USA+4 DMAs – P25+ who Own or Lease a New TESLA Electric Vehicle!

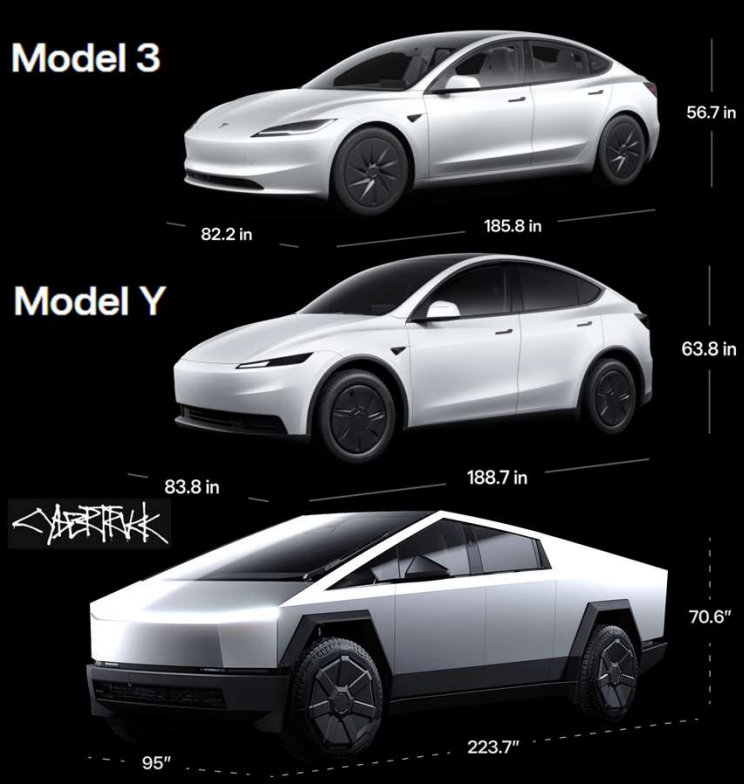
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P25+ who Own or Lease a New TESLA Electric Vehicle as of July 31, 2026.



TESLA





P25+

Vanguard BlackRock

Hubbard
media that connects

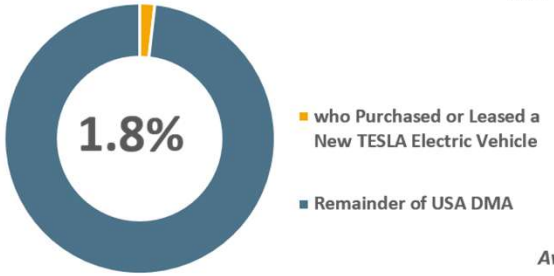
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. *So get ready to Learn!*

Make of new vehicle (HHLD): TESLA

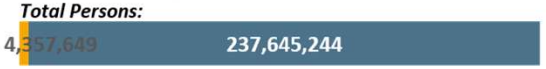


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 51.5 years old (1.7% younger than average) and have a $149,061 (51.6% higher than average) annual household income.

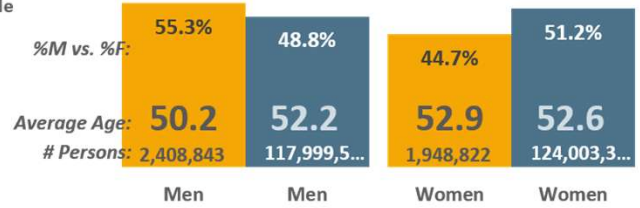
Percent of Market: Adults 25 or older



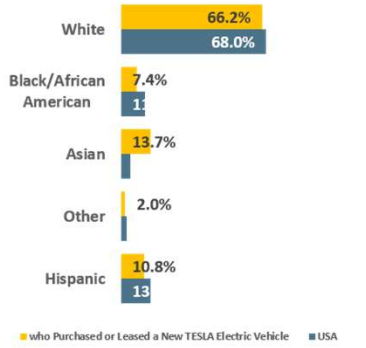
Total Persons:



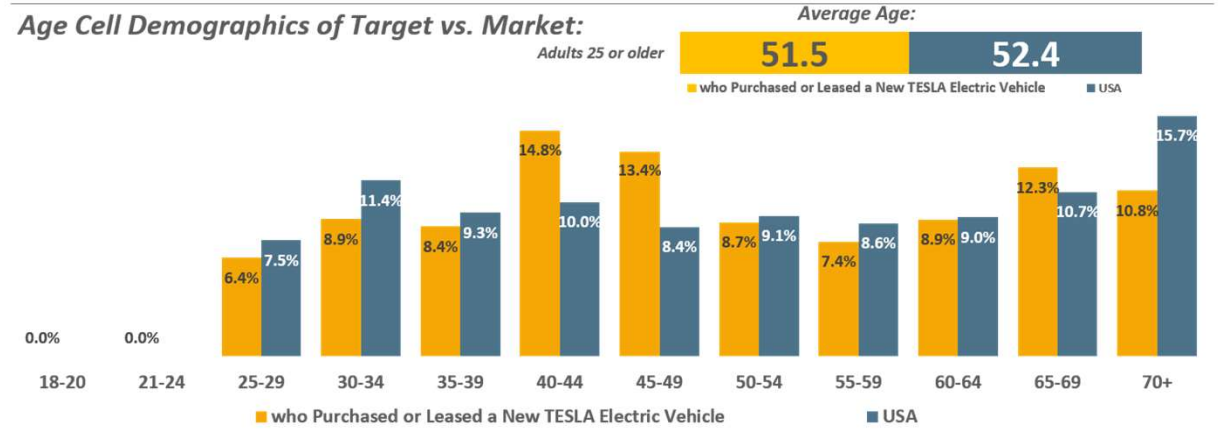
Gender of Target vs. Market: Adults 25 or older



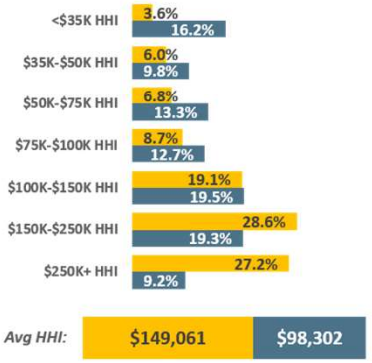
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $149,061 | $98,302

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

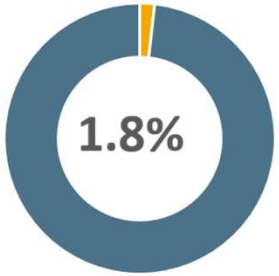
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Make of new vehicle (HHLD): TESLA



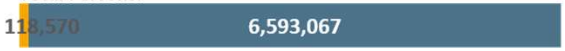
1.8% or 118,570 of CHI DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 49.7 years old (4.4% younger than average) and have a $163,384 (47.4% higher than average) annual household income.

Percent of Market: Adults 25 or older

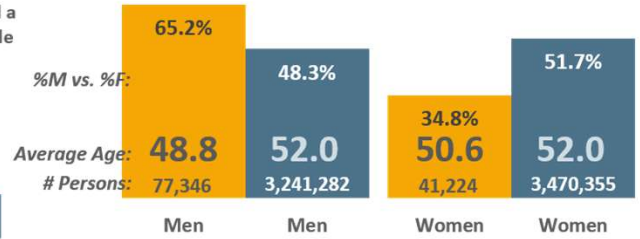


- who Purchased or Leased a New TESLA Electric Vehicle
- Remainder of CHI DMA

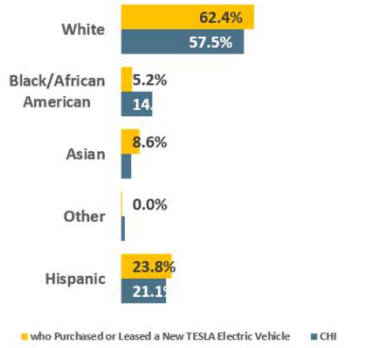
Total Persons:



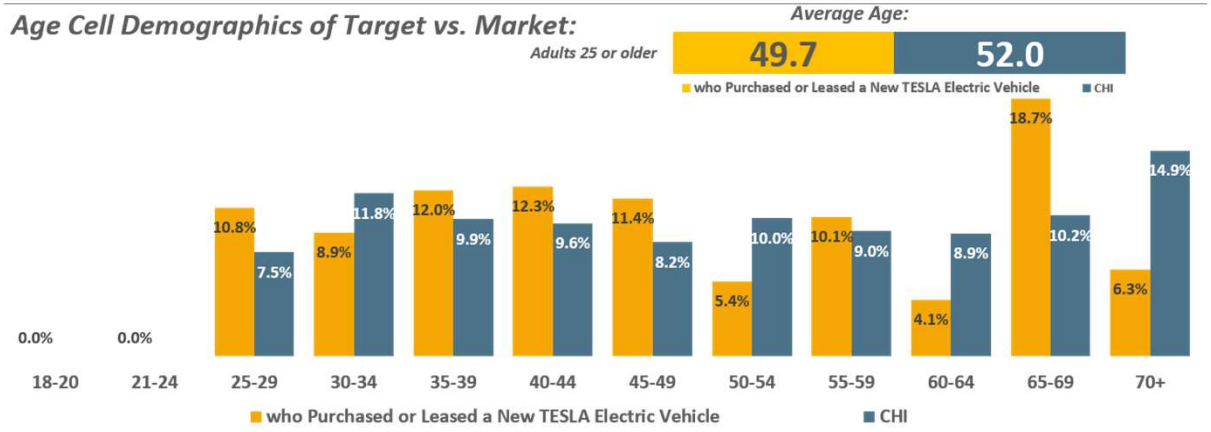
Gender of Target vs. Market: Adults 25 or older



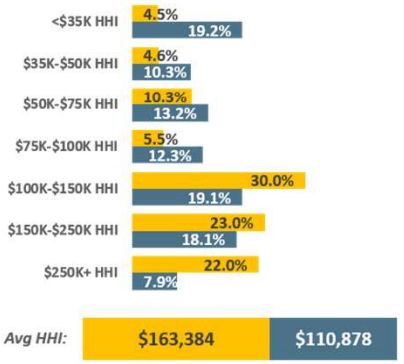
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

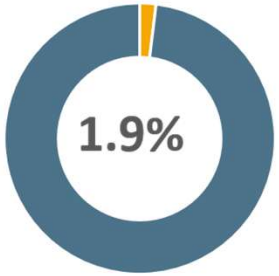
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Make of new vehicle (HHLD): TESLA

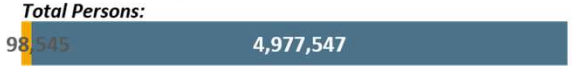


1.9% or 98,545 of WDC DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 51.1 years old (.4% younger than average) and have a $187,094 (32.2% higher than average) annual household income.

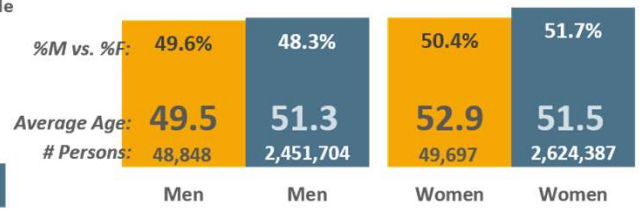
Percent of Market: Adults 25 or older



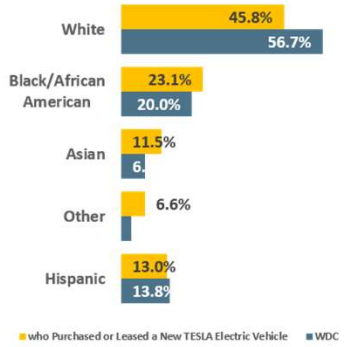
Total Persons:



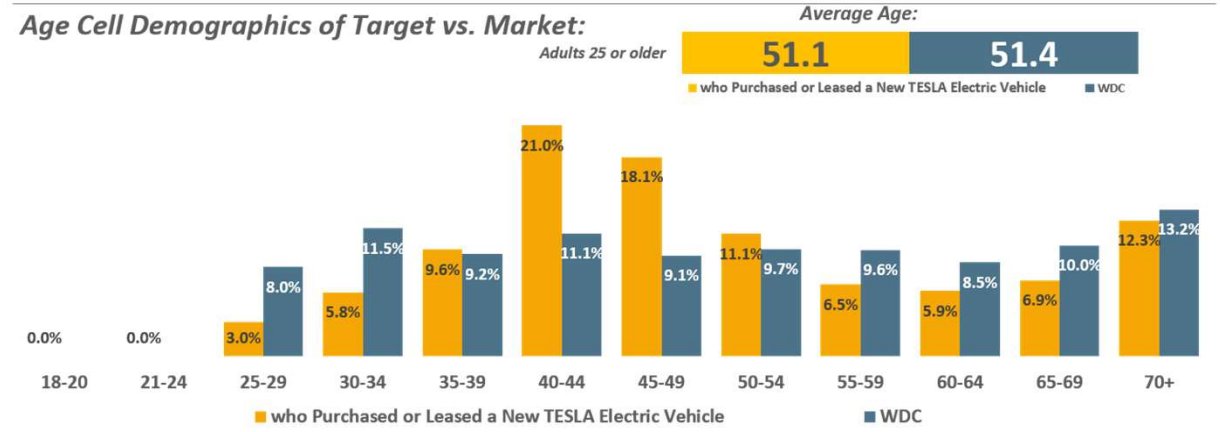
Gender of Target vs. Market: Adults 25 or older



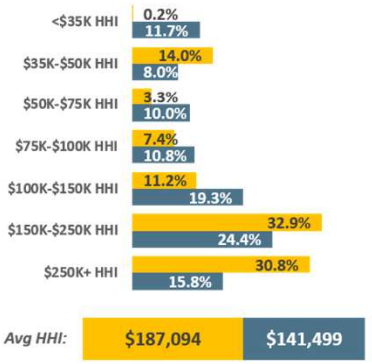
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $187,094 | $141,499

WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

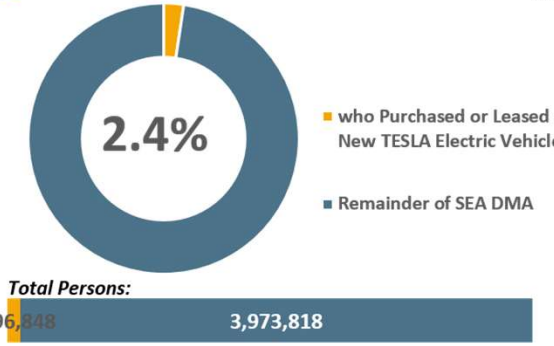
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Make of new vehicle (HHLD): TESLA

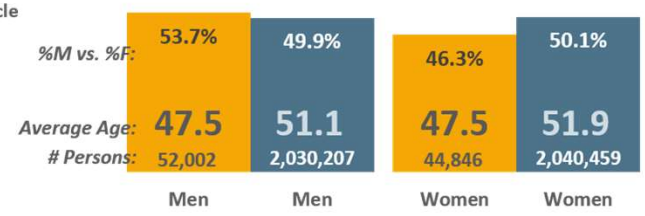


2.4% or 96,848 of SEA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 47.5 years old (7.8% younger than average) and have a $199,988 (55.7% higher than average) annual household income.

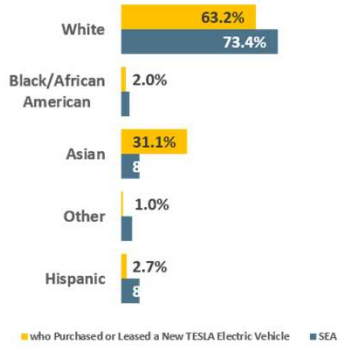
Percent of Market: Adults 25 or older



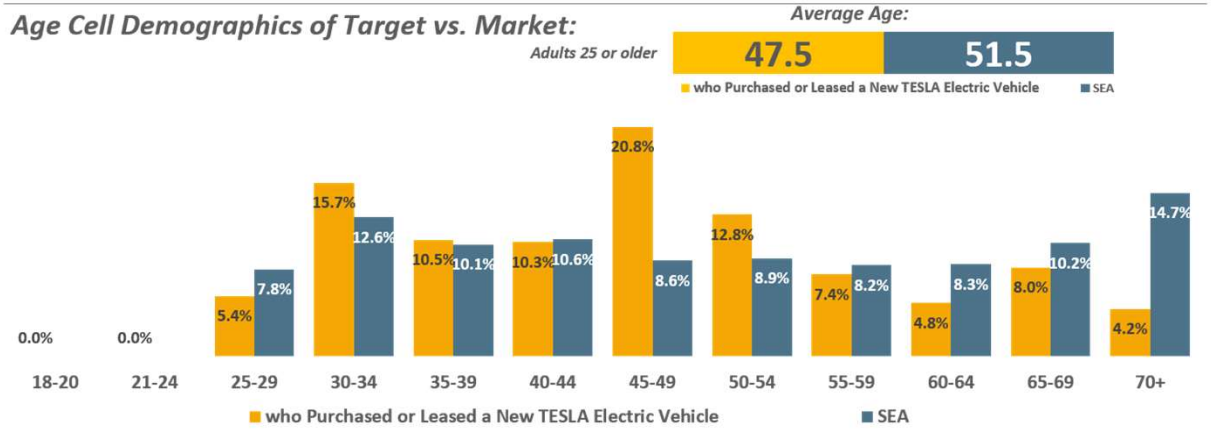
Gender of Target vs. Market: Adults 25 or older



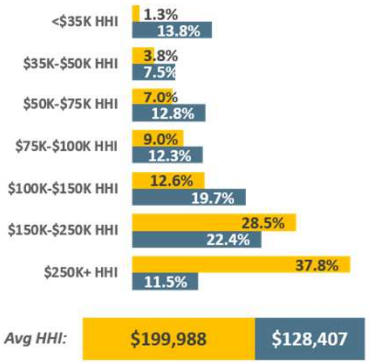
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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Make of new vehicle (HHLD): TESLA



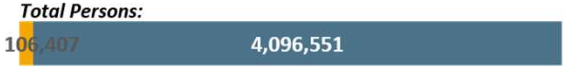
2.5% or 106,407 of PHX DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Typical Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 53.2 years old (.8% older than average) and have a $182,787 (70.2% higher than average) annual household income.

Percent of Market: Adults 25 or older



- who Purchased or Leased a New TESLA Electric Vehicle
- Remainder of PHX DMA

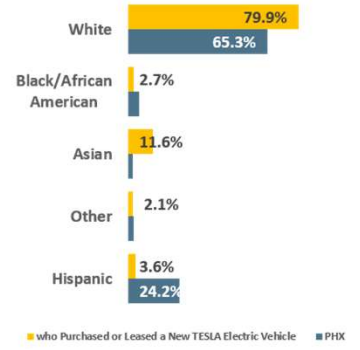
Total Persons:



Gender of Target vs. Market: Adults 25 or older

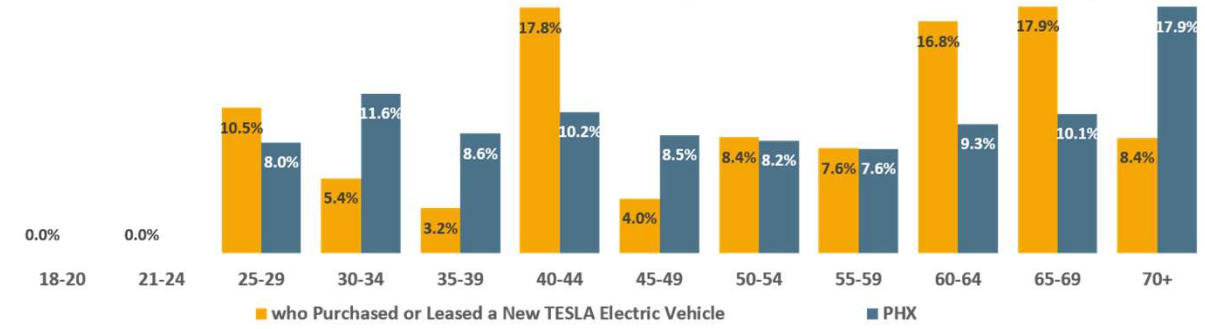
	Men	Men	Women	Women
%M vs. %F:	47.6%	49.1%	52.4%	50.9%
Average Age:	50.8	52.0	55.6	53.4
# Persons:	50,618	2,064,720	55,790	2,138,238

Ethnicity of Target vs. Market:

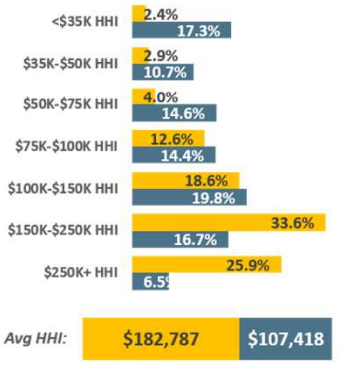


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 or older	53.2	52.7



HHI of Target vs. Market:



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

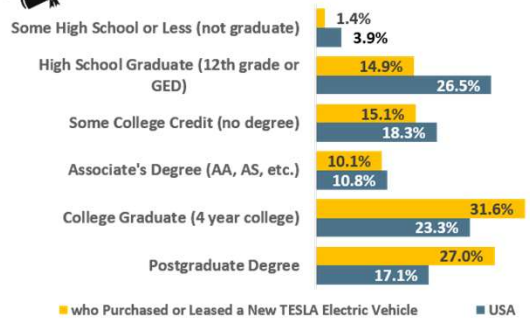
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Make of new vehicle (HHLD): TESLA

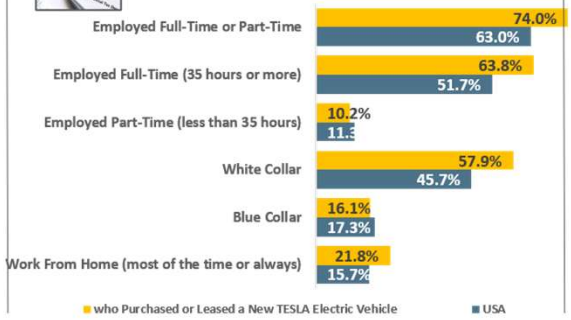


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 44.9% more likely to be a college graduate, 23.5% more likely to work full-time, 23.3% more likely to be married, 35.9% more likely to be a parent of 1 or more children under 18.

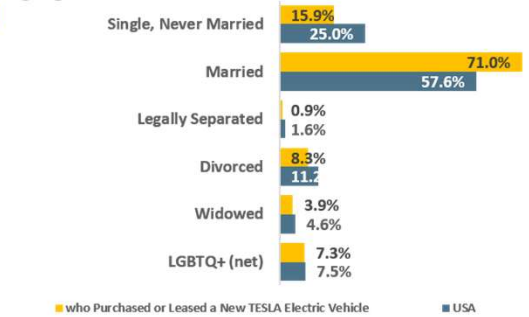
Education Levels: Adults 25 or older



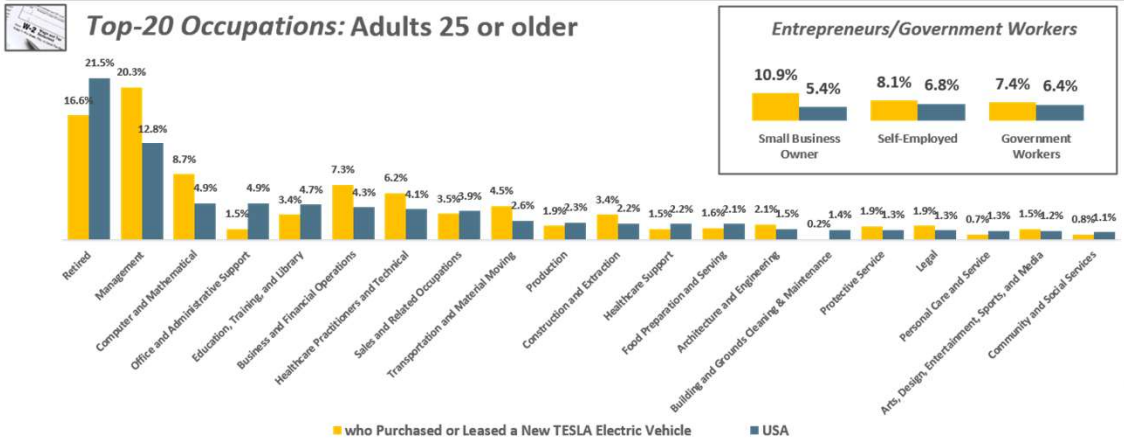
Employment: Adults 25 or older



Marital Status: Adults 25 or older

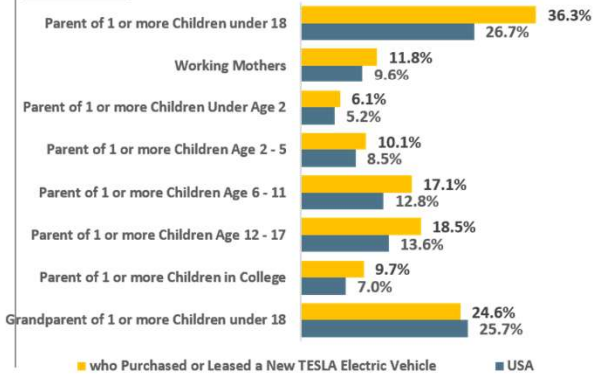


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



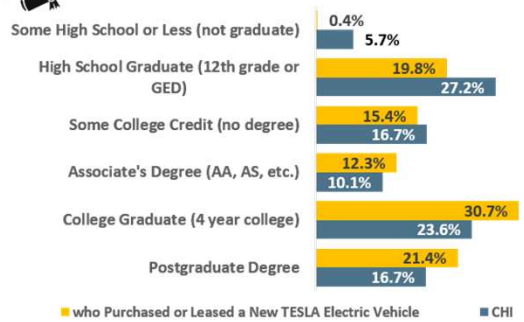
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Make of new vehicle (HHLD): TESLA

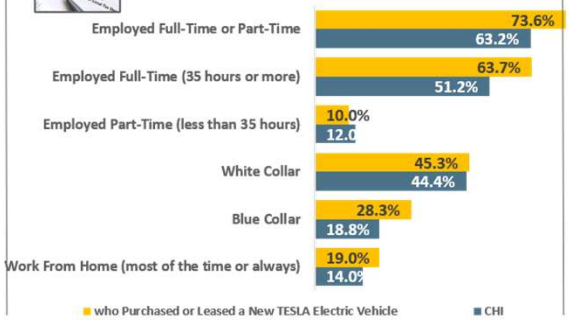


1.8% or 118,570 of CHI DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 29.4% more likely to be a college graduate, 24.3% more likely to work full-time, 5.% more likely to be married, 24.1% more likely to be a parent of 1 or more children under 18.

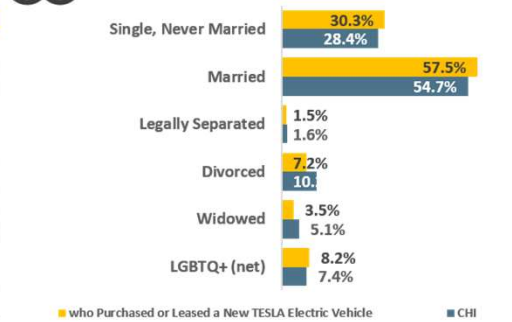
Education Levels: Adults 25 or older



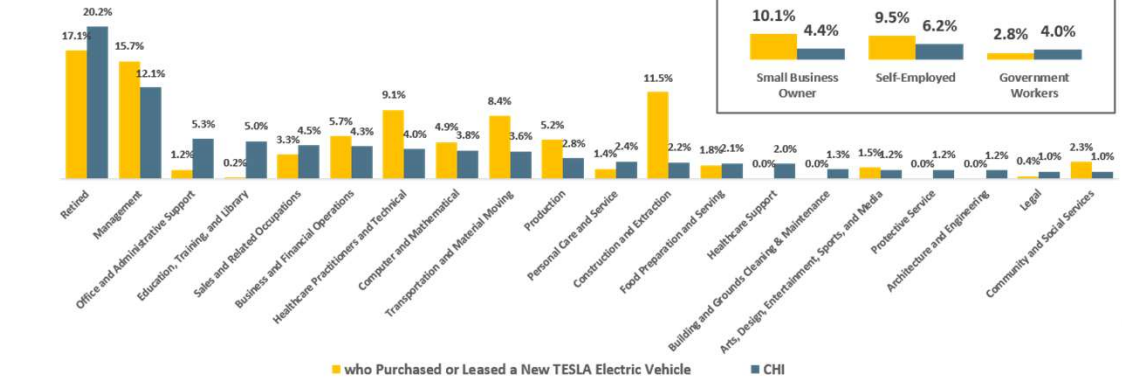
Employment: Adults 25 or older



Marital Status: Adults 25 or older

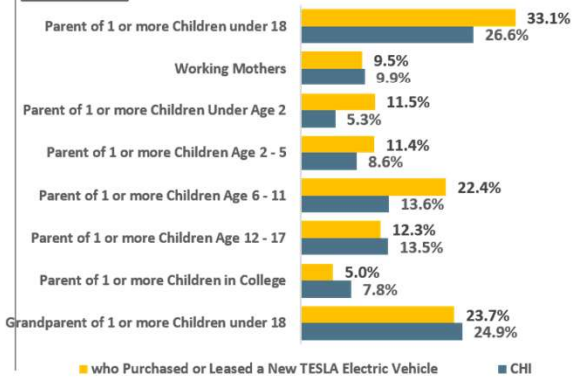


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



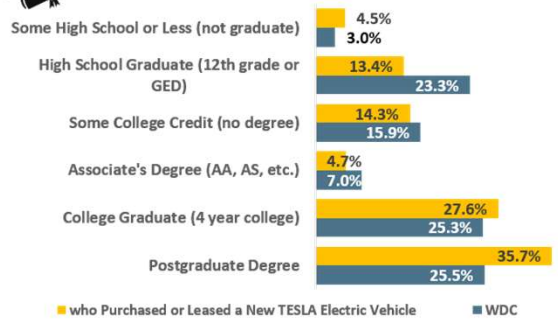
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Make of new vehicle (HHLD): TESLA

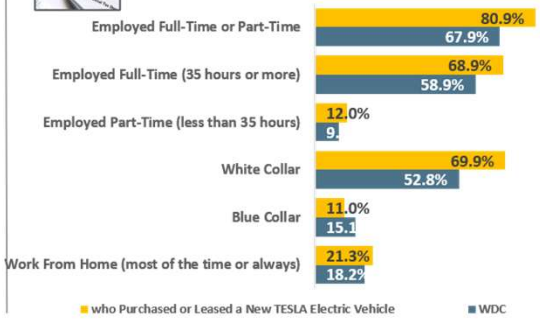


1.9% or 98,545 of WDC DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 24.5% more likely to be a college graduate, 17.1% more likely to work full-time, 15.2% more likely to be married, 70.4% more likely to be a parent of 1 or more children under 18.

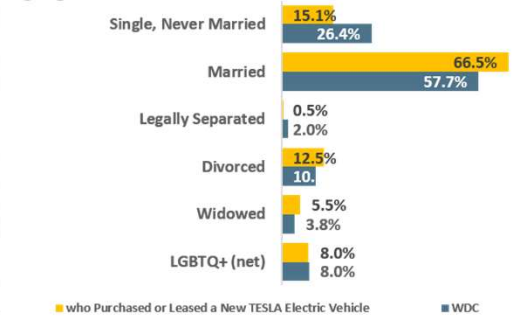
Education Levels: Adults 25 or older



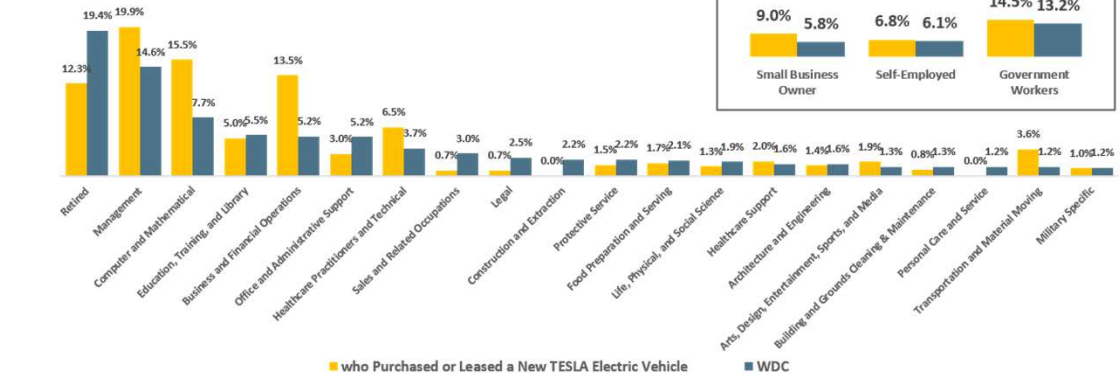
Employment: Adults 25 or older



Marital Status: Adults 25 or older

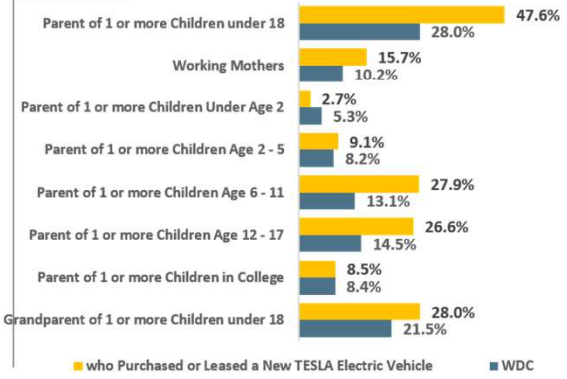


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



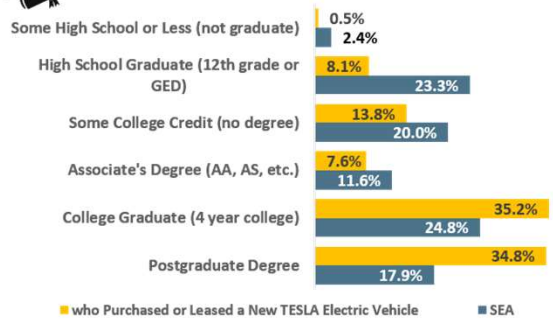
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Make of new vehicle (HHLD): TESLA

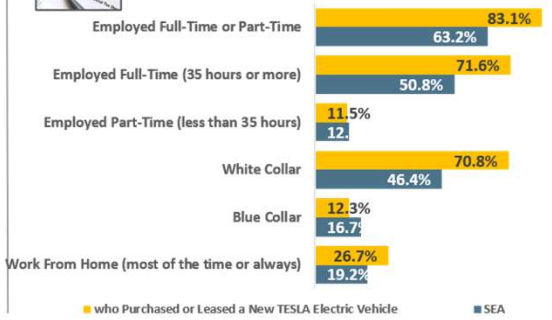


2.4% or 96,848 of SEA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 64.% more likely to be a college graduate, 40.8% more likely to work full-time, 33.5% more likely to be married, 54.9% more likely to be a parent of 1 or more children under 18.

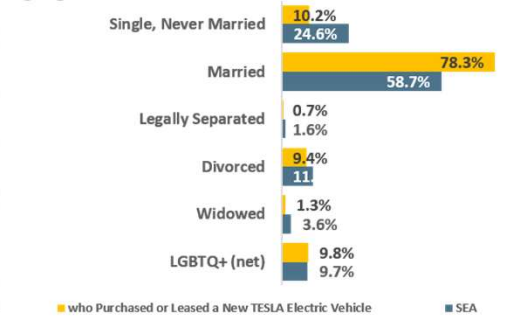
Education Levels: Adults 25 or older



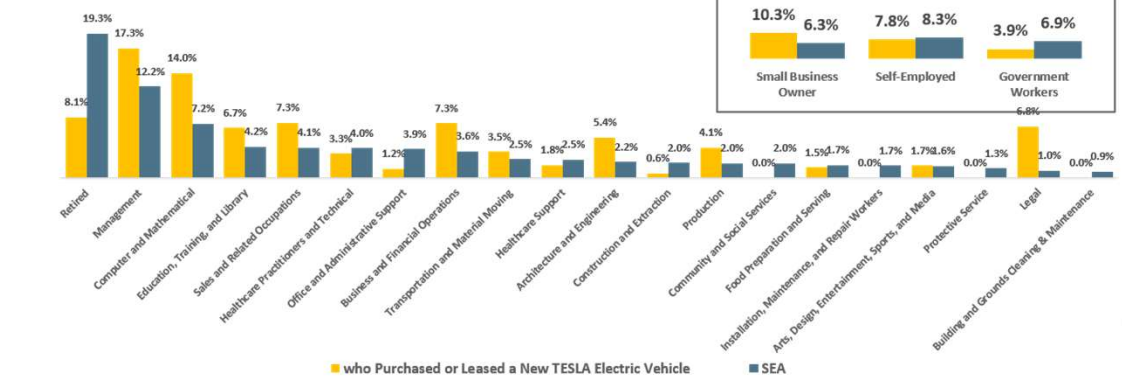
Employment: Adults 25 or older



Marital Status: Adults 25 or older

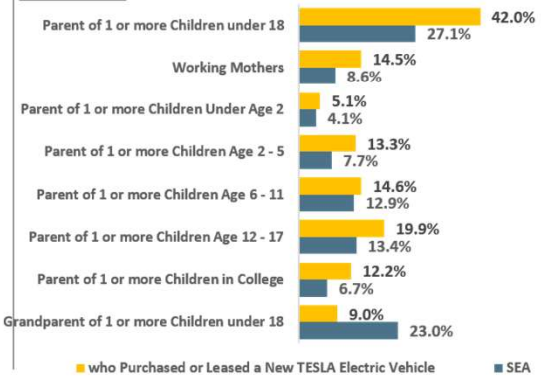


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



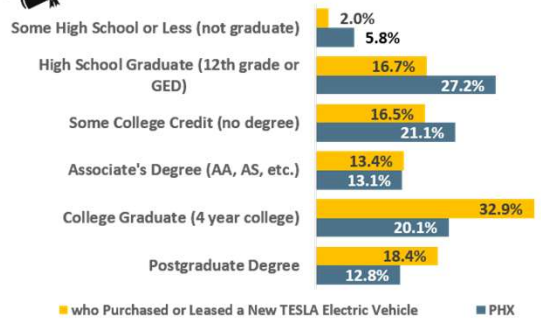
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Make of new vehicle (HHLD): TESLA

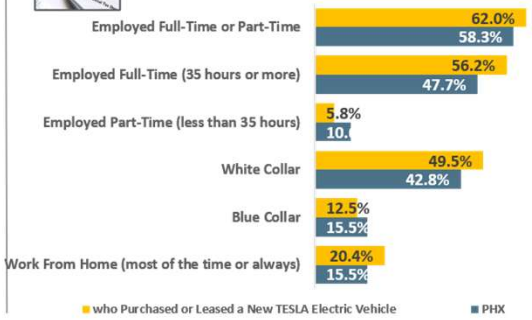


2.5% or 106,407 of PHX DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 56.5% more likely to be a college graduate, 17.9% more likely to work full-time, 48.7% more likely to be married, .9% more likely to be a parent of 1 or more children under 18.

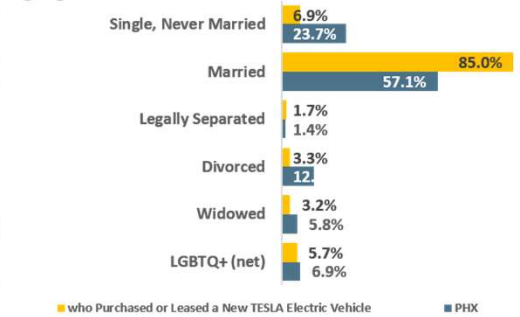
Education Levels: Adults 25 or older



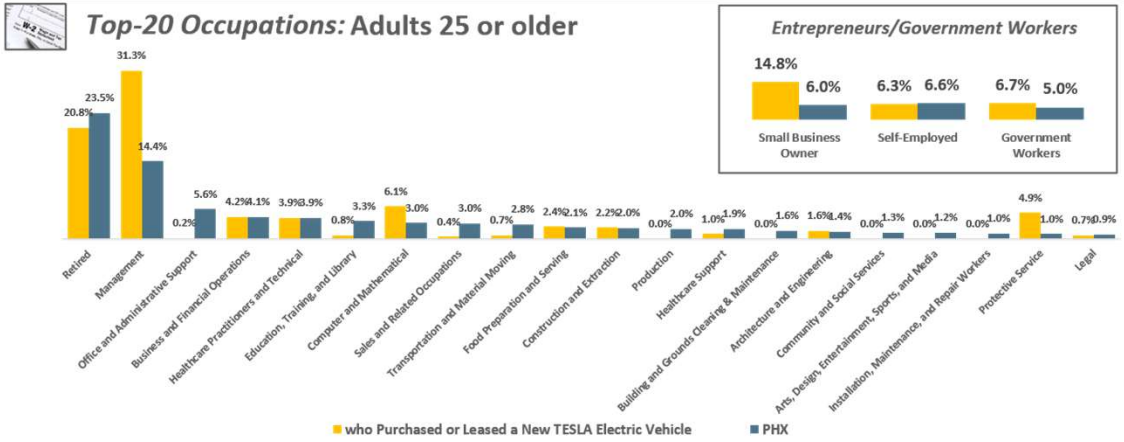
Employment: Adults 25 or older



Marital Status: Adults 25 or older

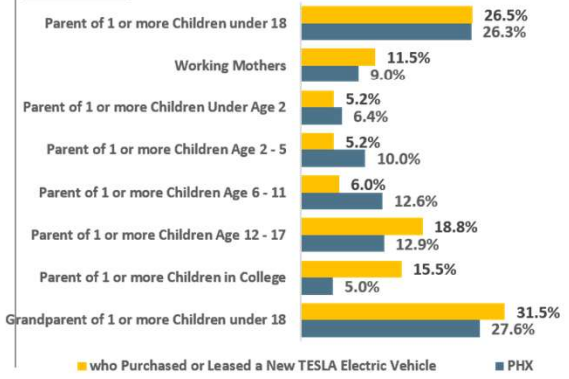


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



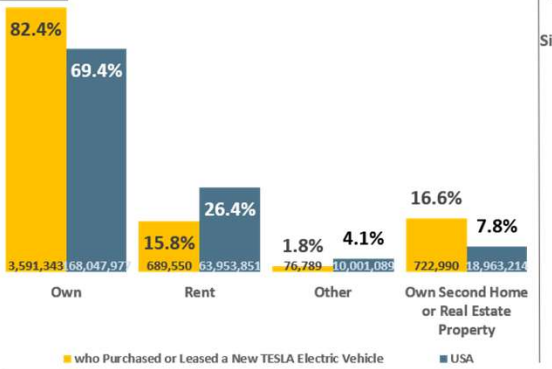
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Make of new vehicle (HHLD): TESLA

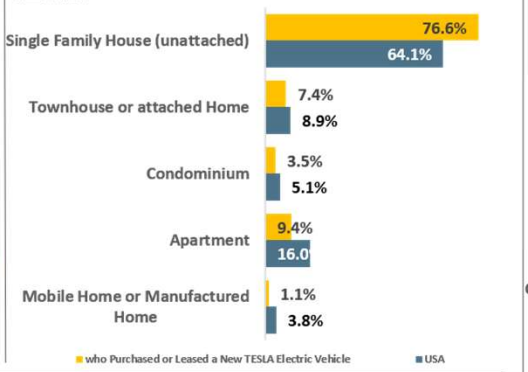


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 18.7% more likely to own their home, 56.2% more likely to own a higher valued home, 19.6% more likely to have a single-family home, 16.9% more likely to have a dog.

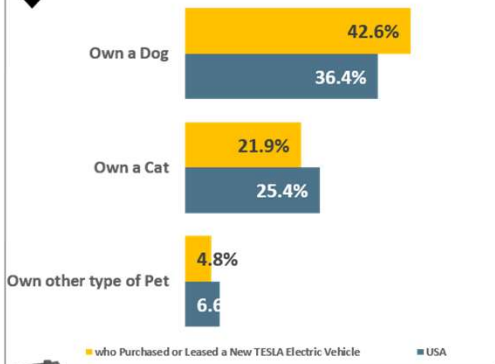
Own/Rent/Other: Adults 25 or older



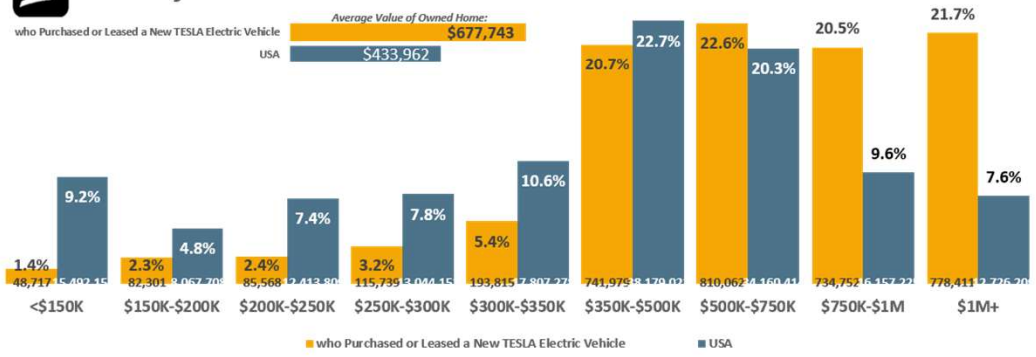
Type of Home: Adults 25 or older



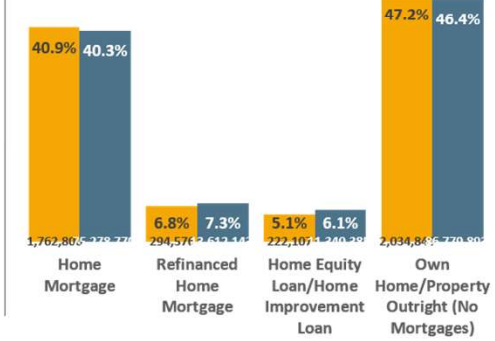
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

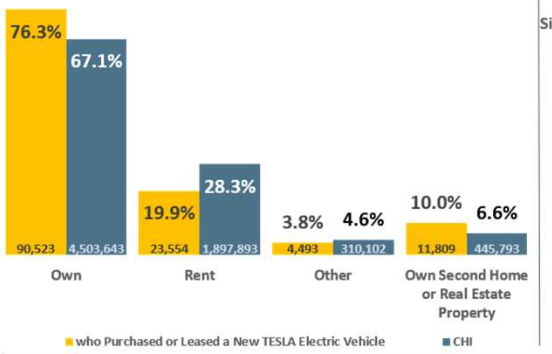
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Make of new vehicle (HHLD): TESLA

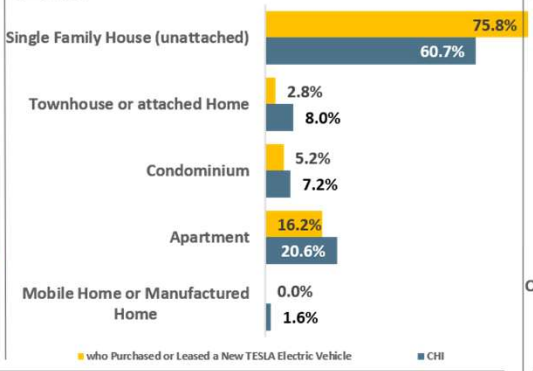


1.8% or 118,570 of CHI DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 13.8% more likely to own their home, 45.5% more likely to own a higher valued home, 24.9% more likely to have a single-family home, 32.8% more likely to have a dog.

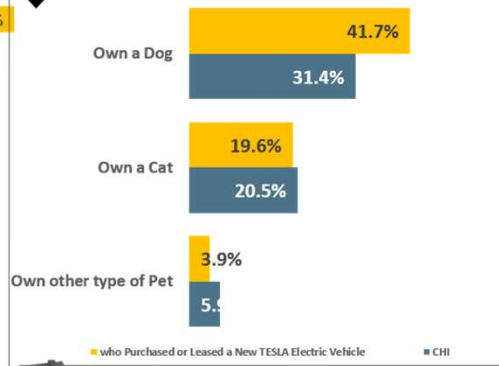
Own/Rent/Other: Adults 25 or older



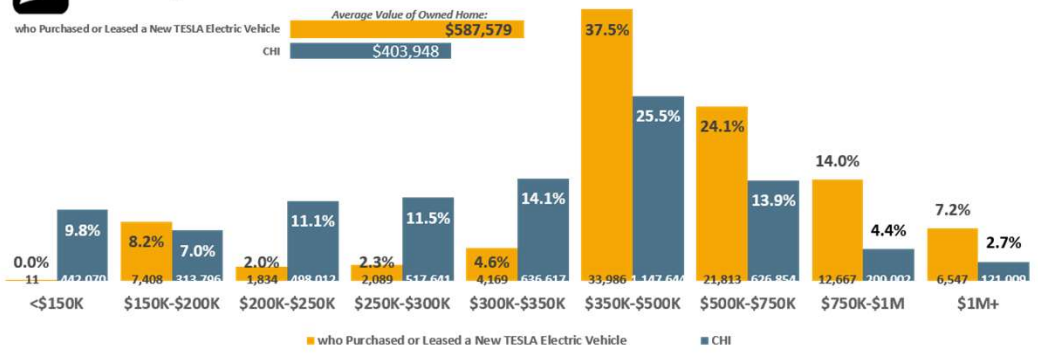
Type of Home: Adults 25 or older



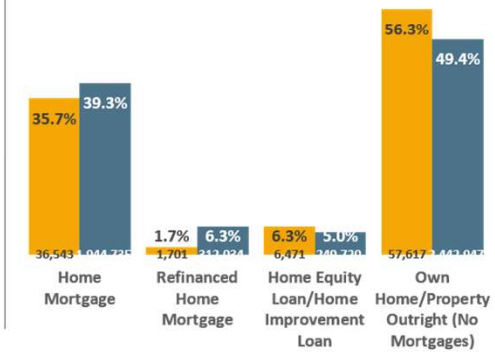
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

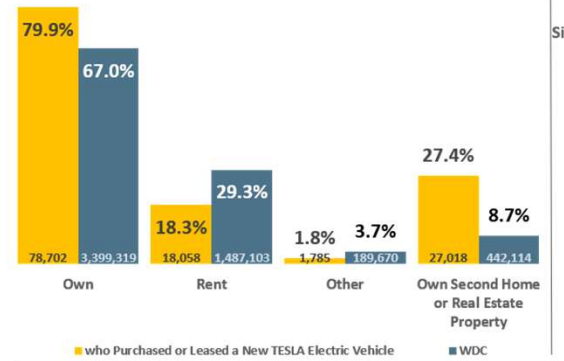
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Make of new vehicle (HHLD): TESLA

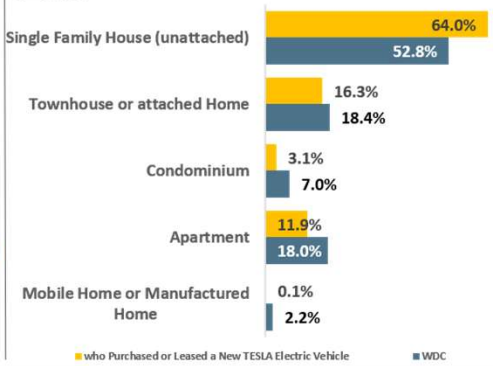


1.9% or 98,545 of WDC DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 19.3% more likely to own their home, 22.4% more likely to own a higher valued home, 21.1% more likely to have a single-family home, 20.2% more likely to have a dog.

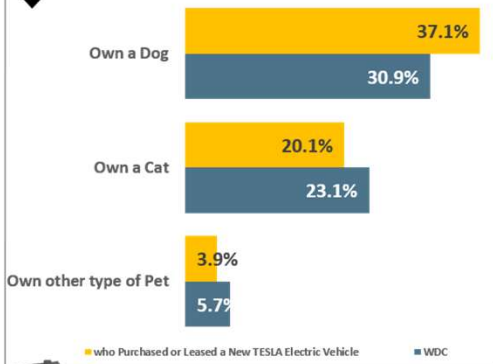
Own/Rent/Other: Adults 25 or older



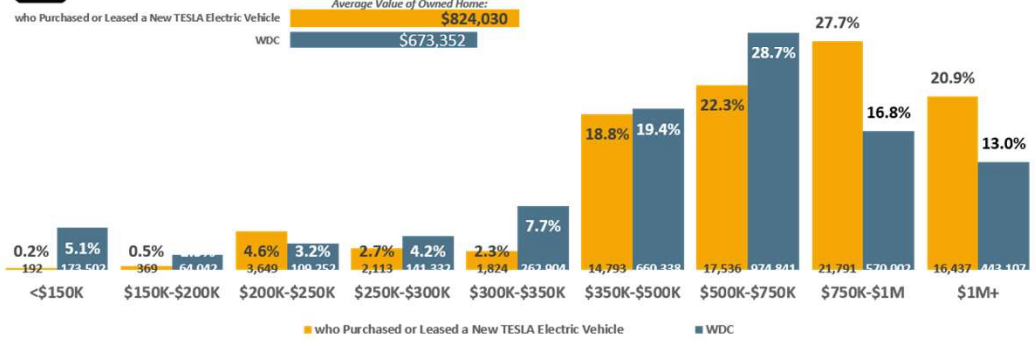
Type of Home: Adults 25 or older



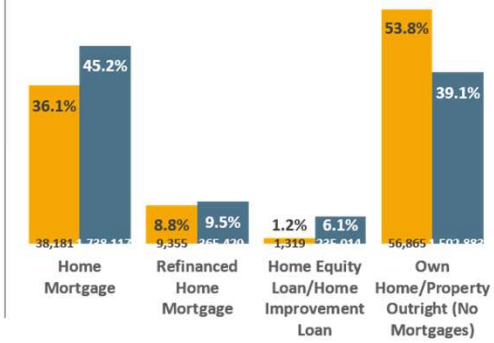
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

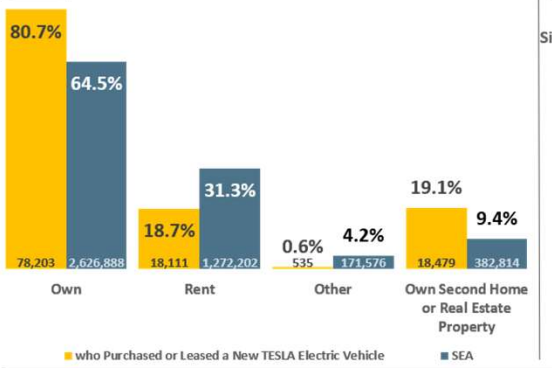
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Make of new vehicle (HHLD): TESLA

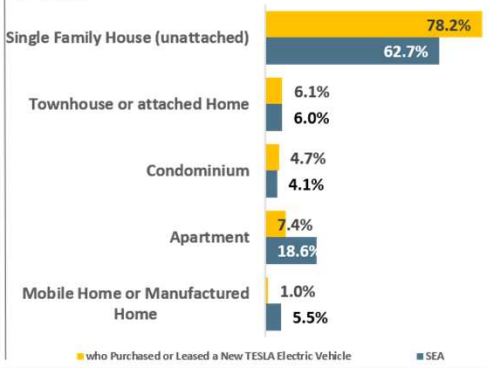


2.4% or 96,848 of SEA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 25.1% more likely to own their home, 43.7% more likely to own a higher valued home, 24.6% more likely to have a single-family home, 28.% more likely to have a dog.

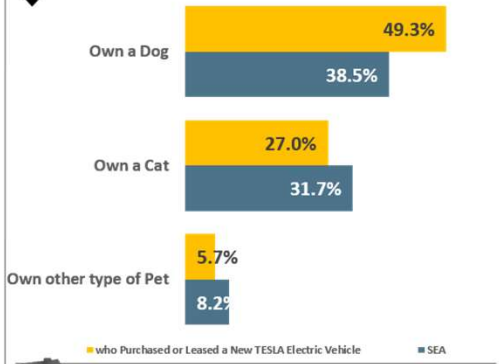
Own/Rent/Other: Adults 25 or older



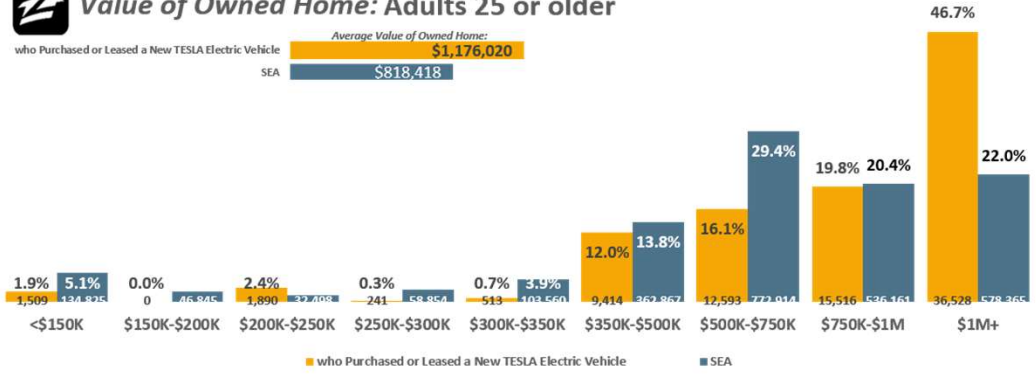
Type of Home: Adults 25 or older



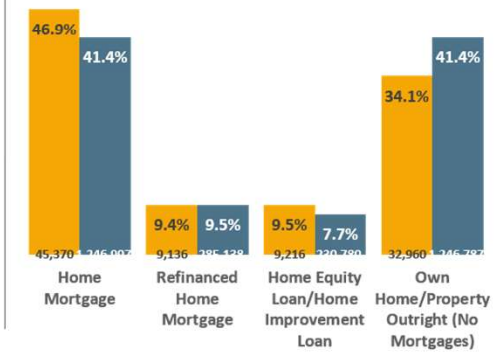
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

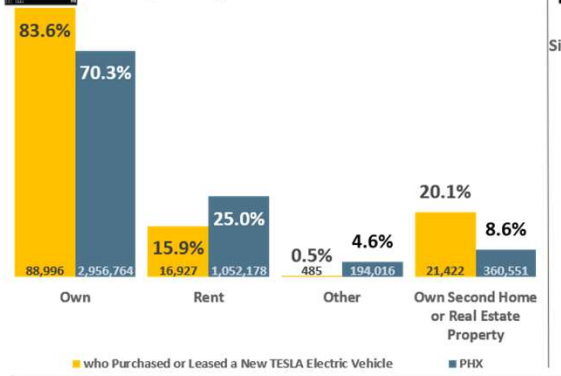
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Make of new vehicle (HHLD): TESLA

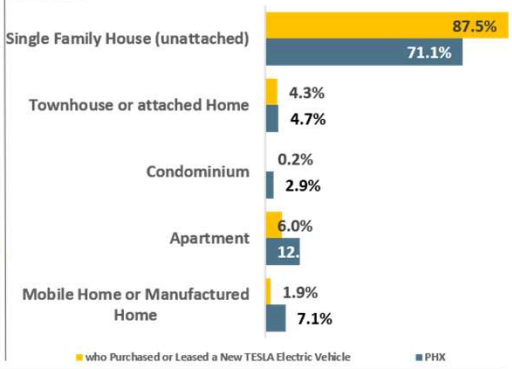


2.5% or 106,407 of PHX DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 18.9% more likely to own their home, 60.9% more likely to own a higher valued home, 23.% more likely to have a single-family home, 28.2% more likely to have a dog.

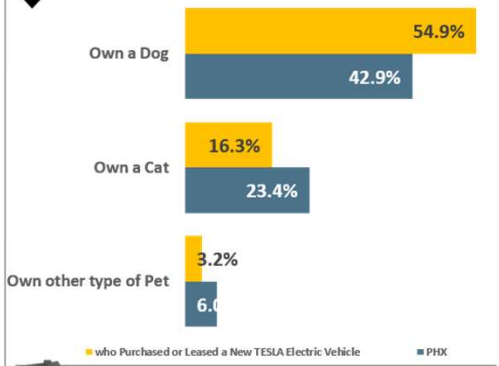
Own/Rent/Other: Adults 25 or older



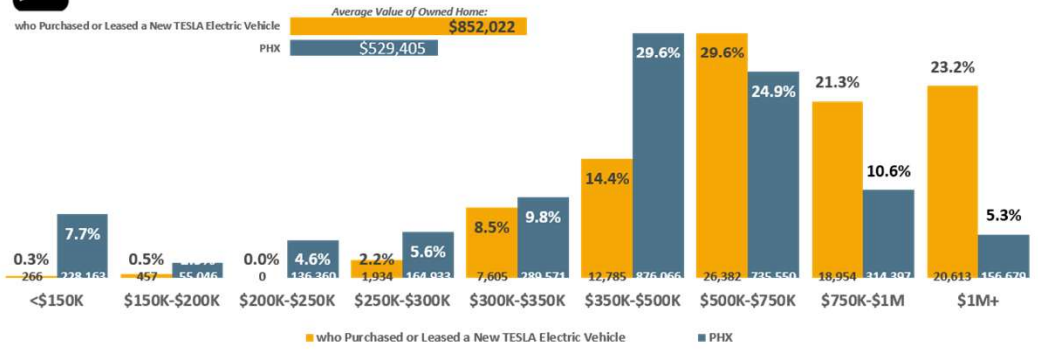
Type of Home: Adults 25 or older



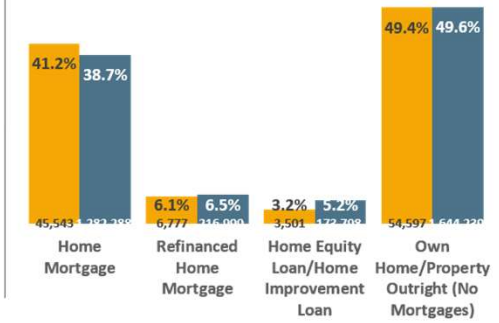
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

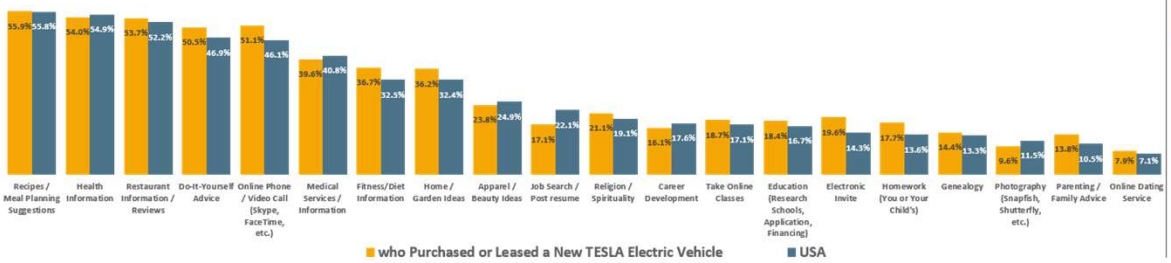
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Make of new vehicle (HHLD): TESLA

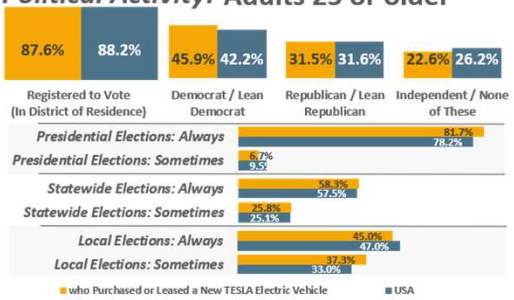


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 7.8% more likely to look up D-I-Y advice online, 4.3% less likely to always vote in local elections, 33.7% more likely to belong to a gym, 33.3% more likely to fly domestic past y

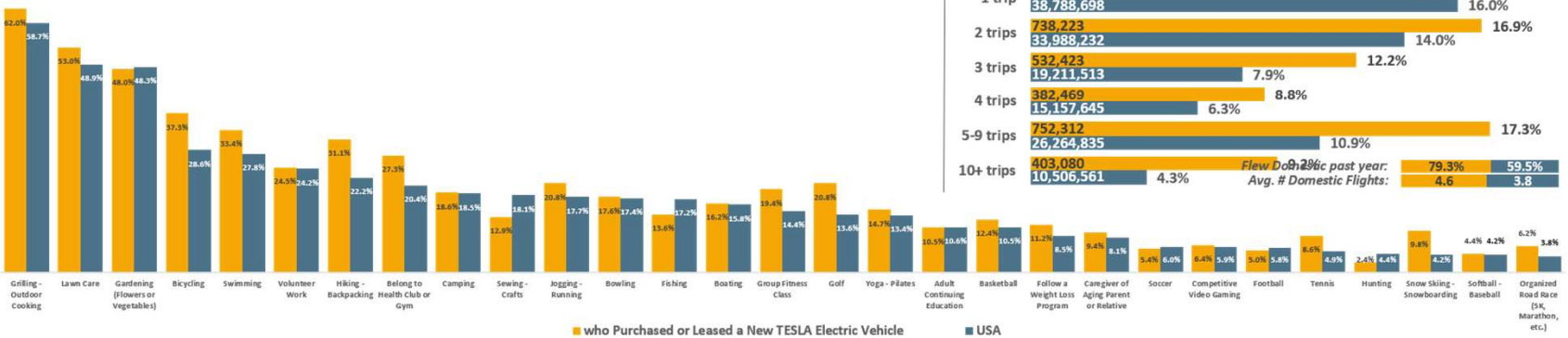
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

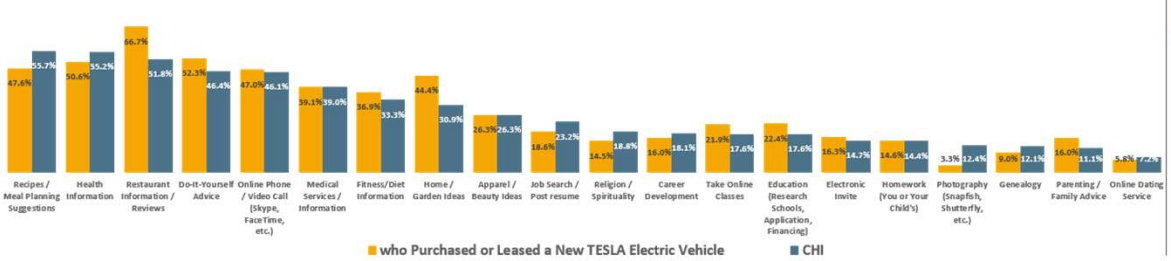
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Make of new vehicle (HHLD): TESLA

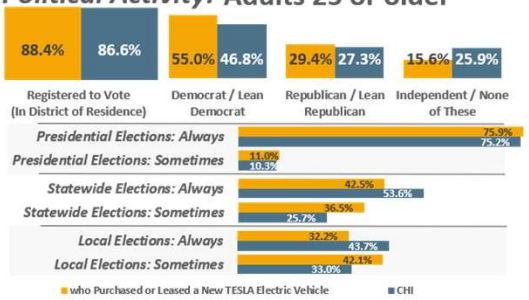


1.8% or 118,570 of CHI DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 12.8% more likely to look up D-I-Y advice online, 26.4% less likely to always vote in local elections, 9.2% more likely to belong to a gym, 25.% more likely to fly domestic past y

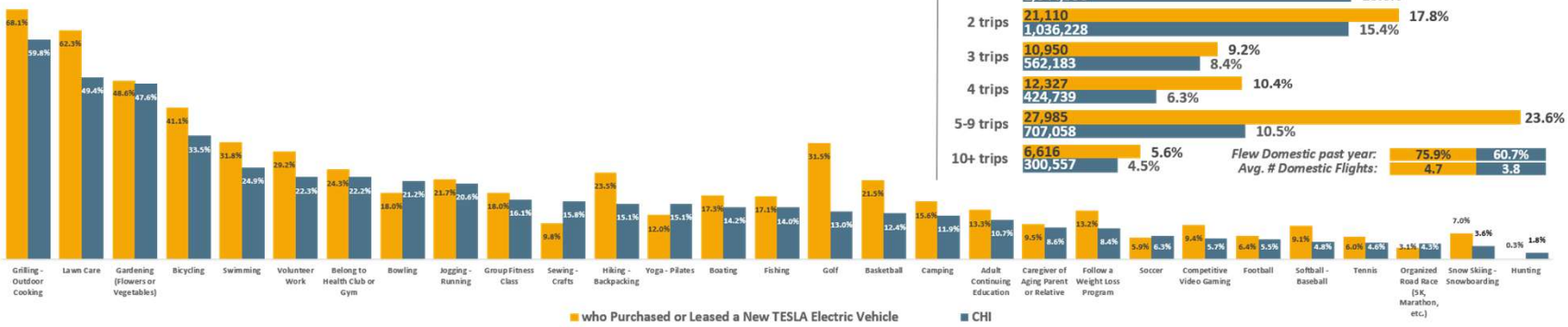
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

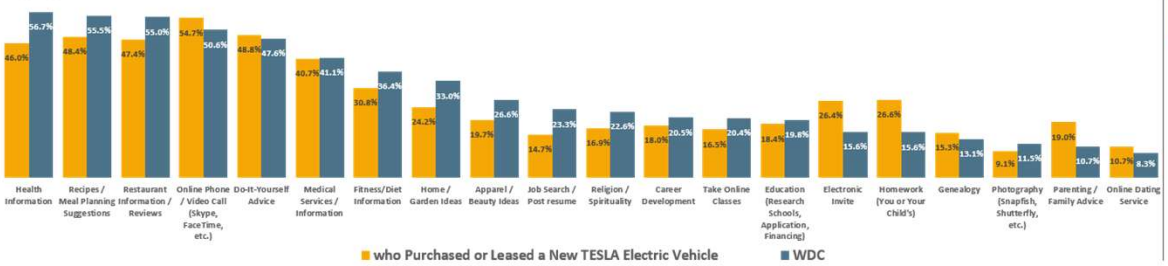
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Make of new vehicle (HHLD): TESLA

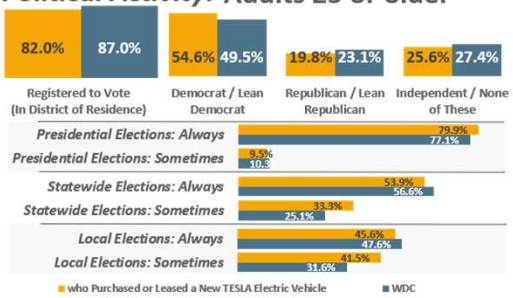


1.9% or 98,545 of WDC DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 2.7% more likely to look up D-I-Y advice online, 4.3% less likely to always vote in local elections, 30.5% more likely to belong to a gym, 22.1% more likely to fly domestic past y

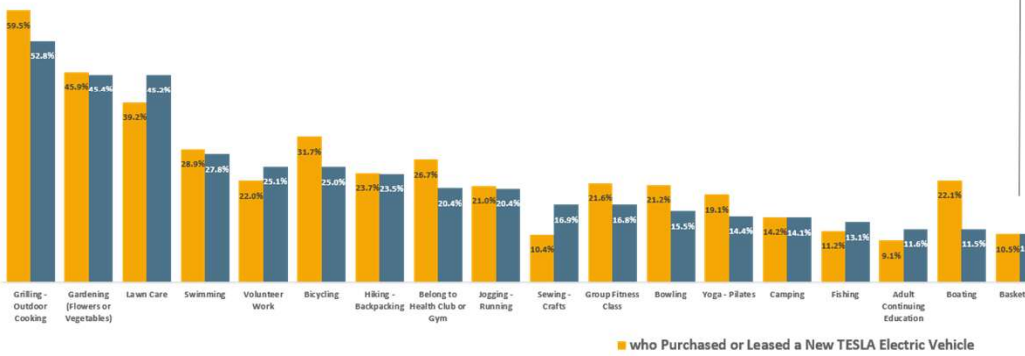
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



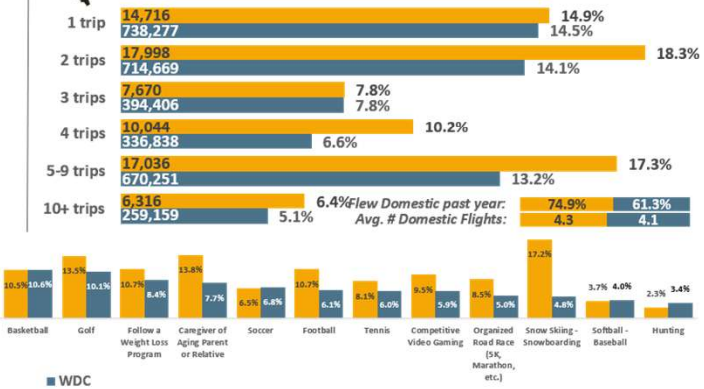
Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

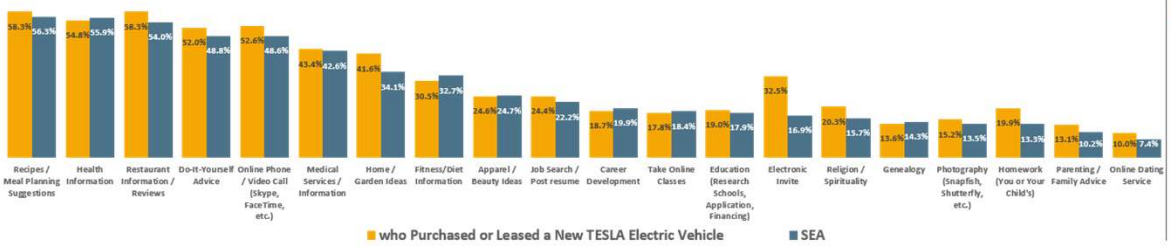
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Make of new vehicle (HHLD): TESLA

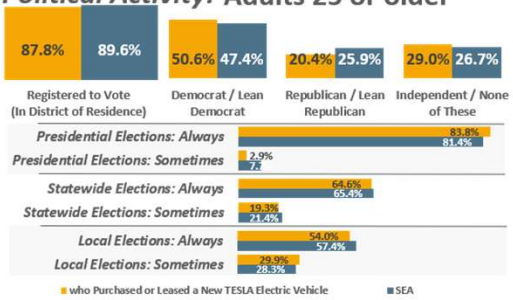


2.4% or 96,848 of SEA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 6.8% more likely to look up D-I-Y advice online, 5.8% less likely to always vote in local elections, 53.7% more likely to belong to a gym, 29.1% more likely to fly domestic past y

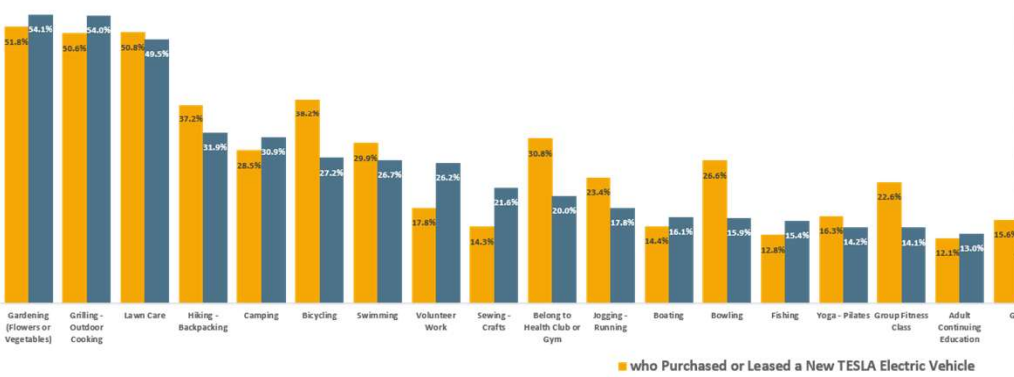
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



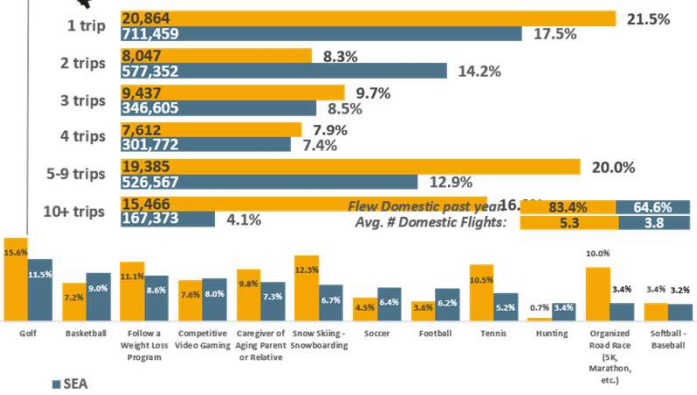
Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

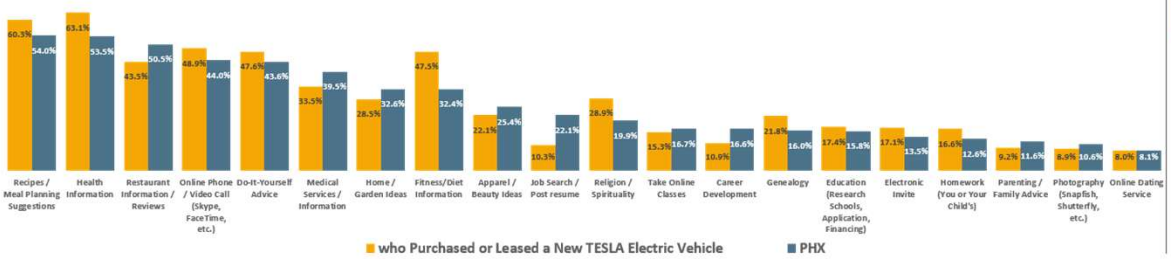
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Make of new vehicle (HHLD): TESLA

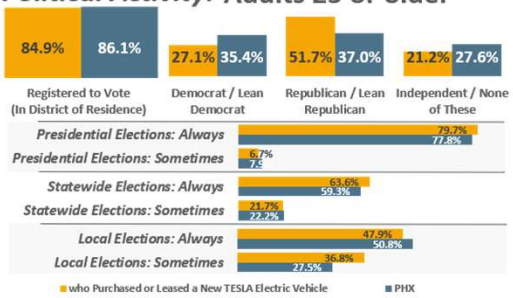


2.5% or 106,407 of PHX DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 9.2% more likely to look up D-I-Y advice online, 5.7% less likely to always vote in local elections, 48.2% more likely to belong to a gym, 42.4% more likely to fly domestic past y

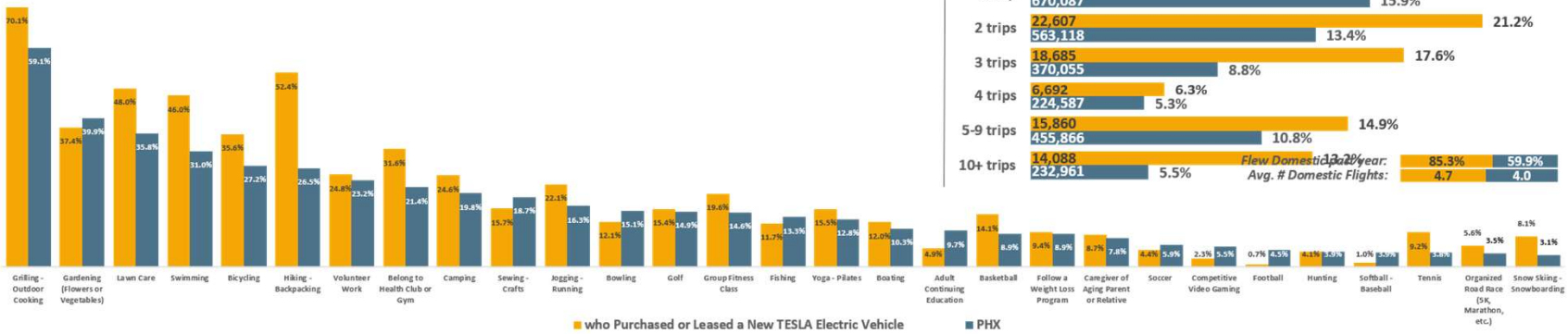
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



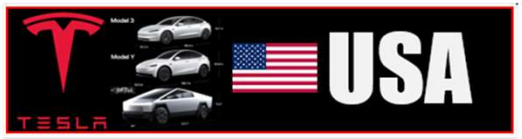
Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

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Make of new vehicle (HHLD): TESLA



1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are .3% less likely to use QSRs past mo., 16.5% more likely to use Sit-Down Restaurants past mo., 9.% more likely to use Casinos past yr., 25.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 83.3% 83.6% 3,631,193 202,323,1 85

Avg. Monthly QSR Meals: 5.8 5.8

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 84.4% 72.5% 3,678,290 175,360,2 01

Avg. Monthly Sit-Down Restaurant Meals: 4.0 3.8

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased or Leased a New TESLA Electric Vehicle 790,342 18.1%

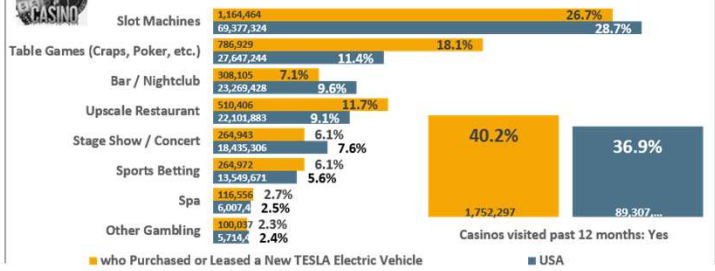
USA 18.6%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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Make of new vehicle (HHLD): TESLA



1.8% or 118,570 of CHI DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 10.4% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 6.2% more likely to use Casinos past yr., 3.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 94.6% 112,137 | 85.7% 5,749,111

Avg. Monthly QSR Meals: 6.0 | 6.0

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 85.2% 101,055 | 71.8% 4,817,756

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 3.8

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)

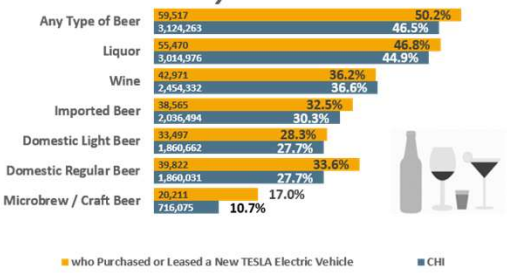


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

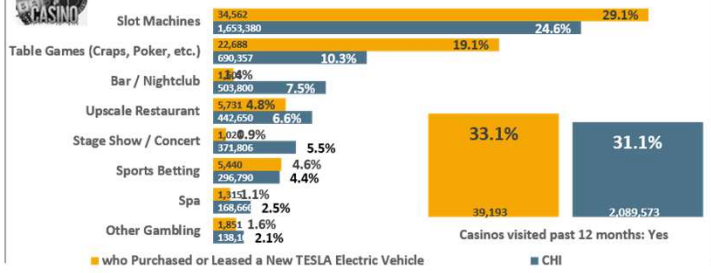
who Purchased or Leased a New TESLA Electric Vehicle	21,961	18.5%
CHI	1,407,529	21.0%

Drank Past 30-days: Adults 25 or older





Past 12 months Casino Activities: Adults 25 or older



Used Past 30-days: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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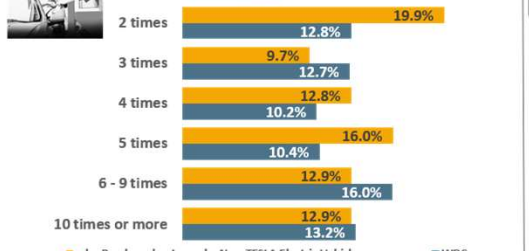
Make of new vehicle (HHLD): TESLA



1.9% or 98,545 of WDC DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 4.9% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 26.2% more likely to use Casinos past yr., 16.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older





Total Monthly QSR Users:

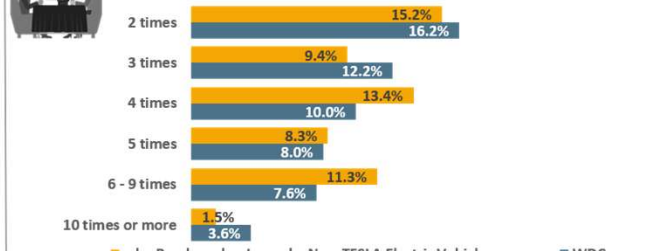


Avg. Monthly QSR Meals:

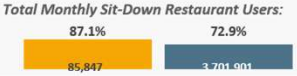


Past 30-days Sit-Down Restaurant Users: Adults 25 or older

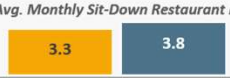




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

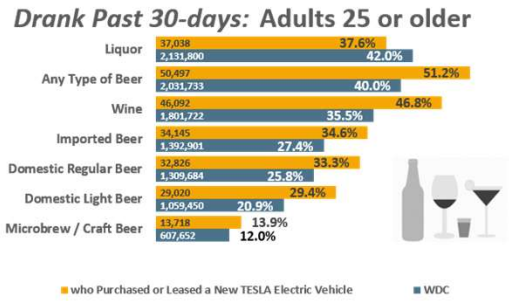
(Sit-Down Restaurants Used Past 30-days)



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

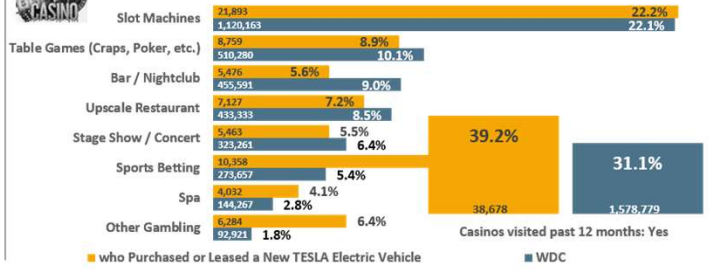


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





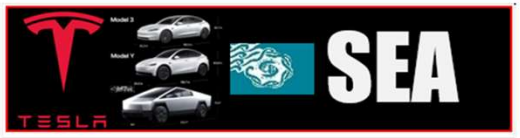
Used Past 30-days: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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Make of new vehicle (HHLD): TESLA



2.4% or 96,848 of SEA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 4.8% less likely to use QSRs past mo., 20.7% more likely to use Sit-Down Restaurants past mo., .7% less likely to use Casinos past yr., 63.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 75.7% 79.6% — 73,360 — 3,238,543

Avg. Monthly QSR Meals: 5.2 5.2

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 84.0% 69.6% — 81,340 — 2,831,914

Avg. Monthly Sit-Down Restaurant Meals: 4.7 3.7

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

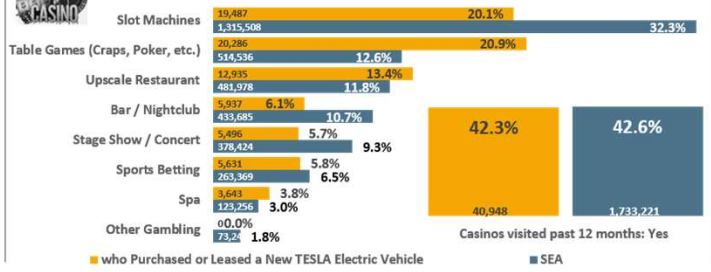
who Purchased or Leased a New TESLA Electric Vehicle	23,385	24.1%
SEA	733,515	18.0%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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Make of new vehicle (HHLD): TESLA



2.5% or 106,407 of PHX DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are .7% less likely to use QSRs past mo., 20.7% more likely to use Sit-Down Restaurants past mo., 7.% more likely to use Casinos past yr., 21.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

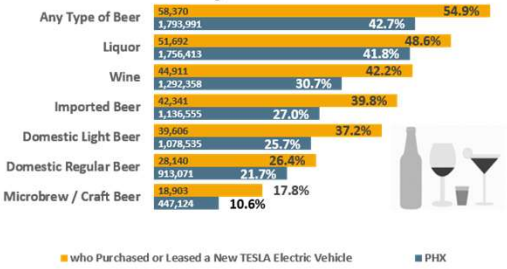
(Sit-Down Restaurants Used Past 30-days)



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

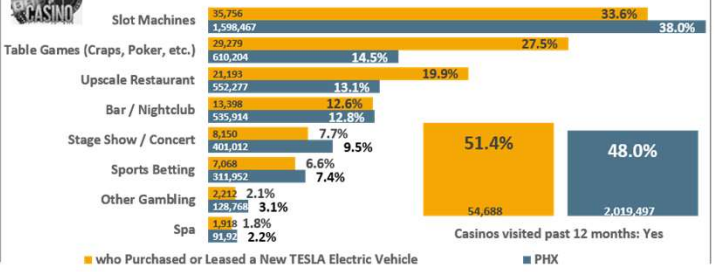


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





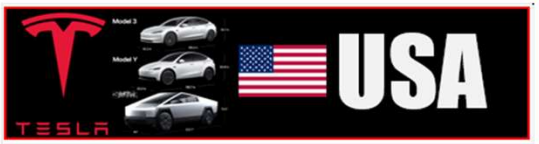
Used Past 30-days: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

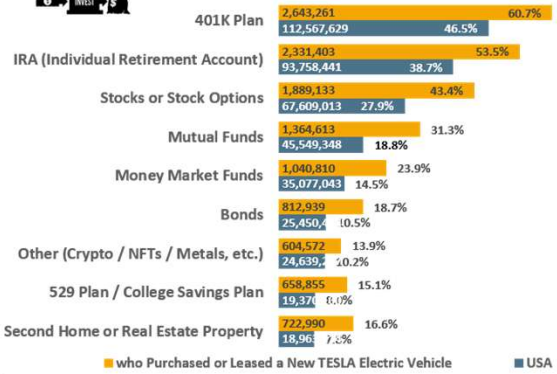
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Make of new vehicle (HHLD): TESLA

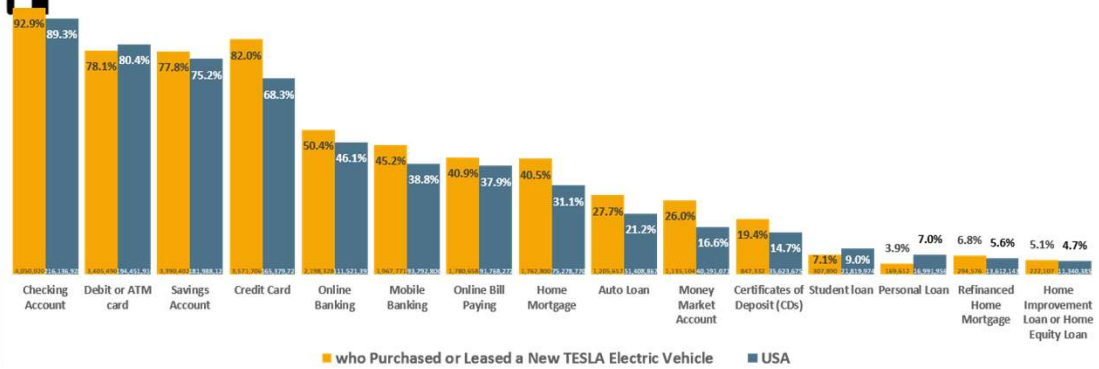


1.8% or 4,357,649 of USA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 30.4% more likely to have a 401K, 30.2% more likely to have an Auto Loan, 100.% more likely to Invest/Trade Stocks Online, 22.2% less likely to pay with their Debit Card.

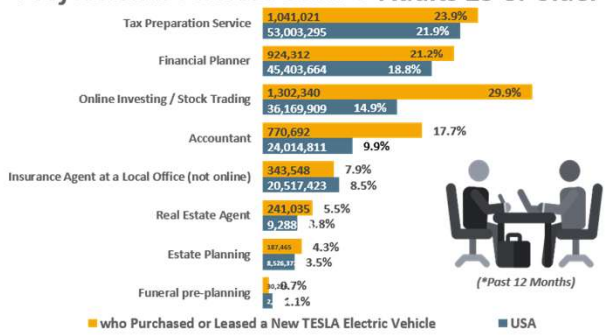
Investments Owned: Adults 25 or older



Financial Services Has and/or Uses: Adults 25 or older

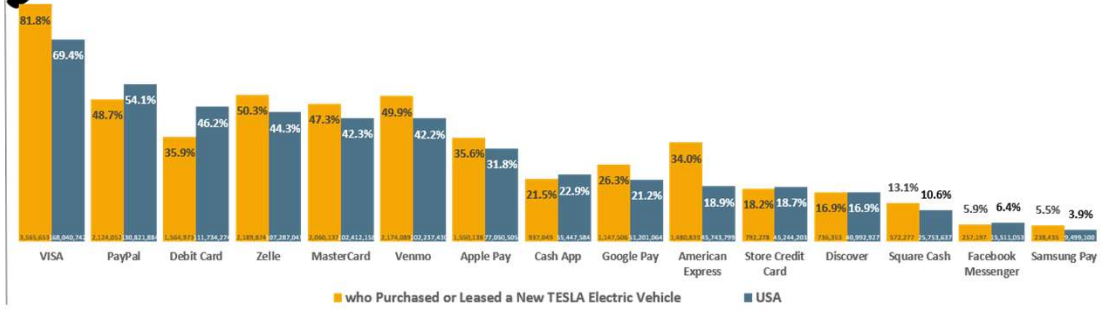


Professional Services Used:* Adults 25 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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Make of new vehicle (HHLD): TESLA

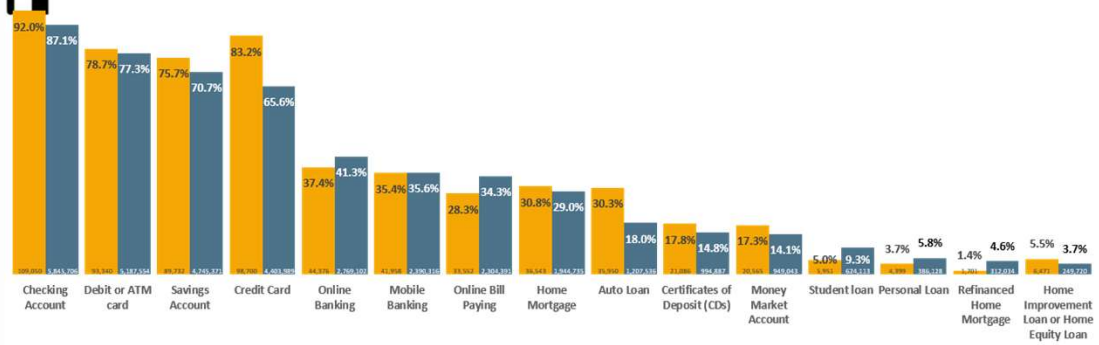


1.8% or 118,570 of CHI DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 13.7% more likely to have a 401K, 68.5% more likely to have an Auto Loan, 83.8% more likely to Invest/Trade Stocks Online, 30.7% less likely to pay with their Debit Card.

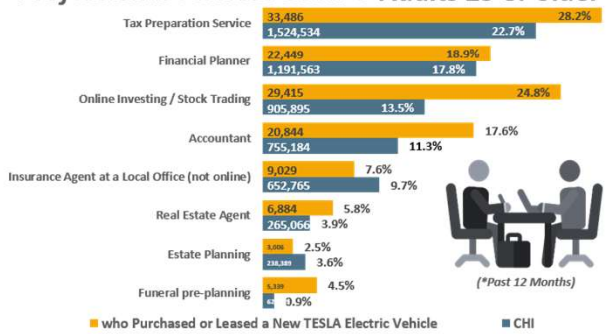
Investments Owned: Adults 25 or older



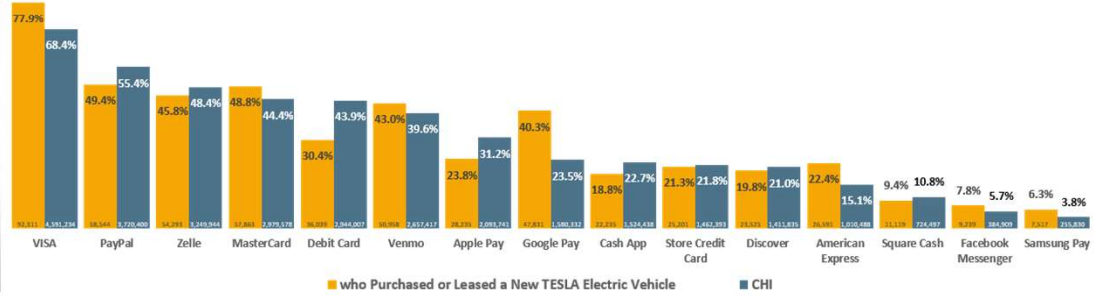
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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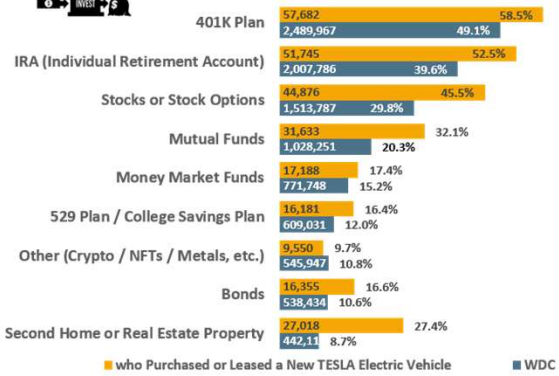
Make of new vehicle (HHLD): TESLA



1.9% or 98,545 of WDC DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 19.3% more likely to have a 401K, 27.2% more likely to have an Auto Loan, 98.3% more likely to Invest/Trade Stocks Online, 21.5% less likely to pay with their Debit Card.

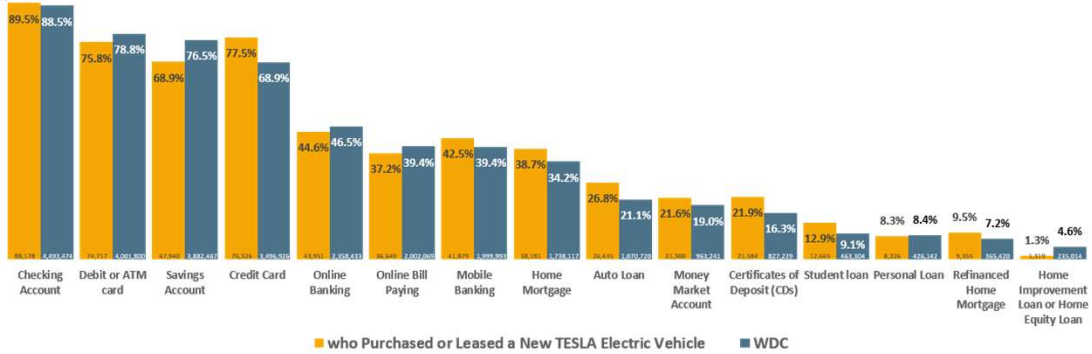
Investments Owned: Adults 25 or older



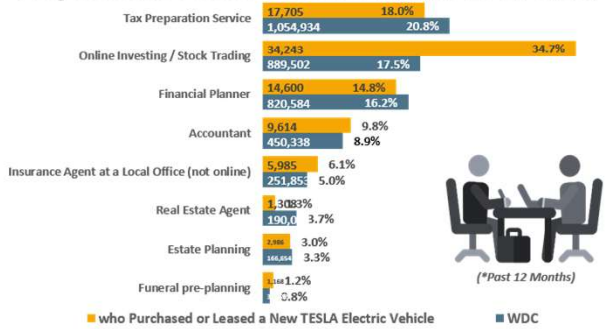


Financial Services Has and/or Uses: Adults 25 or older





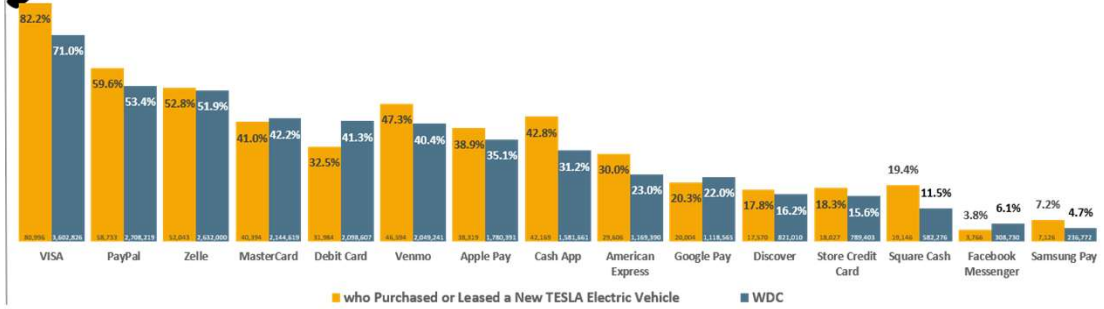
Professional Services Used:* Adults 25 or older



(*Past 12 Months)

Past 3-Months Payment Methods Used: Adults 25 or older

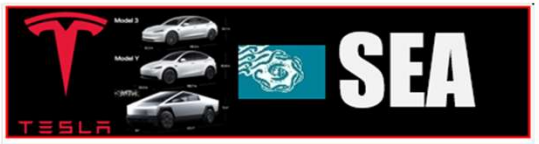




WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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Make of new vehicle (HHLD): TESLA



2.4% or 96,848 of SEA DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle.
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 43.8% more likely to have a 401K, 17.% less likely to have an Auto Loan, 82.8% more likely to Invest/Trade Stocks Online, 26.1% less likely to pay with their Debit Card.

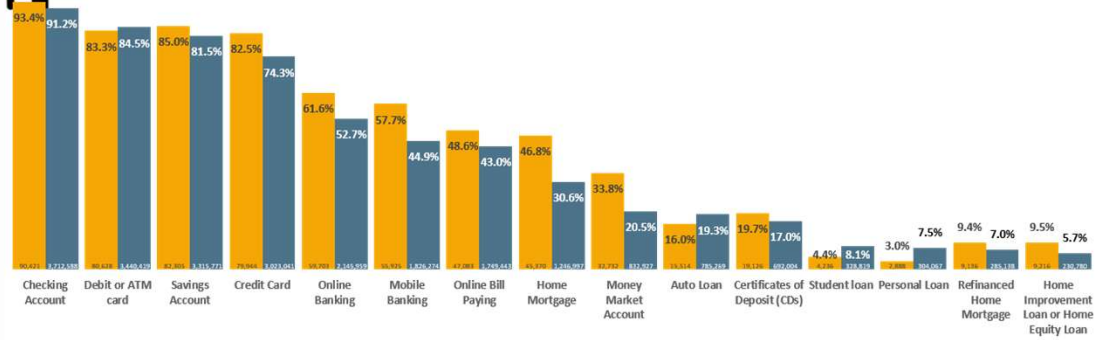
Investments Owned: Adults 25 or older





Financial Services Has and/or Uses: Adults 25 or older



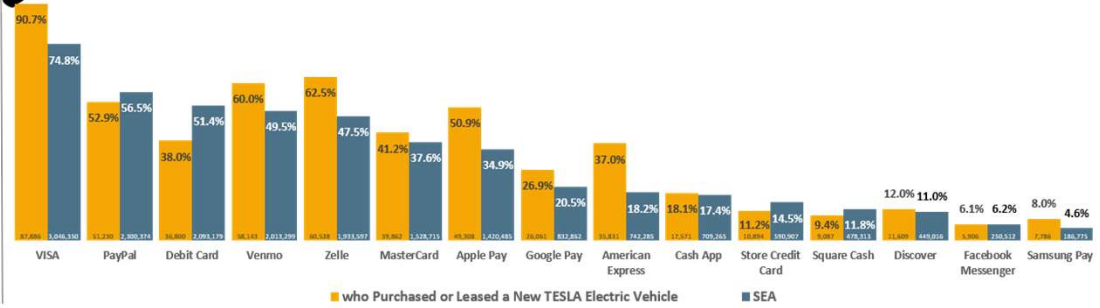


Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older





SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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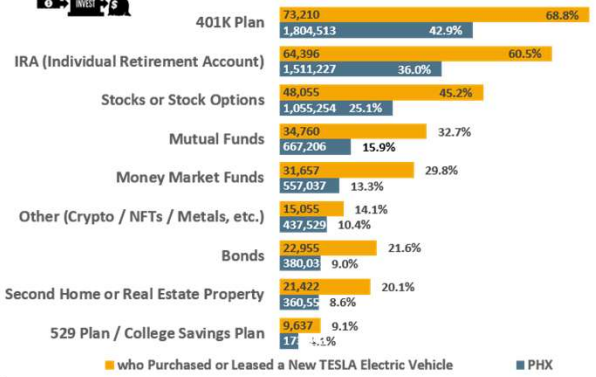
Make of new vehicle (HHLD): TESLA



2.5% or 106,407 of PHX DMA Adults 25 or older Purchased or Leased a New TESLA Electric Vehicle. Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle are 60.2% more likely to have a 401K, 64.7% more likely to have an Auto Loan, 128.% more likely to Invest/Trade Stocks Online, 14.2% less likely to pay with their Debit Card.

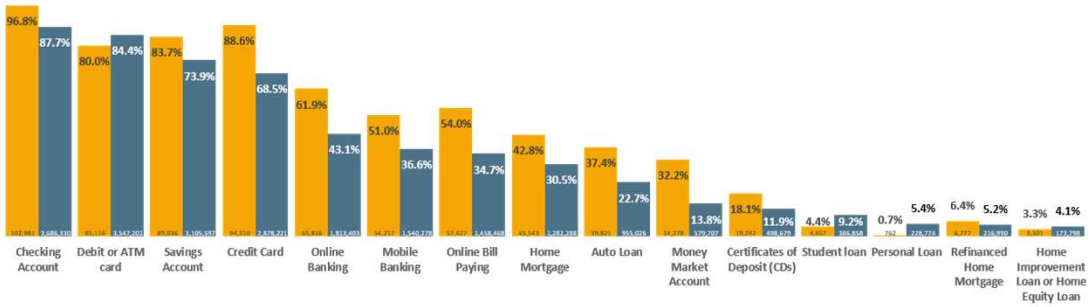
Investments Owned: Adults 25 or older





Financial Services Has and/or Uses: Adults 25 or older





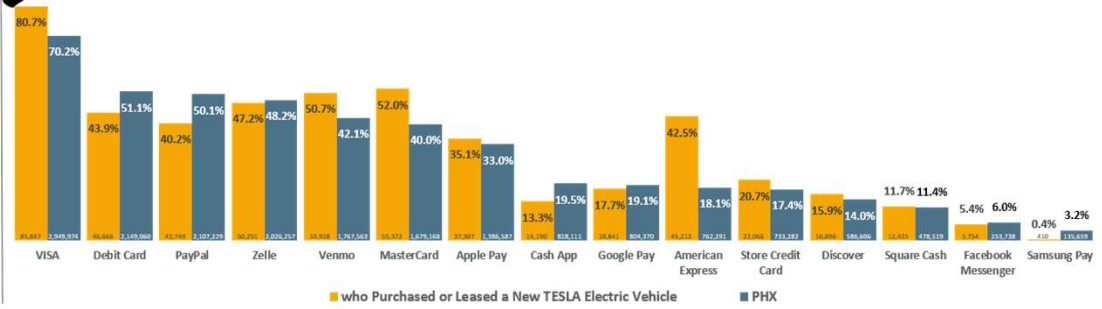
Professional Services Used:* Adults 25 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 or older





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

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Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)





USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 833

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Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)



CHICAGO

■ P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

■ P25+ CHICAGO (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

CHICAGO DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 105

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Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)





WASHINGTON, DC

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

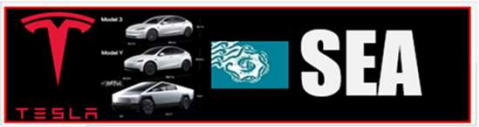
P25+ WASHINGTON, DC (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 205

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Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)



SEATTLE-TACOMA

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

P25+ SEATTLE-TACOMA (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)

SEATTLE-TACOMA DMA Scarborough R1 2025-26: Feb24-Mar26 Qual Intab: 184

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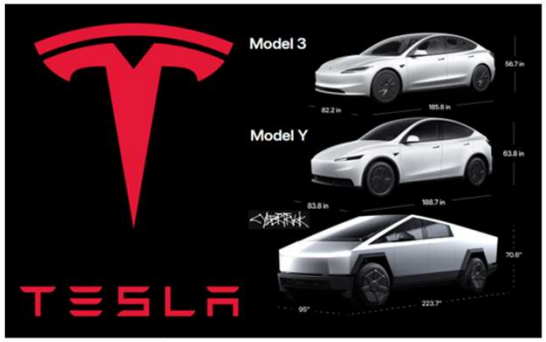
Make of new vehicle (HHLD): TESLA



"TESLA Model Owned/Leased, Other Makes and Models Owned or Leased"

P25+ who Own or Lease a New TESLA Electric Vehicle (TESLA Model Owned/Leased, Other Makes and Models Owned or Leased)





PHOENIX

PHOENIX DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 123

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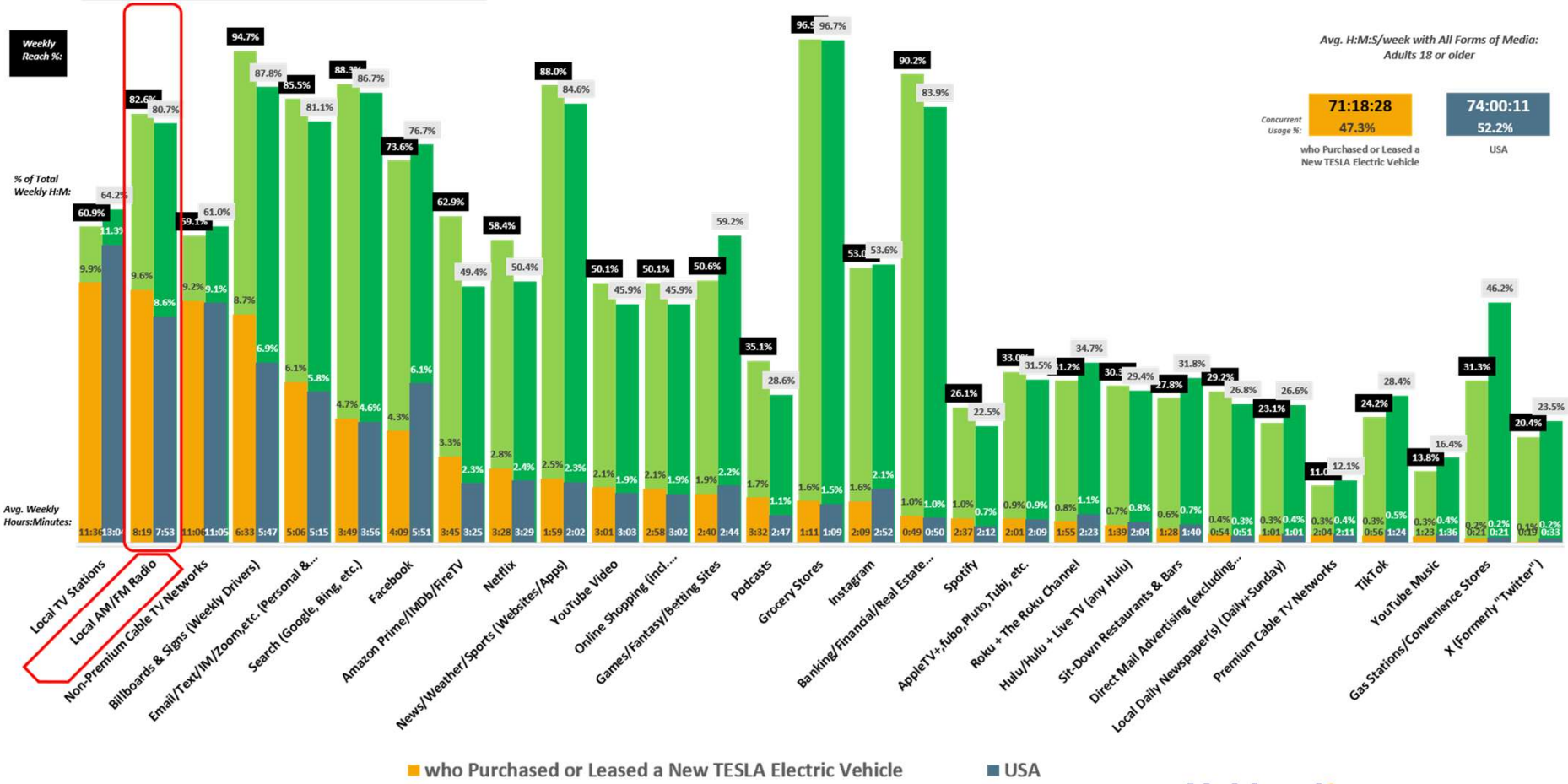
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Make of new vehicle (HHLD): TESLA



Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 2 days, 23 hours, 18 minutes and 28 seconds each week with All Forms of Media.

82.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



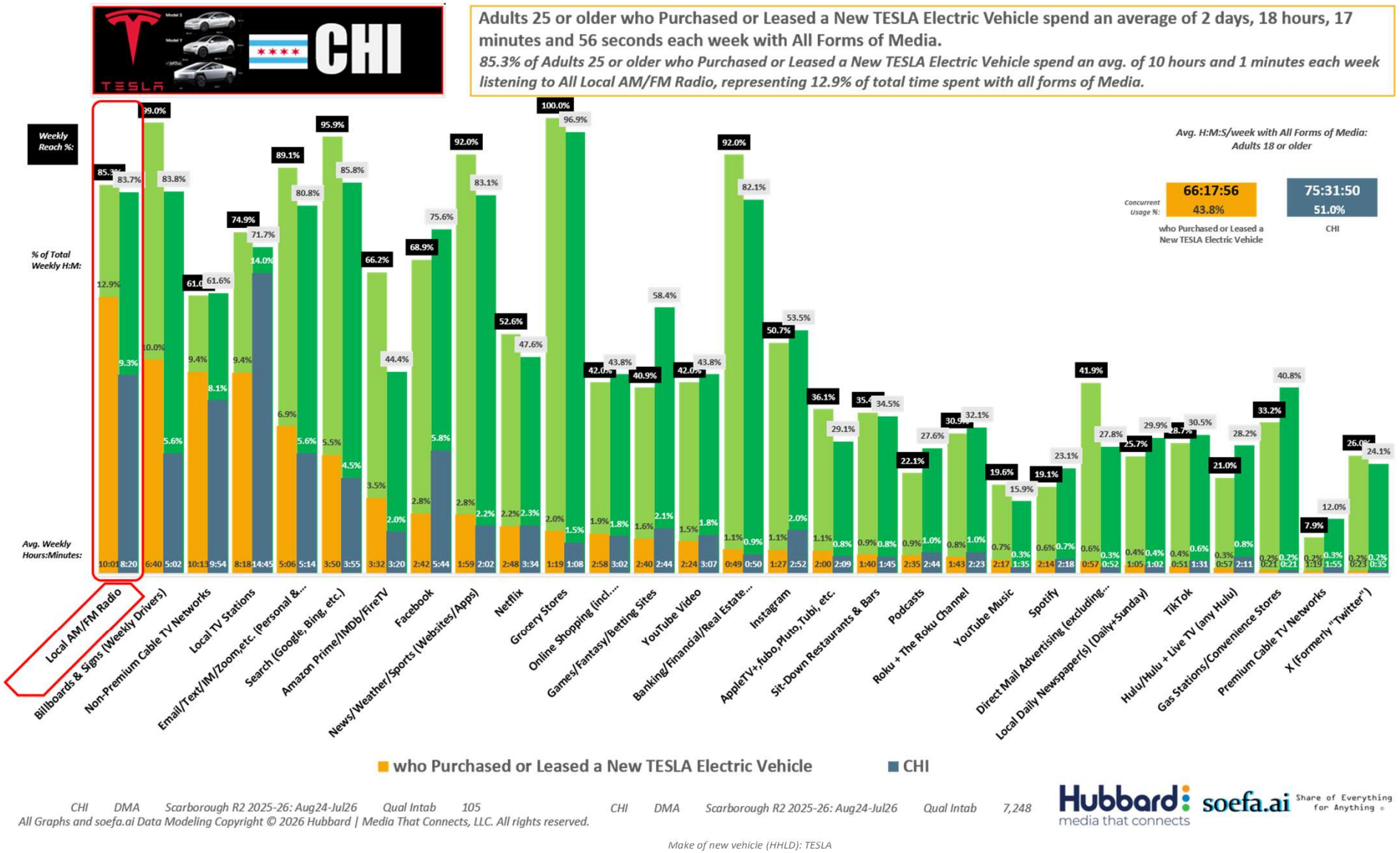
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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Make of new vehicle (HHLD): TESLA

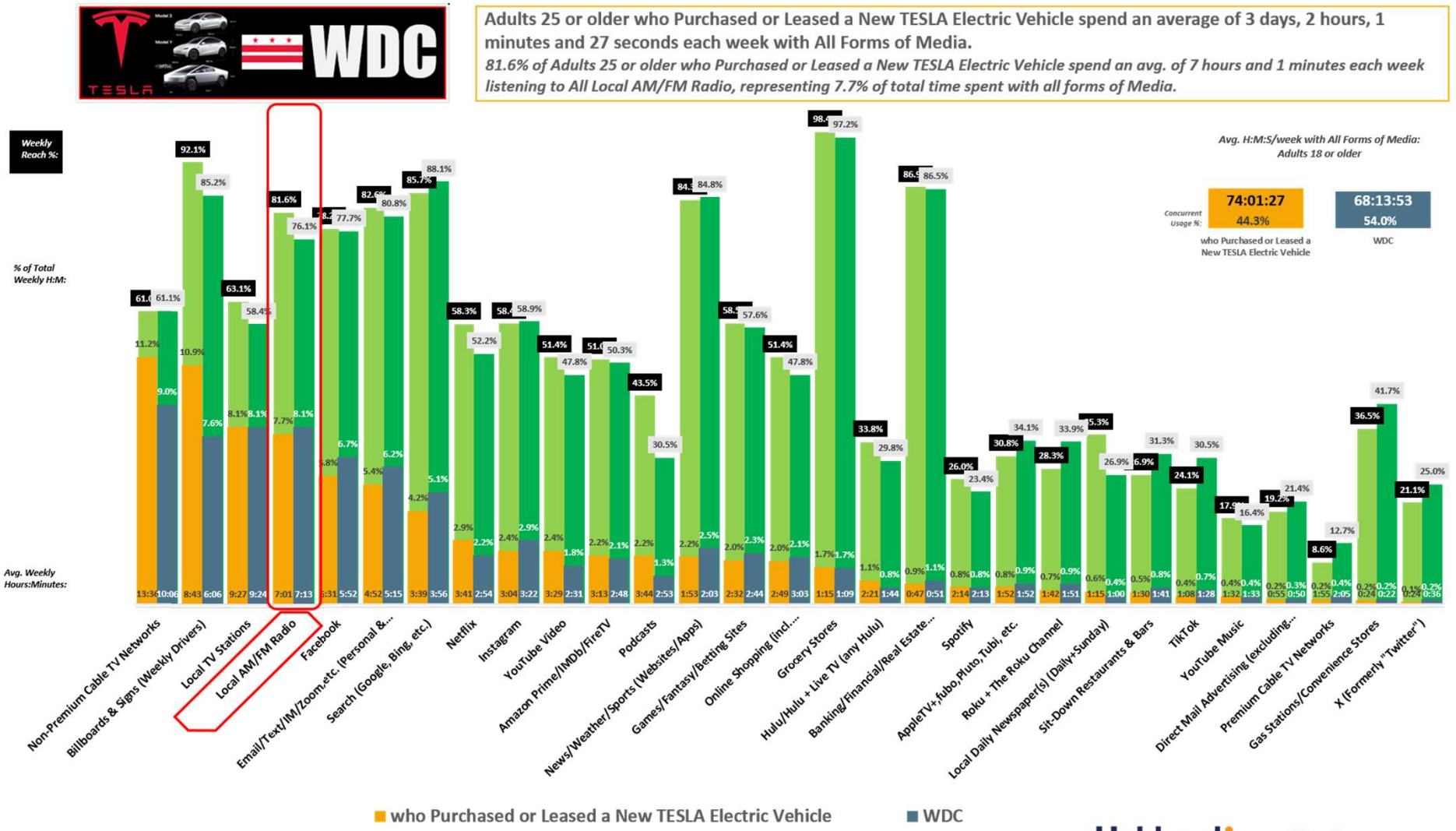


CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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Make of new vehicle (HHLD): TESLA

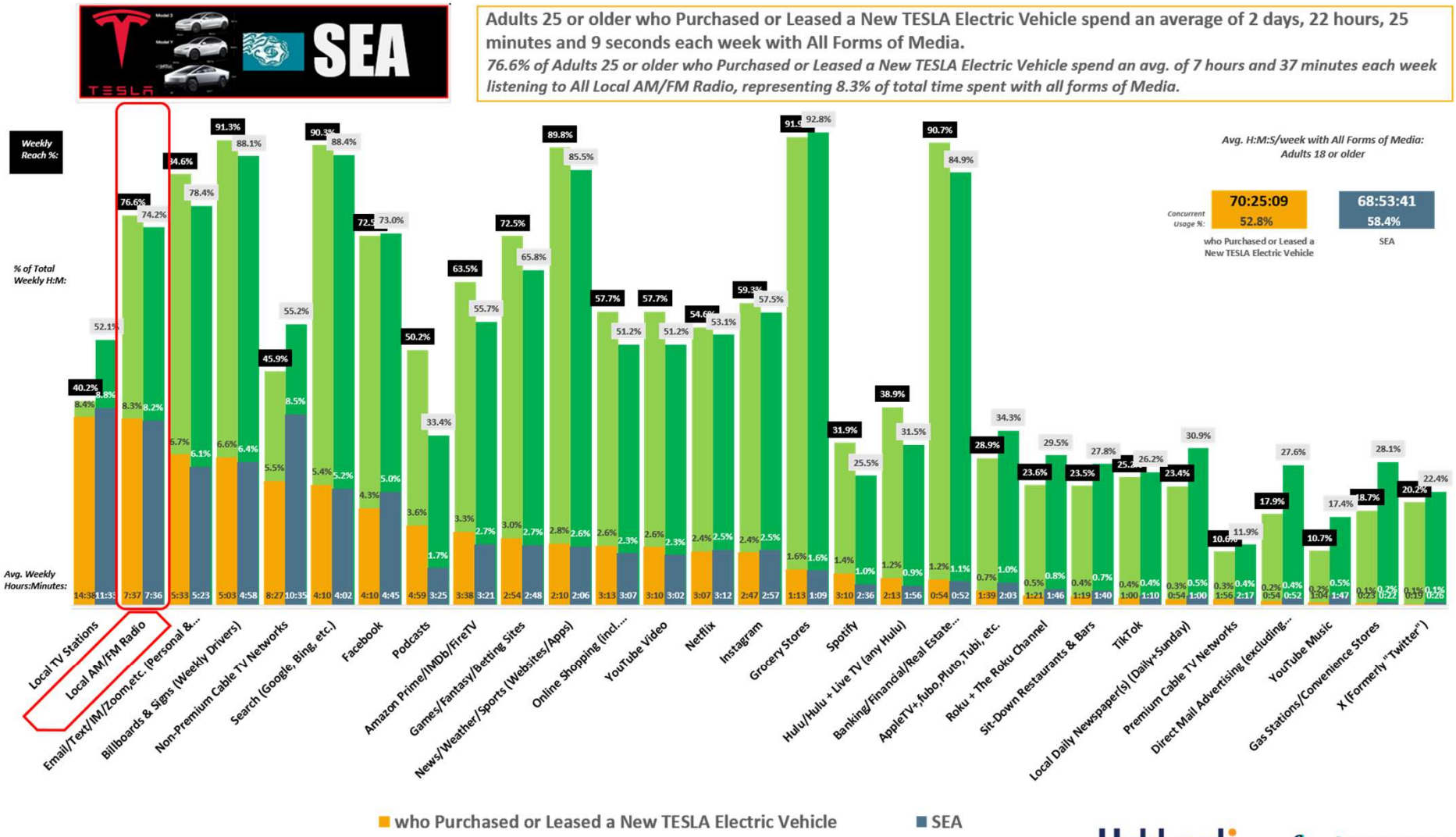


WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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Make of new vehicle (HHLD): TESLA

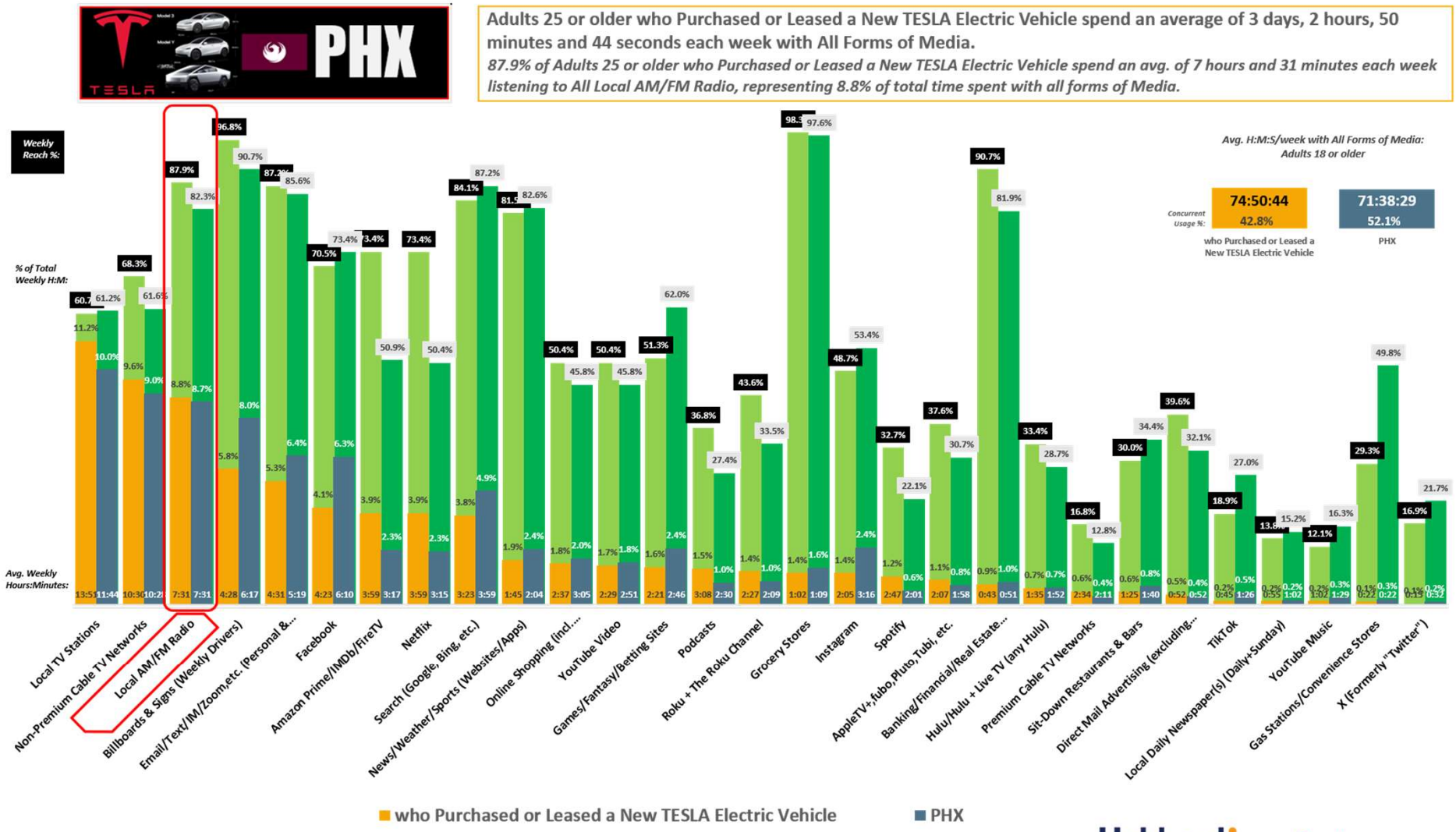


SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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Make of new vehicle (HHLD): TESLA

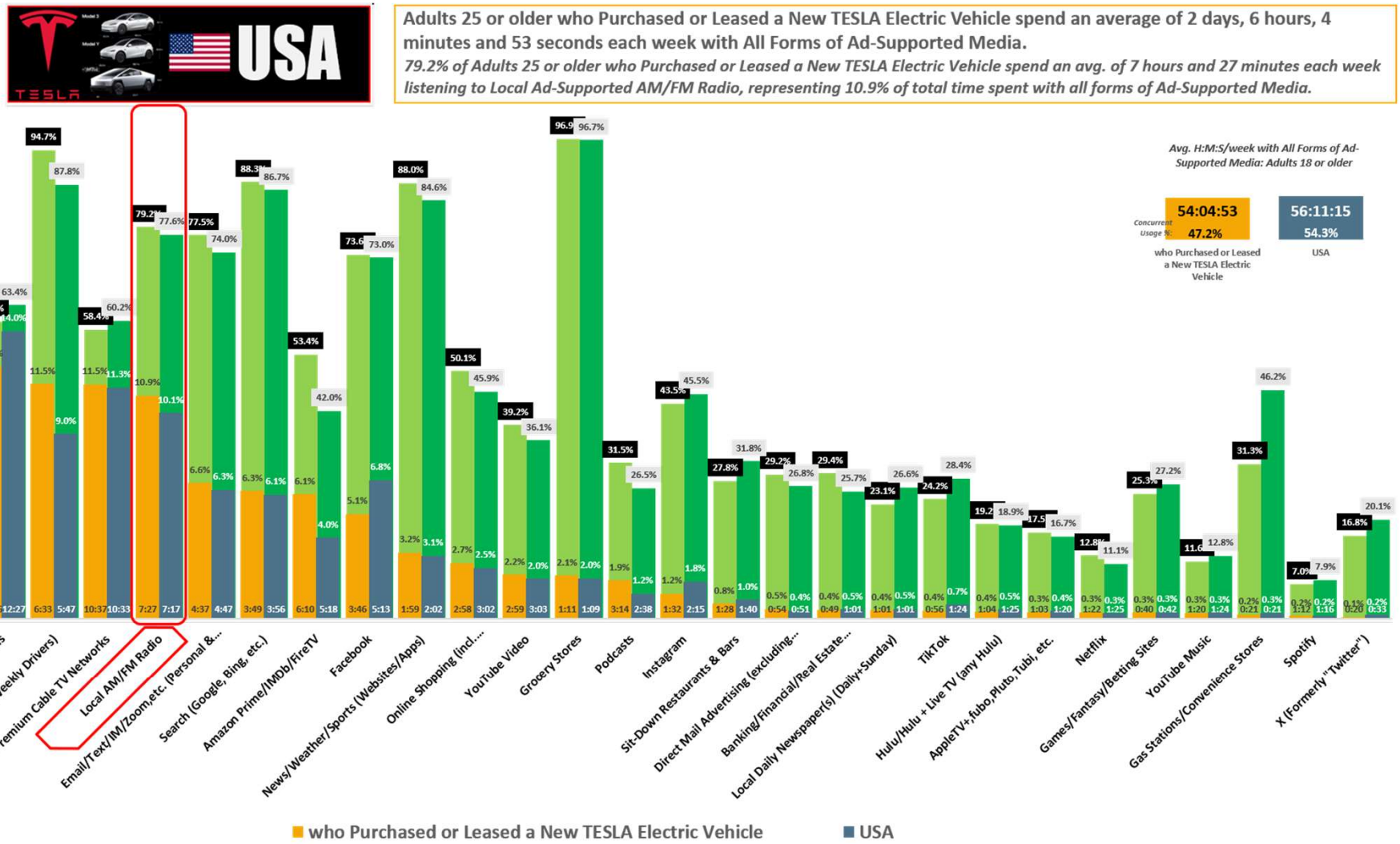


PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,445

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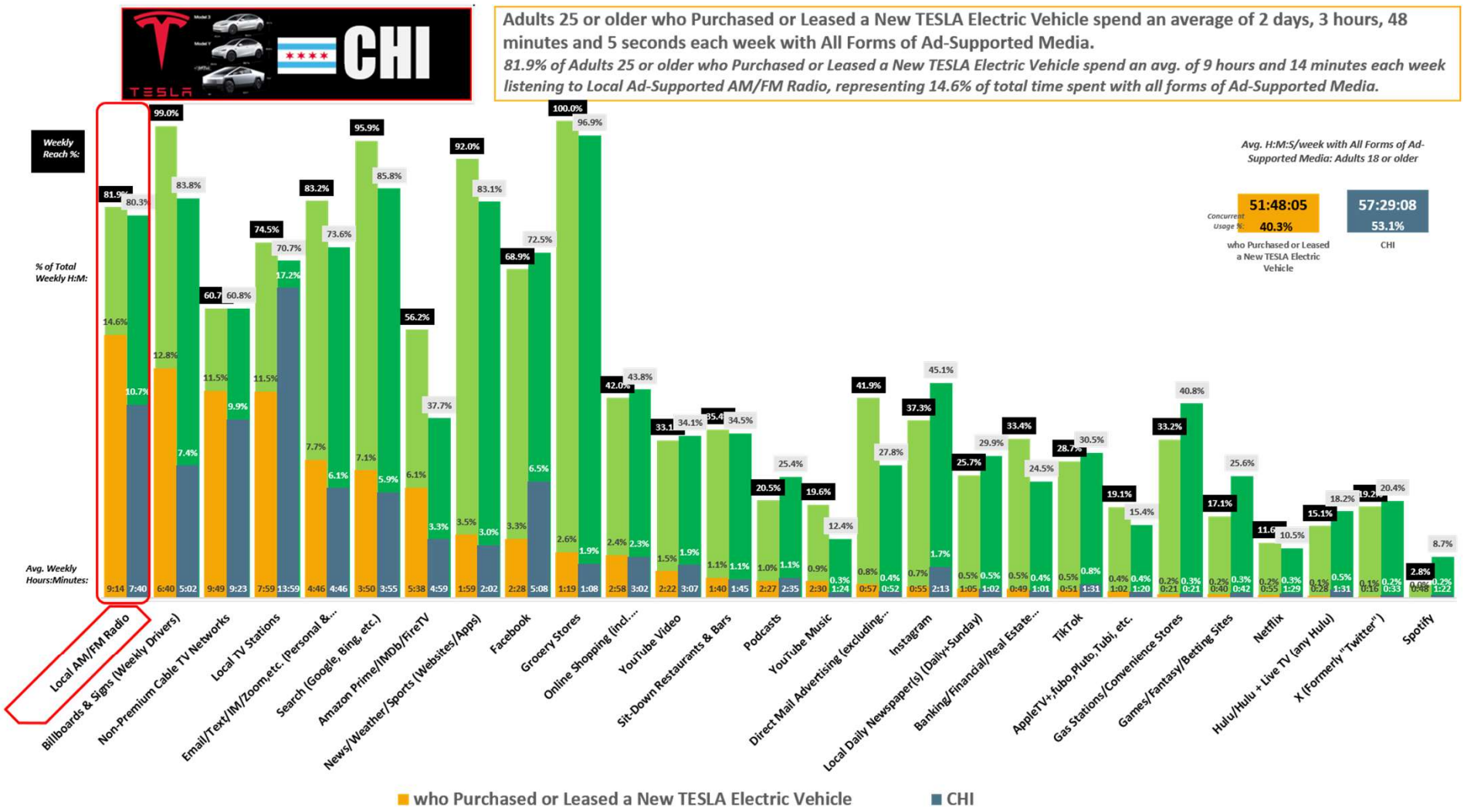
Make of new vehicle (HHLD): TESLA



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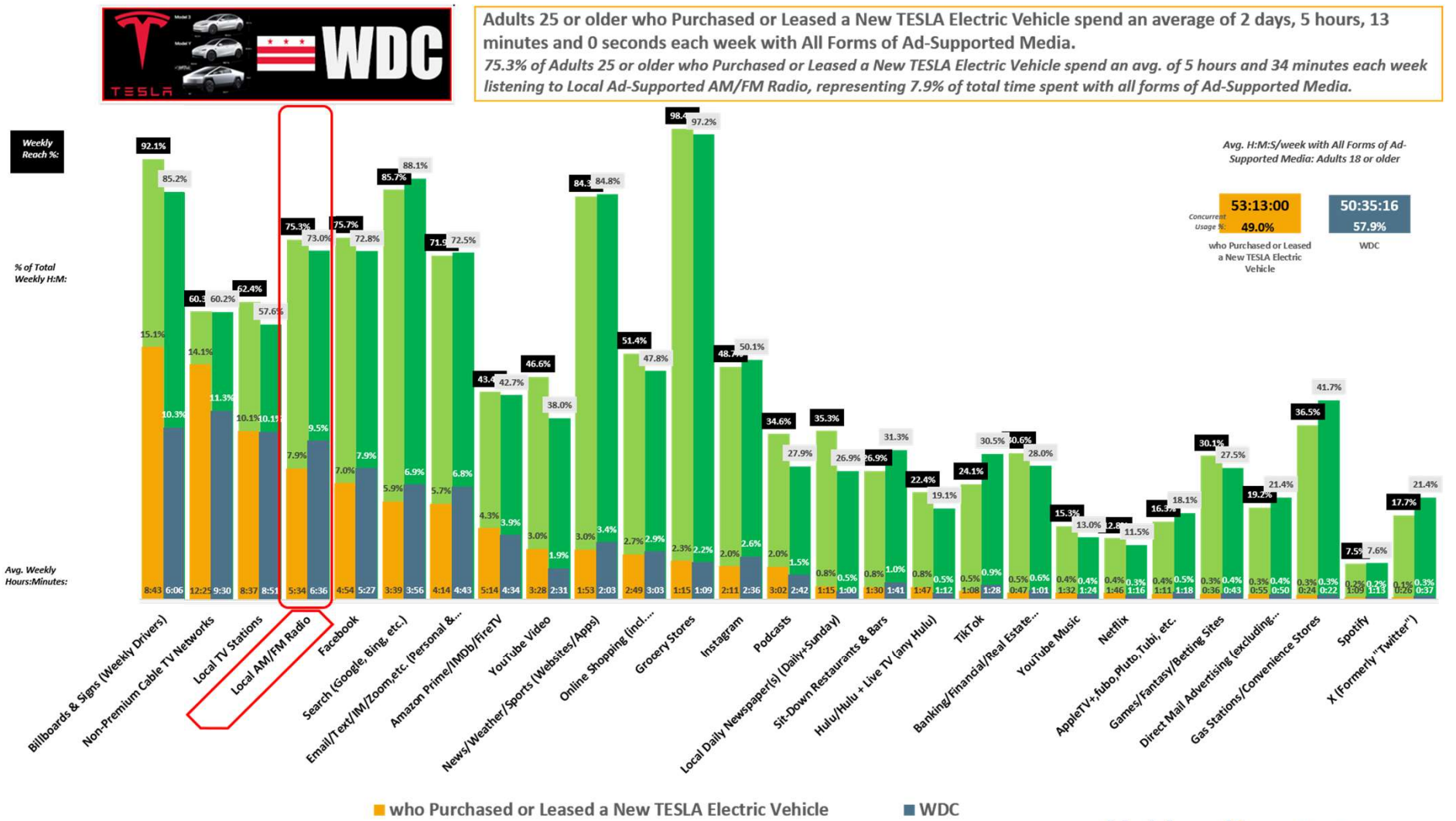
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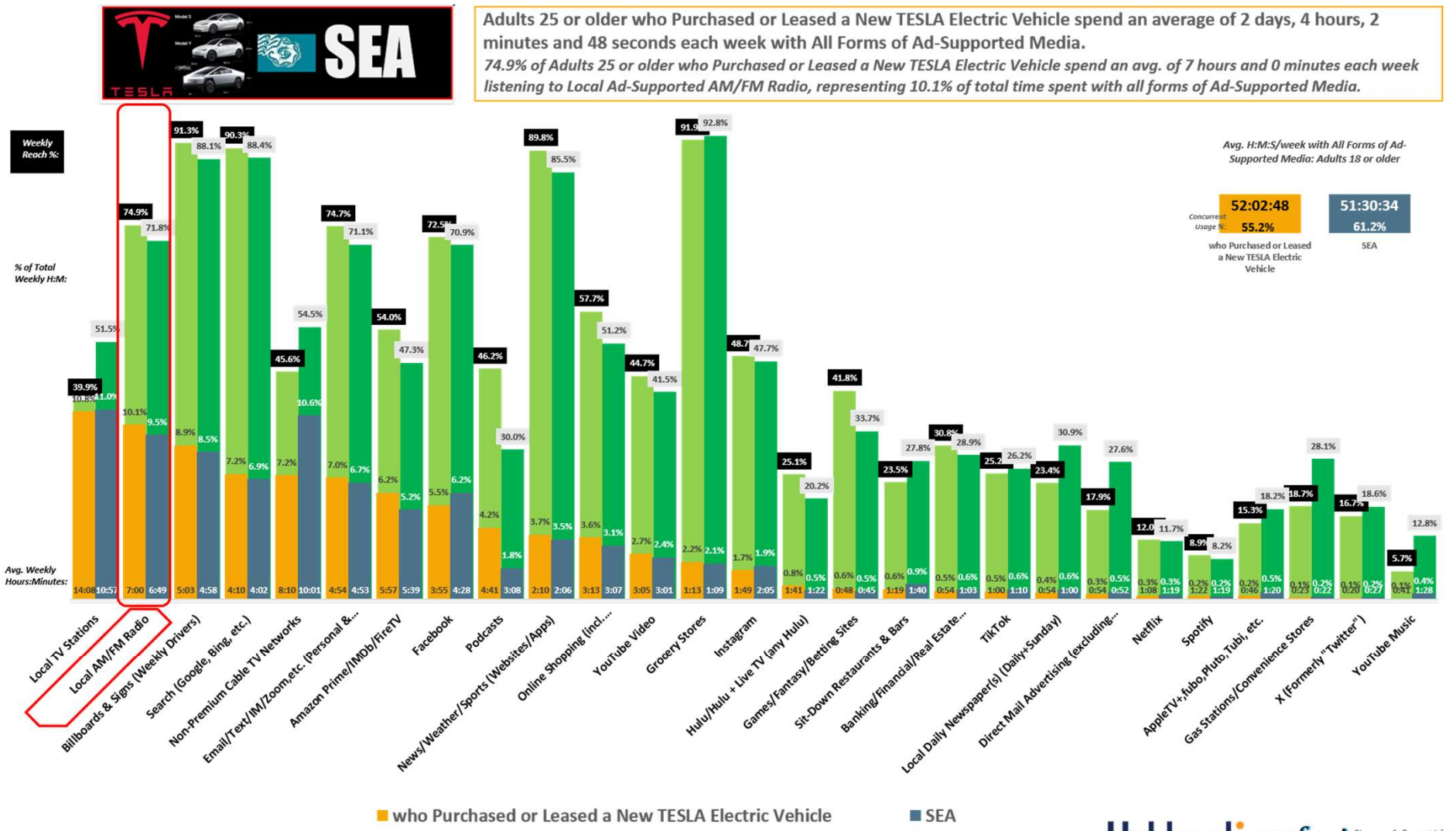
Make of new vehicle (HHLD): TESLA



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Make of new vehicle (HHLD): TESLA



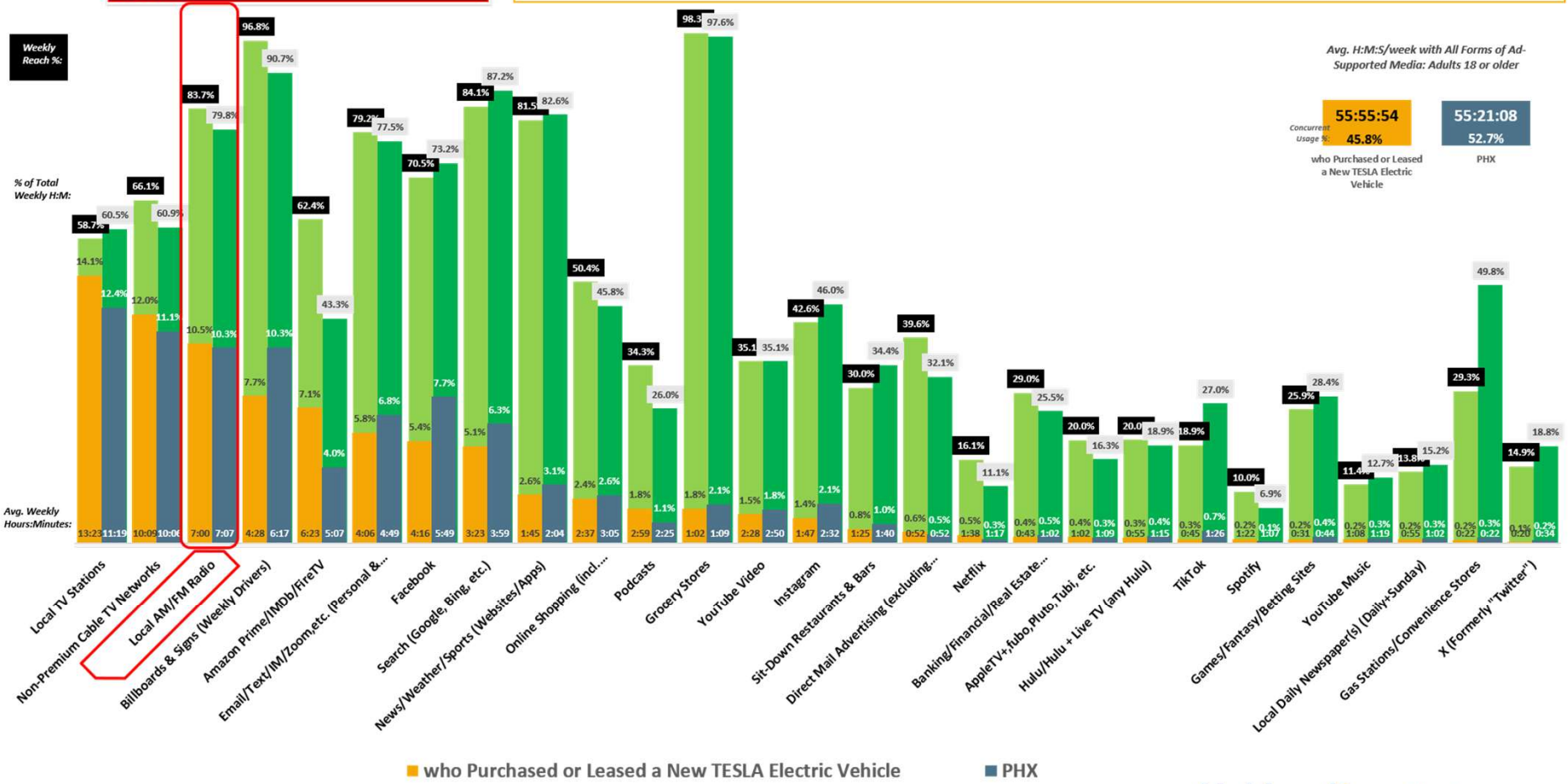
SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280
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Make of new vehicle (HHLD): TESLA



Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 2 days, 7 hours, 55 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

83.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,445

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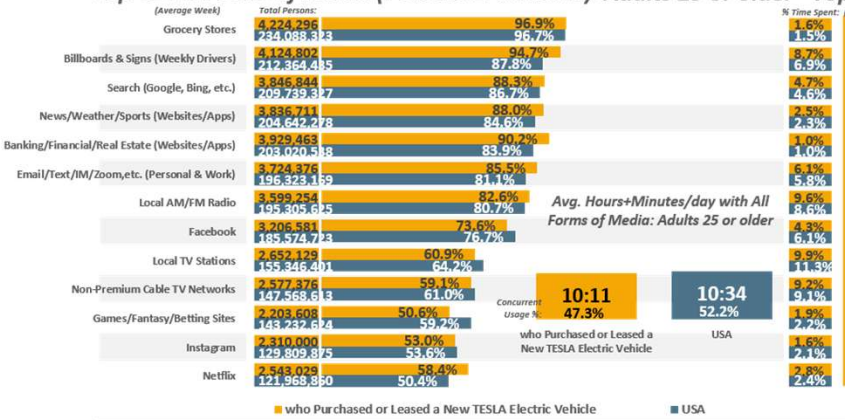
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Make of new vehicle (HHLD): TESLA

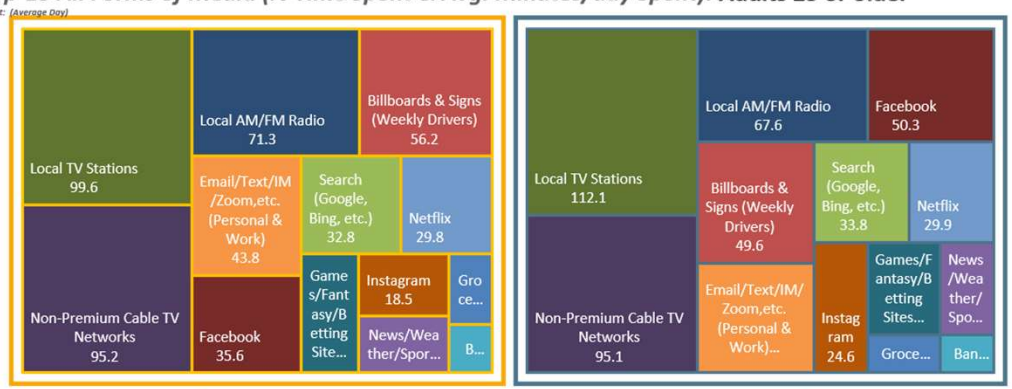


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 79.2% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

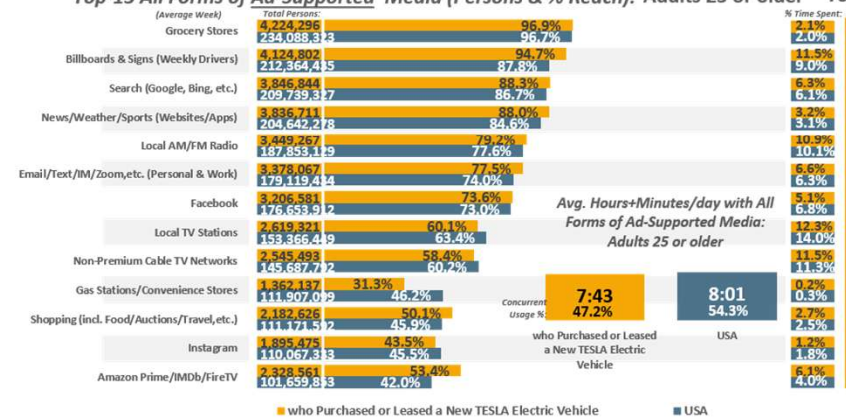
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



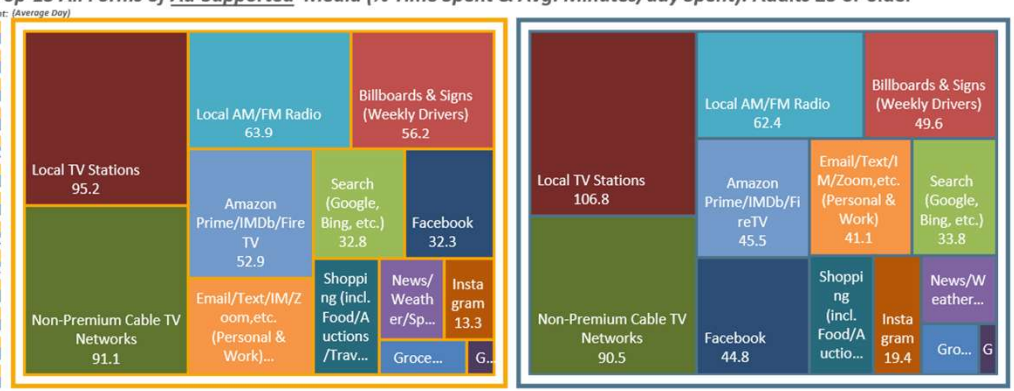
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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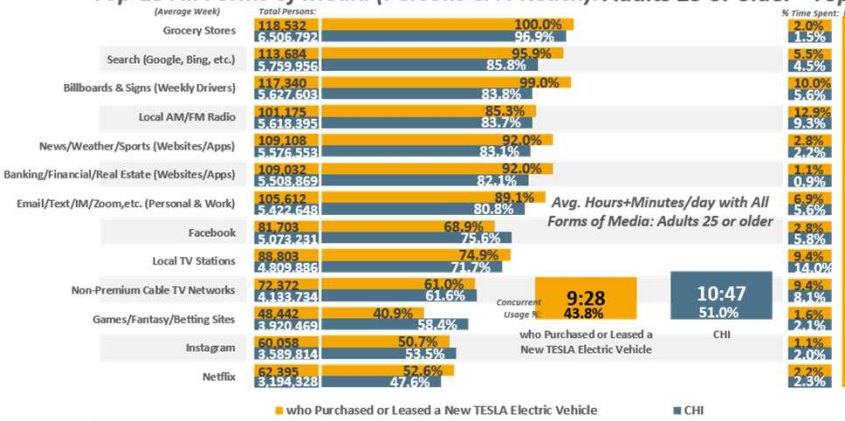
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Make of new vehicle (HHLD): TESLA

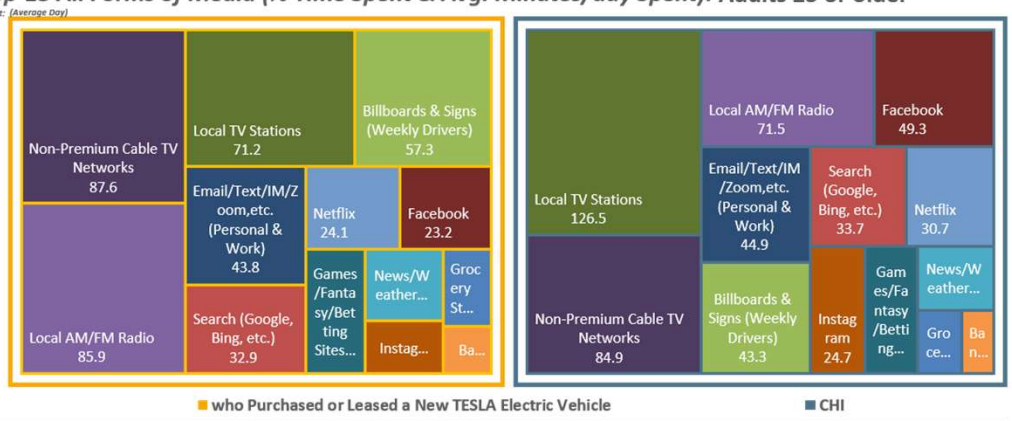


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 79.2 minutes/day. *(Local Radio delivers 14.6% of Time with Ad-Supported Media.)*

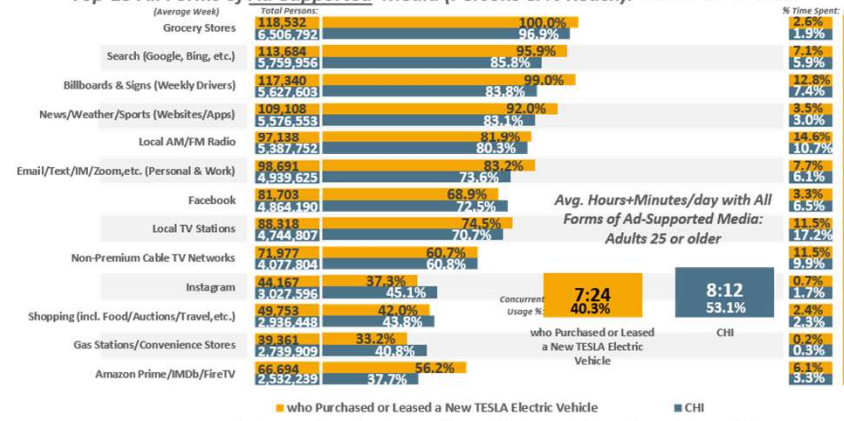
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



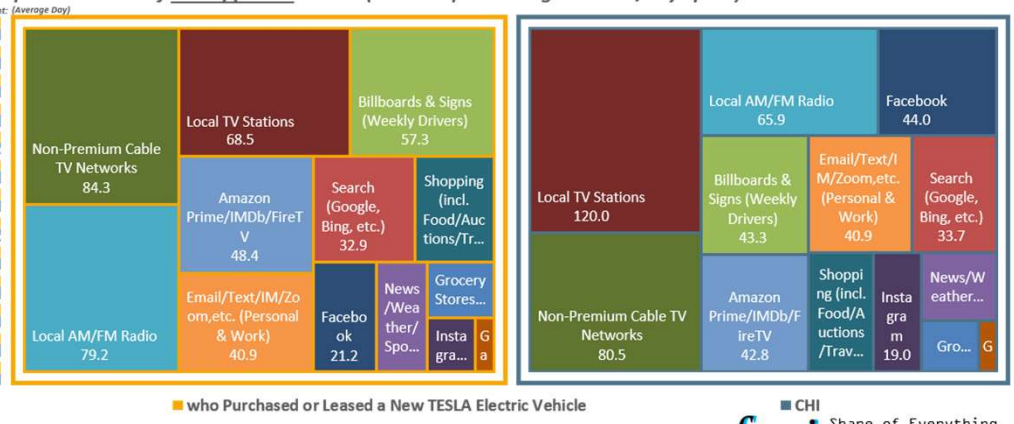
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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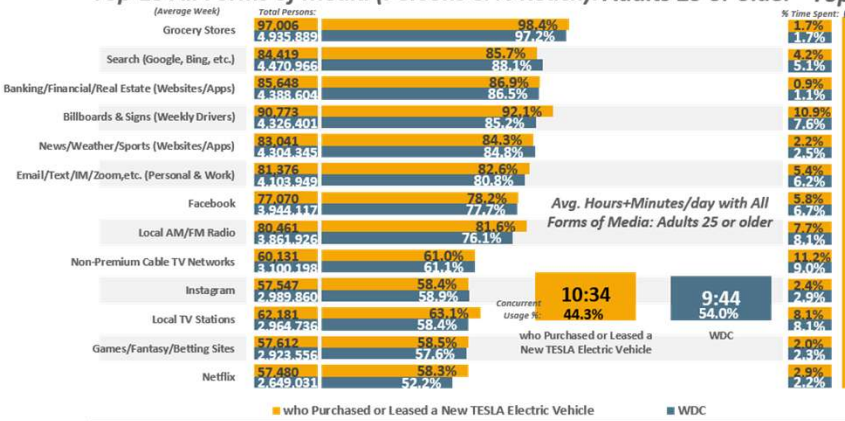
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Make of new vehicle (HHLD): TESLA

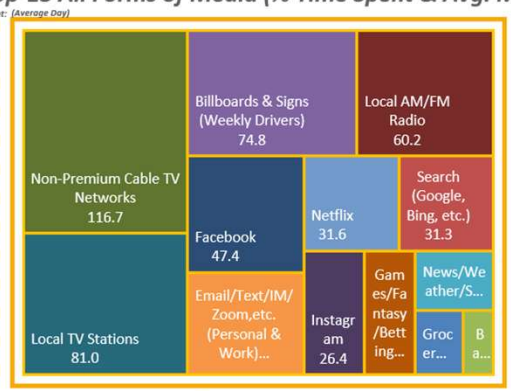


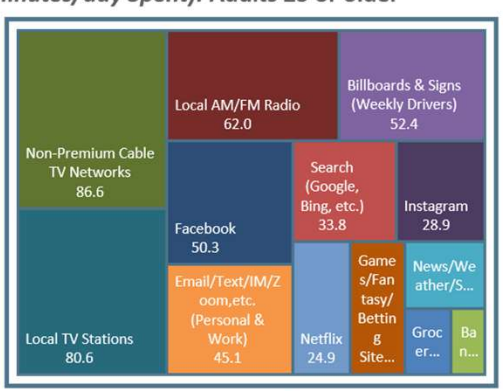
Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 75.3% listen to Local AM/FM Radio for an avg. of 47.8 minutes/day. *(Local Radio delivers 7.9% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



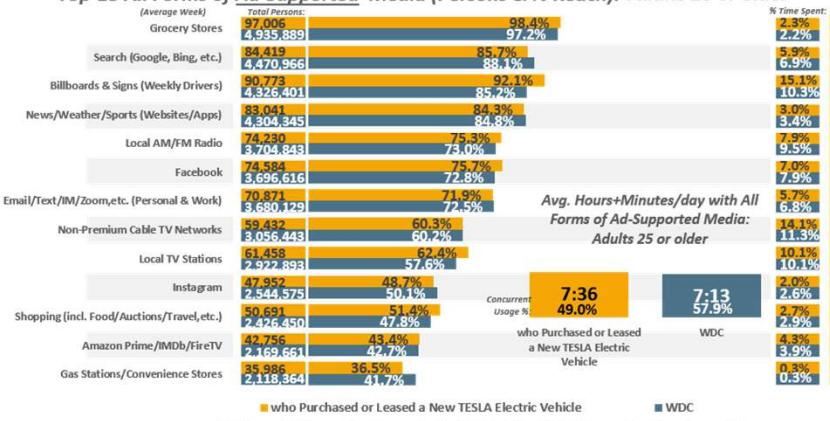
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



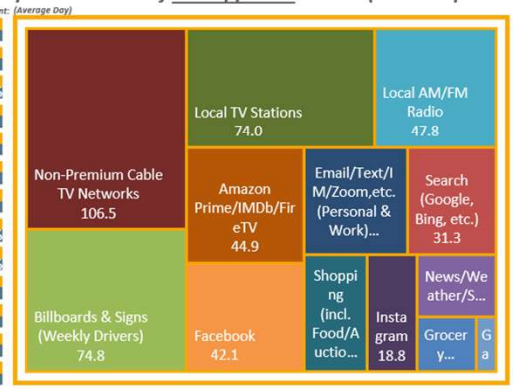


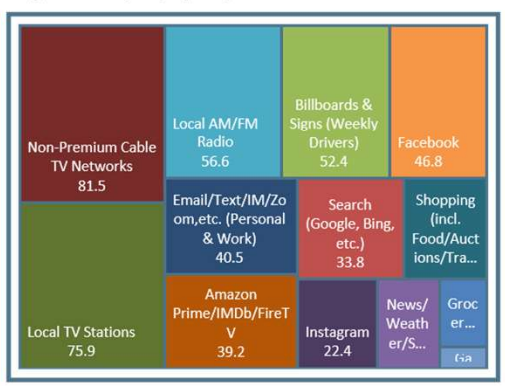
who Purchased or Leased a New TESLA Electric Vehicle ■ WDC

Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





who Purchased or Leased a New TESLA Electric Vehicle ■ WDC

WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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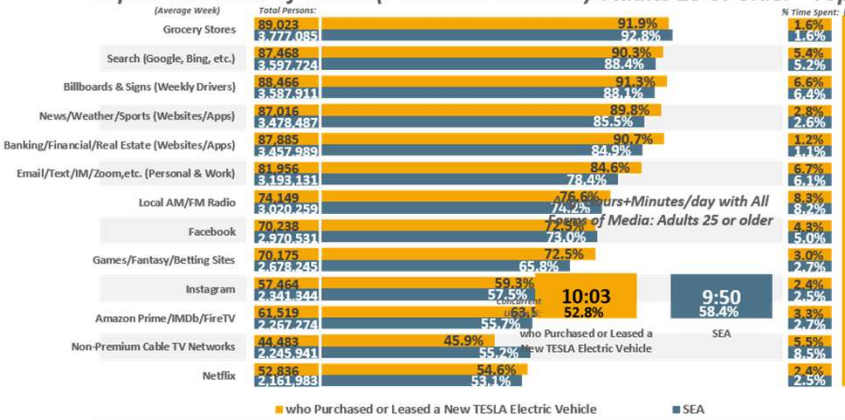
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Make of new vehicle (HHLD): TESLA

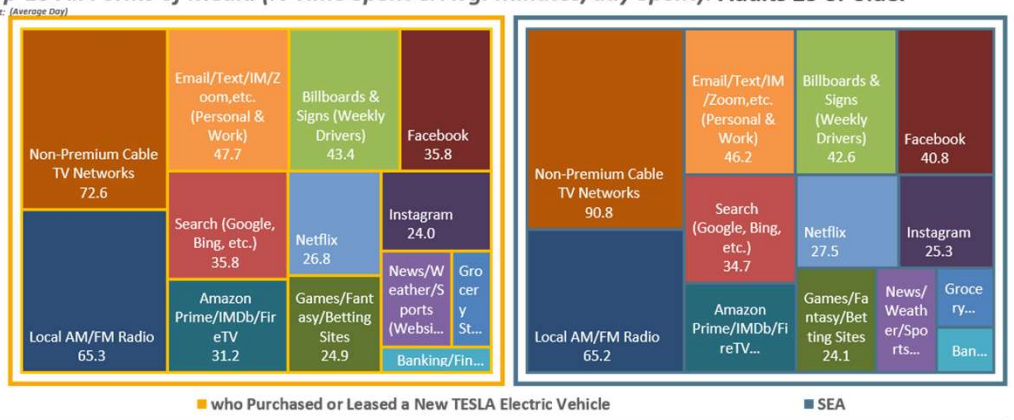


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 74.9% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

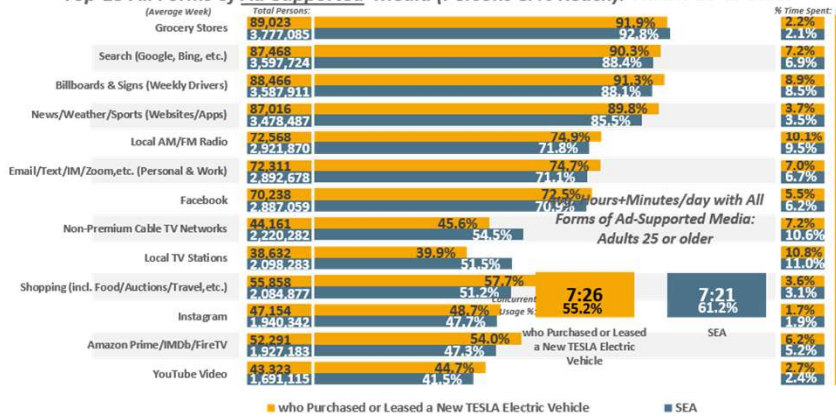
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



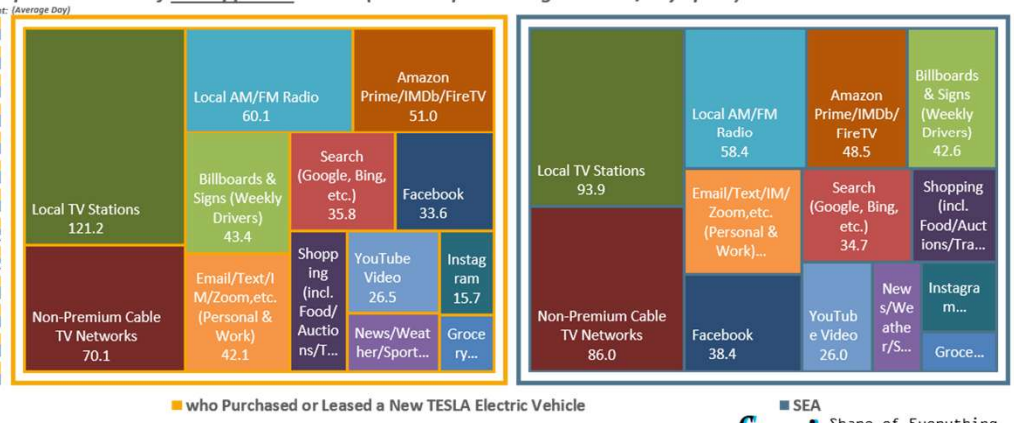
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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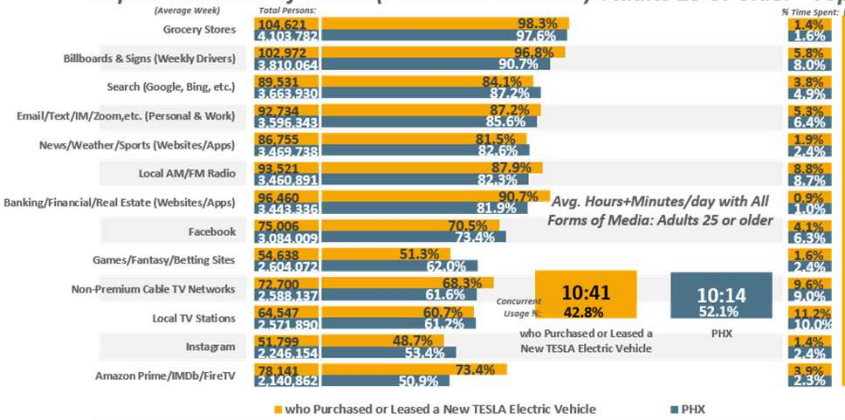
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Make of new vehicle (HHLD): TESLA

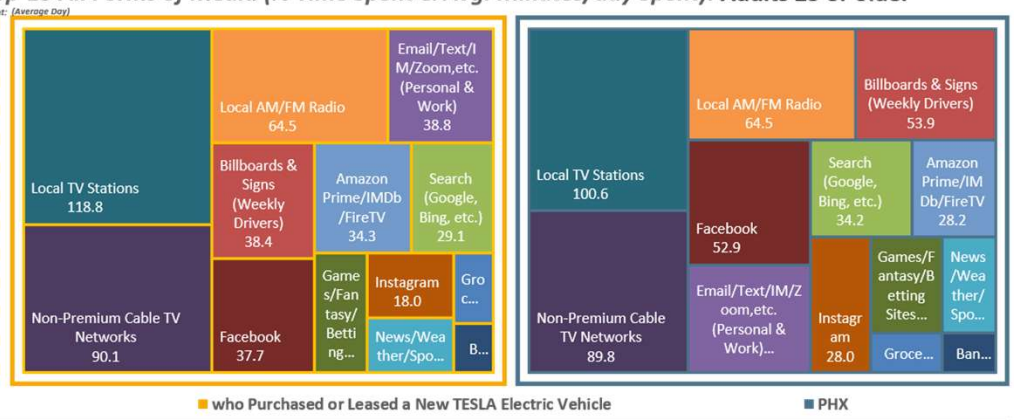


Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

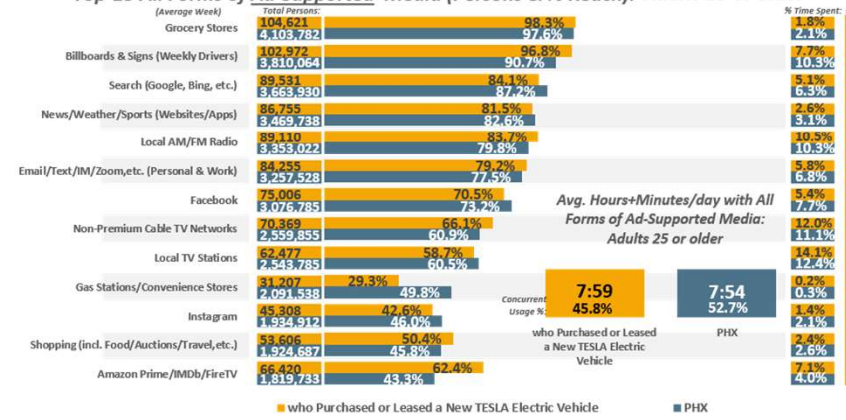
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



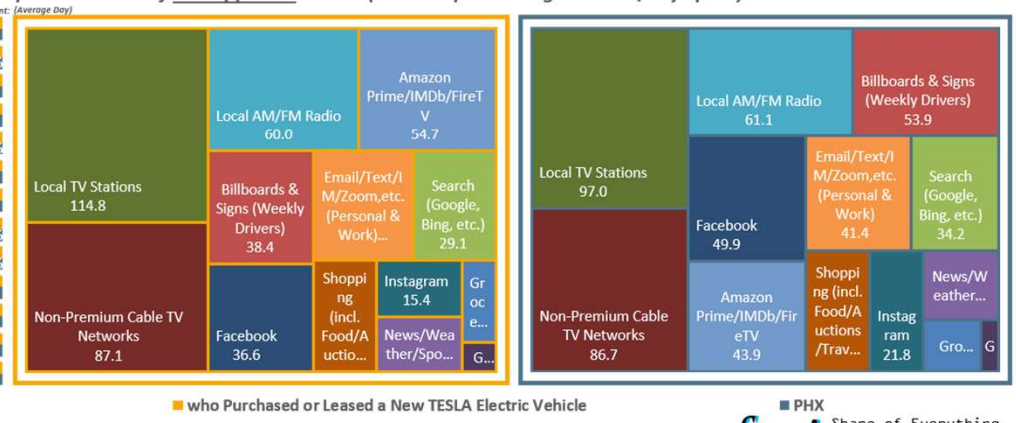
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

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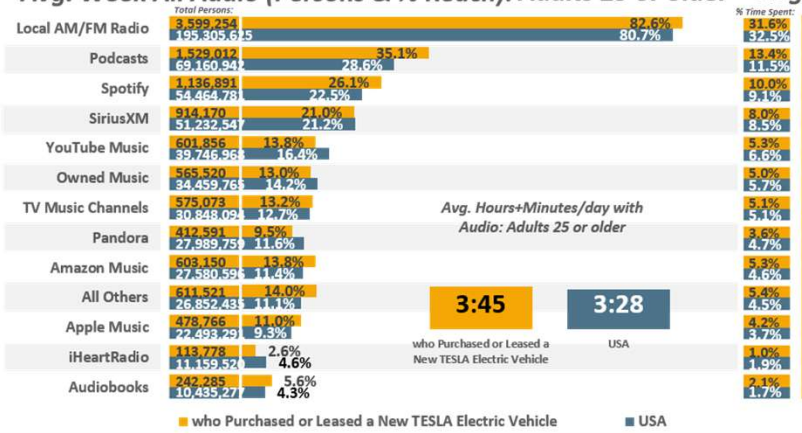
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Make of new vehicle (HHLD): TESLA

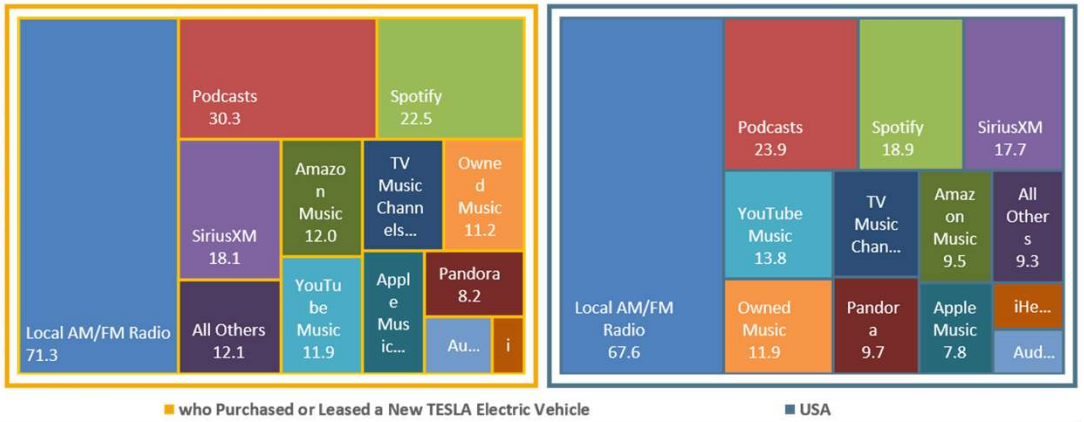


3,449,267 or 79.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

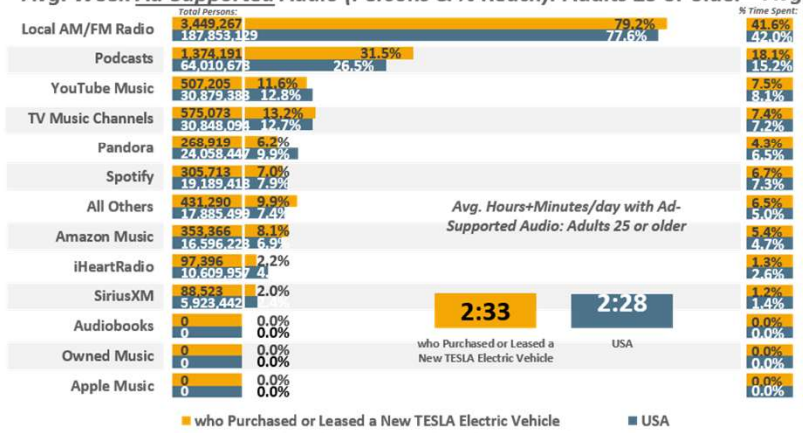
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



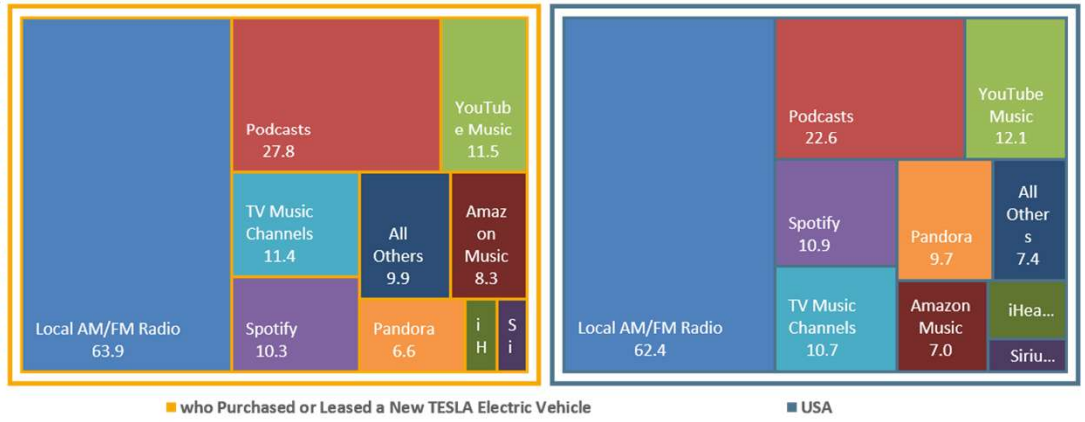
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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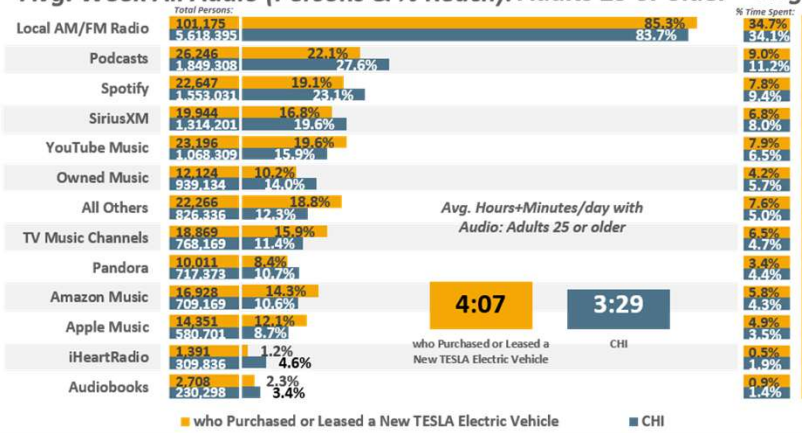
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Make of new vehicle (HHLD): TESLA

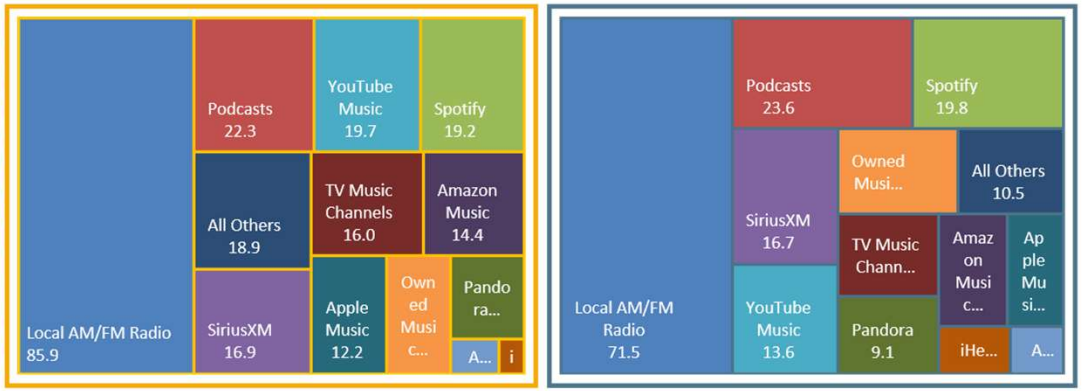


97,138 or 81.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 79.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

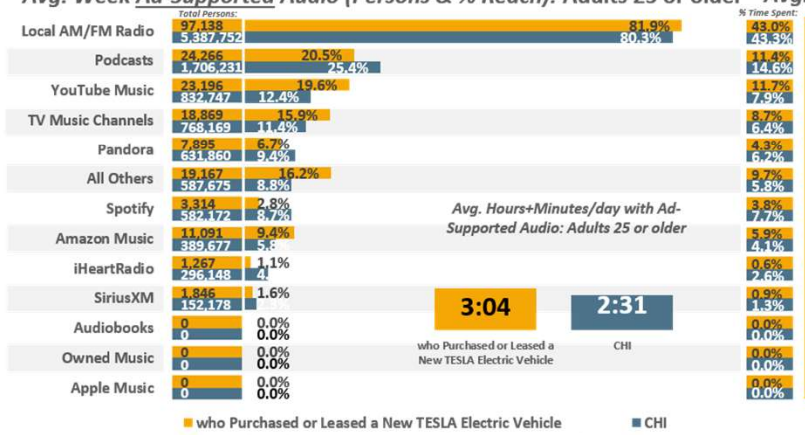
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



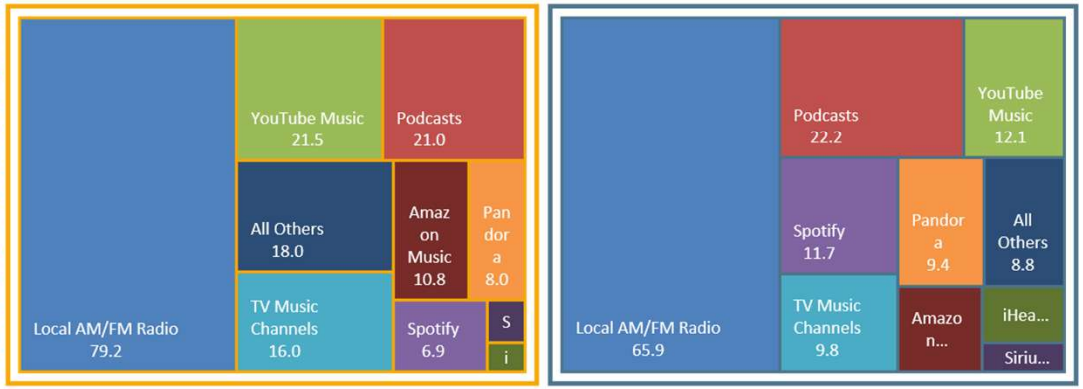
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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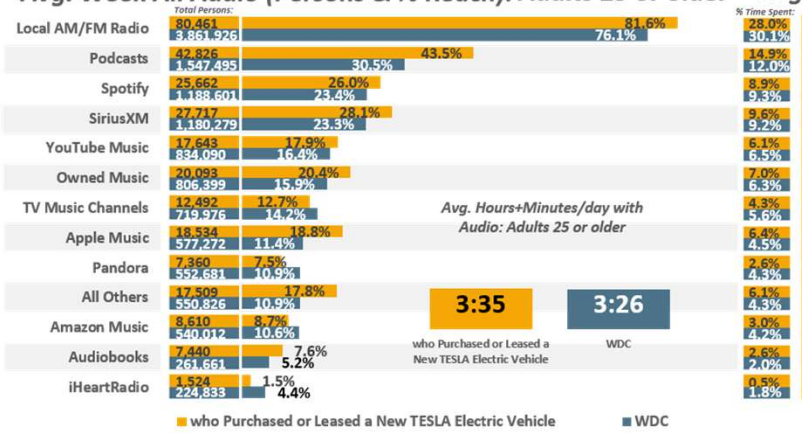
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Make of new vehicle (HHLD): TESLA

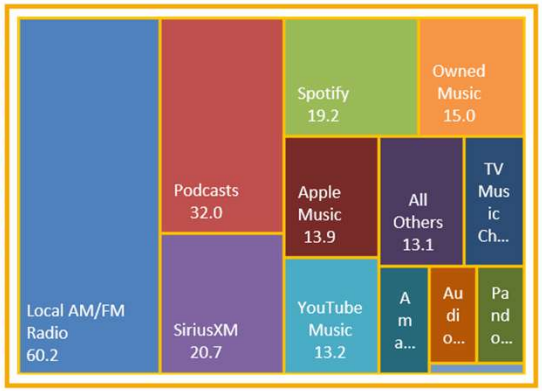


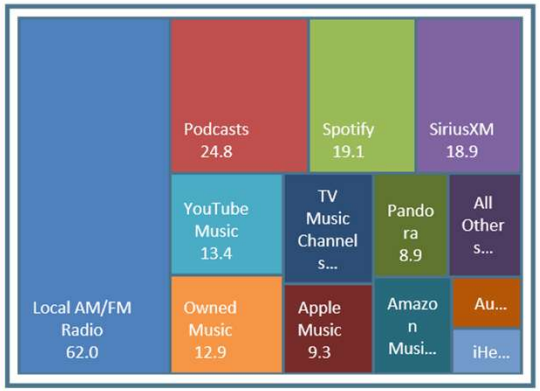
74,230 or 75.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 47.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 or older

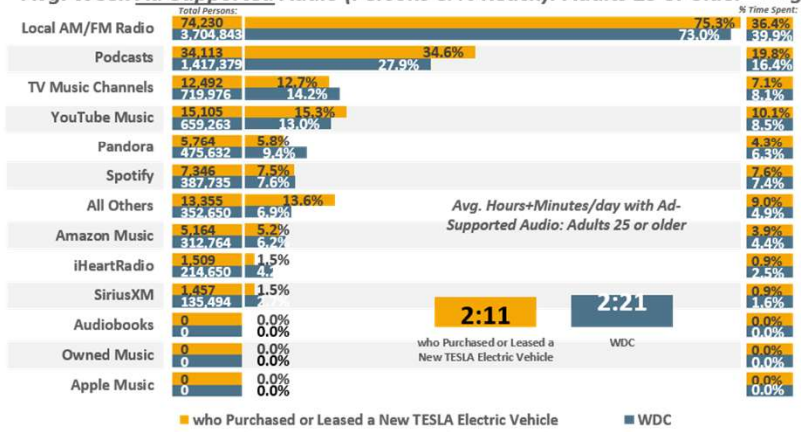


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

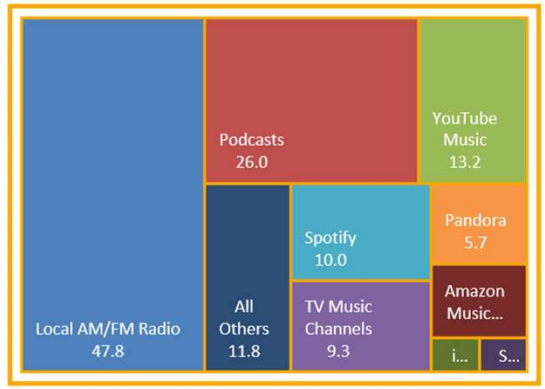


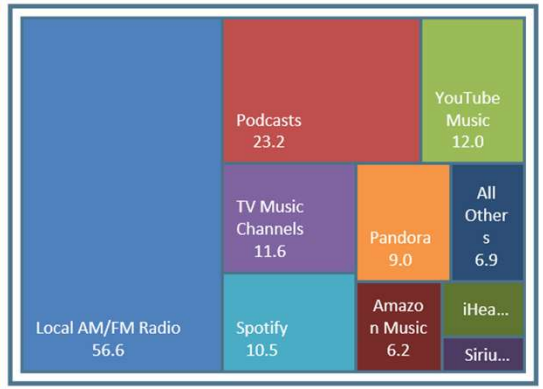


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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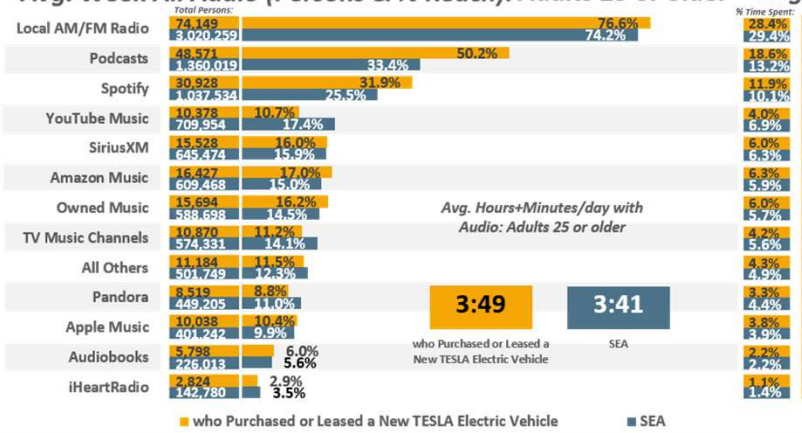
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Make of new vehicle (HHLD): TESLA

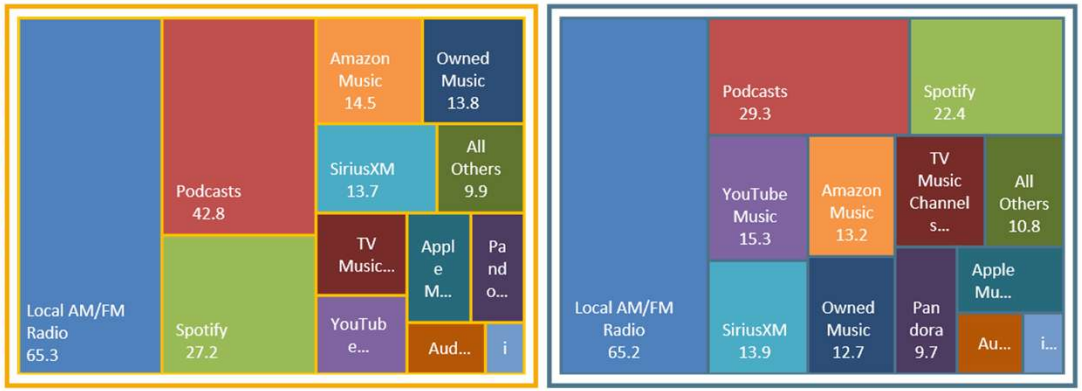


72,568 or 74.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

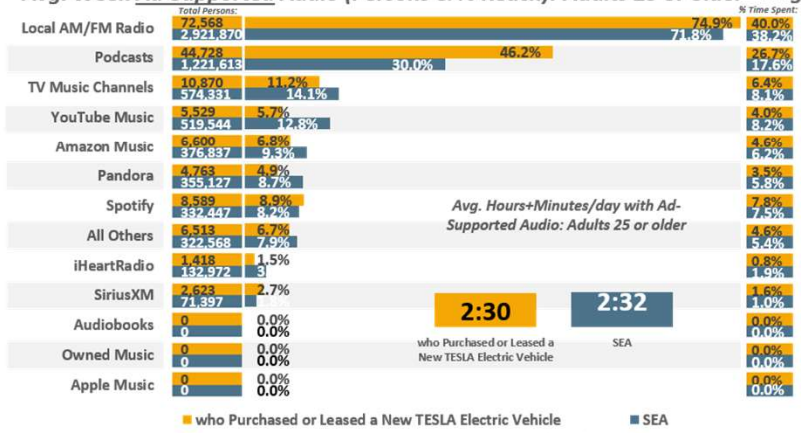
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



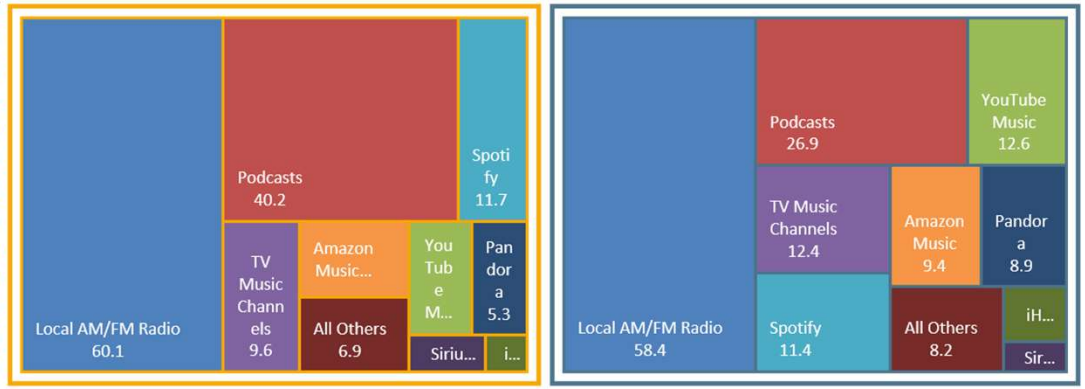
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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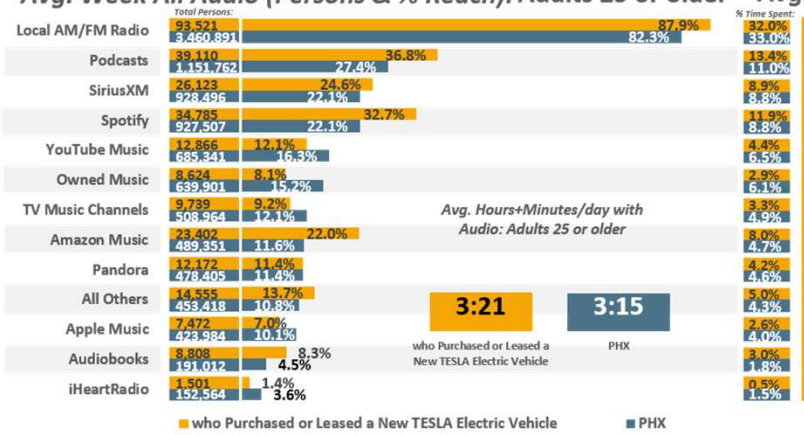
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Make of new vehicle (HHLD): TESLA

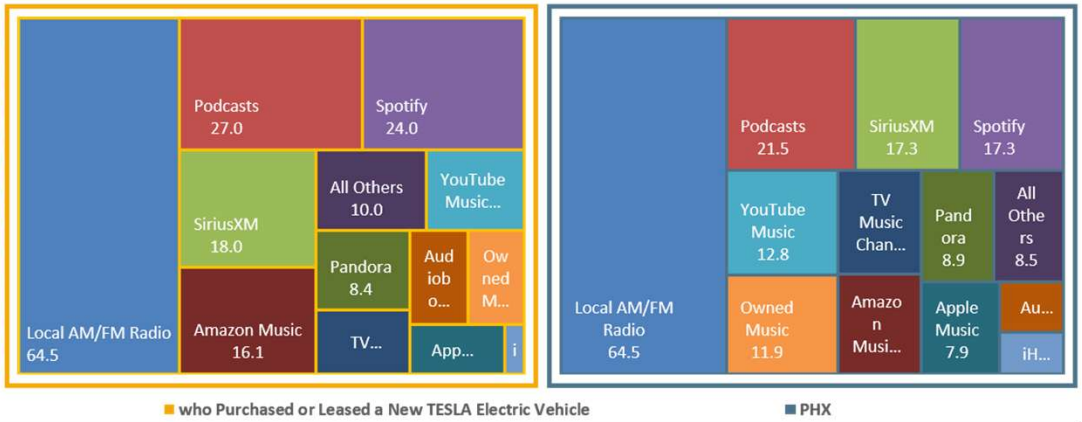


89,110 or 83.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

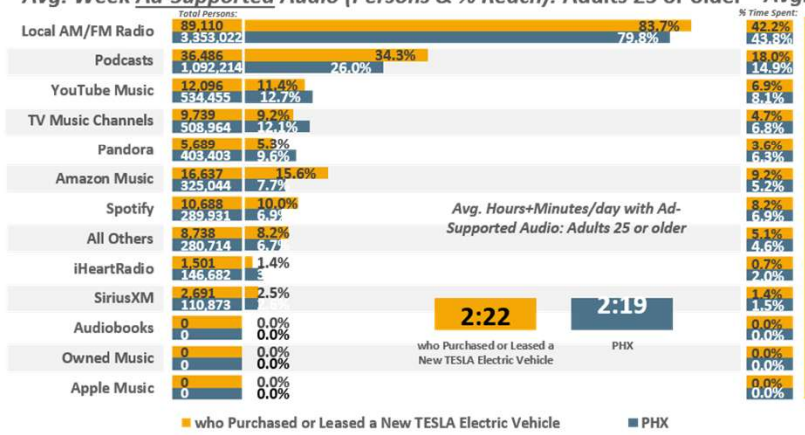
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



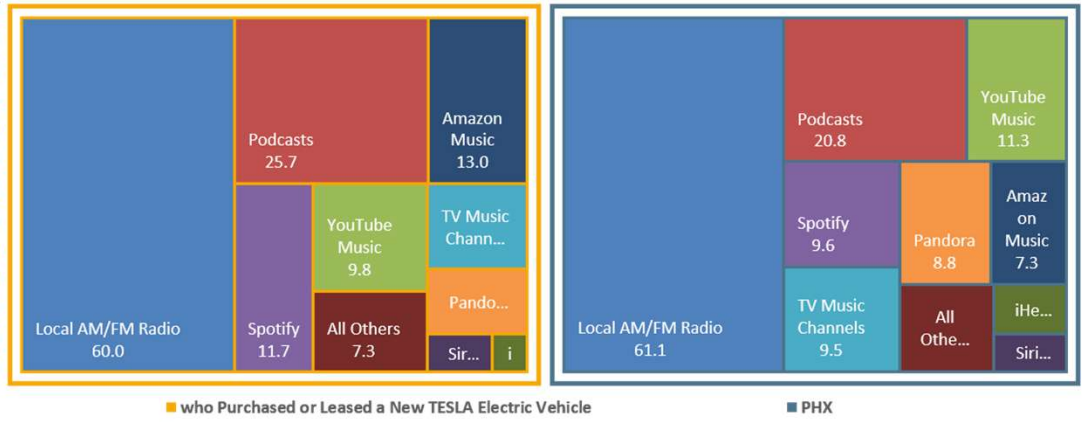
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

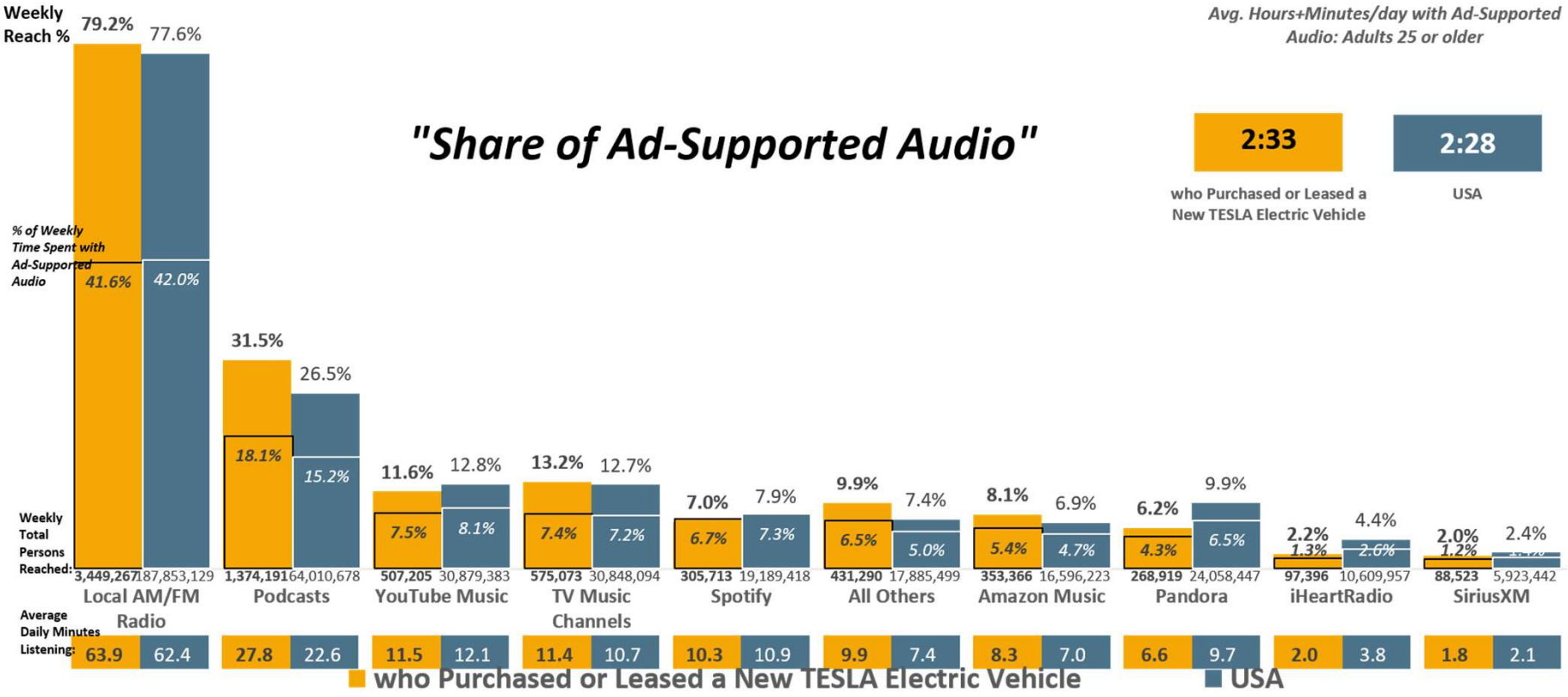
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Make of new vehicle (HHLD): TESLA



3,449,267 or 79.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

Scarborough R2 2025-26: Feb24-Jul26 USA Projection

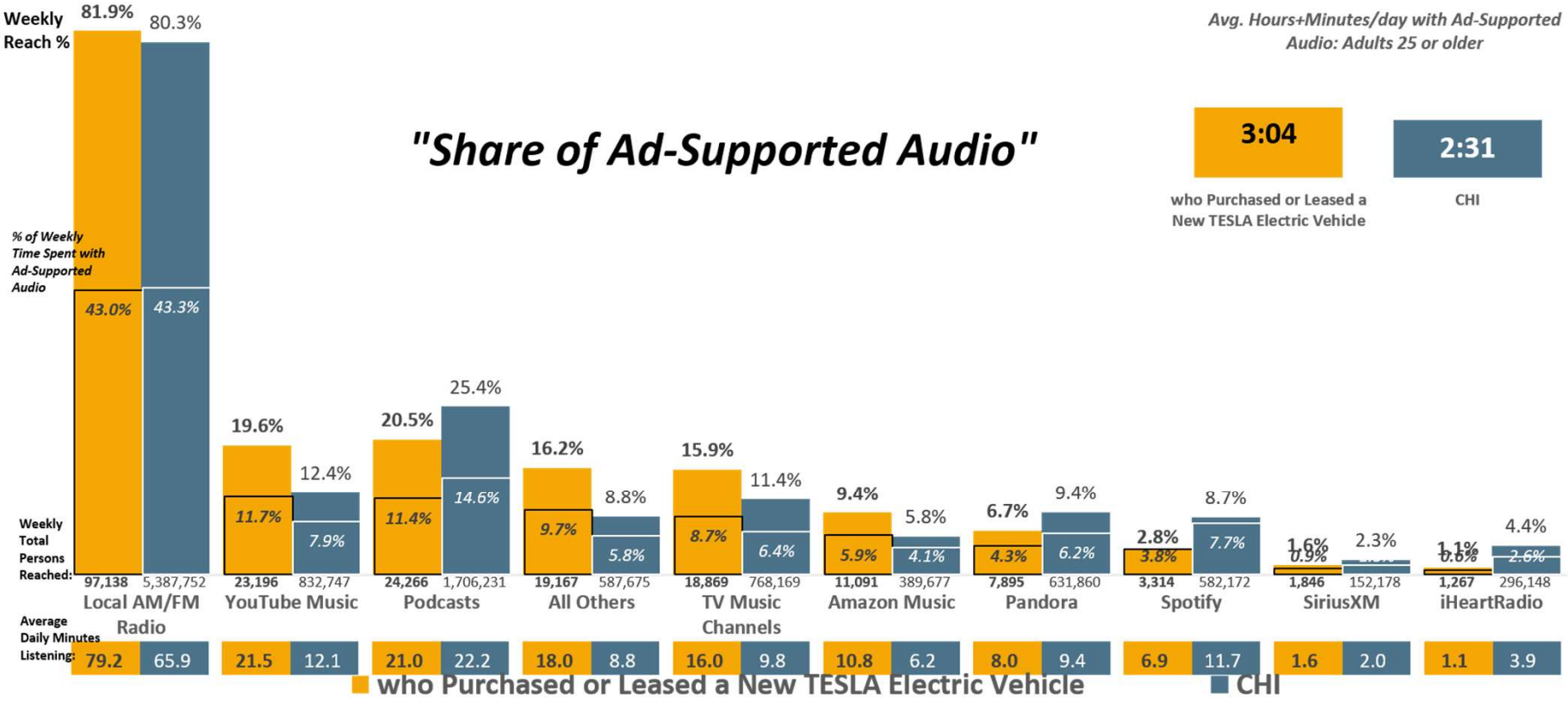
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Make of new vehicle (HHLD): TESLA



97,138 or 81.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 79.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

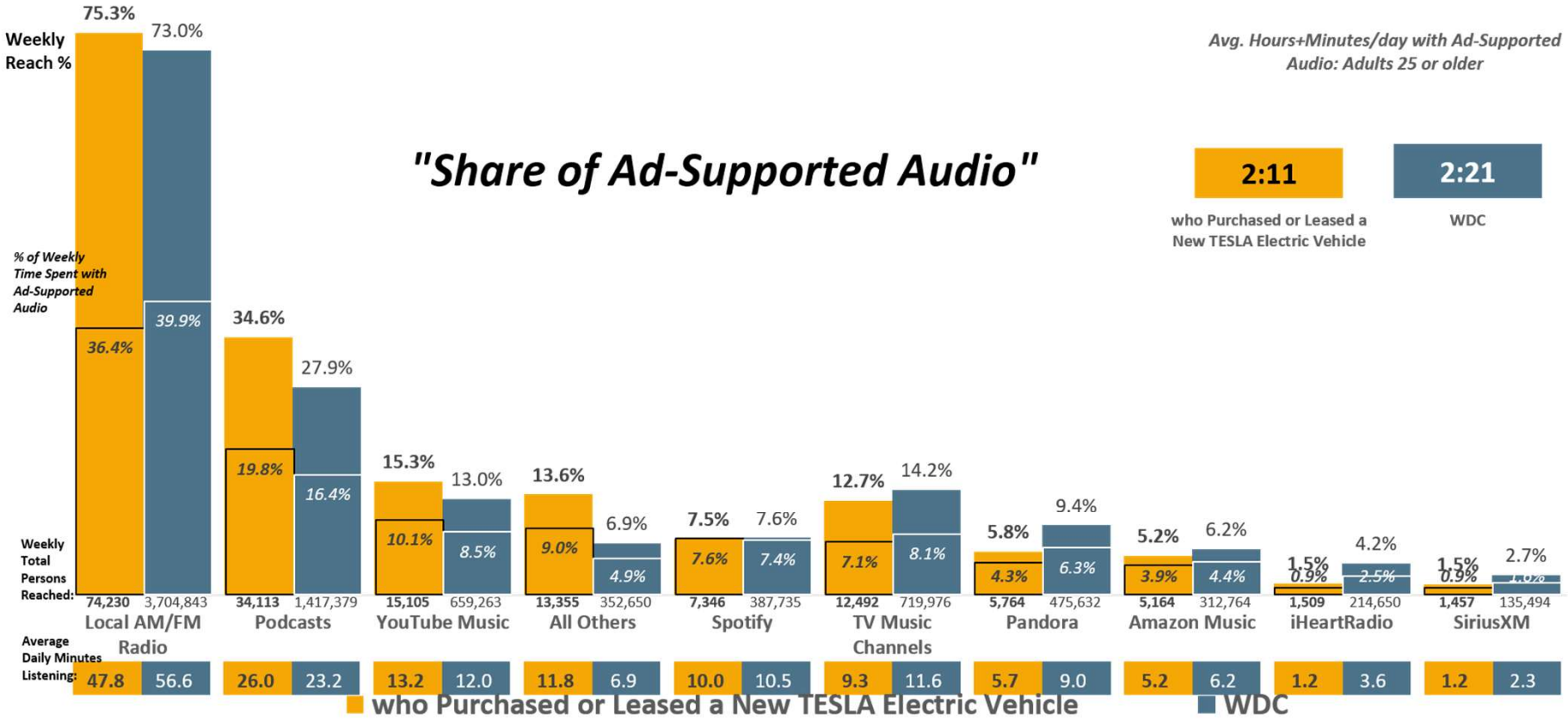
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Make of new vehicle (HHLD): TESLA



74,230 or 75.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 47.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	All Others	Spotify	TV Music Channels	Pandora	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	75.3% / 73.0%	34.6% / 27.9%	15.3% / 13.0%	13.6% / 6.9%	7.5% / 7.6%	12.7% / 14.2%	5.8% / 9.4%	5.2% / 6.2%	1.5% / 4.2%	1.5% / 2.7%
% of Weekly Time Spent with Ad-Supported Audio	36.4% / 39.9%	19.8% / 16.4%	10.1% / 8.5%	9.0% / 4.9%	7.6% / 7.4%	7.1% / 8.1%	4.3% / 6.3%	3.9% / 4.4%	0.9% / 2.5%	0.9% / 1.6%
Weekly Total Persons Reached:	74,230 / 3,704,843	34,113 / 1,417,379	15,105 / 659,263	13,355 / 352,650	7,346 / 387,735	12,492 / 719,976	5,764 / 475,632	5,164 / 312,764	1,509 / 214,650	1,457 / 135,494
Average Daily Minutes Listening:	47.8 / 56.6	26.0 / 23.2	13.2 / 12.0	11.8 / 6.9	10.0 / 10.5	9.3 / 11.6	5.7 / 9.0	5.2 / 6.2	1.2 / 3.6	1.2 / 2.3

WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

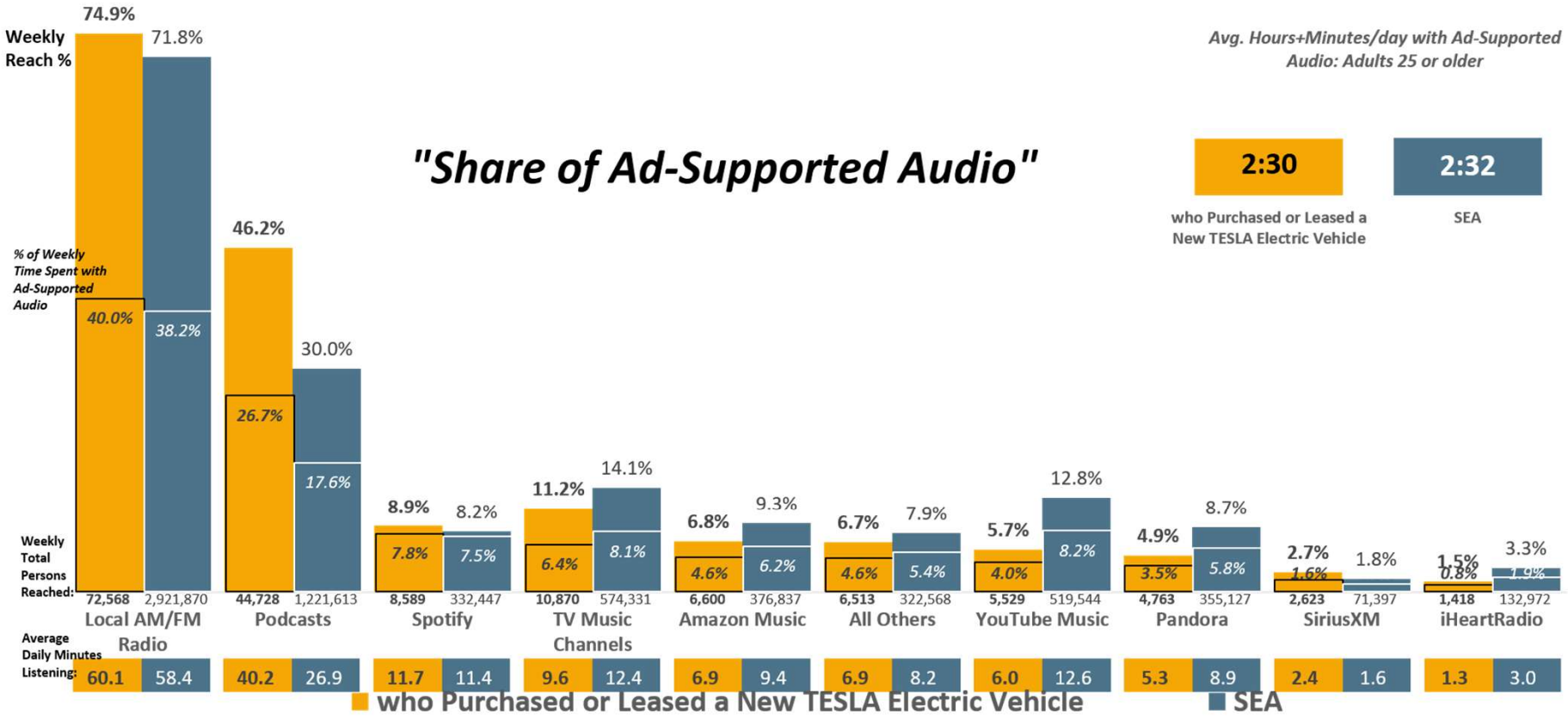
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Make of new vehicle (HHLD): TESLA



72,568 or 74.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

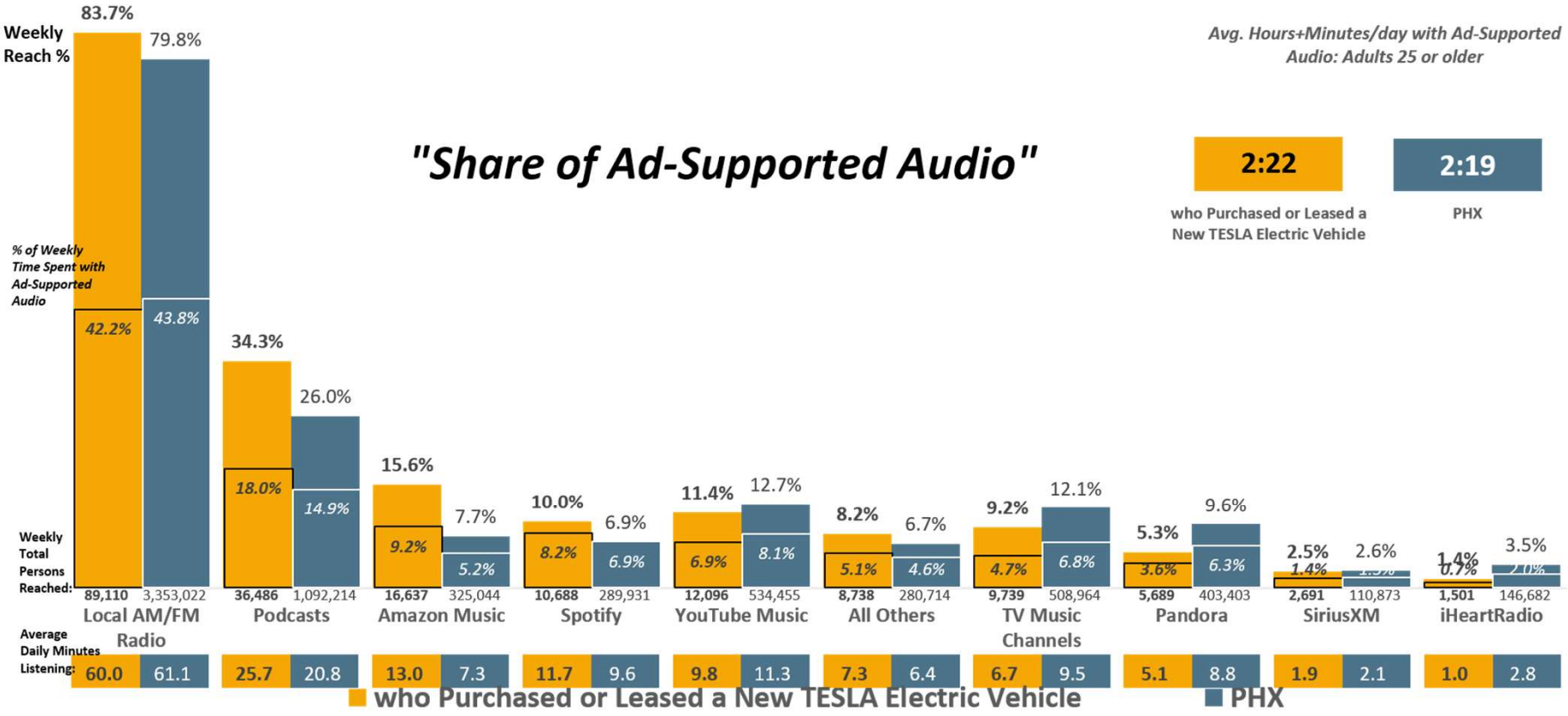
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Make of new vehicle (HHLD): TESLA



89,110 or 83.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,445

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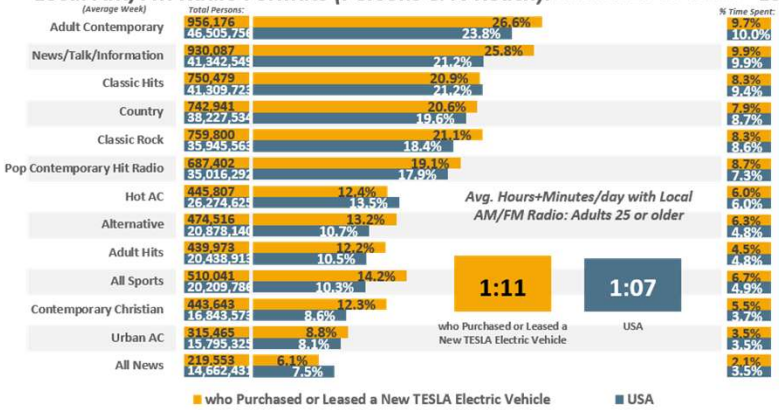
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Make of new vehicle (HHLD): TESLA

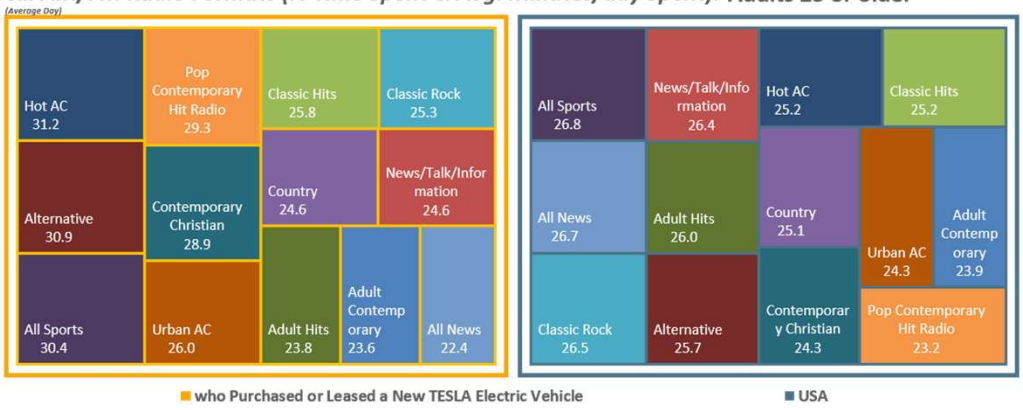


3,449,267 or 79.2% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and Pop Contemporary Hit Radio.

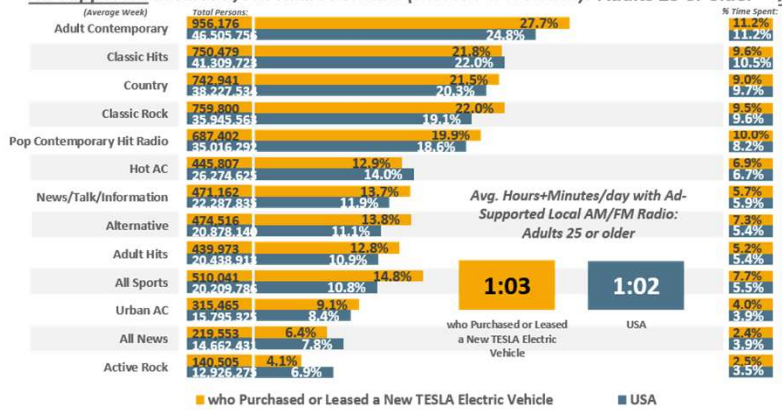
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



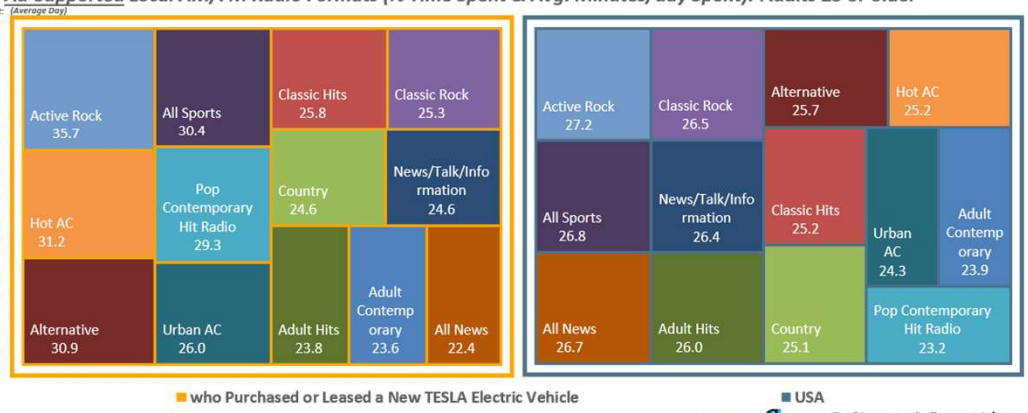
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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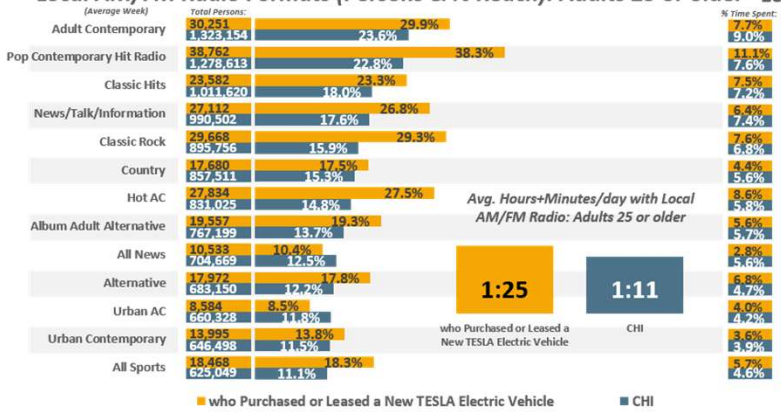
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Make of new vehicle (HHLD): TESLA

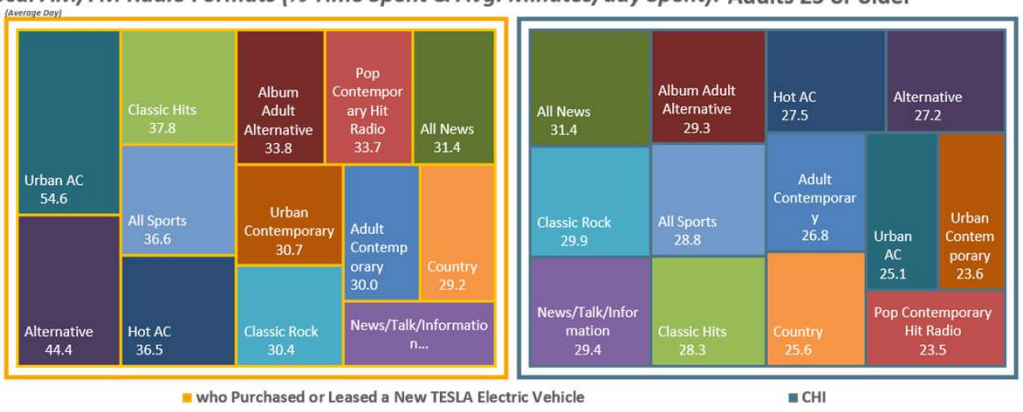


97,138 or 81.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Hot AC, and Classic Hits.

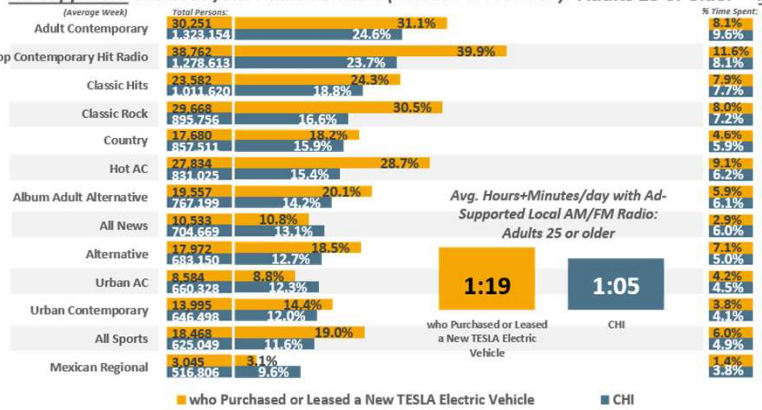
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



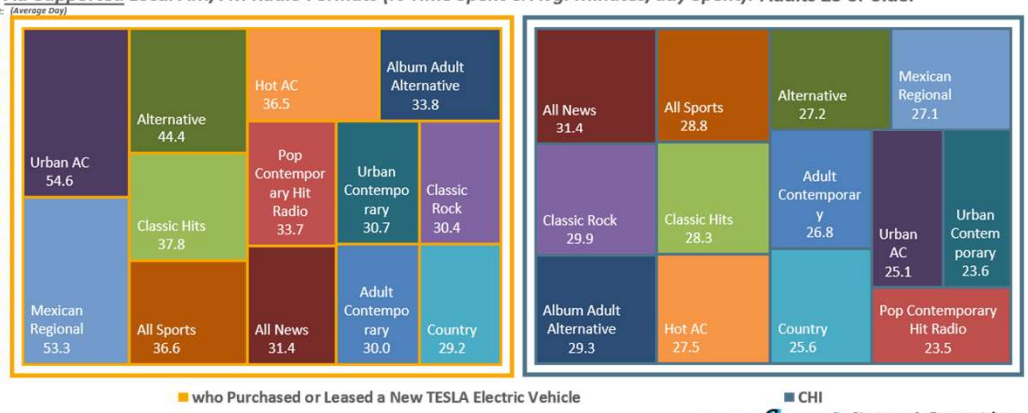
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 105

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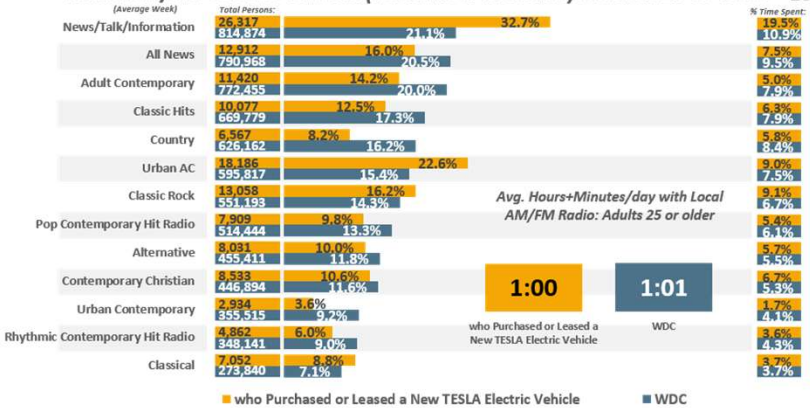
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Make of new vehicle (HHLD): TESLA

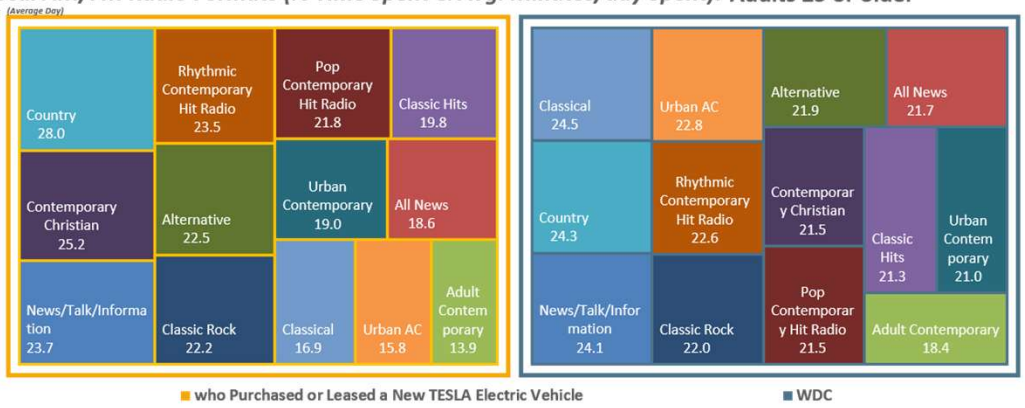


74,230 or 75.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Classic Rock, All News, Adult Contemporary, and Classic Hits.

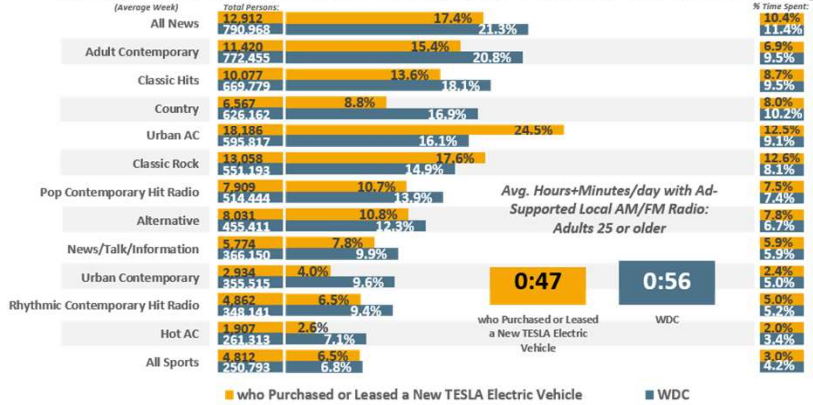
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



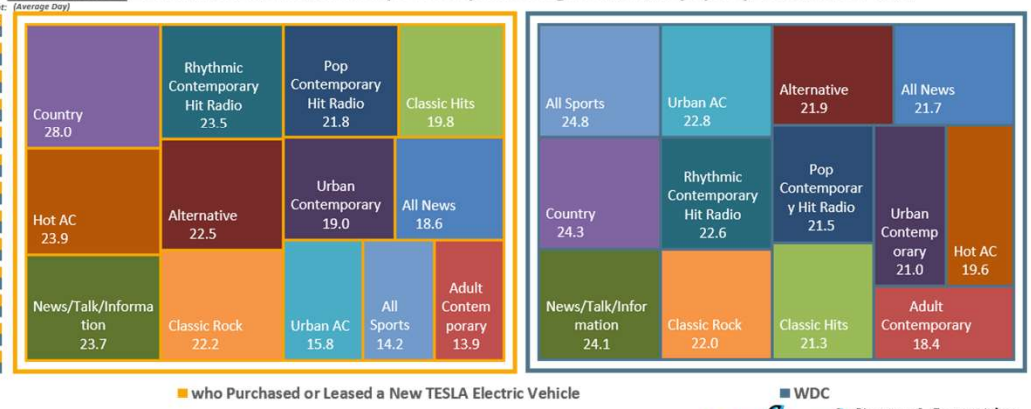
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205
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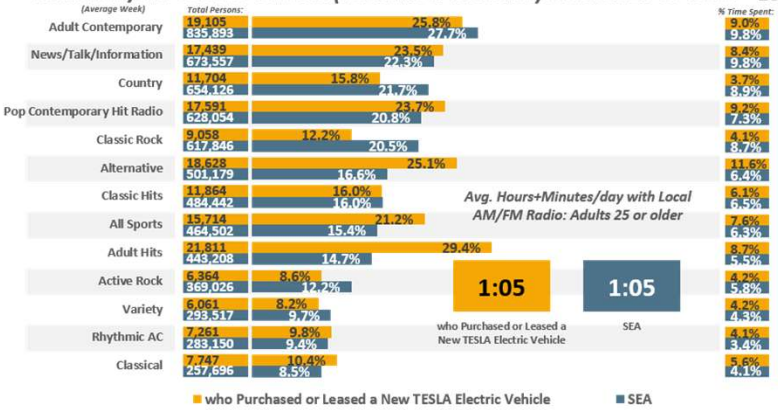
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Make of new vehicle (HHLD): TESLA

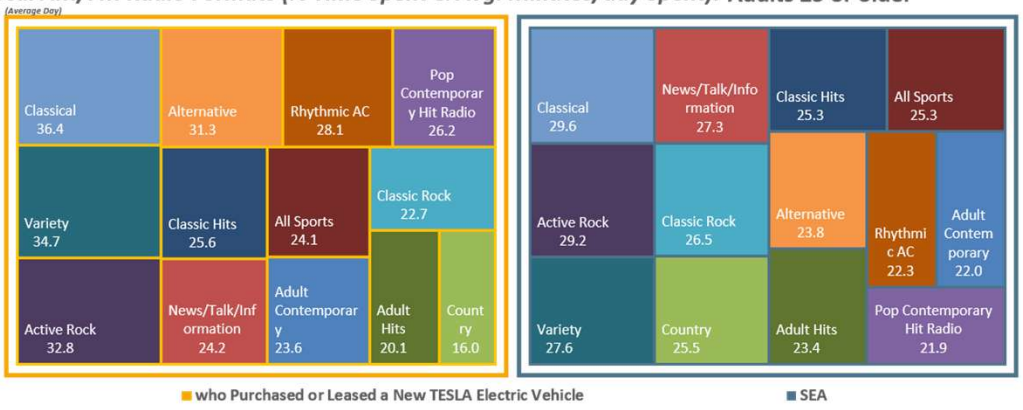


72,568 or 74.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Alternative, Pop Contemporary Hit Radio, and All Sports.

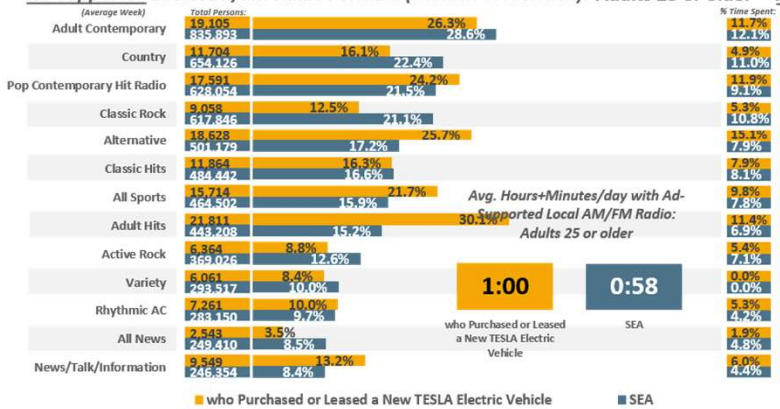
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



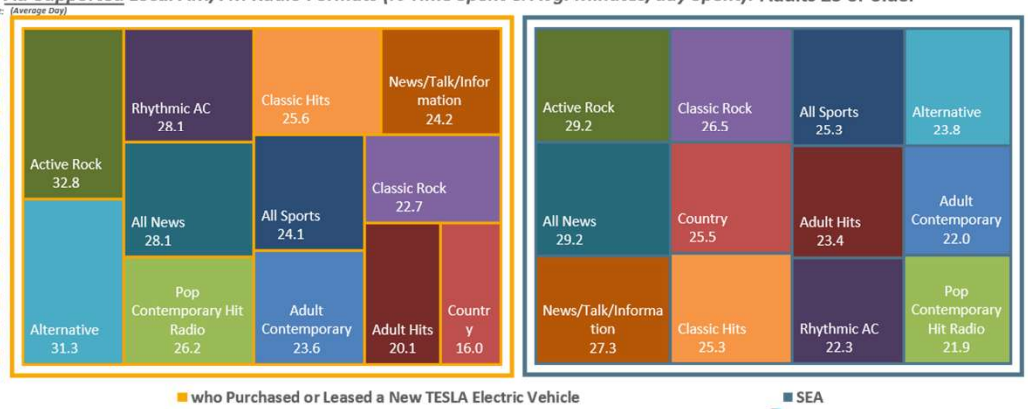
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 184

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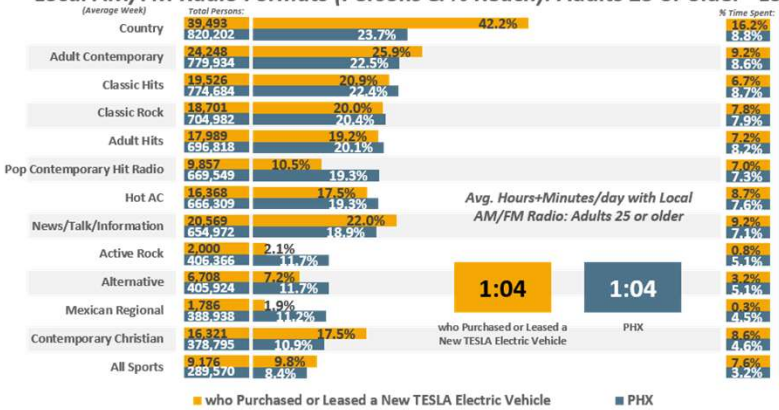
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Make of new vehicle (HHLD): TESLA

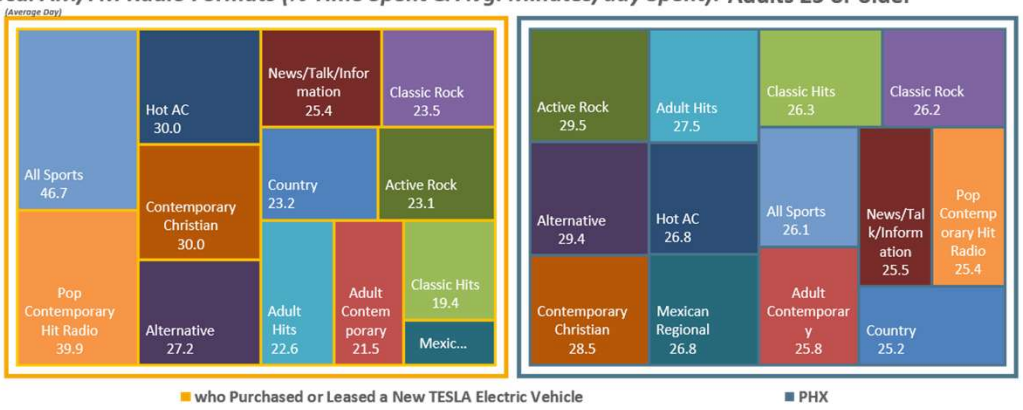


89,110 or 83.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Classic Rock, and Adult Hits.

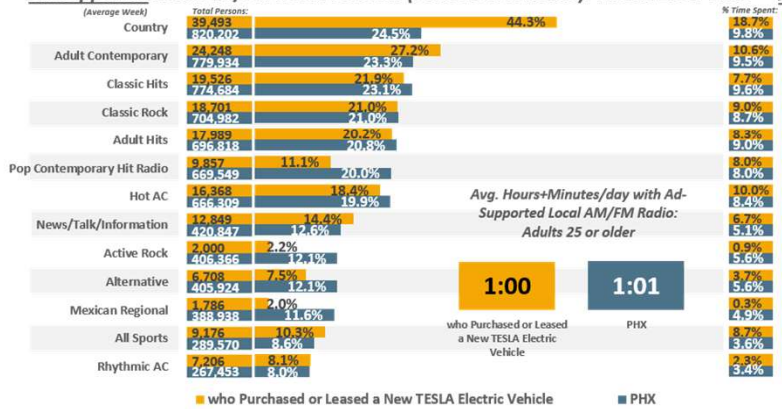
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



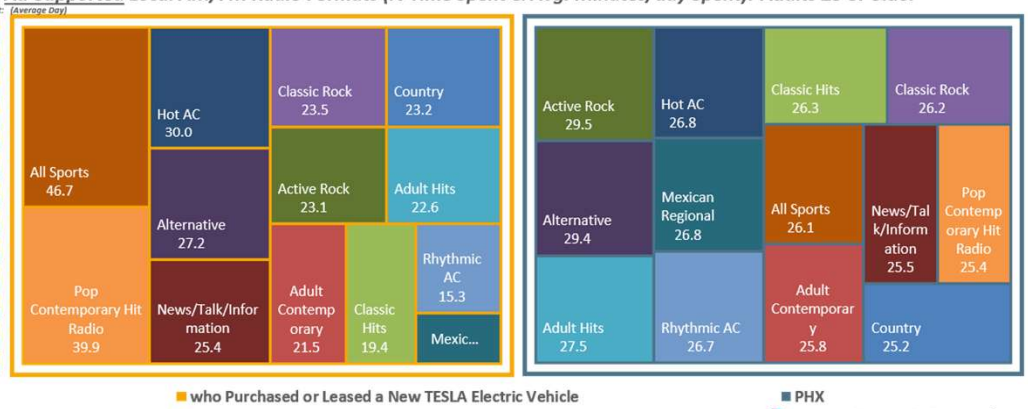
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 123

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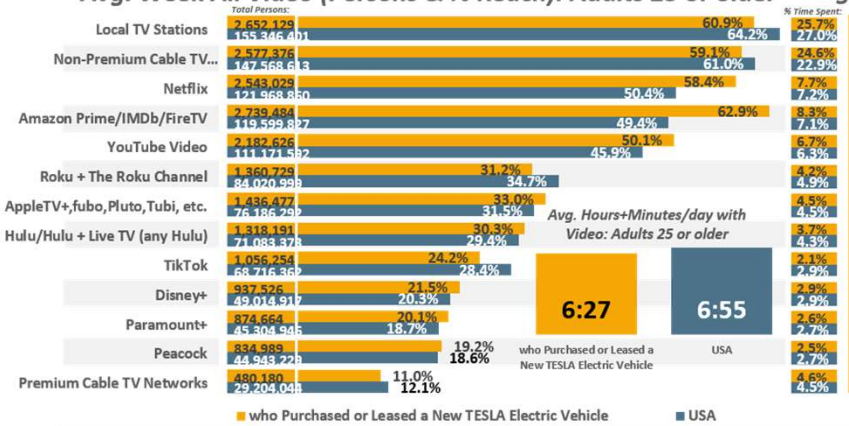
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Make of new vehicle (HHLD): TESLA

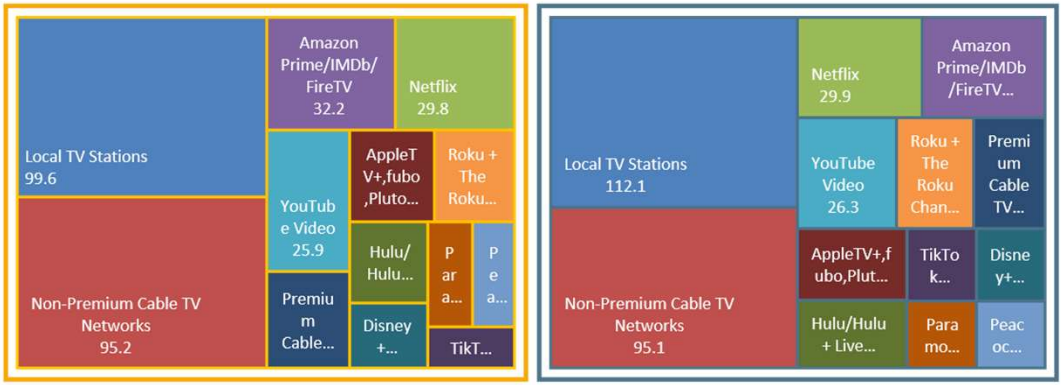


2,619,321 or 60.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

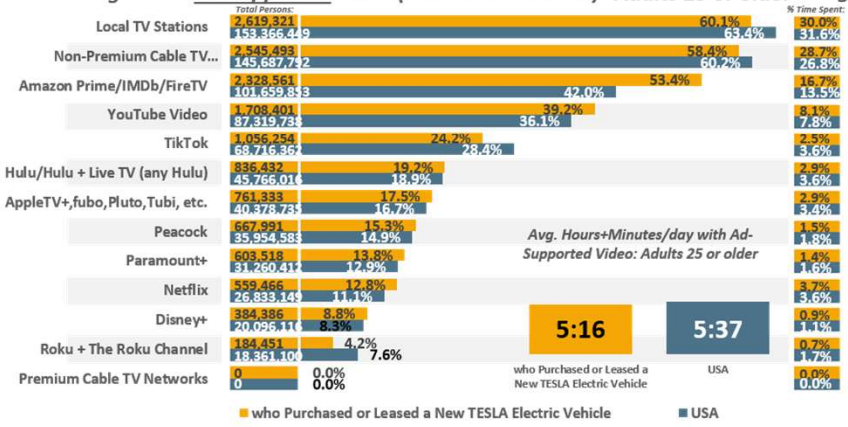


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

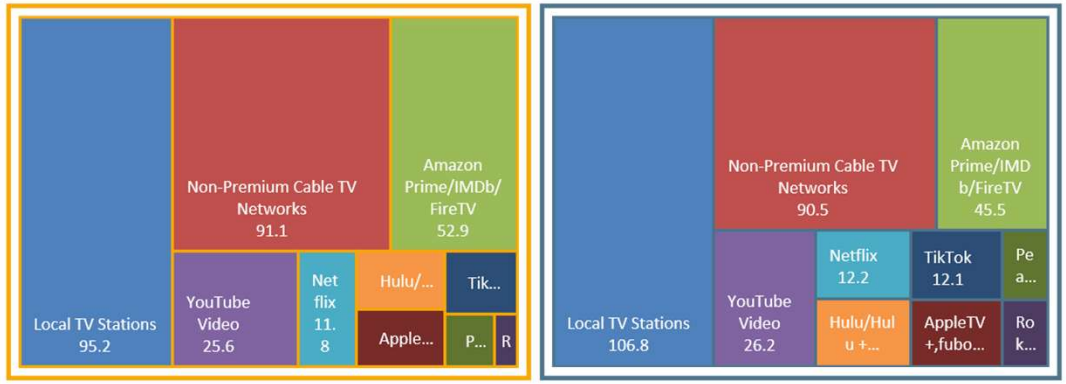


who Purchased or Leased a New TESLA Electric Vehicle ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



who Purchased or Leased a New TESLA Electric Vehicle ■ USA

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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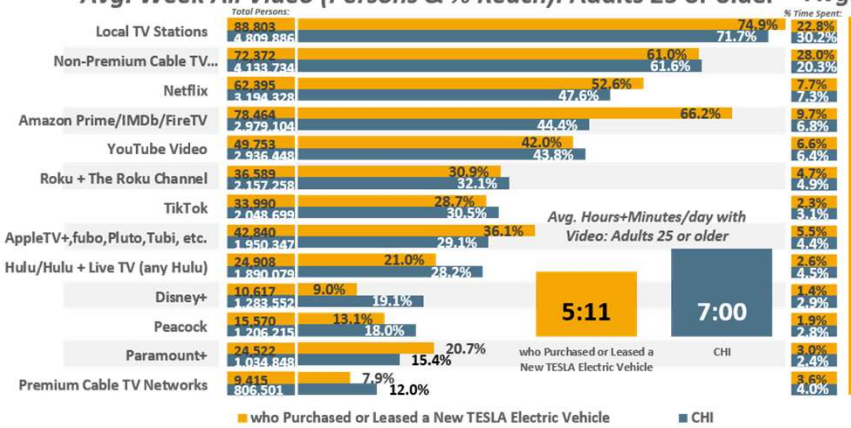
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Make of new vehicle (HHLD): TESLA

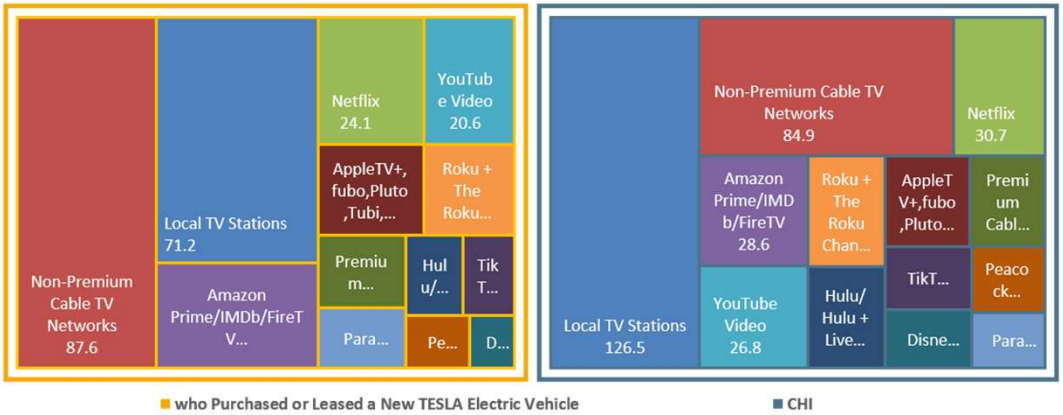


88,318 or 74.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 68.5 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

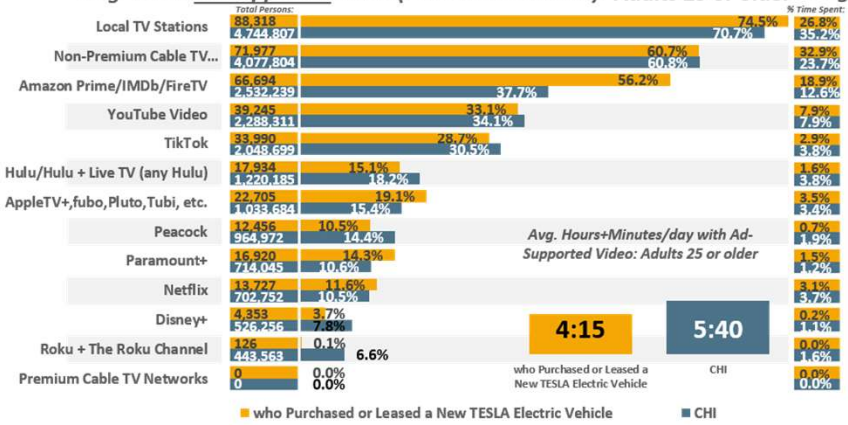
Avg. Week All Video (Persons & % Reach): Adults 25 or older



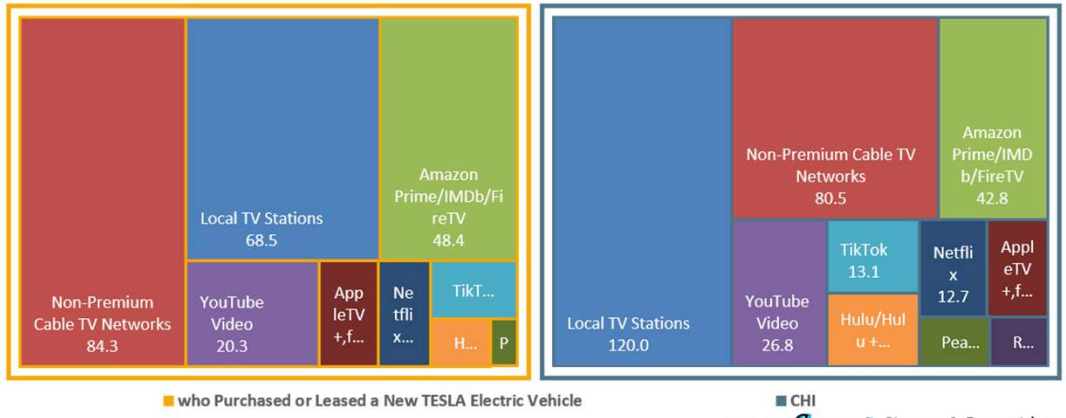
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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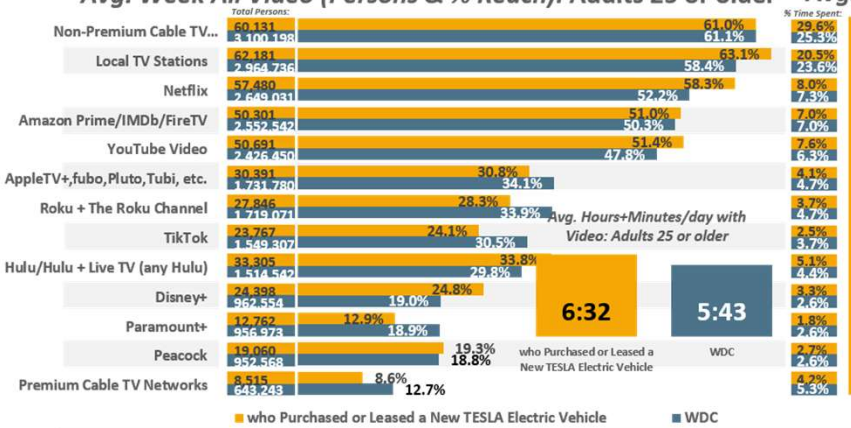
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Make of new vehicle (HHLD): TESLA

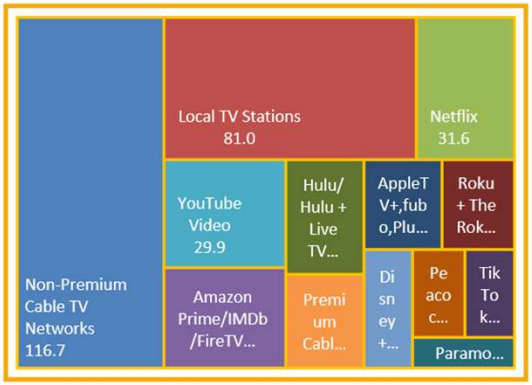


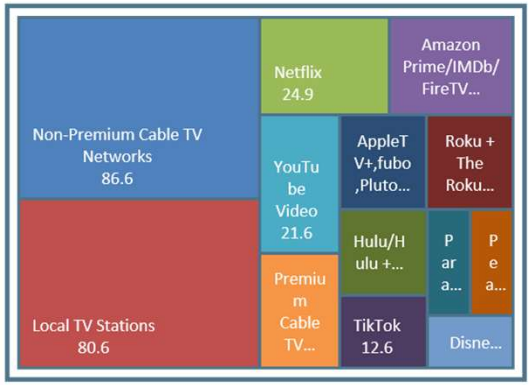
61,458 or 62.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 22.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

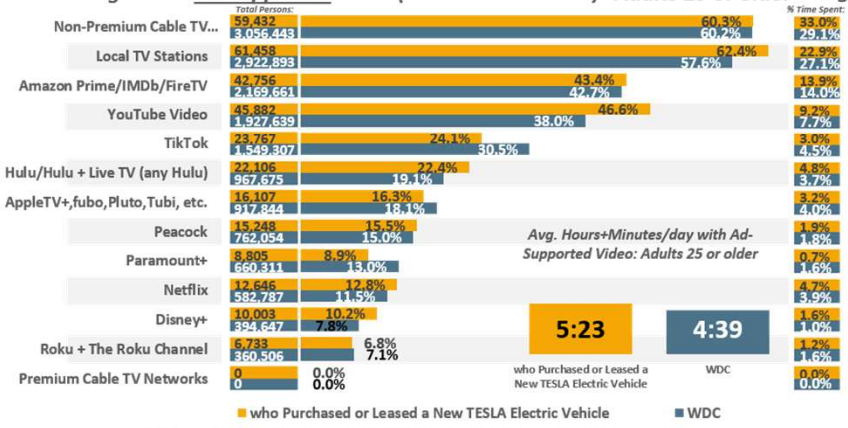


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

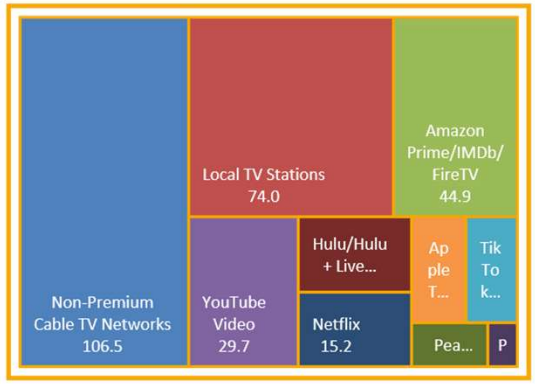


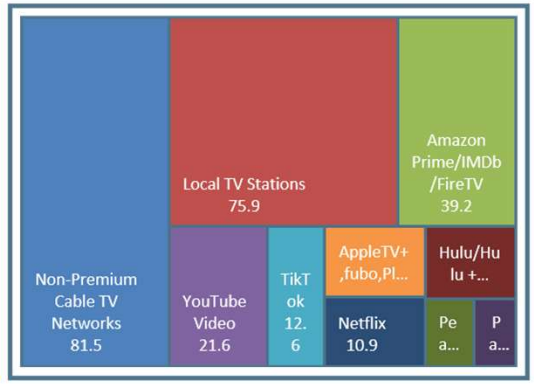


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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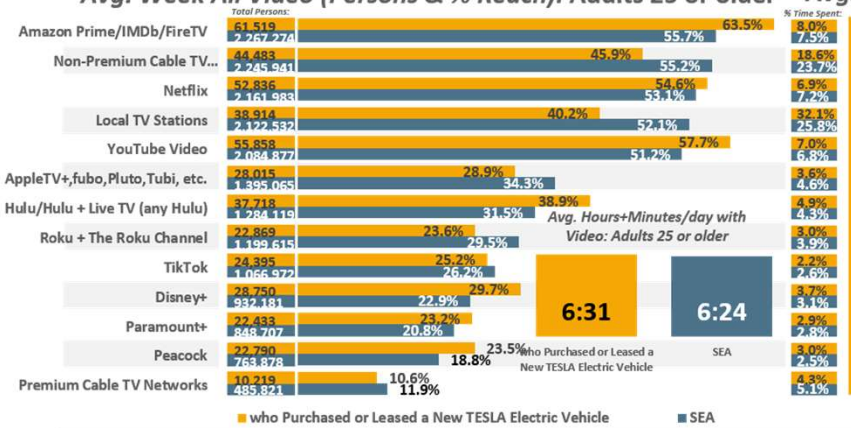
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Make of new vehicle (HHLD): TESLA

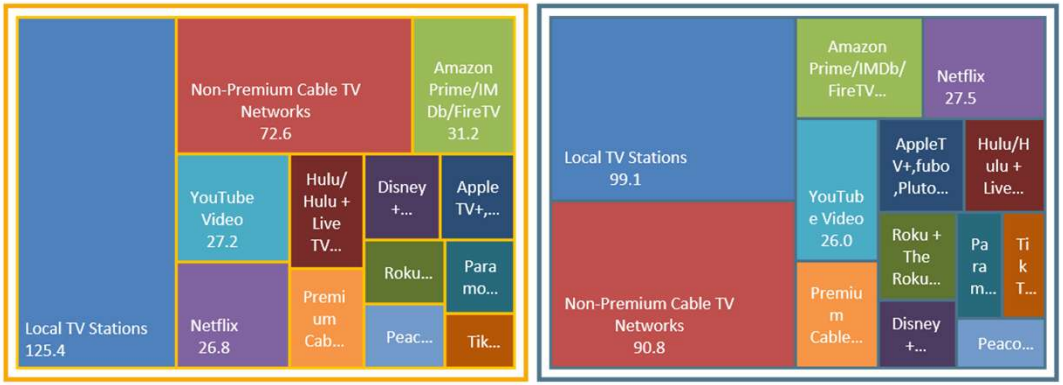


38,632 or 39.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 121.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

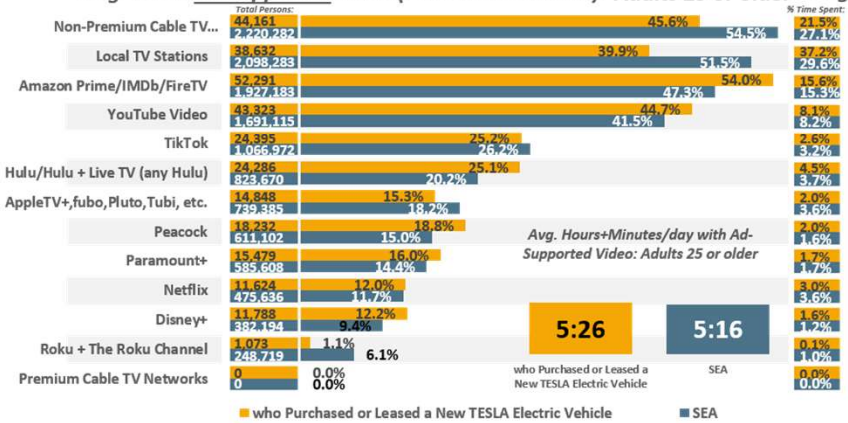
Avg. Week All Video (Persons & % Reach): Adults 25 or older



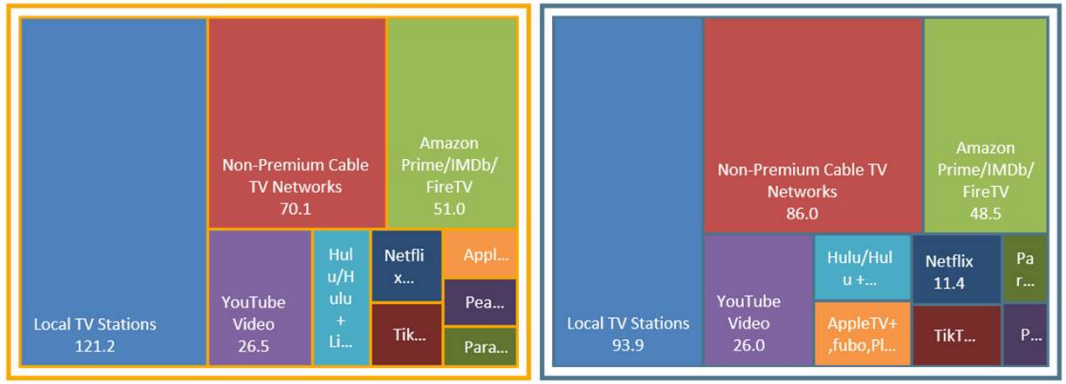
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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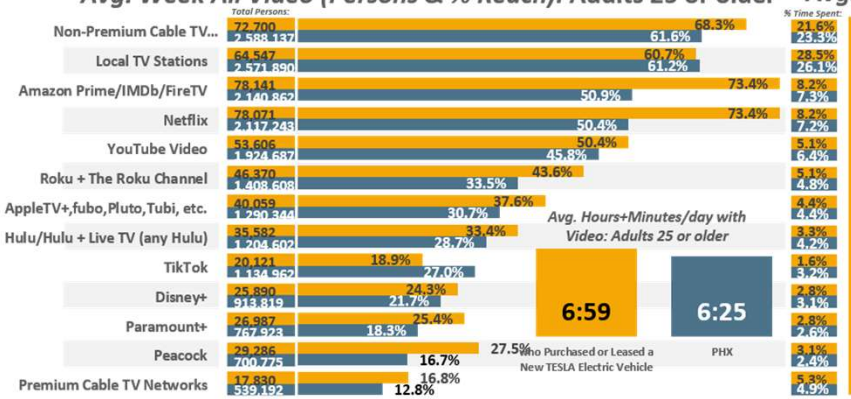
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Make of new vehicle (HHLD): TESLA

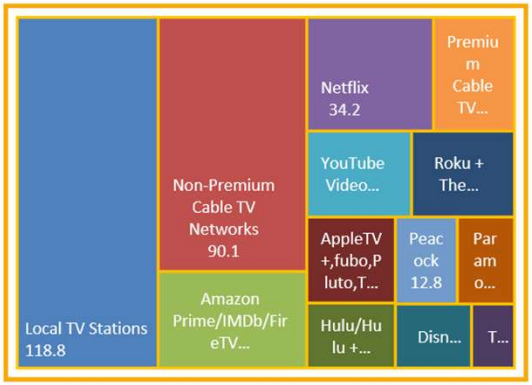


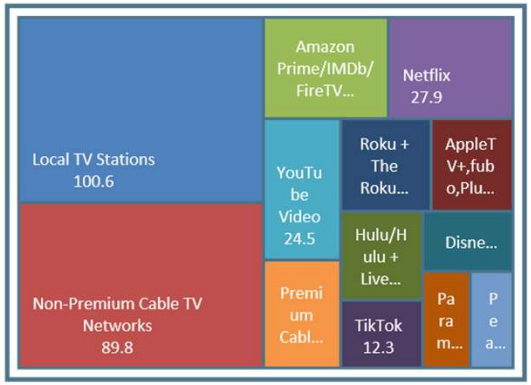
62,477 or 58.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

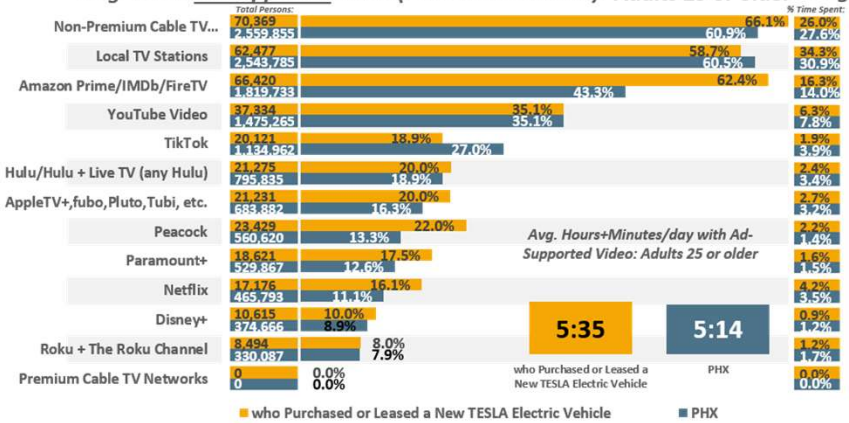


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

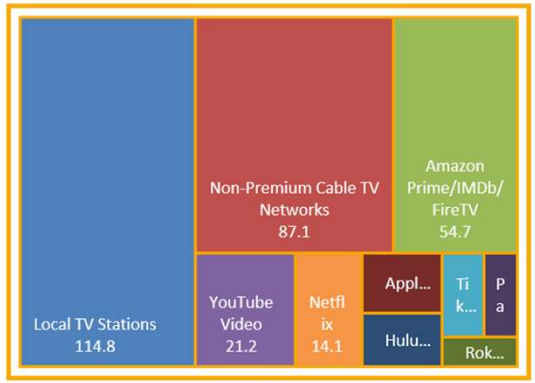


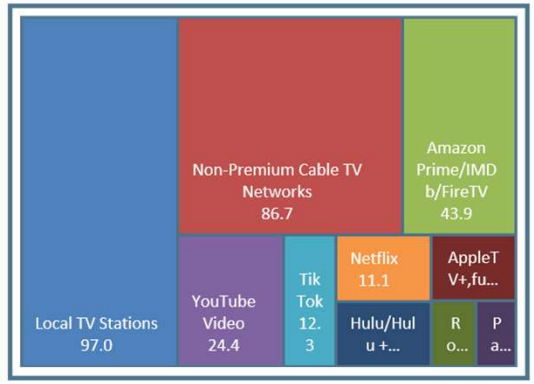


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

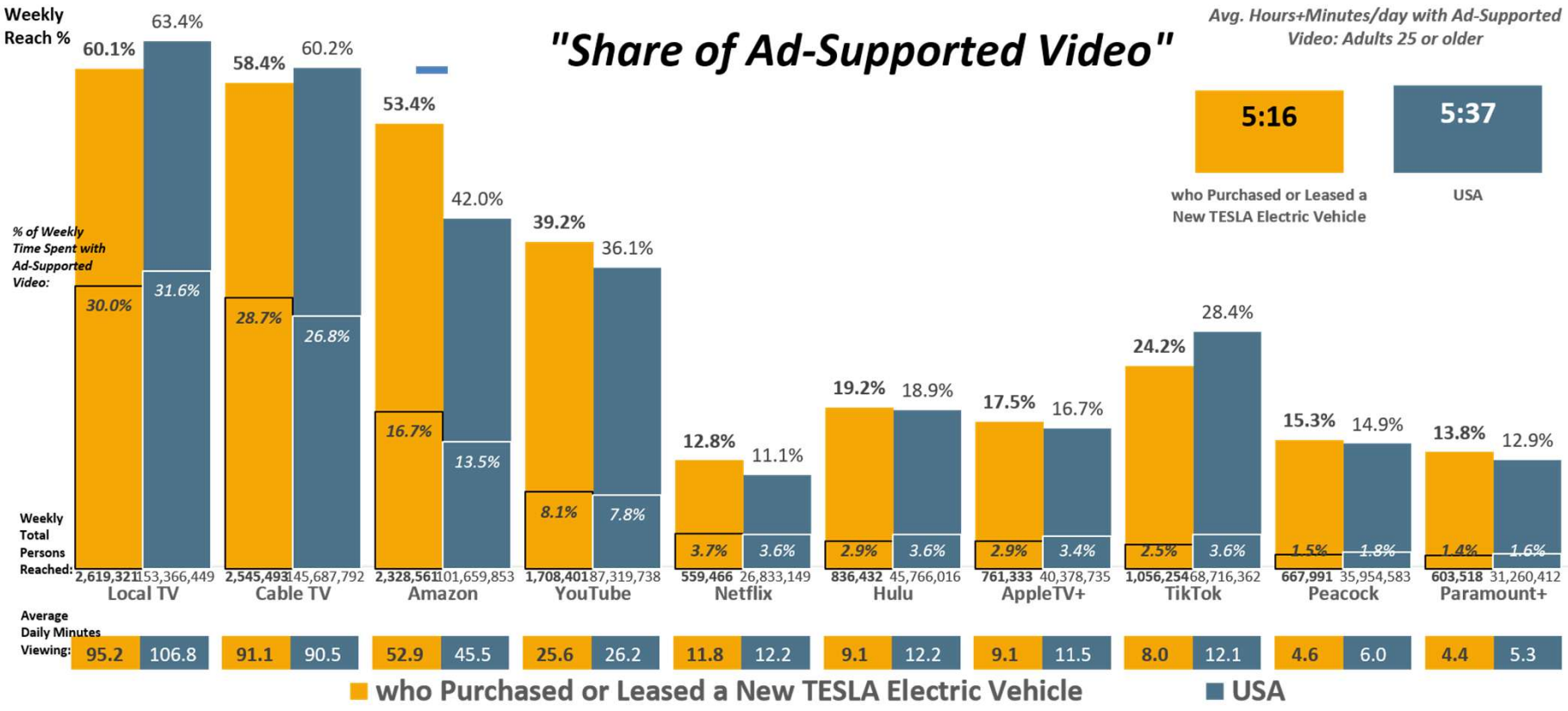
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Make of new vehicle (HHLD): TESLA



2,619,321 or 60.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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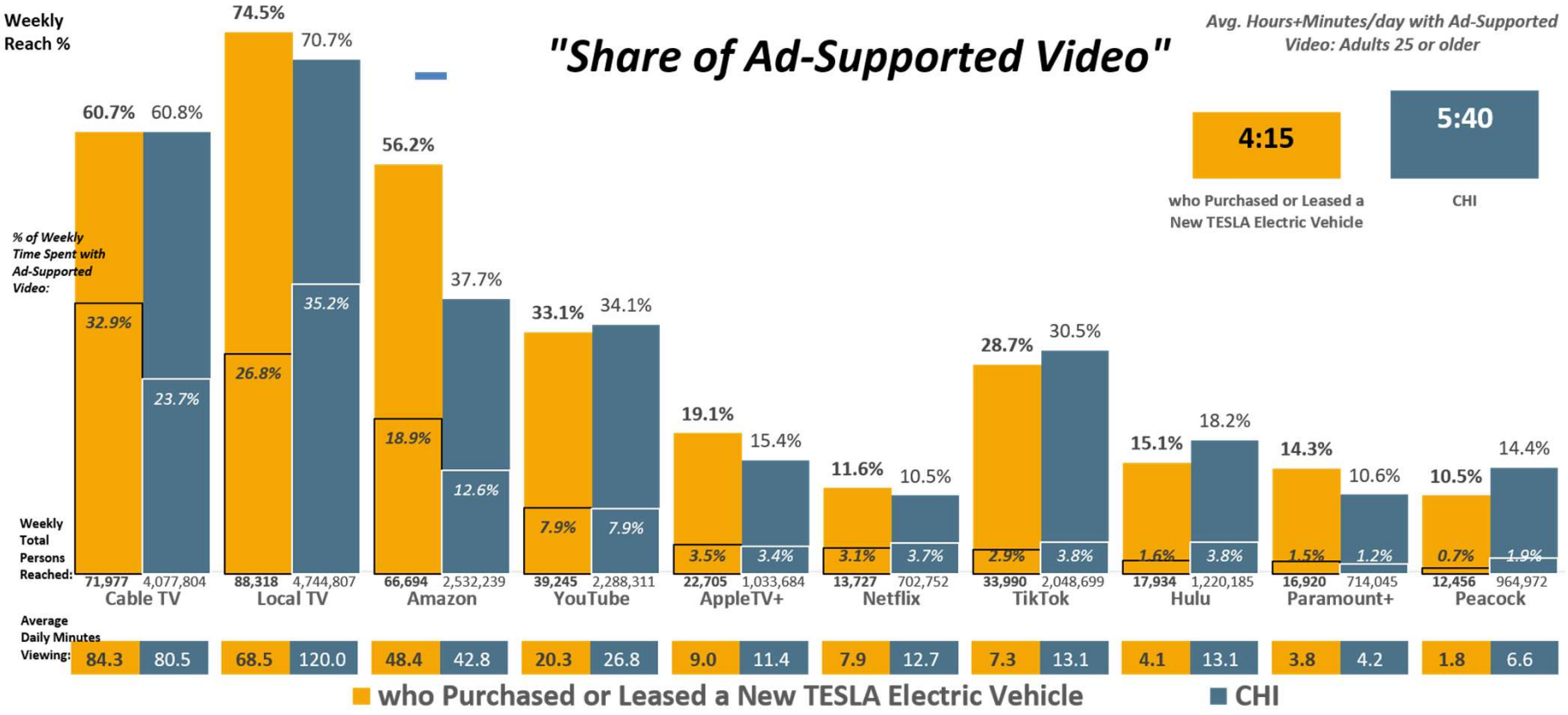
Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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Make of new vehicle (HHLD): TESLA



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CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

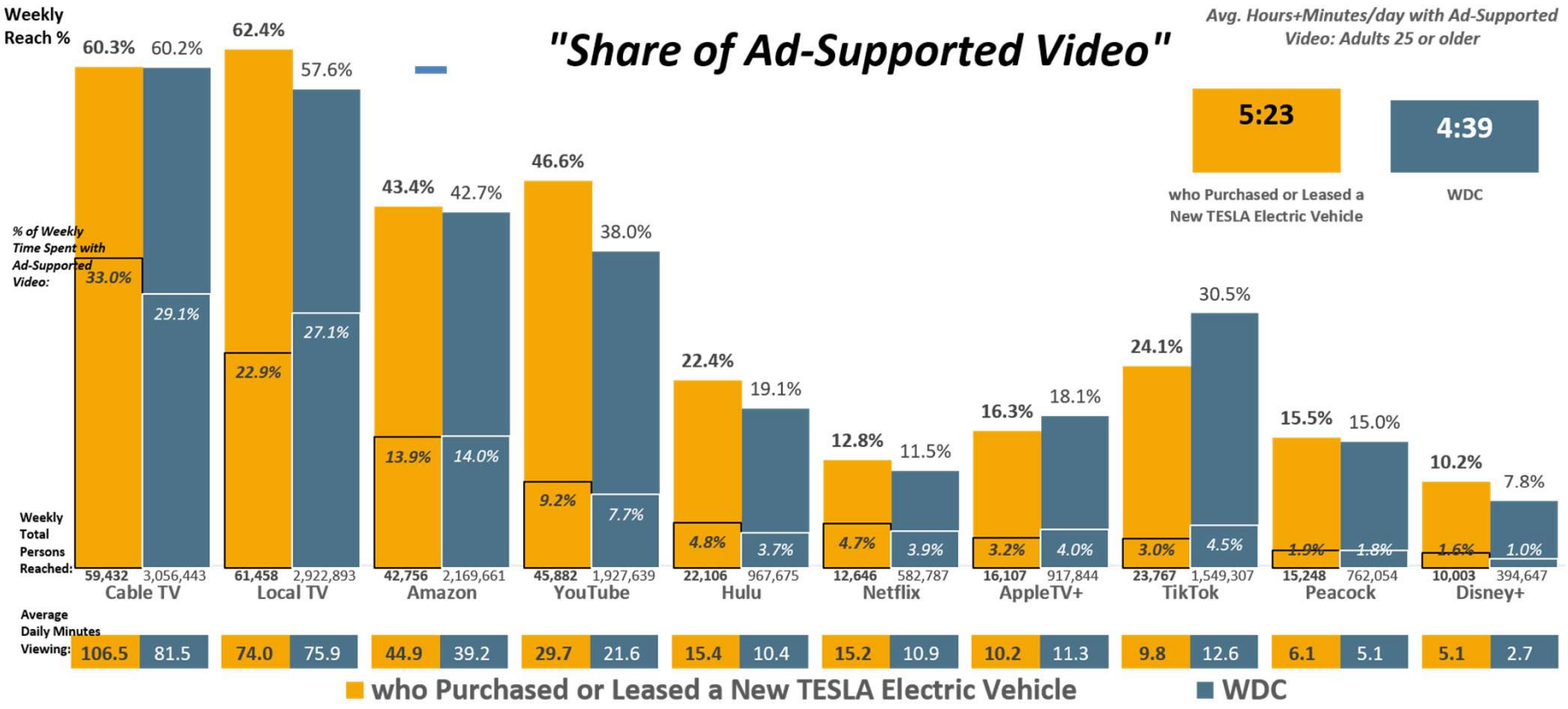
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Make of new vehicle (HHLD): TESLA



61,458 or 62.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 22.9% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

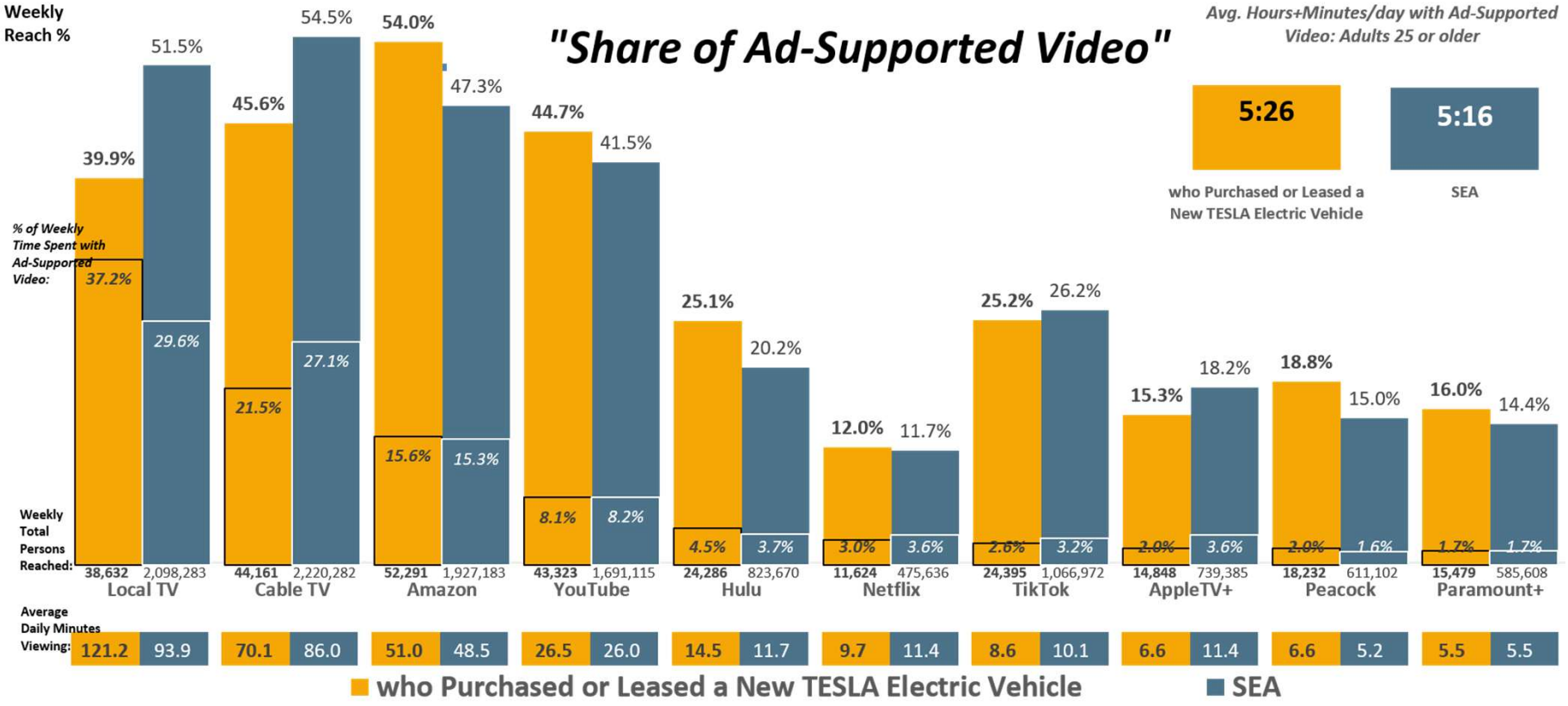
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Make of new vehicle (HHLD): TESLA



38,632 or 39.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 121.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

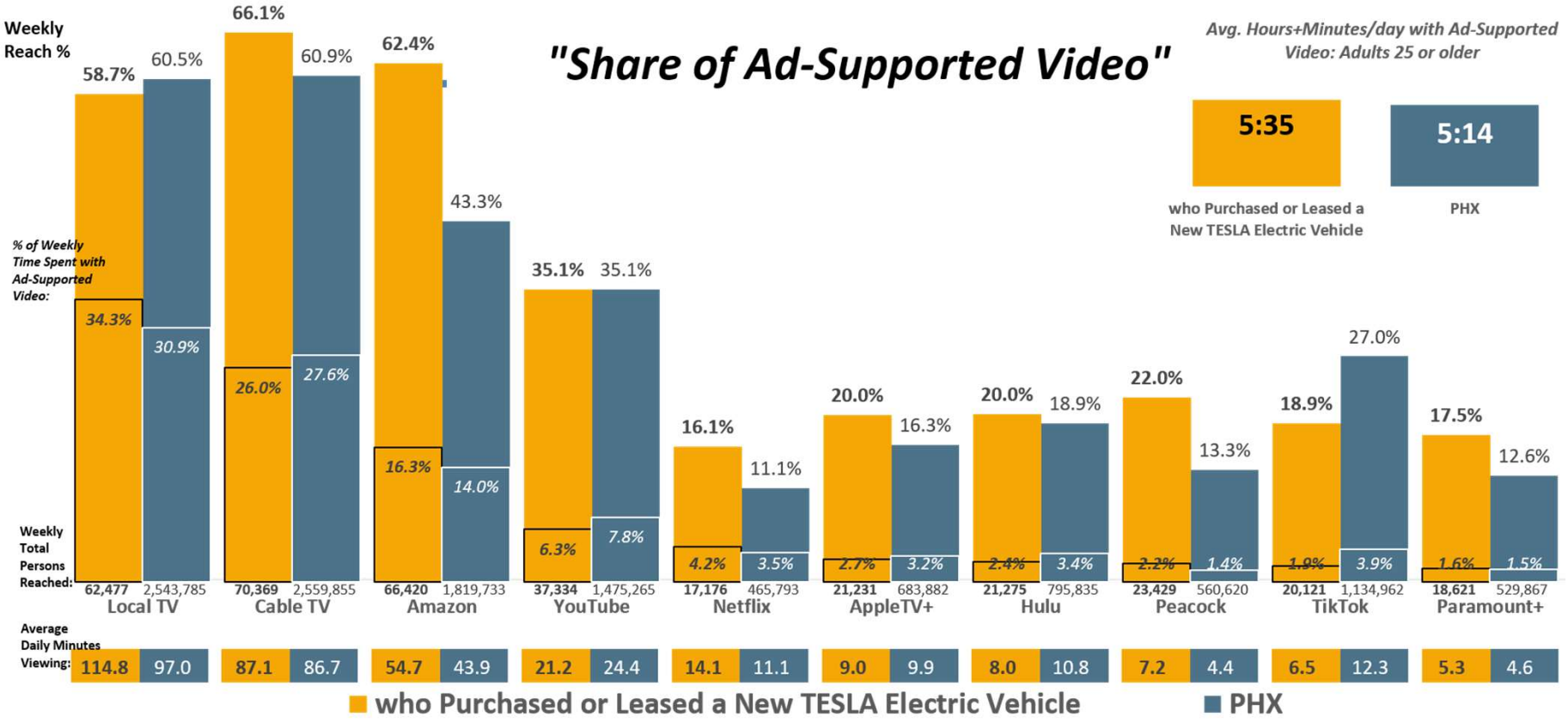
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Make of new vehicle (HHLD): TESLA



62,477 or 58.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,445

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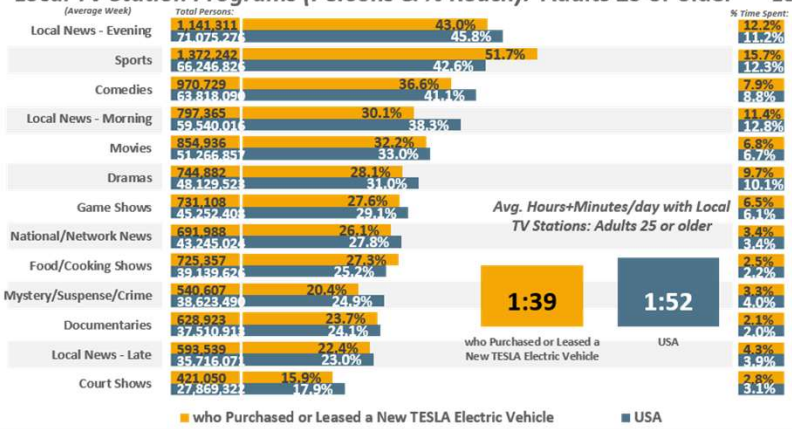
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Make of new vehicle (HHLD): TESLA

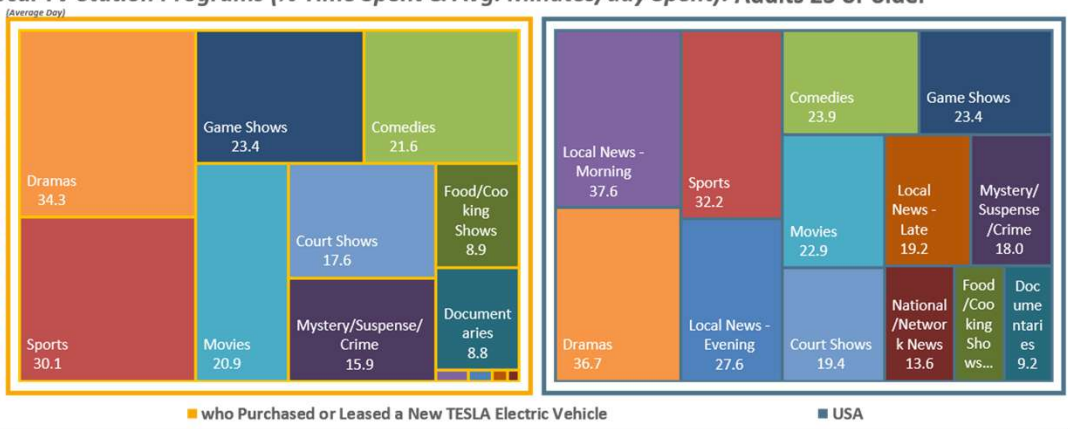


2,619,321 or 60.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

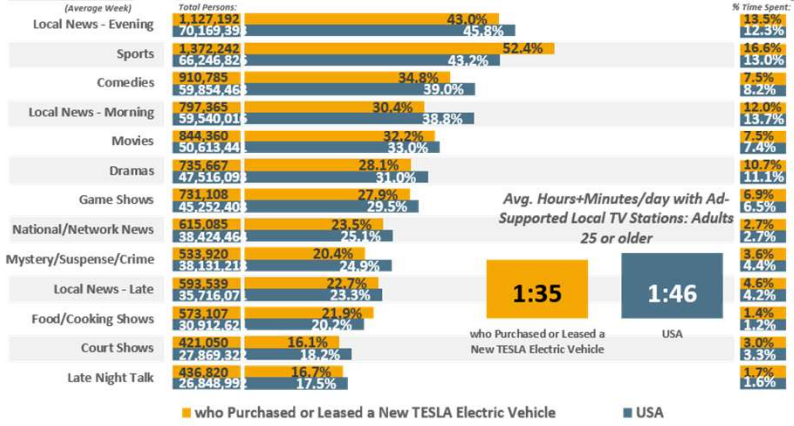
Local TV Station Programs (Persons & % Reach): Adults 25 or older



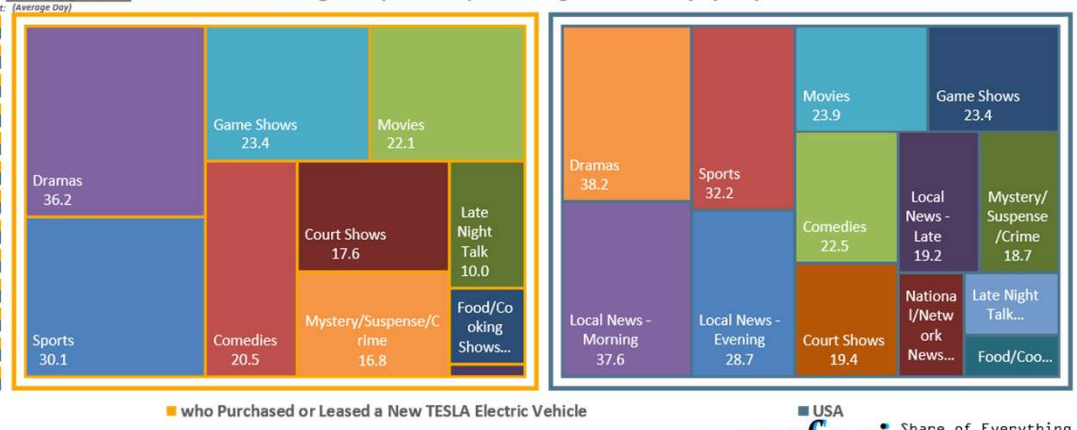
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA *USA Projection* *Scarborough R2 2025-26: Feb24-Jul26* *Qual Intab* *833*

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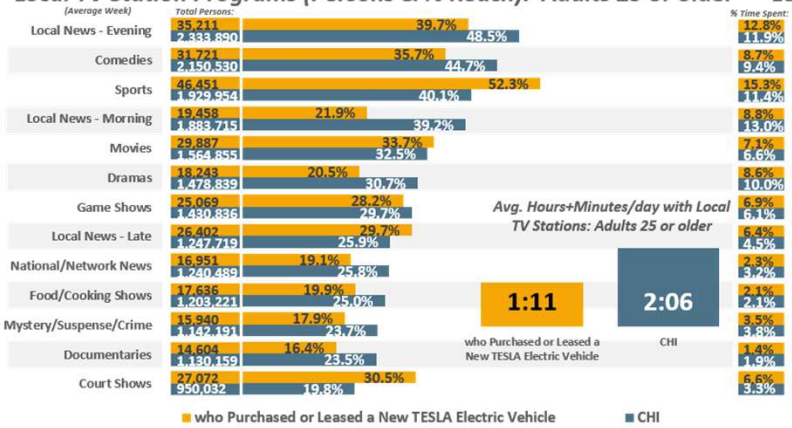
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Make of new vehicle (HHLD): TESLA

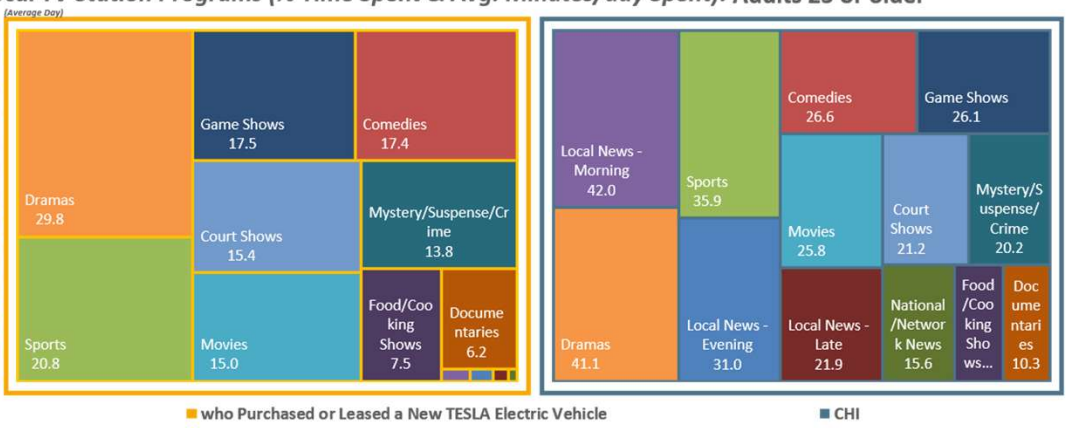


88,318 or 74.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Court Shows, and Local News - Late.

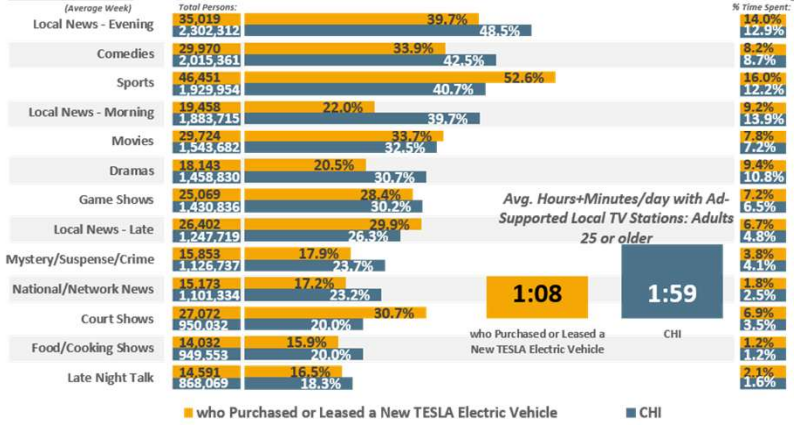
Local TV Station Programs (Persons & % Reach): Adults 25 or older



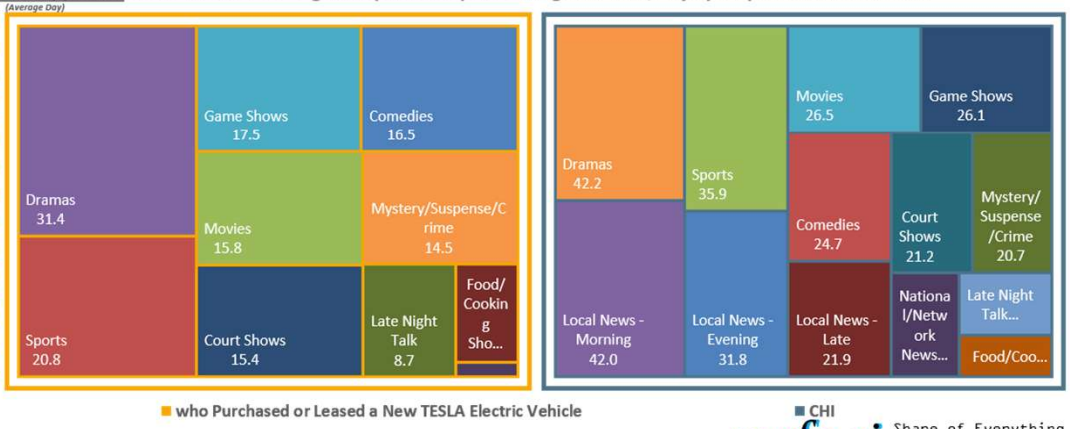
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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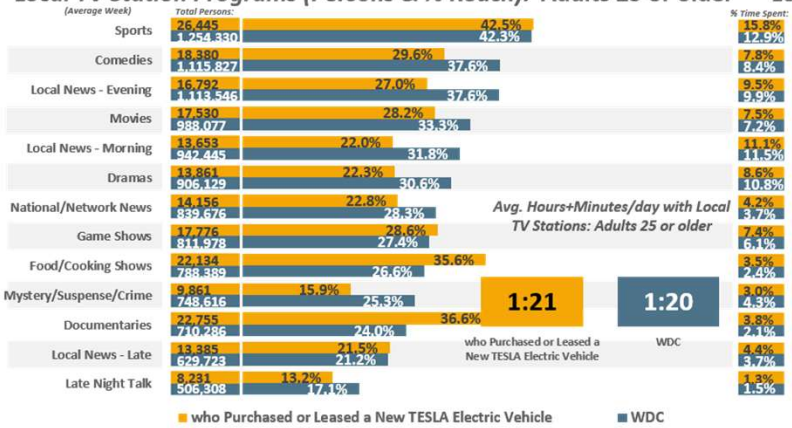
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Make of new vehicle (HHLD): TESLA

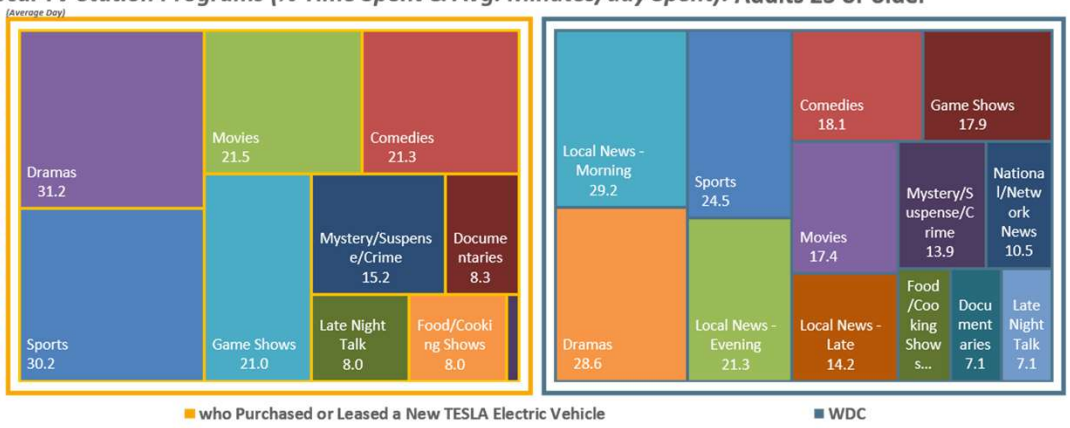


61,458 or 62.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Food/Cooking Shows, Movies, Comedies, and Local News - Evening.

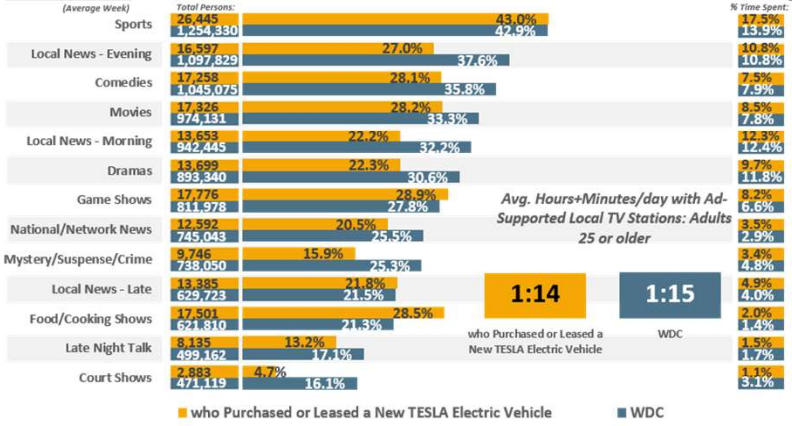
Local TV Station Programs (Persons & % Reach): Adults 25 or older



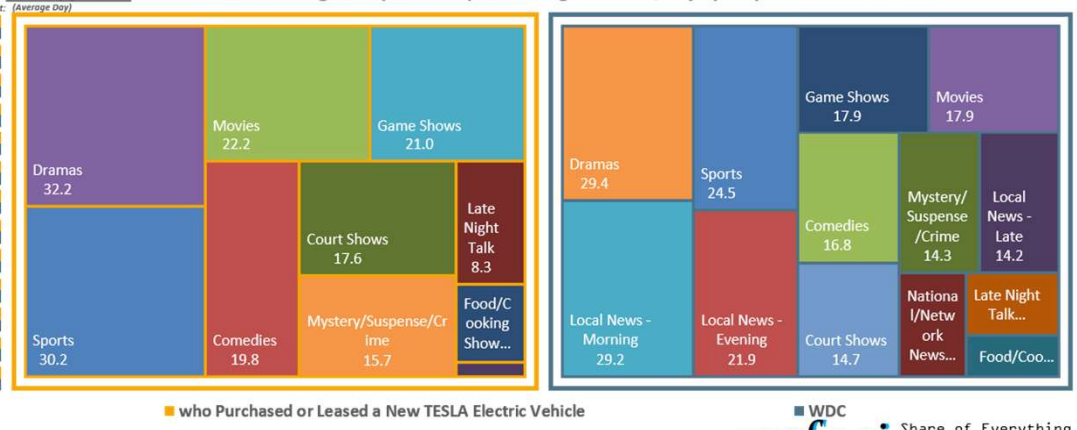
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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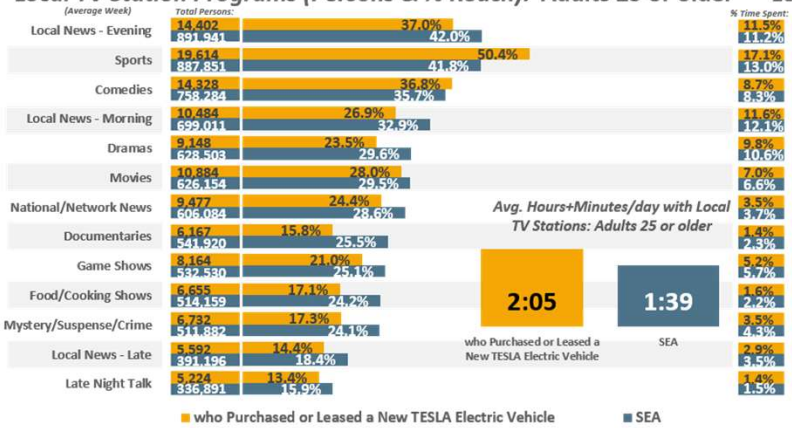
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Make of new vehicle (HHLD): TESLA

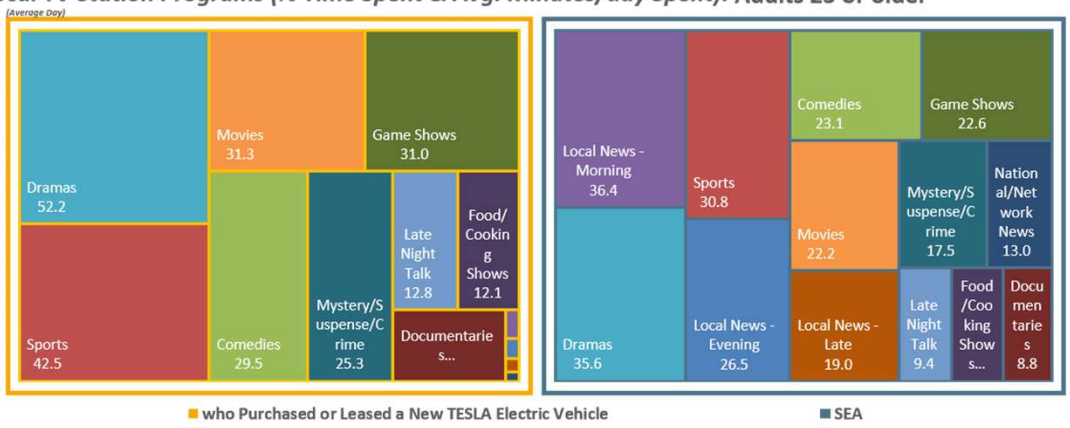


38,632 or 39.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

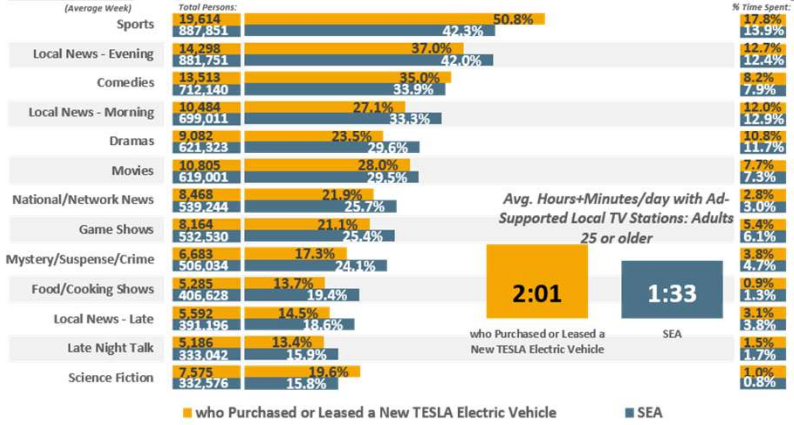
Local TV Station Programs (Persons & % Reach): Adults 25 or older



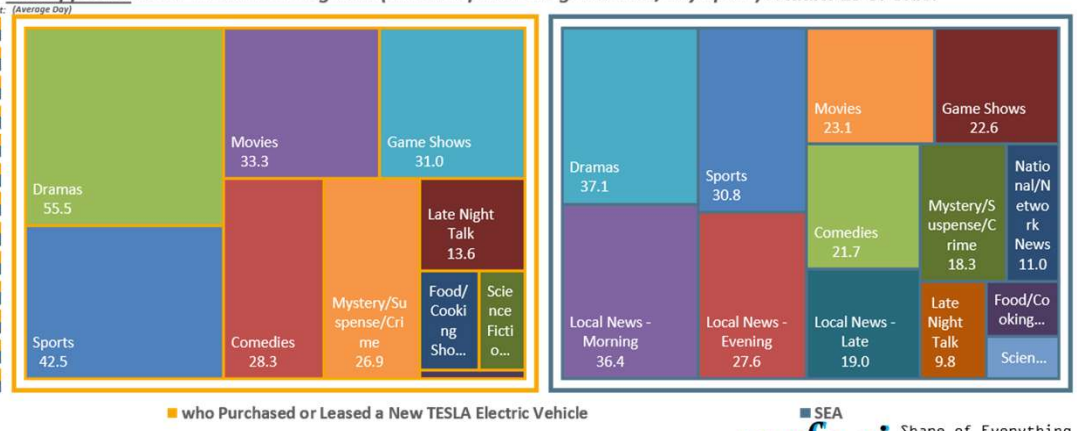
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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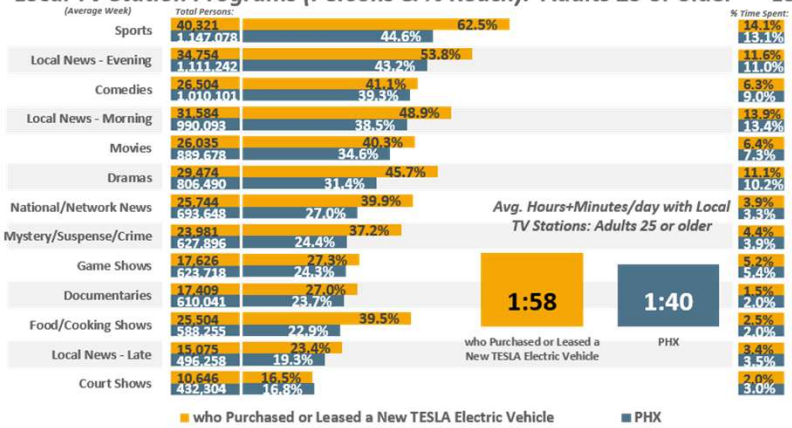
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Make of new vehicle (HHLD): TESLA

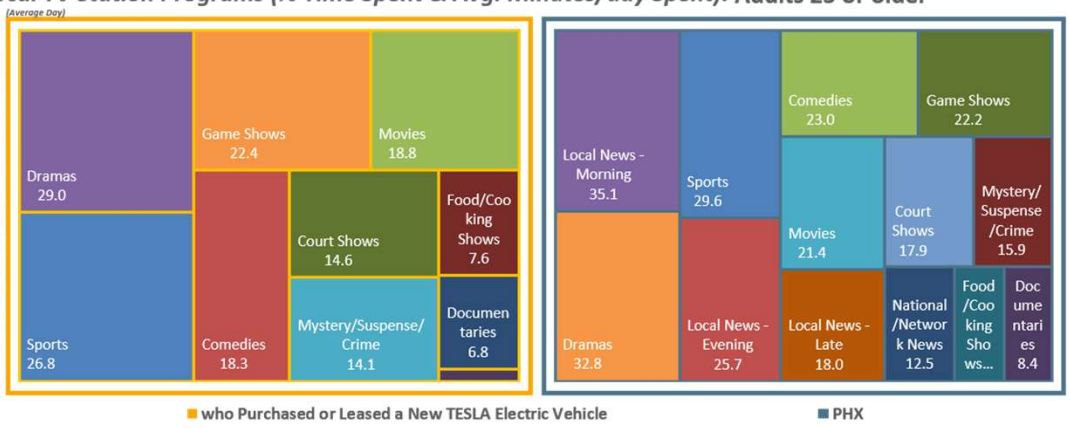


62,477 or 58.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, Movies, and Comedies.

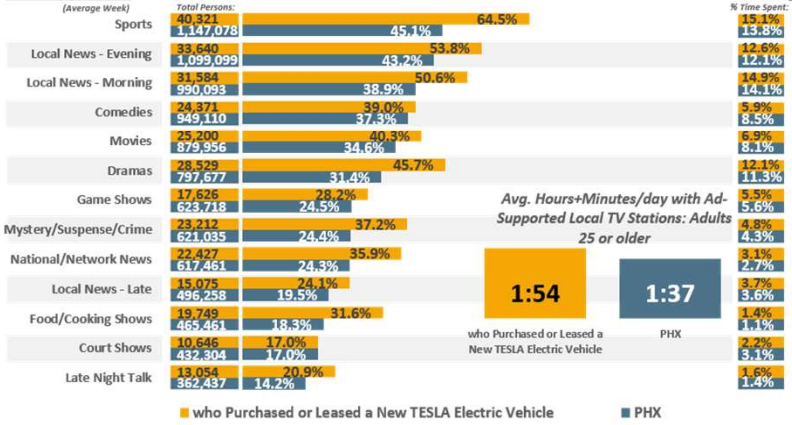
Local TV Station Programs (Persons & % Reach): Adults 25 or older



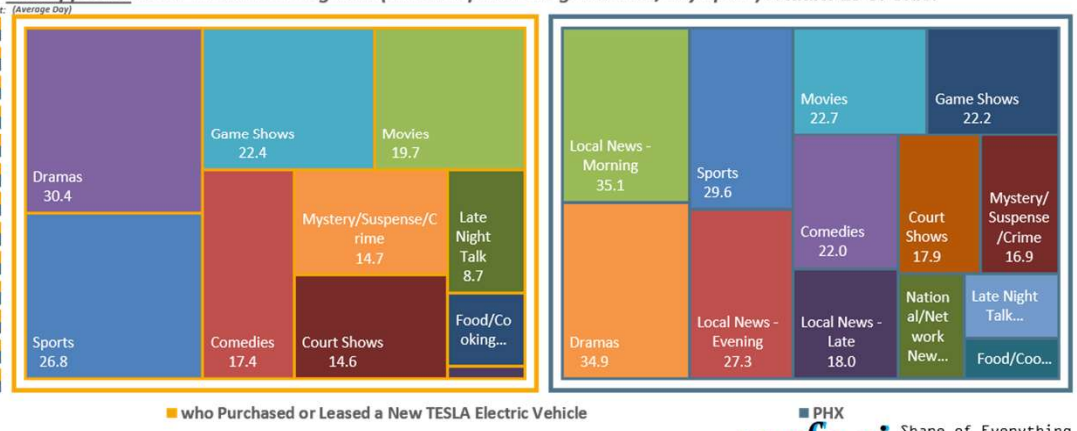
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

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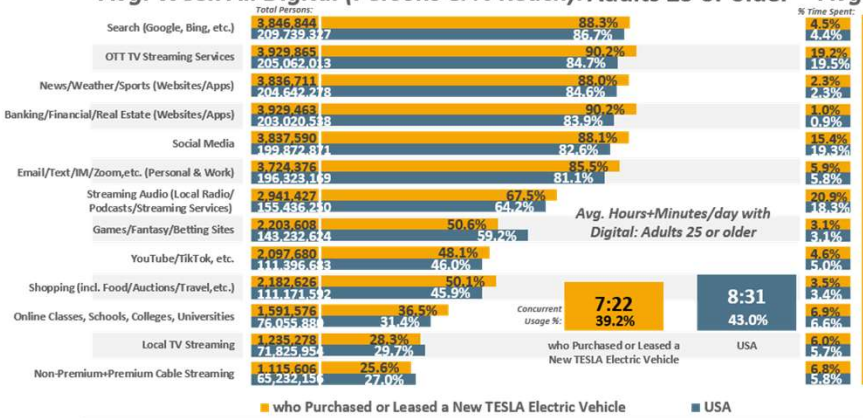
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Make of new vehicle (HHLD): TESLA

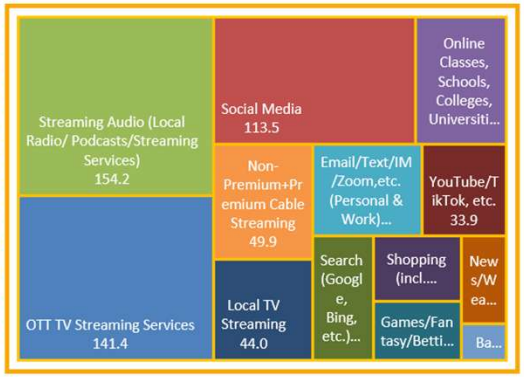


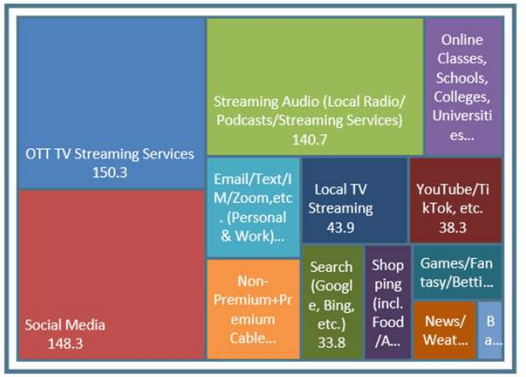
3,282,338 or 75.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 97.1 minutes every day representing 18.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older



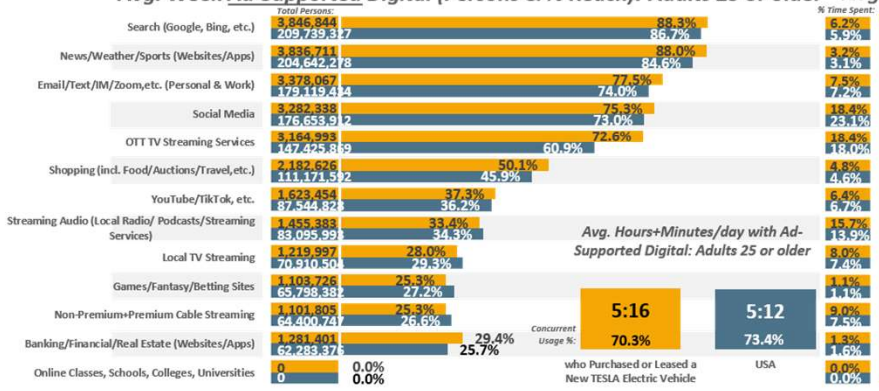
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



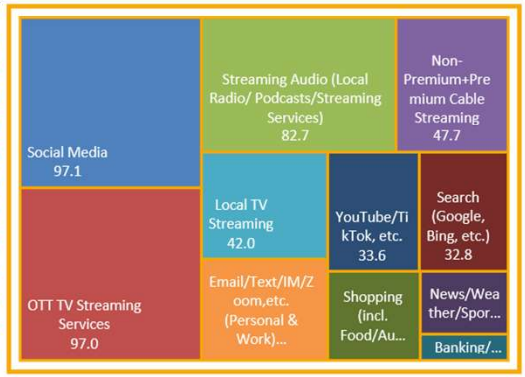


who Purchased or Leased a New TESLA Electric Vehicle ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





who Purchased or Leased a New TESLA Electric Vehicle ■ USA

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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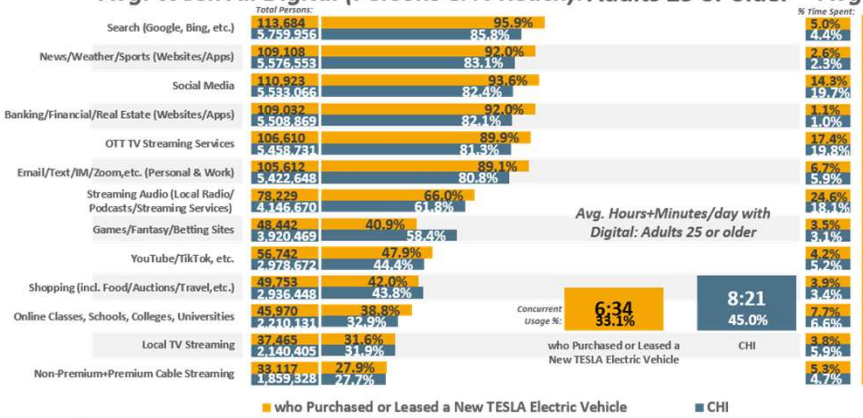
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Make of new vehicle (HHLD): TESLA

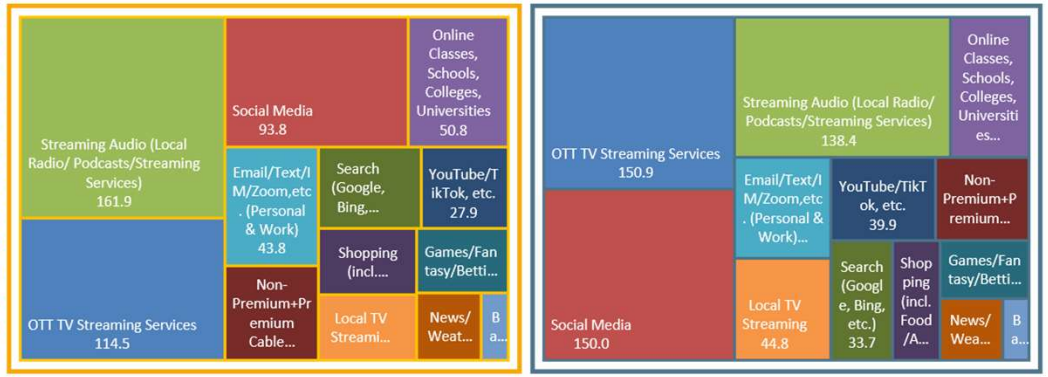


85,030 or 71.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 71.9 minutes every day representing 15.6% of all time spent daily with Ad-Supported Digital Media.

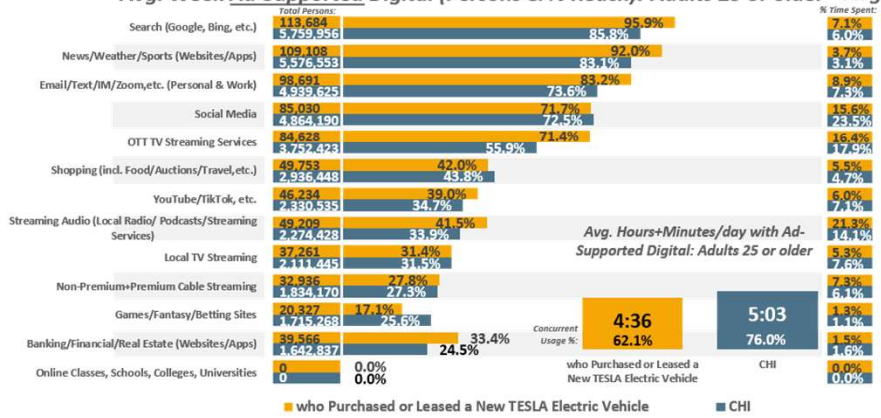
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



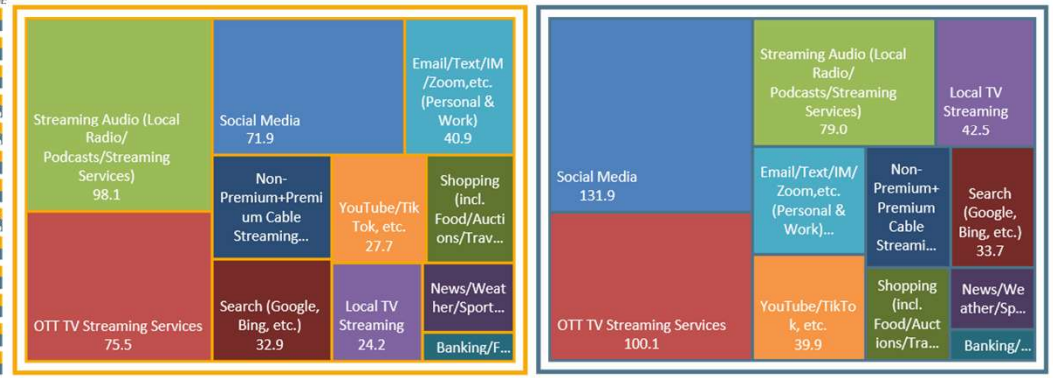
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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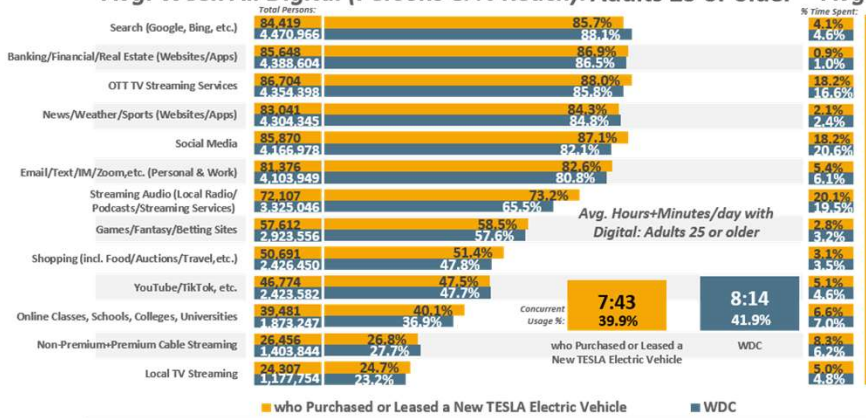
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Make of new vehicle (HHLD): TESLA

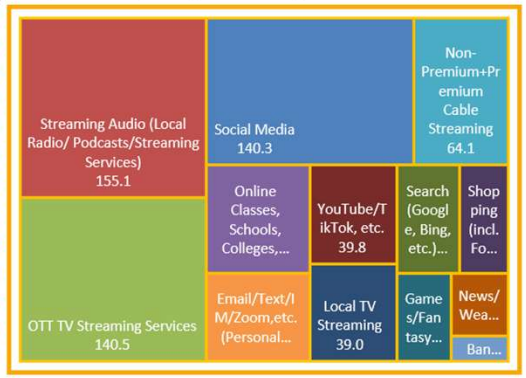


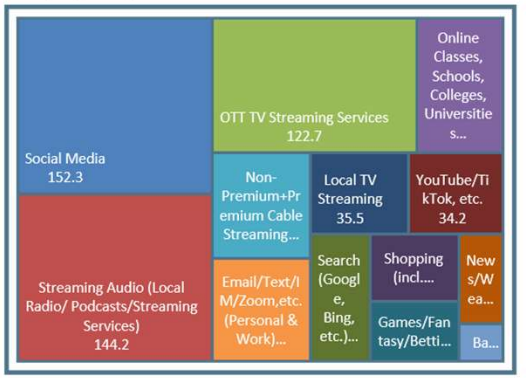
74,584 or 75.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 121.9 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

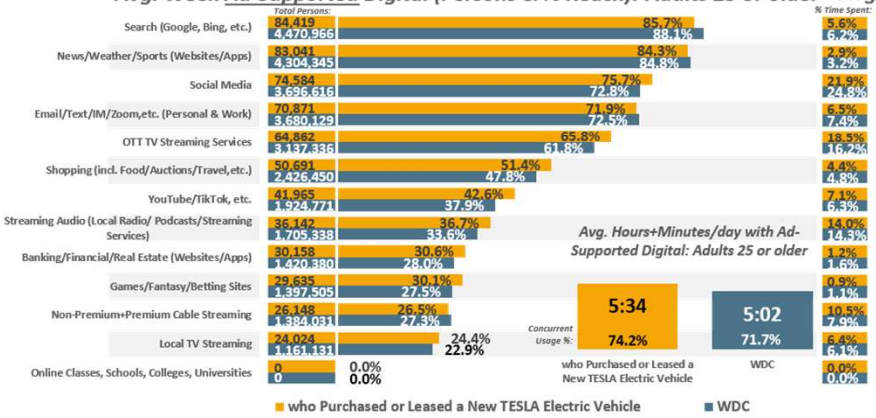


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

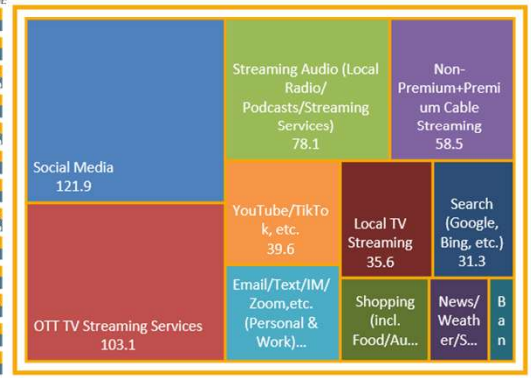


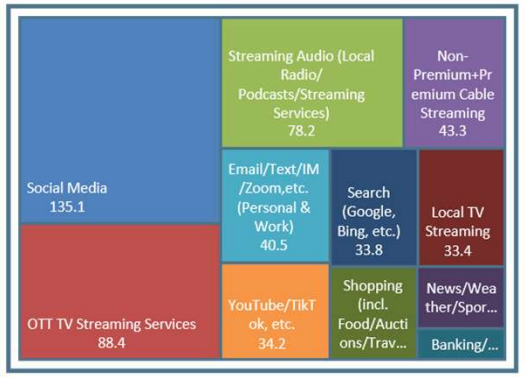


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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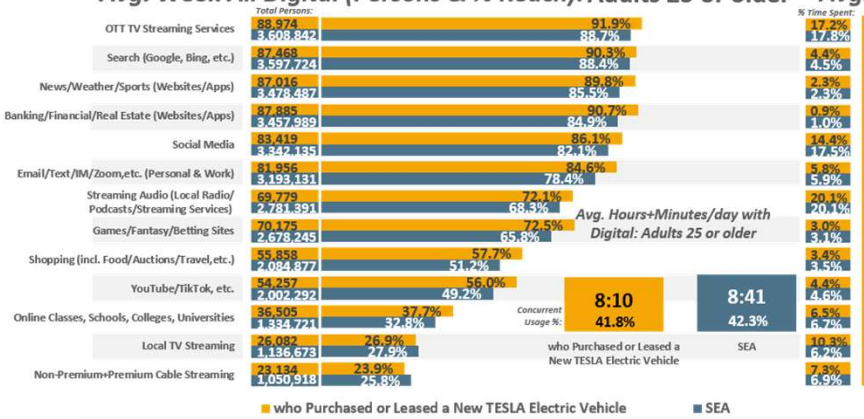
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Make of new vehicle (HHLD): TESLA

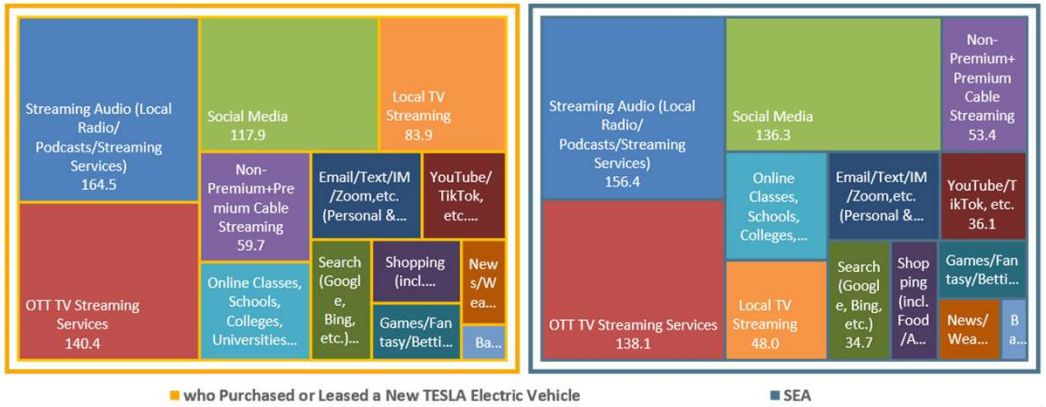


71,352 or 73.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 100.8 minutes every day representing 16.9% of all time spent daily with Ad-Supported Digital Media.

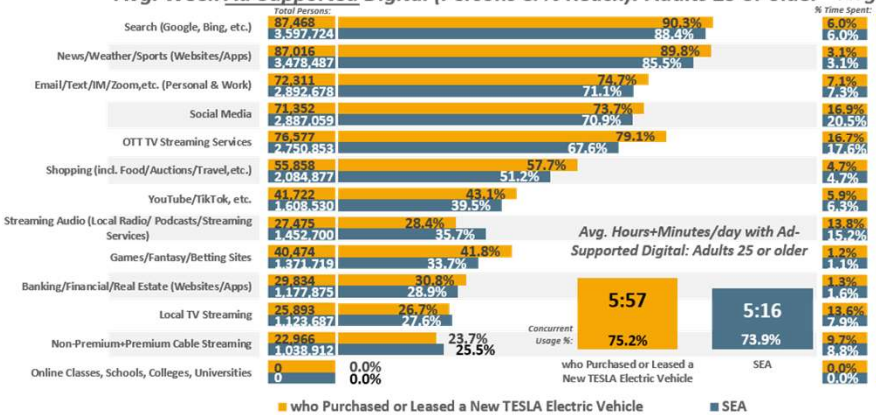
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



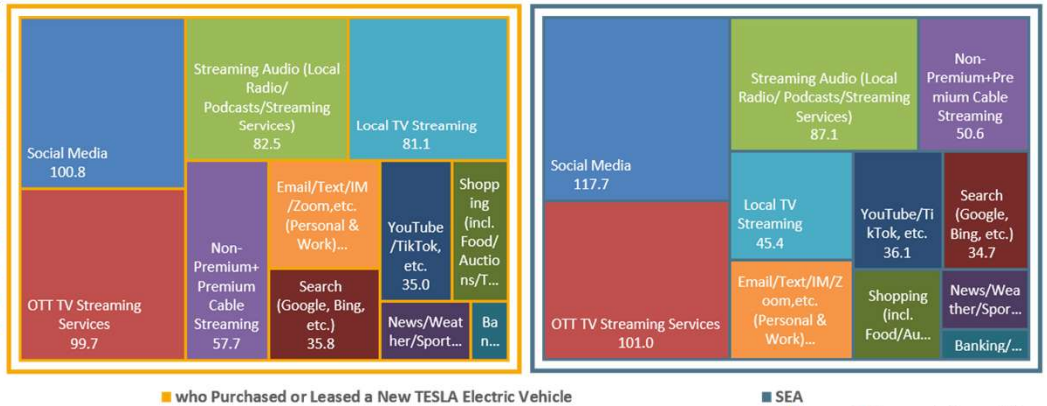
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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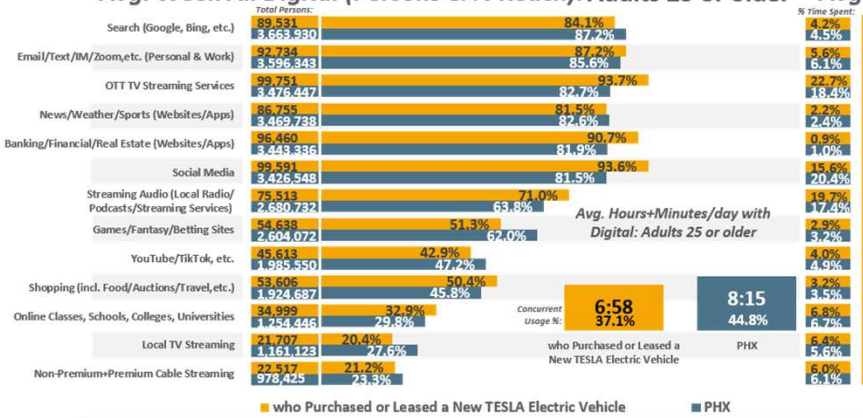
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Make of new vehicle (HHLD): TESLA

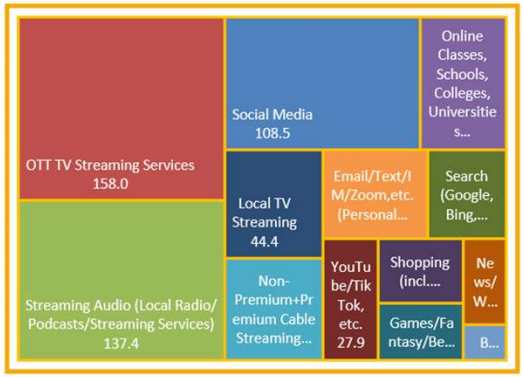


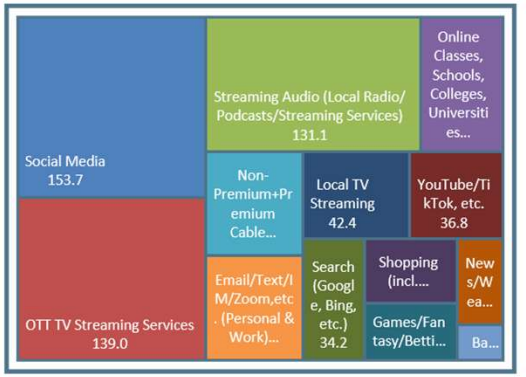
90,801 or 85.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Social Media for an average of 99. minutes every day representing 19.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

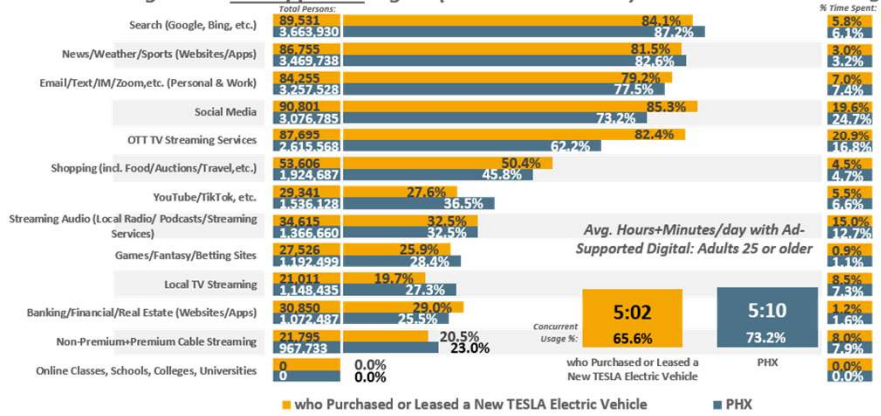


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

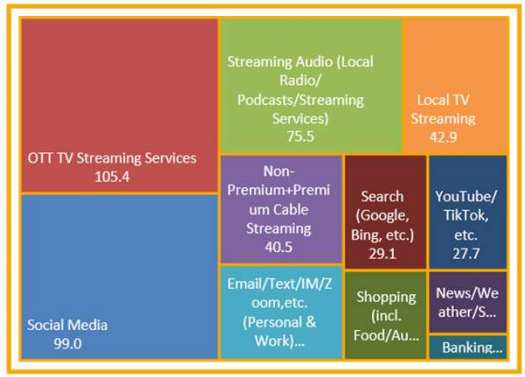


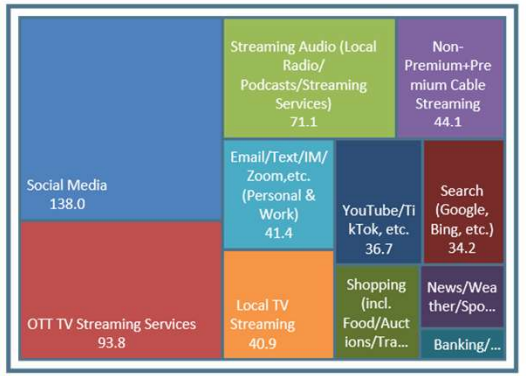


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

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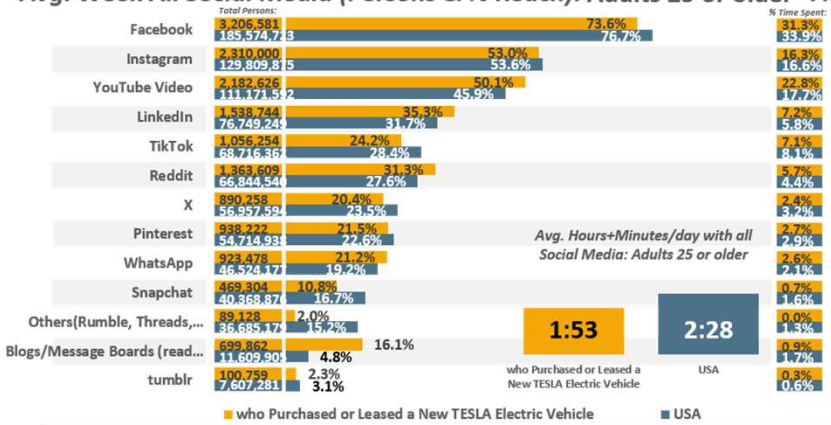
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Make of new vehicle (HHLD): TESLA

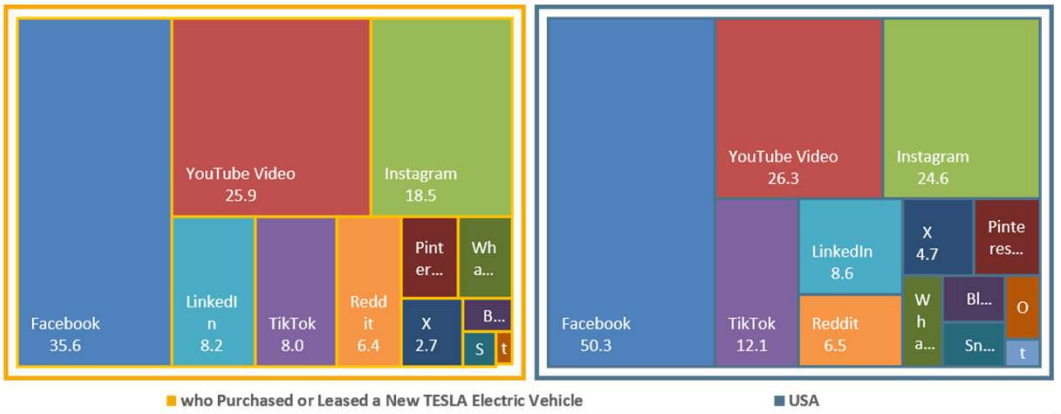


3,206,581 or 73.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 32.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

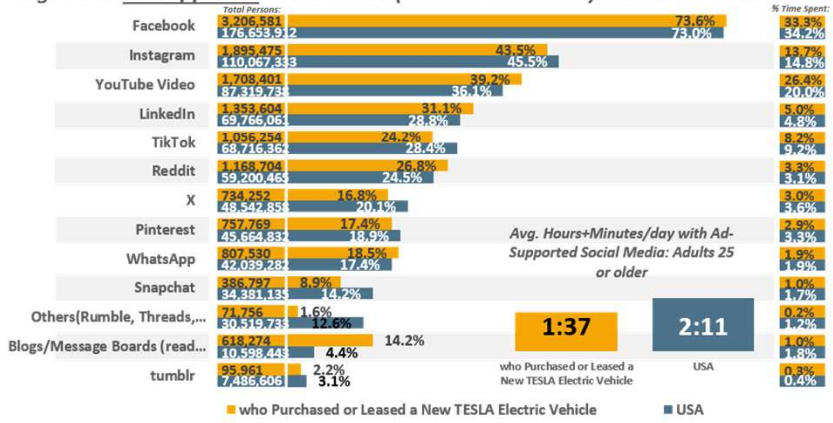
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



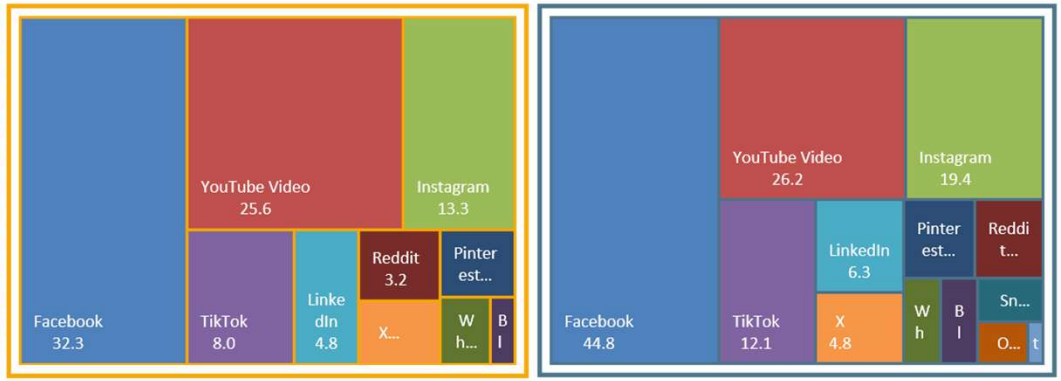
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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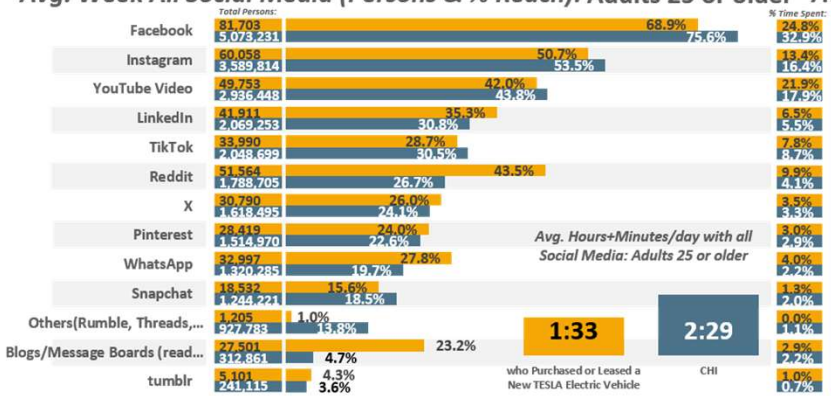
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Make of new vehicle (HHLD): TESLA

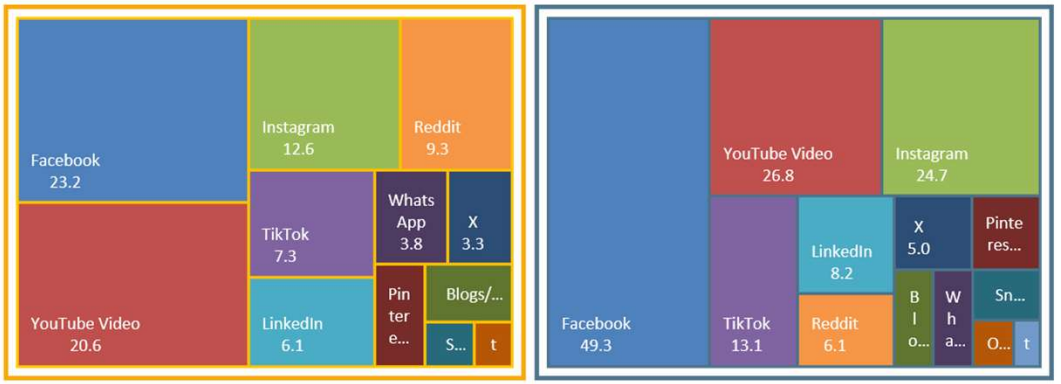


81,703 or 68.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 21.2 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

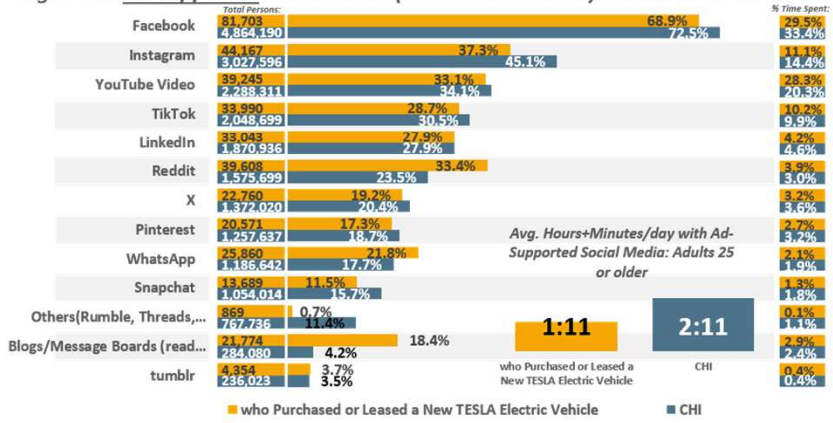
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



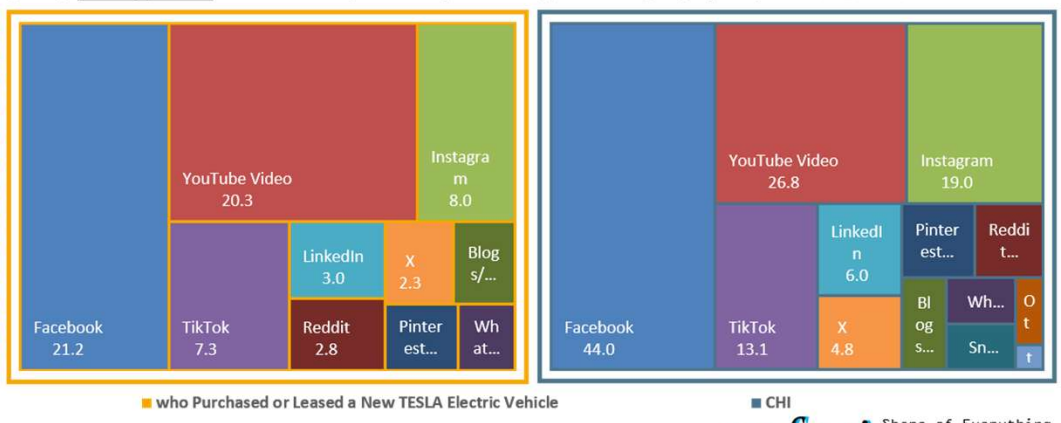
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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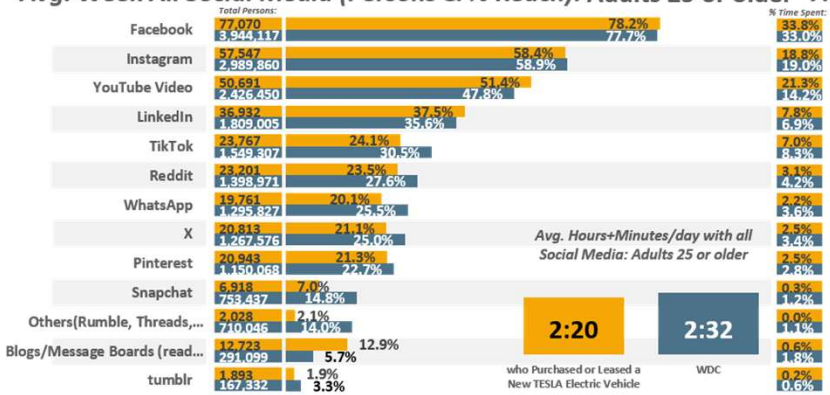
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Make of new vehicle (HHLD): TESLA

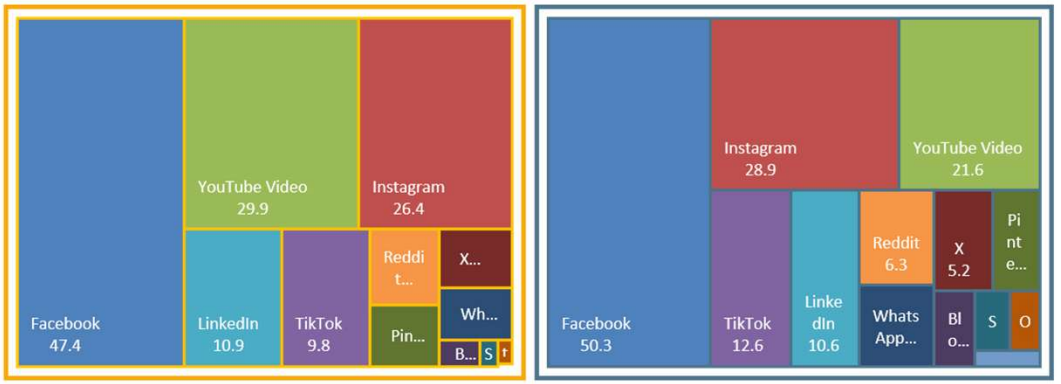


74,584 or 75.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 42.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

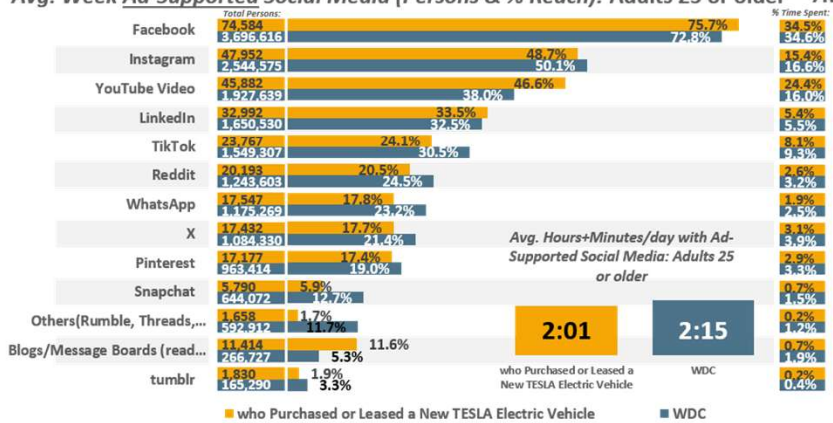
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



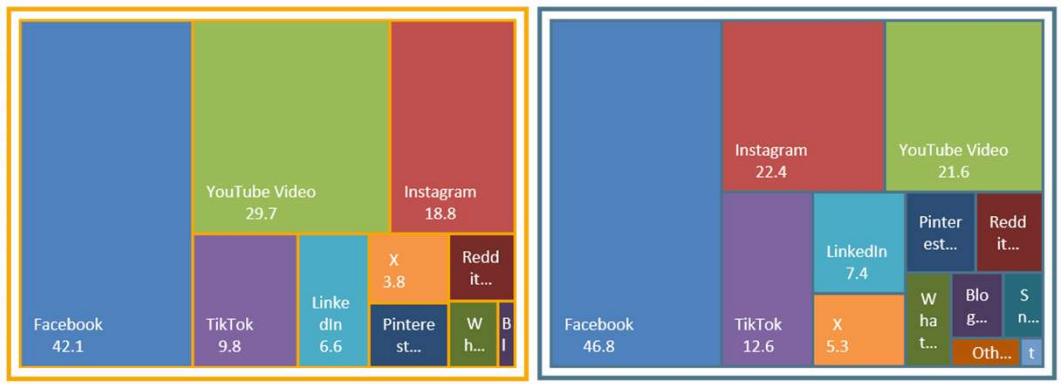
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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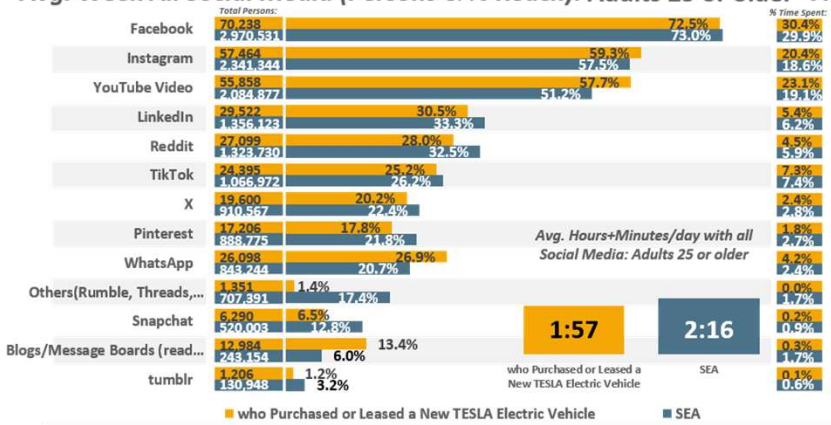
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Make of new vehicle (HHLD): TESLA

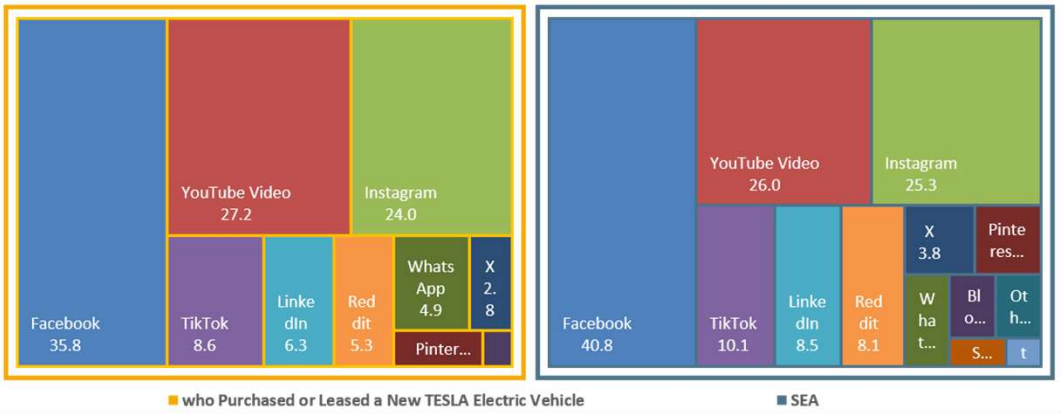


70,238 or 72.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 33.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

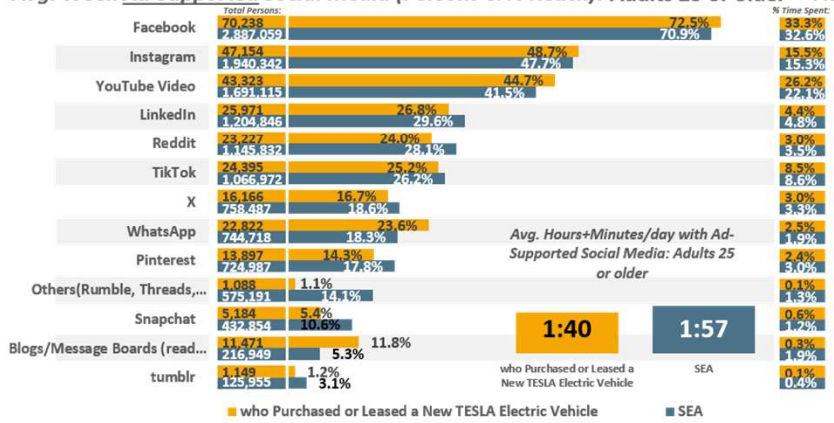
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



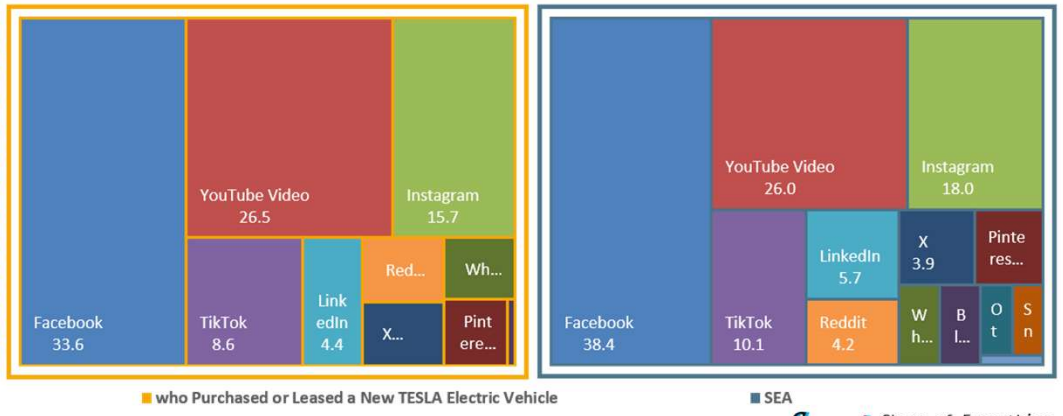
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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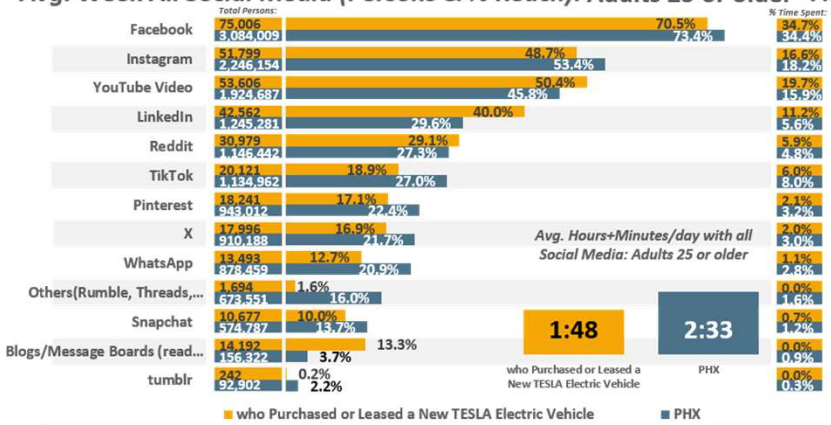
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Make of new vehicle (HHLD): TESLA

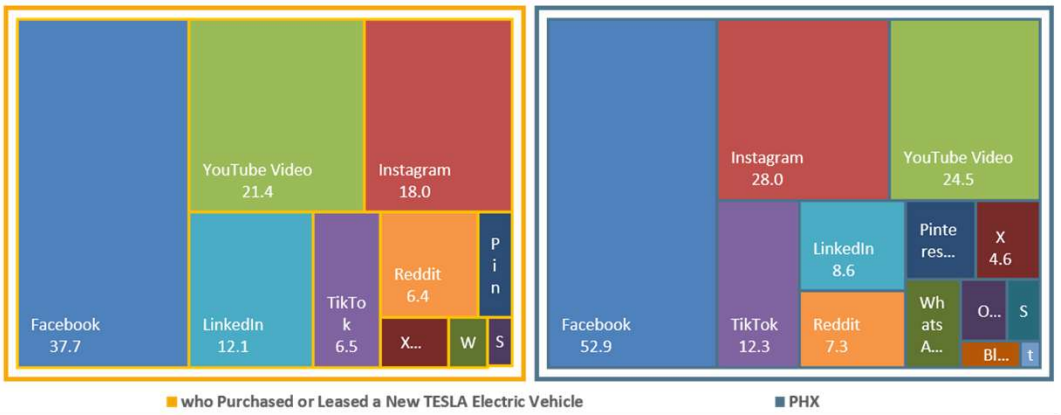


75,006 or 70.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 36.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

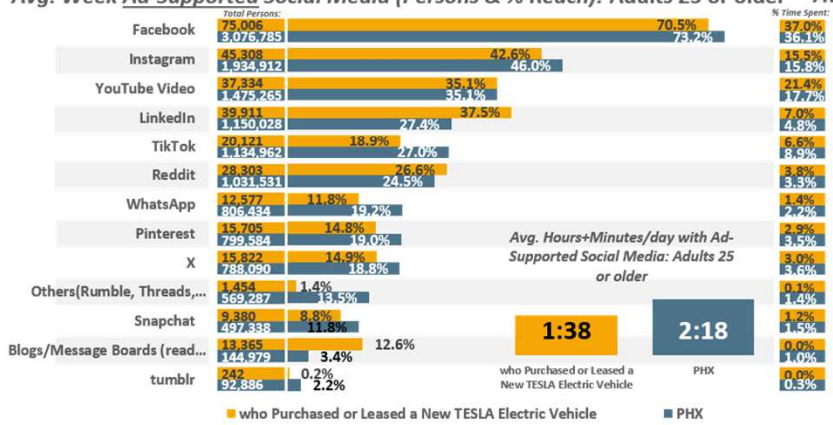
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



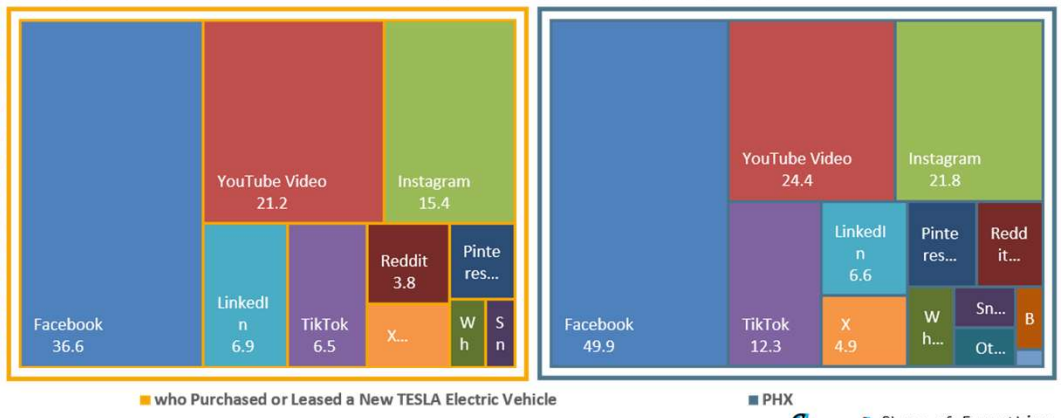
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

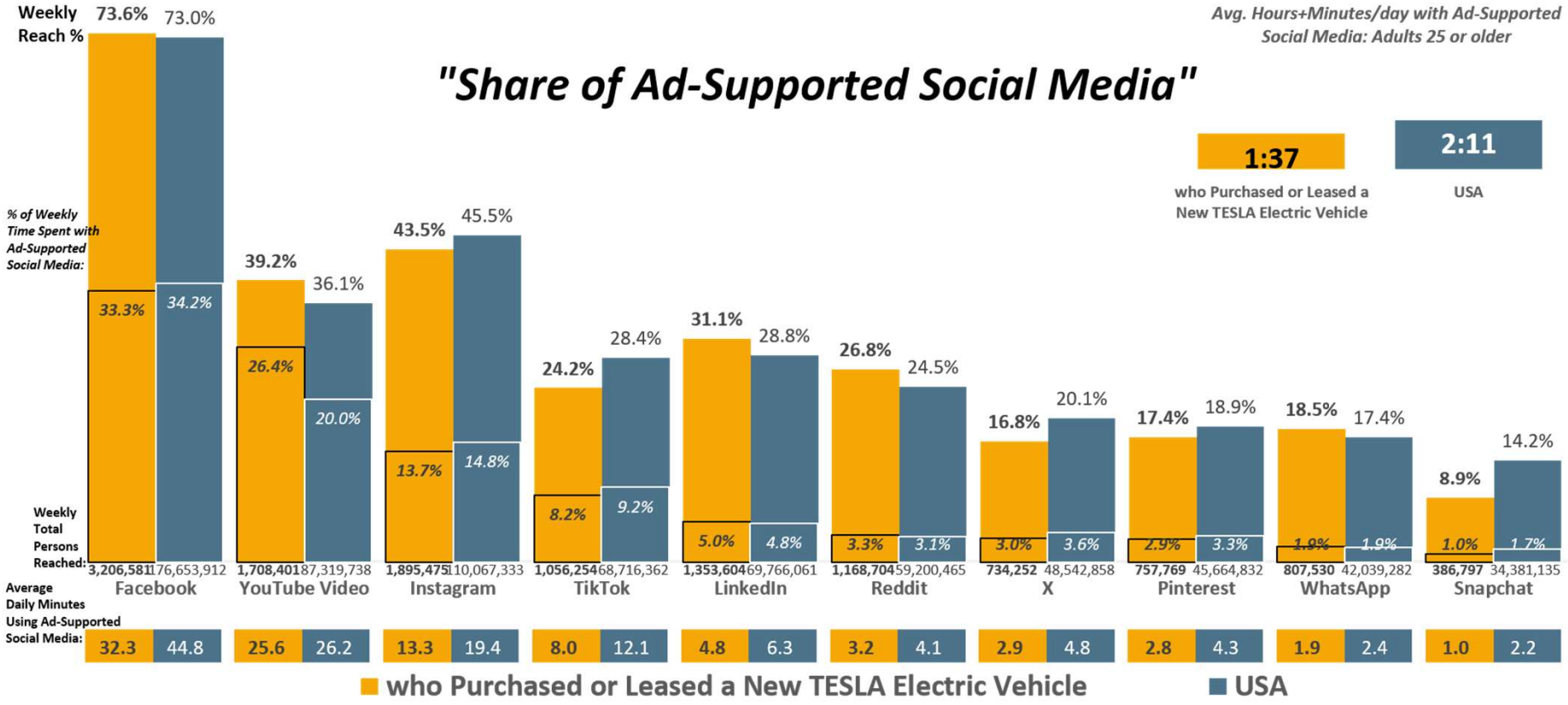
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Make of new vehicle (HHLD): TESLA



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USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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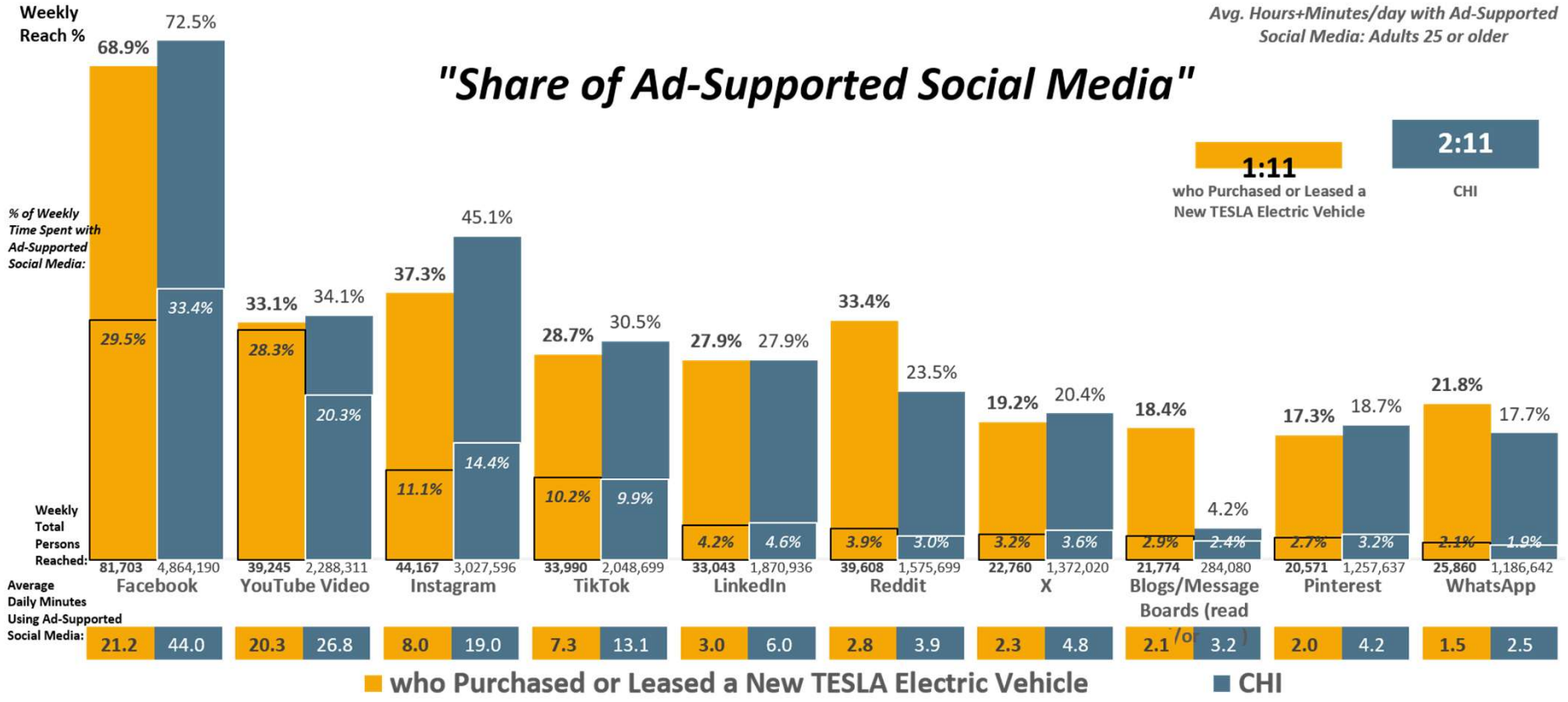
Scarborough R2 2025-26: Feb24-Jul26 USA Projection

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Make of new vehicle (HHLD): TESLA



81,703 or 68.9% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 21.2 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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Make of new vehicle (HHLD): TESLA



74,584 or 75.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 42.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 25 or older

"Share of Ad-Supported Social Media"

2:01 who Purchased or Leased a New TESLA Electric Vehicle

2:15 WDC

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X	Pinterest	Reddit	WhatsApp	Snapchat
Weekly Reach %	75.7% / 72.8%	46.6% / 38.0%	48.7% / 50.1%	24.1% / 30.5%	33.5% / 32.5%	17.7% / 21.4%	17.4% / 19.0%	20.5% / 24.5%	17.8% / 23.2%	5.9% / 12.7%
% of Weekly Time Spent with Ad-Supported Social Media:	34.5% / 34.6%	24.4% / 16.0%	15.4% / 16.6%	8.1% / 9.3%	5.4% / 5.5%	3.1% / 3.9%	2.9% / 3.3%	2.6% / 3.2%	1.9% / 2.5%	0.7% / 1.5%
Weekly Total Persons Reached:	74,584 / 3,696,616	45,882 / 1,927,639	47,952 / 2,544,575	23,767 / 1,549,307	32,992 / 1,650,530	17,432 / 1,084,330	17,177 / 963,414	20,193 / 1,243,603	17,547 / 1,175,269	5,790 / 644,072
Average Daily Minutes Using Ad-Supported Social Media:	42.1 / 46.8	29.7 / 21.6	18.8 / 22.4	9.8 / 12.6	6.6 / 7.4	3.8 / 5.3	3.6 / 4.5	3.1 / 4.3	2.3 / 3.4	0.8 / 2.1

■ who Purchased or Leased a New TESLA Electric Vehicle ■ WDC

WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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Make of new vehicle (HHLD): TESLA



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Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 25 or older

"Share of Ad-Supported Social Media"

1:40 who Purchased or Leased a New TESLA Electric Vehicle

1:57 SEA

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	Reddit	X	WhatsApp	Pinterest	Snapchat
Weekly Reach %	72.5% / 70.9%	44.7% / 41.5%	48.7% / 47.7%	25.2% / 26.2%	26.8% / 29.6%	24.0% / 28.1%	16.7% / 18.6%	23.6% / 18.3%	14.3% / 17.8%	5.4% / 10.6%
% of Weekly Time Spent with Ad-Supported Social Media:	33.3% / 32.6%	26.2% / 22.1%	15.5% / 15.3%	8.5% / 8.6%	4.4% / 4.8%	3.0% / 3.5%	3.0% / 3.3%	2.5% / 1.9%	2.4% / 3.0%	0.6% / 1.2%
Weekly Total Persons Reached:	70,238 / 2,887,059	43,323 / 1,691,115	47,154 / 1,940,342	24,395 / 1,066,972	25,971 / 1,204,846	23,227 / 1,145,832	16,166 / 758,487	22,822 / 744,718	13,897 / 724,987	5,184 / 432,854
Average Daily Minutes Using Ad-Supported Social Media:	33.6 / 38.4	26.5 / 26.0	15.7 / 18.0	8.6 / 10.1	4.4 / 5.7	3.0 / 4.2	3.0 / 3.9	2.5 / 2.3	2.4 / 3.6	0.6 / 1.5

■ who Purchased or Leased a New TESLA Electric Vehicle ■ SEA

SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

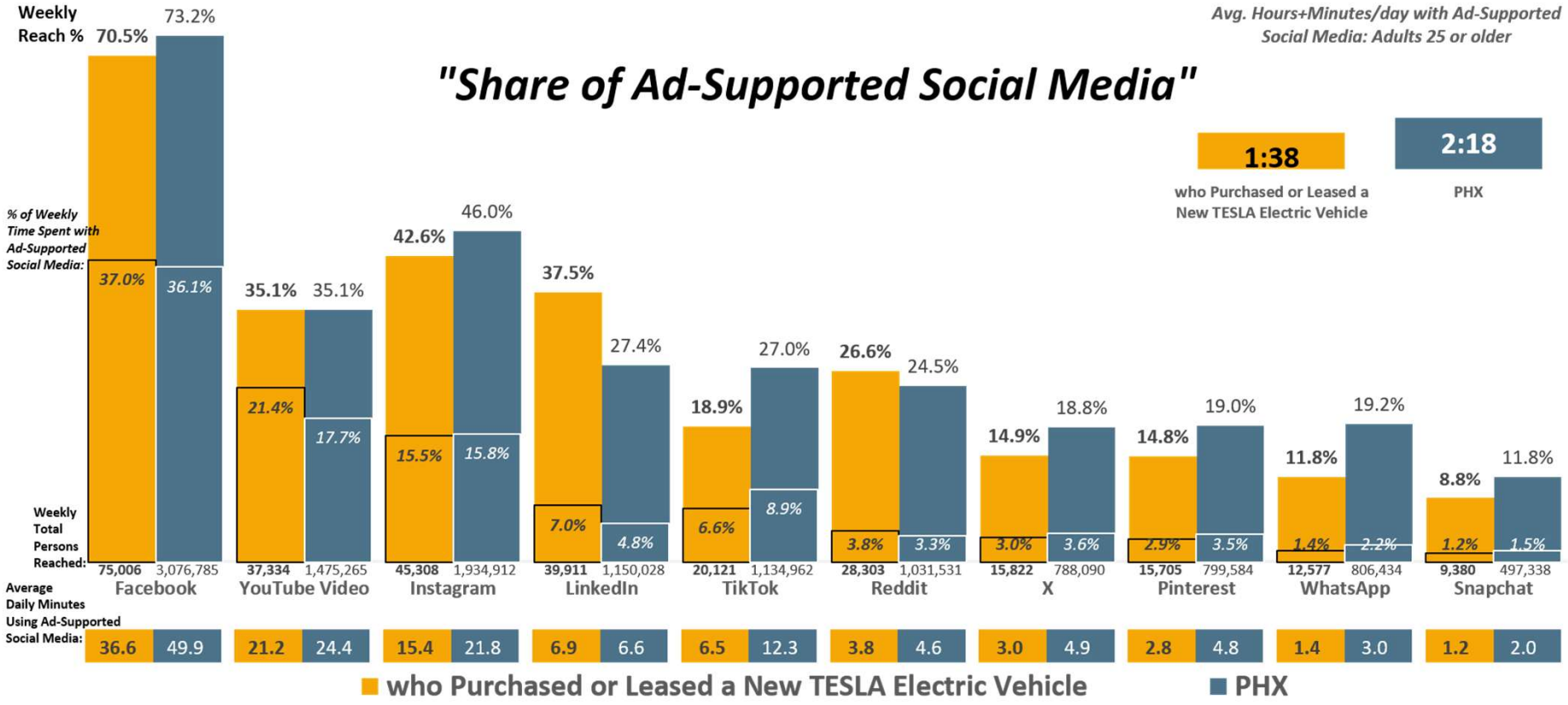
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Make of new vehicle (HHLD): TESLA



75,006 or 70.5% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle use Ad-Supported Facebook for an average of 36.6 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,445

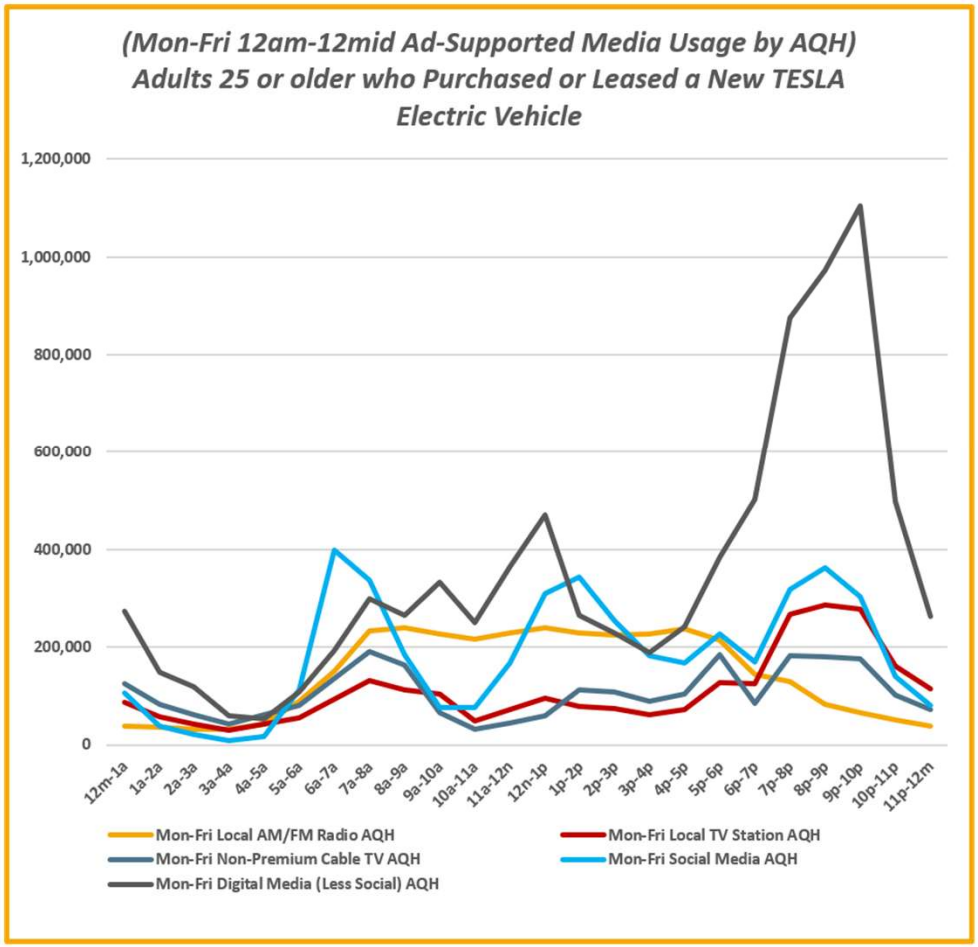
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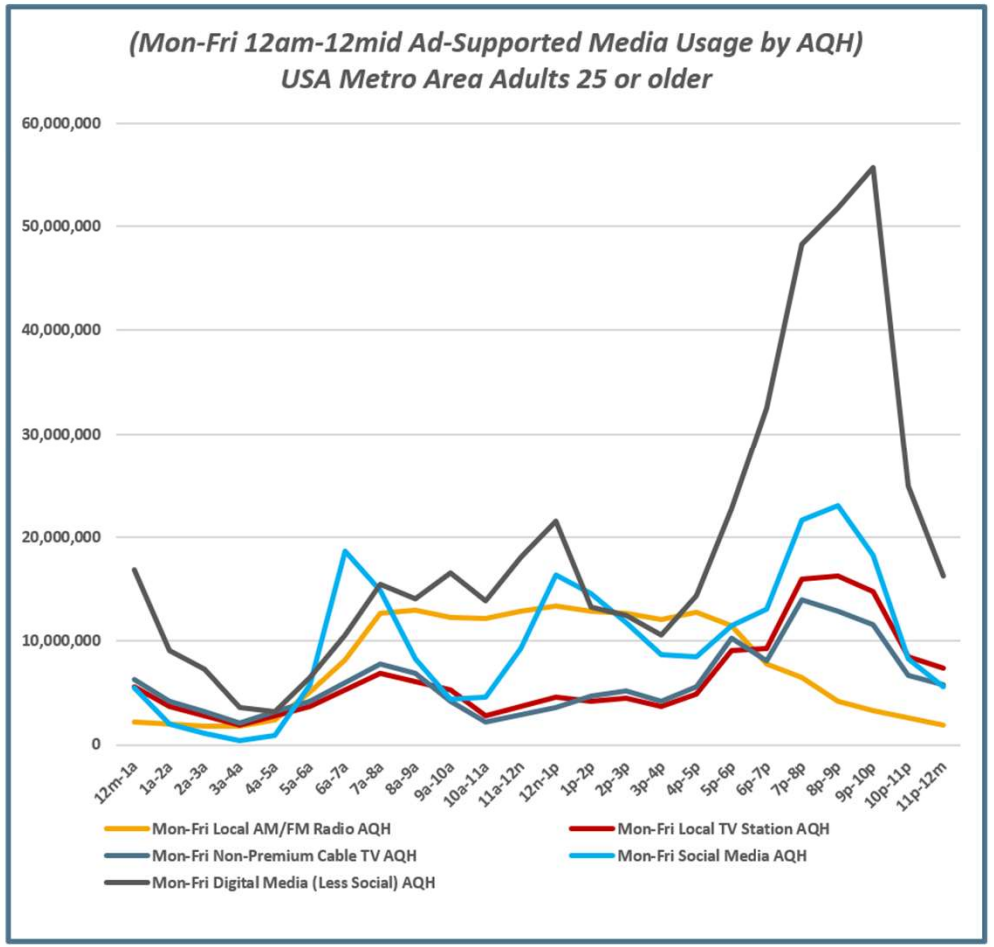
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 306,325; Social Media: 222,440; Local Radio: 216,206; Non-Prem. Cable: 106,032; Local TV: 92,104 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric





USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

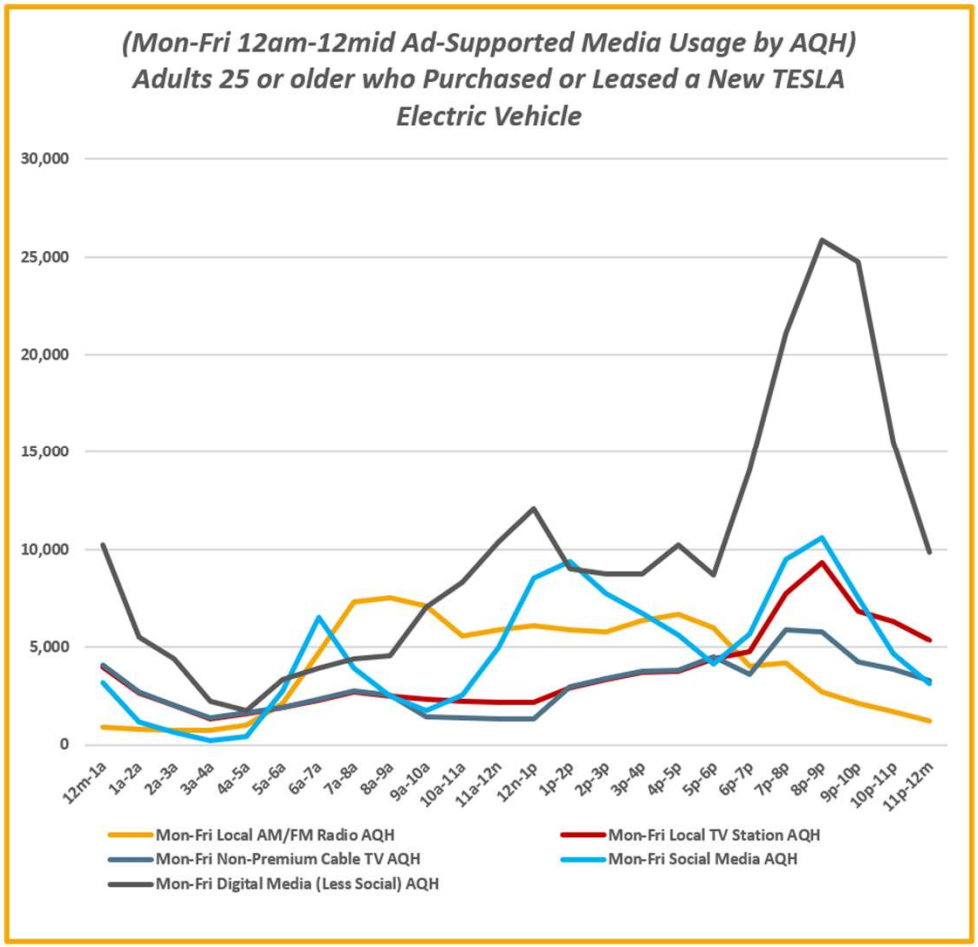
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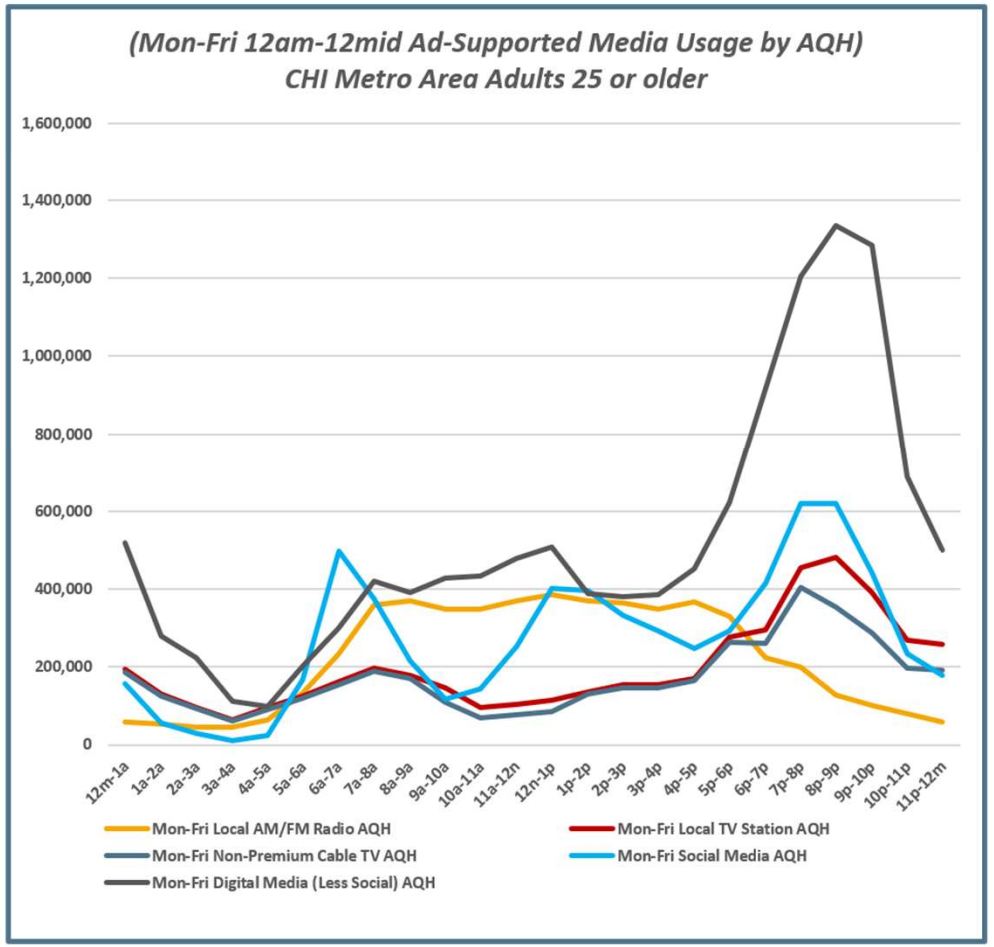
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,482; Local Radio: 6,073; Social Media: 5,394; Local TV: 3,020; Non-Prem. Cable: 2,705 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle.





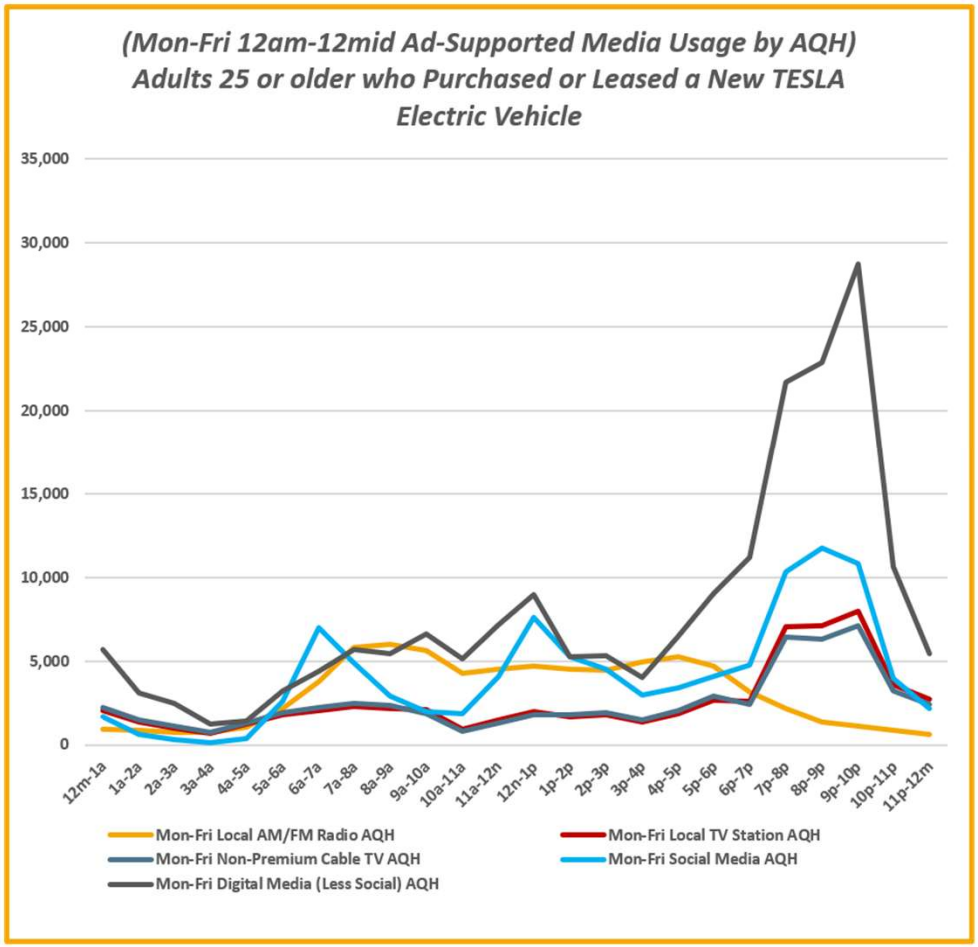
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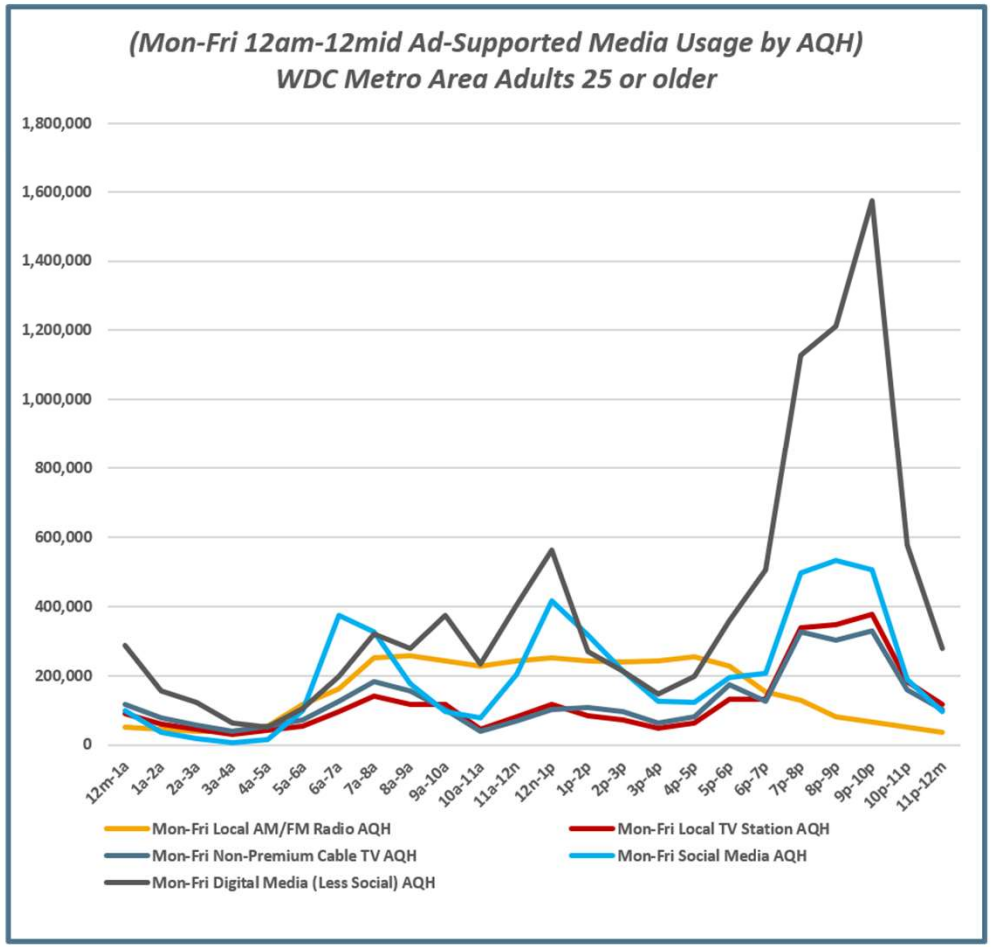
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,511; Local Radio: 4,739; Social Media: 4,247; Non-Prem. Cable: 1,946; Local TV: 1,920 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle.





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

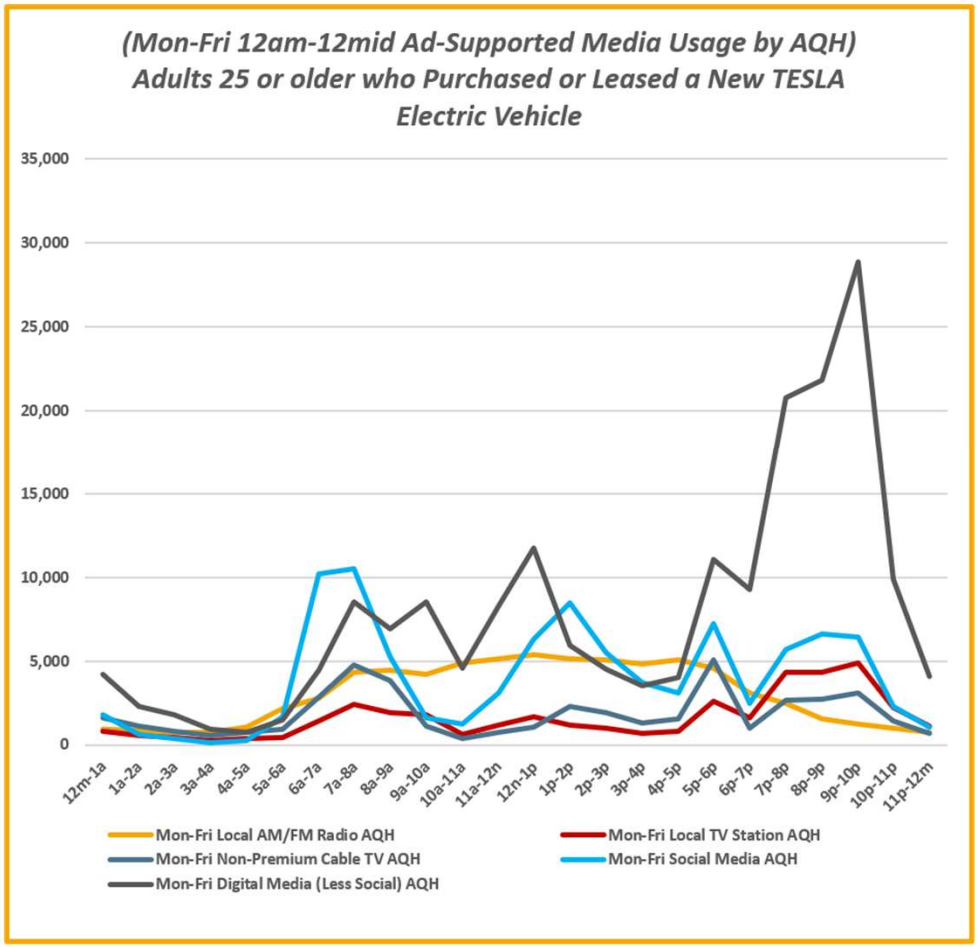
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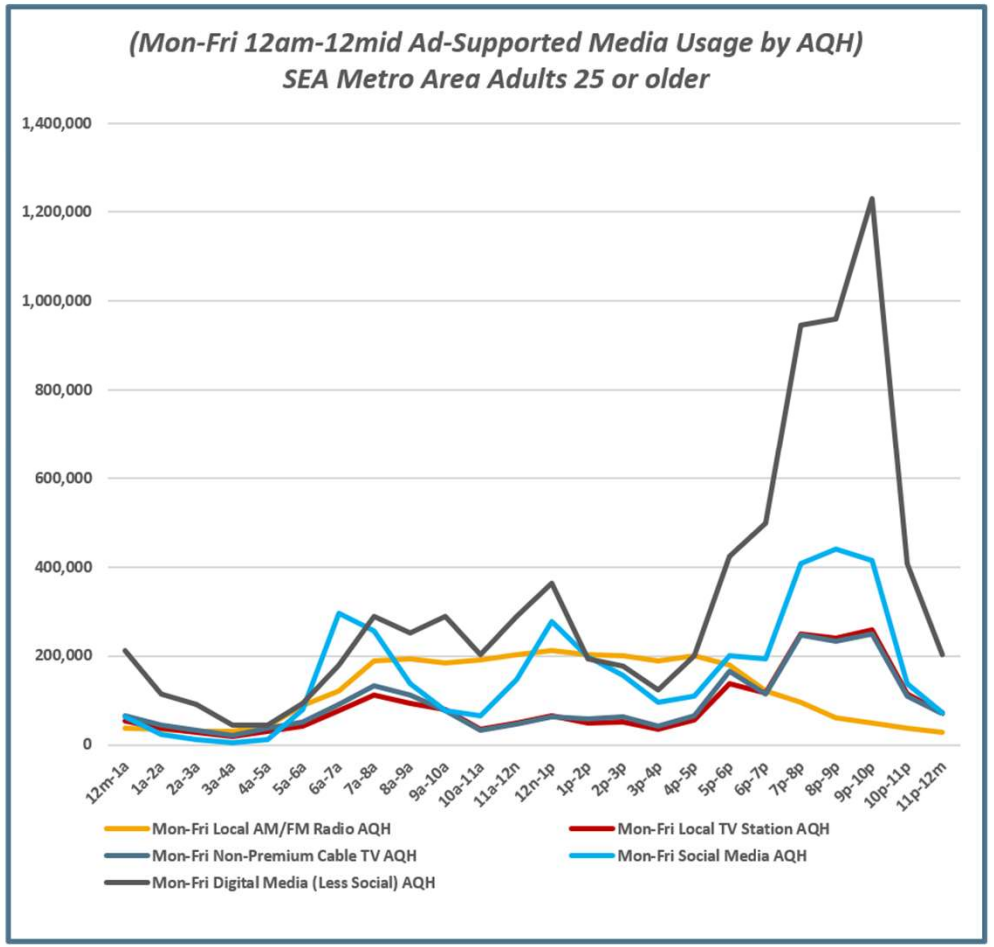
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,029; Social Media: 5,278; Local Radio: 4,543; Non-Prem. Cable: 2,145; Local TV: 1,451 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle.





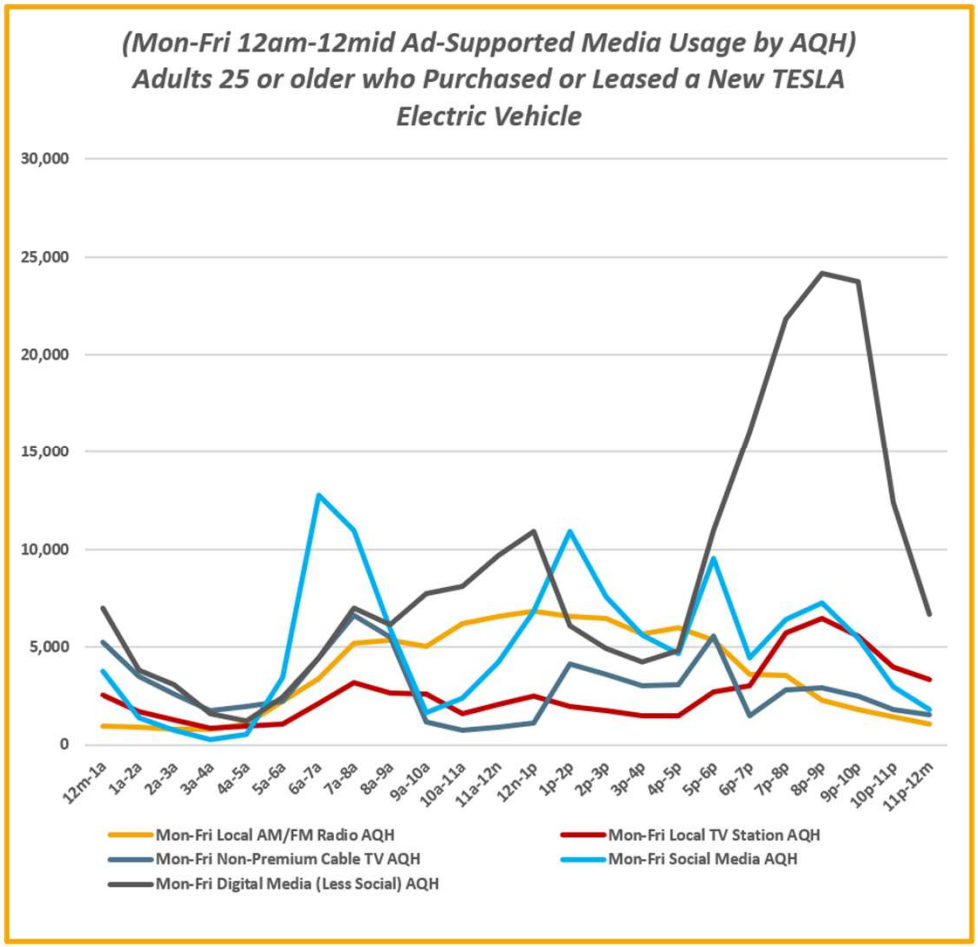
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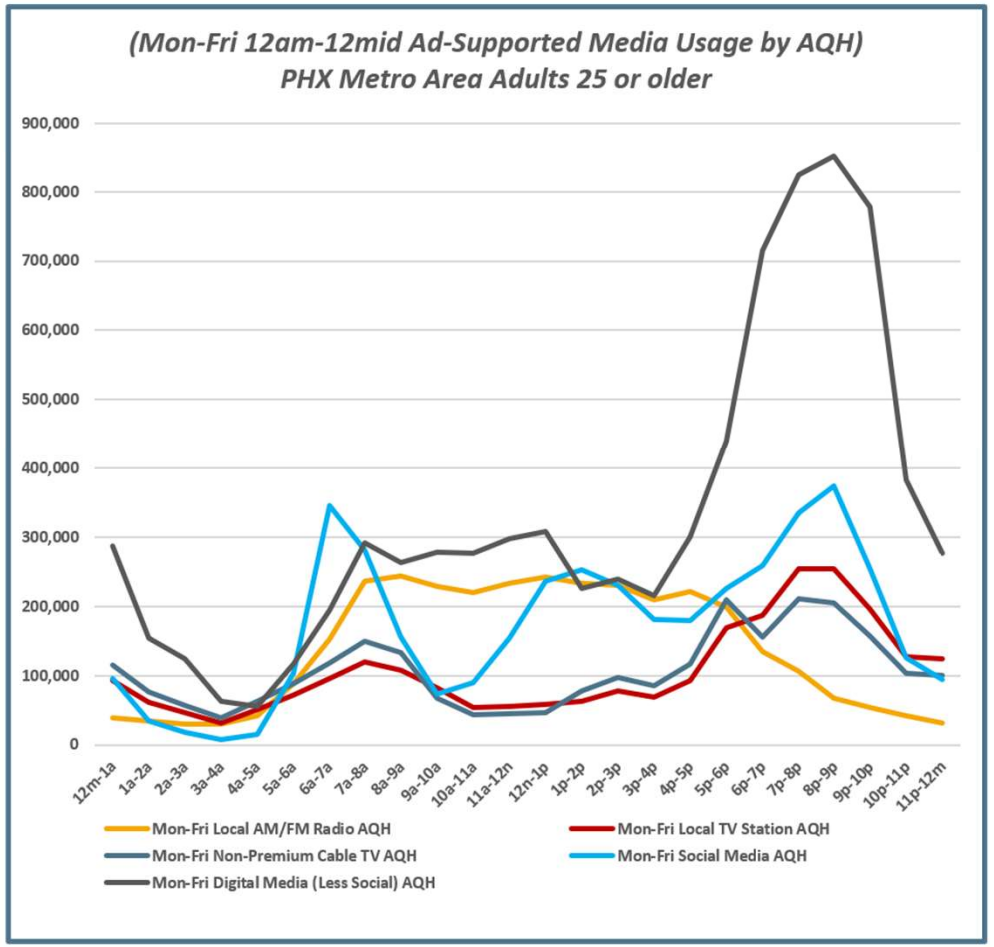
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Make of new vehicle (HHLD): TESLA



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,790; Social Media: 6,734; Local Radio: 5,564; Non-Prem. Cable: 3,192; Local TV: 2,238 reaching Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle.





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

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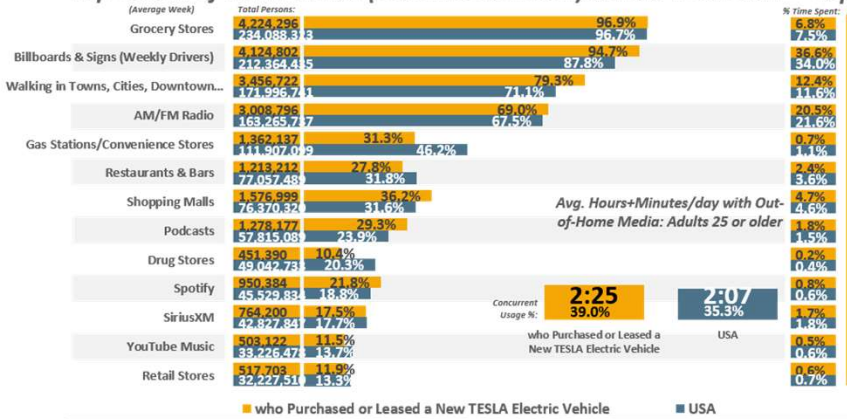
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Make of new vehicle (HHLD): TESLA

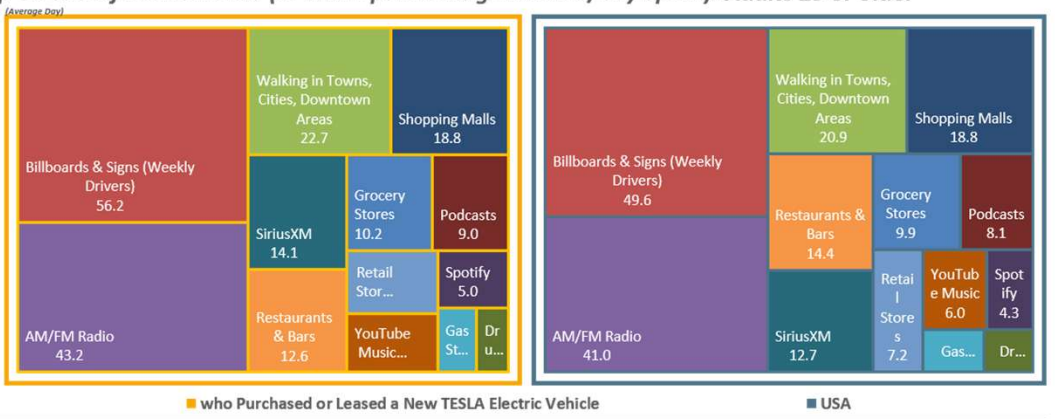


4,124,802 or 94.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/da

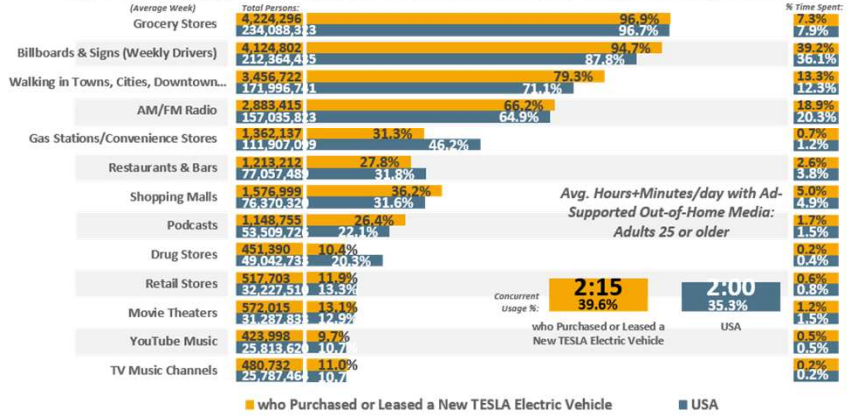
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



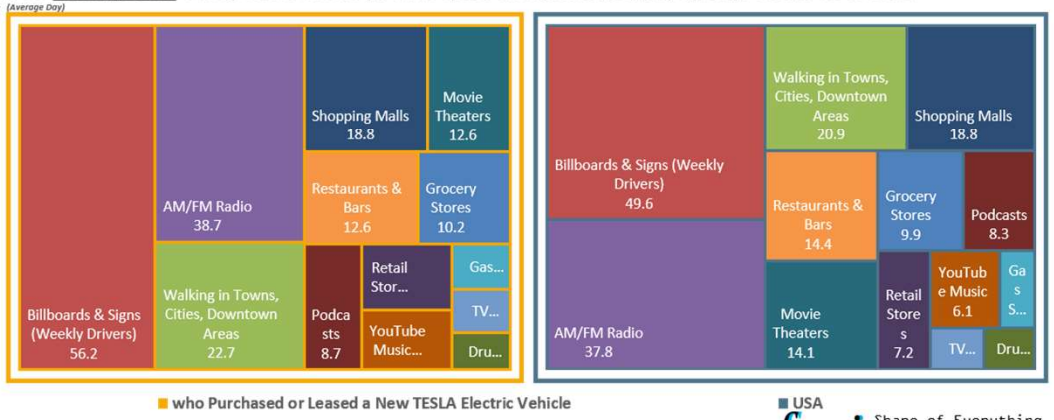
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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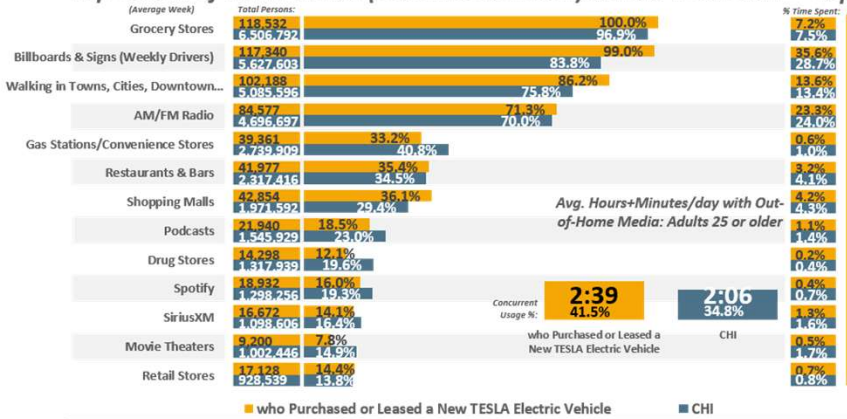
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Make of new vehicle (HHLD): TESLA

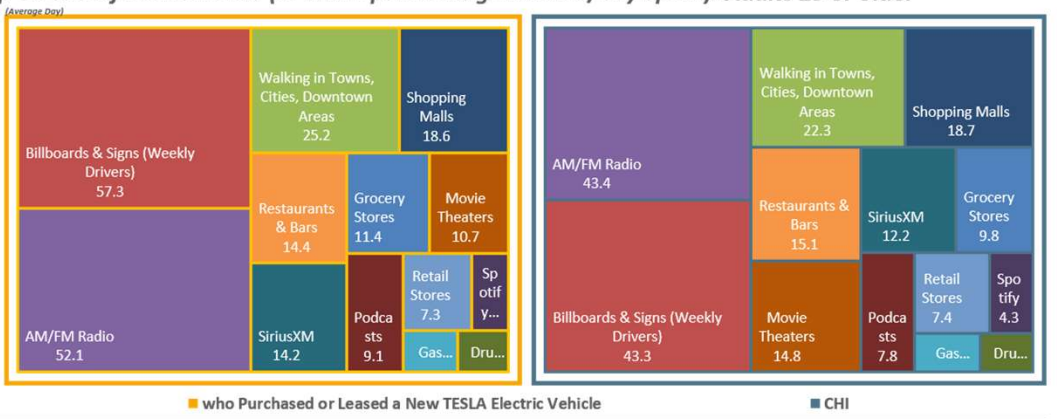


117,340 or 99.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 57.3 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 48. minutes/day.

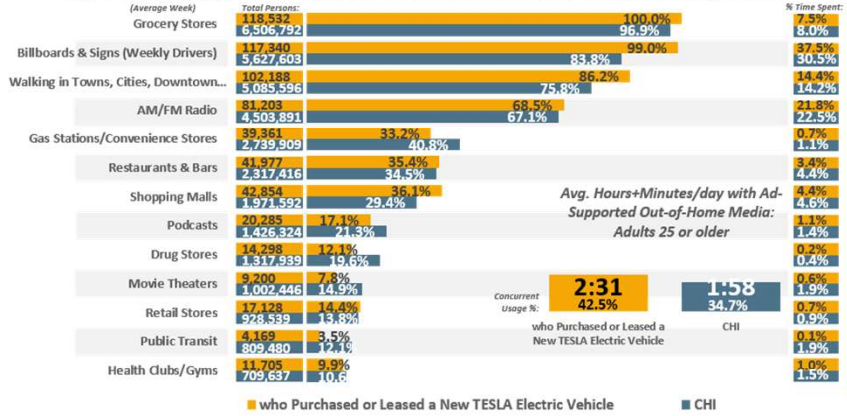
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



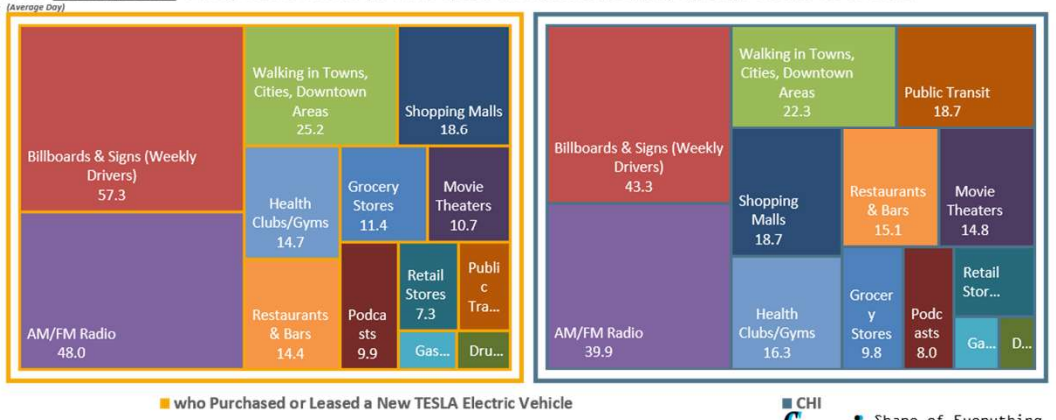
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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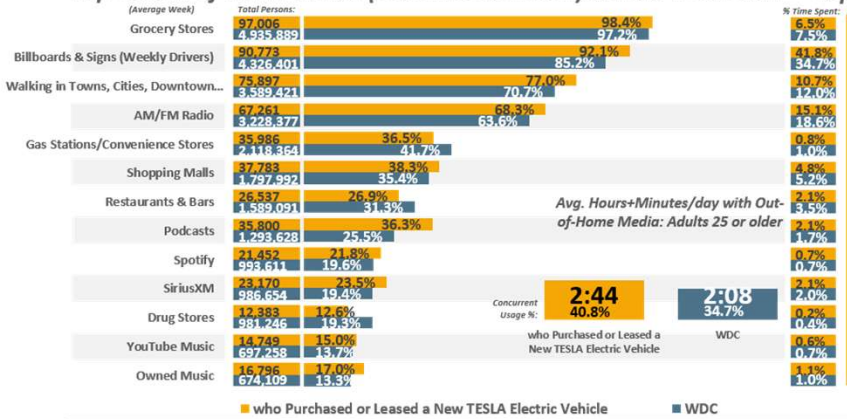
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Make of new vehicle (HHLD): TESLA

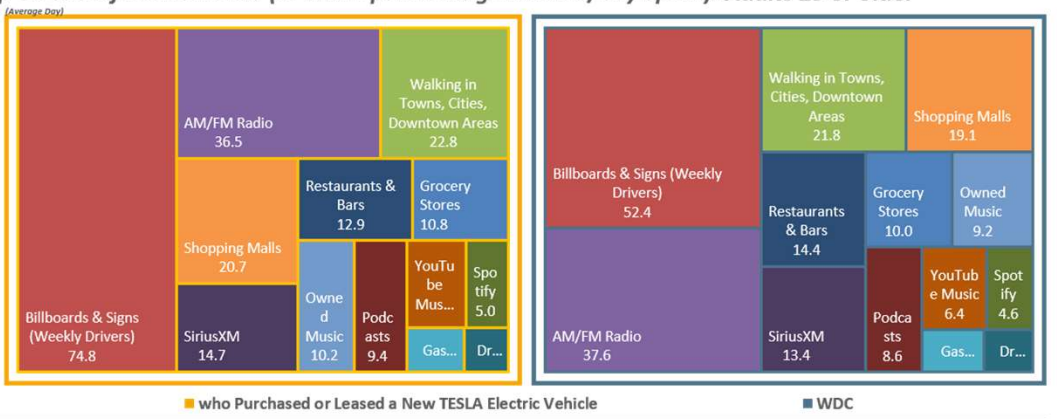


90,773 or 92.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 74.8 minutes per day driving, seeing Billboards and Signs. 63.% Listen to Local Radio Stations Out-of-Home for an average of 29. minutes/day.

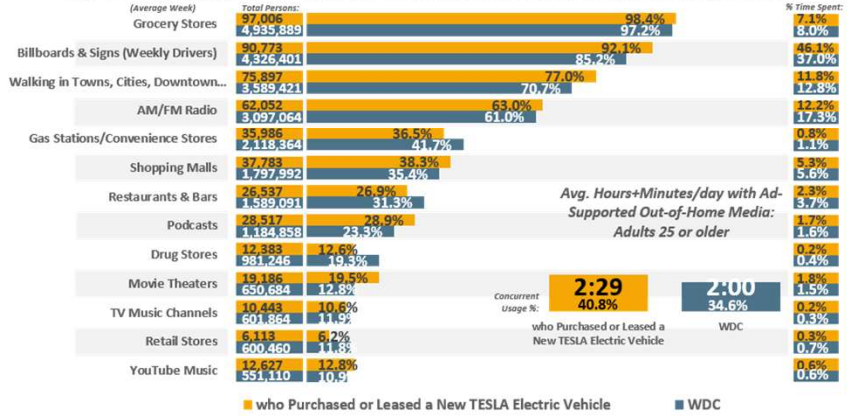
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



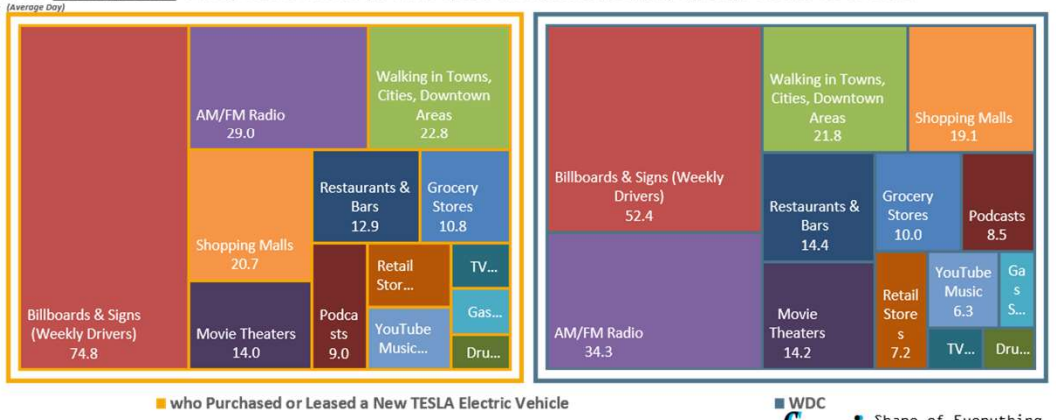
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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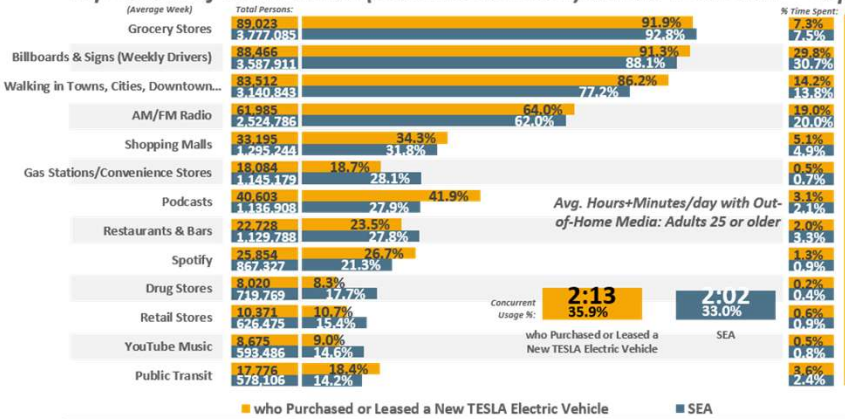
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Make of new vehicle (HHLD): TESLA

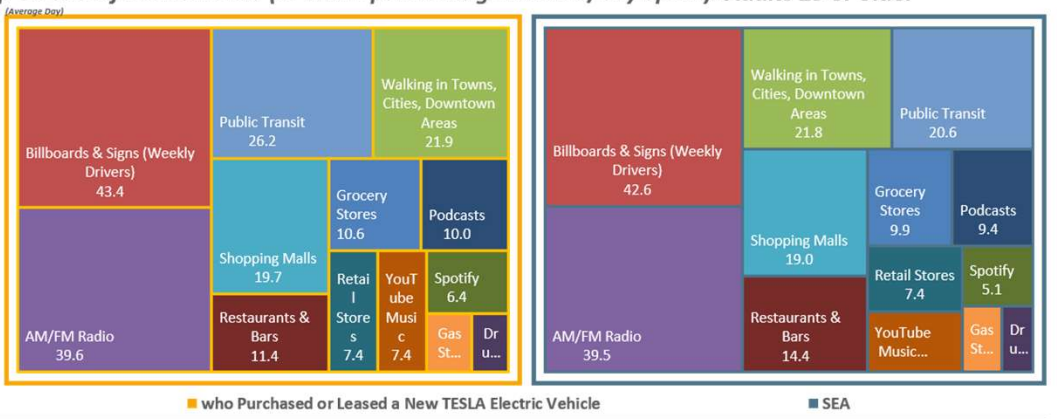


88,466 or 91.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 43.4 minutes per day driving, seeing Billboards and Signs. 62.6% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

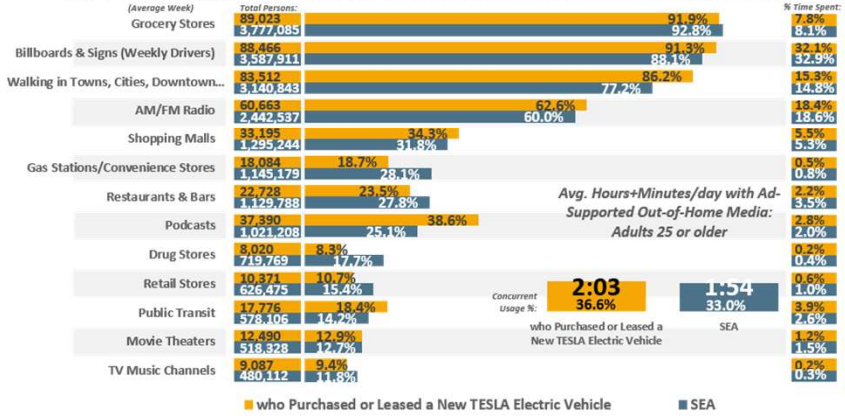
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



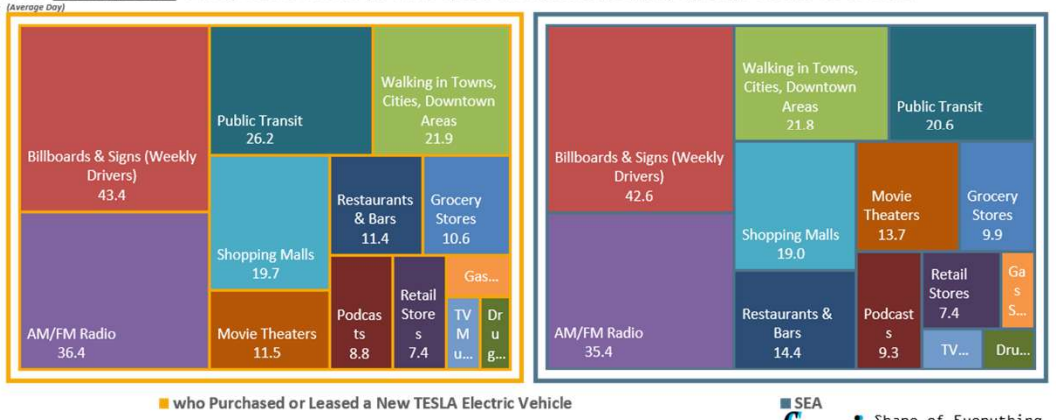
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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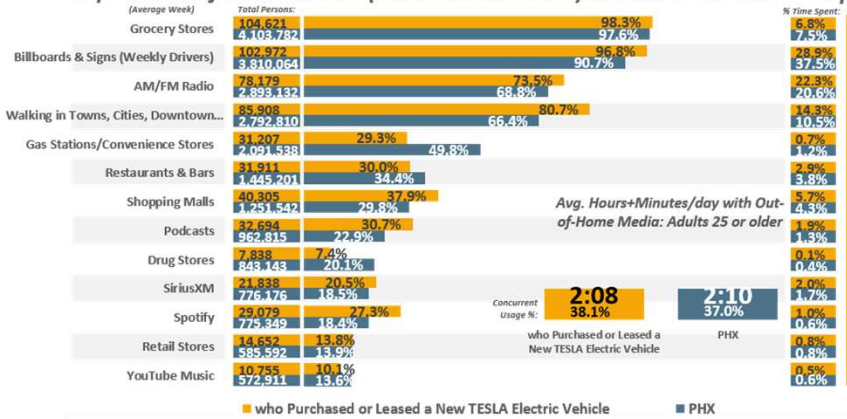
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Make of new vehicle (HHLD): TESLA

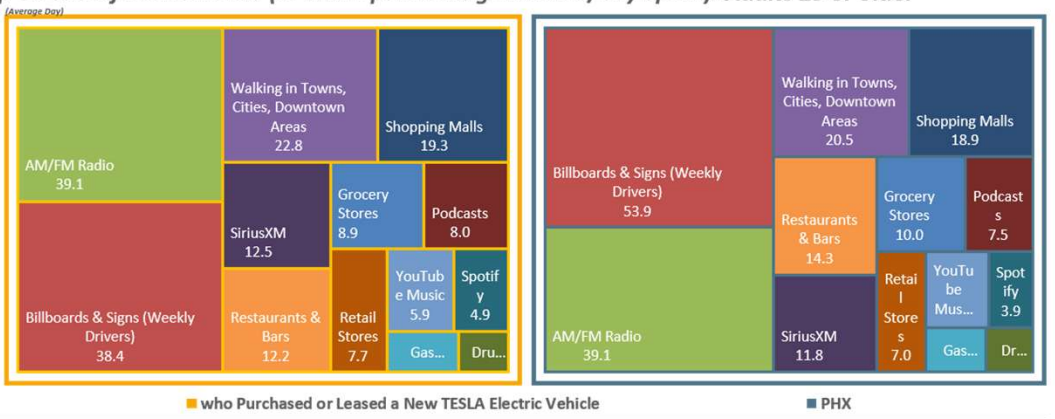


102,972 or 96.8% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 38.4 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

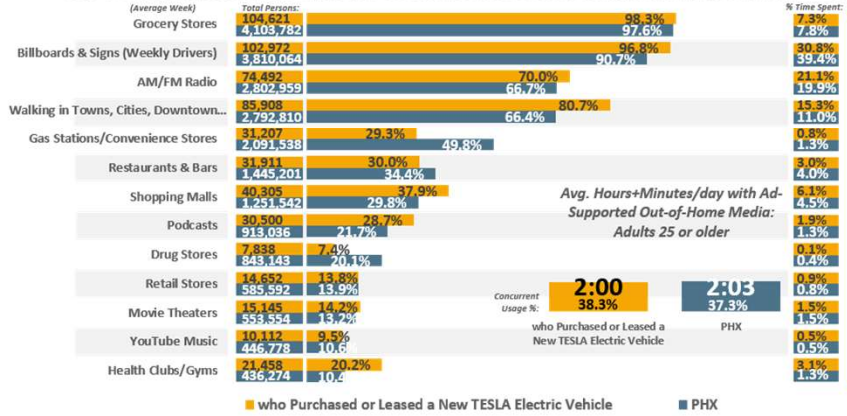
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



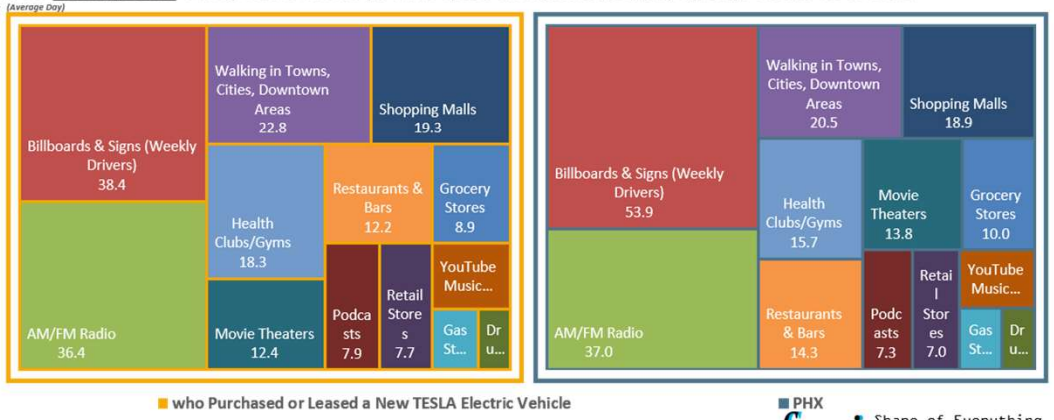
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

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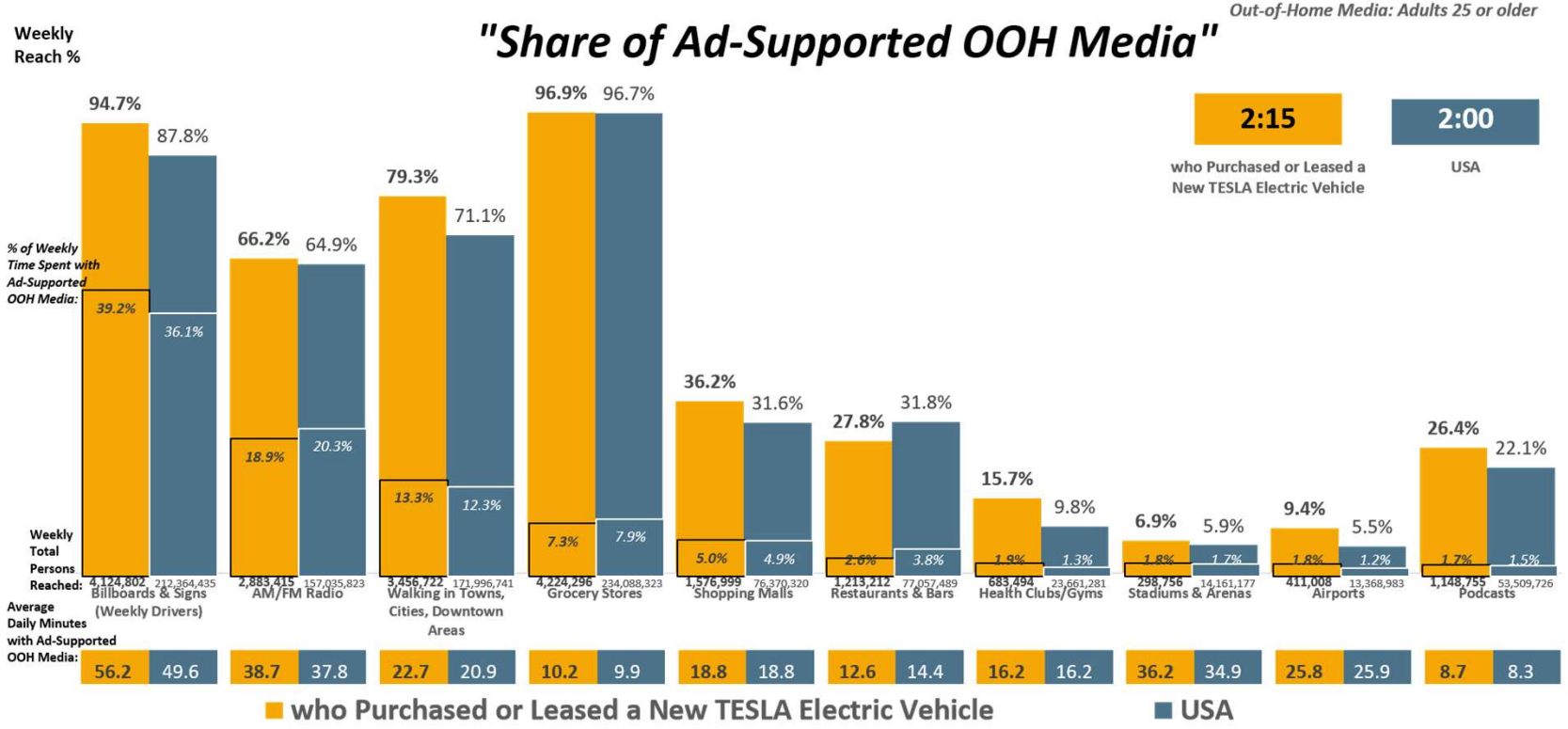
Make of new vehicle (HHLD): TESLA



4,124,802 or 94.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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Scarborough R2 2025-26: Feb24-Jul26 USA Projection

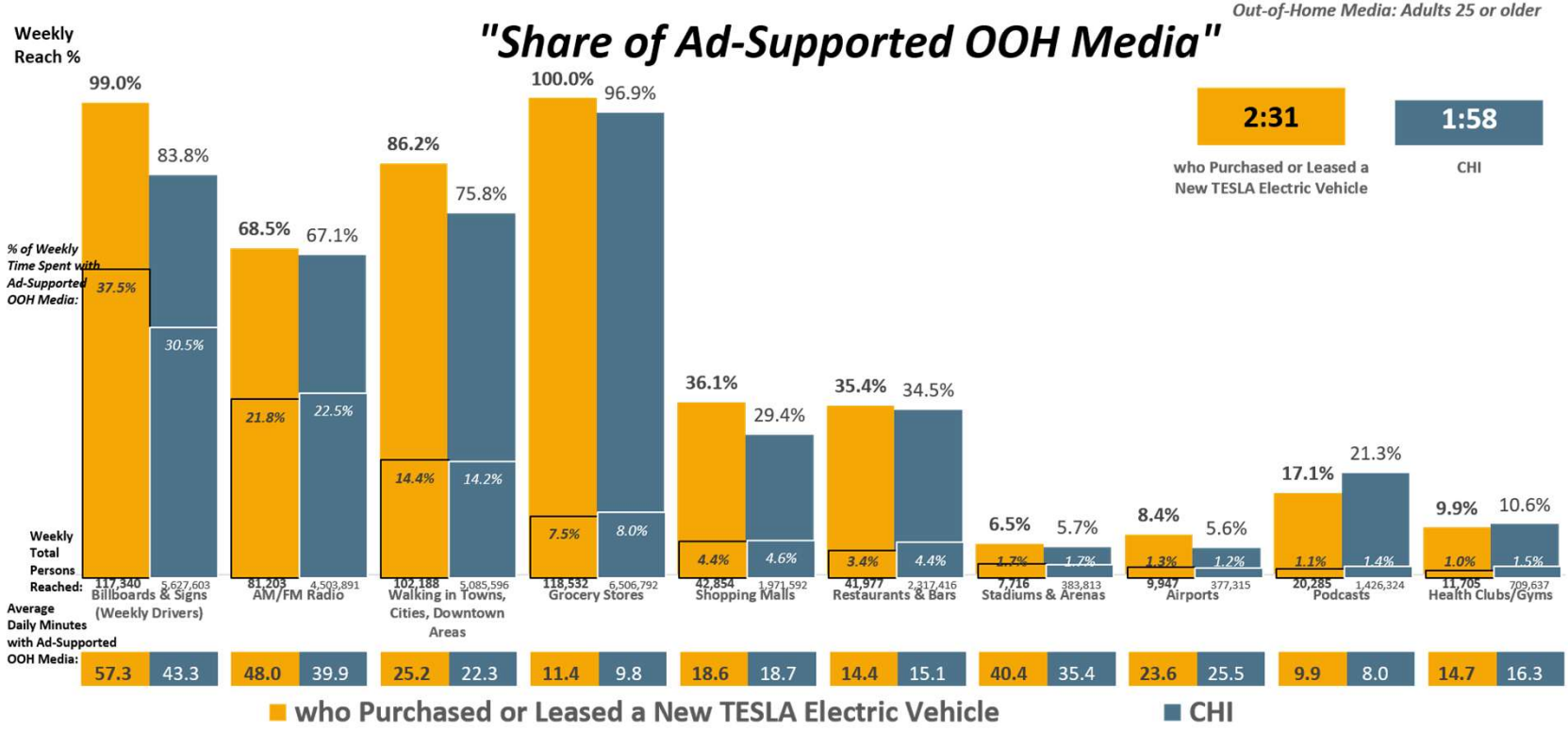
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Make of new vehicle (HHLD): TESLA



117,340 or 99.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 57.3 minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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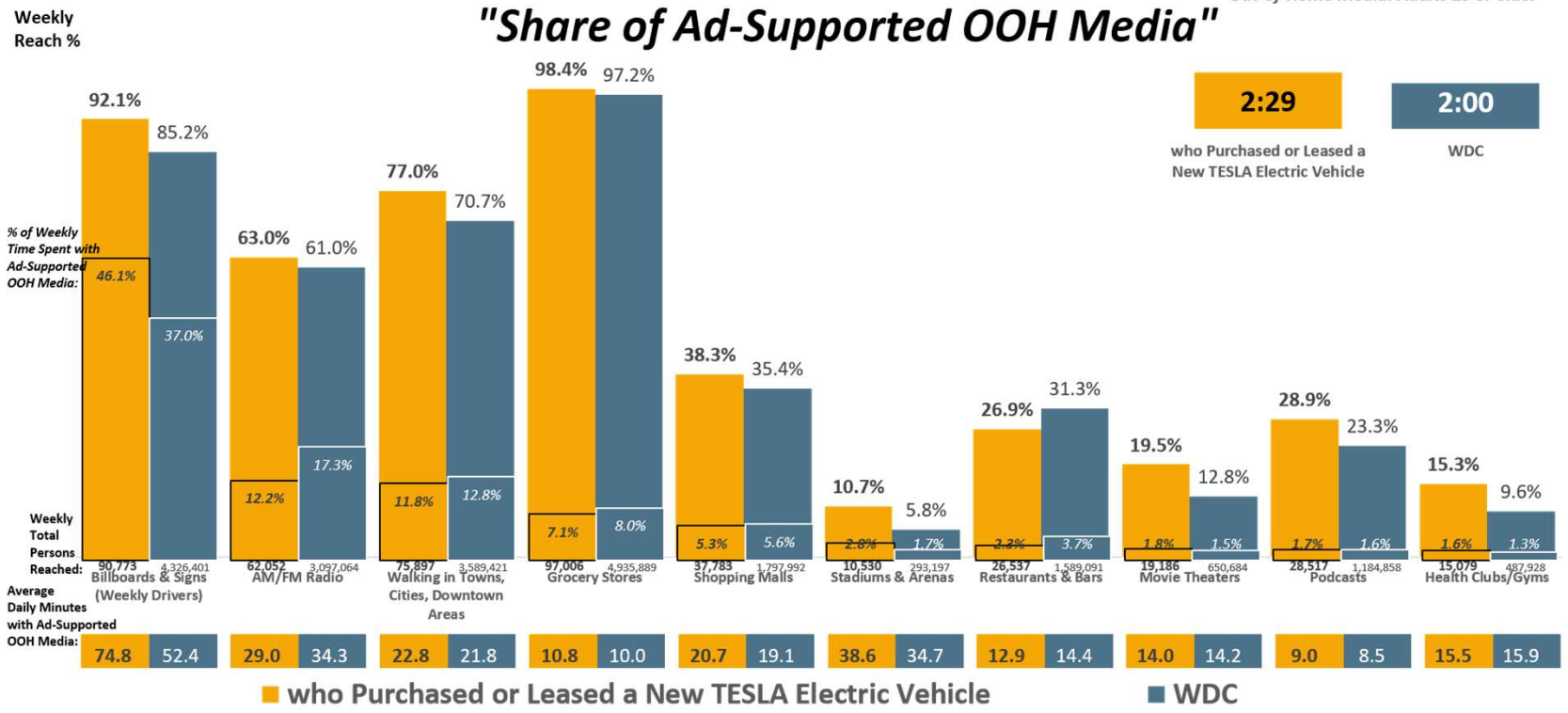
Make of new vehicle (HHLD): TESLA



90,773 or 92.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 74.8 minutes per day driving, seeing Billboards and Signs representing 46.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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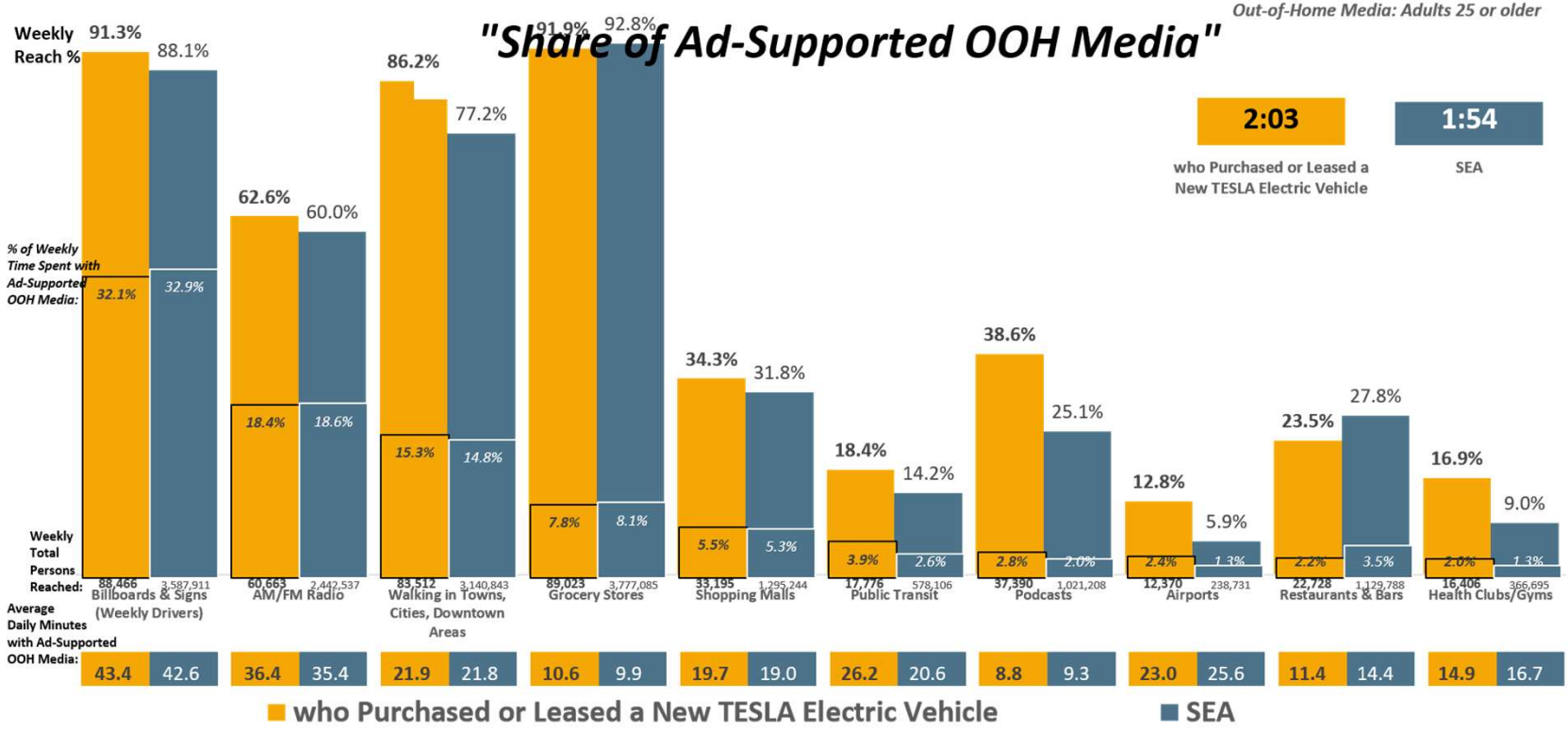
Make of new vehicle (HHLD): TESLA



88,466 or 91.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 43.4 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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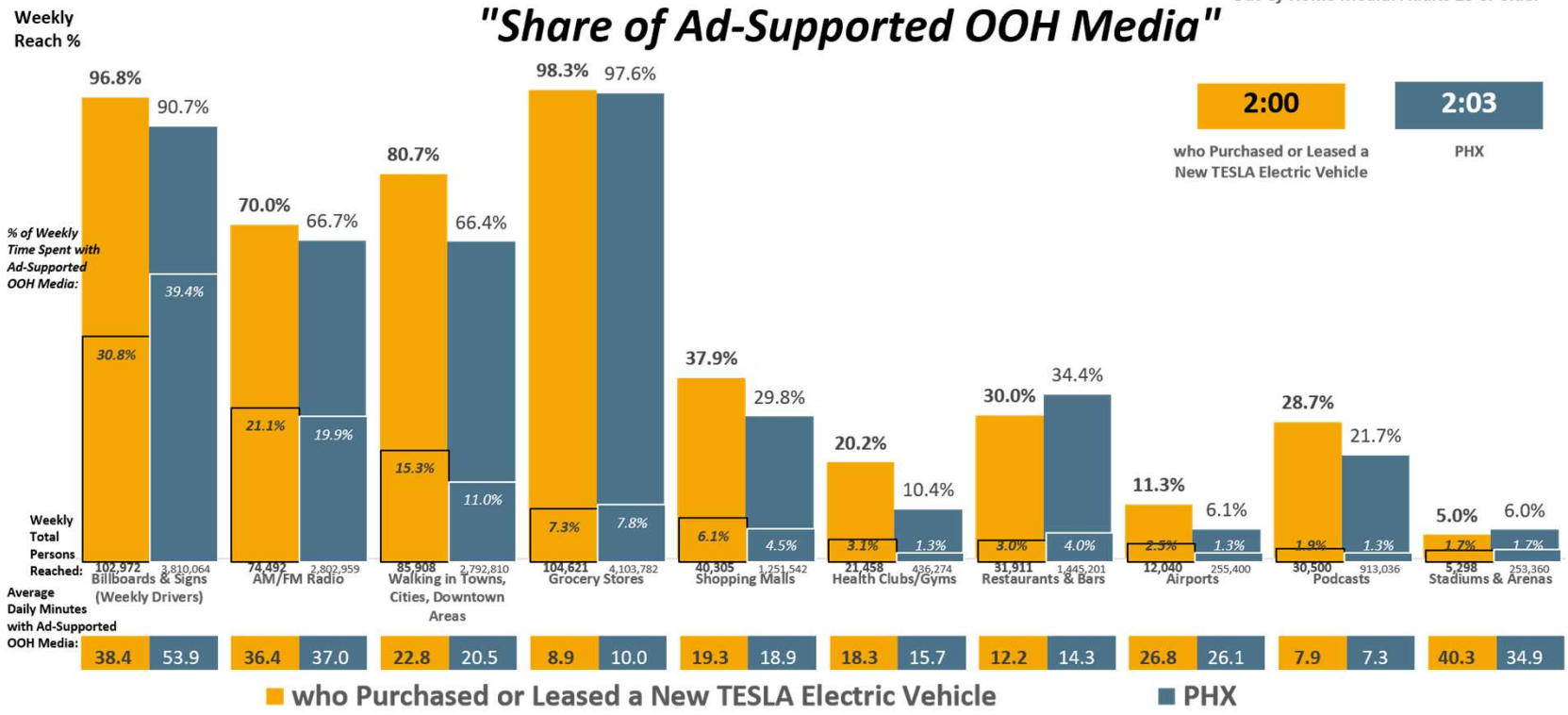
Make of new vehicle (HHLD): TESLA



102,972 or 96.8% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 38.4 minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,445

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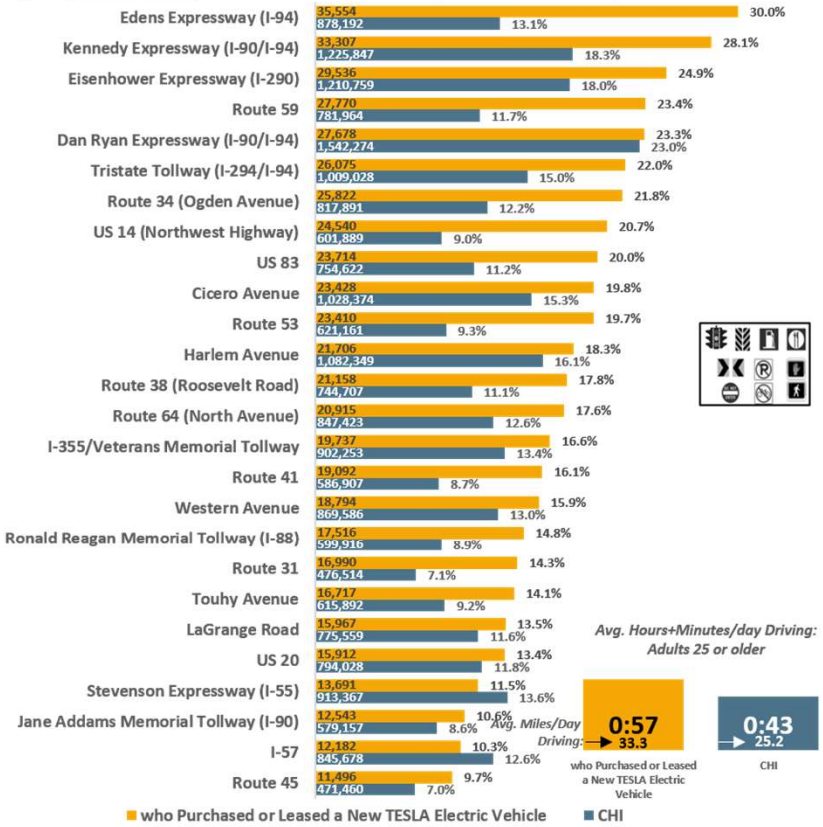
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Make of new vehicle (HHLD): TESLA

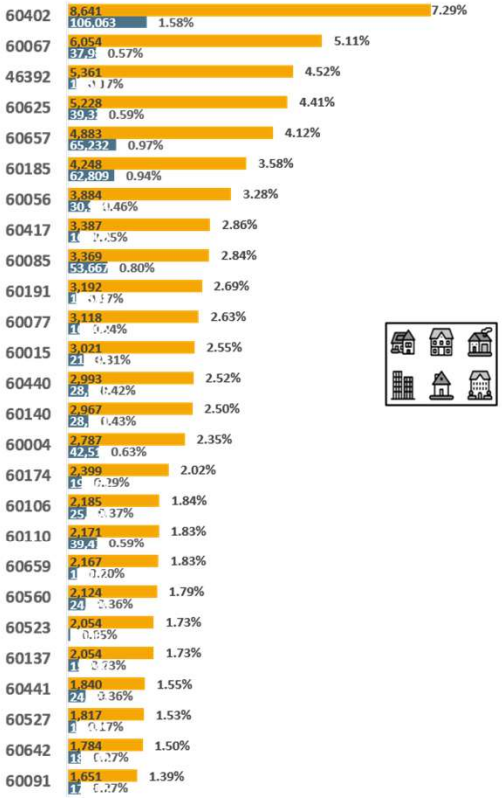


117,340 or 99.% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 57.3 minutes per day driving an average of 33.3 miles each day and are 130.8% more likely to use US 14 (Northwest Highway) than the Metro averag

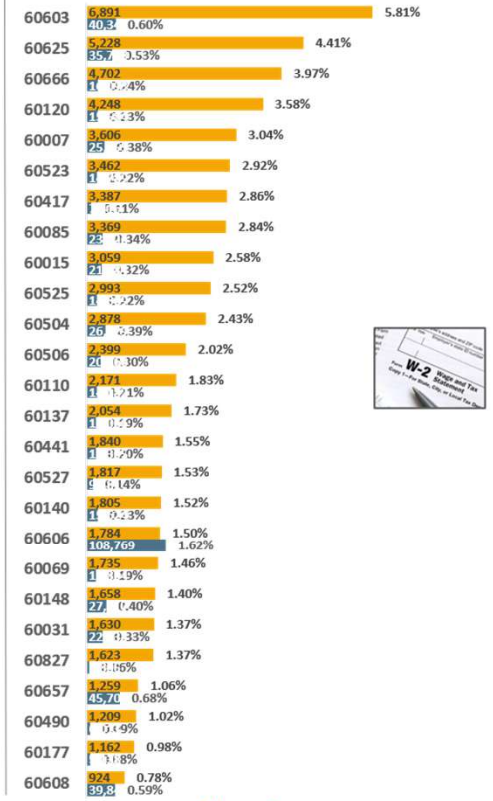
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

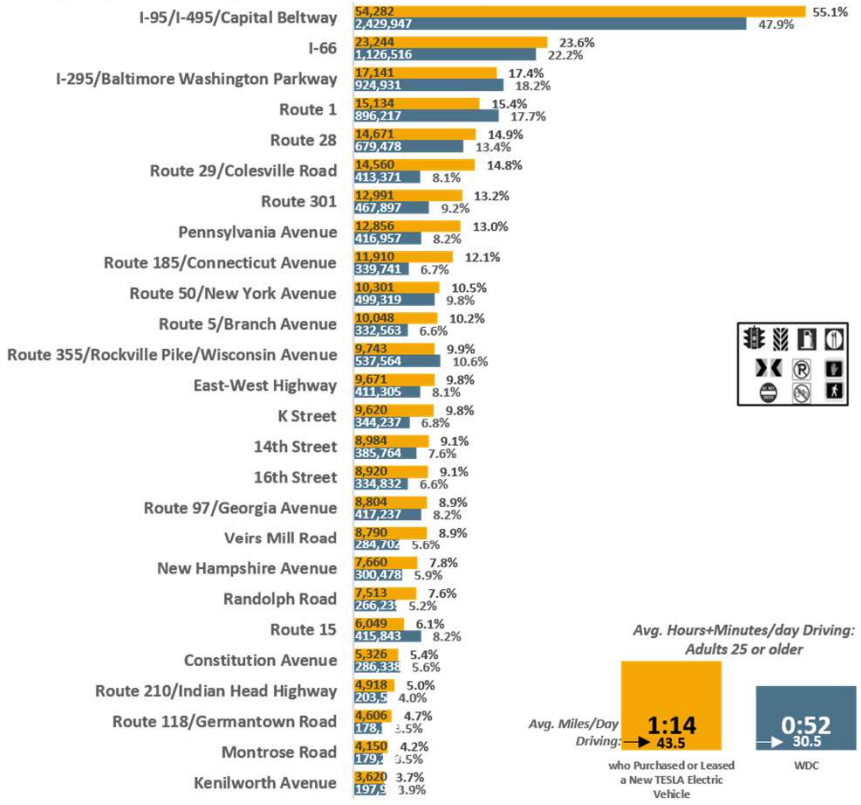
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Make of new vehicle (HHLD): TESLA



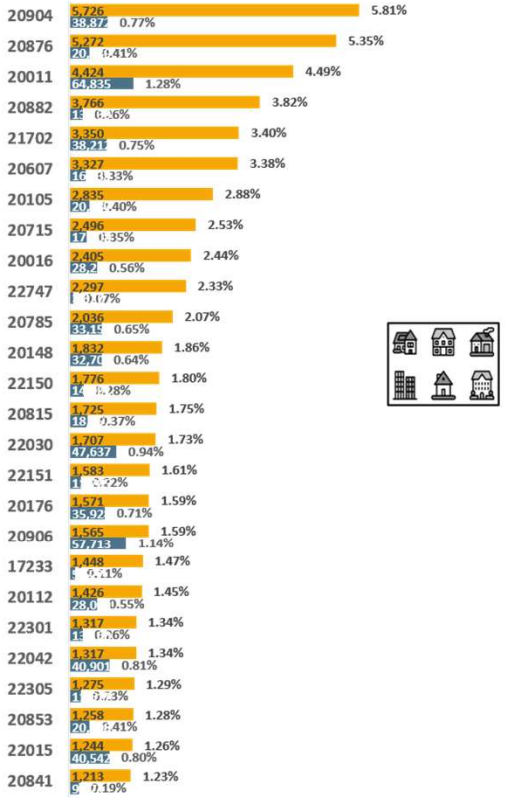
90,773 or 92.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 74.8 minutes per day driving an average of 43.5 miles each day and are 81.4% more likely to use Route 29/Colesville Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older

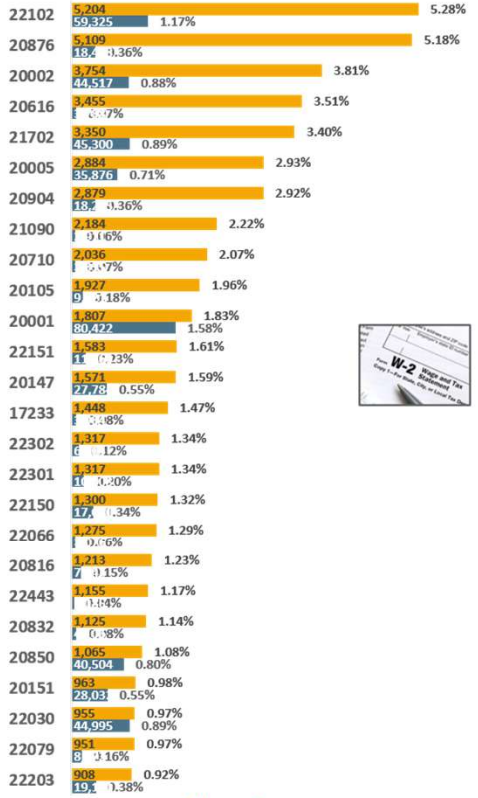


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

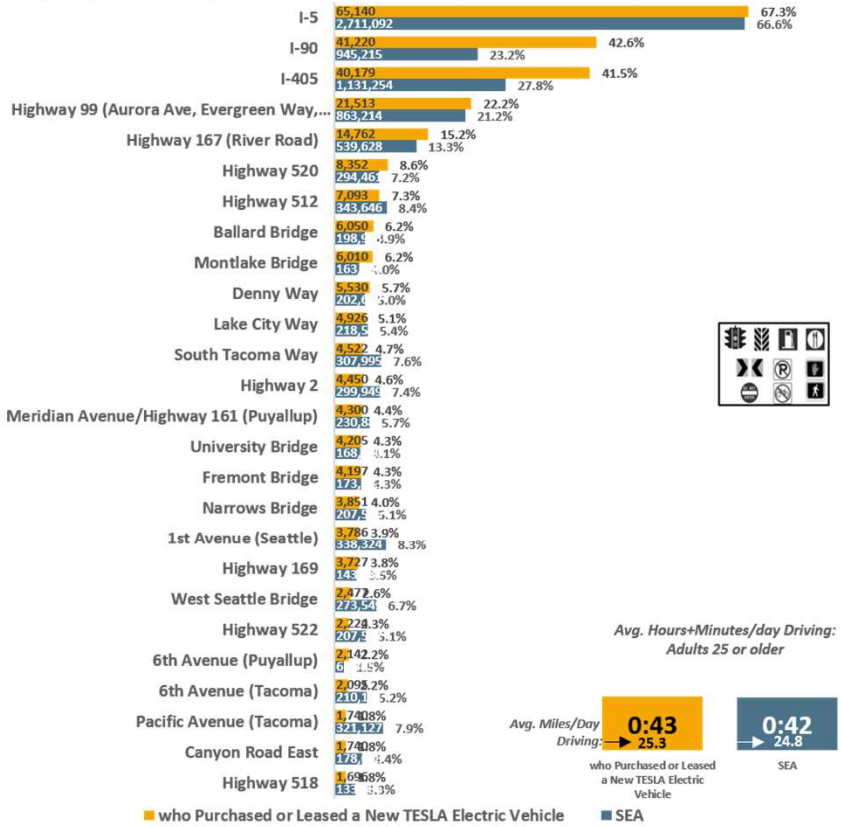
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Make of new vehicle (HHLD): TESLA



88,466 or 91.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 43.4 minutes per day driving an average of 25.3 miles each day and are 83.3% more likely to use I-90 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



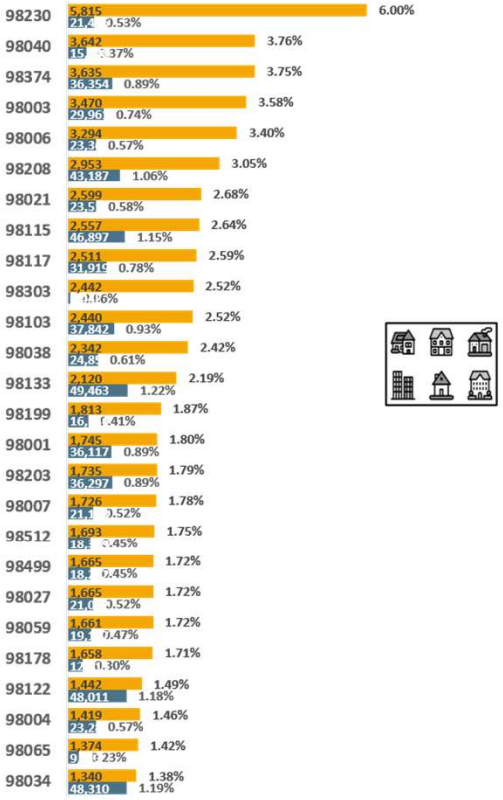
Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving:

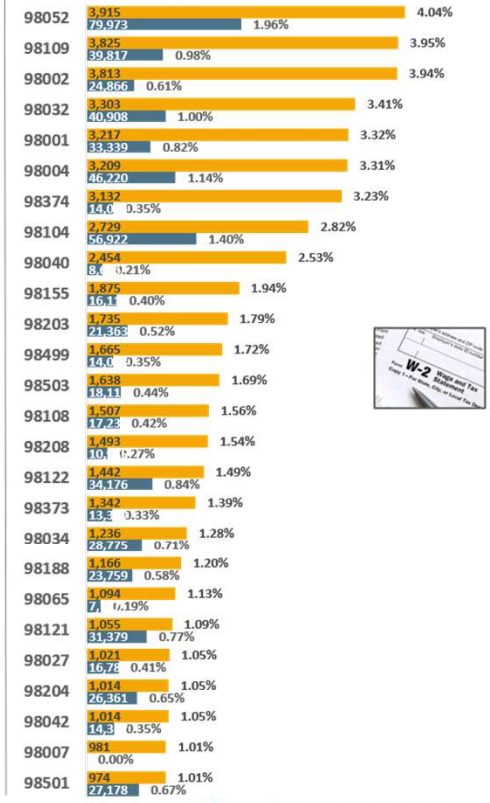
0:43 → 25.3 who Purchased or Leased a New TESLA Electric Vehicle

0:42 → 24.8 SEA

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

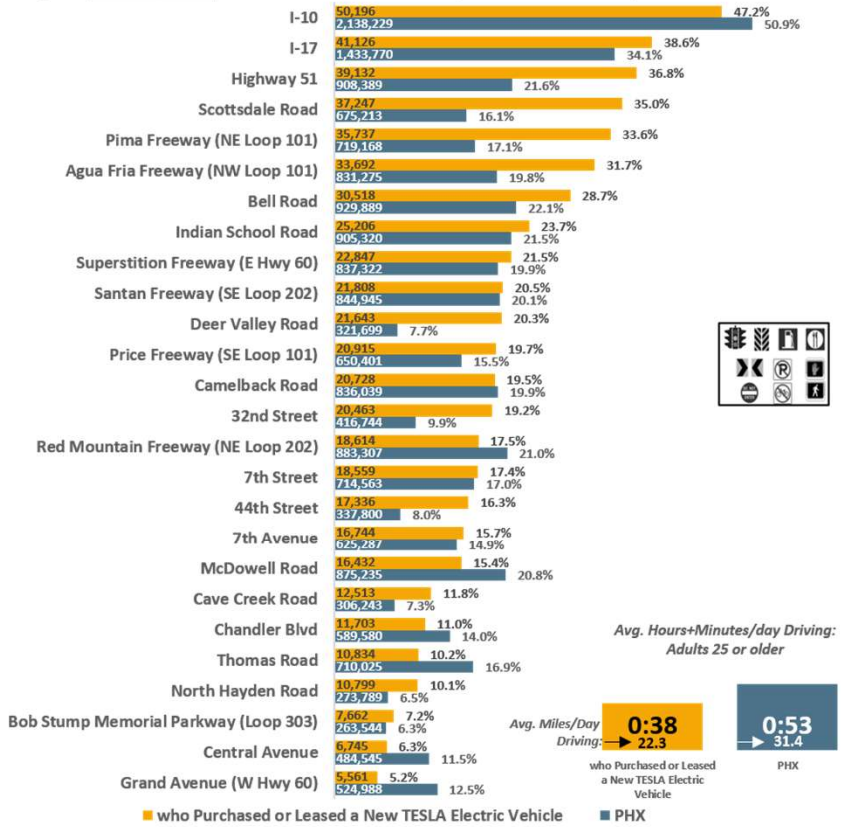
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Make of new vehicle (HHLD): TESLA

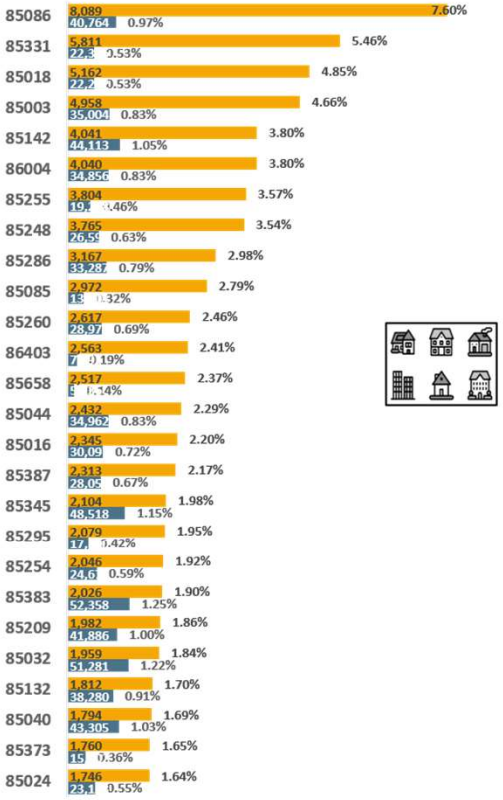


102,972 or 96.8% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle spend an average of 38.4 minutes per day driving an average of 22.3 miles each day and are 165.7% more likely to use Deer Valley Road than the Metro average.

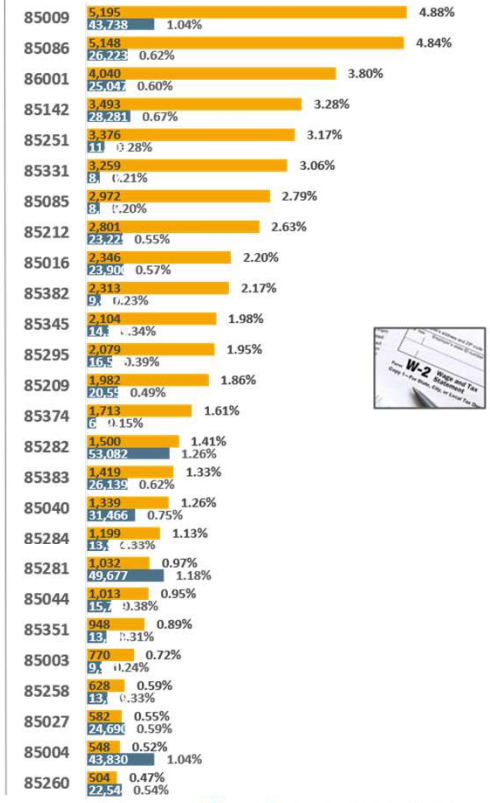
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



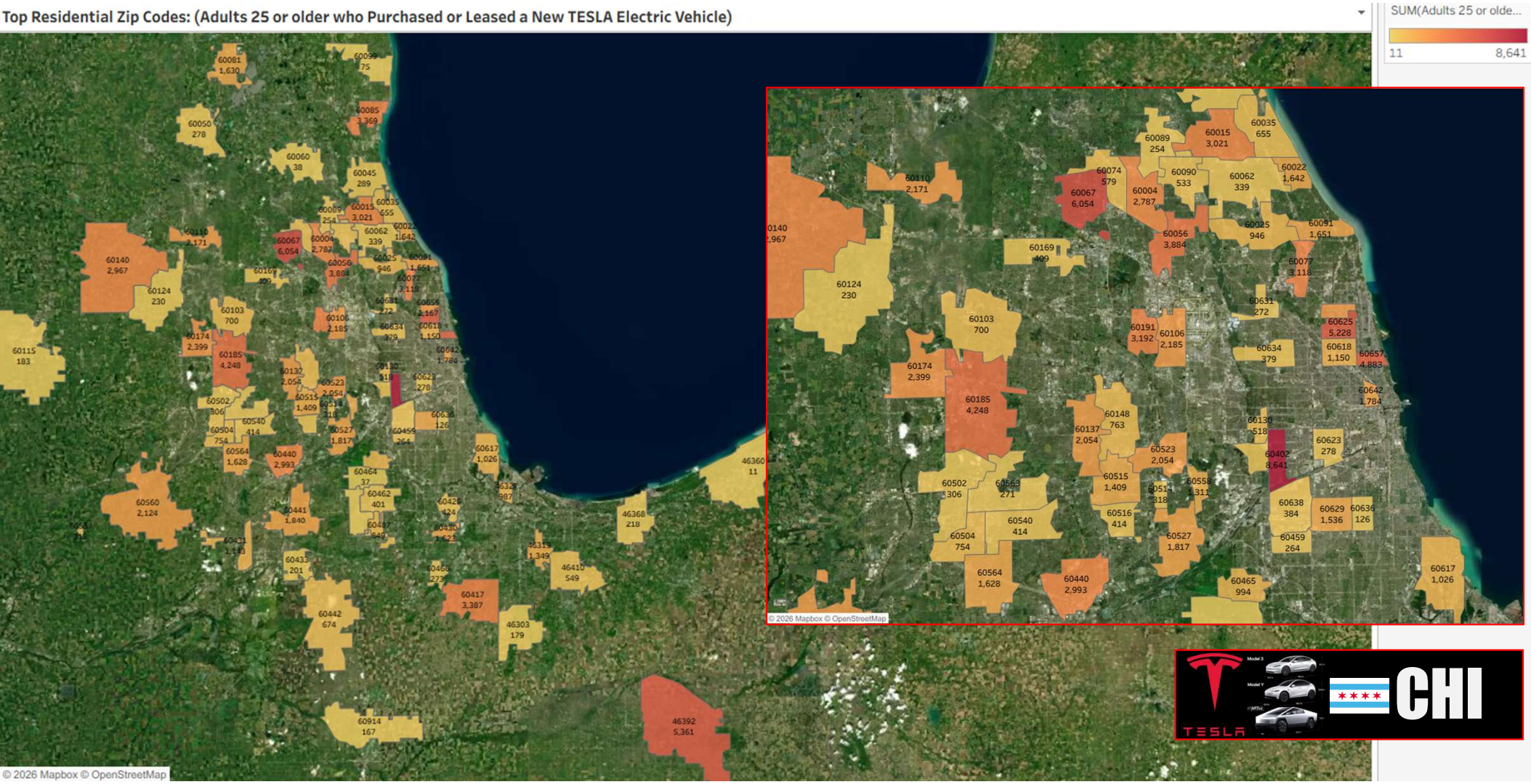
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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

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Make of new vehicle (HHLD): TESLA

Top Residential Zip Codes: (Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle)



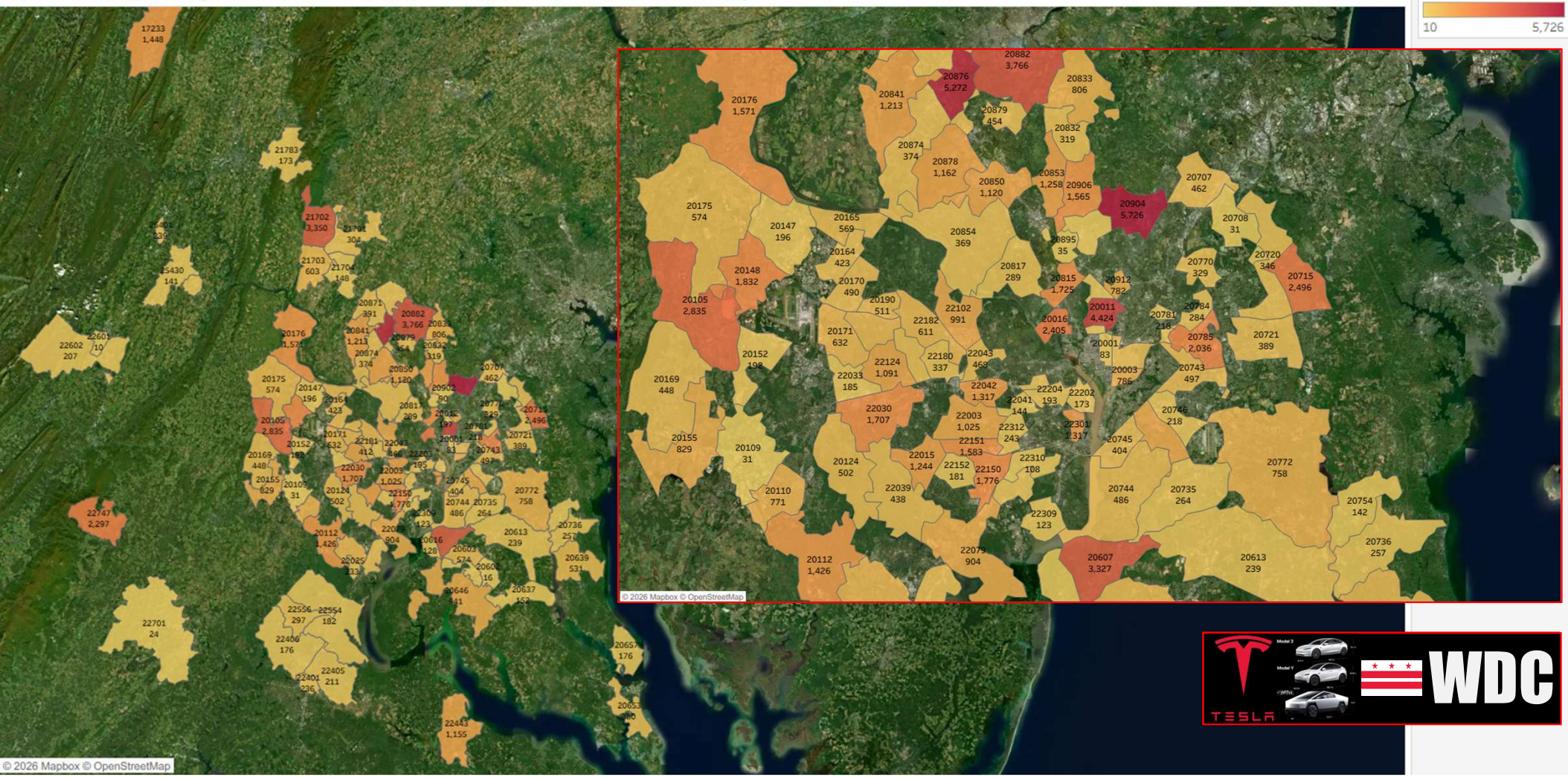
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

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Make of new vehicle (HHLD): TESLA

Top Residential Zip Codes: (Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle)



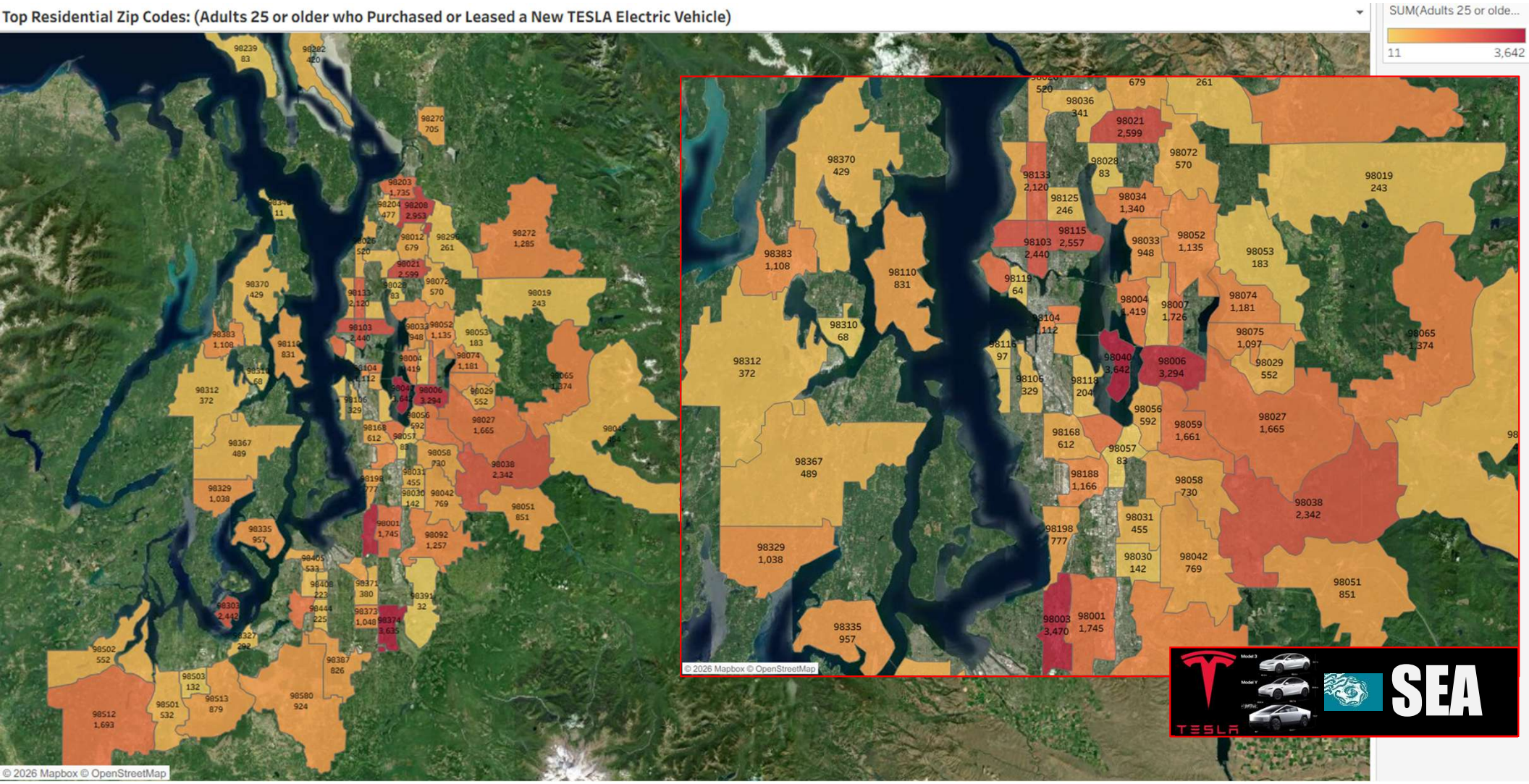
WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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Make of new vehicle (HHLD): TESLA

Top Residential Zip Codes: (Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle)



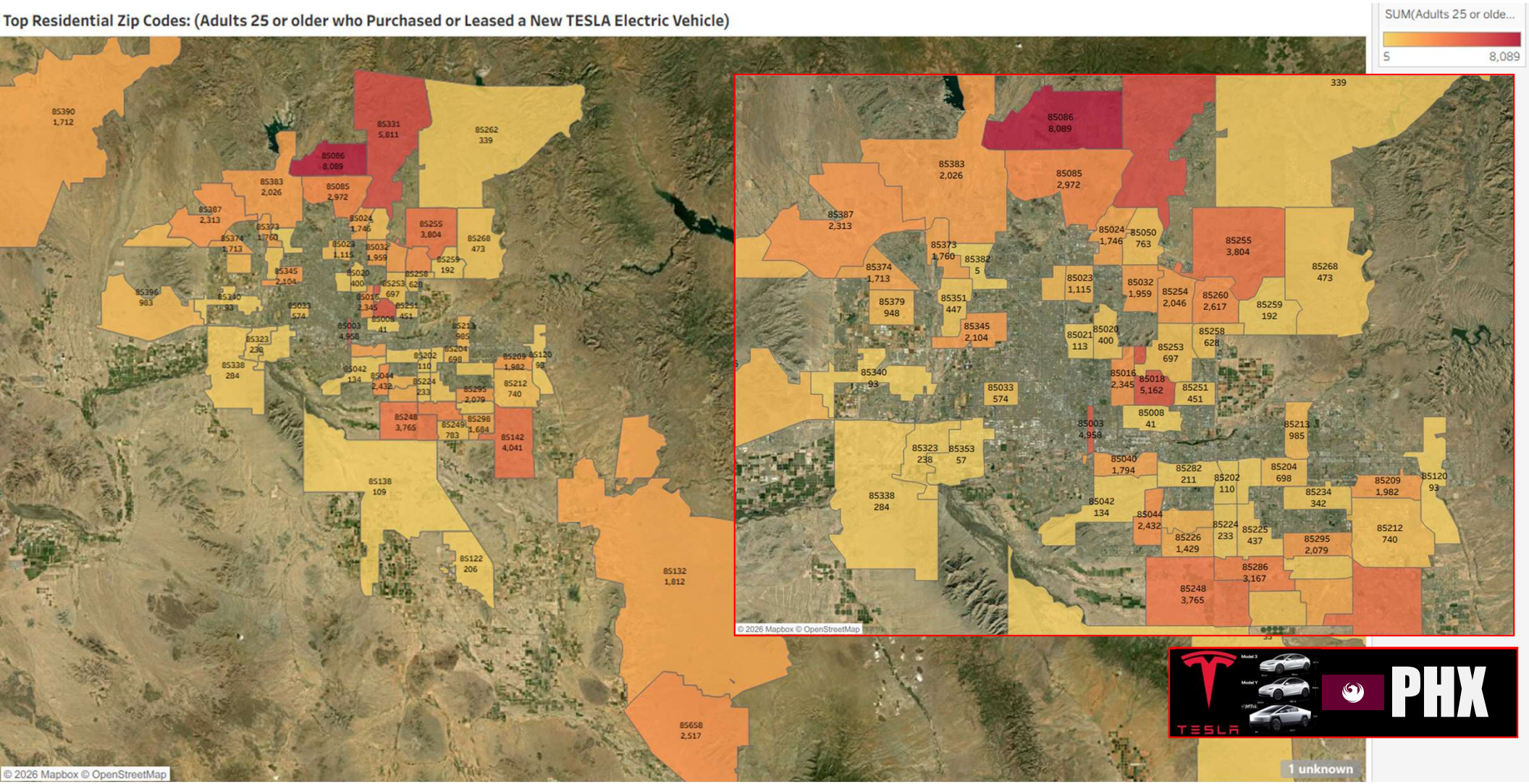
SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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Make of new vehicle (HHLD): TESLA

Top Residential Zip Codes: (Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle)



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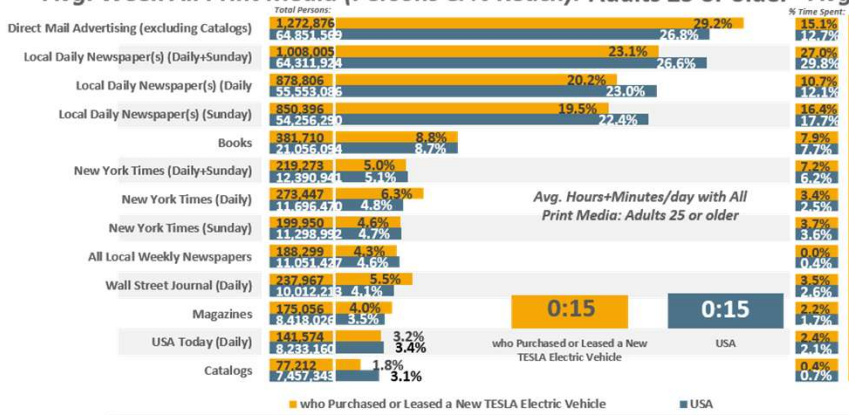
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Make of new vehicle (HHLD): TESLA

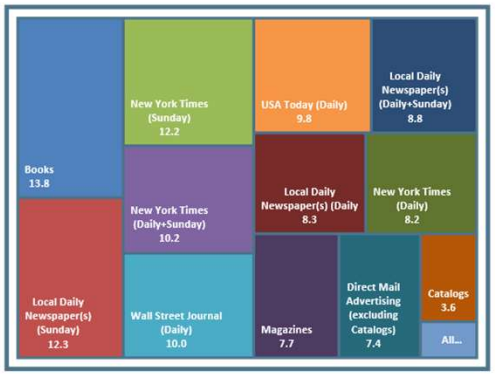


1,008,005 or 23.1% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



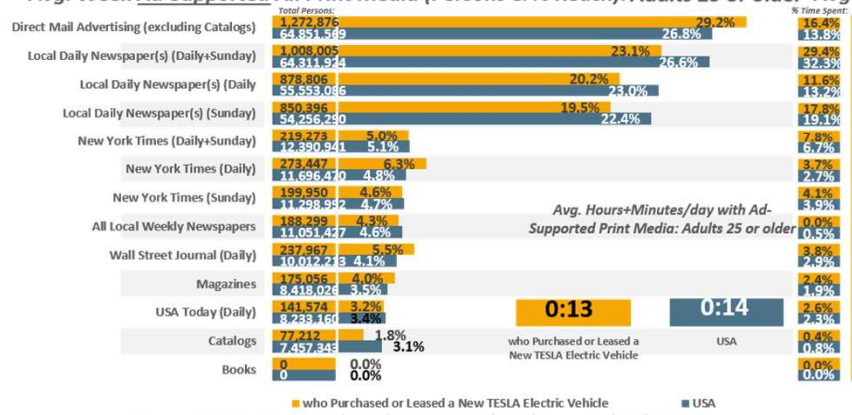




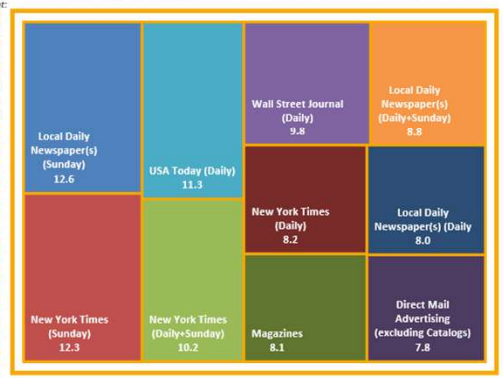
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

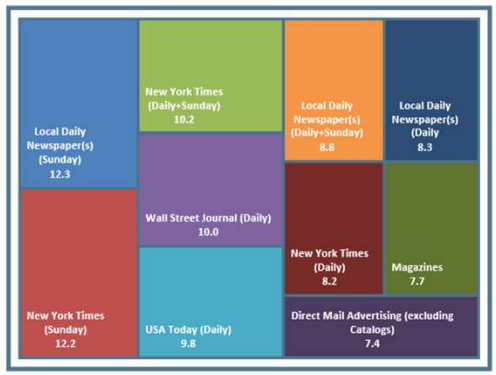
who Purchased or Leased a New TESLA Electric Vehicle ■ USA

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





who Purchased or Leased a New TESLA Electric Vehicle ■ USA

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 833

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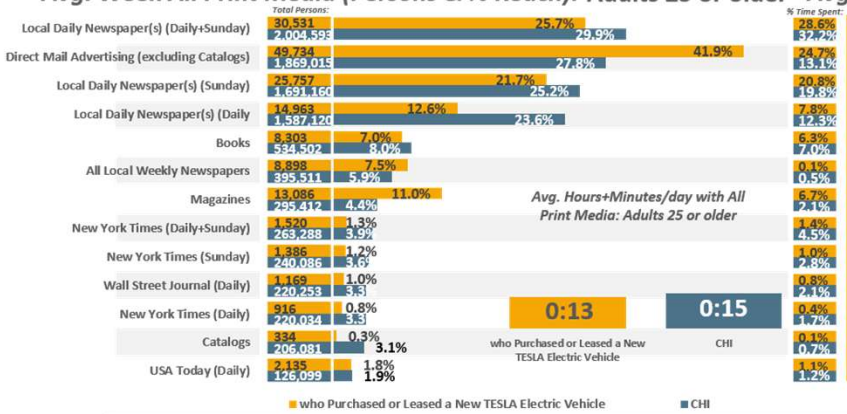
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Make of new vehicle (HHLD): TESLA



30,531 or 25.7% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

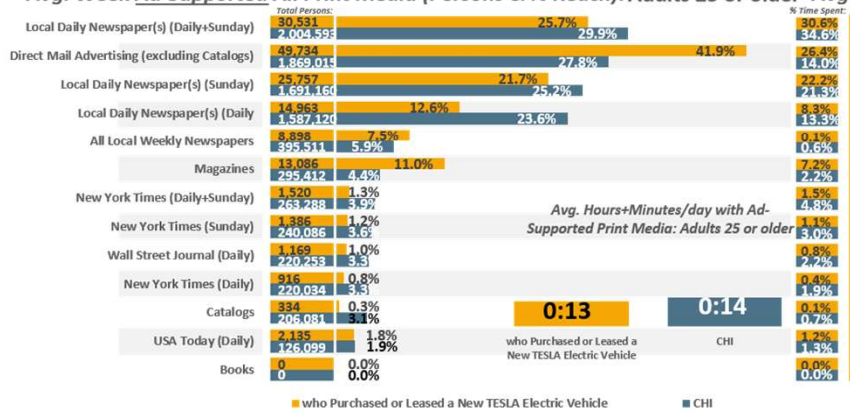
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



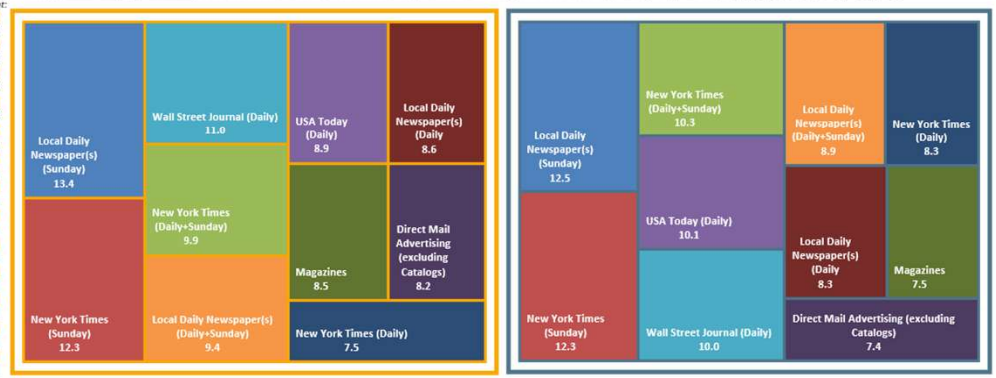
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 105

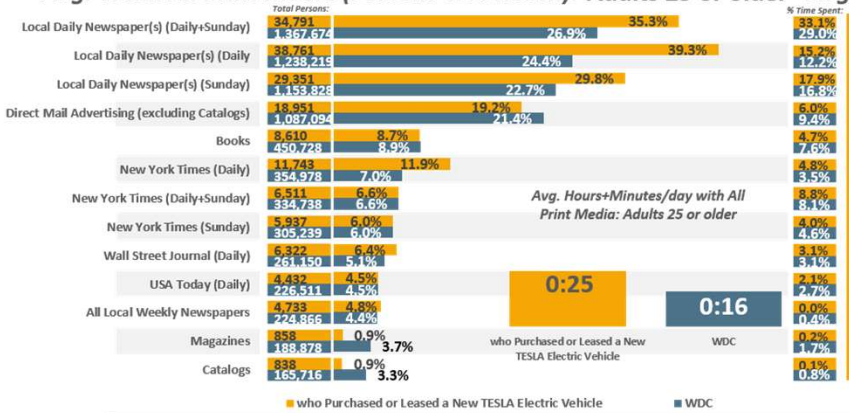
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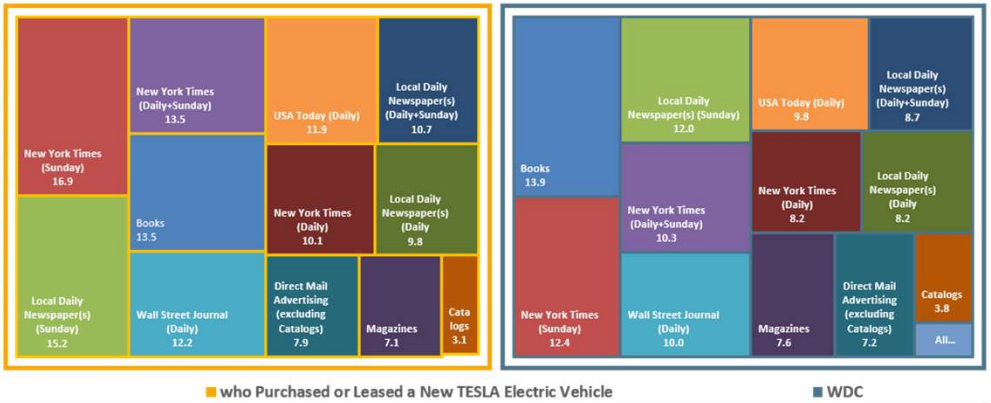
Make of new vehicle (HHLD): TESLA

34,791 or 35.3% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

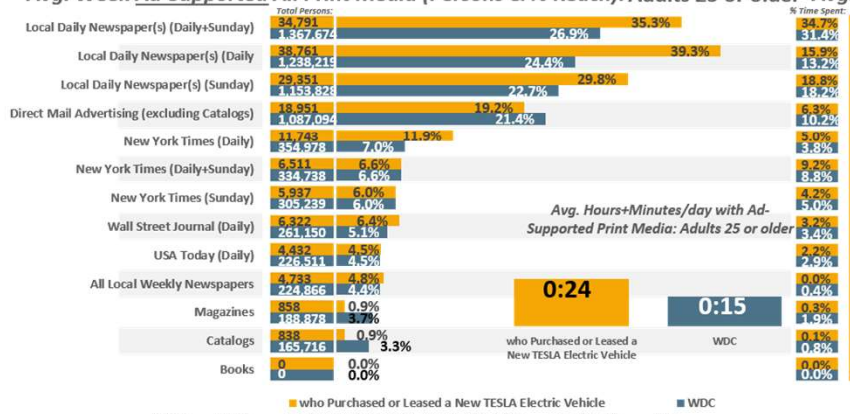
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



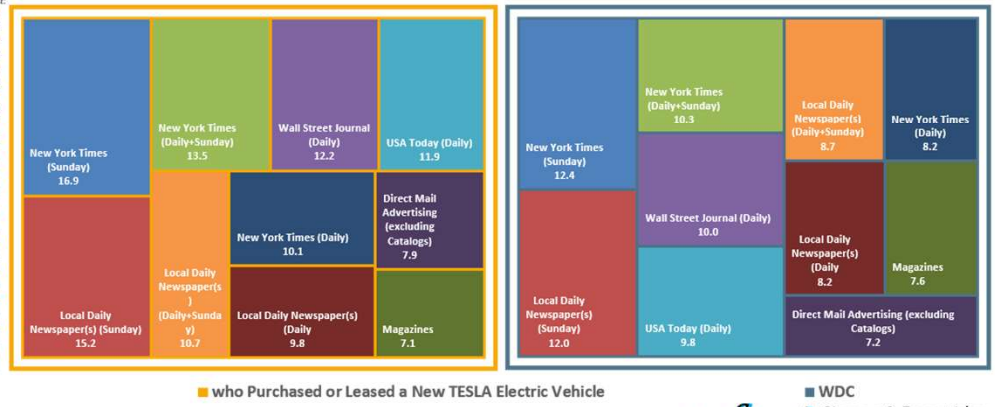
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 205

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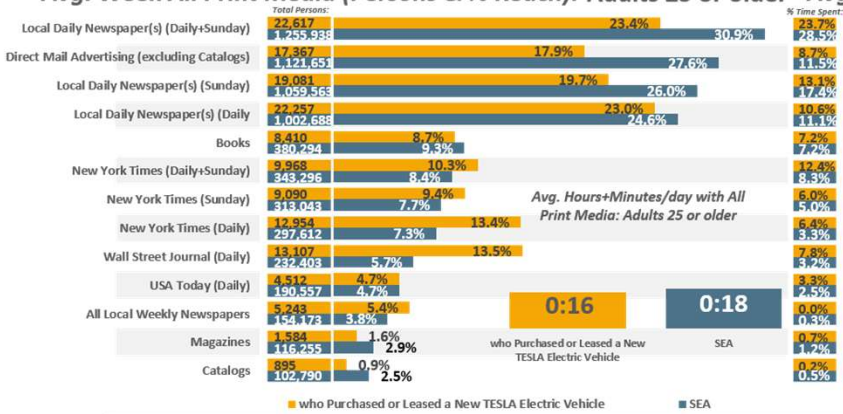
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Make of new vehicle (HHLD): TESLA

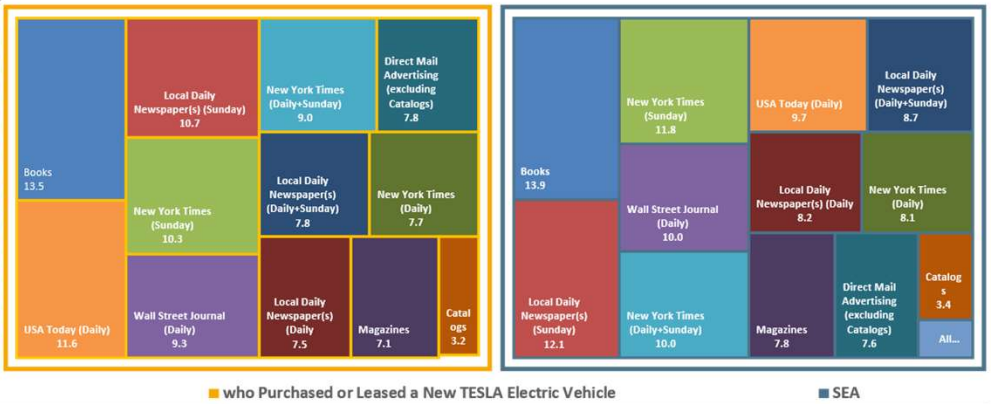


22,617 or 23.4% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

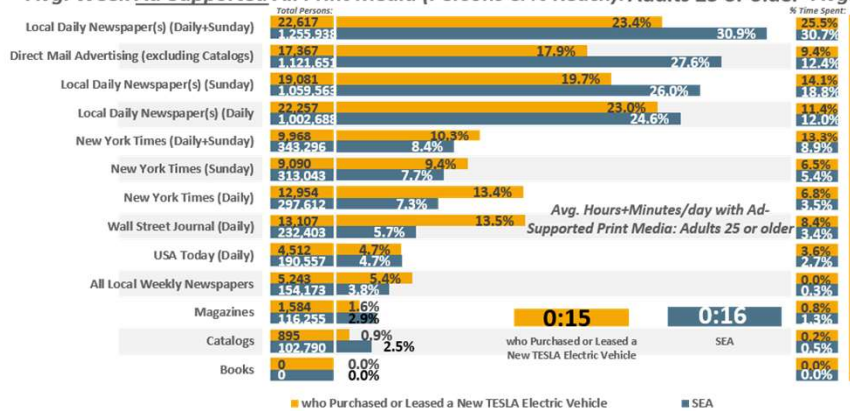
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



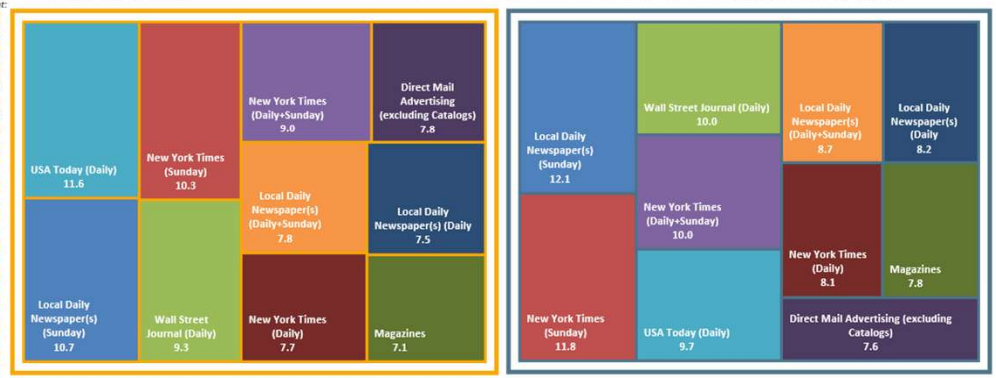
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 184

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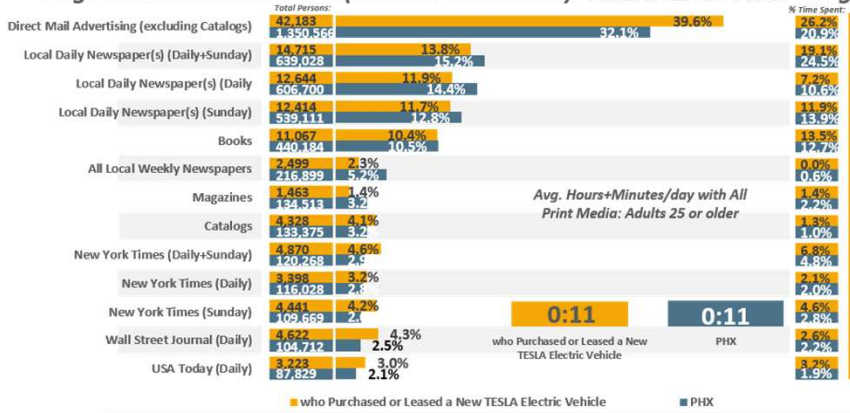
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Make of new vehicle (HHLD): TESLA

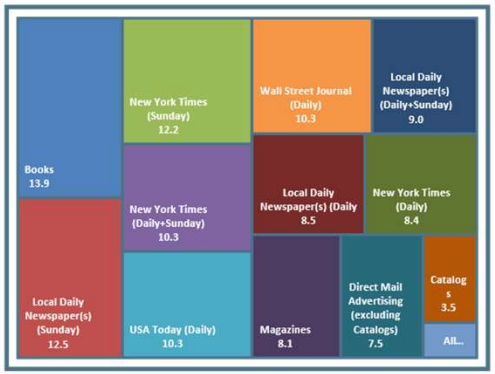


42,183 or 39.6% of Adults 25 or older who Purchased or Leased a New TESLA Electric Vehicle read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



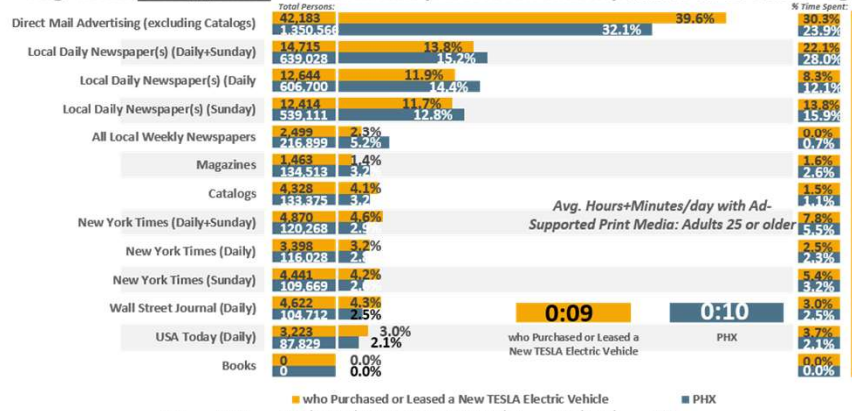


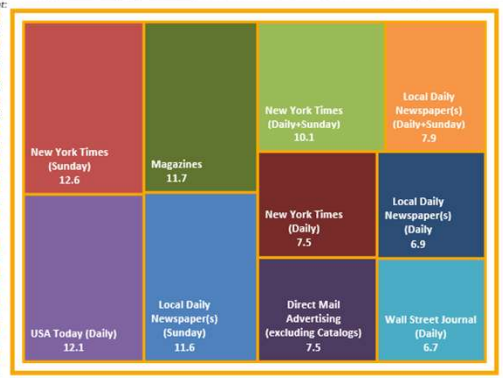


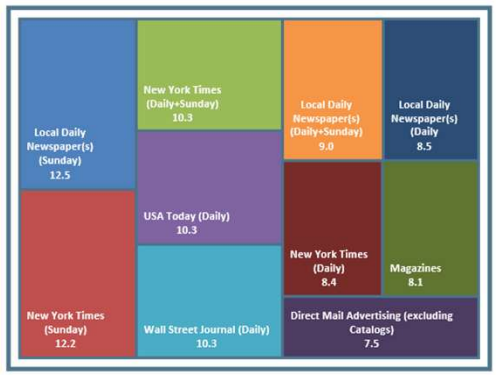
■ who Purchased or Leased a New TESLA Electric Vehicle ■ PHX

■ who Purchased or Leased a New TESLA Electric Vehicle ■ PHX

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







■ who Purchased or Leased a New TESLA Electric Vehicle ■ PHX

PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 123

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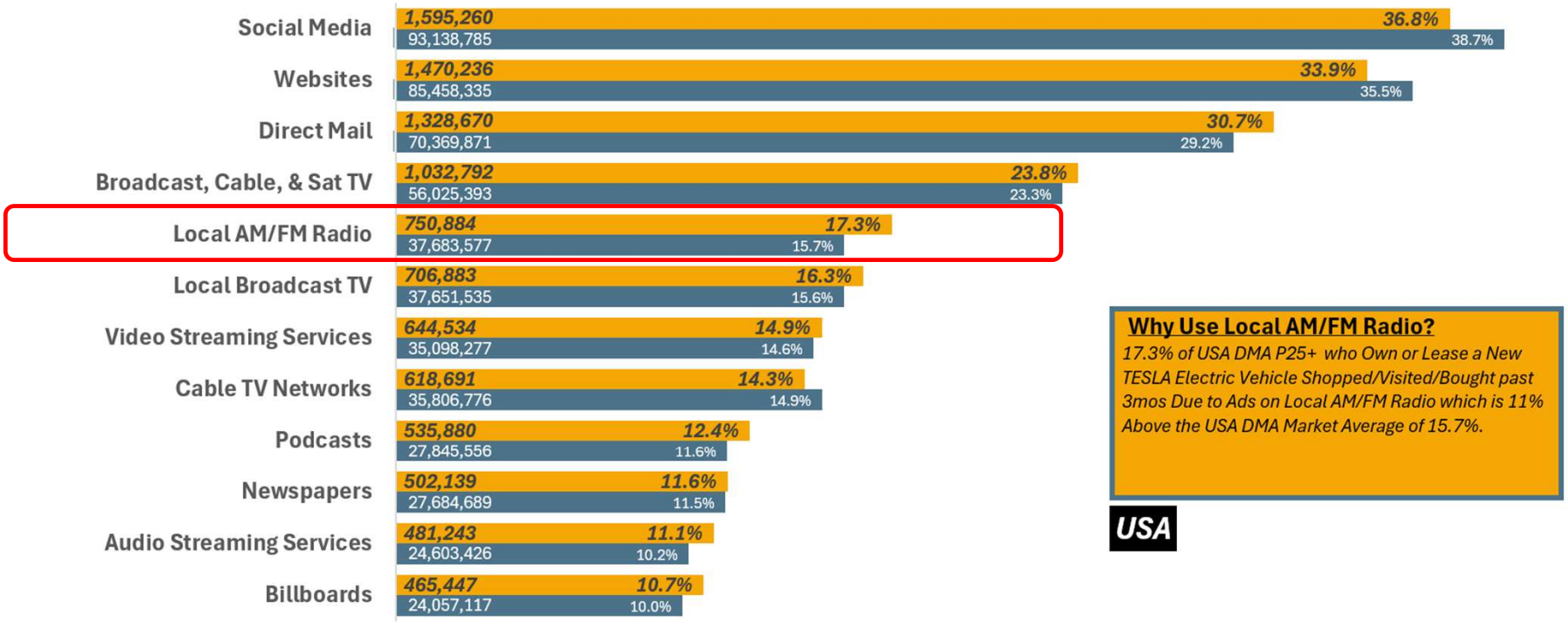
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.3% of USA DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 833

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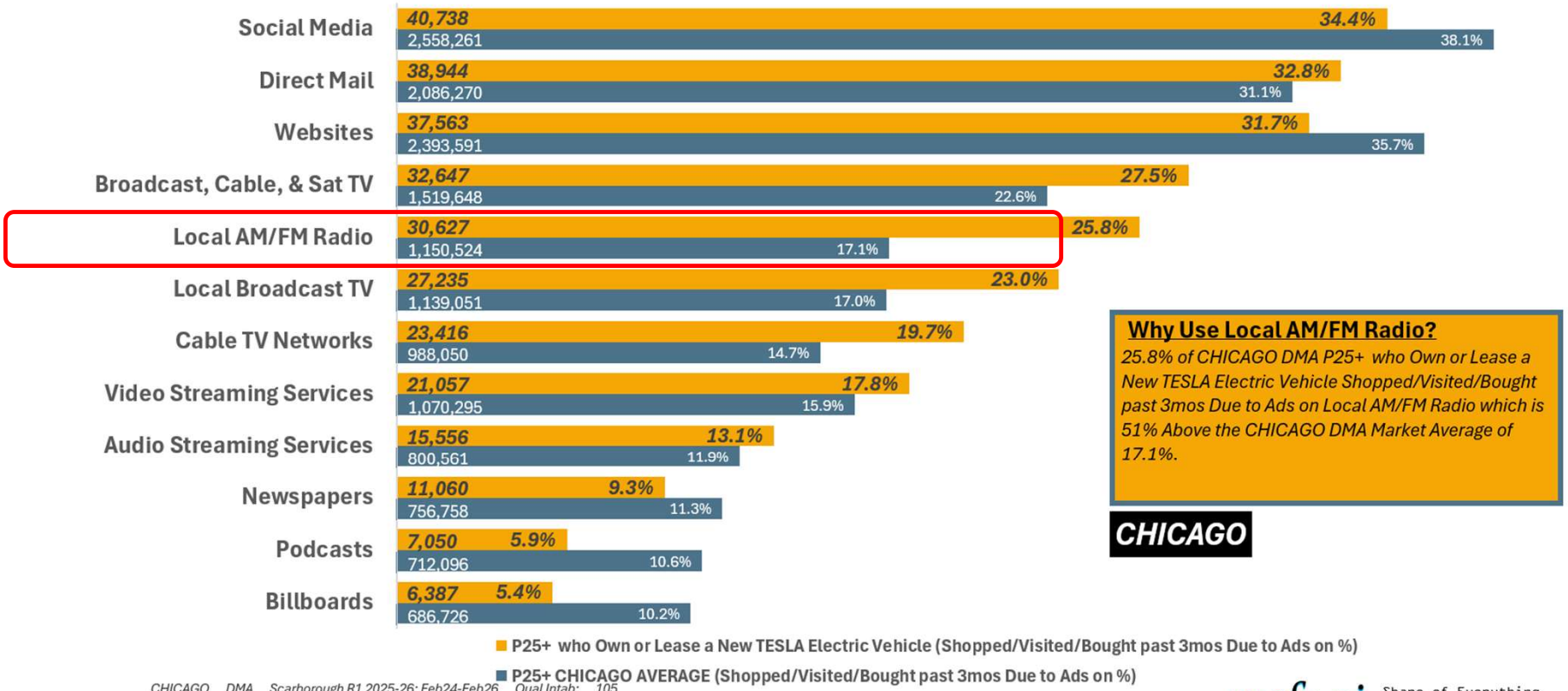
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

25.8% of CHICAGO DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 51% Above the CHICAGO DMA Market Average of 17.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 105

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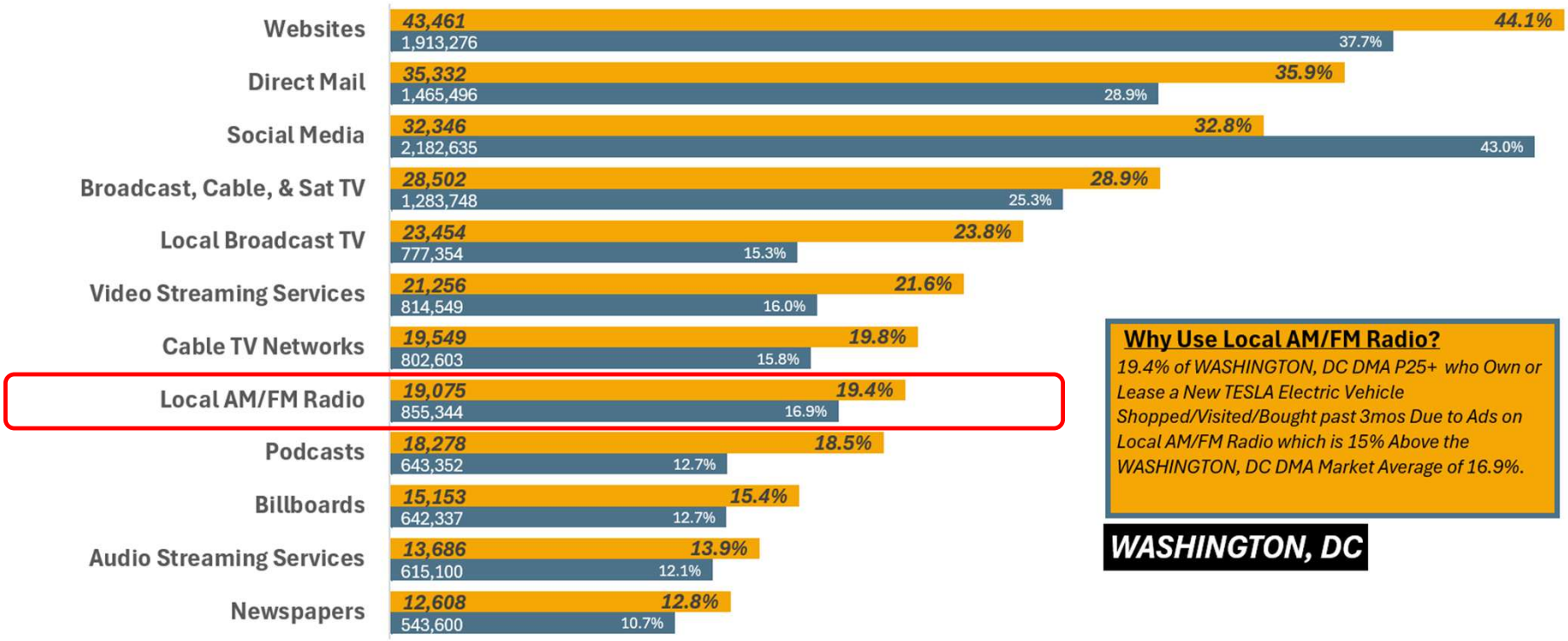
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.4% of WASHINGTON, DC DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the WASHINGTON, DC DMA Market Average of 16.9%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 205

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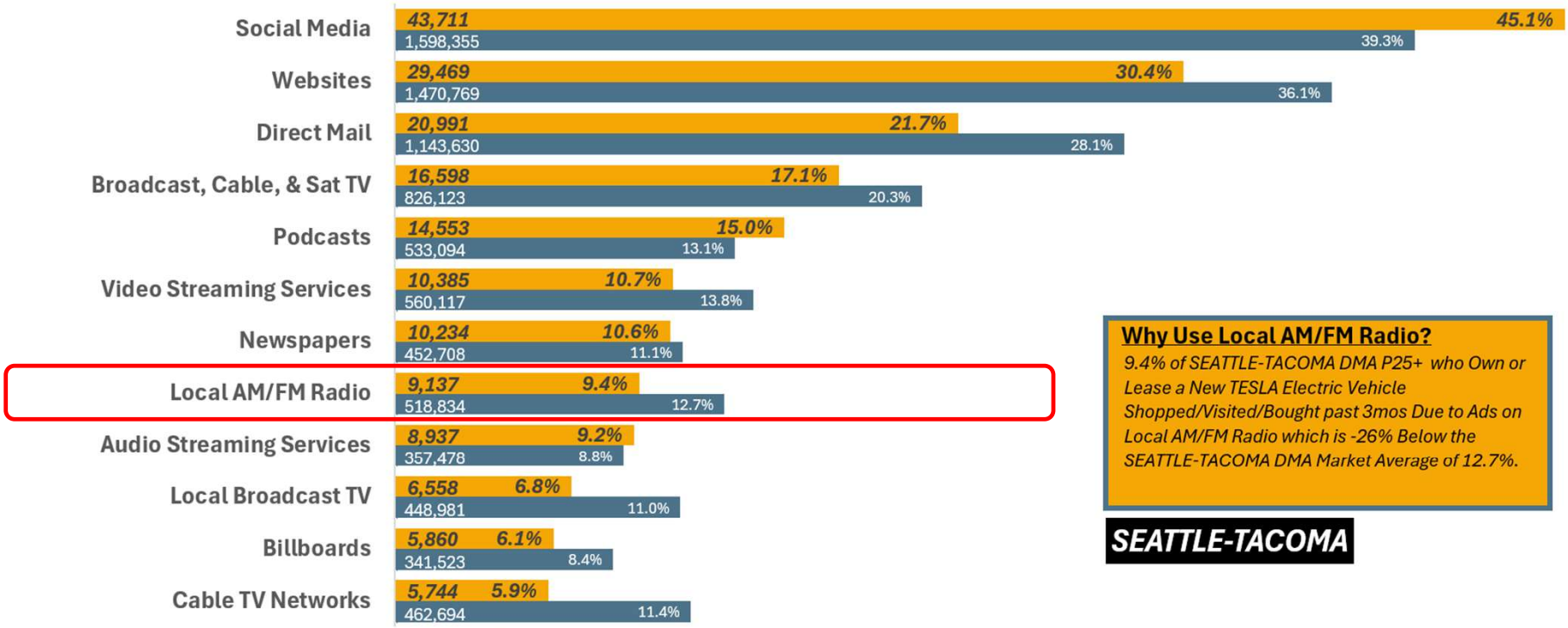
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.4% of SEATTLE-TACOMA DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -26% Below the SEATTLE-TACOMA DMA Market Average of 12.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar24-Mar26 Qual Intab: 184

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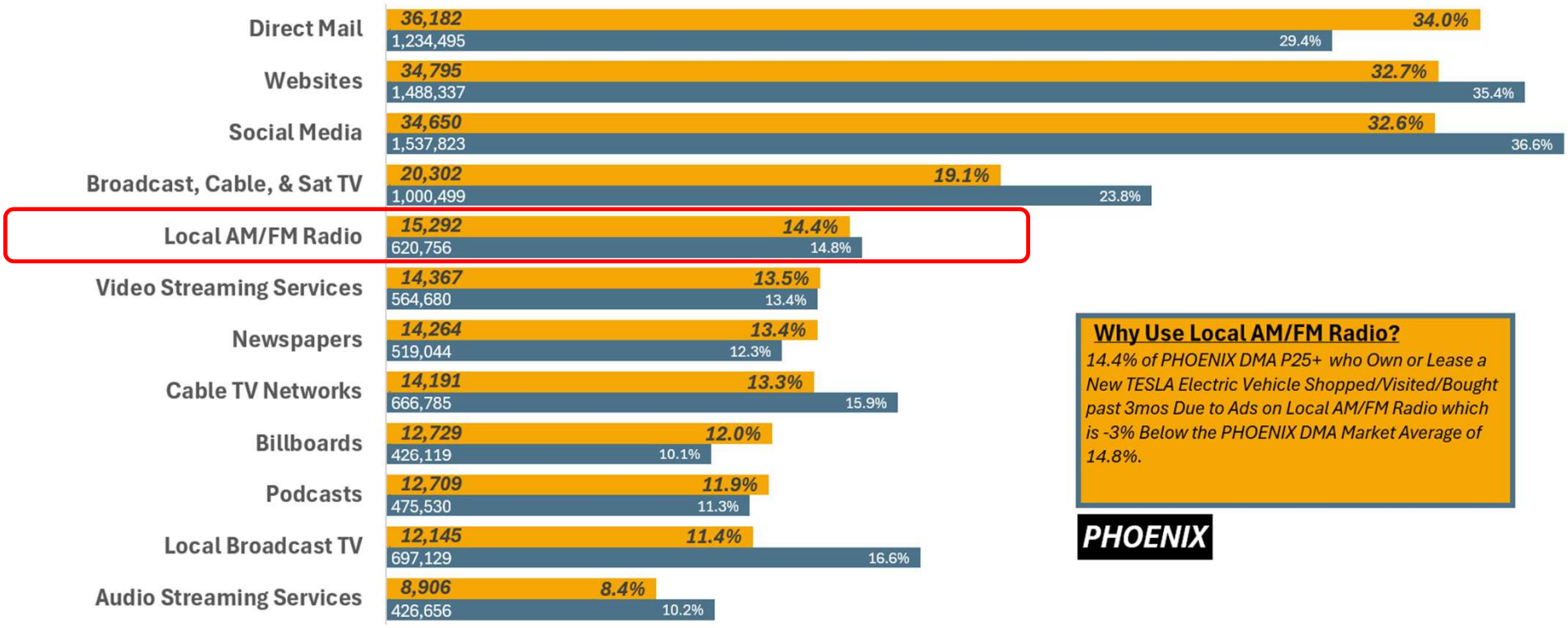
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Make of new vehicle (HHLD): TESLA



"Advertising Actions"

P25+ who Own or Lease a New TESLA Electric Vehicle (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.4% of PHOENIX DMA P25+ who Own or Lease a New TESLA Electric Vehicle Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the PHOENIX DMA Market Average of 14.8%.

PHOENIX

PHOENIX DMA Scarborough R1 2025-26: Feb24-Feb26 Qual Intab: 123

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Make of new vehicle (HHLD): TESLA