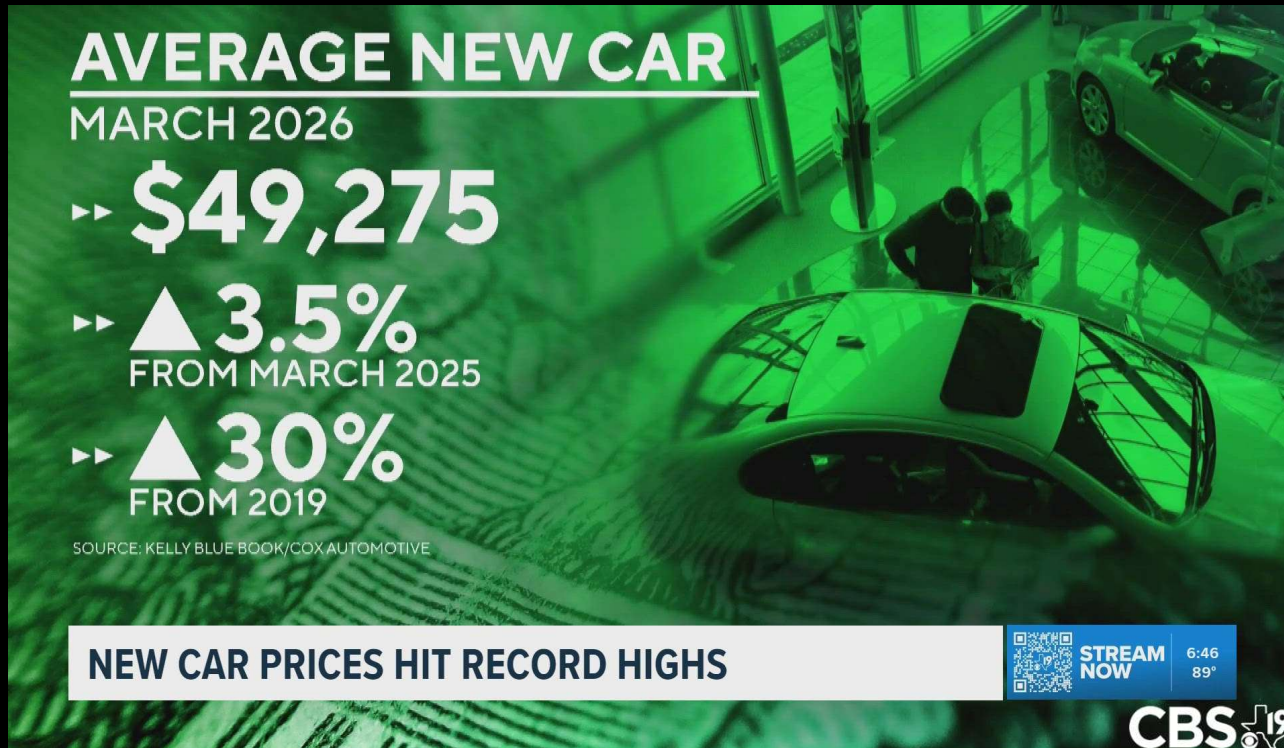
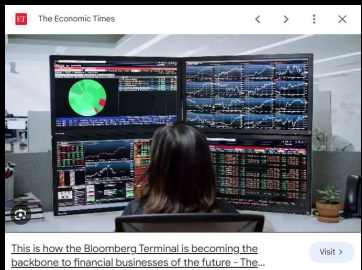


USA+4 More DMAs – P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+** who Plan to Buy or Lease a **NEW \$45,000+MSRP Vehicle** in the next 12 months as of **March 31, 2026.**



P18+

Vanguard BlackRock

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

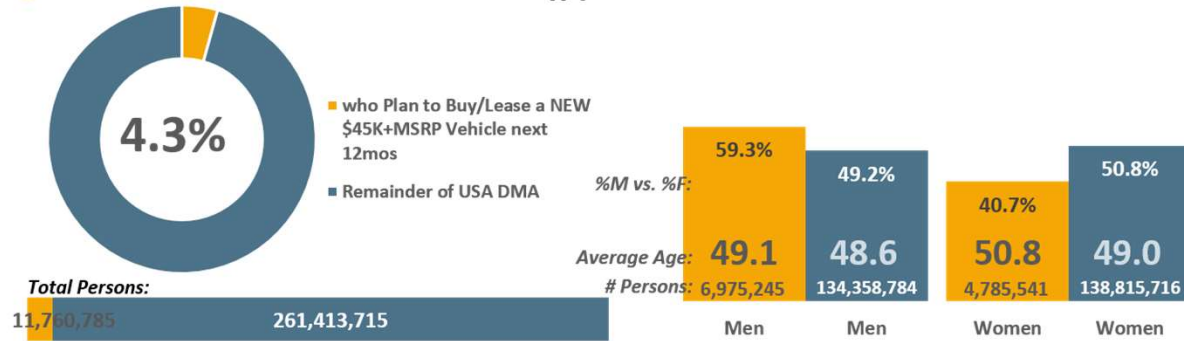
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



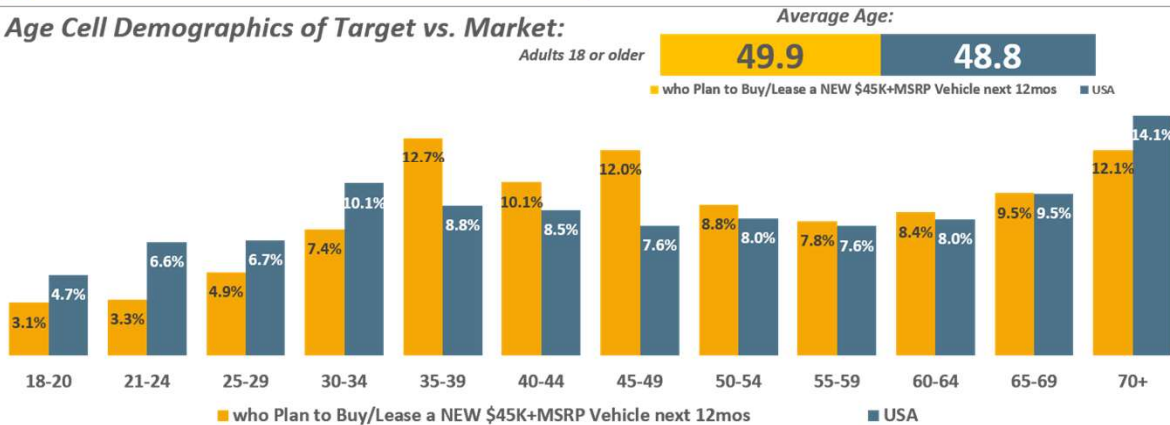


4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 49.9 years old
 (2.3% older than average) and have a \$167,279 (42.7% higher than average) annual household income.

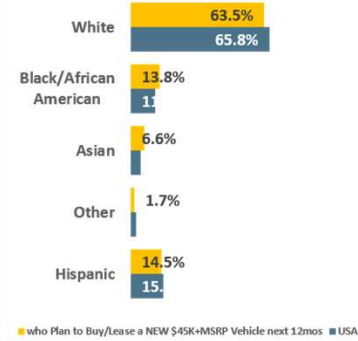
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



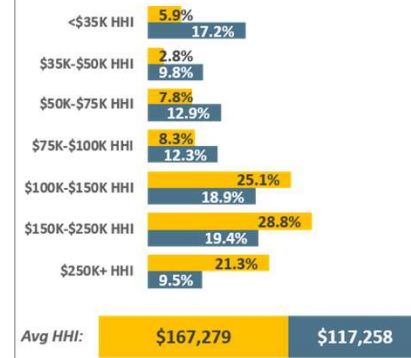
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



3.2% or 126,072 of MSP DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 50.8 years old
(3.8% older than average) and have a \$150,652 (31.6% higher than average) annual household income.

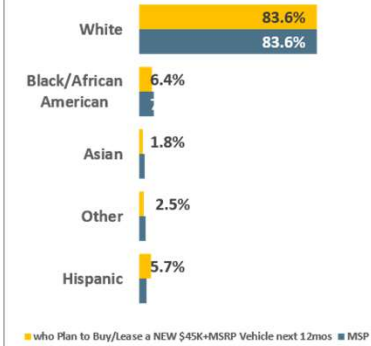
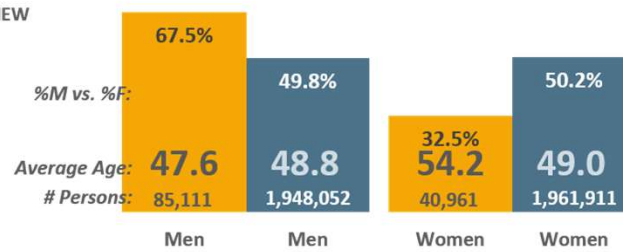
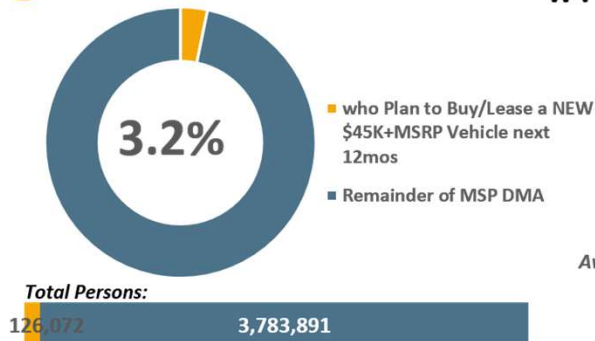


Percent of Market: Adults 18 or older



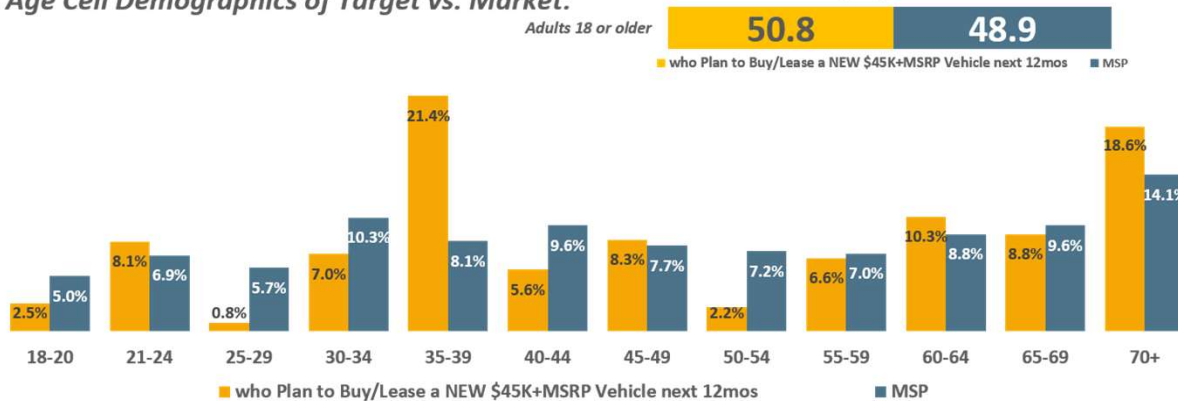
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

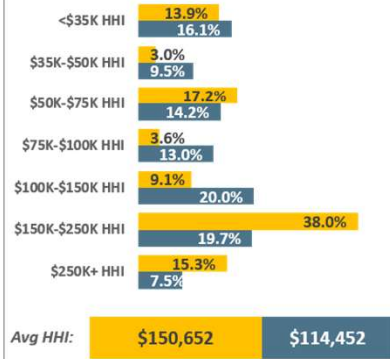


Age Cell Demographics of Target vs. Market:

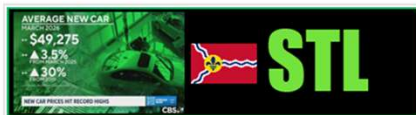
Average Age:



HHI of Target vs. Market:

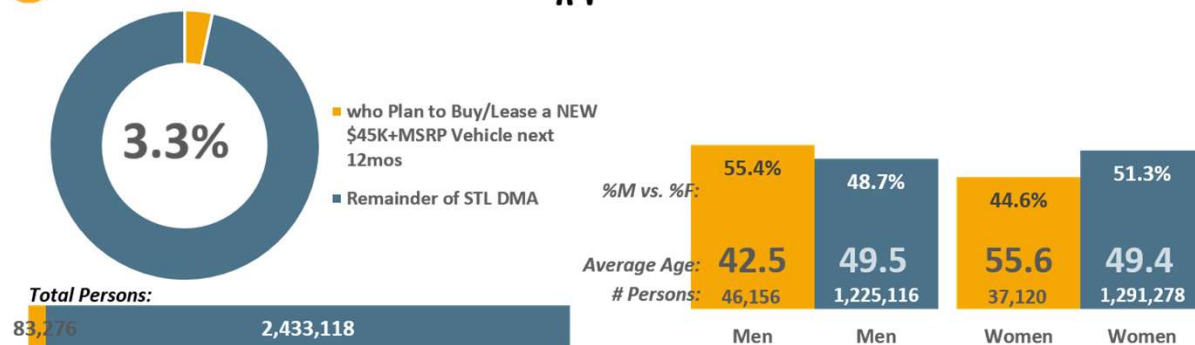


Avg HHI: \$150,652 \$114,452

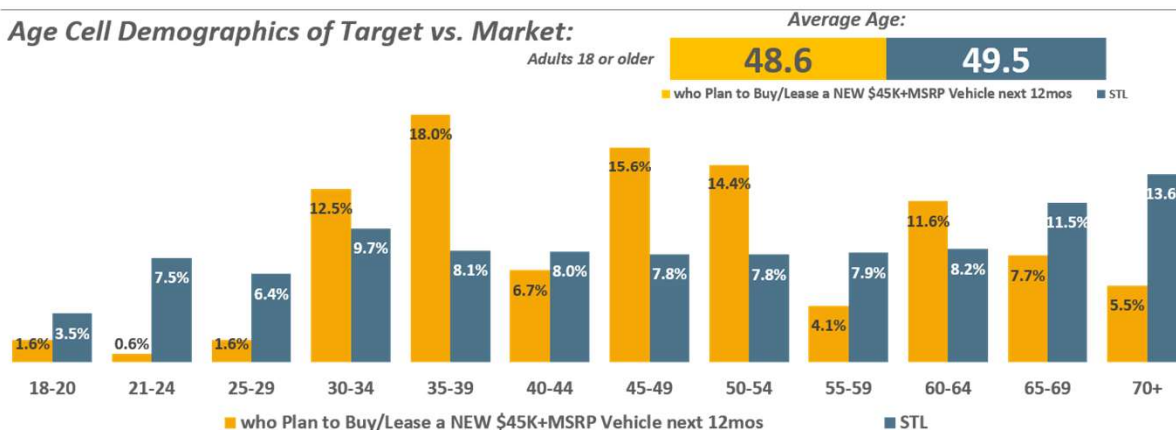


3.3% or 83,276 of STL DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 48.6 years old
 (1.7% younger than average) and have a \$155,692 (49.8% higher than average) annual household income.

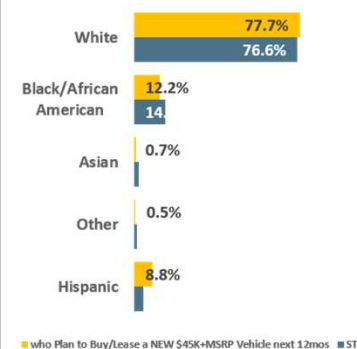
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



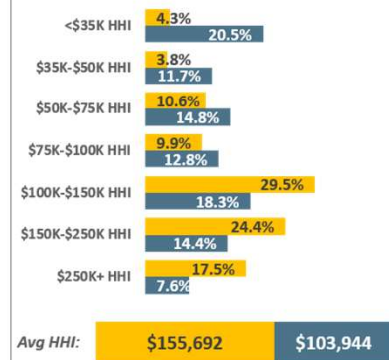
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





3.9% or 75,465 of CIN DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 47.9 years old
 (1.6% younger than average) and have a \$181,323 (75.2% higher than average) annual household income.

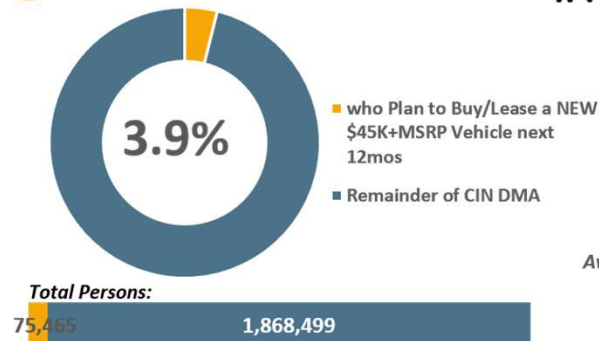


Percent of Market: Adults 18 or older

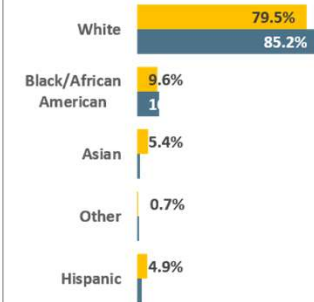


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

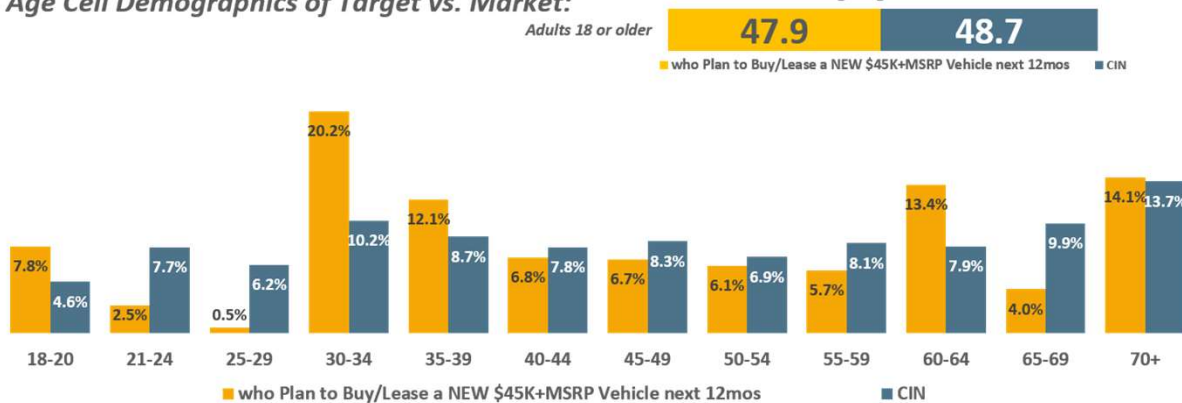


%M vs. %F	Men	Men	Women	Women
	52.0%	48.9%	48.0%	51.1%
Average Age:	40.5	48.4	56.6	49.0
# Persons:	39,236	951,112	36,229	992,852

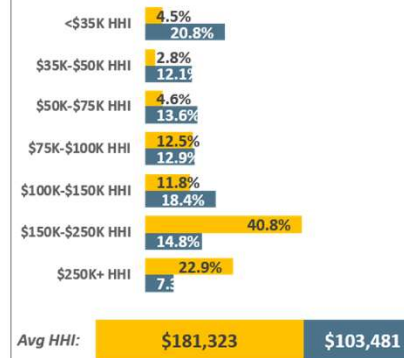


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





5.3% or 102,984 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Plan to Buy/Lease a NEW...
 Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 55.4 years old
 (4.4% older than average) and have a \$173,539 (64.7% higher than average) annual household income.

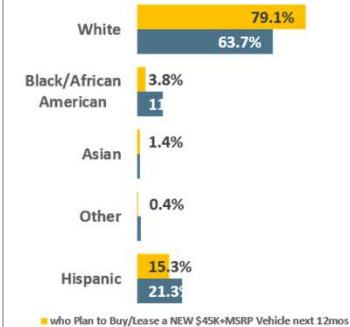
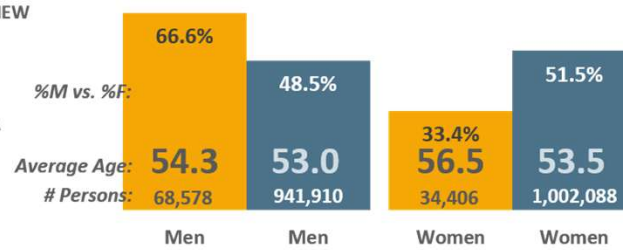
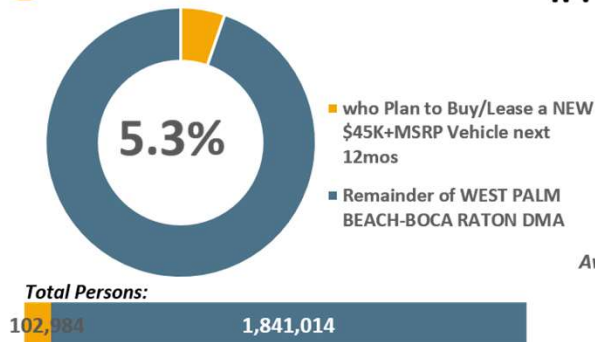


Percent of Market: Adults 18 or older



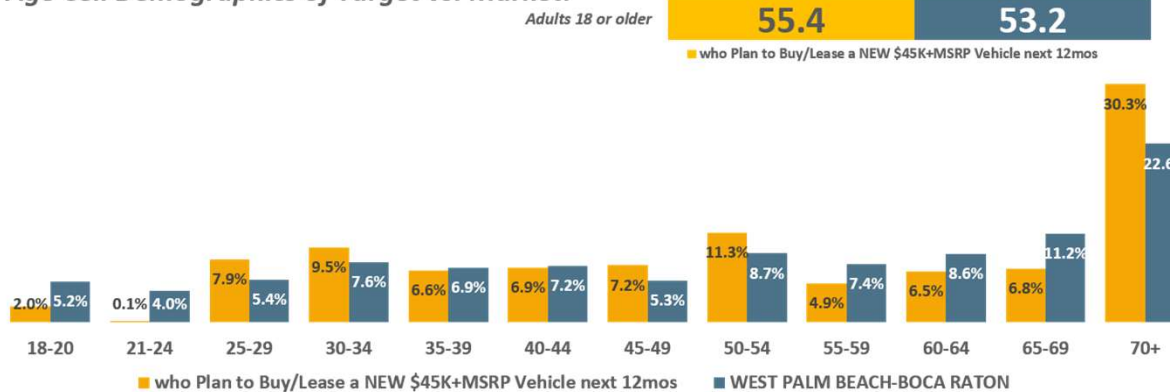
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



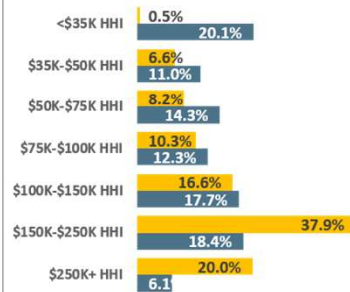
Age Cell Demographics of Target vs. Market:

Average Age:



WEST PALM BEACH-BOCA RATON

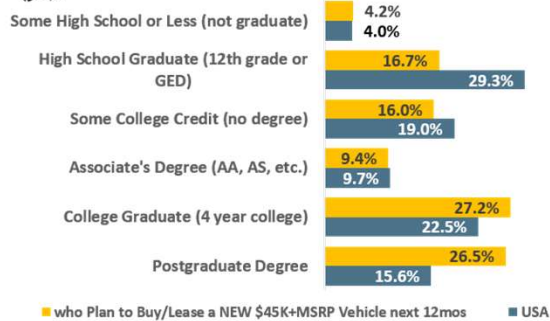
HHI of Target vs. Market:



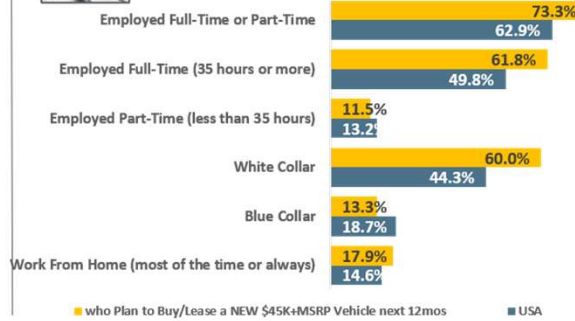


4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 41.1% more likely to be a college graduate, 24.1% more likely to work full-time, 39.4% more likely to be married, 47.7% more likely to be a parent of 1 or more children under

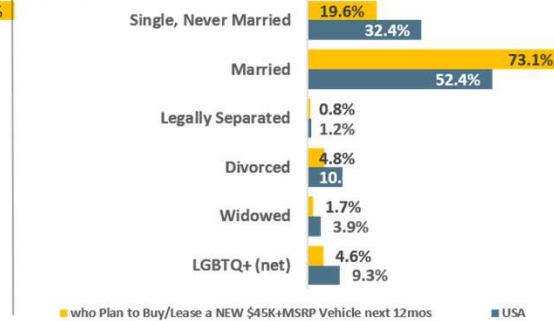
Education Levels: Adults 18 or older



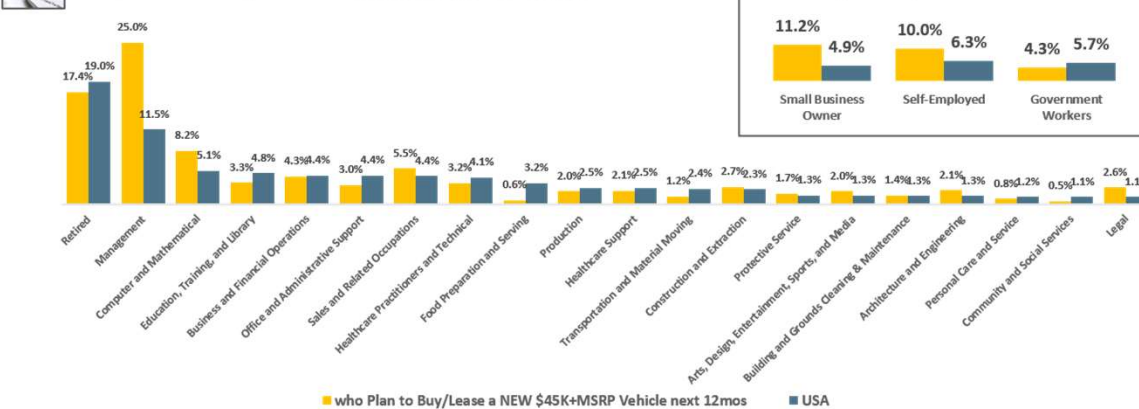
Employment: Adults 18 or older



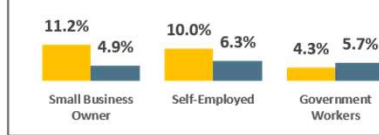
Marital Status: Adults 18 or older



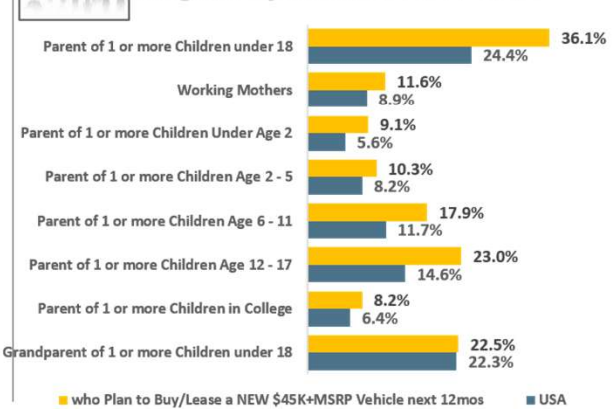
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



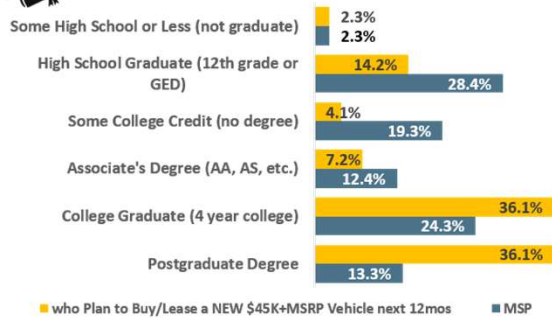
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

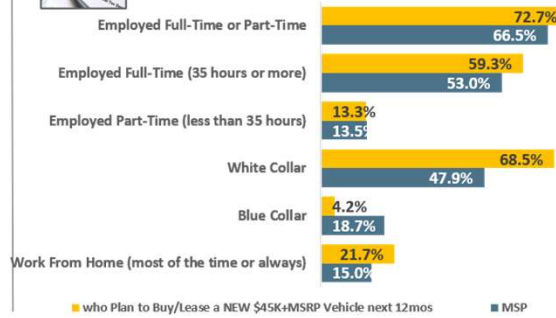


3.2% or 126,072 of MSP DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 91.9% more likely to be a college graduate, 11.9% more likely to work full-time, 34.4% more likely to be married, 42.1% more likely to be a parent of 1 or more children under

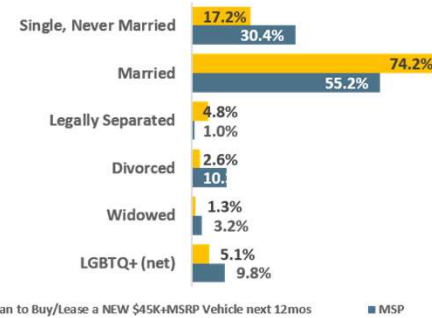
Education Levels: Adults 18 or older



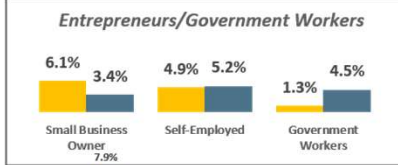
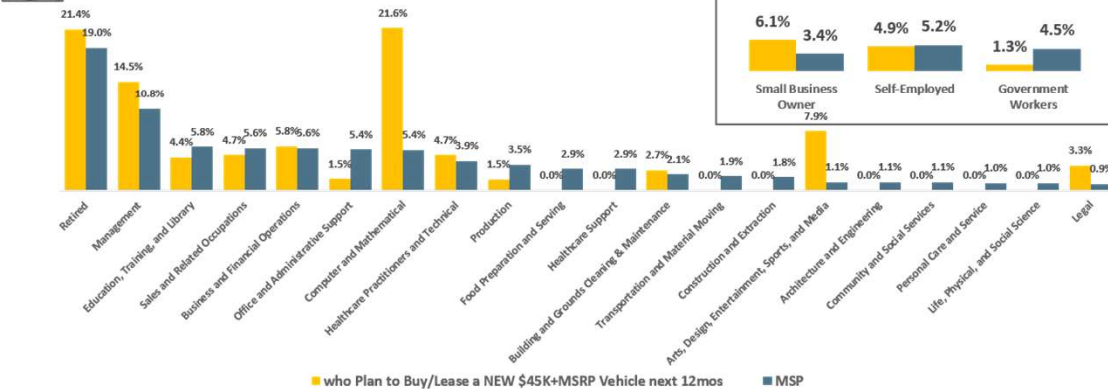
Employment: Adults 18 or older



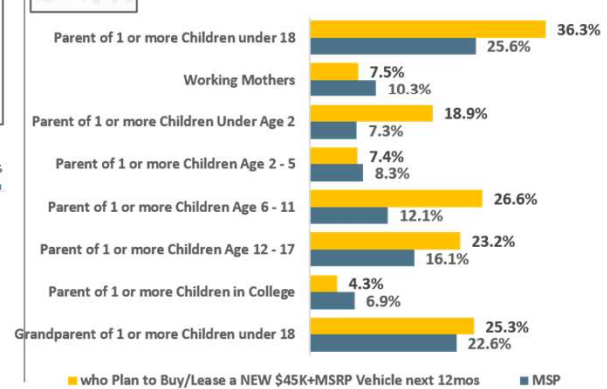
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

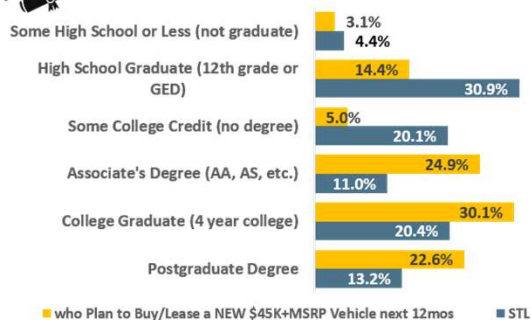




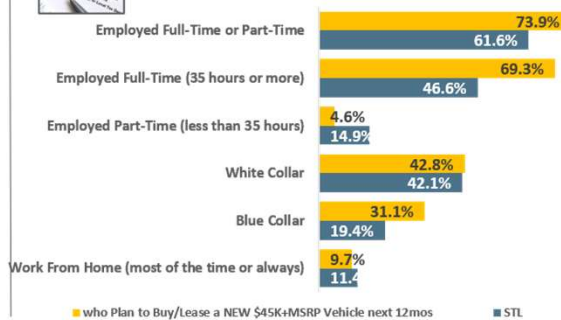
3.3% or 83,276 of STL DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 56.8% more likely to be a college graduate, 48.6% more likely to work full-time, 44.1% more likely to be married, 60.7% more likely to be a parent of 1 or more children under



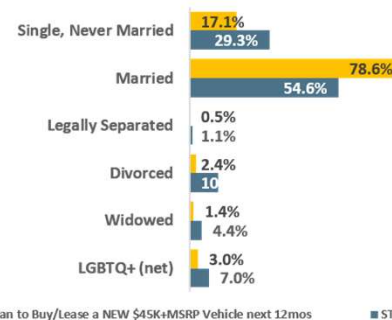
Education Levels: Adults 18 or older



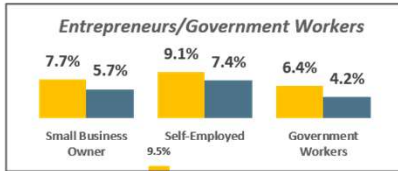
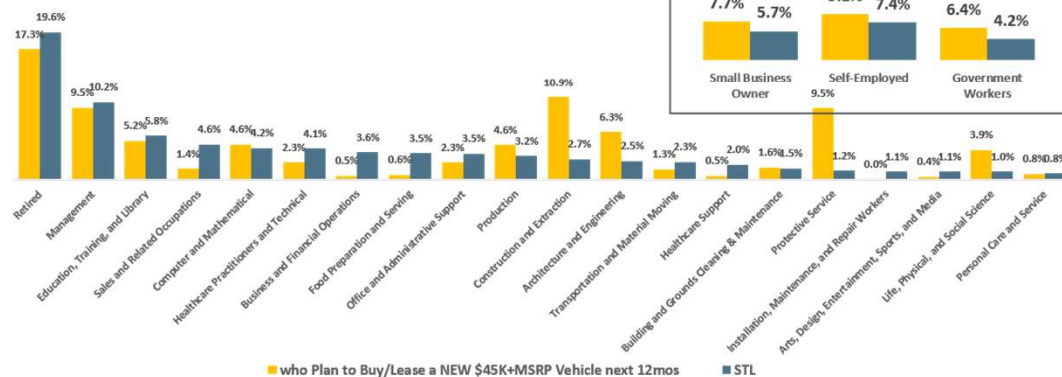
Employment: Adults 18 or older



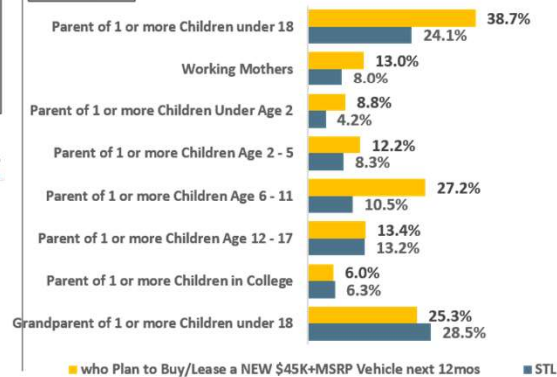
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



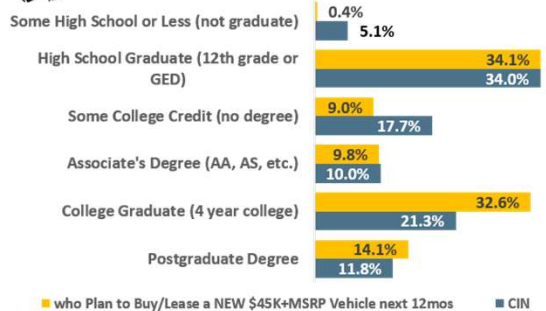
Stage in Life: Adults 18 or older



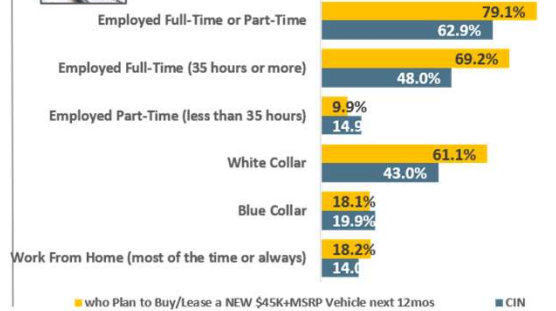


3.9% or 75,465 of CIN DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 41.% more likely to be a college graduate, 44.% more likely to work full-time, 41.3% more likely to be married, 53.5% more likely to be a parent of 1 or more children under 18

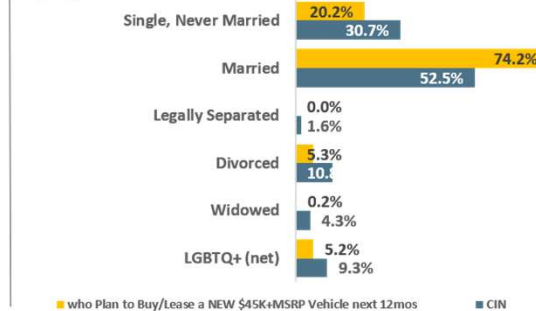
Education Levels: Adults 18 or older



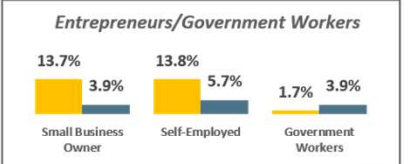
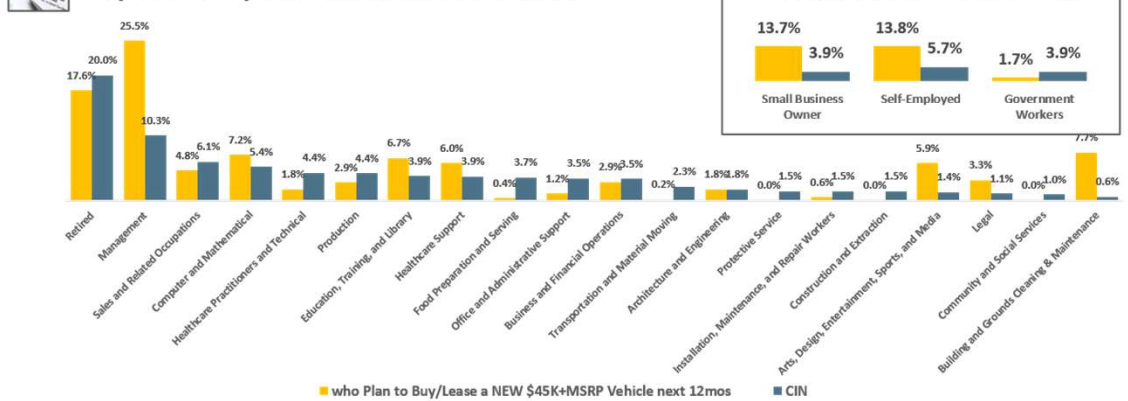
Employment: Adults 18 or older



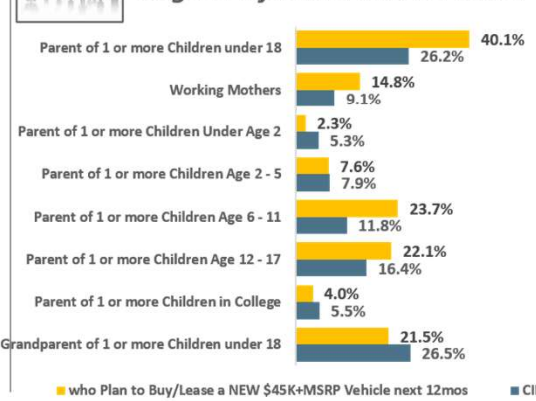
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

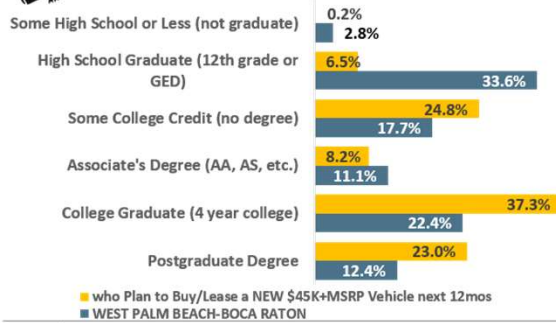




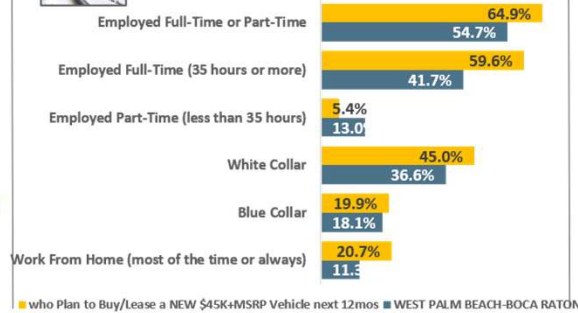
5.3% or 102,984 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Plan to Buy/Lease a NEW... Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 73.1% more likely to be a college graduate, 42.7% more likely to work full-time, 41.7% more likely to be married, 101.4% more likely to be a parent of 1 or more children under



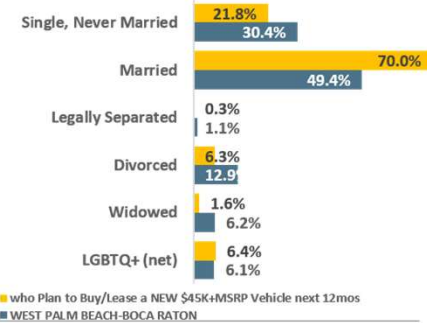
Education Levels: Adults 18 or older



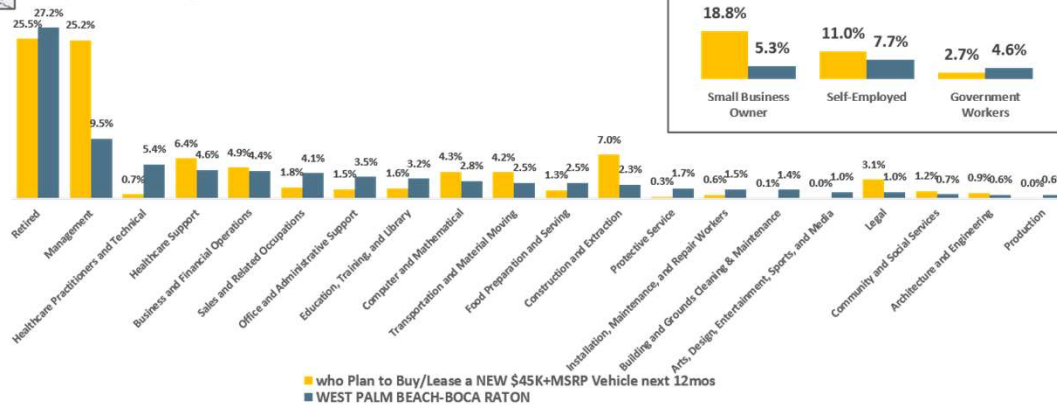
Employment: Adults 18 or older



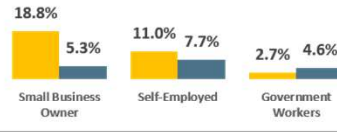
Marital Status: Adults 18 or older



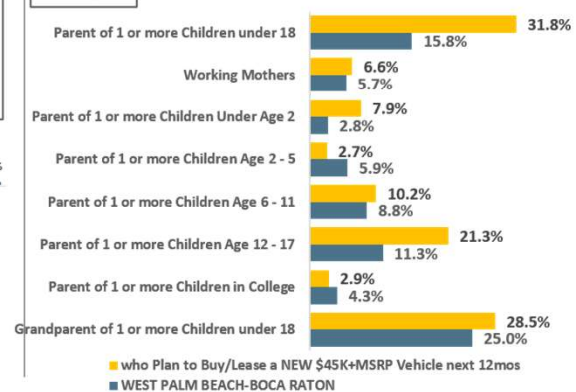
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

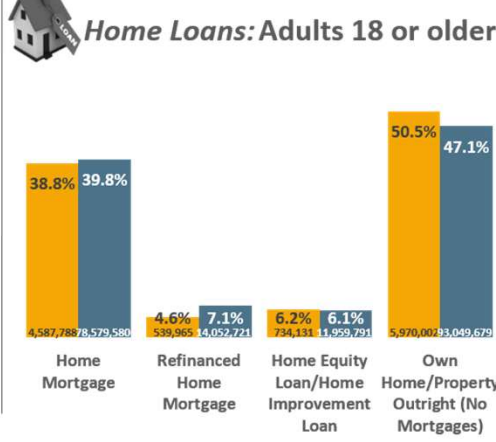
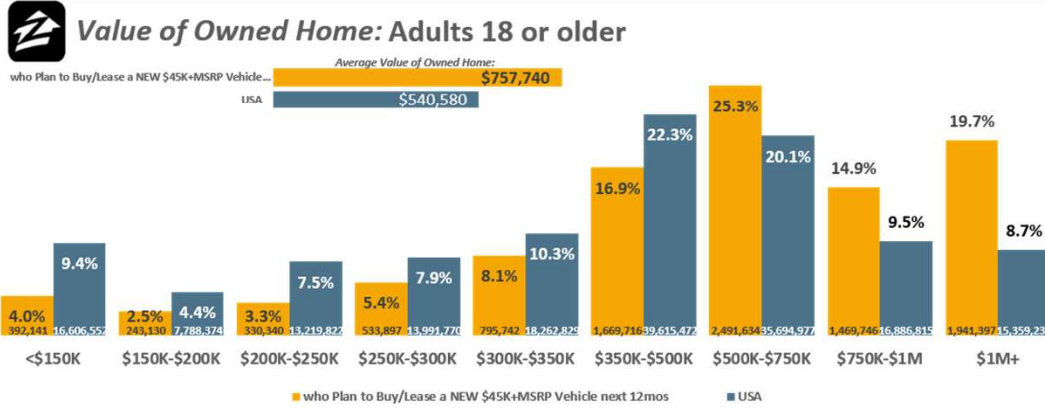
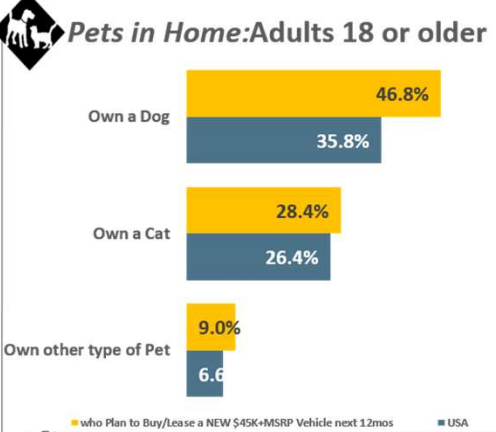
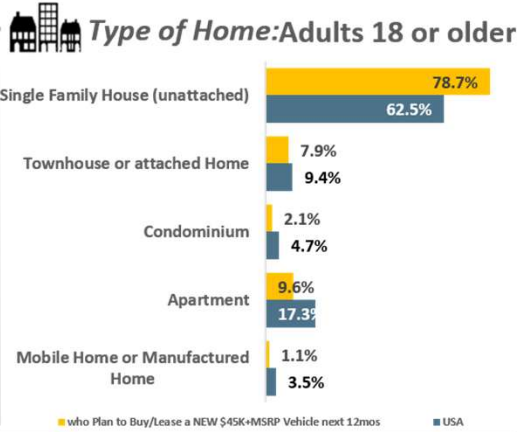
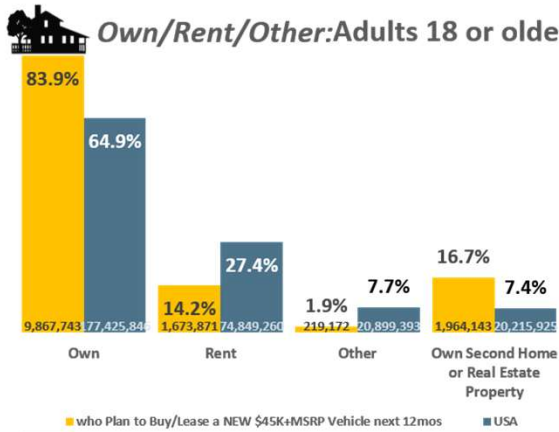


Stage in Life: Adults 18 or older





4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 29.2% more likely to own their home, 40.2% more likely to own a higher valued home, 25.9% more likely to have a single-family home, 30.6% more likely to have a dog.



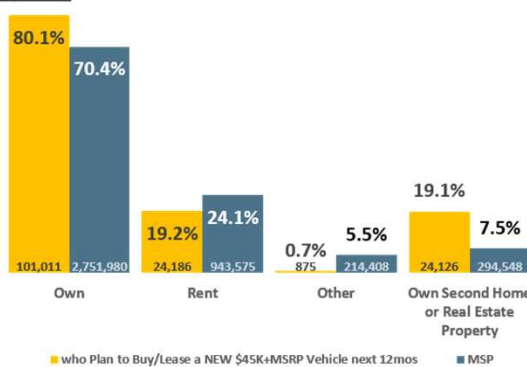
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



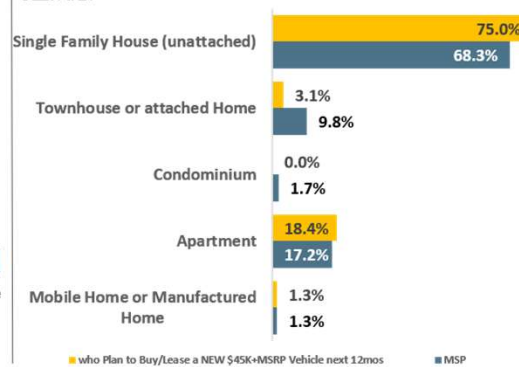
3.2% or 126,072 of MSP DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 13.8% more likely to own their home, 101.4% more likely to own a higher valued home, 9.8% more likely to have a single-family home, 10.9% more likely to have a dog.



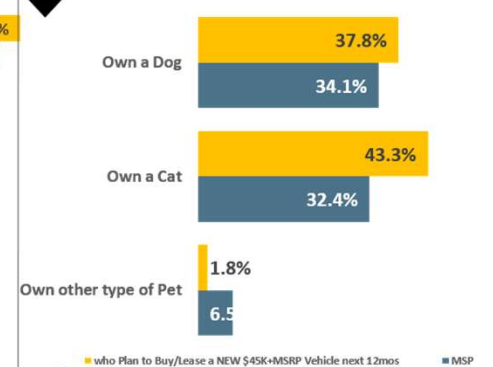
Own/Rent/Other: Adults 18 or older



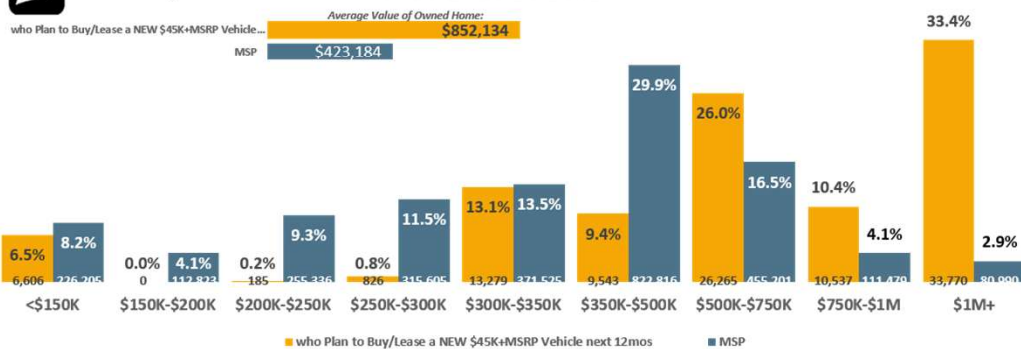
Type of Home: Adults 18 or older



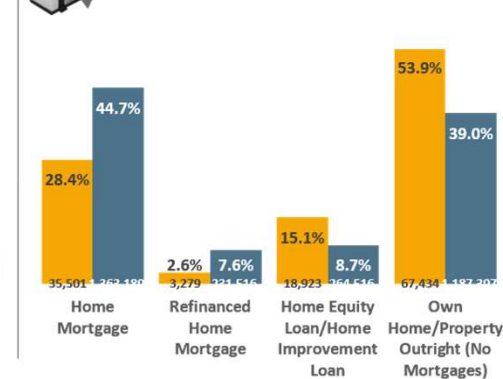
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



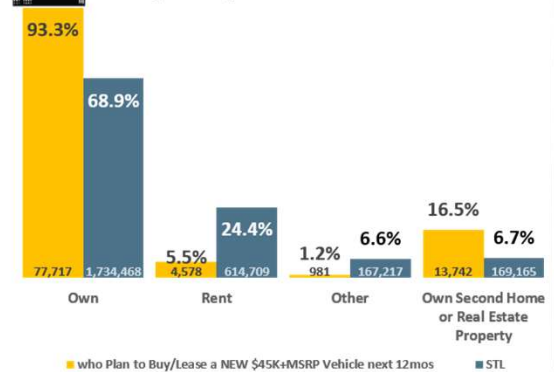
Home Loans: Adults 18 or older



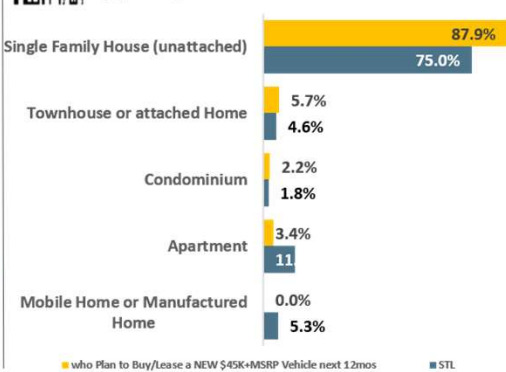


3.3% or 83,276 of STL DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 35.4% more likely to own their home, 48.9% more likely to own a higher valued home, 17.2% more likely to have a single-family home, 58.% more likely to have a dog.

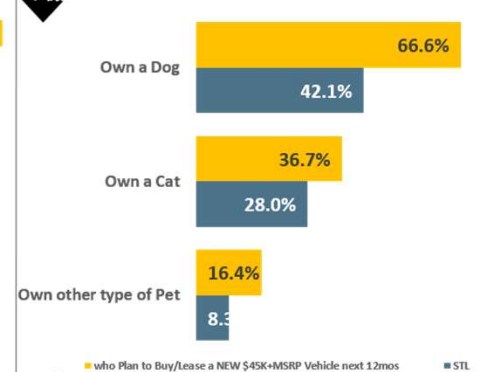
Own/Rent/Other: Adults 18 or older



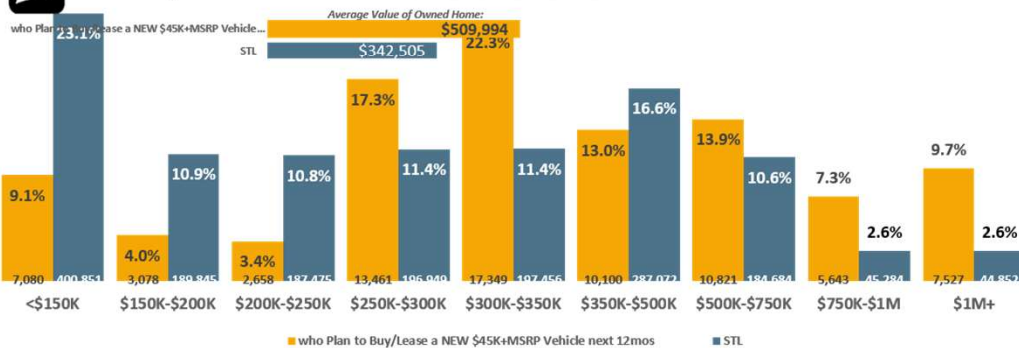
Type of Home: Adults 18 or older



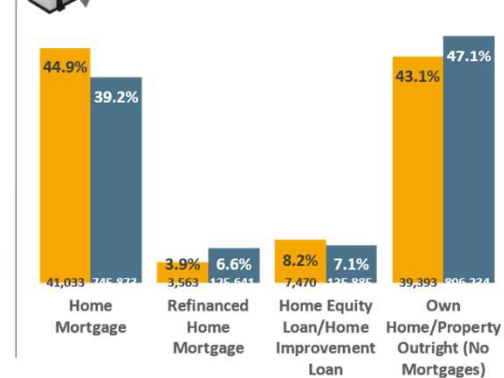
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



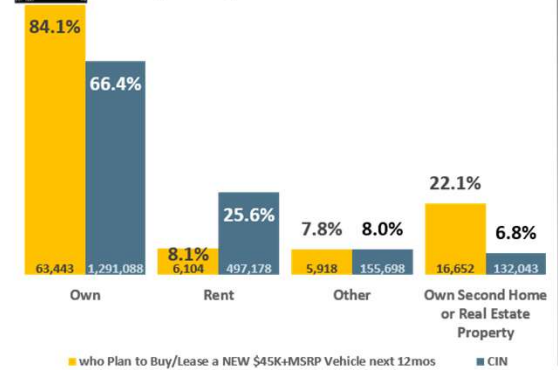
Home Loans: Adults 18 or older



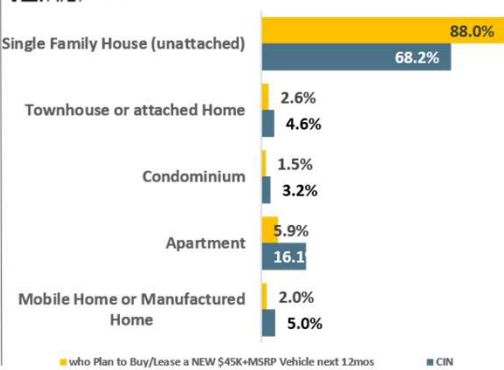


3.9% or 75,465 of CIN DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 26.6% more likely to own their home, 65.1% more likely to own a higher valued home, 29.1% more likely to have a single-family home, 15.1% more likely to have a dog.

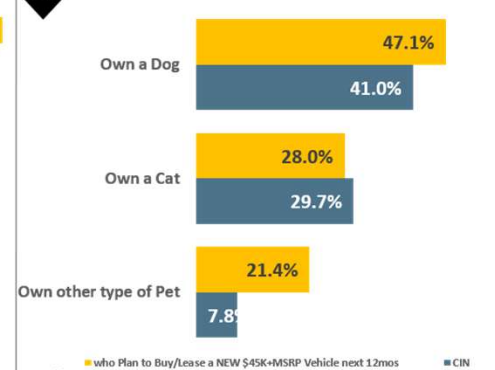
Own/Rent/Other: Adults 18 or older



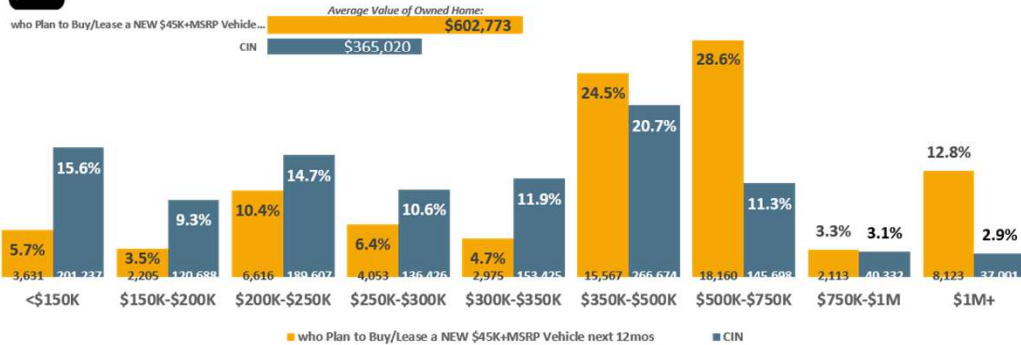
Type of Home: Adults 18 or older



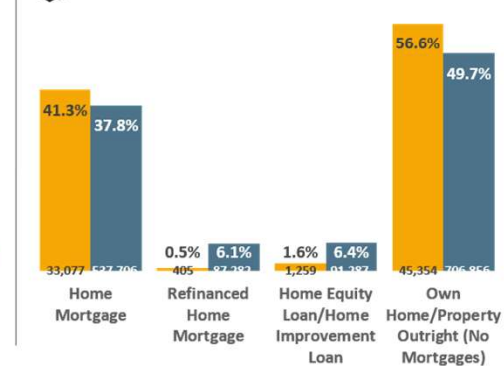
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older

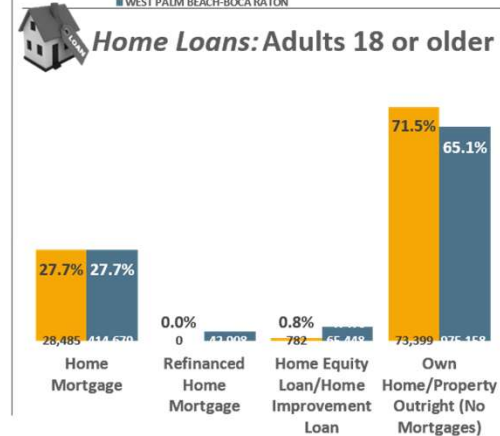
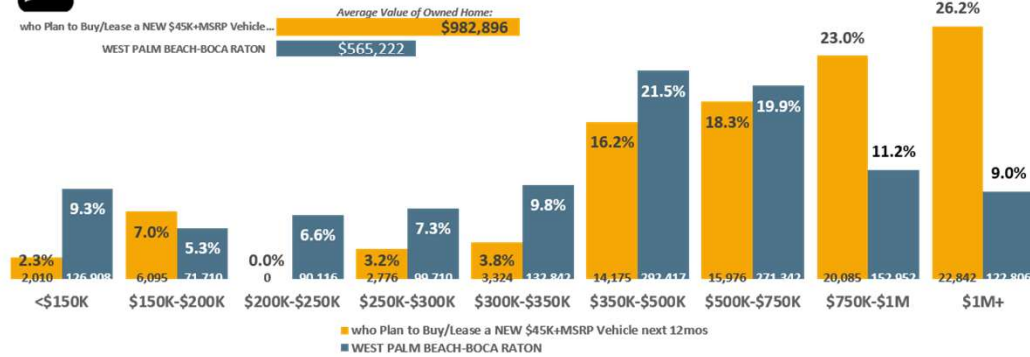
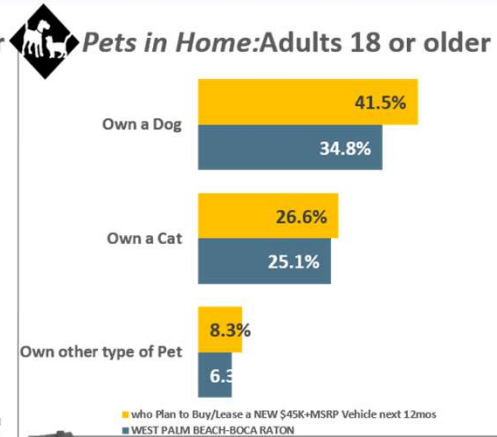
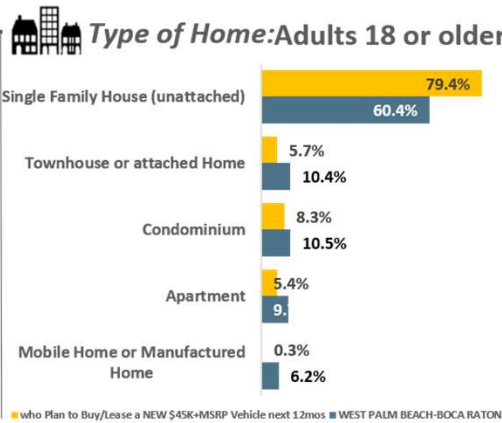
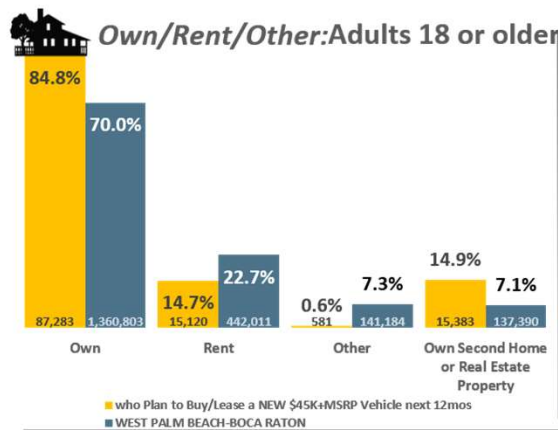


Home Loans: Adults 18 or older





5.3% or 102,984 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Plan to Buy/Lease a NEW... Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 21.1% more likely to own their home, 73.9% more likely to own a higher valued home, 31.4% more likely to have a single-family home, 19.2% more likely to have a dog.

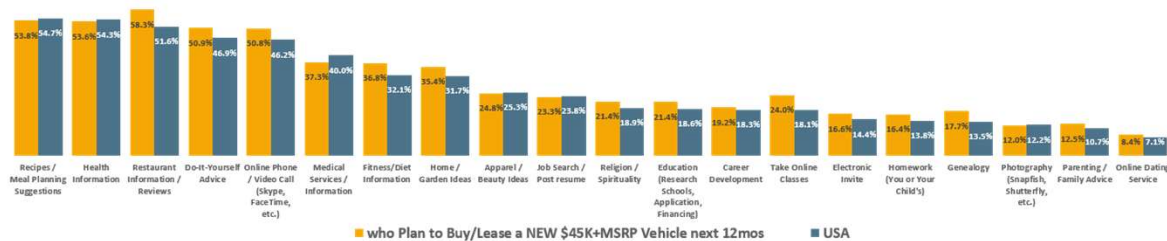




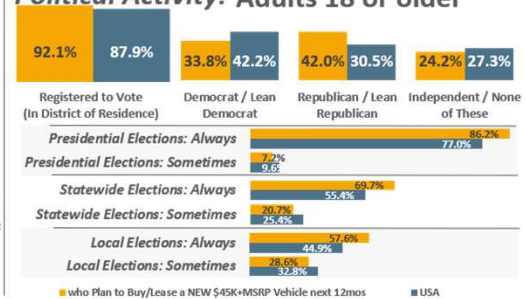
4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 8.5% more likely to look up D-I-Y advice online, 28.3% more likely to always vote in local elections, 73.7% more likely to belong to a gym, 29.9% more likely to fly domestic p



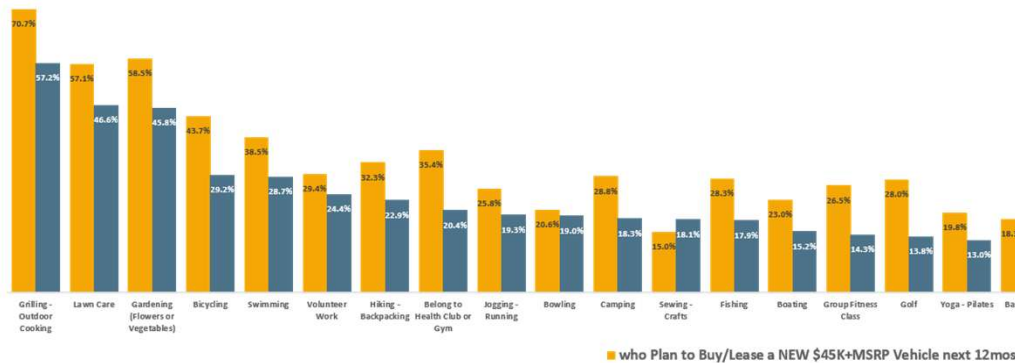
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



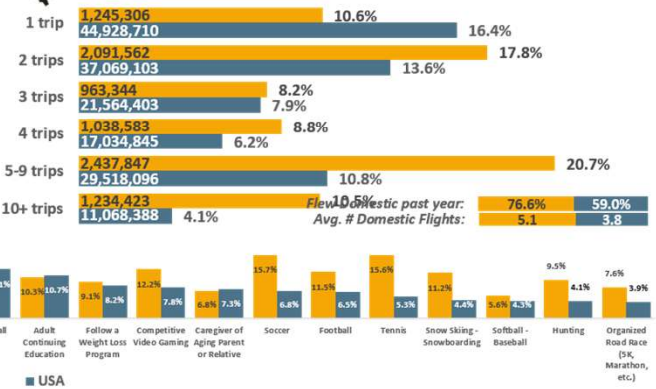
Political Activity: Adults 18 or older



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



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

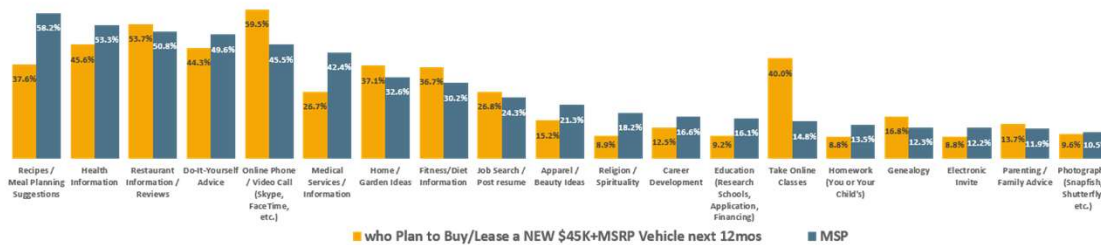




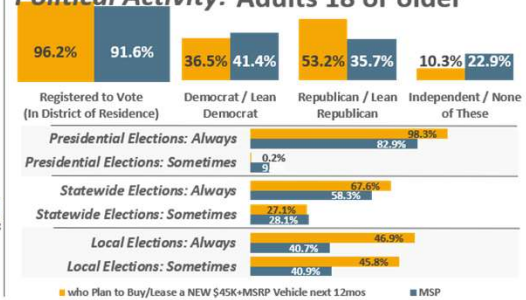
3.2% or 126,072 of MSP DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 10.7% less likely to look up D-I-Y advice online, 15.1% more likely to always vote in local elections, 108.8% more likely to belong to a gym, 32.4% more likely to fly domestic



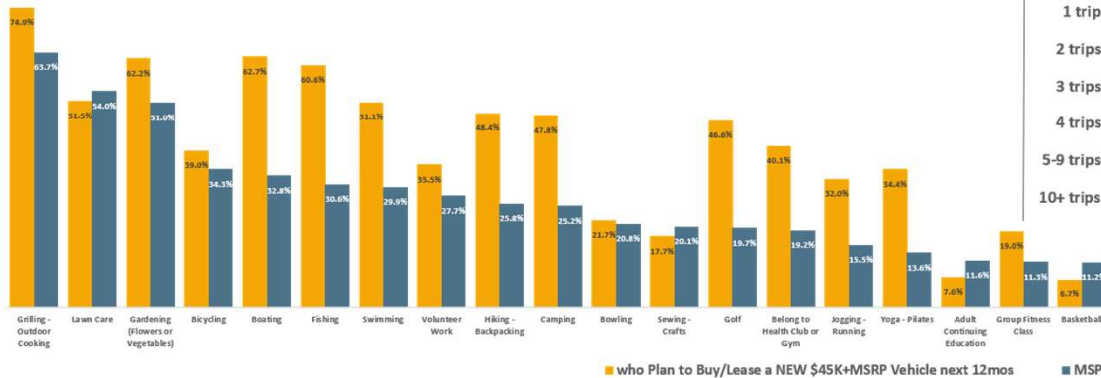
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



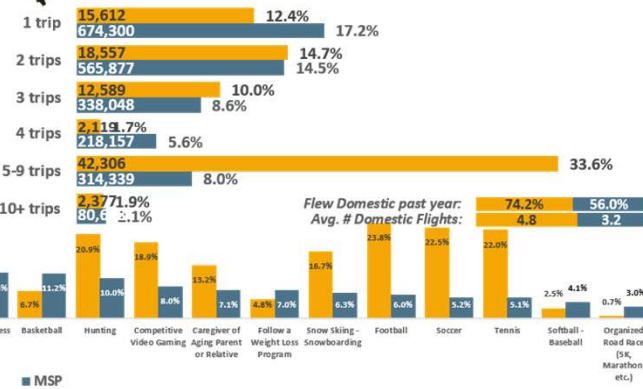
Political Activity: Adults 18 or older



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



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

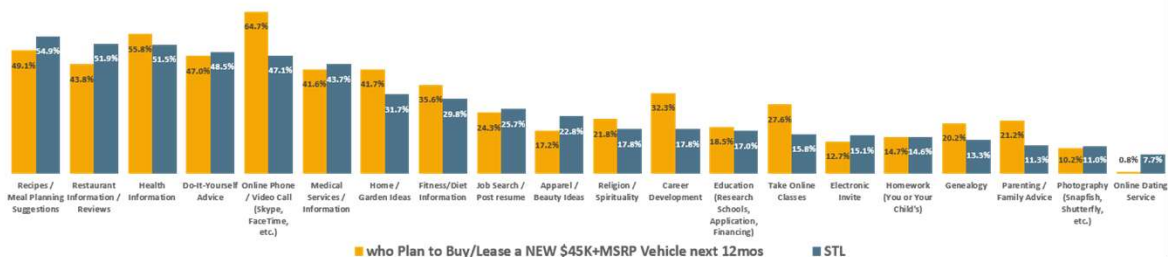




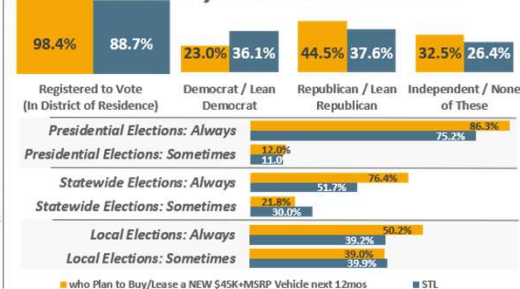
3.3% or 83,276 of STL DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 3.1% less likely to look up D-I-Y advice online, 27.9% more likely to always vote in local elections, 56.3% more likely to belong to a gym, 69.9% more likely to fly domestic p



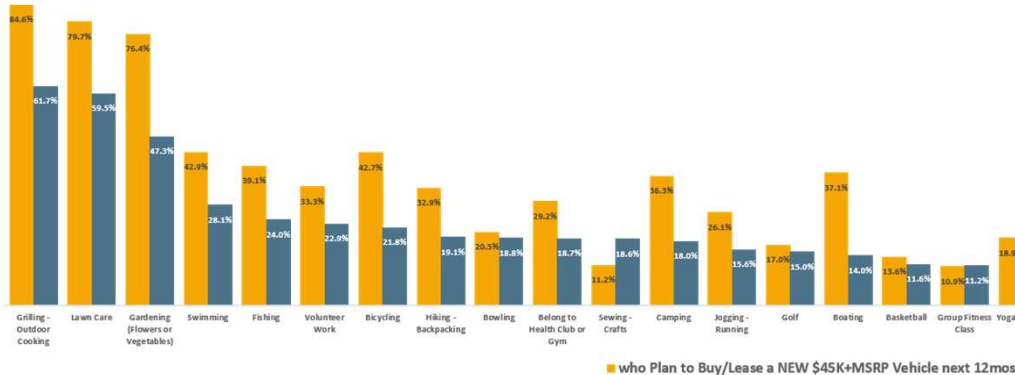
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



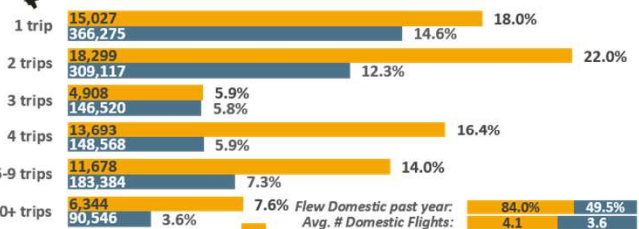
Political Activity: Adults 18 or older



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



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

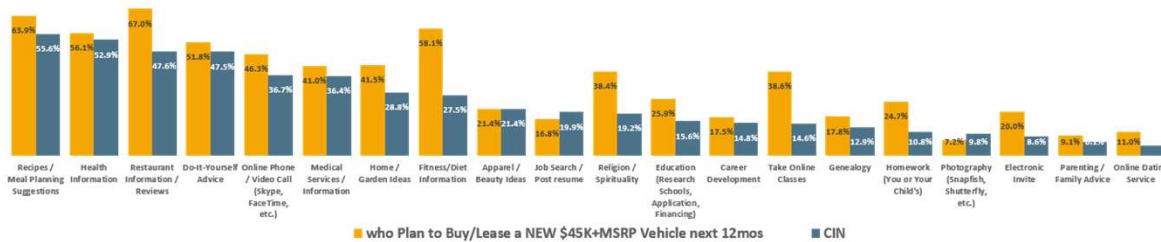




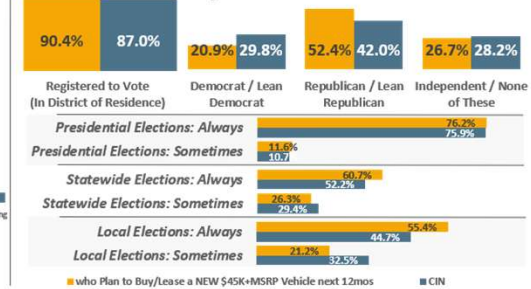
3.9% or 75,465 of CIN DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 9.2% more likely to look up D-I-Y advice online, 24.% more likely to always vote in local elections, 156.1% more likely to belong to a gym, 56.9% more likely to fly domestic p



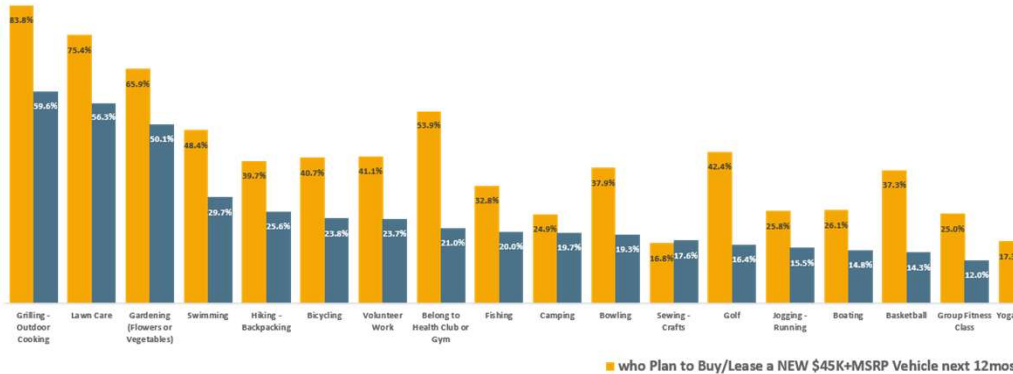
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



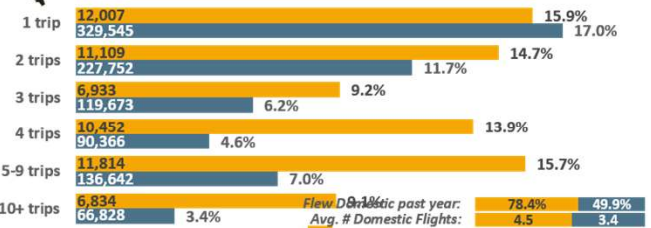
Political Activity: Adults 18 or older



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



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



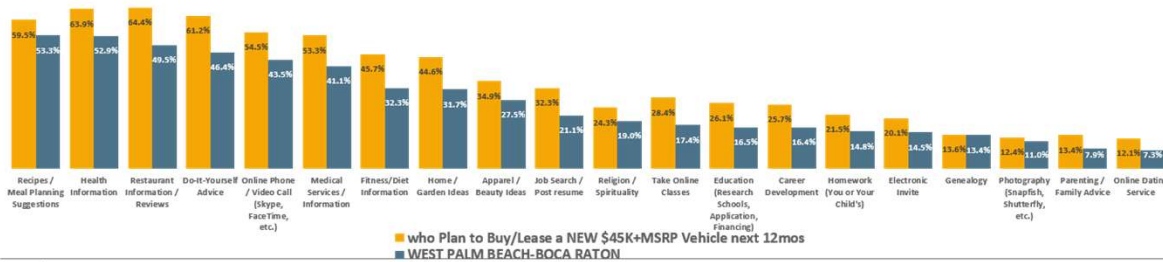
Flew Domestic past year: 78.4%
 Avg. # Domestic Flights: 4.5



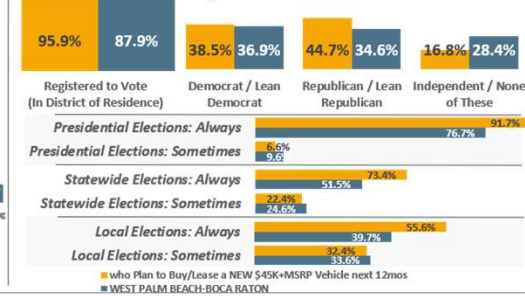
5.3% or 102,984 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Plan to Buy/Lease a NEW...
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 31.9% more likely to look up D-I-Y advice online, 39.9% more likely to always vote in local elections, 24.7% more likely to belong to a gym, 39.4% more likely to fly domestic



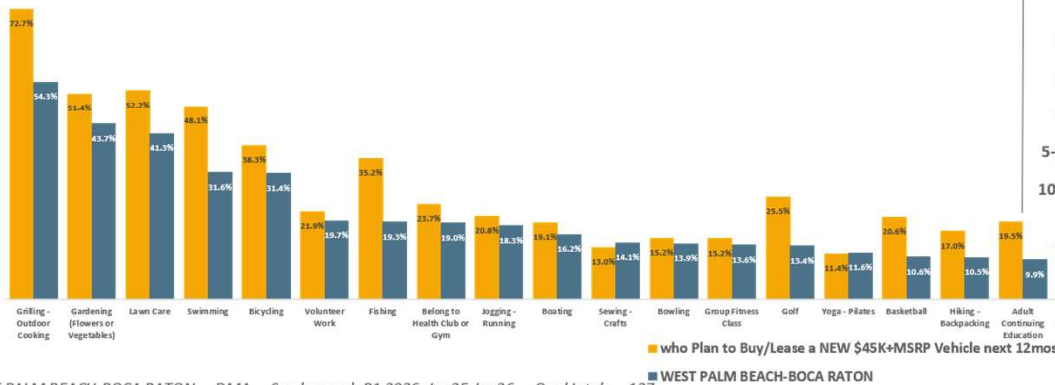
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



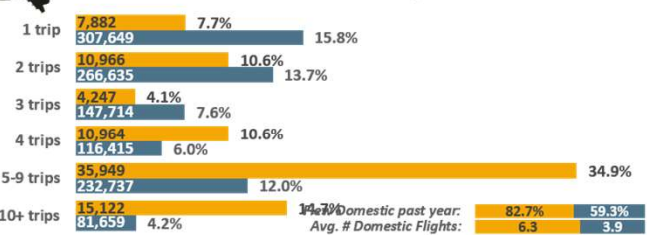
Political Activity: Adults 18 or older



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



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

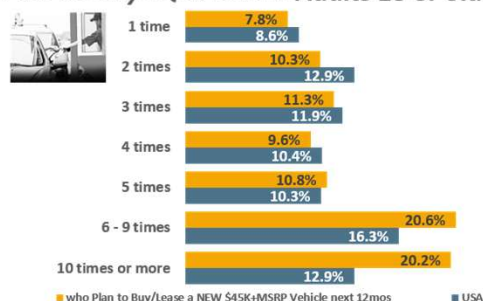


Domestic past year: 82.7%
Avg. # Domestic Flights: 6.3

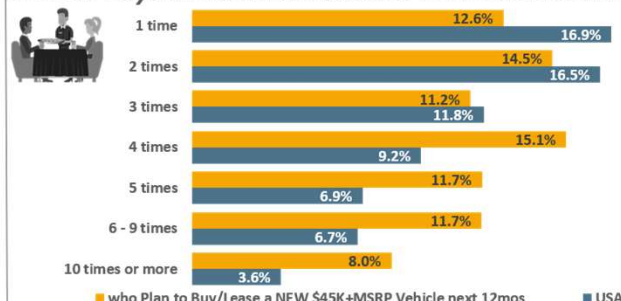


4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 8.7% more likely to use QSRs past mo., 18.6% more likely to use Sit-Down Restaurants past mo., 39.5% more likely to use Casinos past yr., 24.4% more likely to smoke cigarettes

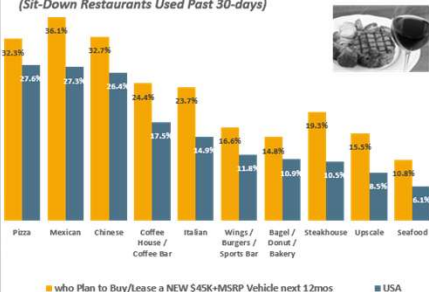
Past 30-days QSR Users: Adults 18 or older



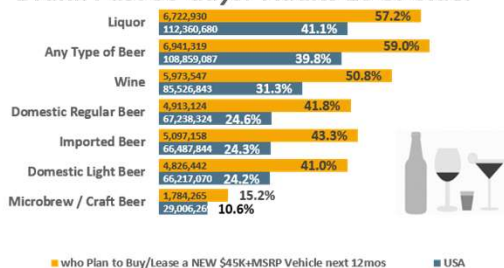
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



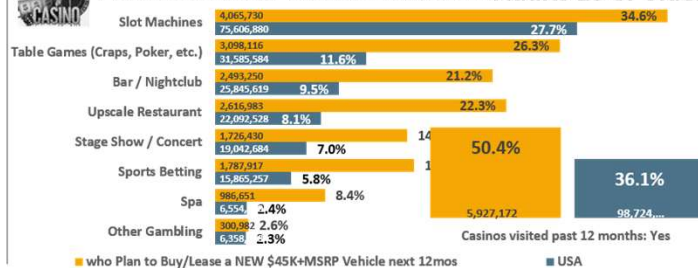
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



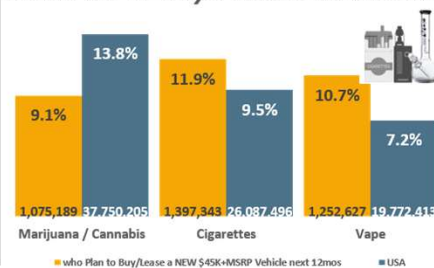
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



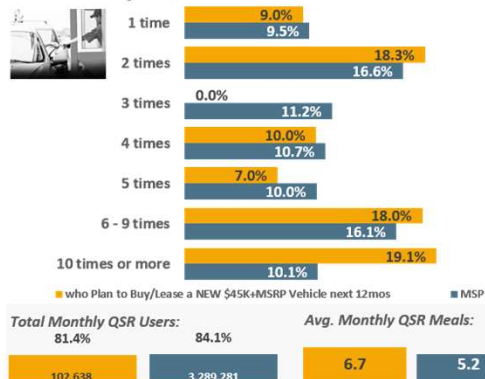
Used Past 30-days: Adults 18 or older



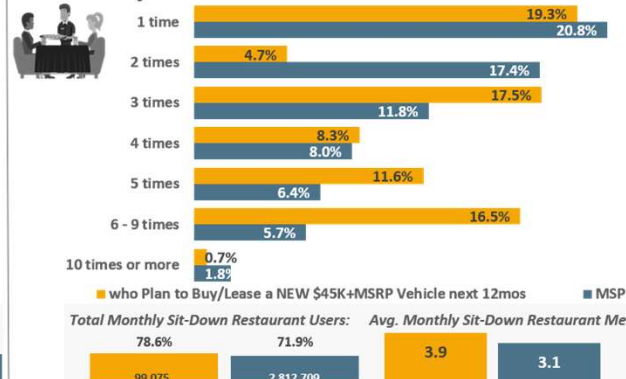


3.2% or 126,072 of MSP DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 3.2% less likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 50.1% more likely to use Casinos past yr., 164.8% more likely to smoke cigarettes

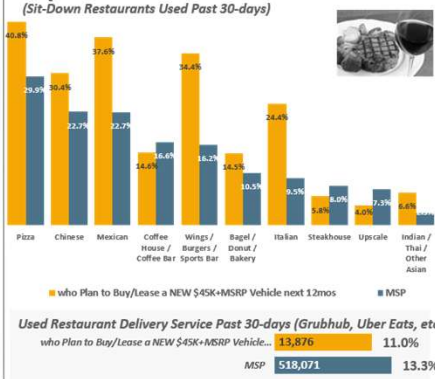
Past 30-days QSR Users: Adults 18 or older



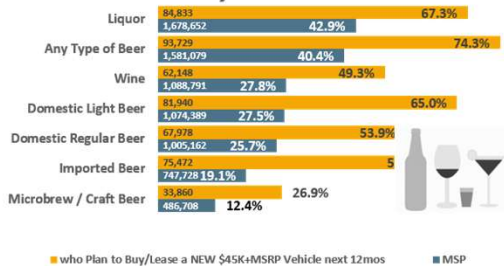
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



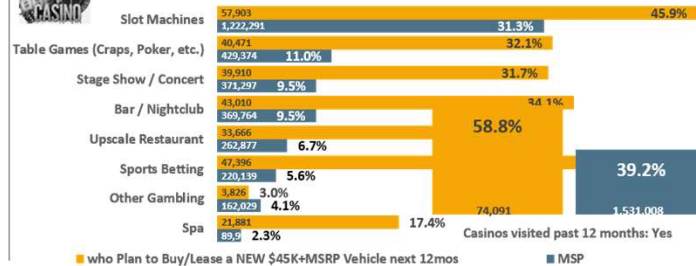
Top-10 Cuisines: Adults 18 or older



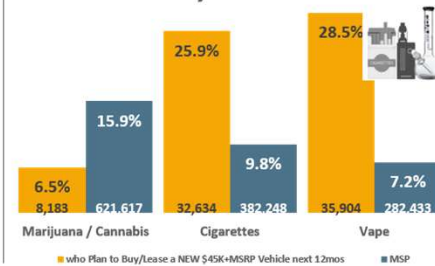
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



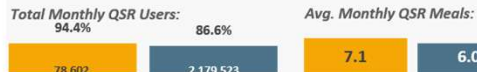
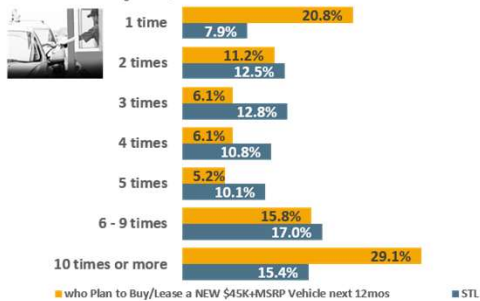
Used Past 30-days: Adults 18 or older



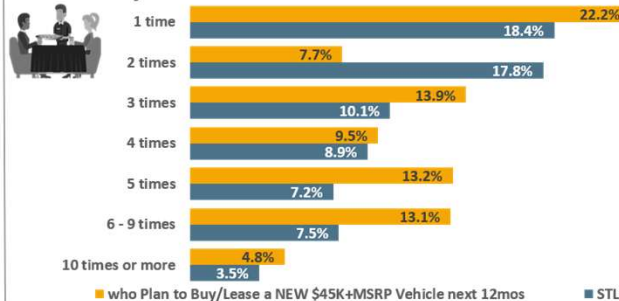


3.3% or 83,276 of STL DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 9.9% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., .5% less likely to use Casinos past yr., 29.9% less likely to smoke cigarettes.

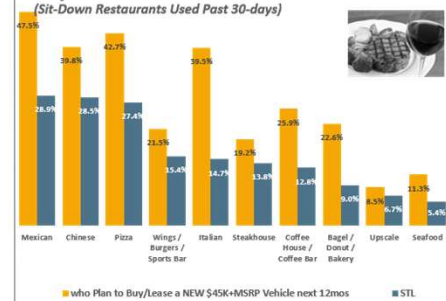
Past 30-days QSR Users: Adults 18 or older



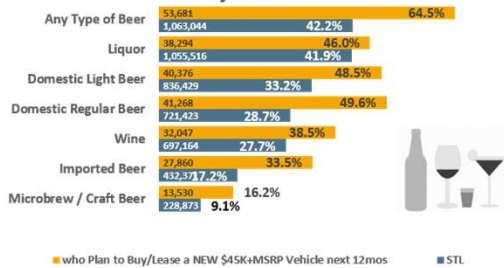
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



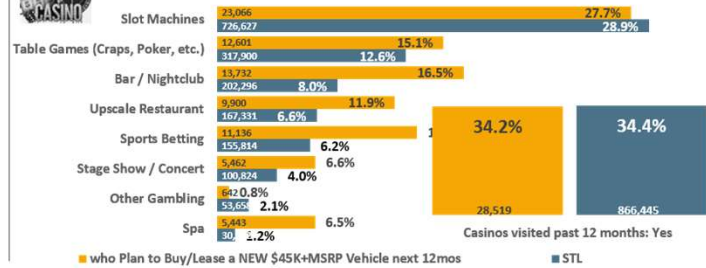
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



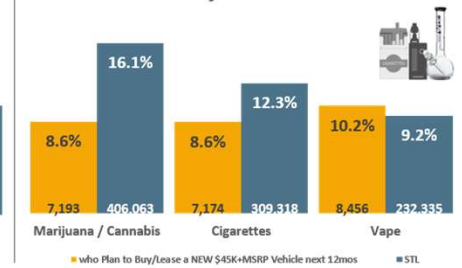
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



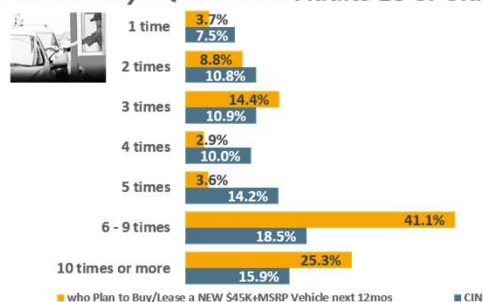
Used Past 30-days: Adults 18 or older



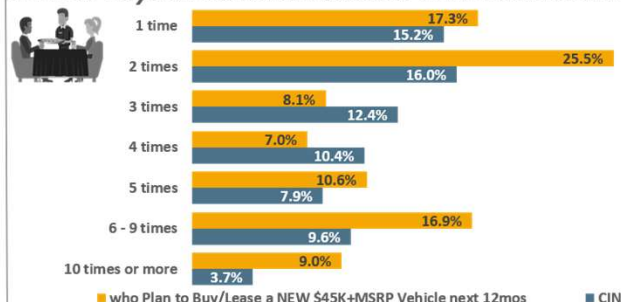


3.9% or 75,465 of CIN DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 13.6% more likely to use QSRs past mo., 25.4% more likely to use Sit-Down Restaurants past mo., 8.5% less likely to use Casinos past yr., 73.2% less likely to smoke cigarettes

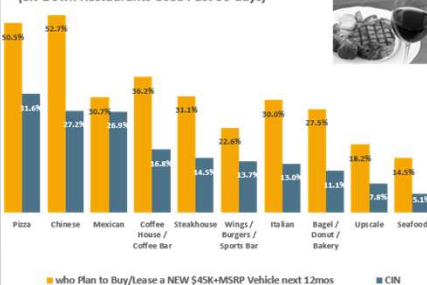
Past 30-days QSR Users: Adults 18 or older



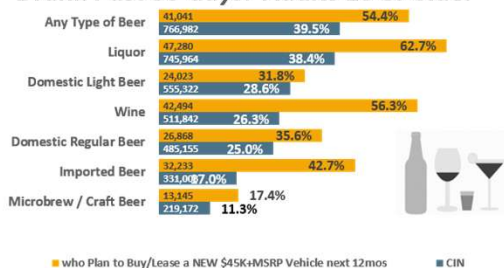
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



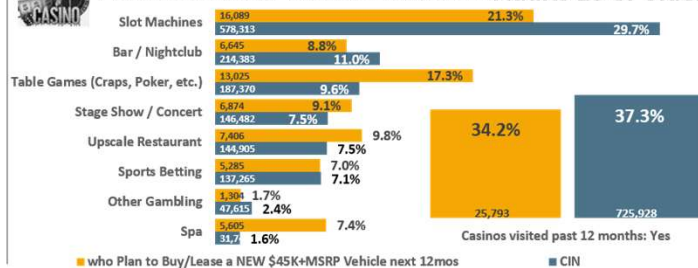
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



Drank Past 30-days: Adults 18 or older

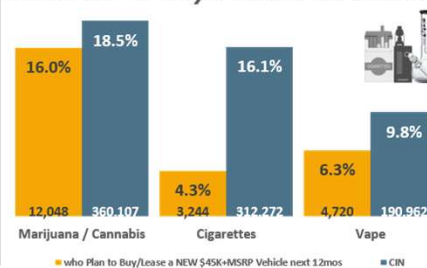


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
25,793 vs 725,028

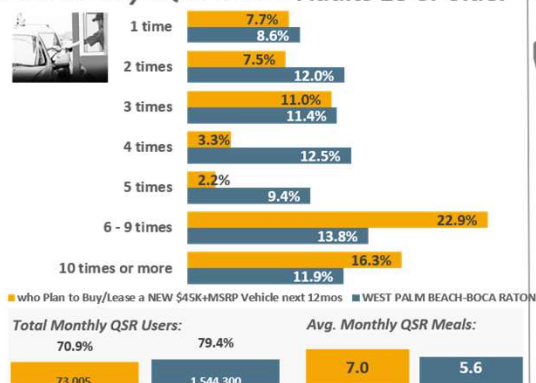
Used Past 30-days: Adults 18 or older



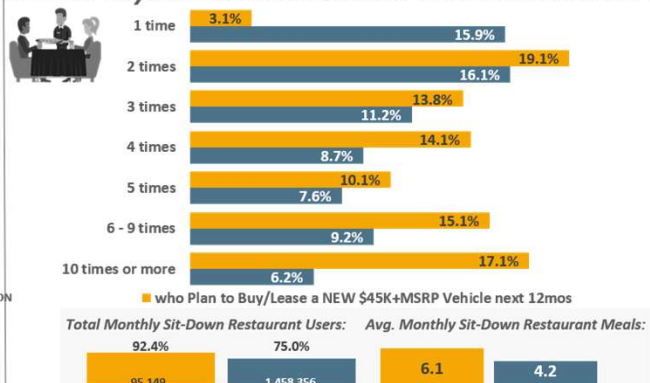


5.3% or 102,984 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Plan to Buy/Lease a NEW... Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 10.8% less likely to use QSRs past mo., 23.2% more likely to use Sit-Down Restaurants past mo., 64.3% more likely to use Casinos past yr., 109.3% more likely to smoke cigarett

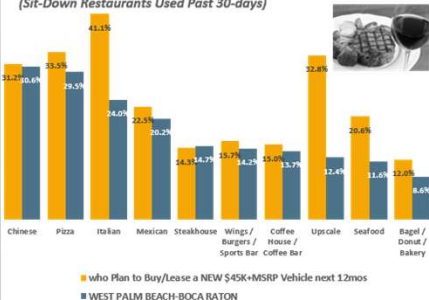
Past 30-days QSR Users: Adults 18 or older



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

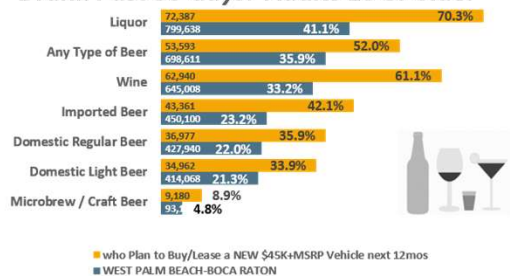


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

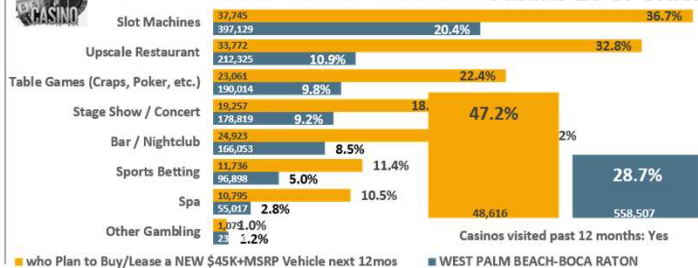


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle... 37,595 (36.5%)
 WEST PALM BEACH-BOCA RATON 387,595 (19.9%)

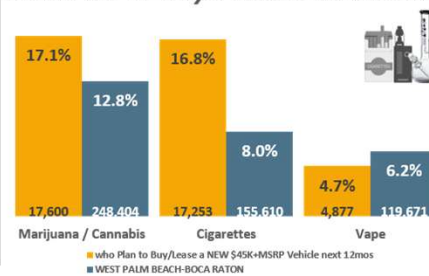
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

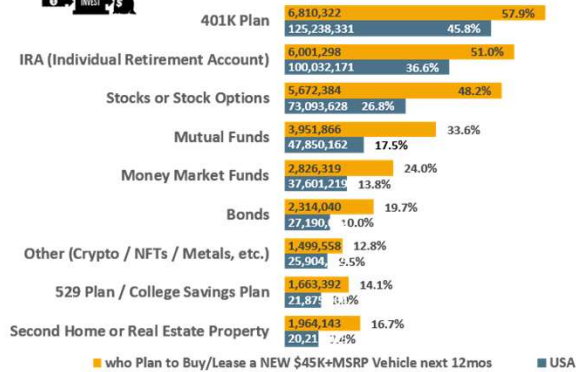




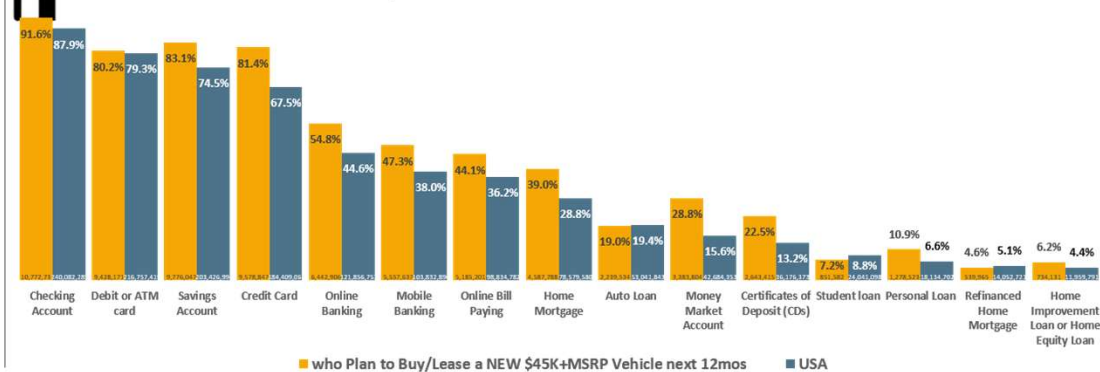
4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 26.3% more likely to have a 401K, 1.9% less likely to have an Auto Loan, 71.6% more likely to Invest/Trade Stocks Online, 20.8% less likely to pay with their Debit Card.



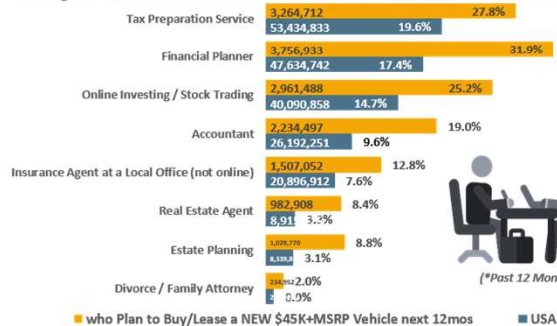
Investments Owned: Adults 18 or older



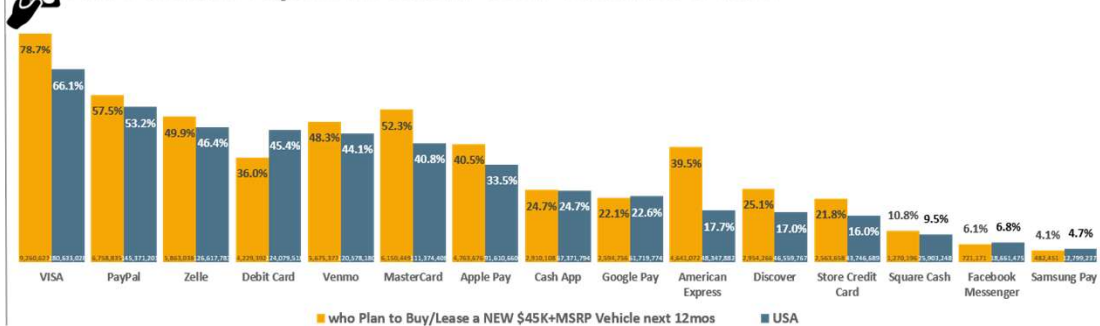
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



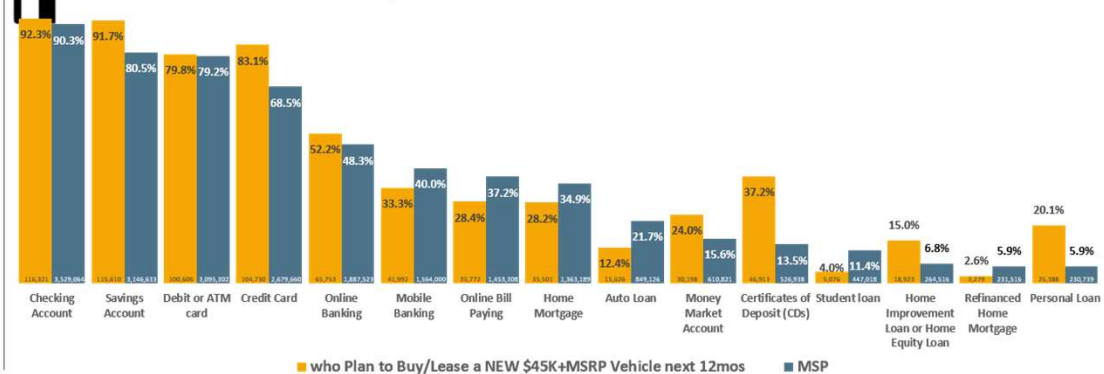
3.2% or 126,072 of MSP DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 12.4% more likely to have a 401K, 42.9% less likely to have an Auto Loan, 76.% more likely to Invest/Trade Stocks Online, 39.3% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



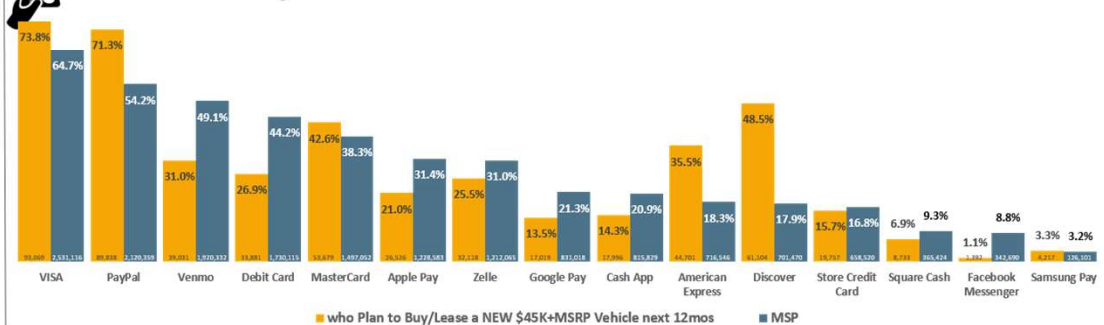
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

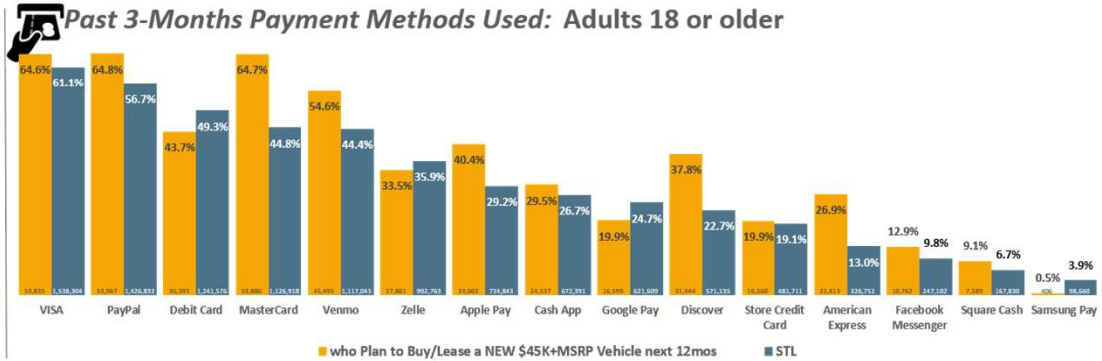
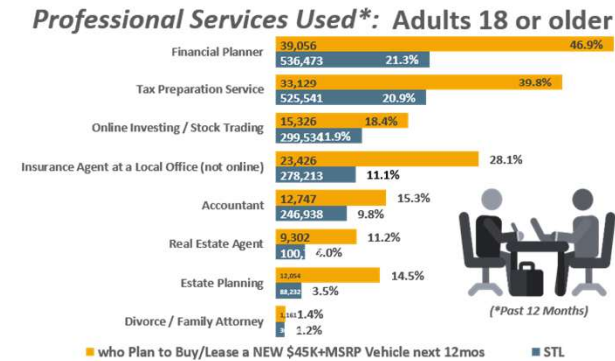
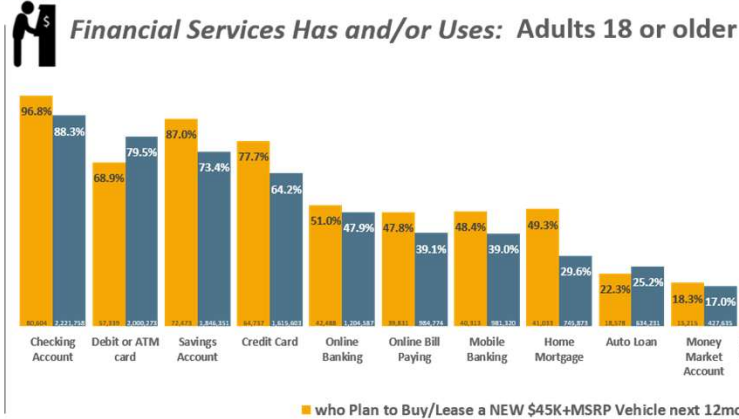
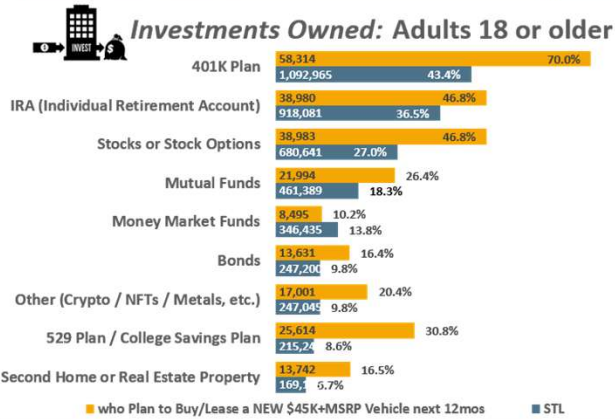


Past 3-Months Payment Methods Used: Adults 18 or older





3.3% or 83,276 of STL DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 61.2% more likely to have a 401K, 11.5% less likely to have an Auto Loan, 54.6% more likely to Invest/Trade Stocks Online, 11.4% less likely to pay with their Debit Card.

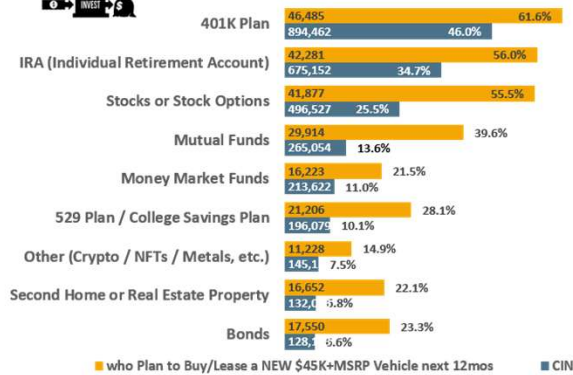




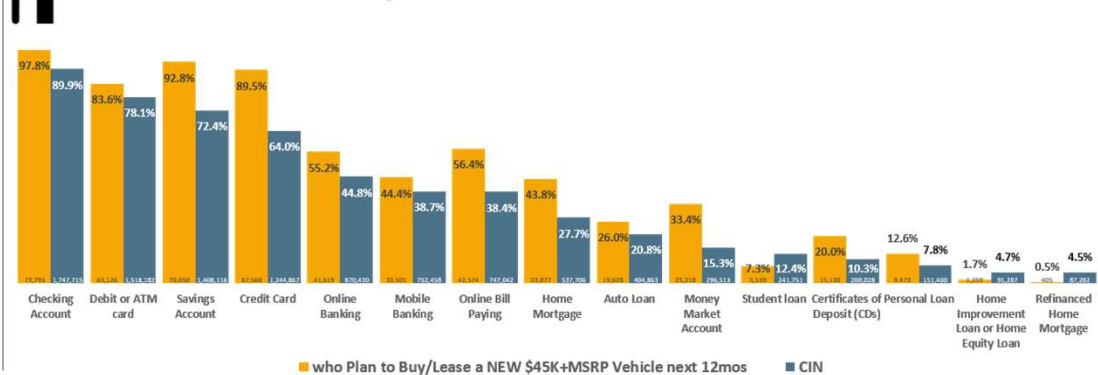
3.9% or 75,465 of CIN DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 33.9% more likely to have a 401K, 24.9% more likely to have an Auto Loan, 183.7% more likely to Invest/Trade Stocks Online, 23.3% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



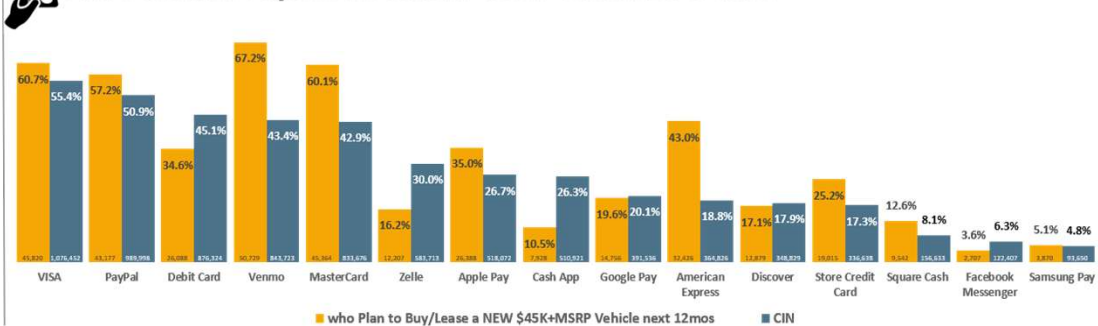
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





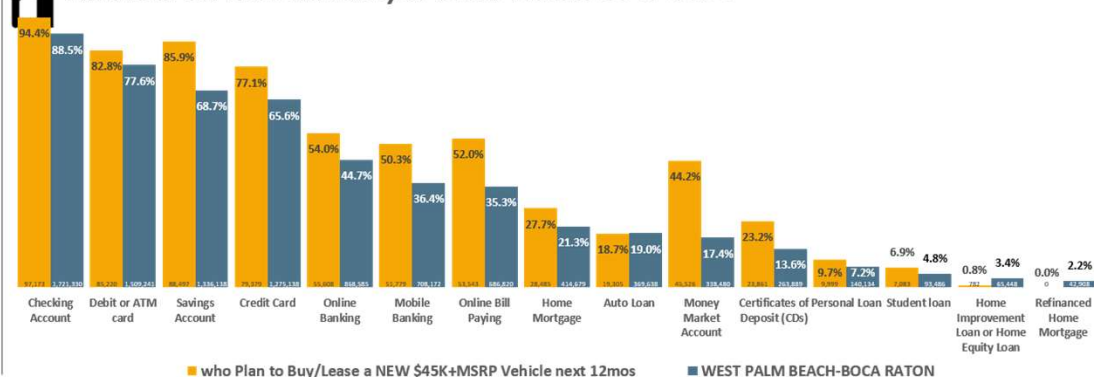
5.3% or 102,984 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Plan to Buy/Lease a NEW... Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 30.8% more likely to have a 401K, 1.4% less likely to have an Auto Loan, 59.8% more likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



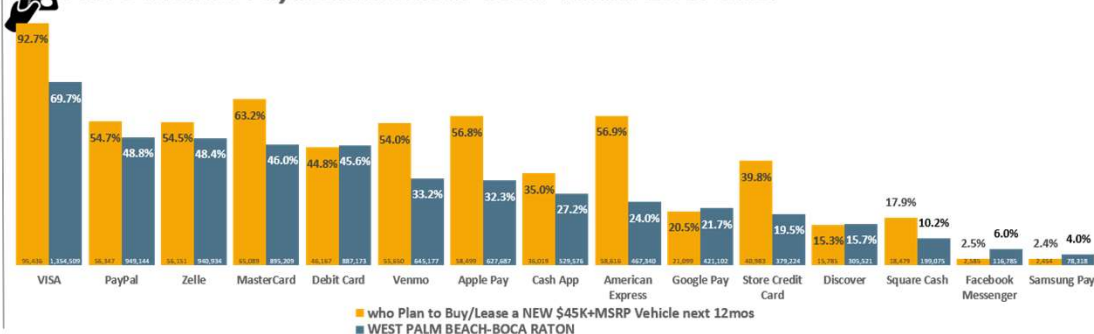
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

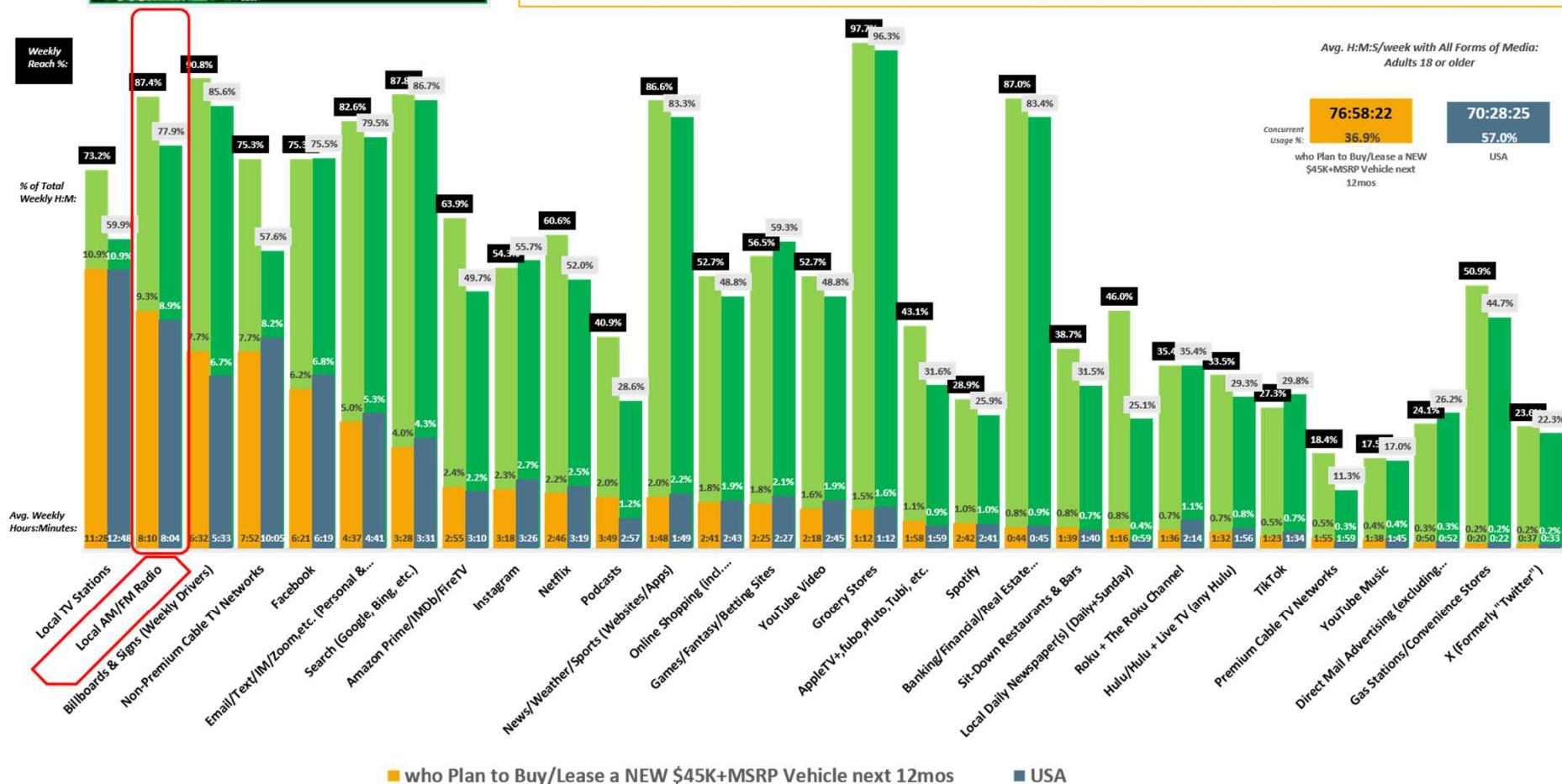


Past 3-Months Payment Methods Used: Adults 18 or older



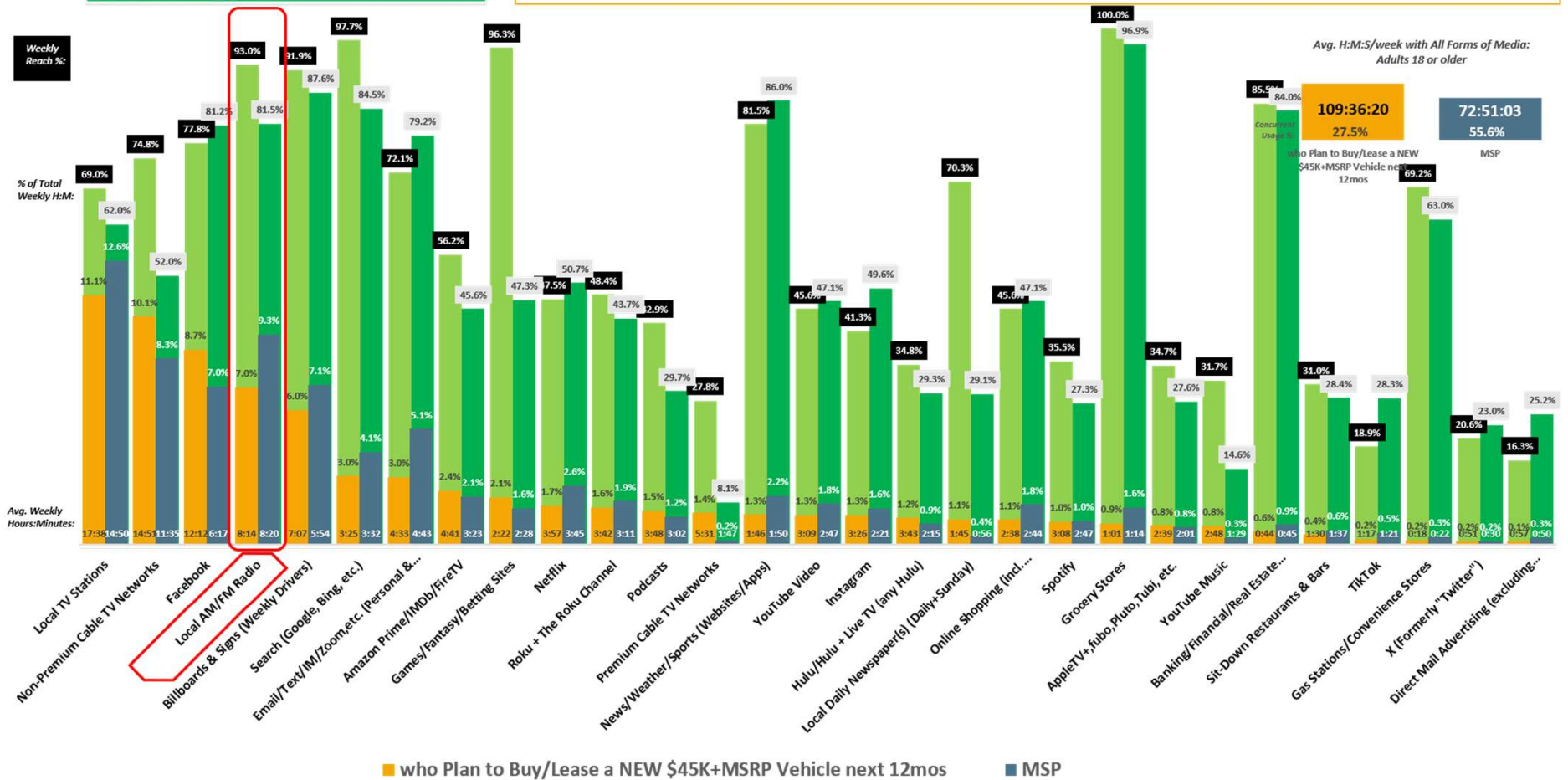


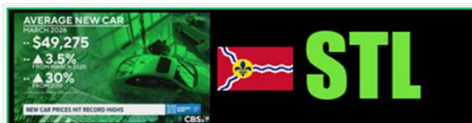
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 3 days, 4 hours, 58 minutes and 22 seconds each week with All Forms of Media.
 87.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



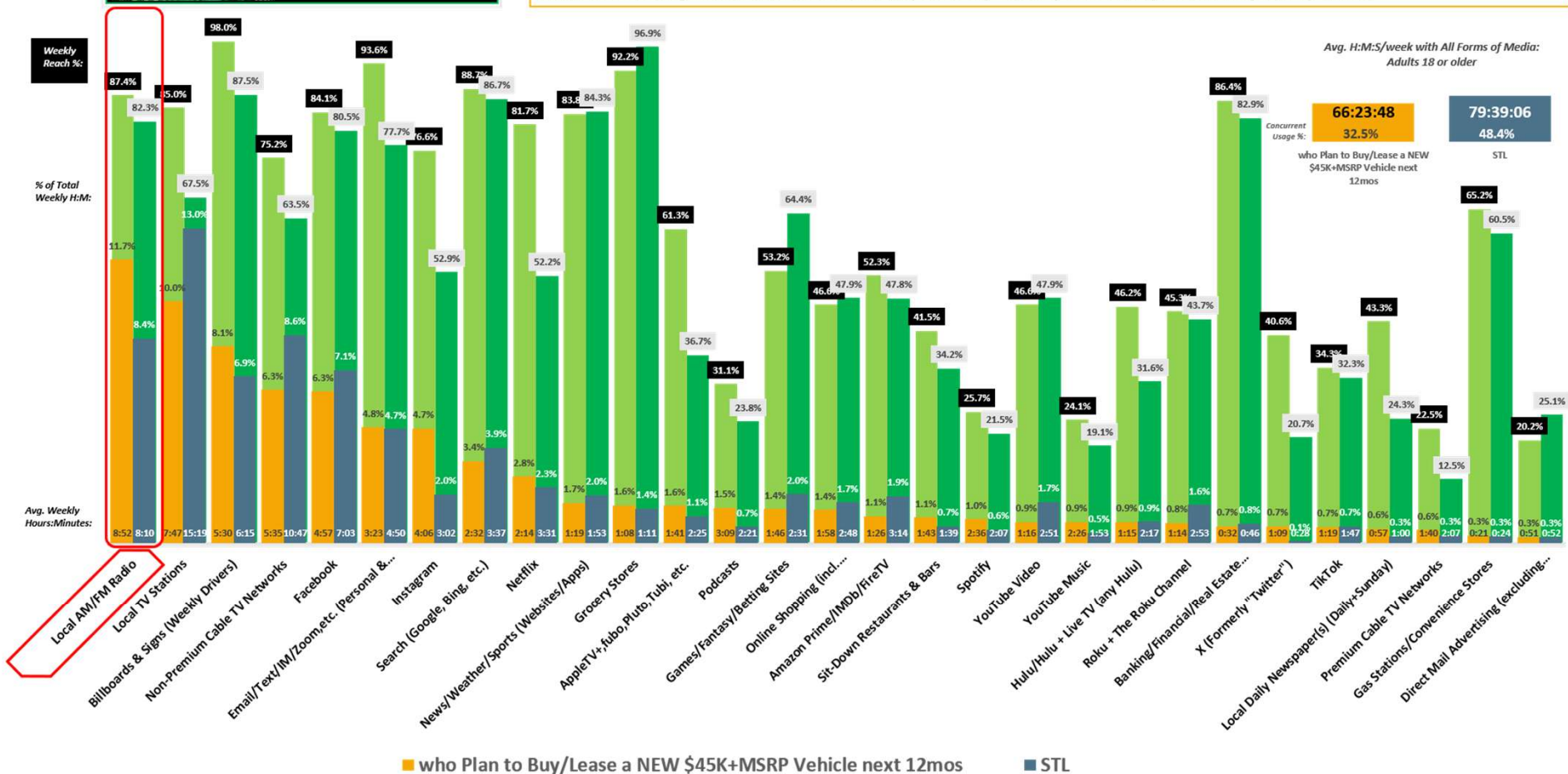


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 4 days, 13 hours, 36 minutes and 20 seconds each week with All Forms of Media.
 93.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.



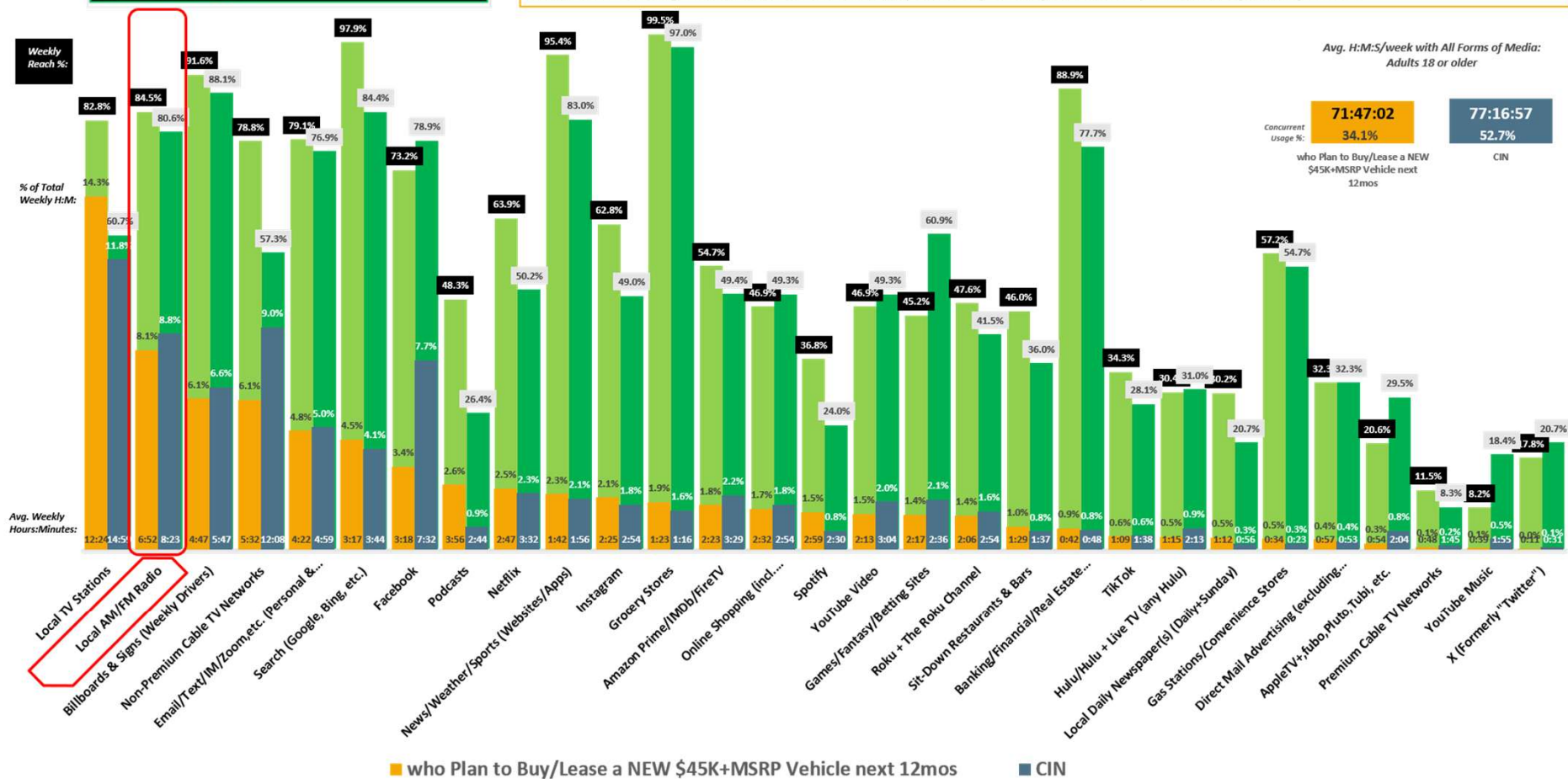


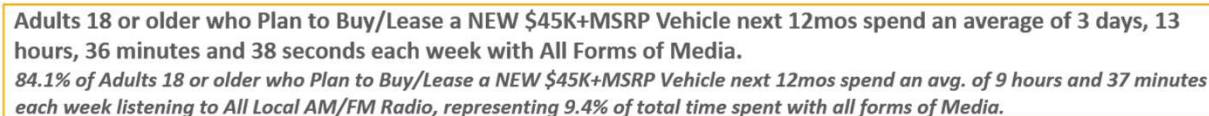
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 18 hours, 23 minutes and 48 seconds each week with All Forms of Media.
87.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.





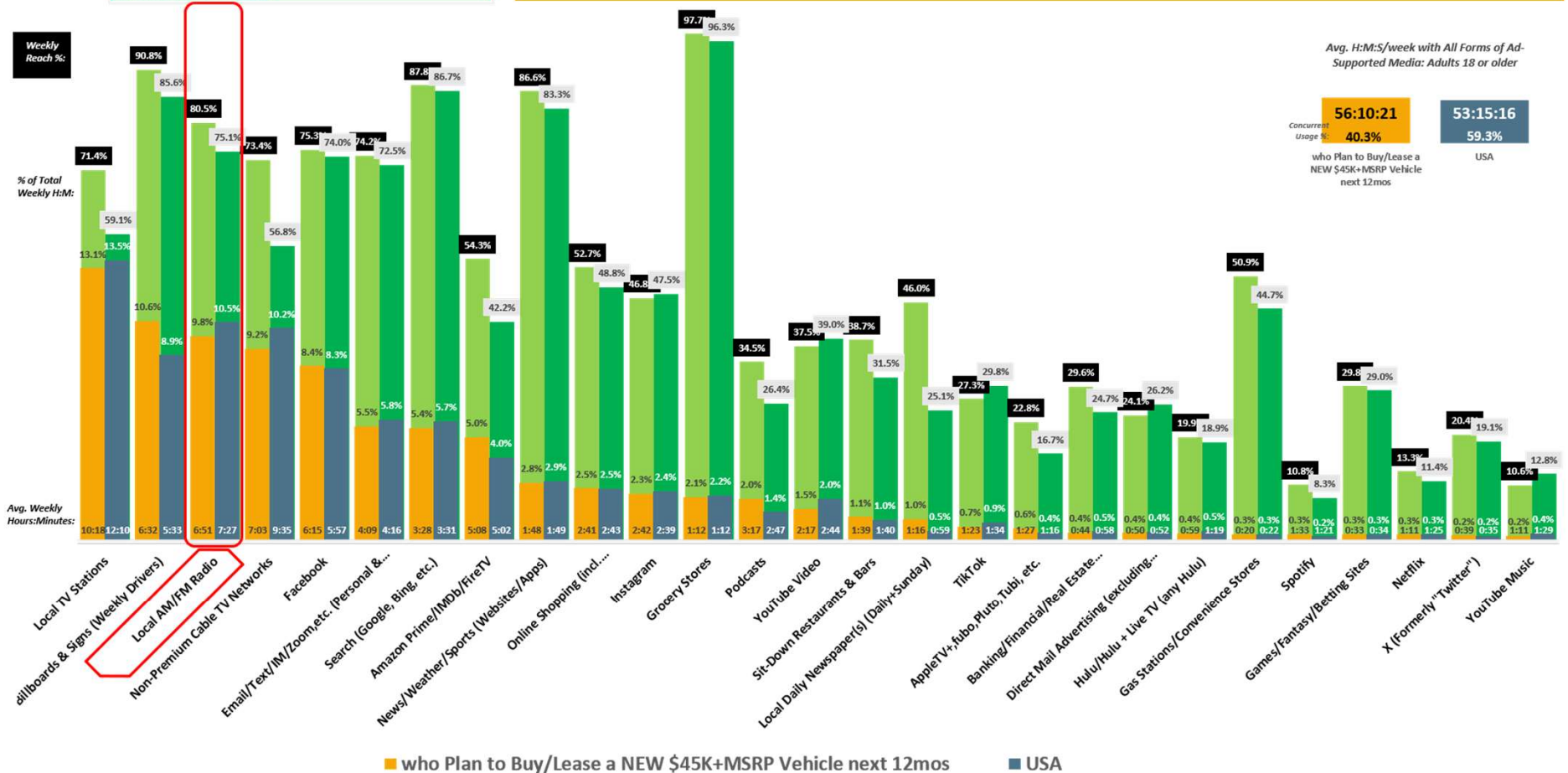
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 23 hours, 47 minutes and 2 seconds each week with All Forms of Media.
 84.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 6 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





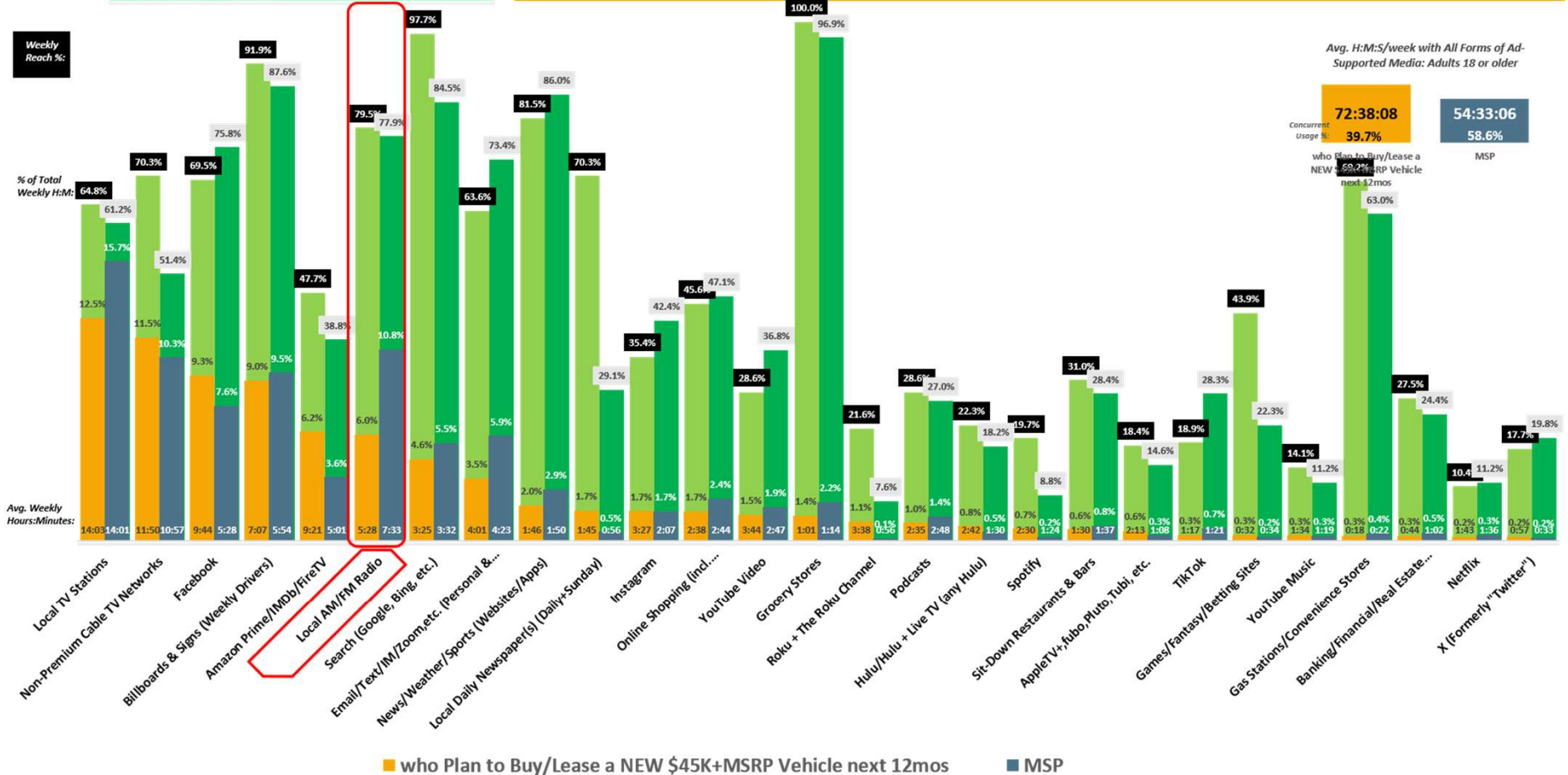


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 8 hours, 10 minutes and 21 seconds each week with All Forms of Ad-Supported Media.
 80.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 6 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



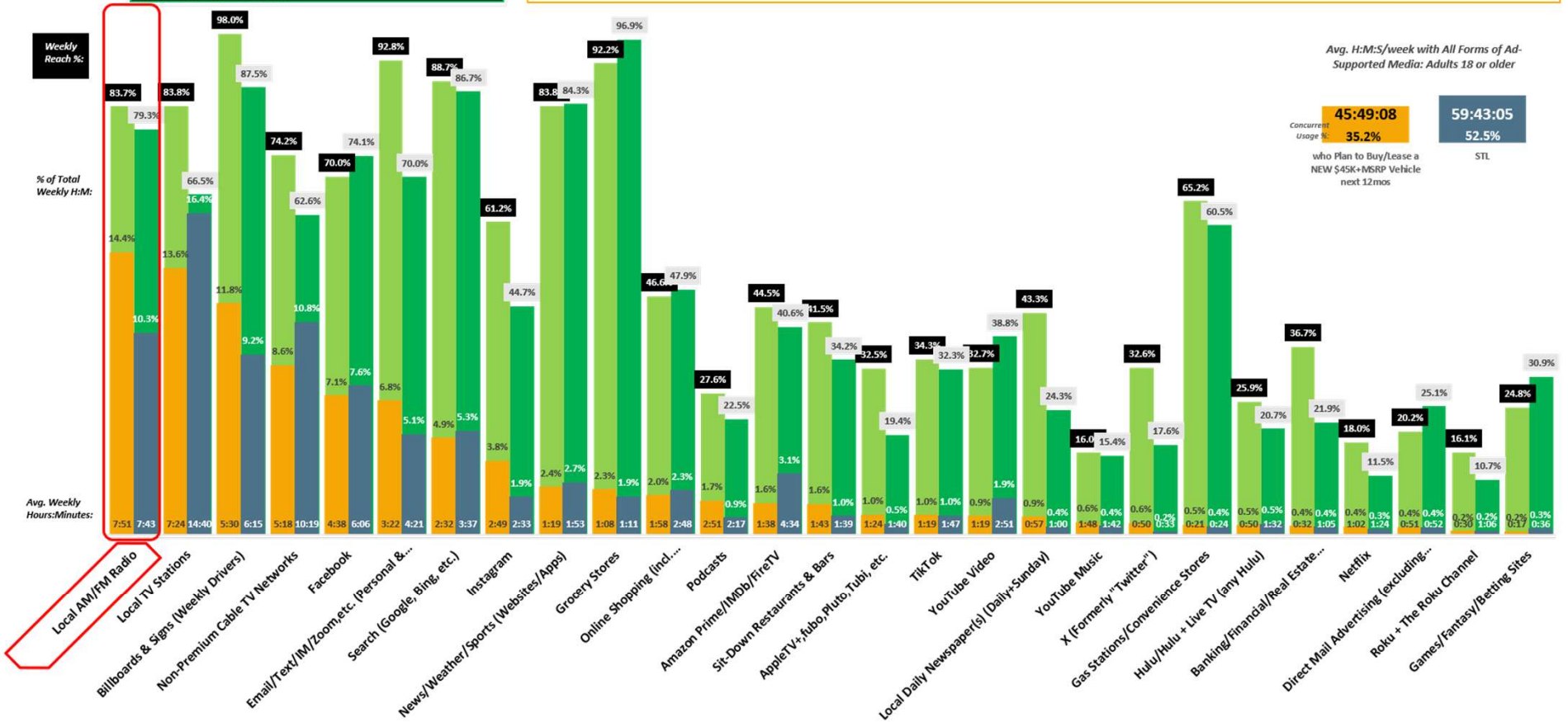


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 3 days, 0 hours, 38 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
79.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 5 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 1 days, 21 hours, 49 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
83.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.4% of total time spent with all forms of Ad-Supported Media



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

Concurrent Usage %: 35.2%

45:49:08

59:43:05

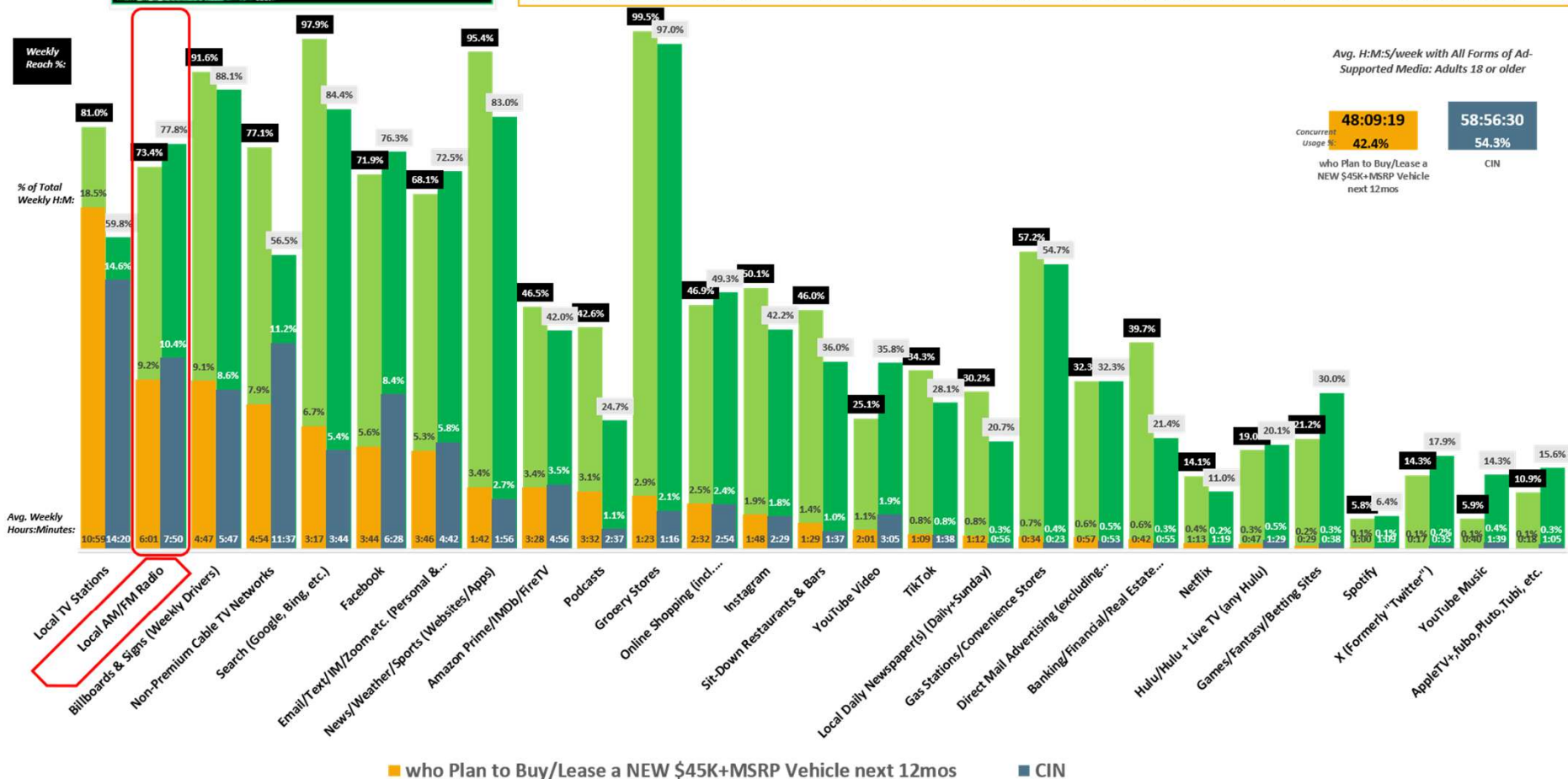
STL

who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos STL



Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 0 hours, 9 minutes and 19 seconds each week with All Forms of Ad-Supported Media.
73.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 6 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.



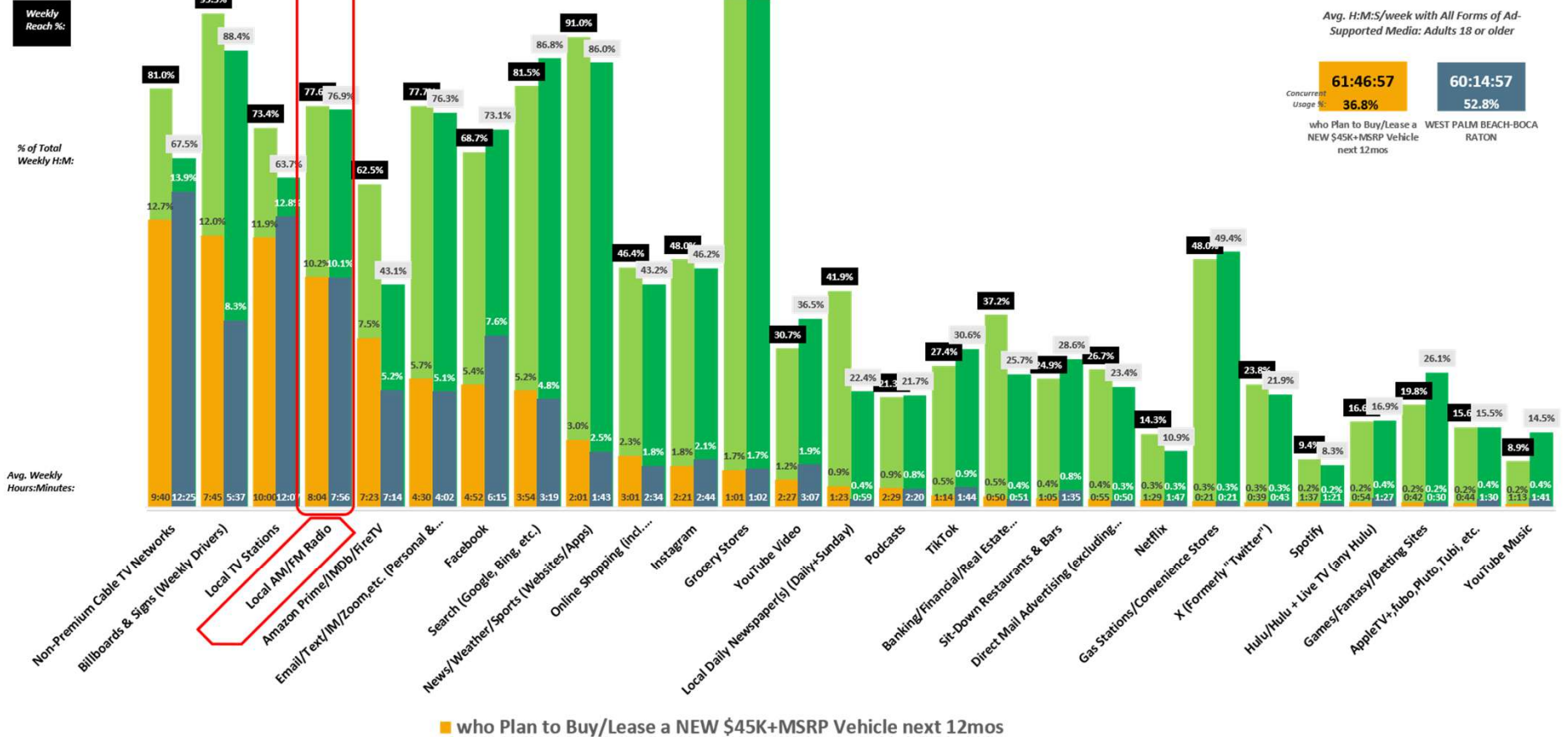
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

48:09:19
42.4%
who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

58:56:30
54.3%
CIN



Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 13 hours, 46 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 77.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.

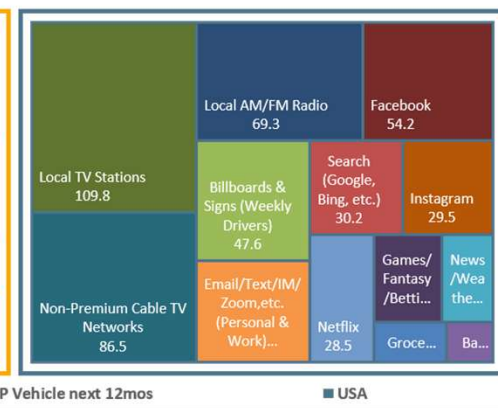
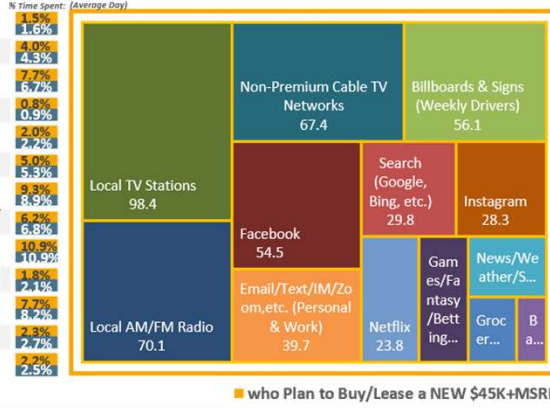
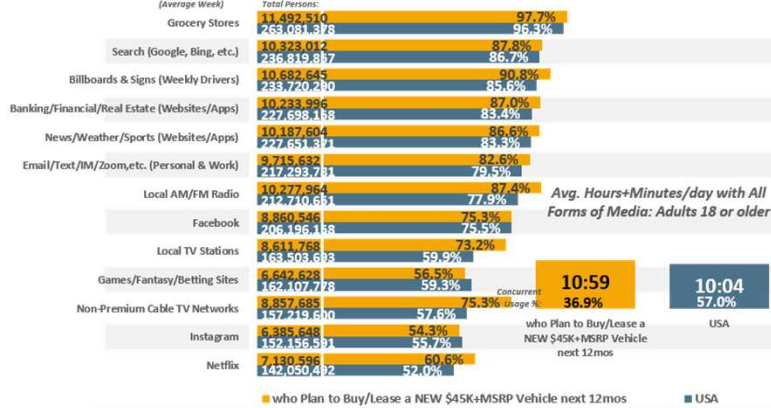




Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 58.8 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

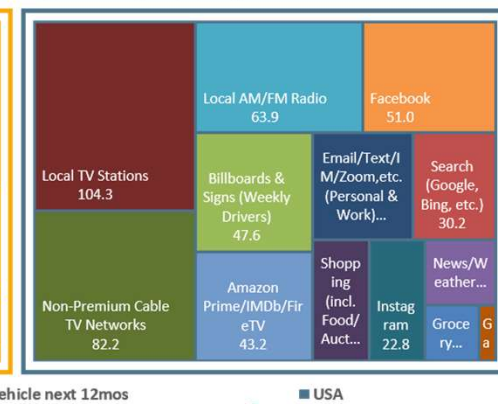
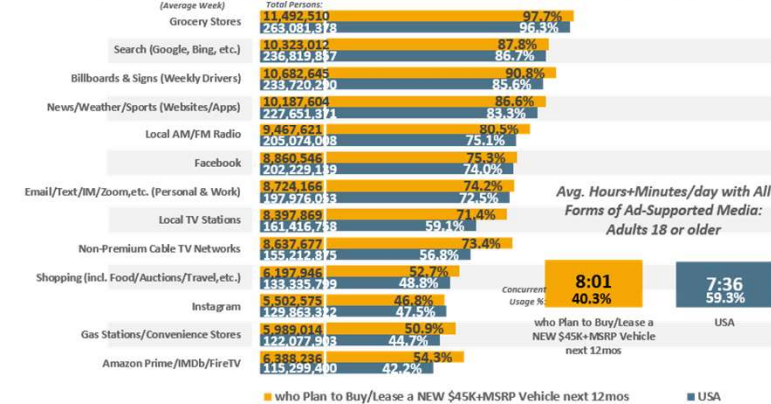
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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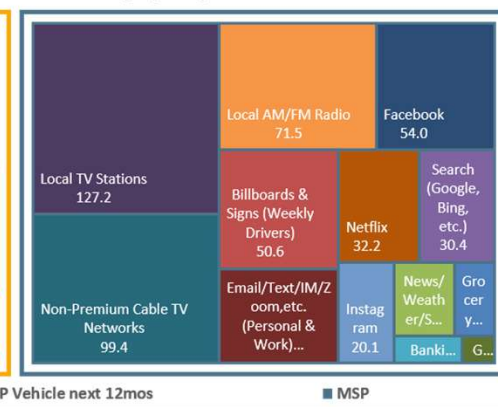
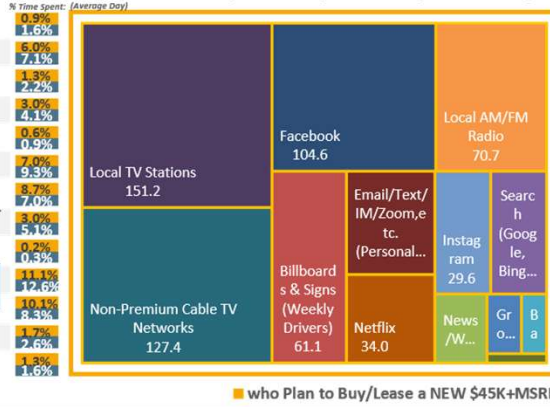
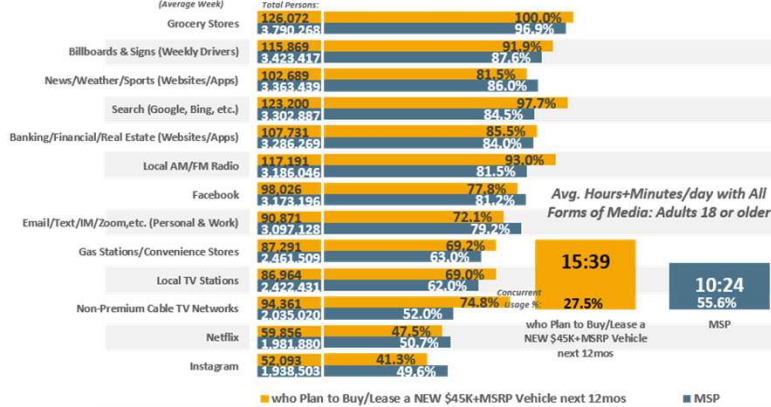
(Amt HHLd plans to pay for new/leased vehicle nxt 12 mo(HHLd): \$45,000 - \$59,999 OR Amt HHLd plans to pay for new/leased vehicle nxt 12 mo(HHLd): \$60,000 or more)



Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 10 hours and 22 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 47. minutes/day. (Local Radio delivers 6.% of Time with Ad-Supported Media.)

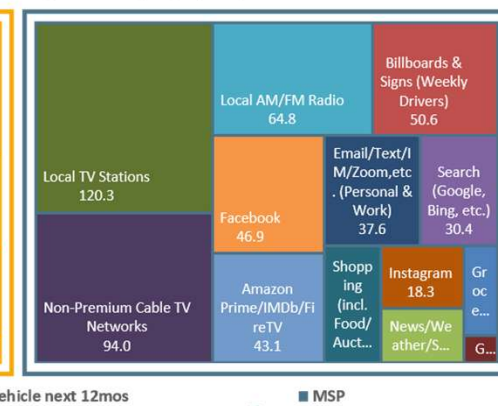
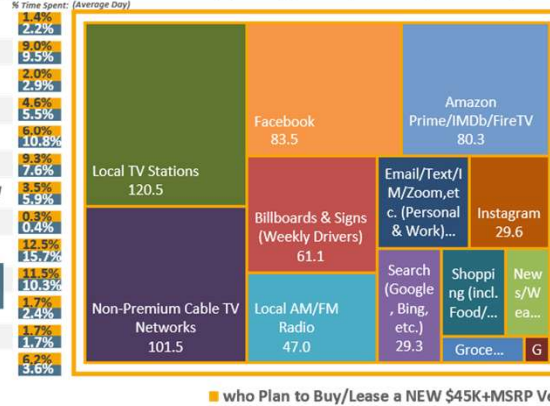
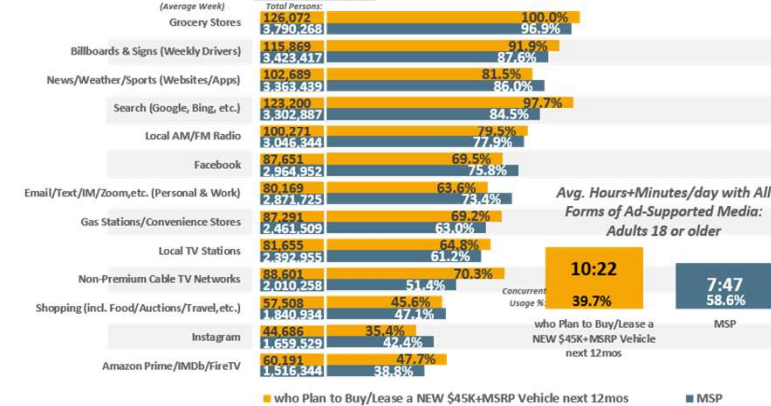
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

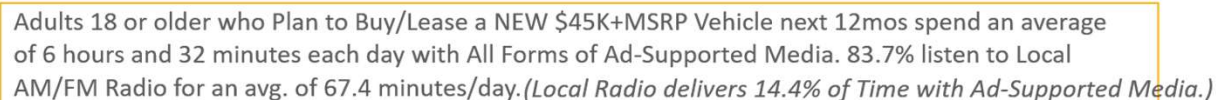
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



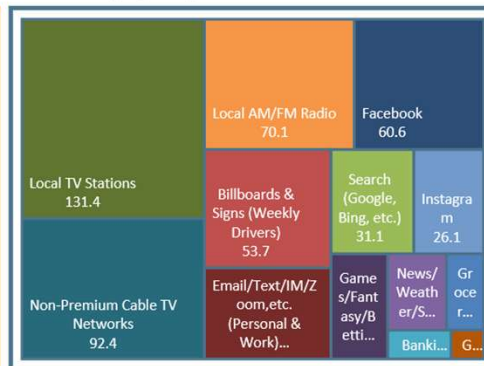
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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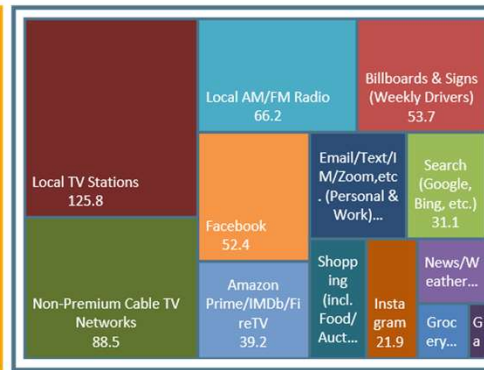
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



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



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



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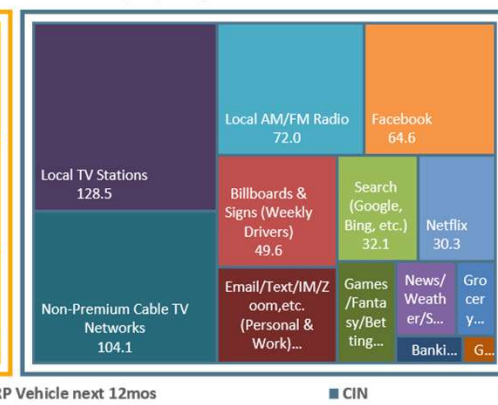
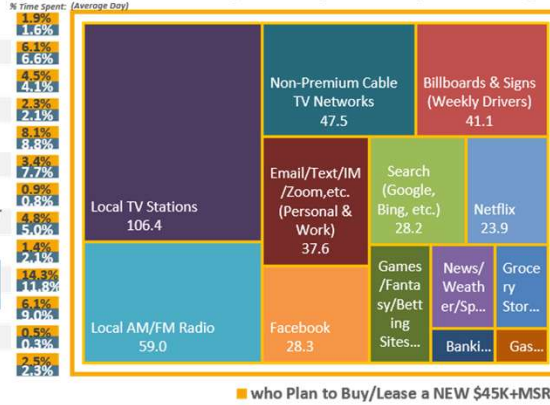
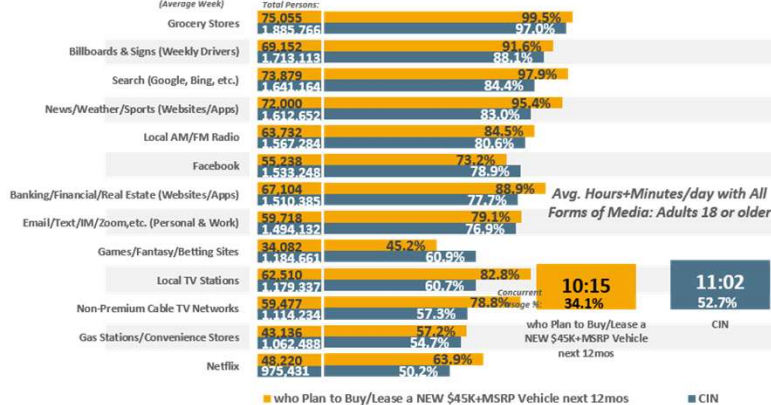
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 51.7 minutes/day. (Local Radio delivers 9.2% of Time with Ad-Supported Media.)

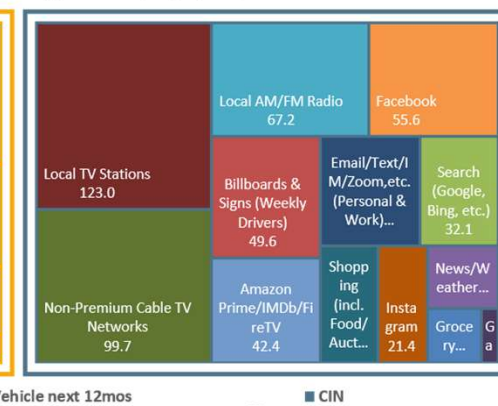
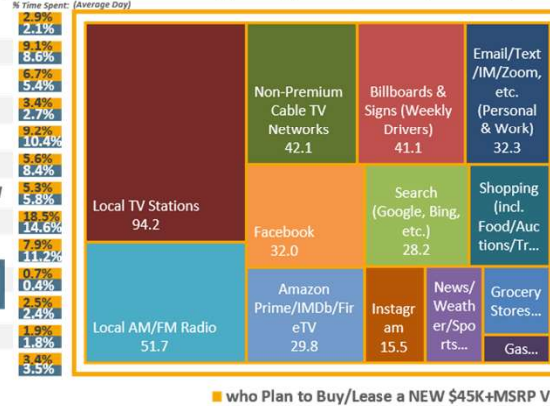
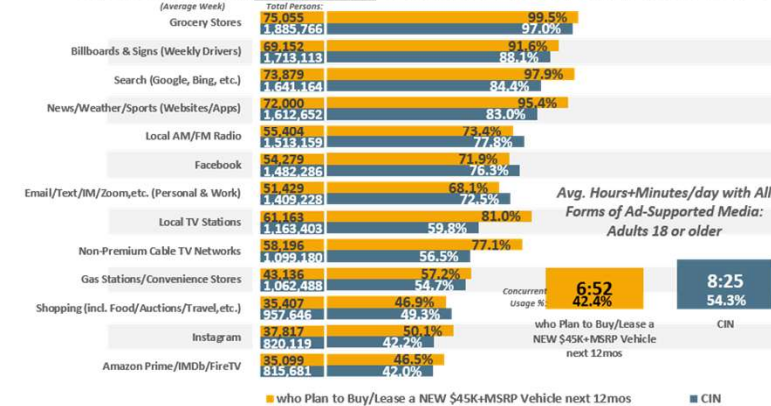
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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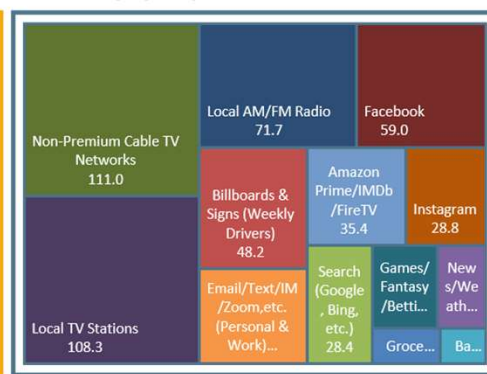
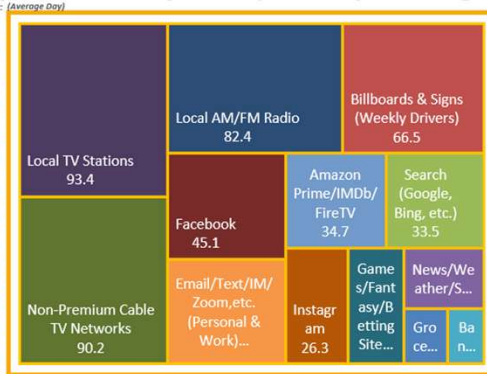
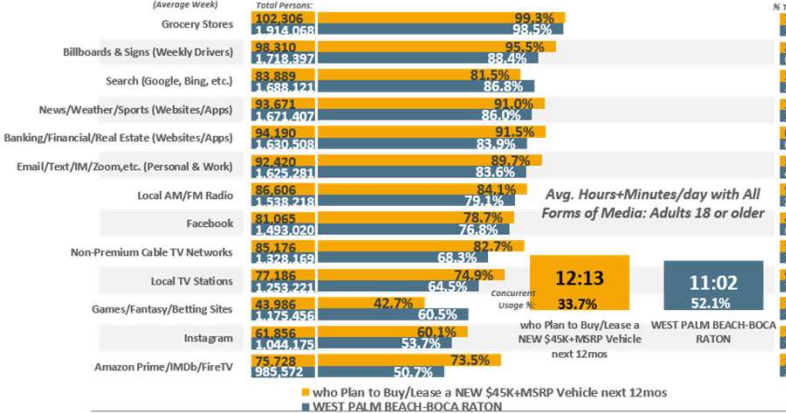
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Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 77.6% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

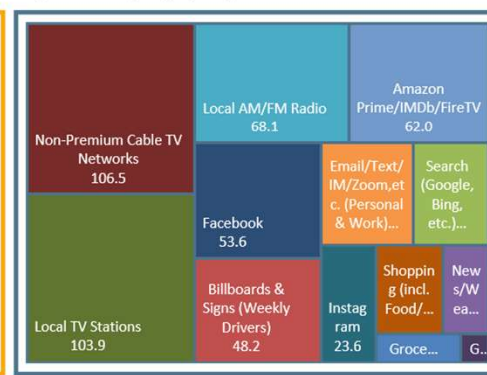
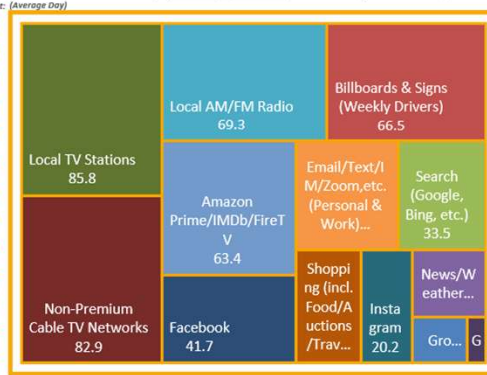
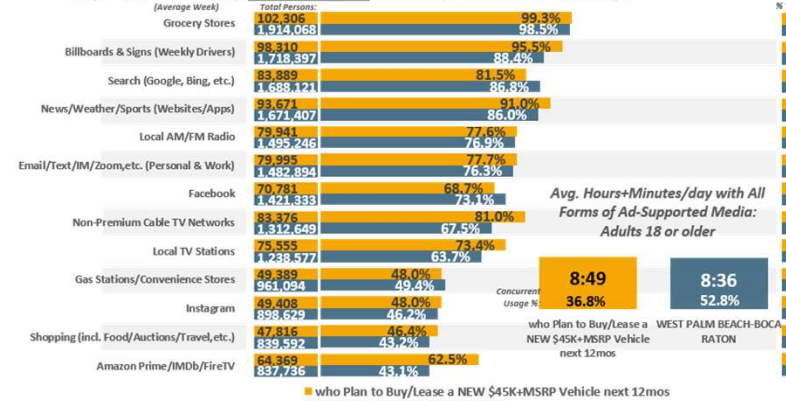
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

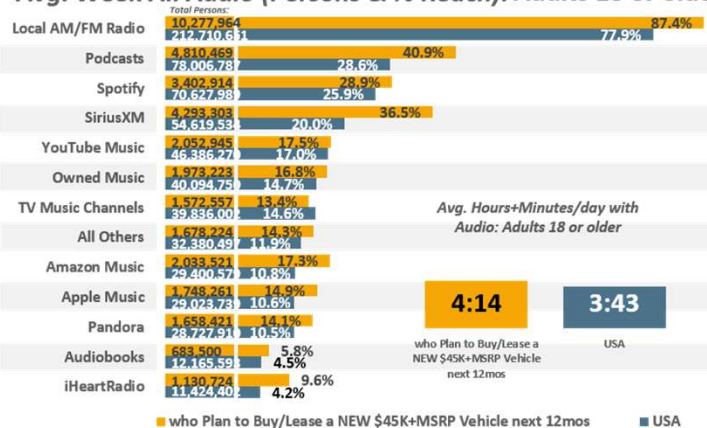
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



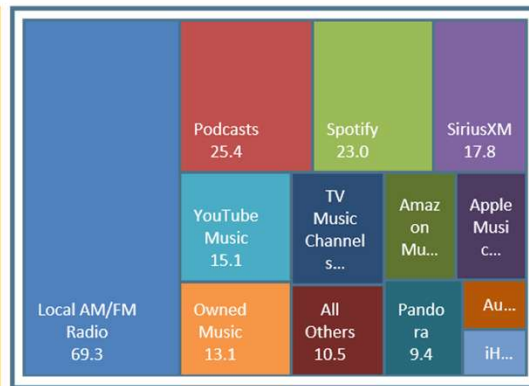
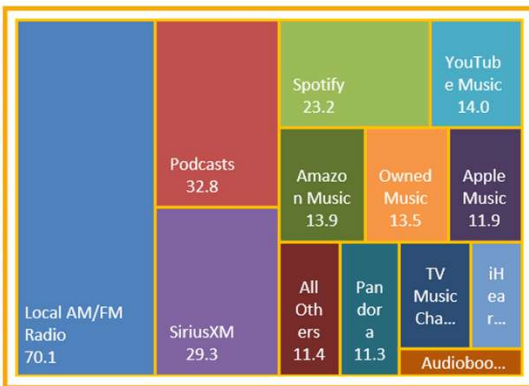


9,467,621 or 80.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

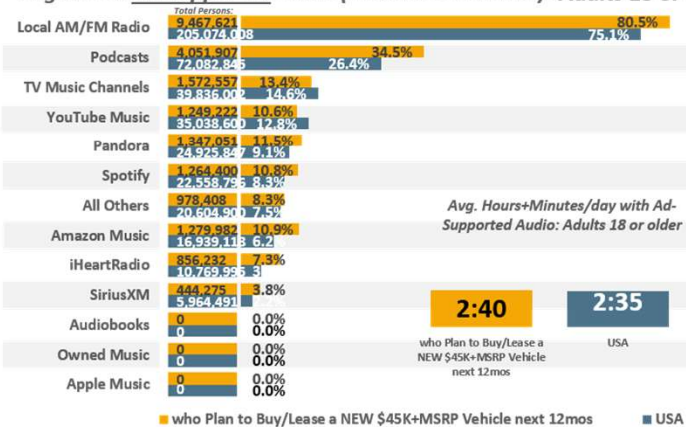
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



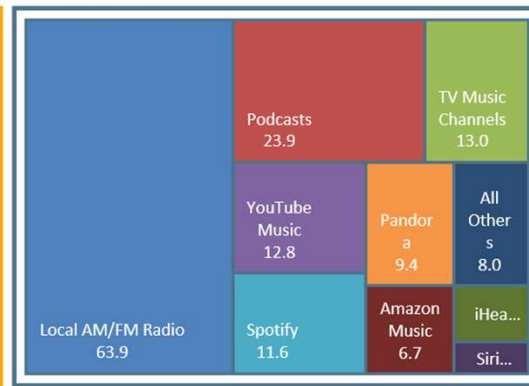
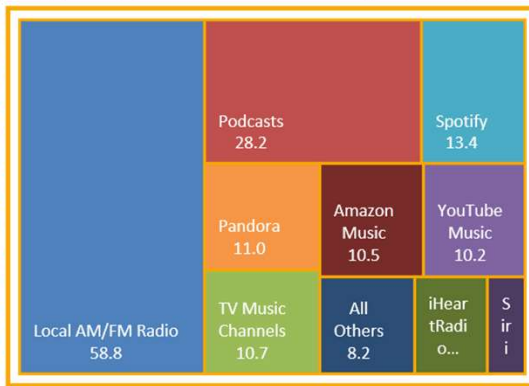
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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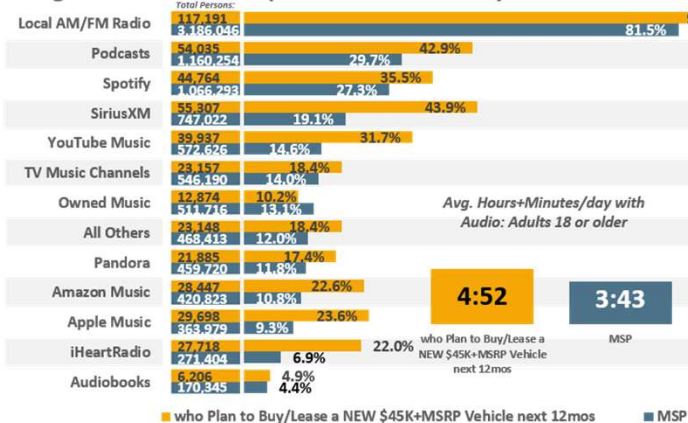
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(Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$60,000 or more)

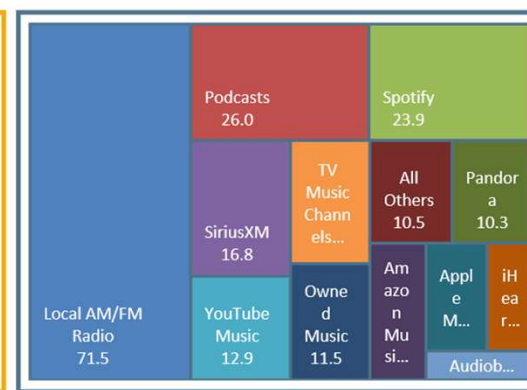
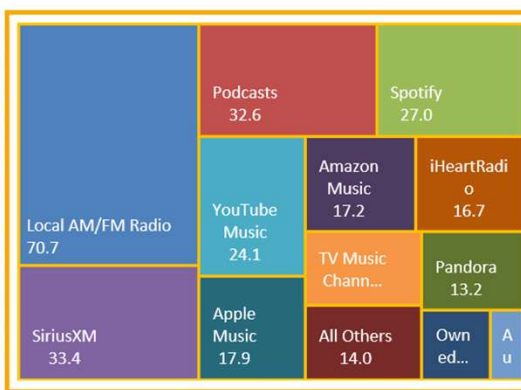


100,271 or 79.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 47. minutes every day representing 26.9% of all time spent daily with Ad-Supported Audio.

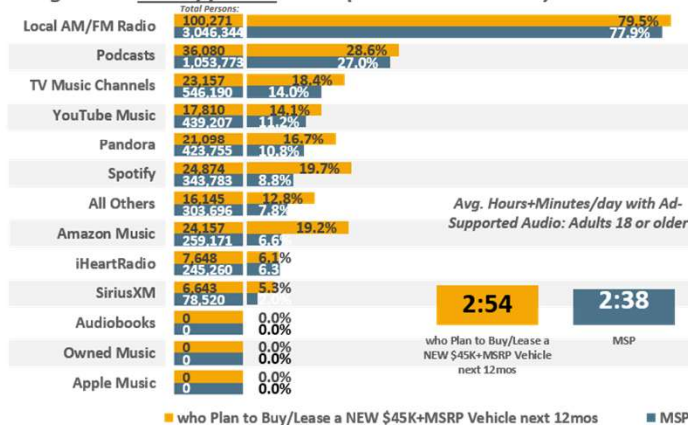
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



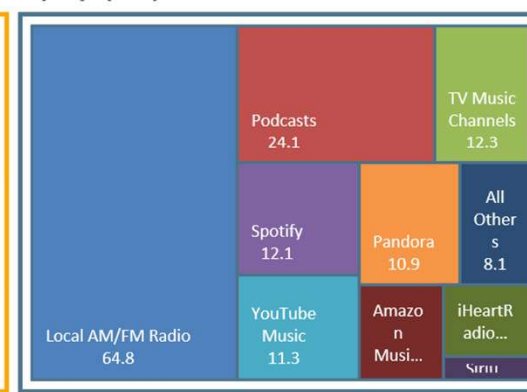
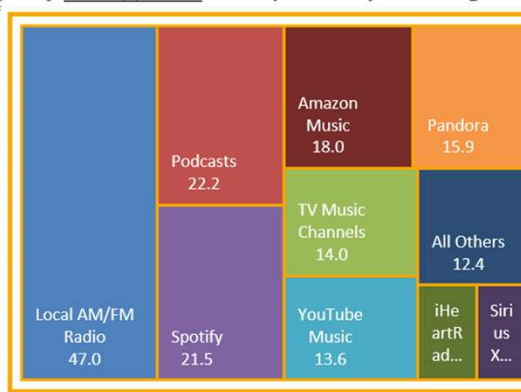
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

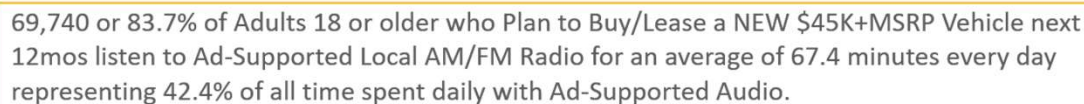


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

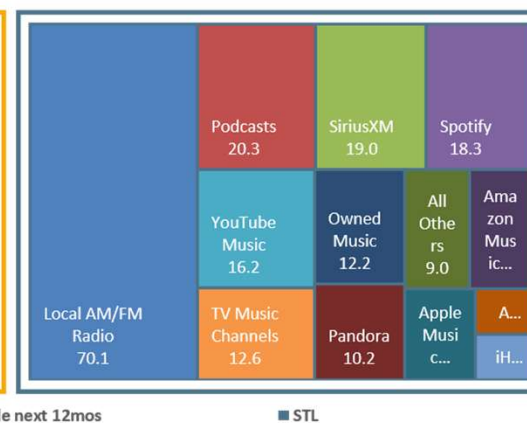
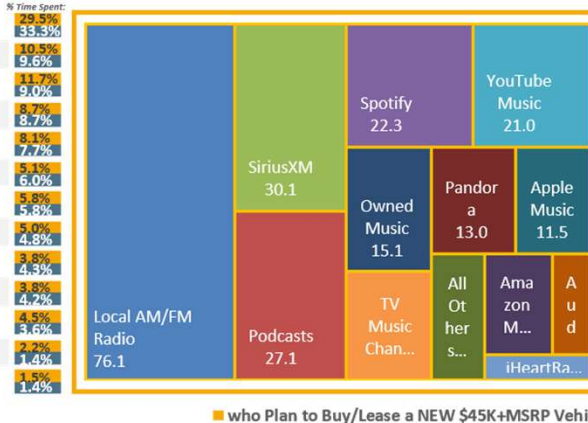


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

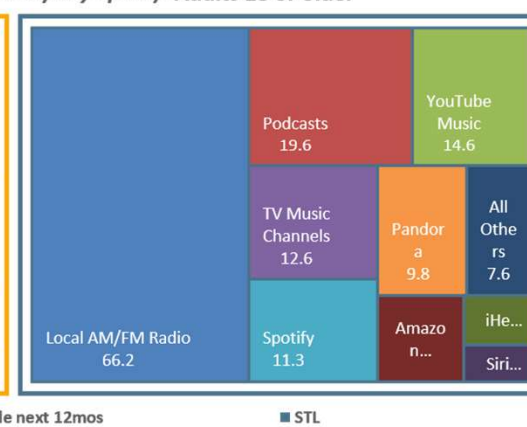
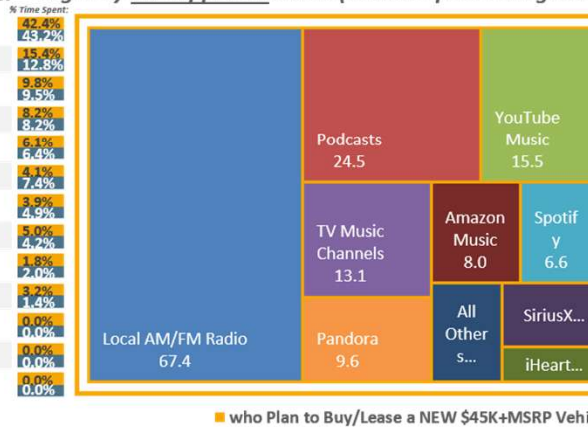




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



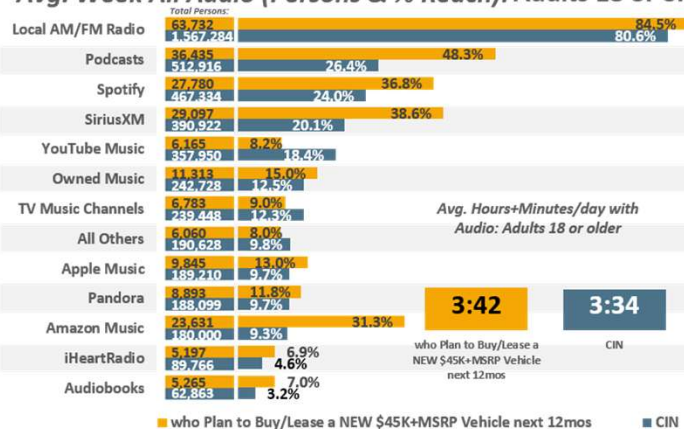
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



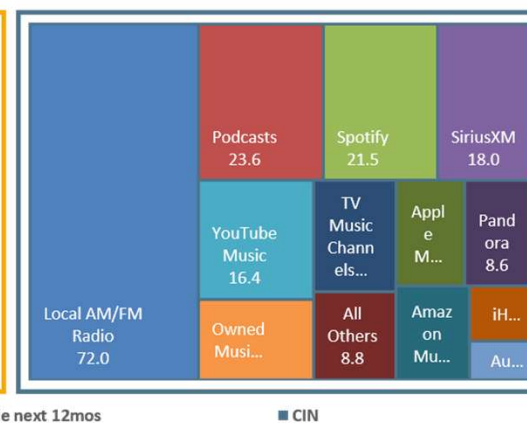
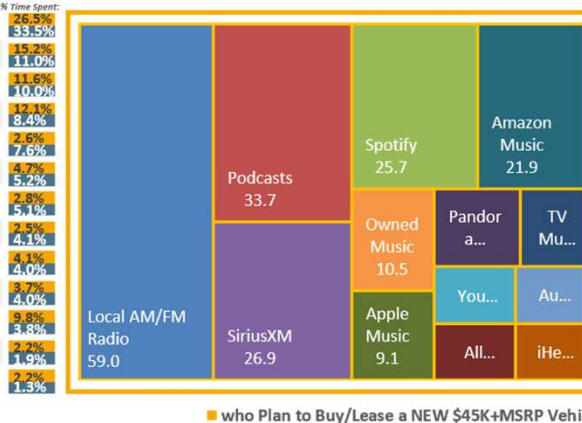


55,404 or 73.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

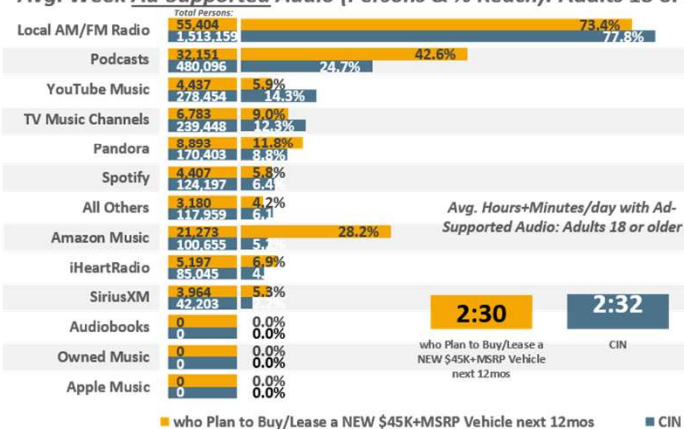
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



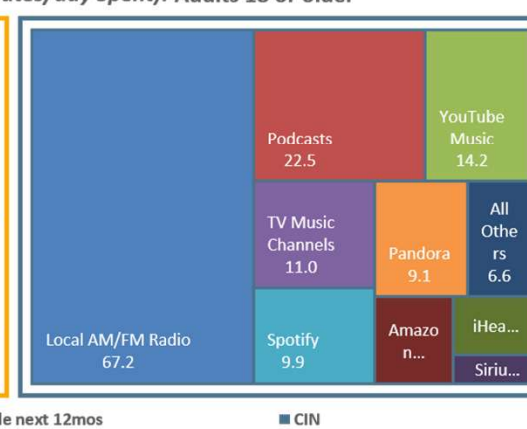
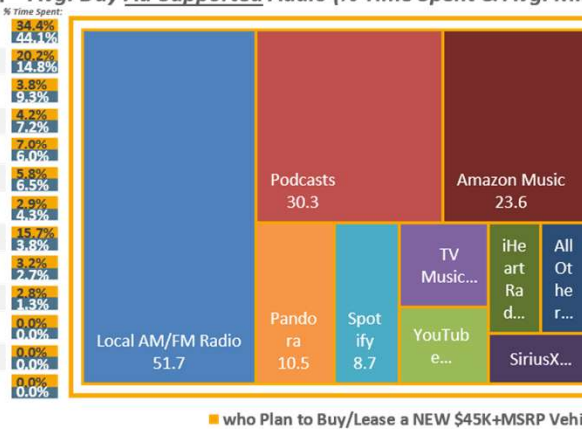
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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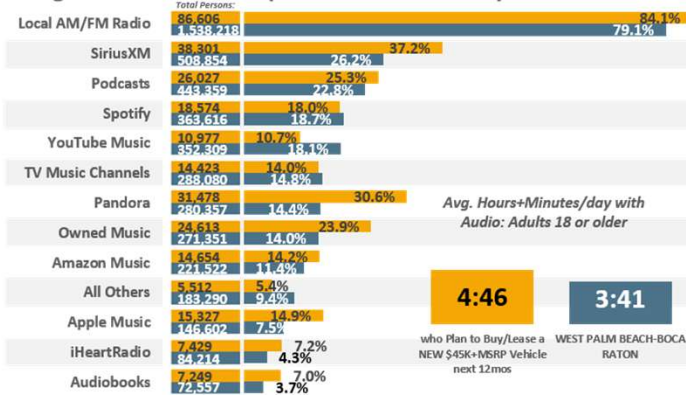
soefa.ai Share of Everything for Anything

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

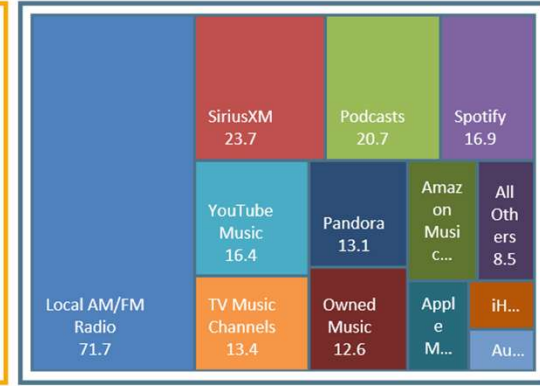
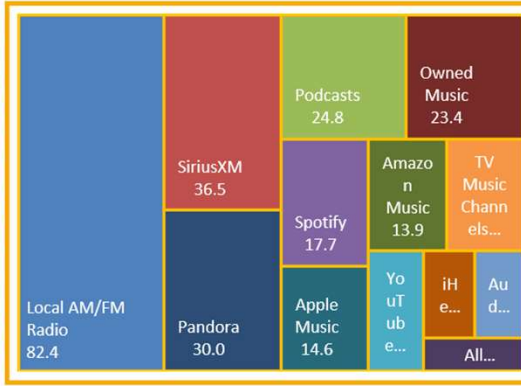


79,941 or 77.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

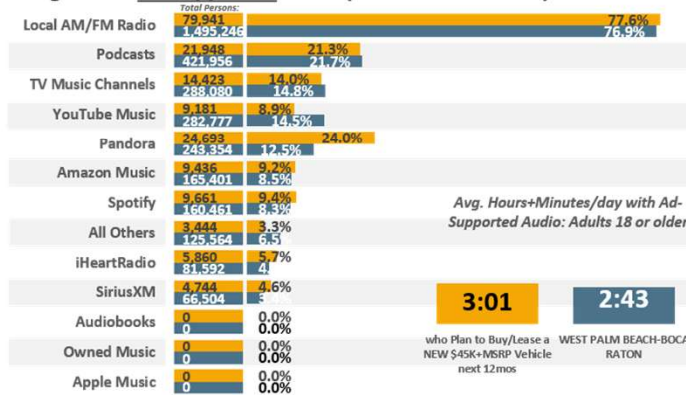
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



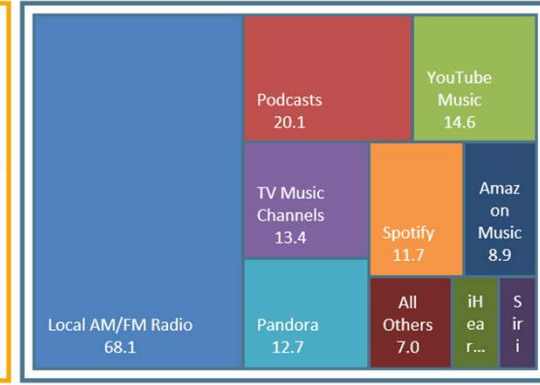
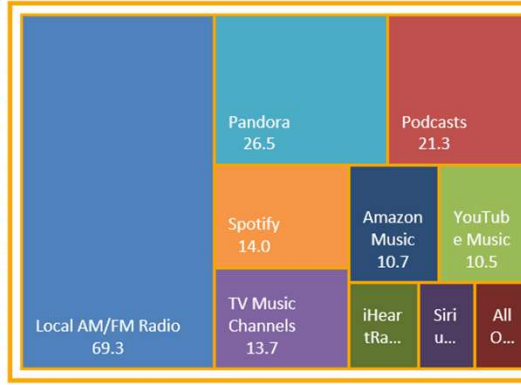
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

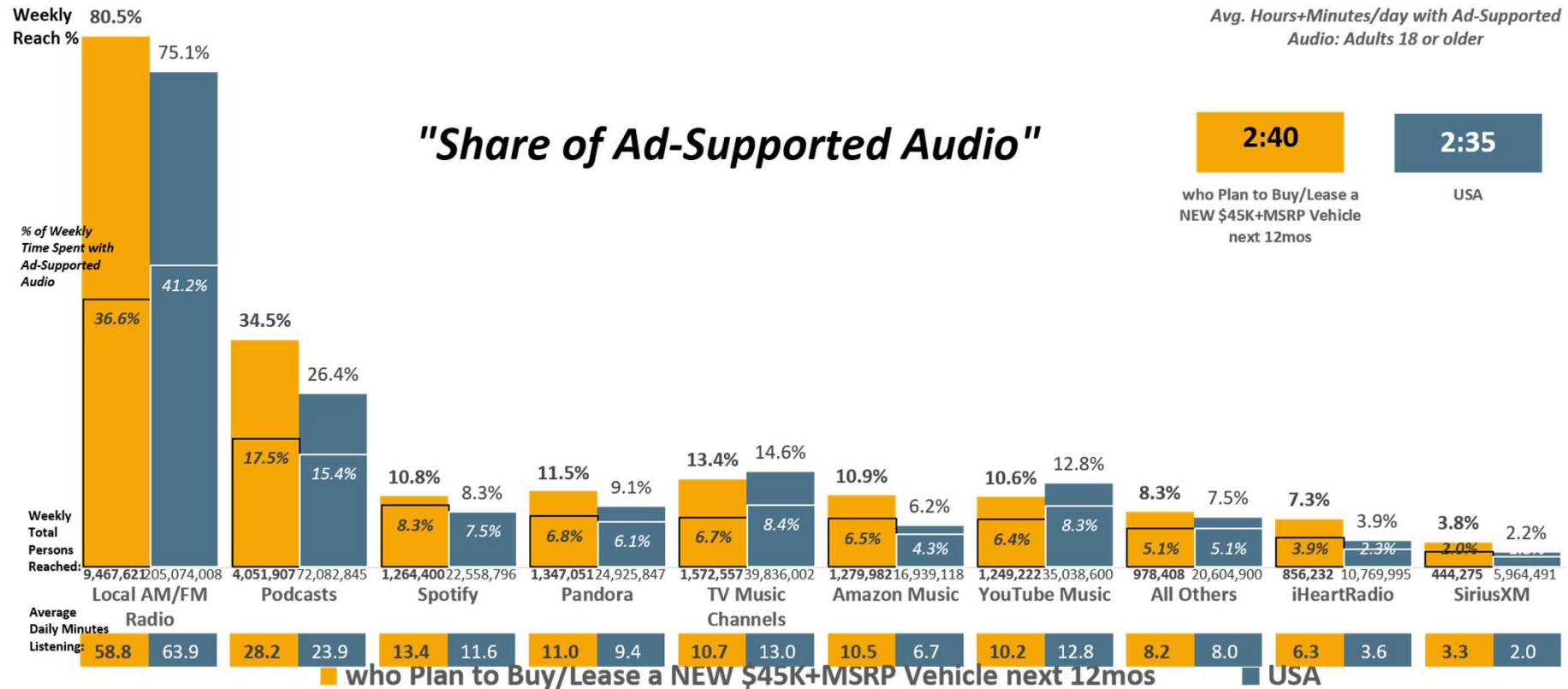


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



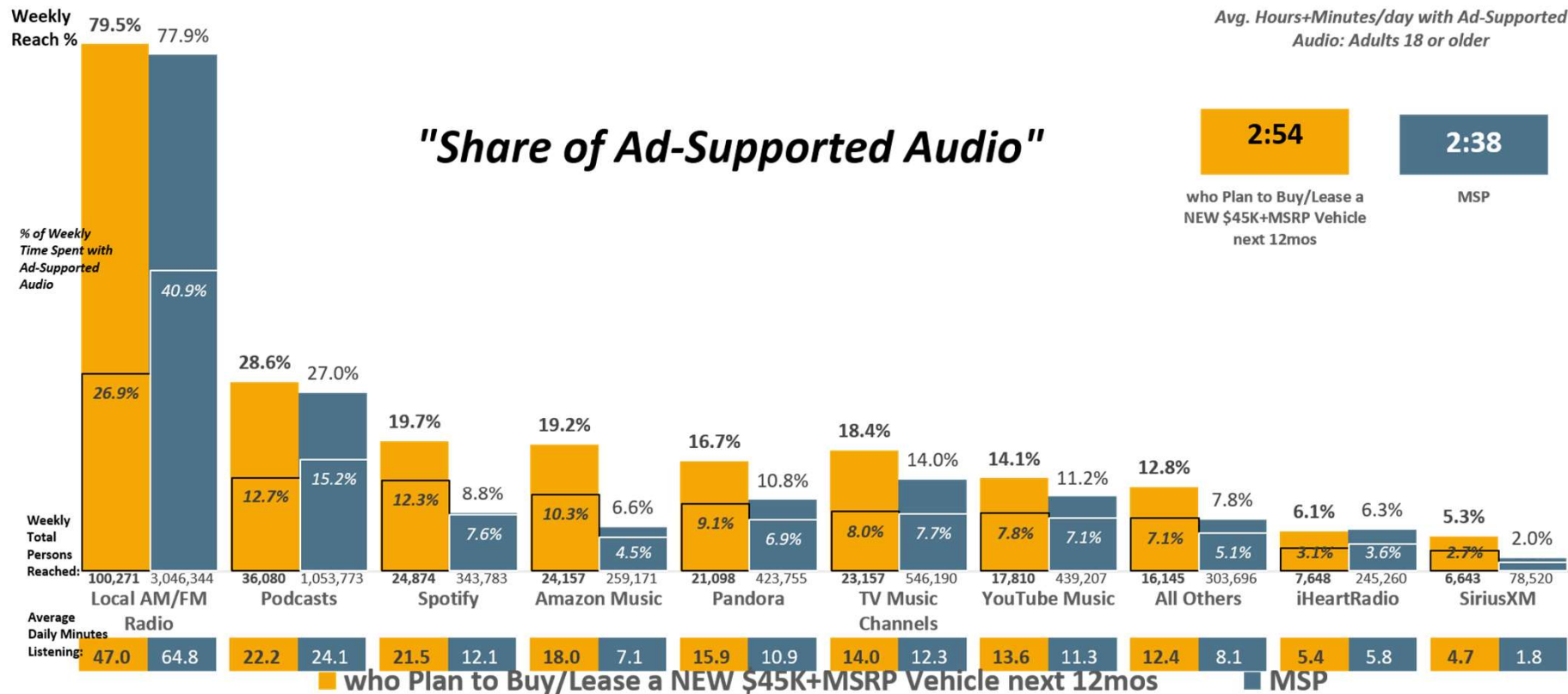


9,467,621 or 80.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



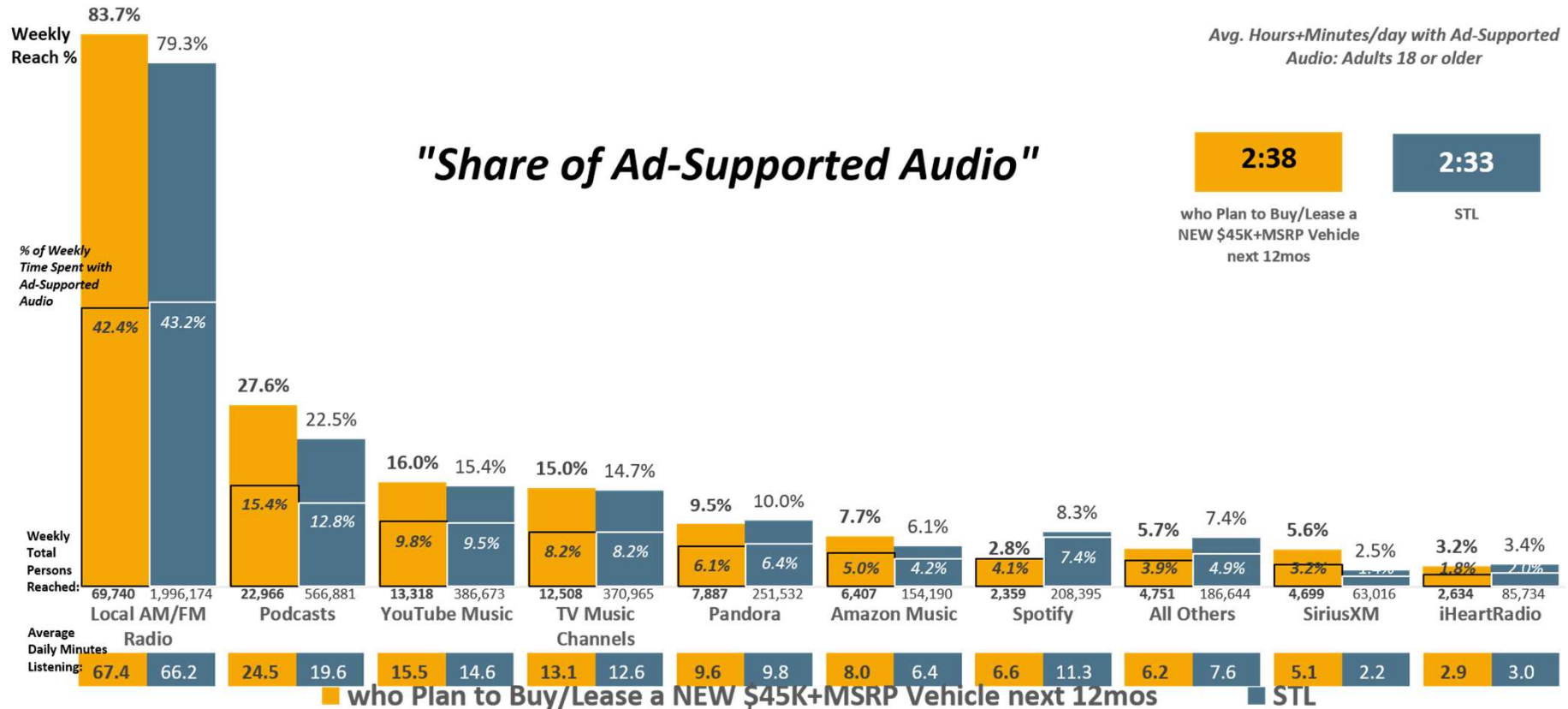


100,271 or 79.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 47. minutes every day representing 26.9% of all time spent daily with Ad-Supported Audio.



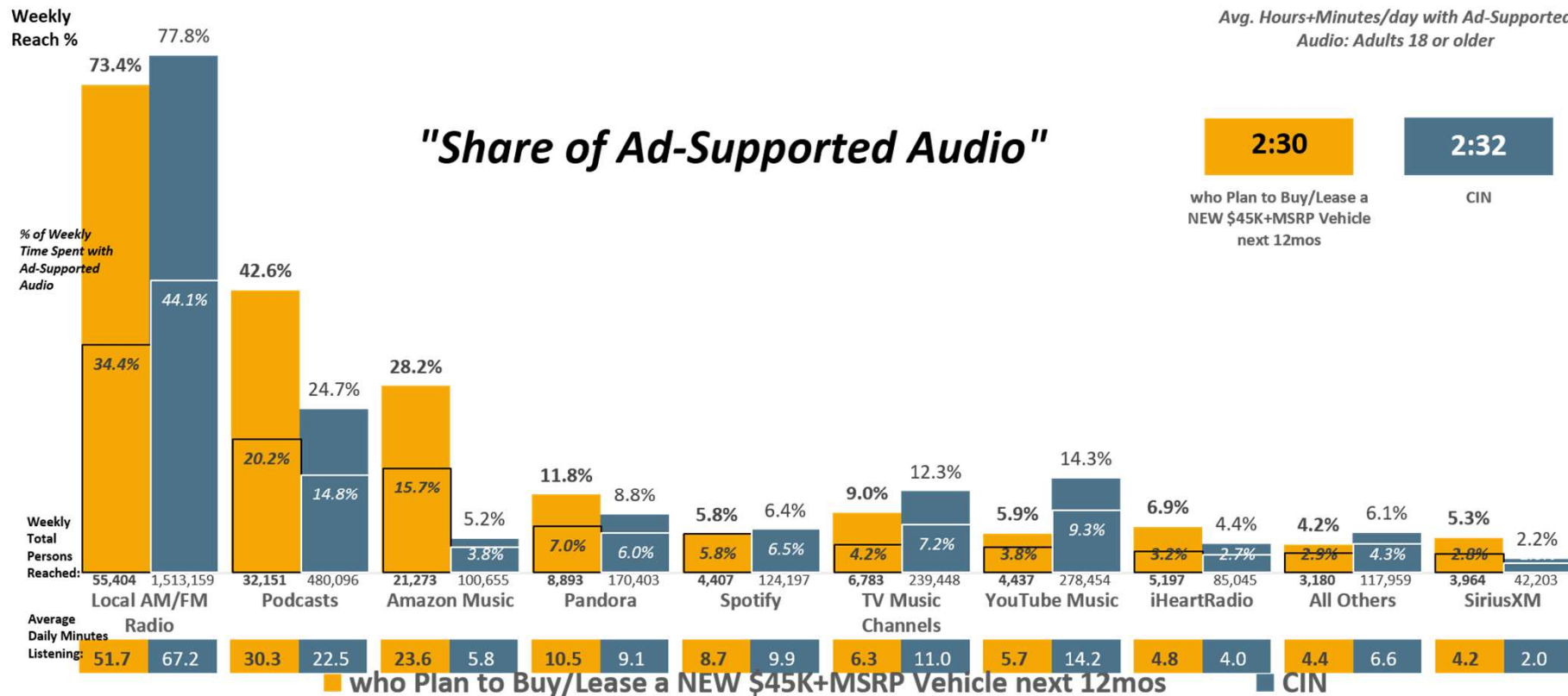


69,740 or 83.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.4 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.





55,404 or 73.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.





79,941 or 77.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.6% 76.9%

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

"Share of Ad-Supported Audio"

% of Weekly
Time Spent with
Ad-Supported
Audio

3:01

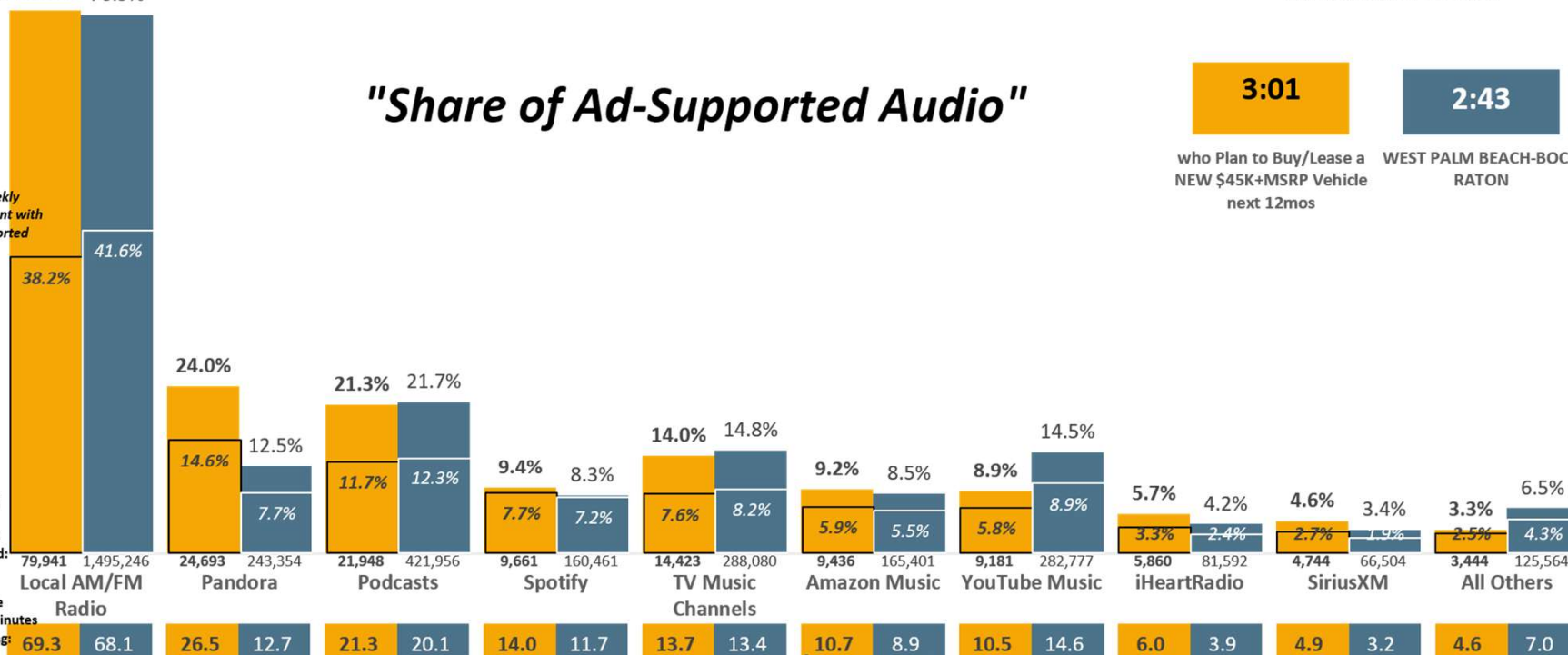
2:43

who Plan to Buy/Lease a
NEW \$45K+MSRP Vehicle
next 12mos

WEST PALM BEACH-BOCA
RATON

Weekly
Total
Persons
Reached:

Average
Daily Minutes
Listening:



who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 127 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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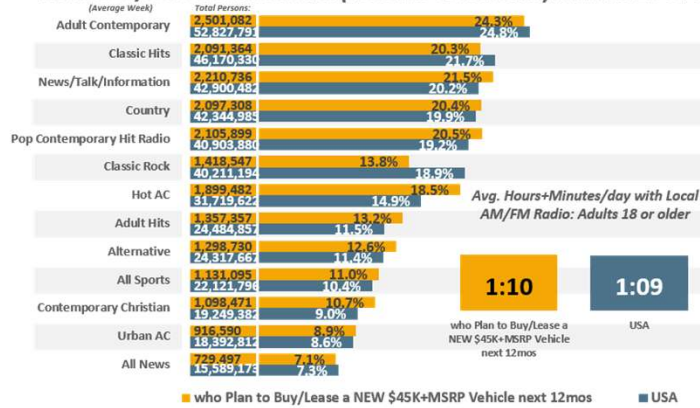
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

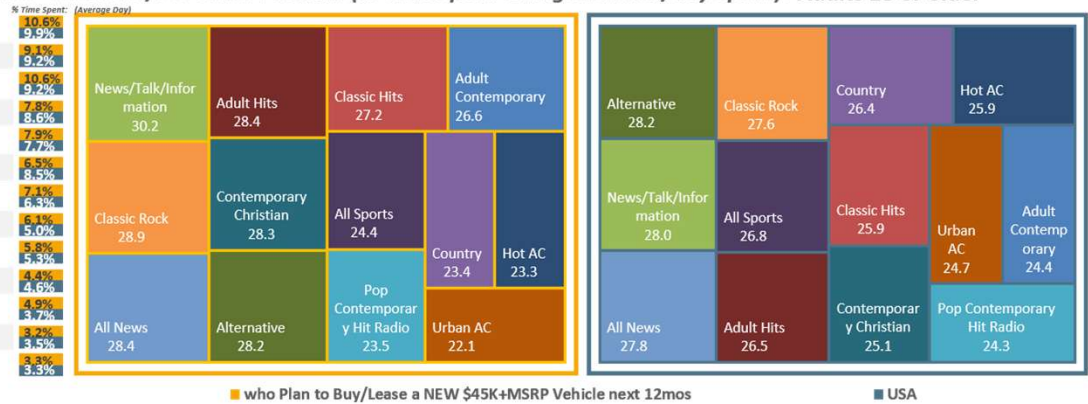


9,467,621 or 80.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

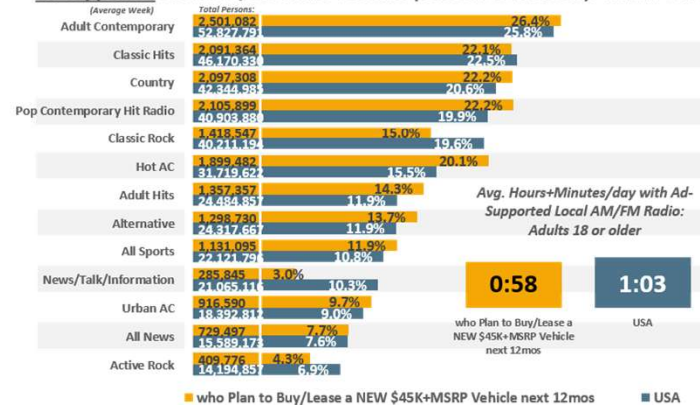
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



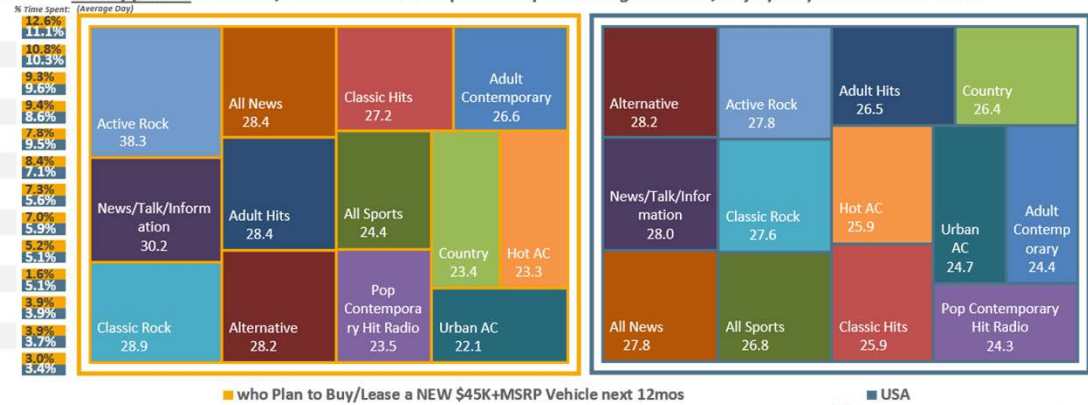
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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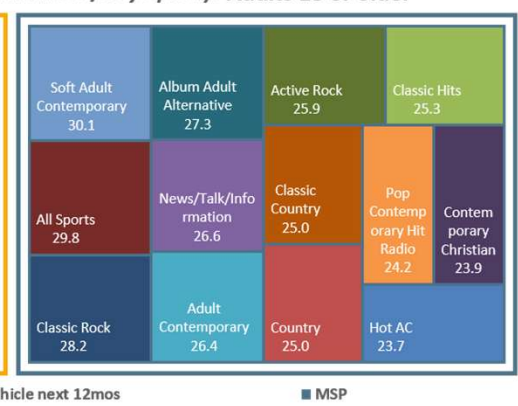
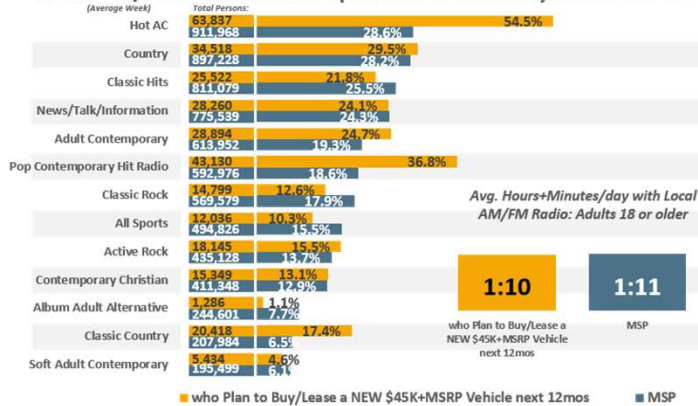
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

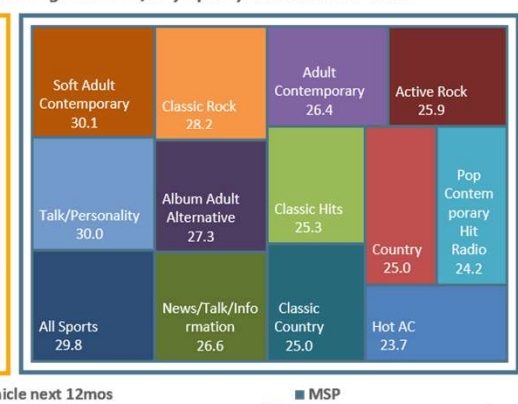
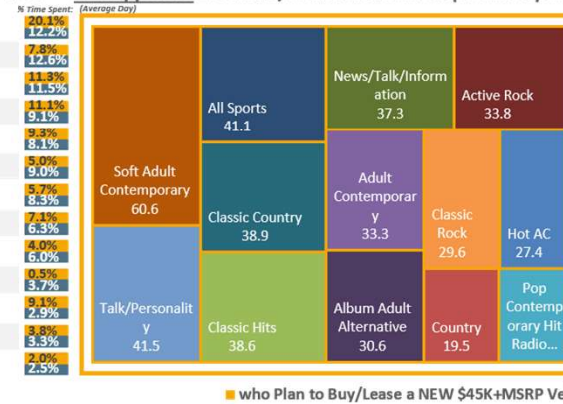
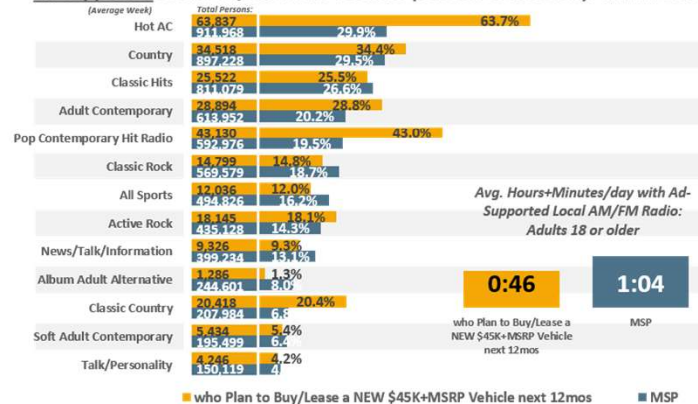


100,271 or 79.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Country, Adult Contemporary, and Classic Hits.

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



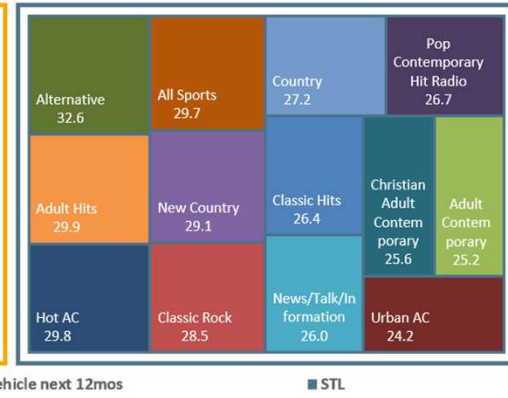
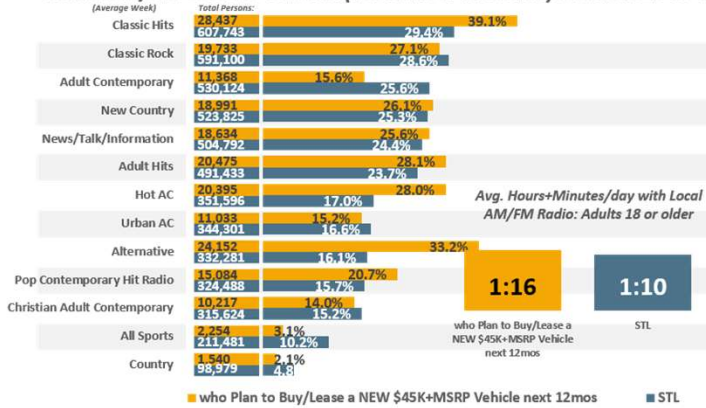
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



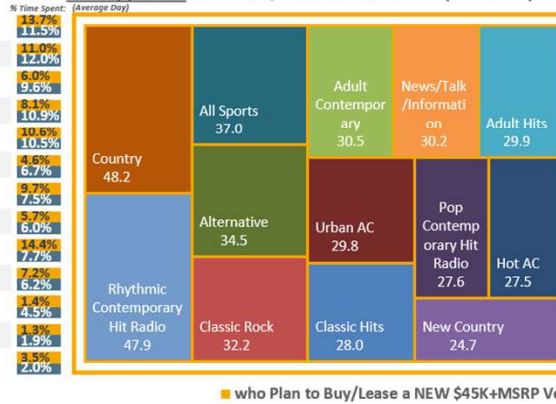
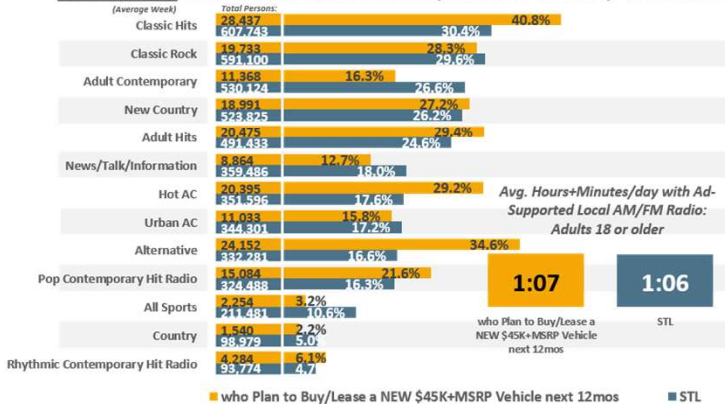


69,740 or 83.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Alternative, Adult Hits, Hot AC, and Classic Rock.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 77
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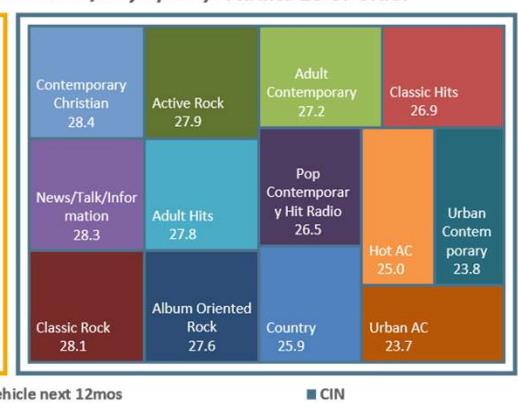
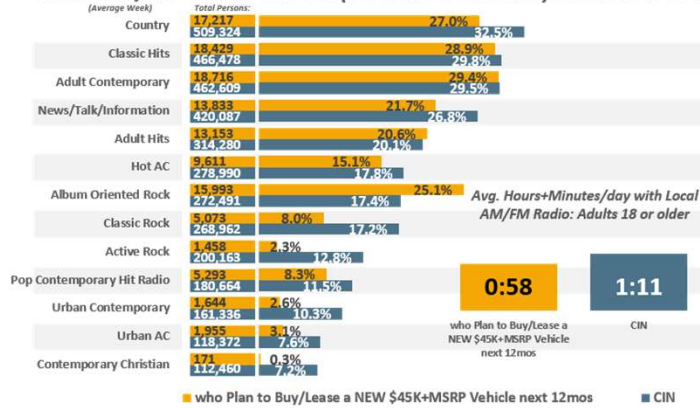
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(Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$60,000 or more)

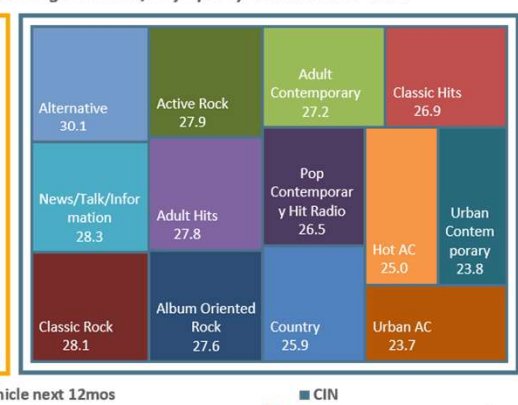
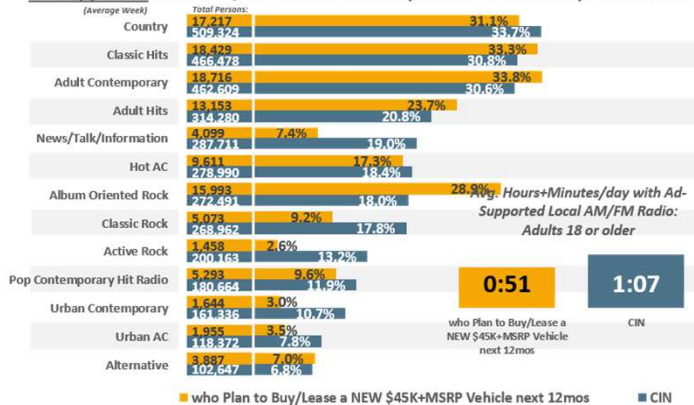


55,404 or 73.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Album Oriented Rock, and Adult Hits.

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



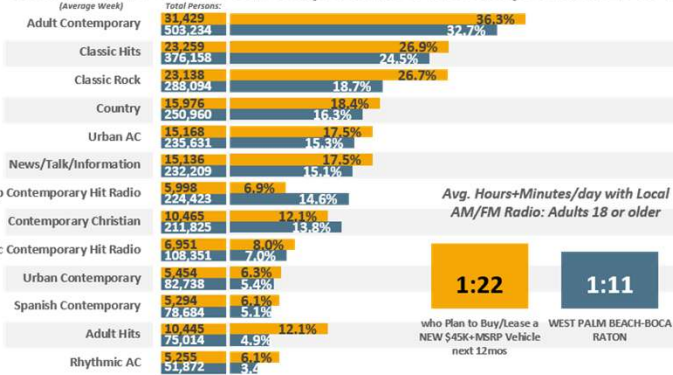
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



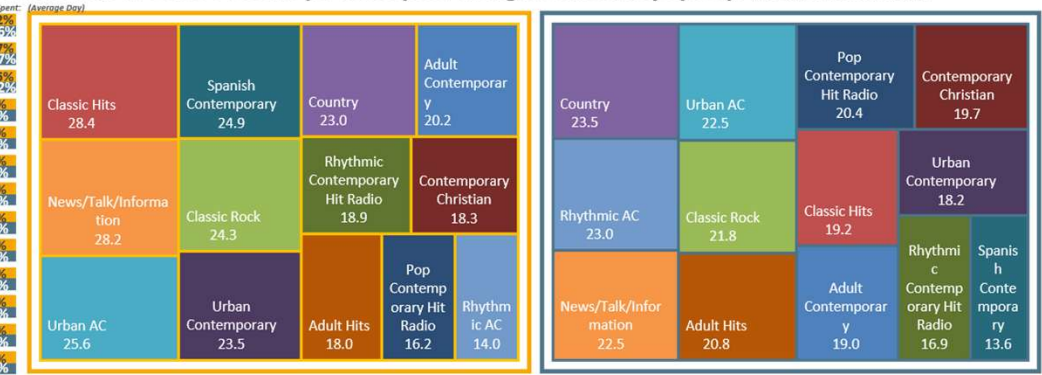


79,941 or 77.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Urban AC.

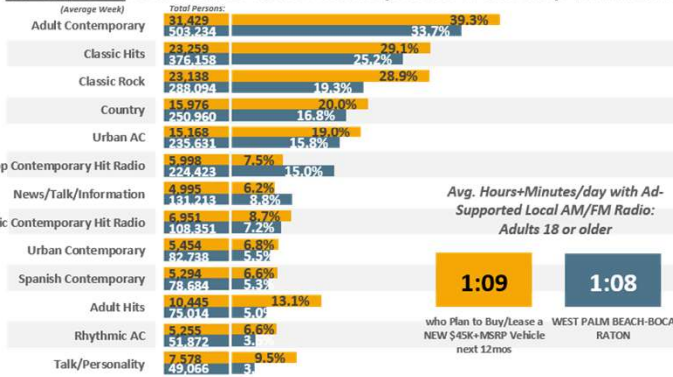
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



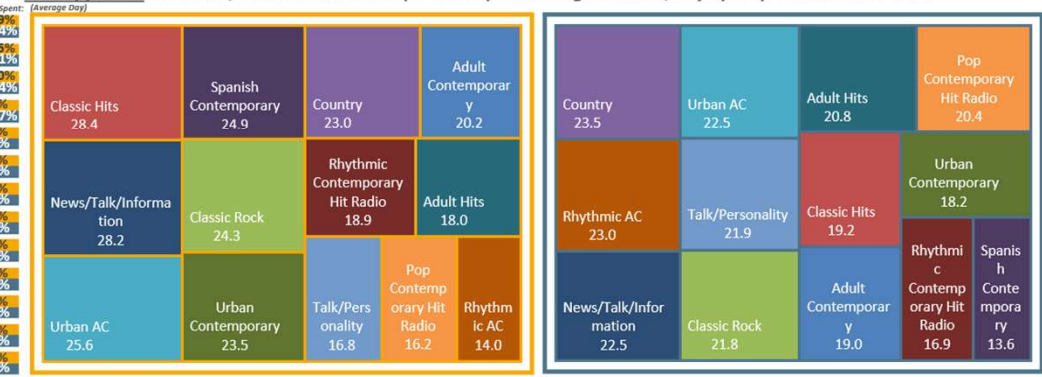
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

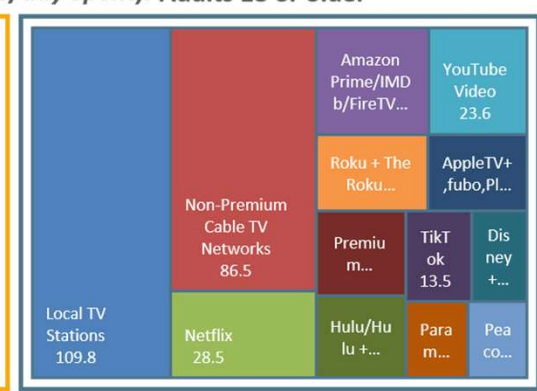
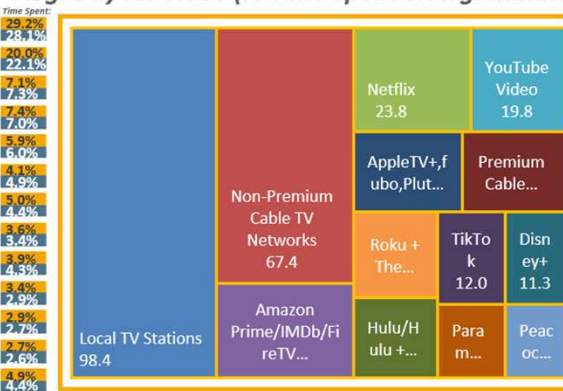
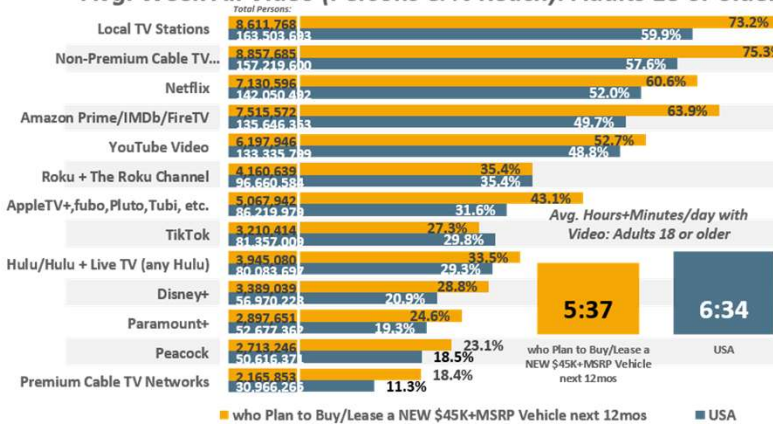




8,397,869 or 71.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 88.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

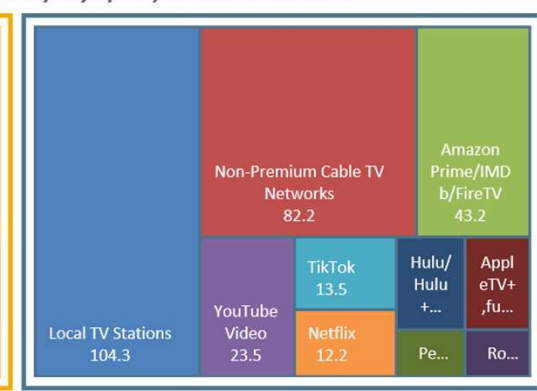
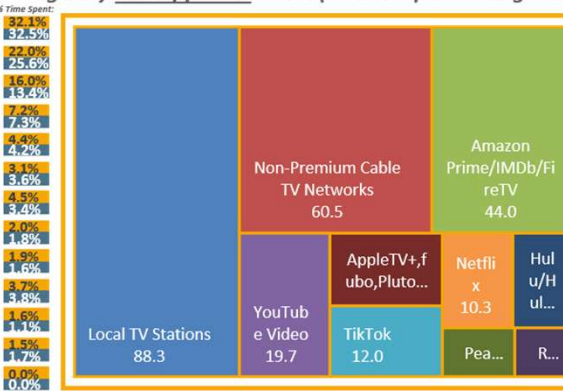
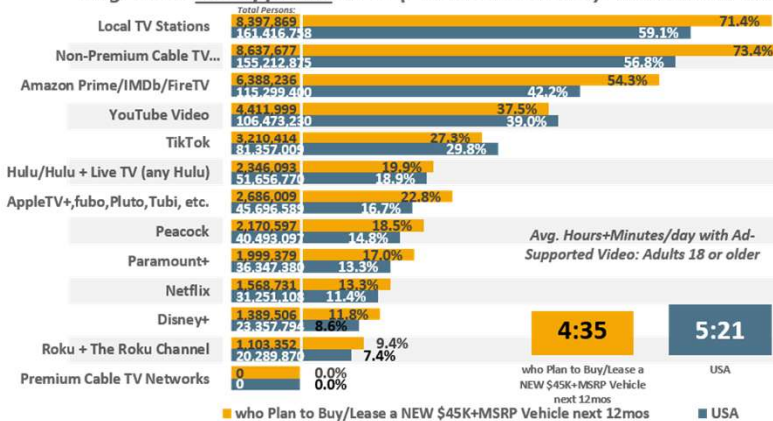
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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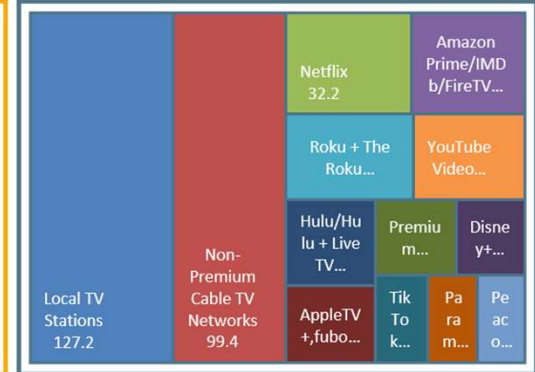
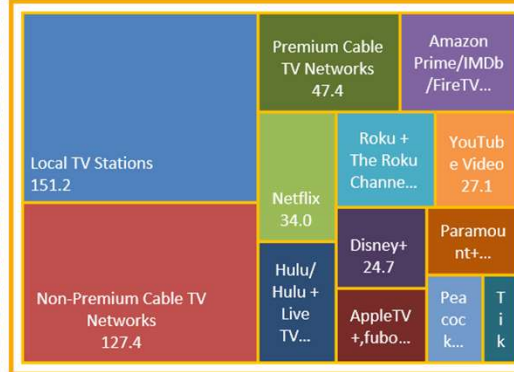
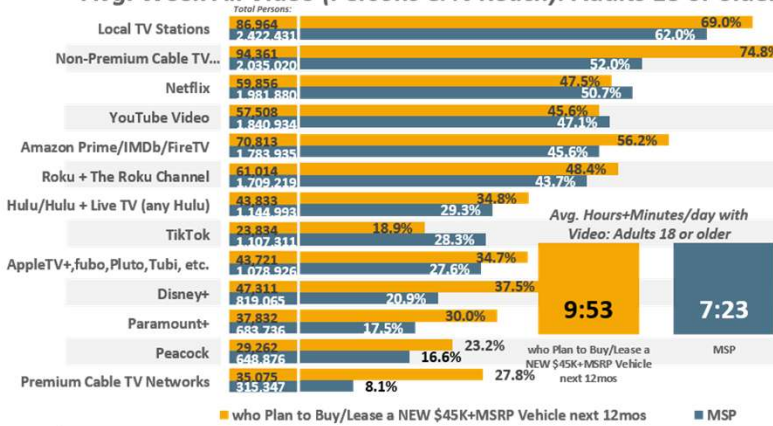
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



81,655 or 64.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 120.5 minutes every day representing 25.0% of all time spent daily with Ad-Supported Video.

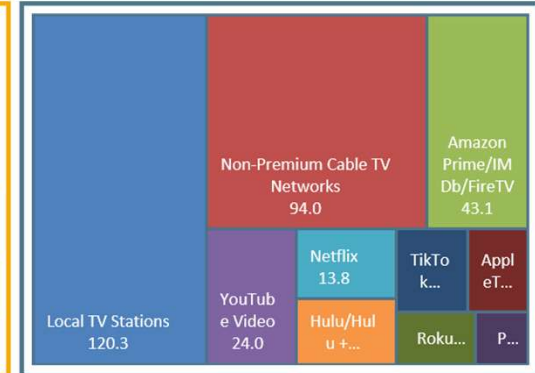
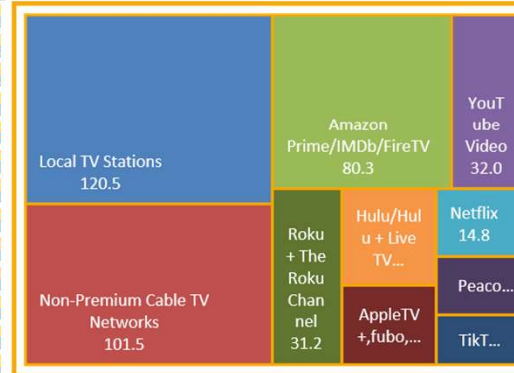
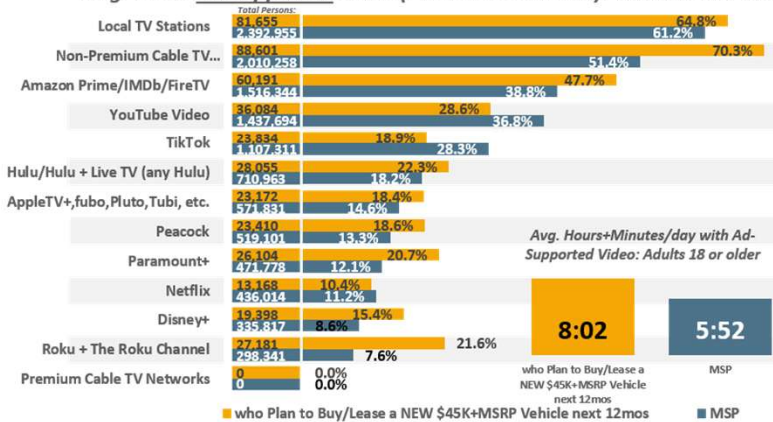
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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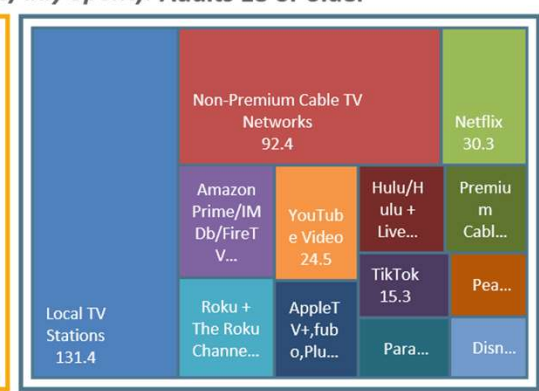
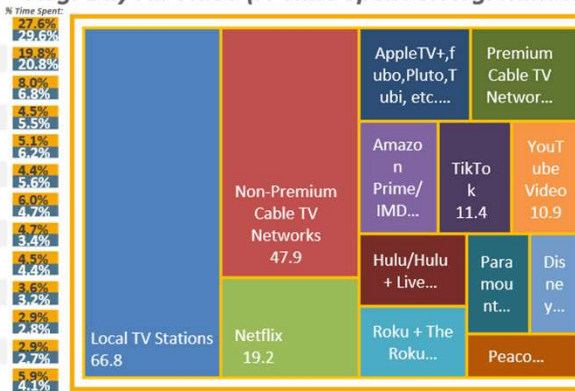
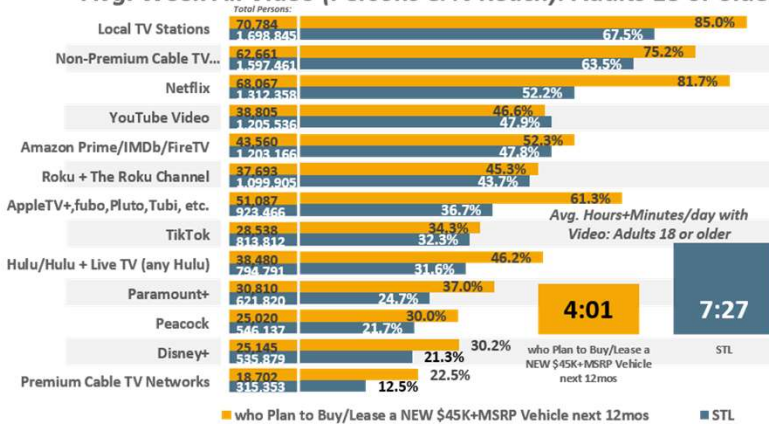
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



69,825 or 83.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

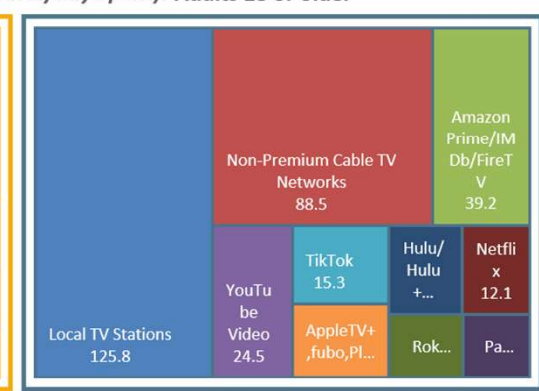
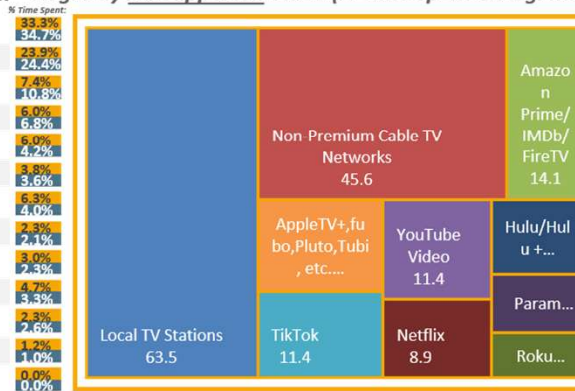
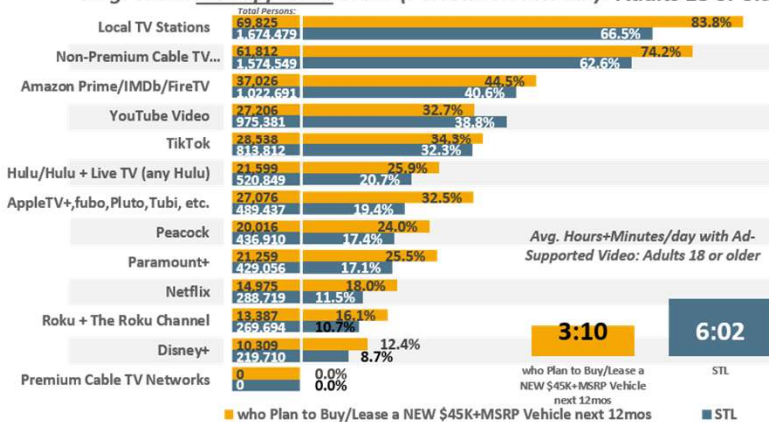
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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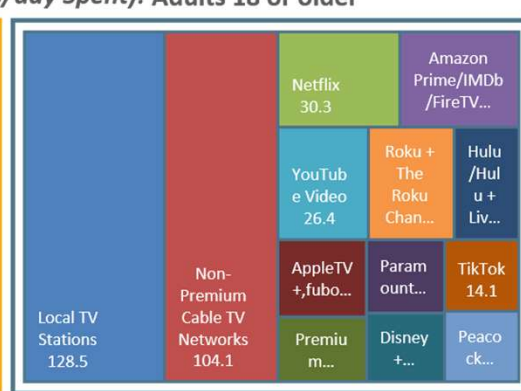
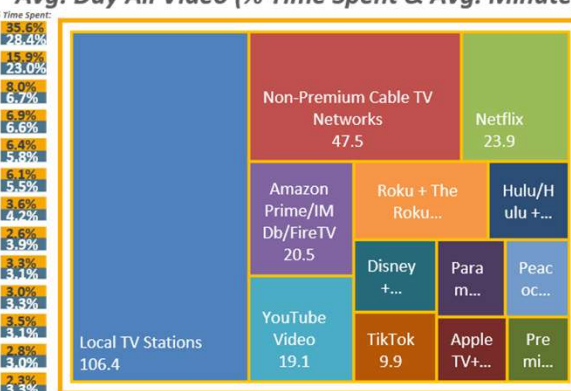
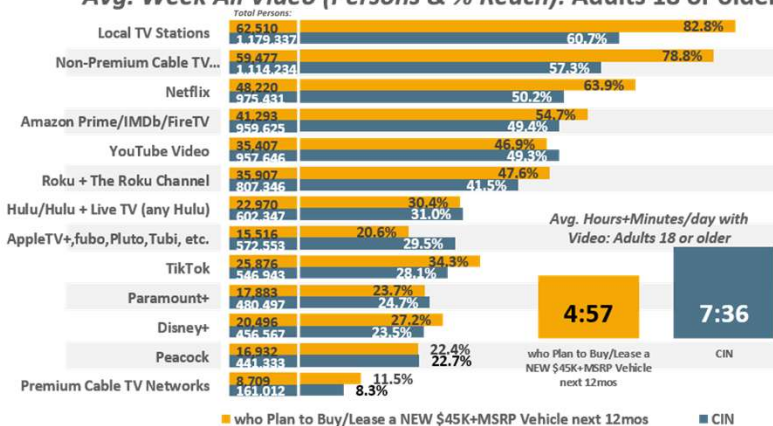
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61,163 or 81.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 94.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Video.

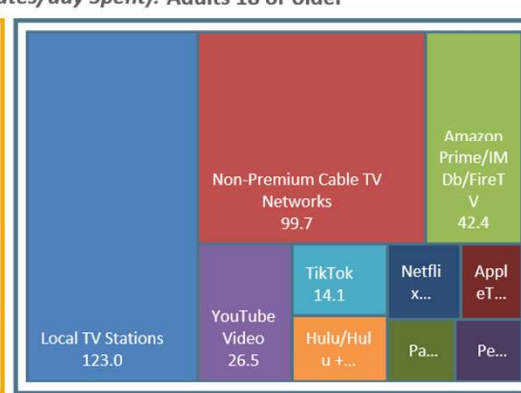
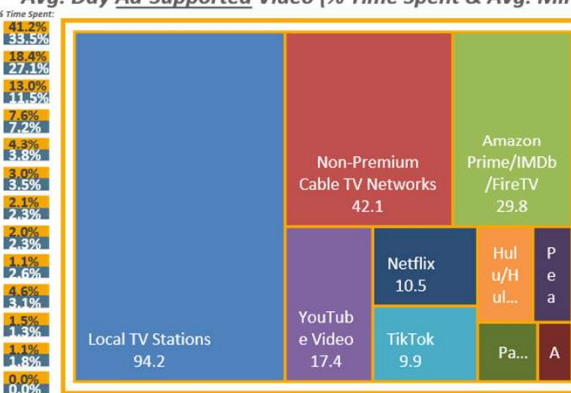
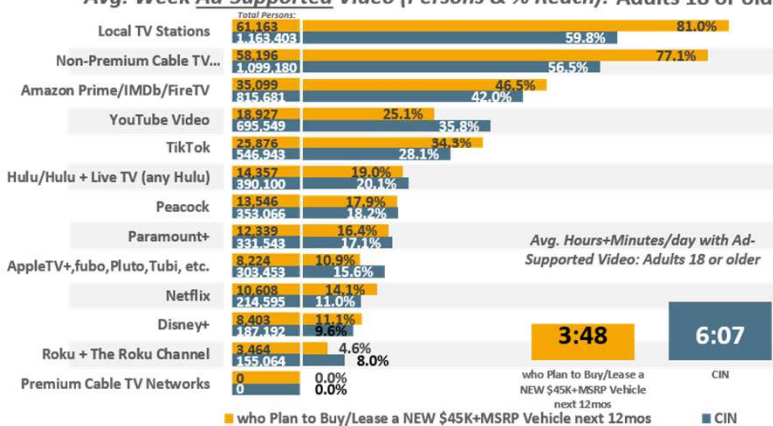
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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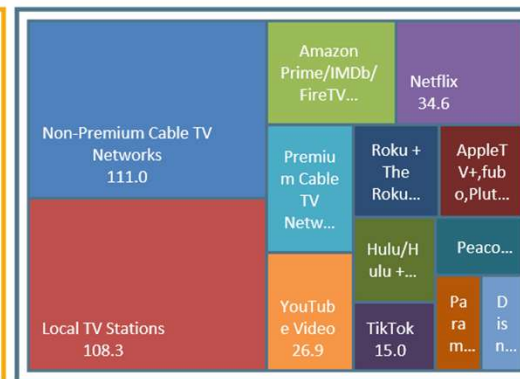
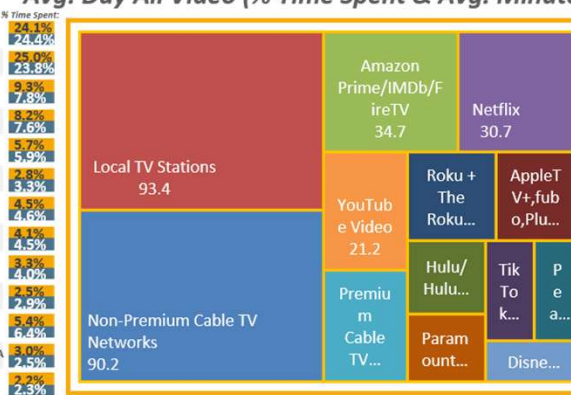
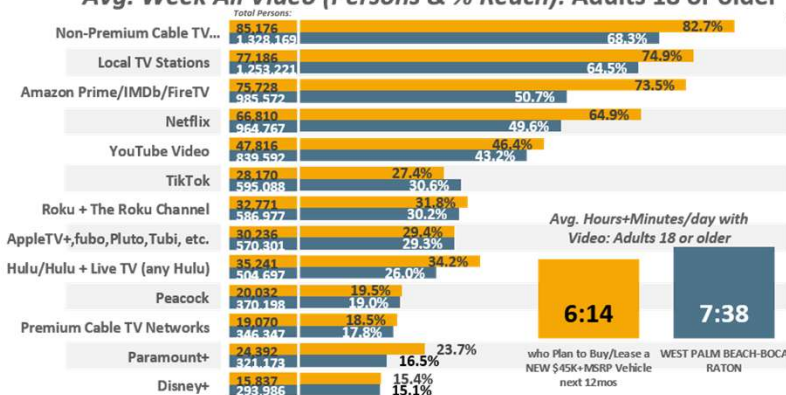
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



75,555 or 73.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 85.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

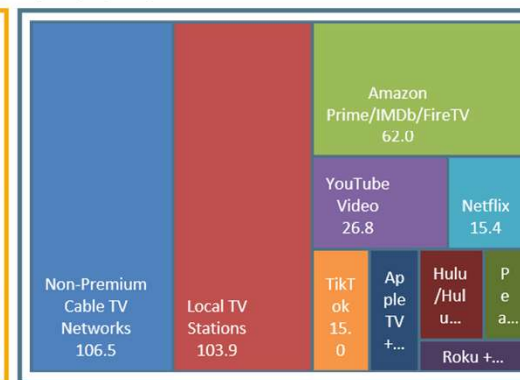
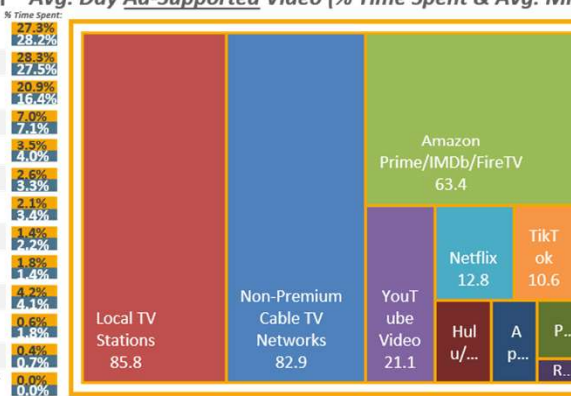
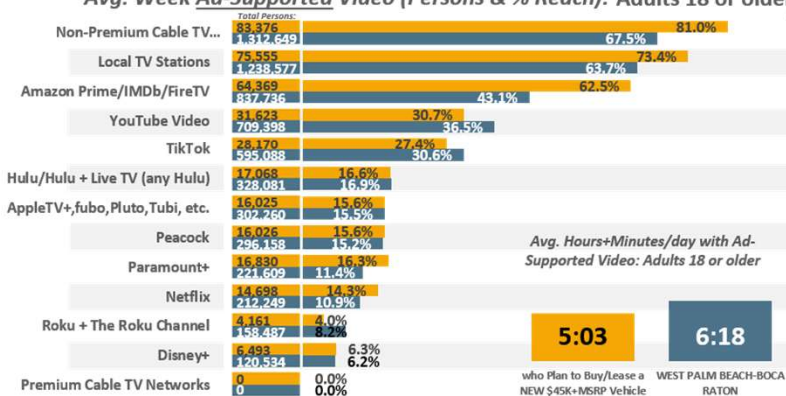
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 127
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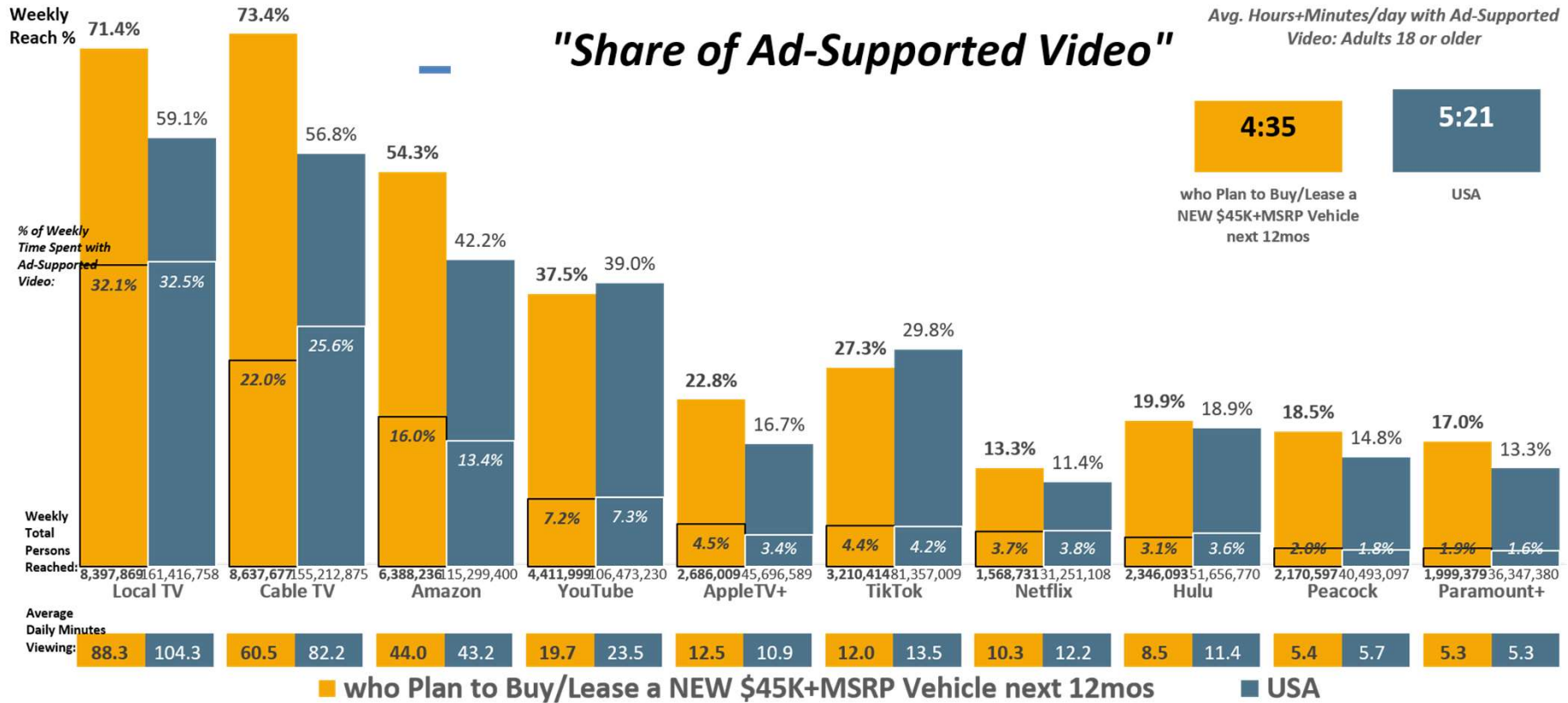
soefa.ai Share of Everything for Anything

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



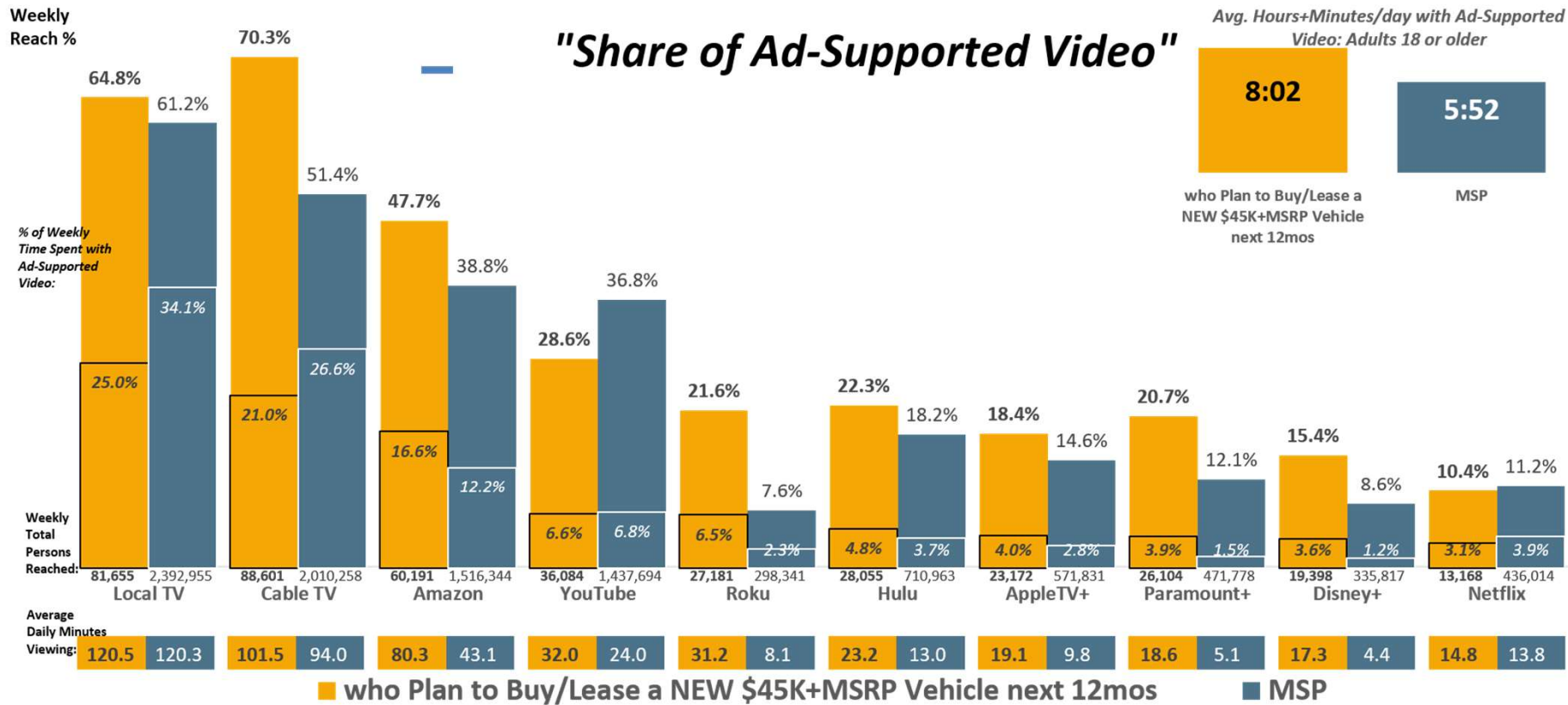
8,397,869 or 71.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 88.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

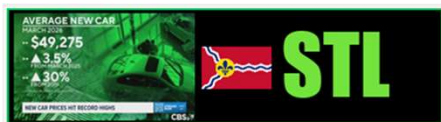
"Share of Ad-Supported Video"





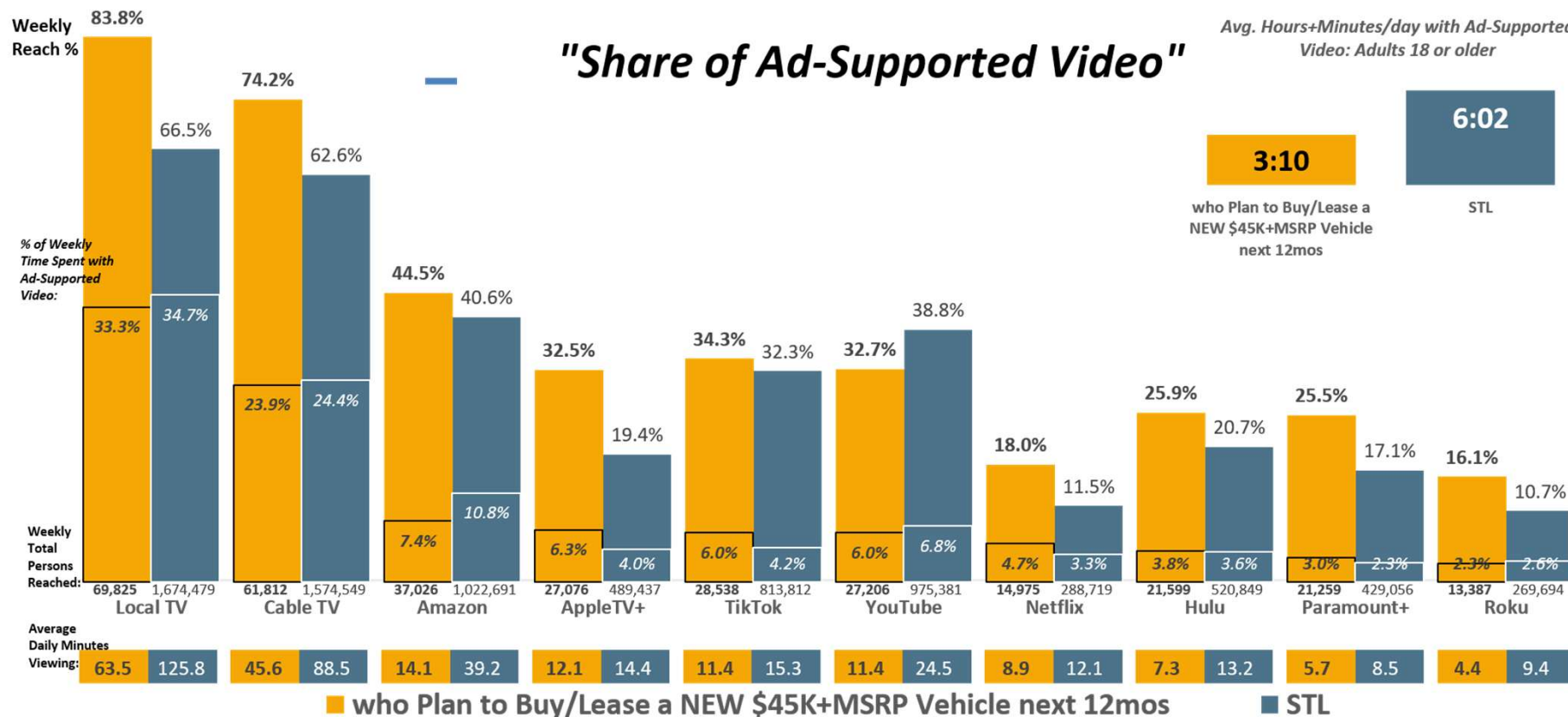
81,655 or 64.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 120.5 minutes every day representing 25.0% of all time spent daily with Ad-Supported Video.





69,825 or 83.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

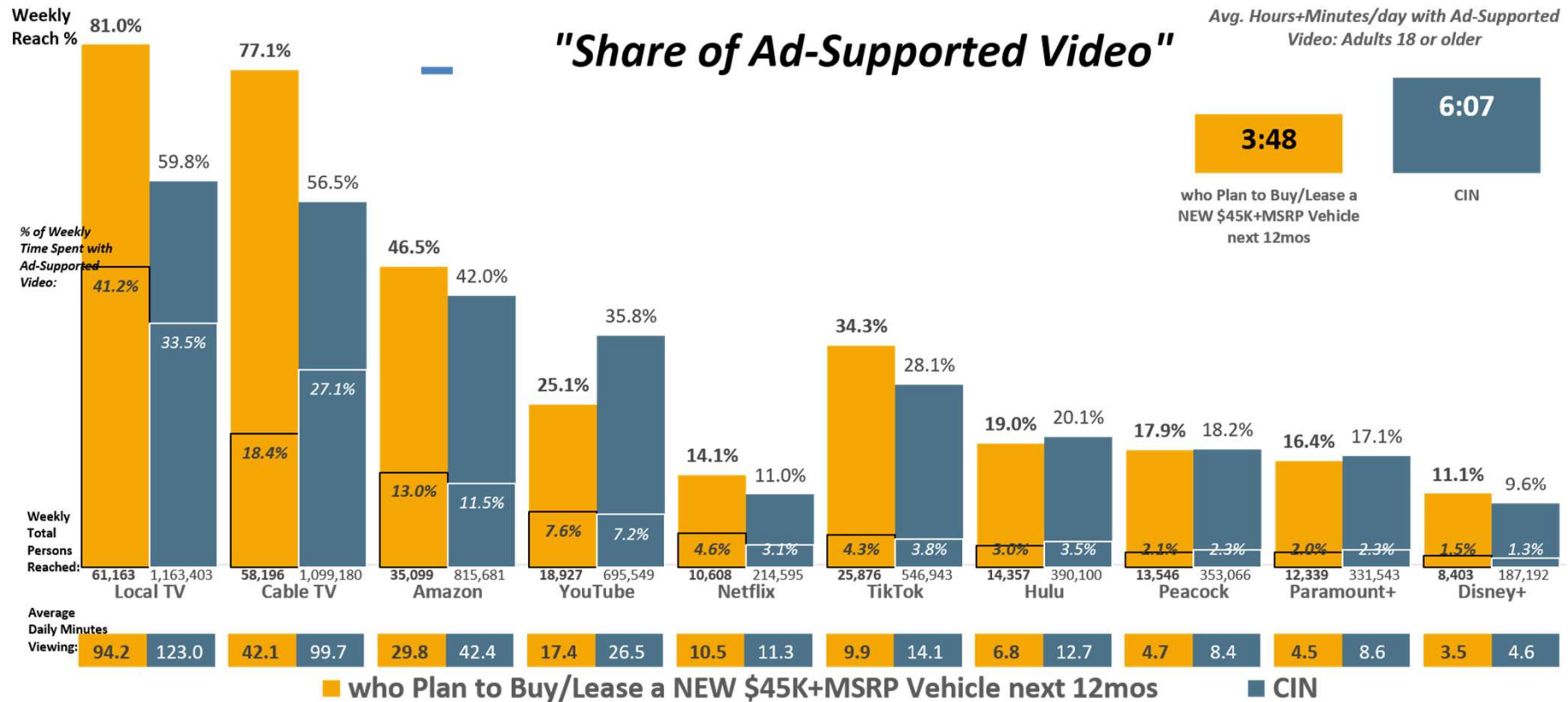
"Share of Ad-Supported Video"





61,163 or 81.0% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 94.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

3:48

who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

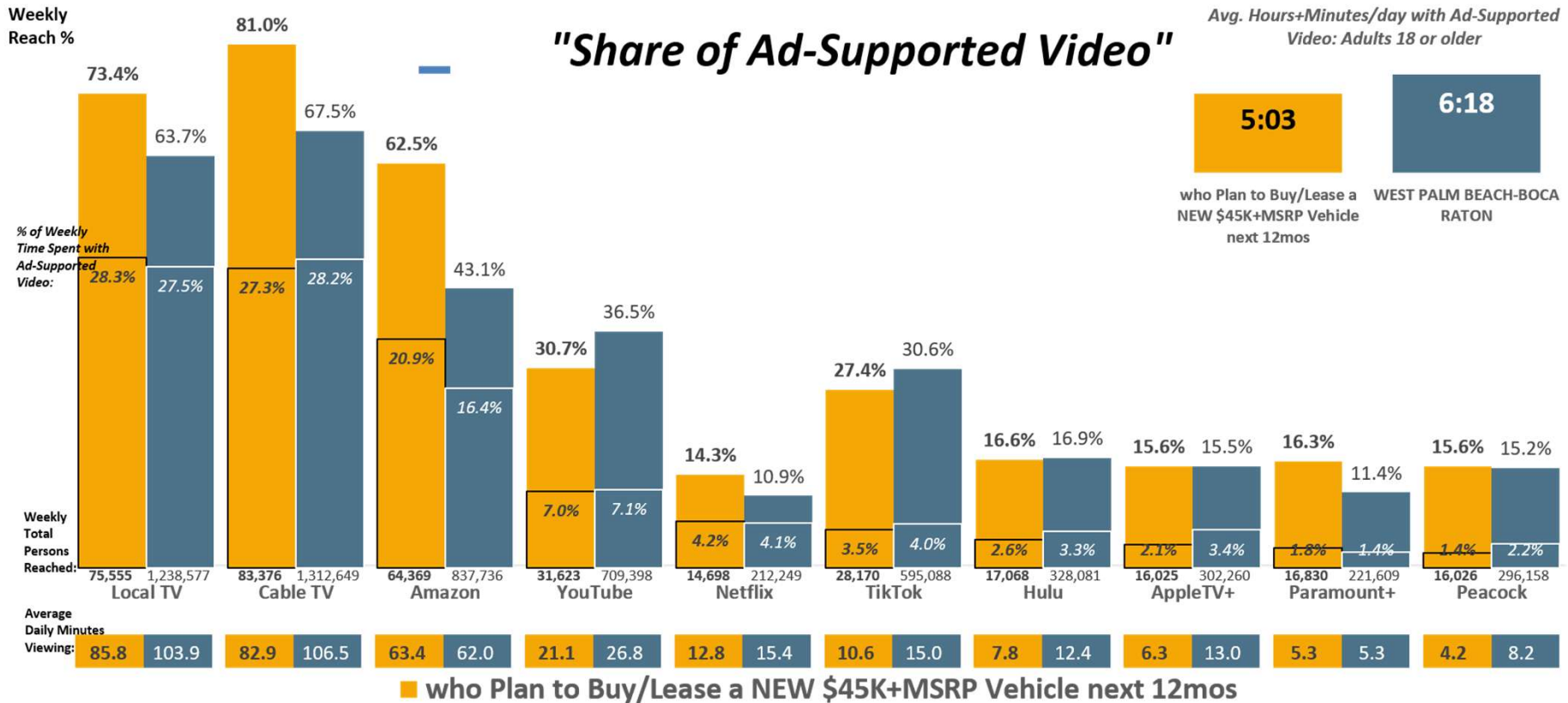
6:07

CIN



75,555 or 73.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 85.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

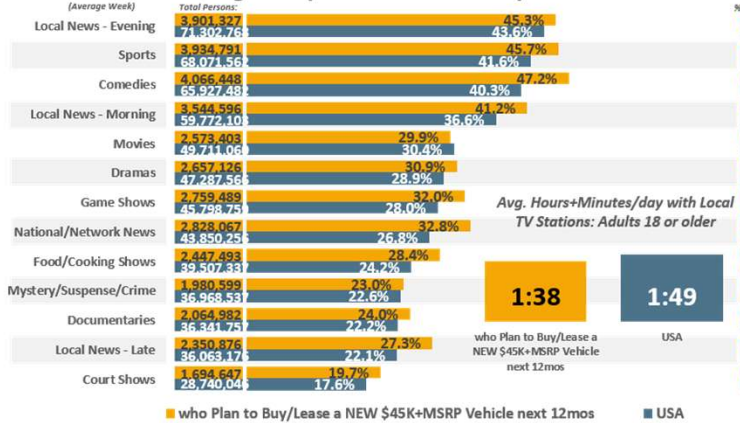
"Share of Ad-Supported Video"



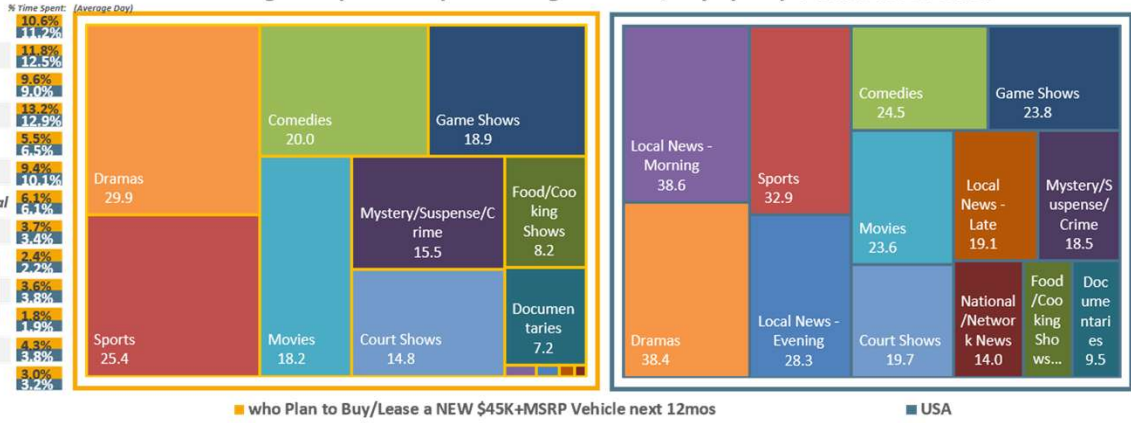


8,397,869 or 71.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Dramas.

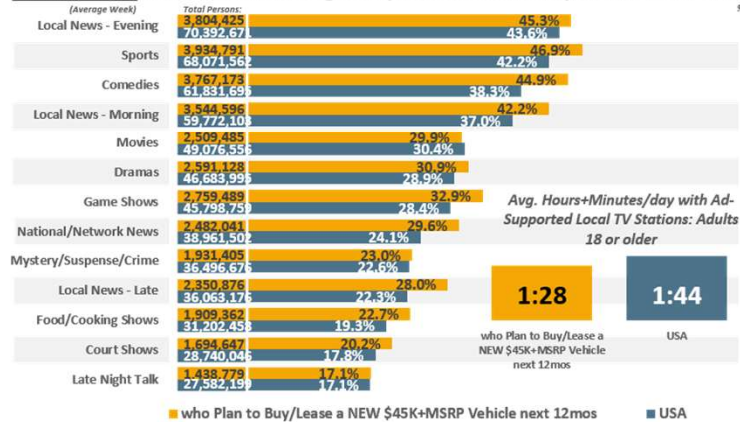
Local TV Station Programs (Persons & % Reach): Adults 18 or older



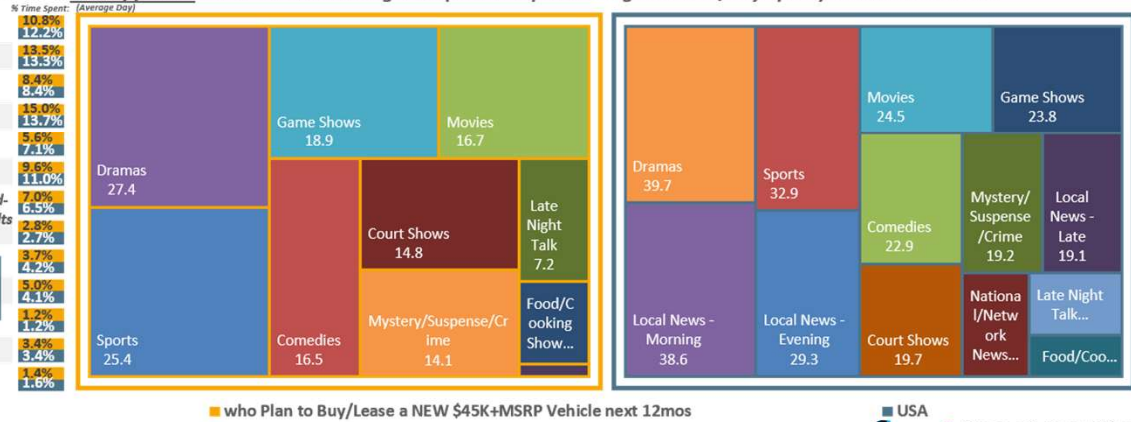
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



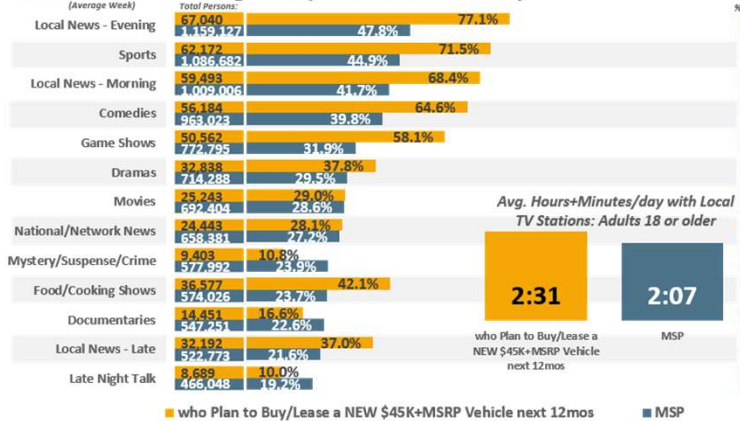
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



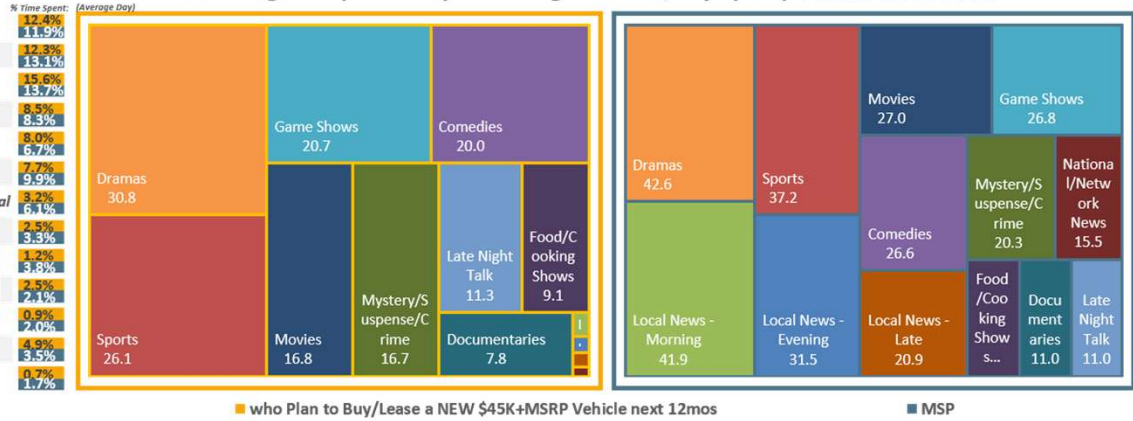


81,655 or 64.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and Local News - Late.

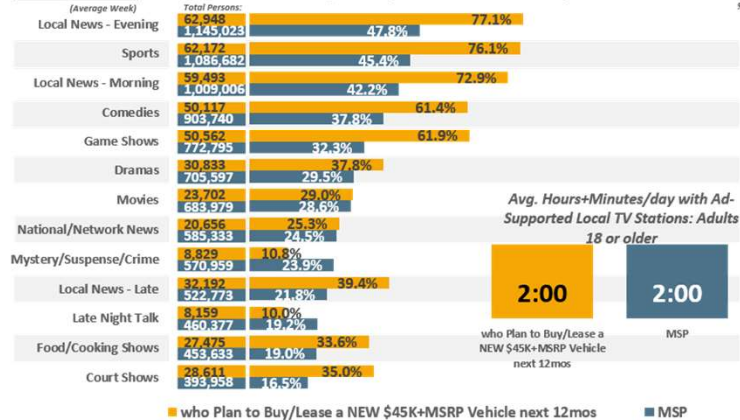
Local TV Station Programs (Persons & % Reach): Adults 18 or older



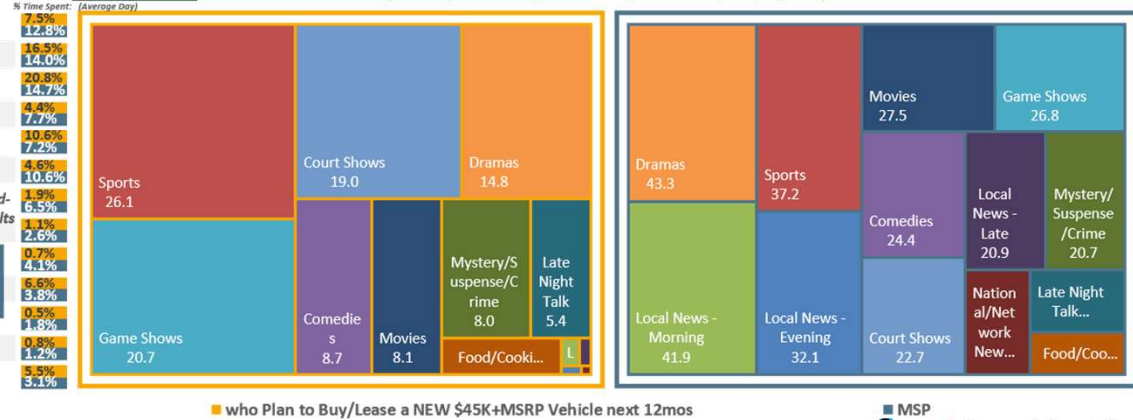
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



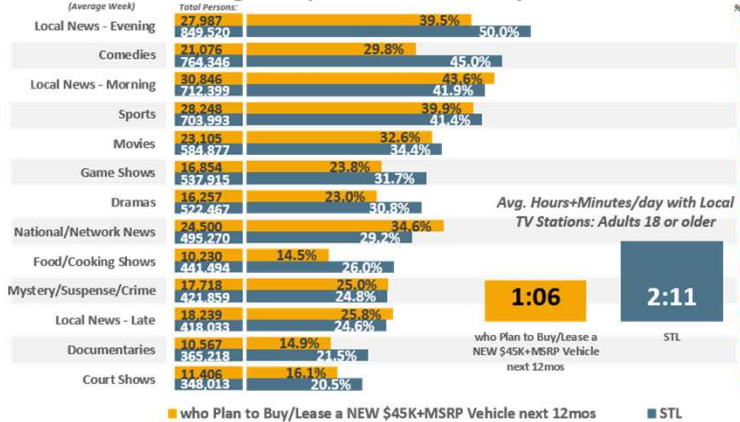
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



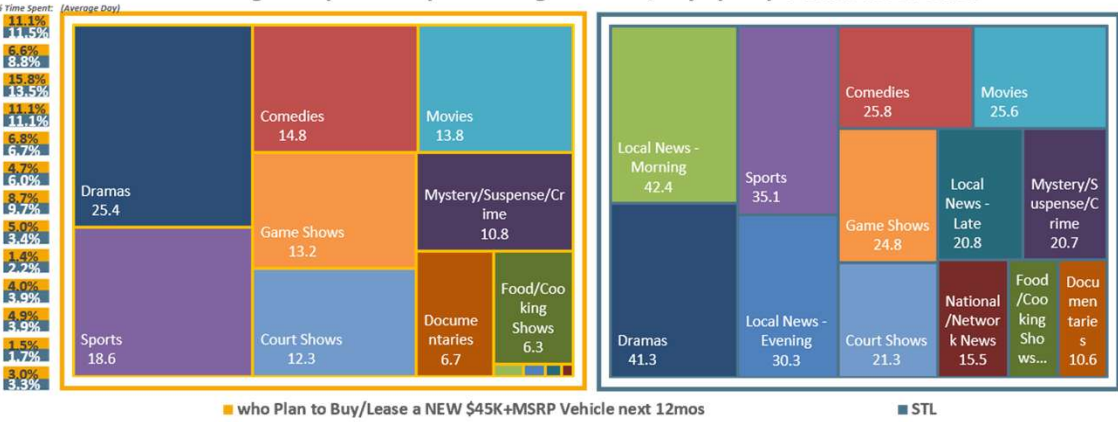


69,825 or 83.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Movies, National/Network News, and Comedies.

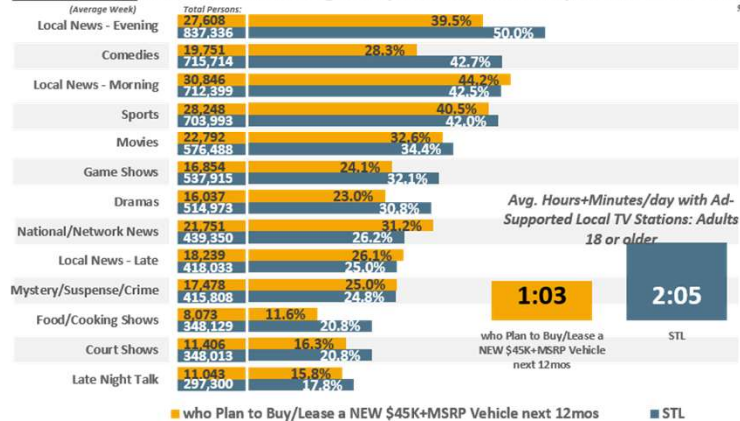
Local TV Station Programs (Persons & % Reach): Adults 18 or older



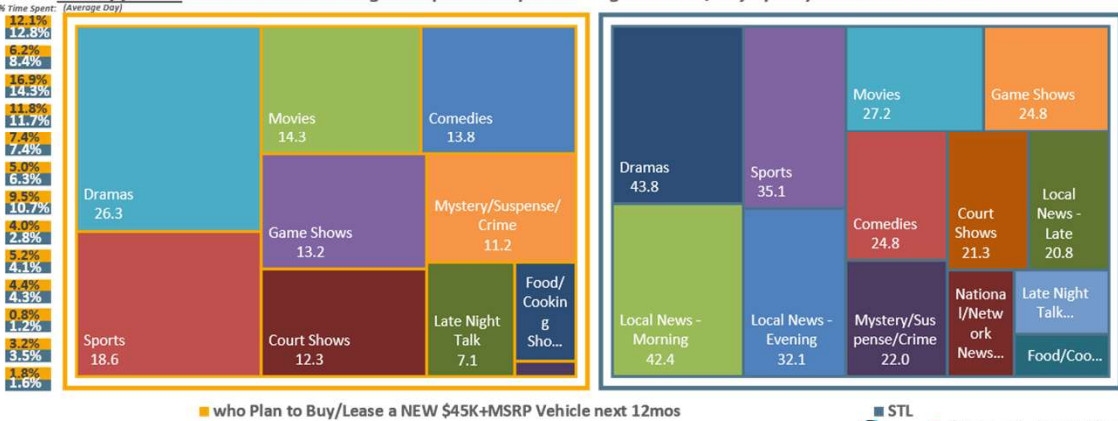
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



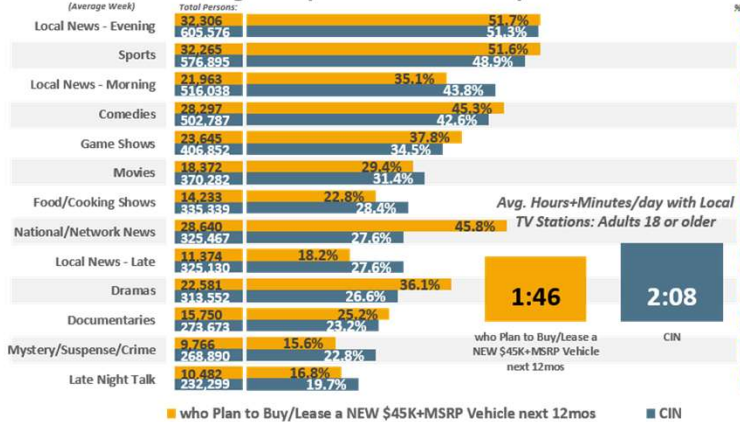
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



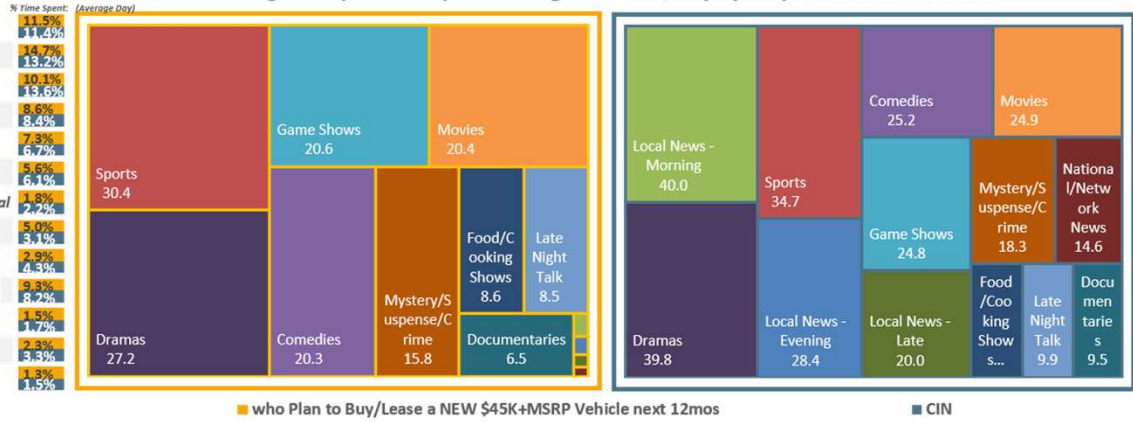


61,163 or 81.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, National/Network News, Game Shows, and Dramas.

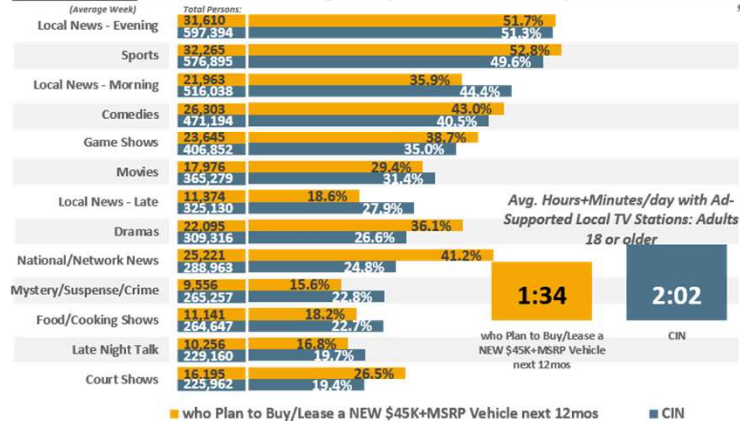
Local TV Station Programs (Persons & % Reach): Adults 18 or older



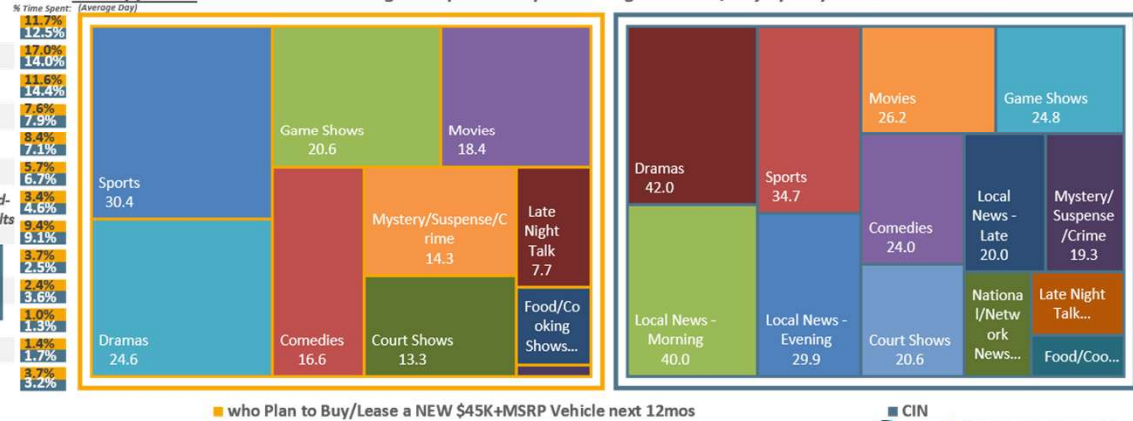
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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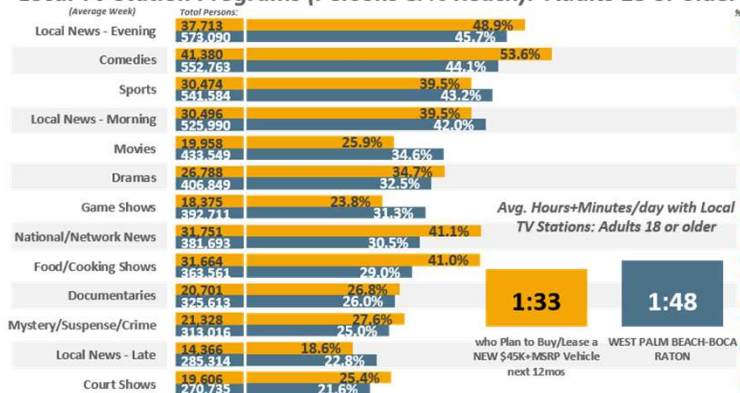
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

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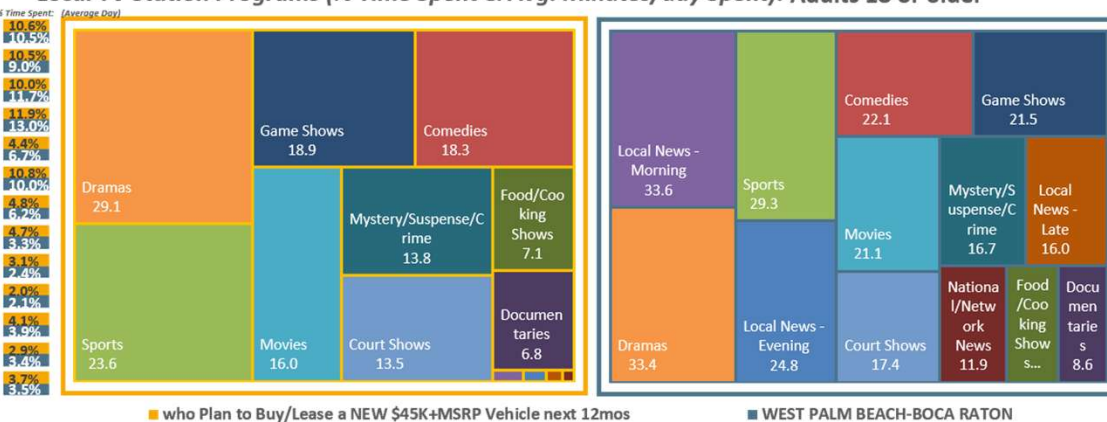


75,555 or 73.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, National/Network News, and Dramas.

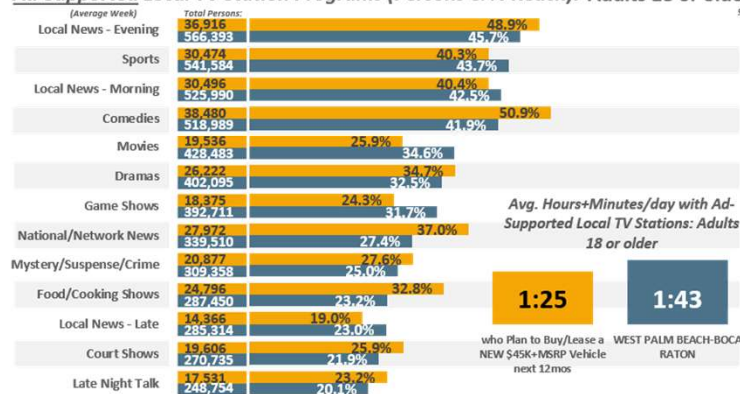
Local TV Station Programs (Persons & % Reach): Adults 18 or older



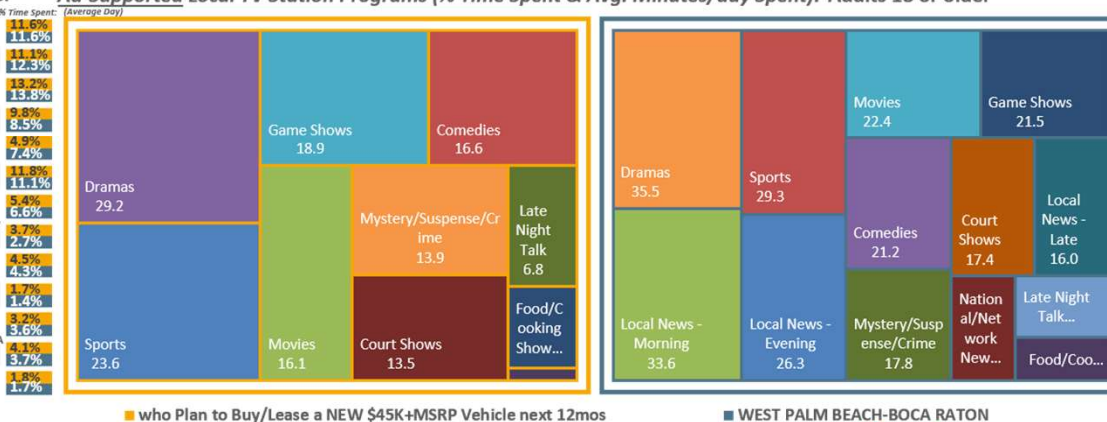
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

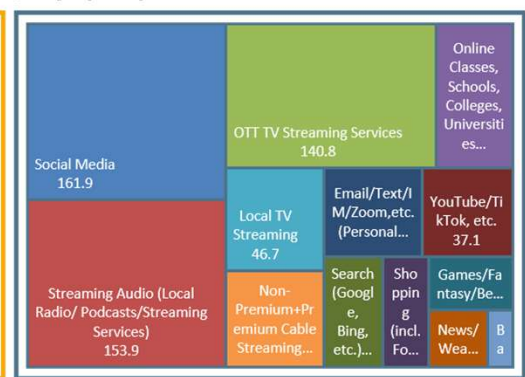
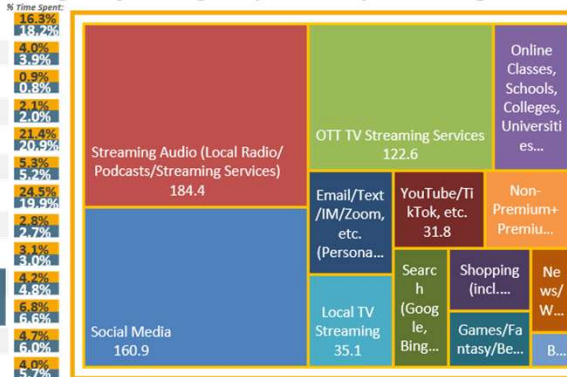
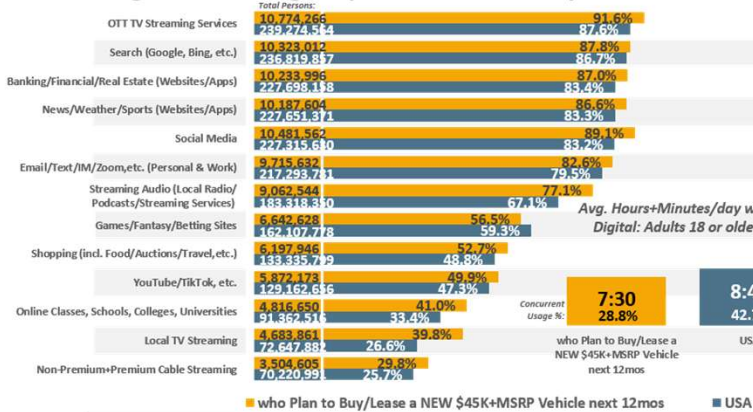




9,414,683 or 80.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 144.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

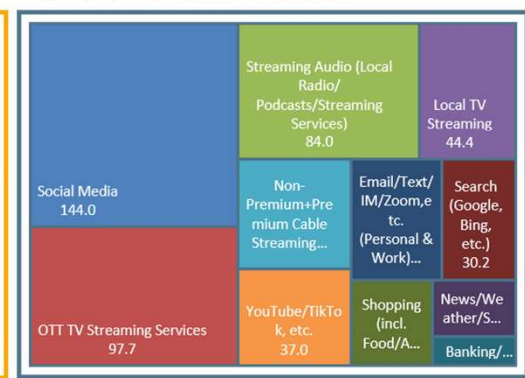
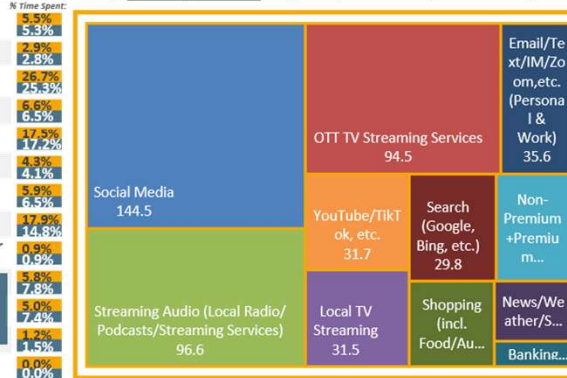
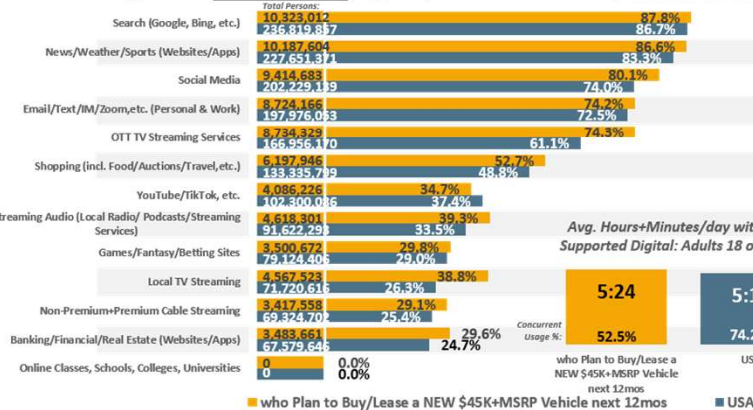
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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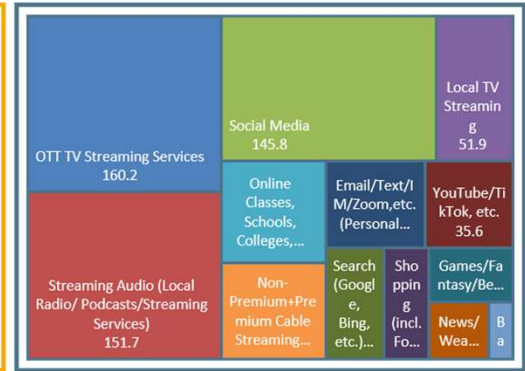
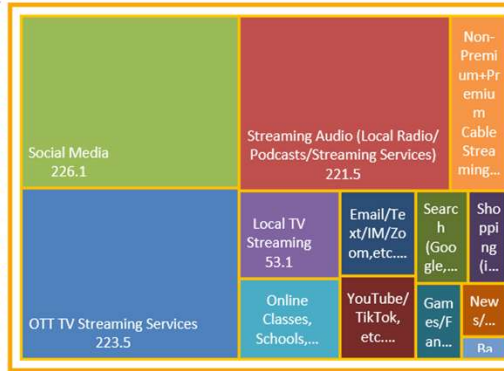
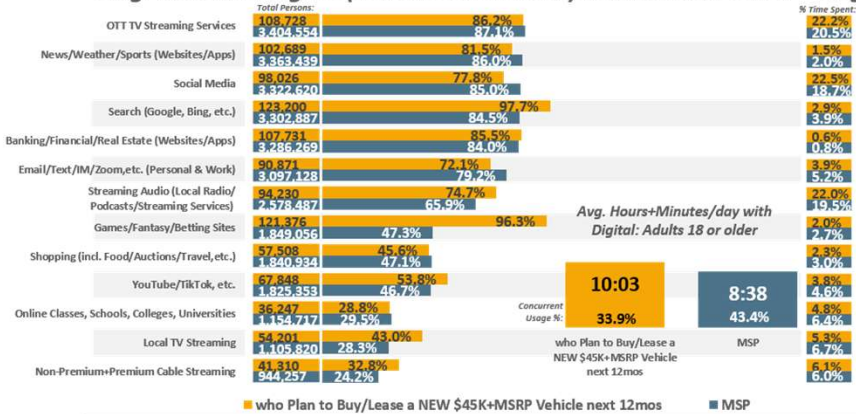
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



87,651 or 69.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 202.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

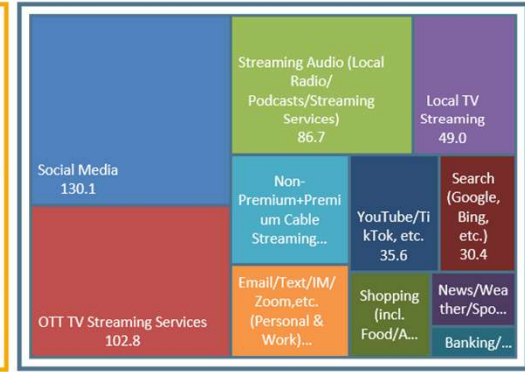
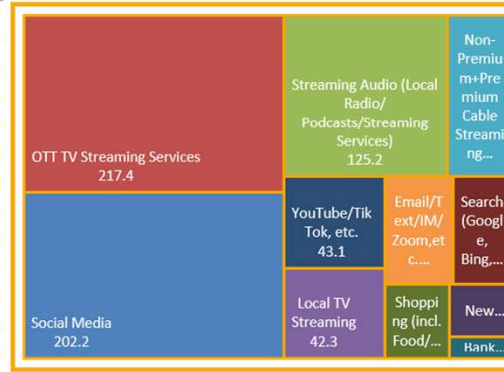
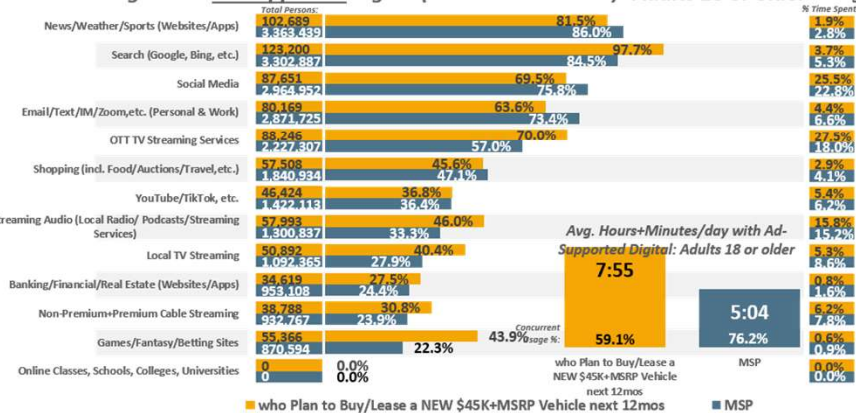
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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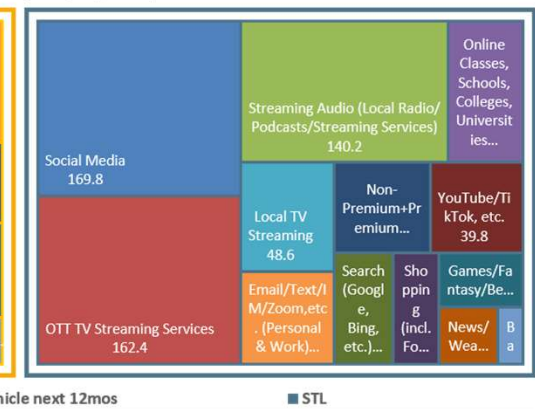
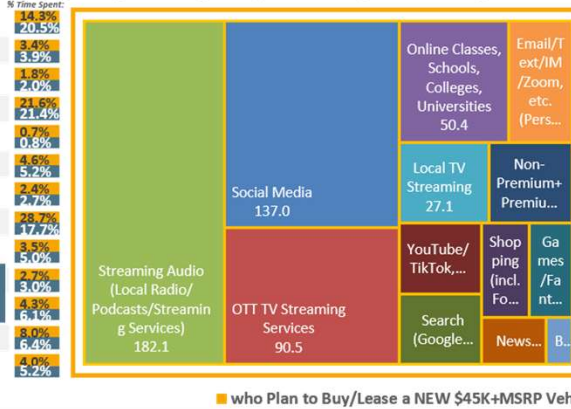
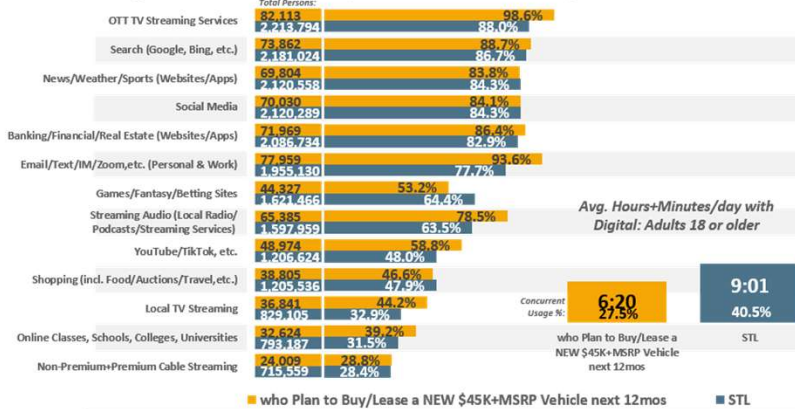
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



58,284 or 70.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 114. minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

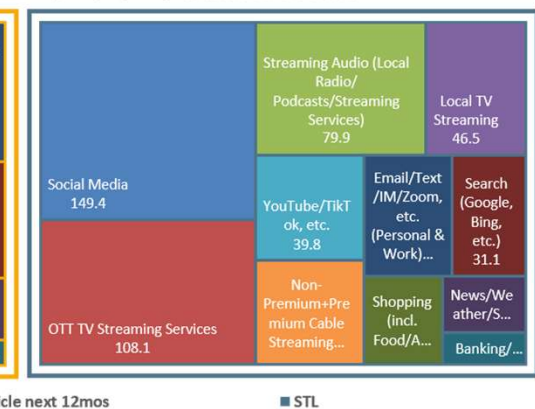
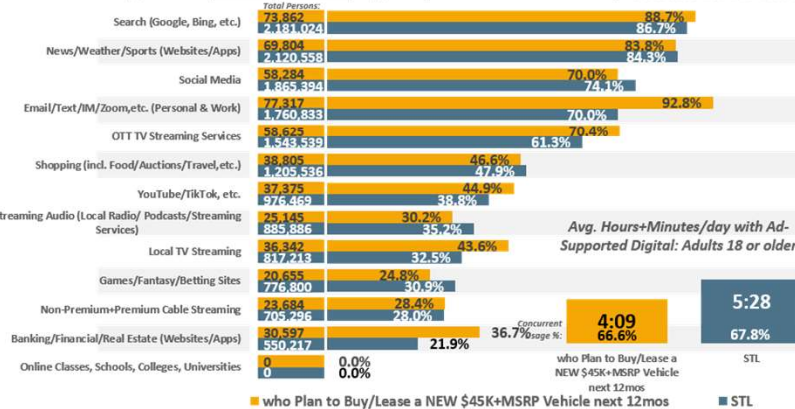
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

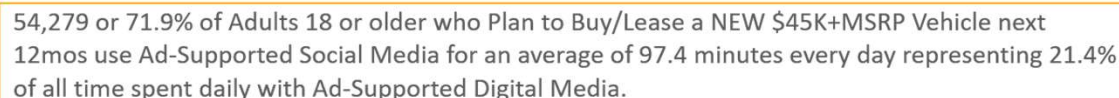
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 77
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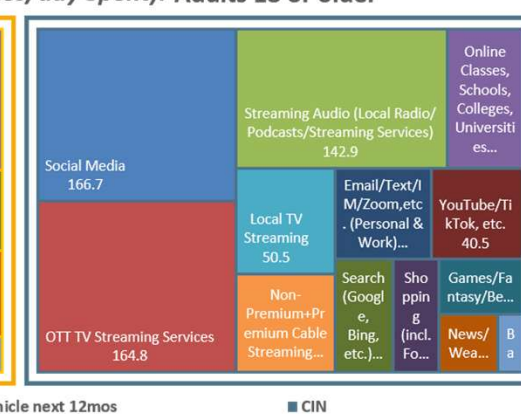
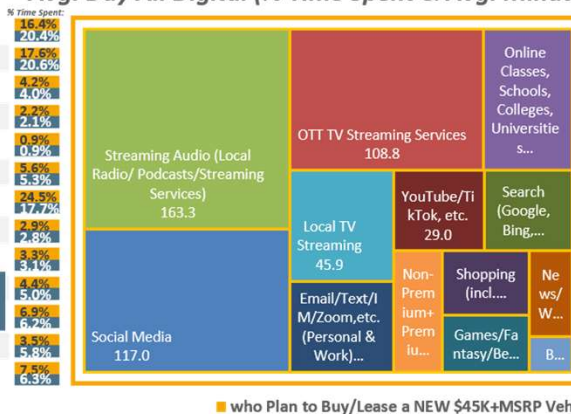
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



Activity	Total Persons:	Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos	CIN
OTT TV Streaming Services	66,962	88.7%	
Social Media	65,245	86.5%	
Search (Google, Bing, etc.)	78,879	97.9%	
News/Weather/Sports (Websites/Apps)	72,000	95.4%	
Banking/Financial/Real Estate (Websites/Apps)	67,104	88.9%	
Email/Text/IM/Zoom/etc. (Personal & Work)	59,718	79.1%	
Streaming Audio (Local Radio/Podcasts/Streaming Services)	63,724	84.4%	
Games/Fantasy/Betting Sites	34,007	49.3%	
Shopping (incl. Food/Auctions/Travel, etc.)	47,475	62.9%	
YouTube/TikTok, etc.	28,715	38.1%	
Local TV Streaming	20,411	27.0%	
Online Classes, Schools, Colleges, Universities	44,226	58.6%	

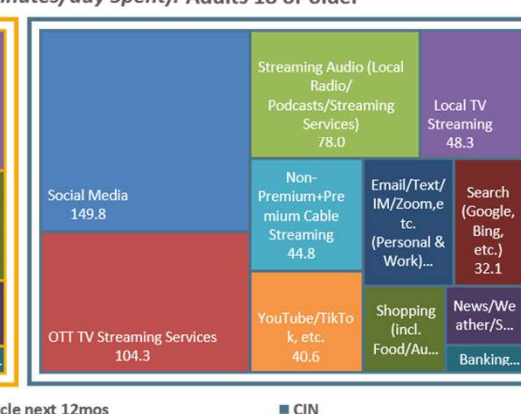
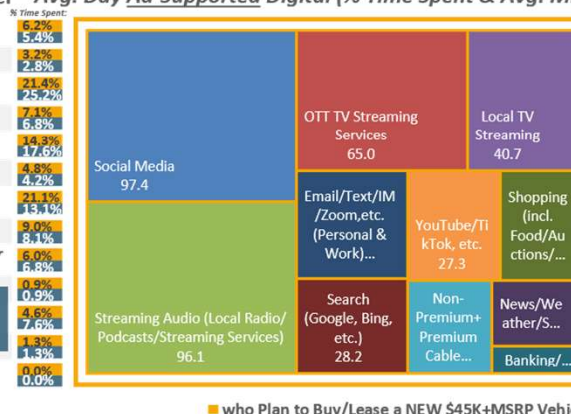
Avg. Hours+Minutes/day with Digital: Adults 18 or older

Category	Value
Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos	6:39 (23.8%)
CIN	9:05 (42.3%)



Activity	Total Persons	who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos (%)	CIN (%)
Search (Google, Bing, etc.)	73,879	84.4%	97.9%
News/Weather/Sports (Websites/Apps)	72,000	88.0%	95.4%
Social Media	64,278	71.8%	75.6%
Email/Text/IM/Zoom,etc. (Personal & Work)	51,428	68.1%	74.5%
OTT TV Streaming Services	49,456	65.5%	62.0%
Shopping (incl. Food/Auctions/Travel, etc.)	35,407	46.9%	49.8%
Streaming Audio (Local Radio/ Podcasts/Streaming Services)	31,949	42.3%	38.4%
Local TV Streaming	28,096	37.2%	31.6%
YouTube/TikTok, etc.	20,995	41.1%	30.8%
Games/Fantasy/Betting Sites	15,931	21.2%	30.0%
Non-Premium+Premium Cable Streaming	19,972	26.5%	29.1%
Banking/Financial/Real Estate (Websites/Apps)	29,344	21.4%	0.0%
Online Classes, Schools, Colleges, Universities	0	0.0%	0.0%

Concurrent usage:	who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos	CIN
Hours/Day	4:32	5:31
Percentage	53.9%	70.1%

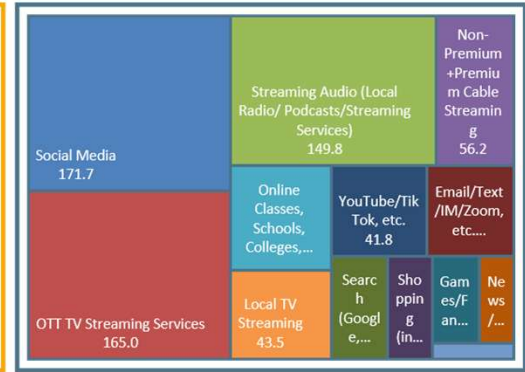
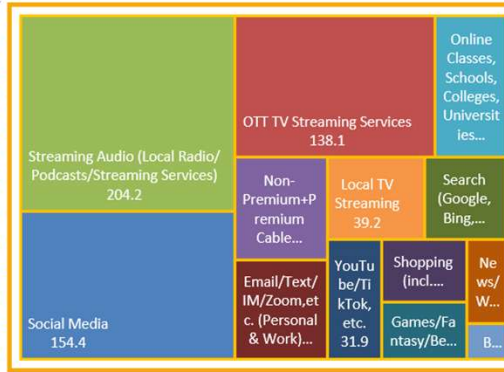
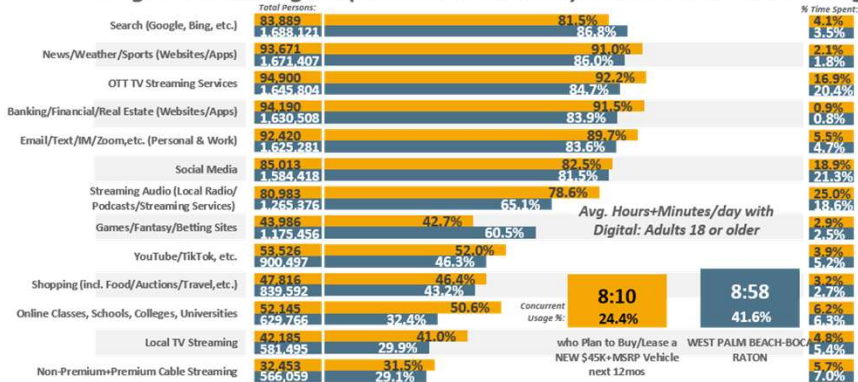




70,781 or 68.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 128.6 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

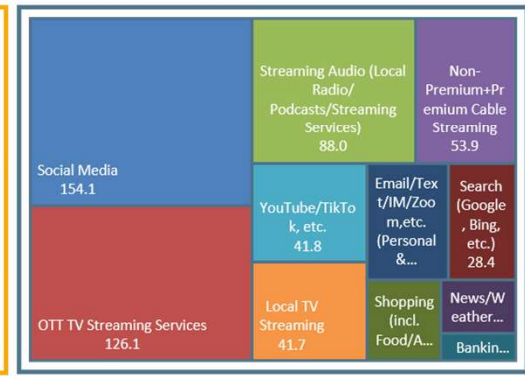
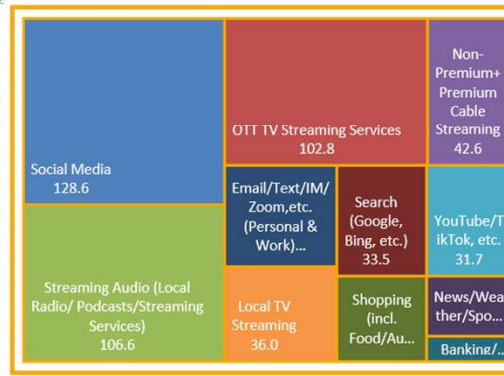
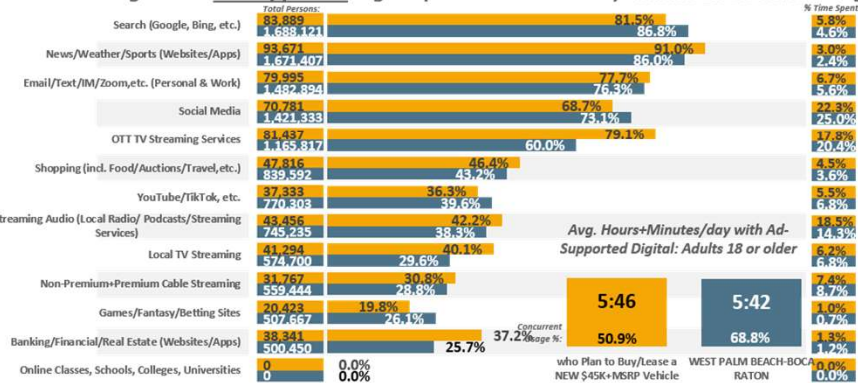
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 127
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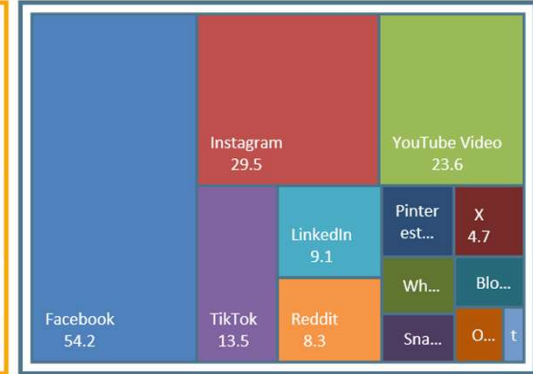
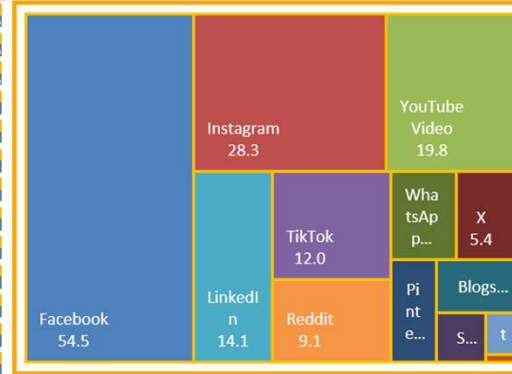
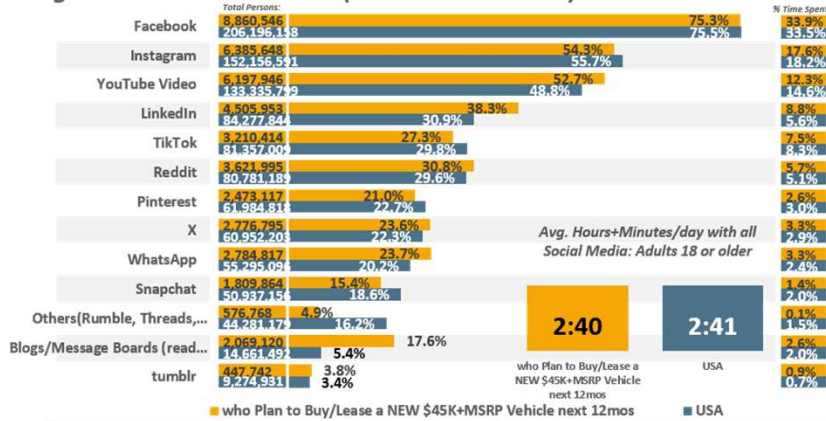
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(Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$60,000 or more)

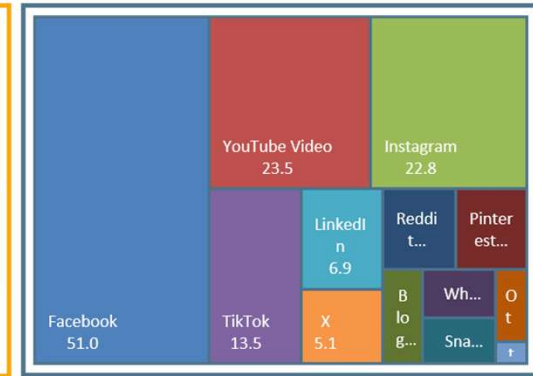
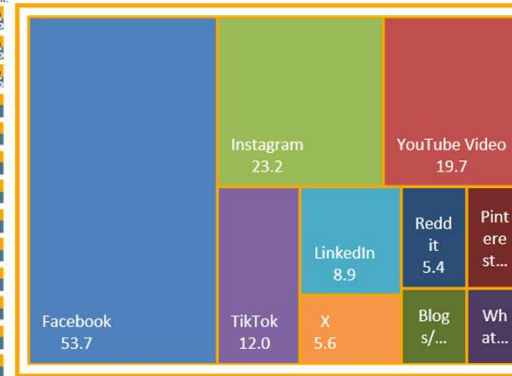
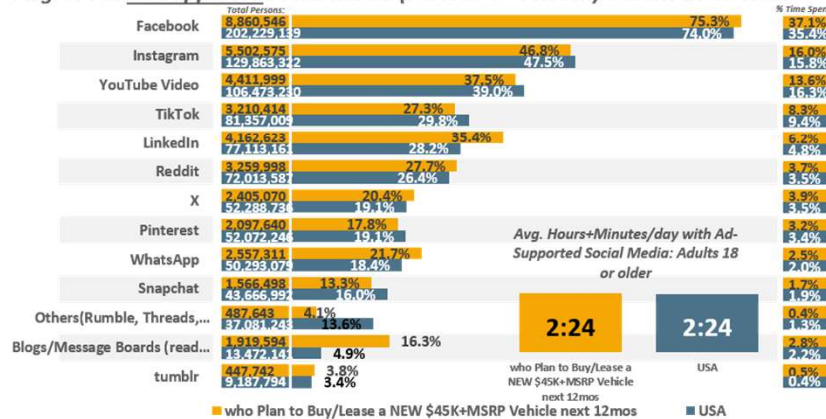


8,860,546 or 75.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 53.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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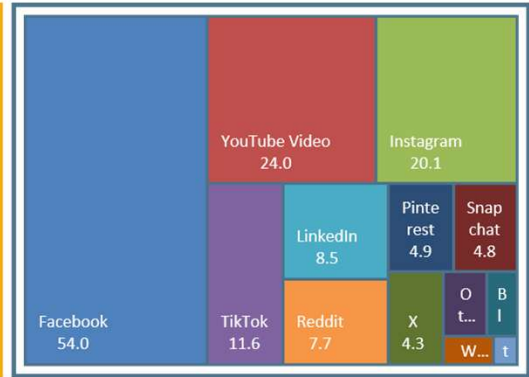
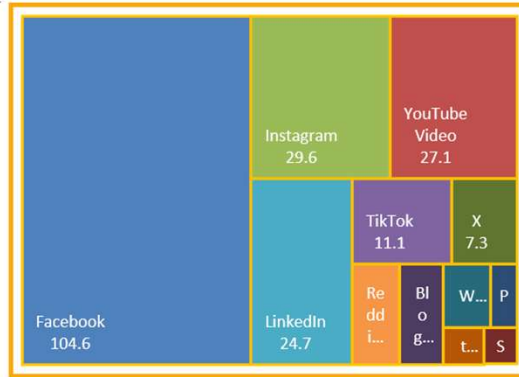
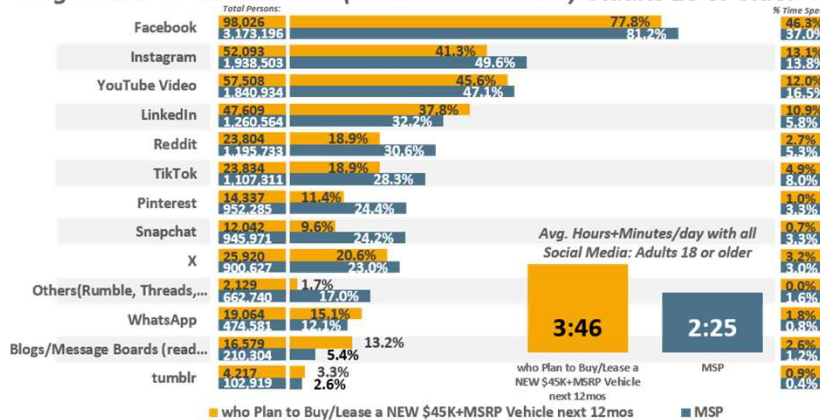
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

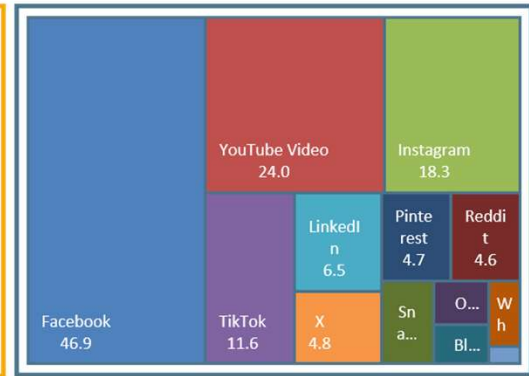
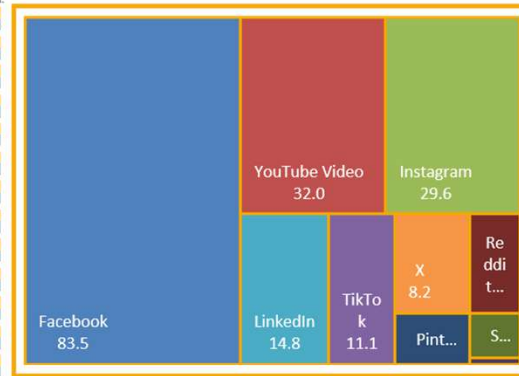
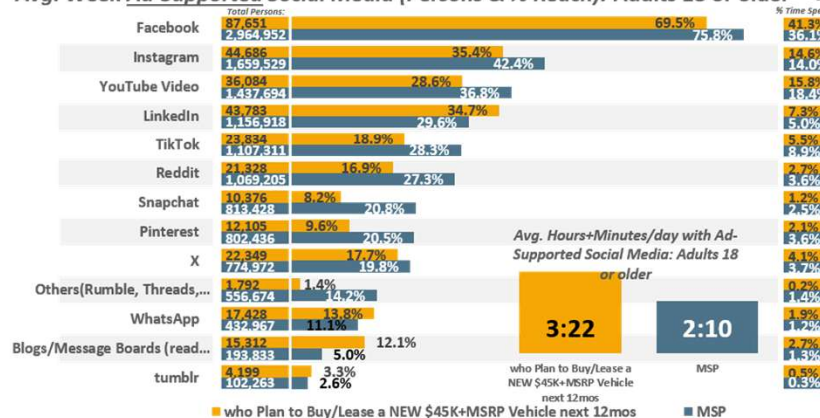


87,651 or 69.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 83.5 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.

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



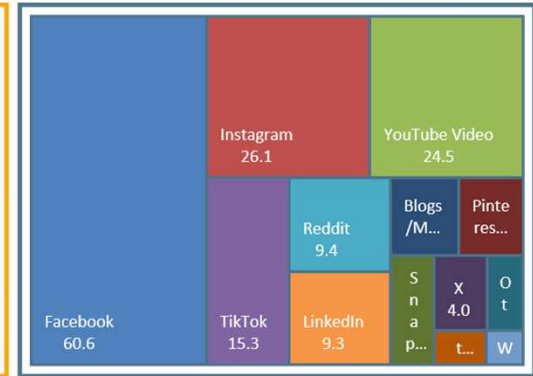
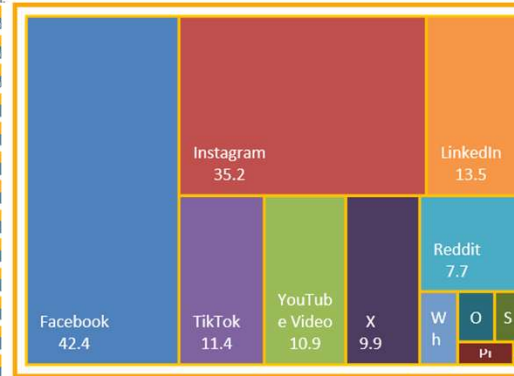
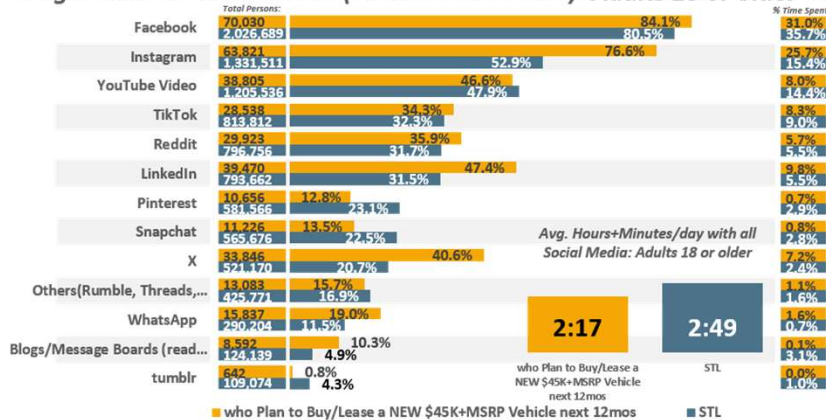
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



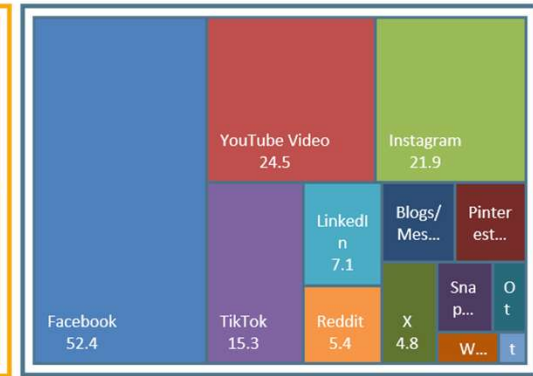
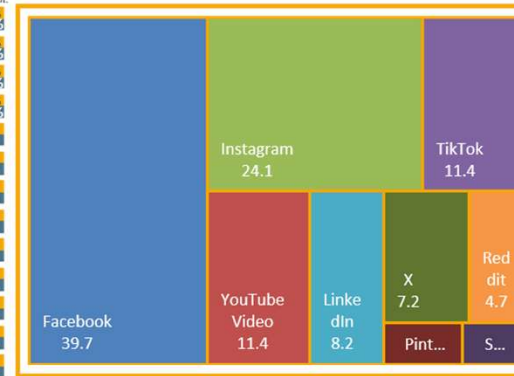
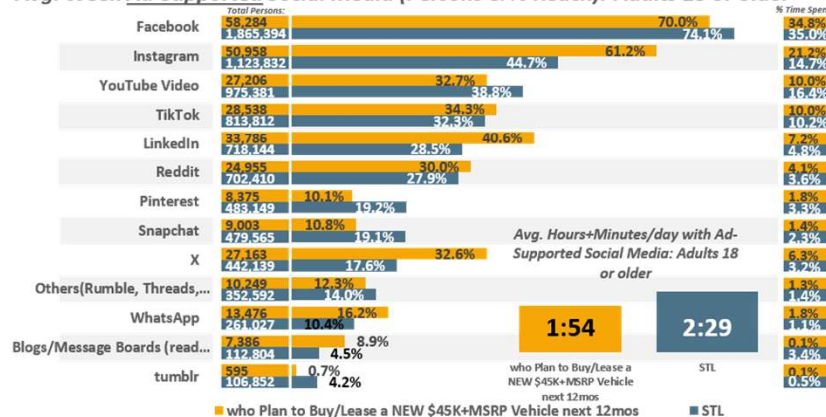


58,284 or 70.0% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 39.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



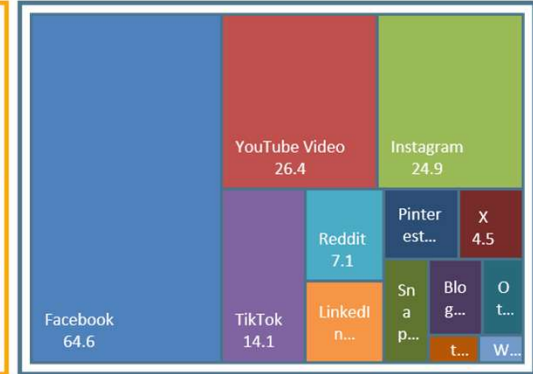
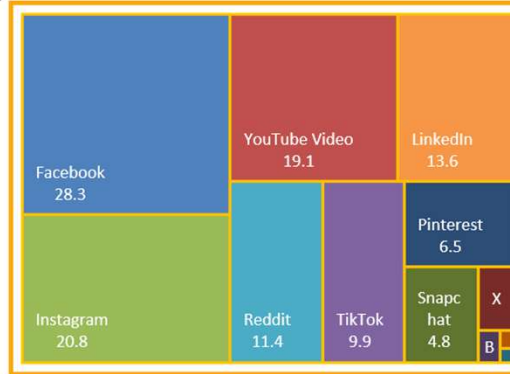
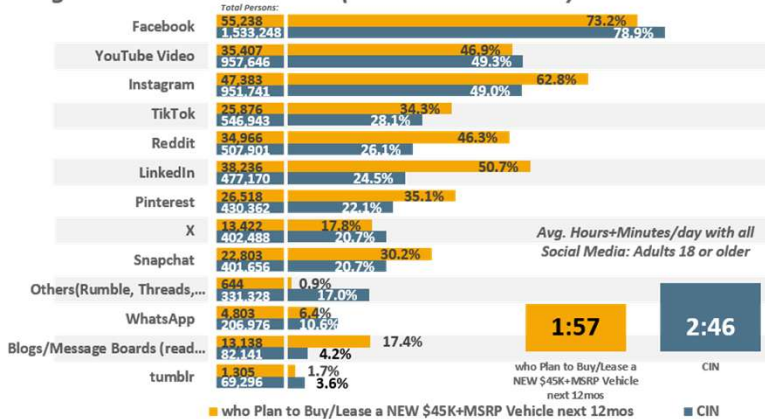
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



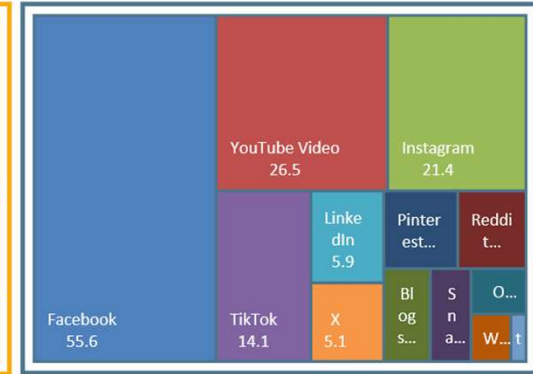
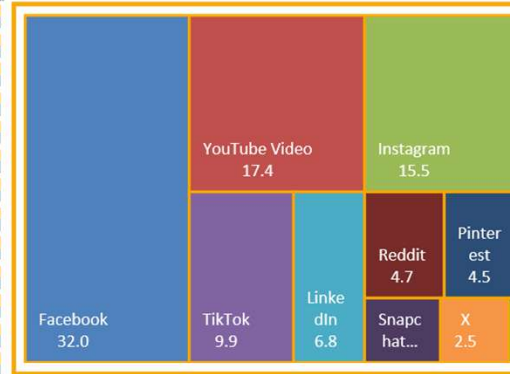
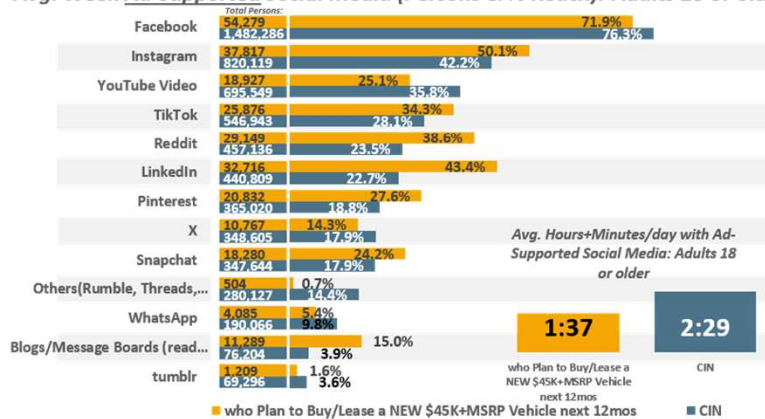


54,279 or 71.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 32. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

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



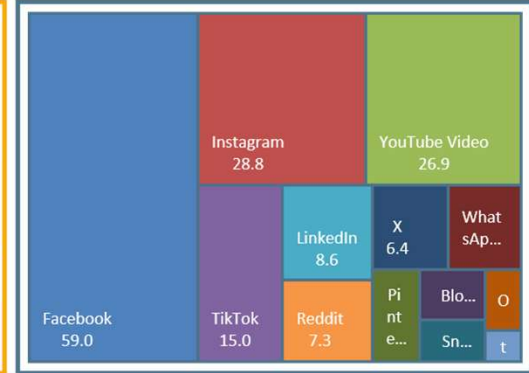
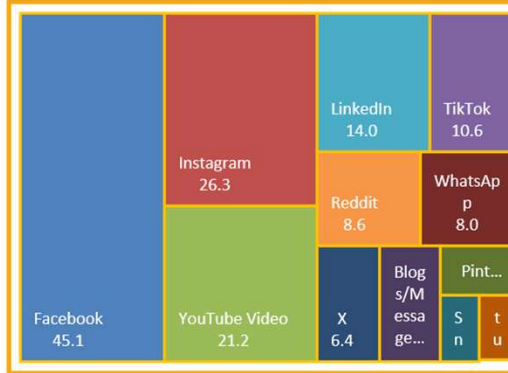
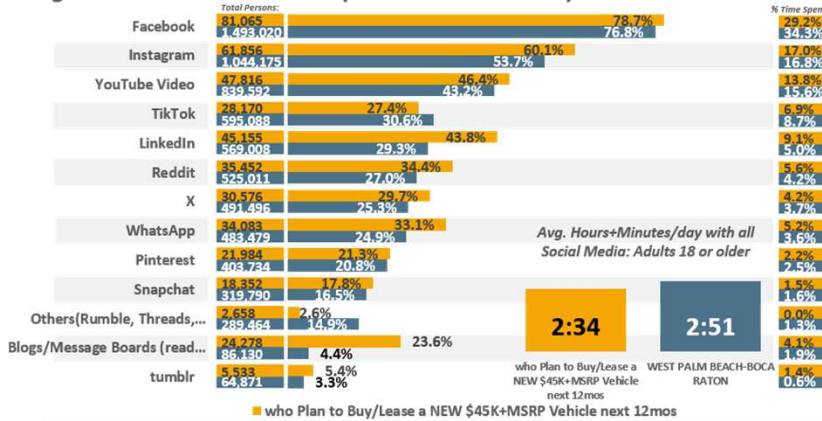
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



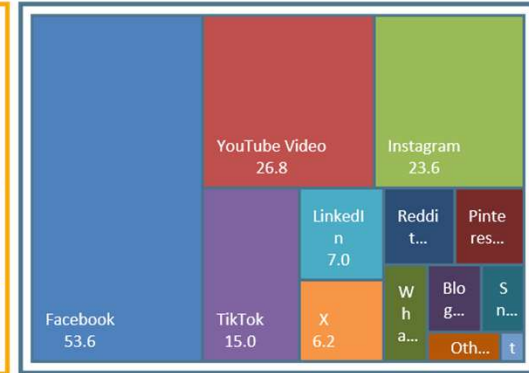
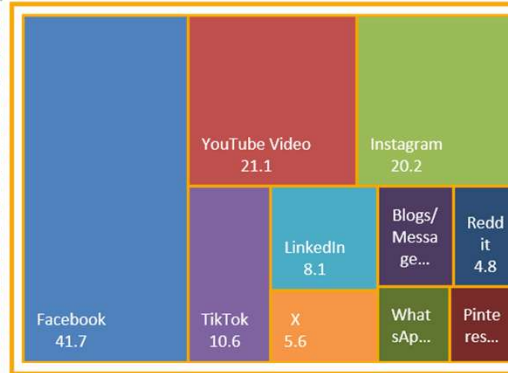
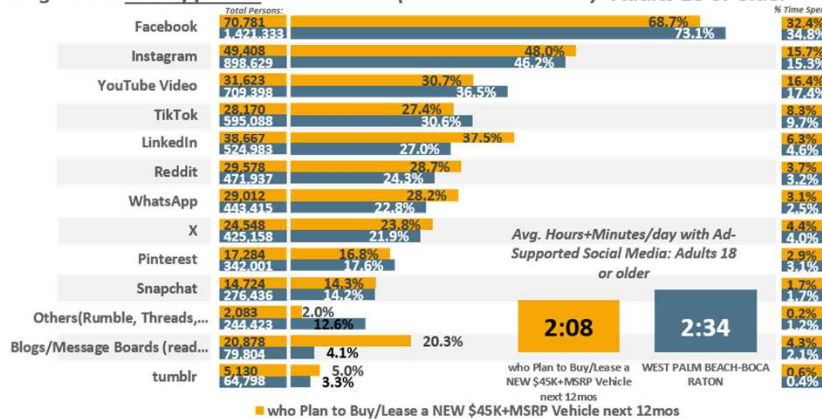


70,781 or 68.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

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



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



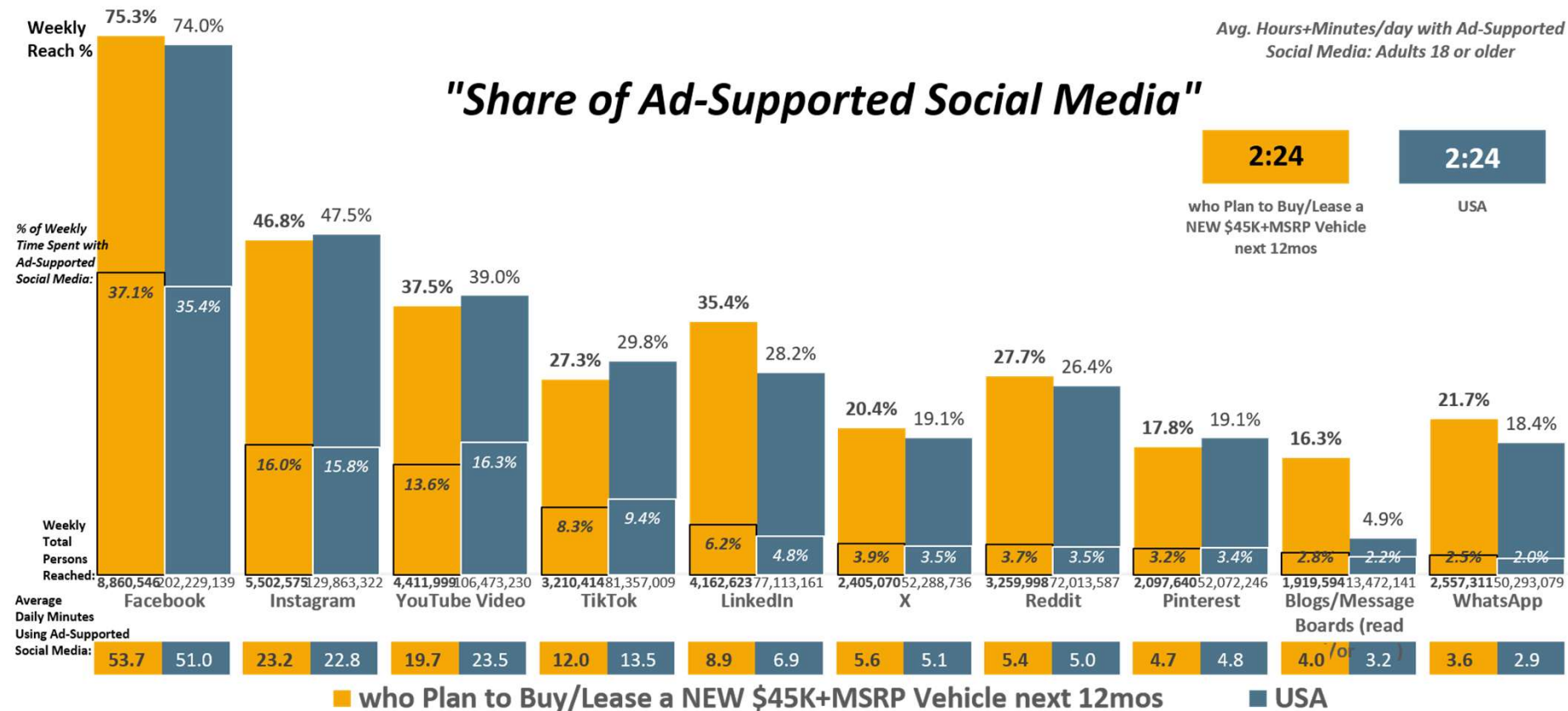
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 127
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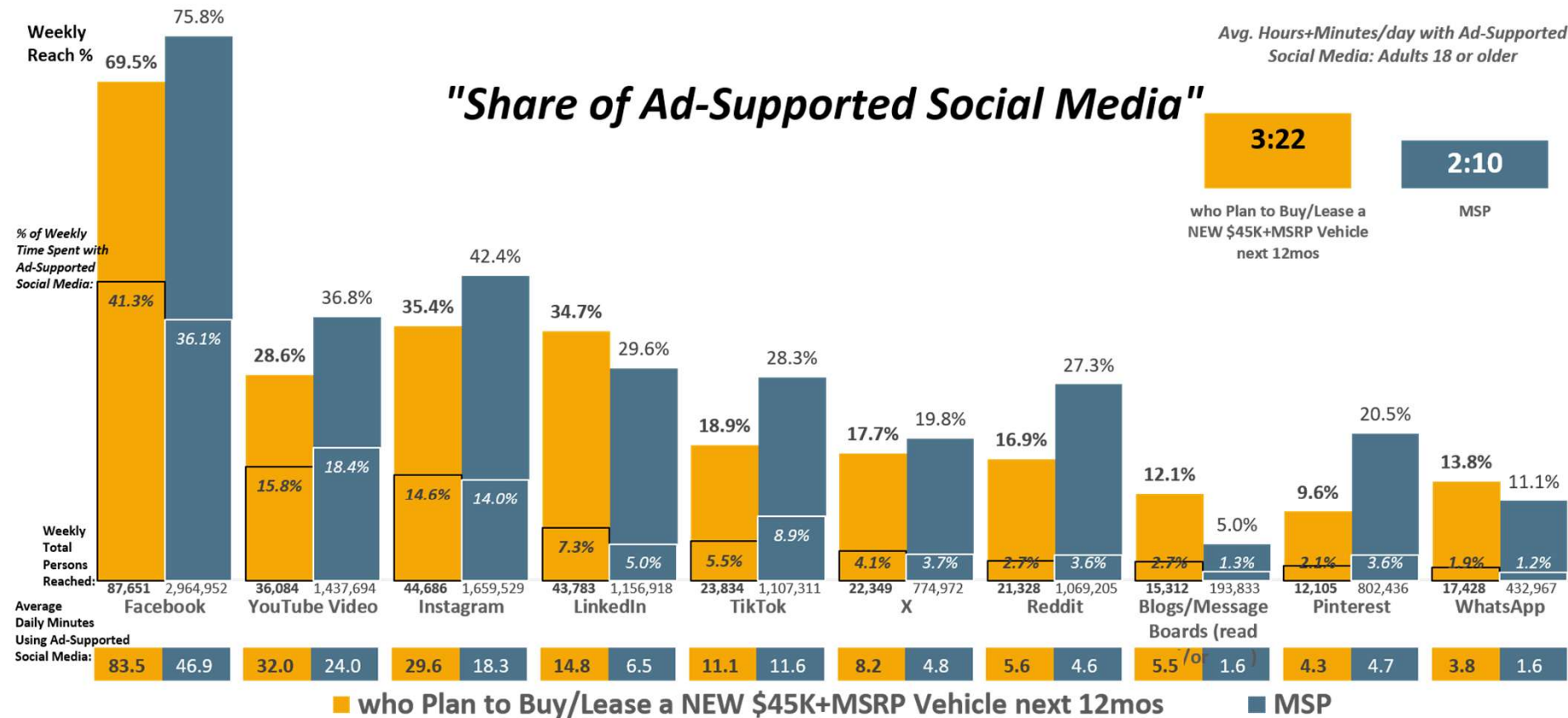


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87,651 or 69.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 83.5 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

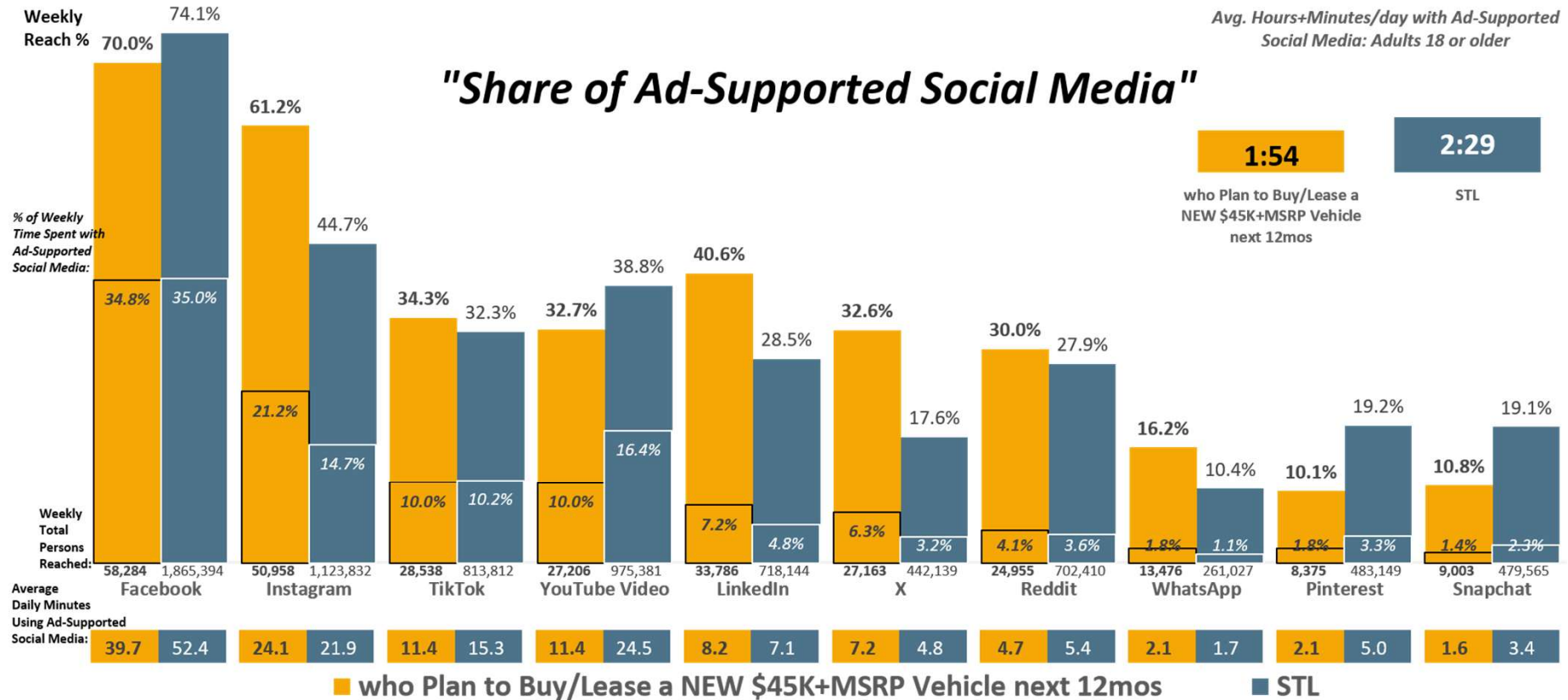
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58,284 or 70.0% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 39.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

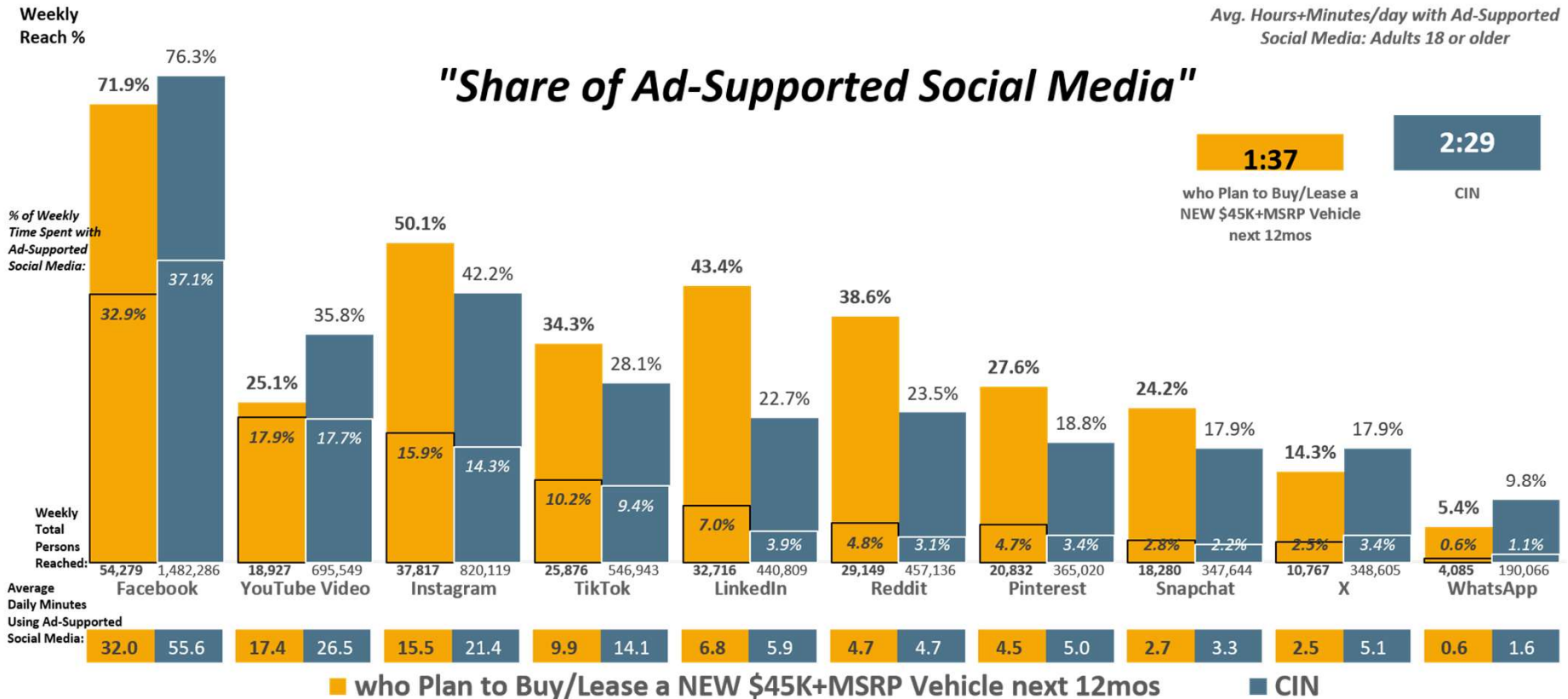
"Share of Ad-Supported Social Media"





54,279 or 71.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 32. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

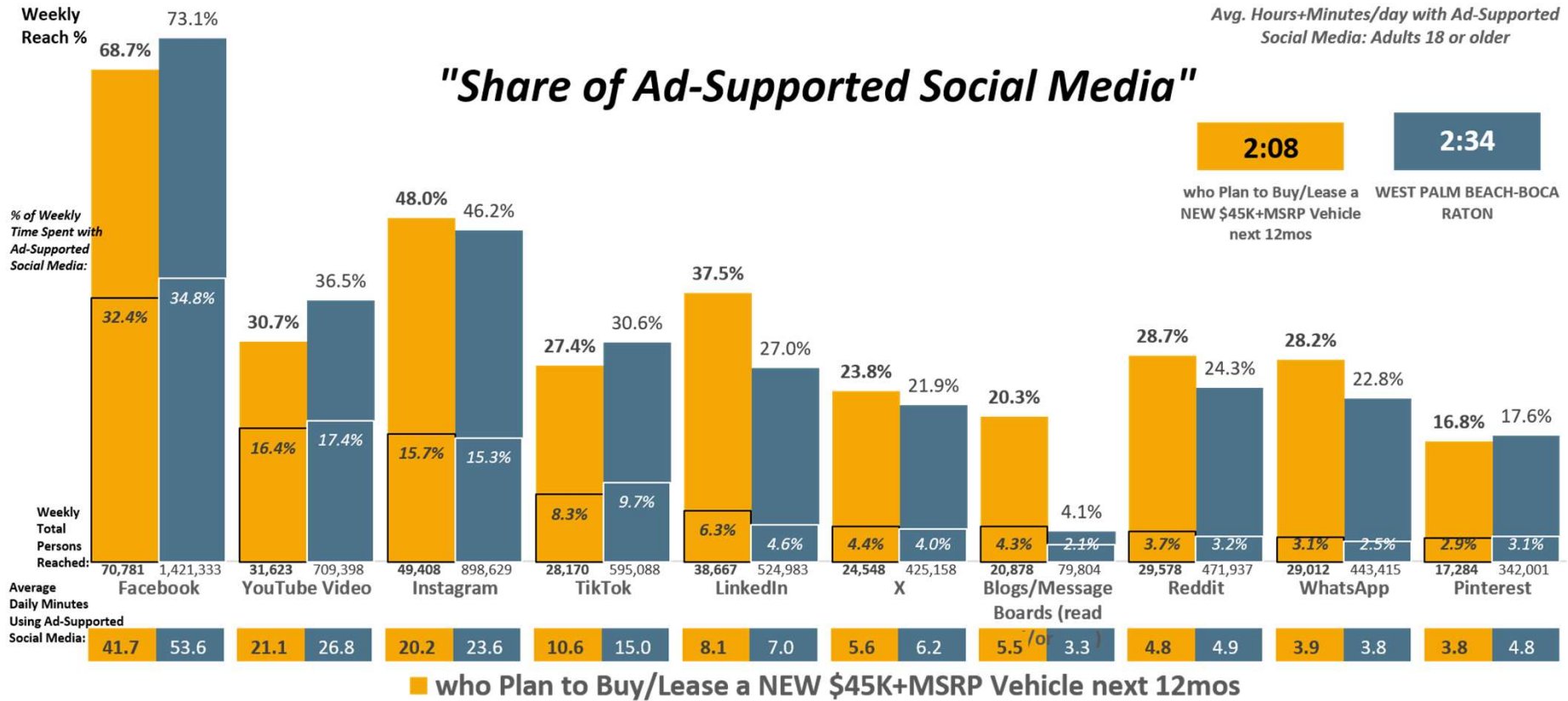
"Share of Ad-Supported Social Media"





70,781 or 68.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 127 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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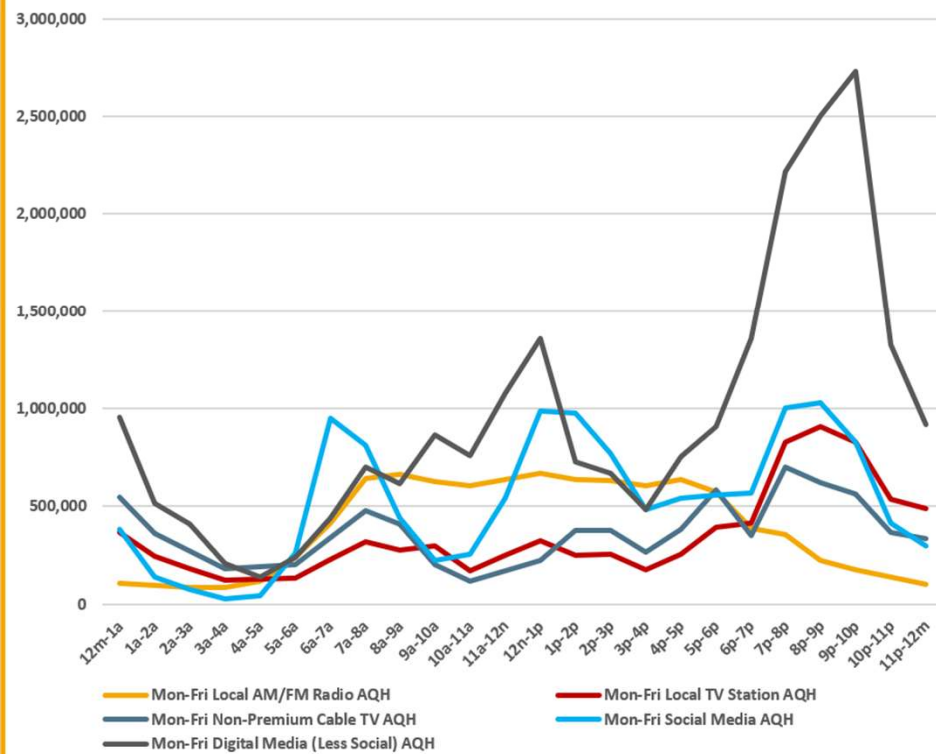
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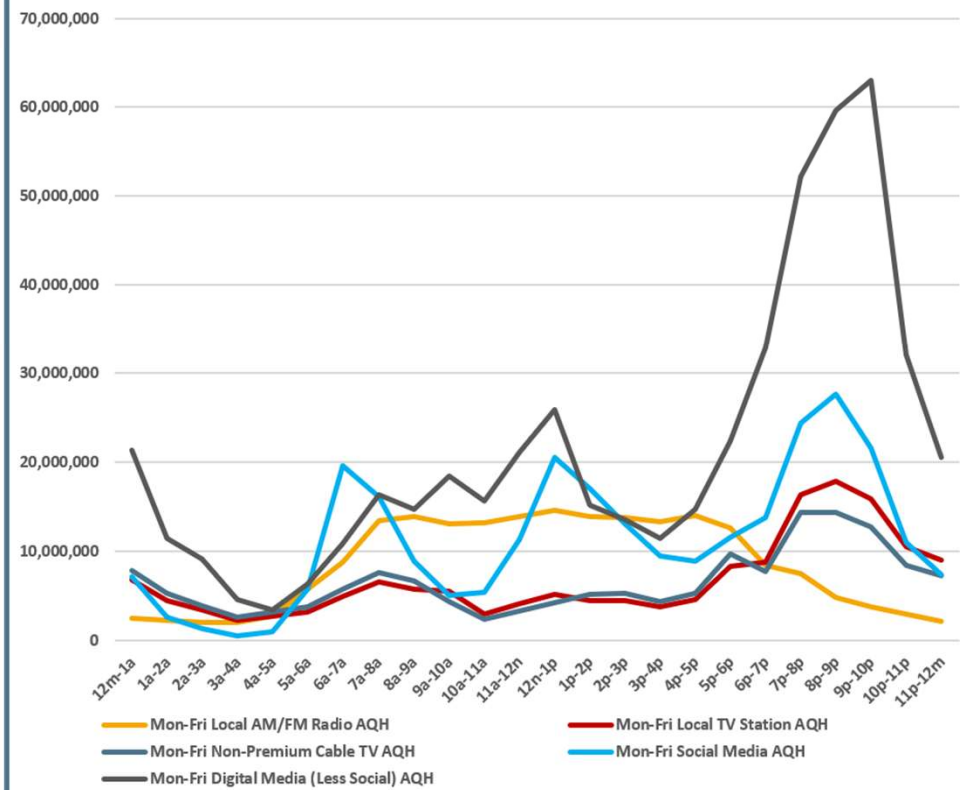


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 825,279; Social Media: 624,147; Local Radio: 595,082; Non-Prem. Cable: 329,858; Local TV: 278,873 reaching Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Plan to Buy/Lease a NEW
\$45K+MSRP Vehicle next 12mos



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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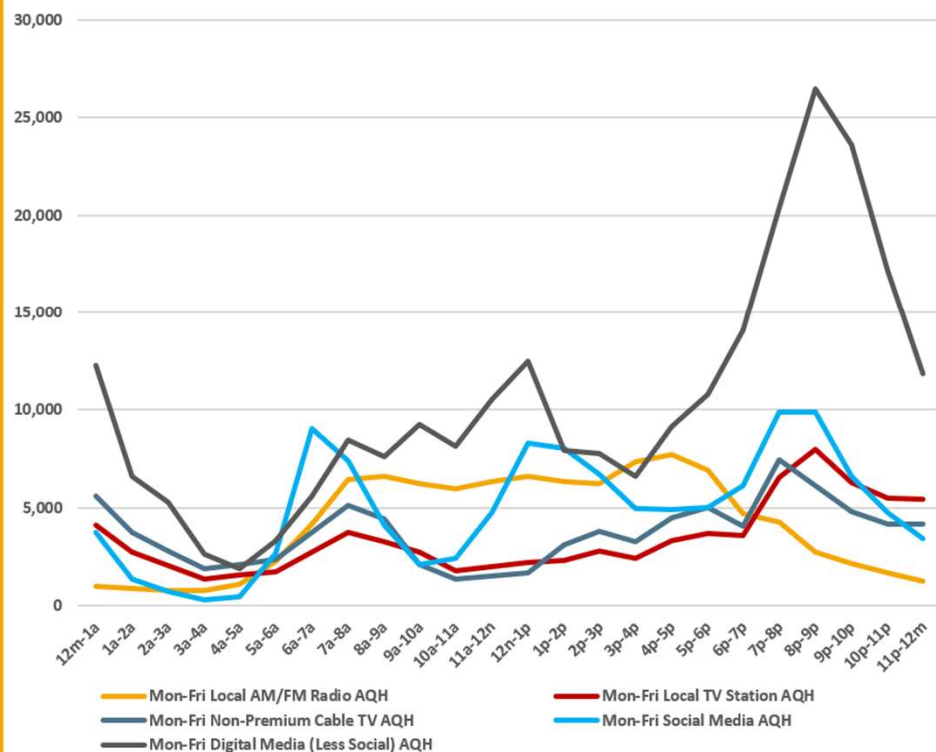
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 for Anything ®

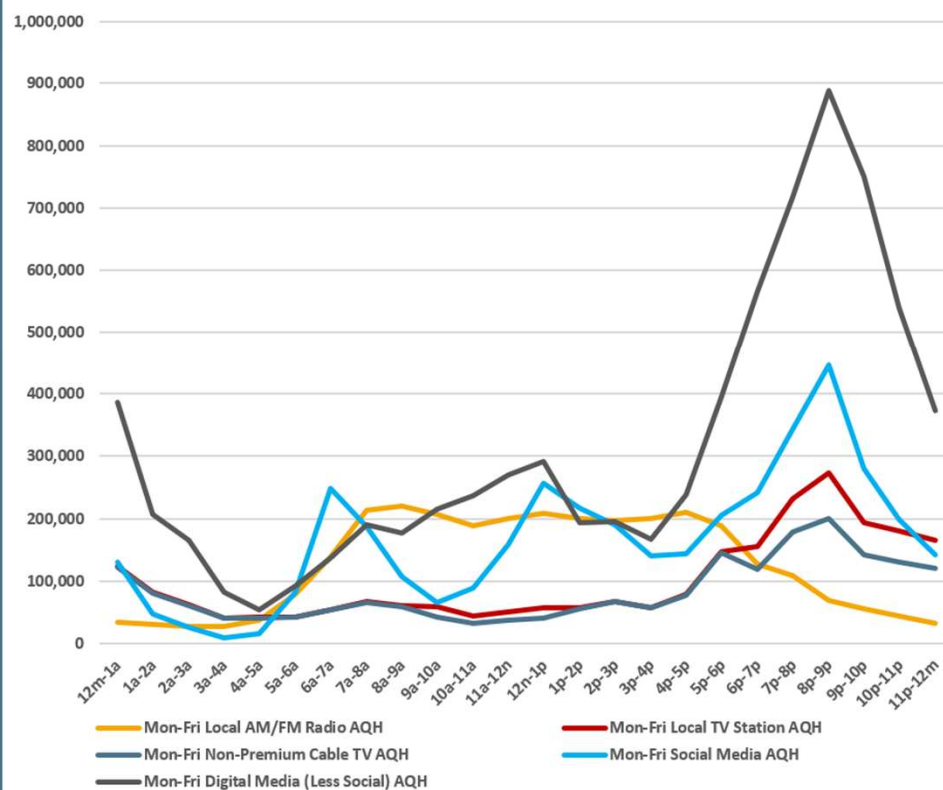


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,102; Local Radio: 6,272; Social Media: 5,675; Non-Prem. Cable: 3,351; Local TV: 2,800 reaching Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Plan to Buy/Lease a NEW
\$45K+MSRP Vehicle next 12mos



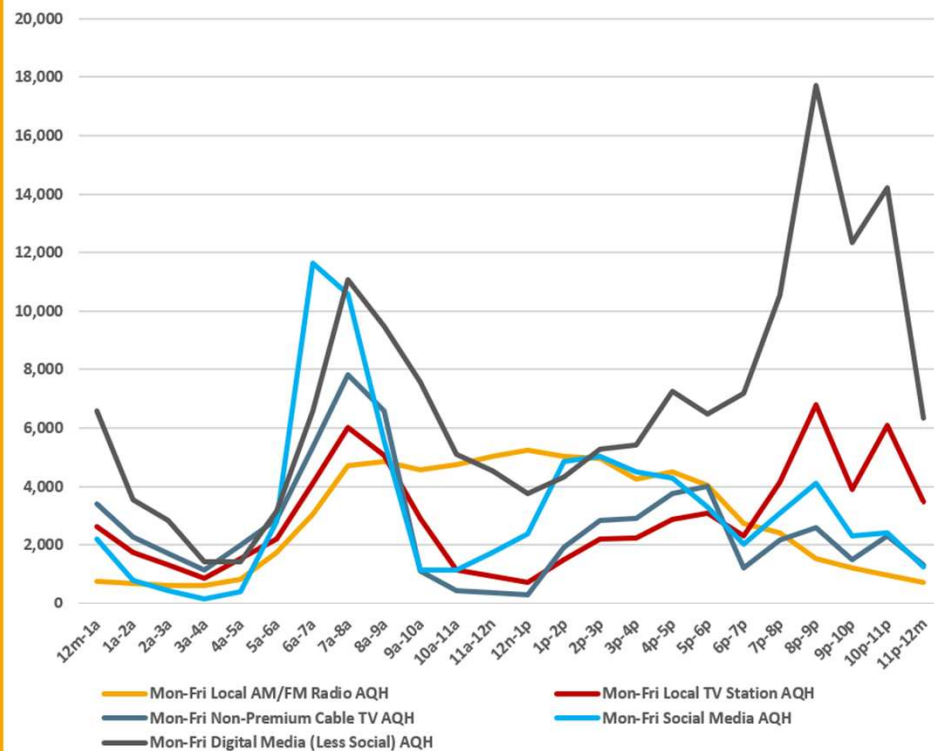
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



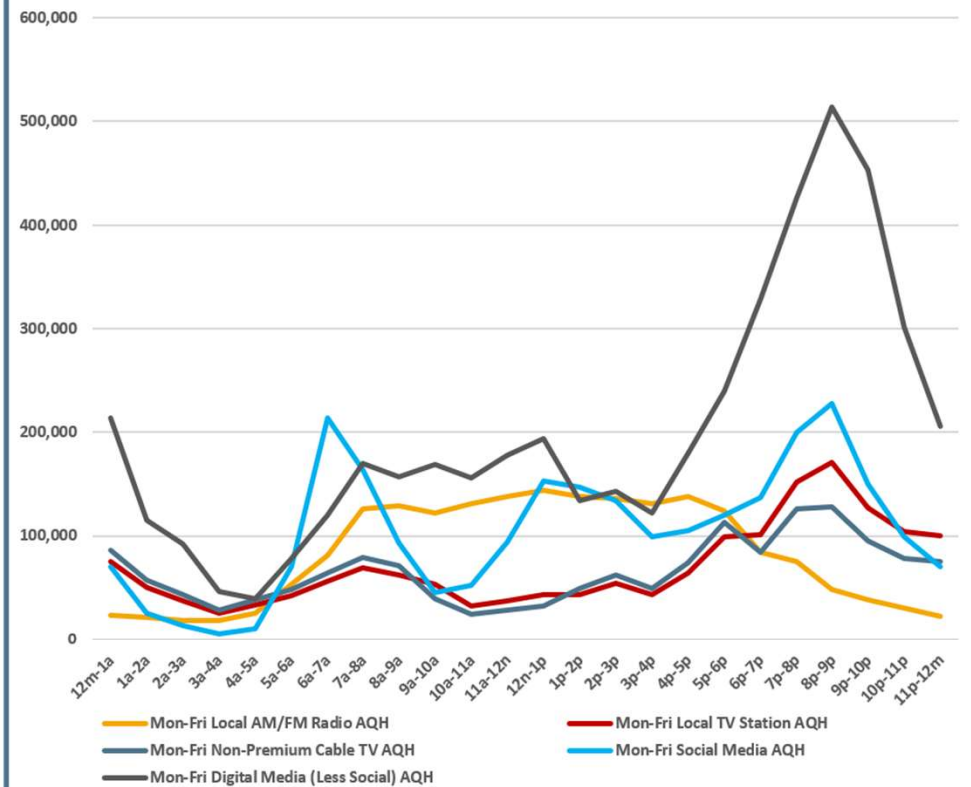


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,465;
Social Media: 4,474; Local Radio: 4,437; Non-Prem. Cable: 2,966; Local TV: 2,700 reaching
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Plan to Buy/Lease a NEW
\$45K+MSRP Vehicle next 12mos



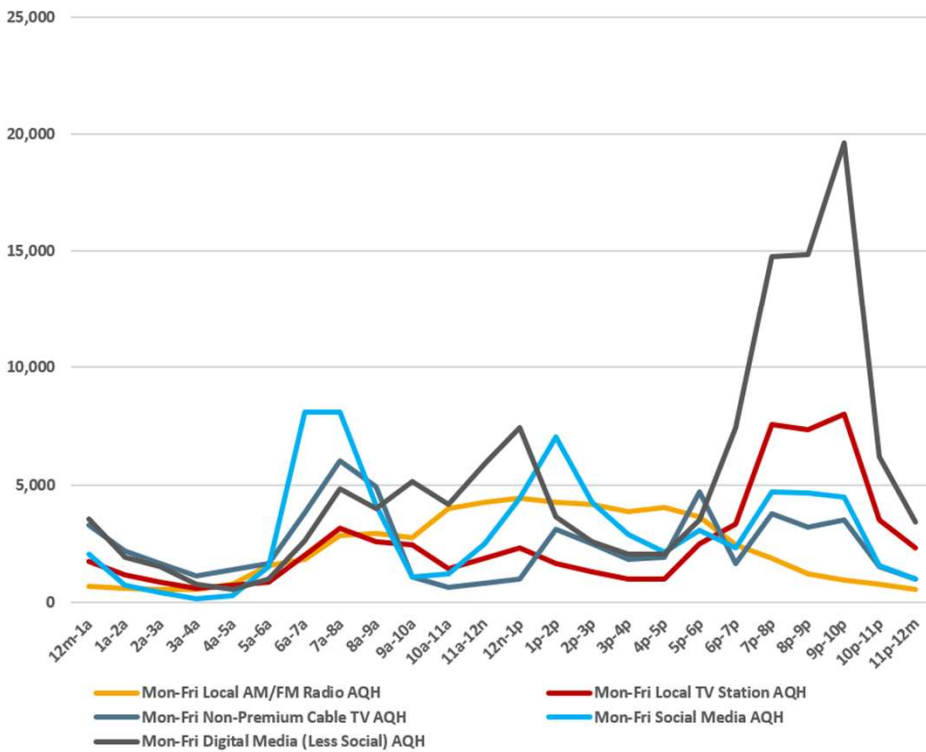
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older



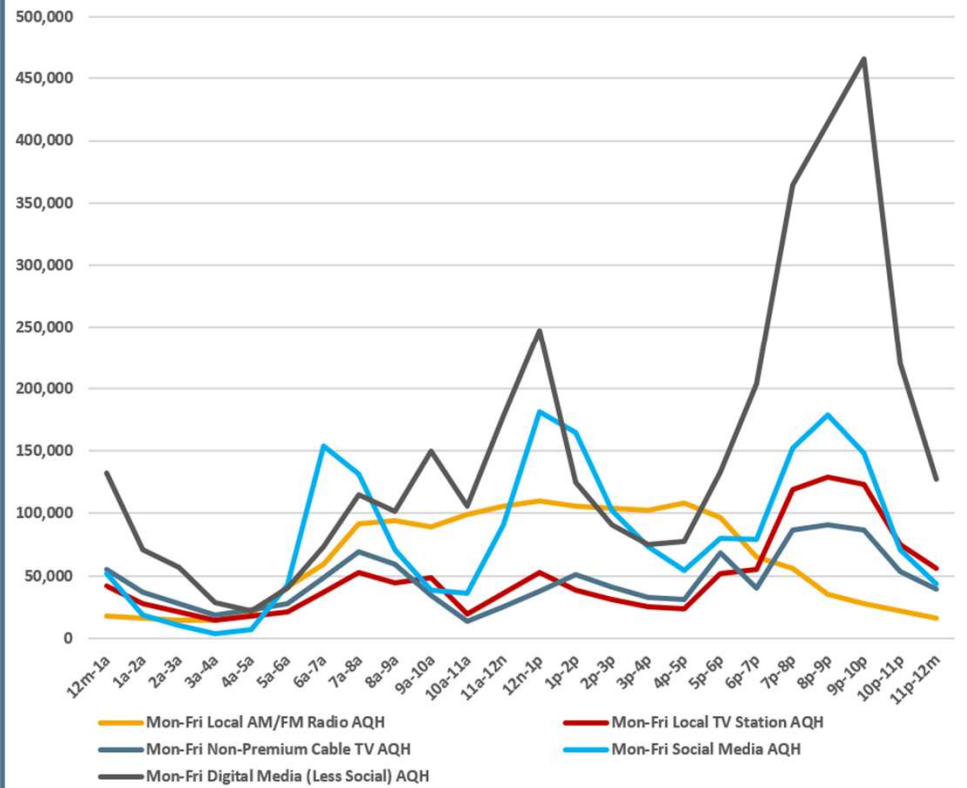


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,255;
Social Media: 3,945; Local Radio: 3,495; Non-Prem. Cable: 2,614; Local TV: 2,040 reaching
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Plan to Buy/Lease a NEW
\$45K+MSRP Vehicle next 12mos



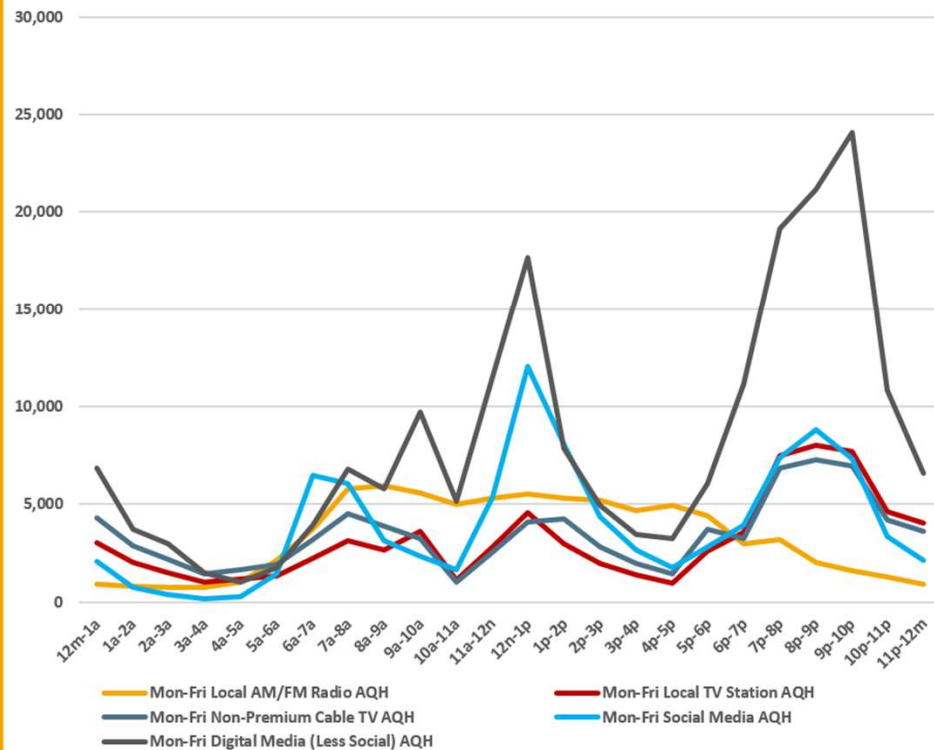
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



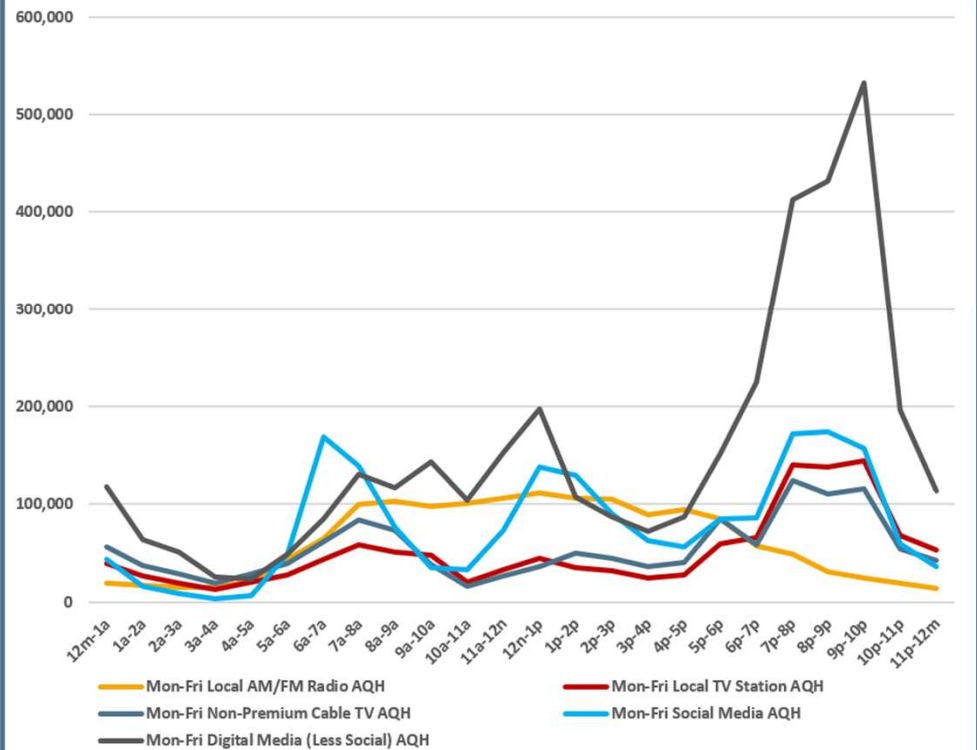


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,488; Local Radio: 4,962; Social Media: 4,671; Non-Prem. Cable: 3,082; Local TV: 2,590 reaching Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos



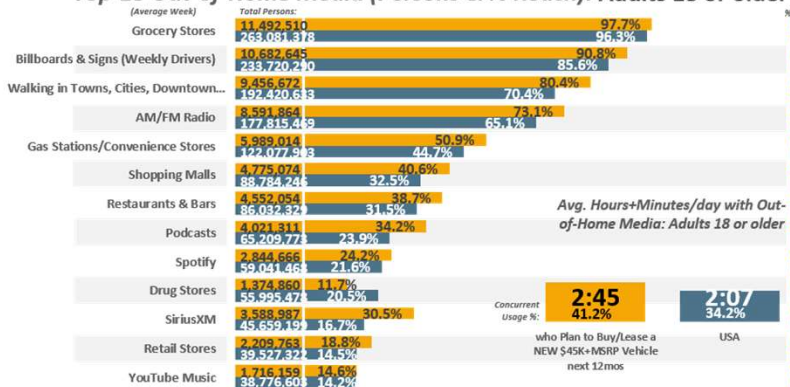
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH-BOCA RATON Metro Area Adults 18 or older



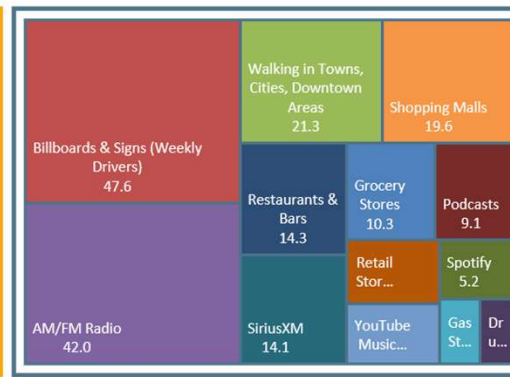
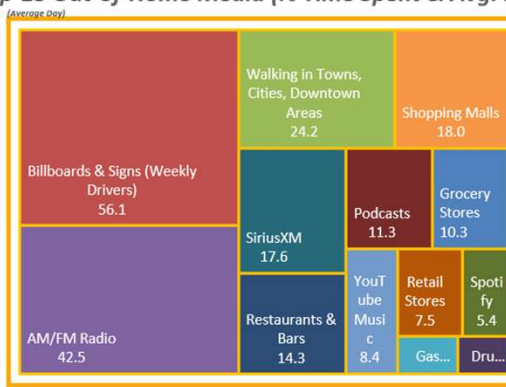


10,682,645 or 90.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minut

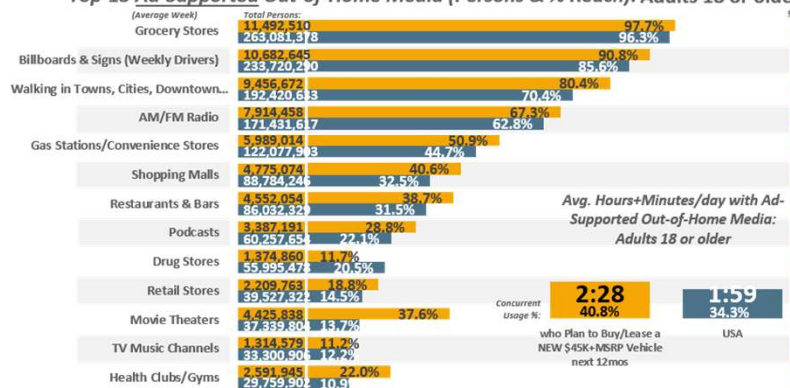
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



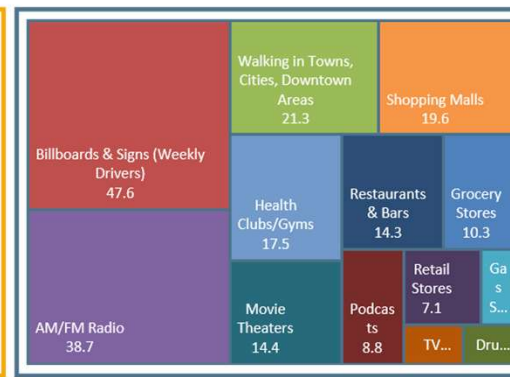
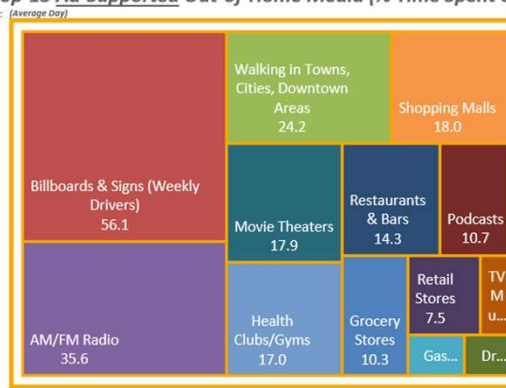
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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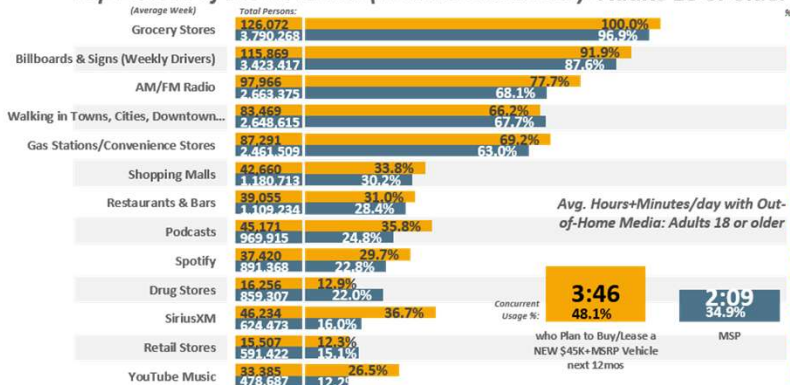
soefa.ai Share of Everything for Anything

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



115,869 or 91.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 61.1 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 28.5 minutes/

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

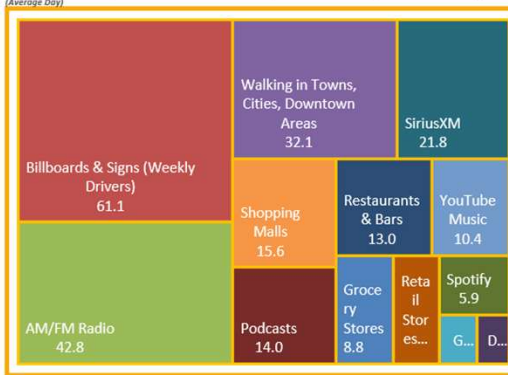


Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

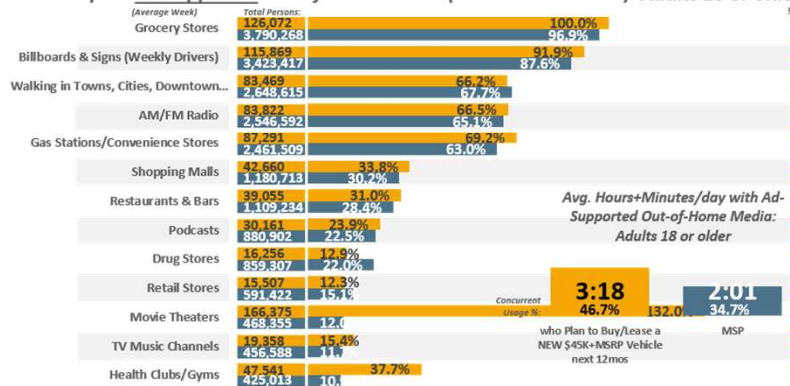
3:46 48.1%

2:09 34.9%

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



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

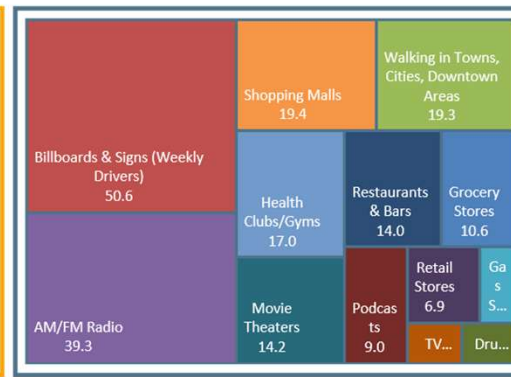
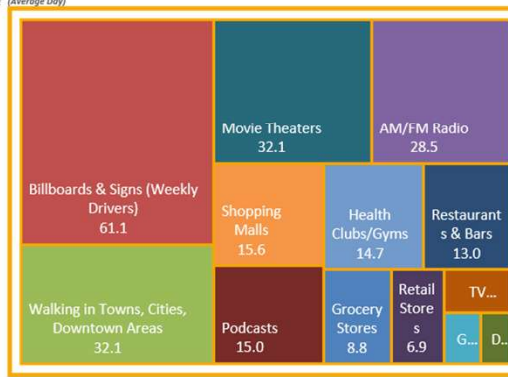


Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

3:18 46.7%

2:01 34.7%

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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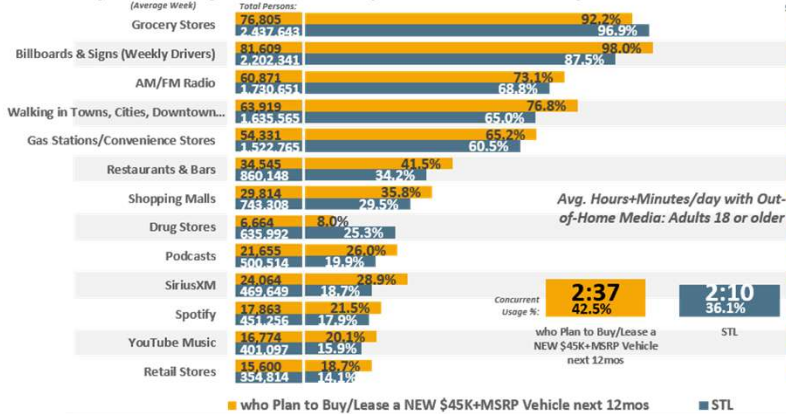
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

soefa.ai Share of Everything for Anything

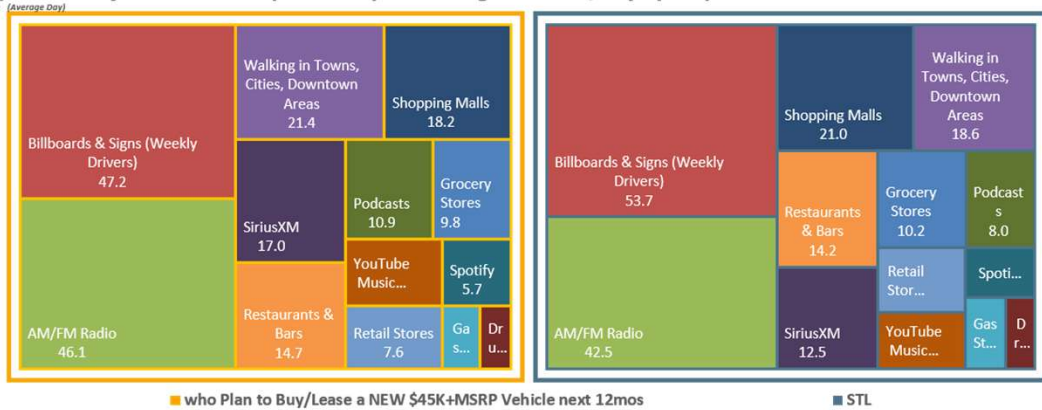


81,609 or 98.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day

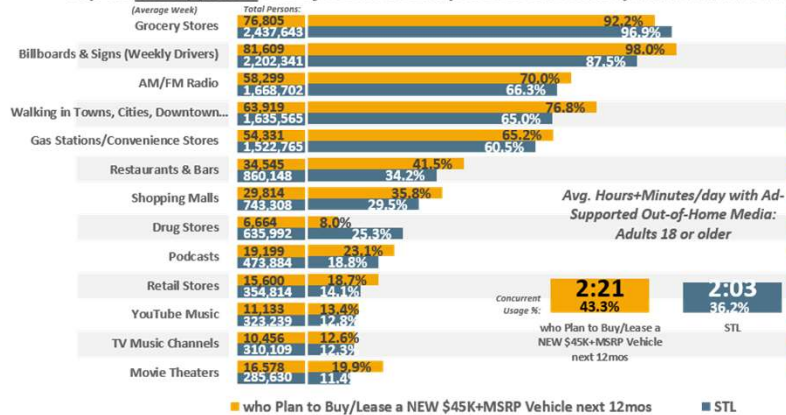
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



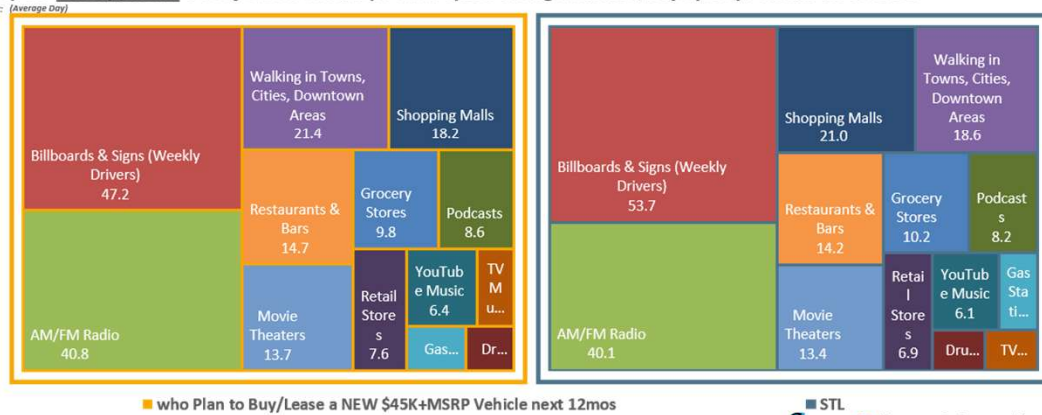
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 77
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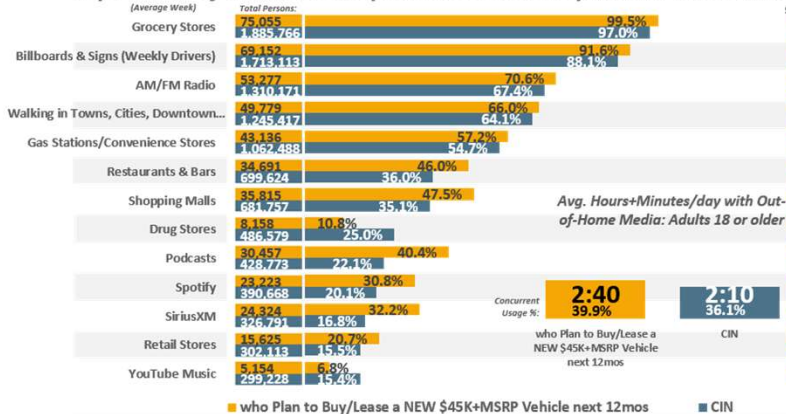
soefa.ai Share of Everything for Anything

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

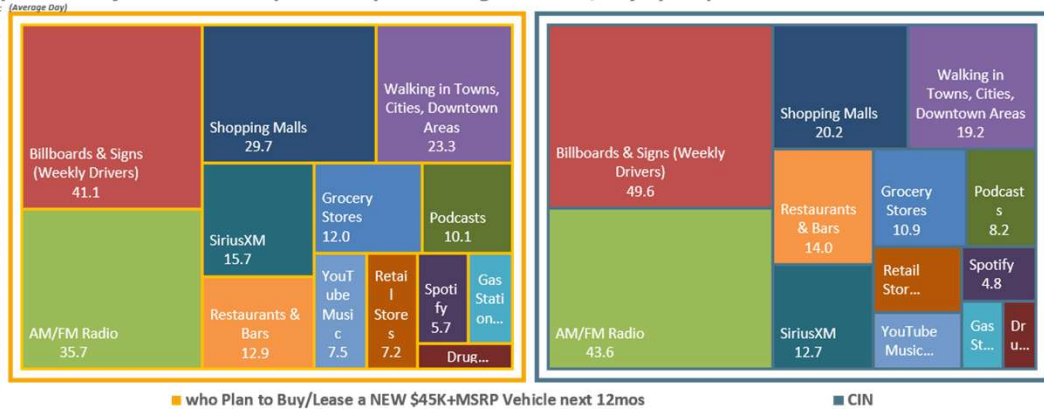


69,152 or 91.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 41.1 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 31.3 minutes/d

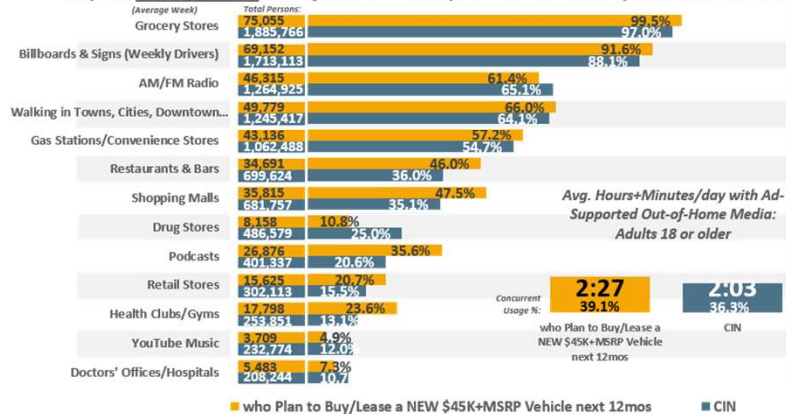
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



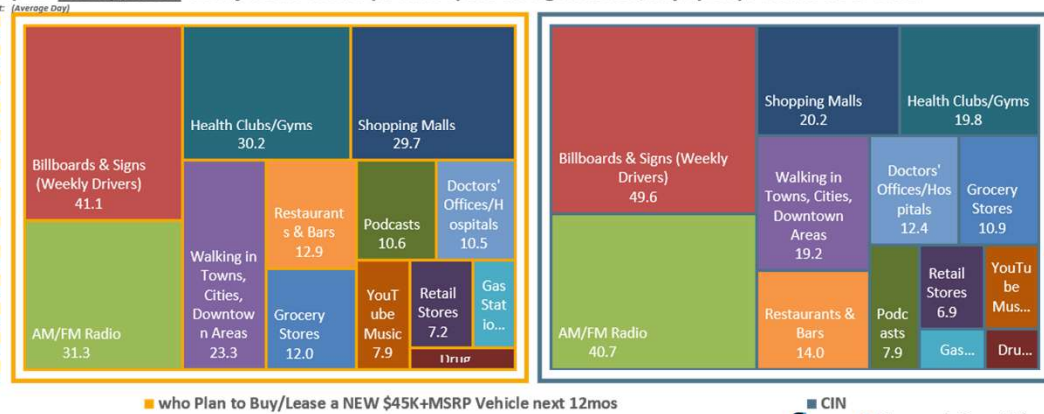
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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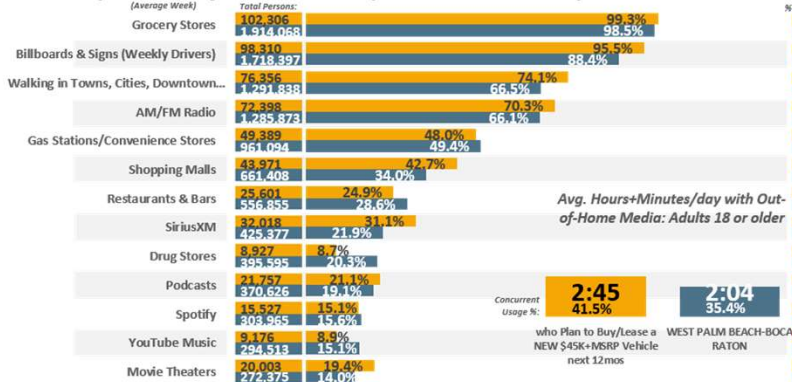
soefa.ai Share of Everything for Anything

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

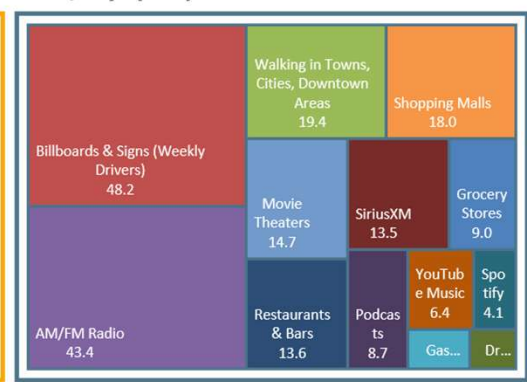
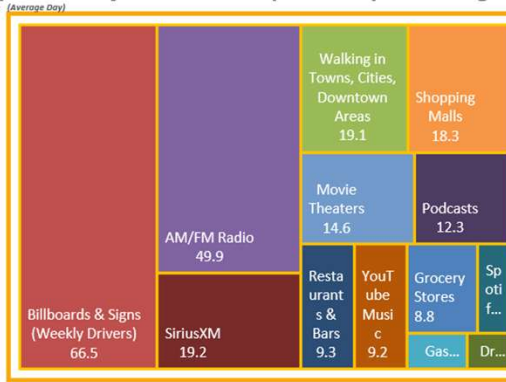


98,310 or 95.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 66.5 minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day

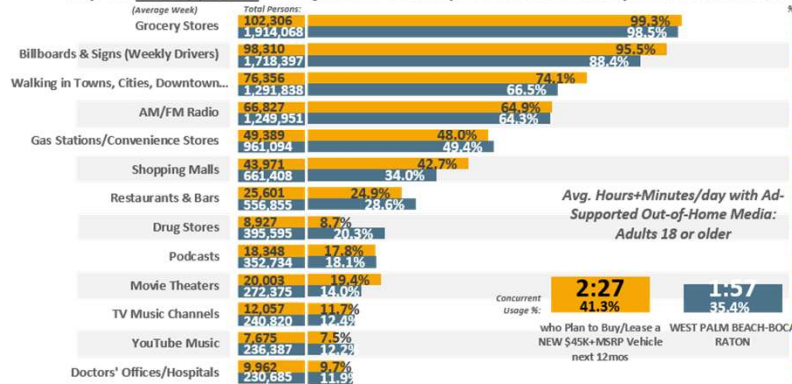
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



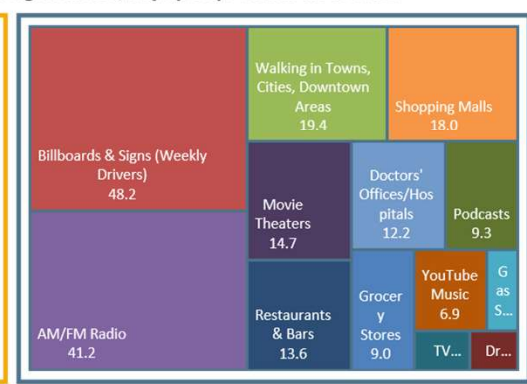
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 127
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

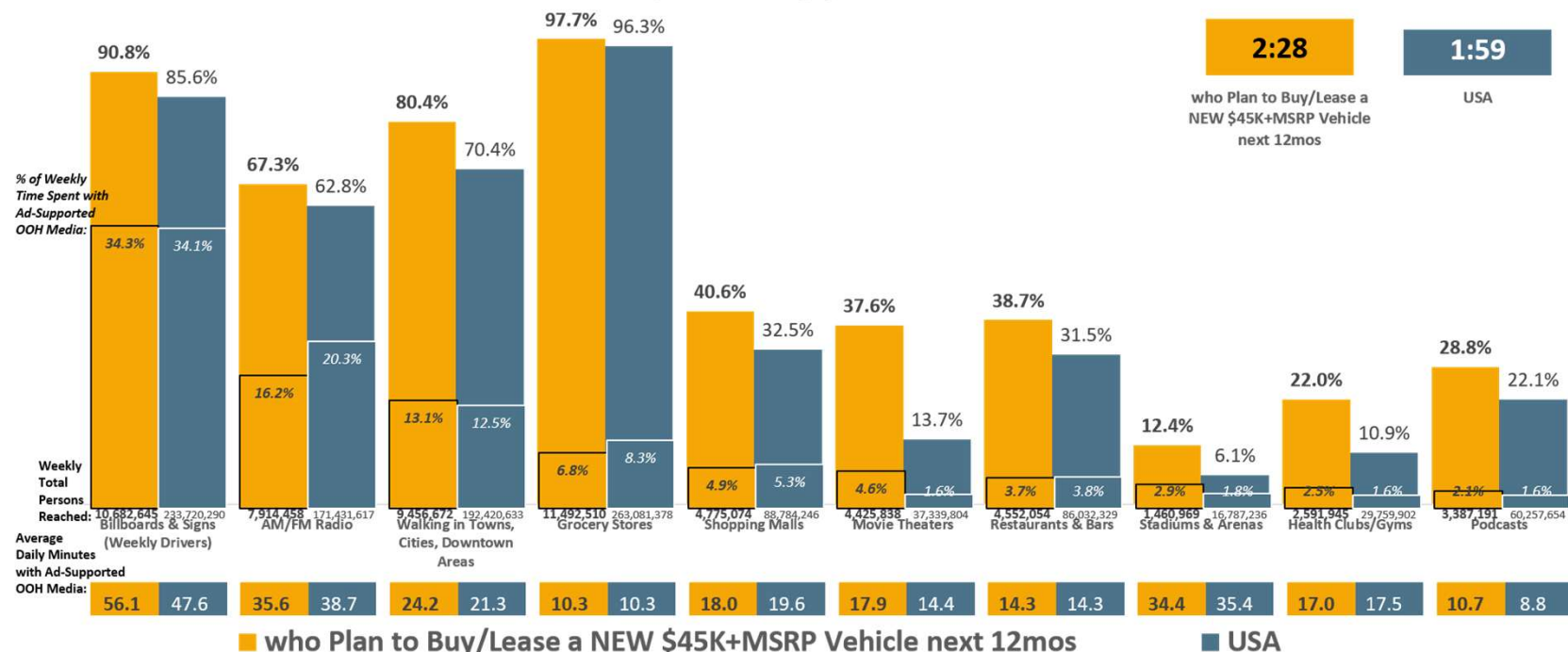


10,682,645 or 90.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 56.1 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:28

who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

1:59

USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

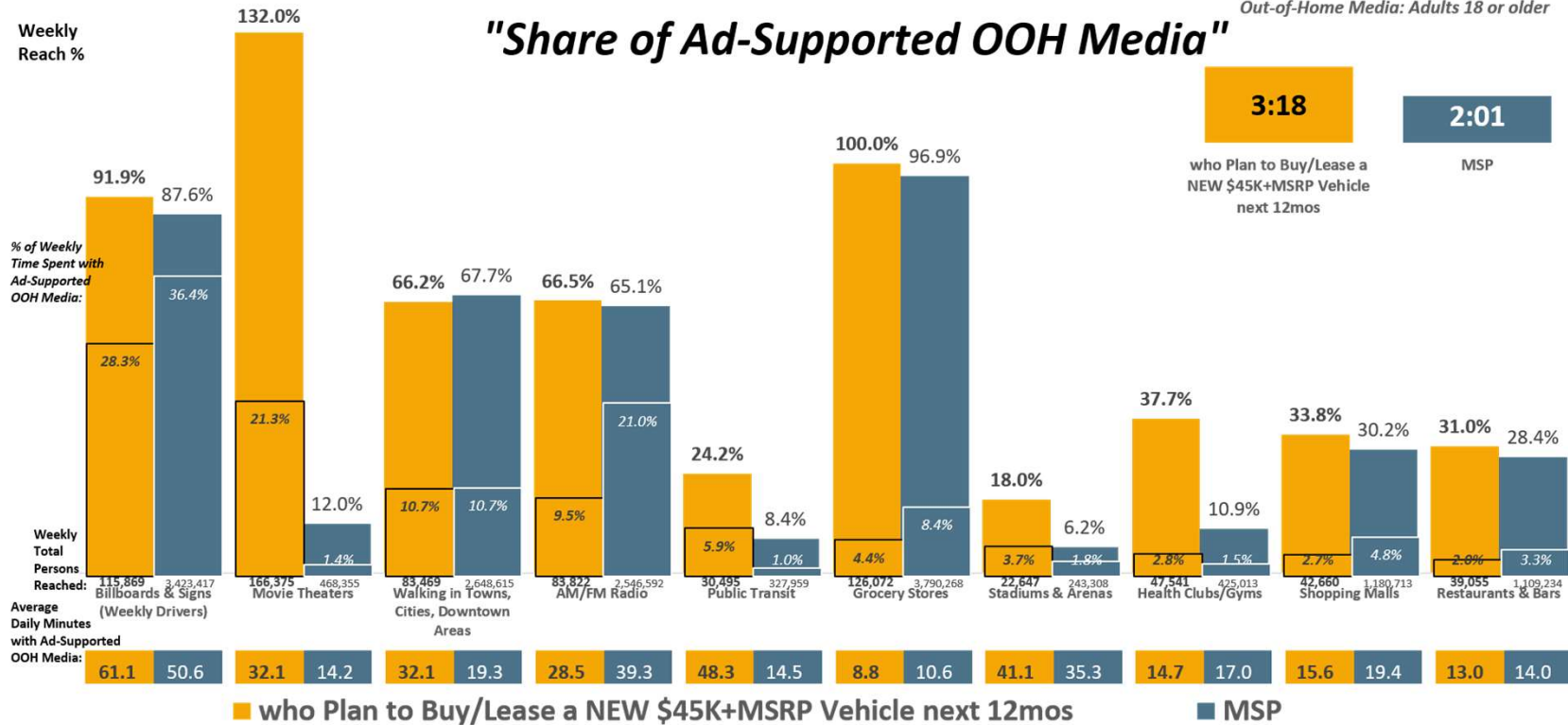
soefa.ai Share of Everything for Anything

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



115,869 or 91.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 61.1 minutes per day driving, seeing Billboards and Signs representing 28.3% of all Time Spent with Ad-Supported Out-of-Home Media.

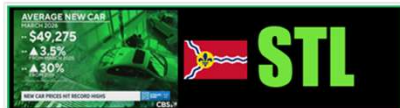
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

soefa.ai Share of Everything for Anything

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

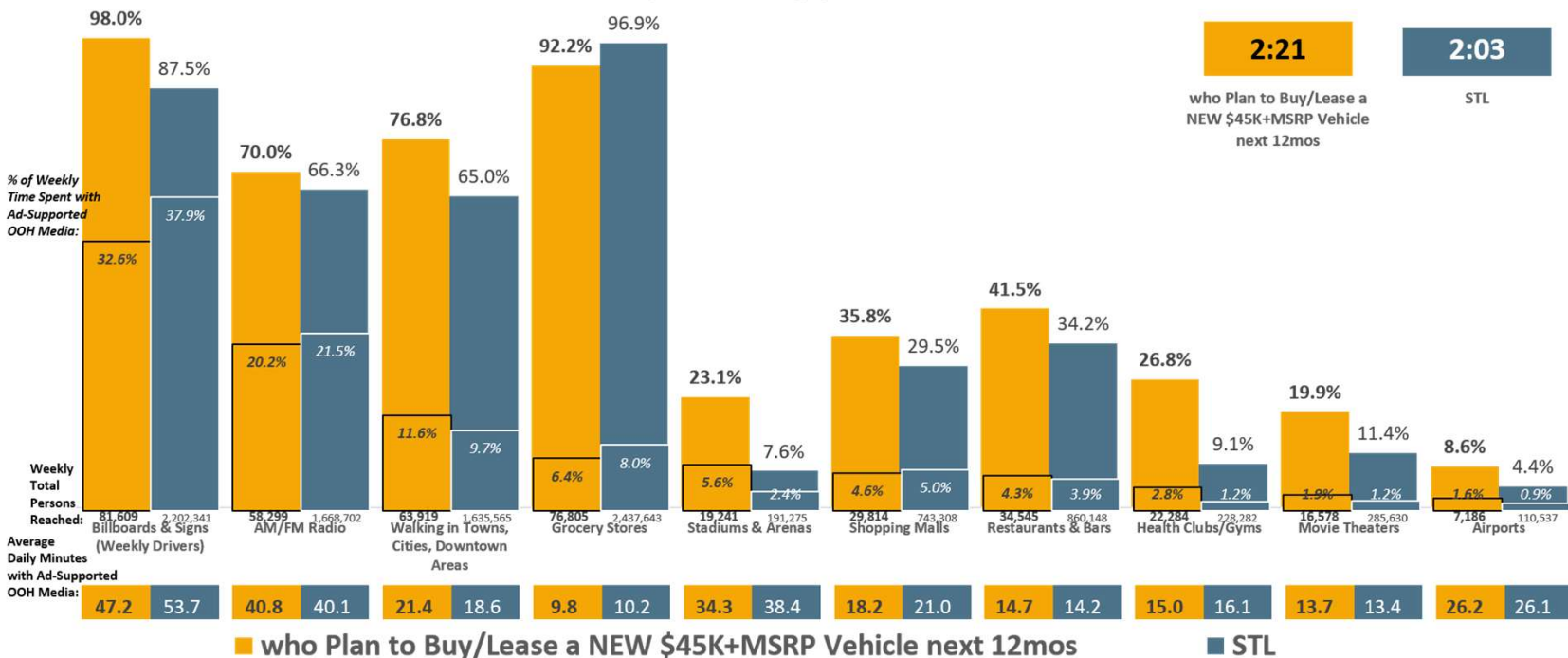


81,609 or 98.0% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 47.2 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:21

who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

2:03

STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 77
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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

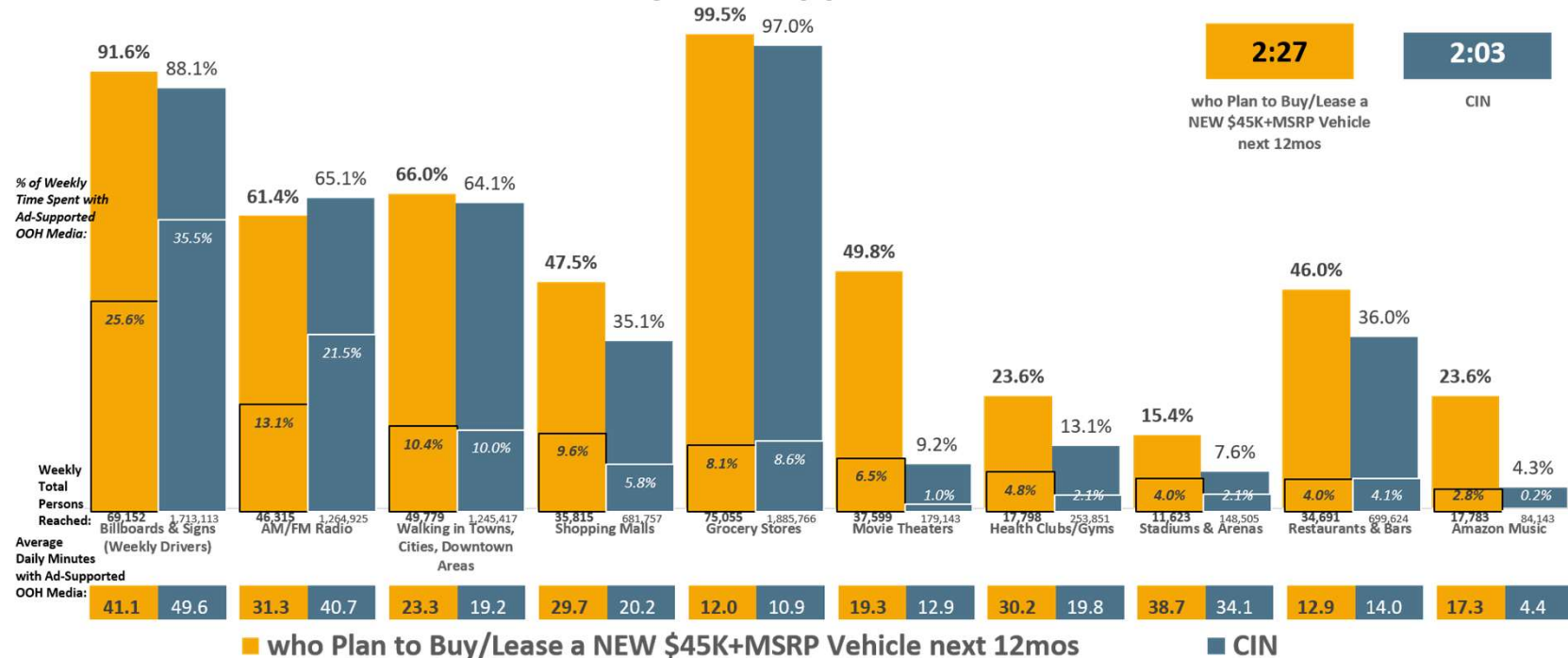


69,152 or 91.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 41.1 minutes per day driving, seeing Billboards and Signs representing 25.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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

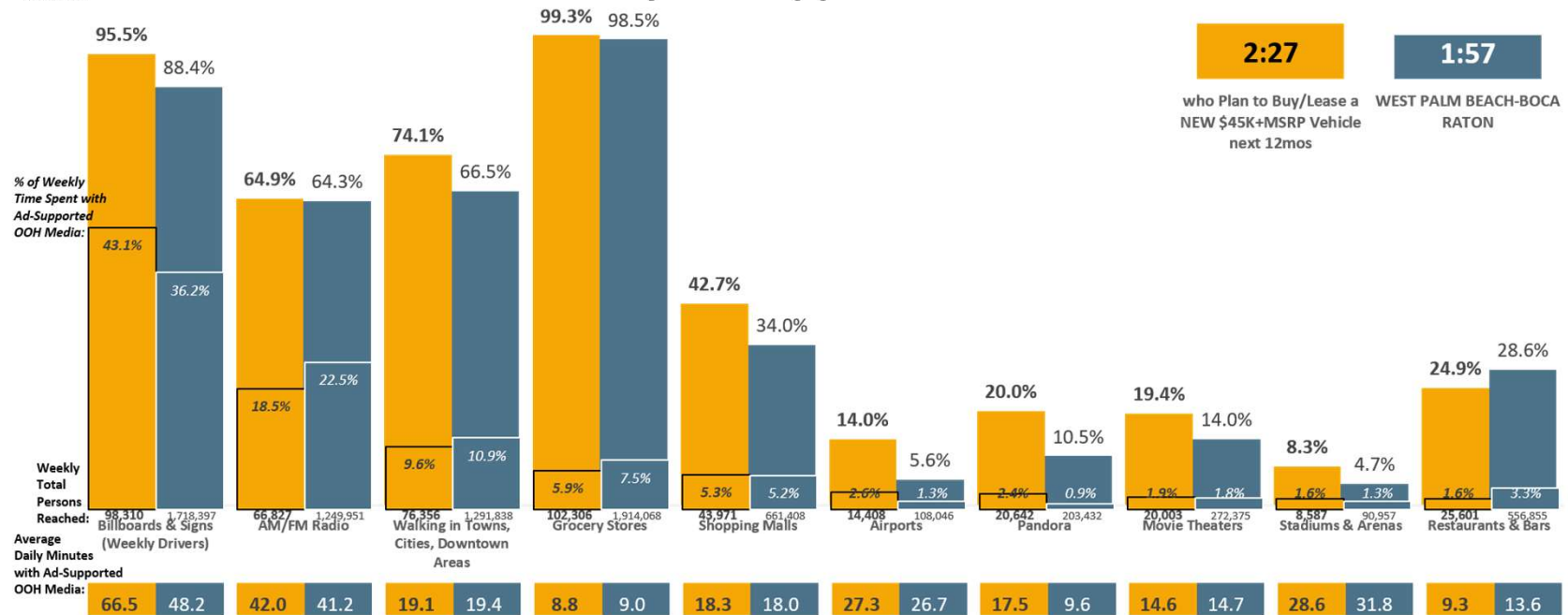


98,310 or 95.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 66.5 minutes per day driving, seeing Billboards and Signs representing 43.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:27

who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

1:57

WEST PALM BEACH-BOCA RATON

■ who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 127 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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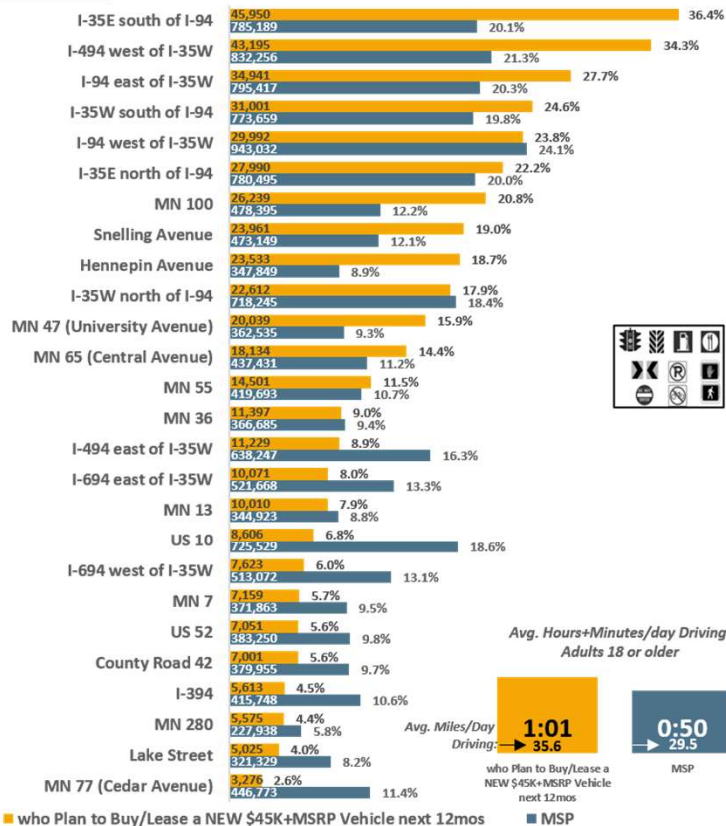
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



115,869 or 91.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 61.1 minutes per day driving an average of 35.6 miles each day and are 109.8% more likely to use Hennepin Avenue than the Metro average.

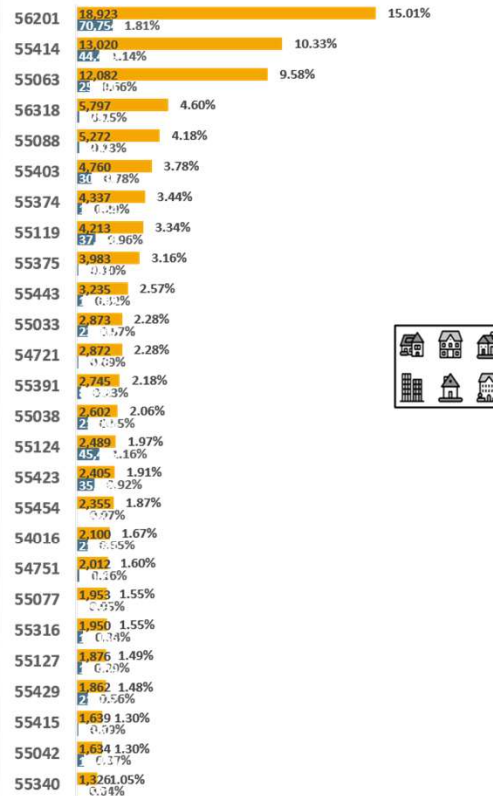
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



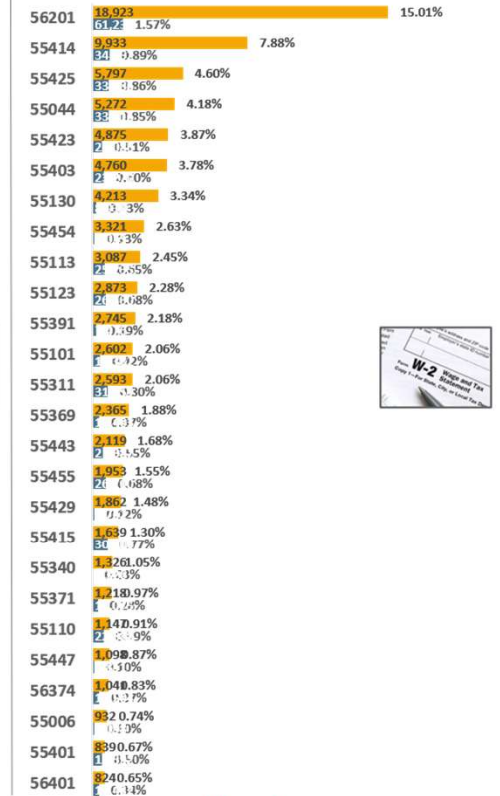
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



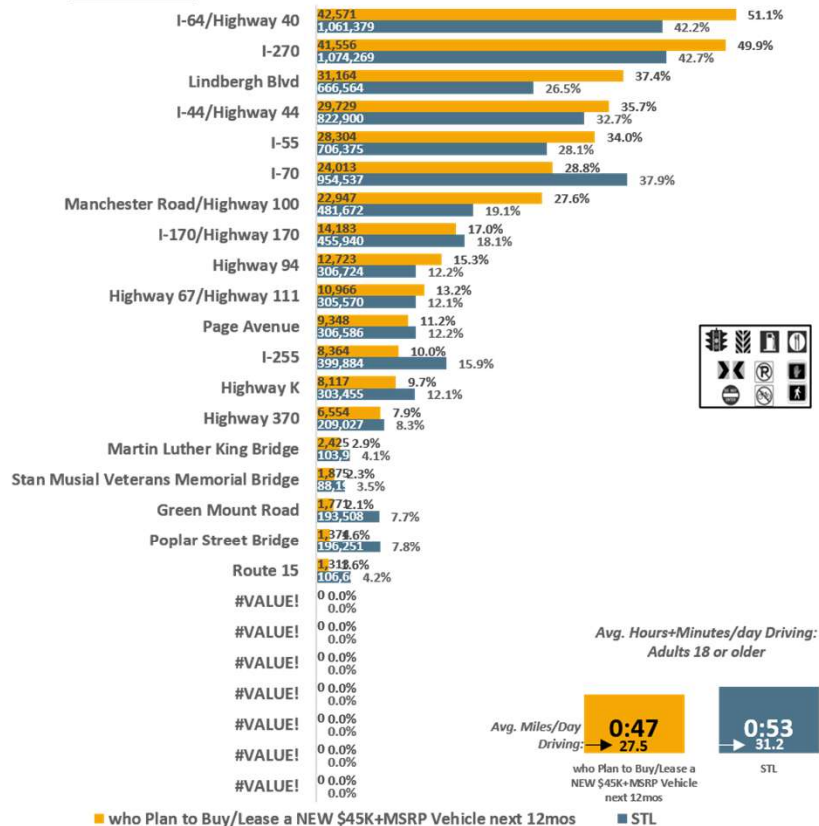
Top-26 Employment Zip Codes: Adults 18 or older



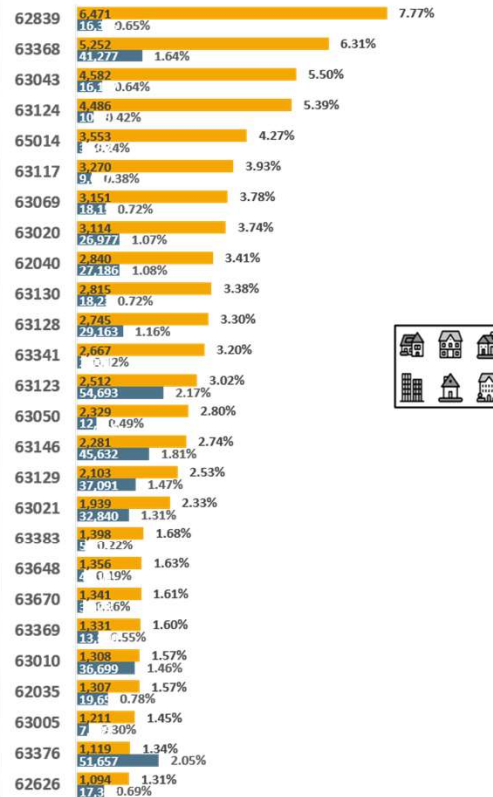


81,609 or 98.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 47.2 minutes per day driving an average of 27.5 miles each day and are 44.% more likely to use Manchester Road/Highway 100 than the Metro ave

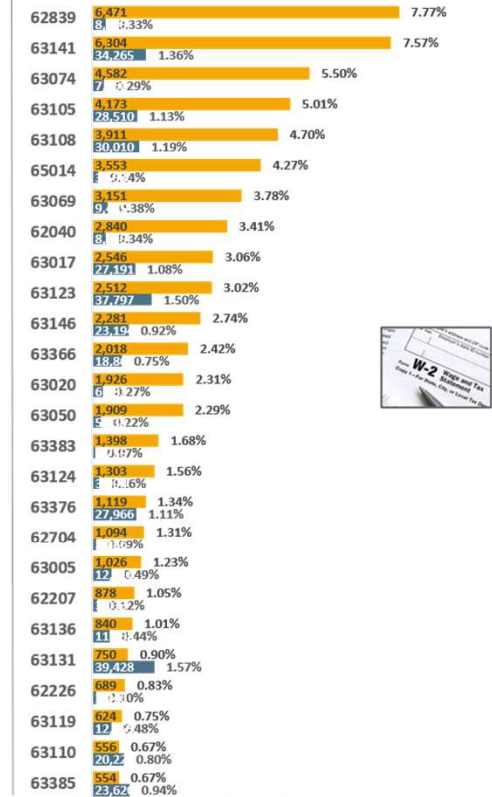
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



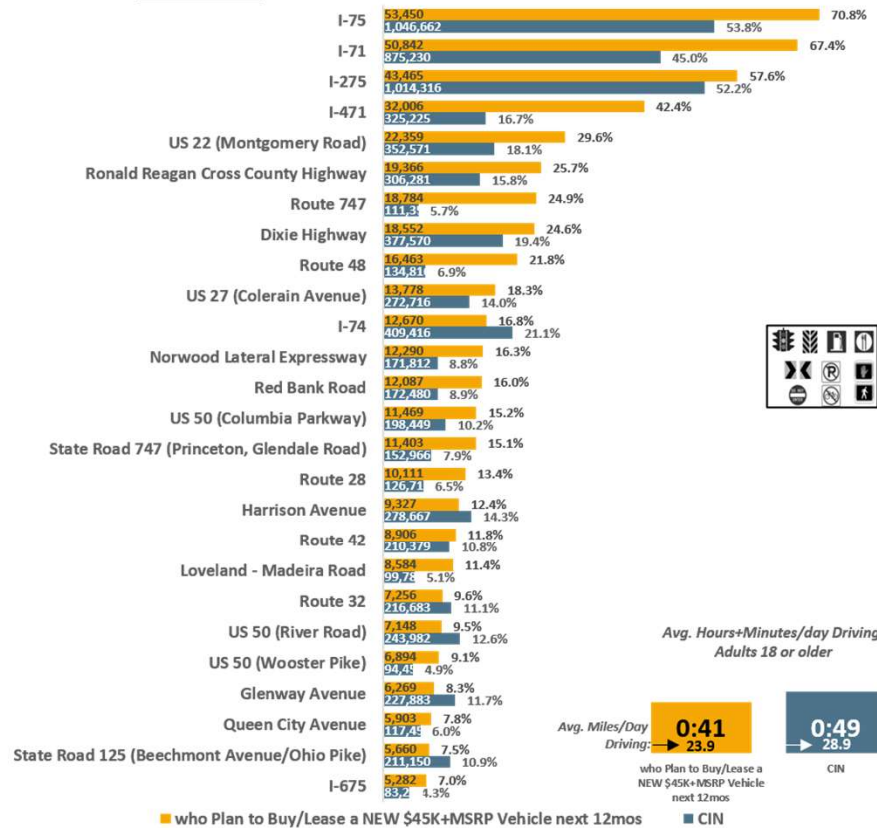
Top-26 Employment Zip Codes: Adults 18 or older



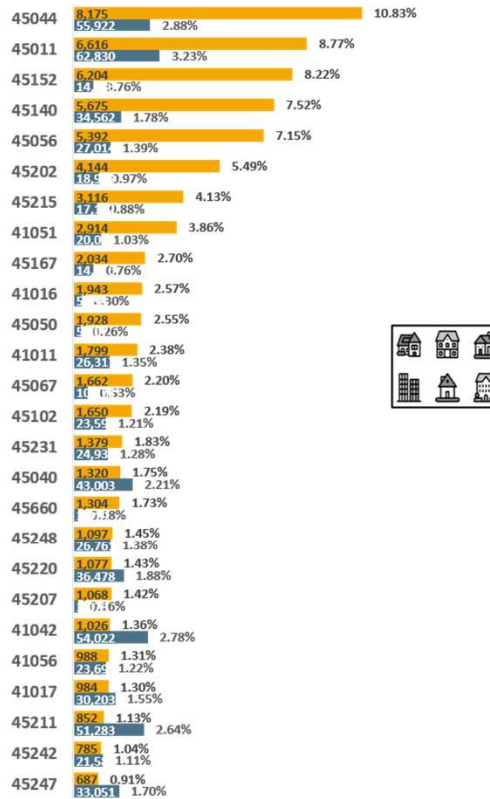


69,152 or 91.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 41.1 minutes per day driving an average of 23.9 miles each day and are 334.5% more likely to use Route 747 than the Metro average.

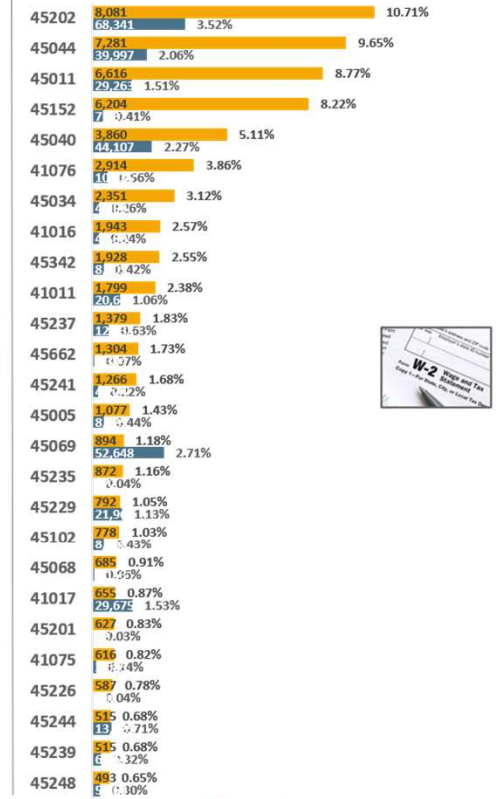
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



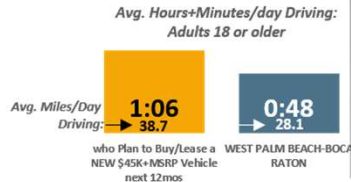
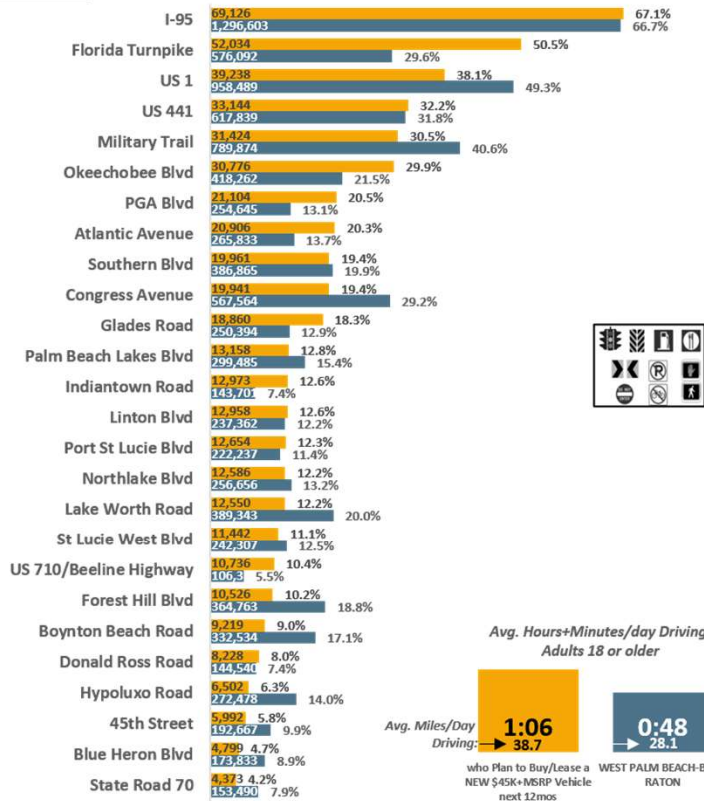
Top-26 Employment Zip Codes: Adults 18 or older





98,310 or 95.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 66.5 minutes per day driving an average of 38.7 miles each day and are 90.6% more likely to use US 710/Beeline Highway than the Metro averag

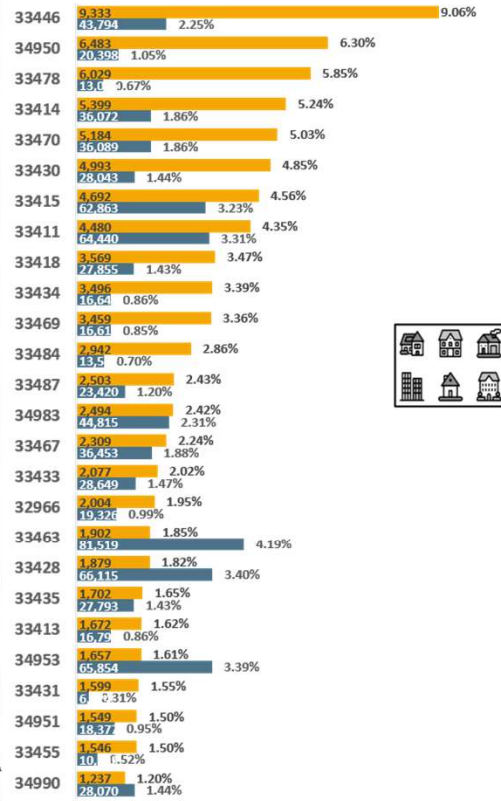
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



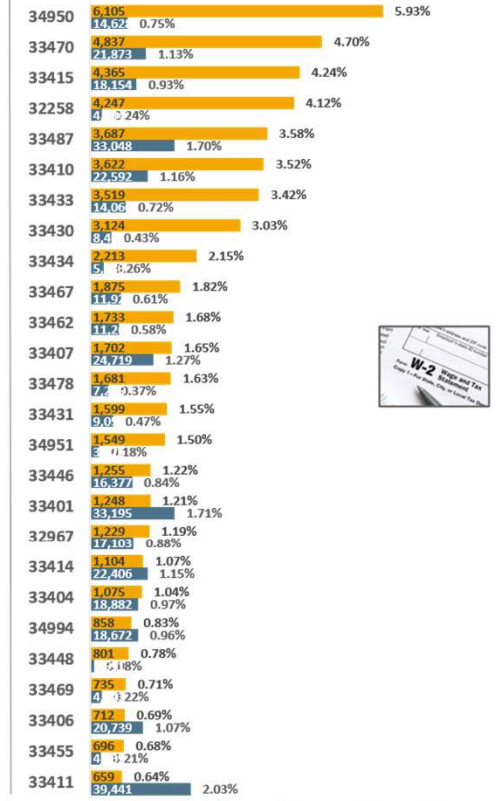
who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 127
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Top-26 Residential Zip Codes: Adults 18 or older



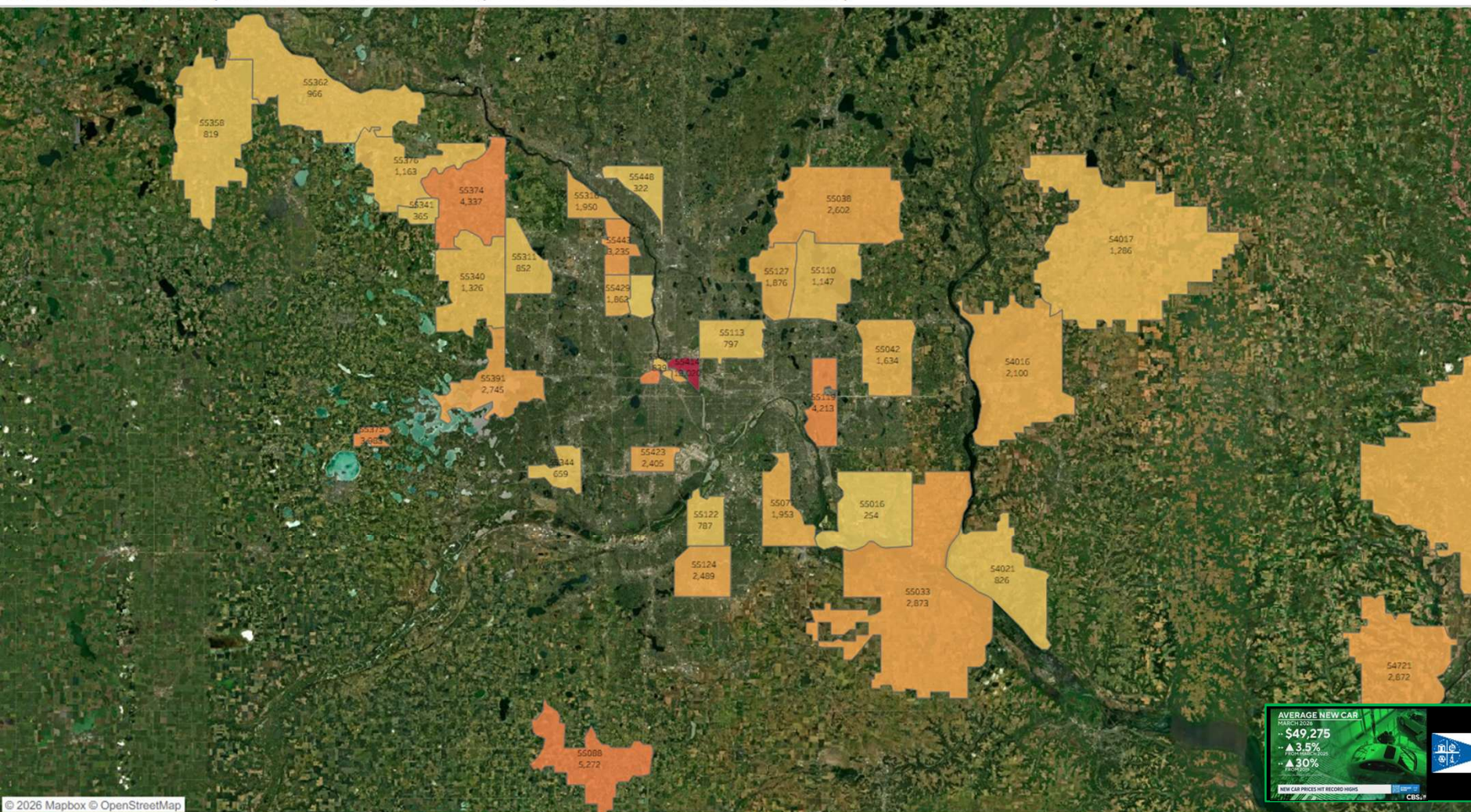
Top-26 Employment Zip Codes: Adults 18 or older



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

Top Residential Zip Codes: (Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos)



SUM(Adults 18 or olde...
185 13,020

AVERAGE NEW CAR
MARCH 2026

\$49,275

▲3.5%
FROM 2025

▲30%
FROM 2024

NEW CAR PRICES HIT RECORD HIGHS

CBS 19

MSP

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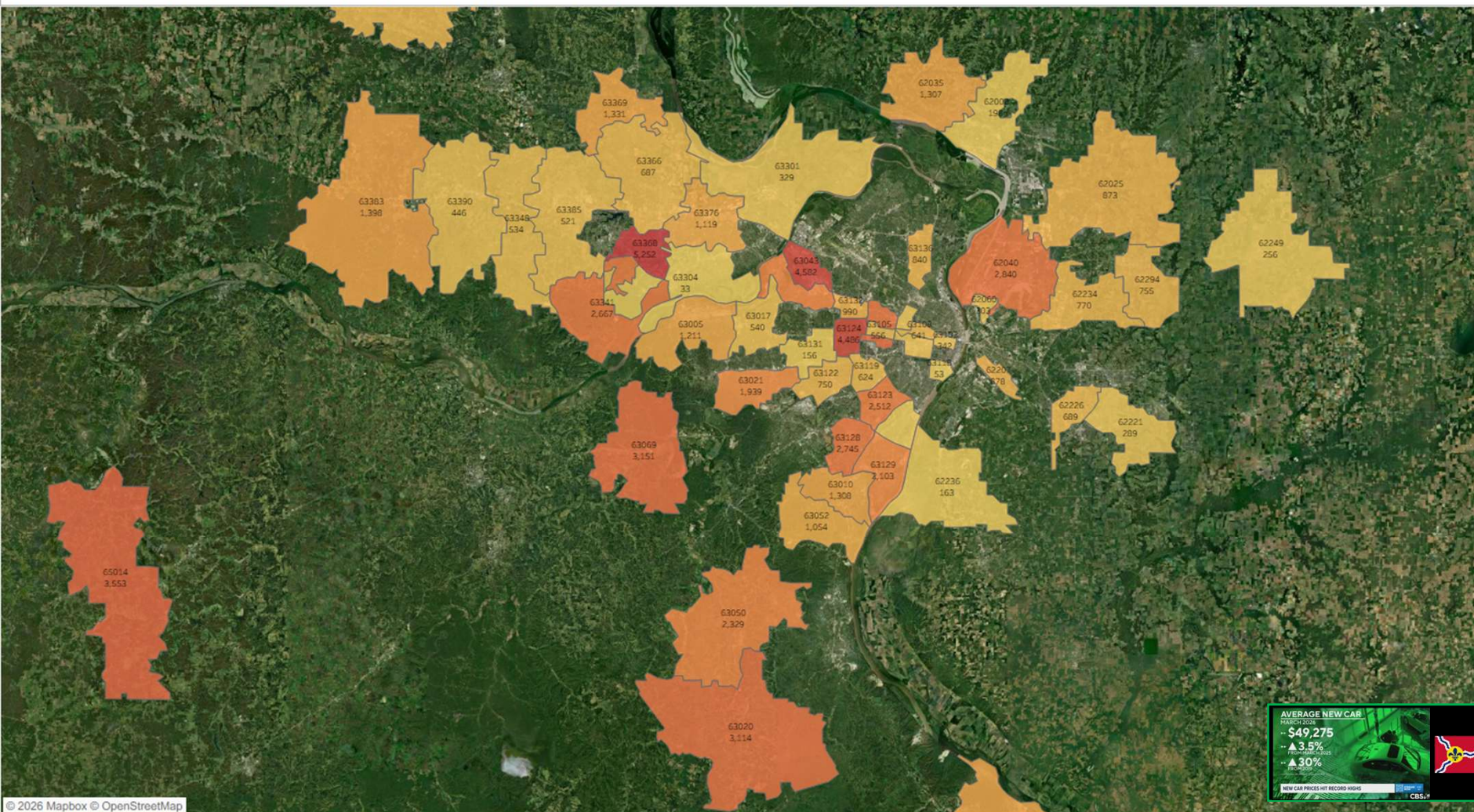
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56

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

Top Residential Zip Codes: (Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos)



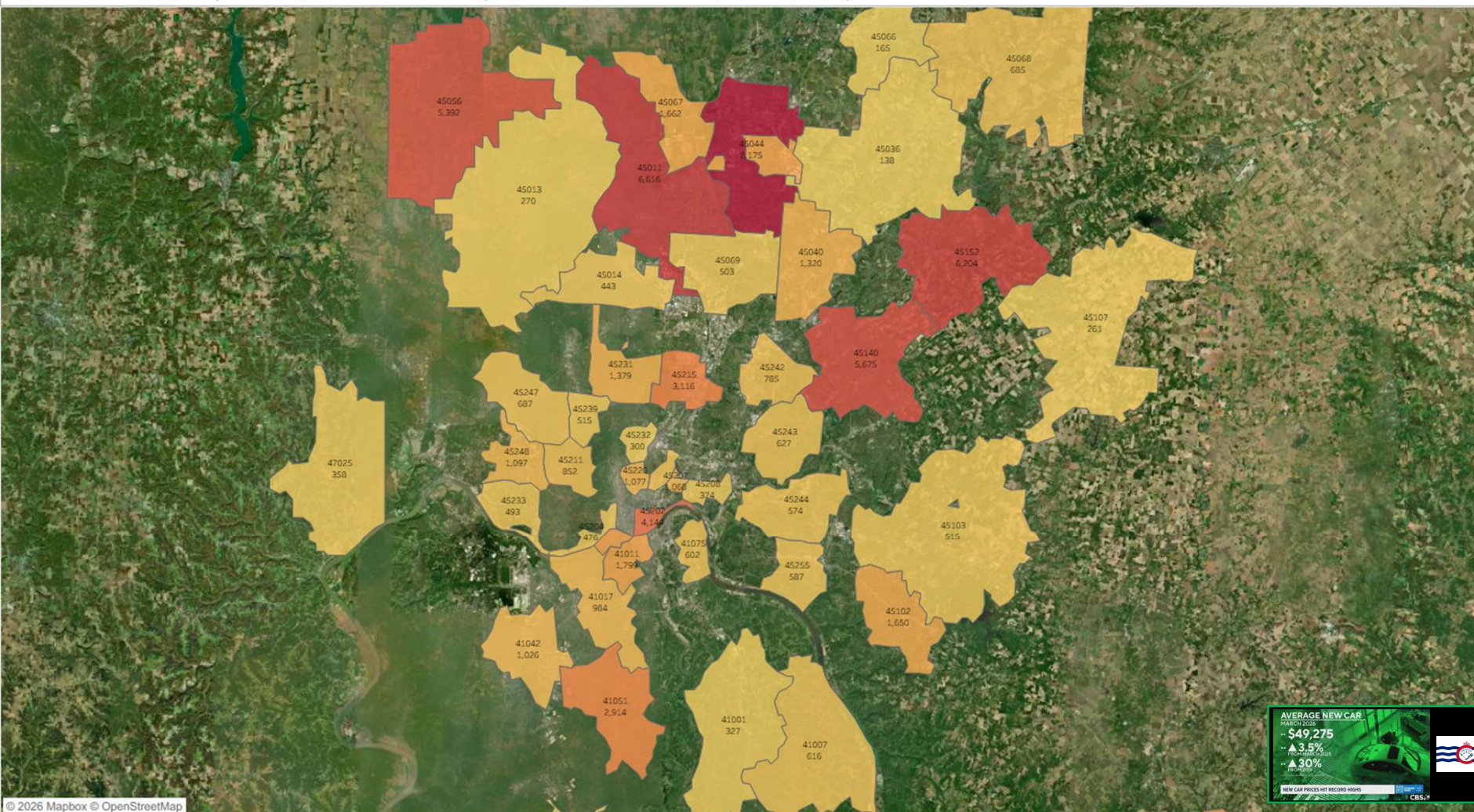
SUM(Adults 18 or olde...
33 6,471

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AVERAGE NEW CAR
MARCH 2026
\$49,275
-3.5%
+30%
NEW CAR PRICES HIT RECORD HIGHS

STL

Top Residential Zip Codes: (Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos)



CIN

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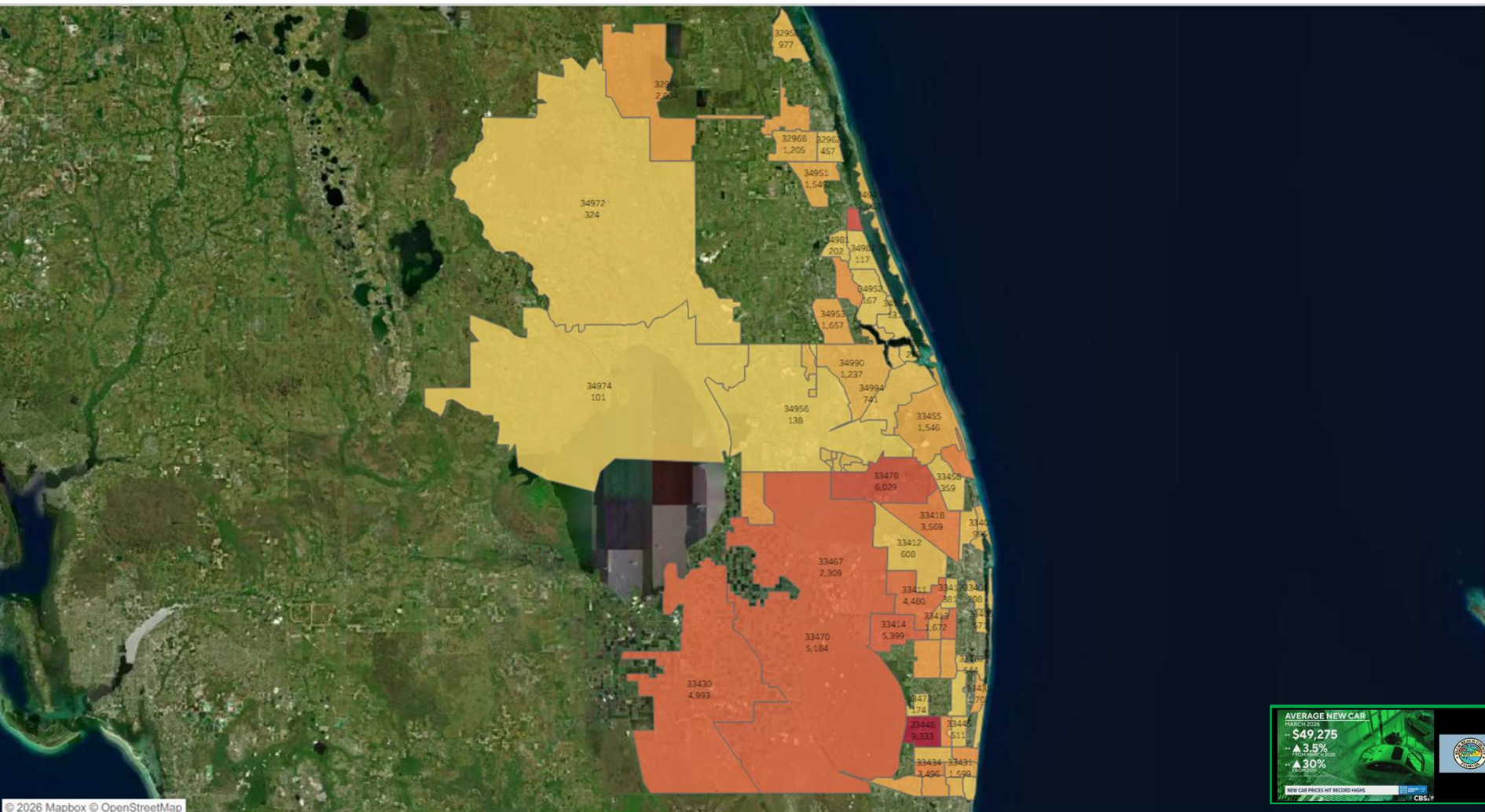
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67

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

Top Residential Zip Codes: (Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos)



SUM(Adults 18 or olde...



WPB

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WEST PALM BEACH-BOCA RATON DMA Scarborough RI 2025: Jan25-Jan26 Qual Intab 127
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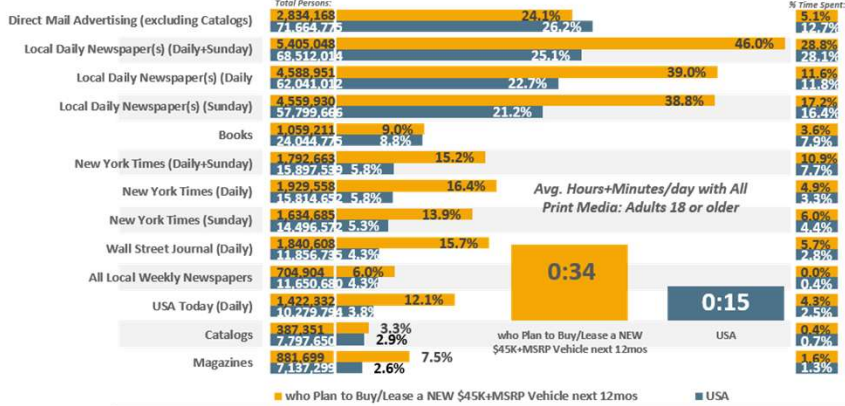
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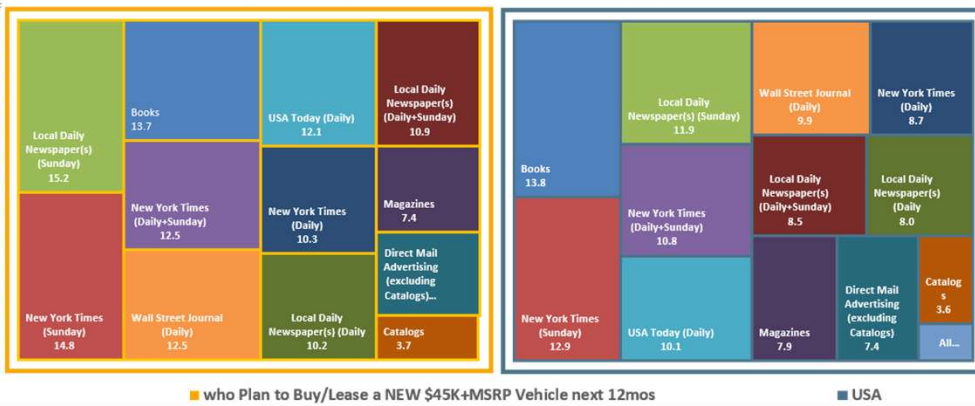


5,405,048 or 46.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 29.8% of all time spent daily with All forms of Print Medi

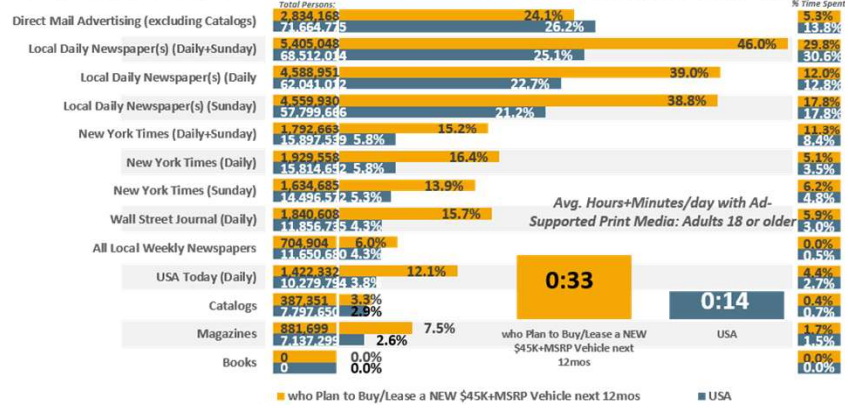
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



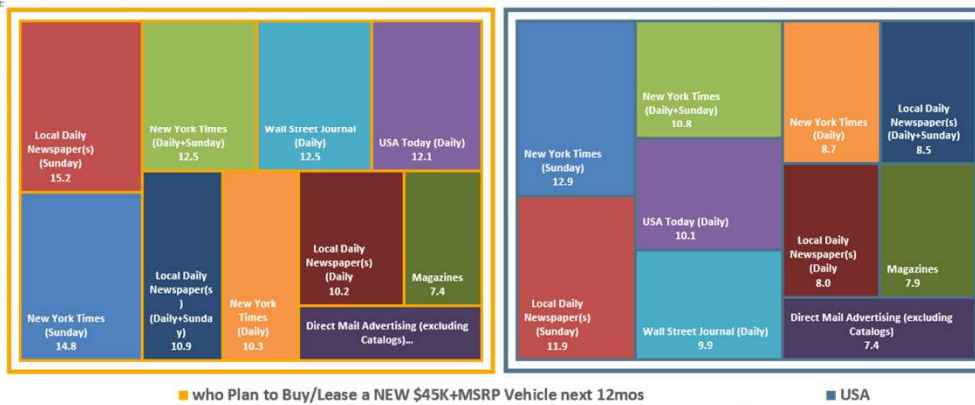
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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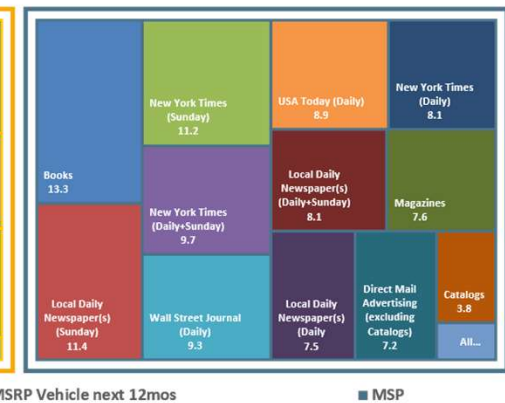
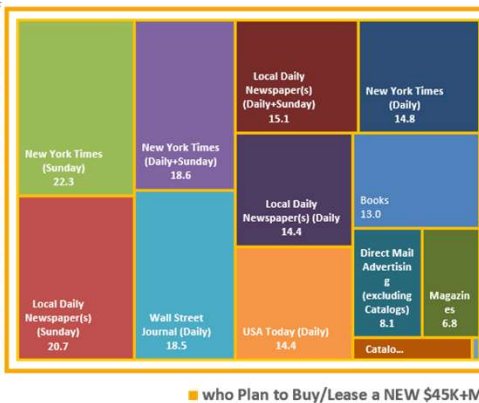
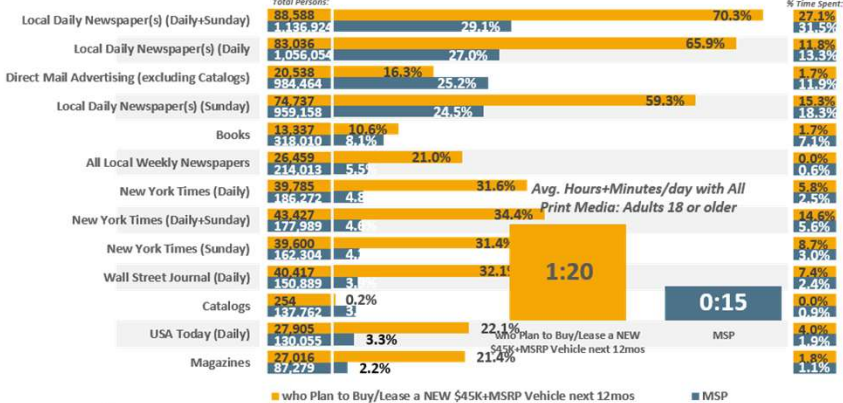
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

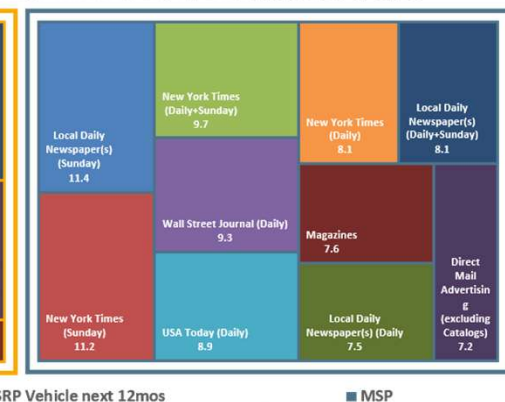
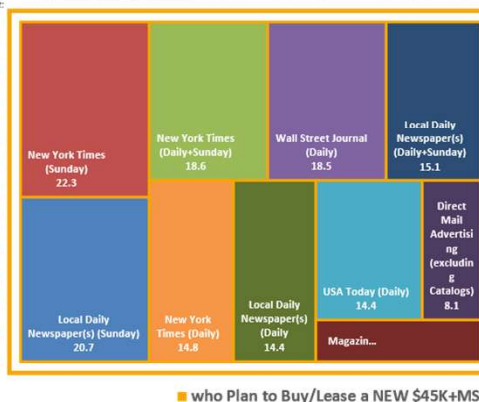
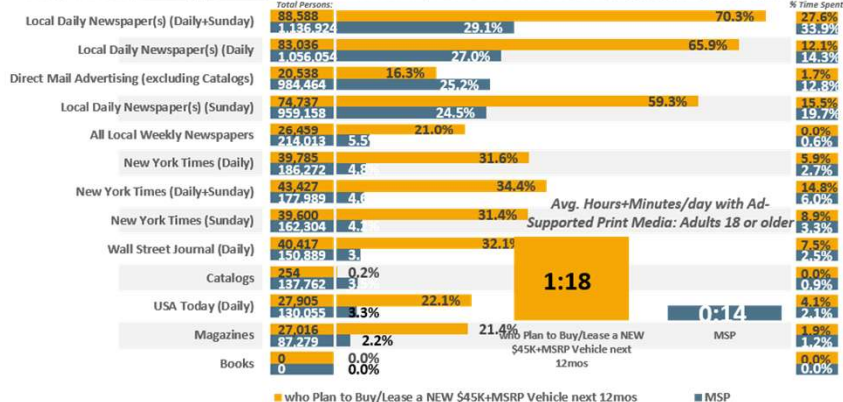


88,588 or 70.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.1 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

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



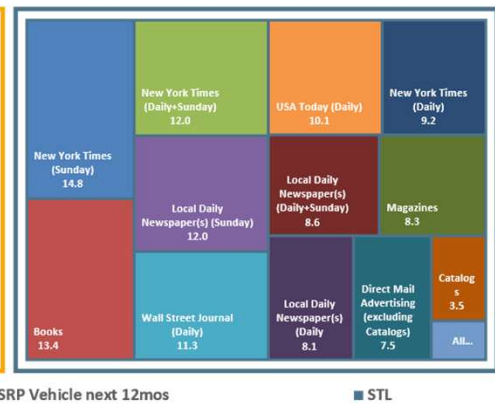
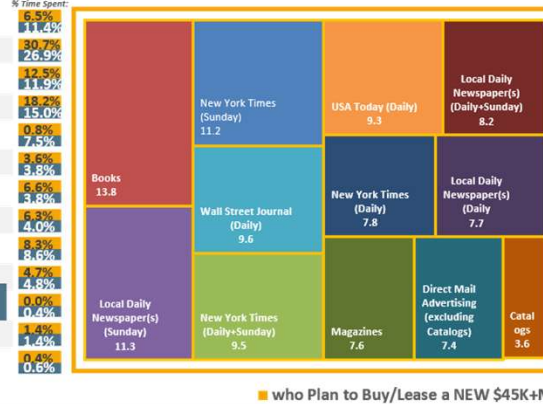
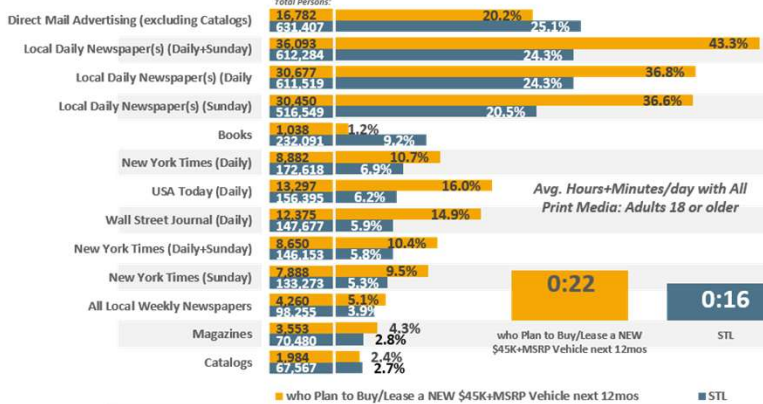
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



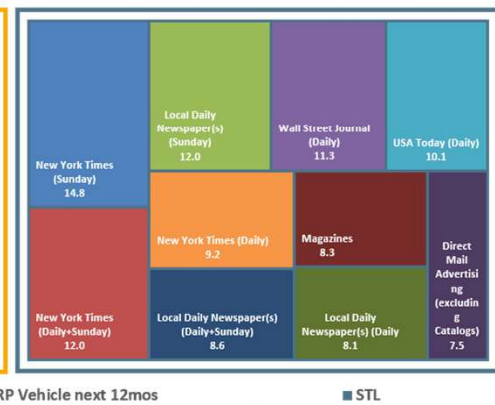
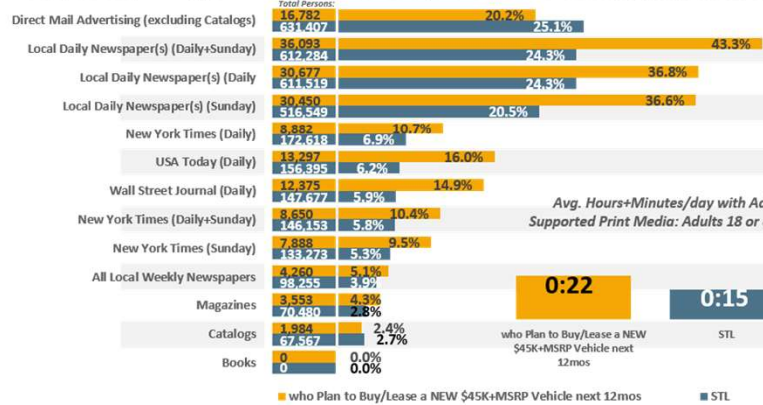


36,093 or 43.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

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



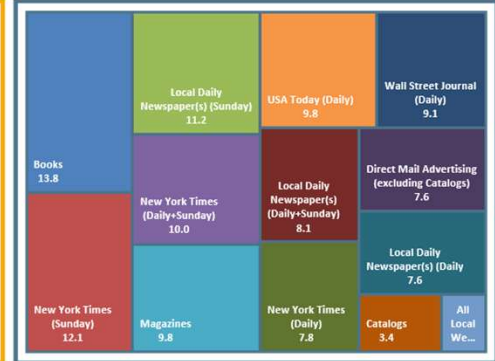
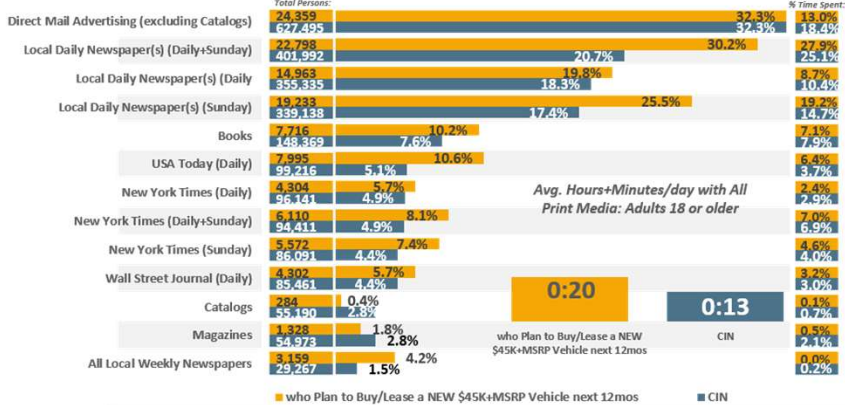
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



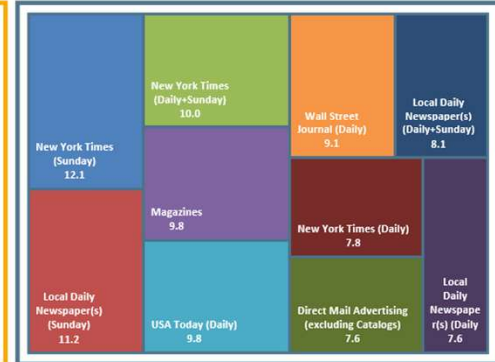
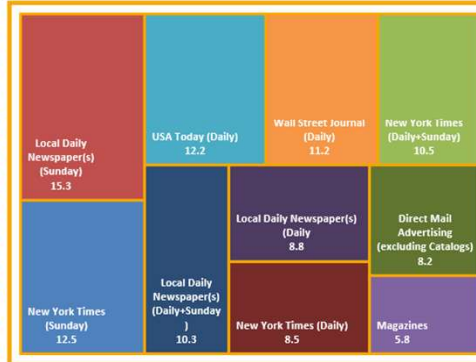
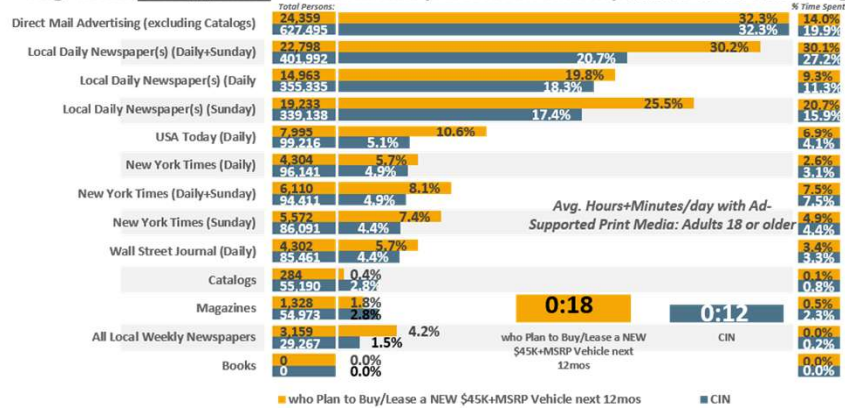


22,798 or 30.2% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

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



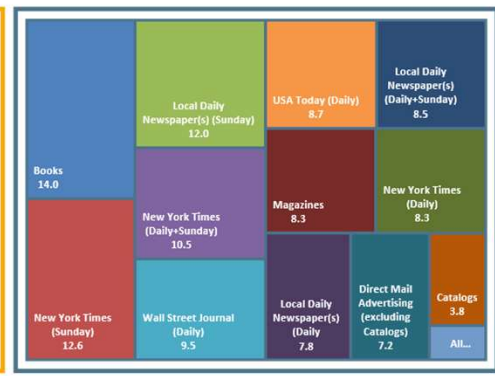
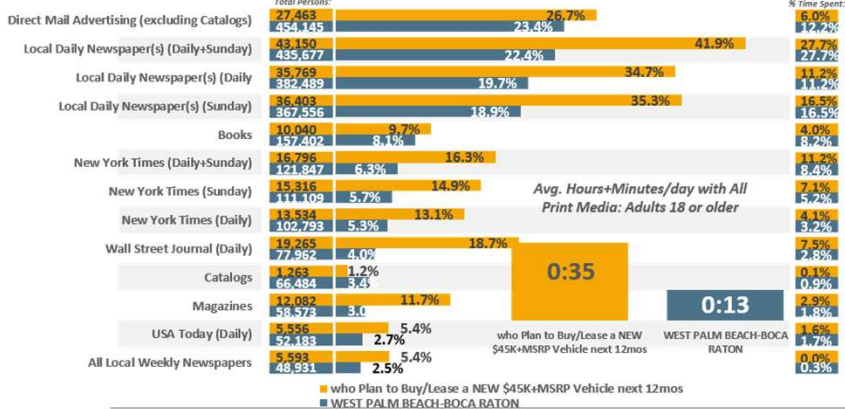
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



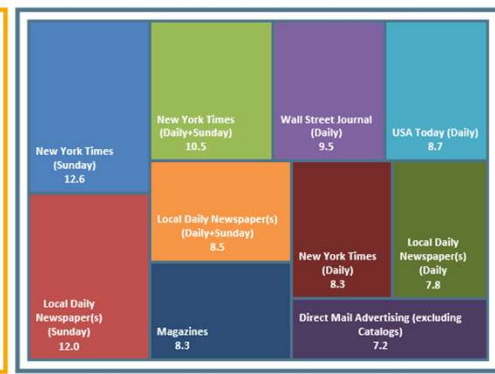
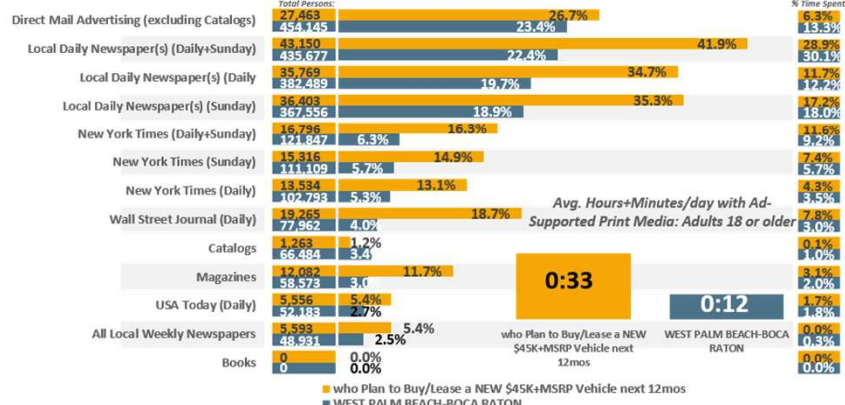


43,150 or 41.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



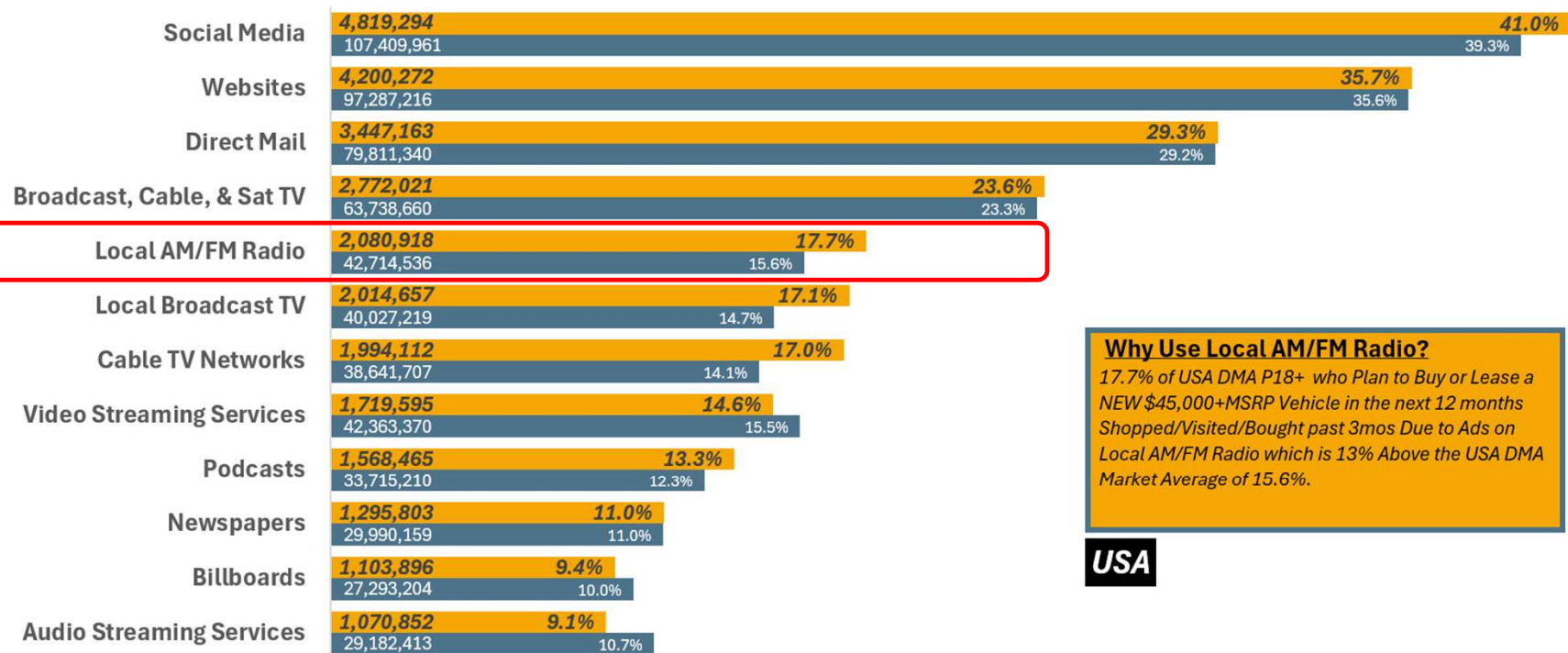
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

**P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17.7% of USA DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the USA DMA Market Average of 15.6%.

USA

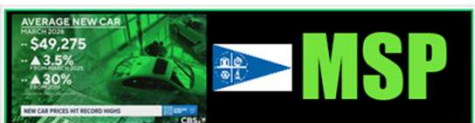
■ P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1086
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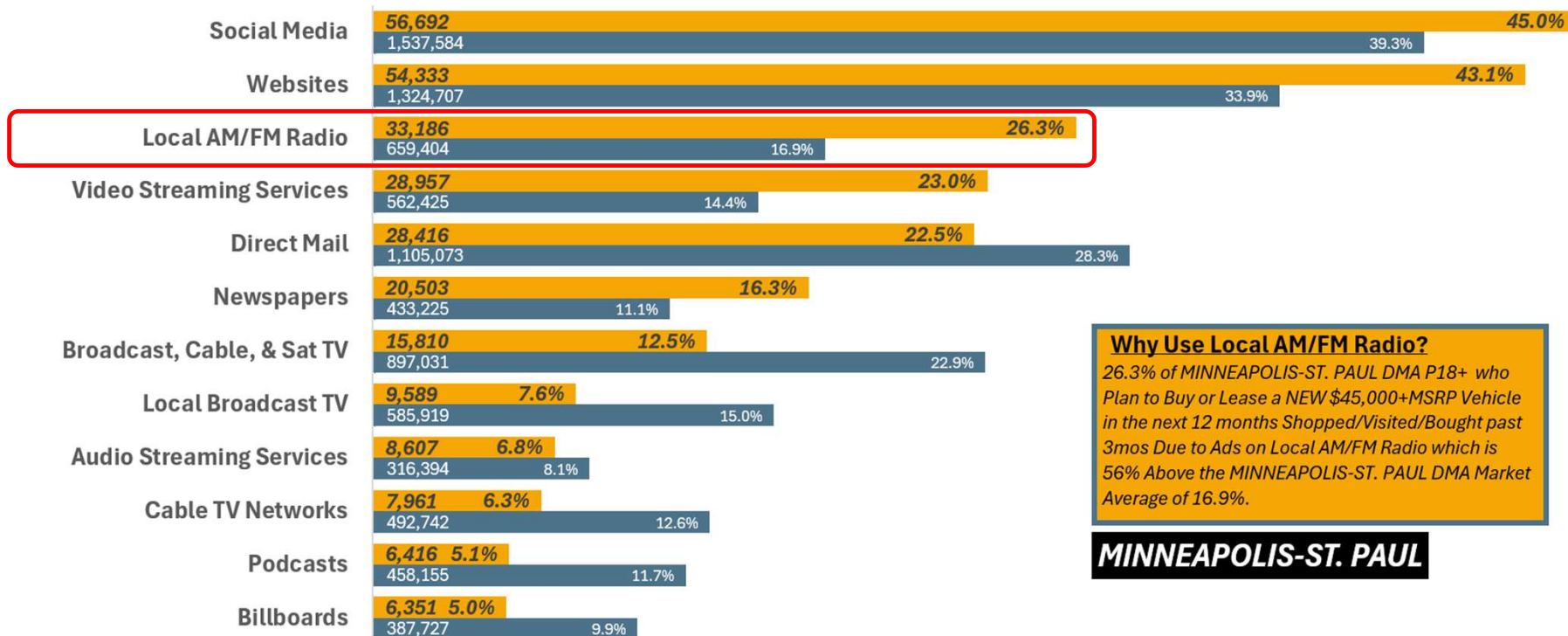
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



"Advertising Actions"

**P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

26.3% of MINNEAPOLIS-ST. PAUL DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 56% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

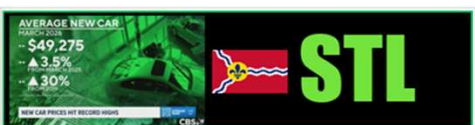
■ P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 56
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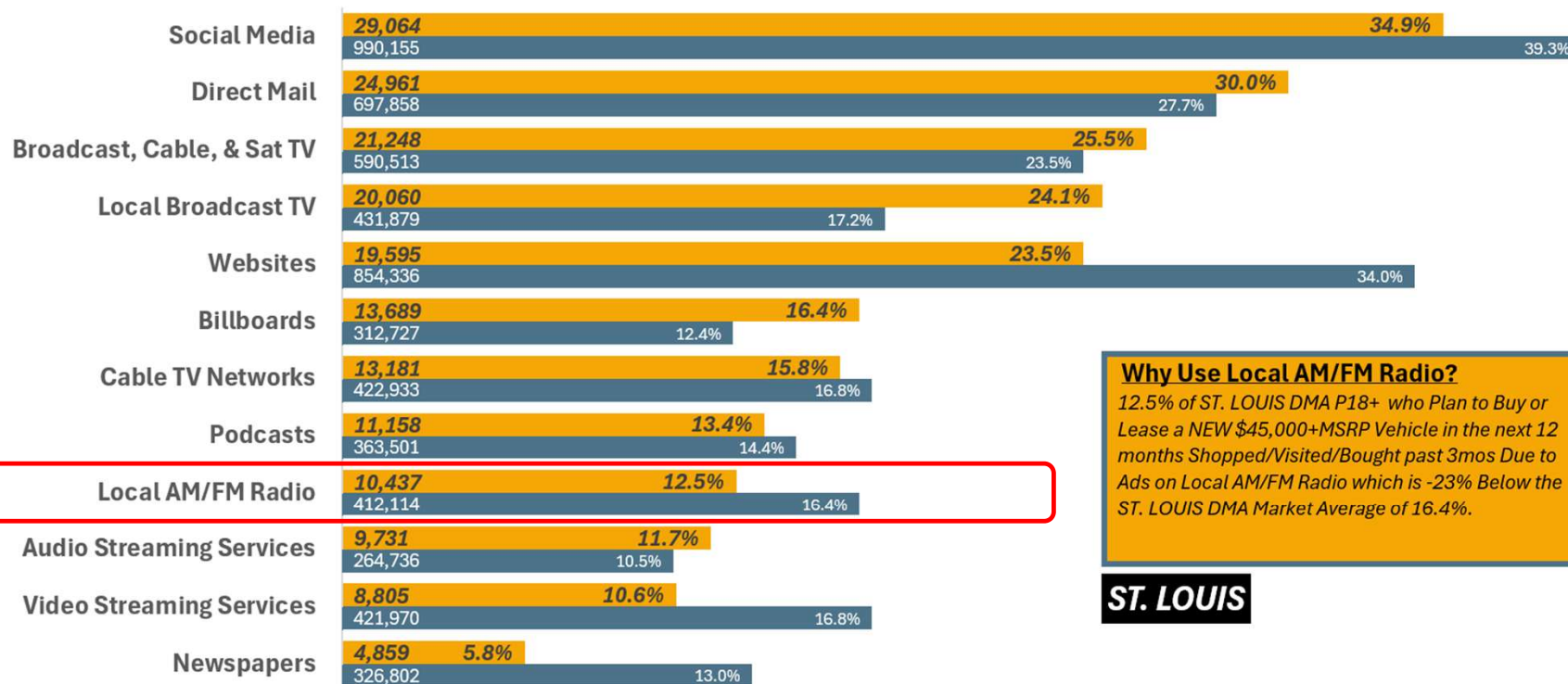
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



"Advertising Actions"

**P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

12.5% of ST. LOUIS DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 77
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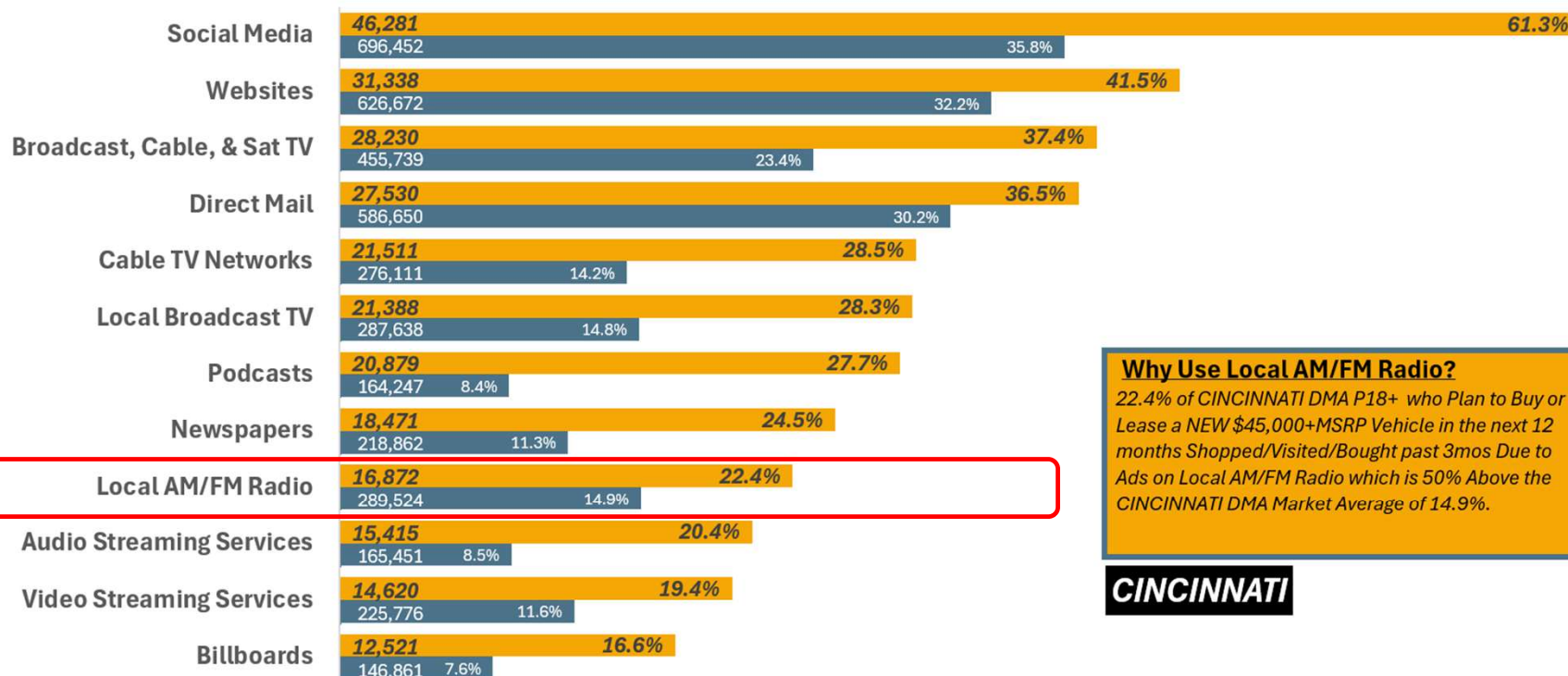
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



"Advertising Actions"

**P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

22.4% of CINCINNATI DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 50% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 67
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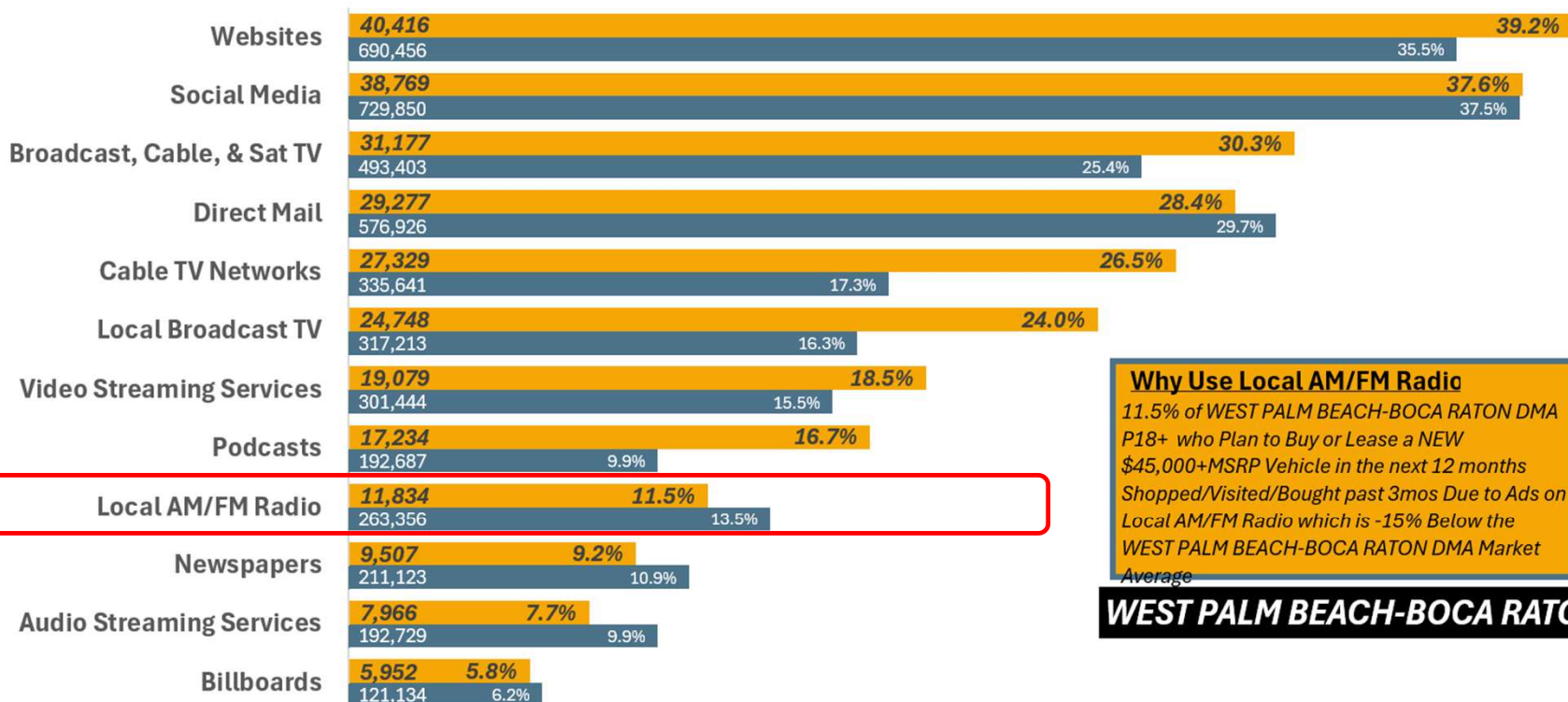
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



"Advertising Actions"

**P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio

11.5% of WEST PALM BEACH-BOCA RATON DMA
P18+ who Plan to Buy or Lease a NEW
\$45,000+MSRP Vehicle in the next 12 months
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is -15% Below the
WEST PALM BEACH-BOCA RATON DMA Market
Average

WEST PALM BEACH-BOCA RATON

■ P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab: 127

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