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

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12 months as of SEPTEMBER 2024.



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

CarEdge

Justin Fischer
Last updated Jan 2, 2025

Key Takeaways

- The average price for a new car is $48,978 in January 2025.
- New car prices have remained near record highs since 2022.
- Year-end car sales have ended, likely leading to a rise in new car prices in the months ahead.

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

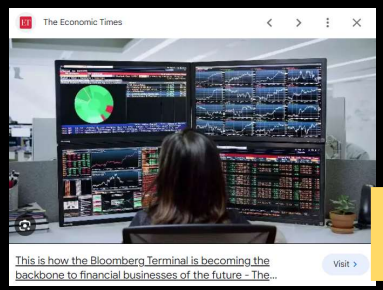












Vanguard® BLACKROCK STATE STREET℠

P18+ 2025 Model Year

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

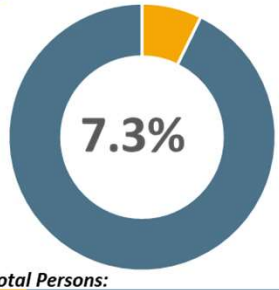
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

HUBBARD BROADCASTING INC. HB



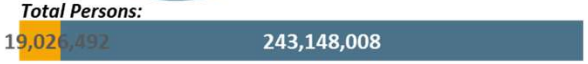
7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 48.5 years old (.8% younger than average) and have a $123,829 (33.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

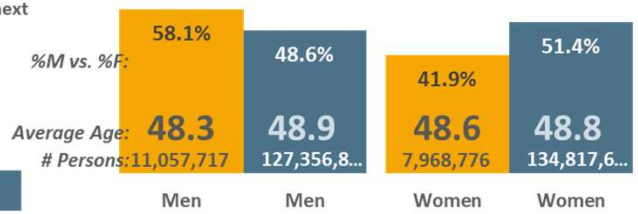


- who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos
- Remainder of USA DMAs

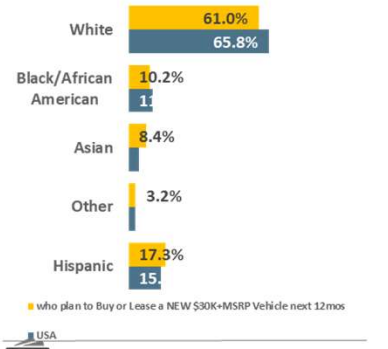
Total Persons:



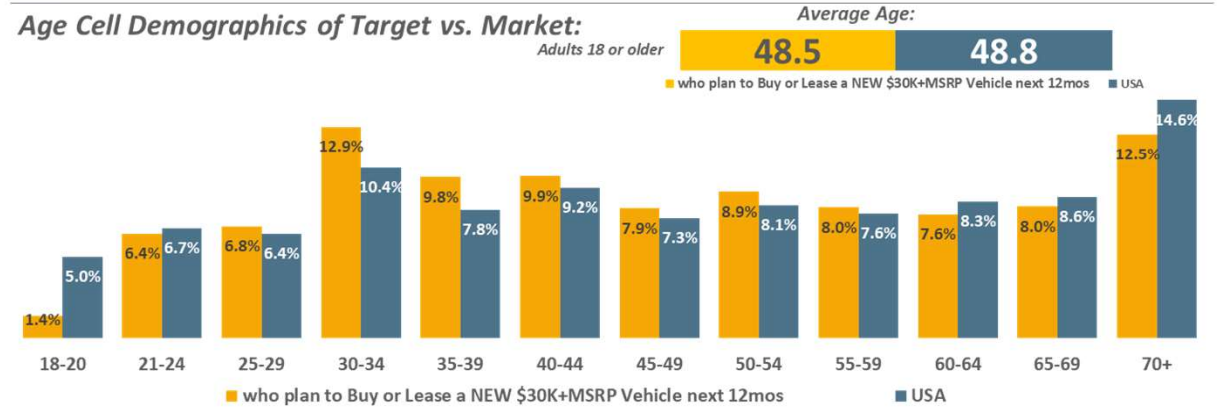
Gender of Target vs. Market: Adults 18 or older



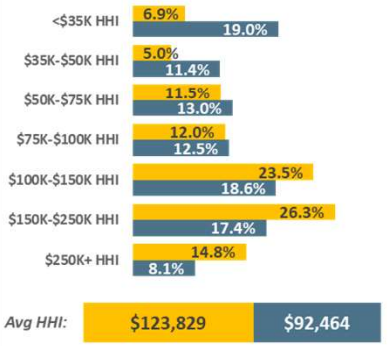
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

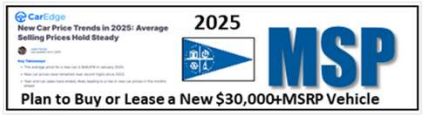


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

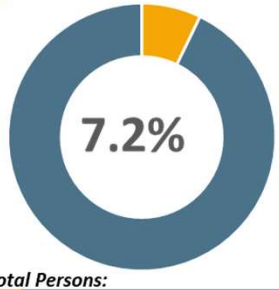
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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



7.2% or 277,322 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 48.8 years old (.1% younger than average) and have a $125,674 (17.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

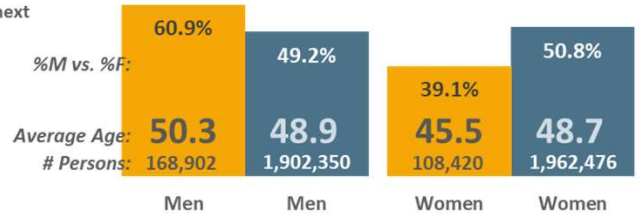


- who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos
- Remainder of MSP DMA

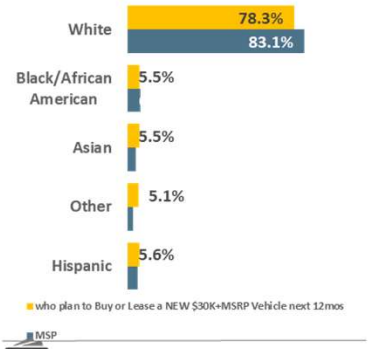
Total Persons:



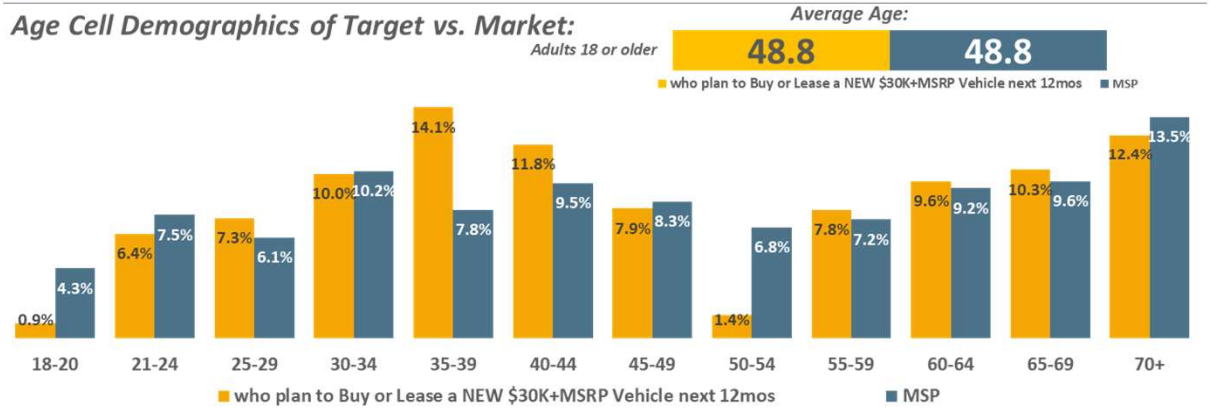
Gender of Target vs. Market: Adults 18 or older



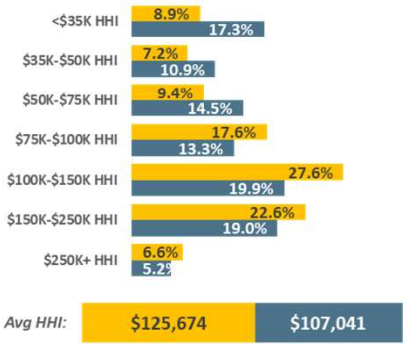
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

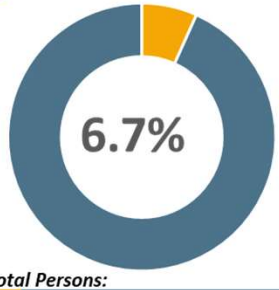
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



6.7% or 167,879 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 49.6 years old (.1% older than average) and have a $136,265 (44.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

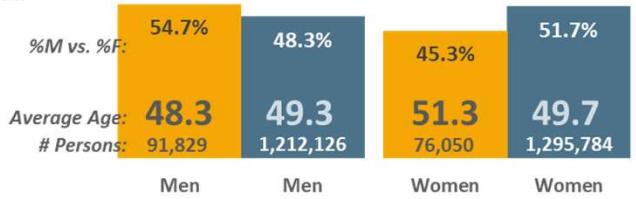


- who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos
- Remainder of STL DMA

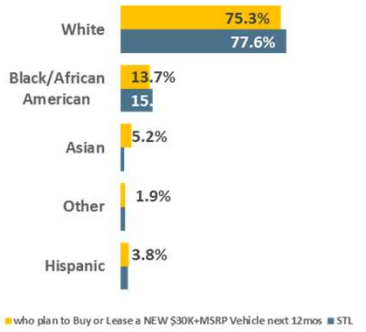
Total Persons:



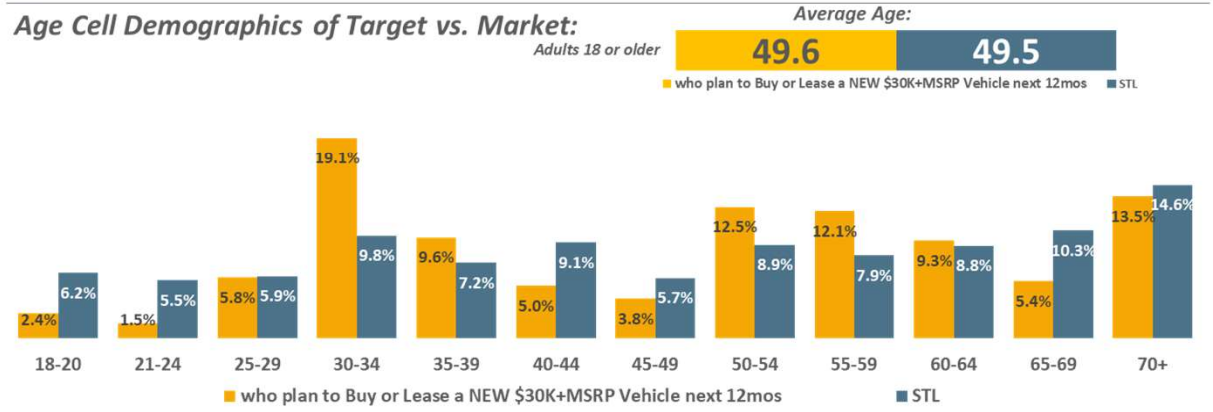
Gender of Target vs. Market: Adults 18 or older



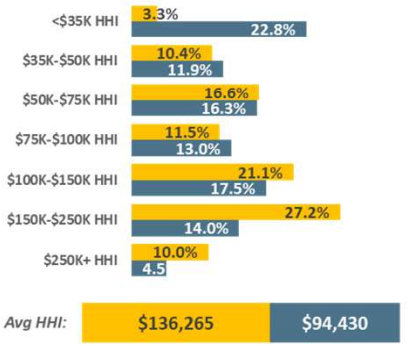
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

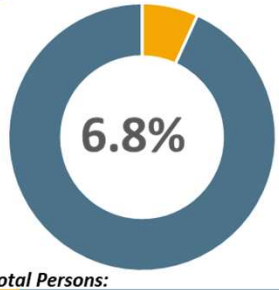
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

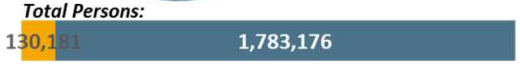


6.8% or 130,181 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 53.1 years old (8.7% older than average) and have a $145,890 (52.6% higher than average) annual household income.

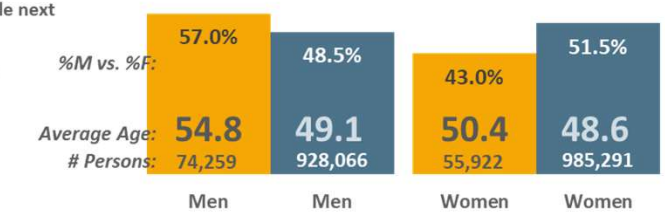
Percent of Market: Adults 18 or older



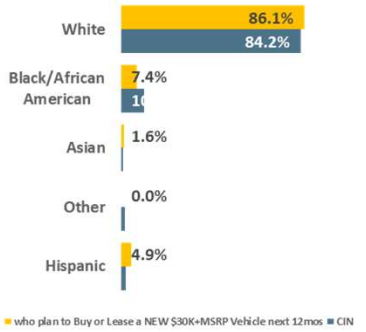
Total Persons:



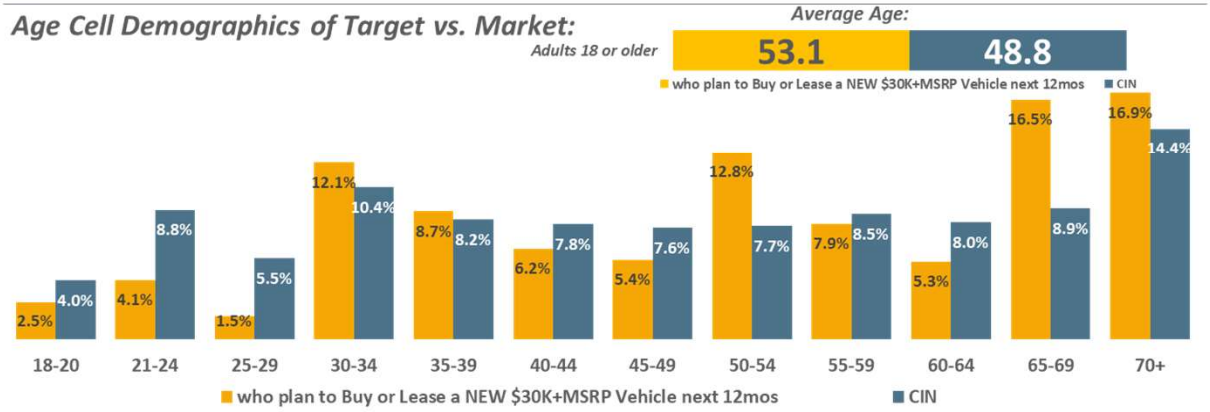
Gender of Target vs. Market: Adults 18 or older



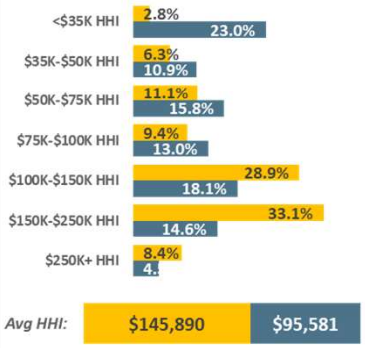
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

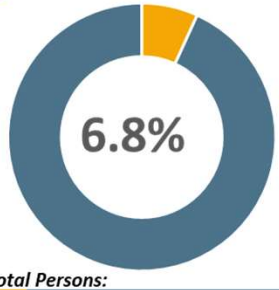
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



6.8% or 127,619 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older plan to Buy or Lease a NEW... Typical Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 59.2 years old (10.4% older than average) and have a $159,962 (65.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

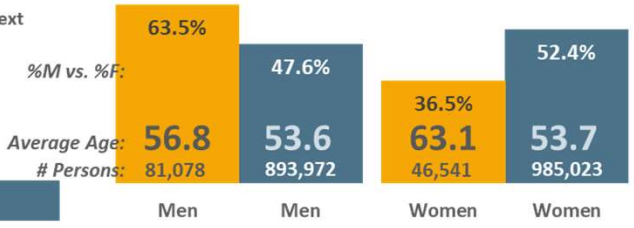


- who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos
- Remainder of WEST PALM BEACH-BOCA RATON DMA

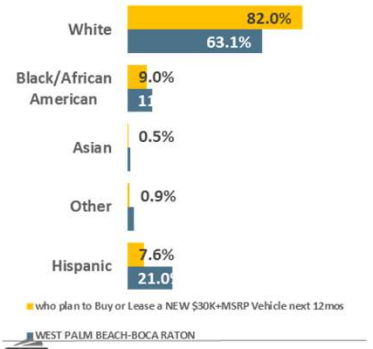
Total Persons:



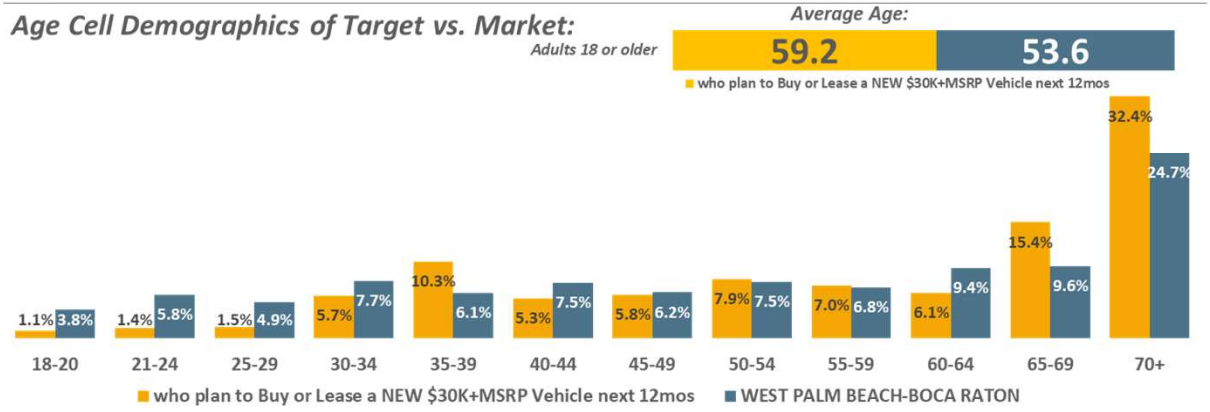
Gender of Target vs. Market: Adults 18 or older



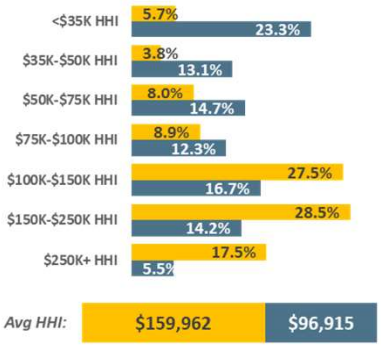
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



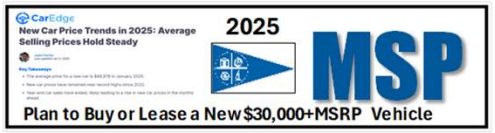
HHI of Target vs. Market:



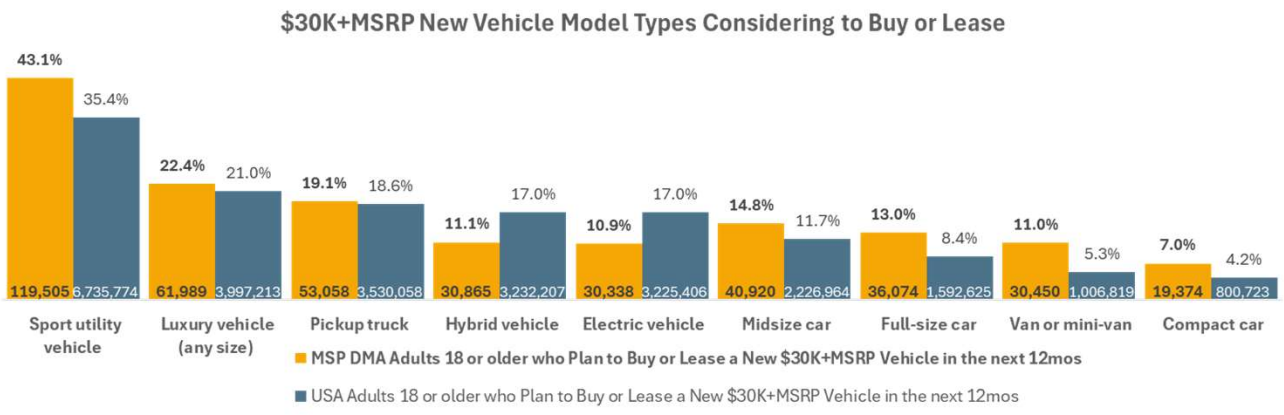
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

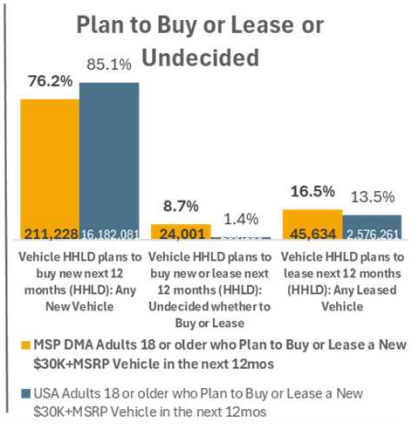
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

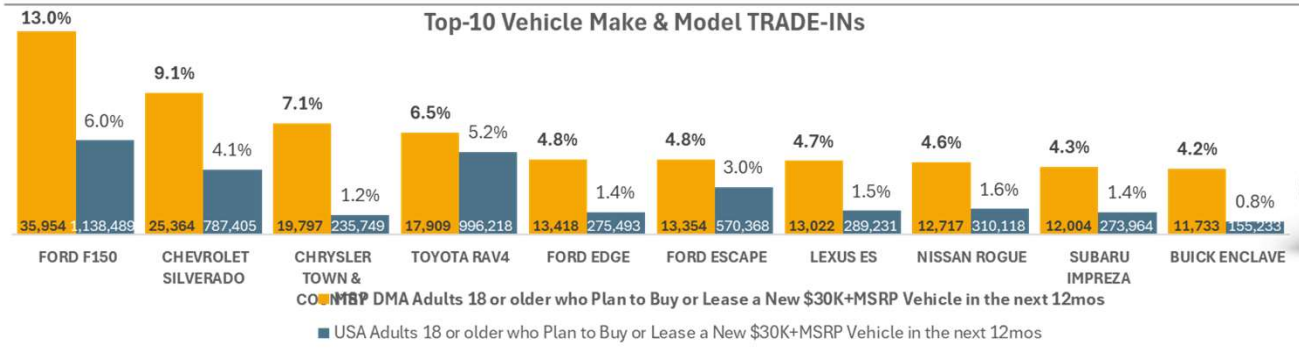
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



7.2% or 277,322 of MSP DMA Adults 18 or older Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos.
MSP DMA Adults 18 or older who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos are 35.7% less likely than the USA Avg. to be considering the Purchase or Lease of a New $30,000+ Electric Vehicle.
The Top TRADE-IN is 117.3% more likely than the USA Avg. to be a 2015 FORD F150.









MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 146, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 1,727

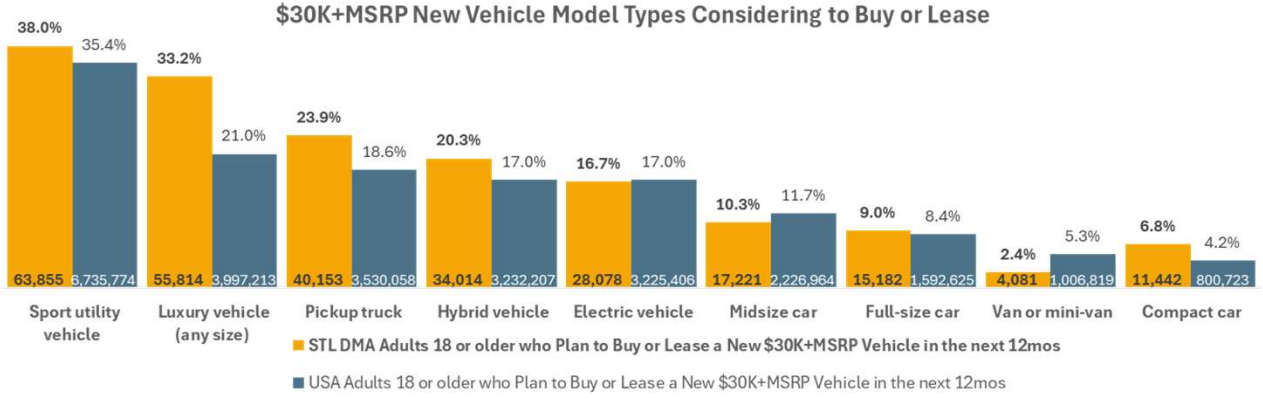
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

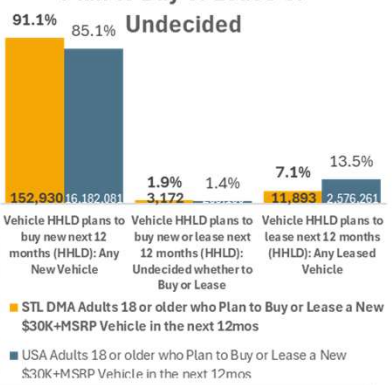


6.7% or 167,879 of STL DMA Adults 18 or older Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos.
STL DMA Adults 18 or older who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos are 1.5% less likely than the USA Avg. to be considering the Purchase or Lease of a New $30,000+ Electric Vehicle.
The Top TRADE-IN is 53.7% more likely than the USA Avg. to be a 2016 HONDA ACCORD.

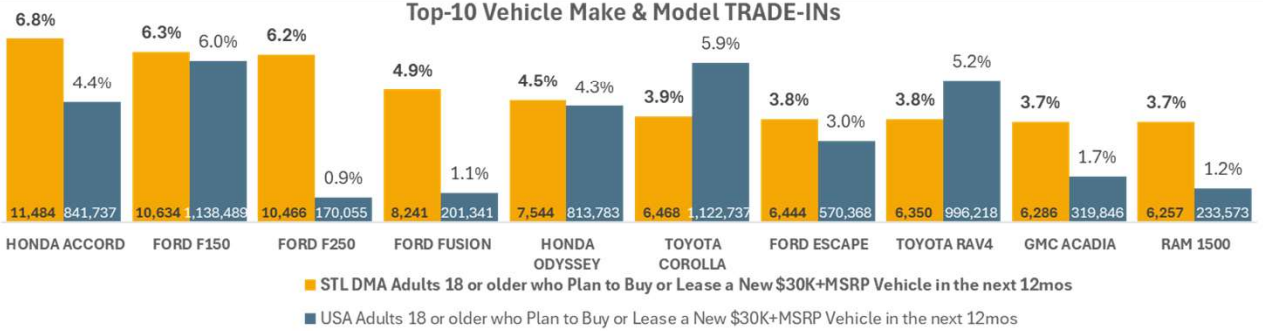
$30K+MSRP New Vehicle Model Types Considering to Buy or Lease



Plan to Buy or Lease or Undecided



Top-10 Vehicle Make & Model TRADE-INs



Top TRADE-IN:



The Top TRADE-IN will be a 2016 HONDA ACCORD.

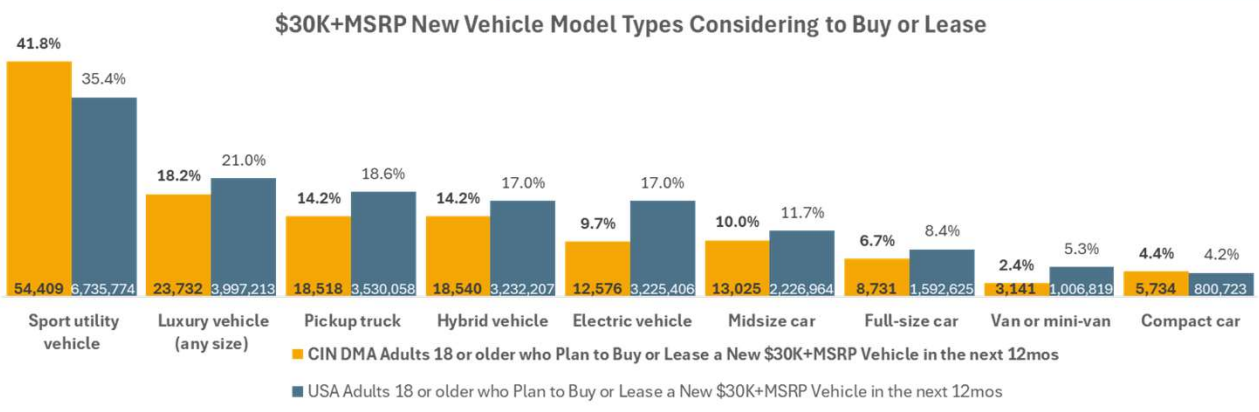
ST. LOUIS DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 139, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 1,727

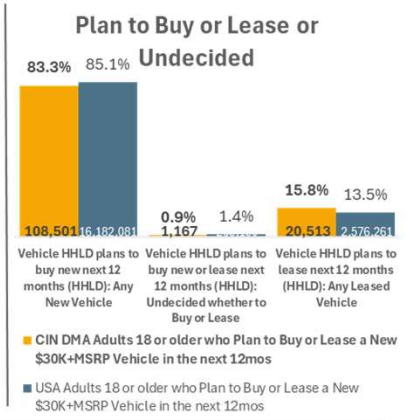
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

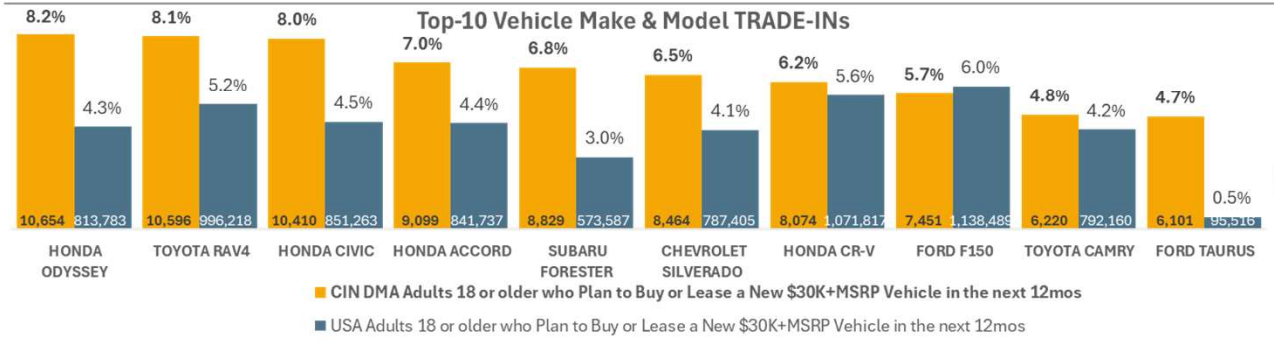
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



6.8% or 130,181 of CIN DMA Adults 18 or older Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos.
CIN DMA Adults 18 or older who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos are 42.8% less likely than the USA Avg. to be considering the Purchase or Lease of a New $30,000+ Electric Vehicle.
The Top TRADE-IN is 91.7% more likely than the USA Avg. to be a 2016 HONDA ODYSSEY.







Top TRADE-IN:



The Top TRADE-IN will be a 2016 HONDA ODYSSEY.

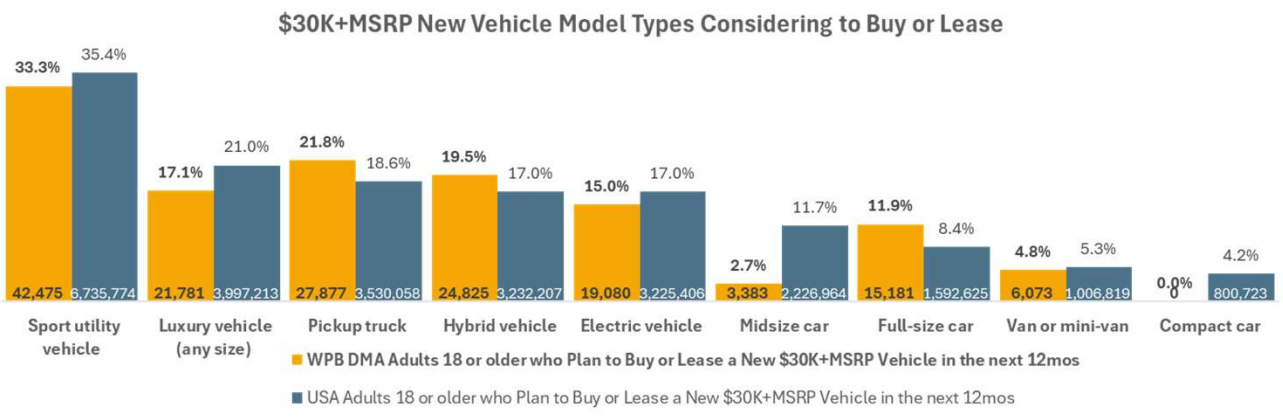
CINCINNATI DMA ScarboroughR2 2024:Aug23-Sep24 Qual Intab: 134, USA Projection ScarboroughR2 2024:Aug23-Sep24 Qual Intab: 1,727

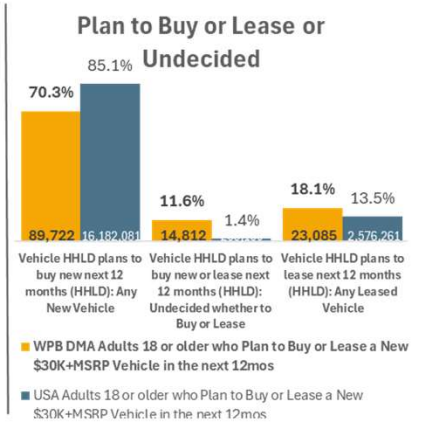
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

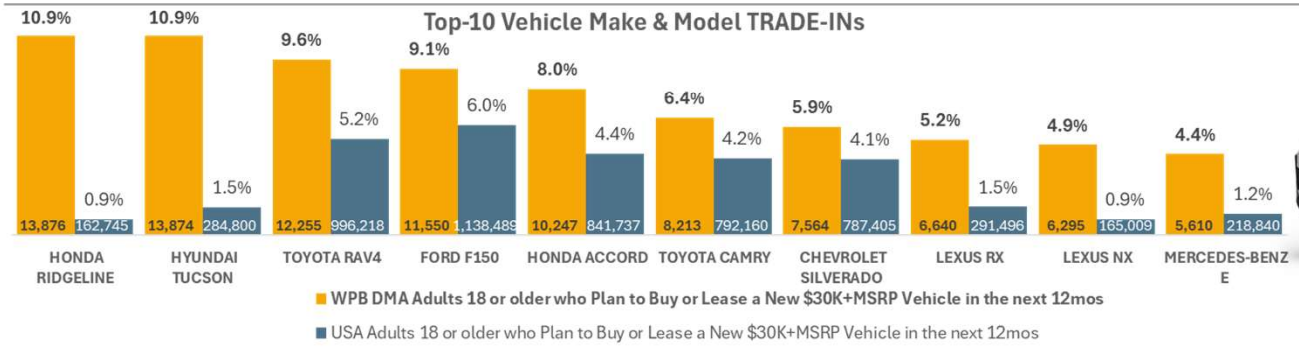
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



6.8% or 127,619 of WPB DMA Adults 18 or older Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos.
WPB DMA Adults 18 or older who Plan to Buy or Lease a New $30K+MSRP Vehicle in the next 12mos are 11.5% less likely than the USA Avg. to be considering the Purchase or Lease of a New $30,000+ Electric Vehicle.
The Top TRADE-IN is 1174.3% more likely than the USA Avg. to be a 2017 HONDA RIDGELINE.







Top TRADE-IN:



The Top TRADE-IN will be a 2017 HONDA RIDGELINE.

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 165, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 1,727

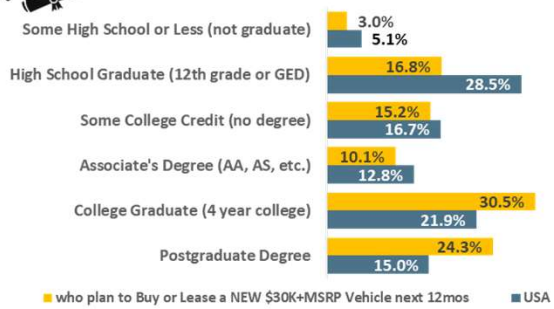
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

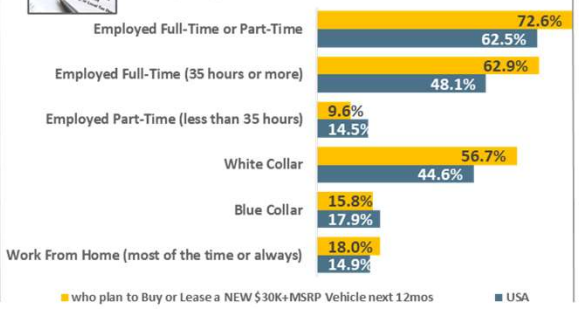


7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 48.7% more likely to be a college graduate, 31.% more likely to work full-time, 34.7% more likely to be married, 41.4%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

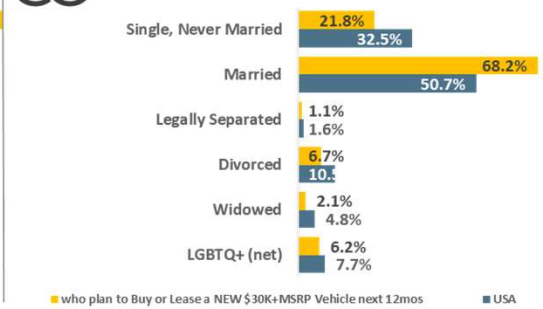
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

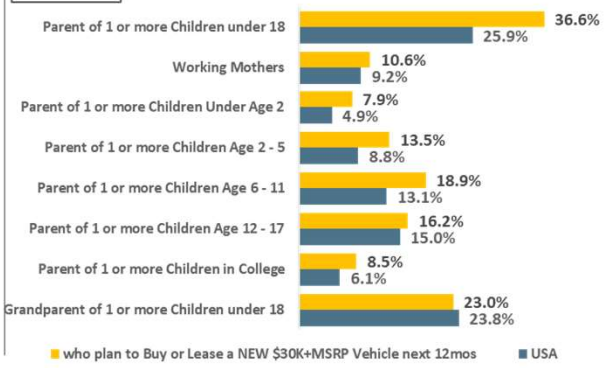


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

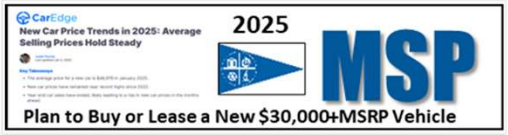


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

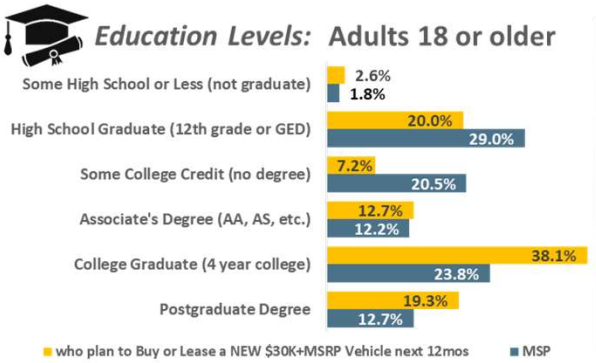
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

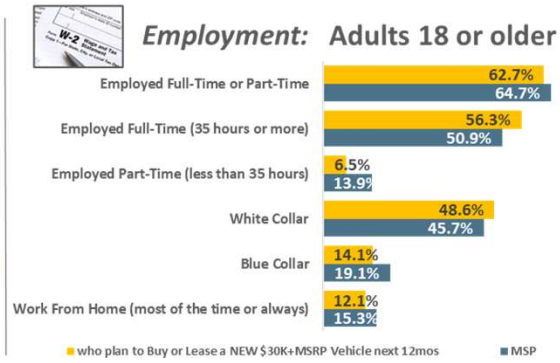
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

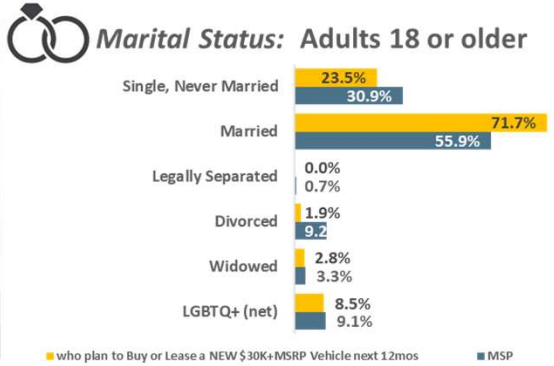
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

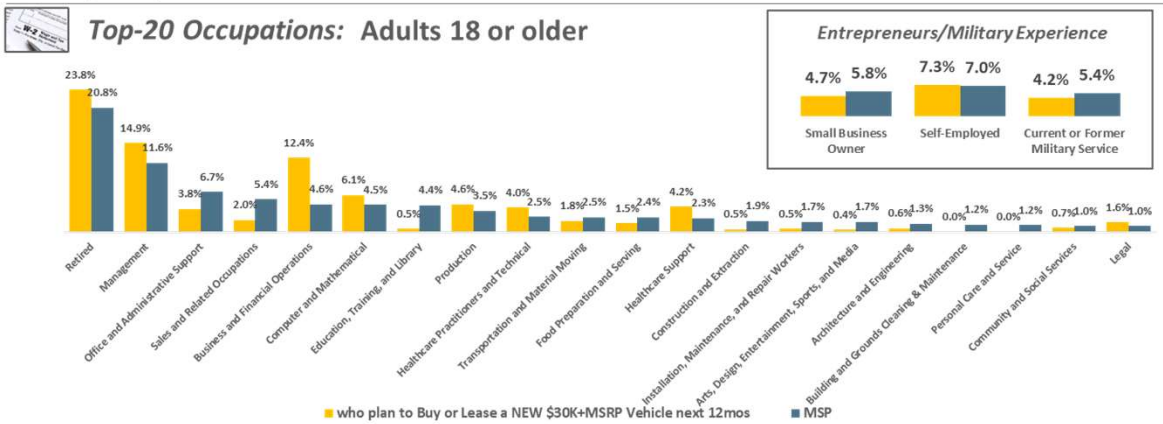


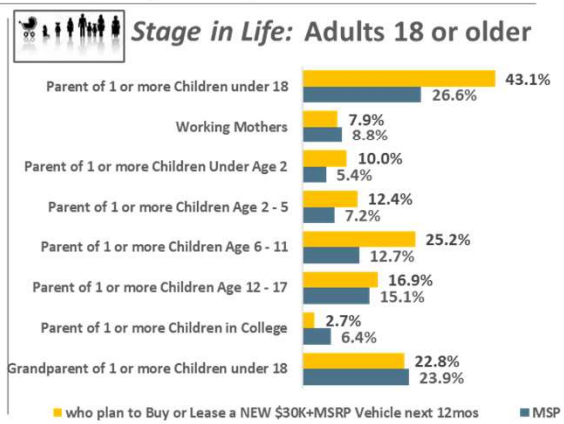
7.2% or 277,322 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 57.2% more likely to be a college graduate, 10.6% more likely to work full-time, 28.3% more likely to be married, 62.% more likely to be a parent of 1 or more children unde







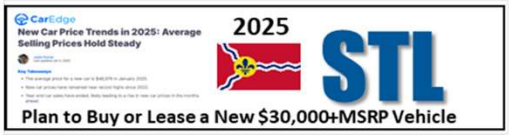




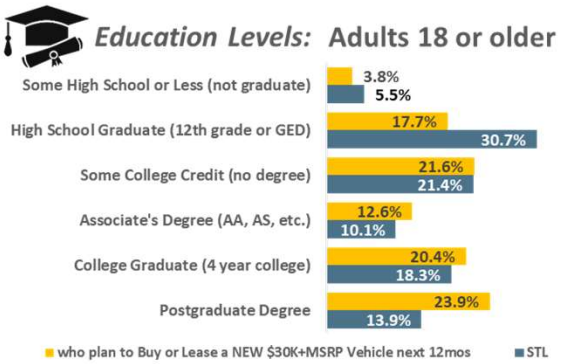
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

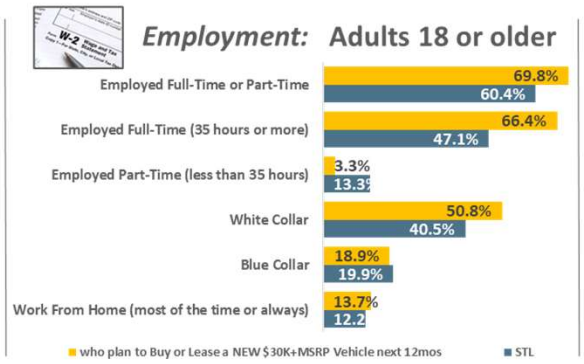
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

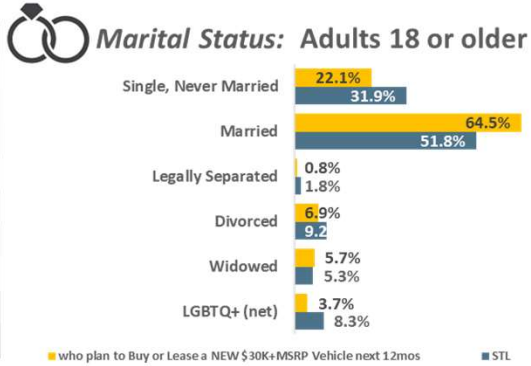
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

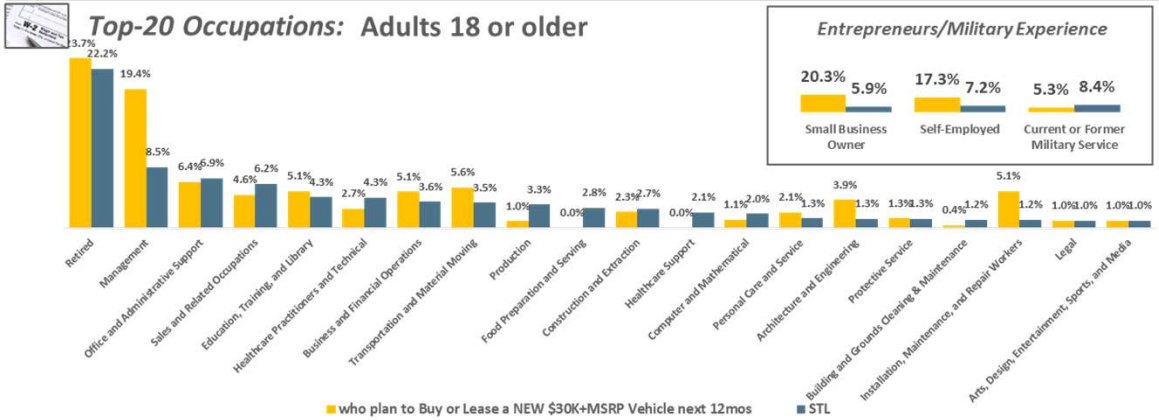


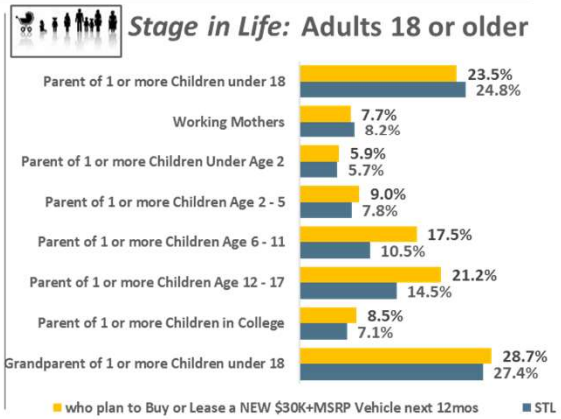
6.7% or 167,879 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 37.6% more likely to be a college graduate, 41.2% more likely to work full-time, 24.5% more likely to be married, 5.3% less likely to be a parent of 1 or more children unde











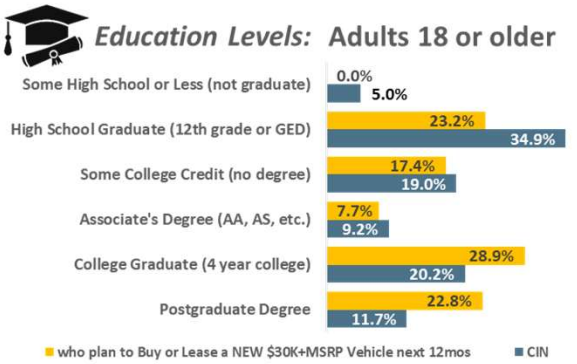
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

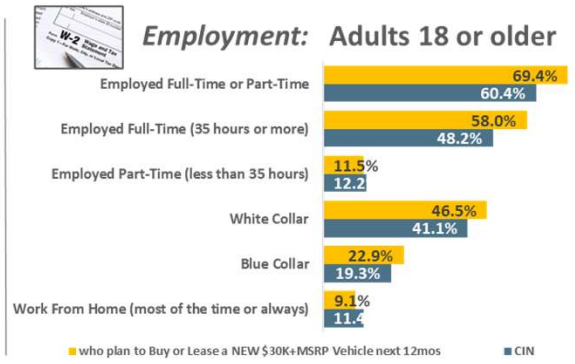
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

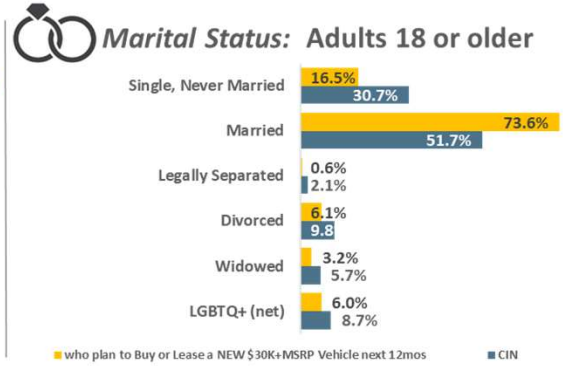
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

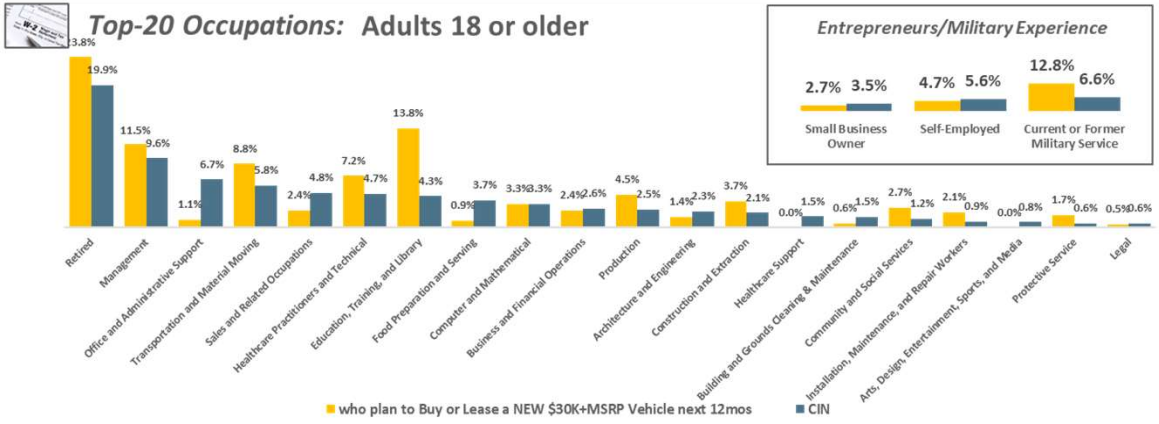


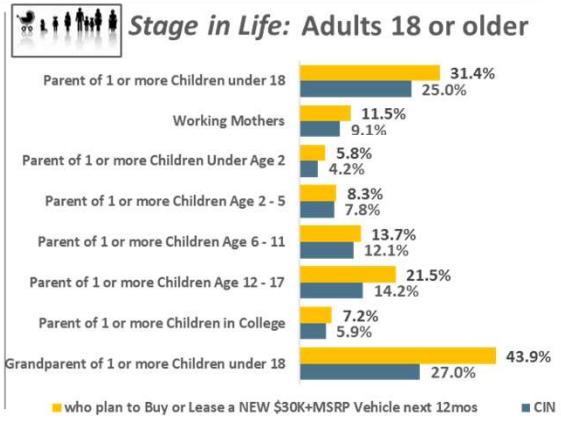
6.8% or 130,181 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 61.8% more likely to be a college graduate, 20.3% more likely to work full-time, 42.4% more likely to be married, 25.4% more likely to be a parent of 1 or more children und











CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

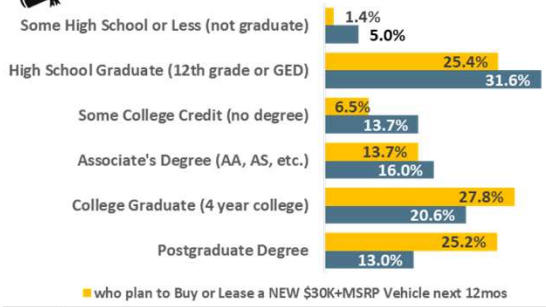
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

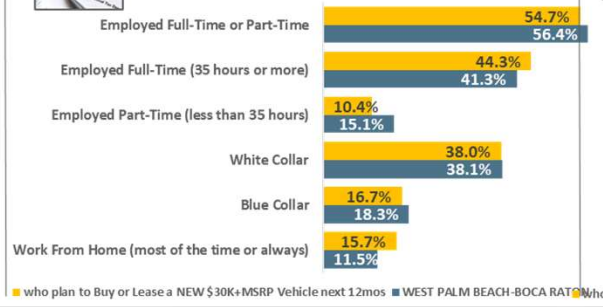


6.8% or 127,619 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older plan to Buy or Lease a NEW… Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 57.6% more likely to be a college graduate, 7.3% more likely to work full-time, 50.8% more likely to be married, .5% less likely to be a parent of 1 or more children under

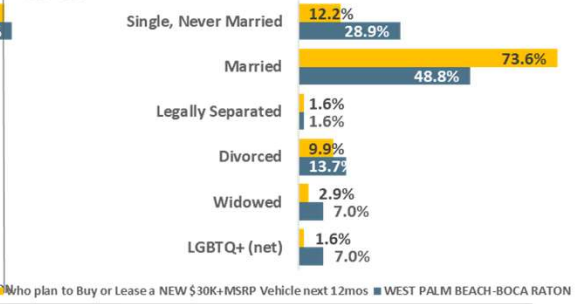
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

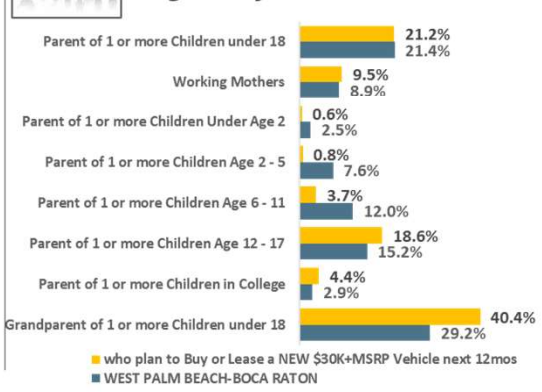


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

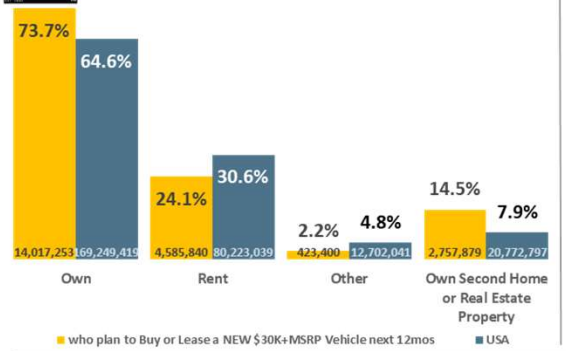
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

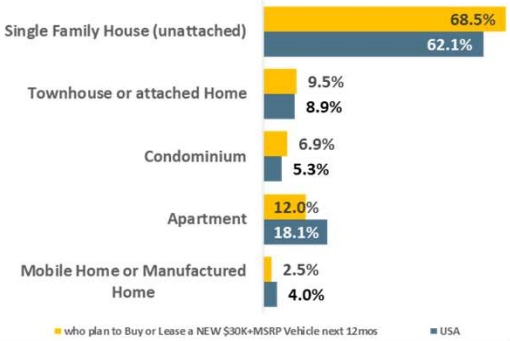


7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 14.1% more likely to own their home, 52.8% more likely to own a higher valued home, 10.3% more likely to have a single-family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

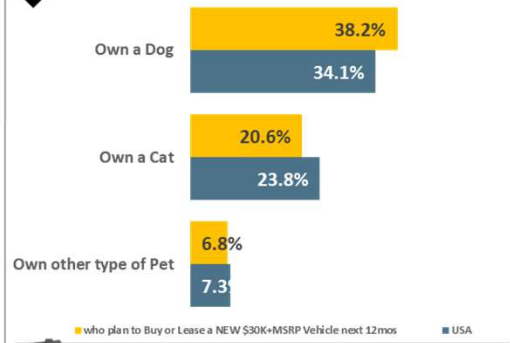
Own/Rent/Other: Adults 18 or older



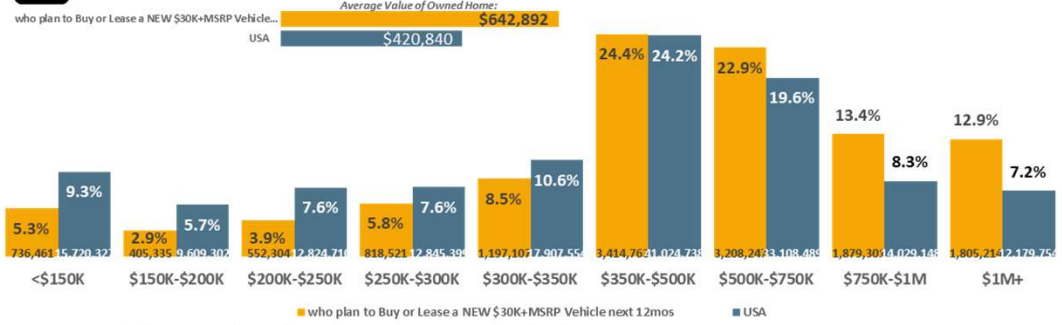
Type of Home: Adults 18 or older



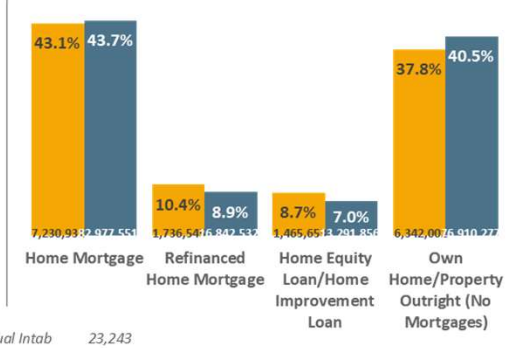
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

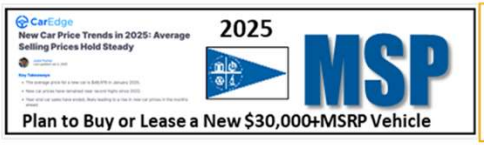


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *1,727*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

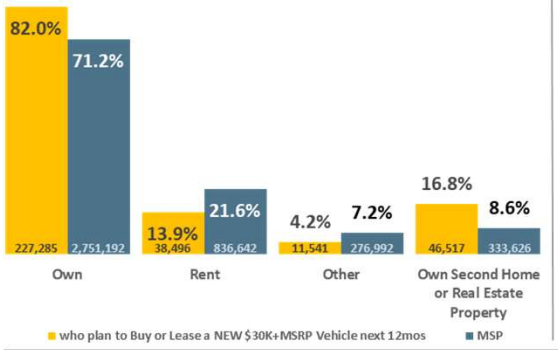
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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

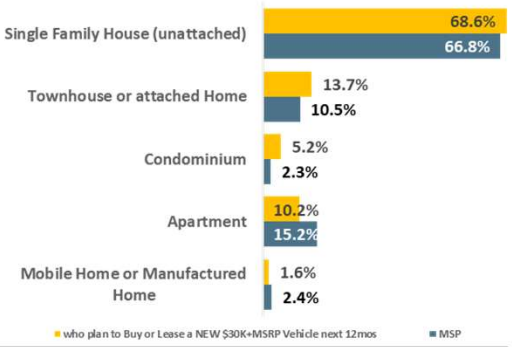


7.2% or 277,322 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 15.1% more likely to own their home, 18.% more likely to own a higher valued home, 2.6% more likely to have a single-family home, 1.8% less likely to have a dog.

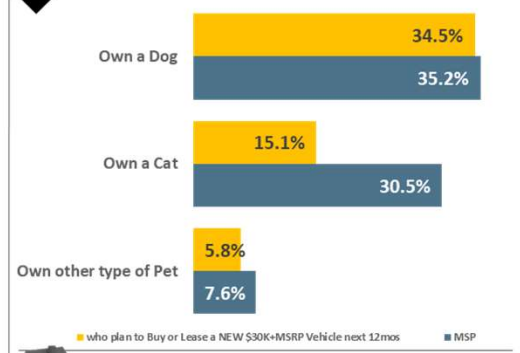
Own/Rent/Other: Adults 18 or older



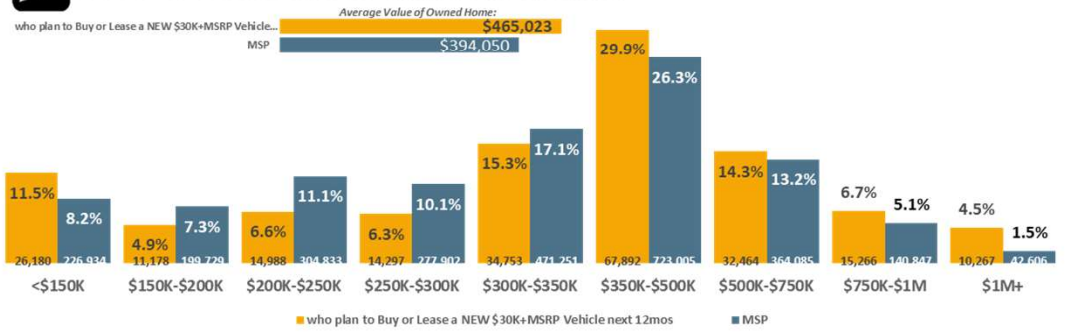
Type of Home: Adults 18 or older



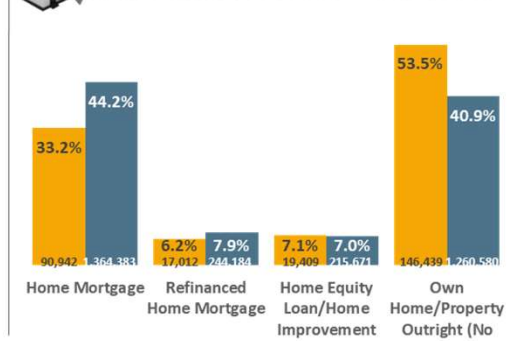
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

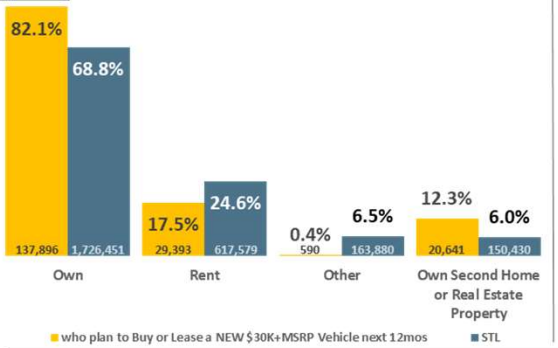
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

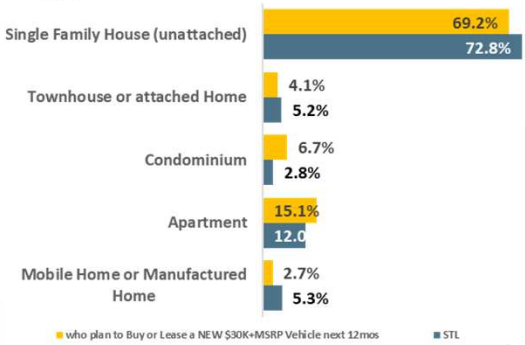


6.7% or 167,879 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 19.3% more likely to own their home, 33.2% more likely to own a higher valued home, 4.9% less likely to have a single-family home, .5% more likely to have a dog.

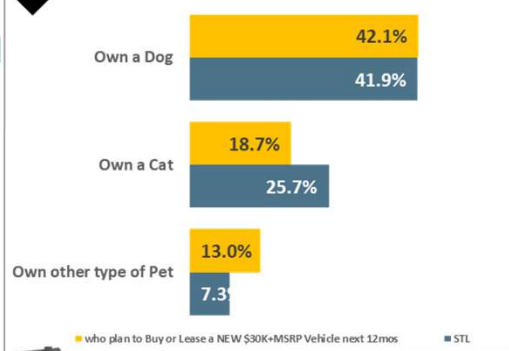
Own/Rent/Other: Adults 18 or older



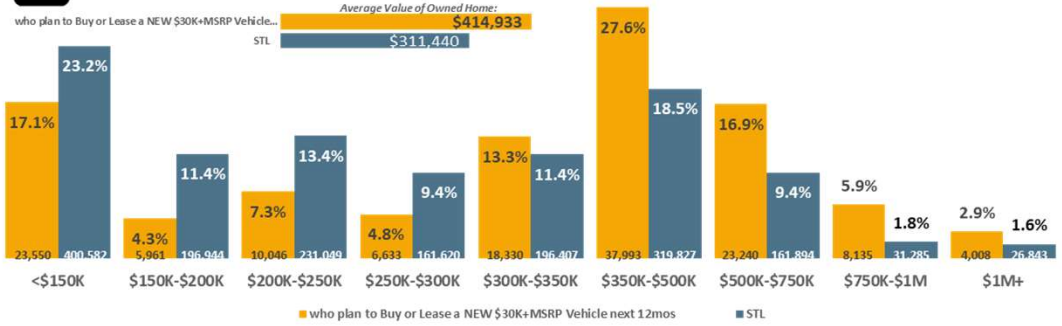
Type of Home: Adults 18 or older



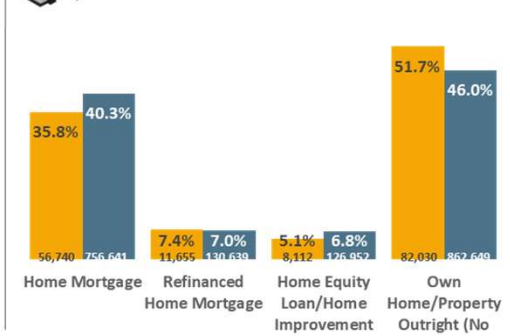
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



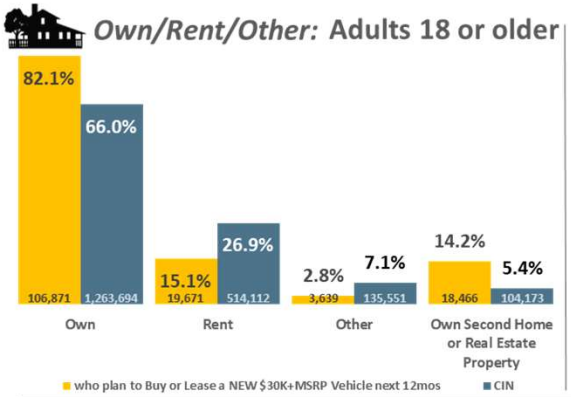
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

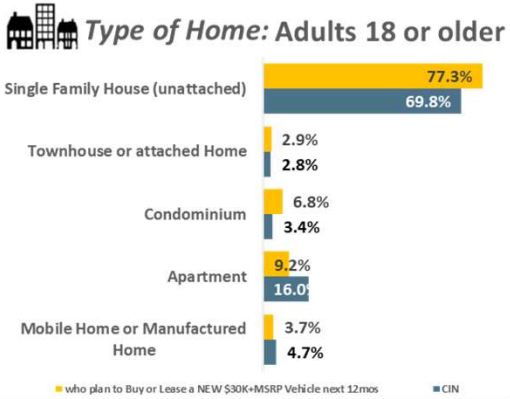
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

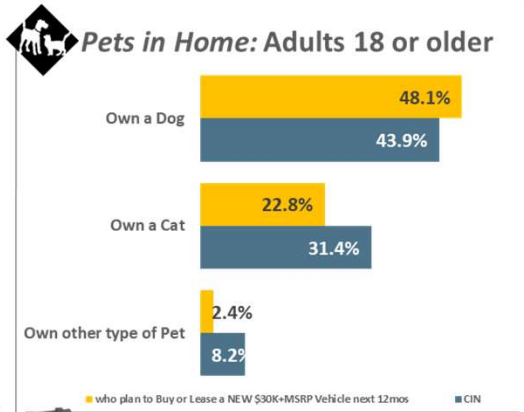
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

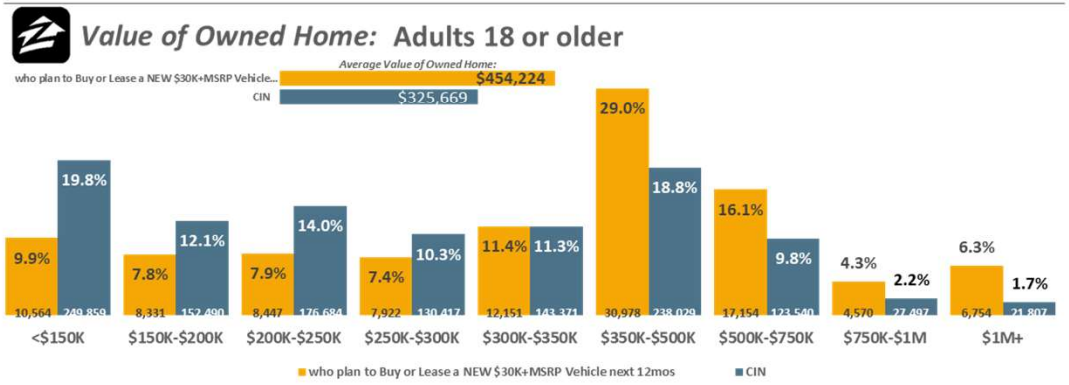


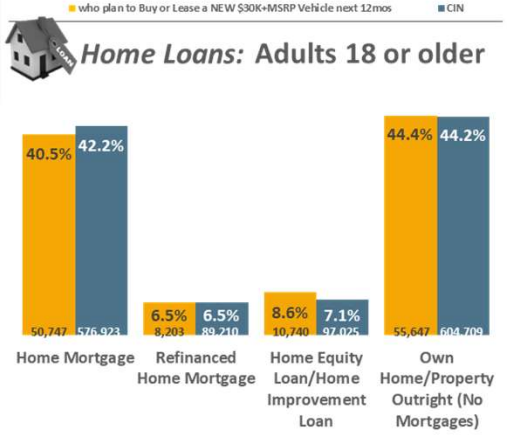
6.8% or 130,181 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 24.3% more likely to own their home, 39.5% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 9.6% more likely to have a dog.











CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

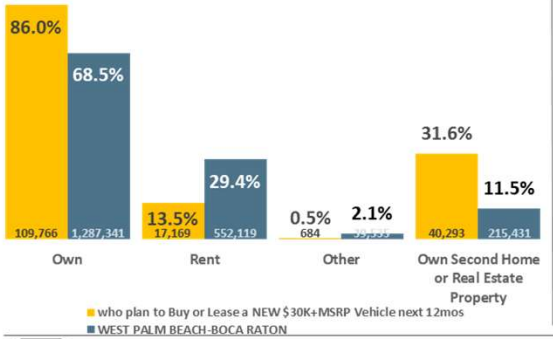
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

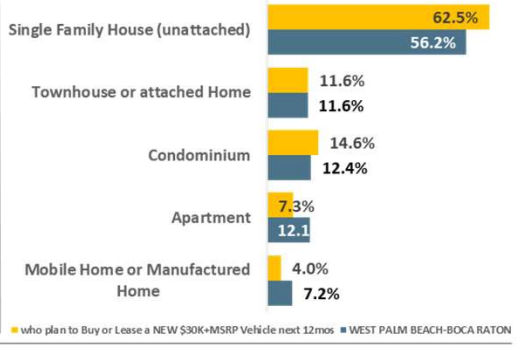


6.8% or 127,619 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older plan to Buy or Lease a NEW… Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 25.5% more likely to own their home, 28.4% more likely to own a higher valued home, 11.3% more likely to have a single-family home, .7% more likely to have a dog.

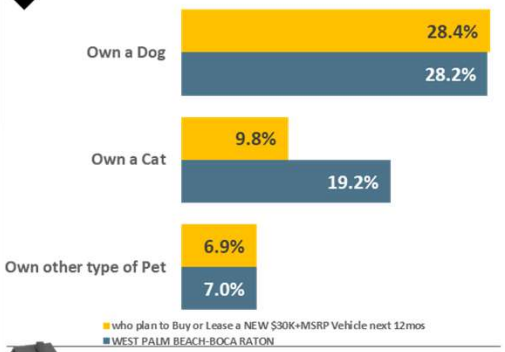
Own/Rent/Other: Adults 18 or older



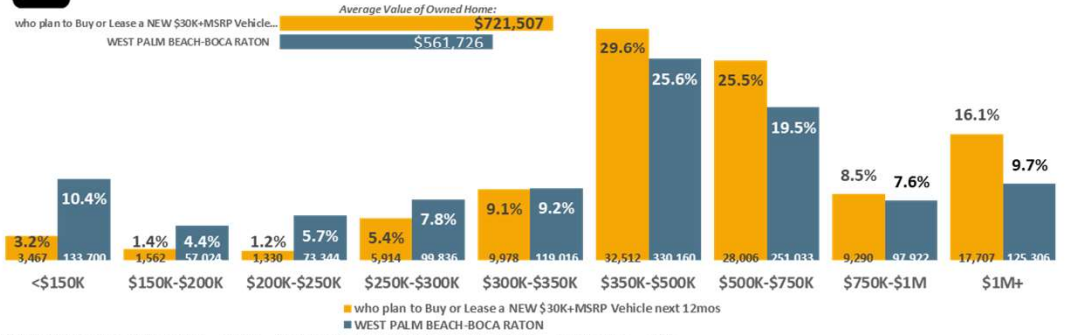
Type of Home: Adults 18 or older



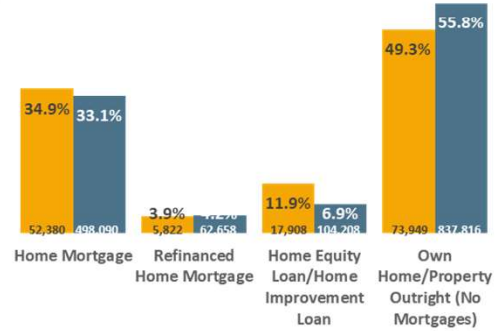
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



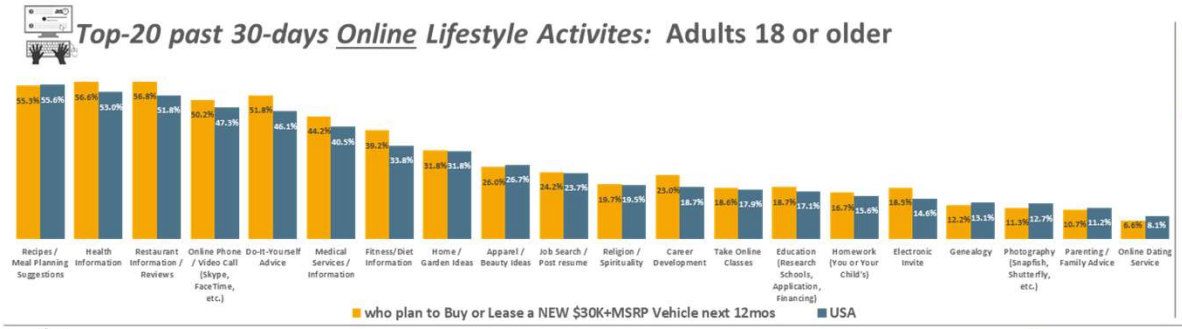
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

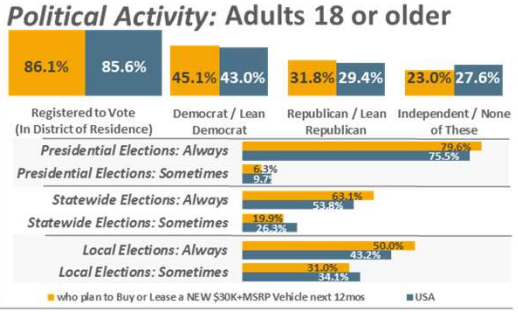
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

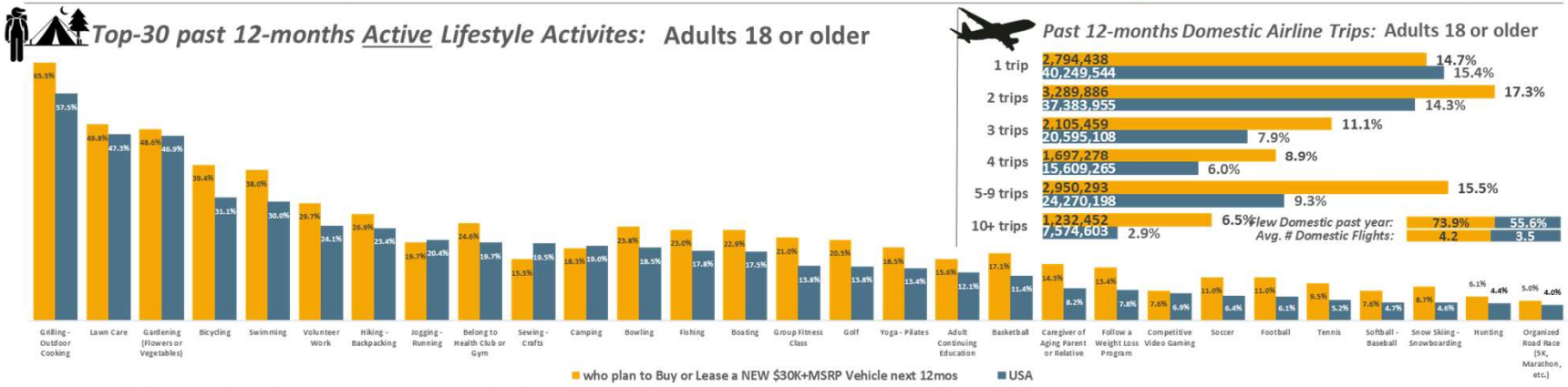
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



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





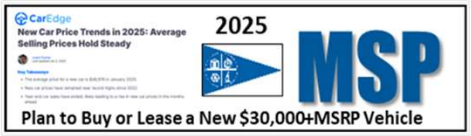


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

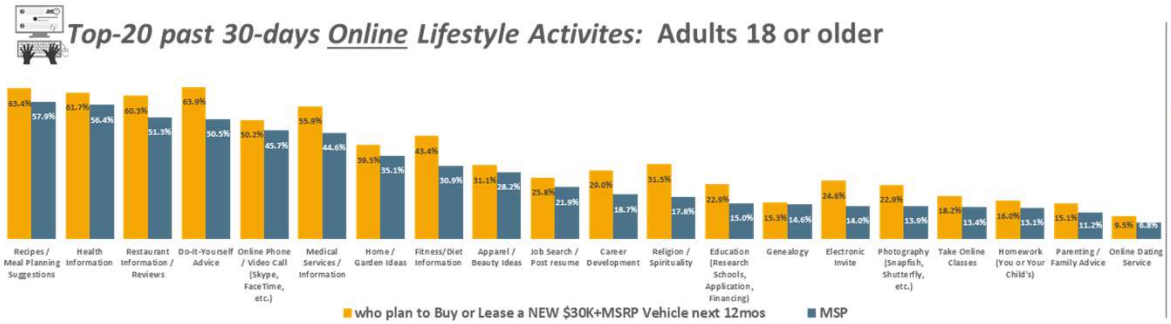
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

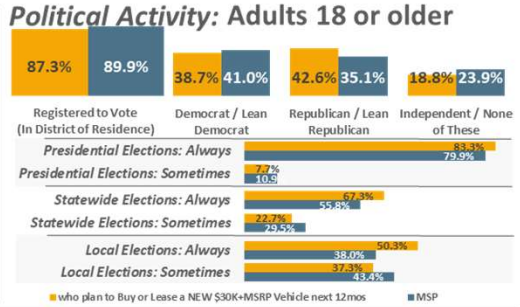
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

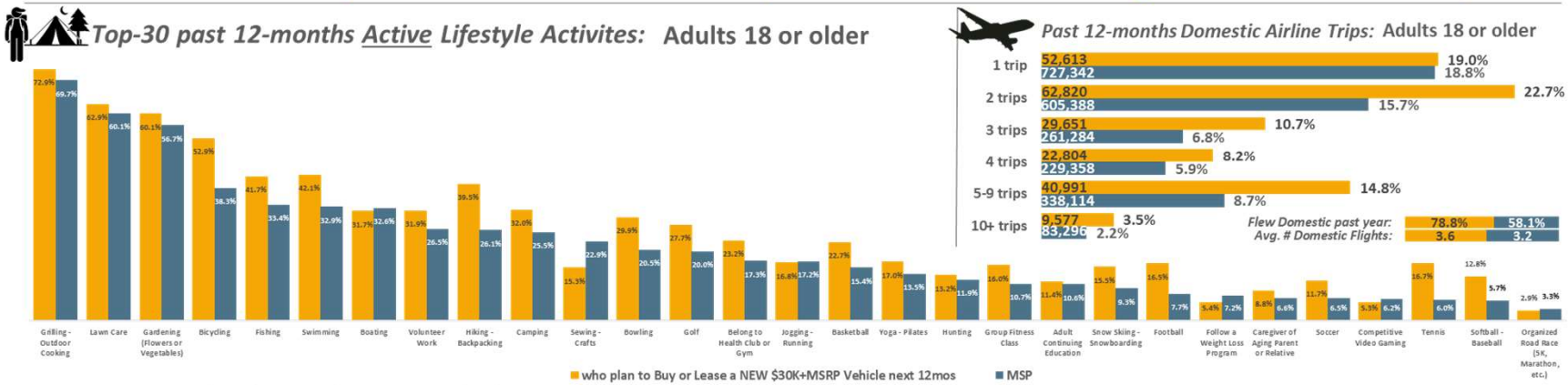
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



7.2% or 277,322 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 26.6% more likely to look up D-I-Y advice online, 32.5% more likely to always vote in local elections, 34.2% more likely to belong to a gym, 35.6% more likely to fly domest







MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

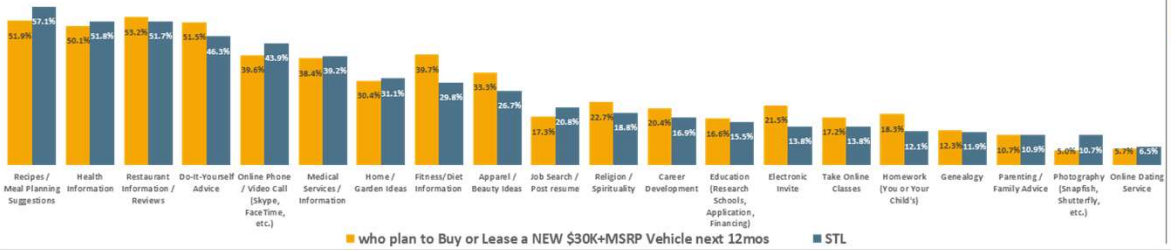
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

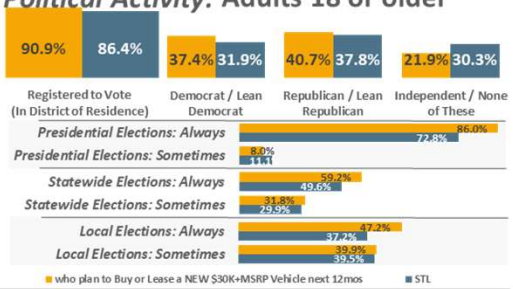


6.7% or 167,879 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 11.1% more likely to look up D-I-Y advice online, 26.8% more likely to always vote in local elections, 1.% less likely to belong to a gym, 47.7% more likely to fly domestic

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



Political Activity: Adults 18 or older



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



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

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

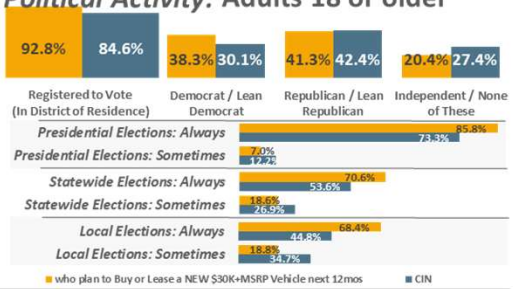


6.8% or 130,181 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 14.7% more likely to look up D-I-Y advice online, 52.7% more likely to always vote in local elections, 18.4% more likely to belong to a gym, 43.6% more likely to fly domest

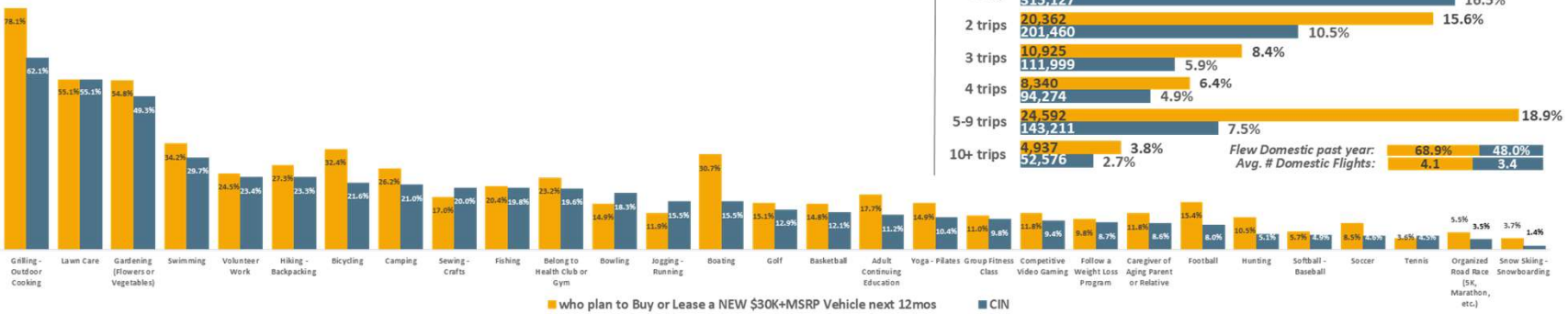
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

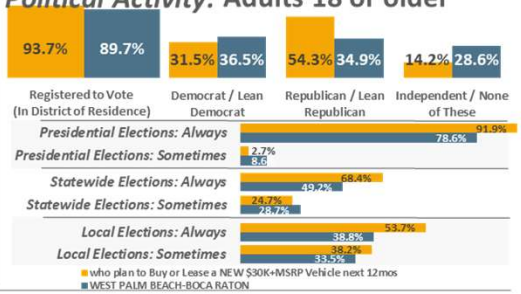


6.8% or 127,619 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older plan to Buy or Lease a NEW… Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 2.3% less likely to look up D-I-Y advice online, 38.5% more likely to always vote in local elections, 19.1% more likely to belong to a gym, 34.3% more likely to fly domesti

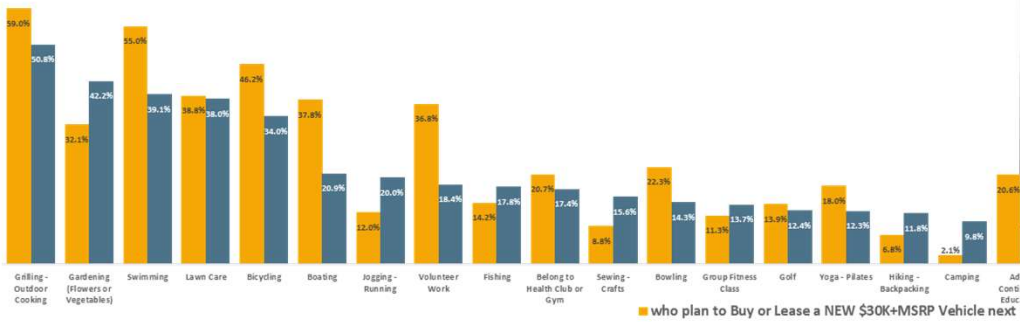
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



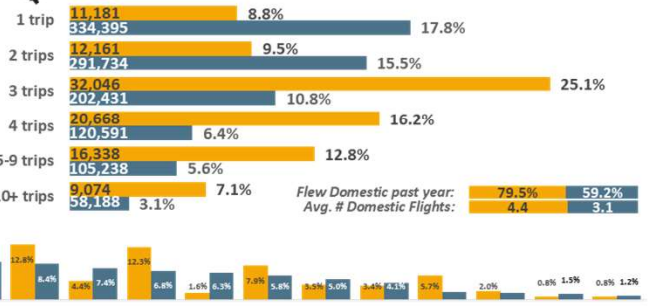
Political Activity: Adults 18 or older



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



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



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

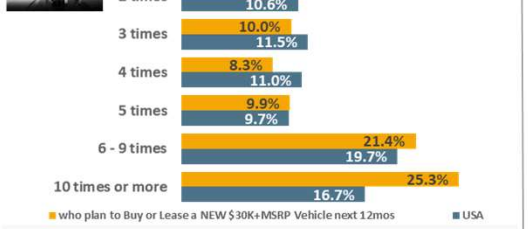
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



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

Past 30-days QSR Users: Adults 18 or older



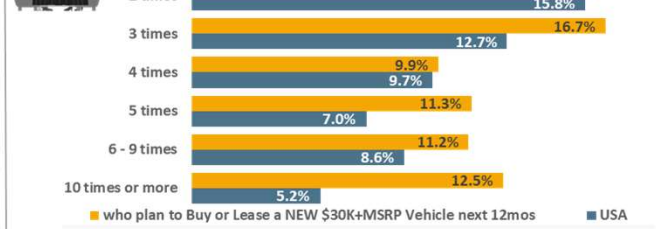


Total Monthly QSR Users: 91.4% 87.7% — 17,395,822 — 229,822,149

Avg. Monthly QSR Meals: 7.4 — 6.3

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





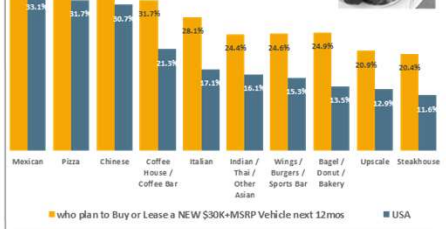
Total Monthly Sit-Down Restaurant Users: 88.9% 74.7% — 16,909,616 — 195,761,148

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

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

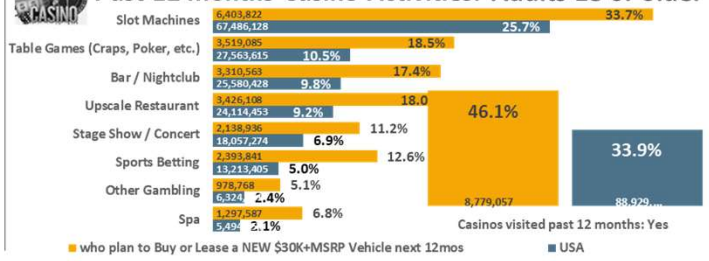
USA [illegible] — 18.6%

Drank Past 30-days: Adults 18 or older



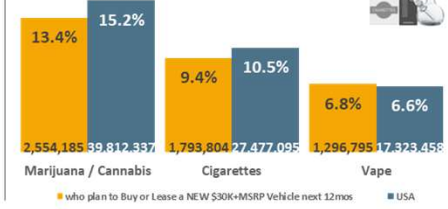
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

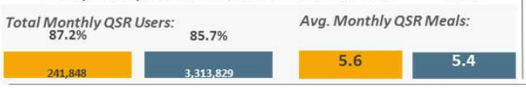
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



7.2% or 277,322 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 1.7% more likely to use QSRs past mo., 23.4% more likely to use Sit-Down Restaurants past mo., 25.5% more likely to use Casinos past yr., 107.7% more likely to smoke cigare

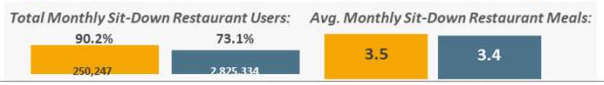
Past 30-days QSR Users: Adults 18 or older





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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



6.7% or 167,879 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 9.1% more likely to use QSRs past mo., 23.6% more likely to use Sit-Down Restaurants past mo., 52.7% more likely to use Casinos past yr., 32.9% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.3% 161,712 | 88.3% 2,214,811

Avg. Monthly QSR Meals: 7.3 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 91.0% 152,749 | 73.6% 1,846,832

Avg. Monthly Sit-Down Restaurant Meals: 5.1 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

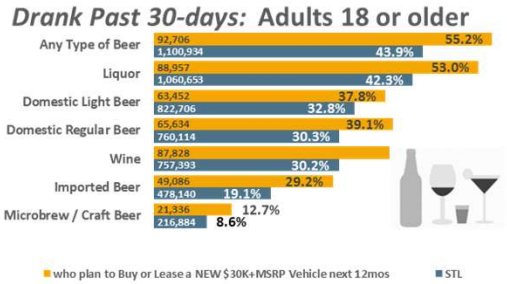


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who plan to Buy or Lease a NEW $30K+MSRP Vehicle... 36,721 21.9%

STL 341,559 13.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

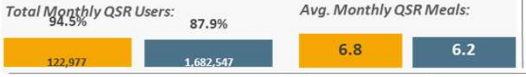


6.8% or 130,181 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 7.4% more likely to use QSRs past mo., 20.4% more likely to use Sit-Down Restaurants past mo., 33.4% more likely to use Casinos past yr., 15.3% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

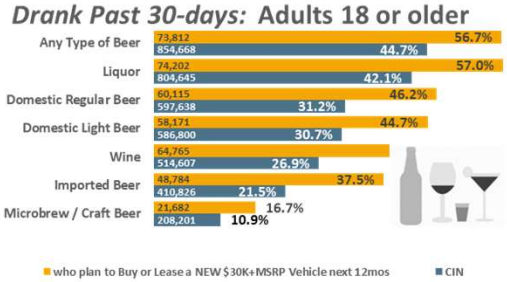
(Sit-Down Restaurants Used Past 30-days)



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

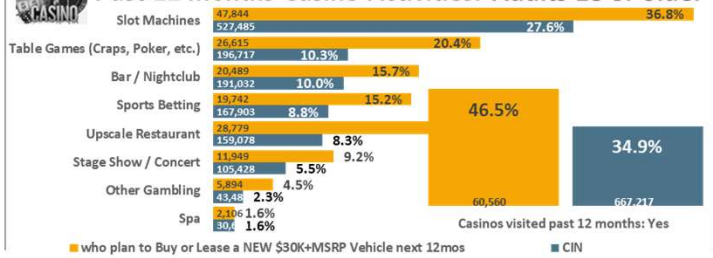


Drank Past 30-days: Adults 18 or older



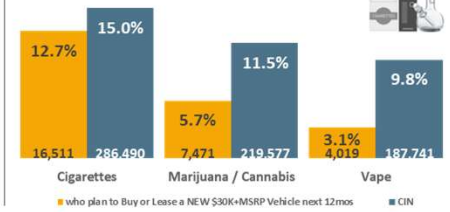
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

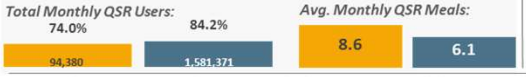


6.8% or 127,619 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older plan to Buy or Lease a NEW... Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 12.1% less likely to use QSRs past mo., 14.8% more likely to use Sit-Down Restaurants past mo., 87.7% more likely to use Casinos past yr., 76.4% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

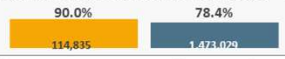


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

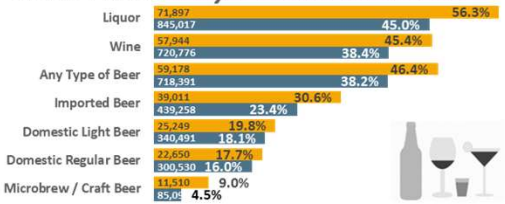
(Sit-Down Restaurants Used Past 30-days)



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

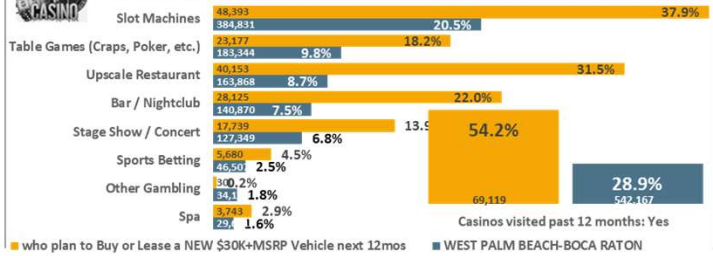


Drank Past 30-days: Adults 18 or older



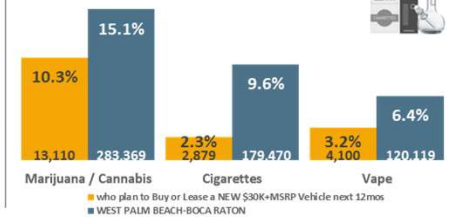
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

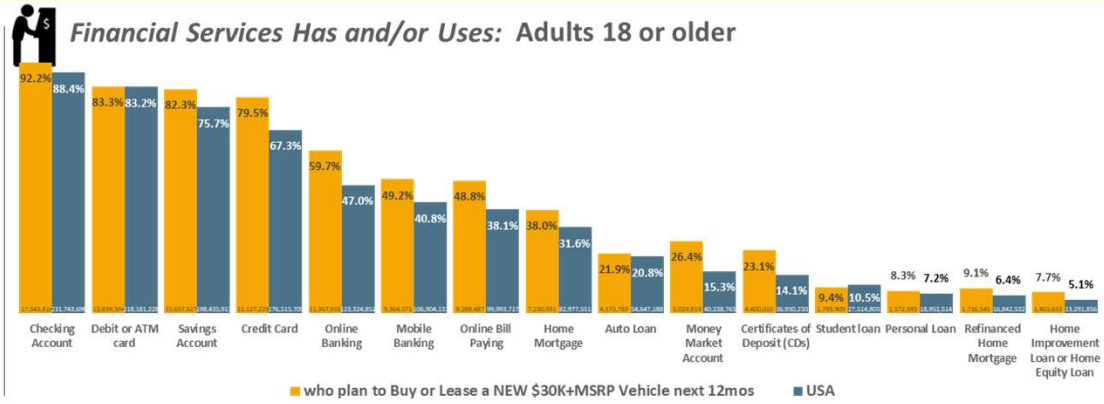


7.3% or 19,026,492 of USA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 27.4% more likely to have a 401K, 5.3% more likely to have an Auto Loan, 50.3% more likely to Invest/Trade Stocks Online,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

Investments Owned: Adults 18 or older



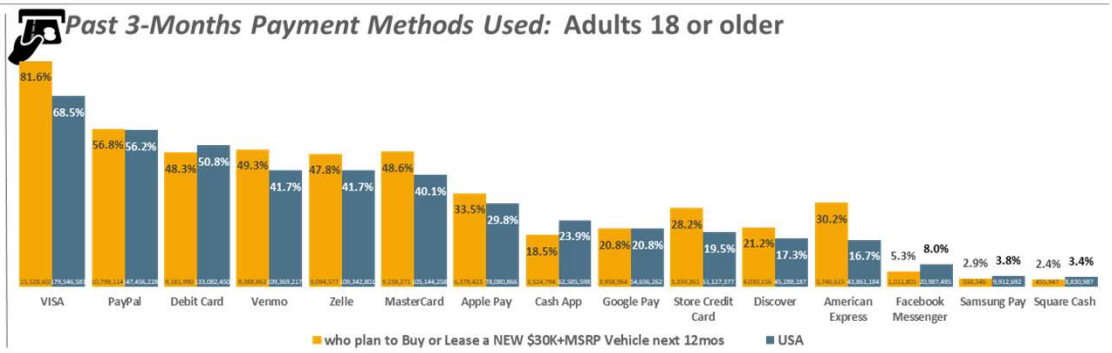
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

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

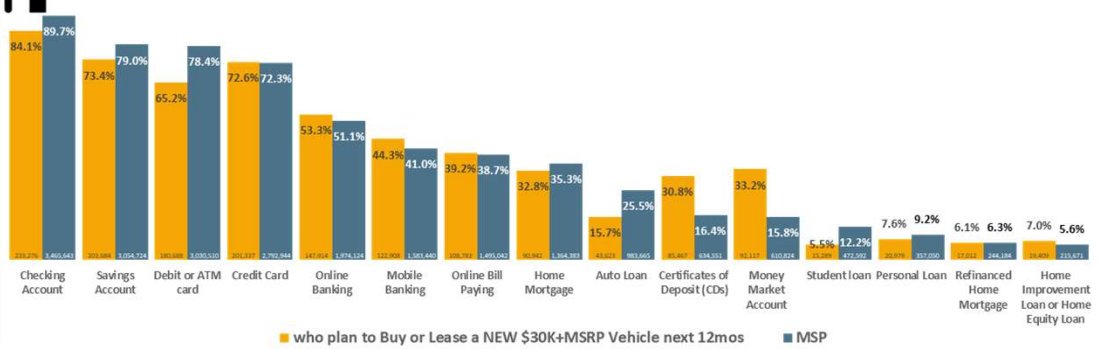


7.2% or 277,322 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 15.9% more likely to have a 401K, 38.2% less likely to have an Auto Loan, 12.% more likely to Invest/Trade Stocks Online, 29.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



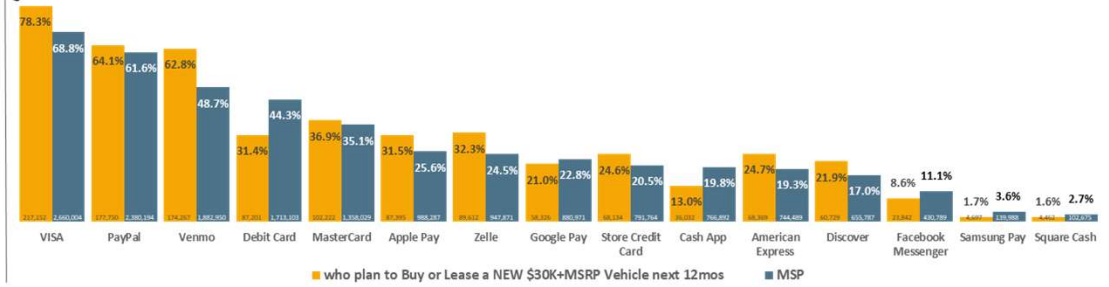
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

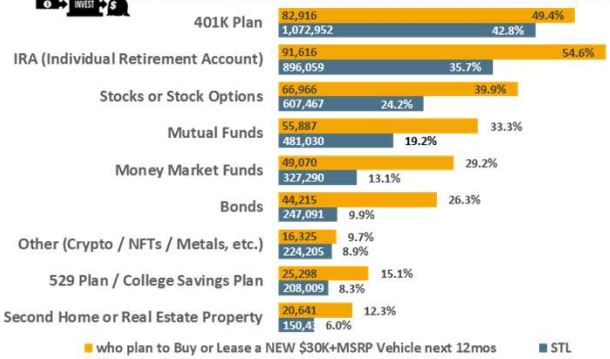
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

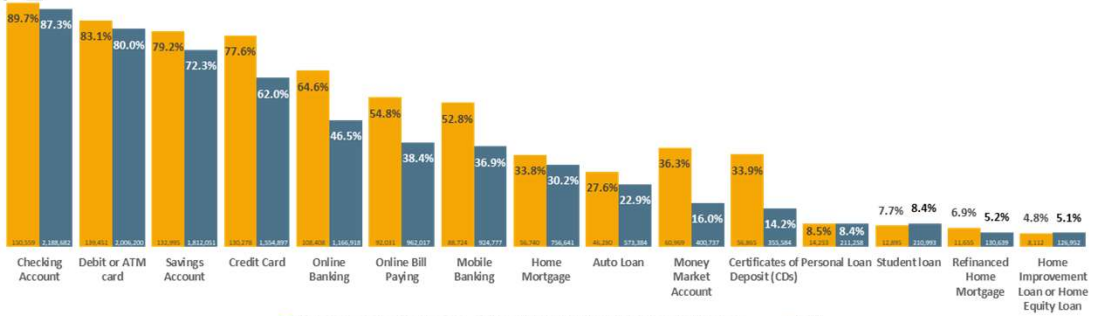


6.7% or 167,879 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 15.4% more likely to have a 401K, 20.6% more likely to have an Auto Loan, 168.1% more likely to Invest/Trade Stocks Online, 19.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



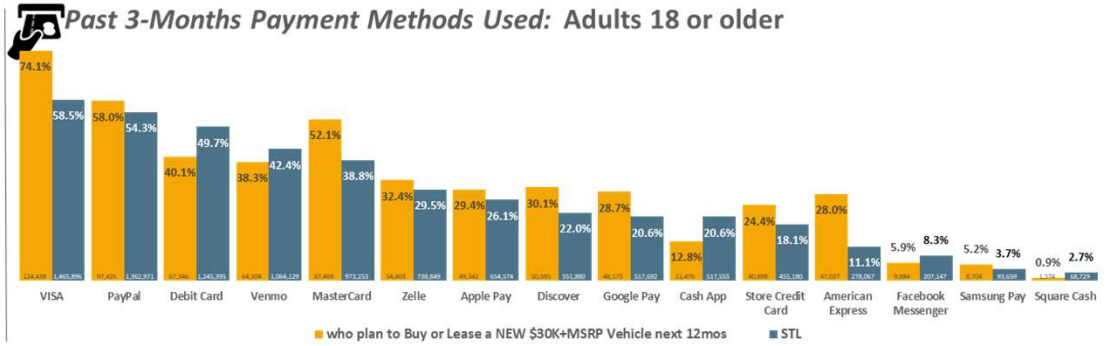
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

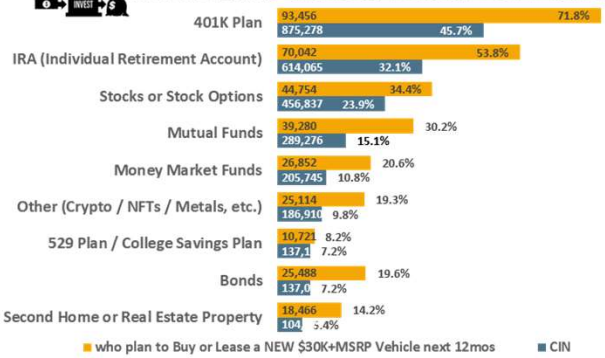
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

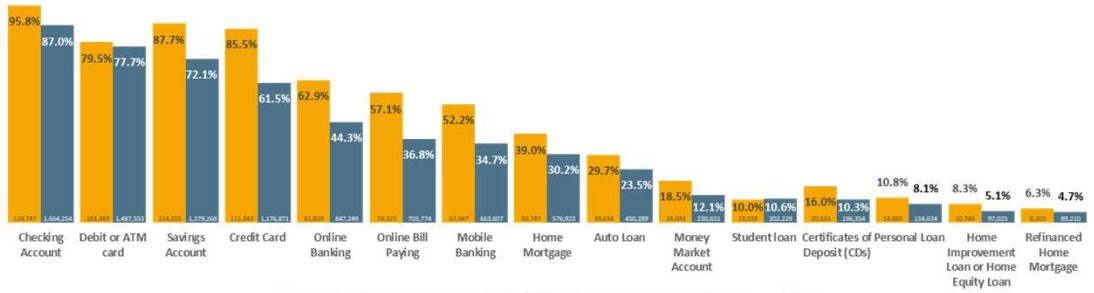


6.8% or 130,181 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 56.9% more likely to have a 401K, 26.2% more likely to have an Auto Loan, 103.7% more likely to Invest/Trade Stocks Online, 2.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



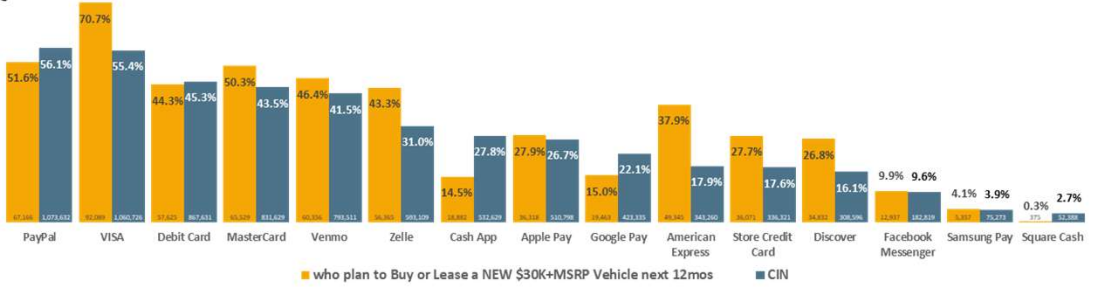
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

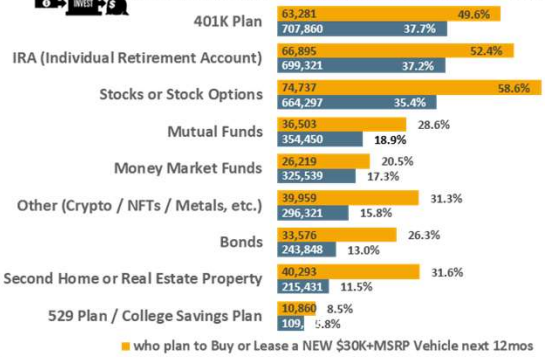
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

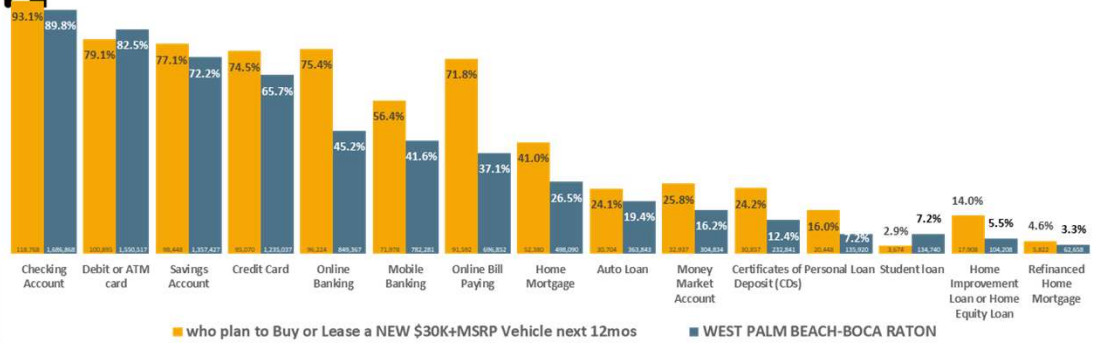


6.8% or 127,619 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older plan to Buy or Lease a NEW… Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos are 31.6% more likely to have a 401K, 24.2% more likely to have an Auto Loan, 58.3% more likely to Invest/Trade Stocks Online, 22.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



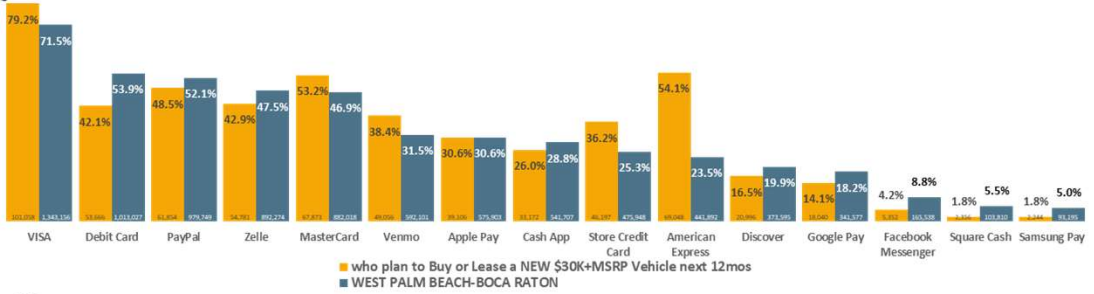
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

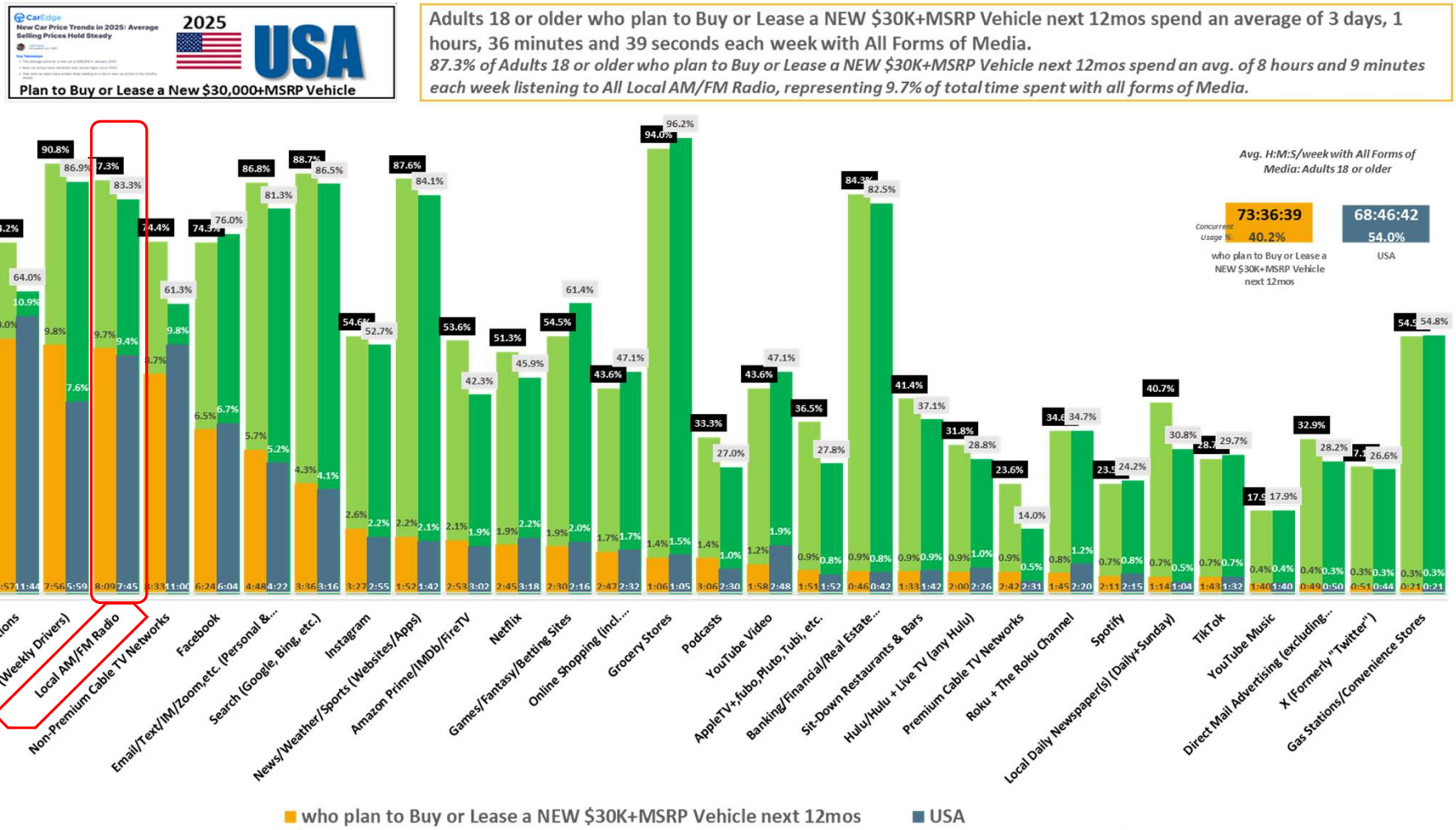


Past 3-Months Payment Methods Used: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

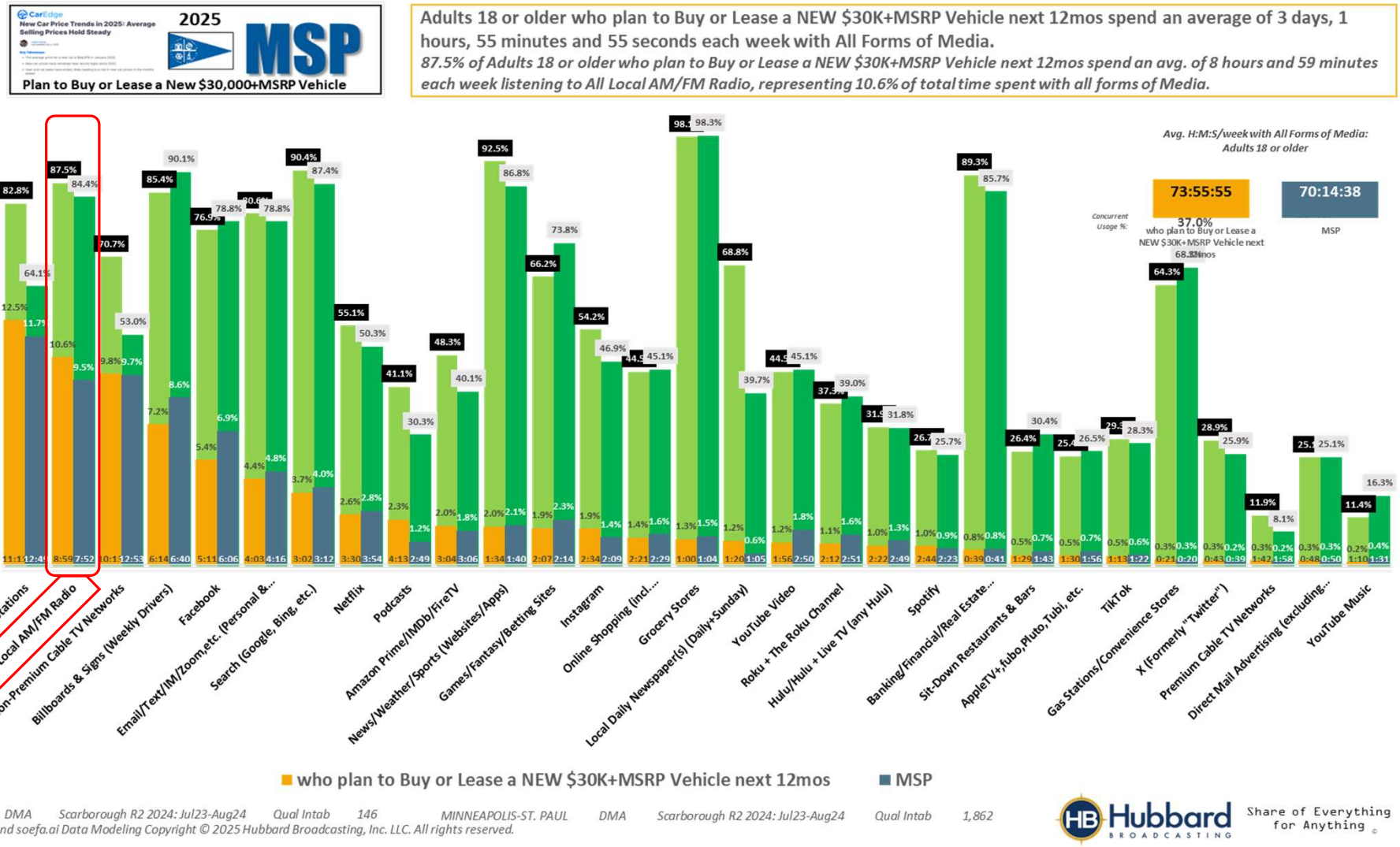


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

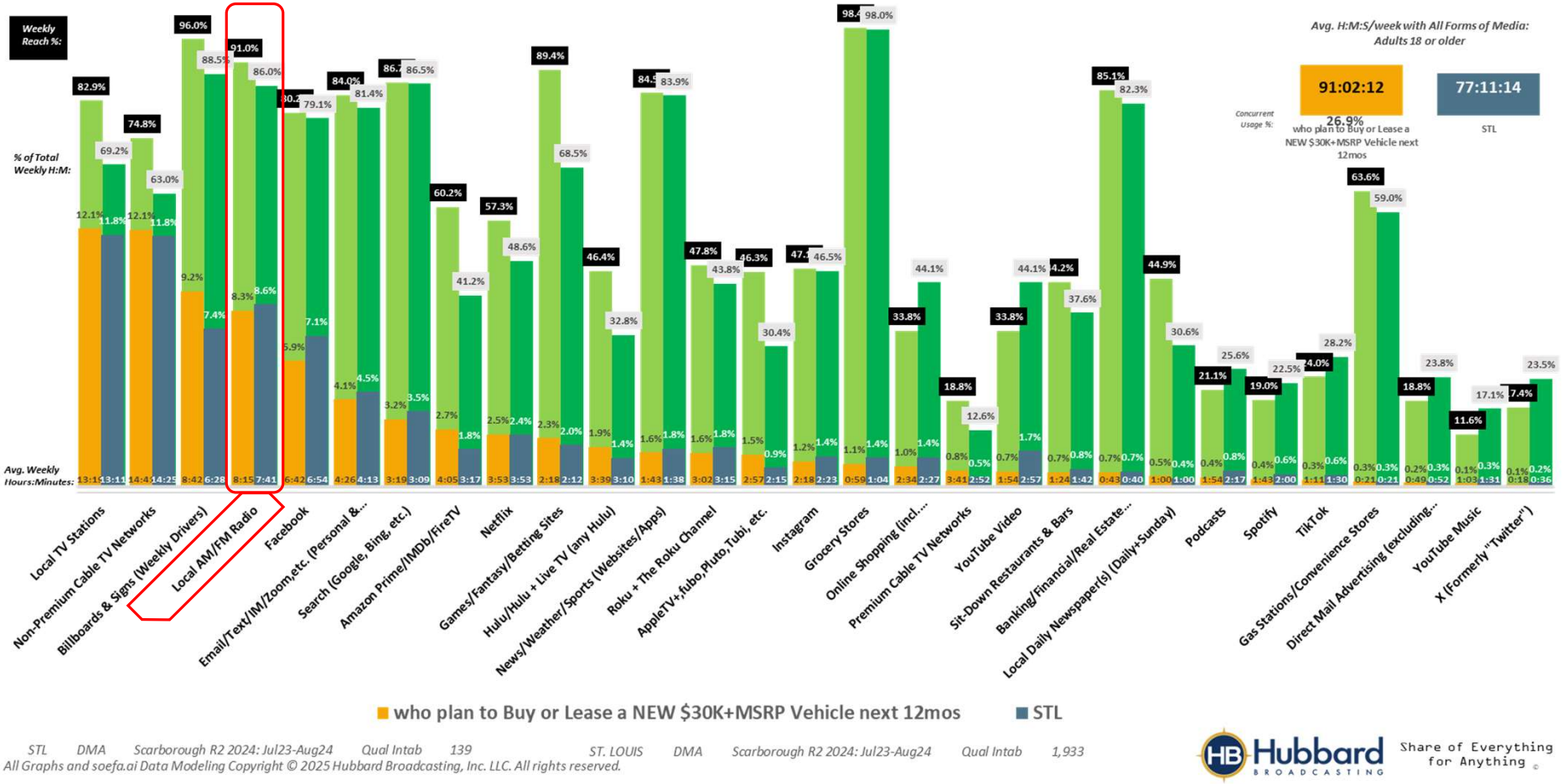
Hubbard BROADCASTING Share of Everything for Anything ©

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



Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 3 days, 19 hours, 2 minutes and 12 seconds each week with All Forms of Media.

91.% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

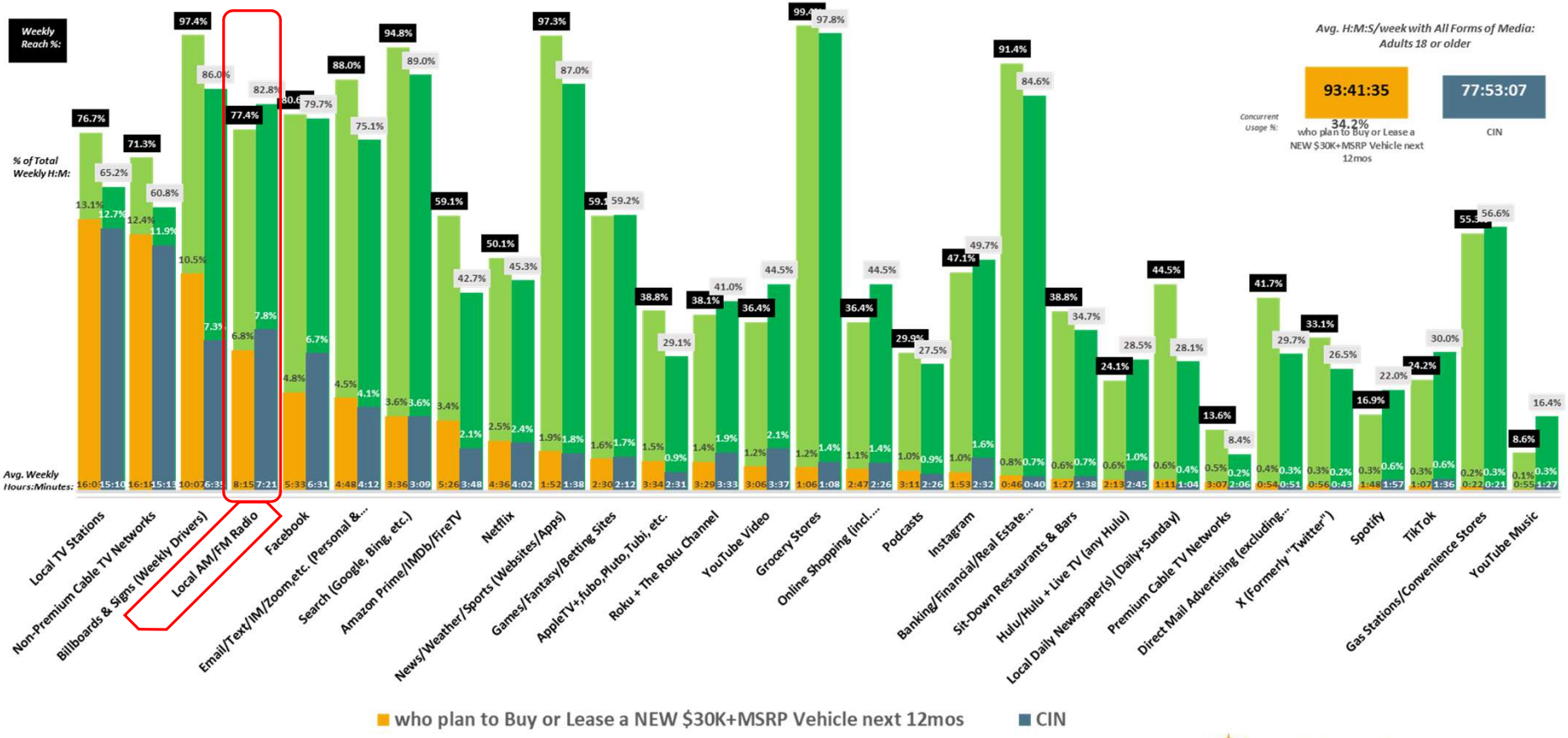
Hubbard BROADCASTING — Share of Everything for Anything ©

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



Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 3 days, 21 hours, 41 minutes and 35 seconds each week with All Forms of Media.

77.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

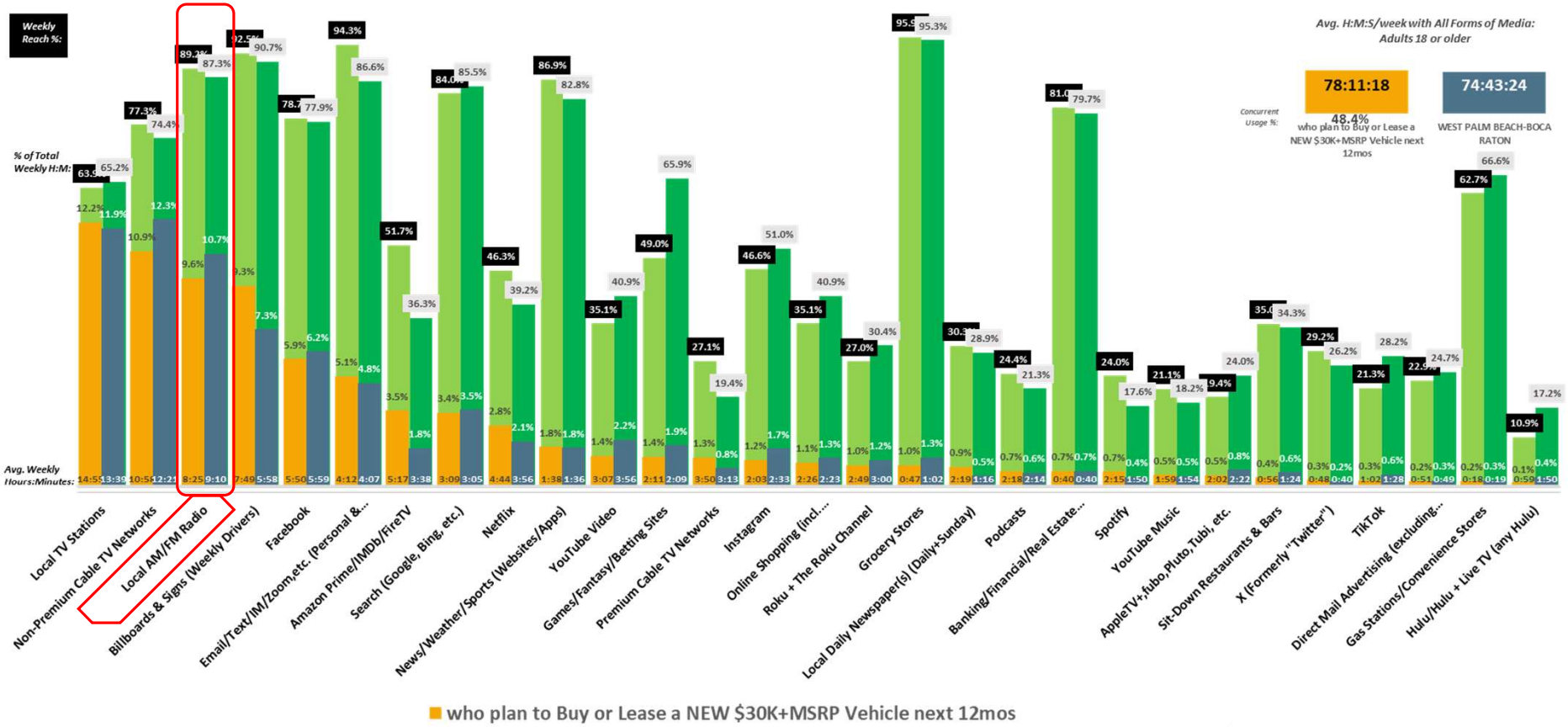
Hubbard BROADCASTING — Share of Everything for Anything ©

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



Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 3 days, 6 hours, 11 minutes and 18 seconds each week with All Forms of Media.

89.2% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



WEST PALM BEACH-BOCA RATON DMA *WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

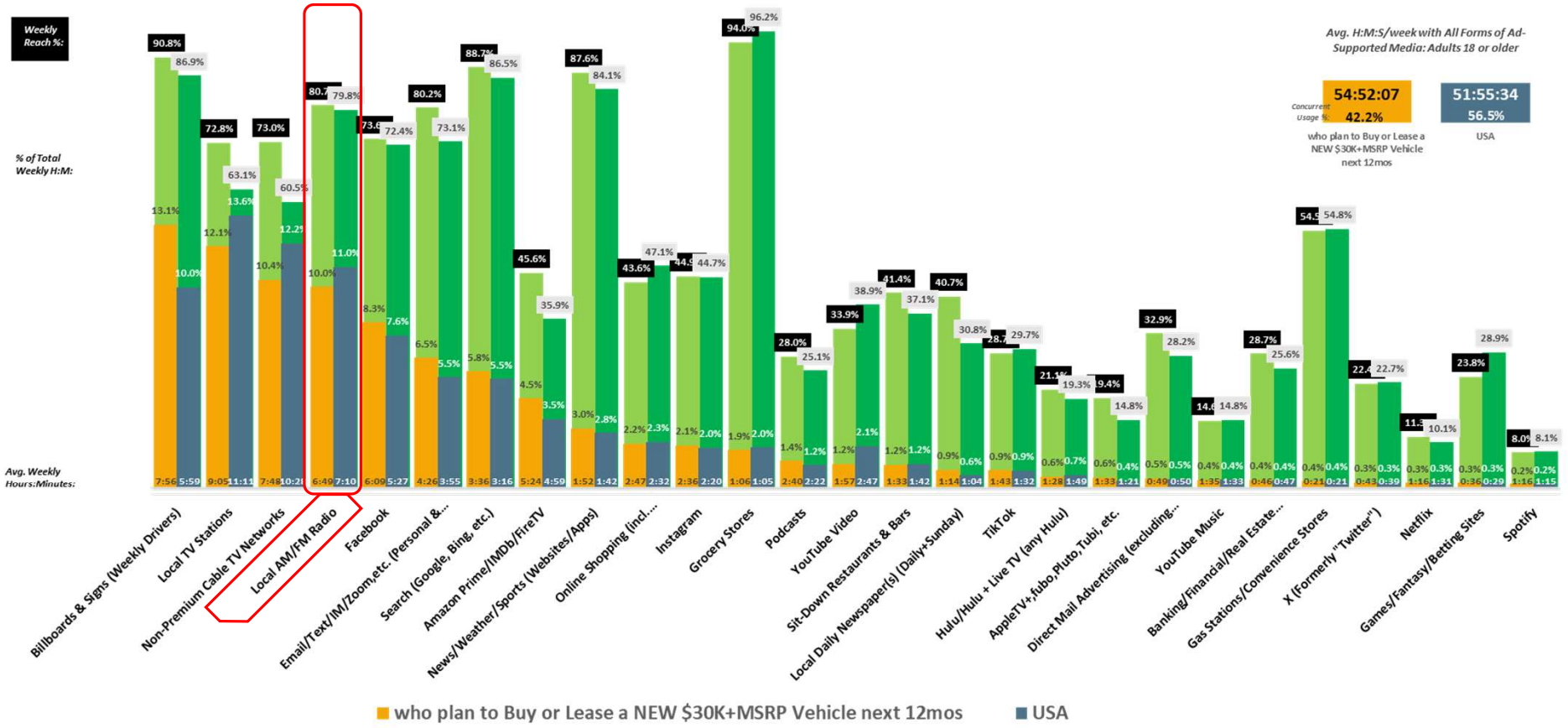
Hubbard BROADCASTING Share of Everything for Anything ©

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



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

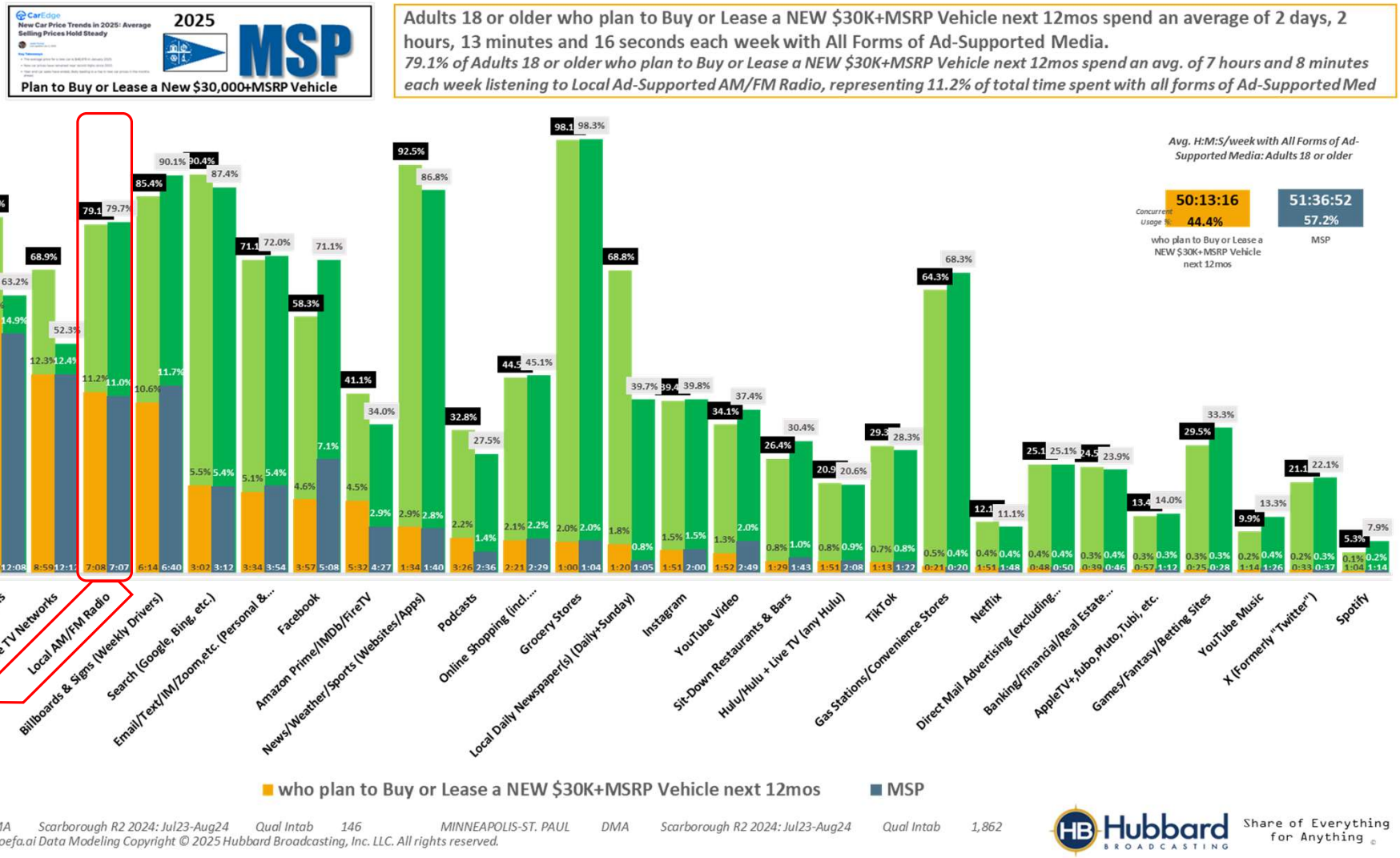
80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Med



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

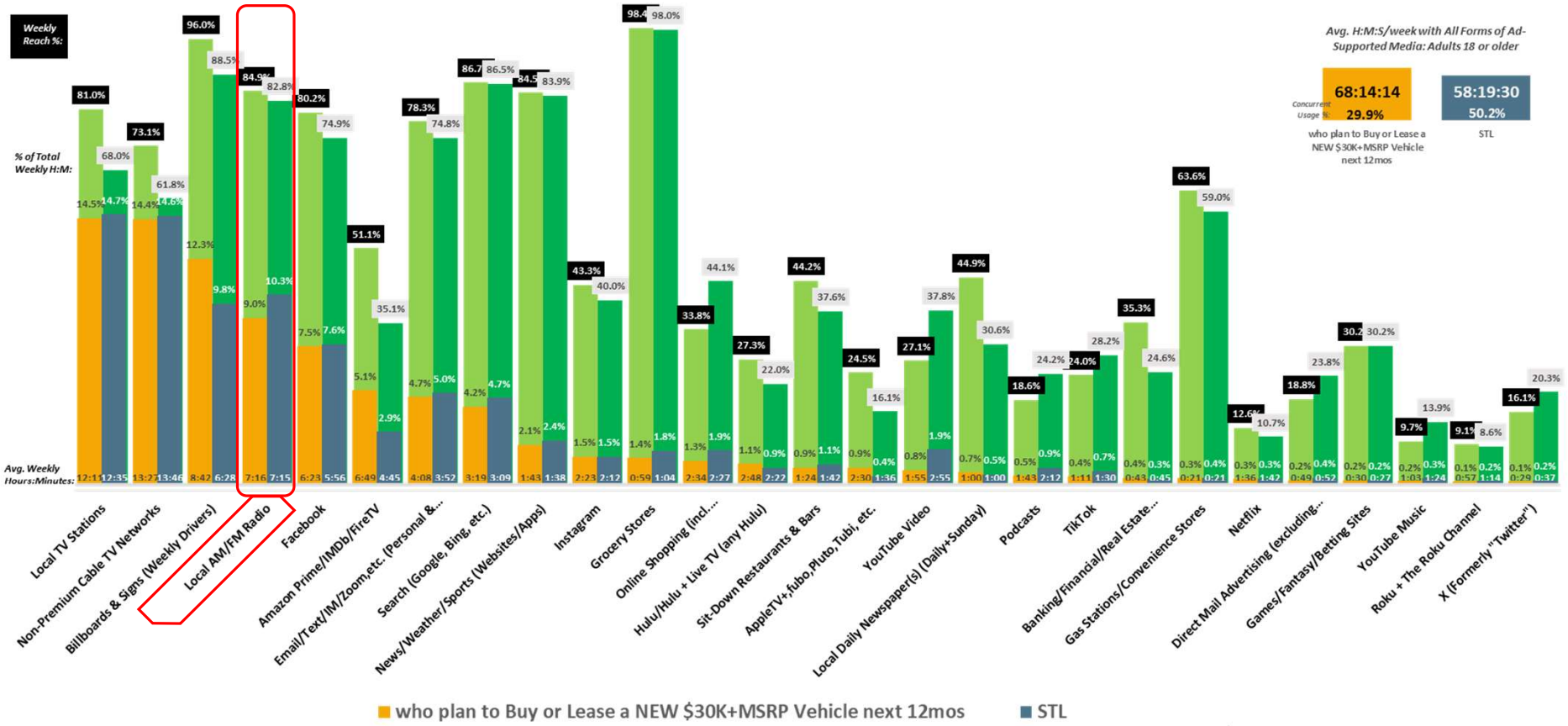
Hubbard BROADCASTING Share of Everything for Anything ©

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



Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 2 days, 20 hours, 14 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

84.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.% of total time spent with all forms of Ad-Supported Medi

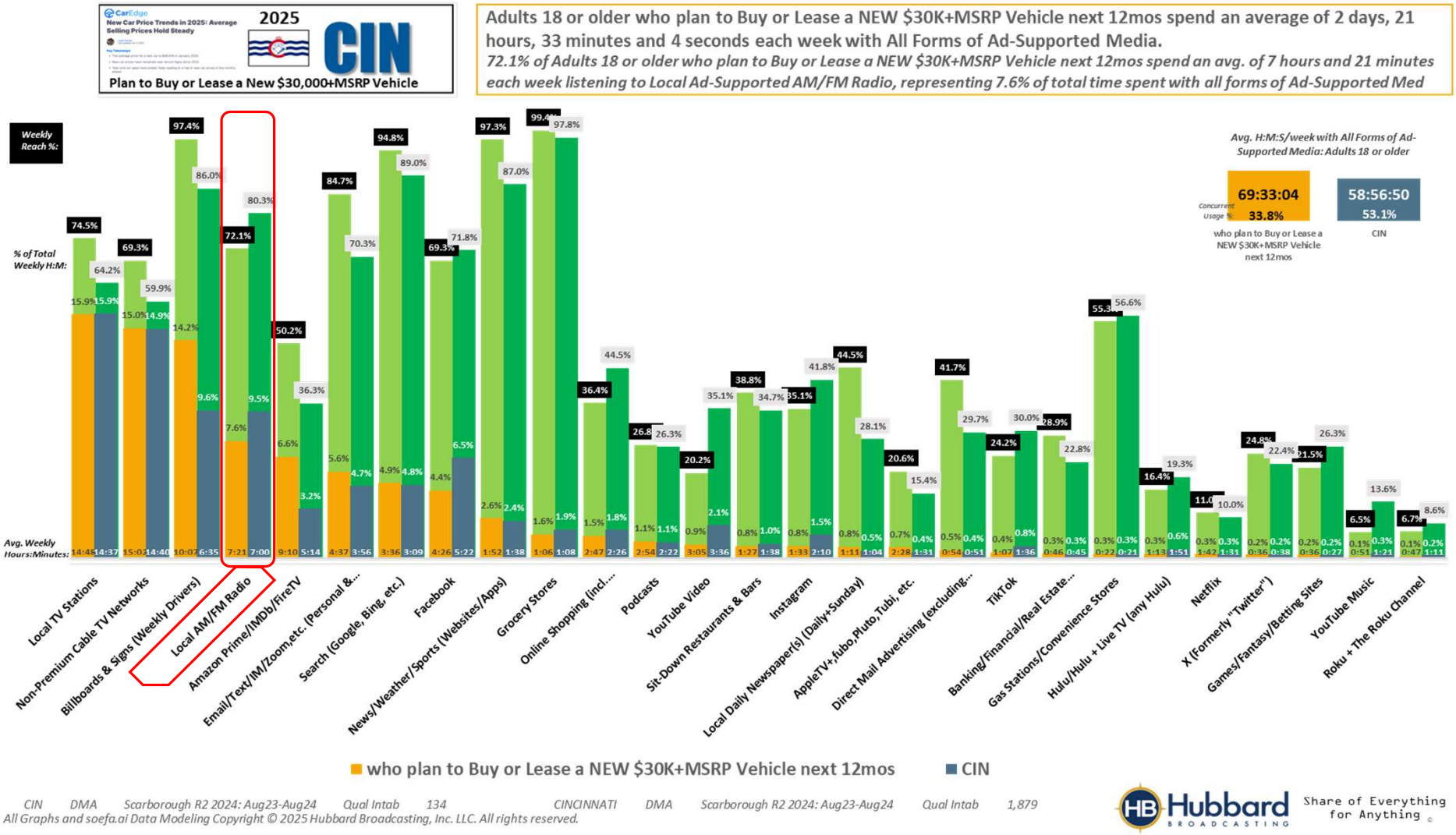


STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

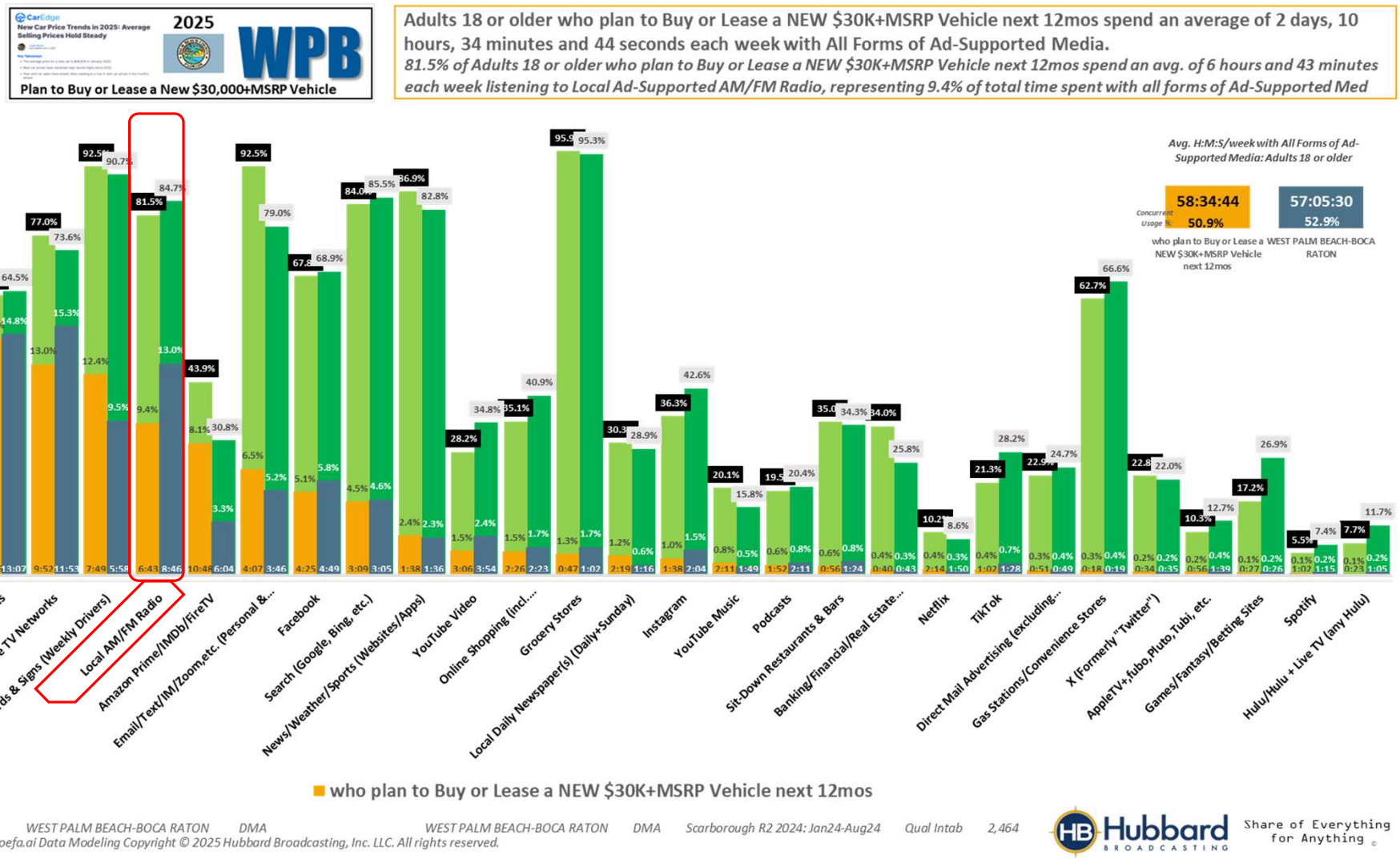
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

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



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



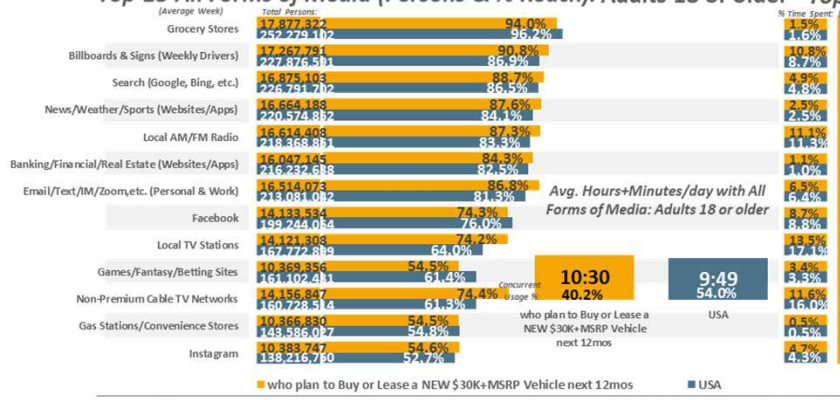
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

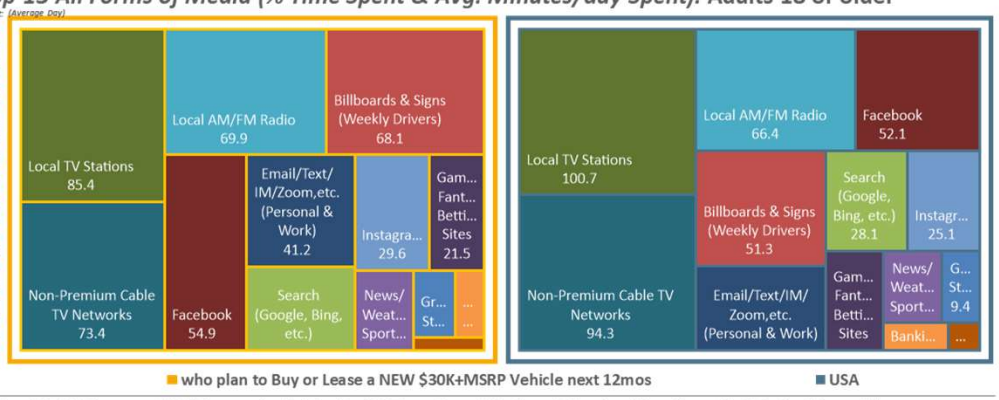


Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

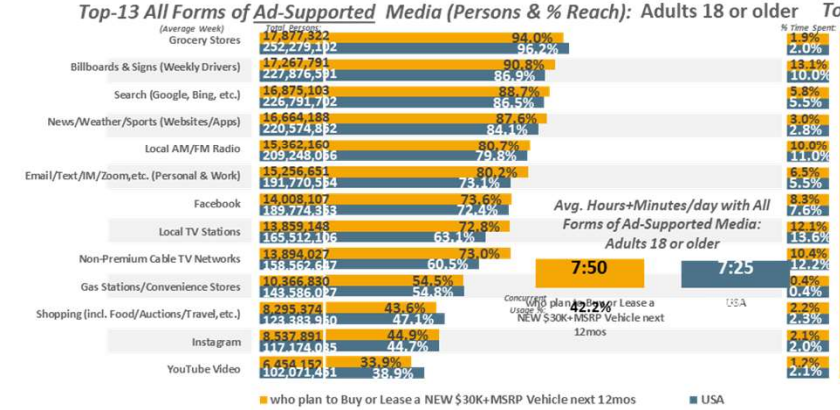
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



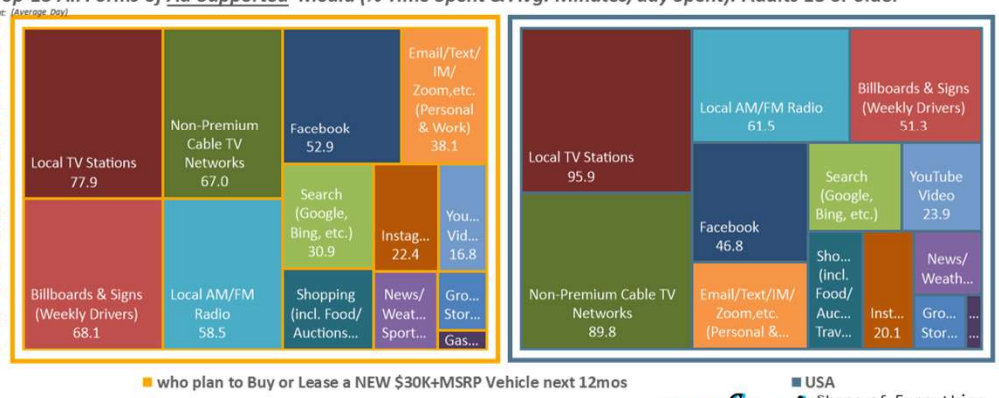
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

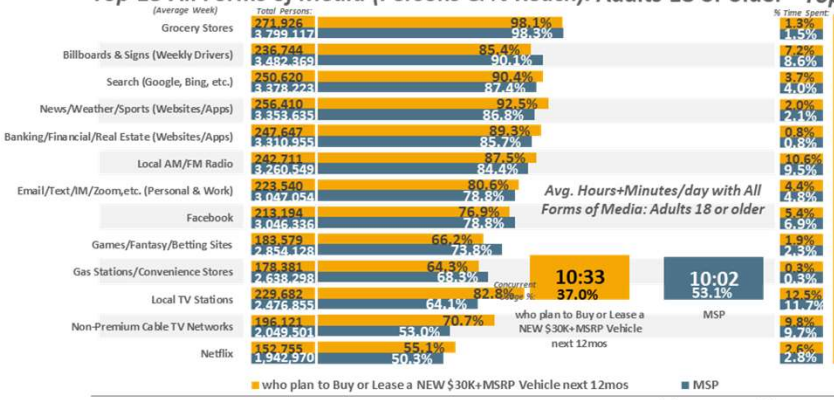
soefa.ai Share of Everything for Anything ©

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

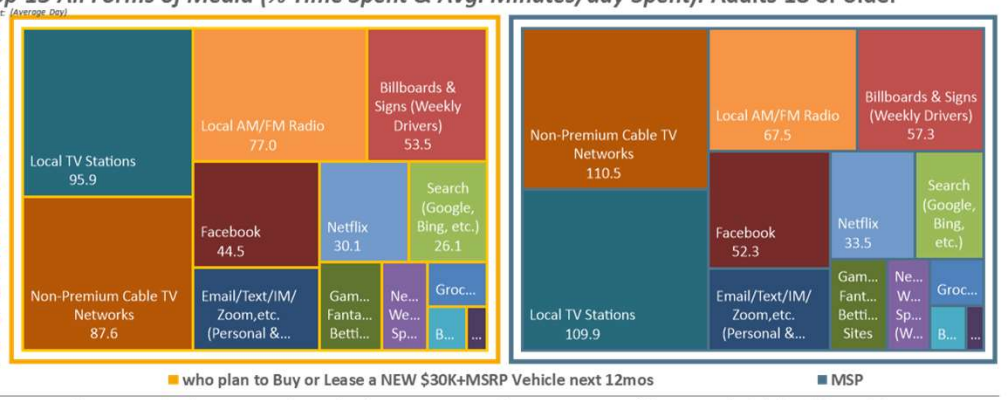


Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

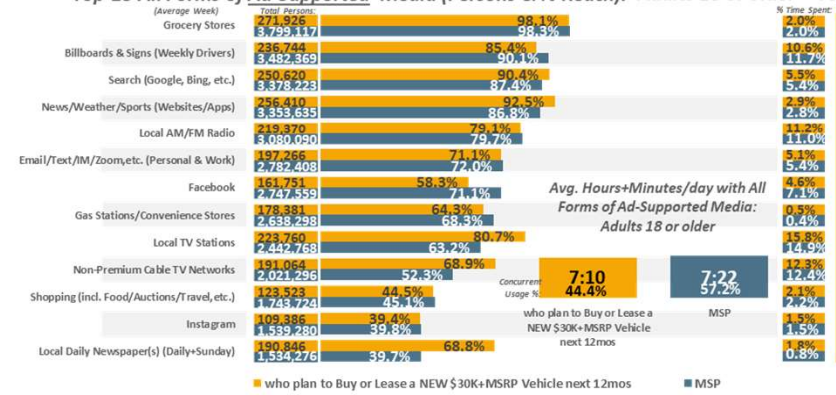
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



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



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

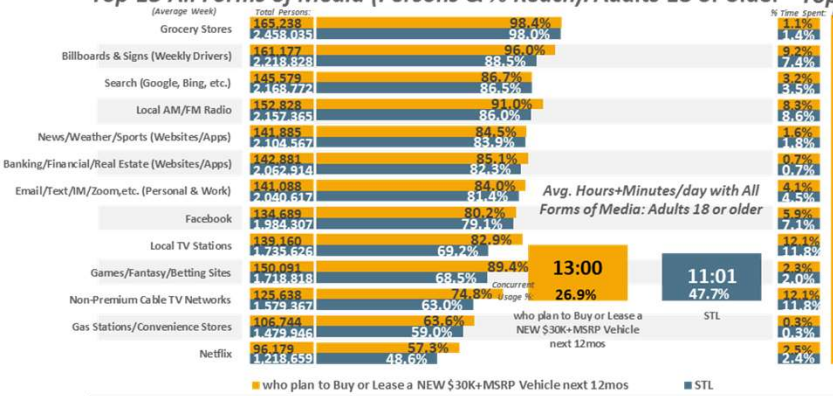
soefa.ai Share of Everything for Anything ©

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

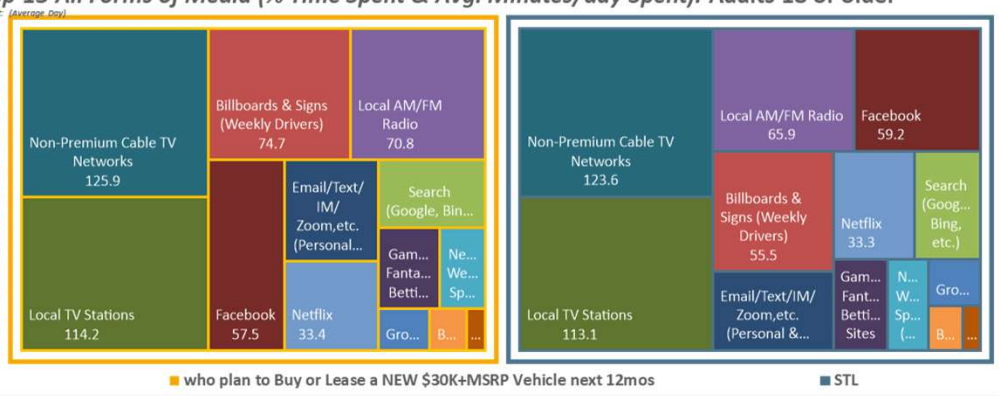


Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 9 hours and 44 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

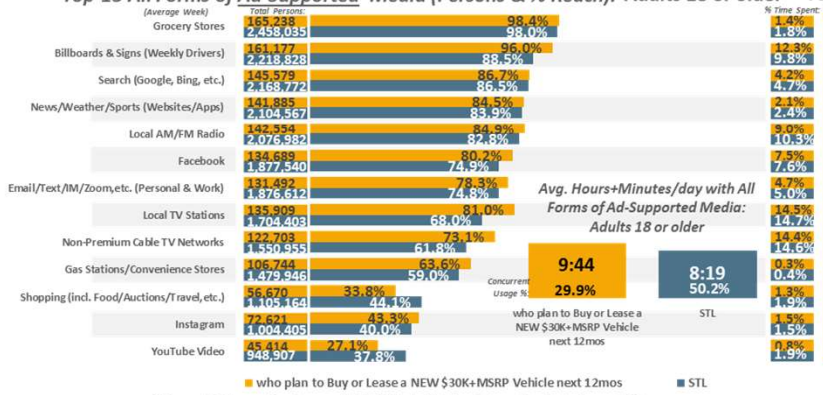
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



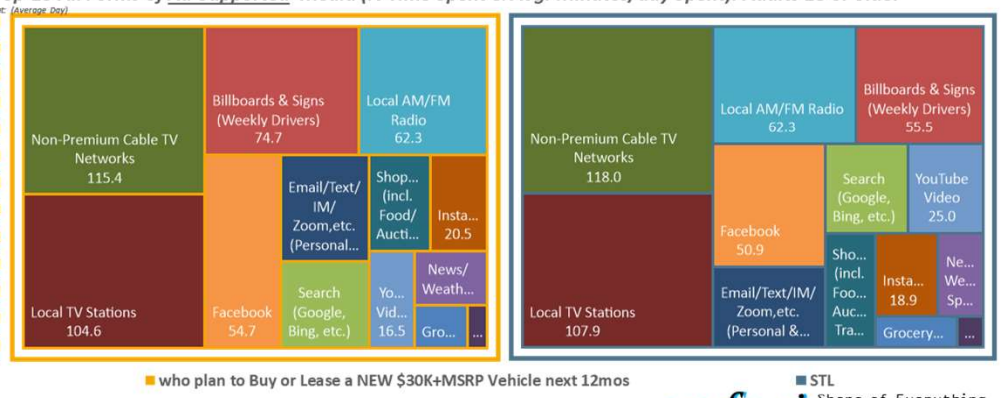
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

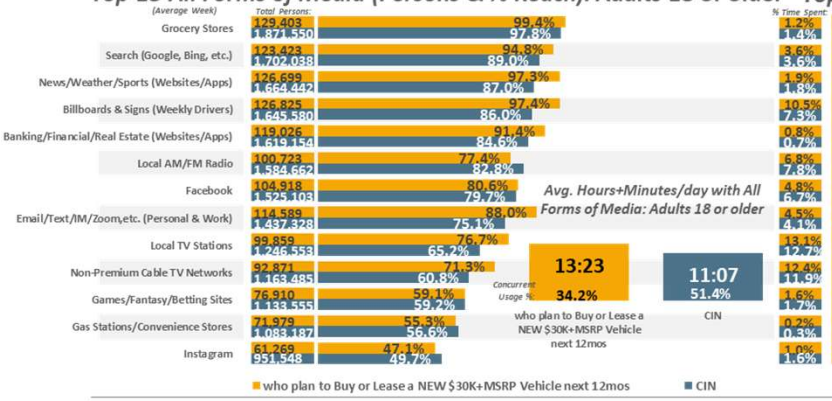
soefa.ai Share of Everything for Anything ©

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

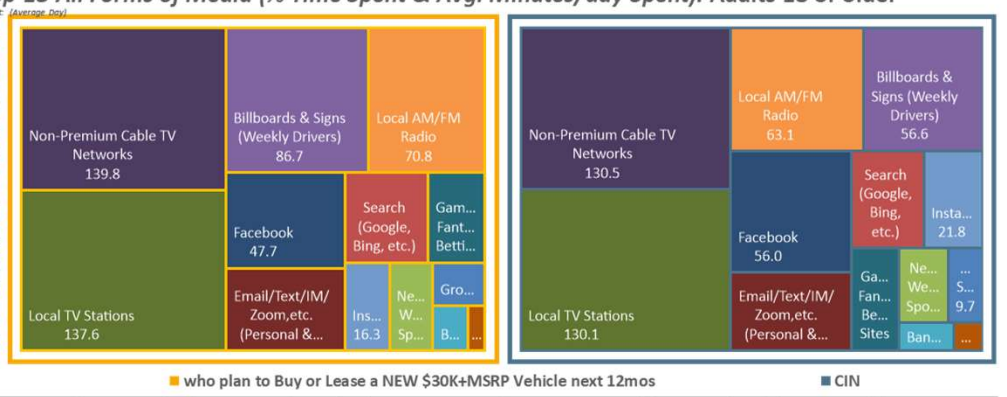


Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 9 hours and 56 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day. *(Local Radio delivers 7.6% of Time with Ad-Supported Media.)*

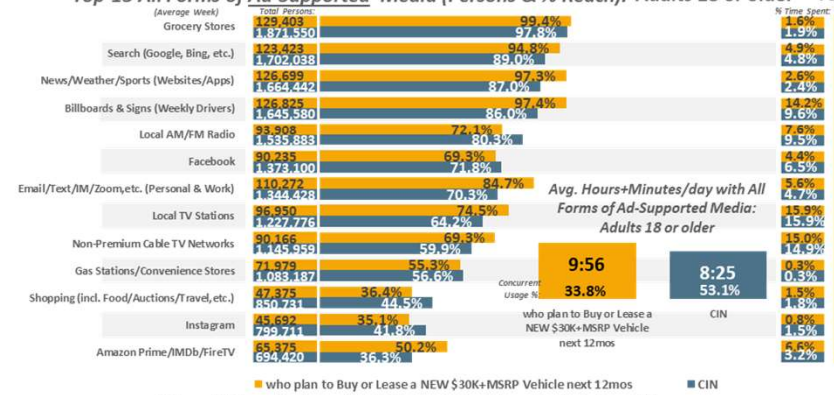
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



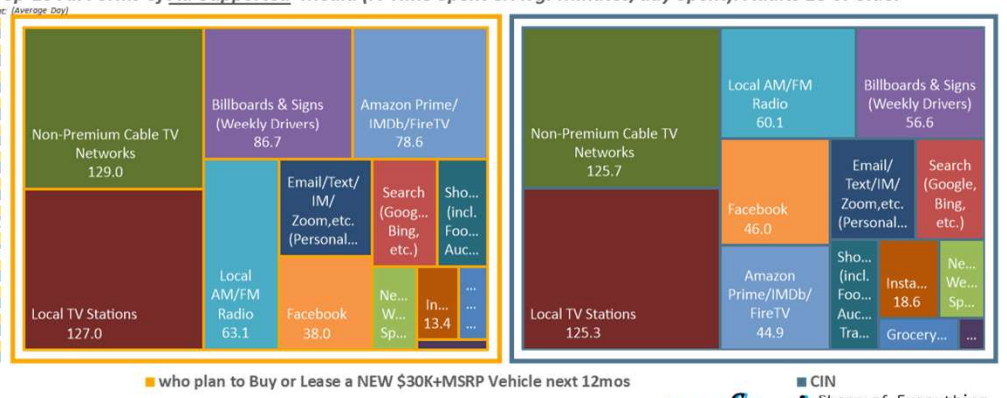
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

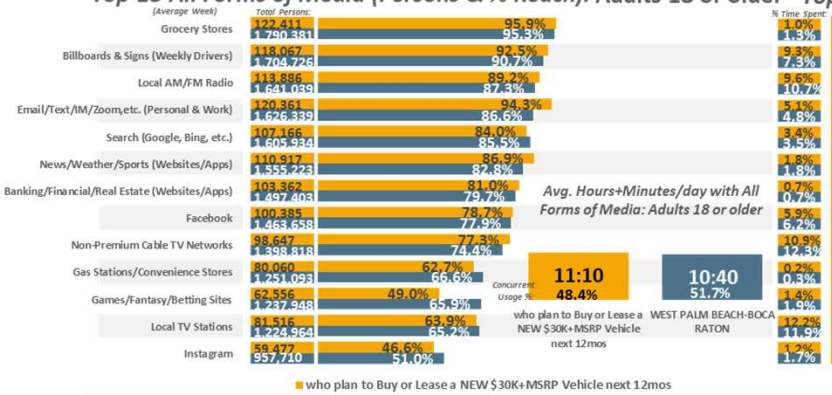
soefa.ai Share of Everything for Anything ©

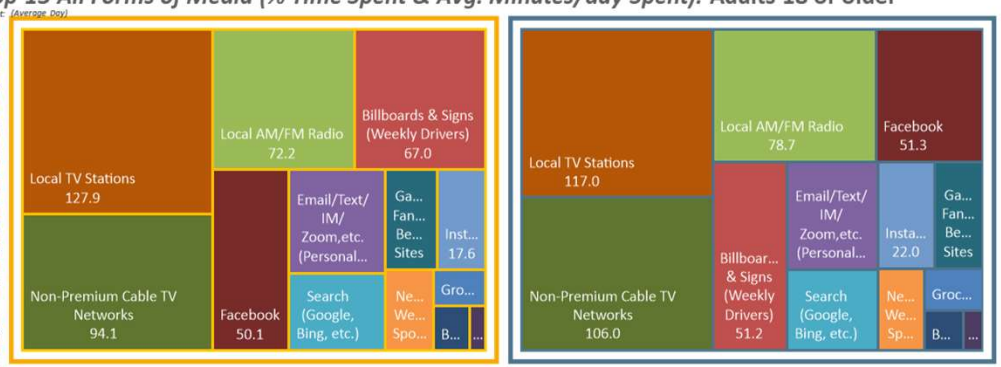
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



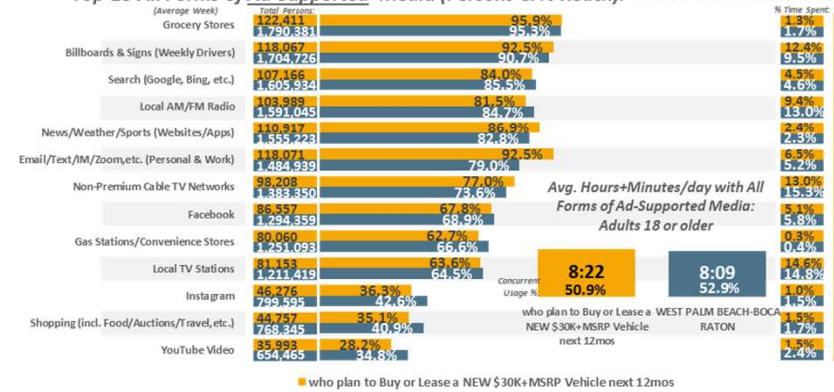
Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 57.6 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

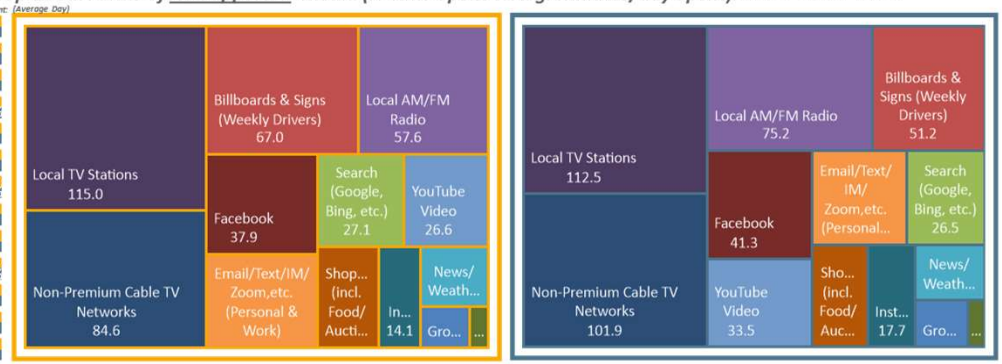
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older** ***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**





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





WEST PALM BEACH-BOCA RATON DMA

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

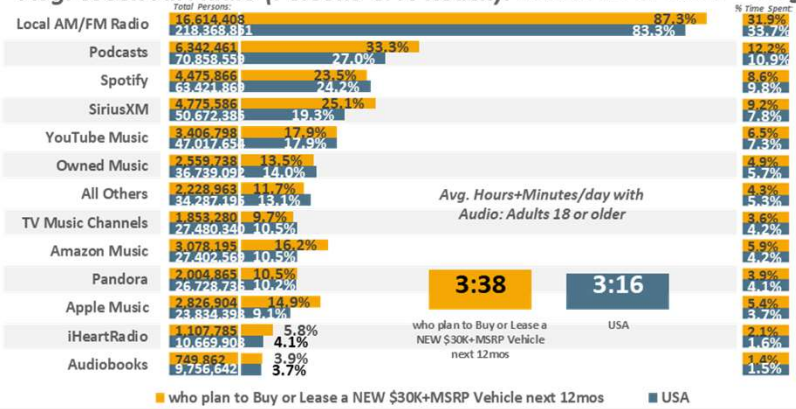
soefa.ai Share of Everything for Anything ©

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

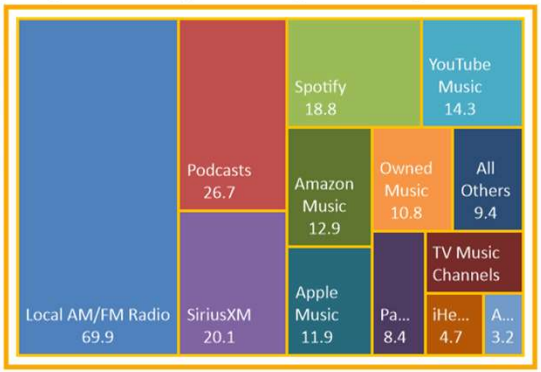


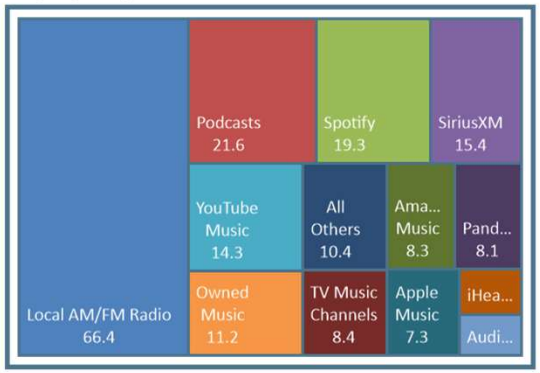
15,362,160 or 80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

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

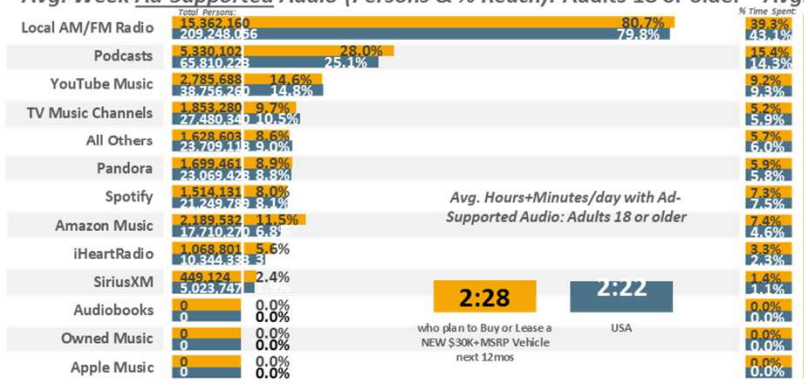


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

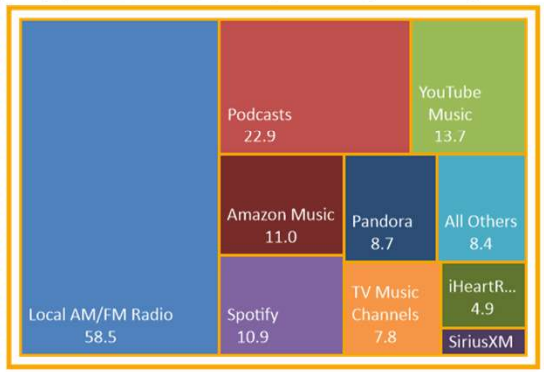


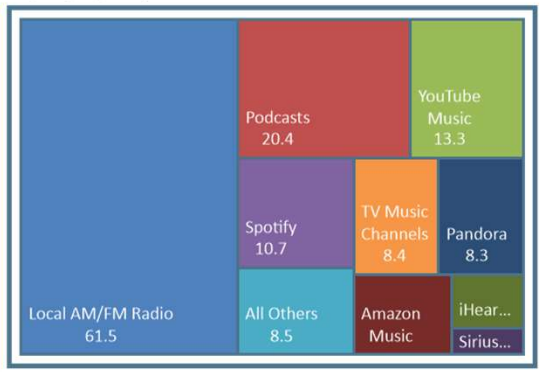


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

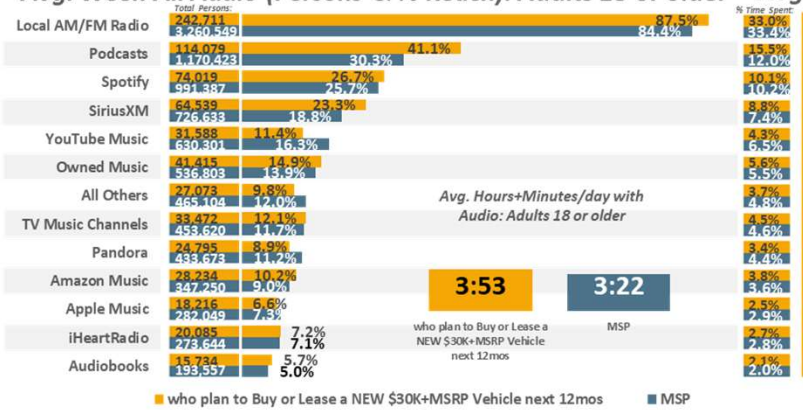
soefa.ai Share of Everything for Anything ©

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

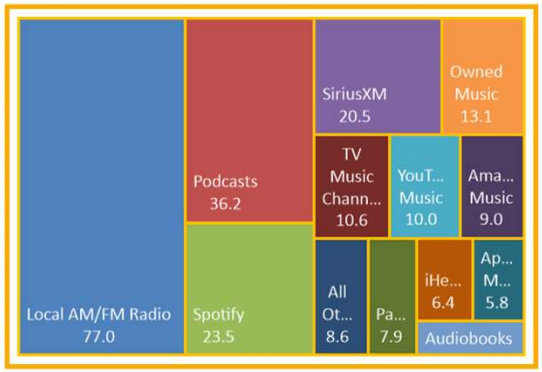


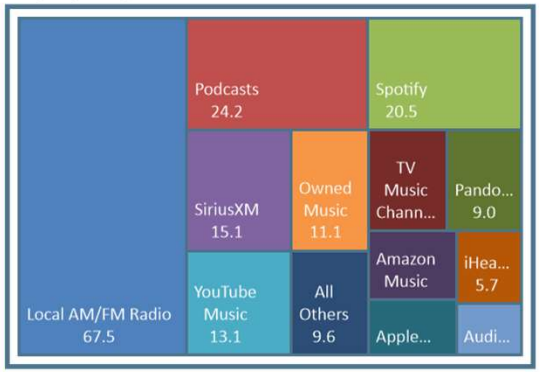
219,370 or 79.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

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



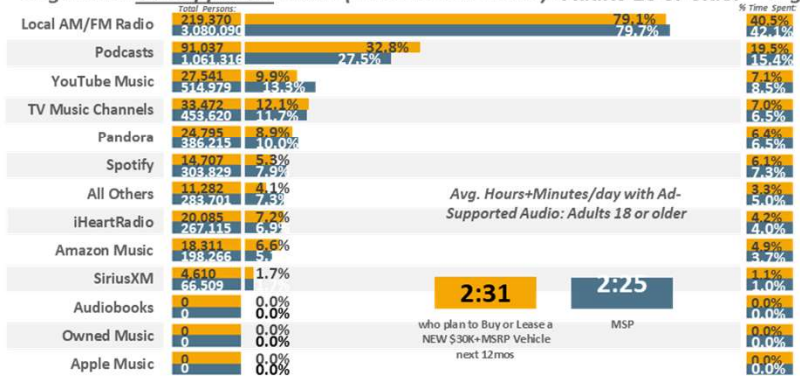
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



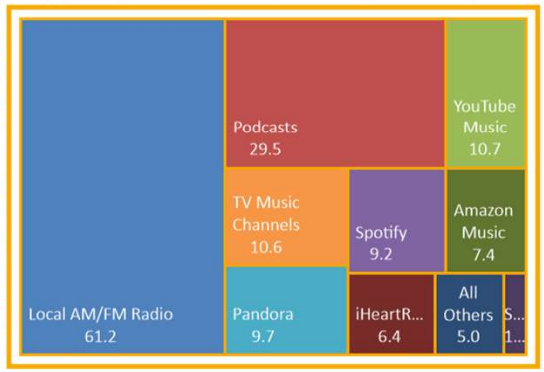


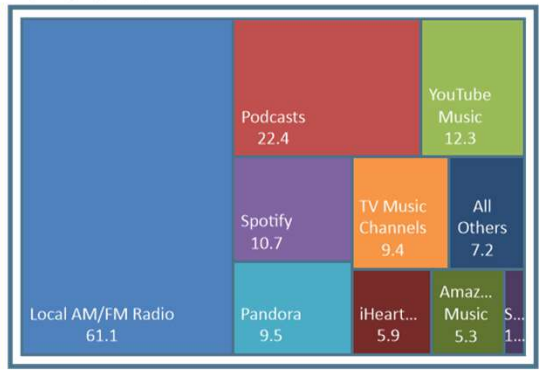
who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos ■ MSP

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





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

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

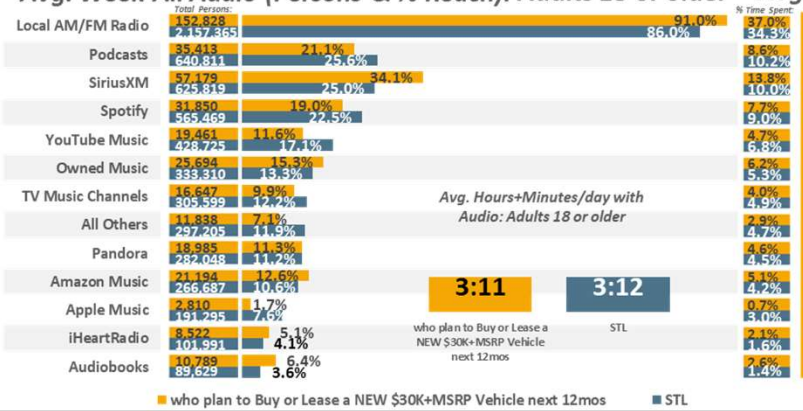
soefa.ai Share of Everything for Anything ©

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

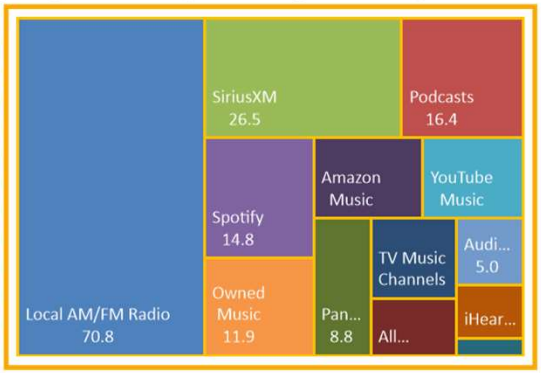


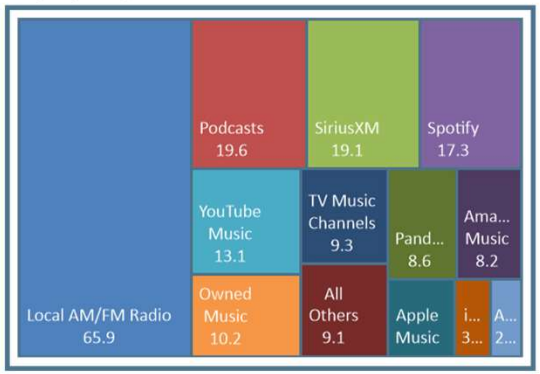
142,554 or 84.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.

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

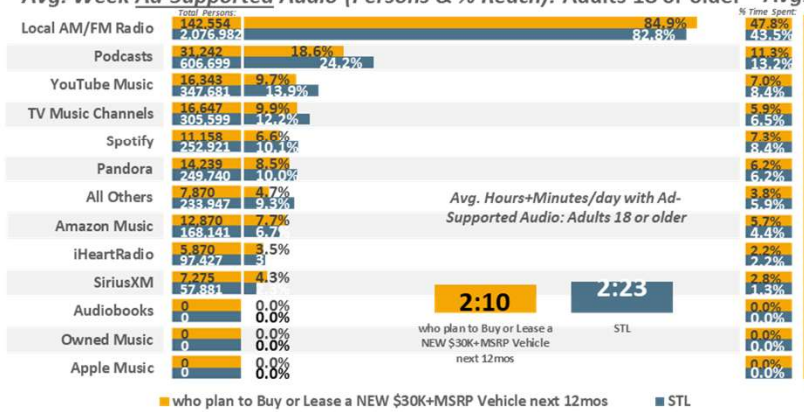


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

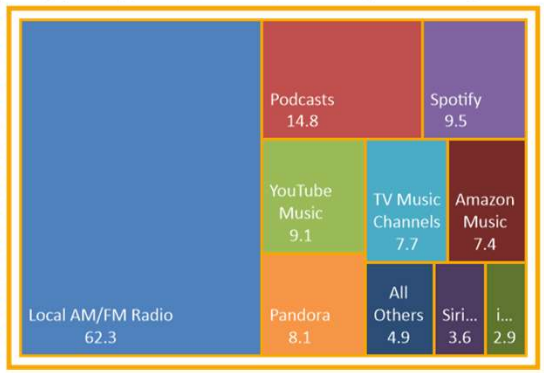


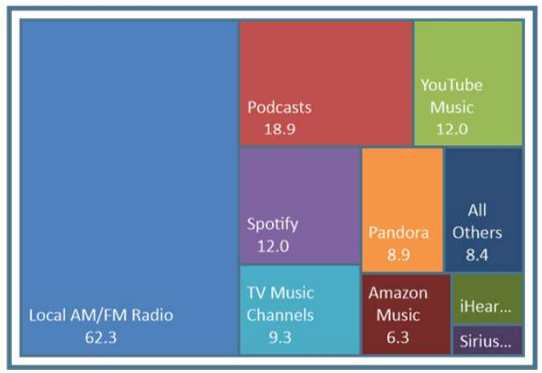


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

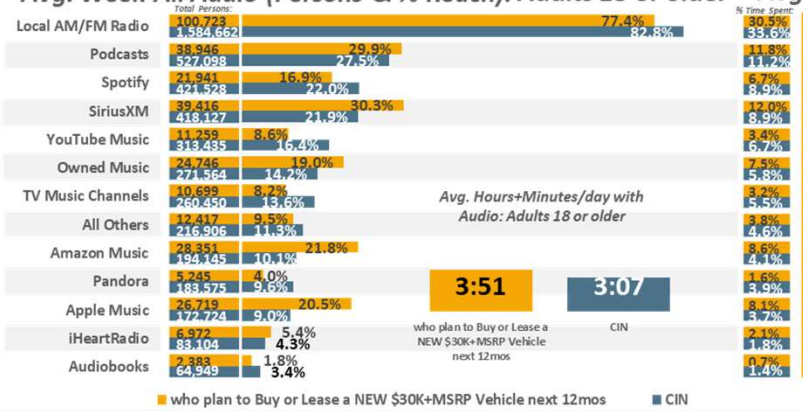
soefa.ai Share of Everything for Anything ©

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

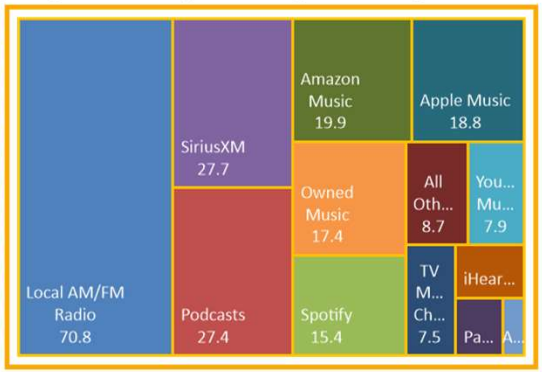


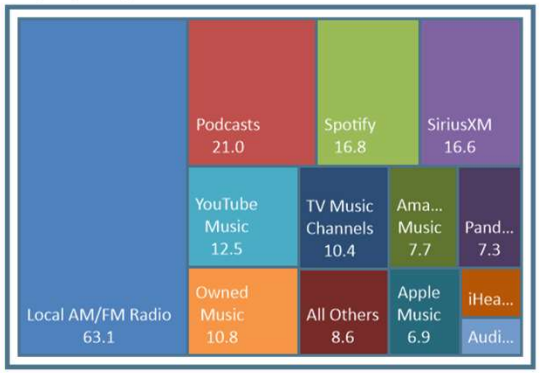
93,908 or 72.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

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

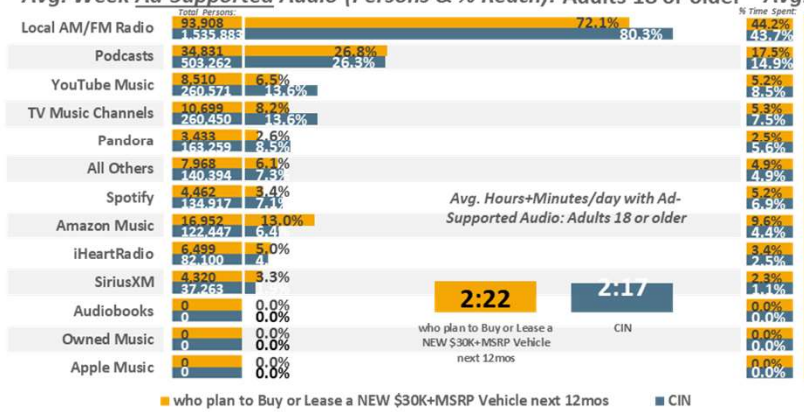


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

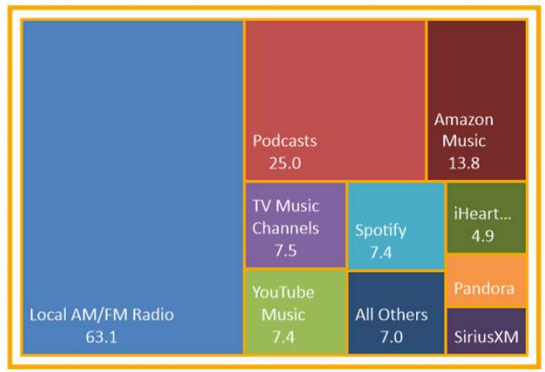


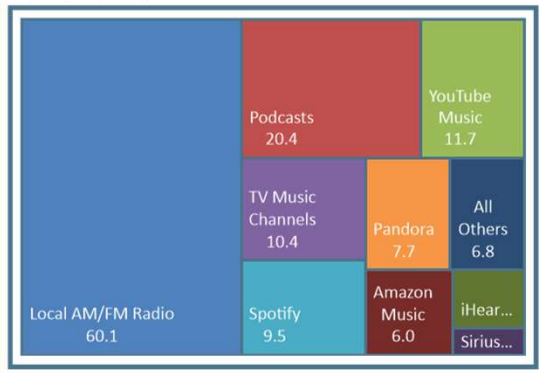


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

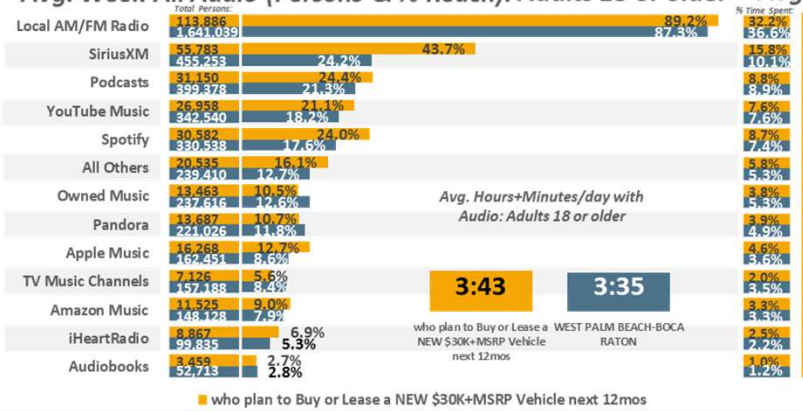
soefa.ai Share of Everything for Anything ©

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

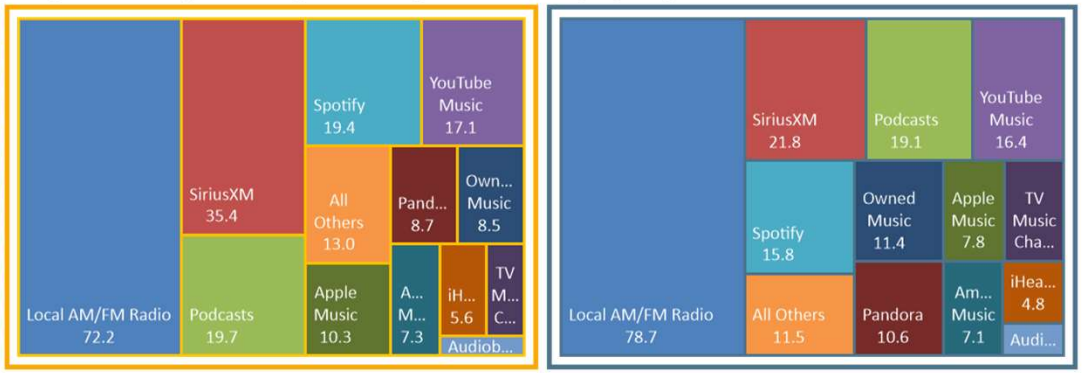


103,989 or 81.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.6 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

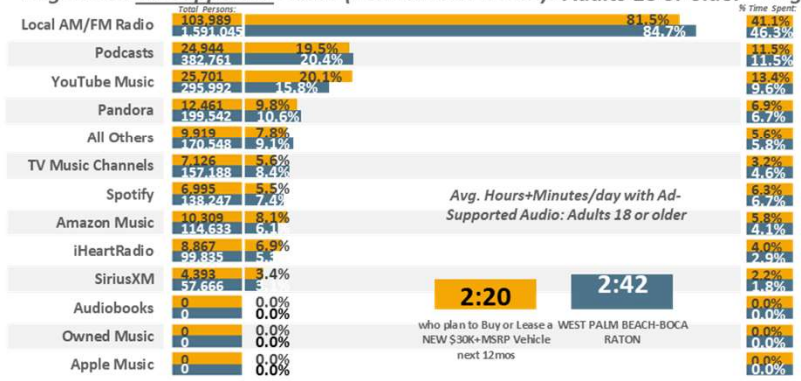
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



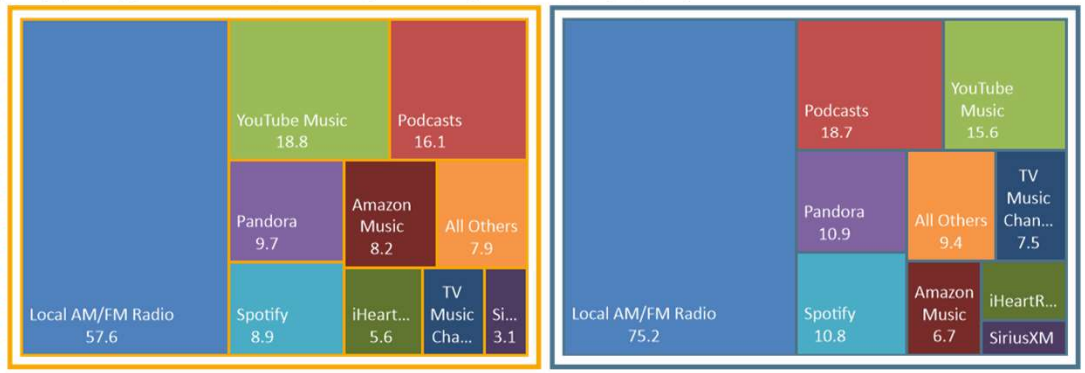
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

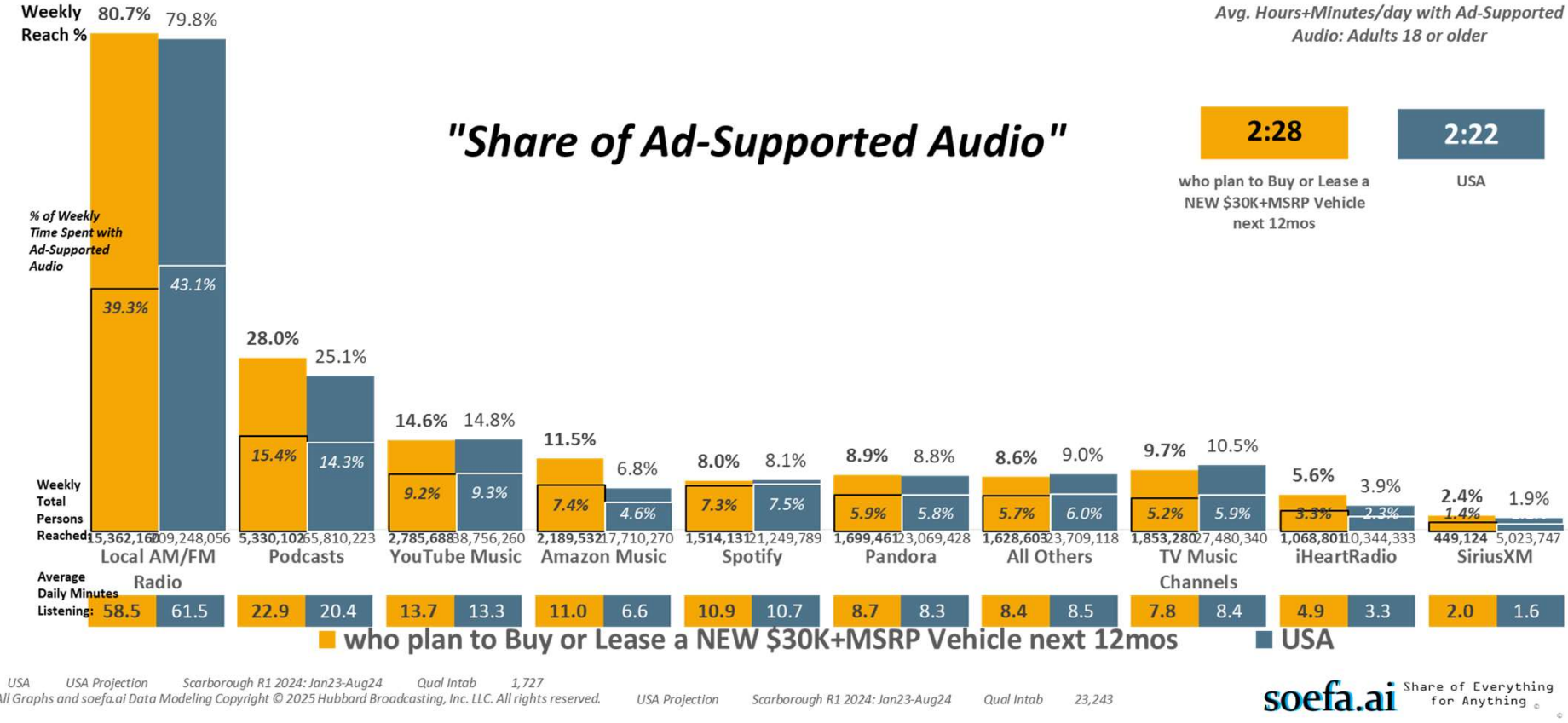
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

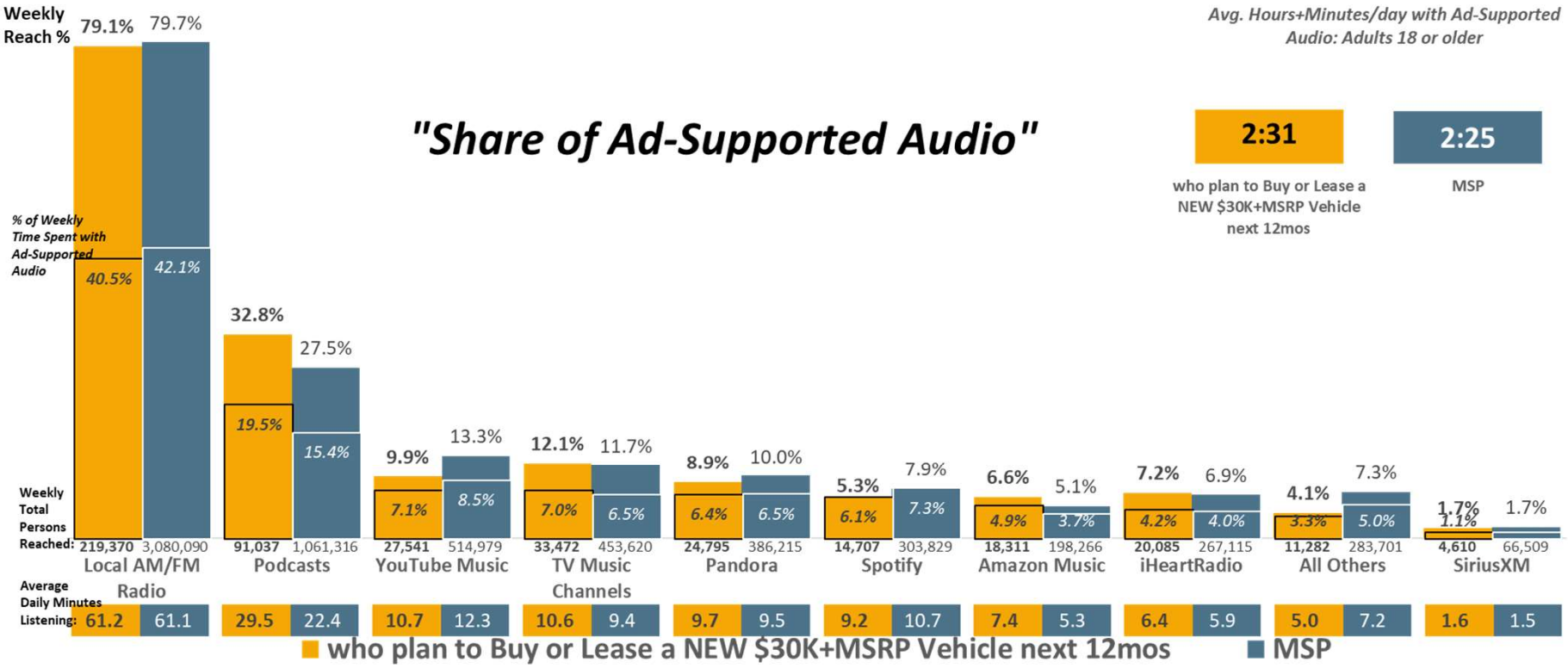
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



219,370 or 79.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

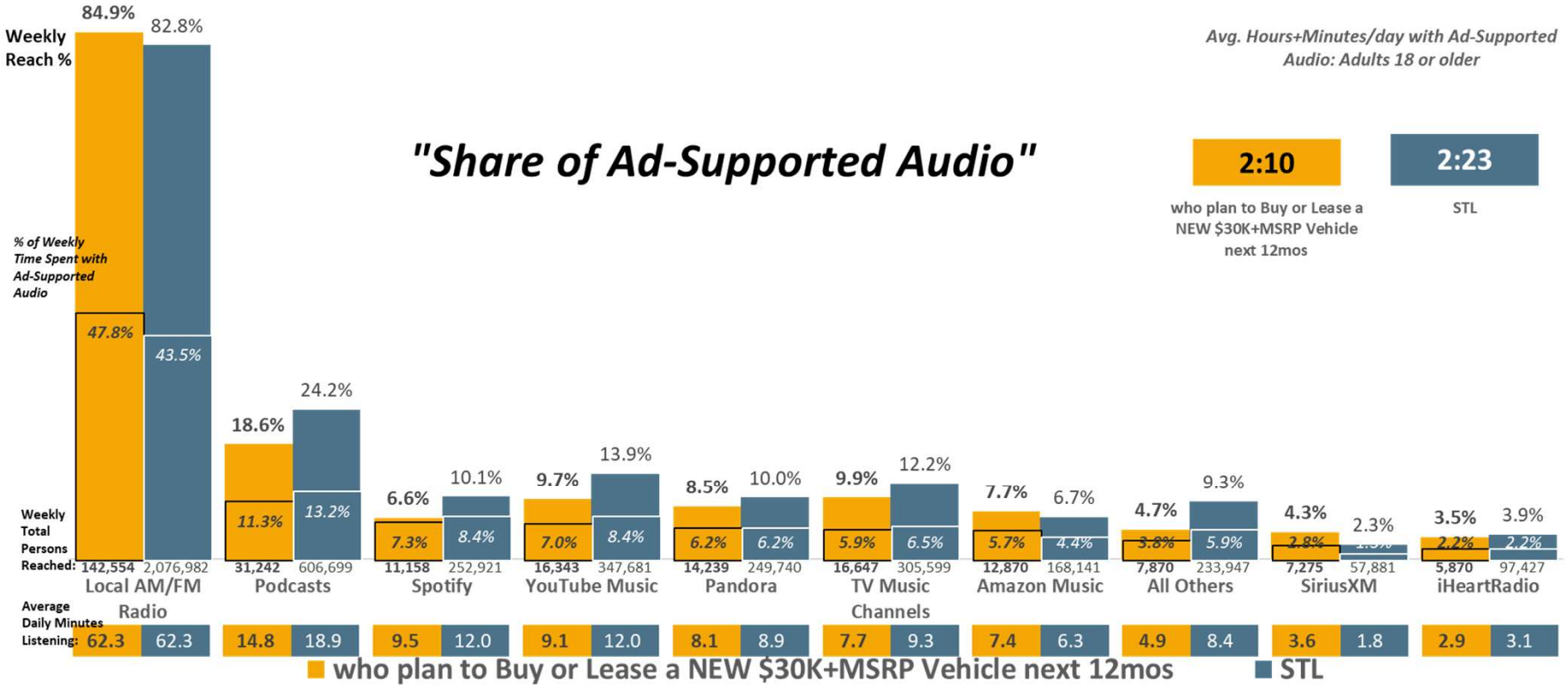
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



142,554 or 84.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

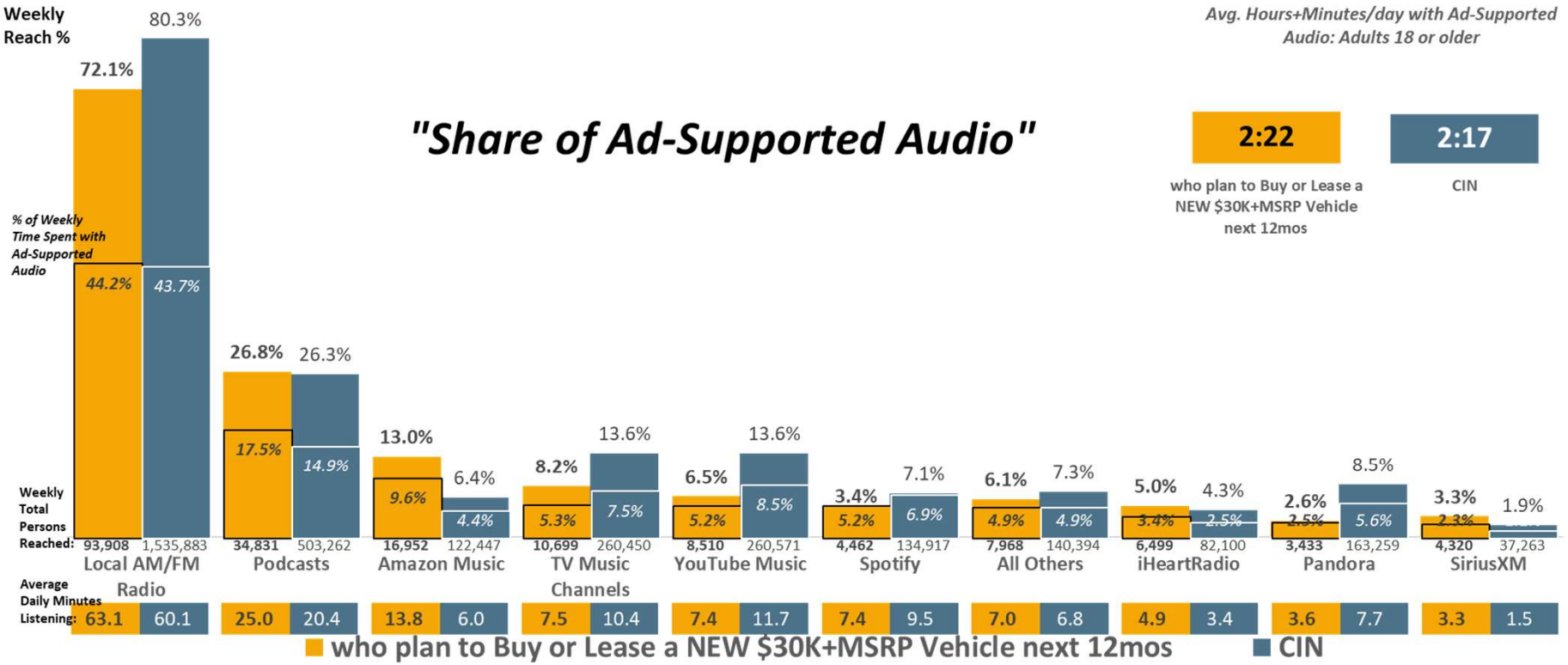
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



93,908 or 72.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

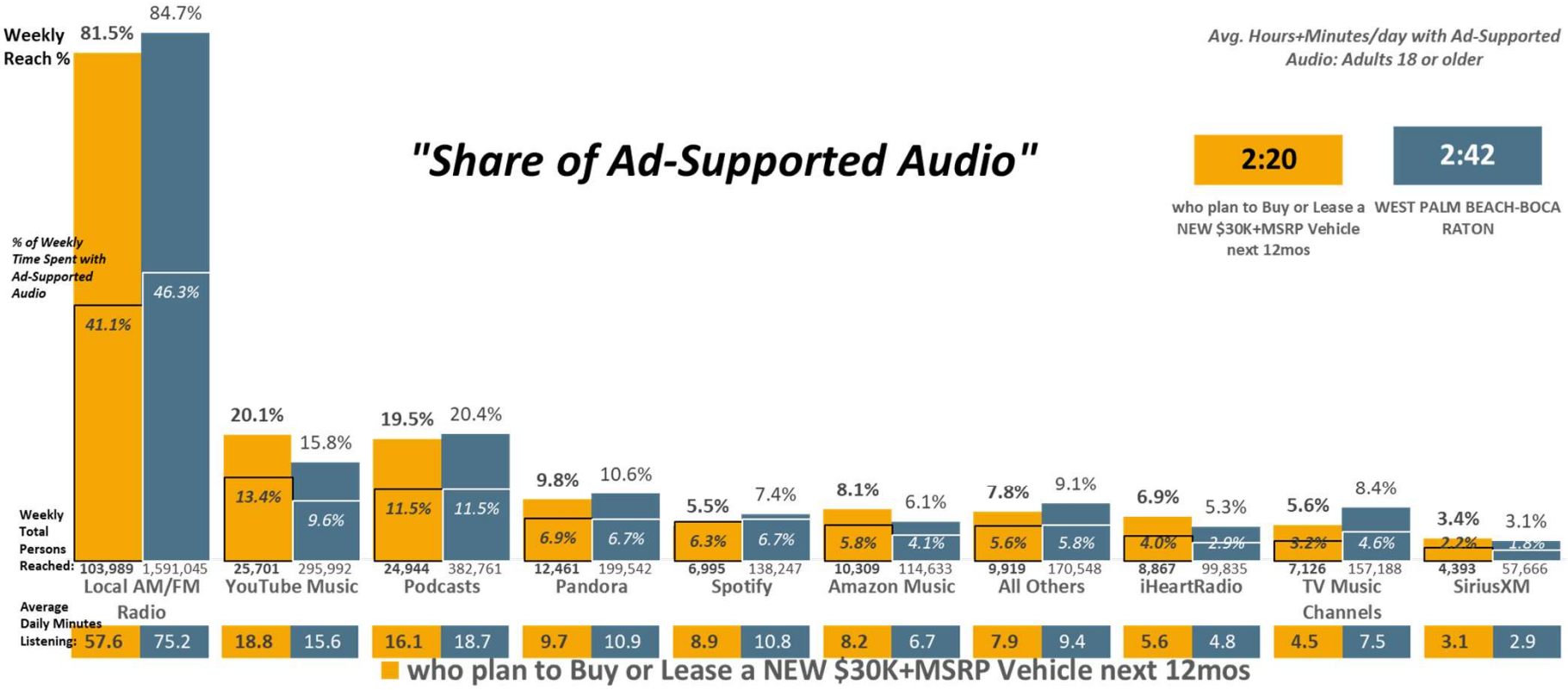
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



103,989 or 81.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.6 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

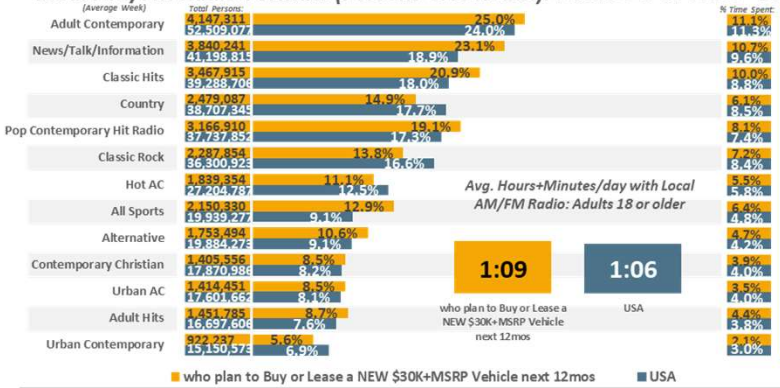
soefa.ai Share of Everything for Anything ©

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



15,362,160 or 80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

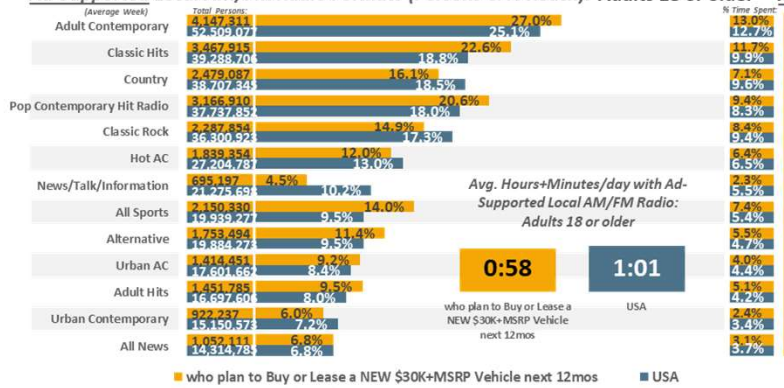
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



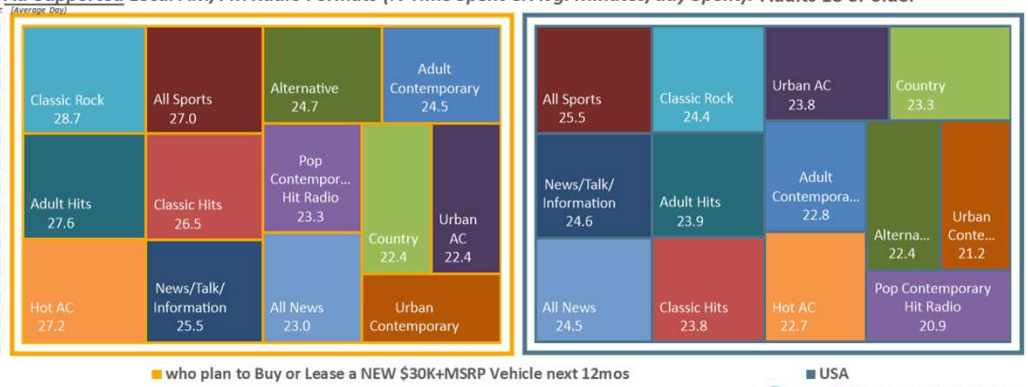
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

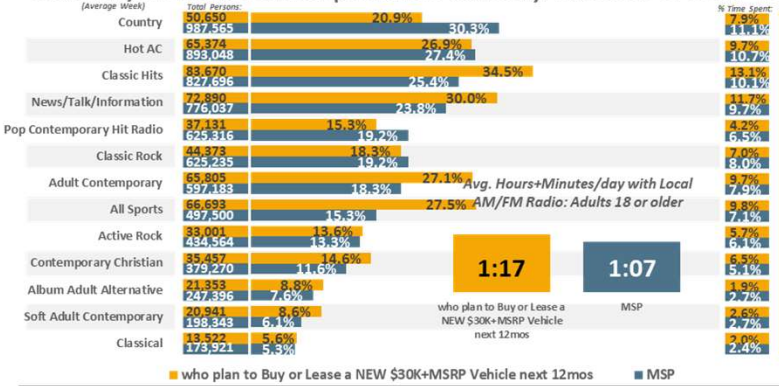
soefa.ai Share of Everything for Anything ©

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

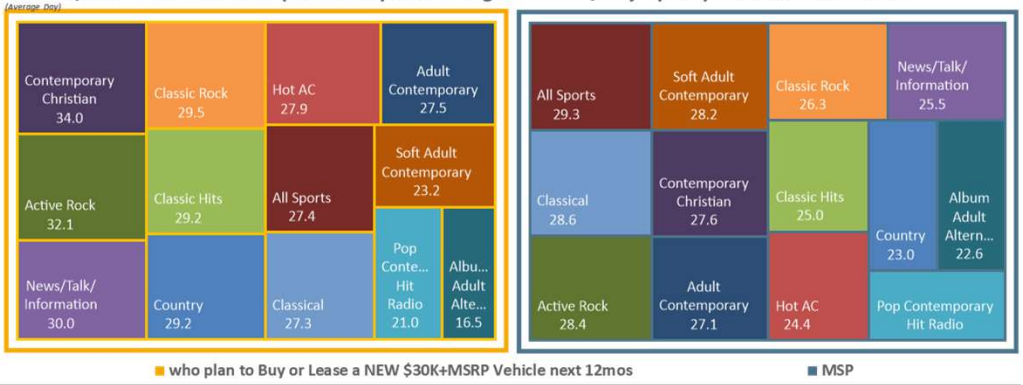


219,370 or 79.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, All Sports, Adult Contemporary, Hot AC, and Country.

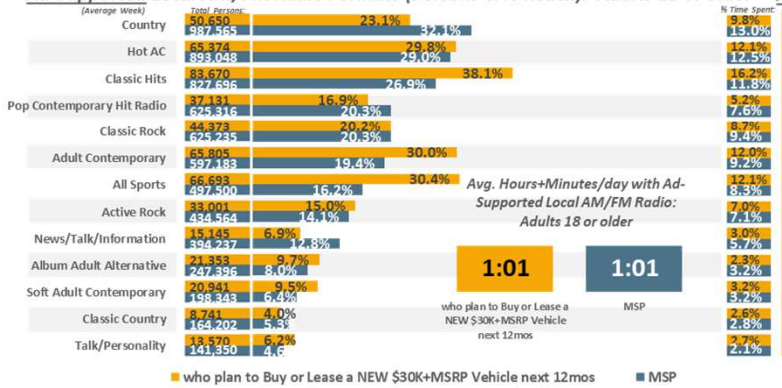
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



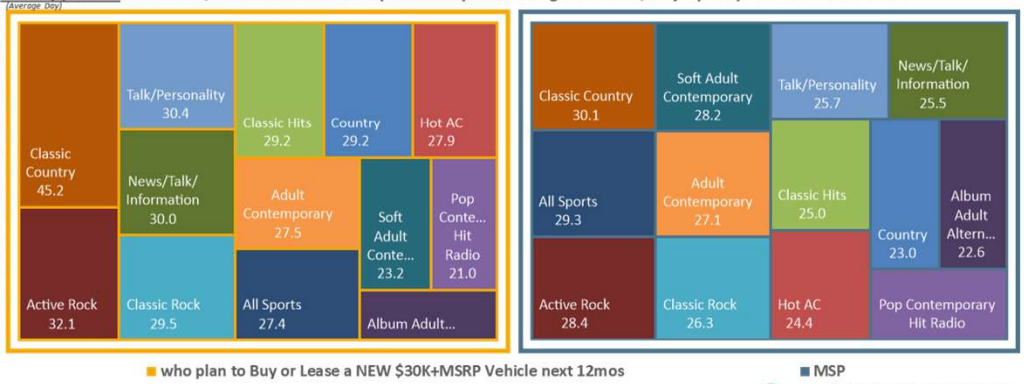
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

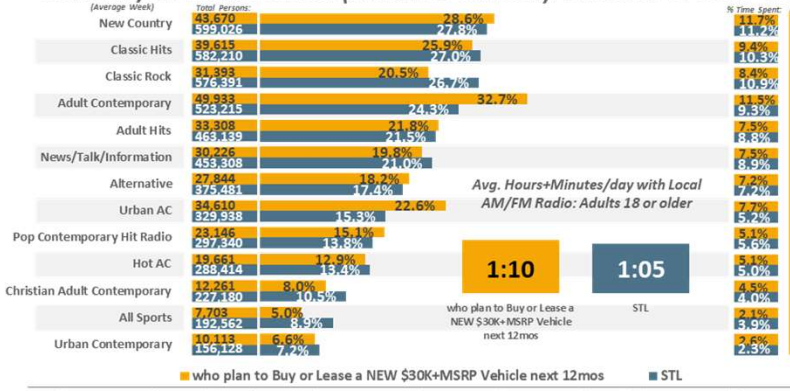
soefa.ai Share of Everything for Anything

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

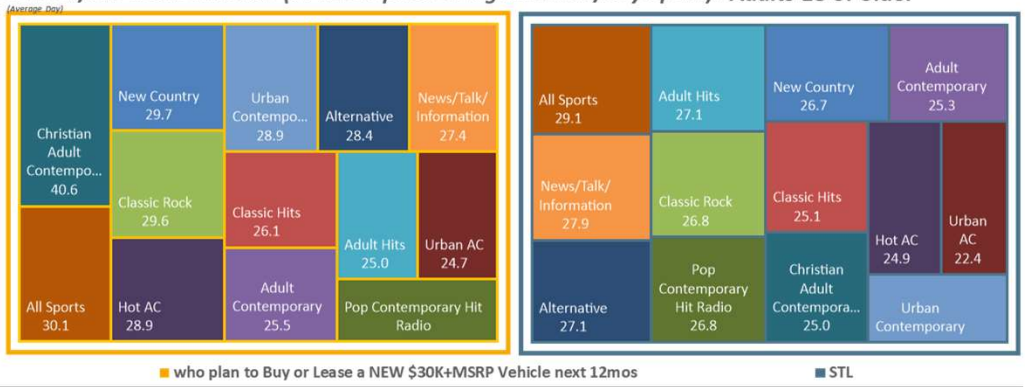


142,554 or 84.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, New Country, Classic Hits, Urban AC, and Adult Hits.

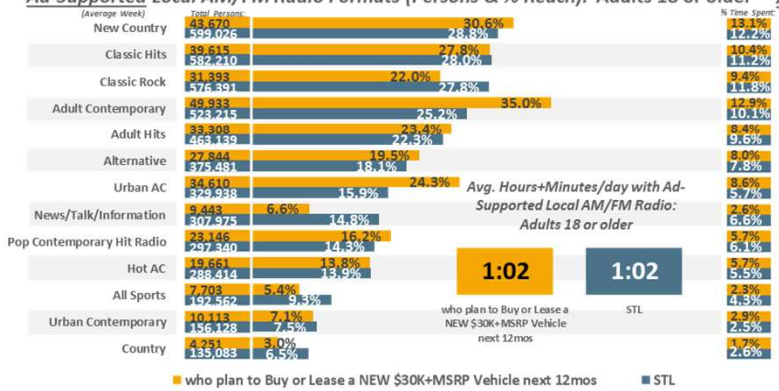
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



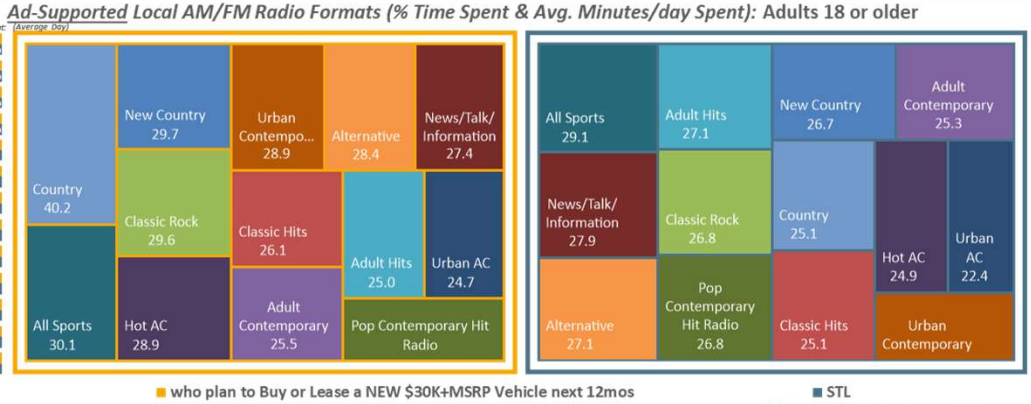
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

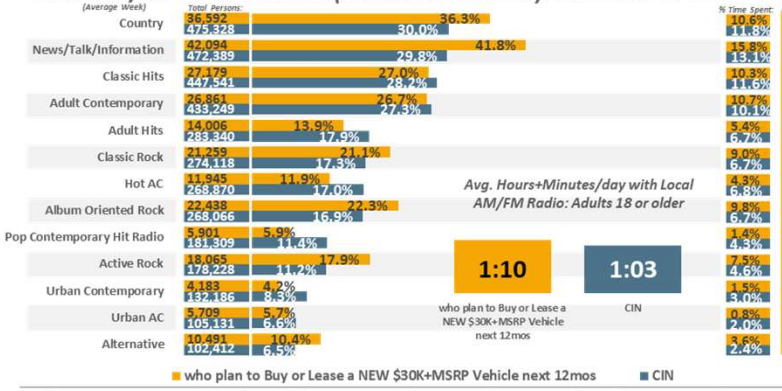
soefa.ai Share of Everything for Anything

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

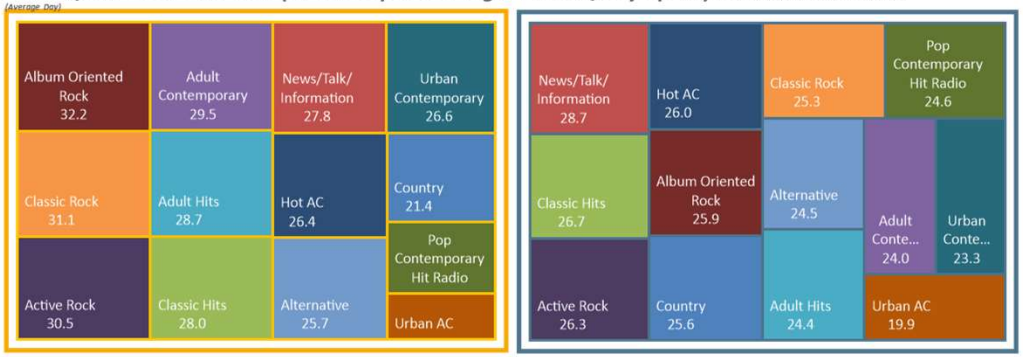


93,908 or 72.1% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, News/Talk/Information, Classic Hits, Adult Contemporary, and Album Oriented Rock.

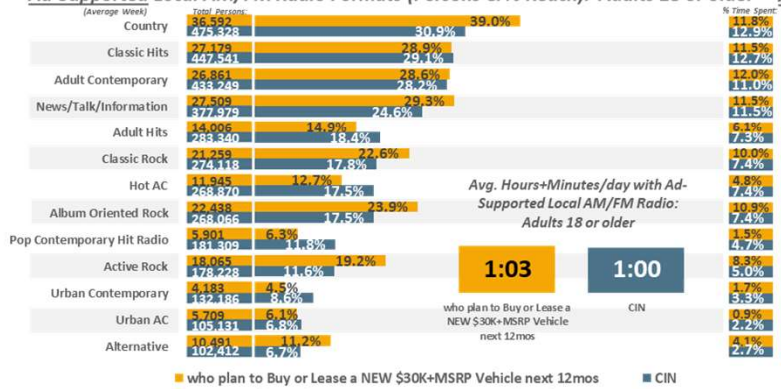
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



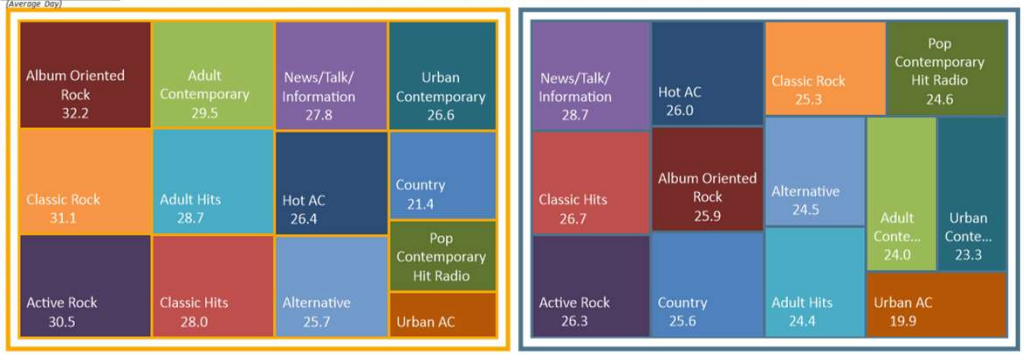
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

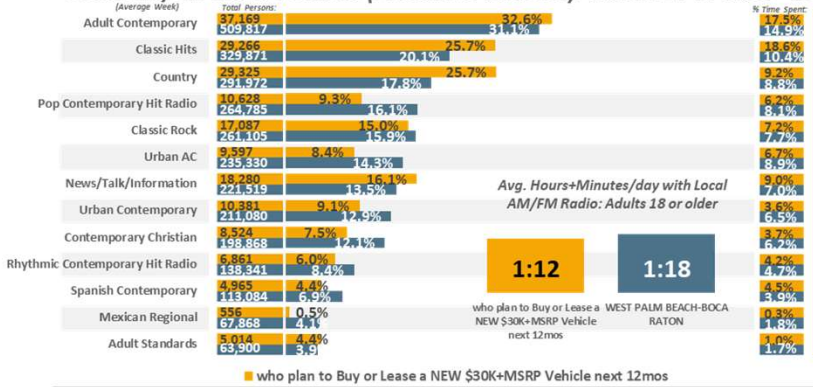
soefa.ai Share of Everything for Anything

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

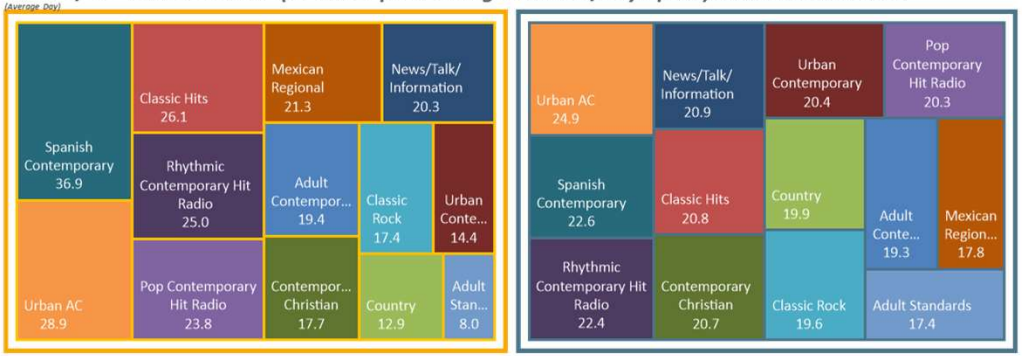


103,989 or 81.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Hot AC.

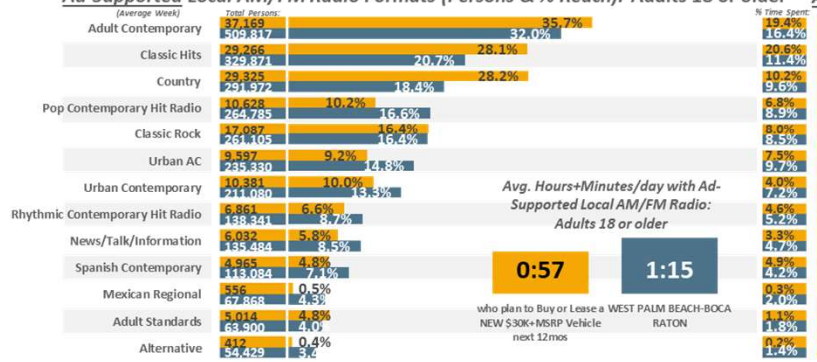
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



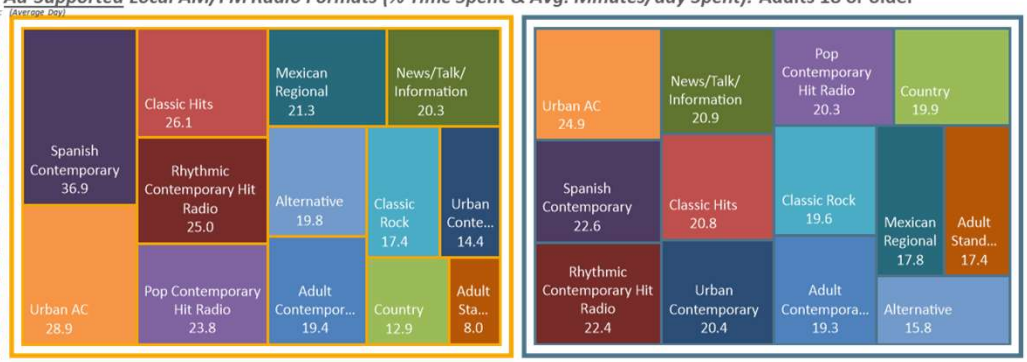
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

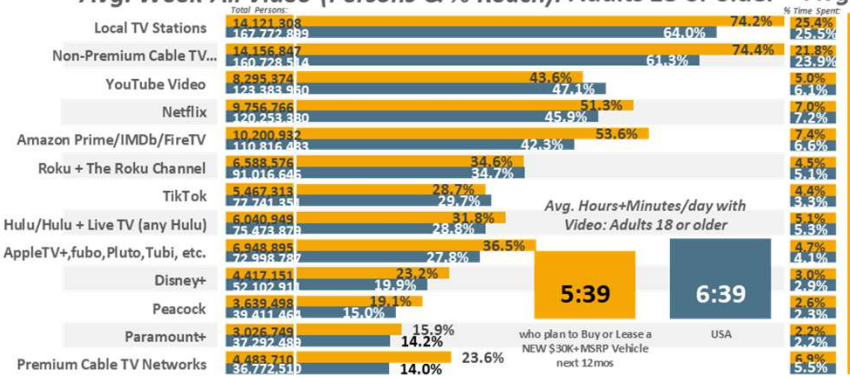
soefa.ai Share of Everything for Anything ©

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

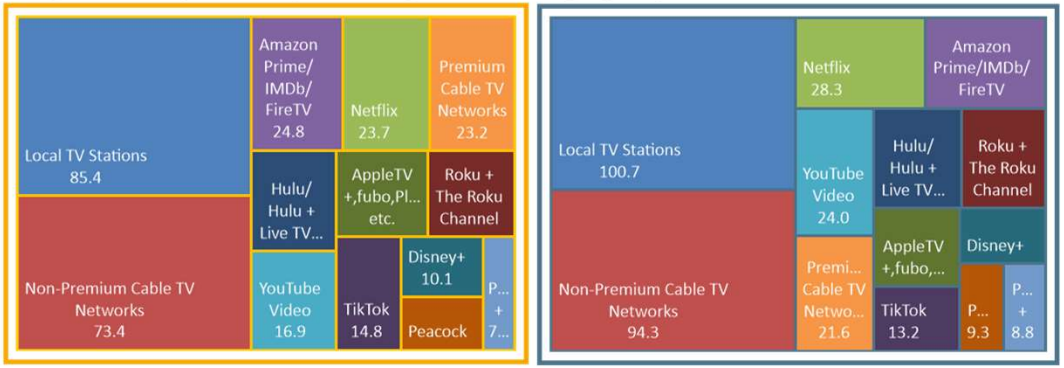


13,859,148 or 72.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 77.9 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

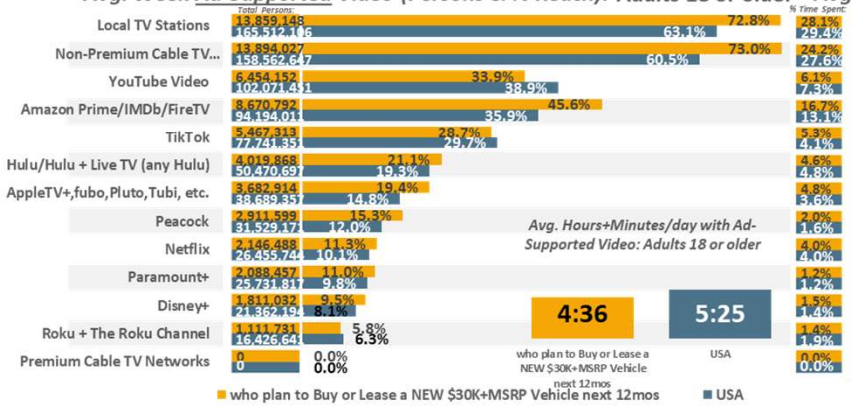
Avg. Week All Video (Persons & % Reach): Adults 18 or older



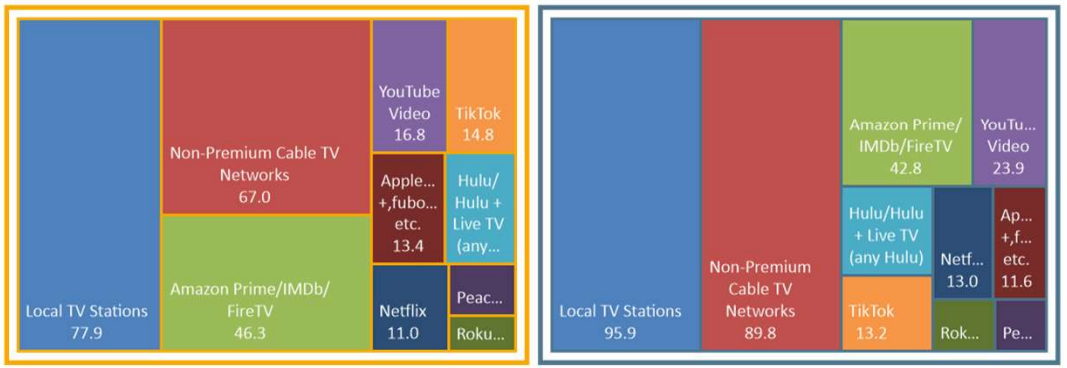
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



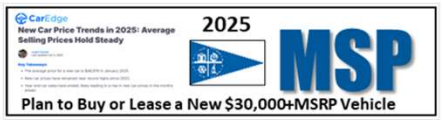
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

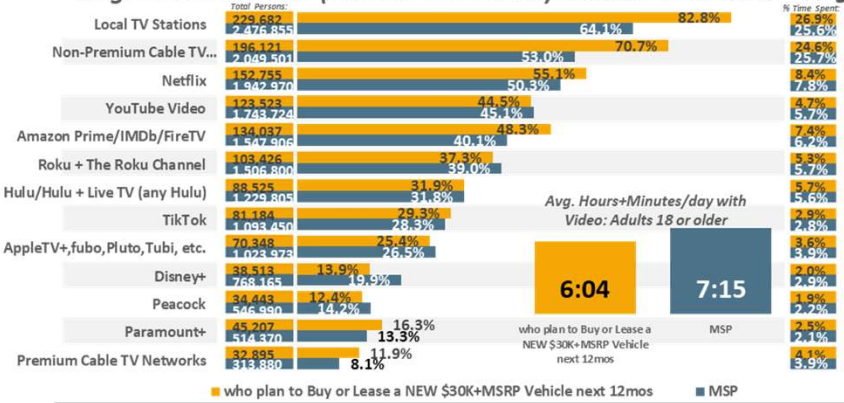
soefa.ai Share of Everything for Anything ©

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

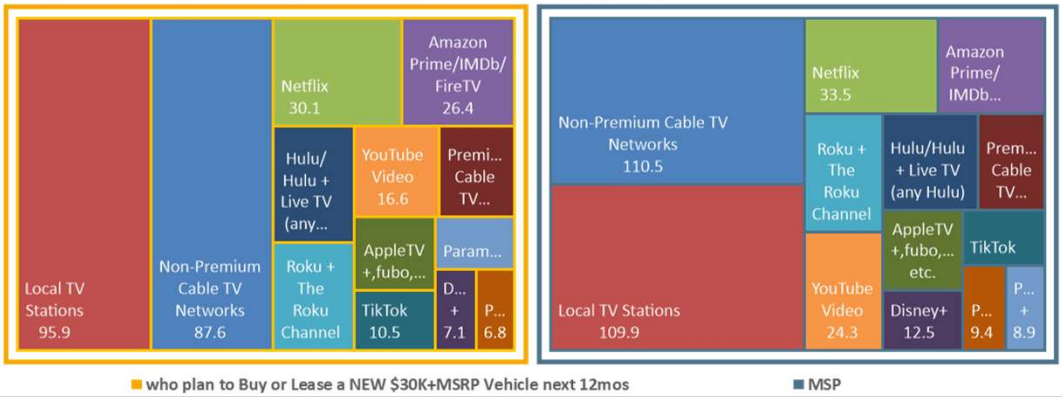


223,760 or 80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 84.3 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

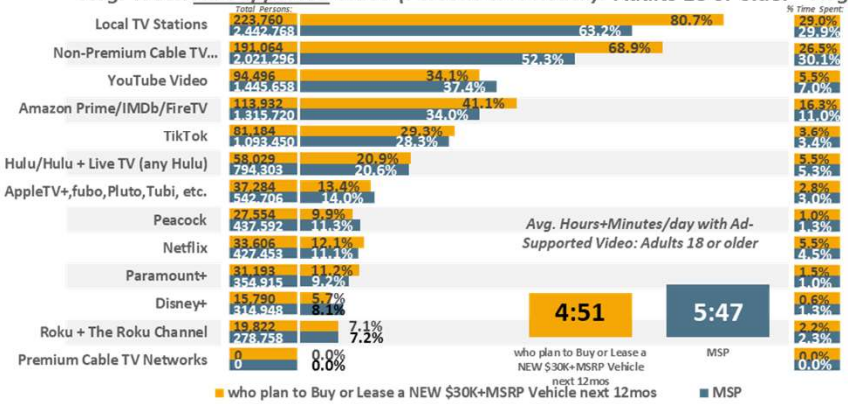
Avg. Week All Video (Persons & % Reach): Adults 18 or older



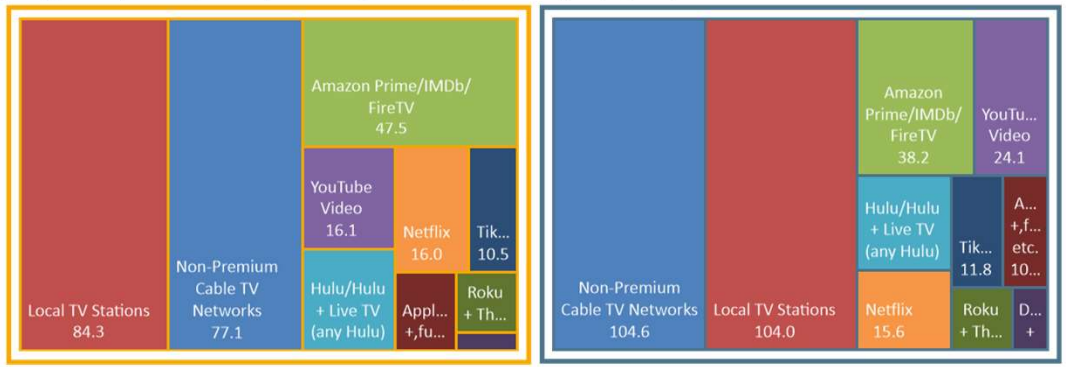
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

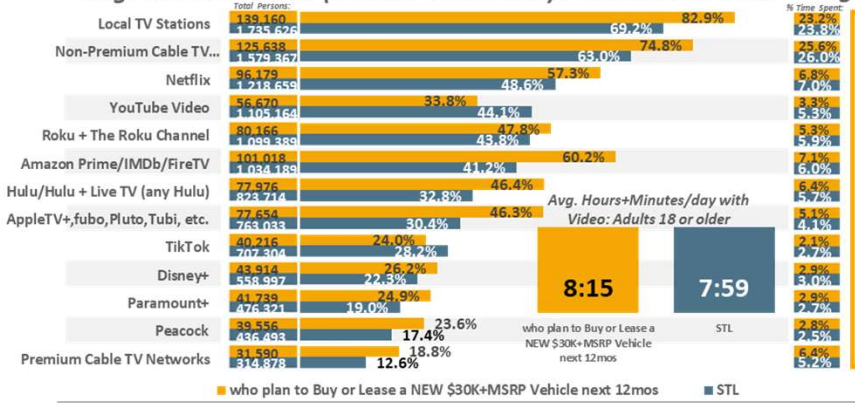
soefa.ai Share of Everything for Anything ©

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

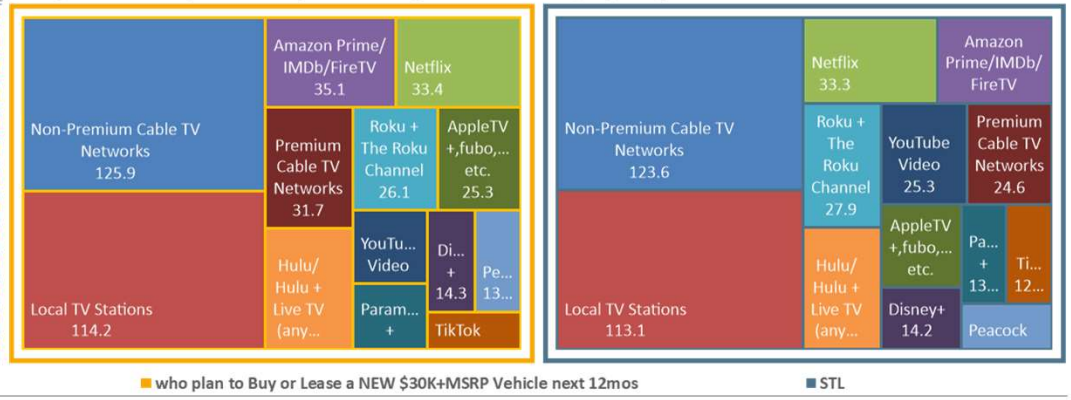


135,909 or 81.% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 104.6 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

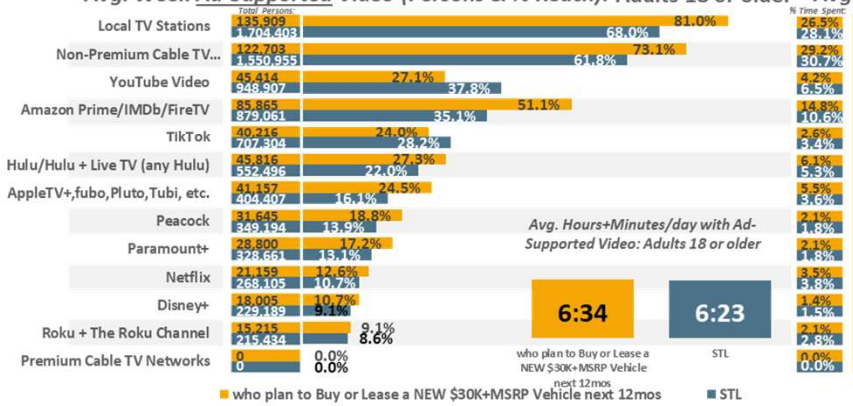
Avg. Week All Video (Persons & % Reach): Adults 18 or older



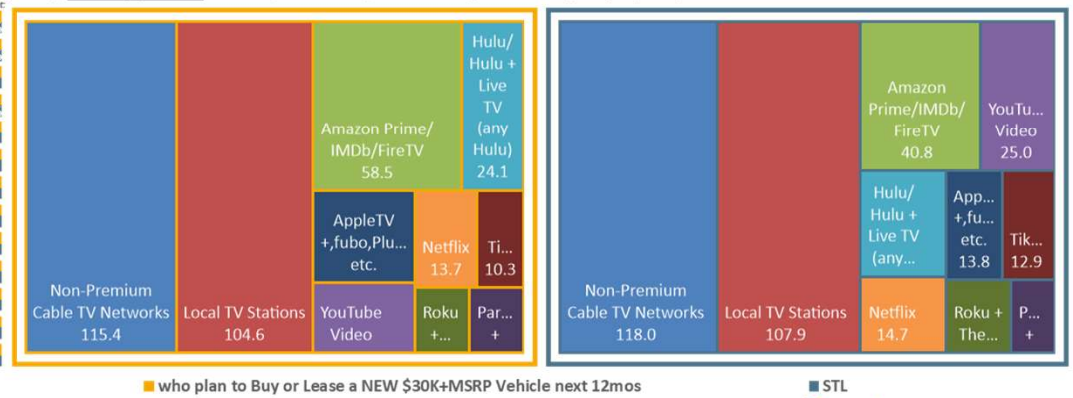
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

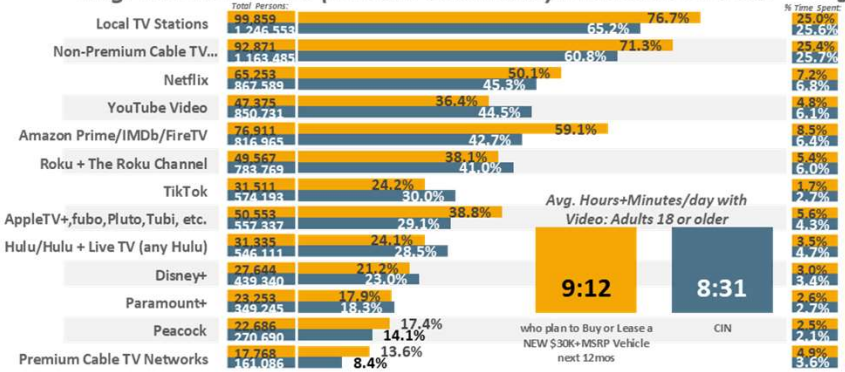
soefa.ai Share of Everything for Anything ©

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

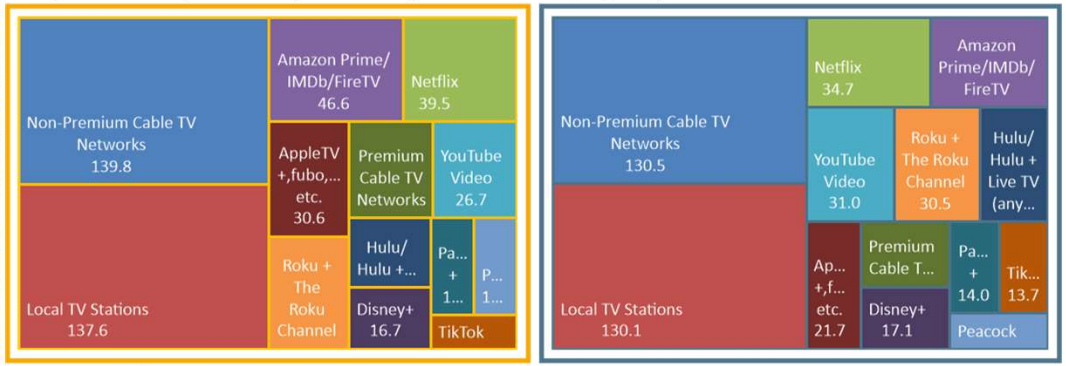


96,950 or 74.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 127. minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

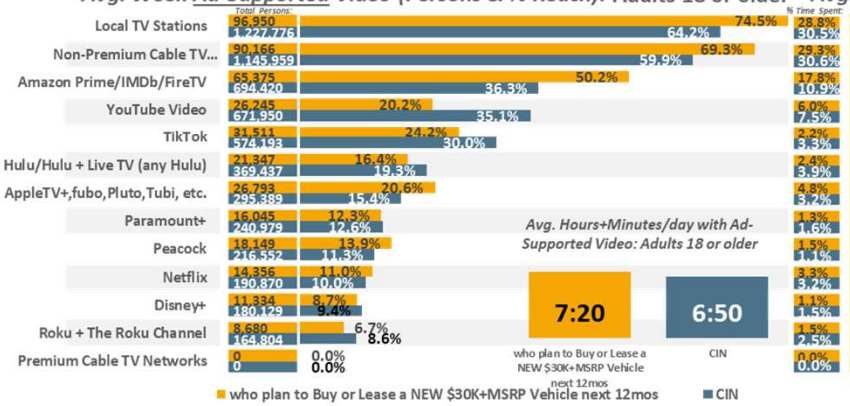
Avg. Week All Video (Persons & % Reach): Adults 18 or older



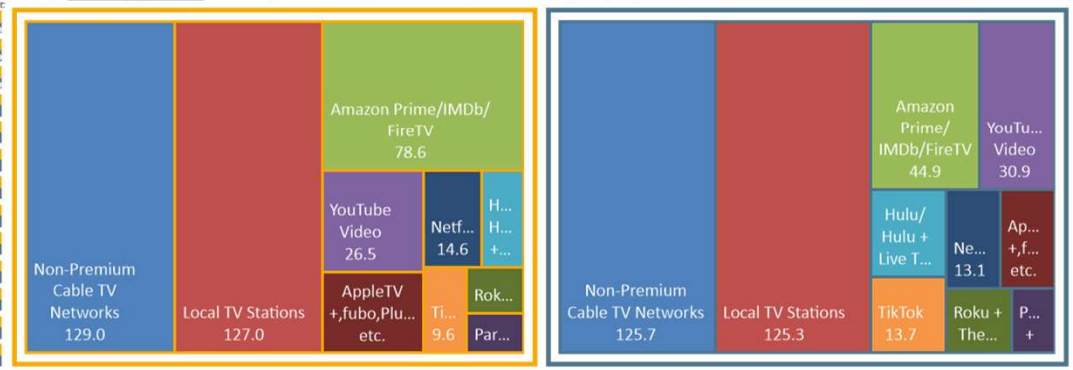
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

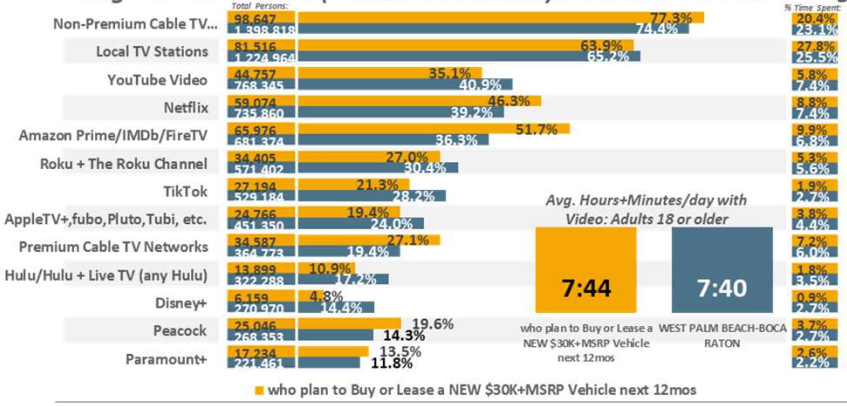
soefa.ai Share of Everything for Anything ©

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

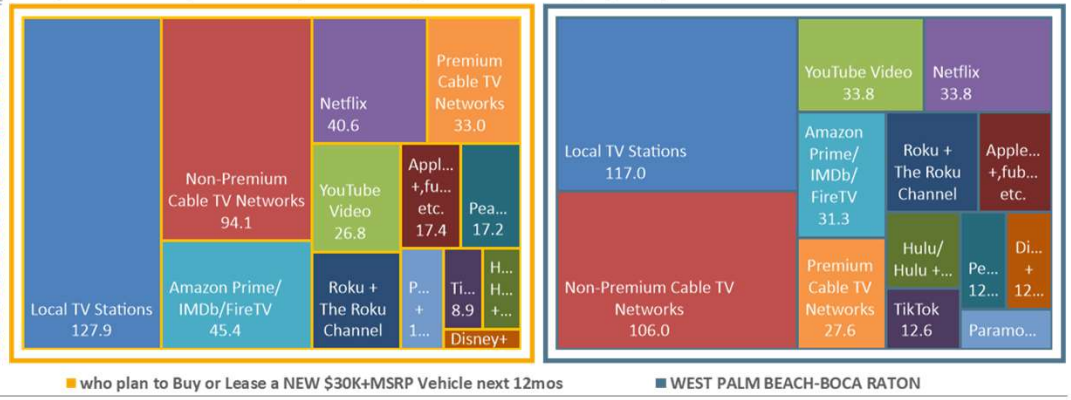


81,153 or 63.6% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 115. minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

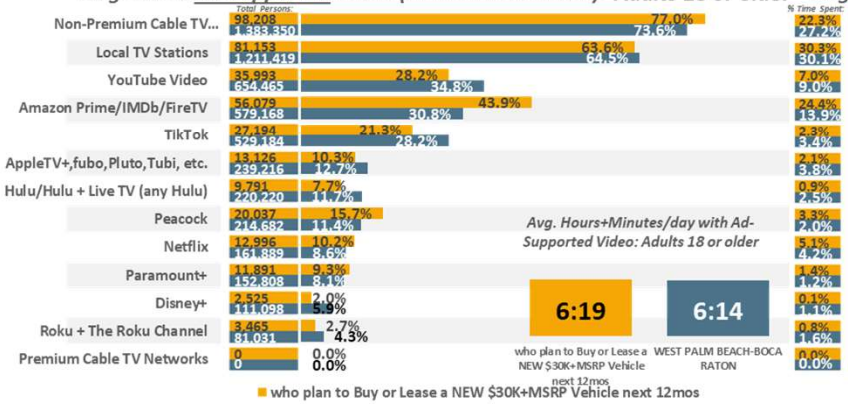
Avg. Week All Video (Persons & % Reach): Adults 18 or older



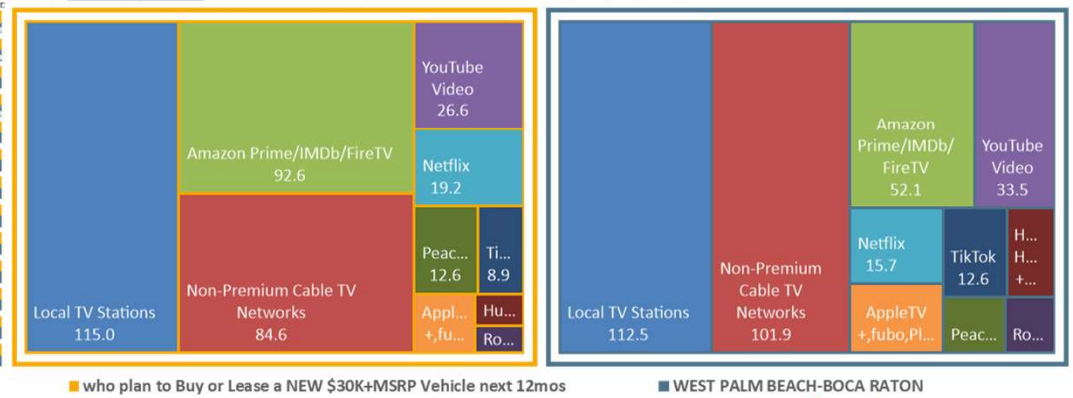
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Aug23-Aug24 Qual Intab 165

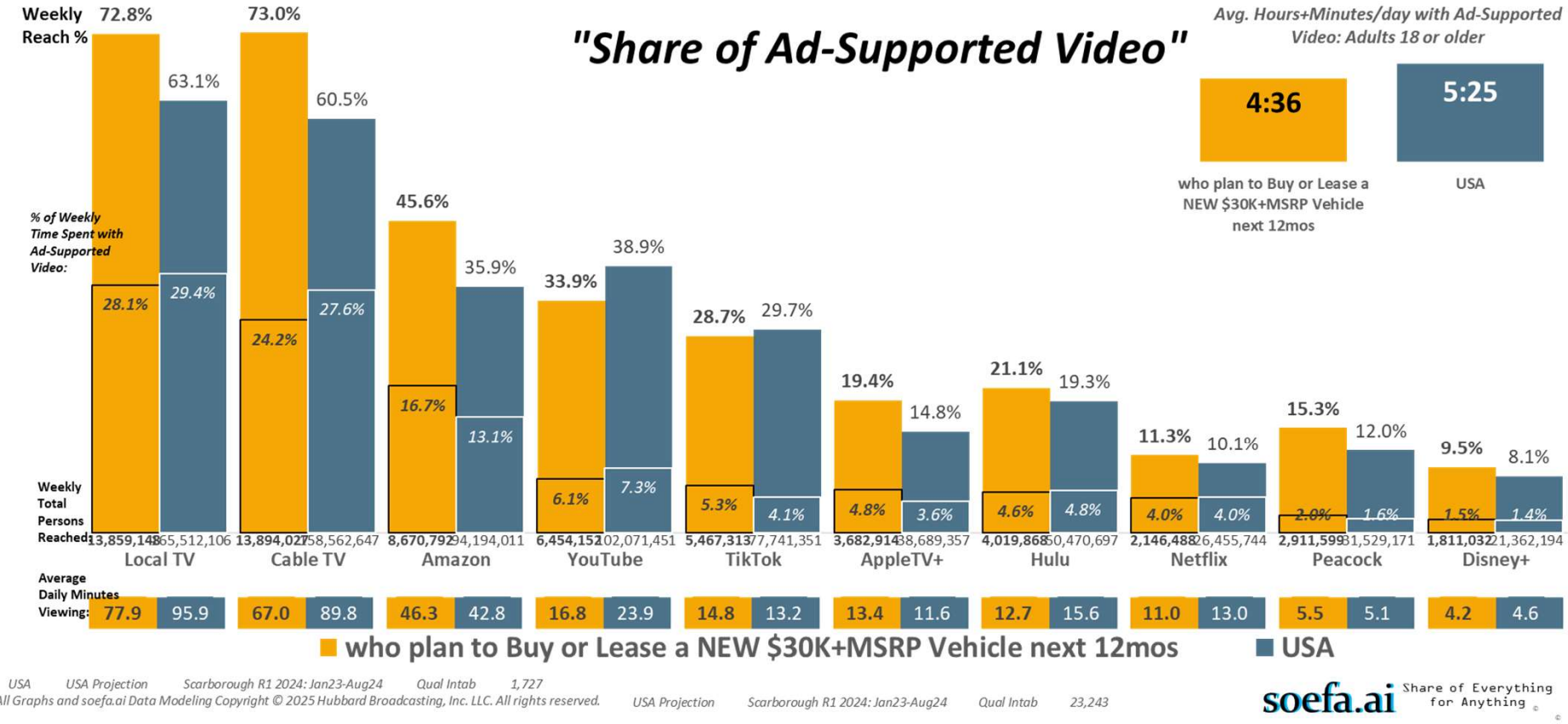
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

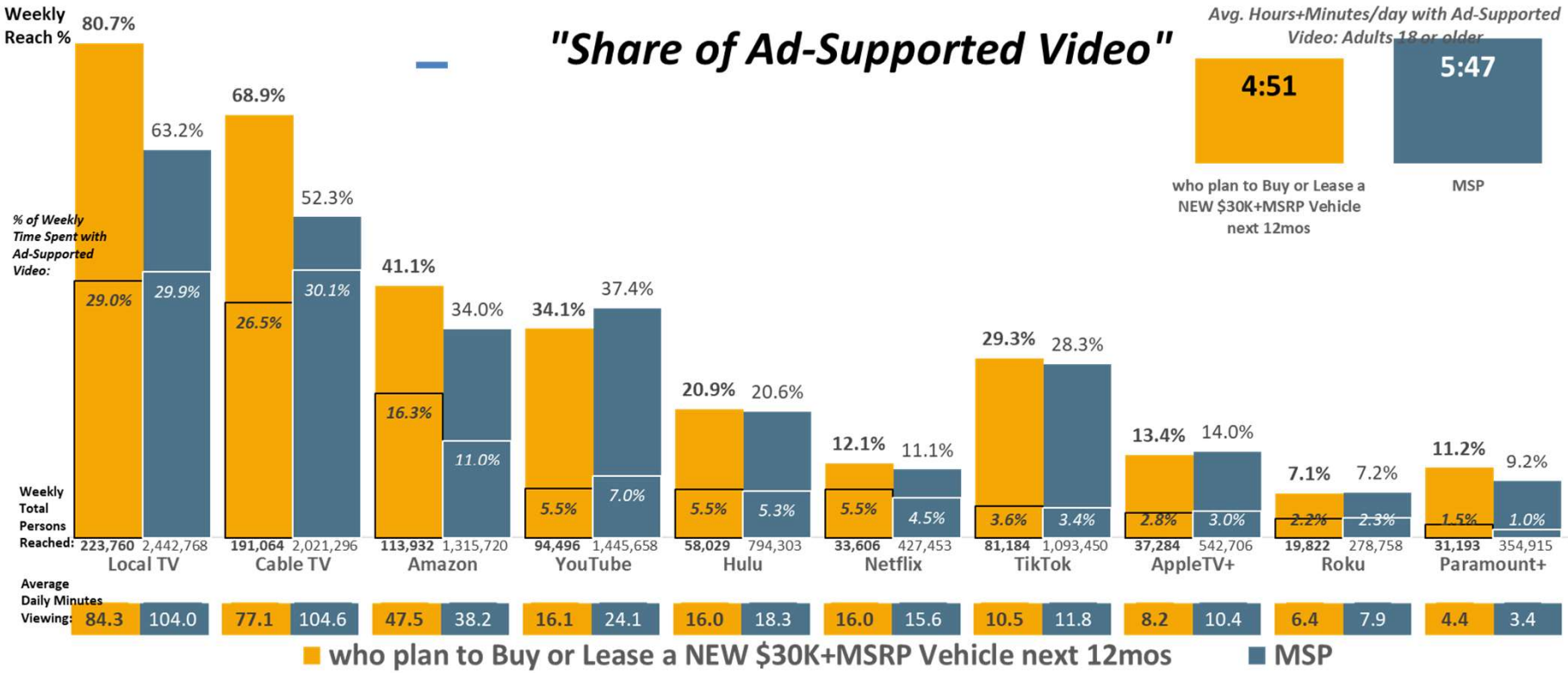
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



223,760 or 80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 84.3 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

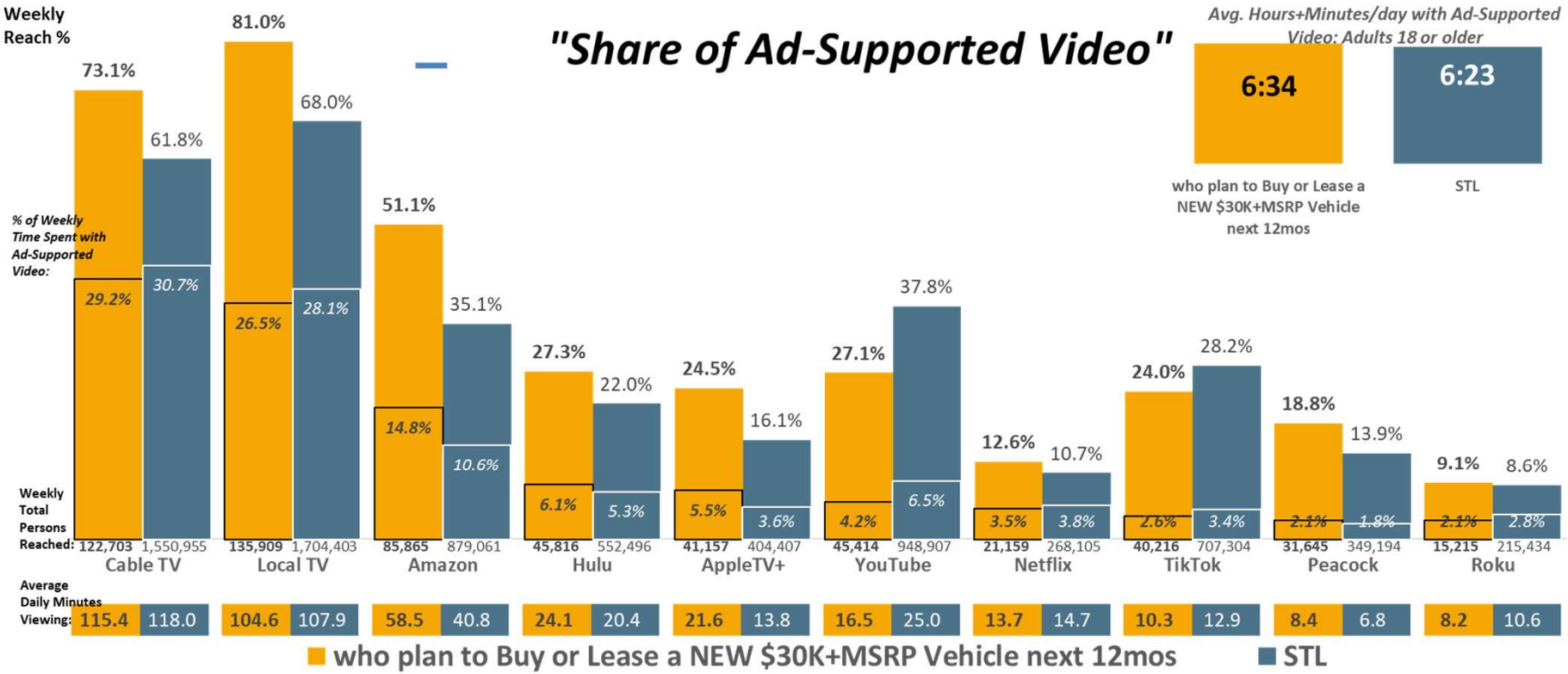
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



135,909 or 81.% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 104.6 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

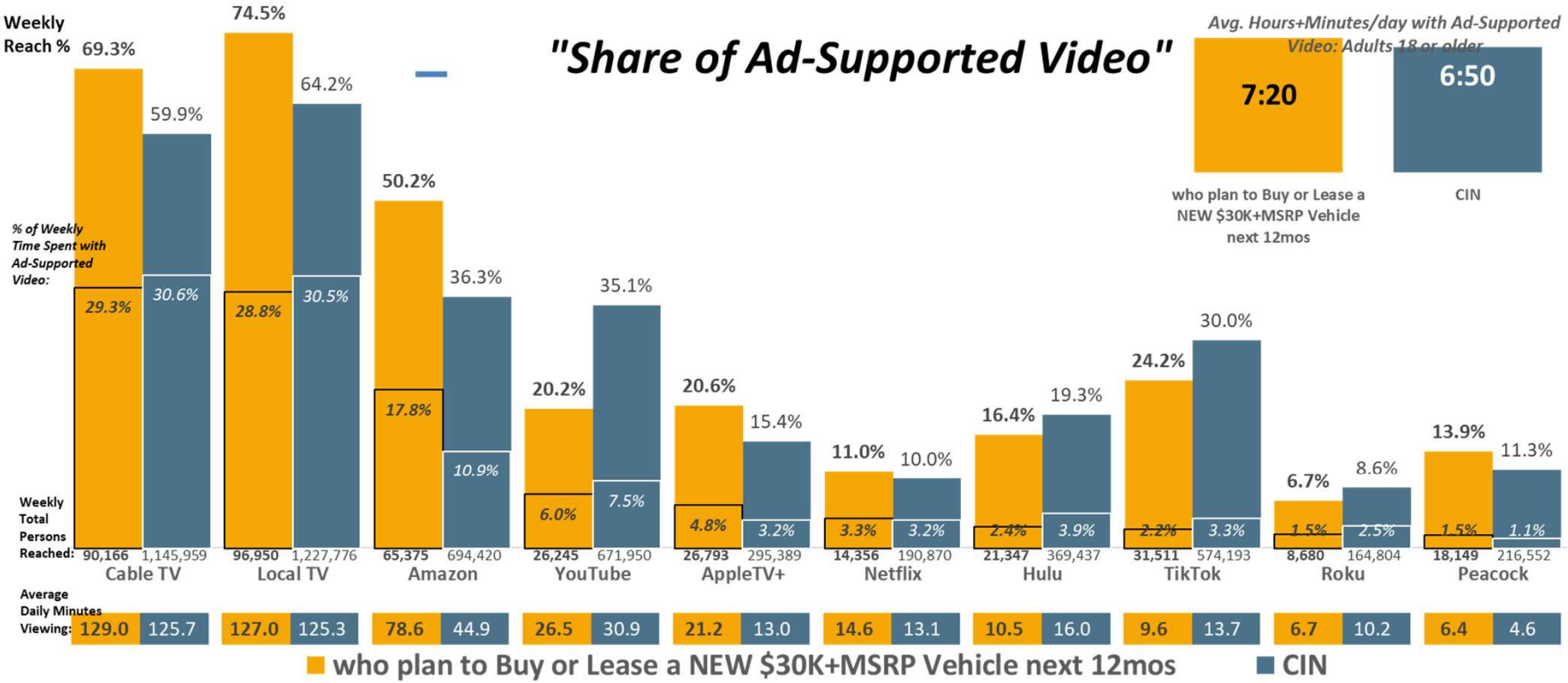
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



96,950 or 74.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 127. minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

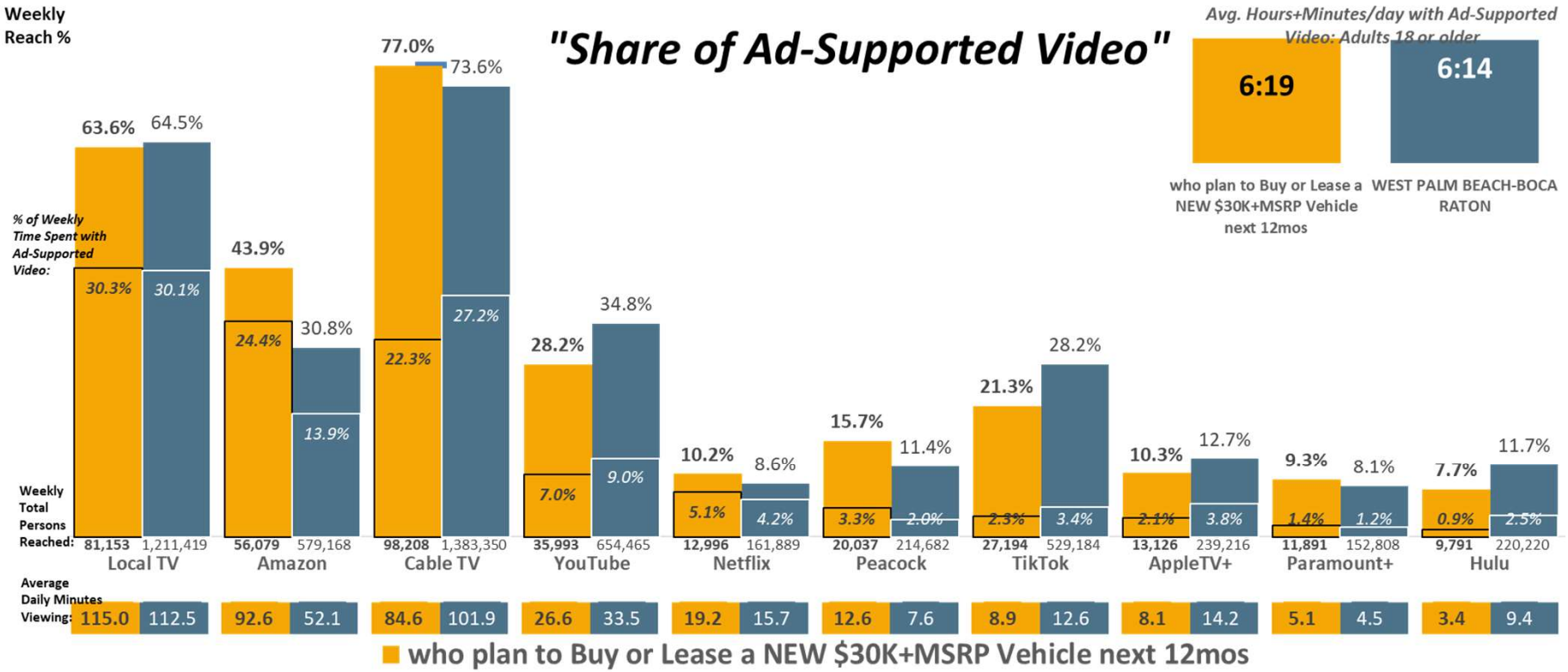
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



81,153 or 63.6% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 115. minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

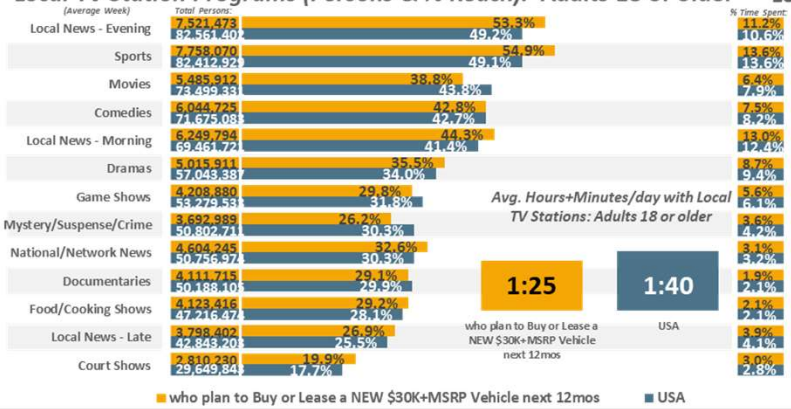
soefa.ai Share of Everything for Anything ©

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

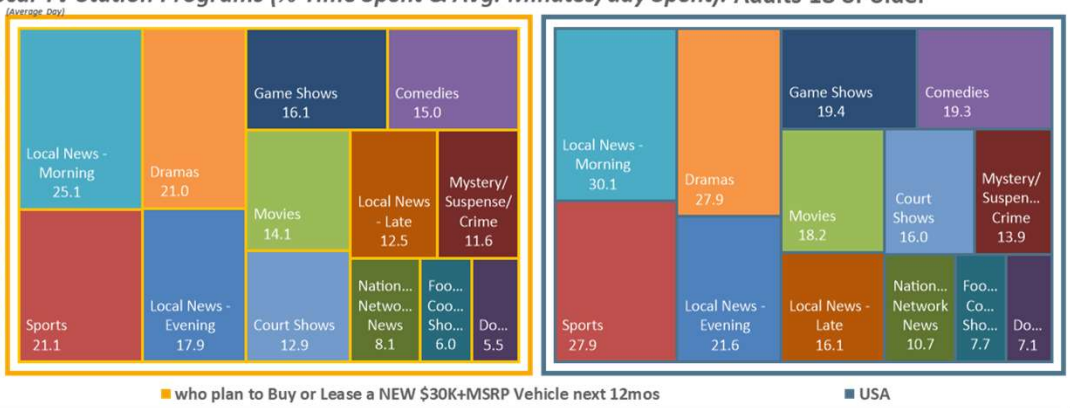


13,859,148 or 72.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

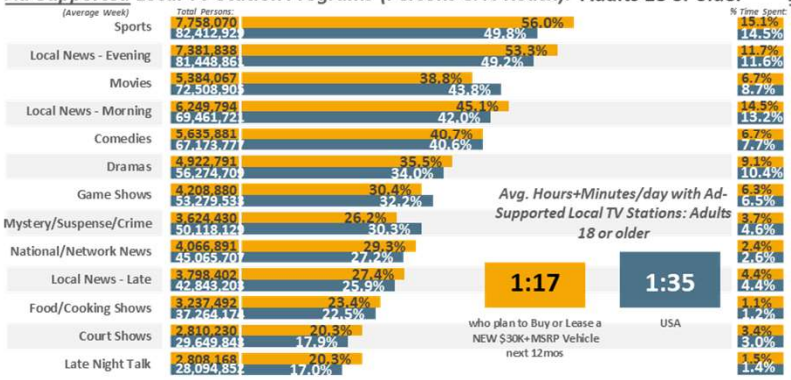
Local TV Station Programs (Persons & % Reach): Adults 18 or older



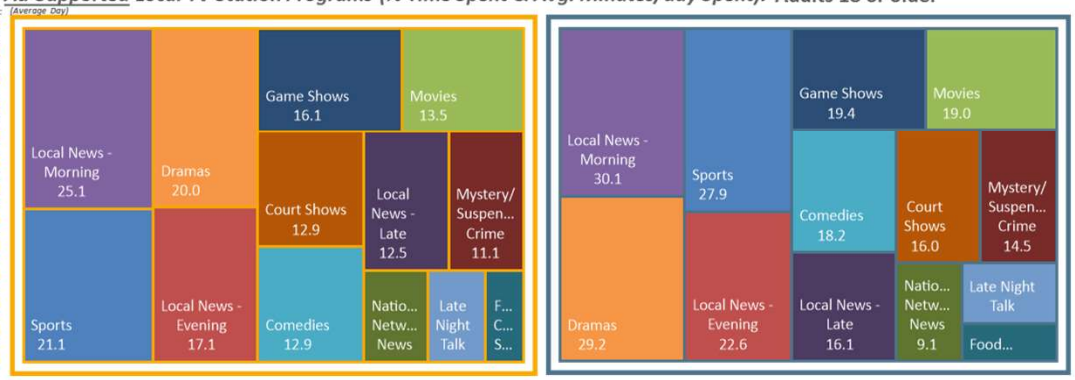
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

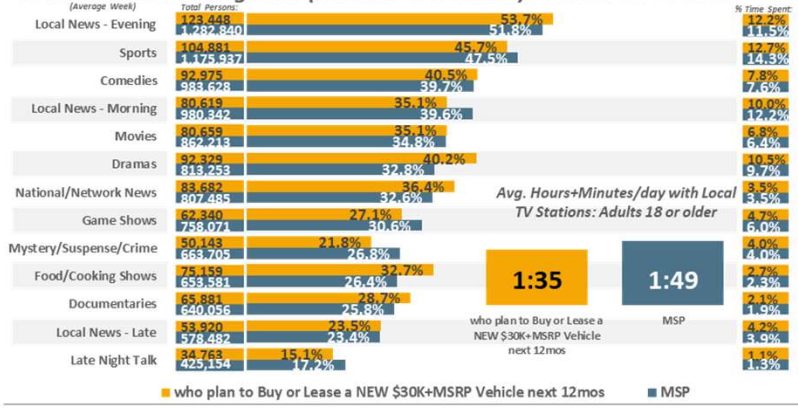
soefa.ai Share of Everything for Anything ©

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

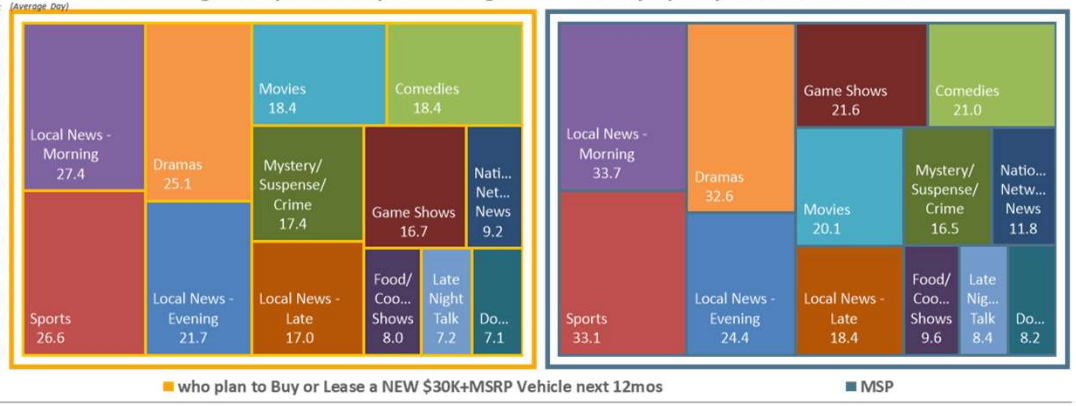


223,760 or 80.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Dramas, Comedies, Local News - Morning, and Movies.

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



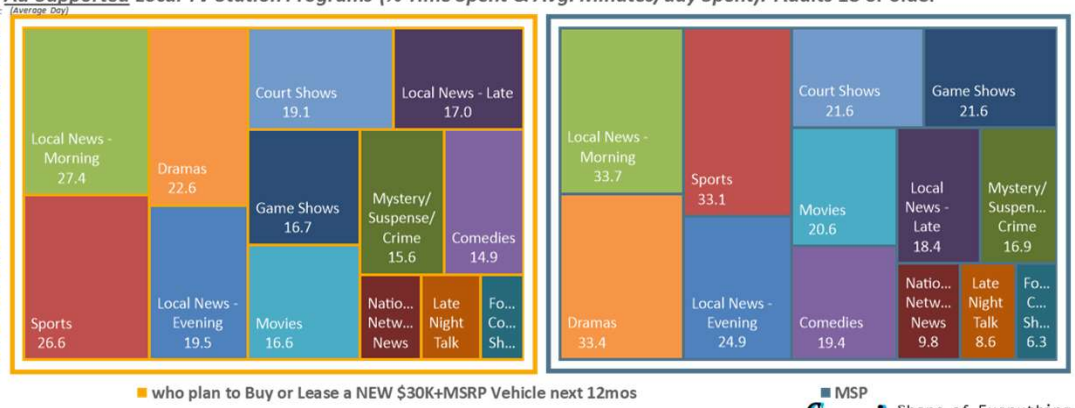
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

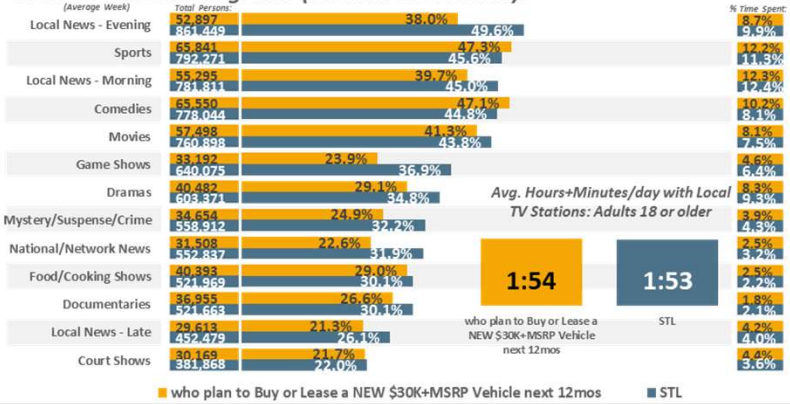
soefa.ai Share of Everything for Anything ©

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

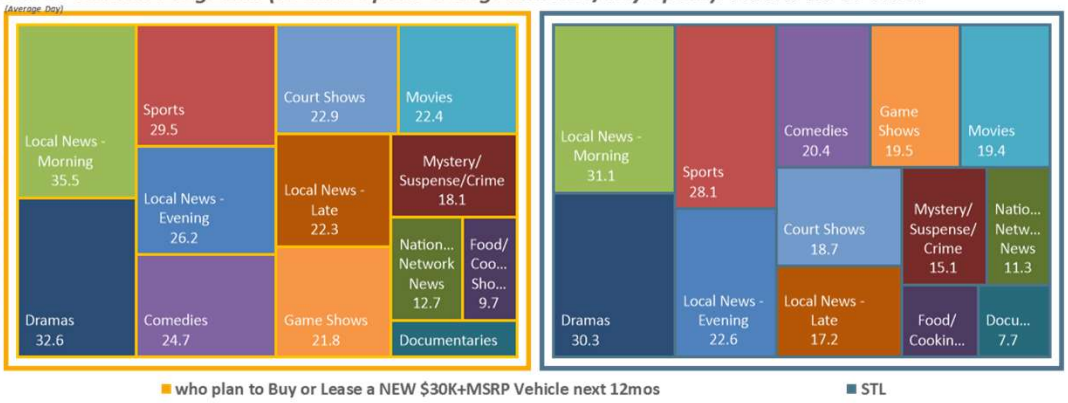


135,909 or 81.% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Morning, Local News - Evening, and Dramas.

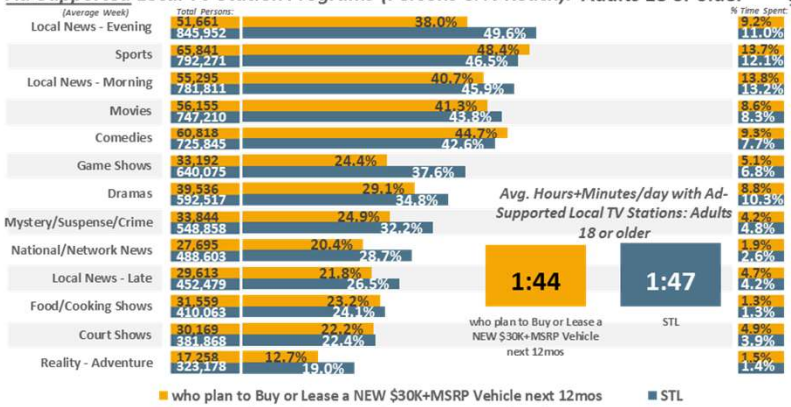
Local TV Station Programs (Persons & % Reach): Adults 18 or older



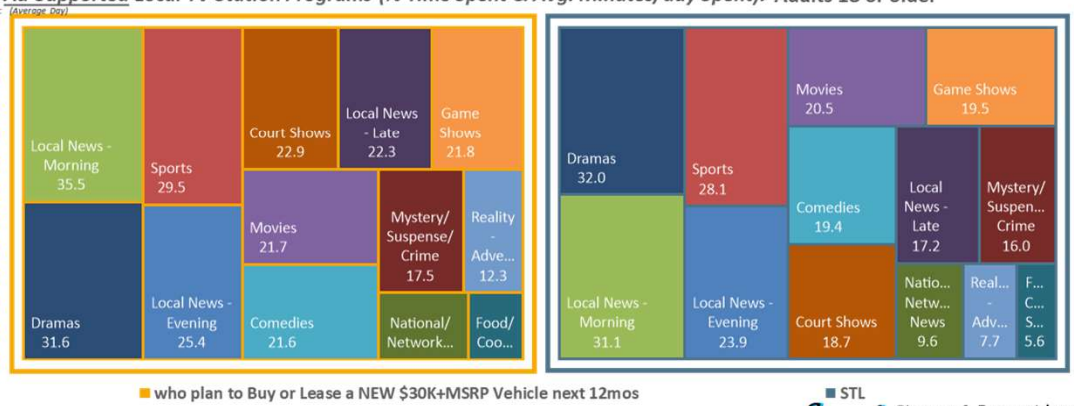
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

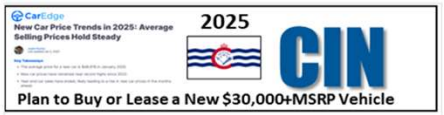


STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

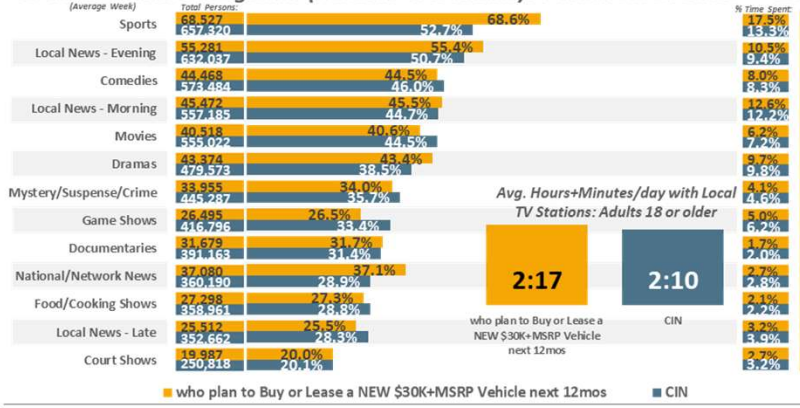
soefa.ai Share of Everything for Anything ©

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

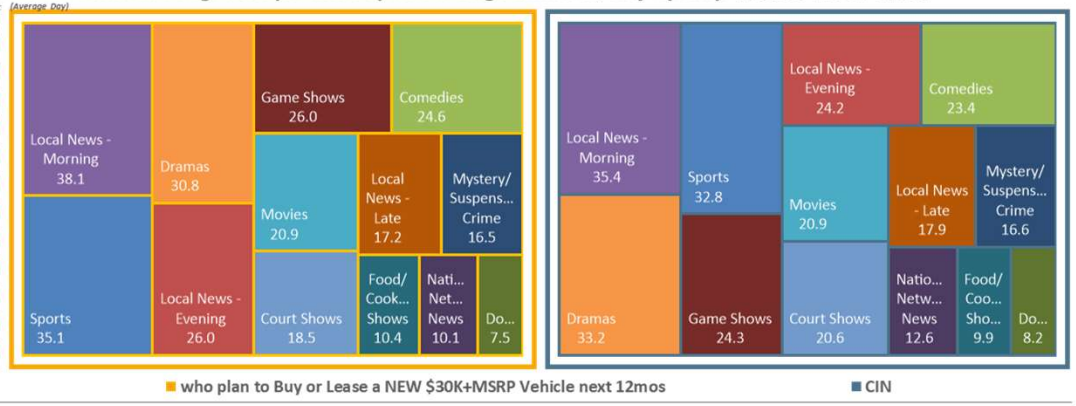


96,950 or 74.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, Comedies, and Movies.

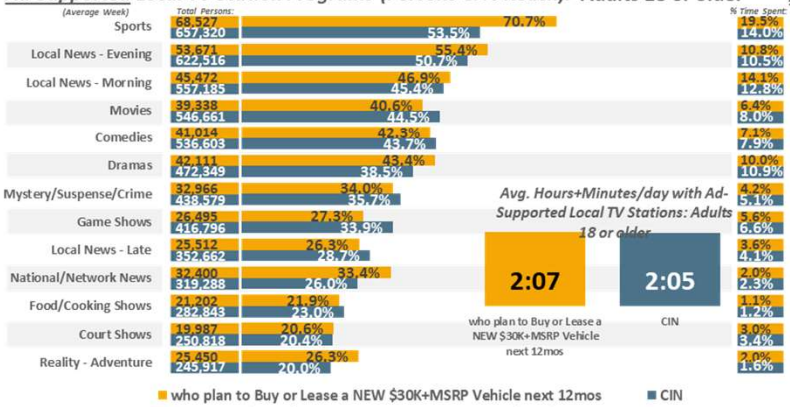
Local TV Station Programs (Persons & % Reach): Adults 18 or older



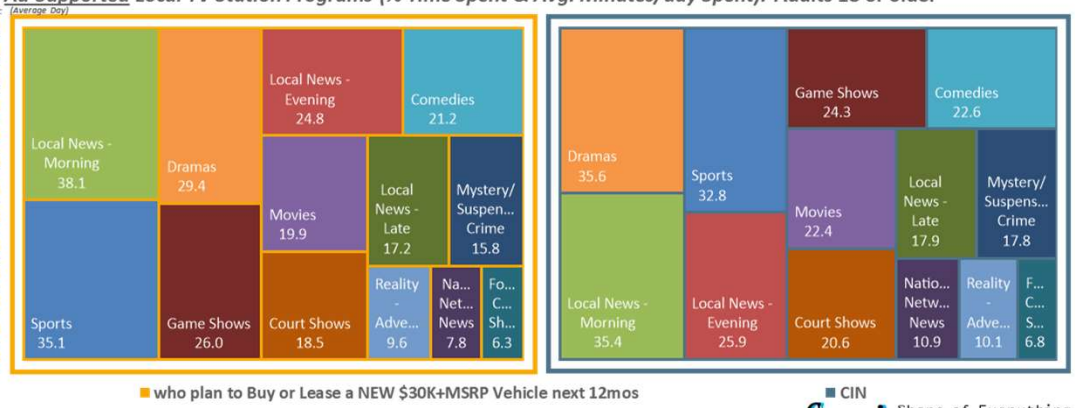
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

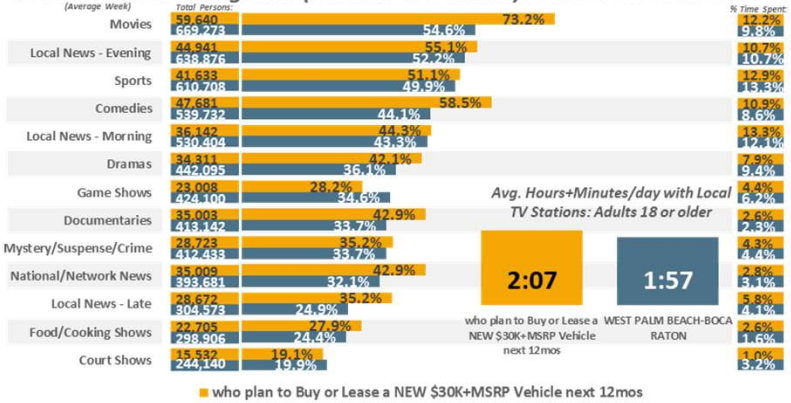
soefa.ai Share of Everything for Anything ©

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

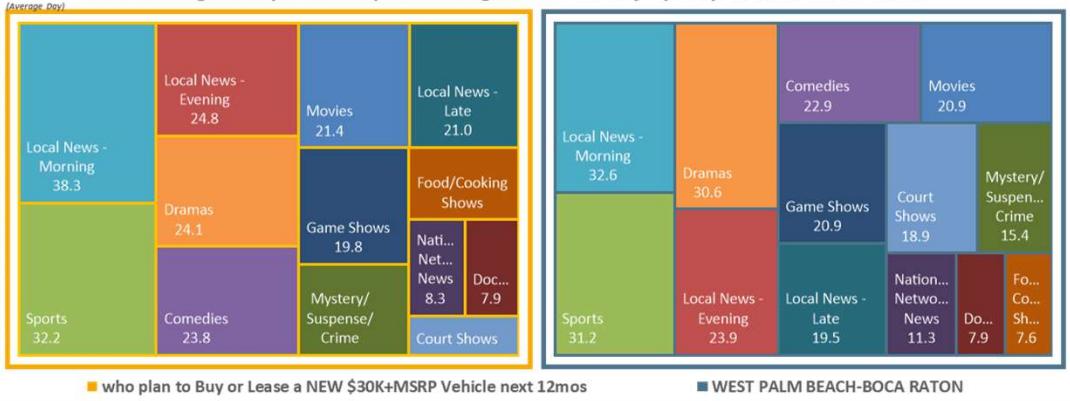


81,153 or 63.6% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Local News - Evening, Sports, Local News - Morning, and Dramas.

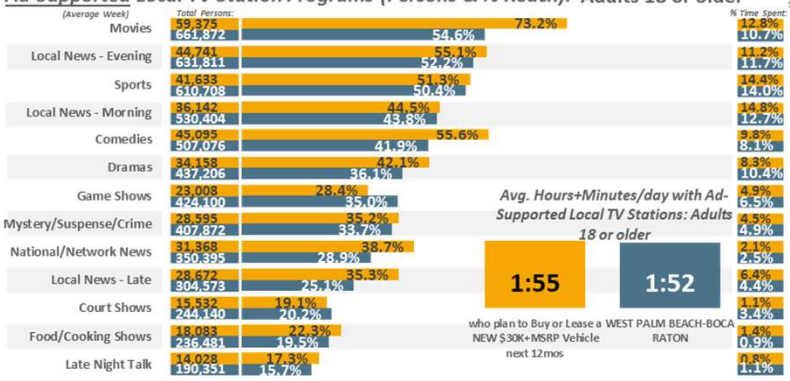
Local TV Station Programs (Persons & % Reach): Adults 18 or older



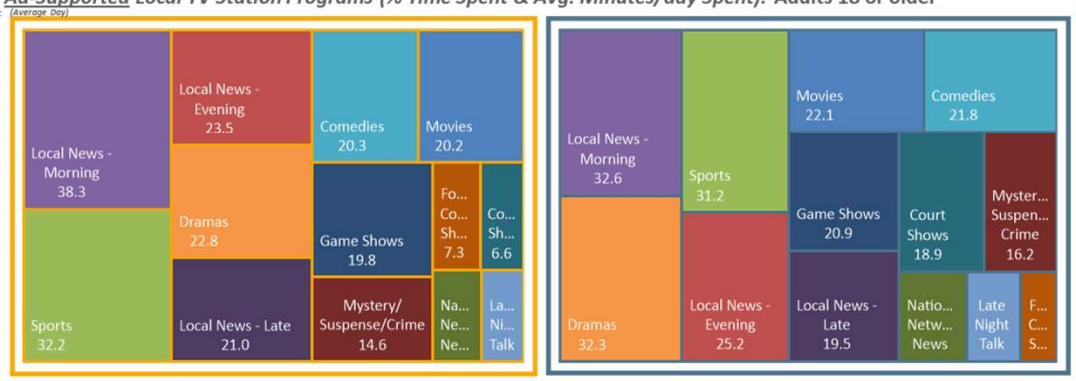
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

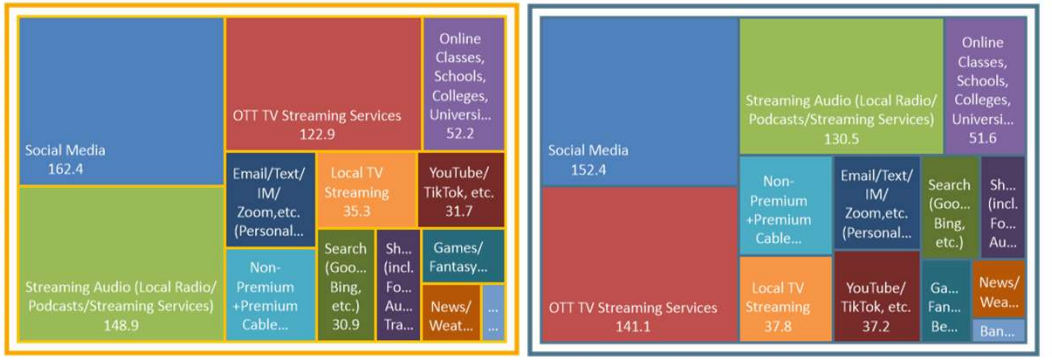


14,008,107 or 73.6% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 139.1 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

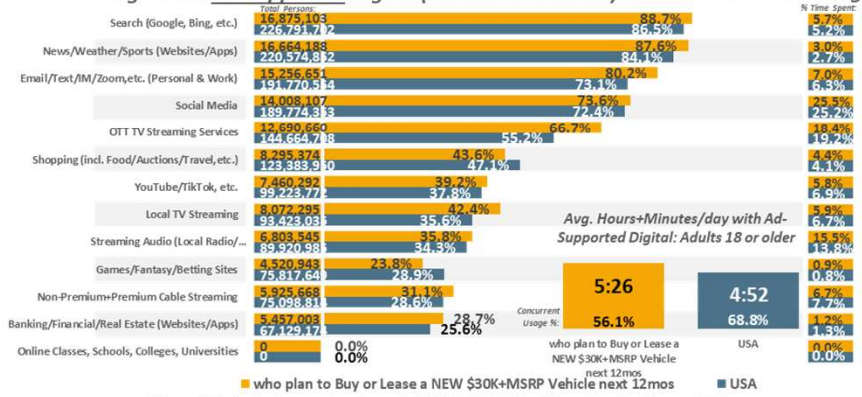
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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



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



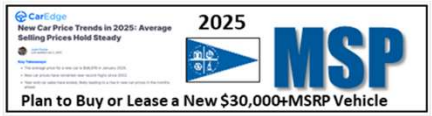
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

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

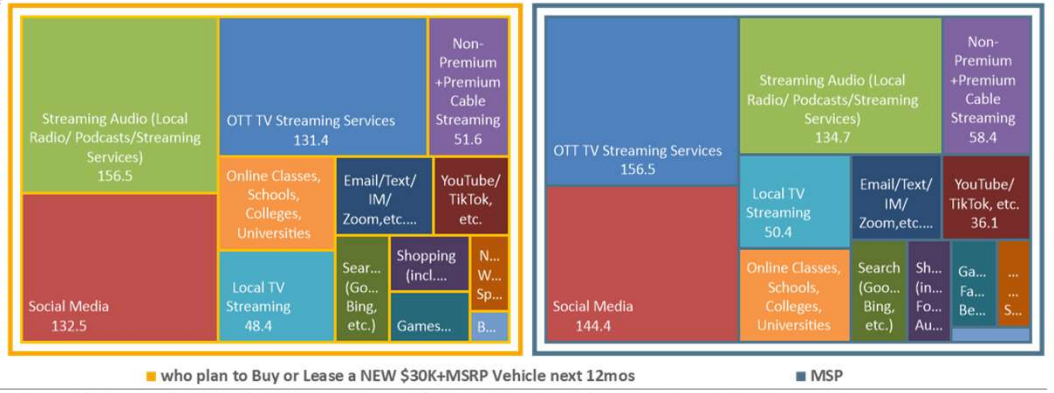


161,751 or 58.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 100.5 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

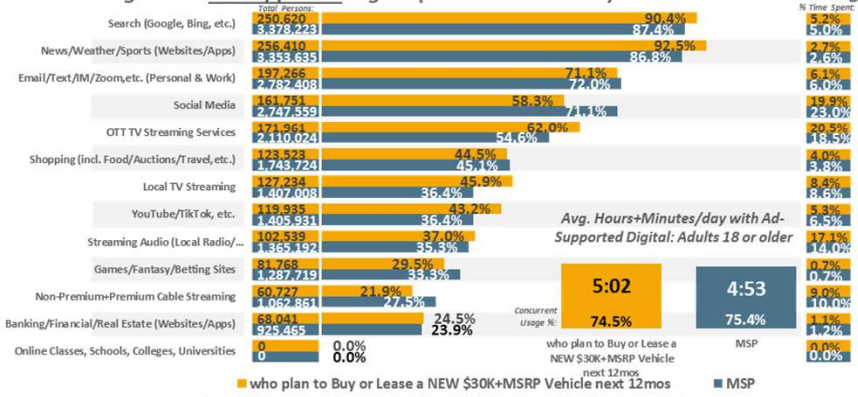
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



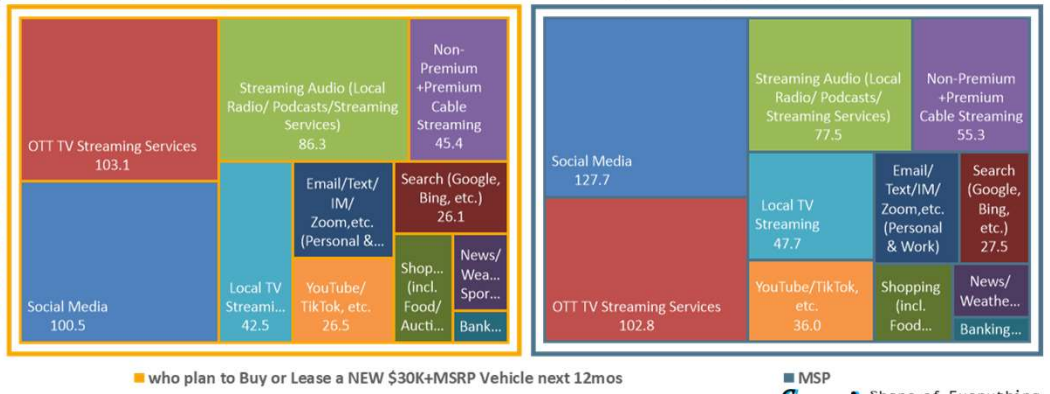
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

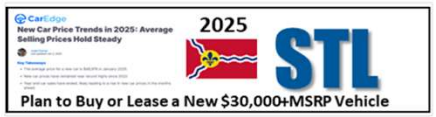


MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

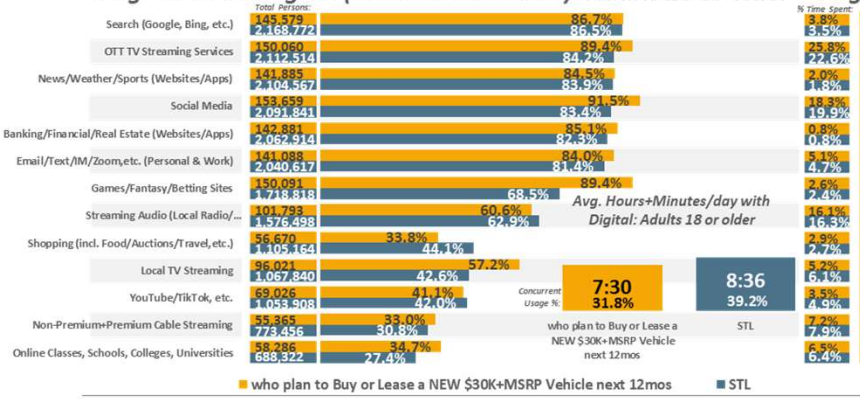
soefa.ai Share of Everything for Anything ©

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

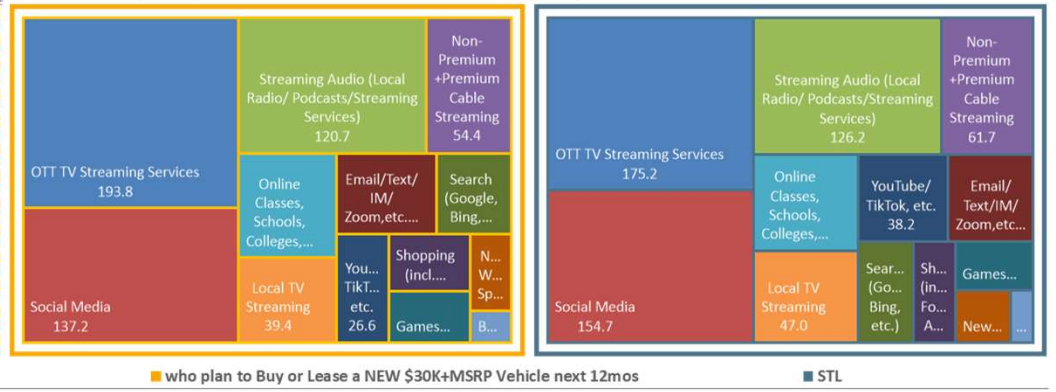


147,248 or 87.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 131.5 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

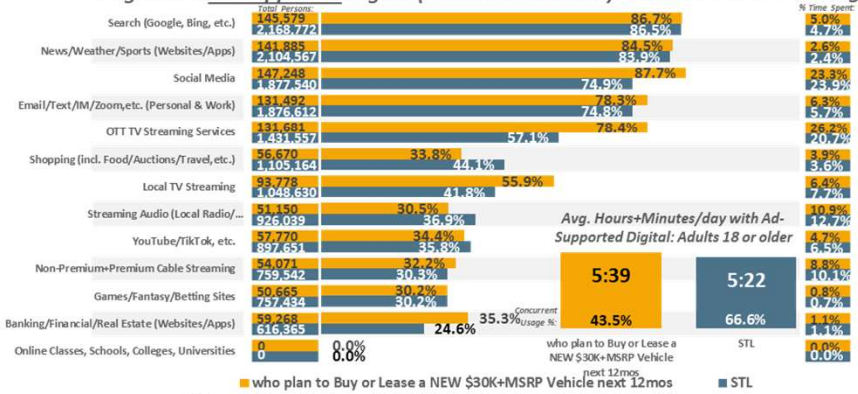
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



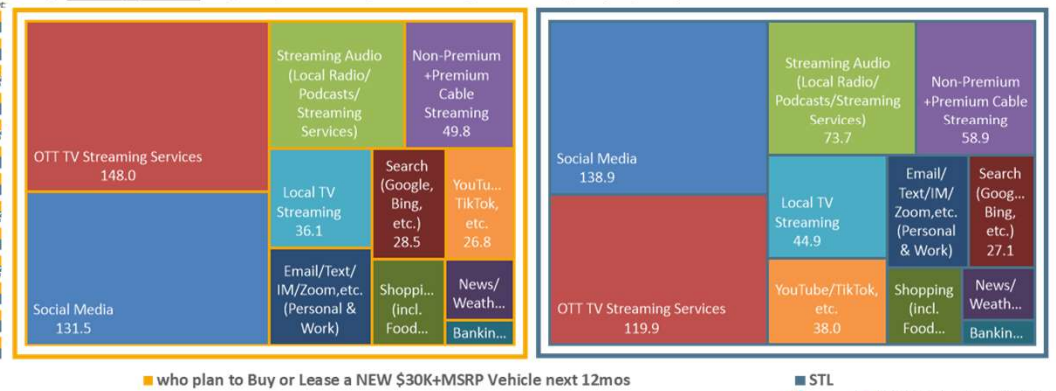
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

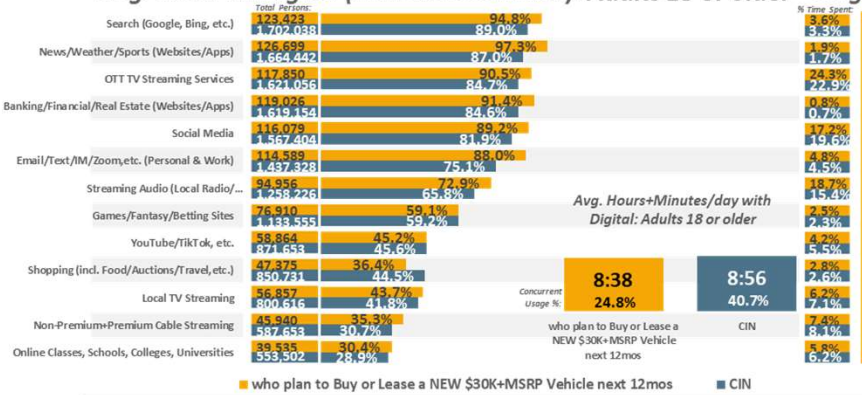
soefa.ai Share of Everything for Anything ©

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

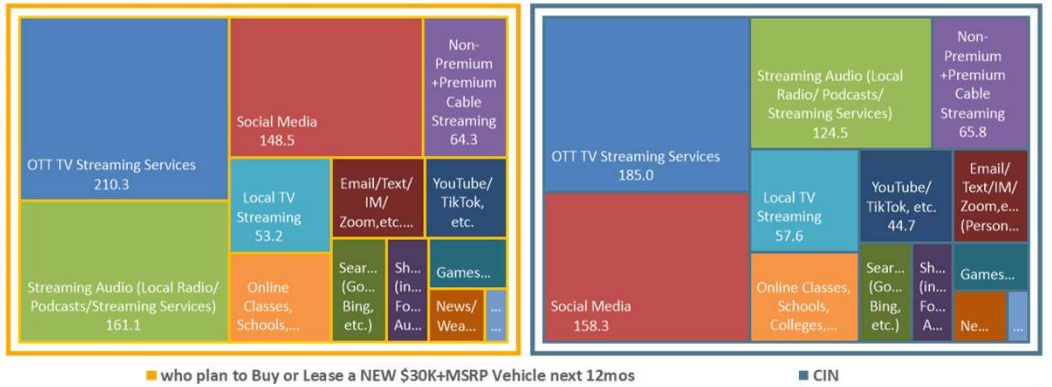


90,235 or 69.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 115.5 minutes every day representing 19.1% of all time spent daily with Ad-Supported Digital Media.

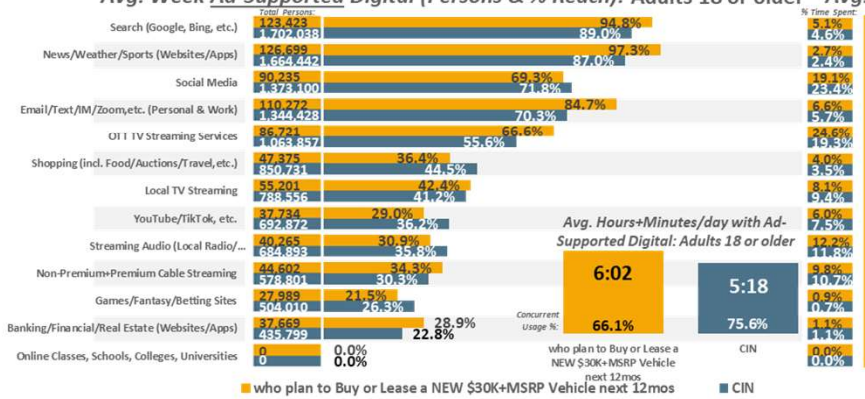
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



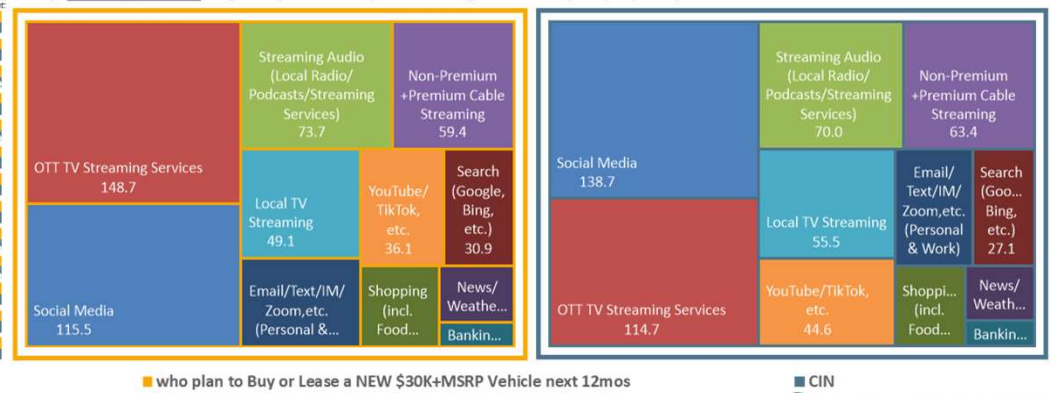
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

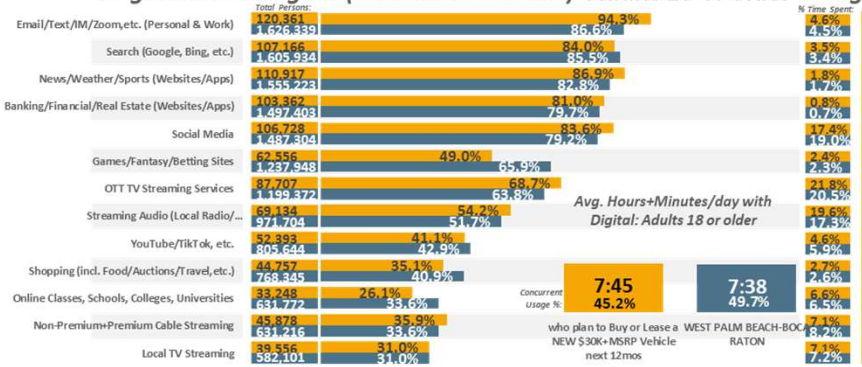
soefa.ai Share of Everything for Anything ©

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

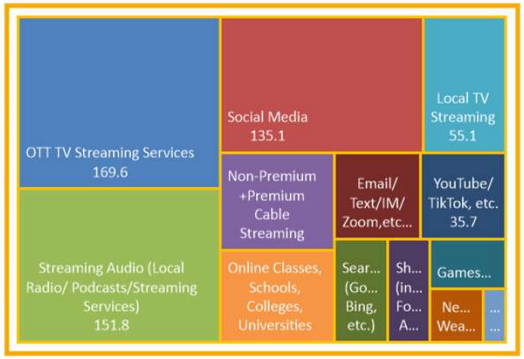


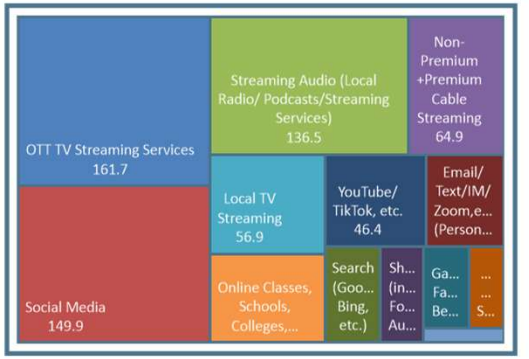
86,557 or 67.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 109.6 minutes every day representing 19.1% of all time spent daily with Ad-Supported Digital Media.

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

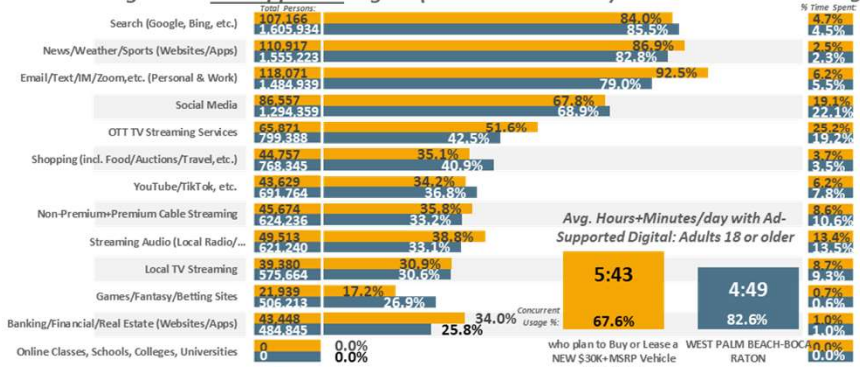


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

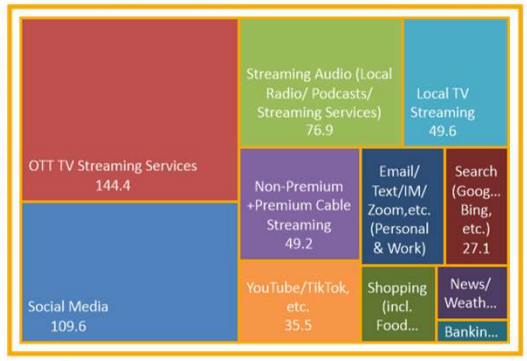


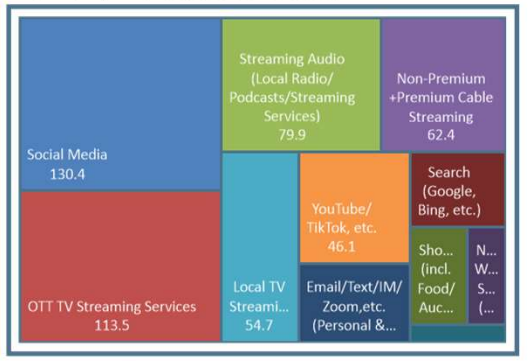


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

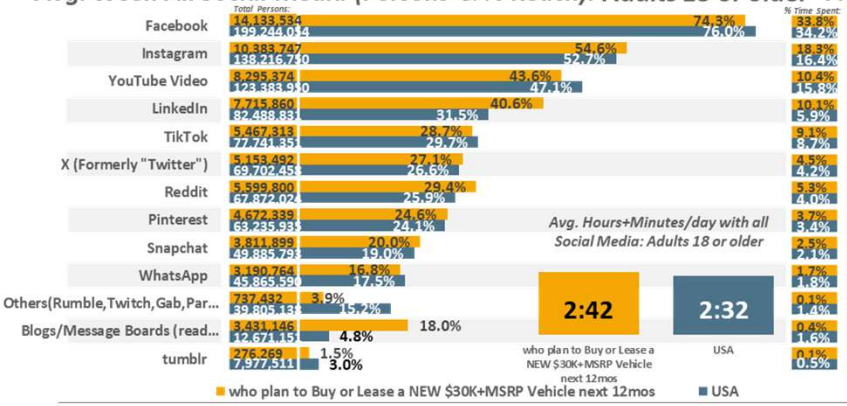
soefa.ai Share of Everything for Anything ©

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

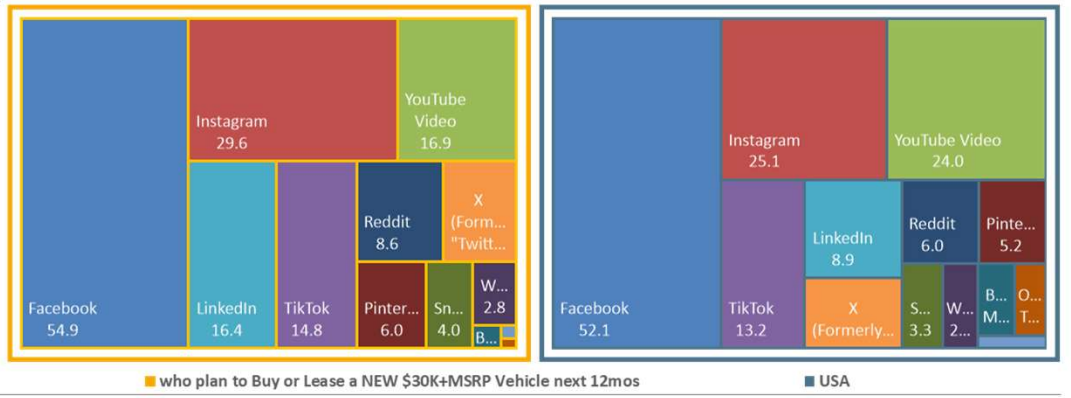


14,008,107 or 73.6% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 52.9 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

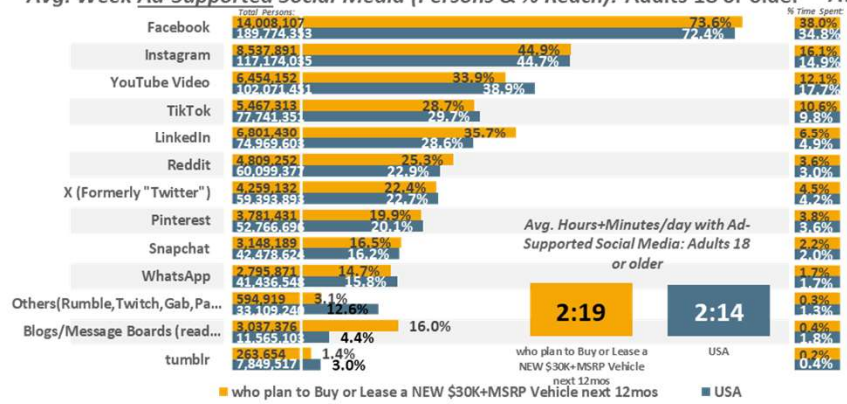
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



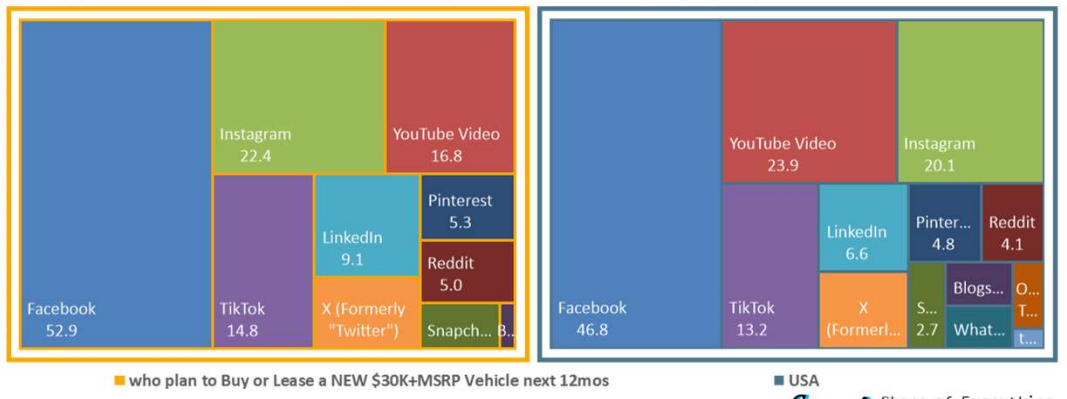
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

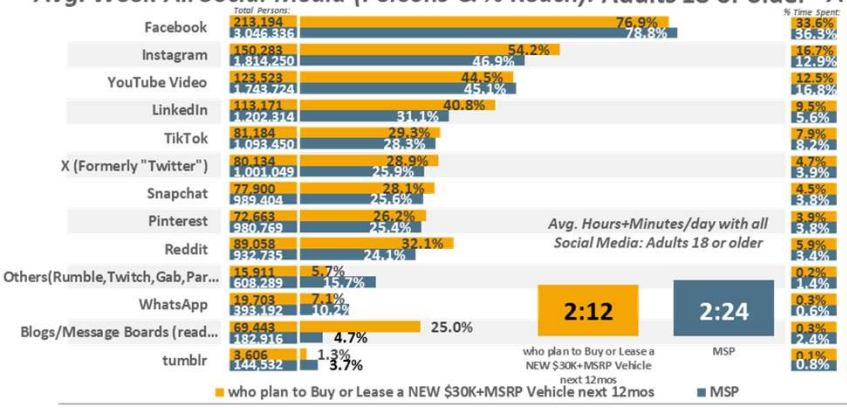
soefa.ai Share of Everything for Anything ©

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

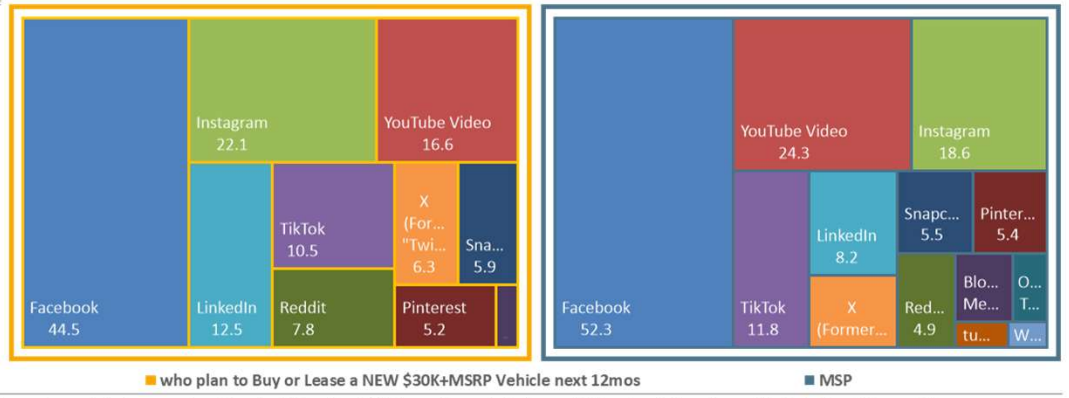


161,751 or 58.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 34. minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

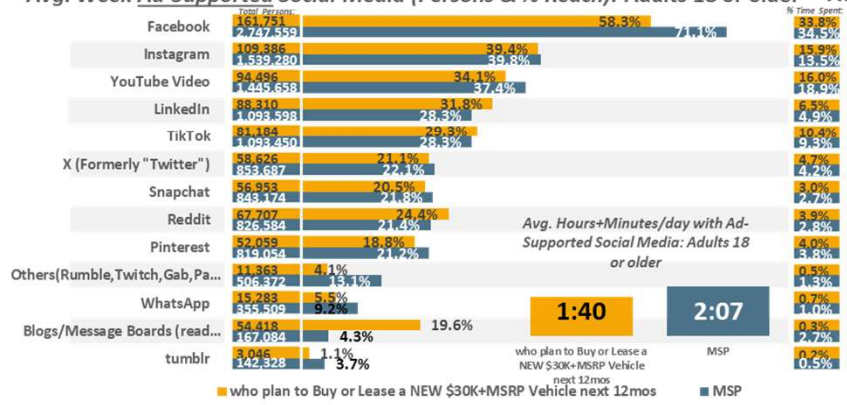
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



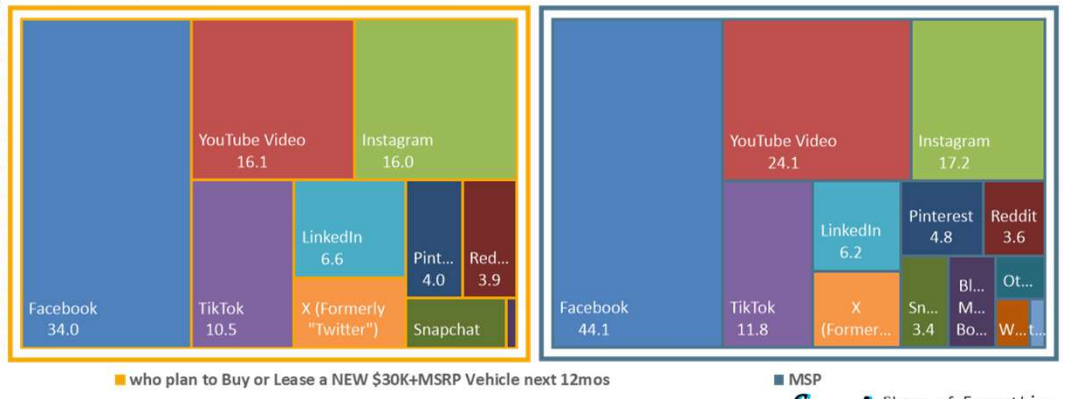
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

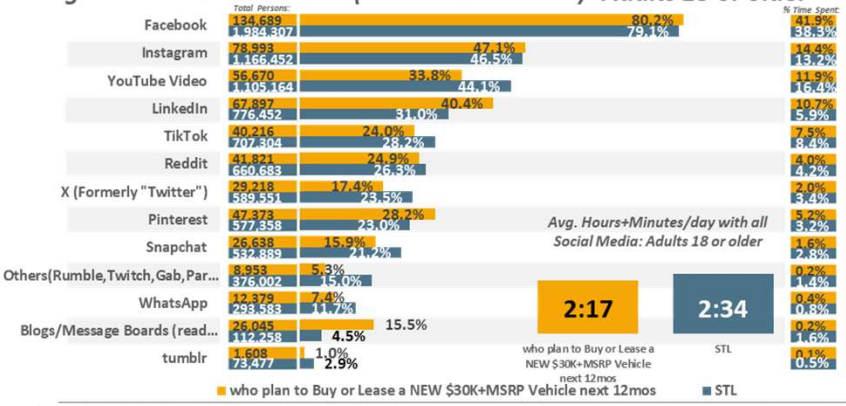
soefa.ai Share of Everything for Anything ©

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

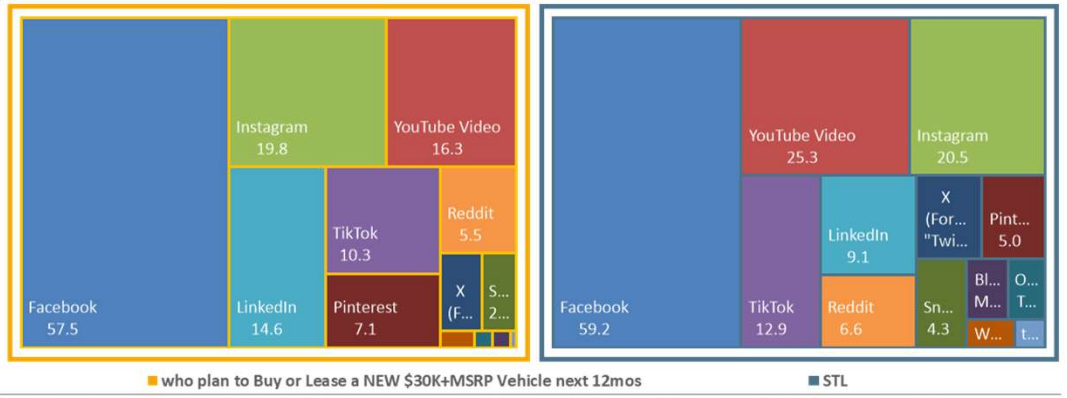


134,689 or 80.2% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 54.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

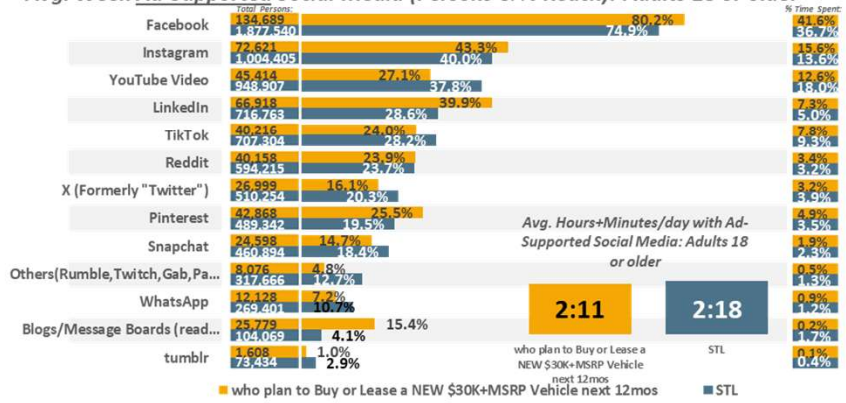
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



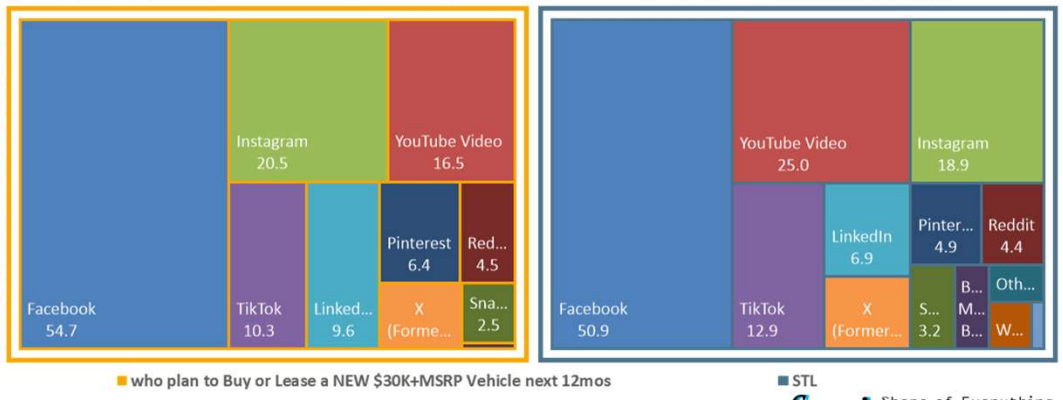
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

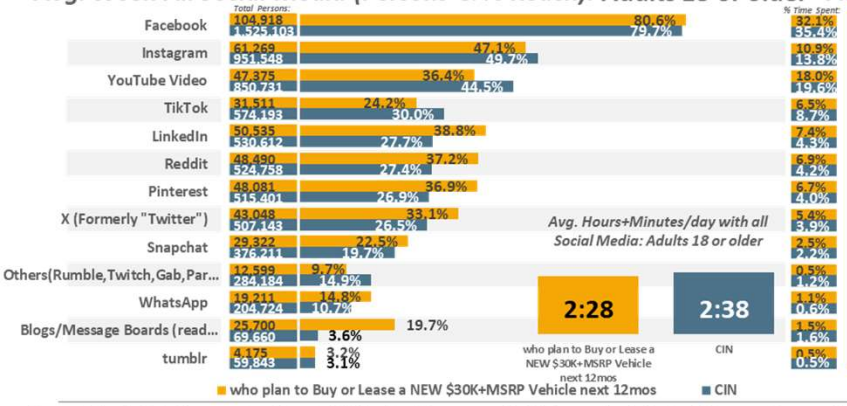
soefa.ai Share of Everything for Anything ©

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

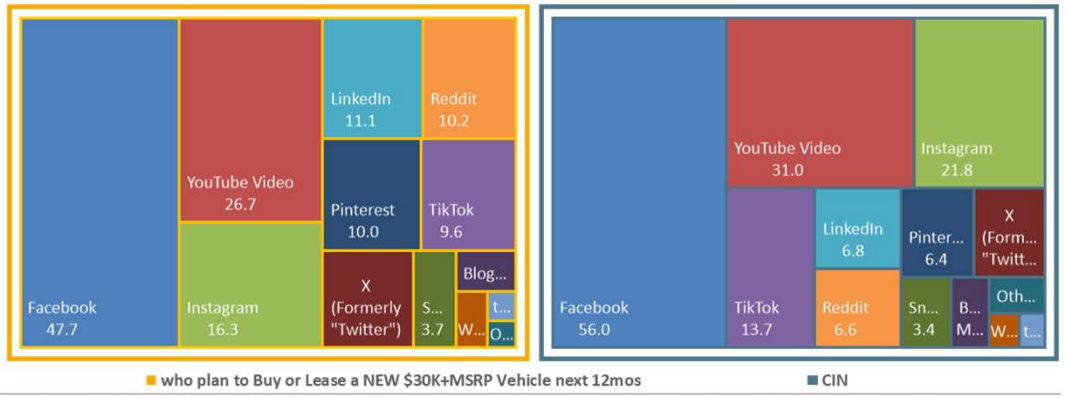


90,235 or 69.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 38. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

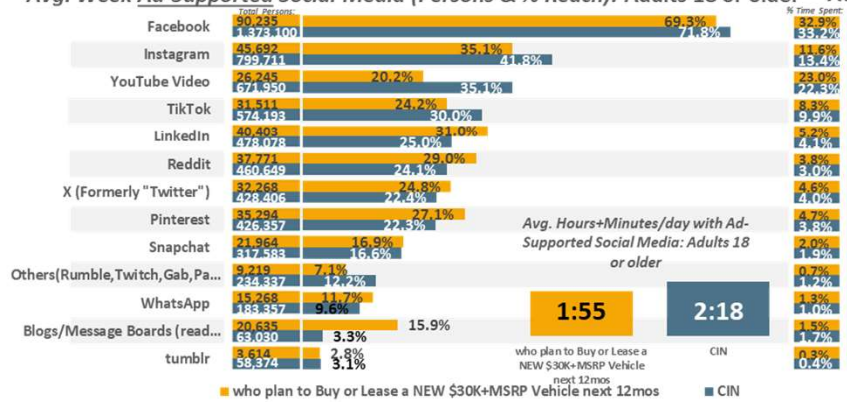
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



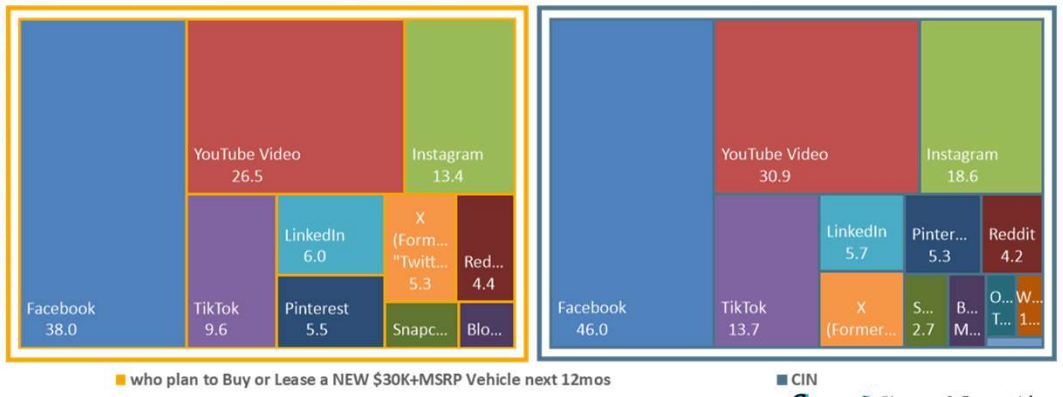
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

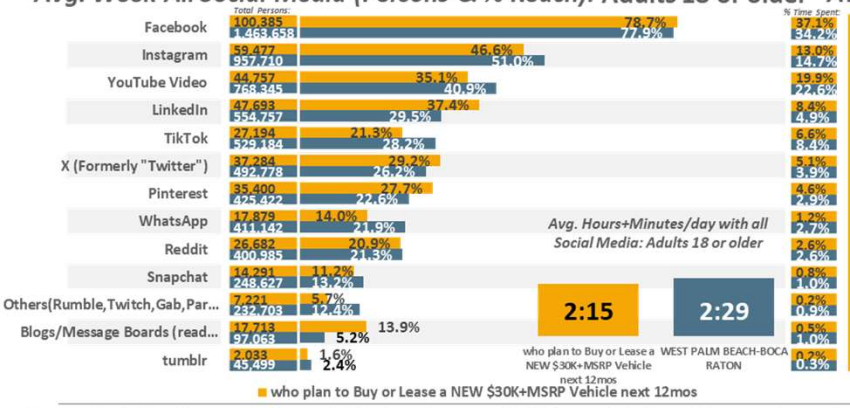
soefa.ai Share of Everything for Anything ©

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

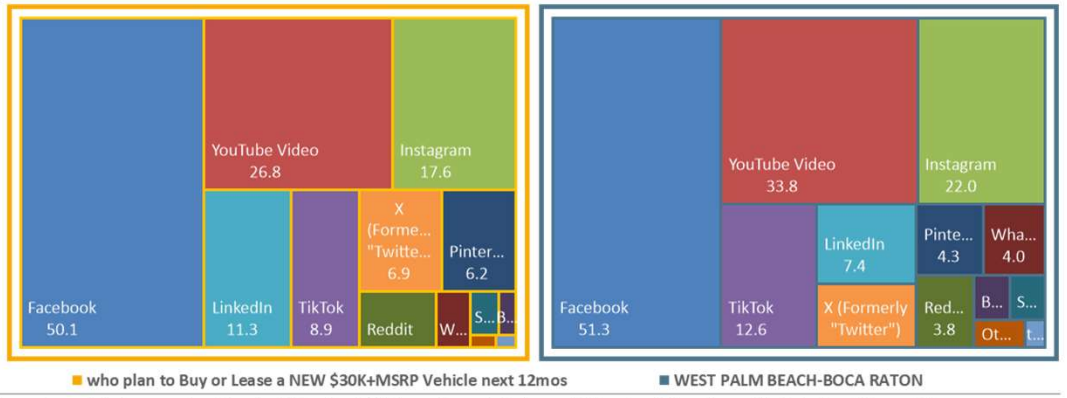


86,557 or 67.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 37.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

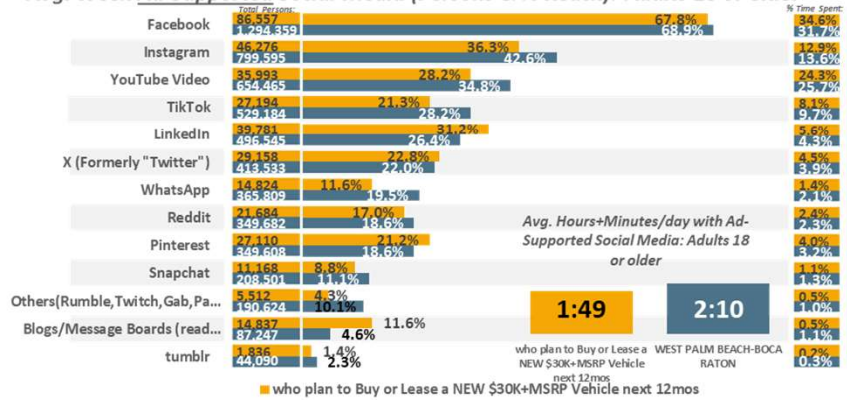
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



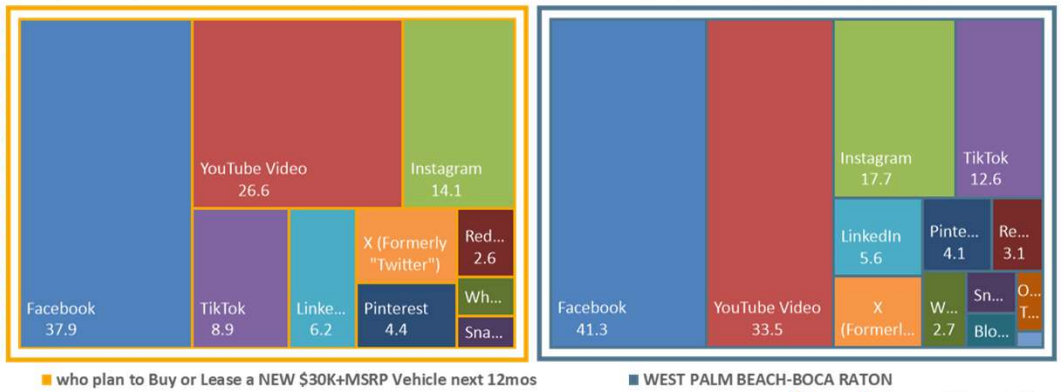
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Aug23-Aug24 Qual Intab 165

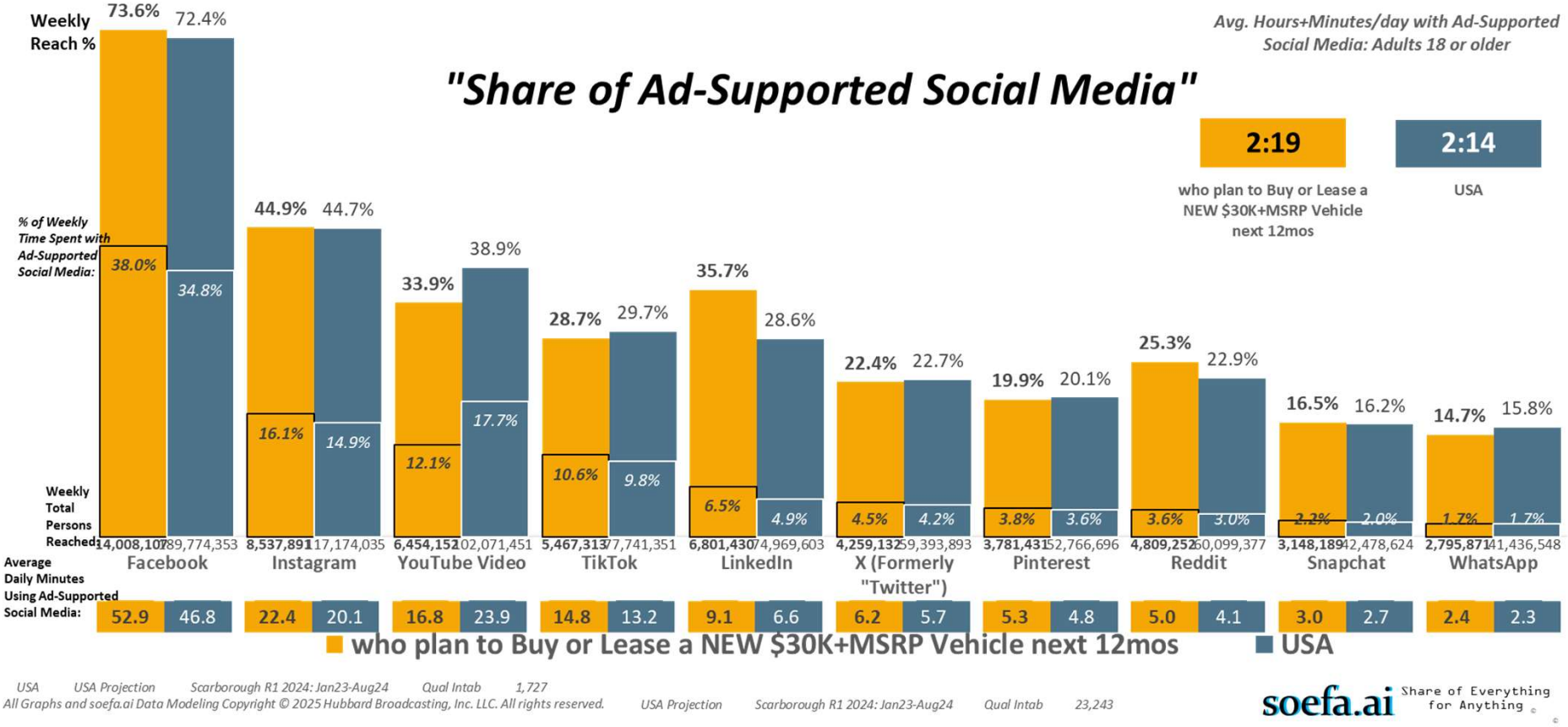
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

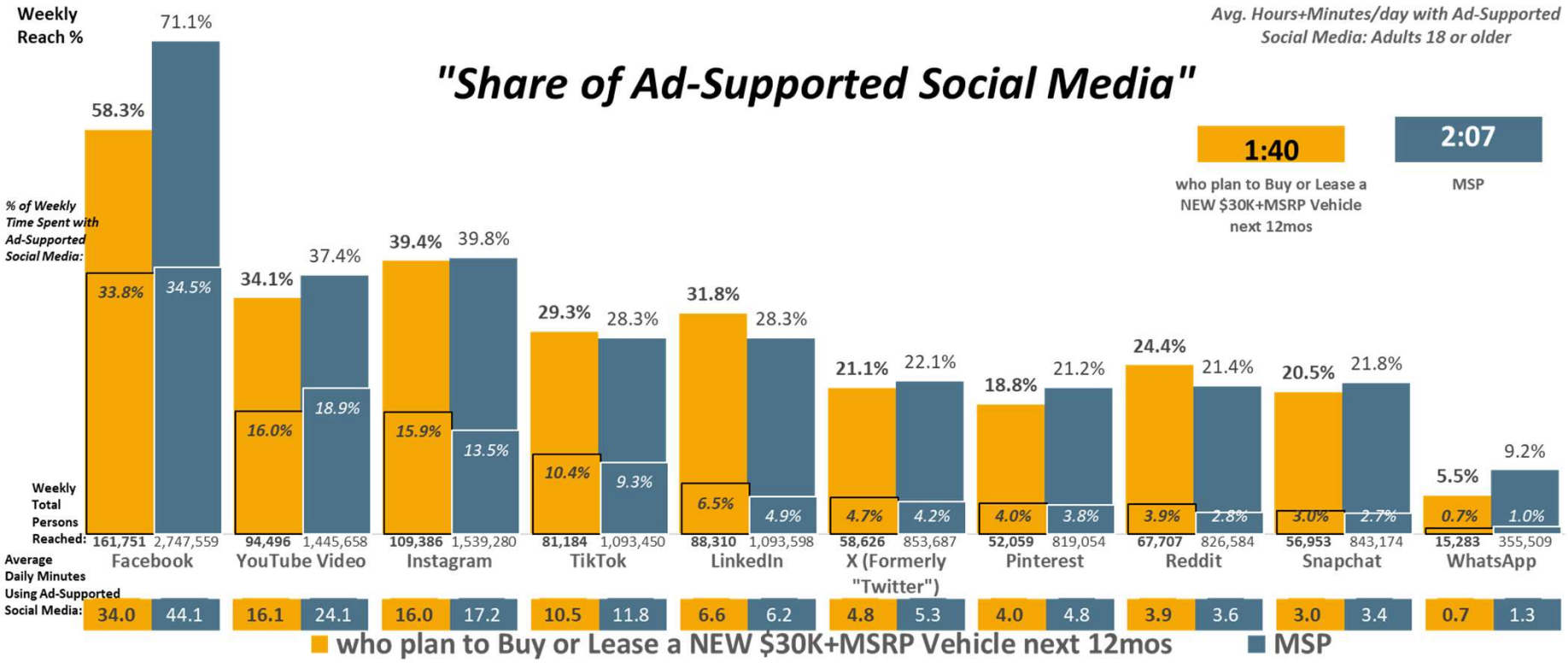
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



161,751 or 58.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 34. minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

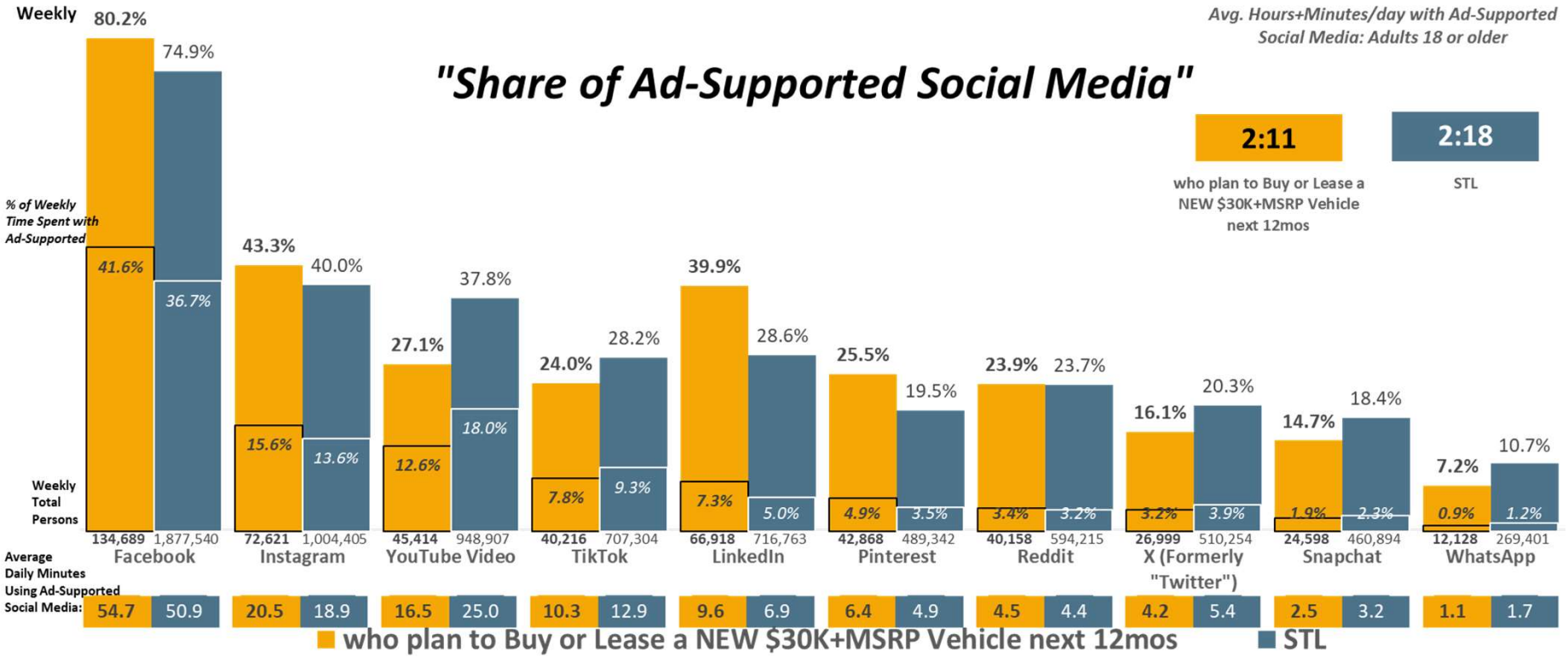
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



134,689 or 80.2% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 54.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

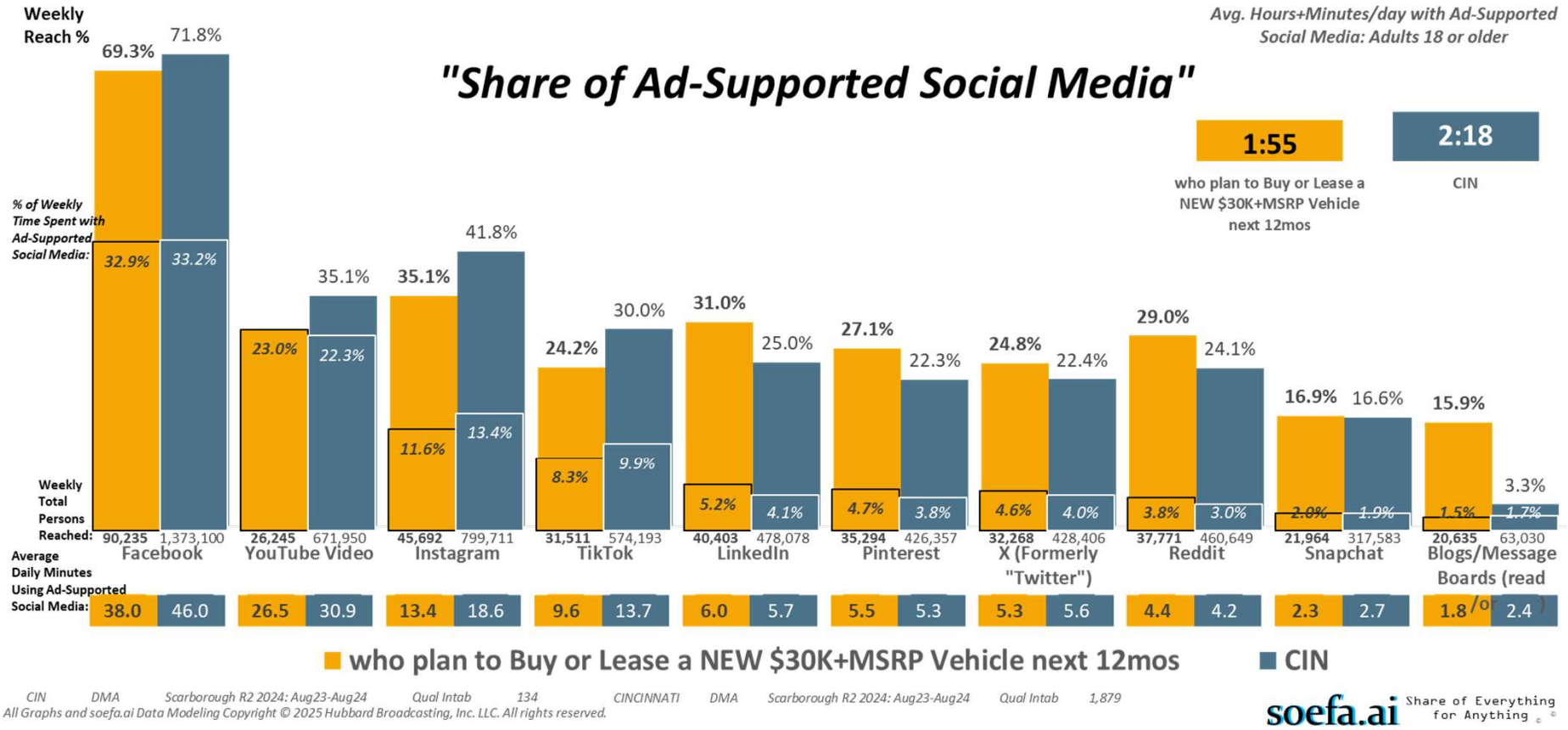
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



90,235 or 69.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 38. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

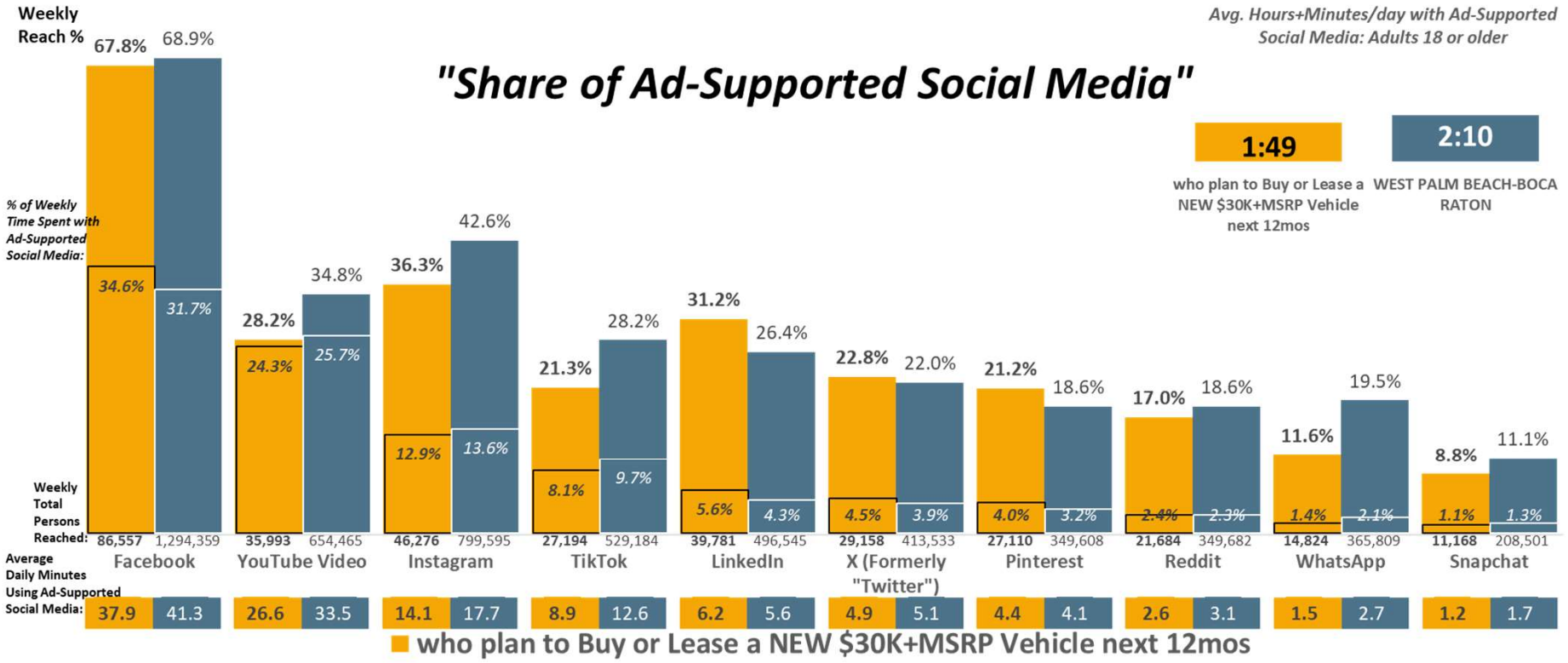
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



86,557 or 67.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 37.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

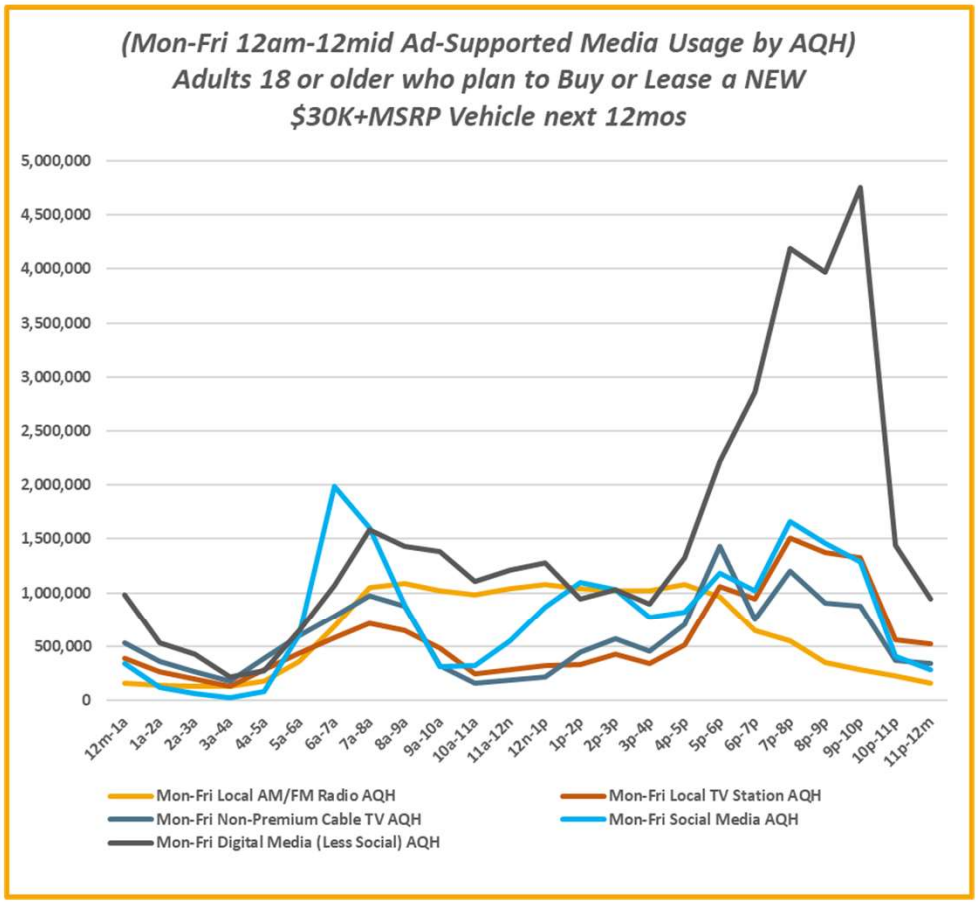
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

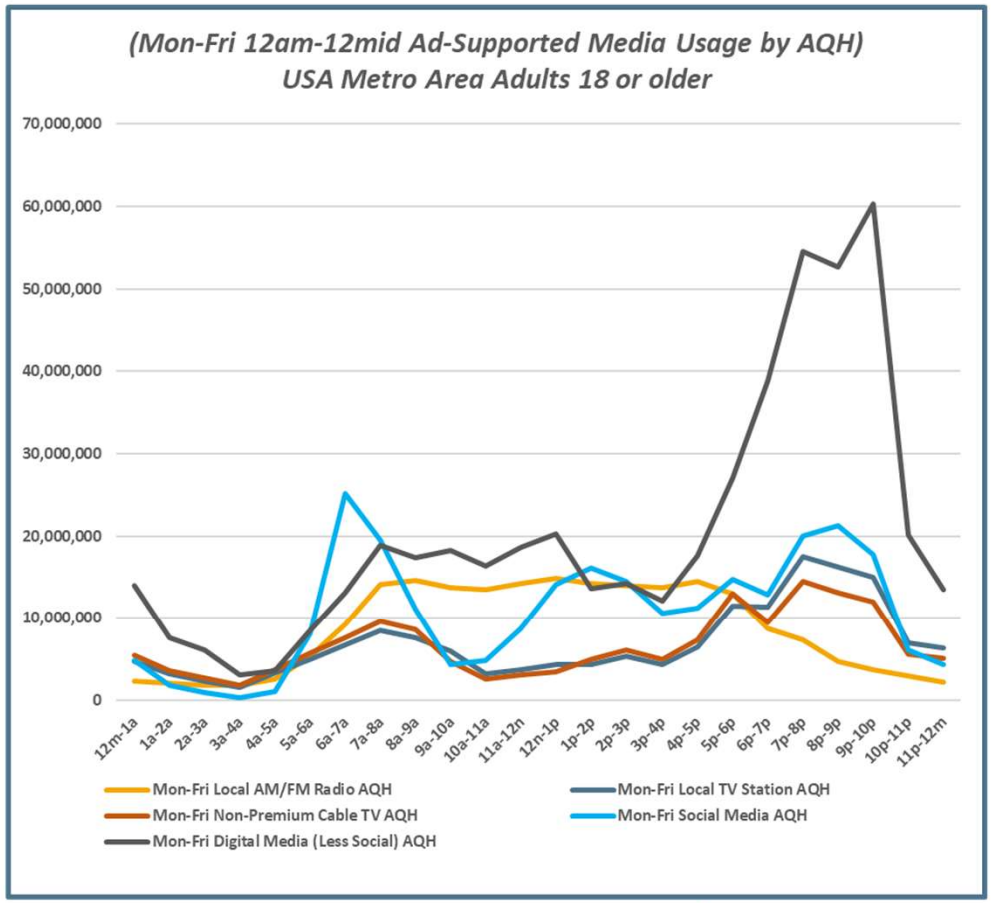
soefa.ai Share of Everything for Anything ©

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



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





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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

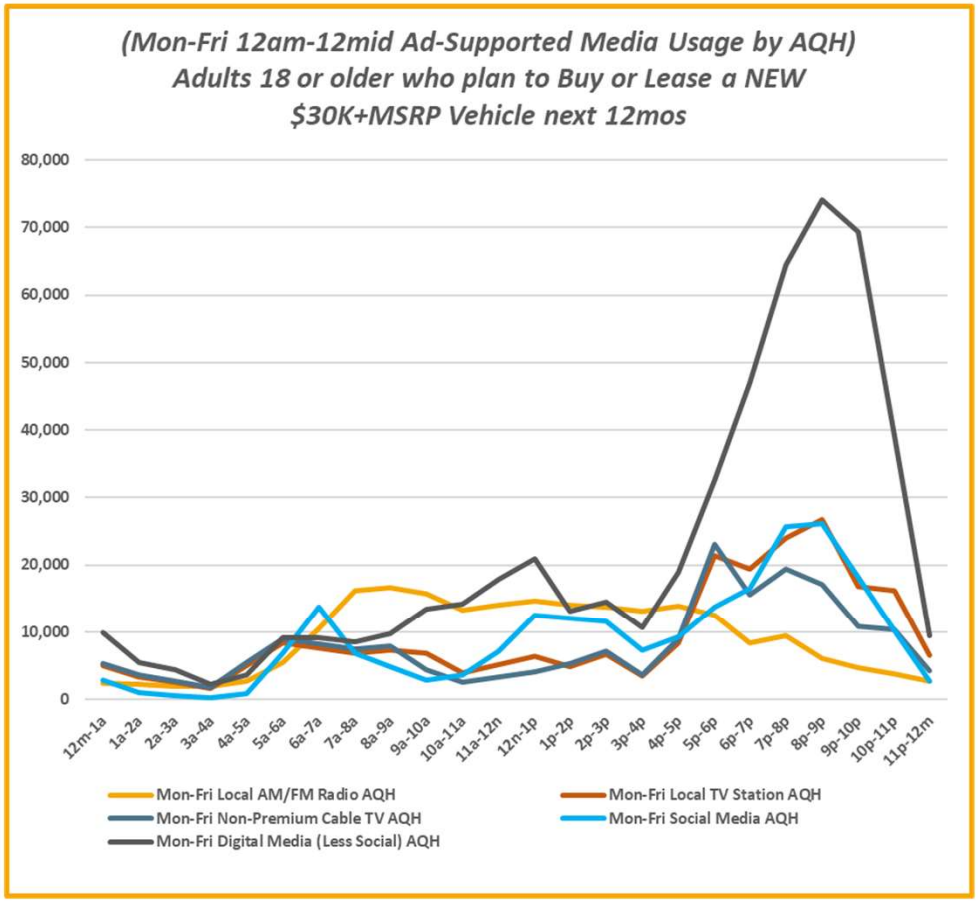
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

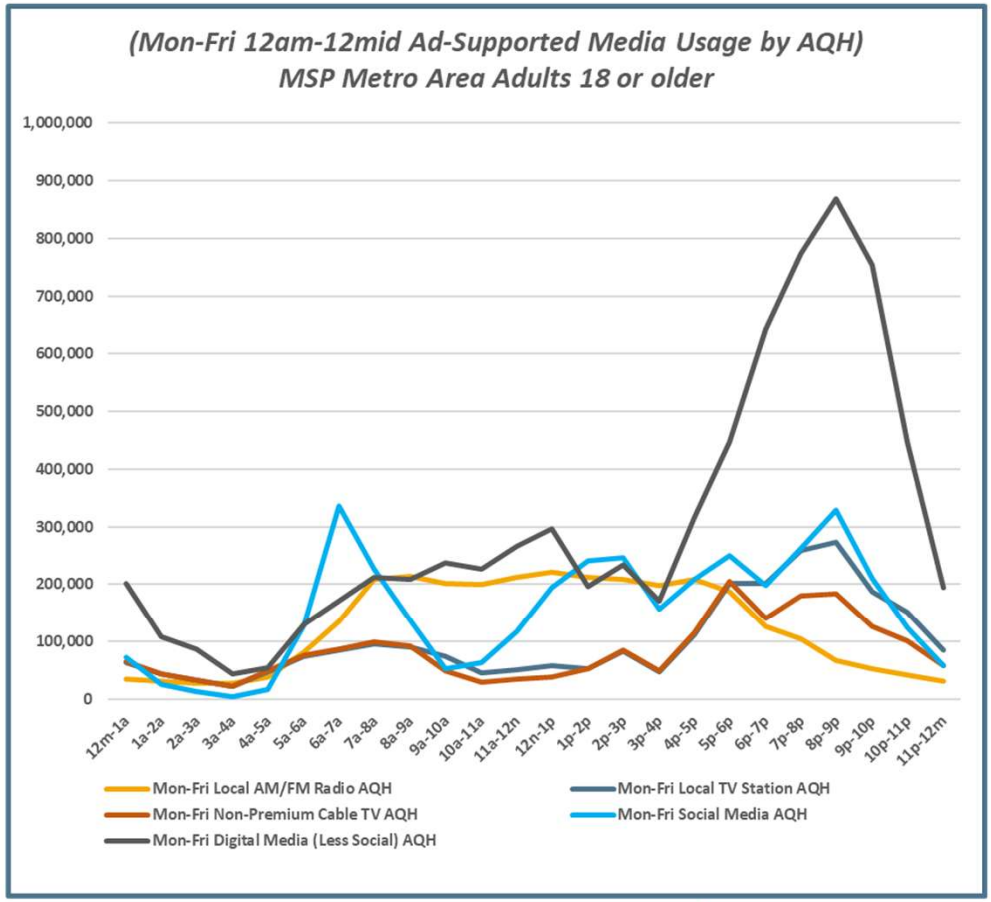
soefa.ai Share of Everything for Anything ©

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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,716; Local Radio: 13,552; Social Media: 9,378; Local TV: 8,302; Non-Prem. Cable: 7,809 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle nex



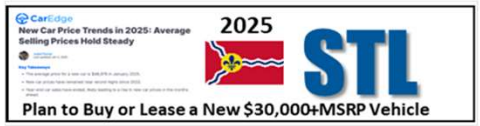


MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

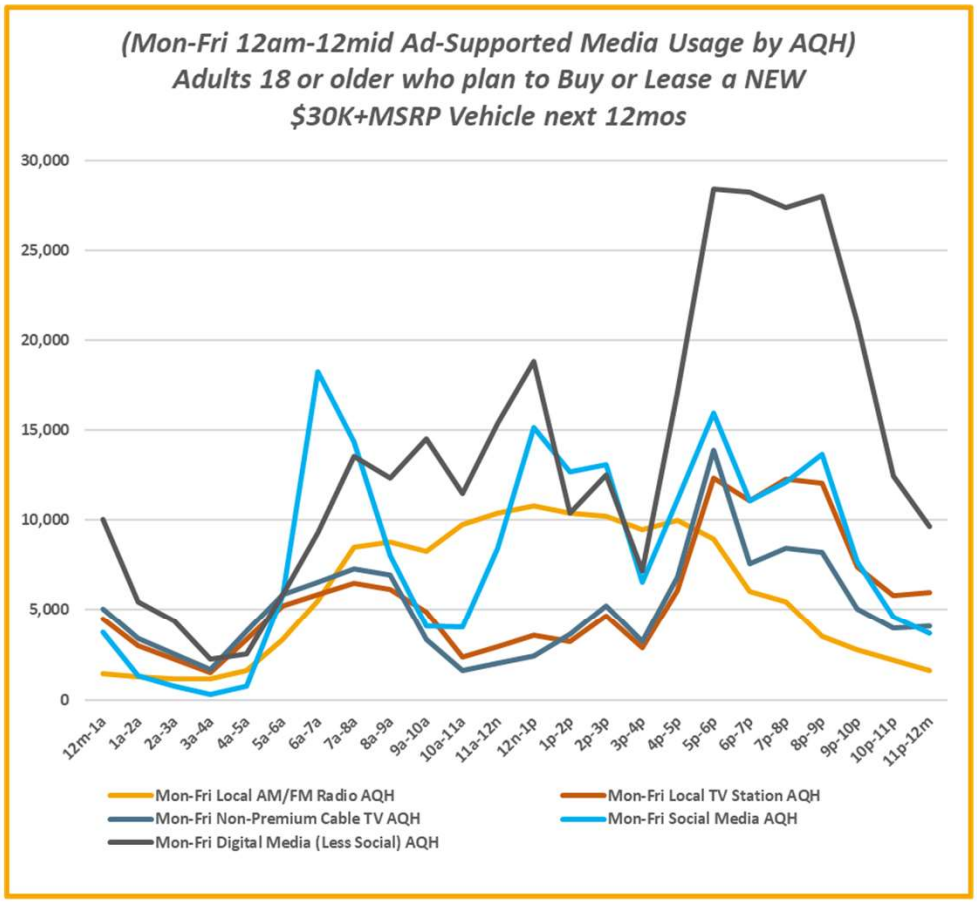
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

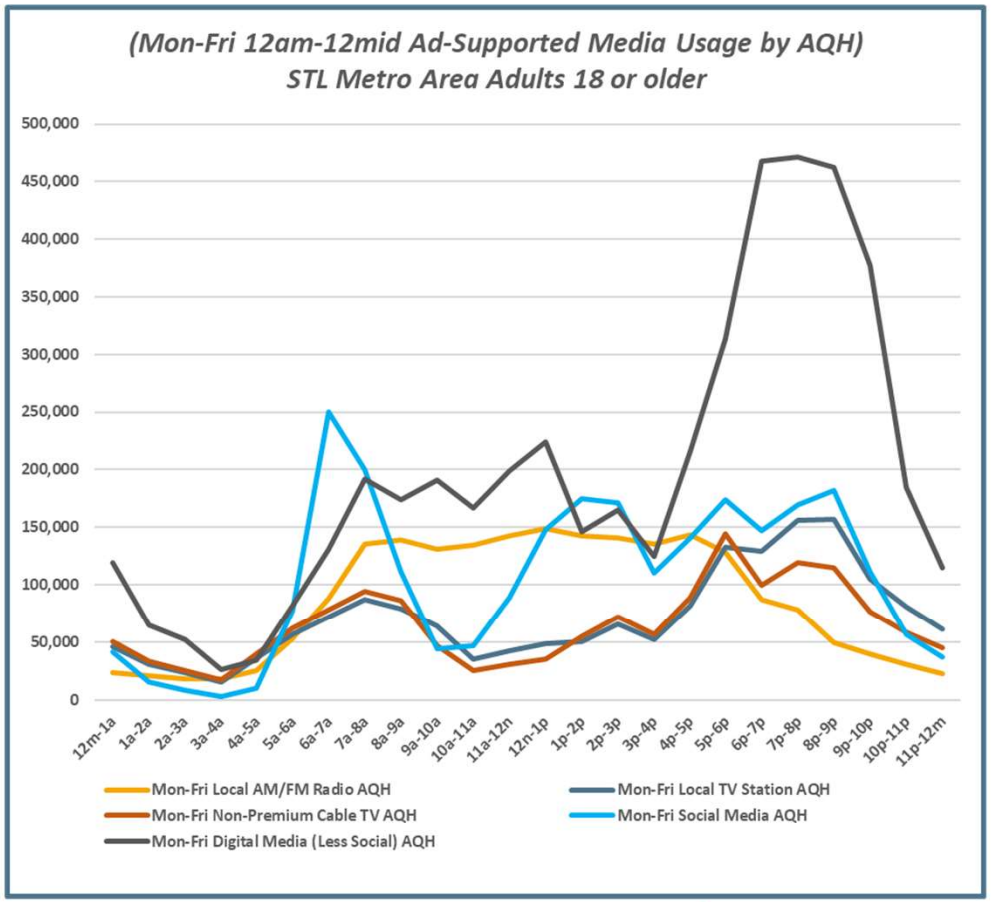
soefa.ai Share of Everything for Anything ©

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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,331; Social Media: 10,996; Local Radio: 9,009; Local TV: 5,575; Non-Prem. Cable: 5,429 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle nex





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

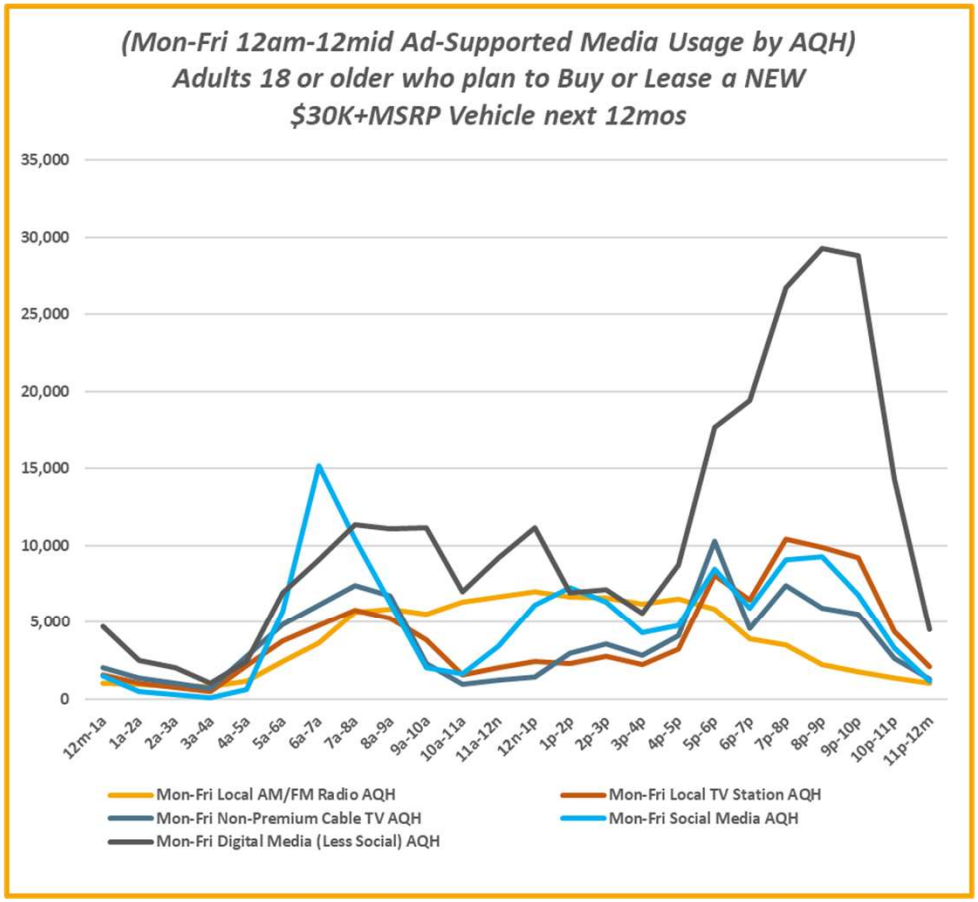
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

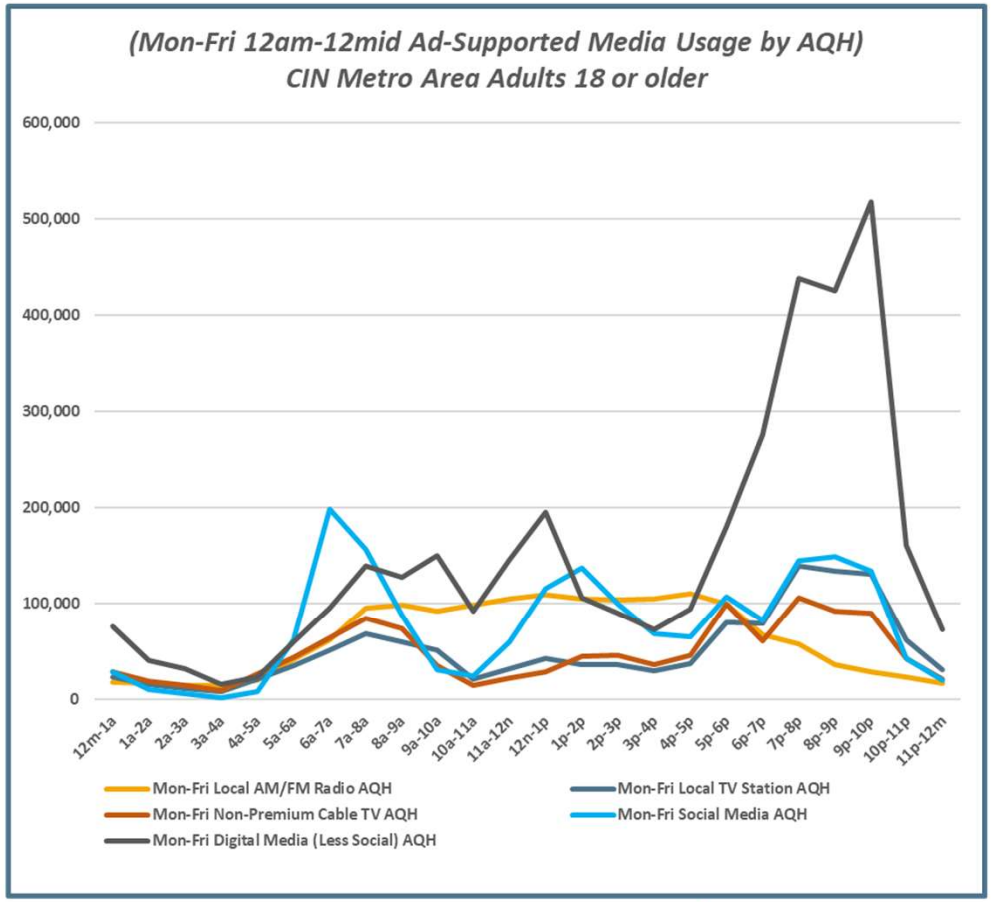
soefa.ai Share of Everything for Anything ©

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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,432; Social Media: 6,339; Local Radio: 5,896; Non-Prem. Cable: 4,204; Local TV: 3,915 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

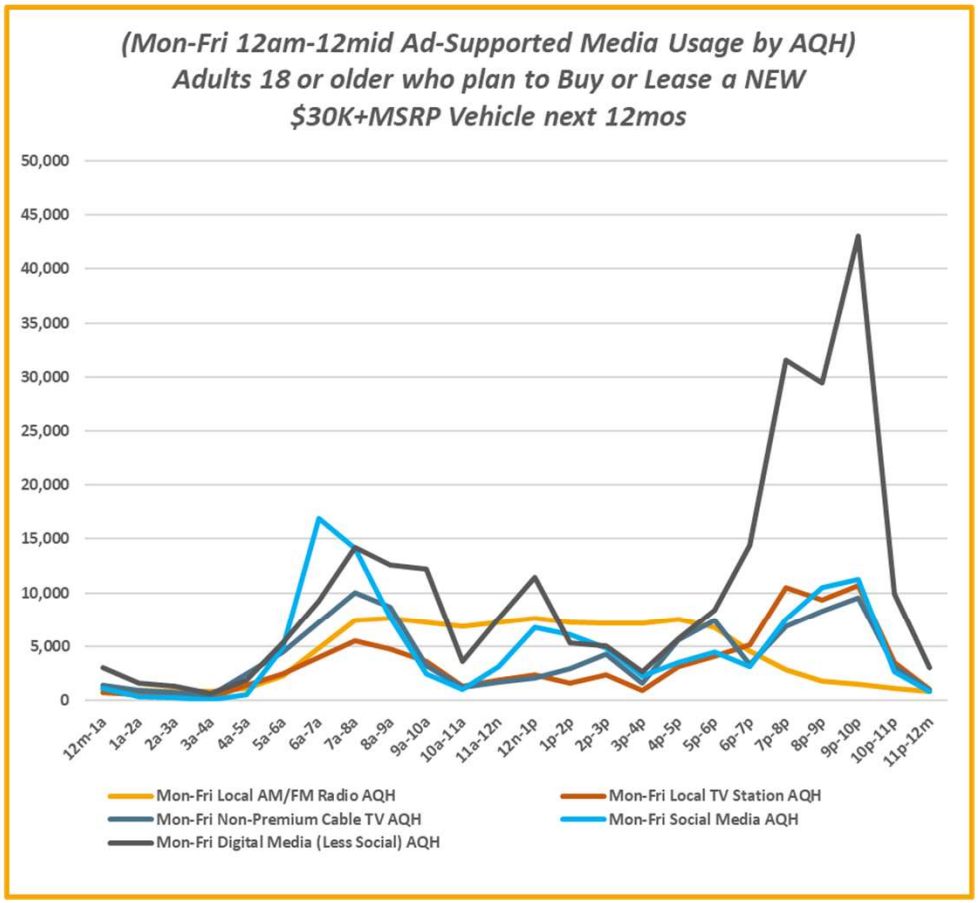
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

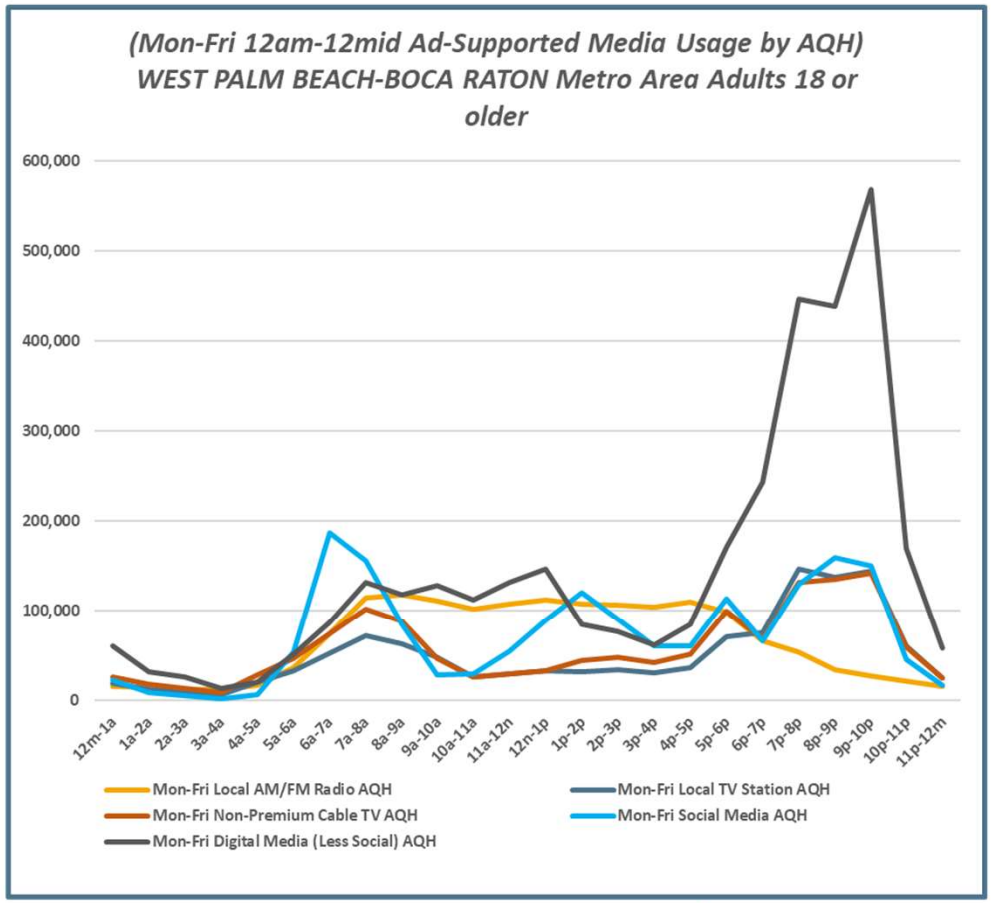
soefa.ai Share of Everything for Anything ©

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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,644; Local Radio: 6,857; Social Media: 5,864; Non-Prem. Cable: 4,553; Local TV: 3,111 reaching Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next





WEST PALM BEACH-BOCA RATON DMA

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

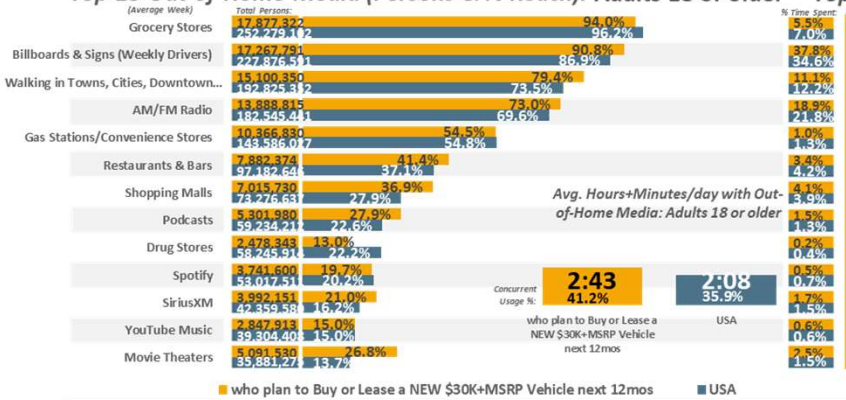
soefa.ai Share of Everything for Anything ©

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

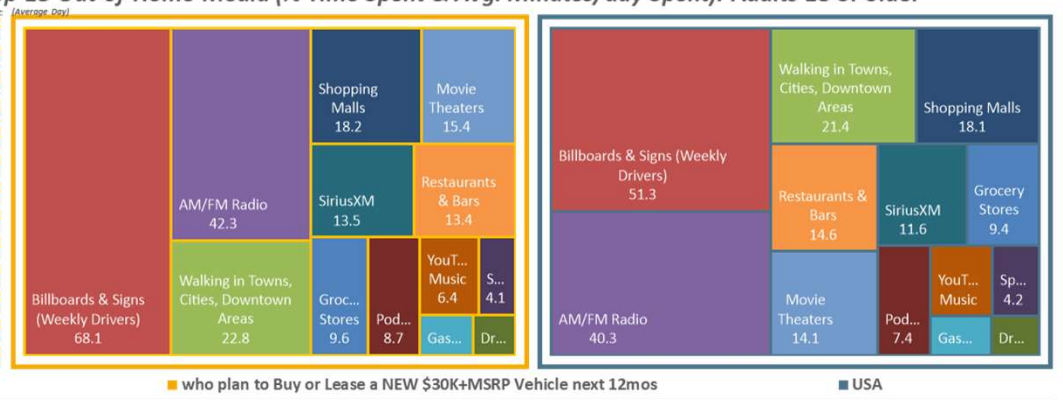


17,267,791 or 90.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 35.5 mi

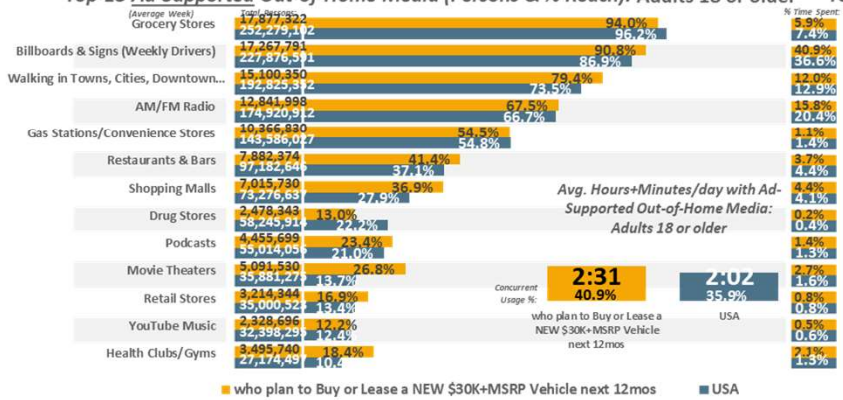
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



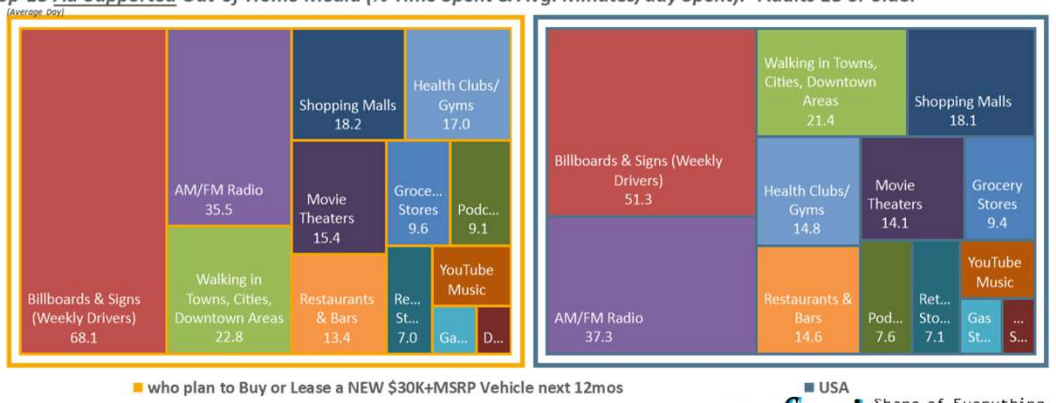
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

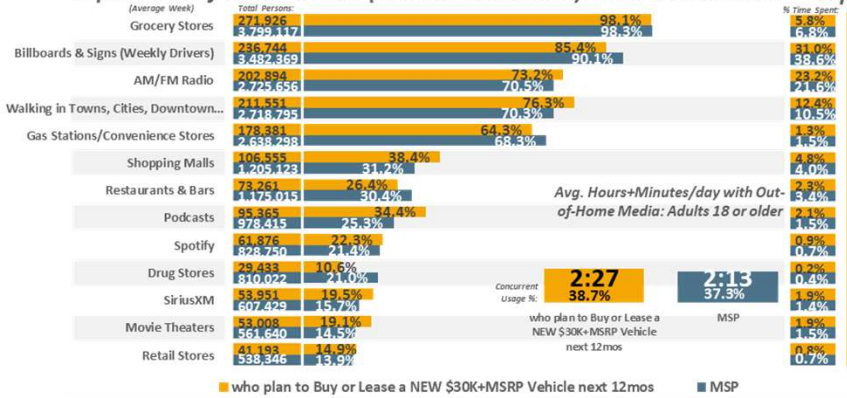
soefa.ai Share of Everything for Anything ©

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

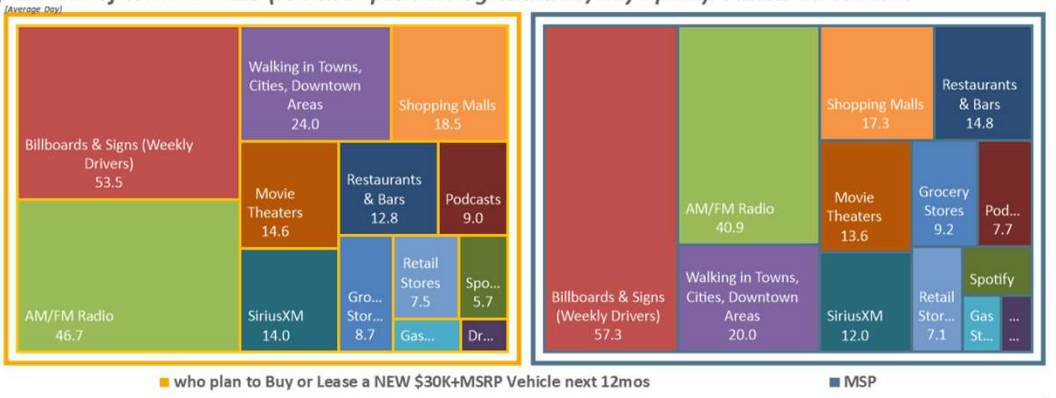


236,744 or 85.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 53.5 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minut

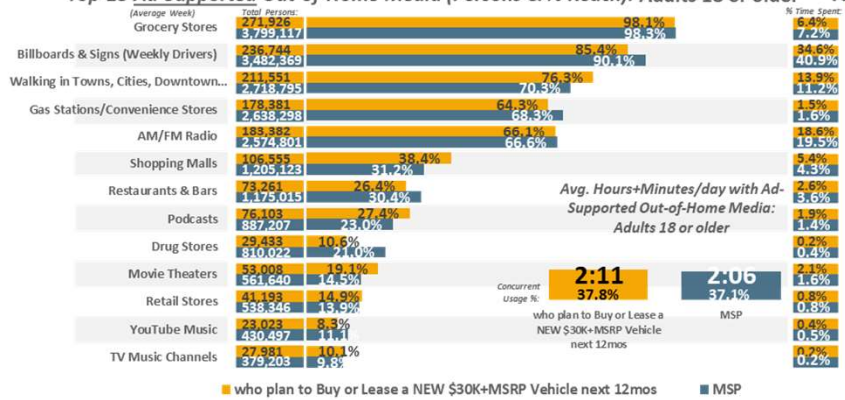
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



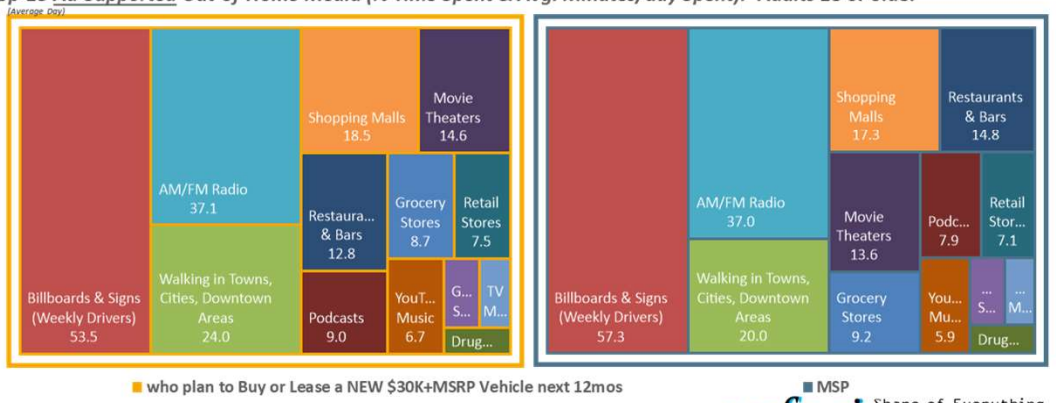
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

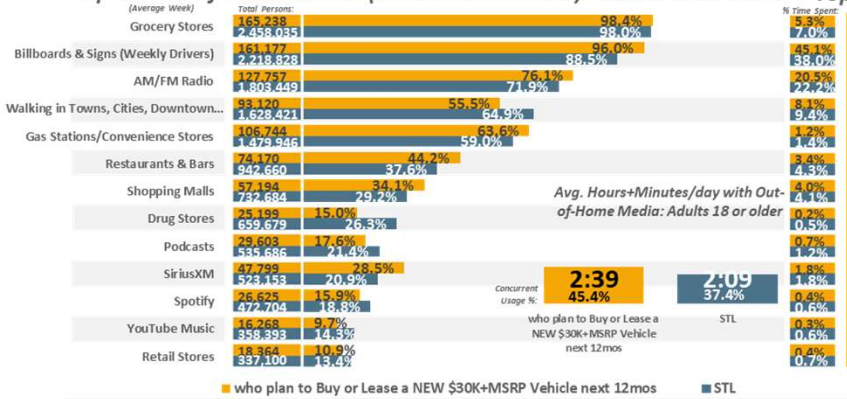
soefa.ai Share of Everything for Anything ©

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

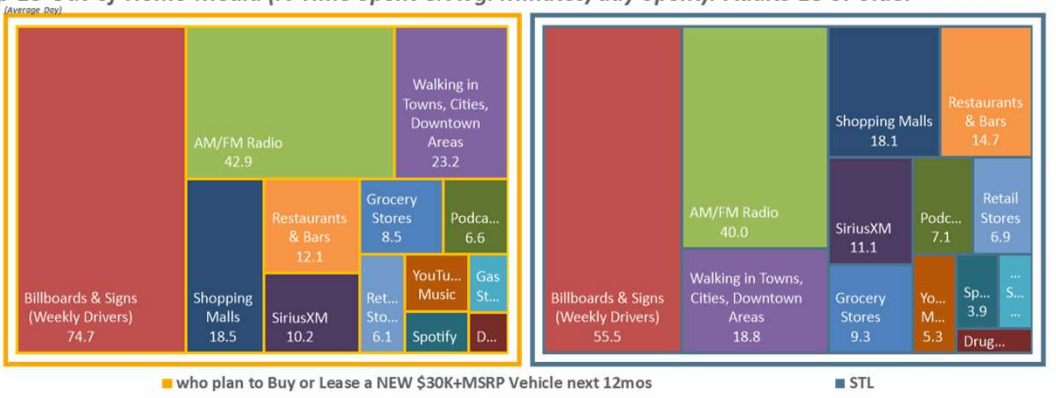


161,177 or 96.% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 74.7 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes

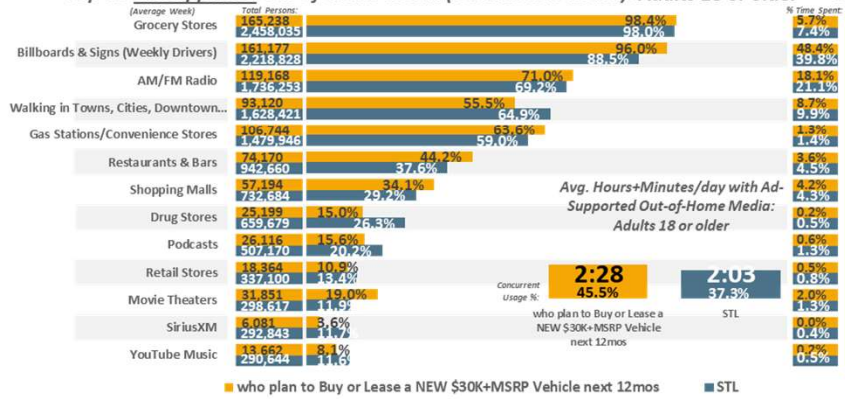
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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

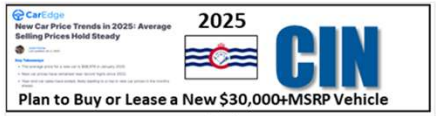


STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

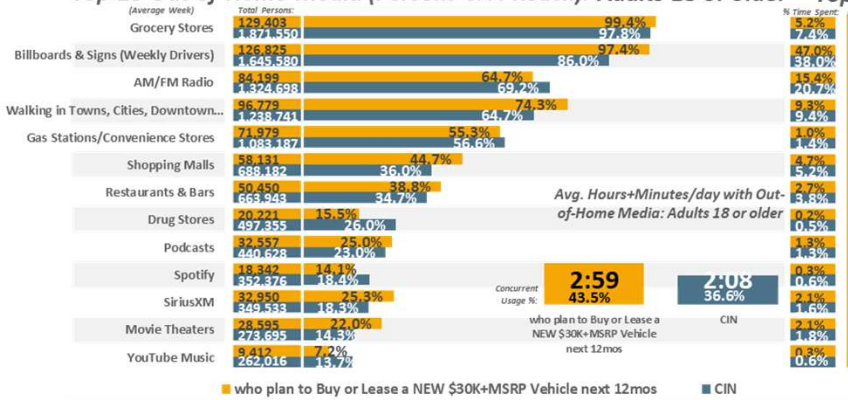
soefa.ai Share of Everything for Anything ©

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



126,825 or 97.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 86.7 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minut

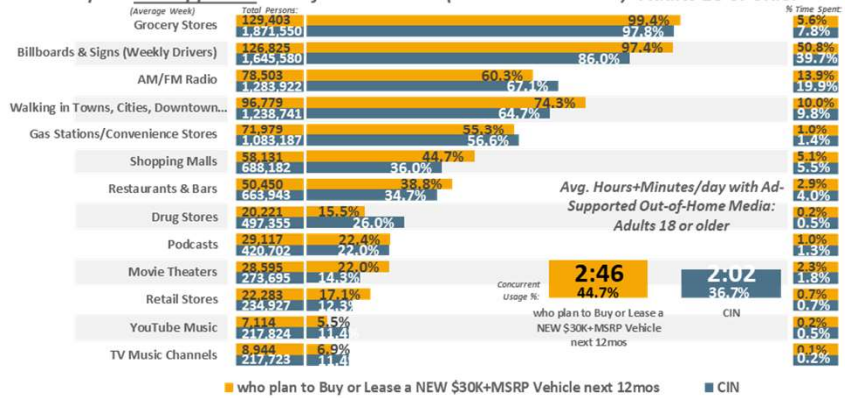
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



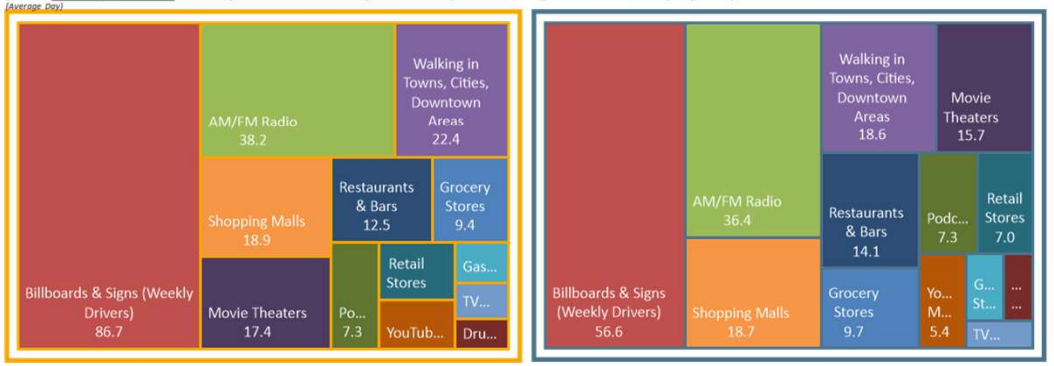
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

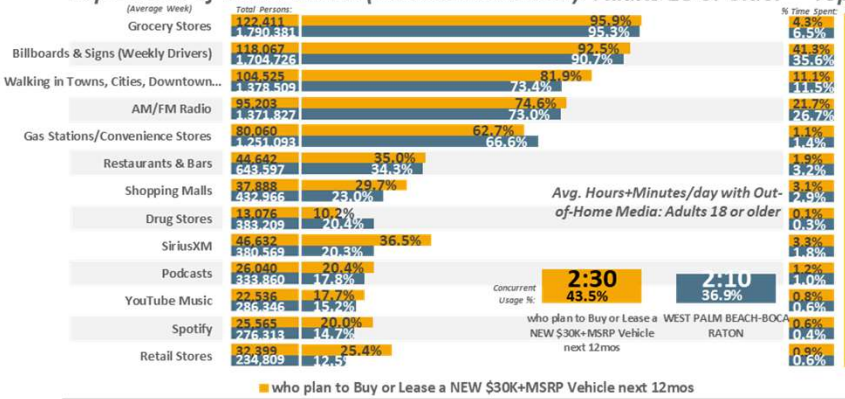
soefa.ai Share of Everything for Anything ©

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

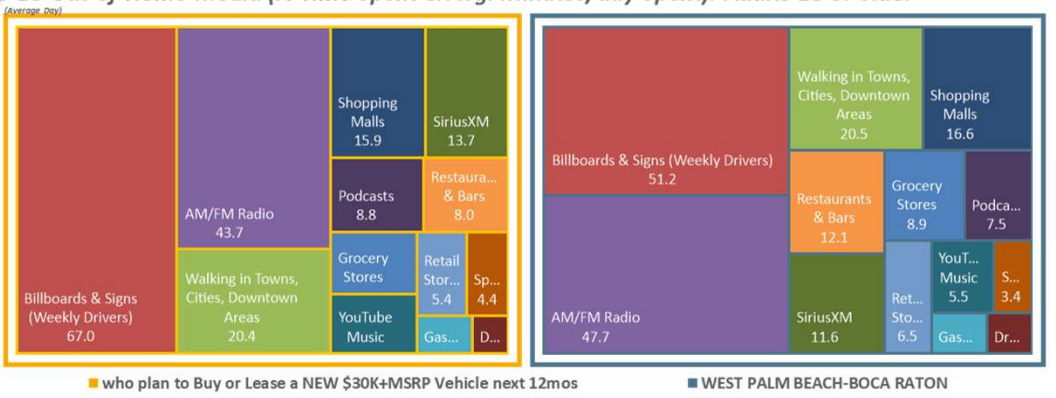


118,067 or 92.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 67. minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 34.9 minute

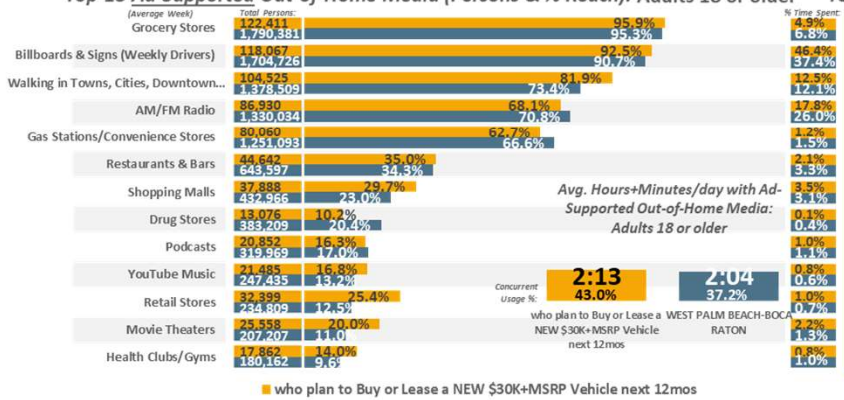
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 18 or older**



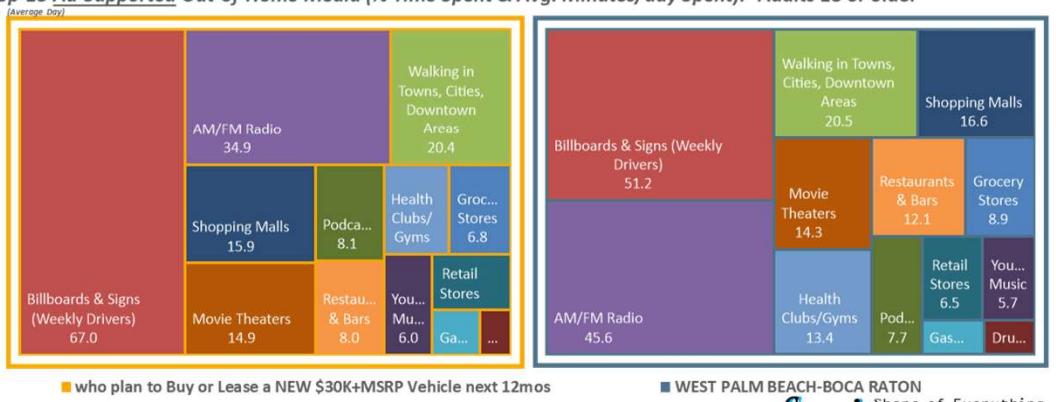
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

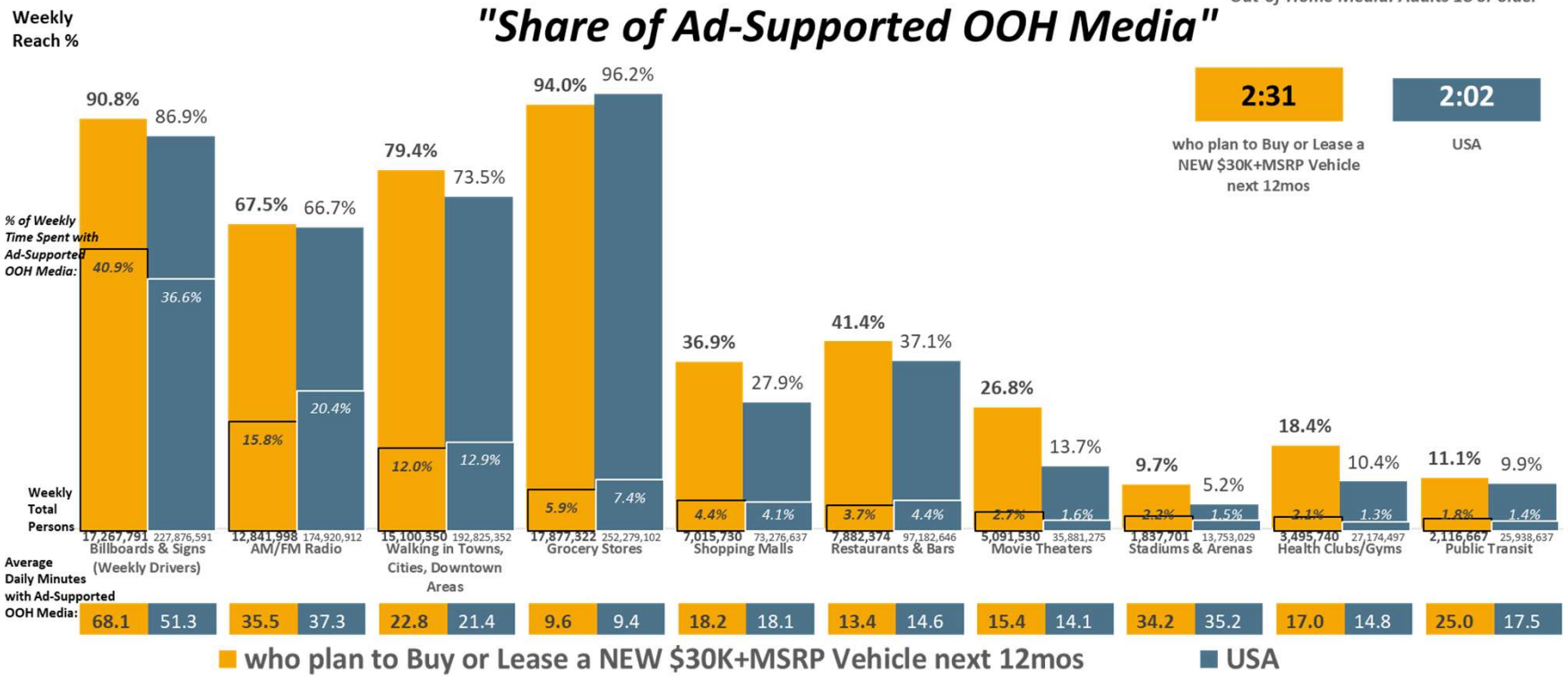
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



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

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

"Share of Ad-Supported OOH Media"



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

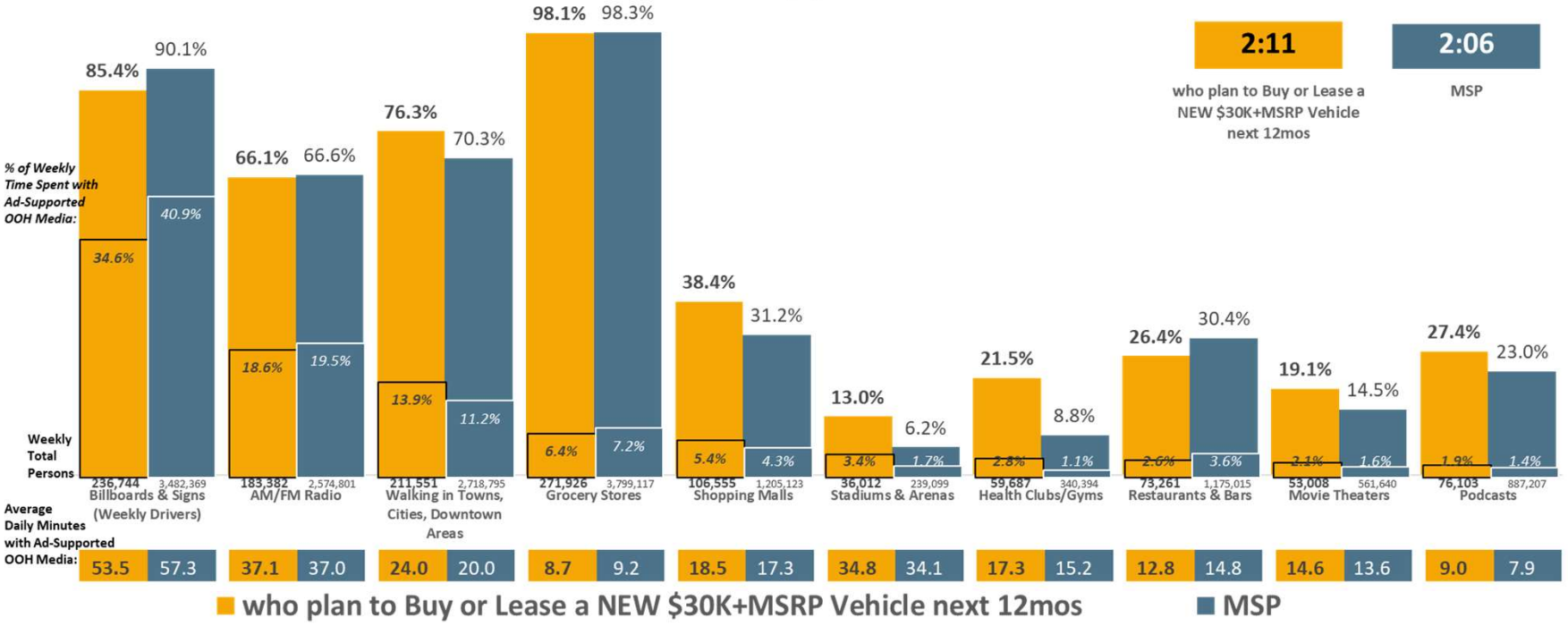
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



236,744 or 85.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 53.5 minutes per day driving, seeing Billboards and Signs representing 34.6% 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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

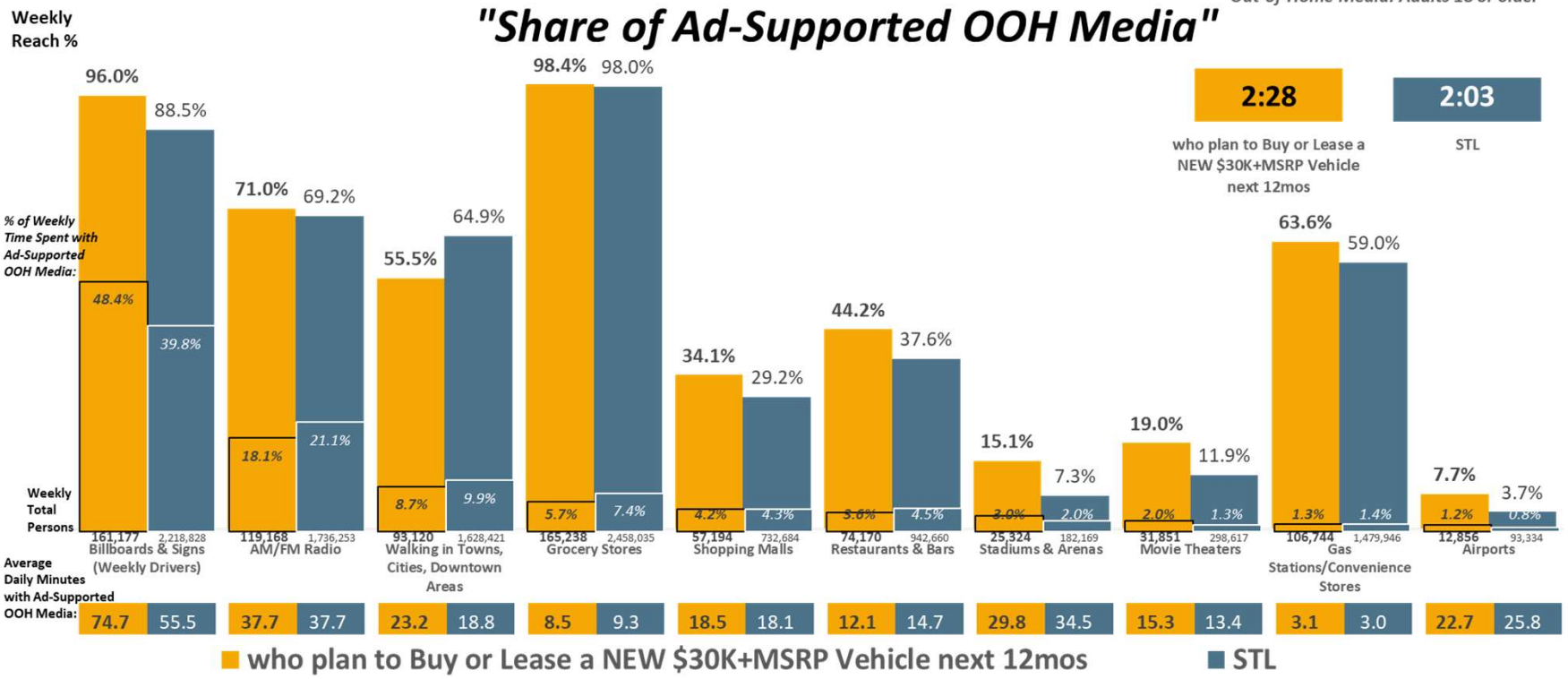
soefa.ai Share of Everything for Anything ©

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



161,177 or 96.% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 74.7 minutes per day driving, seeing Billboards and Signs representing 48.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

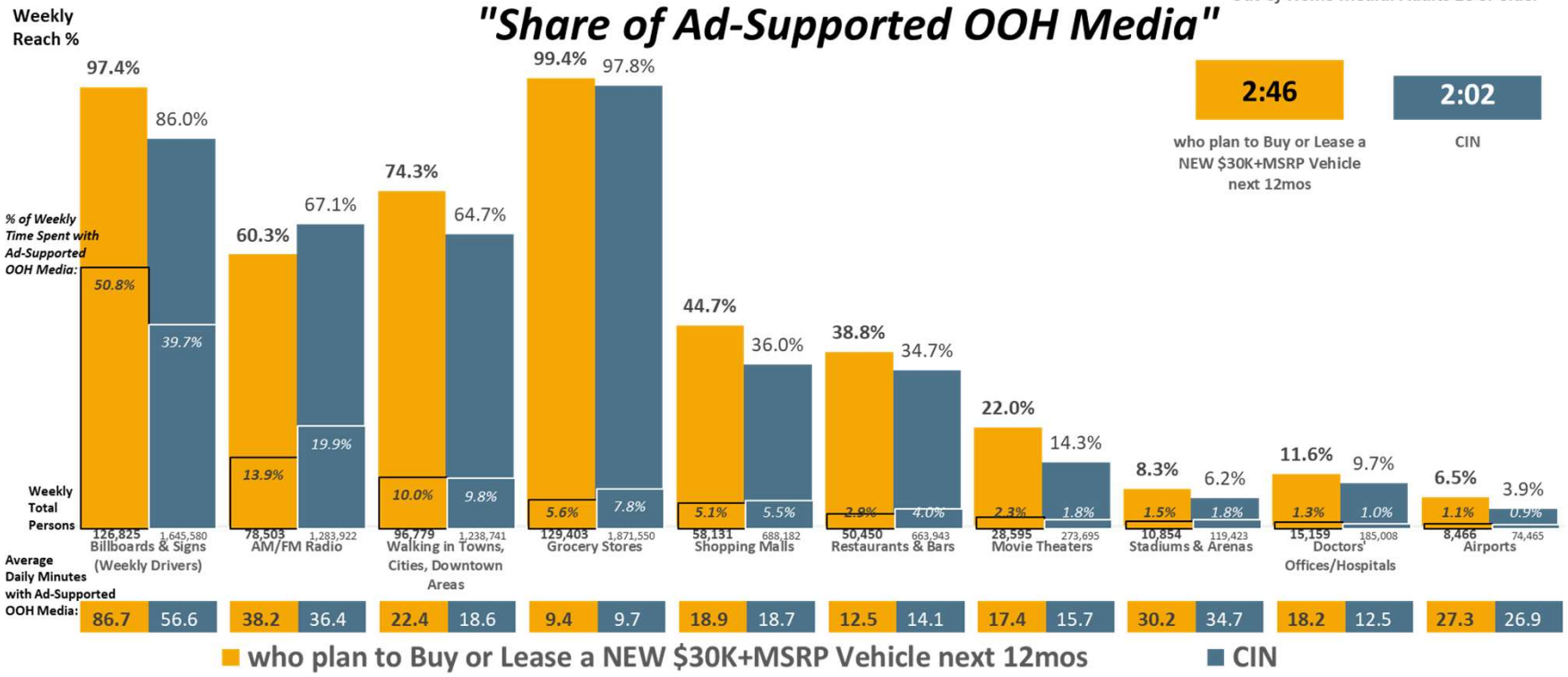
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



126,825 or 97.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 86.7 minutes per day driving, seeing Billboards and Signs representing 50.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Movie Theaters	Stadiums & Arenas	Doctors' Offices/Hospitals	Airports
who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos	97.4%	60.3%	74.3%	99.4%	44.7%	38.8%	22.0%	8.3%	11.6%	6.5%
CIN	86.0%	67.1%	64.7%	97.8%	36.0%	34.7%	14.3%	6.2%	9.7%	3.9%
% of Weekly Time Spent with Ad-Supported OOH Media: who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos	50.8%	13.9%	10.0%	5.6%	5.1%	2.9%	2.3%	1.5%	1.3%	1.1%
% of Weekly Time Spent with Ad-Supported OOH Media: CIN	39.7%	19.9%	9.8%	7.8%	5.5%	4.0%	1.8%	1.8%	1.0%	0.9%
Weekly Total Persons: who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos	126,825	78,503	96,779	129,403	58,131	50,450	28,595	10,854	15,159	8,466
Weekly Total Persons: CIN	1,645,580	1,283,922	1,238,741	1,871,550	688,182	663,943	273,695	119,423	185,008	74,465
Average Daily Minutes with Ad-Supported OOH Media: who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos	86.7	38.2	22.4	9.4	18.9	12.5	17.4	30.2	18.2	27.3
Average Daily Minutes with Ad-Supported OOH Media: CIN	56.6	36.4	18.6	9.7	18.7	14.1	15.7	34.7	12.5	26.9

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

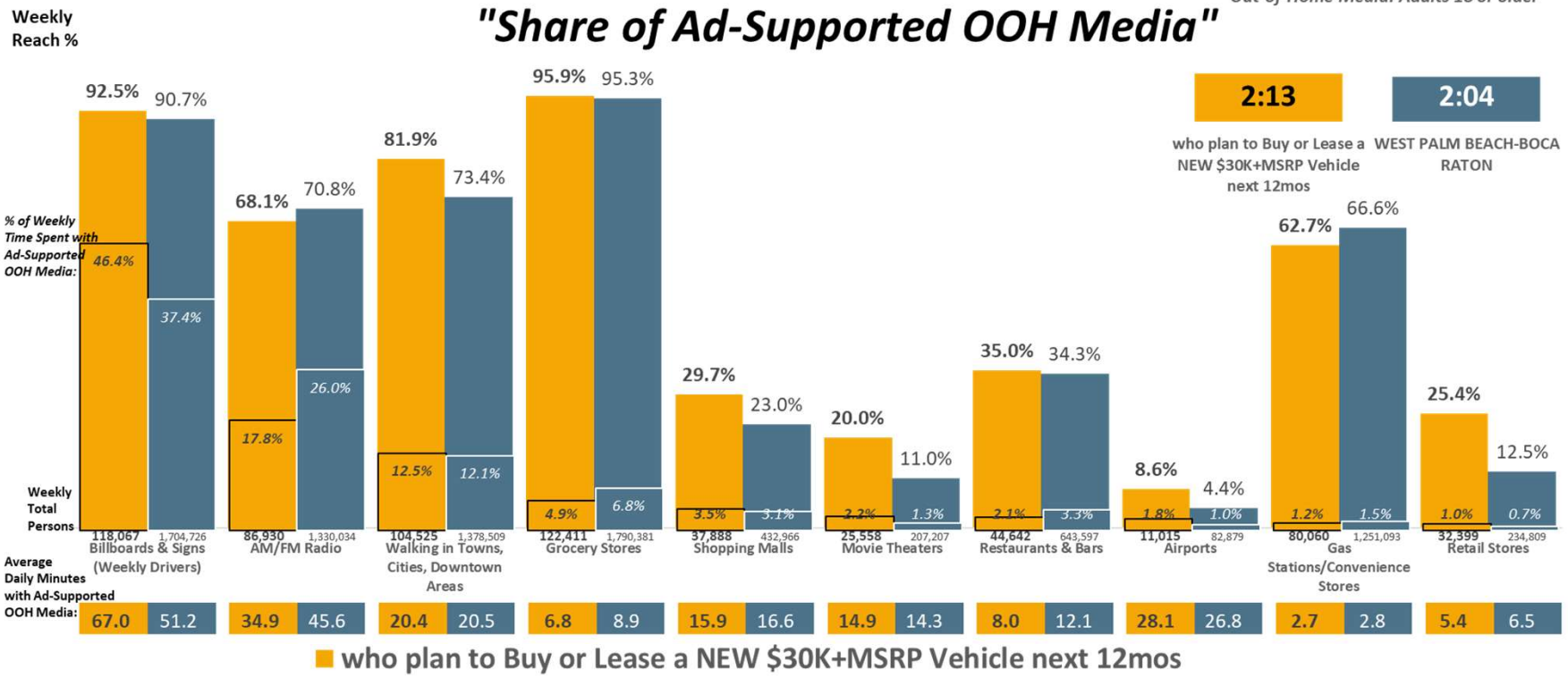
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $30,000 - $44,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



118,067 or 92.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 67. minutes per day driving, seeing Billboards and Signs representing 46.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

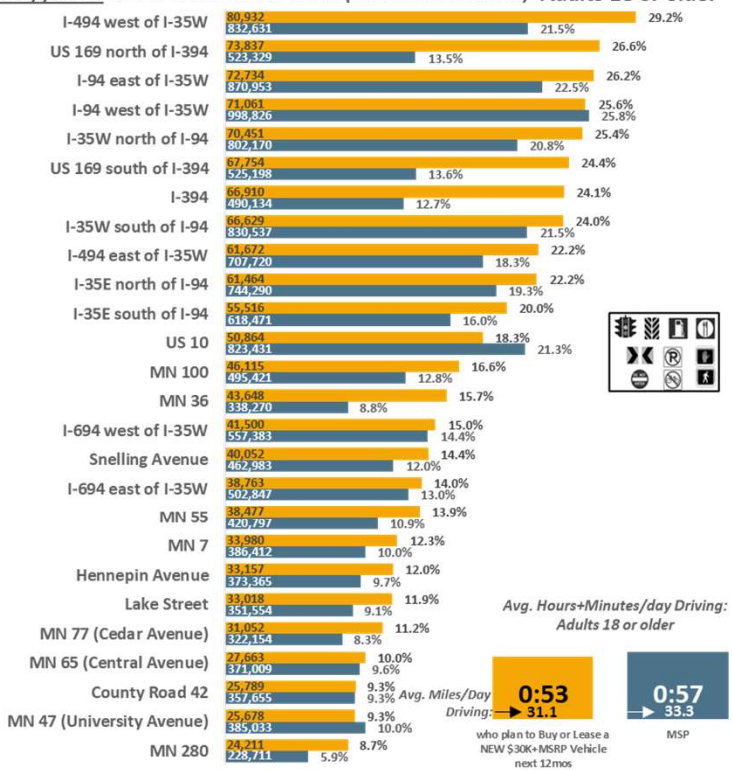
soefa.ai Share of Everything for Anything ©

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

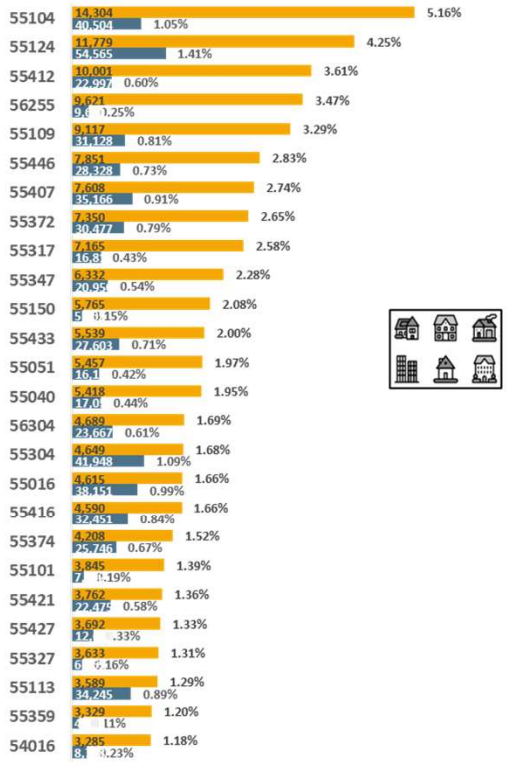


236,744 or 85.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 53.5 minutes per day driving an average of 31.1 miles each day and are 96.6% more likely to use US 169 north of I-394 than the Metro ave

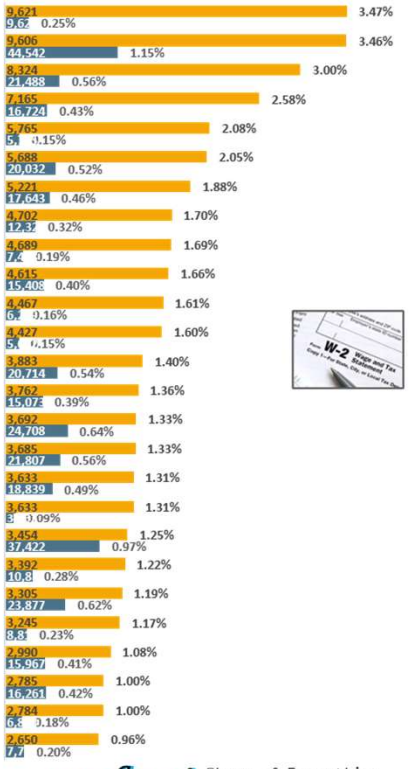
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

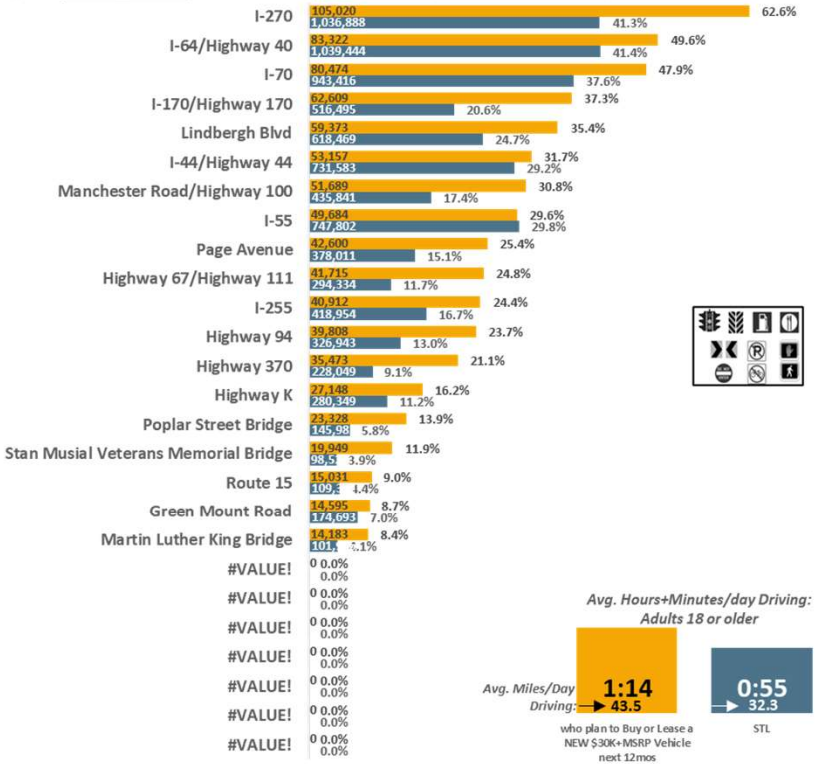
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

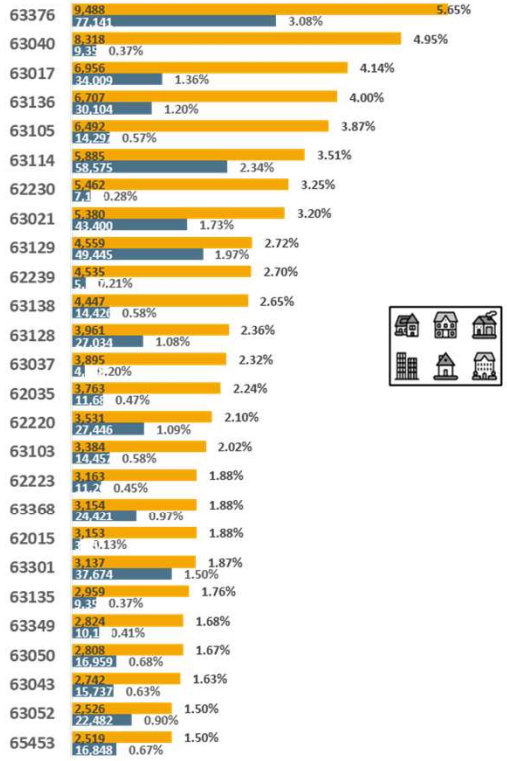


161,177 or 96.% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 74.7 minutes per day driving an average of 43.5 miles each day and are 202.5% more likely to use Stan Musial Veterans Memorial Bridge tha

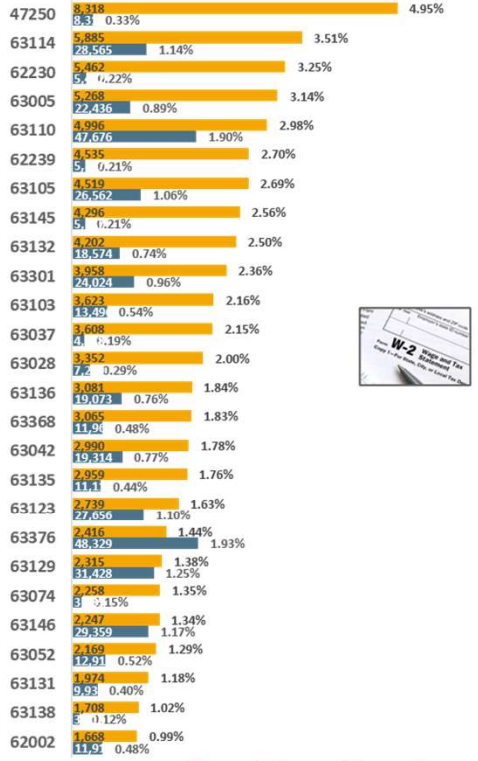
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

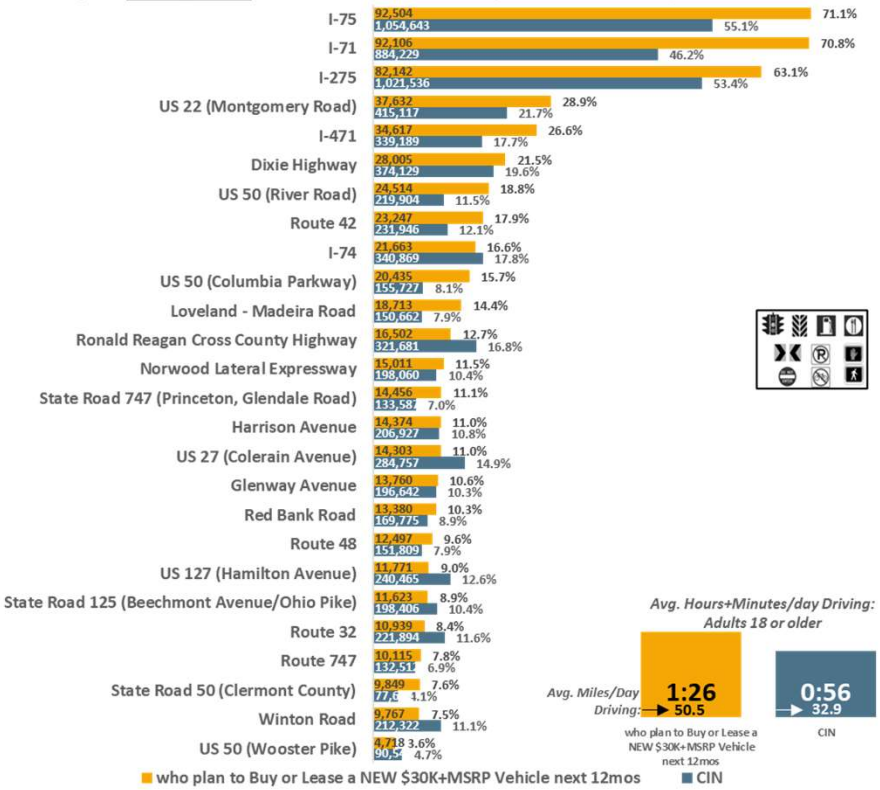
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



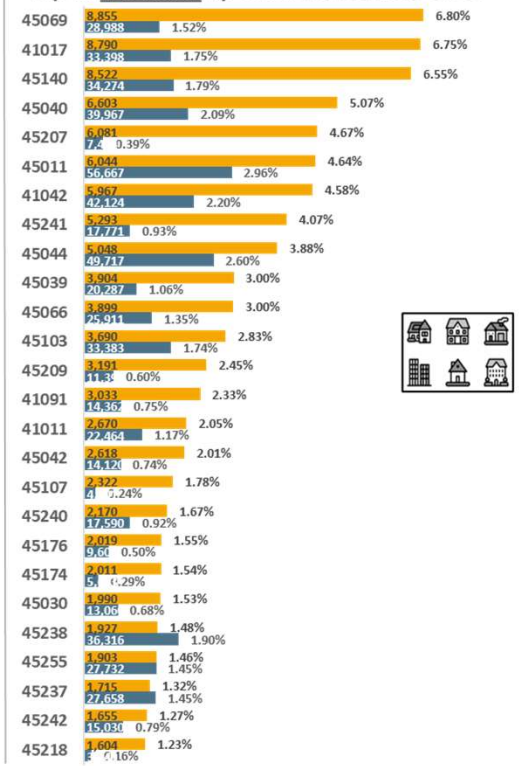
126,825 or 97.4% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 86.7 minutes per day driving an average of 50.5 miles each day and are 92.9% more likely to use US 50 (Columbia Parkway) than the Metro

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

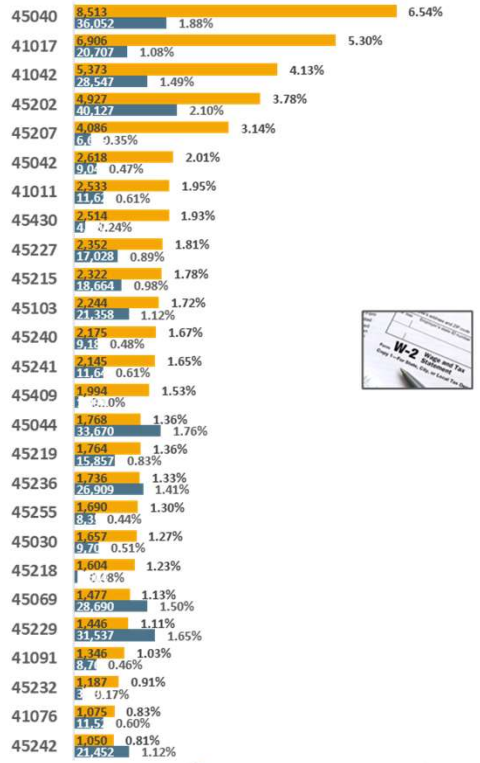


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



118,067 or 92.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos spend an average of 67. minutes per day driving an average of 39. miles each day and are 143.3% more likely to use Indiantown Road than the Metro average.

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

I-95	99,499	78.0%
	1,356,902	72.2%
US 1	81,717	64.0%
	1,055,598	56.2%
Military Trail	63,986	50.1%
	996,016	53.0%
Florida Turnpike	57,234	44.8%
	619,221	33.0%
US 441	51,793	40.6%
	691,375	36.8%
Congress Avenue	34,860	27.3%
	762,881	40.6%
Indiantown Road	29,609	23.2%
	179,187	9.5%
Glades Road	28,830	22.6%
	251,712	13.4%
St Lucie West Blvd	27,860	21.8%
	268,514	14.3%
Port St Lucie Blvd	24,844	19.5%
	284,663	15.1%
Linton Blvd	24,312	19.1%
	237,251	12.6%
Atlantic Avenue	23,068	18.1%
	270,100	14.4%
PGA Blvd	20,988	16.4%
	272,545	14.5%
US 710/Beeline Highway	20,927	16.4%
	152,26	8.1%
Donald Ross Road	20,443	16.0%
	138,68	7.4%
Forest Hill Blvd	19,896	15.6%
	558,378	29.7%
State Road 70	19,777	15.5%
	197,392	10.5%
Boynton Beach Road	19,442	15.2%
	391,658	20.8%
Lake Worth Road	19,439	15.2%
	590,537	31.4%
Okeechobee Blvd	18,591	14.6%
	523,322	27.9%
Hypoluxo Road	13,815	10.8%
	319,328	17.0%
Palm Beach Lakes Blvd	13,733	10.8%
	381,514	20.3%
Southern Blvd	12,925	10.1%
	420,315	22.4%
Northlake Blvd	12,515	9.8%
	294,220	15.7%
Gateway Blvd	8,680	6.8%
	222,189	11.8%
Blue Heron Blvd	8,398	6.6%
	239,738	12.8%



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

Avg. Miles/Day Driving: → 39.0



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

WEST PALM BEACH-BOCA RATON

Top-26 Residential Zip Codes: Adults 18 or older

34951	13,276	10.40%
	22,12	1.18%
33433	7,355	5.76%
	31,969	1.70%
33446	7,042	5.52%
	29,830	1.59%
33415	6,279	4.92%
	117,117	6.23%
33434	6,052	4.74%
	23,44	1.25%
33445	5,589	4.38%
	29,835	1.59%
33436	5,398	4.23%
	36,387	1.94%
34987	5,156	4.04%
	21,39	1.14%
33437	4,009	3.14%
	37,069	1.97%
33461	3,936	3.08%
	151,575	8.07%
33435	3,931	3.08%
	30,502	1.62%
33486	2,717	2.13%
	14,	0.78%
32966	2,585	2.03%
	23,58	1.25%
34953	2,573	2.02%
	47,326	2.52%
32967	2,529	1.98%
	21,49	1.14%
33478	2,519	1.97%
	6,23%	
34952	2,518	1.97%
	50,367	2.68%
33463	2,466	1.93%
	82,983	4.42%
32958	2,103	1.65%
	33,612	1.79%
34956	1,847	1.45%
	23,84	1.27%
32948	1,726	1.35%
	14,	0.78%
33467	1,669	1.31%
	27,200	1.45%
33484	1,665	1.30%
	41,395	2.20%
33458	1,614	1.26%
	23,69	1.26%
34986	1,561	1.22%
	19,5	1.04%
33487	1,517	1.19%
	16,6	0.89%



Top-26 Employment Zip Codes: Adults 18 or older

34951	12,095	9.48%
	12,	0.66%
33404	4,186	3.28%
	13,7	0.73%
33446	3,193	2.50%
	7,	0.40%
33436	2,679	2.10%
	12,6	0.67%
33486	2,503	1.96%
	11,	0.60%
34987	2,222	1.74%
	9,0	0.48%
33637	1,767	1.38%
		0.09%
33431	1,516	1.19%
	18,978	1.01%
33461	1,426	1.12%
	54,160	2.88%
33433	1,353	1.06%
	13,9	0.74%
33432	1,278	1.00%
	11,	0.64%
34946	1,181	0.93%
	4,	0.23%
23462	1,161	0.91%
		0.06%
20852	1,159	0.91%
		0.06%
34957	1,125	0.88%
		0.07%
33401	1,077	0.84%
	25,639	1.36%
33434	953	0.75%
	4,	0.22%
17111	952	0.75%
		0.05%
33467	947	0.74%
	8,4	0.45%
34981	914	0.72%
	3,	0.19%
34488	872	0.68%
		0.05%
34997	857	0.67%
	16,05	0.85%
33414	849	0.67%
	12,0	0.64%
32958	825	0.65%
	10,	0.58%
92602	766	0.60%
		0.04%
33411	722	0.57%
	8,3	0.48%



■ who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos ■ WEST PALM BEACH-BOCA RATON

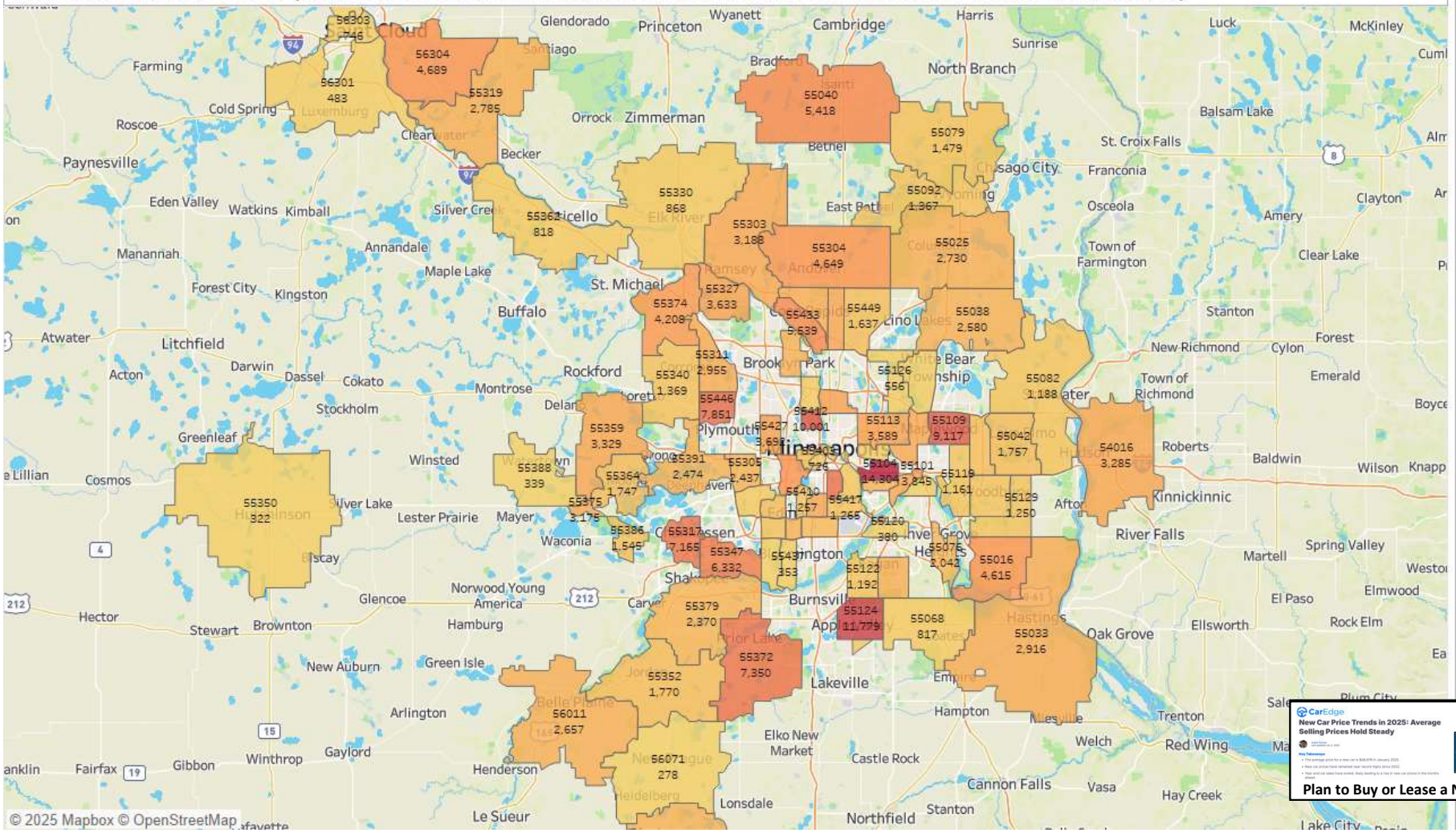
soefa.ai Share of Everything for Anything ©

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 165

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

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



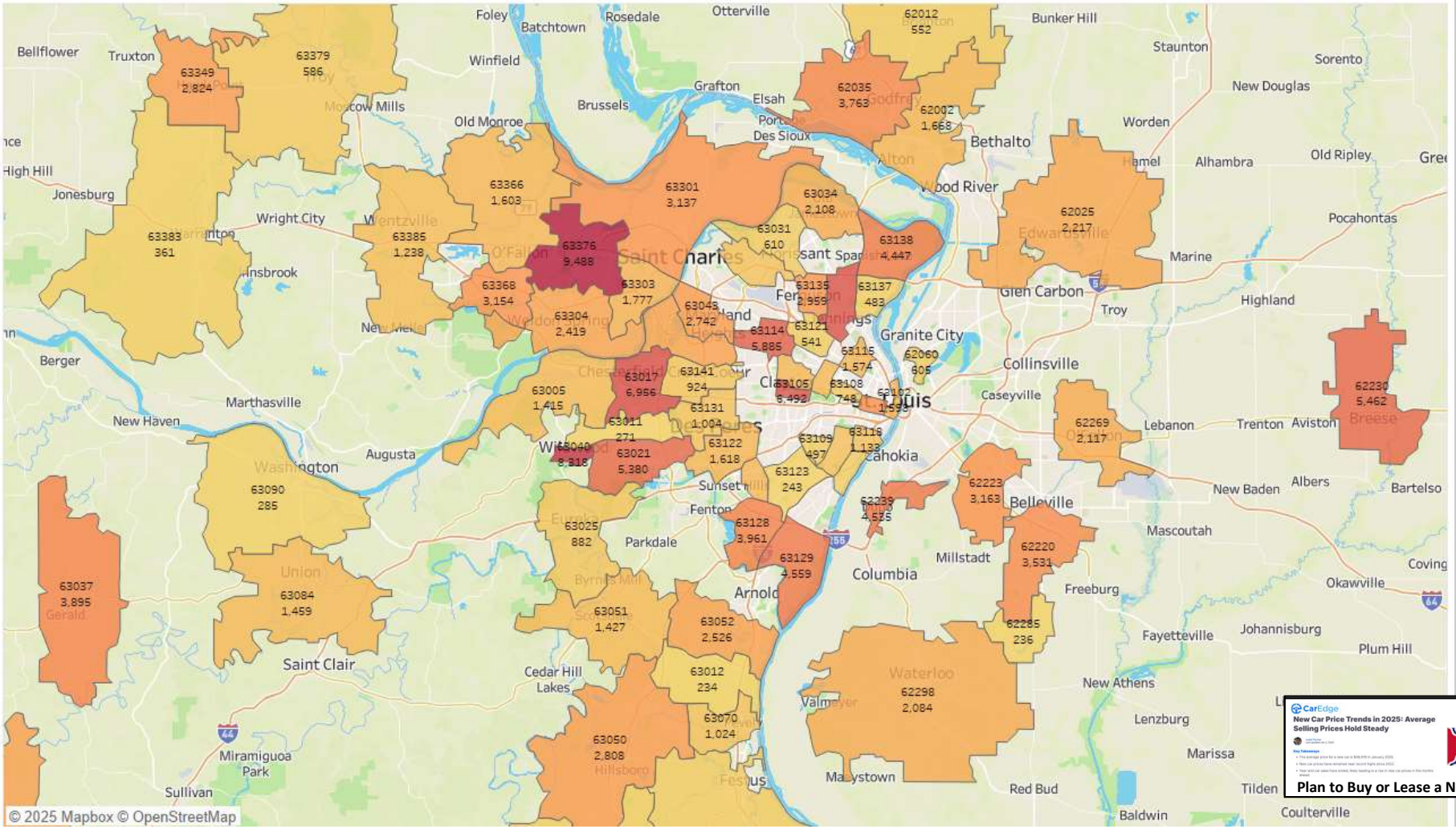
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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





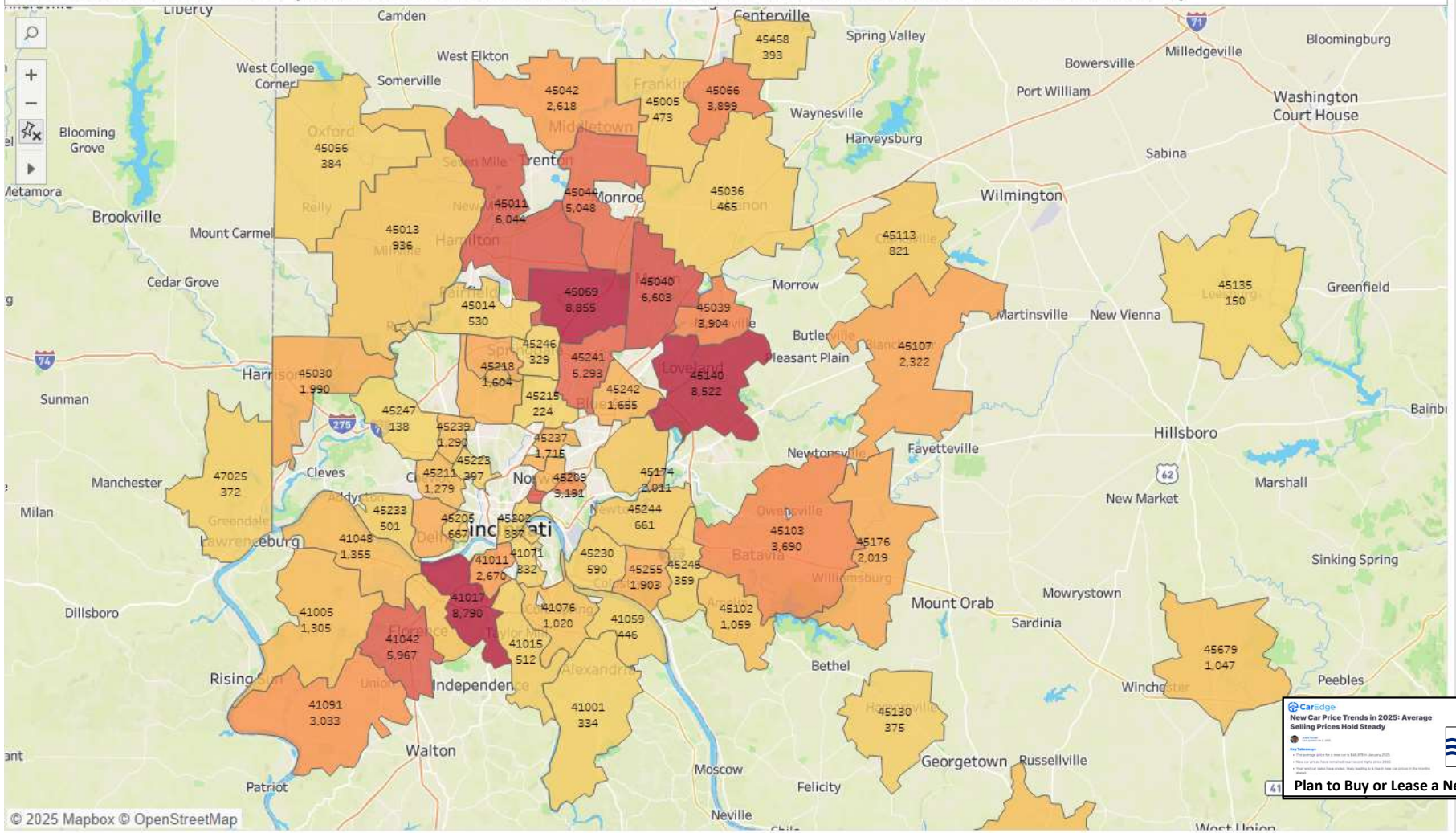
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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



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

2025

CIN

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

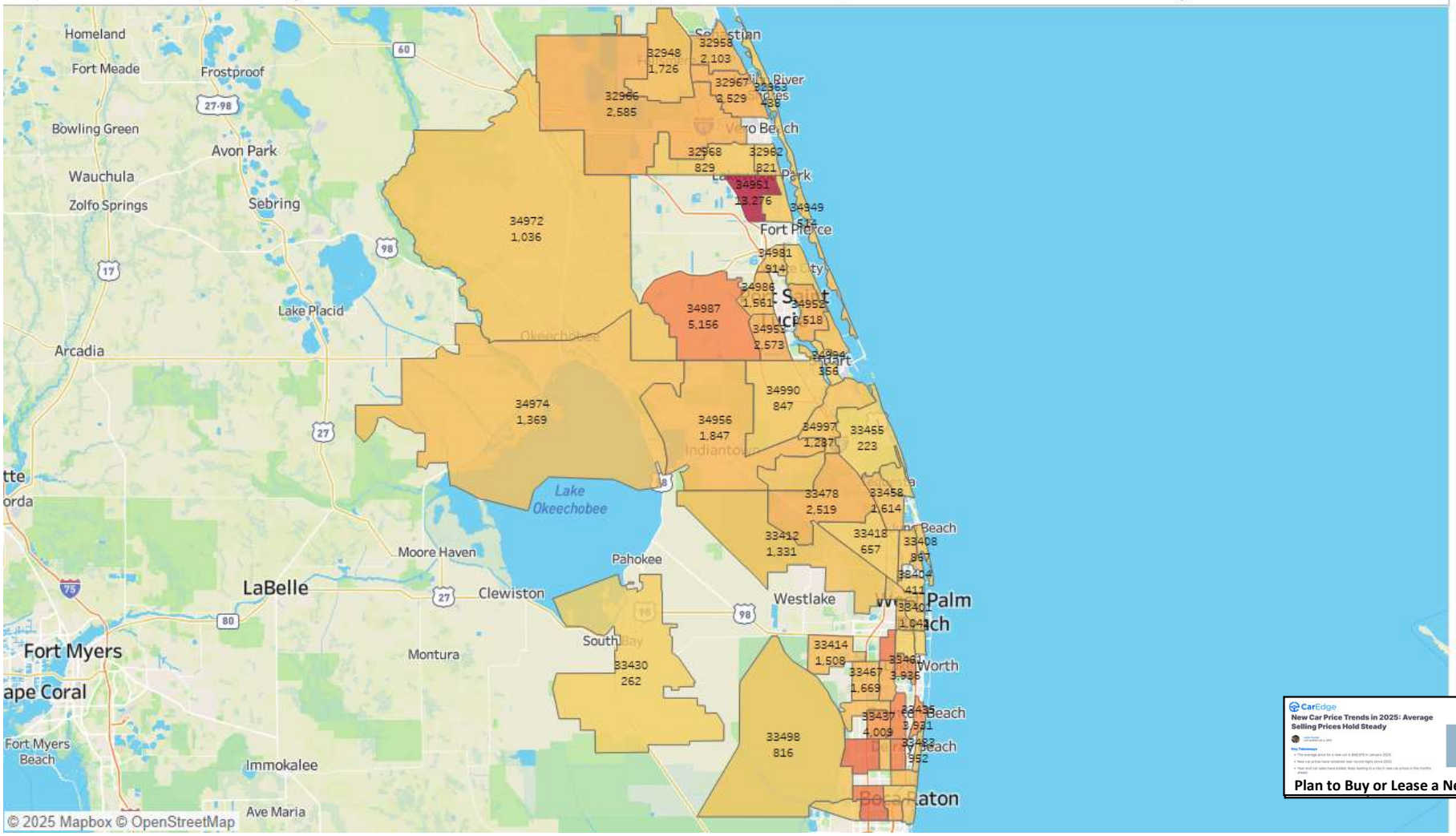
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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



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

2025

WPB

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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

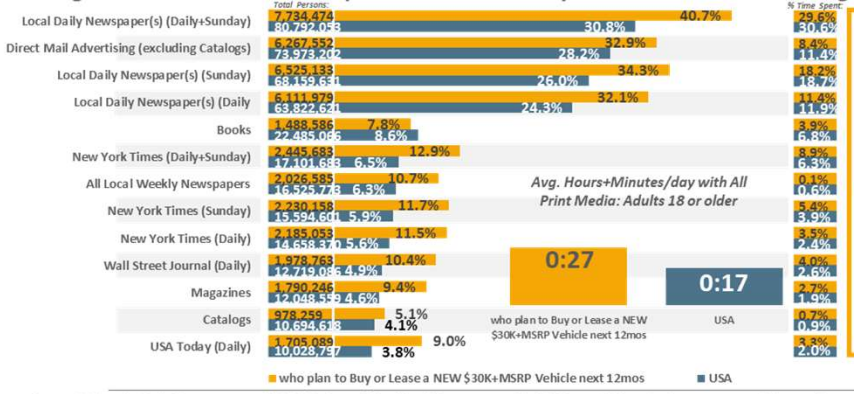
soefa.ai Share of Everything for Anything

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

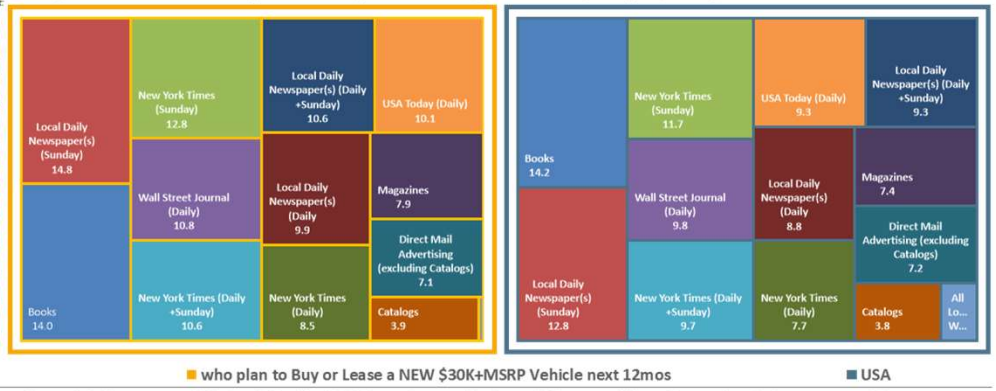


7,734,474 or 40.7% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 30.8% of all time spent daily with All forms of Print

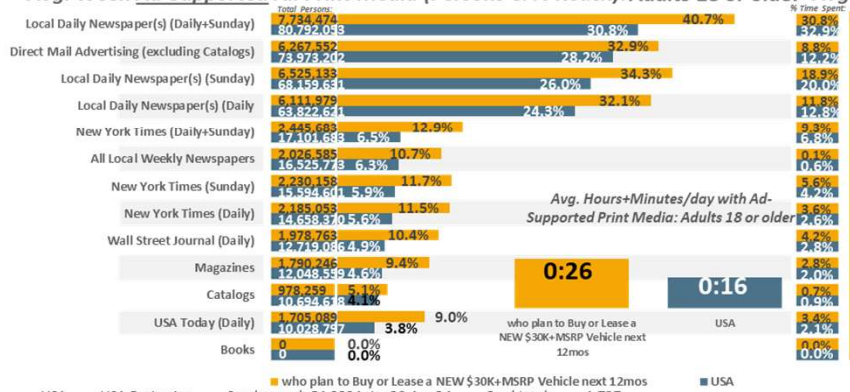
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



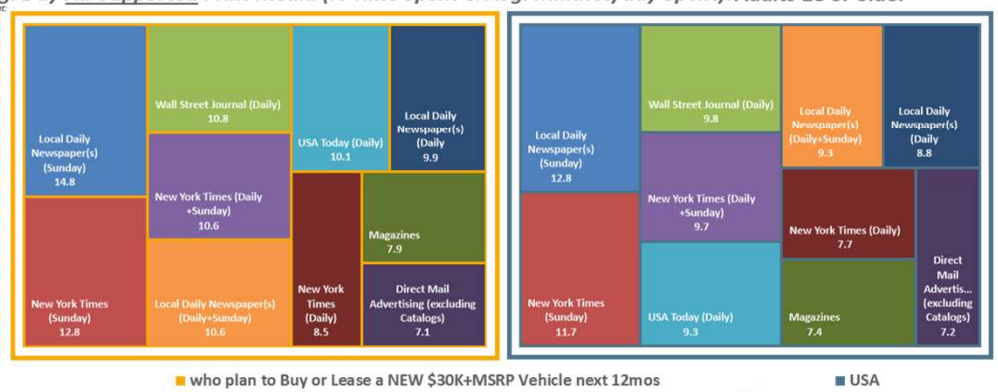
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



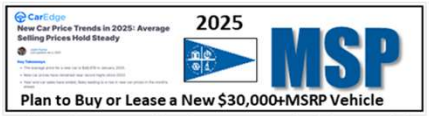
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,727

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

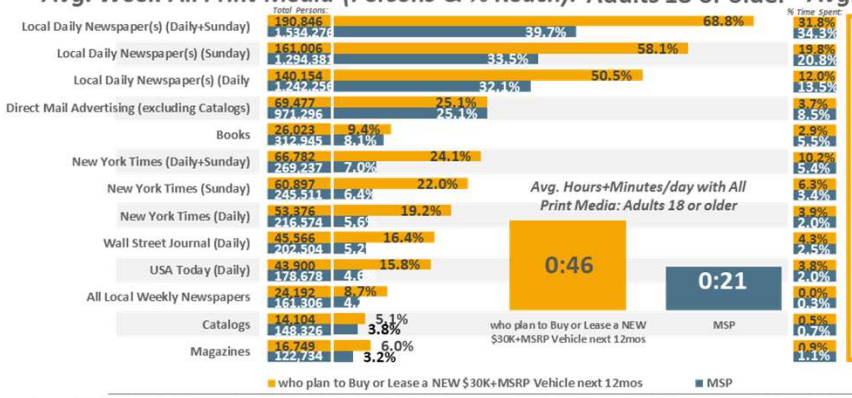
soefa.ai Share of Everything for Anything ©

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



190,846 or 68.8% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 32.8% of all time spent daily with All forms of Print Me

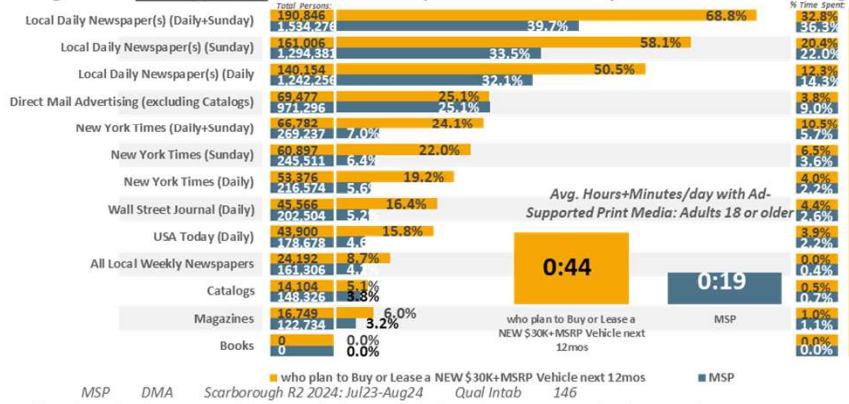
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 146

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

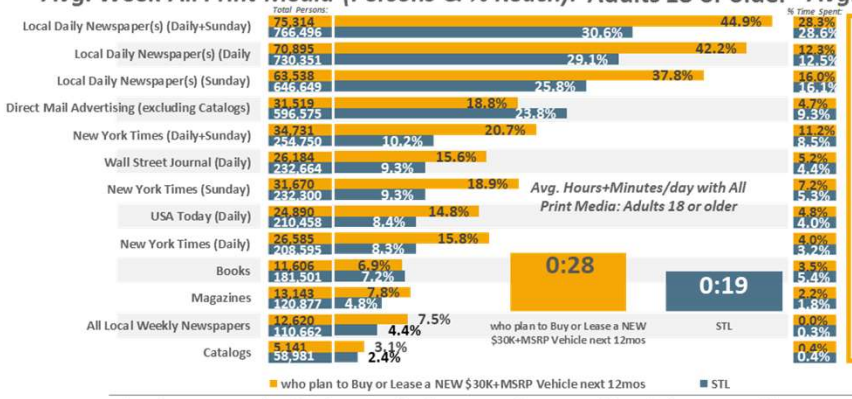
soefa.ai Share of Everything for Anything ©

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

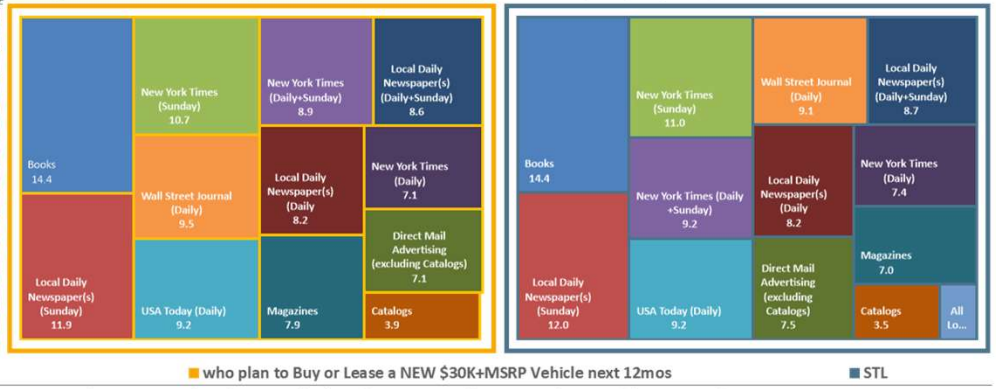


75,314 or 44.9% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.3% of all time spent daily with All forms of Print Medi

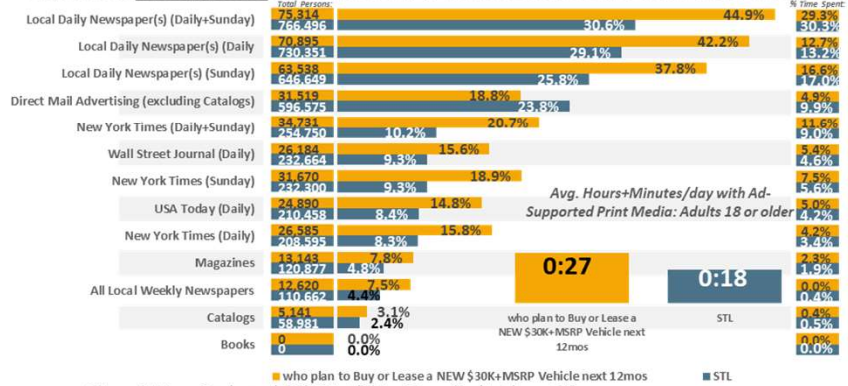
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



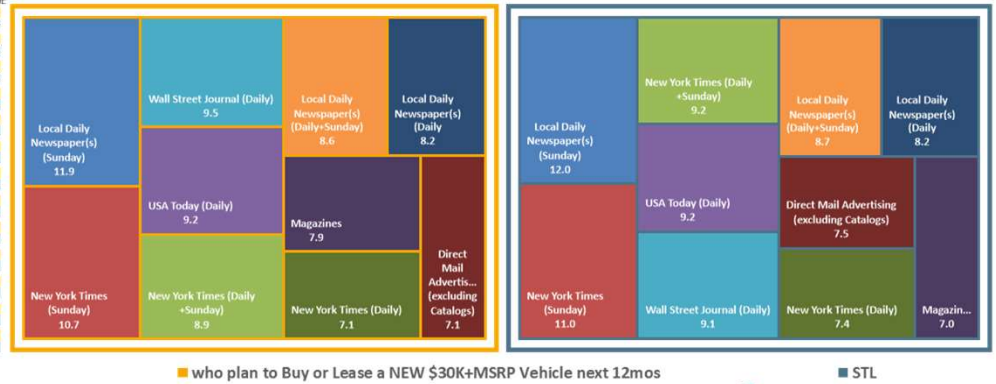
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 139

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

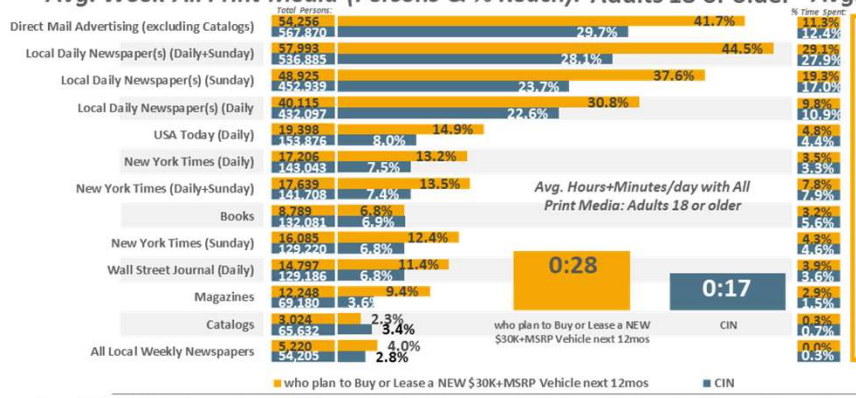
soefa.ai Share of Everything for Anything ©

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

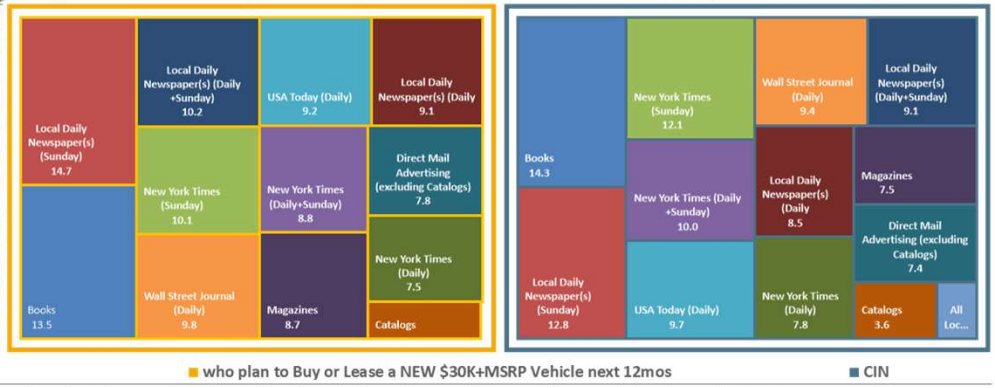


57,993 or 44.5% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 30.% of all time spent daily with All forms of Print Medi

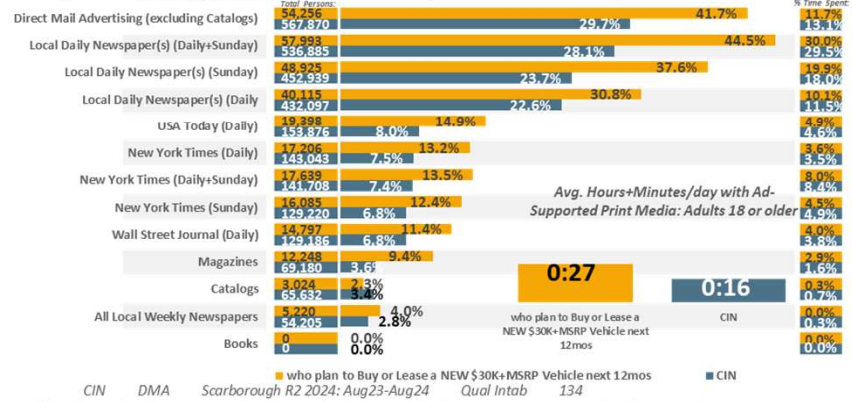
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 134

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

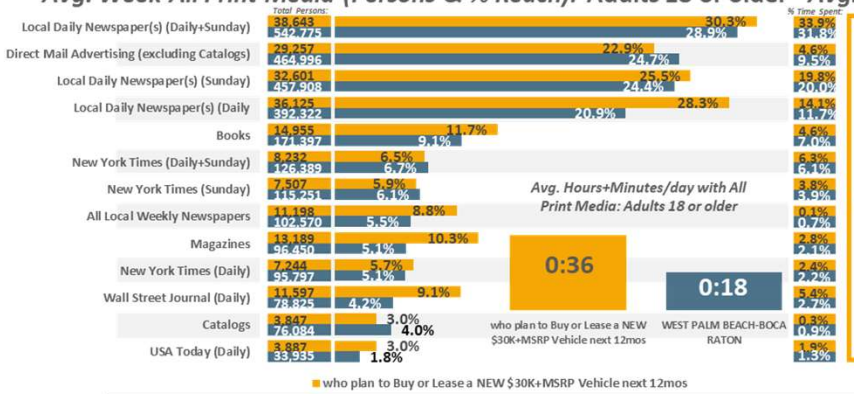
soefa.ai Share of Everything for Anything ©

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

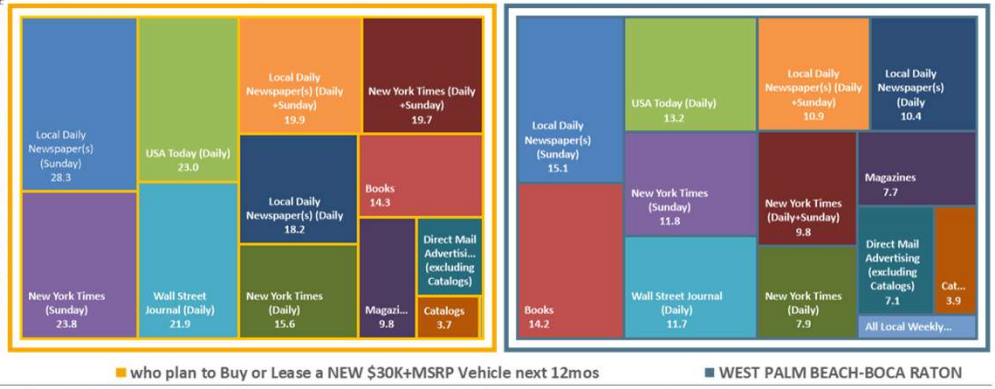


38,643 or 30.3% of Adults 18 or older who plan to Buy or Lease a NEW $30K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 19.9 minutes every day representing 35.5% of all time spent daily with All forms of Print Med

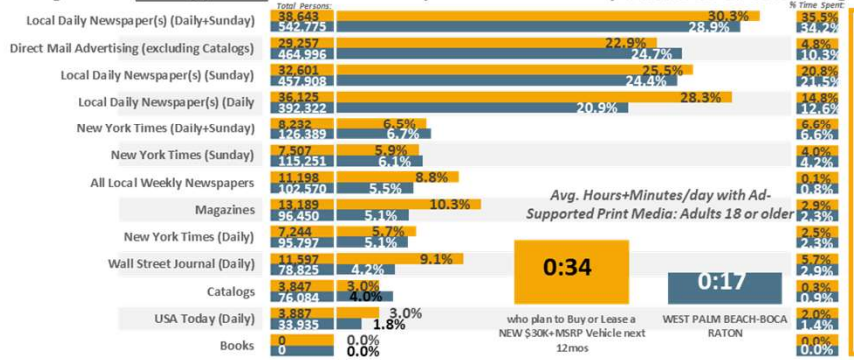
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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