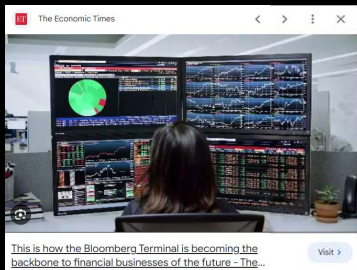
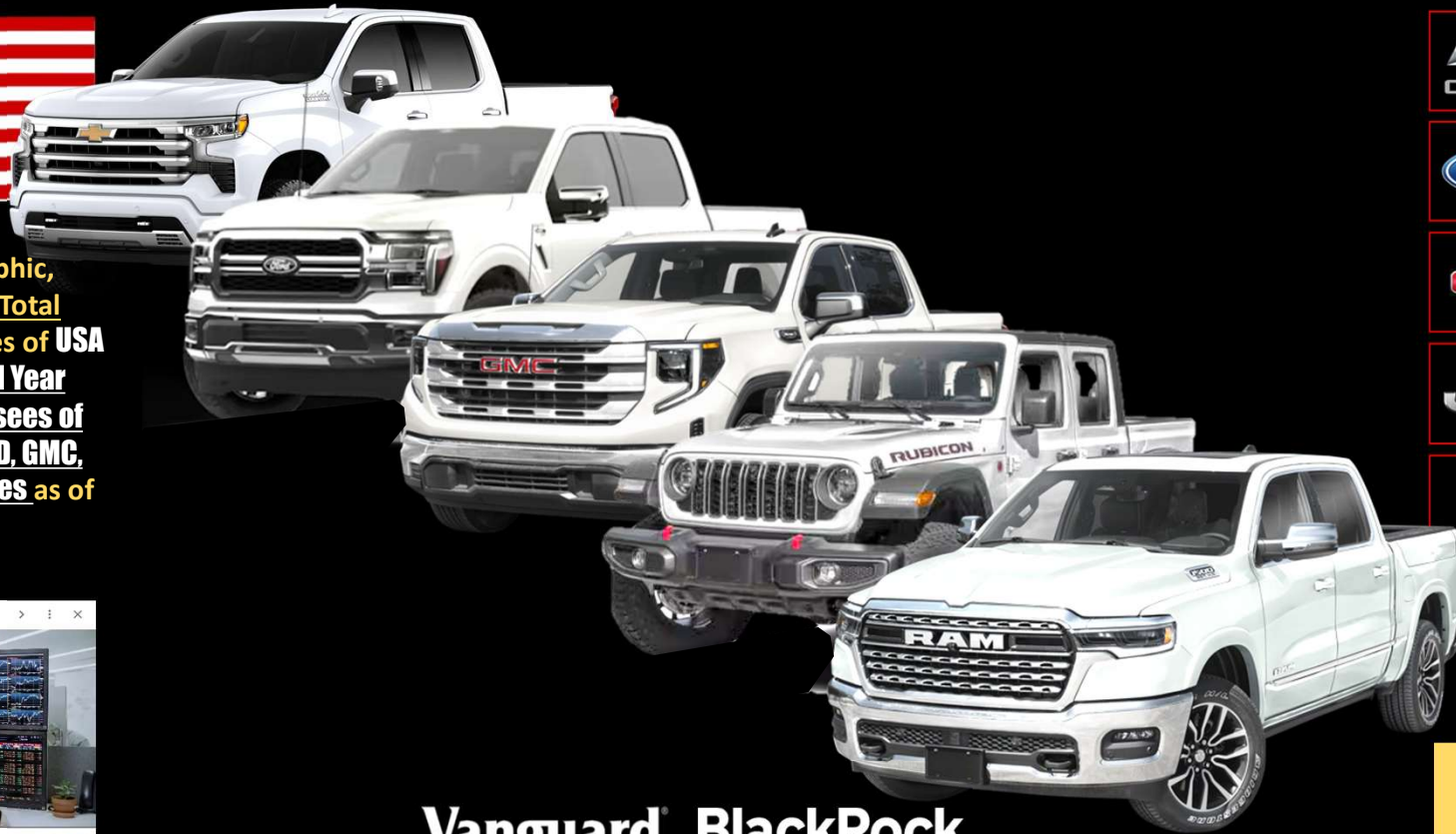


USA – P21+ 2025-26 Model Year NEW Purchasers and Lessees of 5 Brands of DOMESTIC Vehicles!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA P21+ 2025-26 Model Year Purchasers and Lessees of New CHEVROLET, FORD, GMC, JEEP, and RAM Vehicles as of March 31, 2026.**



Vanguard BlackRock

P21+



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

[[Make of new vehicle (HHLD): CHEVROLET AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]
[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]
[[Make of new vehicle (HHLD): GMC AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]
[[Make of new vehicle (HHLD): JEEP AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]
[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



9.1% or 24,799,811 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model CHEVROLET. Typical Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET are 52.1 years old (3.7% older than average) and have a \$101,388 (2.5% higher than average) annual household income.

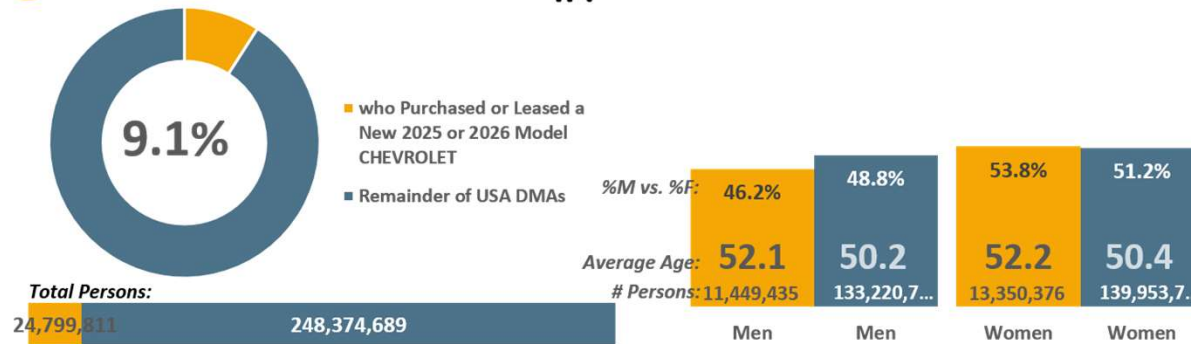


Percent of Market: Adults 21 or older

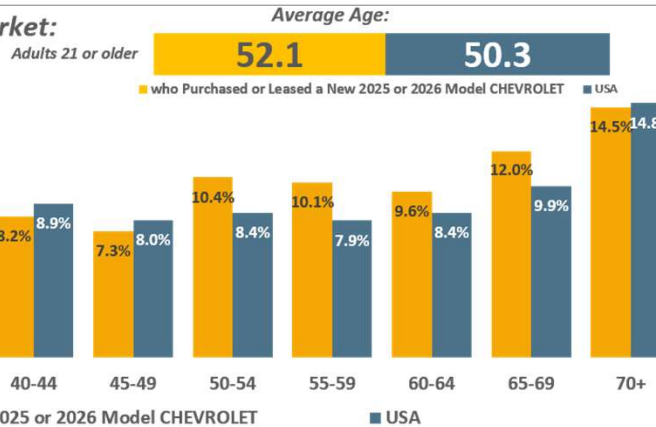


Gender of Target vs. Market: Adults 21 or older

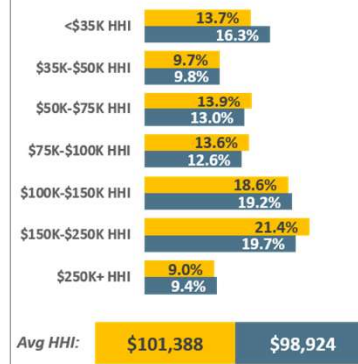
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 465
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

[[Make of new vehicle (HHLD): CHEVROLET AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



7.5% or 20,621,912 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model FORD.
 Typical Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD are 53.8 years old
 (6.9% older than average) and have a \$111,876 (13.1% higher than average) annual household income.

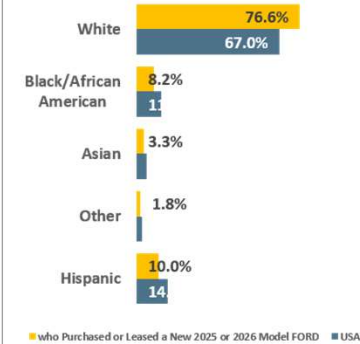
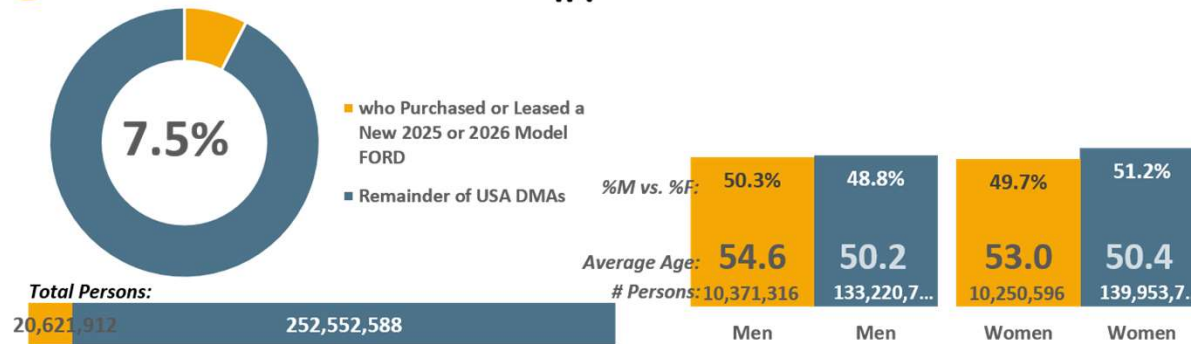


Percent of Market: Adults 21 or older

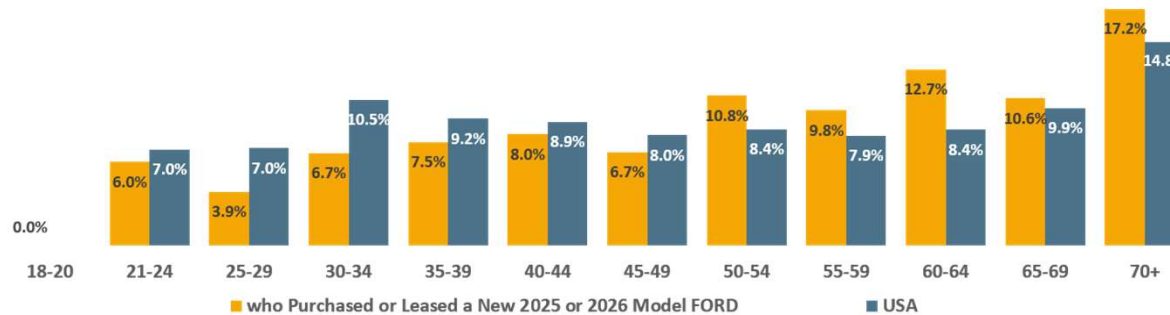


Gender of Target vs. Market: Adults 21 or older

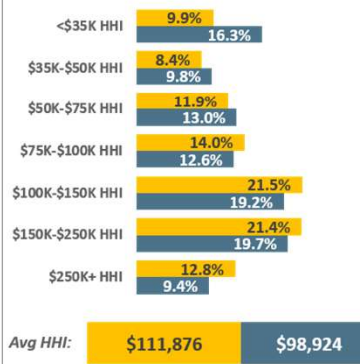
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 340
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[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



2.3% or 6,303,367 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model GMC.
Typical Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC are 56. years old
(11.3% older than average) and have a \$112,138 (13.4% higher than average) annual household income.

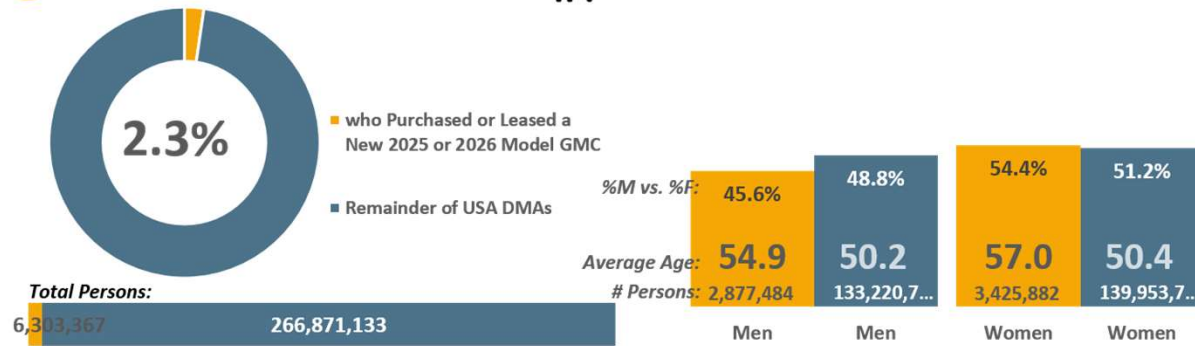


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

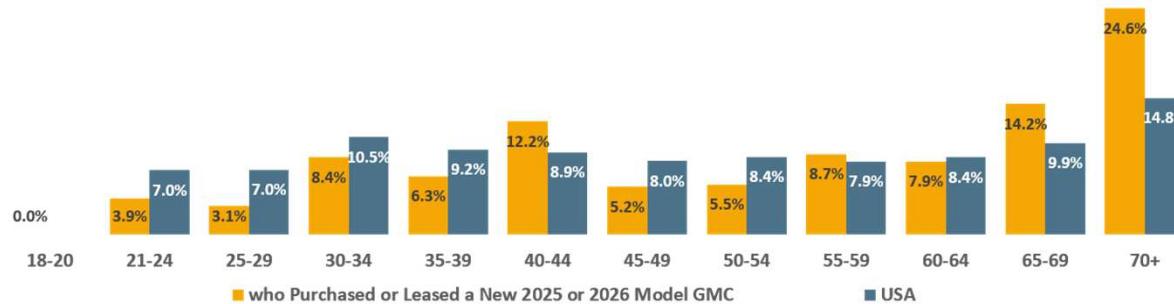
Ethnicity of Target vs. Market:



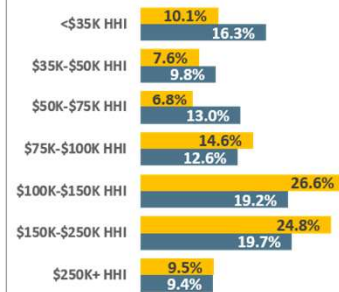
Age Cell Demographics of Target vs. Market:

Adults 21 or older

Average Age:



HHI of Target vs. Market:



Avg HHI: \$112,138 (Target) vs \$98,924 (Market)



4.1% or 11,300,463 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model JEEP.
Typical Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP are 50.5 years old (.3% older than average) and have a \$118,323 (19.6% higher than average) annual household income.

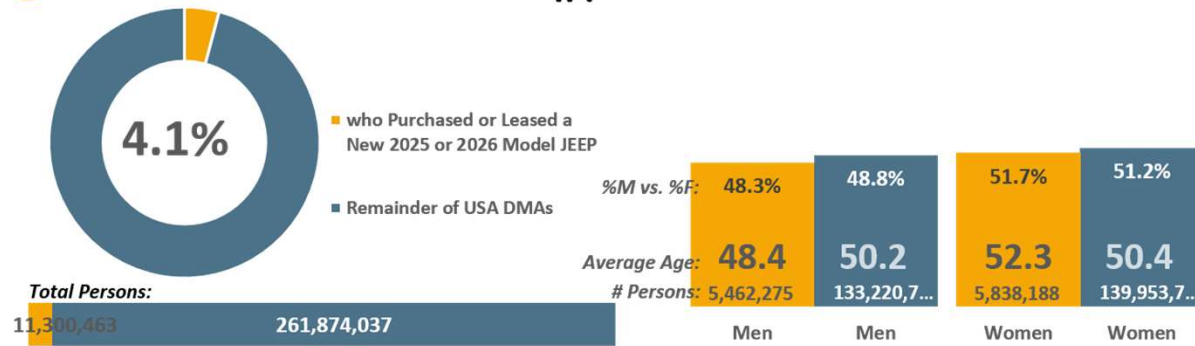


Percent of Market: Adults 21 or older

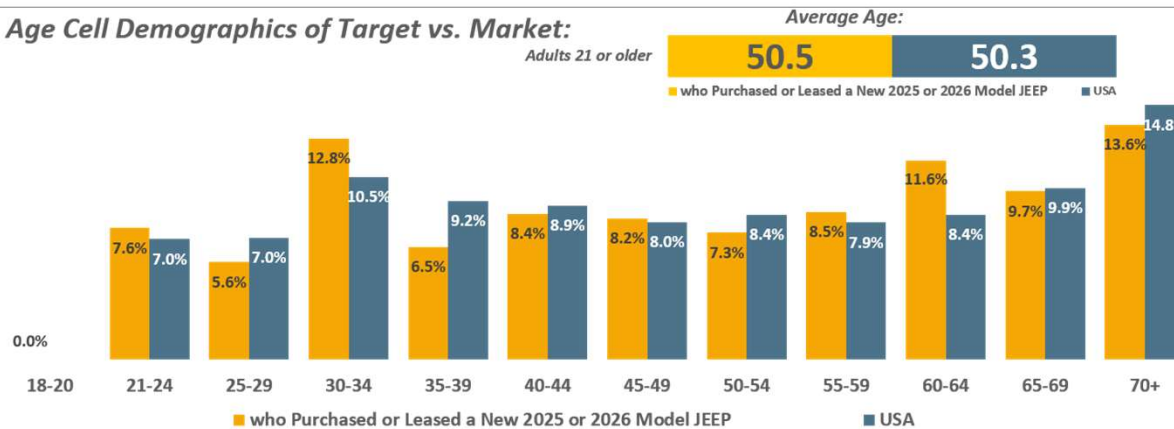


Gender of Target vs. Market: Adults 21 or older

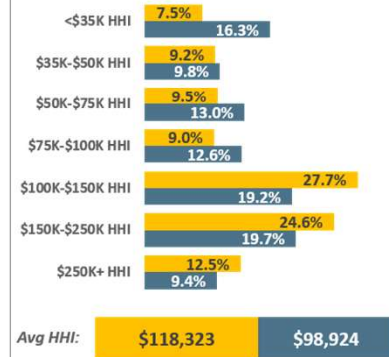
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 167
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

[(Make of new vehicle (HHLD):JEEP AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]



2.2% or 5,451,851 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model RAM.
Typical Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM are 49.9 years old (.9% younger than average) and have a \$130,892 (32.3% higher than average) annual household income.



Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:



■ who Purchased or Leased a New 2025 or 2026 Model RAM
■ Remainder of USA DMAs

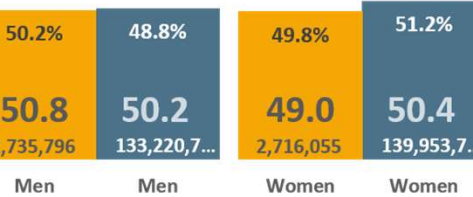
Total Persons:

5,451,851 267,722,649

%M vs. %F:

Average Age:

Persons:

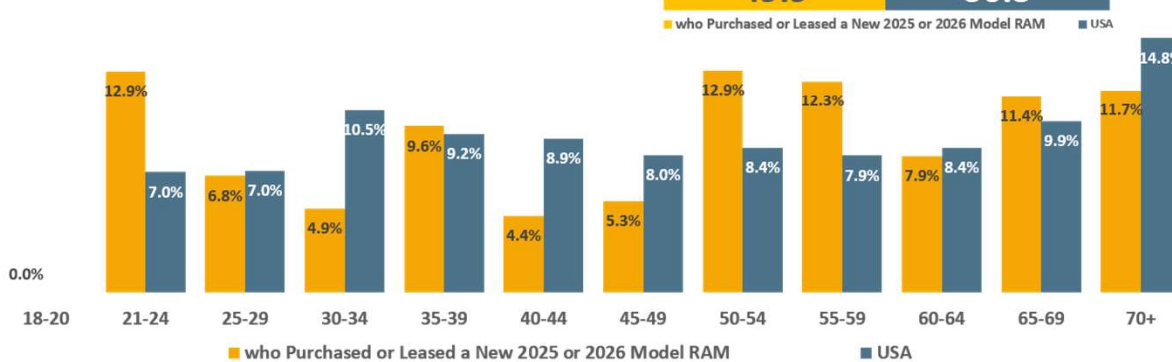


Age Cell Demographics of Target vs. Market:

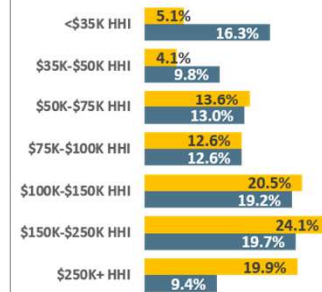
Average Age:

Adults 21 or older

■ who Purchased or Leased a New 2025 or 2026 Model RAM ■ USA



HHI of Target vs. Market:



Avg HHI:

\$130,892

\$98,924

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 100
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USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

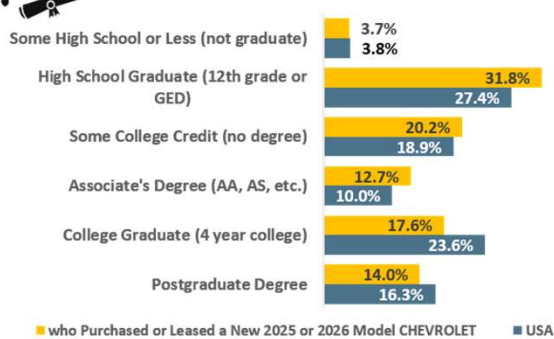
100

[(Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]

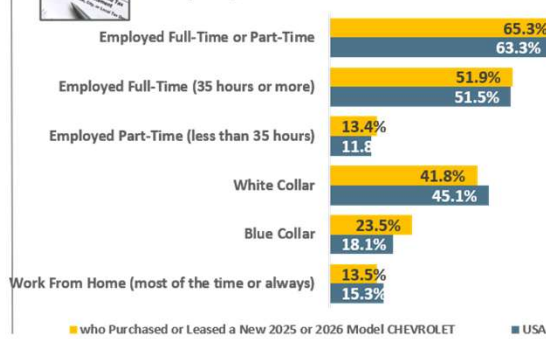


9.1% or 24,799,811 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model CHEVROLET. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET are 20.7% less likely to be a college graduate, .8% more likely to work full-time, 8.4% more likely to be married, .8% more likely to be a parent of 1 or more children under 18.

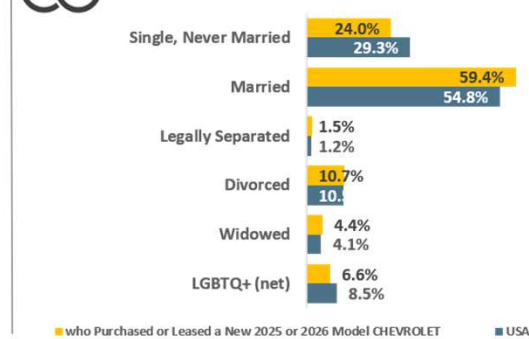
Education Levels: Adults 21 or older



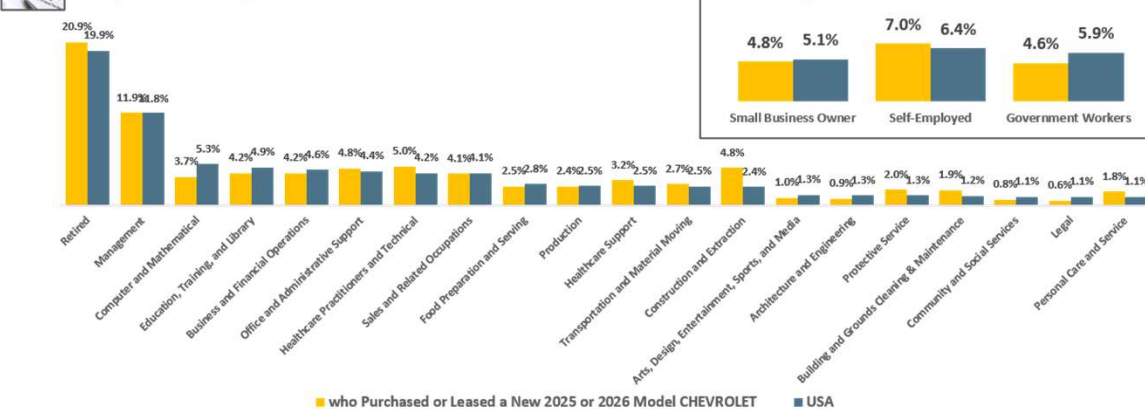
Employment: Adults 21 or older



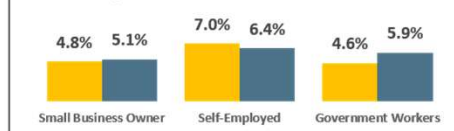
Marital Status: Adults 21 or older



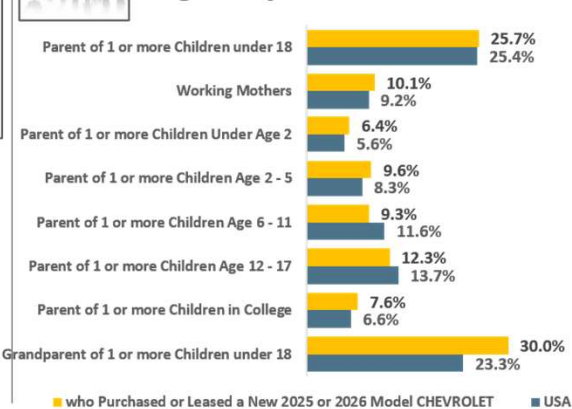
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



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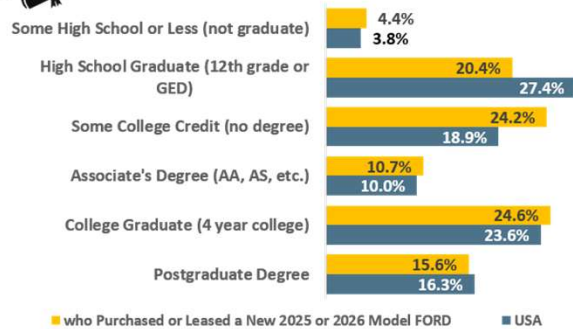
[[Make of new vehicle (HHLD): CHEVROLET AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



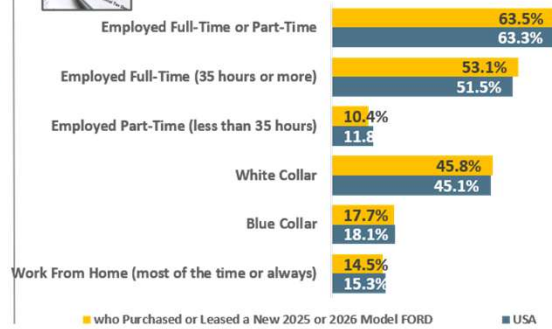
7.5% or 20,621,912 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model FORD.
Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD are 1.0% more likely to be a college graduate, 3.1% more likely to work full-time, 20.1% more likely to be married, 11.8% less likely to be a parent of 1 or more children under 18.



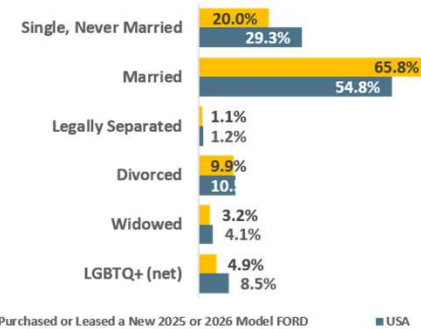
Education Levels: Adults 21 or older



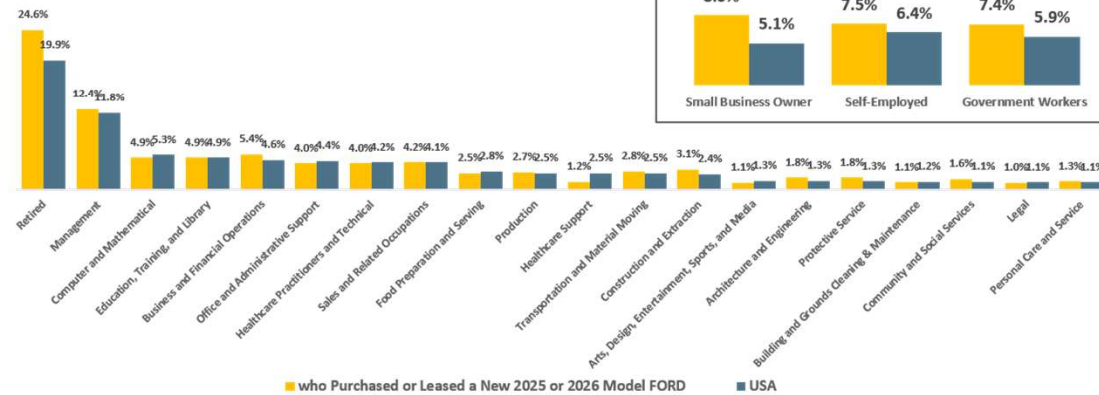
Employment: Adults 21 or older



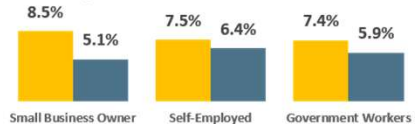
Marital Status: Adults 21 or older



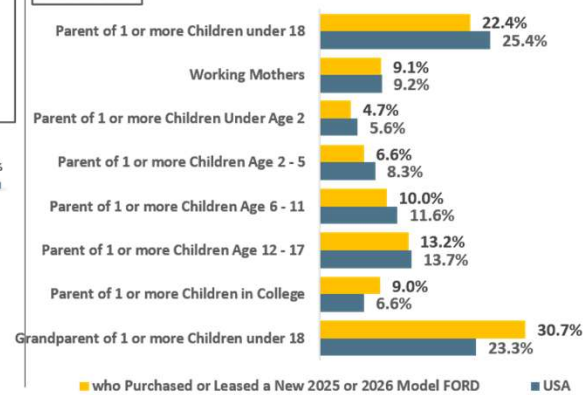
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

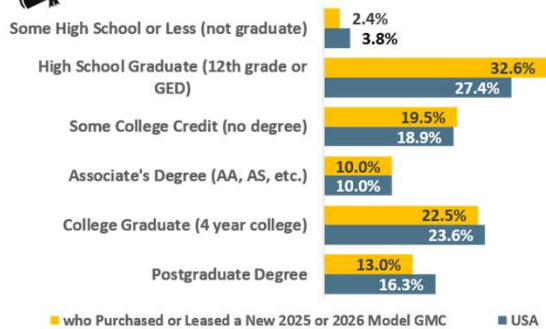
[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle)]]



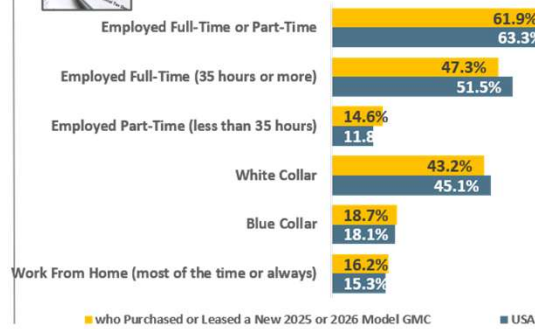
2.3% or 6,303,367 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model GMC. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC are 10.8% less likely to be a college graduate, 8.2% less likely to work full-time, 33.7% more likely to be married, 4.7% less likely to be a parent of 1 or more children under 18.



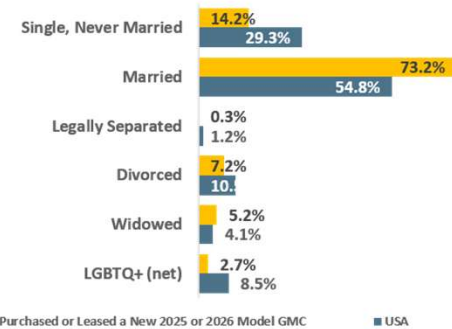
Education Levels: Adults 21 or older



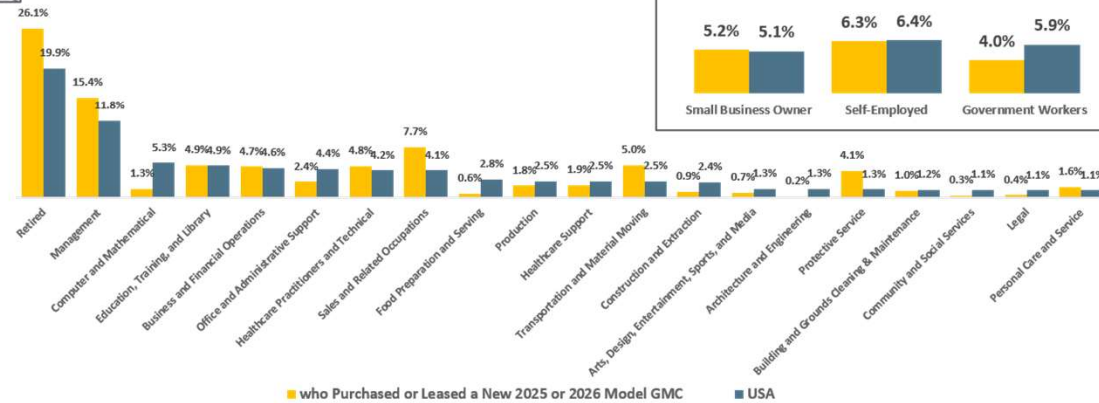
Employment: Adults 21 or older



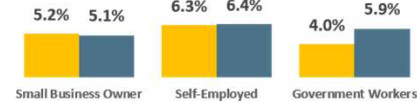
Marital Status: Adults 21 or older



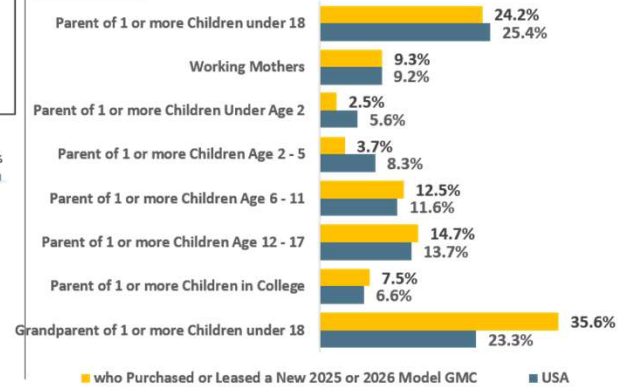
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older



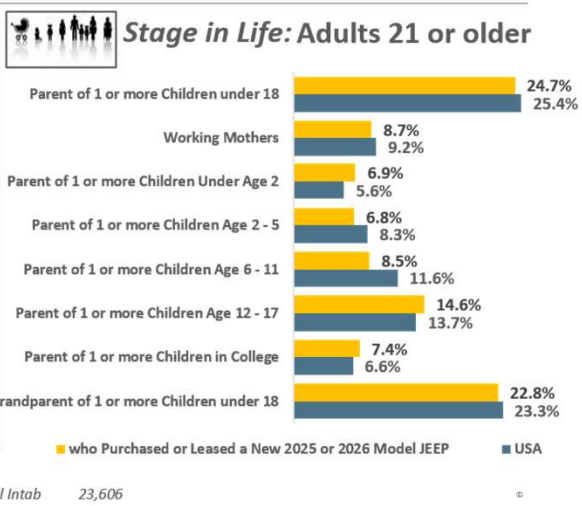
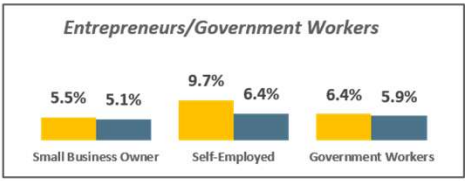
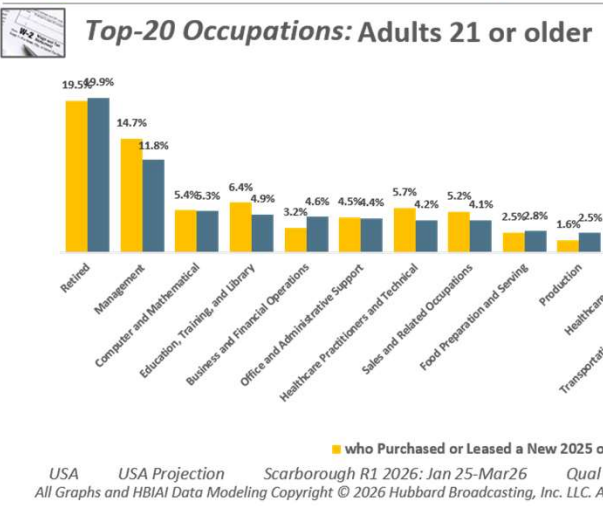
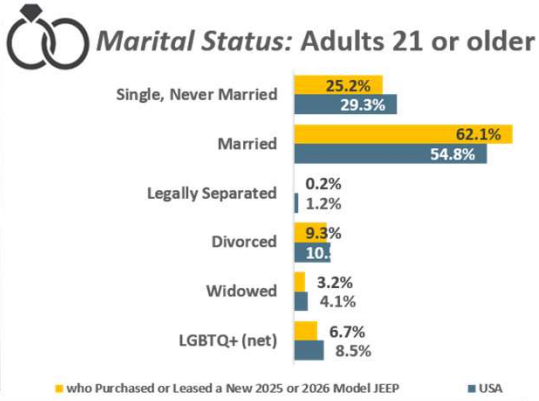
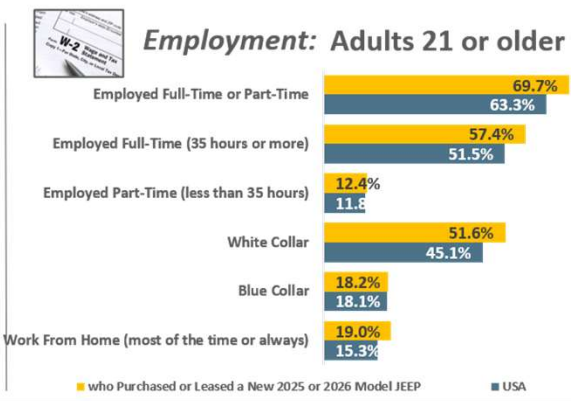
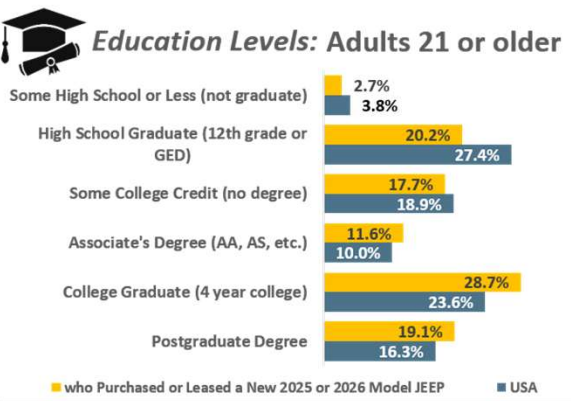
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 161
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[[Make of new vehicle (HHLD): GMC AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle]]



4.1% or 11,300,463 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model JEEP. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP are 20.% more likely to be a college graduate, 11.4% more likely to work full-time, 13.4% more likely to be married, 2.8% less likely to be a parent of 1 or more children under 18.

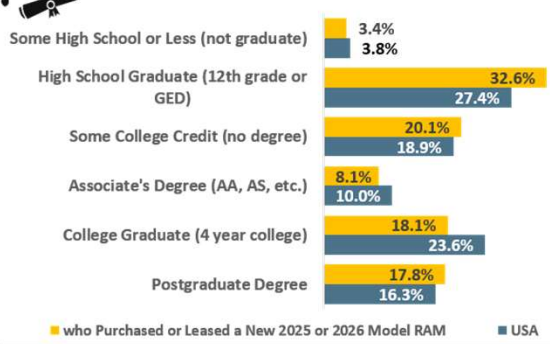


[[Make of new vehicle (HHLD):JEEP AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]

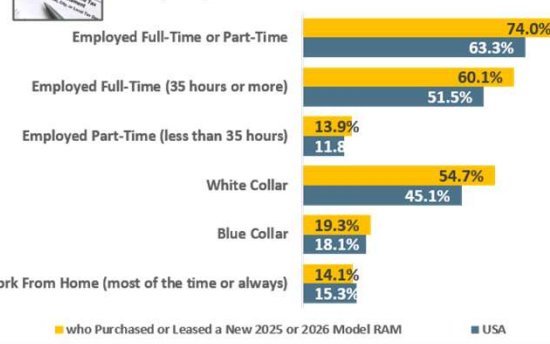


2.2% or 5,451,851 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model RAM. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM are 9.9% less likely to be a college graduate, 16.7% more likely to work full-time, 16.7% more likely to be married, 9.2% less likely to be a parent of 1 or more children under 18.

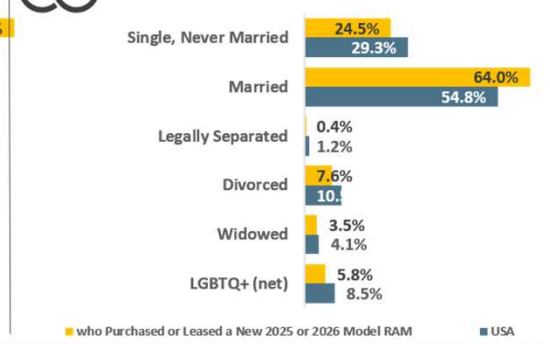
Education Levels: Adults 21 or older



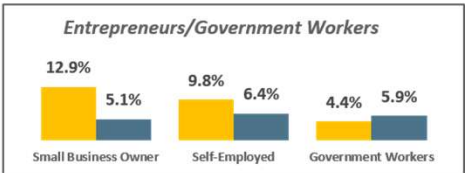
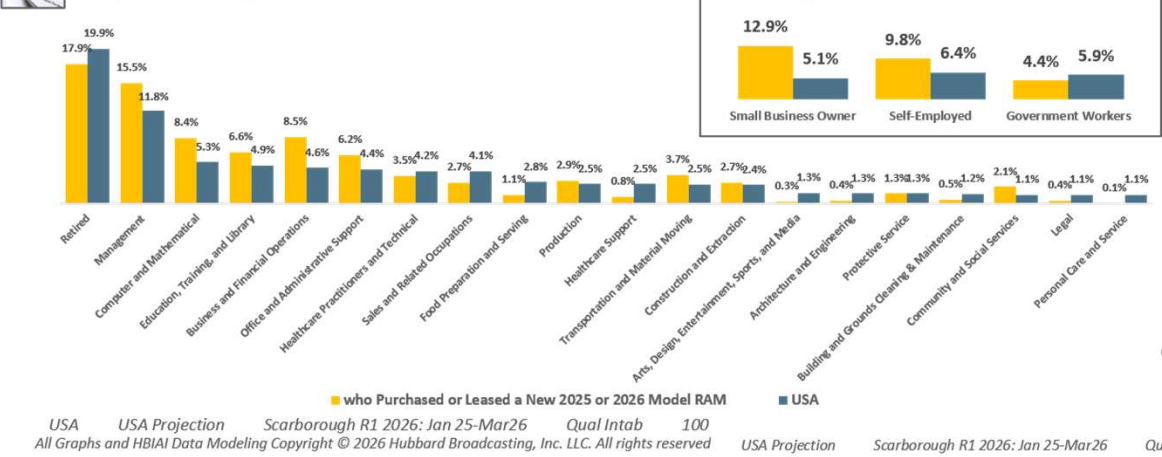
Employment: Adults 21 or older



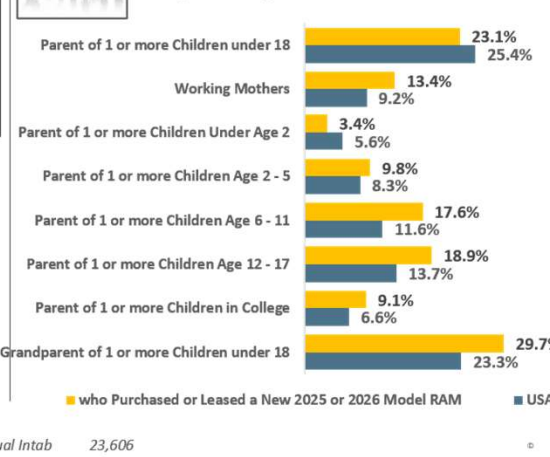
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older



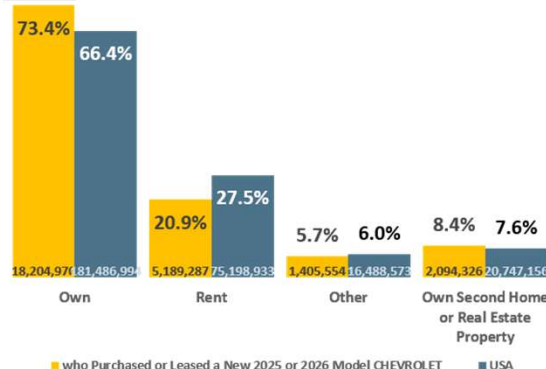
[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



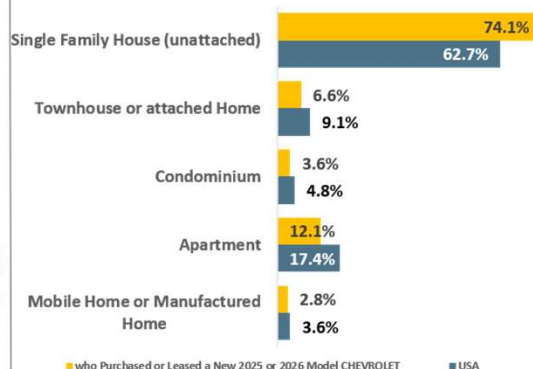
9.1% or 24,799,811 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model CHEVROLET. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET are 10.5% more likely to own their home, 21.8% more likely to own a higher valued home, 18.3% more likely to have a single-family home, 14.8% more likely to have a dog.



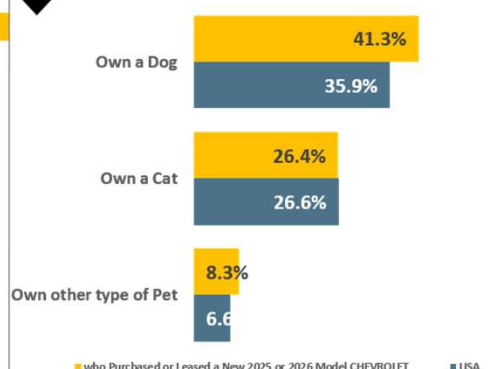
Own/Rent/Other:Adults 21 or older



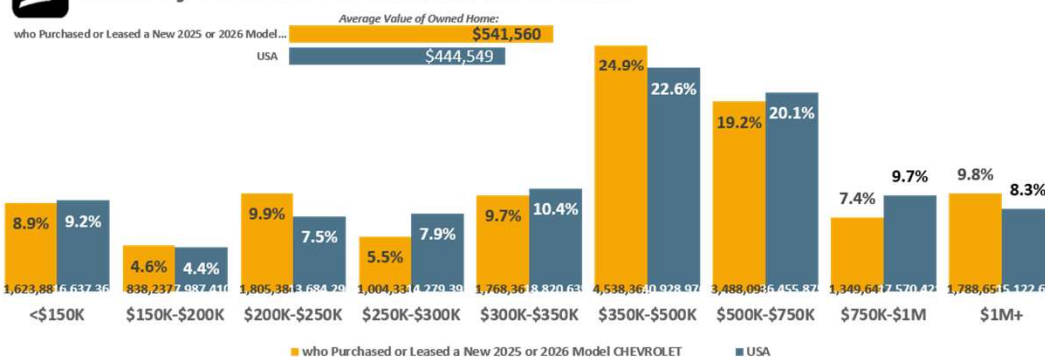
Type of Home:Adults 21 or older



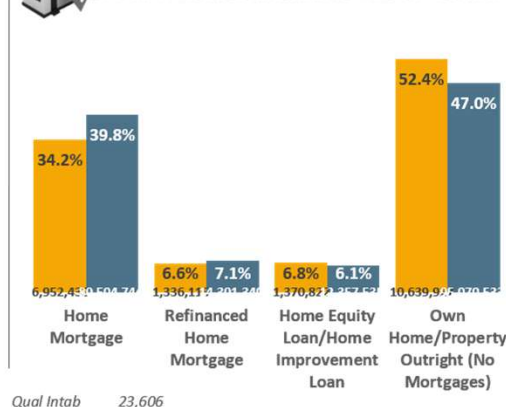
Pets in Home:Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



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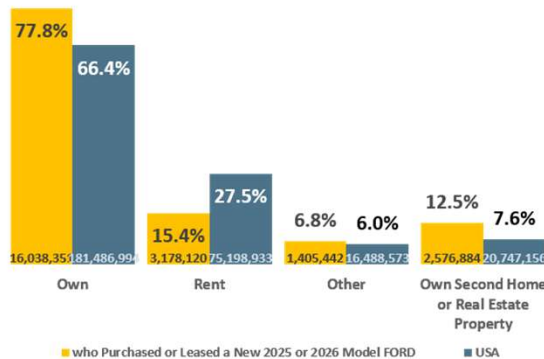
[[Make of new vehicle (HHLD): CHEVROLET AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle]]



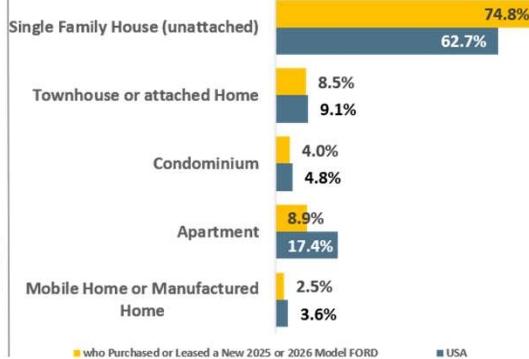
7.5% or 20,621,912 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model FORD. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD are 17.1% more likely to own their home, 26.7% more likely to own a higher valued home, 19.4% more likely to have a single-family home, 18.5% more likely to have a dog.



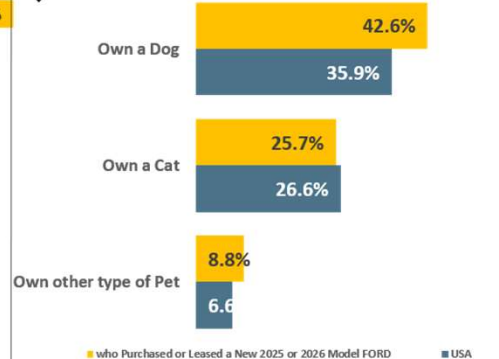
Own/Rent/Other:Adults 21 or older



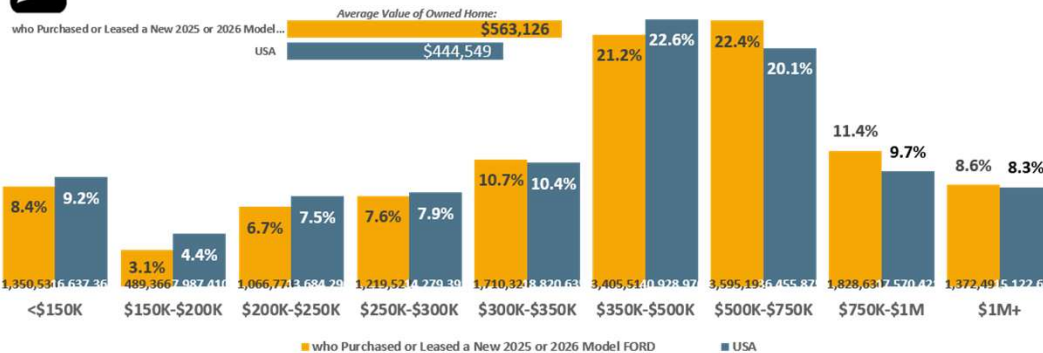
Type of Home:Adults 21 or older



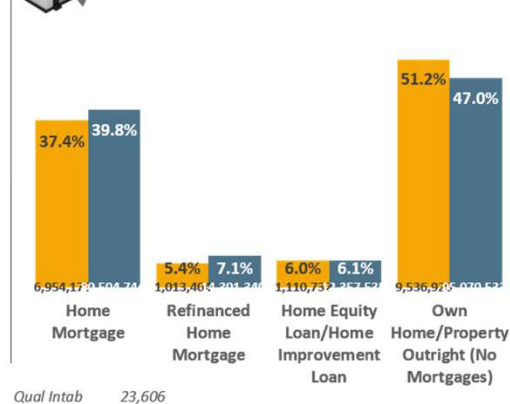
Pets in Home:Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 340
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USA Projection Scarborough R1 2026: Jan 25-Mar26

Qual Intab 23,606

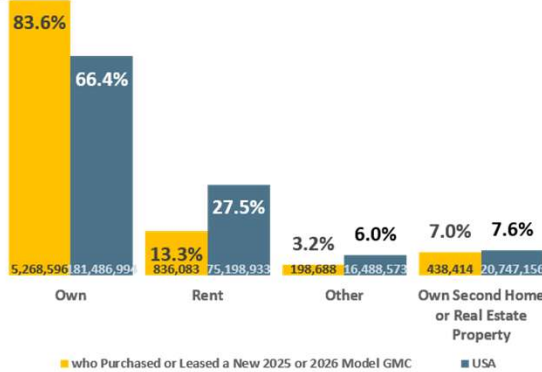
[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



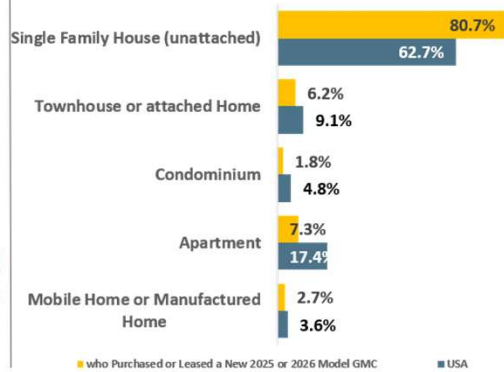
2.3% or 6,303,367 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model GMC. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC are 25.8% more likely to own their home, 17.8% more likely to own a higher valued home, 28.8% more likely to have a single-family home, 17.9% more likely to have a dog.



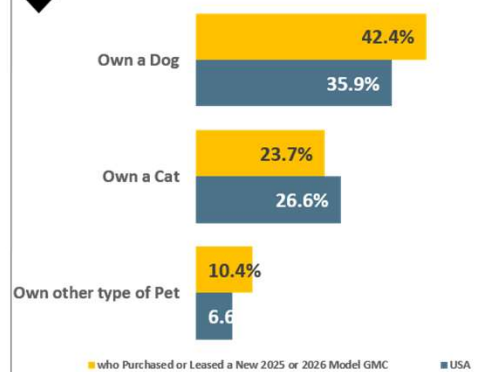
Own/Rent/Other: Adults 21 or older



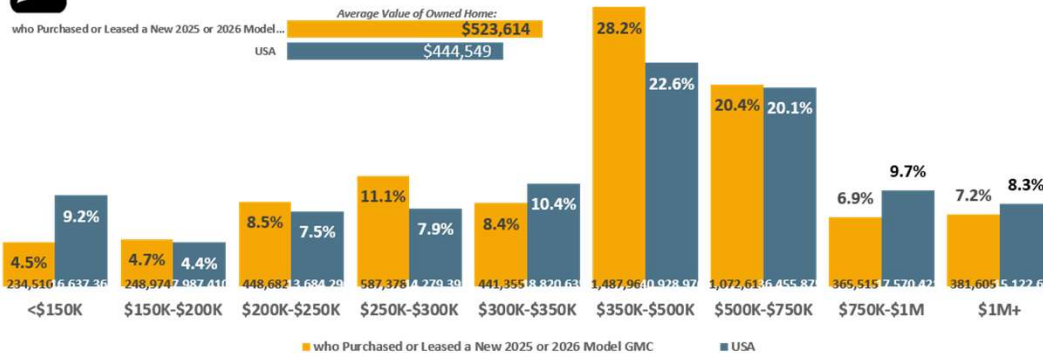
Type of Home: Adults 21 or older



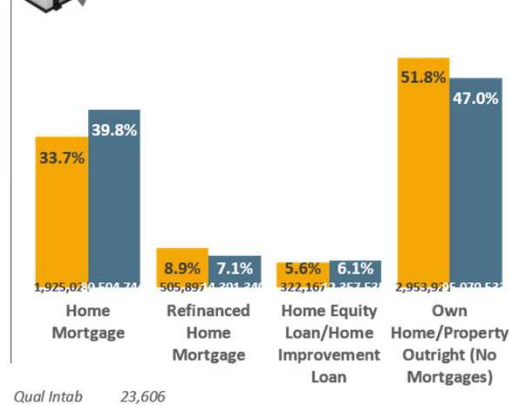
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



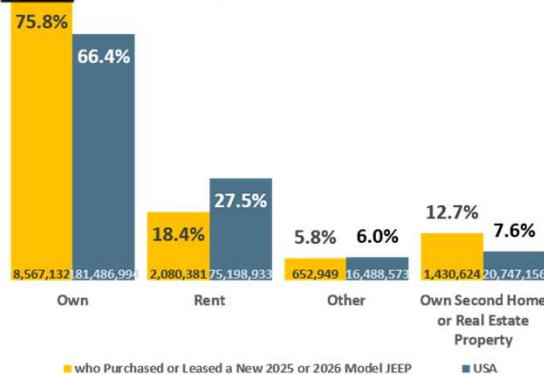
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 161
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

[[Make of new vehicle (HHLD): GMC AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle]]

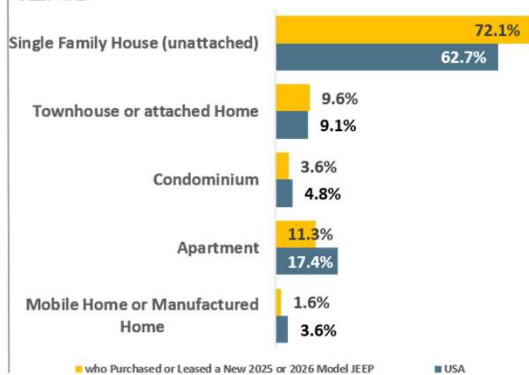


4.1% or 11,300,463 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model JEEP. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP are 14.1% more likely to own their home, 25.6% more likely to own a higher valued home, 15.1% more likely to have a single-family home, 24.6% more likely to have a dog.

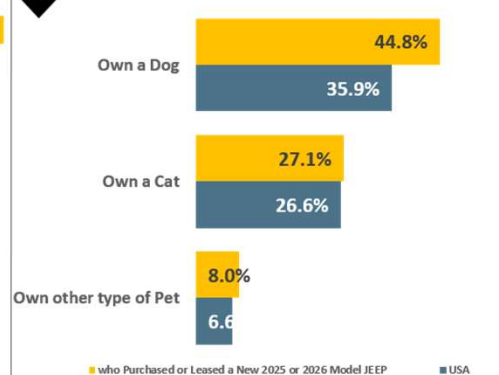
Own/Rent/Other:Adults 21 or older



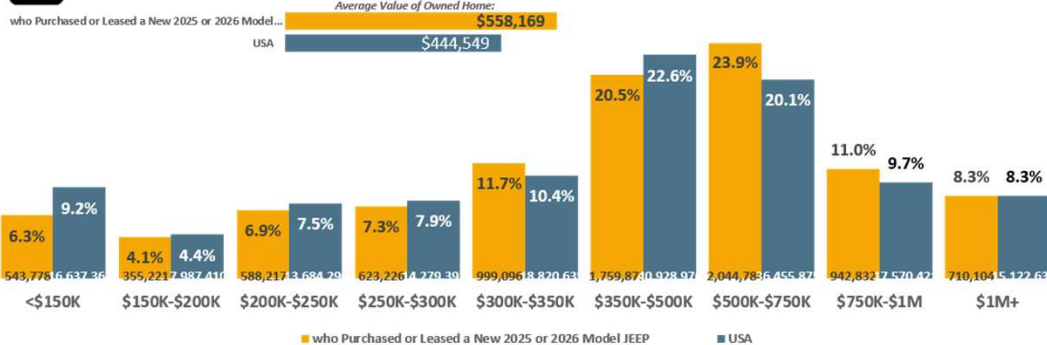
Type of Home:Adults 21 or older



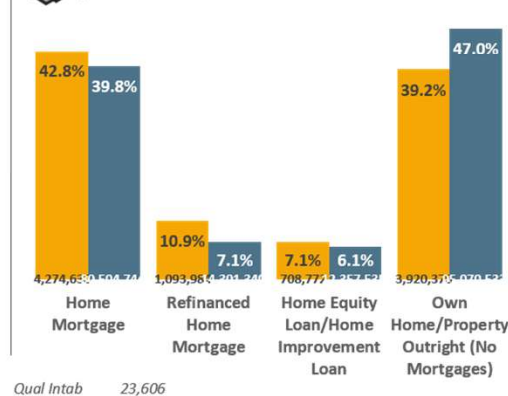
Pets in Home:Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



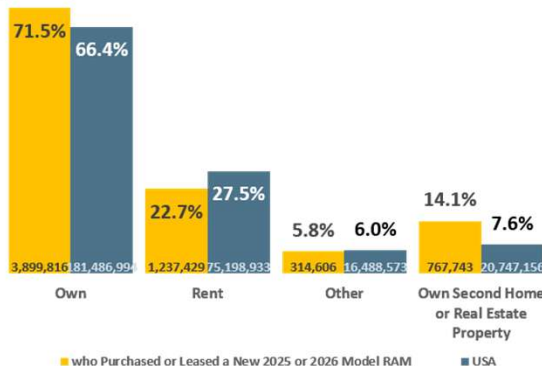
[[Make of new vehicle (HHLD):JEEP AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle]]



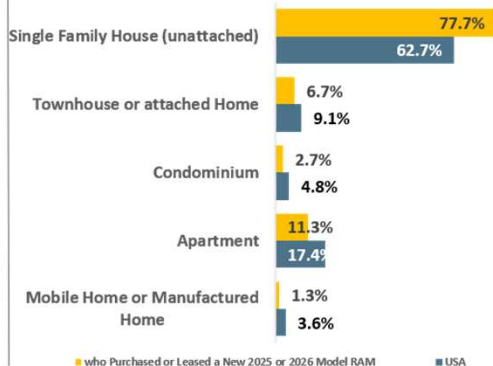
2.2% or 5,451,851 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model RAM. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM are 7.7% more likely to own their home, 40.5% more likely to own a higher valued home, 24.% more likely to have a single-family home, 7.3% more likely to have a dog.



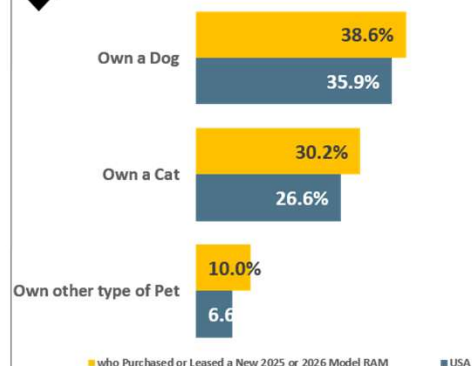
Own/Rent/Other:Adults 21 or older



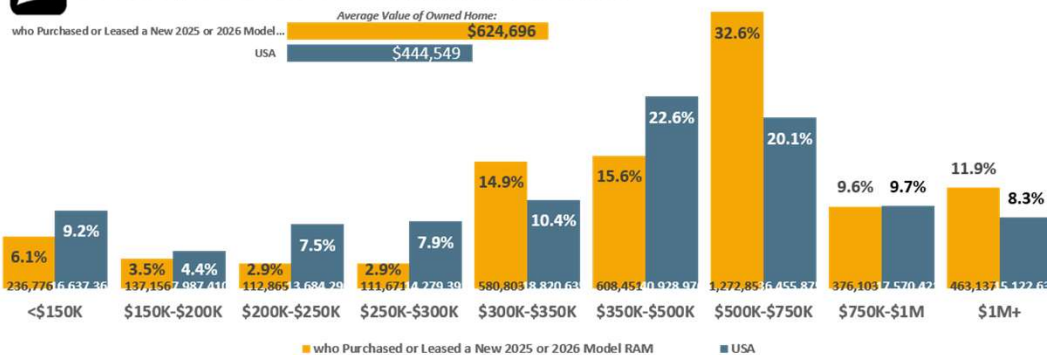
Type of Home:Adults 21 or older



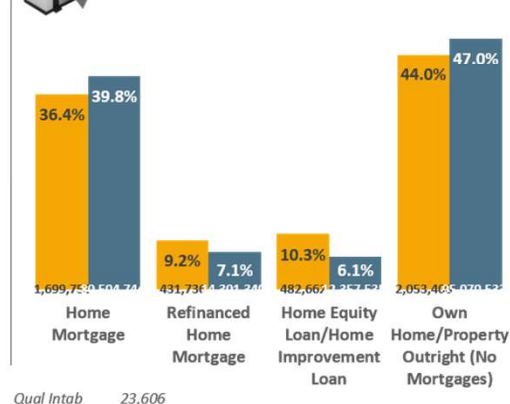
Pets in Home:Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 100
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

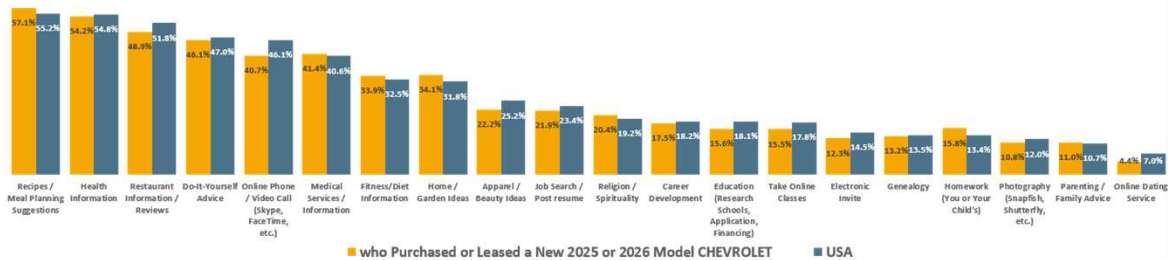
[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



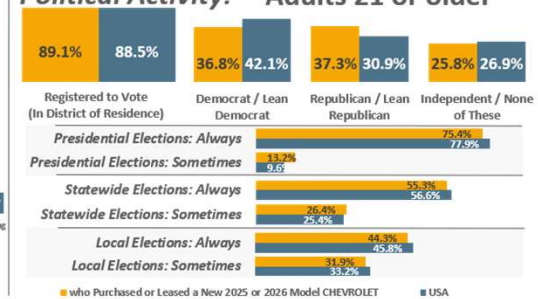
9.1% or 24,799,811 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model CHEVROLET. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET are 1.8% less likely to look up D-I-Y advice online, 3.4% less likely to always vote in local elections, 2.3% less likely to belong to a gym, .2% less likely to fly domestic pas



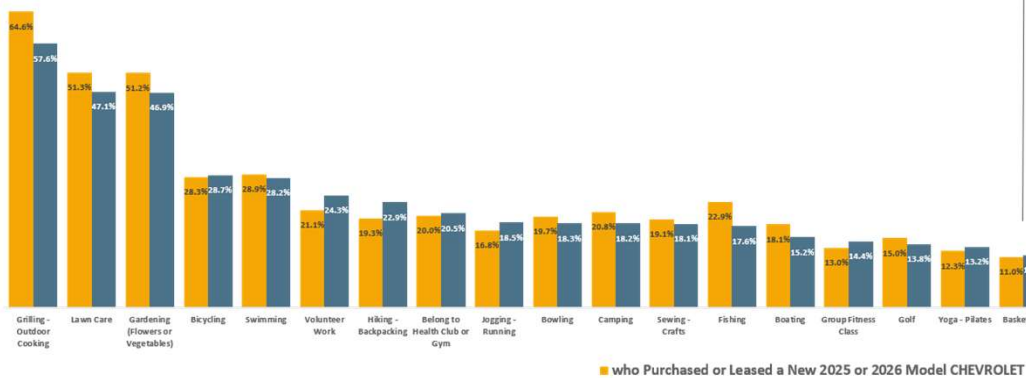
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



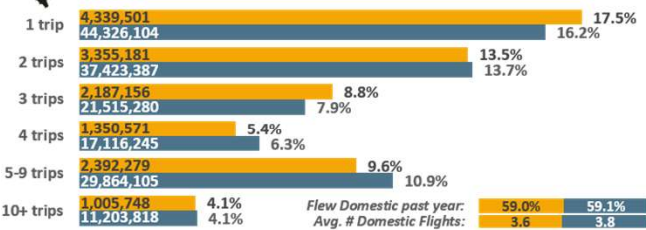
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

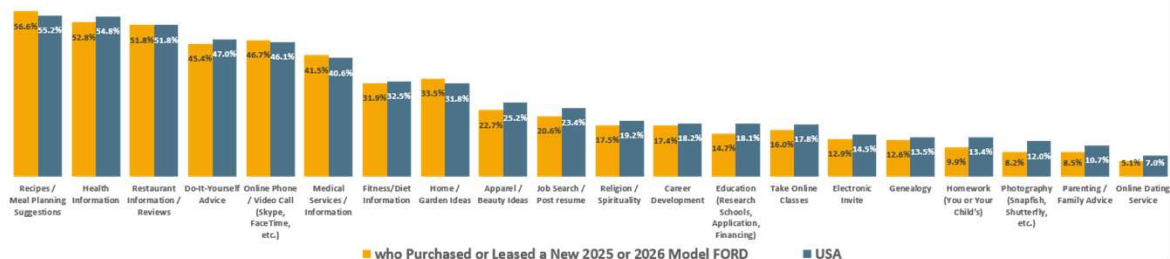




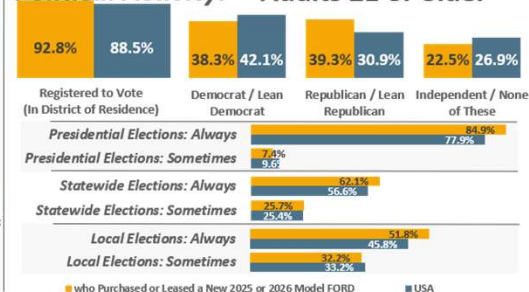
7.5% or 20,621,912 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model FORD.
 Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD are 3.3% less likely to look up D-I-Y advice online, 13.1% more likely to always vote in local elections, 5.1% less likely to belong to a gym, 1.3% more likely to fly domestic past y



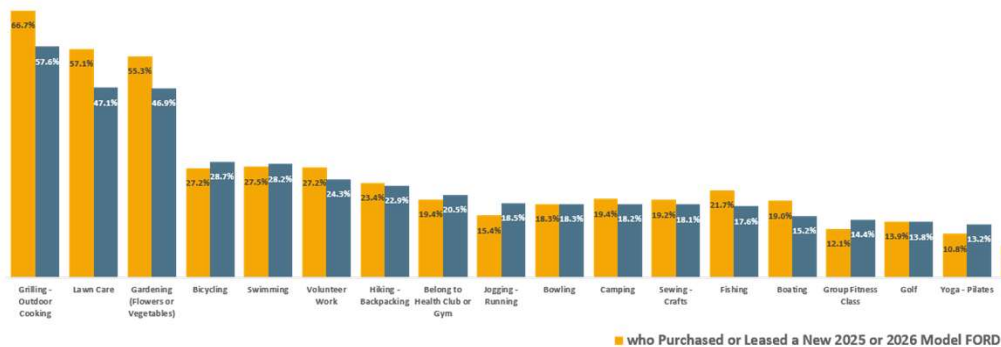
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



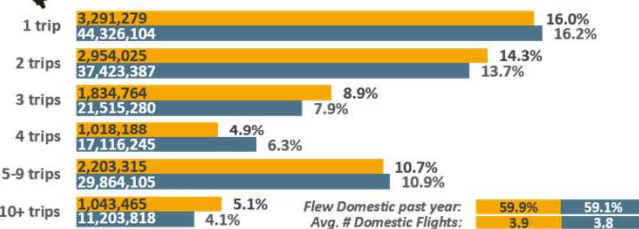
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

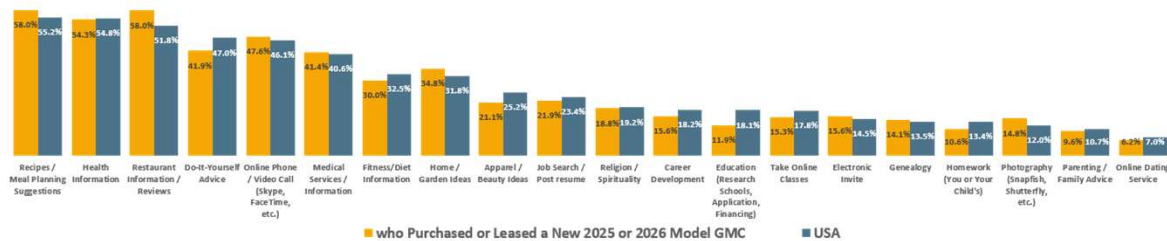




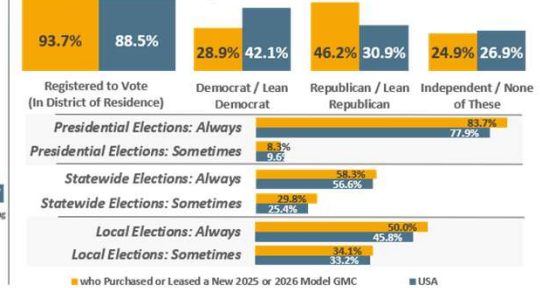
2.3% or 6,303,367 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model GMC.
Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC are 10.8% less likely to look up D-I-Y advice online, 9.2% more likely to always vote in local elections, 8.7% more likely to belong to a gym, 1.3% more likely to fly domestic past yr



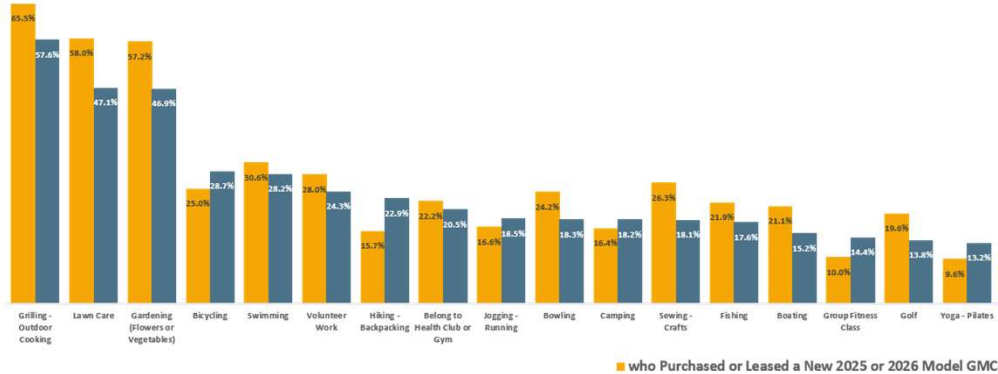
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



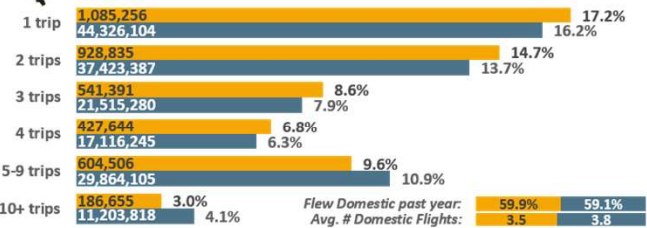
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

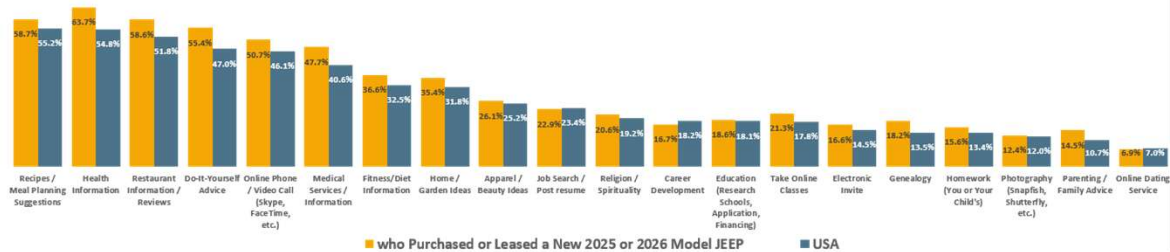




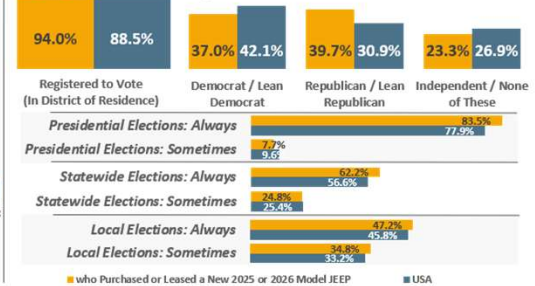
4.1% or 11,300,463 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model JEEP. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP are 17.9% more likely to look up D-I-Y advice online, 2.9% more likely to always vote in local elections, 14.8% more likely to belong to a gym, 12.% more likely to fly domestic past



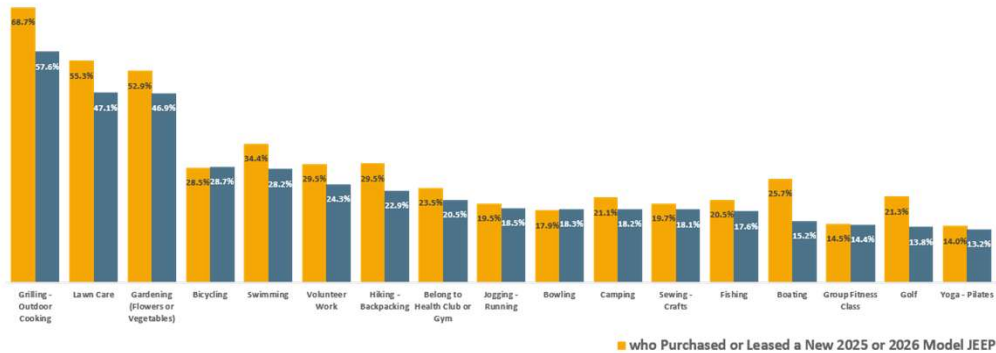
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



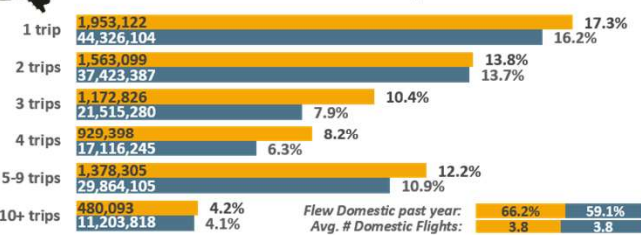
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

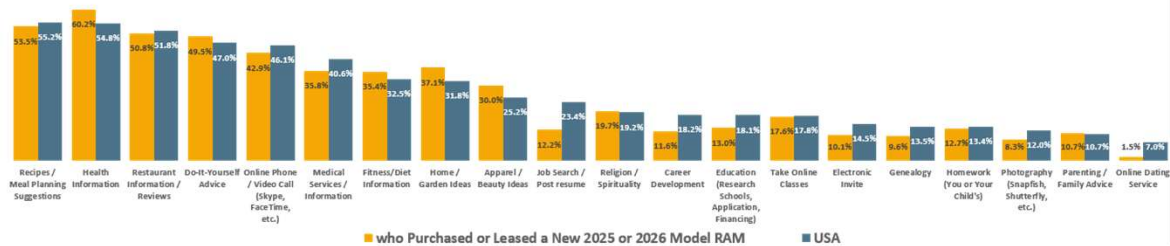




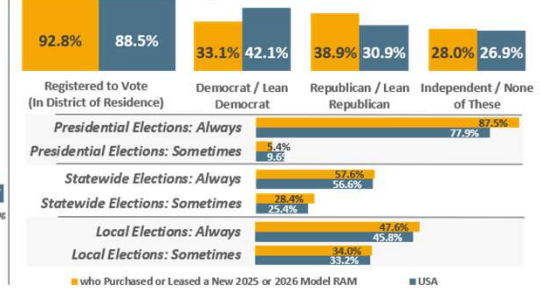
2.2% or 5,451,851 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model RAM.
Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM are 5.4% more likely to look up D-I-Y advice online, 3.9% more likely to always vote in local elections, 16.3% more likely to belong to a gym, 27.5% more likely to fly domestic past year



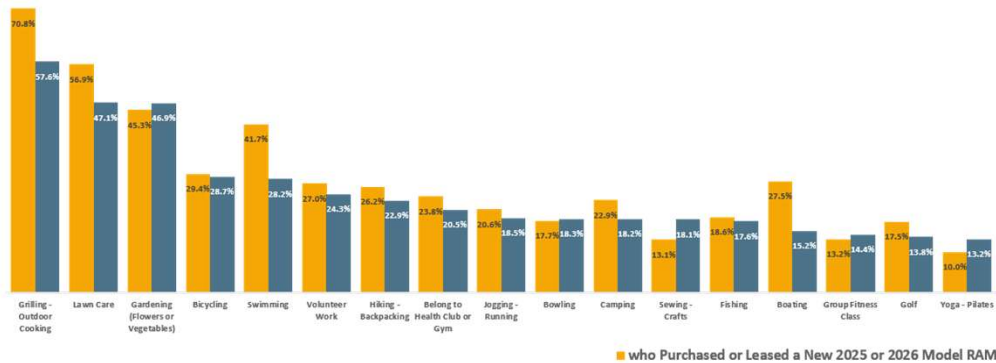
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



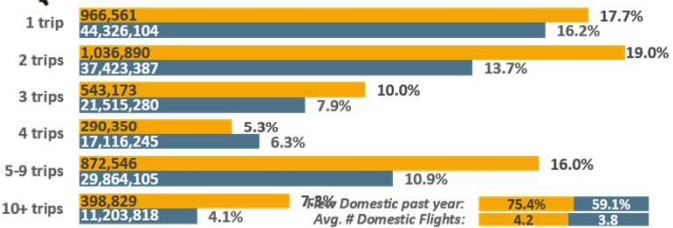
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

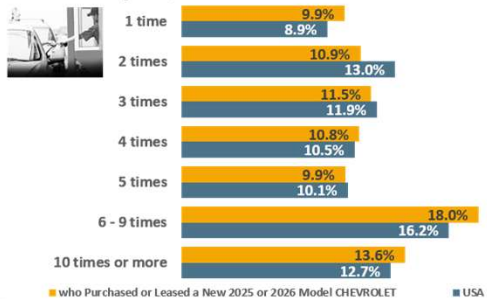


Domestic past year: 75.4%
Avg. # Domestic Flights: 4.2



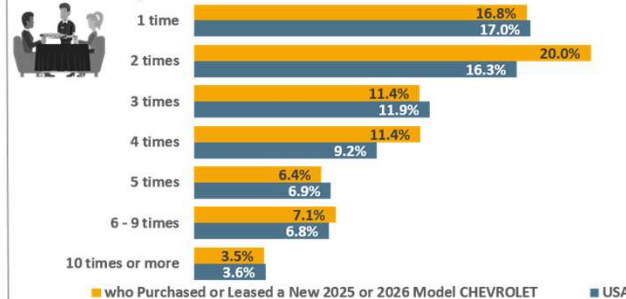
9.1% or 24,799,811 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model CHEVROLET. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET are 1.6% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 16.6% more likely to use Casinos past yr., 3.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



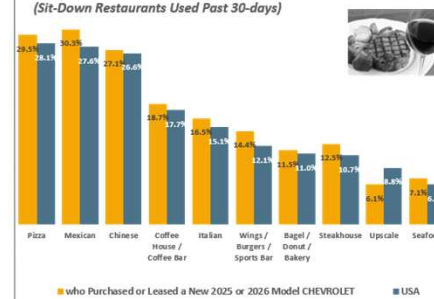
Total Monthly QSR Users: 84.6% (CHEVROLET) vs 83.3% (USA)
Avg. Monthly QSR Meals: 5.9 (CHEVROLET) vs 5.7 (USA)

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



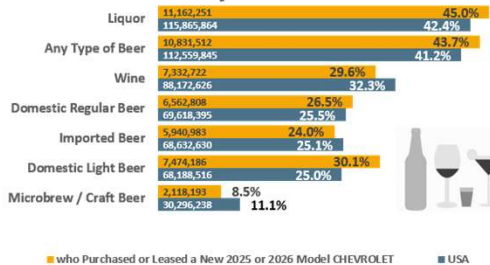
Total Monthly Sit-Down Restaurant Users: 76.7% (CHEVROLET) vs 71.6% (USA)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 (CHEVROLET) vs 3.6 (USA)

Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



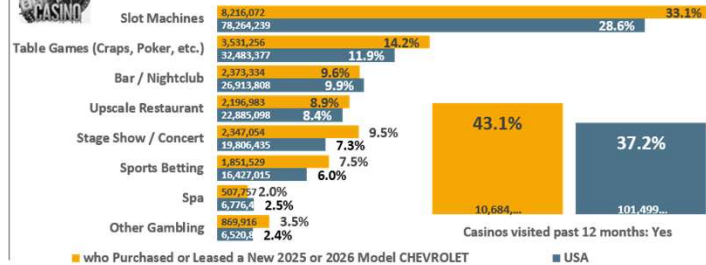
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased or Leased a New 2025 or 2026 Model: 15.8% (CHEVROLET) vs 19.3% (USA)

Drank Past 30-days: Adults 21 or older



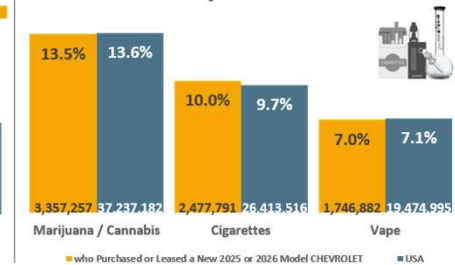
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 465
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Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes 43.1% (CHEVROLET) vs 37.2% (USA)

Used Past 30-days: Adults 21 or older

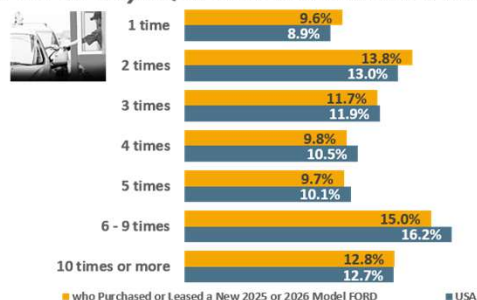


[[Make of new vehicle (HHLD): CHEVROLET AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



7.5% or 20,621,912 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model FORD. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD are 1.1% less likely to use QSRs past mo., 6.4% more likely to use Sit-Down Restaurants past mo., 2.9% more likely to use Casinos past yr., 25.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



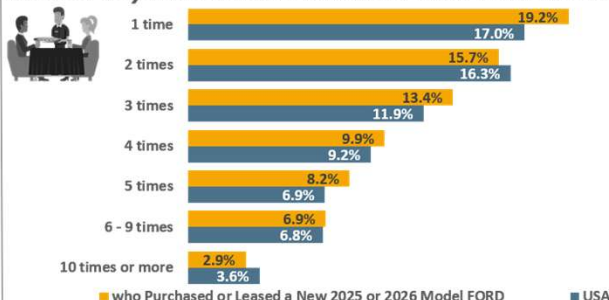
Total Monthly QSR Users: 82.3%
16,979,842

Avg. Monthly QSR Meals: 83.3%
227,470,559

5.6

5.7

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



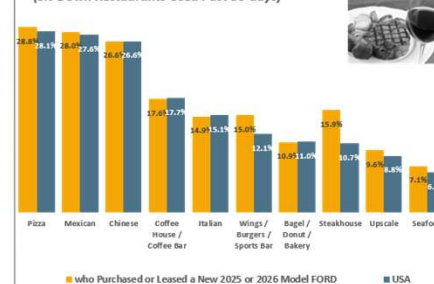
Total Monthly Sit-Down Restaurant Users: 76.2%
15,703,084

Avg. Monthly Sit-Down Restaurant Meals: 71.6%
195,595,053

3.5

3.6

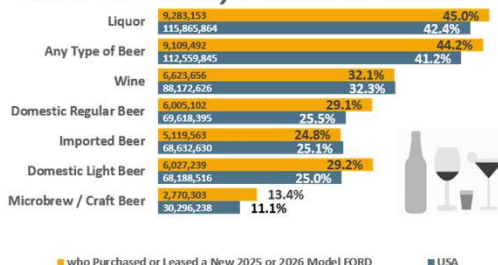
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased or Leased a New 2025 or 2026 Model FORD: 16.0%
3,305,846

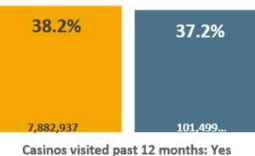
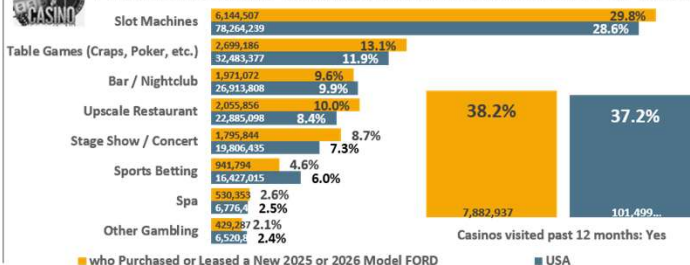
USA: 19.3%
7,829,152,637

Drank Past 30-days: Adults 21 or older



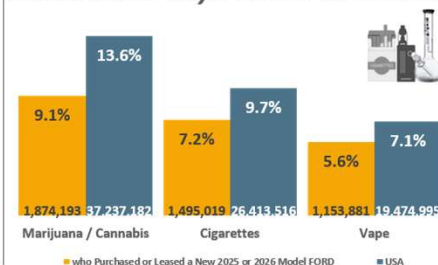
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 340
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Past 12 months Casino Activities: Adults 21 or older



USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Used Past 30-days: Adults 21 or older

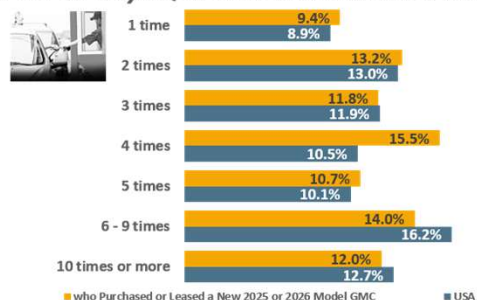


[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



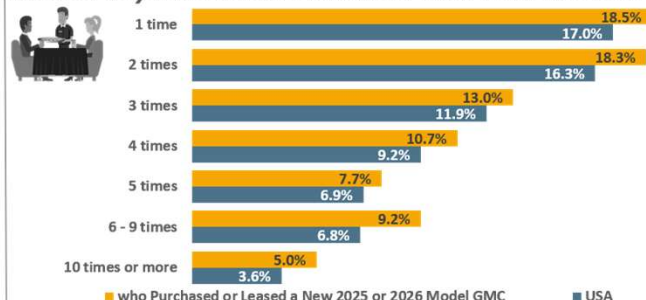
2.3% or 6,303,367 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model GMC. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC are 4.% more likely to use QSRs past mo., 15.1% more likely to use Sit-Down Restaurants past mo., .9% more likely to use Casinos past yr., 6.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



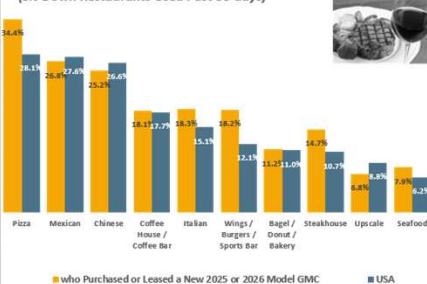
Total Monthly QSR Users: 86.6% (GMC) vs 83.3% (USA)
Avg. Monthly QSR Meals: 5.4 (GMC) vs 5.7 (USA)

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



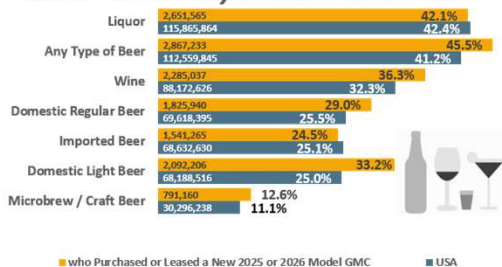
Total Monthly Sit-Down Restaurant Users: 82.4% (GMC) vs 71.6% (USA)
Avg. Monthly Sit-Down Restaurant Meals: 3.9 (GMC) vs 3.6 (USA)

Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

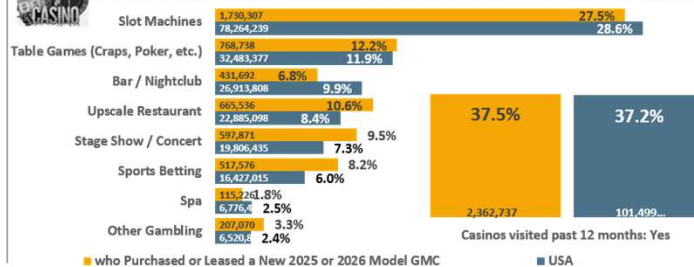


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased or Leased a New 2025 or 2026 Model: 10.0% (GMC) vs 19.3% (USA)

Drank Past 30-days: Adults 21 or older

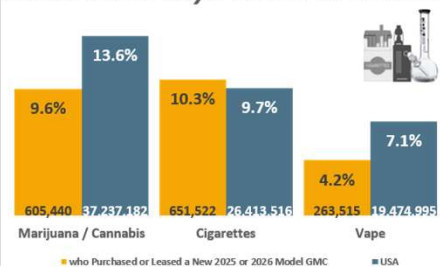


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
37.5% (GMC) vs 37.2% (USA)

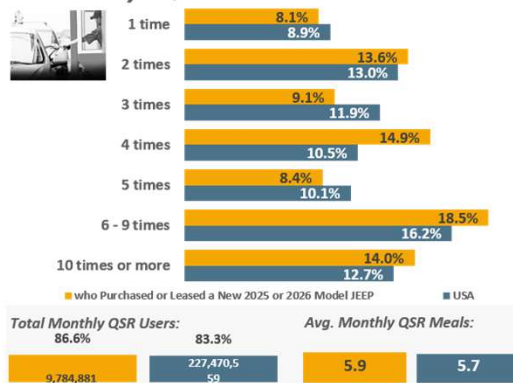
Used Past 30-days: Adults 21 or older



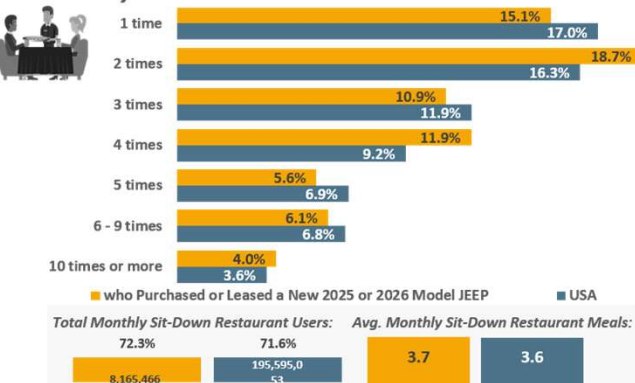


4.1% or 11,300,463 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model JEEP. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP are 4.% more likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 3.6% more likely to use Casinos past yr., 31.% less likely to smoke cigarettes.

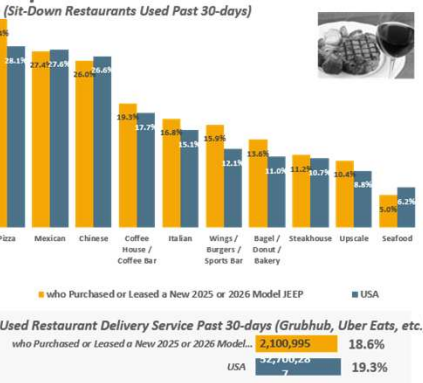
Past 30-days QSR Users: Adults 21 or older



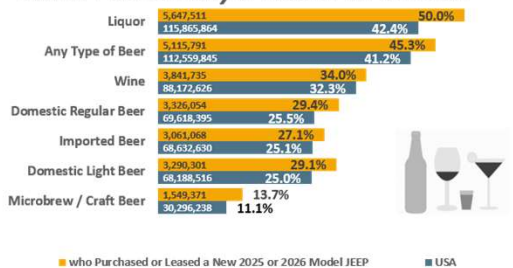
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



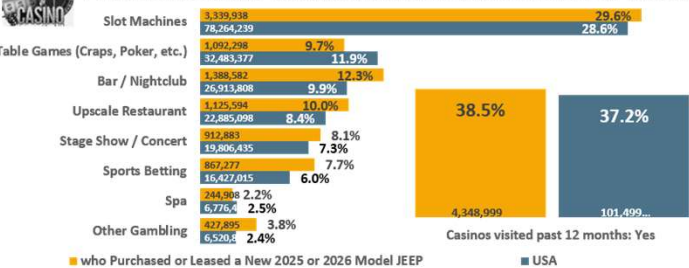
Top-10 Cuisines: Adults 21 or older



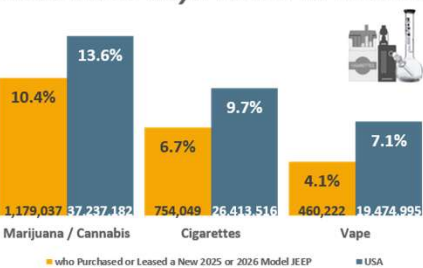
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older

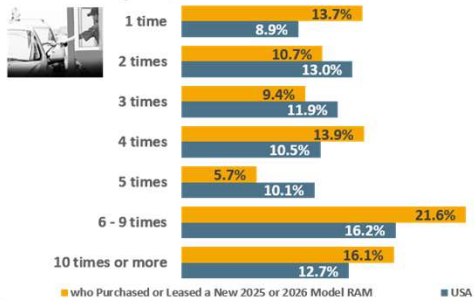


[(Make of new vehicle (HHLID):JEEP AND (Model year of new vehicle (HHLID): 2026:Any new vehicle OR Model year of new vehicle (HHLID): 2025:Any new vehicle)]



2.2% or 5,451,851 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model RAM. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM are 9.4% more likely to use QSRs past mo., 13.3% more likely to use Sit-Down Restaurants past mo., 34.2% more likely to use Casinos past yr., 10.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older

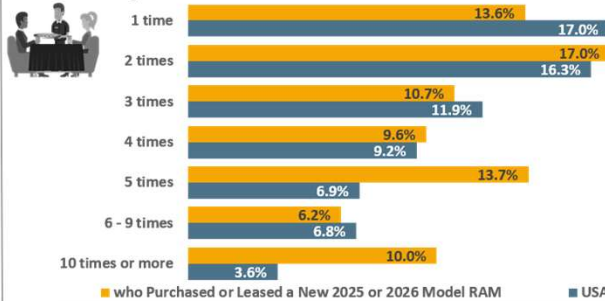


Total Monthly QSR Users: 91.1%
4,966,369

Avg. Monthly QSR Meals: 83.3%
227,470,559

6.0 vs 5.7

Past 30-days Sit-Down Restaurant Users: Adults 21 or older

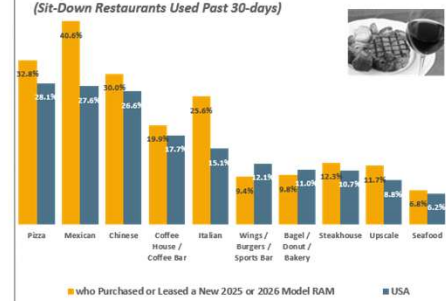


Total Monthly Sit-Down Restaurant Users: 80.9%
4,409,242

Avg. Monthly Sit-Down Restaurant Meals: 71.6%
195,595,053

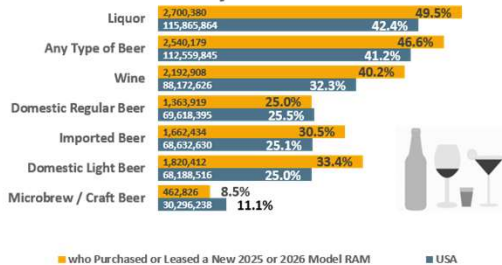
4.7 vs 3.6

Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



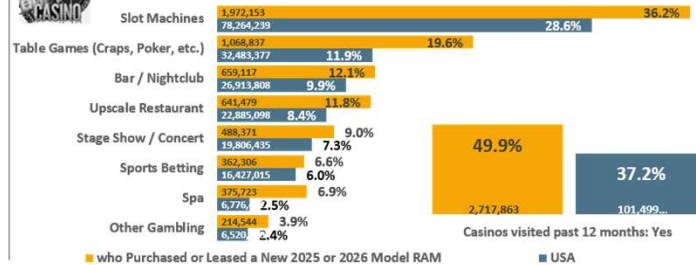
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased or Leased a New 2025 or 2026 Model... 751,151 13.8%
USA 7,414,526 19.3%

Drank Past 30-days: Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 100
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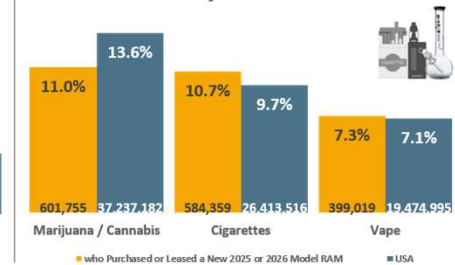
Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
2,717,863 vs 101,499...

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

Used Past 30-days: Adults 21 or older



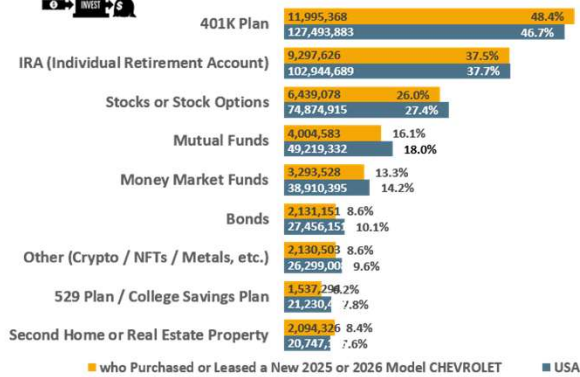
[[Make of new vehicle (HHLID): RAM AND (Model year of new vehicle (HHLID): 2026:Any new vehicle OR Model year of new vehicle (HHLID): 2025:Any new vehicle)]]



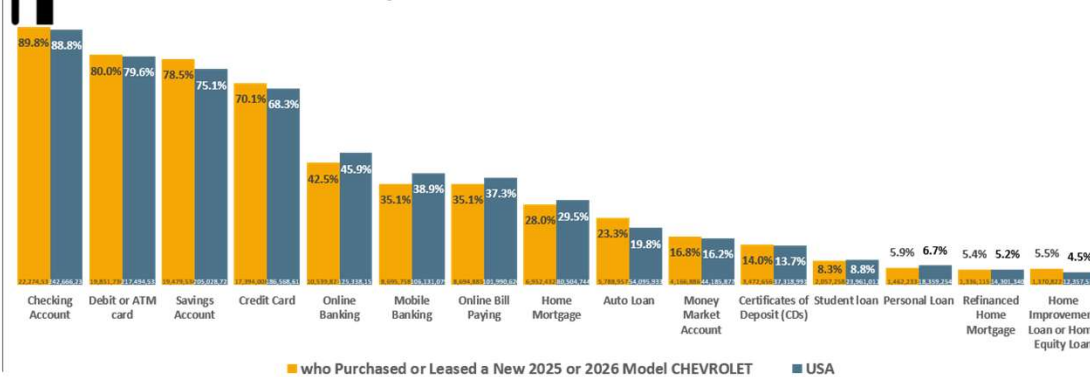
9.1% or 24,799,811 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model CHEVROLET. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET are 3.6% more likely to have a 401K, 17.9% more likely to have an Auto Loan, 15.8% less likely to Invest/Trade Stocks Online, 3.6% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



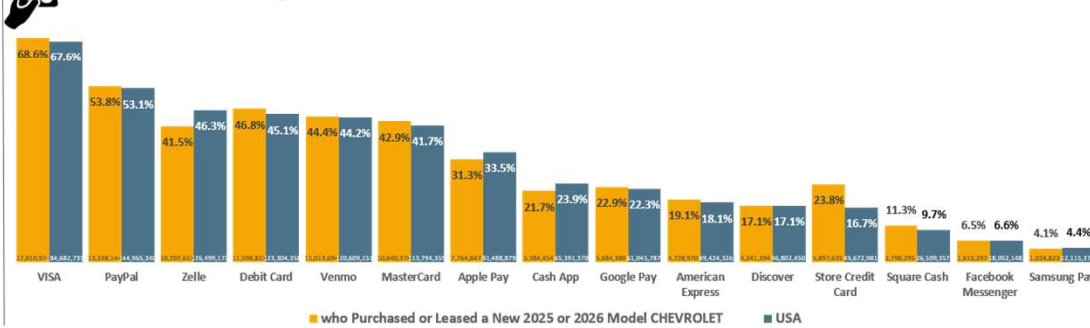
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

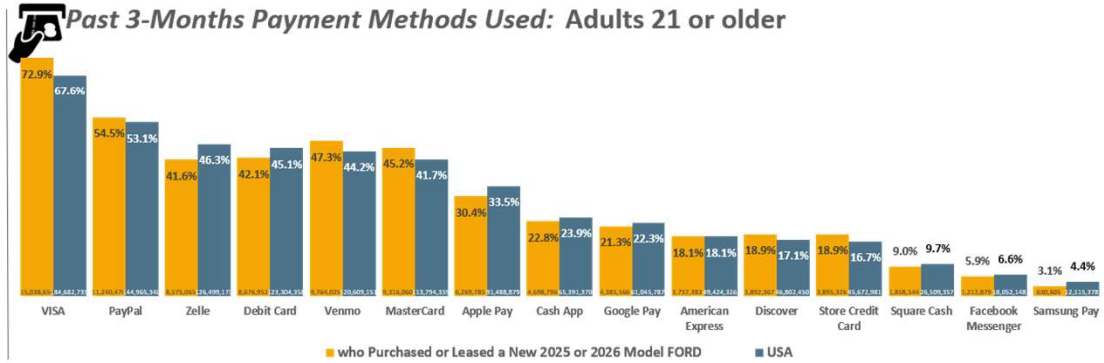
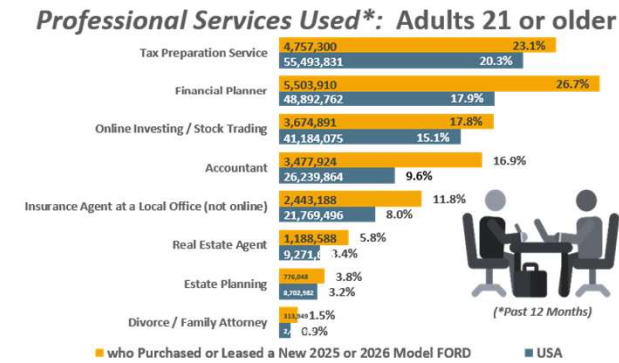
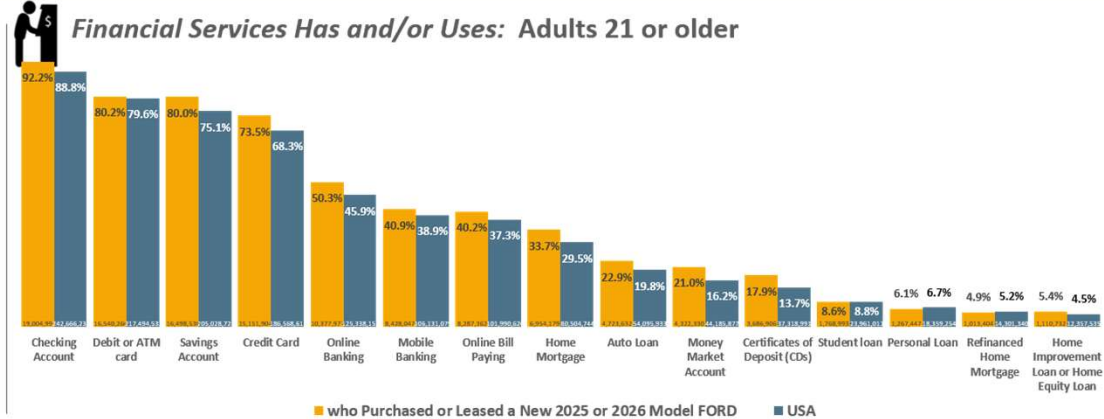
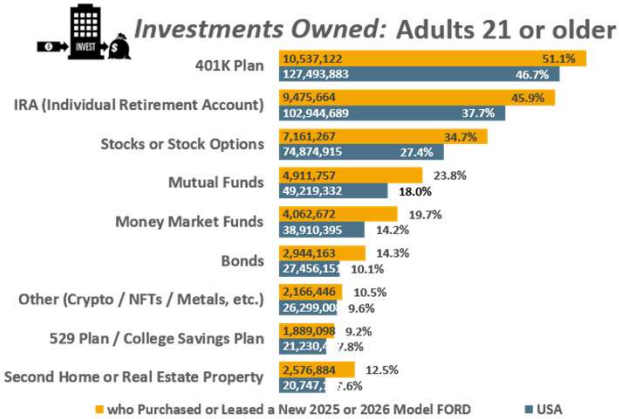


Past 3-Months Payment Methods Used: Adults 21 or older



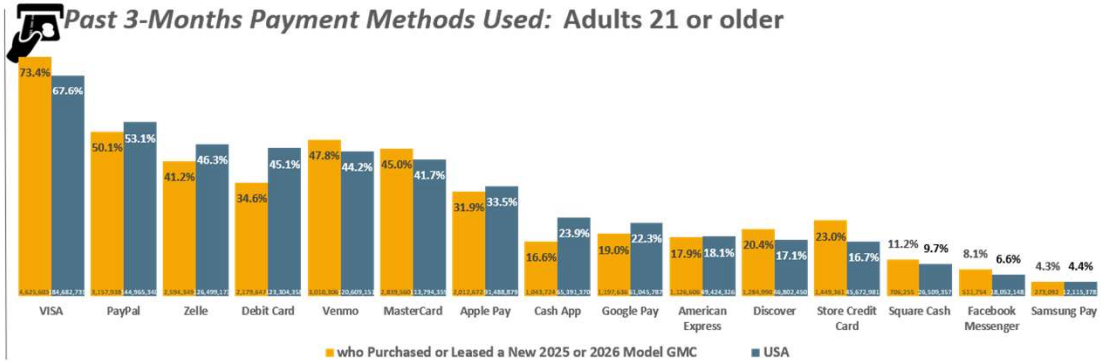
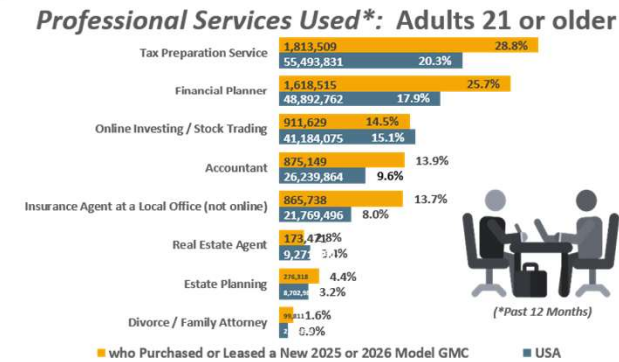
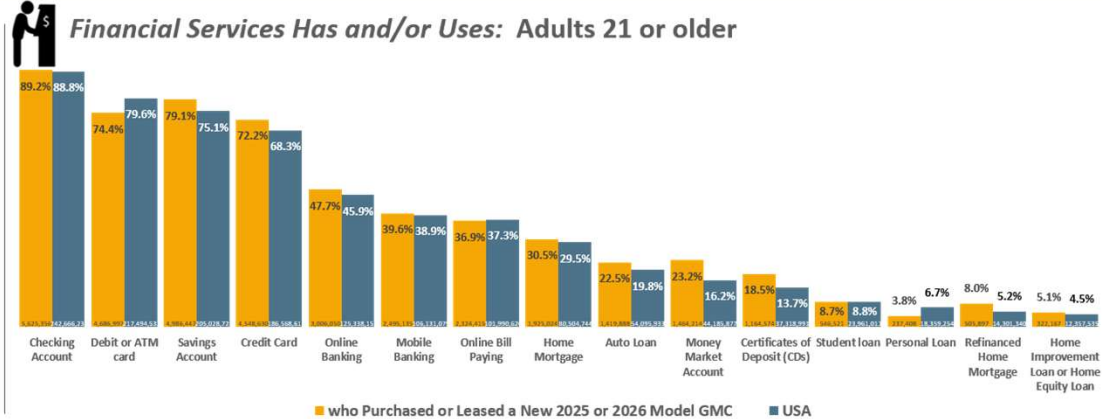
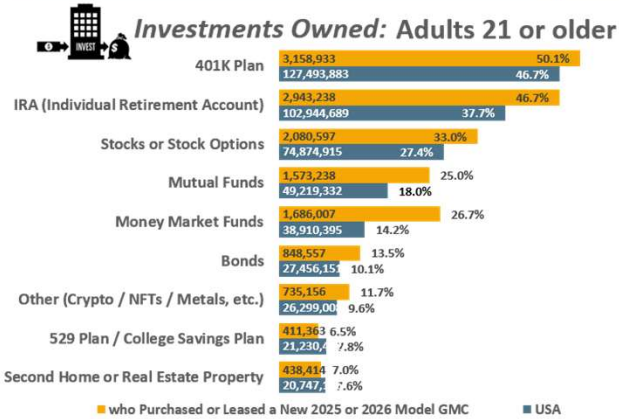


7.5% or 20,621,912 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model FORD. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD are 9.5% more likely to have a 401K, 15.7% more likely to have an Auto Loan, 18.2% more likely to Invest/Trade Stocks Online, 6.8% less likely to pay with their Debit Card.





2.3% or 6,303,367 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model GMC.
Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC are 7.4% more likely to have a 401K, 13.8% more likely to have an Auto Loan, 4.1% less likely to Invest/Trade Stocks Online, 23.4% less likely to pay with their Debit Card.



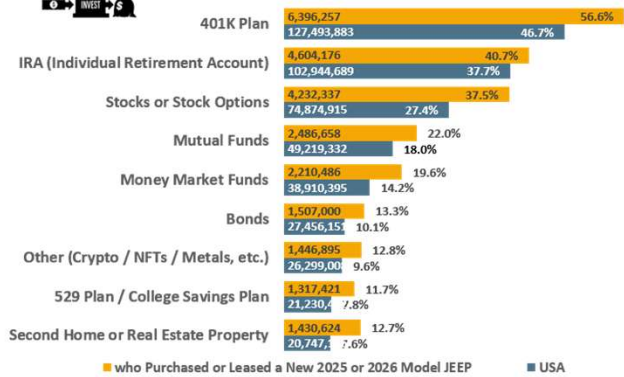
Jeep USA

New 2025-2026

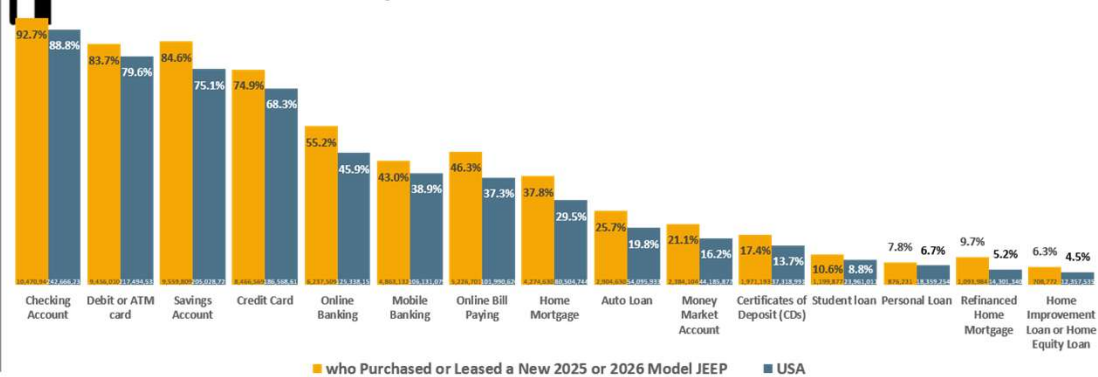
4.1% or 11,300,463 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model JEEP. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP are 21.3% more likely to have a 401K, 29.8% more likely to have an Auto Loan, 36.7% more likely to Invest/Trade Stocks Online, 2.9% less likely to pay with their Debit Card.



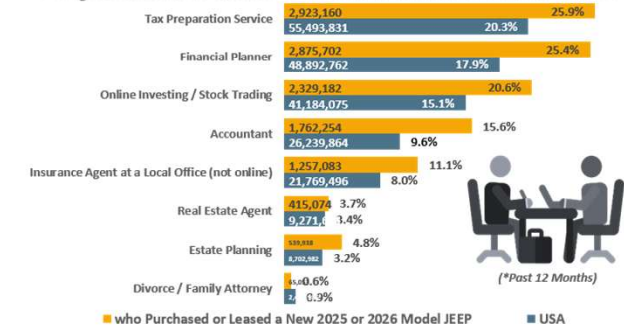
Investments Owned: Adults 21 or older



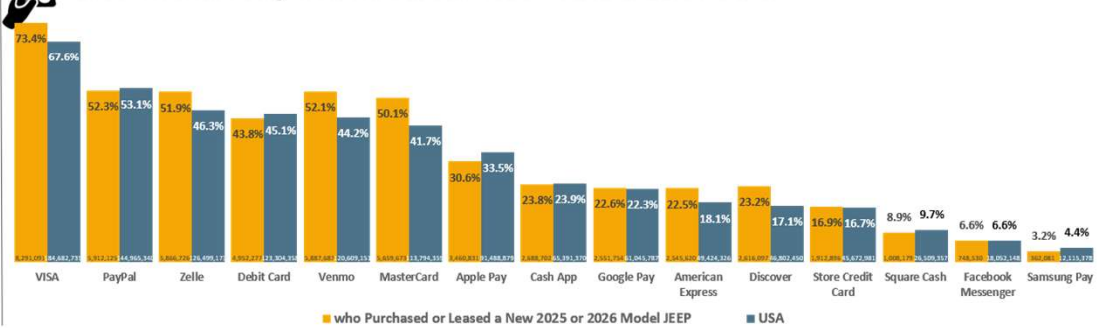
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

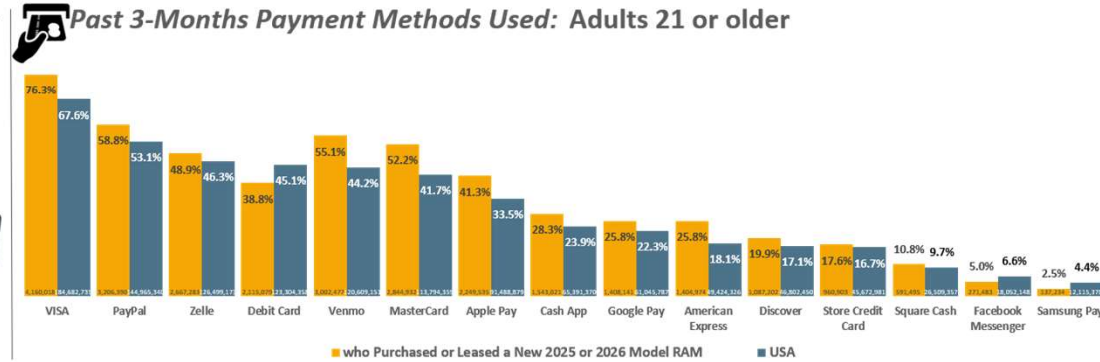
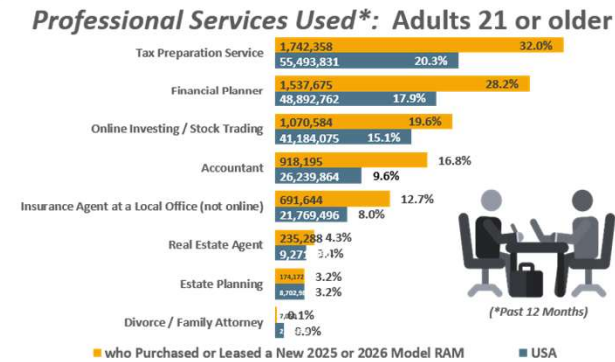
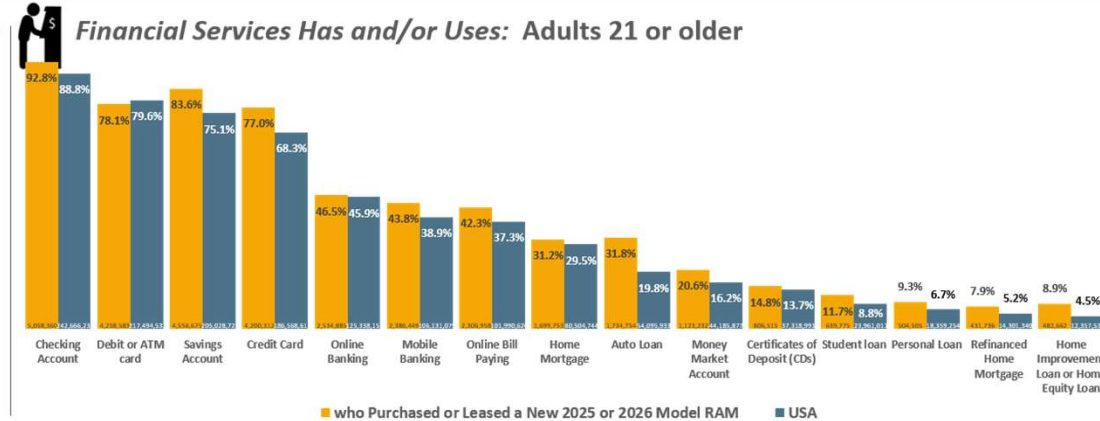


Past 3-Months Payment Methods Used: Adults 21 or older



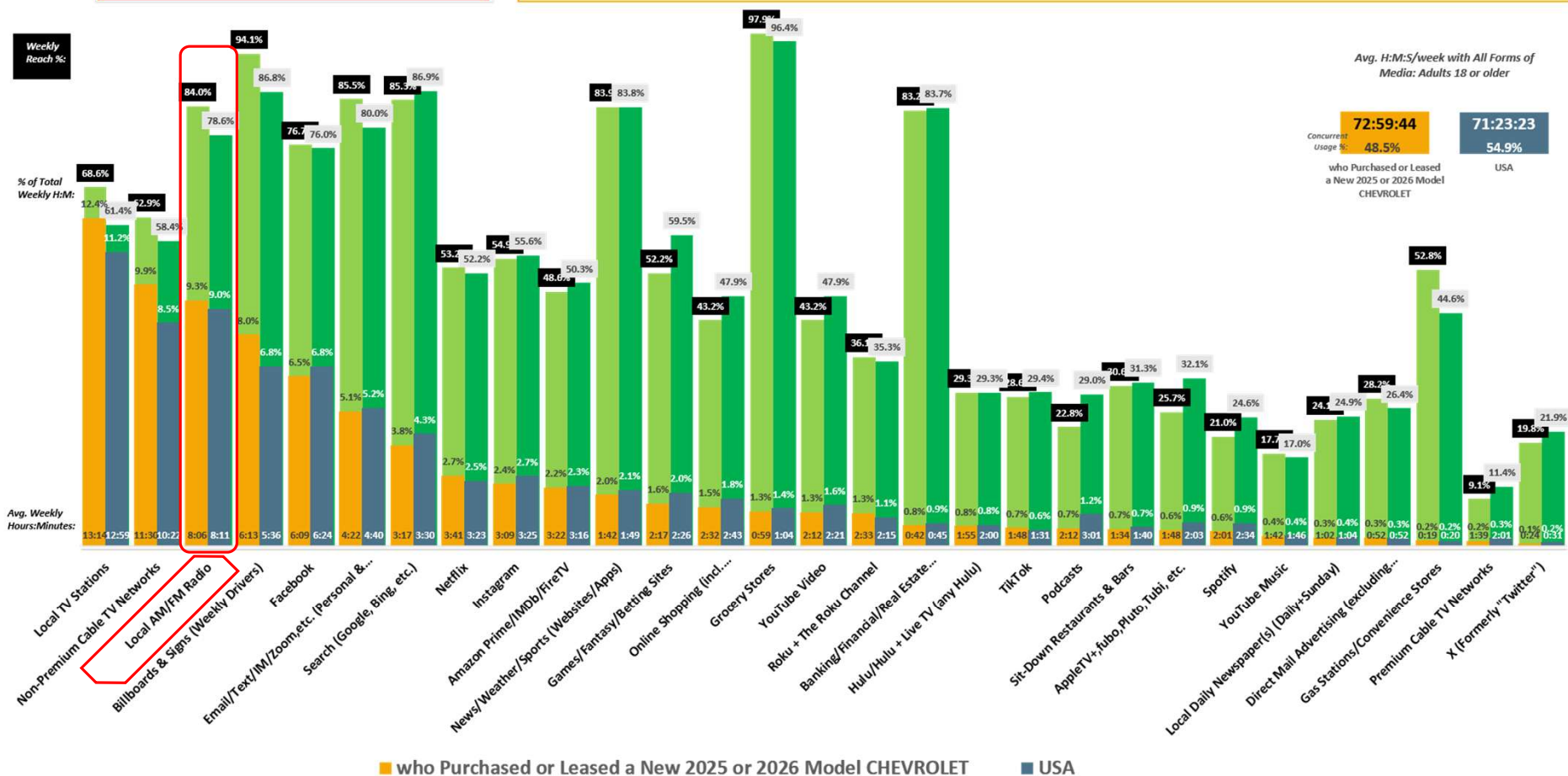


2.2% or 5,451,851 of USA Adults 21 or older Purchased or Leased a New 2025 or 2026 Model RAM. Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM are 32.3% more likely to have a 401K, 60.7% more likely to have an Auto Loan, 30.3% more likely to Invest/Trade Stocks Online, 14.1% less likely to pay with their Debit Card.





Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET spend an average of 3 days, 0 hours, 59 minutes and 44 seconds each week with All Forms of Media.
 84.4% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



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

Concurrent Usage %: 48.5%

72:59:44

who Purchased or Leased a New 2025 or 2026 Model CHEVROLET

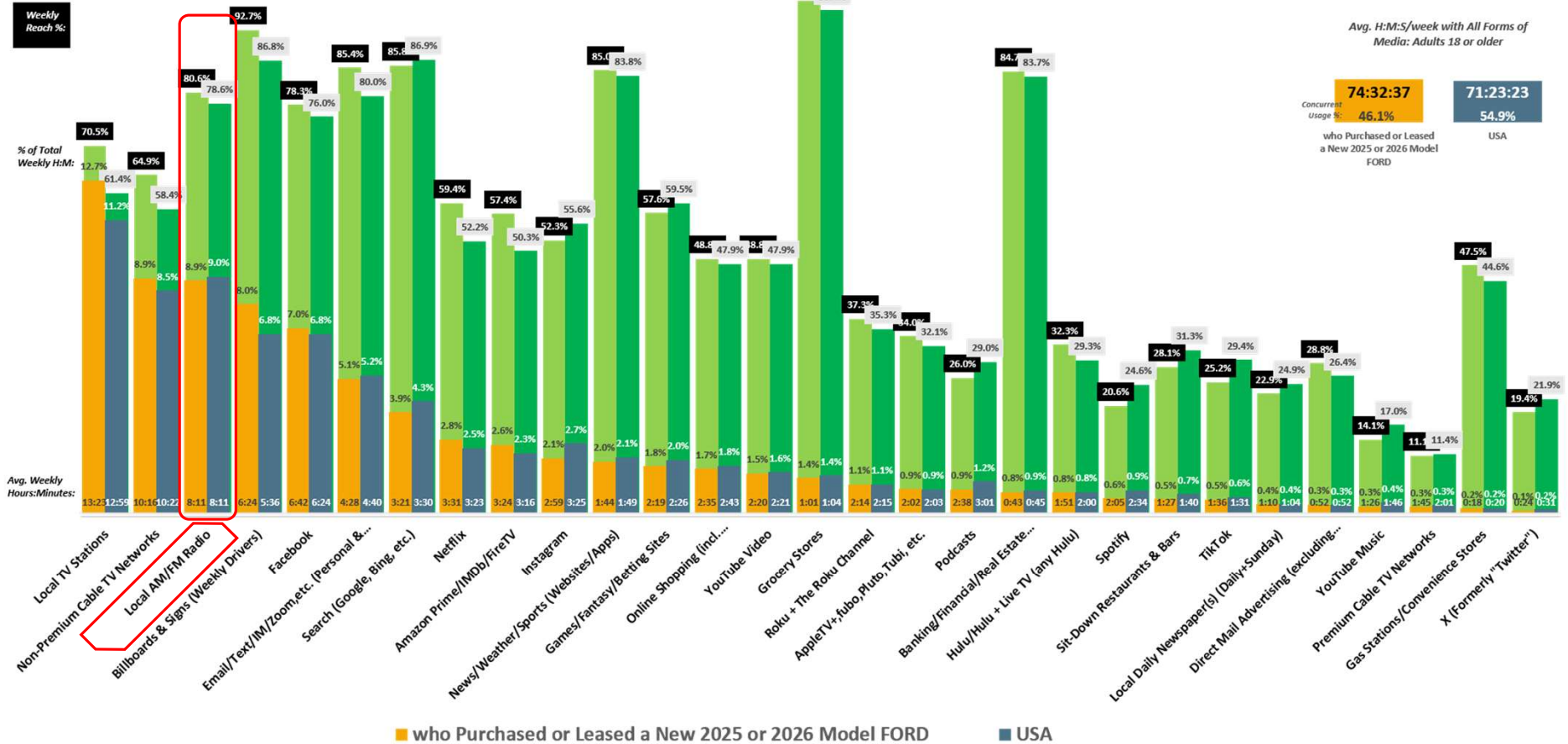
54.9%

71:23:23

USA

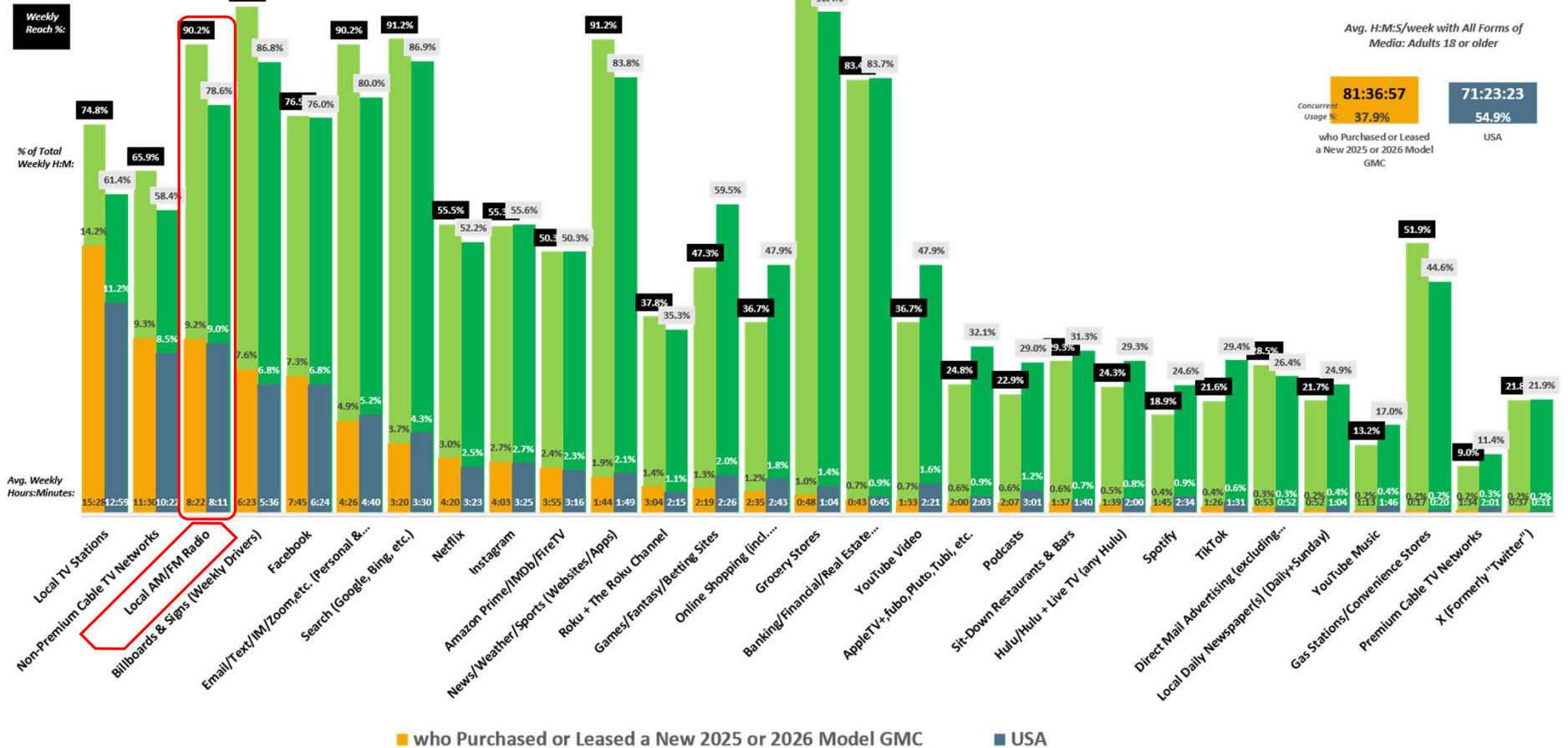


Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD spend an average of 3 days, 2 hours, 32 minutes and 37 seconds each week with All Forms of Media.
80.6% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



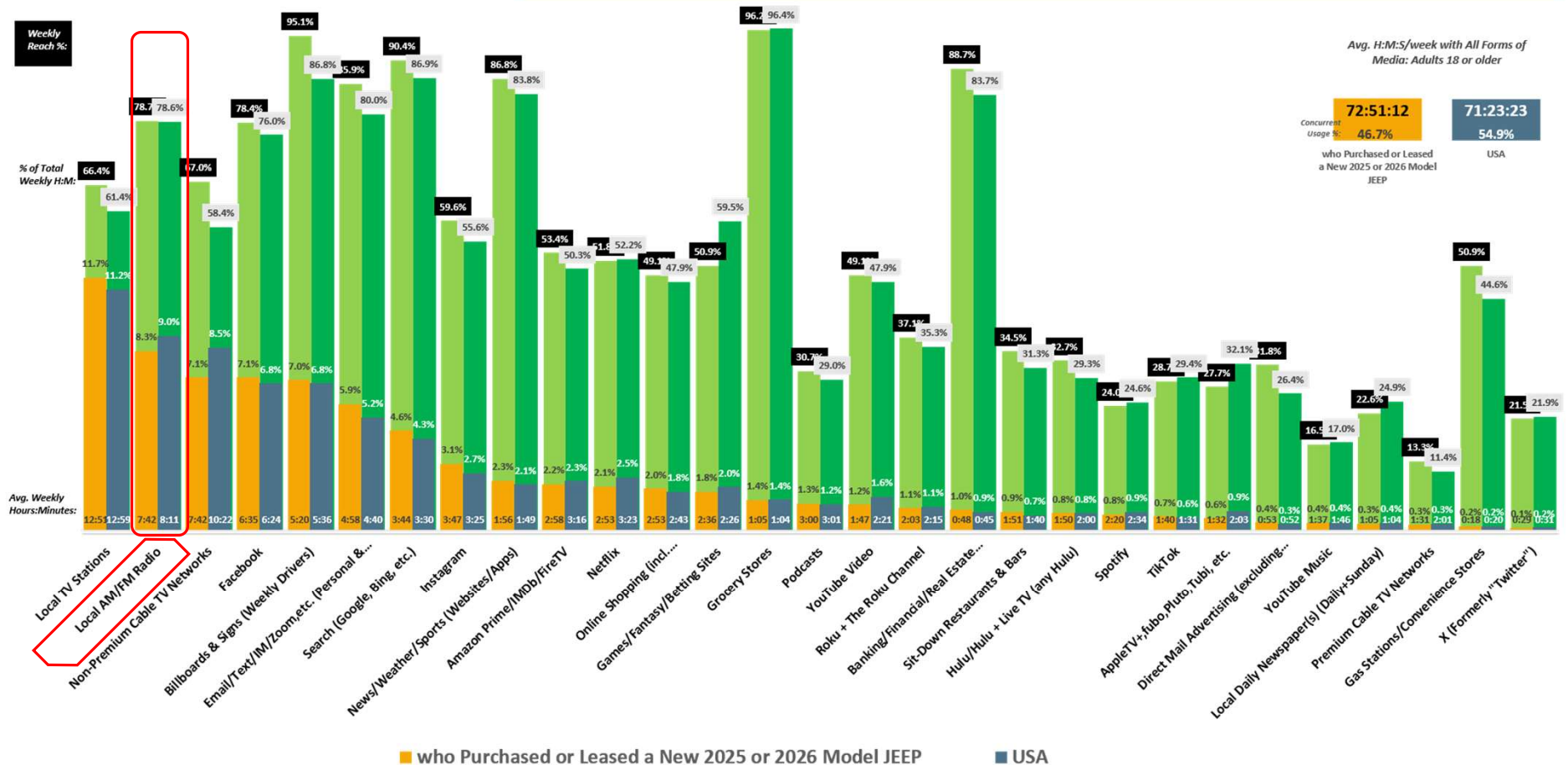


Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC spend an average of 3 days, 9 hours, 36 minutes and 57 seconds each week with All Forms of Media.
 90.2% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP spend an average of 3 days, 0 hours, 51 minutes and 12 seconds each week with All Forms of Media.
 78.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 167 USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606
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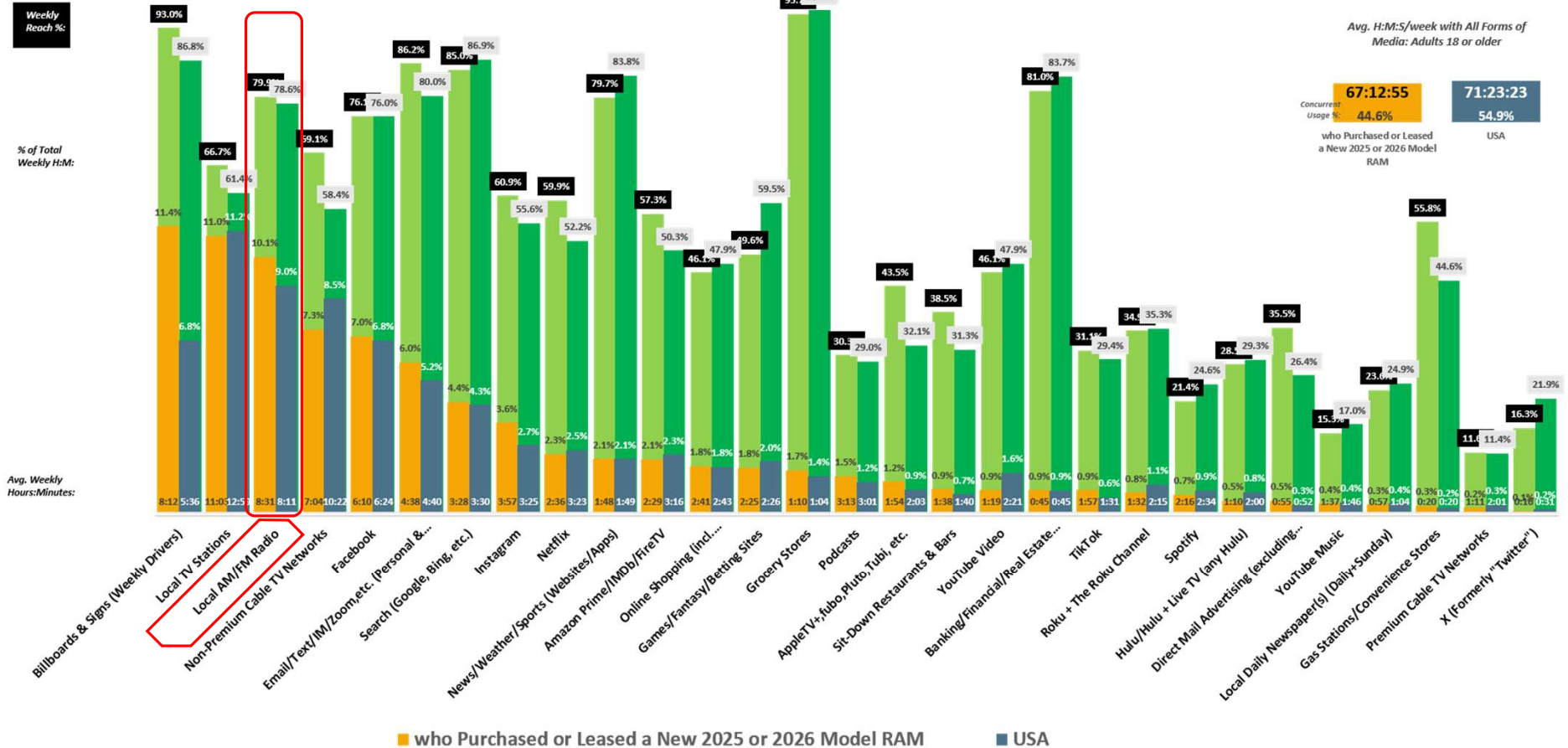
[(Make of new vehicle (HHLD):JEEP AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]



Share of Everything for Anything



Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM spend an average of 2 days, 19 hours, 12 minutes and 55 seconds each week with All Forms of Media.
 79.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM spend an avg. of 8 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 100 USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 23,606
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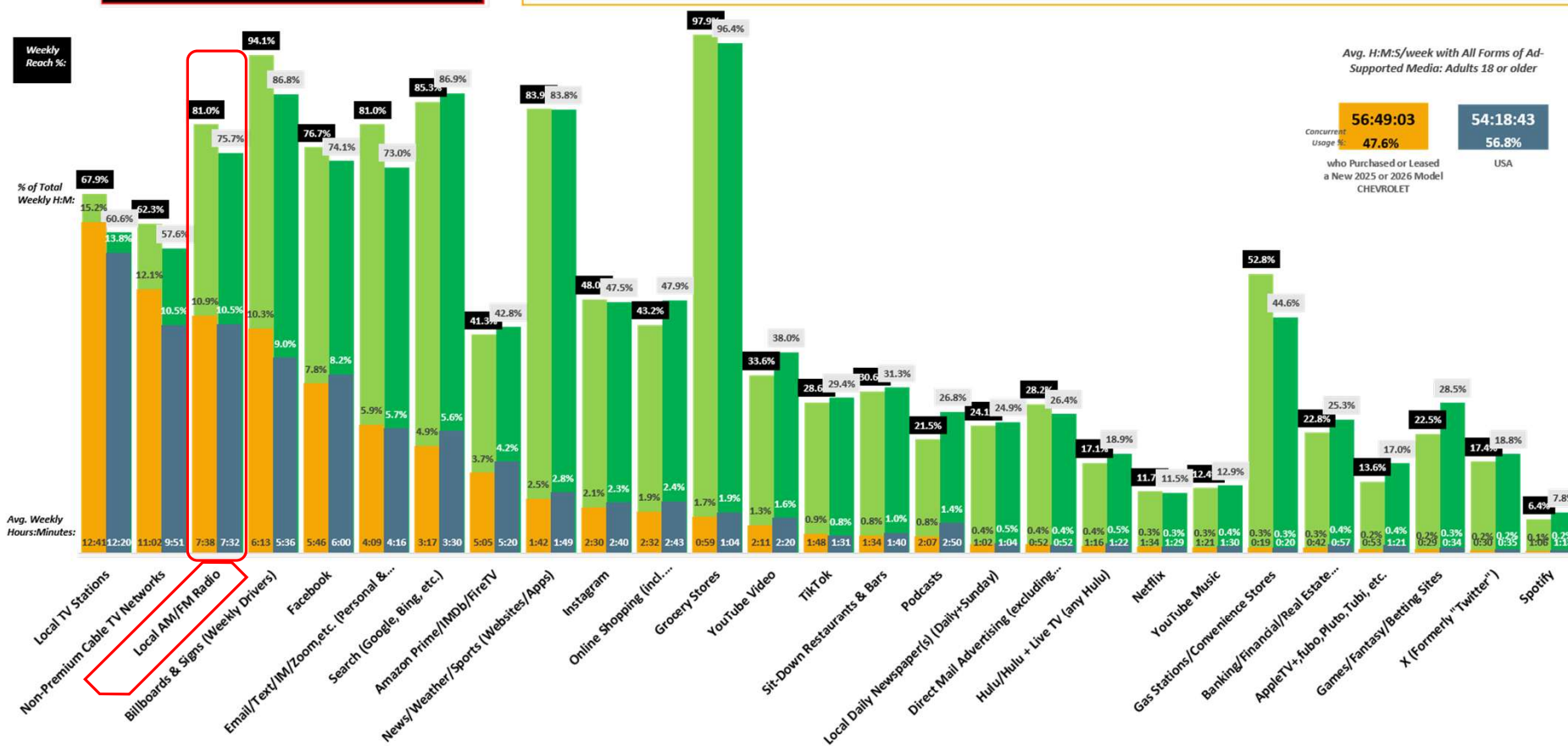
[[Make of new vehicle (HHLID): RAM AND (Model year of new vehicle (HHLID): 2026:Any new vehicle OR Model year of new vehicle (HHLID): 2025:Any new vehicle)]]



Share of Everything for Anything



Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET spend an average of 2 days, 8 hours, 49 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 81.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Medi



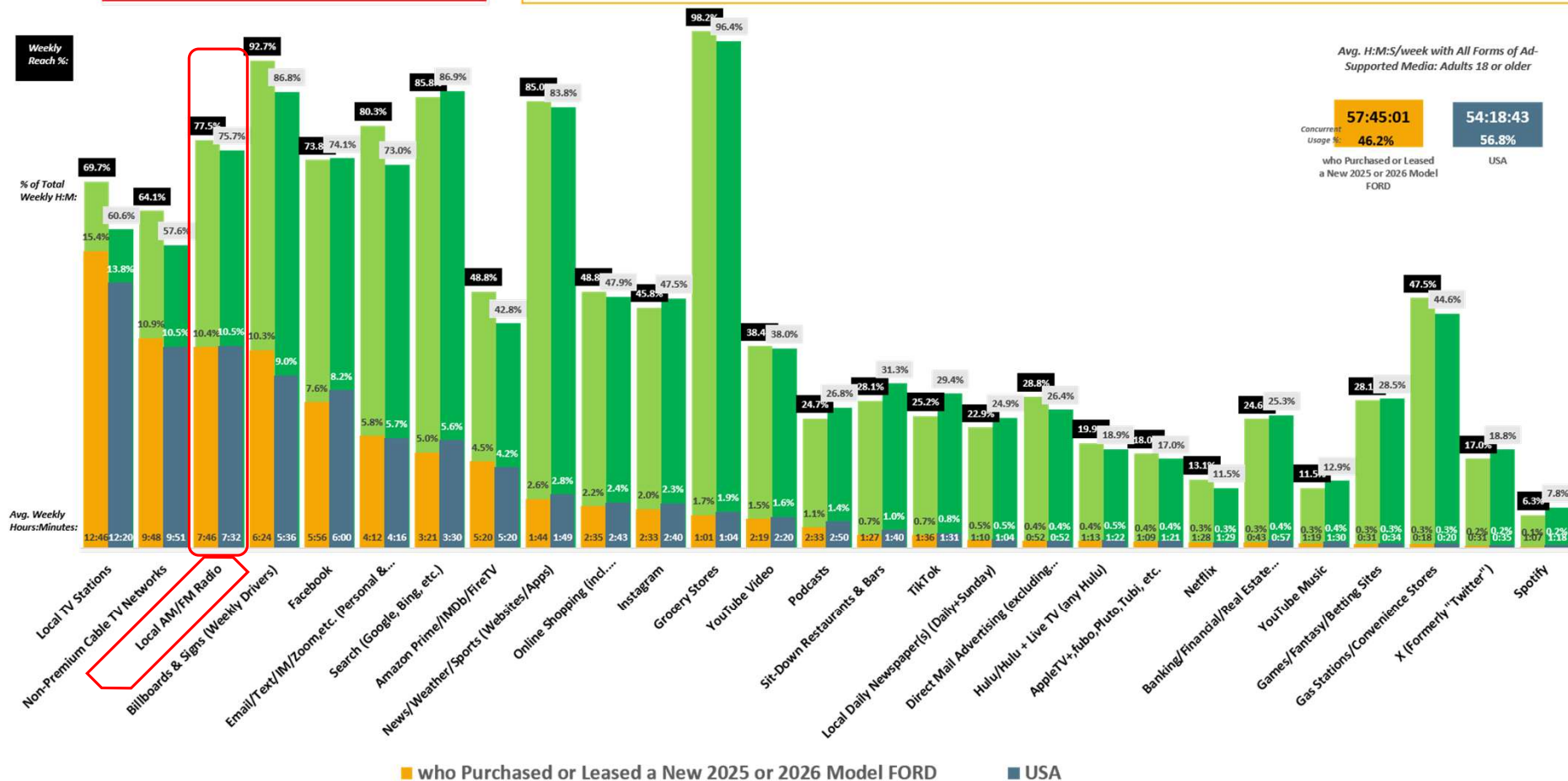
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

56:49:03	54:18:43
47.6%	56.8%
who Purchased or Leased a New 2025 or 2026 Model CHEVROLET	USA

■ who Purchased or Leased a New 2025 or 2026 Model CHEVROLET ■ USA

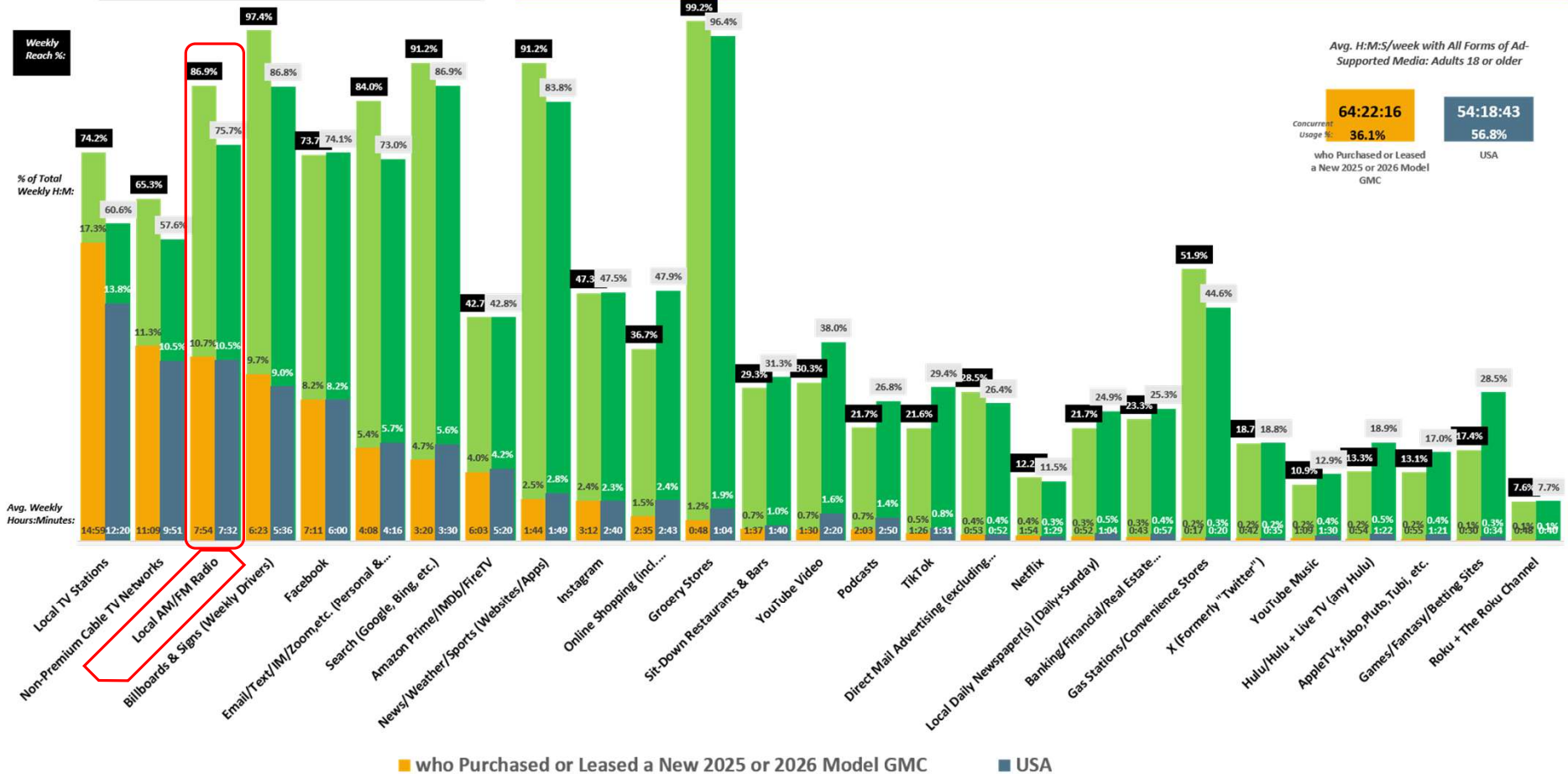


Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD spend an average of 2 days, 9 hours, 45 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
 77.5% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



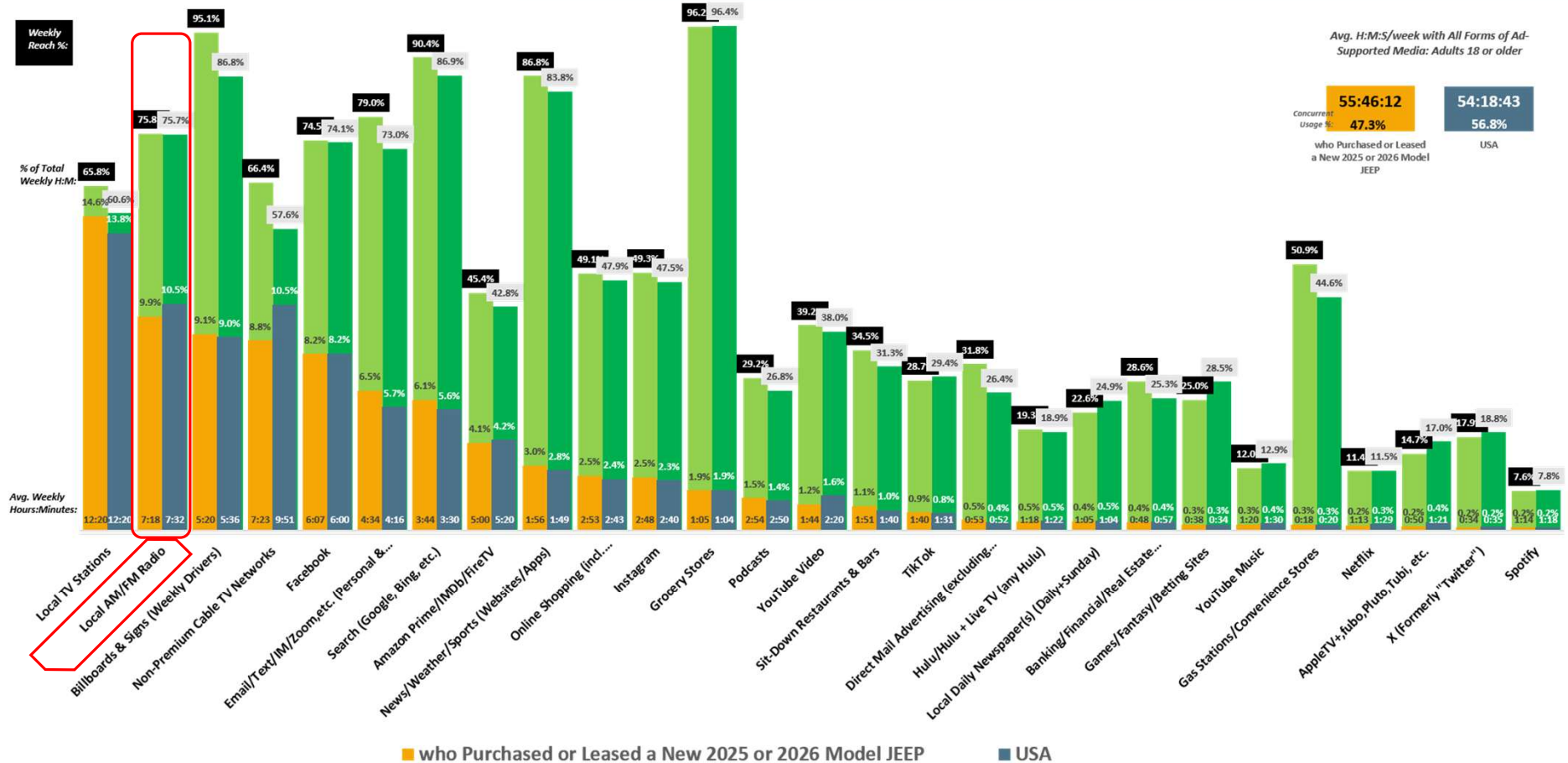


Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC spend an average of 2 days, 16 hours, 22 minutes and 16 seconds each week with All Forms of Ad-Supported Media.
 86.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



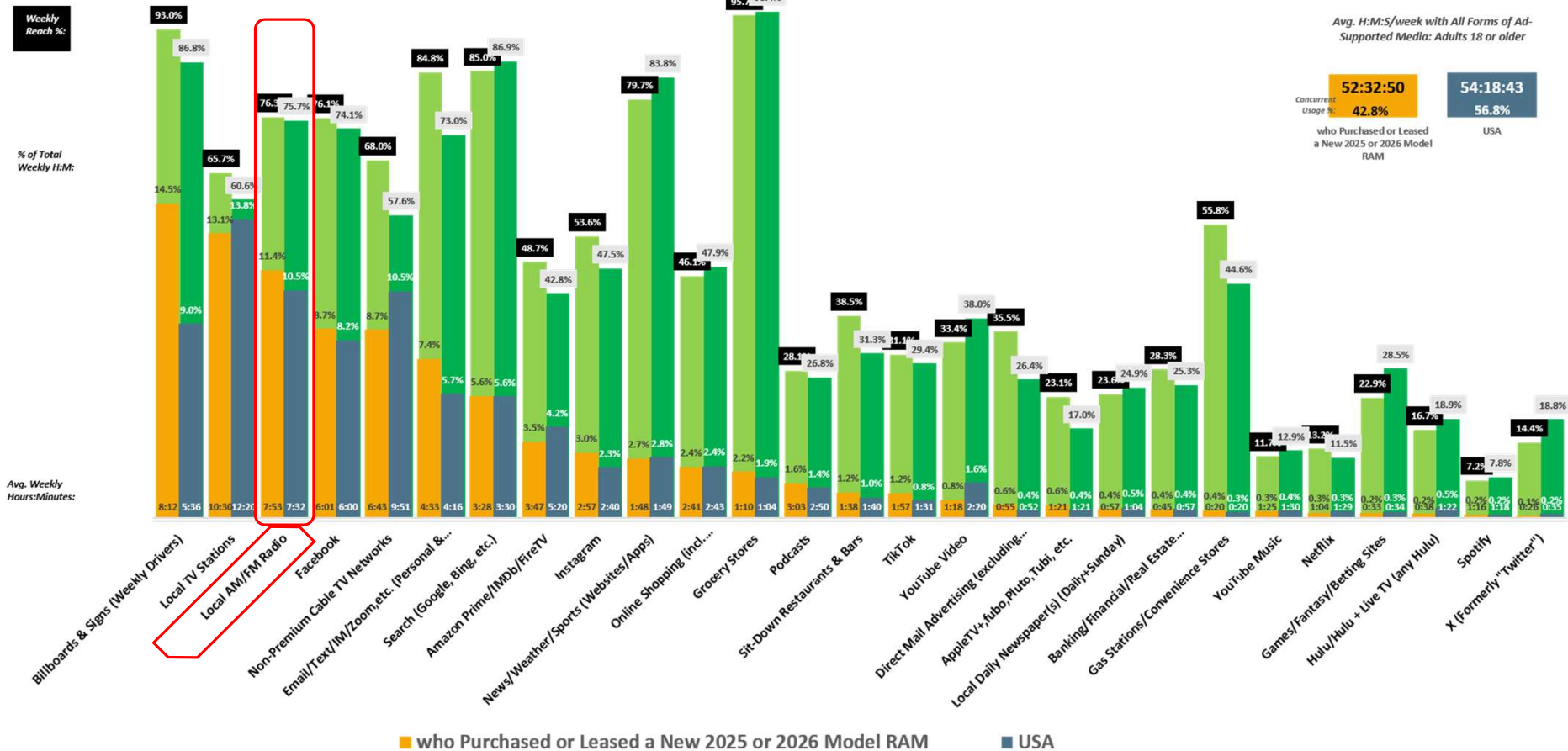


Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP spend an average of 2 days, 7 hours, 46 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 75.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP spend an avg. of 7 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.





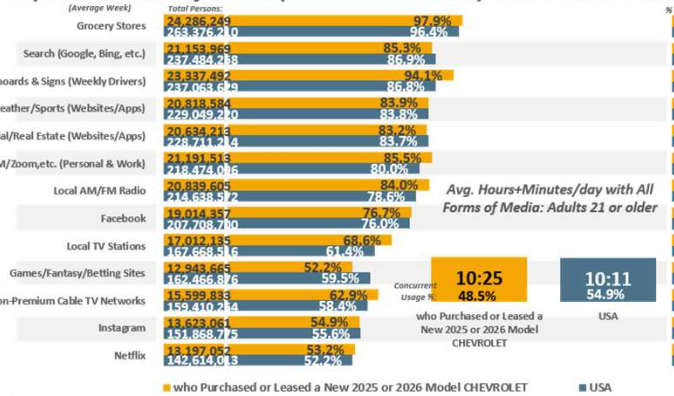
Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM spend an average of 2 days, 4 hours, 32 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
76.3% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



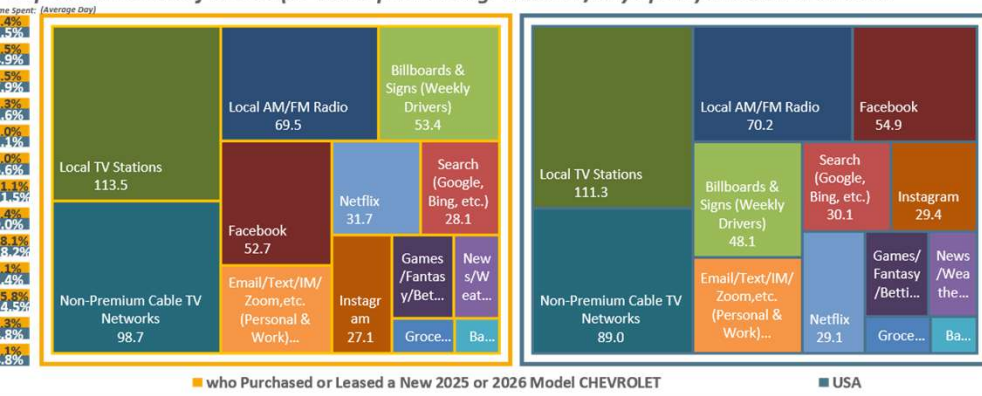


Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 65.5 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

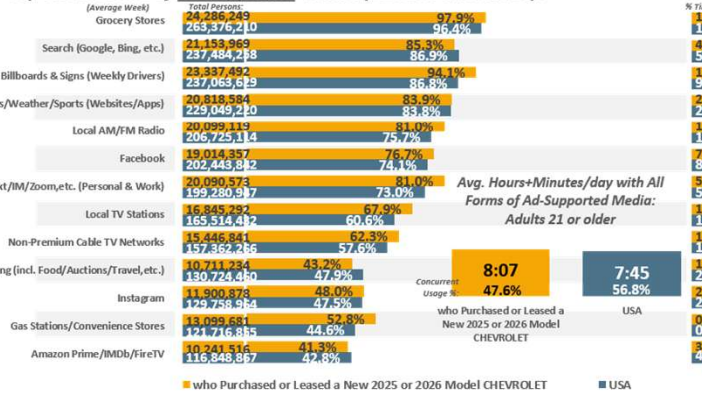
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



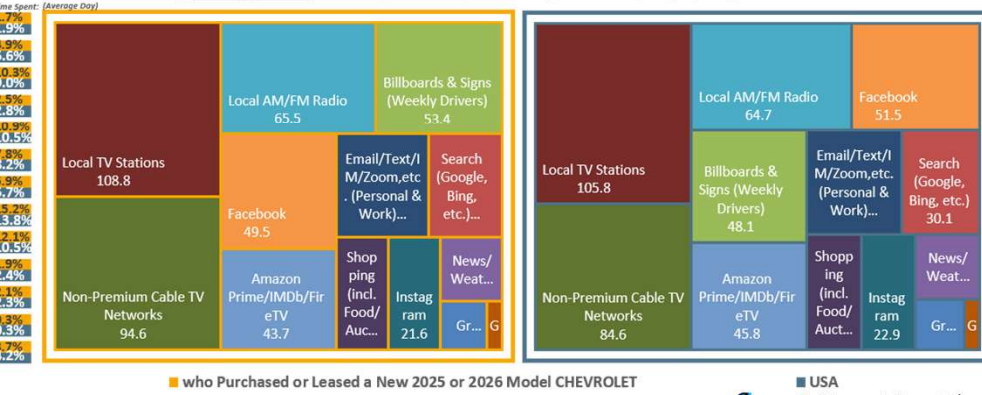
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 465
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

soefa.ai Share of Everything for Anything

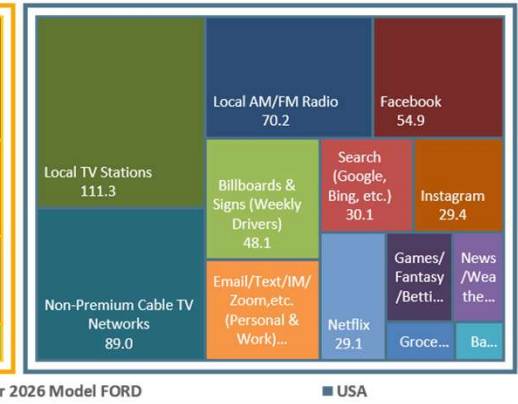
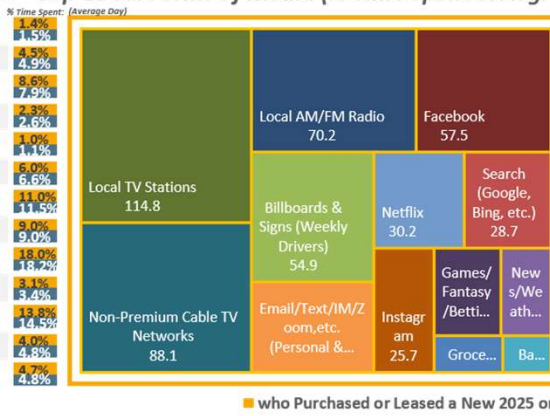
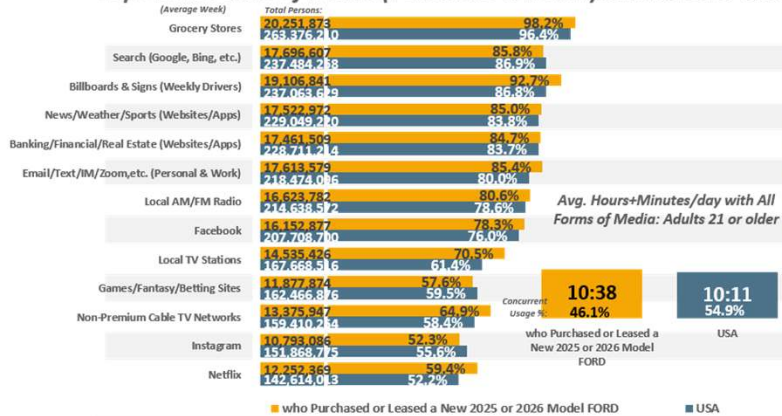
[(Make of new vehicle (HHLD): CHEVROLET AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]



Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

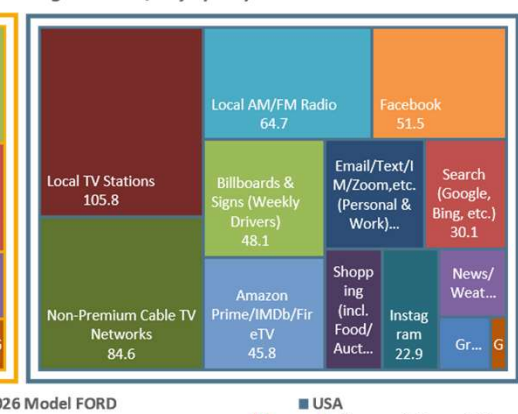
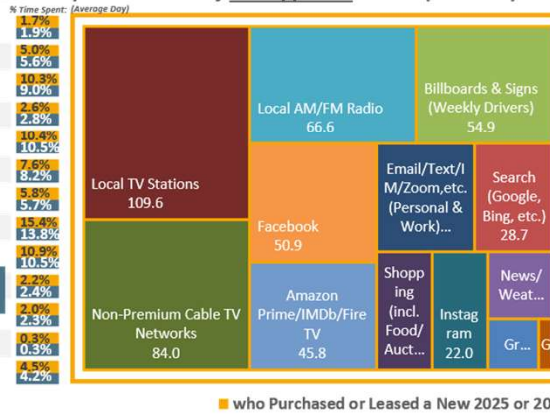
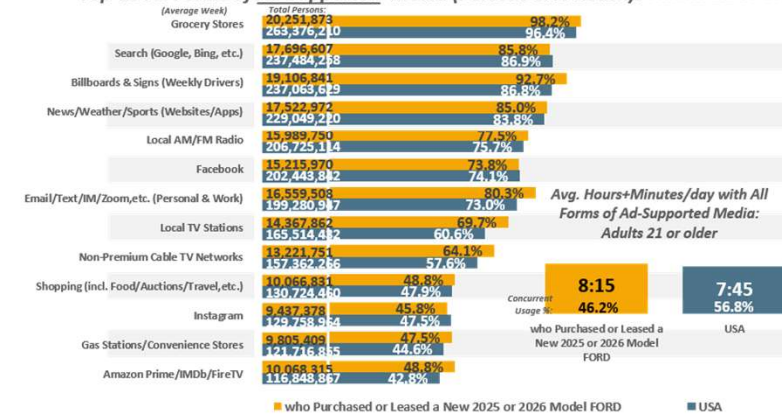
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

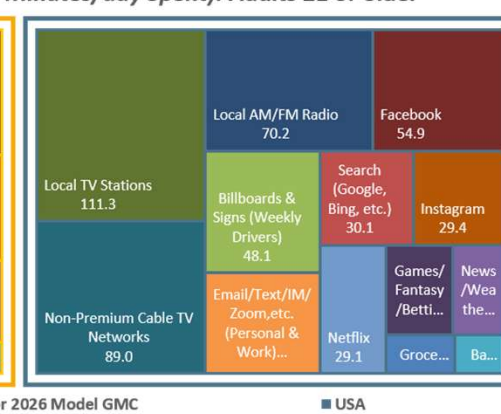
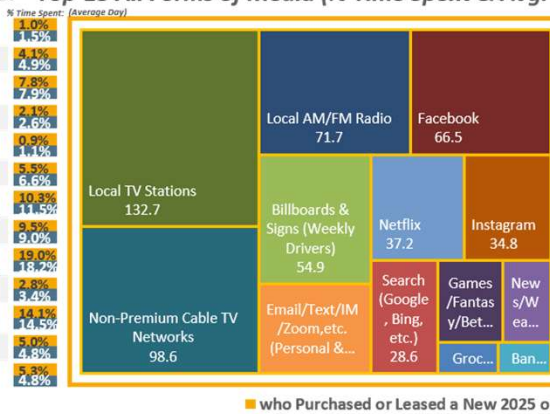
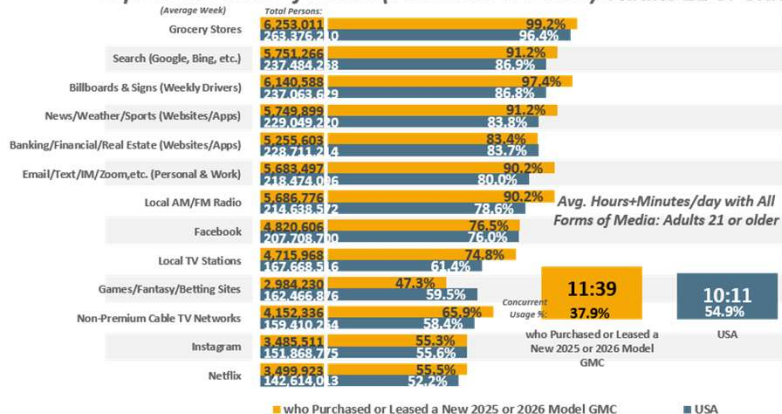




Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC spend an average of 9 hours and 11 minutes each day with All Forms of Ad-Supported Media. 86.9% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

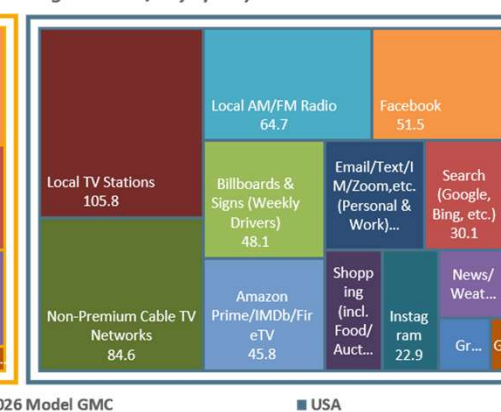
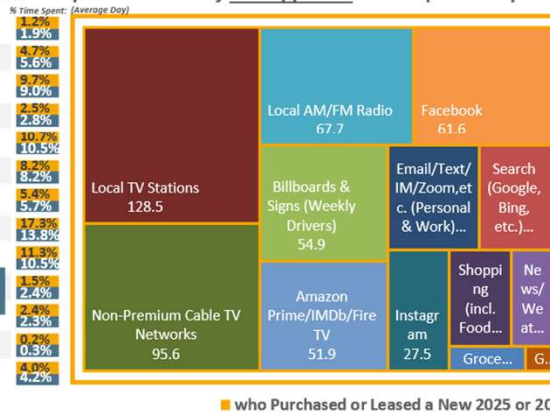
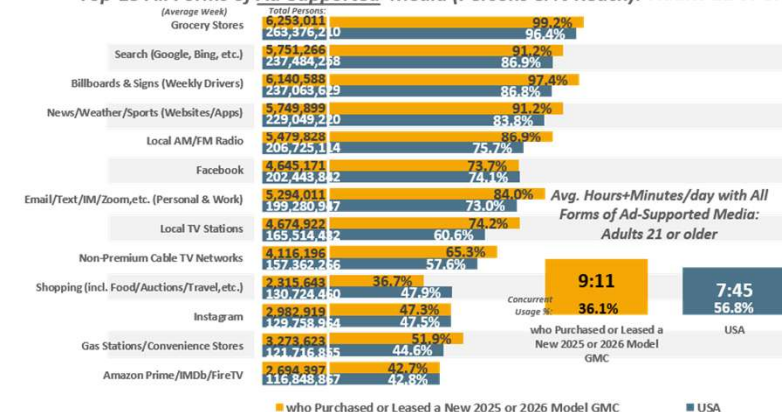
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

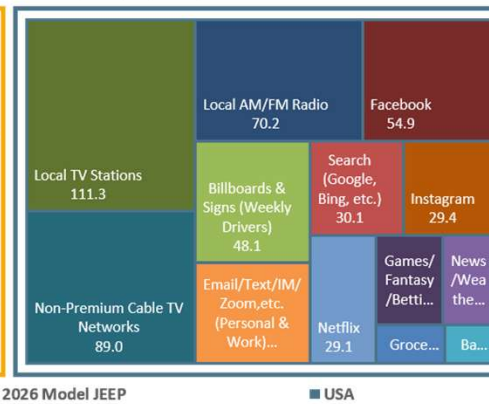
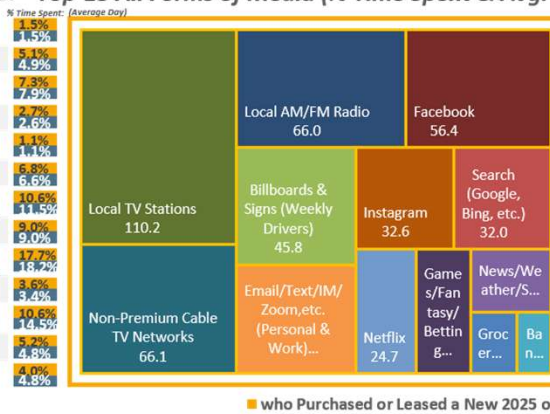
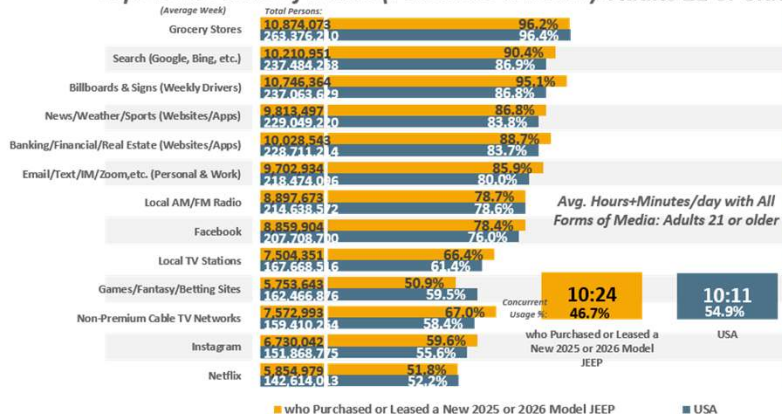




Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 75.8% listen to Local AM/FM Radio for an avg. of 62.7 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

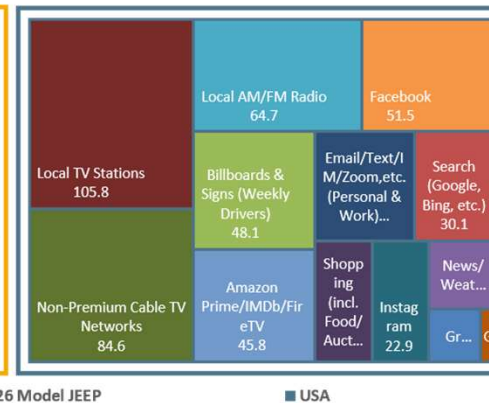
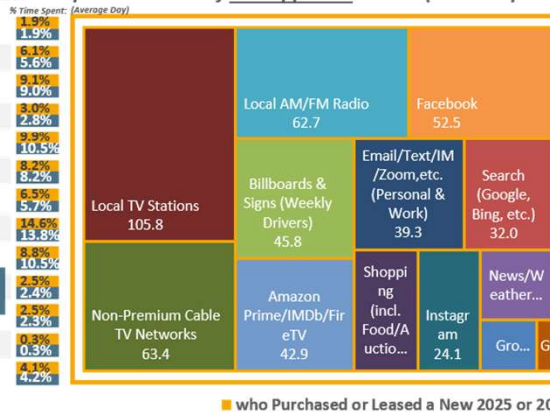
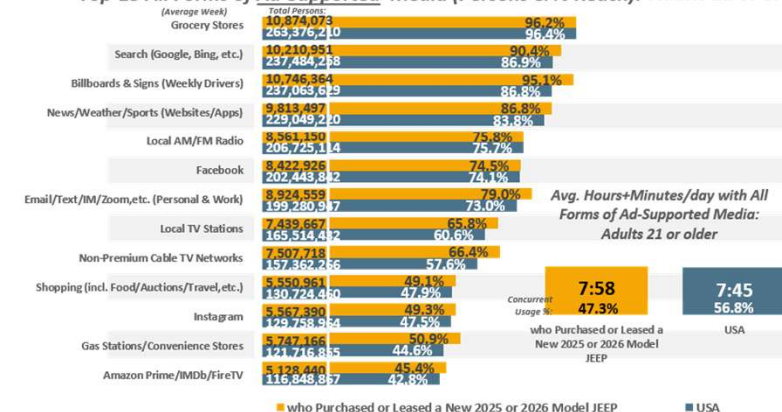
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

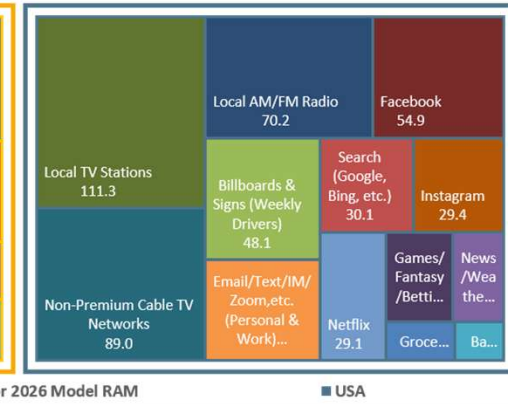
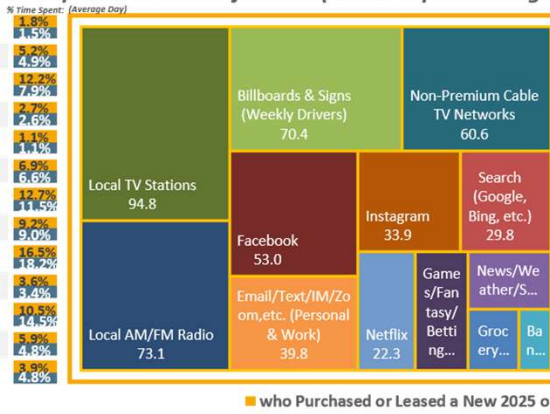
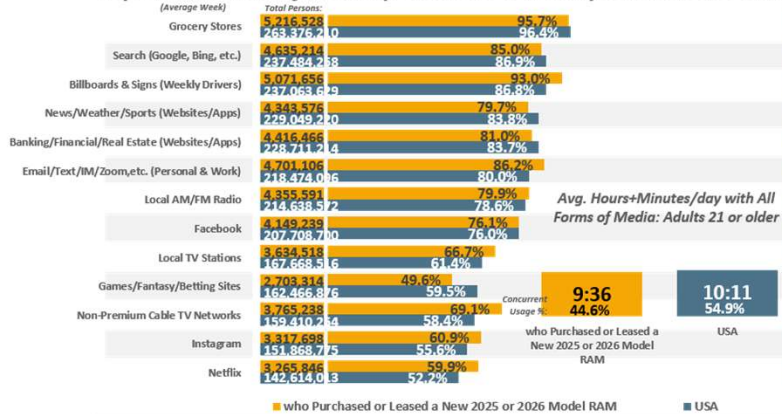




Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

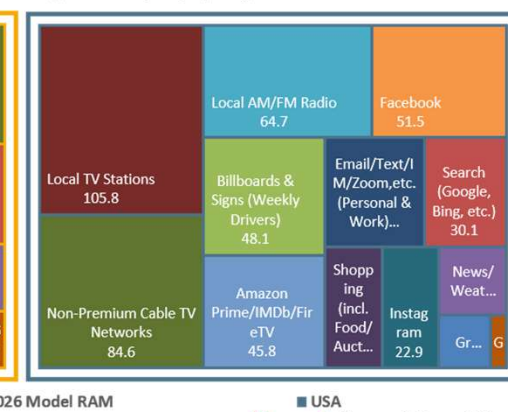
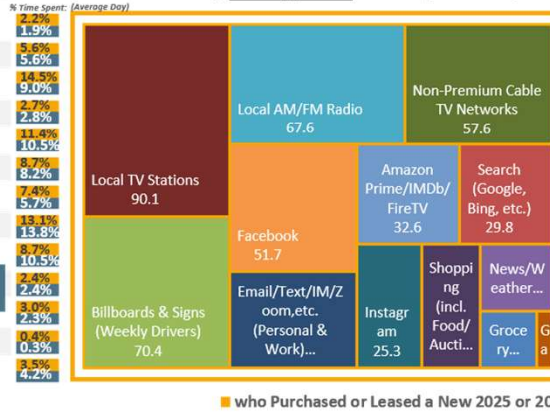
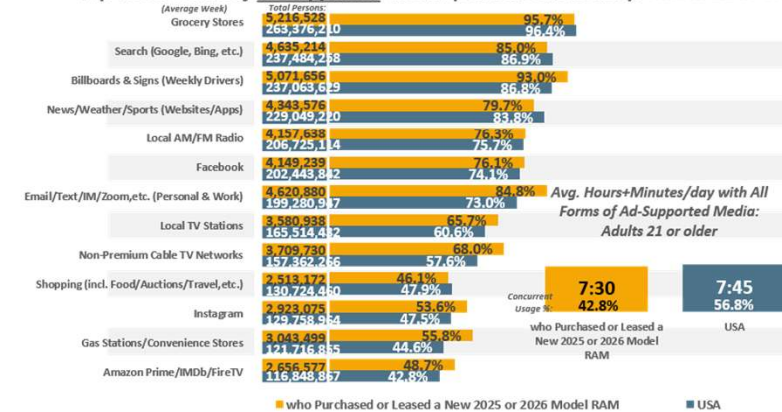
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 100
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

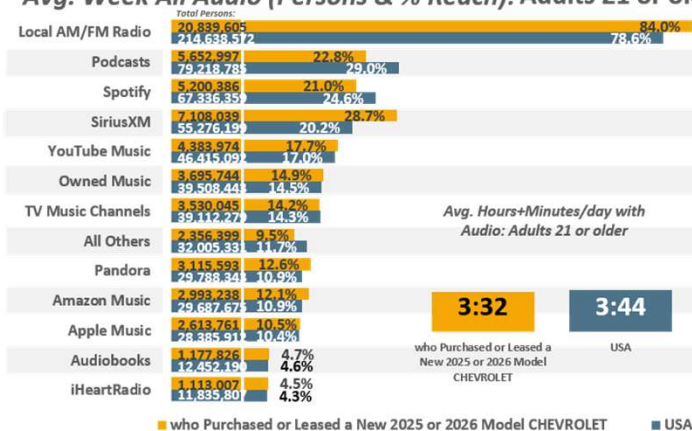
soefa.ai Share of Everything for Anything

[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle]]

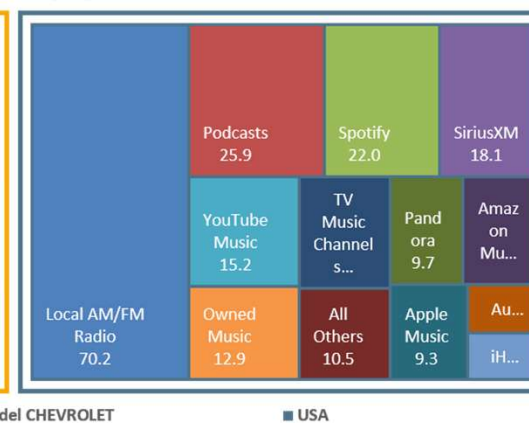
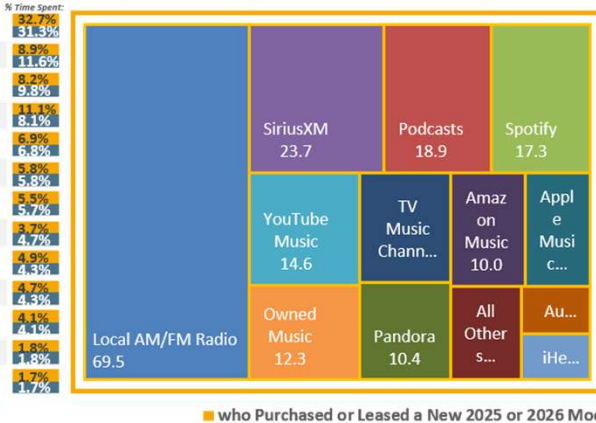


20,099,119 or 81.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

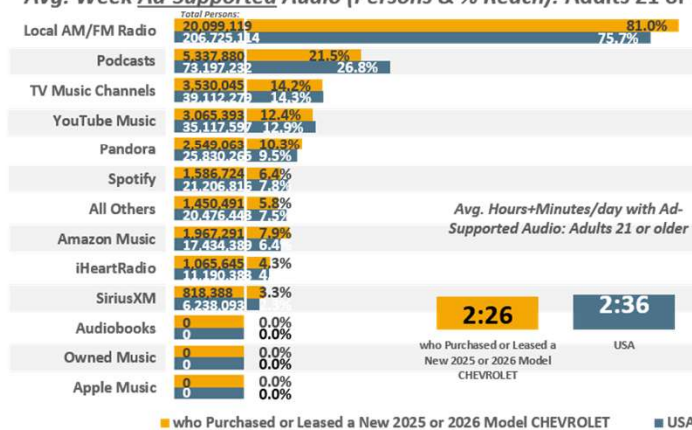
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



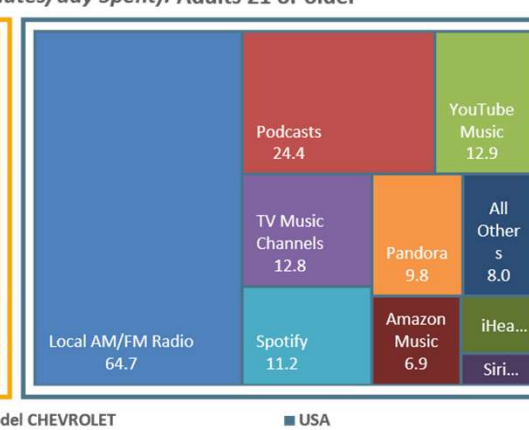
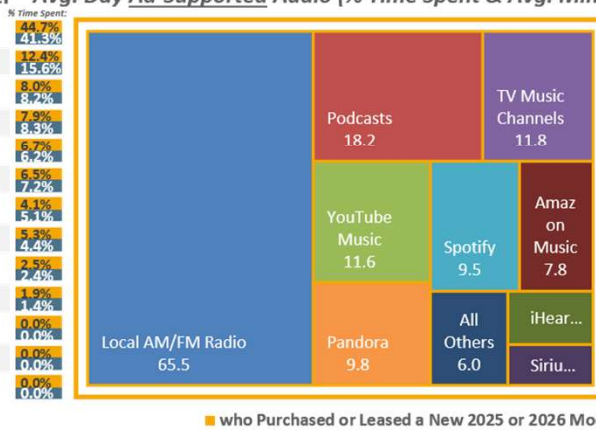
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



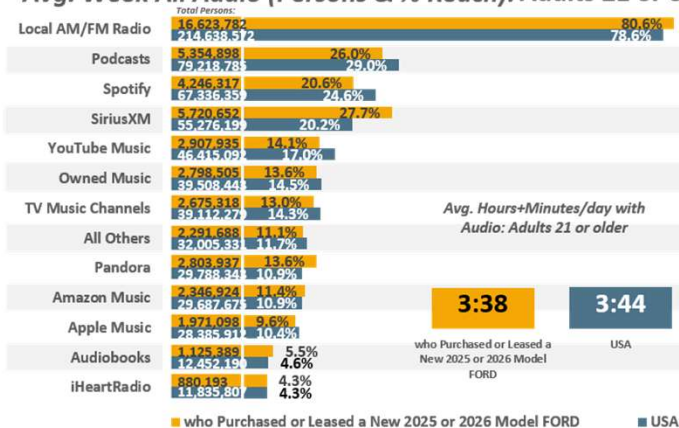
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



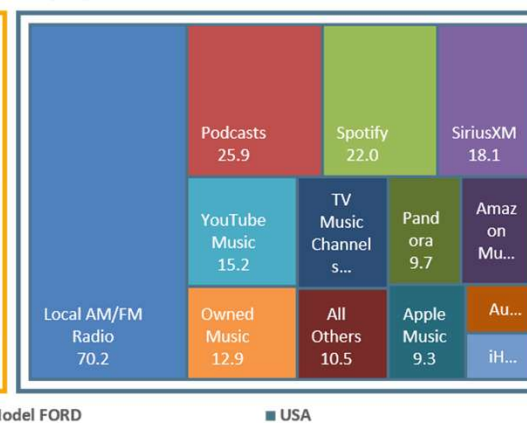
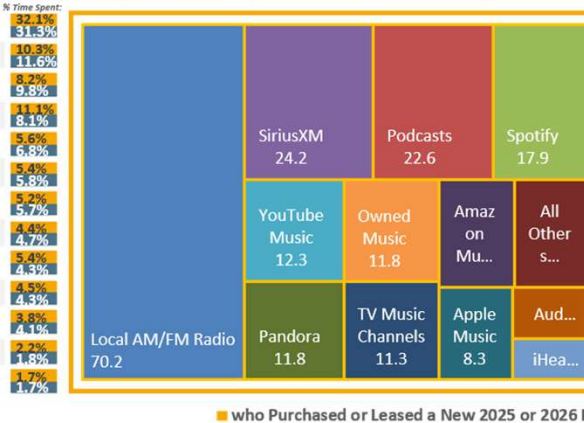


15,989,750 or 77.5% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

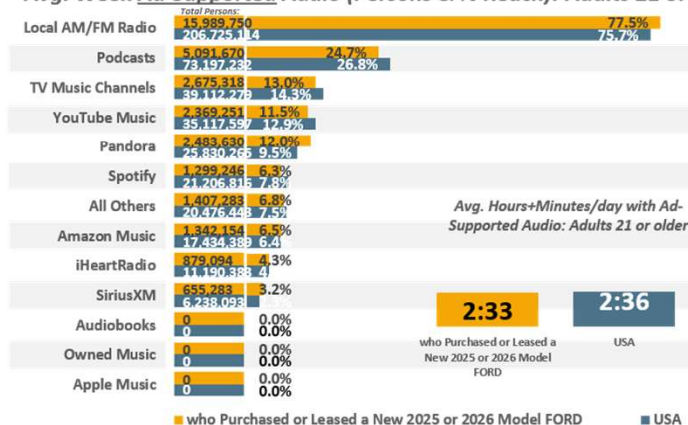
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



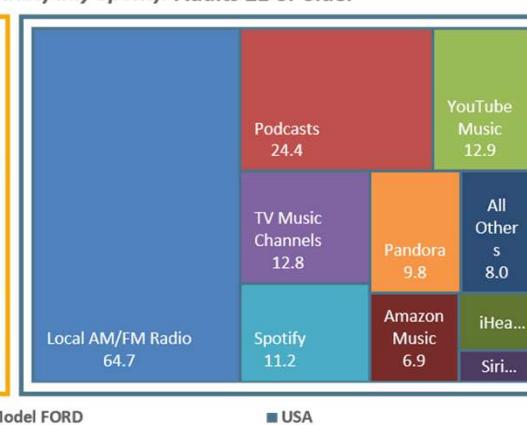
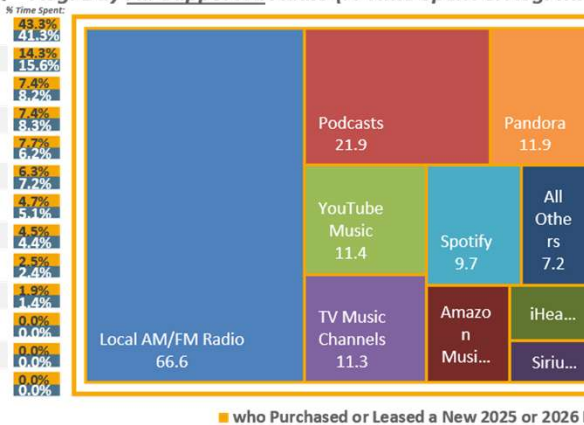
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



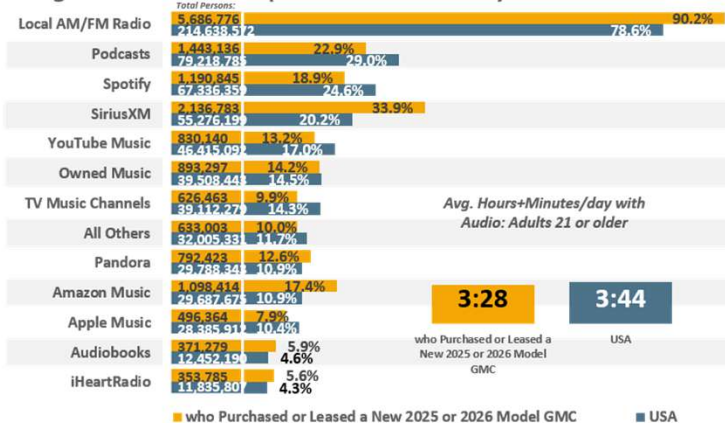
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



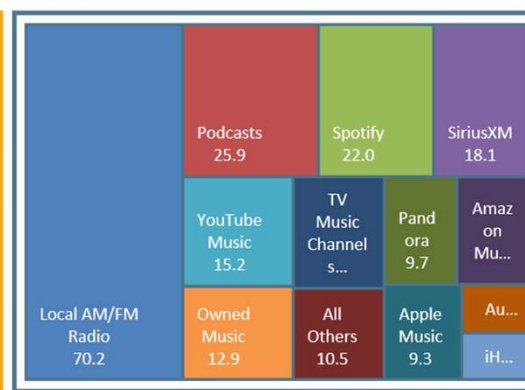
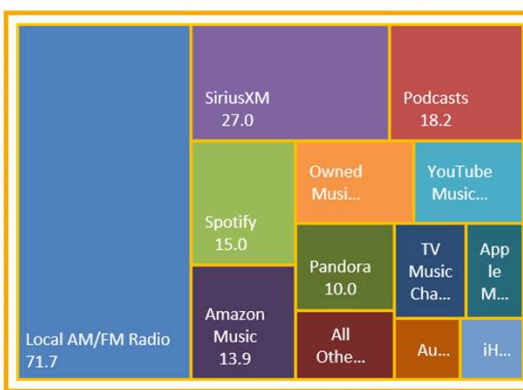


5,479,828 or 86.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 46.0% of all time spent daily with Ad-Supported Audio.

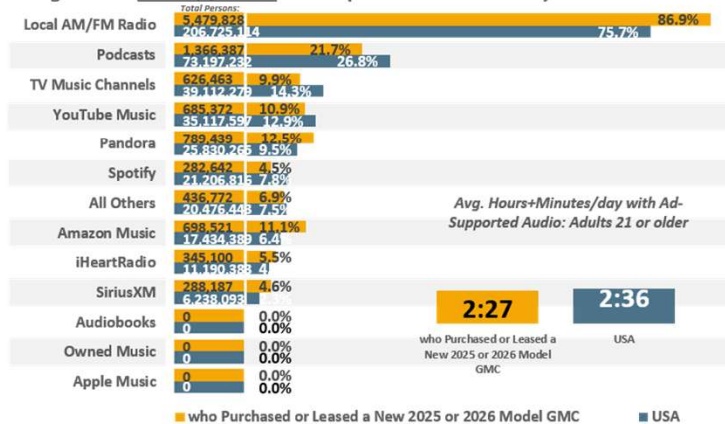
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



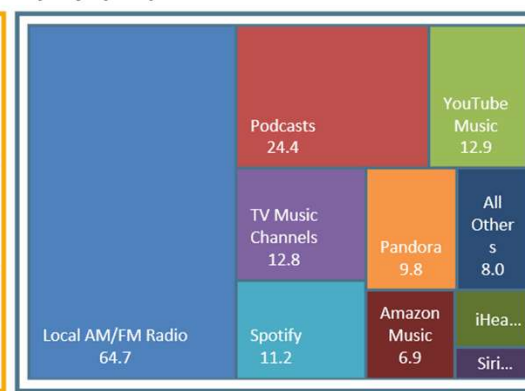
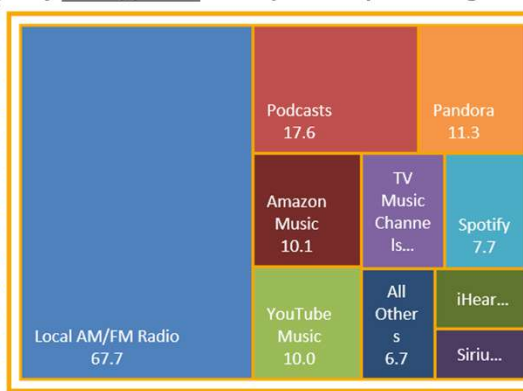
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



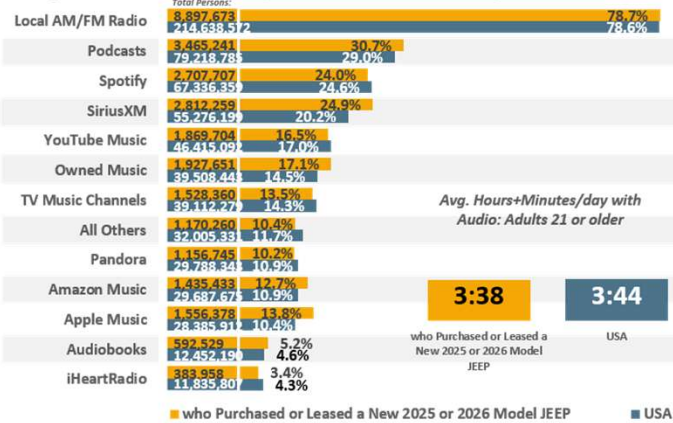
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



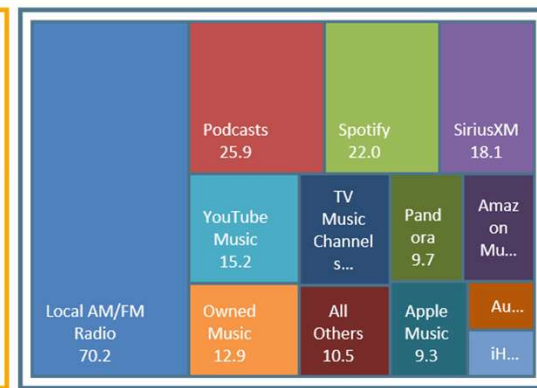
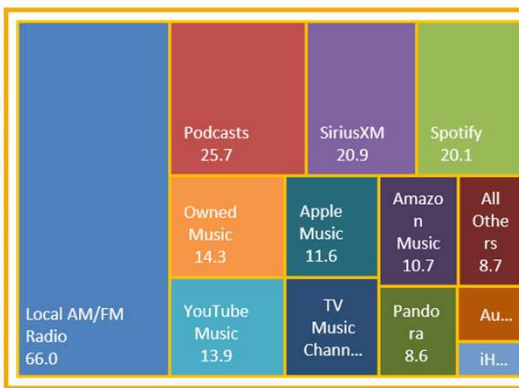


8,561,150 or 75.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

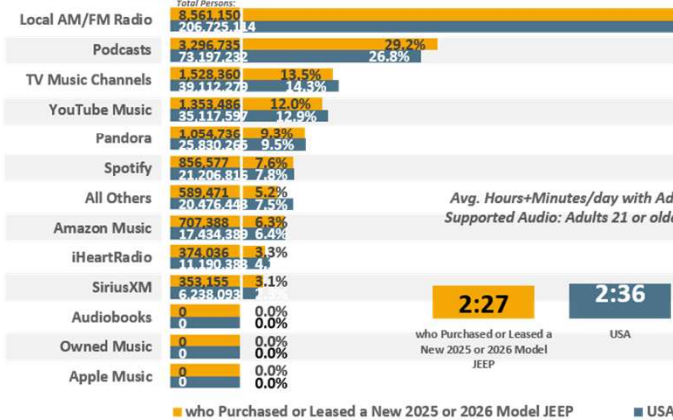
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



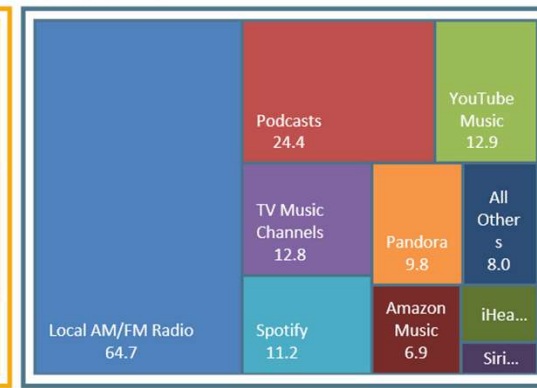
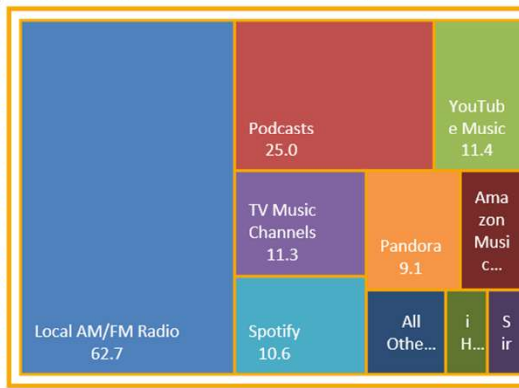
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



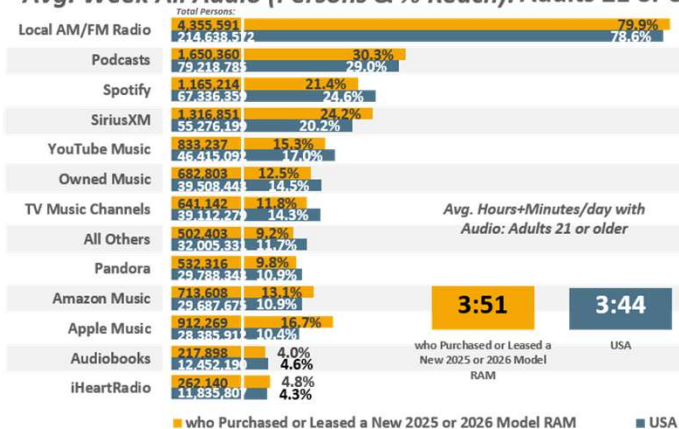
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



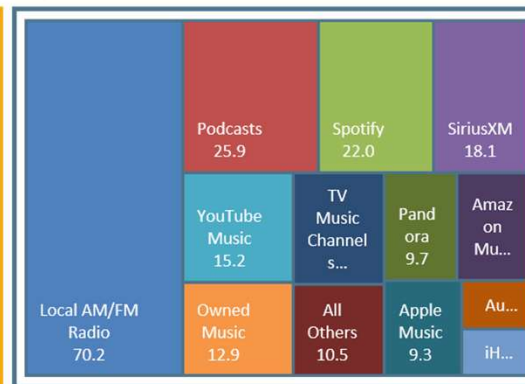
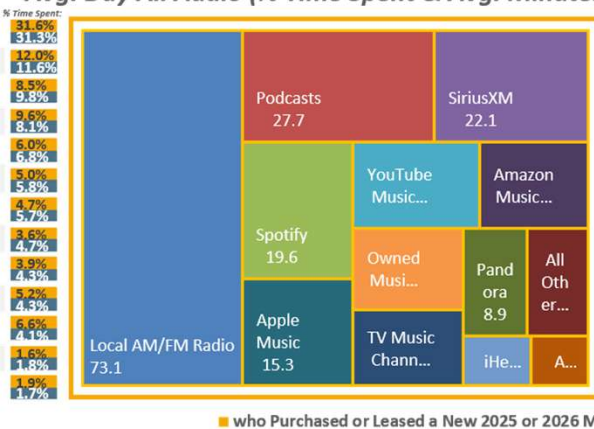


4,157,638 or 76.3% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

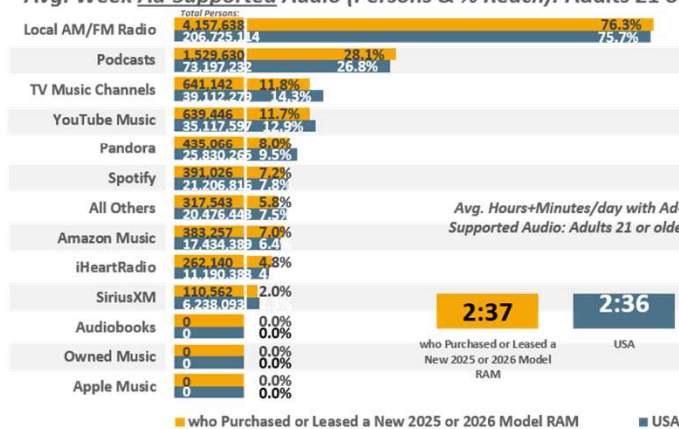
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



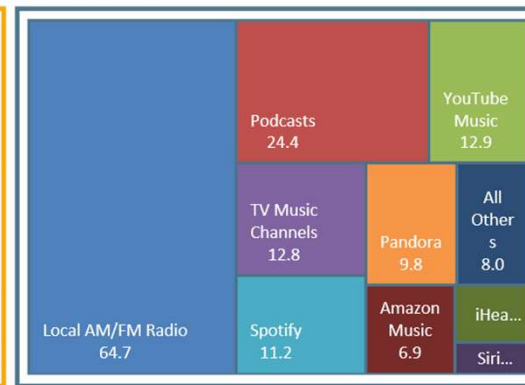
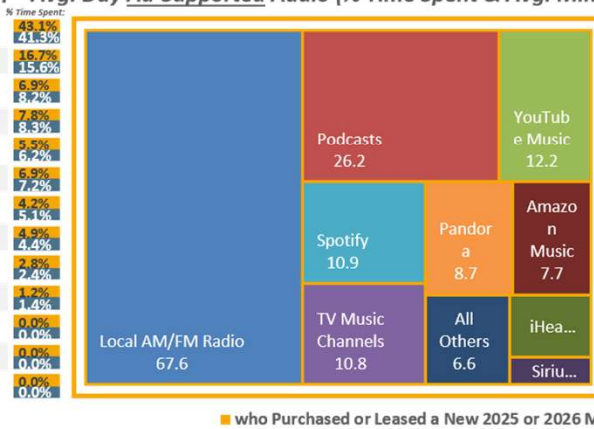
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older

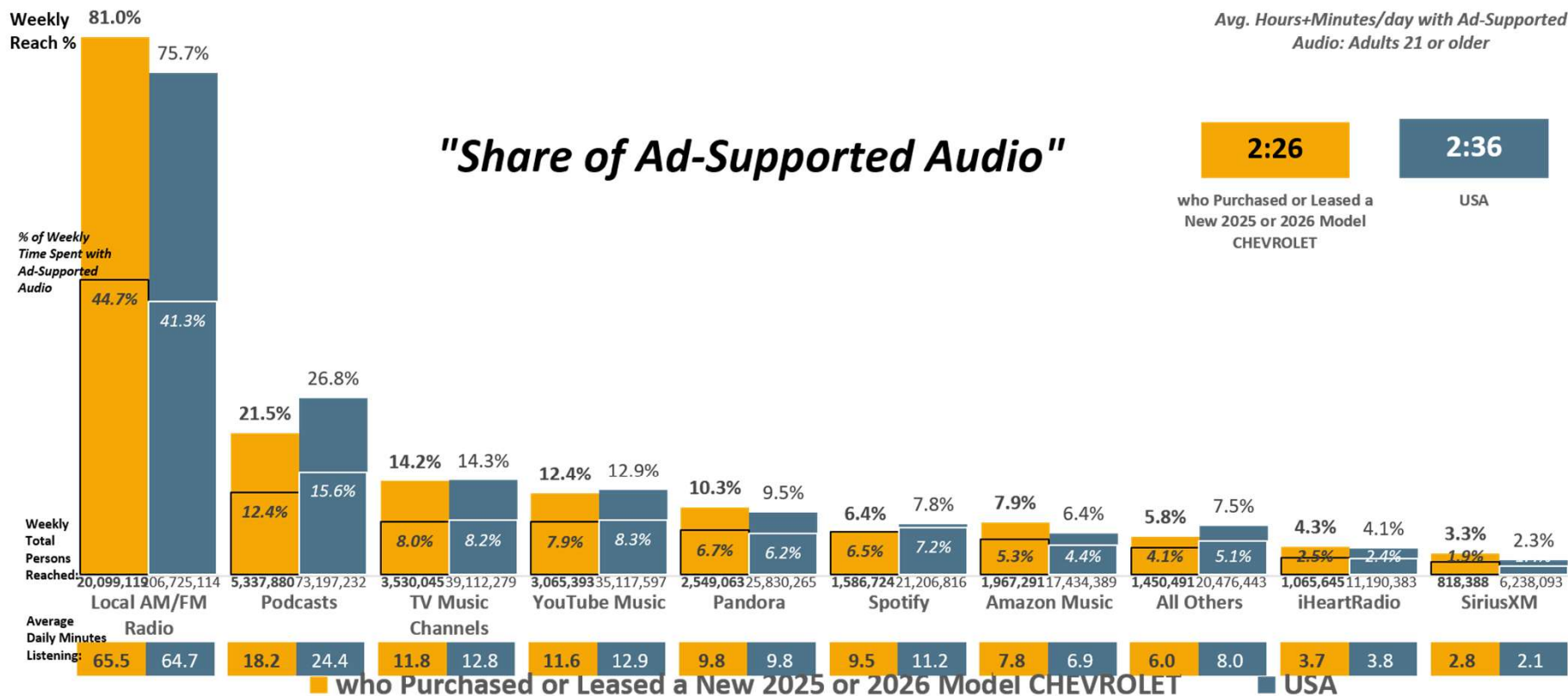


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



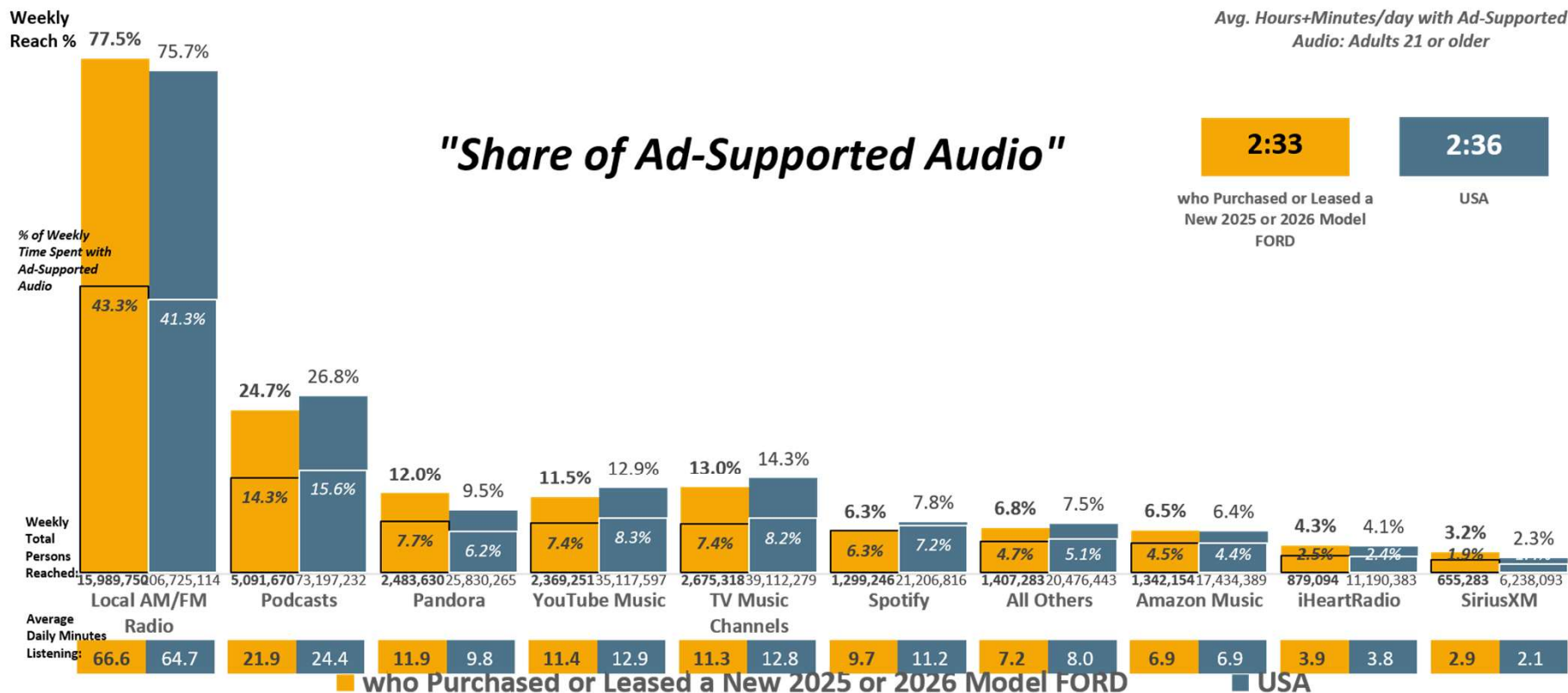


20,099,119 or 81.% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.





15,989,750 or 77.5% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.





5,479,828 or 86.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 46.0% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 86.9%

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 21 or older

"Share of Ad-Supported Audio"

2:27

2:36

who Purchased or Leased a New 2025 or 2026 Model GMC

USA

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

who Purchased or Leased a New 2025 or 2026 Model GMC

USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 161
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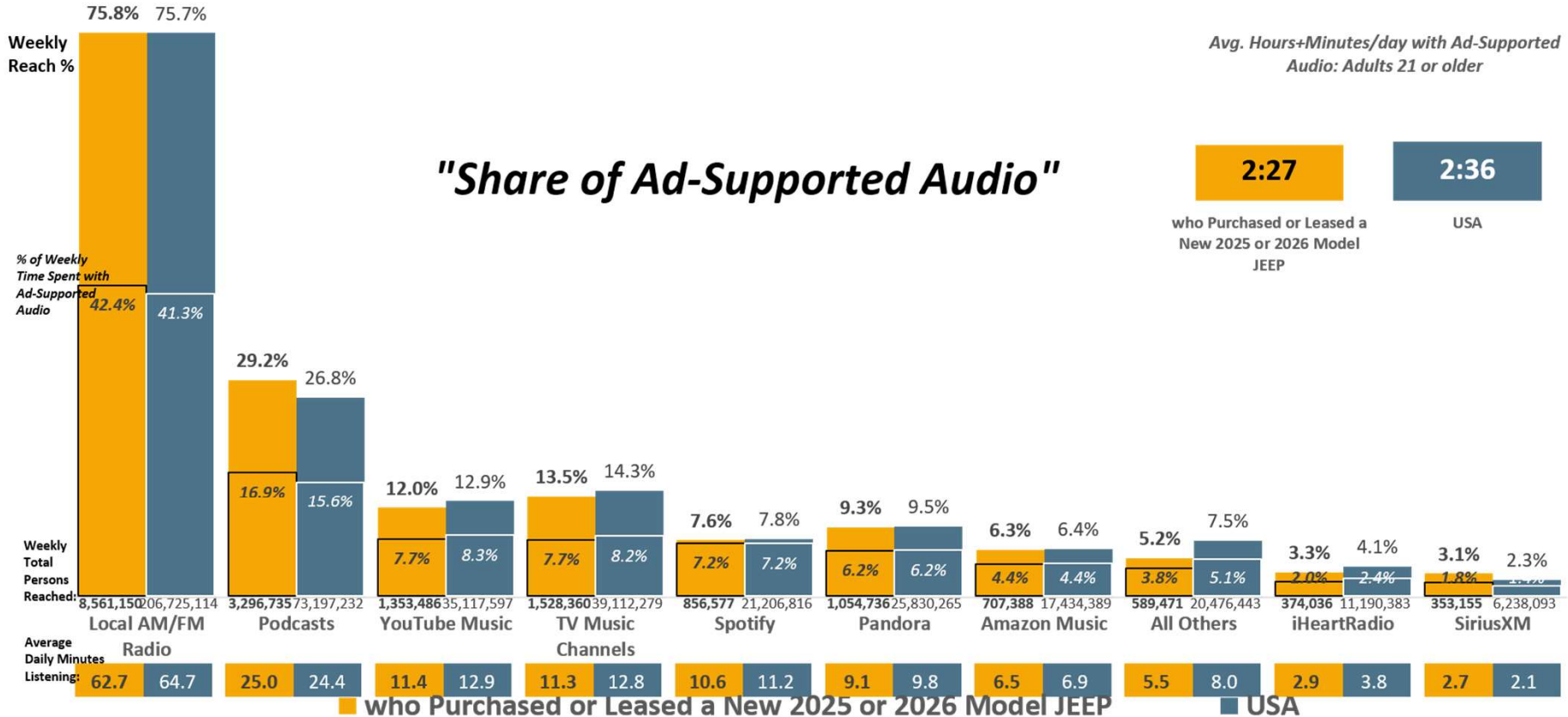
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

soefa.ai Share of Everything for Anything

[(Make of new vehicle (HHLD): GMC AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]

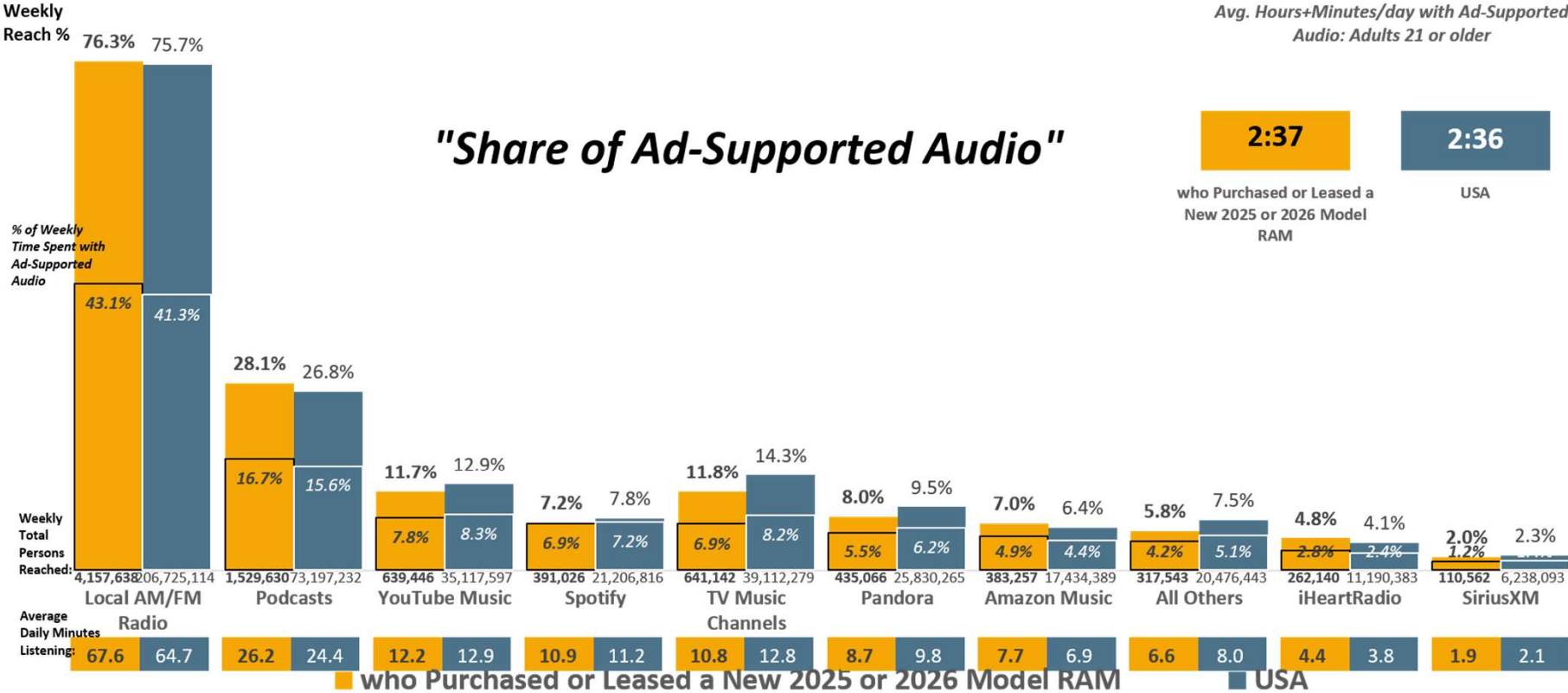


8,561,150 or 75.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.





4,157,638 or 76.3% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

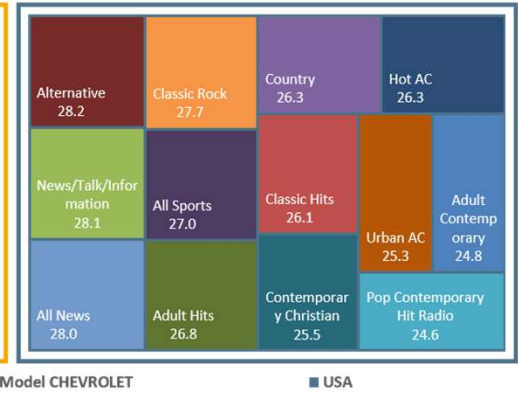
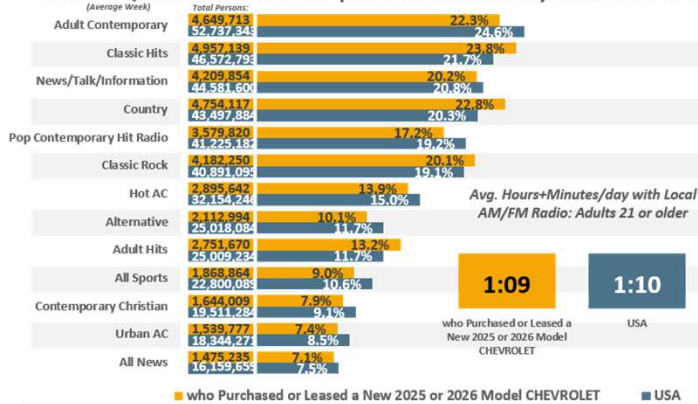


[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]

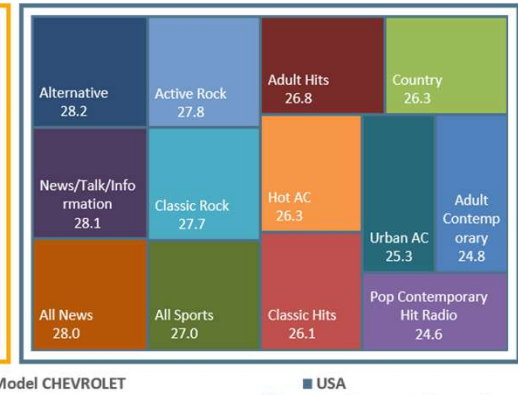
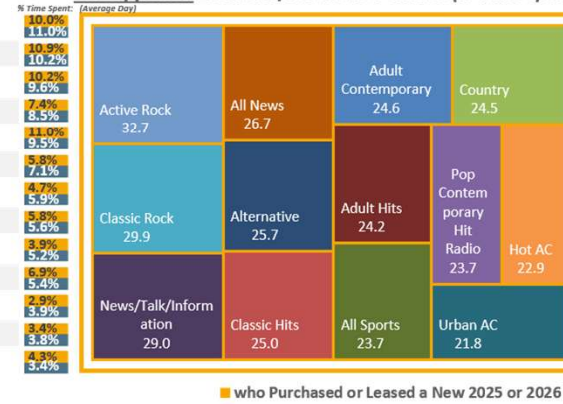
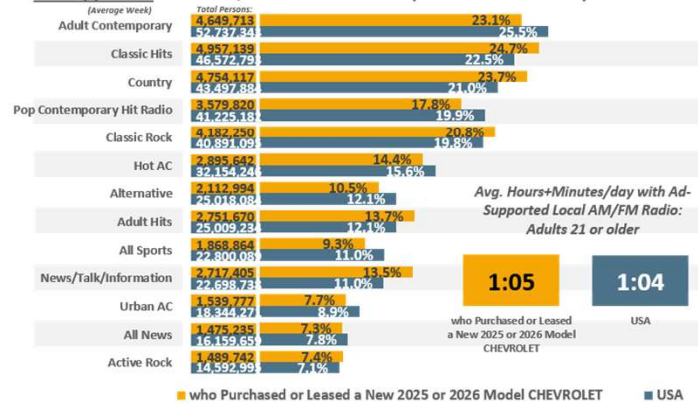


20,099,119 or 81.% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Classic Rock, and Pop Contemporary Hit Radio.

Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



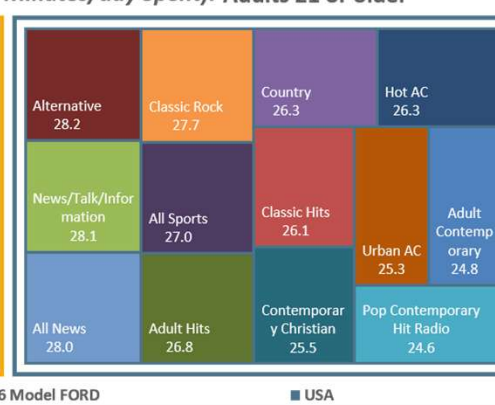
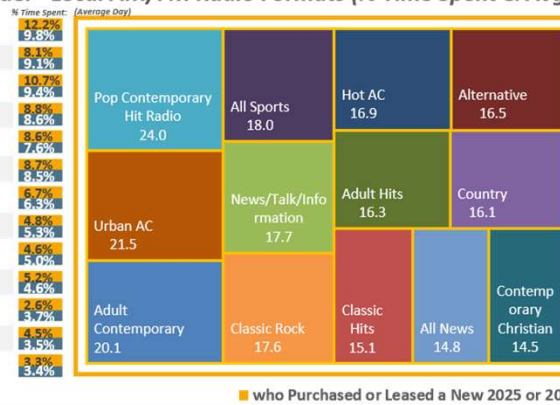
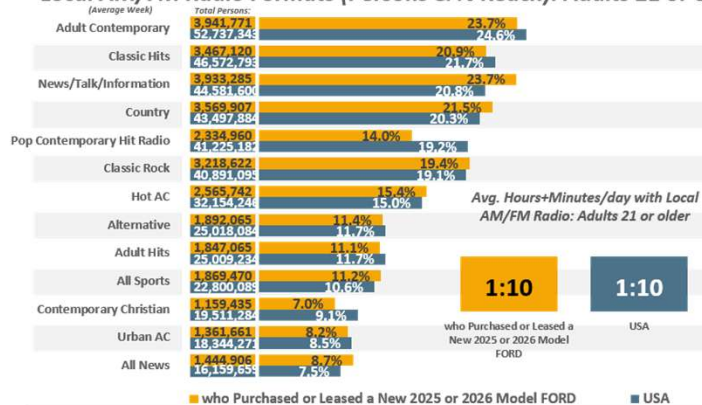
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



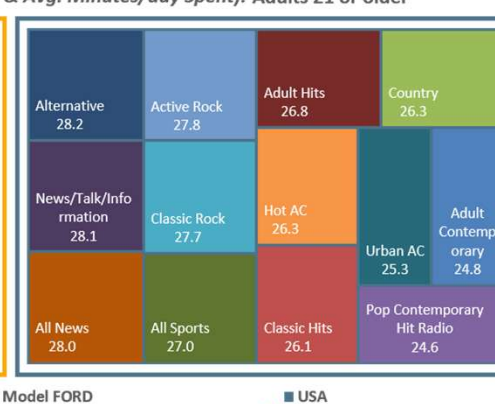
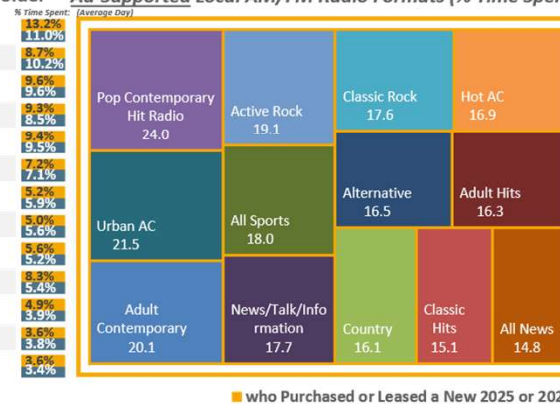
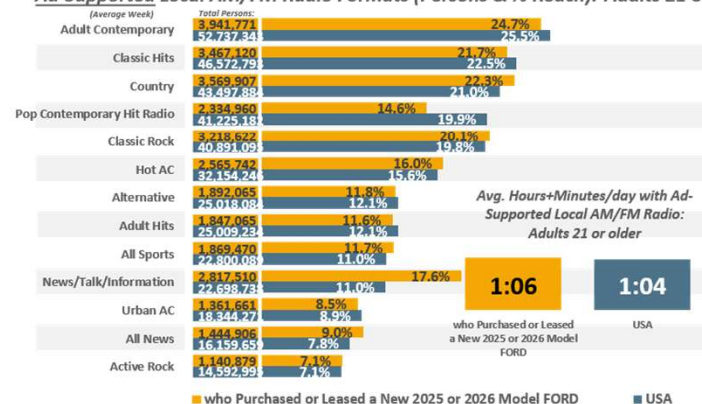


15,989,750 or 77.5% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and News/Talk/Information.

Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 340
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

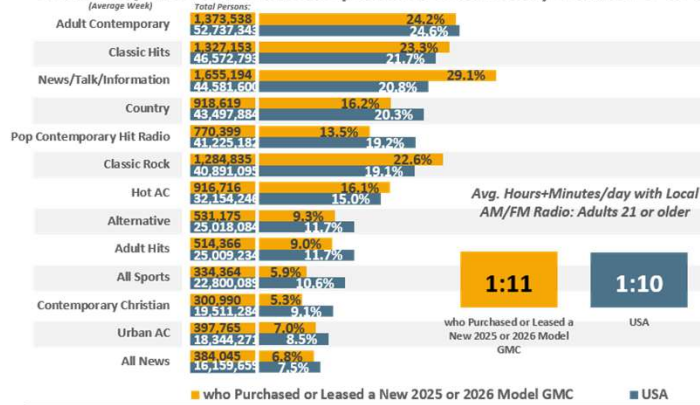
soefa.ai Share of Everything for Anything

[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle]]

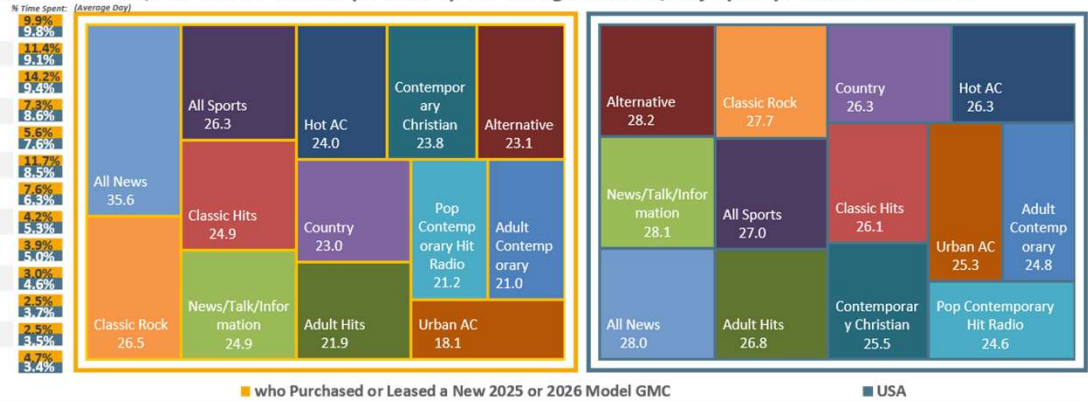


5,479,828 or 86.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, News/Talk/Information, Classic Rock, and Country.

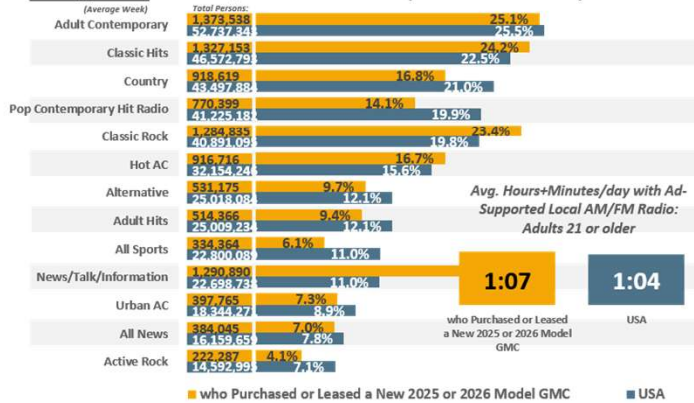
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



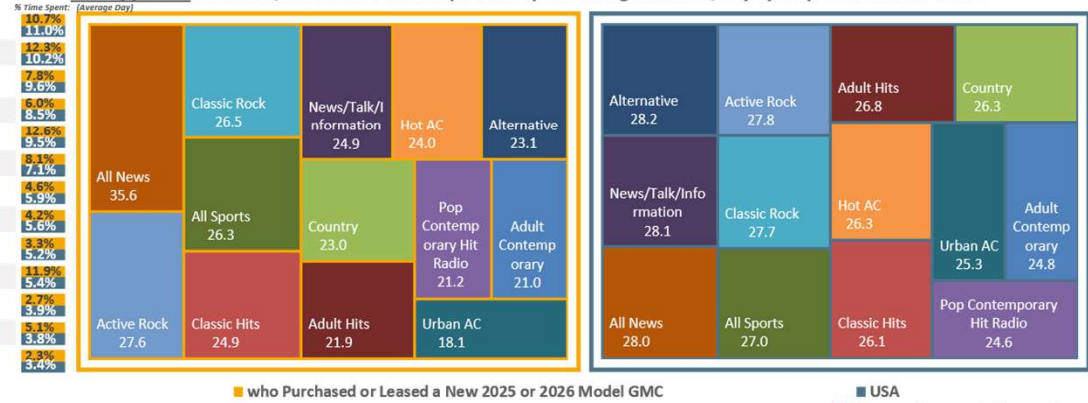
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 161
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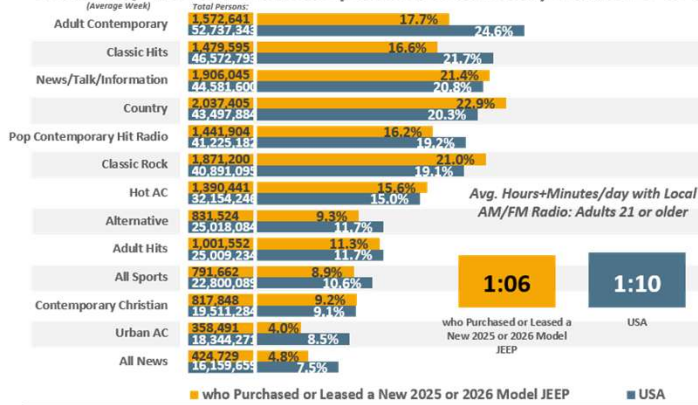
soefa.ai Share of Everything for Anything

[(Make of new vehicle (HHLD): GMC AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]

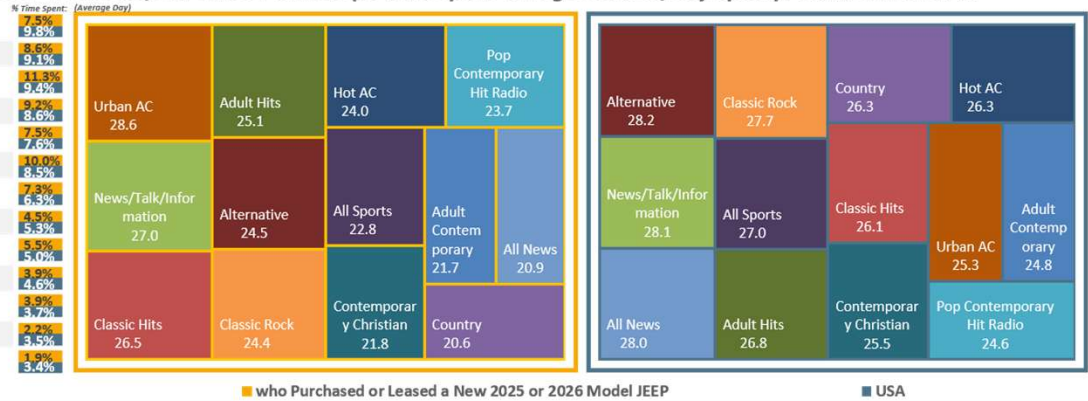


8,561,150 or 75.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

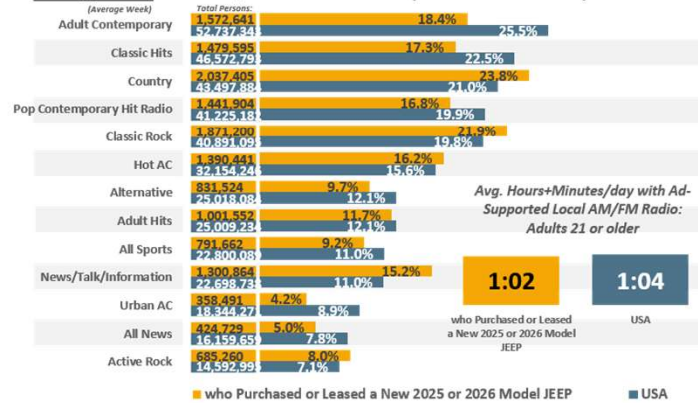
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



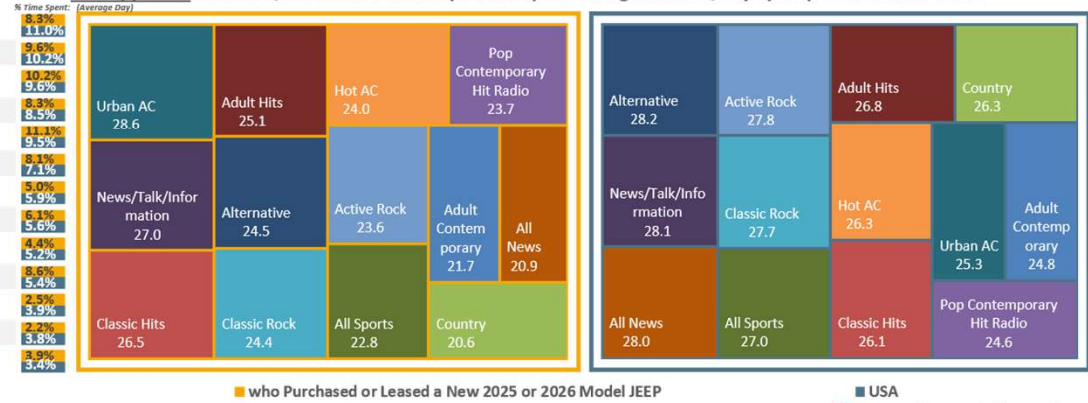
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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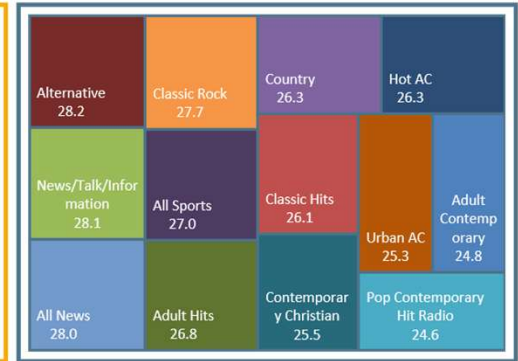
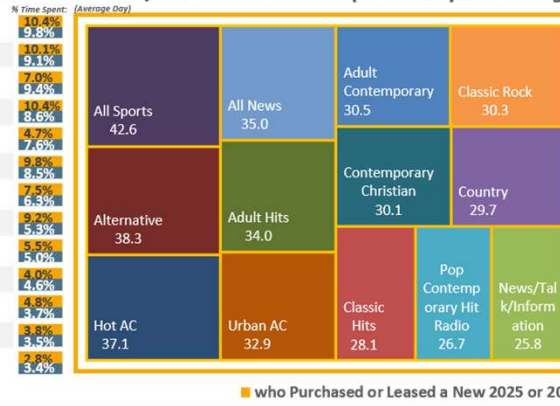
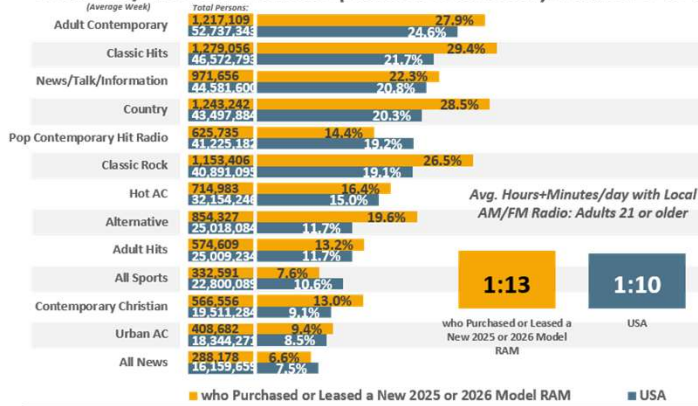
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[[Make of new vehicle (HHLD):JEEP AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle]]

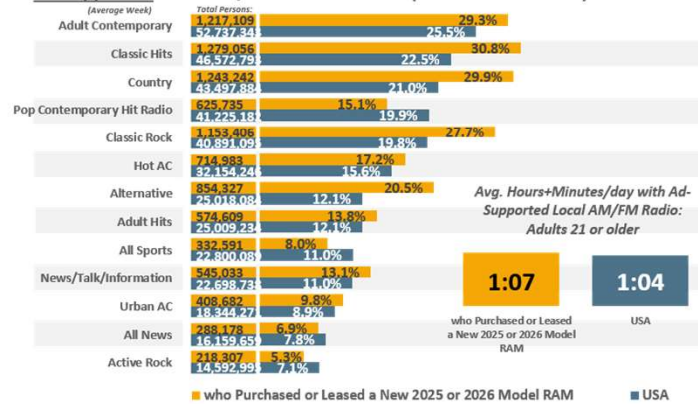


4,157,638 or 76.3% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Classic Rock, and Alternative.

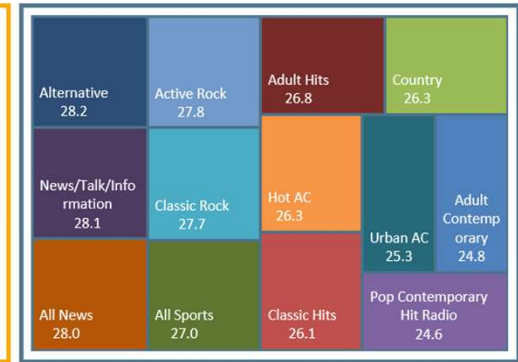
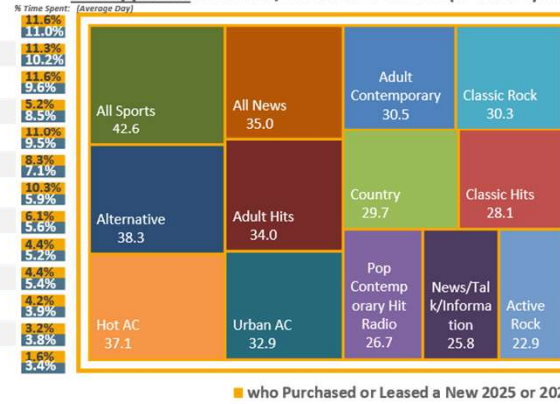
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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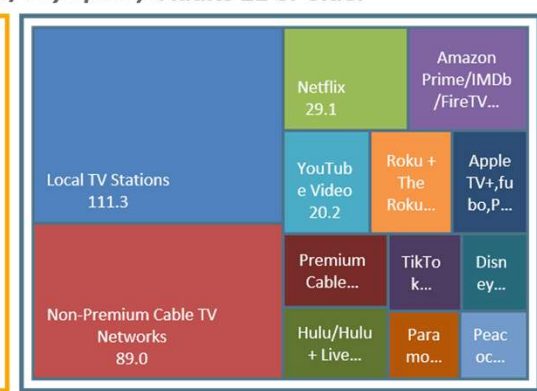
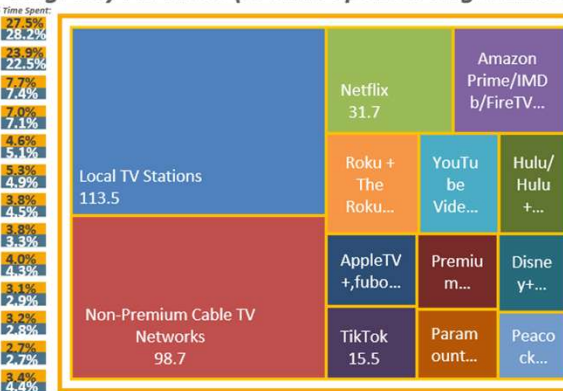
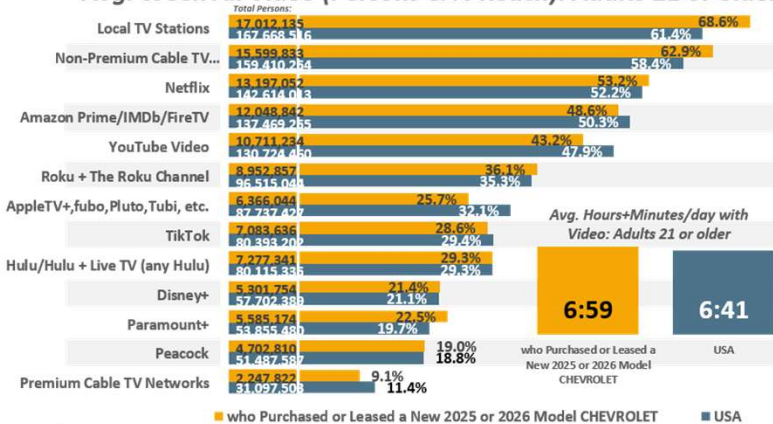
[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



16,845,292 or 67.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET watch Ad-Supported Local TV Stations for an average of 108.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

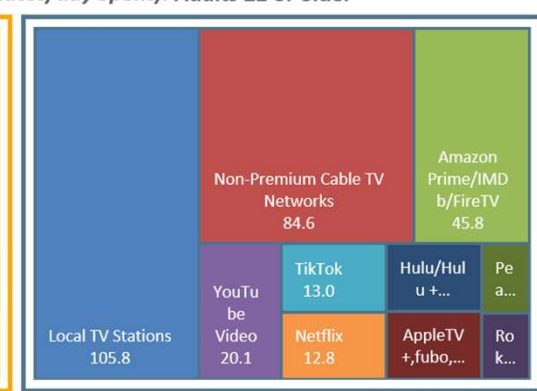
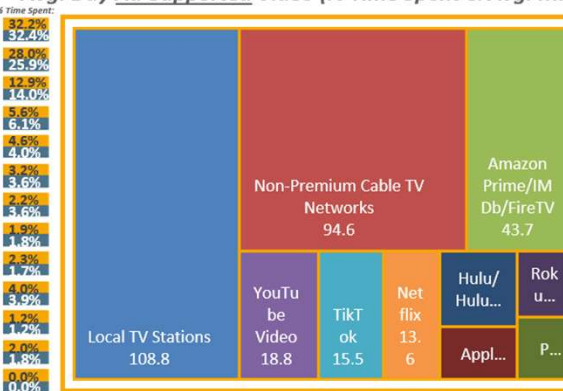
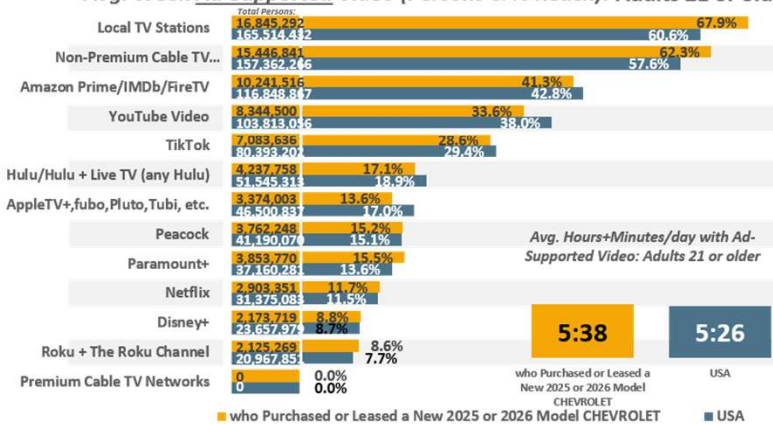
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

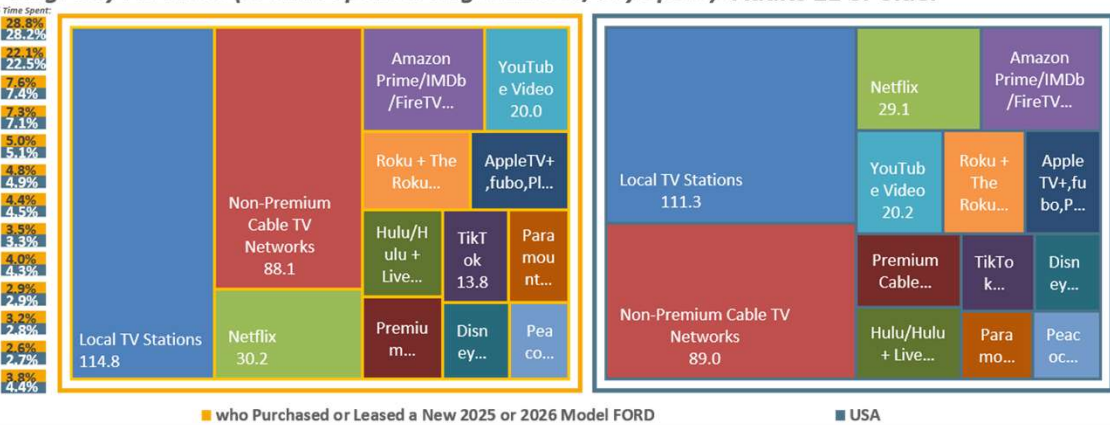
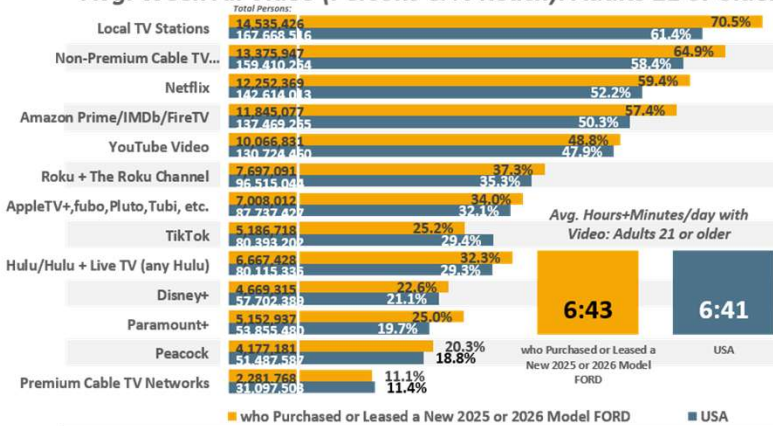




14,367,862 or 69.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD watch Ad-Supported Local TV Stations for an average of 109.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

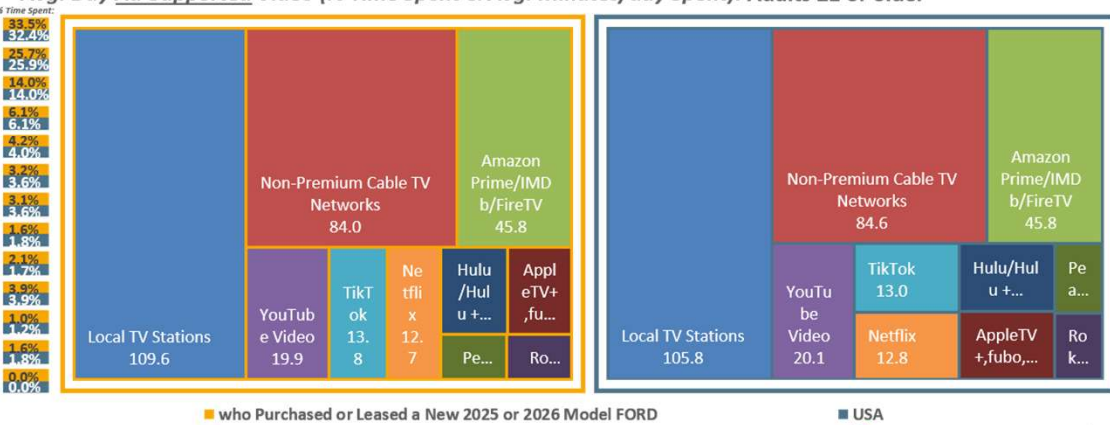
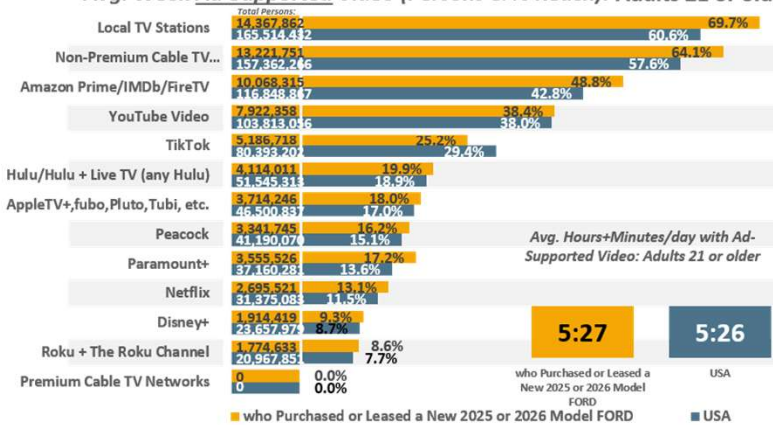
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

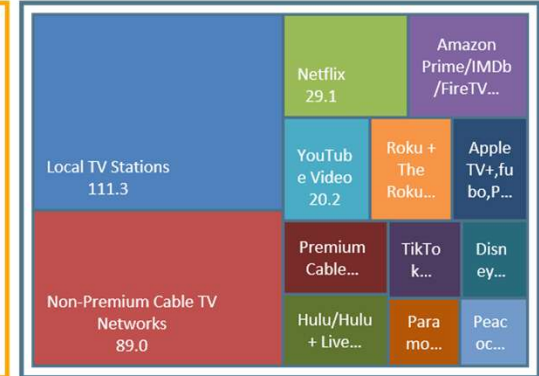
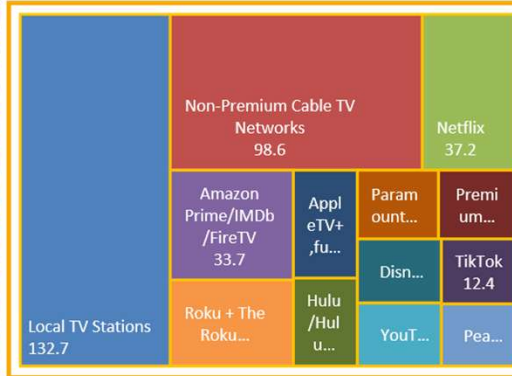
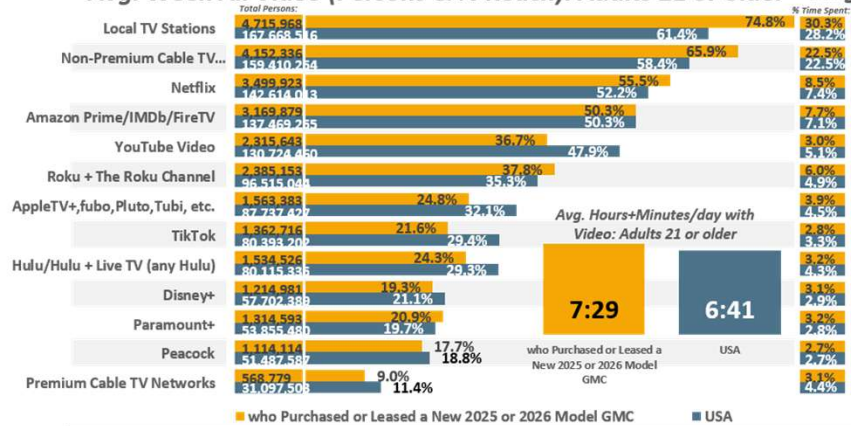




4,674,922 or 74.2% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC watch Ad-Supported Local TV Stations for an average of 128.5 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

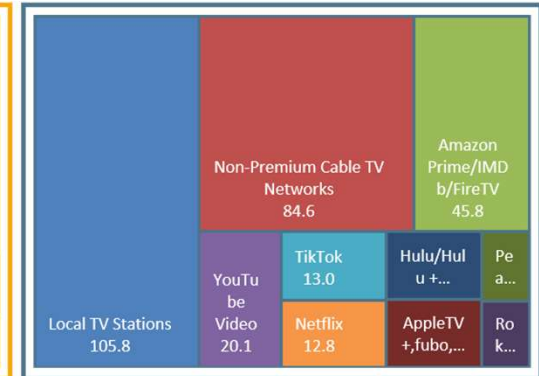
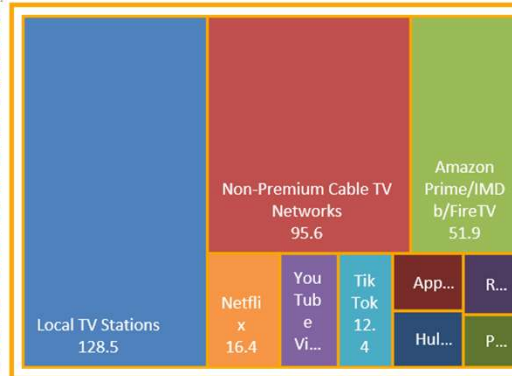
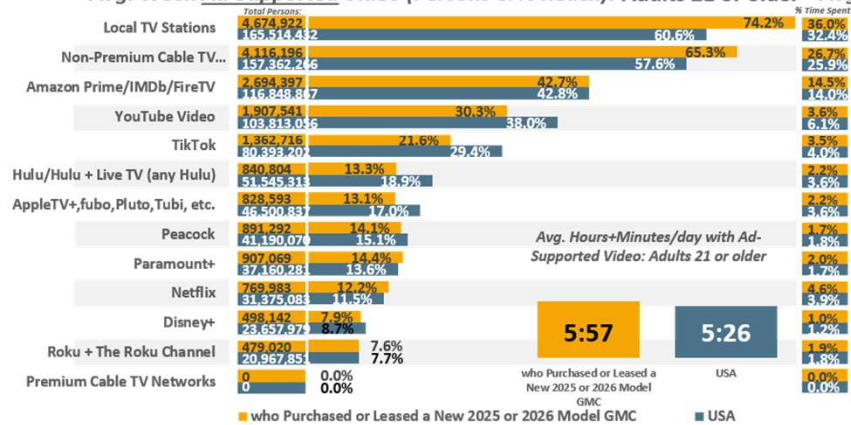
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

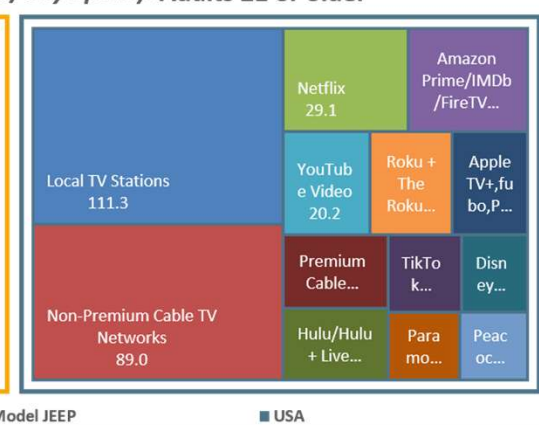
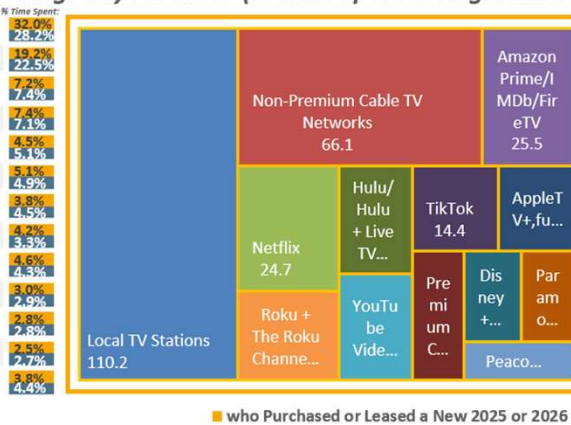
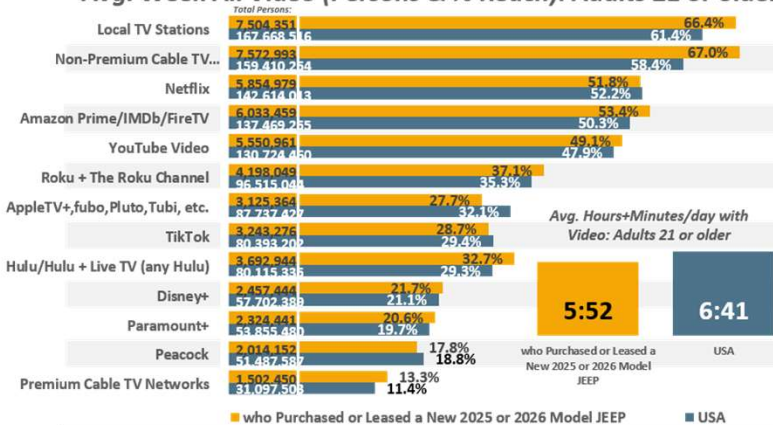




7,439,667 or 65.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Video.

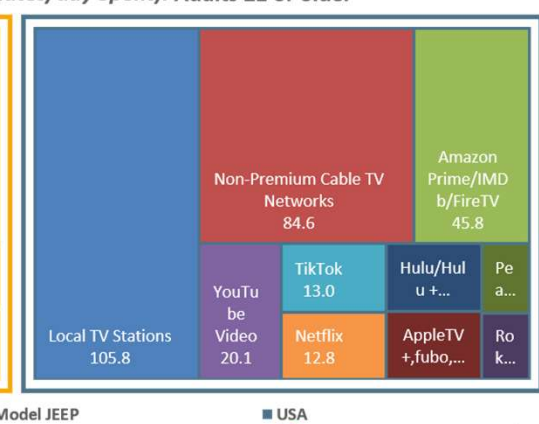
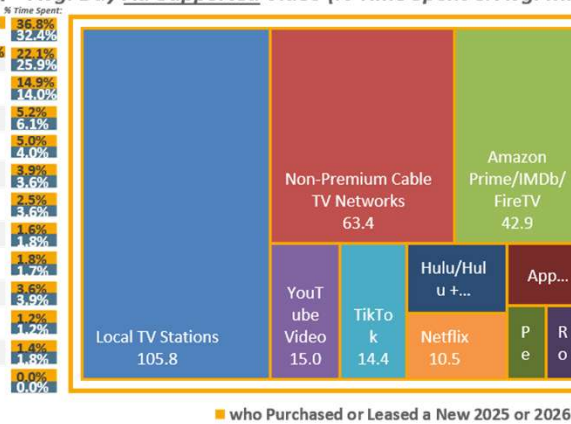
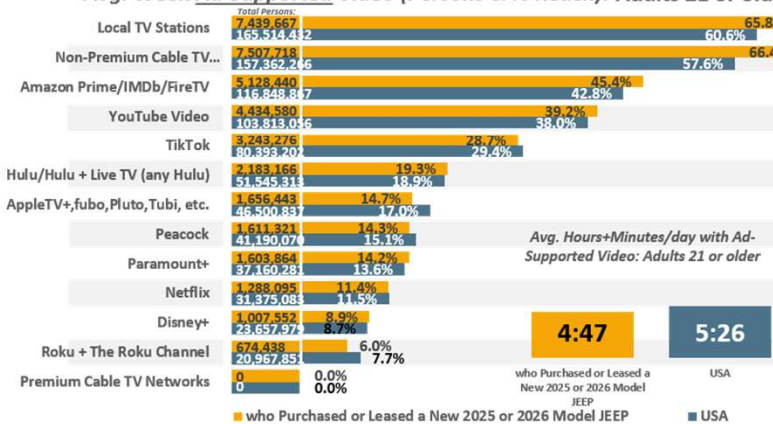
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

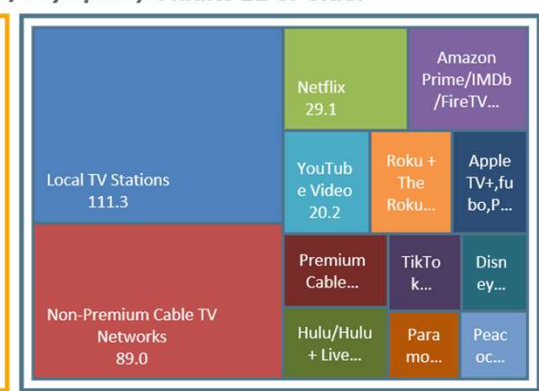
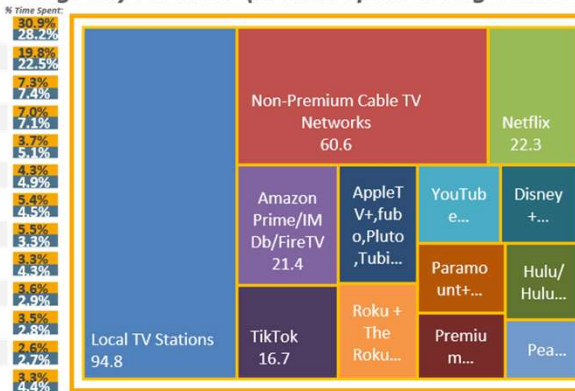
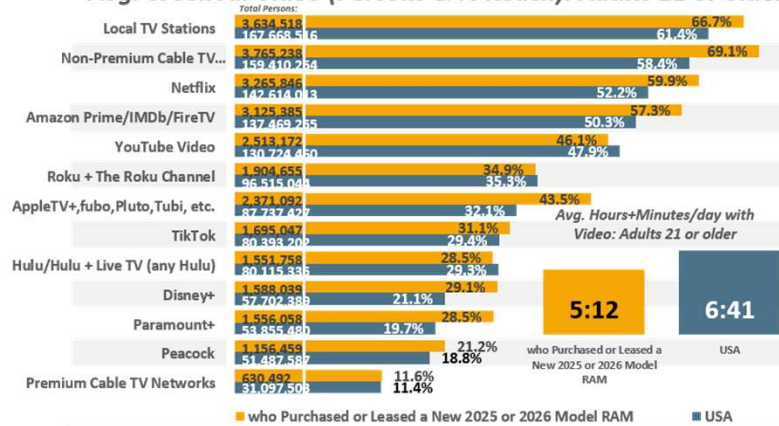




3,580,938 or 65.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM watch Ad-Supported Local TV Stations for an average of 90.1 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

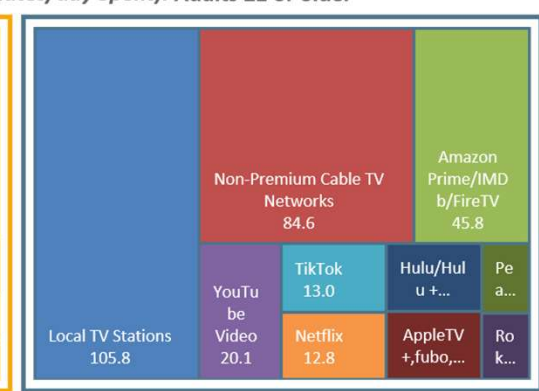
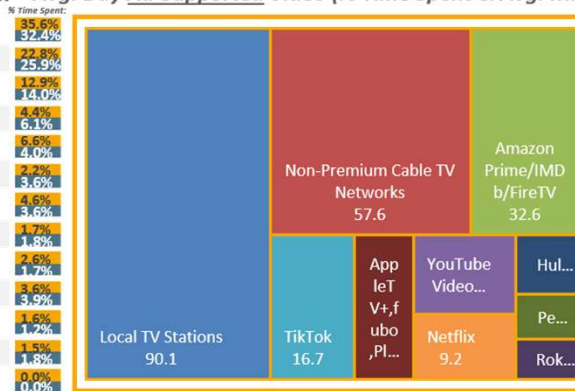
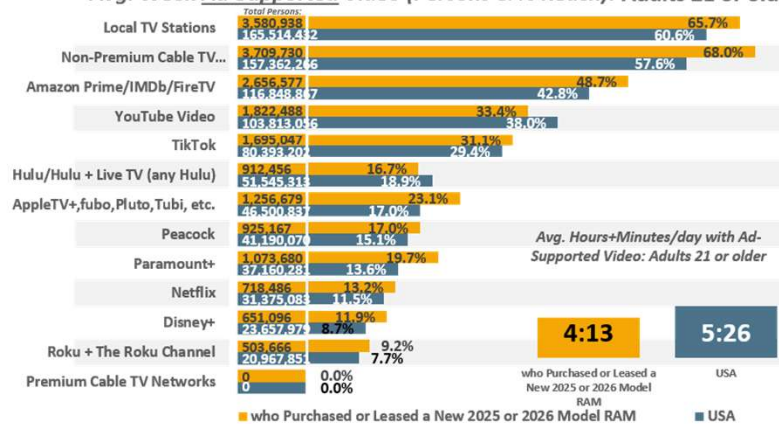
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

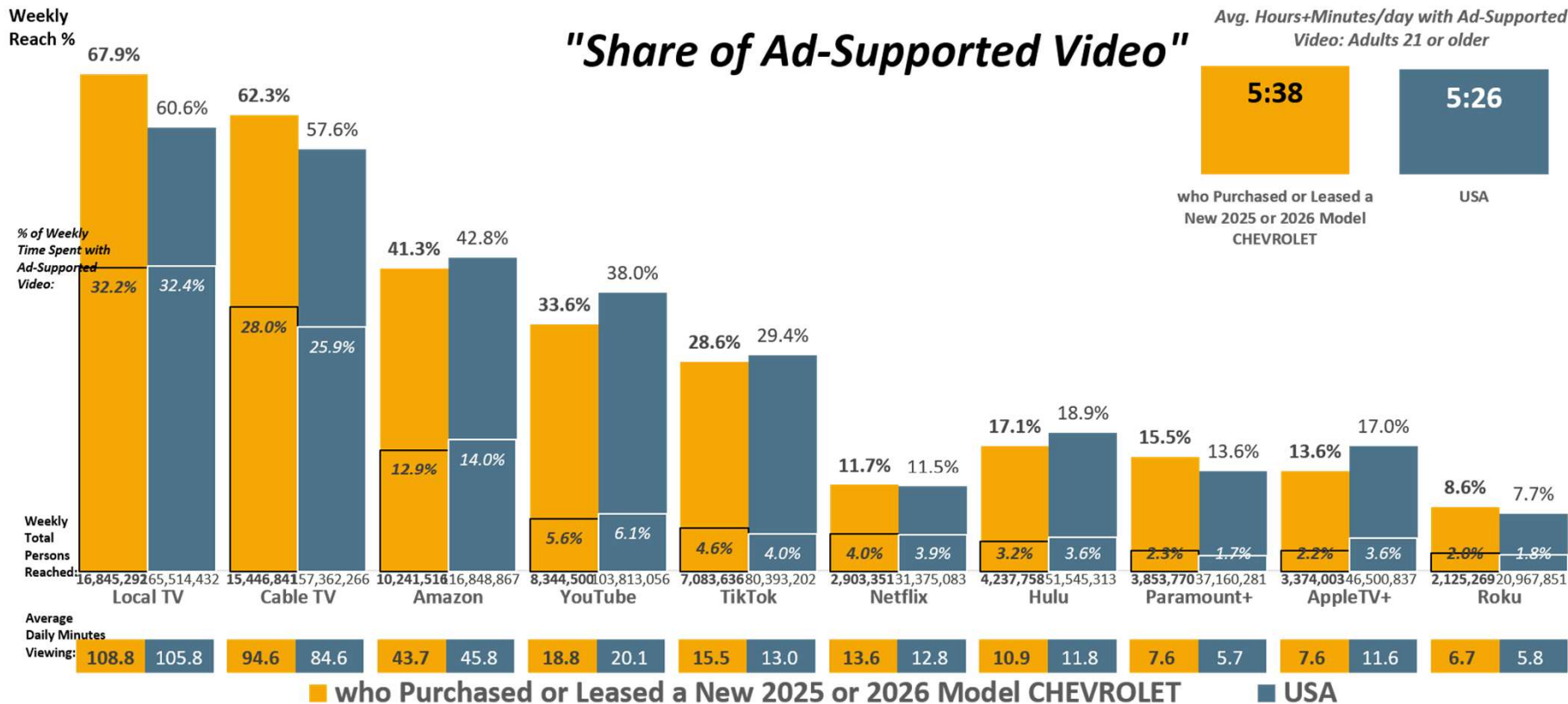
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





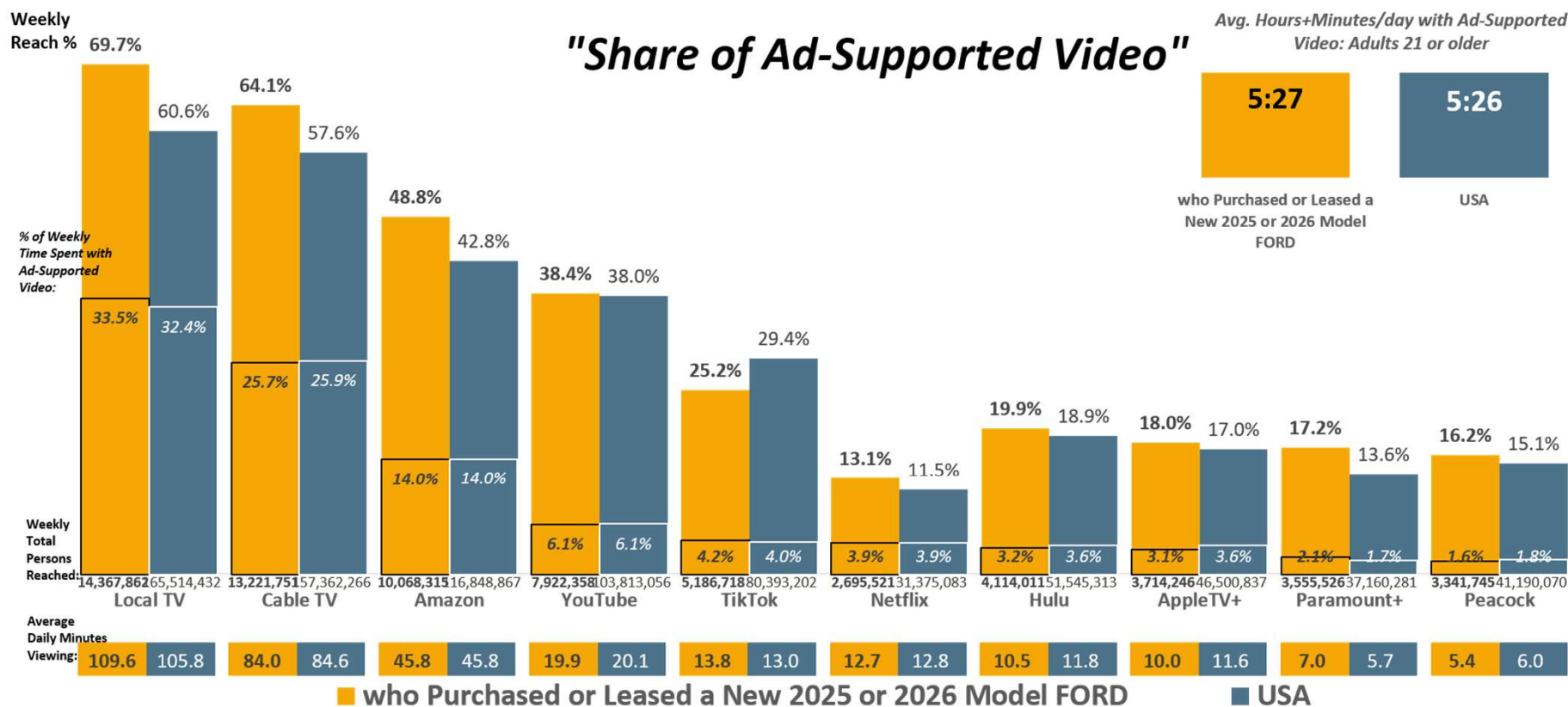
16,845,292 or 67.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET watch Ad-Supported Local TV Stations for an average of 108.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





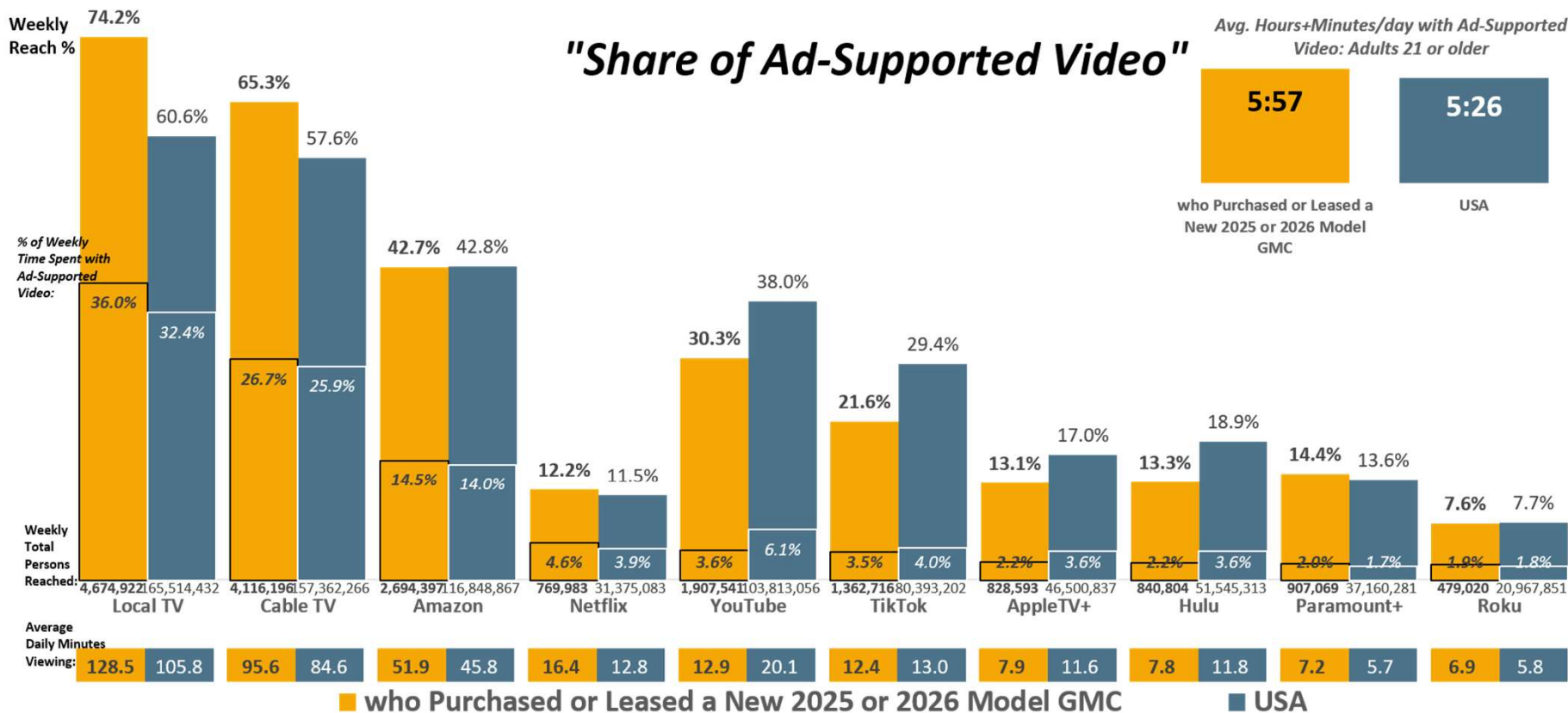
14,367,862 or 69.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD watch Ad-Supported Local TV Stations for an average of 109.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.





4,674,922 or 74.2% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC watch Ad-Supported Local TV Stations for an average of 128.5 minutes every day representing 36.0% of all time spent daily with Ad-Supported Video.

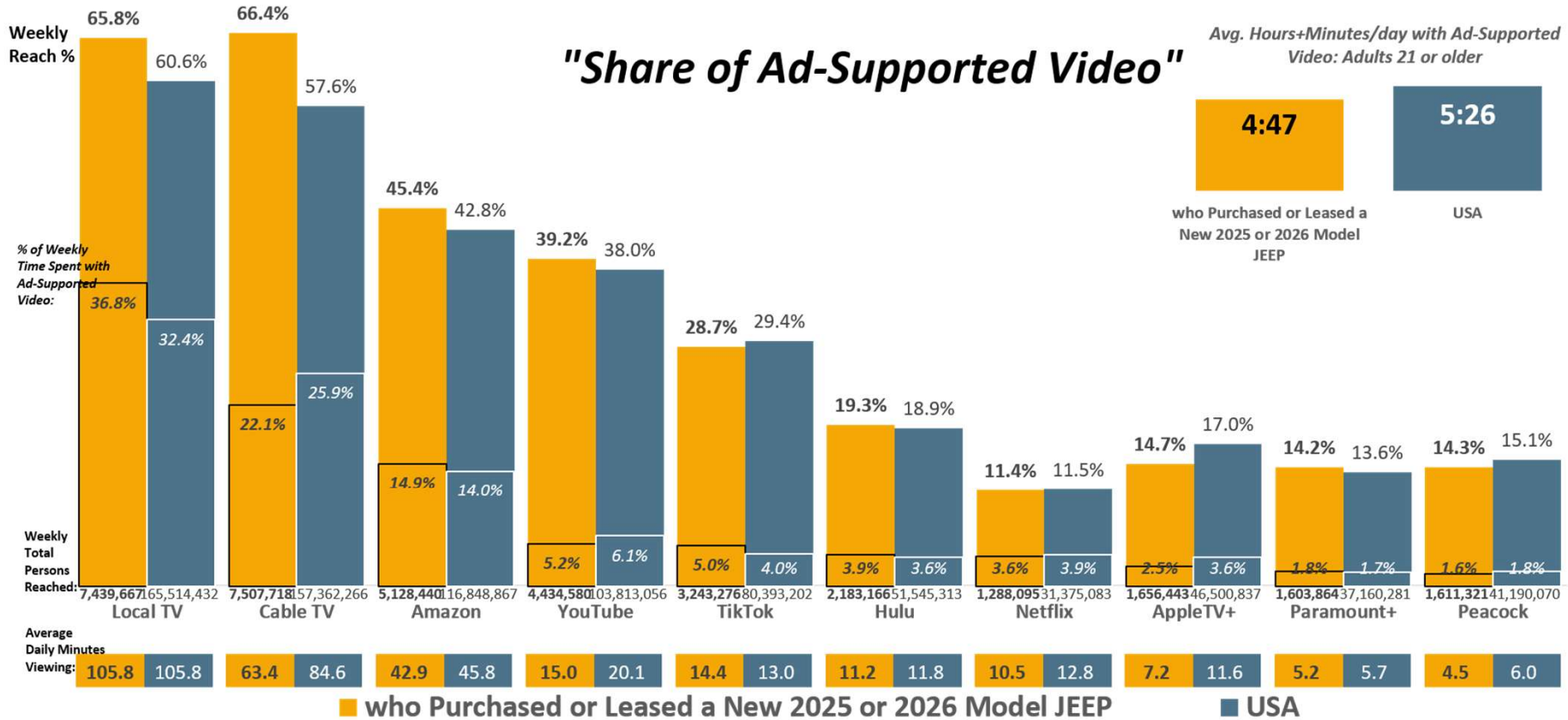
"Share of Ad-Supported Video"





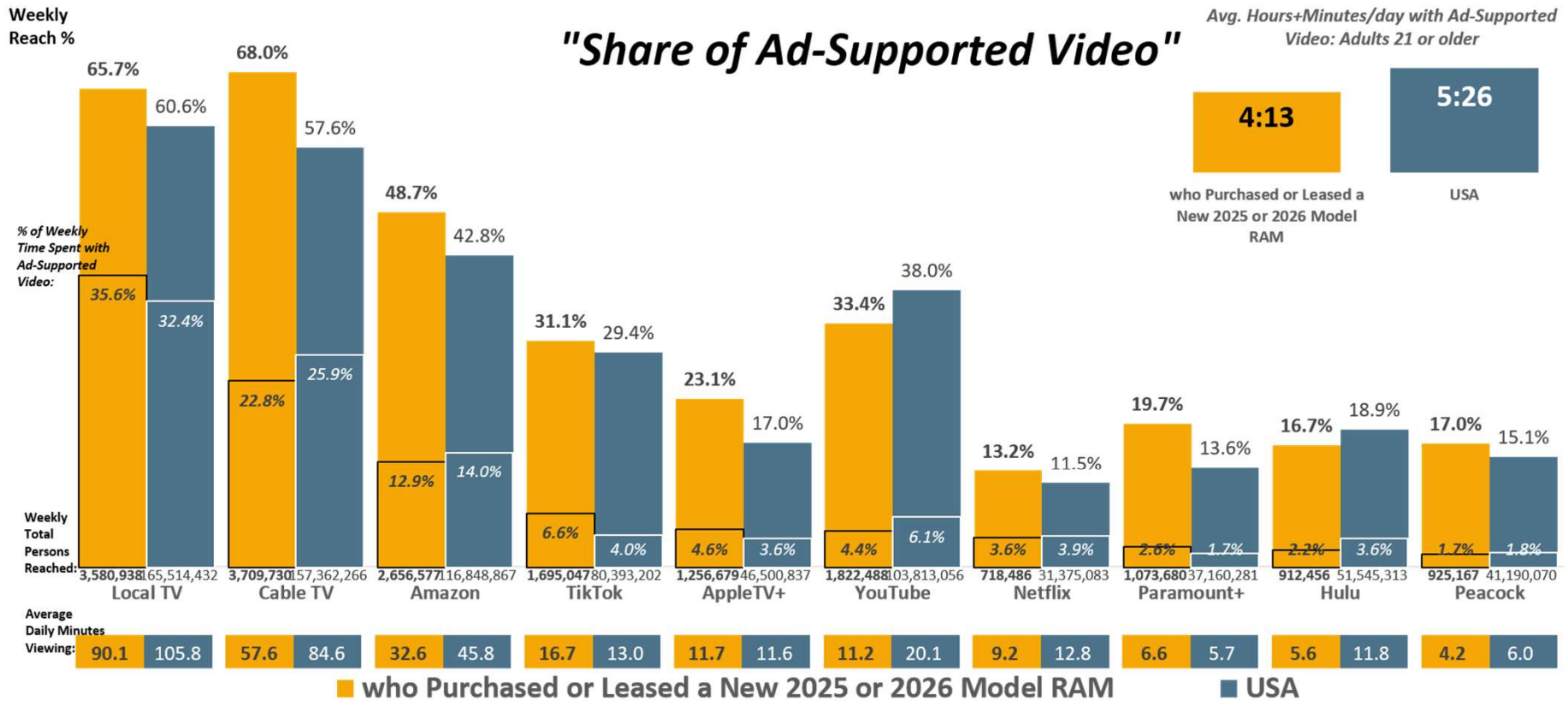
7,439,667 or 65.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





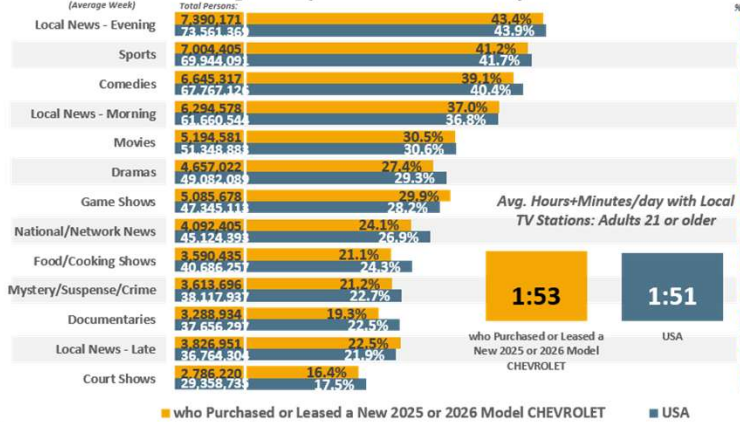
3,580,938 or 65.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM watch Ad-Supported Local TV Stations for an average of 90.1 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.



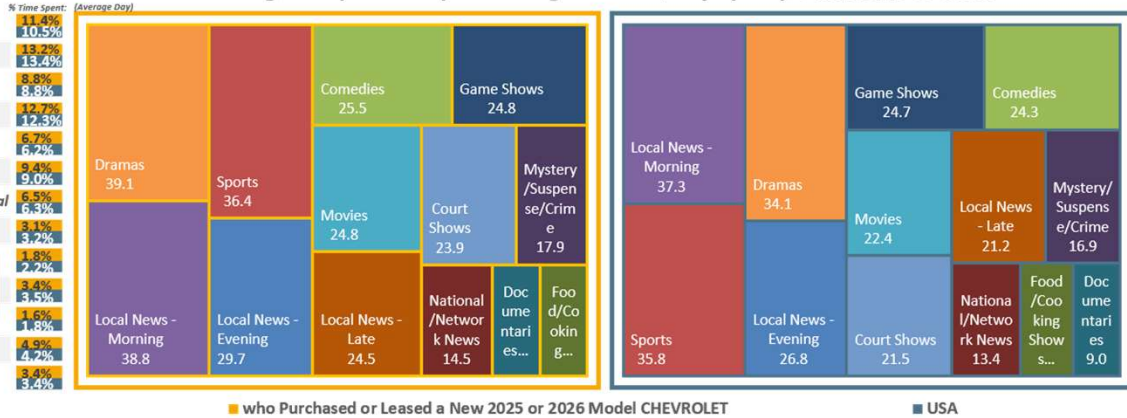


16,845,292 or 67.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

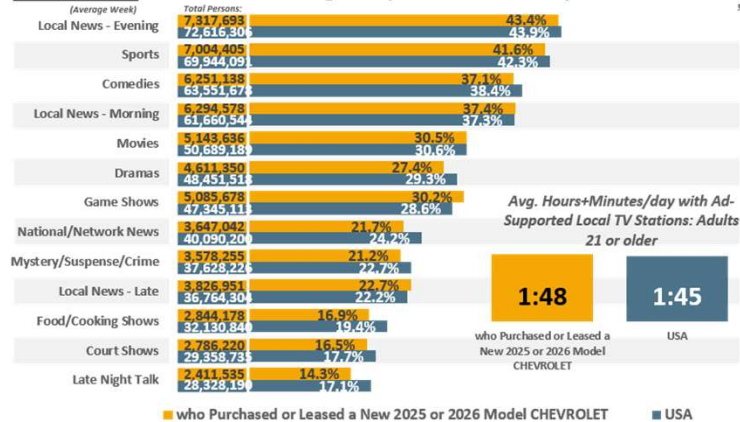
Local TV Station Programs (Persons & % Reach): Adults 21 or older



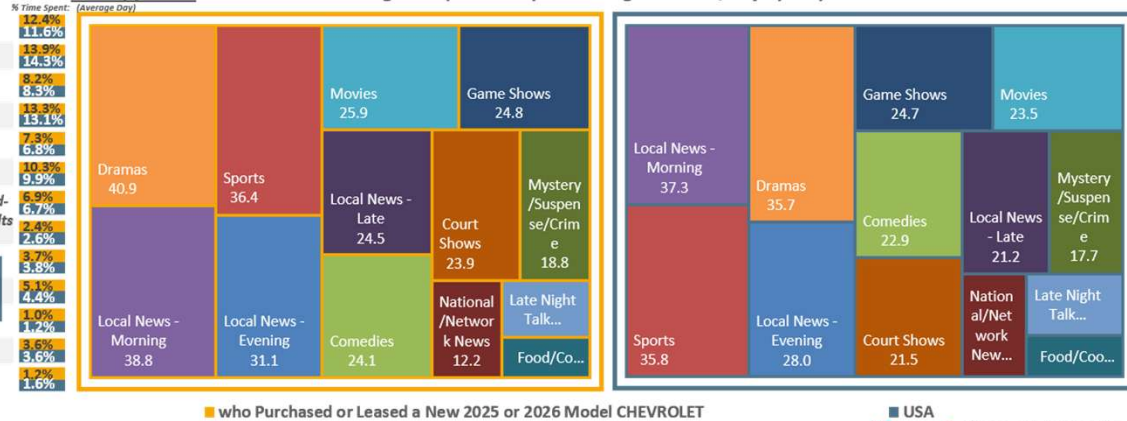
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



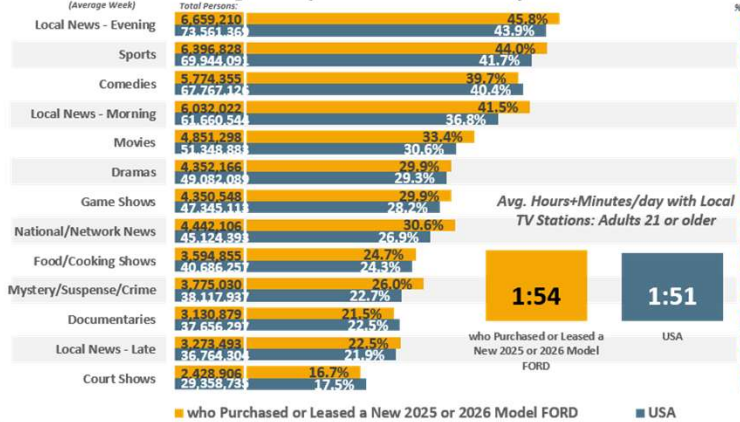
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



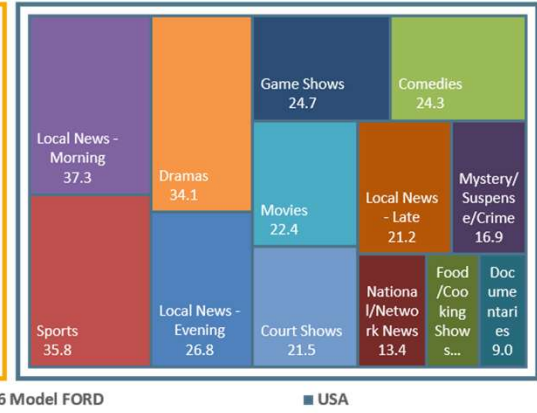
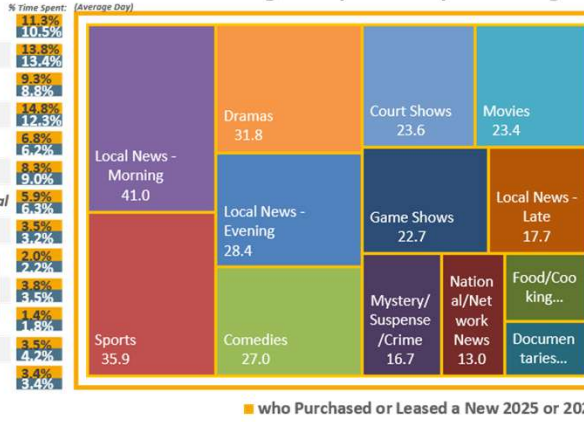


14,367,862 or 69.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

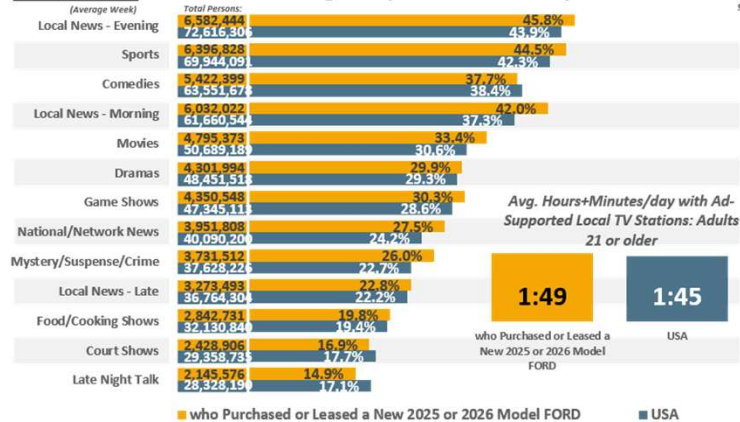
Local TV Station Programs (Persons & % Reach): Adults 21 or older



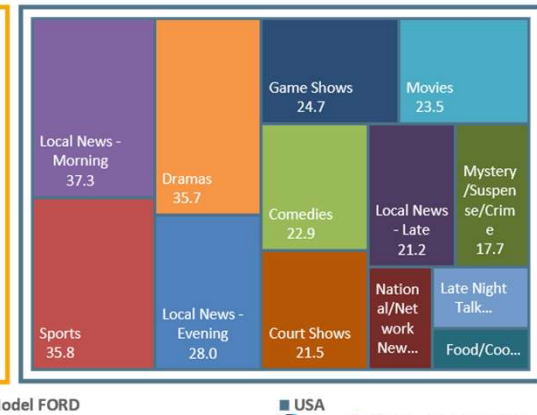
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



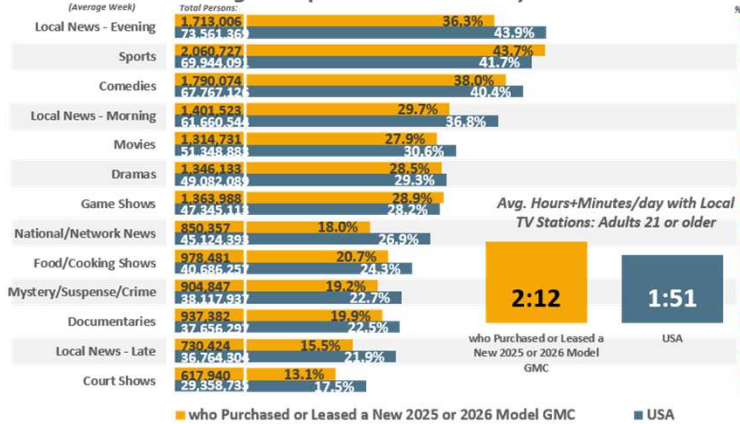
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



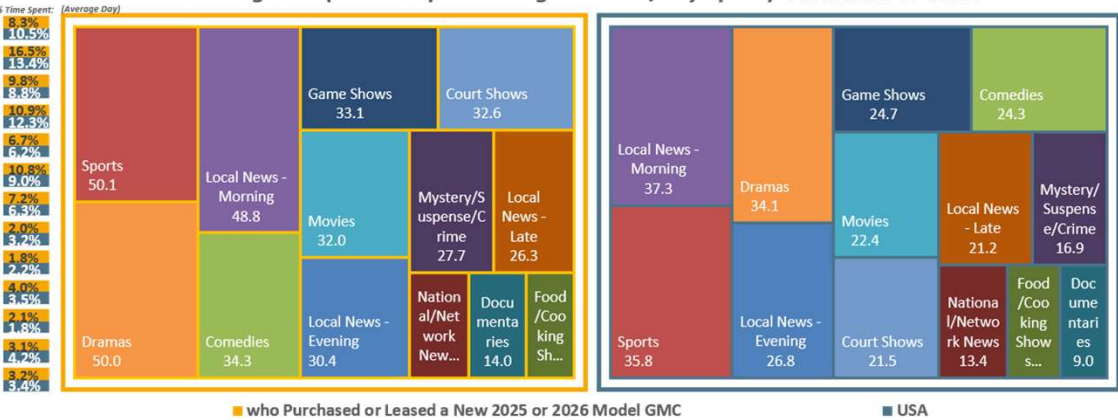


4,674,922 or 74.2% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Dramas.

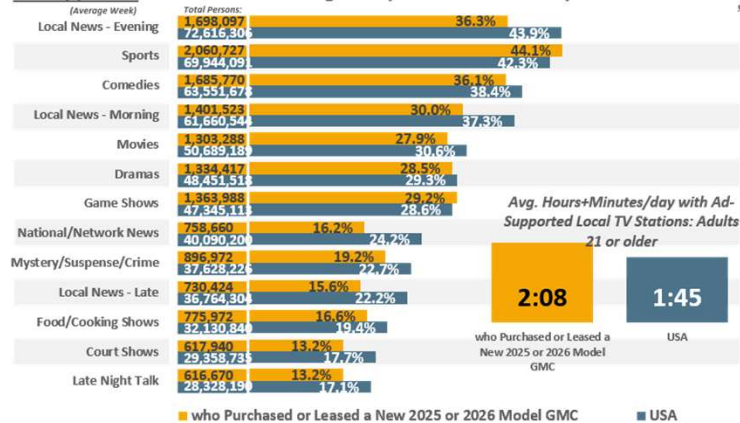
Local TV Station Programs (Persons & % Reach): Adults 21 or older



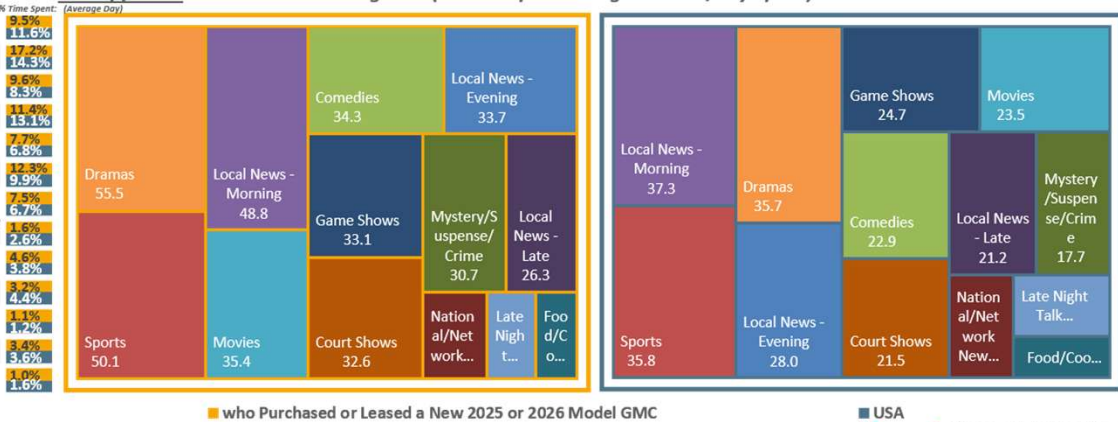
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



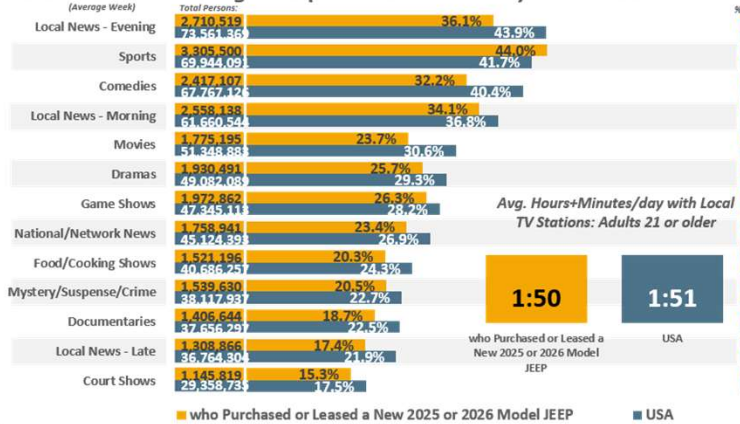
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



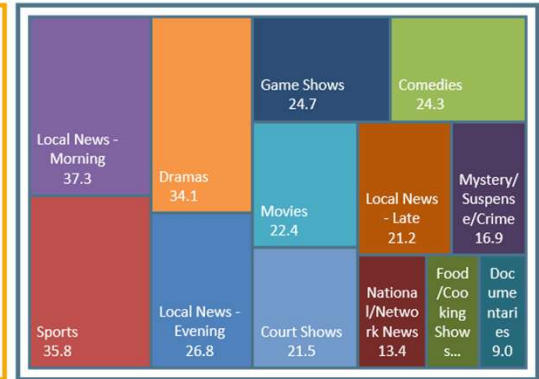


7,439,667 or 65.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Dramas.

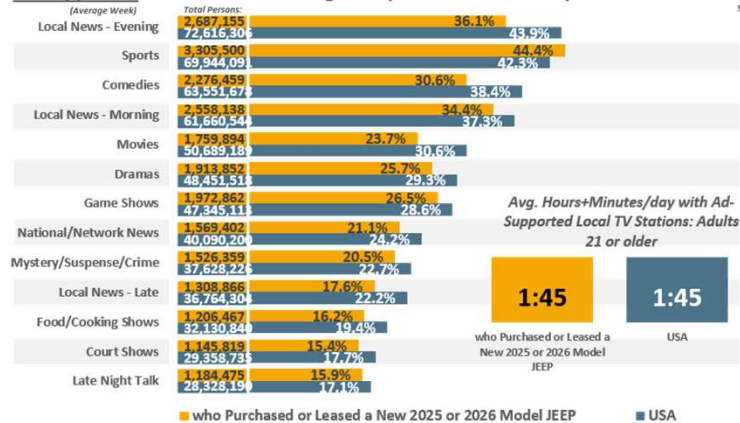
Local TV Station Programs (Persons & % Reach): Adults 21 or older



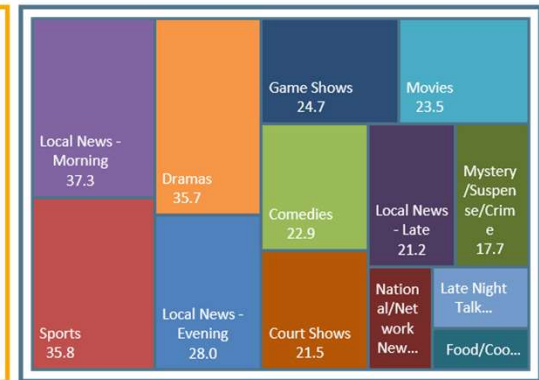
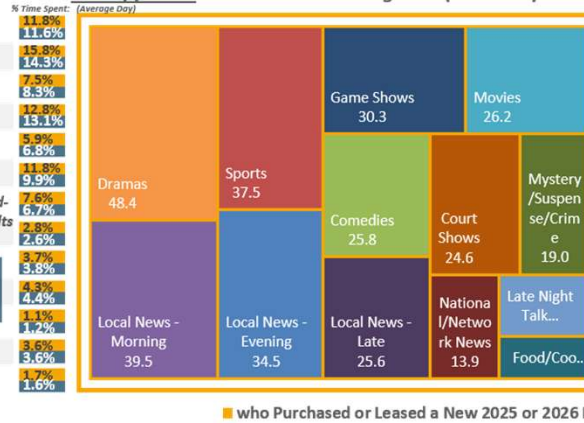
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



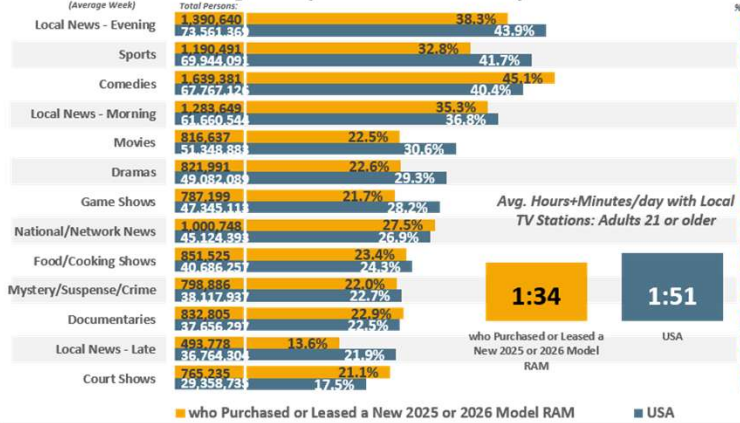
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



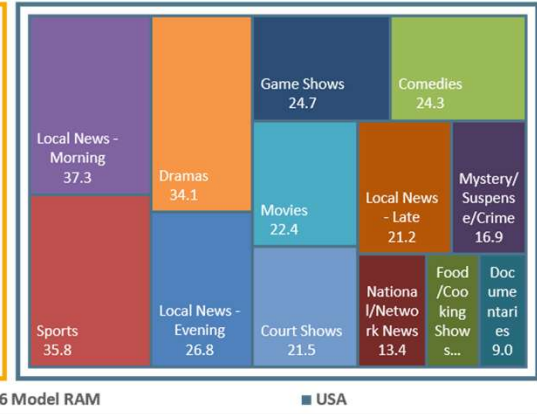


3,580,938 or 65.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, National/Network News, and Dramas.

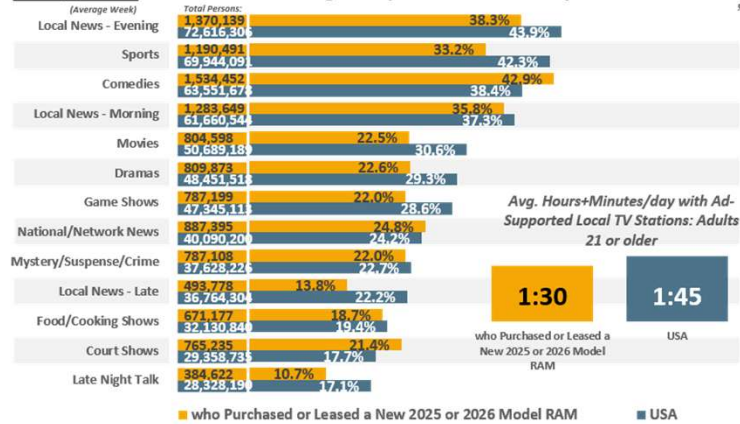
Local TV Station Programs (Persons & % Reach): Adults 21 or older



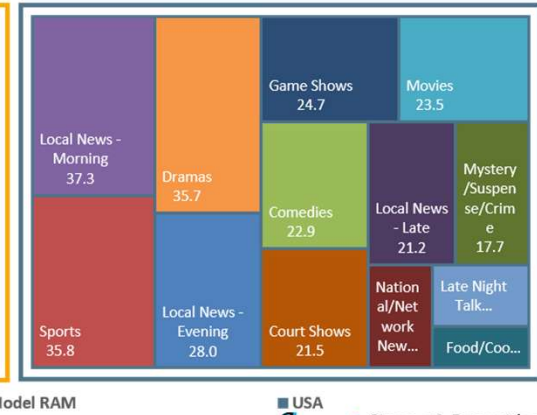
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 100
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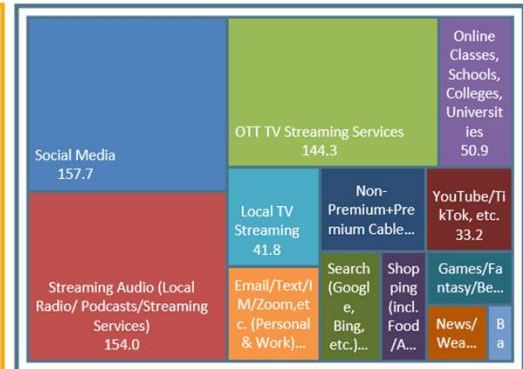
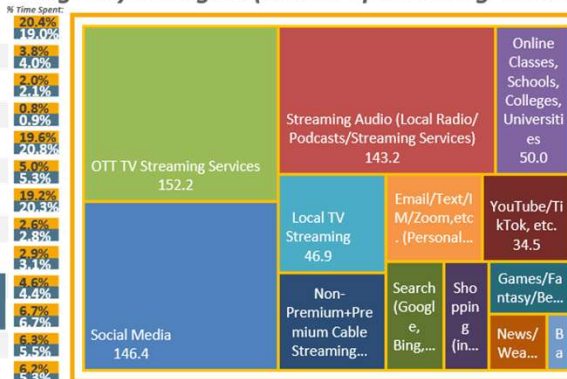
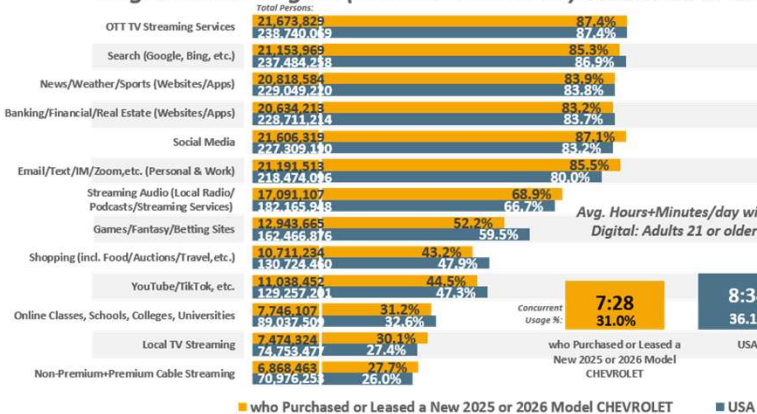
[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



19,674,504 or 79.3% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET use Ad-Supported Social Media for an average of 133.3 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

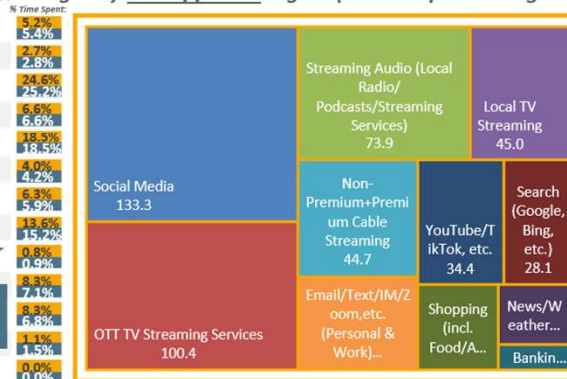
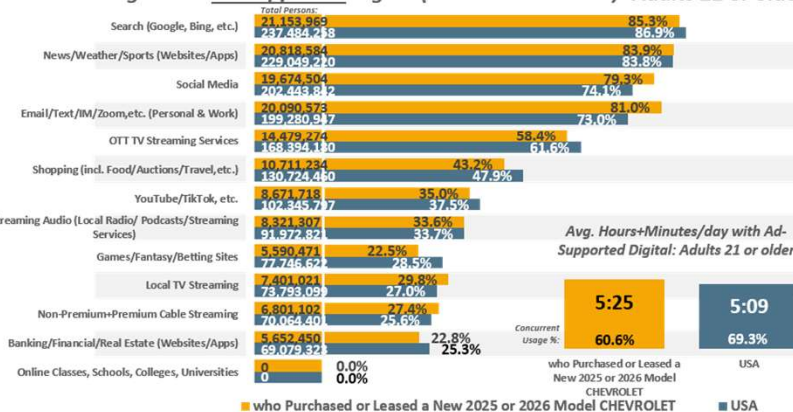
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

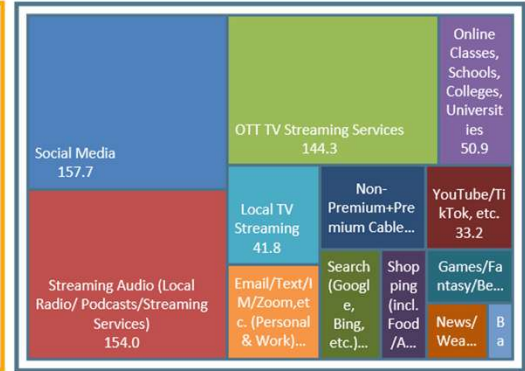
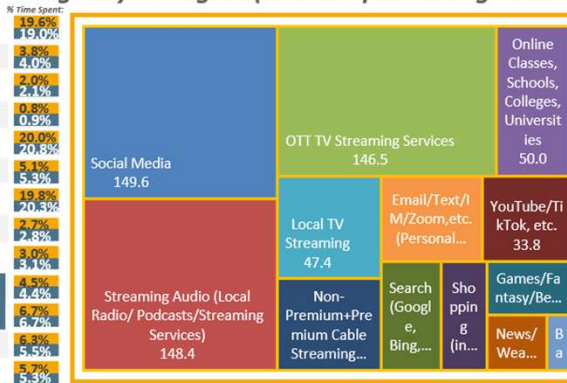
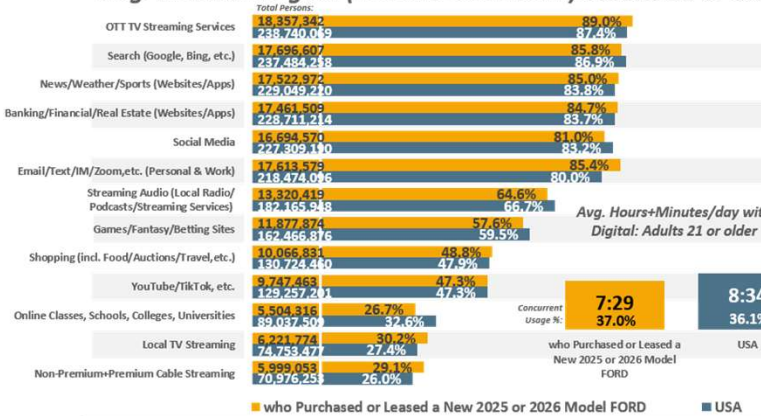




15,215,970 or 73.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD use Ad-Supported Social Media for an average of 136.4 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

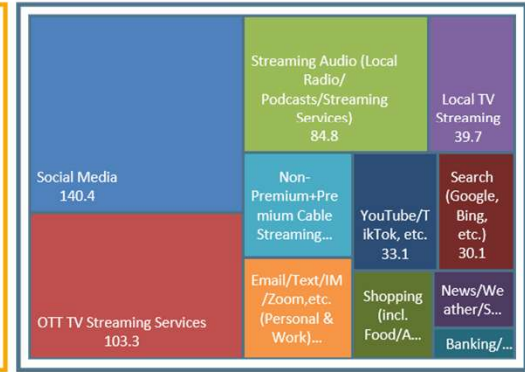
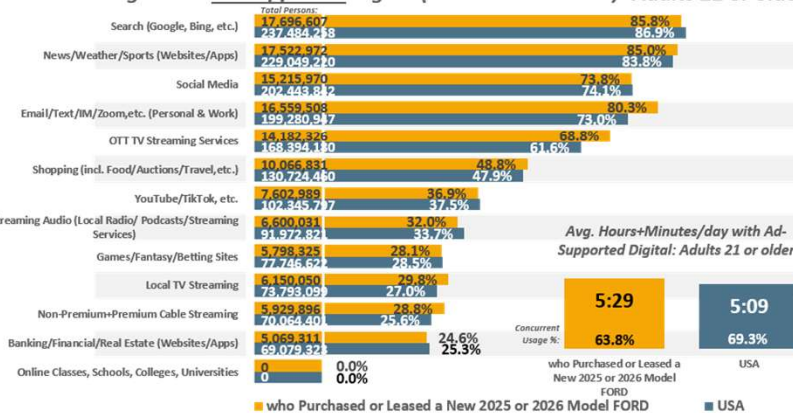
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

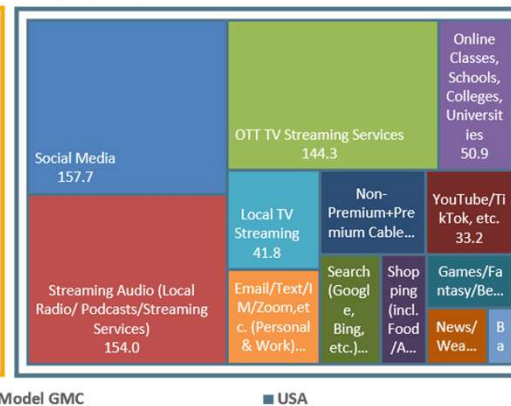
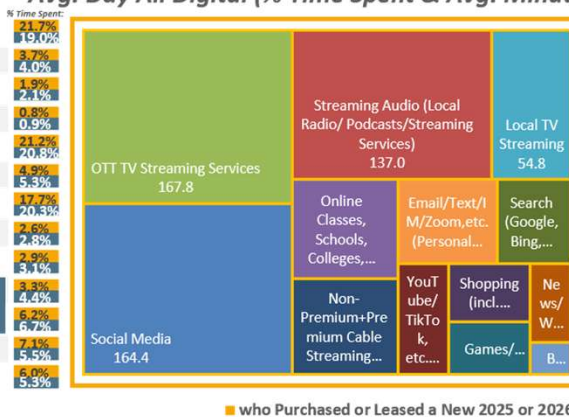
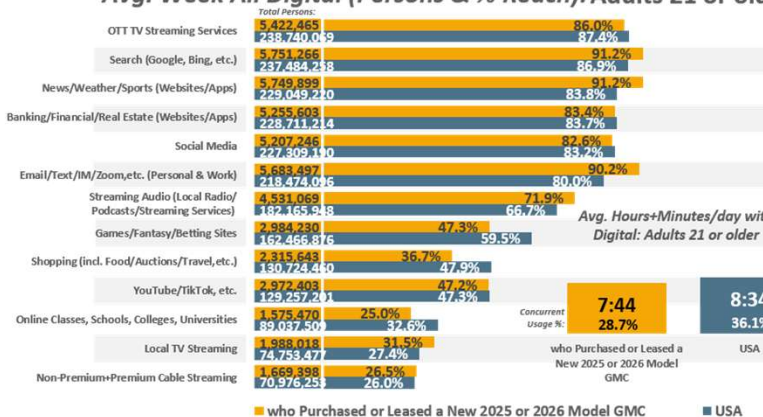




4,645,171 or 73.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC use Ad-Supported Social Media for an average of 146.6 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

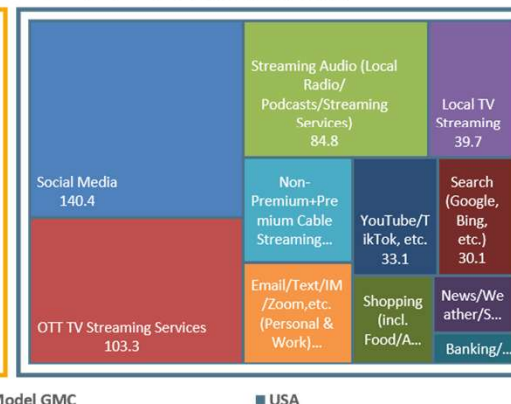
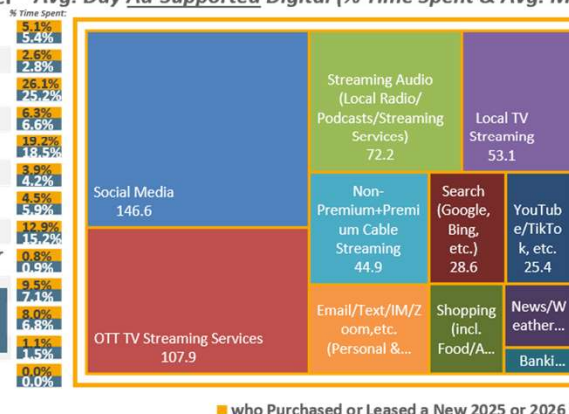
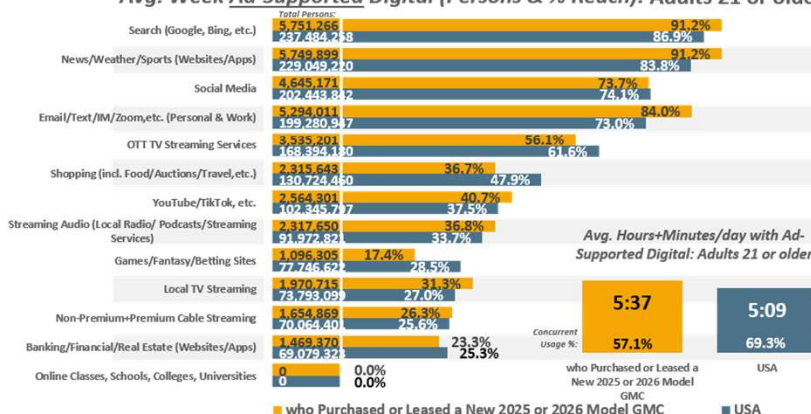
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 23,606

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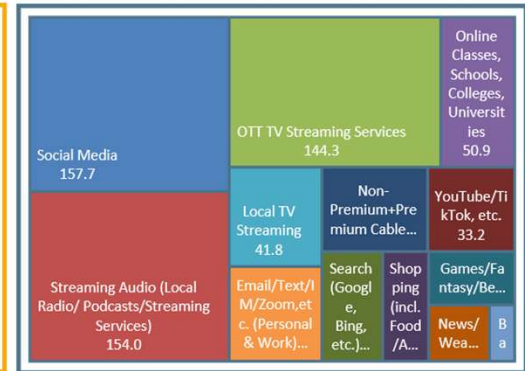
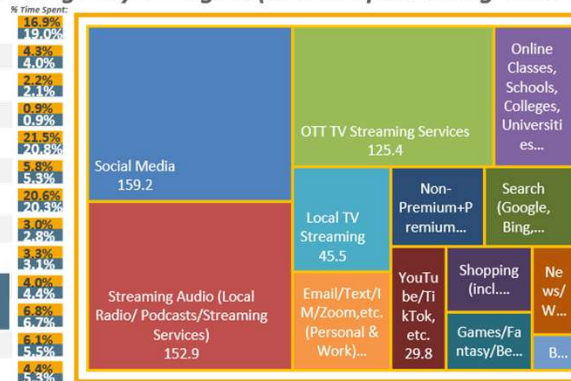
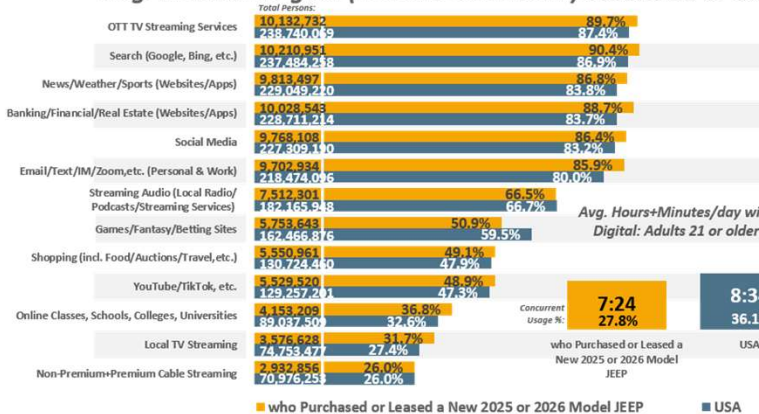
[[Make of new vehicle (HHLD): GMC AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle]]



8,422,926 or 74.5% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP use Ad-Supported Social Media for an average of 137.3 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

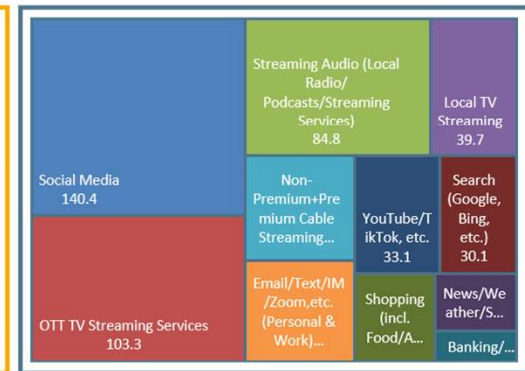
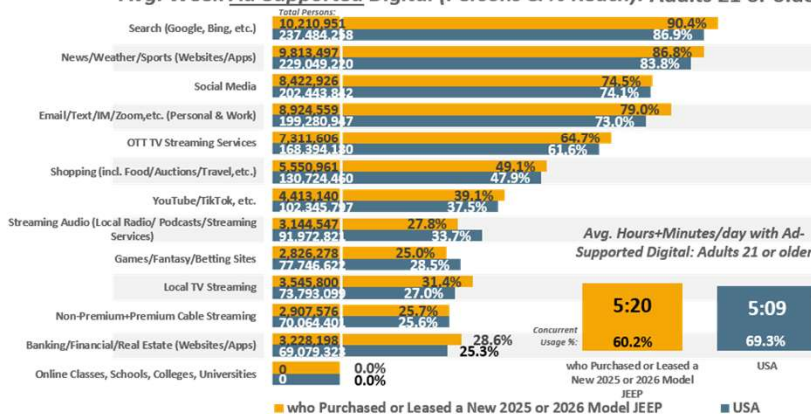
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

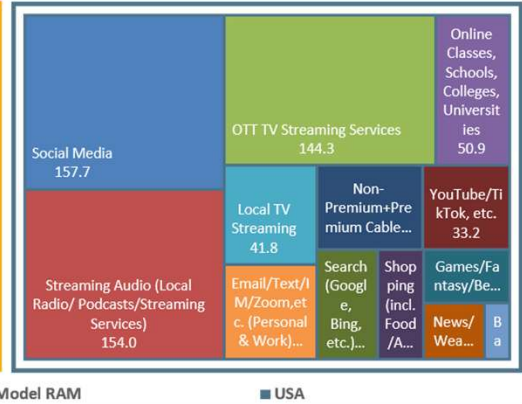
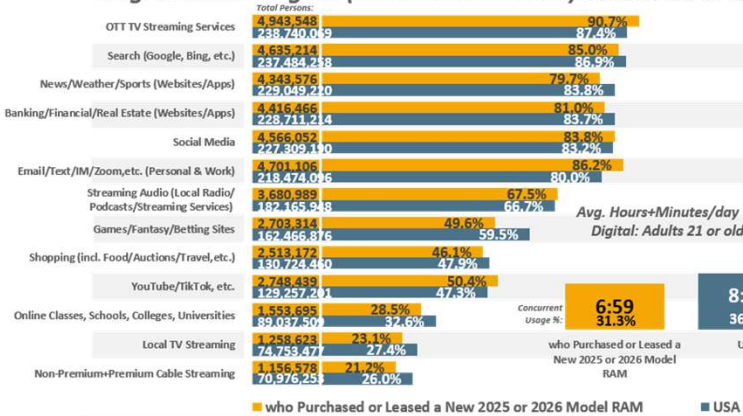




4,193,366 or 76.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM use Ad-Supported Social Media for an average of 133.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

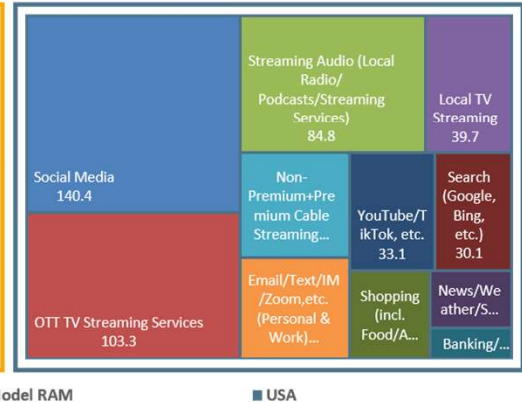
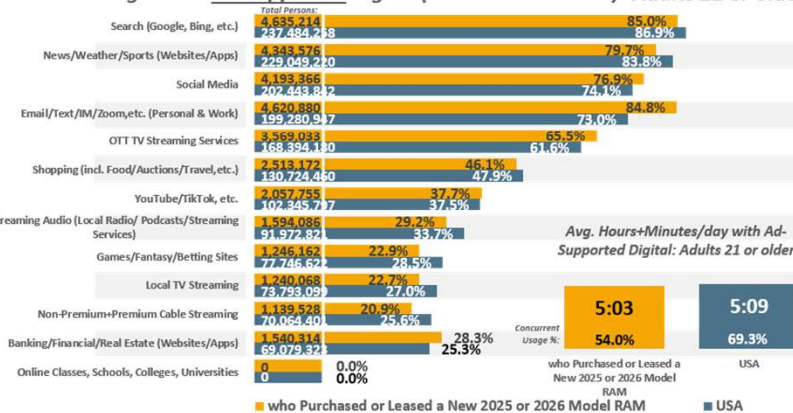
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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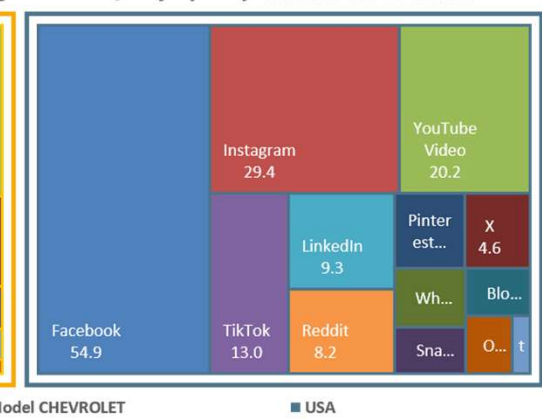
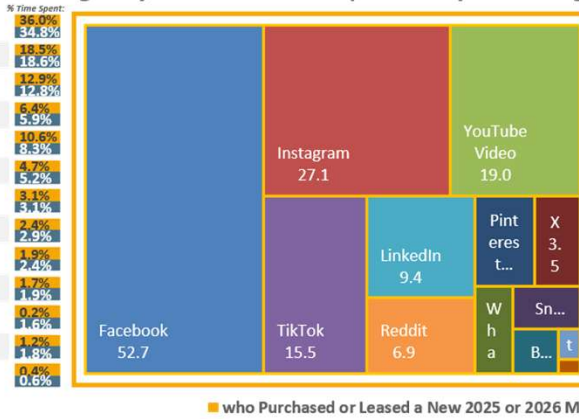
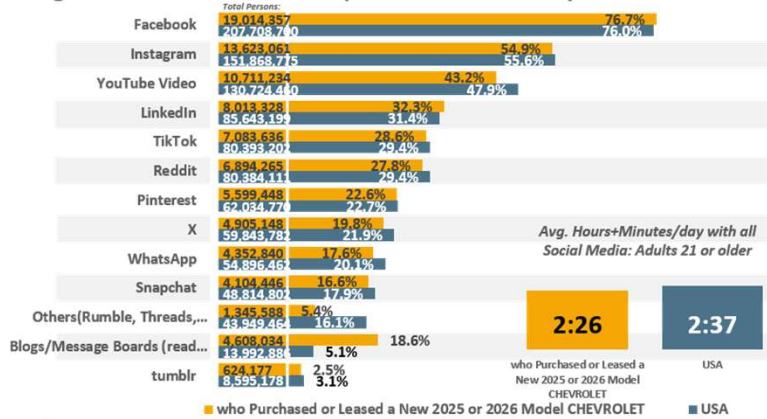
soefa.ai Share of Everything for Anything

[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]

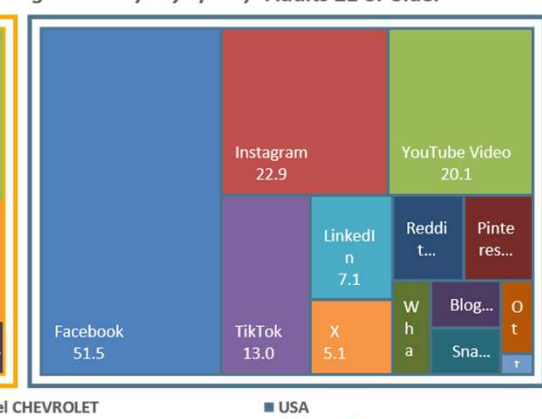
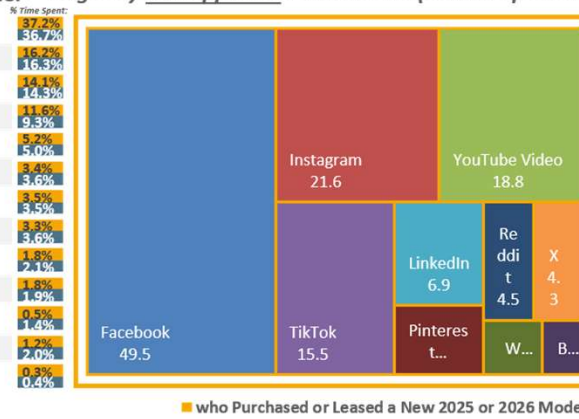
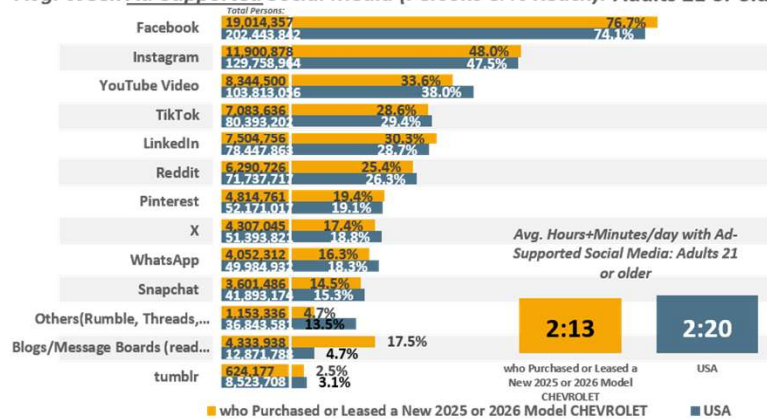


19,014,357 or 76.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET use Ad-Supported Facebook for an average of 49.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



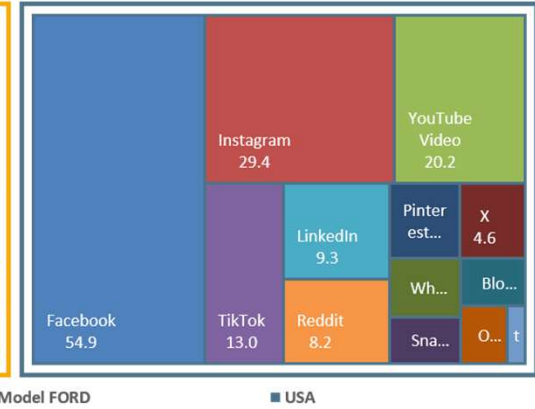
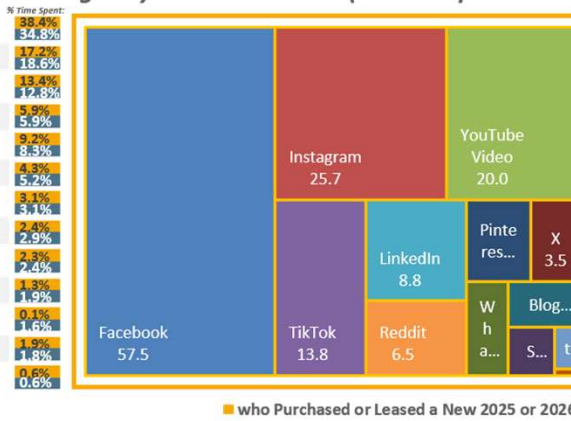
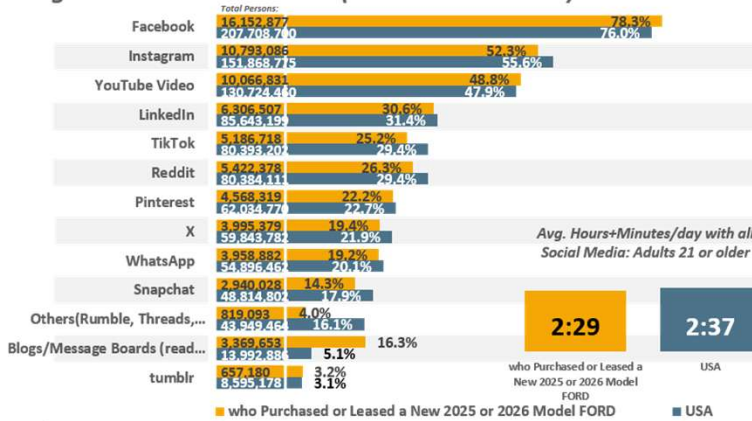
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



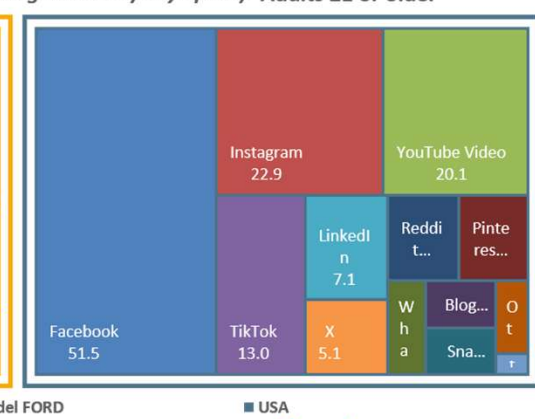
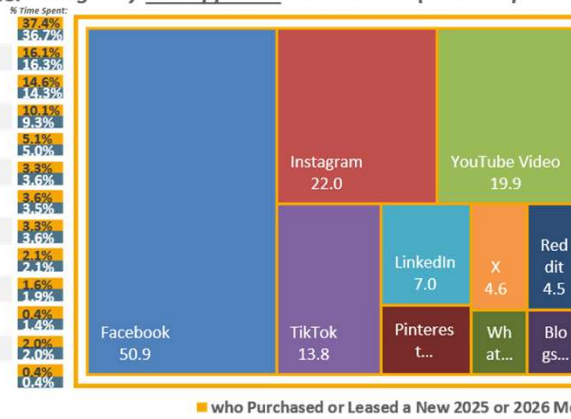
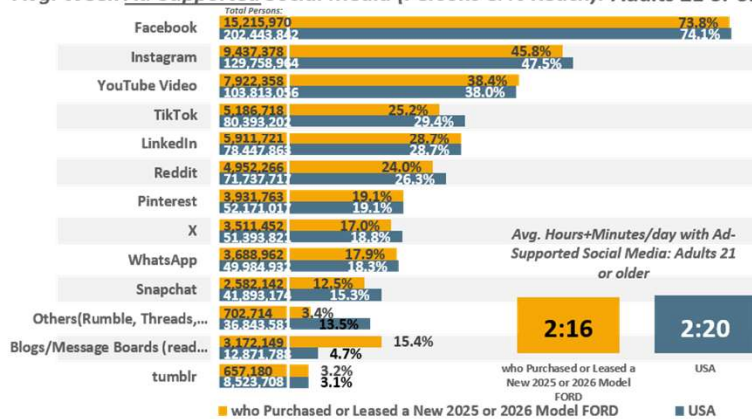


15,215,970 or 73.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD use Ad-Supported Facebook for an average of 50.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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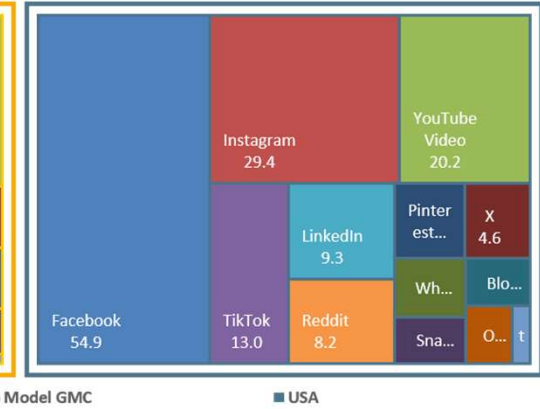
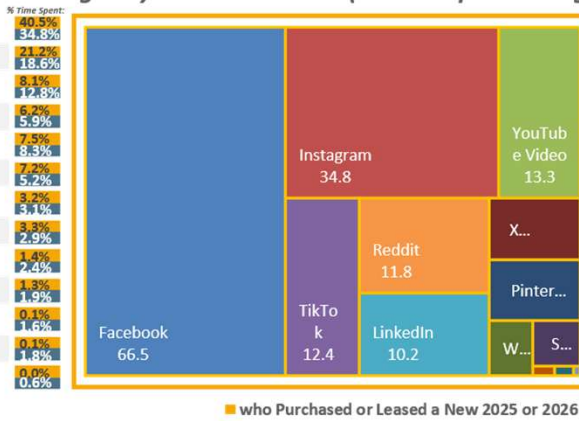
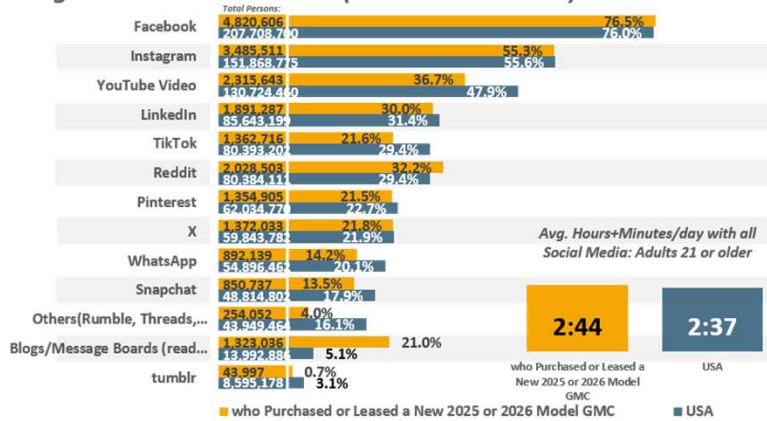
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[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]

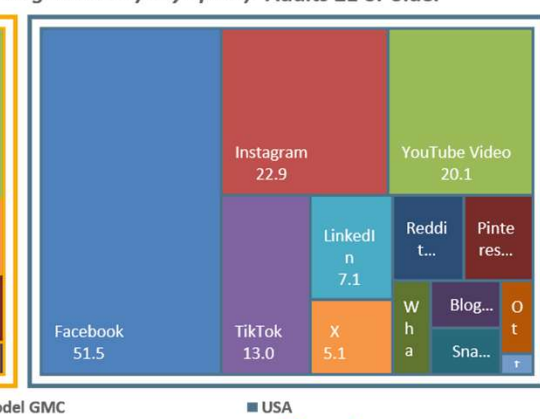
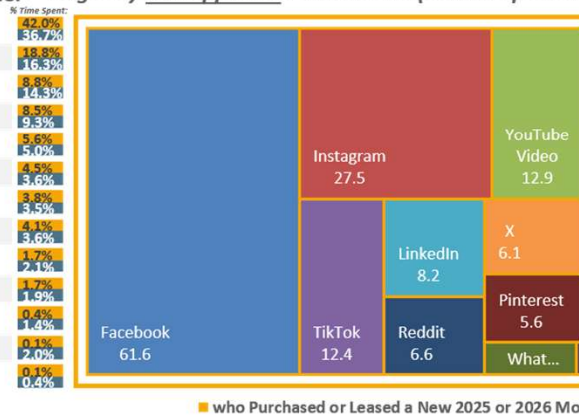
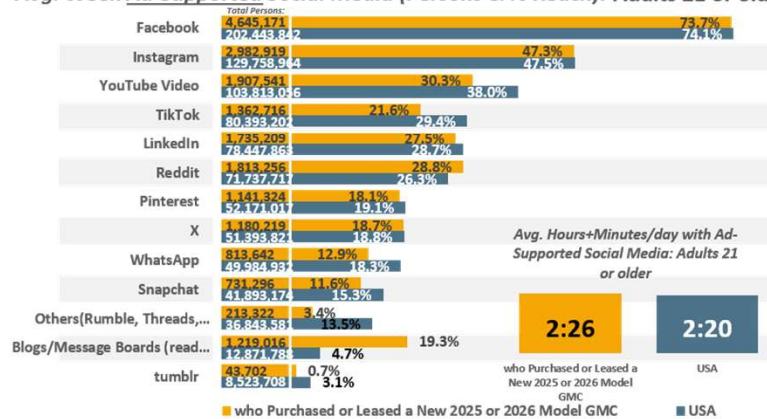


4,645,171 or 73.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC use Ad-Supported Facebook for an average of 61.6 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



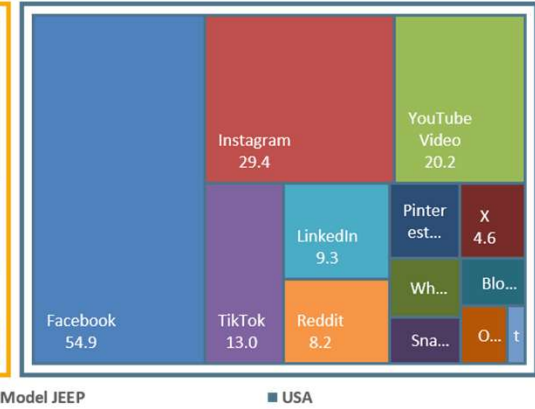
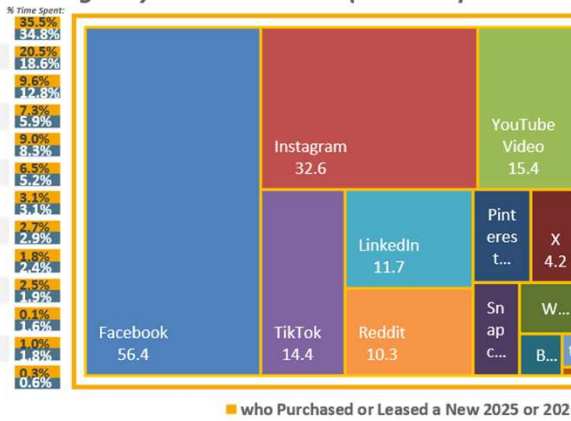
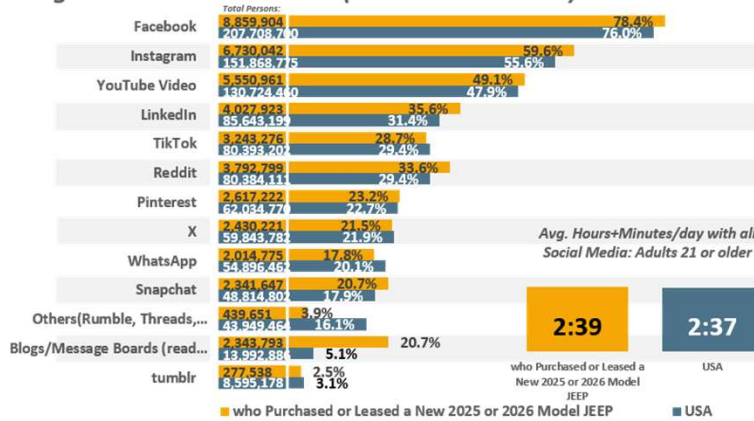
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



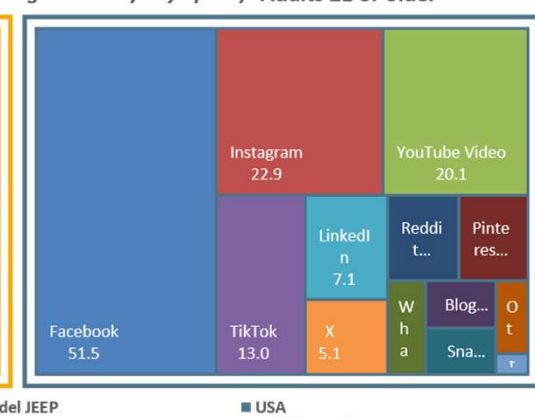
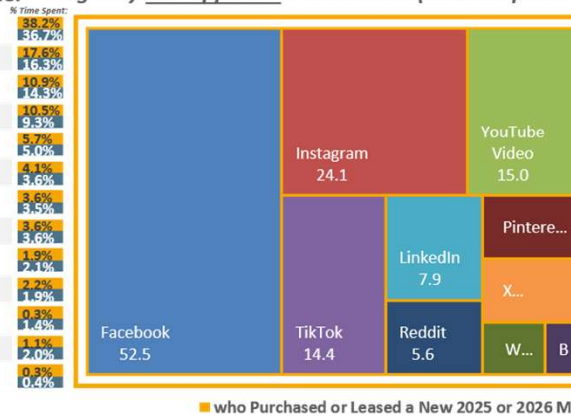
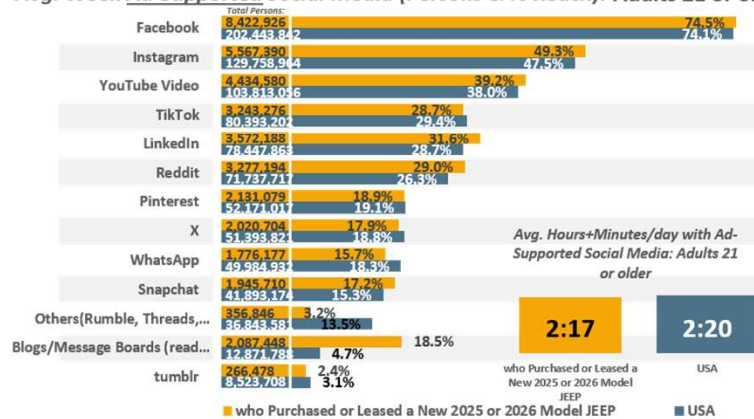


8,422,926 or 74.5% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP use Ad-Supported Facebook for an average of 52.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



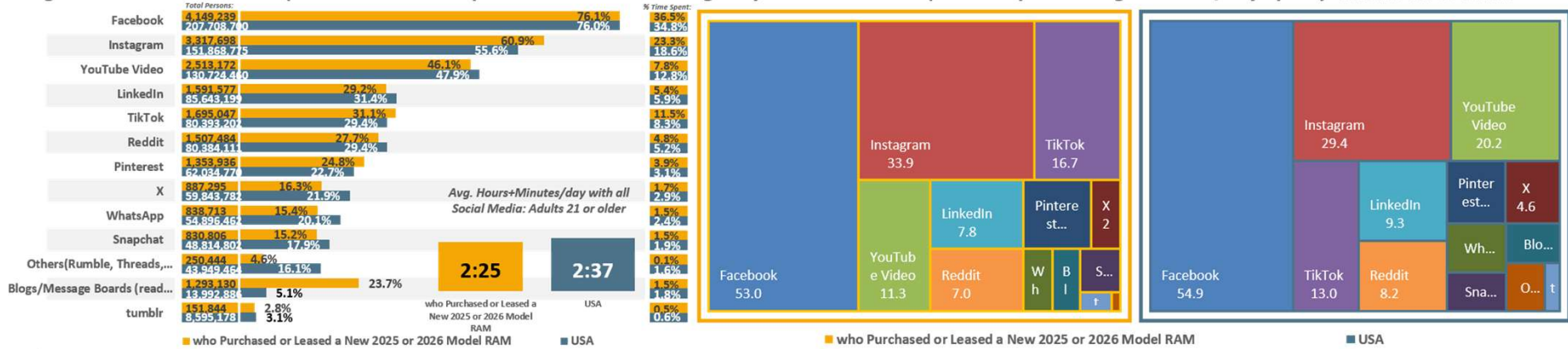
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



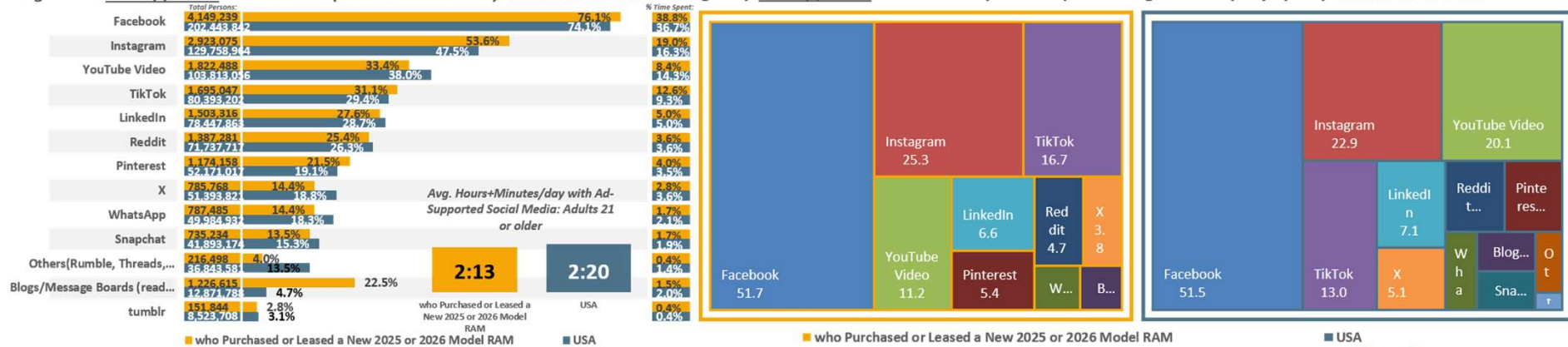


4,149,239 or 76.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM use Ad-Supported Facebook for an average of 51.7 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



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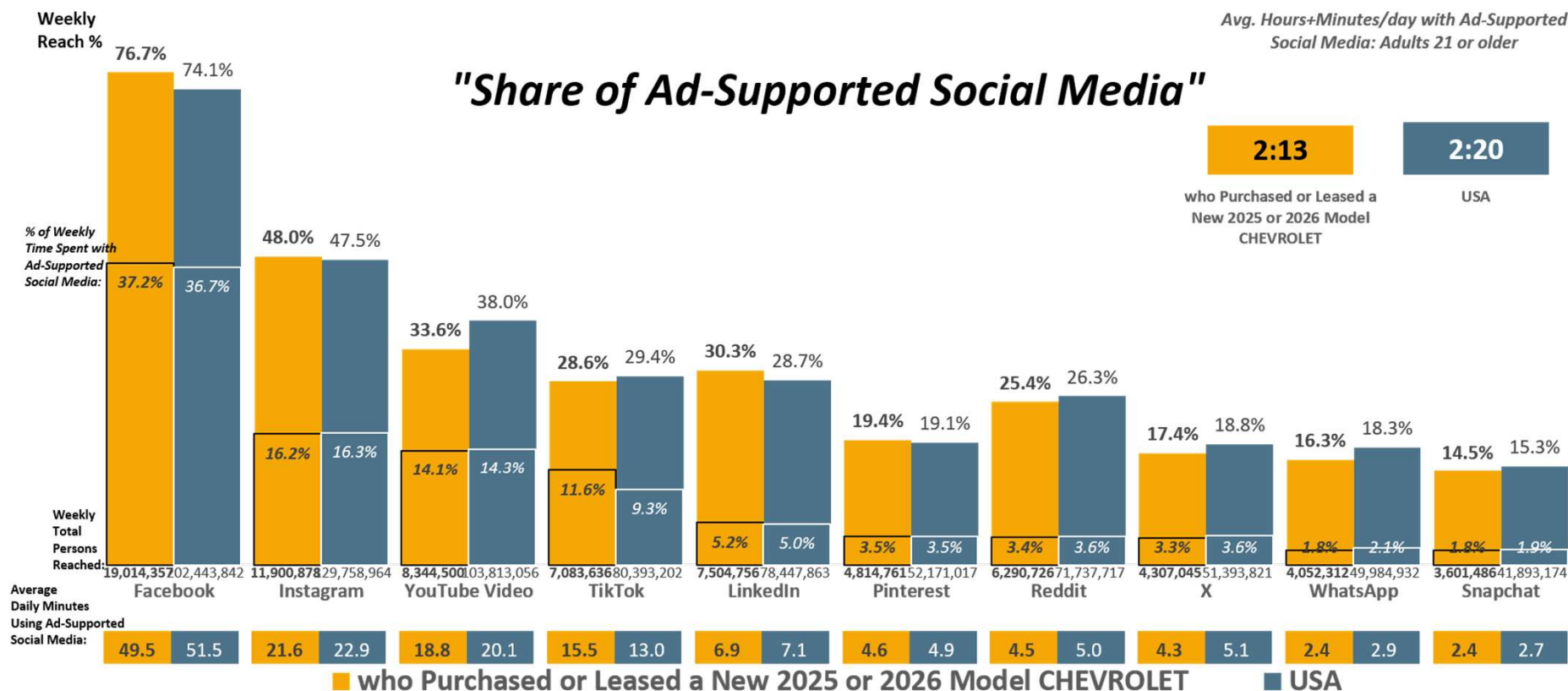
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[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



19,014,357 or 76.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET use Ad-Supported Facebook for an average of 49.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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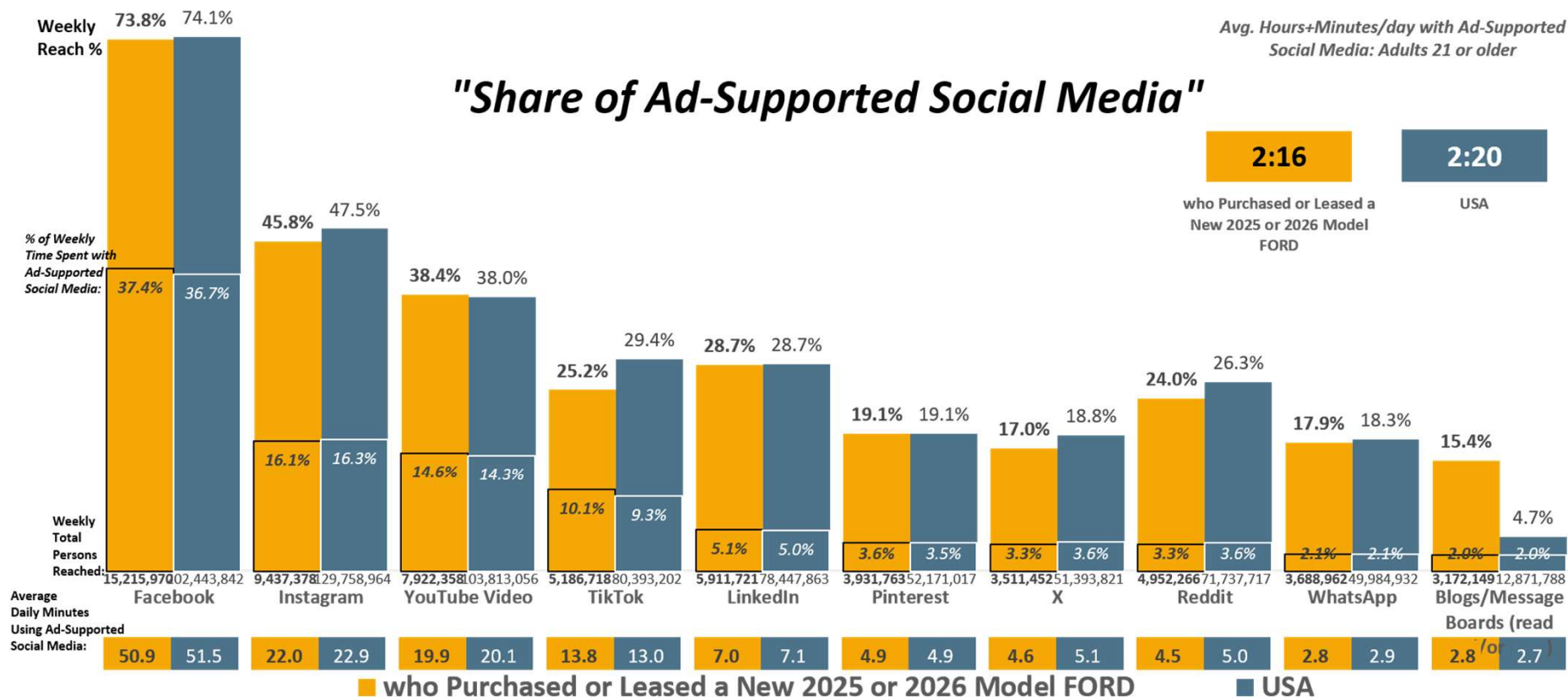
soefa.ai Share of Everything for Anything

[(Make of new vehicle (HHL): CHEVROLET AND (Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle)]



15,215,970 or 73.8% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD use Ad-Supported Facebook for an average of 50.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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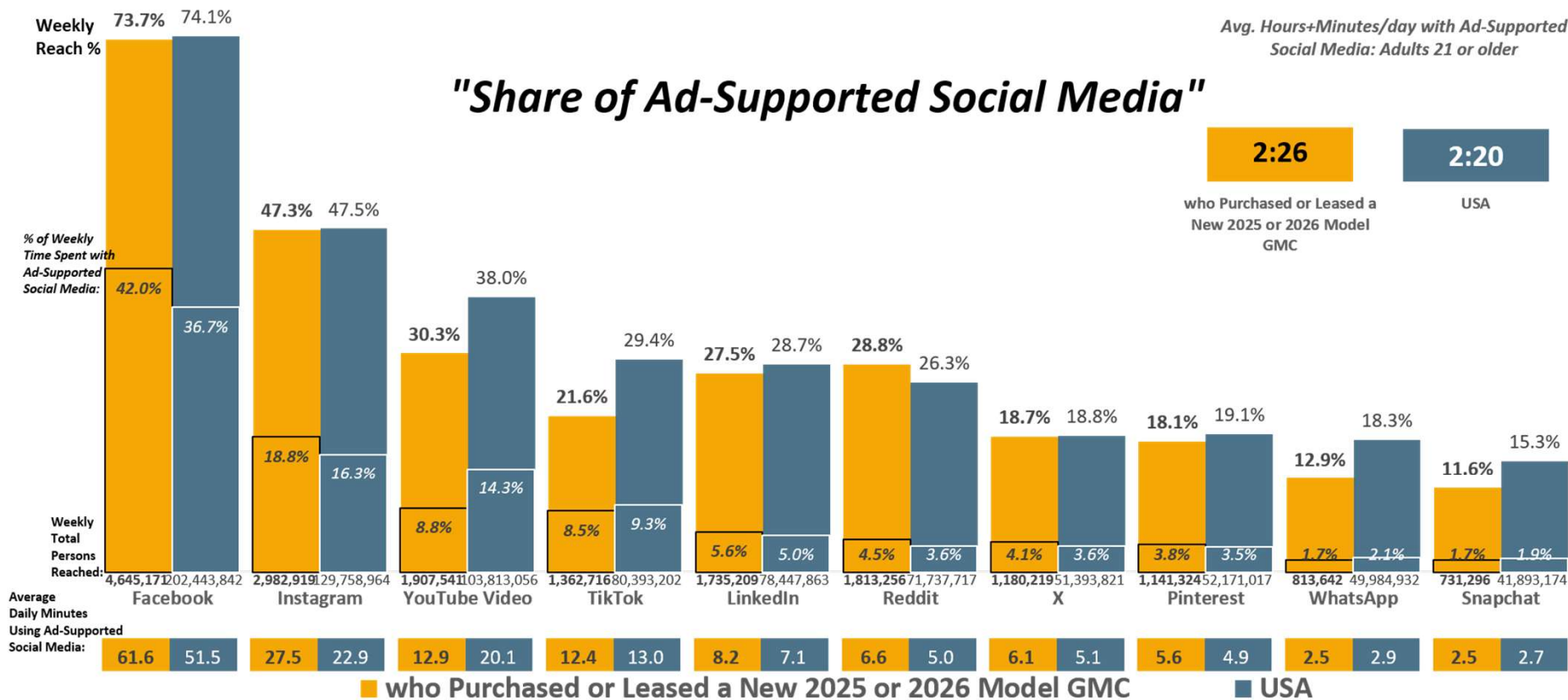
soefa.ai Share of Everything for Anything

[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



4,645,171 or 73.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC use Ad-Supported Facebook for an average of 61.6 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

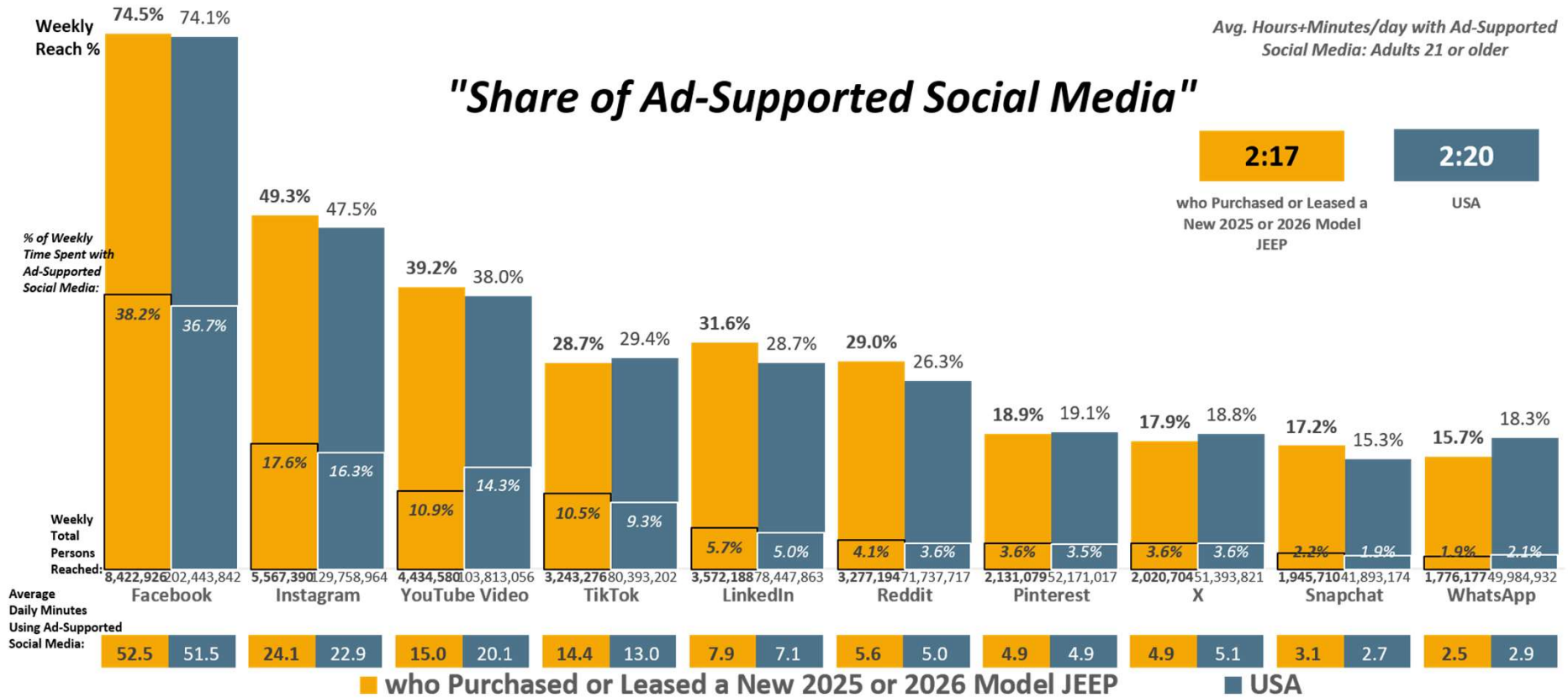
"Share of Ad-Supported Social Media"





8,422,926 or 74.5% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP use Ad-Supported Facebook for an average of 52.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

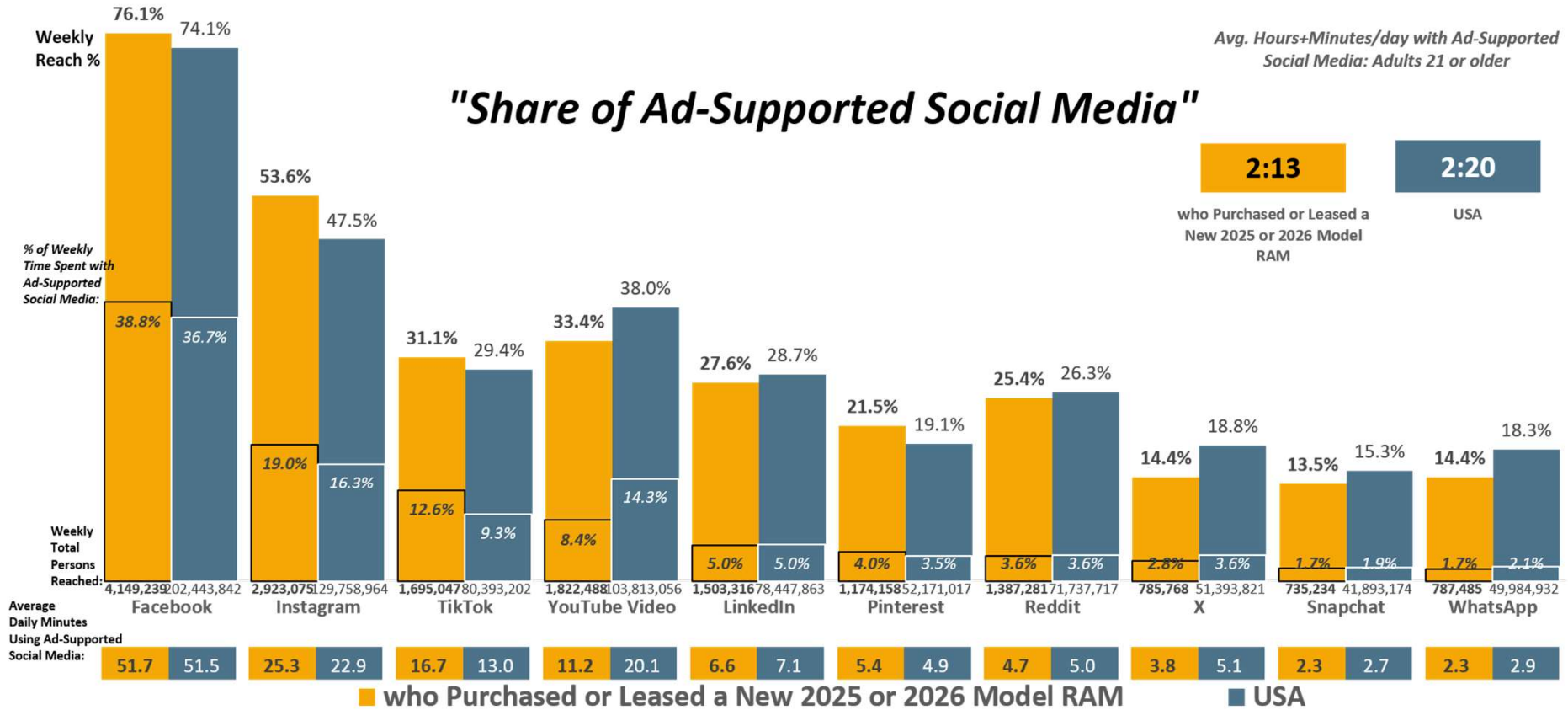
"Share of Ad-Supported Social Media"





4,149,239 or 76.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM use Ad-Supported Facebook for an average of 51.7 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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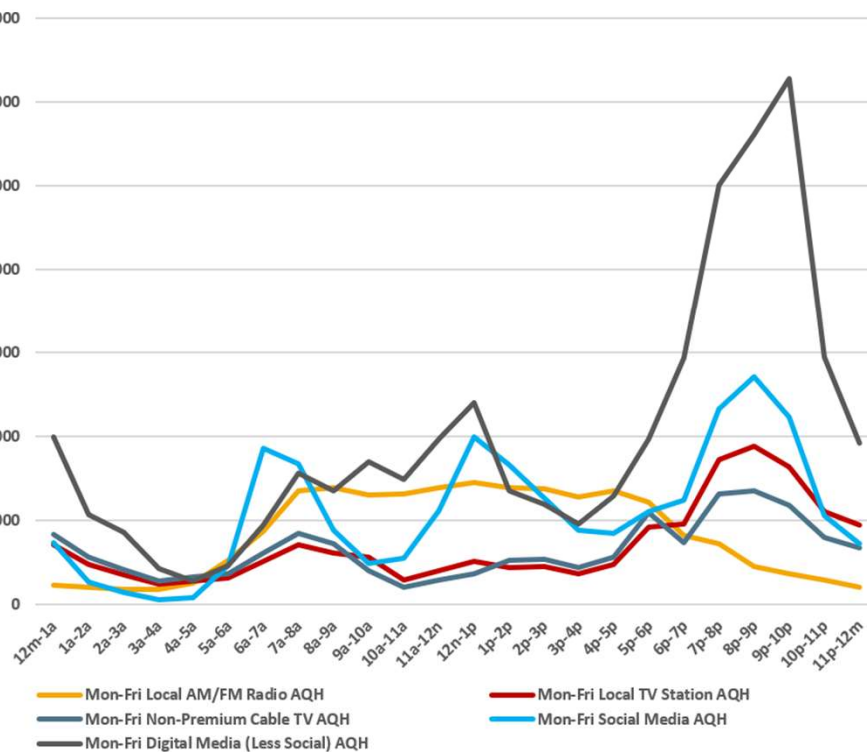
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[[Make of new vehicle (HHLID): RAM AND (Model year of new vehicle (HHLID): 2026:Any new vehicle OR Model year of new vehicle (HHLID): 2025:Any new vehicle)]]

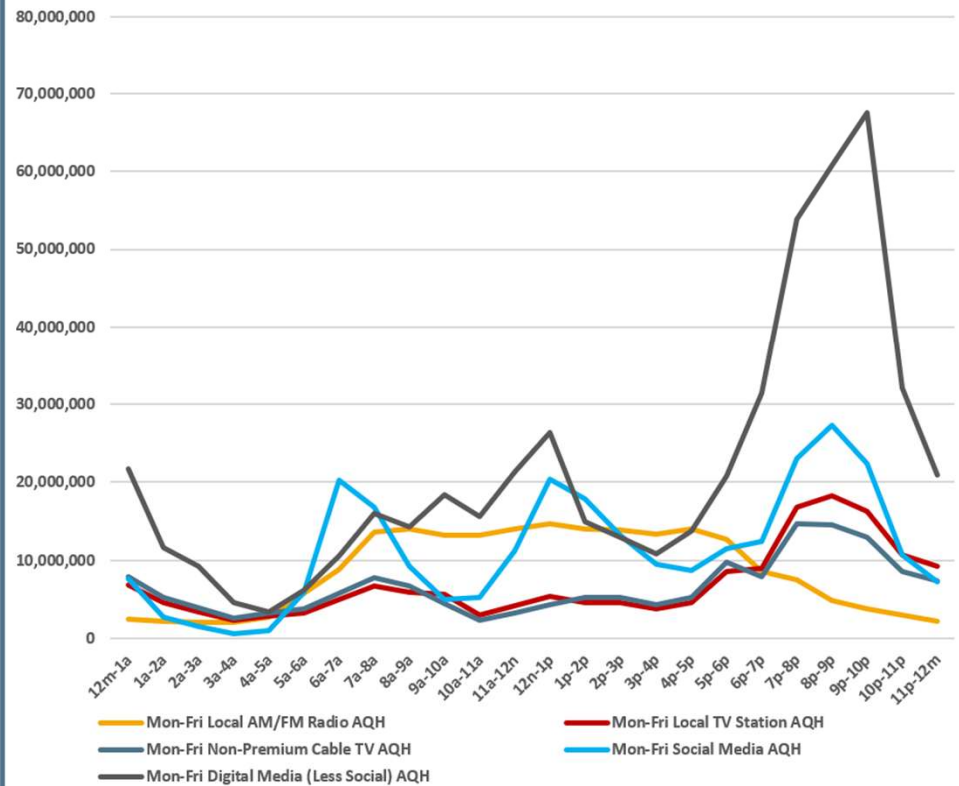


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,622,331;
Local Radio: 1,269,138; Social Media: 1,198,831; Non-Prem. Cable: 563,945; Local TV:
554,339 reaching Adults 21 or older who Purchased or Leased a New 2025 or

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Purchased or Leased a New 2025 or
2026 Model CHEVROLET



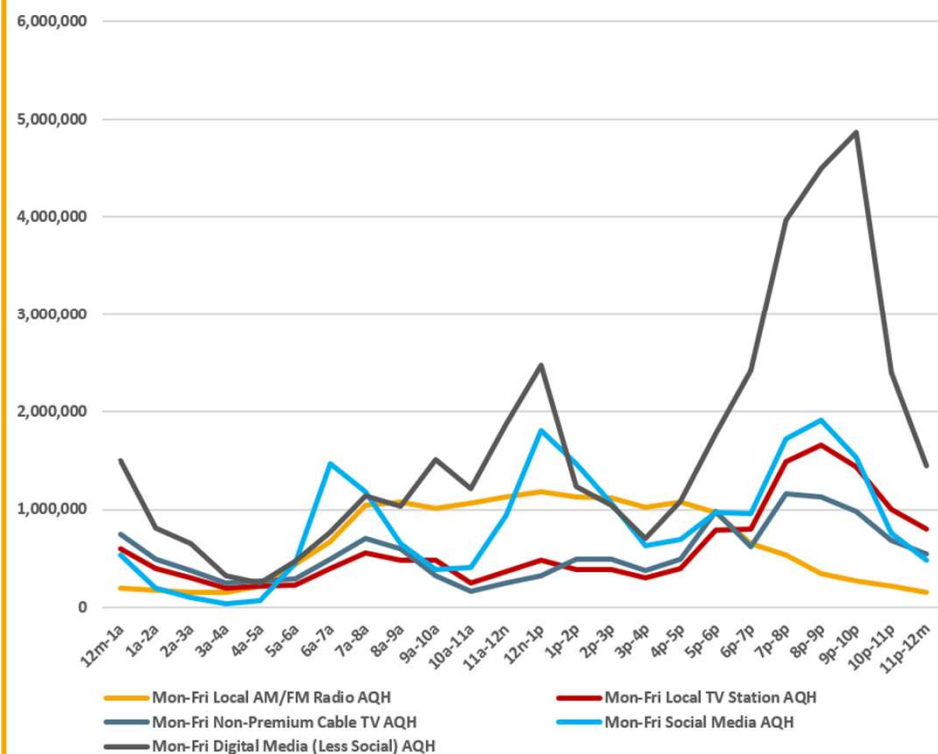
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



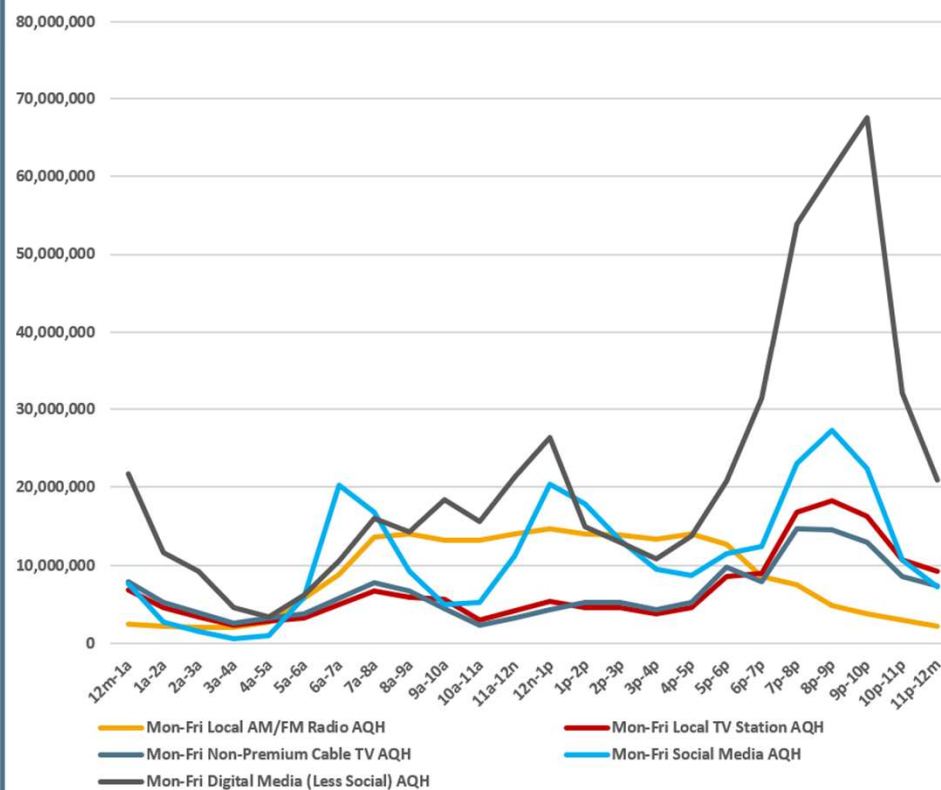


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,404,509;
Local Radio: 1,010,349; Social Media: 969,269; Non-Prem. Cable: 485,250; Local TV:
466,063 reaching Adults 21 or older who Purchased or Leased a New 2025 or 20

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Purchased or Leased a New 2025 or
2026 Model FORD



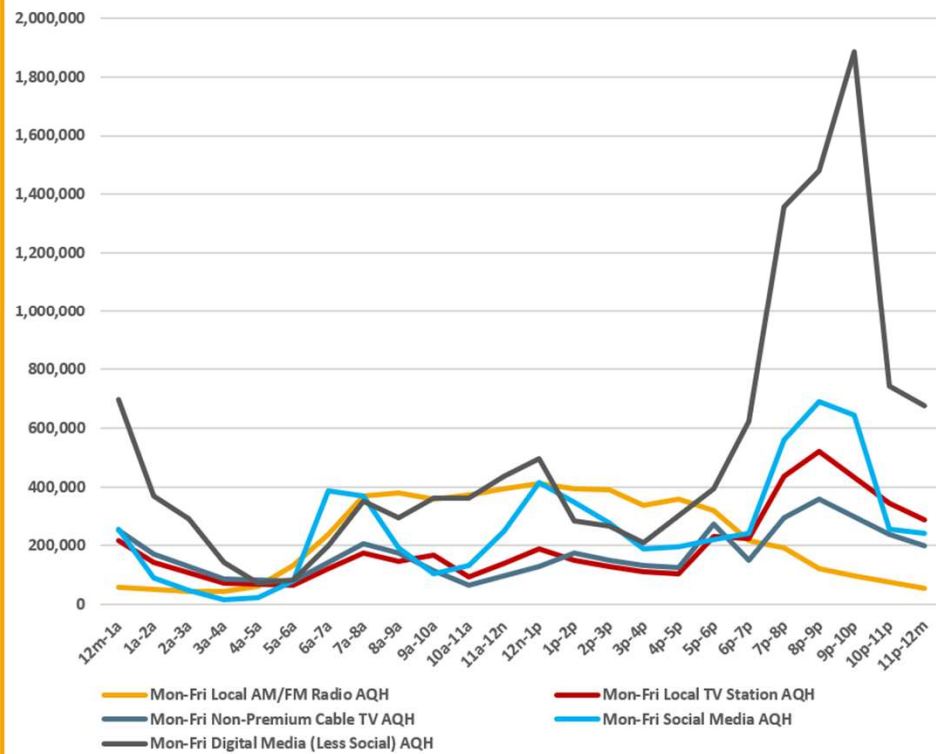
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



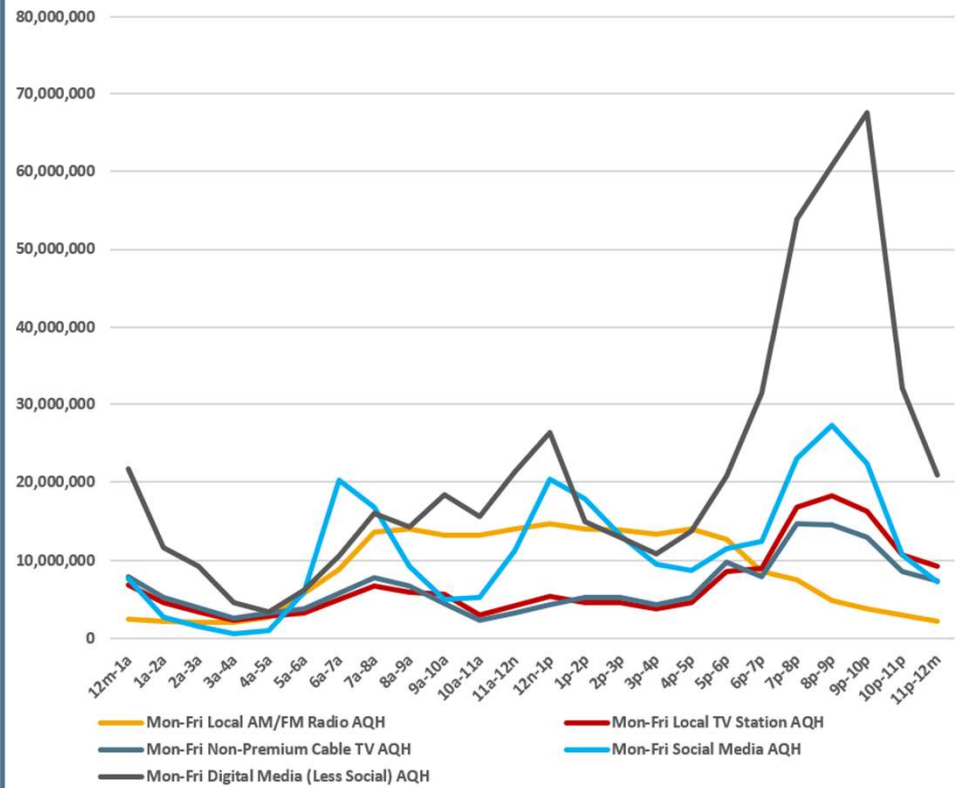


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 351,904;
Local Radio: 349,326; Social Media: 255,453; Local TV: 152,344; Non-Prem. Cable: 148,806
reaching Adults 21 or older who Purchased or Leased a New 2025 or 2026 M

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Purchased or Leased a New 2025 or
2026 Model GMC



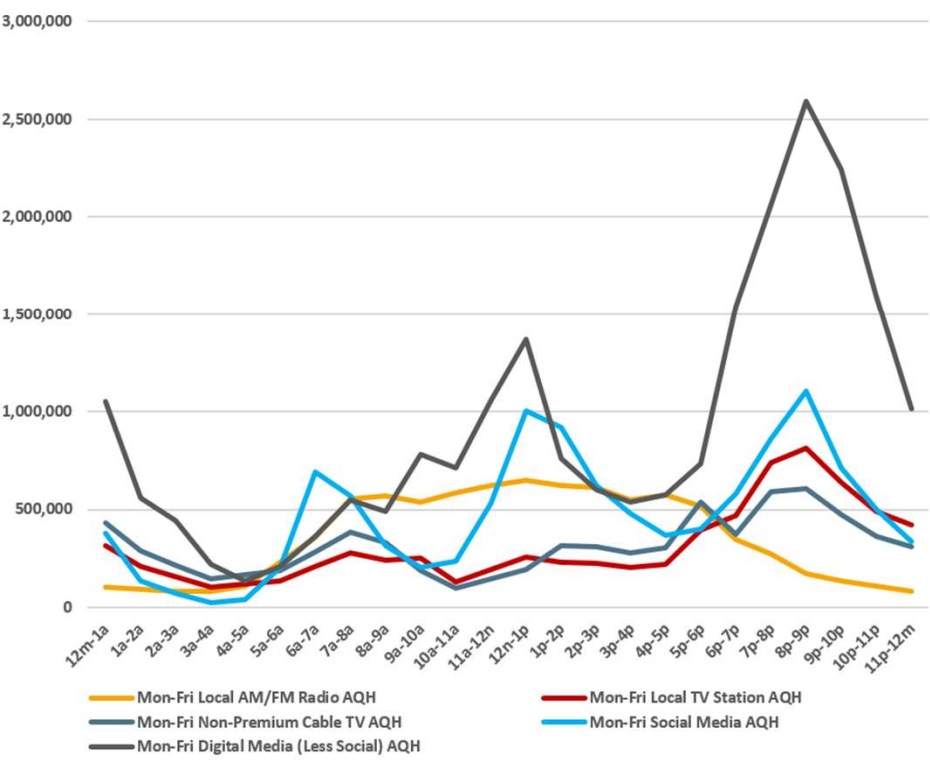
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



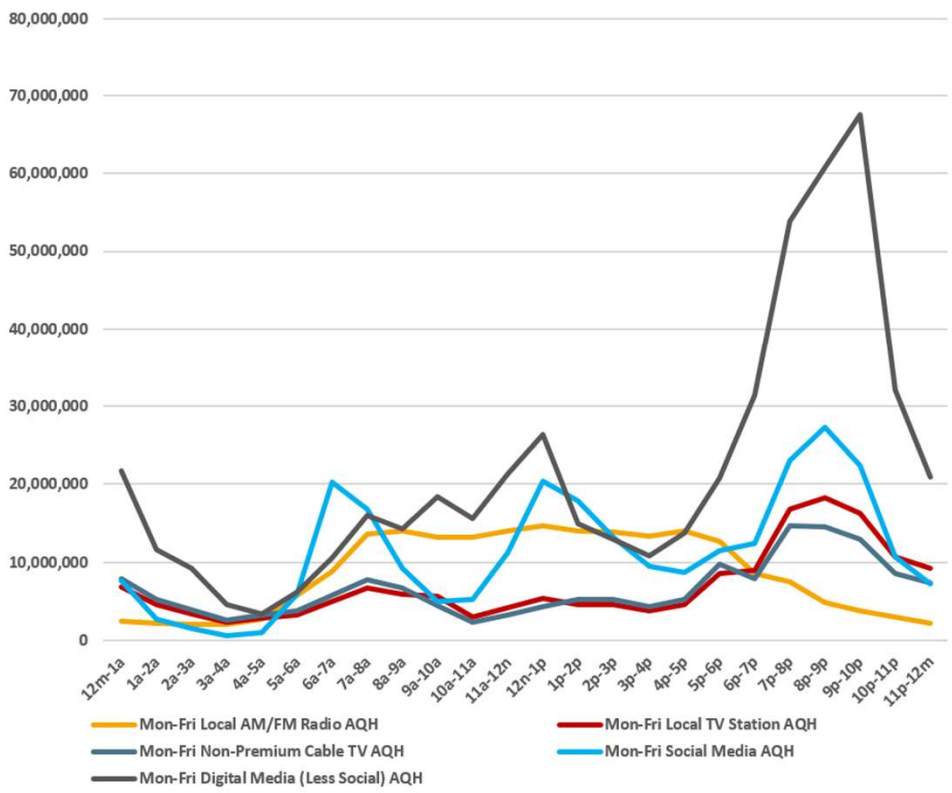


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 773,519;
Local Radio: 545,674; Social Media: 532,436; Non-Prem. Cable: 287,359; Local TV: 253,904
reaching Adults 21 or older who Purchased or Leased a New 2025 or 2026 M

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Purchased or Leased a New 2025 or
2026 Model JEEP



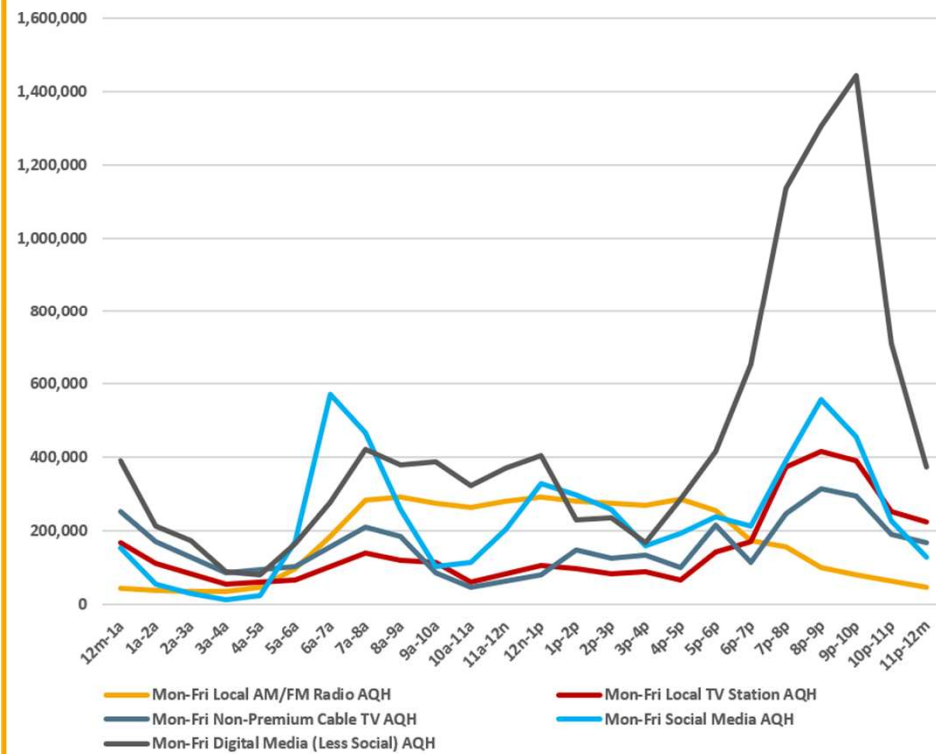
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



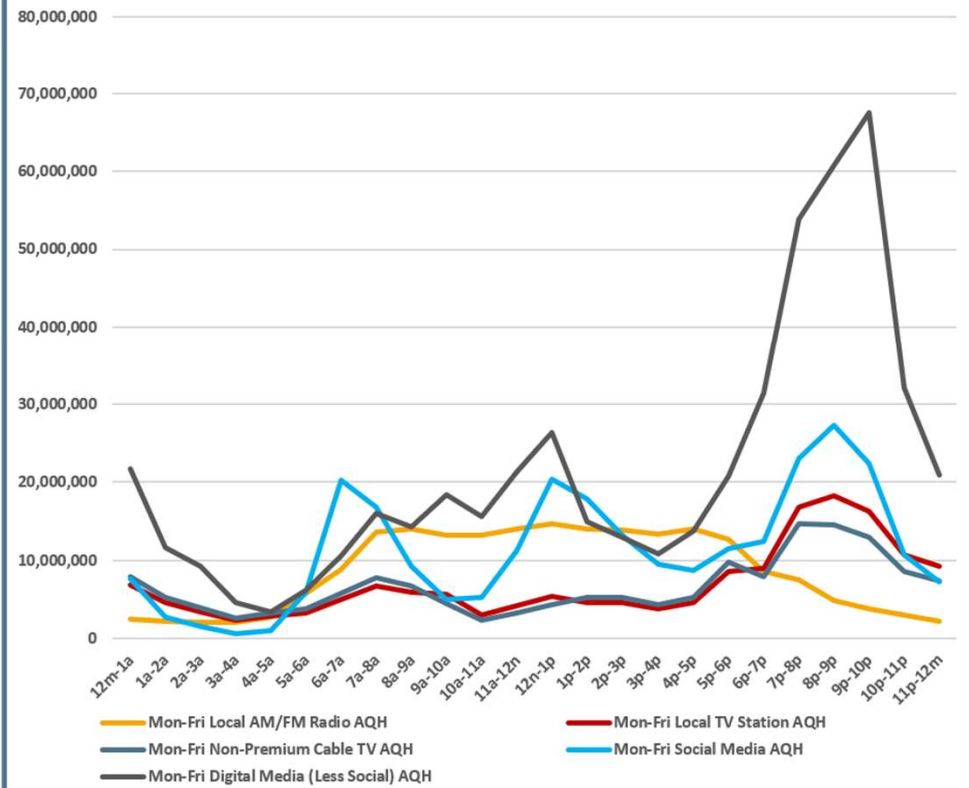


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 350,653; Local Radio: 262,659; Social Media: 262,552; Non-Prem. Cable: 127,842; Local TV: 105,848 reaching Adults 21 or older who Purchased or Leased a New 2025 or 2026 M

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM



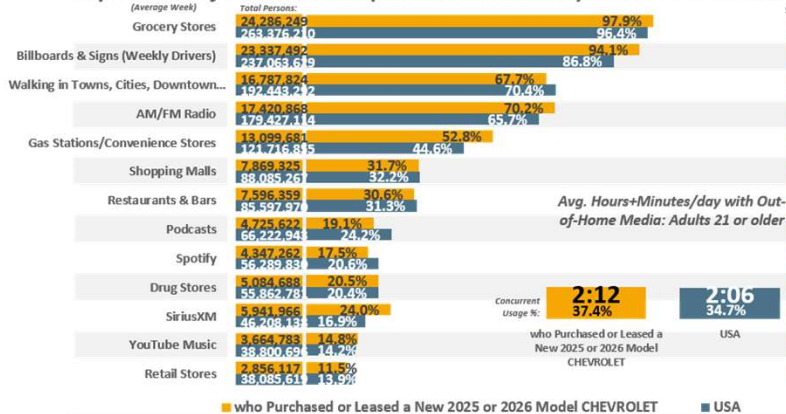
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older



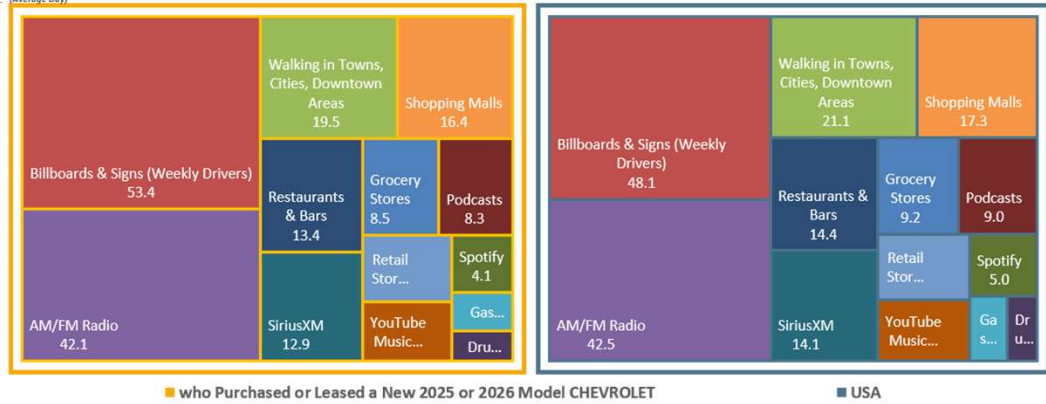


23,337,492 or 94.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 67.7% Listen to Local Radio Stations Out-of-Home for an average of 39.7 min

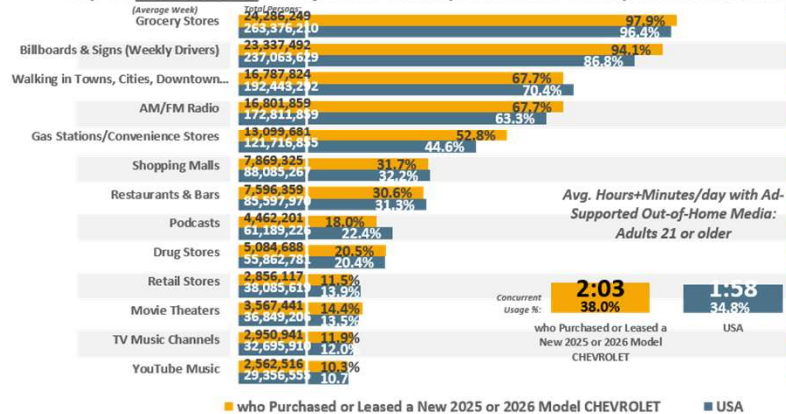
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



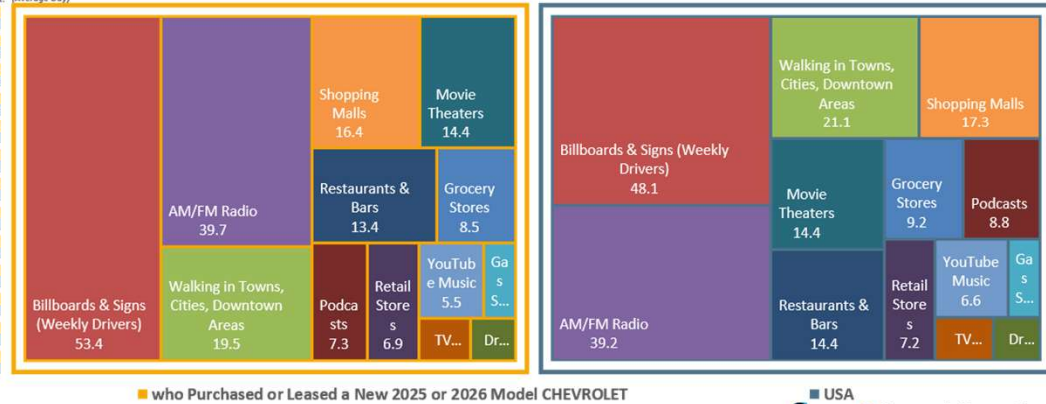
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 465
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USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 23,606

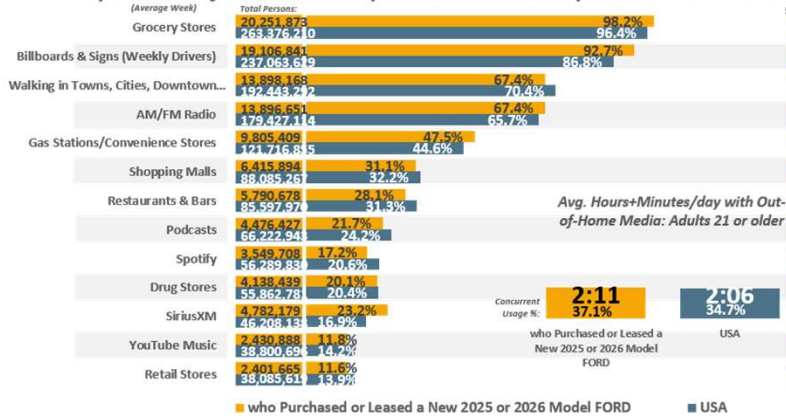
soefa.ai Share of Everything for Anything

[[Make of new vehicle (HHLD): CHEVROLET AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]

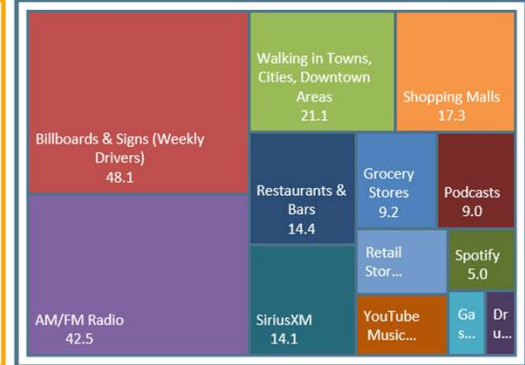
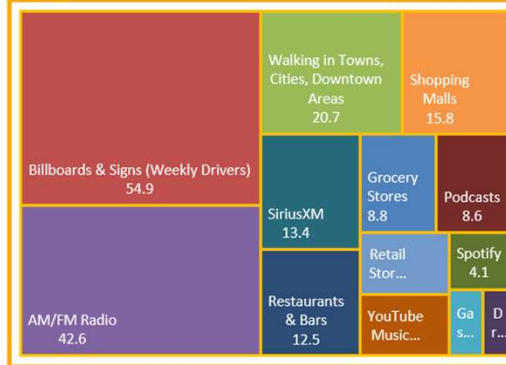


19,106,841 or 92.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/

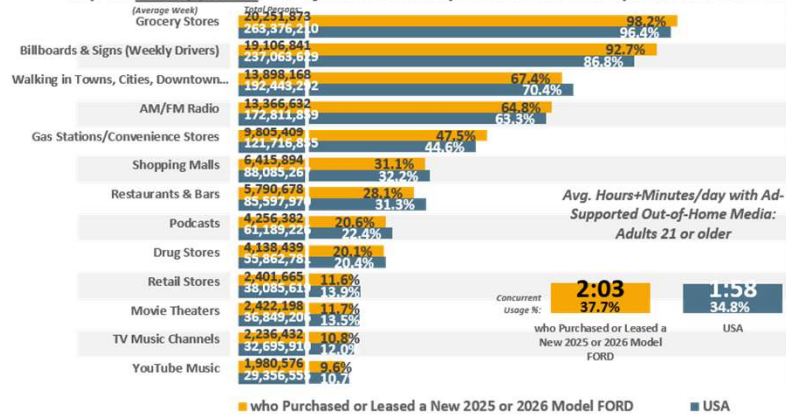
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



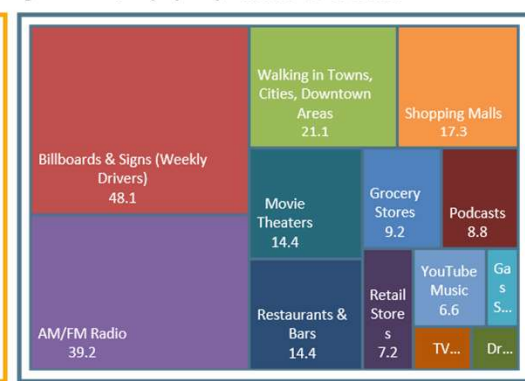
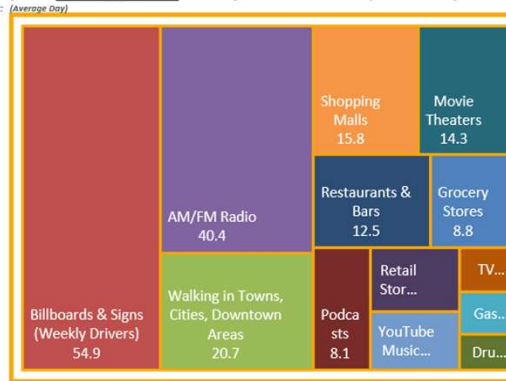
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



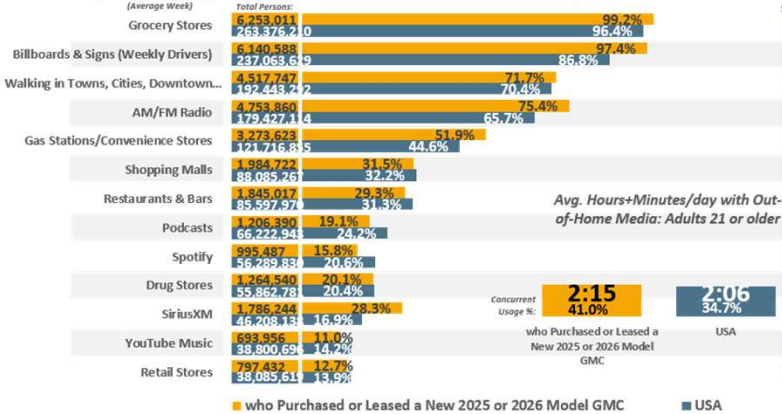
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



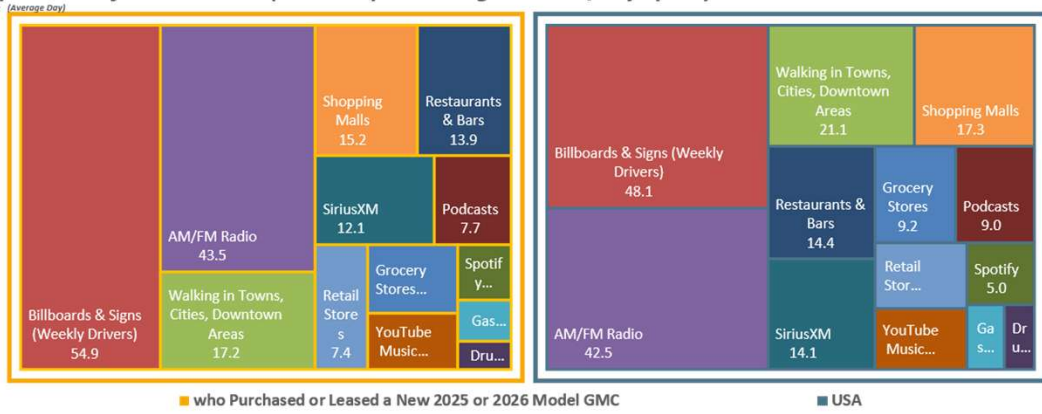


6,140,588 or 97.4% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 72.7% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day

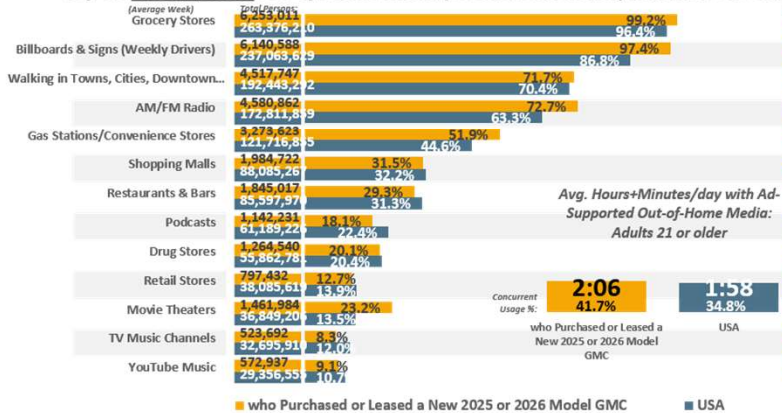
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



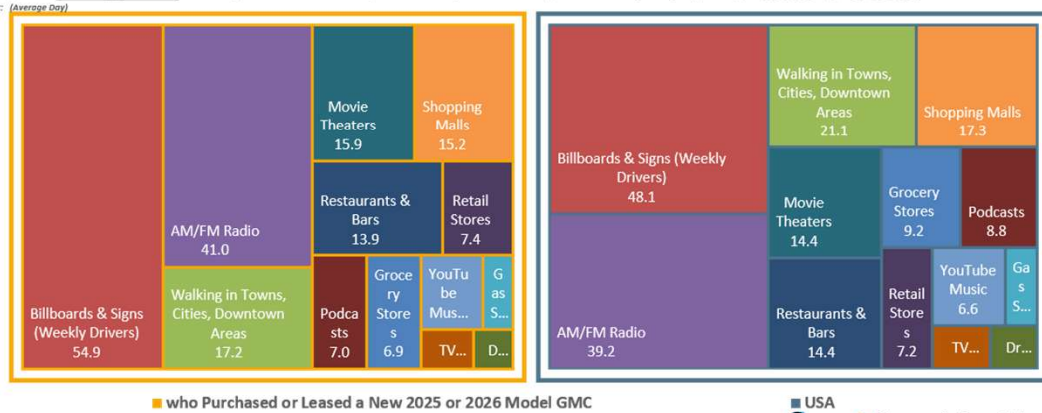
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



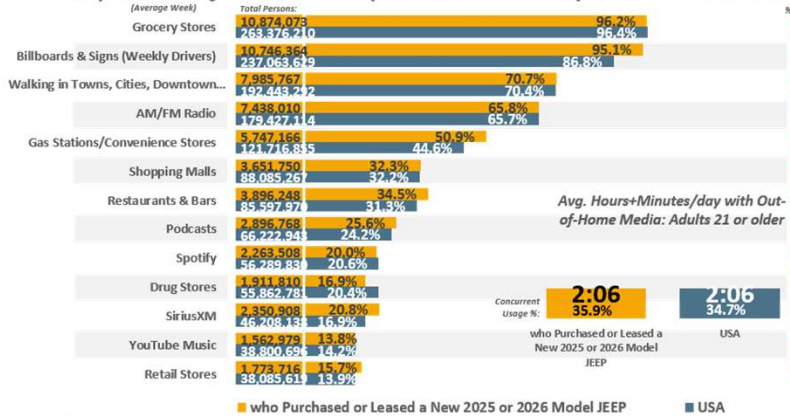
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



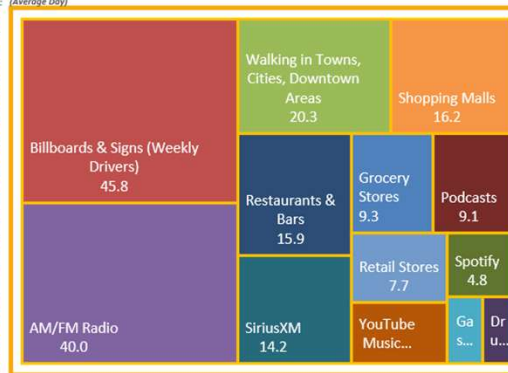


10,746,364 or 95.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 38. minutes/d

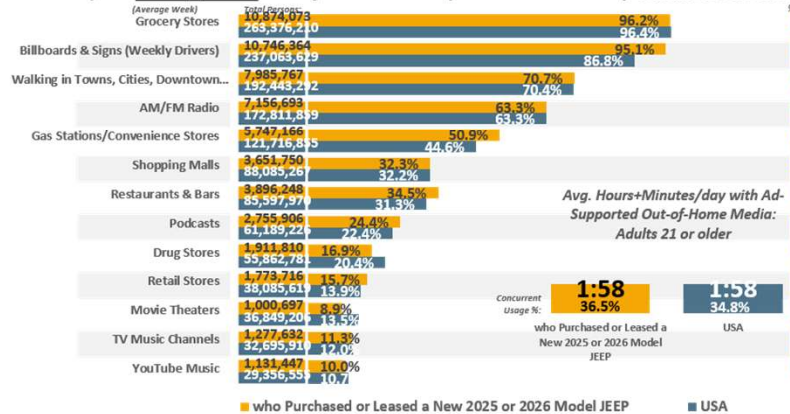
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



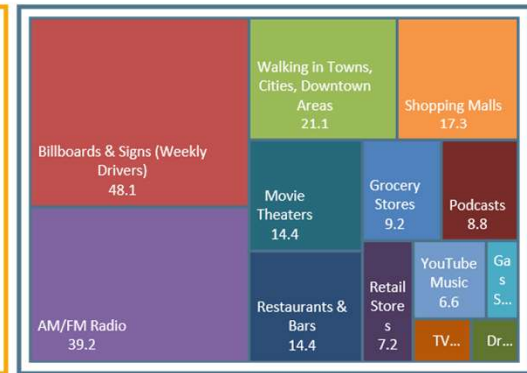
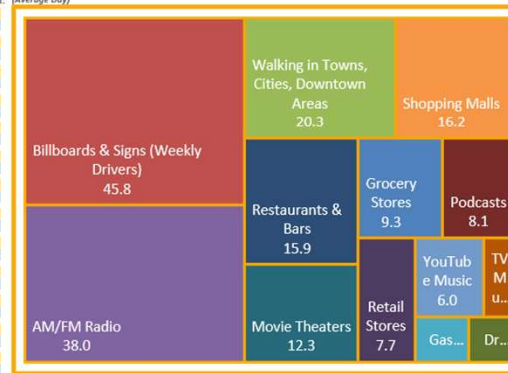
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



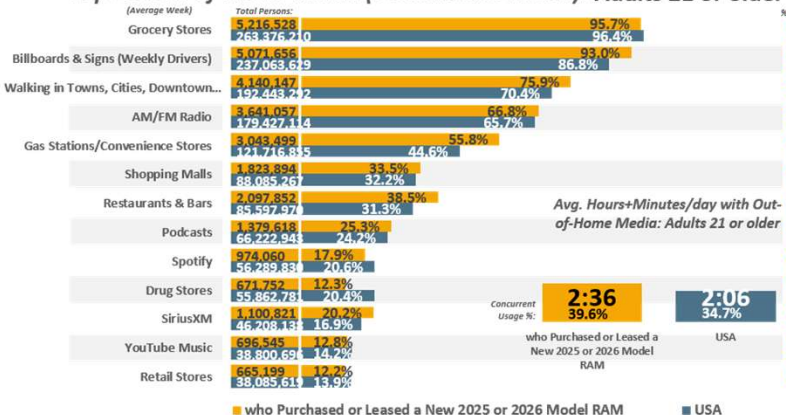
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



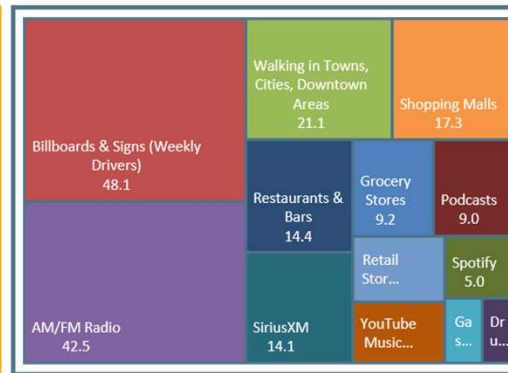


5,071,656 or 93.% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM spend an average of 70.4 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

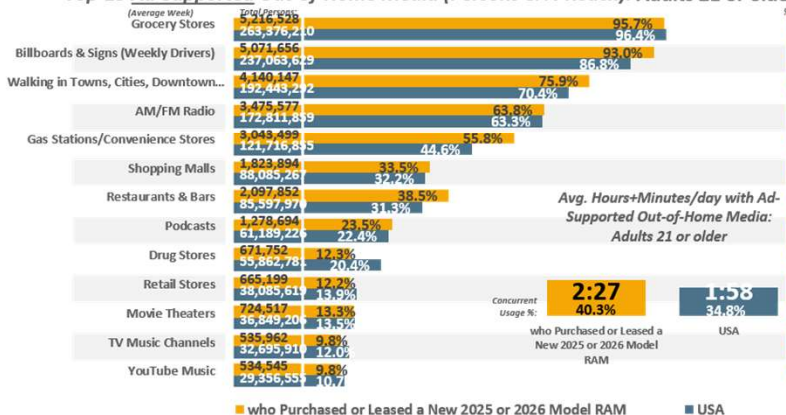
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



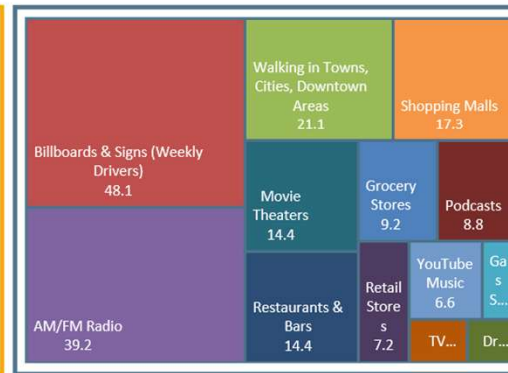
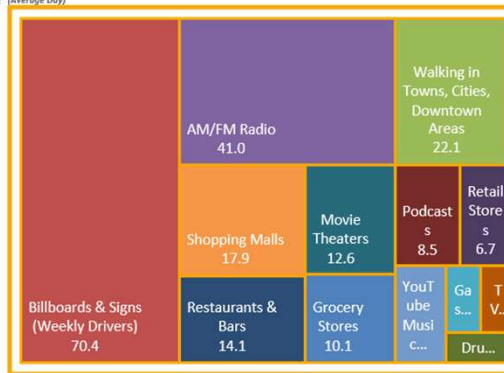
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 100
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[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]

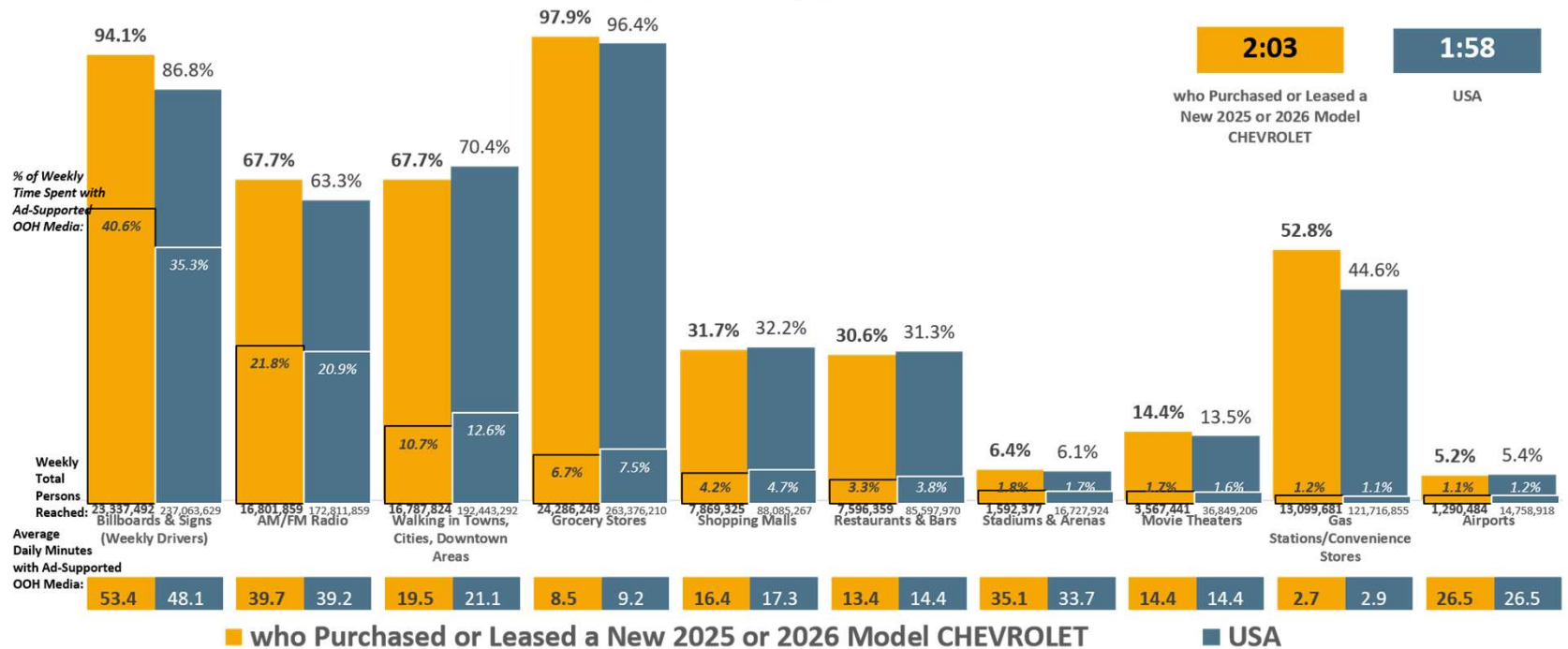


23,337,492 or 94.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET spend an average of 53.4 minutes per day driving, seeing Billboards and Signs representing 40.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



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[[Make of new vehicle (HHLD): CHEVROLET AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]

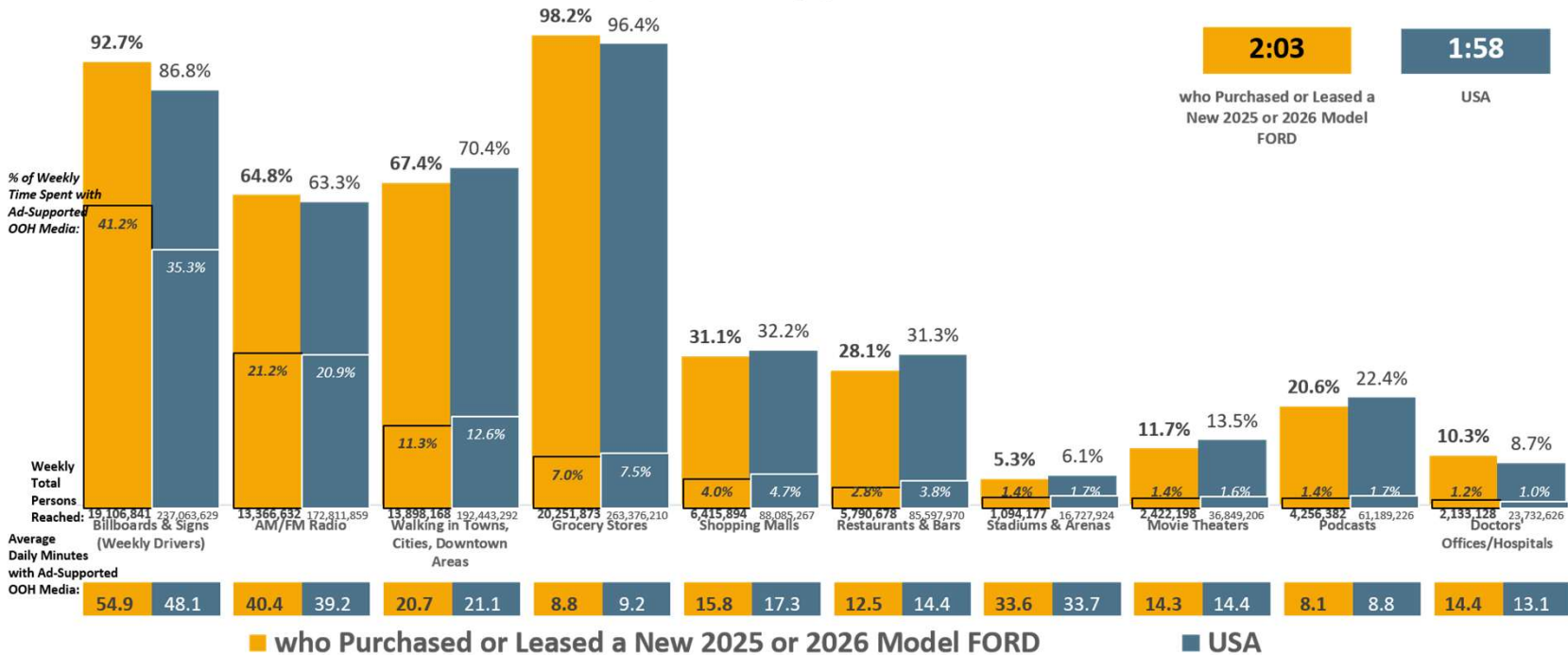


19,106,841 or 92.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 340
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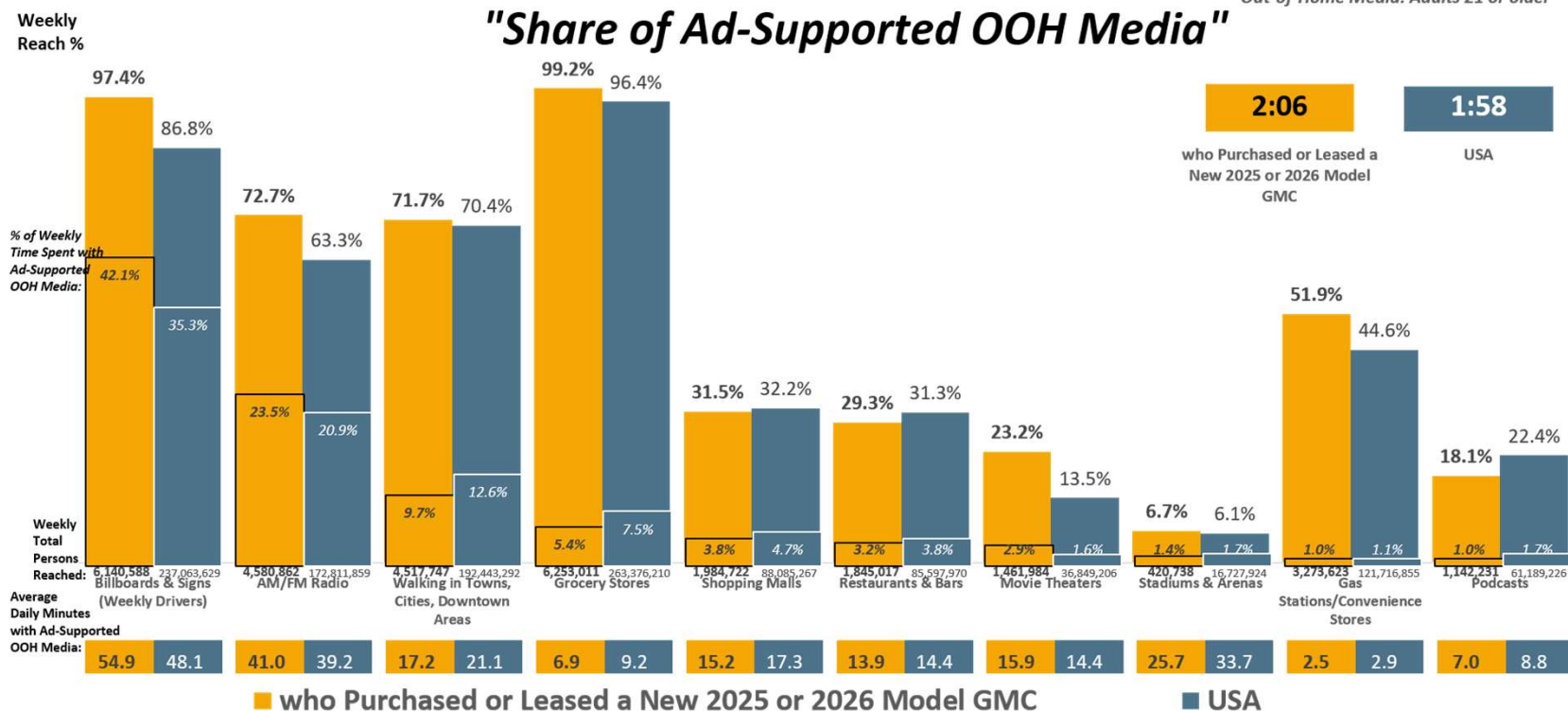
soefa.ai Share of Everything for Anything

{{(Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)}}



6,140,588 or 97.4% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 42.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older



2:06

1:58

who Purchased or Leased a New 2025 or 2026 Model GMC

USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 161
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[(Make of new vehicle (HHLD): GMC AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]

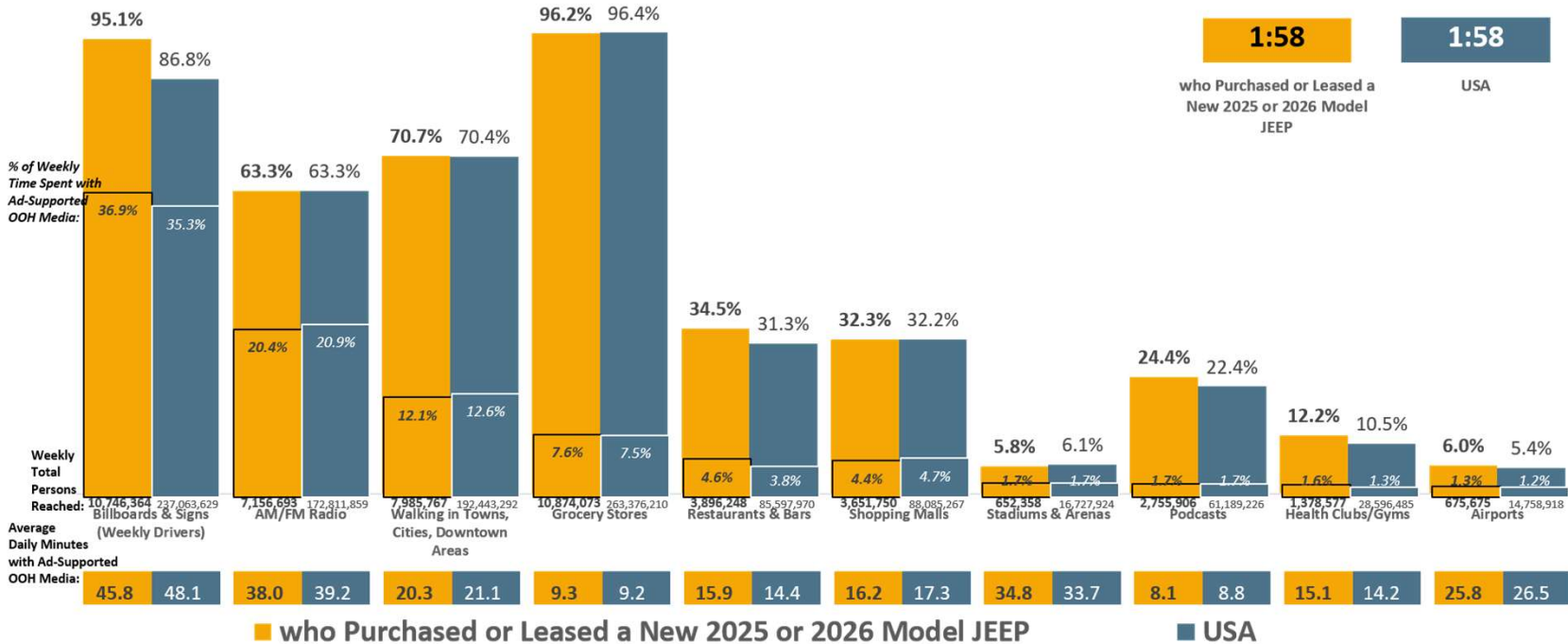


10,746,364 or 95.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 167
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{{(Make of new vehicle (HHLD):JEEP AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)}}

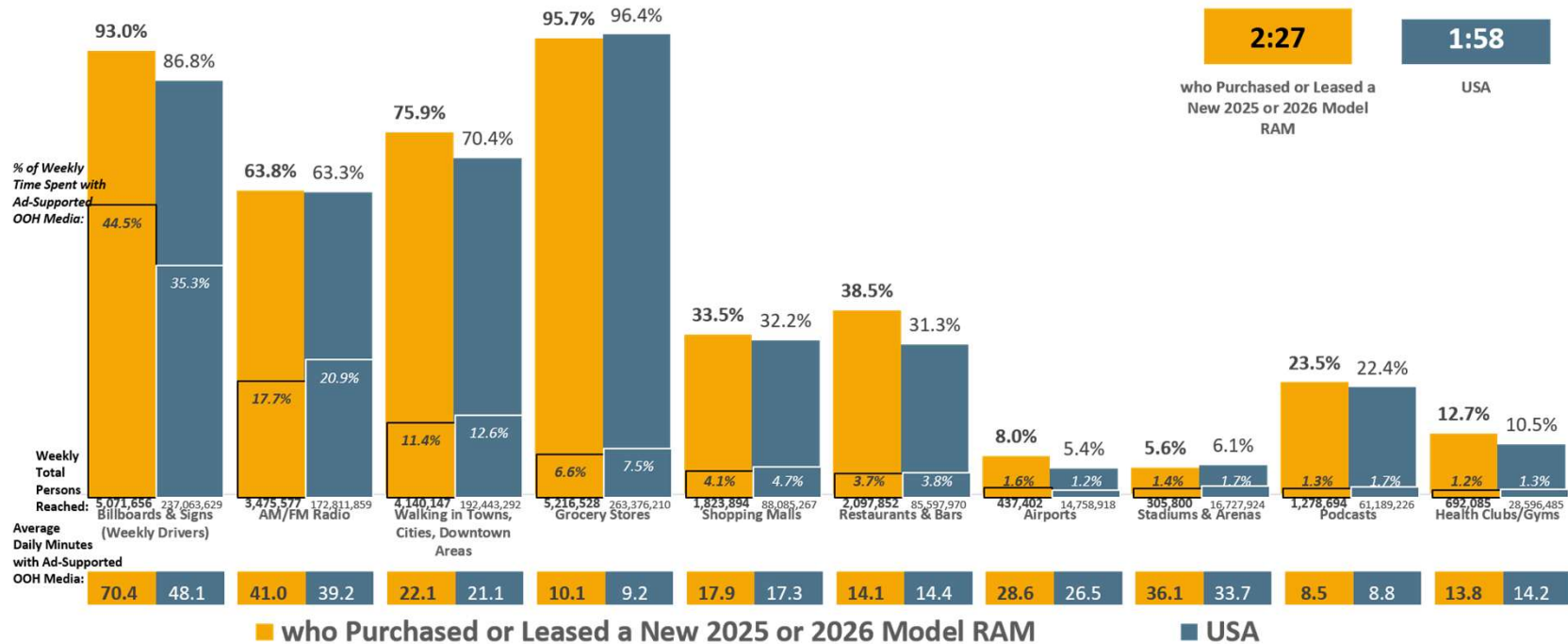


5,071,656 or 93.0% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM spend an average of 70.4 minutes per day driving, seeing Billboards and Signs representing 44.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 100
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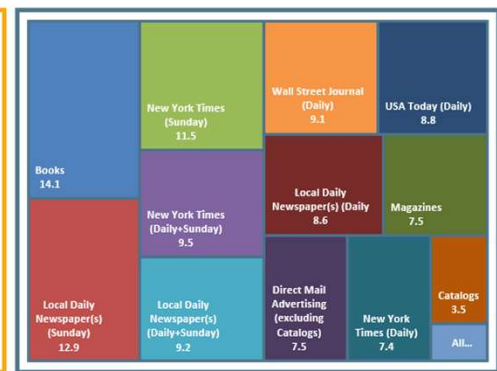
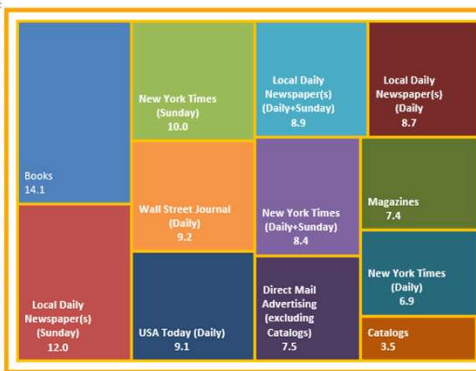
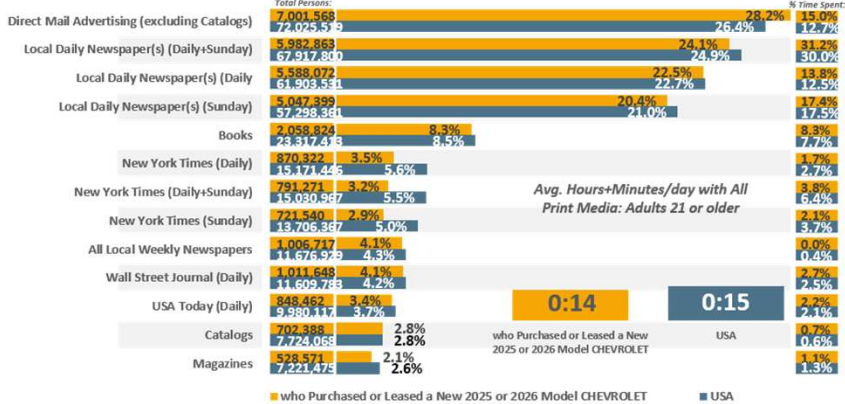
soefa.ai Share of Everything for Anything

[(Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]

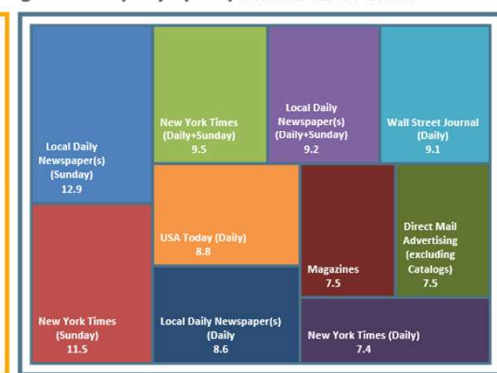
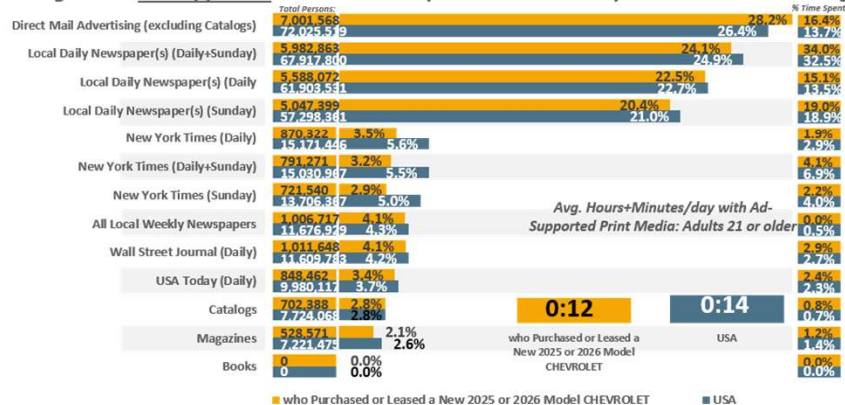


5,982,863 or 24.1% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model CHEVROLET read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 34.% of all time spent daily with All forms of Print Med

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



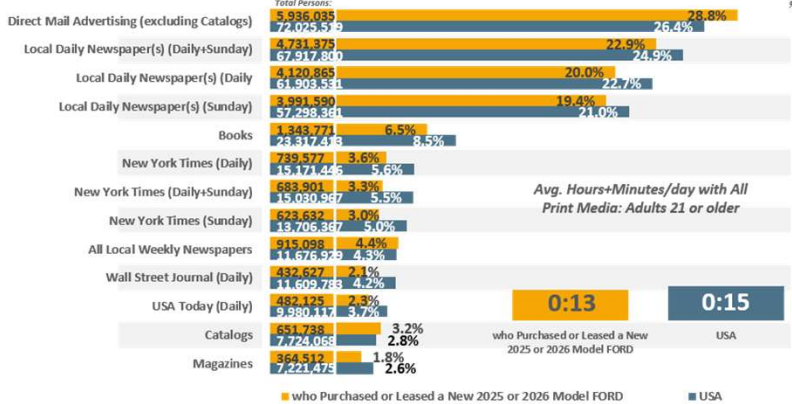
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



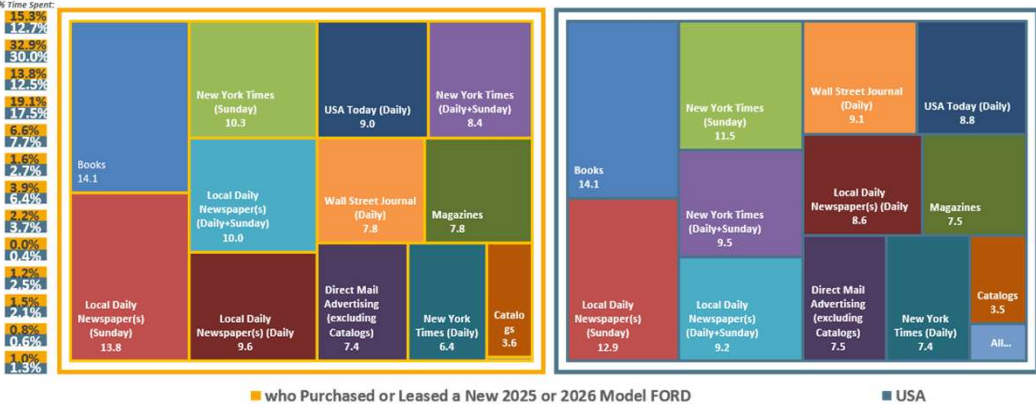


4,731,375 or 22.9% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model FORD read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

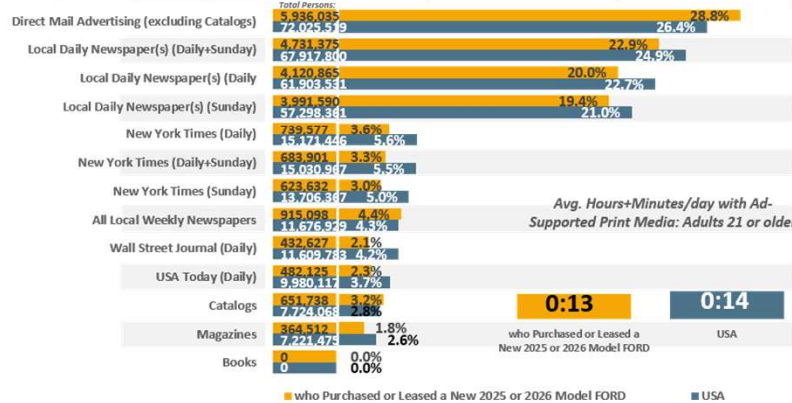
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



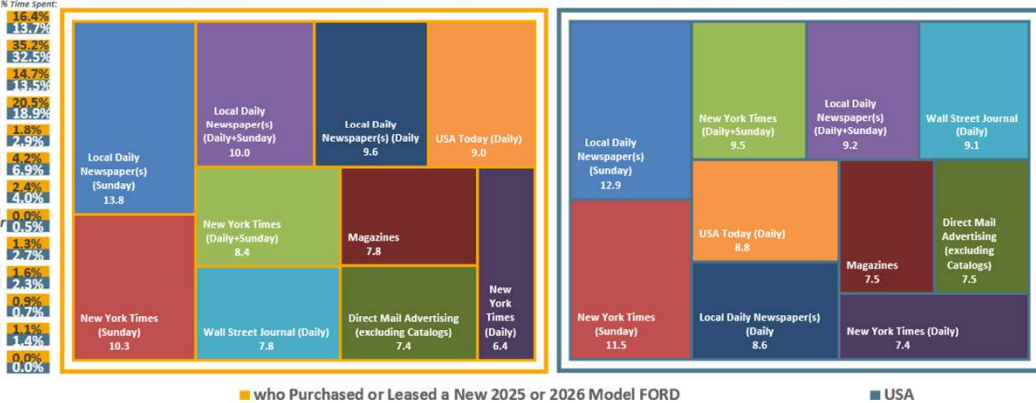
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



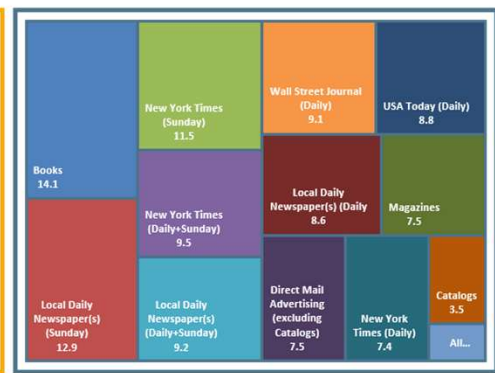
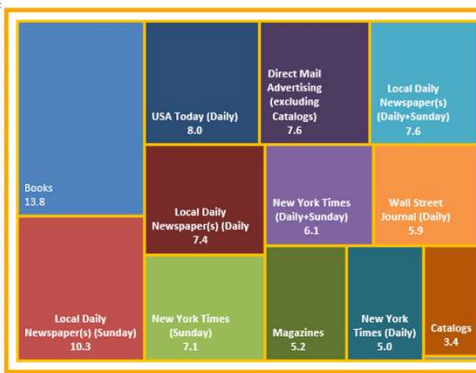
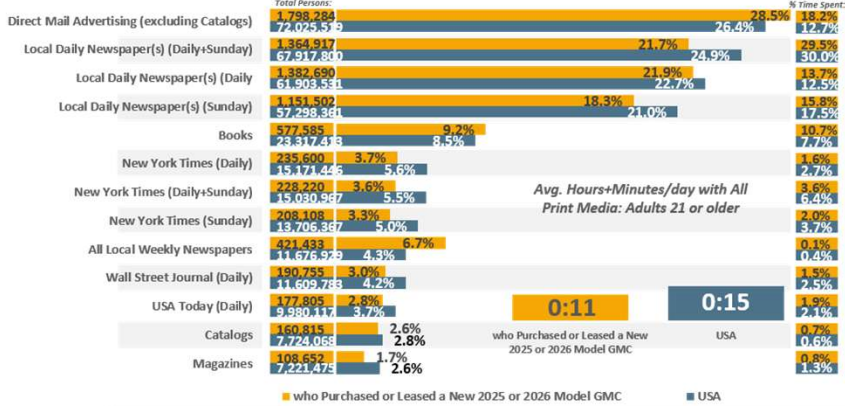
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



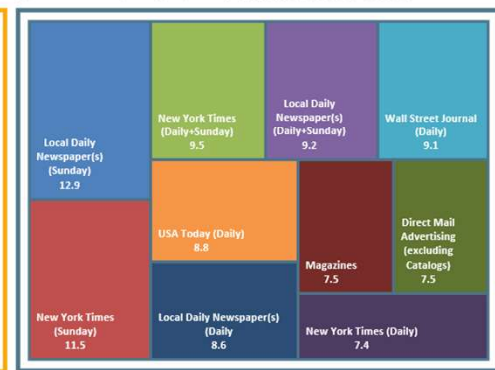
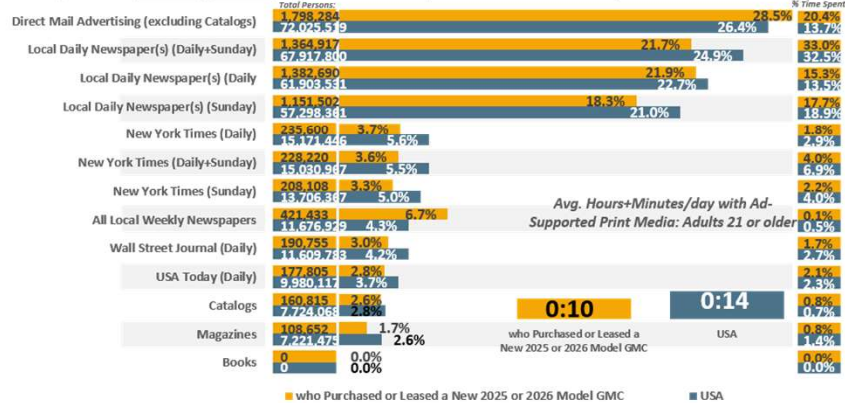


1,364,917 or 21.7% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model GMC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



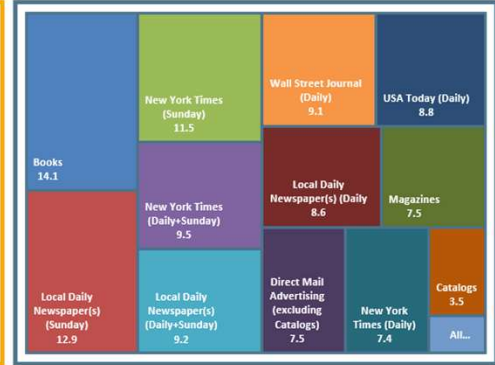
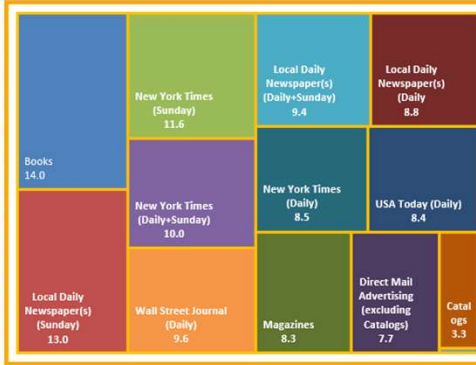
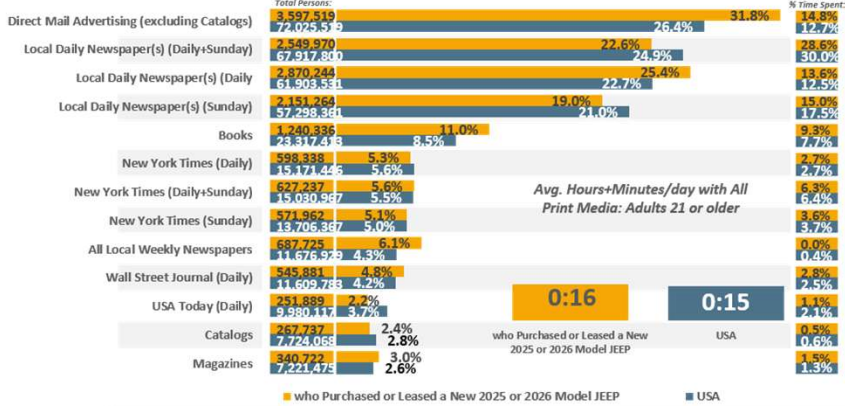
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



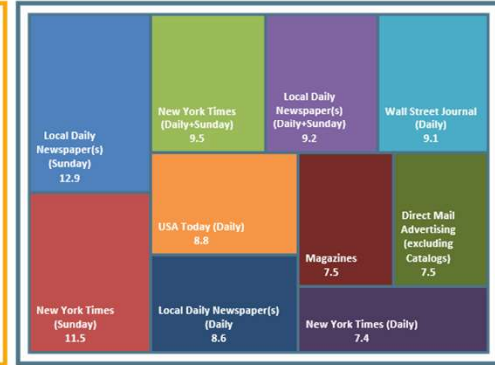
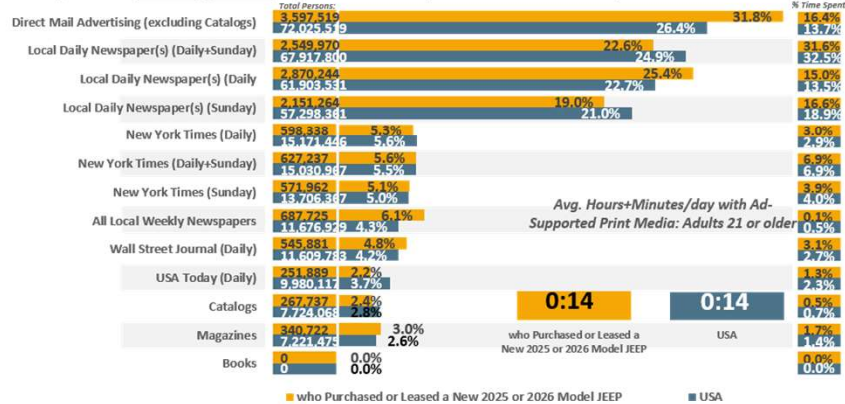


2,549,970 or 22.6% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model JEEP read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



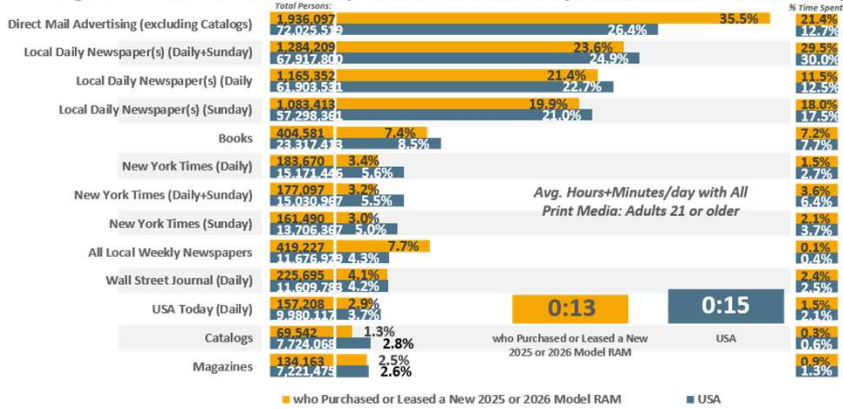
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





1,284,209 or 23.6% of Adults 21 or older who Purchased or Leased a New 2025 or 2026 Model RAM read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

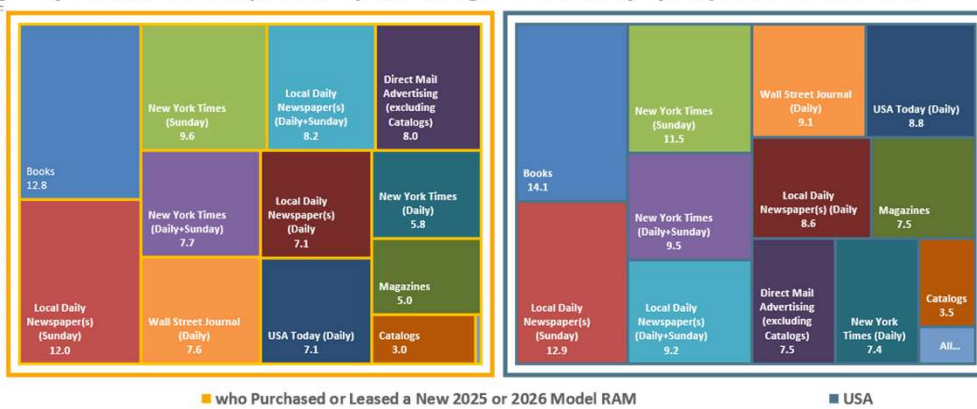
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



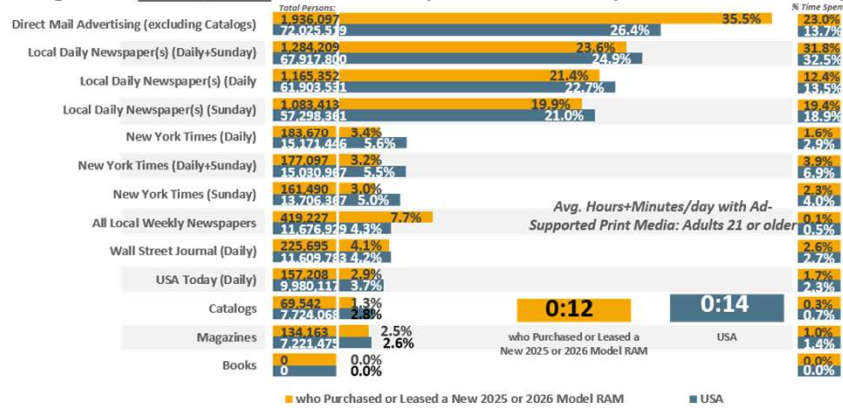
Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

0:13 0:15

Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



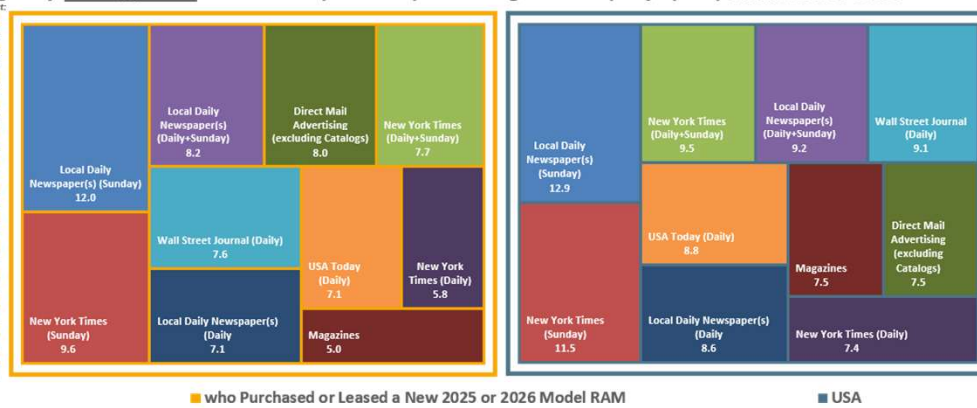
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 21 or older

0:12 0:14

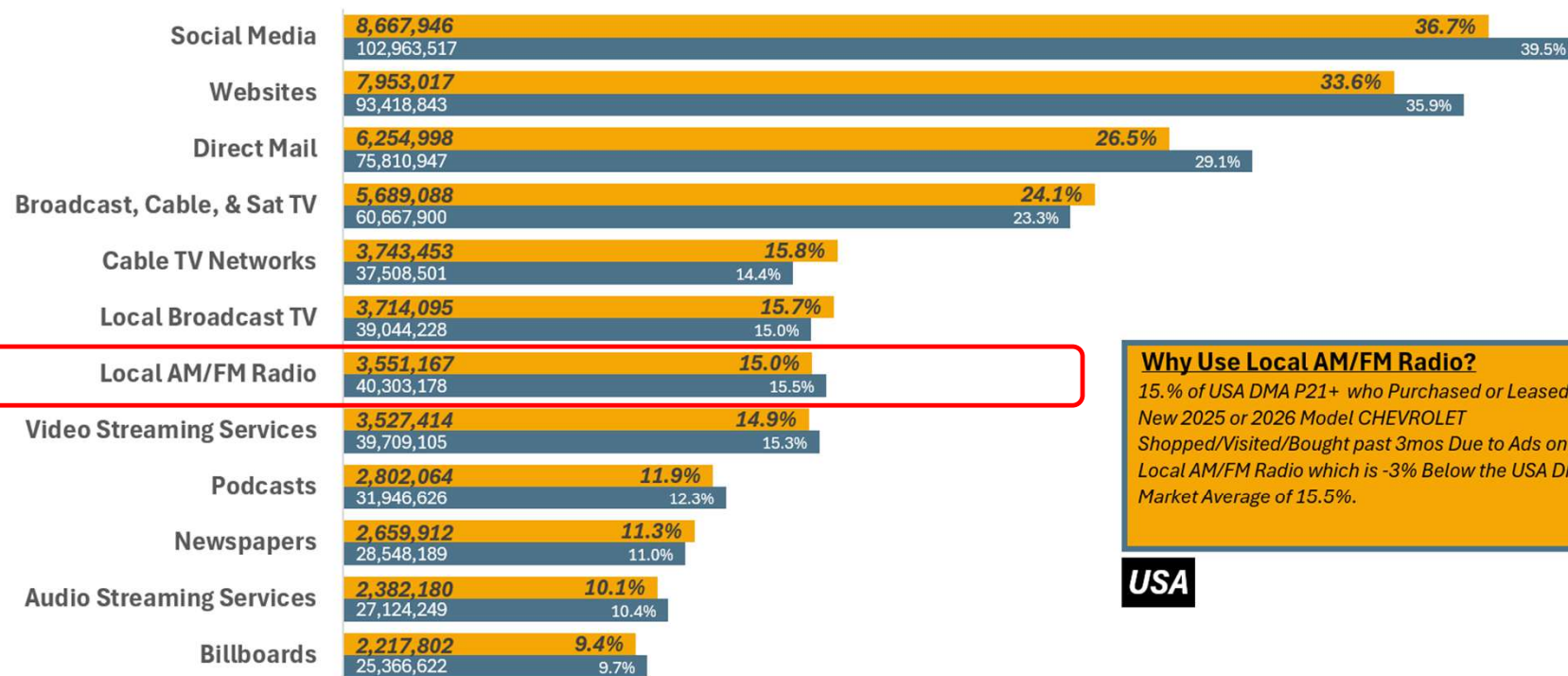
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





"Advertising Actions"

P21+ who Purchased or Leased a New 2025 or 2026 Model CHEVROLET
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15. % of USA DMA P21+ who Purchased or Leased a New 2025 or 2026 Model CHEVROLET Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 15.5%.

USA

■ P21+ who Purchased or Leased a New 2025 or 2026 Model CHEVROLET (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 465
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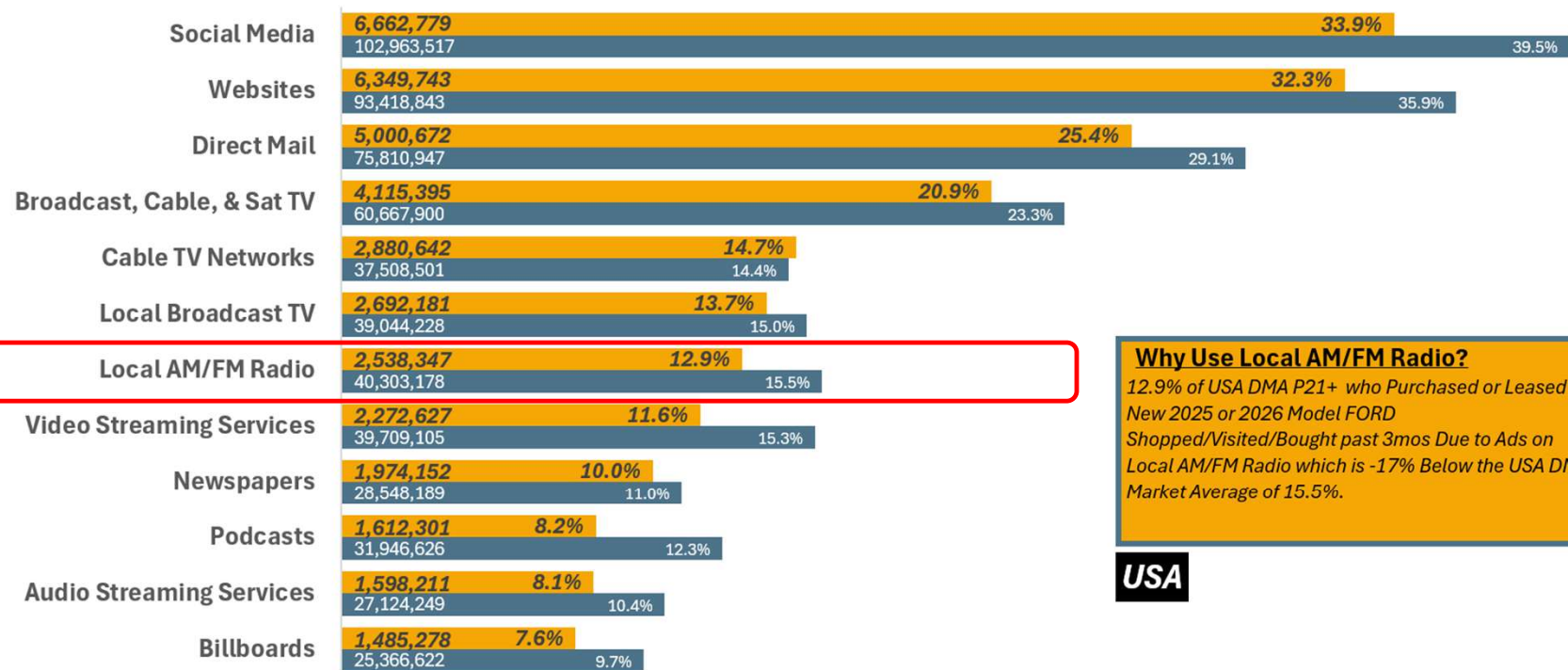
soefa.ai Share of Everything for Anything ®

[(Make of new vehicle (HHLID): CHEVROLET AND (Model year of new vehicle (HHLID): 2026:Any new vehicle OR Model year of new vehicle (HHLID): 2025:Any new vehicle)]



"Advertising Actions"

**P21+ who Purchased or Leased a New 2025 or 2026 Model FORD
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

12.9% of USA DMA P21+ who Purchased or Leased a New 2025 or 2026 Model FORD Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the USA DMA Market Average of 15.5%.

USA

■ P21+ who Purchased or Leased a New 2025 or 2026 Model FORD (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 340
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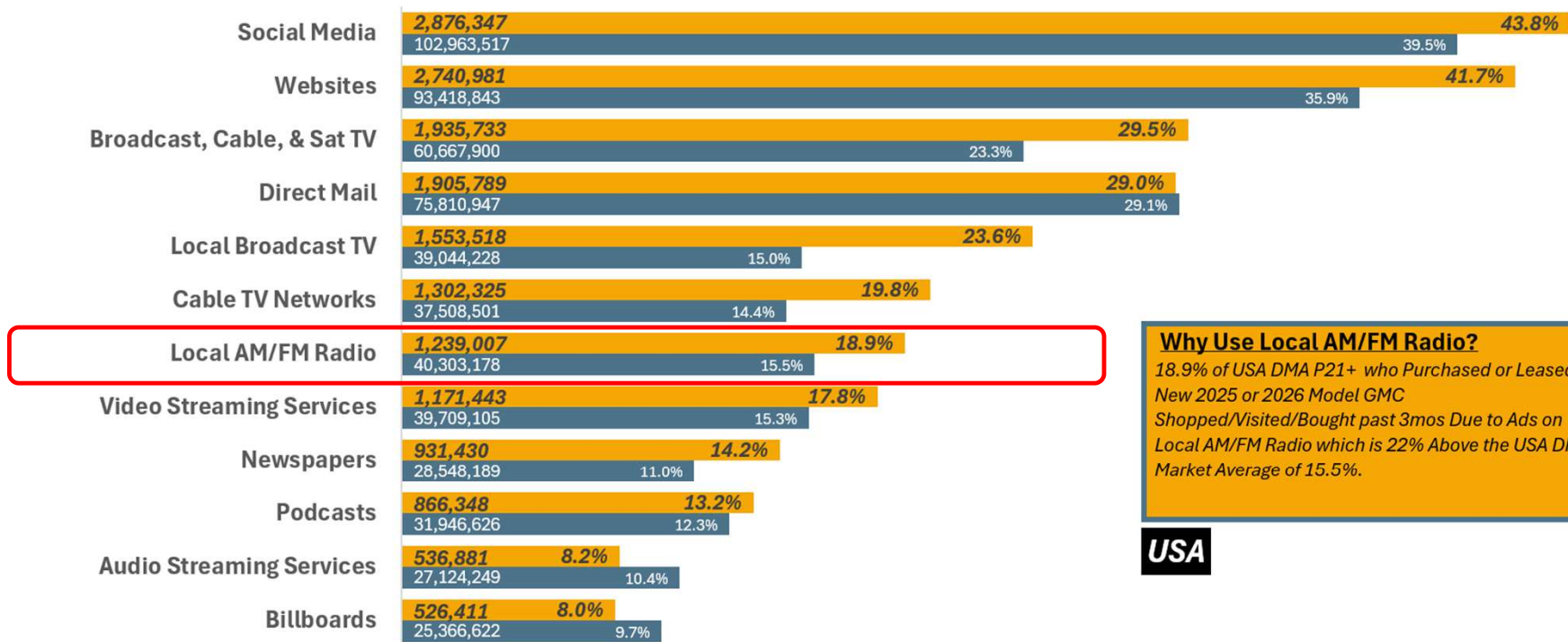
soefa.ai Share of Everything for Anything ®

[[Make of new vehicle (HHLD): FORD AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]



"Advertising Actions"

P21+ who Purchased or Leased a New 2025 or 2026 Model GMC
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
18.9% of USA DMA P21+ who Purchased or Leased a New 2025 or 2026 Model GMC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the USA DMA Market Average of 15.5%.



■ P21+ who Purchased or Leased a New 2025 or 2026 Model GMC (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P21+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 164
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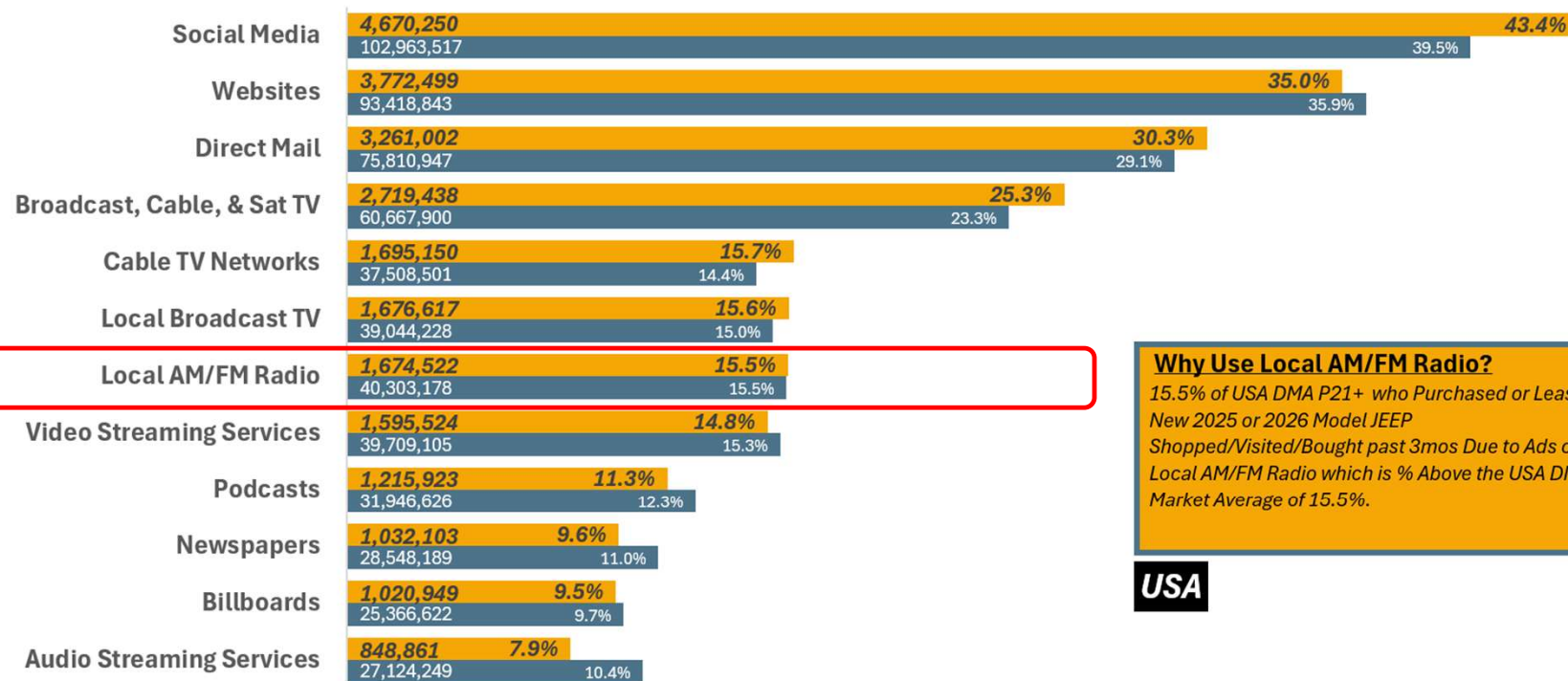
soefa.ai Share of Everything for Anything °

[(Make of new vehicle (HHLID): GMC AND (Model year of new vehicle (HHLID): 2026:Any new vehicle OR Model year of new vehicle (HHLID): 2025:Any new vehicle)]



"Advertising Actions"

P21+ who Purchased or Leased a New 2025 or 2026 Model JEEP
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.5% of USA DMA P21+ who Purchased or Leased a New 2025 or 2026 Model JEEP Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 15.5%.

USA

■ P21+ who Purchased or Leased a New 2025 or 2026 Model JEEP (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 167
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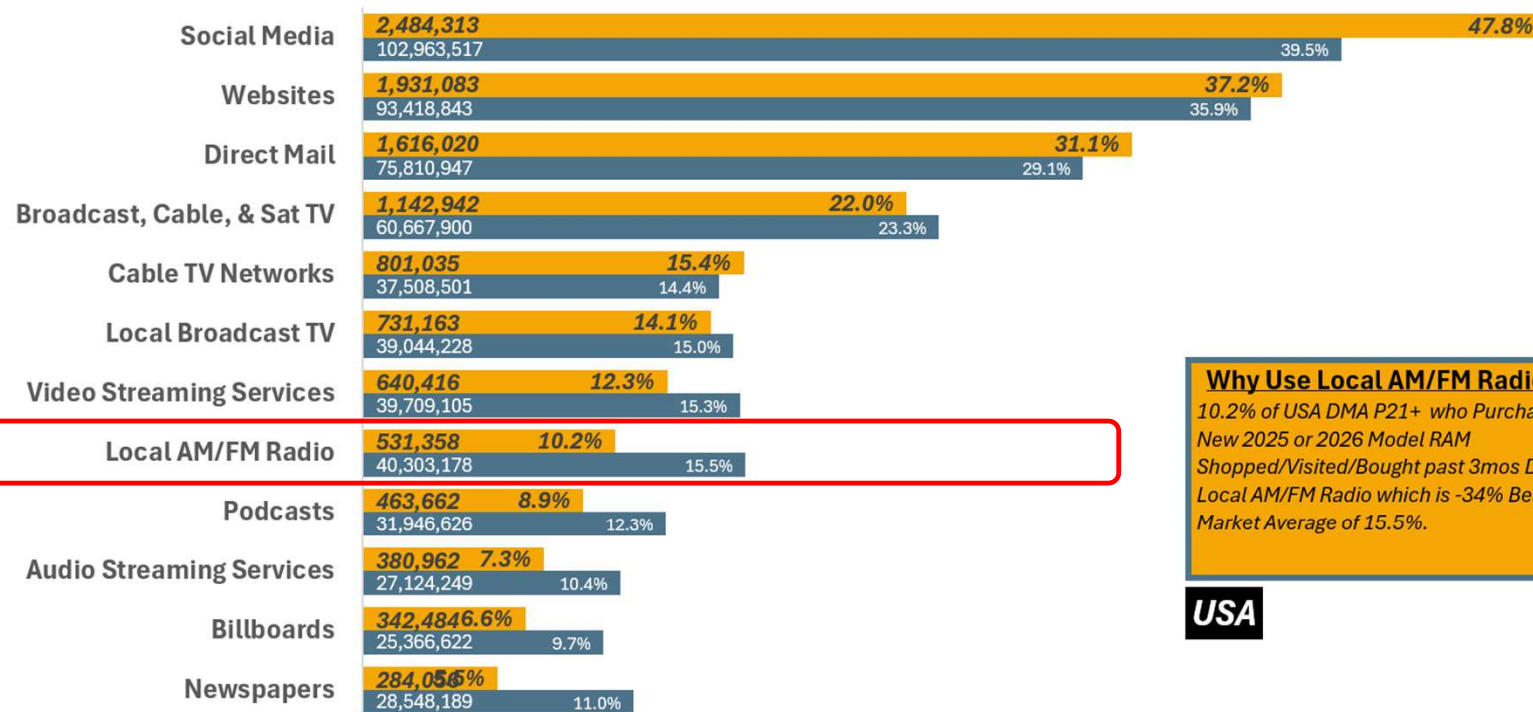
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[(Make of new vehicle (HHLID):JEEP AND (Model year of new vehicle (HHLID): 2026:Any new vehicle OR Model year of new vehicle (HHLID): 2025:Any new vehicle)]



"Advertising Actions"

P21+ who Purchased or Leased a New 2025 or 2026 Model RAM
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.2% of USA DMA P21+ who Purchased or Leased a New 2025 or 2026 Model RAM Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -34% Below the USA DMA Market Average of 15.5%.



■ P21+ who Purchased or Leased a New 2025 or 2026 Model RAM (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 100
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[[Make of new vehicle (HHLD): RAM AND (Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle)]]