USA+4More DMAs – P18+ Plan to Buy or Lease a NEW $45K+MSRP VEHICLE next 12mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12 months as of SEPTEMBER 2024.



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

CarEdge

Justin Fischer
Last updated Jan 2, 2025

Key Takeaways

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

Plan to Buy or Lease a New $45,000+MSRP Vehicle

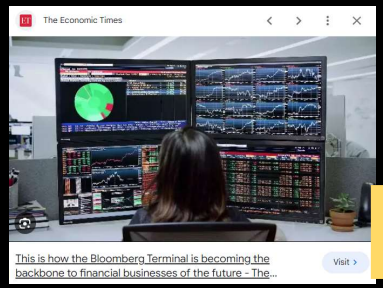












Vanguard® BLACKROCK STATE STREET℠

P18+ 2025 Model Year

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

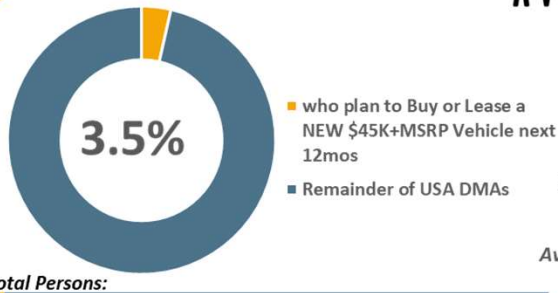
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

HUBBARD BROADCASTING INC. HB INC.

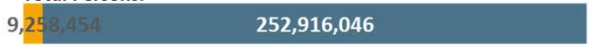


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 48.7 years old (.3% younger than average) and have a $142,911 (54.6% higher than average) annual household income.

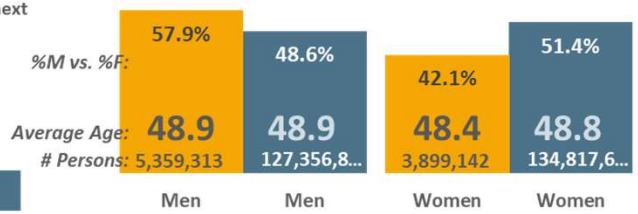
Percent of Market: Adults 18 or older



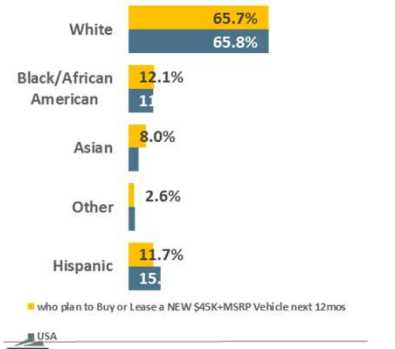
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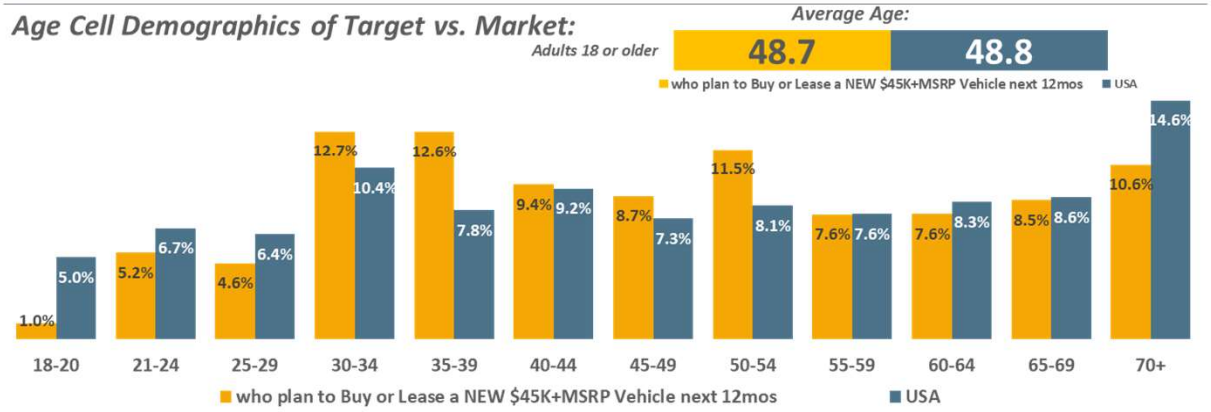
Gender of Target vs. Market: Adults 18 or older



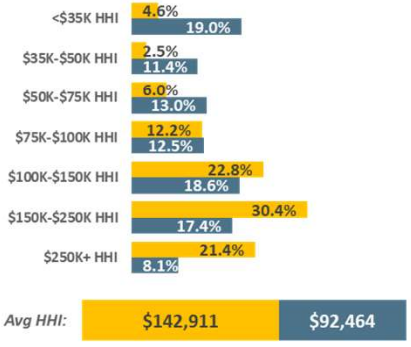
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $142,911 | $92,464

USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *869*

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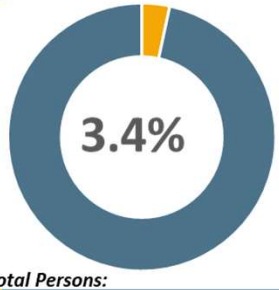
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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



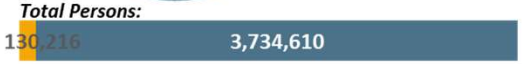
3.4% or 130,216 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 48. years old (1.6% younger than average) and have a $145,907 (36.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

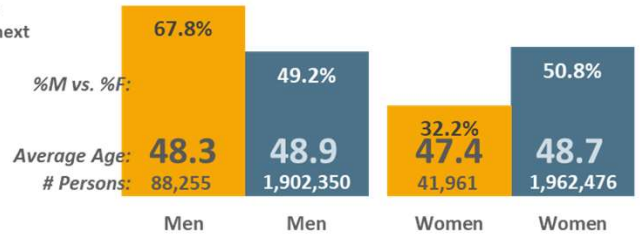


- who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos
- Remainder of MSP DMA

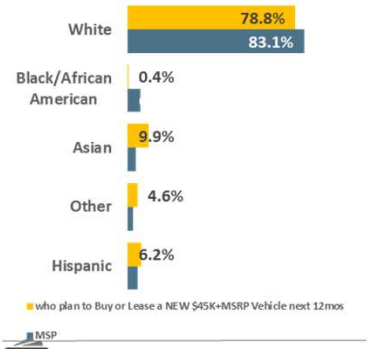
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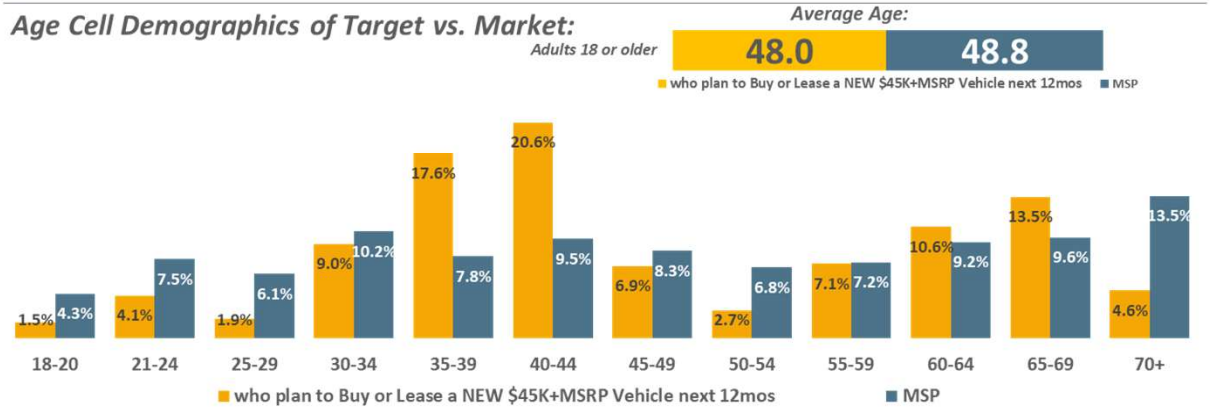
Gender of Target vs. Market: Adults 18 or older



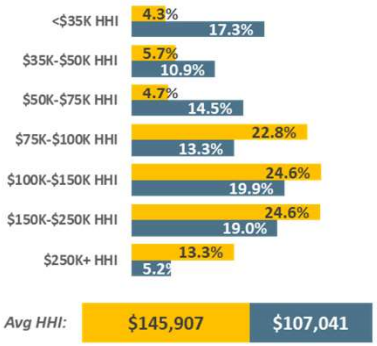
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



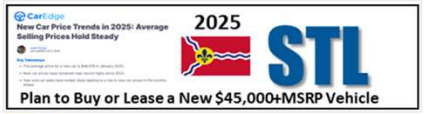
HHI of Target vs. Market:



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

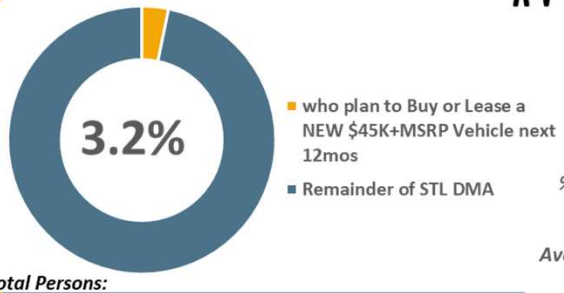
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



3.2% or 80,727 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 50.3 years old (1.5% older than average) and have a $178,090 (88.6% higher than average) annual household income.

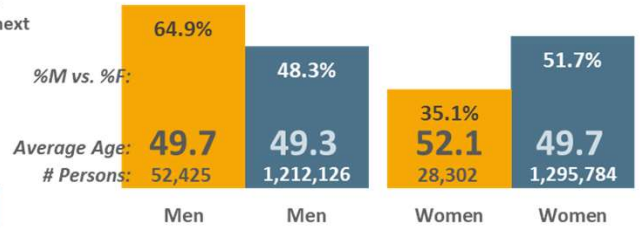
Percent of Market: Adults 18 or older



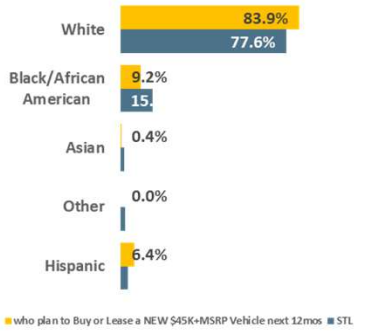
Total Persons:



Gender of Target vs. Market: Adults 18 or older

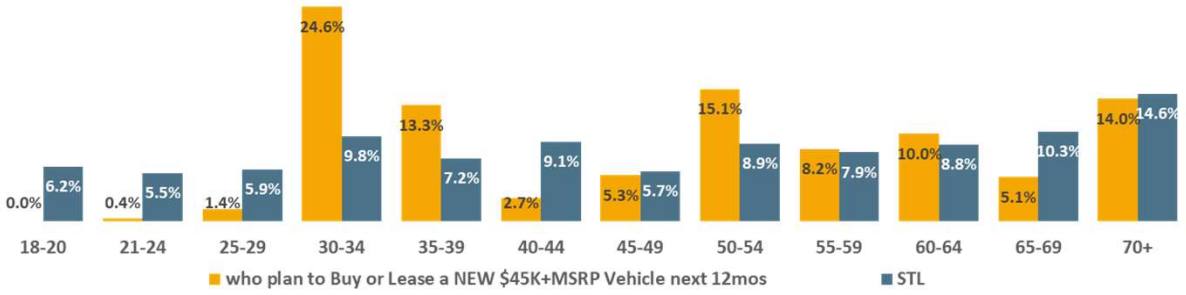


Ethnicity of Target vs. Market:

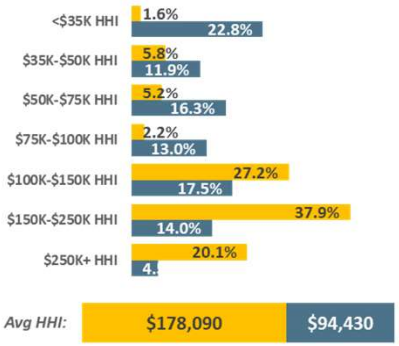


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

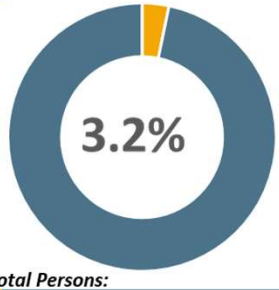
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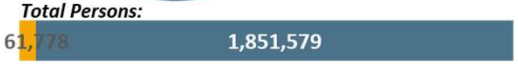
3.2% or 61,778 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 52.1 years old (6.7% older than average) and have a $156,306 (63.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

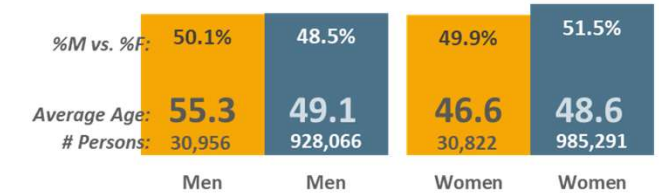


- who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos
- Remainder of CIN DMA

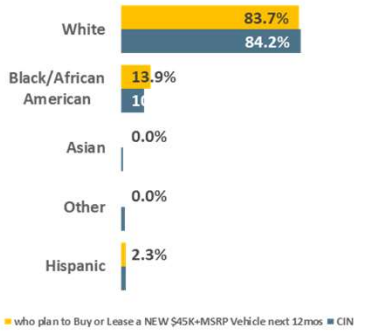
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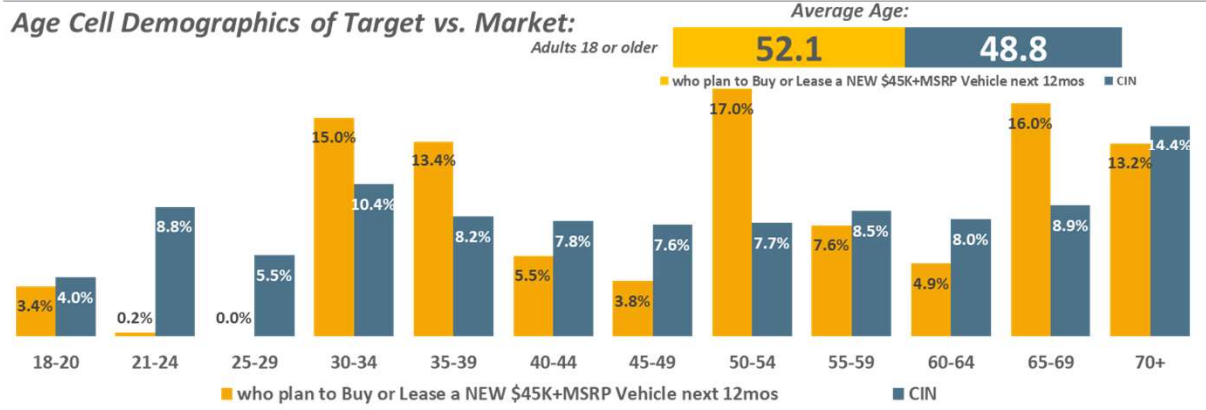
Gender of Target vs. Market: Adults 18 or older



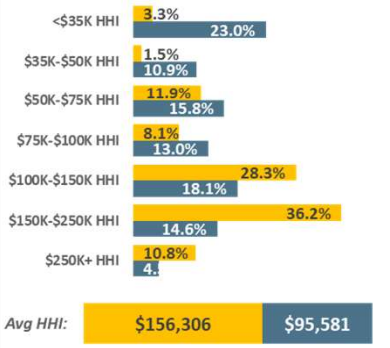
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

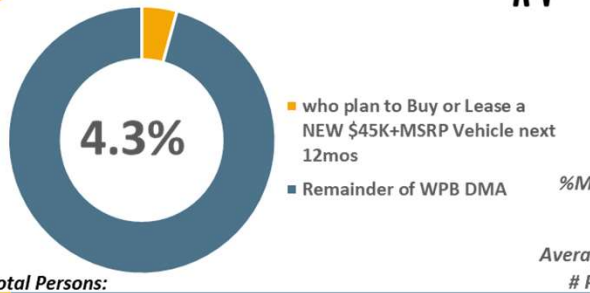
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



4.3% or 79,863 of WPB DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 56.2 years old (4.8% older than average) and have a $179,167 (84.9% higher than average) annual household income.

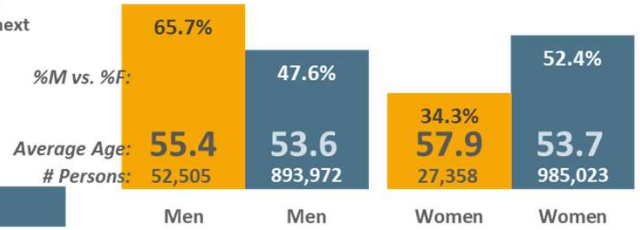
Percent of Market: Adults 18 or older



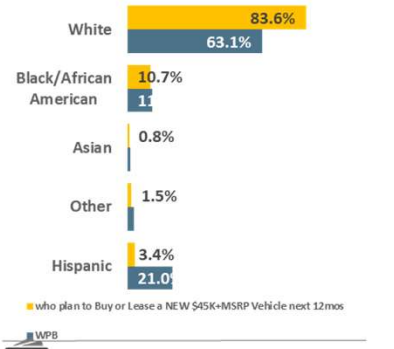
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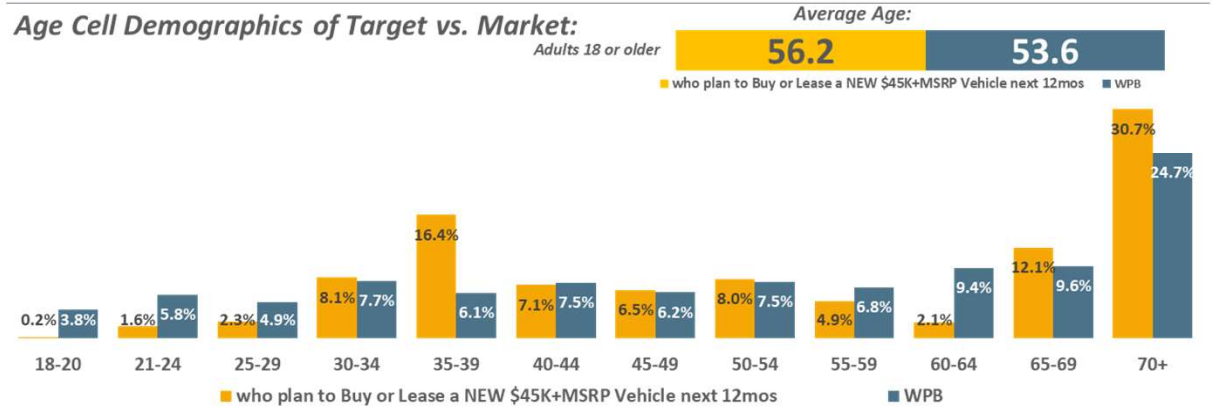
Gender of Target vs. Market: Adults 18 or older



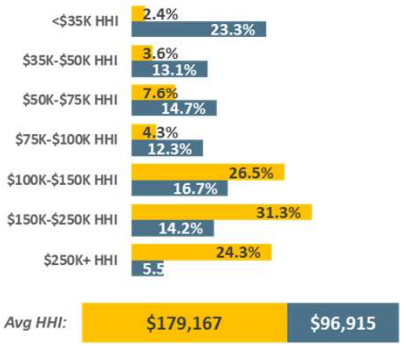
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



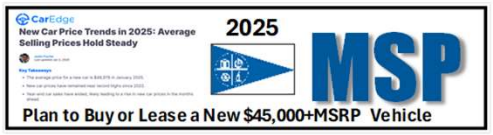
HHI of Target vs. Market:



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

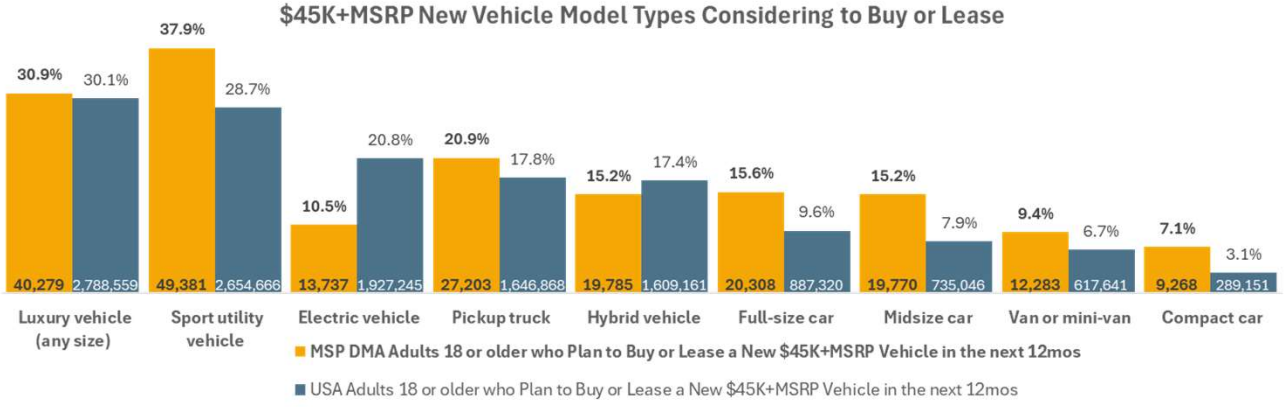
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

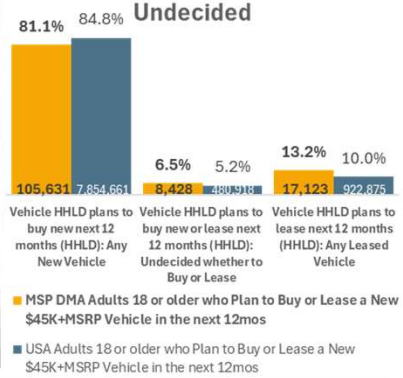


3.4% or 130,216 of MSP DMA Adults 18 or older Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos.
MSP DMA Adults 18 or older who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos are 49.6% less likely than the USA Avg. to be considering the Purchase or Lease of a New $45,000+ Electric Vehicle.
The Top TRADE-IN is 99.5% more likely than the USA Avg. to be a 2015 FORD F150.

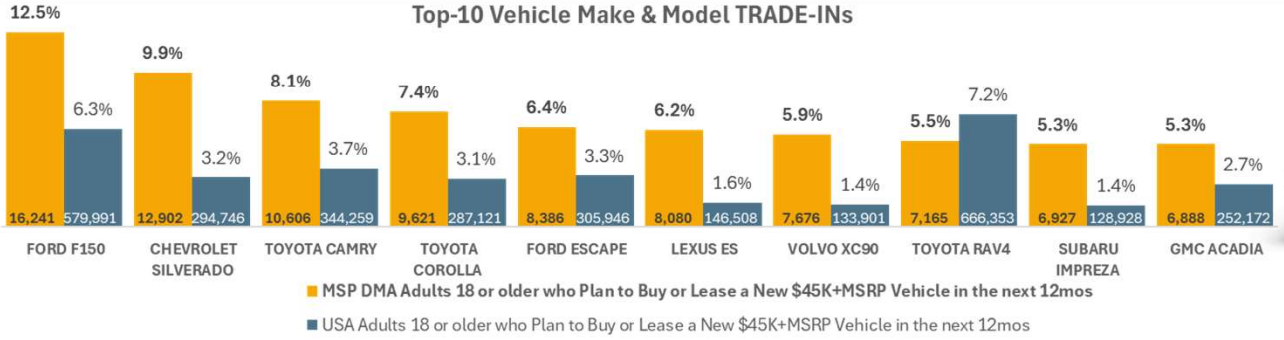
$45K+MSRP New Vehicle Model Types Considering to Buy or Lease



Plan to Buy or Lease or Undecided



Top-10 Vehicle Make & Model TRADE-INs



Top TRADE-IN:



The Top TRADE-IN will be a 2015 FORD F150.

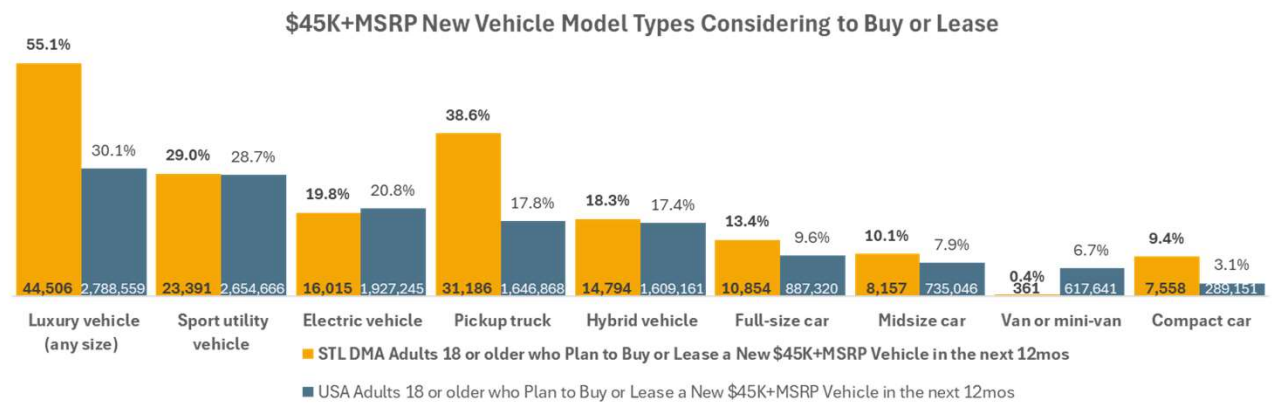
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 67, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 869

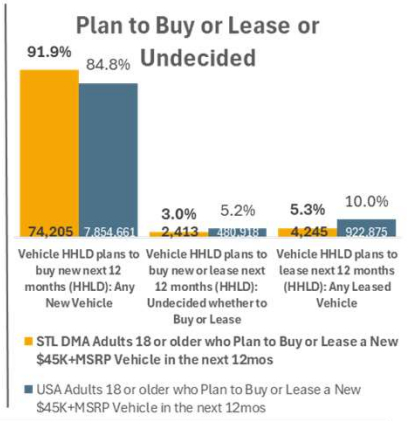
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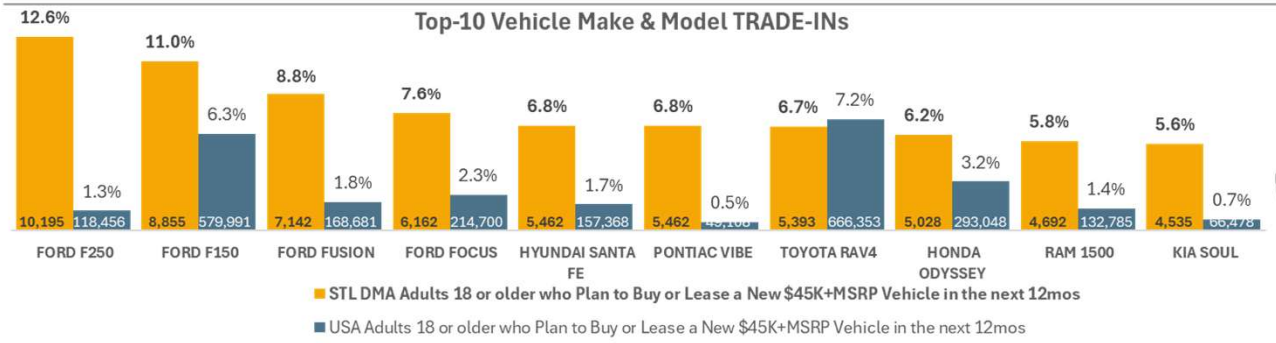
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



3.2% or 80,727 of STL DMA Adults 18 or older Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos. STL DMA Adults 18 or older who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos are 4.9% less likely than the USA Avg. to be considering the Purchase or Lease of a New $45,000+ Electric Vehicle. The Top TRADE-IN is 884.8% more likely than the USA Avg. to be a 2017 FORD F250.







Top TRADE-IN:

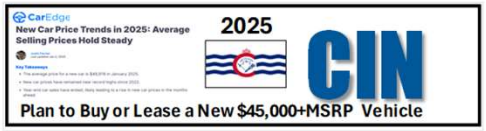


The Top TRADE-IN will be a 2017 FORD F250.

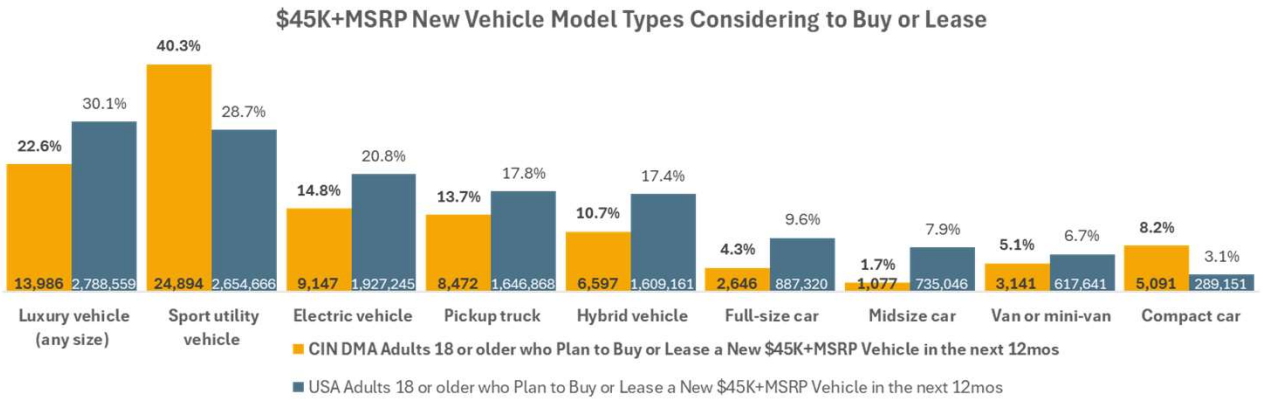
ST. LOUIS DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 56, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 869

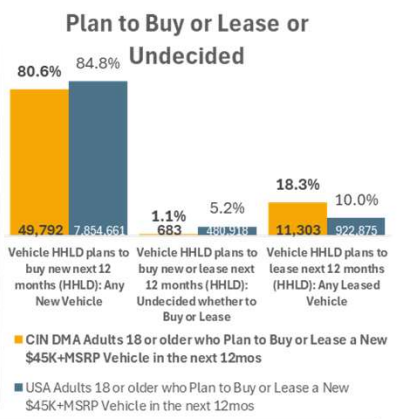
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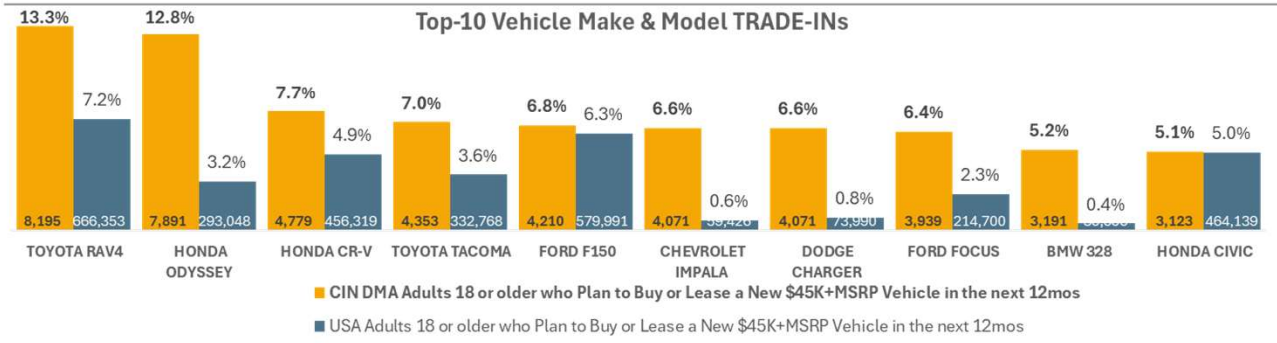
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3.2% or 61,778 of CIN DMA Adults 18 or older Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos.
CIN DMA Adults 18 or older who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos are 28.9% less likely than the USA Avg. to be considering the Purchase or Lease of a New $45,000+ Electric Vehicle.
The Top TRADE-IN is 84.8% more likely than the USA Avg. to be a 2016 TOYOTA RAV4.







Top TRADE-IN:



The Top TRADE-IN will be a 2016 TOYOTA RAV4.

CINCINNATI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 58, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 869

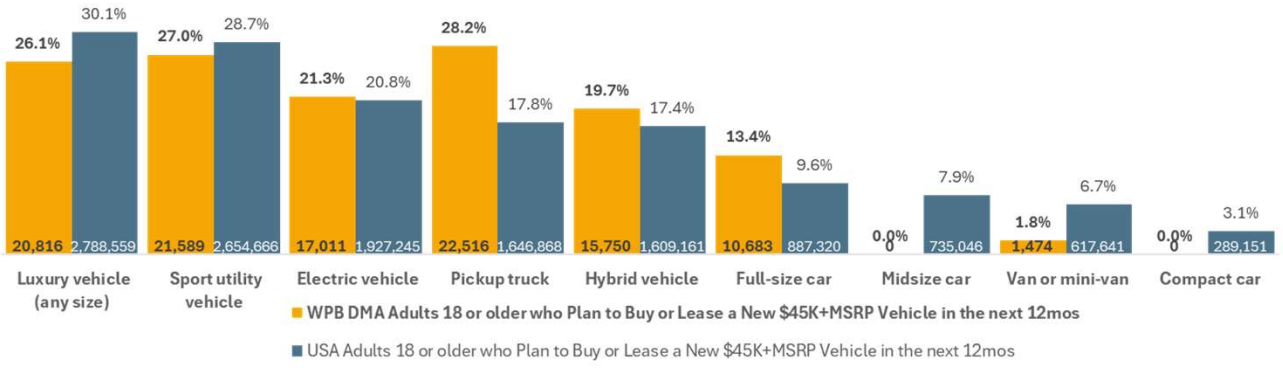
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

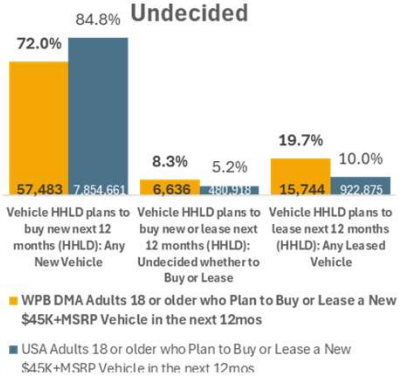


4.3% or 79,863 of WPB DMA Adults 18 or older Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos.
WPB DMA Adults 18 or older who Plan to Buy or Lease a New $45K+MSRP Vehicle in the next 12mos are 2.3% more likely than the USA Avg. to be considering the Purchase or Lease of a New $45,000+ Electric Vehicle.
The Top TRADE-IN is 1095.5% more likely than the USA Avg. to be a 2018 HYUNDAI TUCSON.

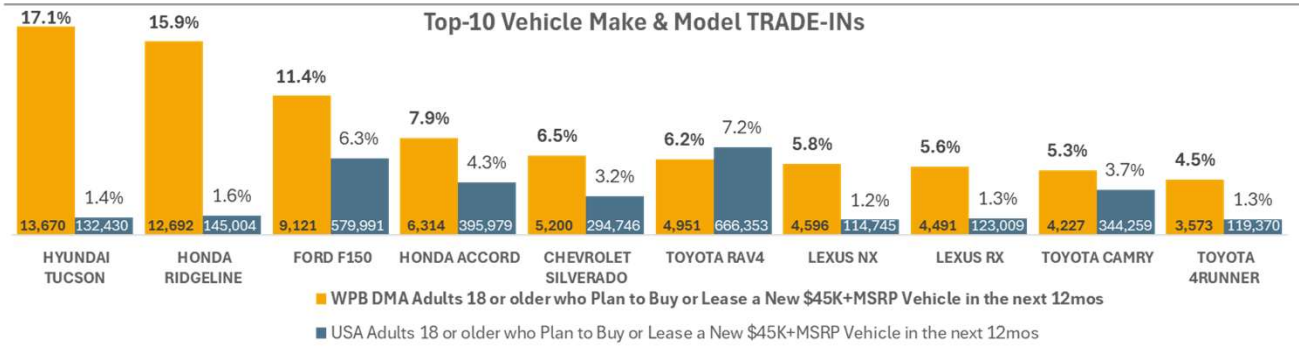
$45K+MSRP New Vehicle Model Types Considering to Buy or Lease



Plan to Buy or Lease or Undecided



Top-10 Vehicle Make & Model TRADE-INs



Top TRADE-IN:



The Top TRADE-IN will be a 2018 HYUNDAI TUCSON.

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab: 92, USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab: 869

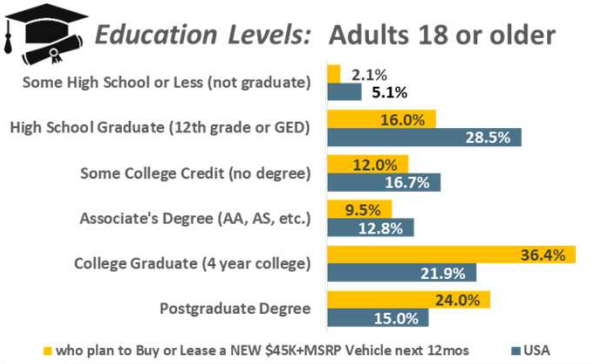
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

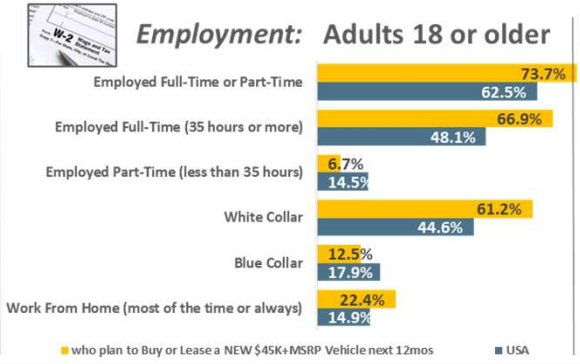


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 63.8% more likely to be a college graduate, 39.3% more likely to work full-time, 42.5% more likely to be married, 43.8% more likely to be a parent of 1 or more children und

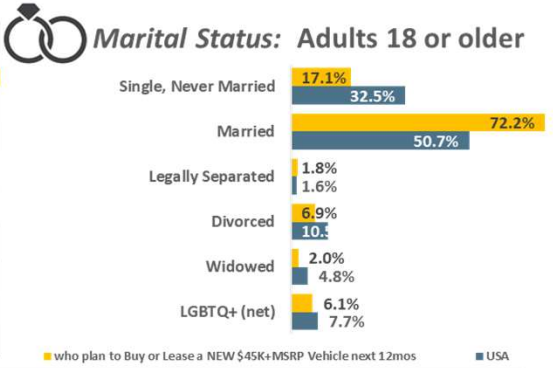
Education Levels: Adults 18 or older



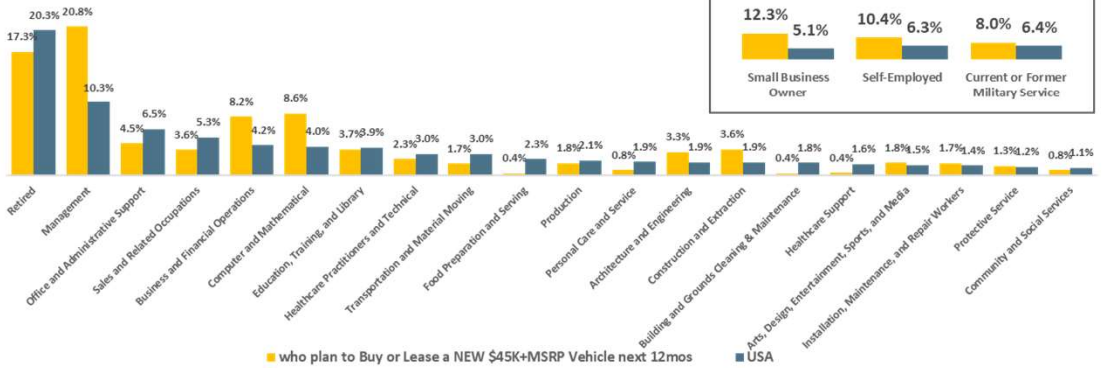
Employment: Adults 18 or older



Marital Status: Adults 18 or older

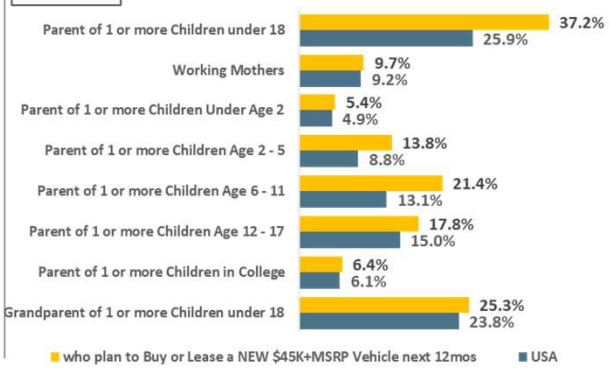


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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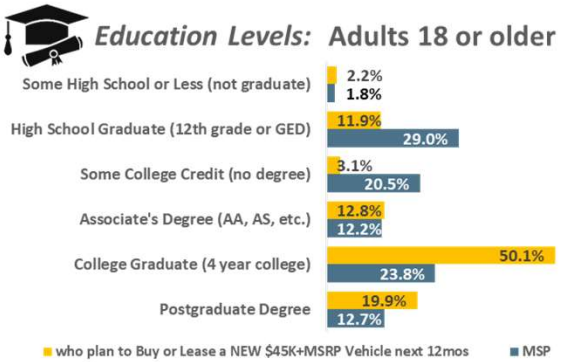
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

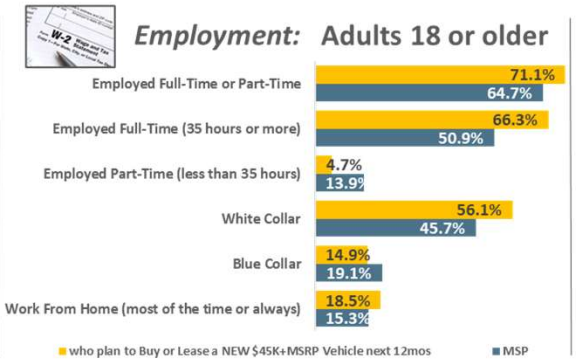


3.4% or 130,216 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 91.6% more likely to be a college graduate, 30.4% more likely to work full-time, 37.9% more likely to be married, 90.7% more likely to be a parent of 1 or more children und

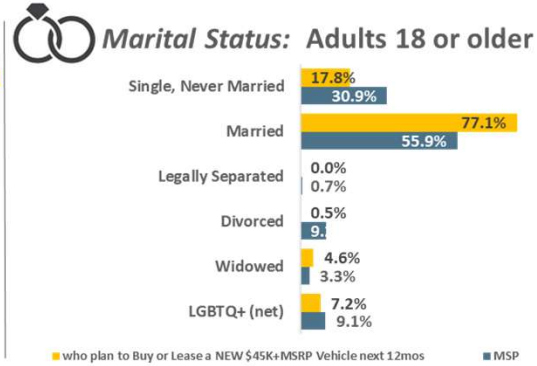
Education Levels: Adults 18 or older



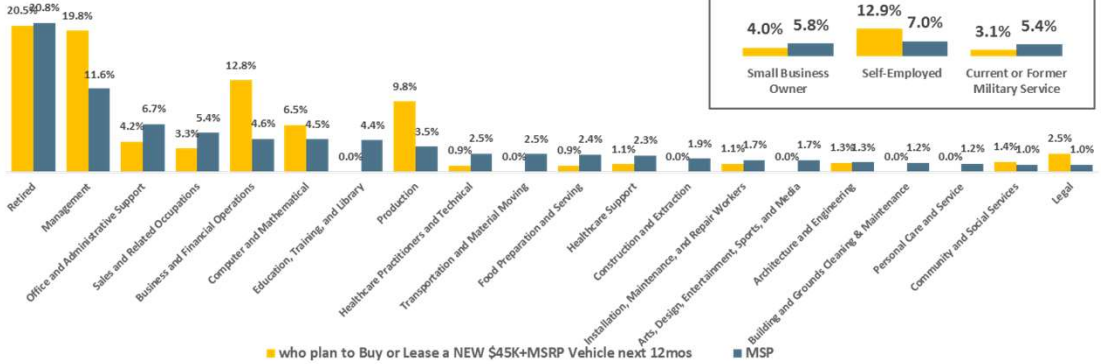
Employment: Adults 18 or older



Marital Status: Adults 18 or older

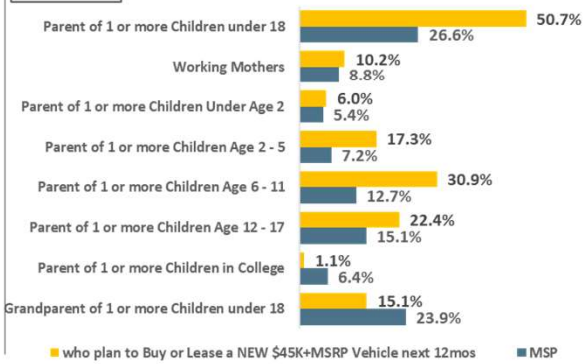


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

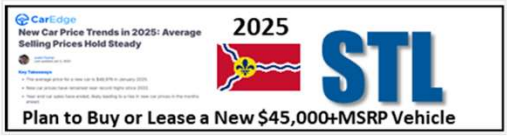
Stage in Life: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

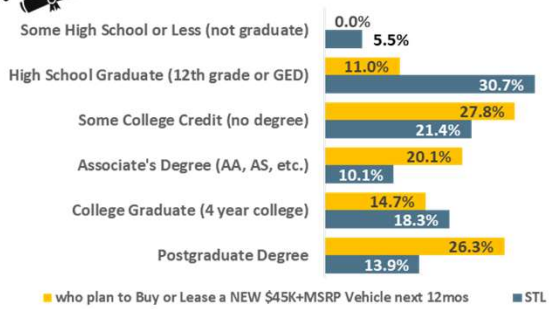
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

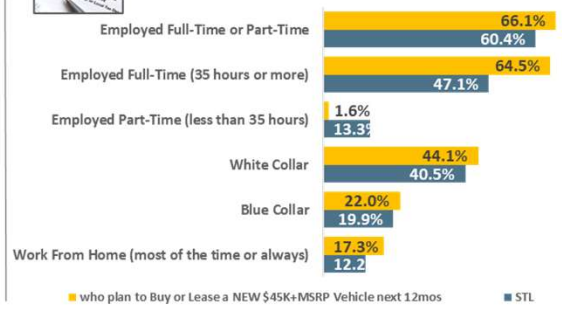


3.2% or 80,727 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 27.5% more likely to be a college graduate, 37.1% more likely to work full-time, 56.5% more likely to be married, 31.6% more likely to be a parent of 1 or more children und

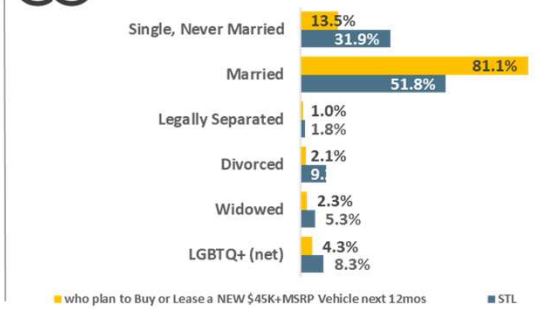
Education Levels: Adults 18 or older



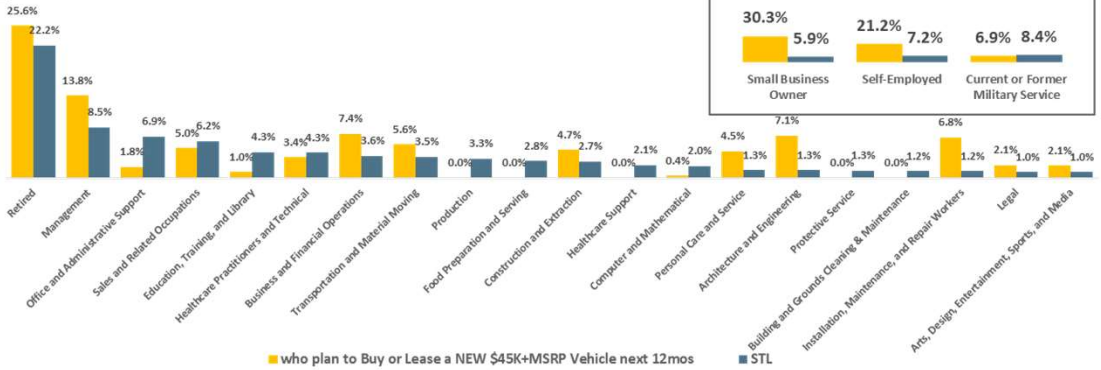
Employment: Adults 18 or older



Marital Status: Adults 18 or older

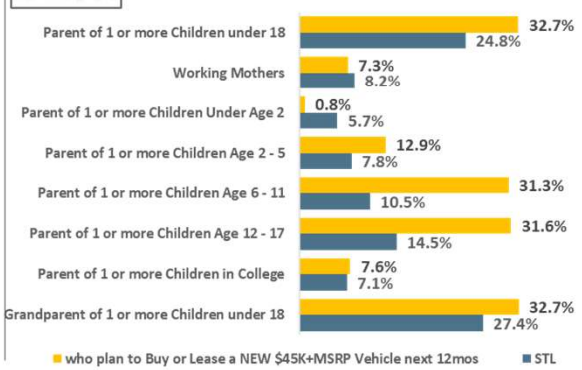


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

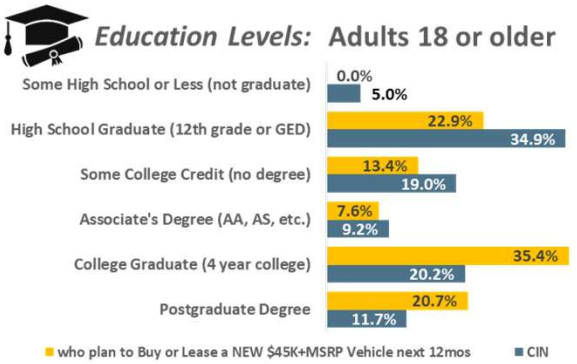


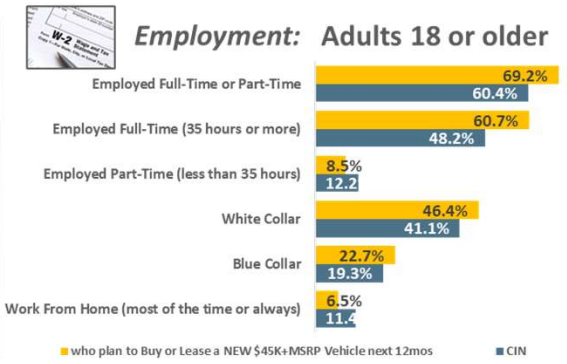
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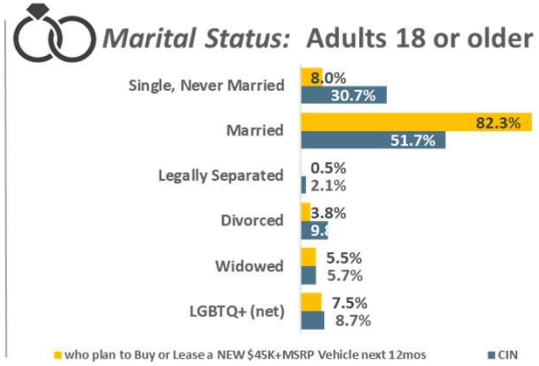
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

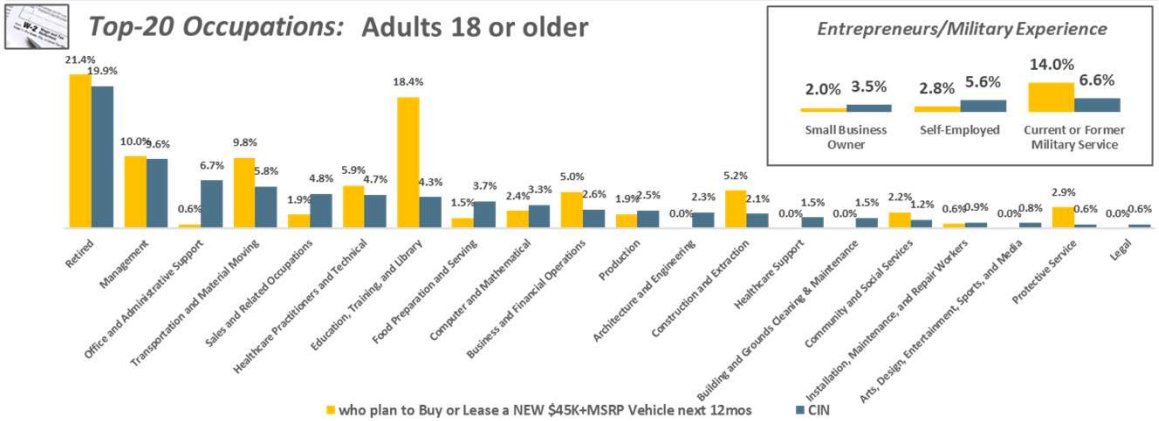


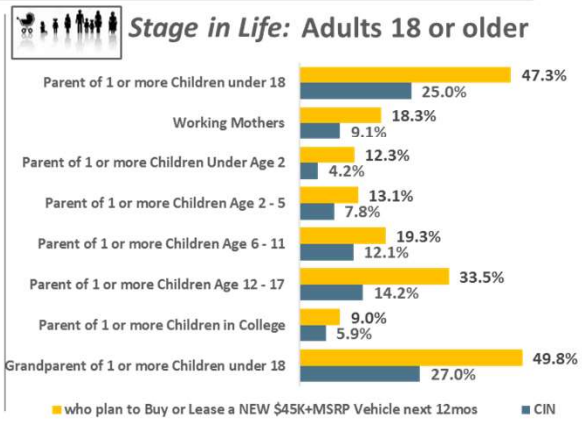
3.2% or 61,778 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 75.4% more likely to be a college graduate, 25.9% more likely to work full-time, 59.1% more likely to be married, 88.9% more likely to be a parent of 1 or more children und









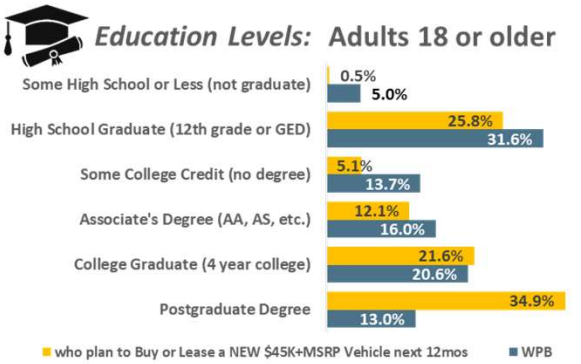


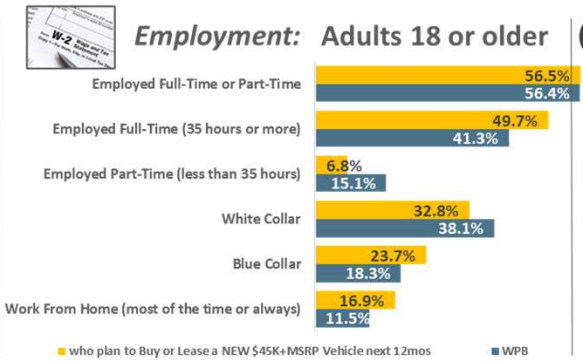
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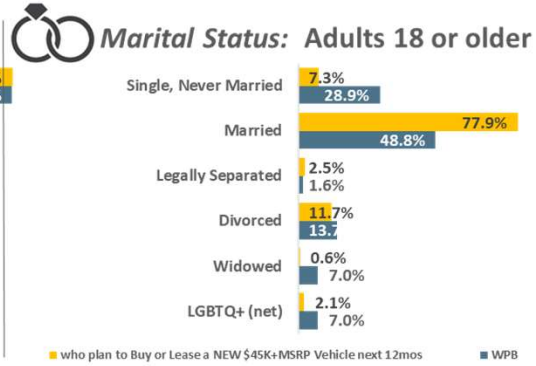
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

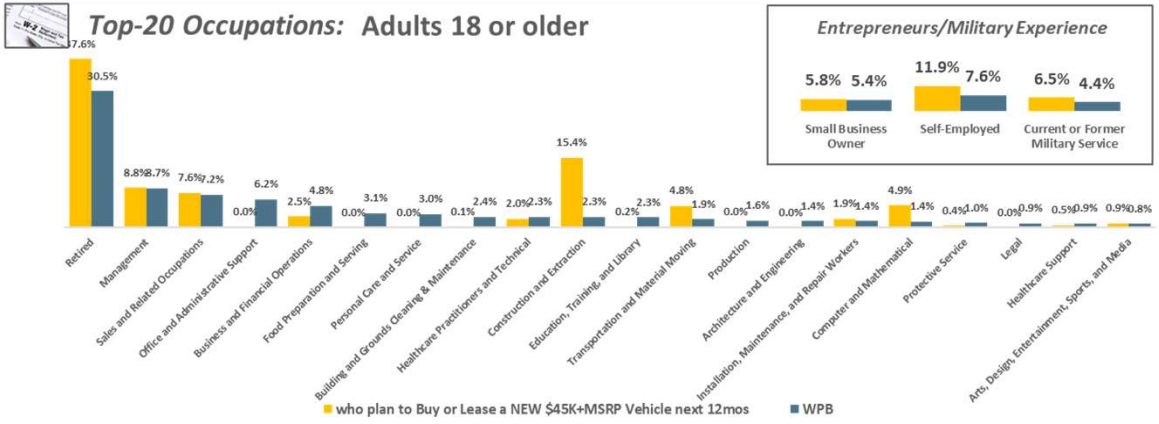


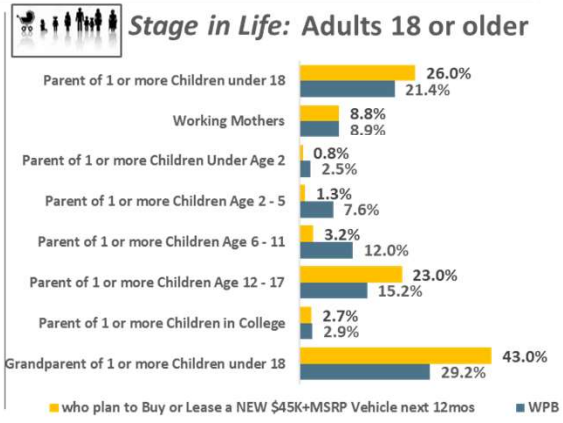
4.3% or 79,863 of WPB DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 67.9% more likely to be a college graduate, 20.4% more likely to work full-time, 59.8% more likely to be married, 21.6% more likely to be a parent of 1 or more children und











WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

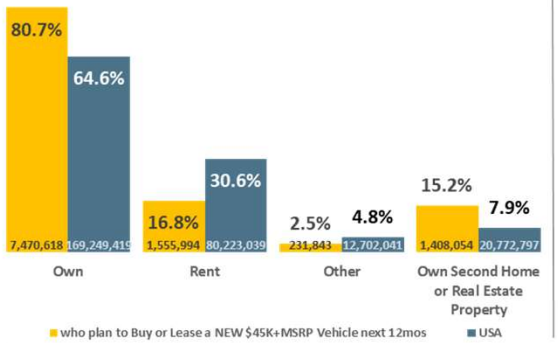
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

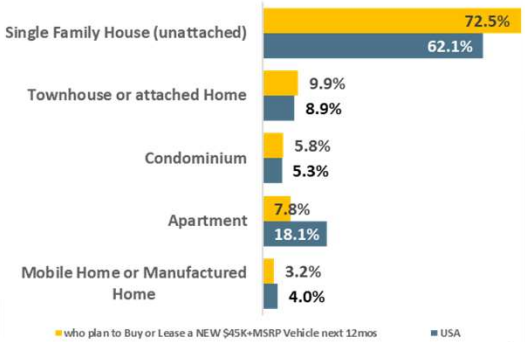


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 25.% more likely to own their home, 74.% more likely to own a higher valued home, 16.9% more likely to have a single-family home, 29.6% more likely to have a dog.

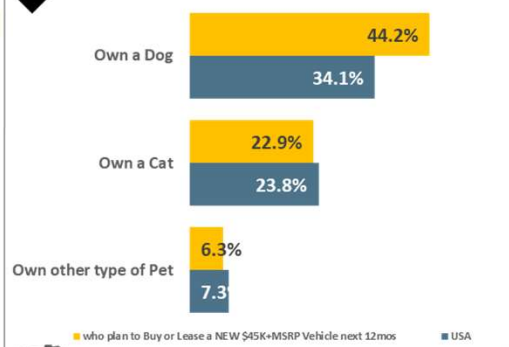
Own/Rent/Other: Adults 18 or older



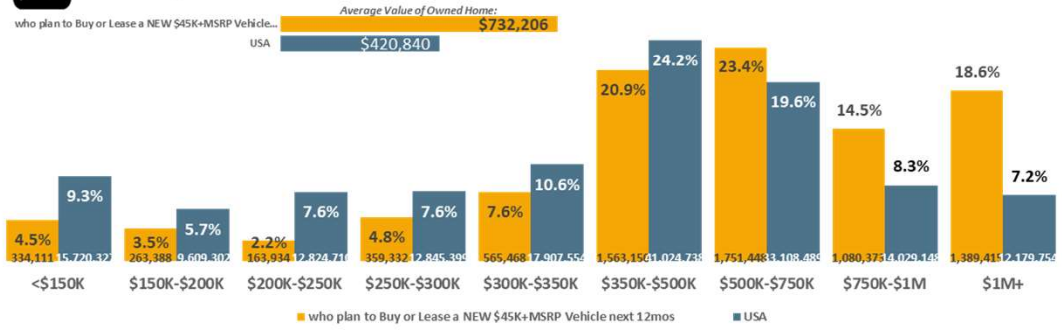
Type of Home: Adults 18 or older



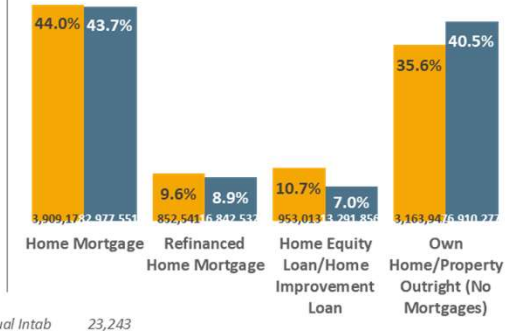
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

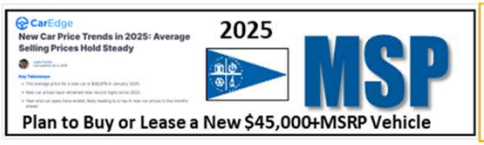


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *869*

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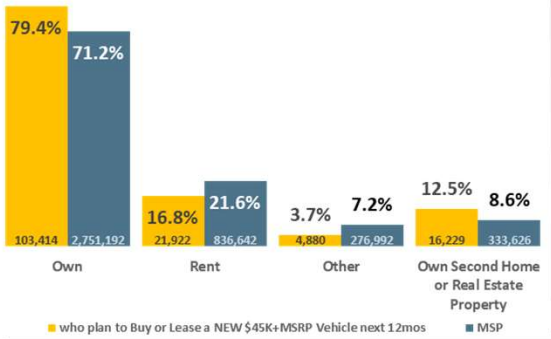
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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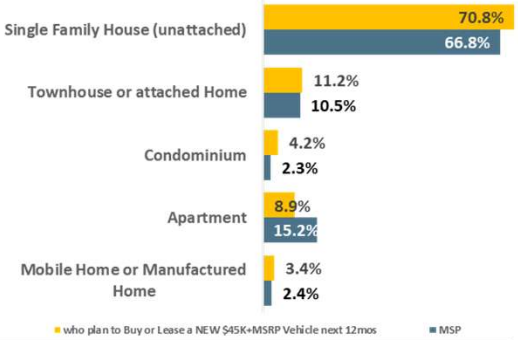


3.4% or 130,216 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 11.6% more likely to own their home, 43.7% more likely to own a higher valued home, 5.9% more likely to have a single-family home, 49.4% more likely to have a dog.

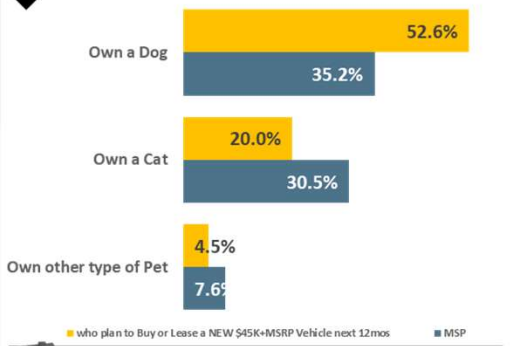
Own/Rent/Other: Adults 18 or older



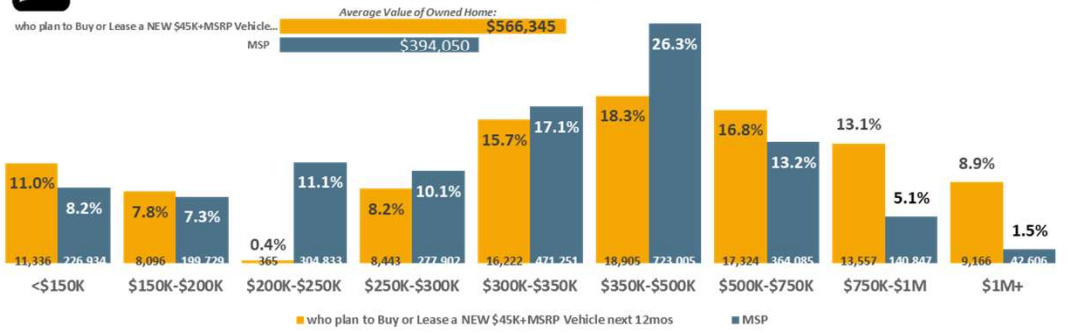
Type of Home: Adults 18 or older



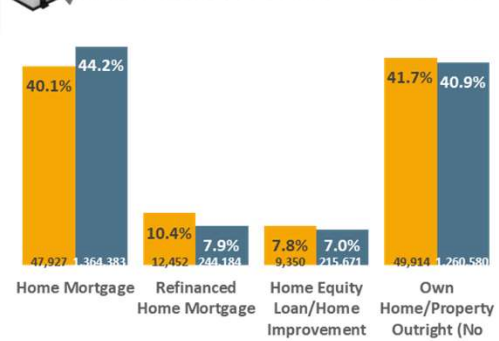
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

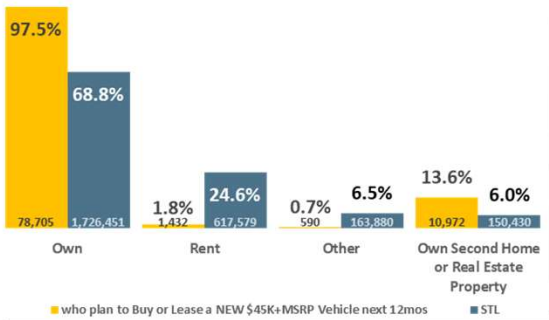
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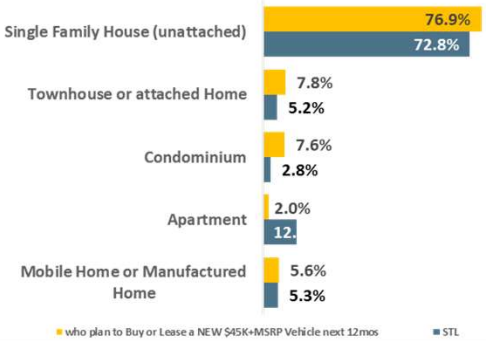


3.2% or 80,727 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 41.6% more likely to own their home, 59.4% more likely to own a higher valued home, 5.6% more likely to have a single-family home, 45.5% more likely to have a dog.

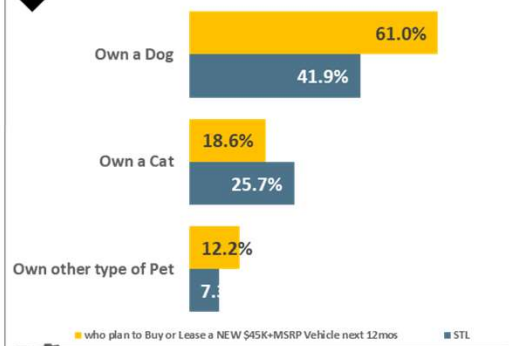
Own/Rent/Other: Adults 18 or older



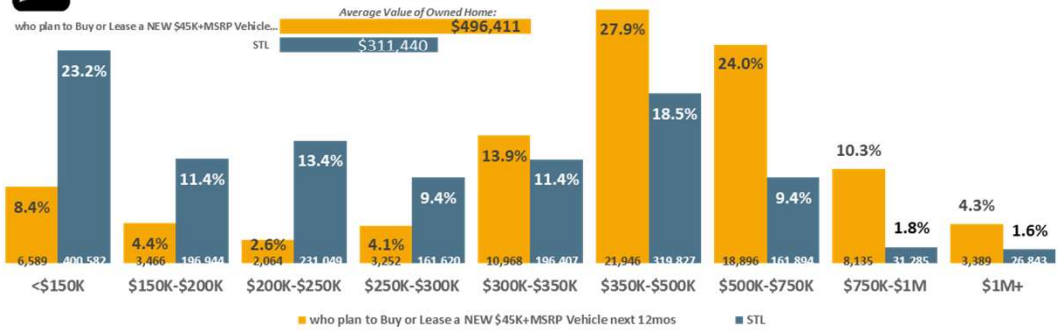
Type of Home: Adults 18 or older



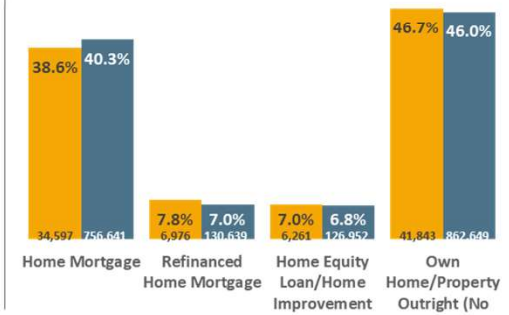
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

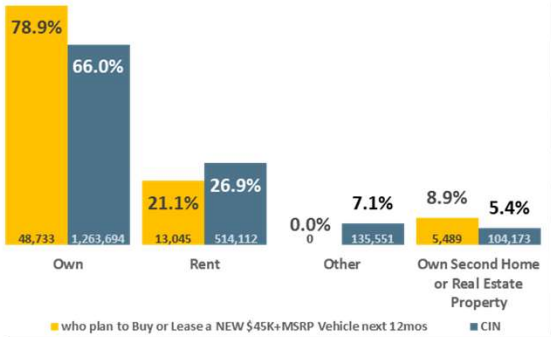
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

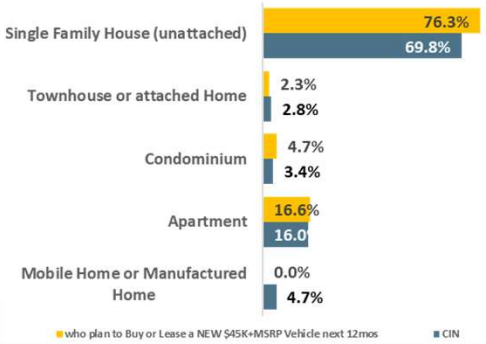


3.2% or 61,778 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 19.4% more likely to own their home, 79.1% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 13.8% more likely to have a dog.

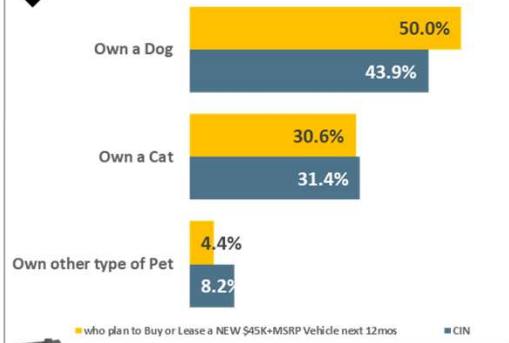
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



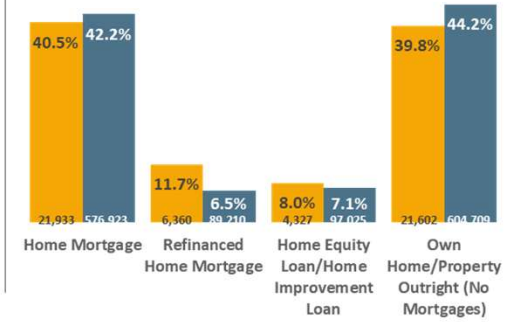
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

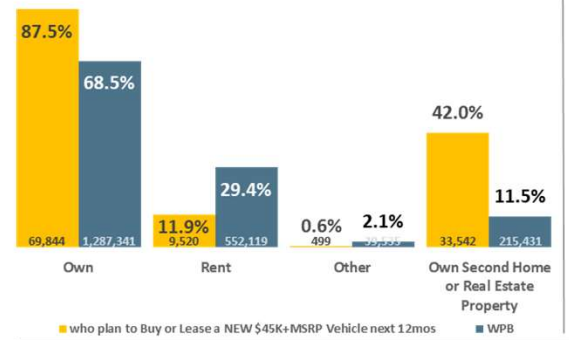
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

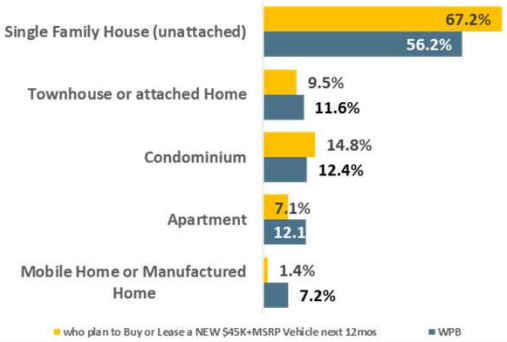


4.3% or 79,863 of WPB DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 27.6% more likely to own their home, 47.8% more likely to own a higher valued home, 19.7% more likely to have a single-family home, 8.3% more likely to have a dog.

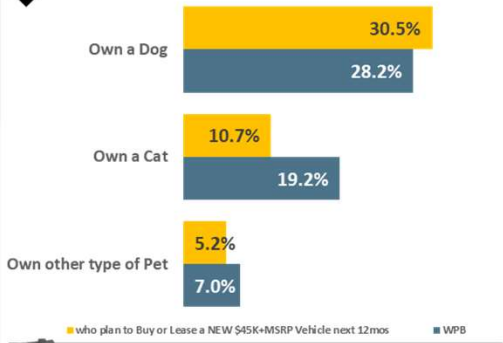
Own/Rent/Other: Adults 18 or older



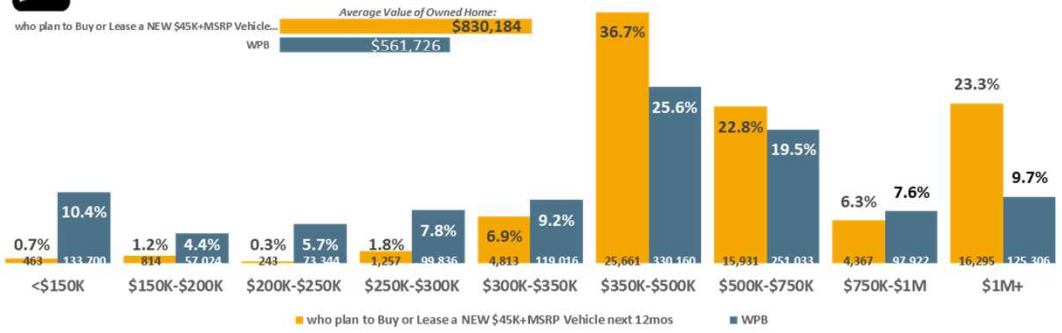
Type of Home: Adults 18 or older



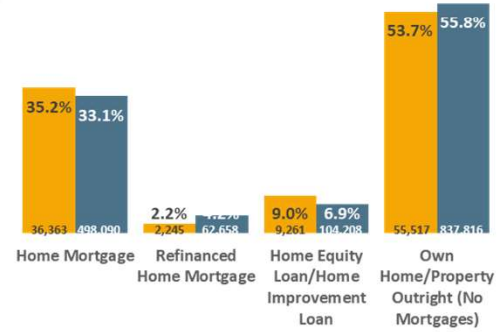
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

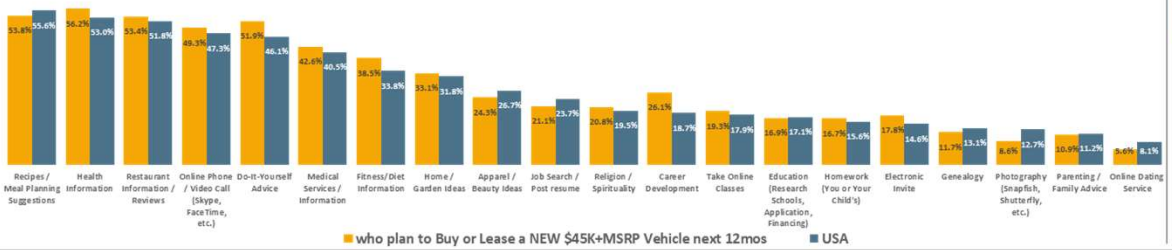
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

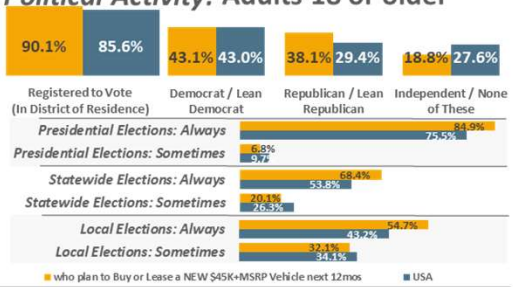


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 12.5% more likely to look up D-I-Y advice online, 26.5% more likely to always vote in local elections, 28.6% more likely to belong to a gym, 42.6% more likely to fly domest

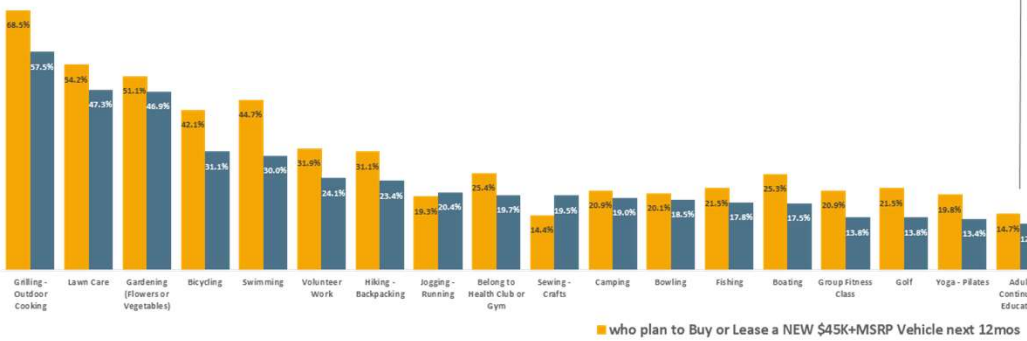
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



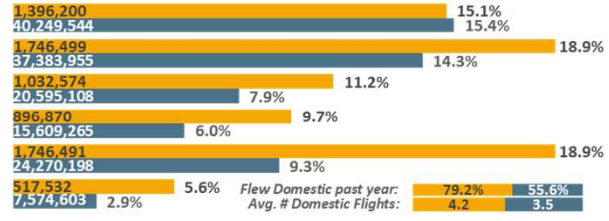
Political Activity: Adults 18 or older

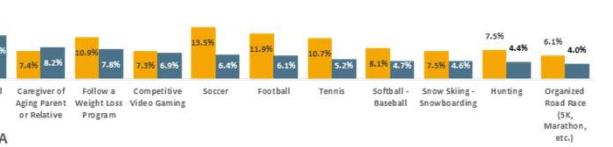


Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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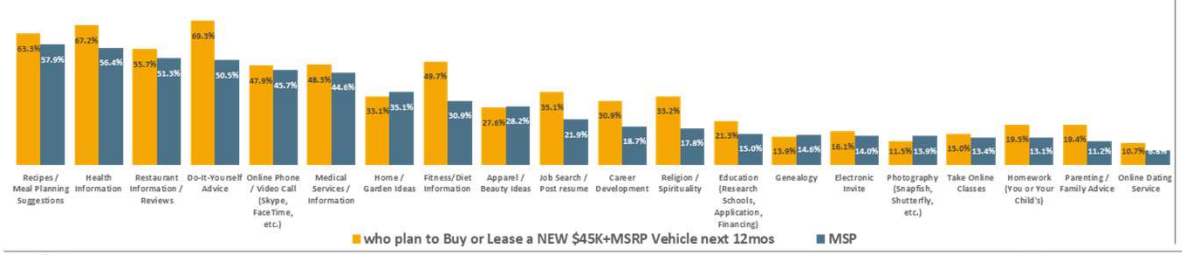
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

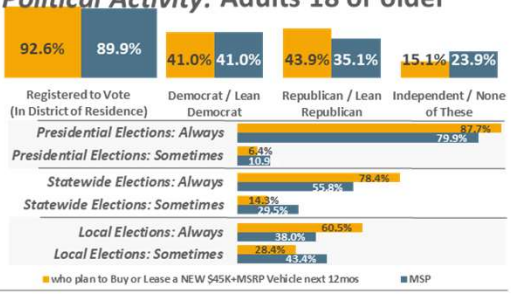


3.4% or 130,216 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 37.2% more likely to look up D-I-Y advice online, 59.2% more likely to always vote in local elections, 49.9% more likely to belong to a gym, 52.1% more likely to fly domest

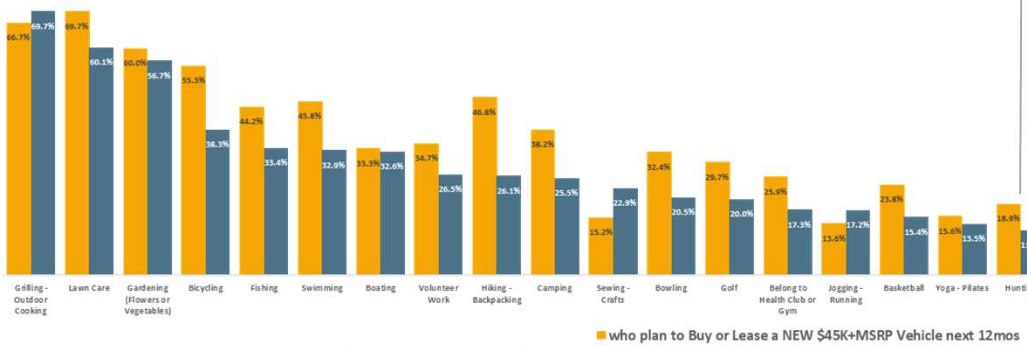
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



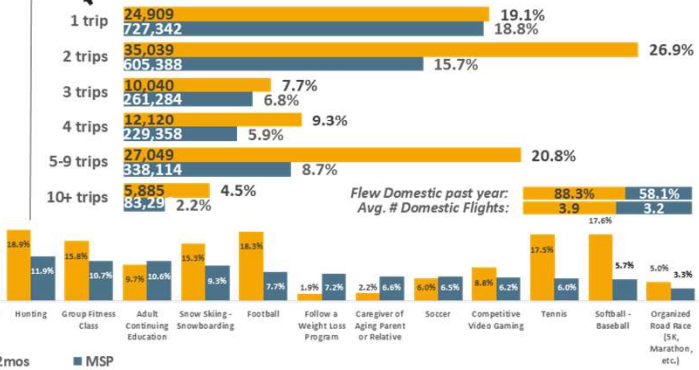
Political Activity: Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

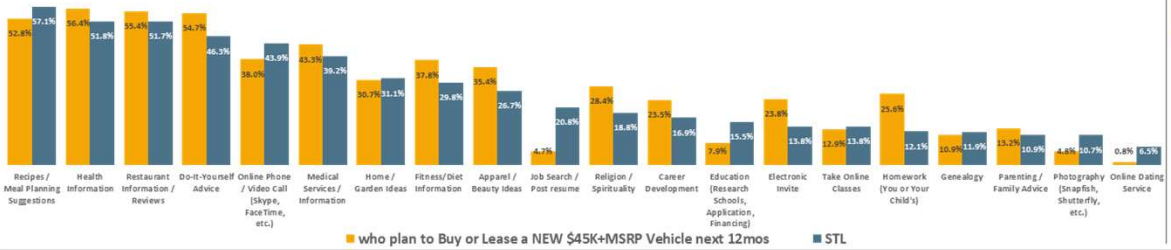
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

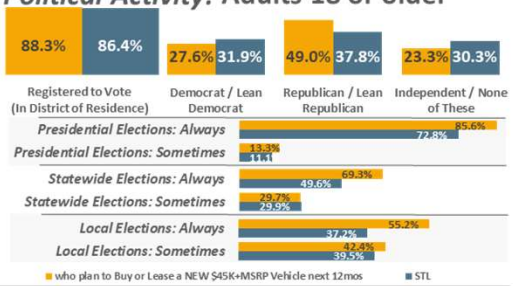


3.2% or 80,727 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 18.1% more likely to look up D-I-Y advice online, 48.3% more likely to always vote in local elections, 1.7% less likely to belong to a gym, 38.% more likely to fly domestic

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



Political Activity: Adults 18 or older



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



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

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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

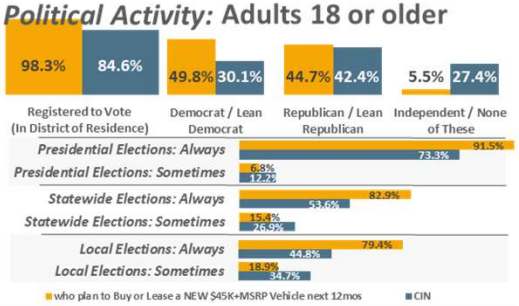


3.2% or 61,778 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 25.7% more likely to look up D-I-Y advice online, 77.3% more likely to always vote in local elections, 8.4% more likely to belong to a gym, 49.% more likely to fly domestic

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



Political Activity: Adults 18 or older



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



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

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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

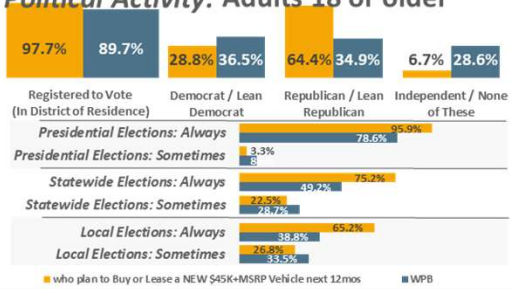


4.3% or 79,863 of WPB DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 4.8% more likely to look up D-I-Y advice online, 68.1% more likely to always vote in local elections, 26.3% more likely to belong to a gym, 54.2% more likely to fly domesti

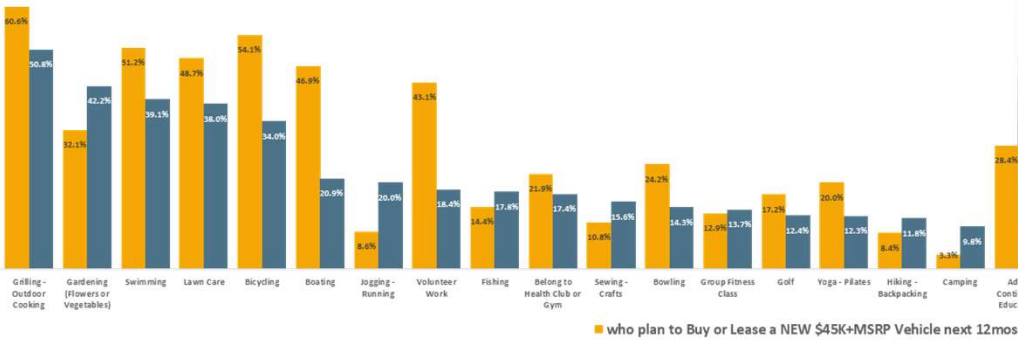
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



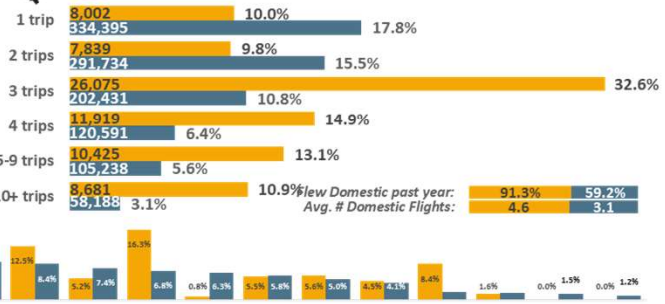
Political Activity: Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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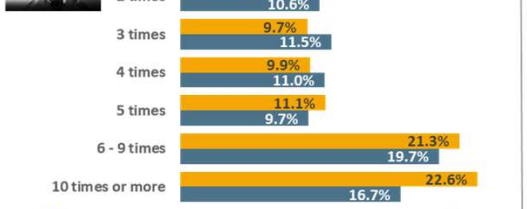
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 3.9% more likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 46.8% more likely to use Casinos past yr., 3.9% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older

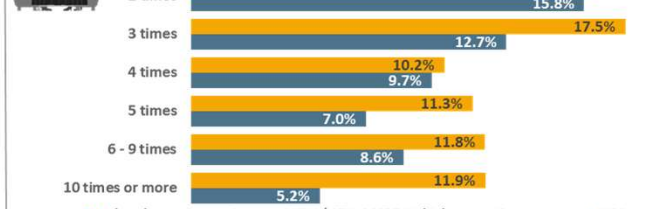






Past 30-days Sit-Down Restaurant Users: Adults 18 or older







Top-10 Cuisines: Adults 18 or older

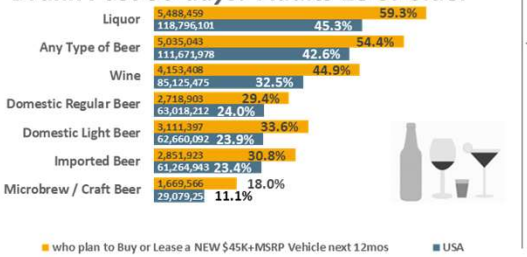
(Sit-Down Restaurants Used Past 30-days)



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

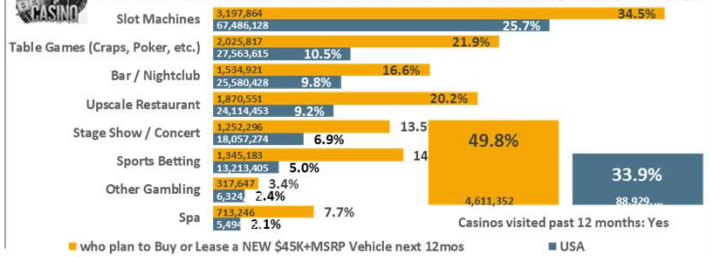


Drank Past 30-days: Adults 18 or older



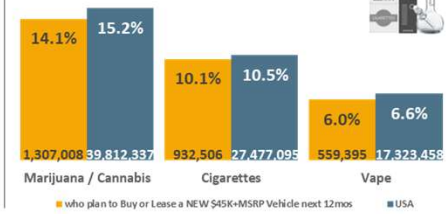
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

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



3.4% or 130,216 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 1.6% more likely to use QSRs past mo., 20.7% more likely to use Sit-Down Restaurants past mo., 29.8% more likely to use Casinos past yr., 74.3% more likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older

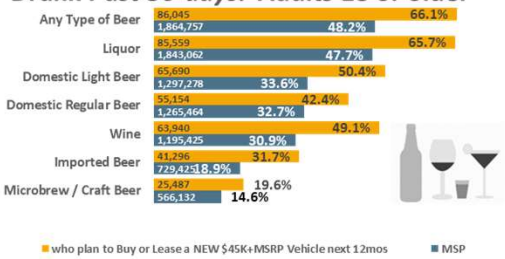
(Sit-Down Restaurants Used Past 30-days)



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

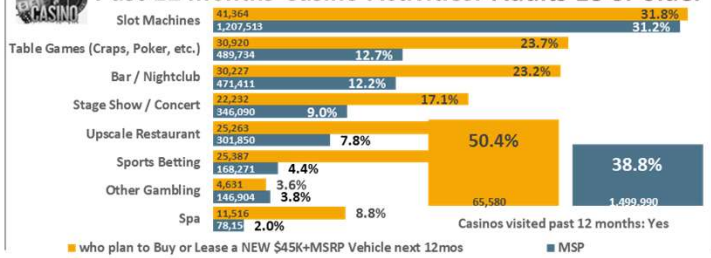
who plan to Buy or Lease a NEW $45K+MSRP Vehicle...	33,693	25.9%
MSP	461,358	11.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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



3.2% or 80,727 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 5.7% more likely to use QSRs past mo., 25.6% more likely to use Sit-Down Restaurants past mo., 59.1% more likely to use Casinos past yr., 9.4% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



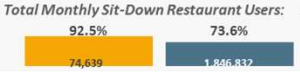
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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

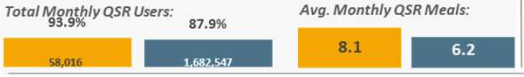


3.2% or 61,778 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 6.8% more likely to use QSRs past mo., 22.2% more likely to use Sit-Down Restaurants past mo., 18.1% more likely to use Casinos past yr., 11.1% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

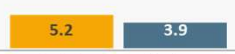
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

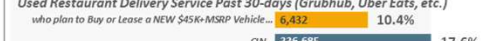


Top-10 Cuisines: Adults 18 or older

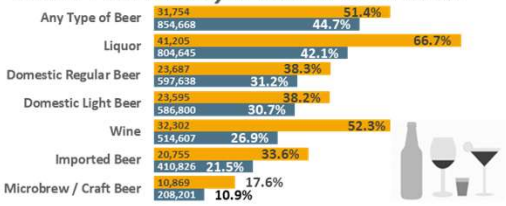
(Sit-Down Restaurants Used Past 30-days)



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

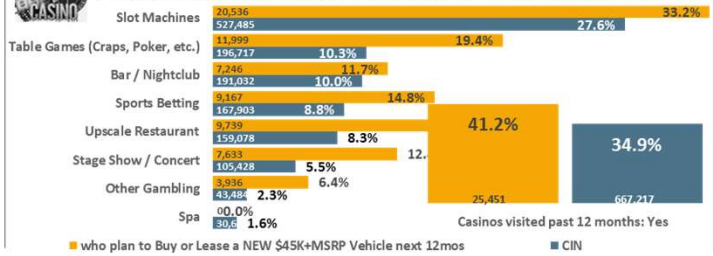


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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



4.3% or 79,863 of WPB DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 18.4% less likely to use QSRs past mo., 14.2% more likely to use Sit-Down Restaurants past mo., 99.8% more likely to use Casinos past yr., 91.6% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 68.7% 84.2% 54,848 1,581,371

Avg. Monthly QSR Meals: 10.4

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



Total Monthly Sit-Down Restaurant Users: 89.5% 78.4% 71,511 1,473,029

Avg. Monthly Sit-Down Restaurant Meals: 8.7 4.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who plan to Buy or Lease a NEW $45K+MSRP Vehicle... 17,996 22.5%

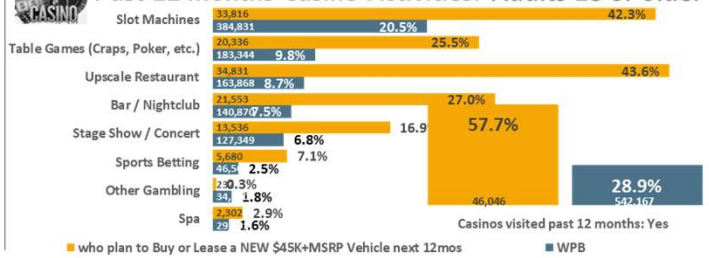
WPB 321,552 17.1%

Drank Past 30-days: Adults 18 or older



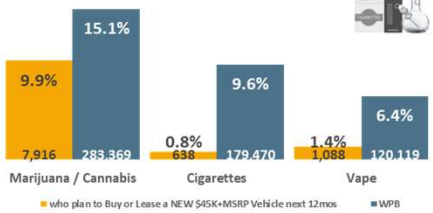
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

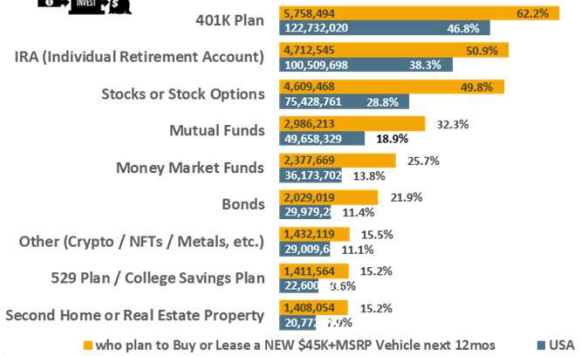
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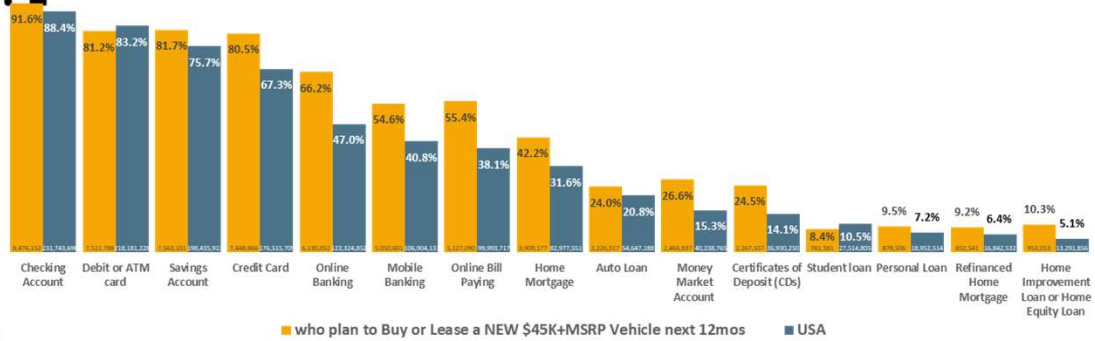


3.5% or 9,258,454 of USA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 32.9% more likely to have a 401K, 15.4% more likely to have an Auto Loan, 68.7% more likely to Invest/Trade Stocks Online, 12.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



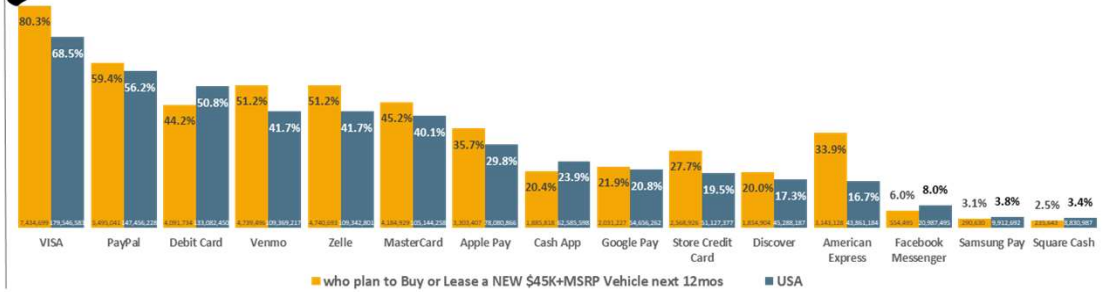
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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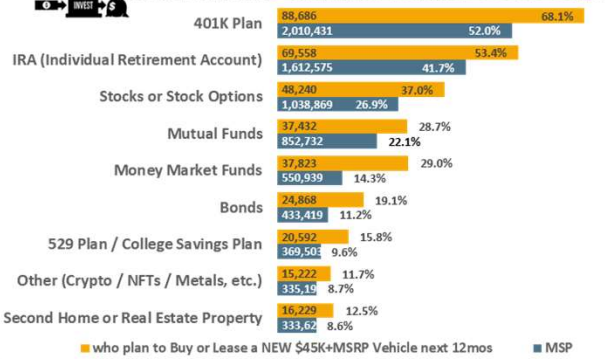
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

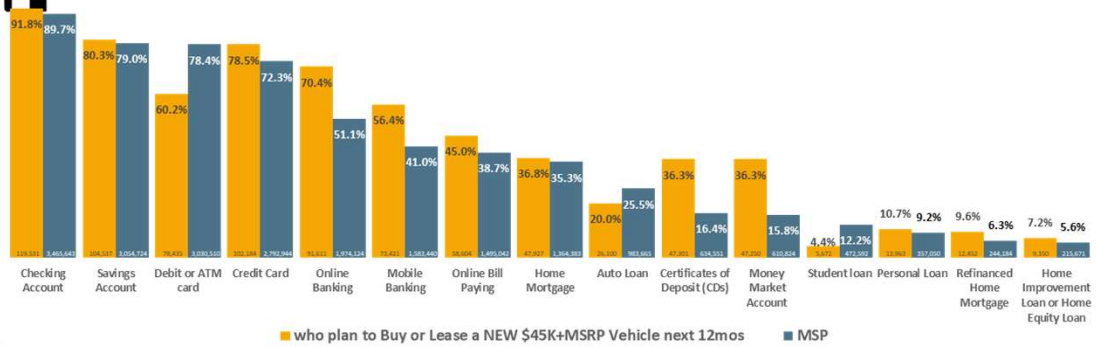


3.4% or 130,216 of MSP DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 30.9% more likely to have a 401K, 21.2% less likely to have an Auto Loan, 37.7% more likely to Invest/Trade Stocks Online, 39.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



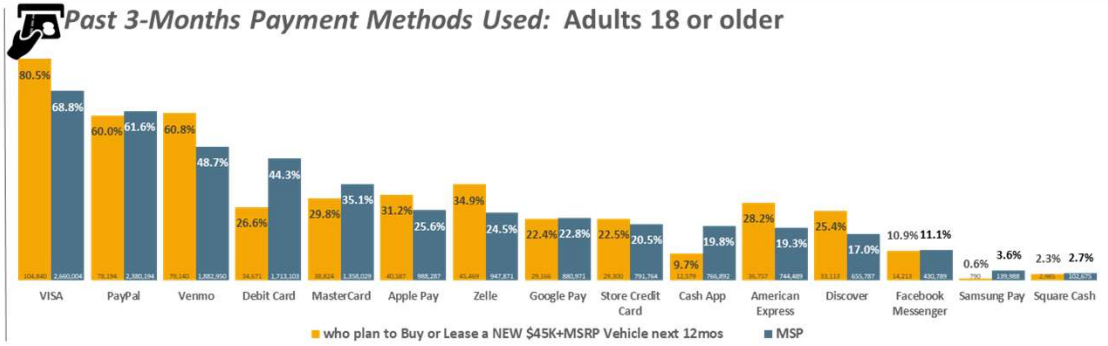
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



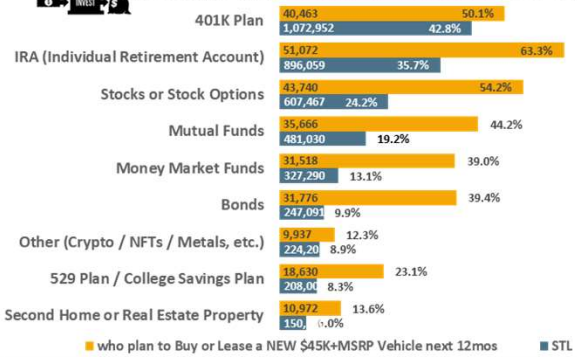
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

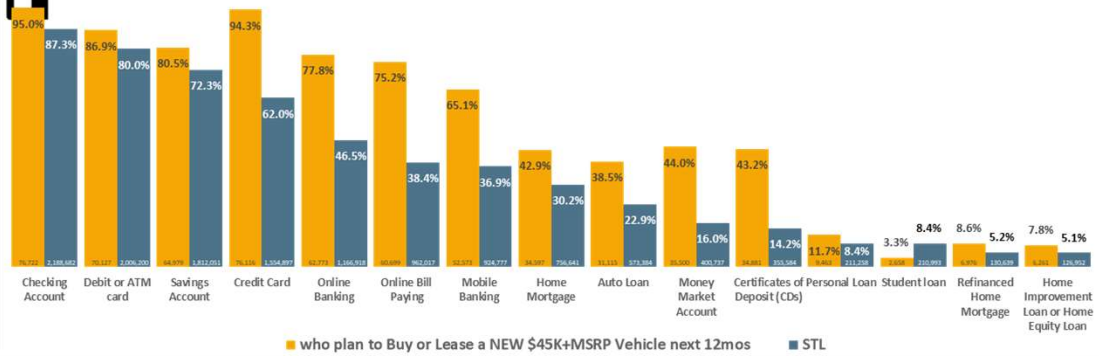


3.2% or 80,727 of STL DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 17.2% more likely to have a 401K, 68.6% more likely to have an Auto Loan, 336.8% more likely to Invest/Trade Stocks Online, 17.1% less likely to pay with their Debit Card.

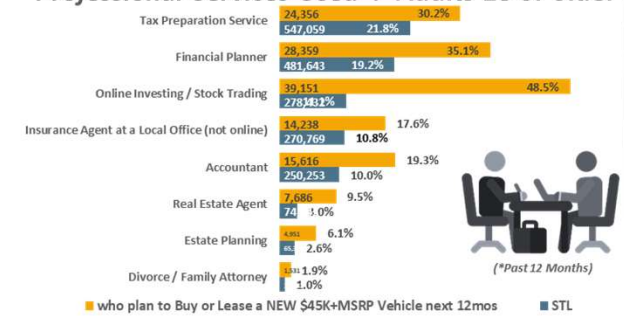
Investments Owned: Adults 18 or older



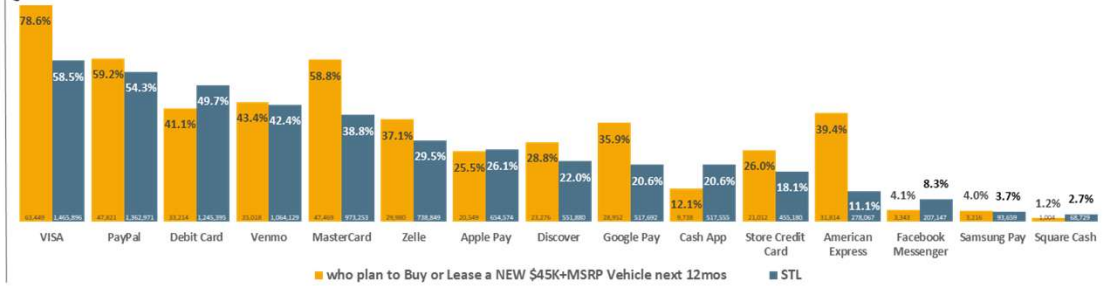
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



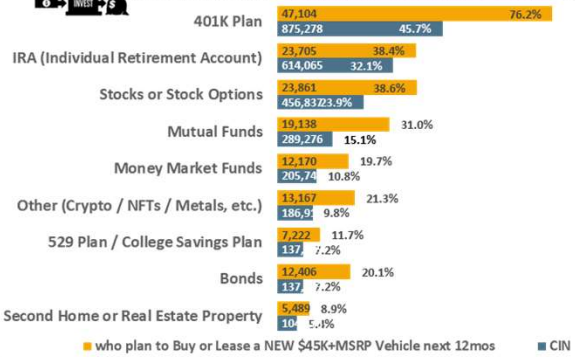
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

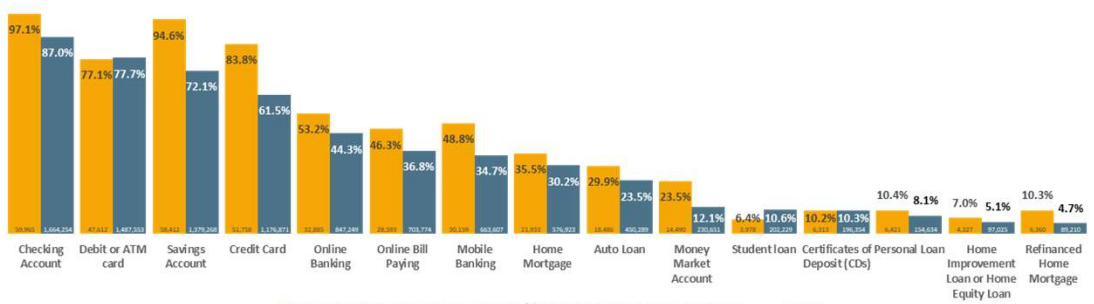


3.2% or 61,778 of CIN DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 66.7% more likely to have a 401K, 27.1% more likely to have an Auto Loan, 70.4% more likely to Invest/Trade Stocks Online, 8.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



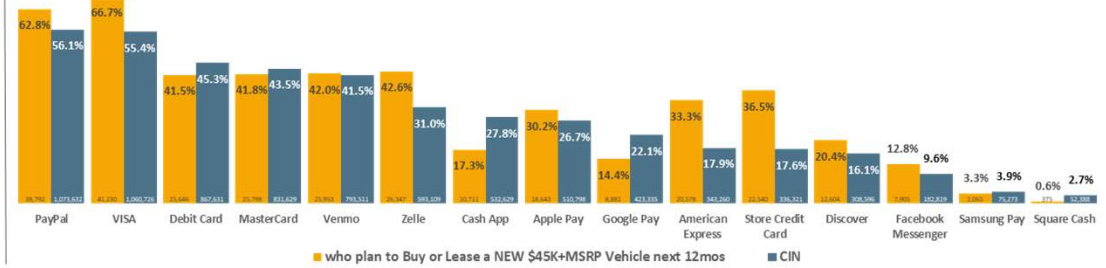
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



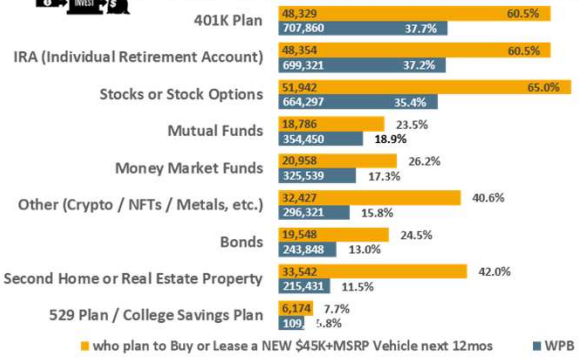
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

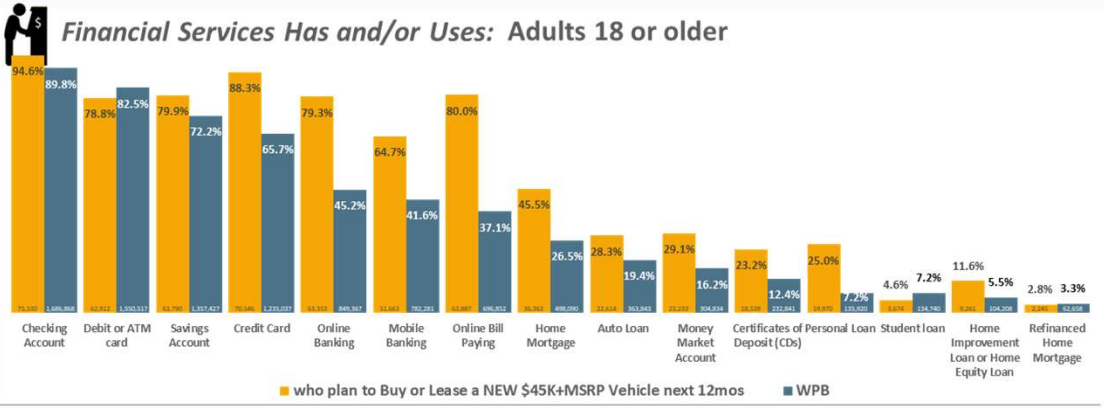


4.3% or 79,863 of WPB DMA Adults 18 or older plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos. Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos are 60.6% more likely to have a 401K, 46.2% more likely to have an Auto Loan, 109.% more likely to Invest/Trade Stocks Online, 14.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



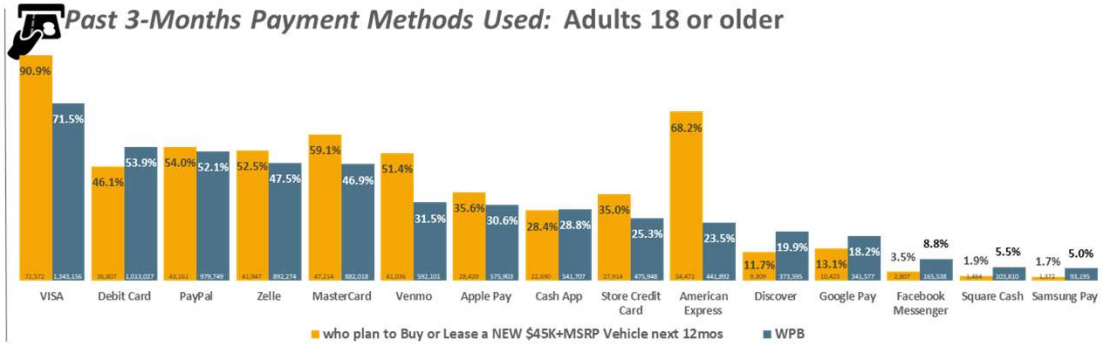
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



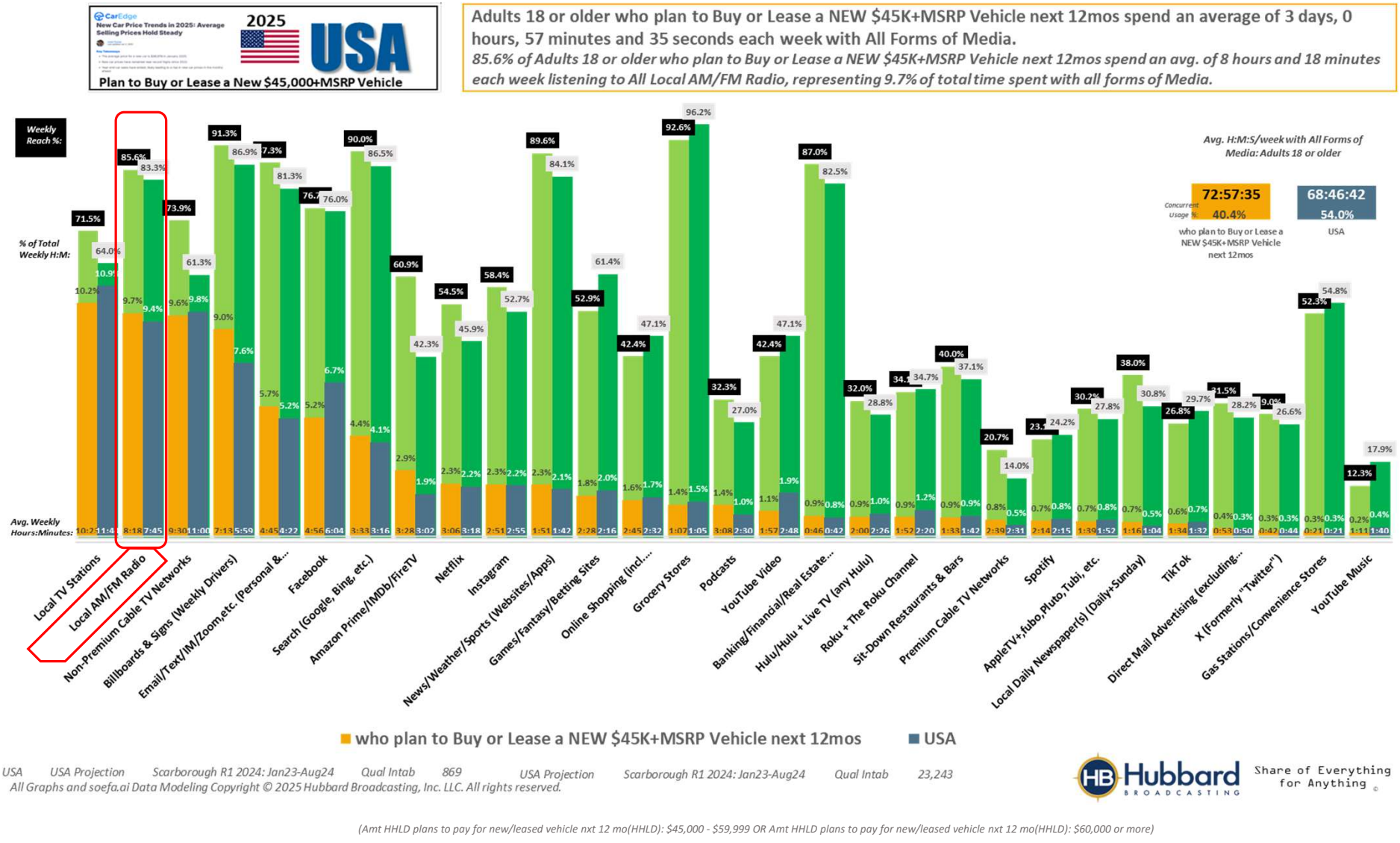
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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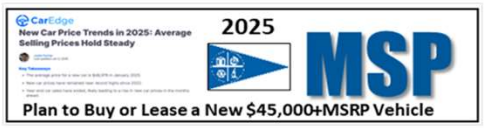


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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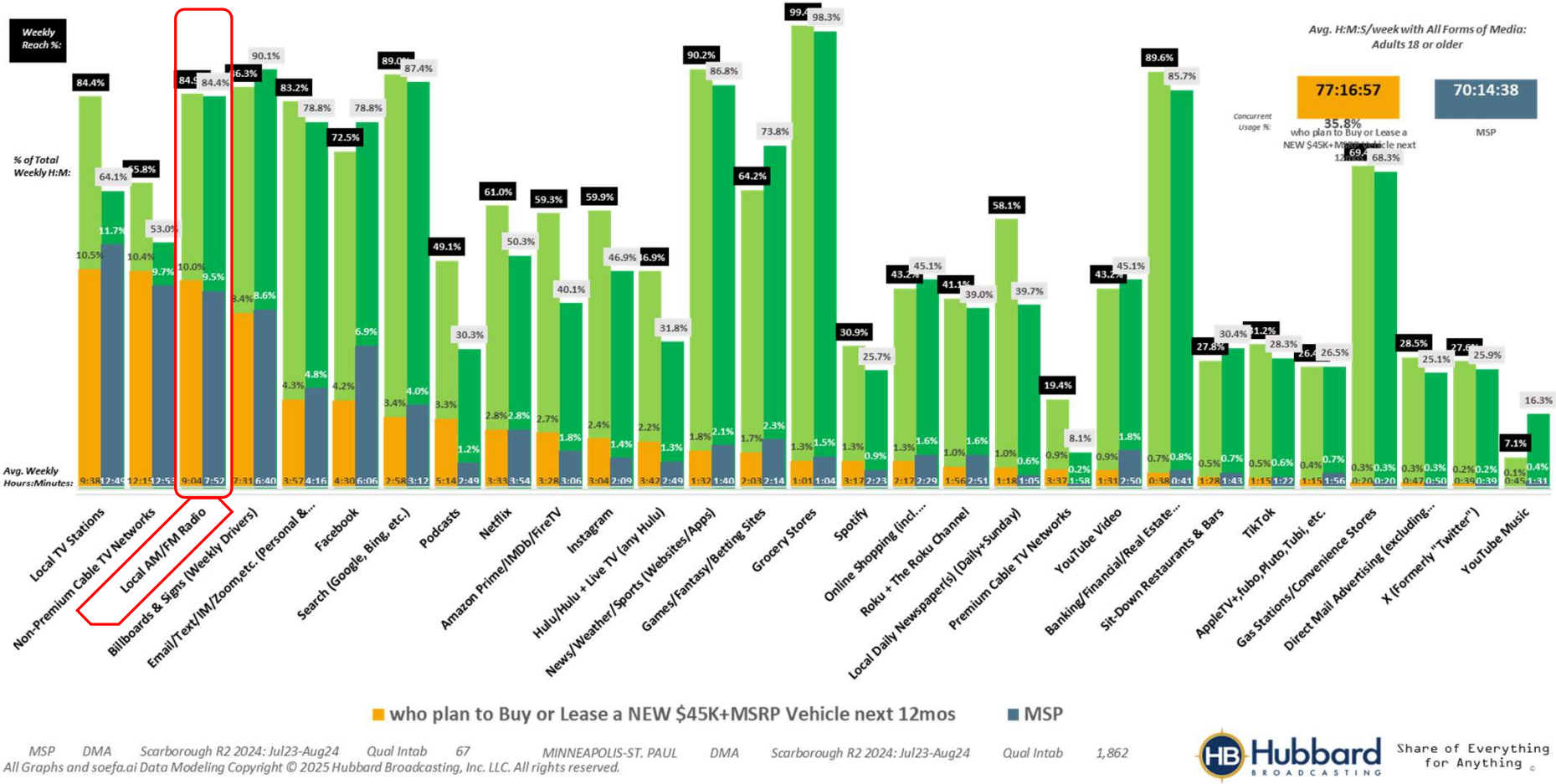
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 3 days, 5 hours, 16 minutes and 57 seconds each week with All Forms of Media.

84.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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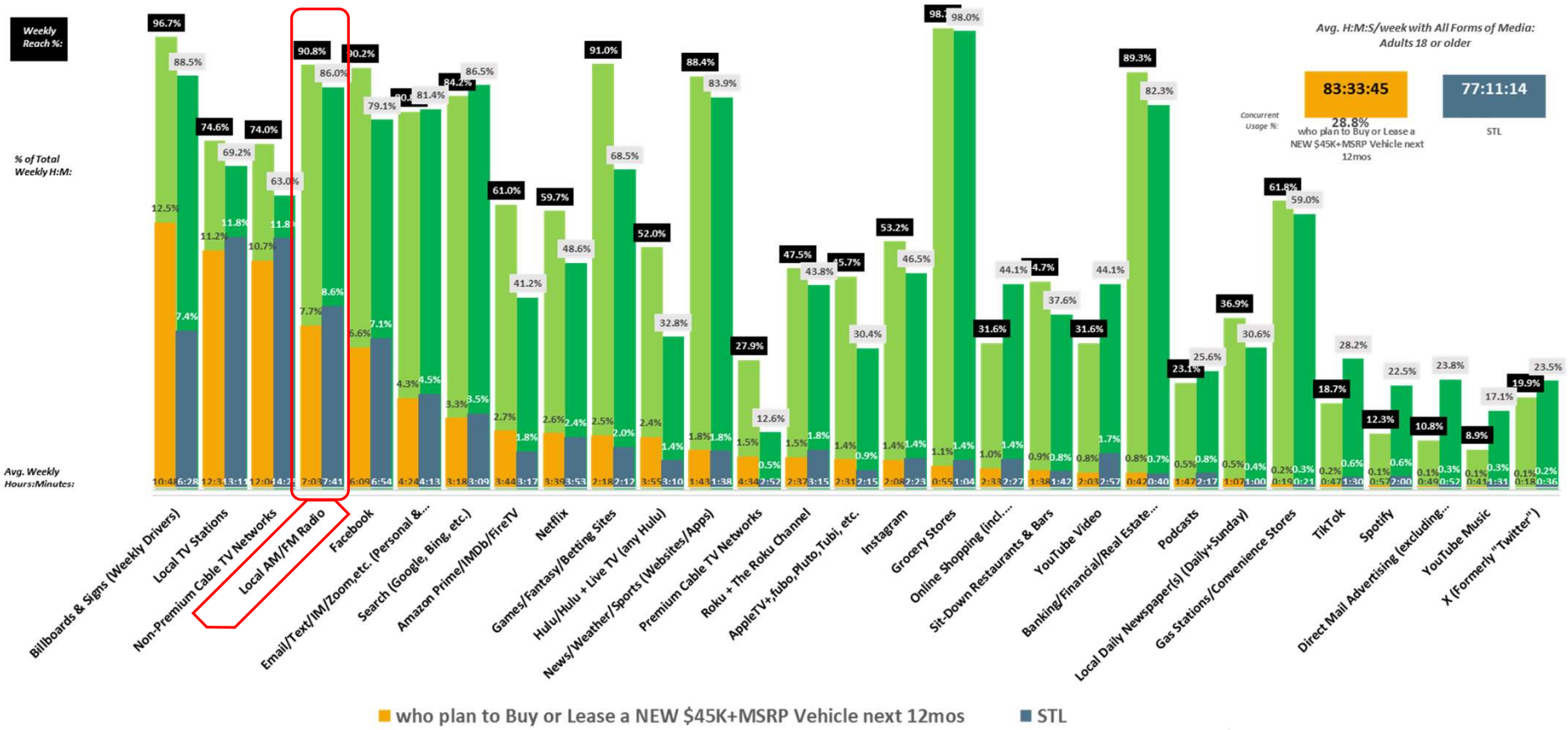
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 3 days, 11 hours, 33 minutes and 45 seconds each week with All Forms of Media.

90.8% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.

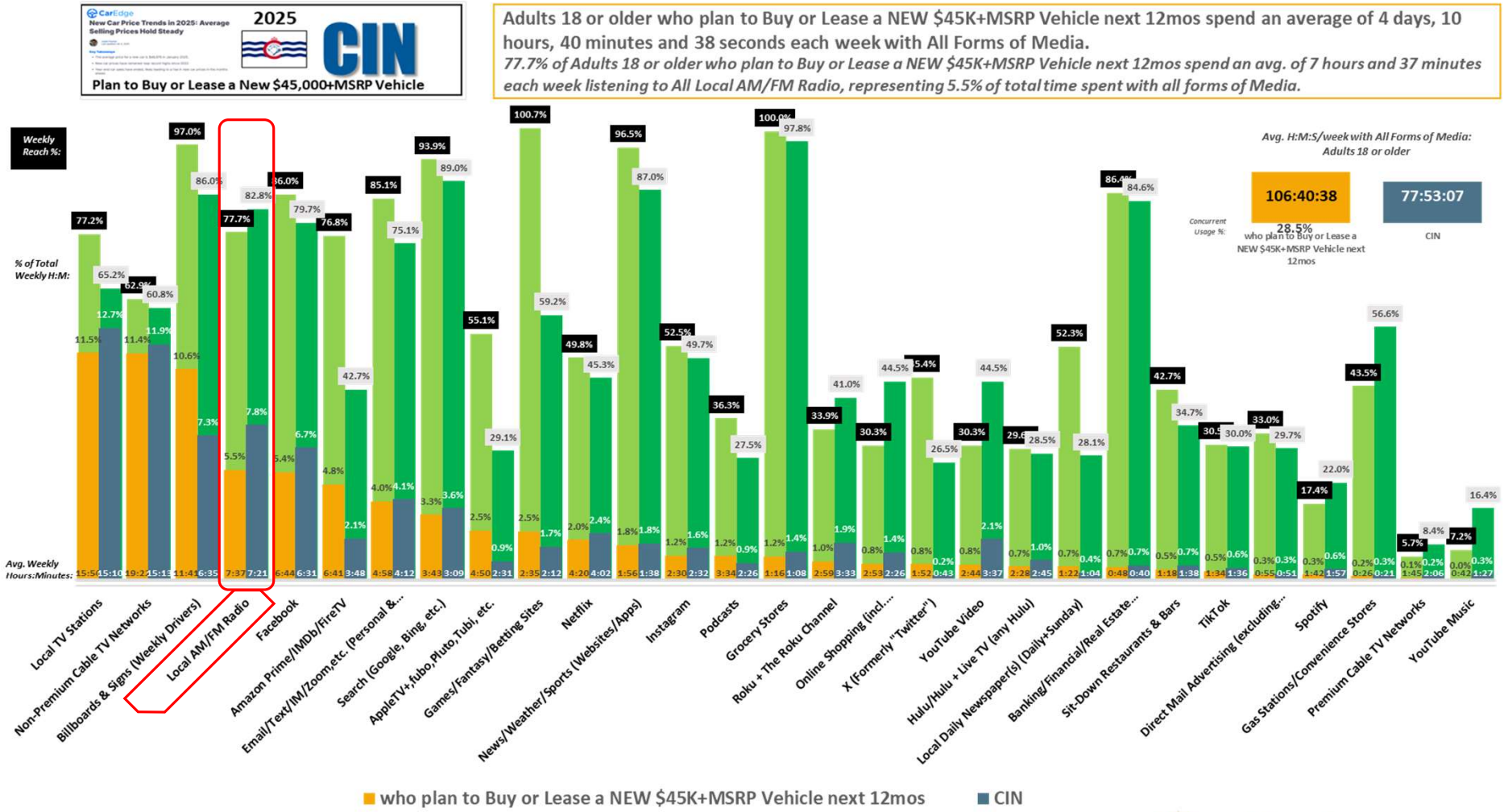


STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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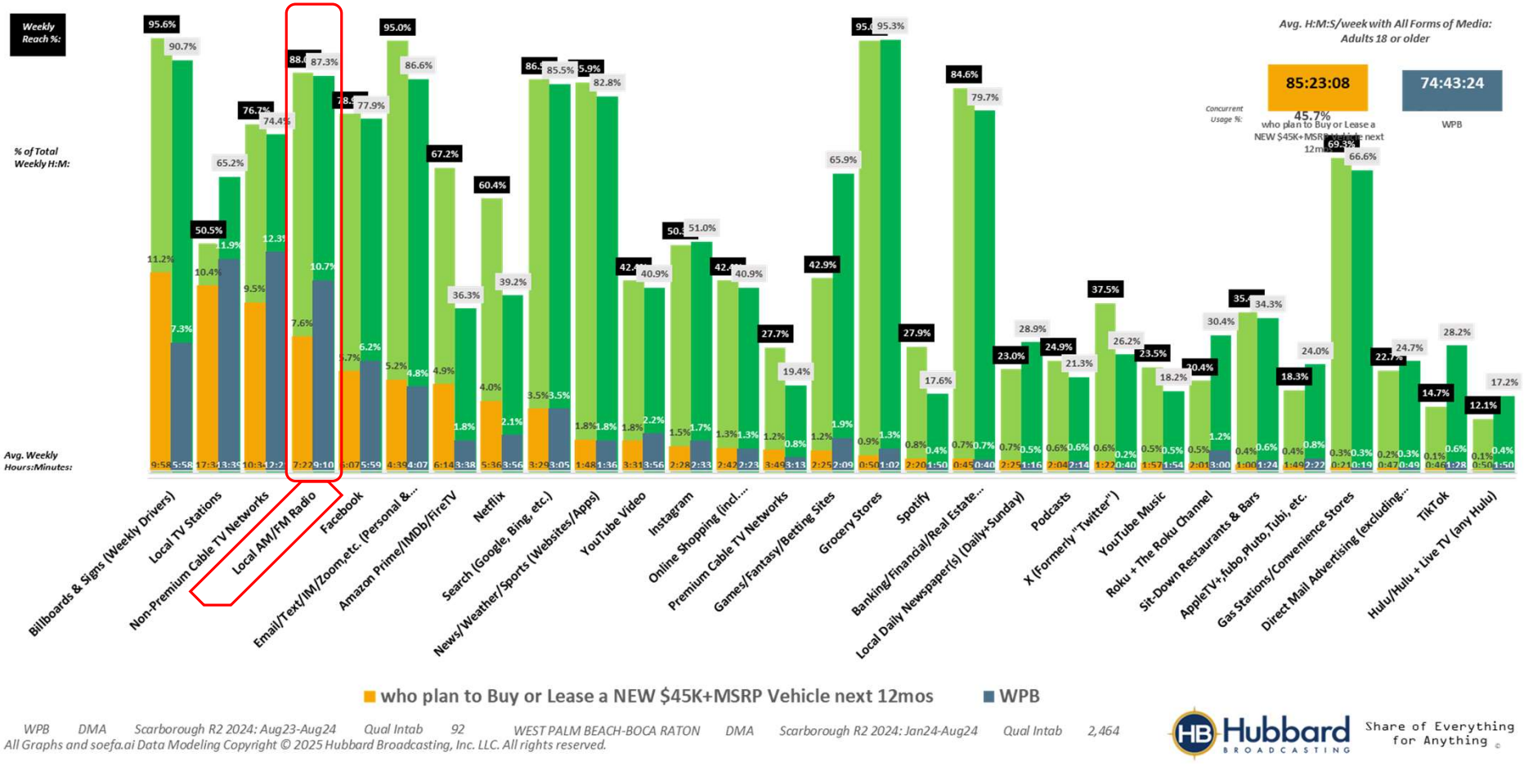
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Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 3 days, 13 hours, 23 minutes and 8 seconds each week with All Forms of Media.

88.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.

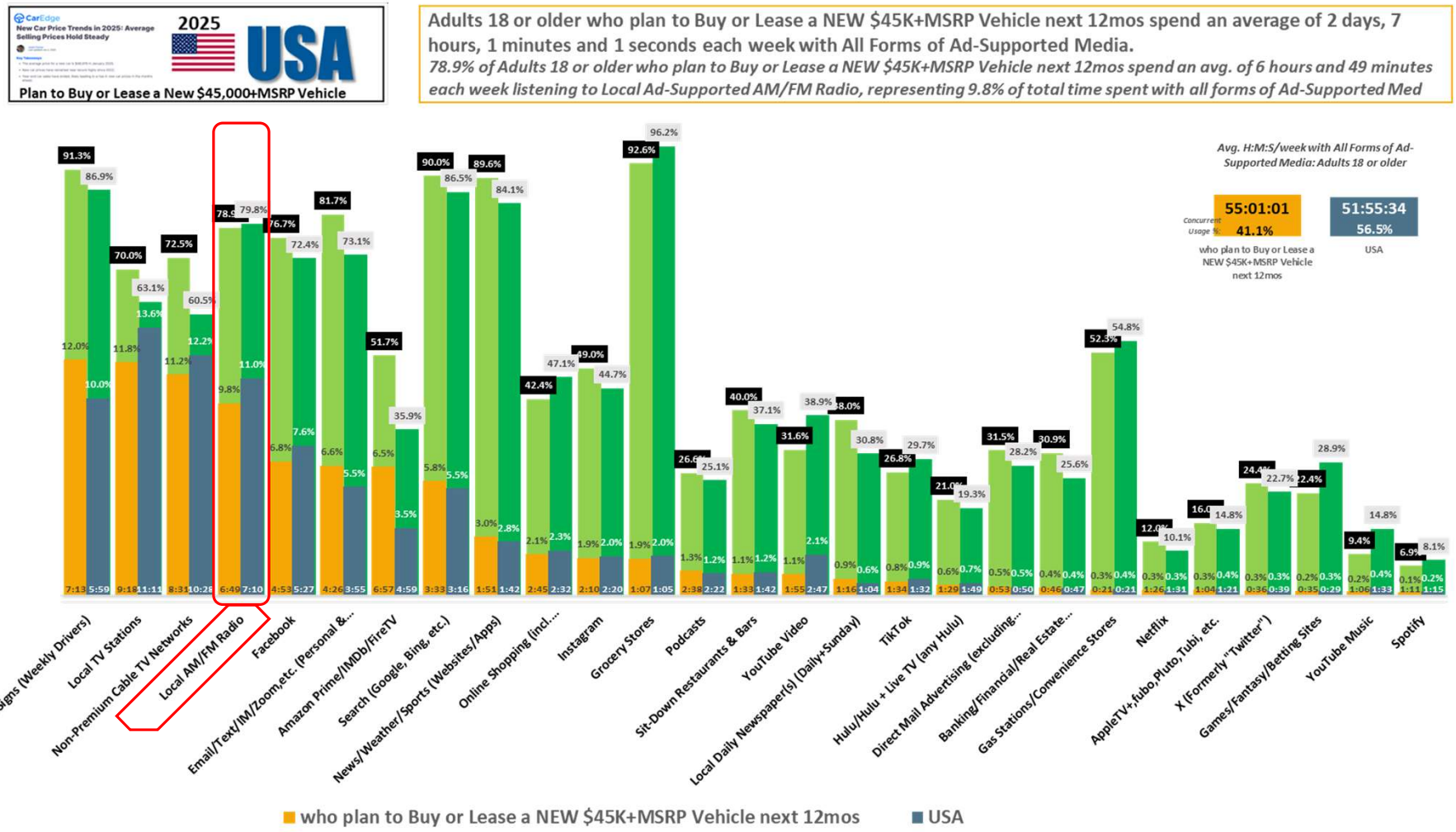


WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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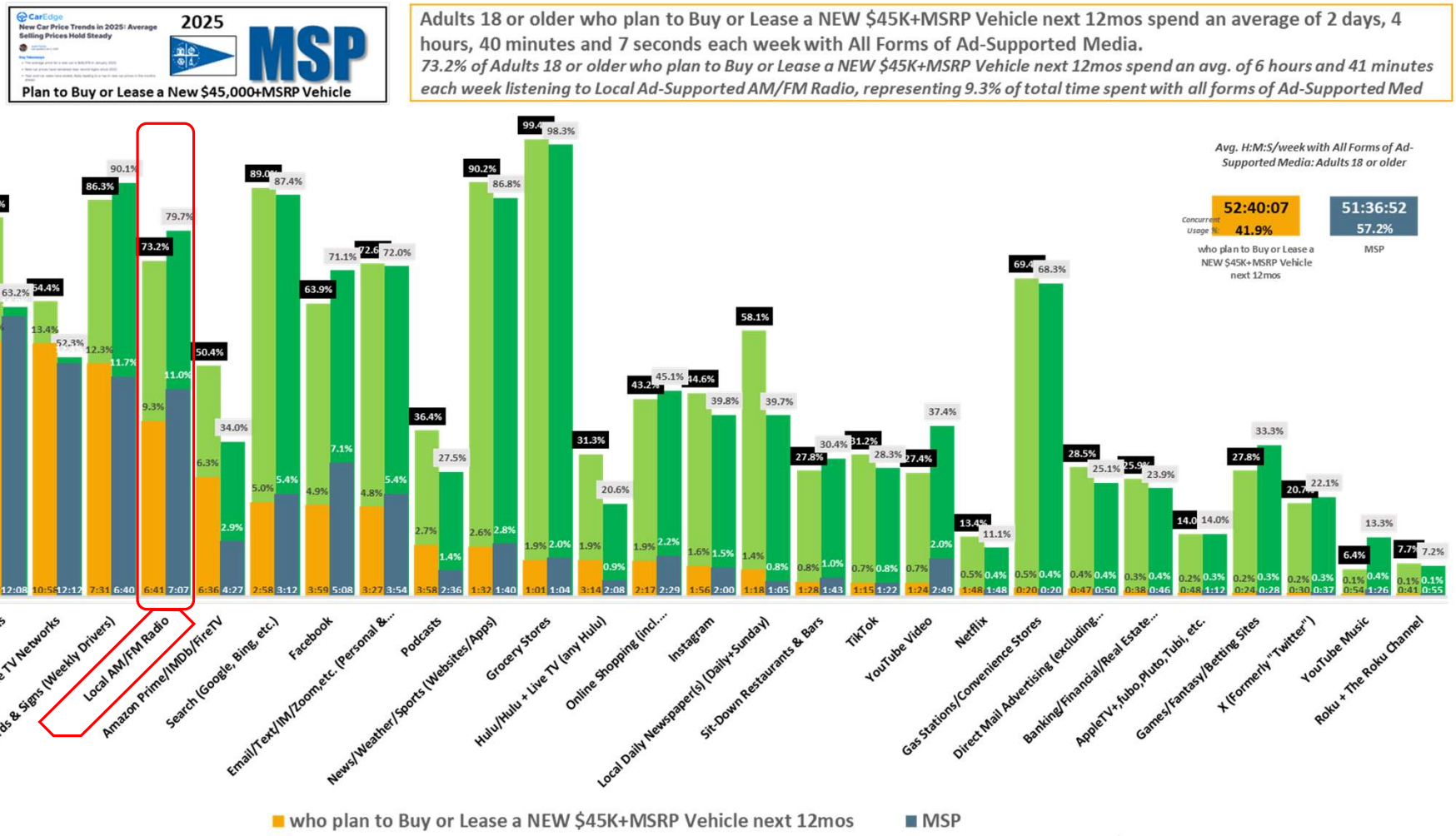
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243
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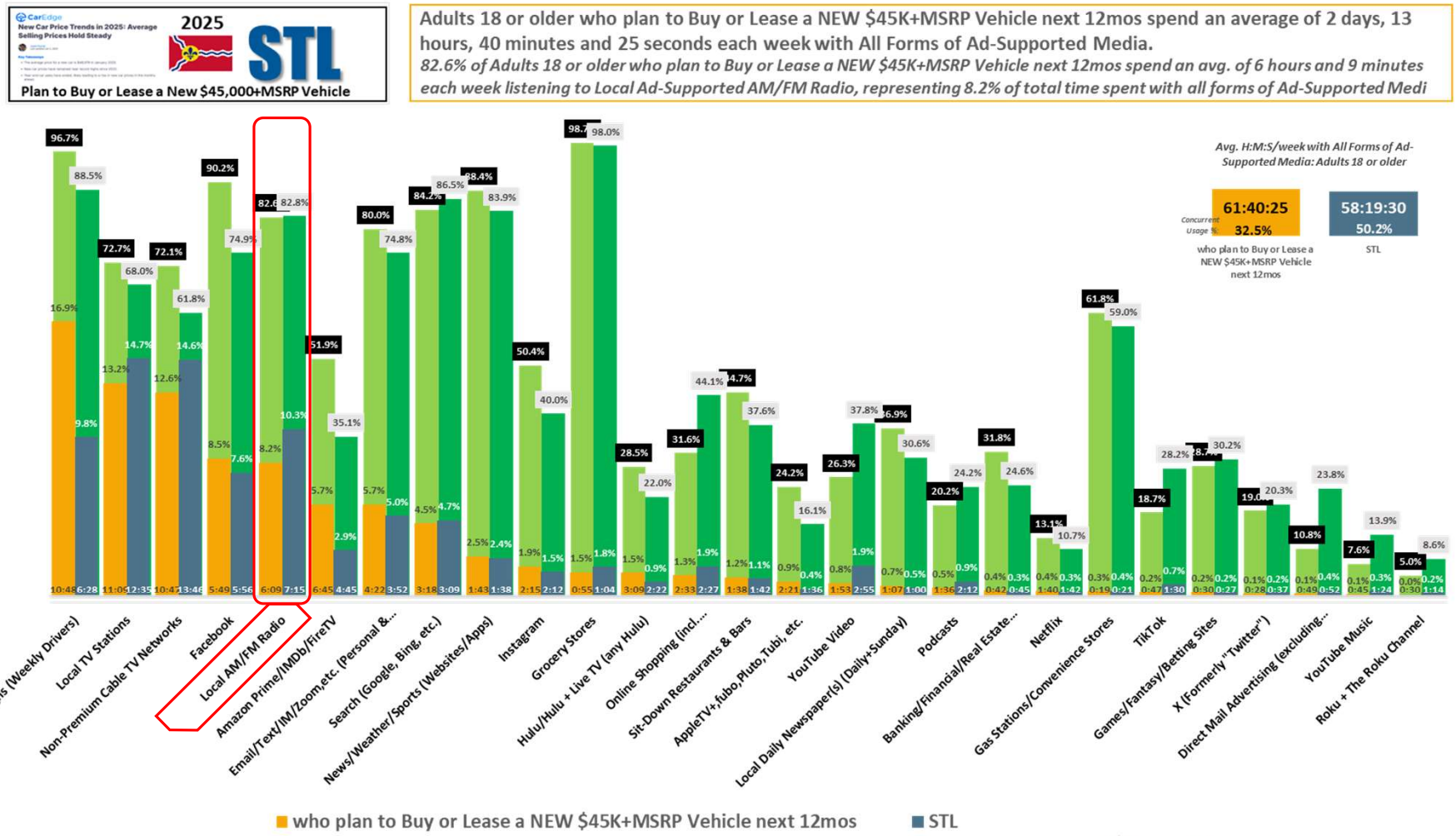


MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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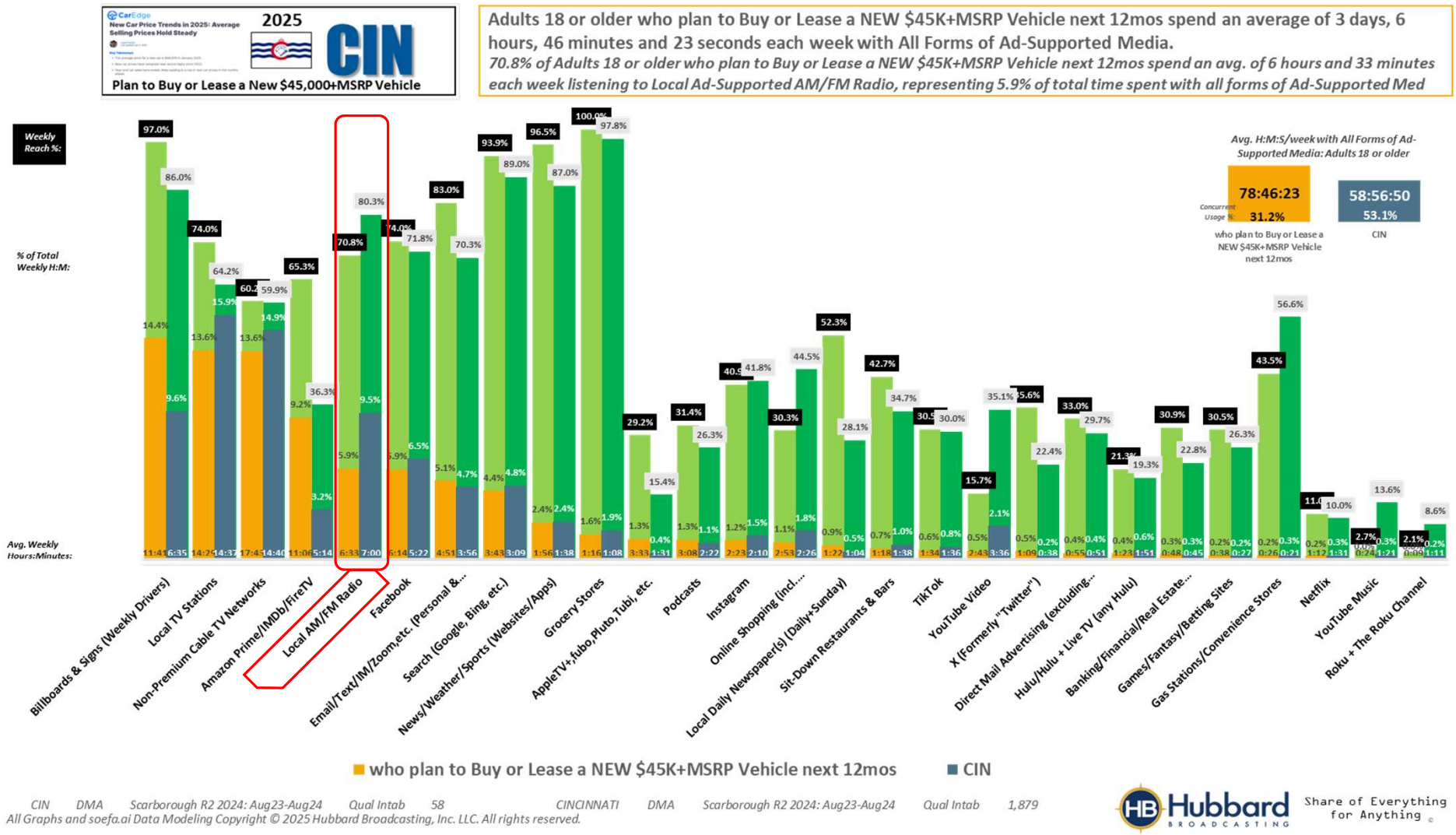


STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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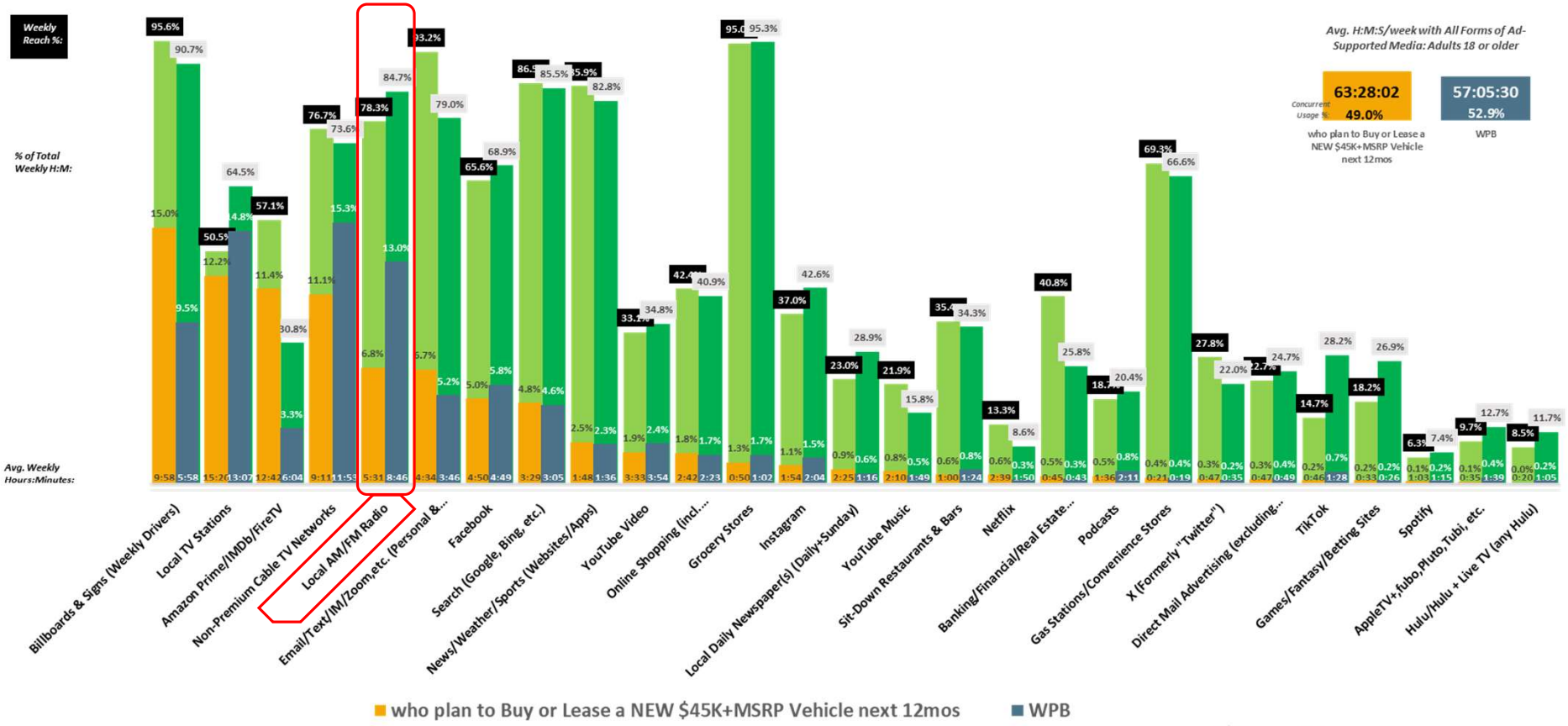
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 2 days, 15 hours, 28 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

78.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an avg. of 5 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.8% of total time spent with all forms of Ad-Supported Med



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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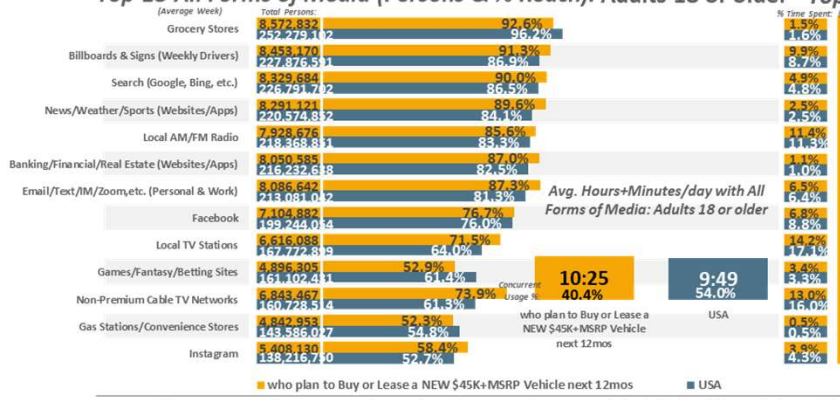
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

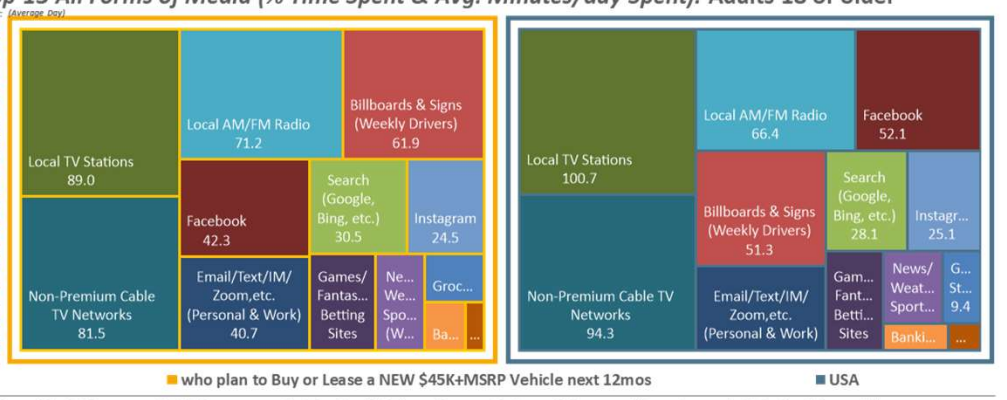


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

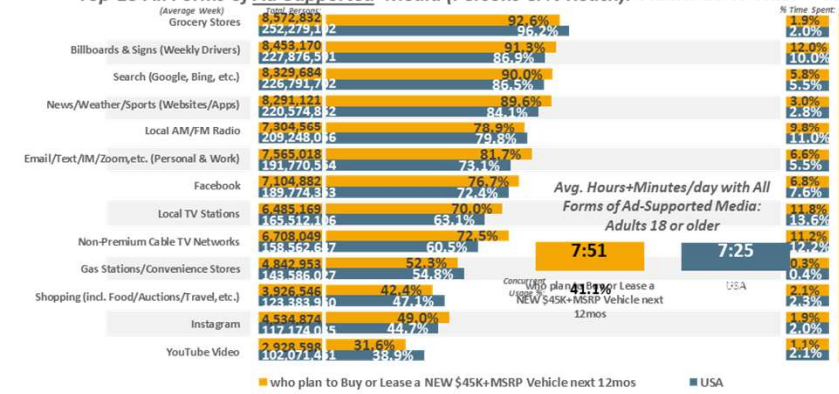
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



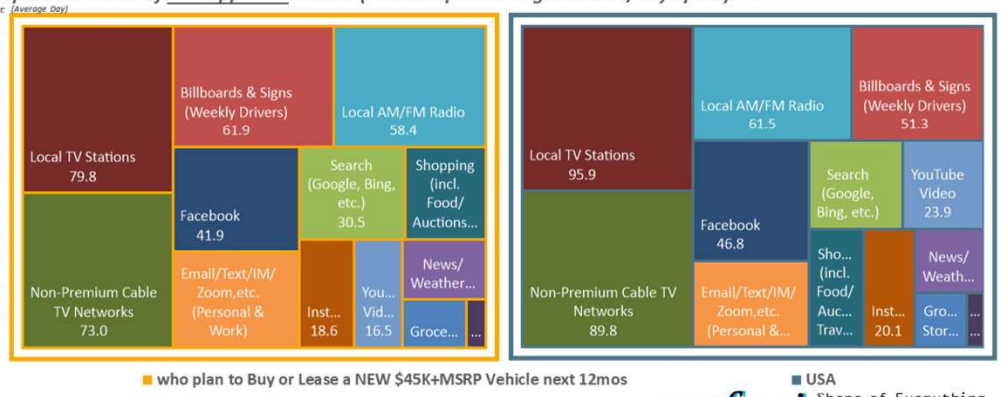
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

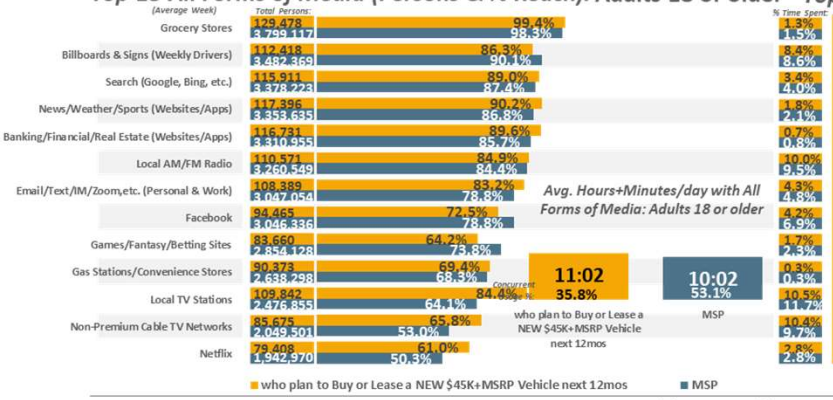
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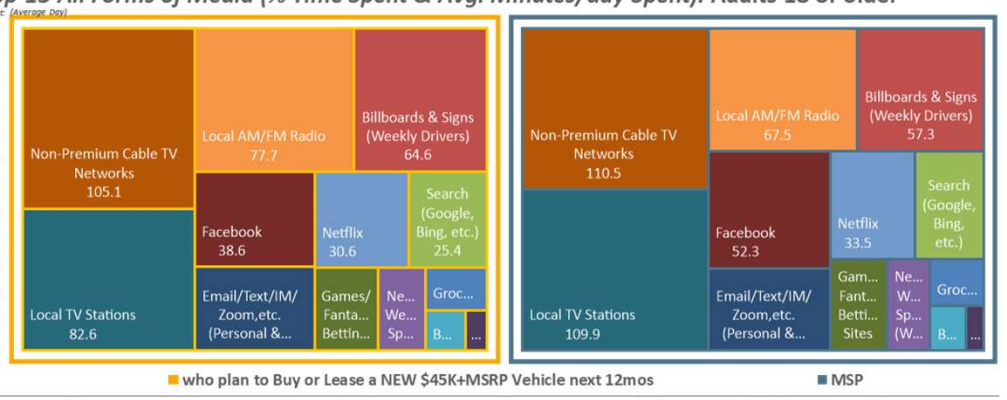


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 57.4 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

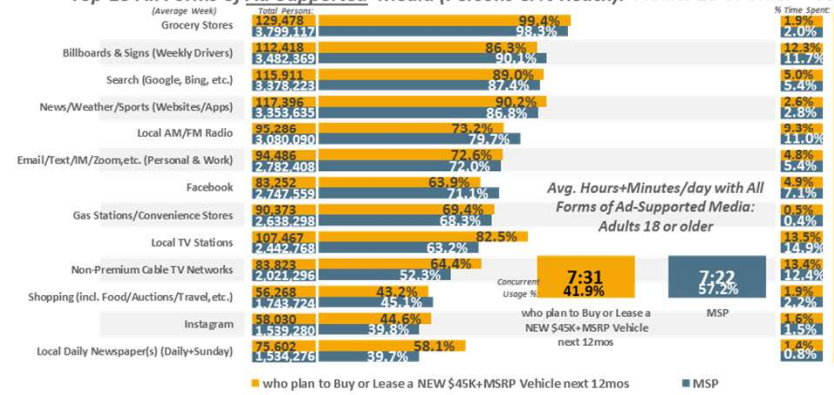
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



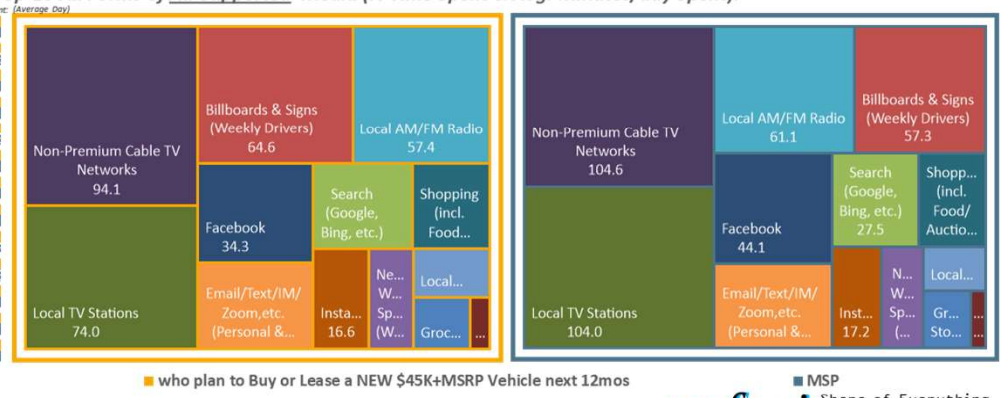
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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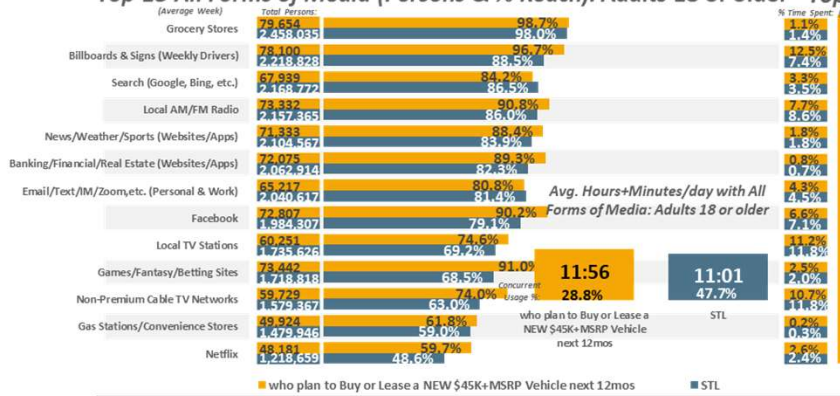
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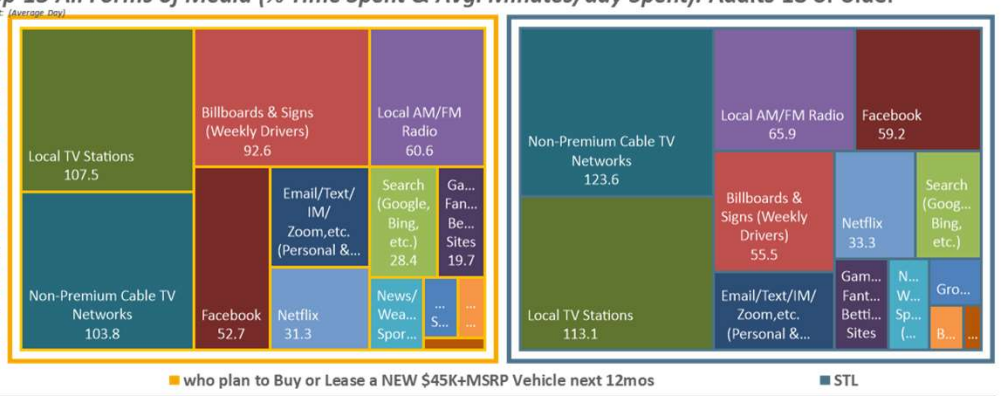


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 52.7 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

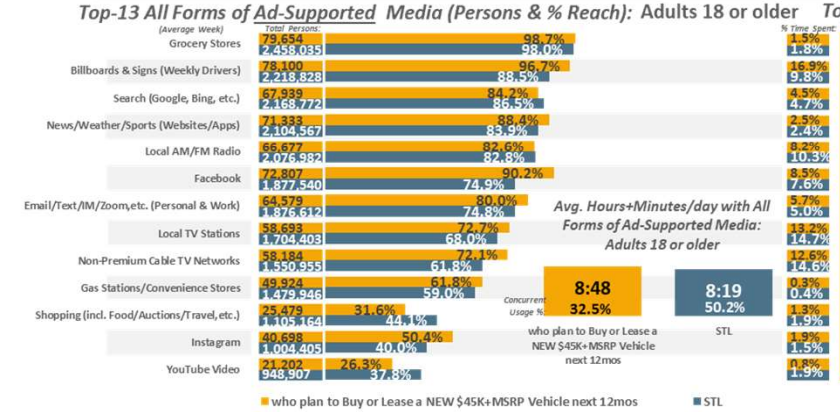
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



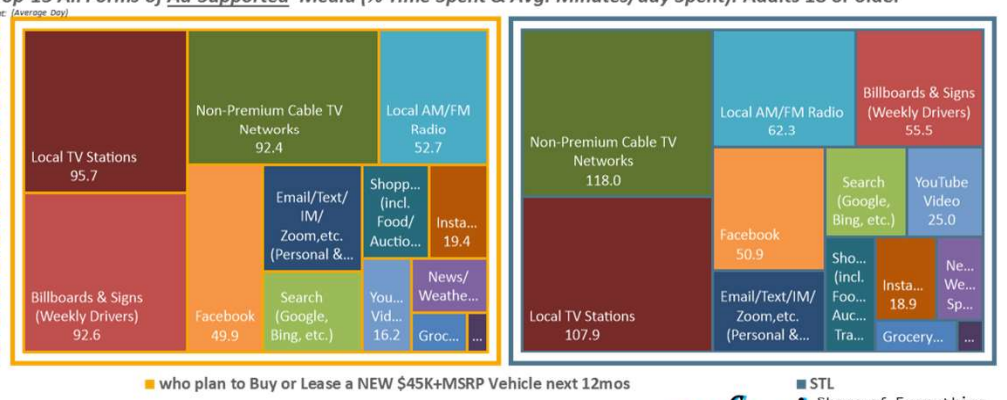
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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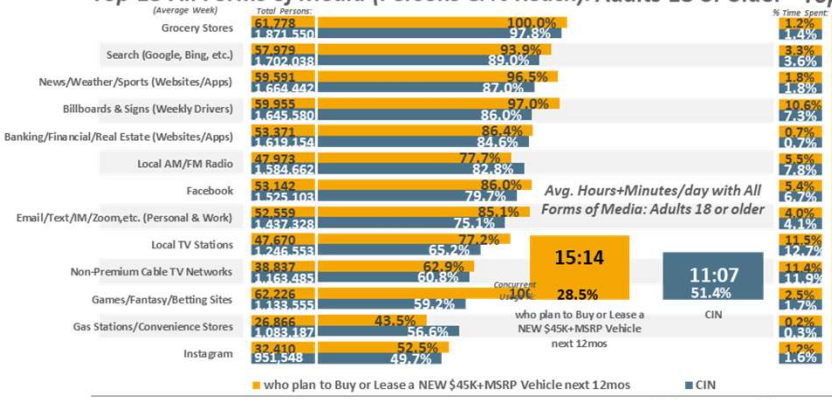
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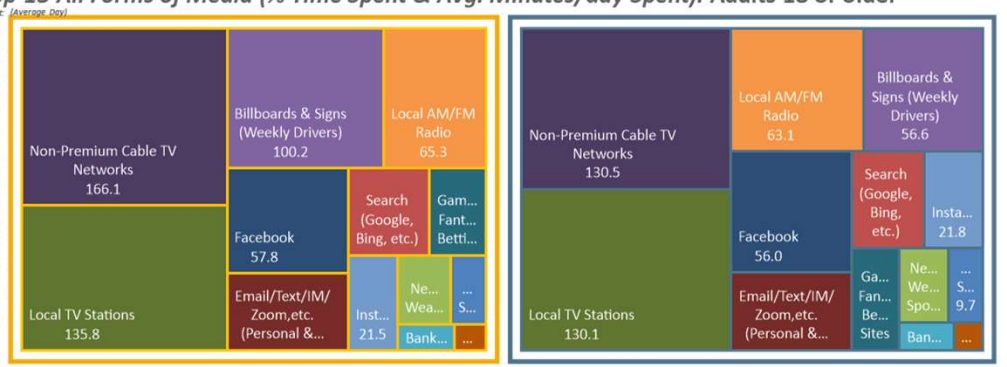


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 11 hours and 15 minutes each day with All Forms of Ad-Supported Media. 70.8% listen to Local AM/FM Radio for an avg. of 56.3 minutes/day. *(Local Radio delivers 5.9% of Time with Ad-Supported Media.)*

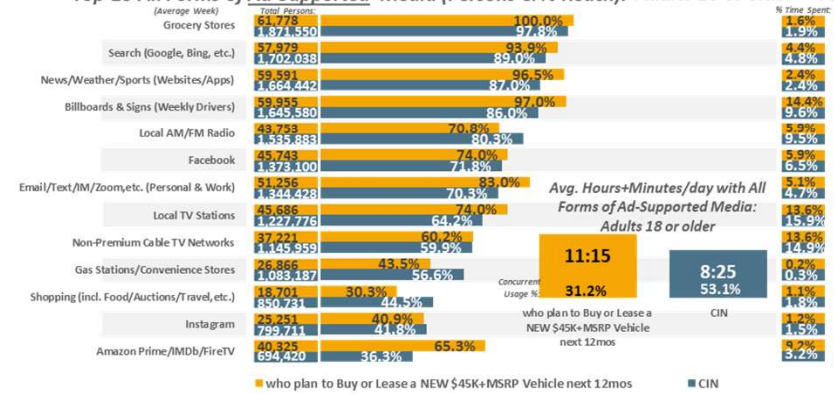
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



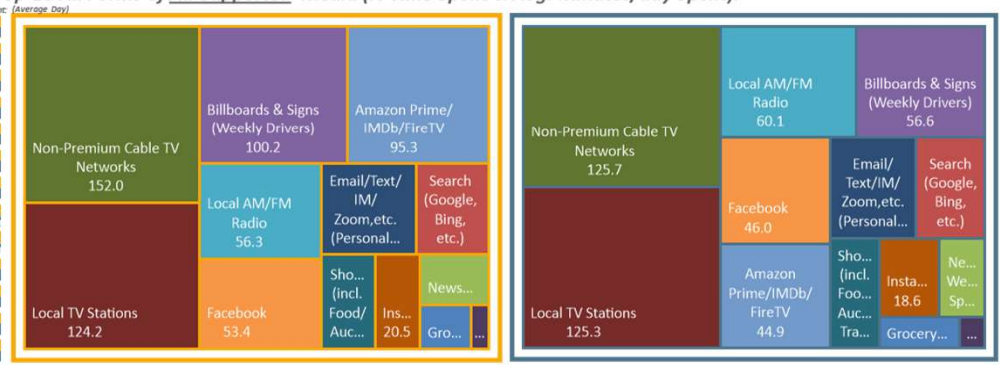
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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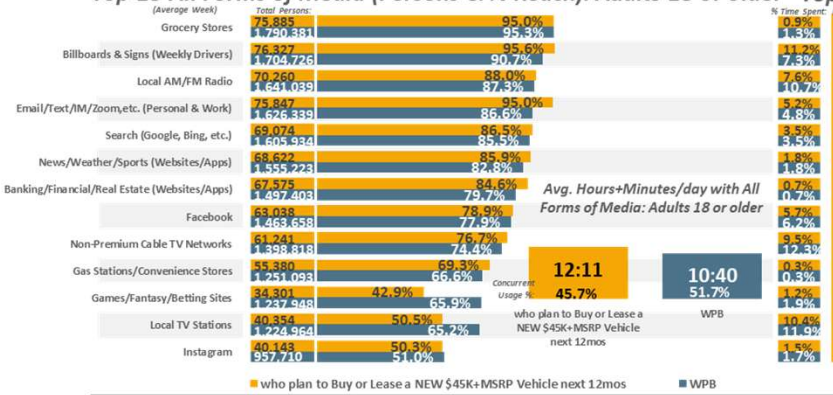
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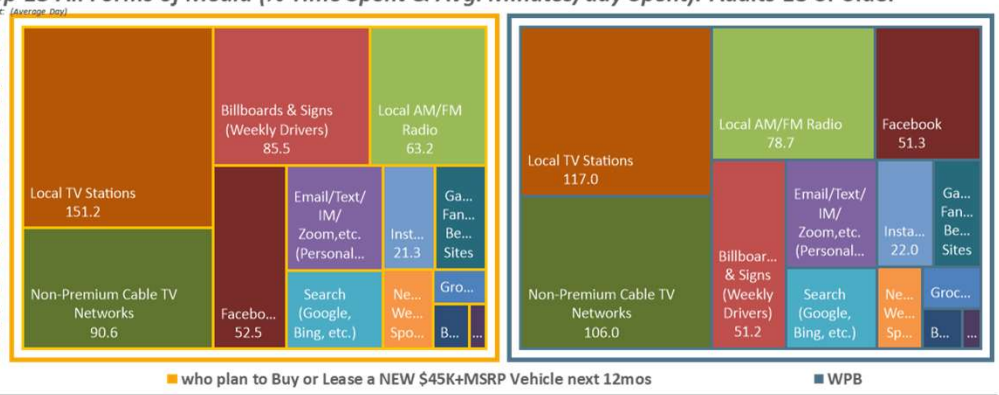


Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 47.4 minutes/day. *(Local Radio delivers 6.8% of Time with Ad-Supported Media.)*

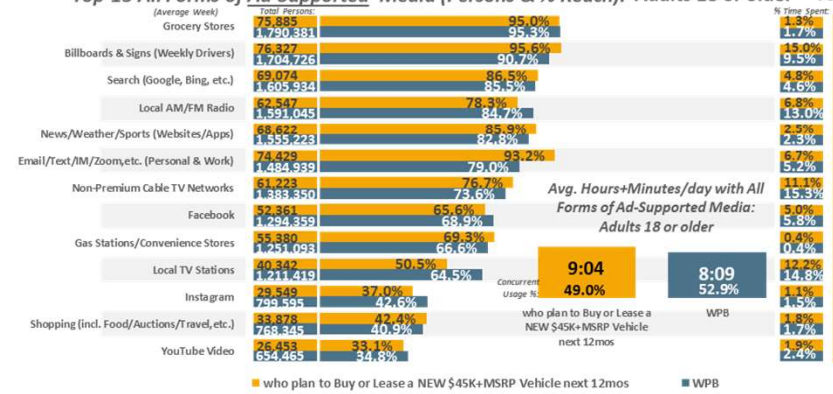
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



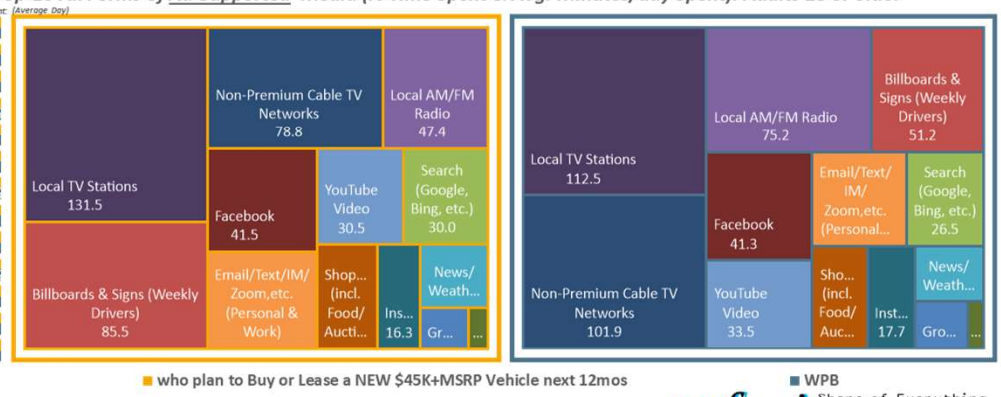
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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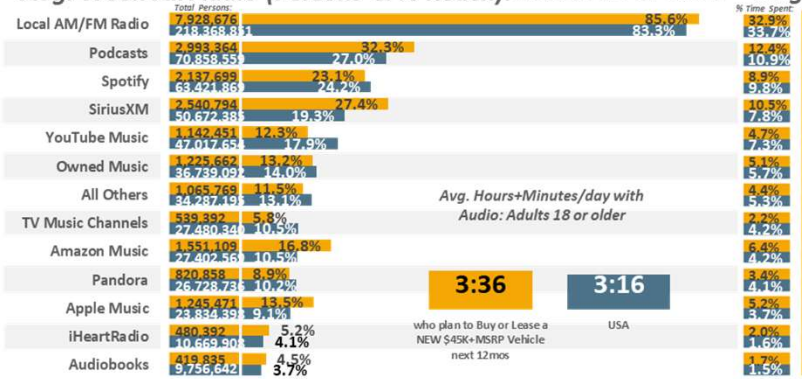
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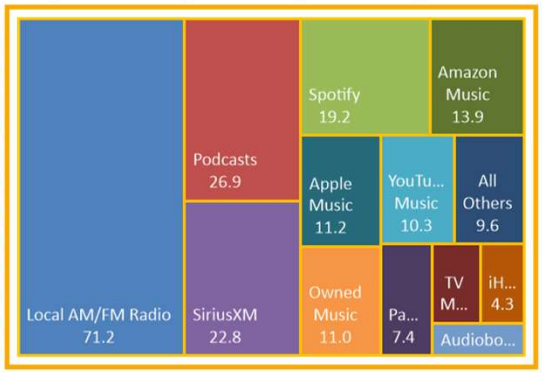


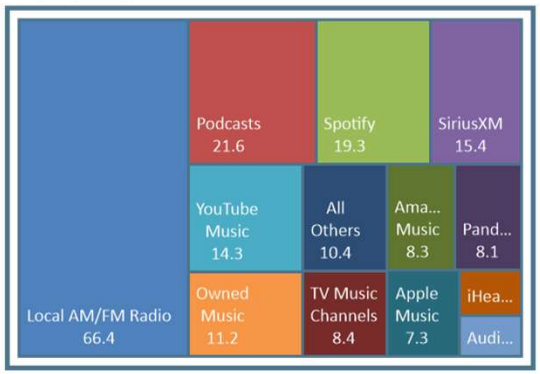
7,304,565 or 78.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

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

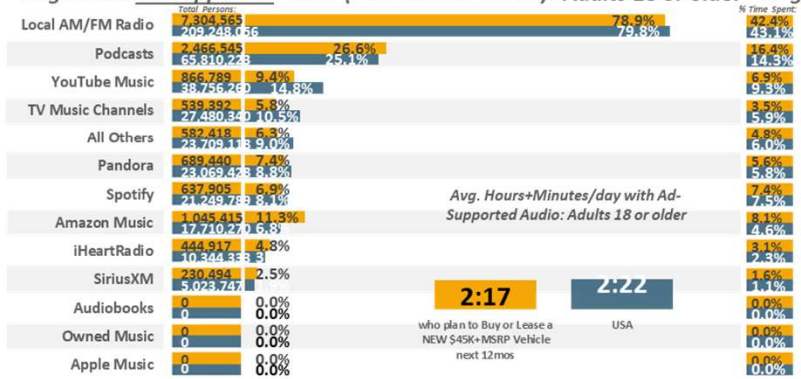


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

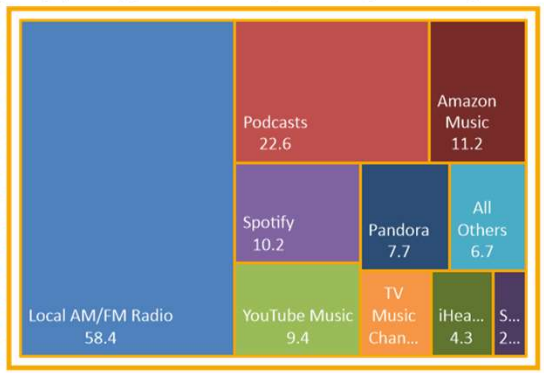


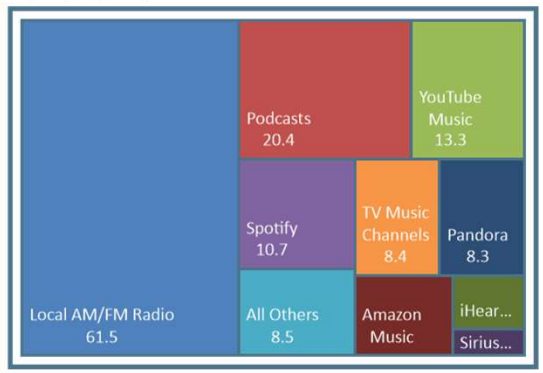


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

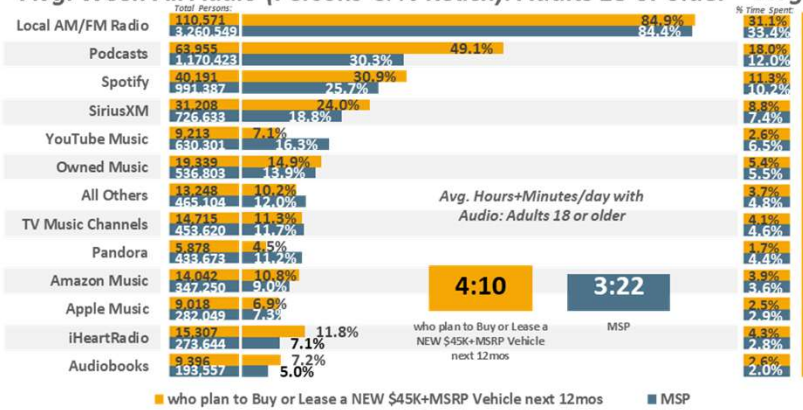
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

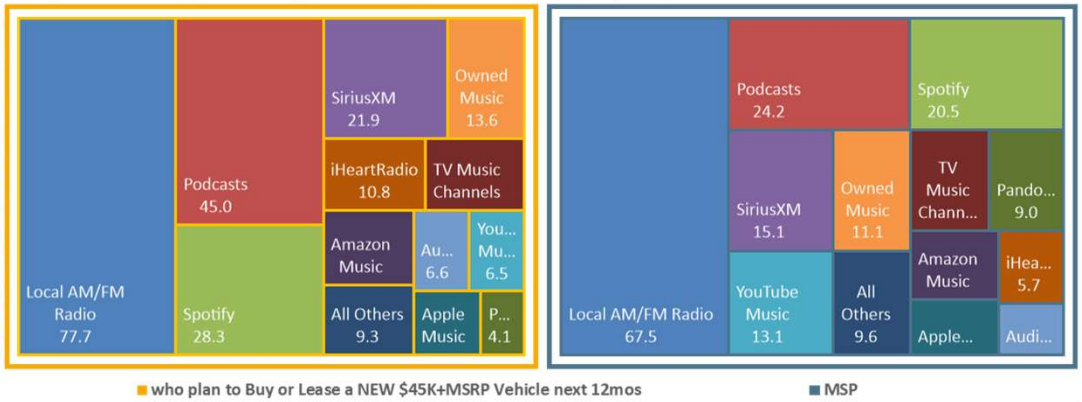


95,286 or 73.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

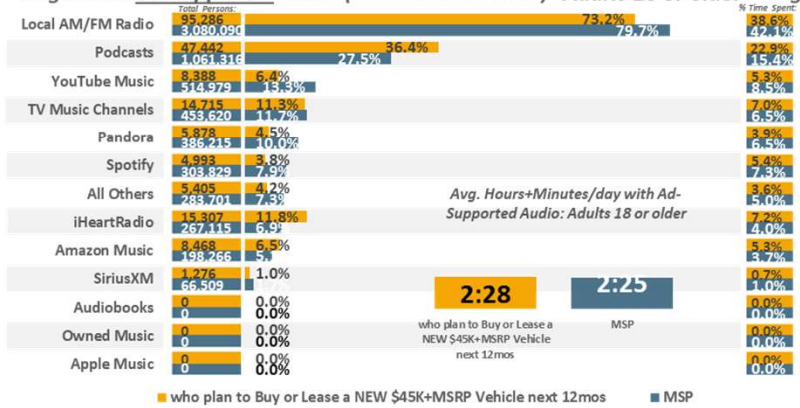
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



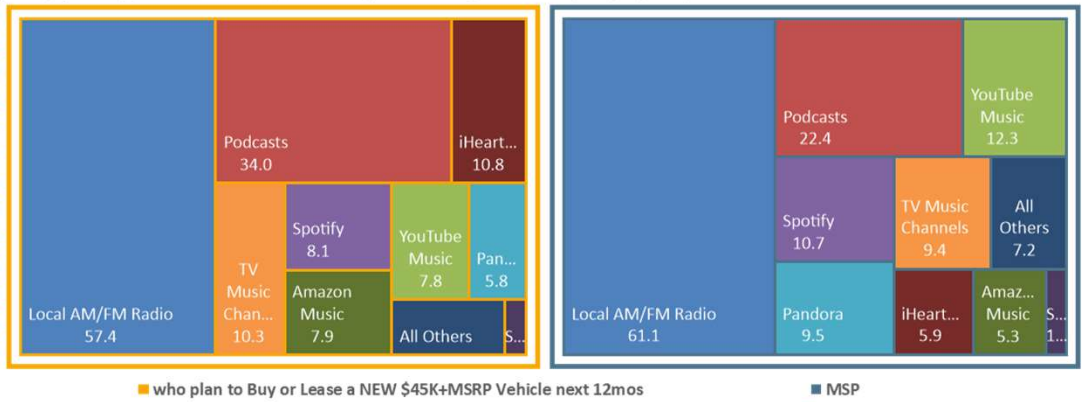
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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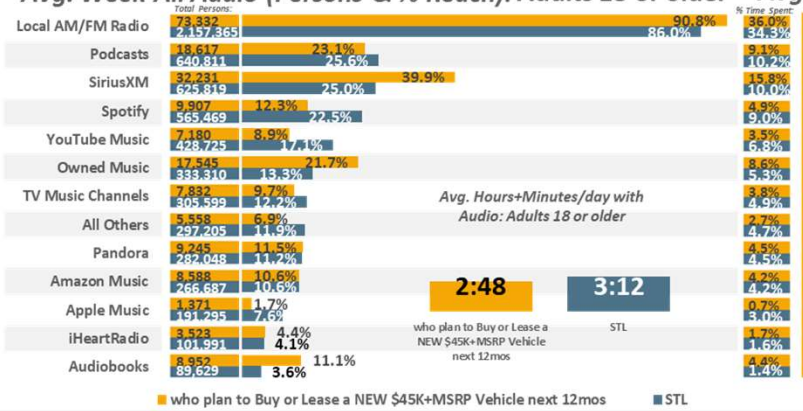
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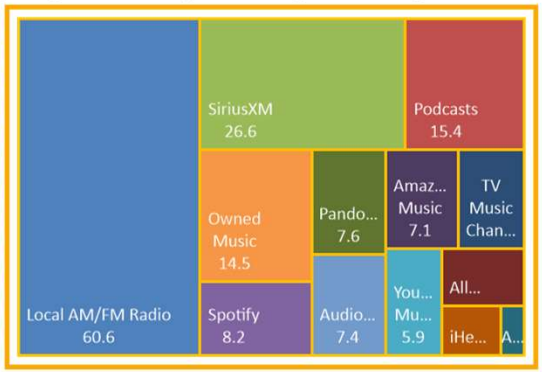


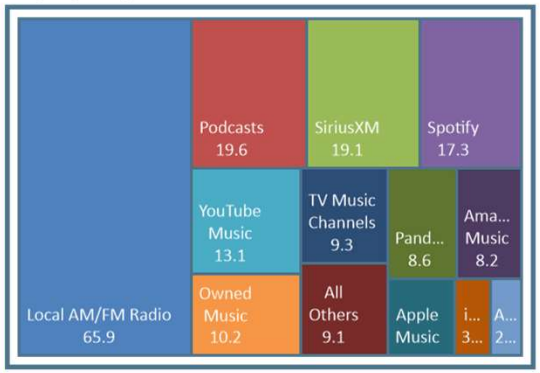
66,677 or 82.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 52.7 minutes every day representing 48.7% of all time spent daily with Ad-Supported Audio.

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

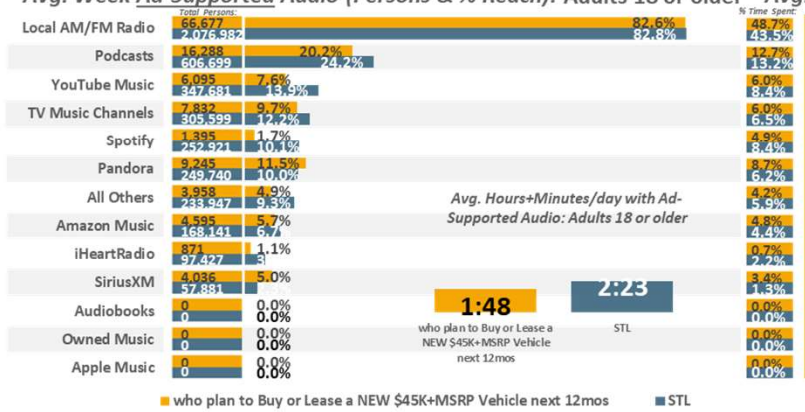


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

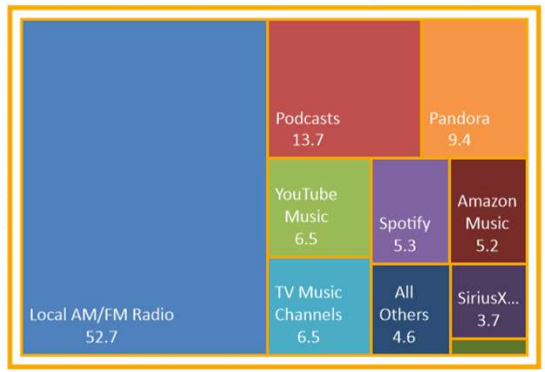


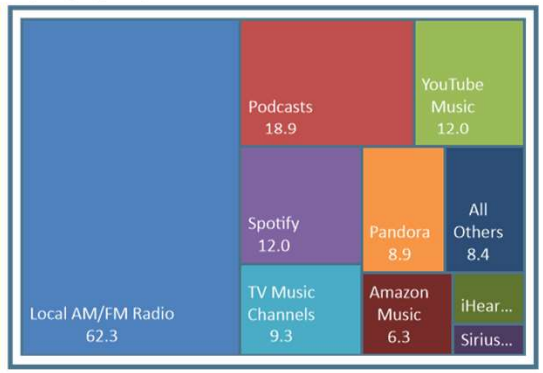


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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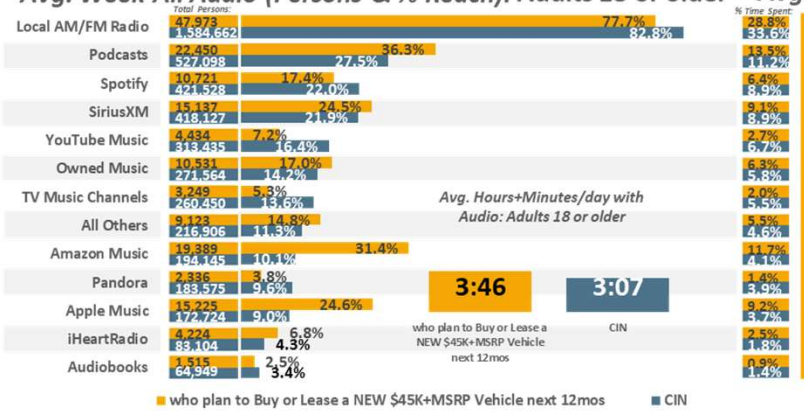
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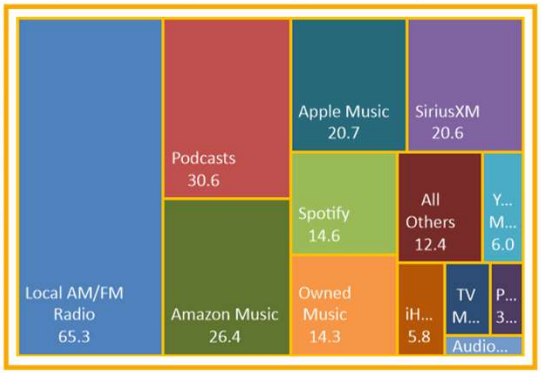


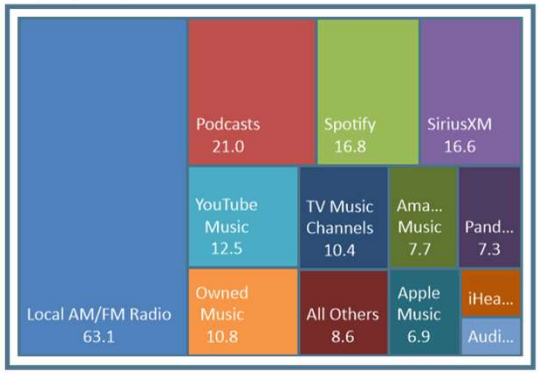
43,753 or 70.8% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

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

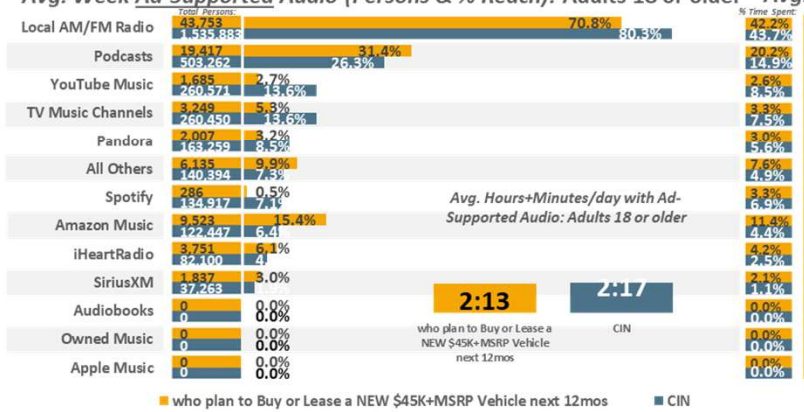


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

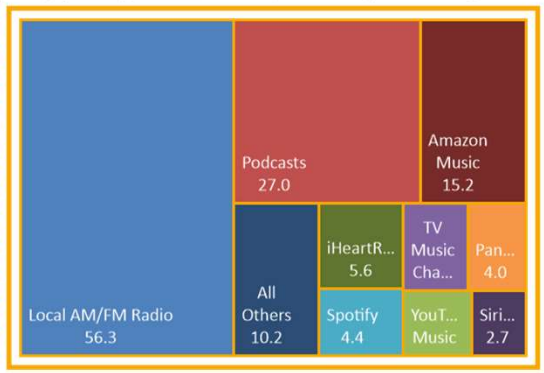


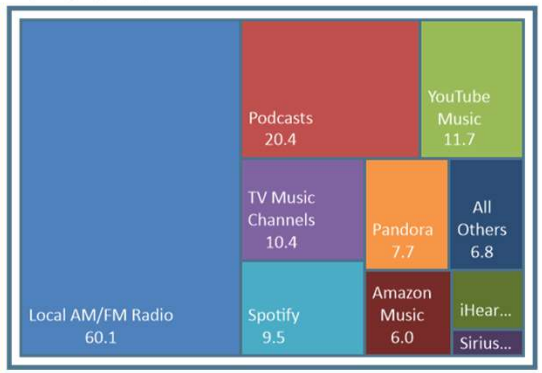


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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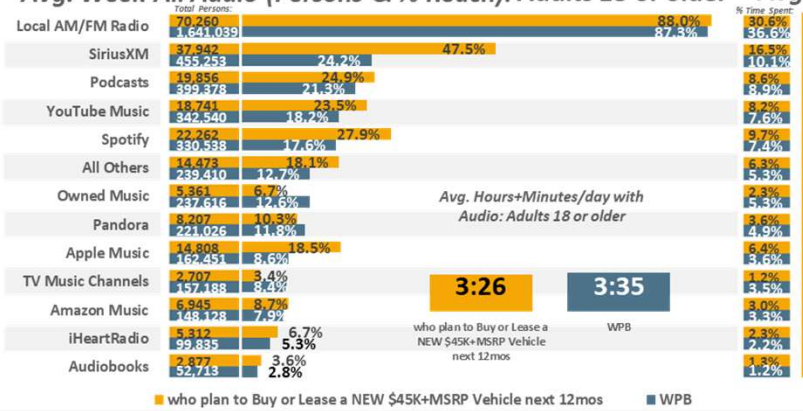
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

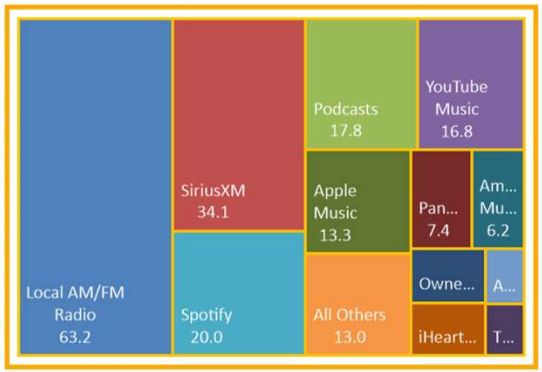


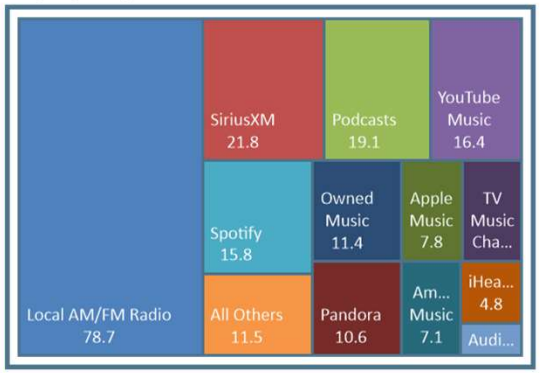
62,547 or 78.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 47.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

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

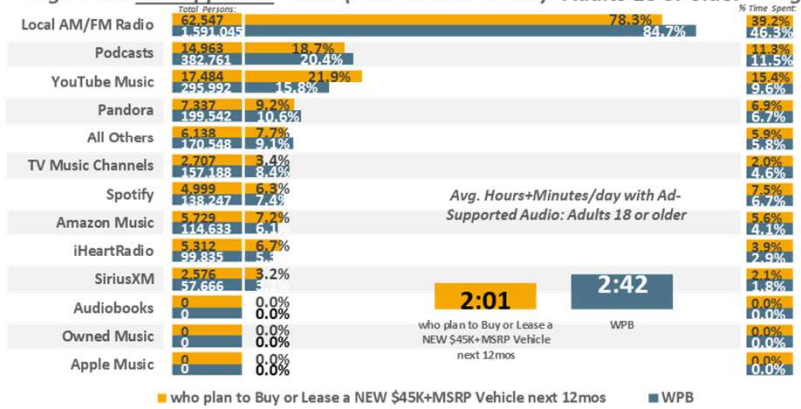


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

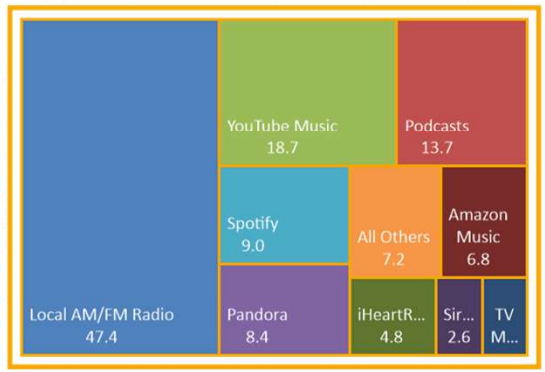


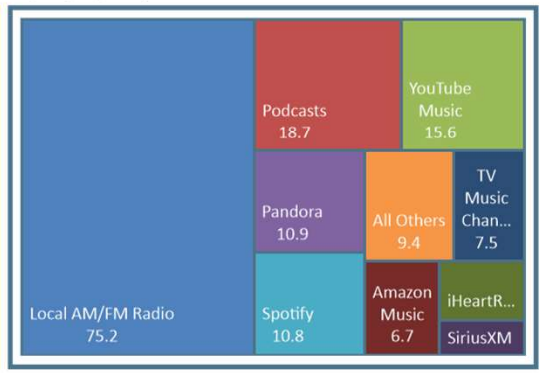


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

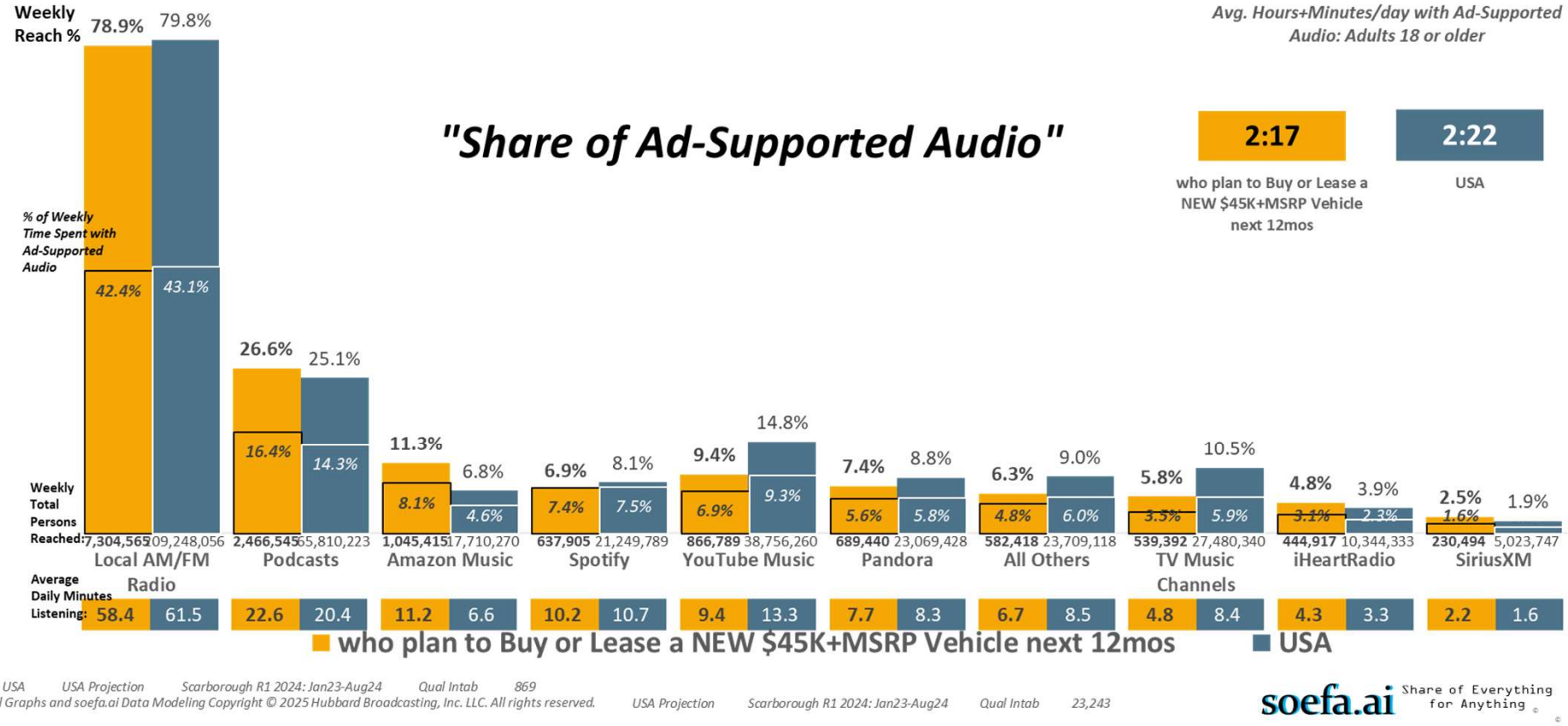
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



7,304,565 or 78.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



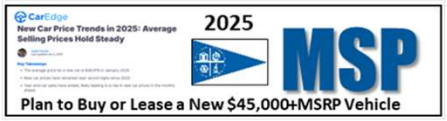
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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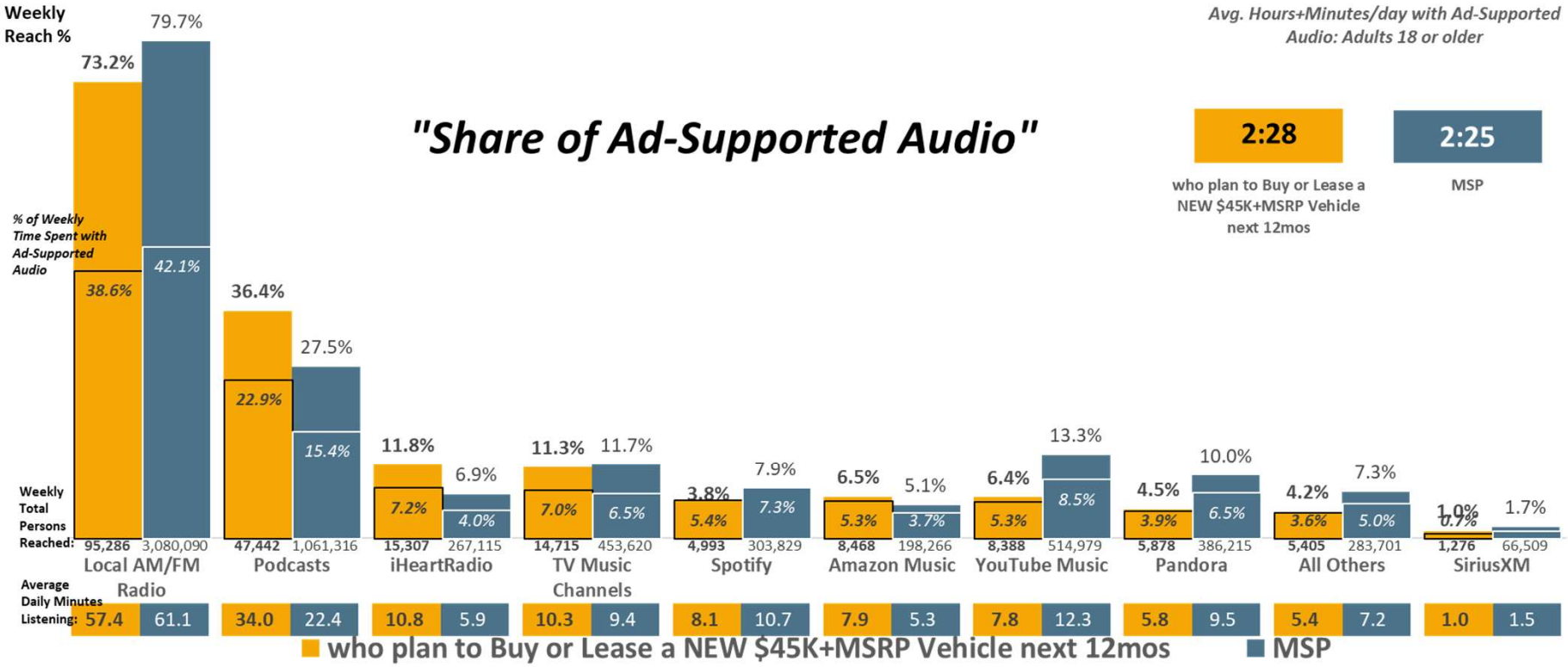
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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



95,286 or 73.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

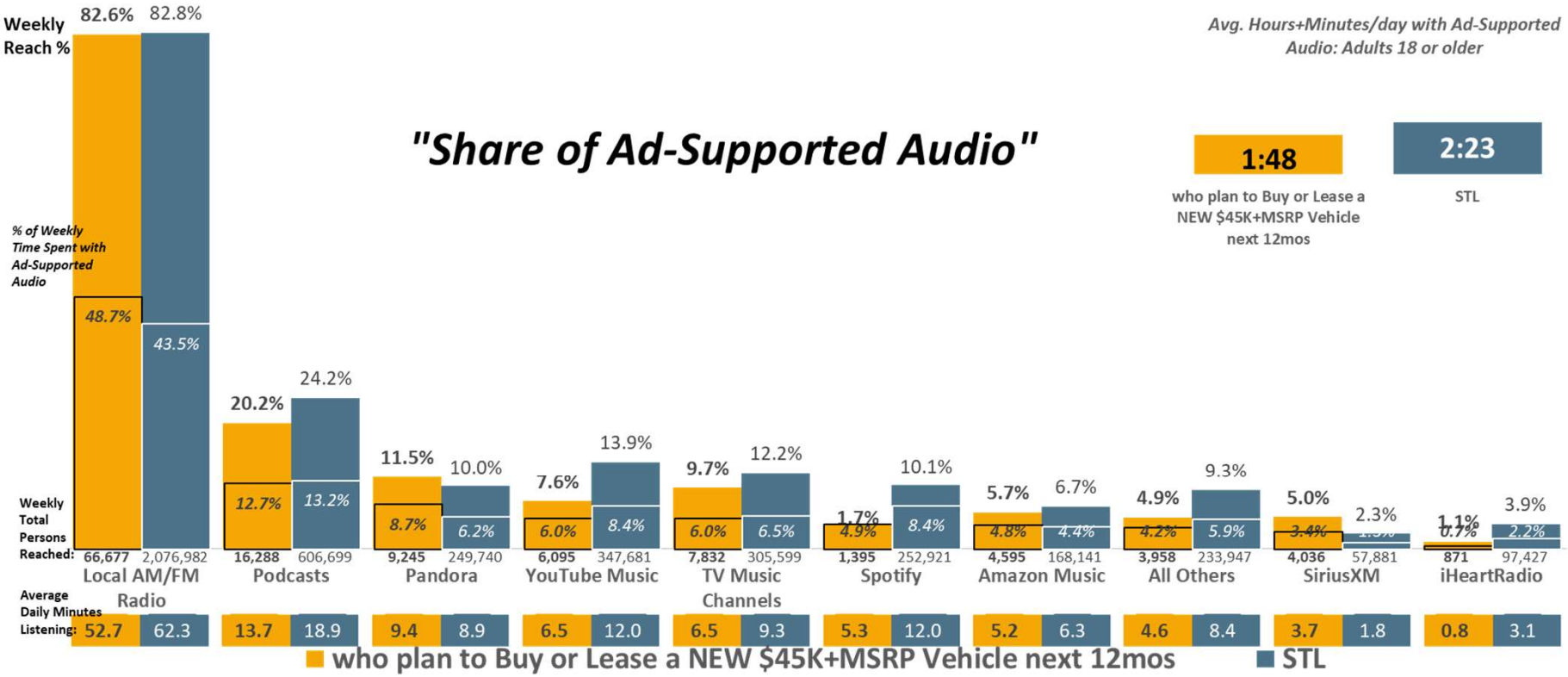
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



66,677 or 82.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 52.7 minutes every day representing 48.7% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

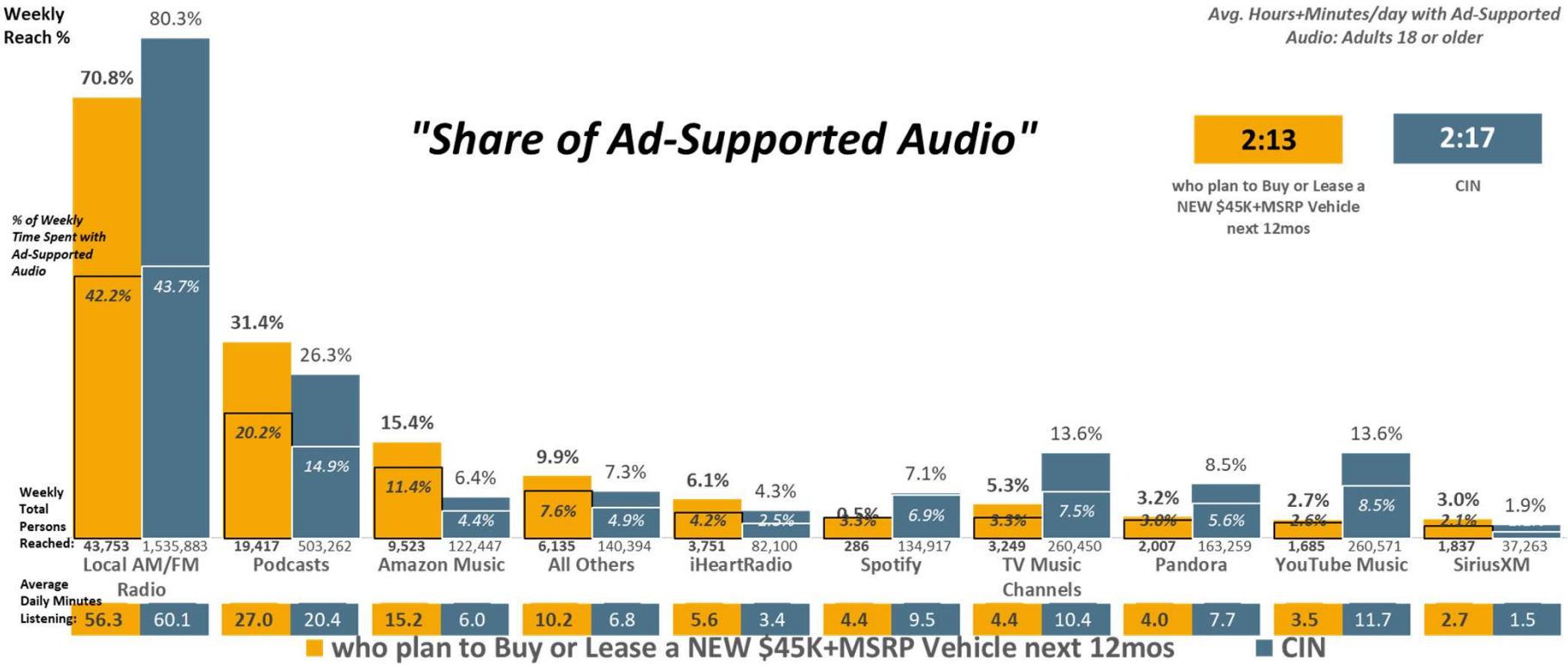
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



43,753 or 70.8% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

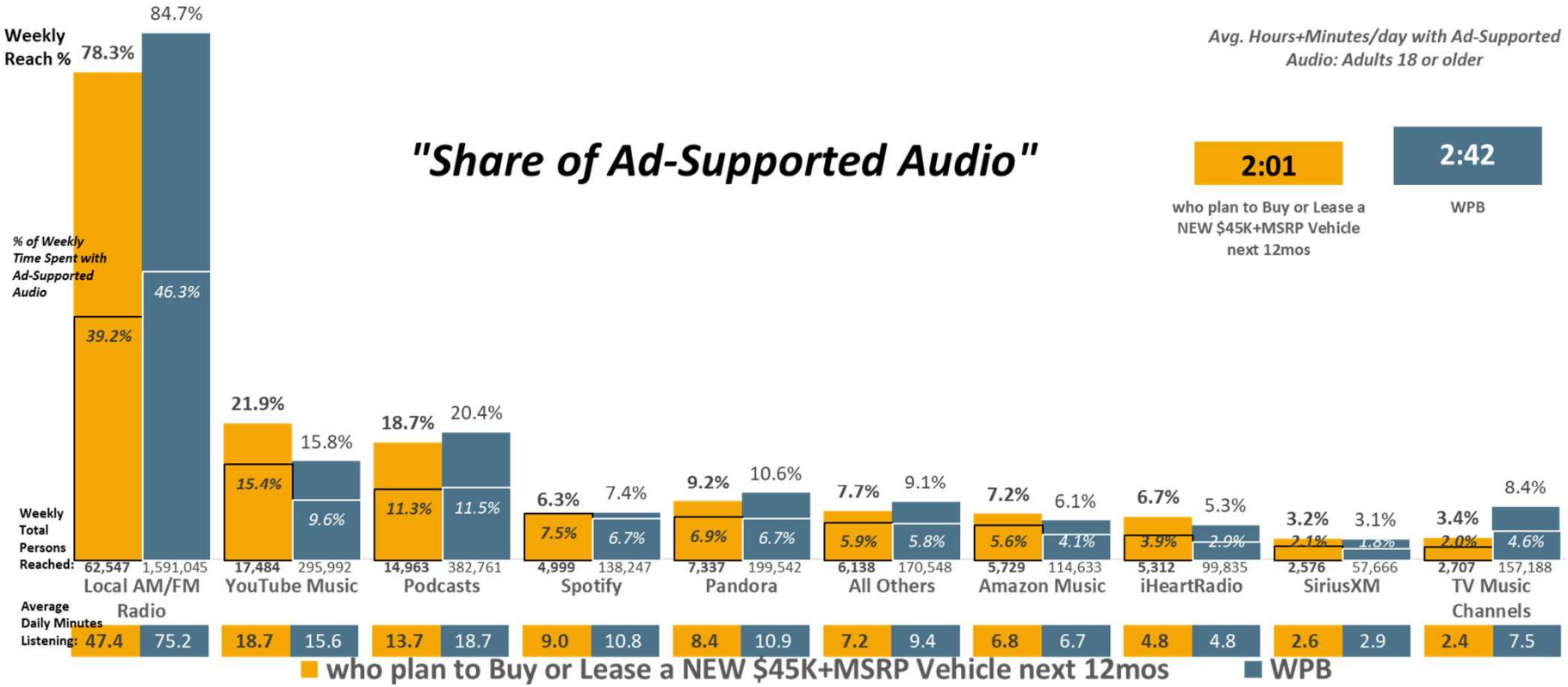
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



62,547 or 78.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 47.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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

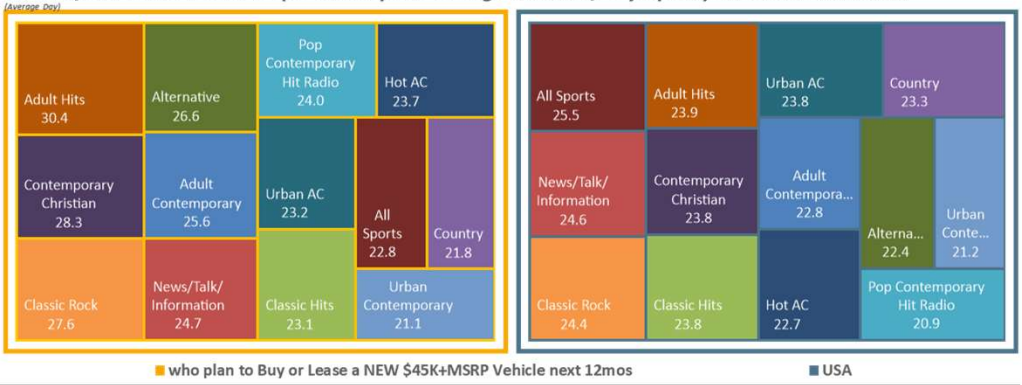


7,304,565 or 78.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

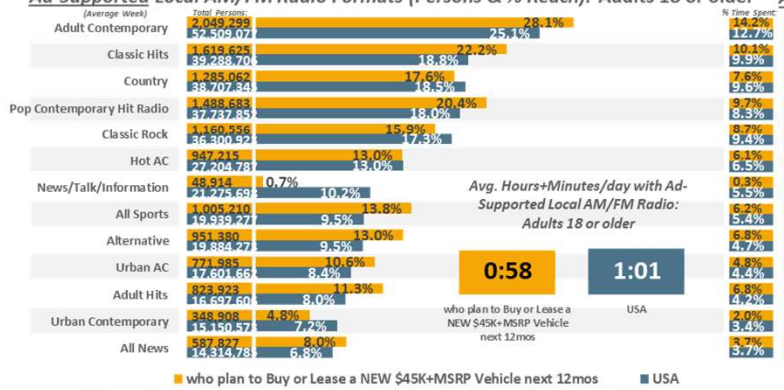
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



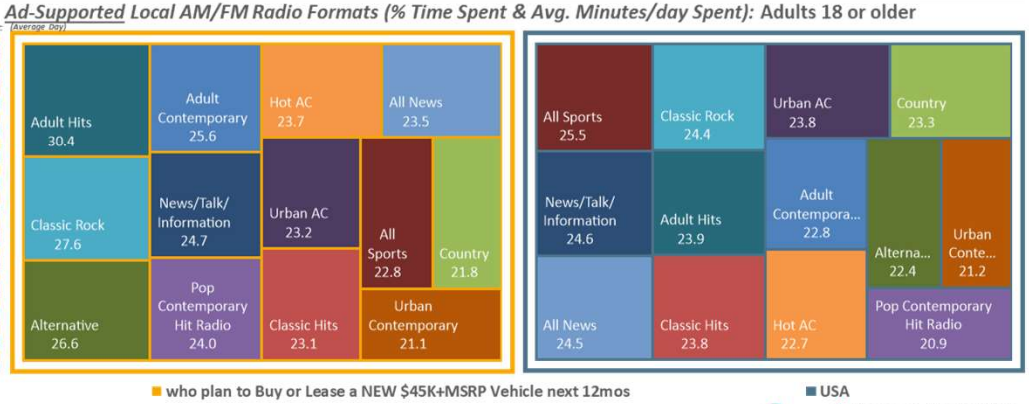
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

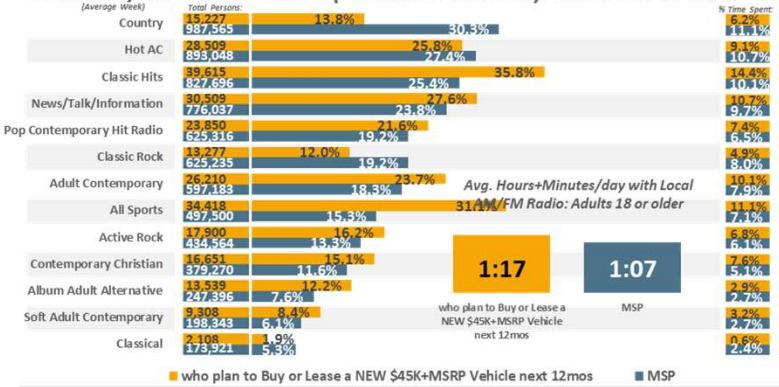
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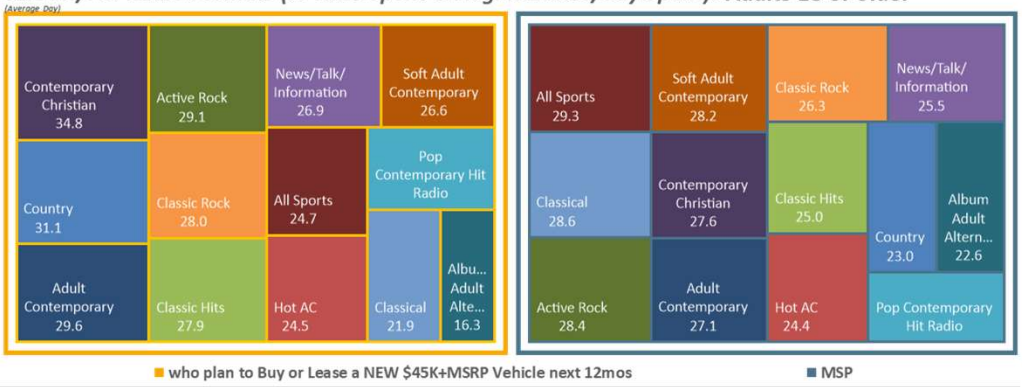


95,286 or 73.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, All Sports, Hot AC, Adult Contemporary, and Pop Contemporary Hit Radio.

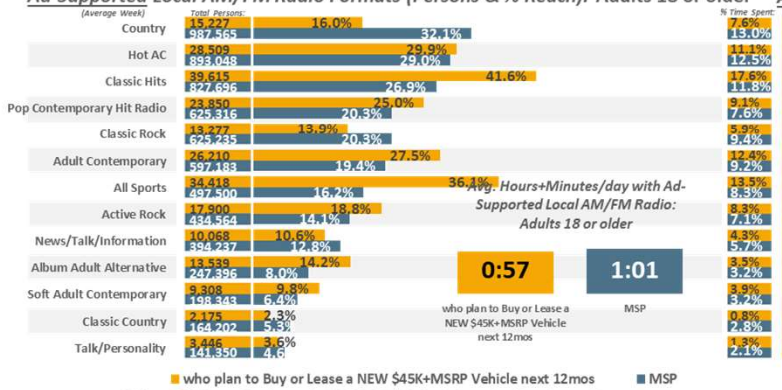
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



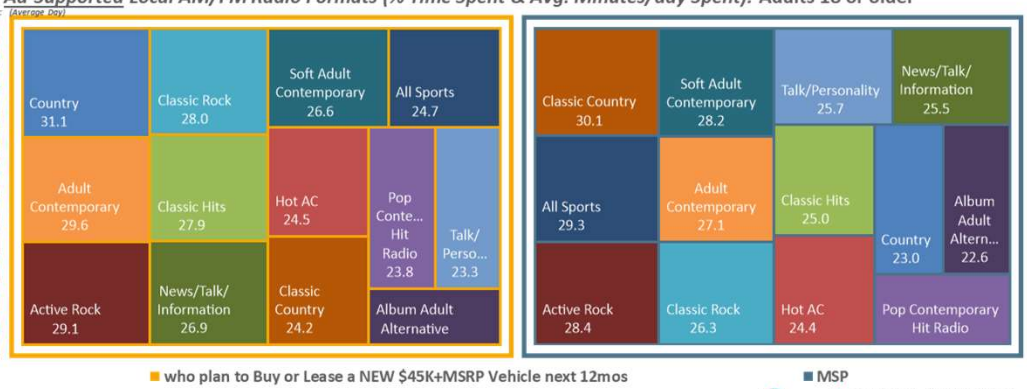
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

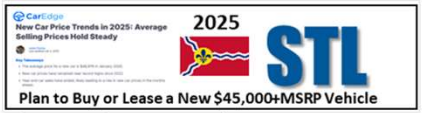


MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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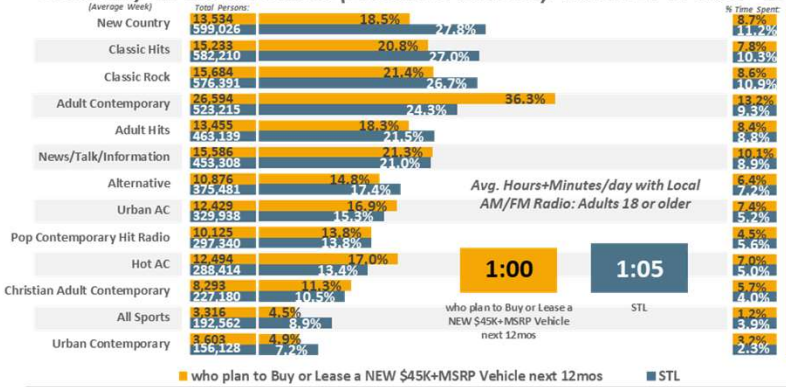
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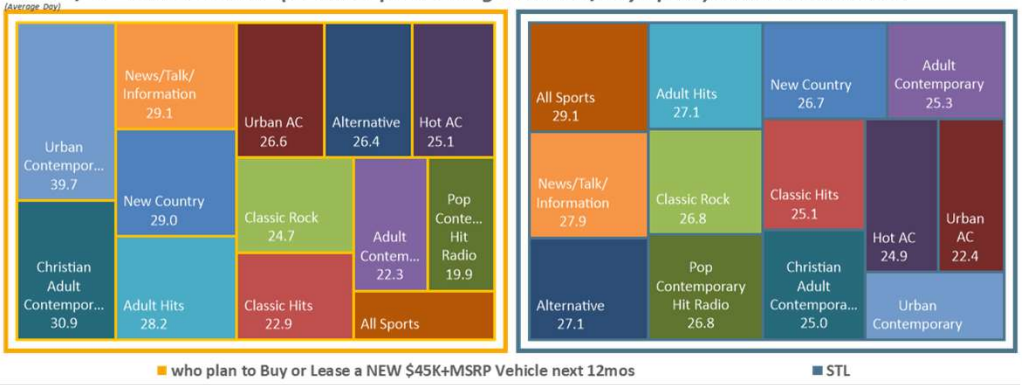


66,677 or 82.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, New AC/Smooth Jazz, and New Country.

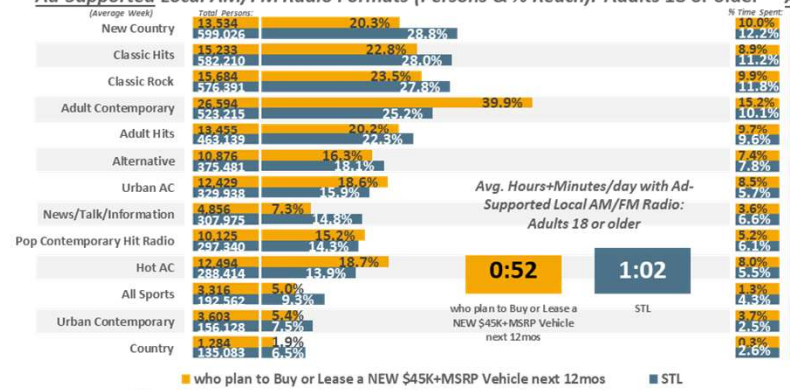
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



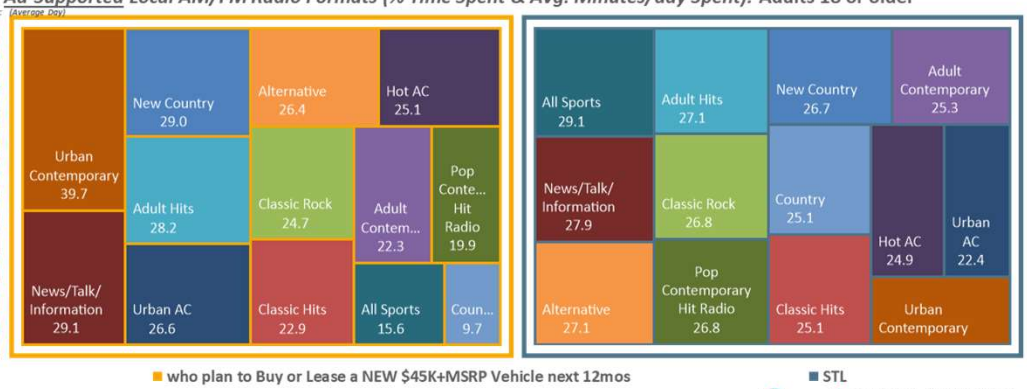
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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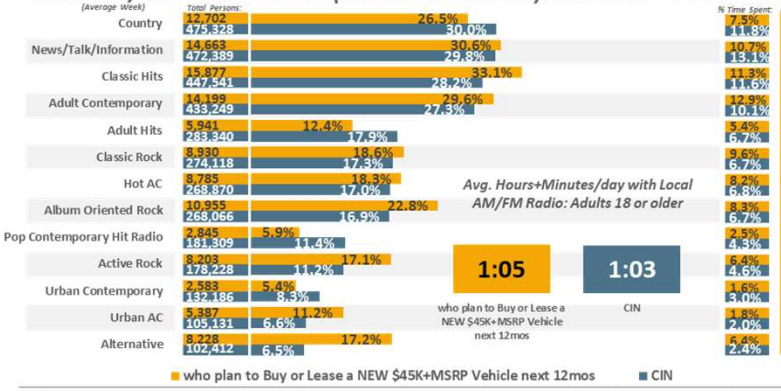
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

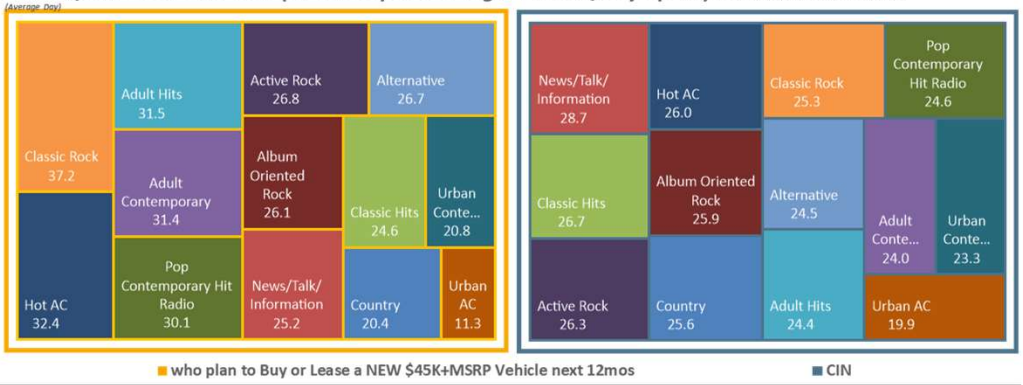


43,753 or 70.8% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Album Oriented Rock, and Classic Rock.

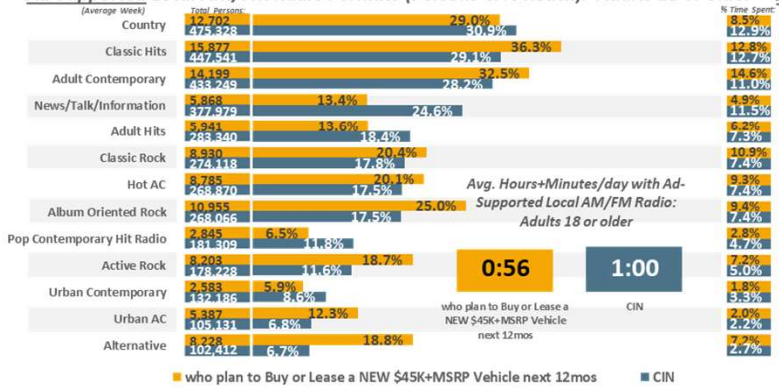
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



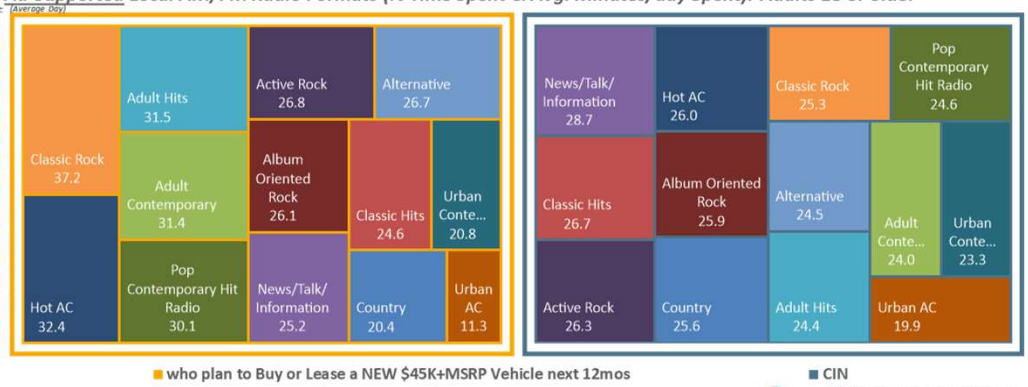
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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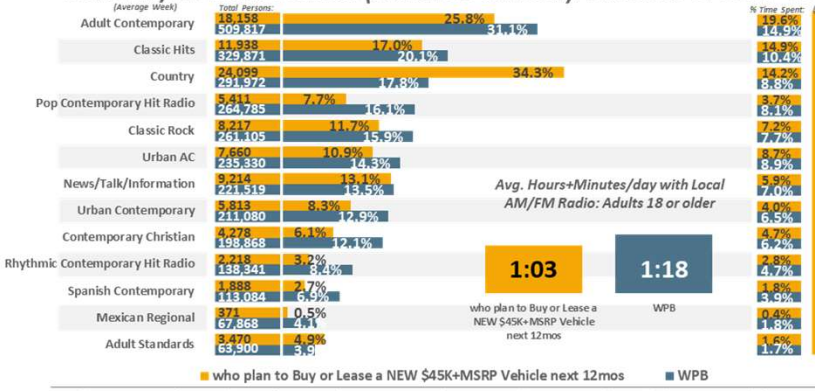
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

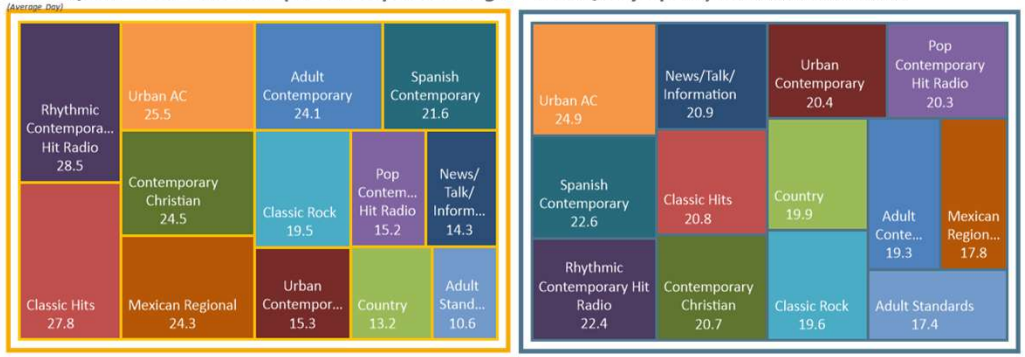


62,547 or 78.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Classic Hits, and Classic Rock.

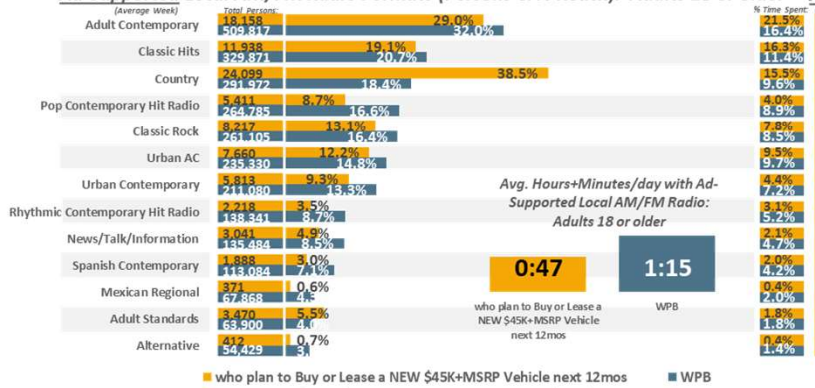
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



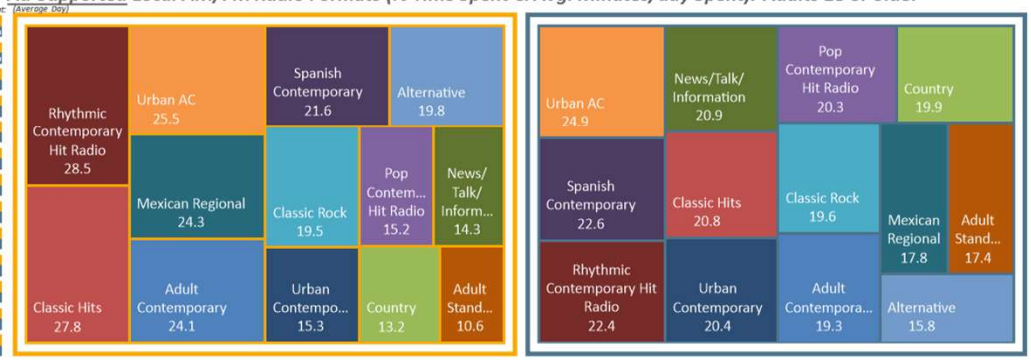
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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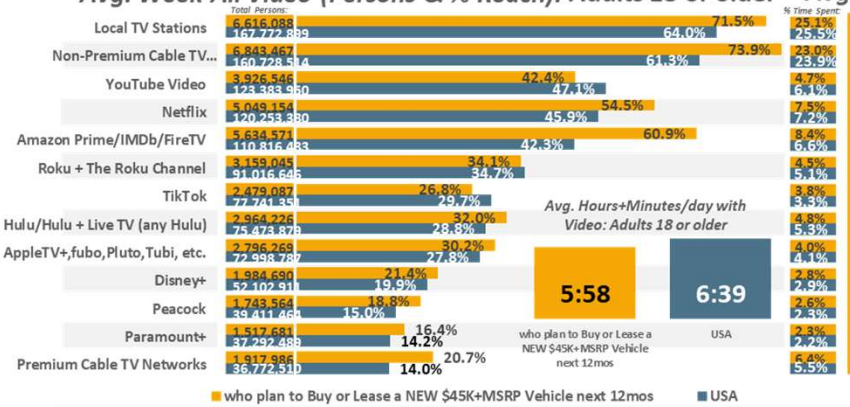
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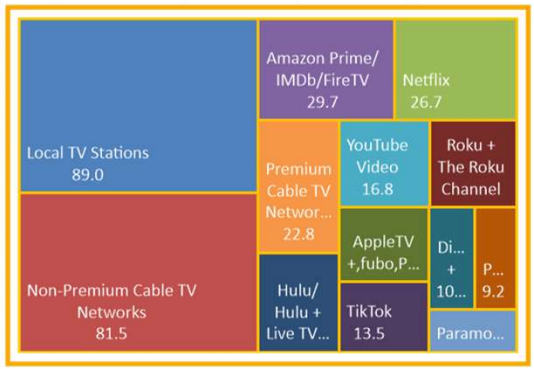
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



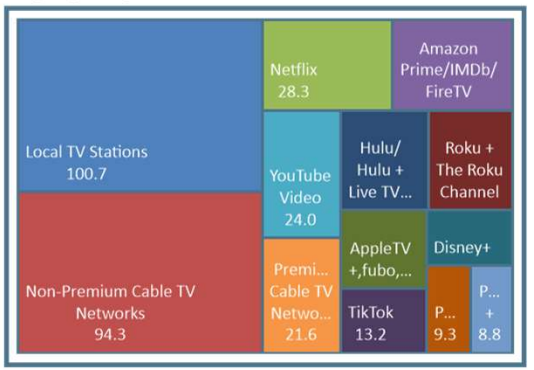
6,485,169 or 70.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

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



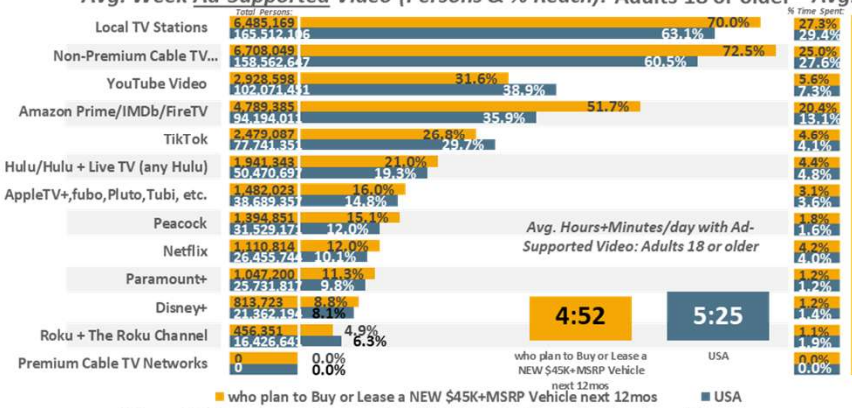


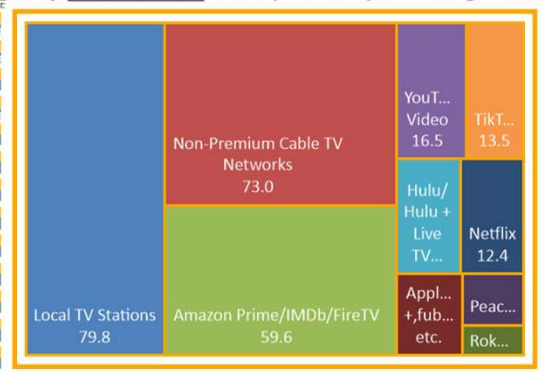
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



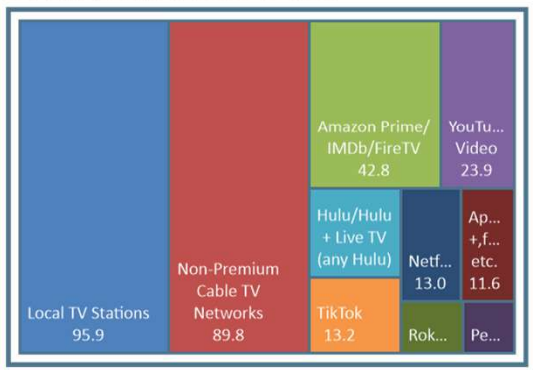
who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos ■ USA

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





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



who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

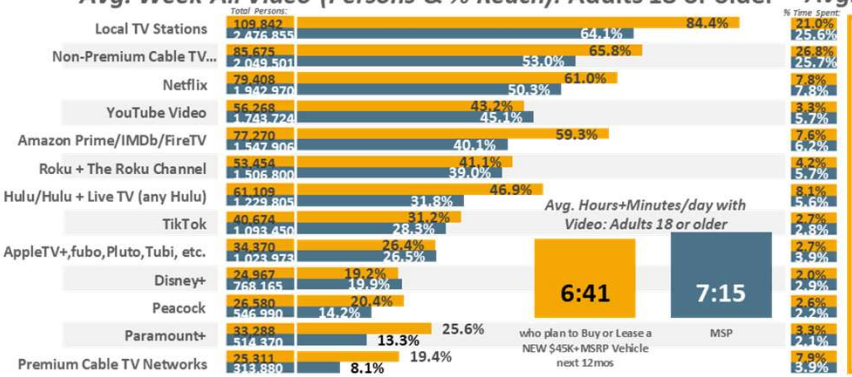
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

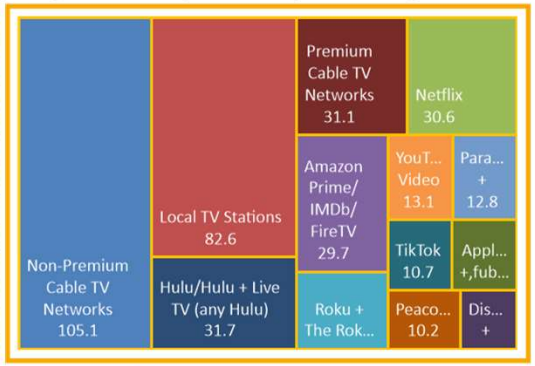


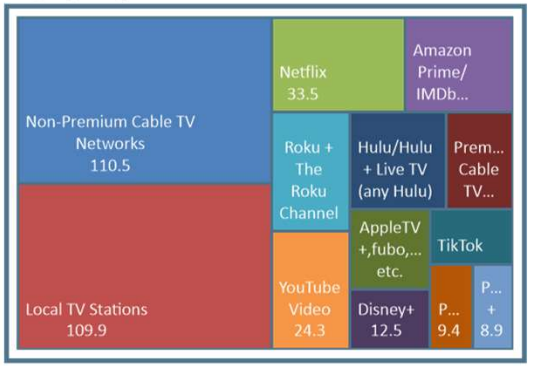
107,467 or 82.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 23.% of all time spent daily with Ad-Supported Video.

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

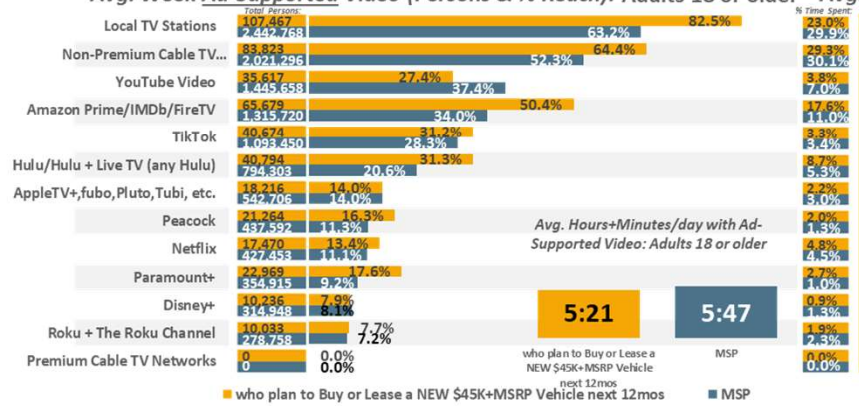


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

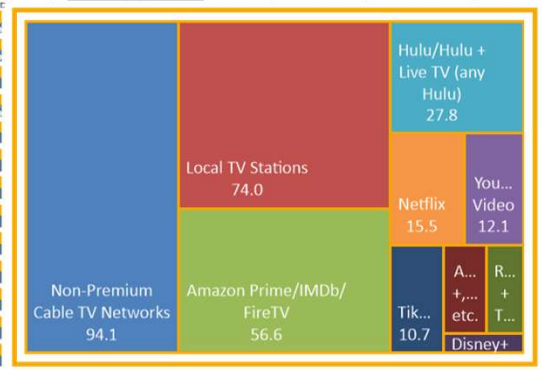


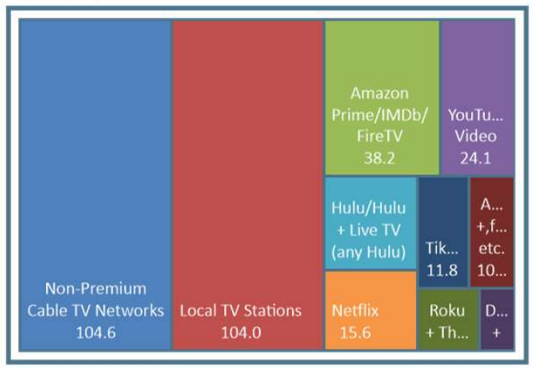


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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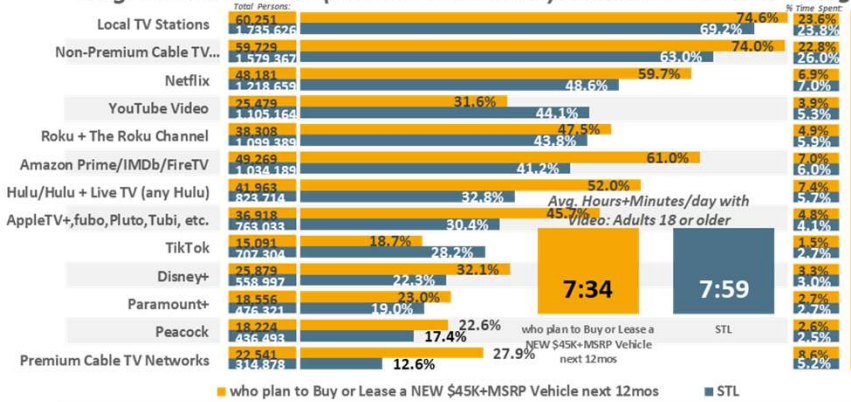
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

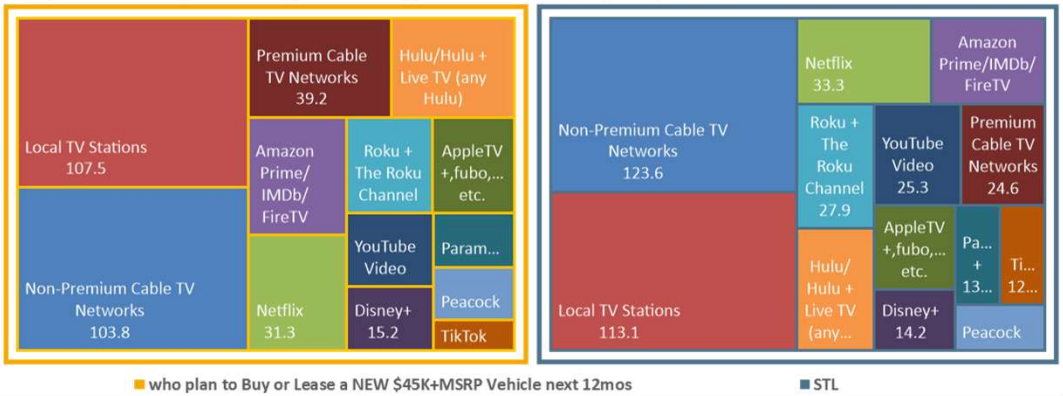


58,693 or 72.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 95.7 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

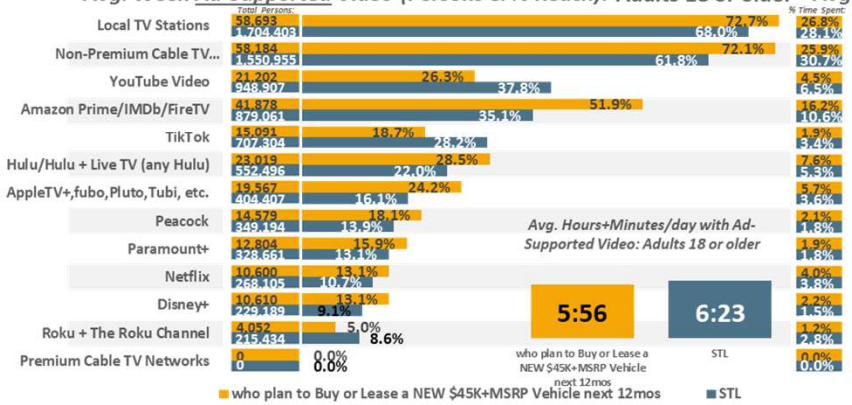
Avg. Week All Video (Persons & % Reach): Adults 18 or older



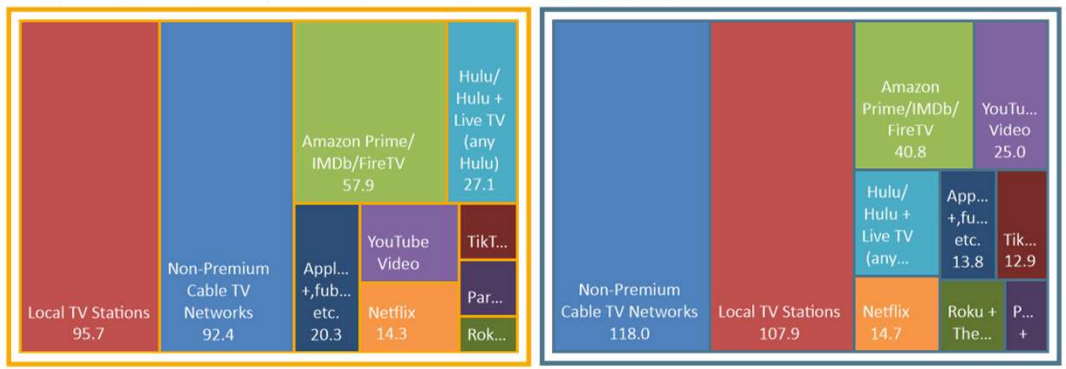
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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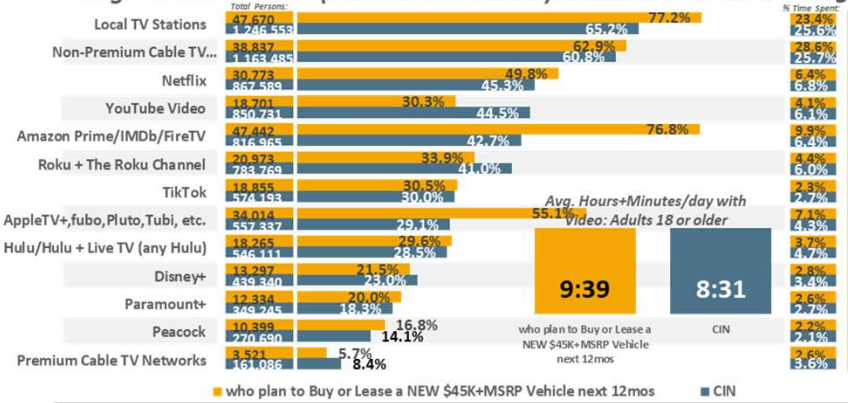
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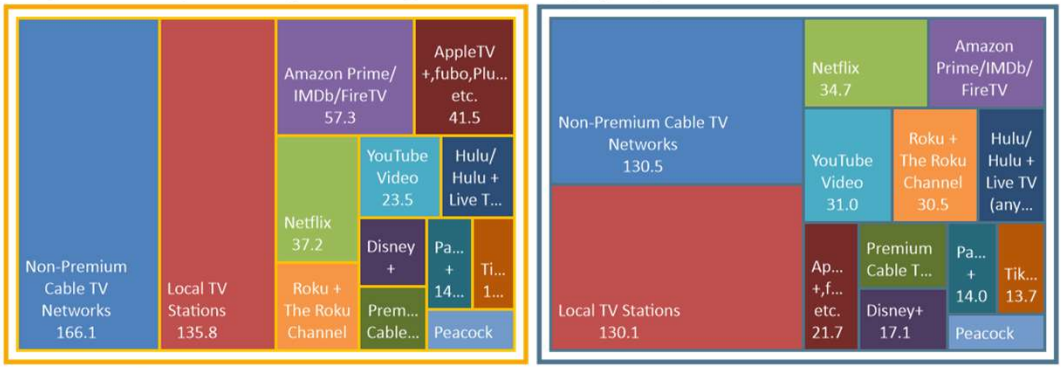


45,686 or 74.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 124.2 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

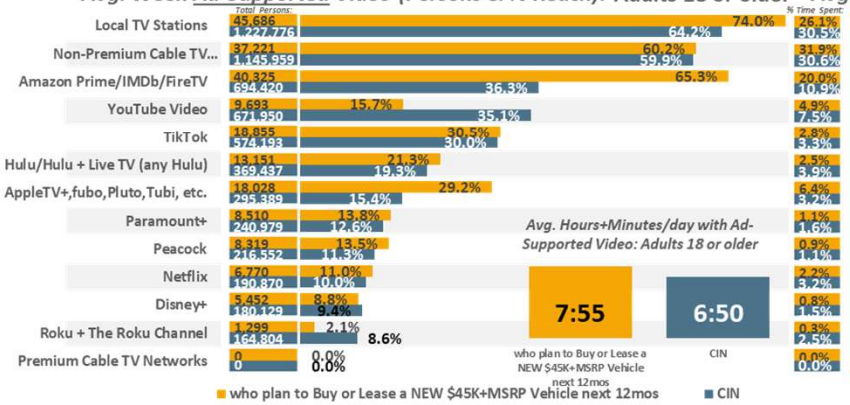
Avg. Week All Video (Persons & % Reach): Adults 18 or older



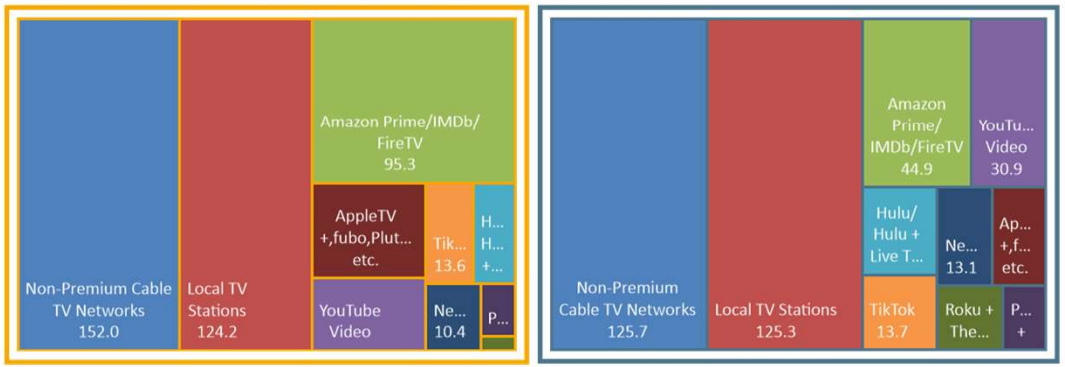
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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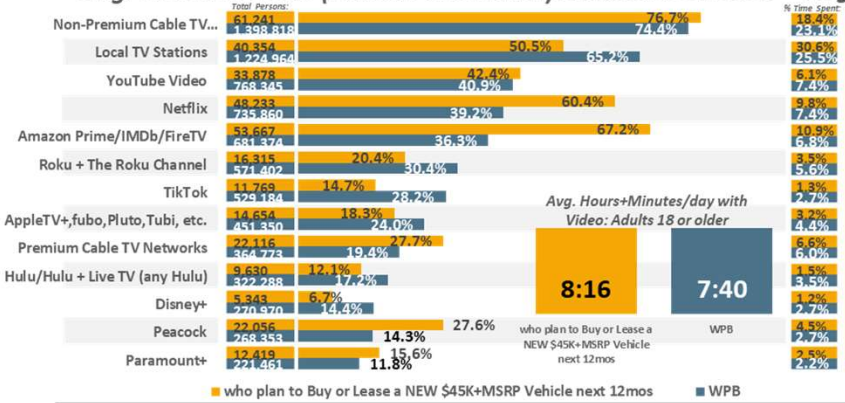
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

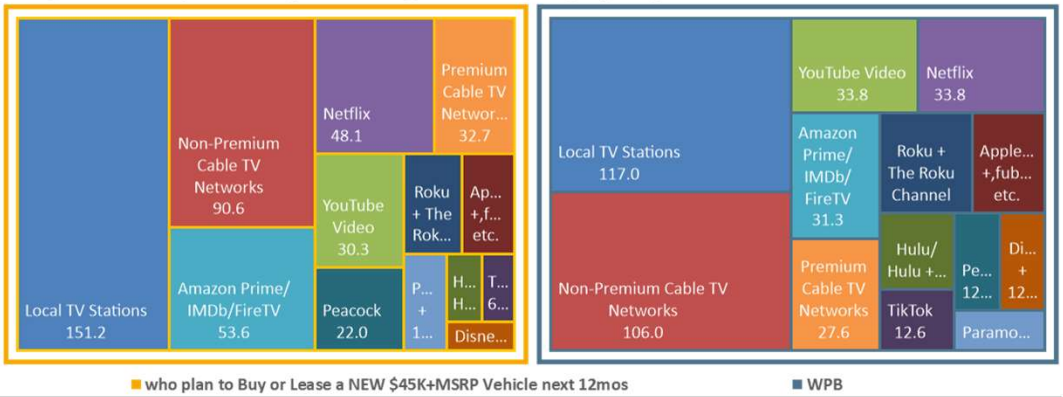


40,342 or 50.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 131.5 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

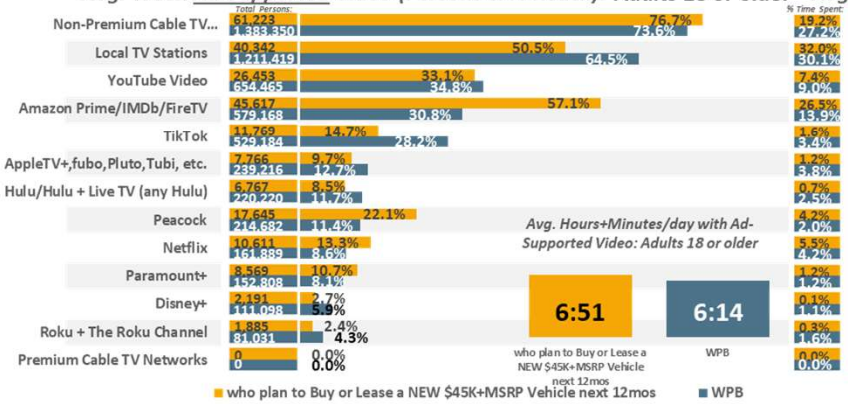
Avg. Week All Video (Persons & % Reach): Adults 18 or older



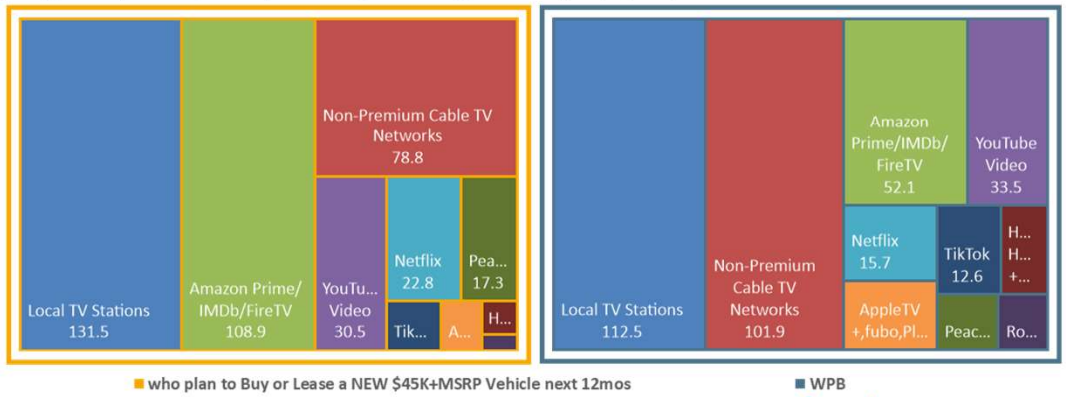
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

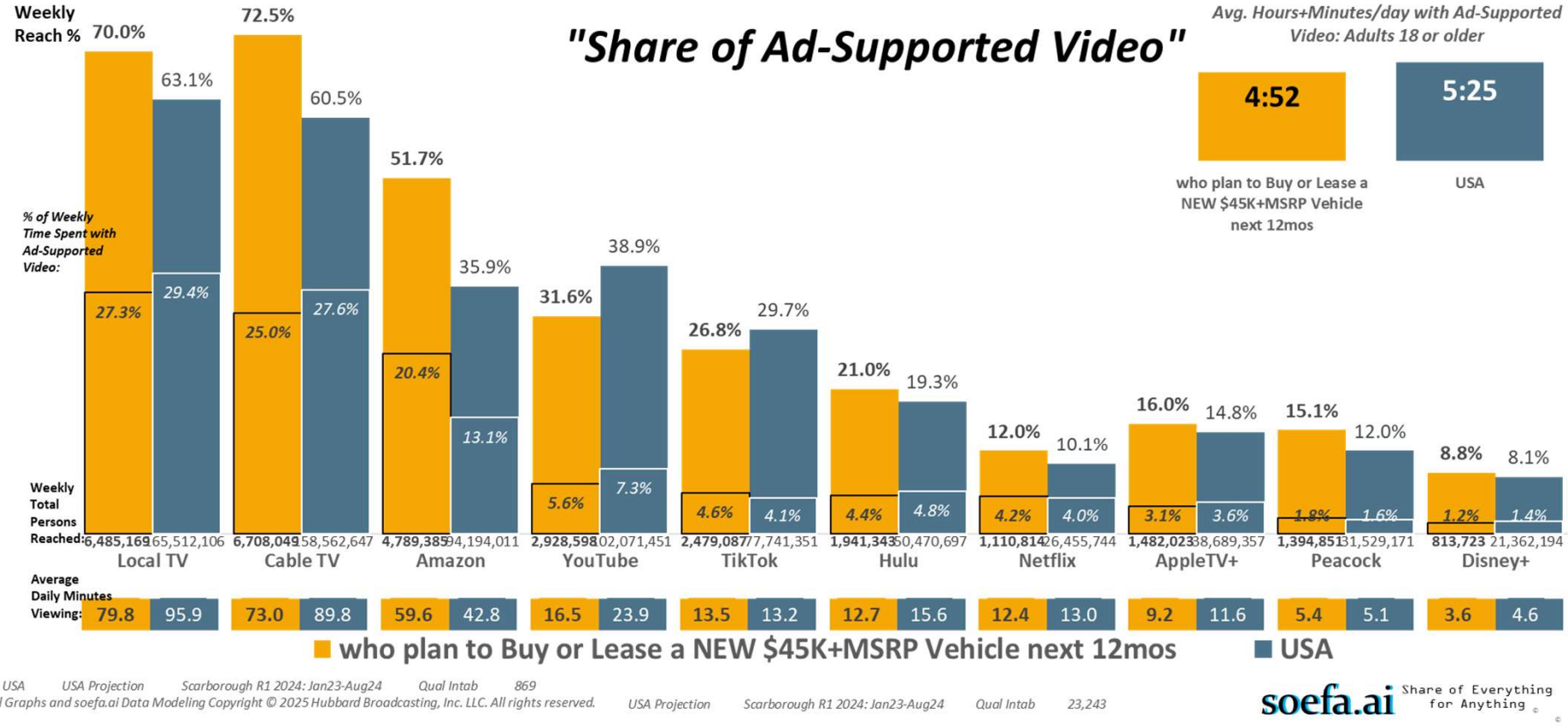
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



6,485,169 or 70.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



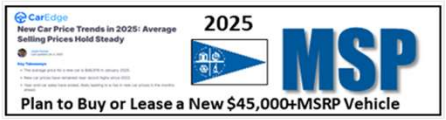
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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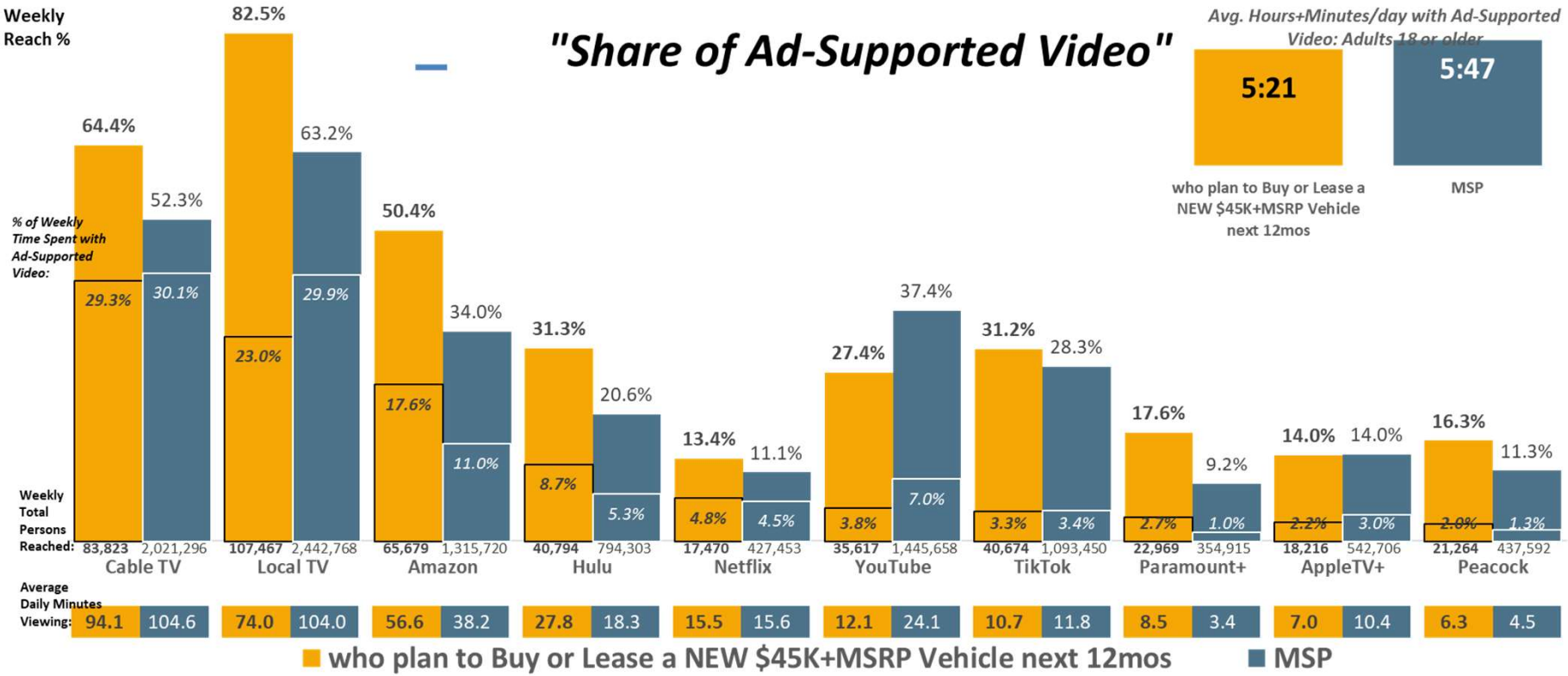
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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



107,467 or 82.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 23.% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

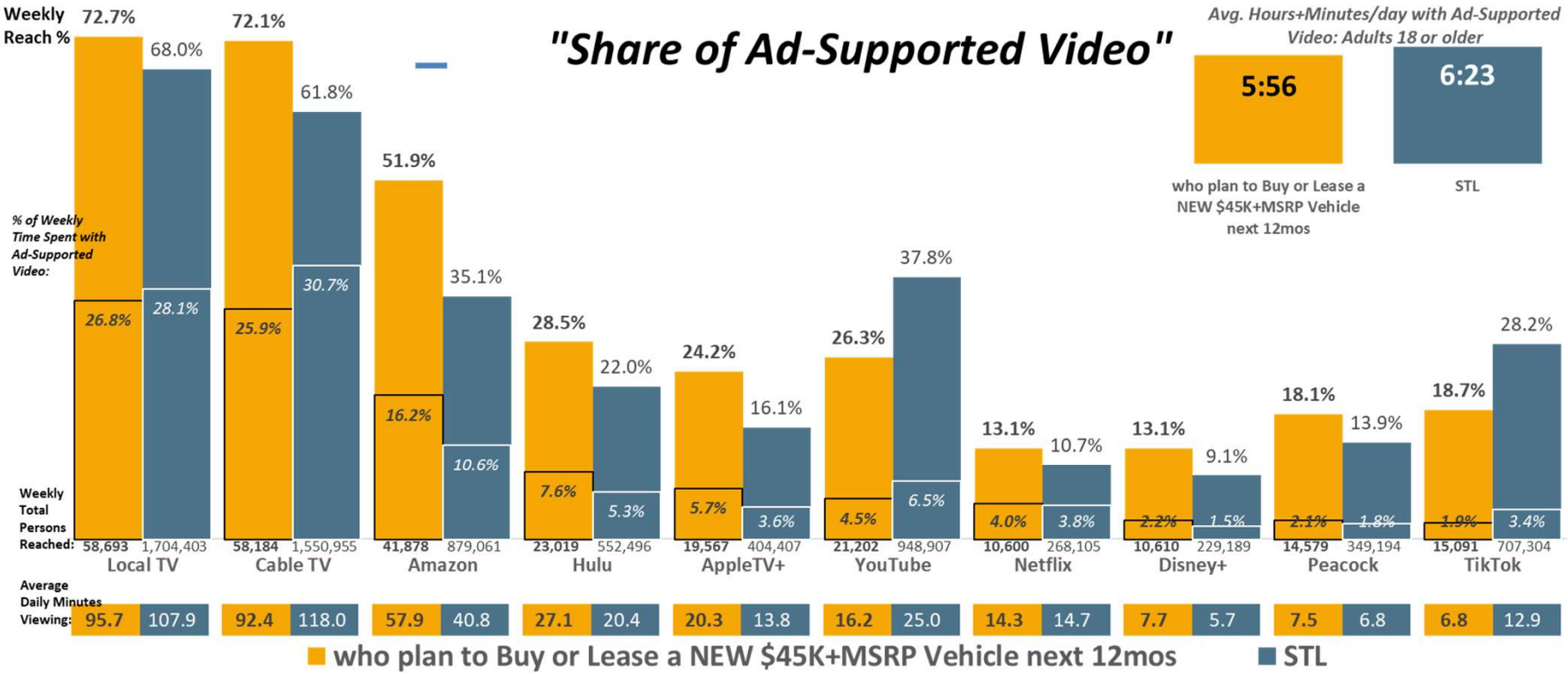
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STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

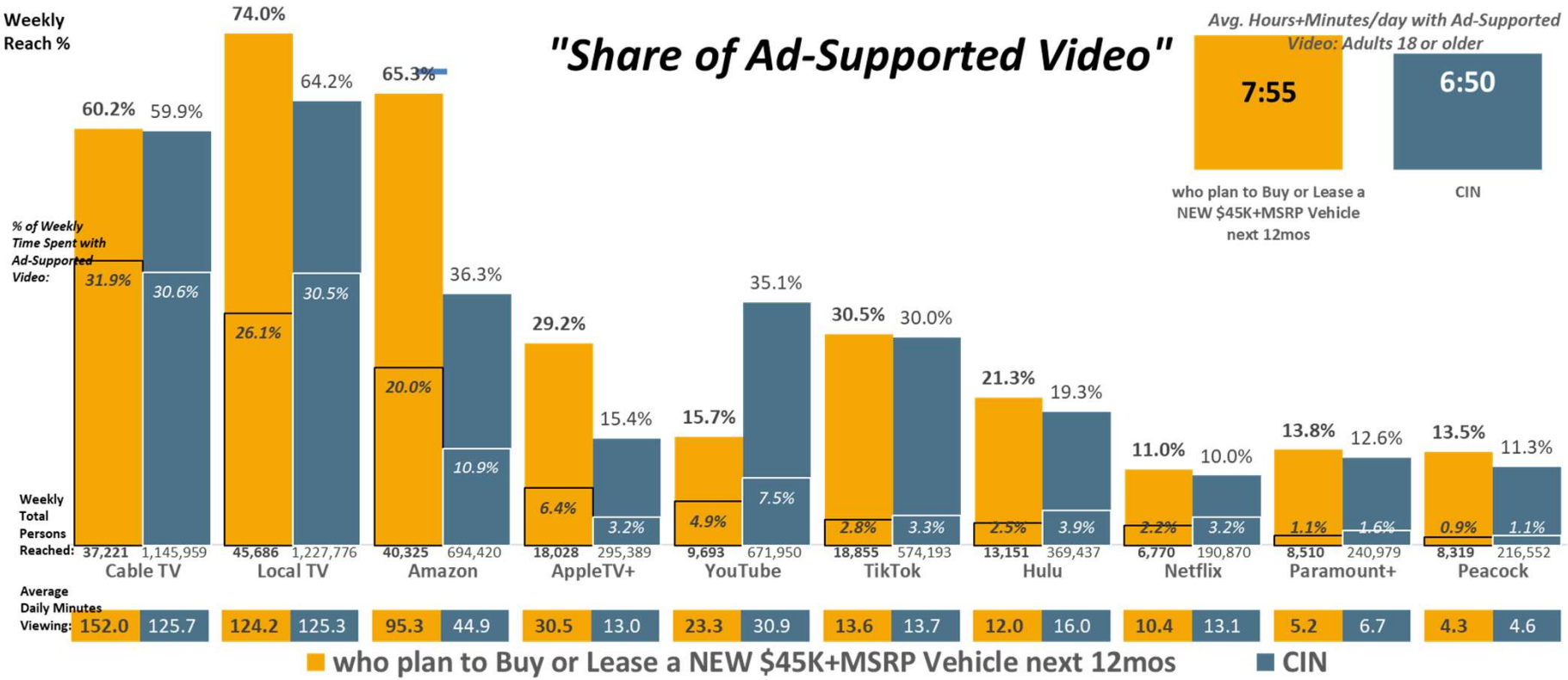
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45,686 or 74.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 124.2 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

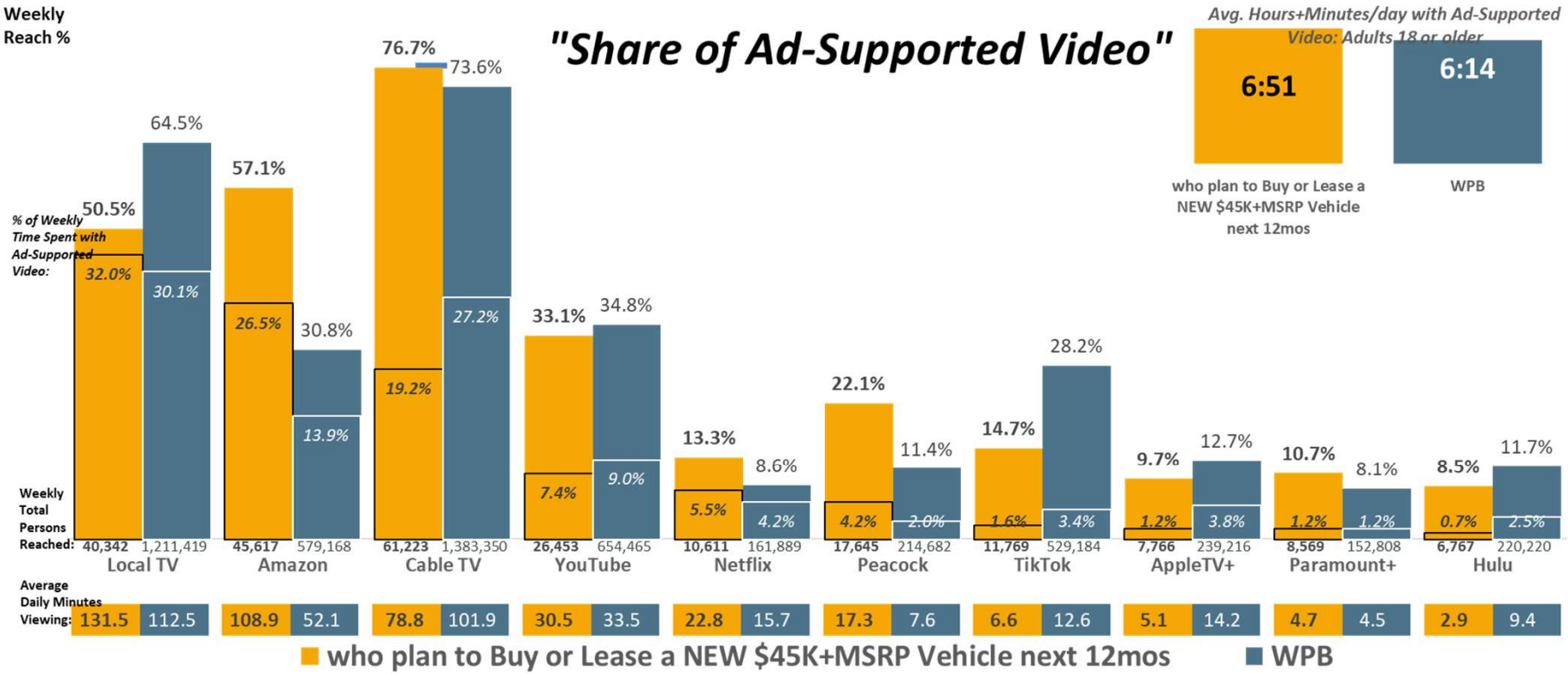
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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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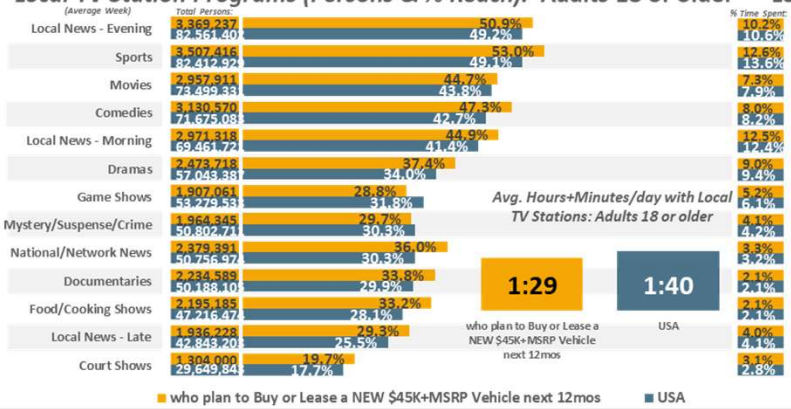
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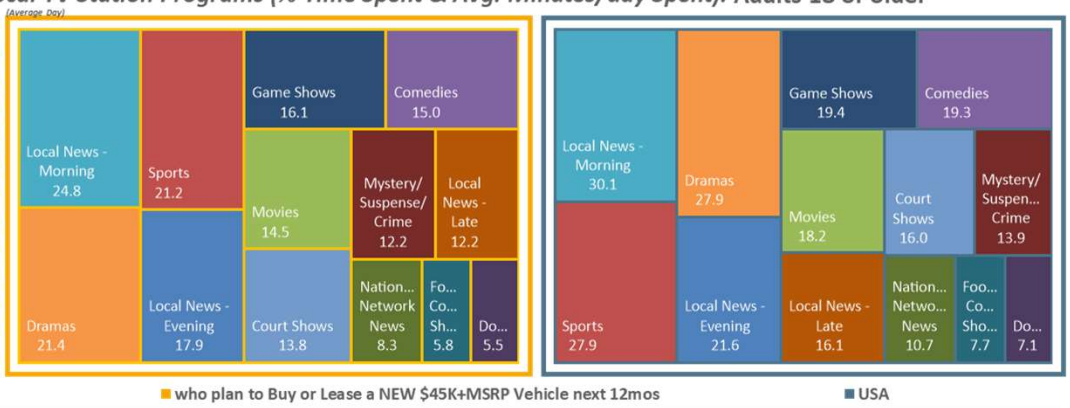


6,485,169 or 70.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

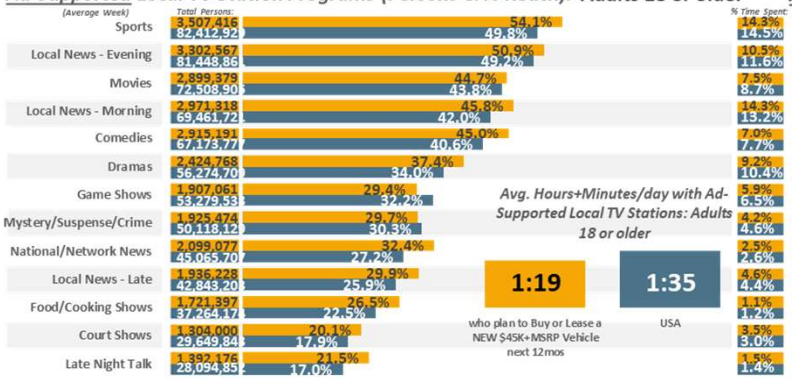
Local TV Station Programs (Persons & % Reach): Adults 18 or older



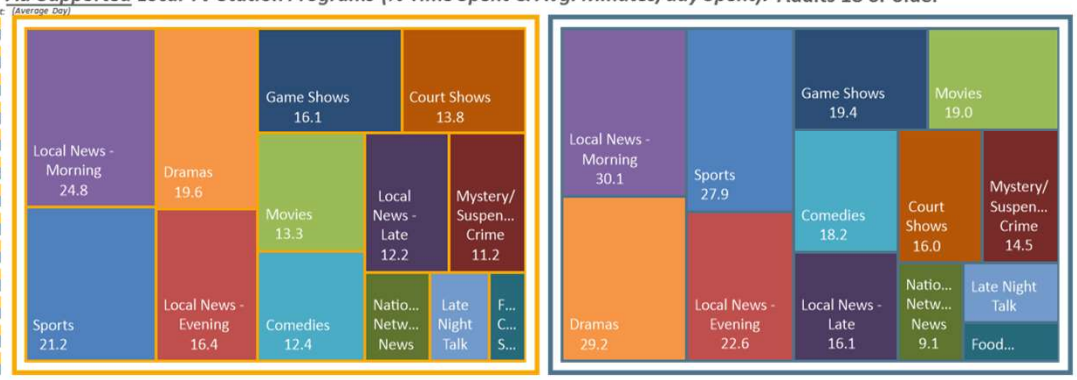
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

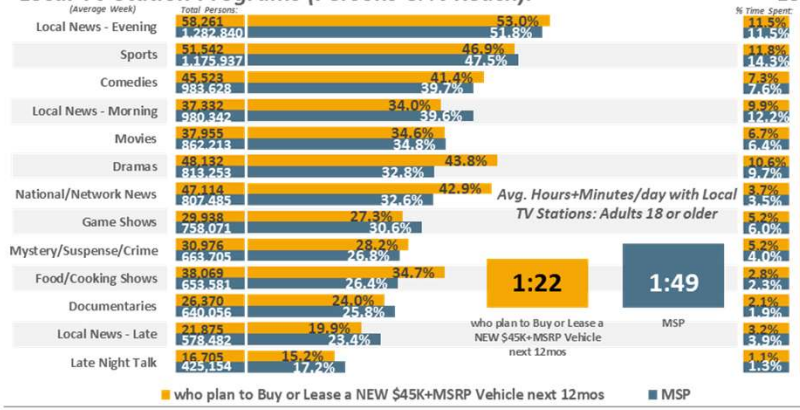
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

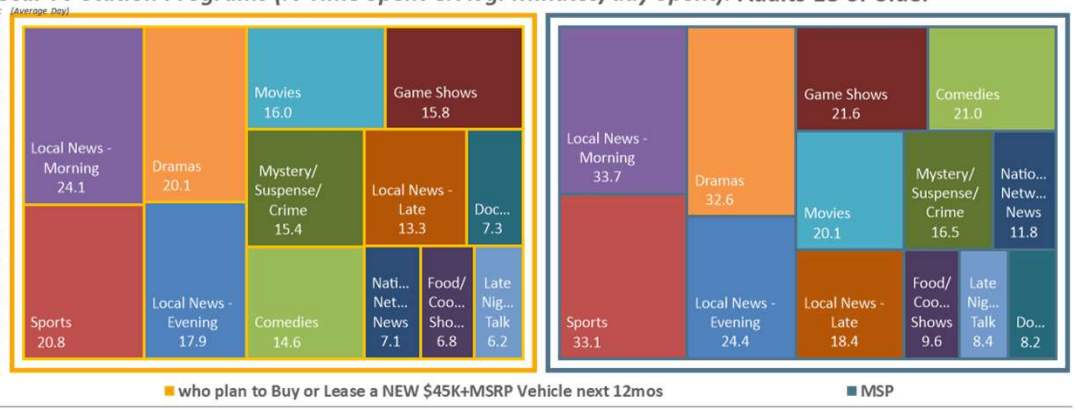


107,467 or 82.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Dramas, Comedies, National/Network News, and Local News - Morning

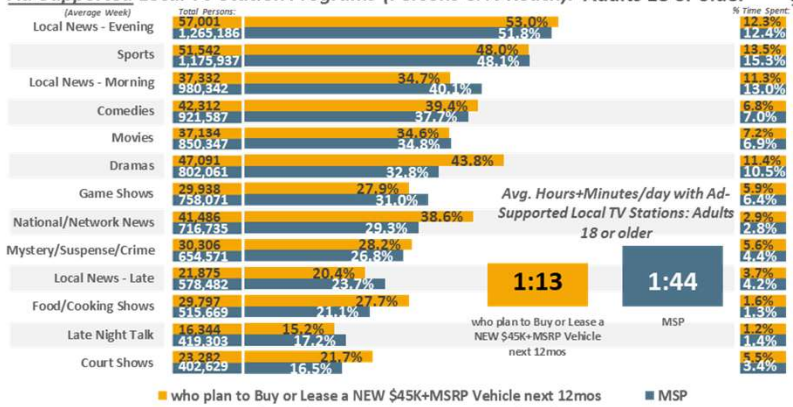
Local TV Station Programs (Persons & % Reach): Adults 18 or older



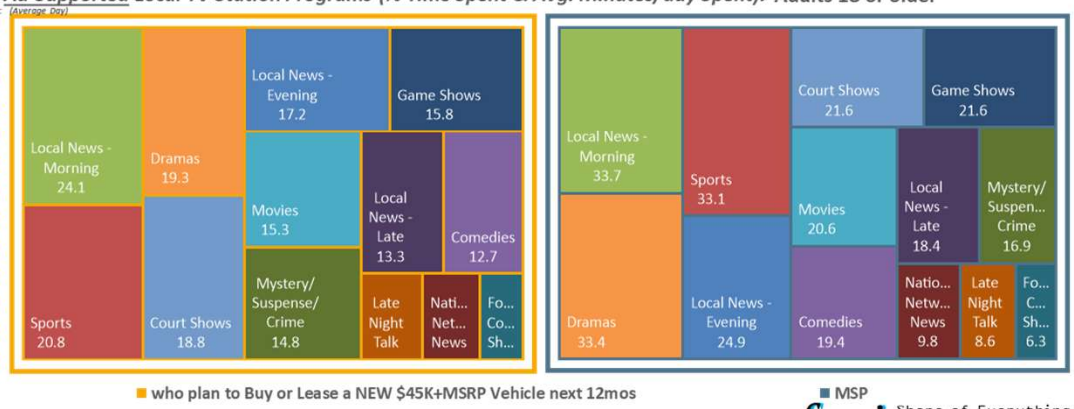
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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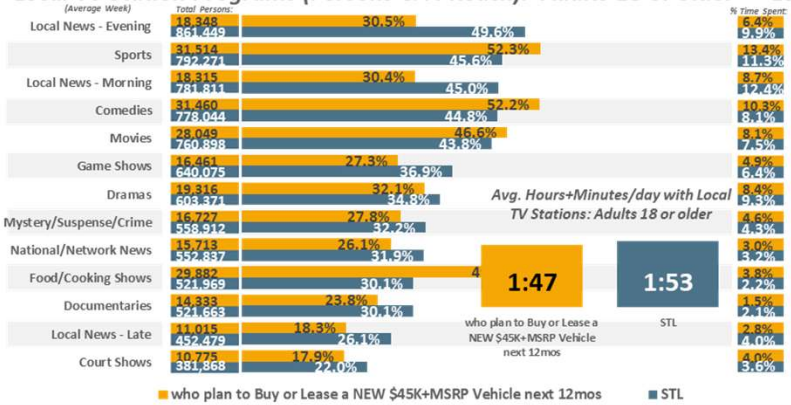
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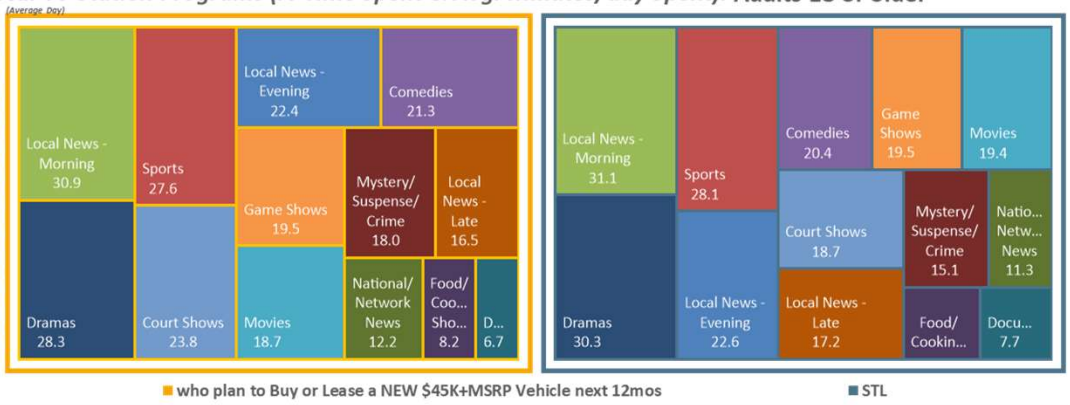


58,693 or 72.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Food/Cooking Shows, Dramas, and Local News - Morning.

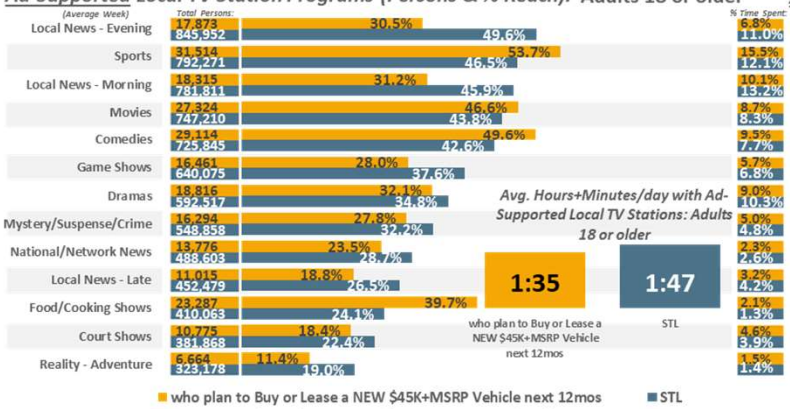
Local TV Station Programs (Persons & % Reach): Adults 18 or older



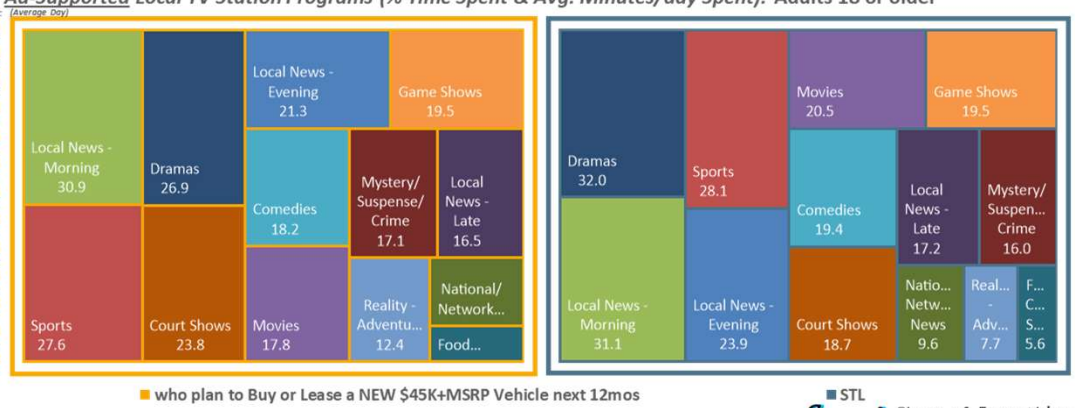
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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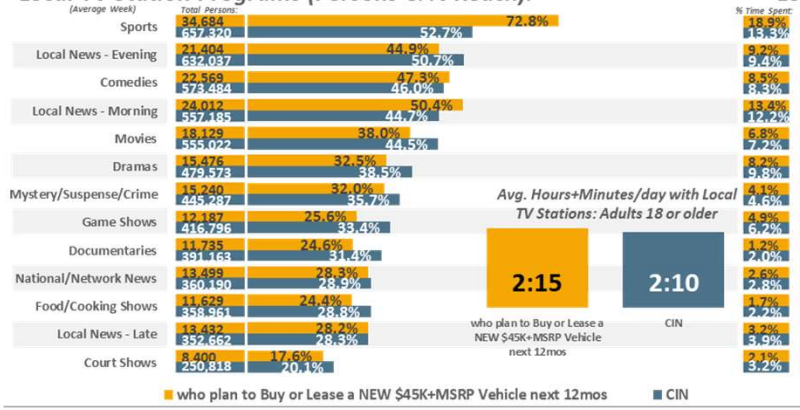
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

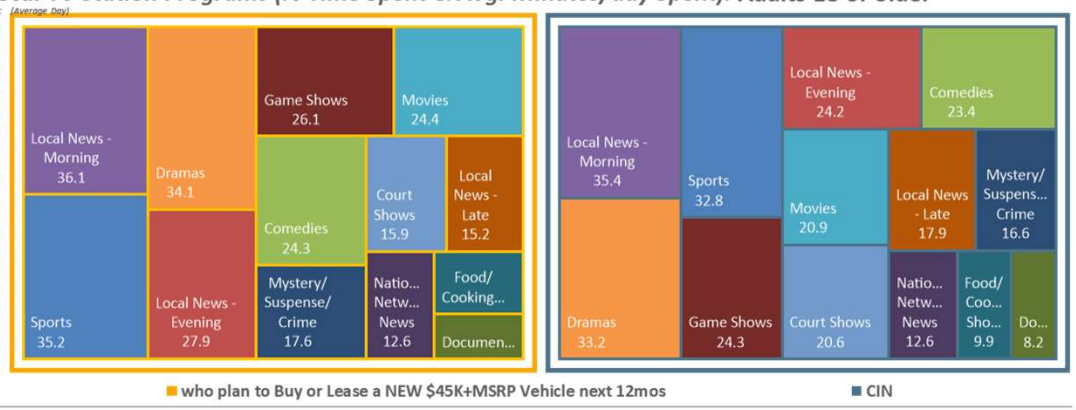


45,686 or 74.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Movies, and Dramas.

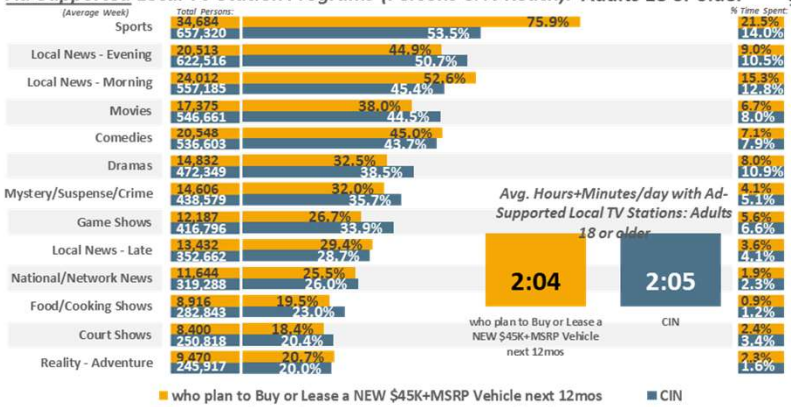
Local TV Station Programs (Persons & % Reach): Adults 18 or older



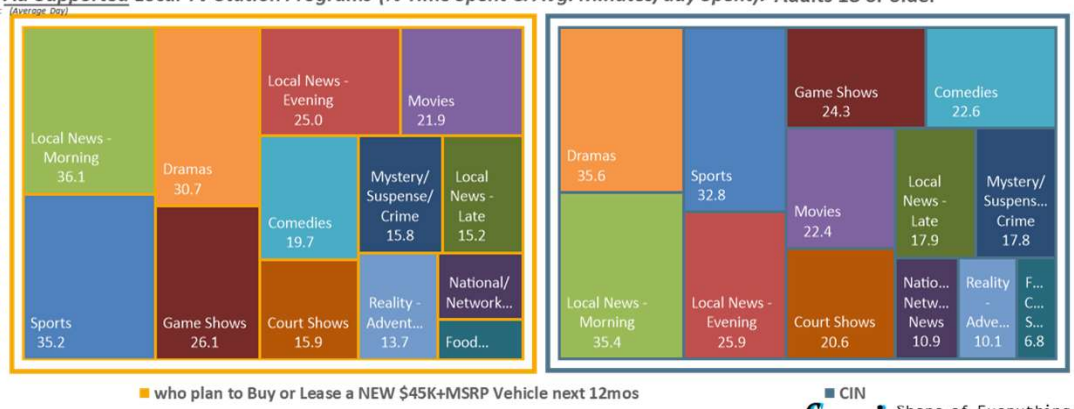
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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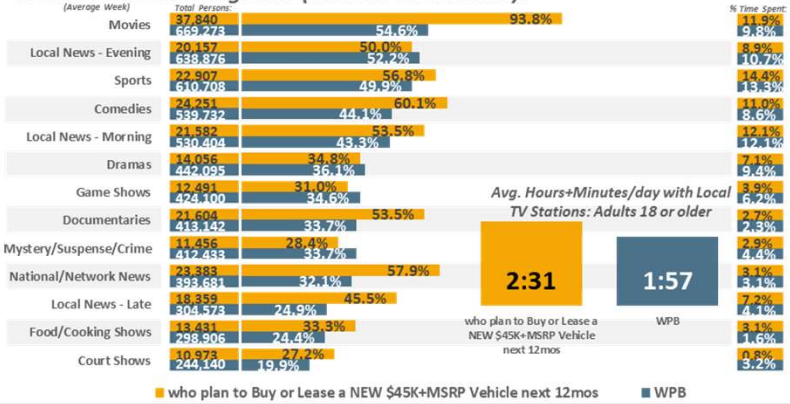
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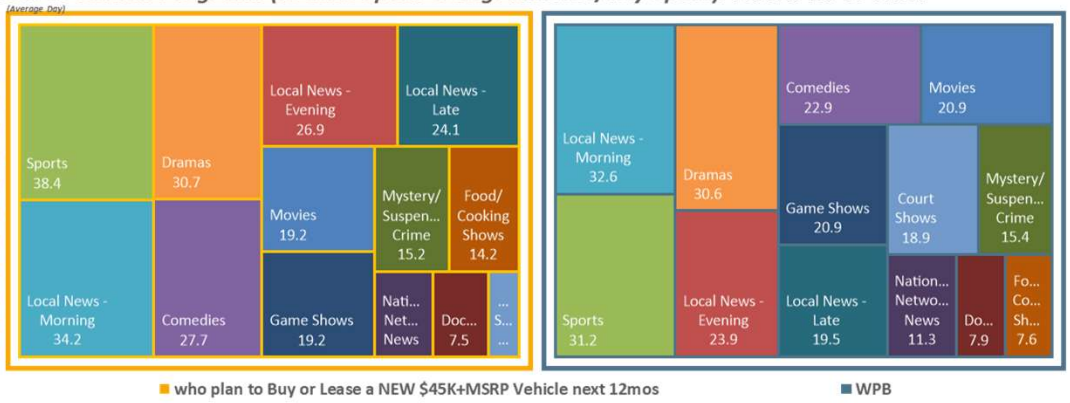


40,342 or 50.5% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Sports, Local News - Morning, National/Network News, and Local News - Evening.

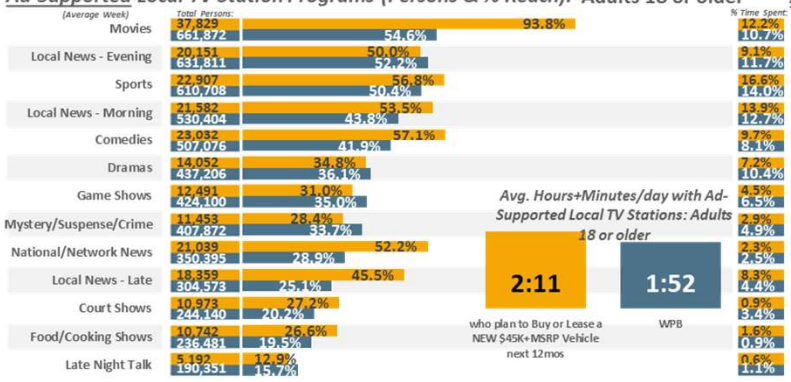
Local TV Station Programs (Persons & % Reach): Adults 18 or older



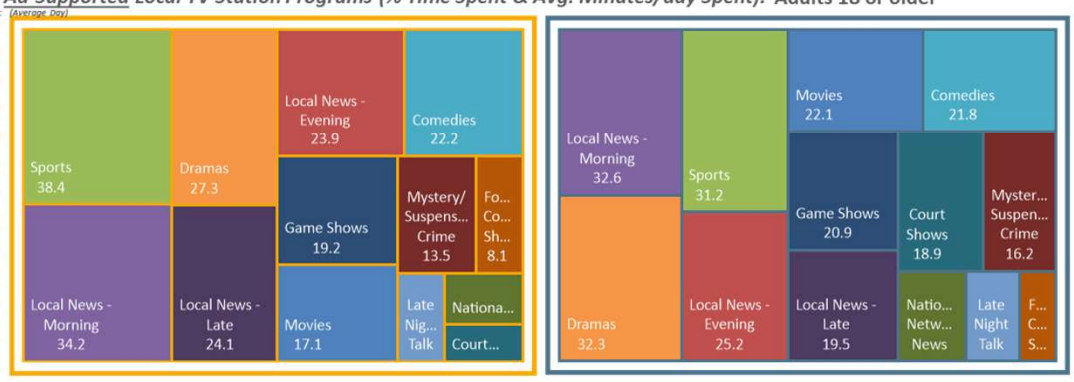
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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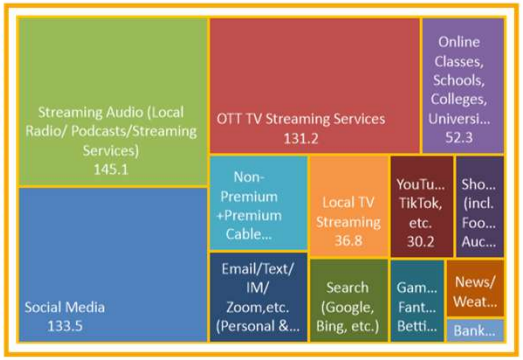


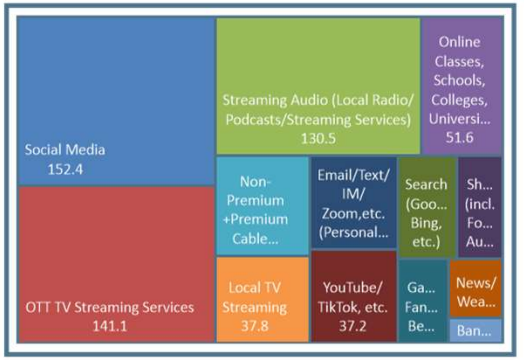
7,166,629 or 77.4% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 116.7 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

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

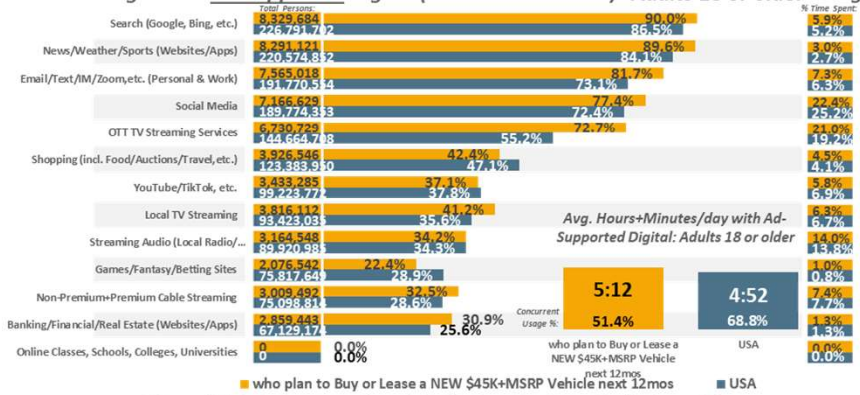


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

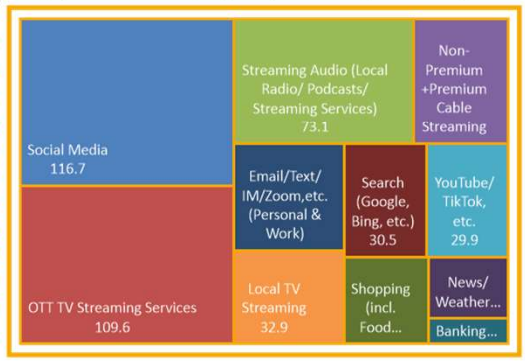


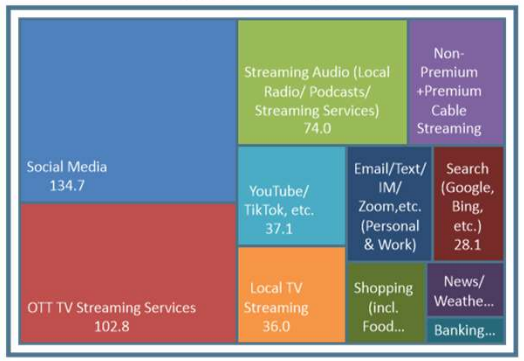


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





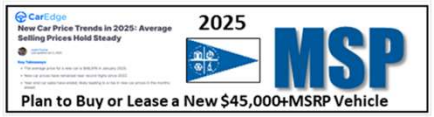
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

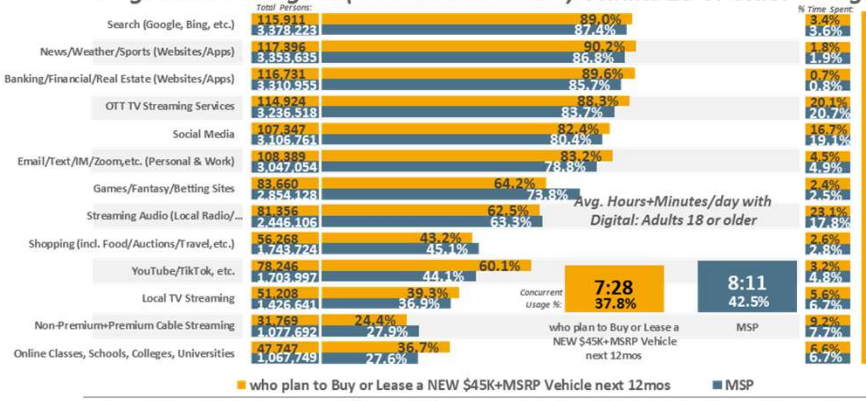
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

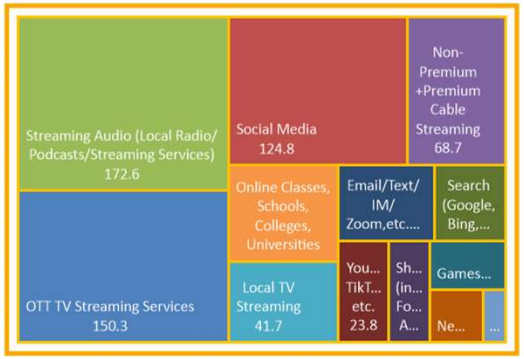


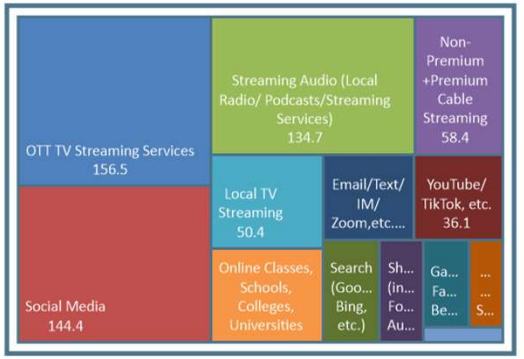
83,252 or 63.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 96.8 minutes every day representing 18.% of all time spent daily with Ad-Supported Digital Media.

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

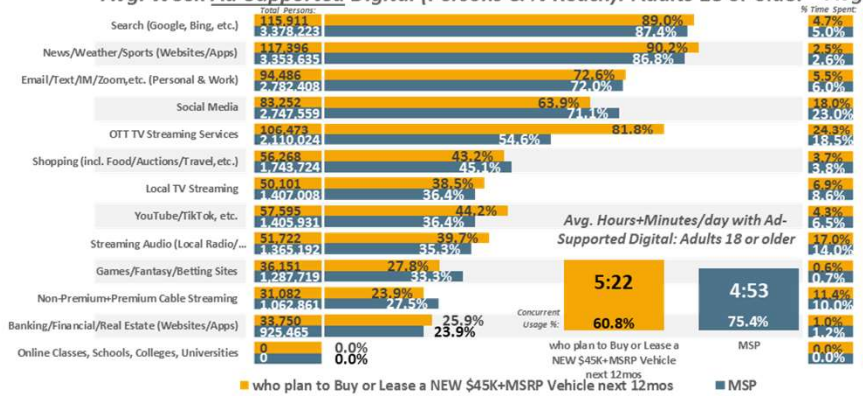


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



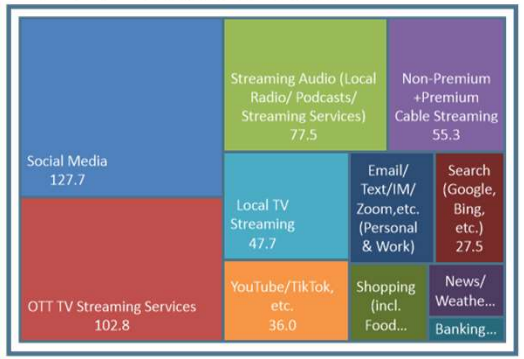


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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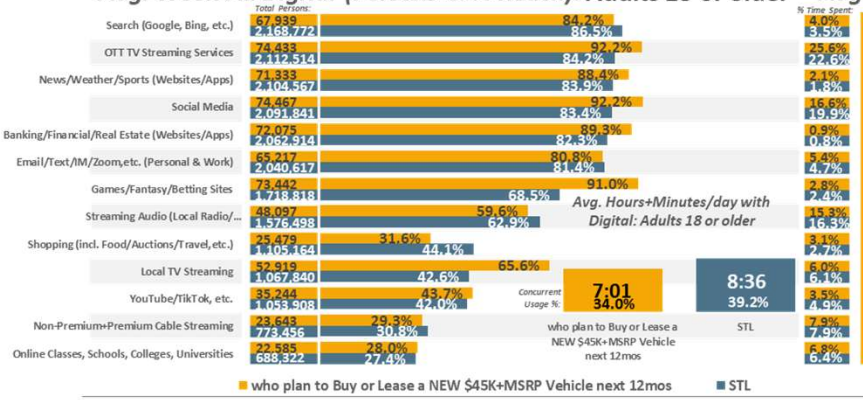
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

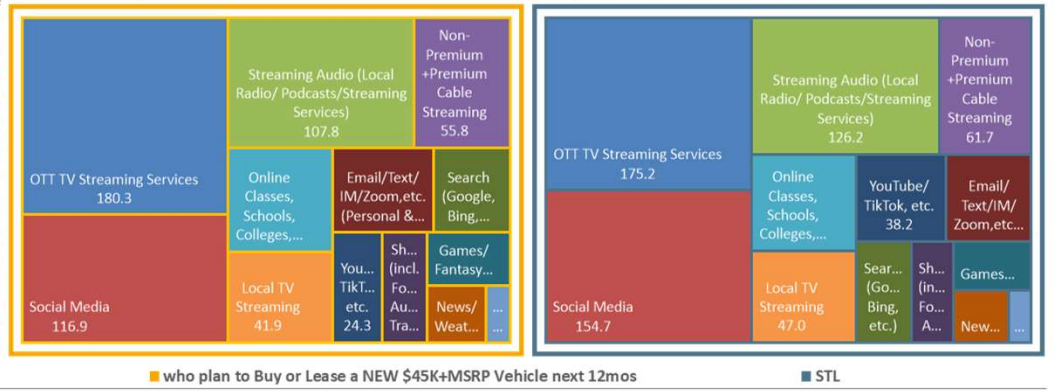


73,591 or 91.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 115.5 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

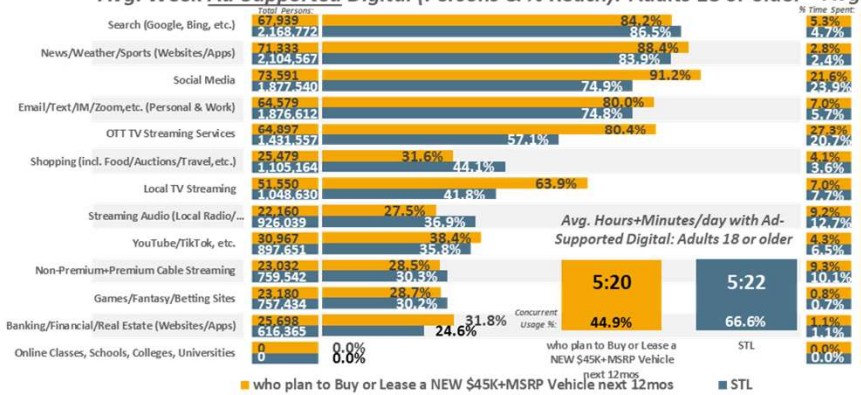
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



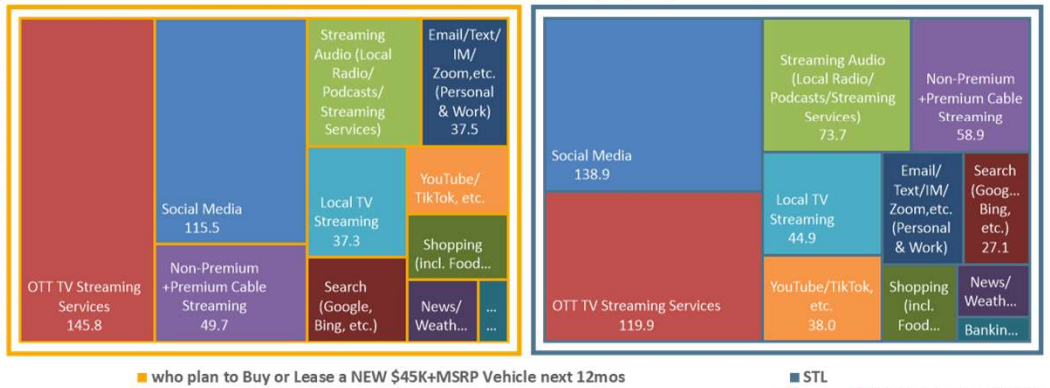
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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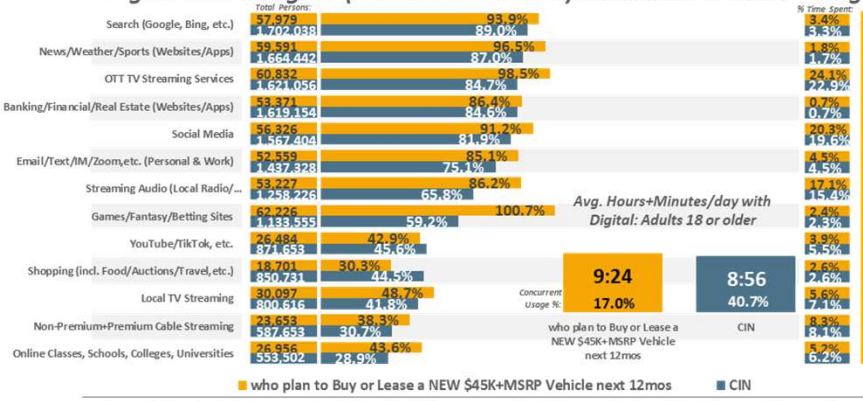
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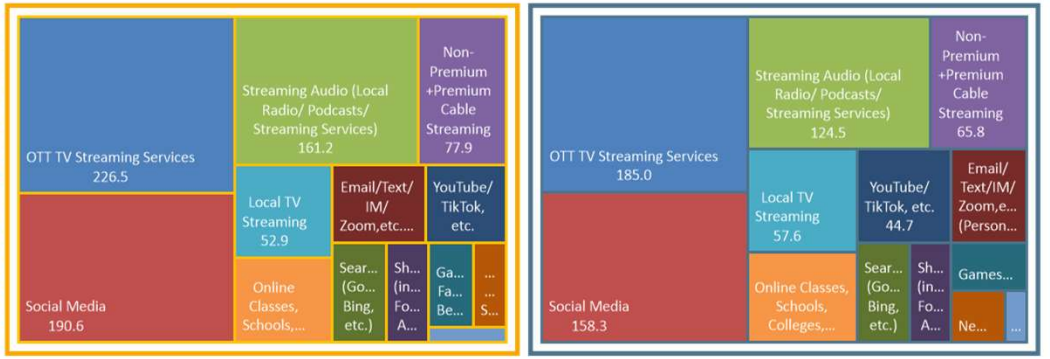


45,743 or 74.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 154.8 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

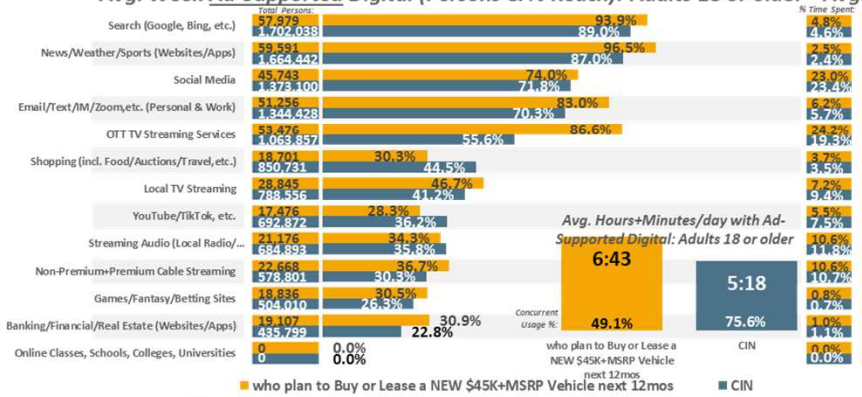
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



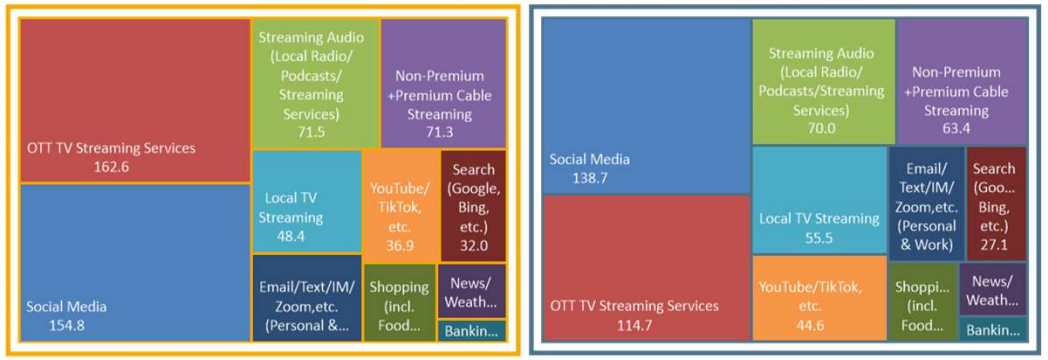
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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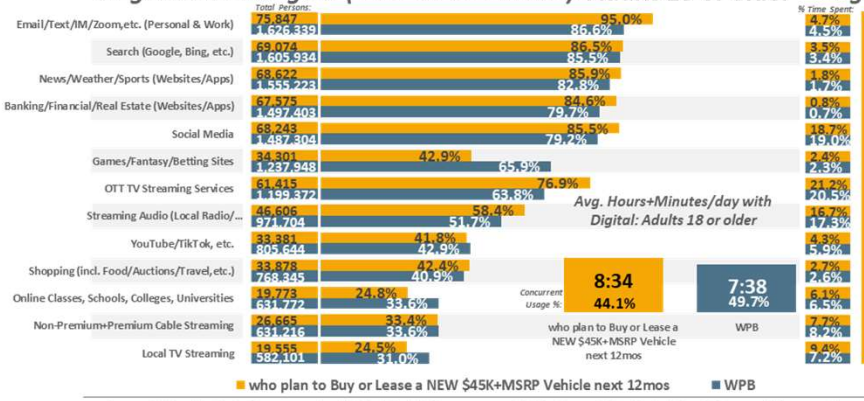
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

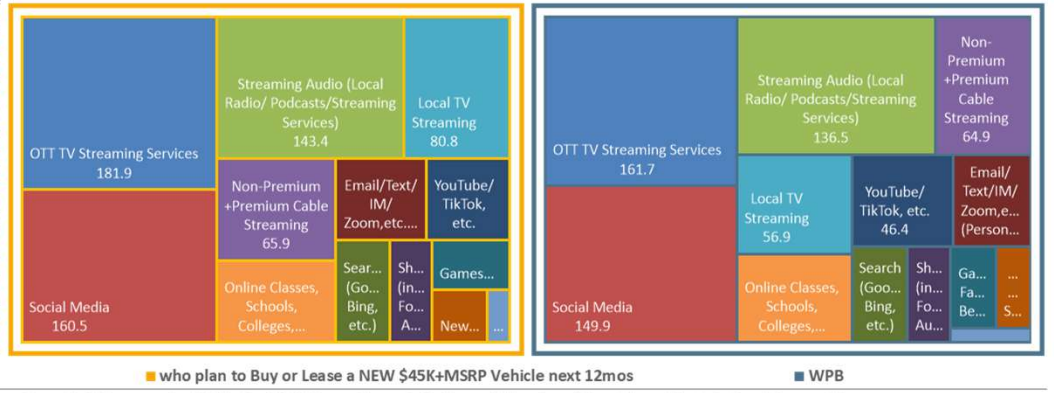


52,361 or 65.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 123.2 minutes every day representing 19.3% of all time spent daily with Ad-Supported Digital Media.

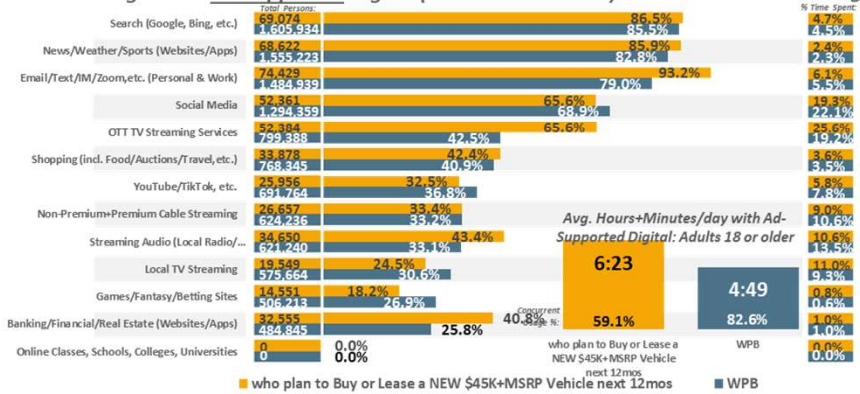
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



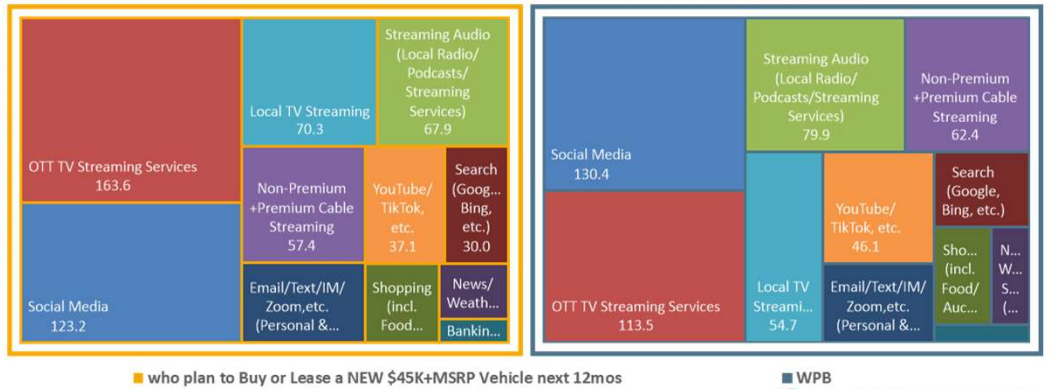
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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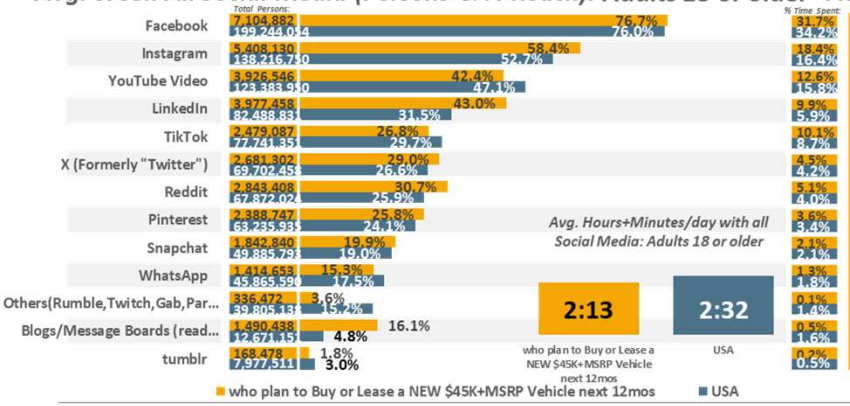
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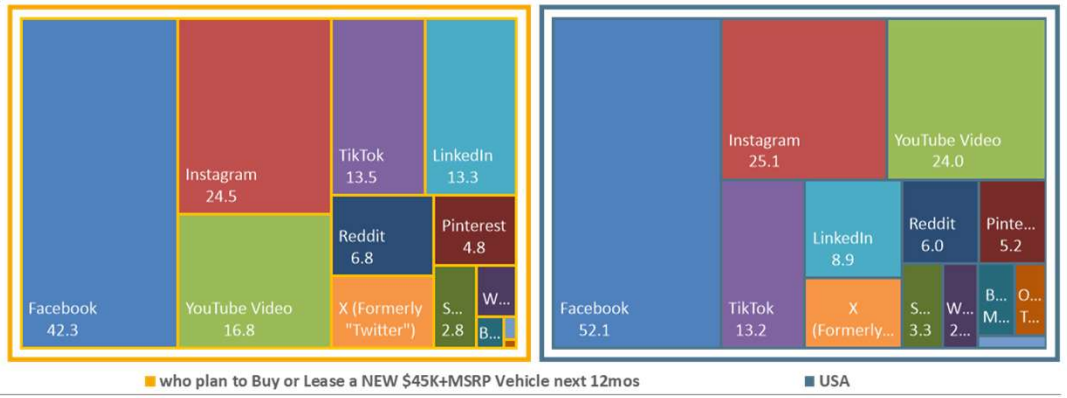


7,104,882 or 76.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41.9 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

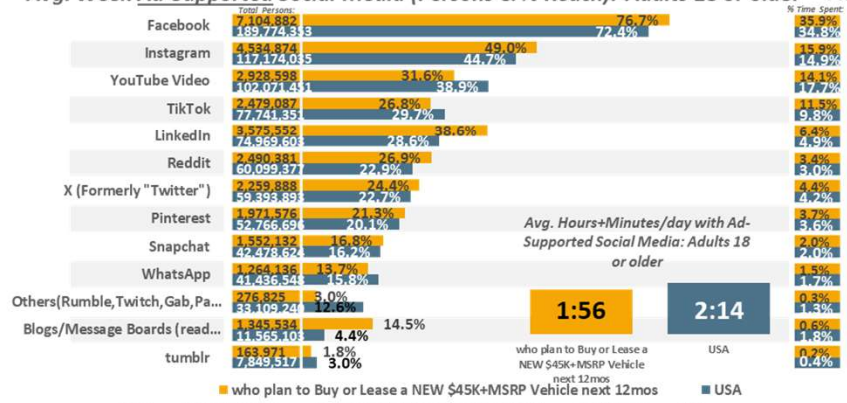
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



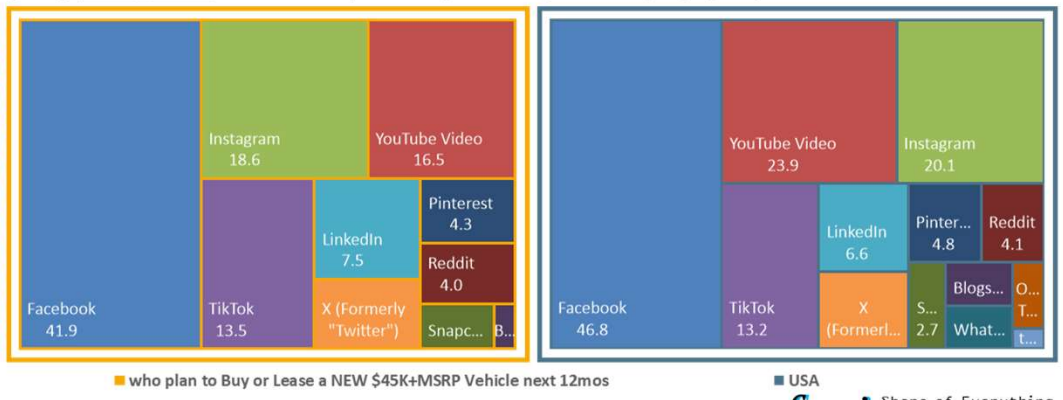
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

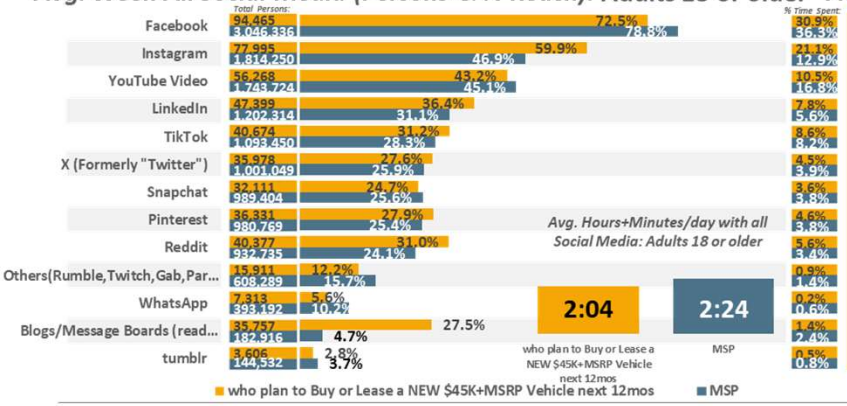
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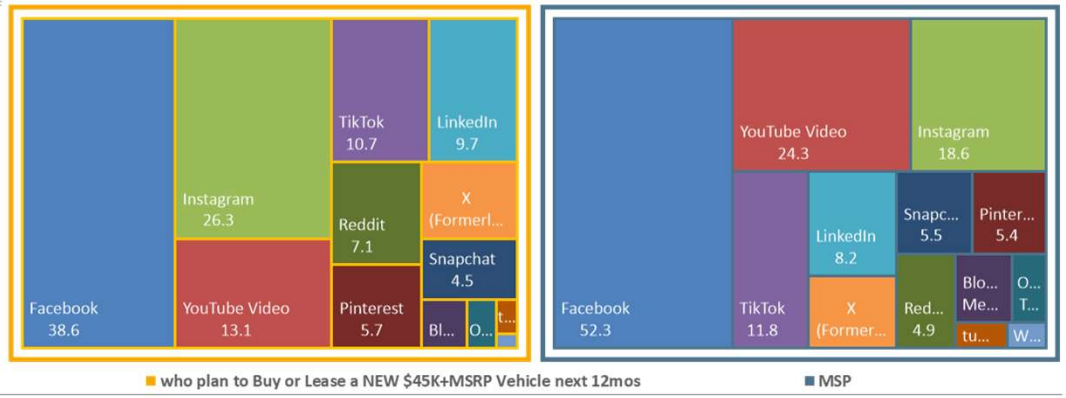


83,252 or 63.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 34.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

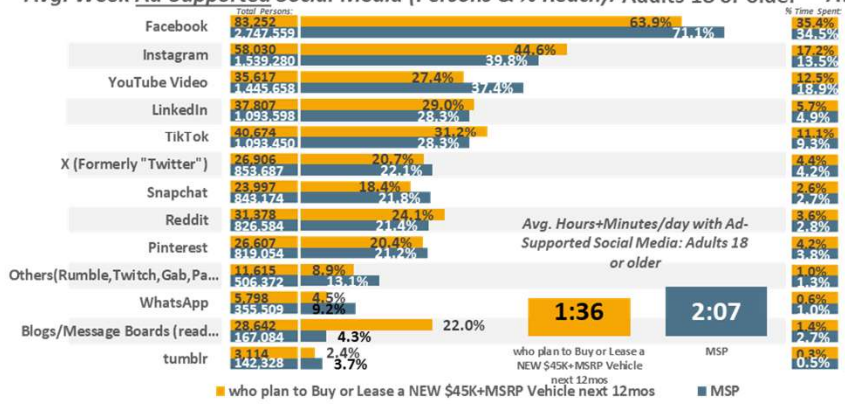
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



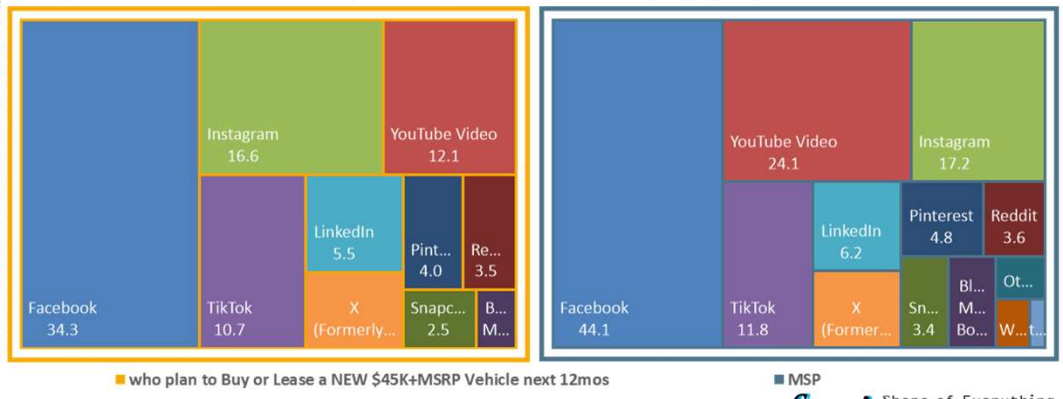
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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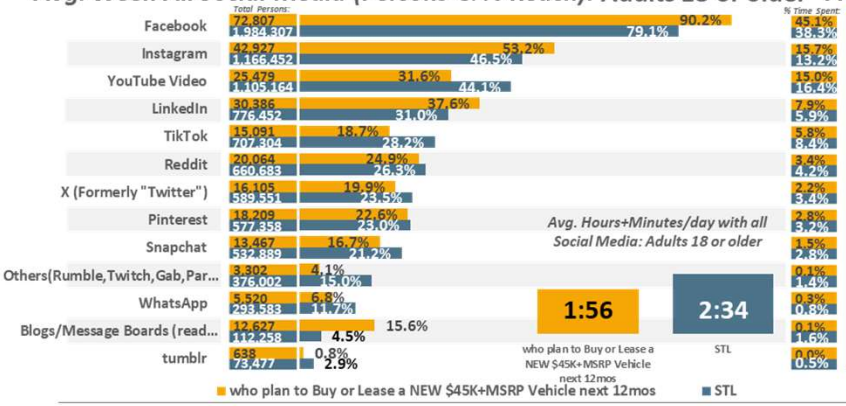
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

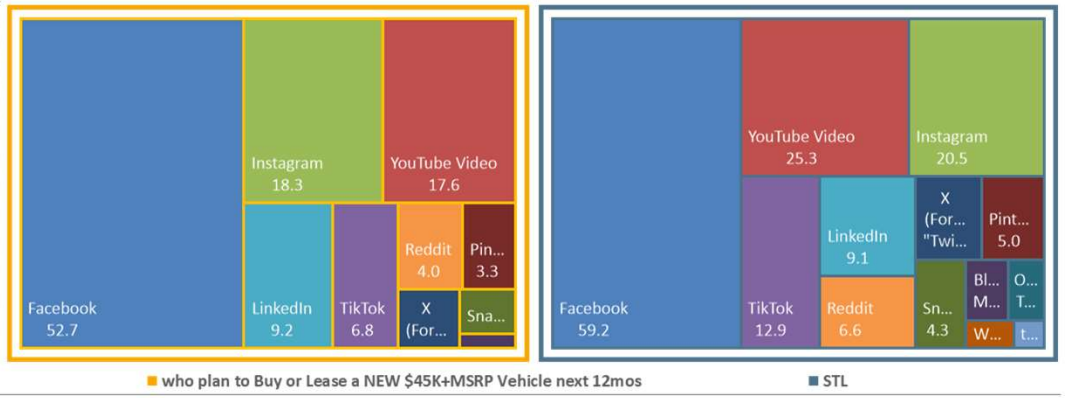


72,807 or 90.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 49.9 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.

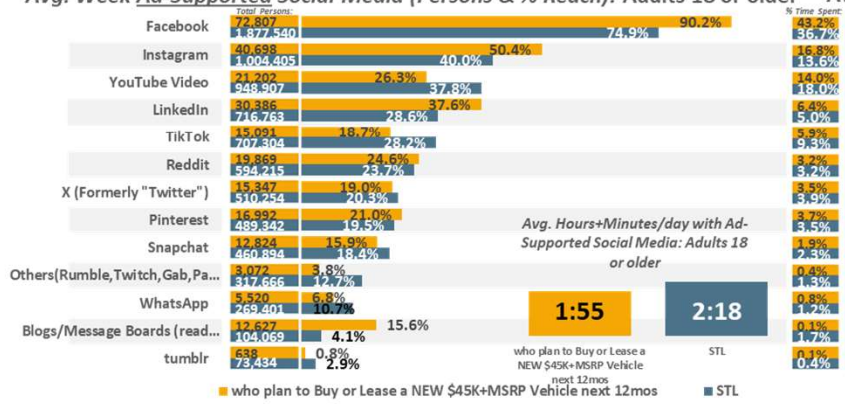
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



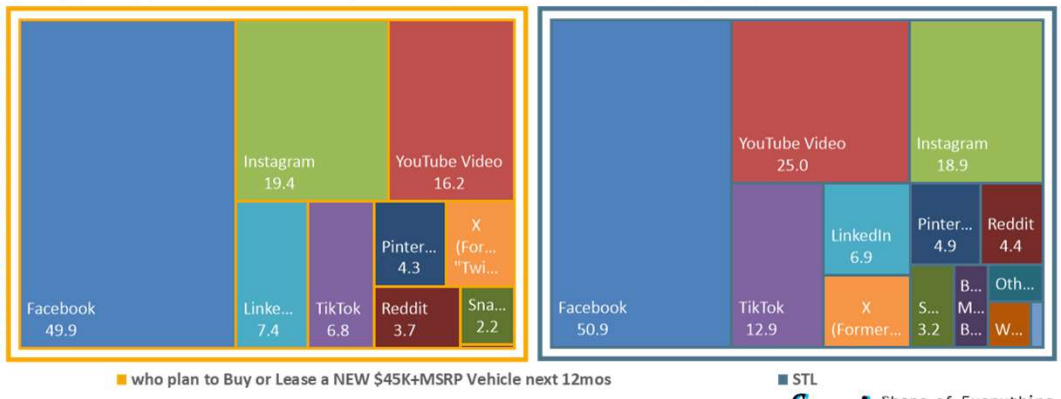
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

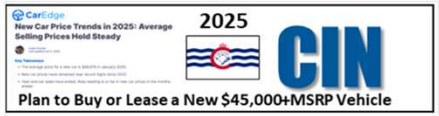


STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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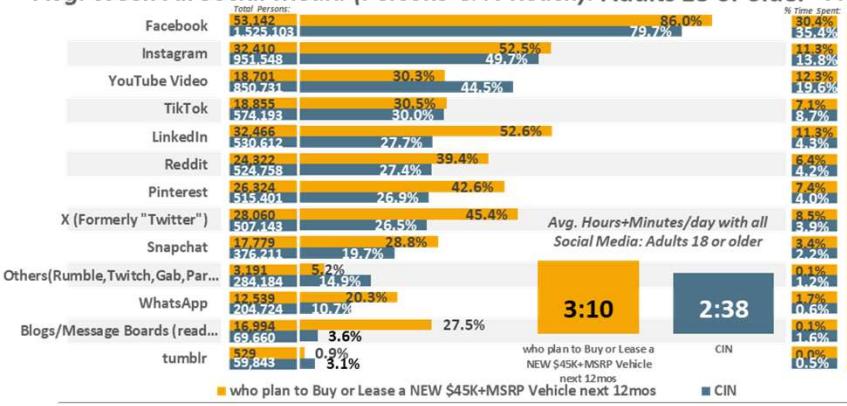
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

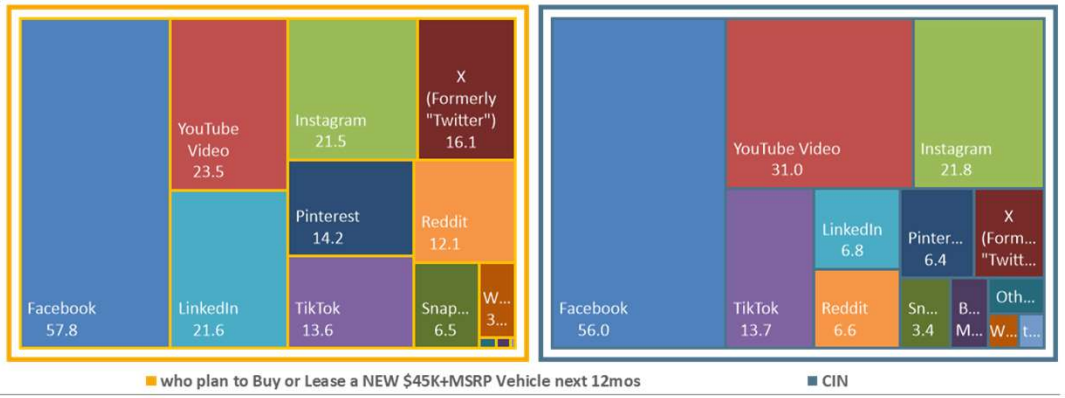


45,743 or 74.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 53.4 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

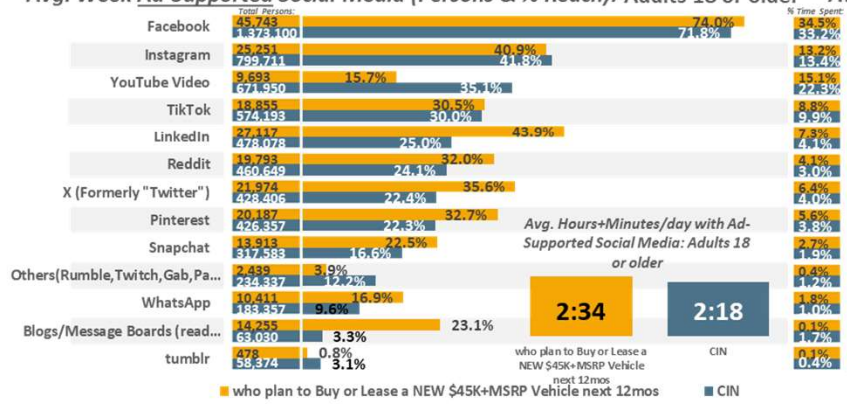
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



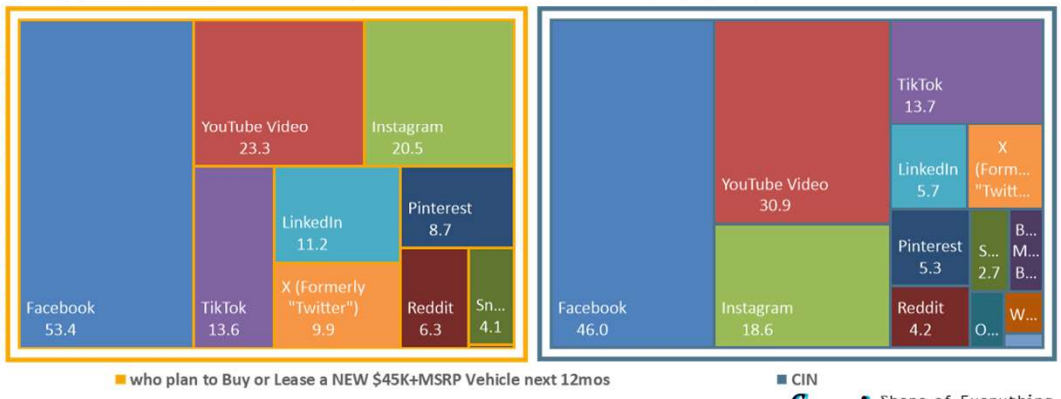
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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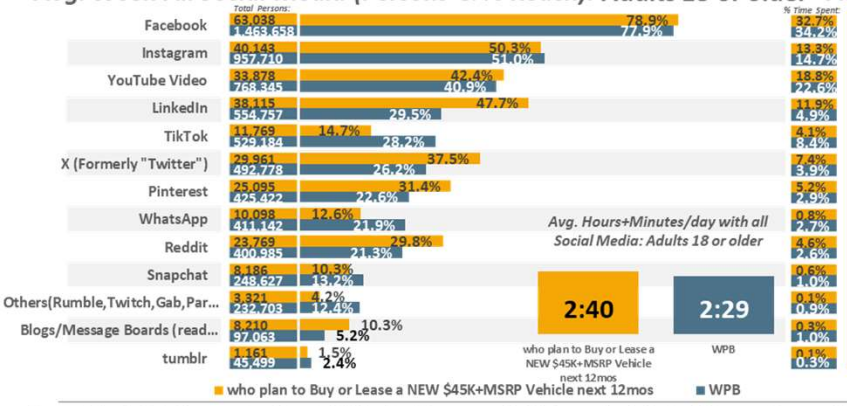
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

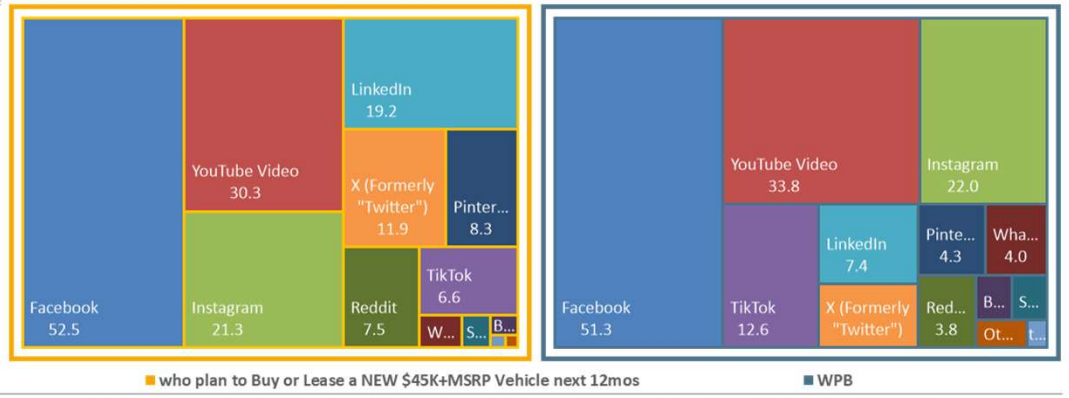


52,361 or 65.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

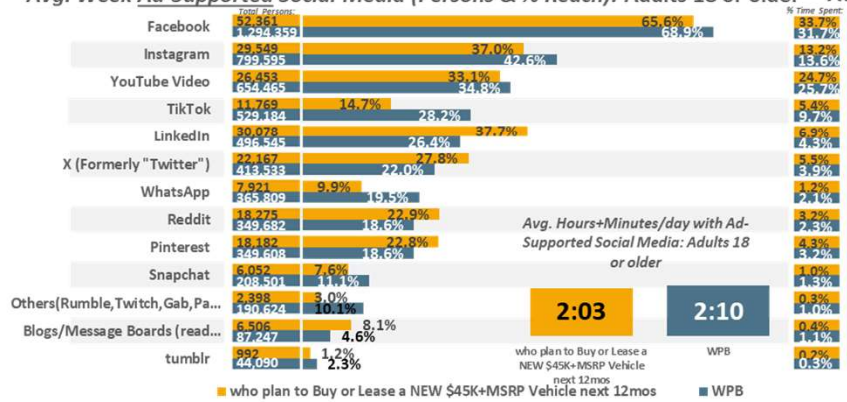
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



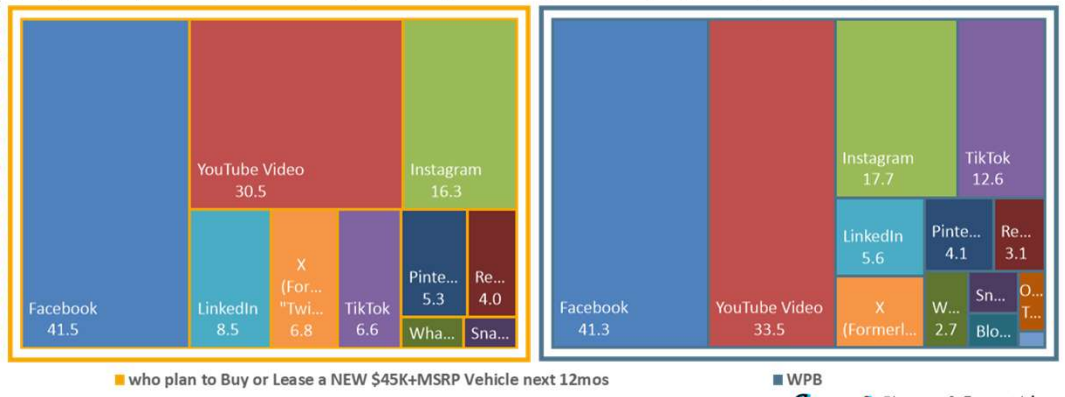
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

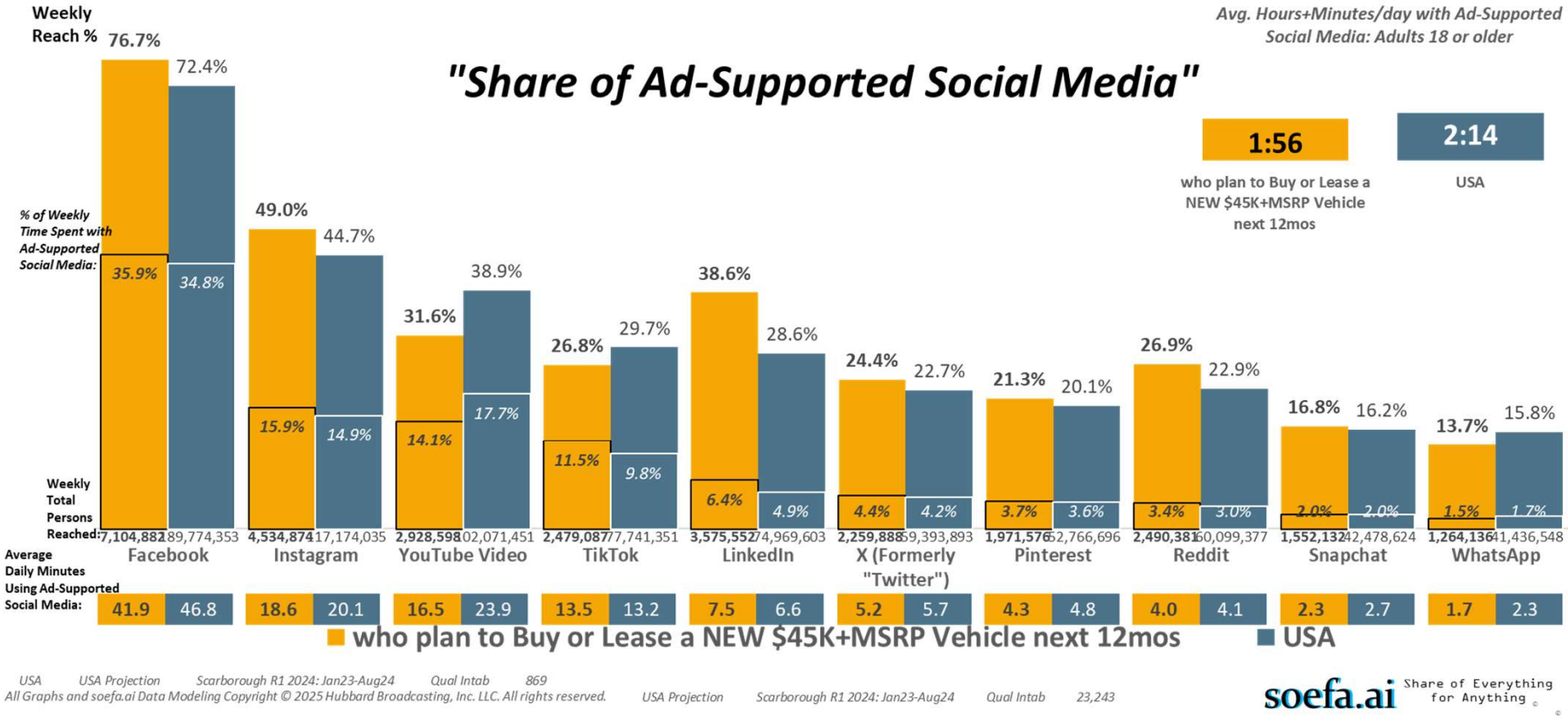
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



7,104,882 or 76.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41.9 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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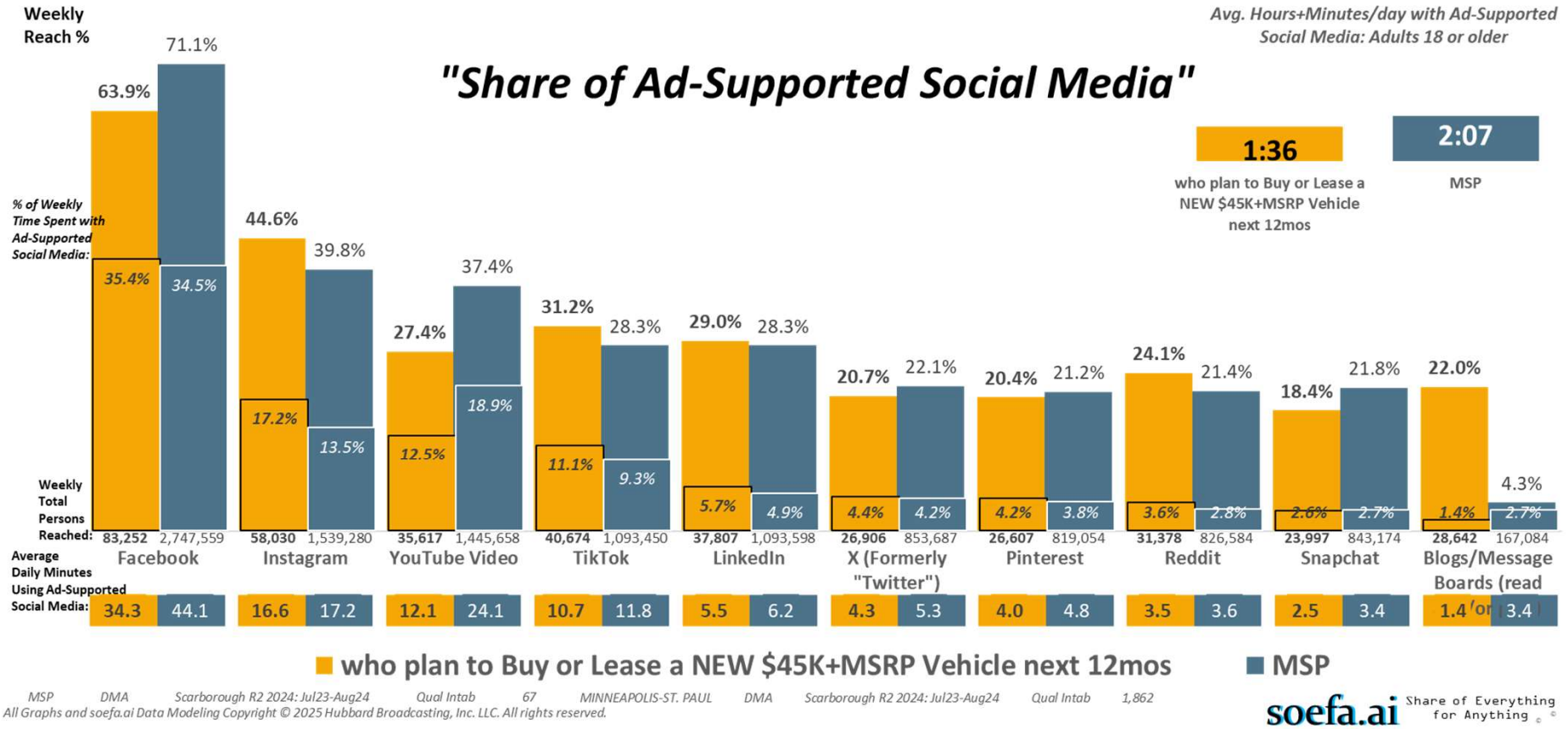
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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



83,252 or 63.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 34.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

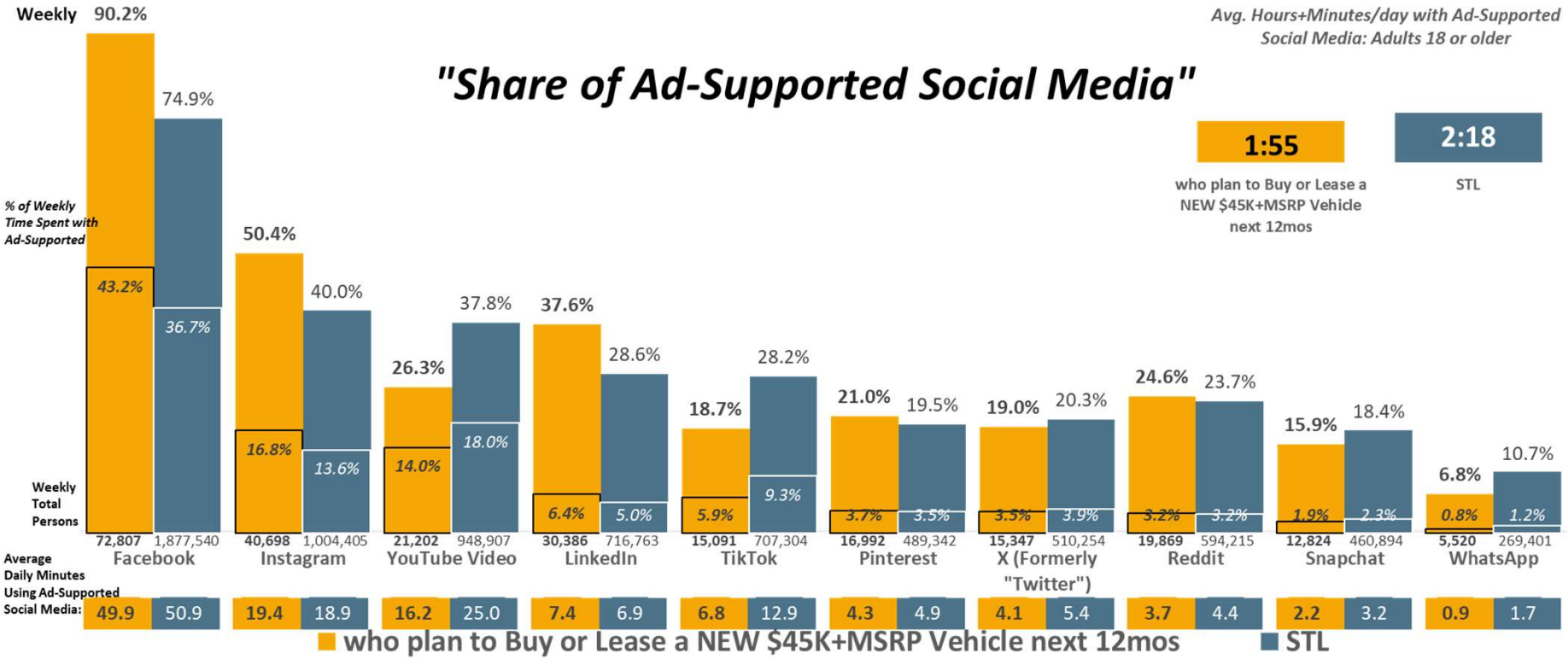
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



72,807 or 90.2% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 49.9 minutes every day representing 43.2% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

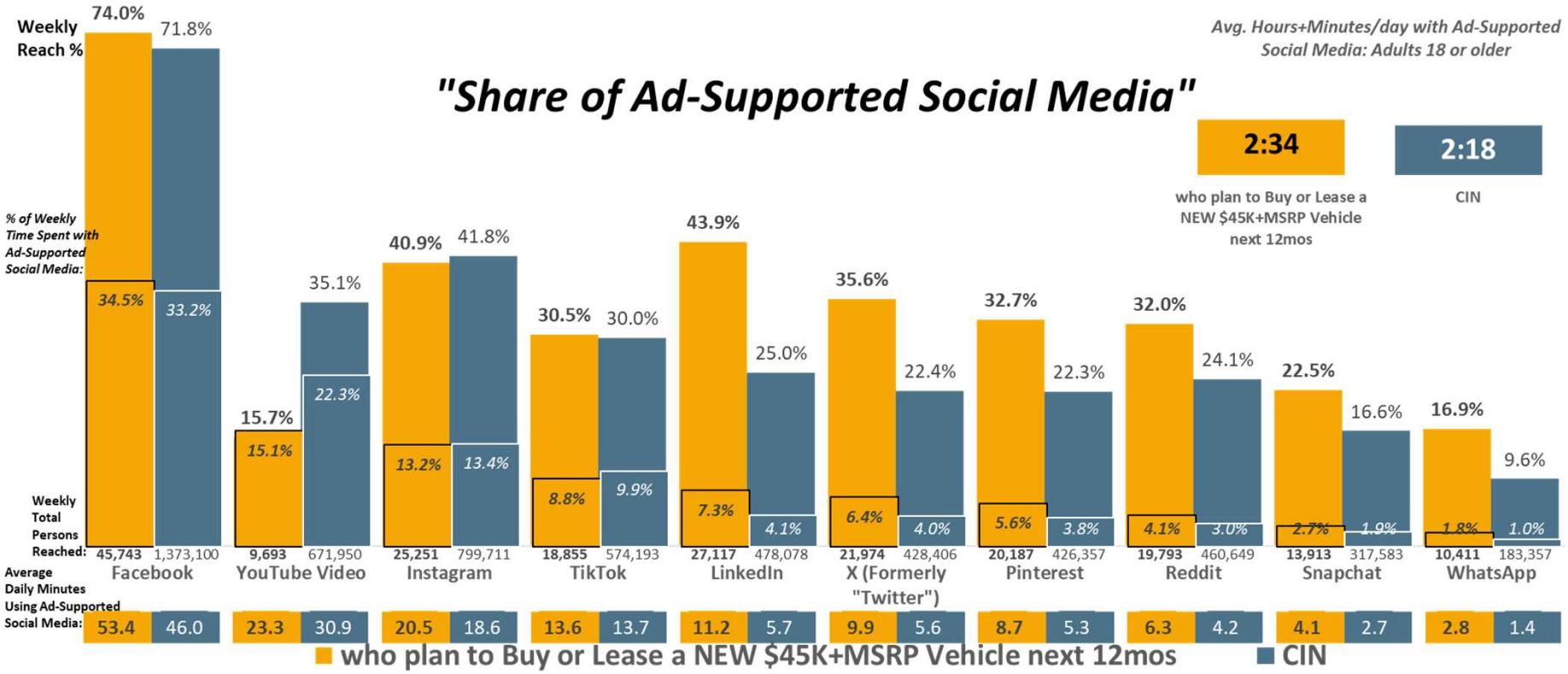
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



45,743 or 74.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 53.4 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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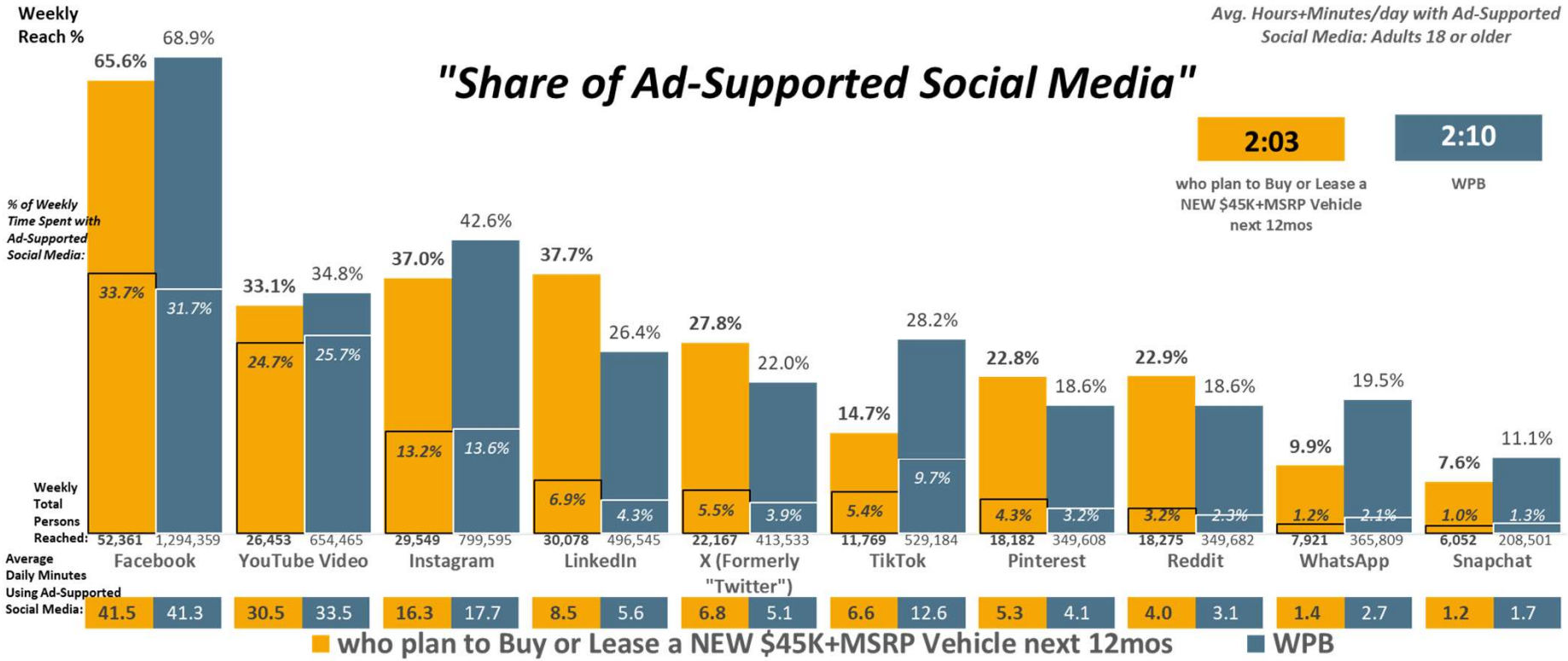
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



52,361 or 65.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 41.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

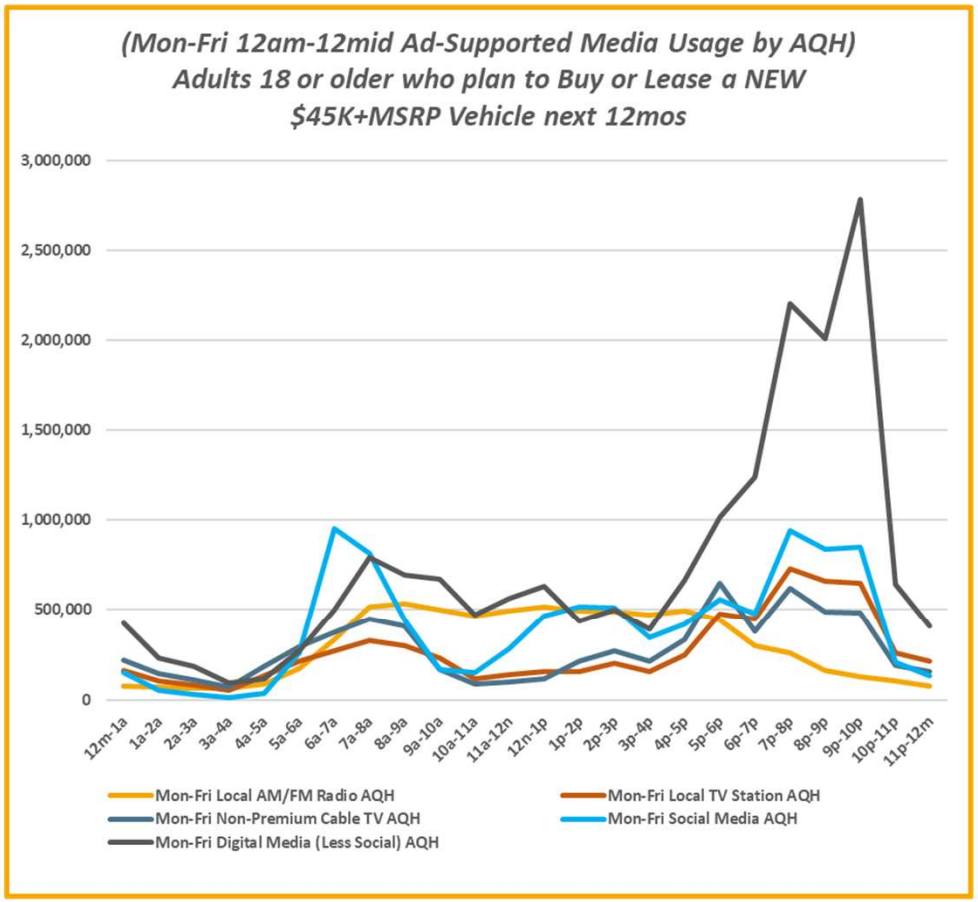
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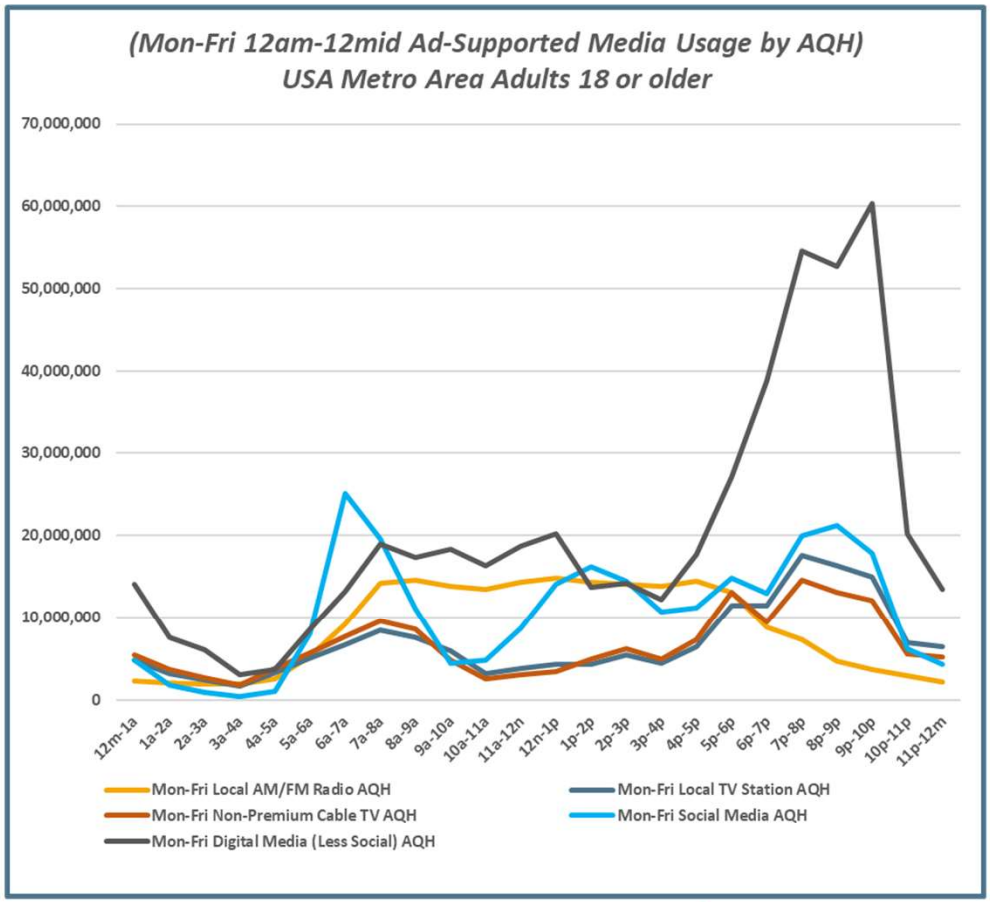
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 659,757; Social Media: 469,199; Local Radio: 465,716; Non-Prem. Cable: 289,099; Local TV: 248,057 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Veh





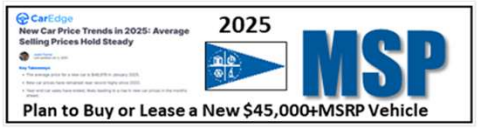
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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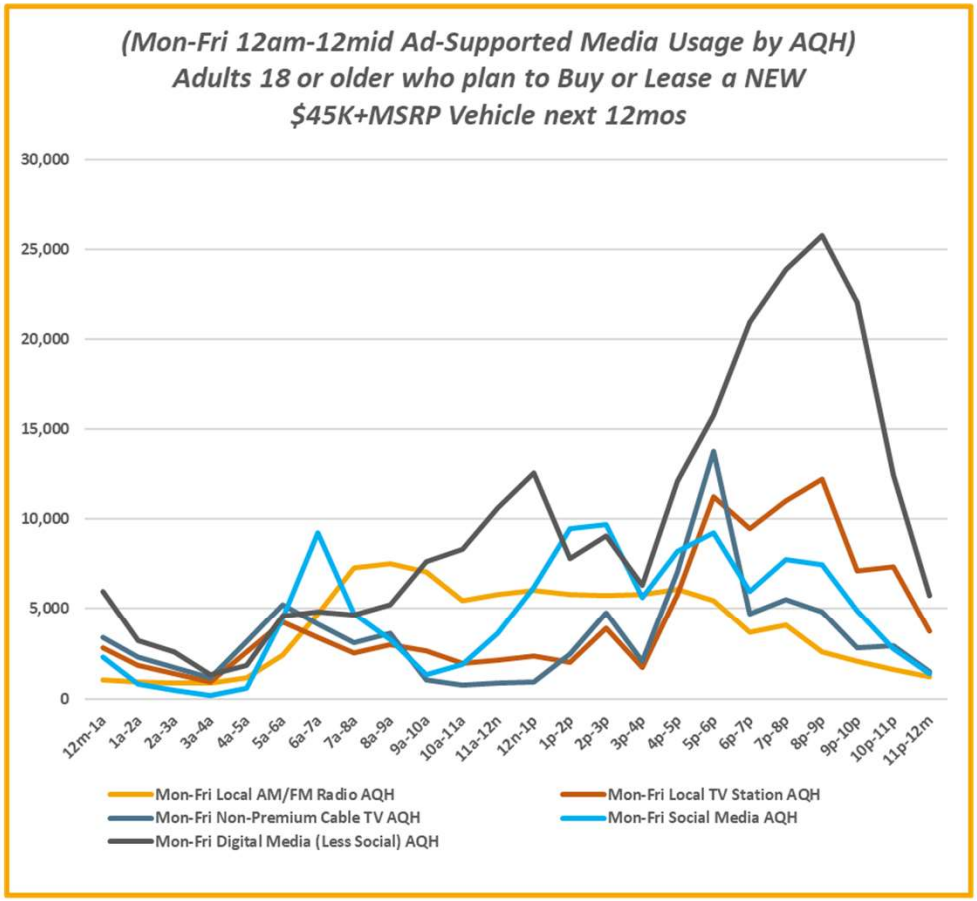
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

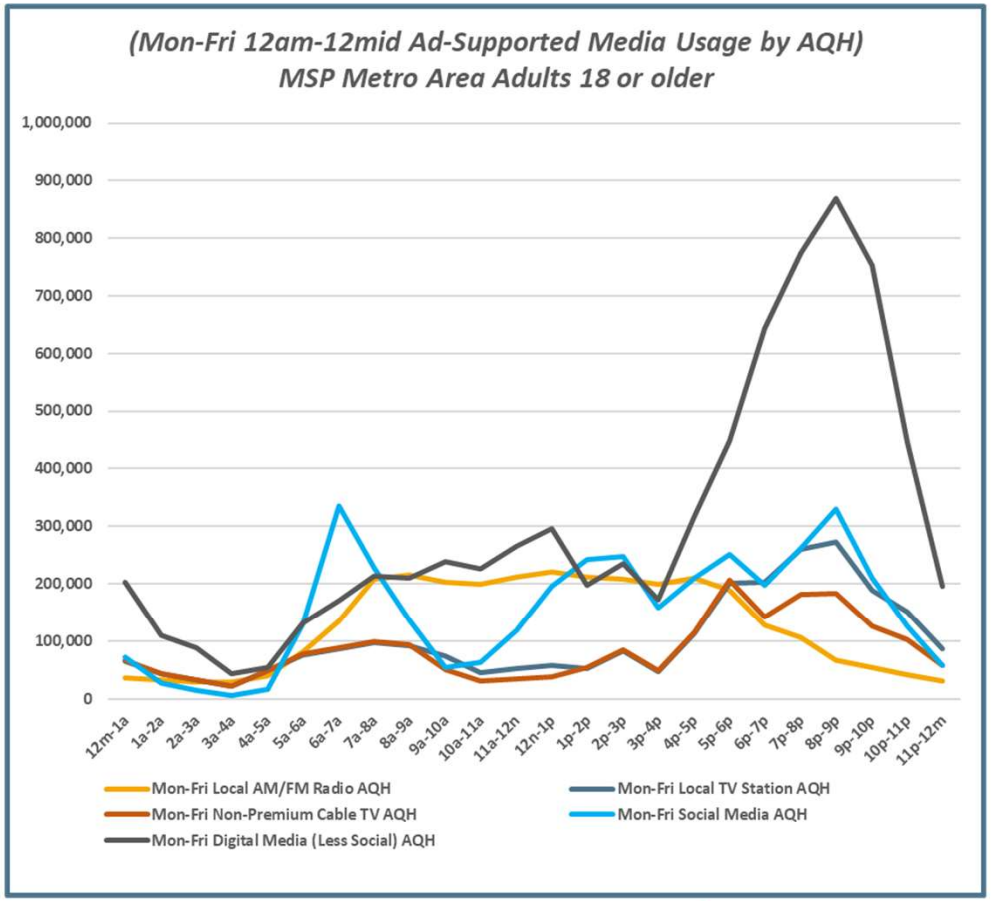
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,690; Social Media: 6,039; Local Radio: 5,883; Local TV: 4,016; Non-Prem. Cable: 3,797 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next





MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

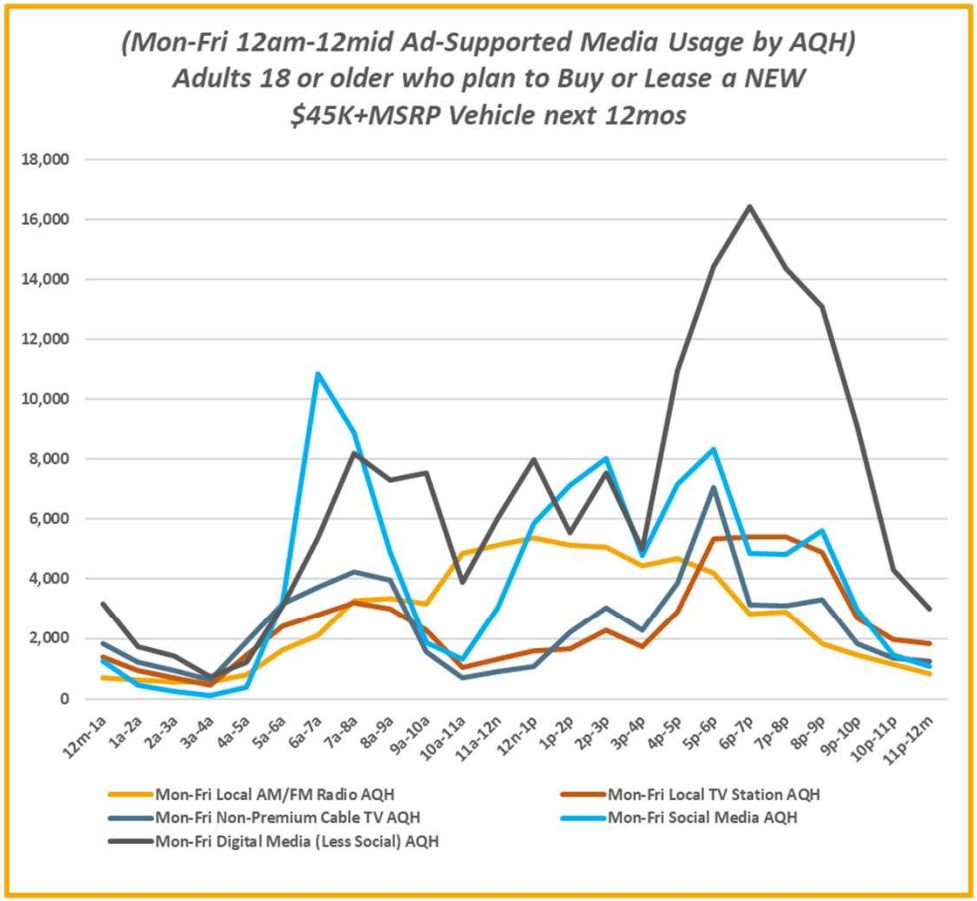
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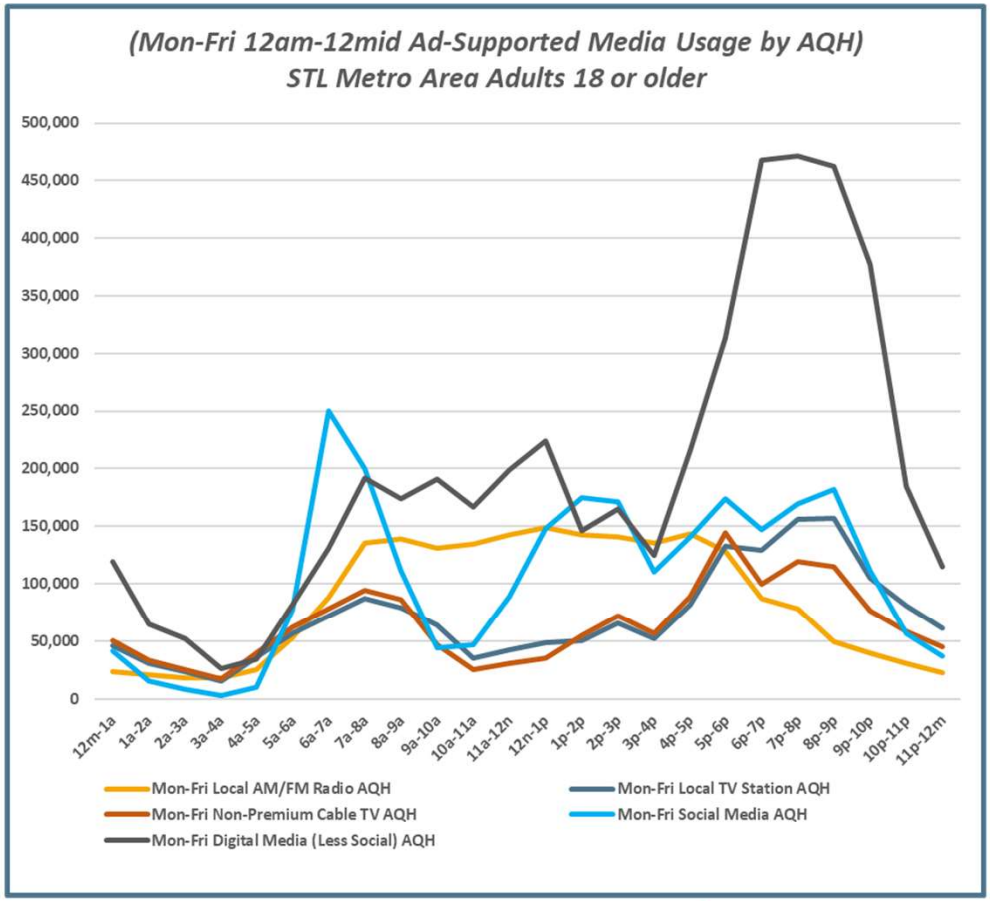
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,172; Social Media: 5,928; Local Radio: 4,125; Non-Prem. Cable: 2,898; Local TV: 2,658 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

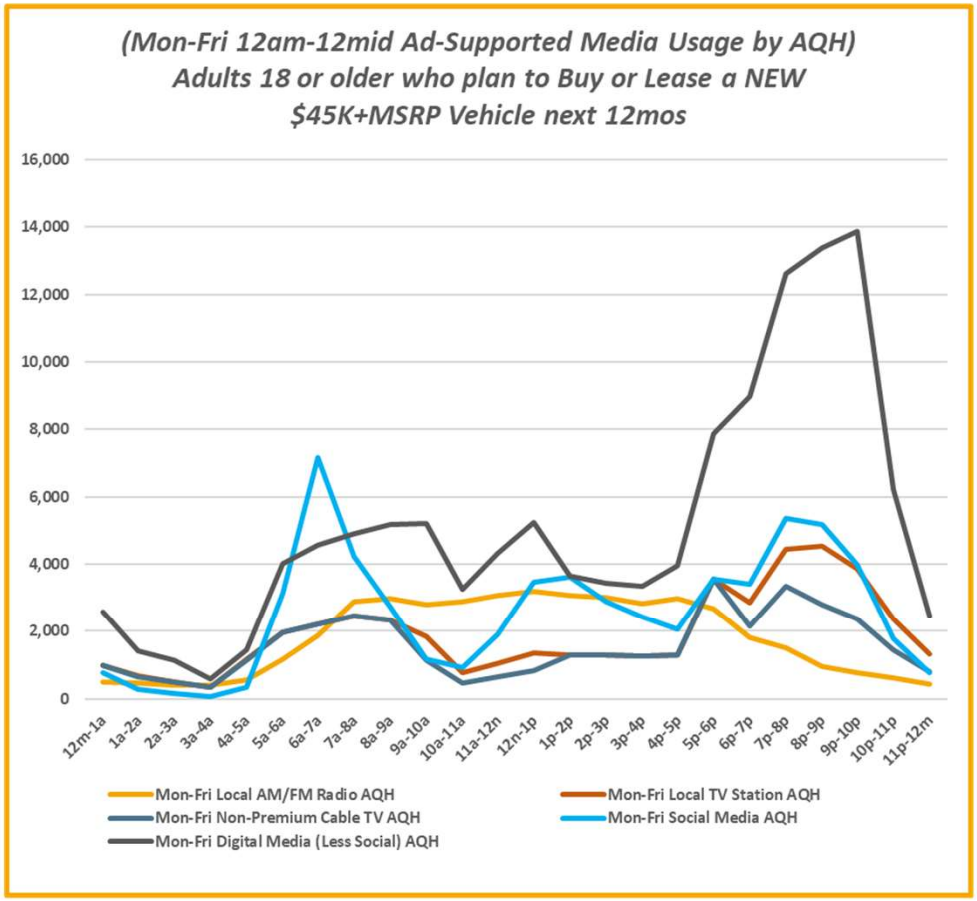
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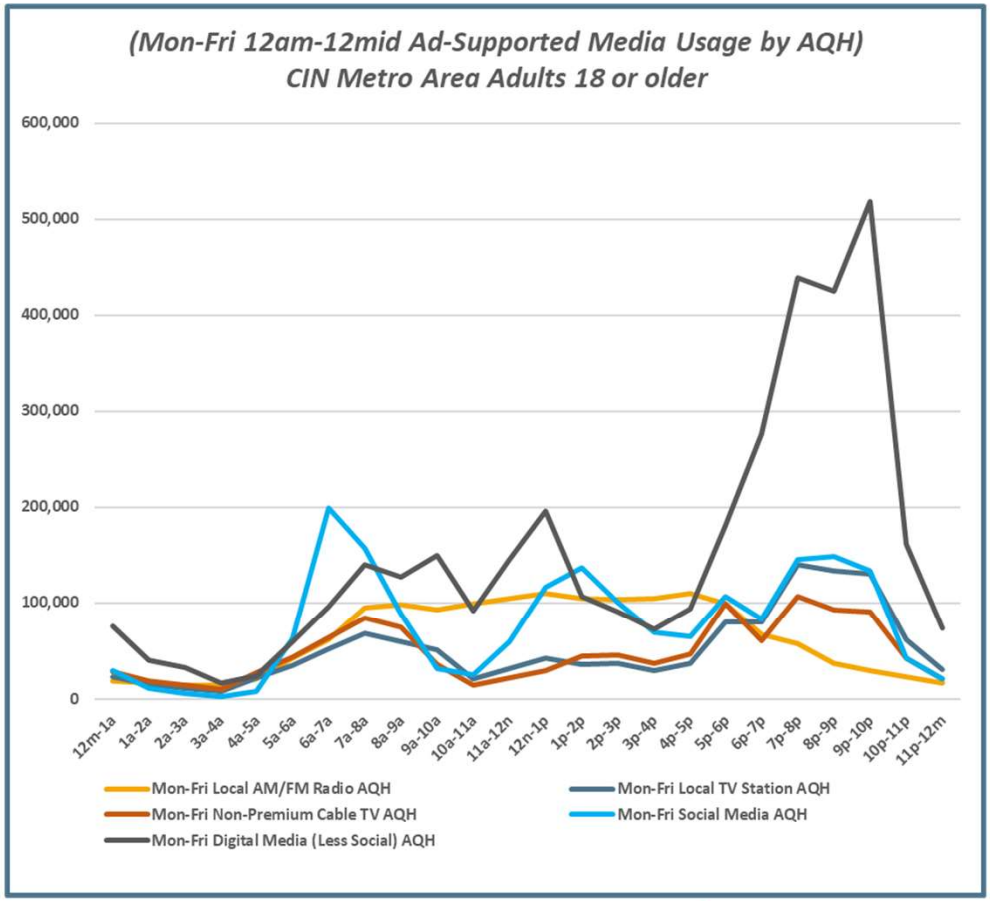
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,914; Social Media: 3,039; Local Radio: 2,772; Local TV: 1,812; Non-Prem. Cable: 1,606 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

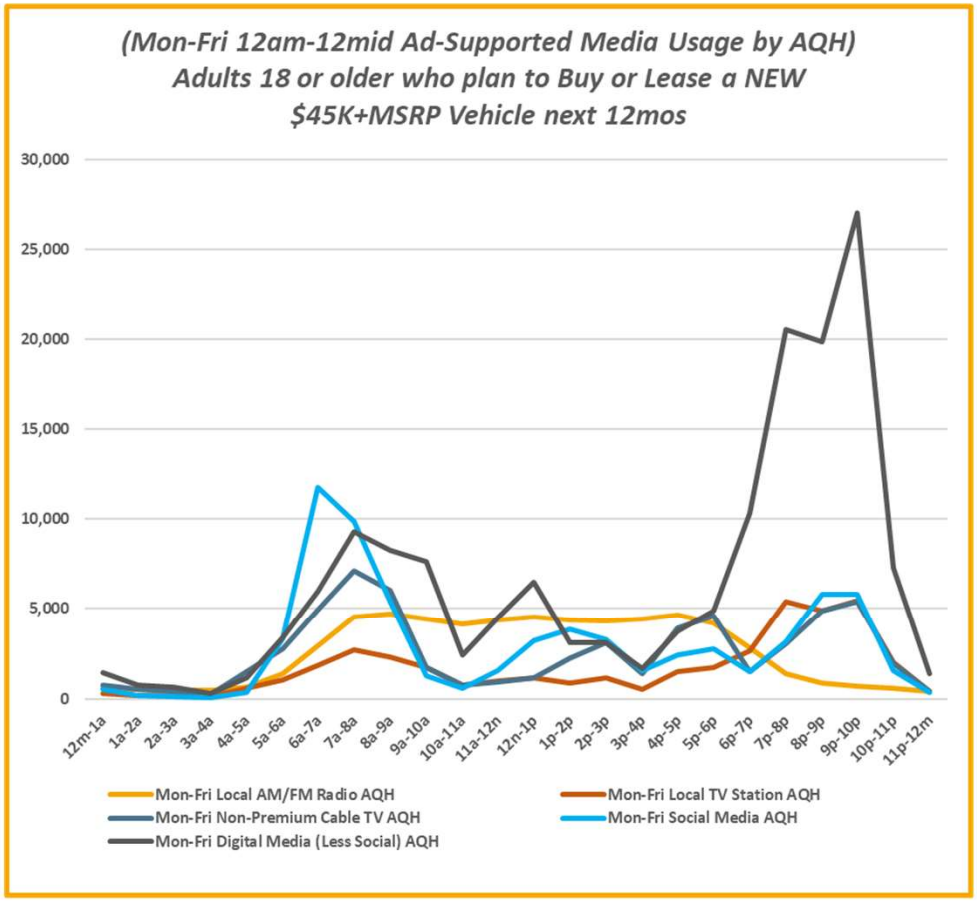
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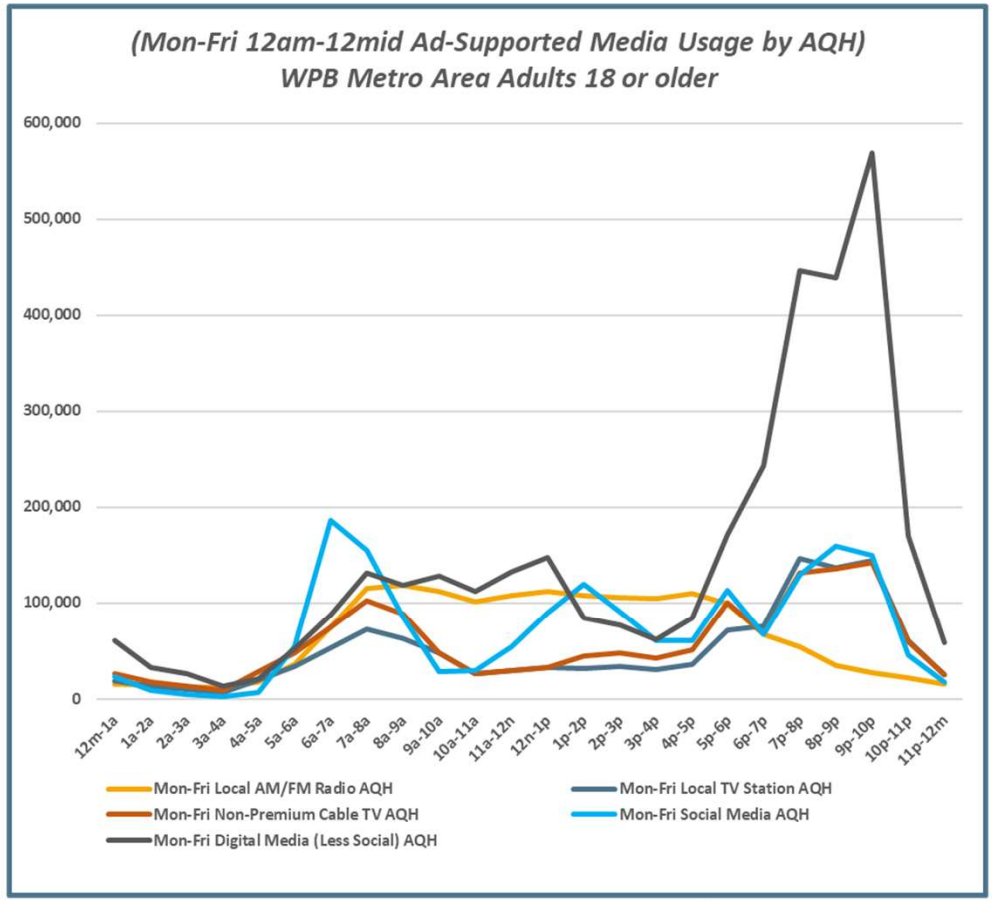
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,503; Local Radio: 4,191; Social Media: 3,763; Non-Prem. Cable: 3,028; Local TV: 1,529 reaching Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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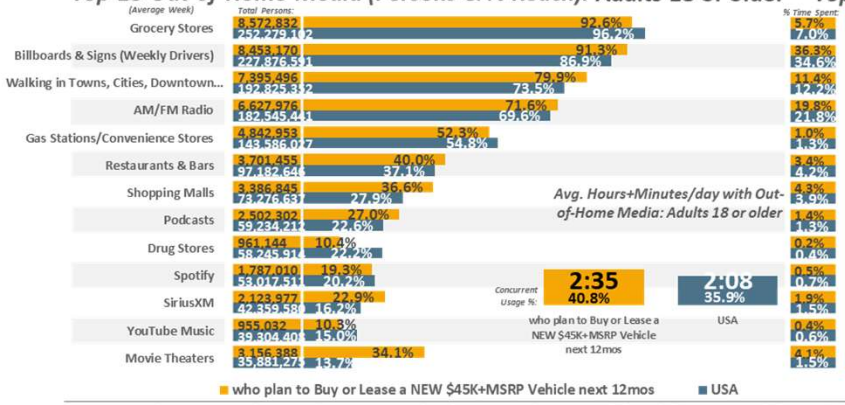
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

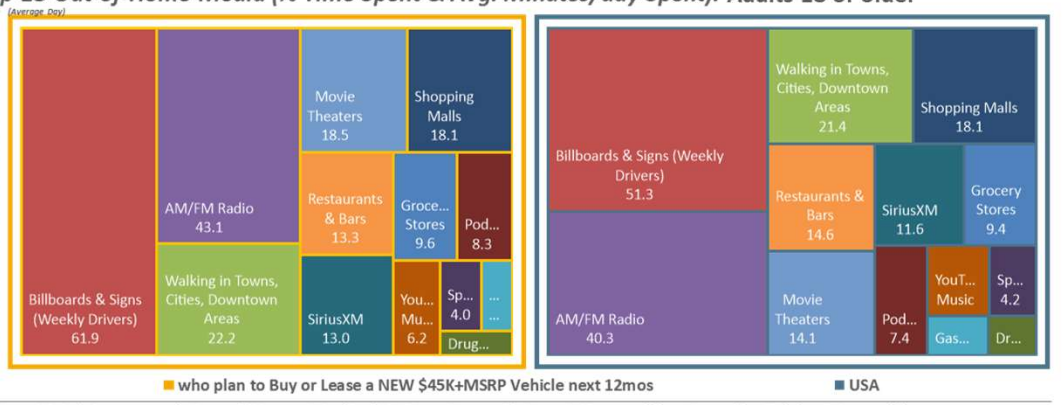


8,453,170 or 91.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 61.9 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minu

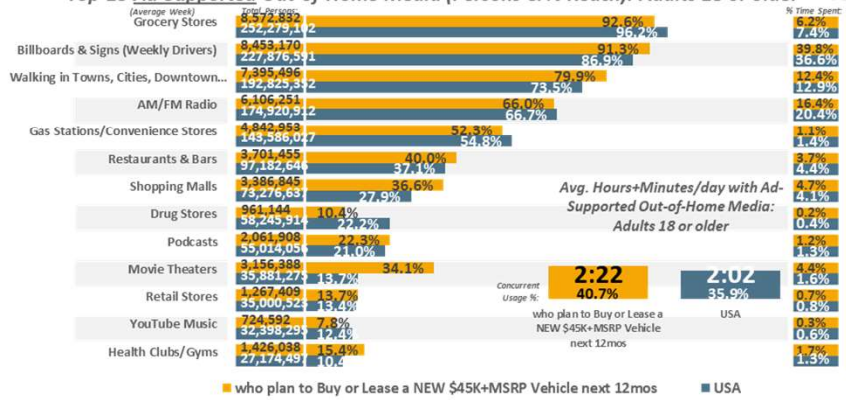
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



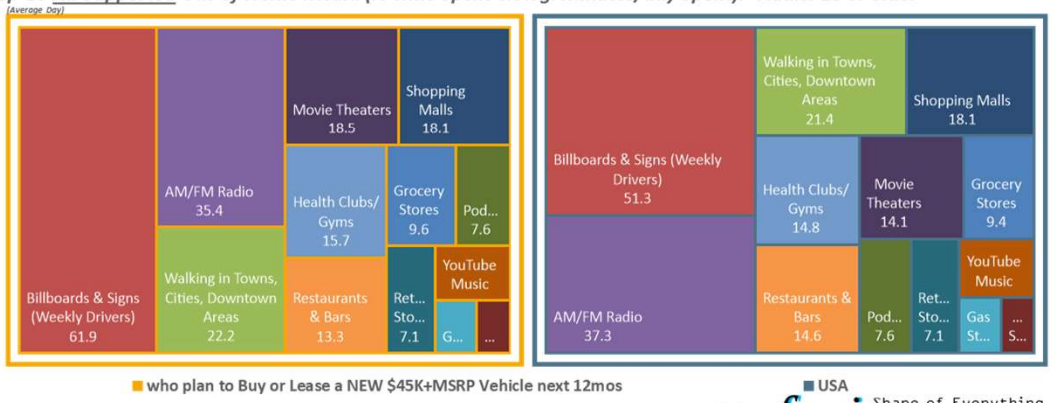
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

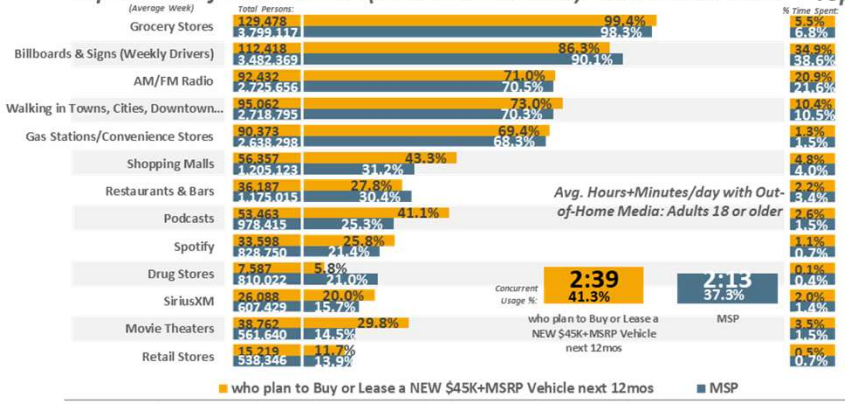
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

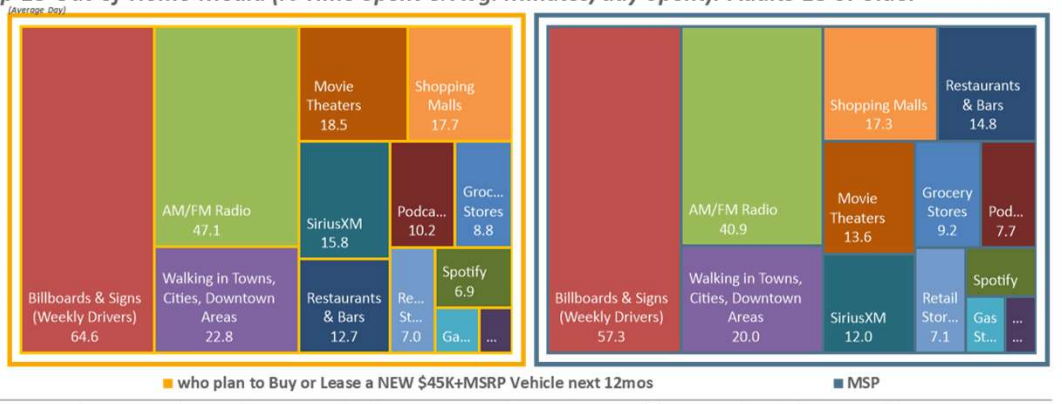


112,418 or 86.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 64.6 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 34.8 minut

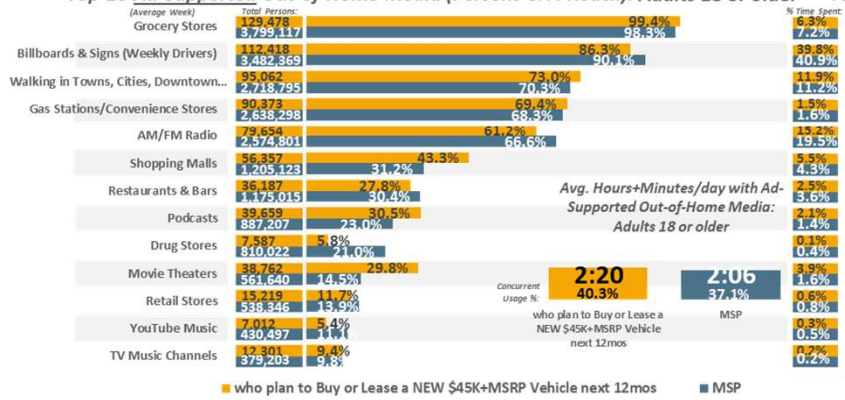
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



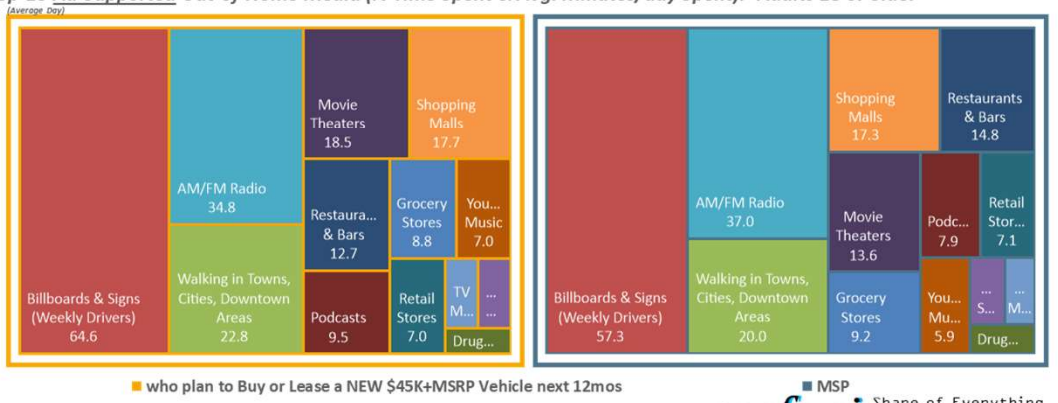
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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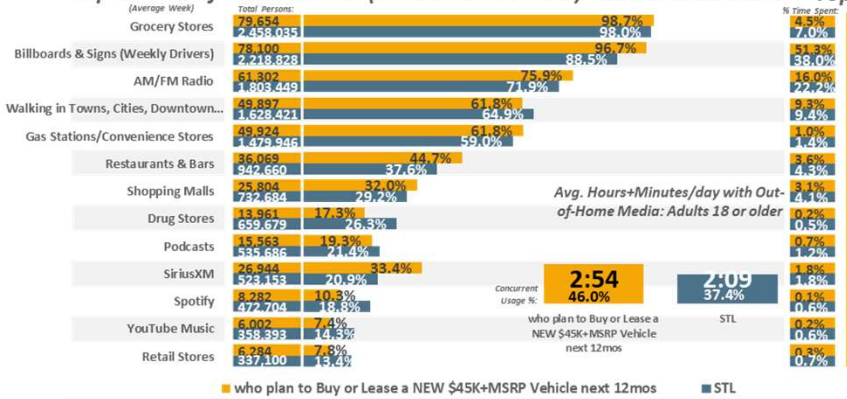
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



78,100 or 96.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 92.6 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 32. minutes/

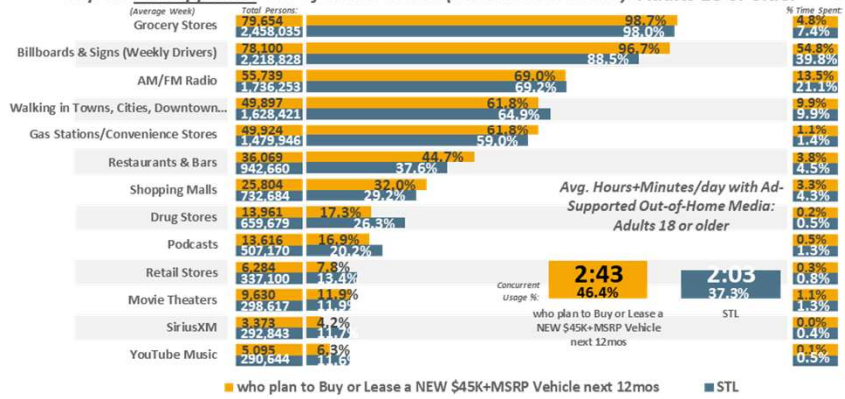
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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

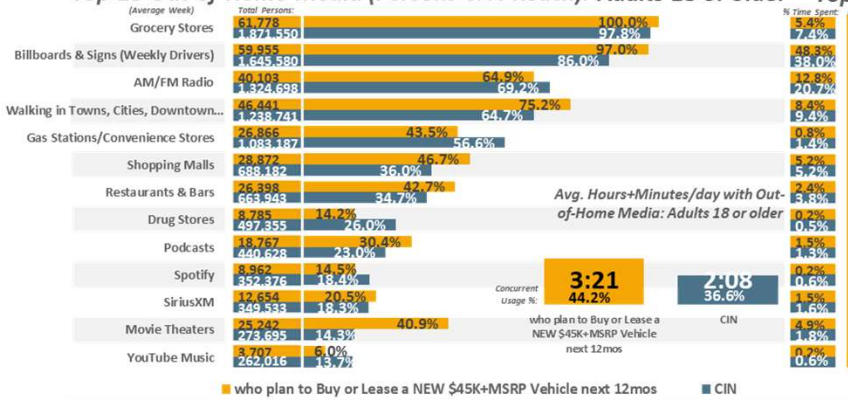
CarEdge
New Car Price Trends in 2025: Average Selling Prices Hold Steady

2025 CIN

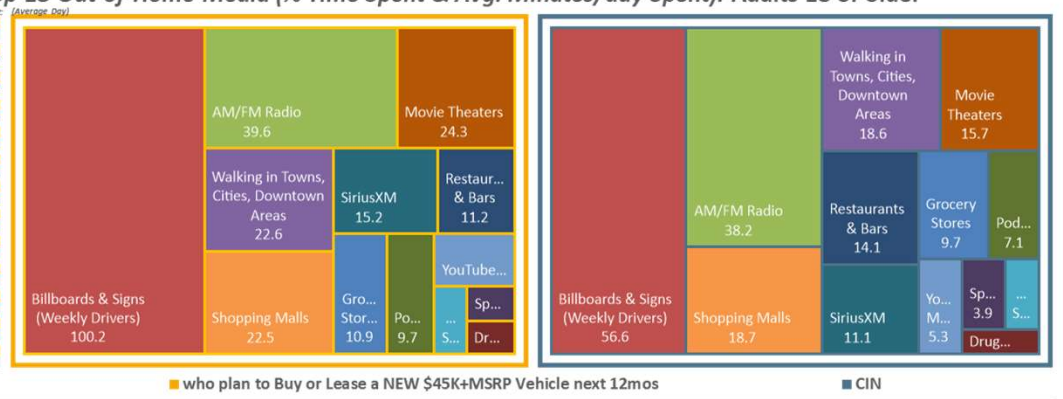
Plan to Buy or Lease a New $45,000+MSRP Vehicle

59,955 or 97.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 100.2 minutes per day driving, seeing Billboards and Signs. 59.2% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minute

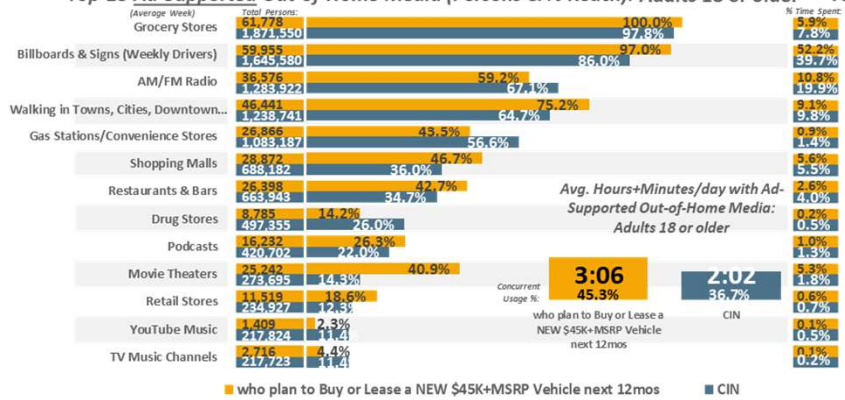
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



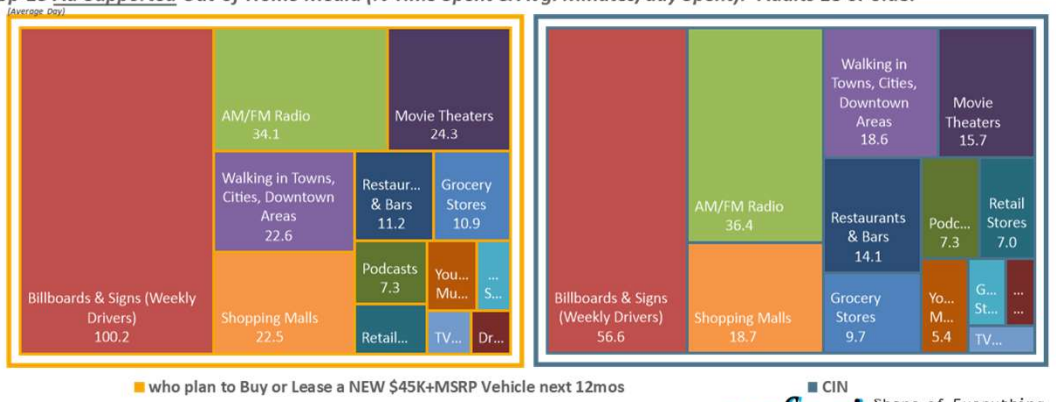
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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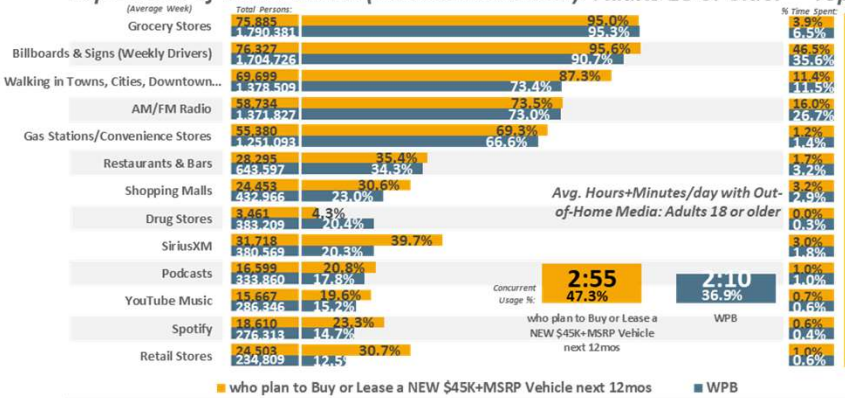
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

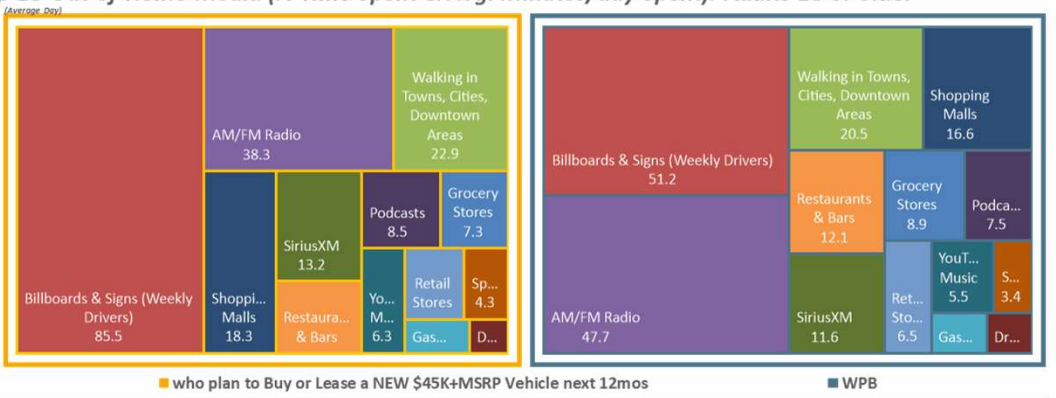


76,327 or 95.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 85.5 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 28.7 minute

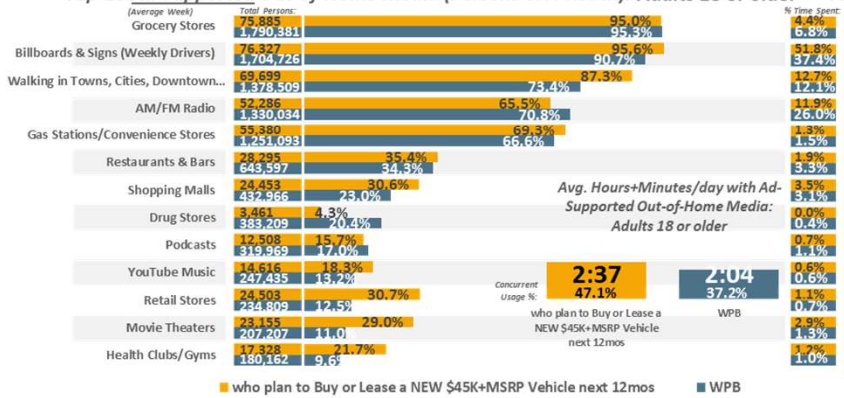
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



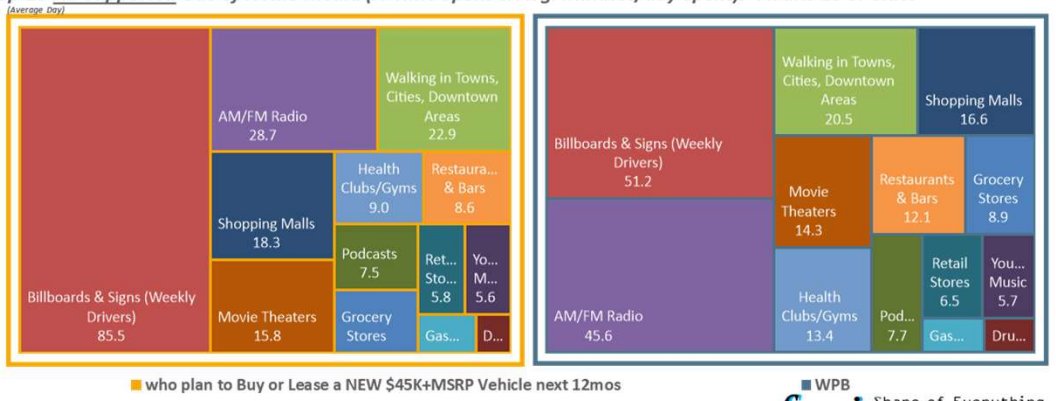
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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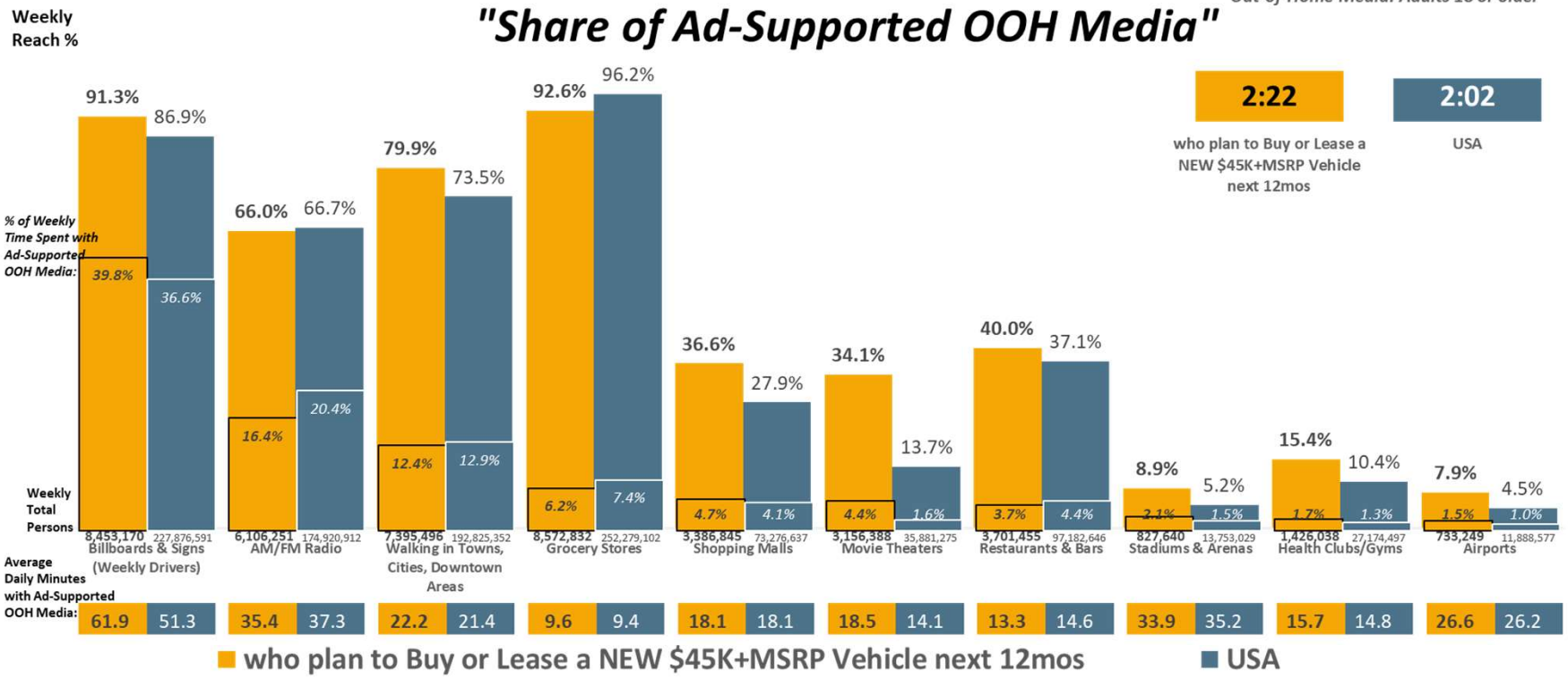
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



8,453,170 or 91.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 61.9 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

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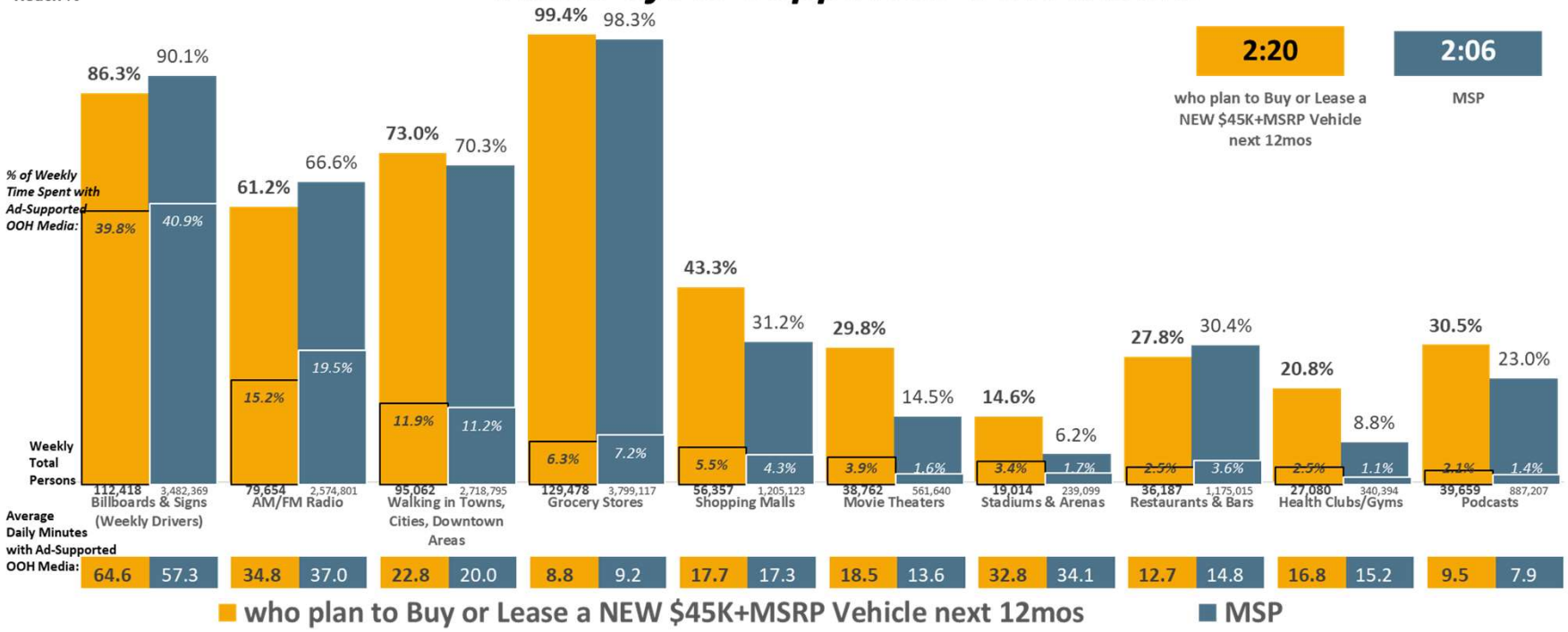
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



112,418 or 86.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 64.6 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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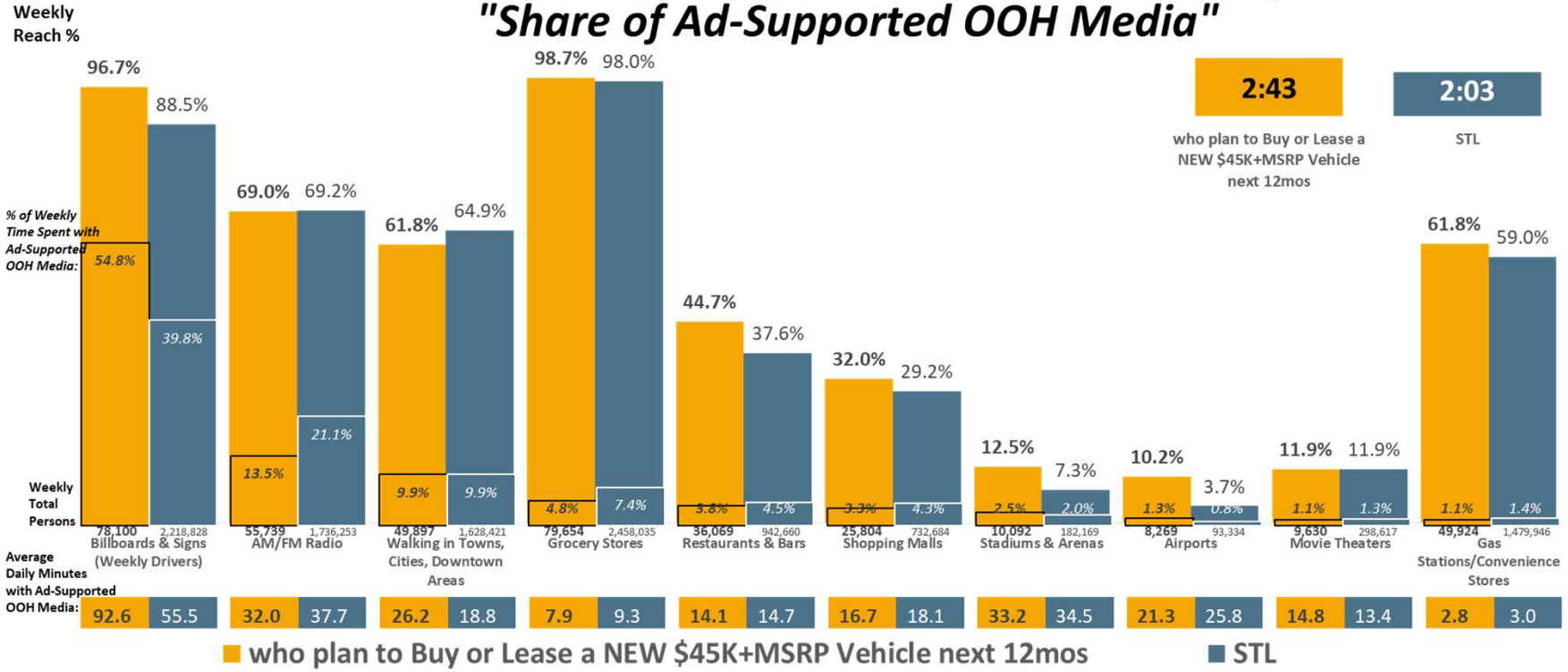
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



78,100 or 96.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 92.6 minutes per day driving, seeing Billboards and Signs representing 54.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Restaurants & Bars	Shopping Malls	Stadiums & Arenas	Airports	Movie Theaters	Gas Stations/Convenience Stores
Weekly Reach %	96.7% / 88.5%	69.0% / 69.2%	61.8% / 64.9%	98.7% / 98.0%	44.7% / 37.6%	32.0% / 29.2%	12.5% / 7.3%	10.2% / 3.7%	11.9% / 11.9%	61.8% / 59.0%
% of Weekly Time Spent with Ad-Supported OOH Media:	54.8% / 39.8%	13.5% / 21.1%	9.9% / 9.9%	4.8% / 7.4%	3.8% / 4.5%	3.3% / 4.3%	2.5% / 2.0%	1.3% / 0.8%	1.1% / 1.3%	1.1% / 1.4%
Weekly Total Persons	78,100 / 2,218,828	55,739 / 1,736,253	49,897 / 1,628,421	79,654 / 2,458,035	36,069 / 942,660	25,804 / 732,684	10,092 / 182,169	8,269 / 93,334	9,630 / 298,617	49,924 / 1,479,946
Average Daily Minutes with Ad-Supported OOH Media:	92.6 / 55.5	32.0 / 37.7	26.2 / 18.8	7.9 / 9.3	14.1 / 14.7	16.7 / 18.1	33.2 / 34.5	21.3 / 25.8	14.8 / 13.4	2.8 / 3.0

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

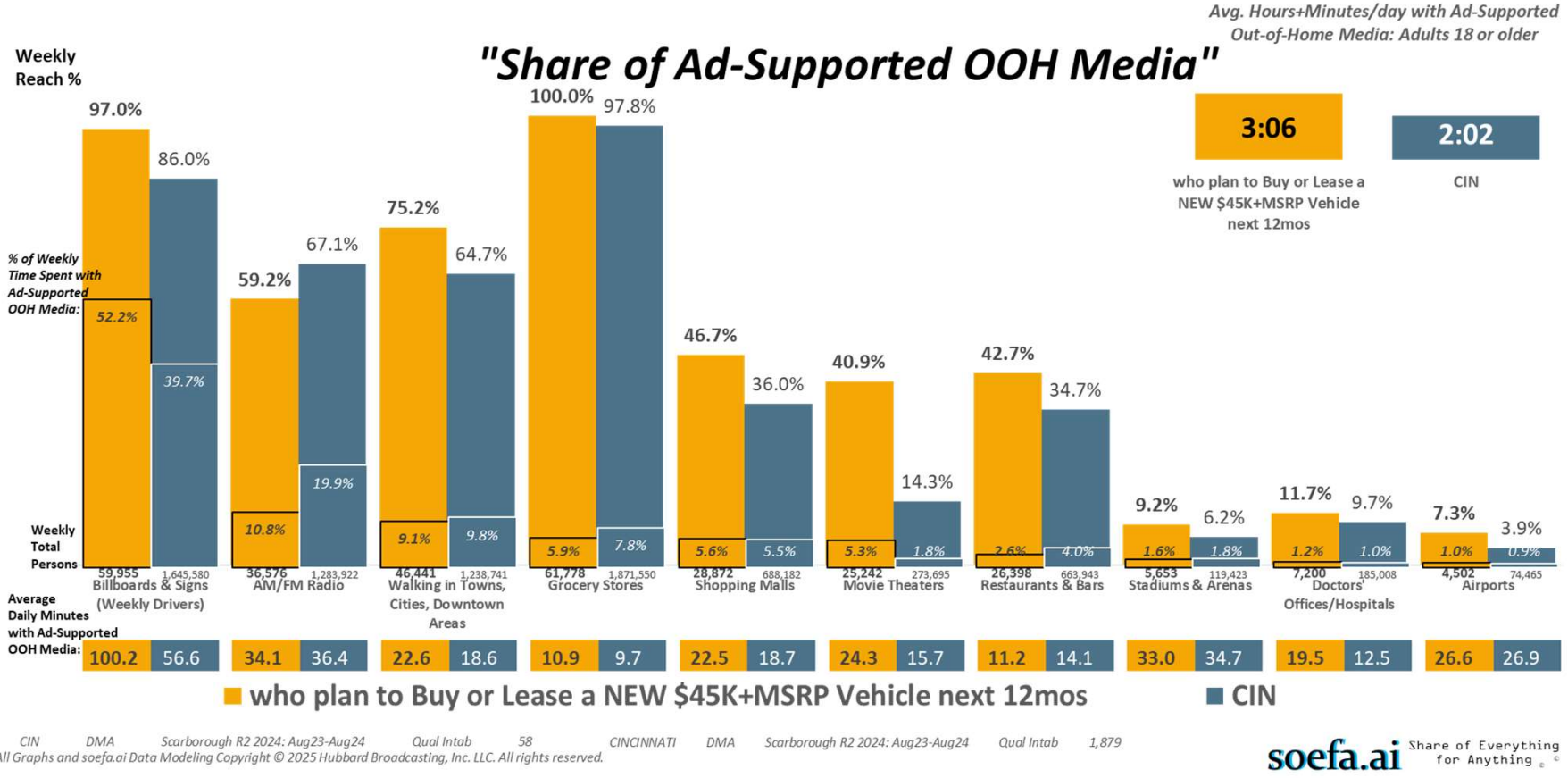
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59,955 or 97.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 100.2 minutes per day driving, seeing Billboards and Signs representing 52.2% of all Time Spent with Ad-Supported Out-of-Home Media.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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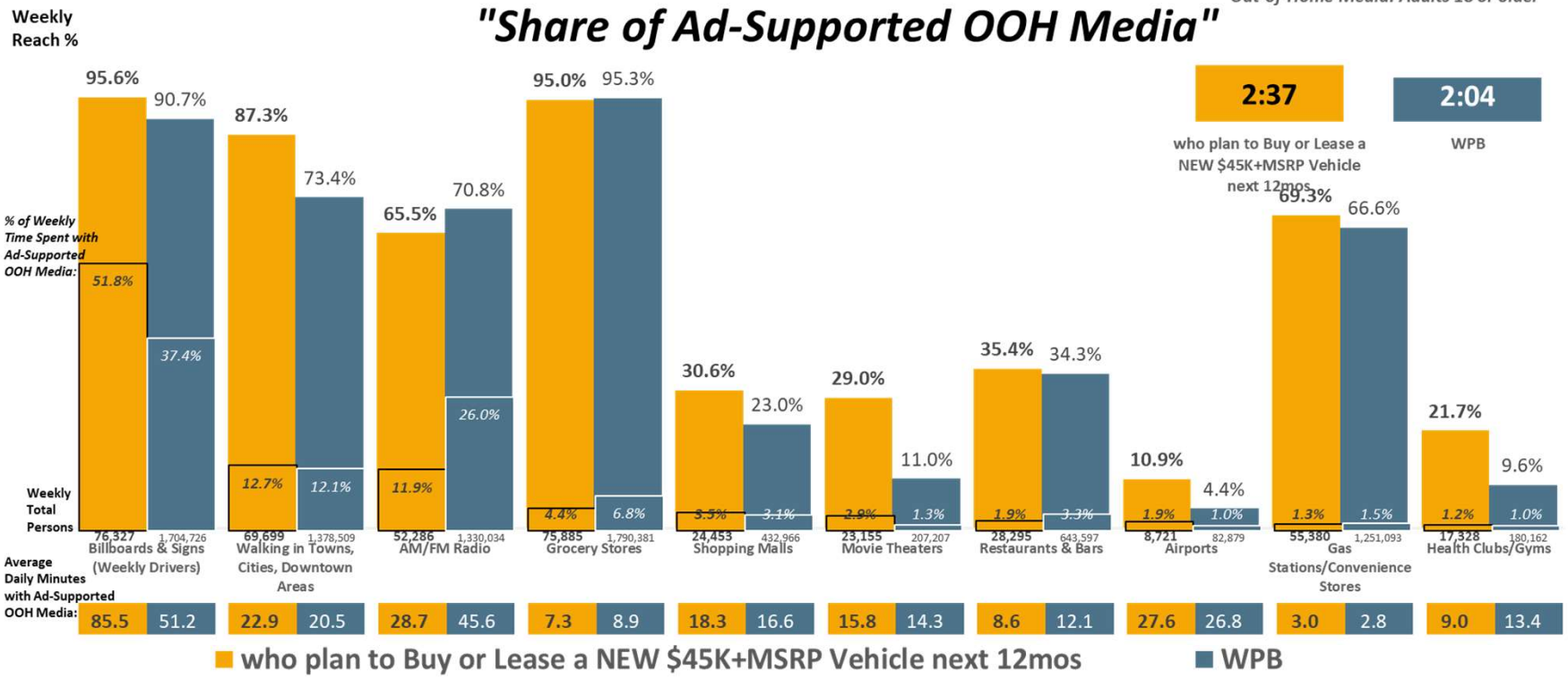
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76,327 or 95.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 85.5 minutes per day driving, seeing Billboards and Signs representing 51.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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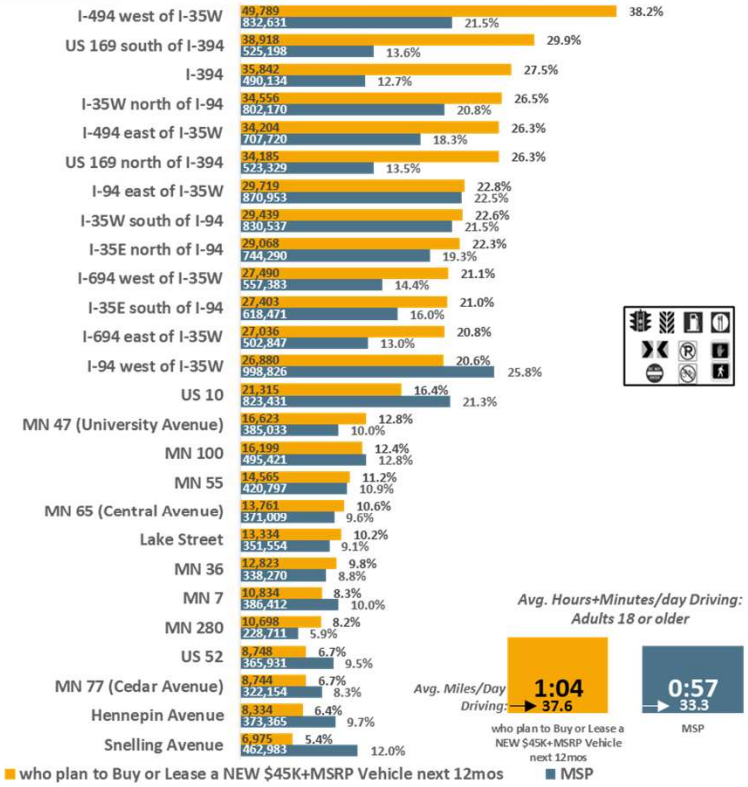
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



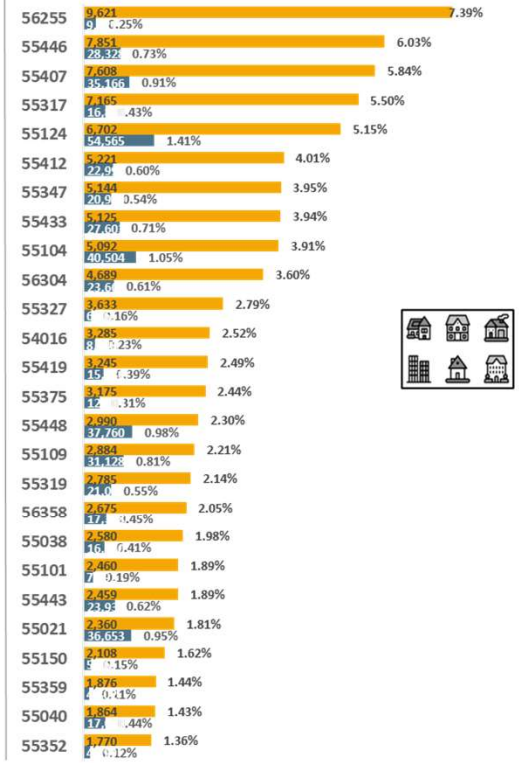
112,418 or 86.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 64.6 minutes per day driving an average of 37.6 miles each day and are 119.9% more likely to use US 169 south of I-394 than the Metro av

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

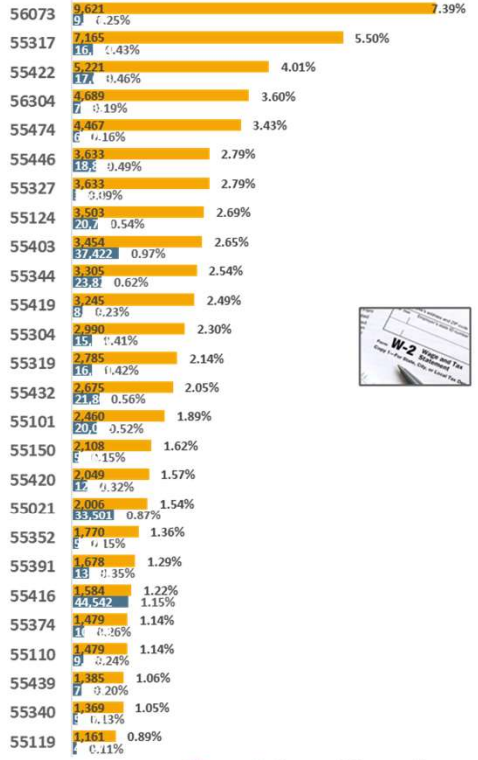


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

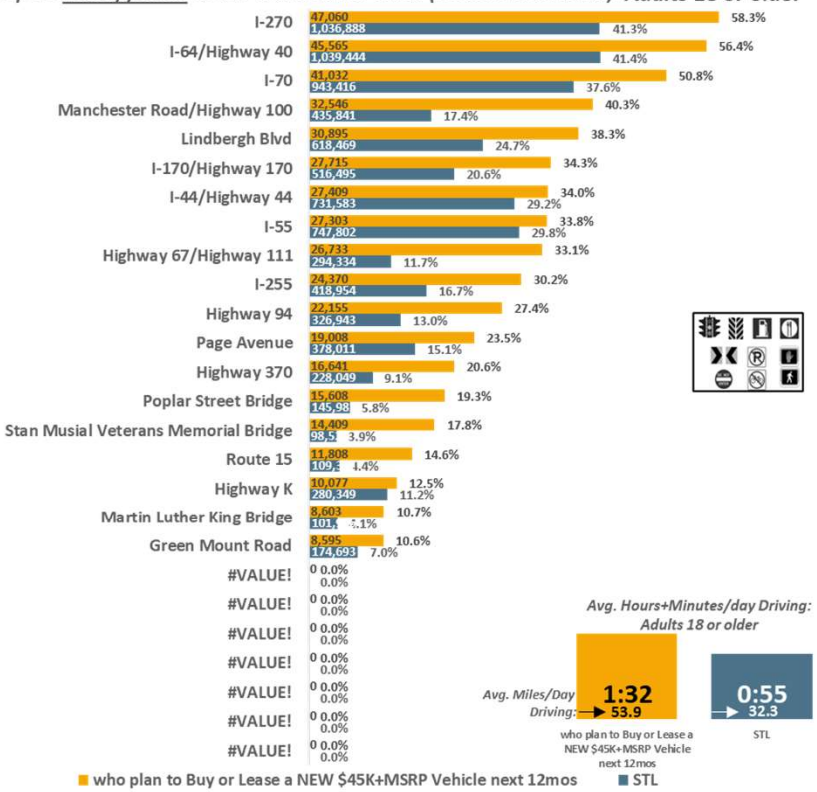
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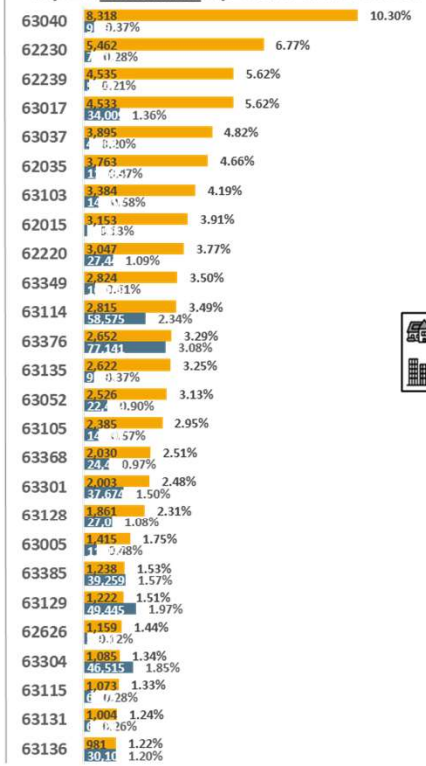
78,100 or 96.7% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 92.6 minutes per day driving an average of 53.9 miles each day and are 354.3% more likely to use Stan Musial Veterans Memorial Bridge tha

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

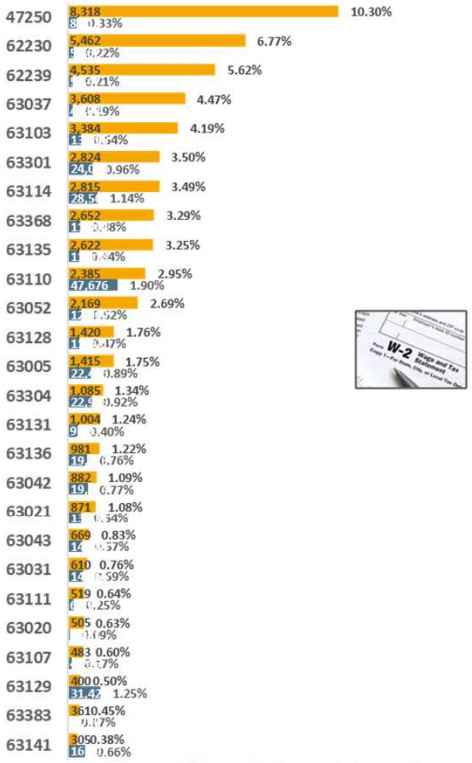


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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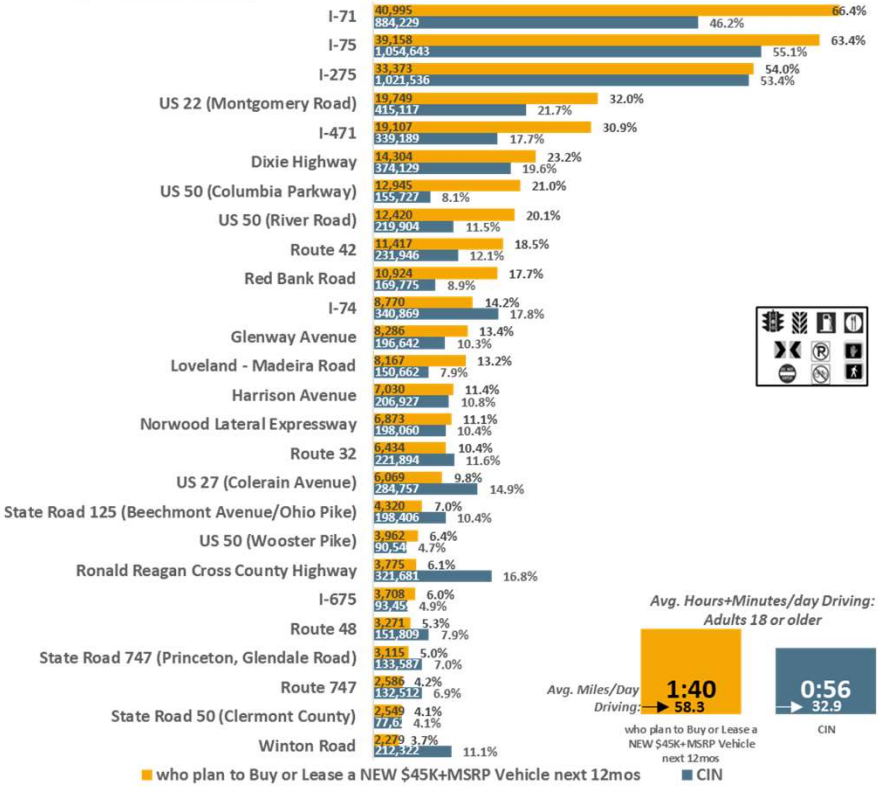
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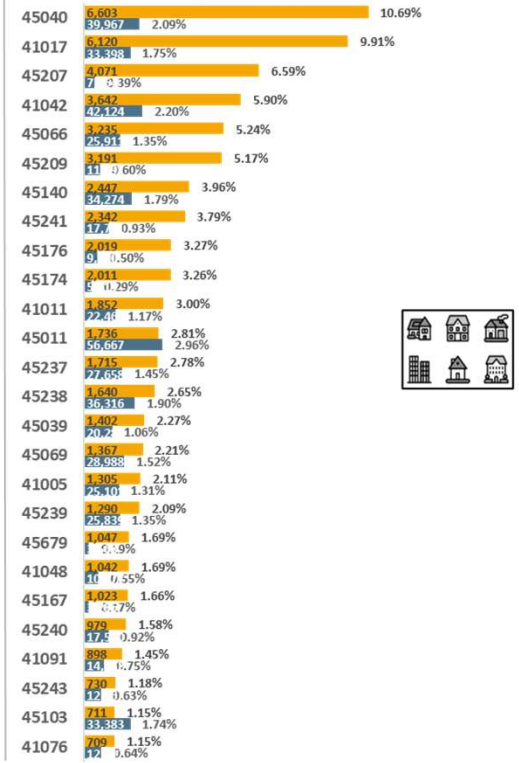
59,955 or 97.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 100.2 minutes per day driving an average of 58.3 miles each day and are 157.5% more likely to use US 50 (Columbia Parkway) than the Metro

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

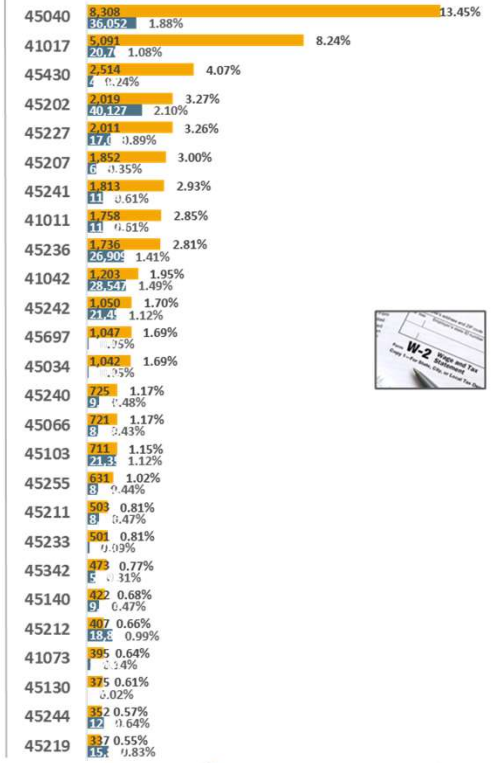


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

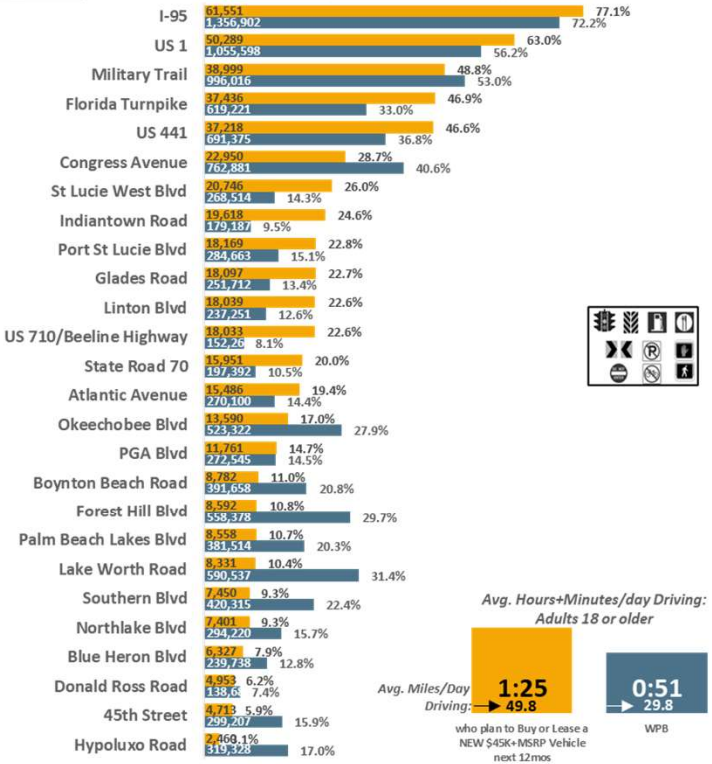
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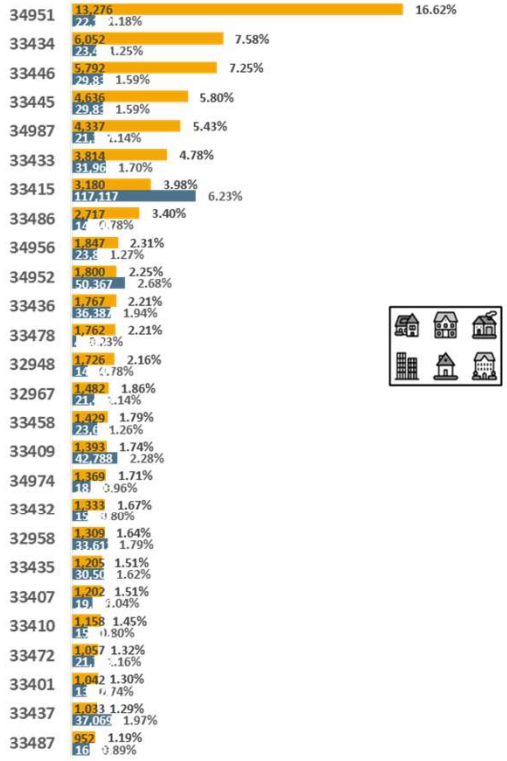


76,327 or 95.6% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos spend an average of 85.5 minutes per day driving an average of 49.8 miles each day and are 178.6% more likely to use US 710/Beeline Highway than the Metro av

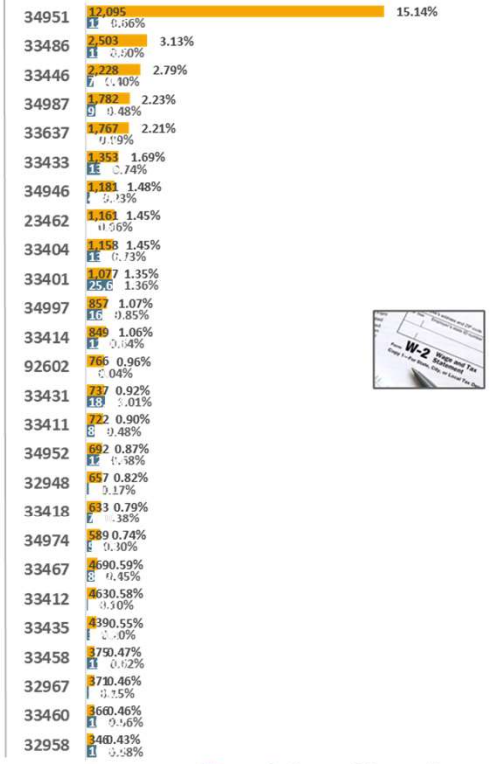
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



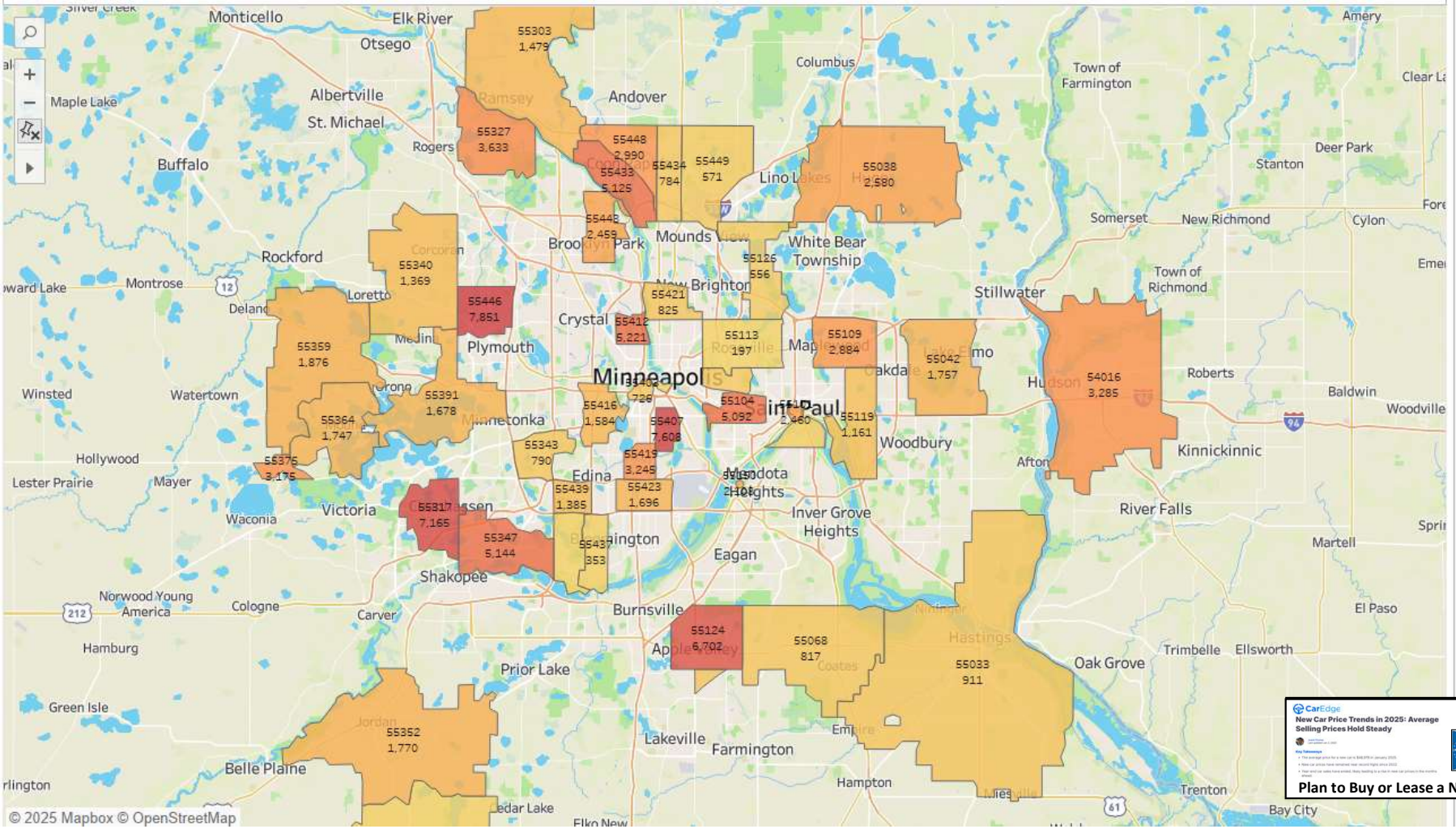
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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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

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



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

2025 MSP

Plan to Buy or Lease a New $45,000+MSRP Vehicle

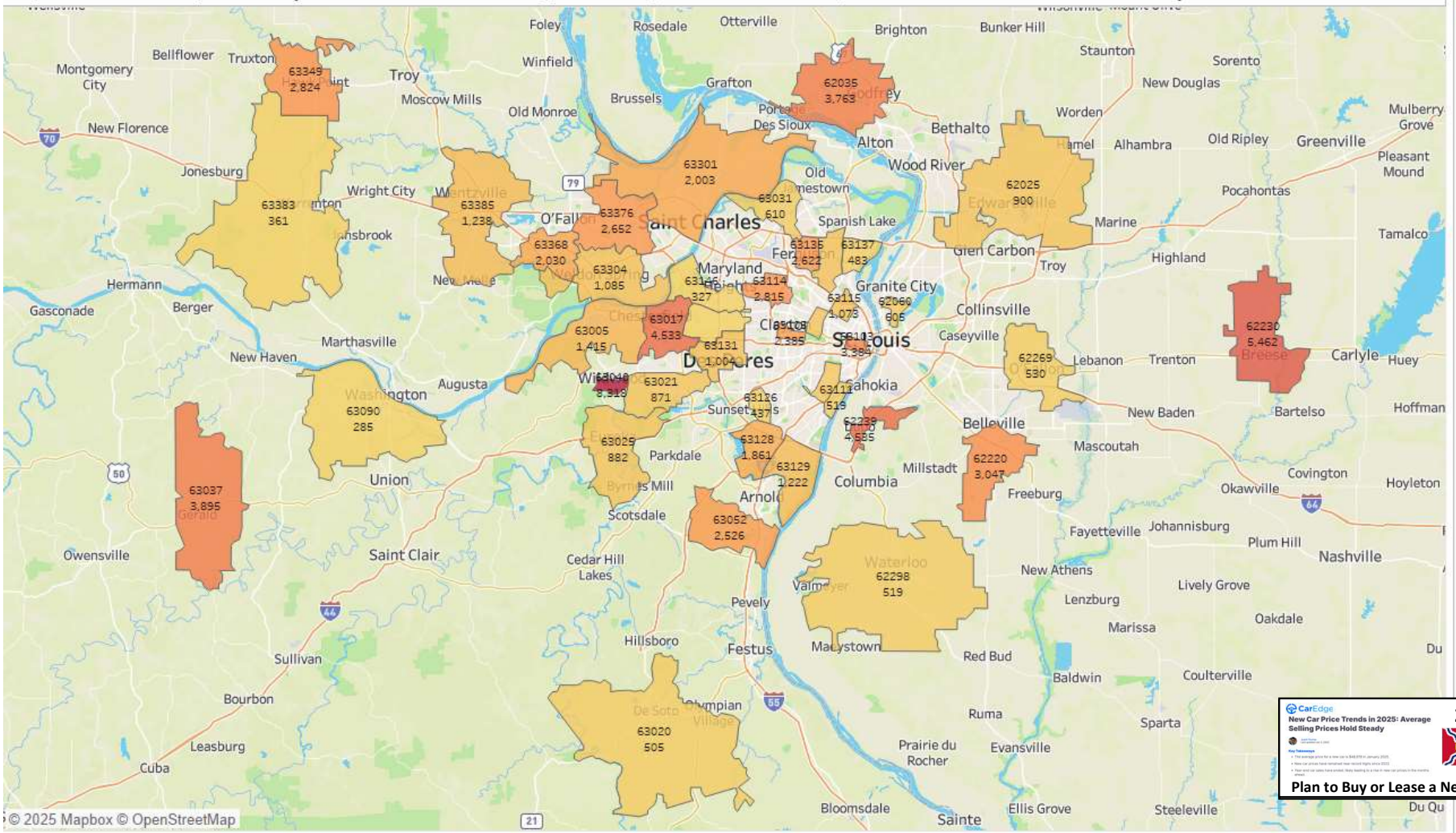
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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



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

2025 STL

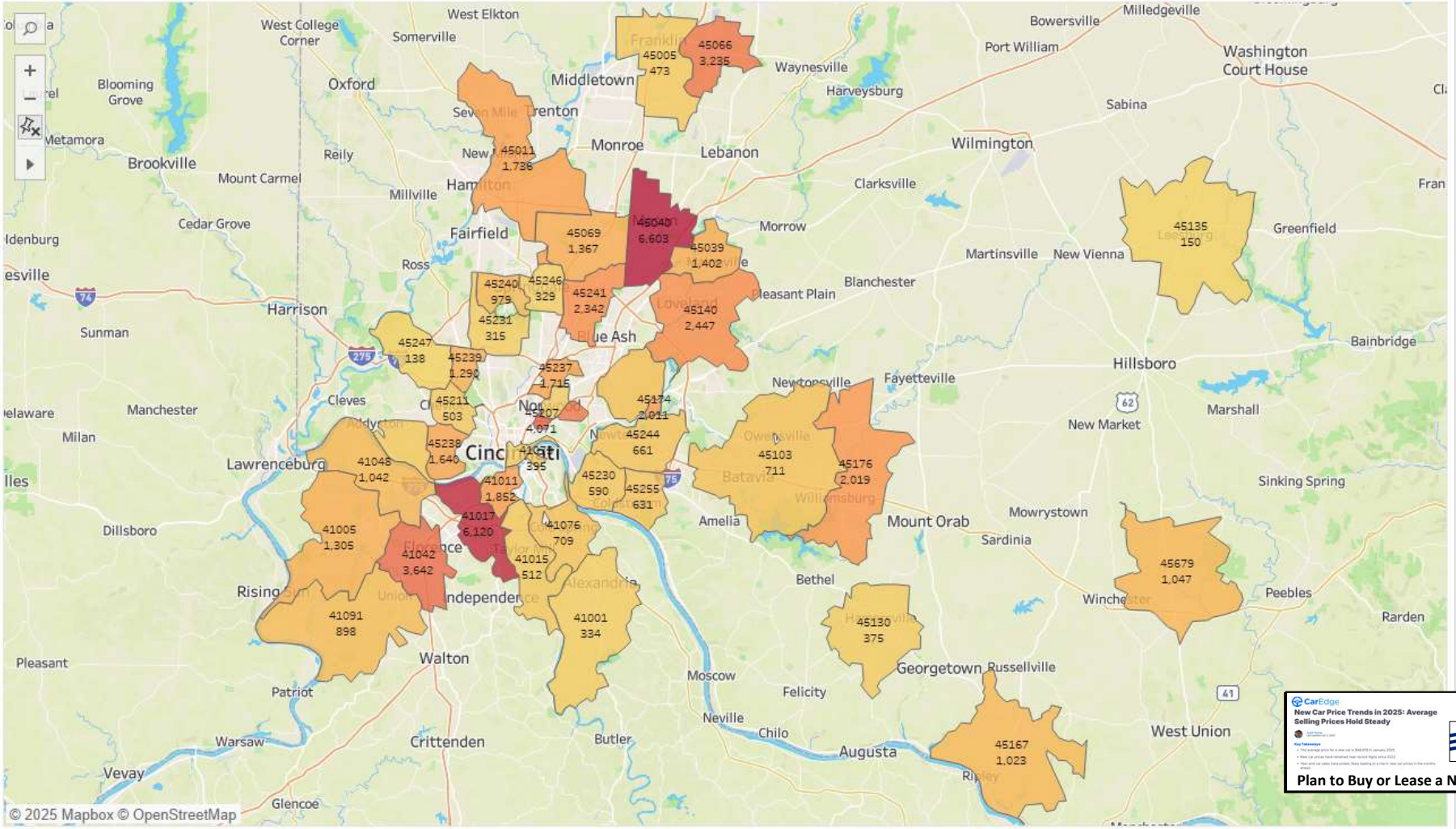
Plan to Buy or Lease a New $45,000+MSRP Vehicle

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

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



SUM(Adults 18 or older ...
138 6,603



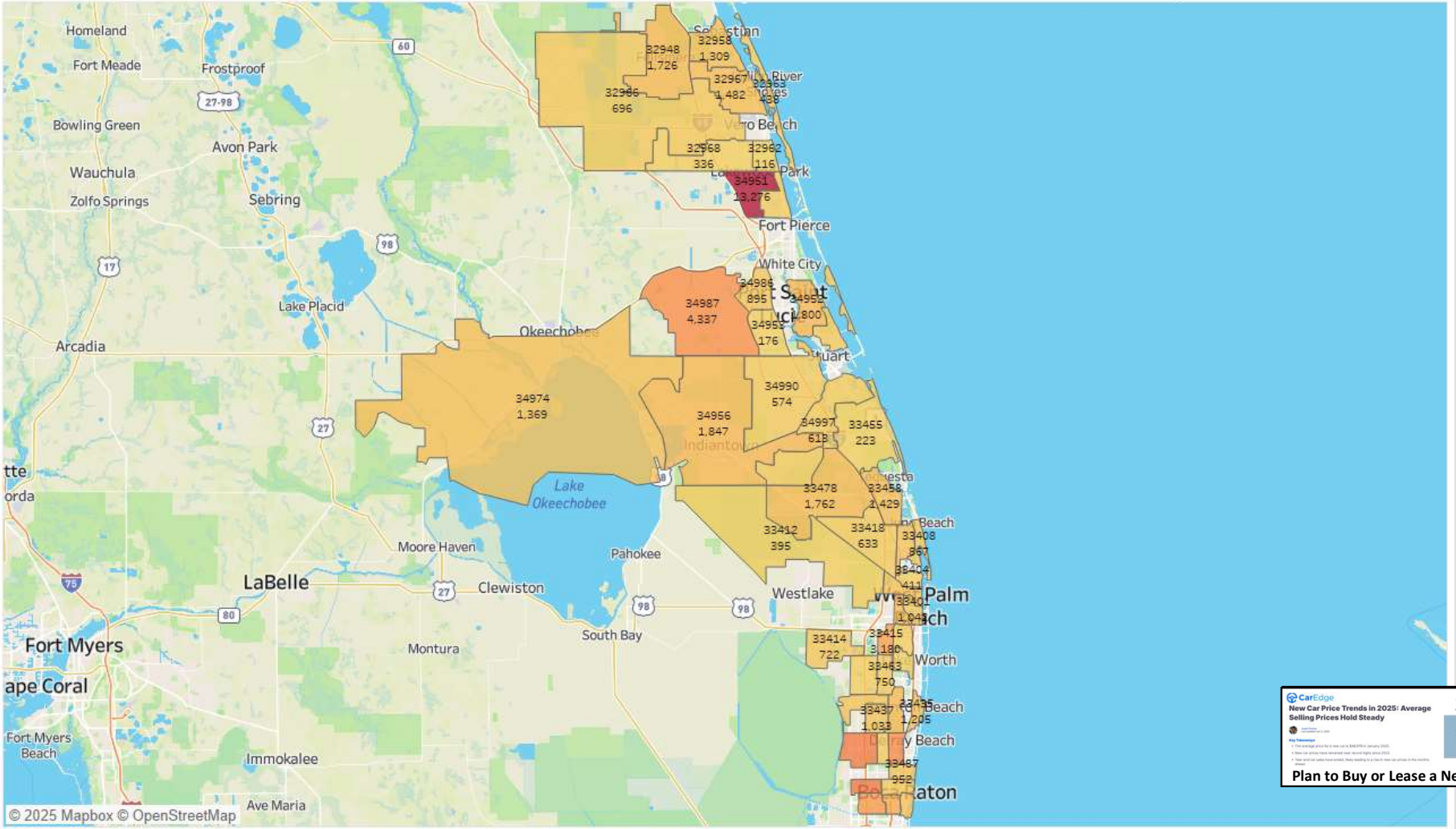
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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

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



SUM(Adults 18 or older ...

69 13,276



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 92

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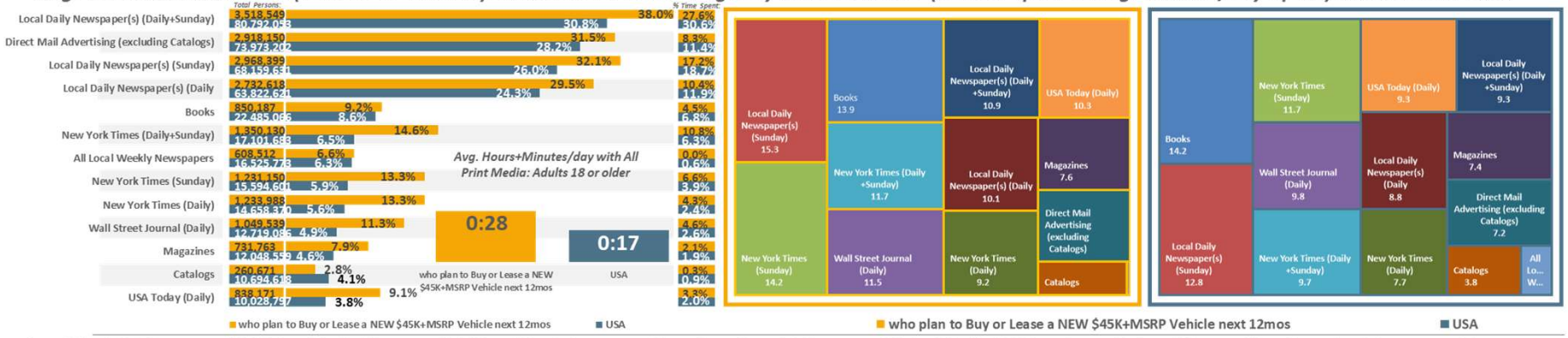
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(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)

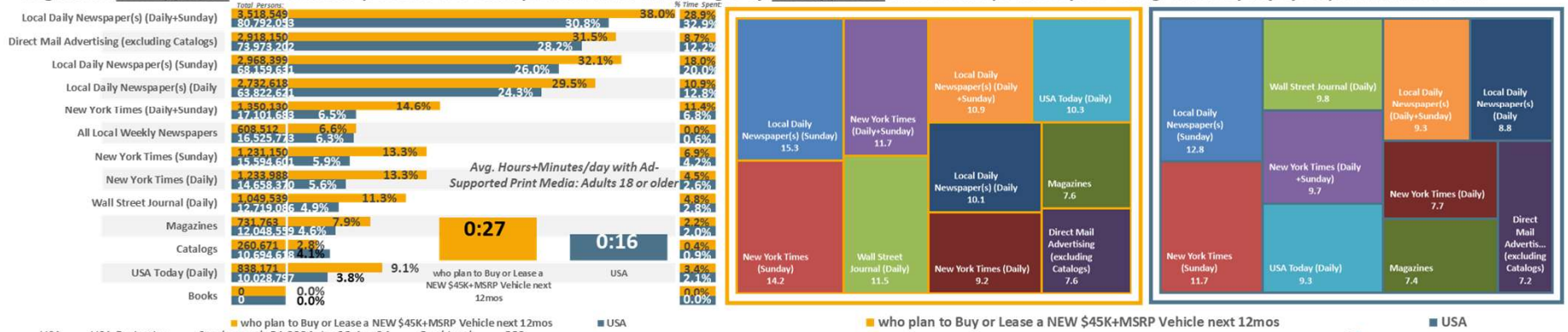


3,518,549 or 38.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 28.9% of all time spent daily with All forms of Print M

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



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



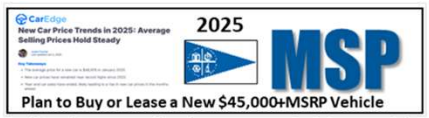
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 869

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

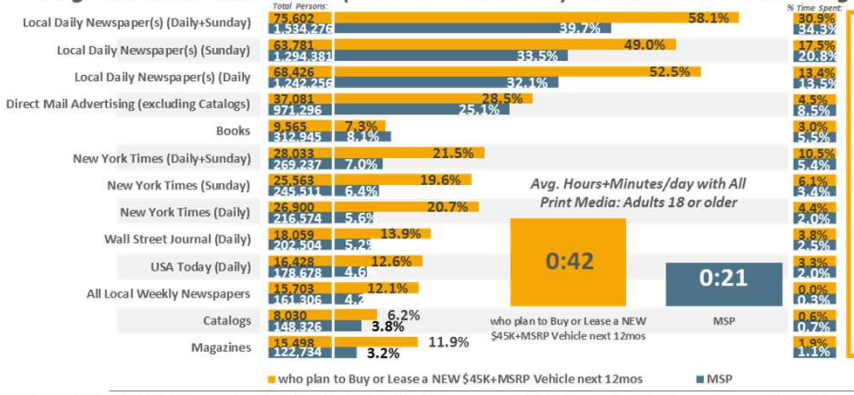
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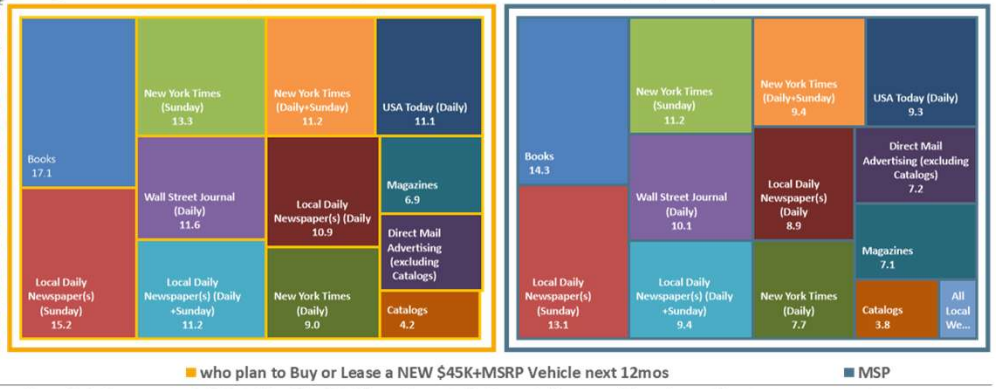


75,602 or 58.1% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 31.9% of all time spent daily with All forms of Print Med

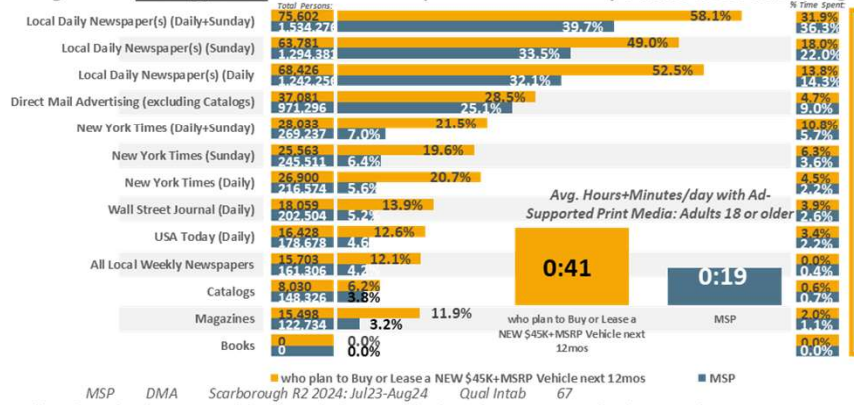
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



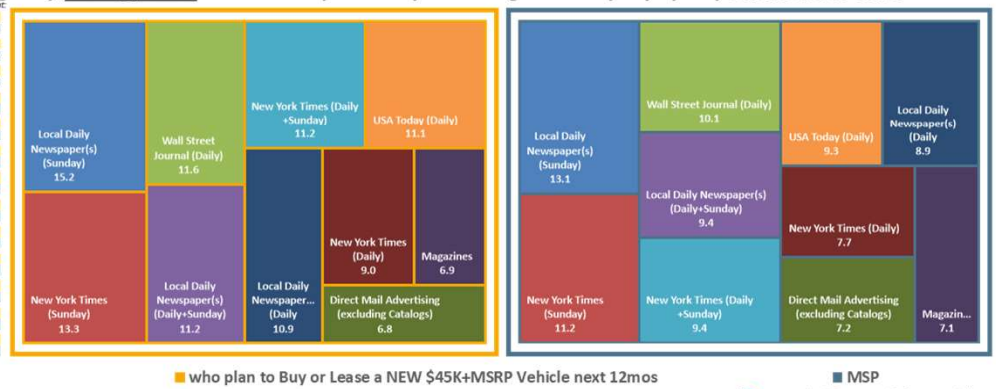
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 67

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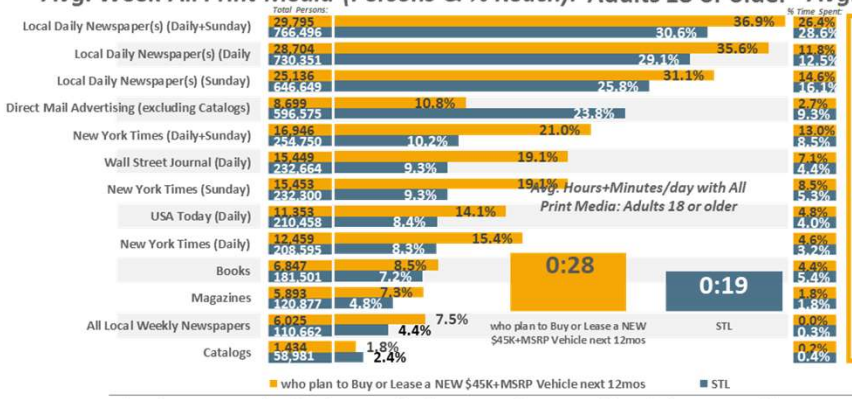
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29,795 or 36.9% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 27.6% of all time spent daily with All forms of Print Medi

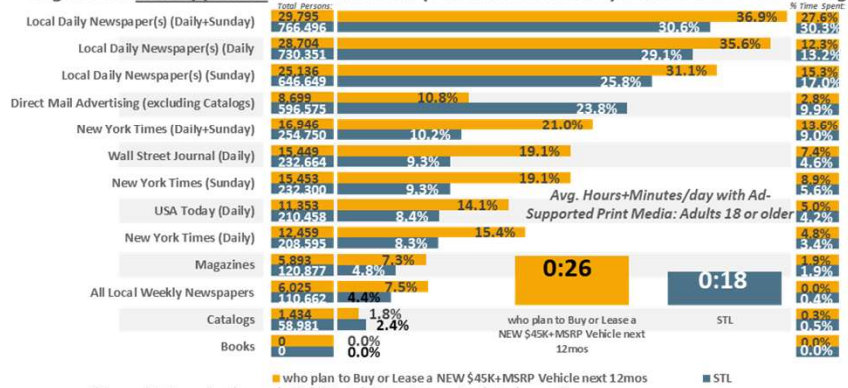
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 56

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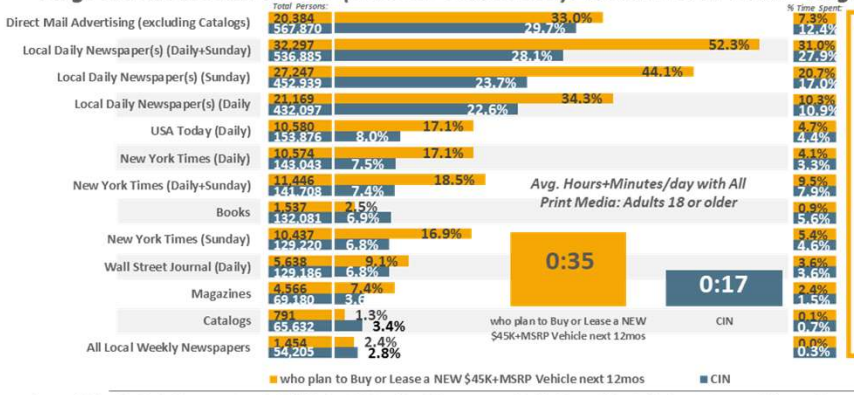
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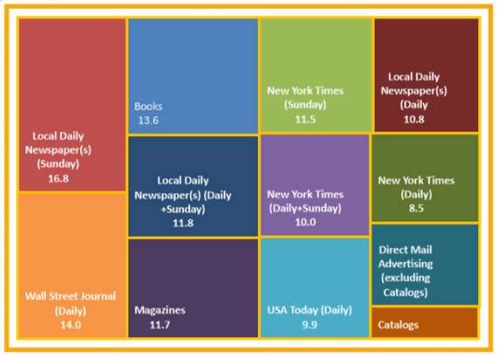
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $45,000 - $59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): $60,000 or more)



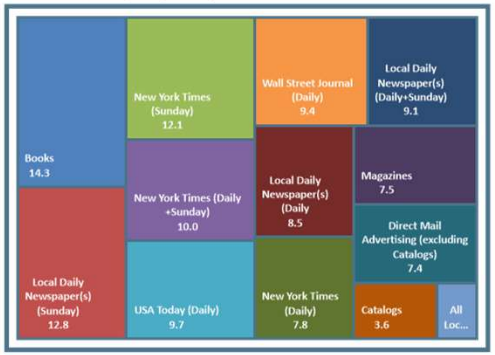
32,297 or 52.3% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 31.3% of all time spent daily with All forms of Print Med

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

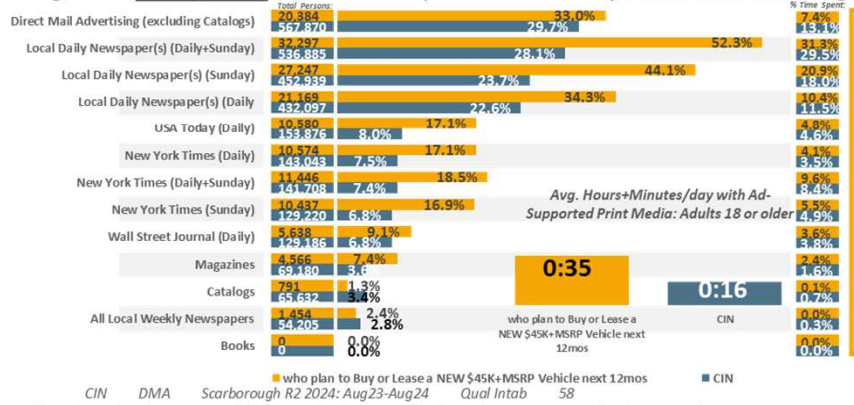


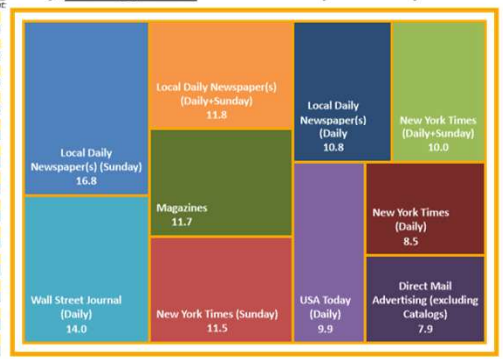


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

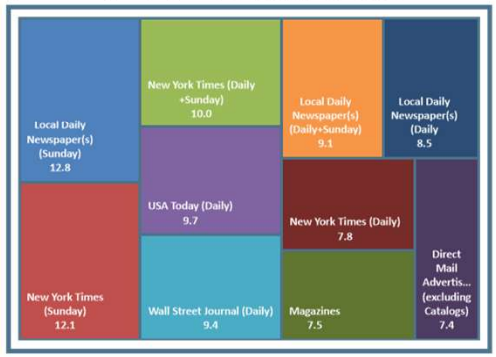


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older





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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 58

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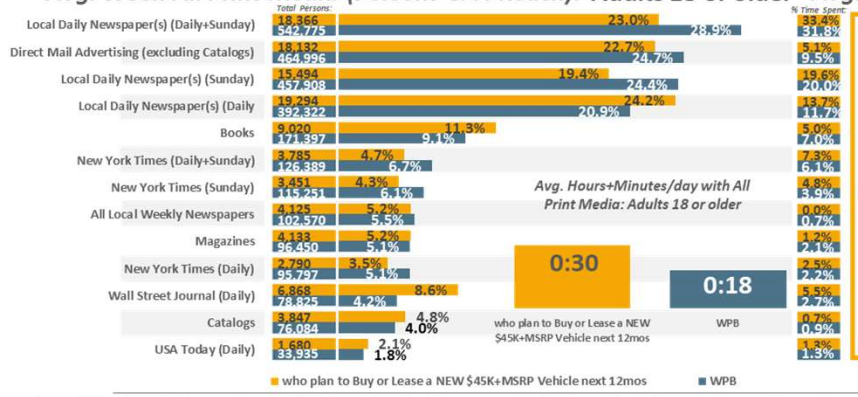
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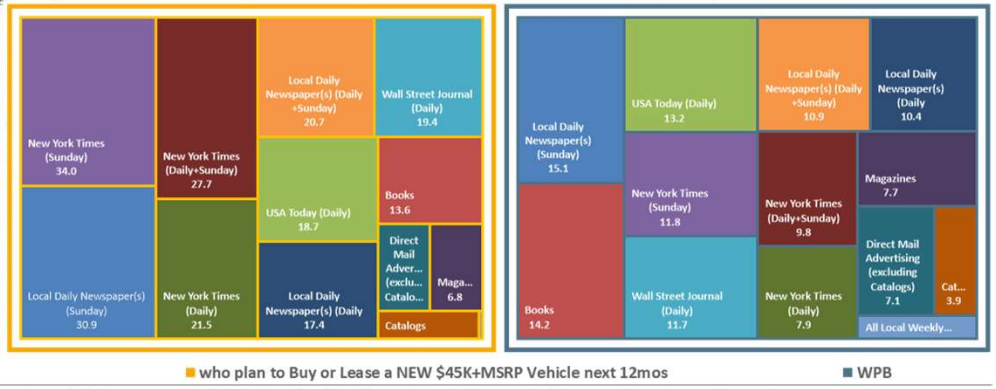


18,366 or 23.% of Adults 18 or older who plan to Buy or Lease a NEW $45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 20.7 minutes every day representing 35.2% of all time spent daily with All forms of Print Medi

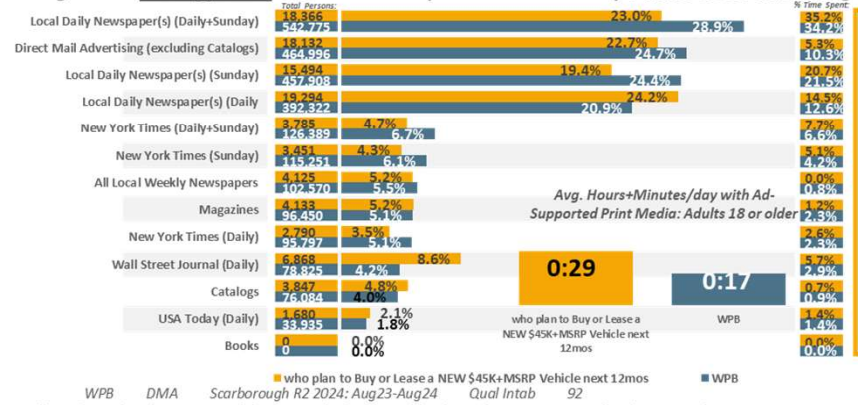
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



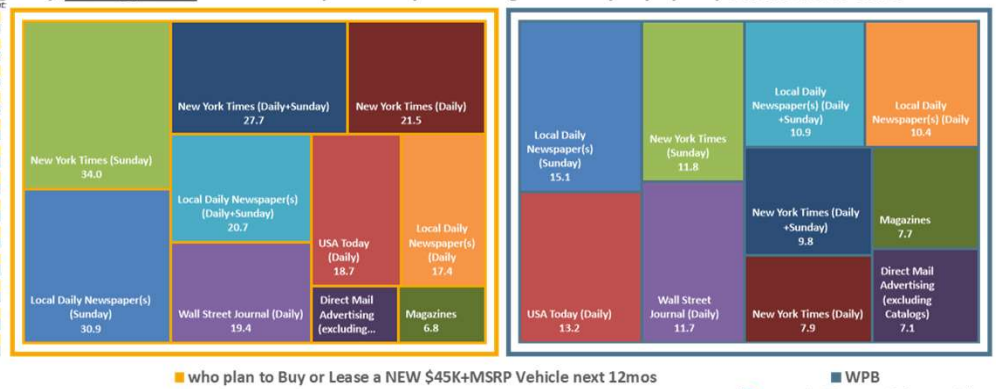
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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