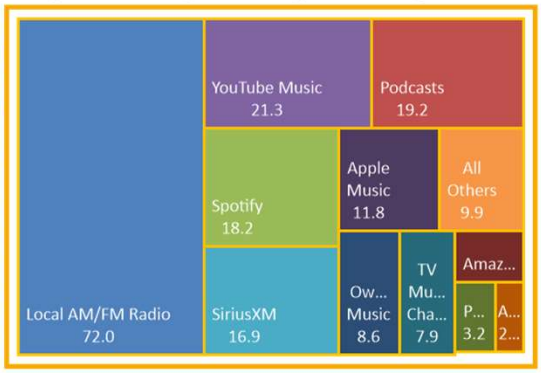
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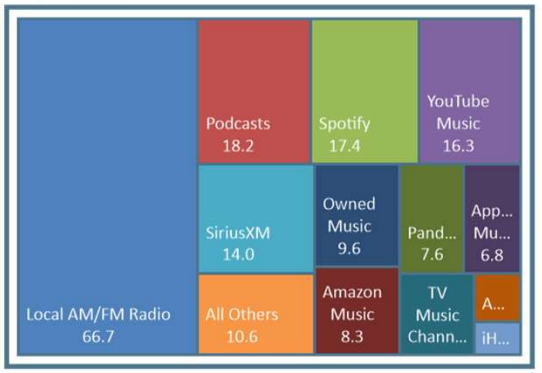


339,759 or 84.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.

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

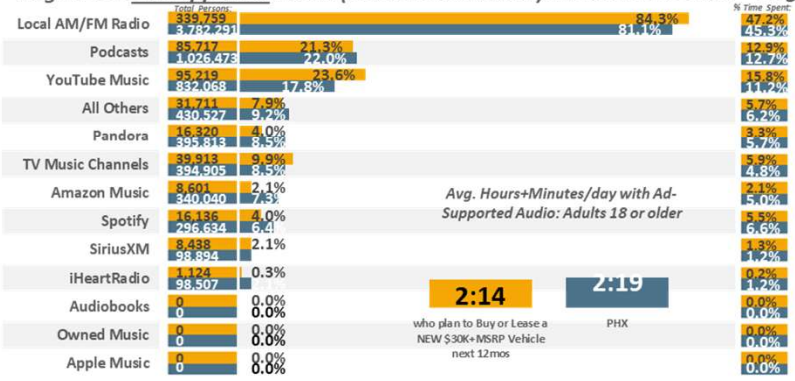


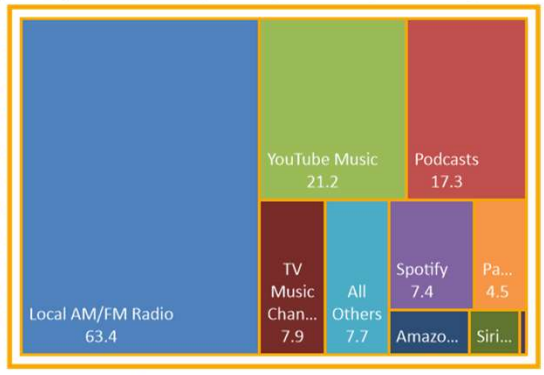


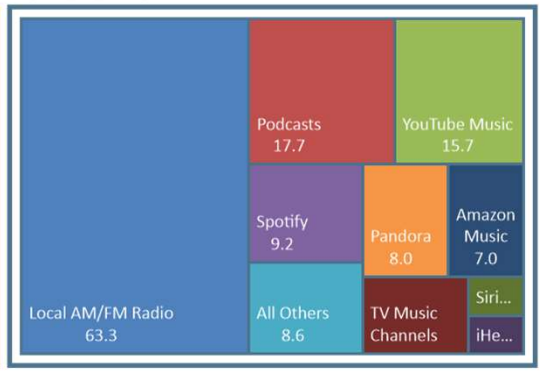


who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos ■ PHX

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







who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos ■ PHX

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

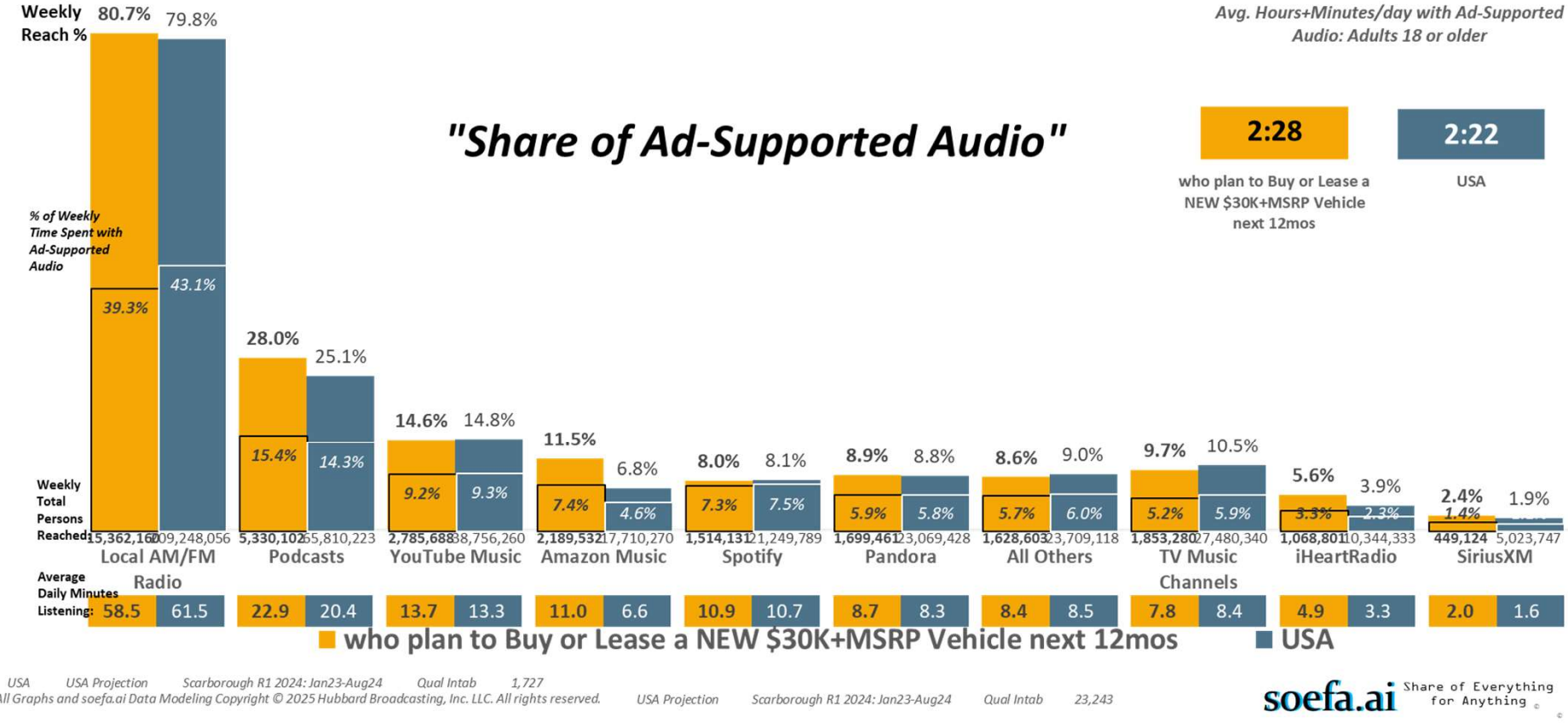
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15,362,160 or 80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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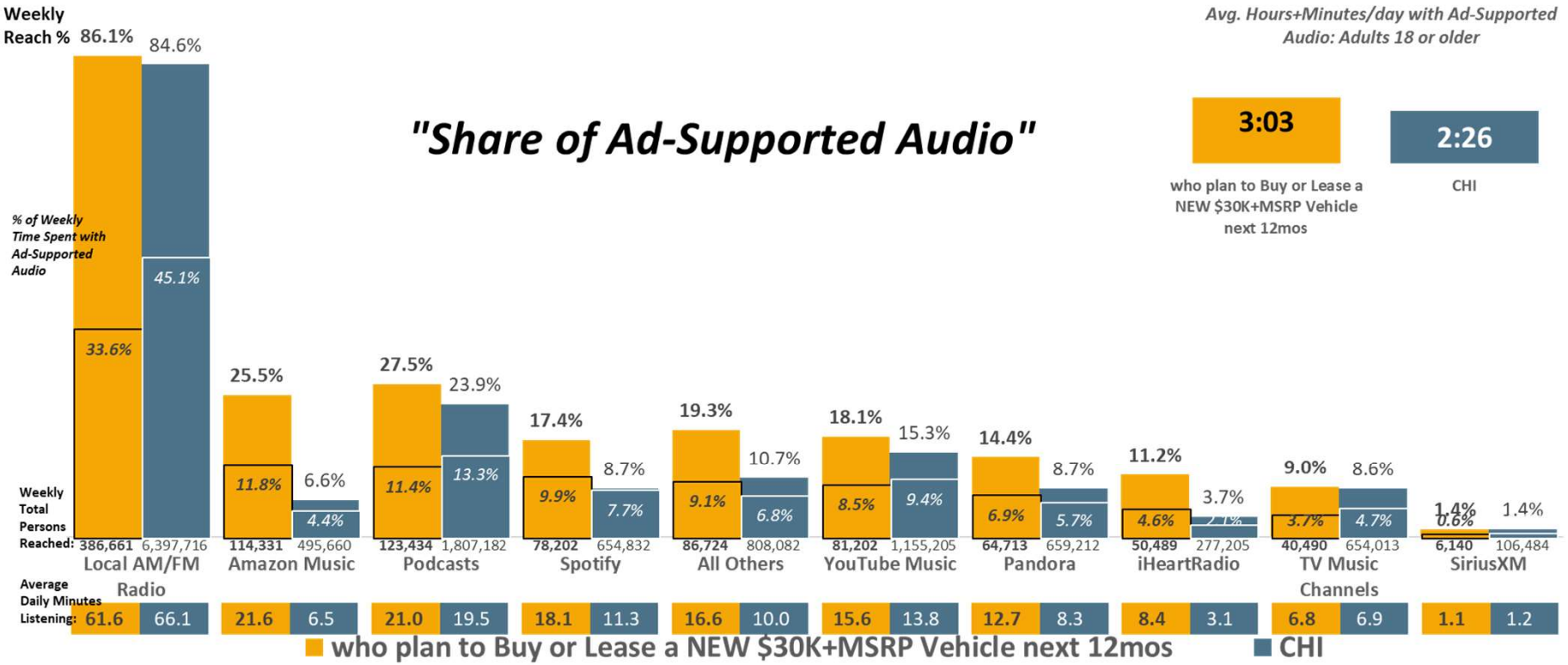
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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386,661 or 86.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.

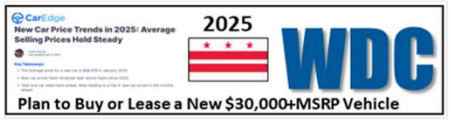


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

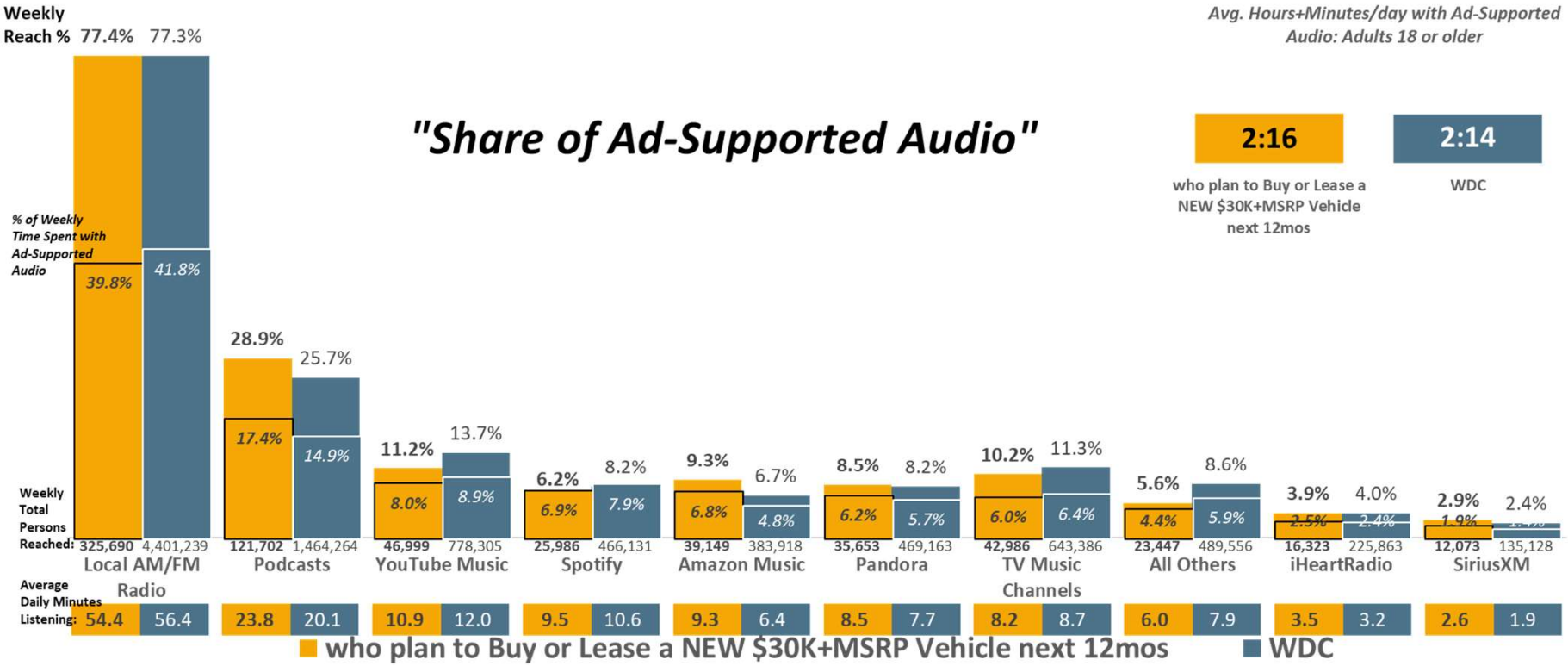
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325,690 or 77.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

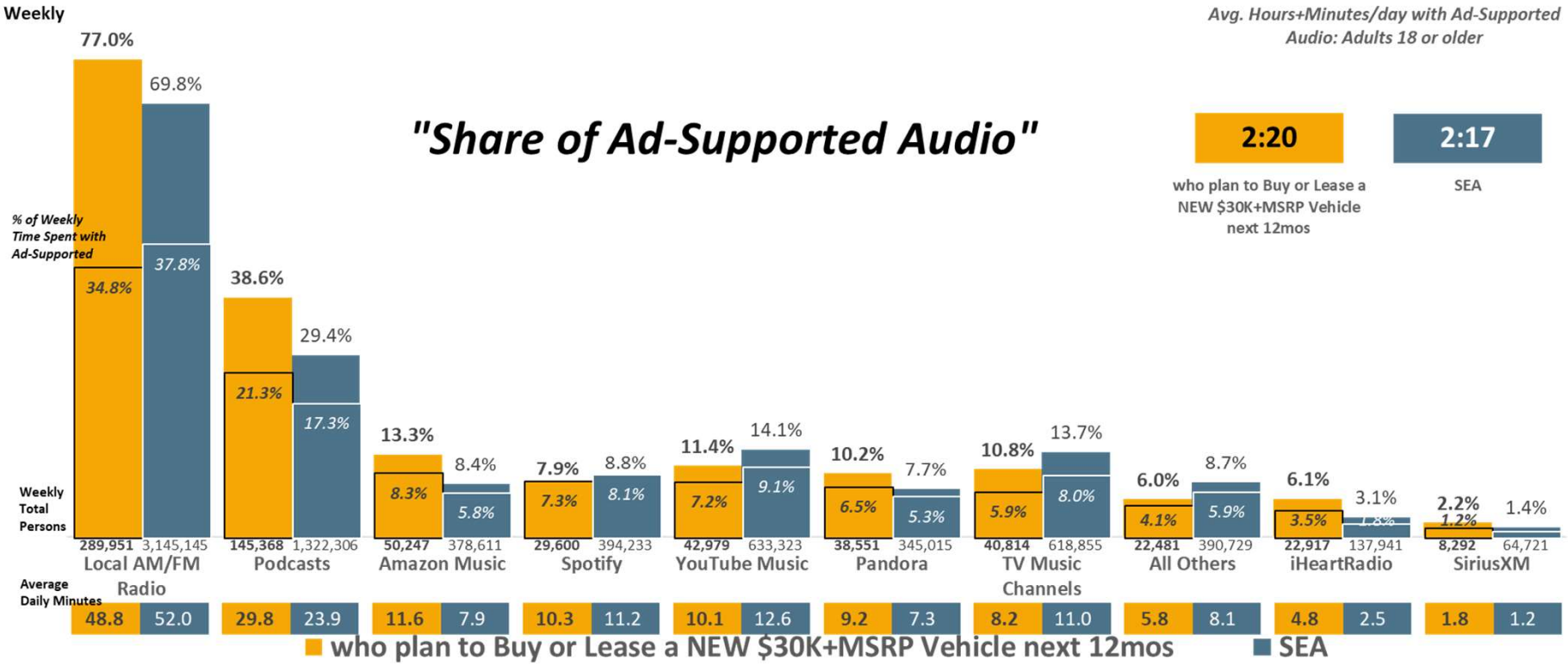
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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

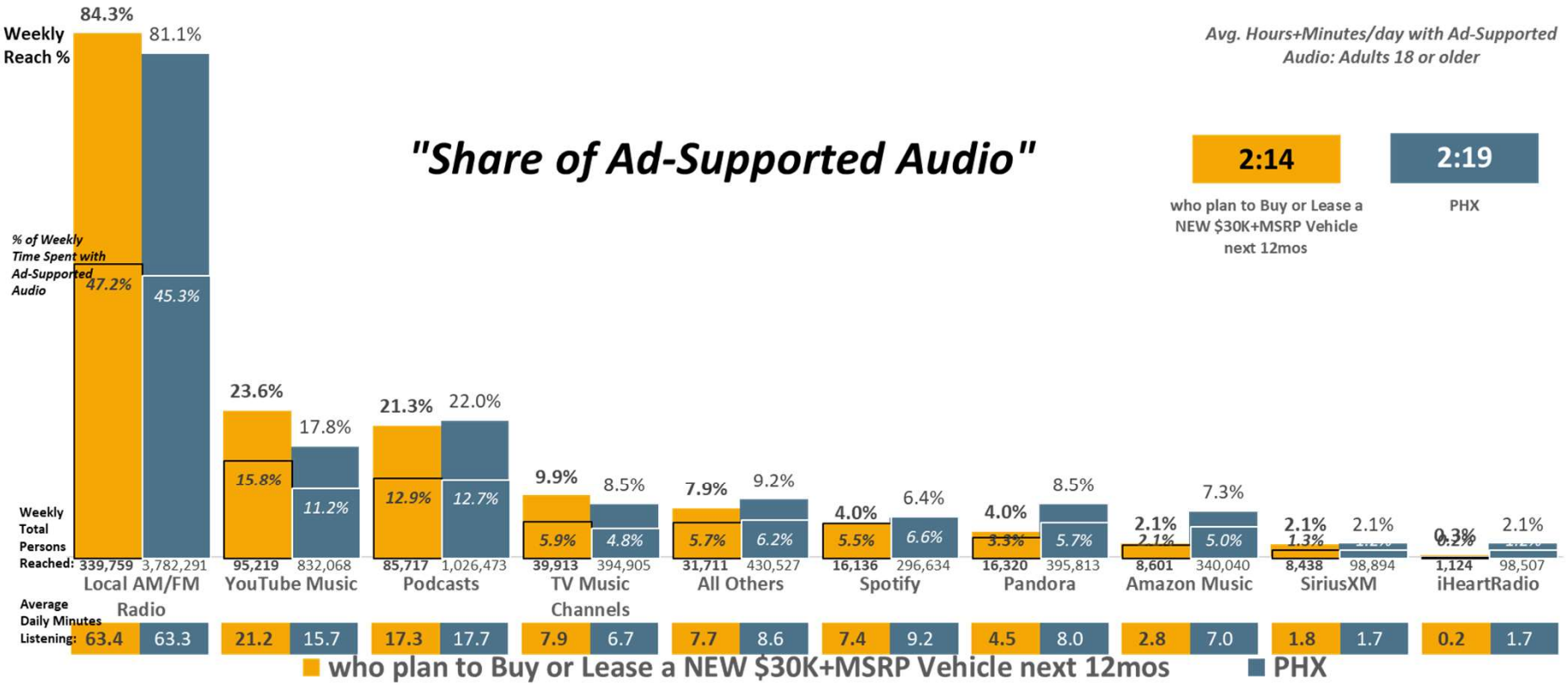
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339,759 or 84.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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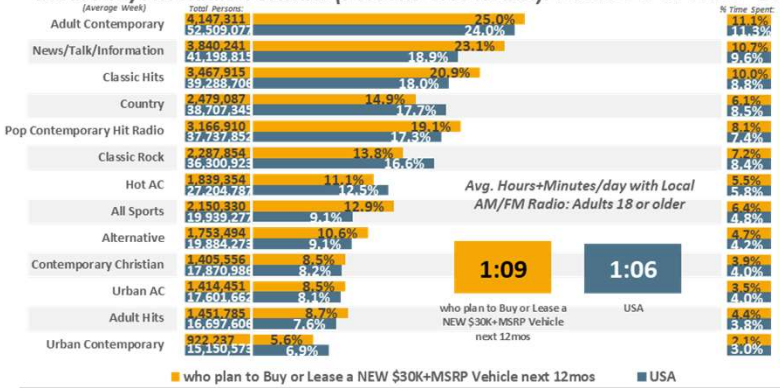
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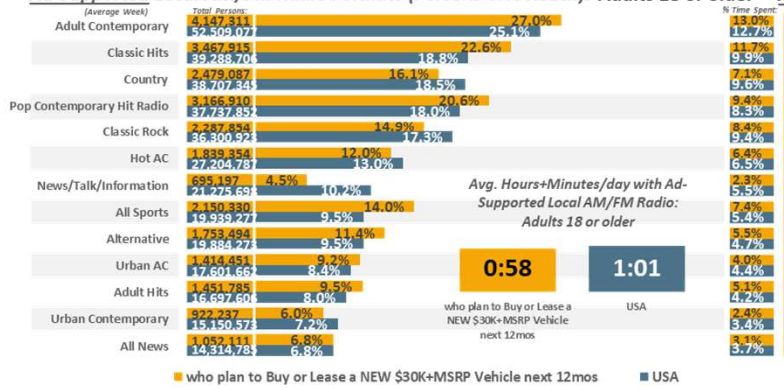
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



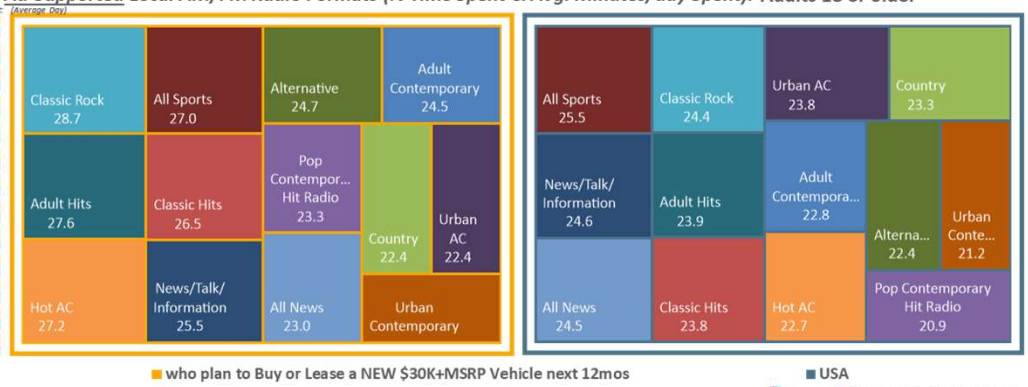
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Aug24* *Qual Intab* *1,727*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

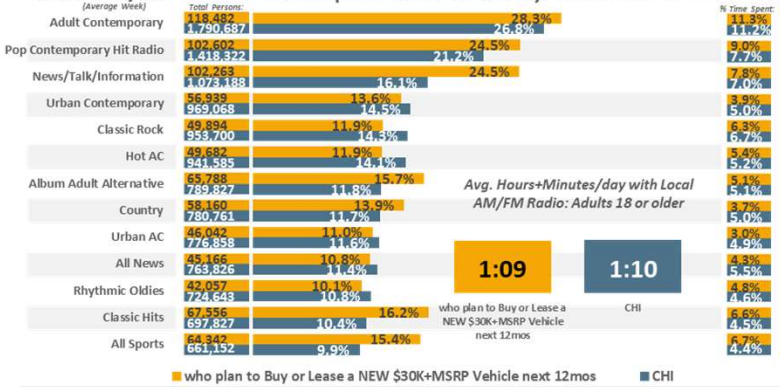
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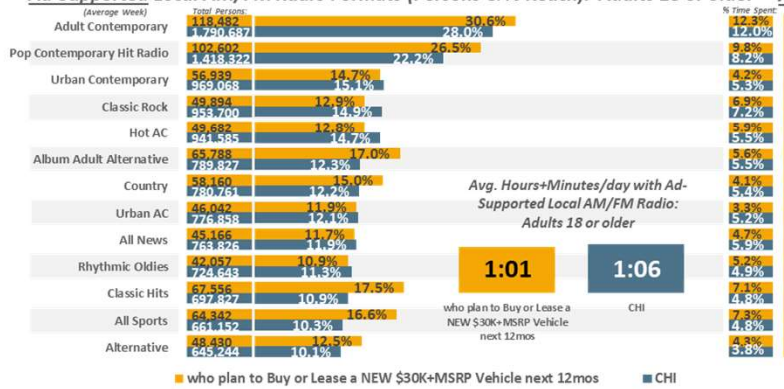
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



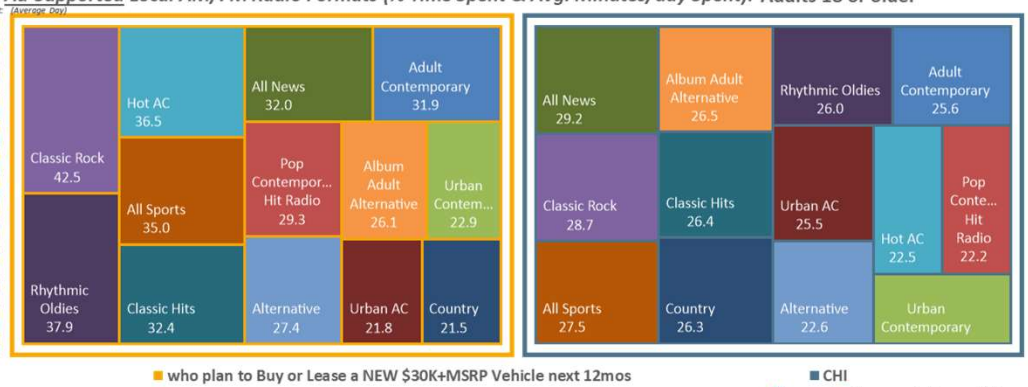
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

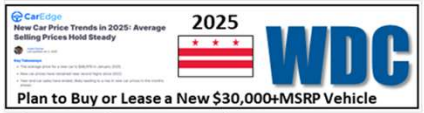


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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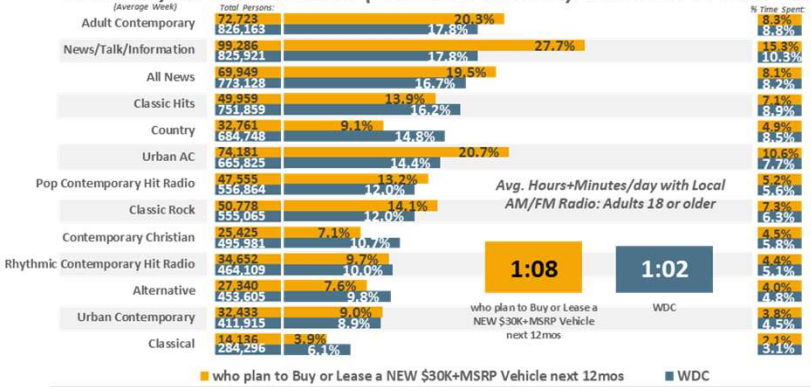
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325,690 or 77.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, All News, Classic Rock, and Classic Hits.

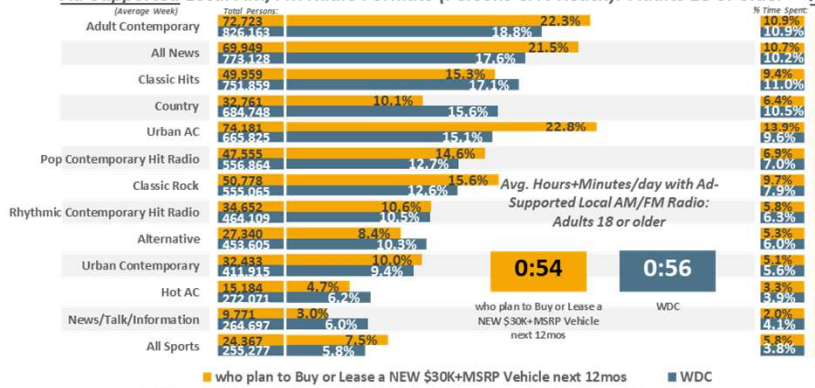
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



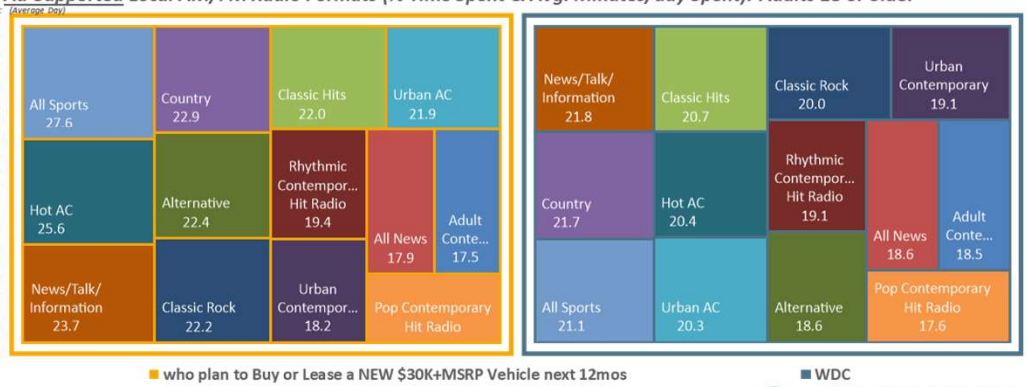
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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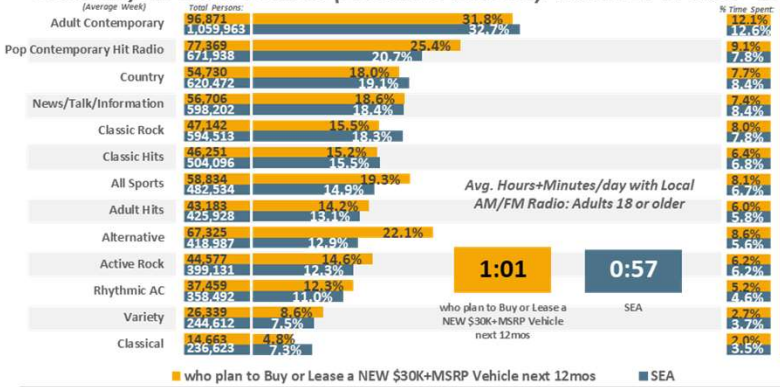
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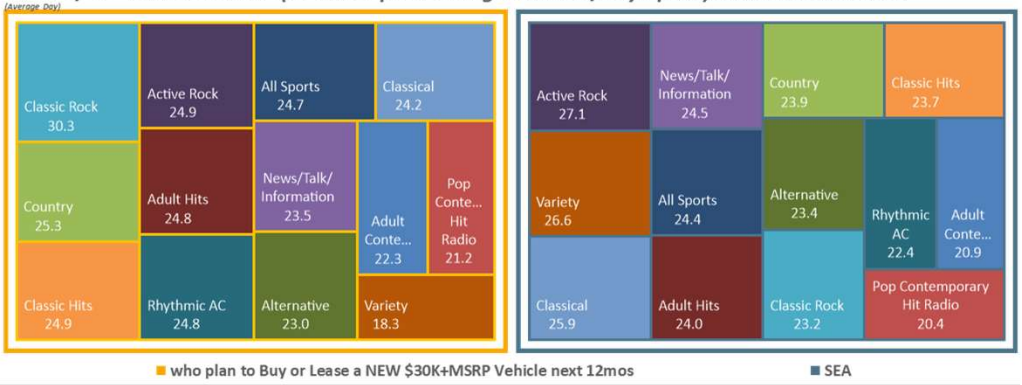


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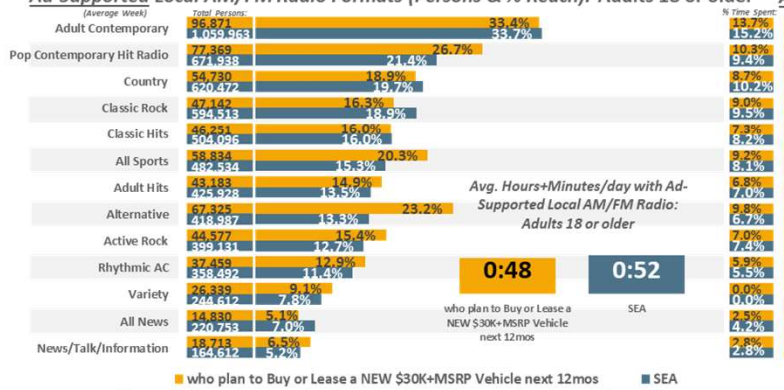
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



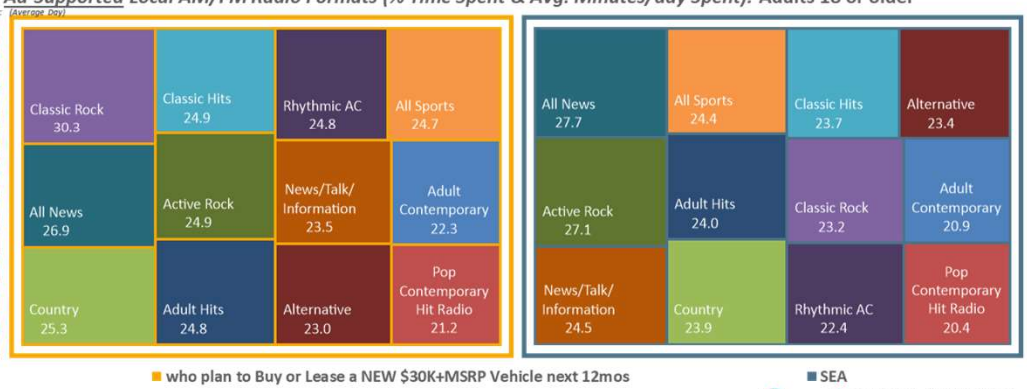
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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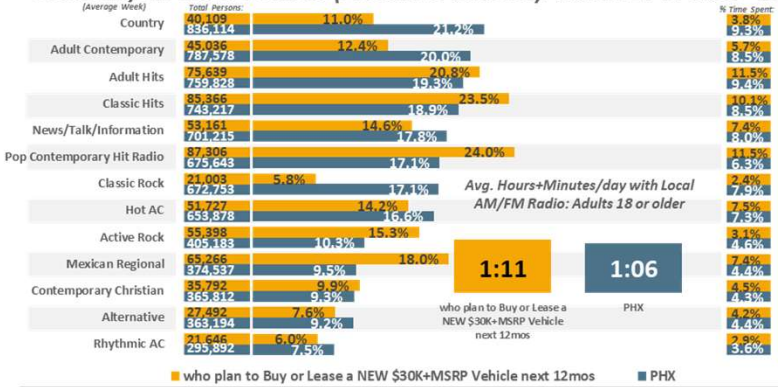
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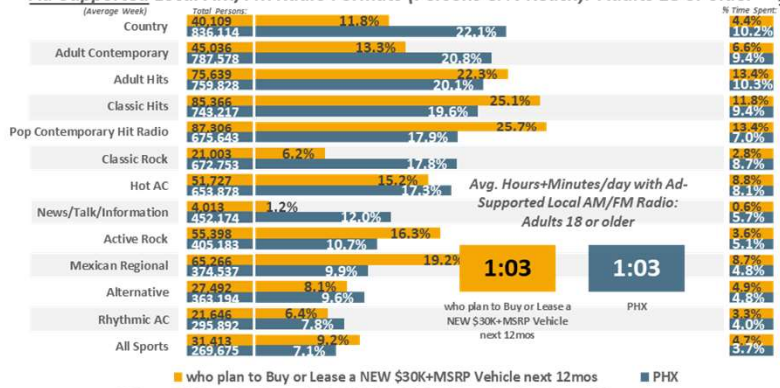
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



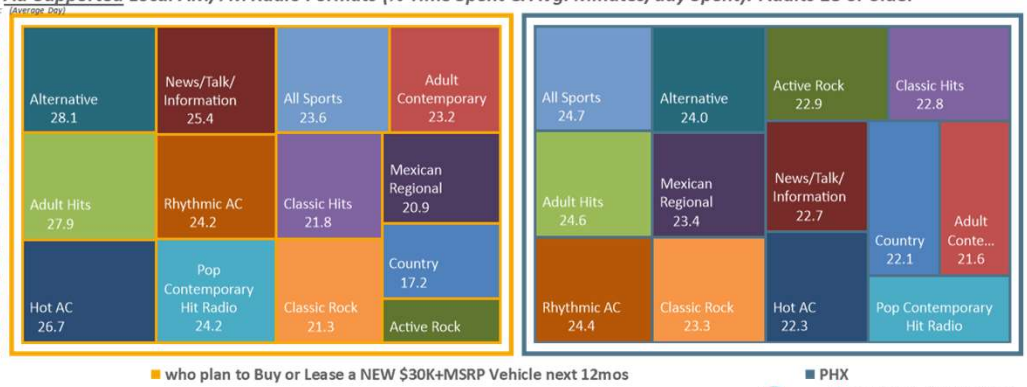
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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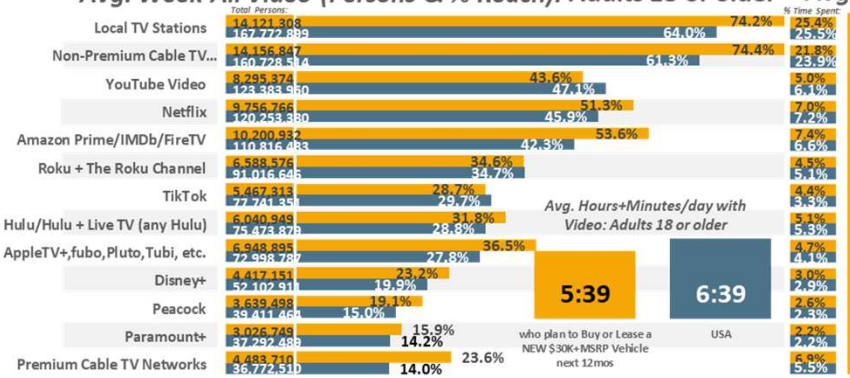
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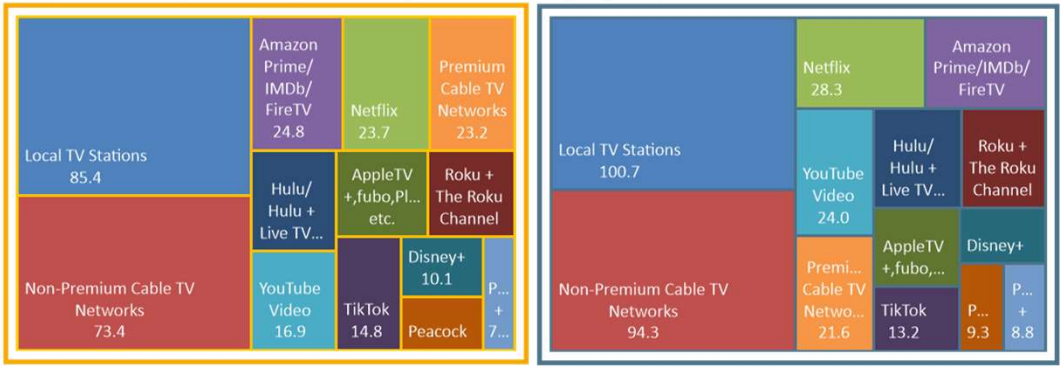


13,859,148 or 72.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 77.9 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

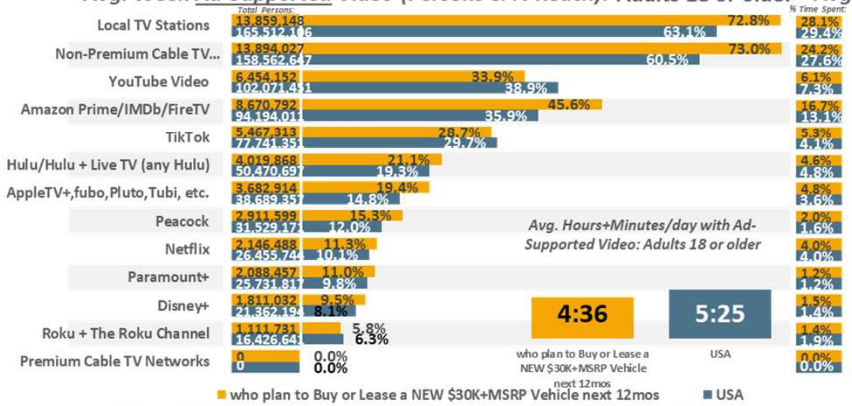
Avg. Week All Video (Persons & % Reach): Adults 18 or older



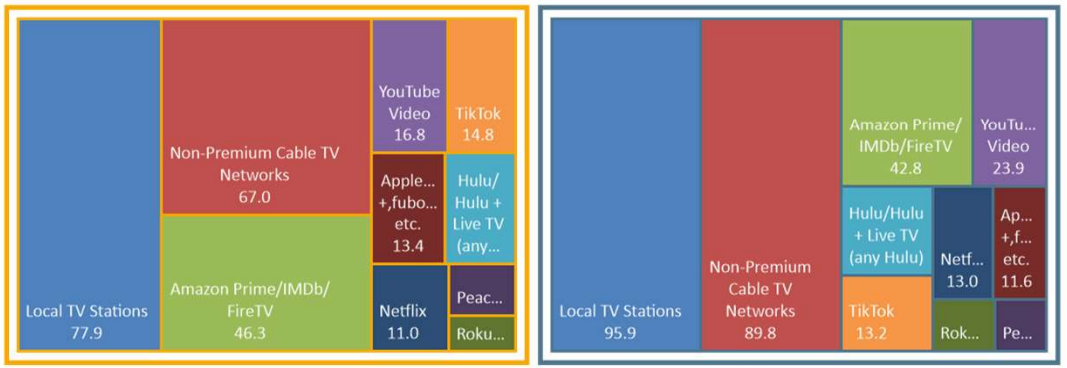
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

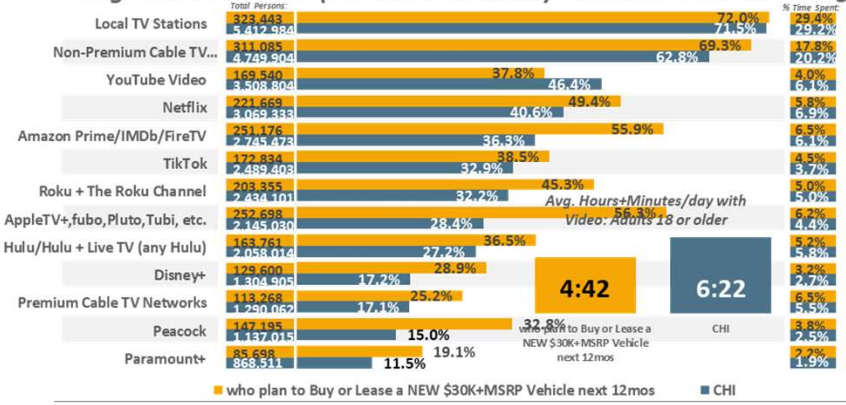
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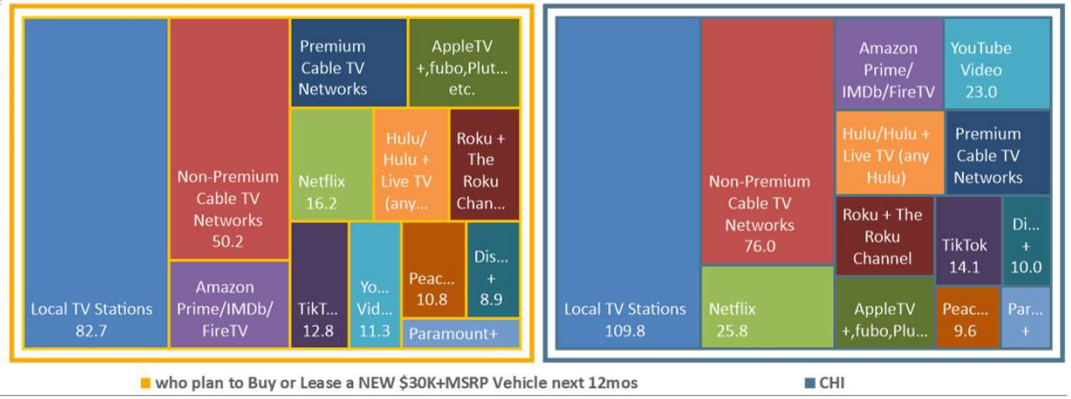


318,512 or 70.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 77.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

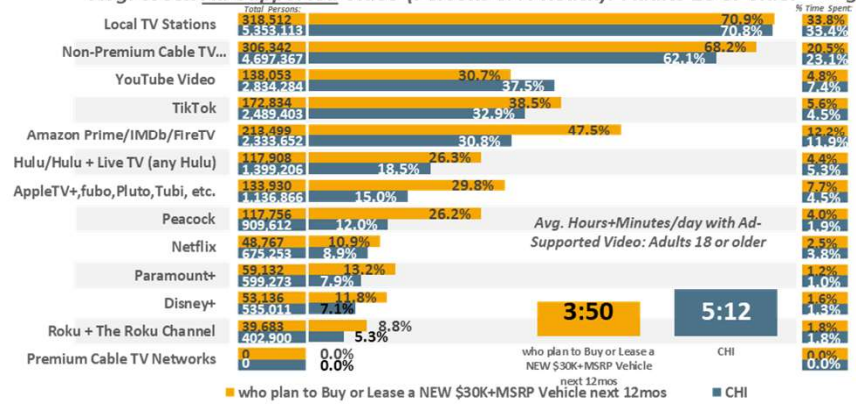
Avg. Week All Video (Persons & % Reach): Adults 18 or older



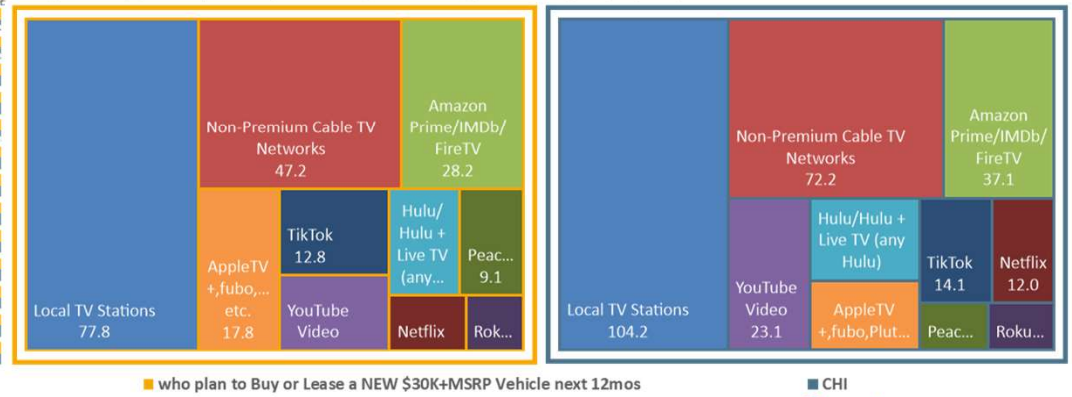
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

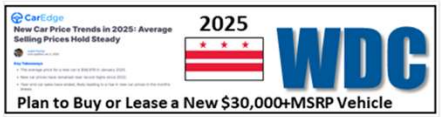


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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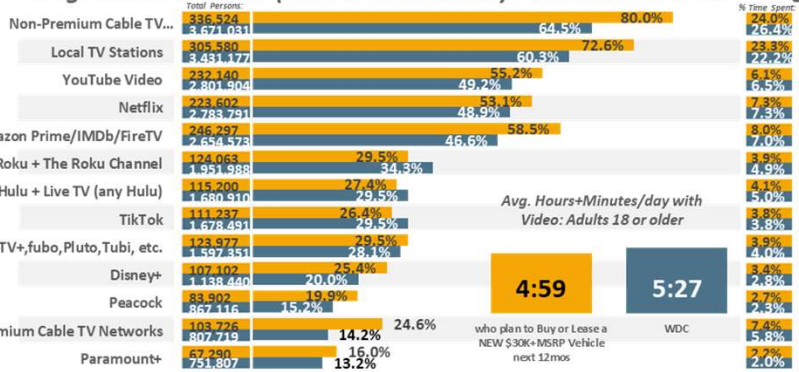
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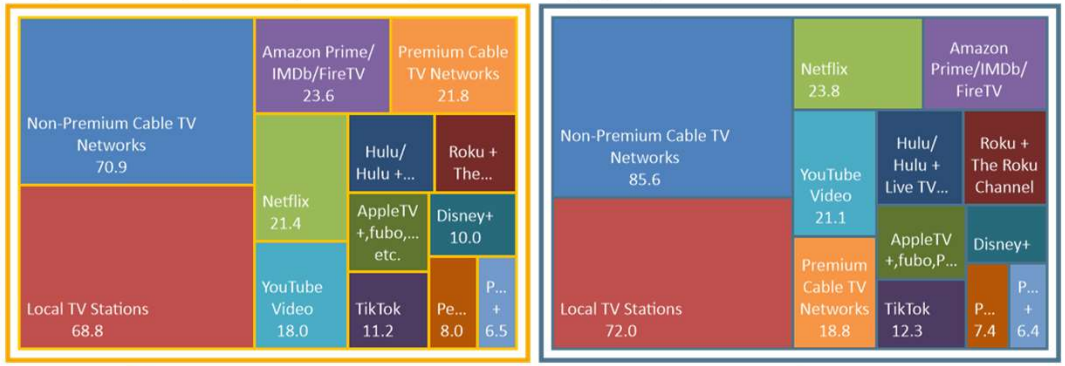


298,481 or 70.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 61.6 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

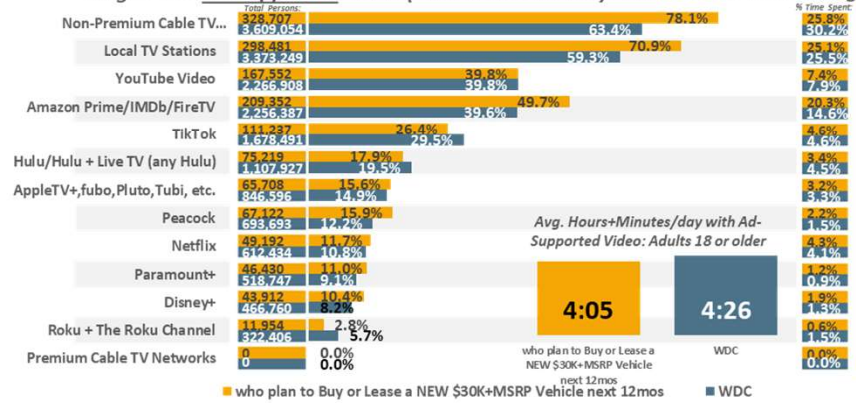
Avg. Week All Video (Persons & % Reach): Adults 18 or older



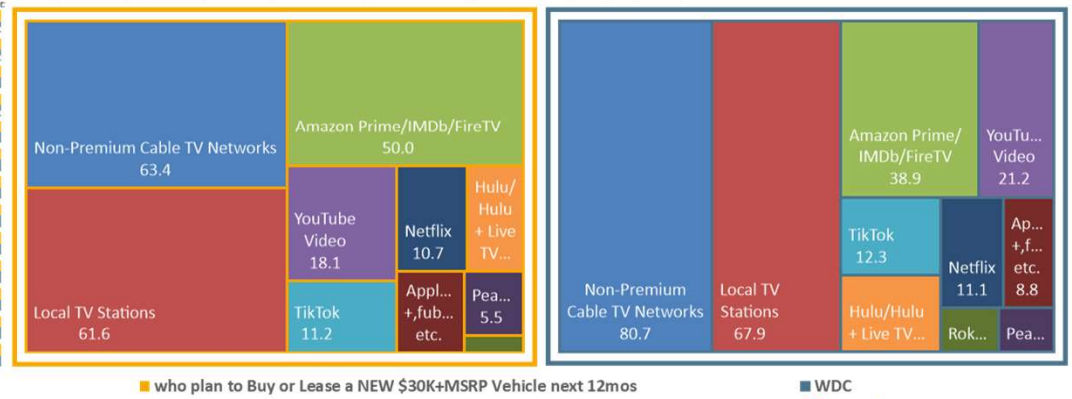
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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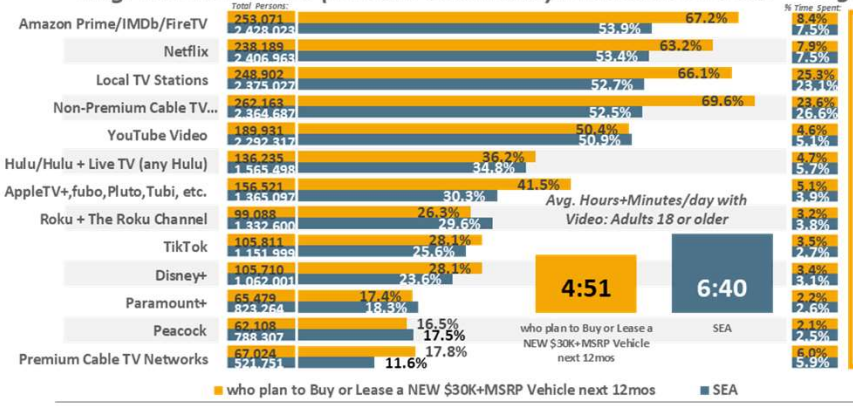
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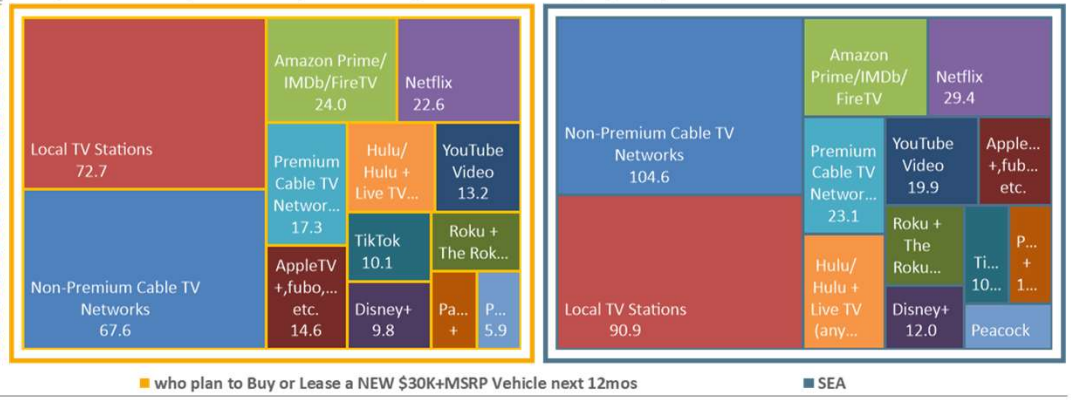


242,050 or 64.2% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 65.1 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

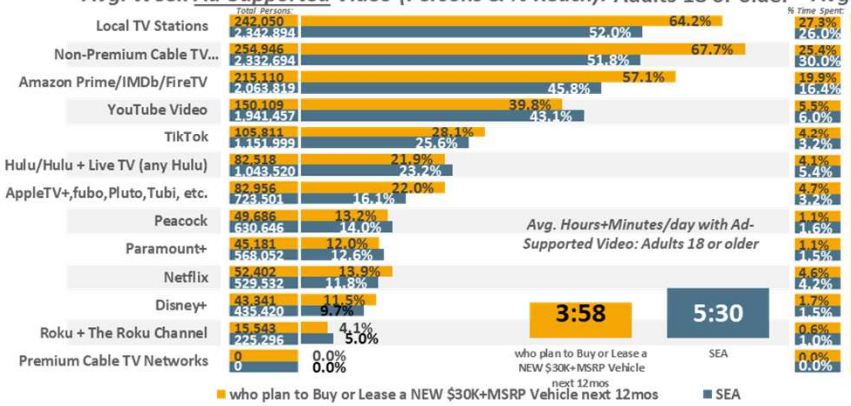
Avg. Week All Video (Persons & % Reach): Adults 18 or older



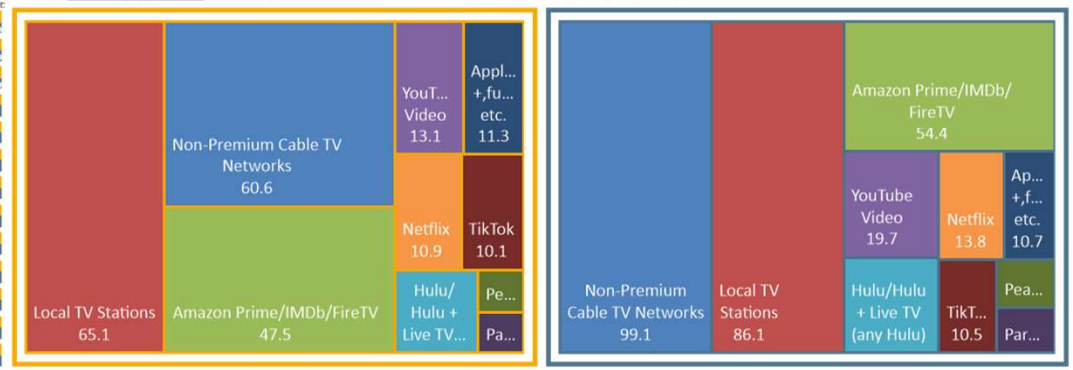
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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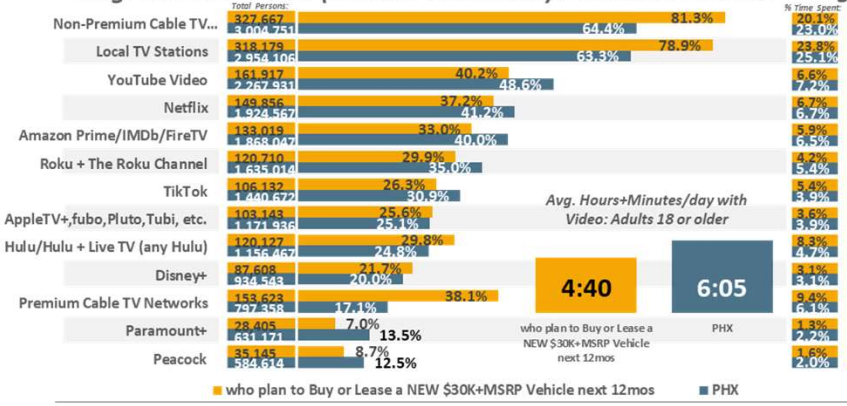
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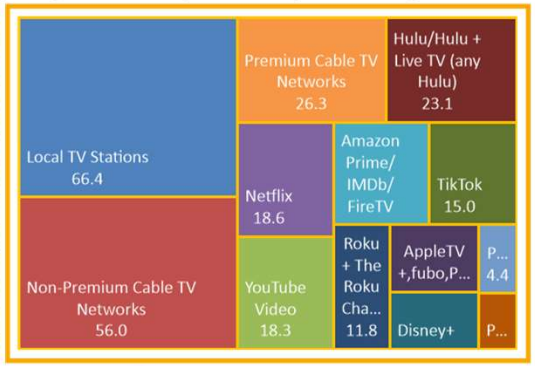


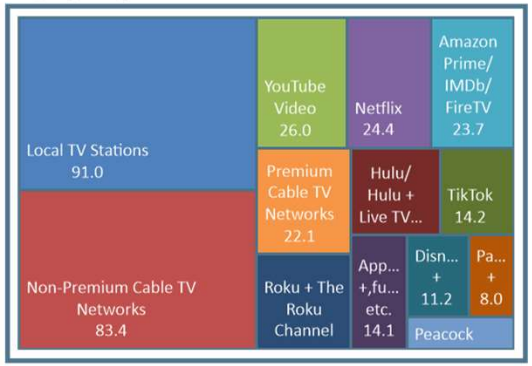
316,390 or 78.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 62.3 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

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

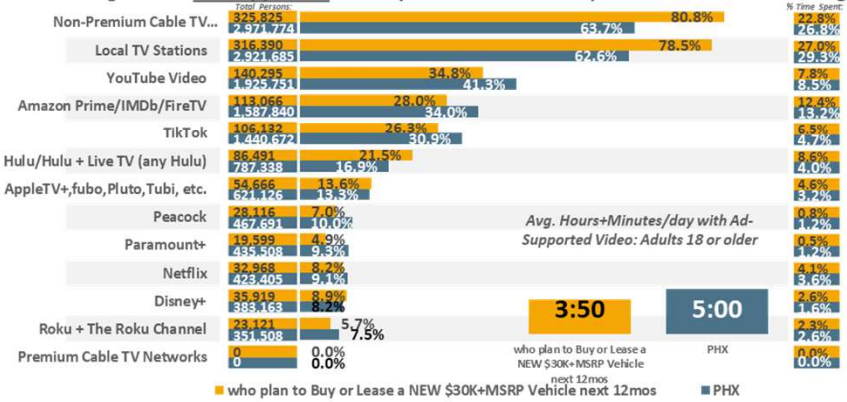


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

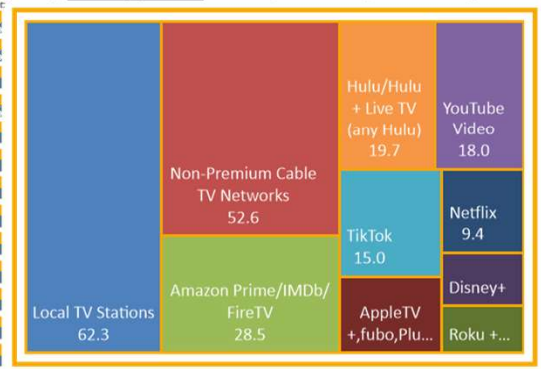


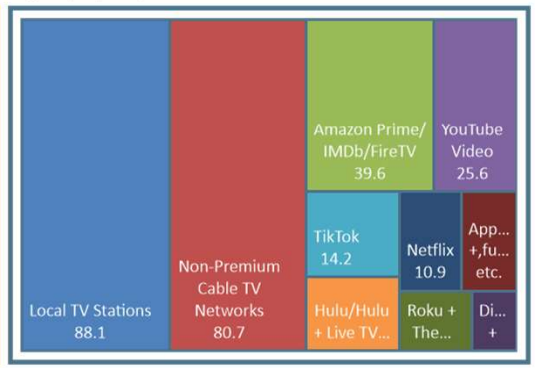


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

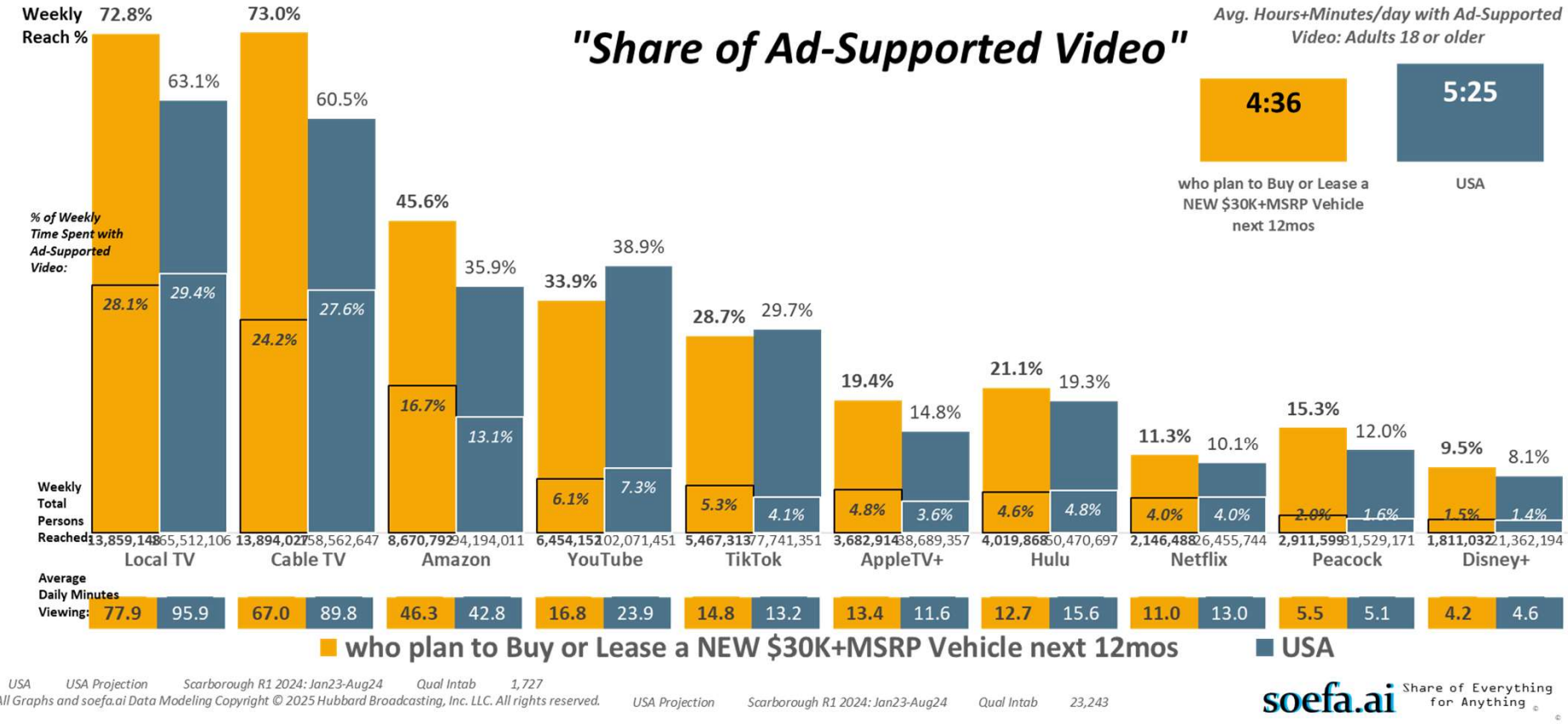
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USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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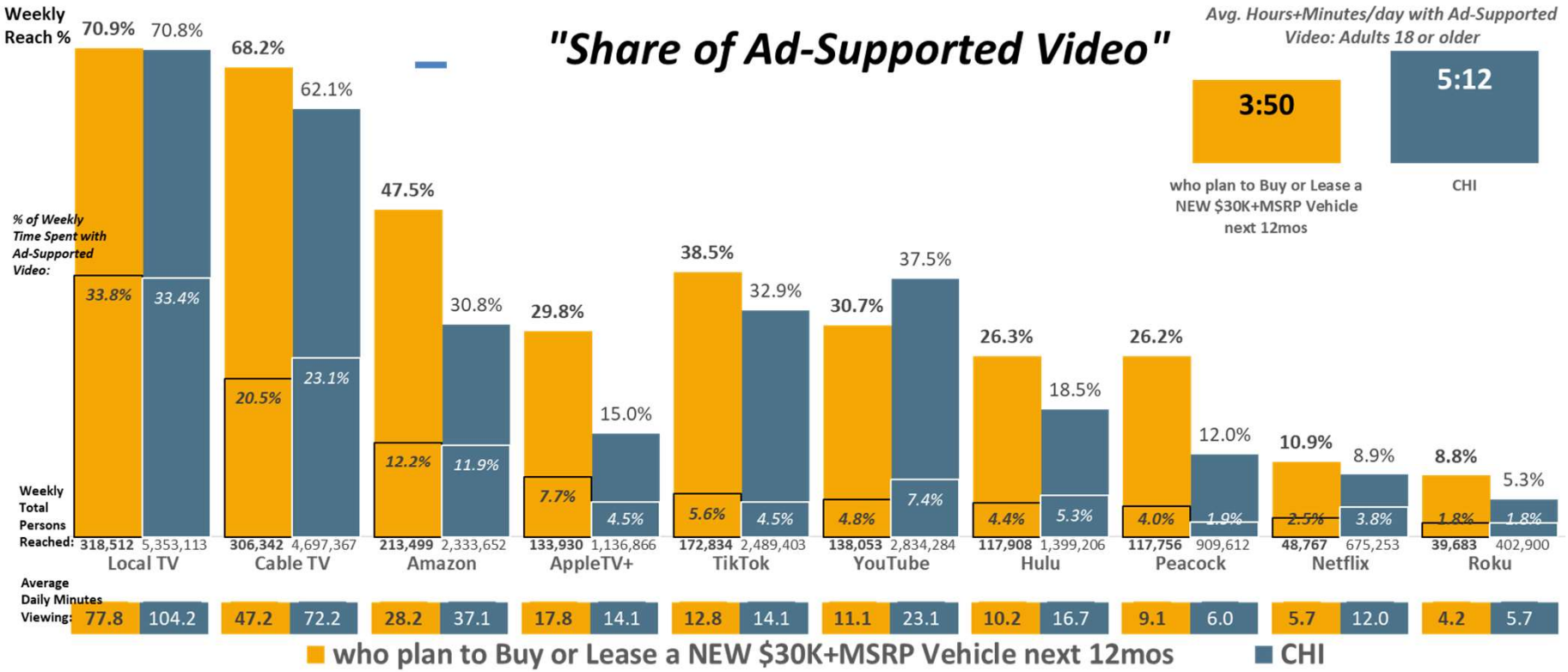
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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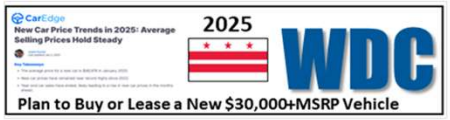


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

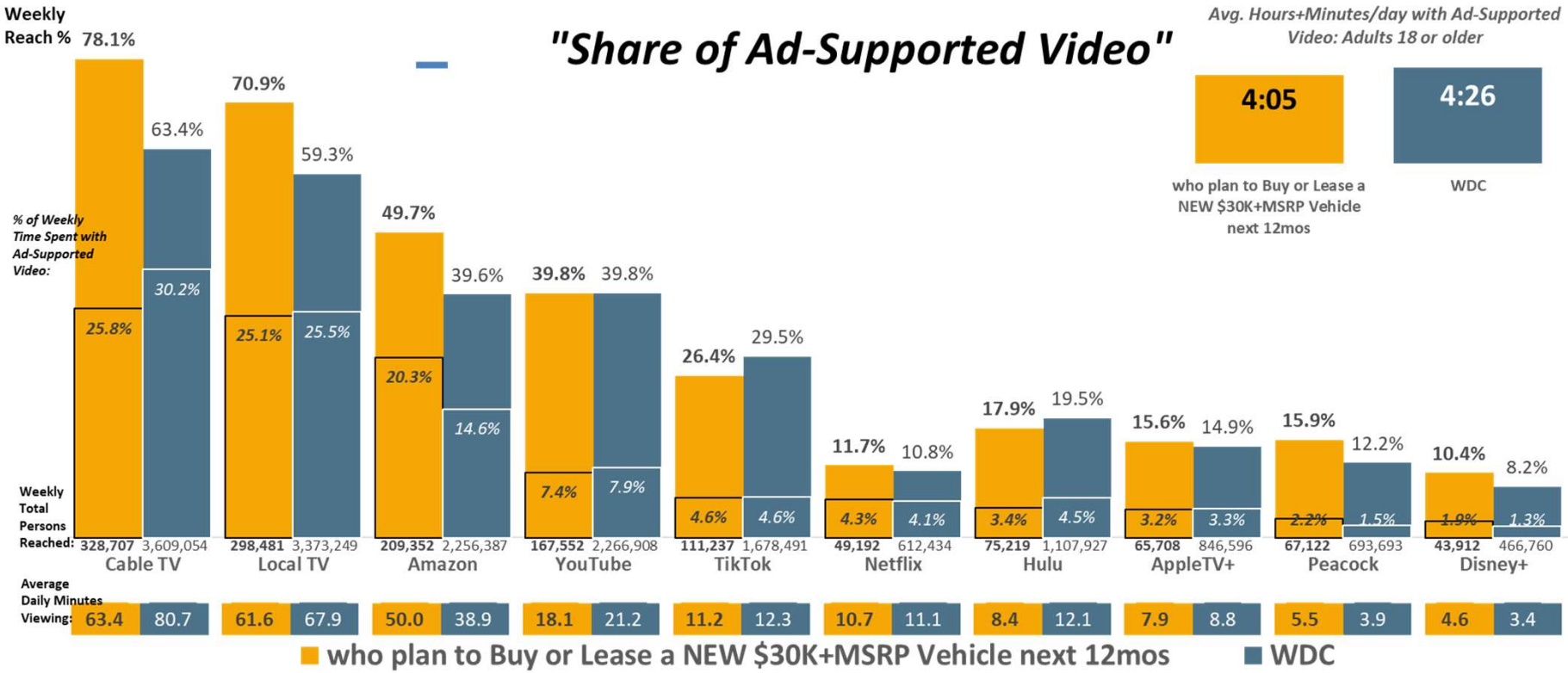
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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

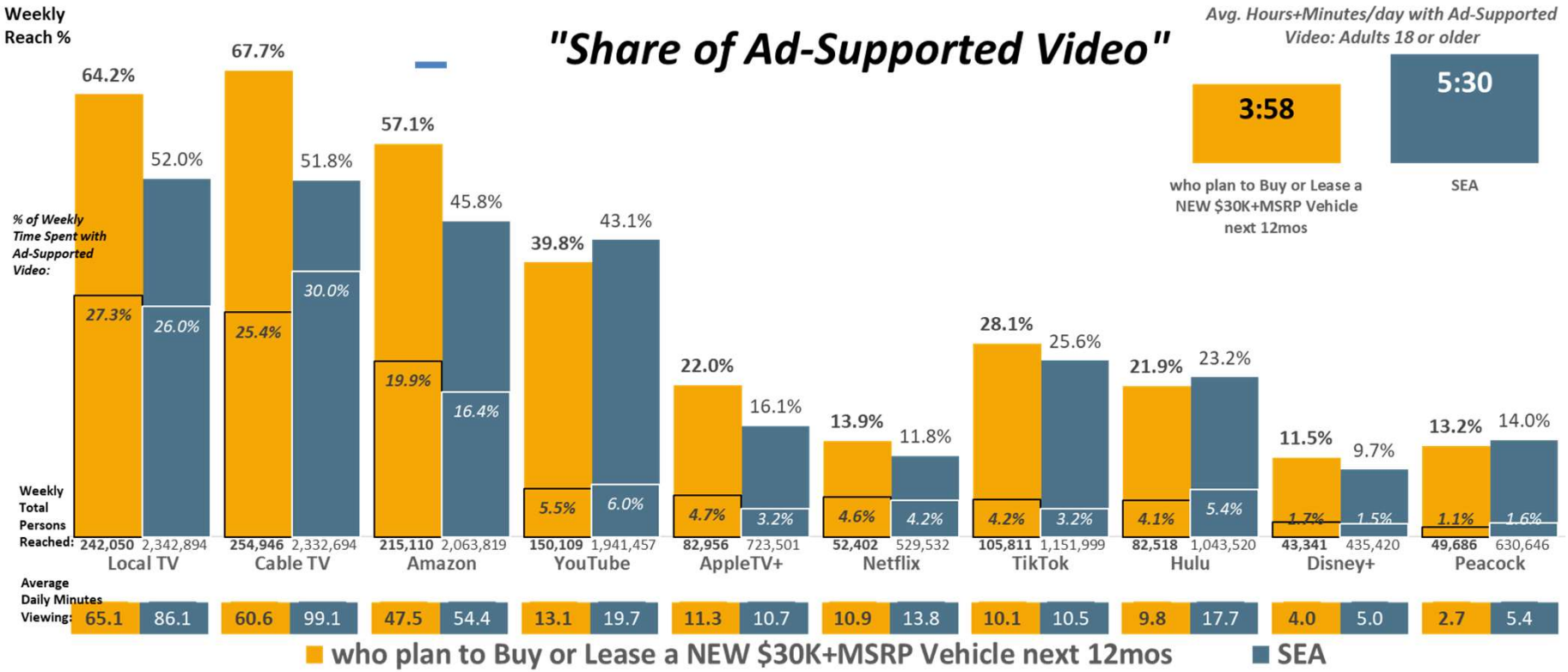
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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

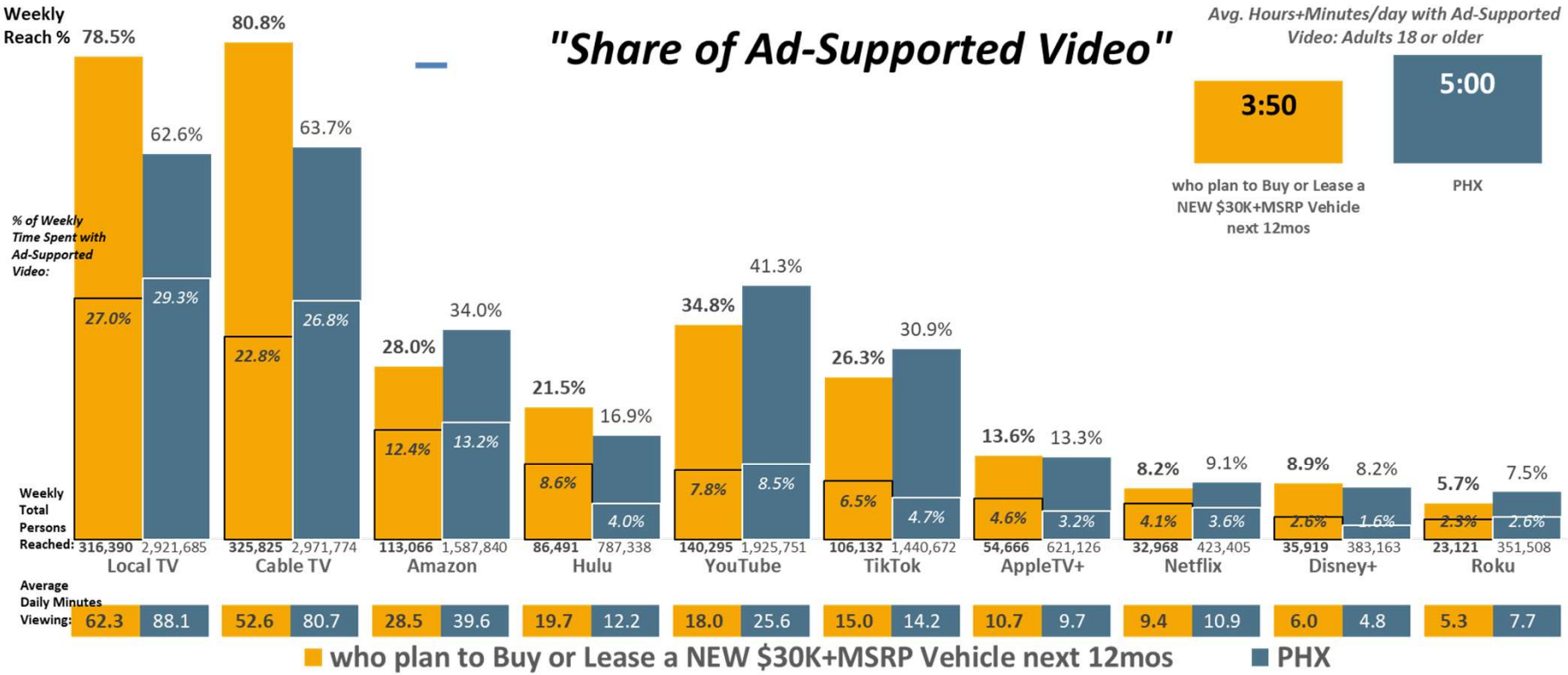
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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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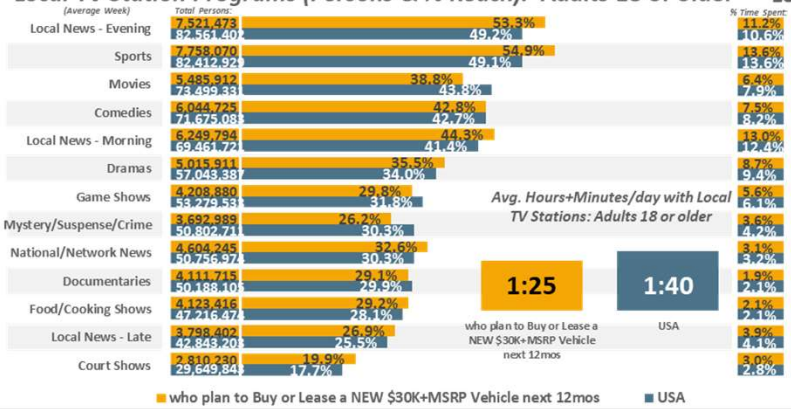
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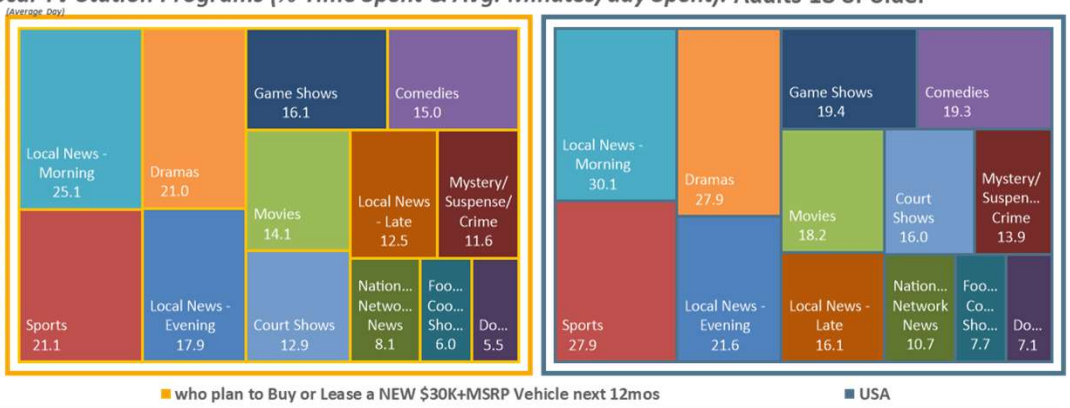


13,859,148 or 72.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

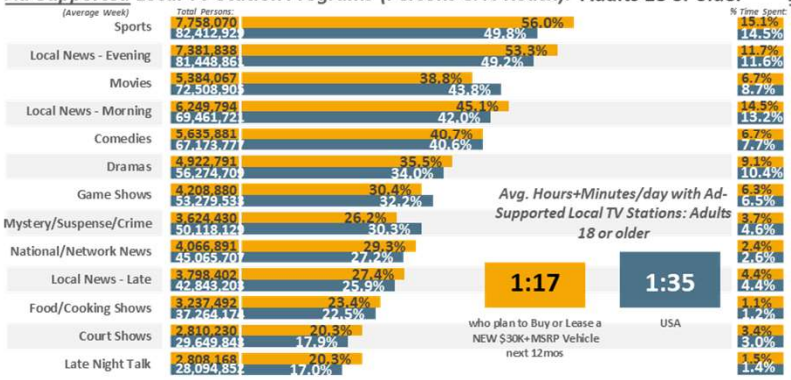
Local TV Station Programs (Persons & % Reach): Adults 18 or older



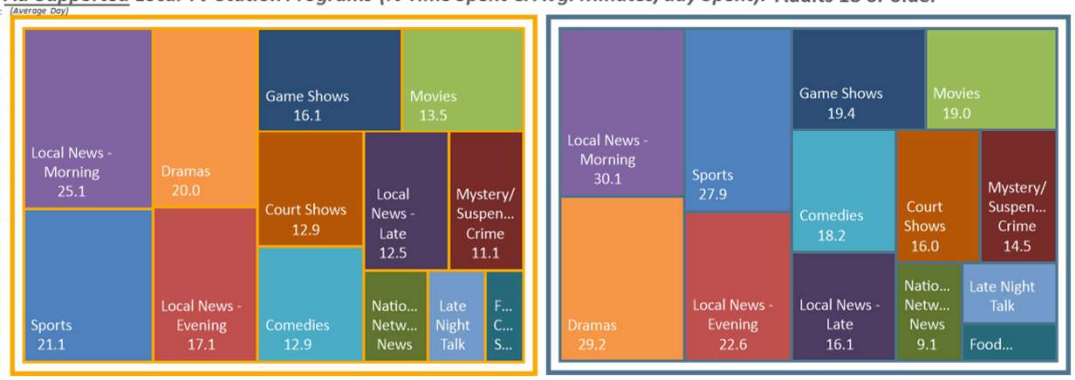
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

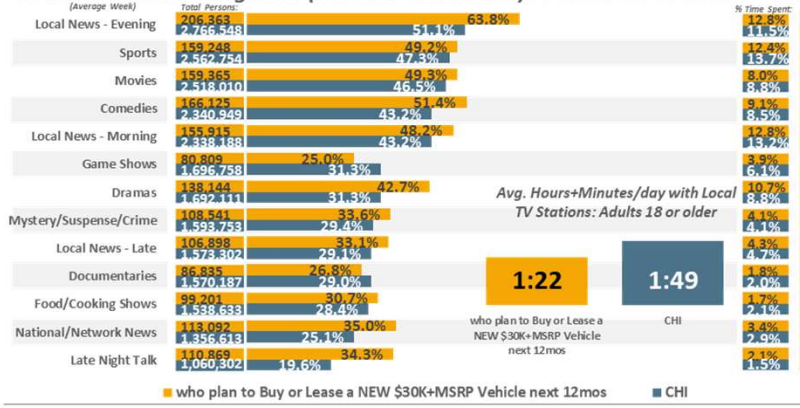
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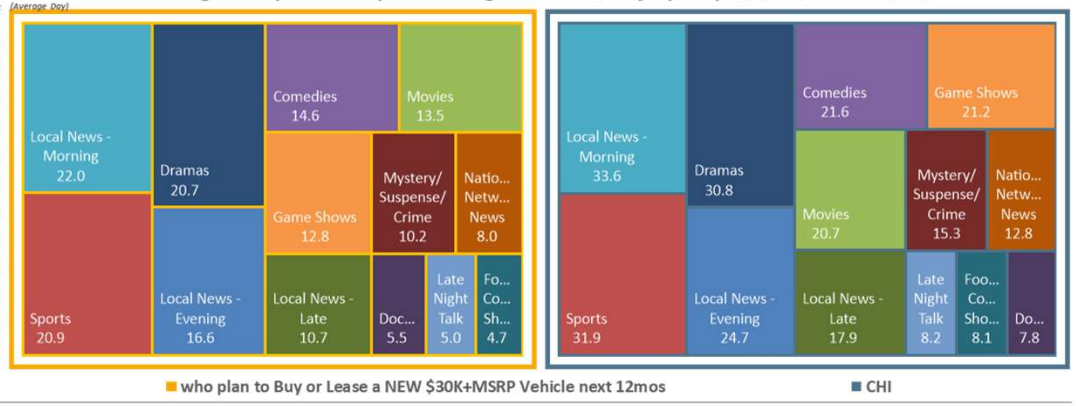


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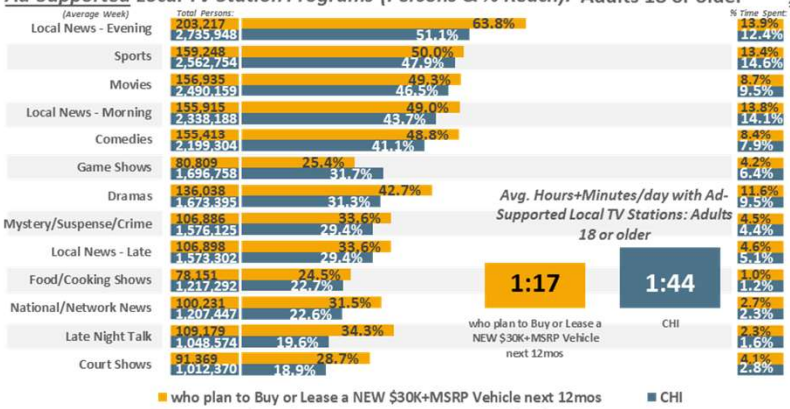
Local TV Station Programs (Persons & % Reach): Adults 18 or older



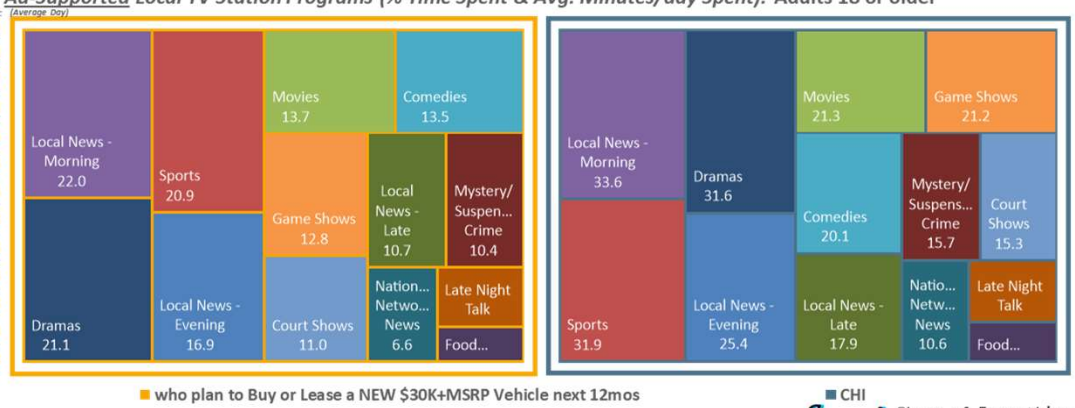
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

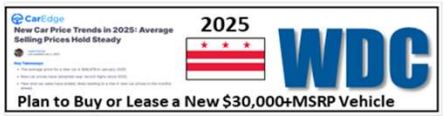


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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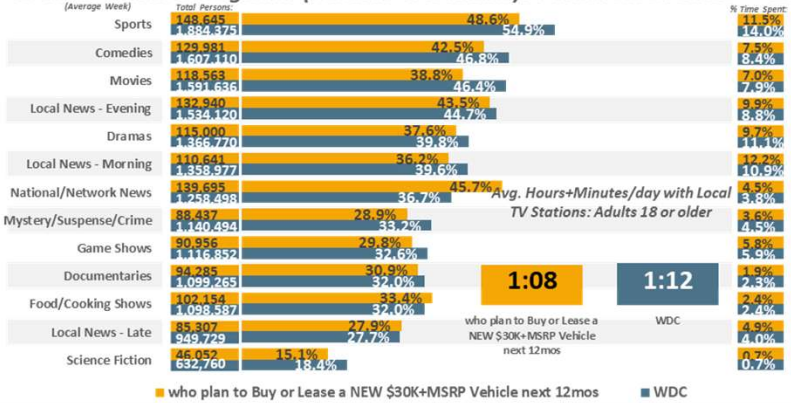
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

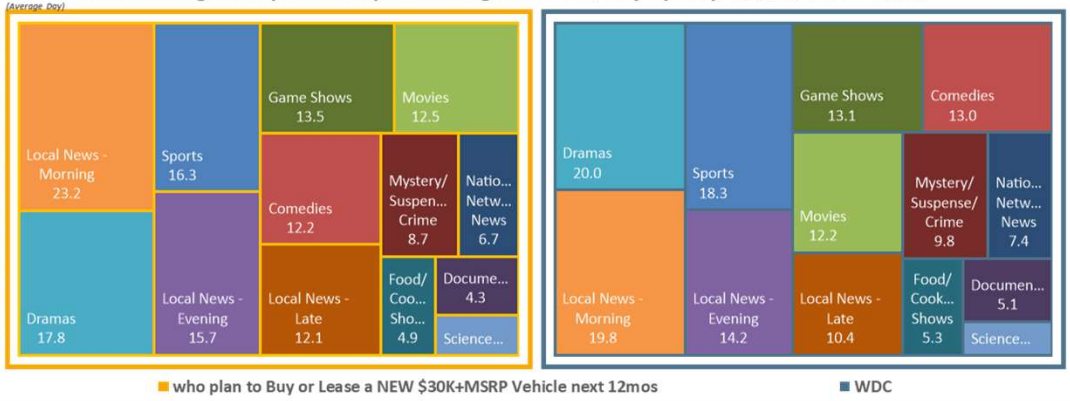


298,481 or 70.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Comedies, Movies, and Dramas.

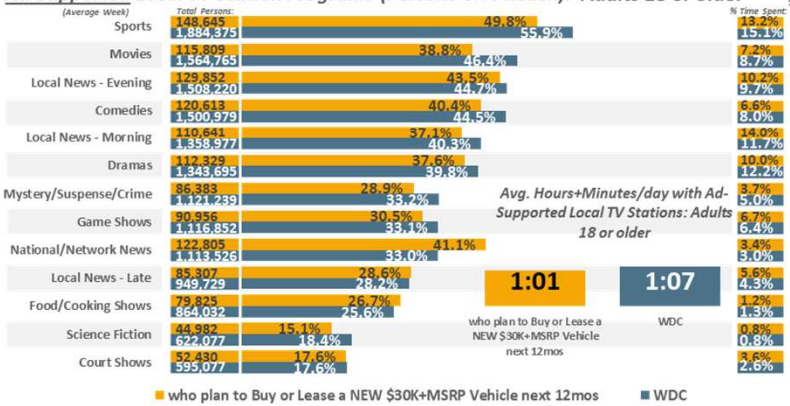
Local TV Station Programs (Persons & % Reach): Adults 18 or older



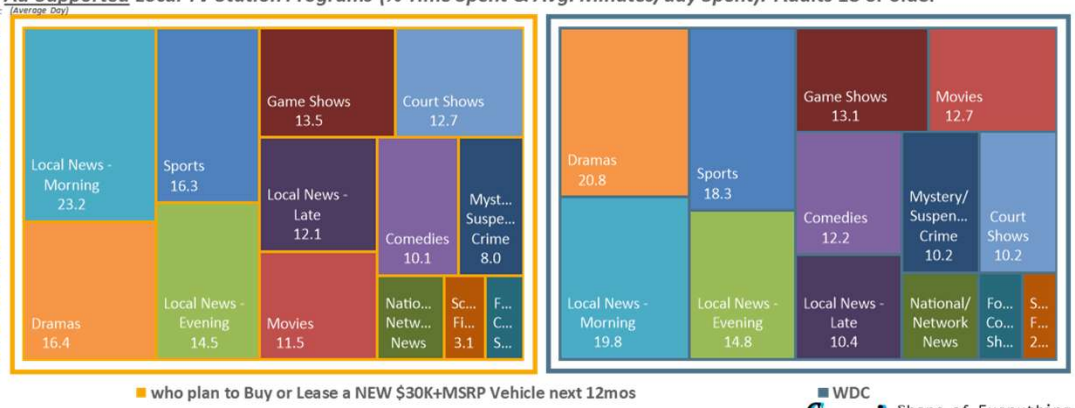
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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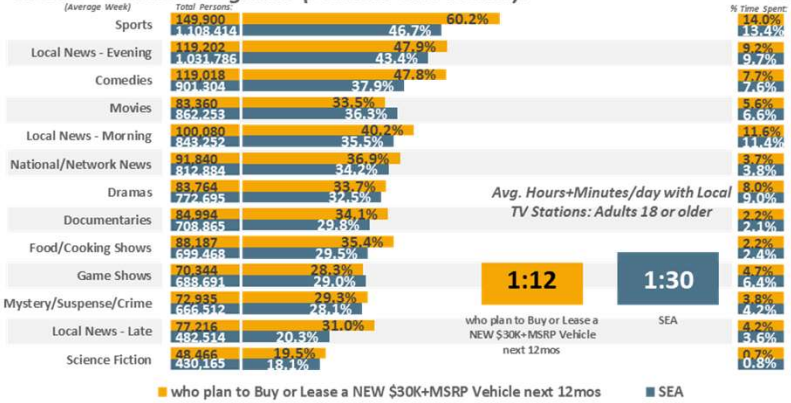
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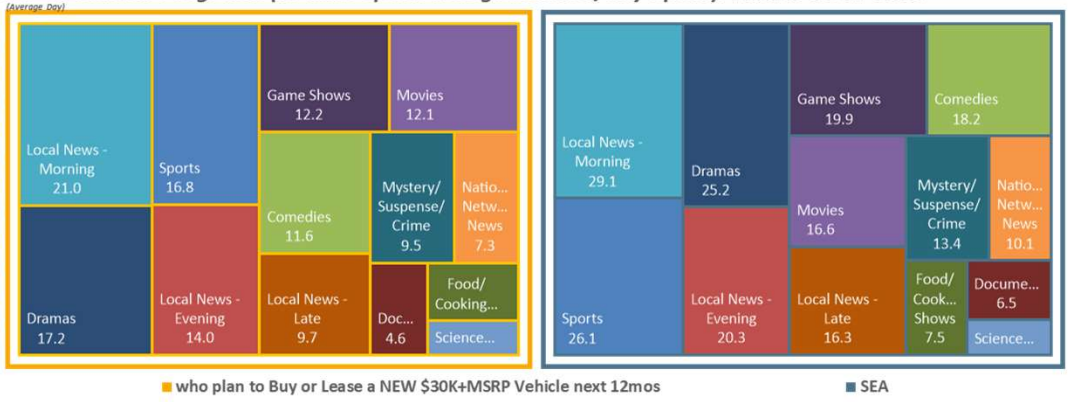


242,050 or 64.2% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Movies.

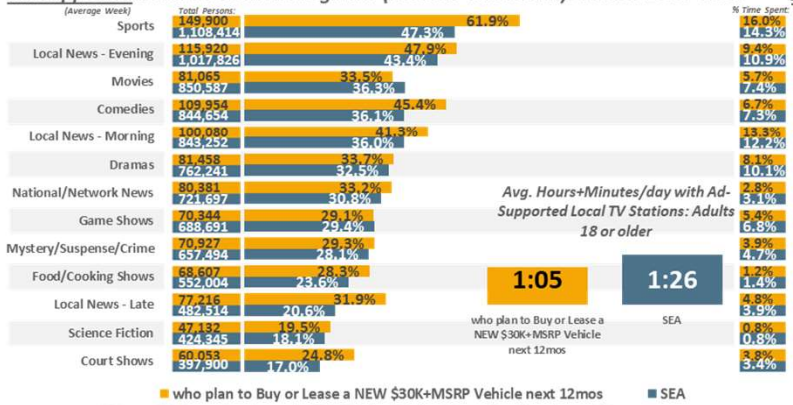
Local TV Station Programs (Persons & % Reach): Adults 18 or older



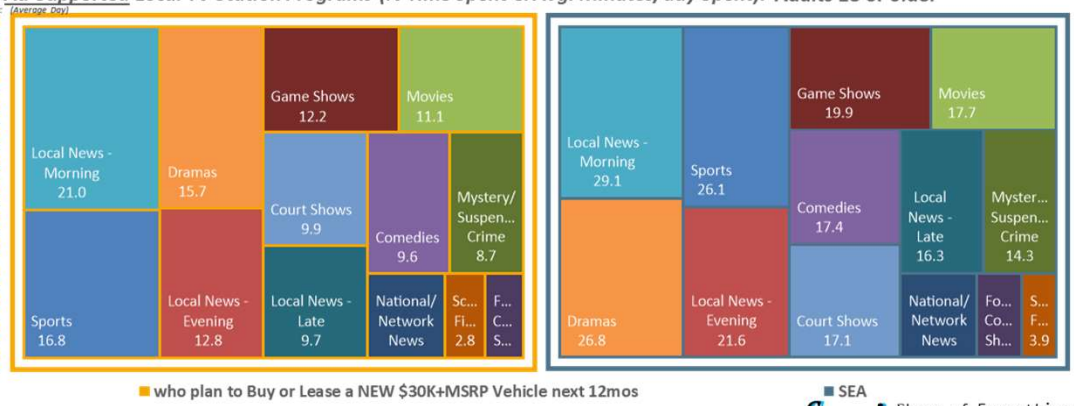
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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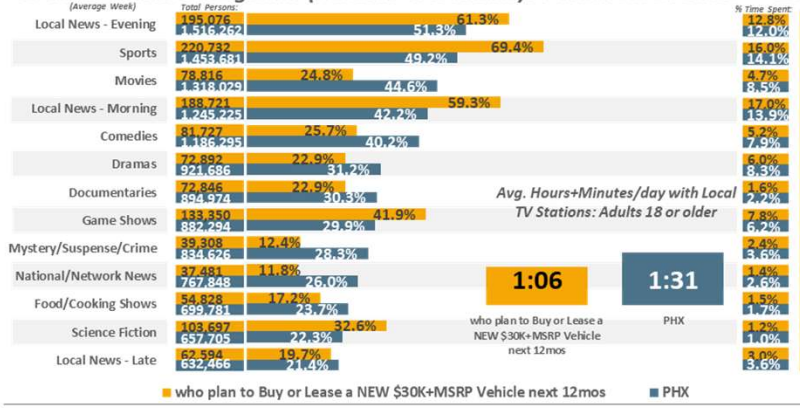
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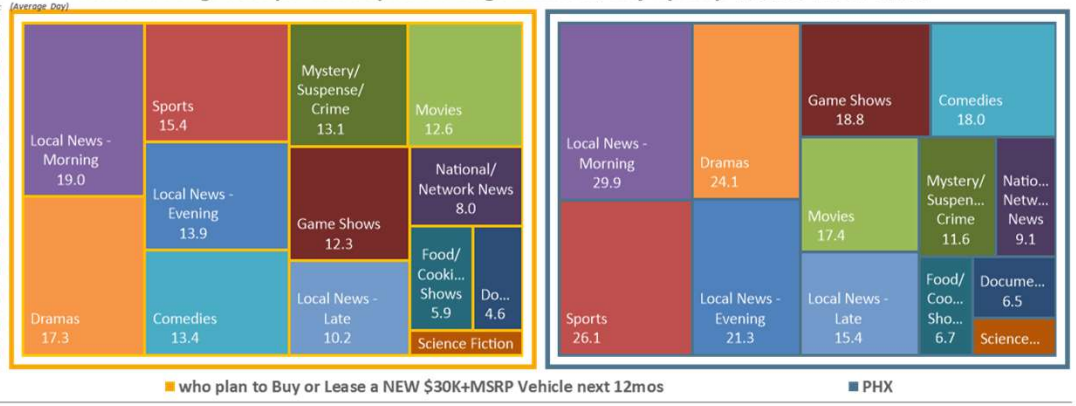


316,390 or 78.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Reality - Dating, and Science F

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



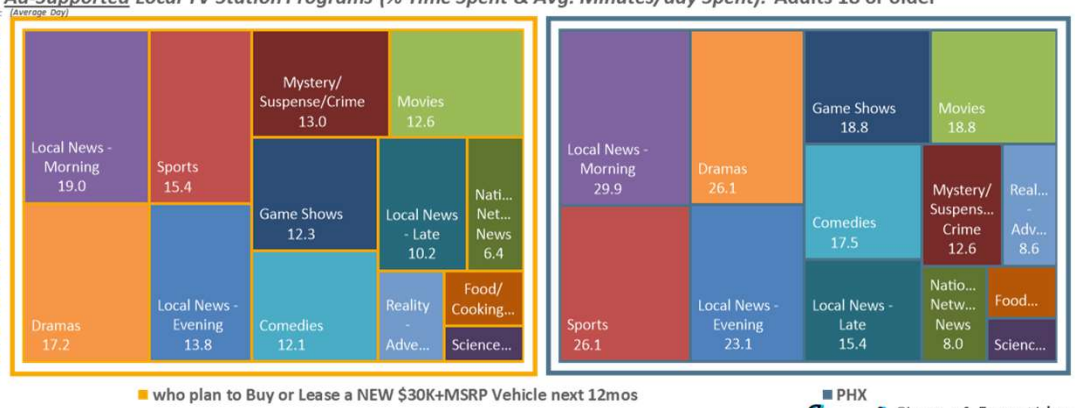
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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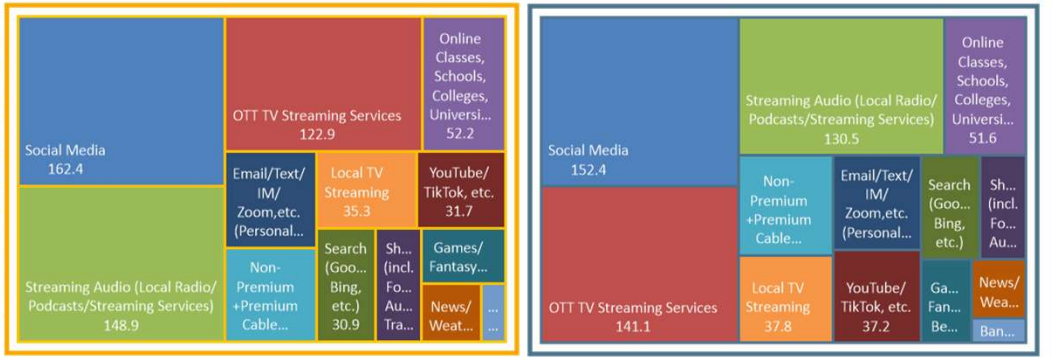


14,008,107 or 73.6% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 139.1 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

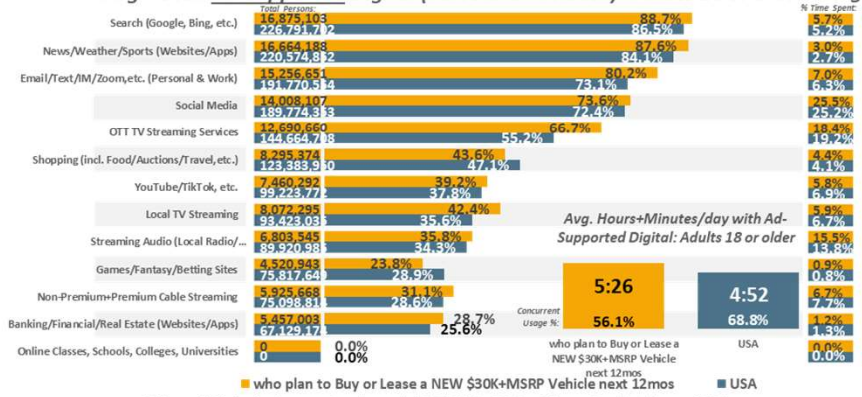
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

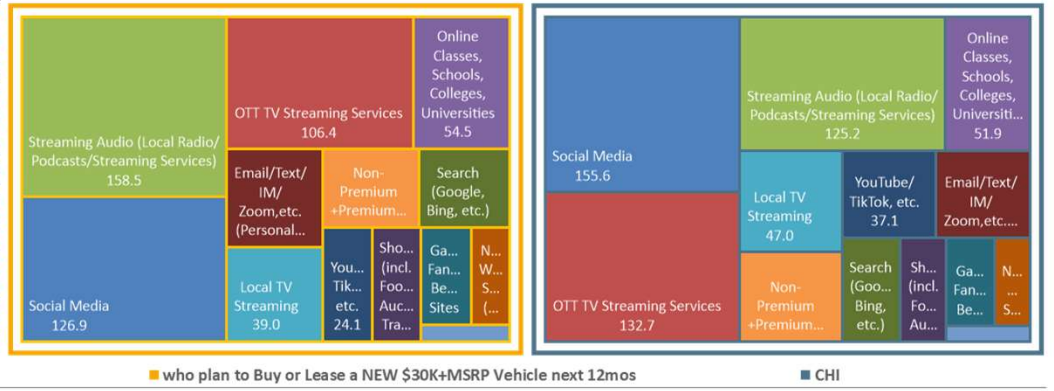


277,508 or 61.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 103.9 minutes every day representing 20.3% of all time spent daily with Ad-Supported Digital Media.

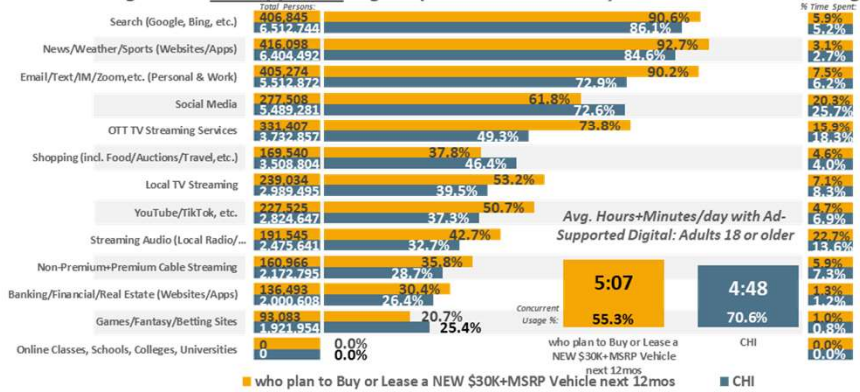
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



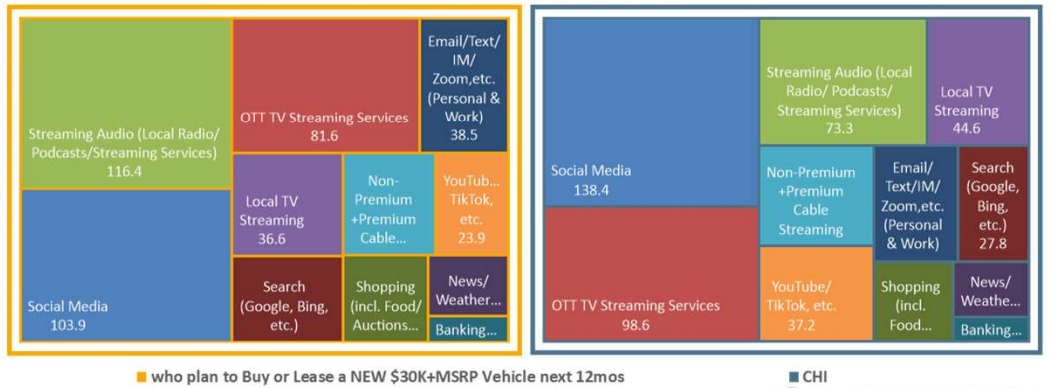
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

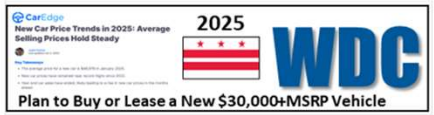


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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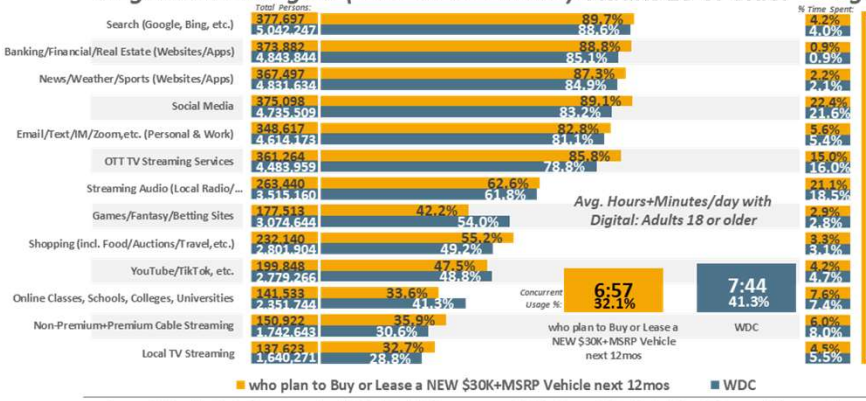
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

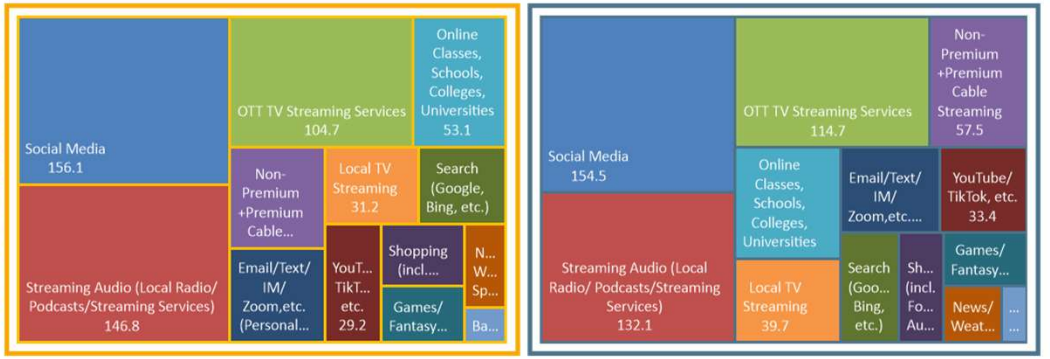


325,720 or 77.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 135.5 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

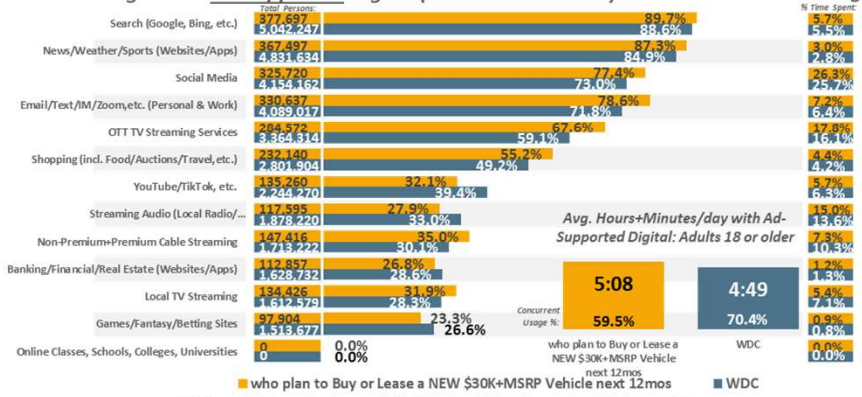
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



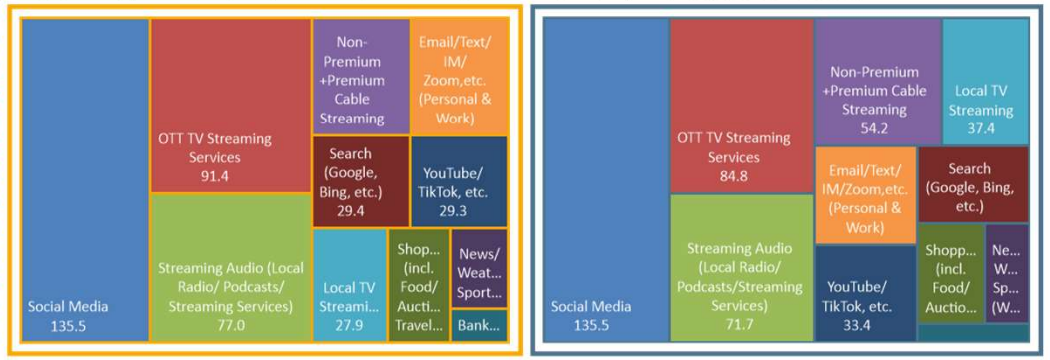
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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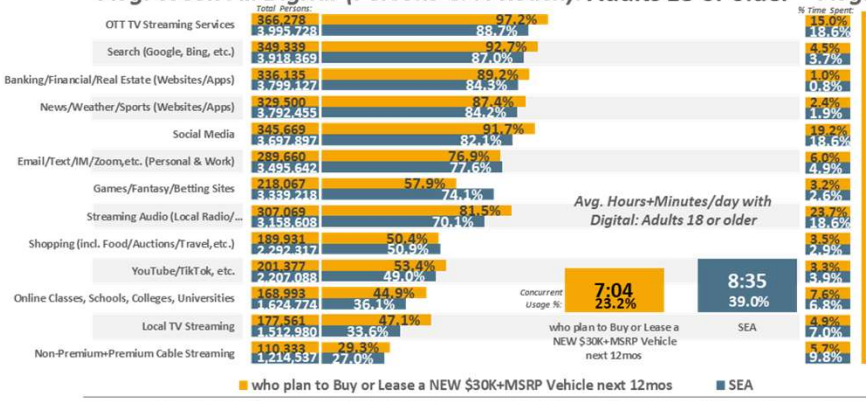
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

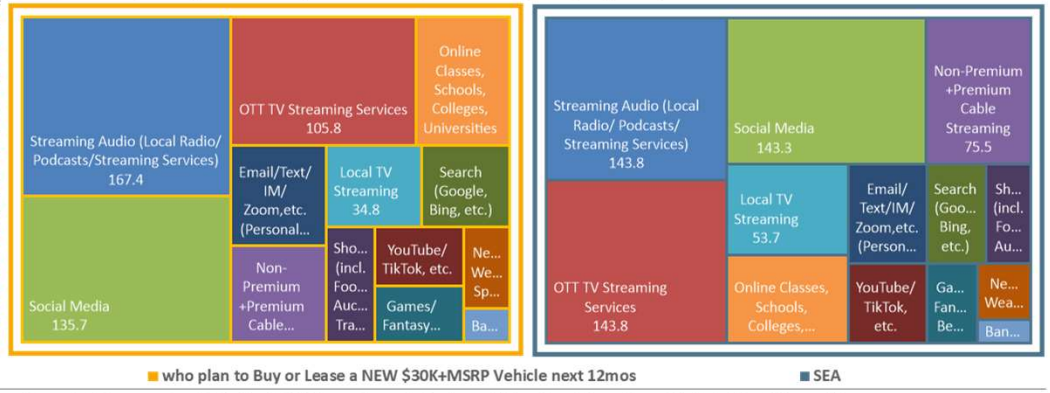


309,324 or 82.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 121.4 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

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



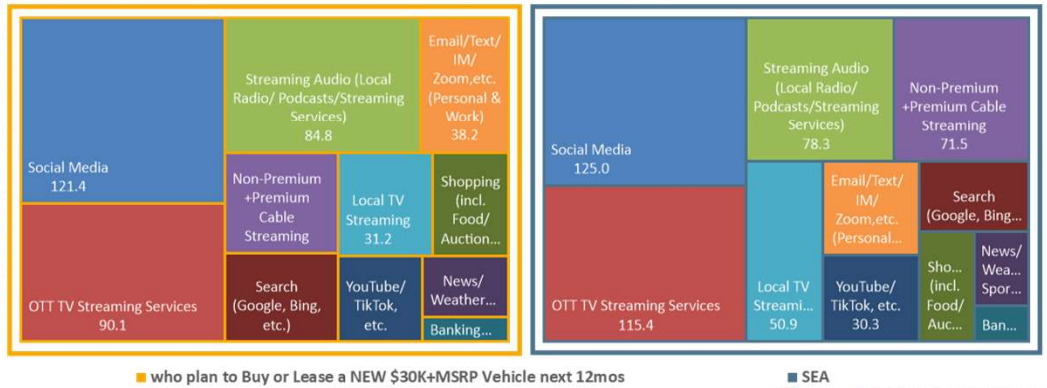
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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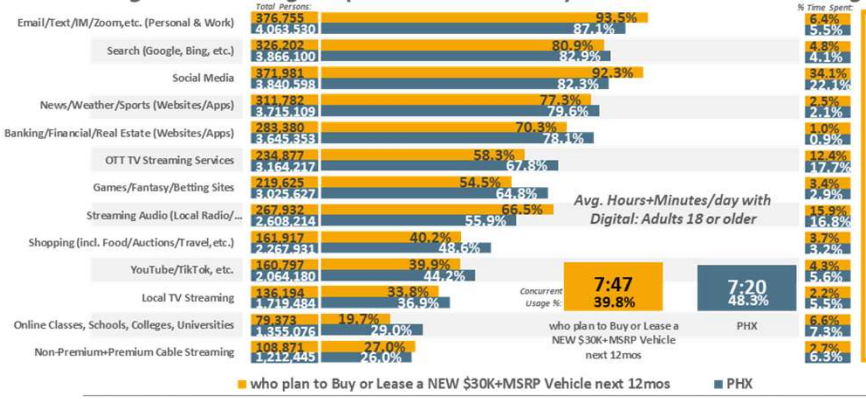
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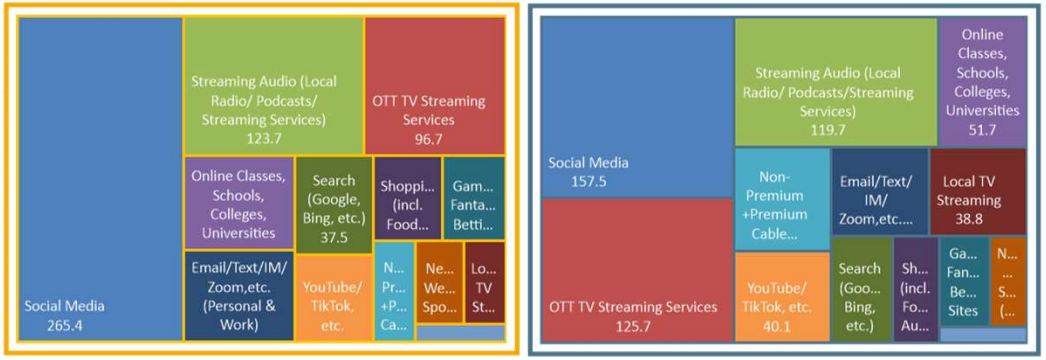


333,979 or 82.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 238.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Digital Media.

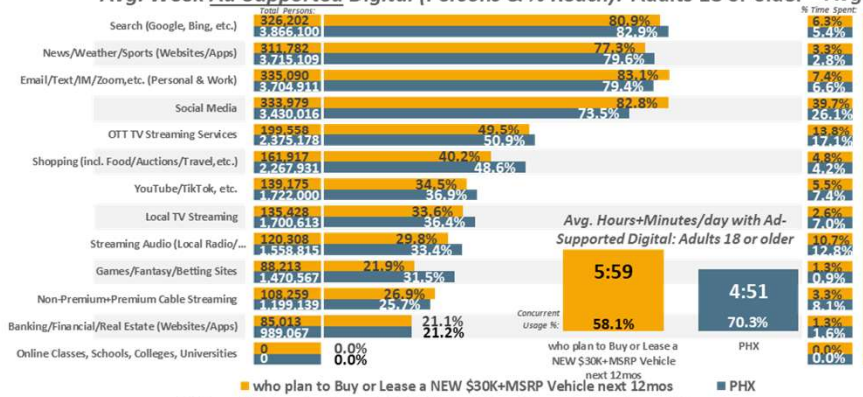
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



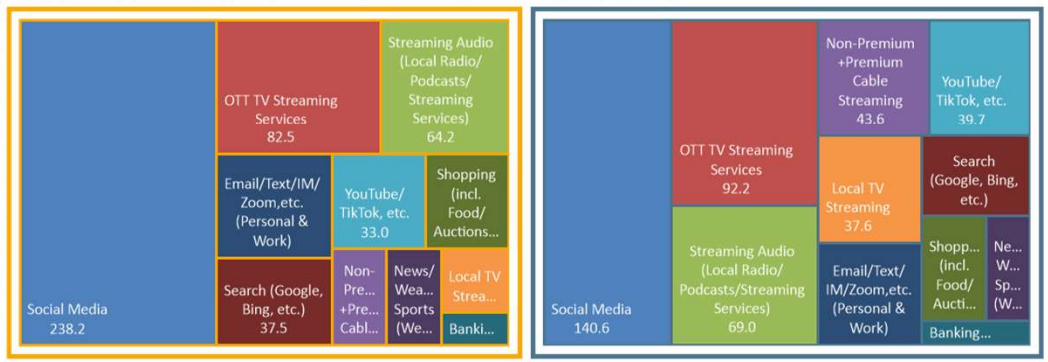
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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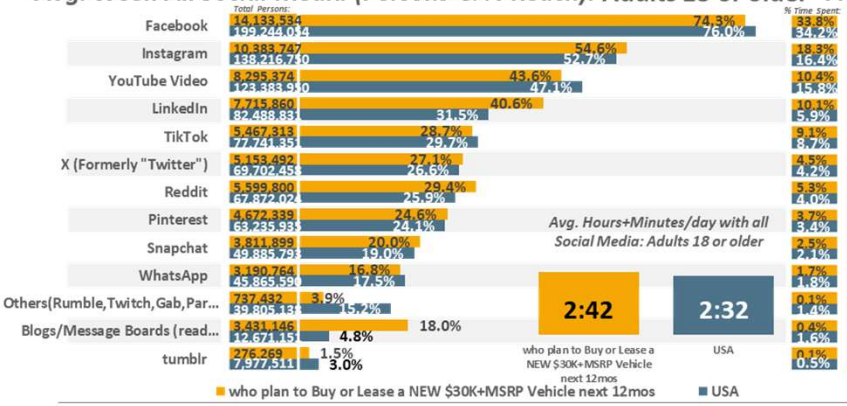
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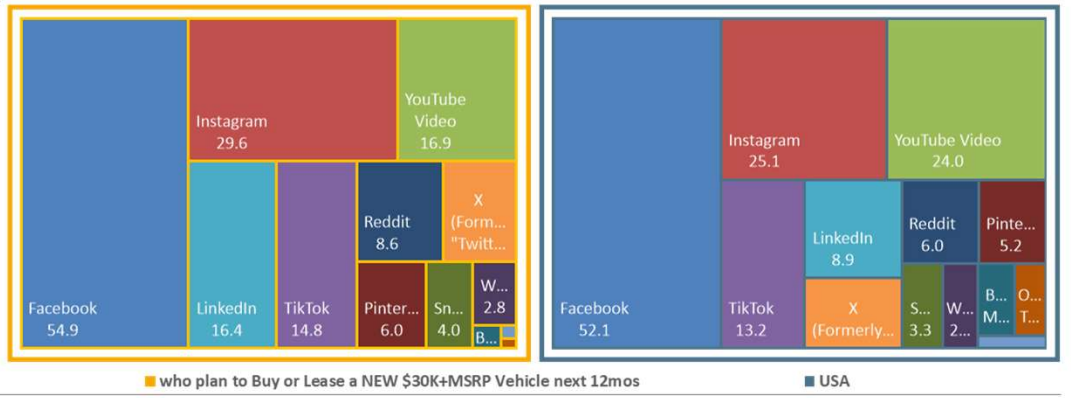


14,008,107 or 73.6% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 52.9 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

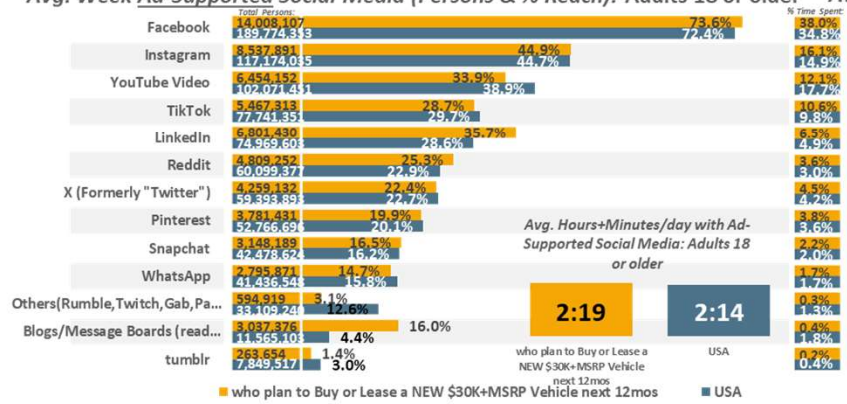
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



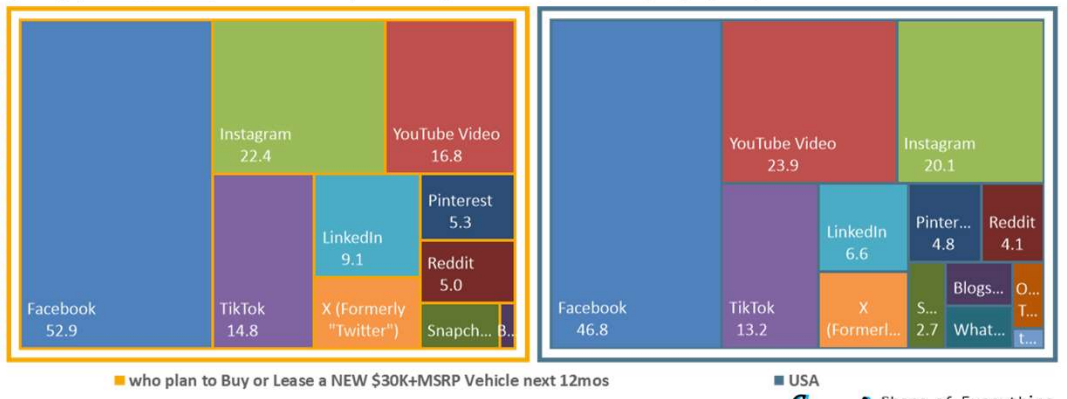
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

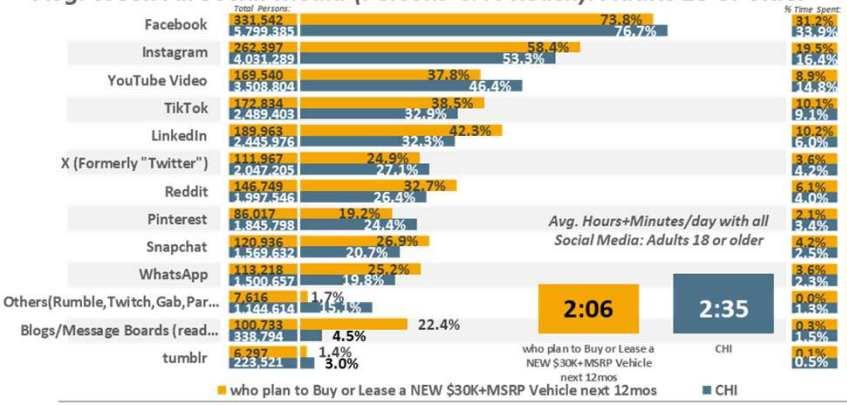
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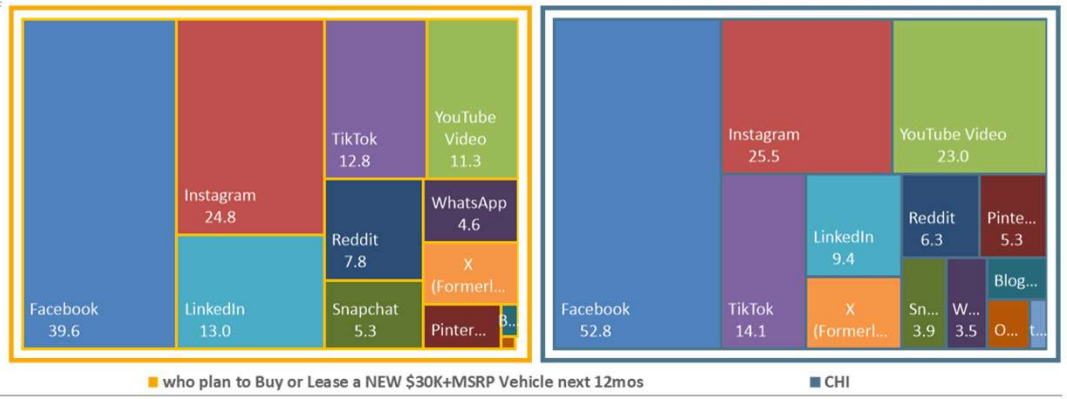


277,508 or 61.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 35.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

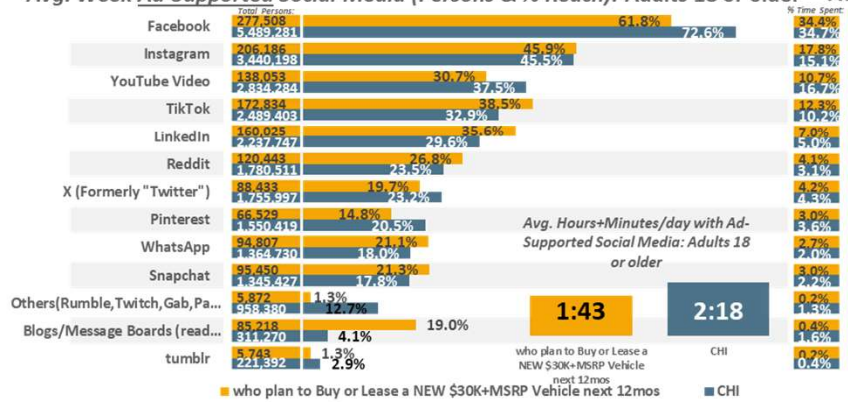
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



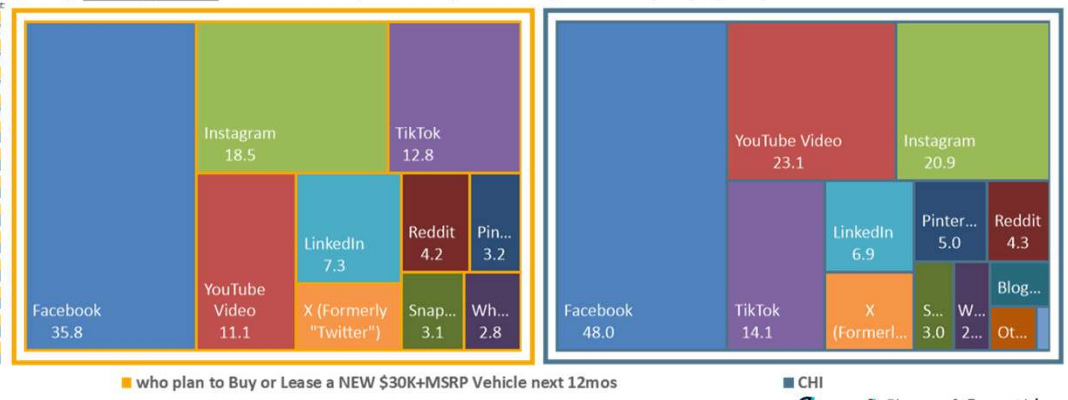
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

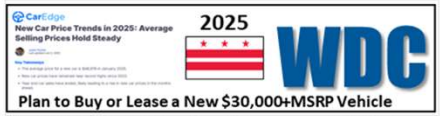


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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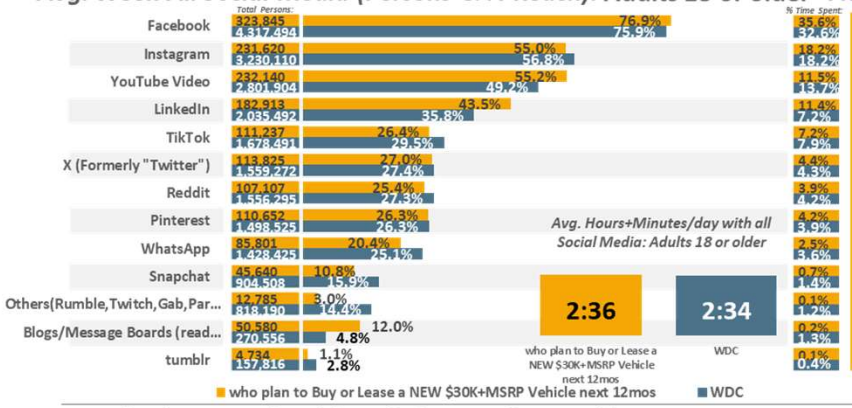
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

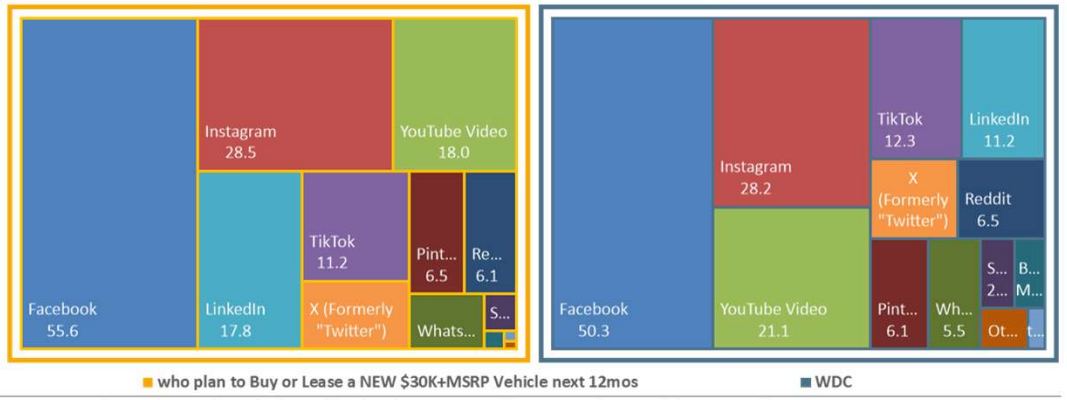


323,845 or 76.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 53.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

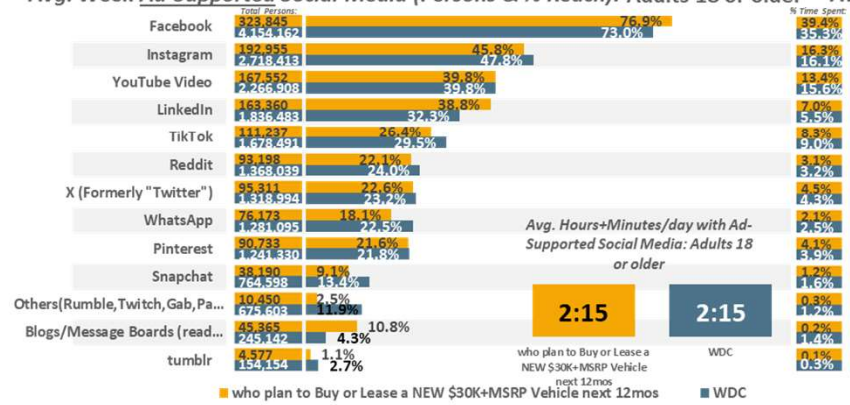
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



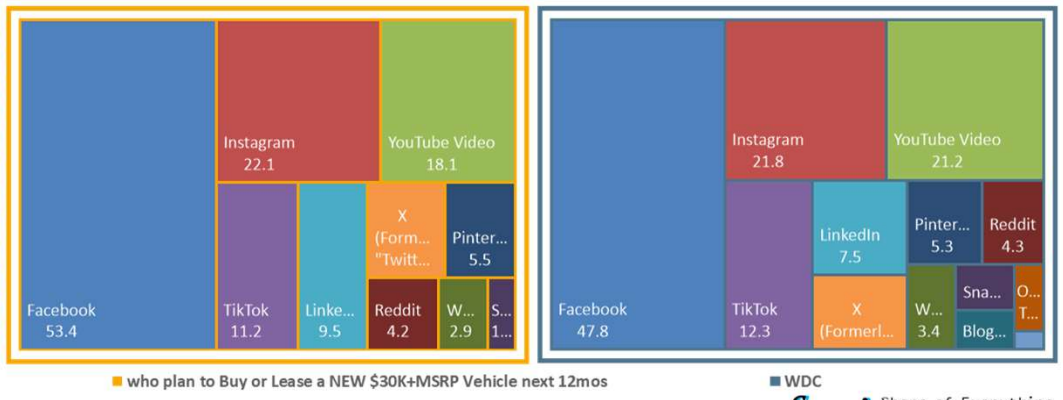
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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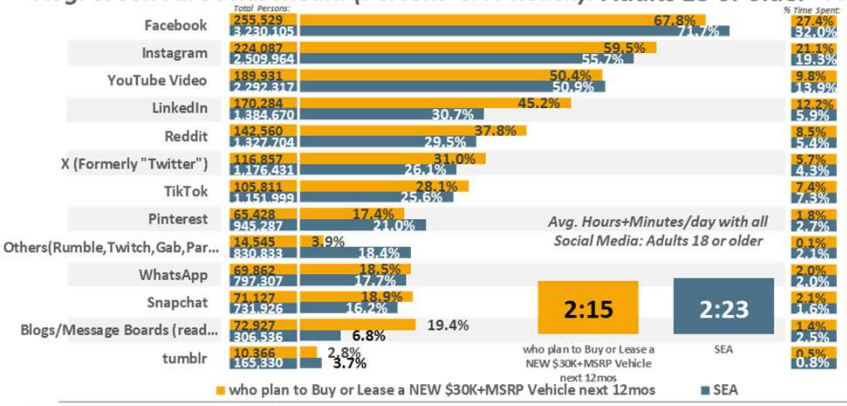
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

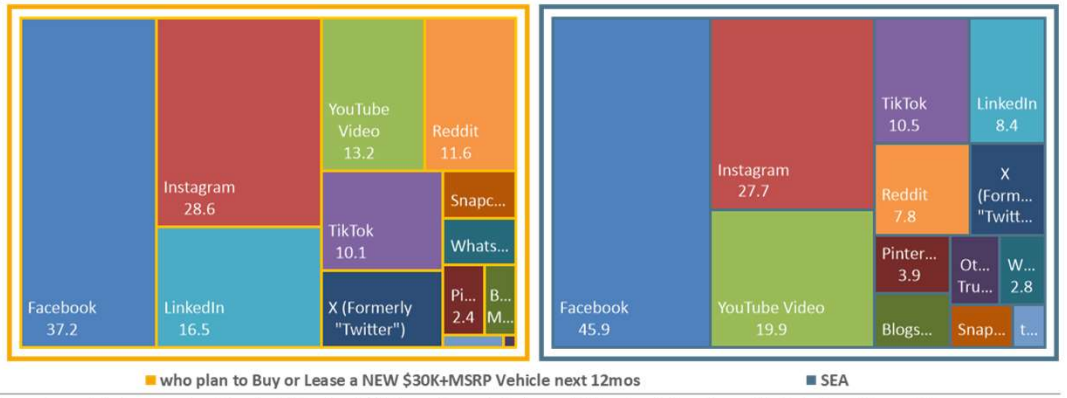


255,529 or 67.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 42.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

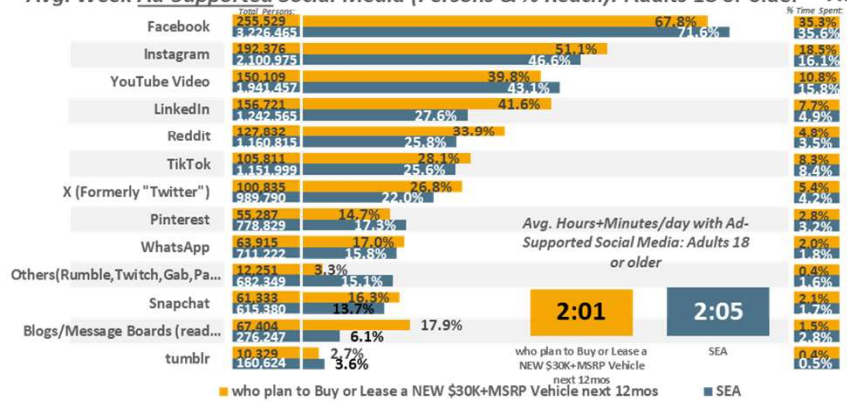
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



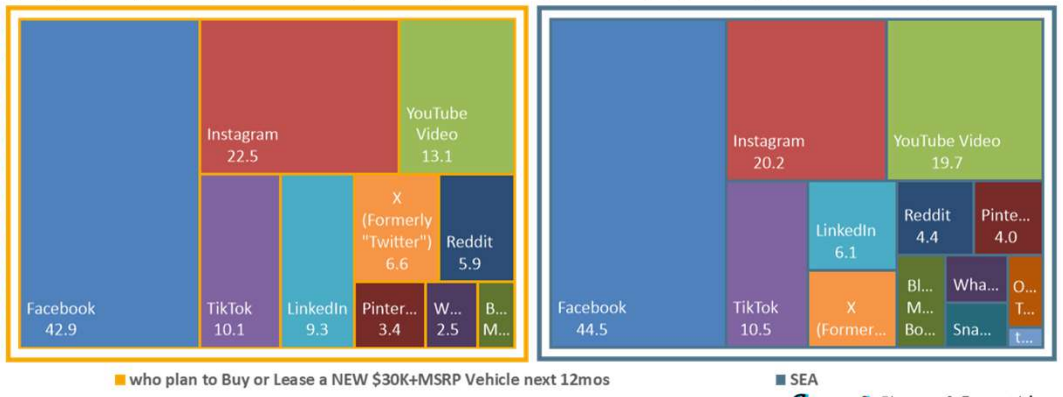
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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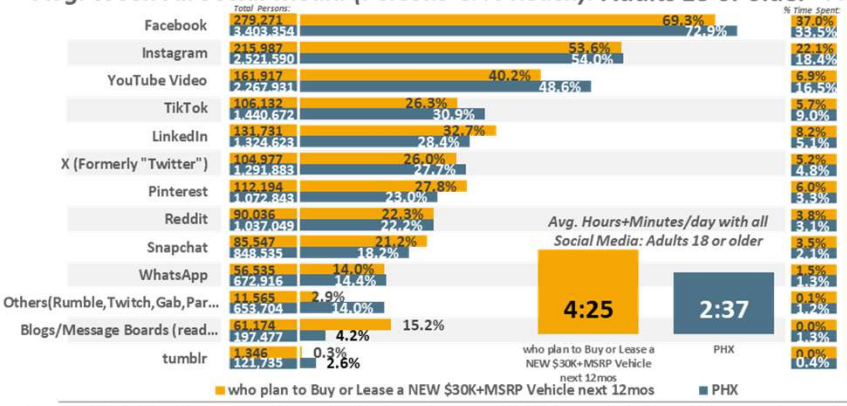
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

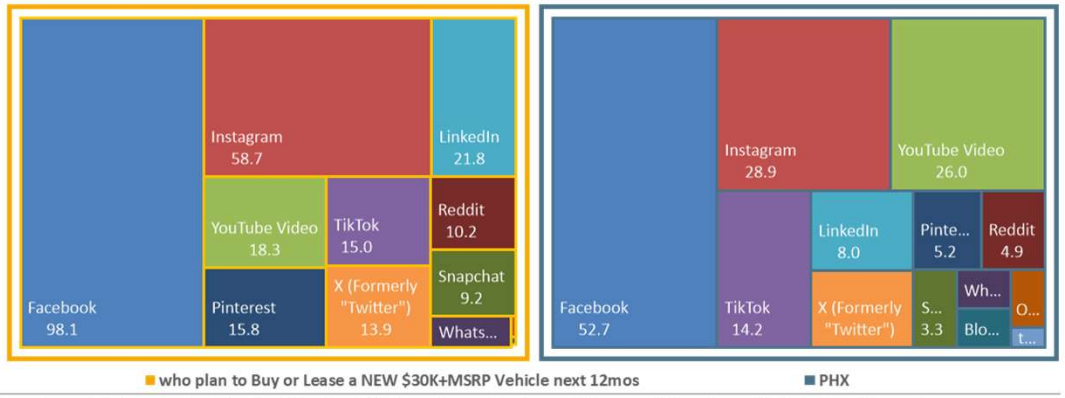


279,271 or 69.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 99.3 minutes every day representing 41.7% of all time spent daily with Ad-Supported Social Media.

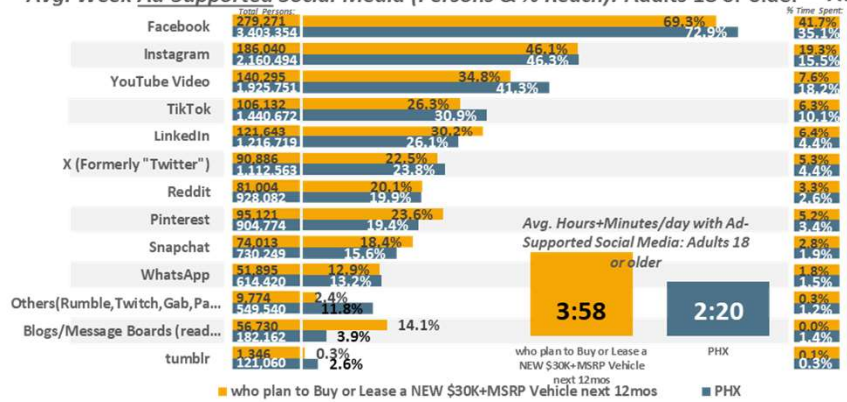
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



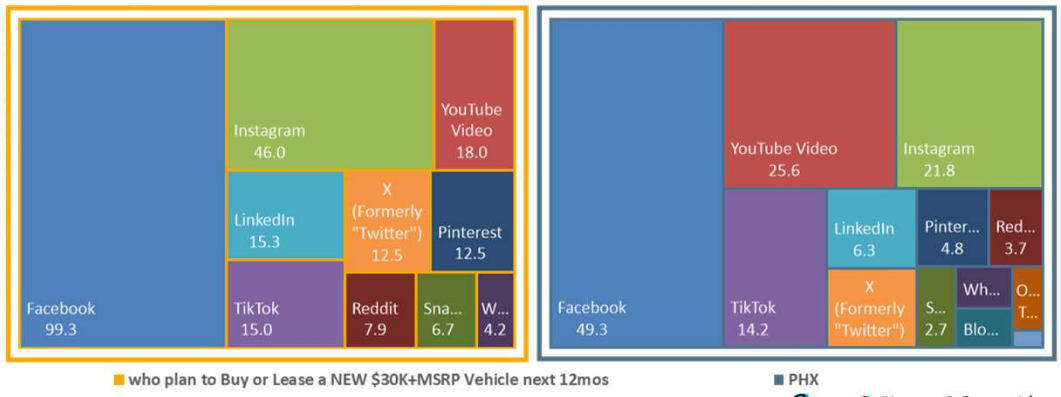
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

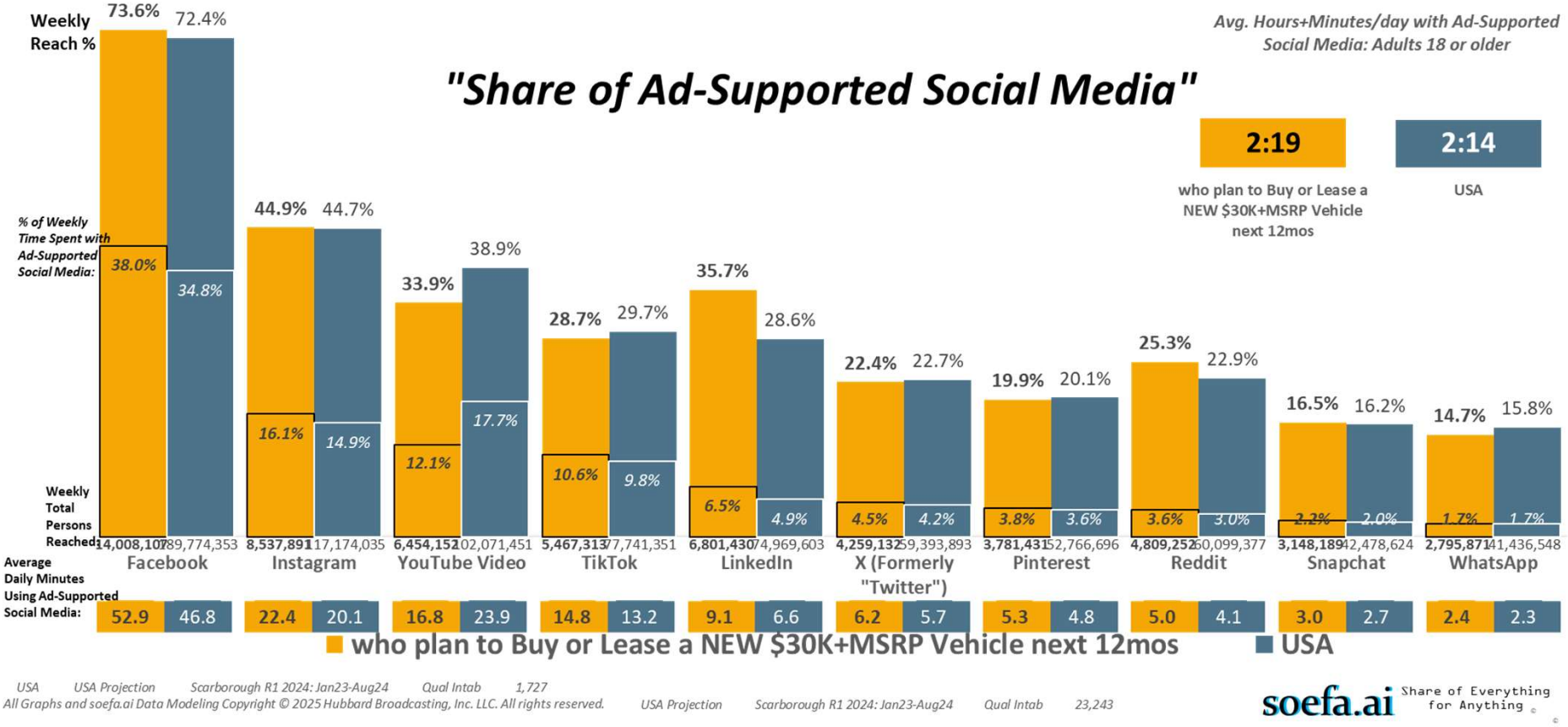
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



14,008,107 or 73.6% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 52.9 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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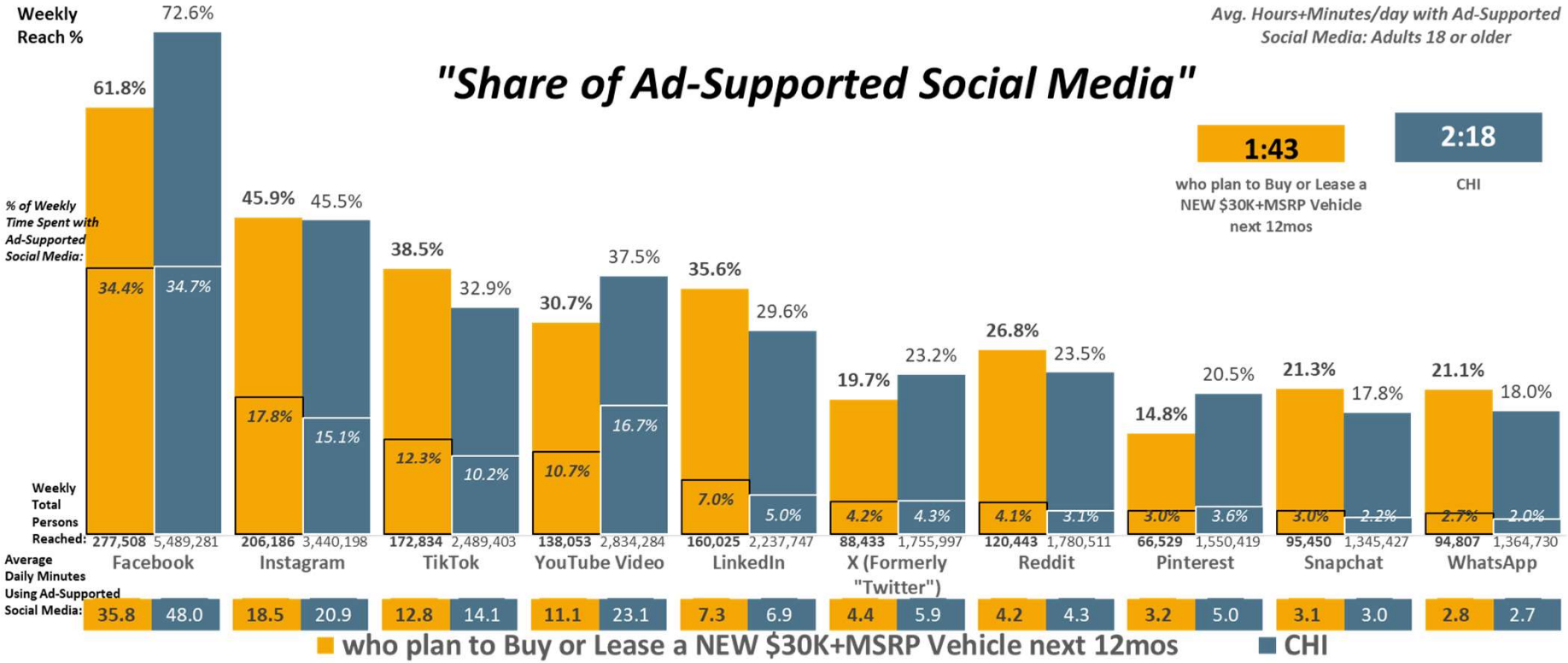
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



277,508 or 61.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 35.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

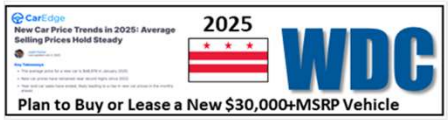


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

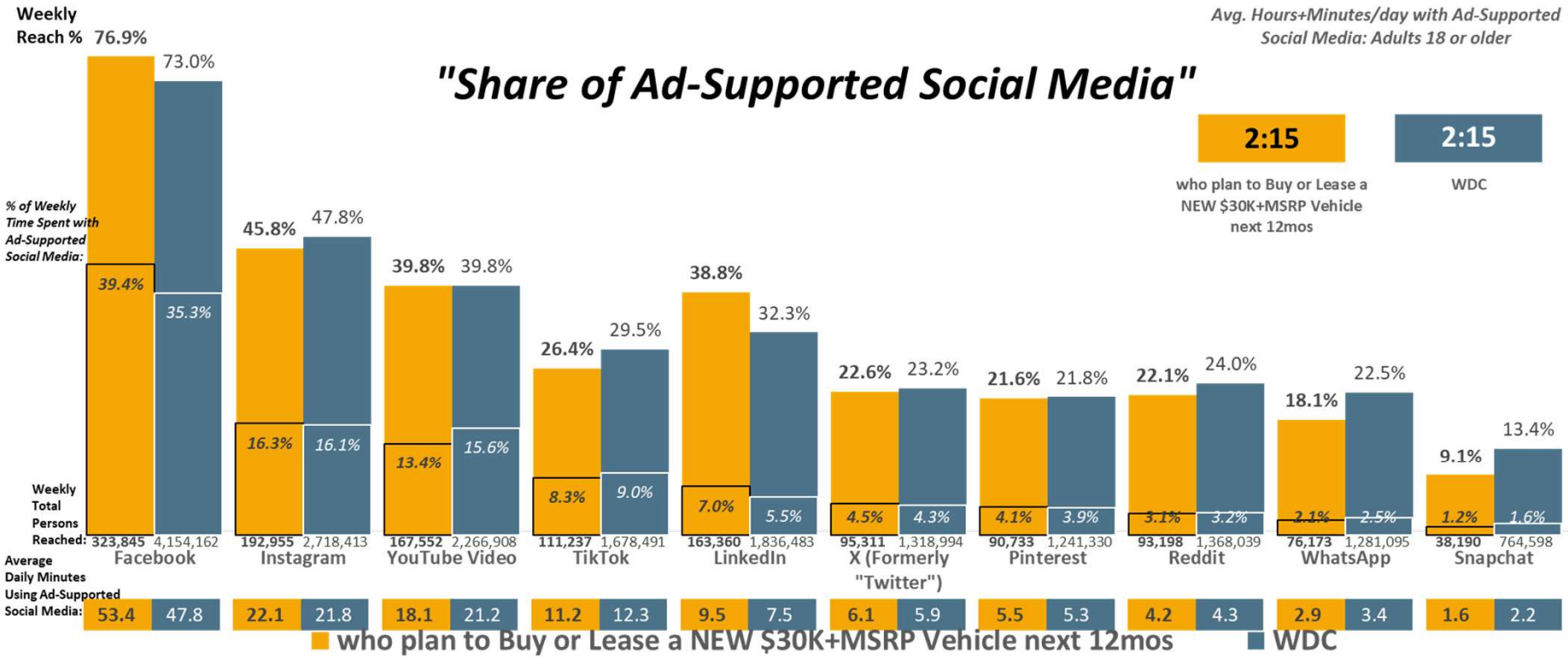
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



323,845 or 76.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 53.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



255,529 or 67.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 42.9 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

2:01 who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos

2:05 SEA

	Facebook	Instagram	YouTube Video	TikTok	LinkedIn	X (Formerly "Twitter")	Reddit	Pinterest	Snapchat	WhatsApp
Weekly Reach %	67.8% / 71.6%	51.1% / 46.6%	39.8% / 43.1%	28.1% / 25.6%	41.6% / 27.6%	26.8% / 22.0%	33.9% / 25.8%	14.7% / 17.3%	16.3% / 13.7%	17.0% / 15.8%
% of Weekly Time Spent with Ad-Supported Social Media:	35.3% / 35.6%	18.5% / 16.1%	10.8% / 15.8%	8.3% / 8.4%	7.7% / 4.9%	5.4% / 4.2%	4.8% / 3.5%	2.8% / 3.2%	2.1% / 1.7%	2.0% / 1.8%
Weekly Total Persons Reached:	255,529 / 3,226,465	192,376 / 2,100,975	150,109 / 1,941,457	105,811 / 1,151,999	156,721 / 1,242,565	100,835 / 989,790	127,832 / 1,160,815	55,287 / 778,829	61,333 / 615,380	63,915 / 711,222
Average Daily Minutes Using Ad-Supported Social Media:	42.9 / 44.5	22.5 / 20.2	13.1 / 19.7	10.1 / 10.5	9.3 / 6.1	6.6 / 5.3	5.9 / 4.4	3.4 / 4.0	2.6 / 2.2	2.5 / 2.3

■ who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos ■ SEA

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

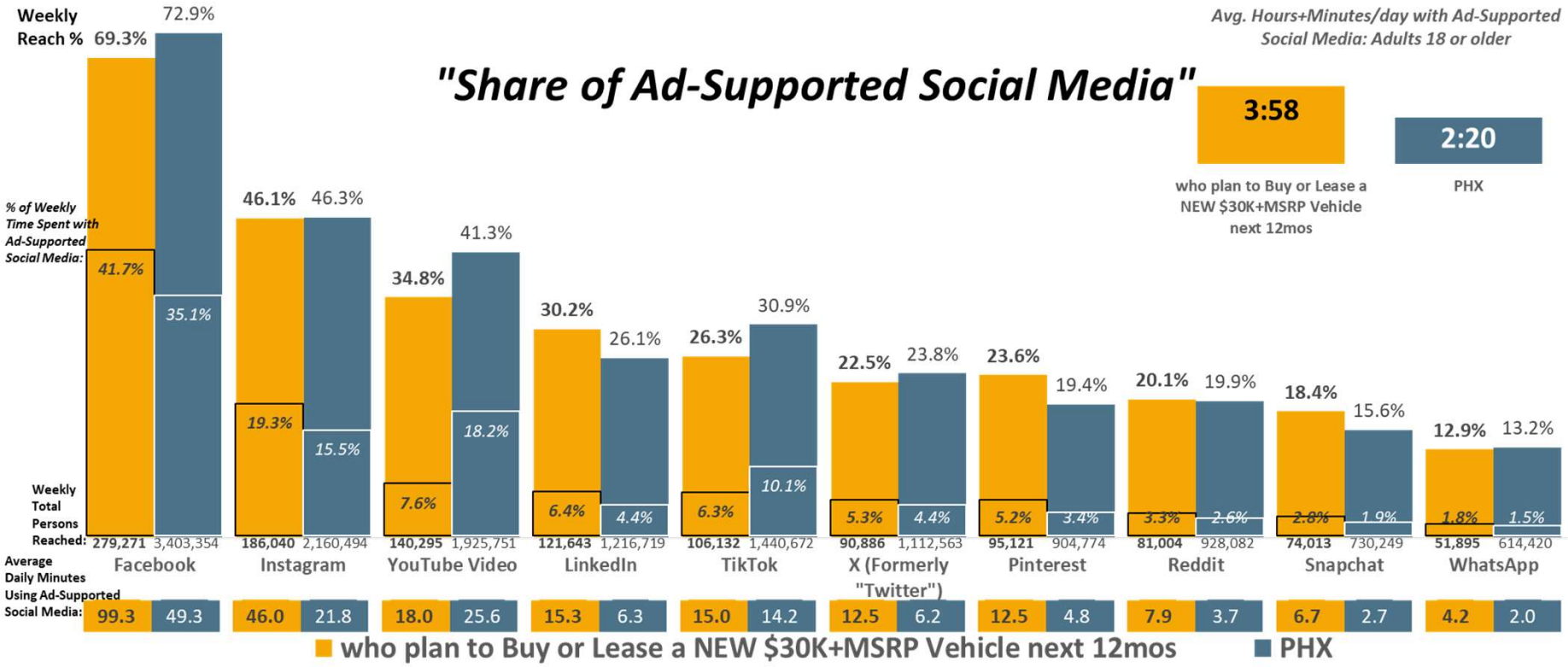
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



279,271 or 69.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 99.3 minutes every day representing 41.7% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

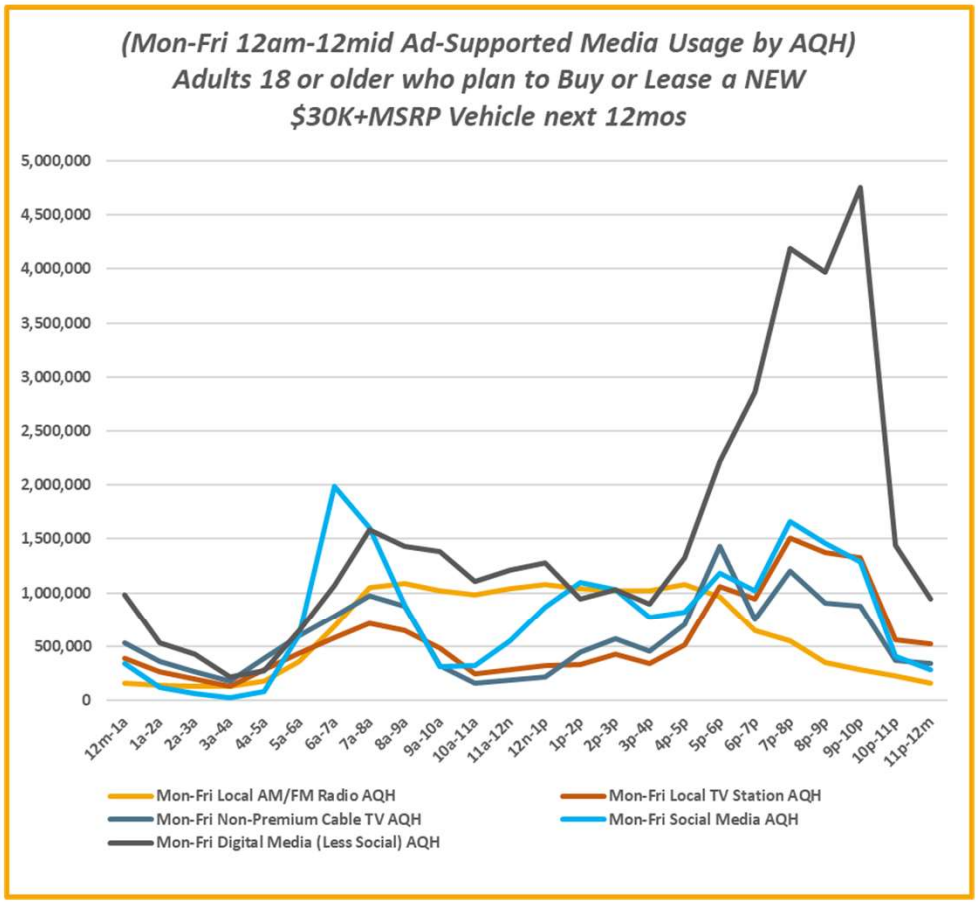
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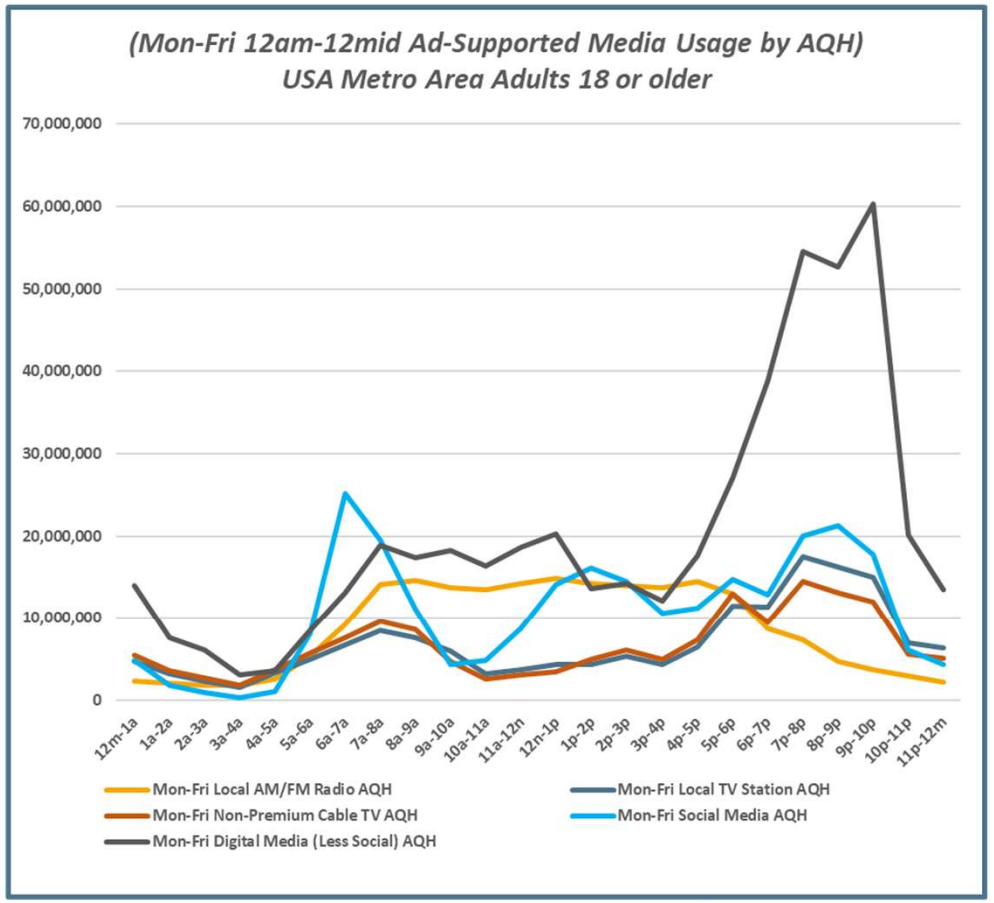
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,411,026; Local Radio: 977,153; Social Media: 956,544; Non-Prem. Cable: 605,964; Local TV: 528,223 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP V





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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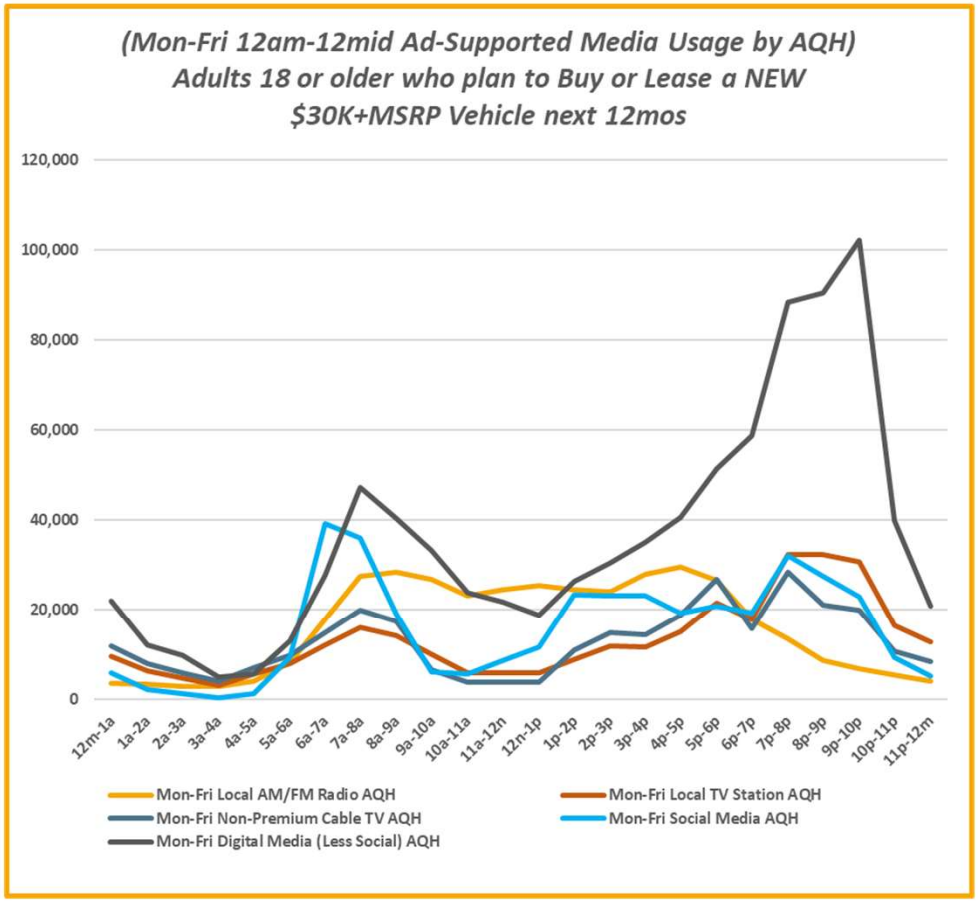
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

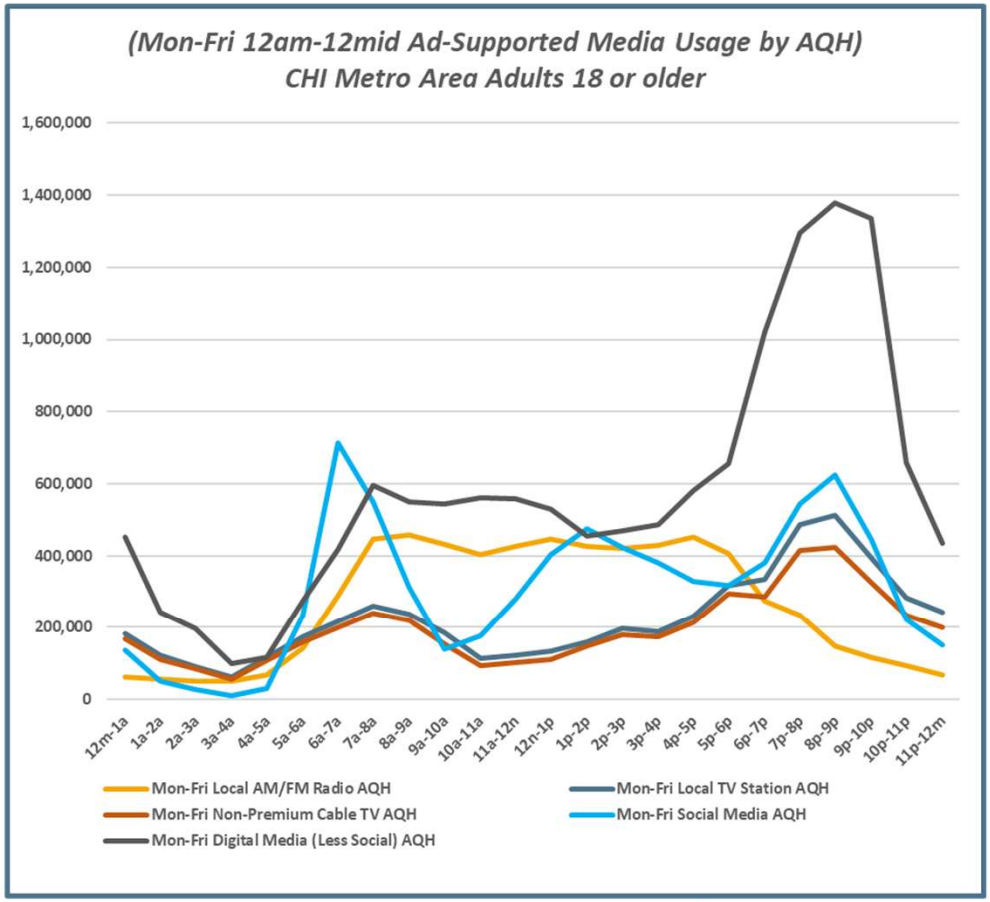
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,035; Local Radio: 24,900; Social Media: 19,585; Non-Prem. Cable: 13,186; Local TV: 12,047 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle



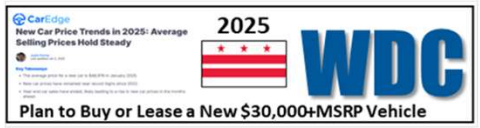


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

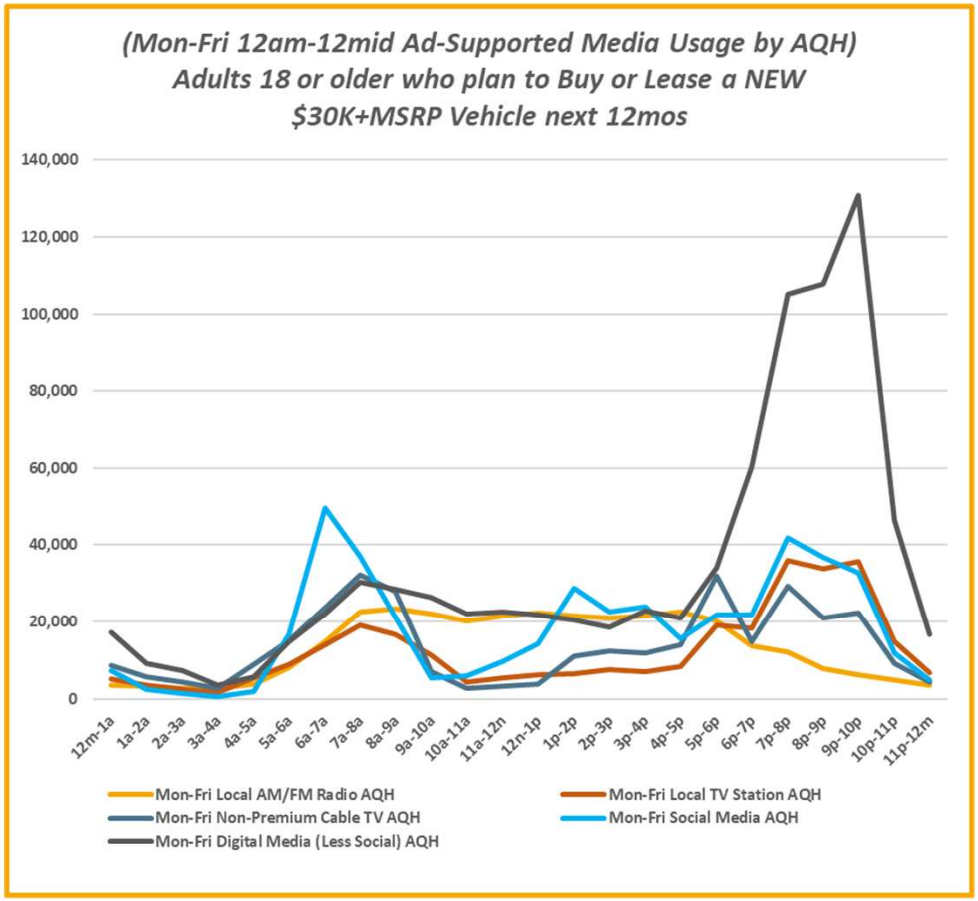
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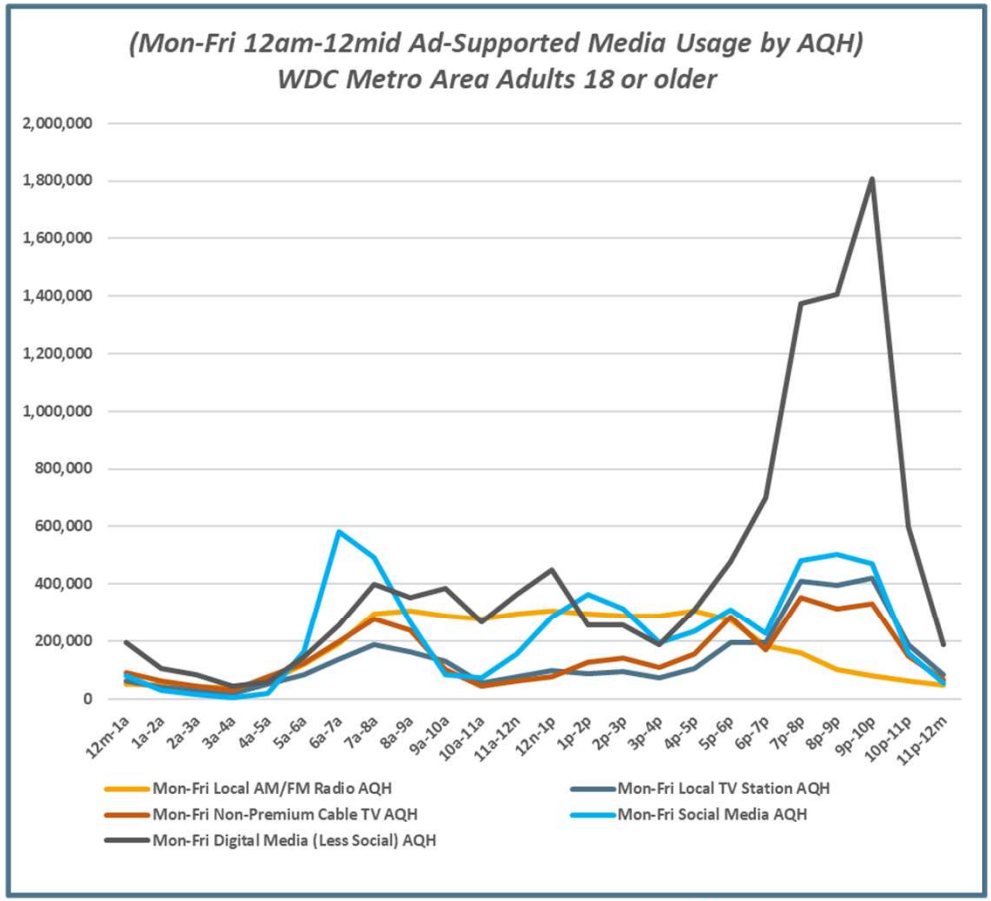
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,967; Social Media: 21,391; Local Radio: 20,541; Non-Prem. Cable: 15,146; Local TV: 11,091 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle





WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

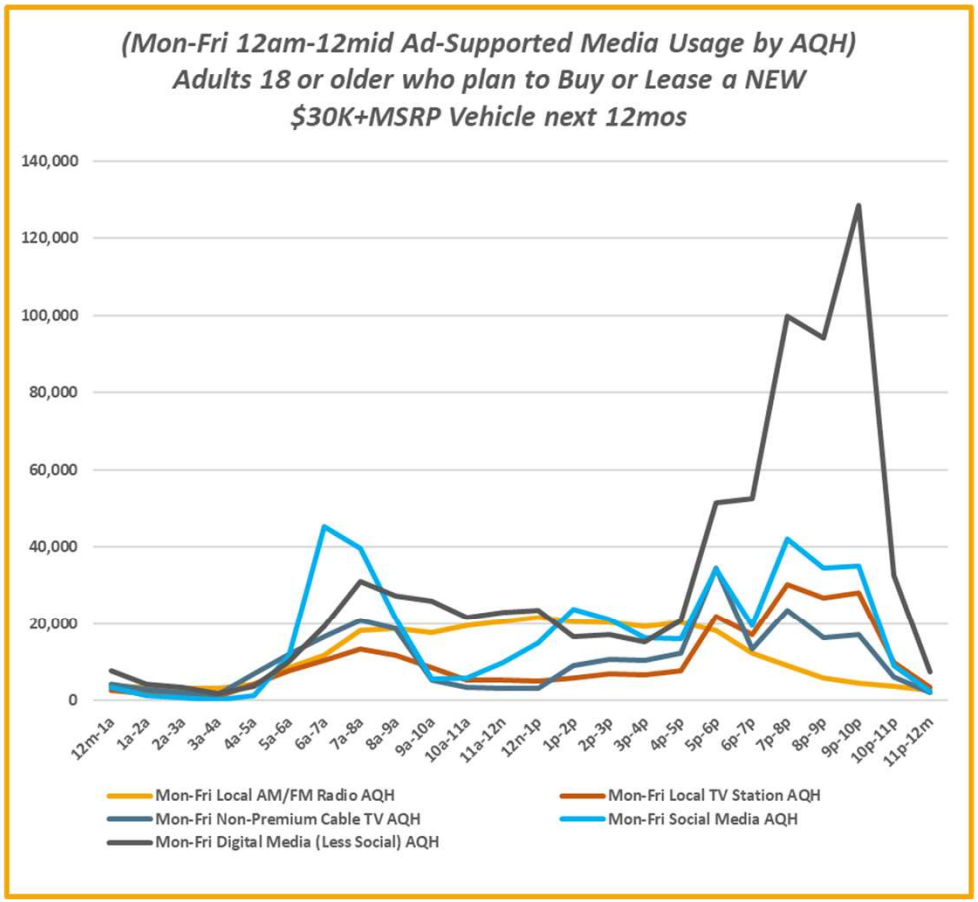
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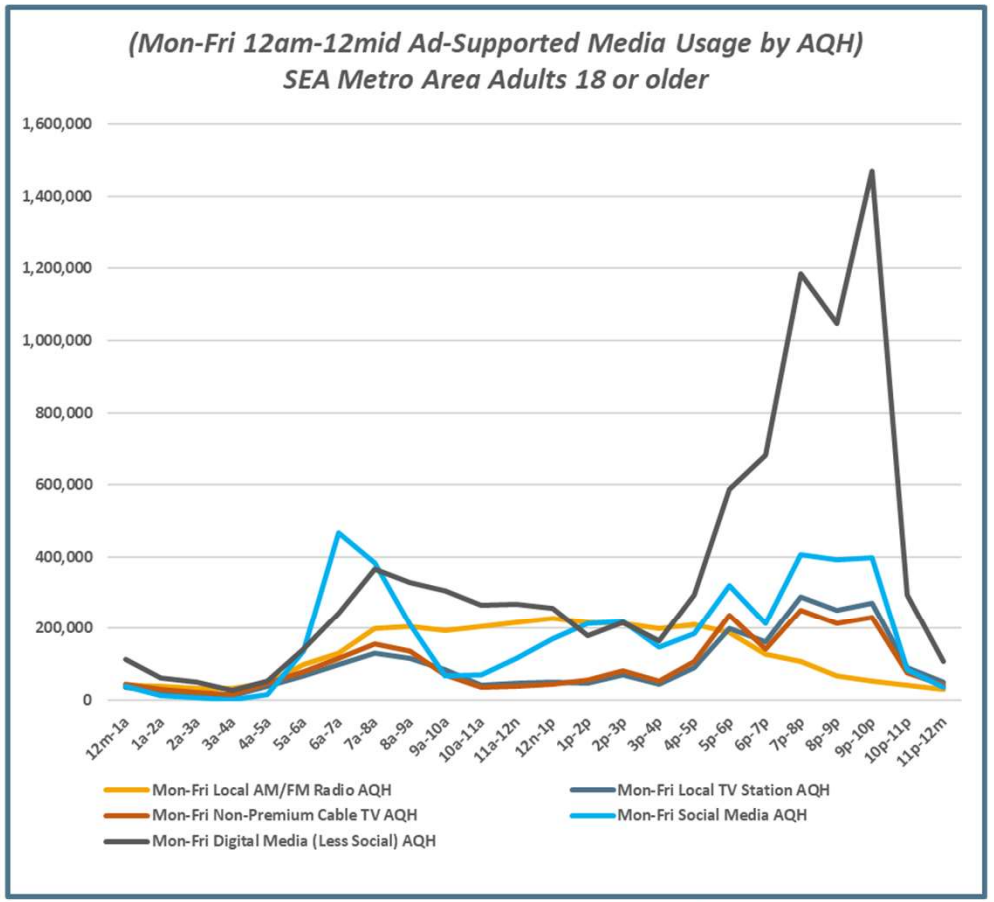
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,547; Social Media: 21,007; Local Radio: 18,366; Non-Prem. Cable: 12,365; Local TV: 9,639 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle n





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

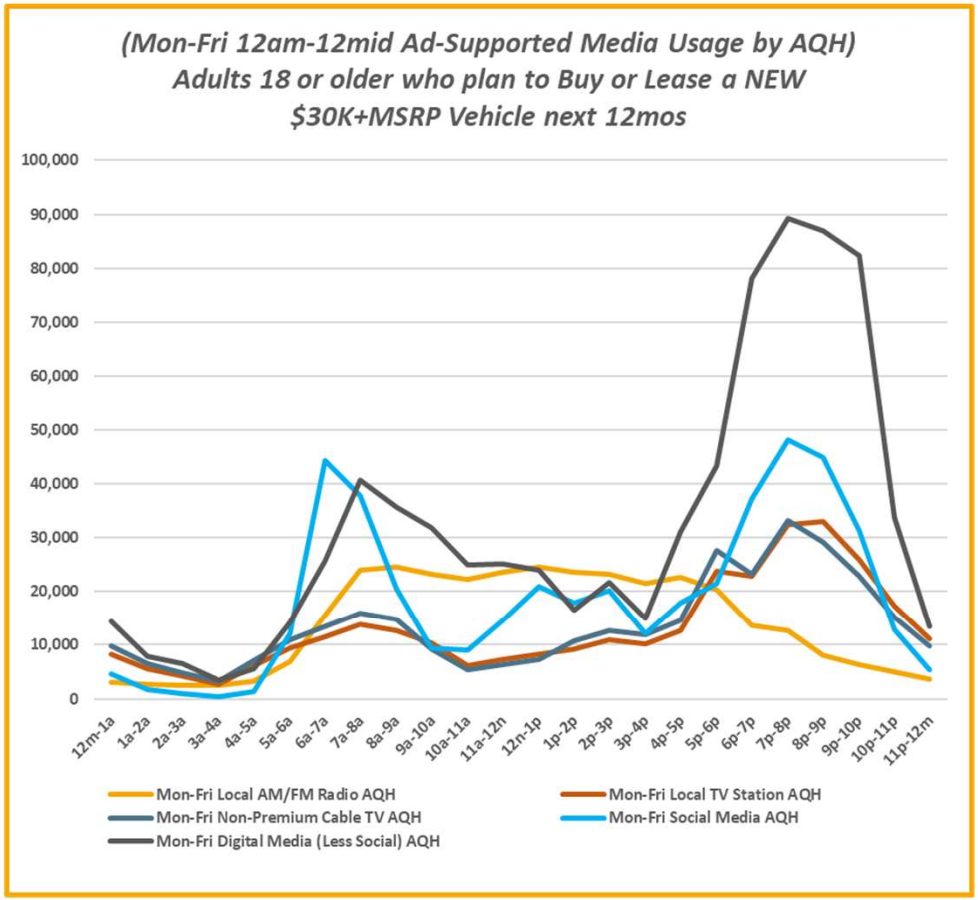
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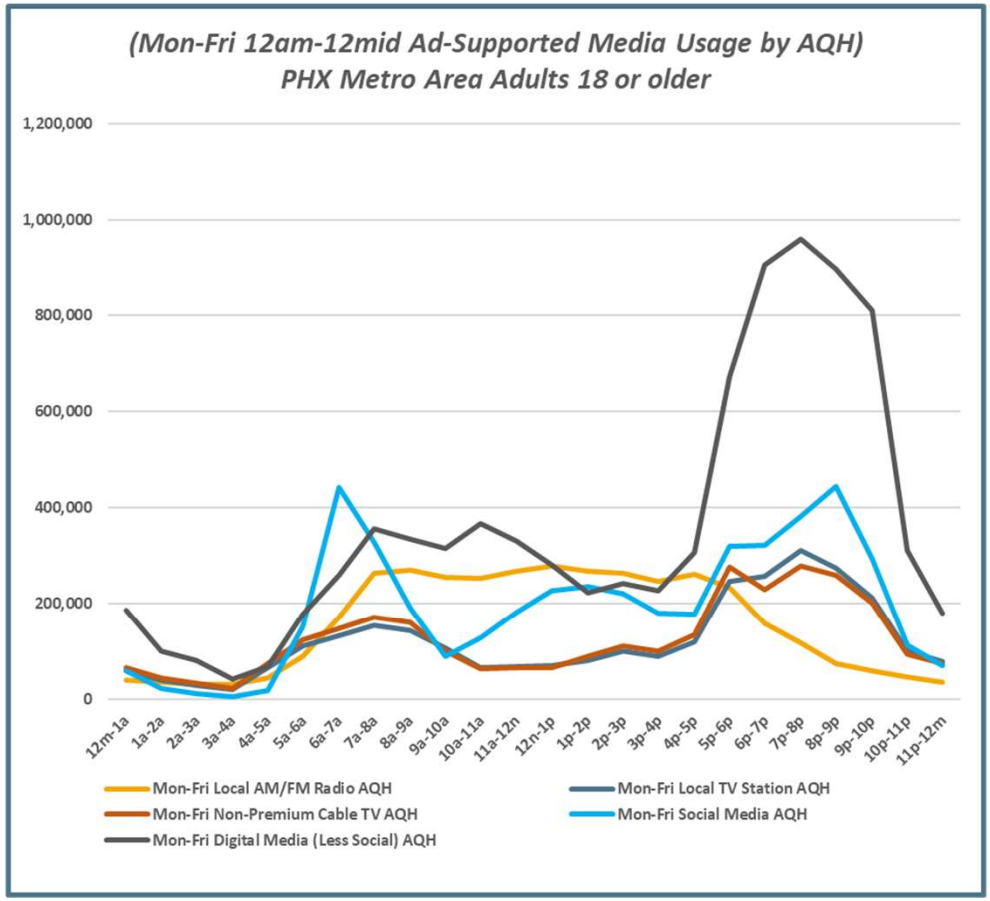
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,856; Social Media: 21,812; Local Radio: 21,776; Non-Prem. Cable: 13,327; Local TV: 12,291 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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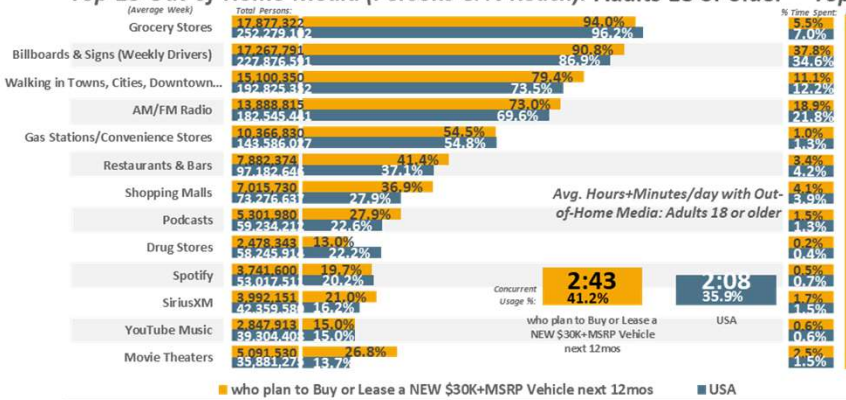
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

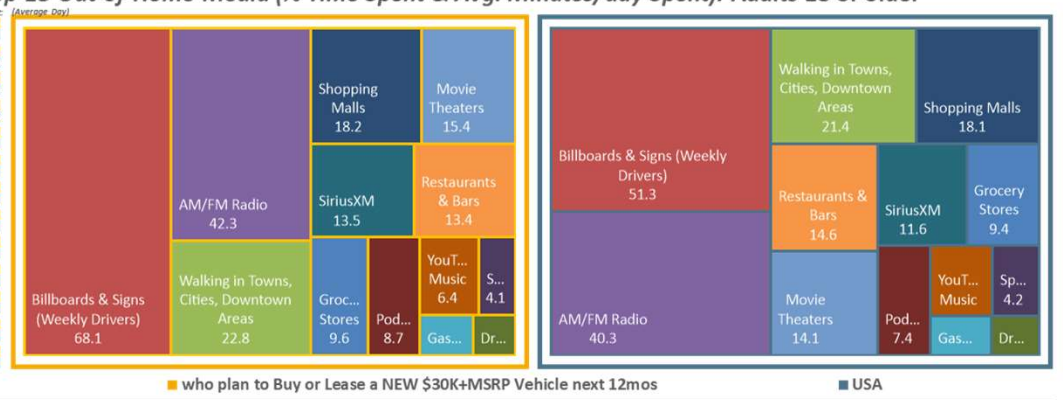


17,267,791 or 90.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 35.5 mi

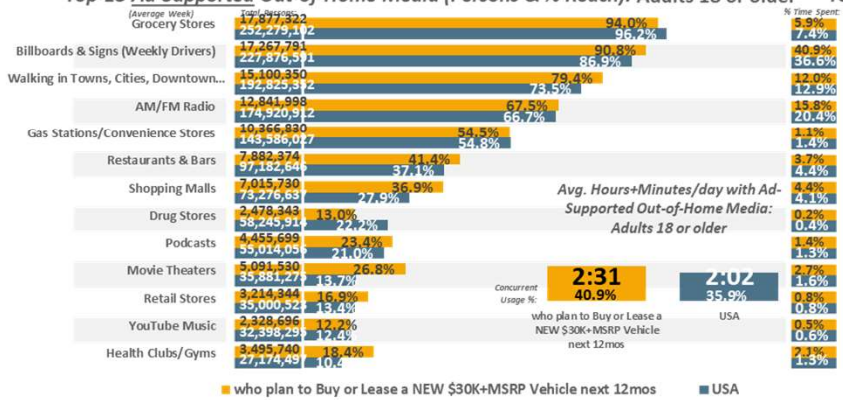
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



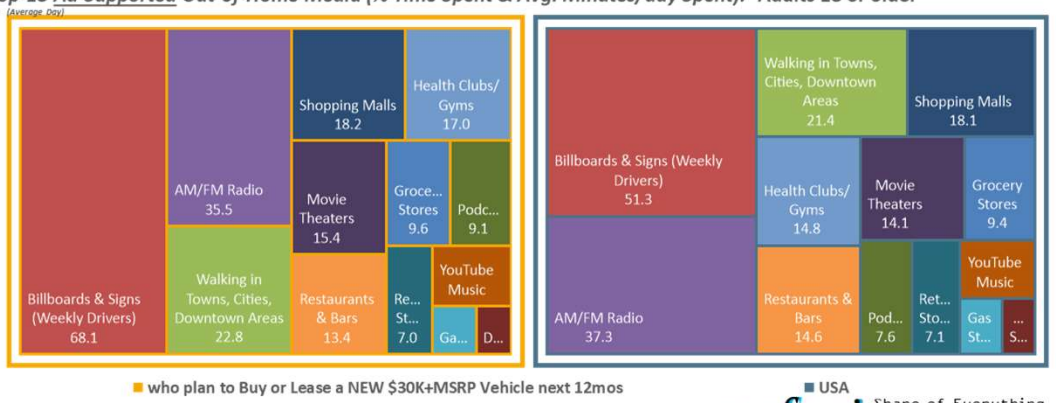
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

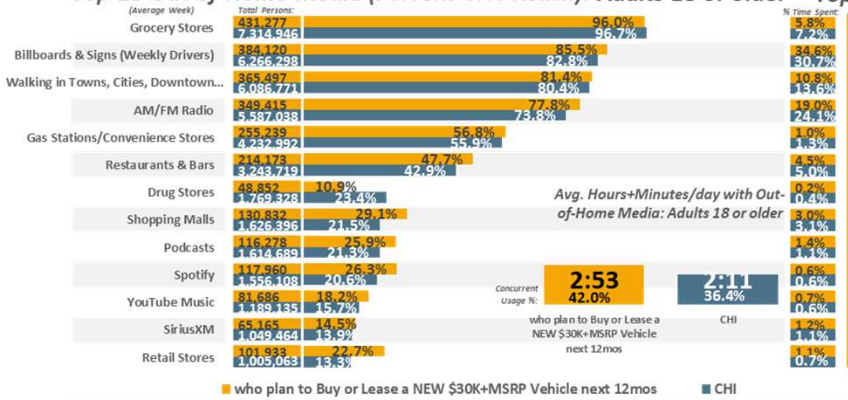
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

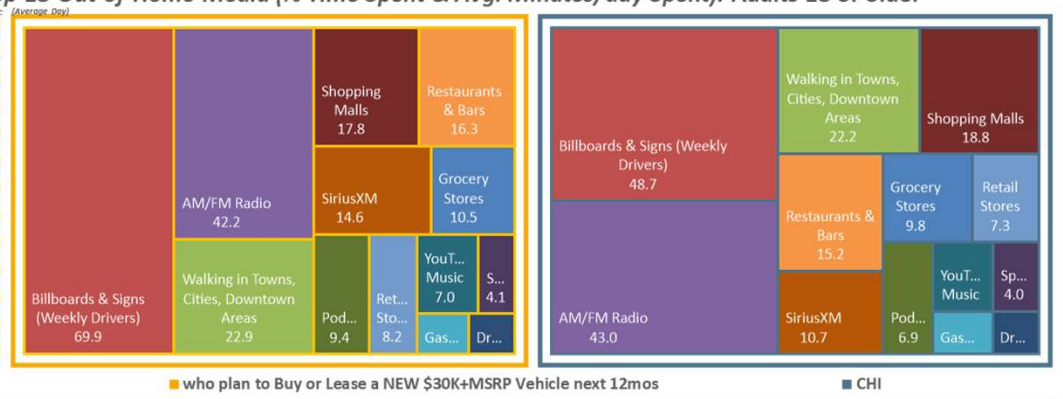


384,120 or 85.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 69.9 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 37.3 minute

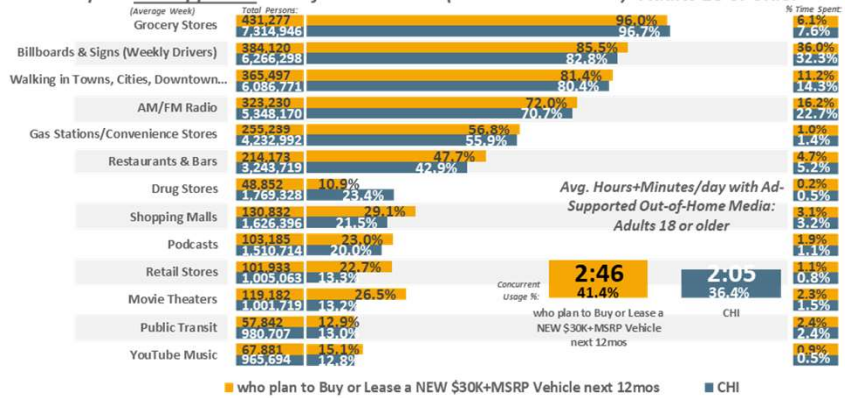
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



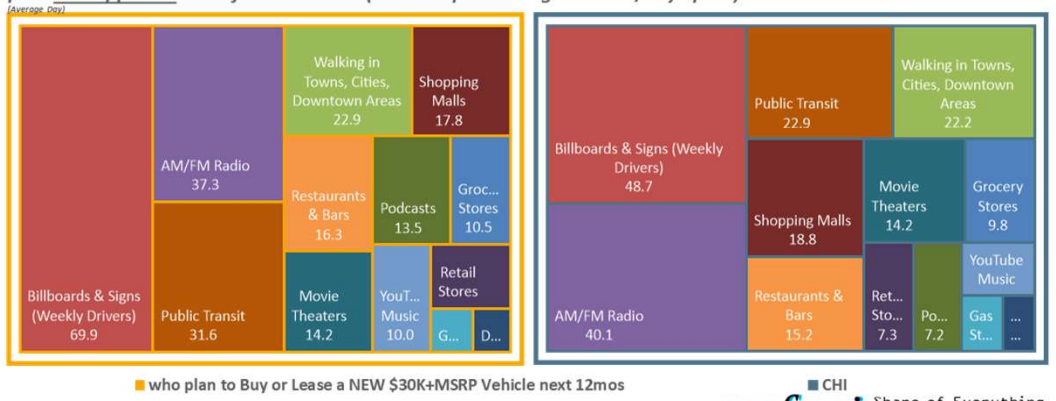
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

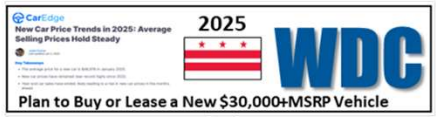


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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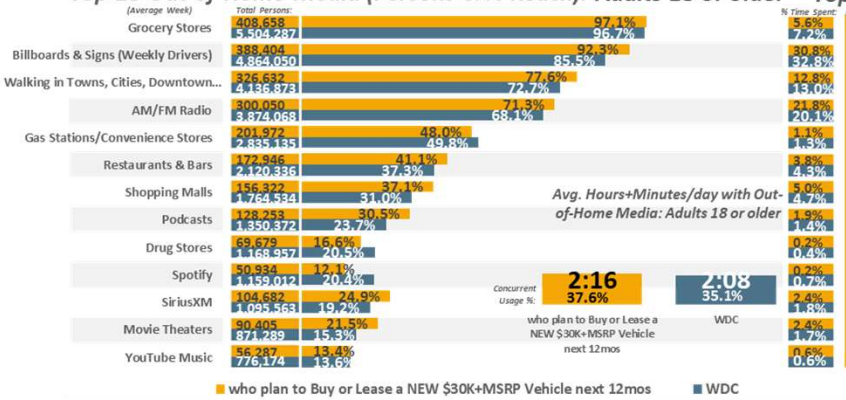
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

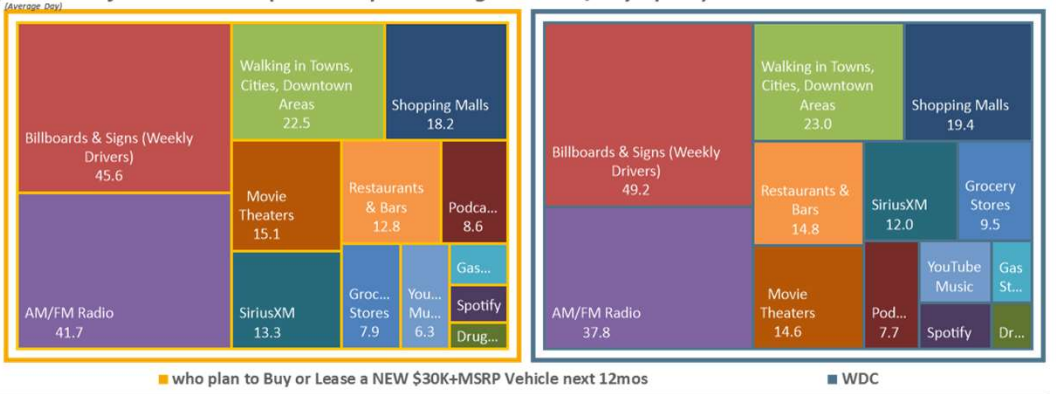


388,404 or 92.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 45.6 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 33. minute

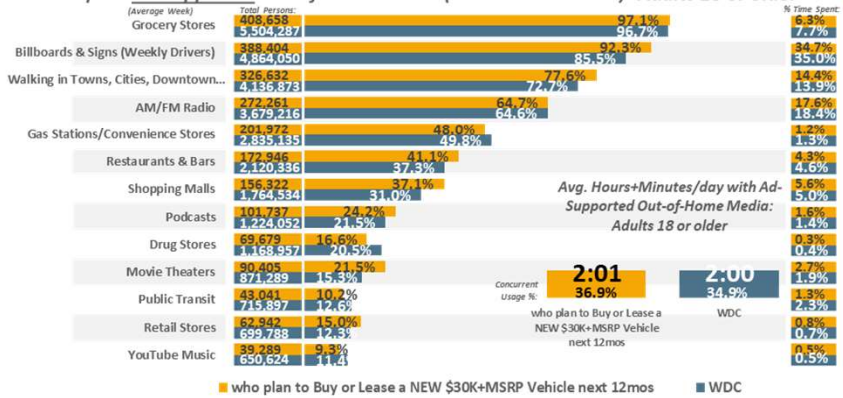
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



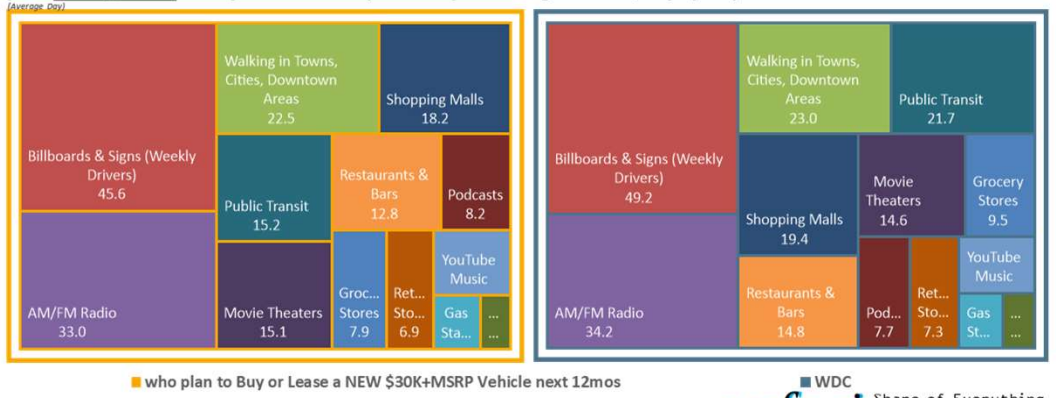
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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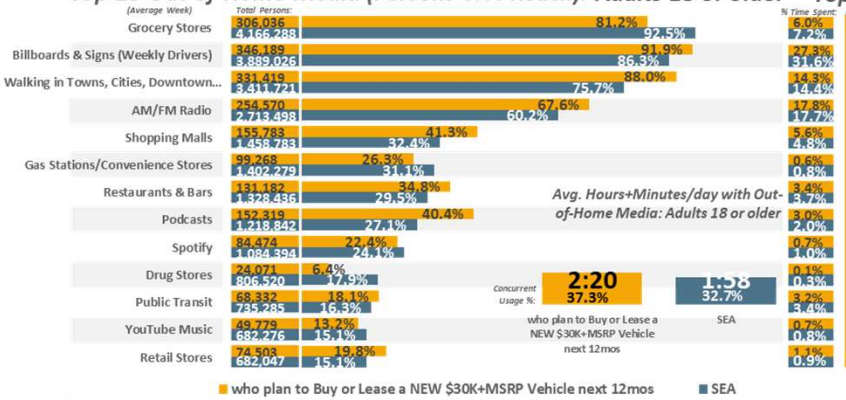
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

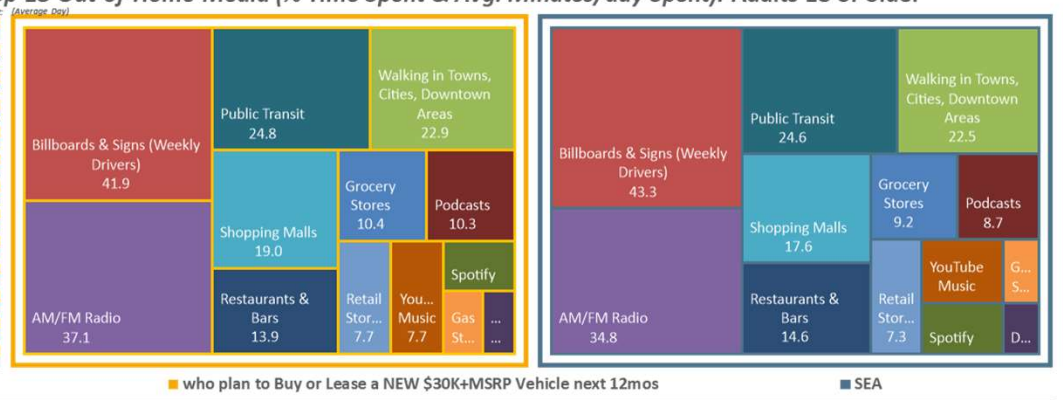


346,189 or 91.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 41.9 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 29.6 minut

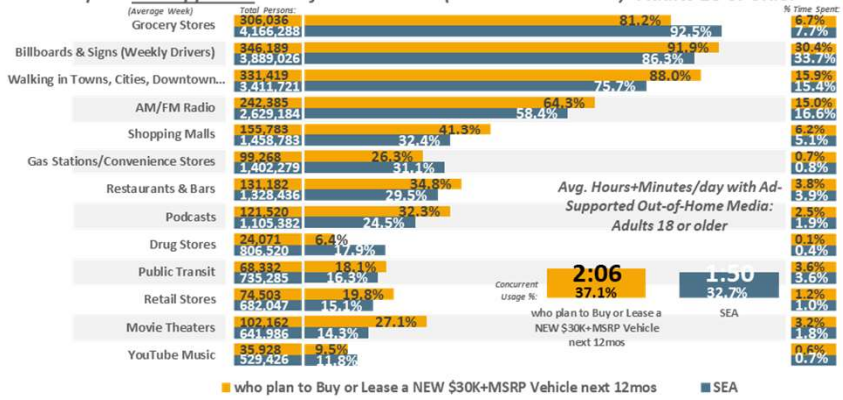
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



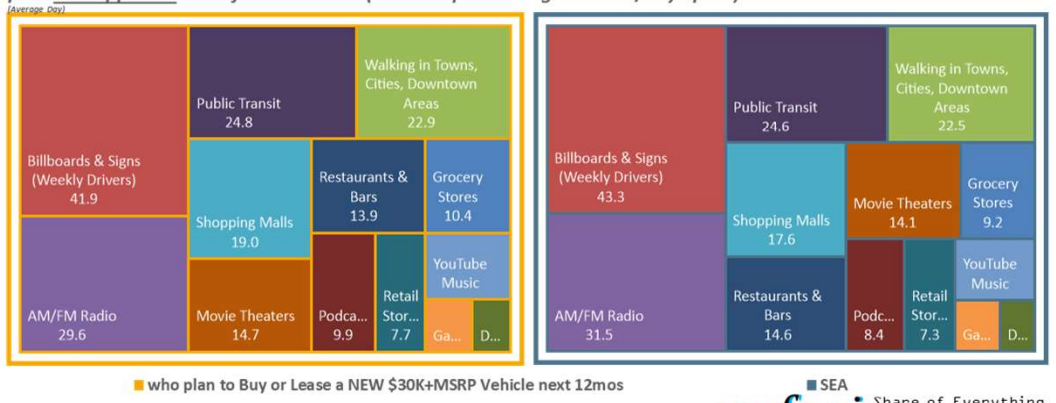
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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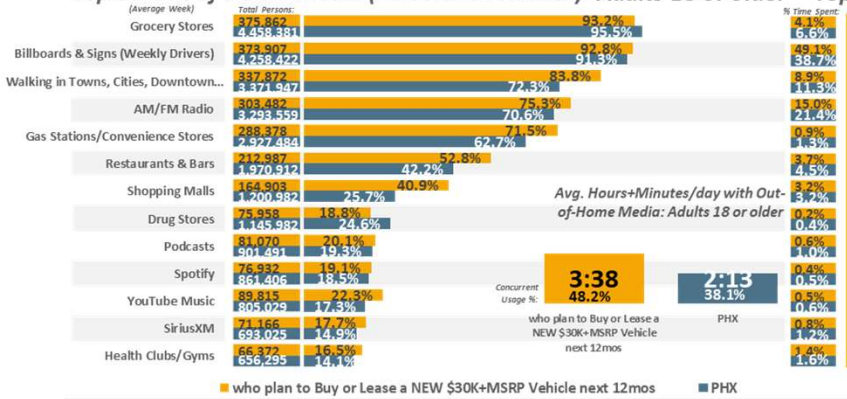
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

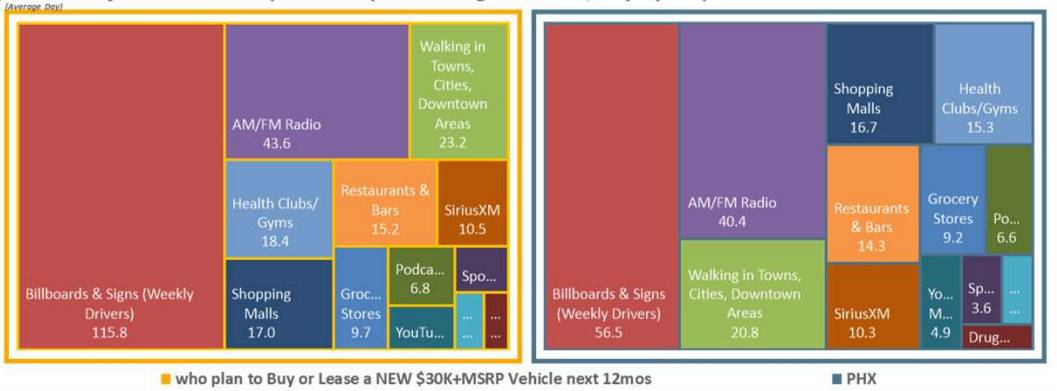


373,907 or 92.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 115.8 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minu

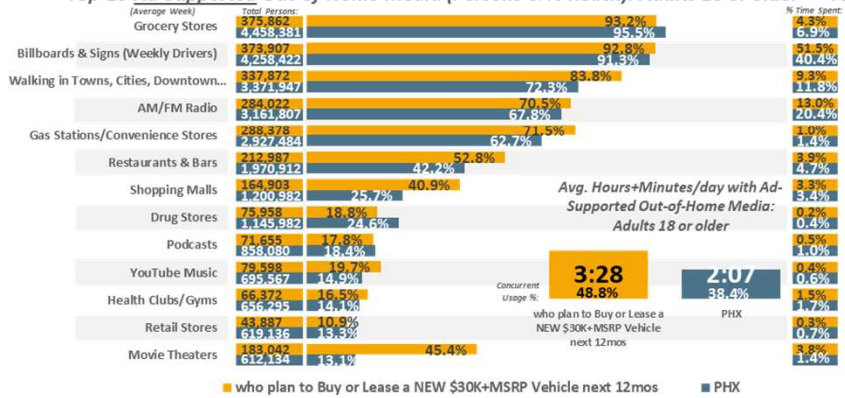
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



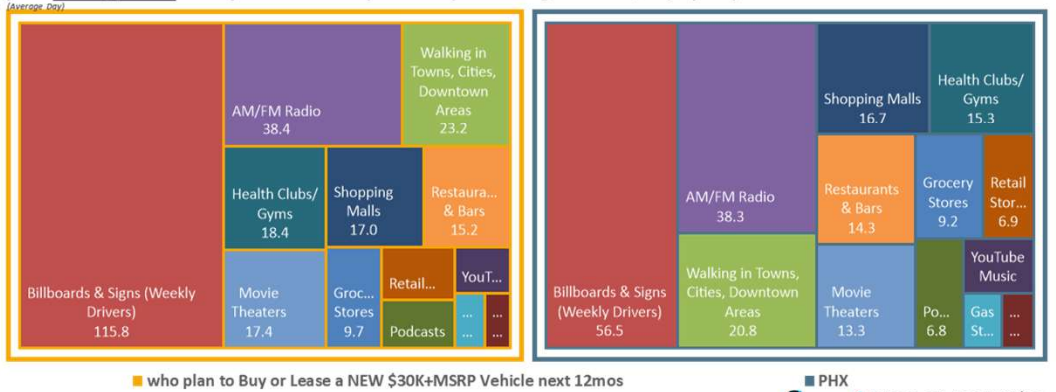
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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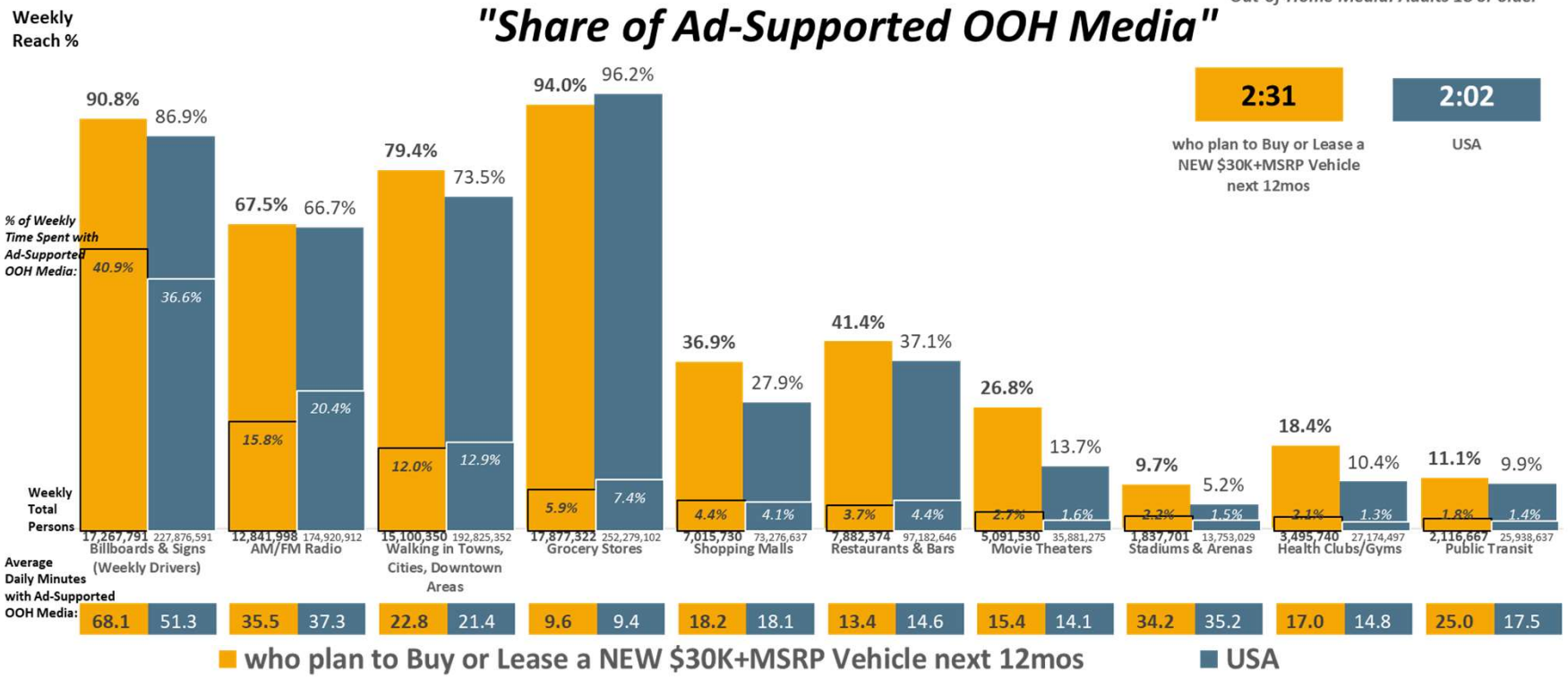
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



17,267,791 or 90.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 68.1 minutes per day driving, seeing Billboards and Signs representing 40.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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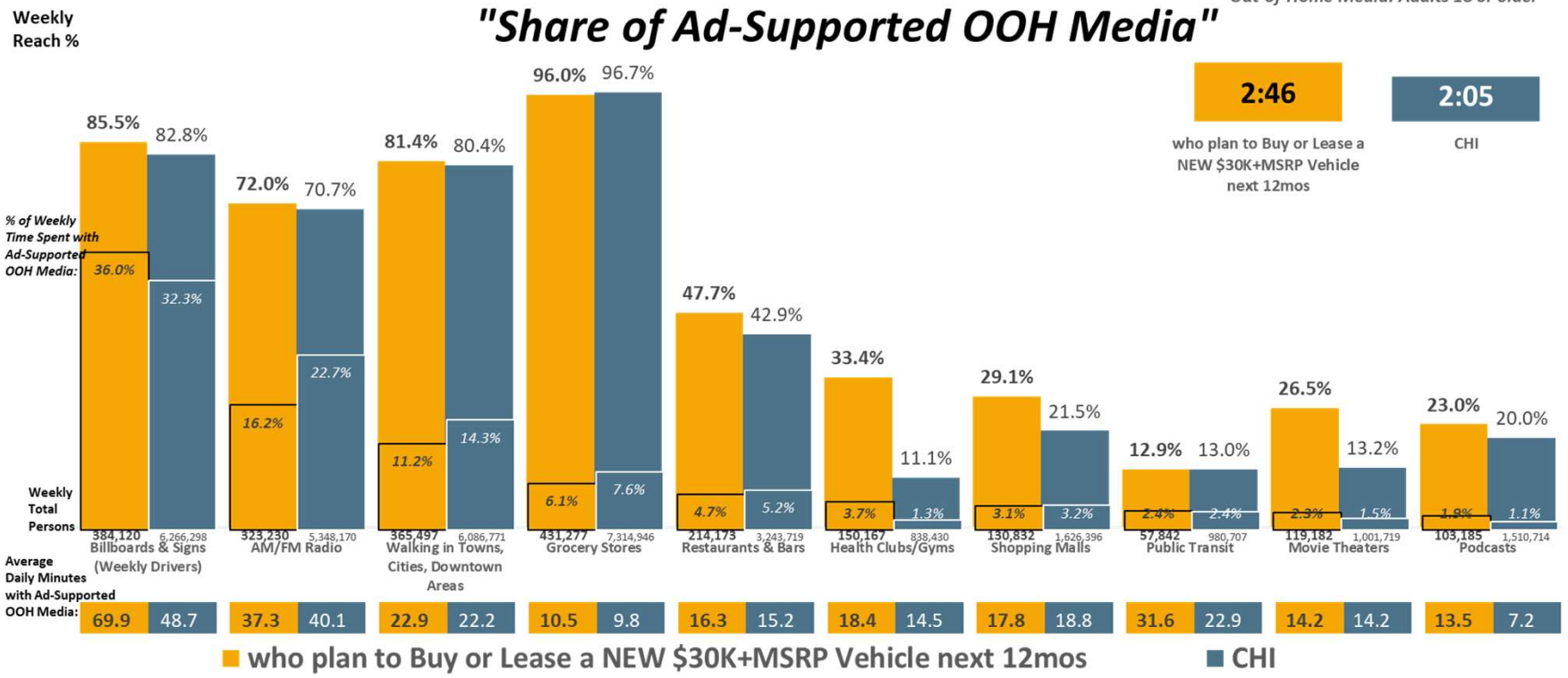
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



384,120 or 85.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 69.9 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

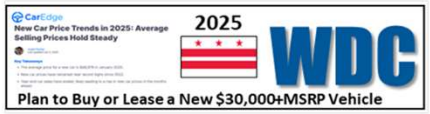


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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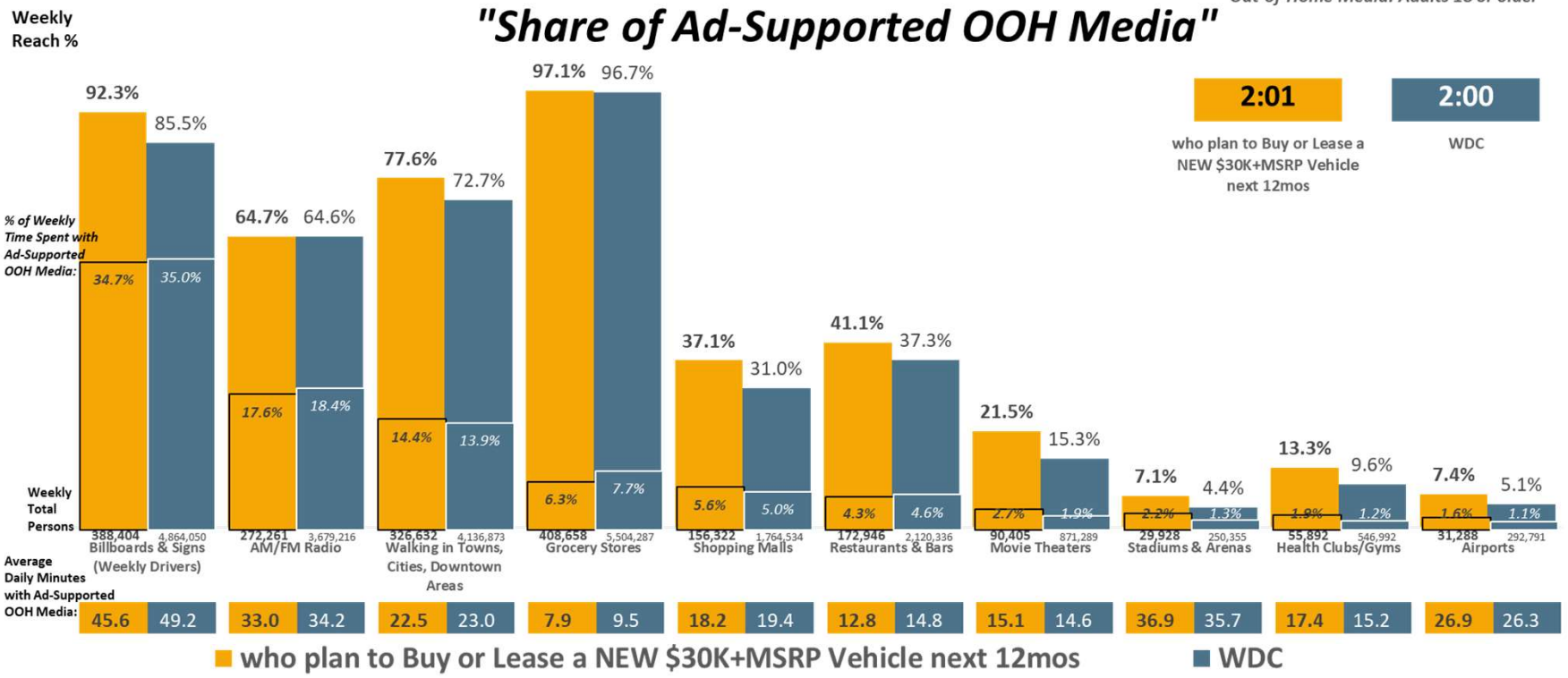
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388,404 or 92.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 45.6 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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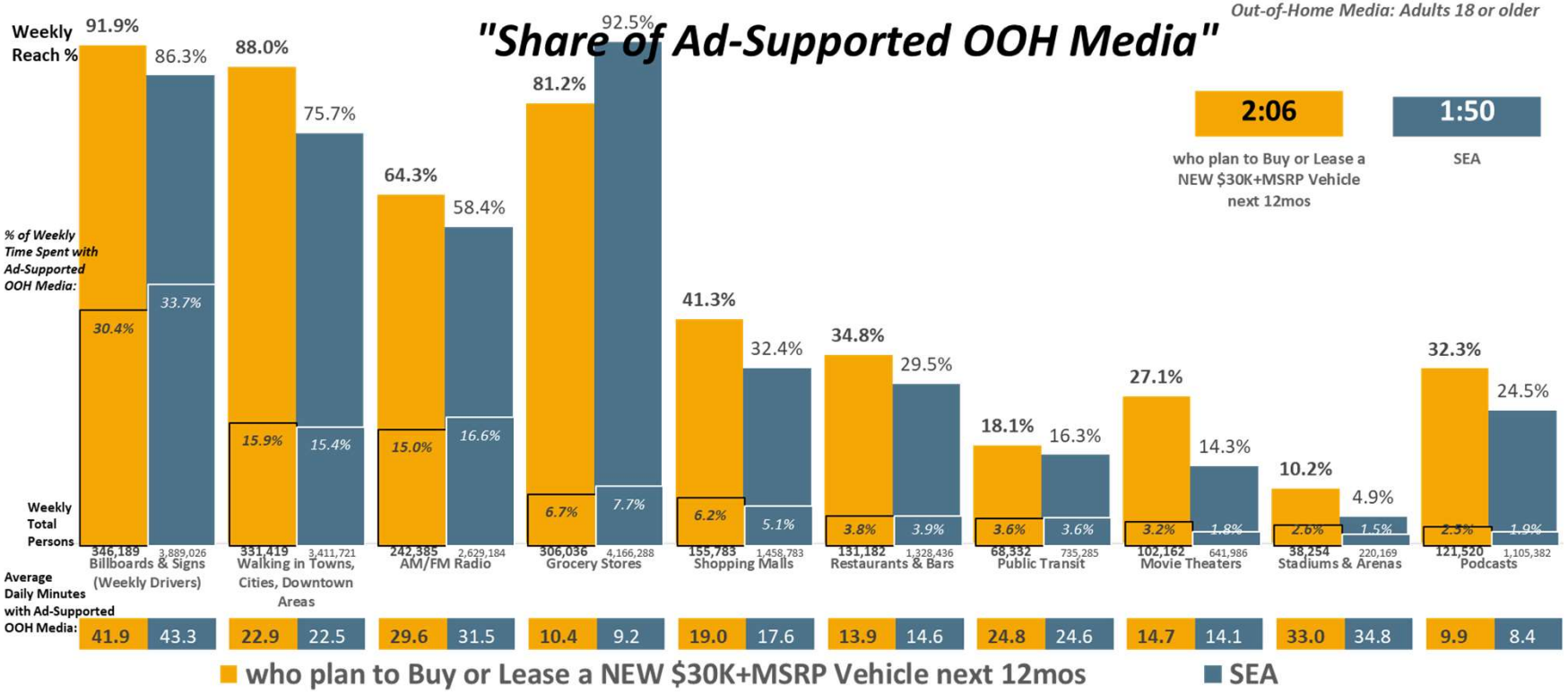
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



346,189 or 91.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 41.9 minutes per day driving, seeing Billboards and Signs representing 30.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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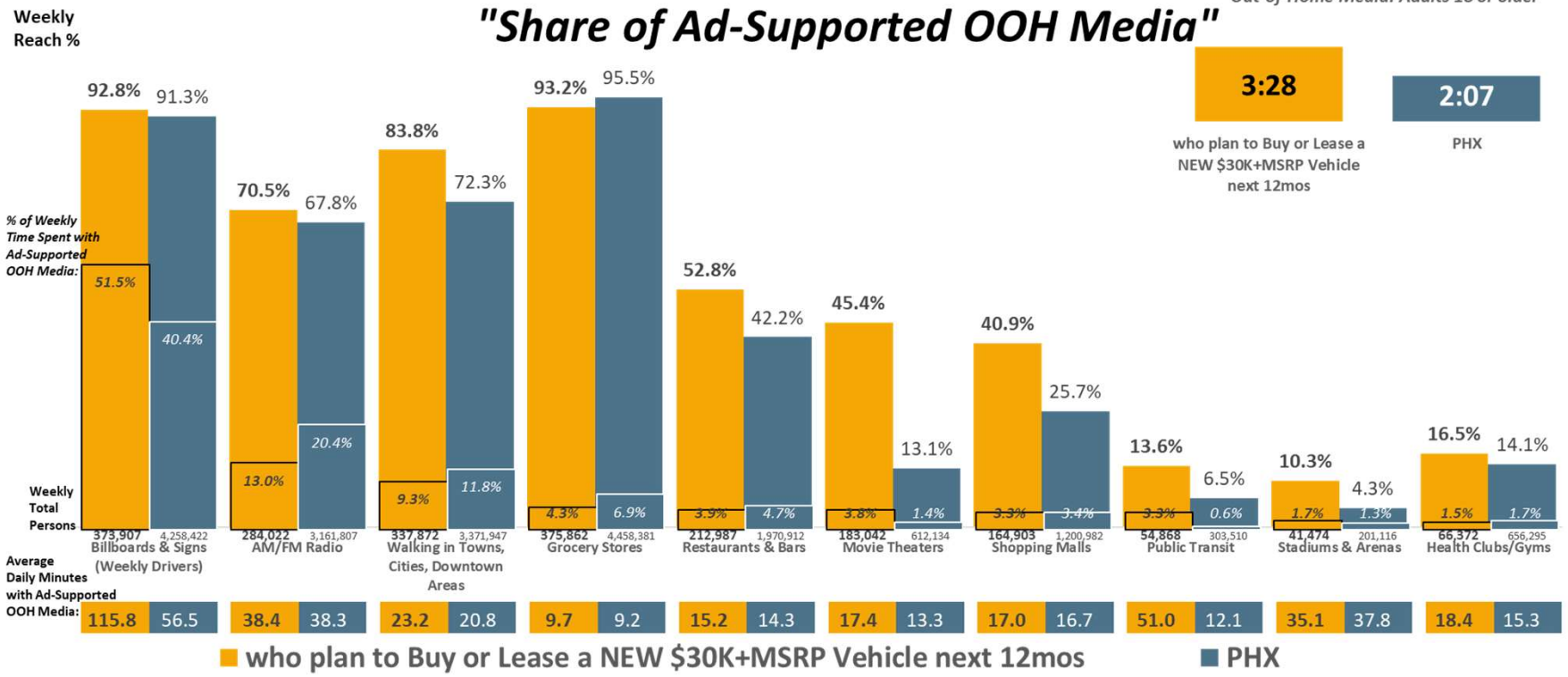
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373,907 or 92.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 115.8 minutes per day driving, seeing Billboards and Signs representing 51.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

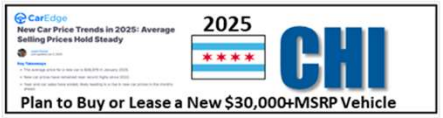


PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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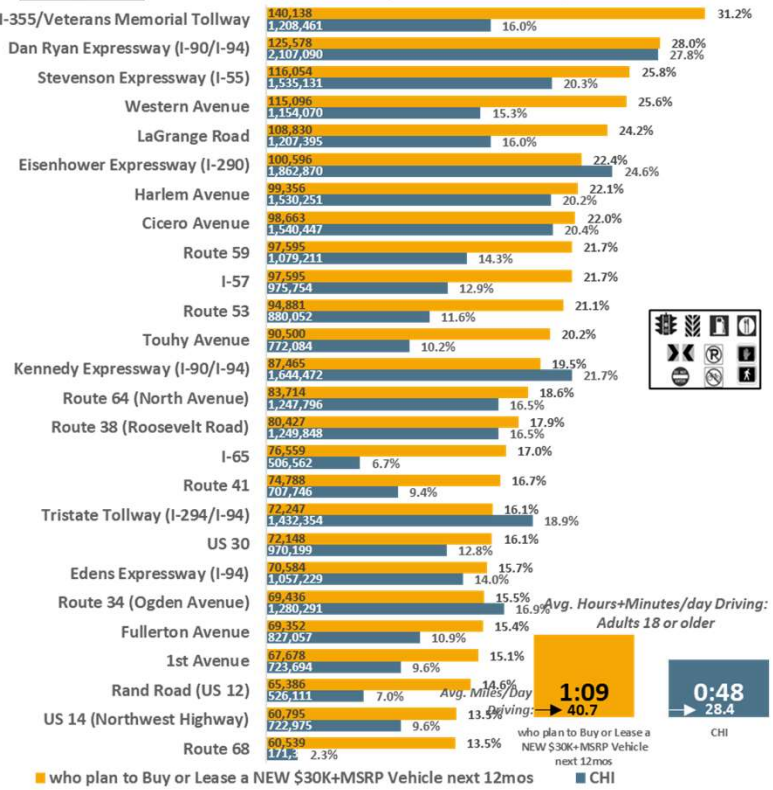
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

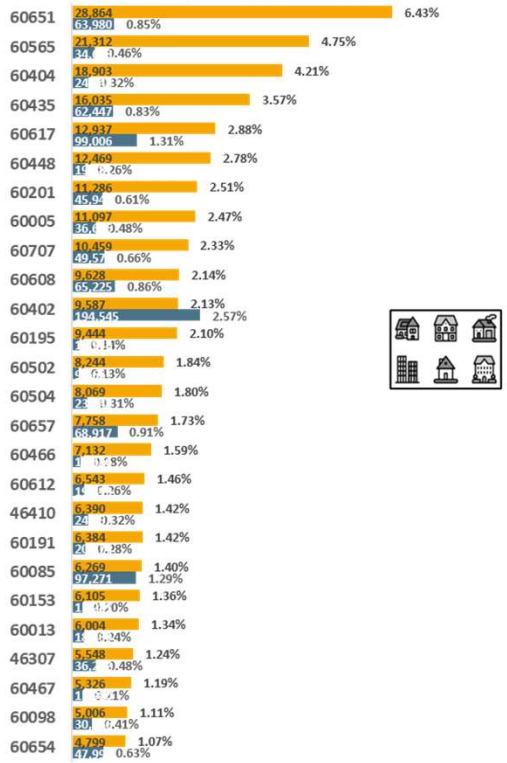


384,120 or 85.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 69.9 minutes per day driving an average of 40.7 miles each day and are 154.6% more likely to use I-65 than the Metro average.

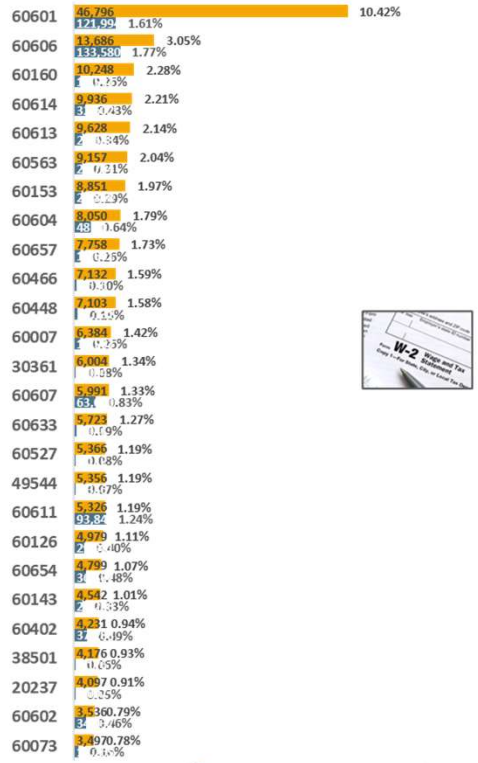
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

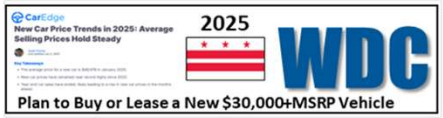


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CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

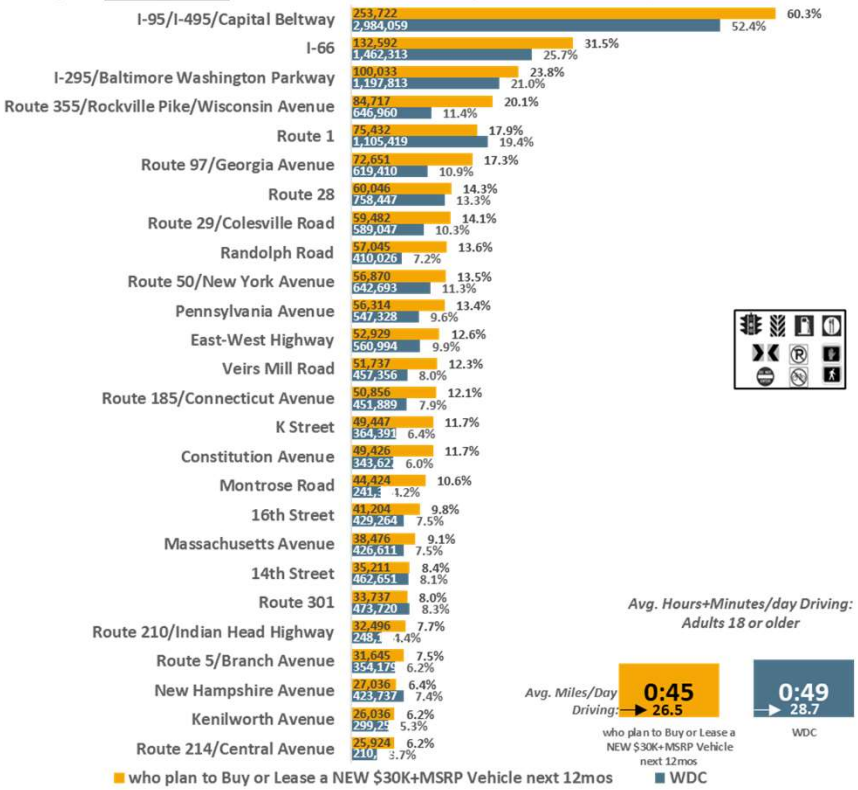
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



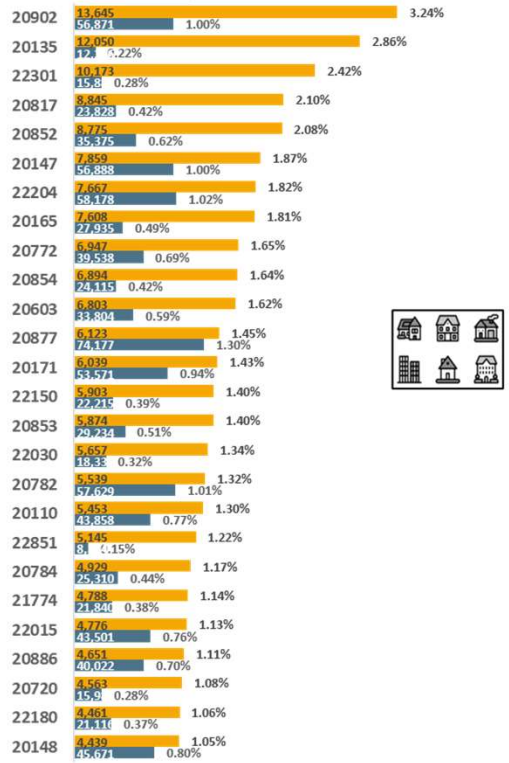
388,404 or 92.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 45.6 minutes per day driving an average of 26.5 miles each day and are 148.9% more likely to use Montrose Road than the Metro average.

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

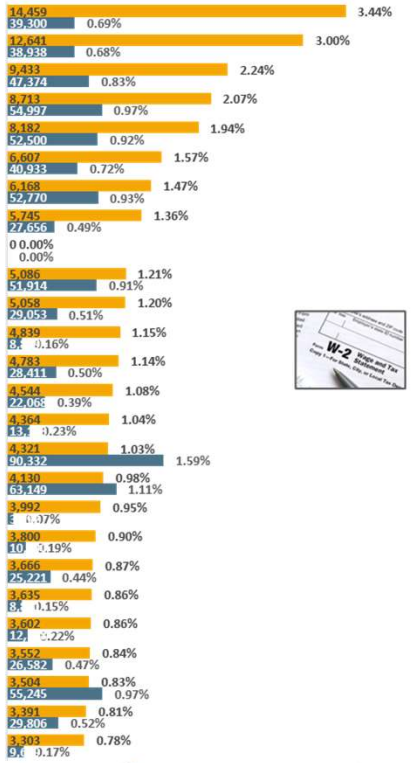


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

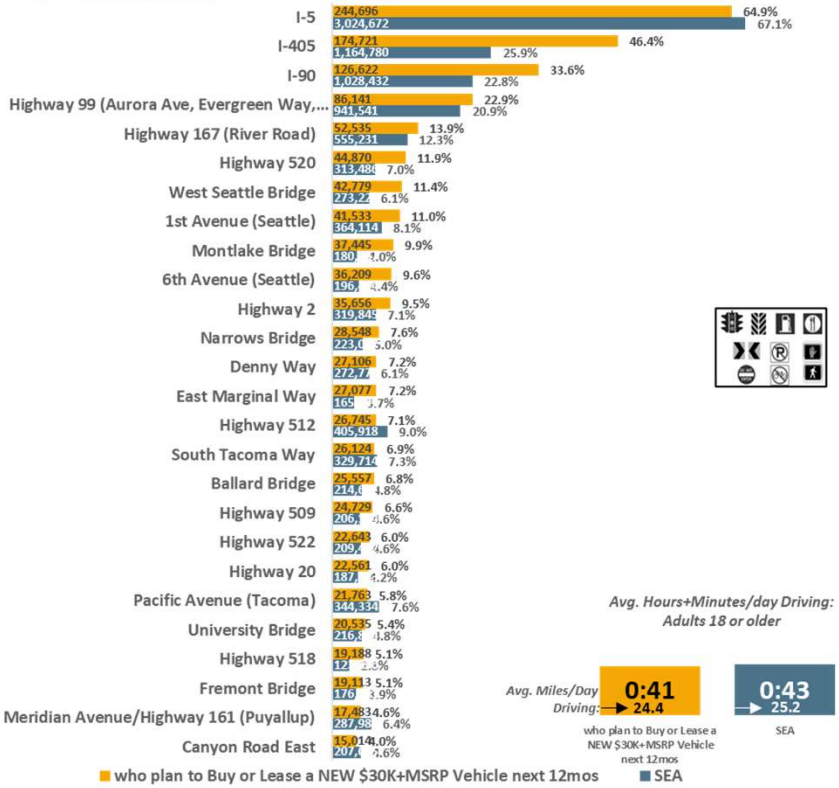
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



346,189 or 91.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 41.9 minutes per day driving an average of 24.4 miles each day and are 148.2% more likely to use Montlake Bridge than the Metro average.

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



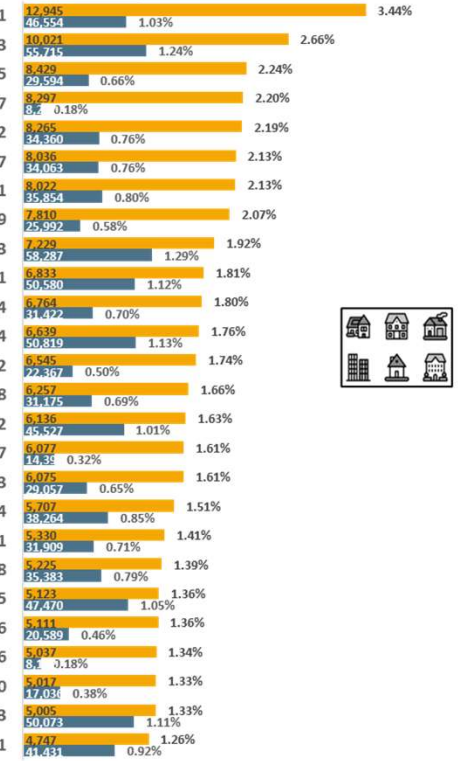
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 24.4

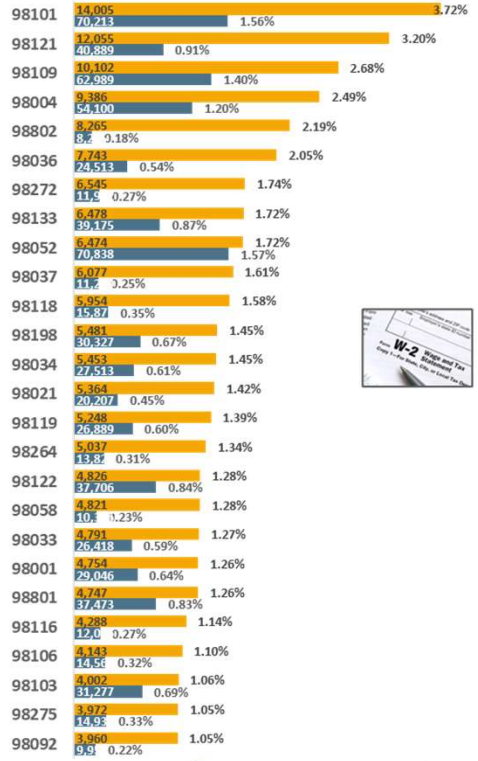
0:41 — who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos

0:43 → 25.2 — SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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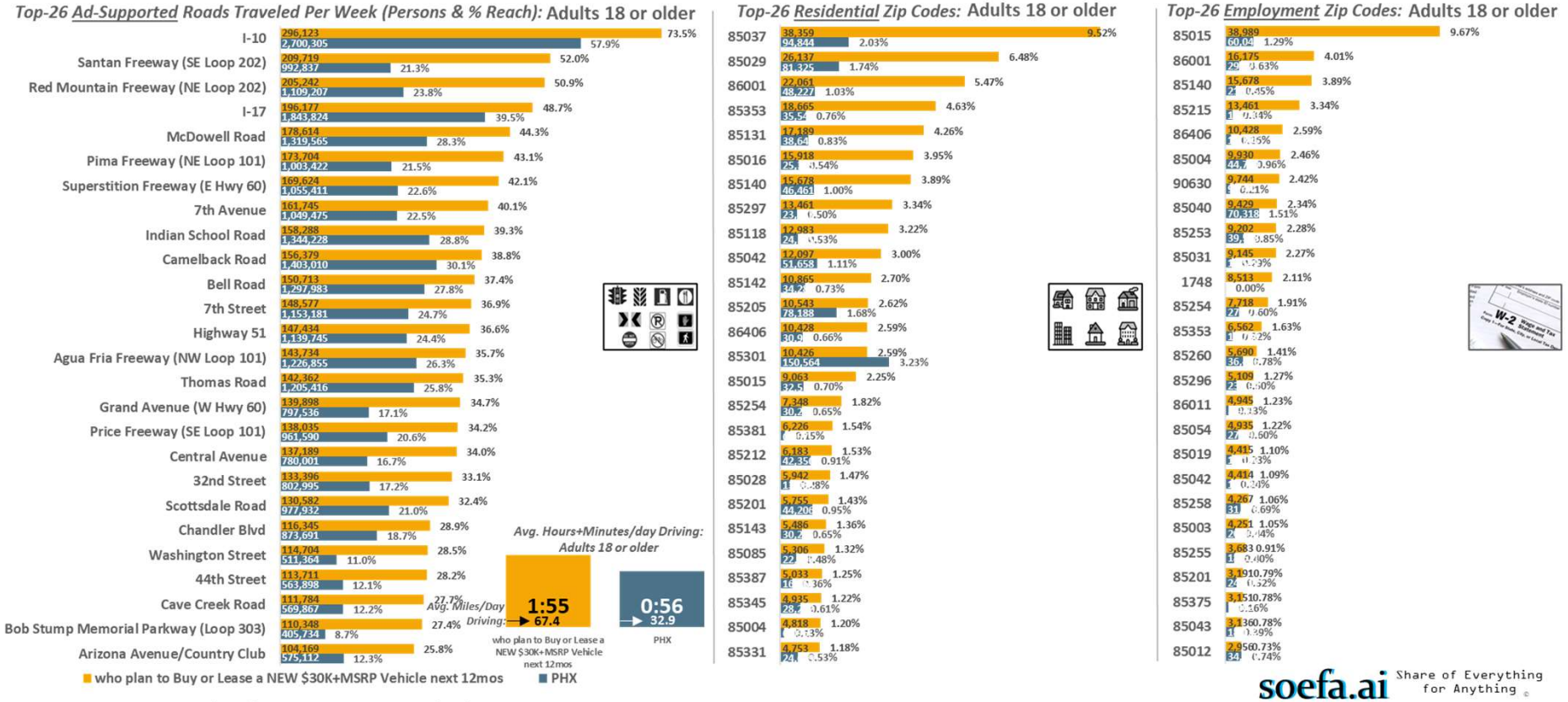
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



373,907 or 92.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 115.8 minutes per day driving an average of 67.4 miles each day and are 144.5% more likely to use Santan Freeway (SE Loop 202) than the

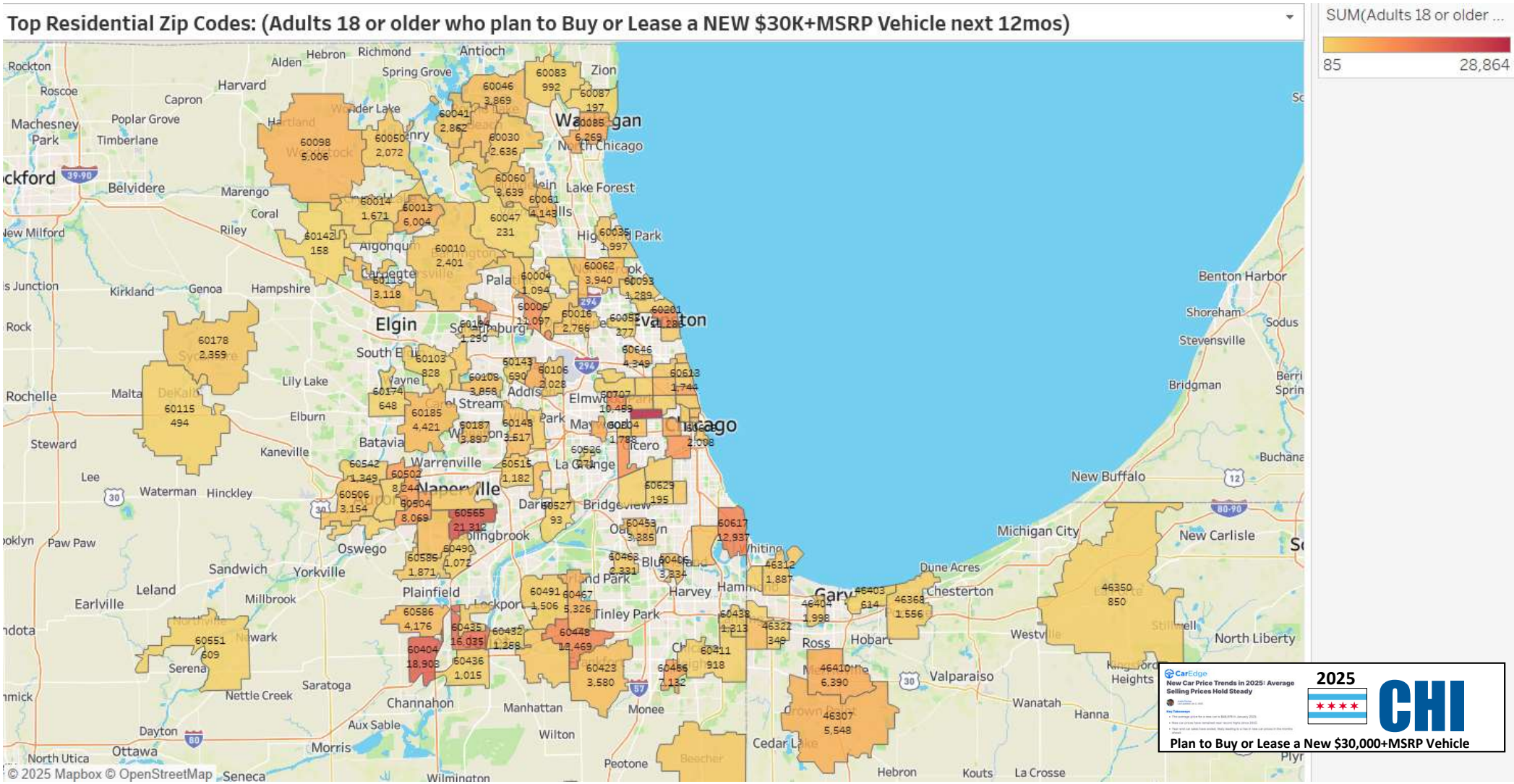


PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

Top Residential Zip Codes: (Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos)



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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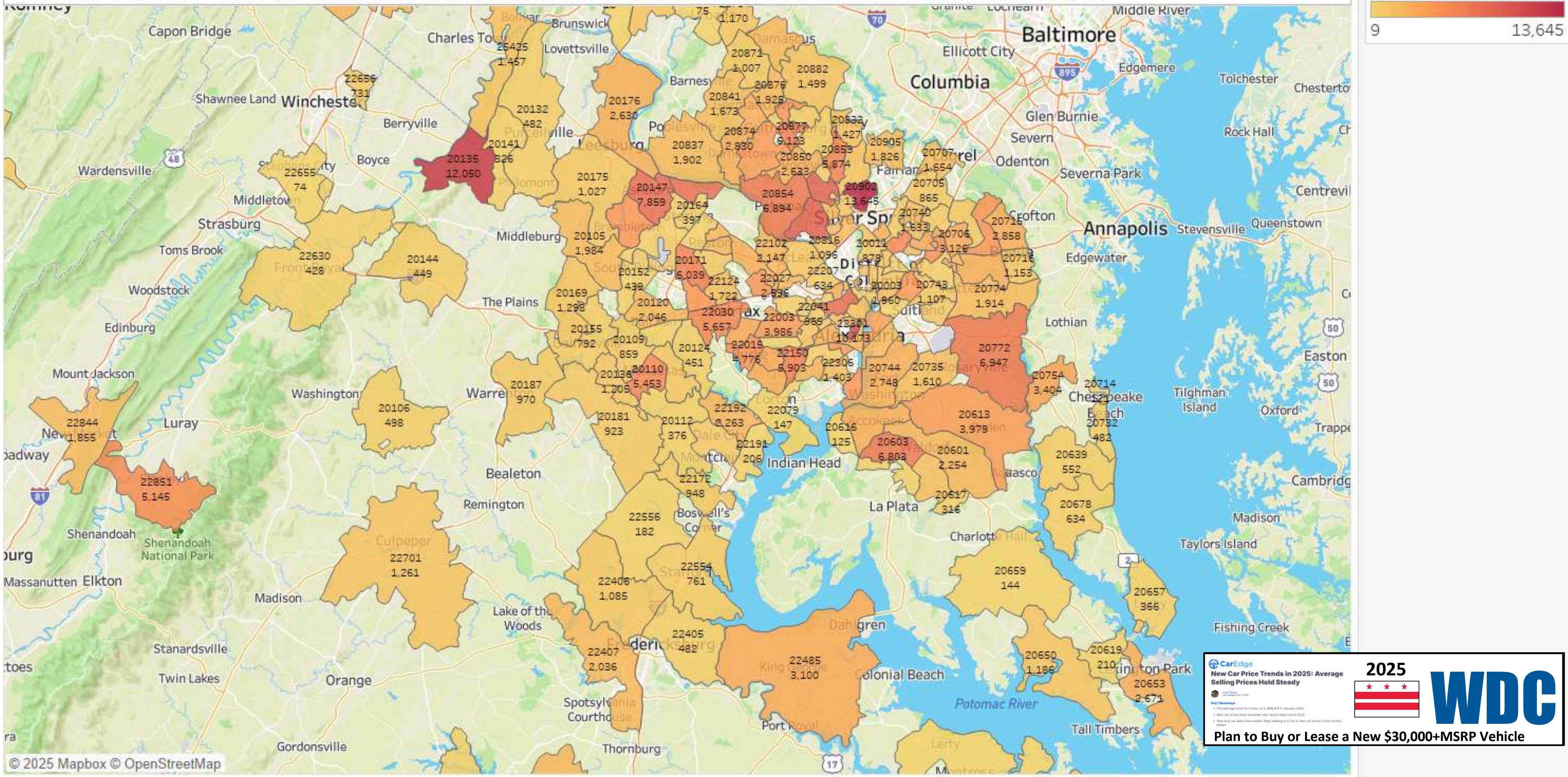
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

Top Residential Zip Codes: (Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos)

SUM(Adults 18 or older ...

9 — 13,645



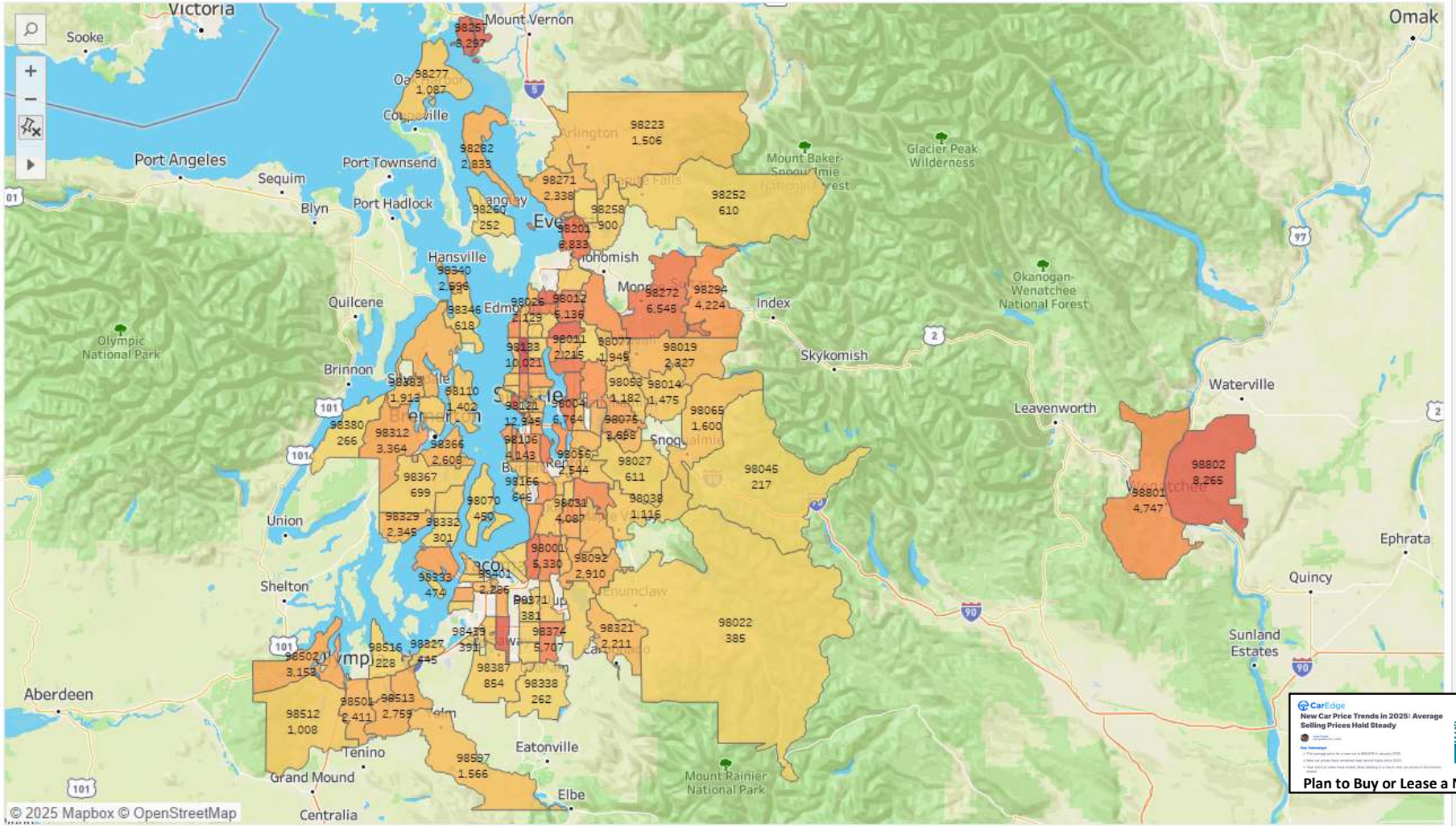
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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Top Residential Zip Codes: (Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos)



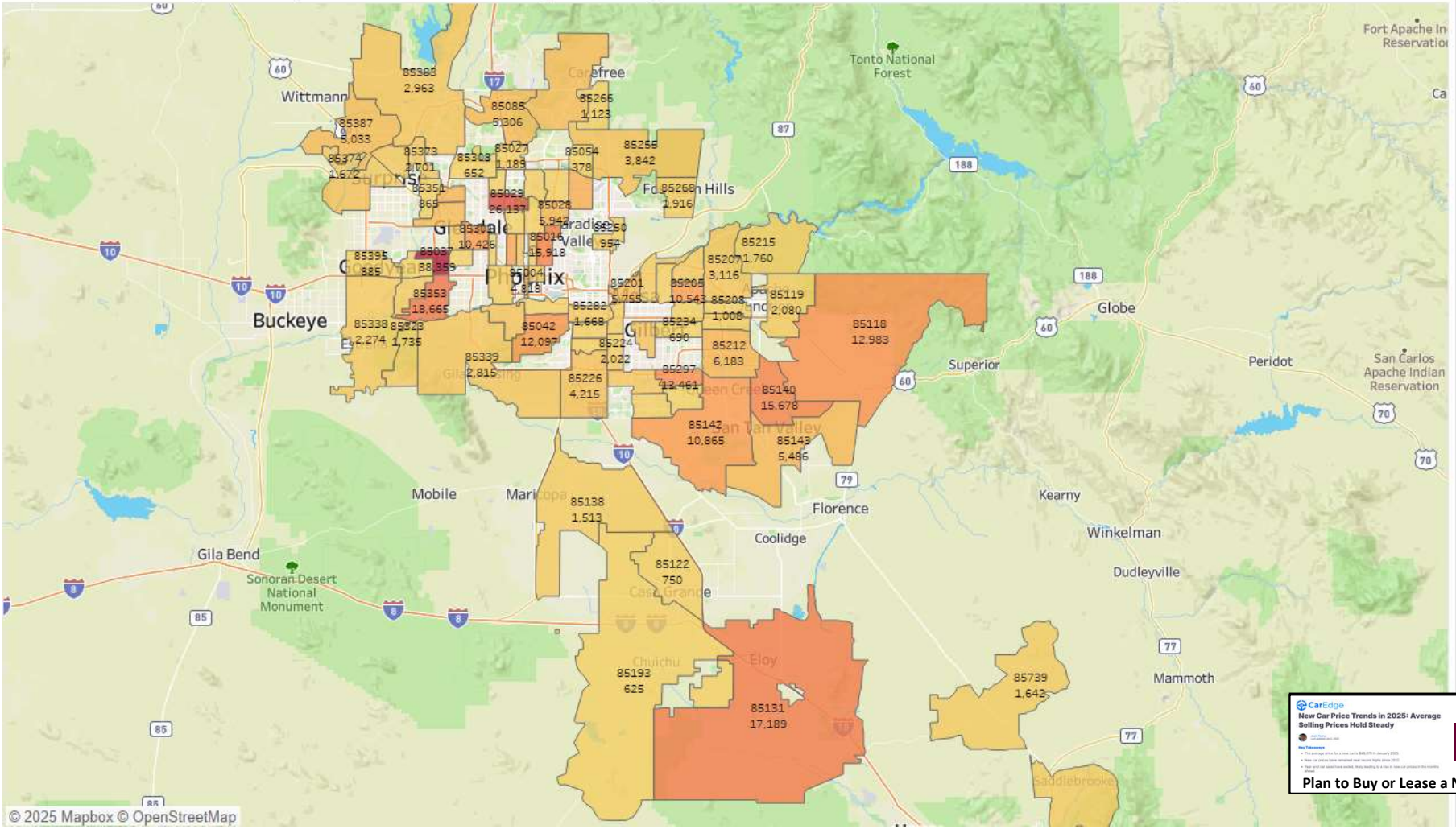
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Top Residential Zip Codes: (Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos)



CarEdge
New Car Price Trends in 2025: Average Selling Prices Hold Steady

2025 PHX

Plan to Buy or Lease a New $30,000+MSRP Vehicle

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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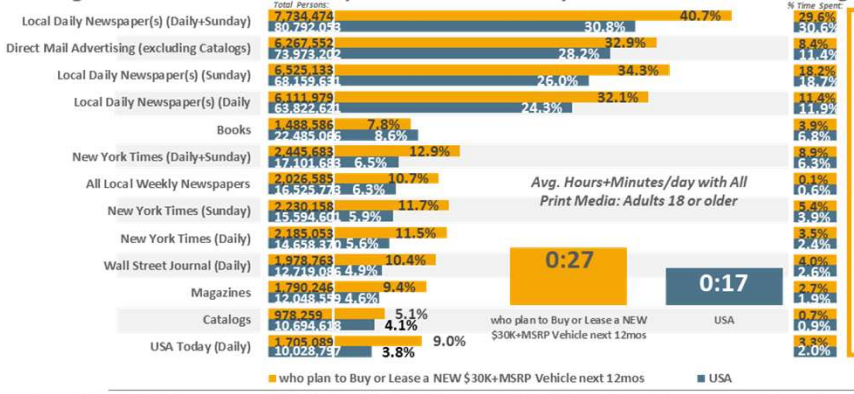
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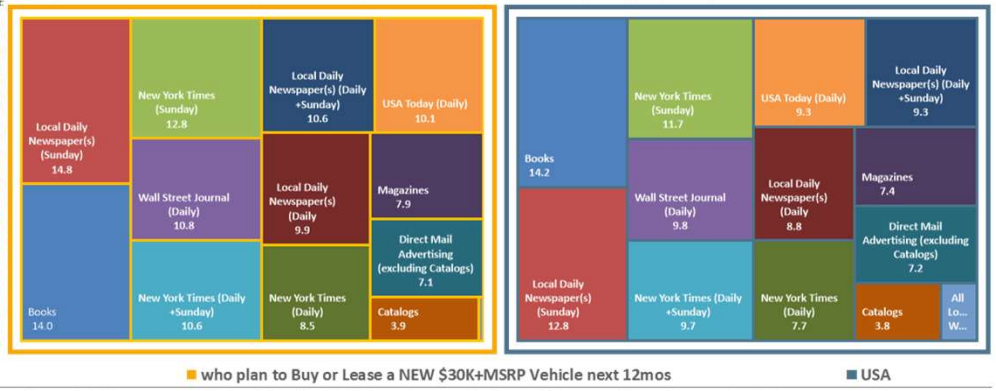


7,734,474 or 40.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 30.8% of all time spent daily with All forms of Print

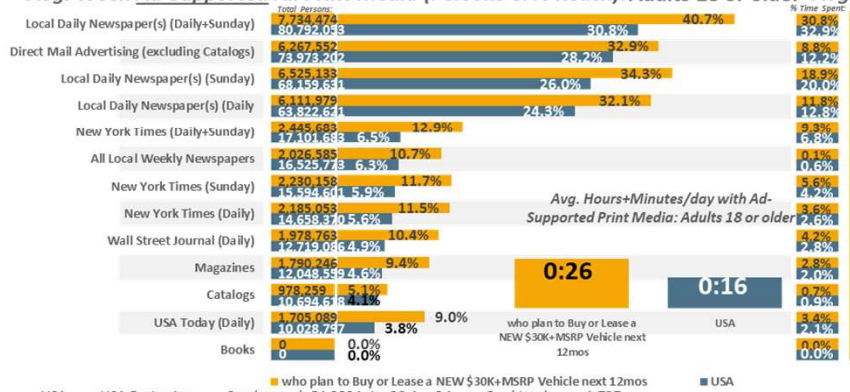
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



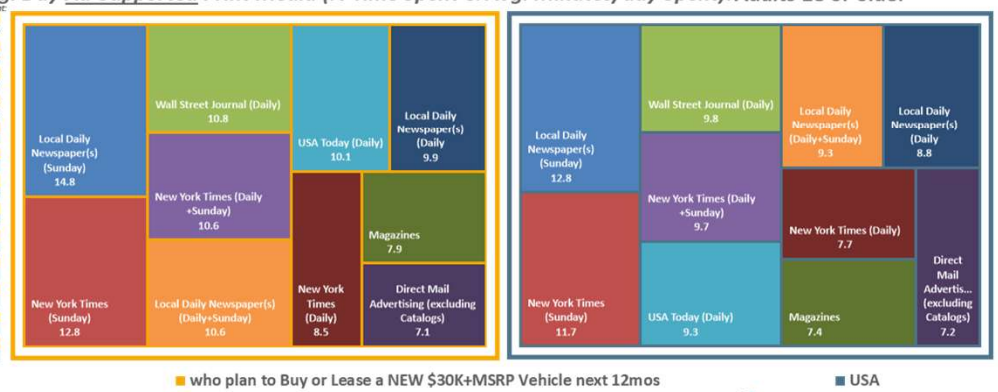
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

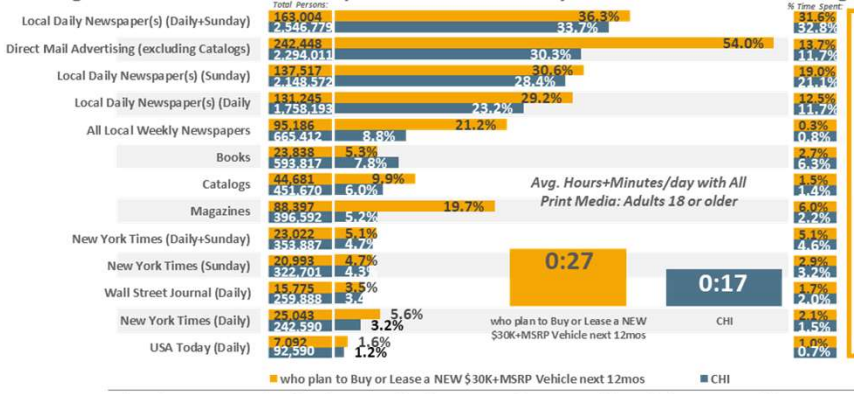
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



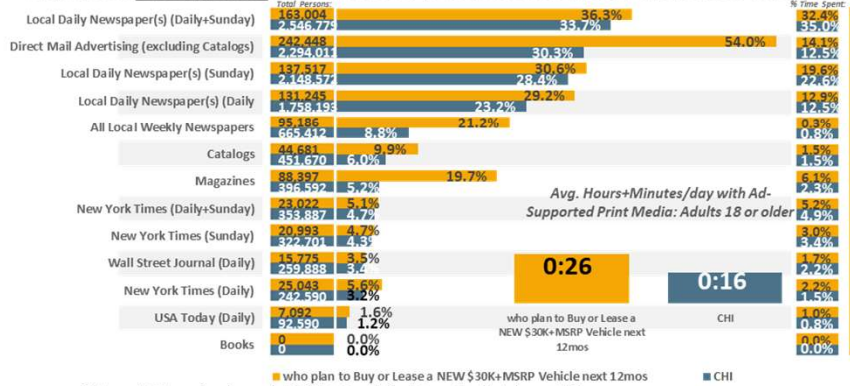
163,004 or 36.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 32.4% of all time spent daily with All forms of Print Me

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





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



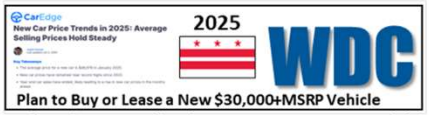


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 187

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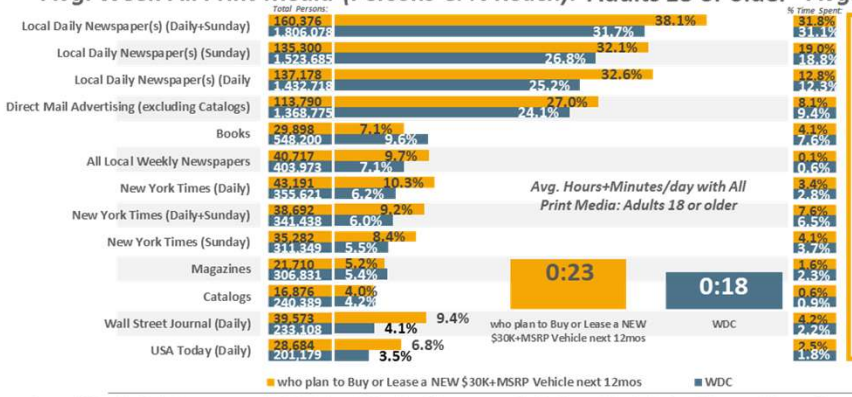
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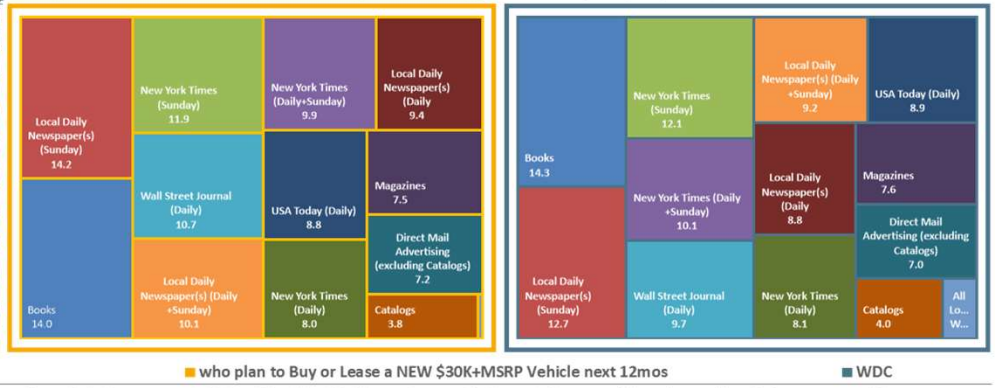


160,376 or 38.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 33.2% of all time spent daily with All forms of Print Me

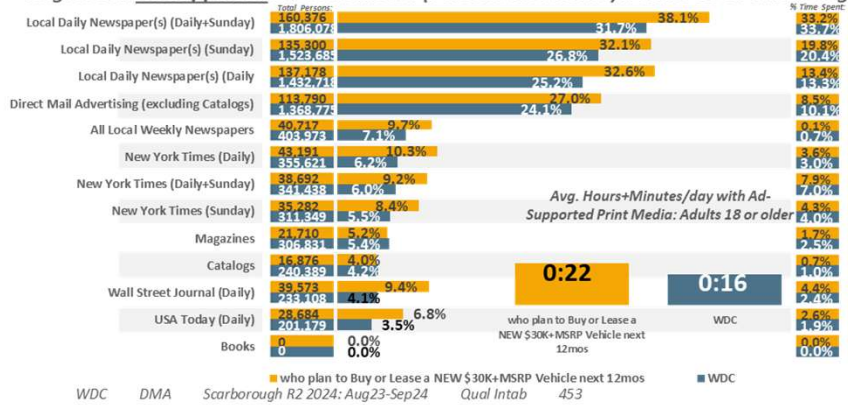
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 453

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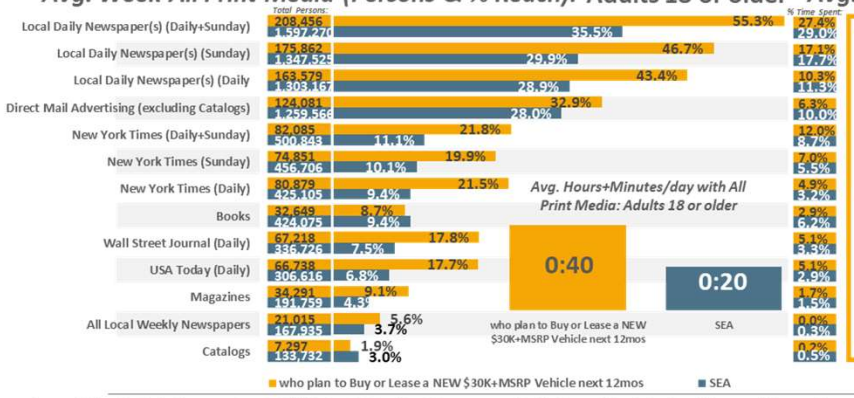
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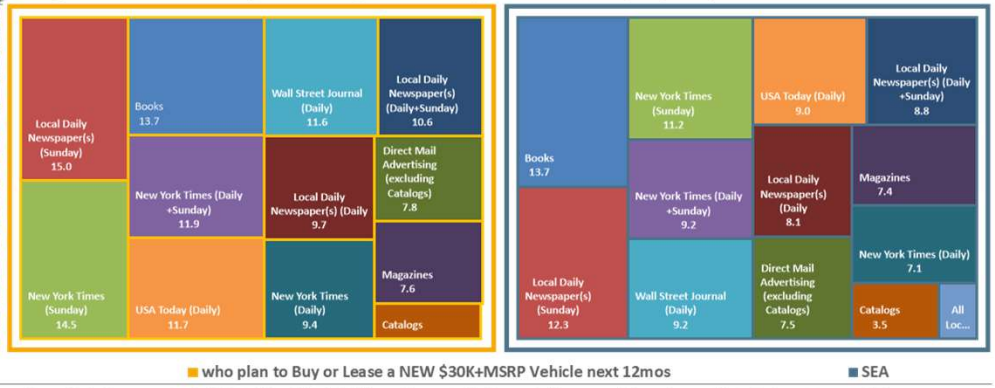


208,456 or 55.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 28.2% of all time spent daily with All forms of Print Me

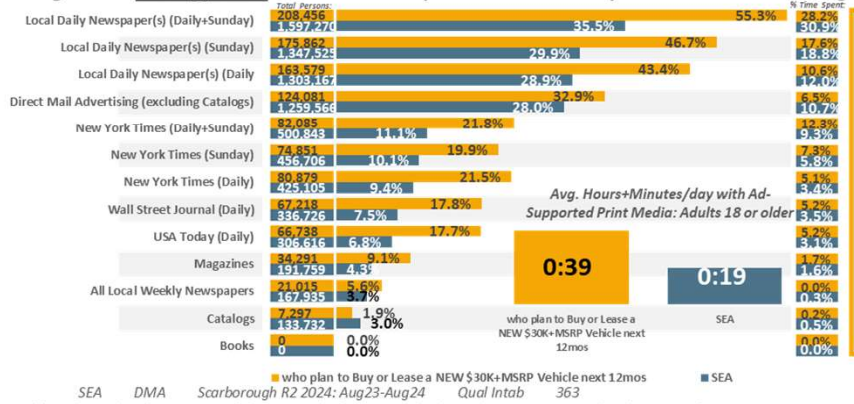
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



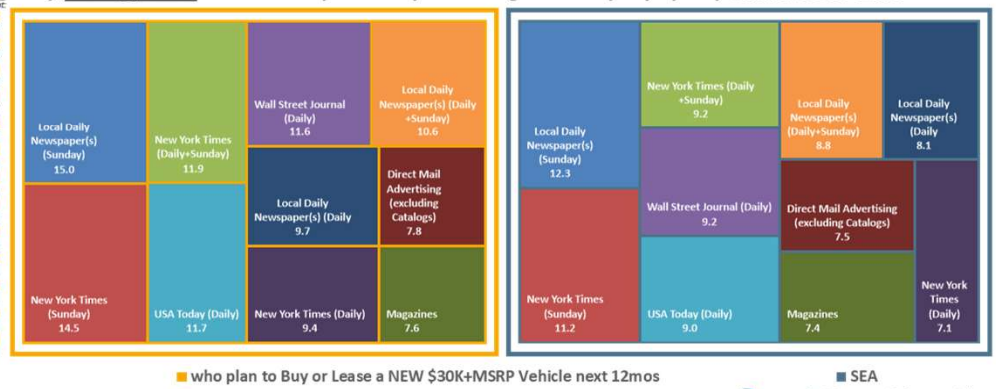
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 363

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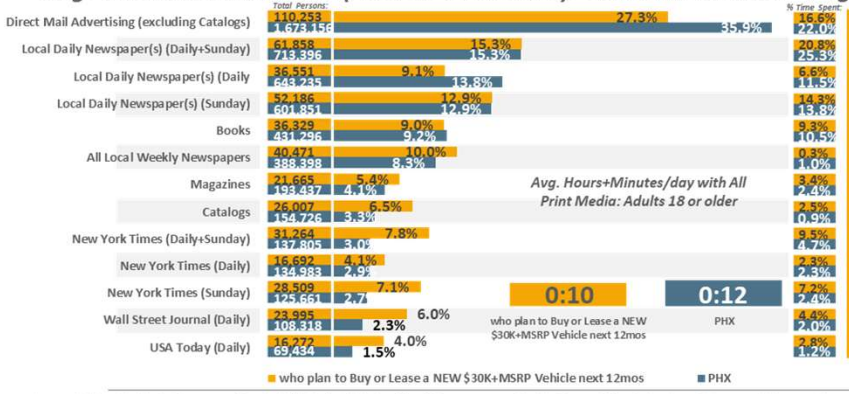
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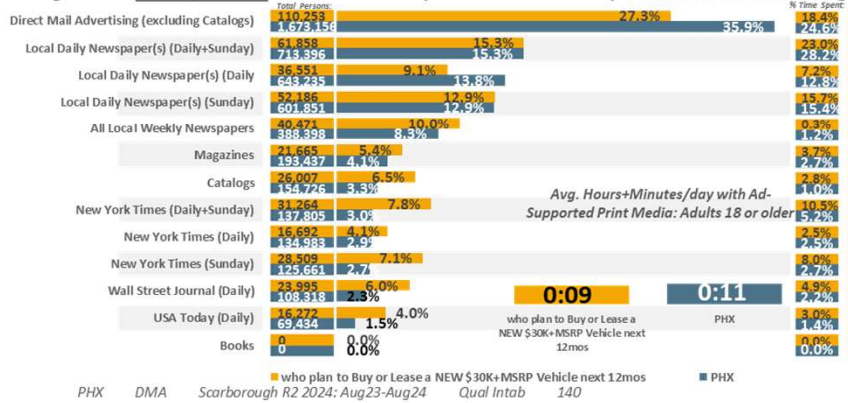
61,858 or 15.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 23.% of all time spent daily with All forms of Print Media

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





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





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 140

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