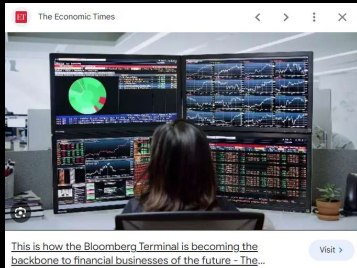


USA+4 More DMAs – P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years as of March 31, 2026.



P25+

Vanguard® BlackRock®

Hubbard
media that connects

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

[[[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 51.8 years old (1.1% younger than average) and have a \$167,274 (39.4% higher than average) annual household income.

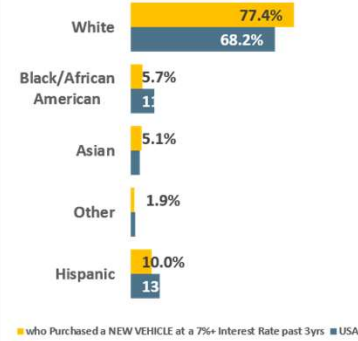
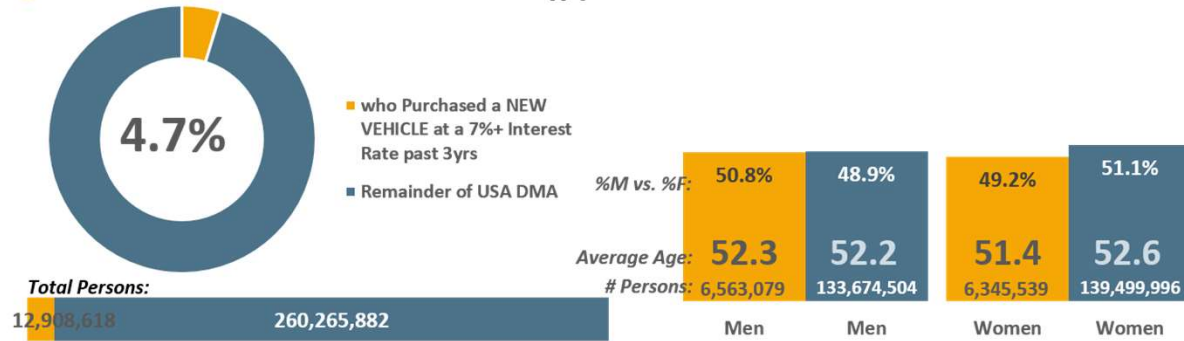


Percent of Market: Adults 25 or older



Gender of Target vs. Market: Adults 25 or older

Ethnicity of Target vs. Market:



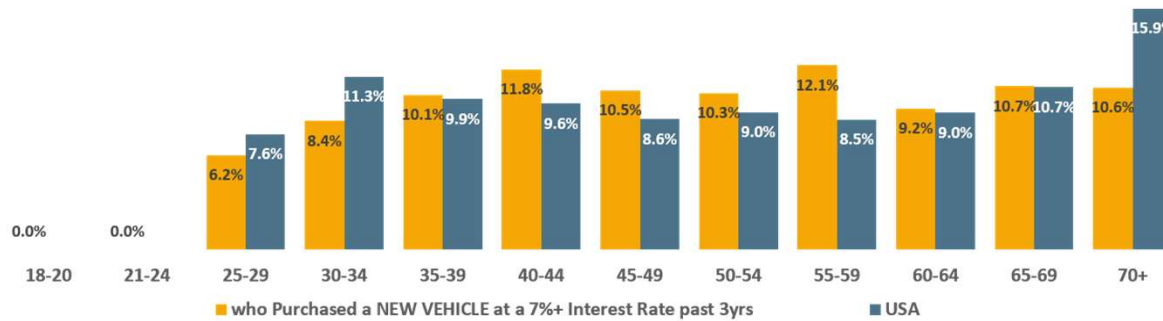
Age Cell Demographics of Target vs. Market:

Average Age:

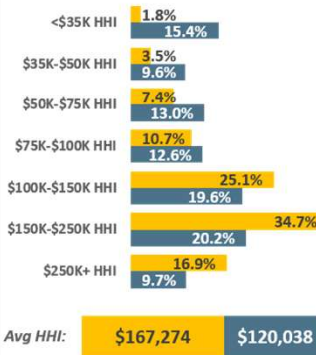
Adults 25 or older

51.8 52.4

who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs USA



HHI of Target vs. Market:



Avg HHI: \$167,274 \$120,038

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]



4.1% or 140,855 of MSP DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 51.7 years old (1.8% younger than average) and have a \$144,540 (22.8% higher than average) annual household income.

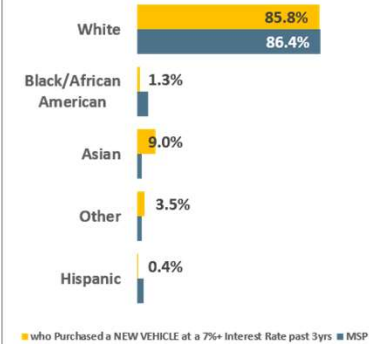
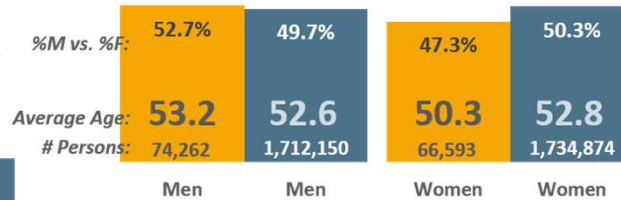
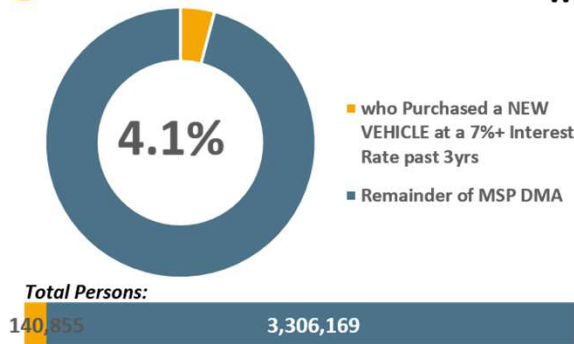


Percent of Market: Adults 25 or older



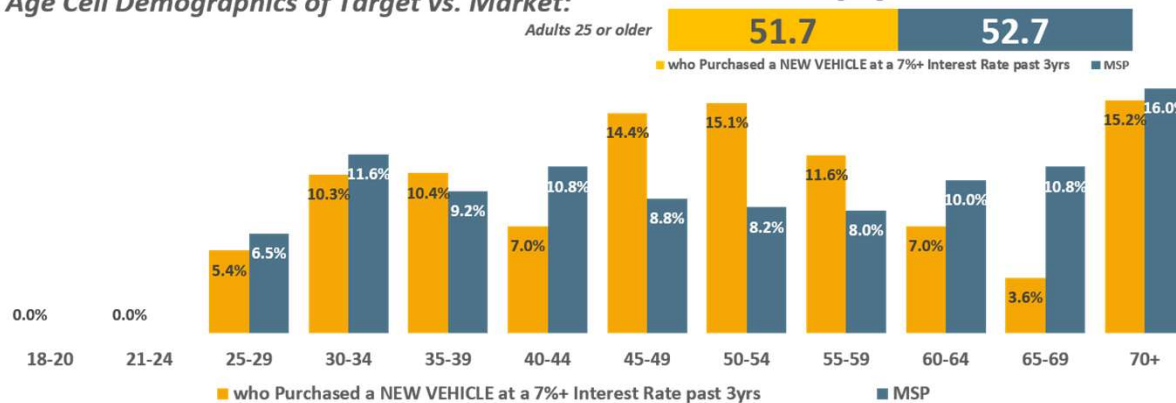
Gender of Target vs. Market: Adults 25 or older

Ethnicity of Target vs. Market:

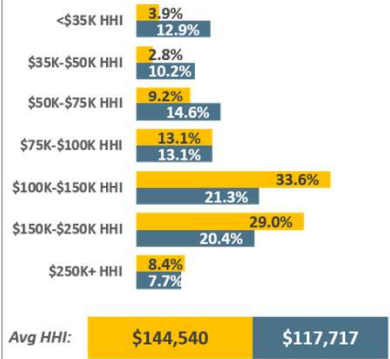


Age Cell Demographics of Target vs. Market:

Average Age:



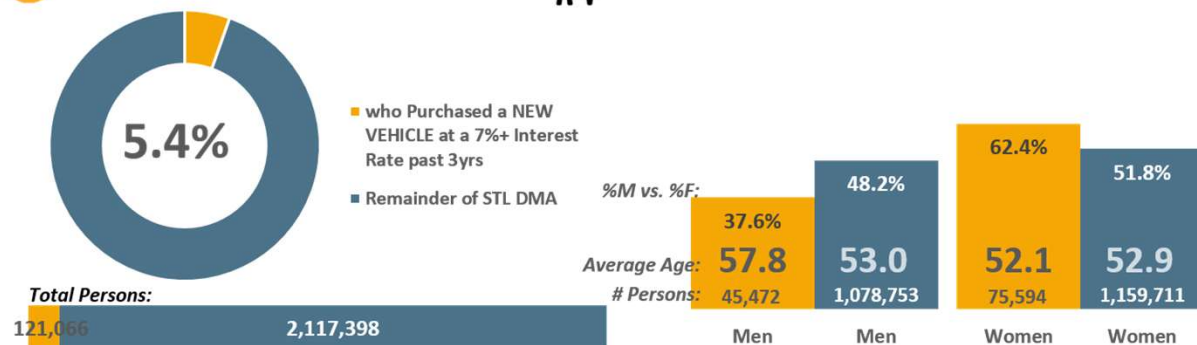
HHI of Target vs. Market:



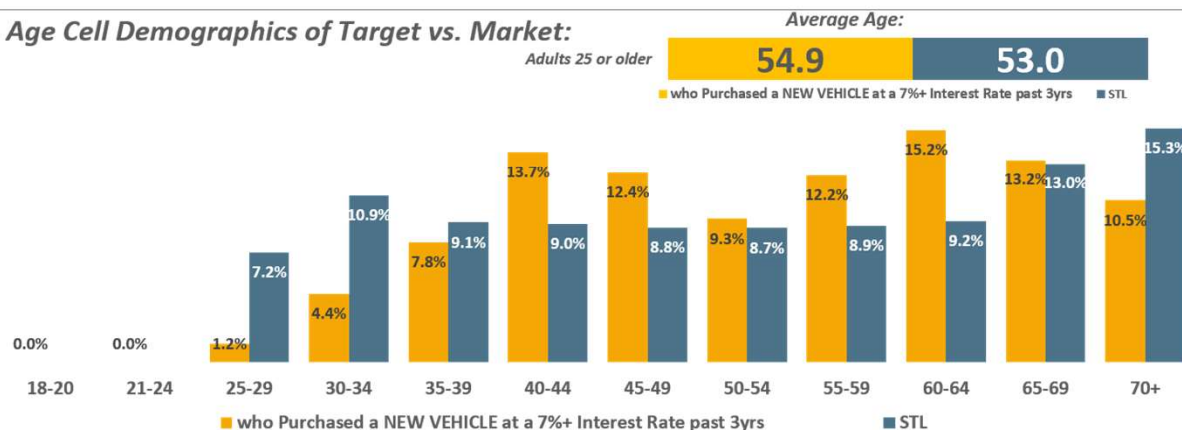


5.4% or 121,066 of STL DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 54.9 years old (3.6% older than average) and have a \$148,603 (42.2% higher than average) annual household income.

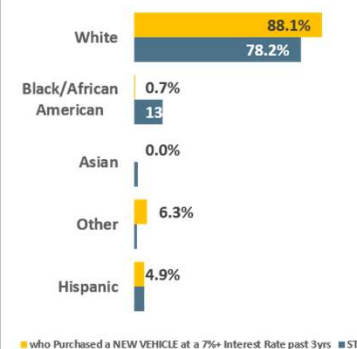
Percent of Market: Adults 25 or older Gender of Target vs. Market: Adults 25 or older



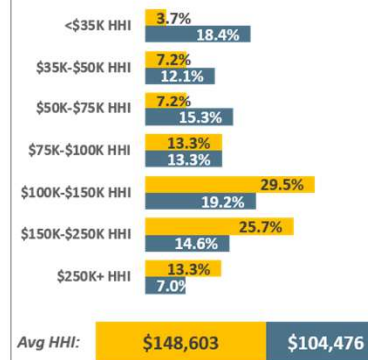
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



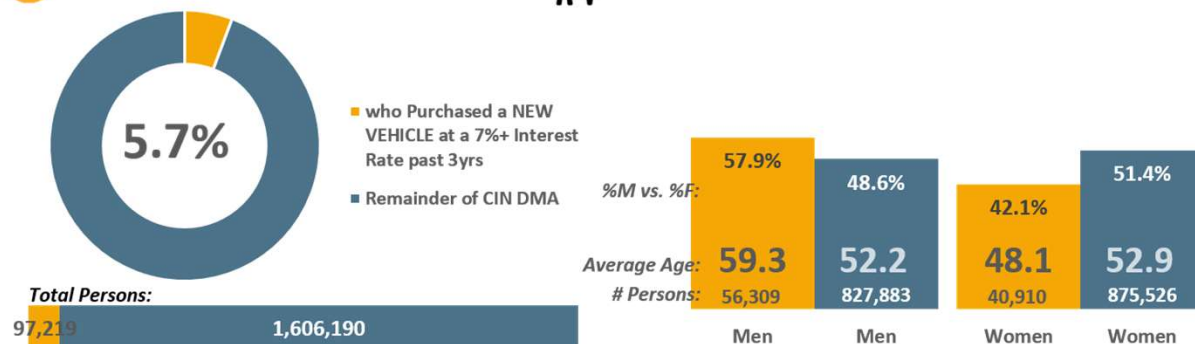
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

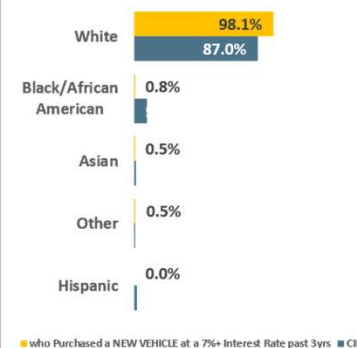


5.7% or 97,219 of CIN DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs.
 Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 53.4 years old
 (1.7% older than average) and have a \$144,015 (38.2% higher than average) annual household income.

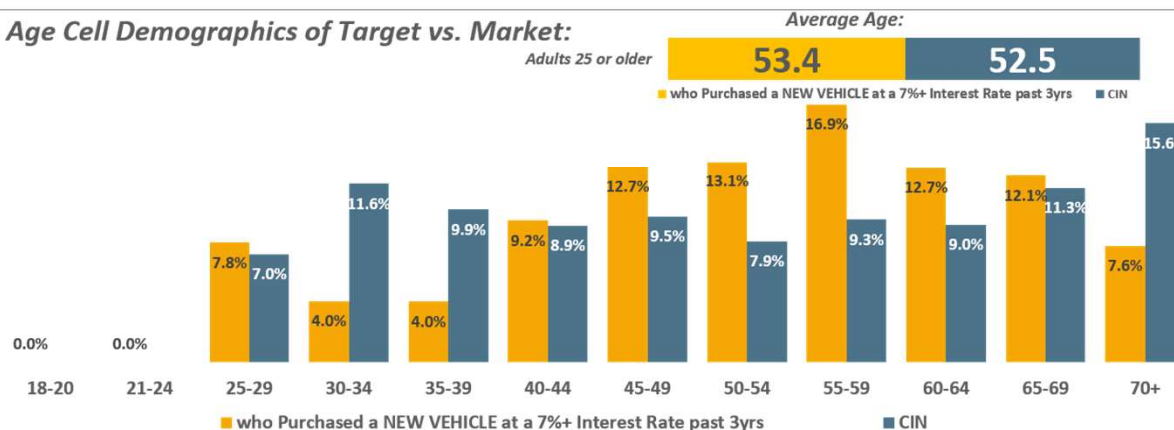
Percent of Market: Adults 25 or older Gender of Target vs. Market: Adults 25 or older



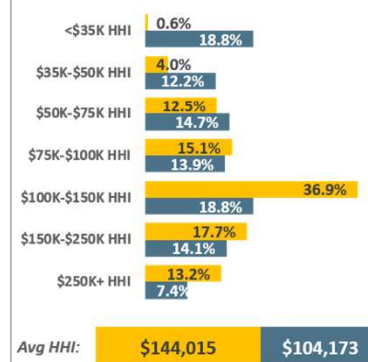
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



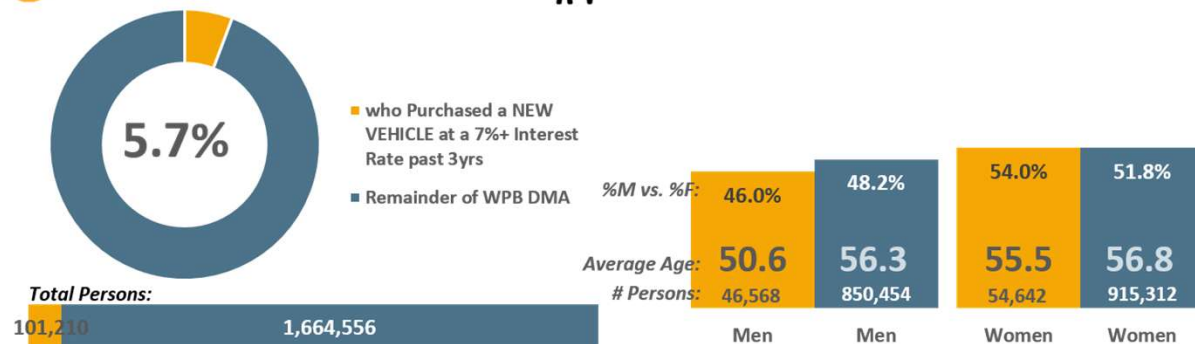
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))

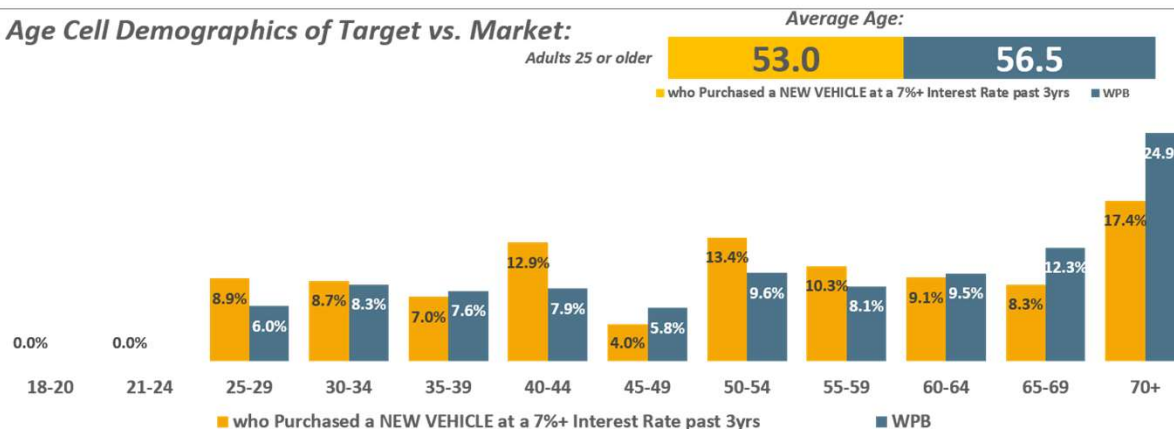


5.7% or 101,210 of WPB DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Typical Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 53. years old (6.2% younger than average) and have a \$145,600 (34.4% higher than average) annual household income.

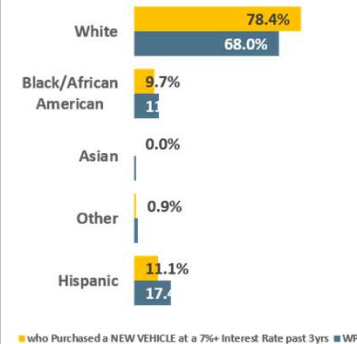
Percent of Market: Adults 25 or older Gender of Target vs. Market: Adults 25 or older



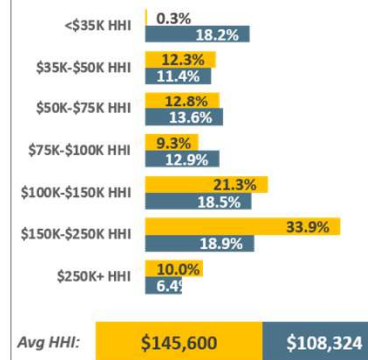
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



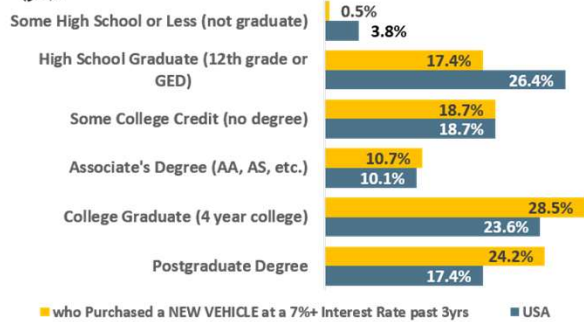
HHI of Target vs. Market:



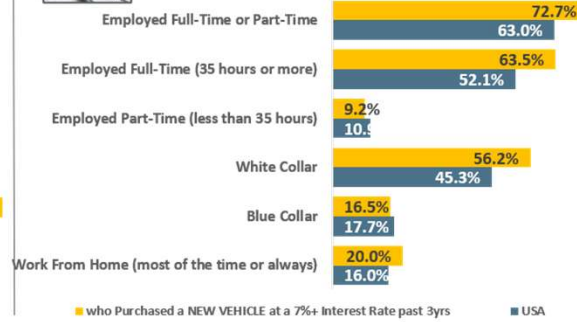


4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past... Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 28.5% more likely to be a college graduate, 21.8% more likely to work full-time, 30.3% more likely to be married, 20.3% more likely to be a parent of 1 or more children un

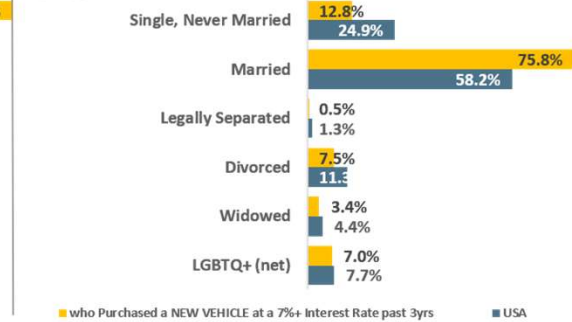
Education Levels: Adults 25 or older



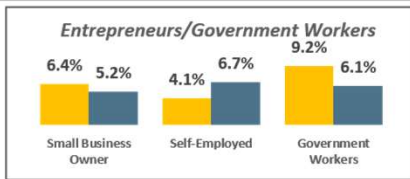
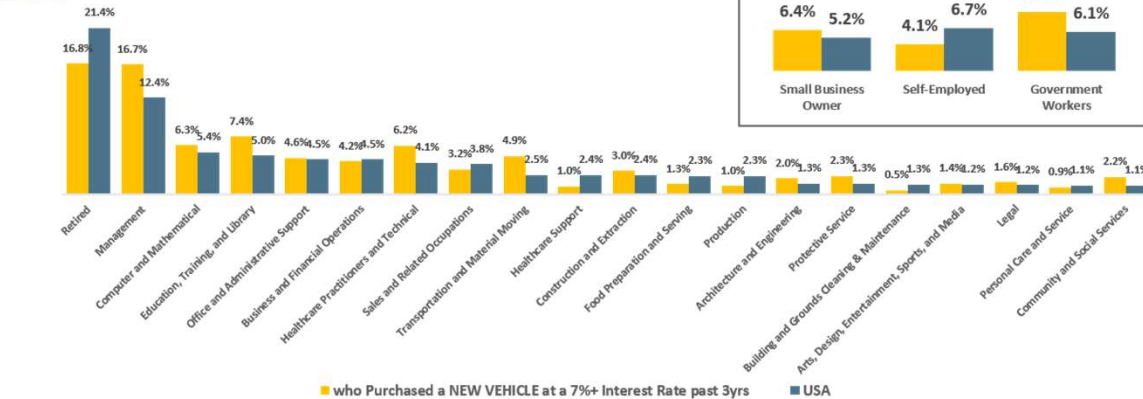
Employment: Adults 25 or older



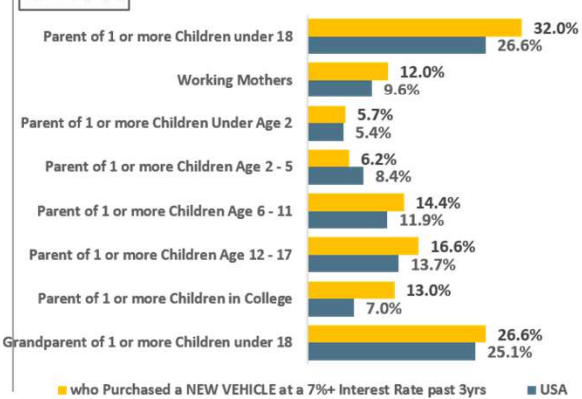
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



Stage in Life: Adults 25 or older



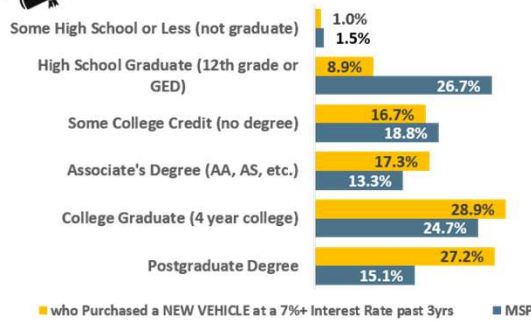
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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[[((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

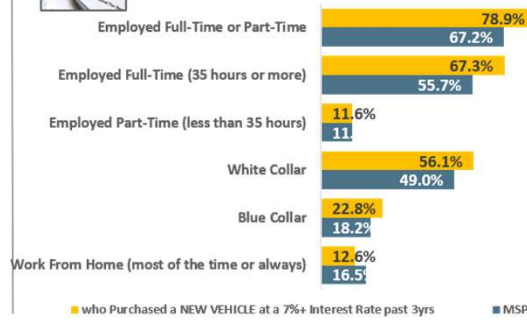


4.1% or 140,855 of MSP DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 41.1% more likely to be a college graduate, 20.8% more likely to work full-time, 11.6% more likely to be married, 18.4% more likely to be a parent of 1 or more children un

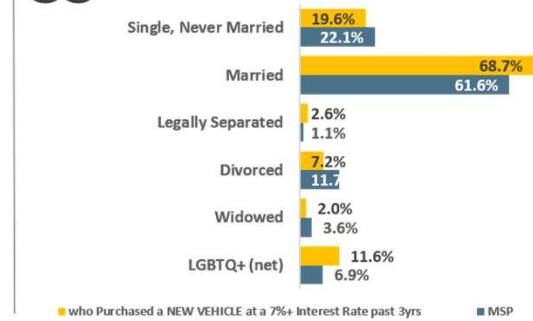
Education Levels: Adults 25 or older



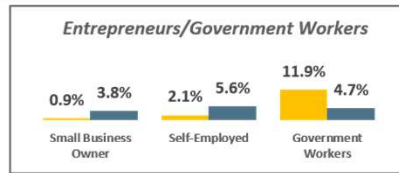
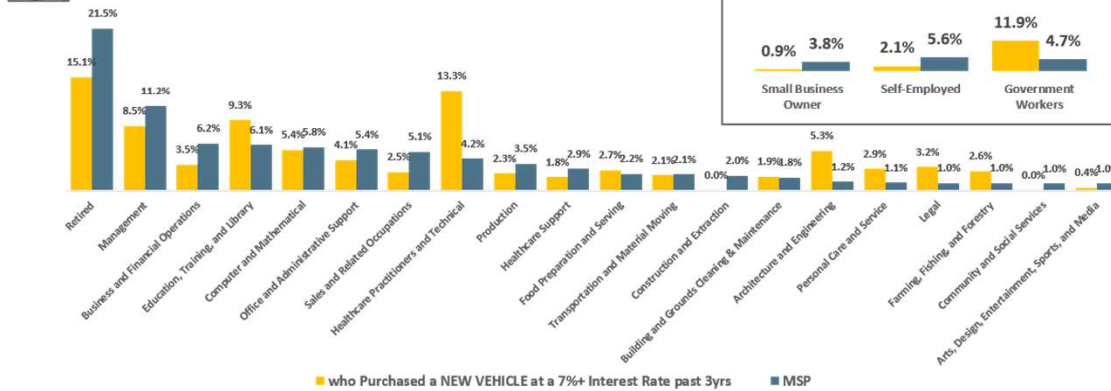
Employment: Adults 25 or older



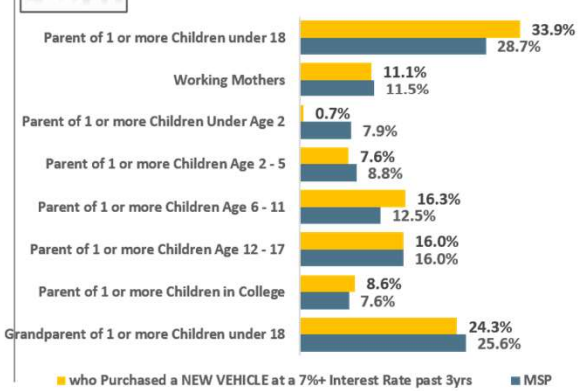
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



Stage in Life: Adults 25 or older

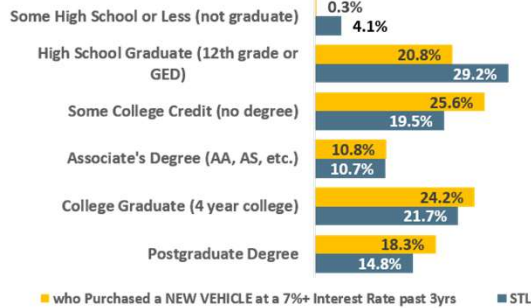




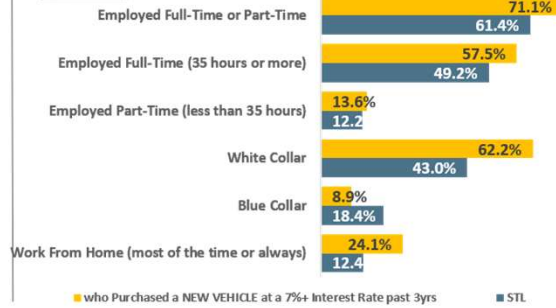
5.4% or 121,066 of STL DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 16.2% more likely to be a college graduate, 16.8% more likely to work full-time, 33.4% more likely to be married, 6.4% more likely to be a parent of 1 or more children und



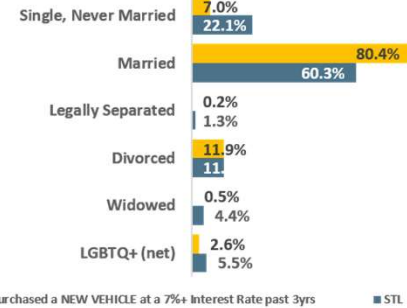
Education Levels: Adults 25 or older



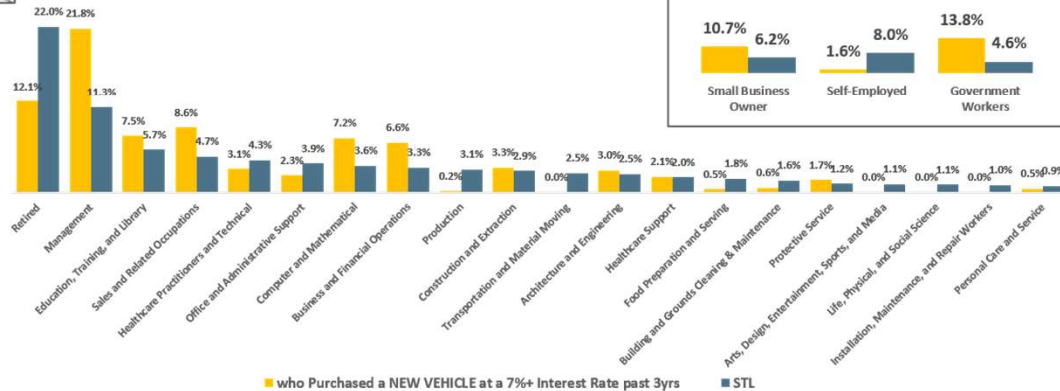
Employment: Adults 25 or older



Marital Status: Adults 25 or older



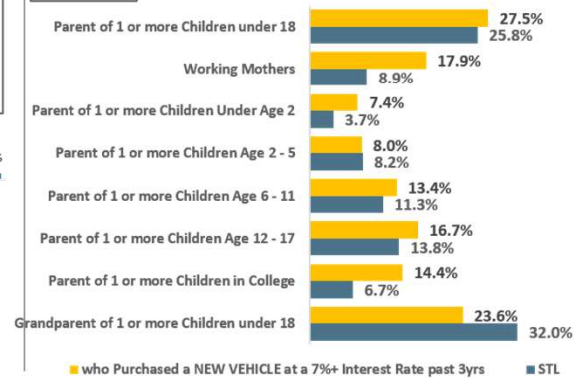
Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 25 or older

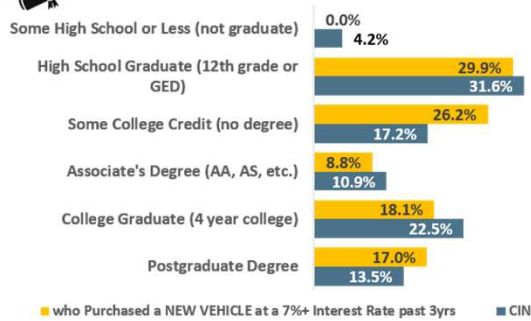




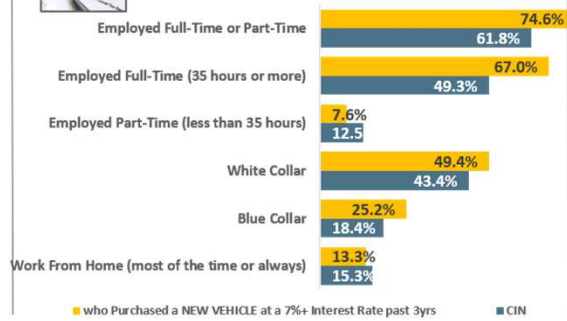
5.7% or 97,219 of CIN DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 2.5% less likely to be a college graduate, 35.8% more likely to work full-time, 30.1% more likely to be married, 23.3% more likely to be a parent of 1 or more children und



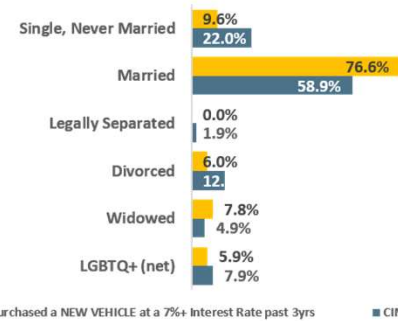
Education Levels: Adults 25 or older



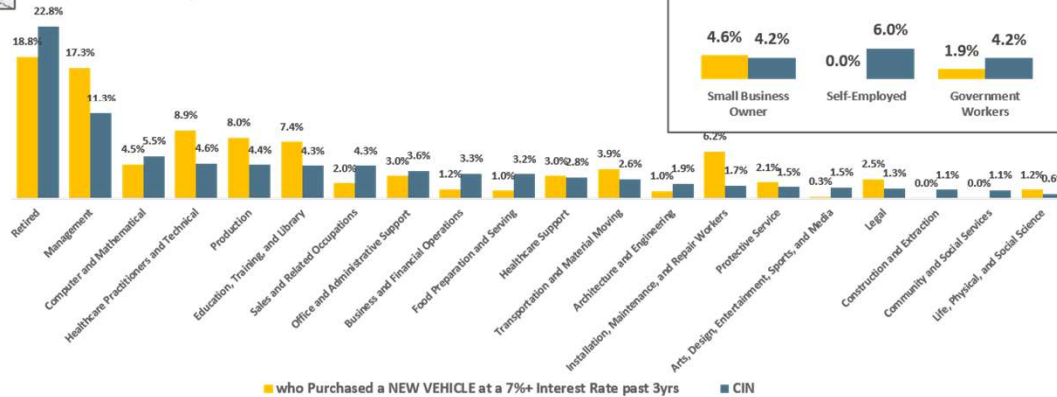
Employment: Adults 25 or older



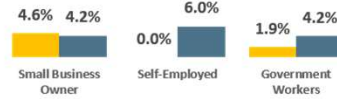
Marital Status: Adults 25 or older



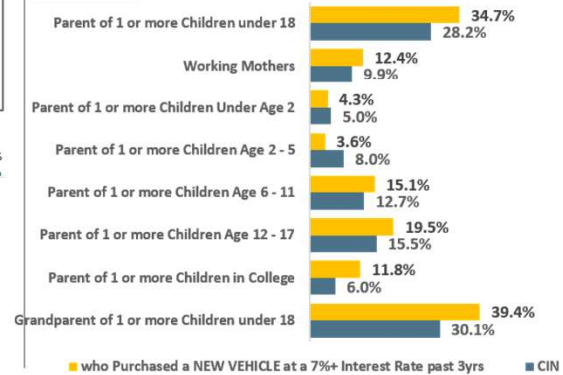
Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers



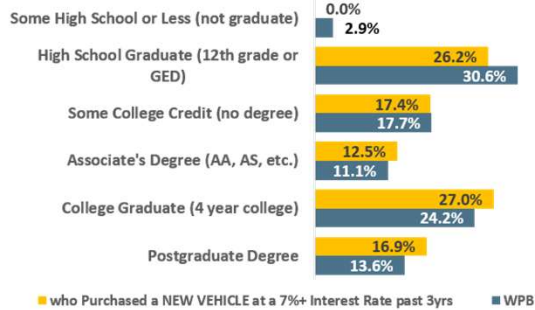
Stage in Life: Adults 25 or older



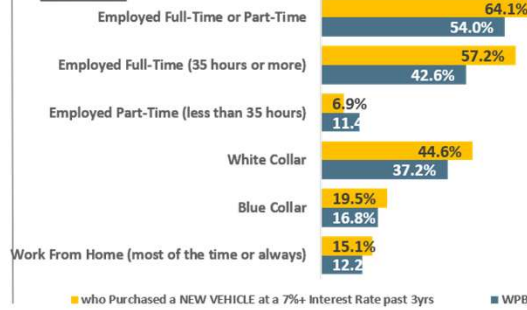


5.7% or 101,210 of WPB DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 16.3% more likely to be a college graduate, 34.4% more likely to work full-time, 37.0% more likely to be married, 102.6% more likely to be a parent of 1 or more children un

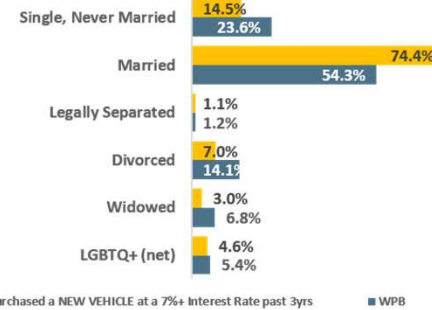
Education Levels: Adults 25 or older



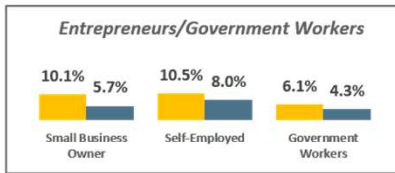
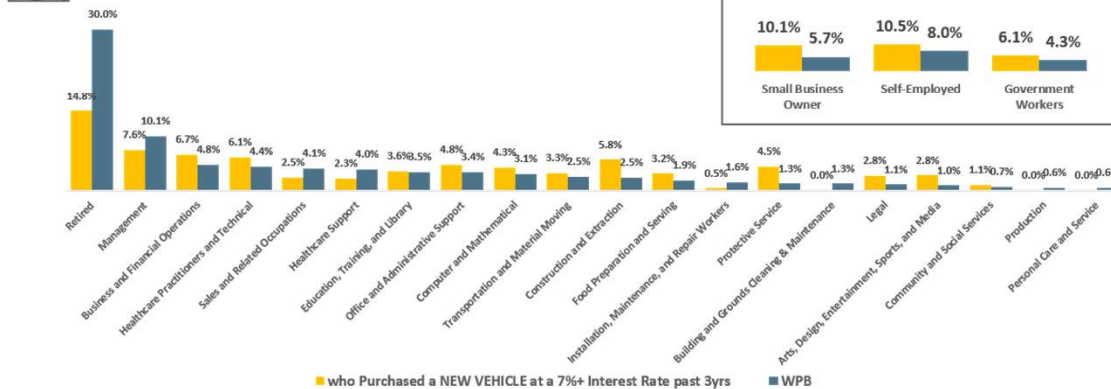
Employment: Adults 25 or older



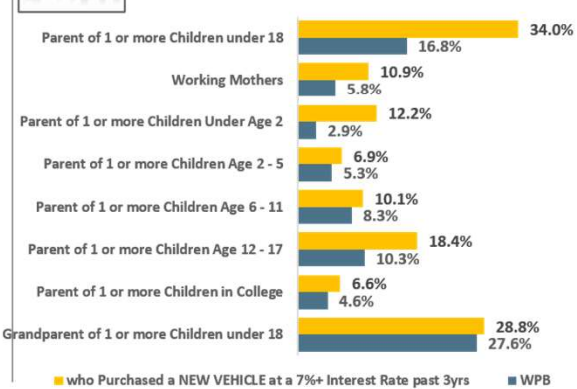
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older

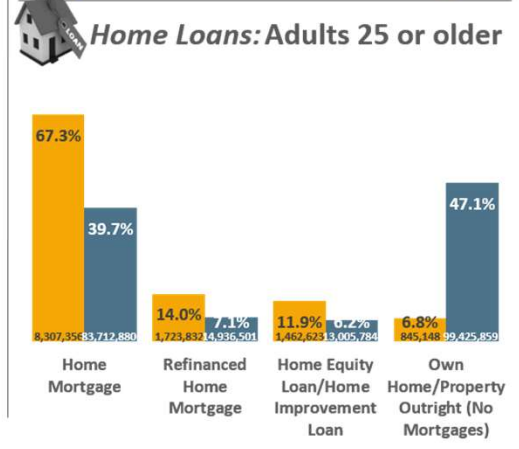
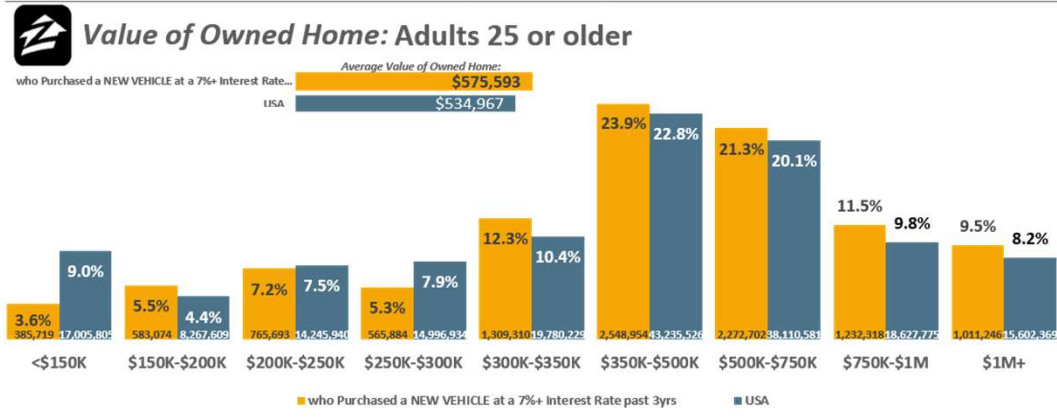
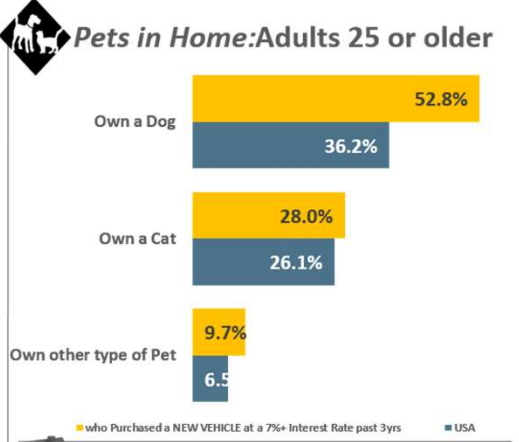
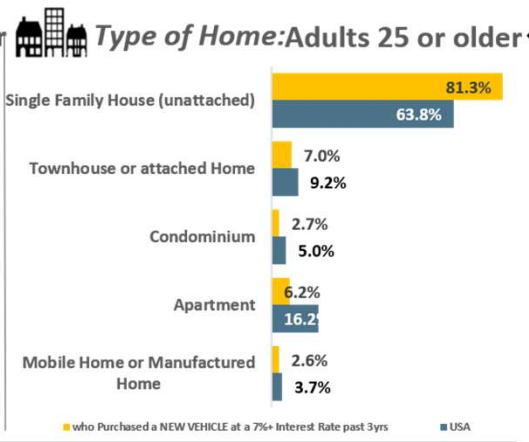
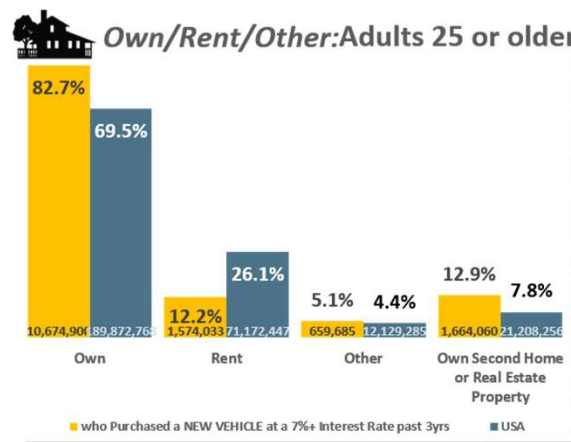


Stage in Life: Adults 25 or older





4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 19.% more likely to own their home, 7.6% more likely to own a higher valued home, 27.4% more likely to have a single-family home, 45.8% more likely to have a dog.



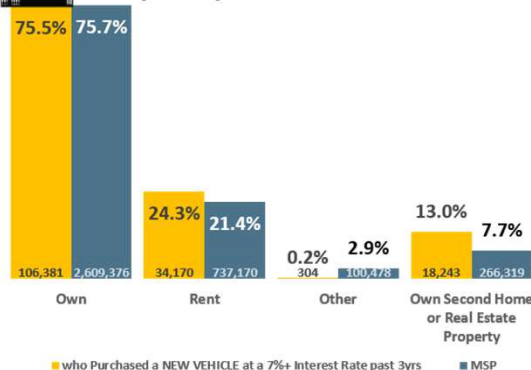
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]

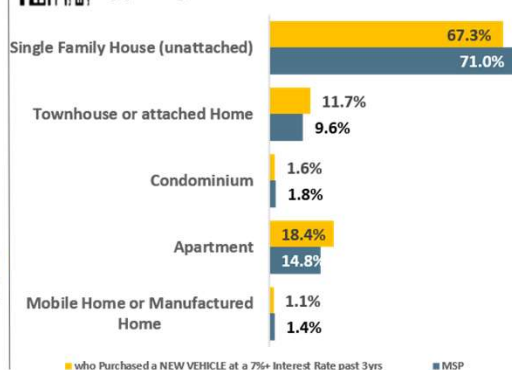


4.1% or 140,855 of MSP DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are .2% less likely to own their home, .8% more likely to own a lower valued home, 5.2% less likely to have a single-family home, 5.9% more likely to have a dog.

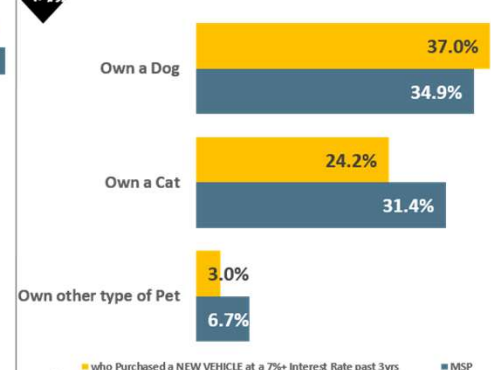
Own/Rent/Other: Adults 25 or older



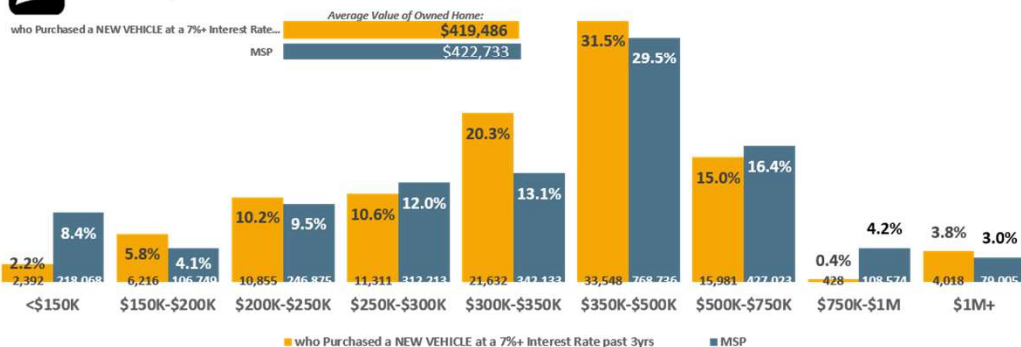
Type of Home: Adults 25 or older



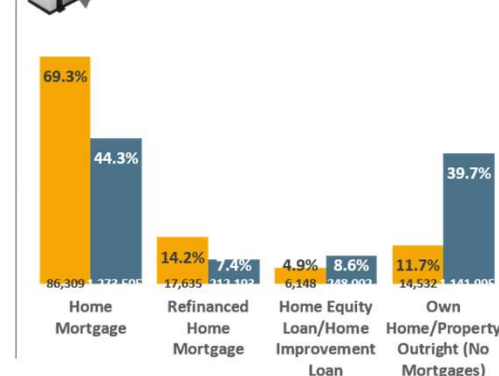
Pets in Home: Adults 25 or older

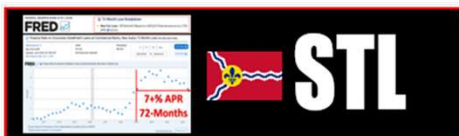


Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

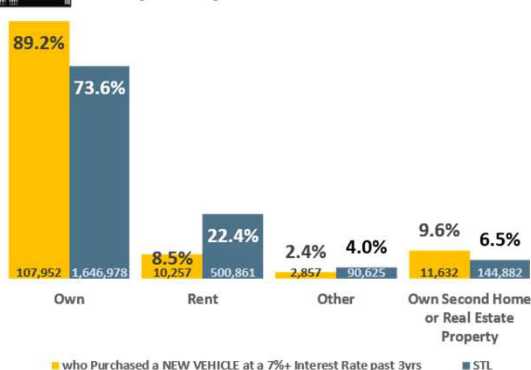




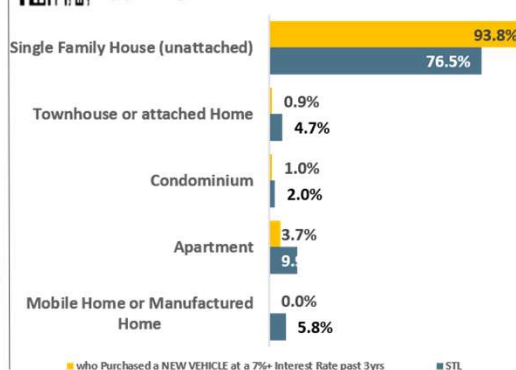
5.4% or 121,066 of STL DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 21.2% more likely to own their home, 21.7% more likely to own a higher valued home, 22.5% more likely to have a single-family home, 31.9% more likely to have a dog.



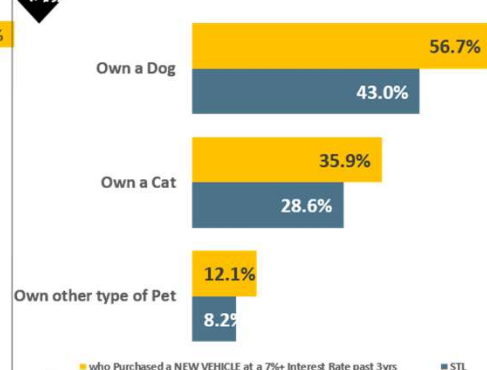
Own/Rent/Other: Adults 25 or older



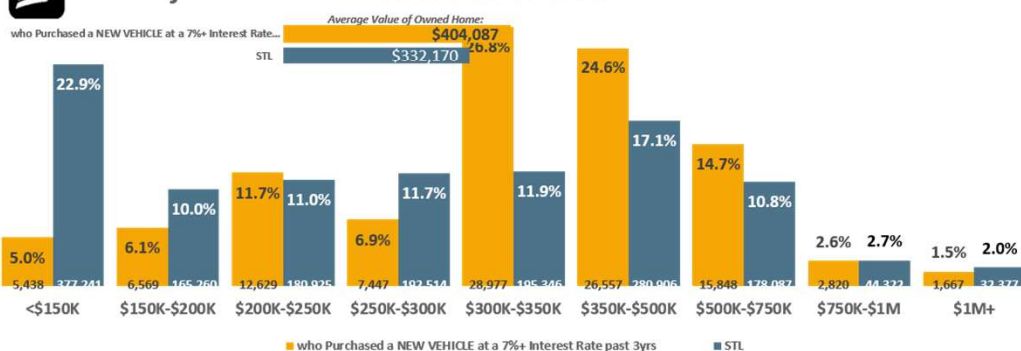
Type of Home: Adults 25 or older



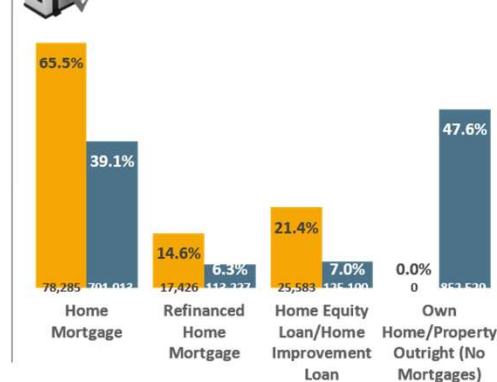
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

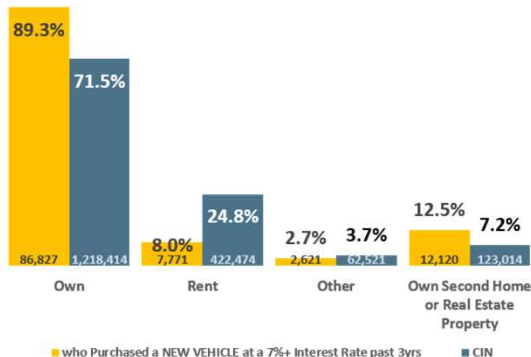




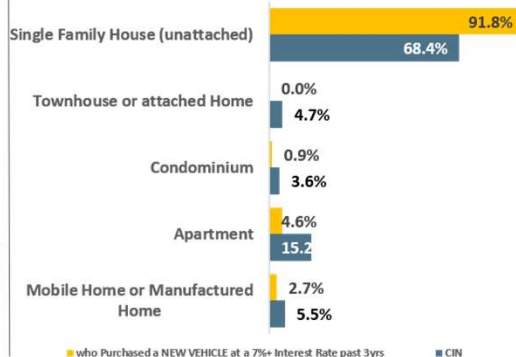
5.7% or 97,219 of CIN DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 24.9% more likely to own their home, .1% more likely to own a higher valued home, 34.2% more likely to have a single-family home, 39.3% more likely to have a dog.



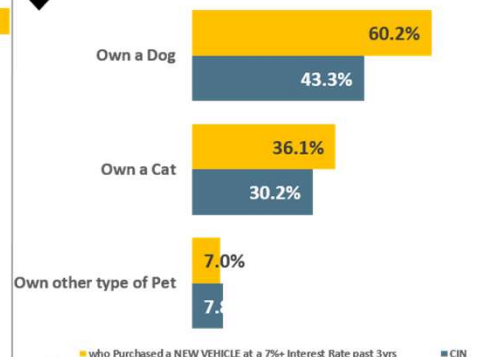
Own/Rent/Other:Adults 25 or older



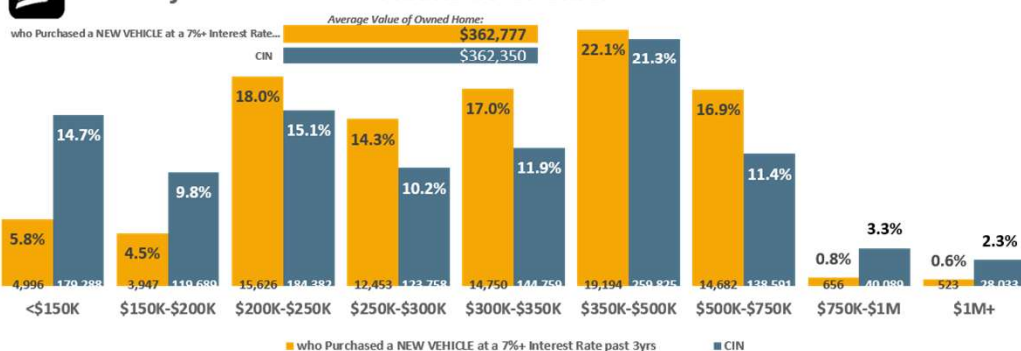
Type of Home:Adults 25 or older



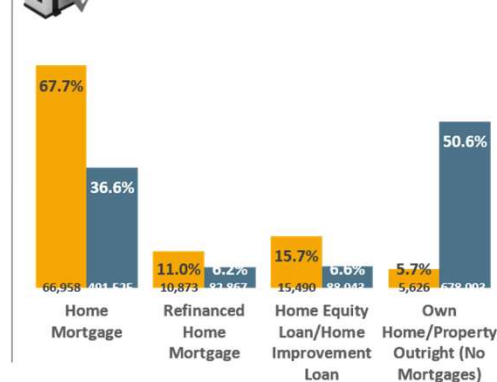
Pets in Home:Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

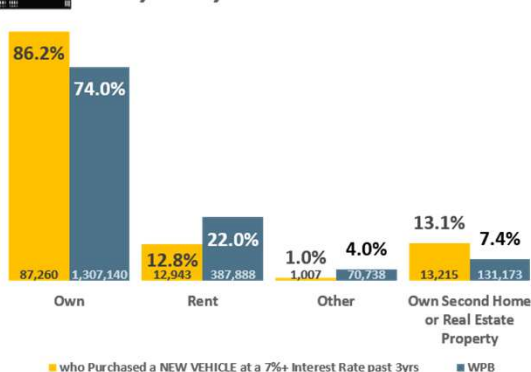




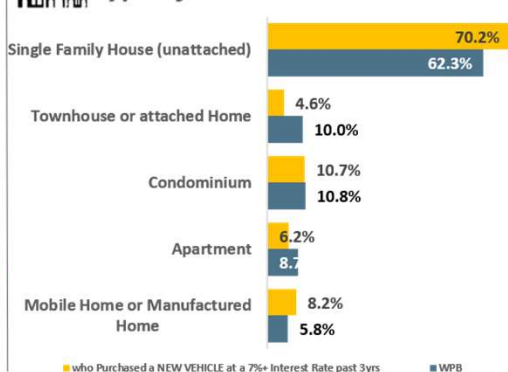
5.7% or 101,210 of WPB DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 16.5% more likely to own their home, 1.5% more likely to own a higher valued home, 12.7% more likely to have a single-family home, 37.3% more likely to have a dog.



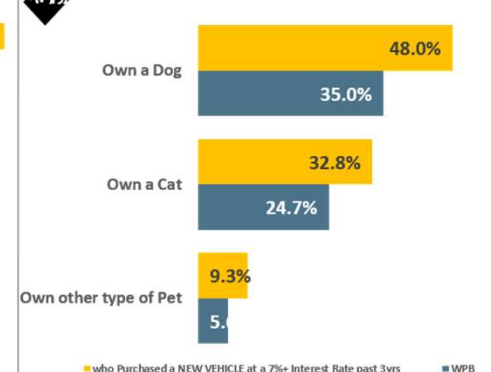
Own/Rent/Other: Adults 25 or older



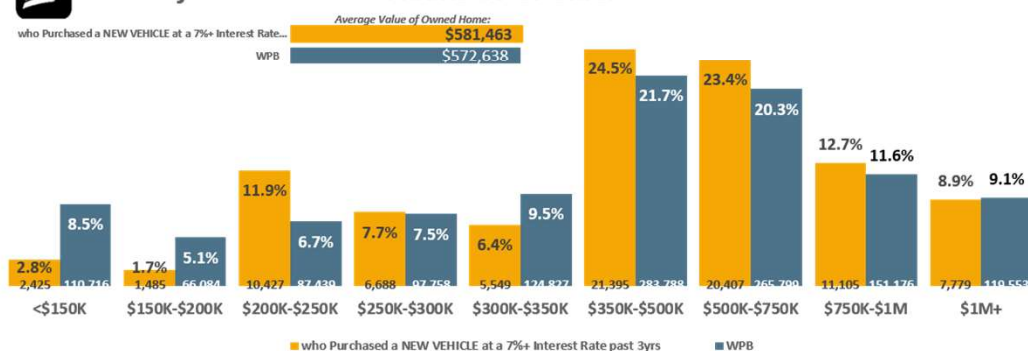
Type of Home: Adults 25 or older



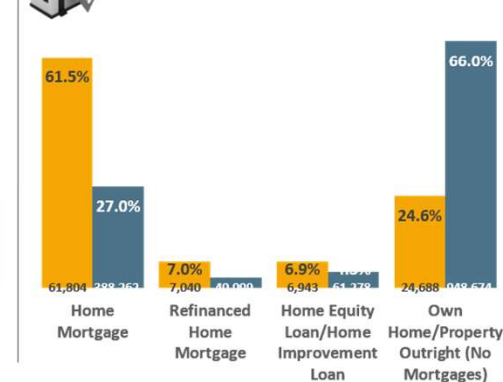
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older

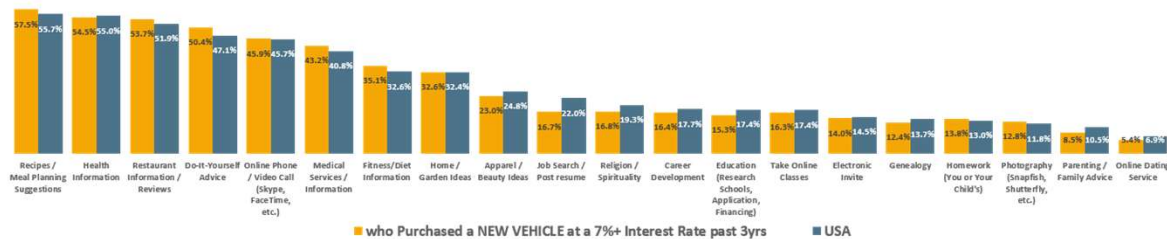




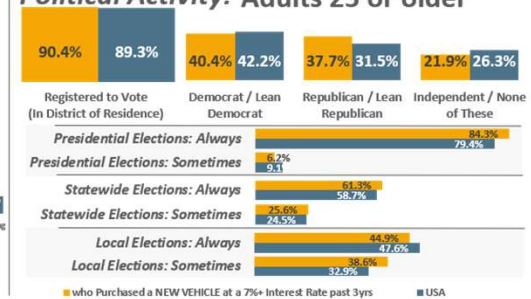
4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 6.9% more likely to look up D-I-Y advice online, 5.8% less likely to always vote in local elections, 24.5% more likely to belong to a gym, 16.5% more likely to fly domestic



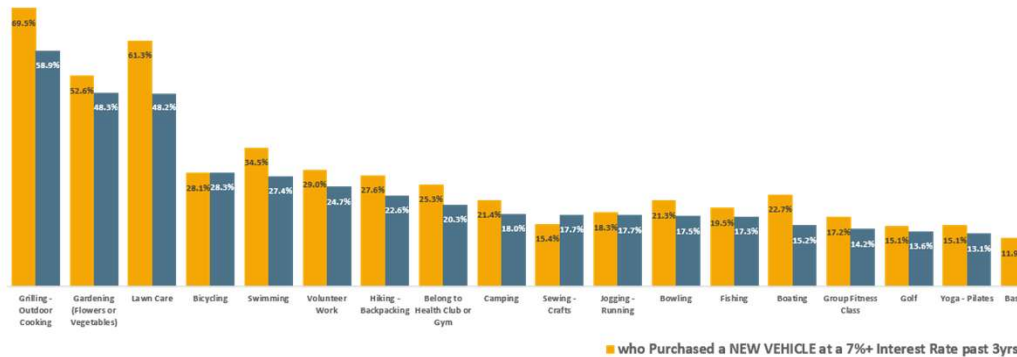
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



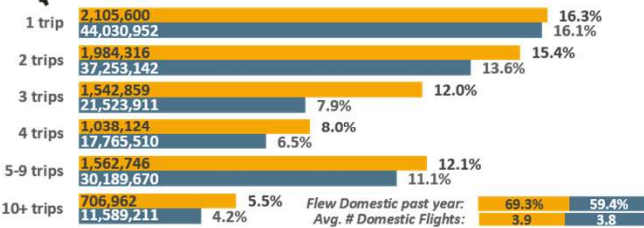
Political Activity: Adults 25 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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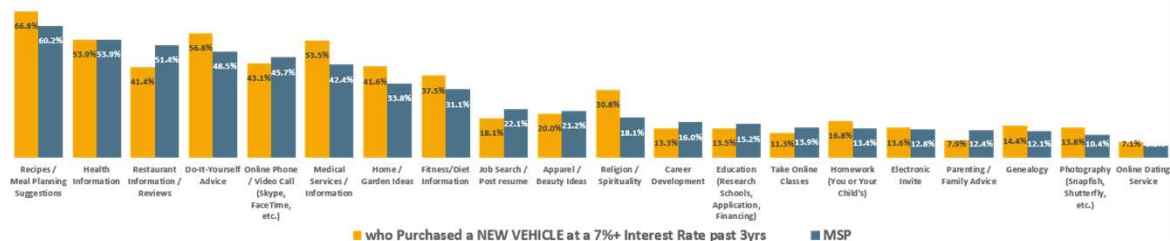
(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



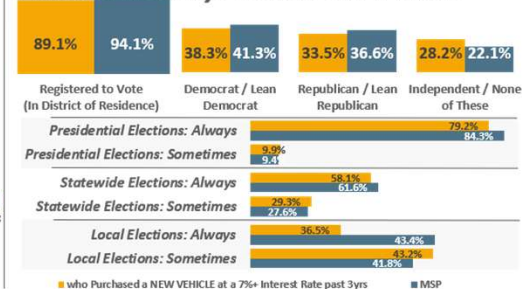
4.1% or 140,855 of MSP DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 17.2% more likely to look up D-I-Y advice online, 15.7% less likely to always vote in local elections, 28.3% more likely to belong to a gym, 15.% more likely to fly domestic



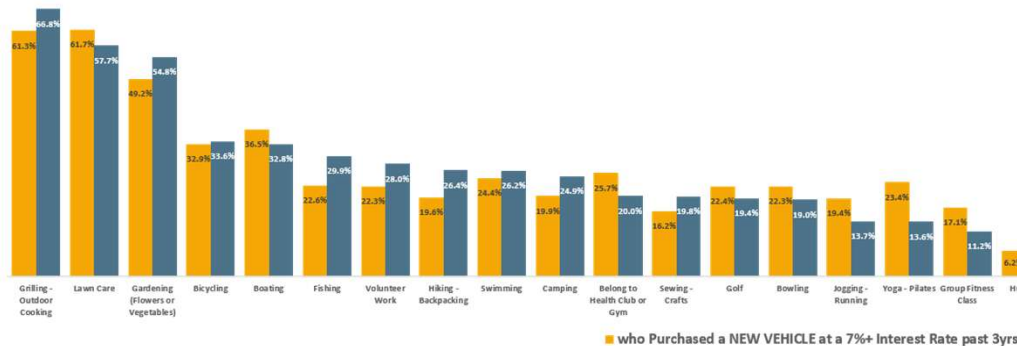
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



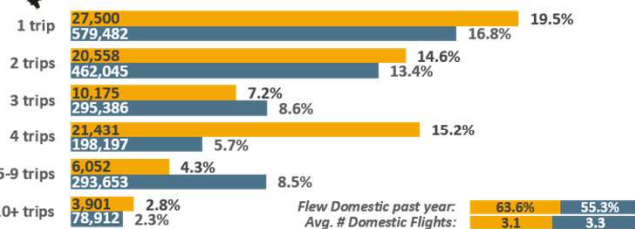
Political Activity: Adults 25 or older



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



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

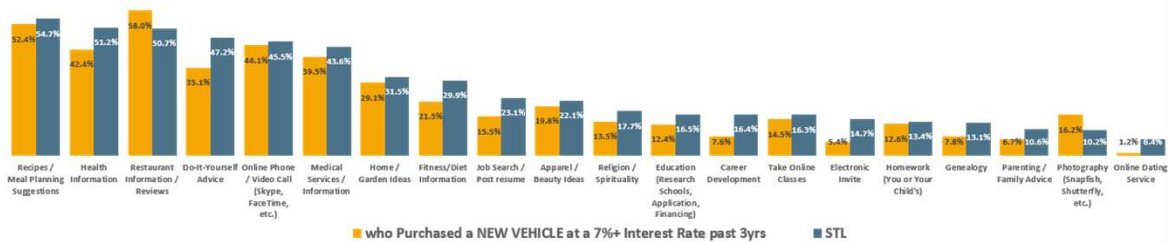




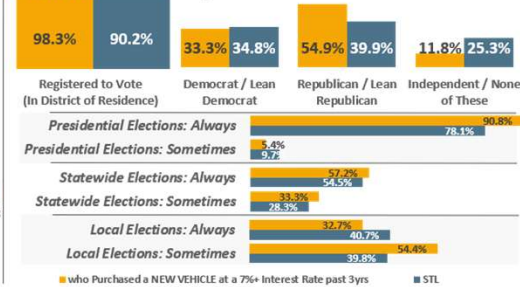
5.4% or 121,066 of STL DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 25.7% less likely to look up D-I-Y advice online, 19.7% less likely to always vote in local elections, 44.5% more likely to belong to a gym, 31.9% more likely to fly domes



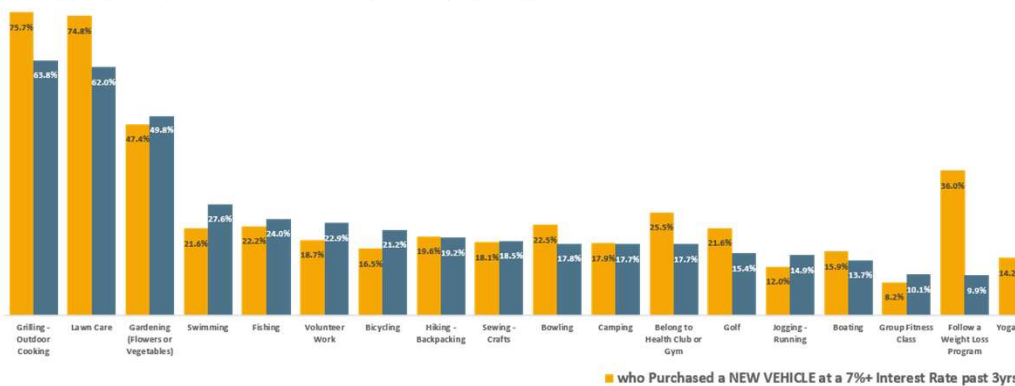
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



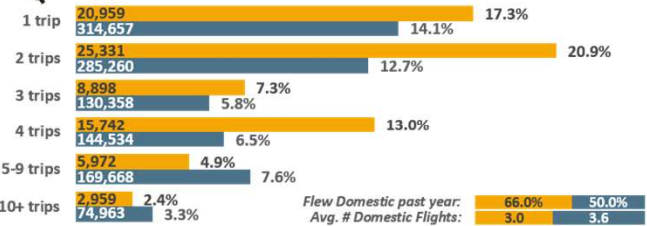
Political Activity: Adults 25 or older



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



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

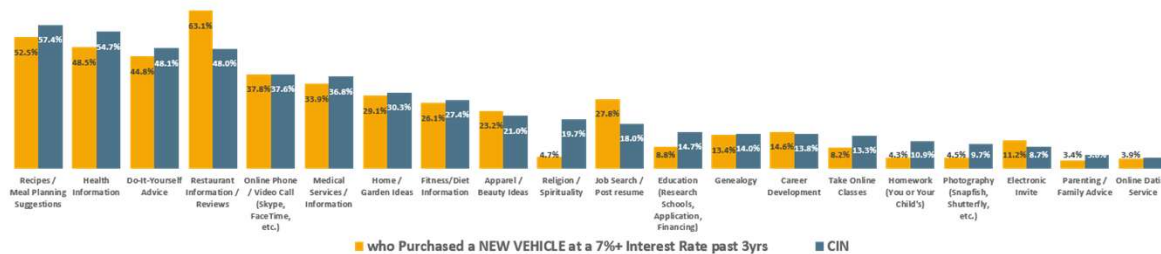




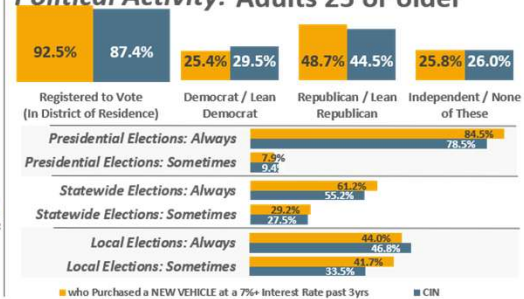
5.7% or 97,219 of CIN DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 7.% less likely to look up D-I-Y advice online, 6.% less likely to always vote in local elections, 28.7% more likely to belong to a gym, 16.9% more likely to fly domestic



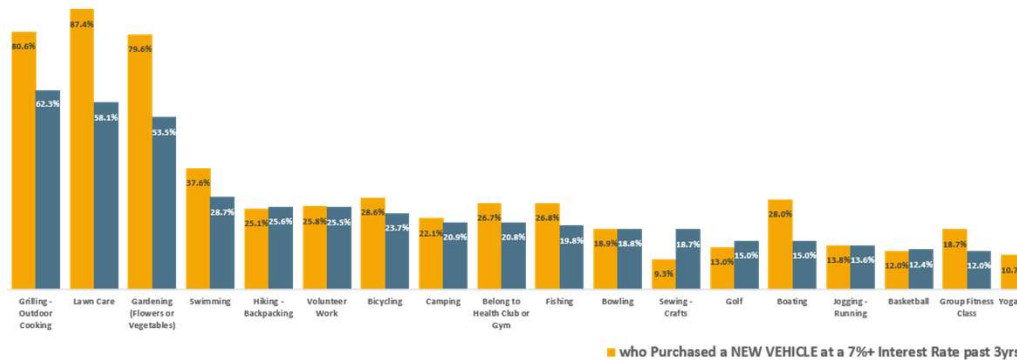
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



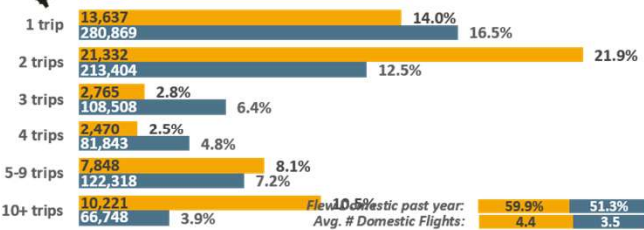
Political Activity: Adults 25 or older



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



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

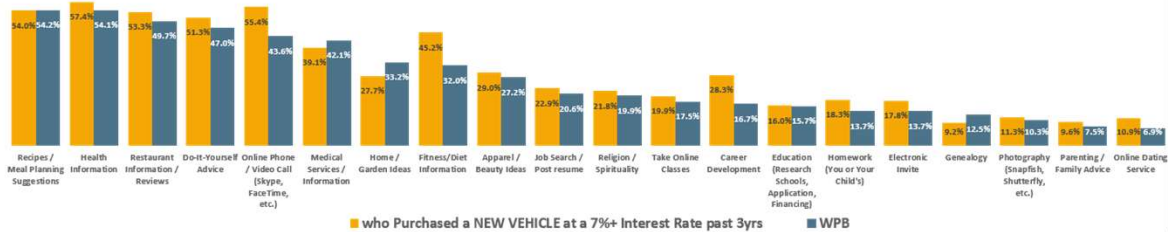




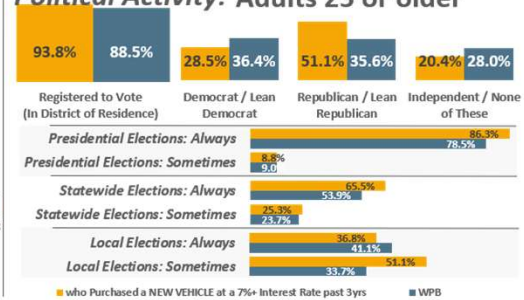
5.7% or 101,210 of WPB DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 9.1% more likely to look up D-I-Y advice online, 10.5% less likely to always vote in local elections, 82.2% more likely to belong to a gym, 10.1% more likely to fly domestic



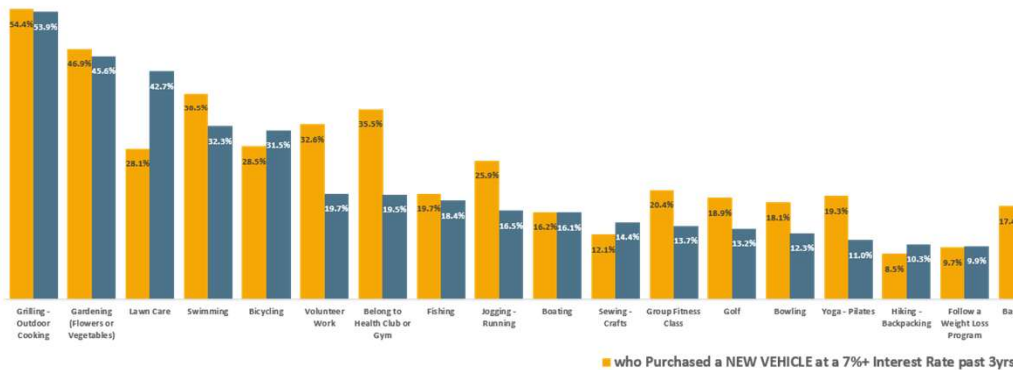
Top-20 past 30-days Online Lifestyle Activities: Adults 25 or older



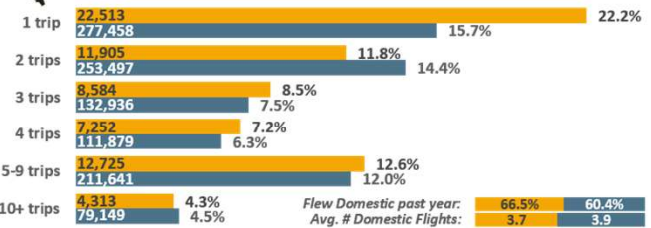
Political Activity: Adults 25 or older



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



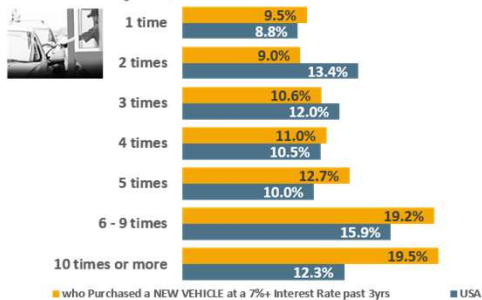
Past 12-months Domestic Airline Trips: Adults 25 or older



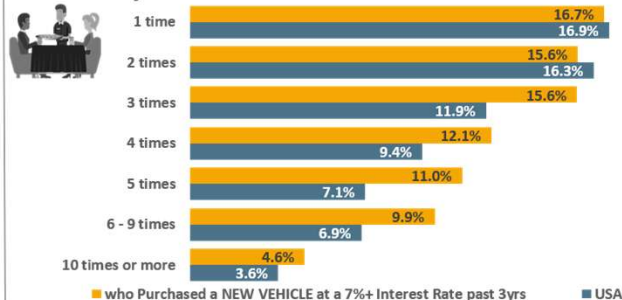


4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 10.2% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 1.9% less likely to use Casinos past yr., 39.9% less likely to smoke cigare

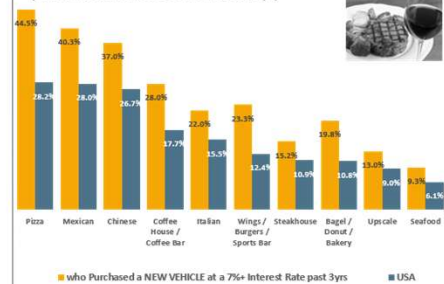
Past 30-days QSR Users: Adults 25 or older



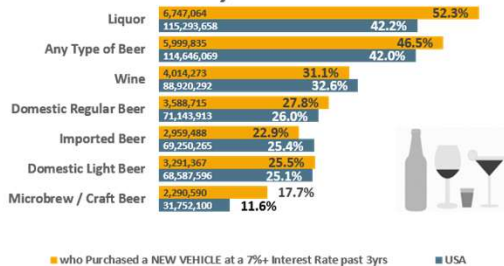
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



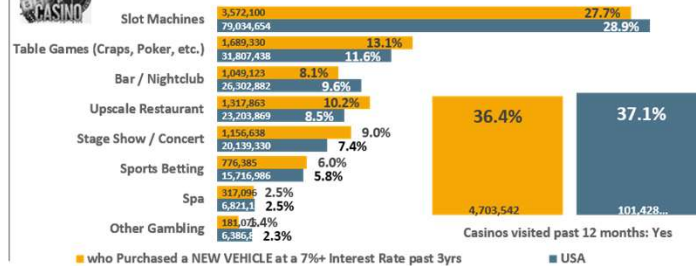
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



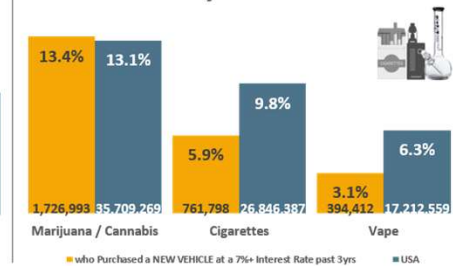
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



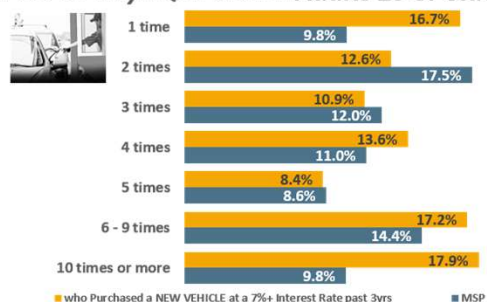
Used Past 30-days: Adults 25 or older



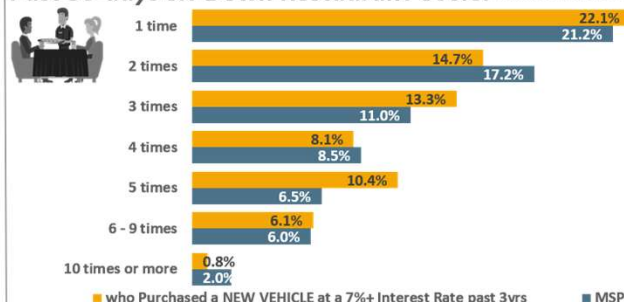


4.1% or 140,855 of MSP DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 17.1% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 4.9% more likely to use Casinos past yr., 35.1% less likely to smoke cigaret

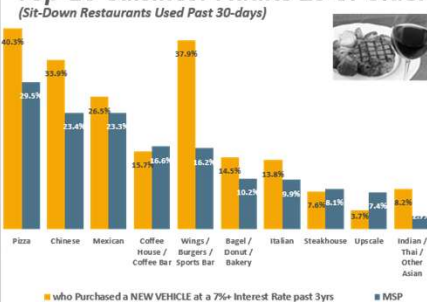
Past 30-days QSR Users: Adults 25 or older



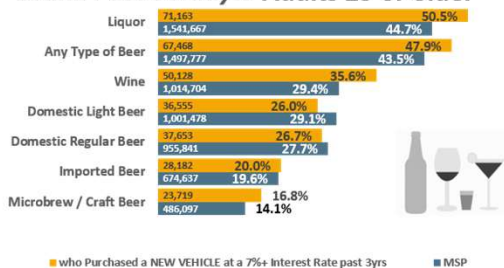
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



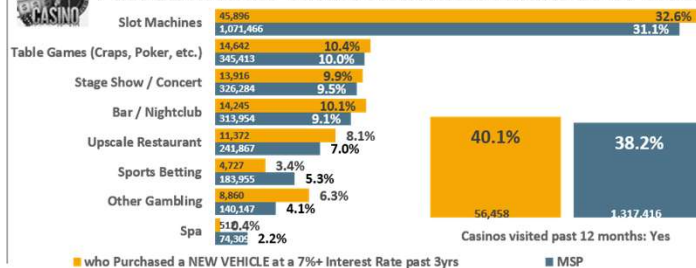
Top-10 Cuisines: Adults 25 or older



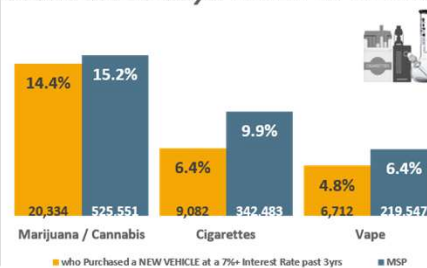
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



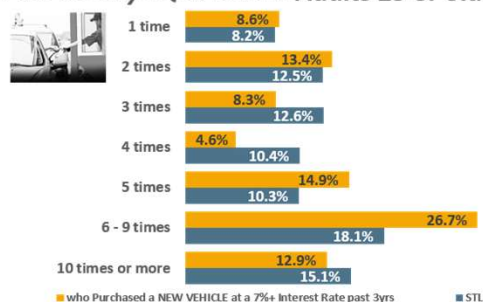
Used Past 30-days: Adults 25 or older





5.4% or 121,066 of STL DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 2.3% more likely to use QSRs past mo., 18.3% more likely to use Sit-Down Restaurants past mo., 29.3% more likely to use Casinos past yr., 81.8% less likely to smoke cigare

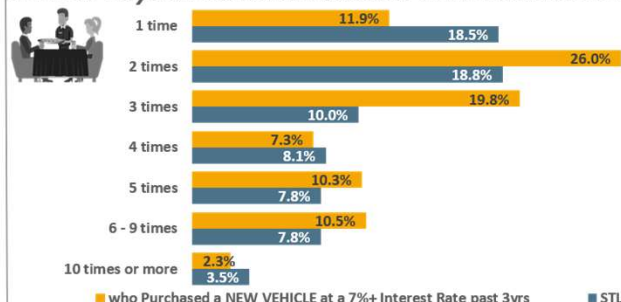
Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 89.4%
Avg. Monthly QSR Meals: 6.1

108,283
1,956,845

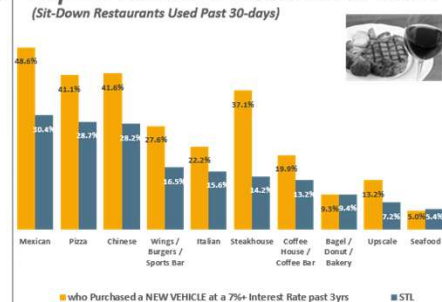
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 88.1%
Avg. Monthly Sit-Down Restaurant Meals: 3.6

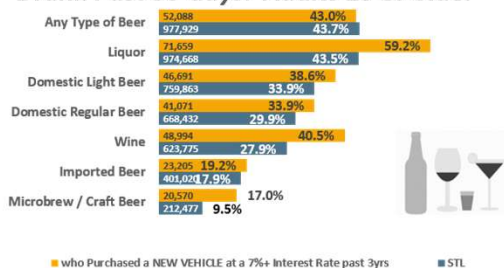
106,638
1,666,221

Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



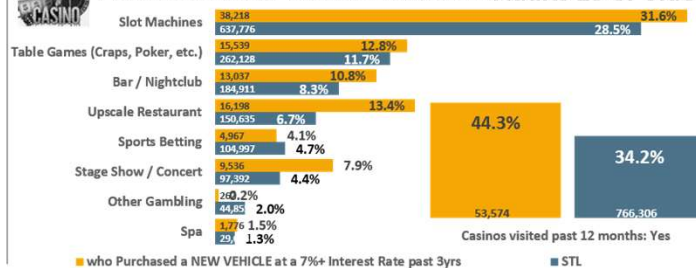
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased a NEW VEHICLE at a 7%+ Interest Rate: 9,336
STL: 360,127

Drank Past 30-days: Adults 25 or older



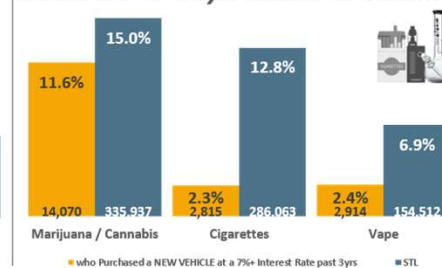
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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Past 12 months Casino Activities: Adults 25 or older



Casinos visited past 12 months: Yes
53,574
766,306

Used Past 30-days: Adults 25 or older

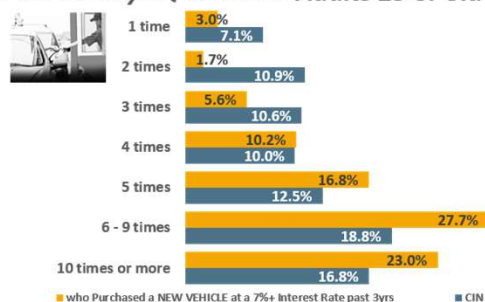


[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]

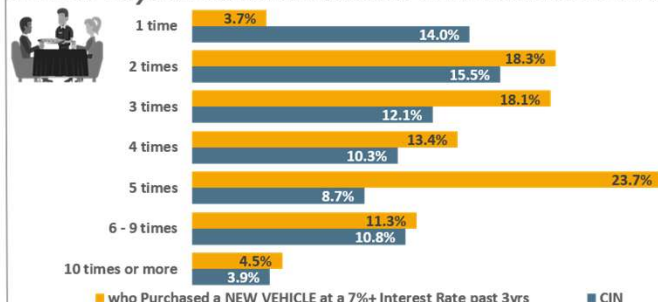


5.7% or 97,219 of CIN DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 1.2% more likely to use QSRs past mo., 23.5% more likely to use Sit-Down Restaurants past mo., 15.2% less likely to use Casinos past yr., 88.6% less likely to smoke cigare

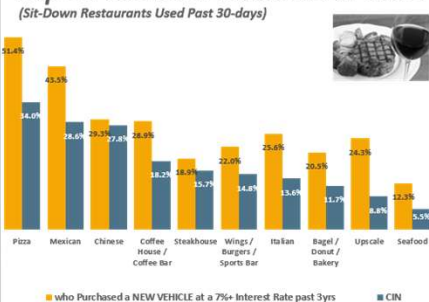
Past 30-days QSR Users: Adults 25 or older



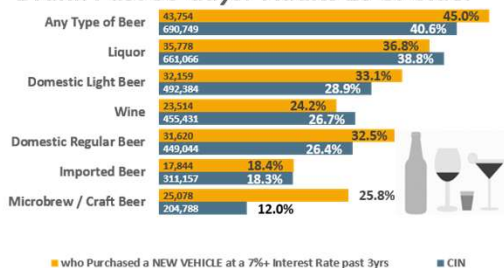
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



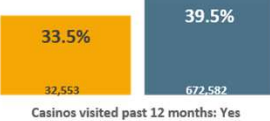
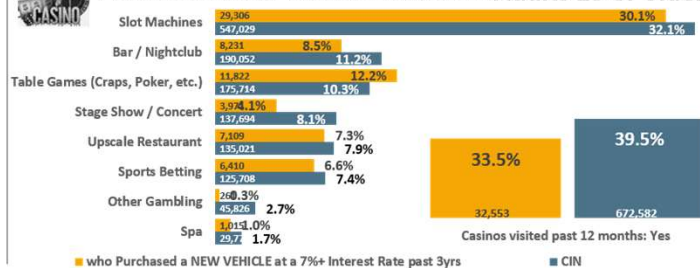
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



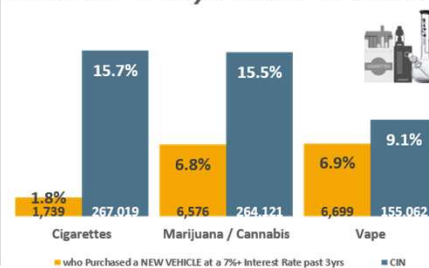
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



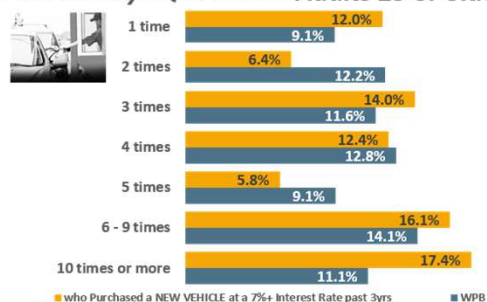
Used Past 30-days: Adults 25 or older



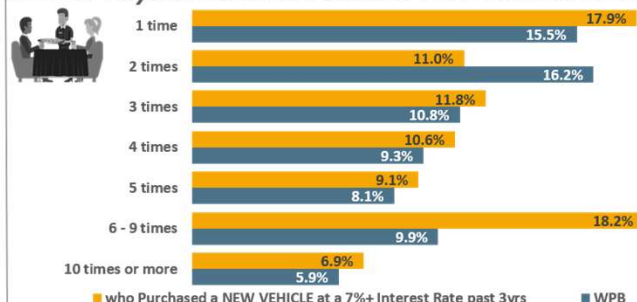


5.7% or 101,210 of WPB DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 5.0% more likely to use QSRs past mo., 12.9% more likely to use Sit-Down Restaurants past mo., 7.0% more likely to use Casinos past yr., 59.6% less likely to smoke cigarette

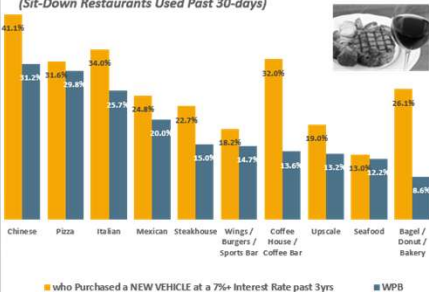
Past 30-days QSR Users: Adults 25 or older



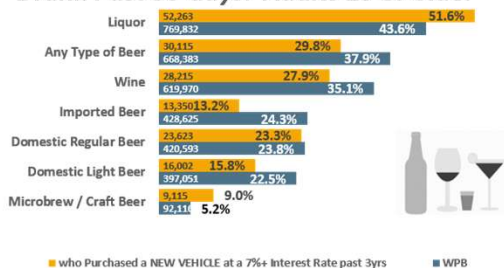
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



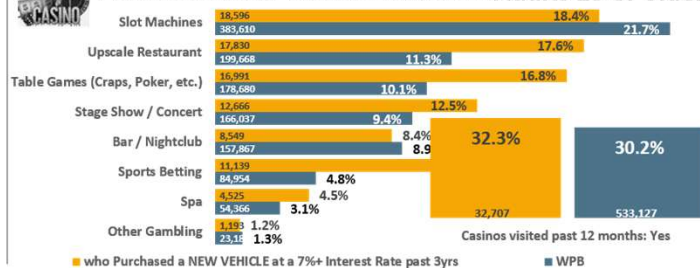
Top-10 Cuisines: Adults 25 or older (Sit-Down Restaurants Used Past 30-days)



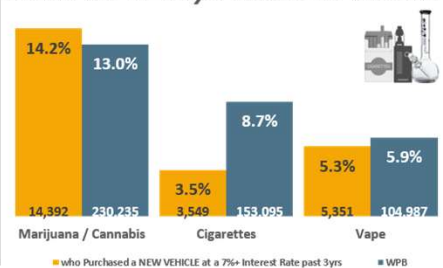
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



Used Past 30-days: Adults 25 or older

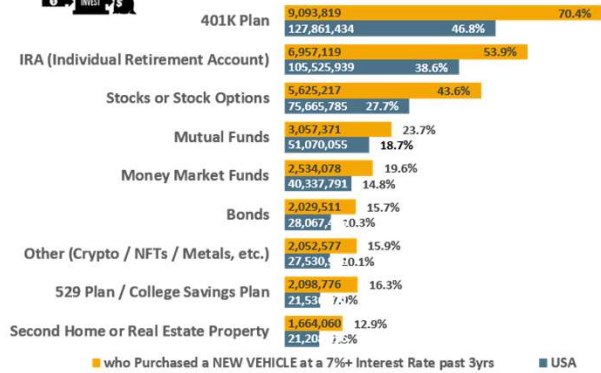




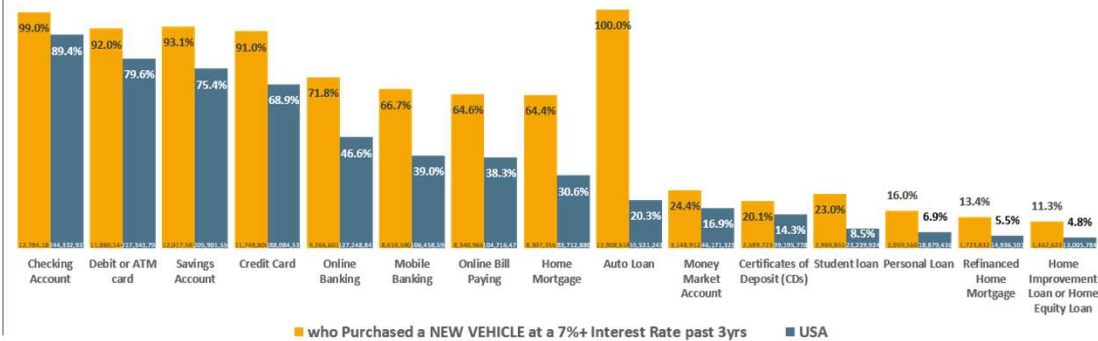
4.7% or 12,908,618 of USA DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 50.5% more likely to have a 401K, 391.9% more likely to have an Auto Loan, 49.5% more likely to Invest/Trade Stocks Online, 14.2% more likely to pay with their Debit Card.



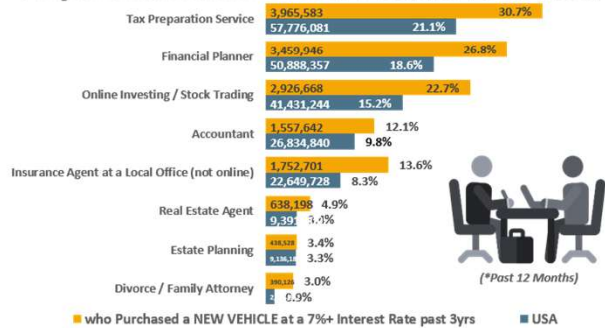
Investments Owned: Adults 25 or older



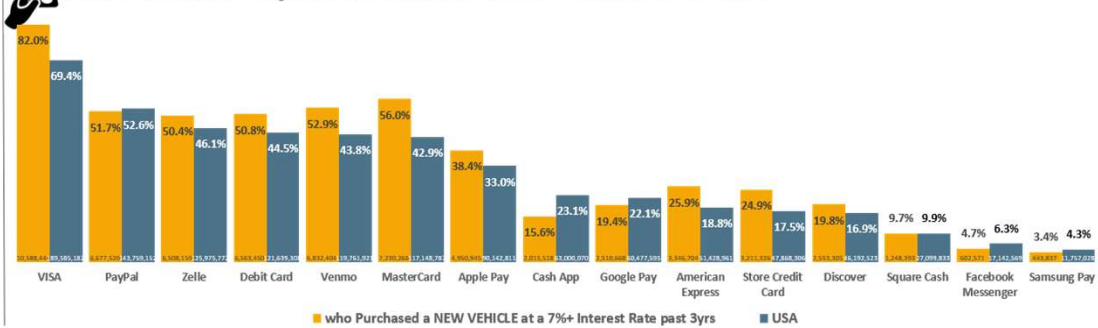
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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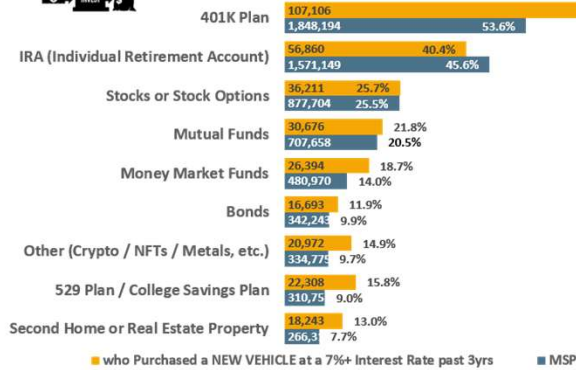
[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]



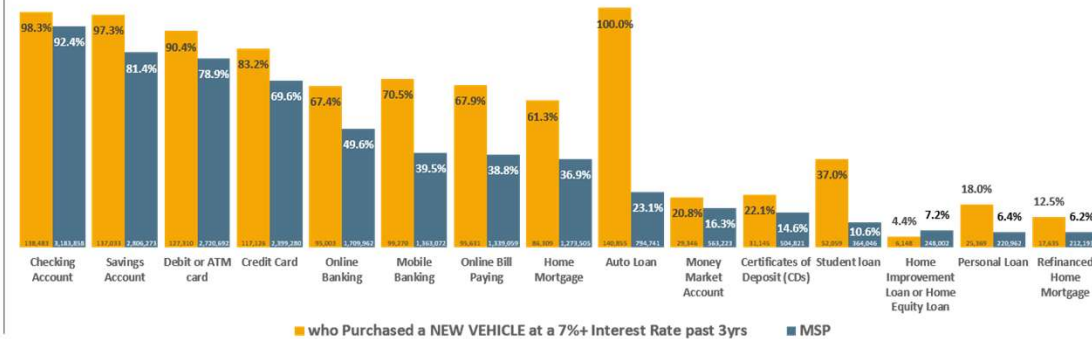
4.1% or 140,855 of MSP DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 41.8% more likely to have a 401K, 333.7% more likely to have an Auto Loan, 55.8% less likely to Invest/Trade Stocks Online, 45.5% more likely to pay with their Debit Card.



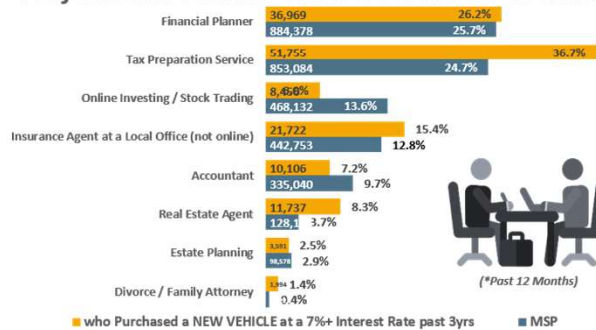
Investments Owned: Adults 25 or older



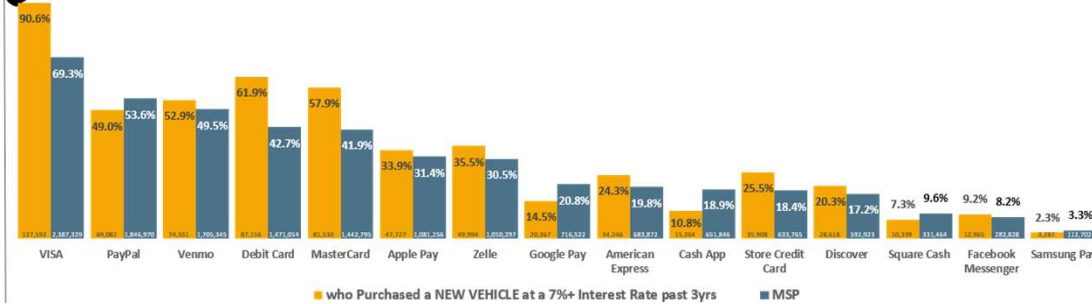
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 82
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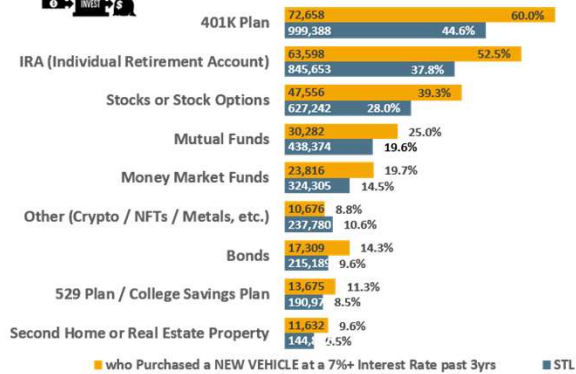
[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]



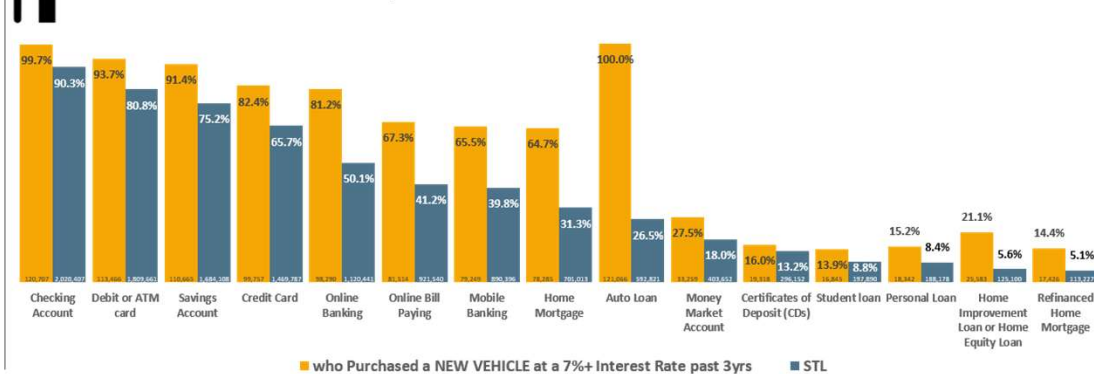
5.4% or 121,066 of STL DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 34.4% more likely to have a 401K, 277.6% more likely to have an Auto Loan, 54.3% more likely to Invest/Trade Stocks Online, 11.1% less likely to pay with their Debit Card.



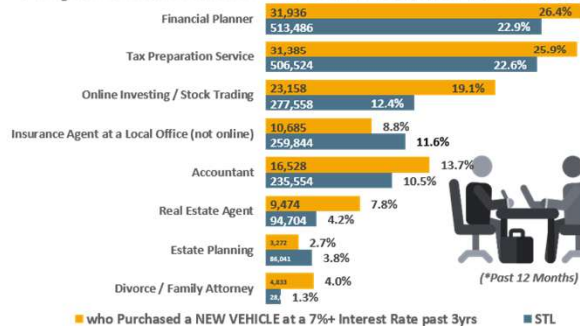
Investments Owned: Adults 25 or older



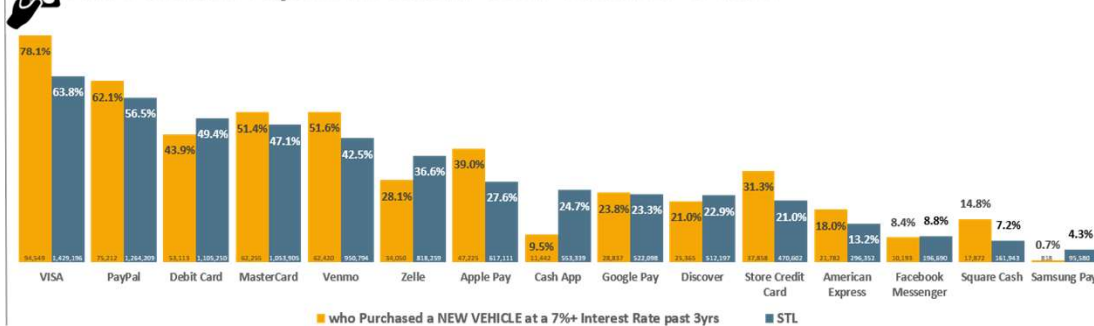
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]



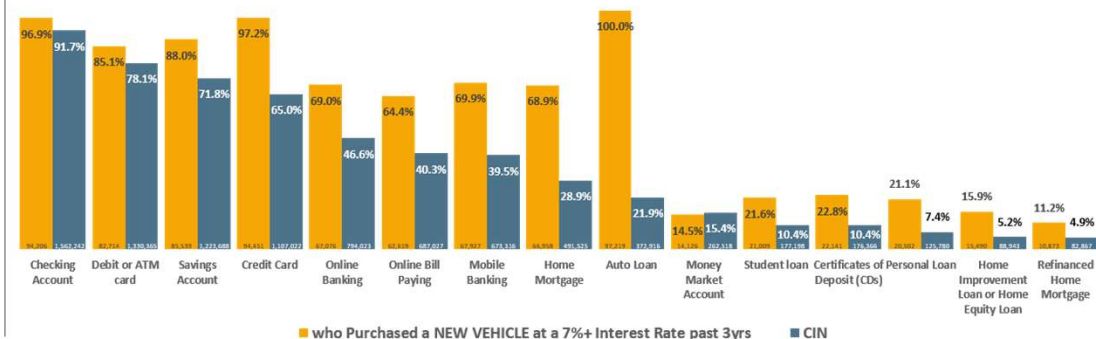
5.7% or 97,219 of CIN DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 49.1% more likely to have a 401K, 356.8% more likely to have an Auto Loan, 64.7% more likely to Invest/Trade Stocks Online, 3.4% more likely to pay with their Debit Card.



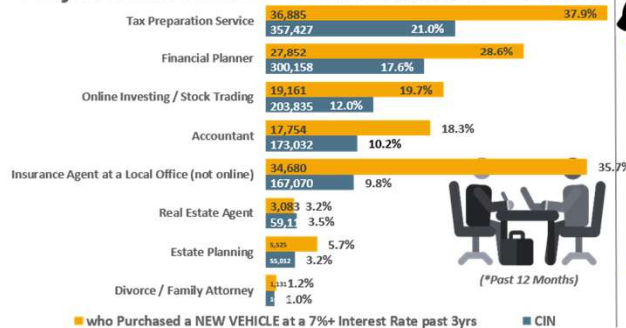
Investments Owned: Adults 25 or older



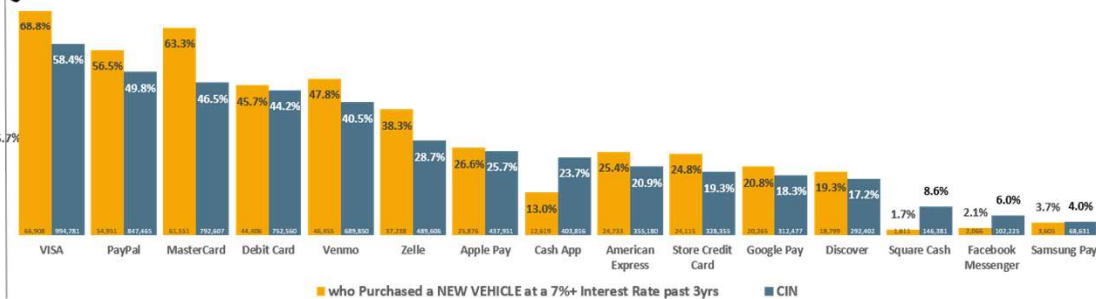
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



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





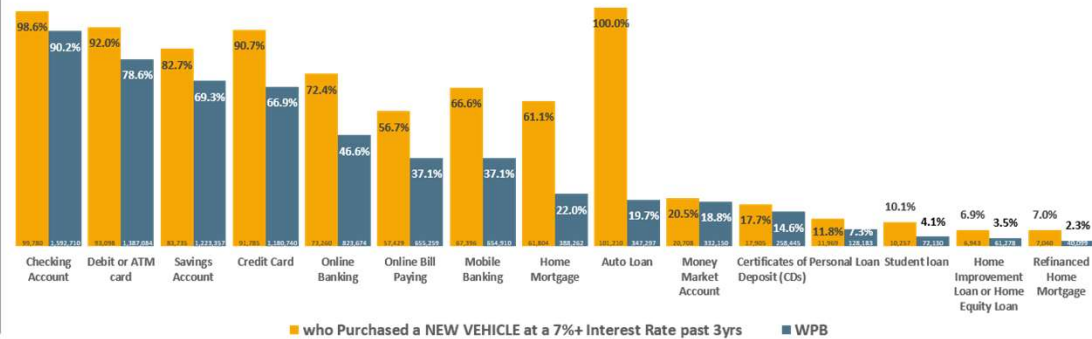
5.7% or 101,210 of WPB DMA Adults 25 or older Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs. Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs are 38.8% more likely to have a 401K, 408.4% more likely to have an Auto Loan, 47.4% more likely to Invest/Trade Stocks Online, 18.6% more likely to pay with their Debit Card.



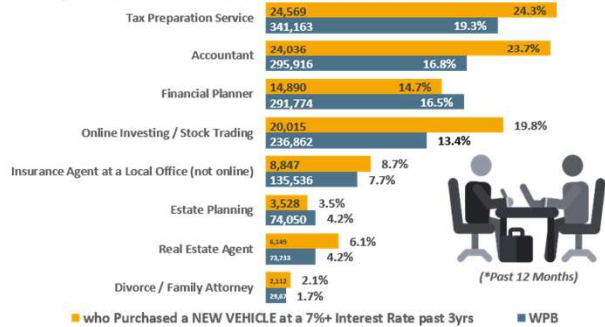
Investments Owned: Adults 25 or older



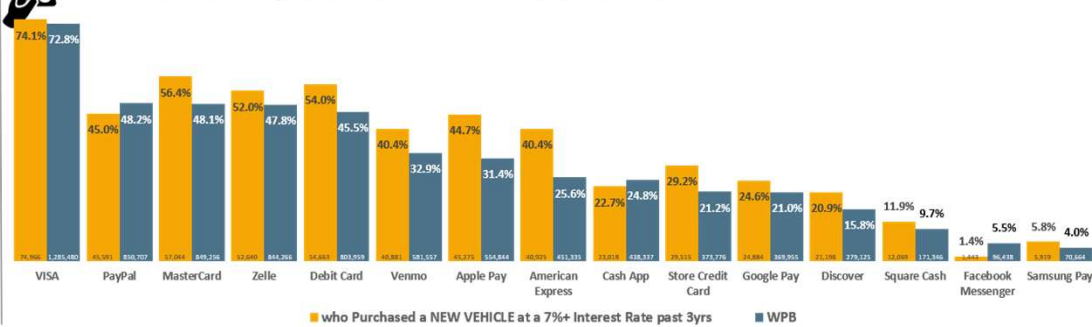
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used*: Adults 25 or older



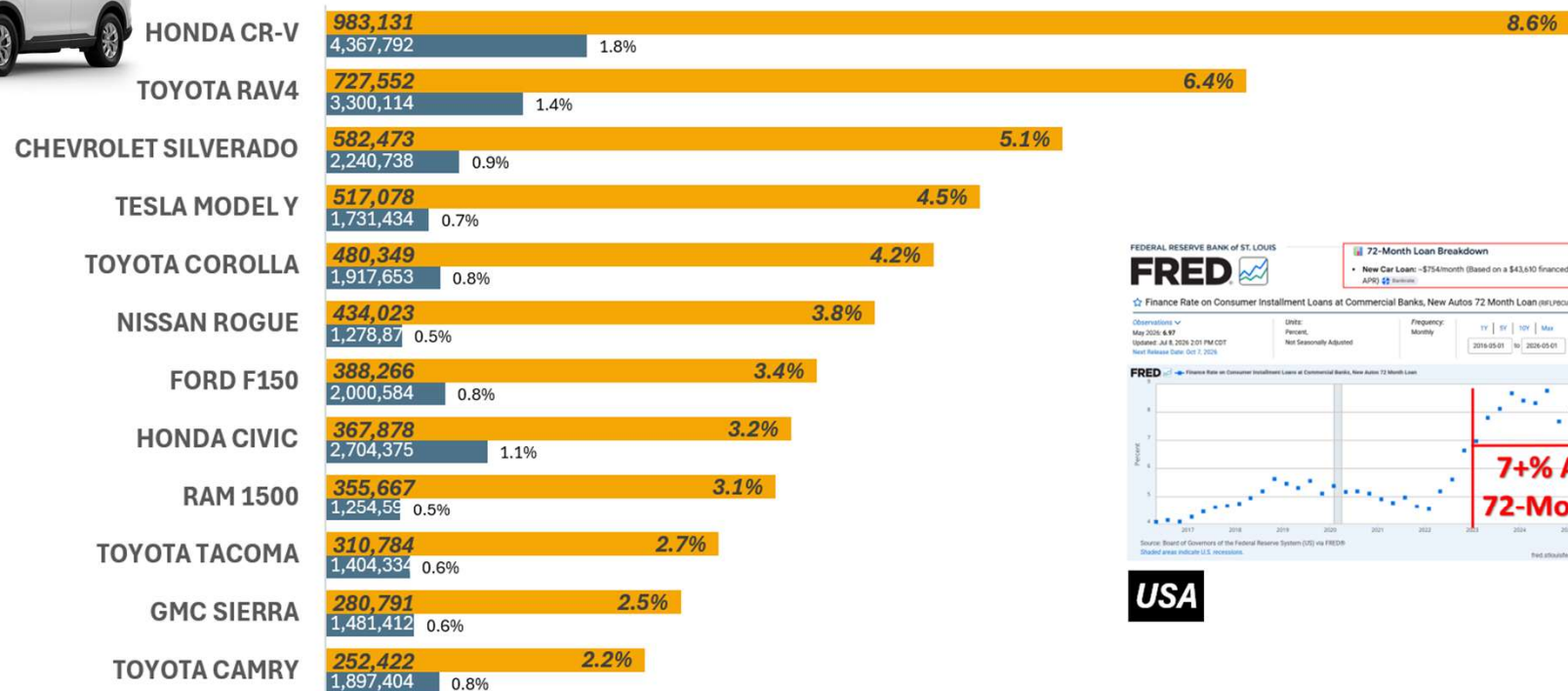
Past 3-Months Payment Methods Used: Adults 25 or older





"Top New Vehicle Makes/Models Financed past 3 years"

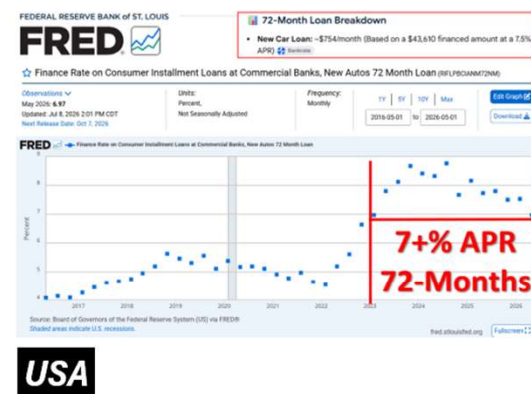
P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ USA (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1125
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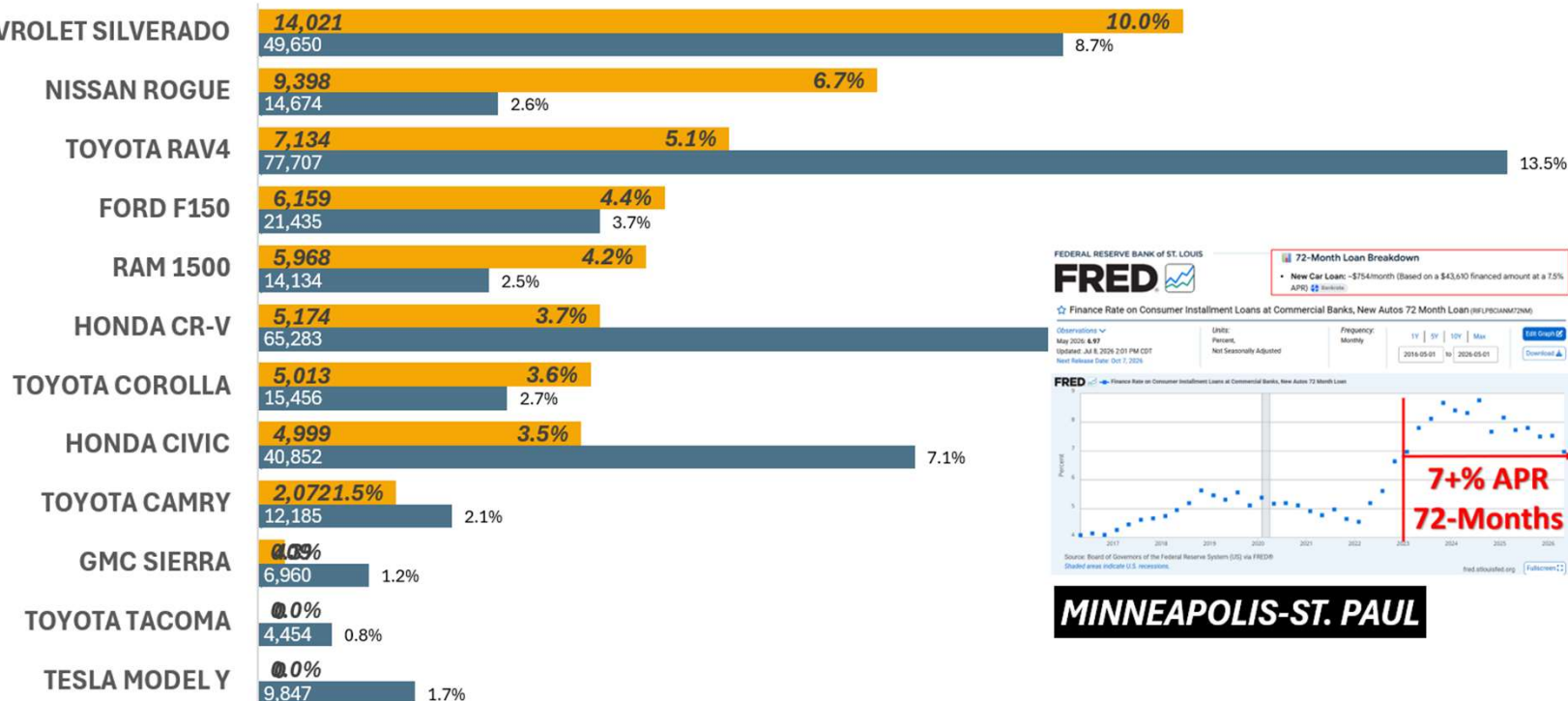
soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



"Top New Vehicle Makes/Models Financed past 3 years"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ MINNEAPOLIS-ST. PAUL (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 82

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MINNEAPOLIS-ST. PAUL

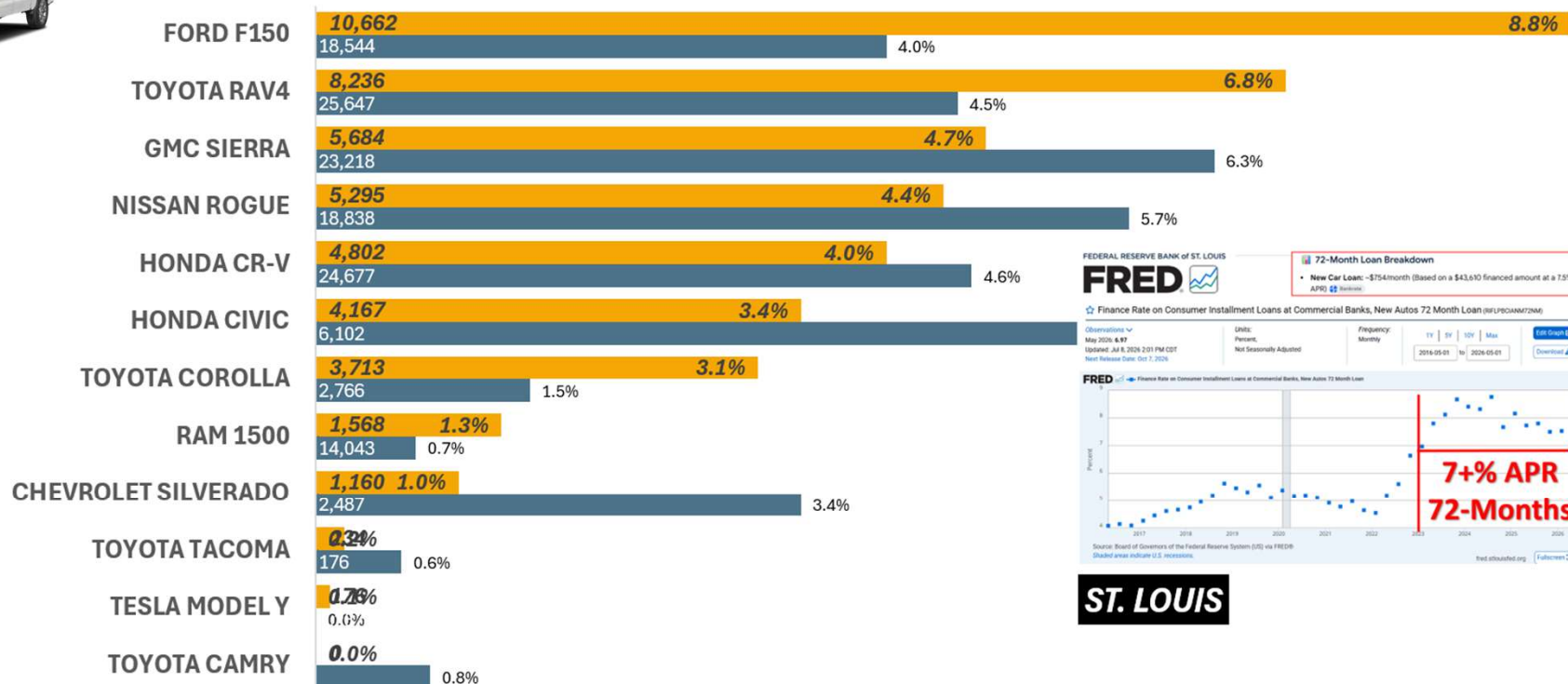
soefa.ai Share of Everything for Anything ®

[[[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



"Top New Vehicle Makes/Models Financed past 3 years"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



ST. LOUIS

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ ST. LOUIS (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 100
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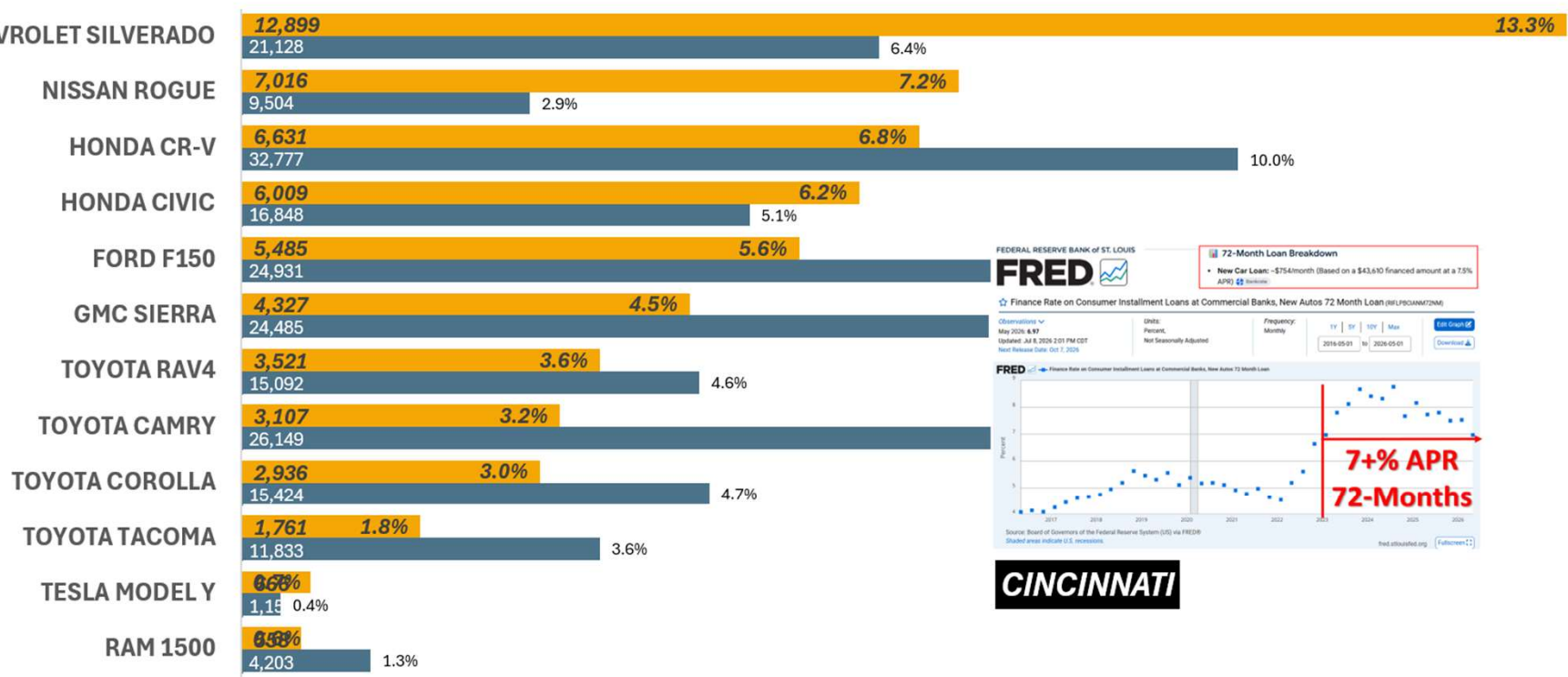
soefa.ai Share of Everything for Anything

[[[(Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Top New Vehicle Makes/Models Financed past 3 years"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



CINCINNATI

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)
■ P25+ CINCINNATI (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 93
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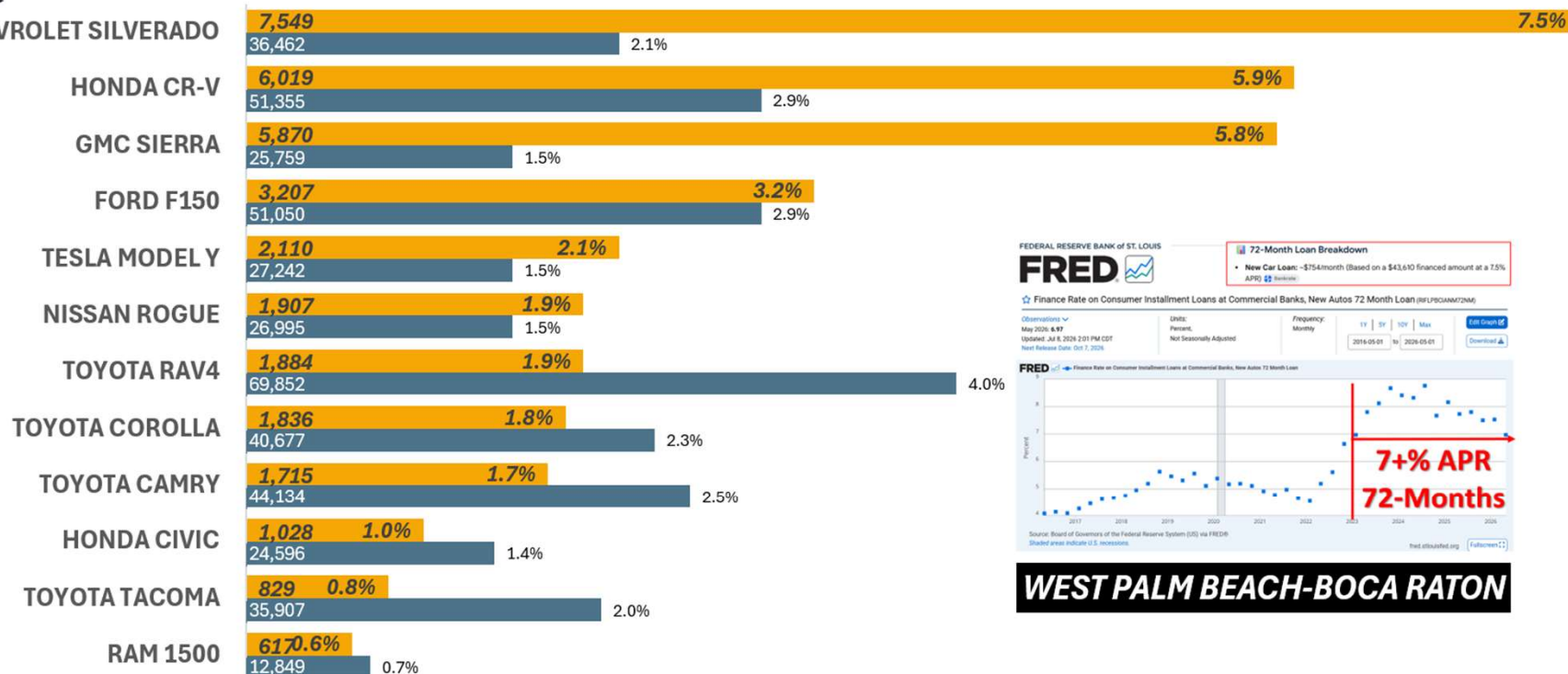
soefa.ai Share of Everything for Anything

[[[(Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Top New Vehicle Makes/Models Financed past 3 years"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)



■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Top New Vehicle Makes/Models Financed with a 7%+ Auto Loan)

■ P25+ WEST PALM BEACH-BOCA RATON (Top New Vehicle Makes/Models Financed, Leased, or Paid Cash for)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 142

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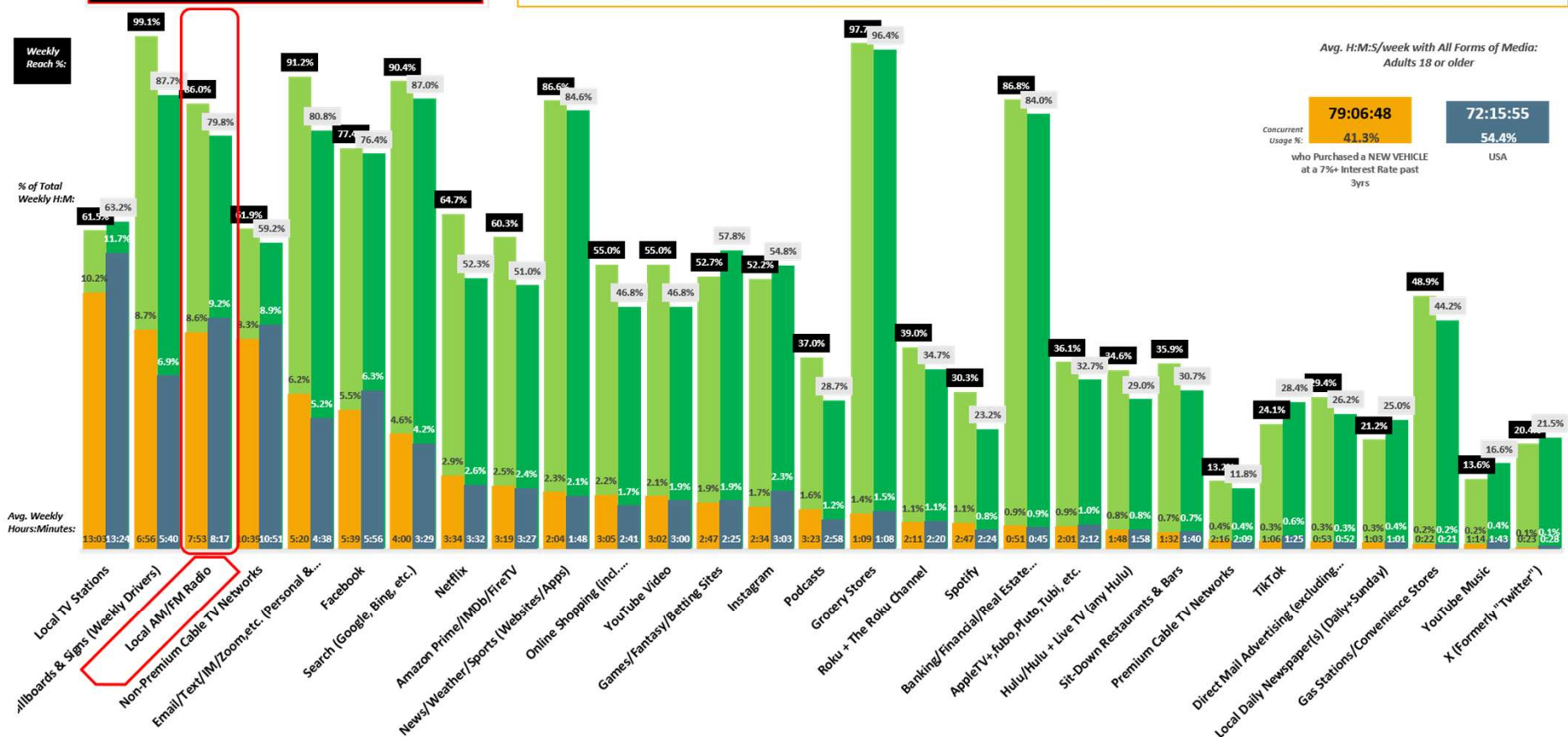
WEST PALM BEACH-BOCA RATON

soefa.ai Share of Everything for Anything

[[[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 7 hours, 6 minutes and 48 seconds each week with All Forms of Media.
 86.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



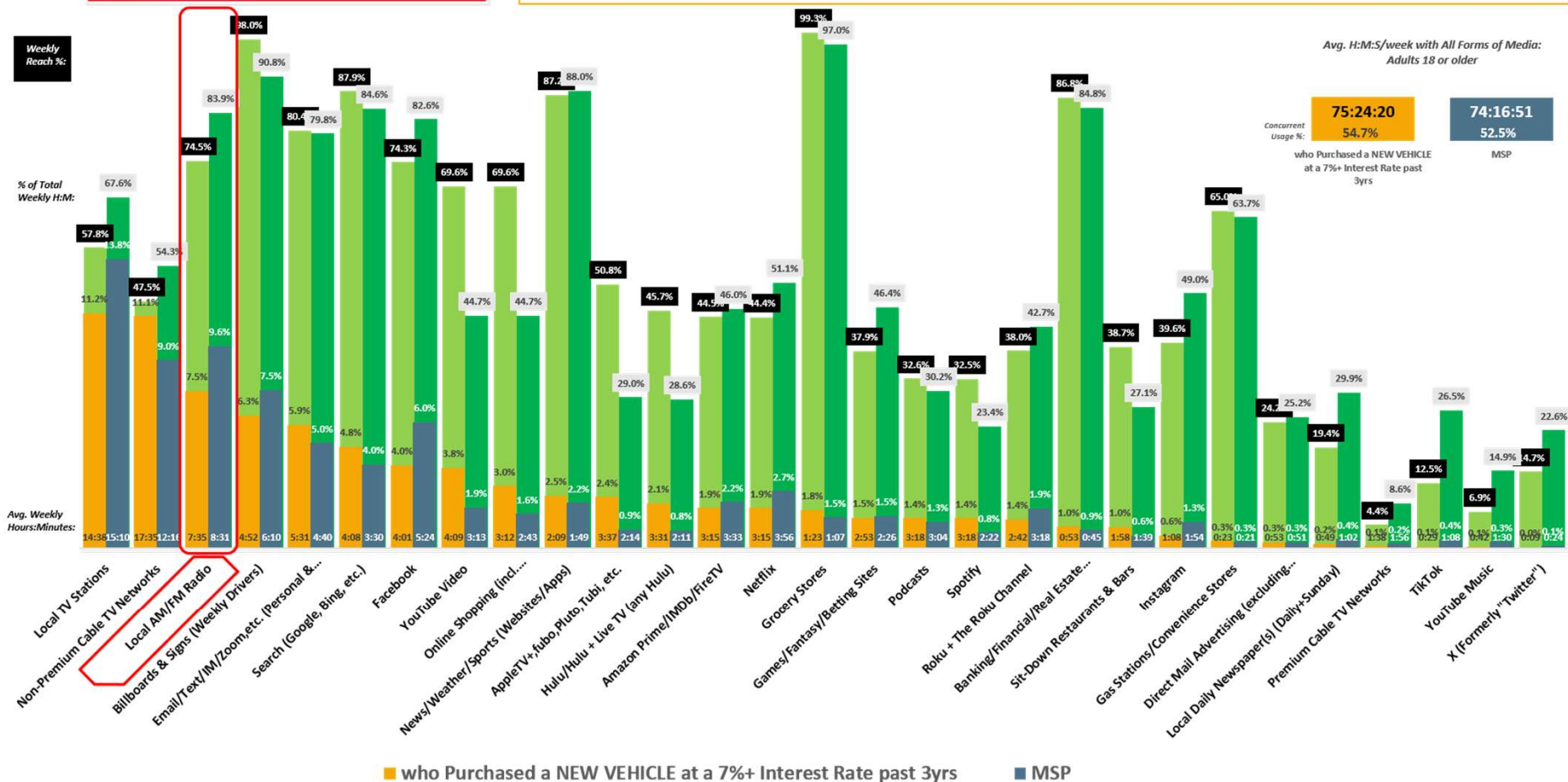
■ who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs ■ USA



Share of Everything for Anything.

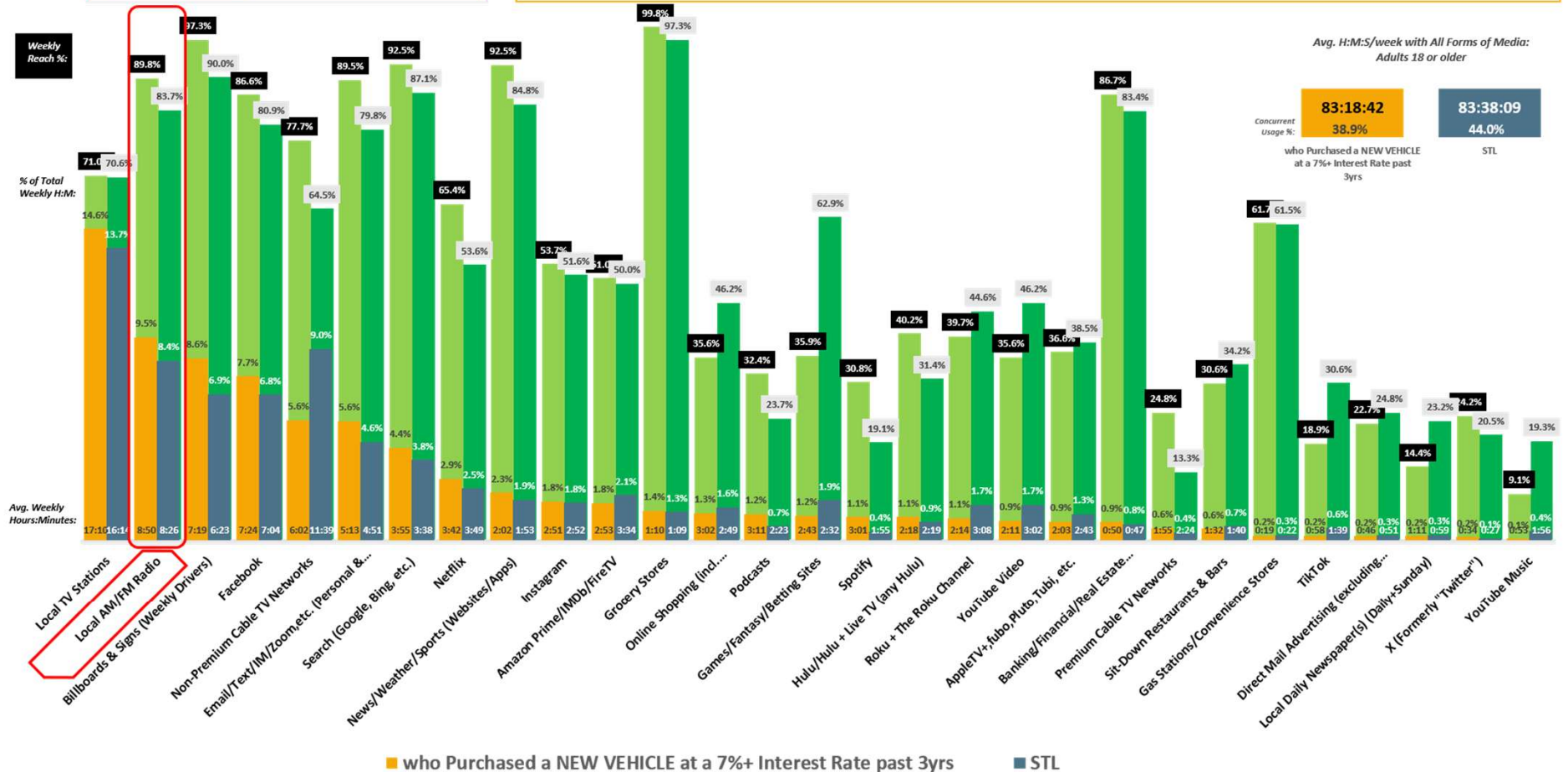


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 3 hours, 24 minutes and 20 seconds each week with All Forms of Media.
 74.5% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



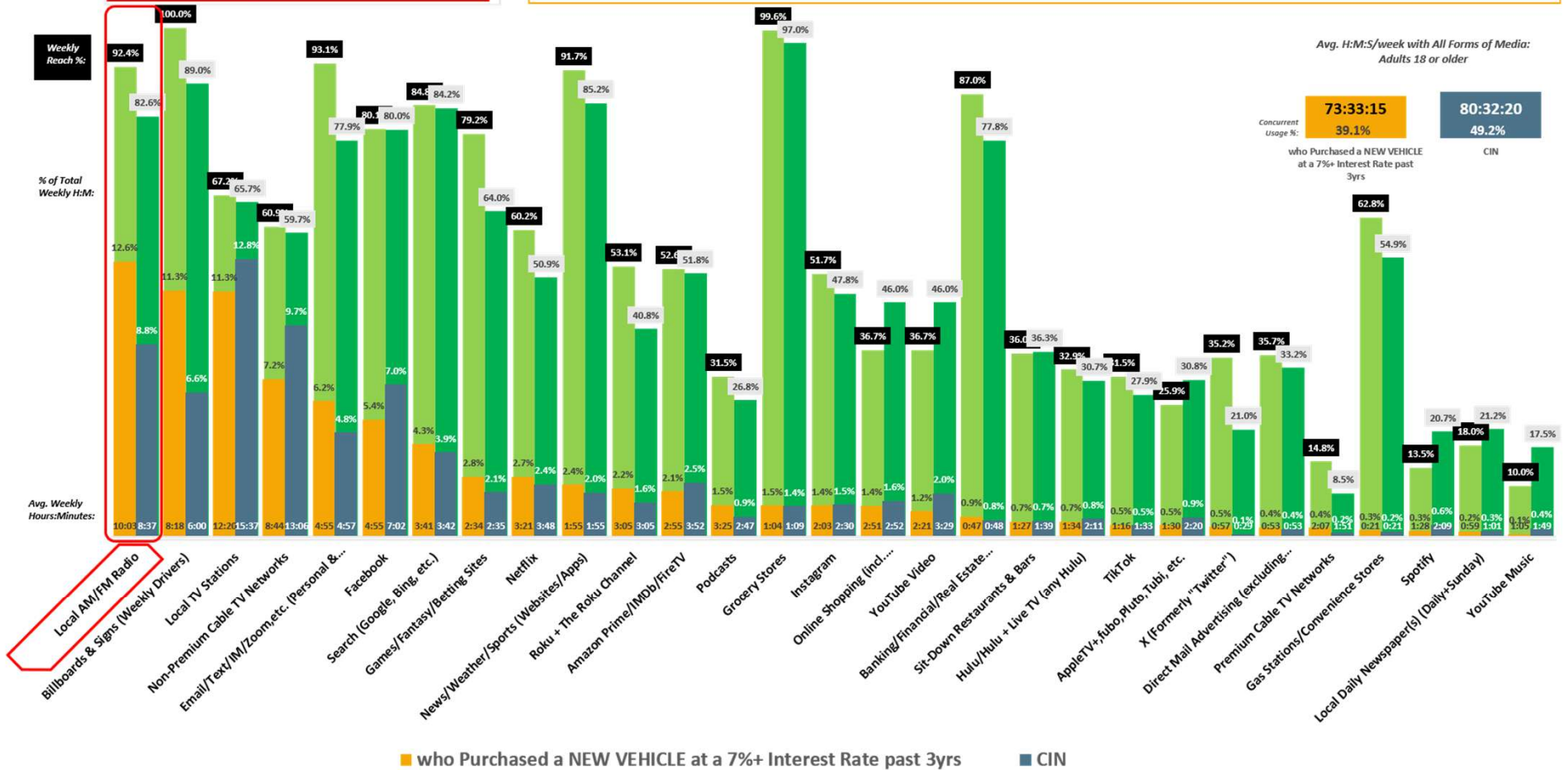


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 11 hours, 18 minutes and 42 seconds each week with All Forms of Media.
 89.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



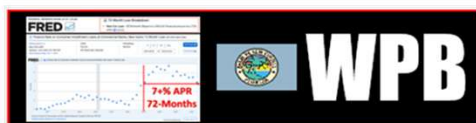


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 1 hours, 33 minutes and 15 seconds each week with All Forms of Media.
 92.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 10 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 12.6% of total time spent with all forms of Media.

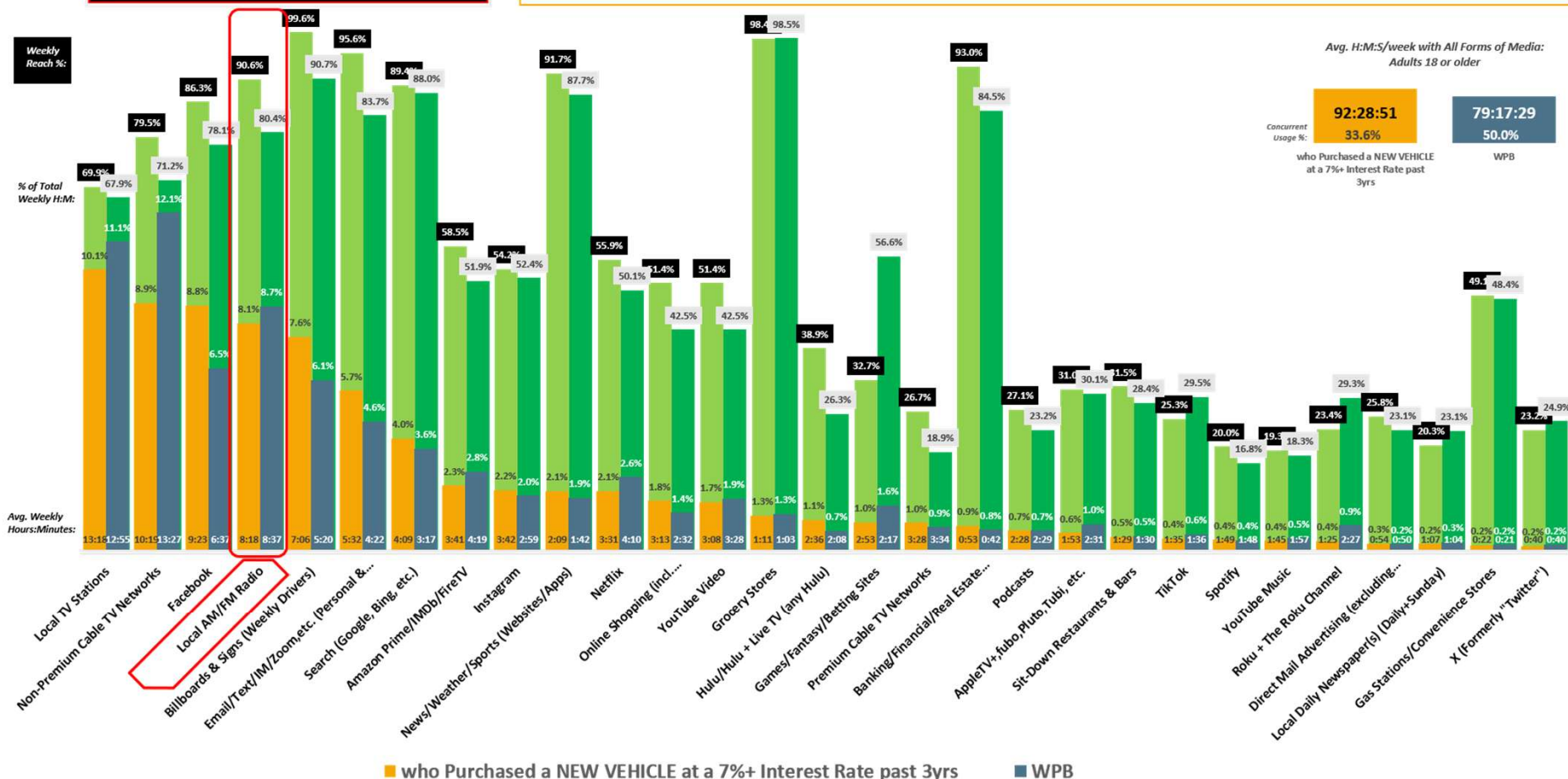


Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 73:33:15 39.1%
 80:32:20 49.2%
 who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs
 CIN

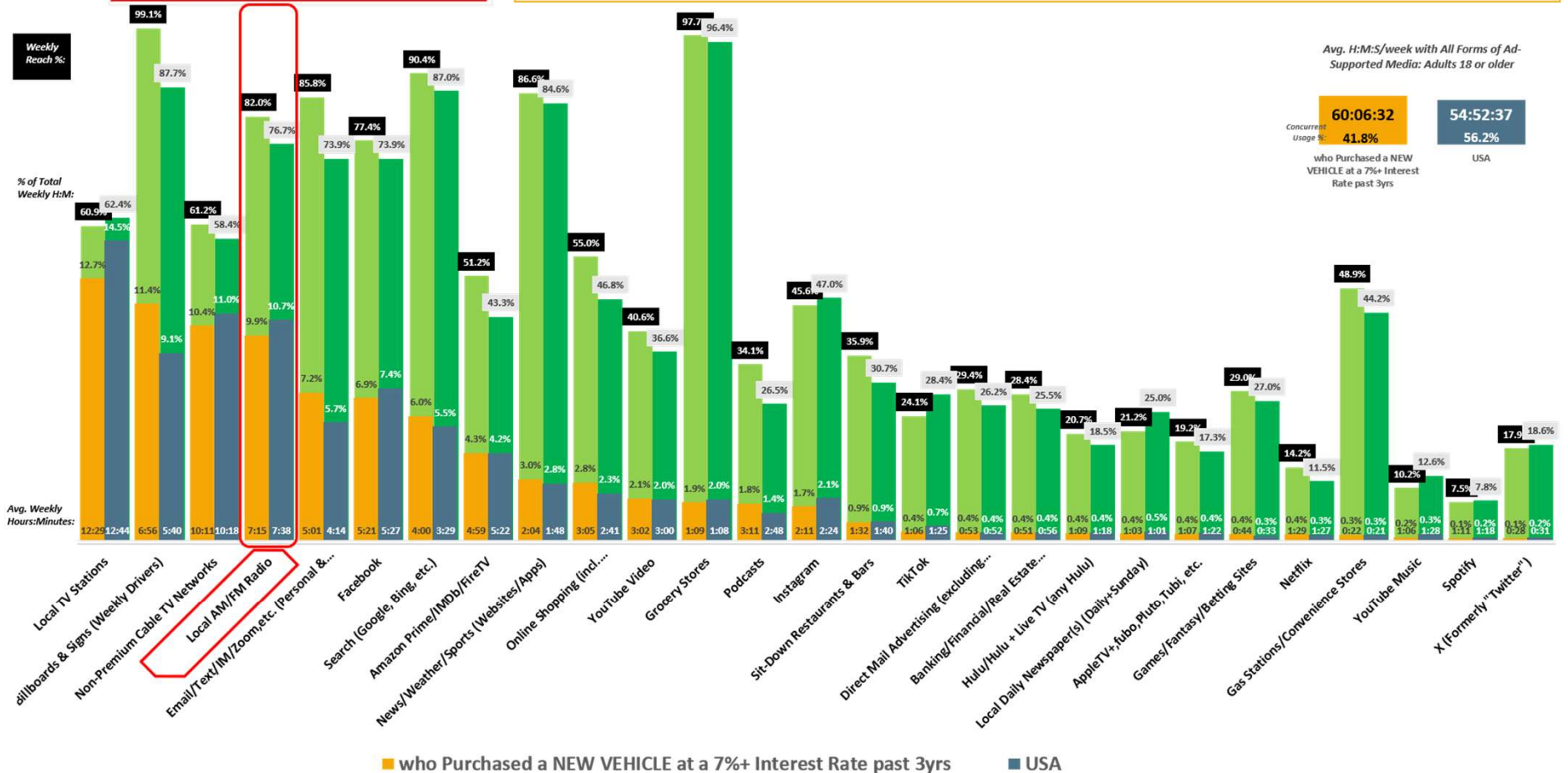


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 20 hours, 28 minutes and 51 seconds each week with All Forms of Media.
 90.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



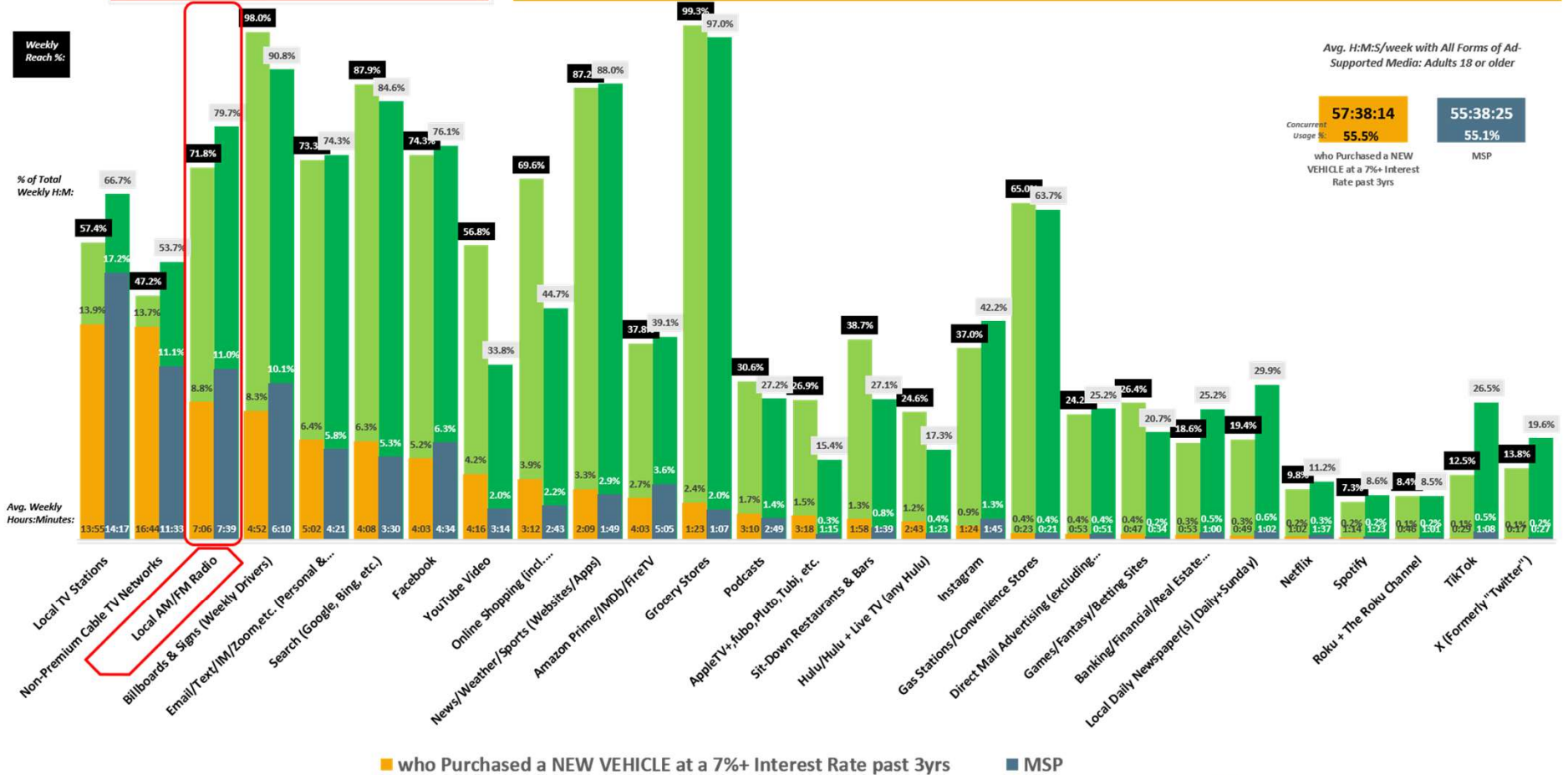


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 12 hours, 6 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
 82.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Med



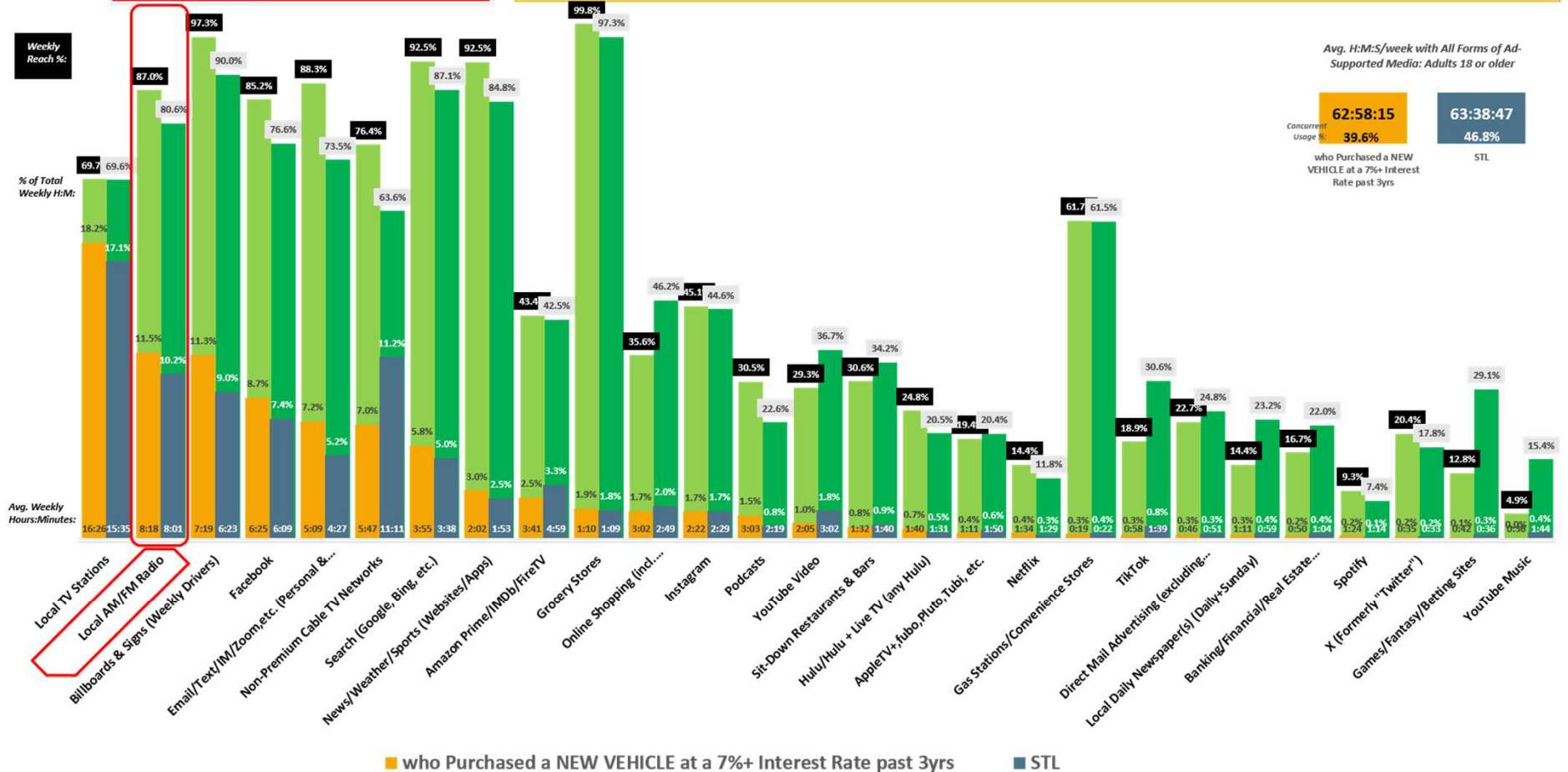


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 9 hours, 38 minutes and 14 seconds each week with All Forms of Ad-Supported Media.
 71.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Med





Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 14 hours, 58 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
87.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 8 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Me



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

Concurrent Usage %: 39.6%

62:58:15

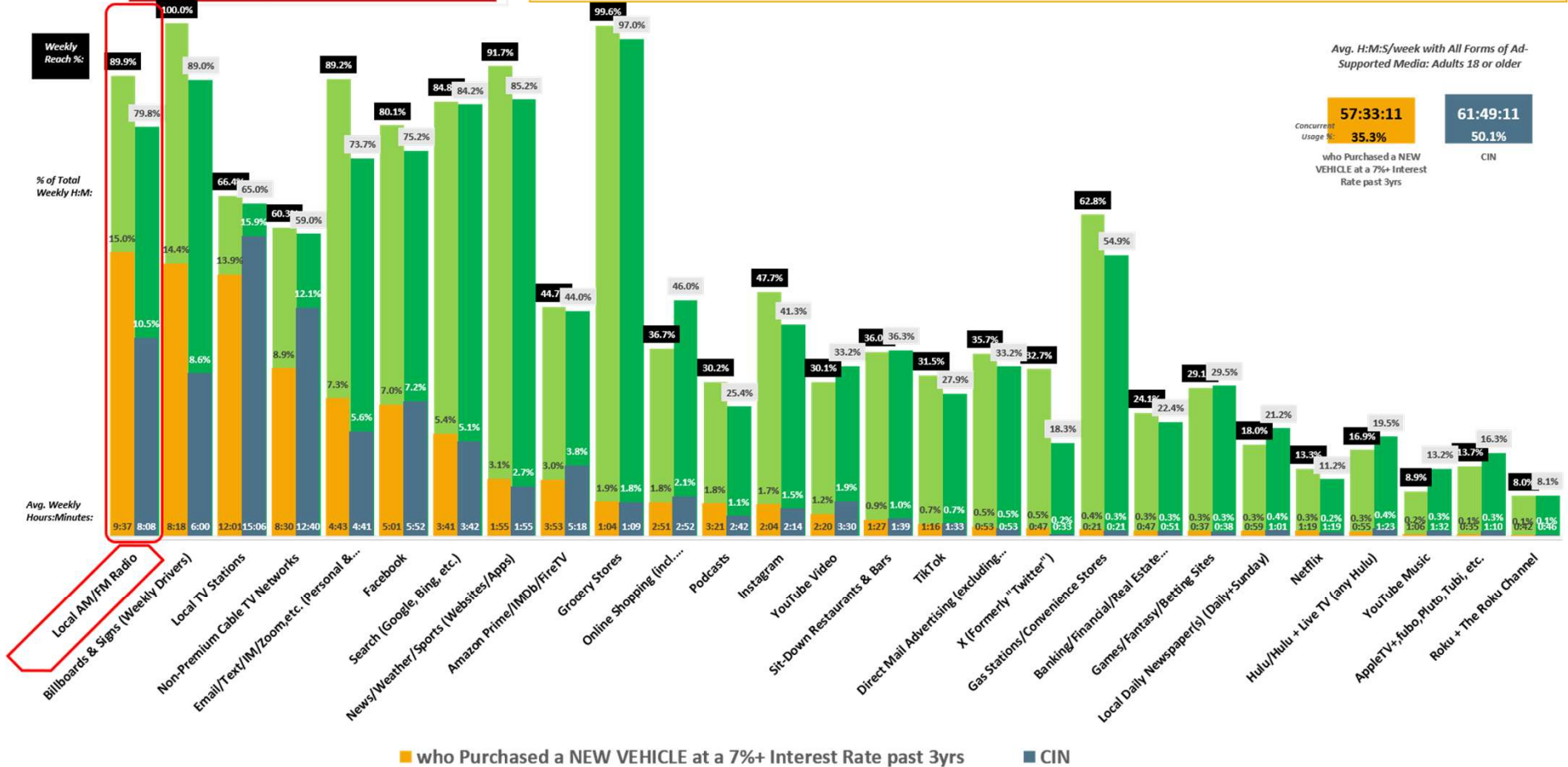
63:38:47

who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

STL

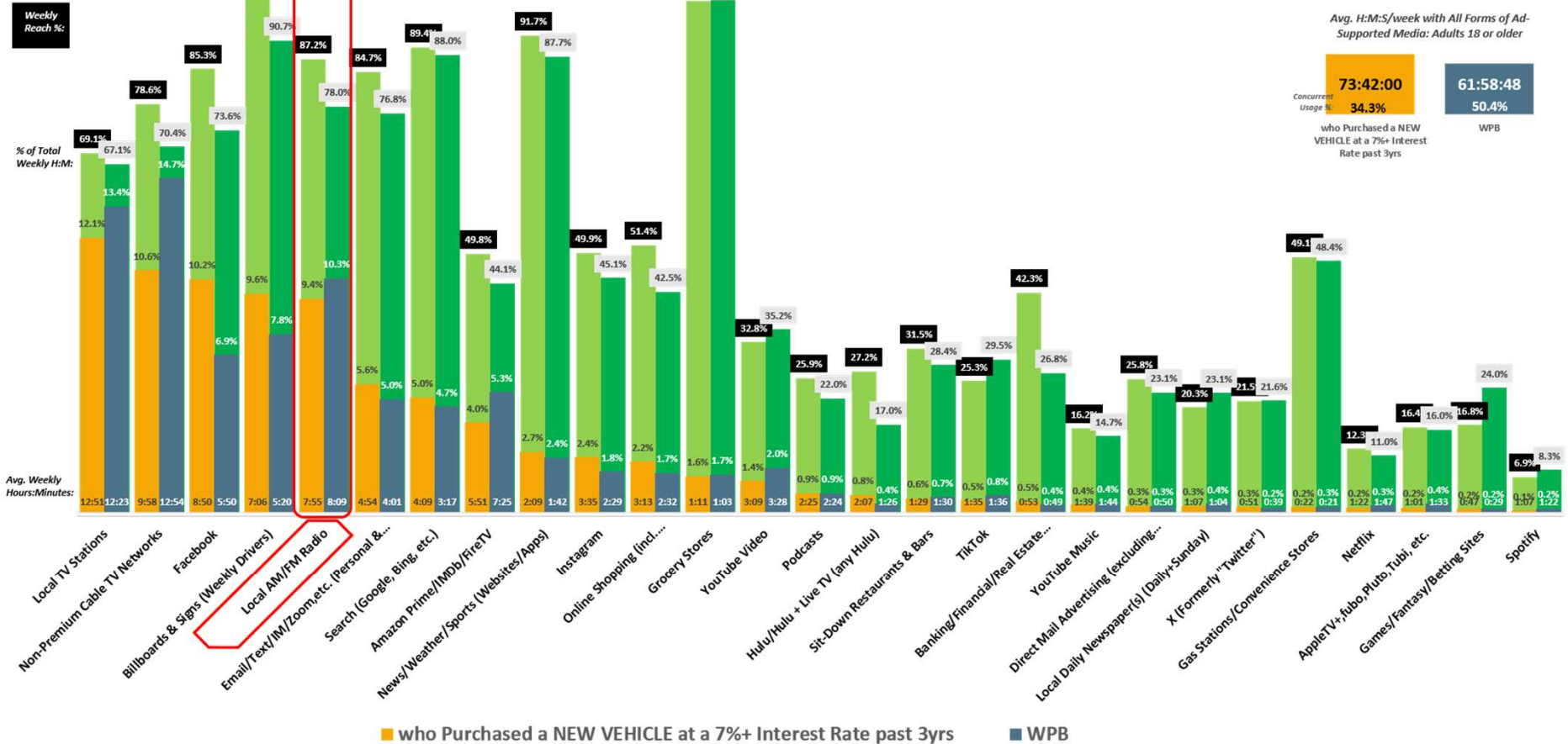


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 2 days, 9 hours, 33 minutes and 11 seconds each week with All Forms of Ad-Supported Media.
89.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 9 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.0% of total time spent with all forms of Ad-Supported Me





Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 3 days, 1 hours, 42 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
 87.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Me



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

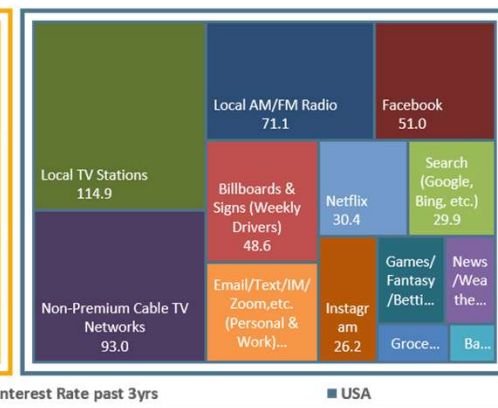
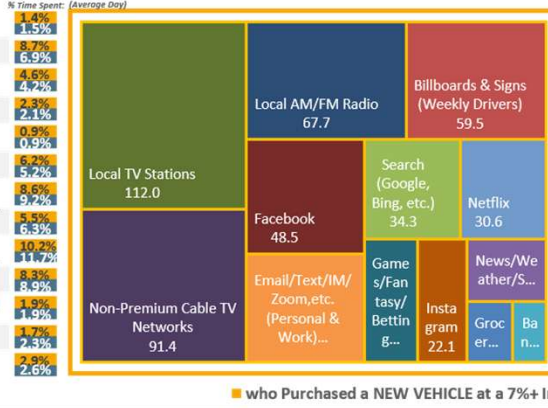
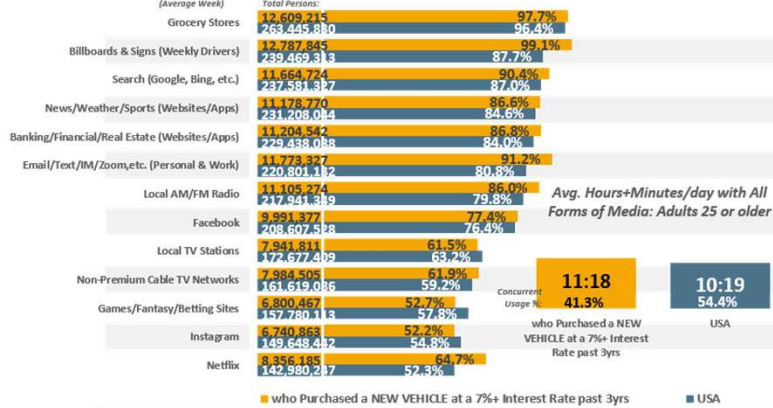
73:42:00	61:58:48
34.3%	50.4%
who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs	WPB



Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day.(Local Radio delivers 9.9% of Time with Ad-Supported Media.)

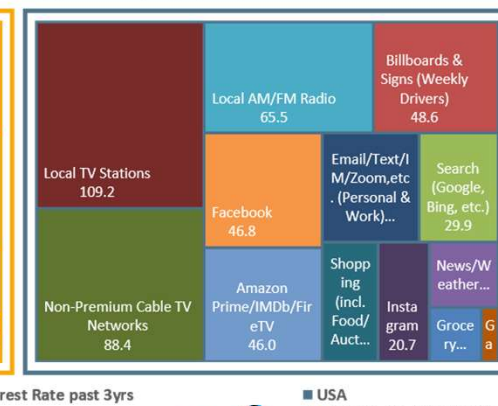
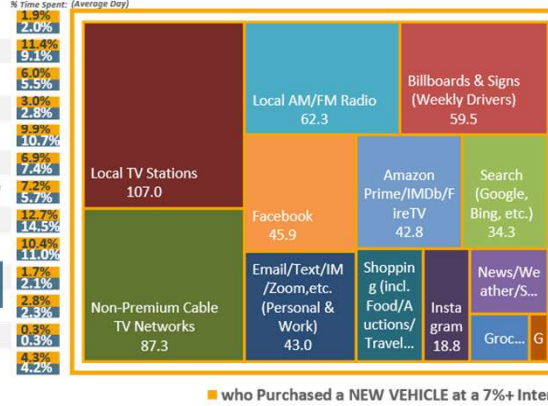
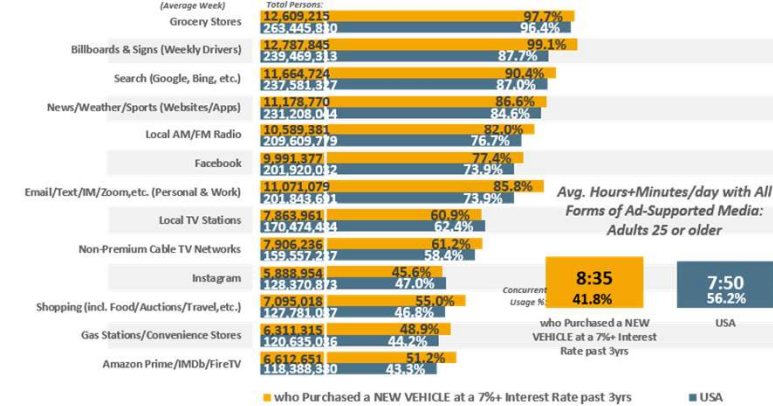
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older

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

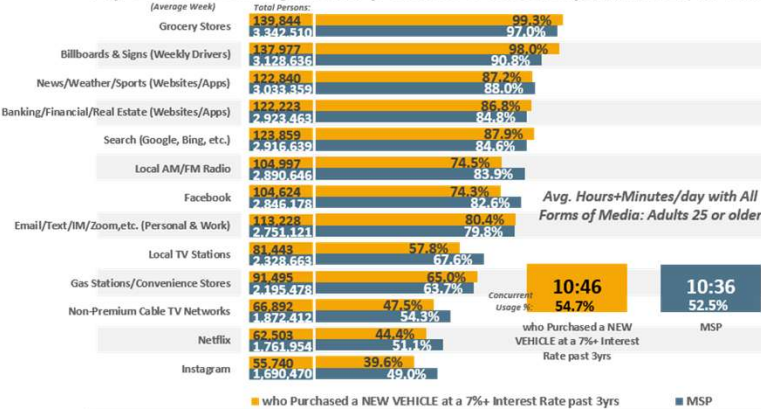
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



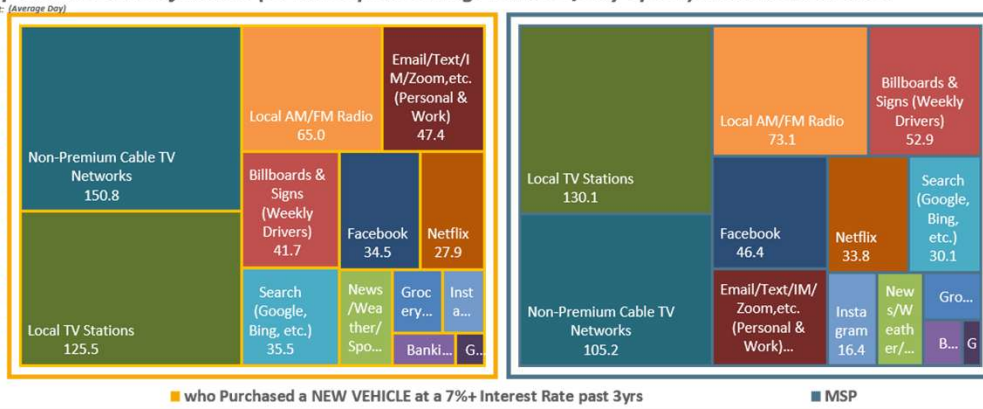


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 71.8% listen to Local AM/FM Radio for an avg. of 60.9 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

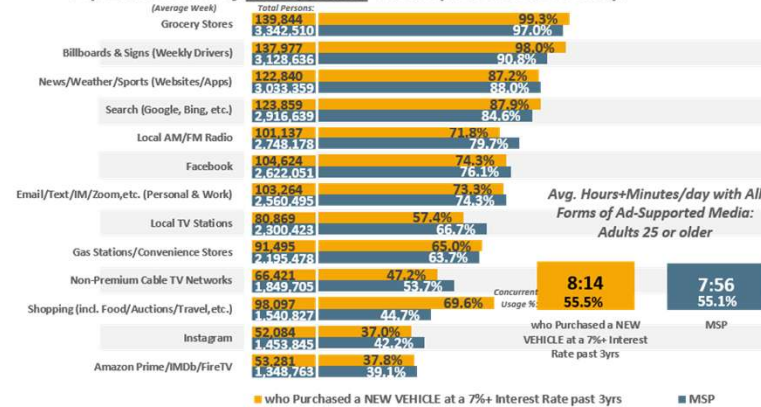
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



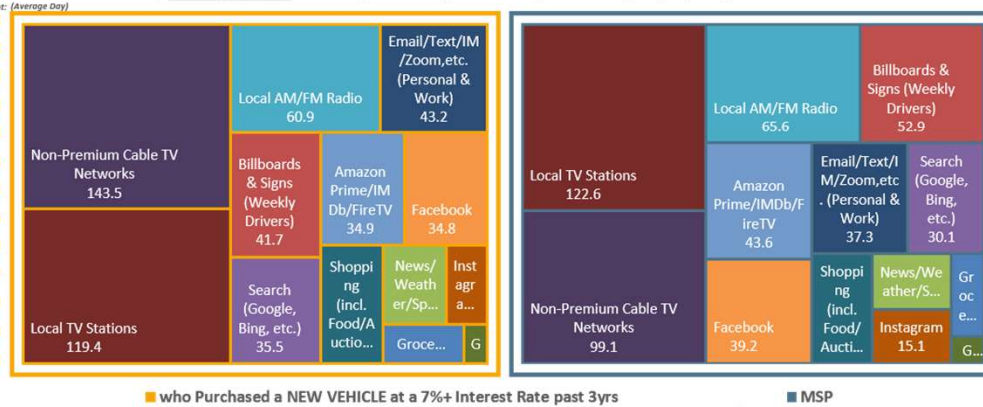
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 82
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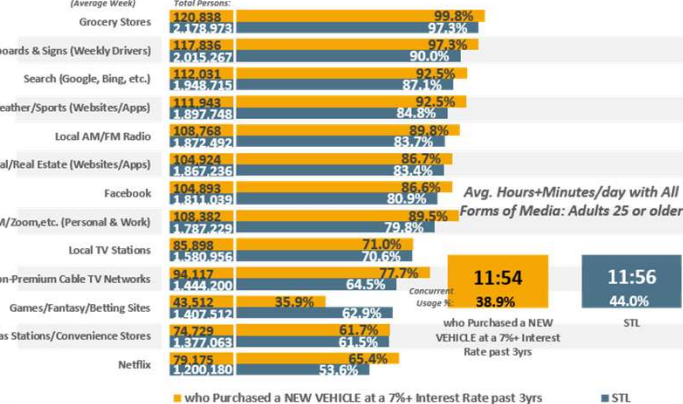
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]

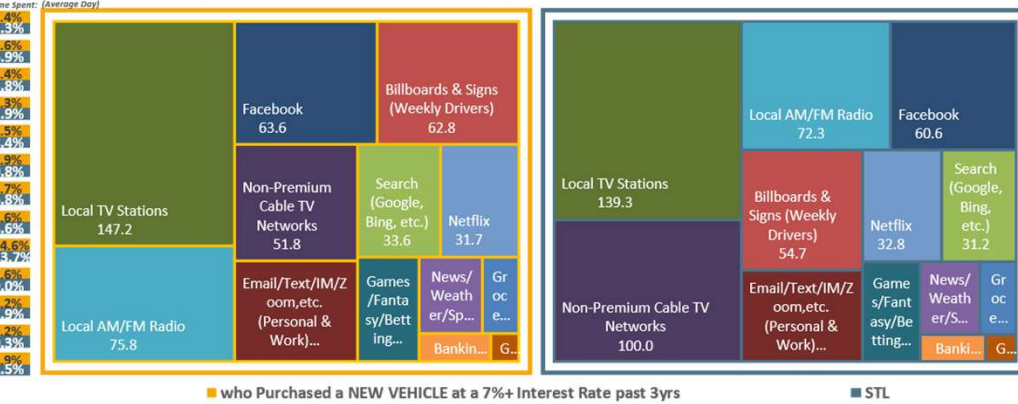


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 87.% listen to Local AM/FM Radio for an avg. of 71.2 minutes/day.(Local Radio delivers 11.5% of Time with Ad-Supported Media.)

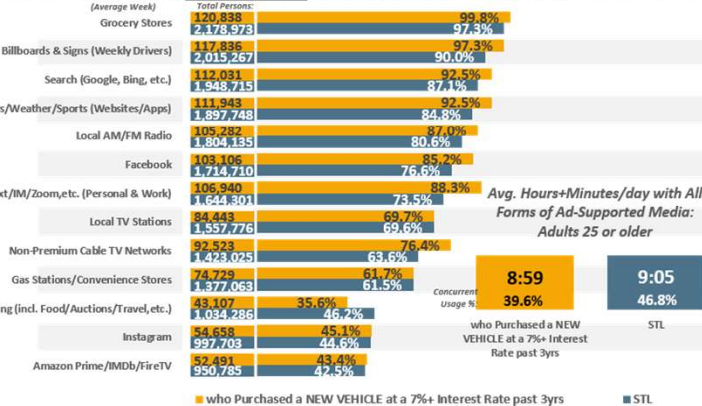
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



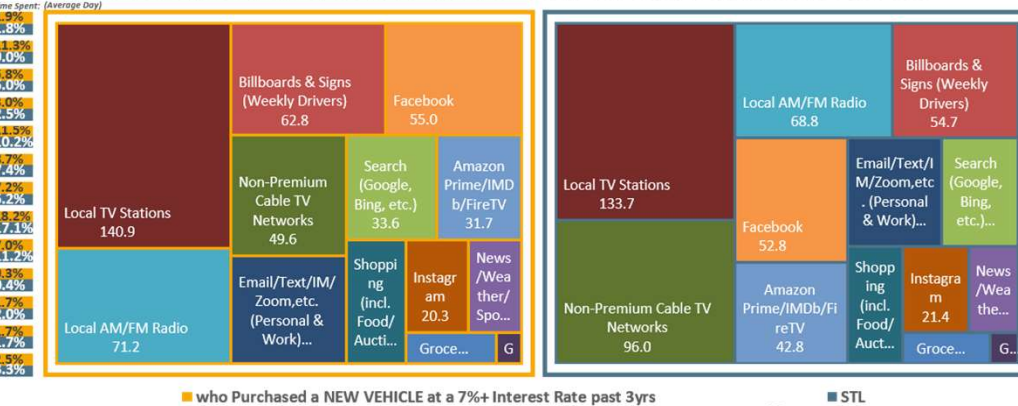
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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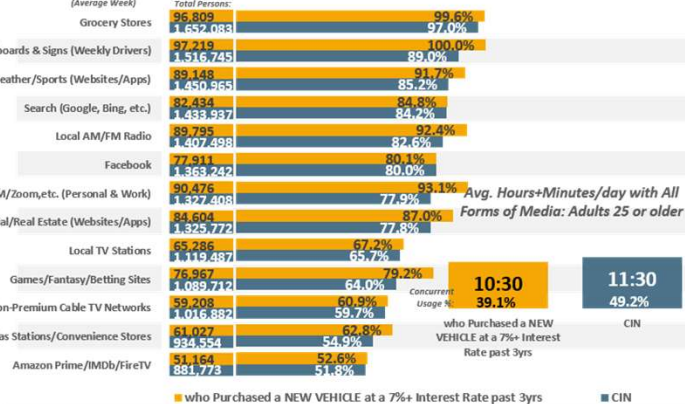
soefa.ai Share of Everything for Anything

[(Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]

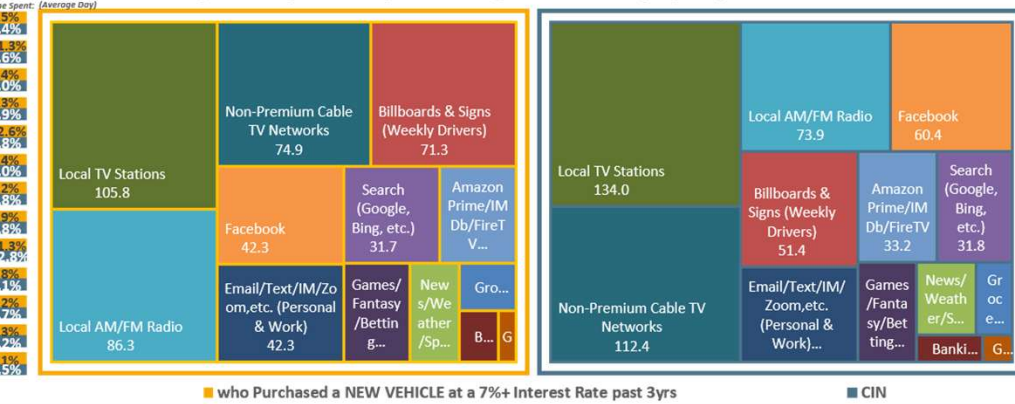


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 89.9% listen to Local AM/FM Radio for an avg. of 82.5 minutes/day.(Local Radio delivers 15.% of Time with Ad-Supported Media.)

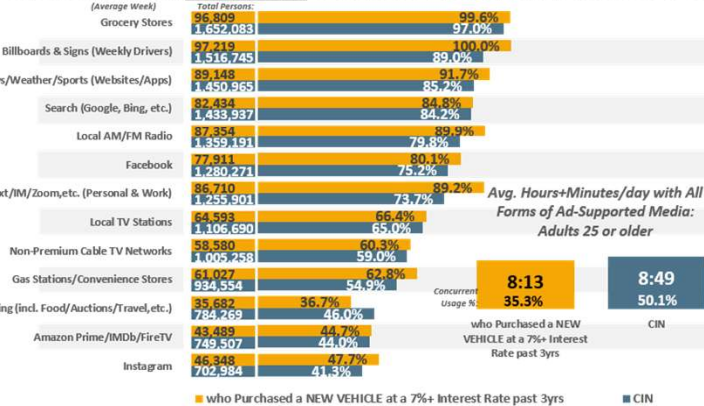
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



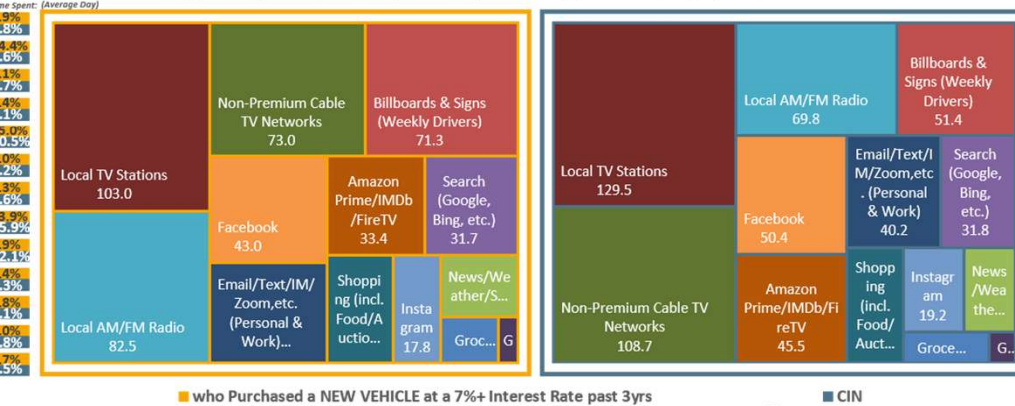
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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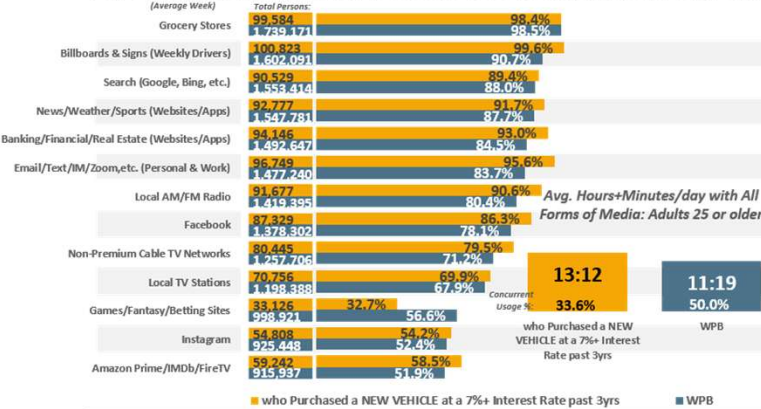
soefa.ai Share of Everything for Anything

[(Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan)]

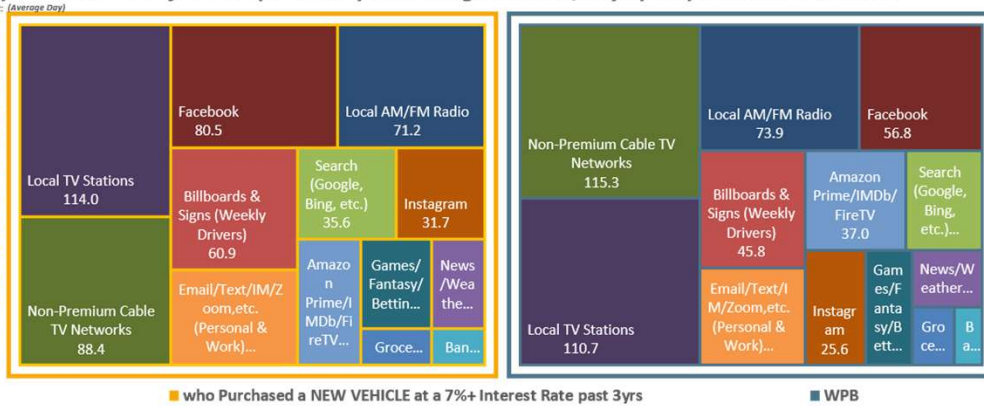


Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 10 hours and 31 minutes each day with All Forms of Ad-Supported Media. 87.2% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day.(Local Radio delivers 9.4% of Time with Ad-Supported Media.)

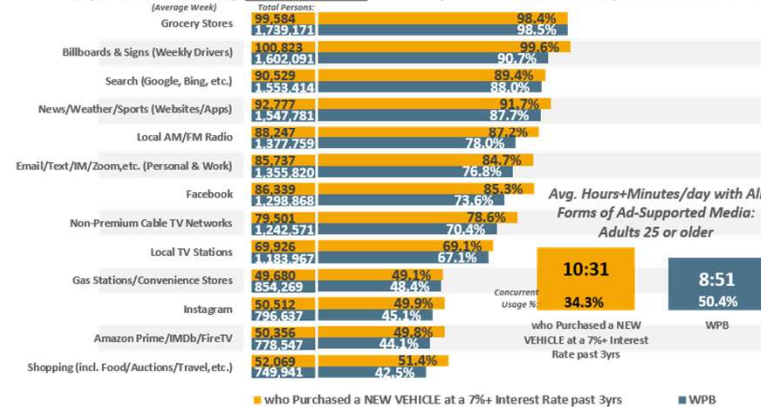
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



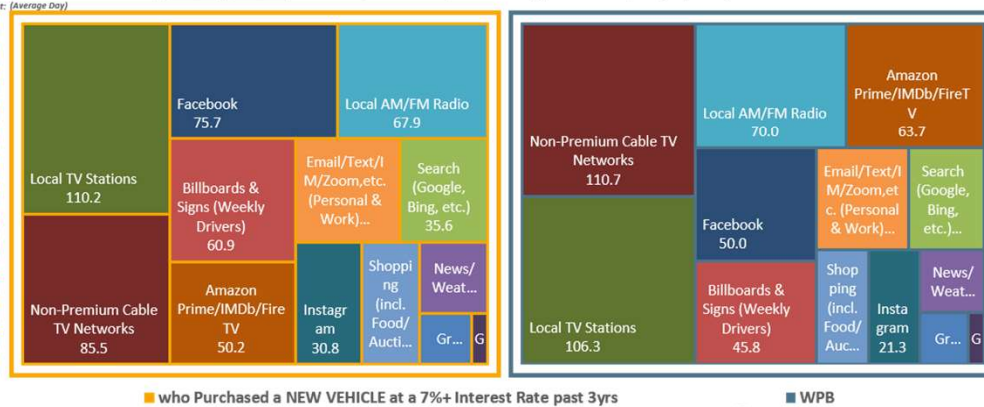
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 142
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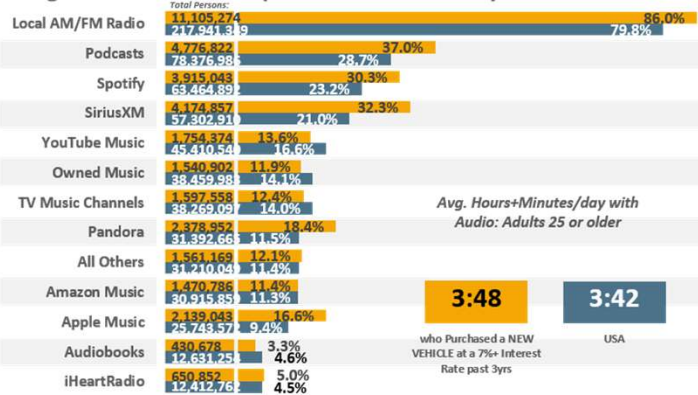
soefa.ai Share of Everything for Anything

[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan)]

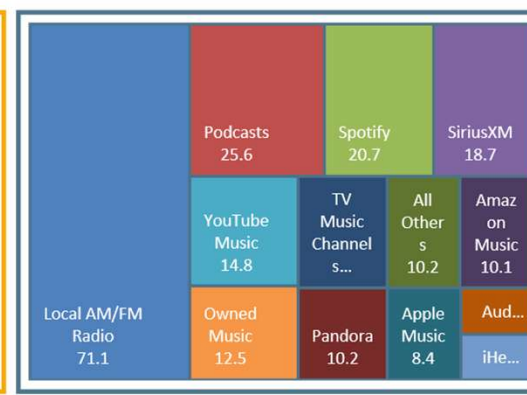
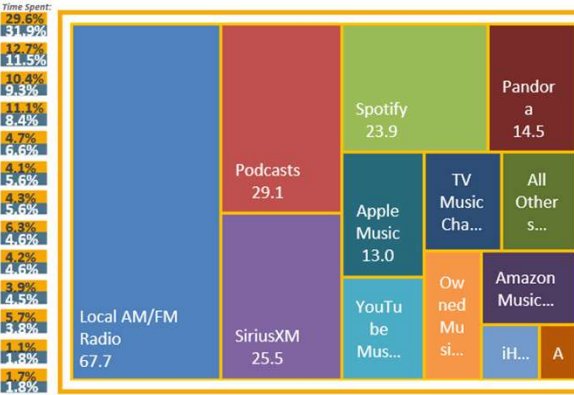


10,589,381 or 82.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

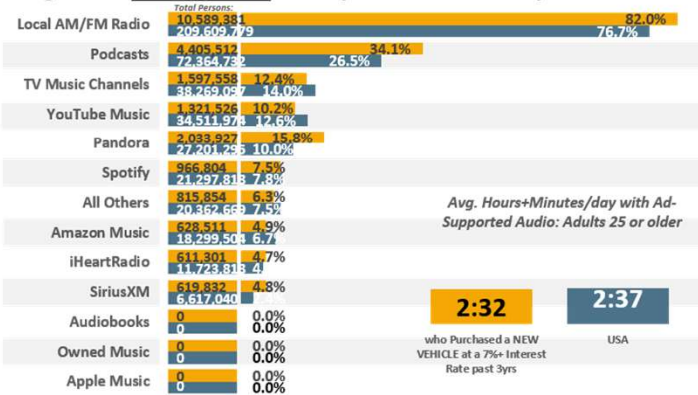
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



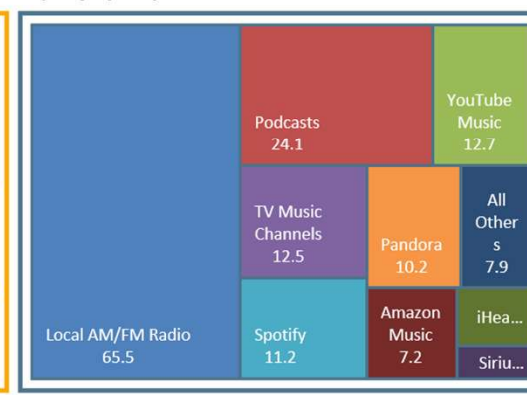
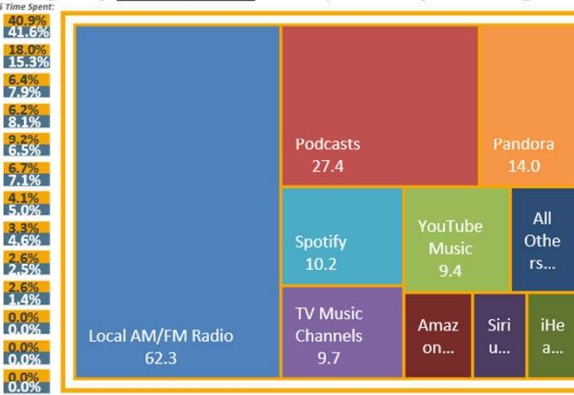
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



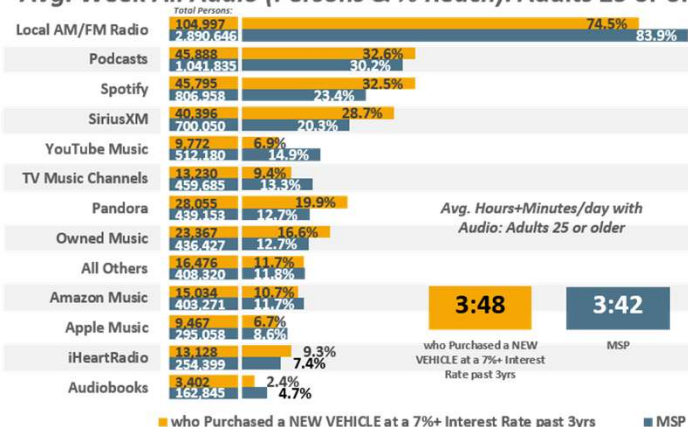
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



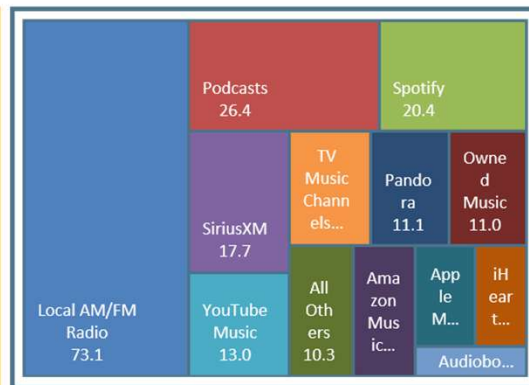
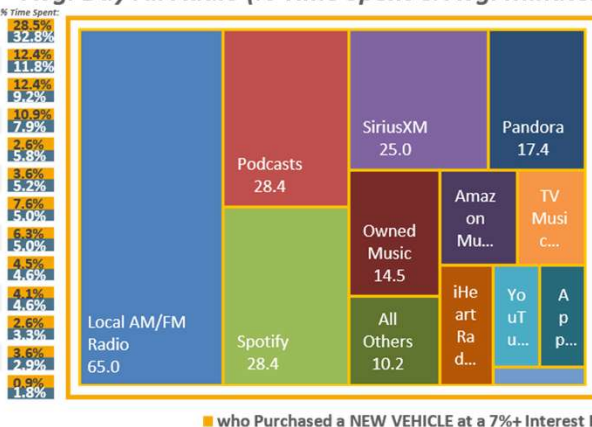


101,137 or 71.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

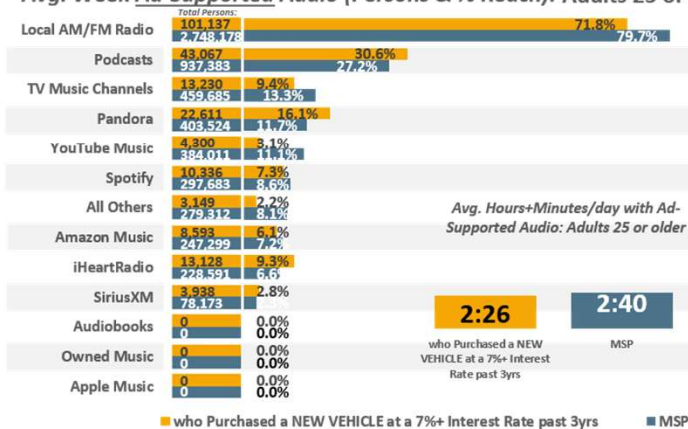
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



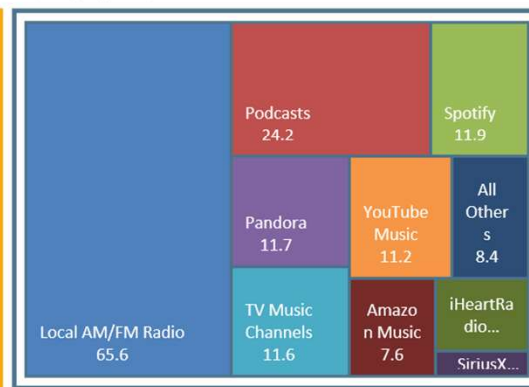
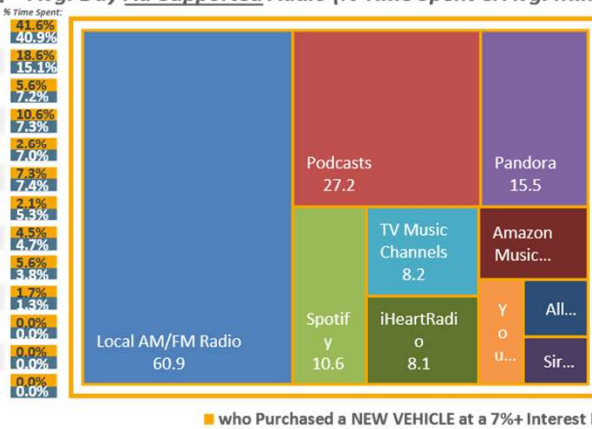
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



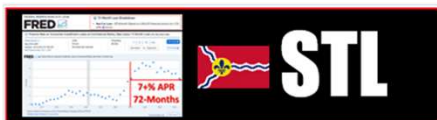
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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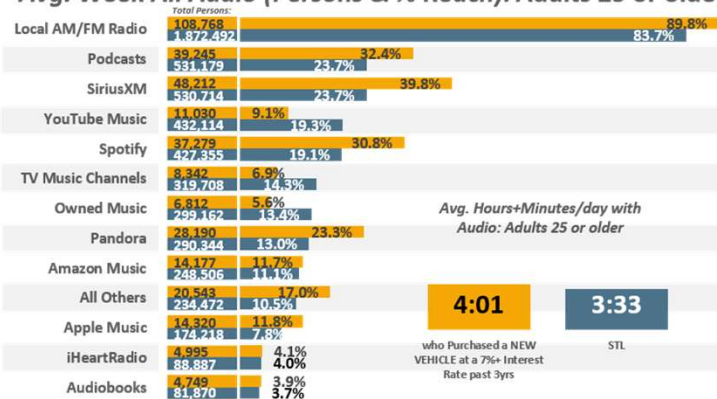
soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]

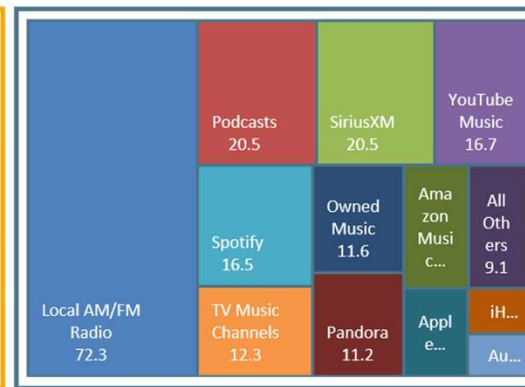
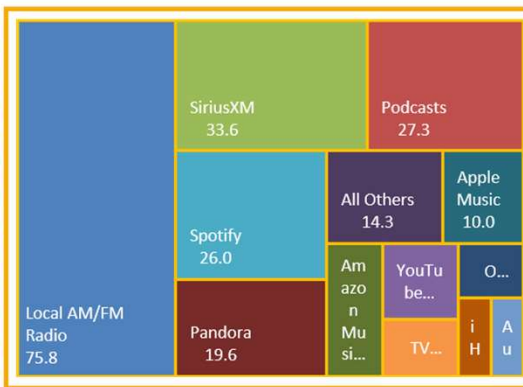


105,282 or 87.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

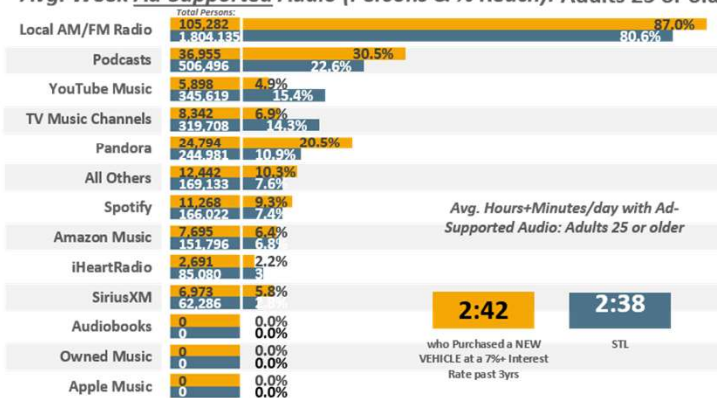
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



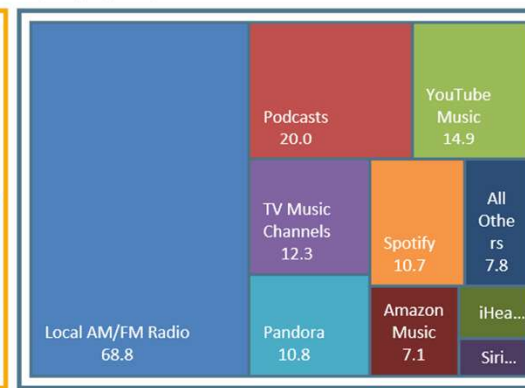
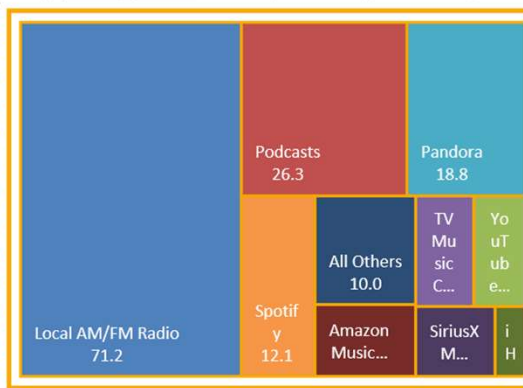
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



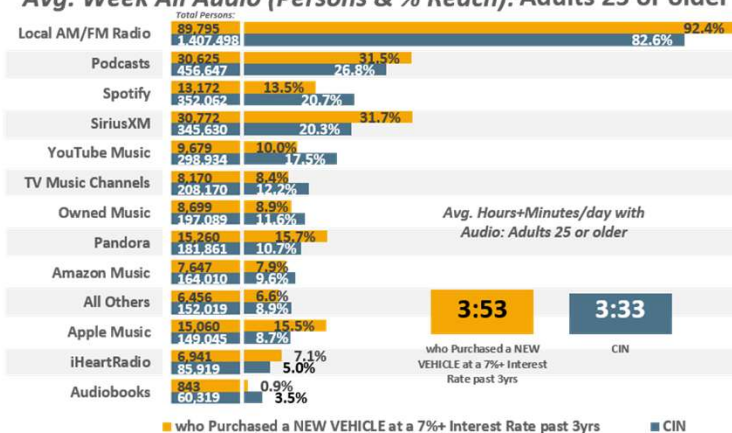
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



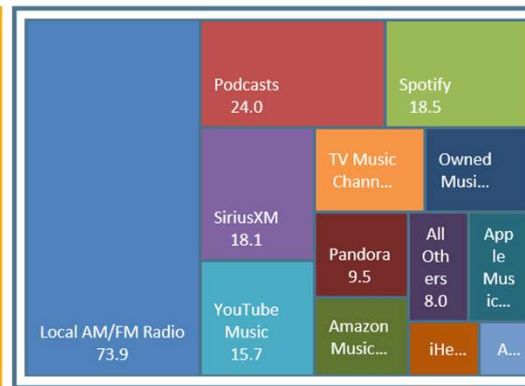
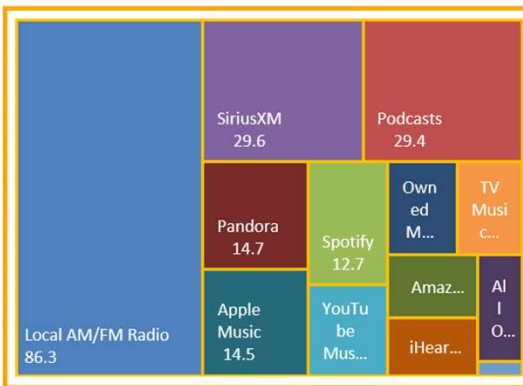


87,354 or 89.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 82.5 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.

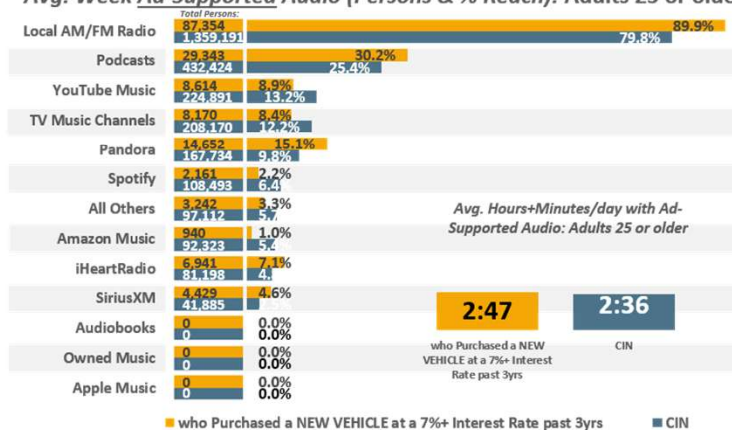
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



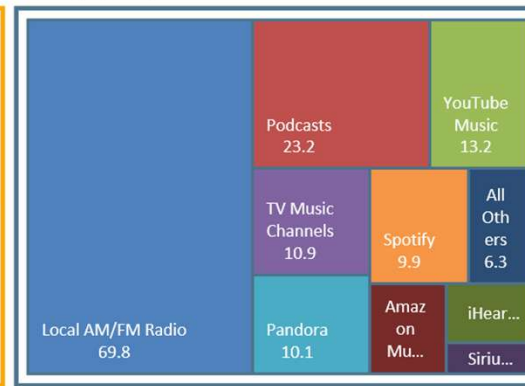
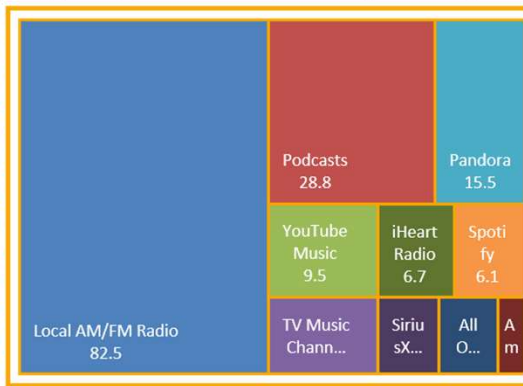
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



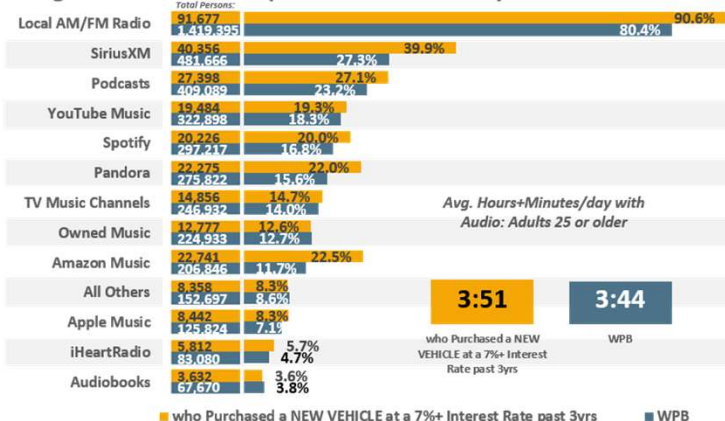
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



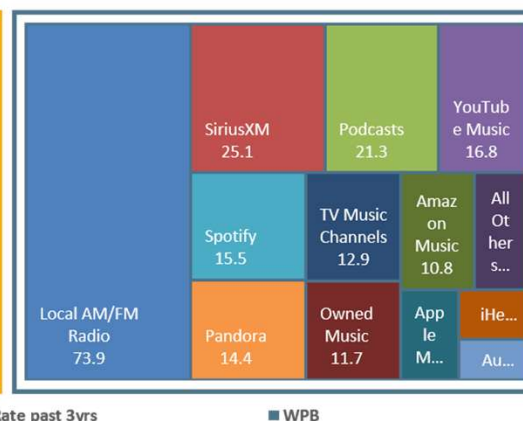
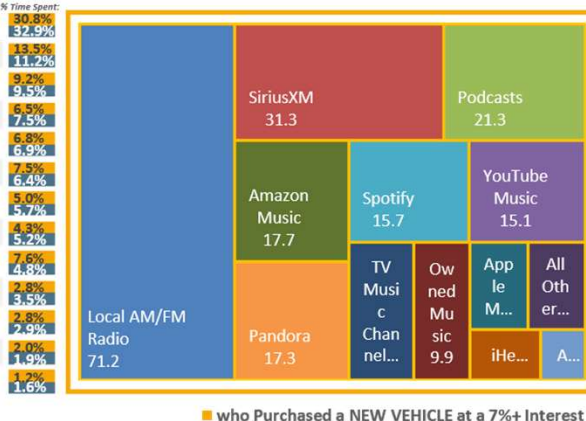


88,247 or 87.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

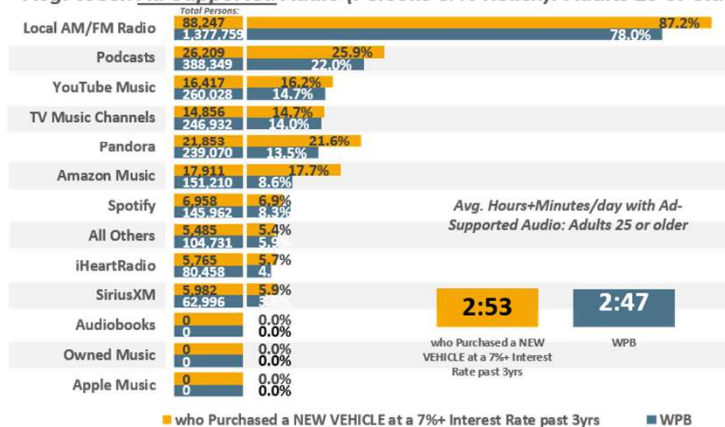
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



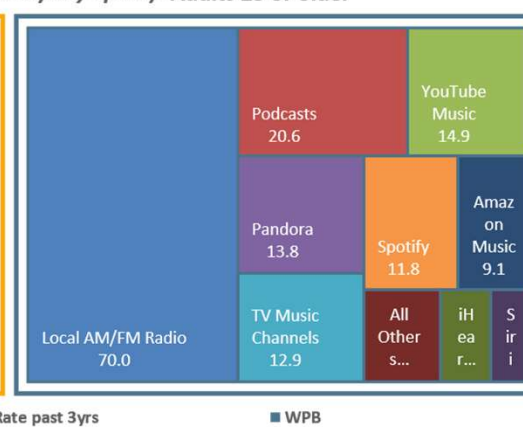
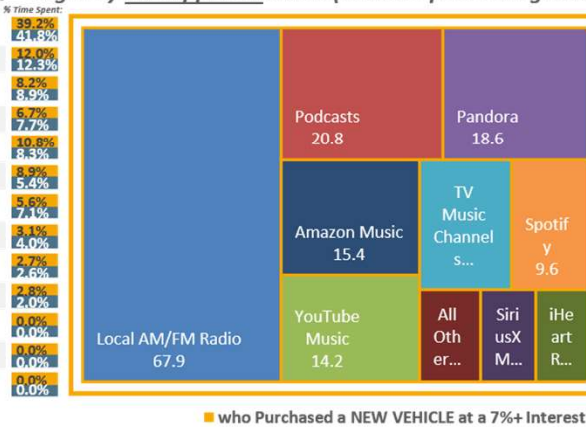
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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

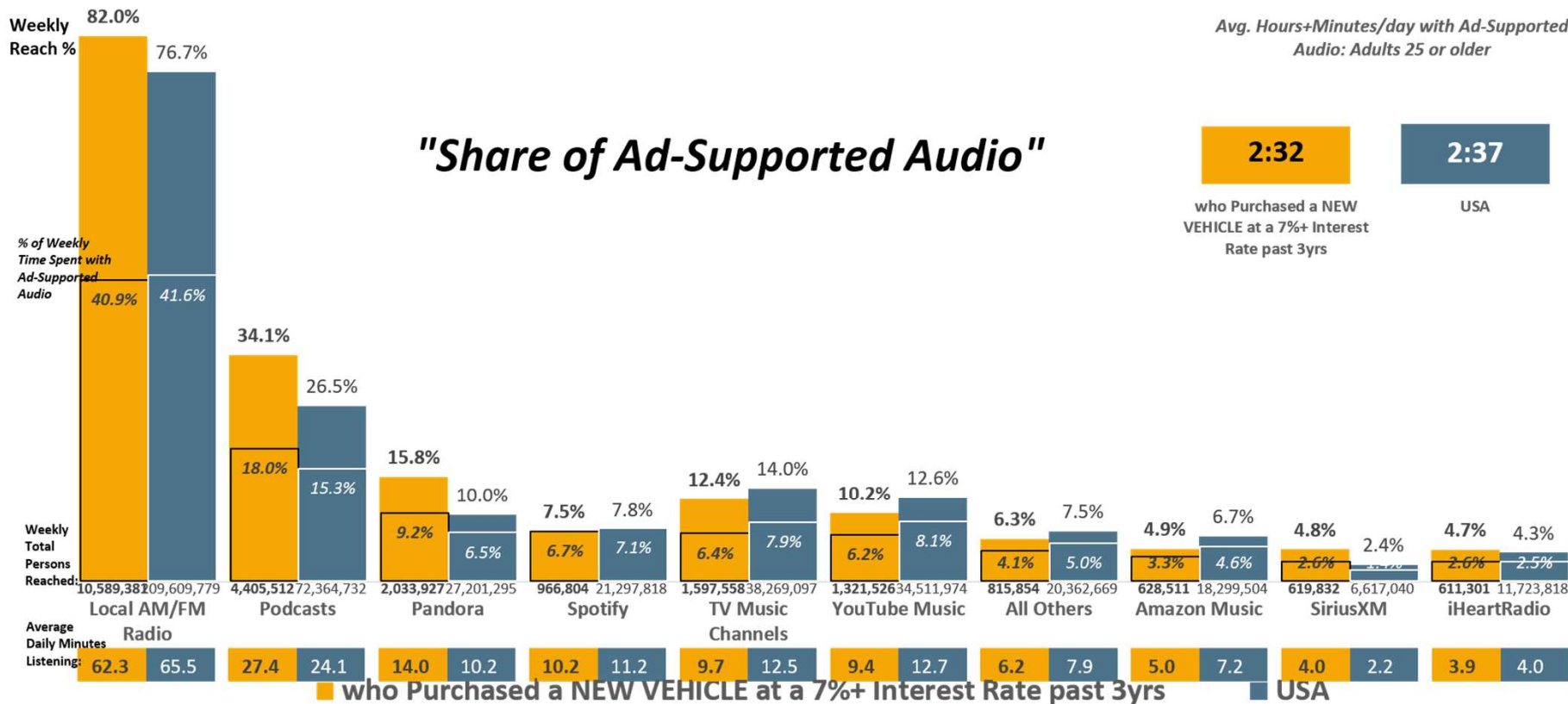


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



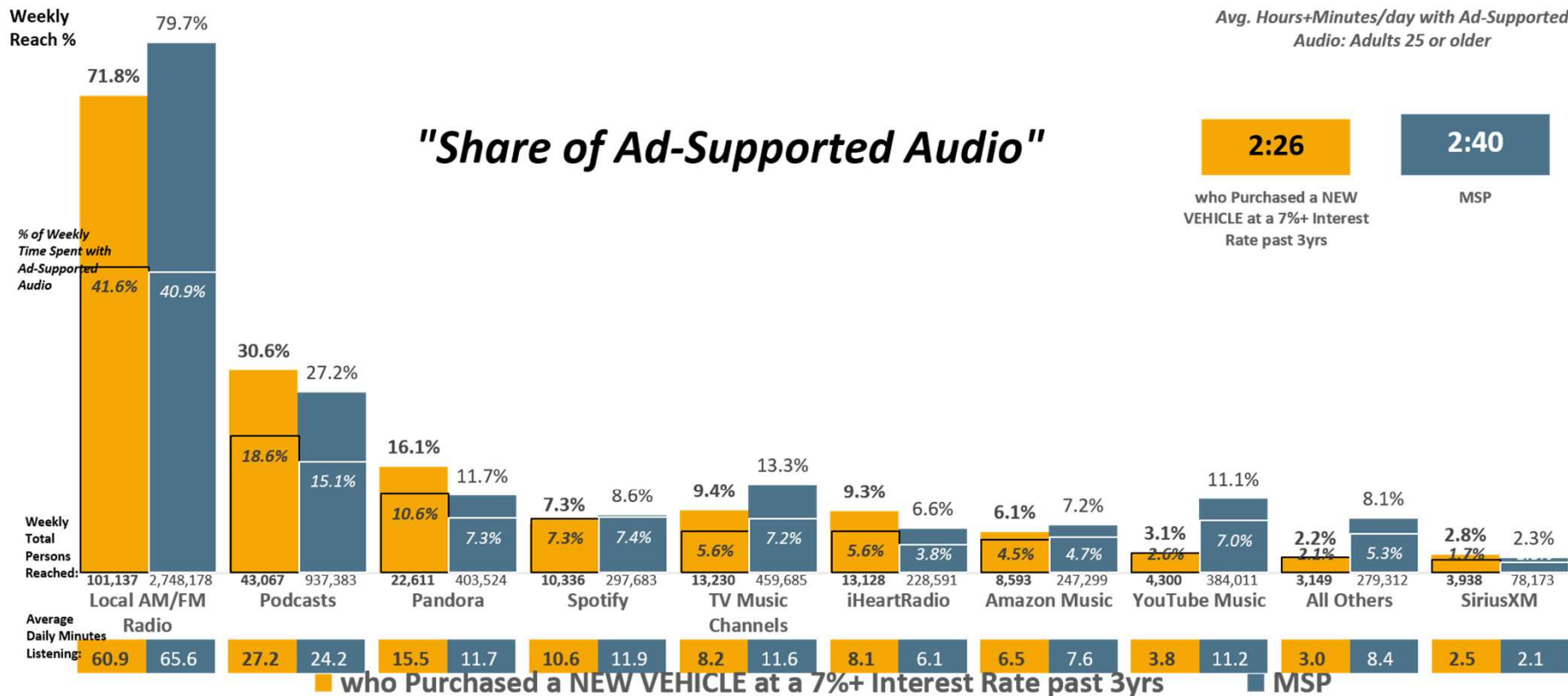


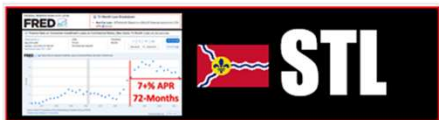
10,589,381 or 82.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.





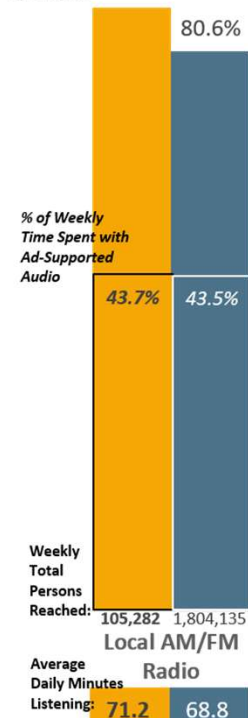
101,137 or 71.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 60.9 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



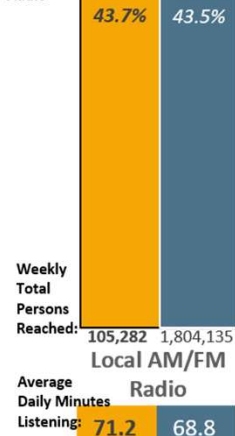


105,282 or 87.0% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

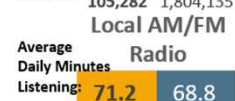
Weekly Reach %



% of Weekly Time Spent with Ad-Supported Audio



Weekly Total Persons Reached:

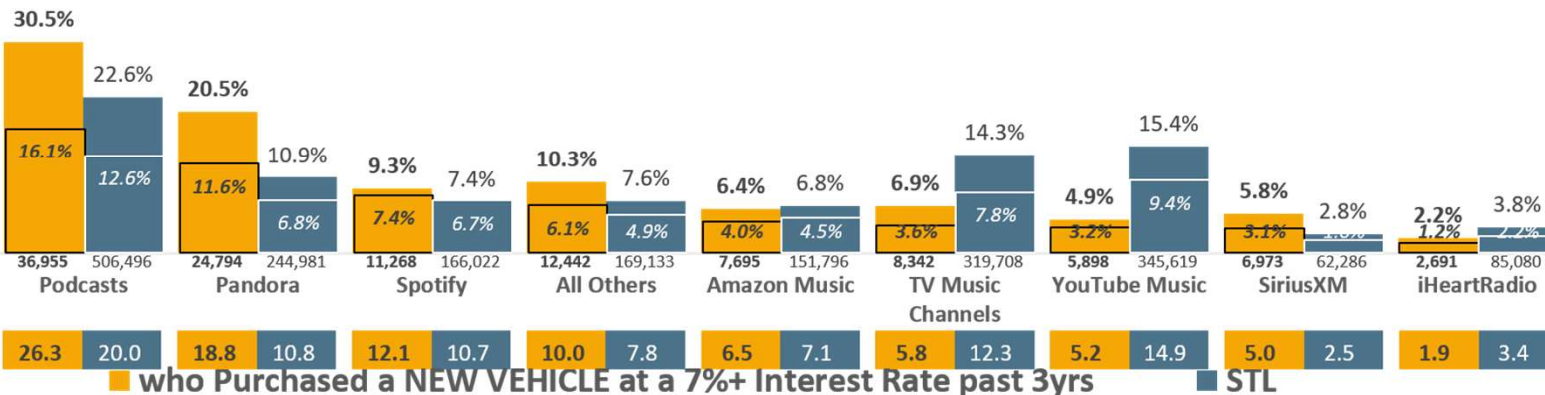


Average Daily Minutes Listening:



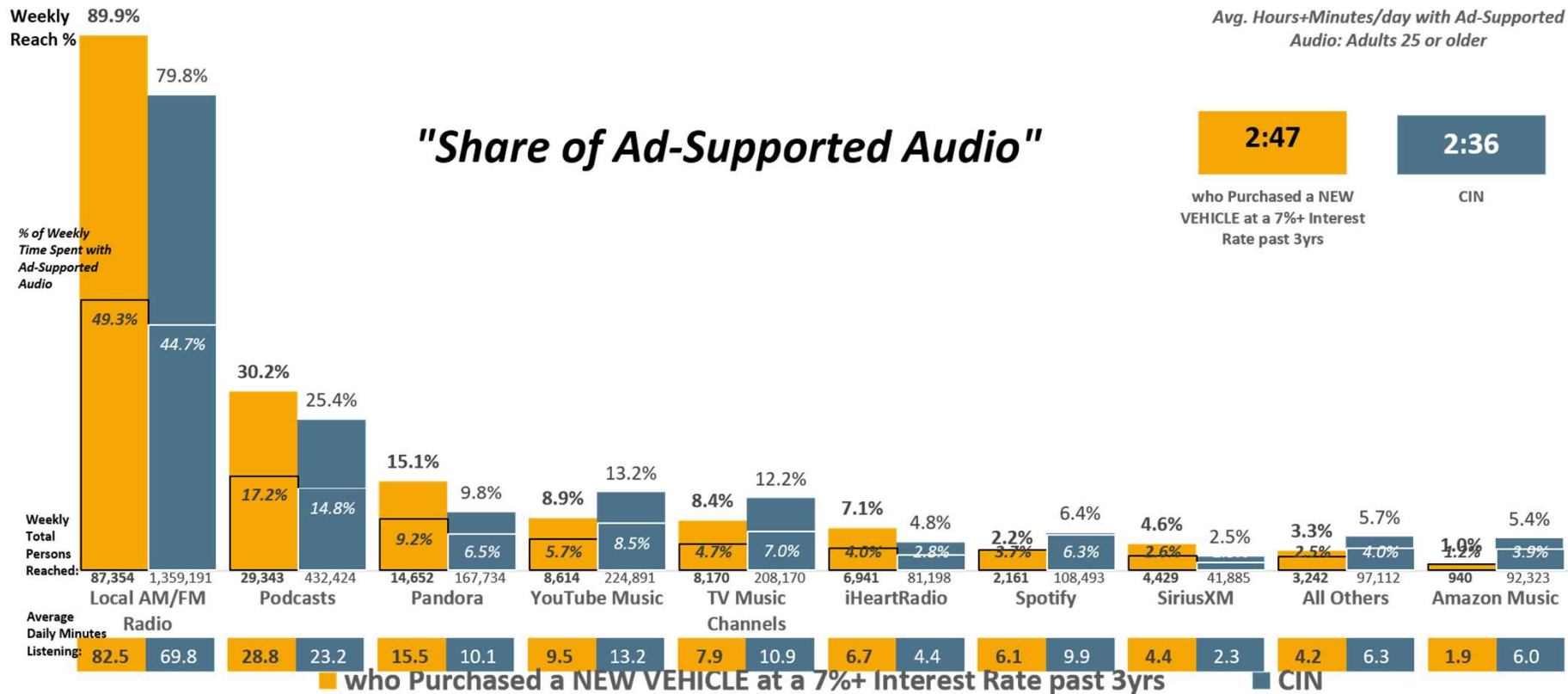
"Share of Ad-Supported Audio"

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



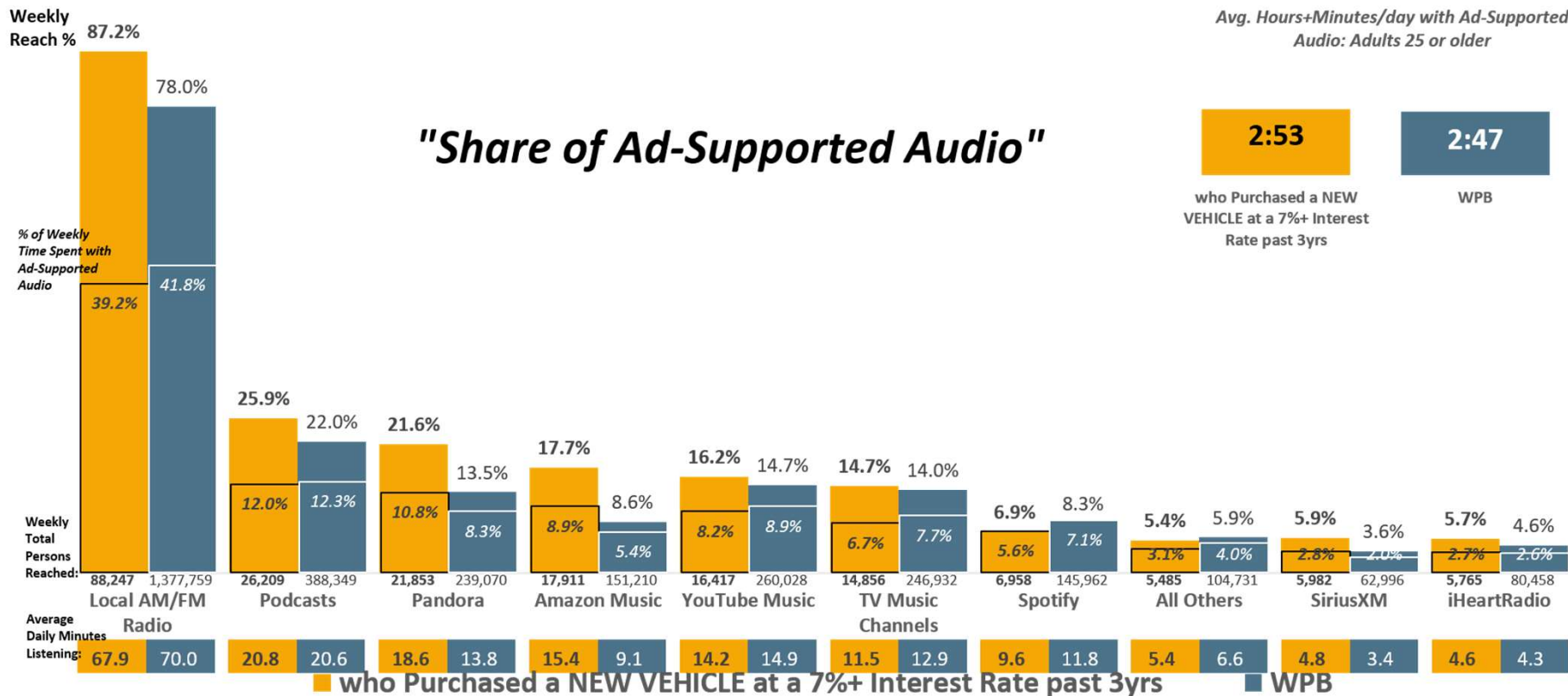


87,354 or 89.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio for an average of 82.5 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.





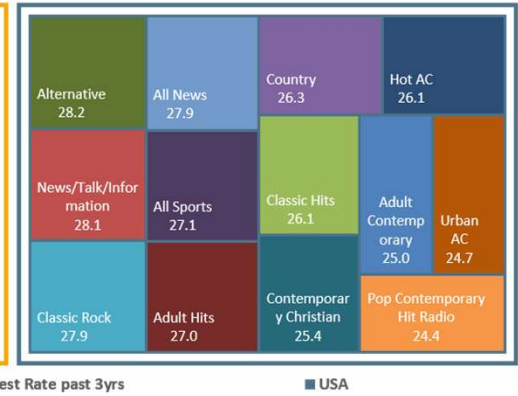
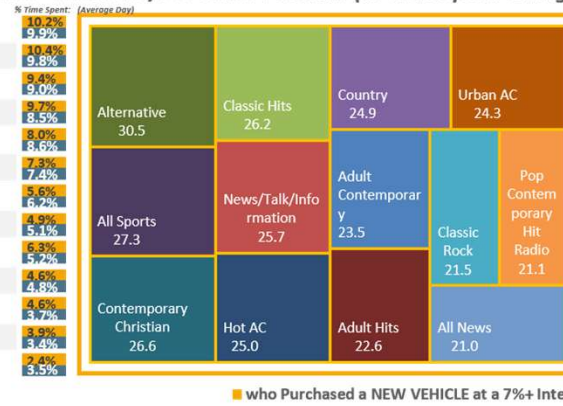
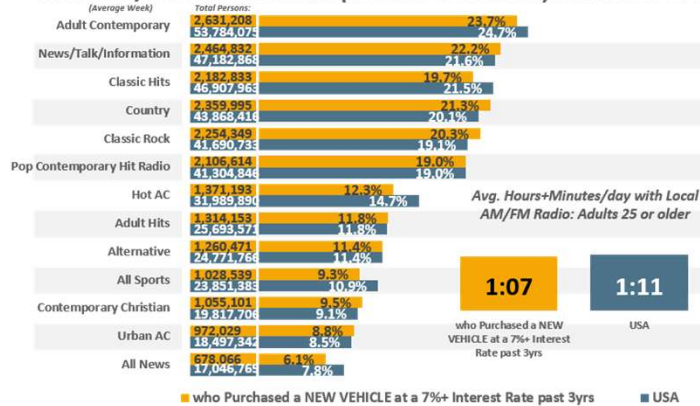
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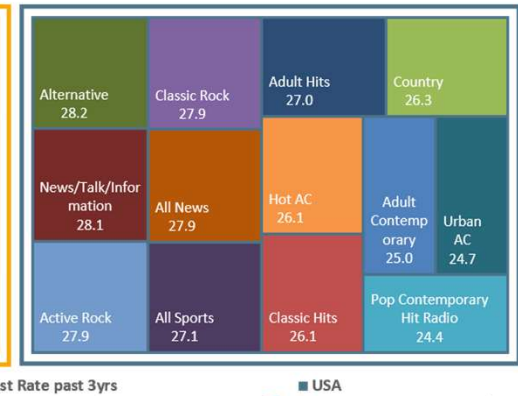
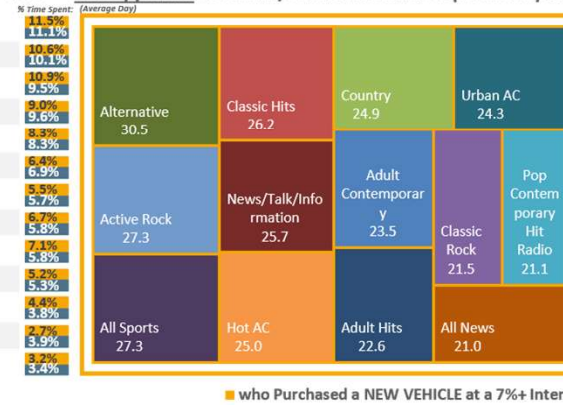
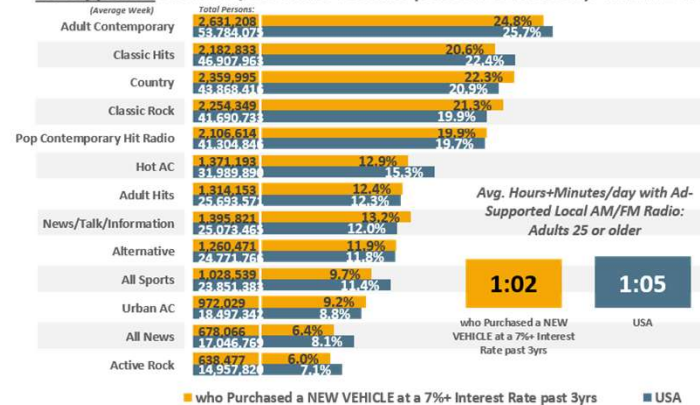


10,589,381 or 82.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

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 R1 2026: Jan25-Mar26 Qual Intab 1,125
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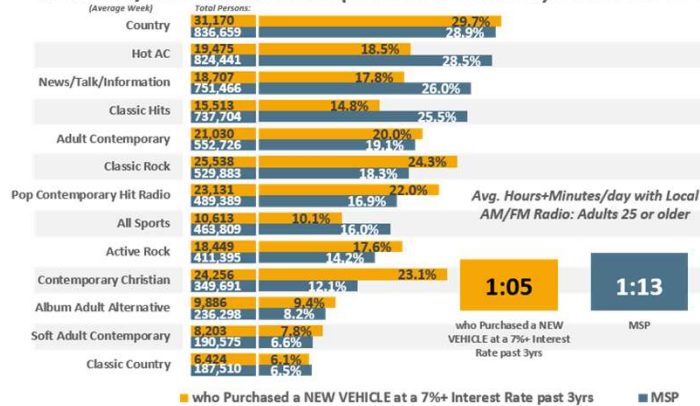
soeifa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]

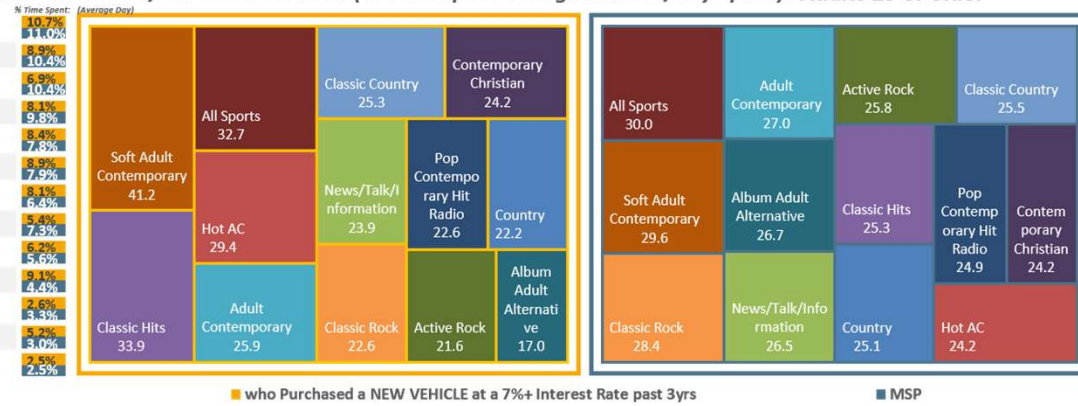


101,137 or 71.8% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, and Hot AC.

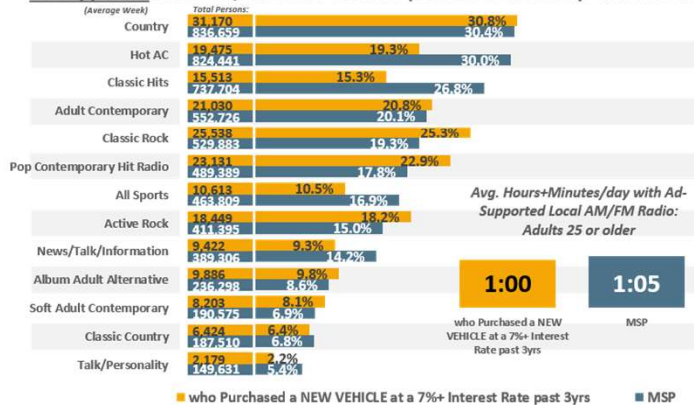
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



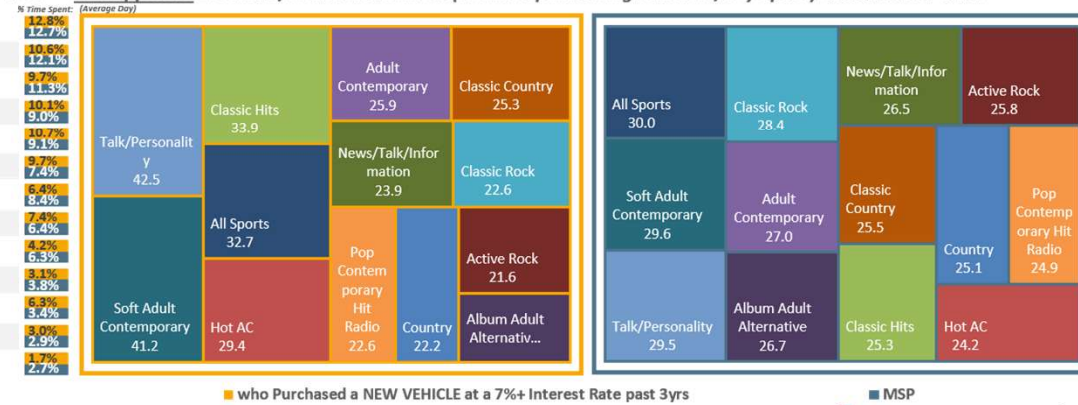
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 82
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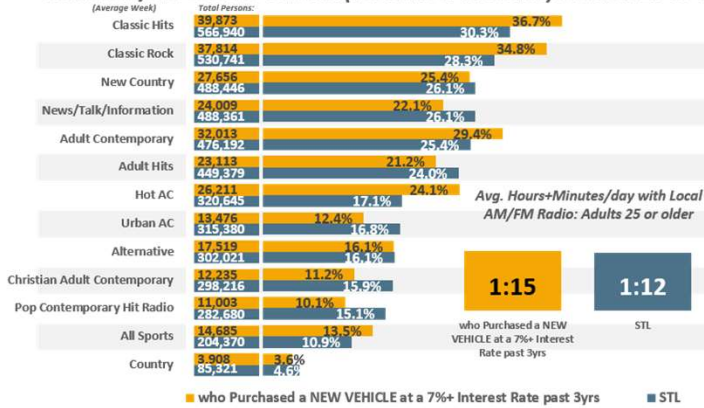
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

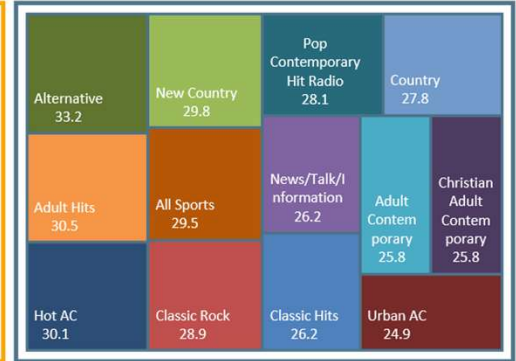
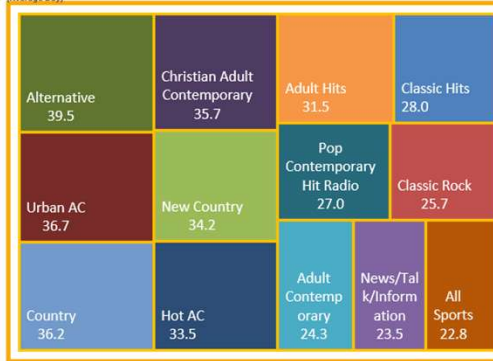


105,282 or 87.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, New Country, and Hot AC.

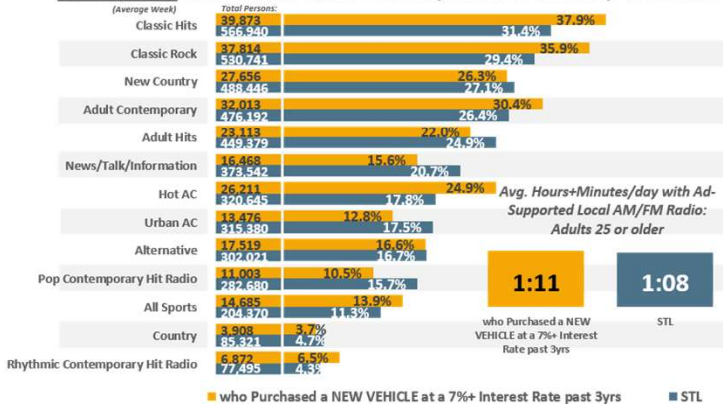
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



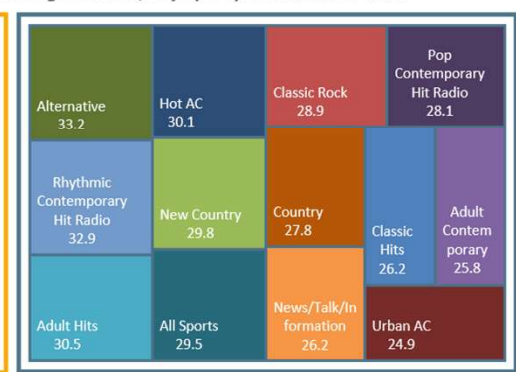
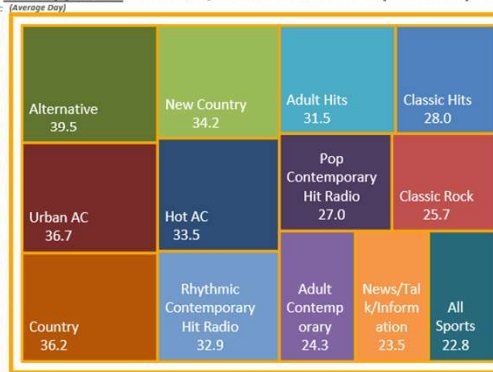
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



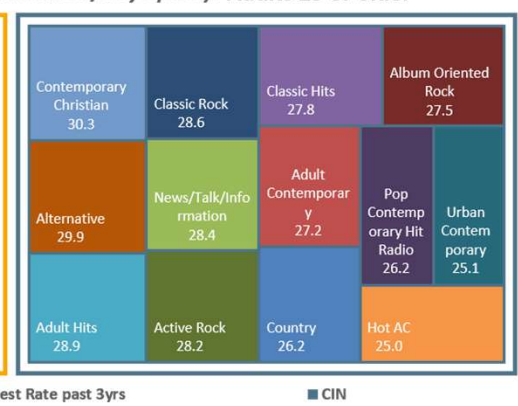
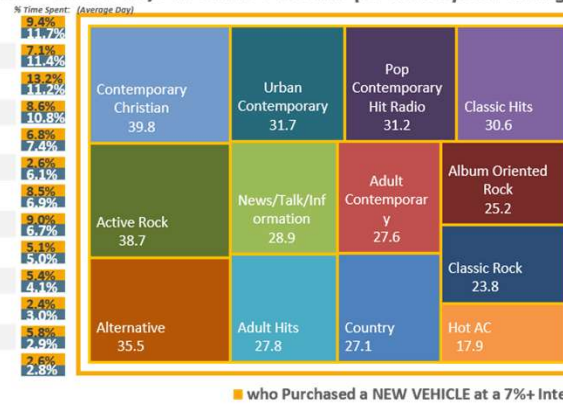
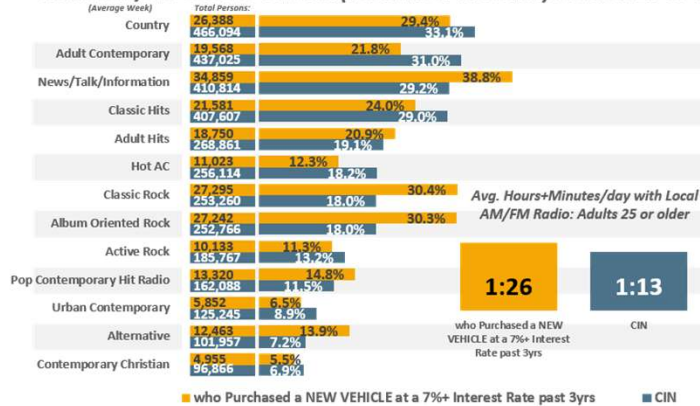
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



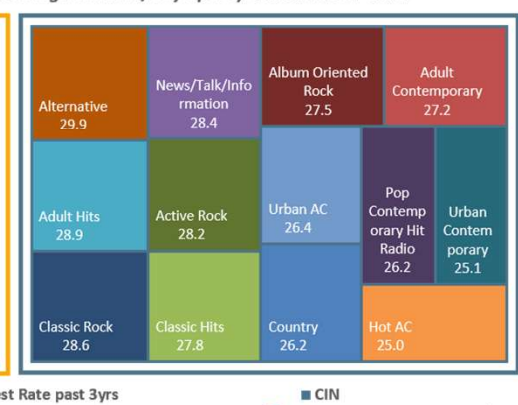
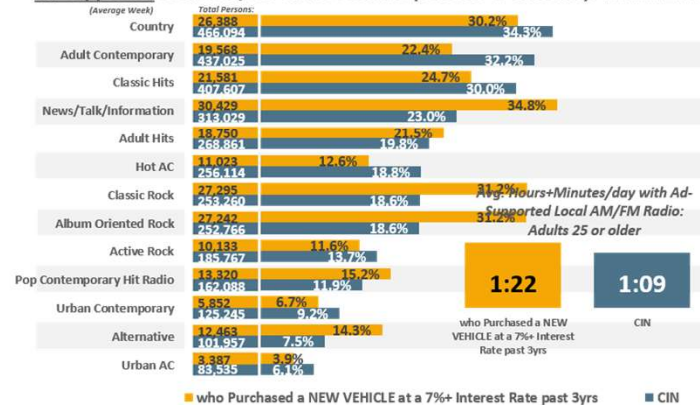


87,354 or 89.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Rock, Album Oriented Rock, Country, and Classic Hits.

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**



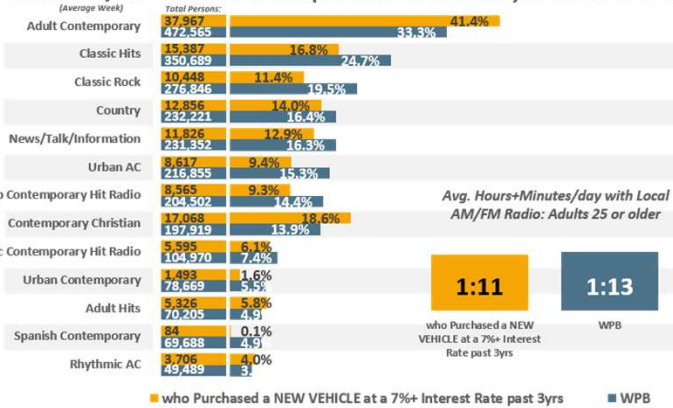
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



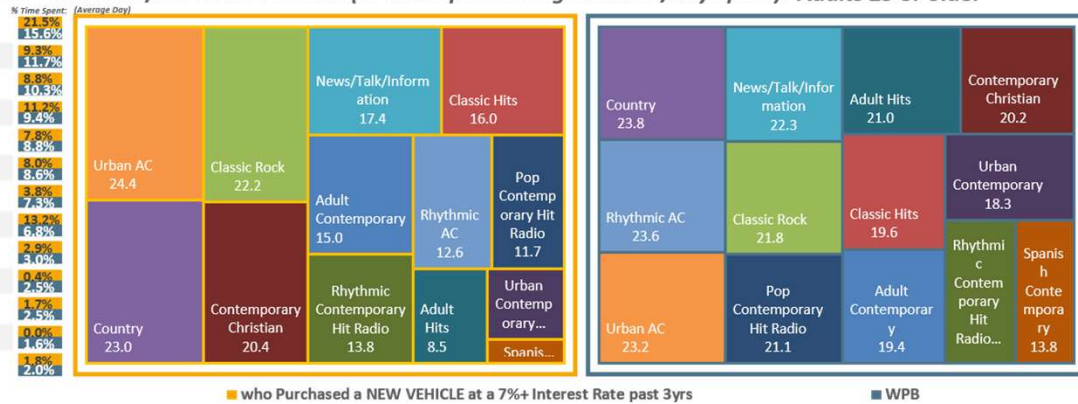


88,247 or 87.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Urban AC.

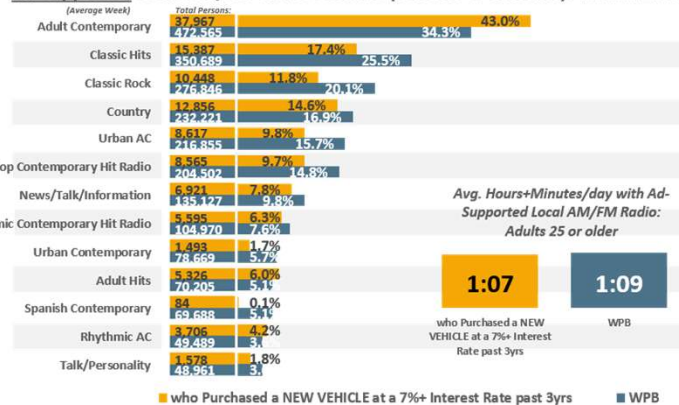
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



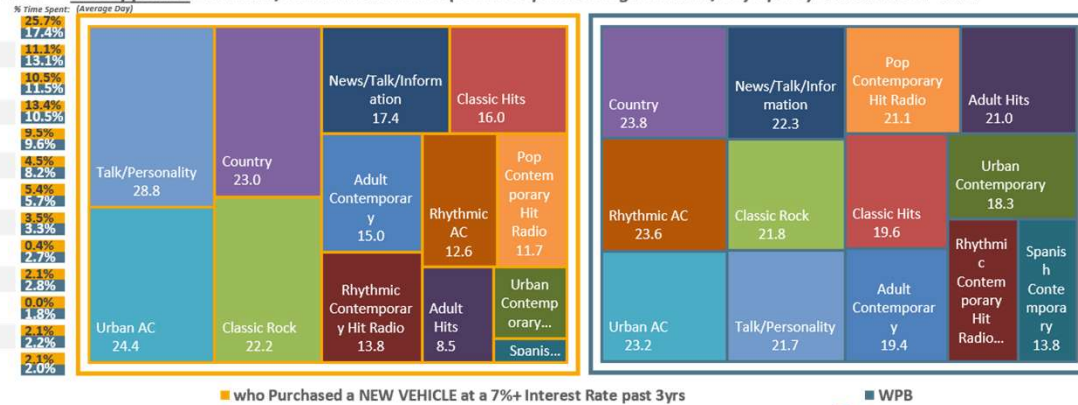
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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

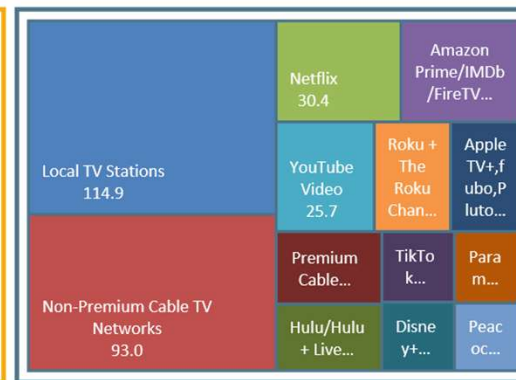
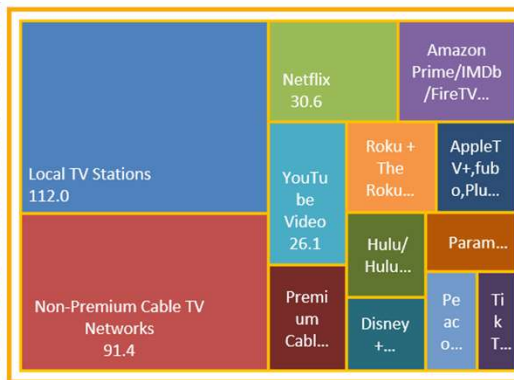
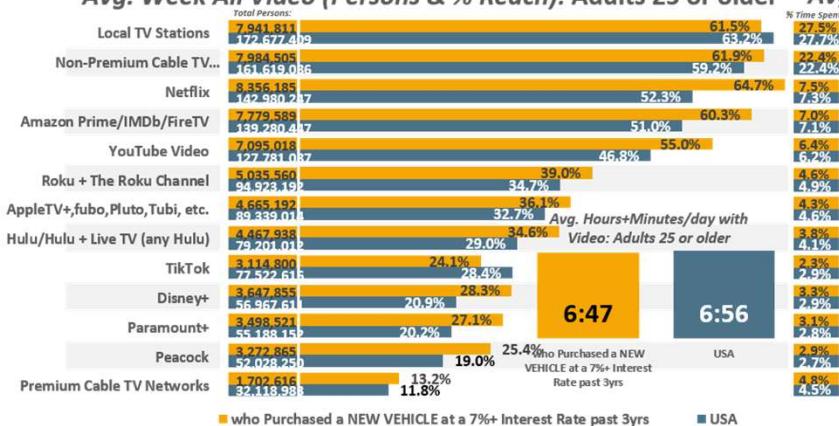




7,863,961 or 60.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 107. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

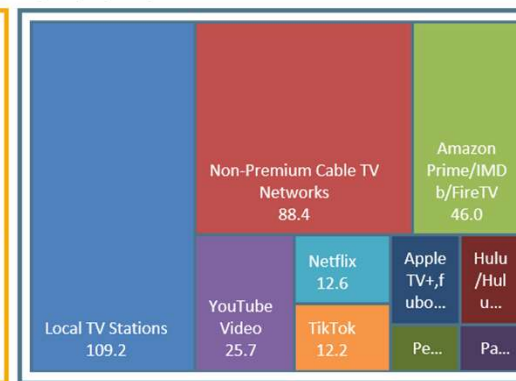
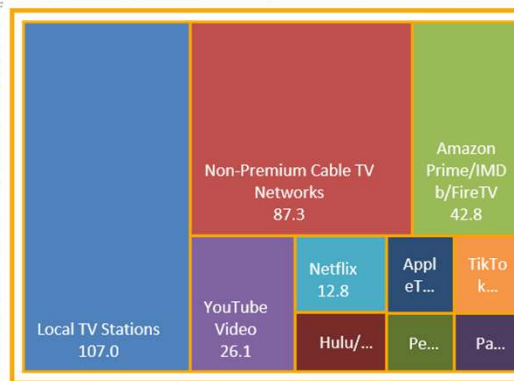
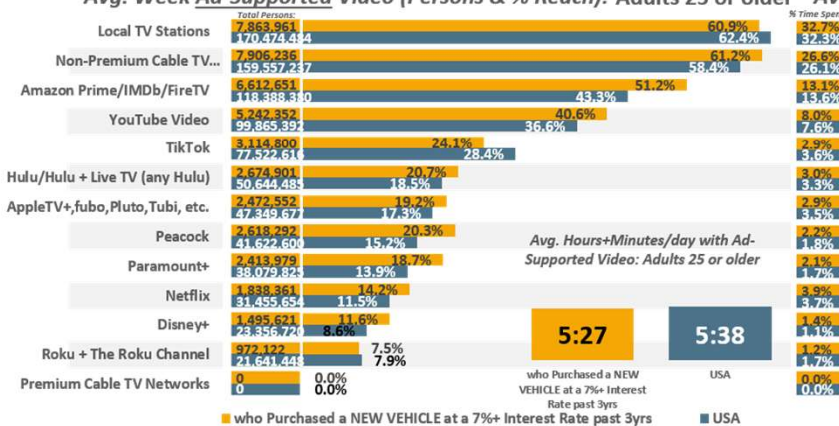
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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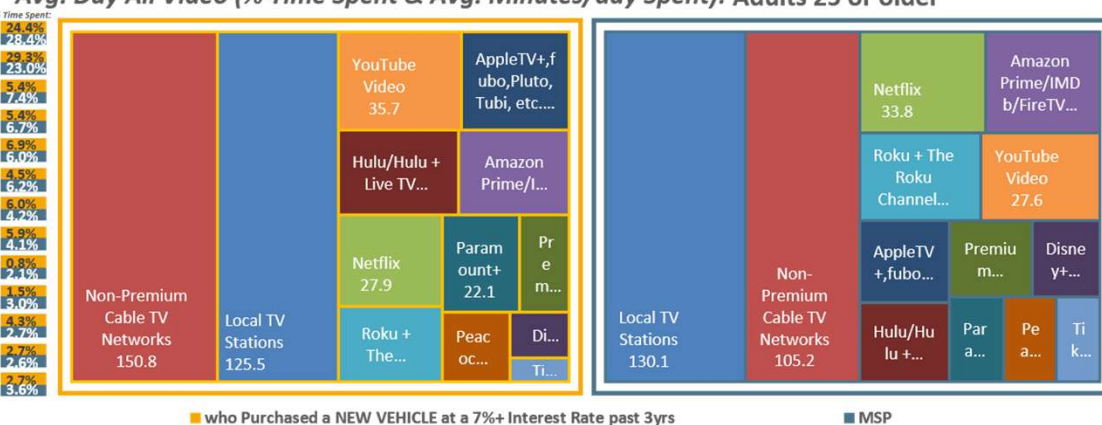
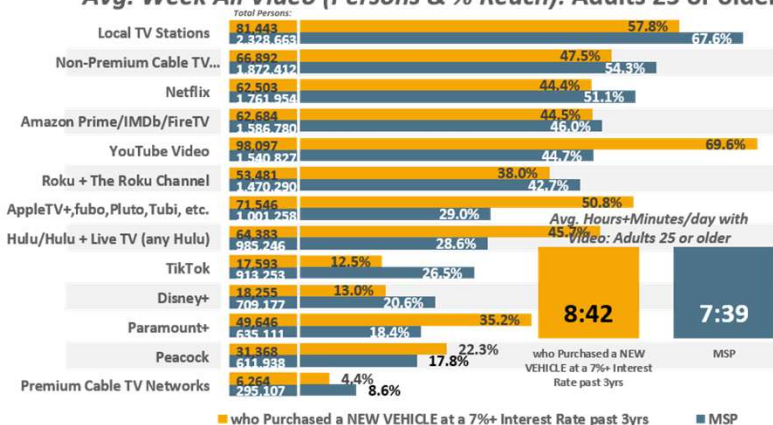
[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]



80,869 or 57.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 119.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

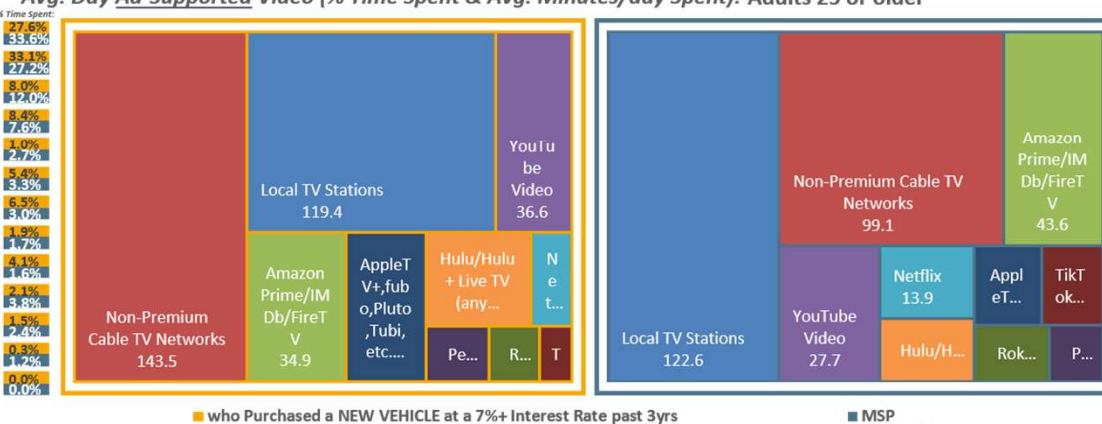
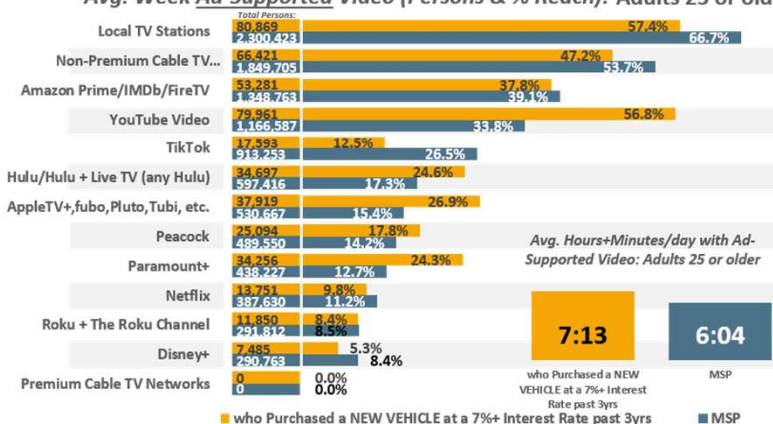
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 82
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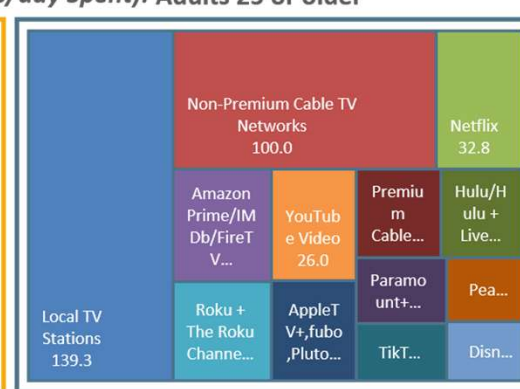
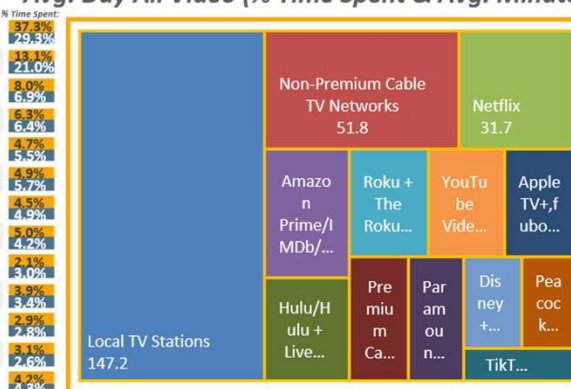
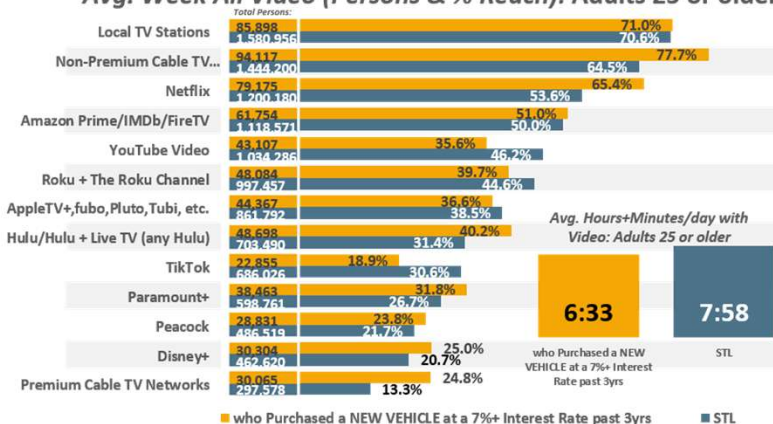
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84,443 or 69.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 140.9 minutes every day representing 45.7% of all time spent daily with Ad-Supported Video.

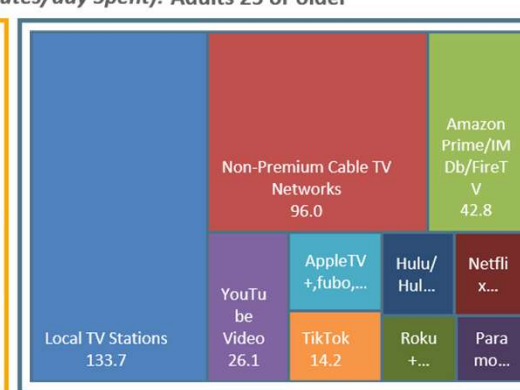
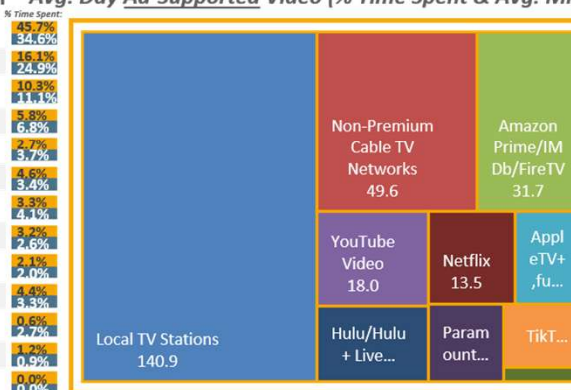
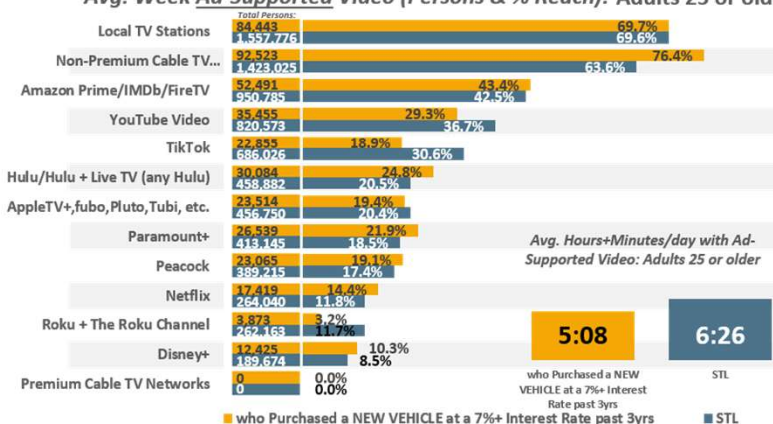
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

STL
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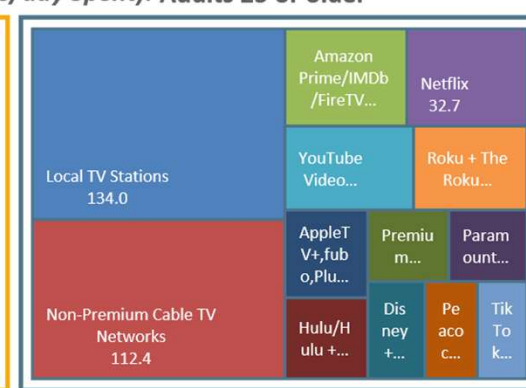
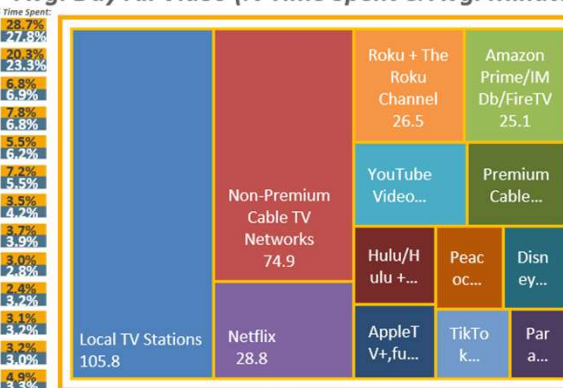
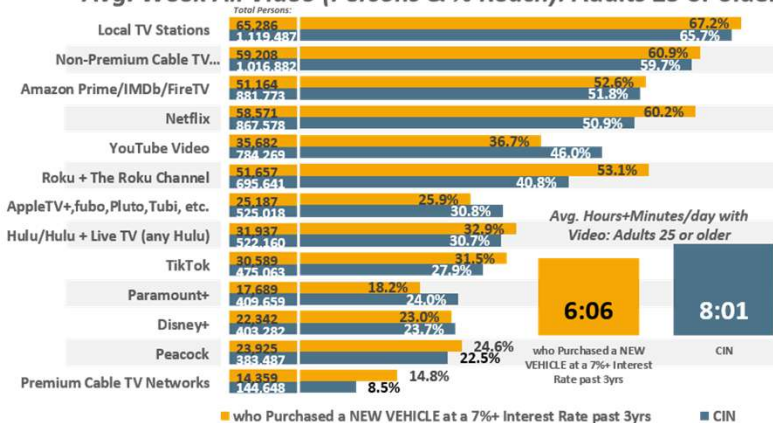
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64,593 or 66.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 103. minutes every day representing 36.3% of all time spent daily with Ad-Supported Video.

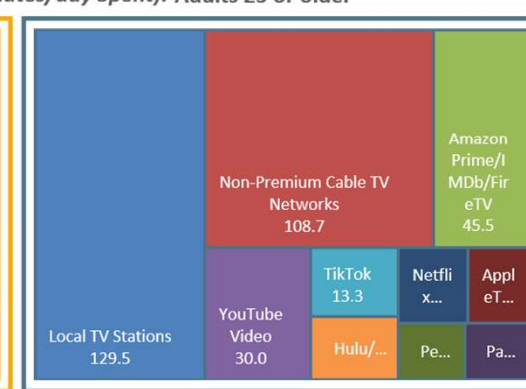
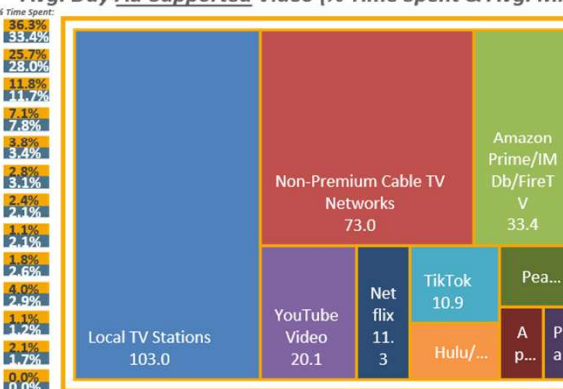
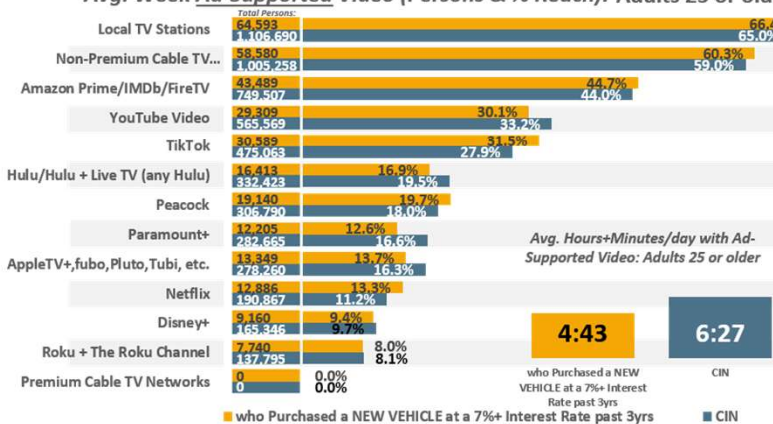
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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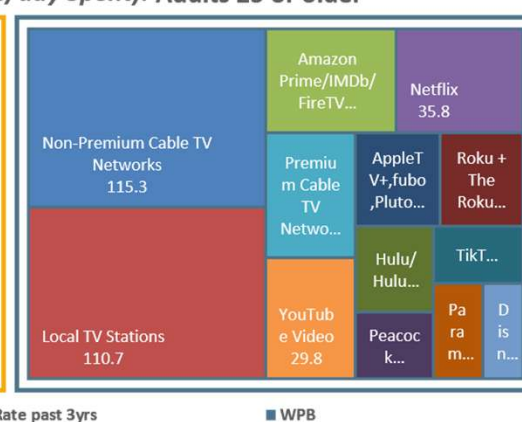
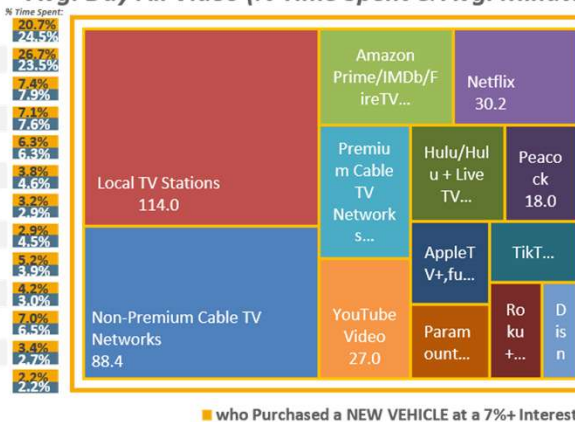
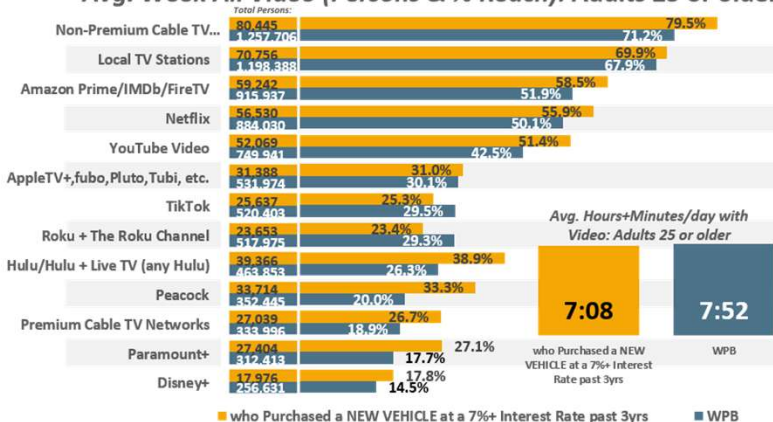
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69,926 or 69.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

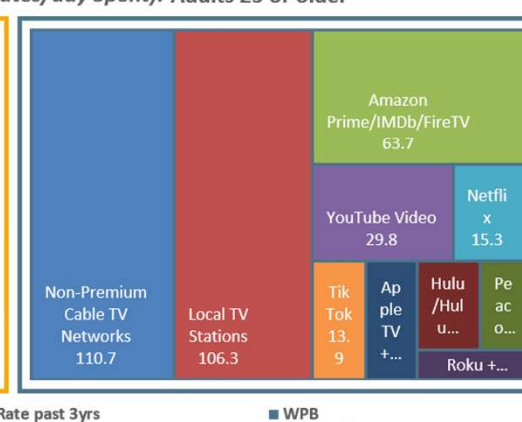
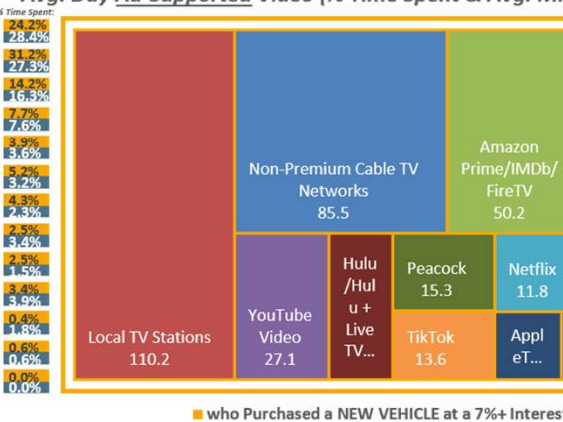
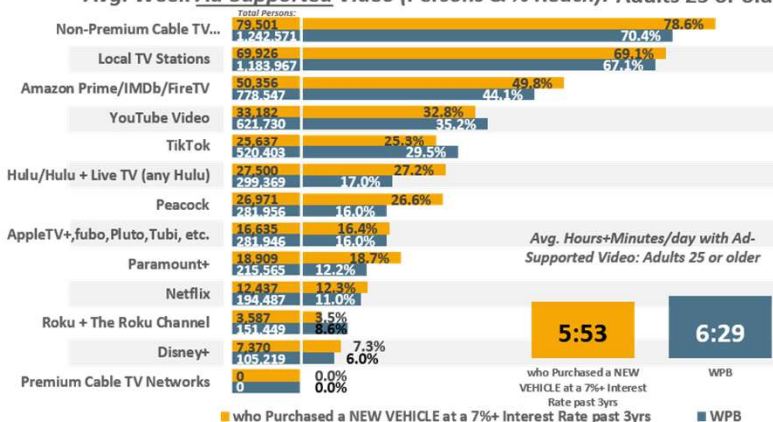
Avg. Week All Video (Persons & % Reach): Adults 25 or older

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 142
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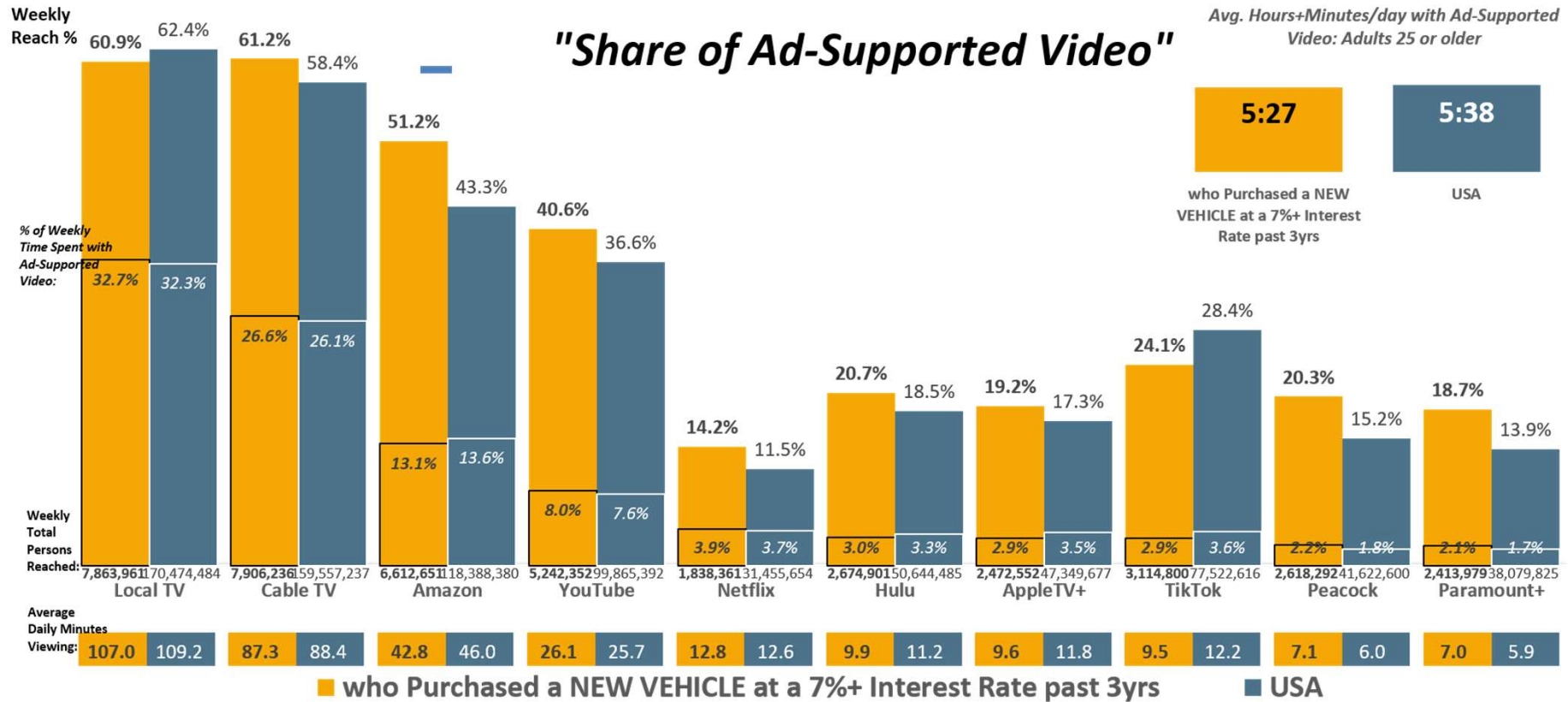
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan))



7,863,961 or 60.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 107. minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





80,869 or 57.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 119.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

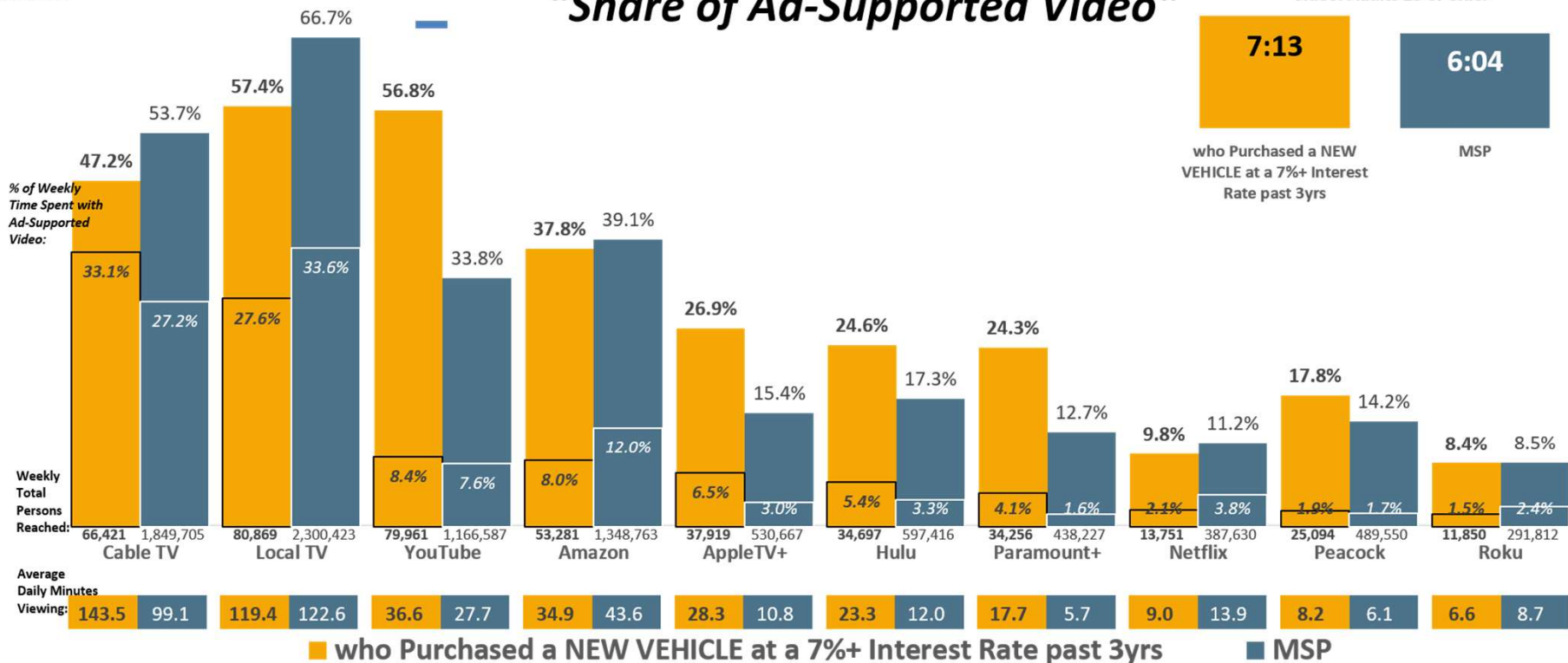
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 25 or older

7:13

6:04

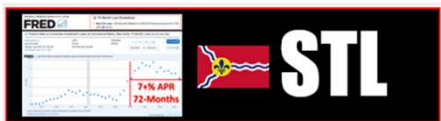
who Purchased a NEW
VEHICLE at a 7%+ Interest
Rate past 3yrs

MSP



■ who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

■ MSP

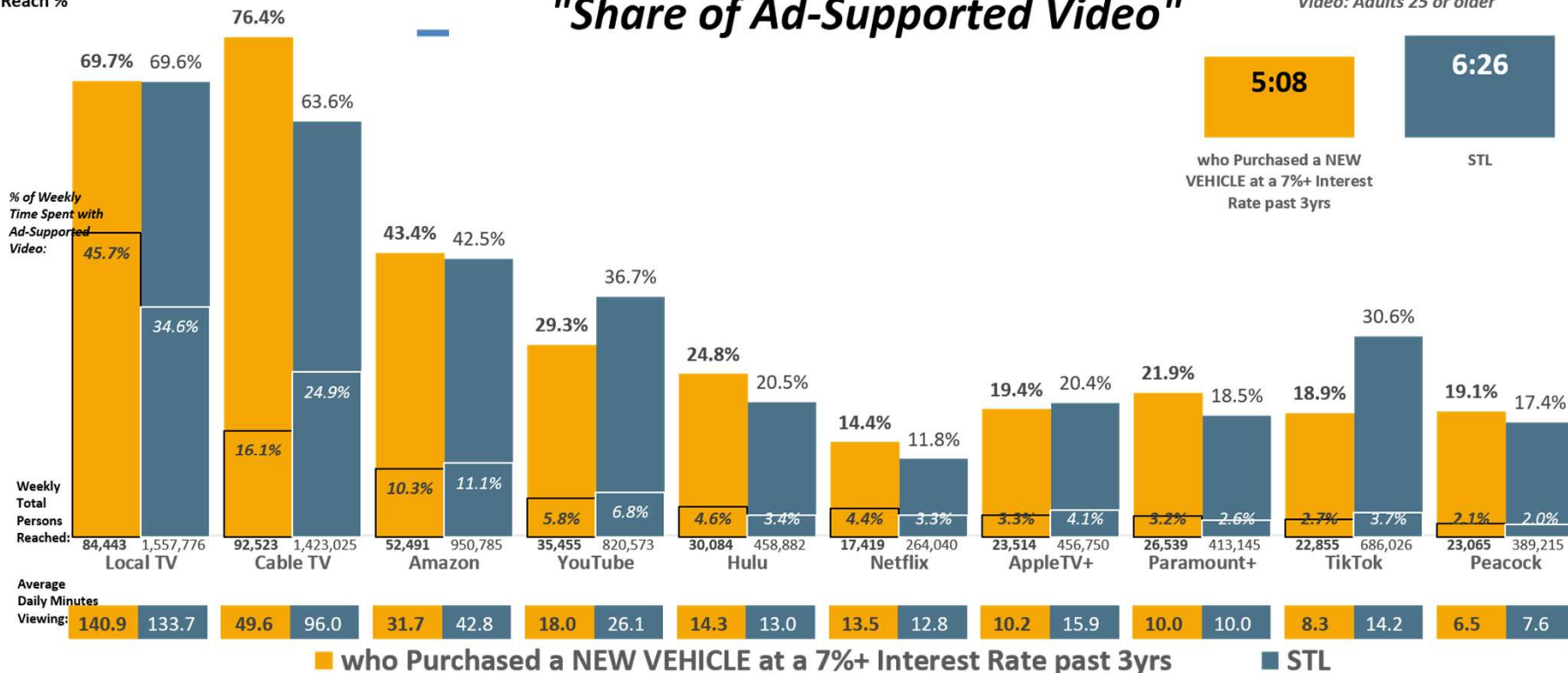


84,443 or 69.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 140.9 minutes every day representing 45.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Weekly
Reach %

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



5:08

6:26

who Purchased a NEW
VEHICLE at a 7%+ Interest
Rate past 3yrs

STL

■ who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

■ STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,757

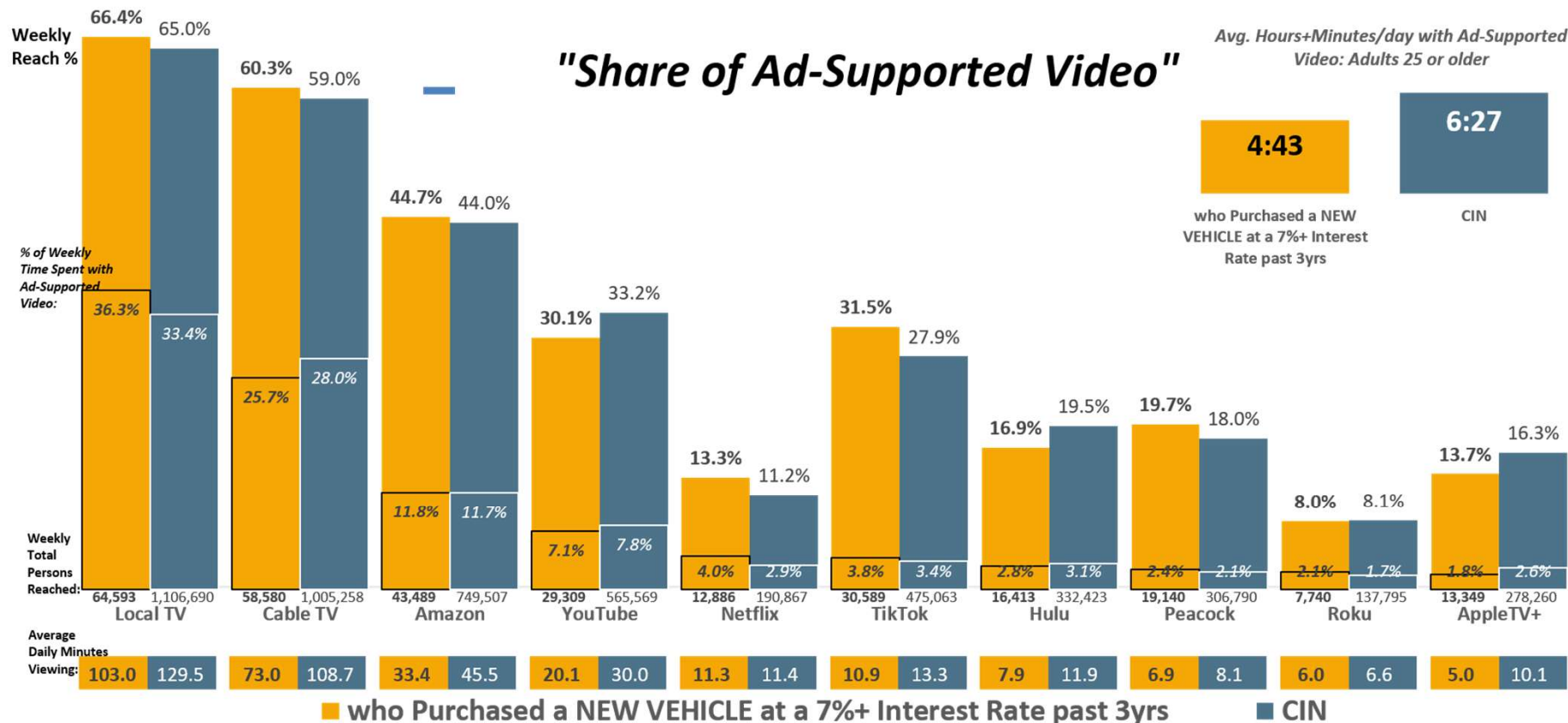
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for Anything

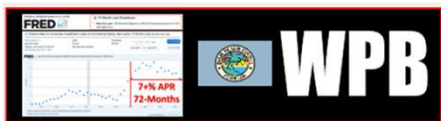
[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]



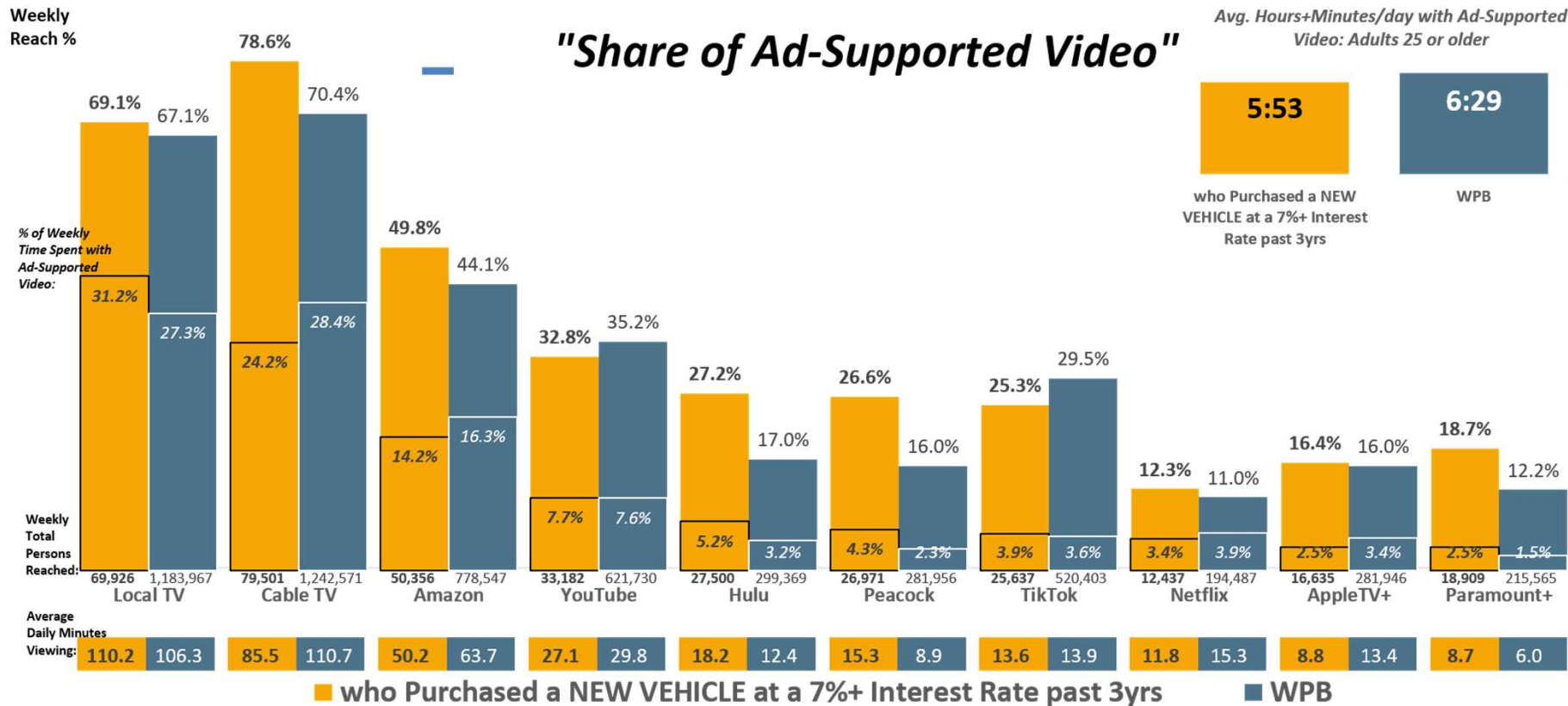
64,593 or 66.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 103. minutes every day representing 36.3% of all time spent daily with Ad-Supported Video.

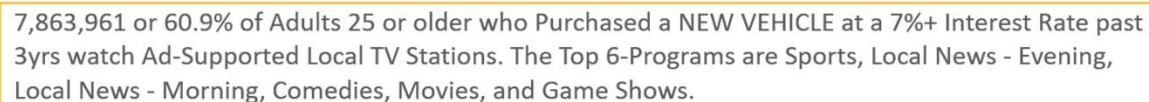
"Share of Ad-Supported Video"



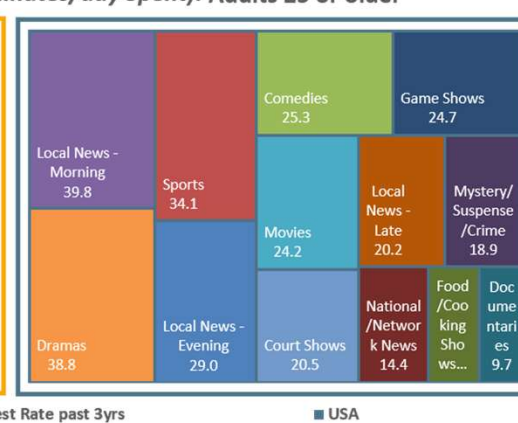
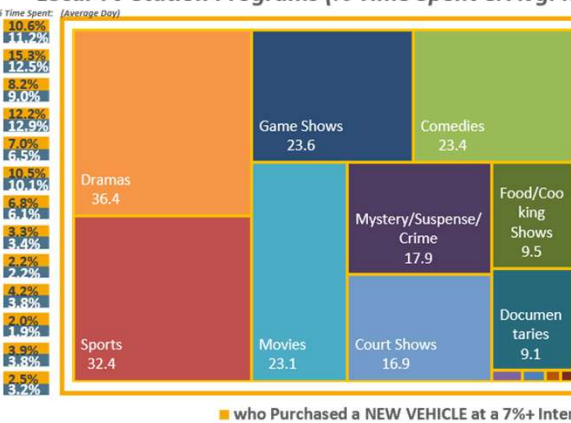


69,926 or 69.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

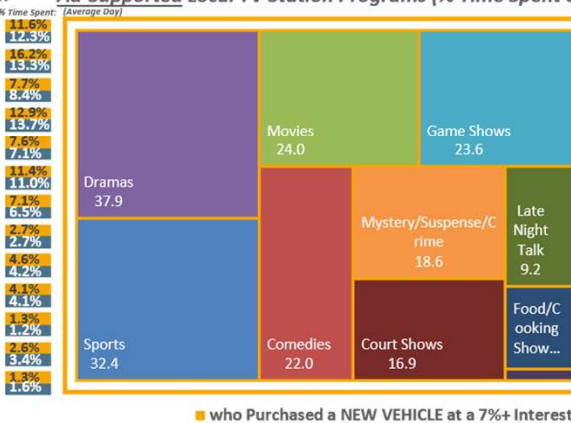




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



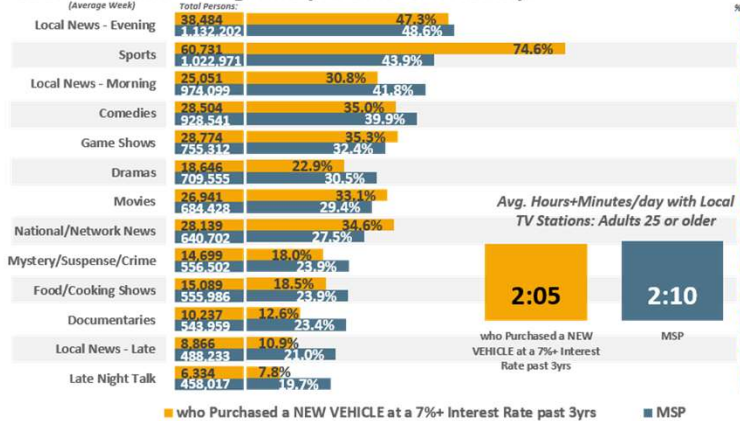
■ USA
soefa.ai Share of Everything
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/(Model year of new vehicle (HHLd): 2026:Any new vehicle OR Model year of new vehicle (HHLd): 2025:Any new vehicle OR Model year of new vehicle (HHLd): 2024:Any new vehicle) AND Financial services HHLd has/use (HHLd): Auto loan)

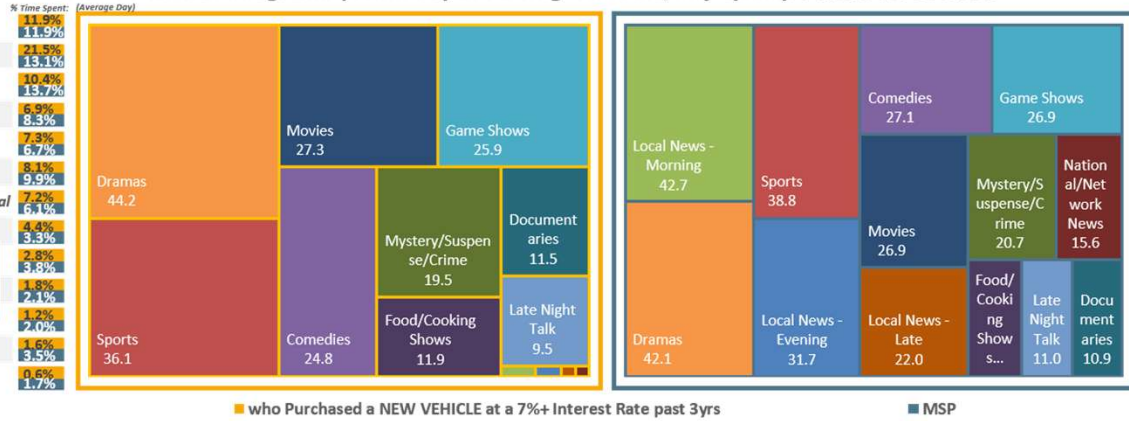


80,869 or 57.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Comedies, Movies, and National/Network News.

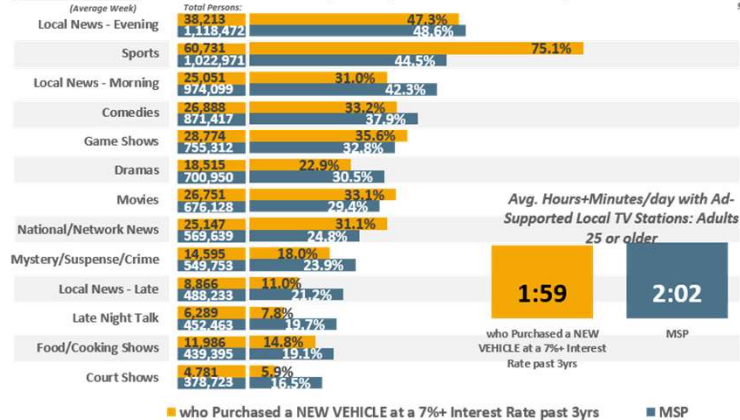
Local TV Station Programs (Persons & % Reach): Adults 25 or older



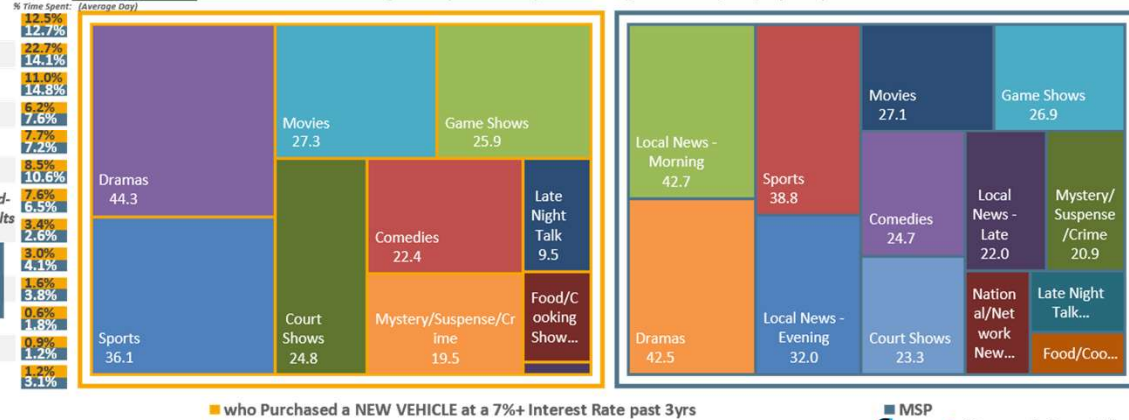
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



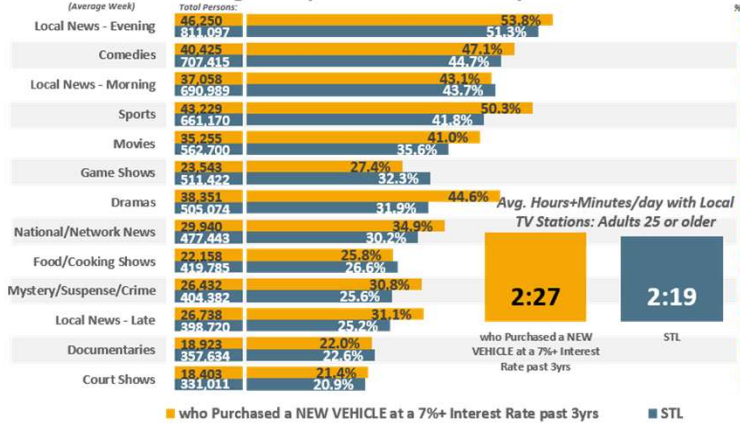
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



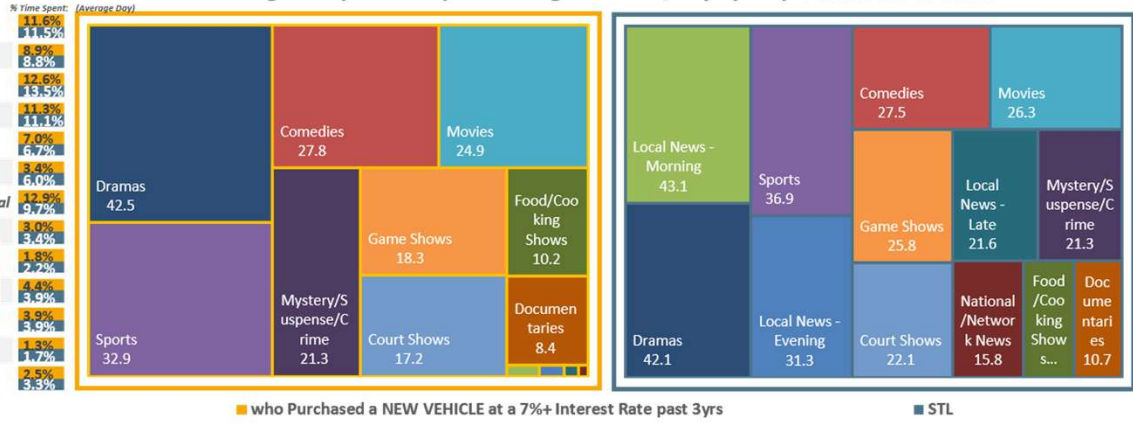


84,443 or 69.7% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Dramas, Local News - Morning, and Movies.

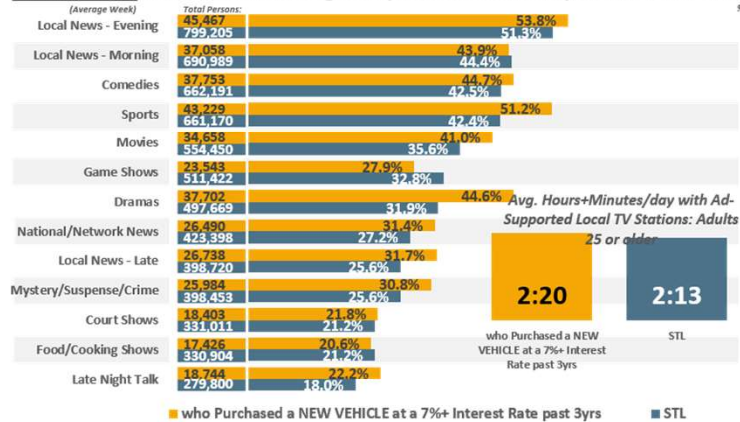
Local TV Station Programs (Persons & % Reach): Adults 25 or older



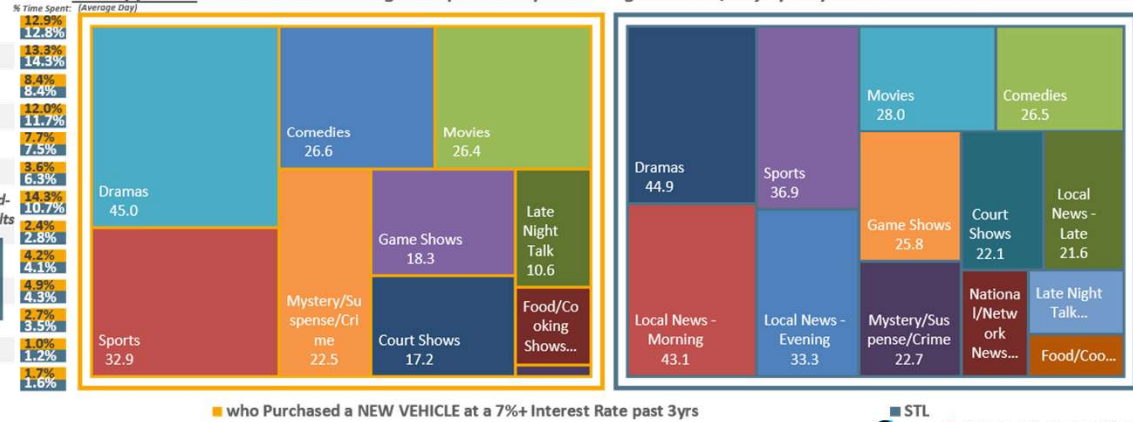
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



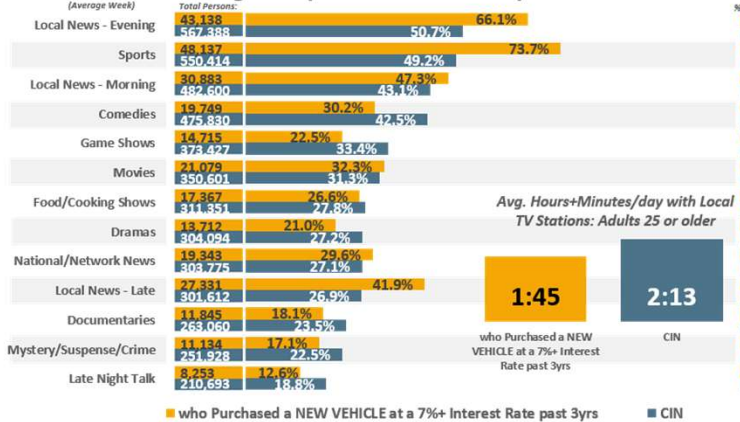
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



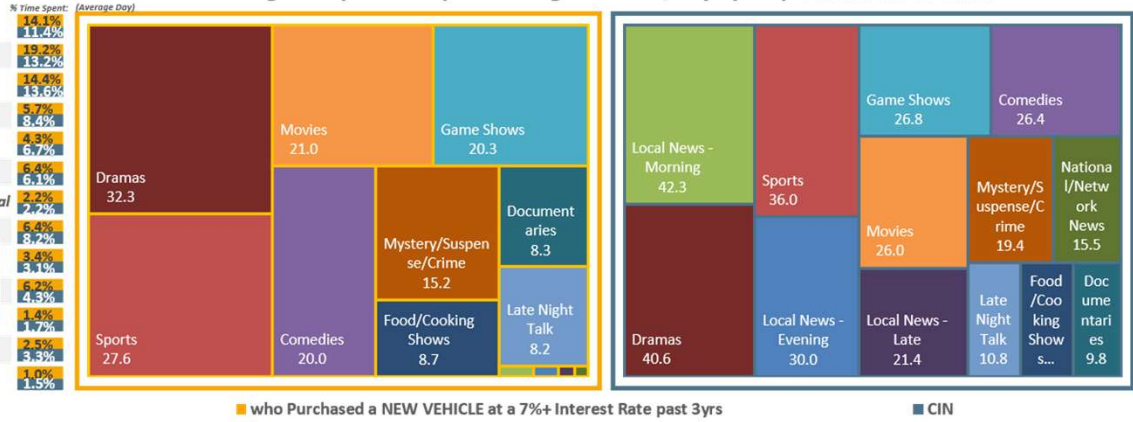


64,593 or 66.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Local News - Late, Movies, and Comedies.

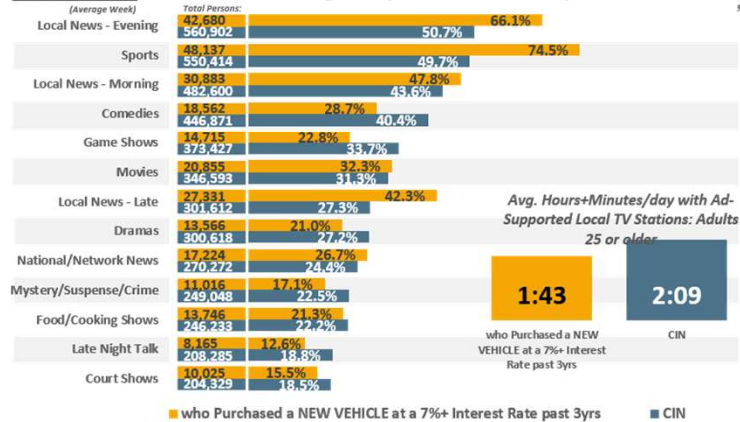
Local TV Station Programs (Persons & % Reach): Adults 25 or older



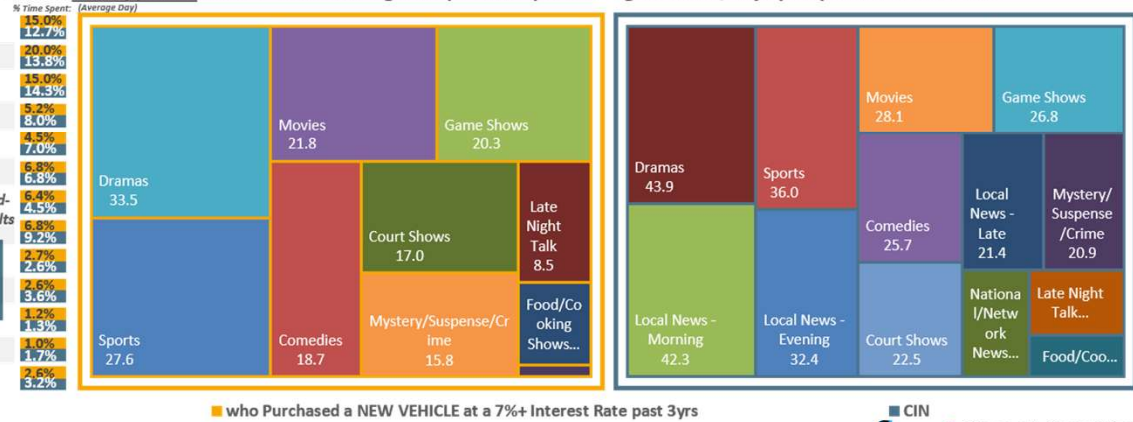
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



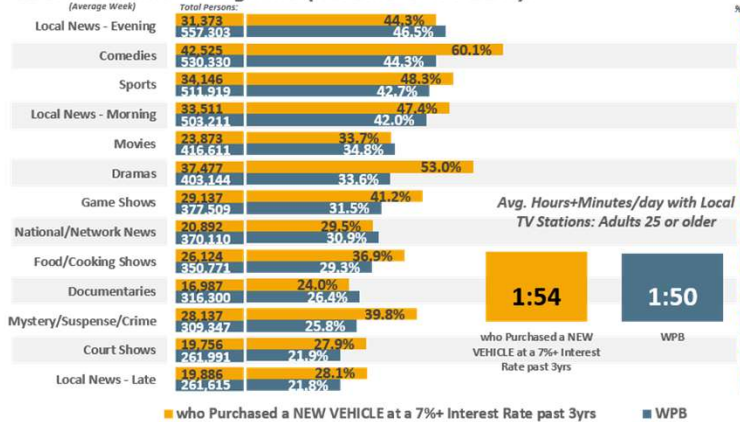
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



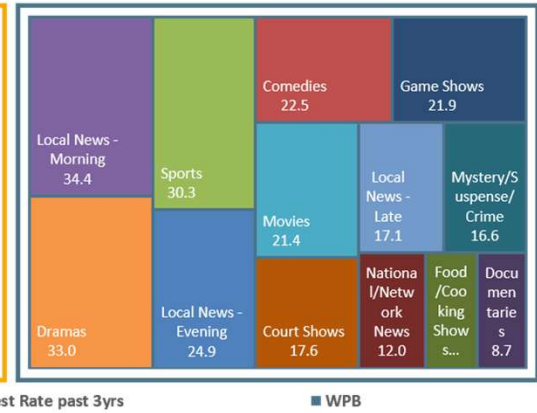
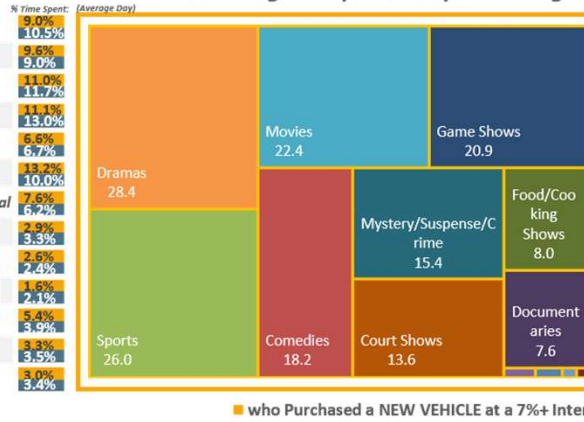


69,926 or 69.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Dramas, Sports, Local News - Morning, Local News - Evening, and Game Shows.

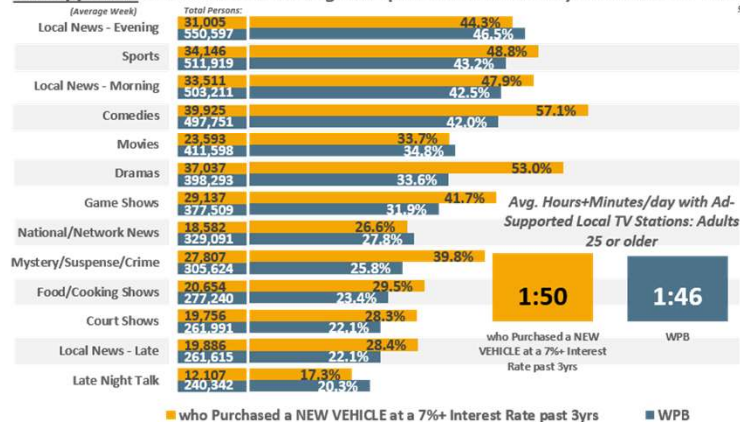
Local TV Station Programs (Persons & % Reach): Adults 25 or older



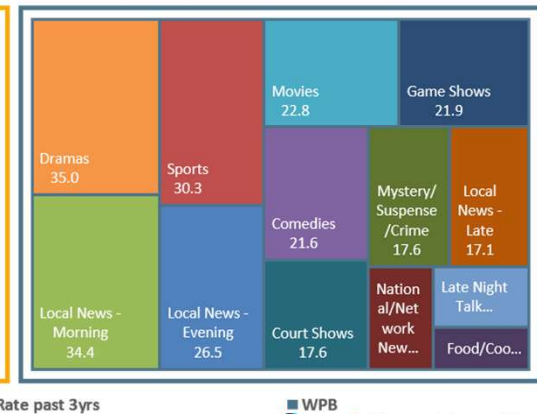
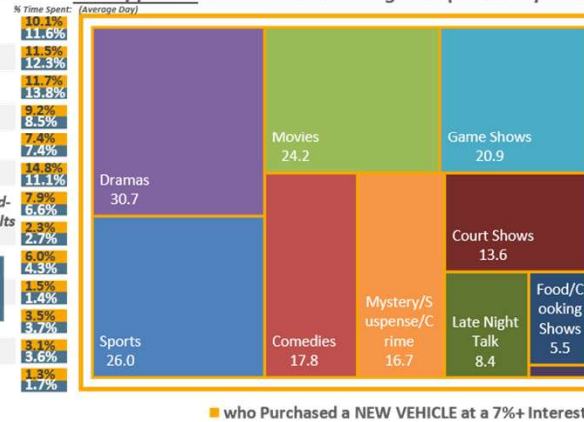
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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

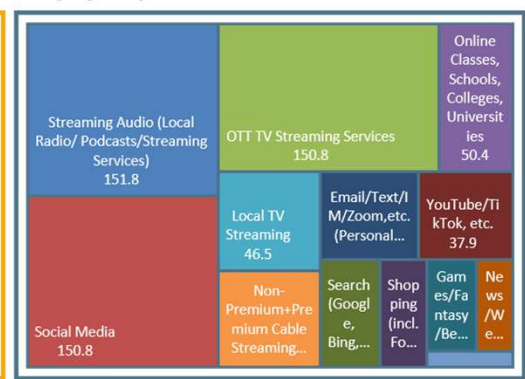
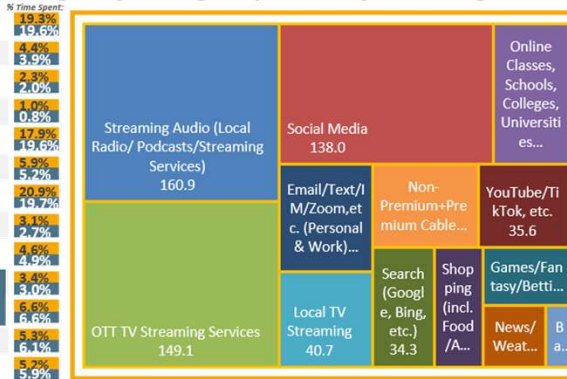
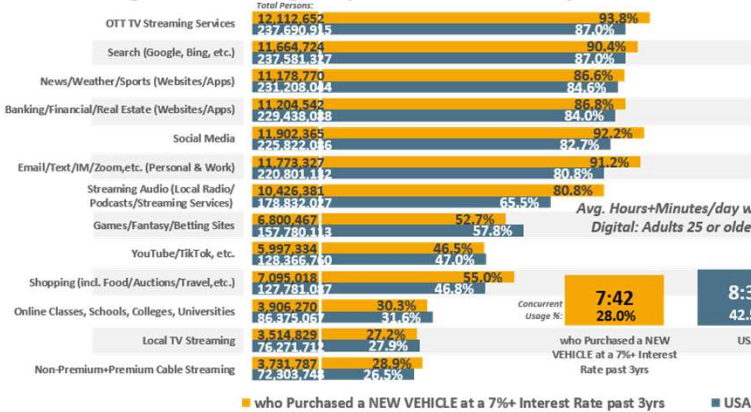




10,838,635 or 84.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 125.6 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

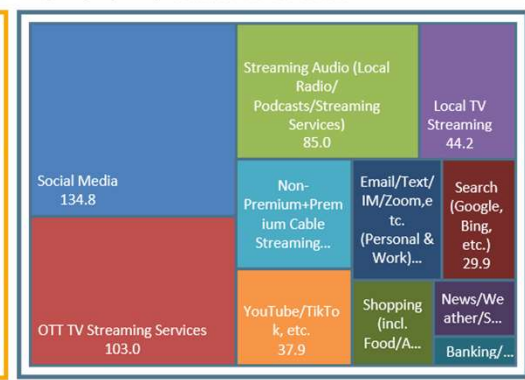
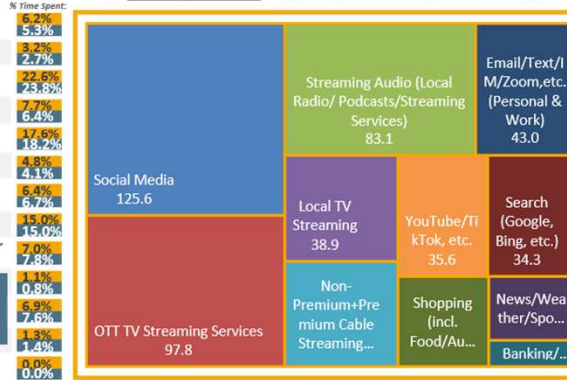
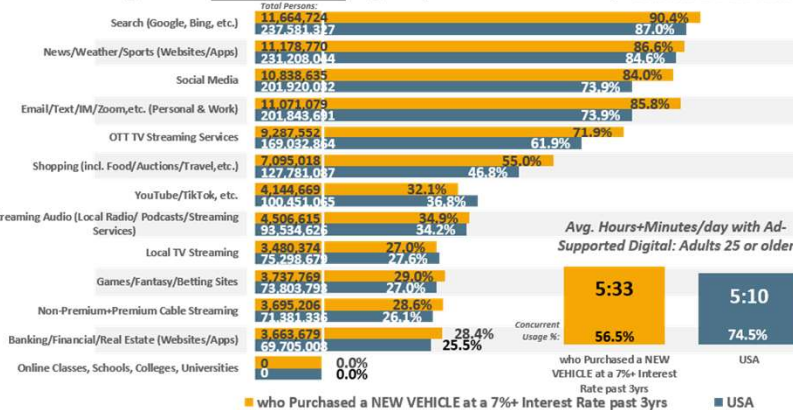
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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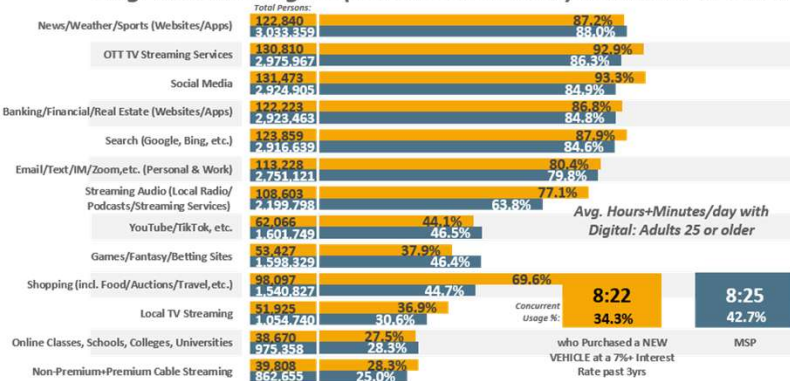
soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

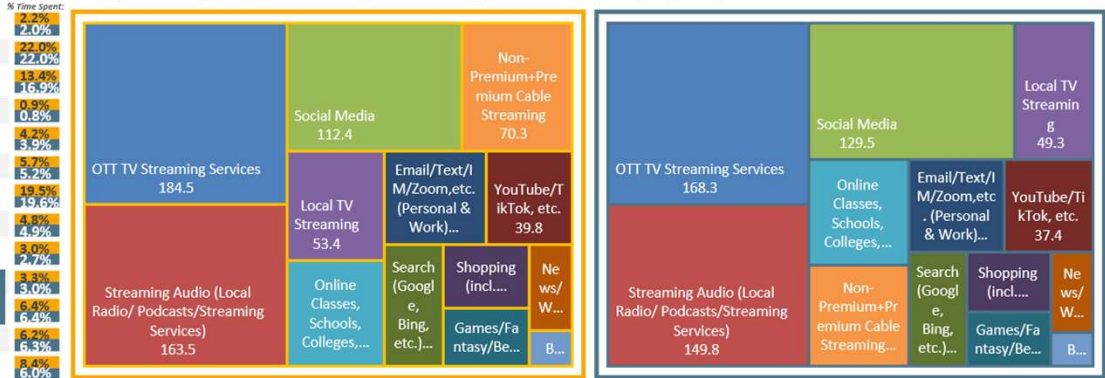


128,055 or 90.9% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 109.5 minutes every day representing 17.8% of all time spent daily with Ad-Supported Digital Media.

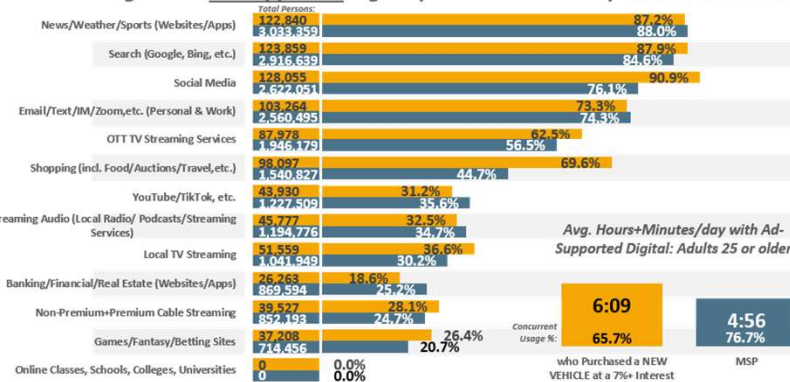
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 82
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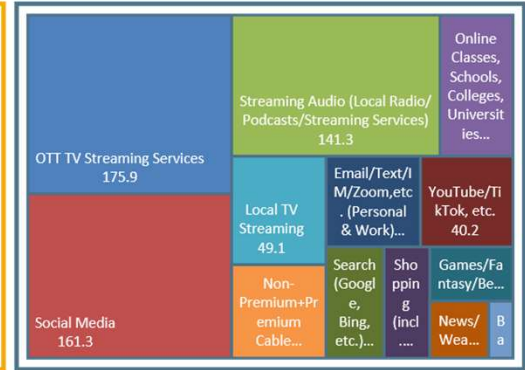
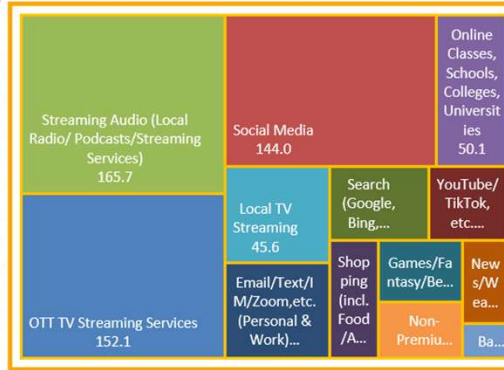
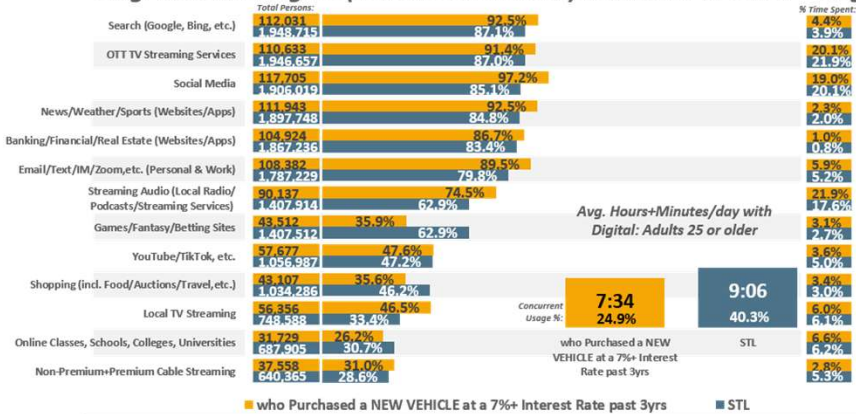
[[[Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle] AND Financial services HHL has/use (HHL): Auto loan]]



103,106 or 85.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 126.2 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

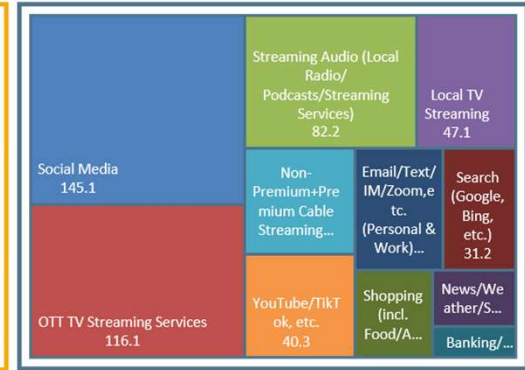
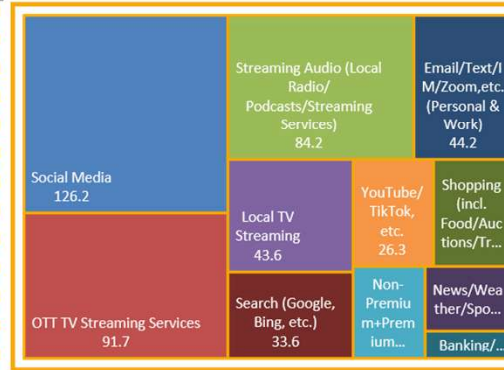
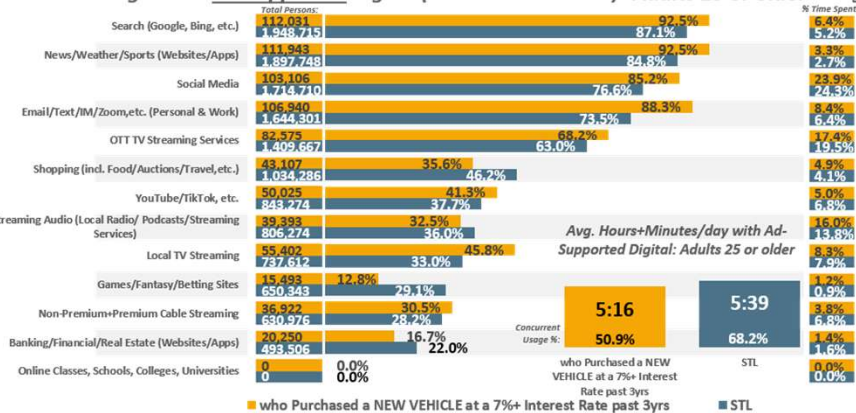
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

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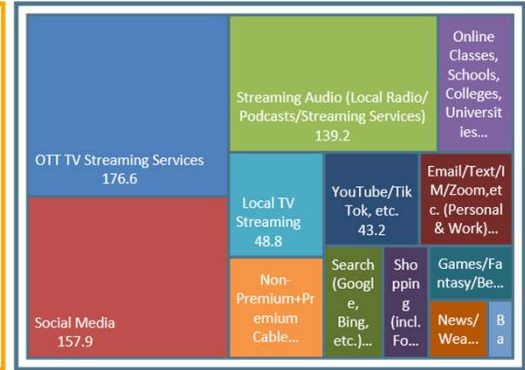
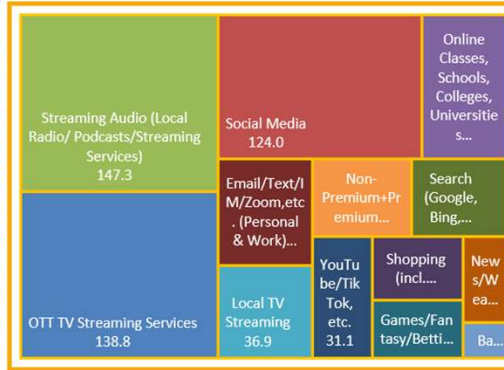
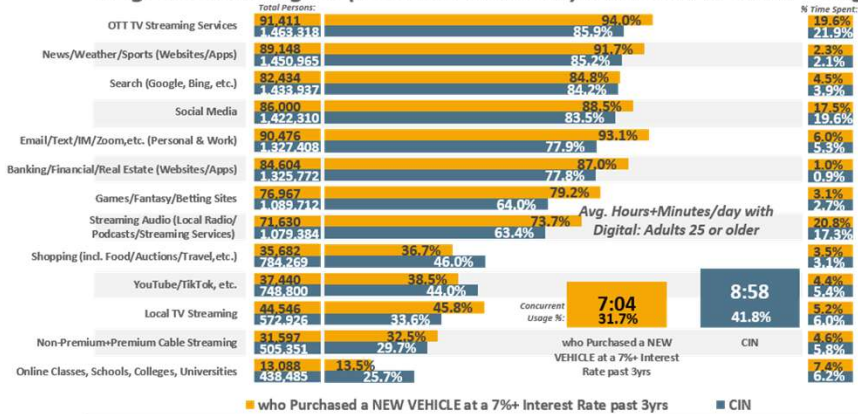
[(Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan)]



82,704 or 85.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 119.3 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

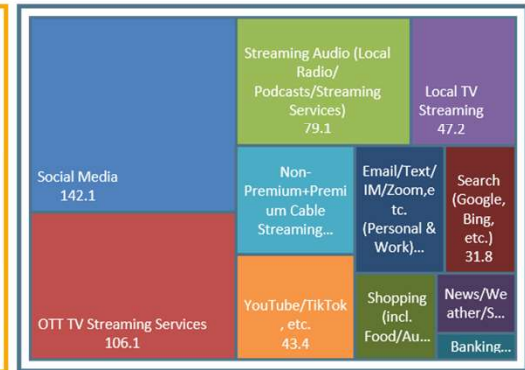
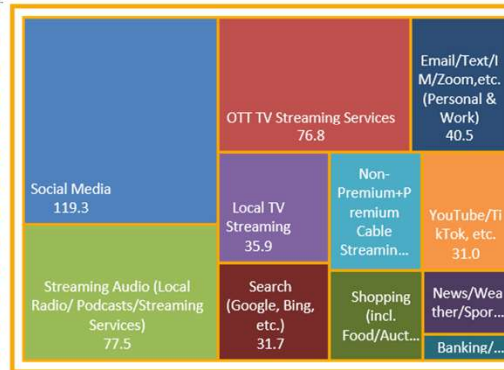
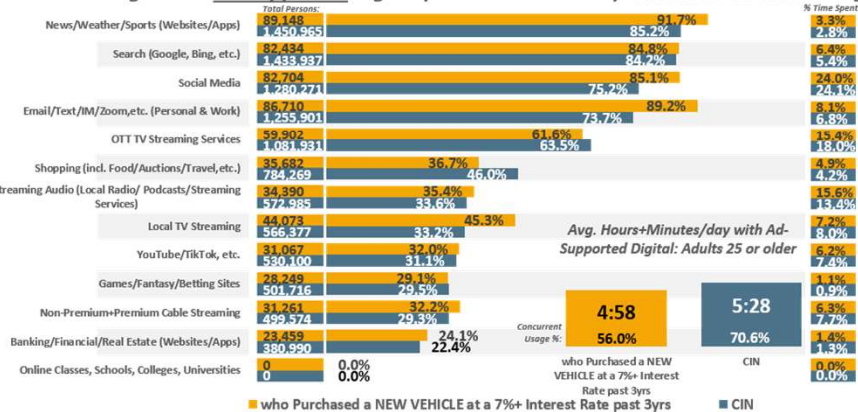
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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

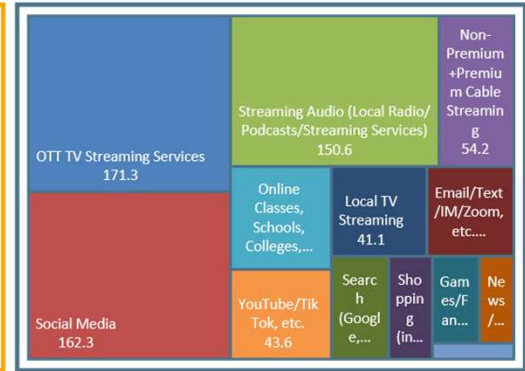
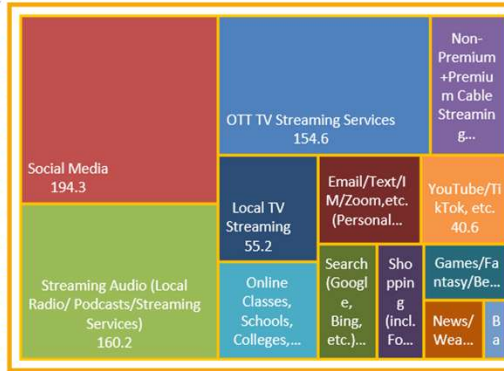
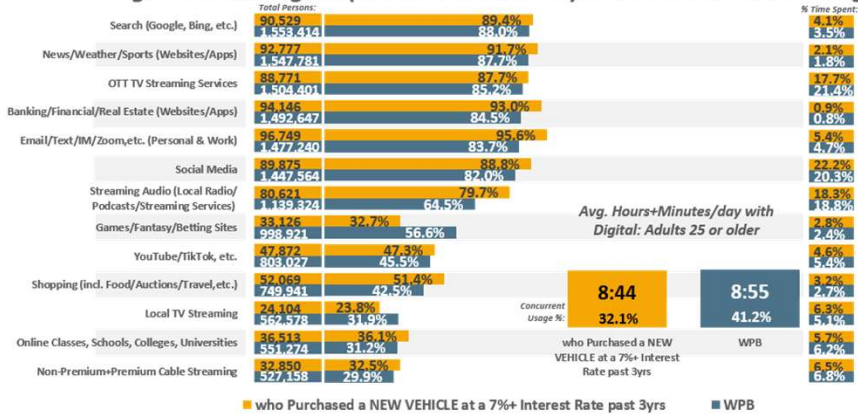




86,339 or 85.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Social Media for an average of 186.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

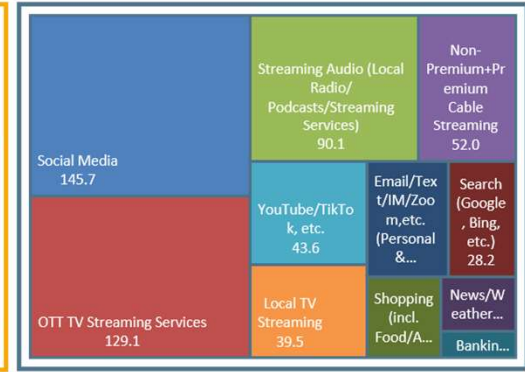
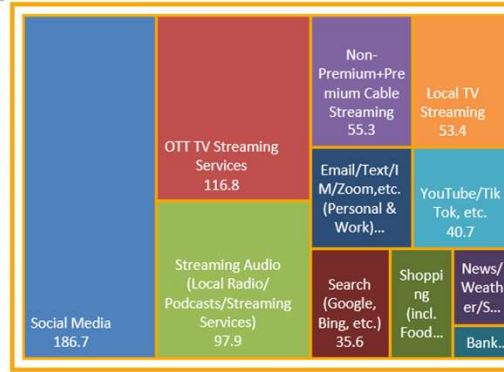
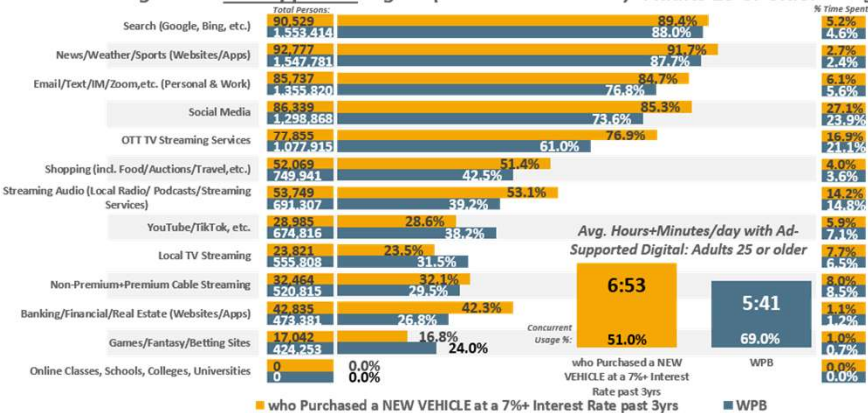
Avg. Week All Digital (Persons & % Reach): Adults 25 or older

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

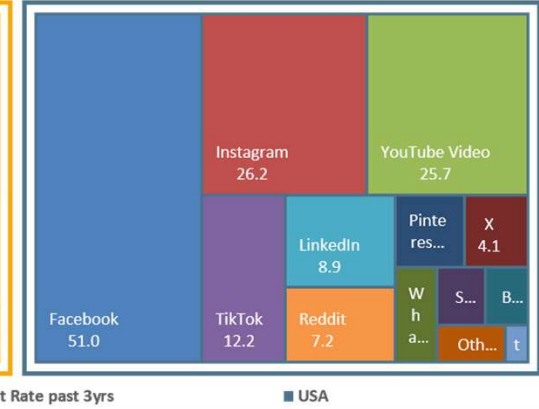
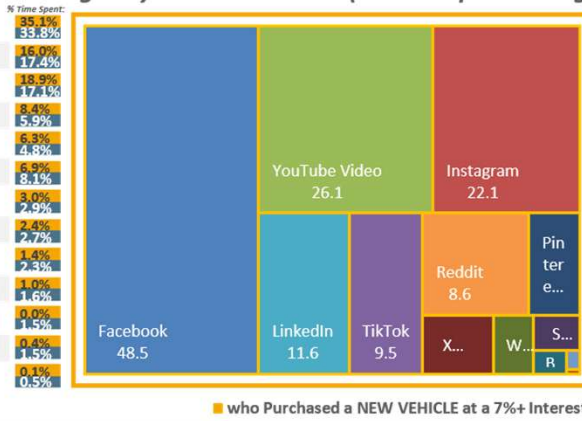
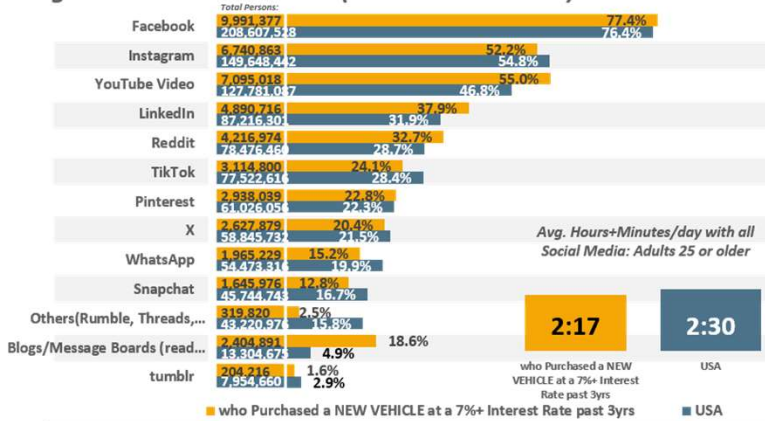
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



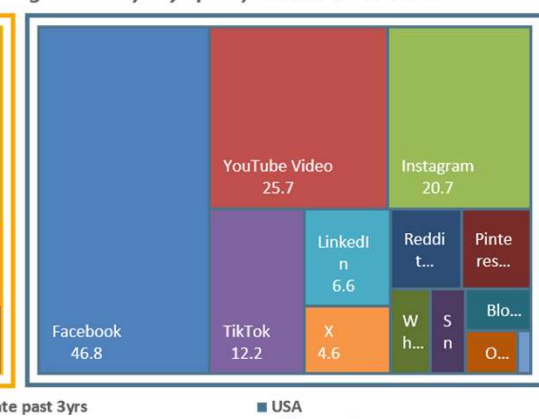
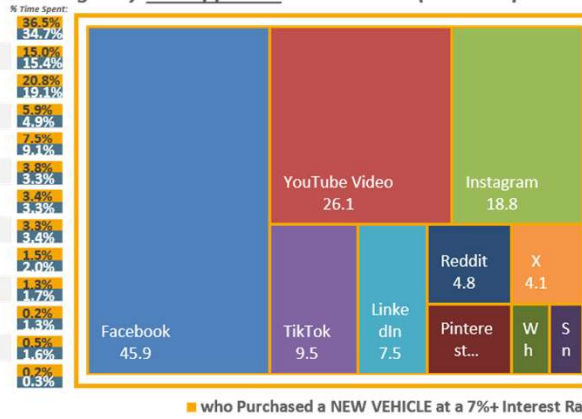
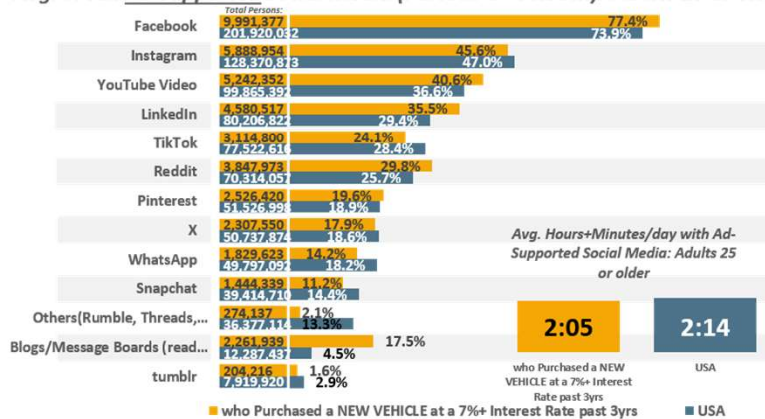


9,991,377 or 77.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 45.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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**



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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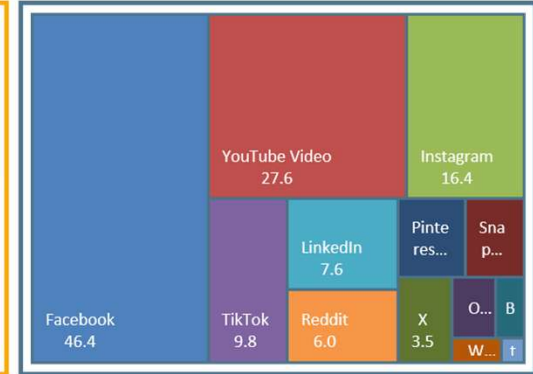
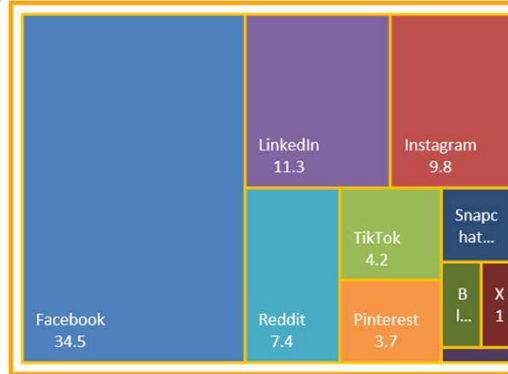
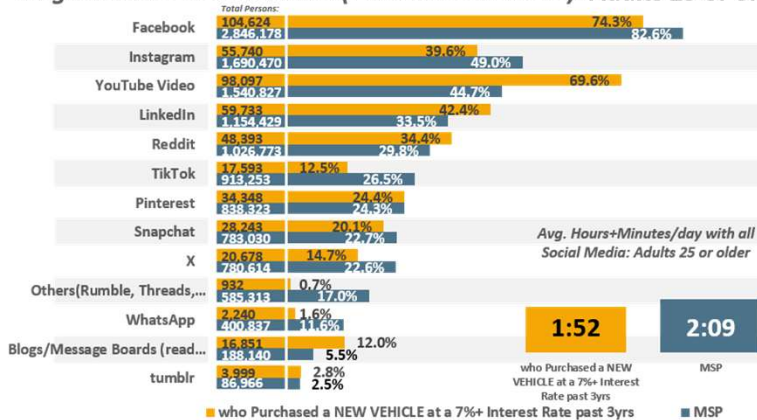
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[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

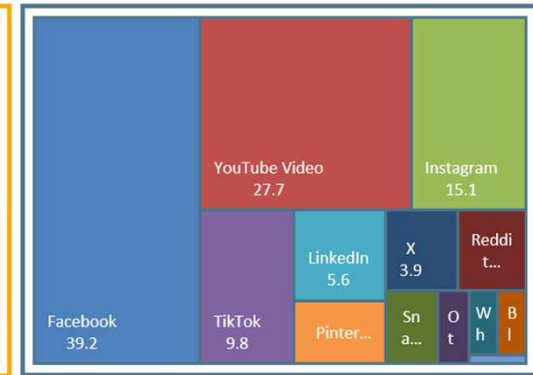
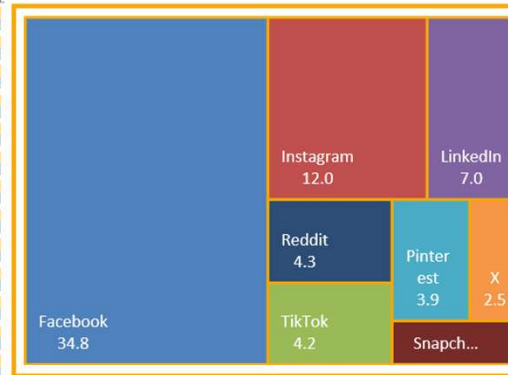
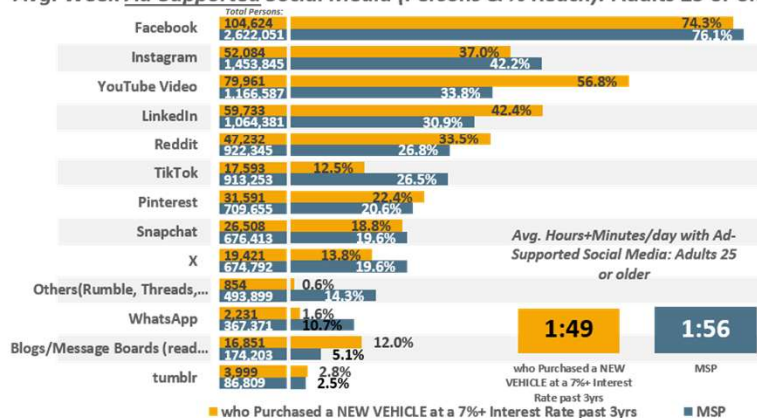


104,624 or 74.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 34.8 minutes every day representing 47.7% of all time spent daily with Ad-Supported Social Media.

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**



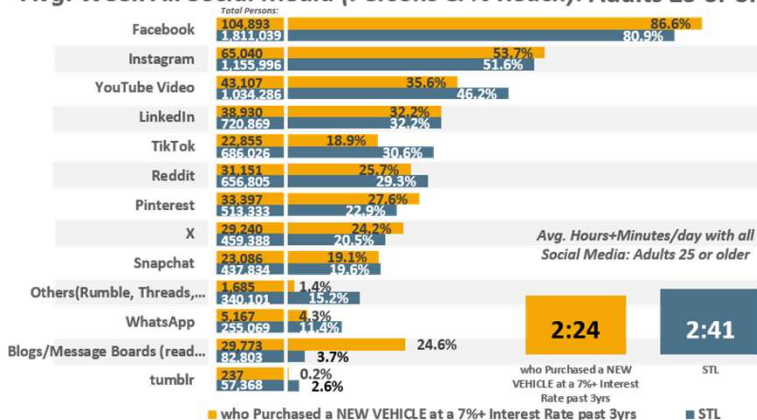
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



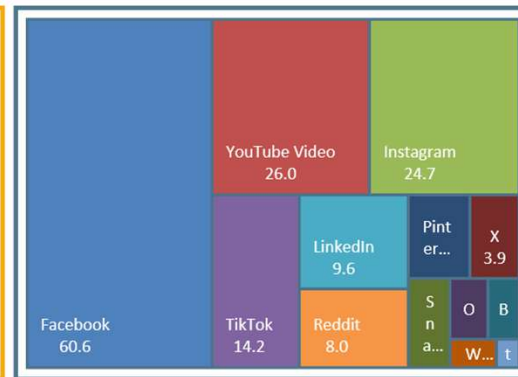
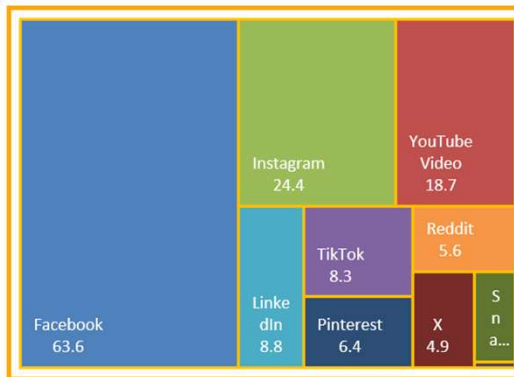


103,106 or 85.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 55. minutes every day representing 43.6% of all time spent daily with Ad-Supported Social Media.

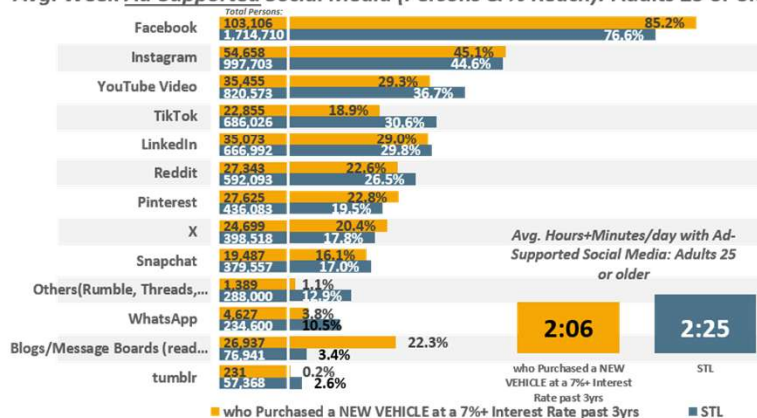
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



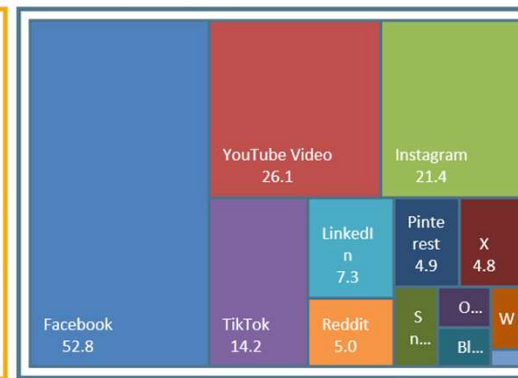
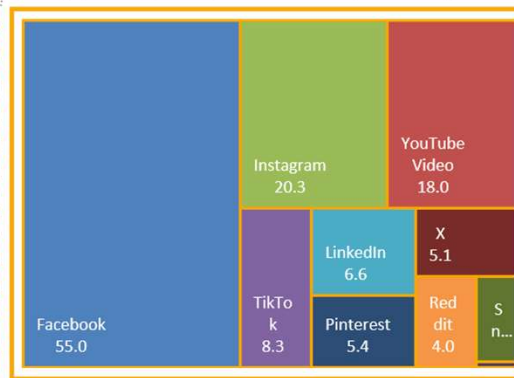
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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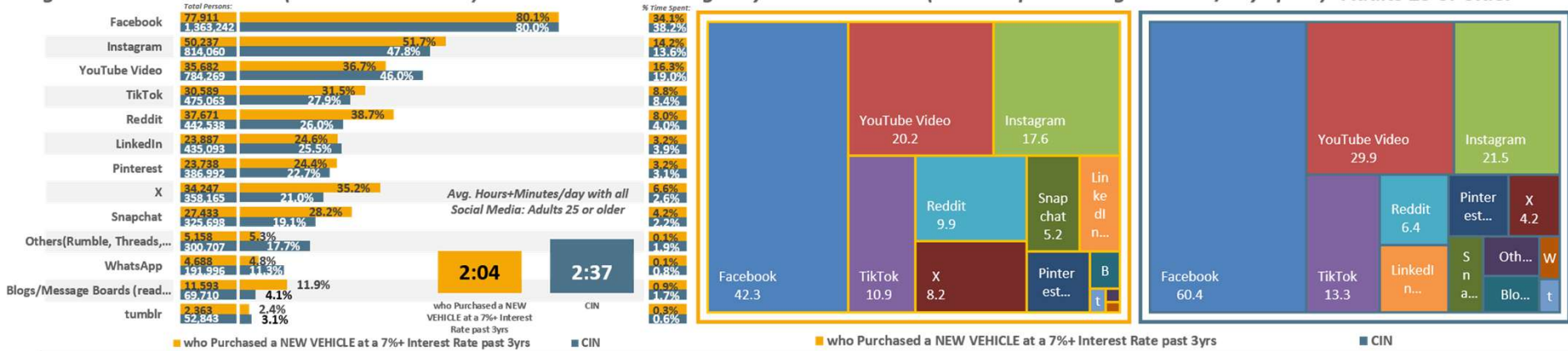
soefa.ai Share of Everything for Anything.

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

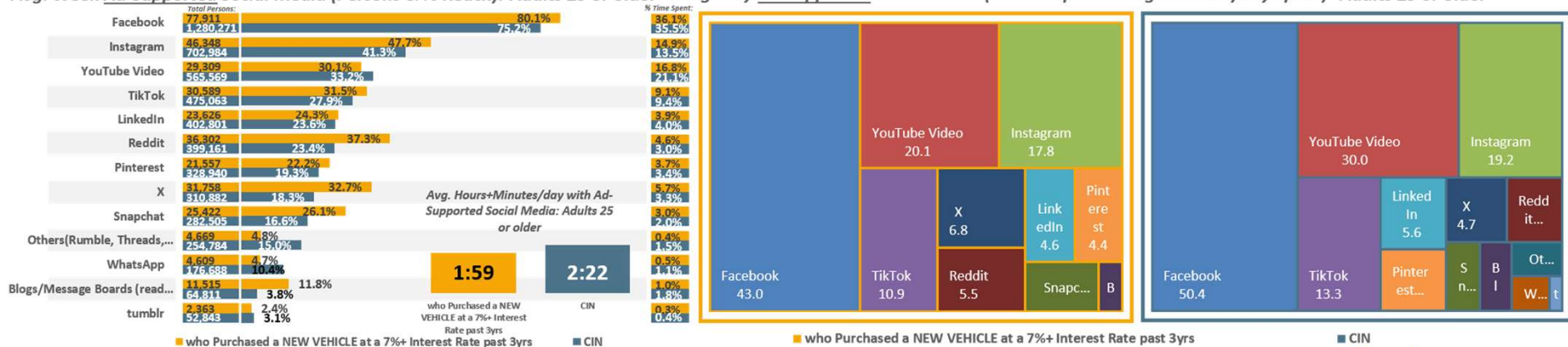


77,911 or 80.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 43. minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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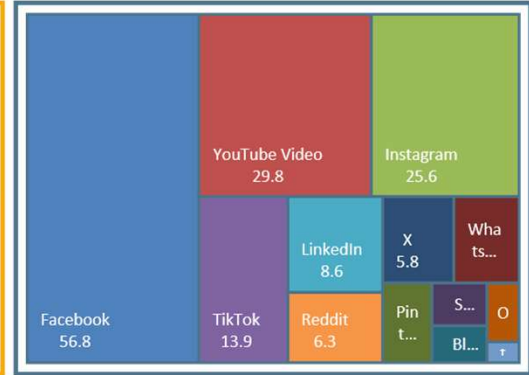
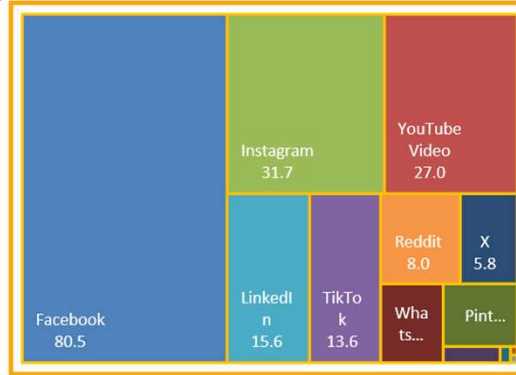
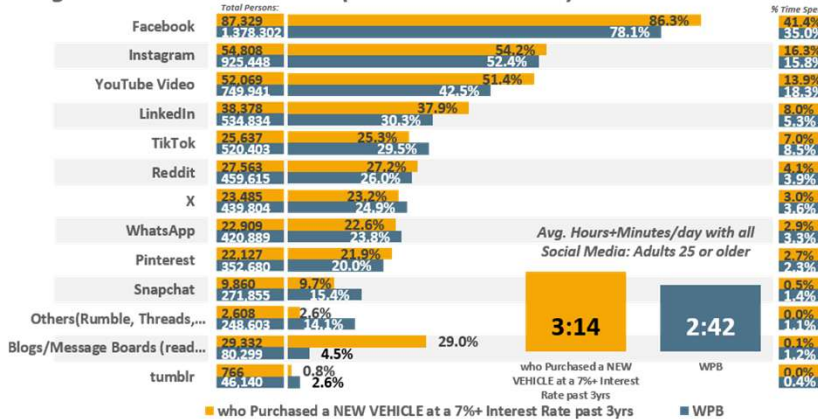
soefa.ai Share of Everything for Anything

[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

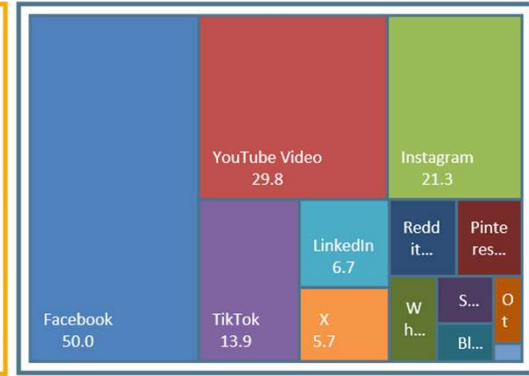
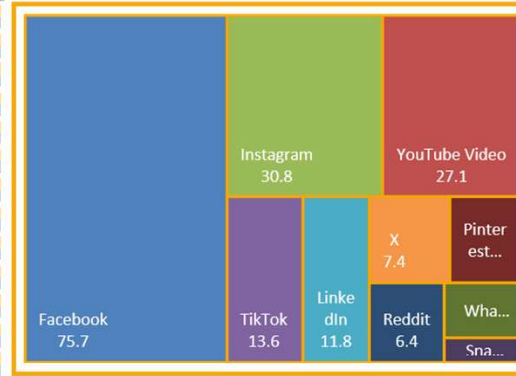
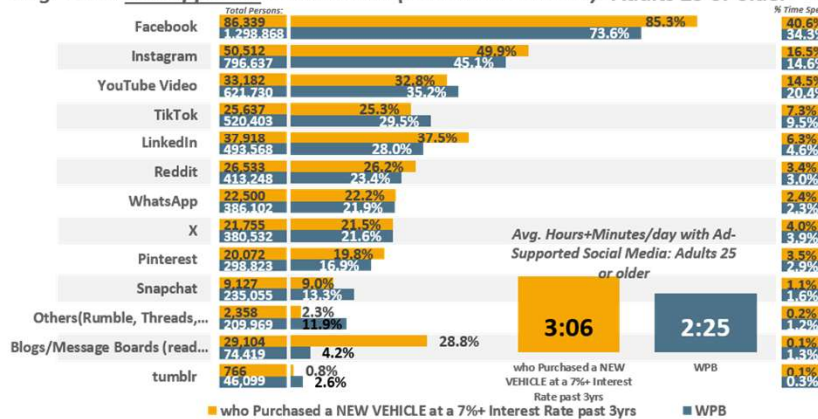


86,339 or 85.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 75.7 minutes every day representing 40.6% of all time spent daily with Ad-Supported Social Media.

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**

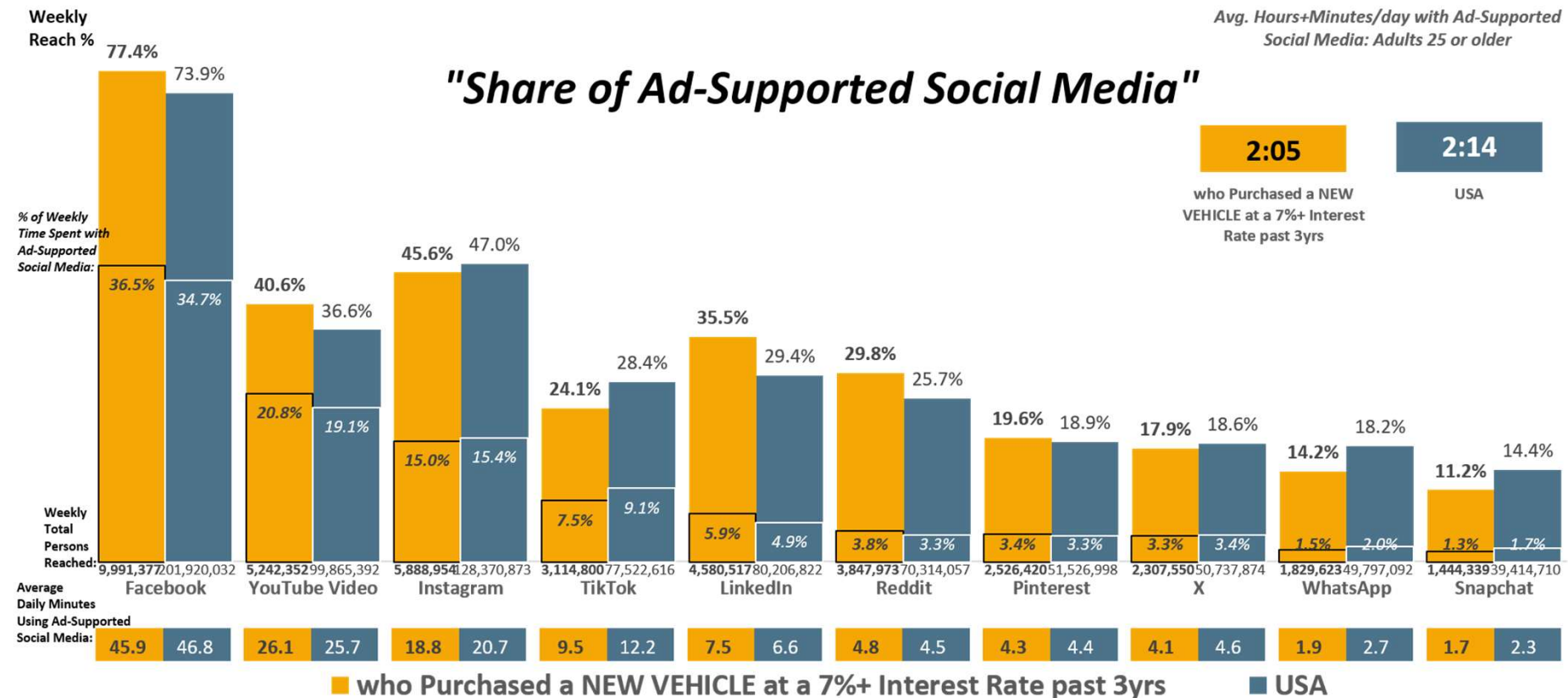


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**





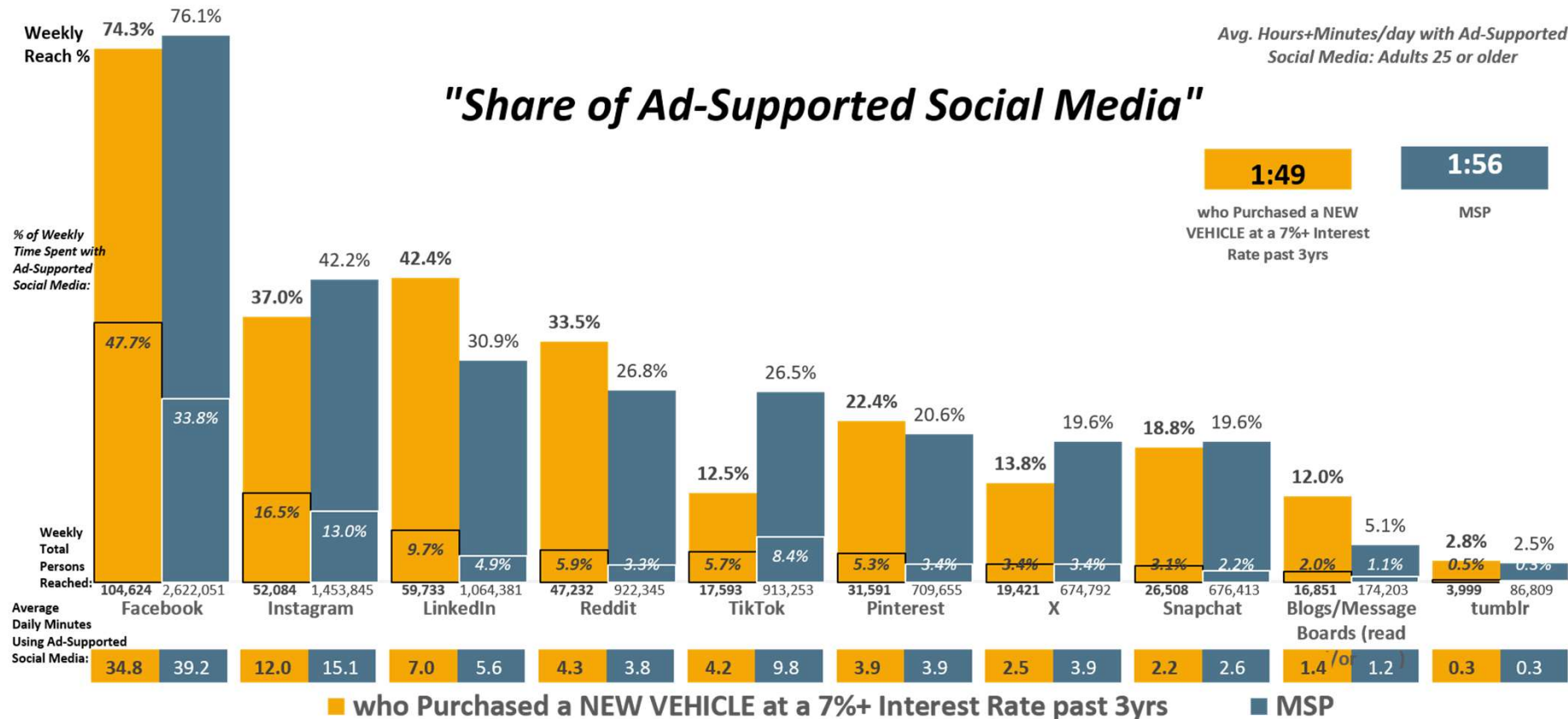
9,991,377 or 77.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 45.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.





104,624 or 74.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 34.8 minutes every day representing 47.7% of all time spent daily with Ad-Supported Social Media.

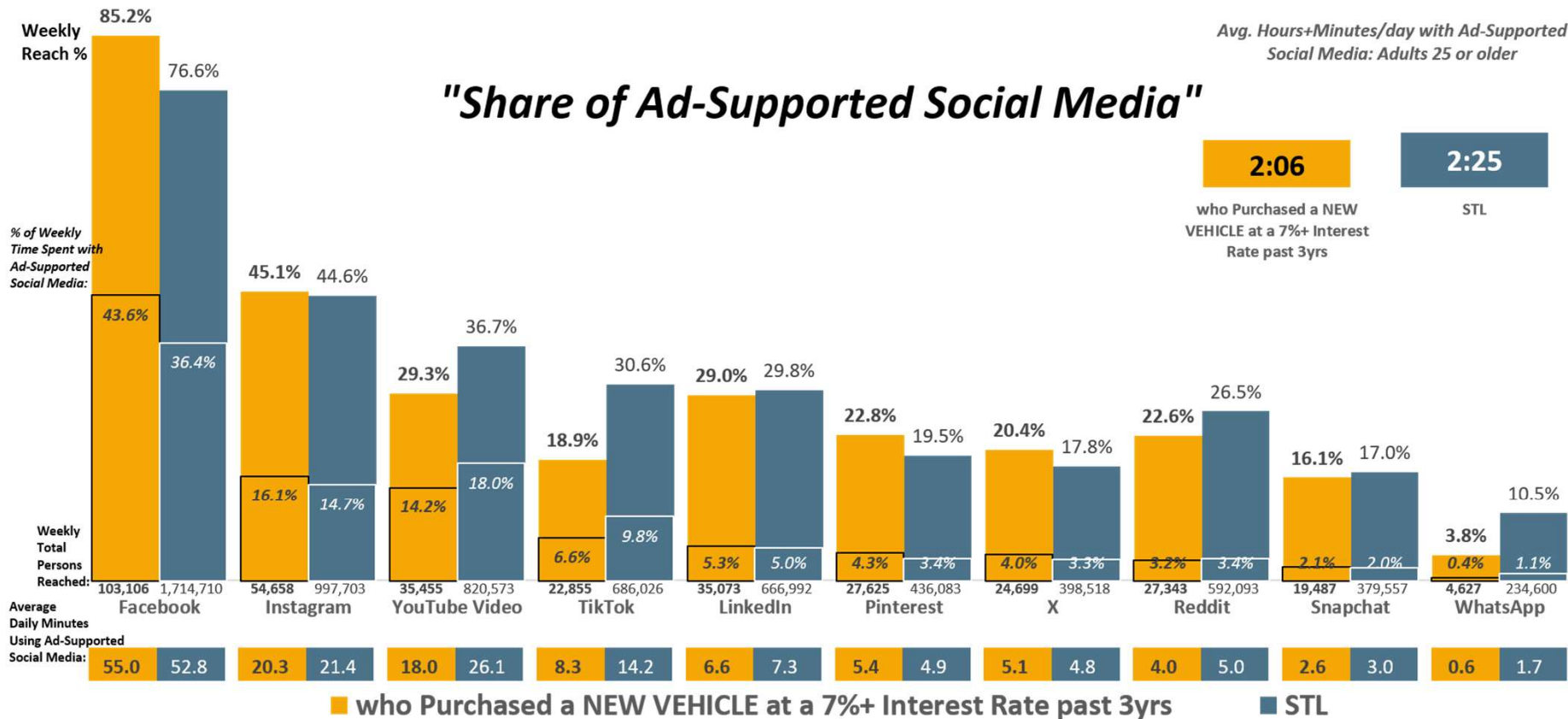
"Share of Ad-Supported Social Media"





103,106 or 85.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 55. minutes every day representing 43.6% of all time spent daily with Ad-Supported Social Media.

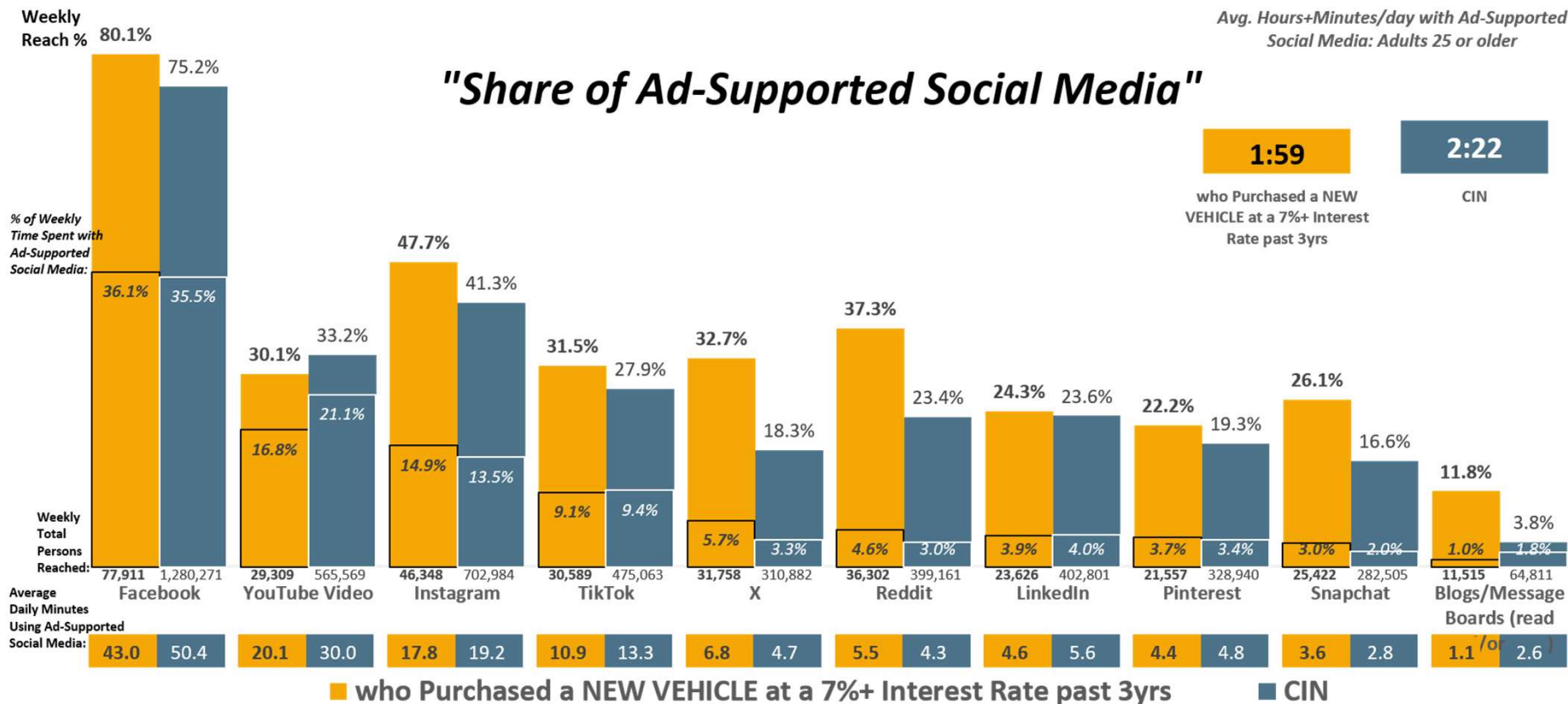
"Share of Ad-Supported Social Media"





77,911 or 80.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 43. minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

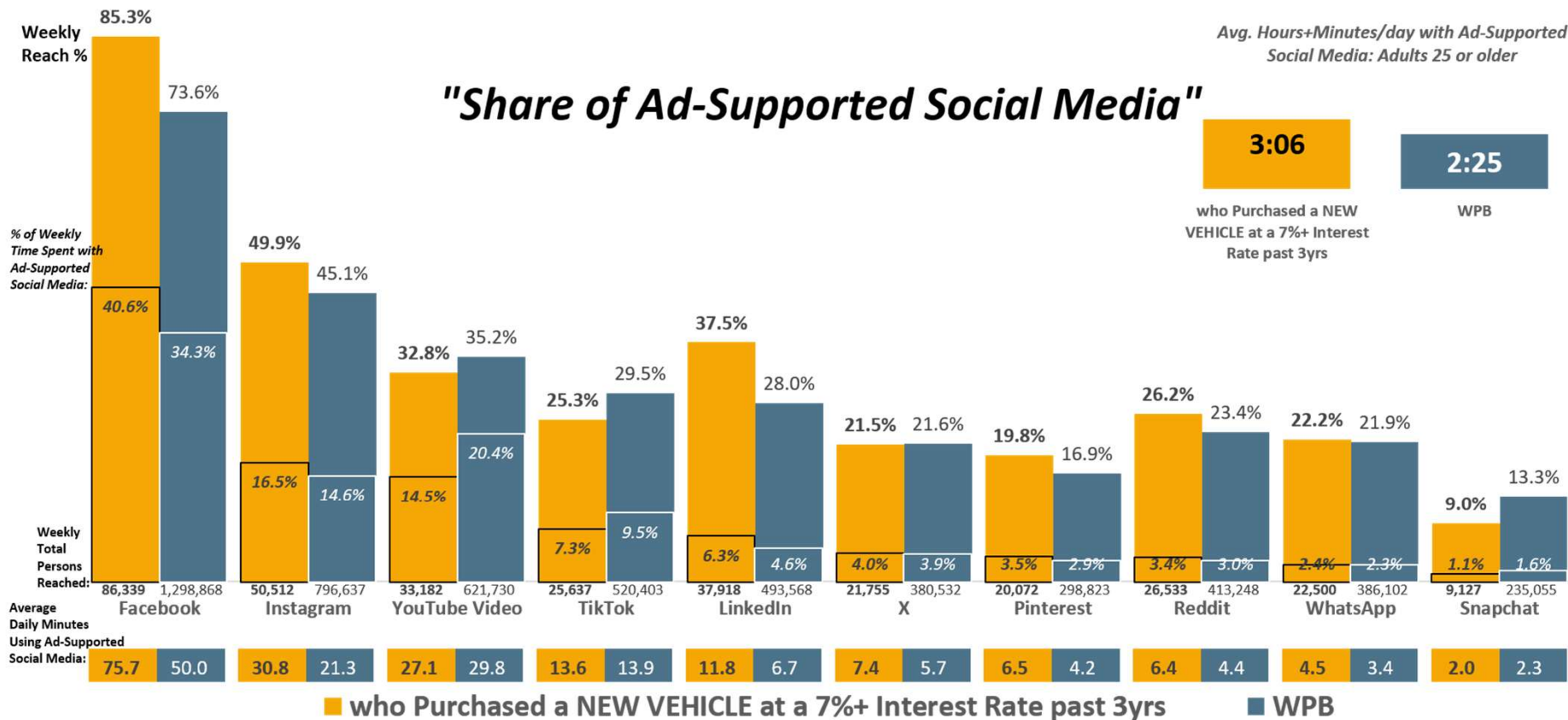
"Share of Ad-Supported Social Media"





86,339 or 85.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs use Ad-Supported Facebook for an average of 75.7 minutes every day representing 40.6% of all time spent daily with Ad-Supported Social Media.

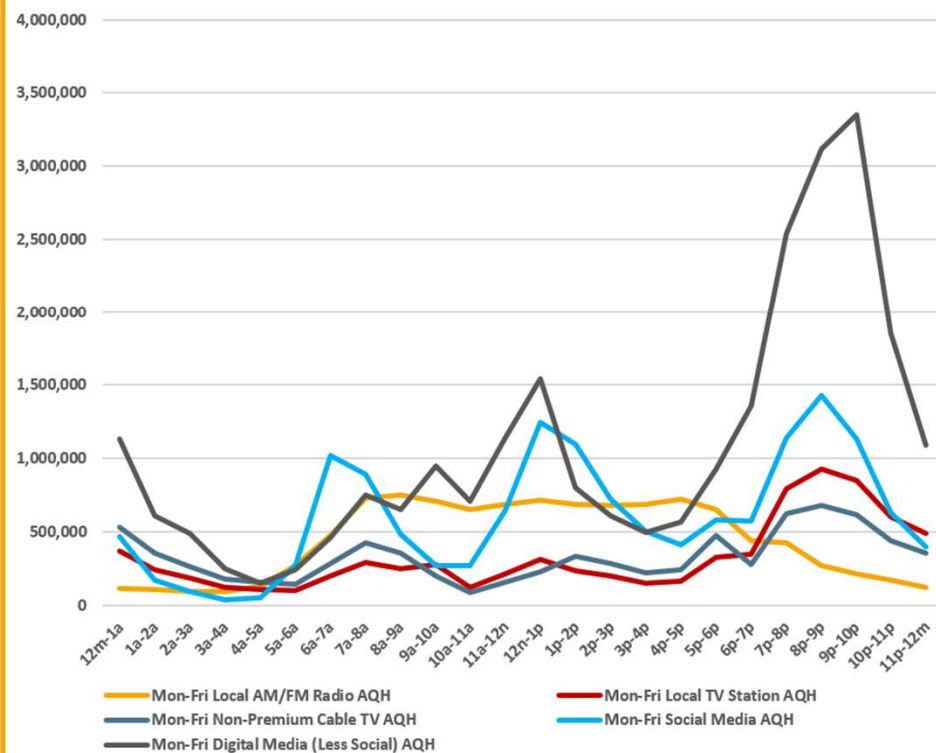
"Share of Ad-Supported Social Media"



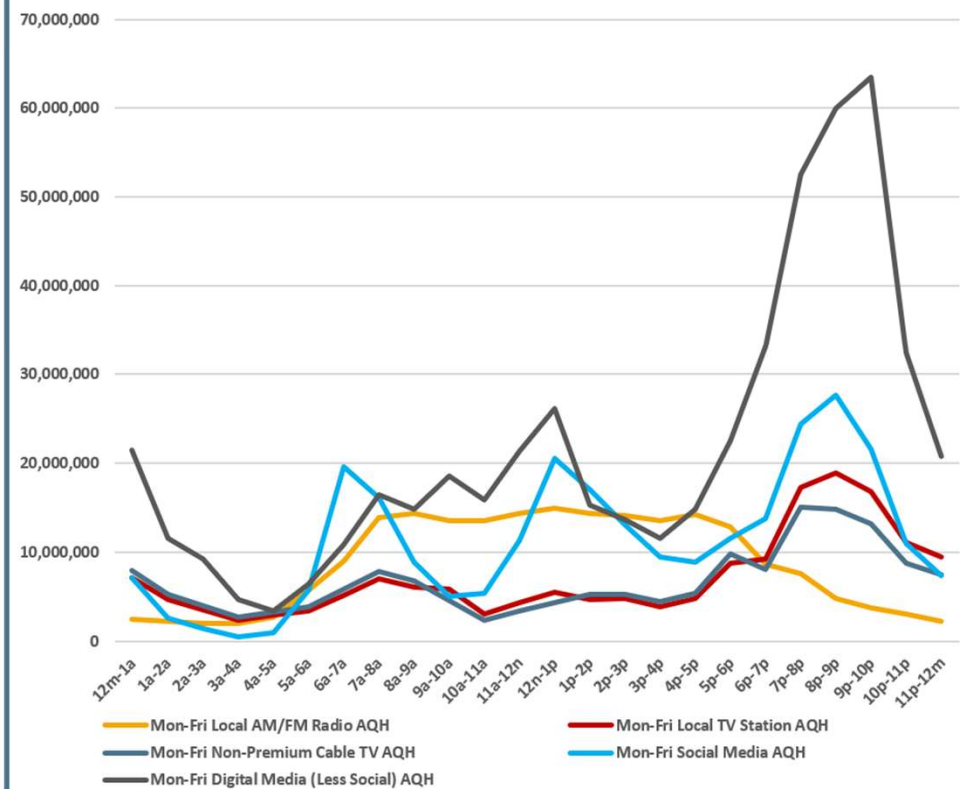


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 842,322;
Social Media: 670,355; Local Radio: 660,321; Non-Prem. Cable: 274,057; Local TV: 236,791
reaching Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125
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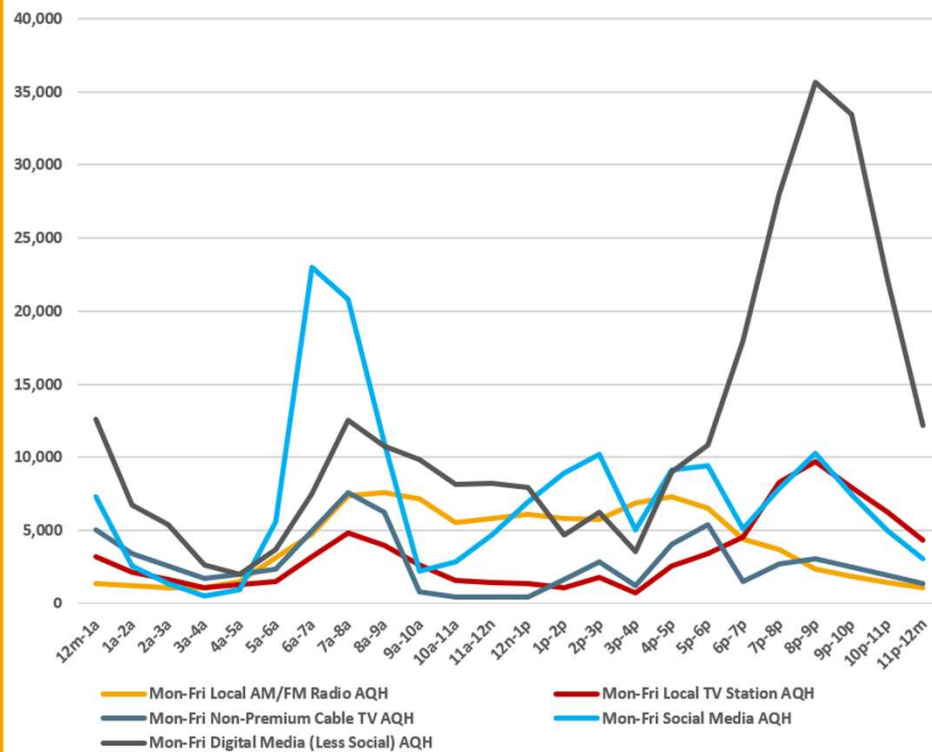
soefa.ai Share of Everything
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[[(Model year of new vehicle (HHLD): 2026: Any new vehicle OR Model year of new vehicle (HHLD): 2025: Any new vehicle OR Model year of new vehicle (HHLD): 2024: Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

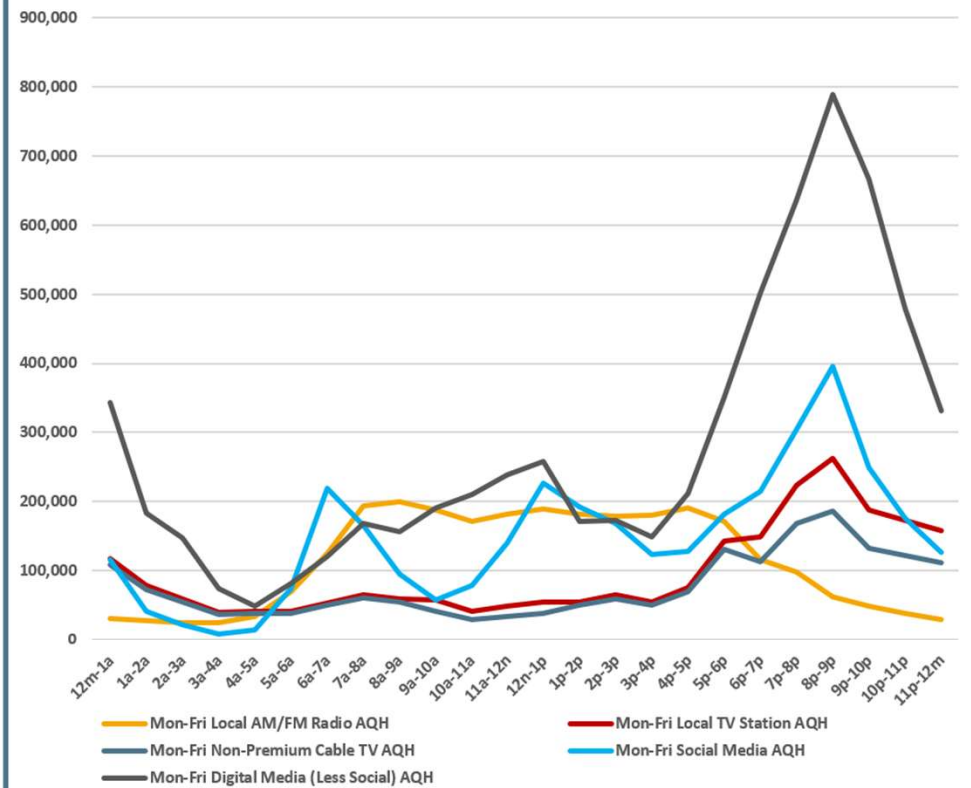


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 9,197; All Other Digital Media: 9,017; Local Radio: 6,252; Non-Prem. Cable: 2,900; Local TV: 2,562 reaching Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



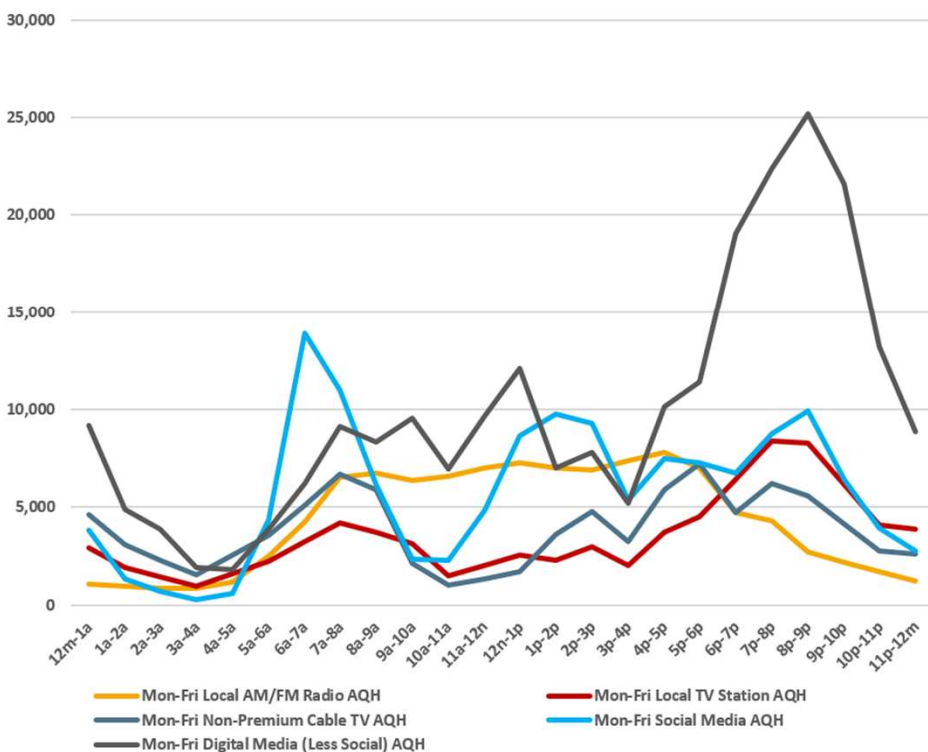
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 25 or older



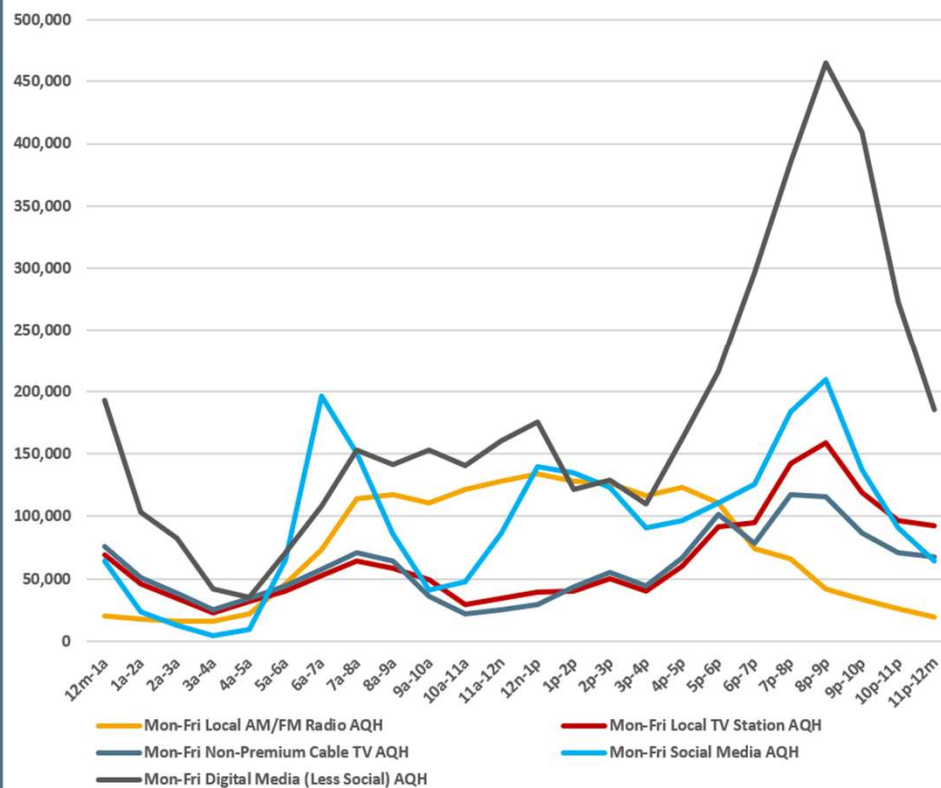


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,434;
Social Media: 7,318; Local Radio: 6,580; Non-Prem. Cable: 4,115; Local TV: 3,264 reaching
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



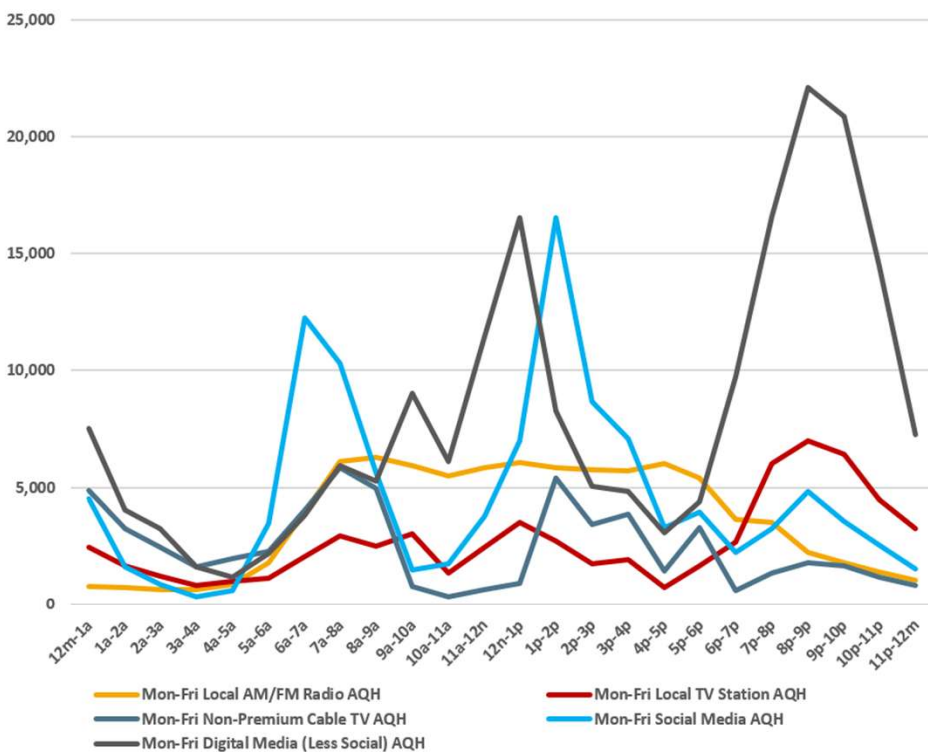
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 25 or older



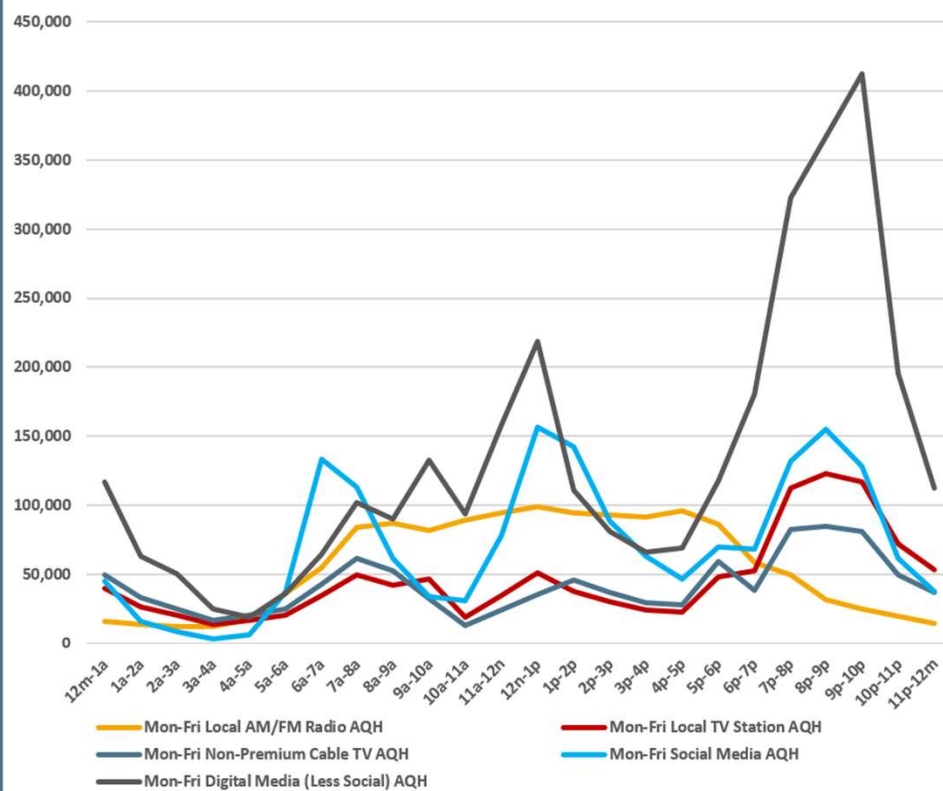


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,189;
Social Media: 6,452; Local Radio: 5,538; Non-Prem. Cable: 2,729; Local TV: 2,244 reaching
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



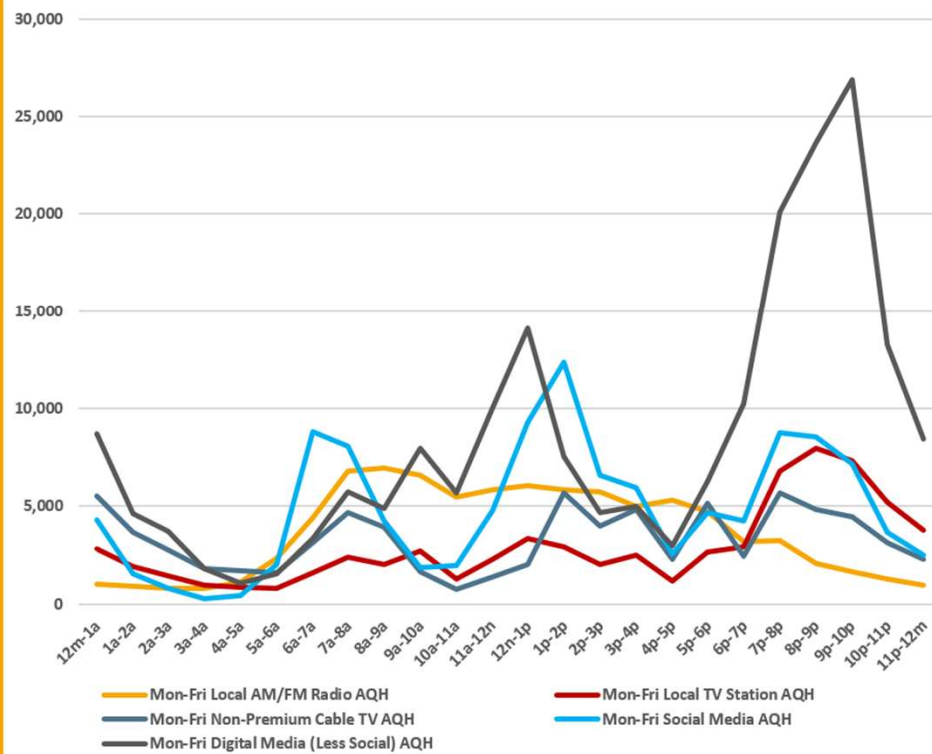
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 25 or older



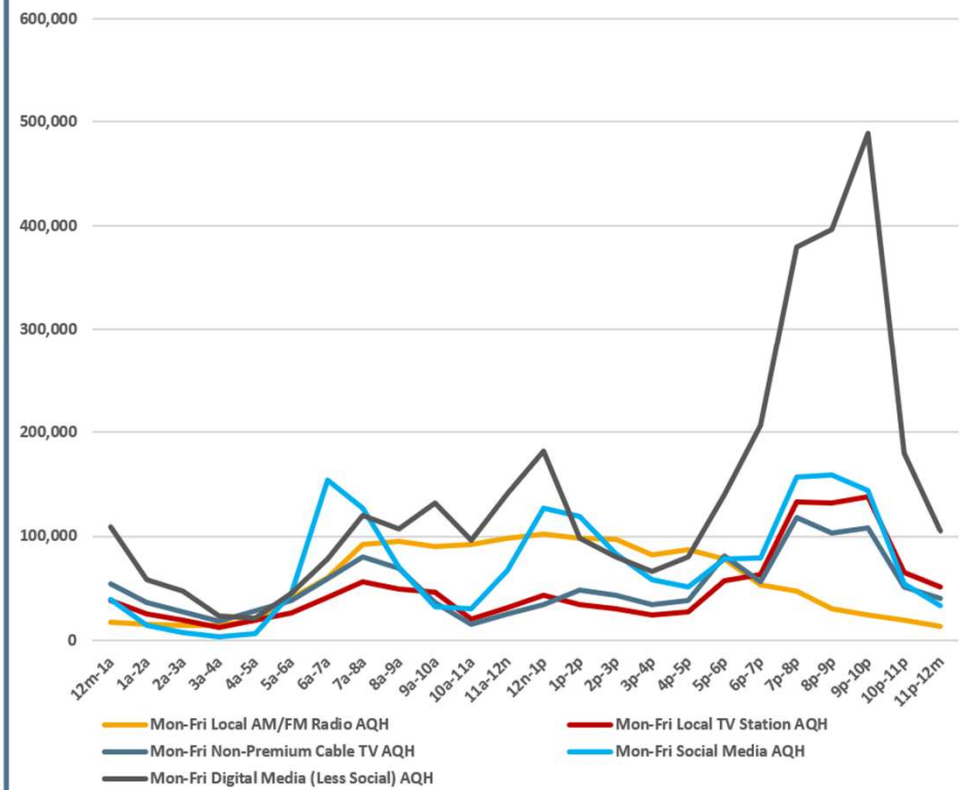


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,813;
Social Media: 5,811; Local Radio: 5,540; Non-Prem. Cable: 3,231; Local TV: 2,308 reaching
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 or older who Purchased a NEW VEHICLE at a 7%+
Interest Rate past 3yrs



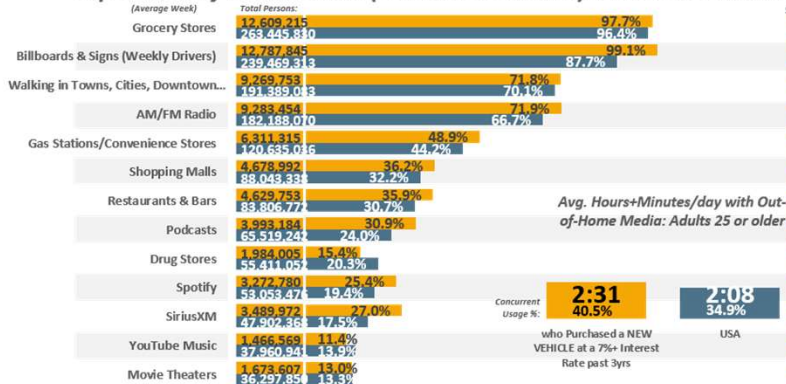
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 25 or older



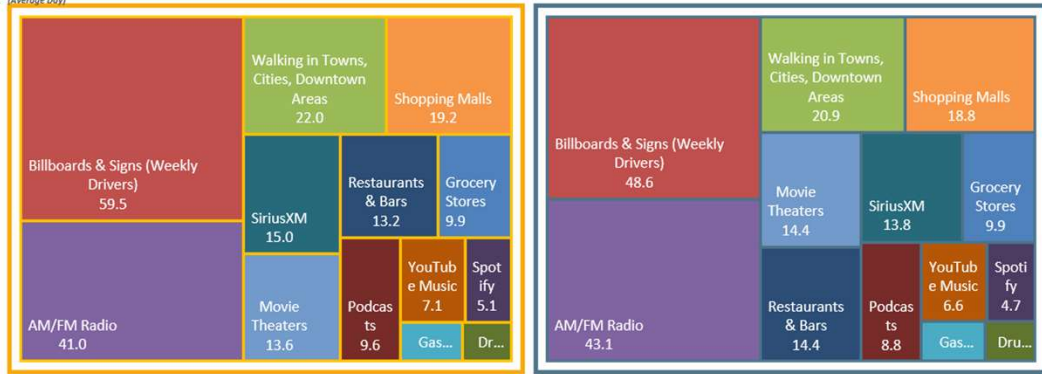


12,787,845 or 99.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 37.7 m

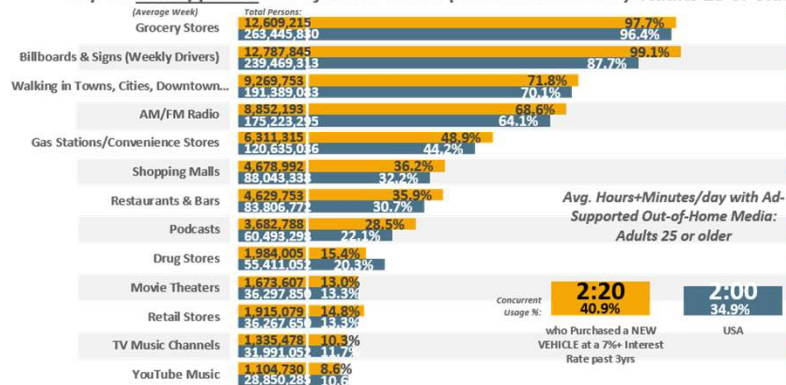
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



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 R1 2026: Jan25-Mar26 Qual Intab 1,125
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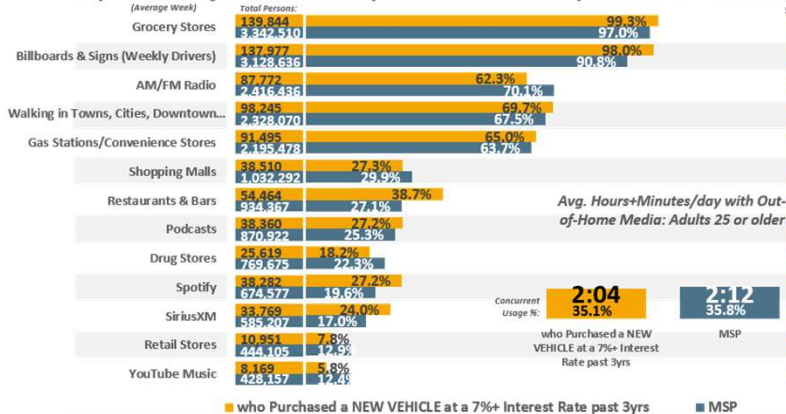
soefa.ai Share of Everything for Anything

[[([Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

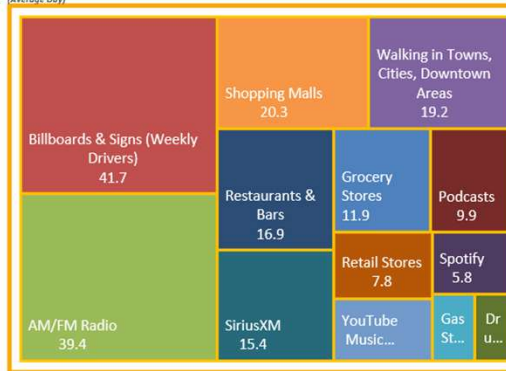


137,977 or 98.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 41.7 minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minute

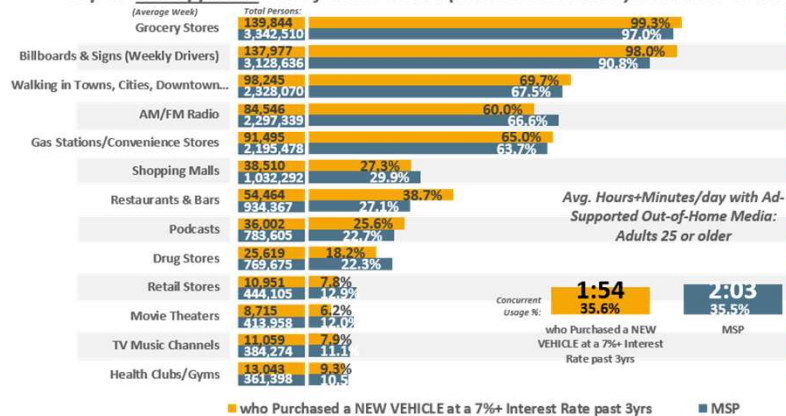
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



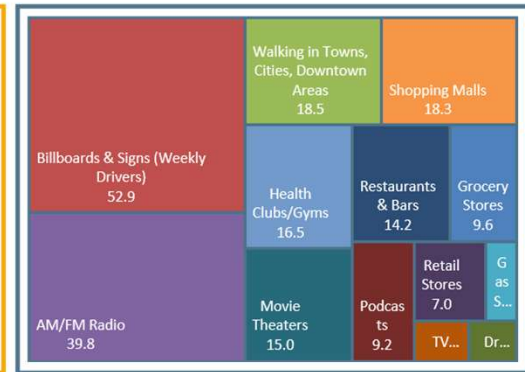
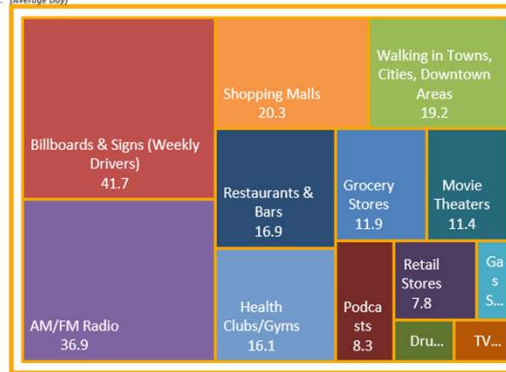
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



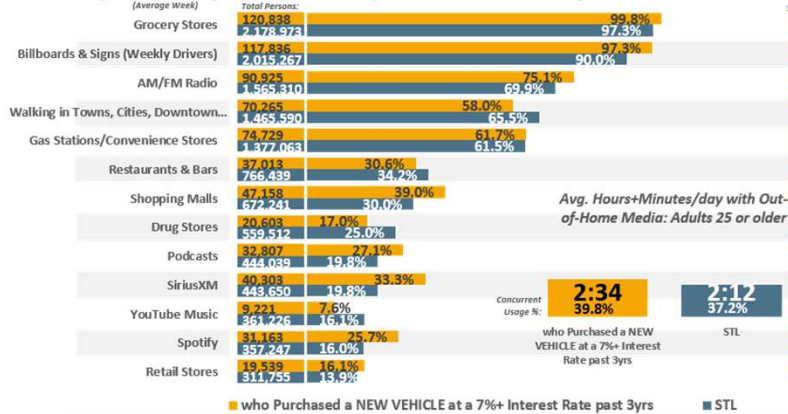
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



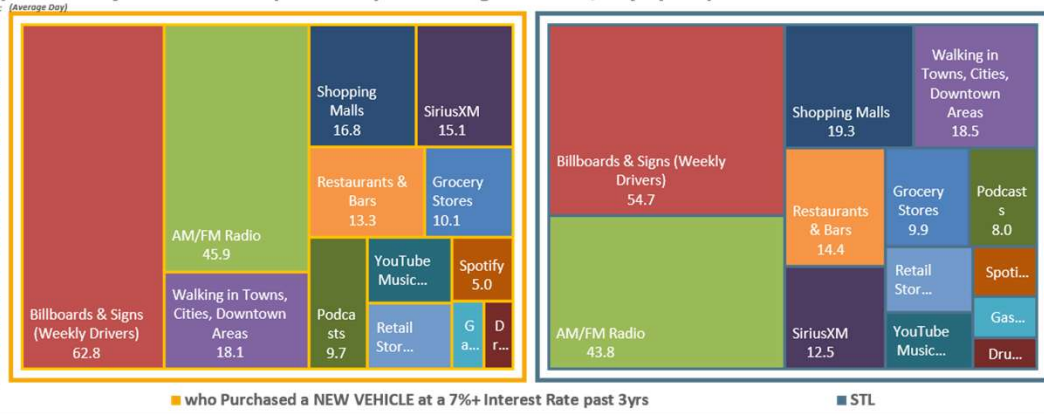


117,836 or 97.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 62.8 minutes per day driving, seeing Billboards and Signs. 72.7% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minu

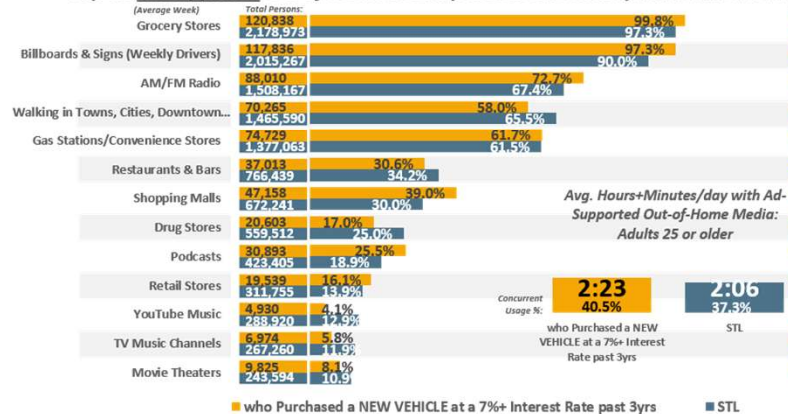
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



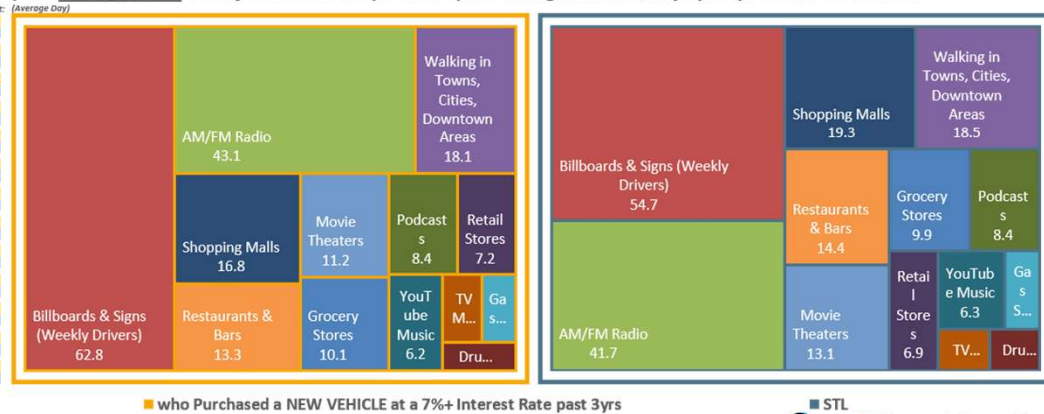
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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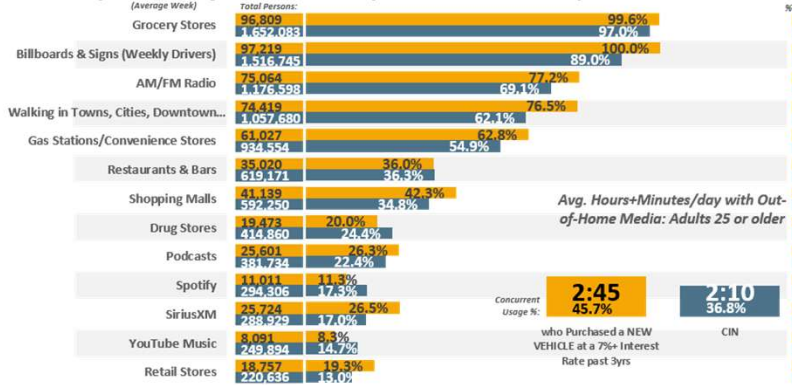
soefa.ai Share of Everything for Anything

[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]

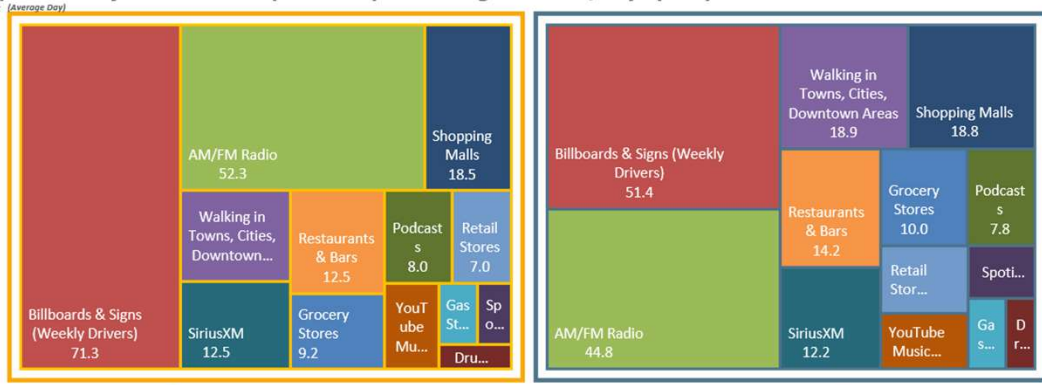


97,219 or 100.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 71.3 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 50. minute

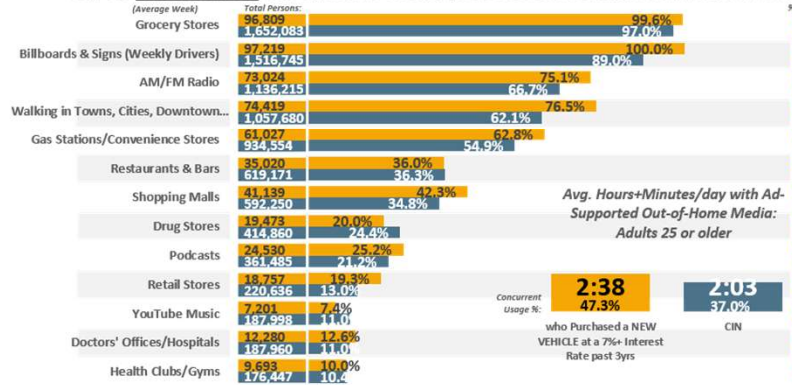
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



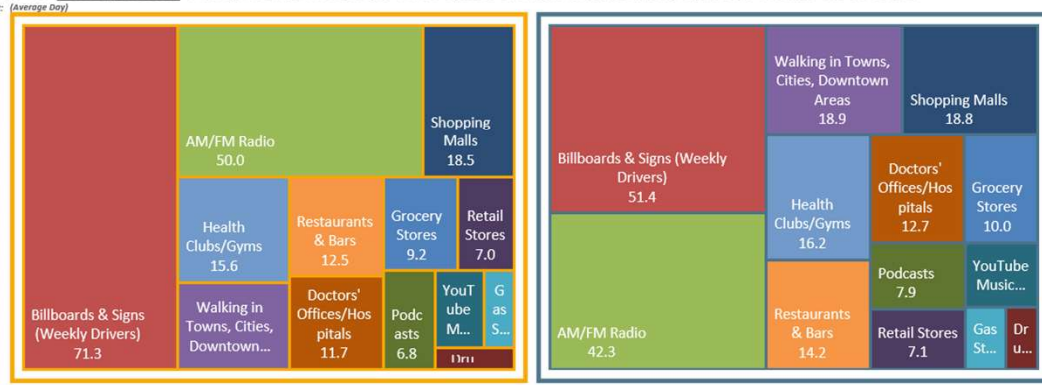
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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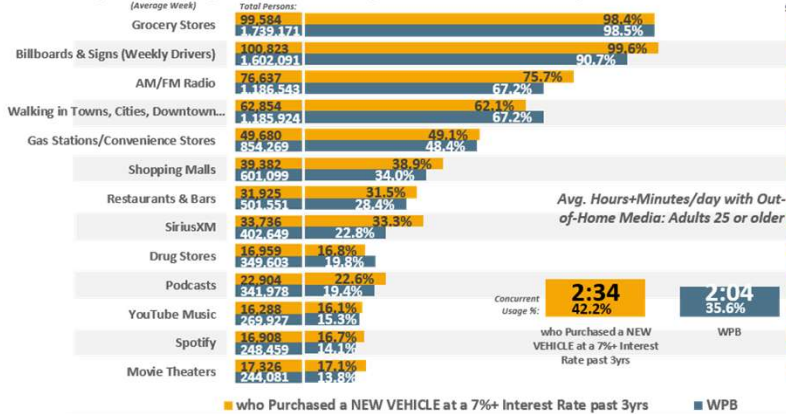
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[(Model year of new vehicle (HHL): 2026:Any new vehicle OR Model year of new vehicle (HHL): 2025:Any new vehicle OR Model year of new vehicle (HHL): 2024:Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]

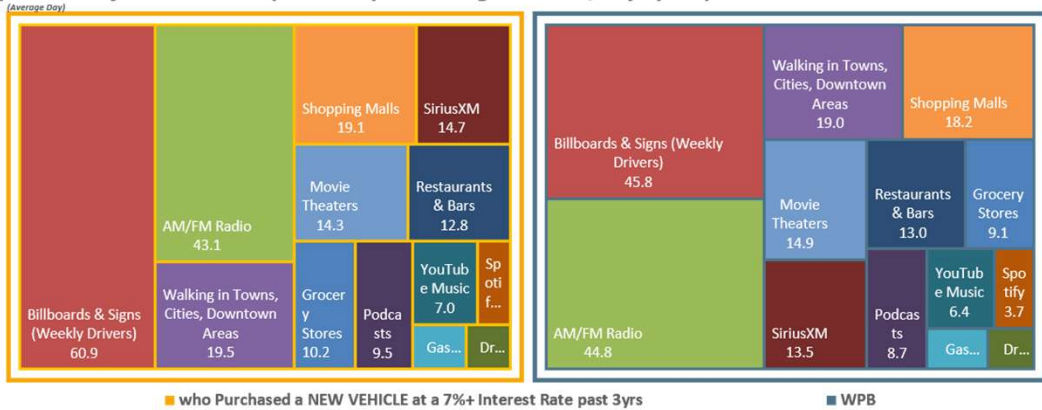


100,823 or 99.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 60.9 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 41.1 minu

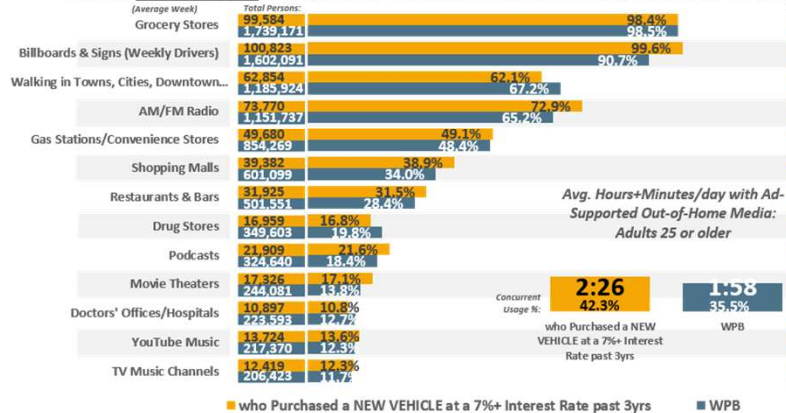
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



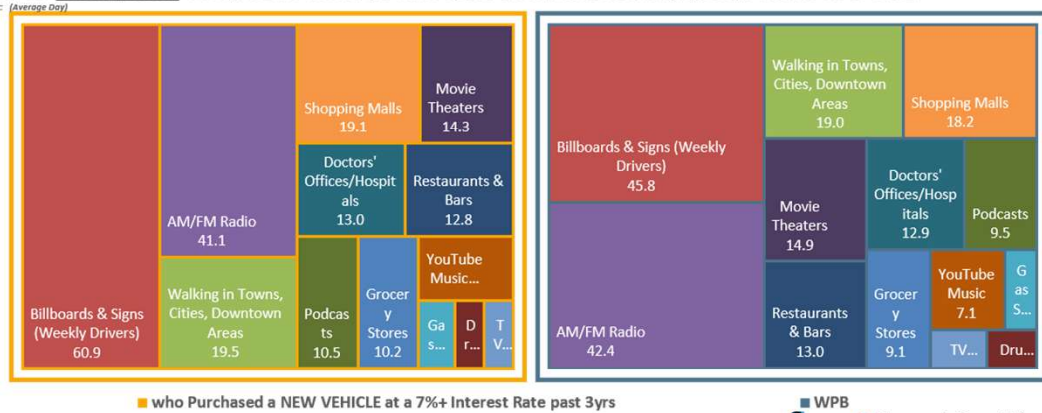
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



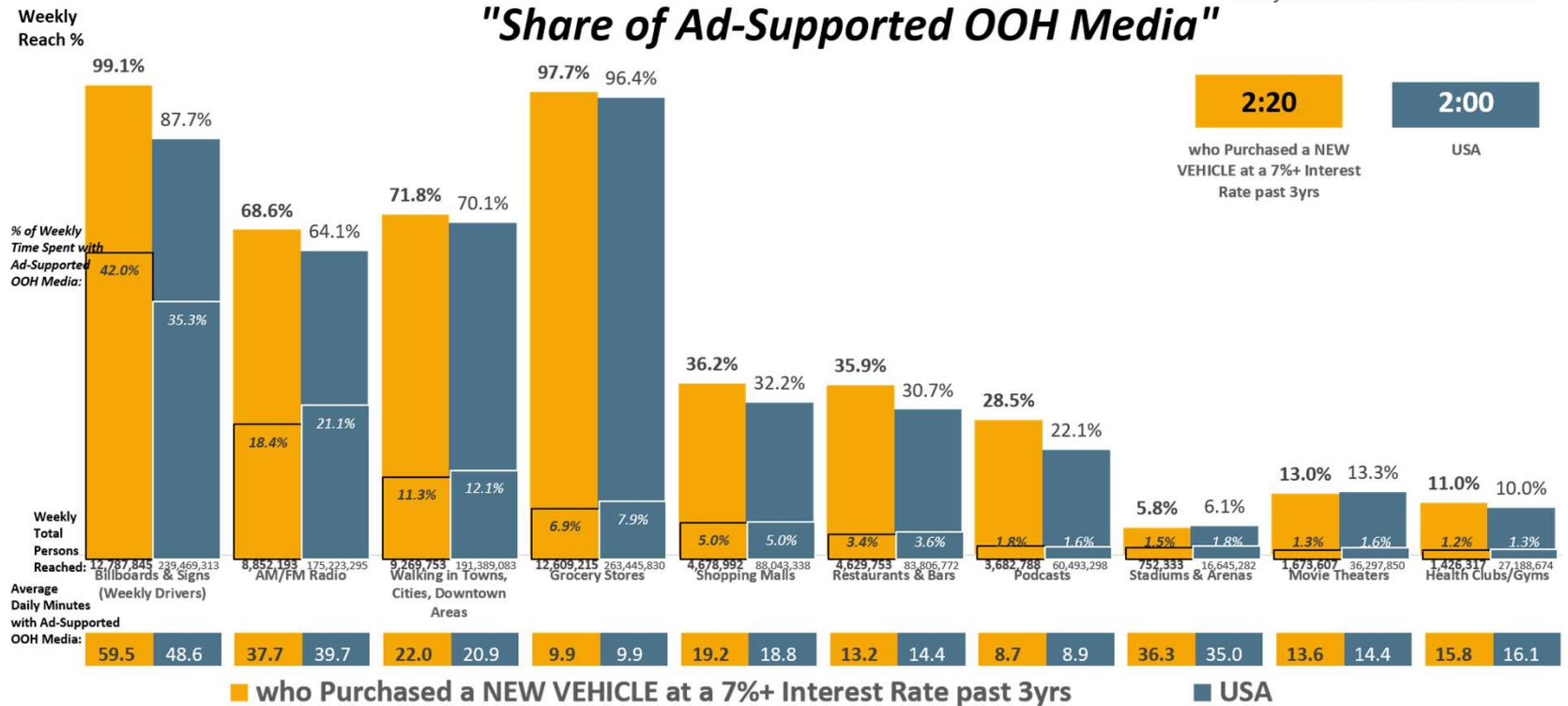
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





12,787,845 or 99.1% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 59.5 minutes per day driving, seeing Billboards and Signs representing 42.0% 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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,125 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 22,187

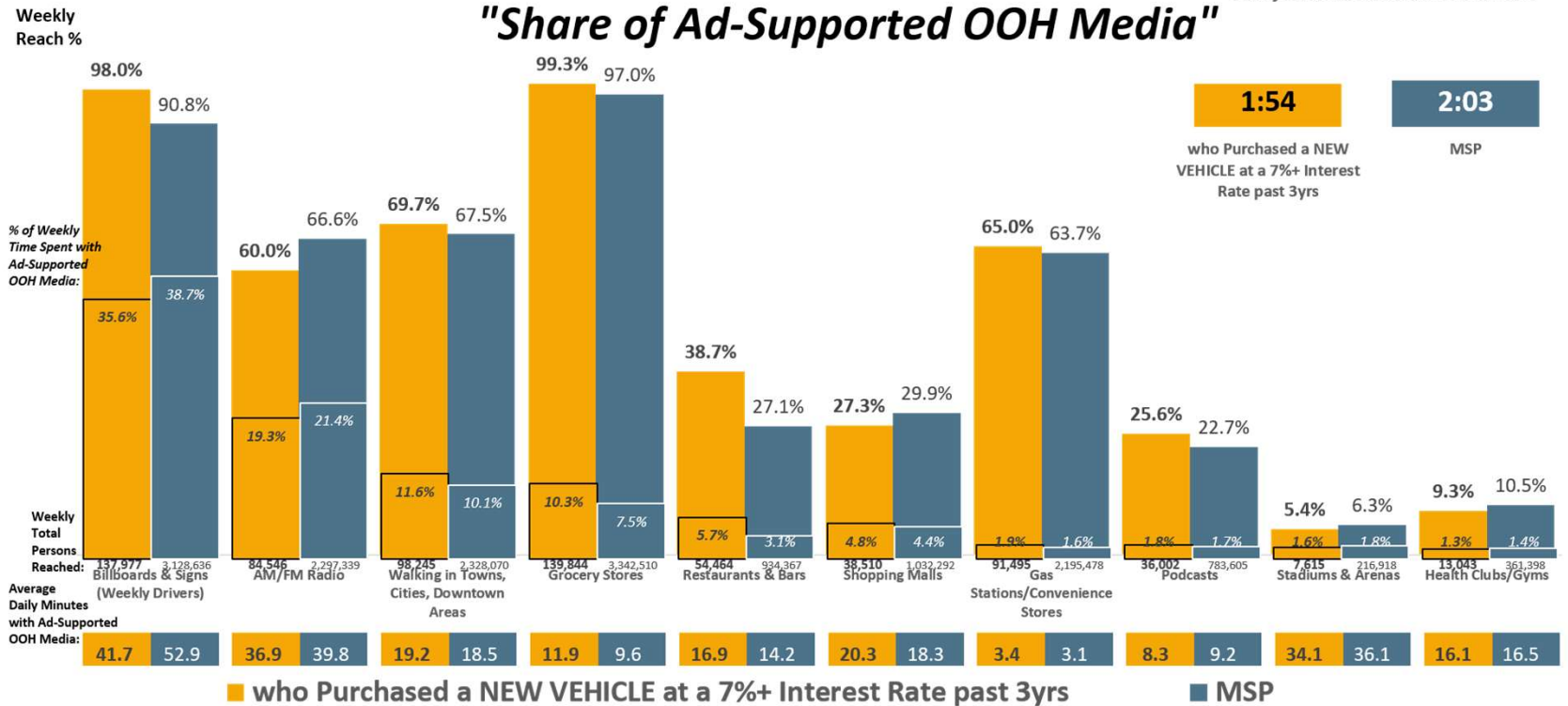
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



137,977 or 98.0% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 41.7 minutes per day driving, seeing Billboards and Signs representing 35.6% 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

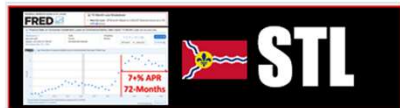


MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 82
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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,733

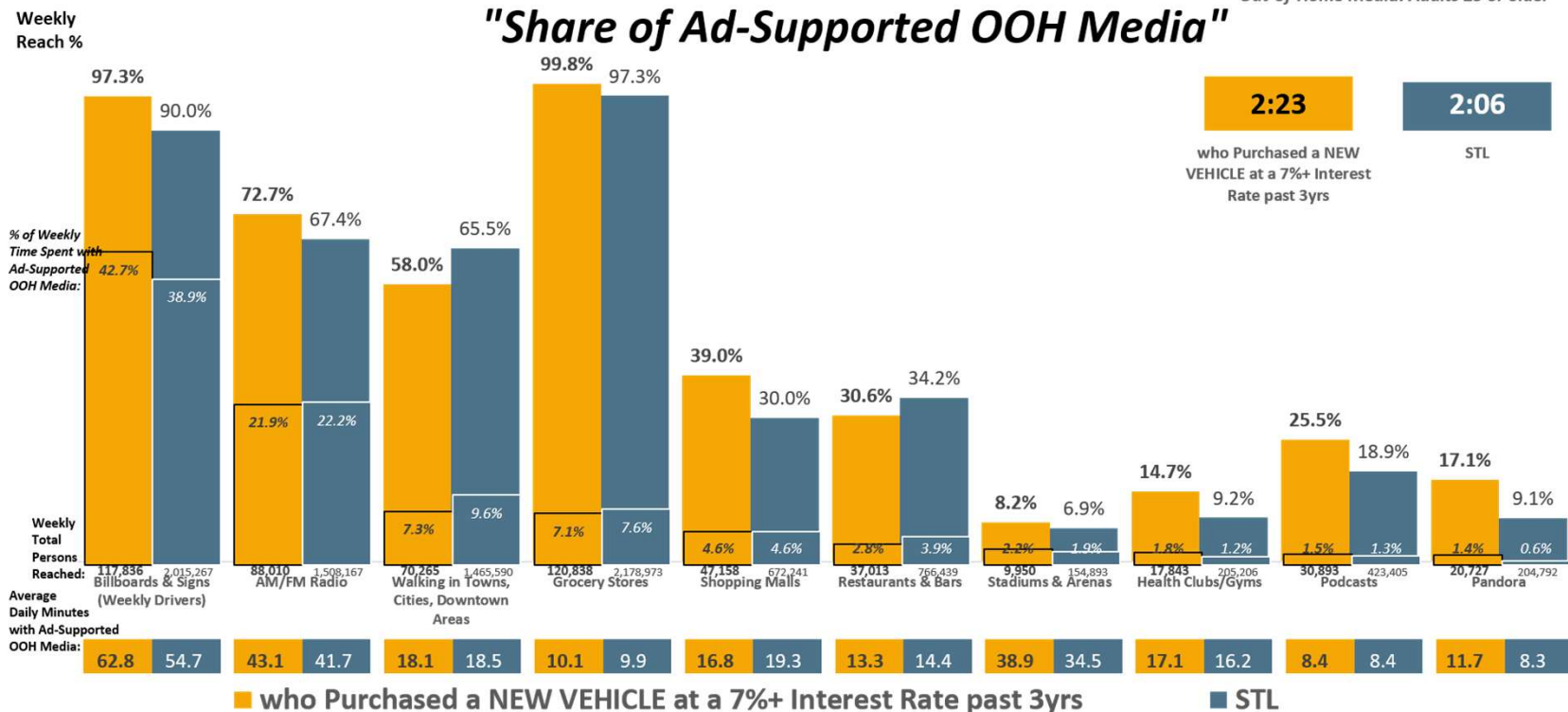
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



117,836 or 97.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 62.8 minutes per day driving, seeing Billboards and Signs representing 42.7% 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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,757

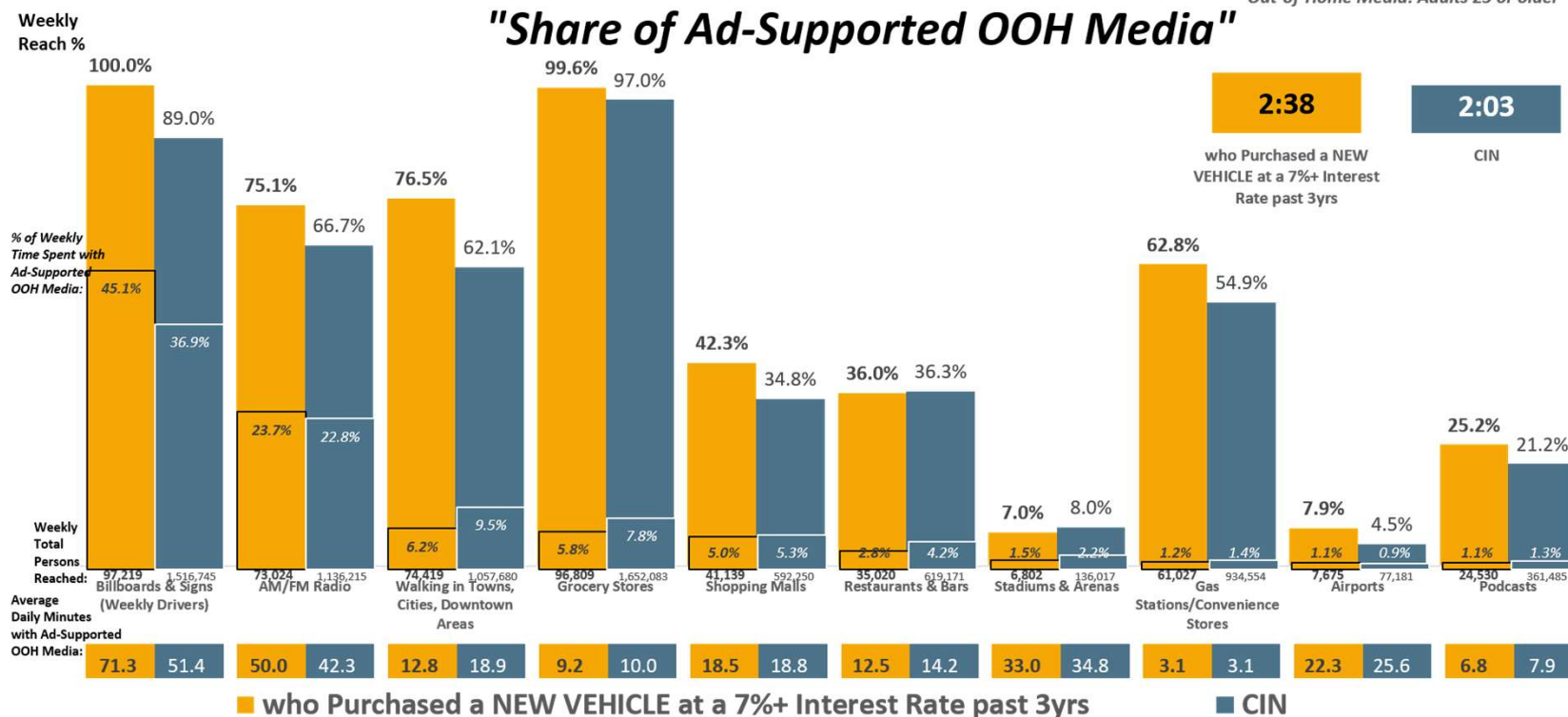
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



97,219 or 100.0% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 71.3 minutes per day driving, seeing Billboards and Signs representing 45.1% 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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,738

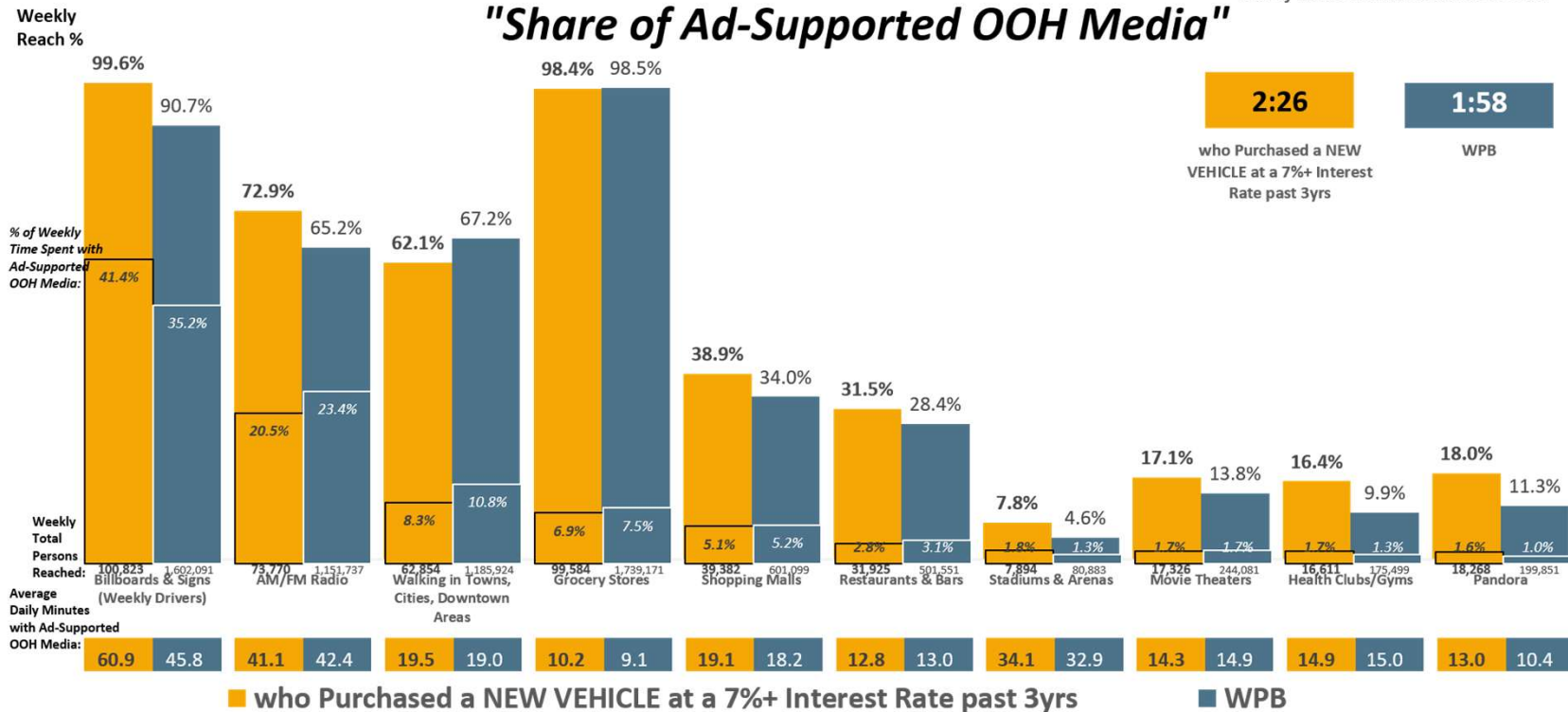
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



100,823 or 99.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 60.9 minutes per day driving, seeing Billboards and Signs representing 41.4% 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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 142
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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,387

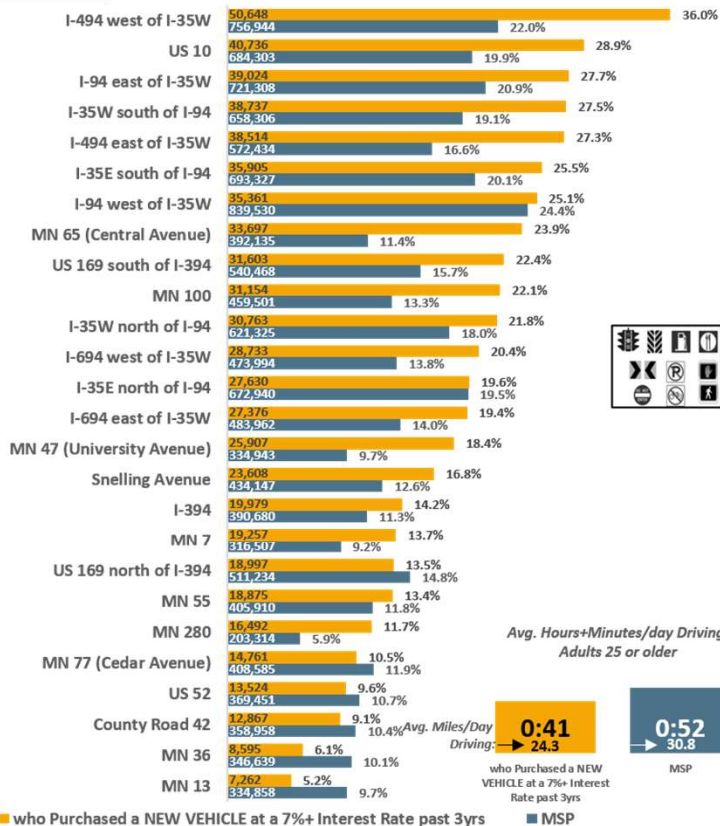
soefa.ai Share of Everything for Anything

(((Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan))



137,977 or 98.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 41.7 minutes per day driving an average of 24.3 miles each day and are 110.3% more likely to use MN 65 (Central Avenue) than the Metro a

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

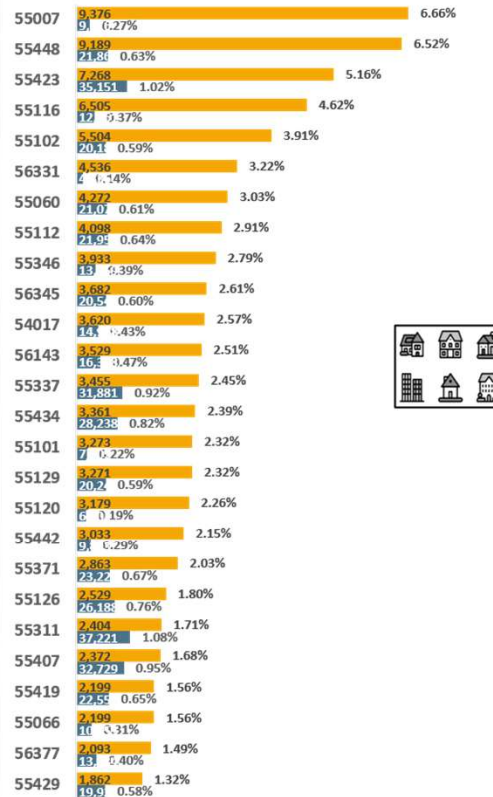


Avg. Hours+Minutes/day Driving:
Adults 25 or older

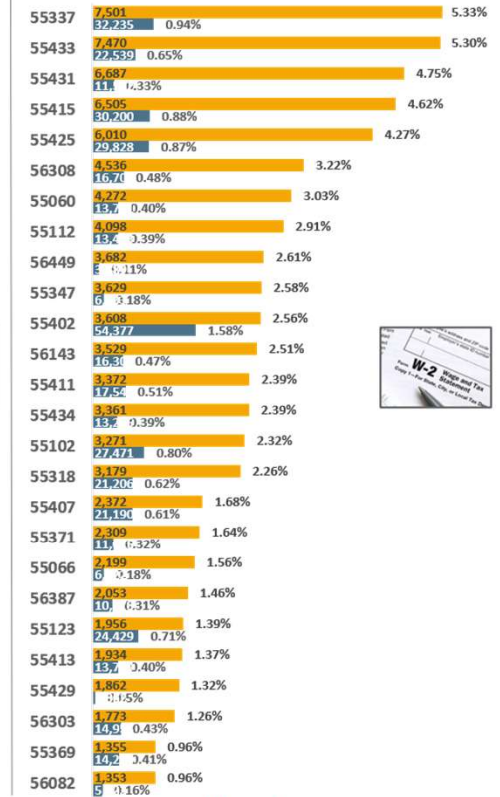
0:41
24.3
who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs

0:52
30.8
MSP

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older

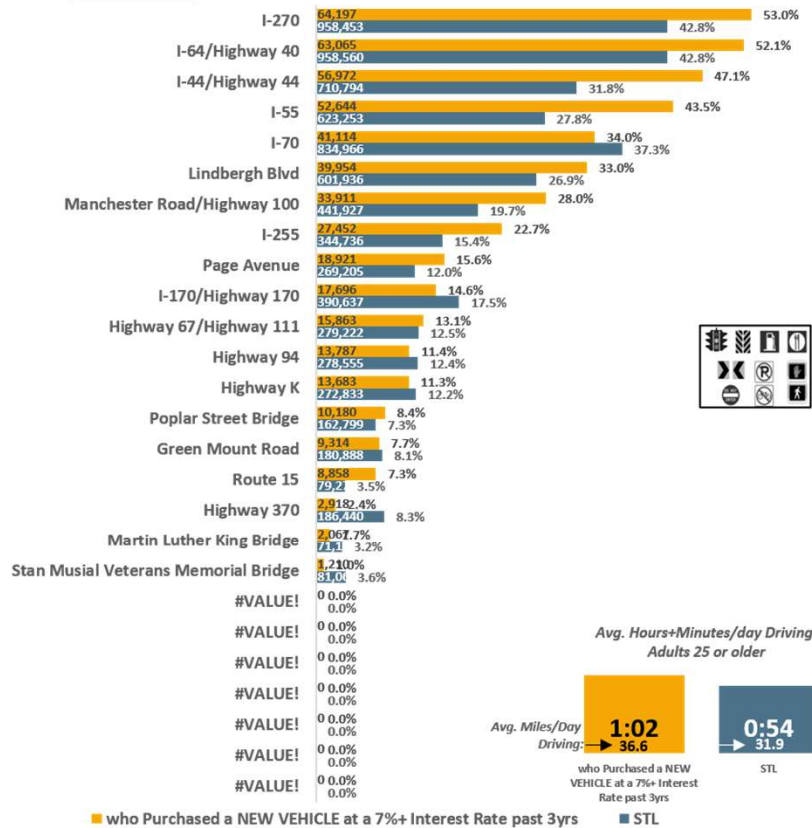


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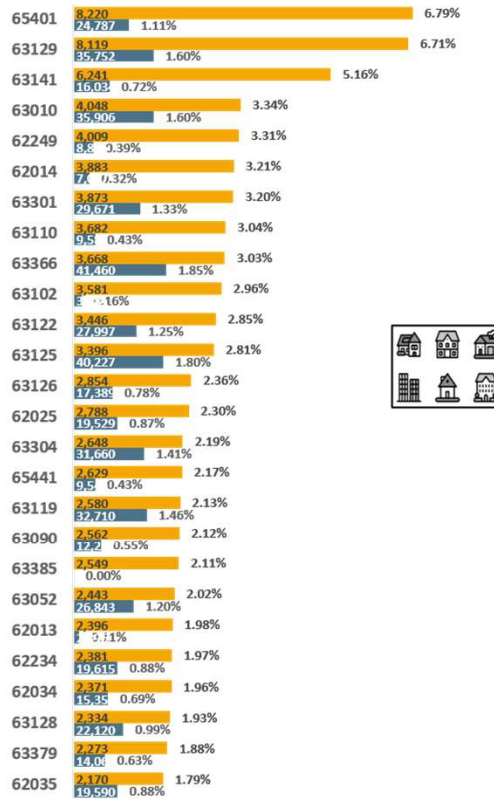


117,836 or 97.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 62.8 minutes per day driving an average of 36.6 miles each day and are 106.6% more likely to use Route 15 than the Metro average.

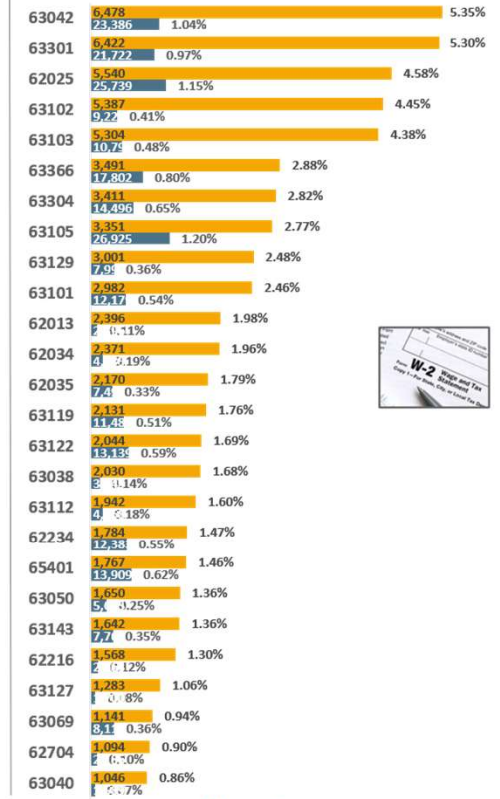
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



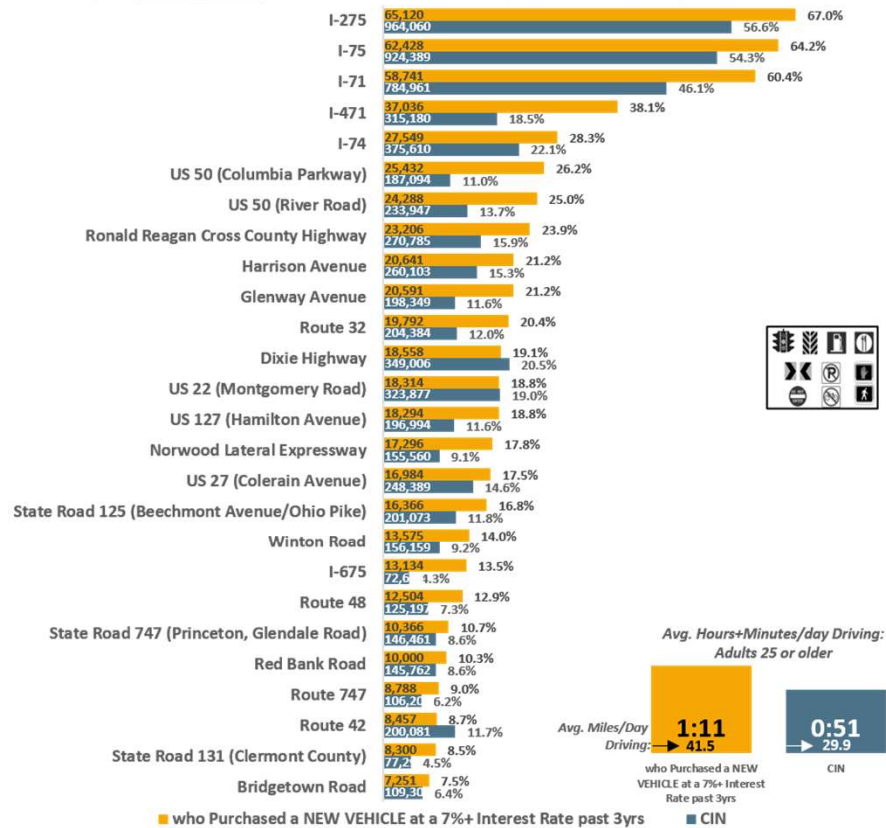
Top-26 Employment Zip Codes: Adults 25 or older





97,219 or 100.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 71.3 minutes per day driving an average of 41.5 miles each day and are 217.% more likely to use I-675 than the Metro average.

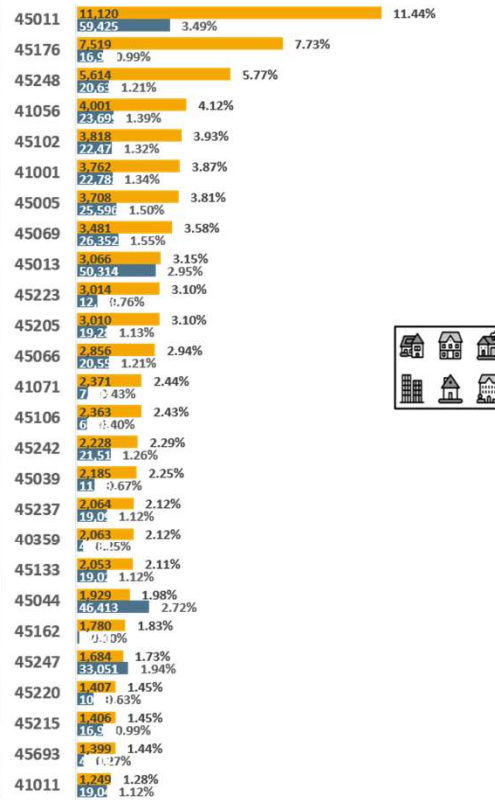
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



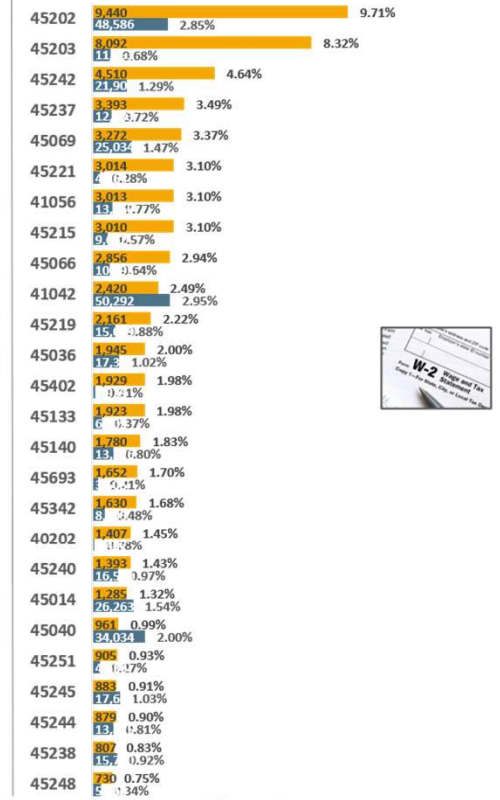
Avg. Hours+Minutes/day Driving:
Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older

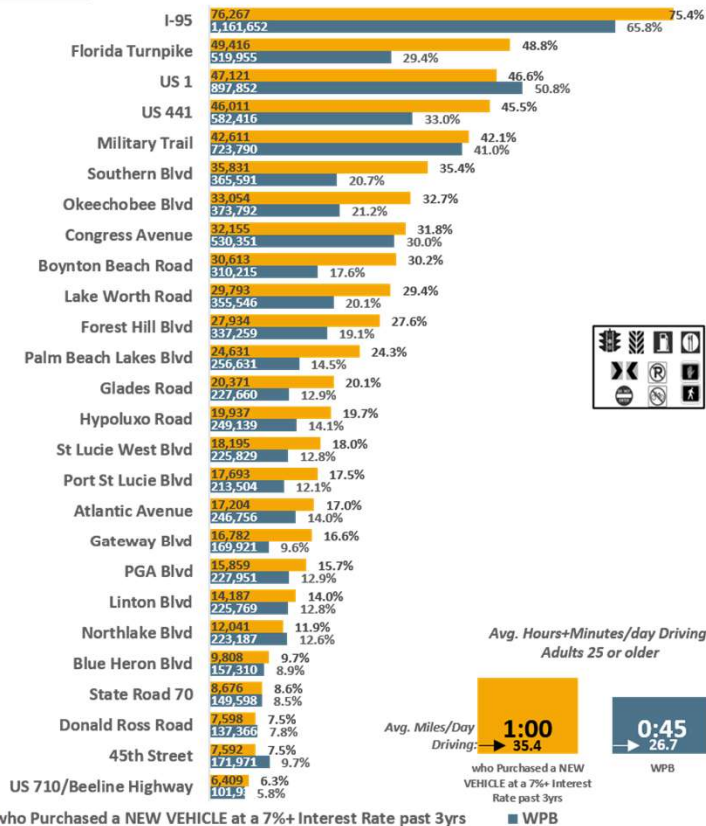


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100,823 or 99.6% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs spend an average of 60.9 minutes per day driving an average of 35.4 miles each day and are 72.3% more likely to use Gateway Blvd than the Metro average.

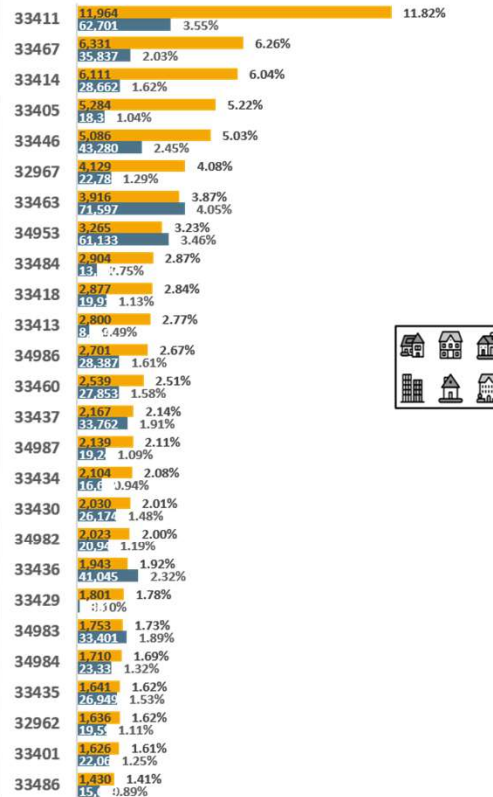
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



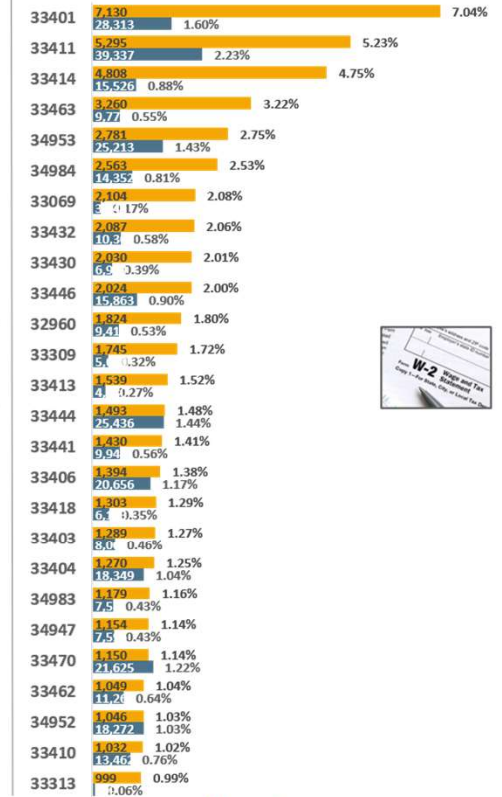
Avg. Hours+Minutes/day Driving:
Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older

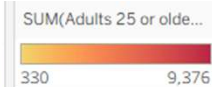
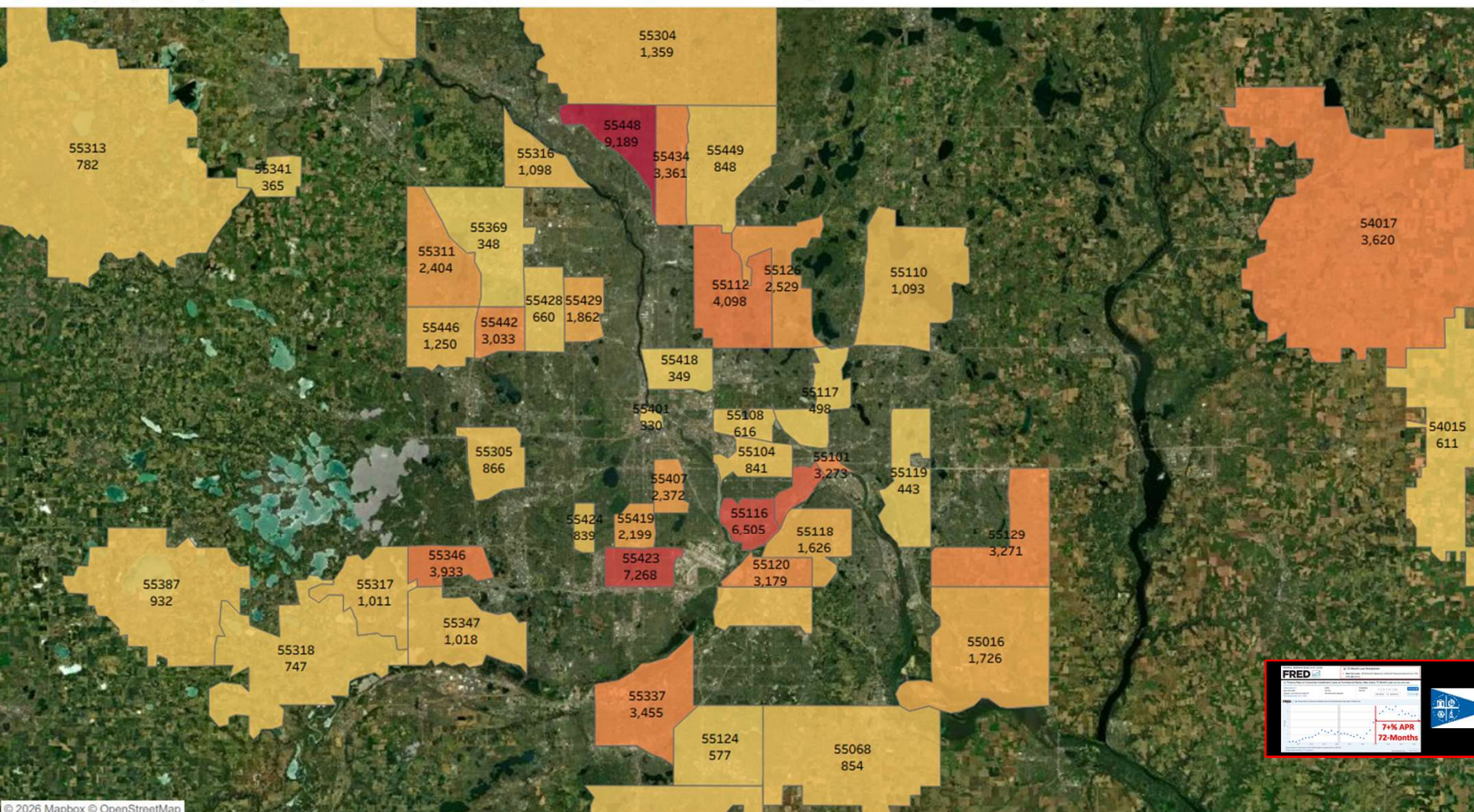


Top-26 Employment Zip Codes: Adults 25 or older

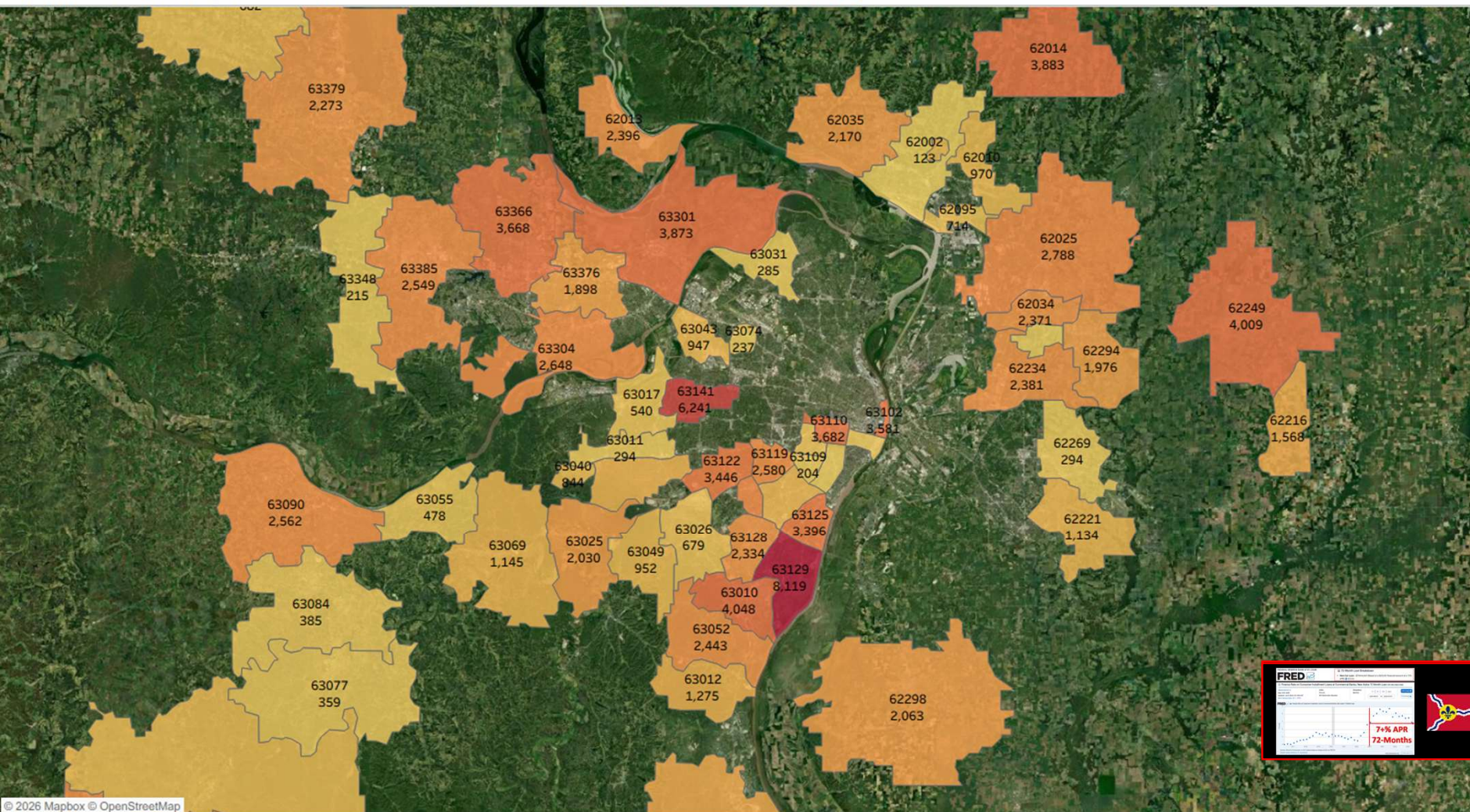


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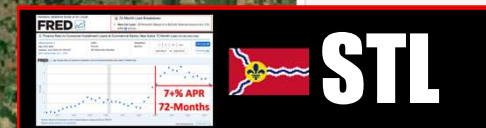
Top Residential Zip Codes: (Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs)



Top Residential Zip Codes: (Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs)



SUM(Adults 25 or olde...
123 8,220



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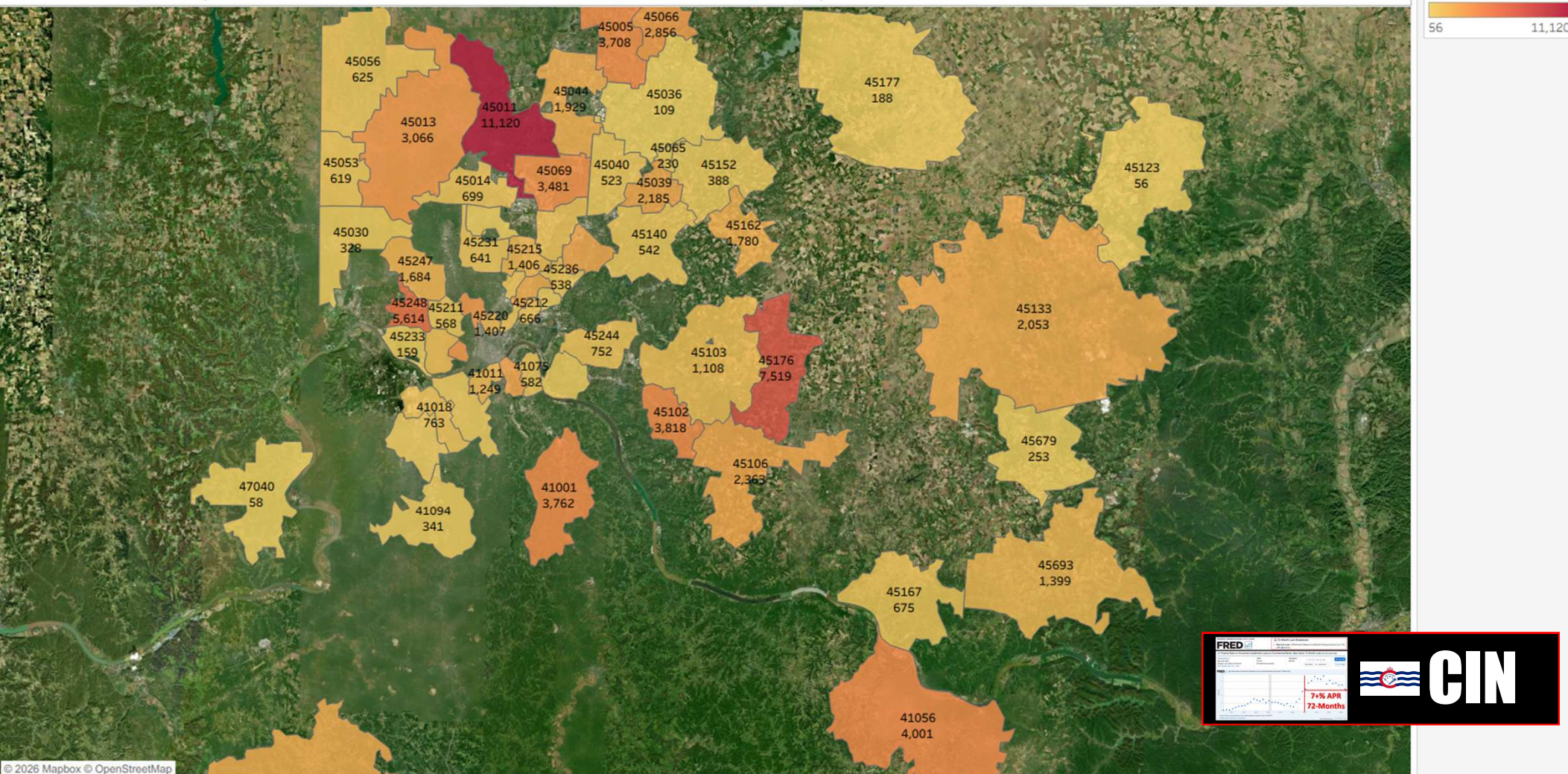
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100

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[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]

Top Residential Zip Codes: (Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs)



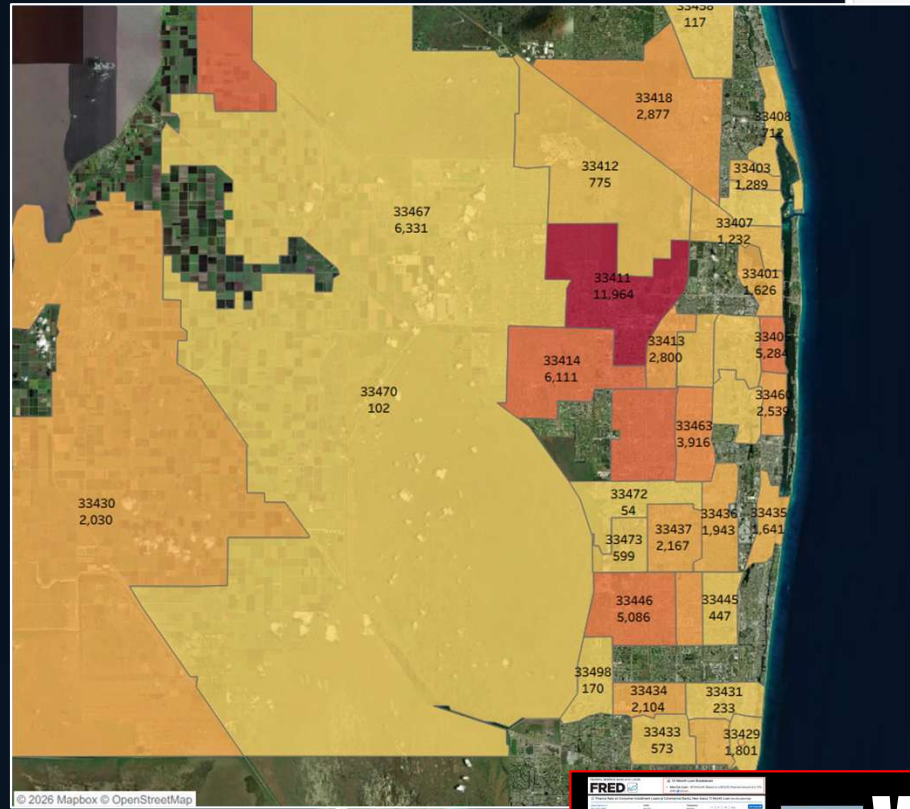
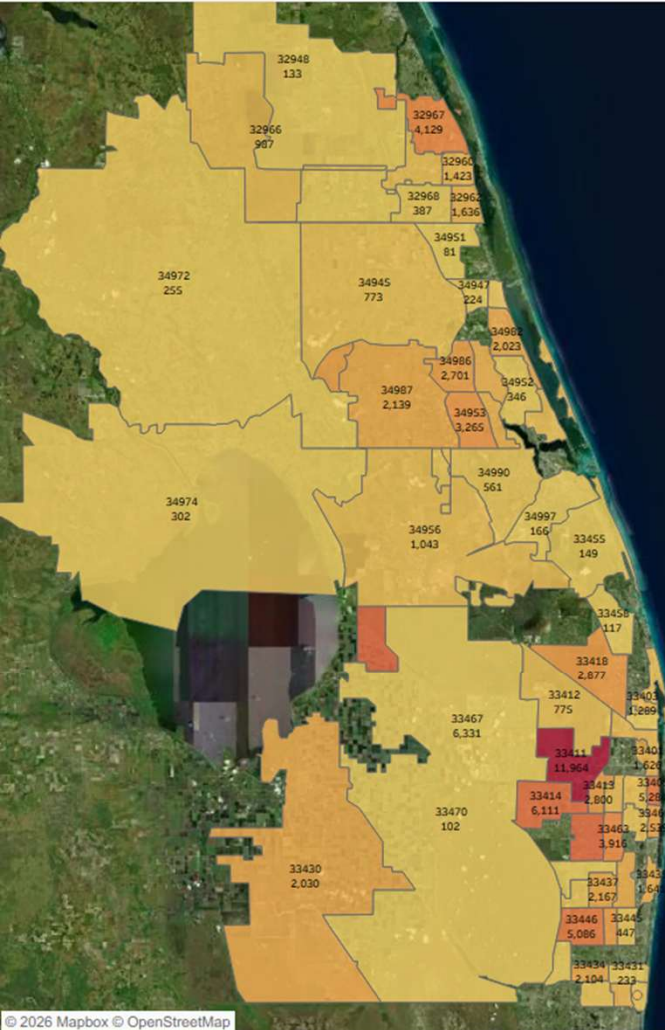
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93

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[[(Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle) AND Financial services HHLD has/use (HHLD): Auto loan]]

Top Residential Zip Codes: (Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs)



**WPB**

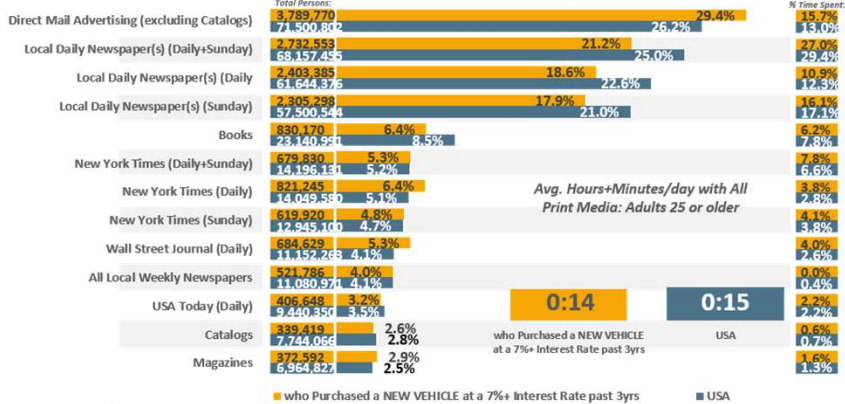


7.4% APR
72-Months

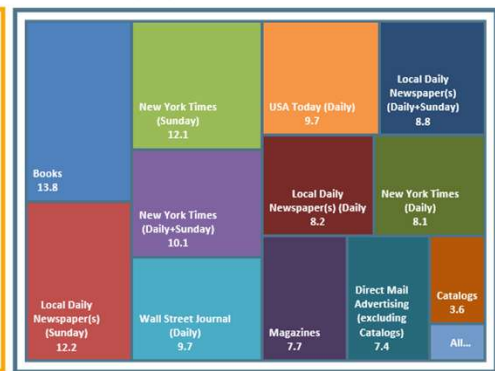
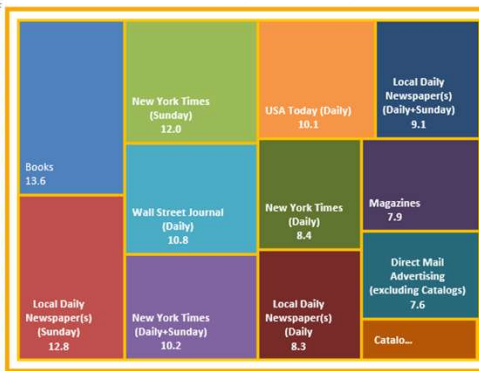


2,732,553 or 21.2% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.8% of all time spent daily with All forms of Print

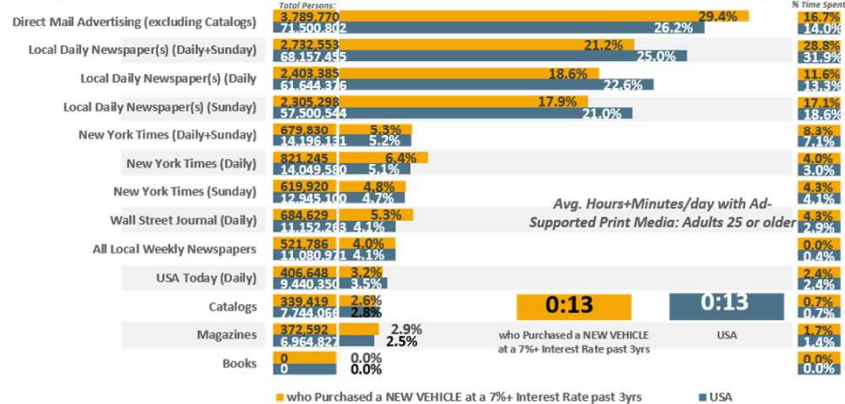
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



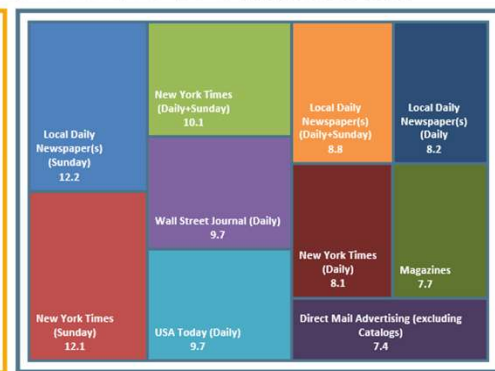
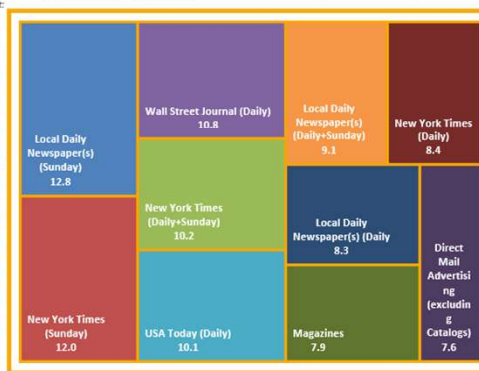
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



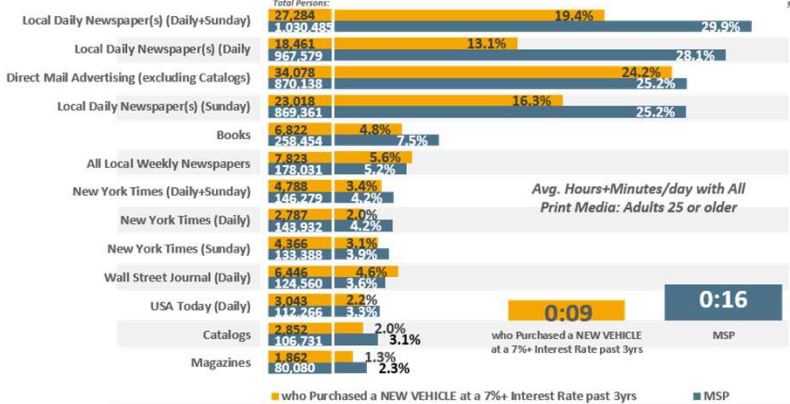
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



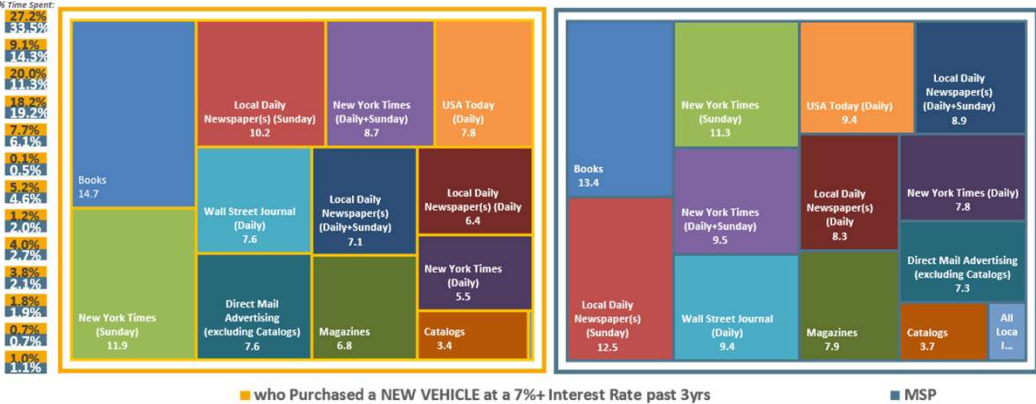


27,284 or 19.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 29.5% of all time spent daily with All forms of Print Med

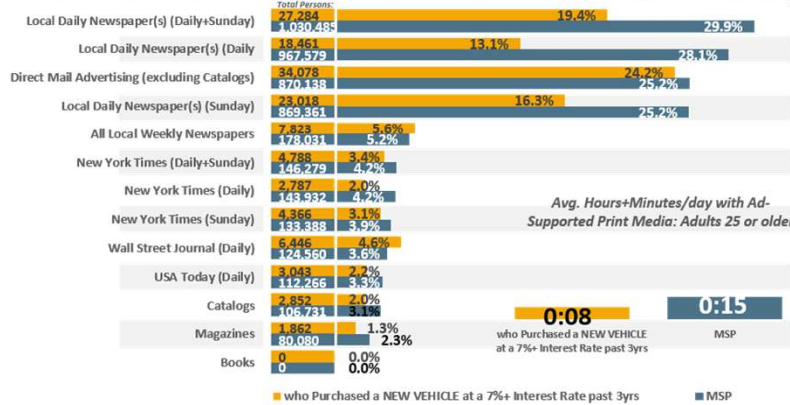
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



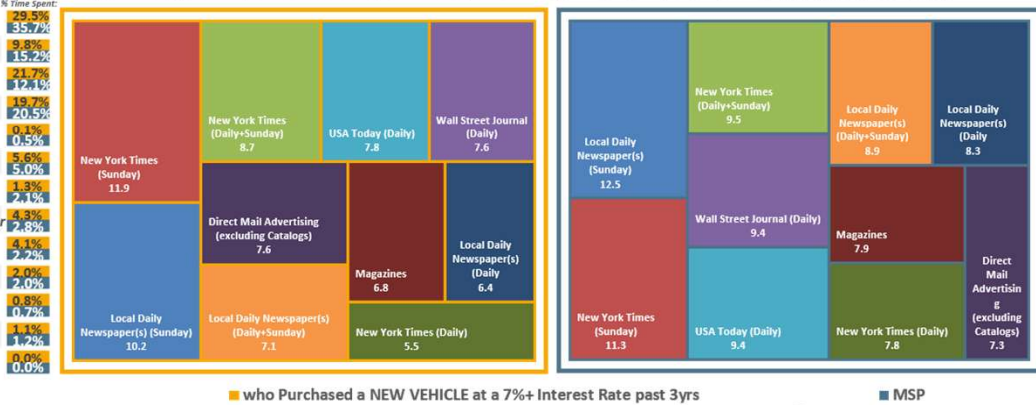
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



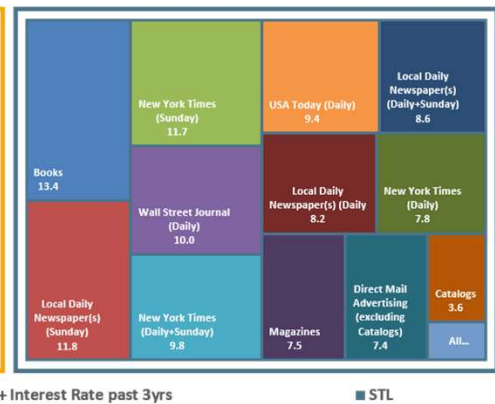
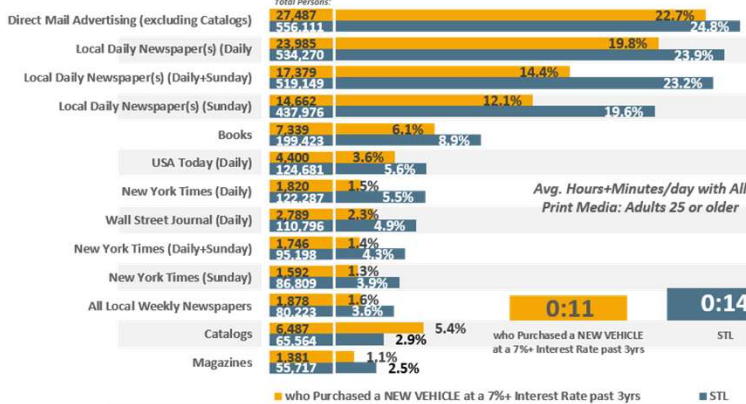
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



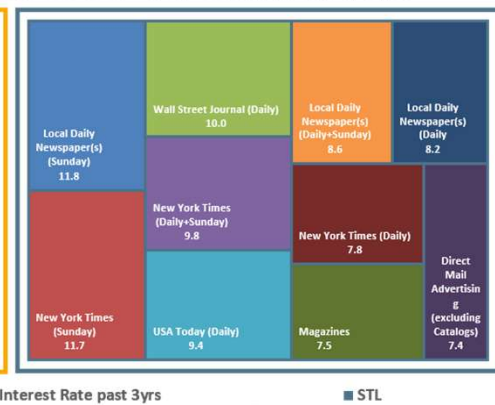
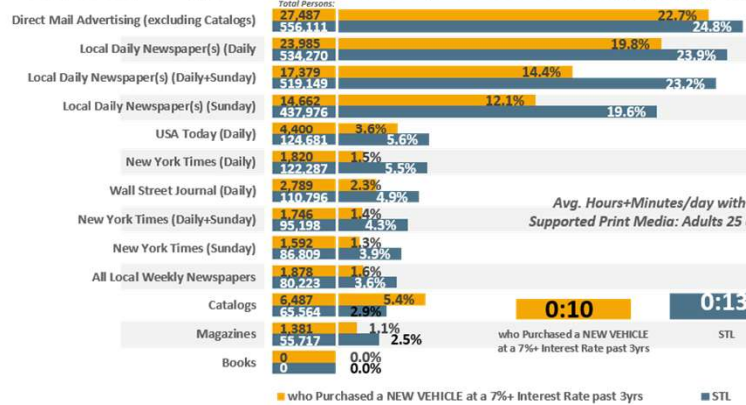


17,379 or 14.4% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 34.5% of all time spent daily with All forms of Print Me

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**



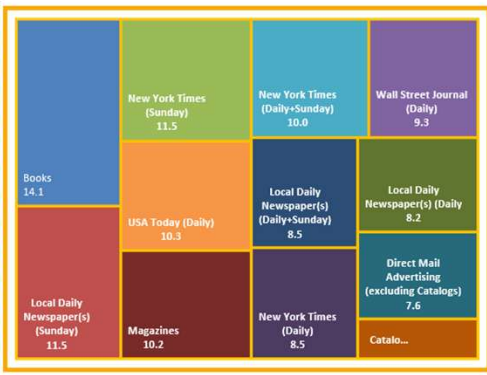
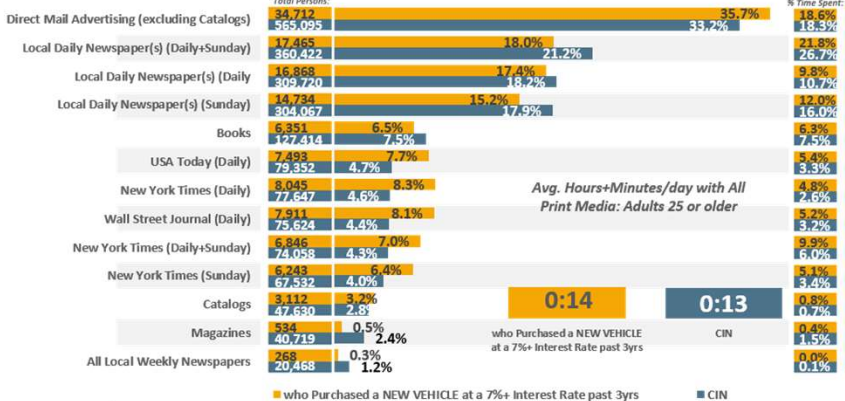
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**



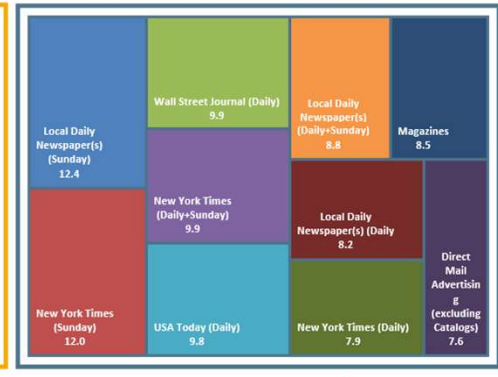
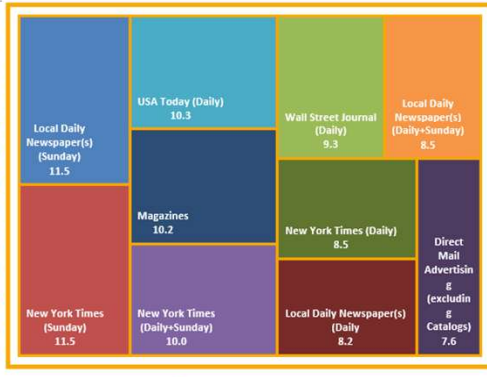
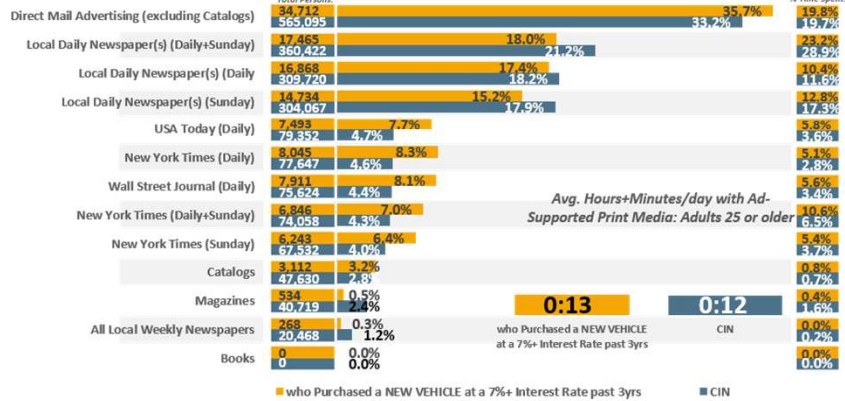


17,465 or 18.% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 23.2% of all time spent daily with All forms of Print Medi

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**

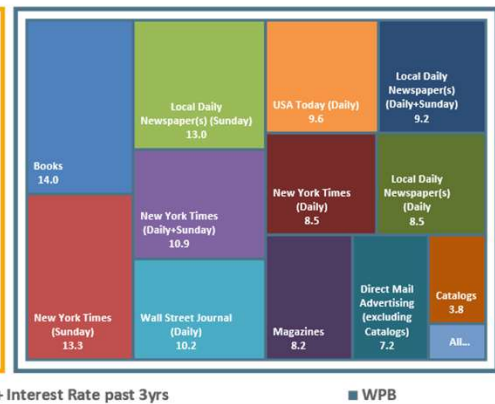
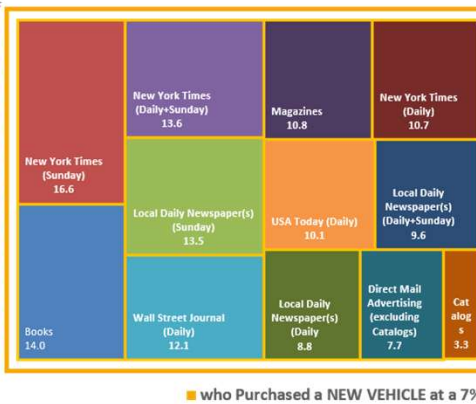
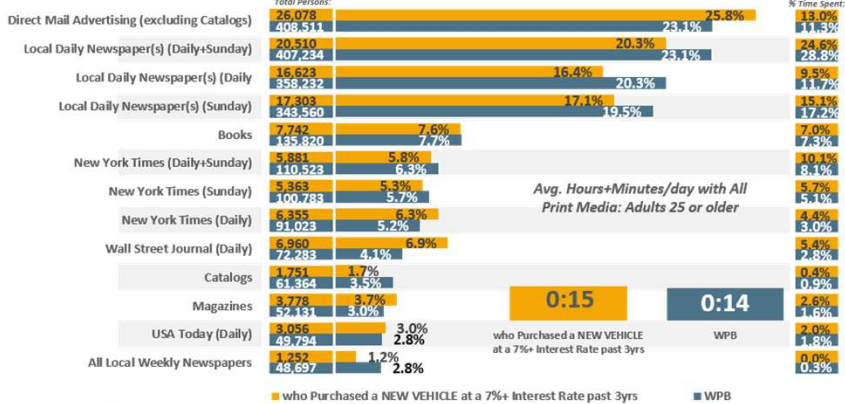


[[[Model year of new vehicle (HHLD): 2026:Any new vehicle OR Model year of new vehicle (HHLD): 2025:Any new vehicle OR Model year of new vehicle (HHLD): 2024:Any new vehicle] AND Financial services HHLD has/use (HHLD): Auto loan]]

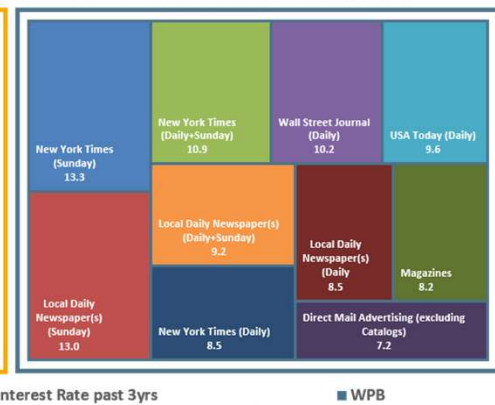
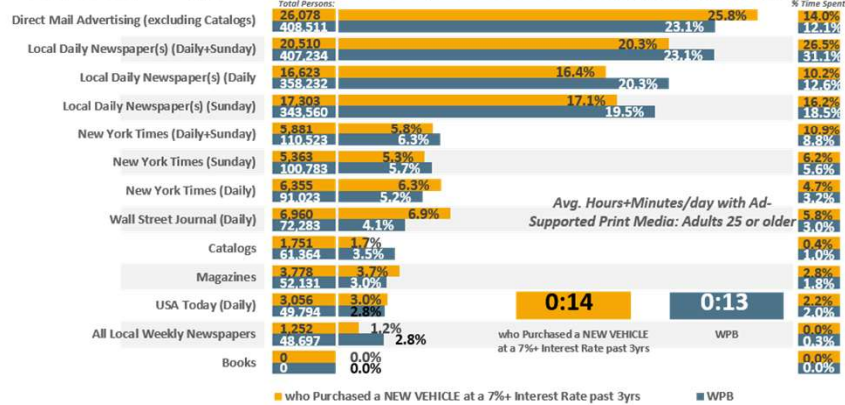


20,510 or 20.3% of Adults 25 or older who Purchased a NEW VEHICLE at a 7%+ Interest Rate past 3yrs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 26.5% of all time spent daily with All forms of Print Med

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**



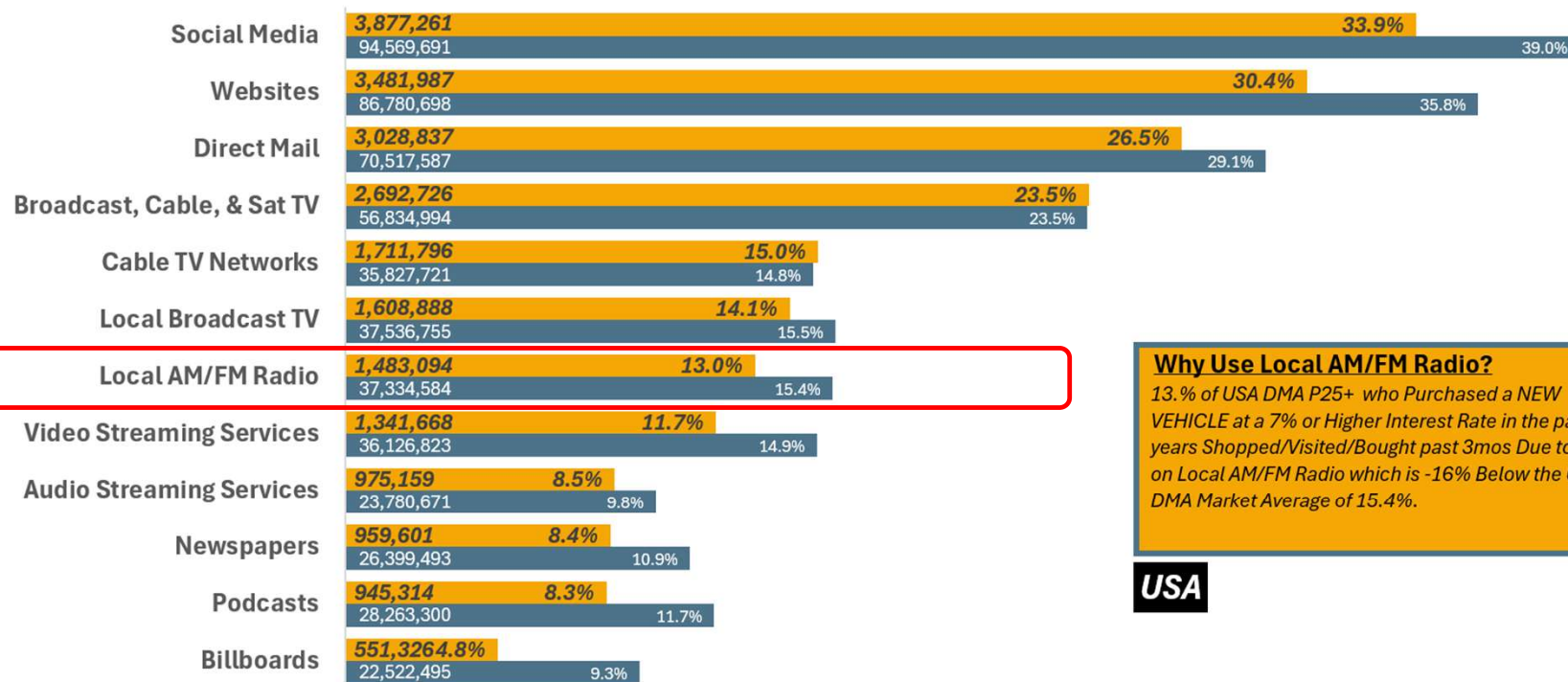
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older**





"Advertising Actions"

P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.0% of USA DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the USA DMA Market Average of 15.4%.

USA

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1125
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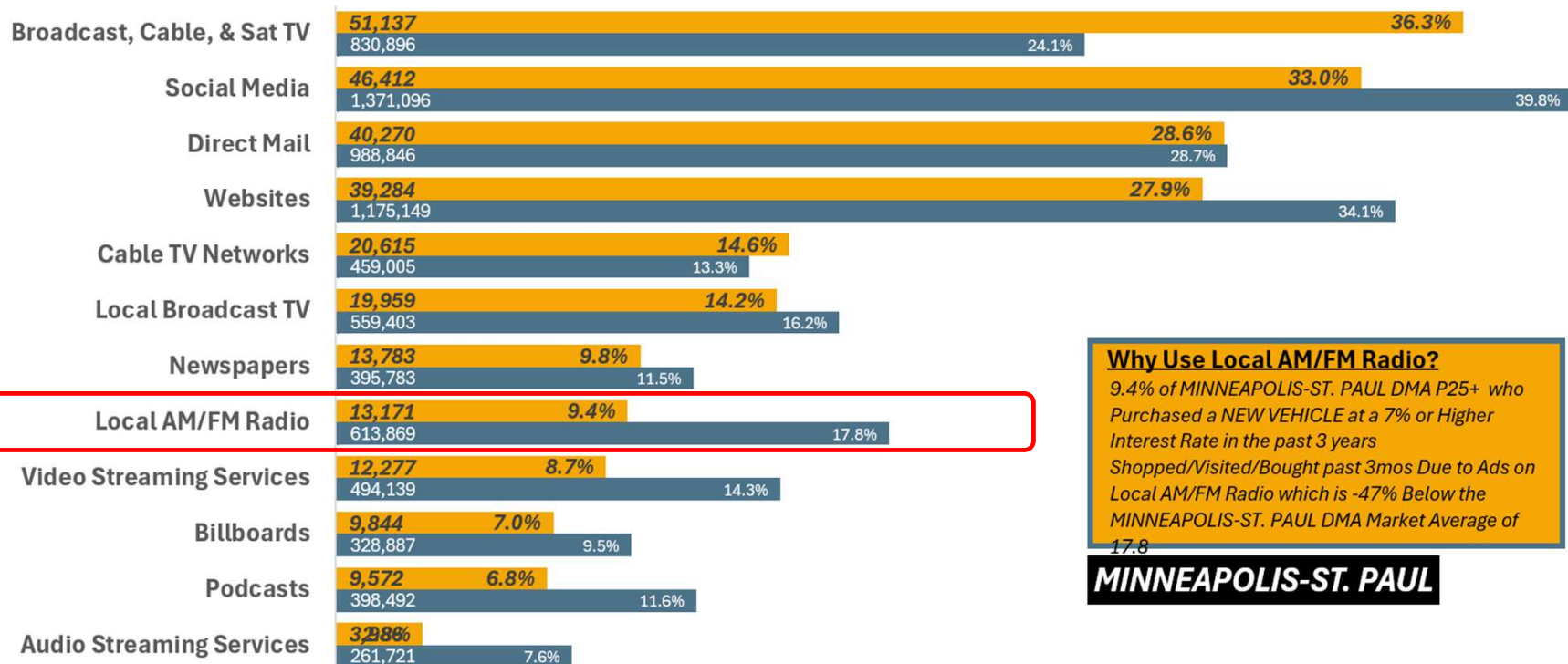
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[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Advertising Actions"

**P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

9.4% of MINNEAPOLIS-ST. PAUL DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -47% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.8

MINNEAPOLIS-ST. PAUL

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 82
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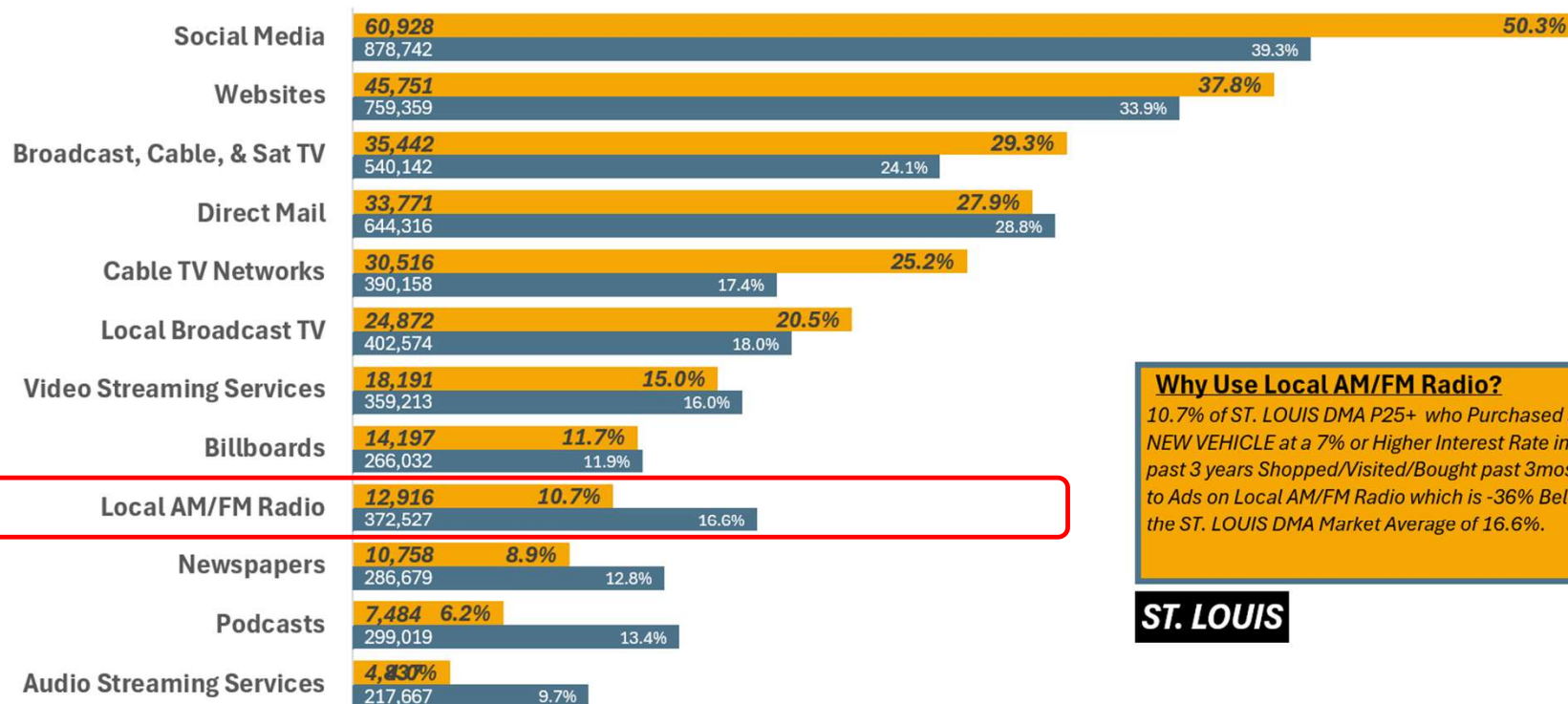
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[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Advertising Actions"

**P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

10.7% of ST. LOUIS DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -36% Below the ST. LOUIS DMA Market Average of 16.6%.

ST. LOUIS

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 100
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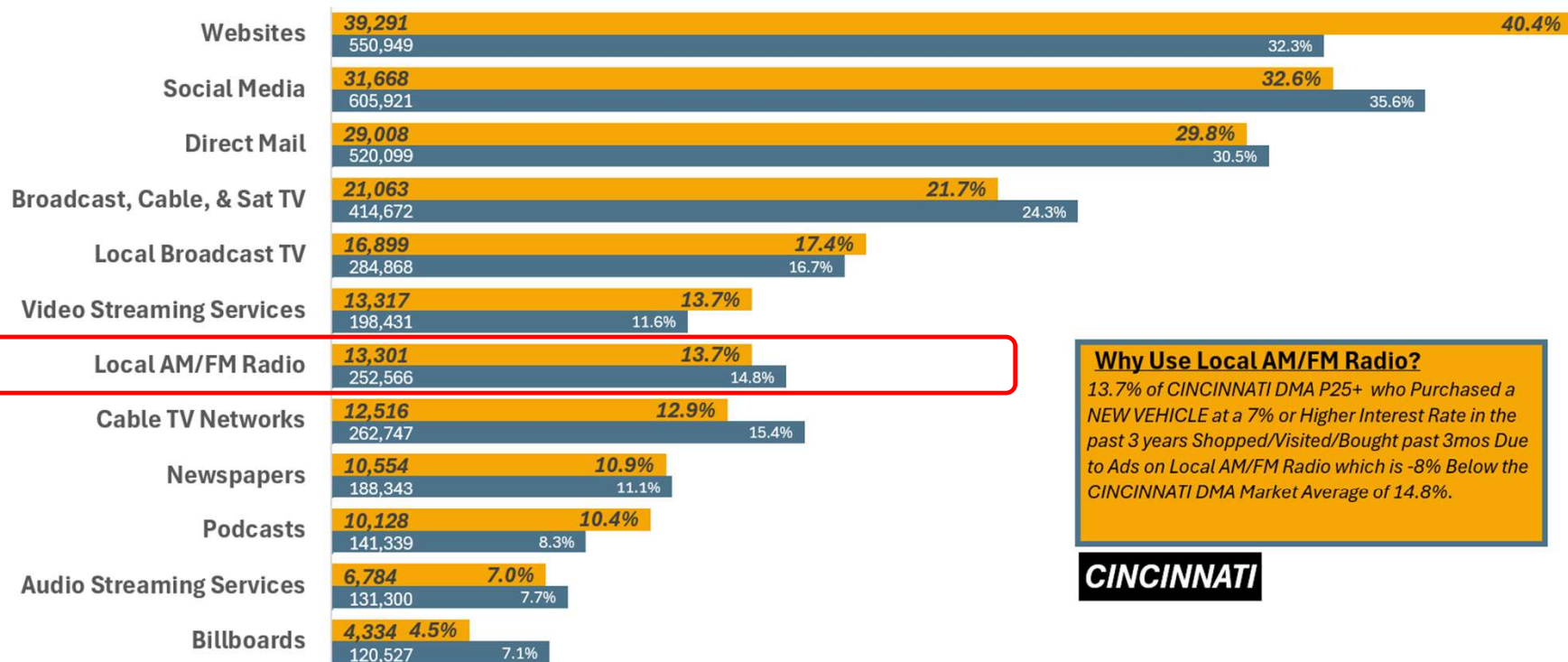
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for Anything ®

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Advertising Actions"

**P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

13.7% of CINCINNATI DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the CINCINNATI DMA Market Average of 14.8%.

CINCINNATI

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 93
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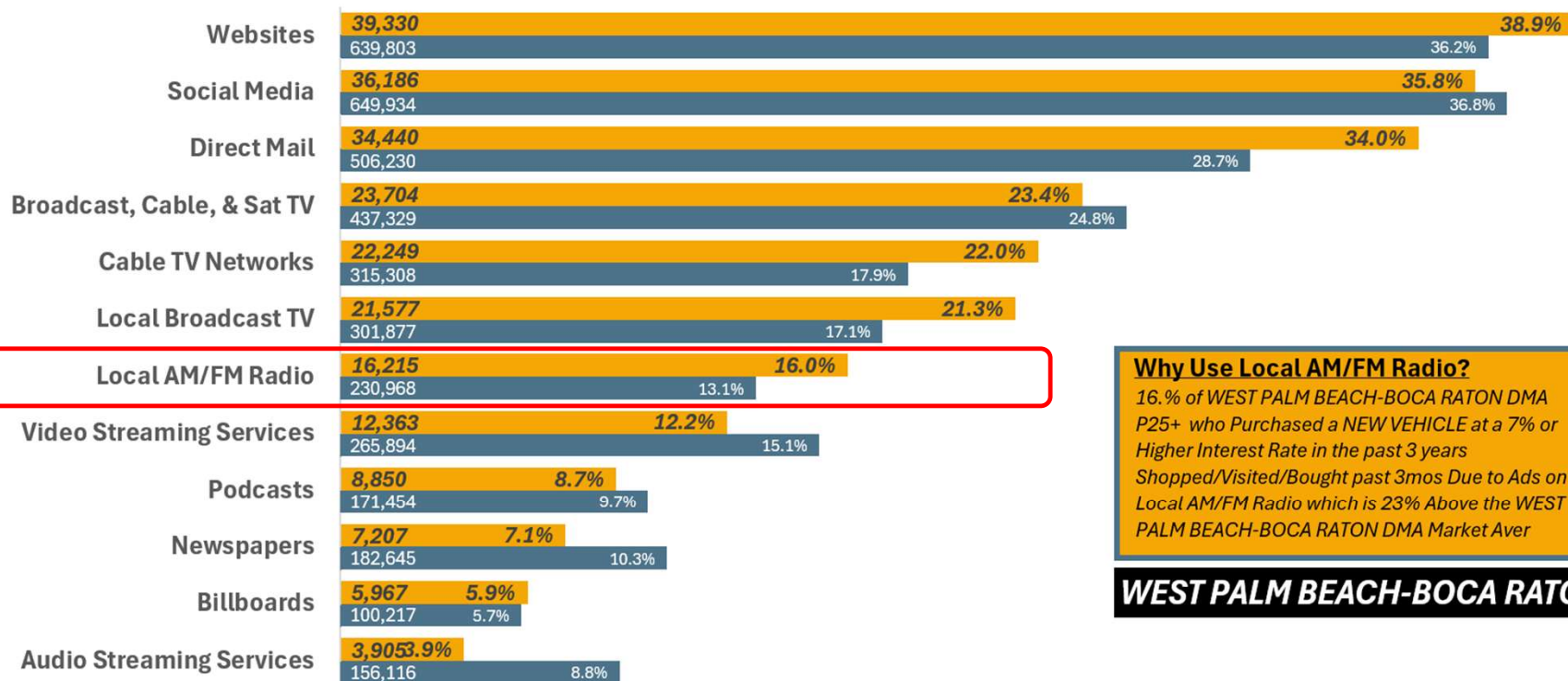
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for Anything

[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]



"Advertising Actions"

**P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16. % of WEST PALM BEACH-BOCA RATON DMA P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the WEST PALM BEACH-BOCA RATON DMA Market Aver

WEST PALM BEACH-BOCA RATON

■ P25+ who Purchased a NEW VEHICLE at a 7% or Higher Interest Rate in the past 3 years (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 142

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[[(Model year of new vehicle (HHL): 2026: Any new vehicle OR Model year of new vehicle (HHL): 2025: Any new vehicle OR Model year of new vehicle (HHL): 2024: Any new vehicle) AND Financial services HHL has/use (HHL): Auto loan]]