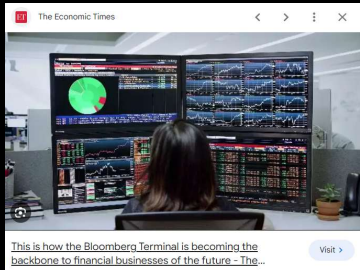


USA+4 DMAs – P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months as of March 31, 2026.



AVERAGE NEW CAR

MARCH 2026

- \$49,275
- ▲ 3.5% FROM MARCH 2025
- ▲ 30% FROM 2019

SOURCE: KELLY BLUE BOOK/COX AUTOMOTIVE

NEW CAR PRICES HIT RECORD HIGHS

STREAM NOW

6:46 89°

CBS 19

- USA**
- CHI**
- WDC**
- SEA**
- PHX**

P18+

Vanguard BlackRock

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

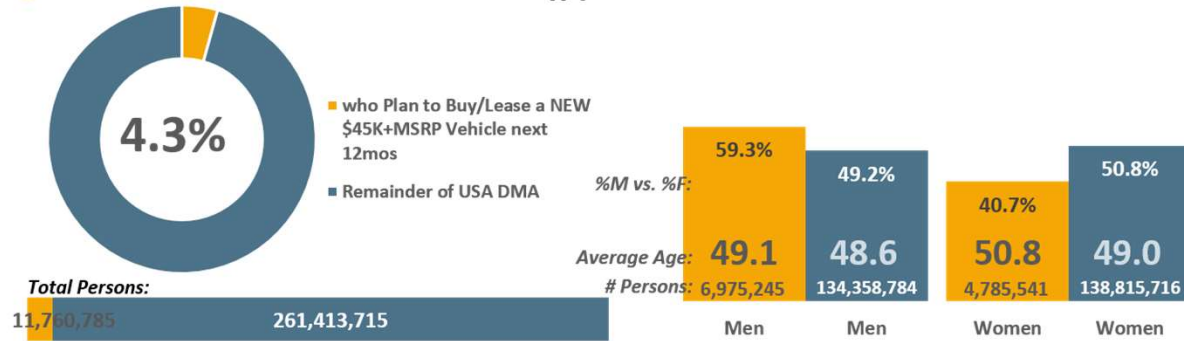
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



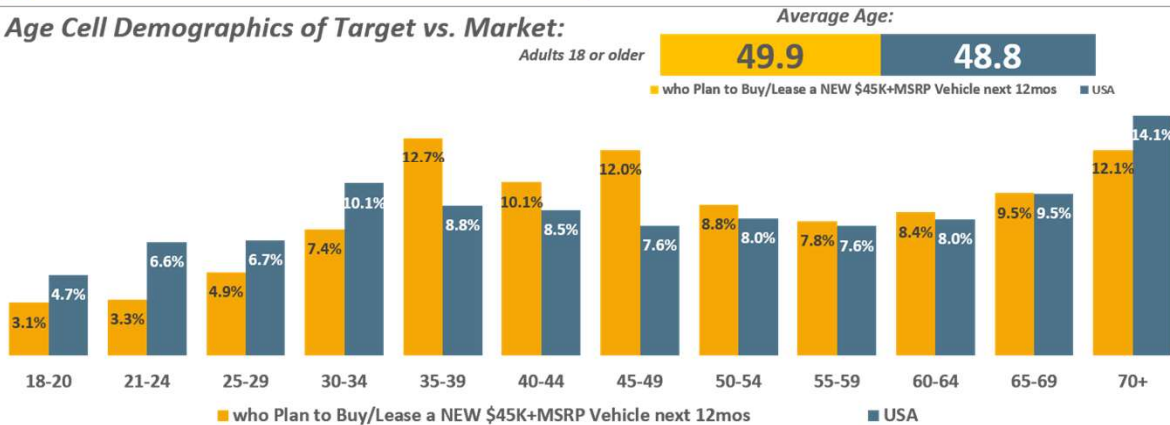


4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 49.9 years old
 (2.3% older than average) and have a \$167,279 (42.7% higher than average) annual household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

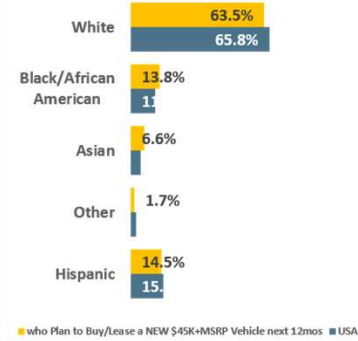
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



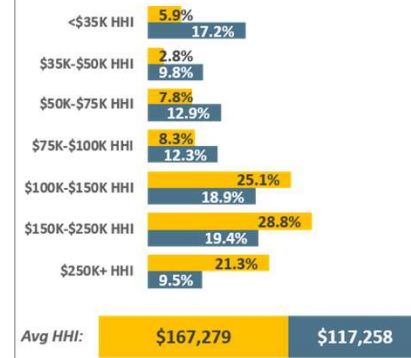
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(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)



4.6% or 349,254 of CHI DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 48.8 years old (.9% older than average) and have a \$159,058 (41.4% higher than average) annual household income.

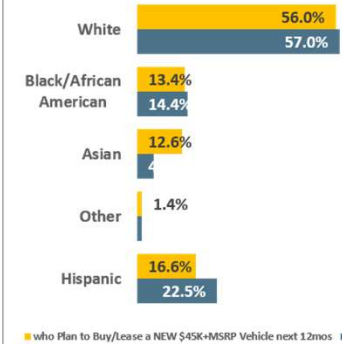
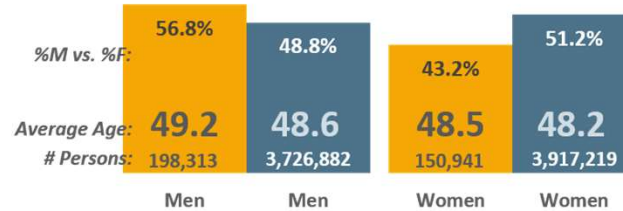
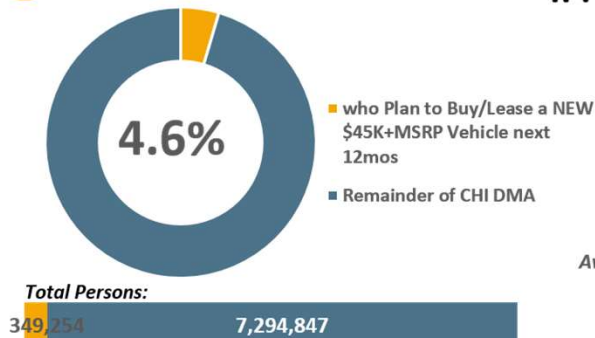


Percent of Market: Adults 18 or older

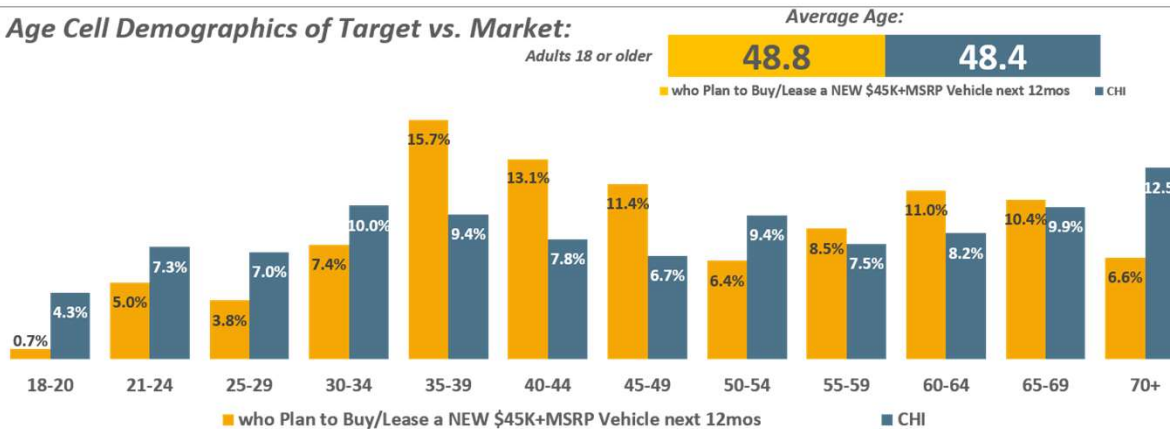


Gender of Target vs. Market: Adults 18 or older

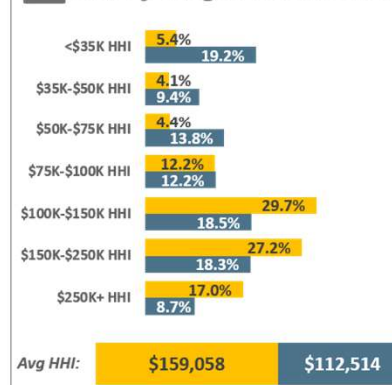
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





4.3% or 251,276 of WDC DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 48.6 years old
(1.3% older than average) and have a \$196,975 (41.4% higher than average) annual household income.

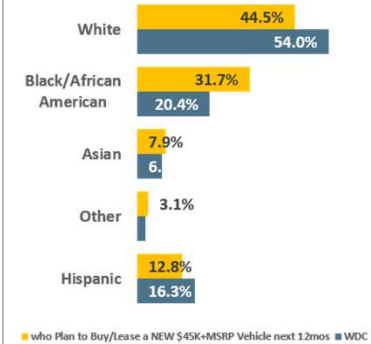
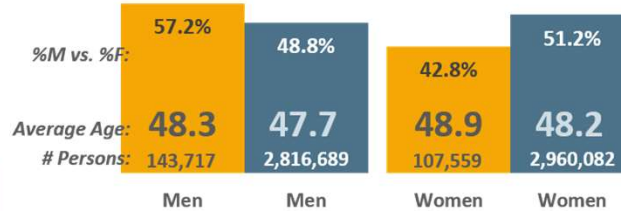
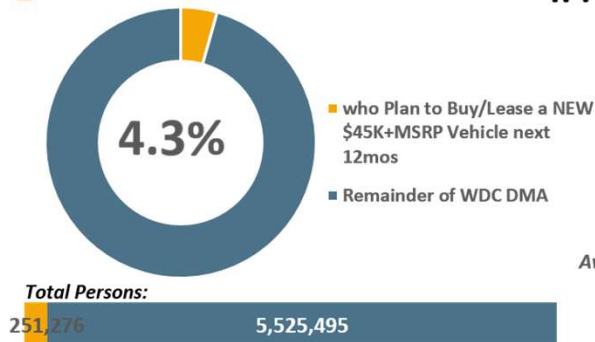


Percent of Market: Adults 18 or older



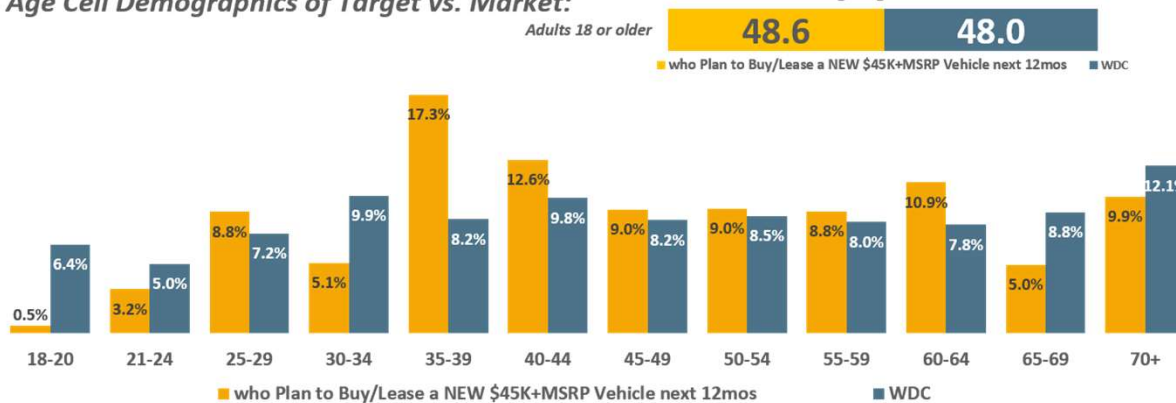
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

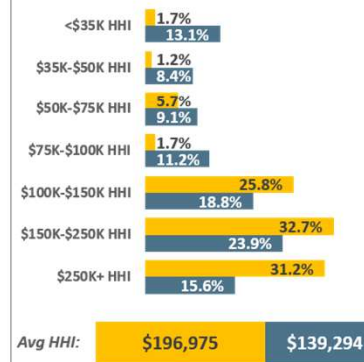


Age Cell Demographics of Target vs. Market:

Average Age:



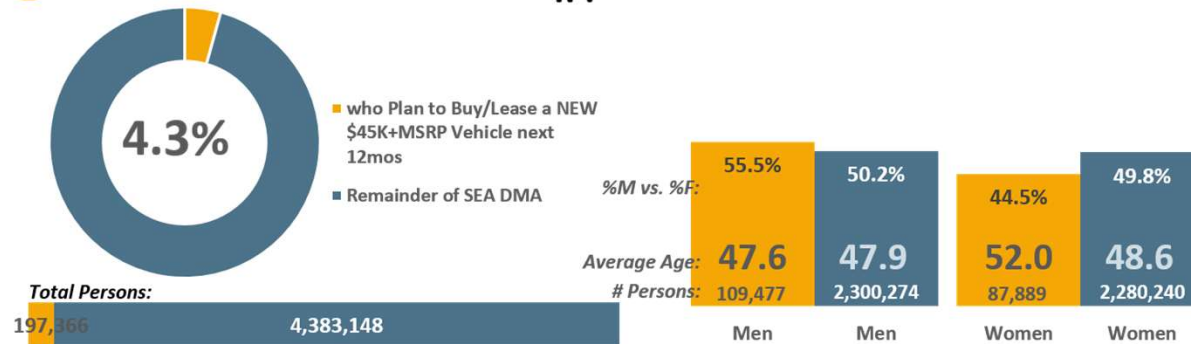
HHI of Target vs. Market:



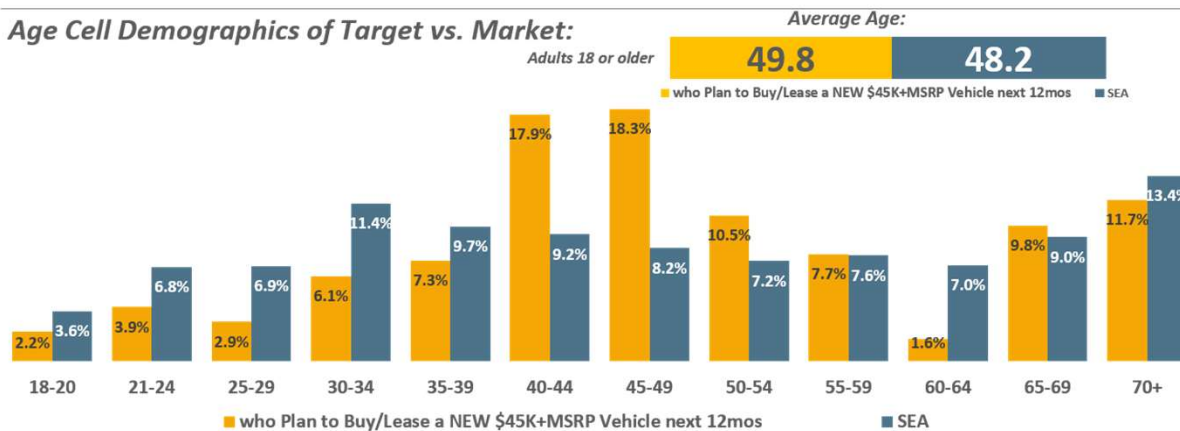


4.3% or 197,366 of SEA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 49.8 years old
 (3.2% older than average) and have a \$187,561 (45.7% higher than average) annual household income.

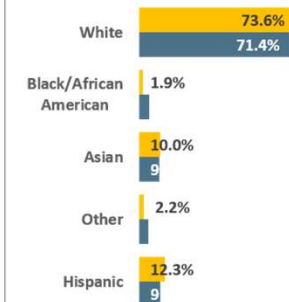
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



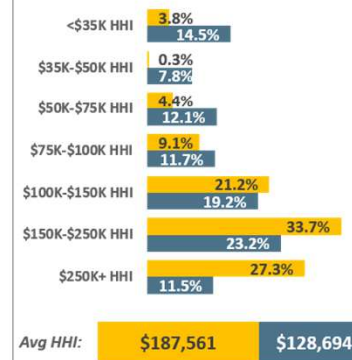
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





5.1% or 240,809 of PHX DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Typical Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 51.5 years old (5.1% older than average) and have a \$137,223 (28.2% higher than average) annual household income.

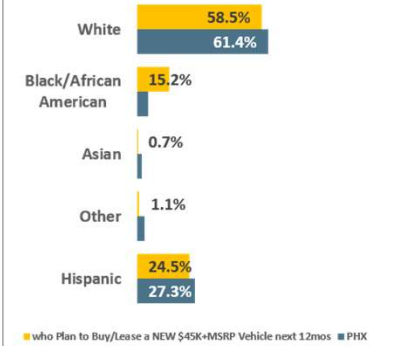
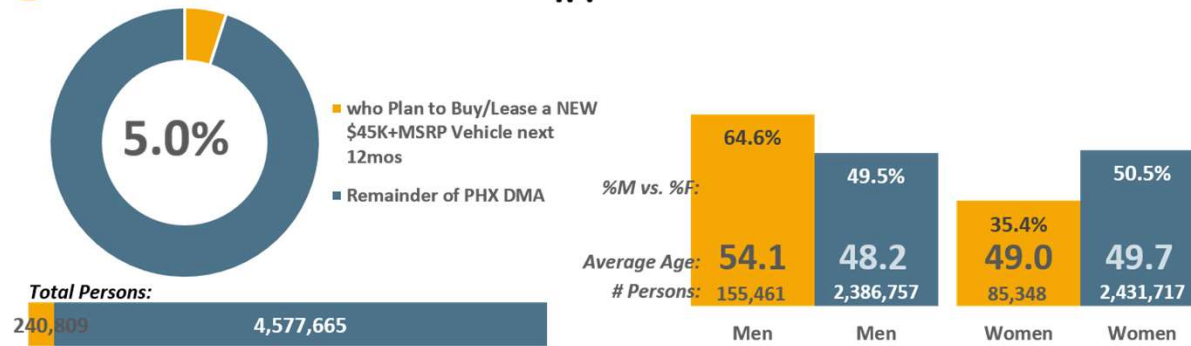


Percent of Market: Adults 18 or older



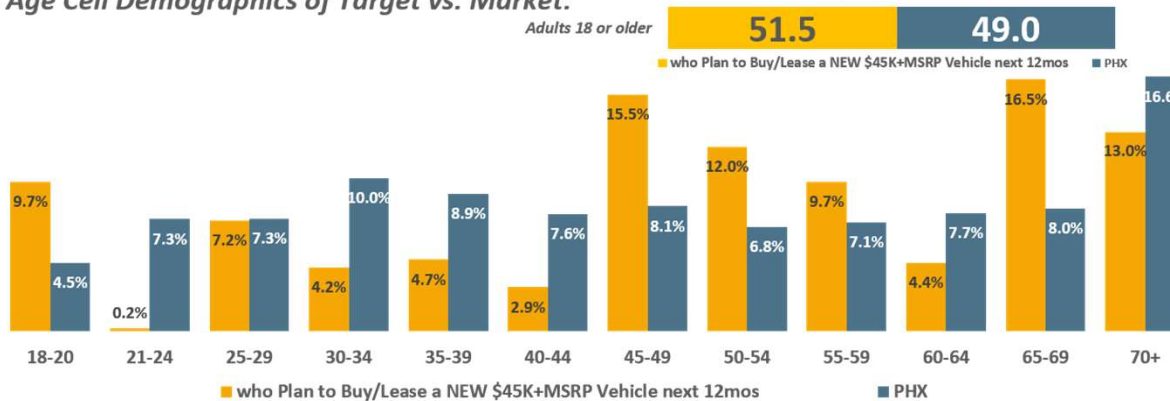
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

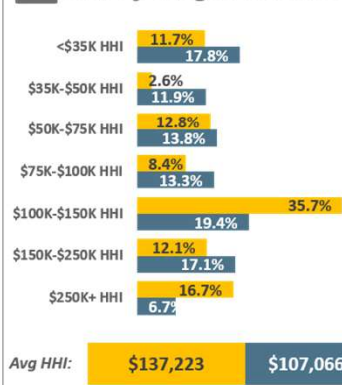


Age Cell Demographics of Target vs. Market:

Average Age:



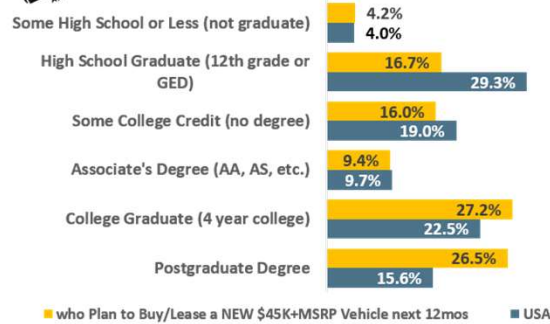
HHI of Target vs. Market:



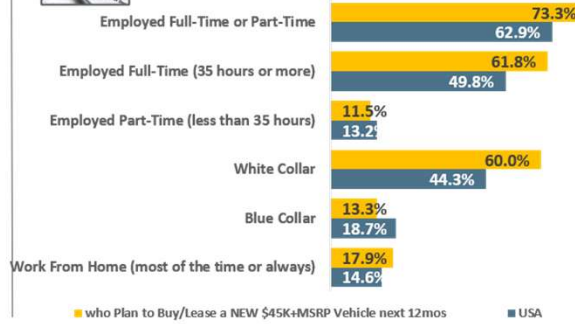


4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 41.1% more likely to be a college graduate, 24.1% more likely to work full-time, 39.4% more likely to be married, 47.7%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

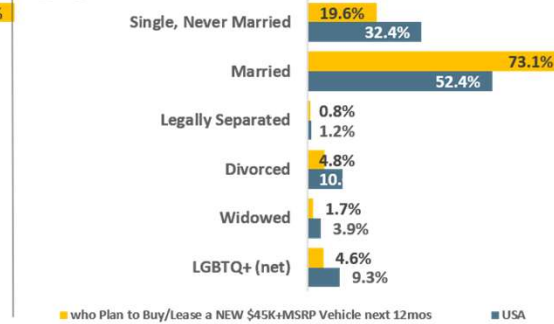
Education Levels: Adults 18 or older



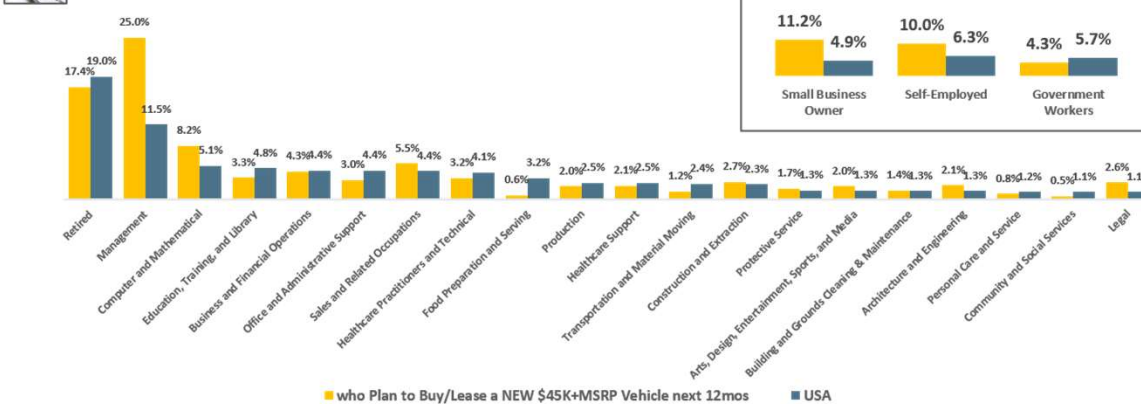
Employment: Adults 18 or older



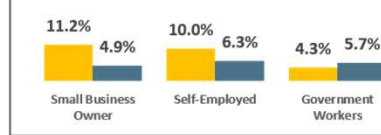
Marital Status: Adults 18 or older



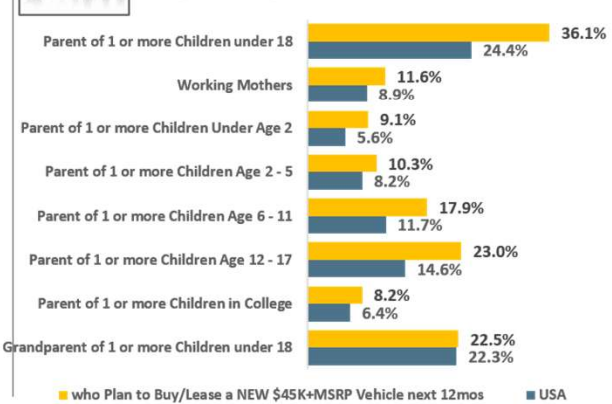
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

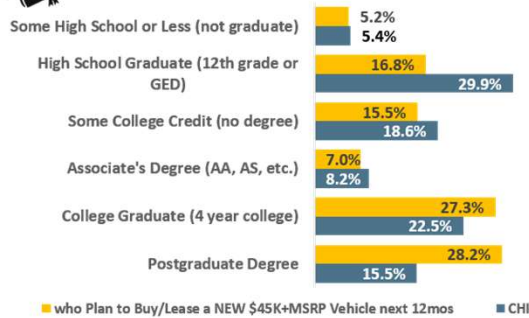
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



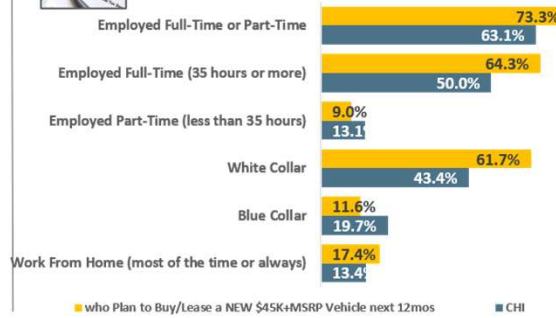
4.6% or 349,254 of CHI DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 46.4% more likely to be a college graduate, 28.7% more likely to work full-time, 46.8% more likely to be married, 77.8% more likely to be a parent of 1 or more children under



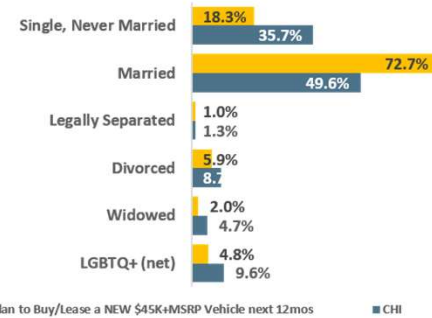
Education Levels: Adults 18 or older



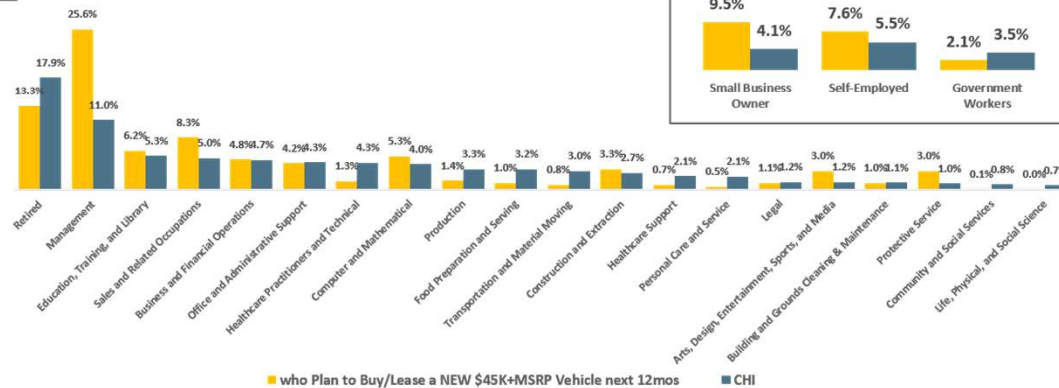
Employment: Adults 18 or older



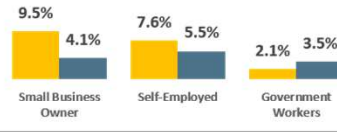
Marital Status: Adults 18 or older



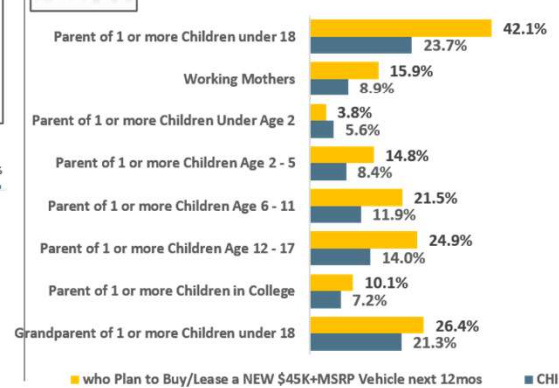
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



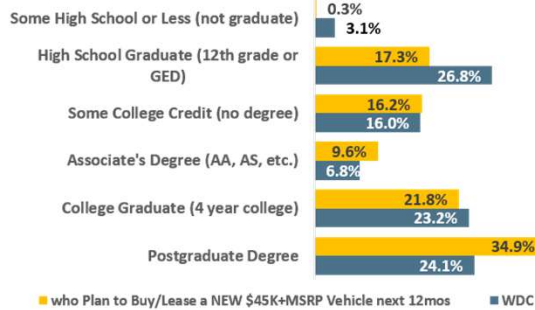
Stage in Life: Adults 18 or older



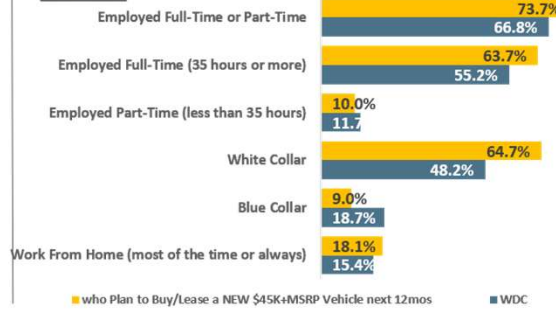


4.3% or 251,276 of WDC DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos
 Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 19.7% more likely to be a college graduate, 15.4% more likely to work full-time, 36.6% more likely to be married, 13.7% more likely to be a parent of 1 or more children under

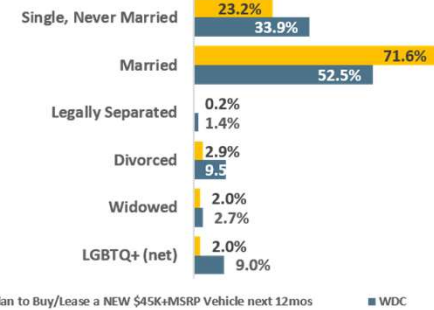
Education Levels: Adults 18 or older



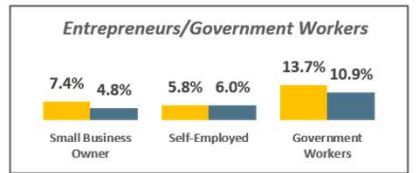
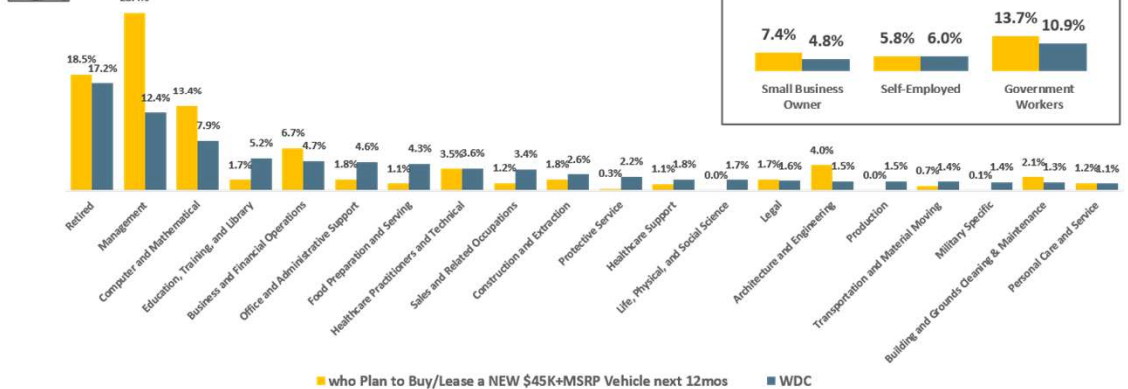
Employment: Adults 18 or older



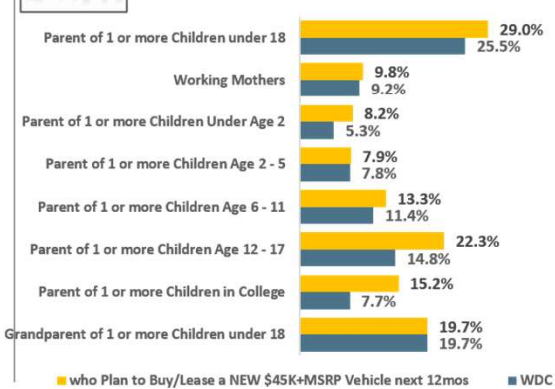
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

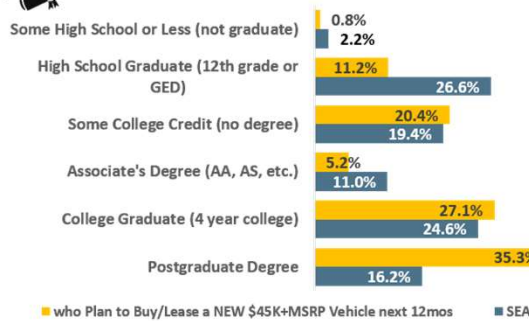




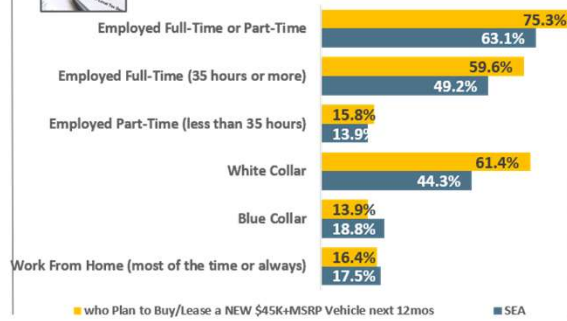
4.3% or 197,366 of SEA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 52.8% more likely to be a college graduate, 21.1% more likely to work full-time, 37.9% more likely to be married, 71.8% more likely to be a parent of 1 or more children under



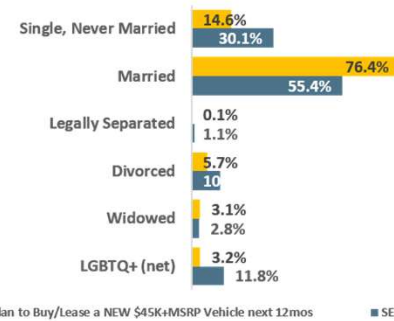
Education Levels: Adults 18 or older



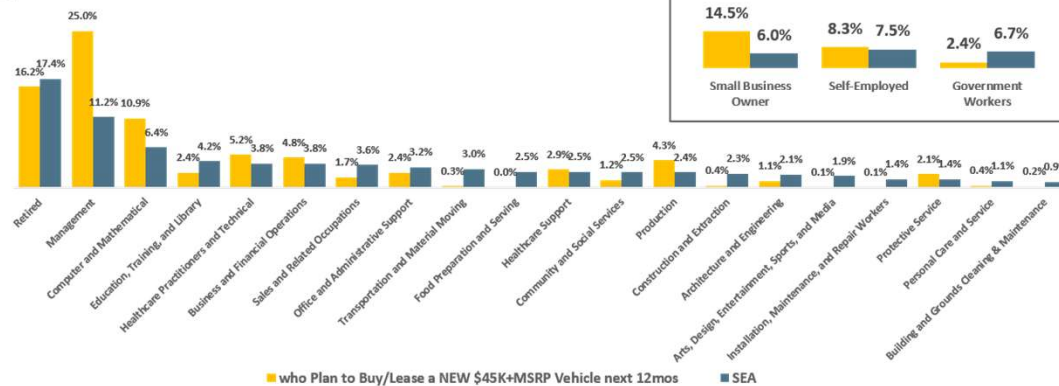
Employment: Adults 18 or older



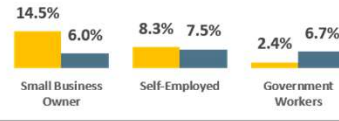
Marital Status: Adults 18 or older



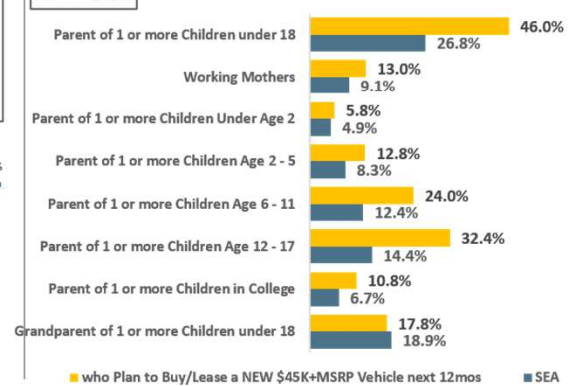
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

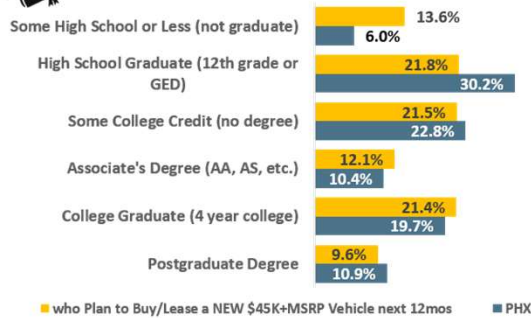




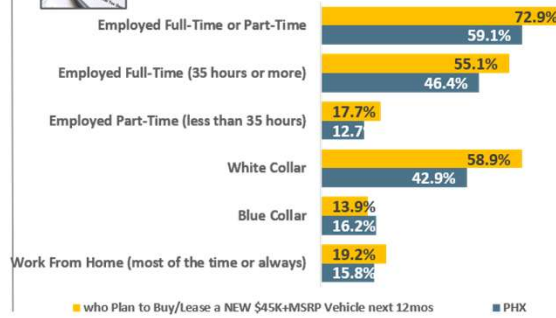
5.1% or 240,809 of PHX DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 1.2% more likely to be a college graduate, 18.8% more likely to work full-time, 36.3% more likely to be married, 8.5% more likely to be a parent of 1 or more children under 18



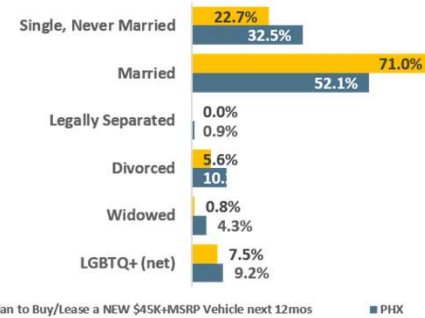
Education Levels: Adults 18 or older



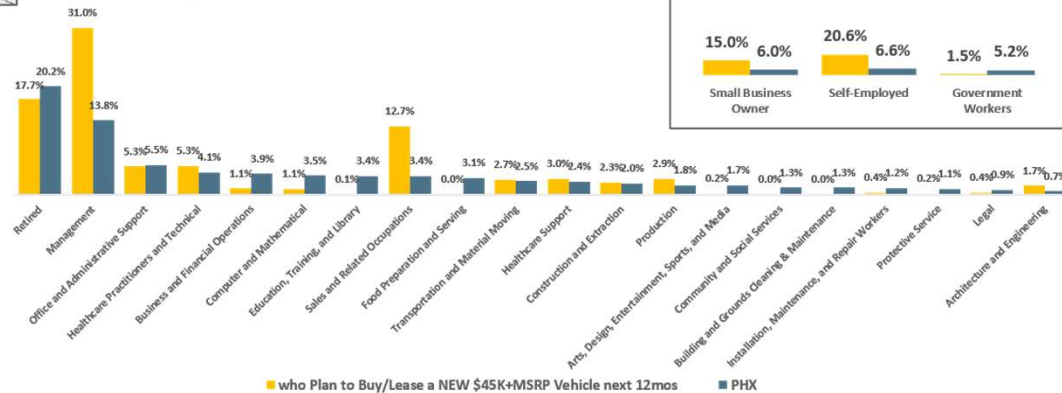
Employment: Adults 18 or older



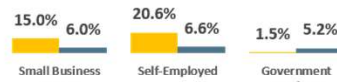
Marital Status: Adults 18 or older



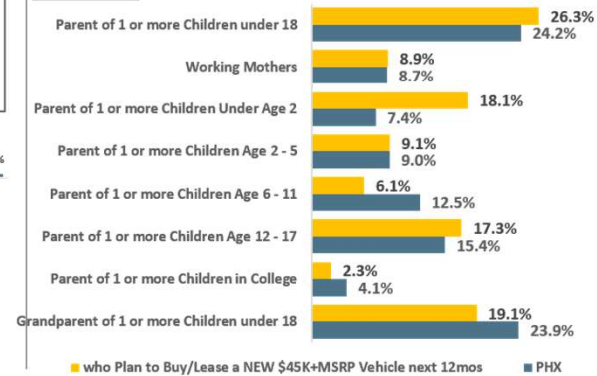
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

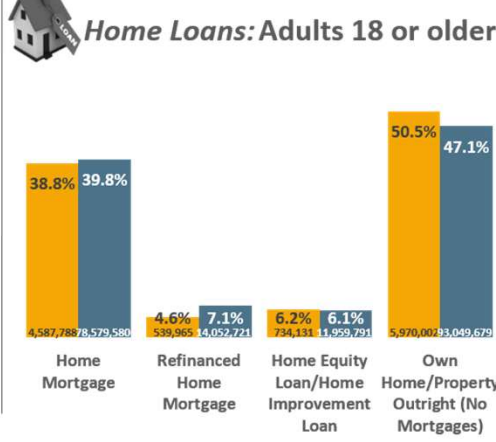
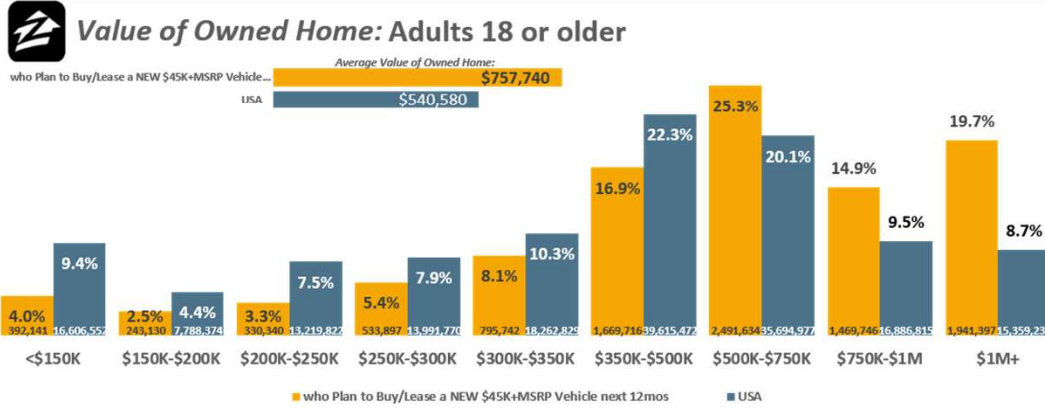
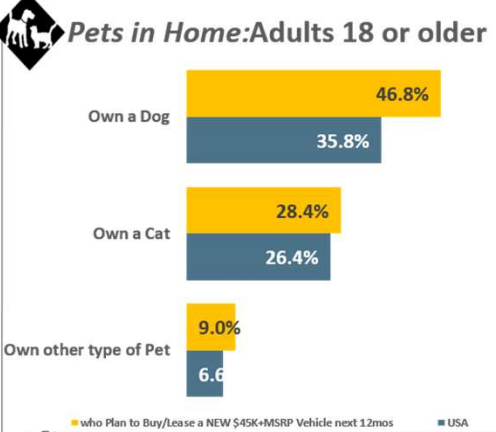
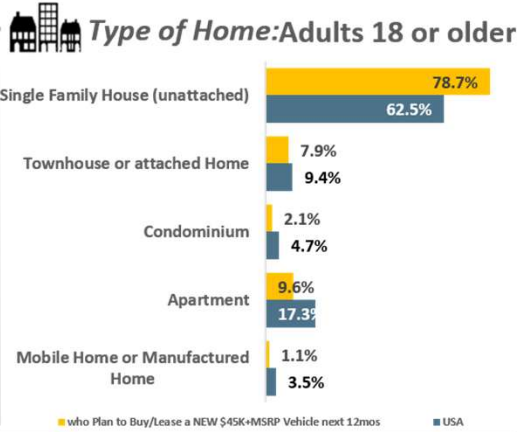
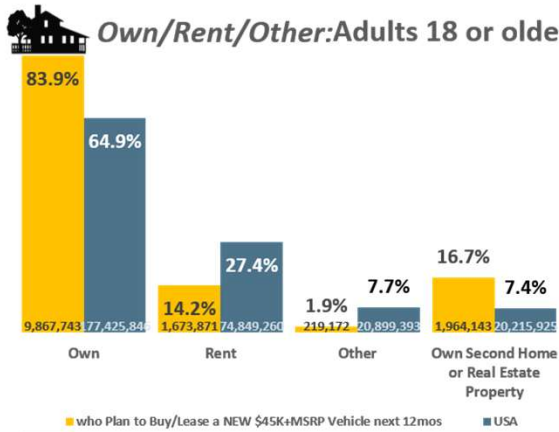


Stage in Life: Adults 18 or older





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



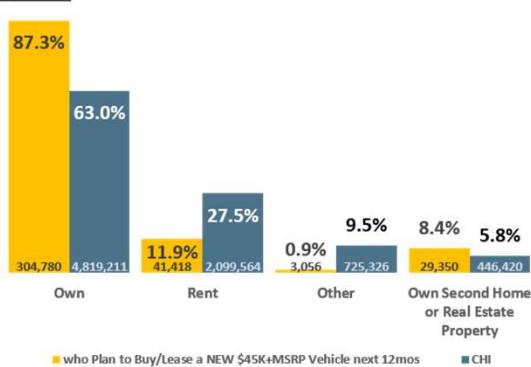
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



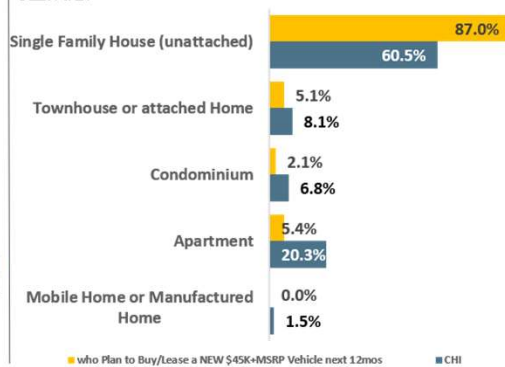
4.6% or 349,254 of CHI DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 38.4% more likely to own their home, 28.4% more likely to own a higher valued home, 43.7% more likely to have a single-family home, 48.5% more likely to have a dog.



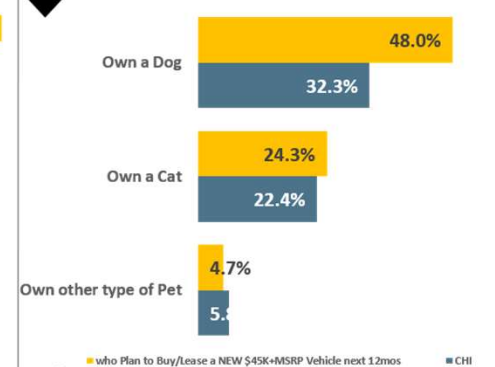
Own/Rent/Other: Adults 18 or older



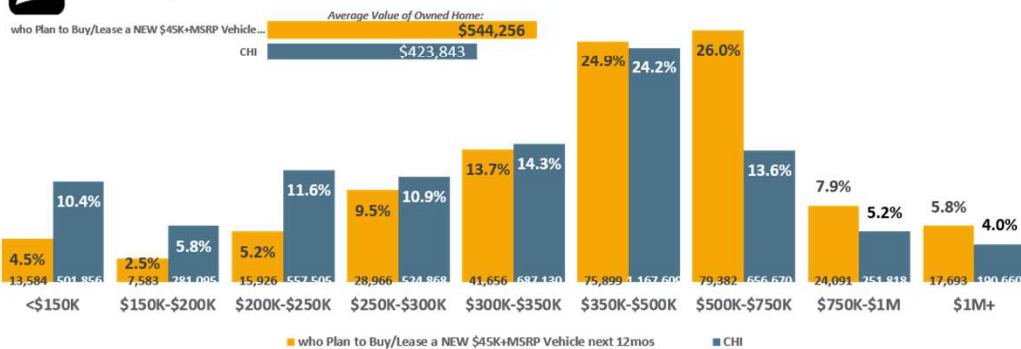
Type of Home: Adults 18 or older



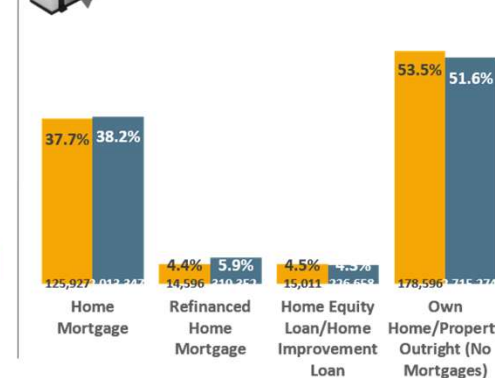
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



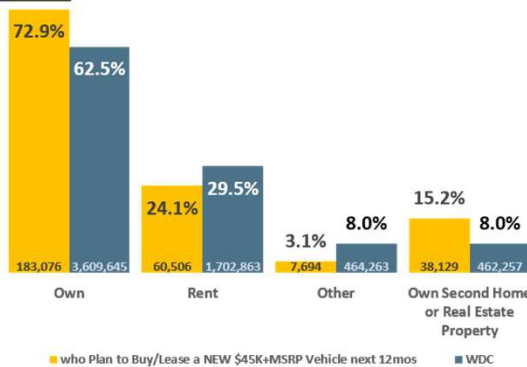
Home Loans: Adults 18 or older



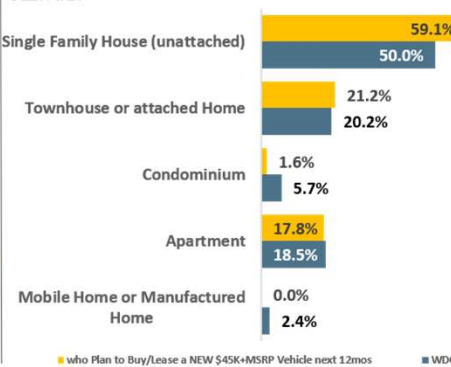


4.3% or 251,276 of WDC DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 16.6% more likely to own their home, 33.3% more likely to own a higher valued home, 18.% more likely to have a single-family home, 54.4% more likely to have a dog.

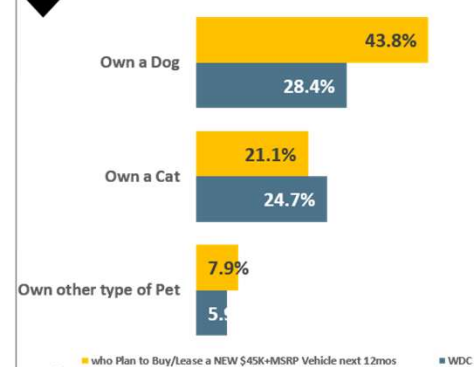
Own/Rent/Other: Adults 18 or older



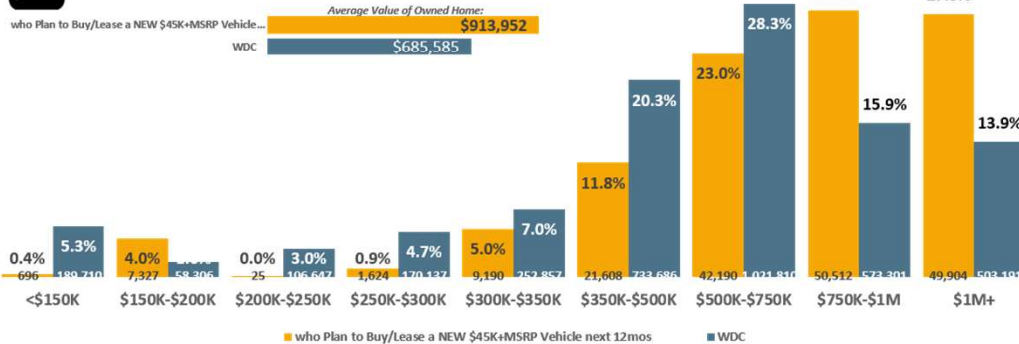
Type of Home: Adults 18 or older



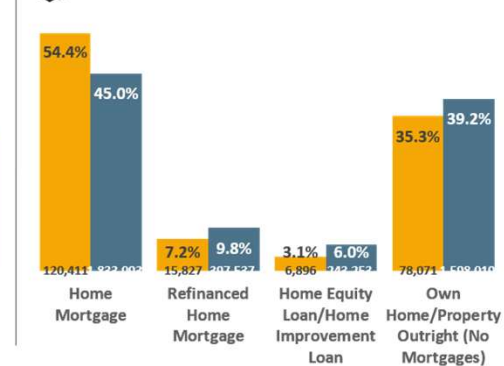
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



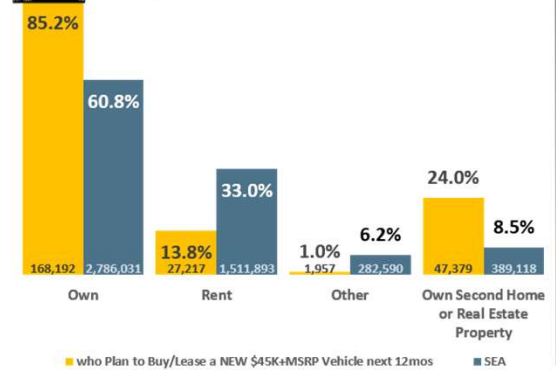
Home Loans: Adults 18 or older



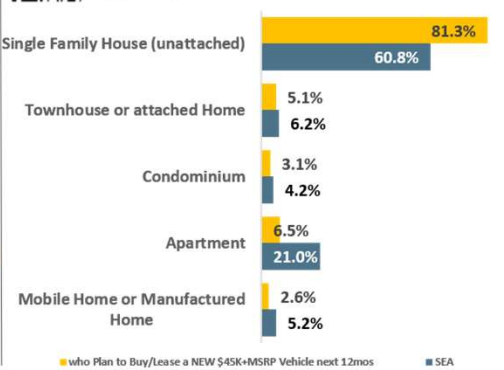


4.3% or 197,366 of SEA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 40.1% more likely to own their home, 25.4% more likely to own a higher valued home, 33.8% more likely to have a single-family home, 25.3% more likely to have a dog.

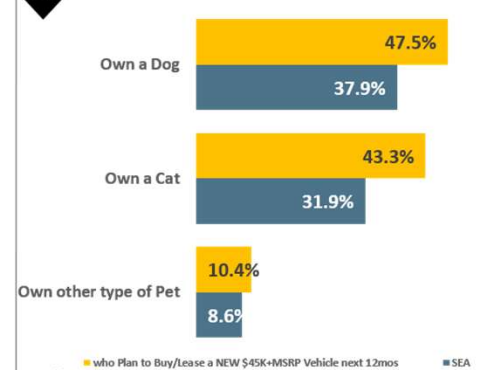
Own/Rent/Other: Adults 18 or older



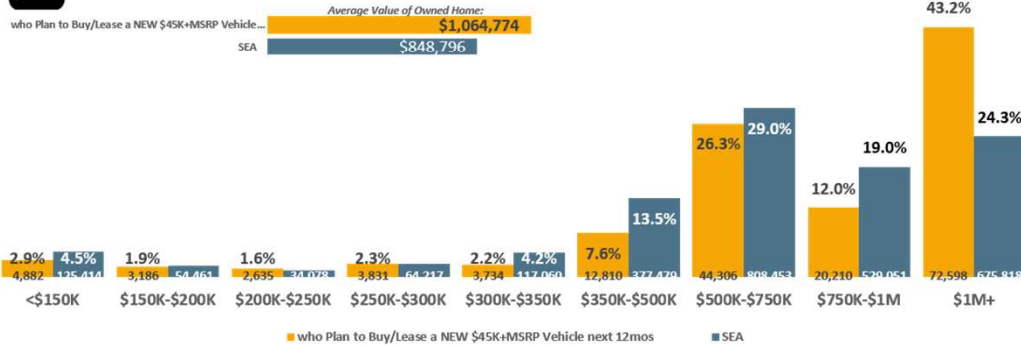
Type of Home: Adults 18 or older



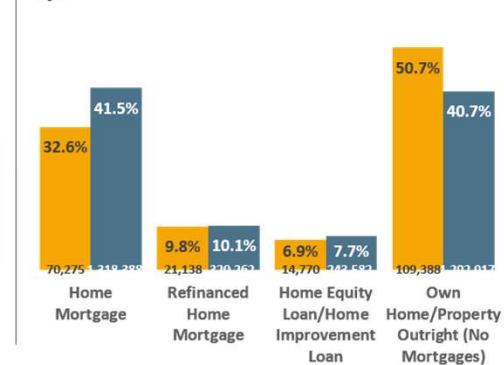
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

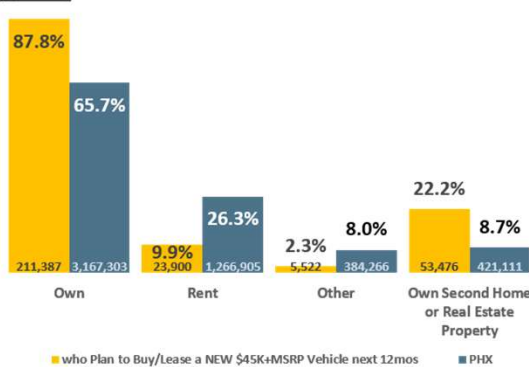




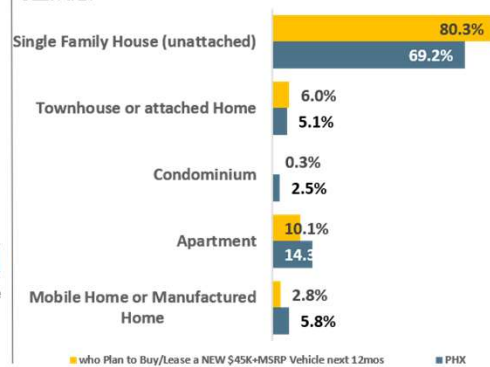
5.1% or 240,809 of PHX DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 33.5% more likely to own their home, 23.9% more likely to own a higher valued home, 16.1% more likely to have a single-family home, 6.1% more likely to have a dog.



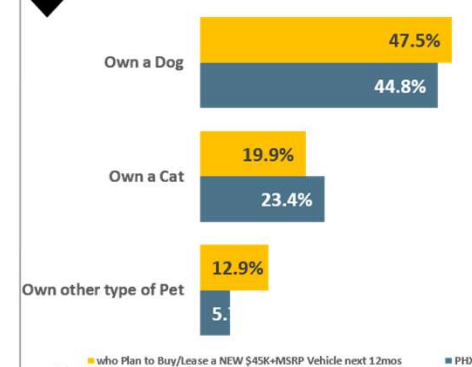
Own/Rent/Other: Adults 18 or older



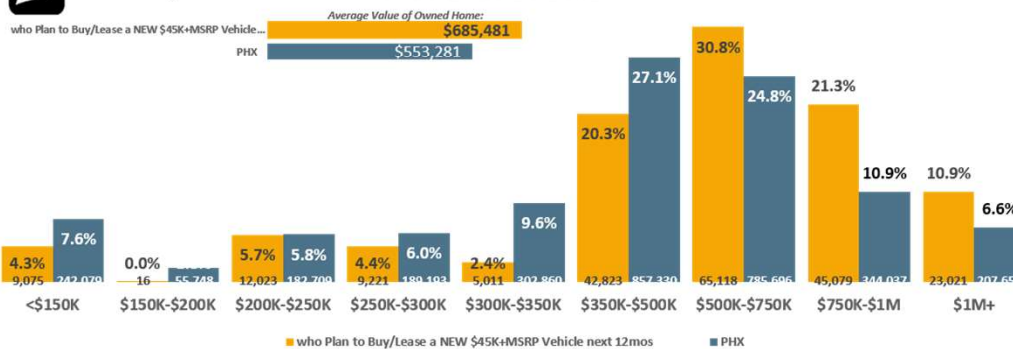
Type of Home: Adults 18 or older



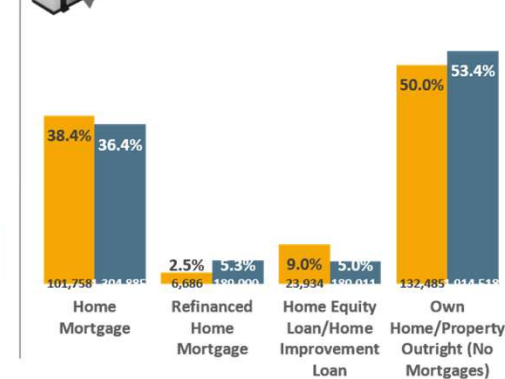
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

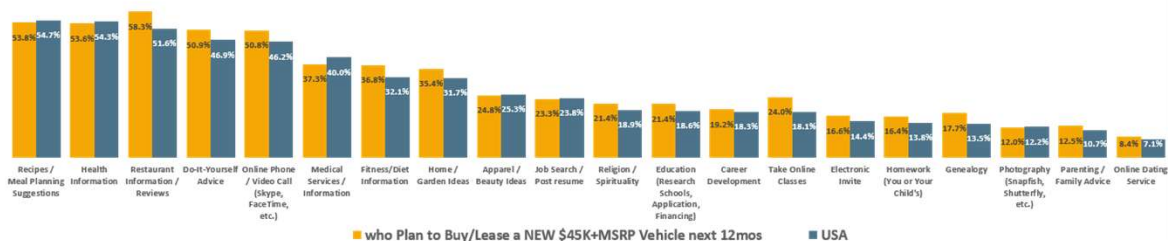




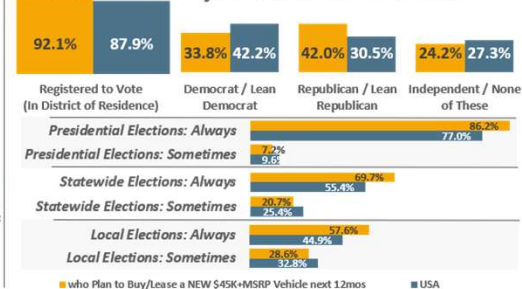
4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 8.5% more likely to look up D-I-Y advice online, 28.3% more likely to always vote in local elections, 73.7% more likely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



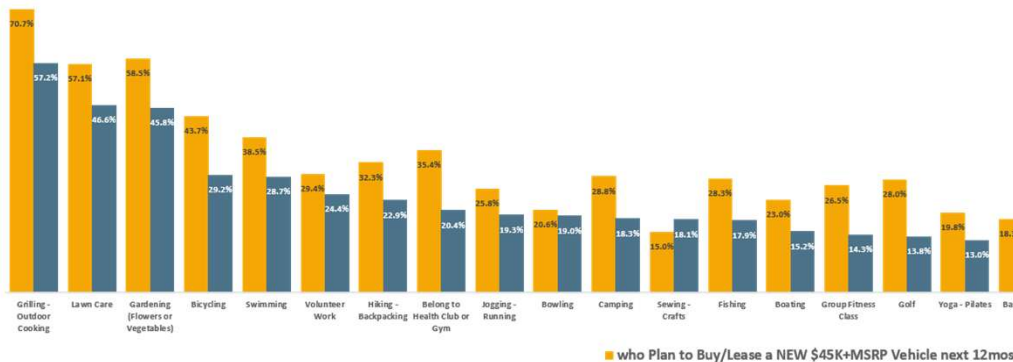
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



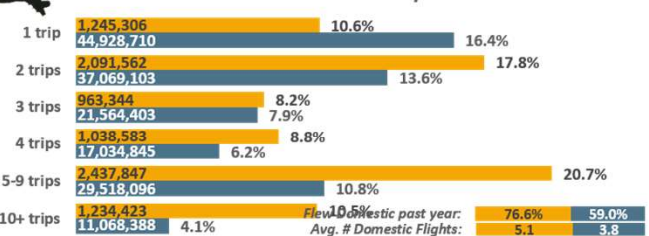
Political Activity: Adults 18 or older



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



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



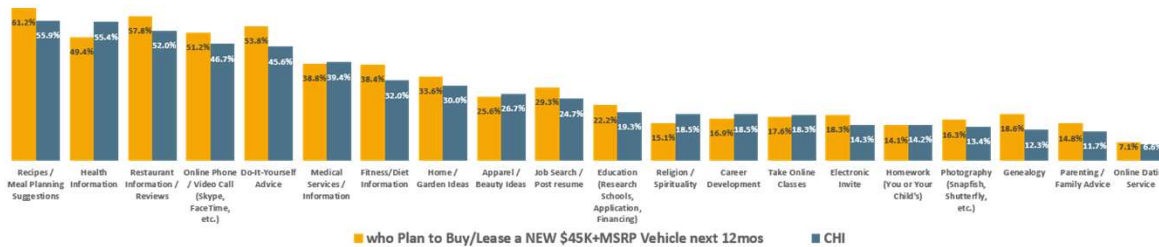
Flew Domestic past year: 76.6% vs 59.0%
Avg. # Domestic Flights: 5.1 vs 3.8



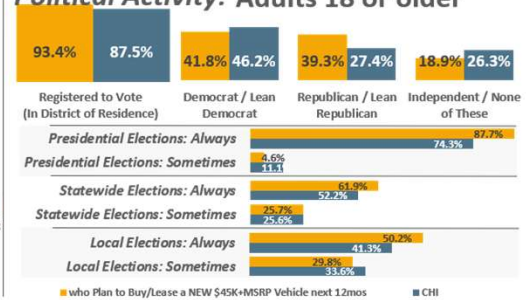
4.6% or 349,254 of CHI DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 17.9% more likely to look up D-I-Y advice online, 21.5% more likely to always vote in local elections, 54.5% more likely to belong to a gym, 22.4% more likely to fly domestic



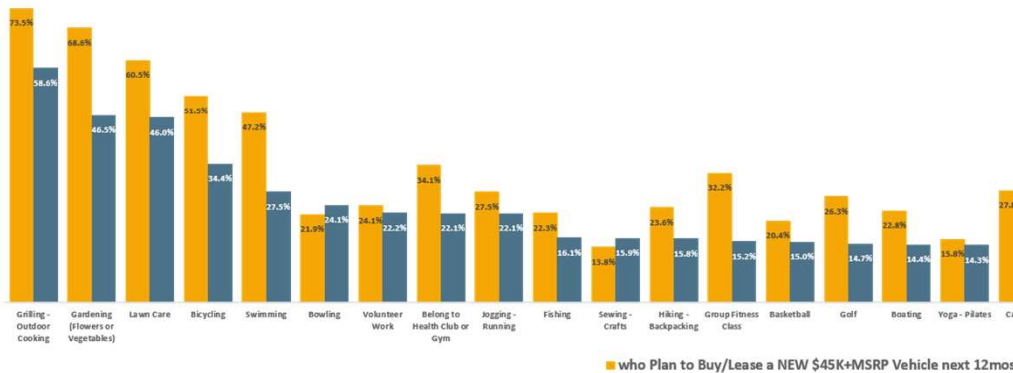
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



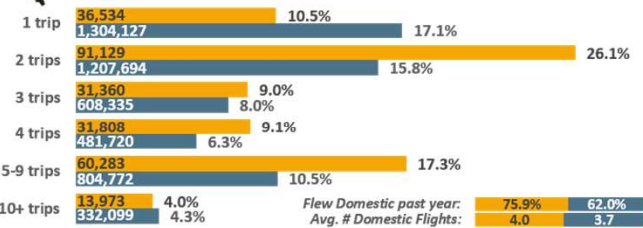
Political Activity: Adults 18 or older



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



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

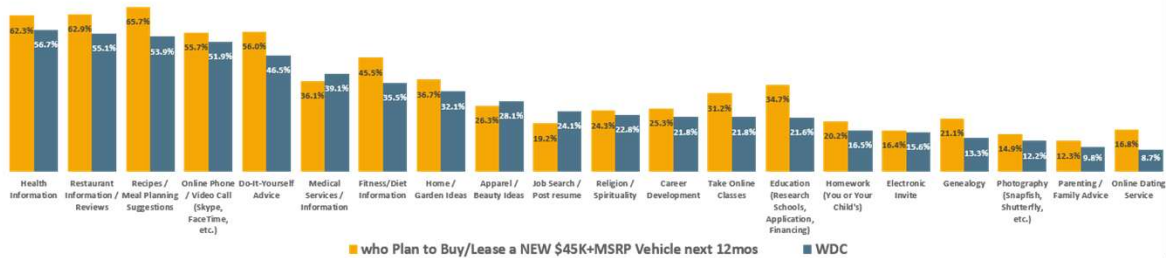




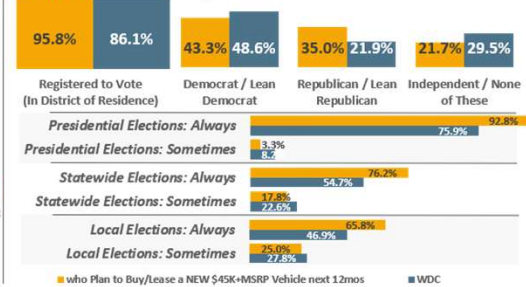
4.3% or 251,276 of WDC DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 20.5% more likely to look up D-I-Y advice online, 40.2% more likely to always vote in local elections, 97.4% more likely to belong to a gym, 31.8% more likely to fly domestic



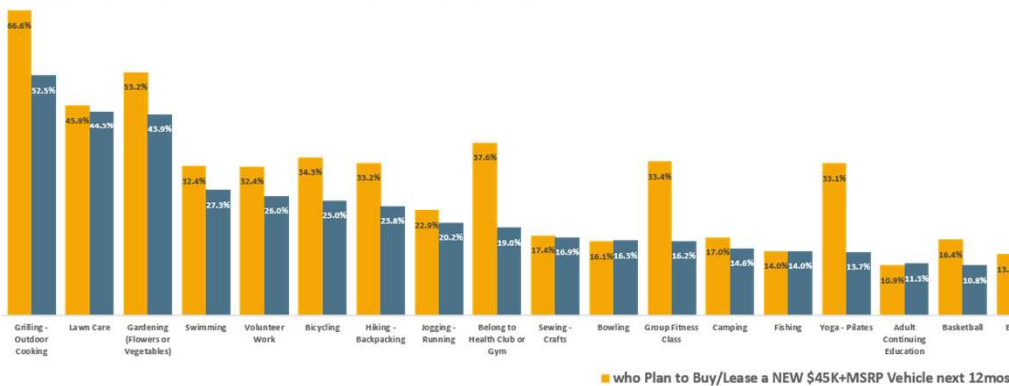
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



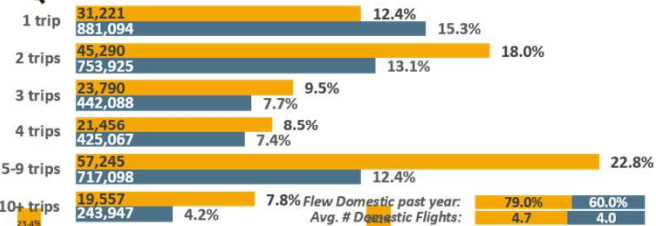
Political Activity: Adults 18 or older



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



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



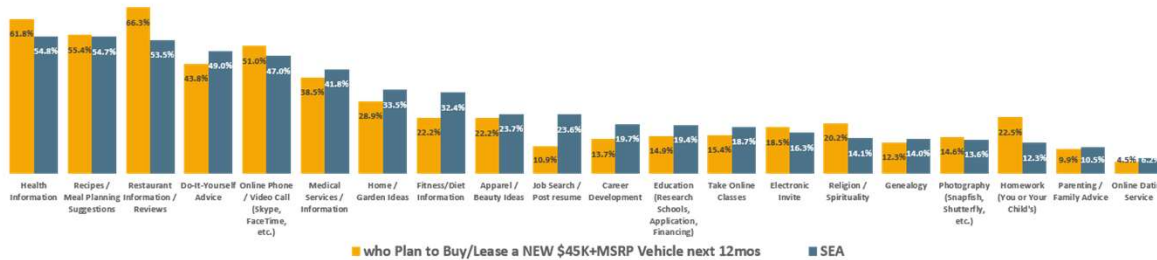
Avg. # Domestic Flights: 79.0% (4.7) vs 60.0% (4.0)



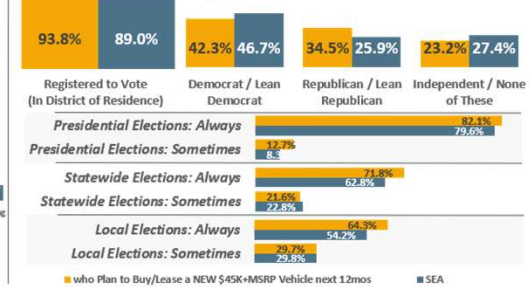
4.3% or 197,366 of SEA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 10.6% less likely to look up D-I-Y advice online, 18.7% more likely to always vote in local elections, 56.5% more likely to belong to a gym, 19.8% more likely to fly domestic



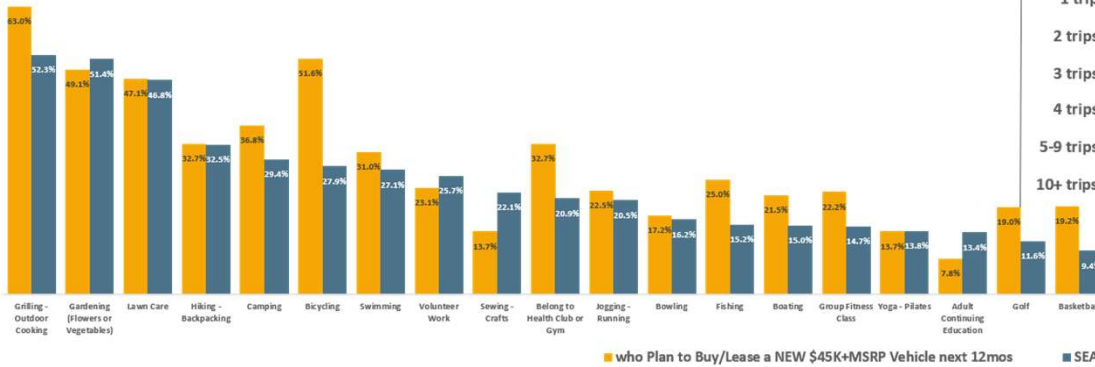
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



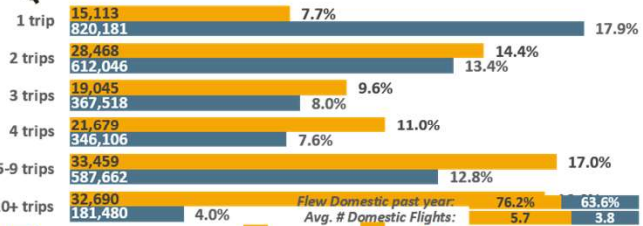
Political Activity: Adults 18 or older



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



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



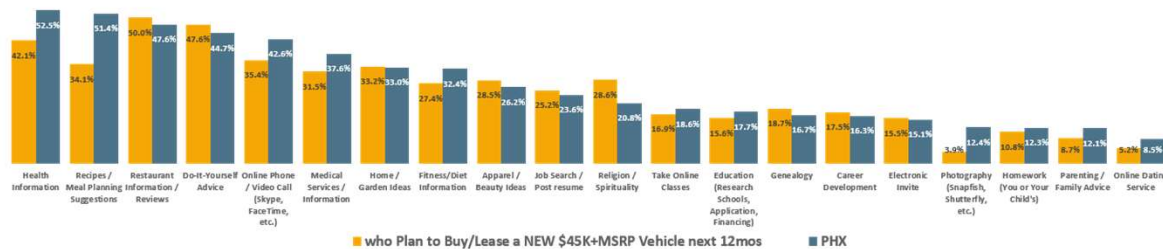
Flew Domestic past year: 76.2%
Avg. # Domestic Flights: 5.7



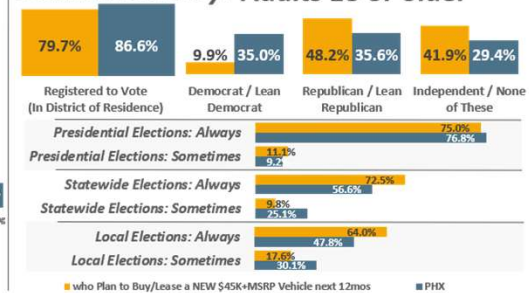
5.1% or 240,809 of PHX DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 6.6% more likely to look up D-I-Y advice online, 33.8% more likely to always vote in local elections, 72.5% more likely to belong to a gym, 19.1% more likely to fly domestic p



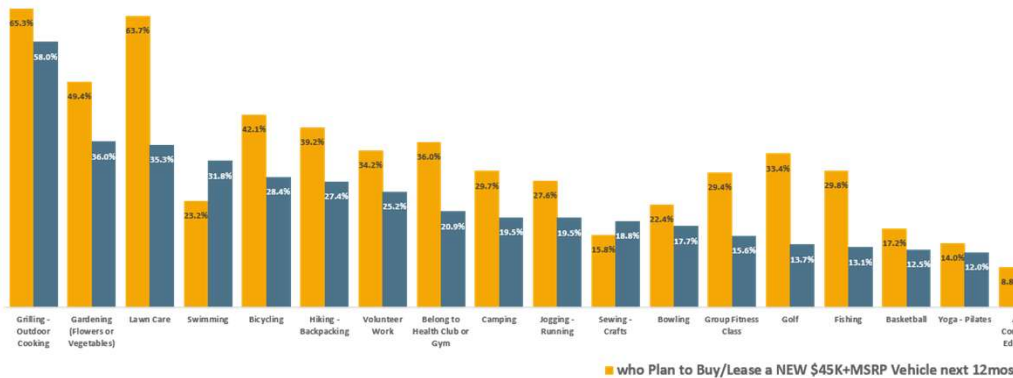
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



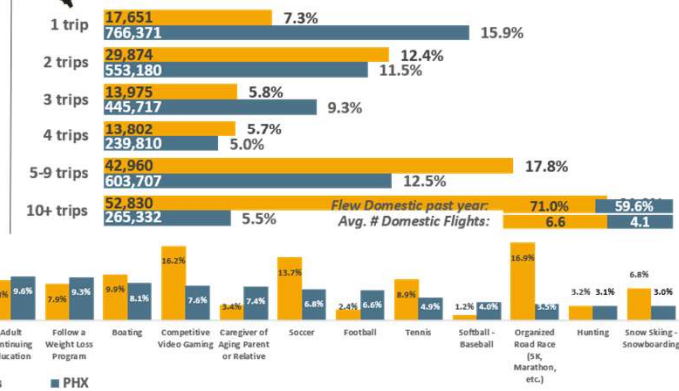
Political Activity: Adults 18 or older



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



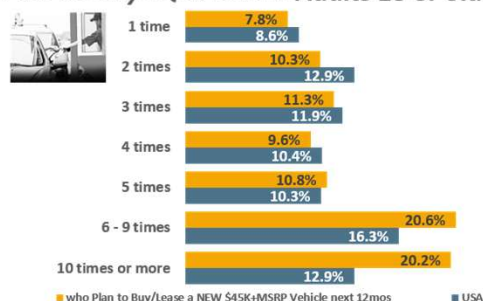
Past 12-months Domestic Airline Trips: Adults 18 or older



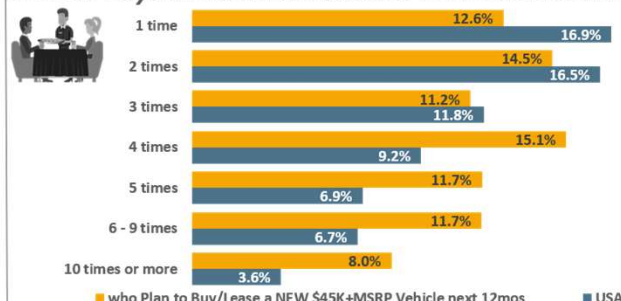


4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos.
 Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 8.7% more likely to use QSRs past mo., 18.6% more likely to use Sit-Down Restaurants past mo., 39.5% more likely to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

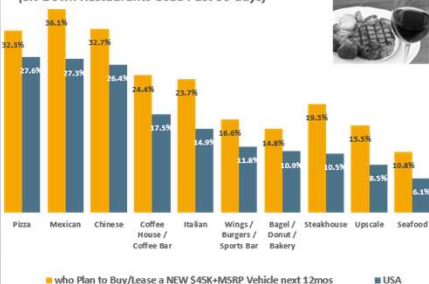
Past 30-days QSR Users: Adults 18 or older



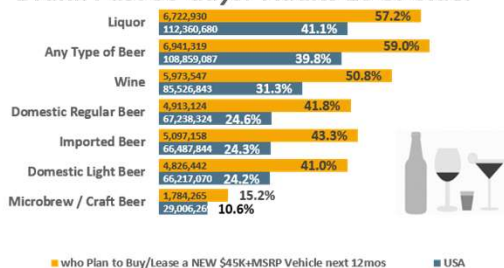
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



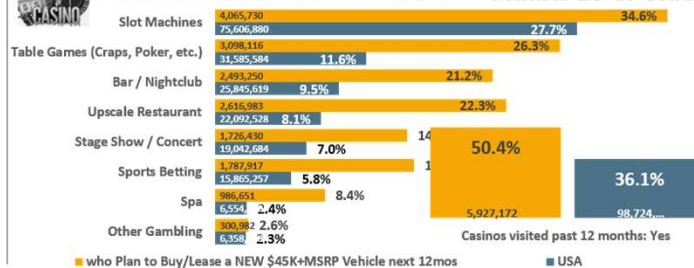
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



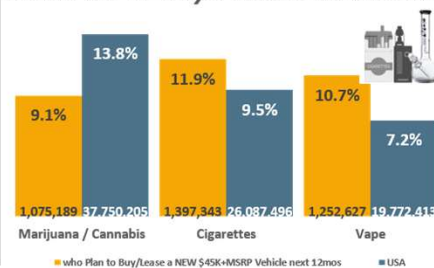
Drank Past 30-days: Adults 18 or older

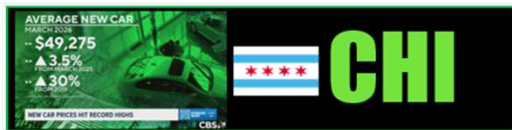


Past 12 months Casino Activities: Adults 18 or older



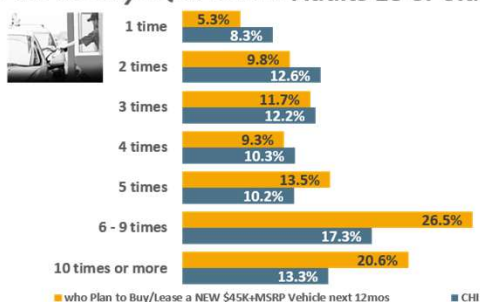
Used Past 30-days: Adults 18 or older



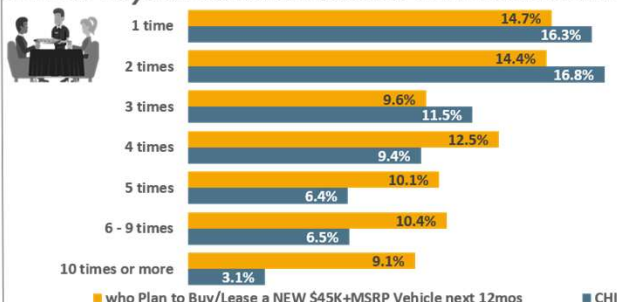


4.6% or 349,254 of CHI DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 14.8% more likely to use QSRs past mo., 15.7% more likely to use Sit-Down Restaurants past mo., 30.8% more likely to use Casinos past yr., 2.2% less likely to smoke cigarettes

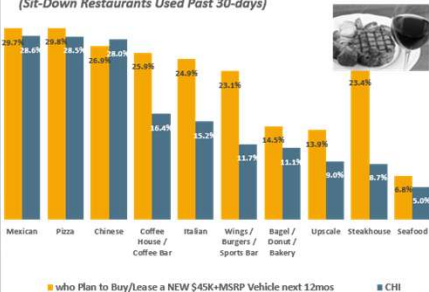
Past 30-days QSR Users: Adults 18 or older



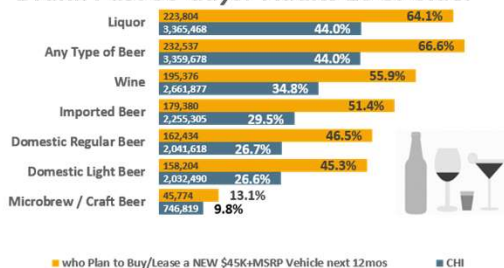
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



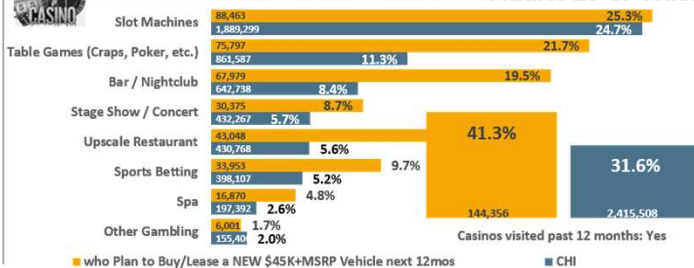
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



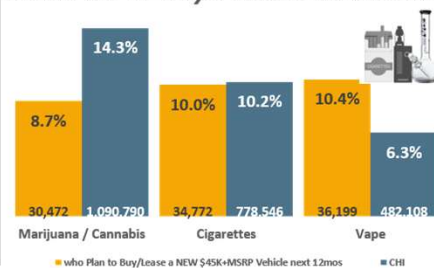
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



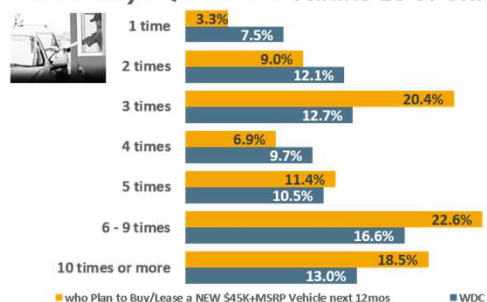
Used Past 30-days: Adults 18 or older





4.3% or 251,276 of WDC DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 12.1% more likely to use QSRs past mo., 22.9% more likely to use Sit-Down Restaurants past mo., 88.9% more likely to use Casinos past yr., 62.6% more likely to smoke cigarette

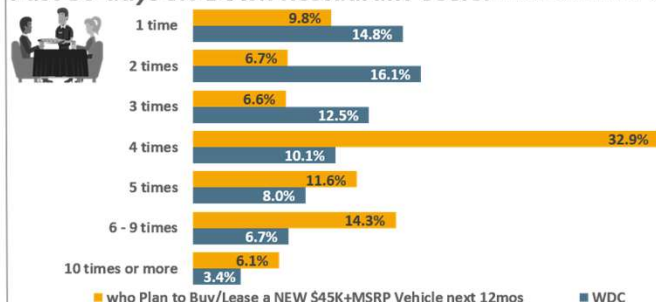
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.0%
Avg. Monthly QSR Meals: 6.7

231,281 | 4,744,019

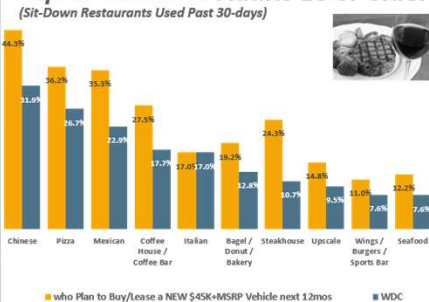
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 88.0%
Avg. Monthly Sit-Down Restaurant Meals: 4.9

221,248 | 4,137,320

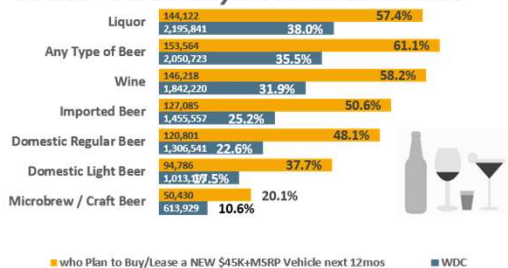
Top-10 Cuisines: Adults 18 or older



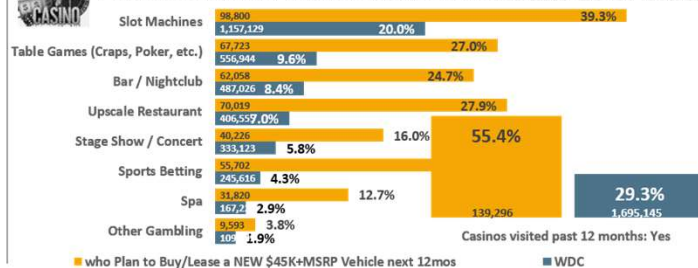
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle... 42.2%

WDC 1,468,075 | 25.4%

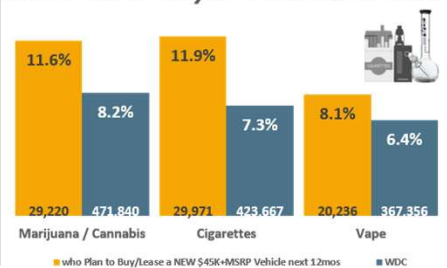
Drank Past 30-days: Adults 18 or older

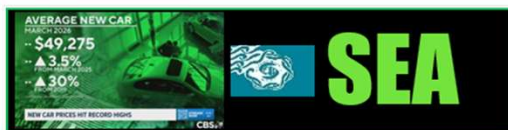


Past 12 months Casino Activities: Adults 18 or older



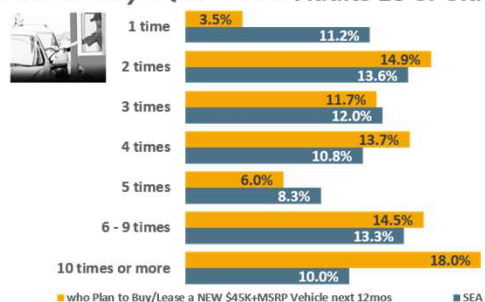
Used Past 30-days: Adults 18 or older





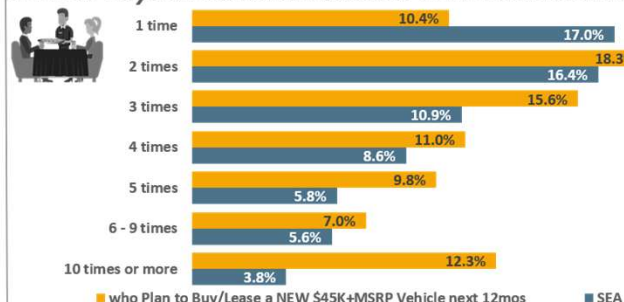
4.3% or 197,366 of SEA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 3.9% more likely to use QSRs past mo., 23.8% more likely to use Sit-Down Restaurants past mo., 68.8% more likely to use Casinos past yr., 75.1% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



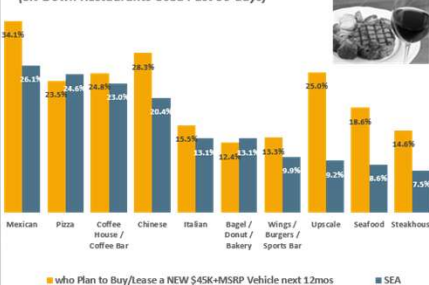
Total Monthly QSR Users:	82.2%	79.2%
Avg. Monthly QSR Meals:	6.5	5.2
	162,253	3,625,668

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



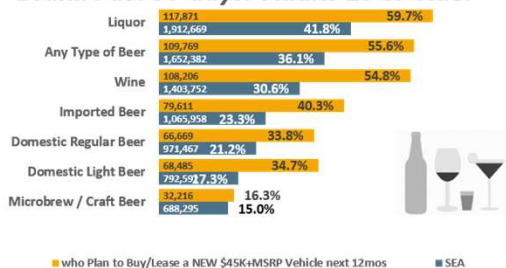
Total Monthly Sit-Down Restaurant Users:	68.1%	84.4%
Avg. Monthly Sit-Down Restaurant Meals:	3.6	5.0
	3,120,087	166,490

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

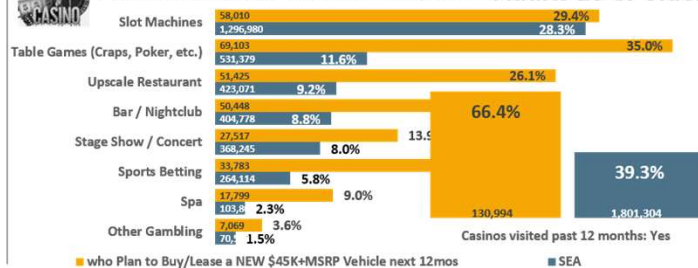


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	34.2%	67,471
who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle...	18.7%	857,401

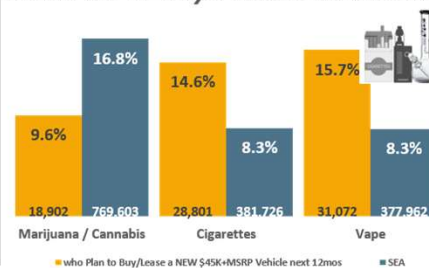
Drank Past 30-days: Adults 18 or older

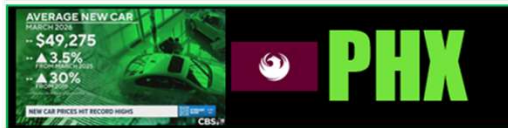


Past 12 months Casino Activities: Adults 18 or older



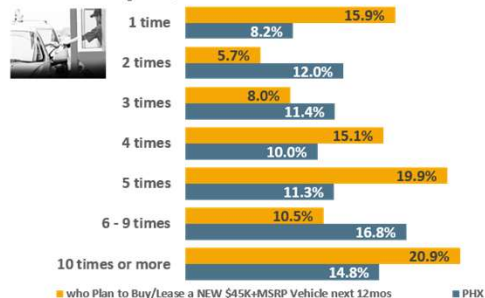
Used Past 30-days: Adults 18 or older



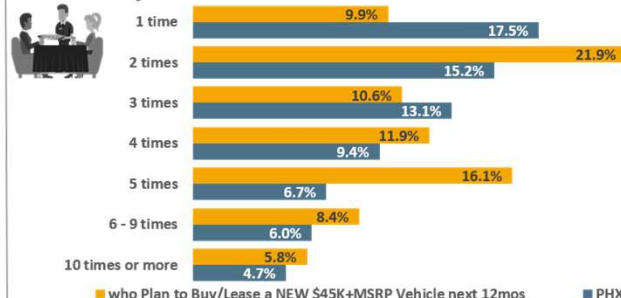


5.5% or 240,809 of PHX DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 13.5% more likely to use QSRs past mo., 16.4% more likely to use Sit-Down Restaurants past mo., 7.6% more likely to use Casinos past yr., 25.6% less likely to smoke cigarettes.

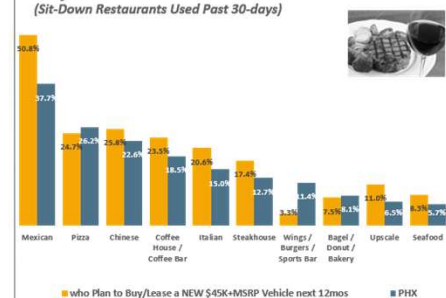
Past 30-days QSR Users: Adults 18 or older



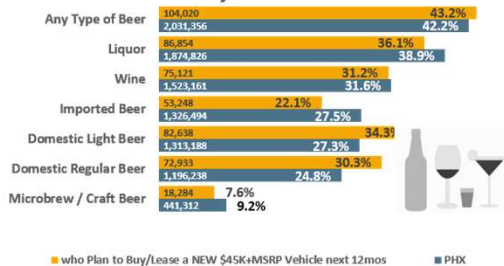
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



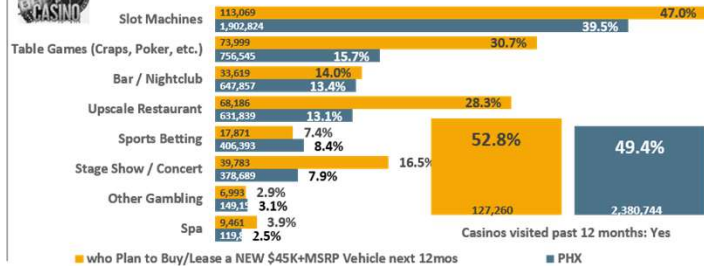
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



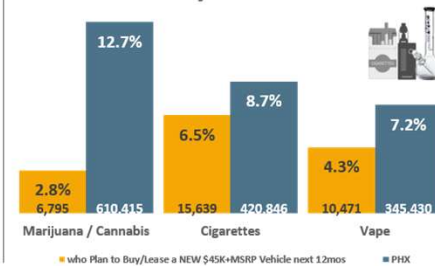
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

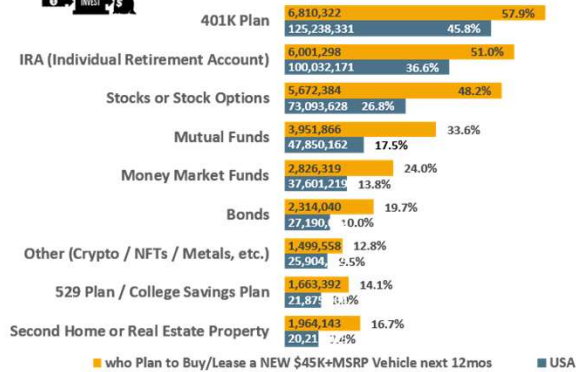




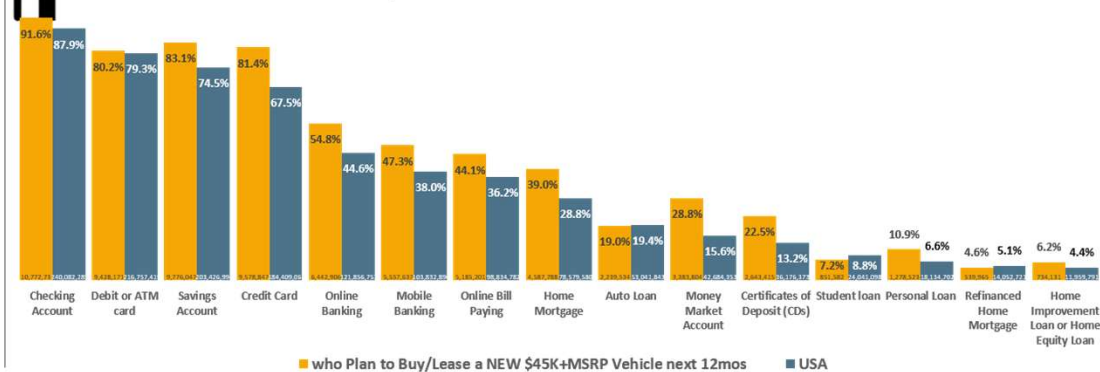
4.3% or 11,760,785 of USA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 26.3% more likely to have a 401K, 1.9% less likely to have an Auto Loan, 71.6% more likely to Invest/Trade Stocks Online,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



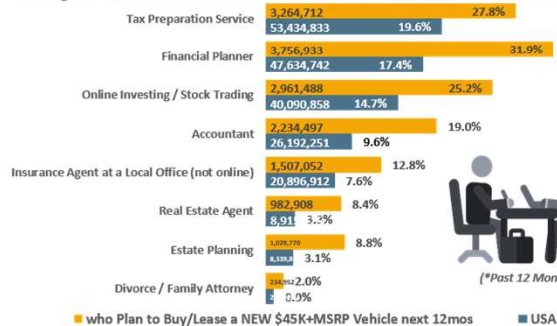
Investments Owned: Adults 18 or older



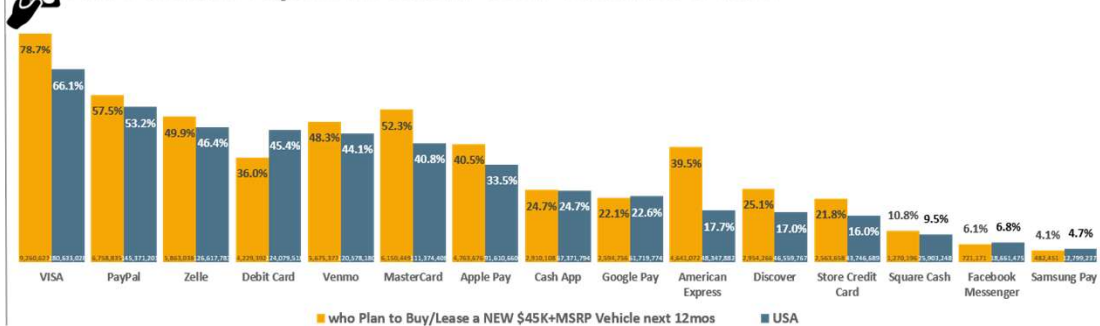
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

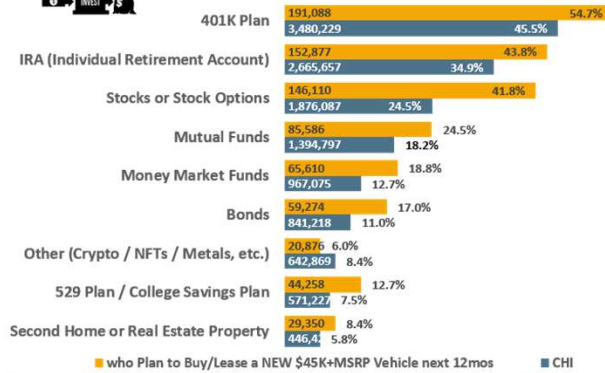
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



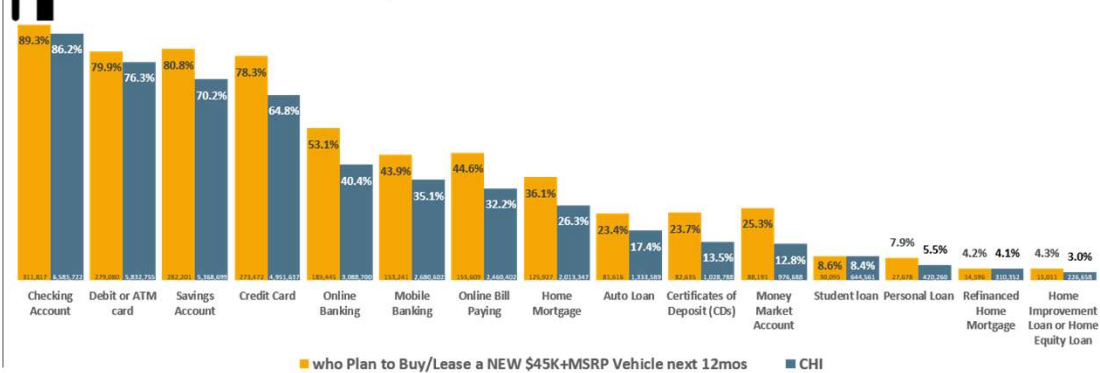
4.6% or 349,254 of CHI DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 20.2% more likely to have a 401K, 33.9% more likely to have an Auto Loan, 92.1% more likely to Invest/Trade Stocks Online, 19.2% less likely to pay with their Debit Card.



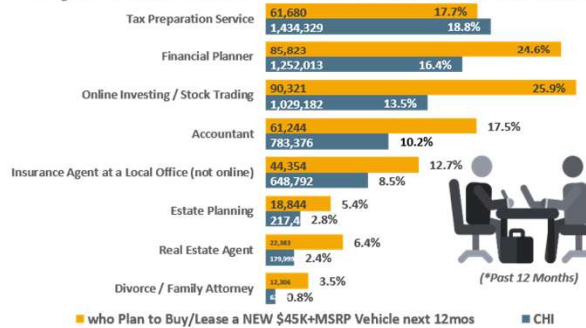
Investments Owned: Adults 18 or older



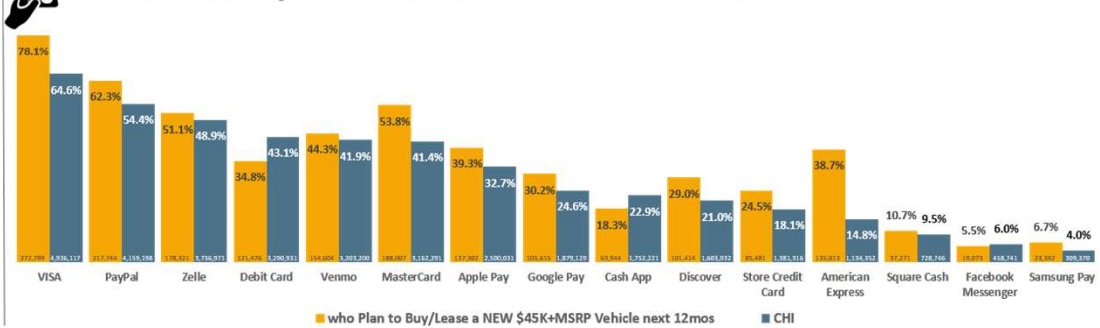
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

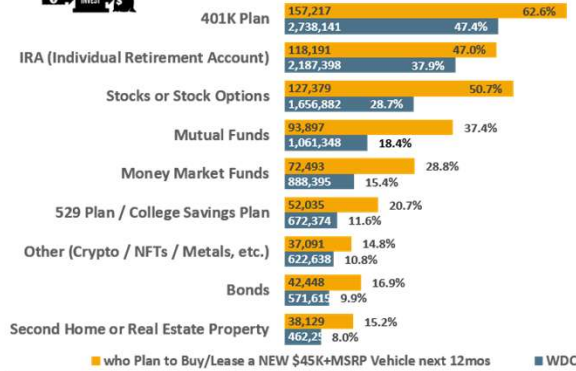




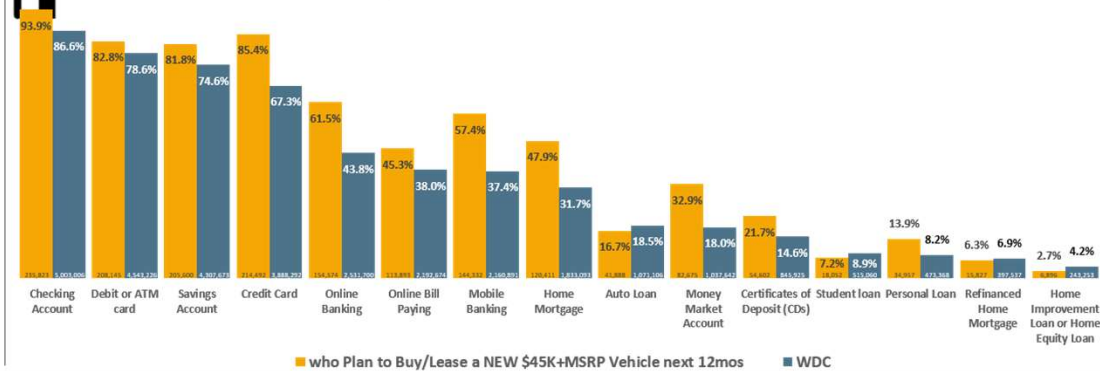
4.3% or 251,276 of WDC DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 32.% more likely to have a 401K, 10.1% less likely to have an Auto Loan, 29.5% more likely to Invest/Trade Stocks Online, 14.1% less likely to pay with their Debit Card.



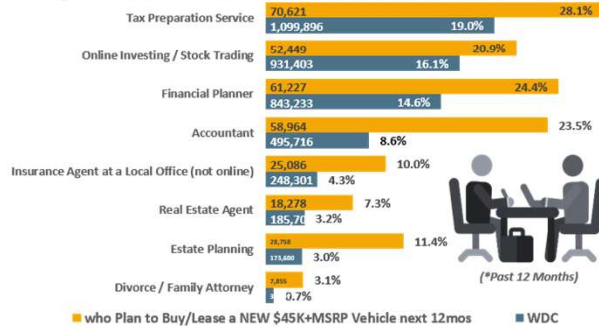
Investments Owned: Adults 18 or older



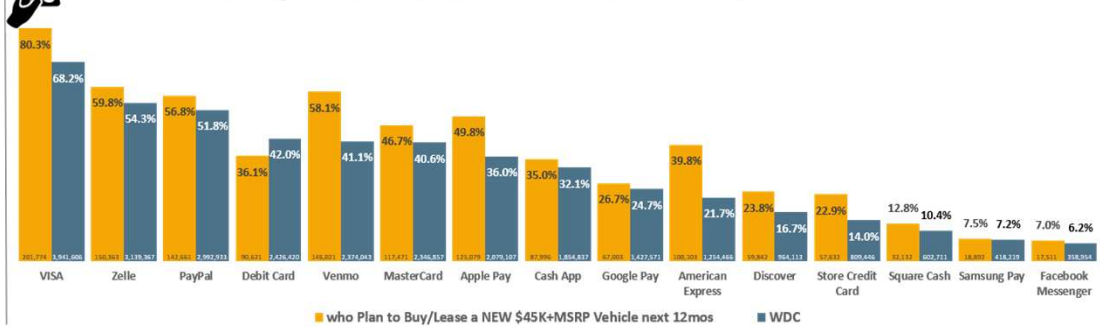
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

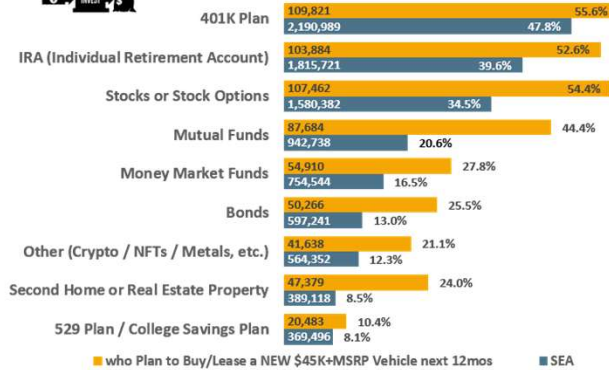




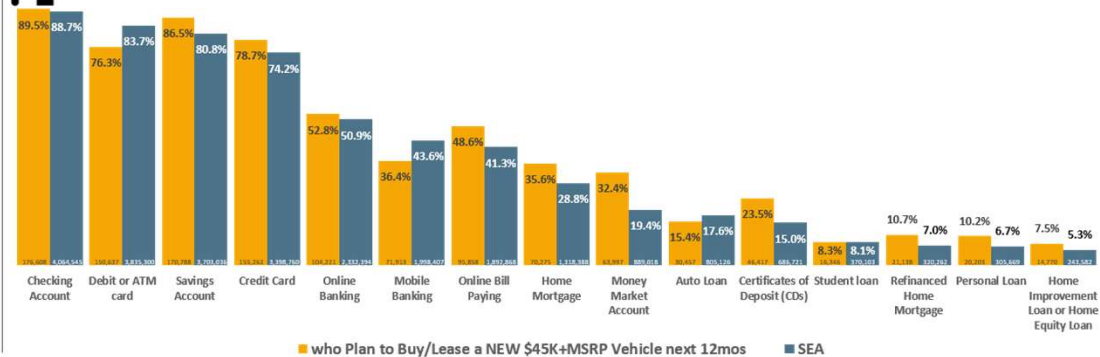
4.3% or 197,366 of SEA DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 16.3% more likely to have a 401K, 12.2% less likely to have an Auto Loan, 77.5% more likely to Invest/Trade Stocks Online, 16.5% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



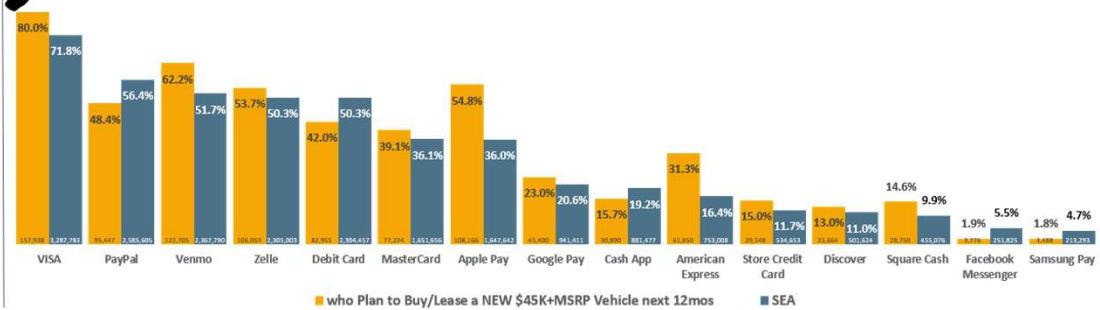
Financial Services Has and/or Uses: Adults 18 or older

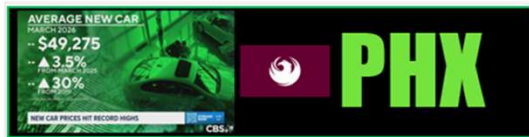


Professional Services Used*: Adults 18 or older



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

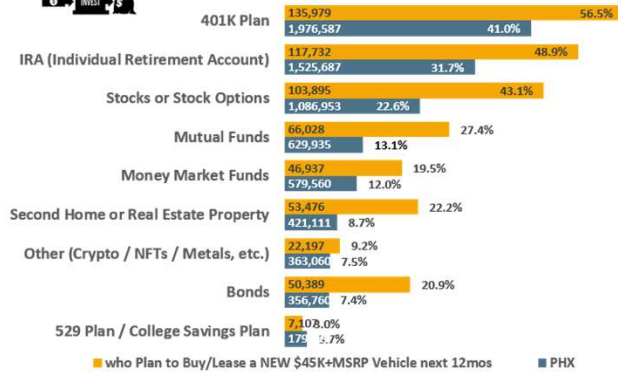




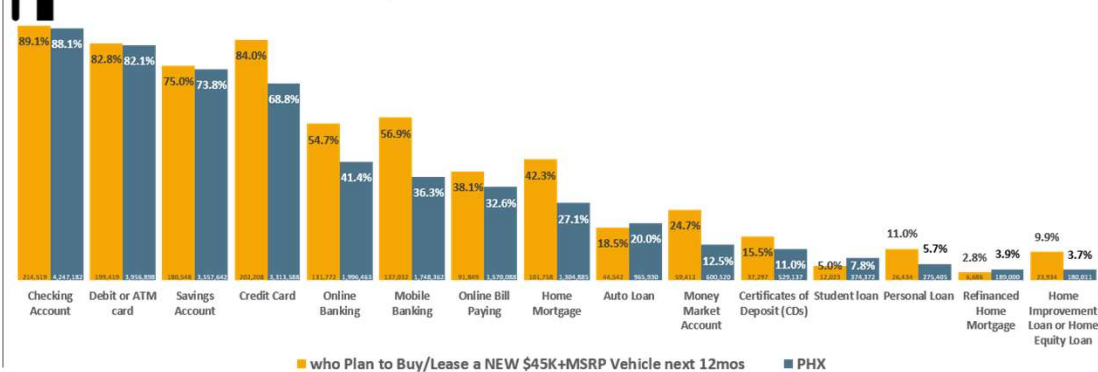
5.1% or 240,809 of PHX DMA Adults 18 or older Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos. Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos are 37.7% more likely to have a 401K, 7.7% less likely to have an Auto Loan, 62.8% more likely to Invest/Trade Stocks Online, 34.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



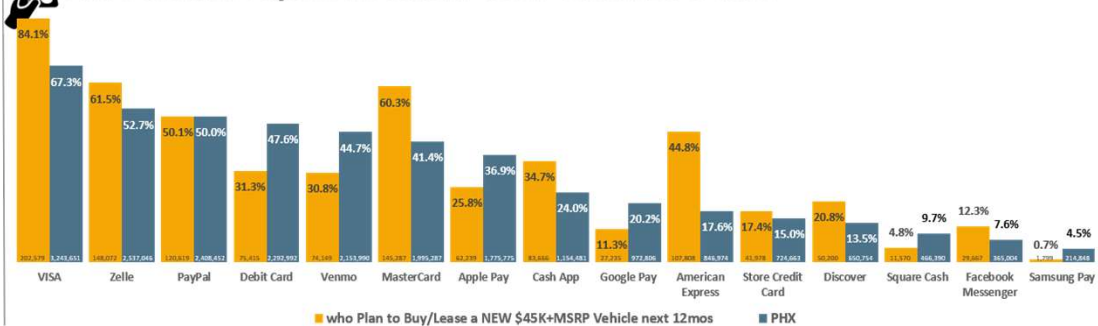
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

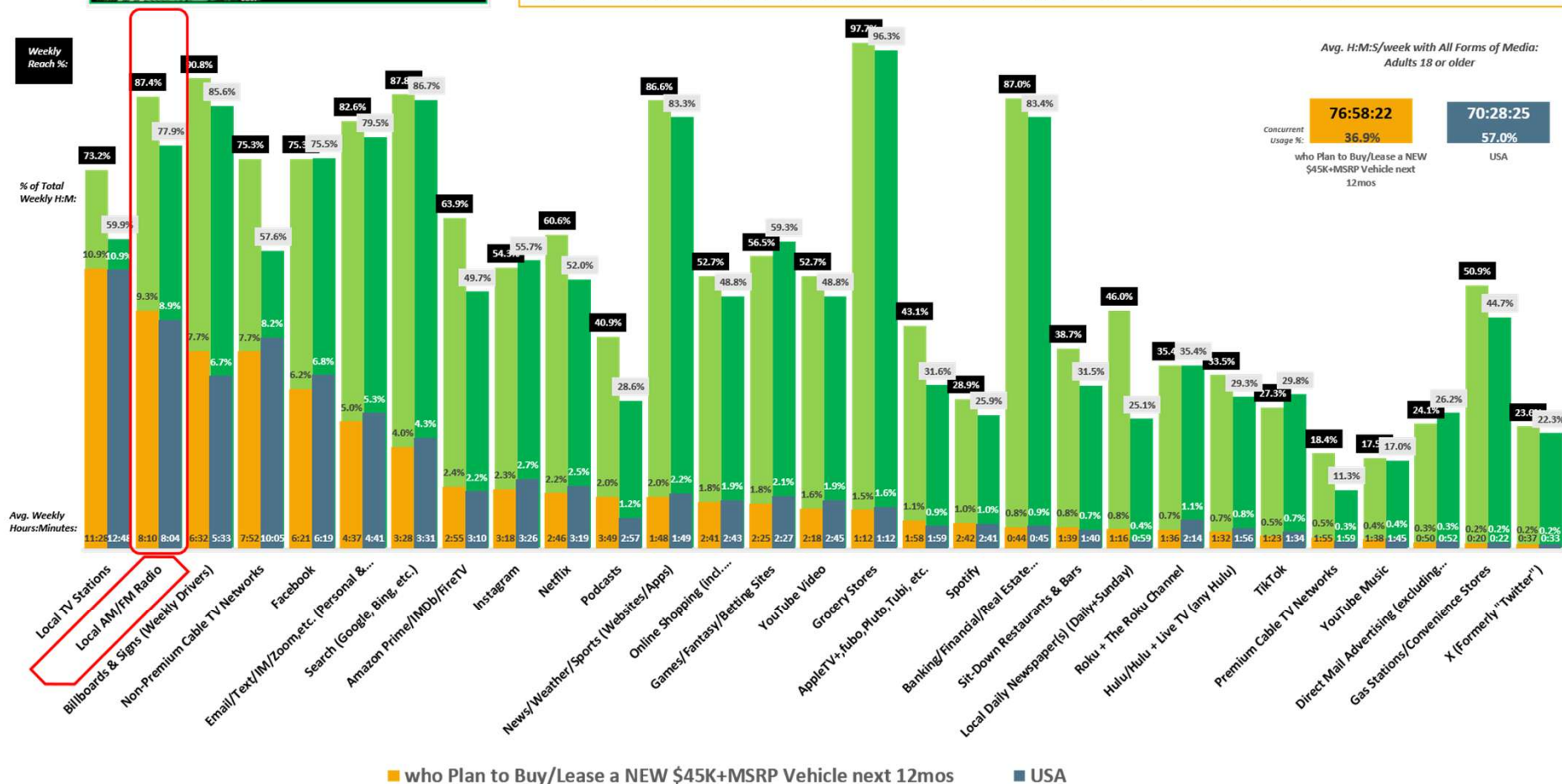


Past 3-Months Payment Methods Used: Adults 18 or older



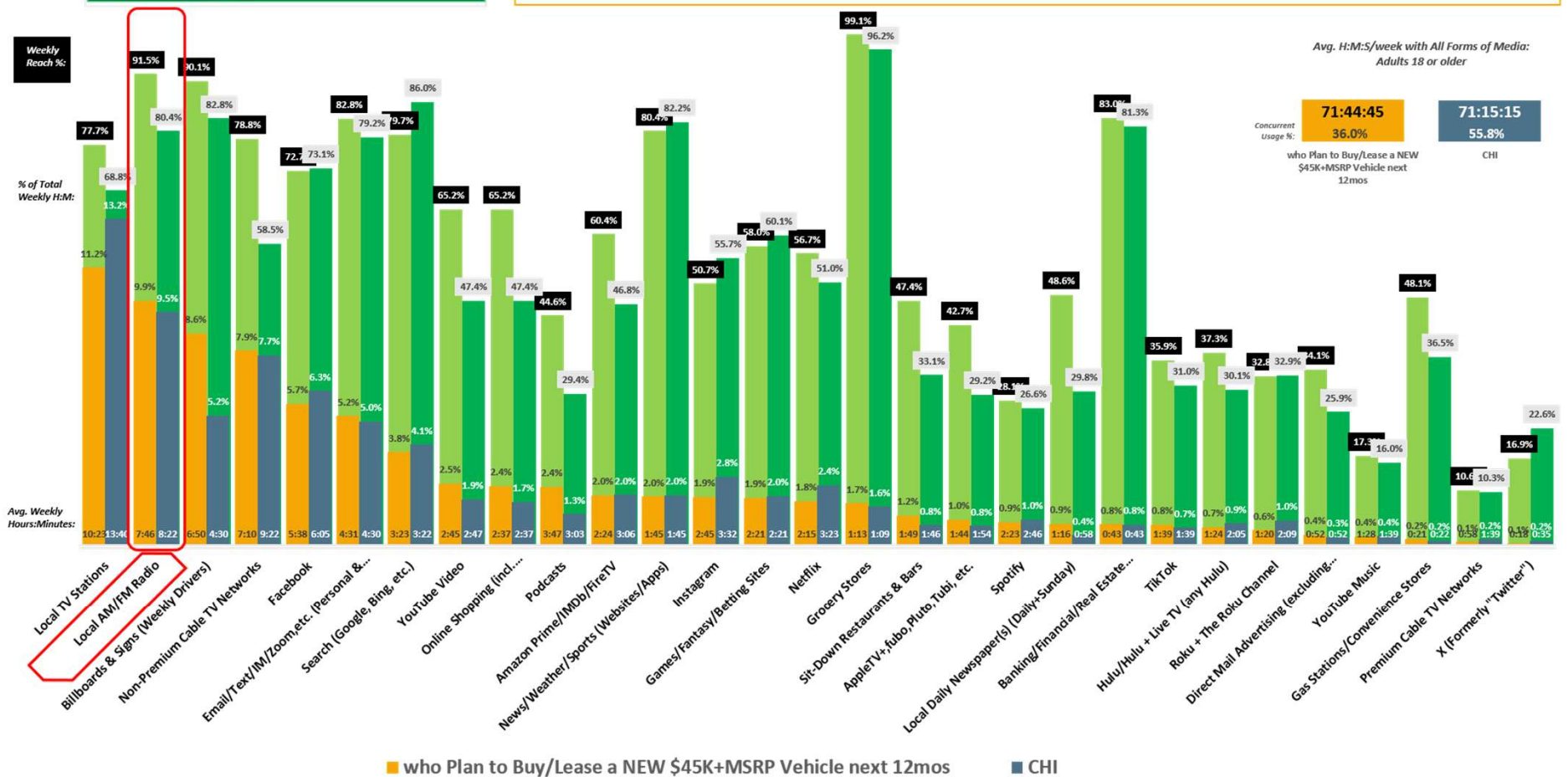


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 3 days, 4 hours, 58 minutes and 22 seconds each week with All Forms of Media.
 87.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 10 minutes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



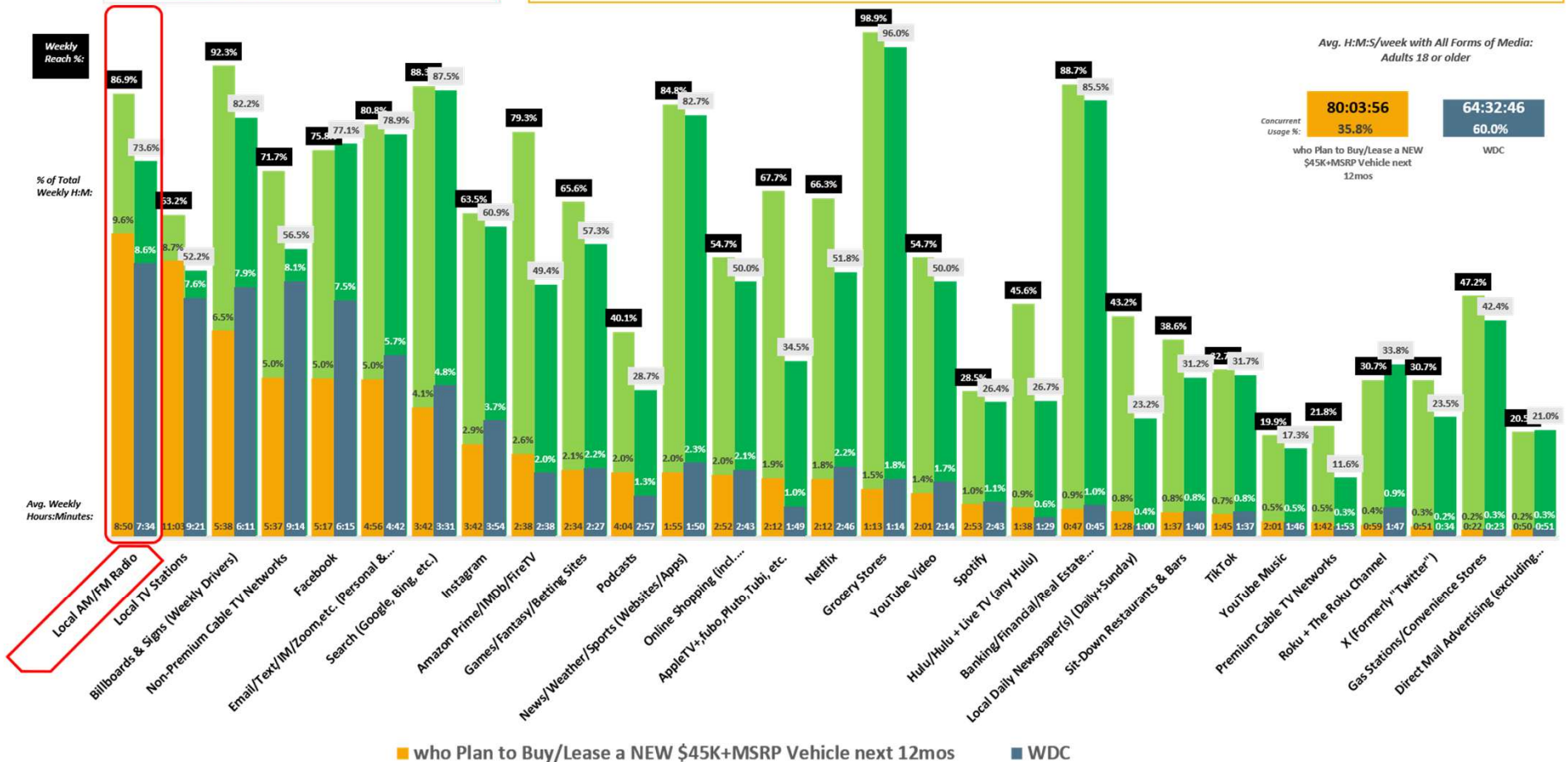


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 23 hours, 44 minutes and 45 seconds each week with All Forms of Media.
 91.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.





Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 3 days, 8 hours, 3 minutes and 56 seconds each week with All Forms of Media.
86.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



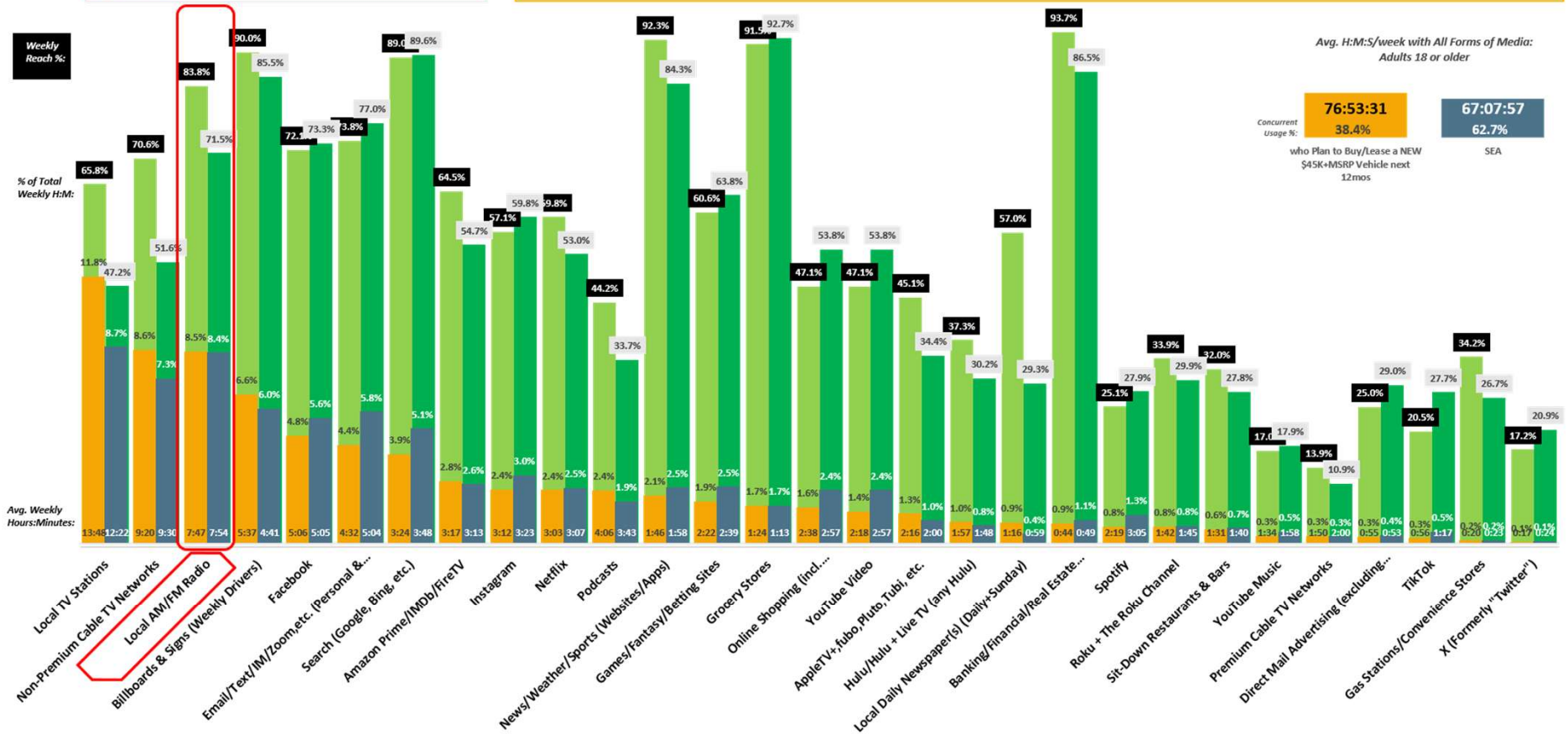
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %:
80:03:56
35.8%
who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

64:32:46
60.0%
WDC



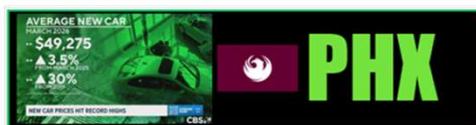
Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 3 days, 4 hours, 53 minutes and 31 seconds each week with All Forms of Media.
 83.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



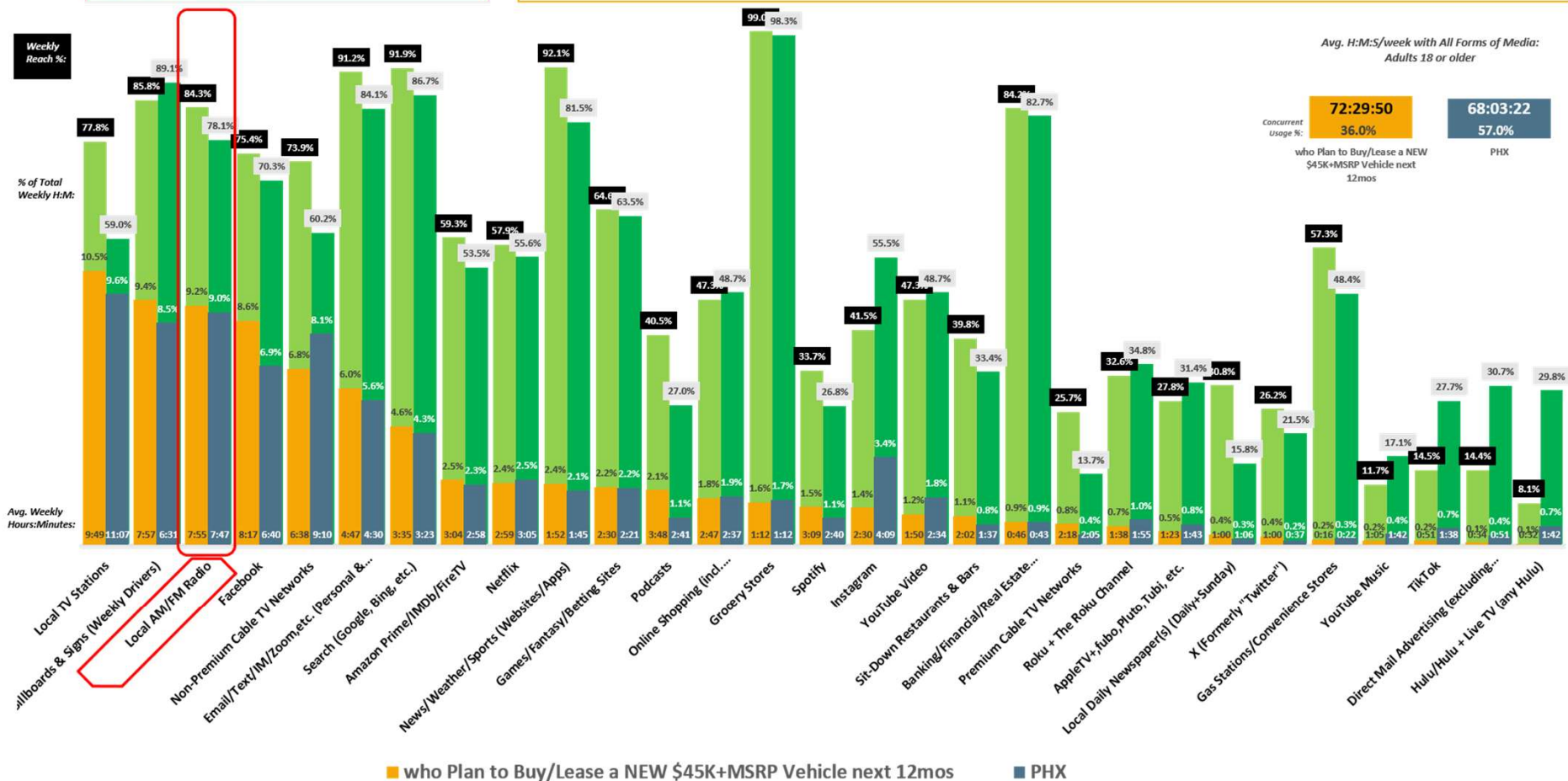
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 38.4% (who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos) vs 62.7% (SEA)

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

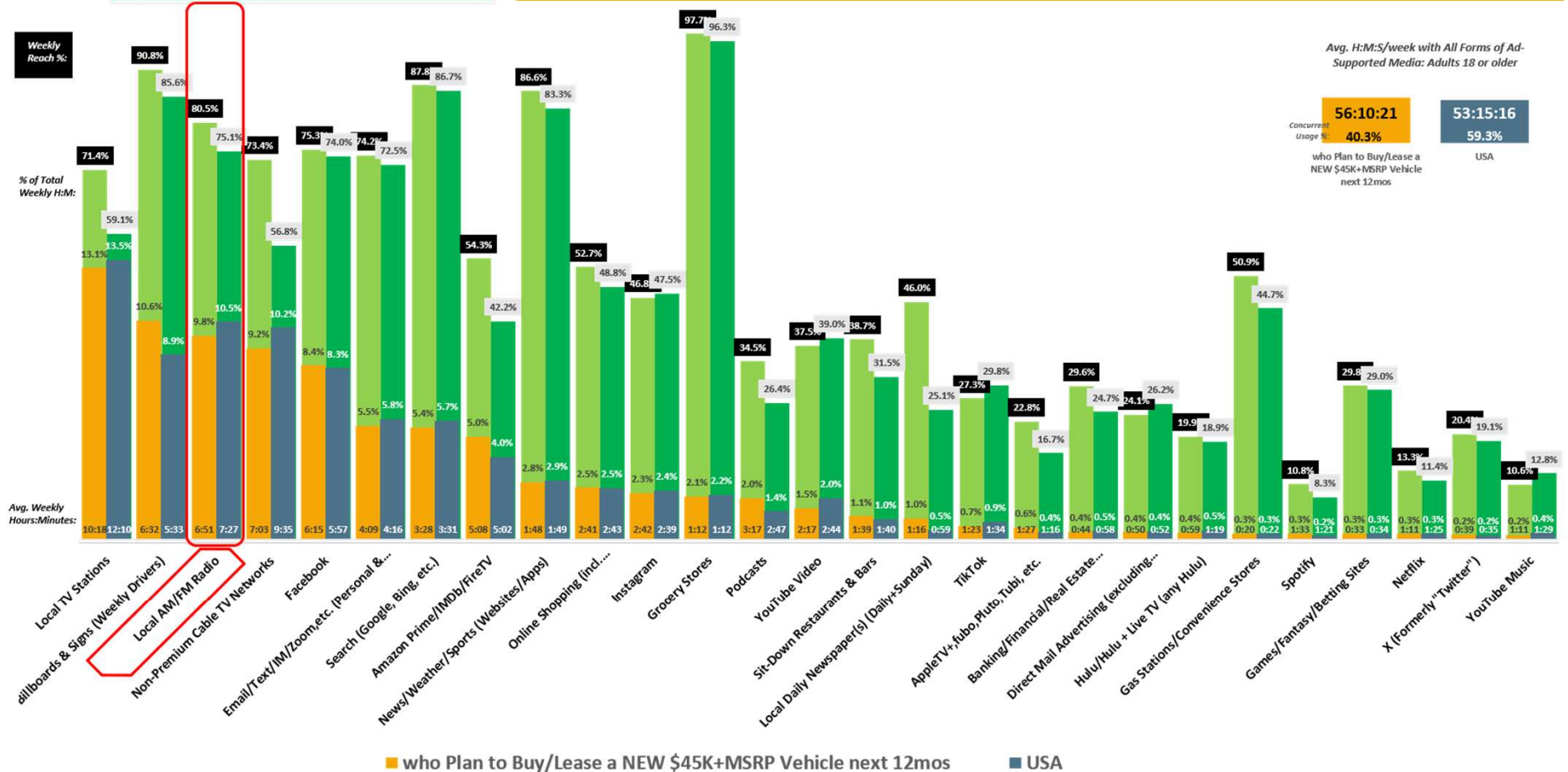


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 3 days, 0 hours, 29 minutes and 50 seconds each week with All Forms of Media.
 84.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





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

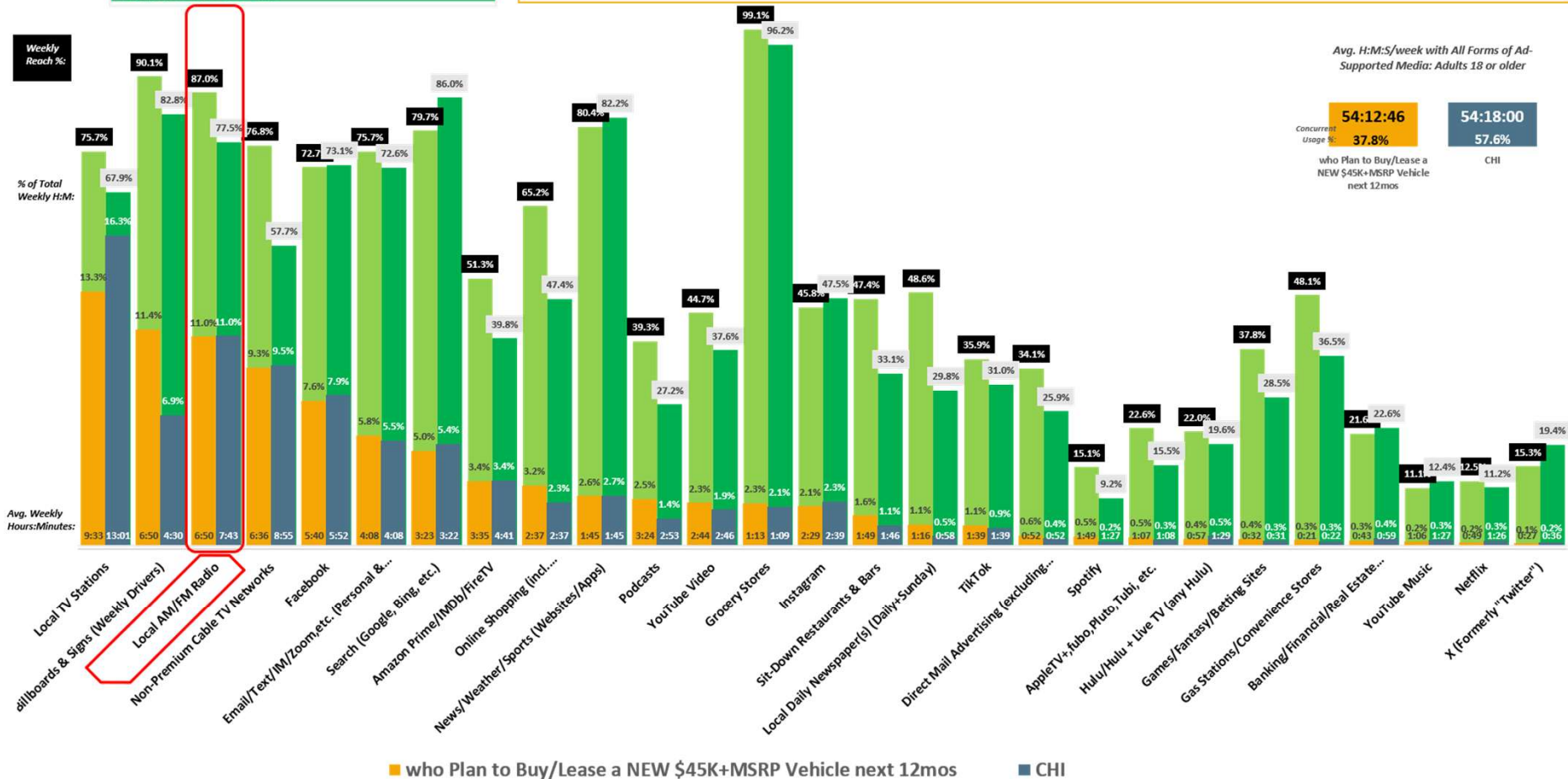


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

56:10:21	53:15:16
Concurrent Usage %	40.3%
who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos	USA

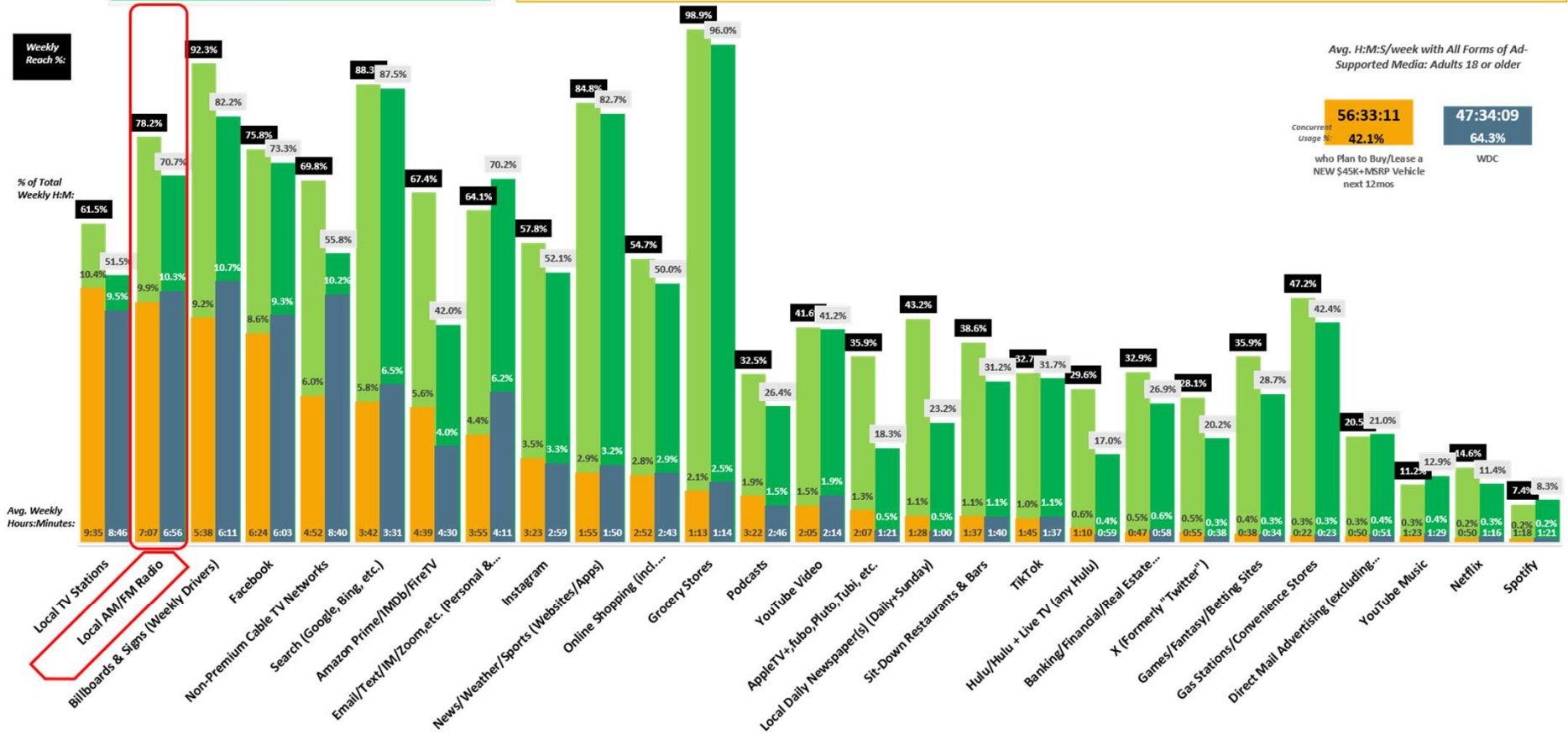


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 6 hours, 12 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
87.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 8 hours, 33 minutes and 11 seconds each week with All Forms of Ad-Supported Media.
 78.2% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



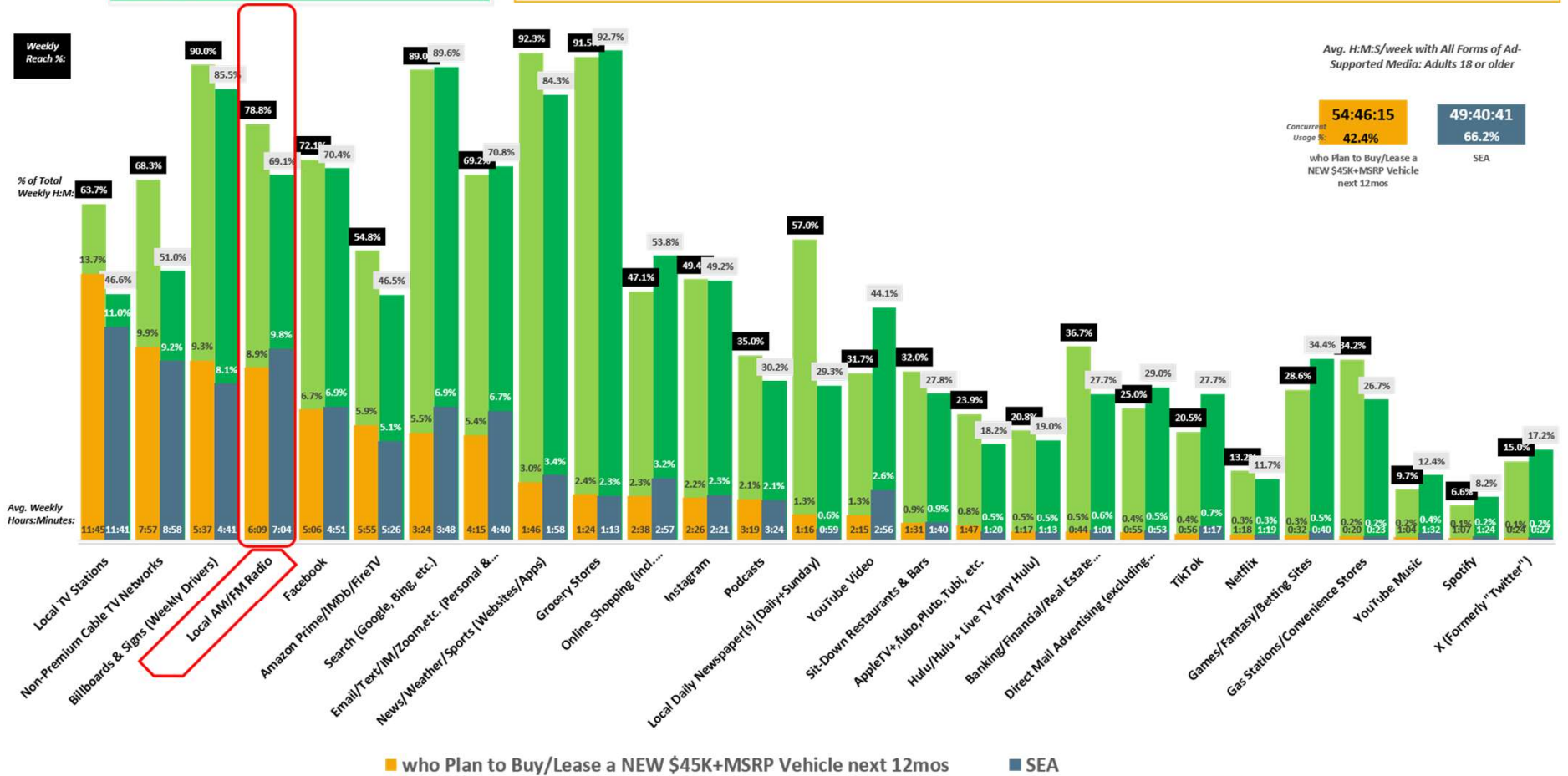
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

56:33:11	47:34:09
Concurrent Usage %: 42.1%	64.3%
who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos	WDC

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

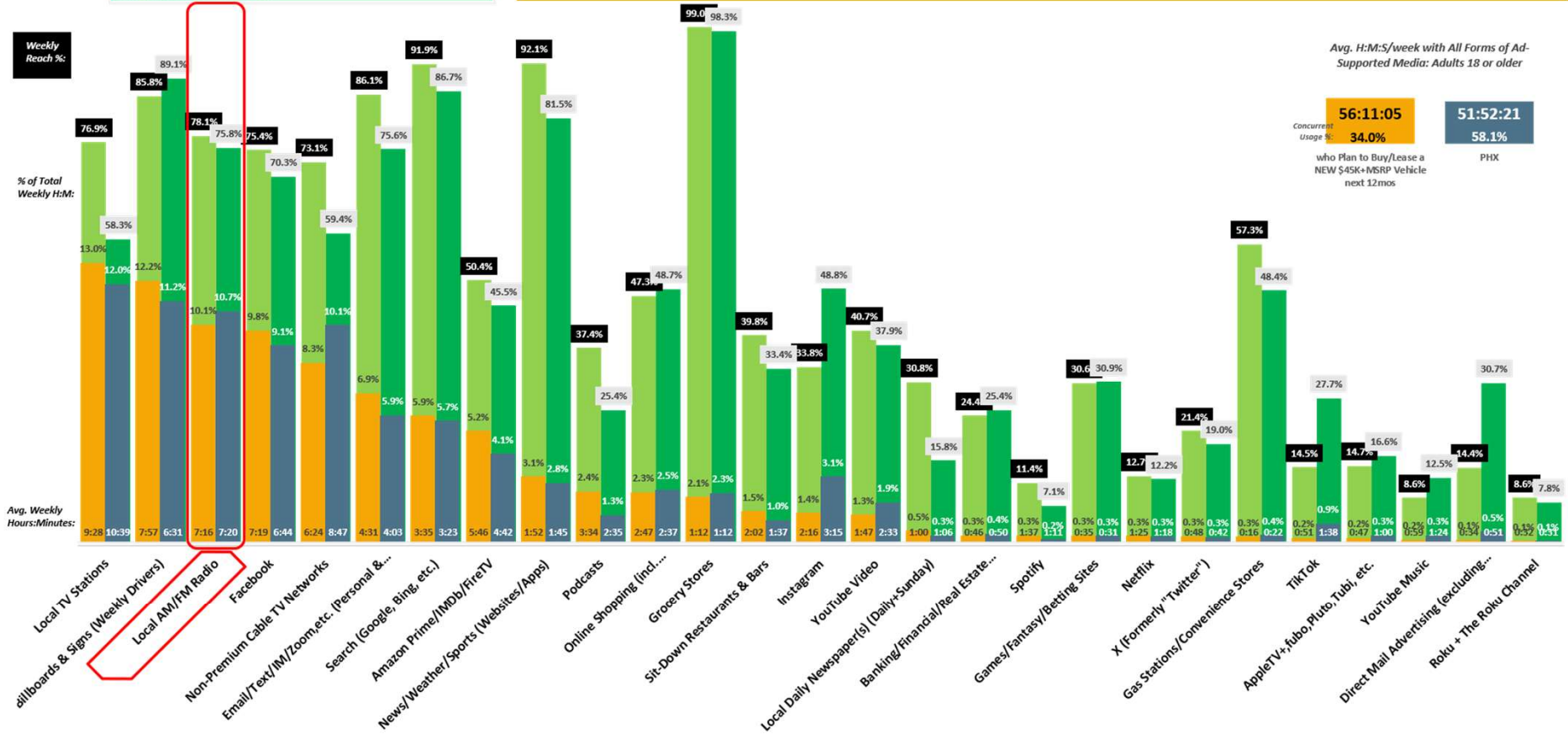


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 6 hours, 46 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
 78.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 6 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 2 days, 8 hours, 11 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
78.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media

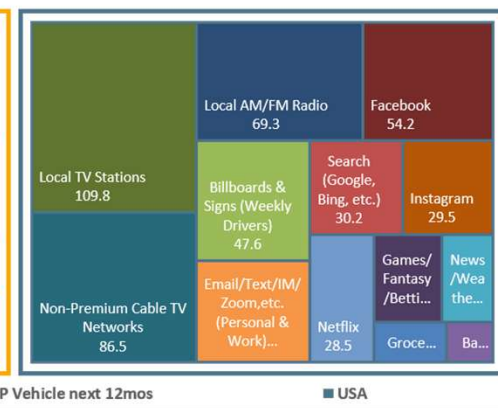
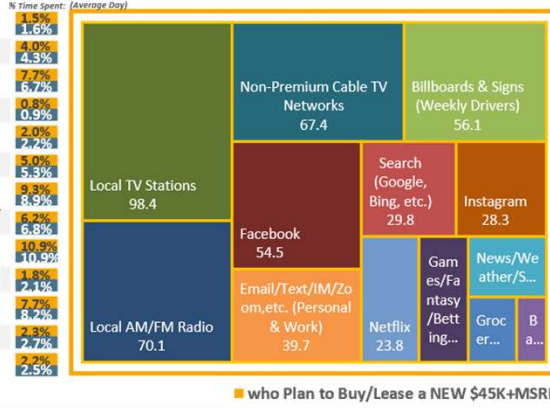
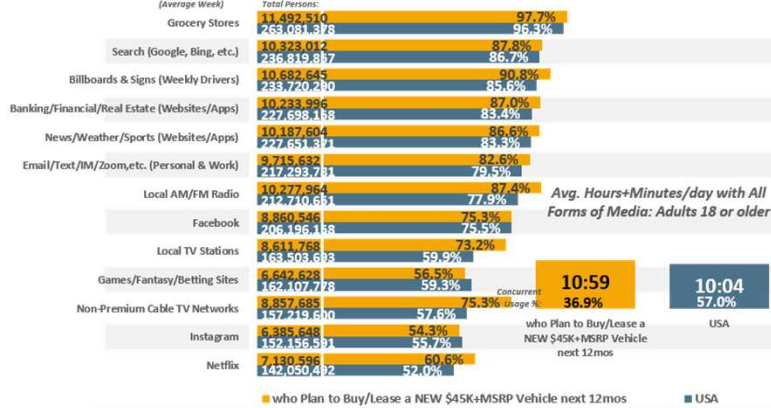




Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 58.8 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

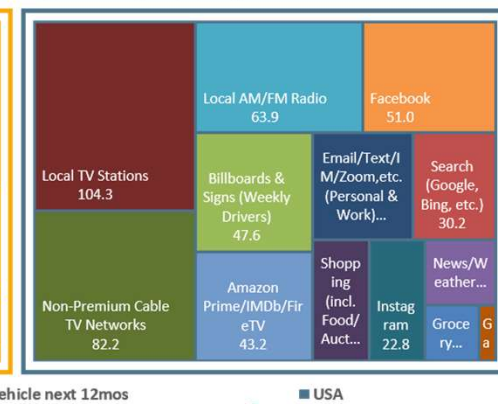
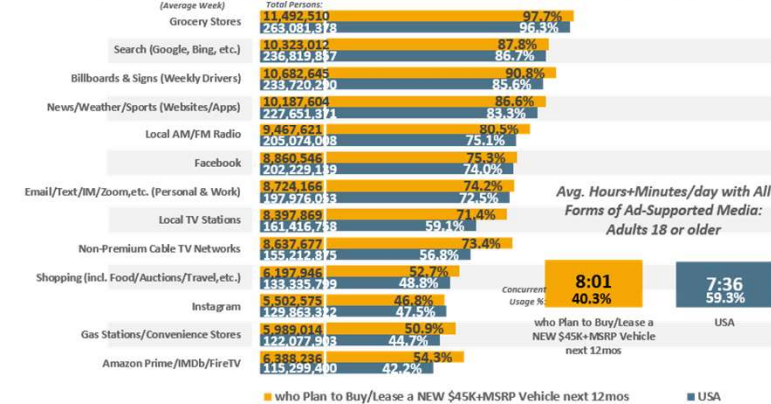
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

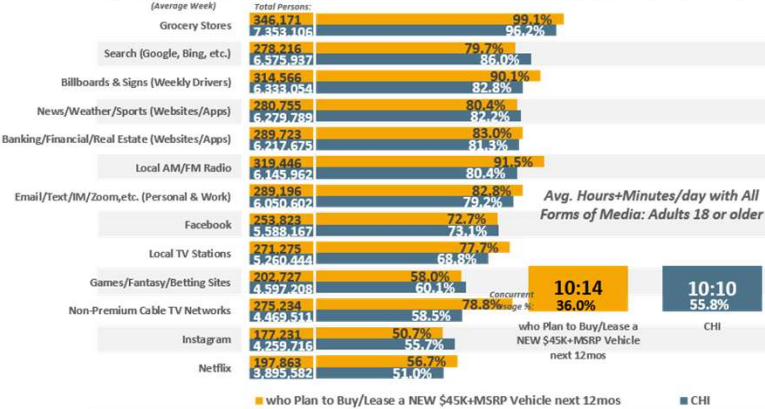
soefa.ai Share of Everything for Anything

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

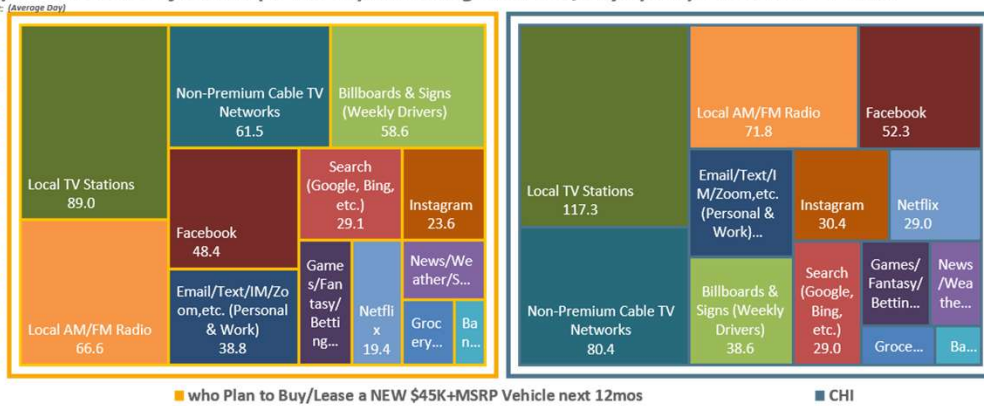


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 87.% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day.(Local Radio delivers 11.% of Time with Ad-Supported Media.)

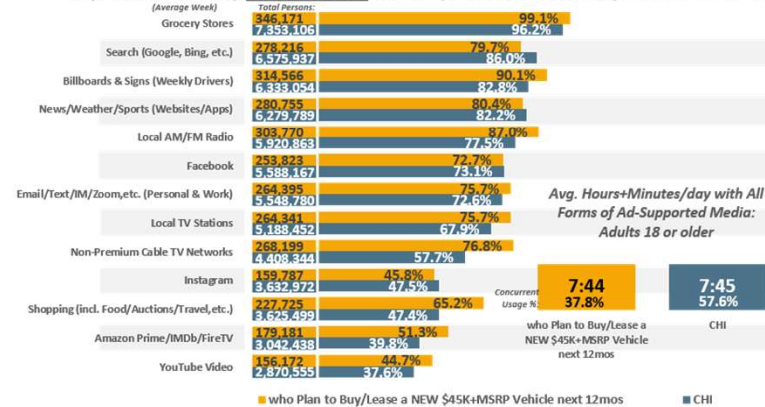
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



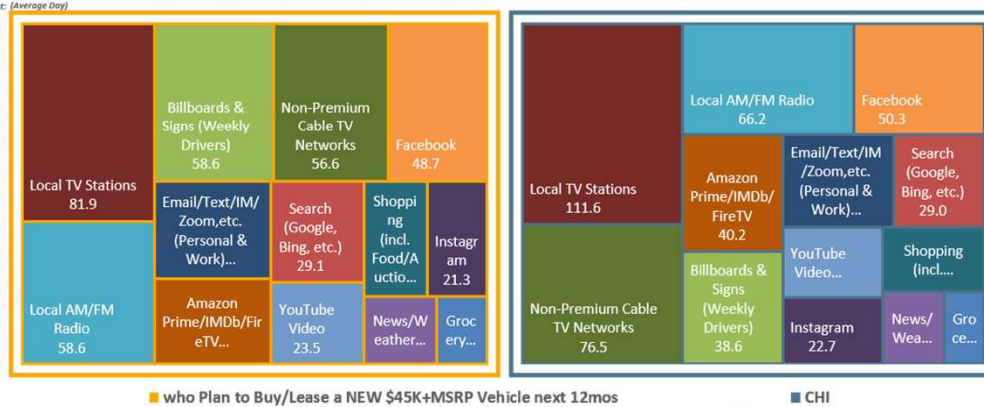
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

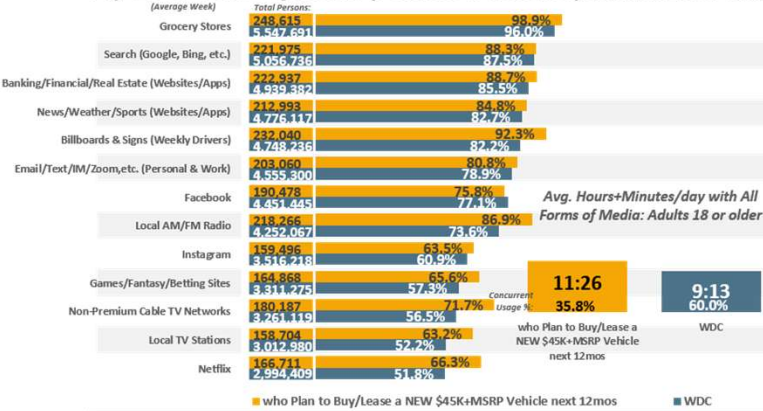
soefa.ai Share of Everything for Anything

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

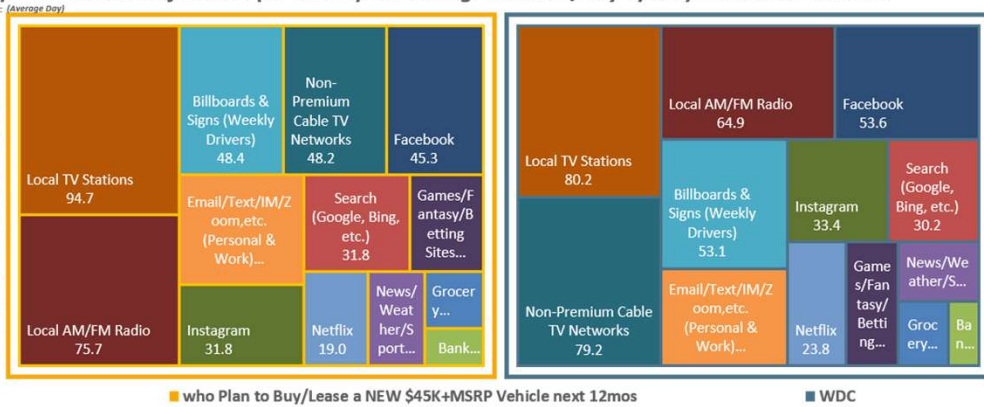


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

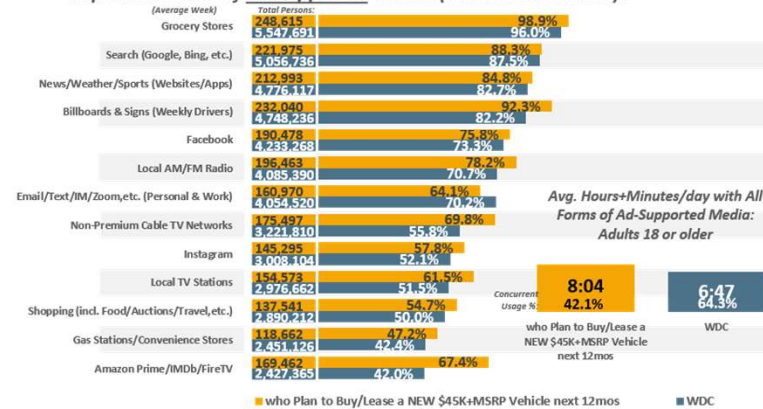
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



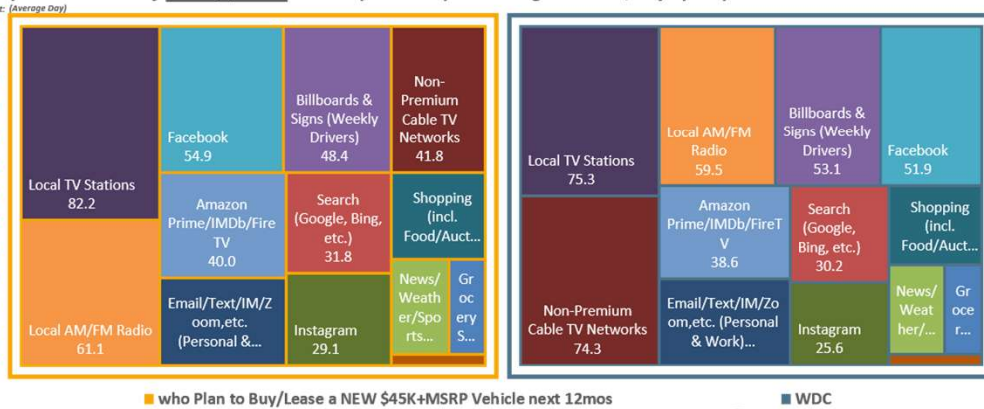
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 253
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

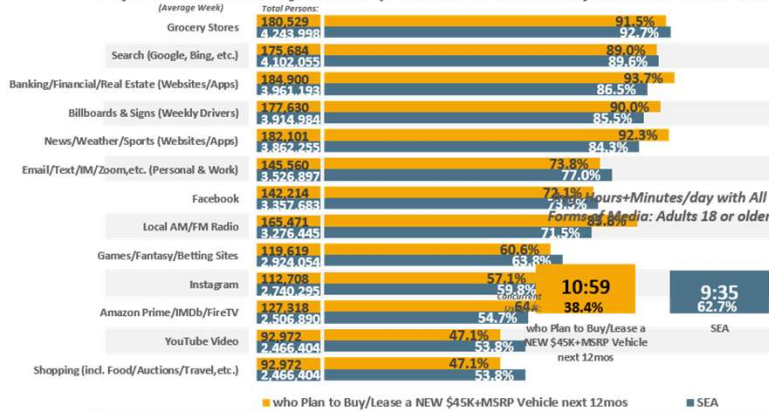
soefa.ai Share of Everything for Anything

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

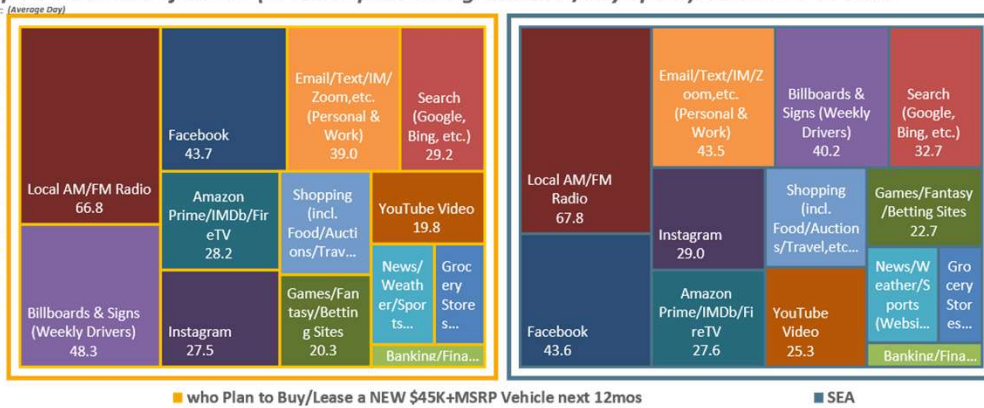


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 78.8% listen to Local AM/FM Radio for an avg. of 52.8 minutes/day. (Local Radio delivers 8.9% of Time with Ad-Supported Media.)

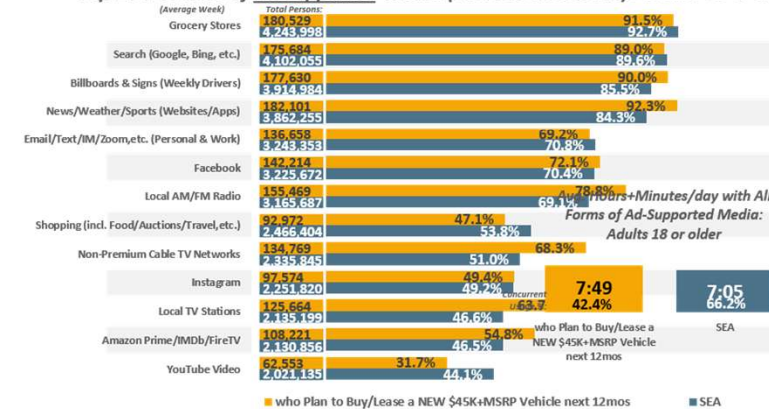
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



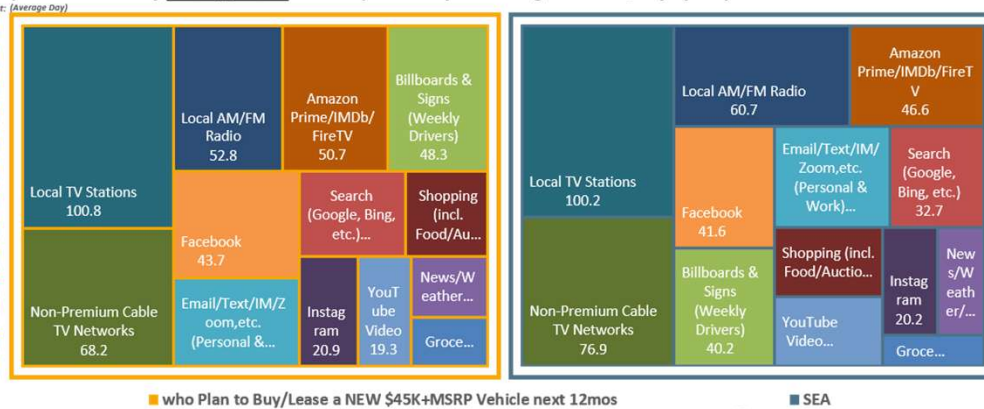
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 208
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

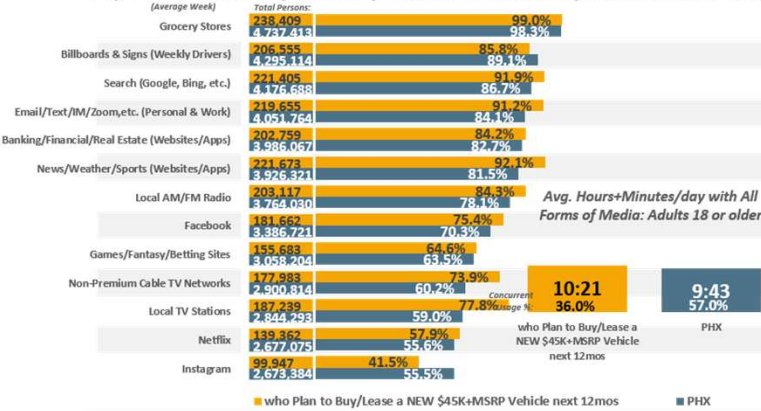
soefa.ai Share of Everything for Anything

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

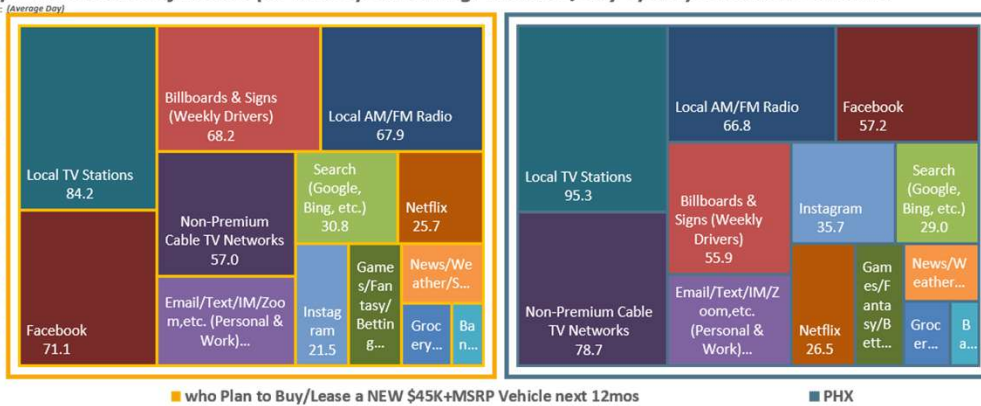


Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

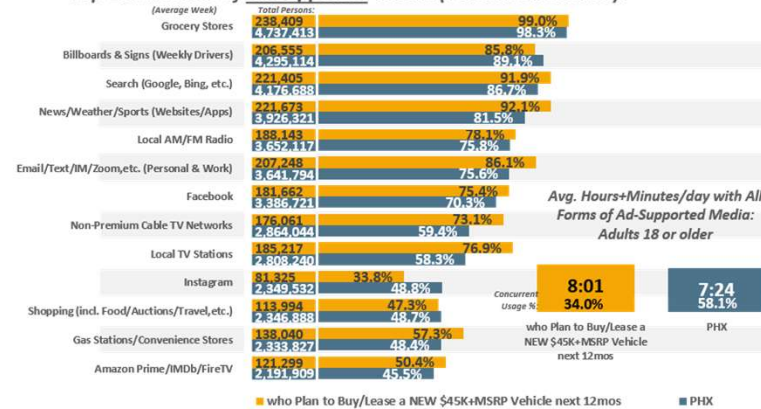
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



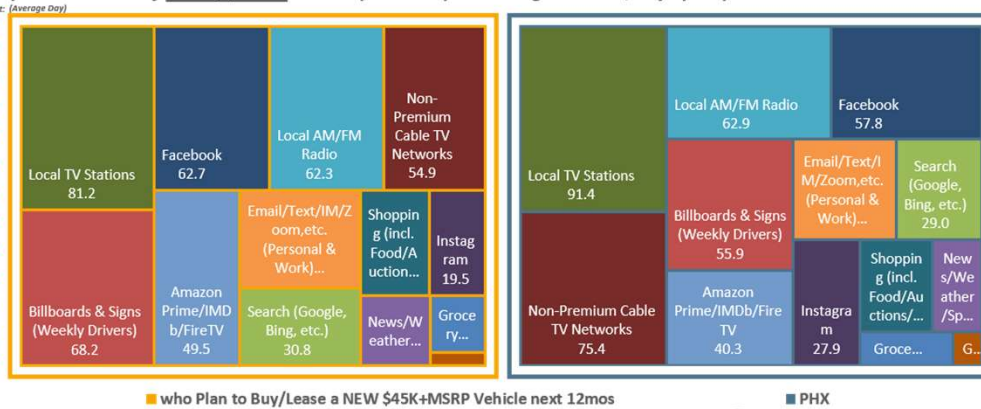
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

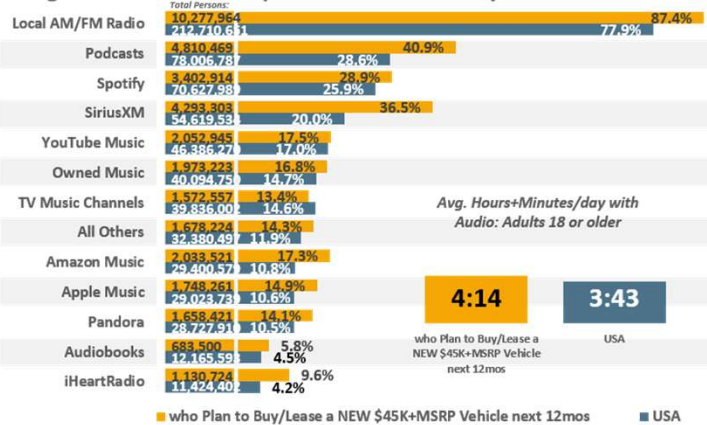
soefa.ai Share of Everything for Anything

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

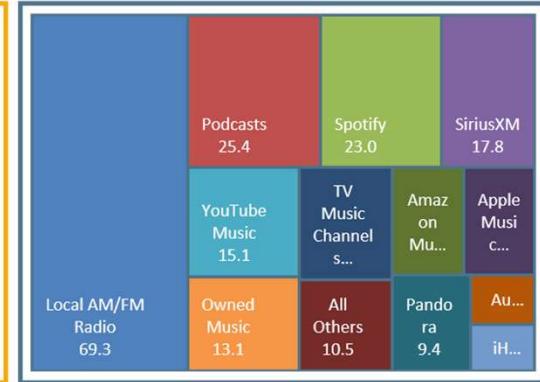
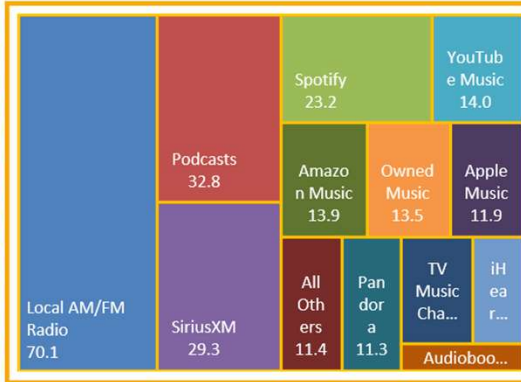


9,467,621 or 80.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

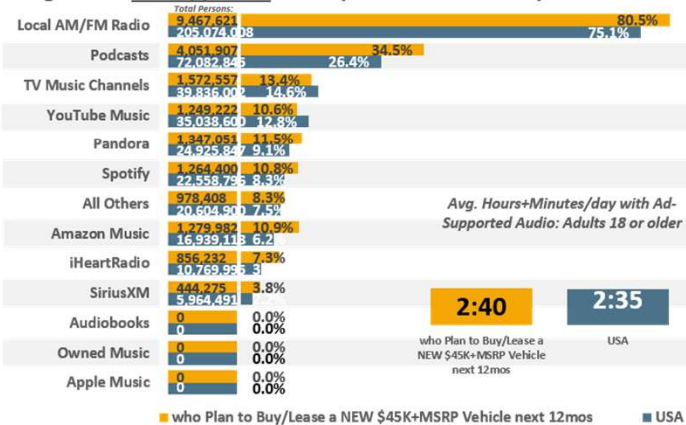
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



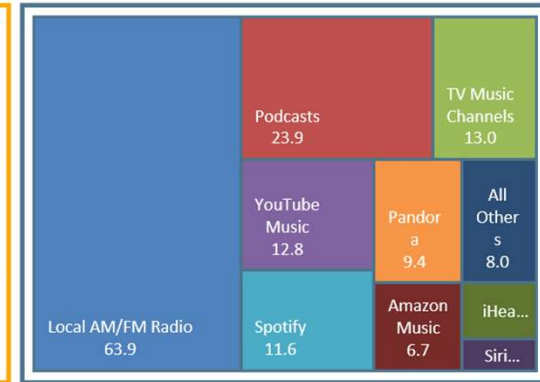
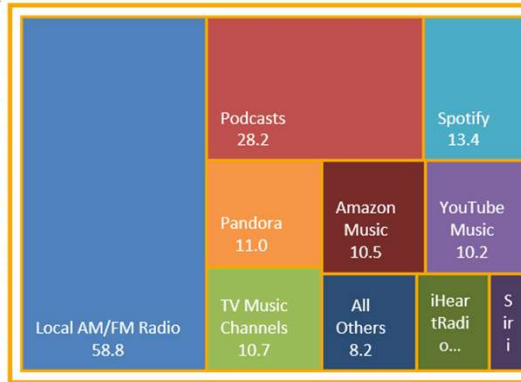
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



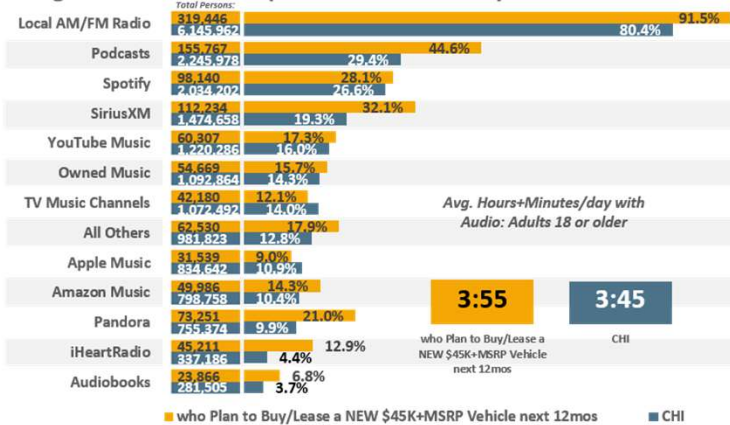
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



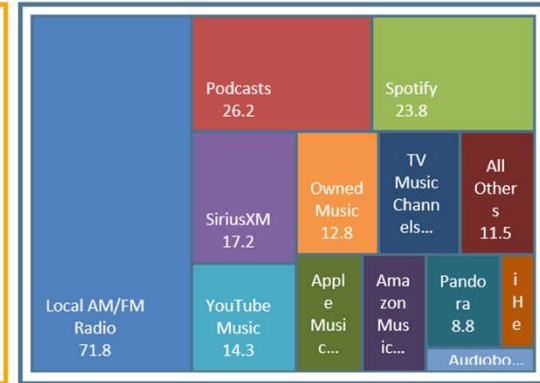
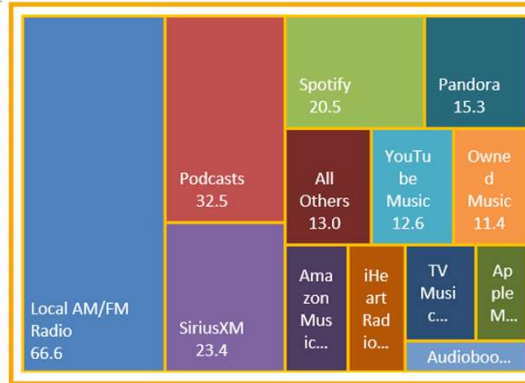


303,770 or 87.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

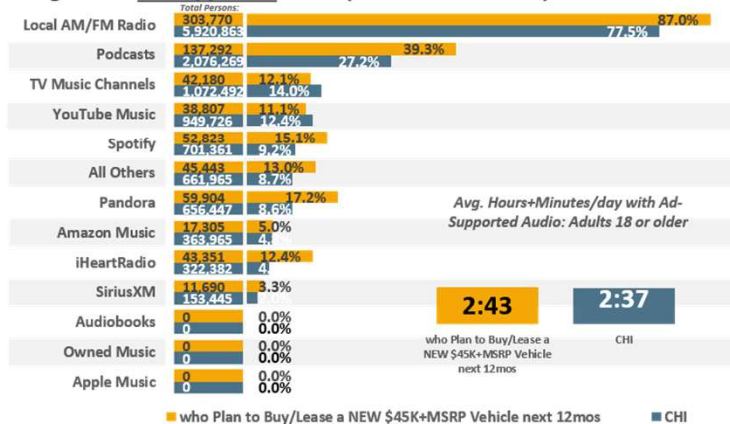
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



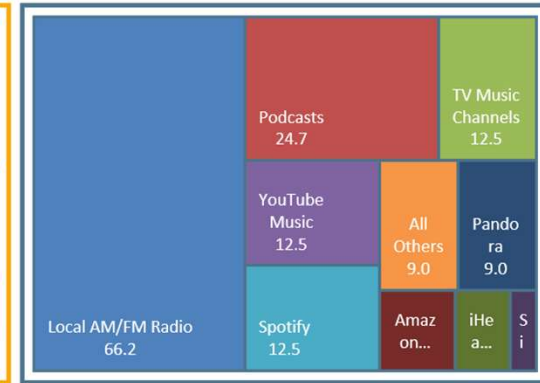
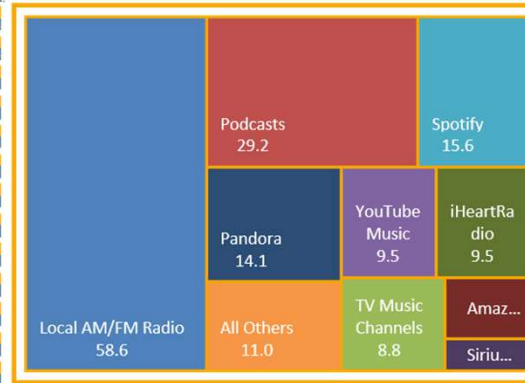
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



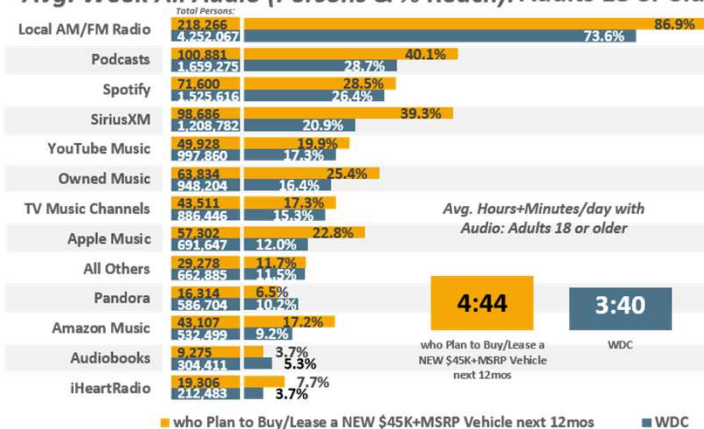
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



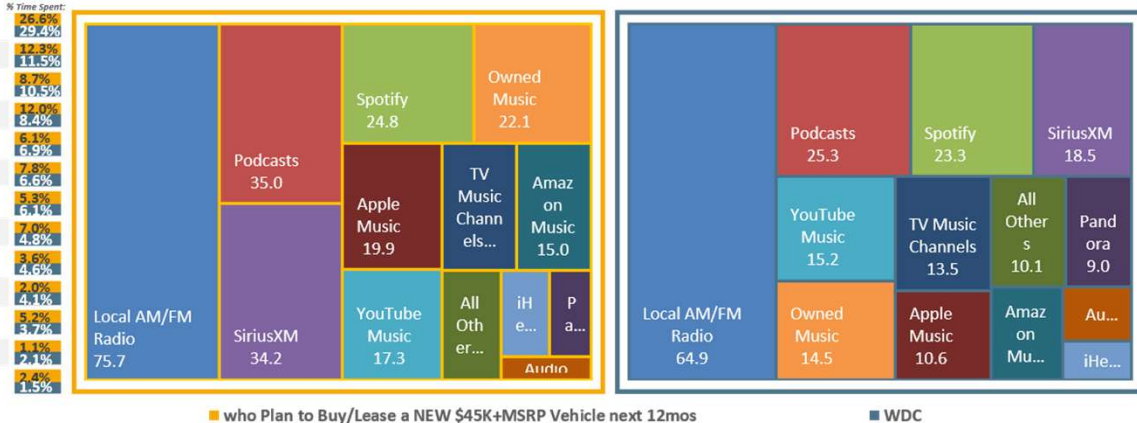


196,463 or 78.2% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

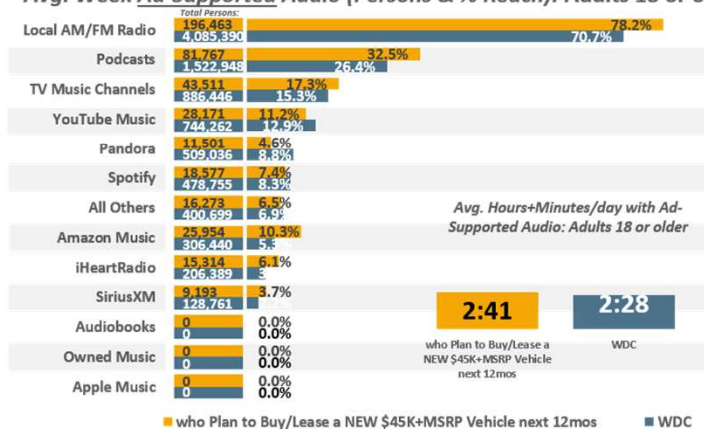
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



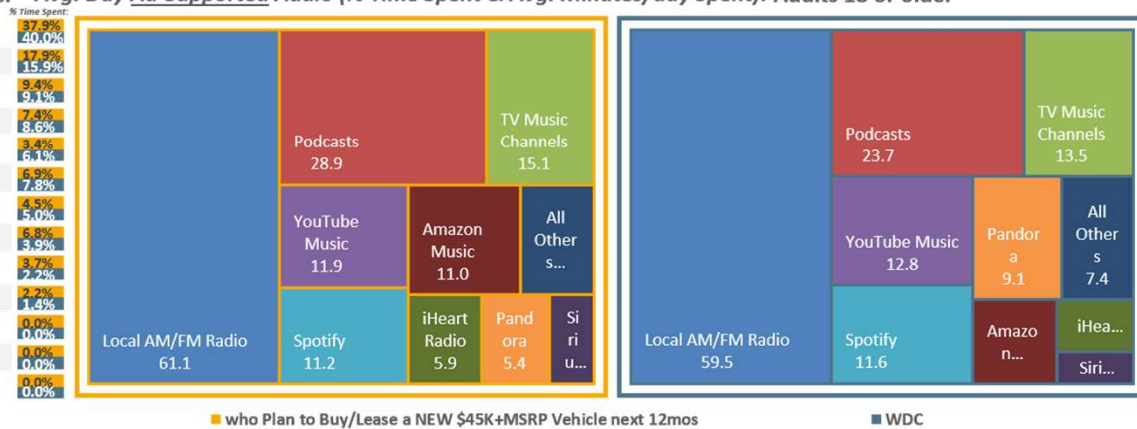
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



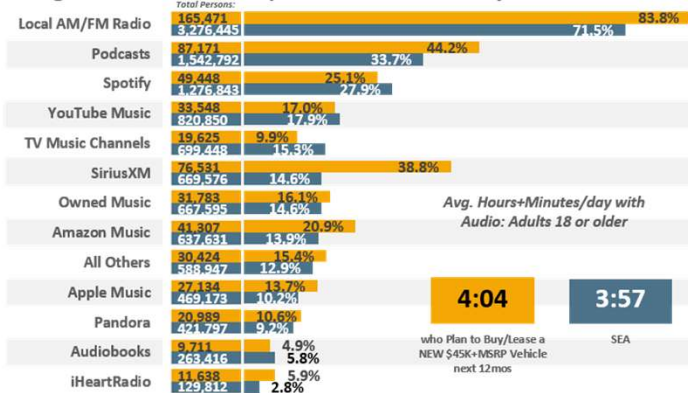
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





155,469 or 78.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

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



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

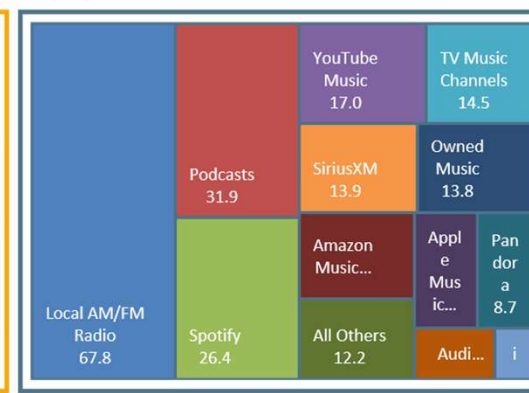
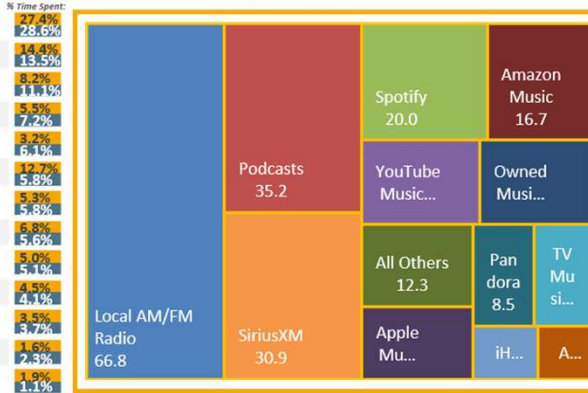
4:04

3:57

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

SEA

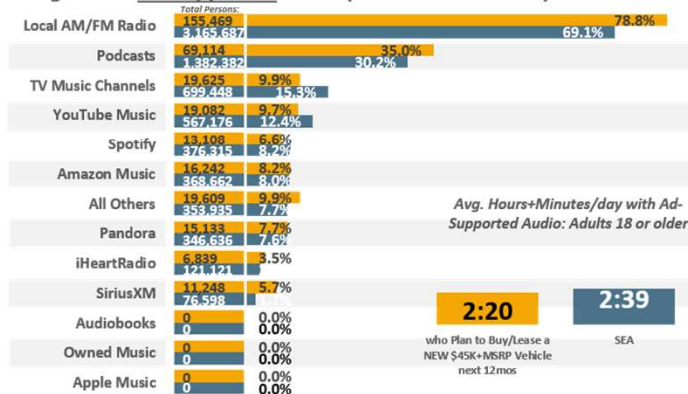
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

SEA

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



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

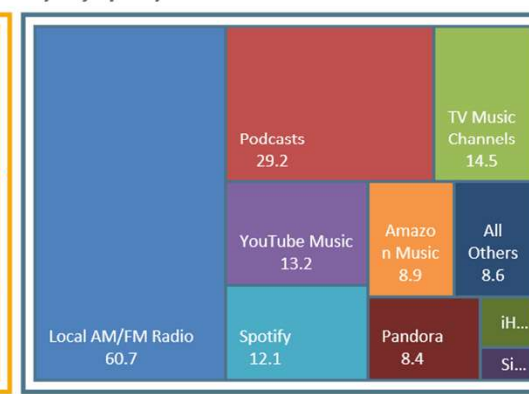
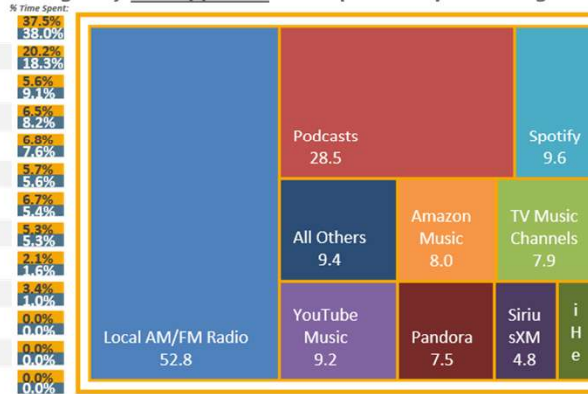
2:20

2:39

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

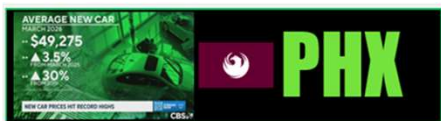
SEA

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



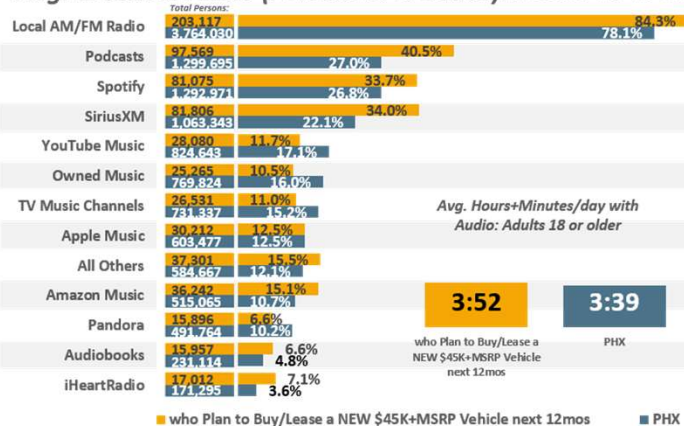
who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos

SEA

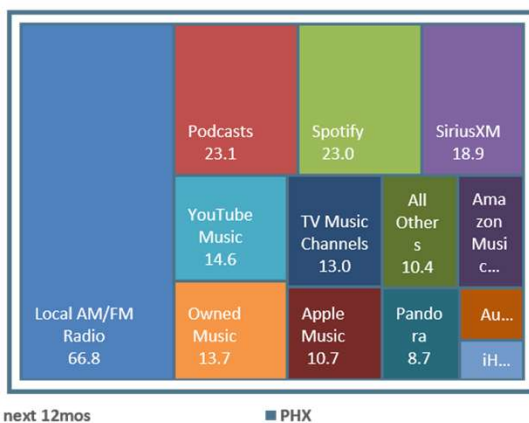
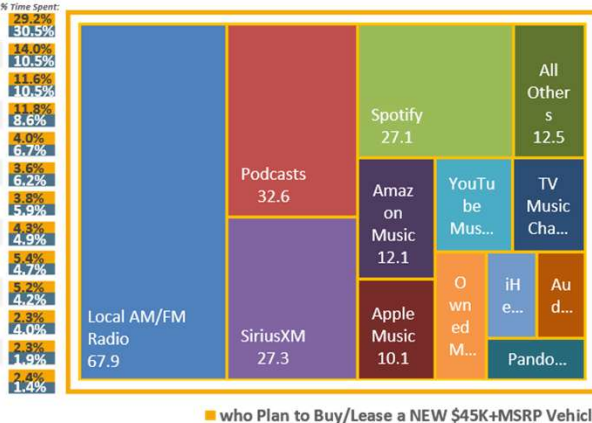


188,143 or 78.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

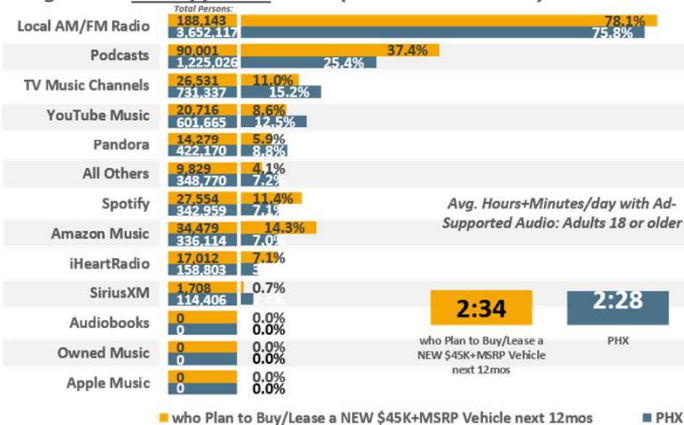
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



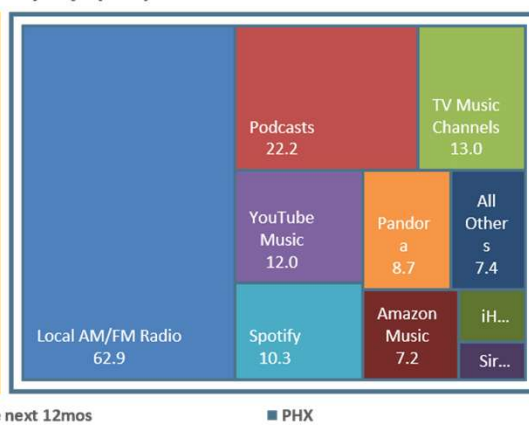
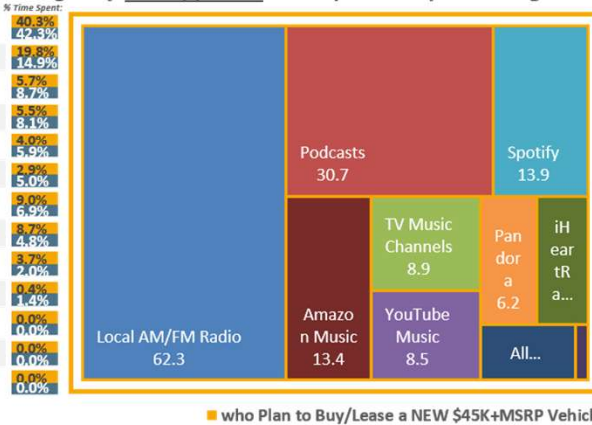
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

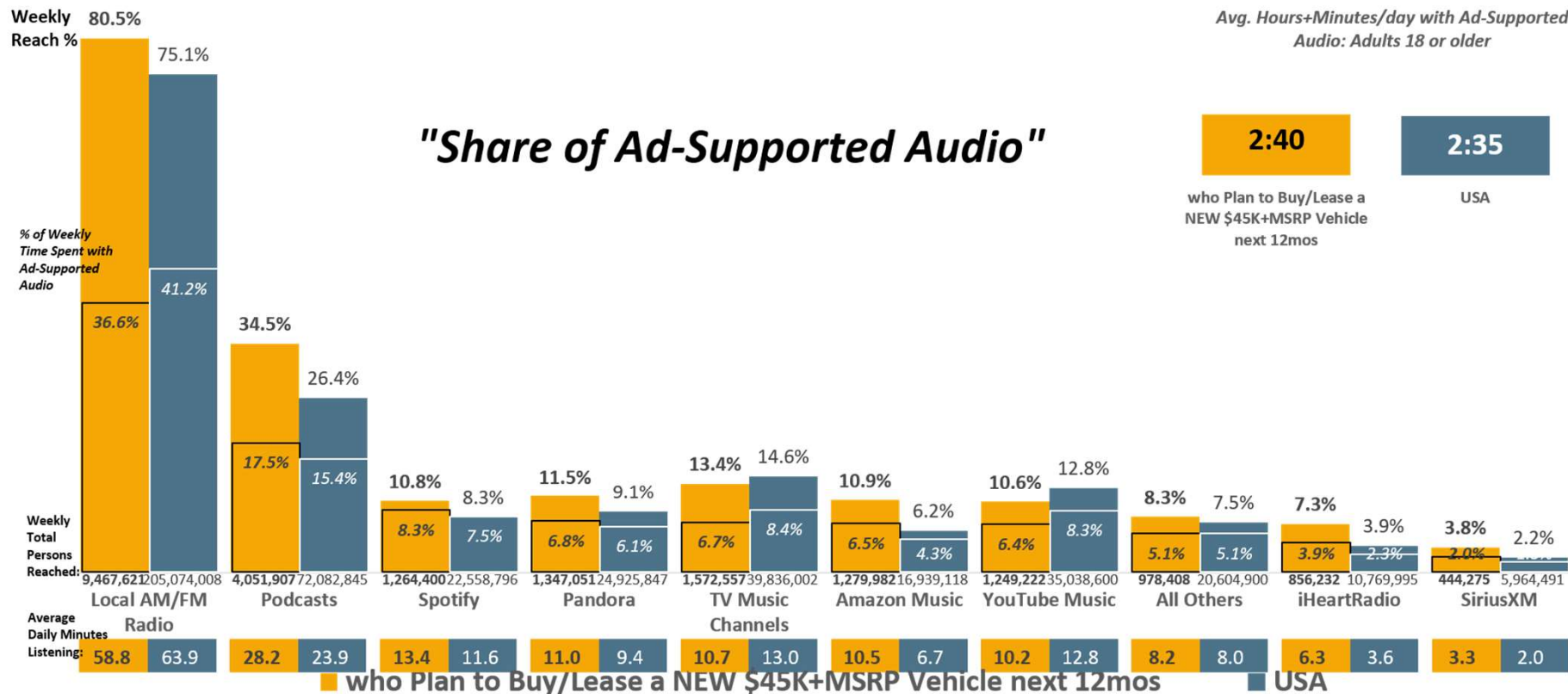


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



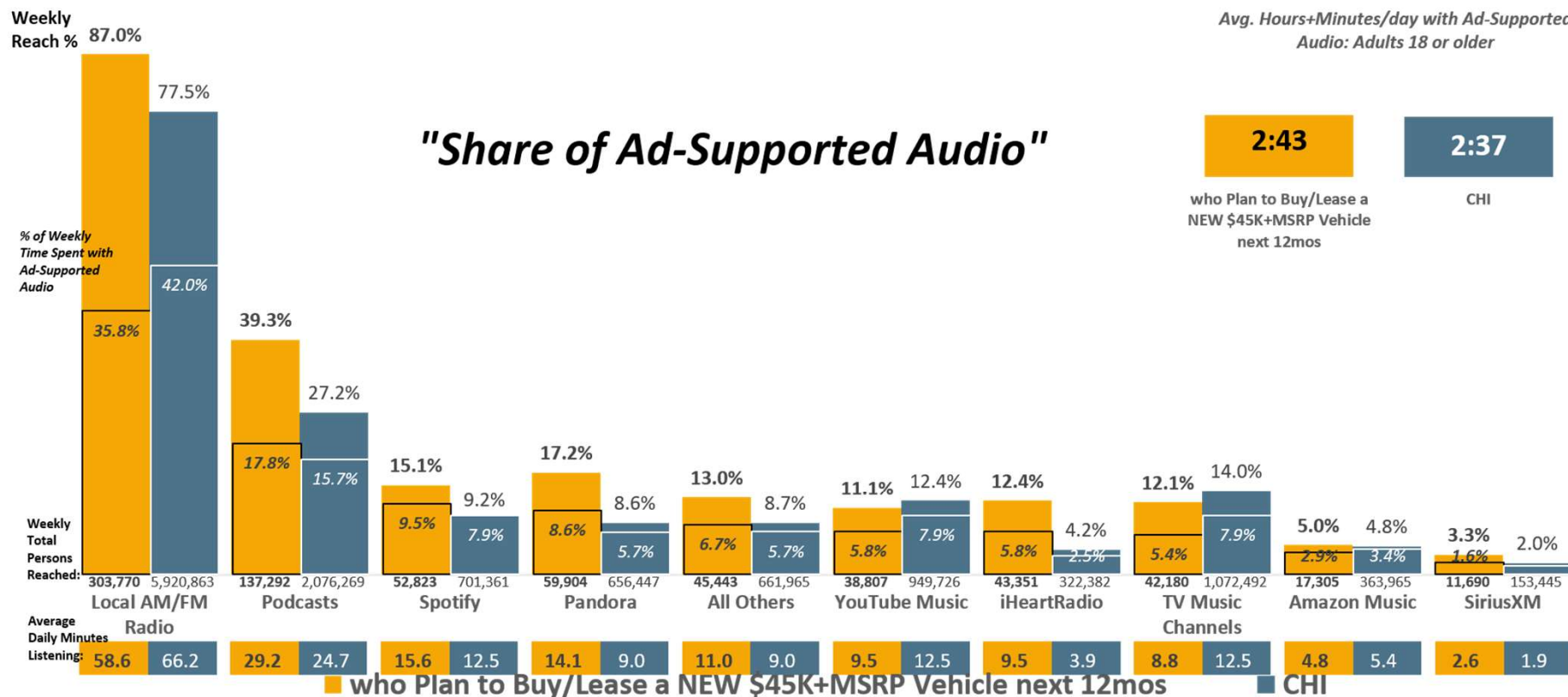


9,467,621 or 80.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



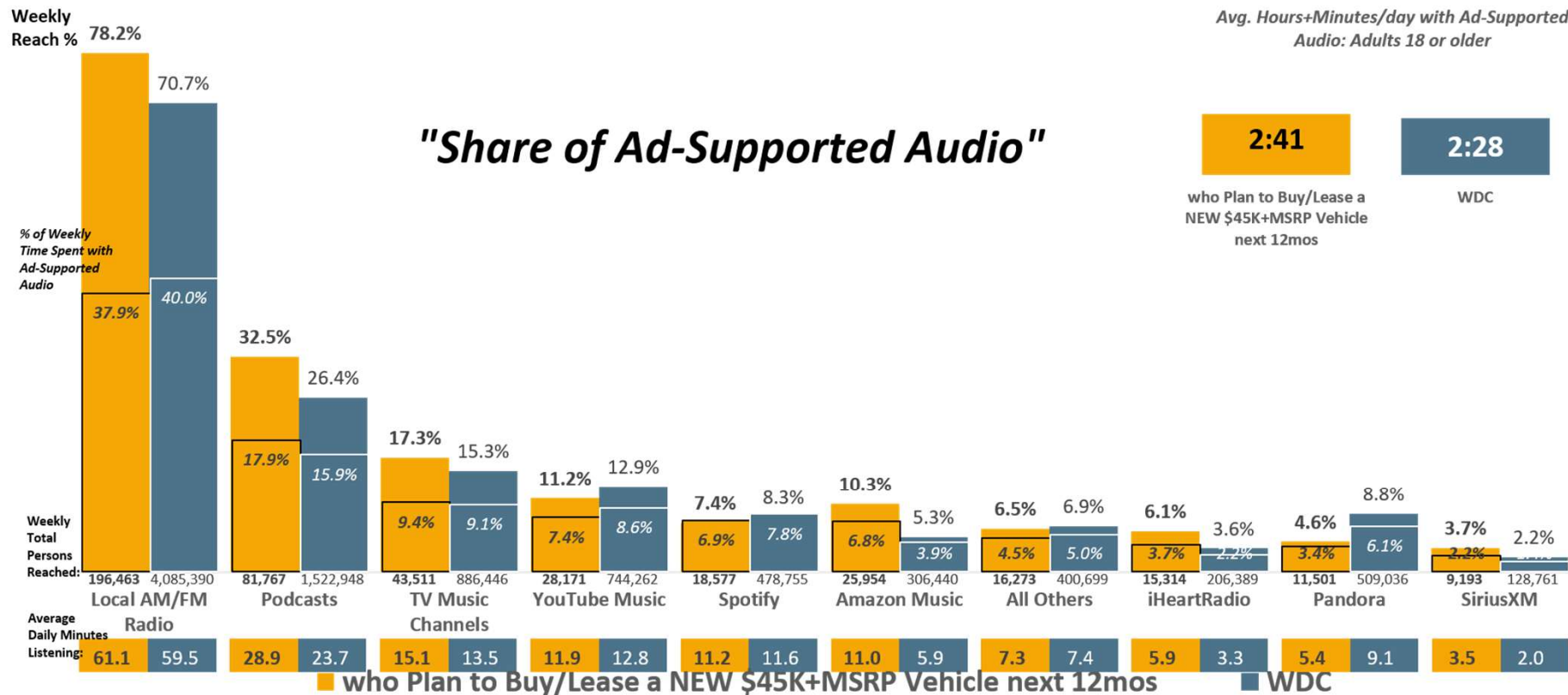


303,770 or 87.0% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.



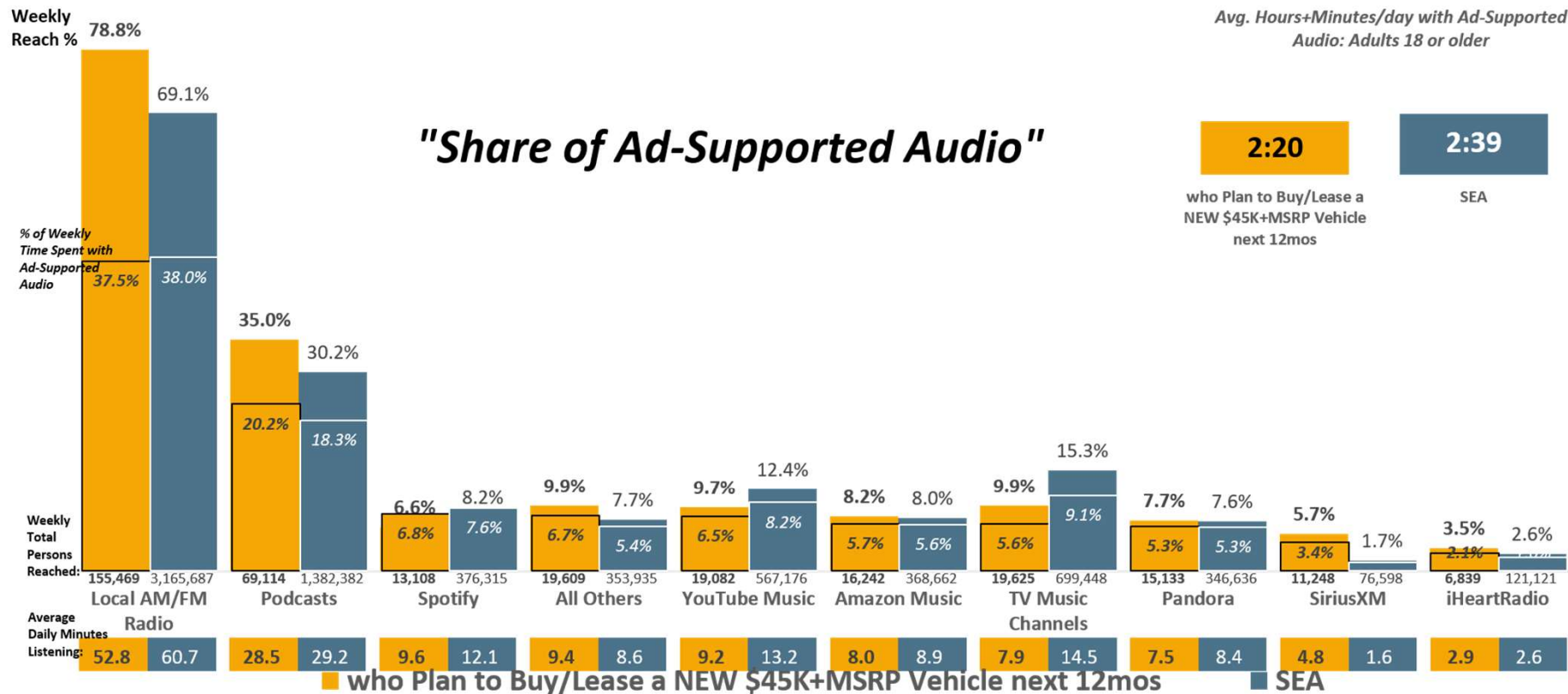


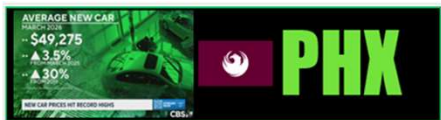
196,463 or 78.2% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



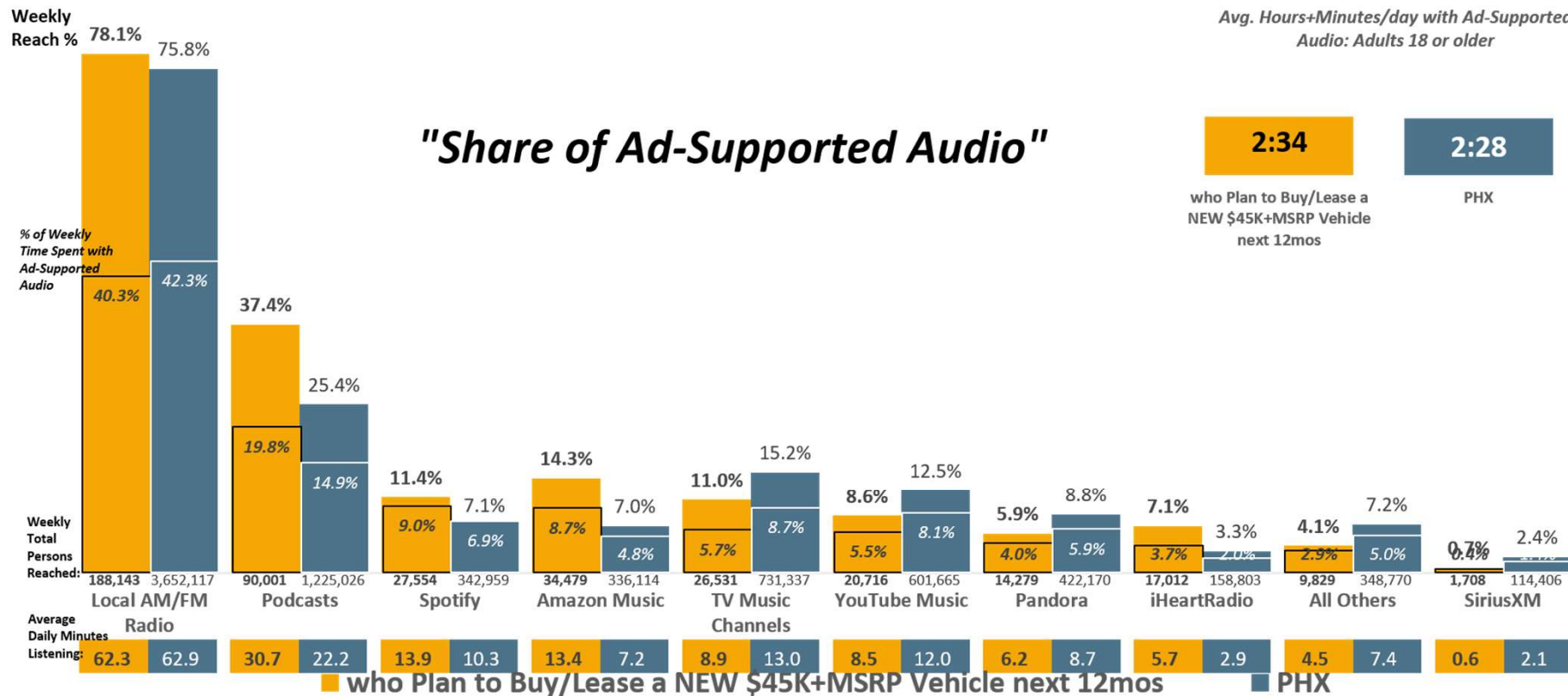


155,469 or 78.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.





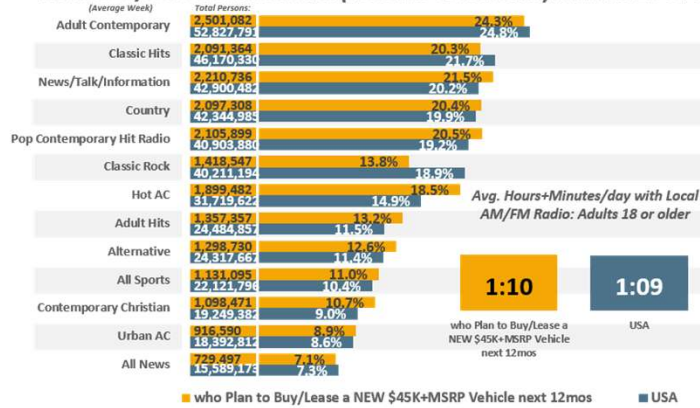
188,143 or 78.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.



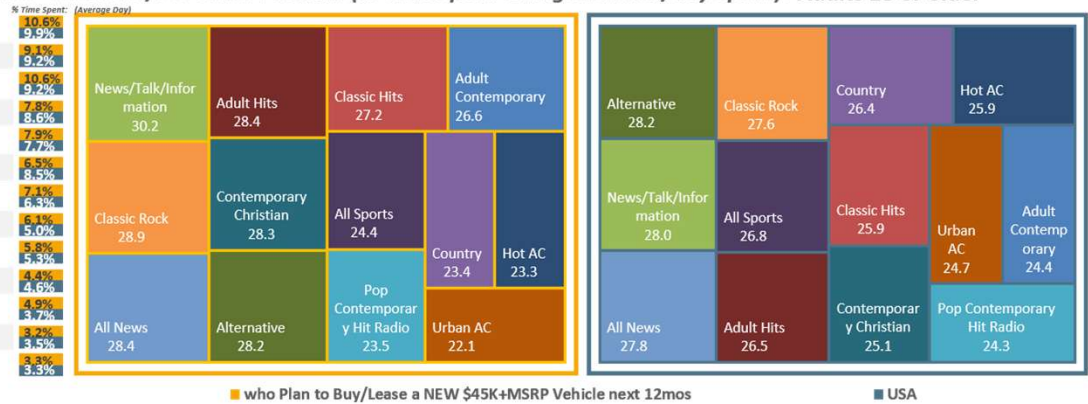


9,467,621 or 80.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

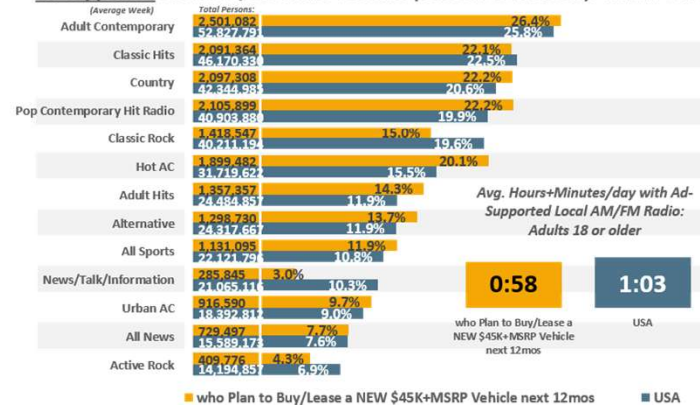
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



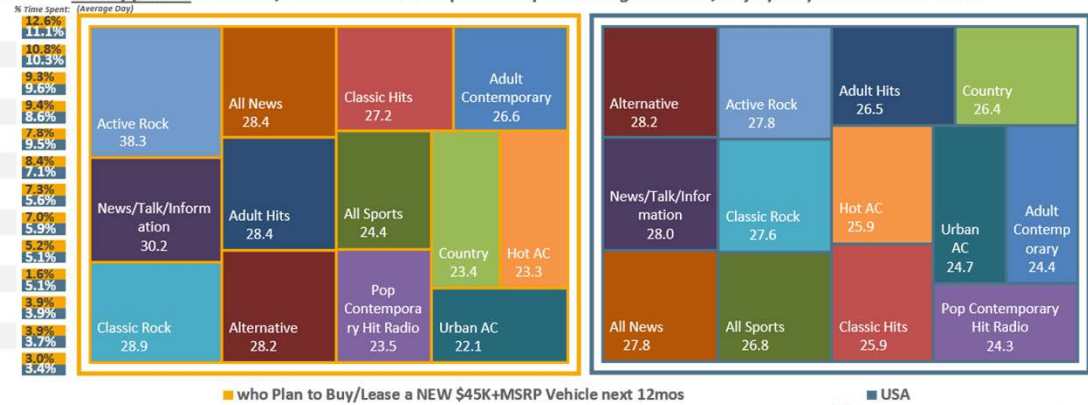
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

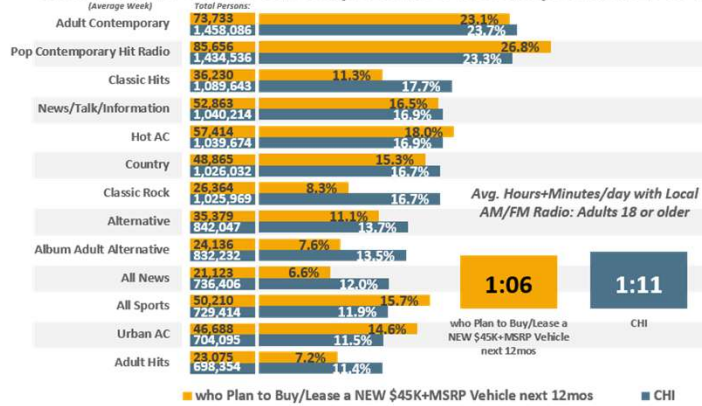
soefa.ai Share of Everything for Anything

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

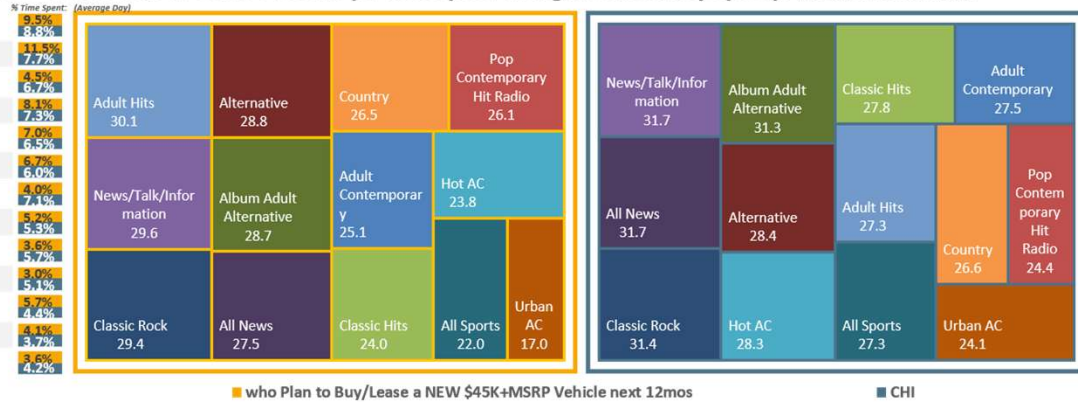


303,770 or 87.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Urban Contemporary, and All Sports.

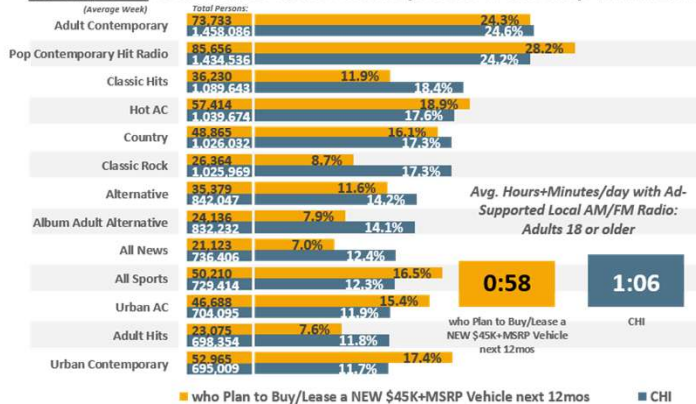
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



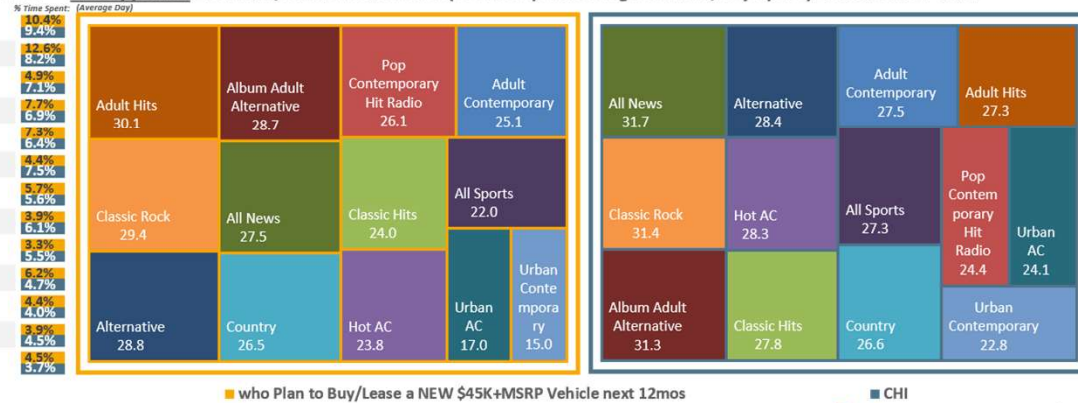
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

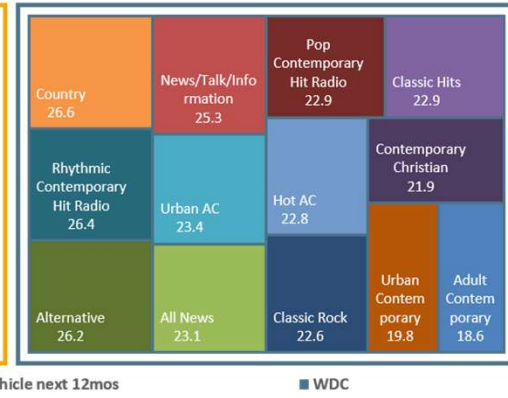
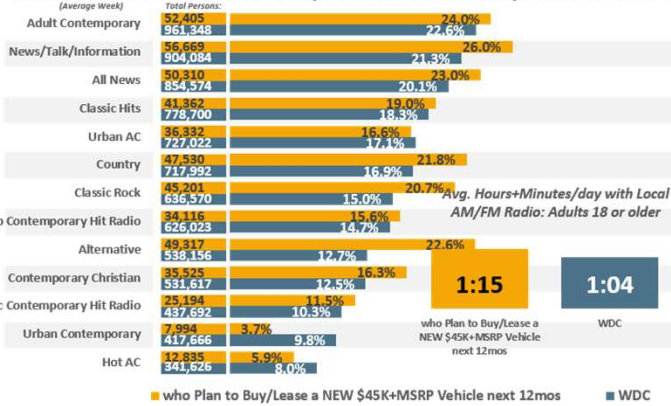
soefa.ai Share of Everything for Anything

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

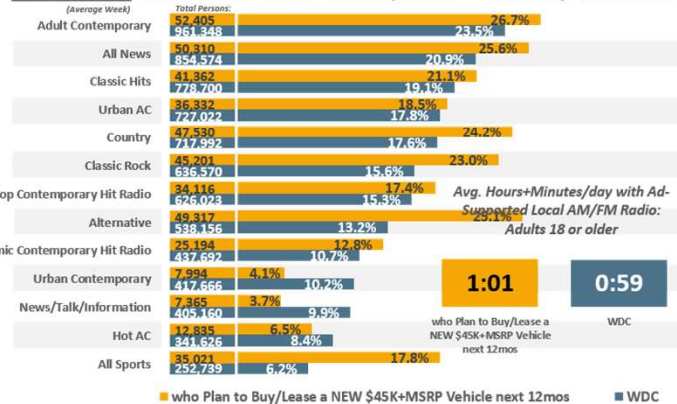


196,463 or 78.2% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Alternative, Country, and Classic Rock.

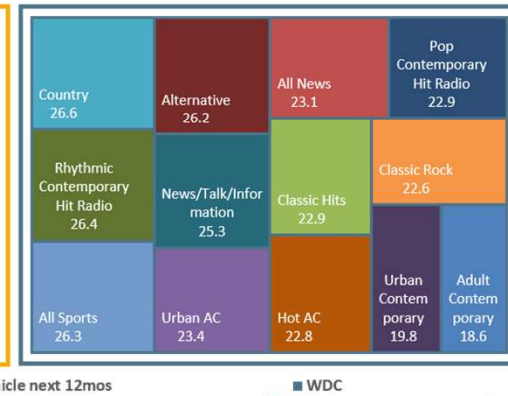
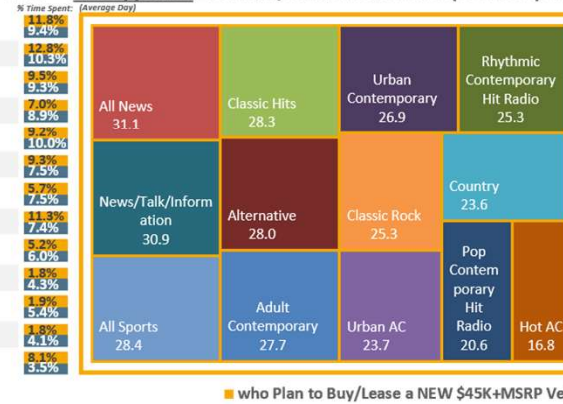
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 253
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

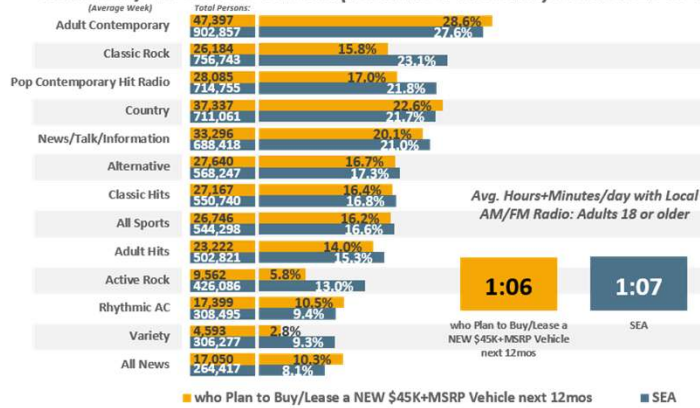
soefa.ai Share of Everything for Anything

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

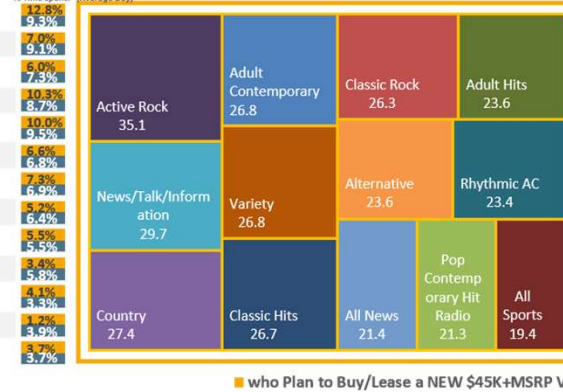


155,469 or 78.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Alternative, and Classic Hits.

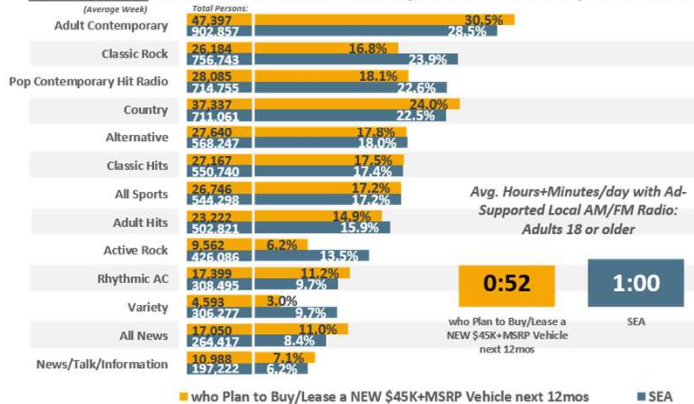
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



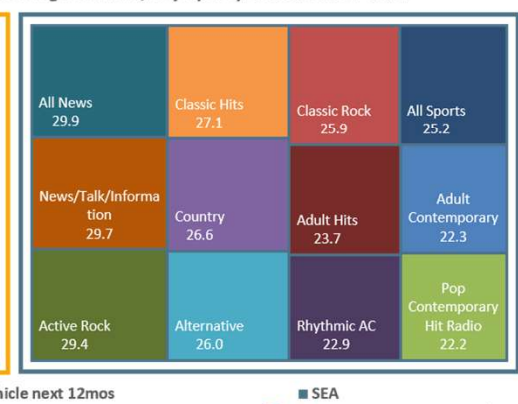
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 208
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

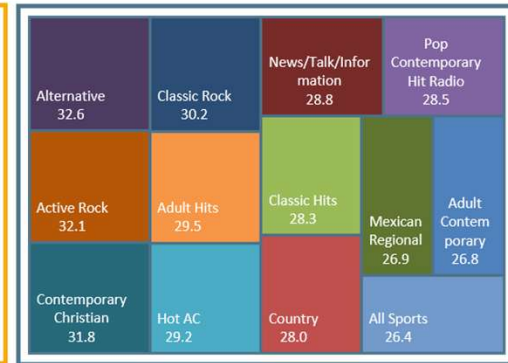
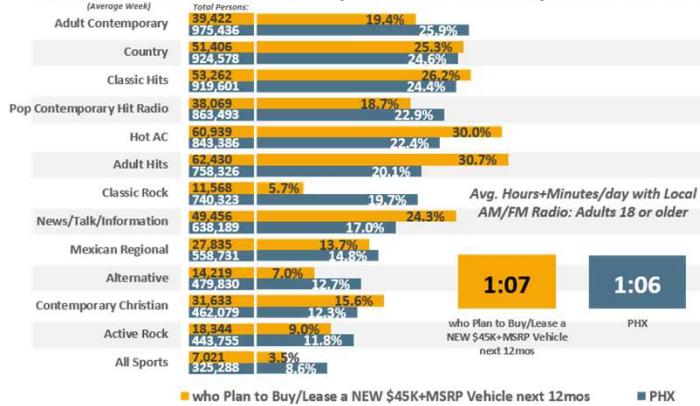
soefa.ai Share of Everything for Anything

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

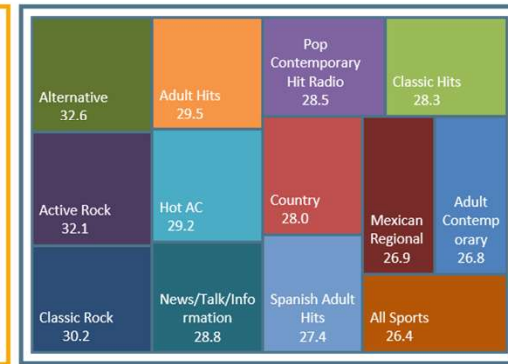
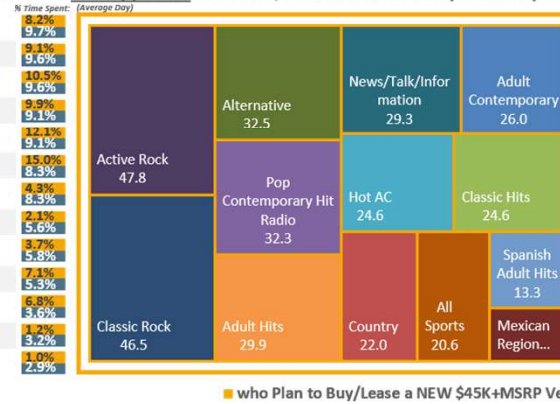
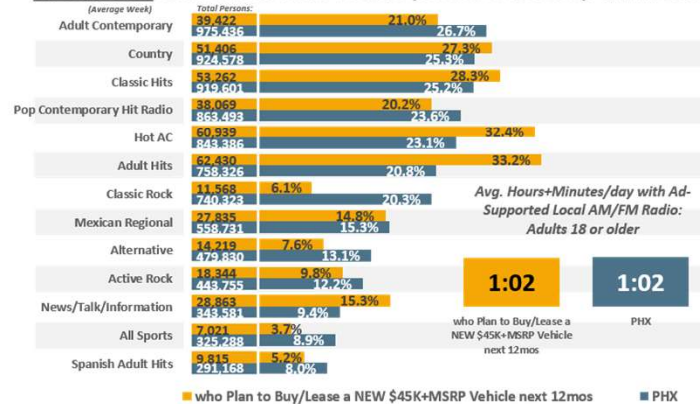


188,143 or 78.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Classic Hits, Country, and Adult Contemporary.

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



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

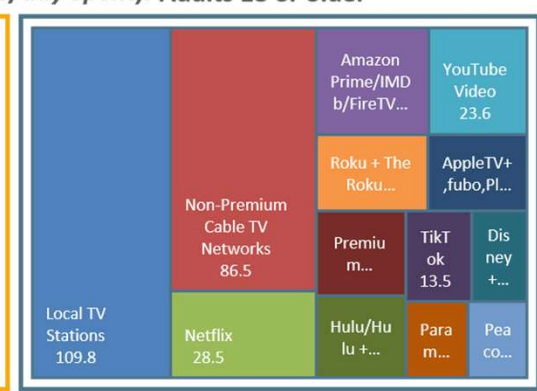
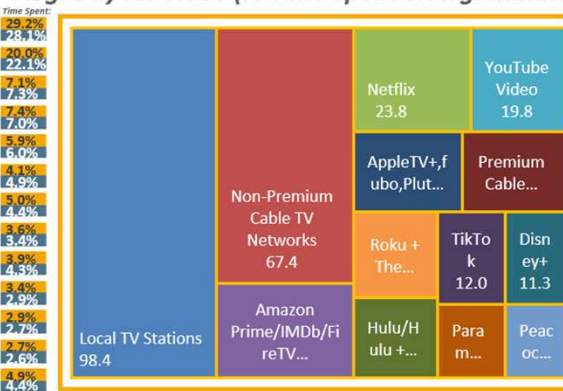
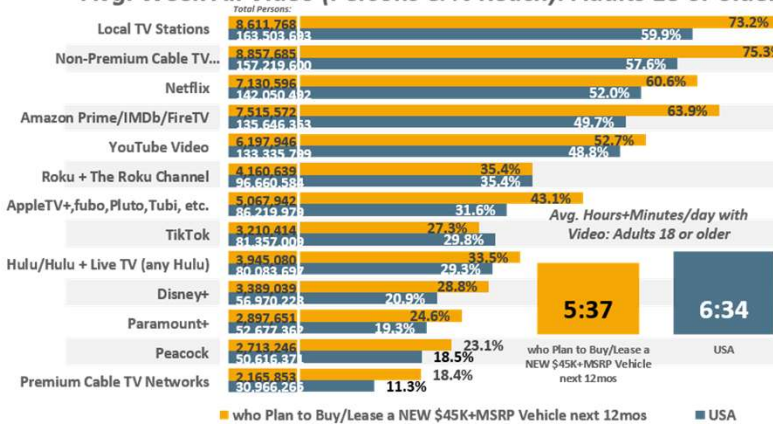




8,397,869 or 71.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 88.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

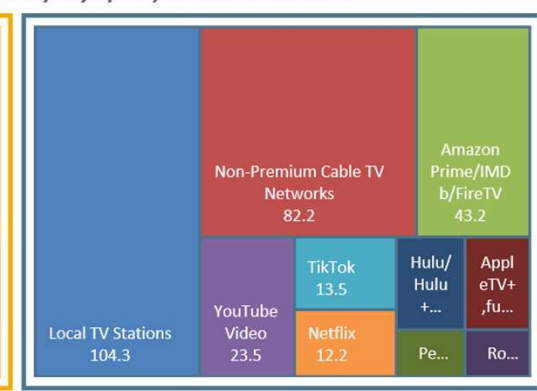
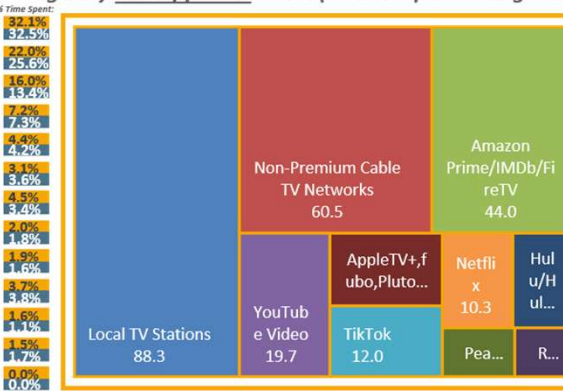
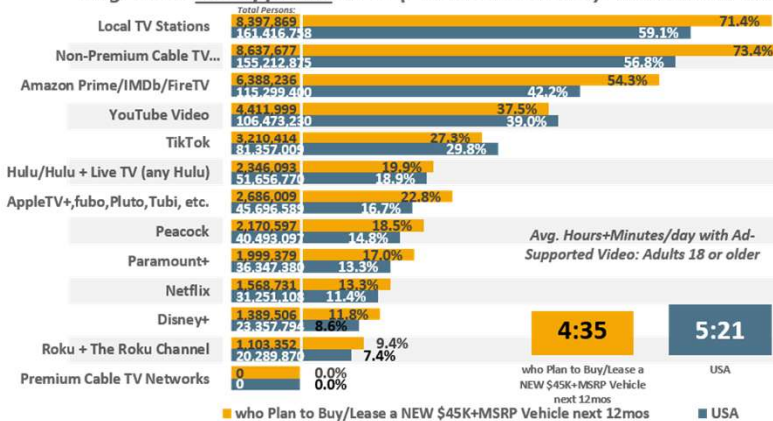
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

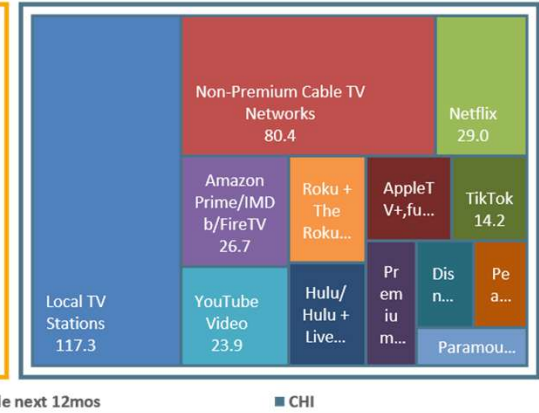
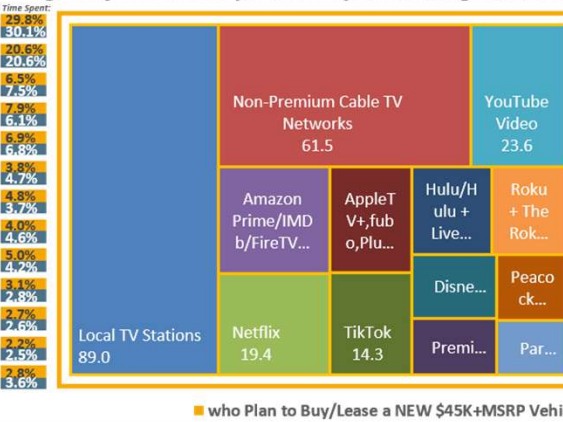
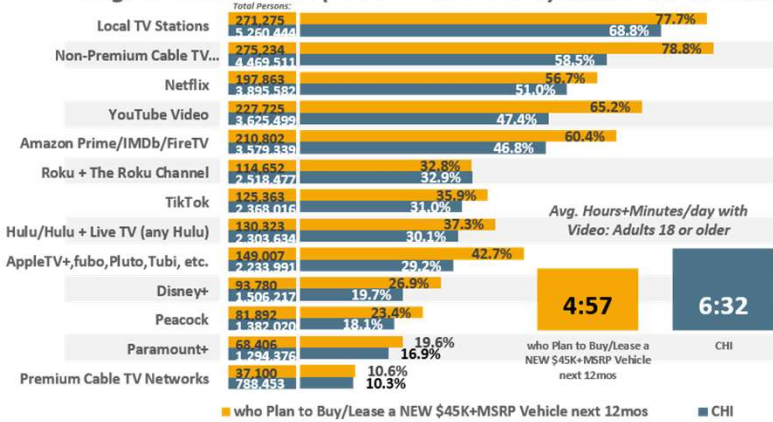




264,341 or 75.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 81.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

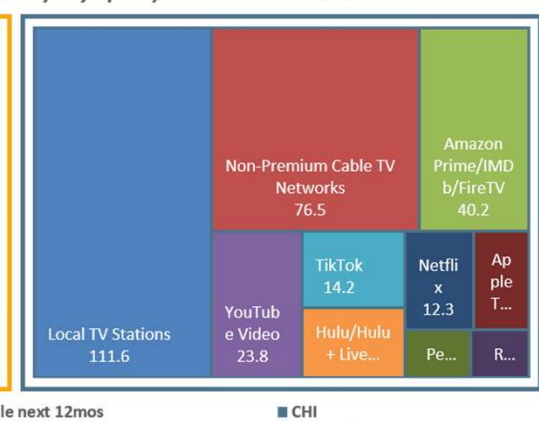
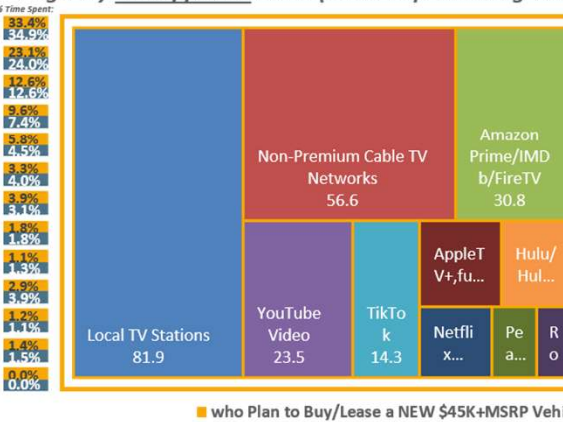
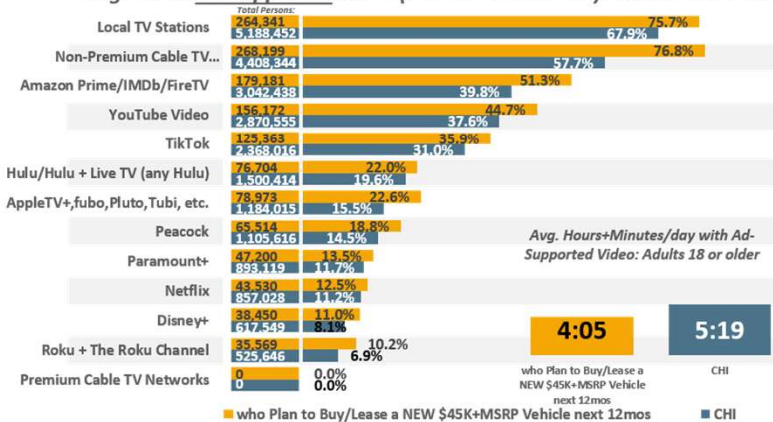
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

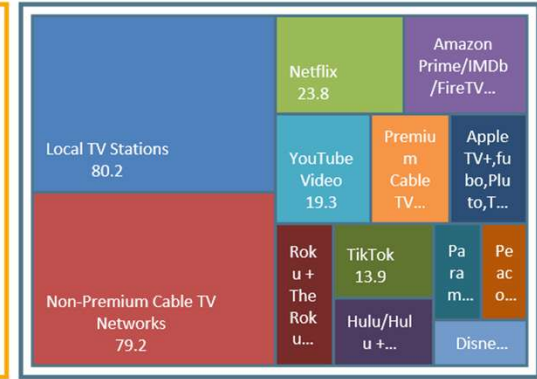
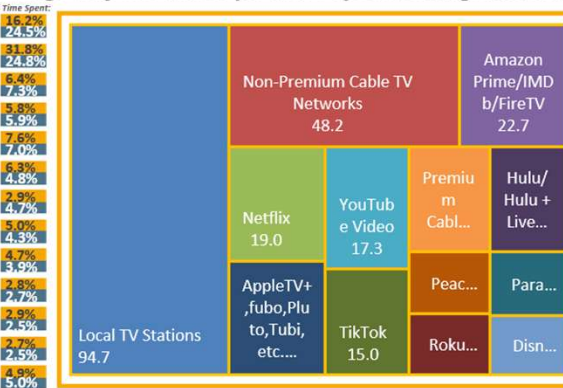
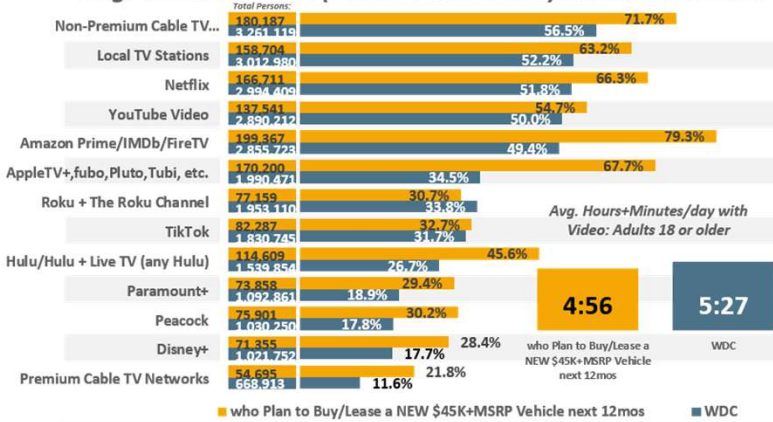
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



154,573 or 61.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

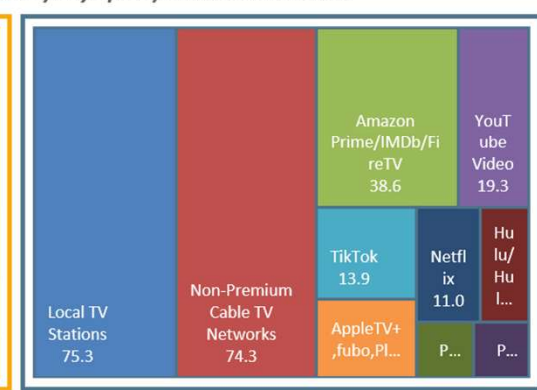
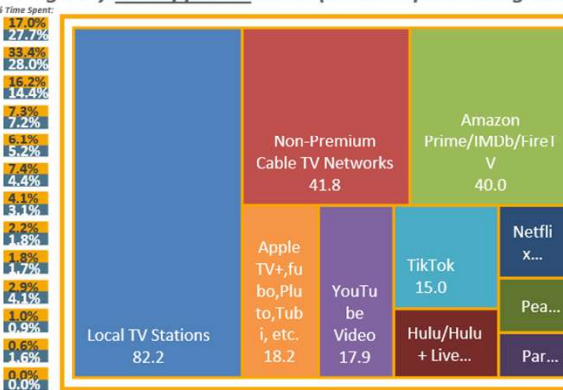
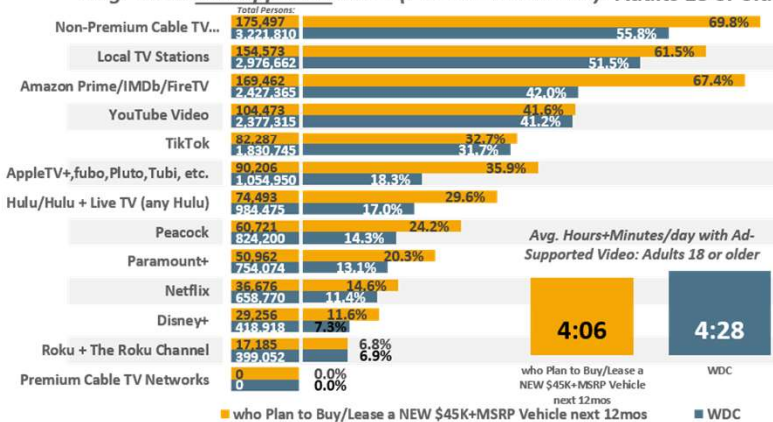
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 253
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

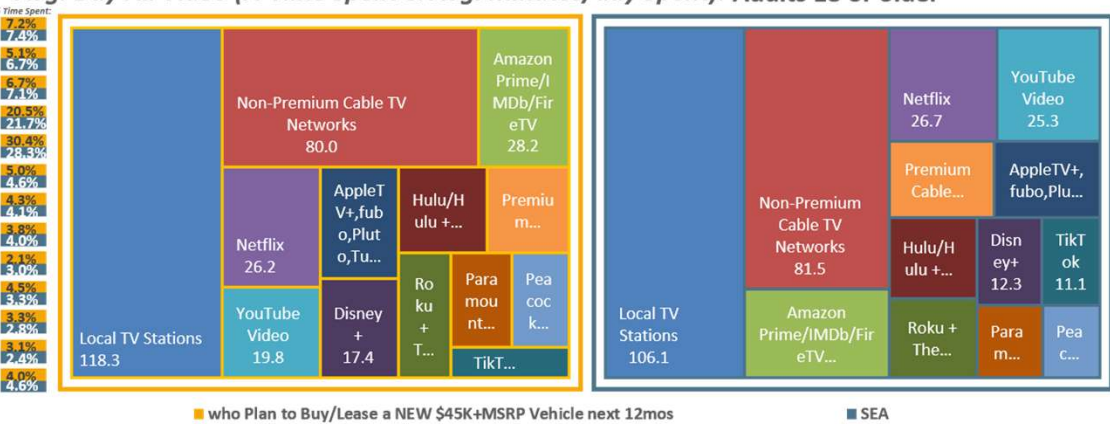
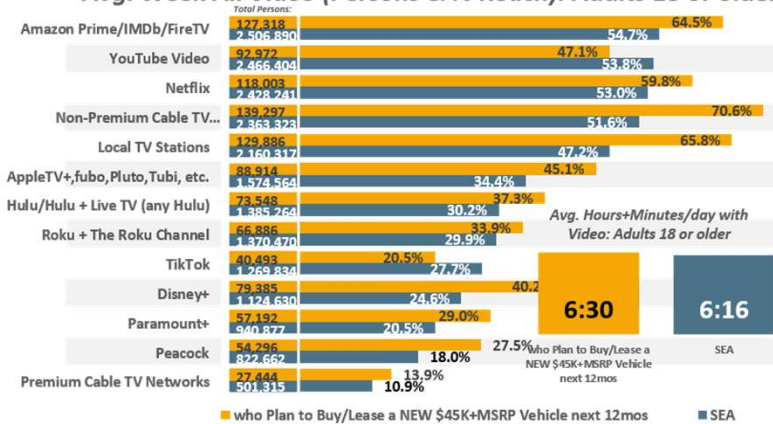
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



125,664 or 63.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 100.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

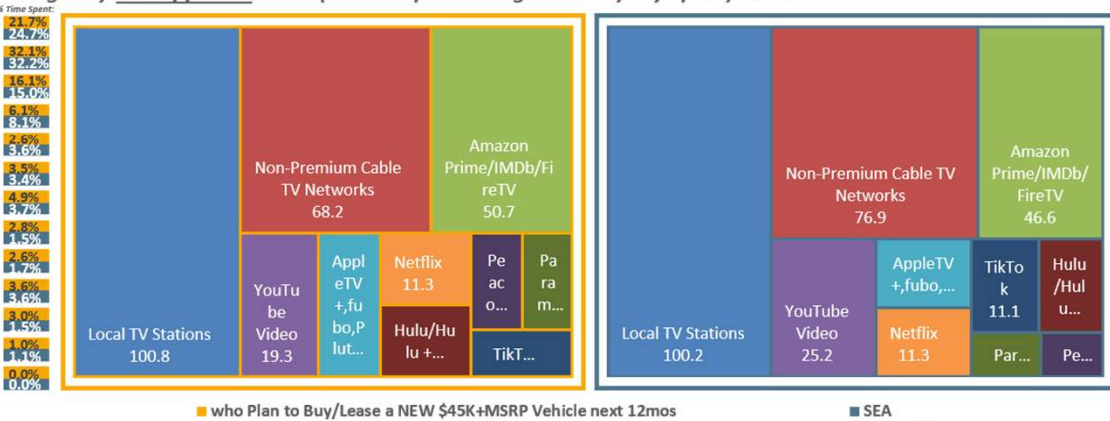
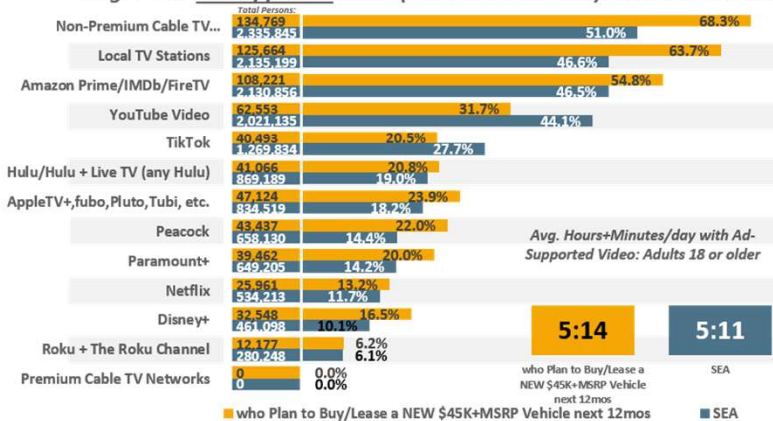
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 208
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

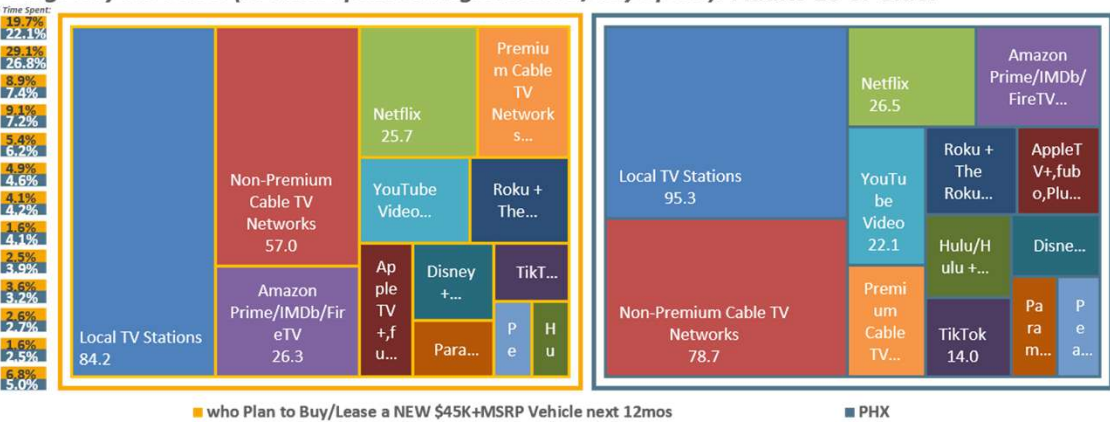
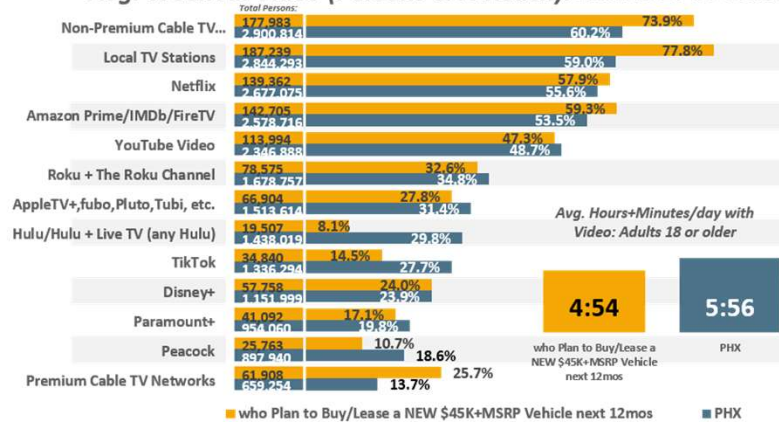
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



185,217 or 76.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

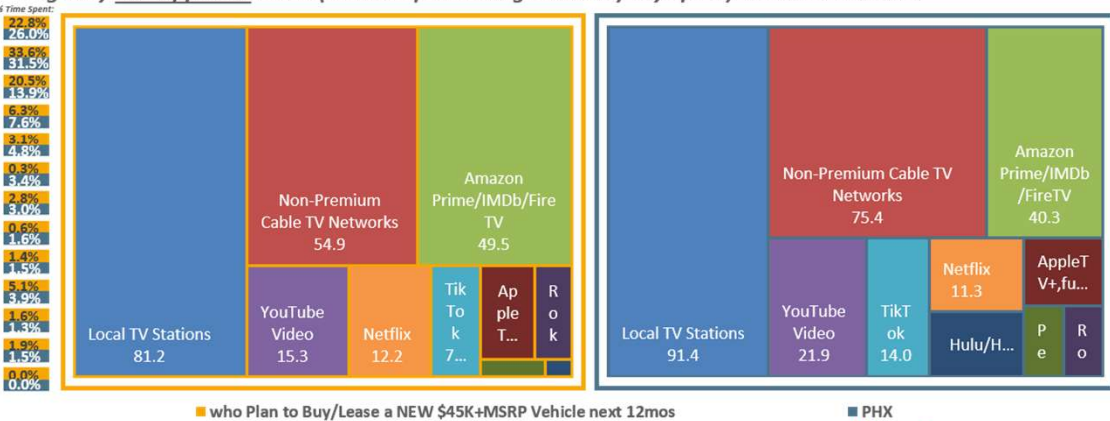
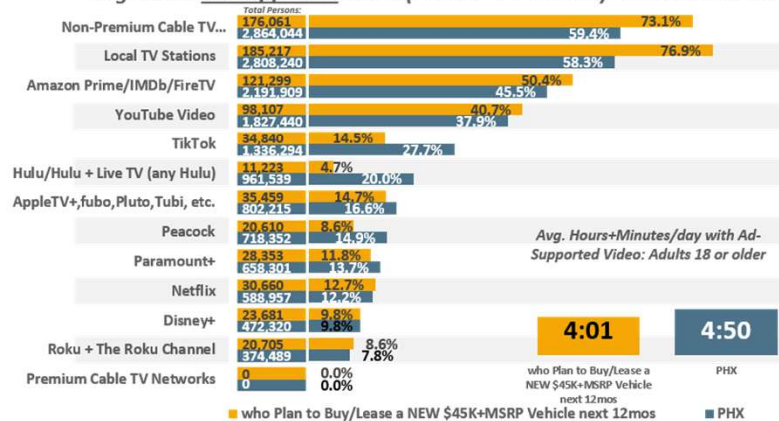
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

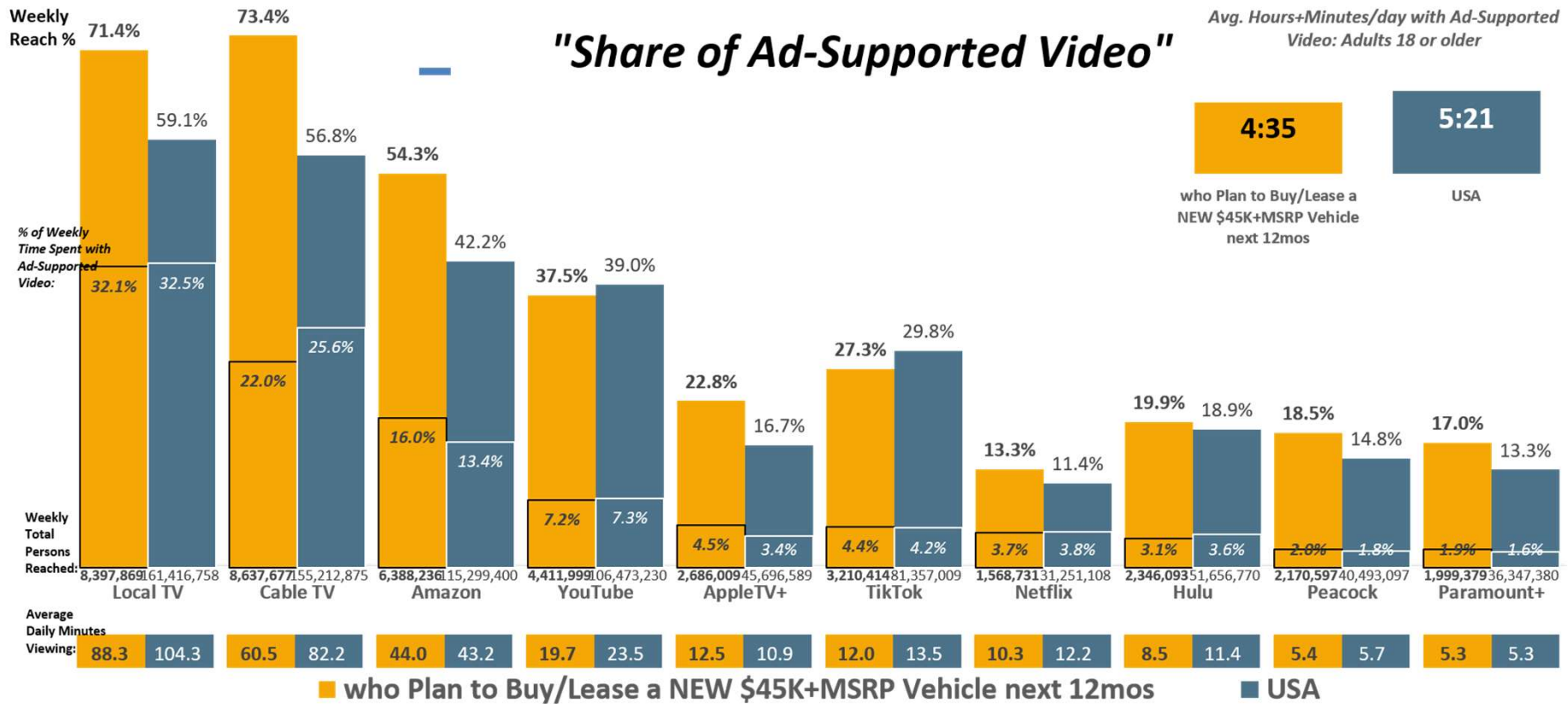
soefa.ai Share of Everything for Anything

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



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

"Share of Ad-Supported Video"



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

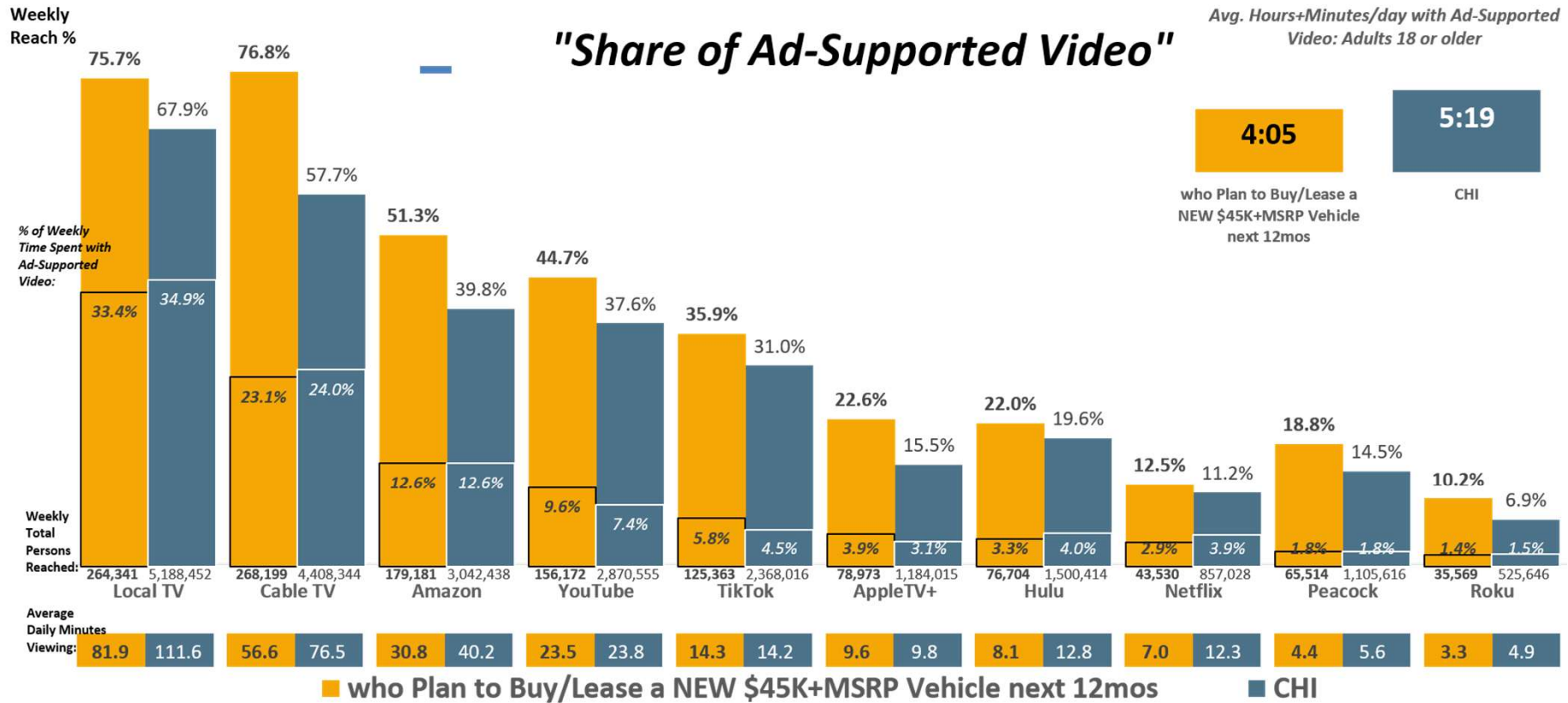
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

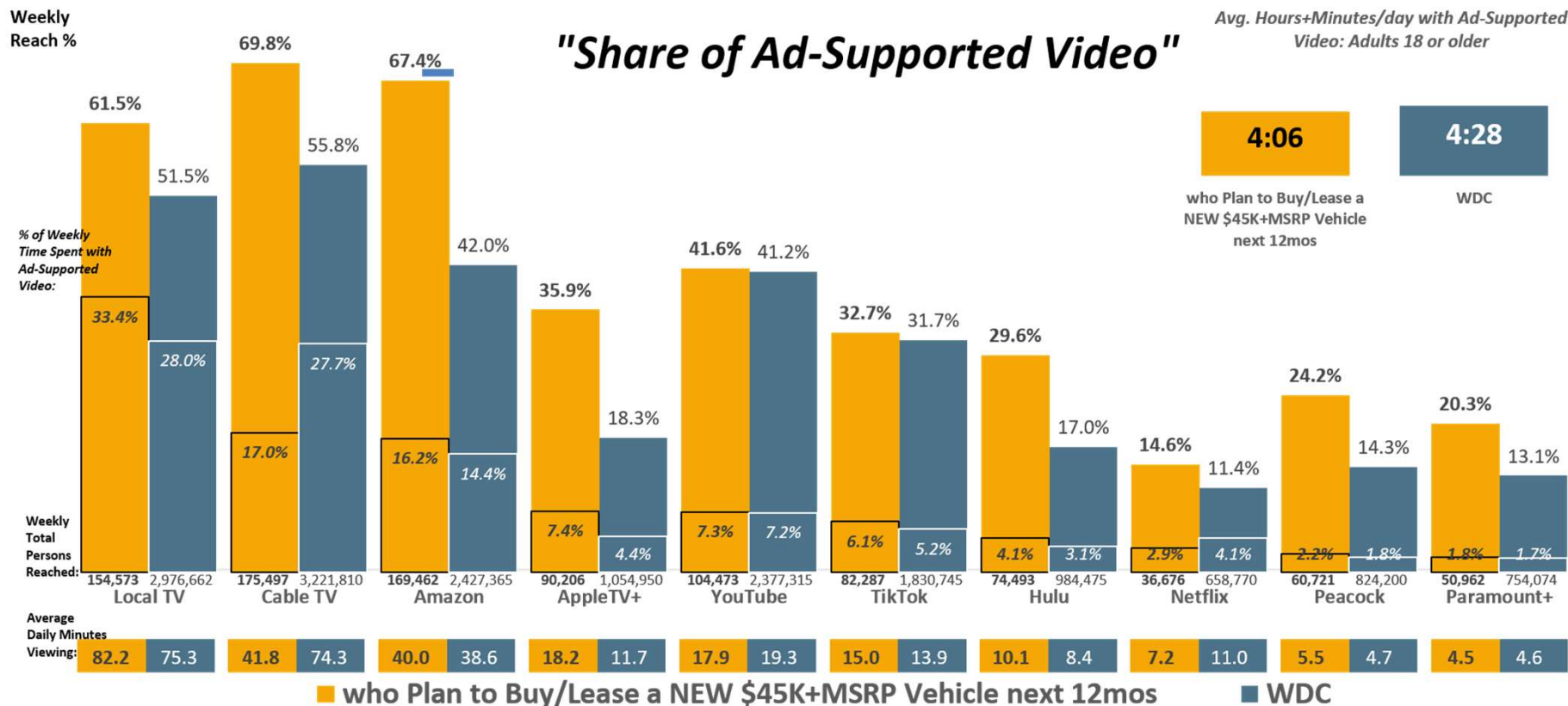


264,341 or 75.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 81.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.





154,573 or 61.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.



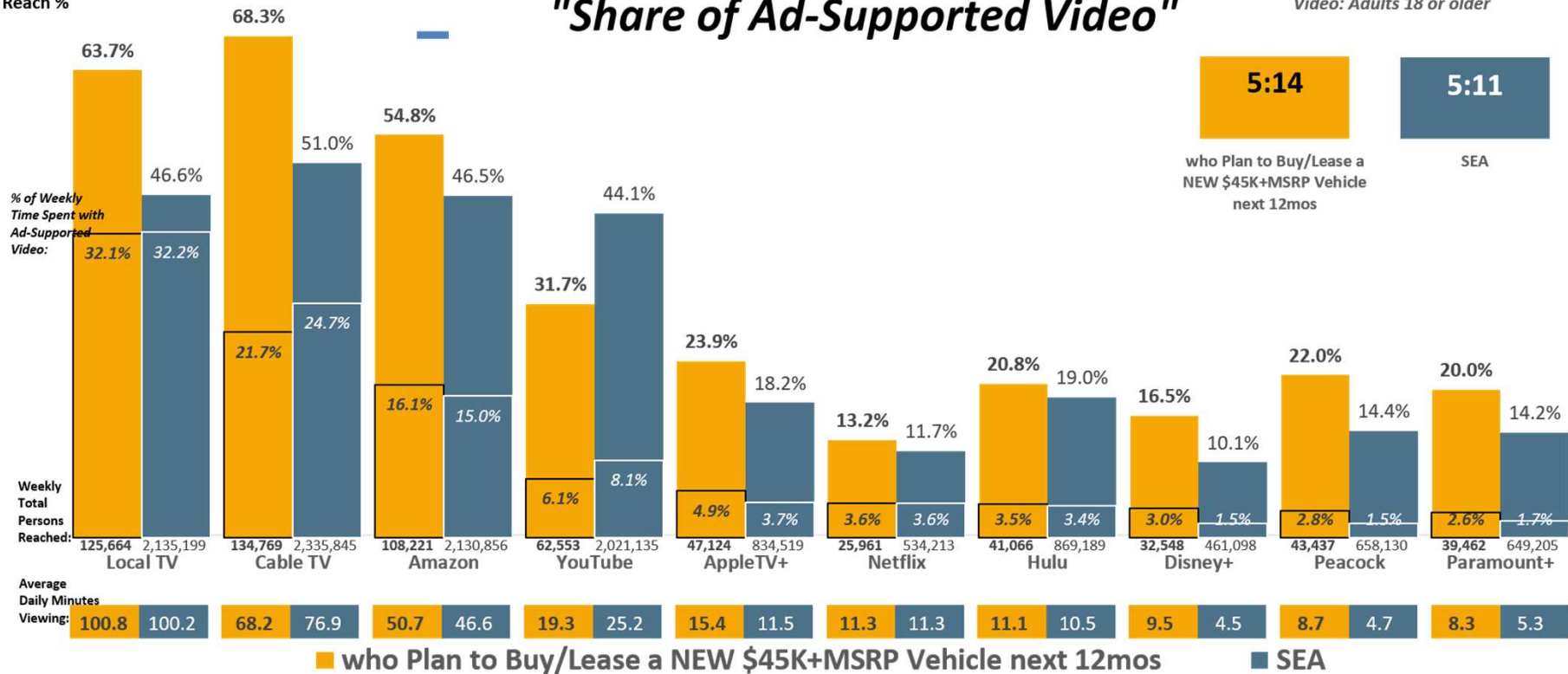


125,664 or 63.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 100.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

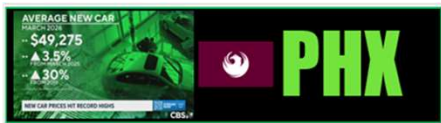
"Share of Ad-Supported Video"

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



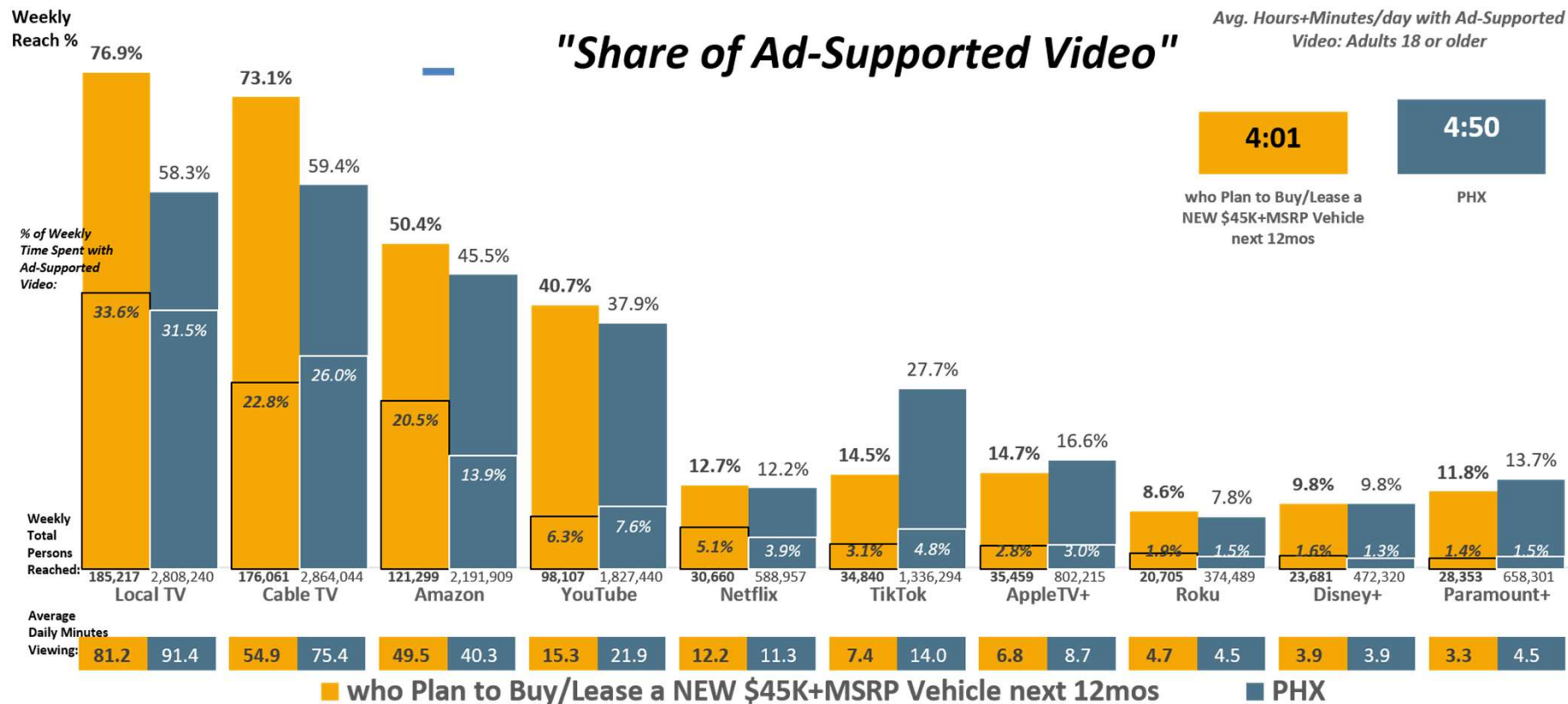
5:14
who Plan to Buy/Lease a
NEW \$45K+MSRP Vehicle
next 12mos

5:11
SEA



185,217 or 76.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

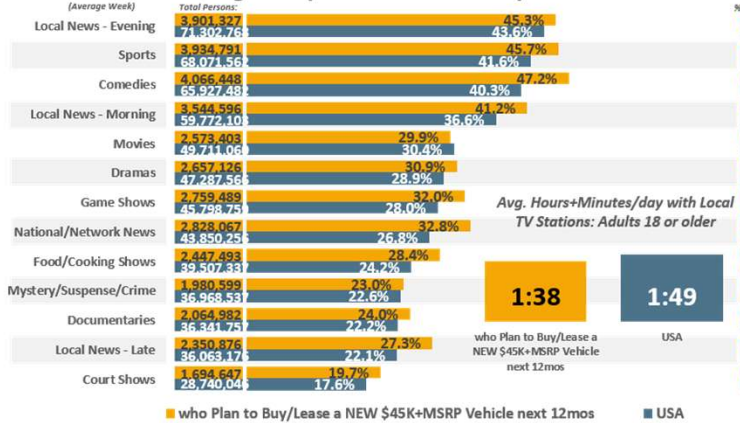
"Share of Ad-Supported Video"



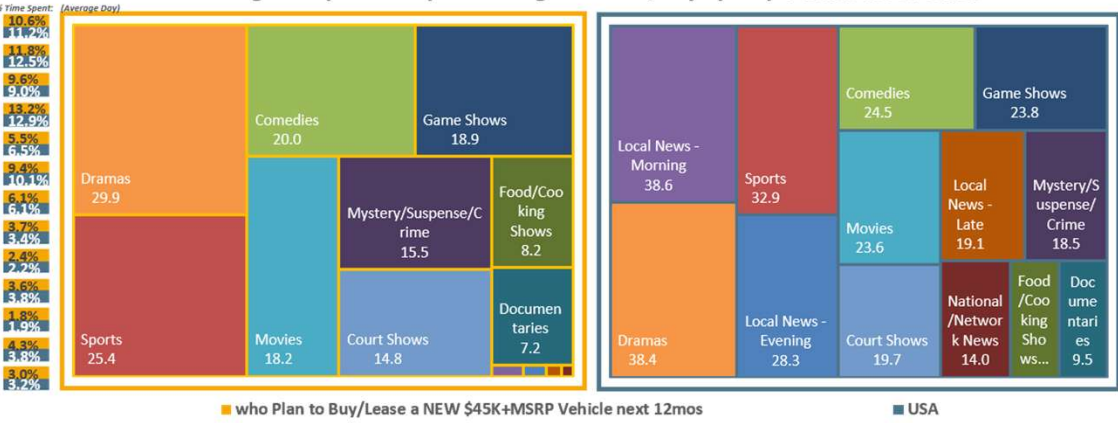


8,397,869 or 71.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Dramas.

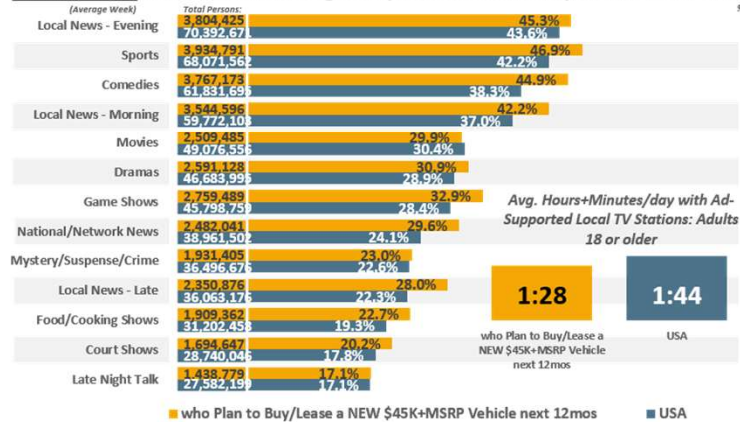
Local TV Station Programs (Persons & % Reach): Adults 18 or older



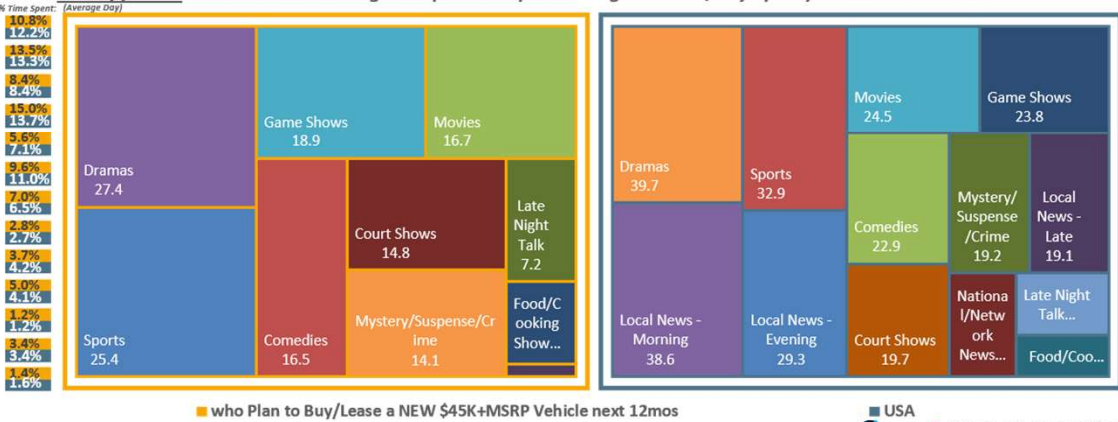
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



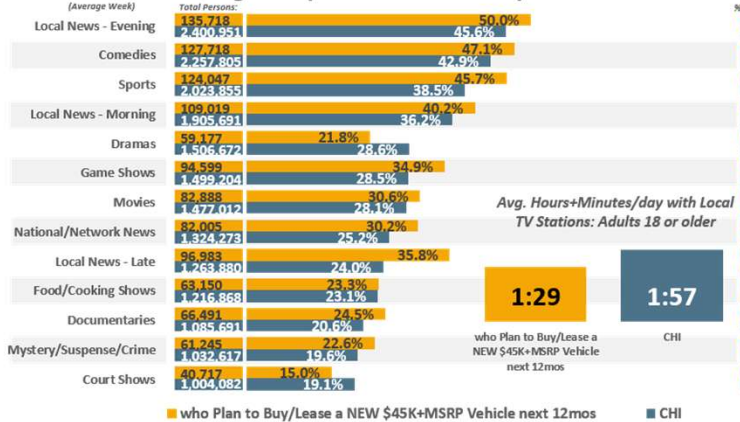
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



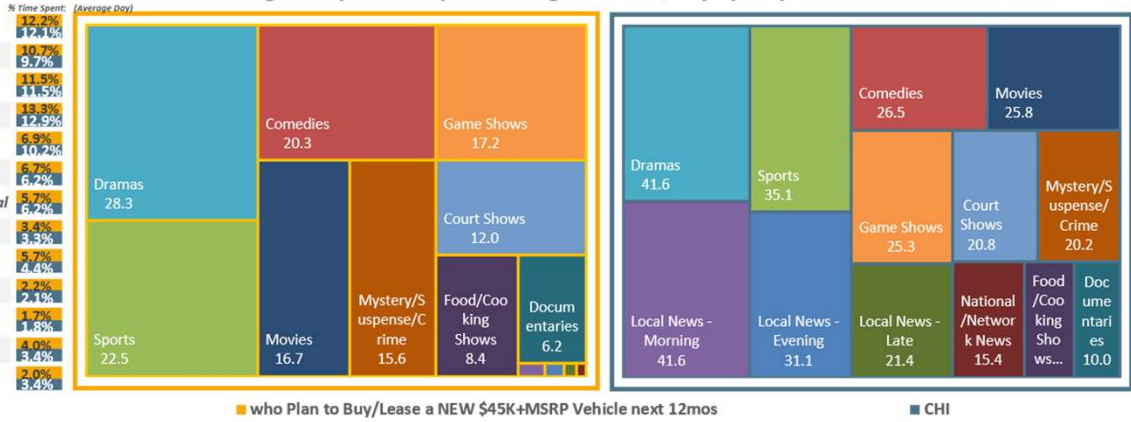


264,341 or 75.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Local News - Late, and Game Shows.

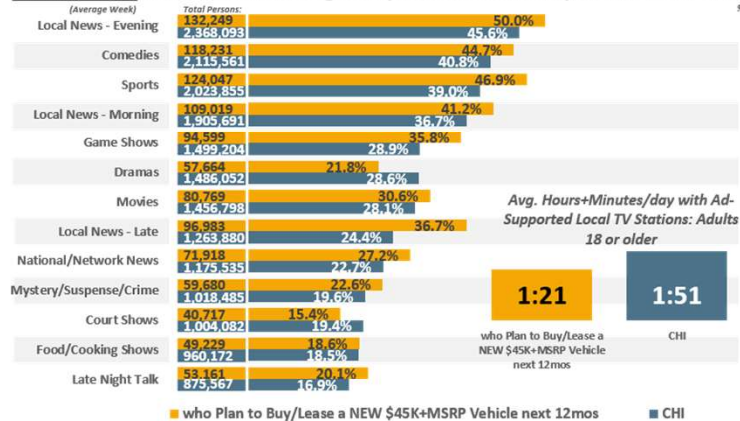
Local TV Station Programs (Persons & % Reach): Adults 18 or older



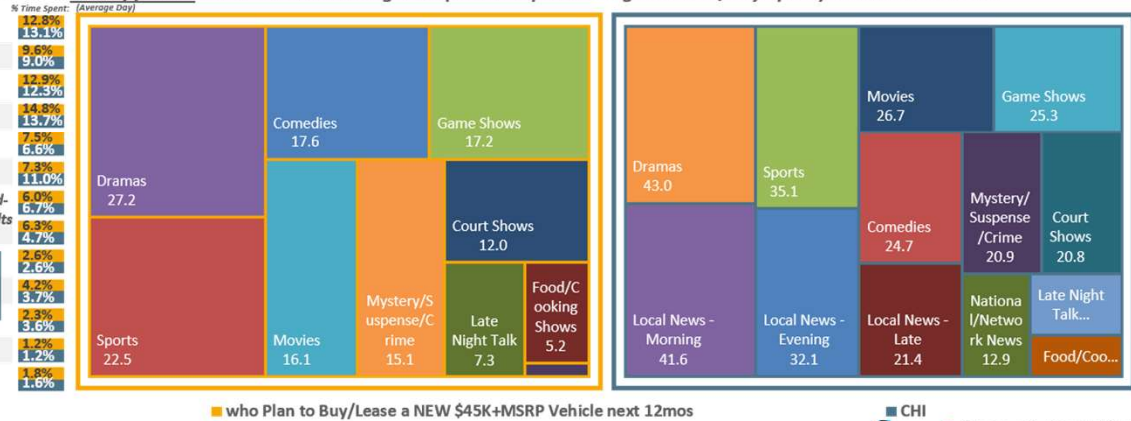
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

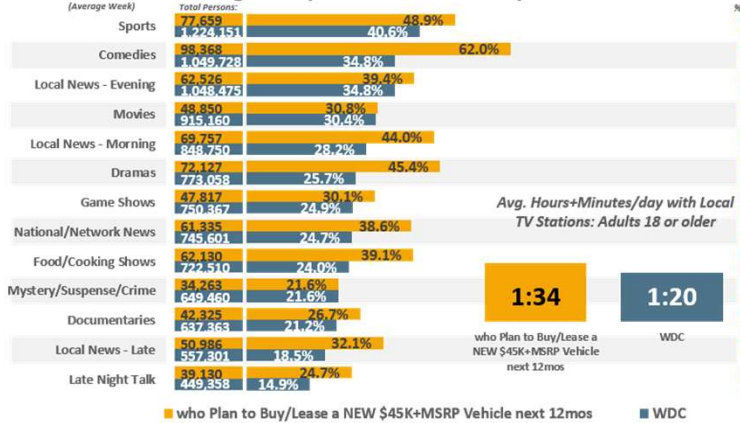
soefa.ai Share of Everything for Anything

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

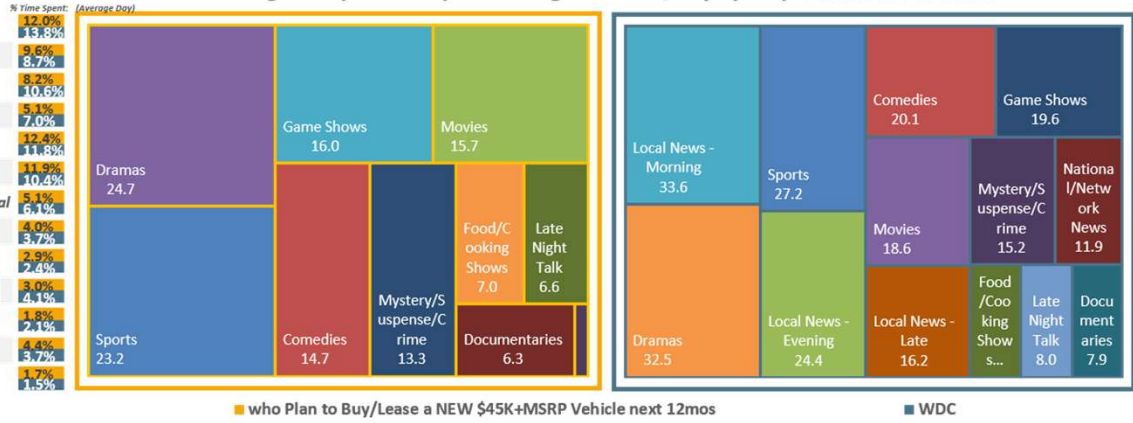


154,573 or 61.5% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Dramas, Local News - Morning, Local News - Evening, and National/Network News.

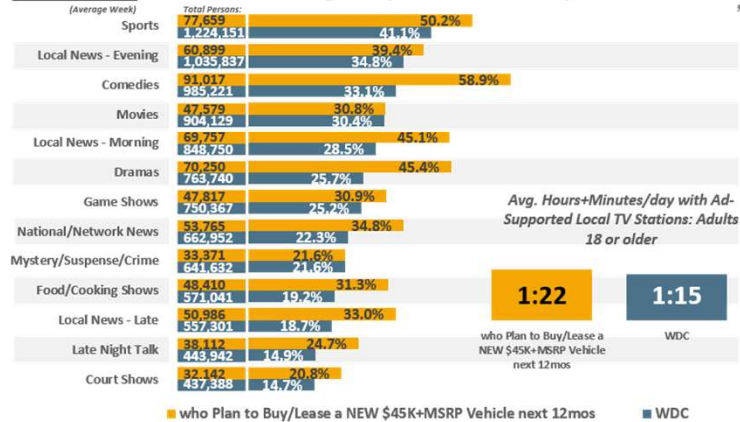
Local TV Station Programs (Persons & % Reach): Adults 18 or older



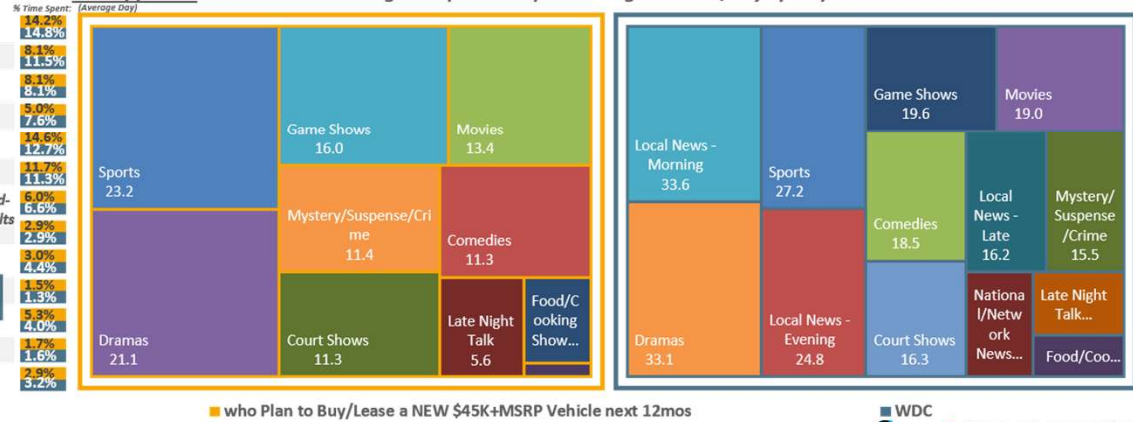
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 253
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

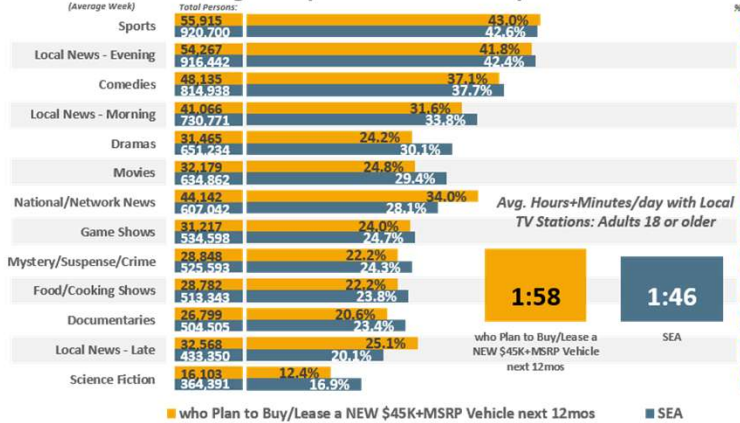
WDC
soefa.ai Share of Everything for Anything

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

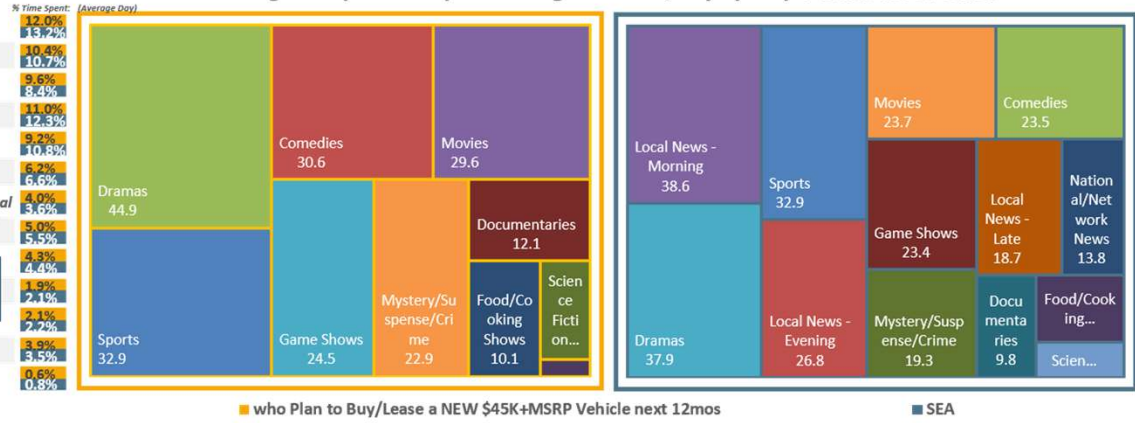


125,664 or 63.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Local New

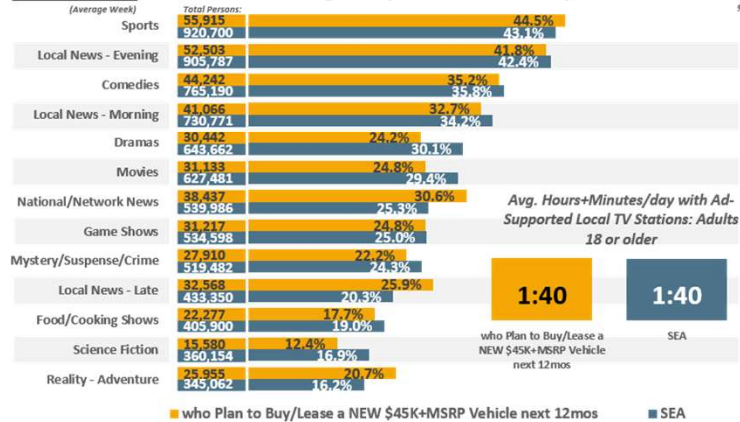
Local TV Station Programs (Persons & % Reach): Adults 18 or older



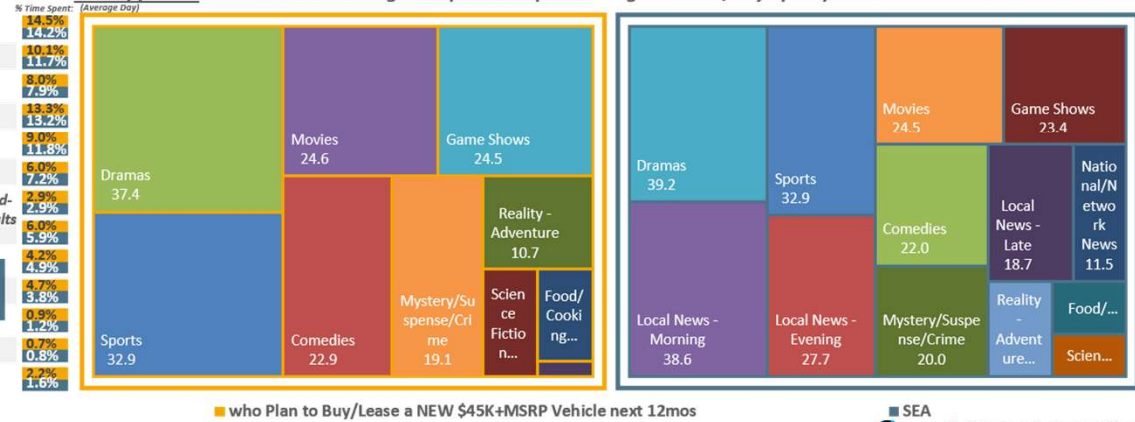
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 208
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

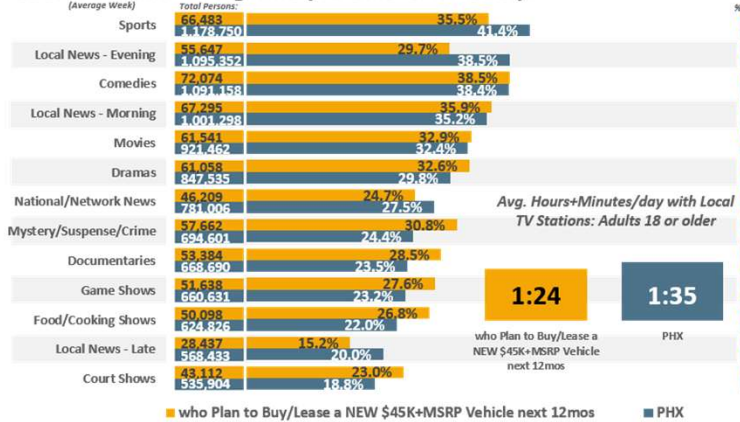
SEA
soefa.ai Share of Everything for Anything

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

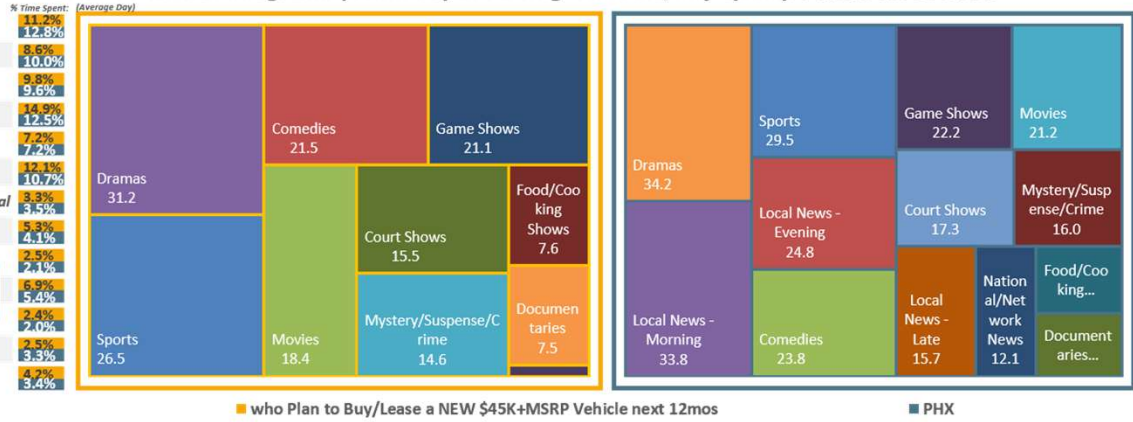


185,217 or 76.9% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Movies, Dramas, and Mystery/Suspense/Crime.

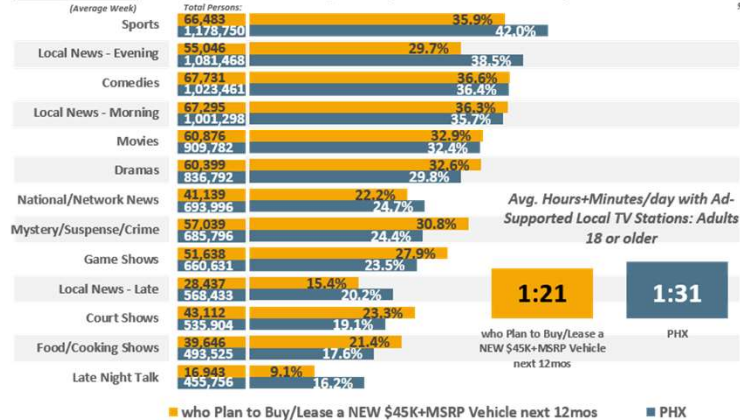
Local TV Station Programs (Persons & % Reach): Adults 18 or older



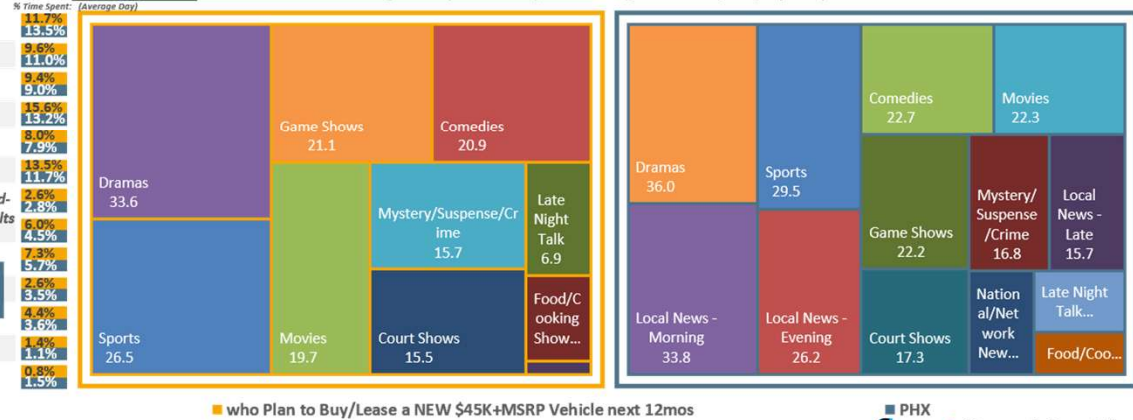
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

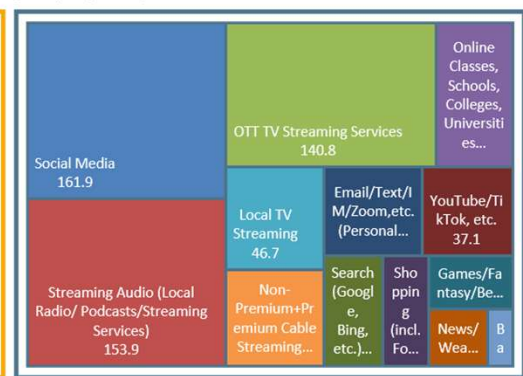
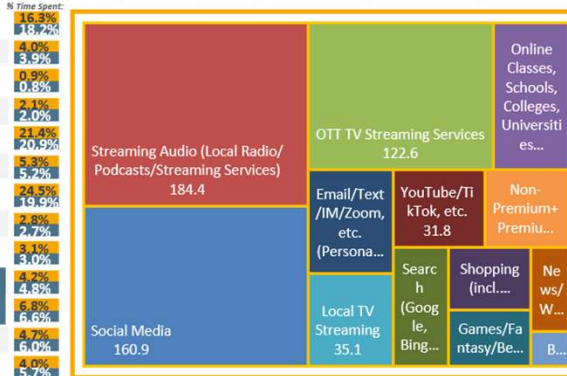
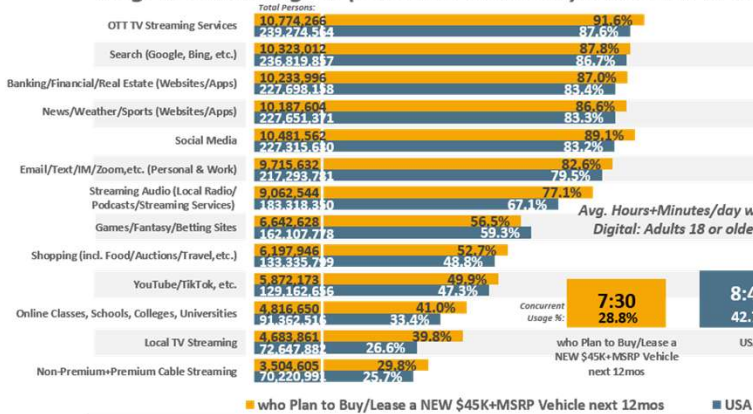




9,414,683 or 80.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 144.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

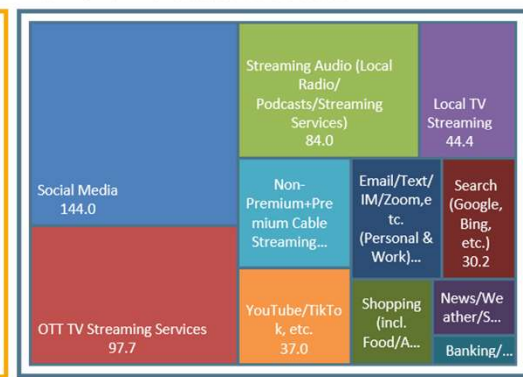
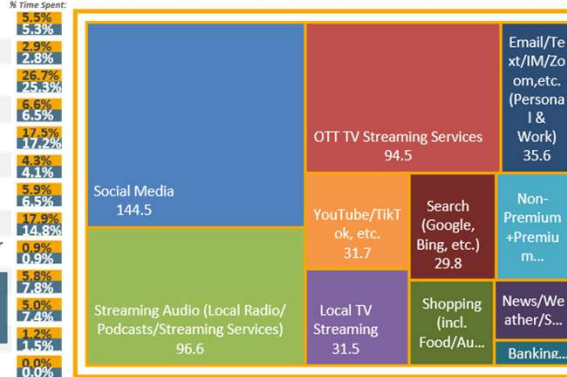
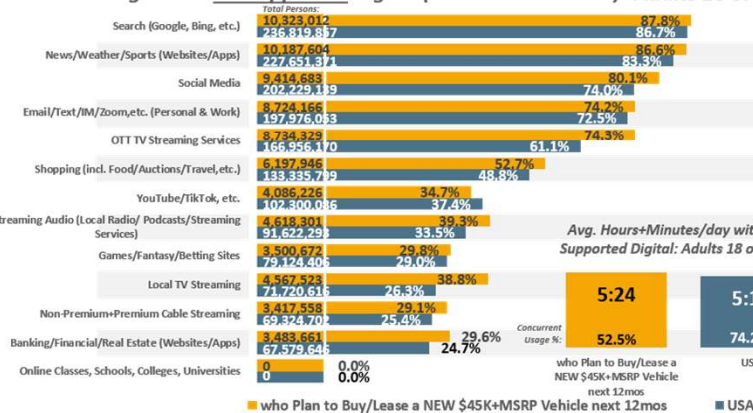
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

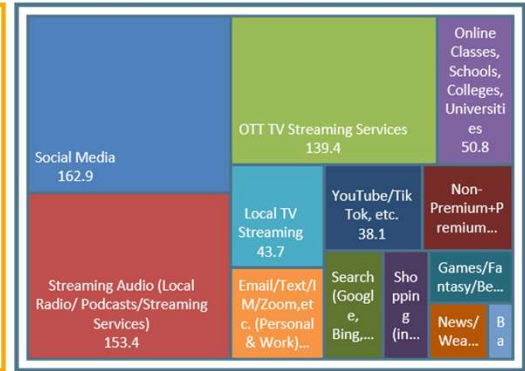
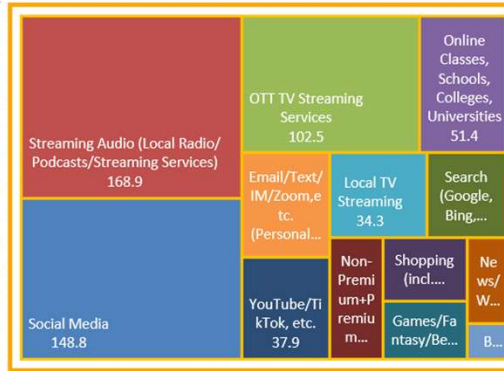
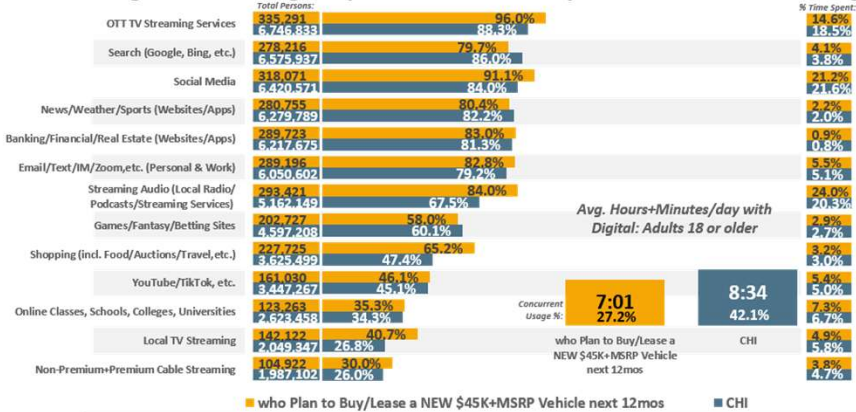
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



298,913 or 85.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 139.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

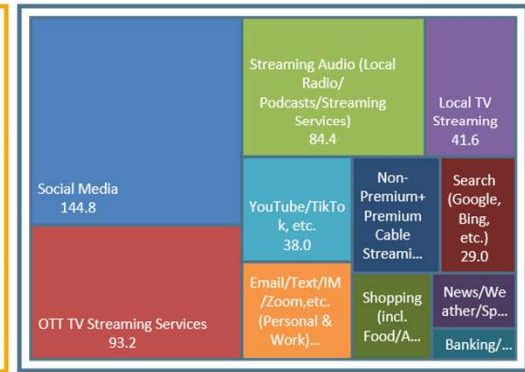
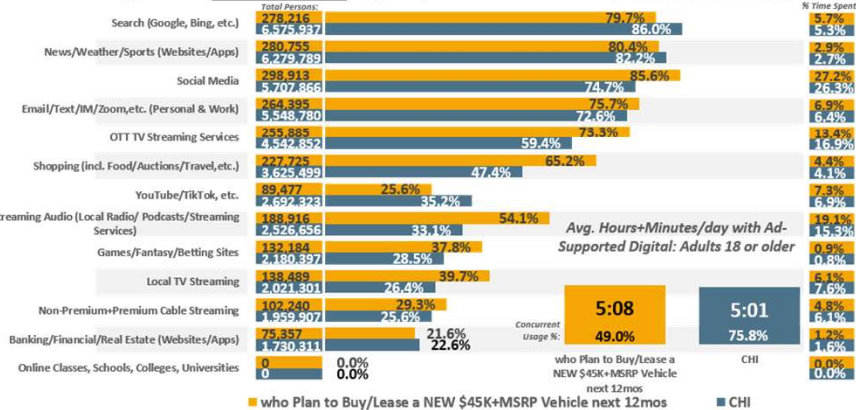
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

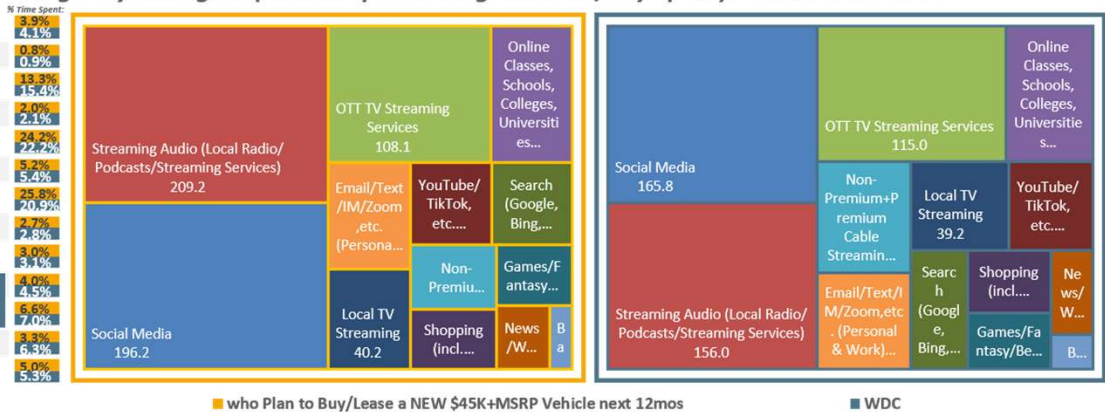
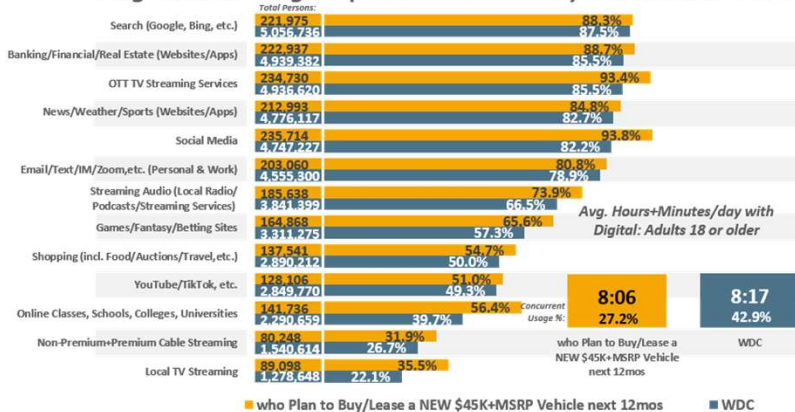
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)



223,823 or 89.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 186.3 minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

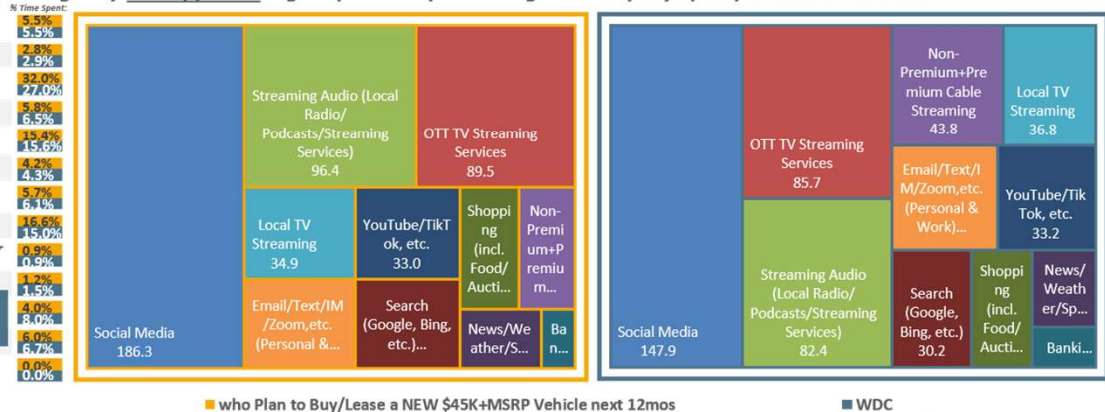
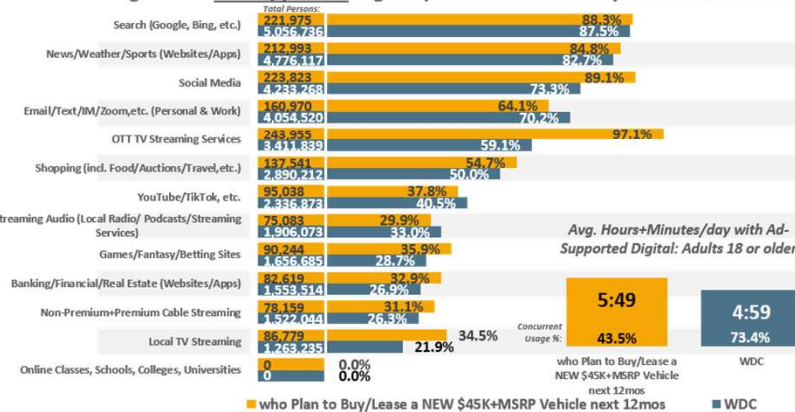
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 253
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

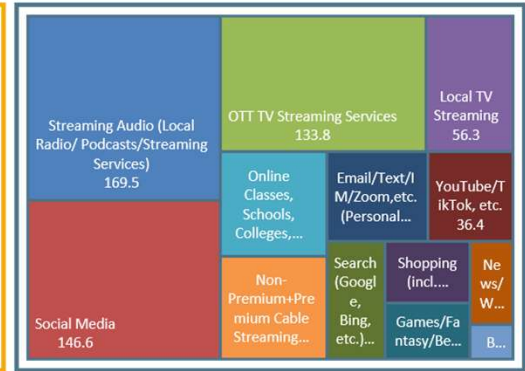
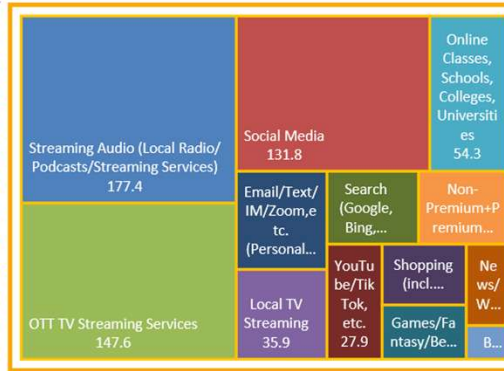
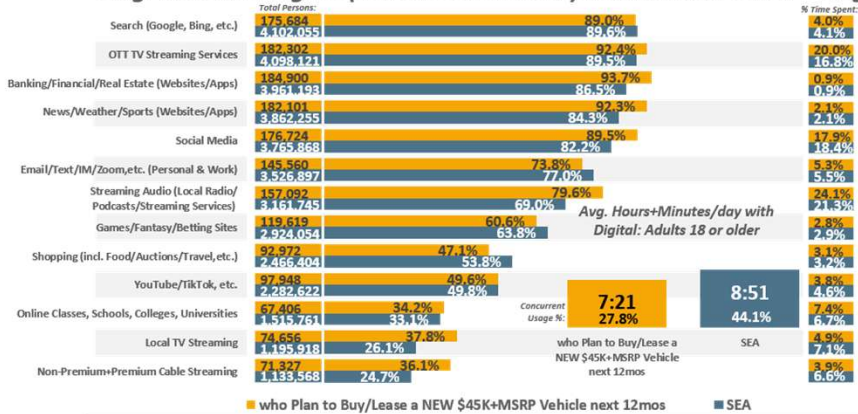
(Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$60,000 or more)



159,476 or 80.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 118.9 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

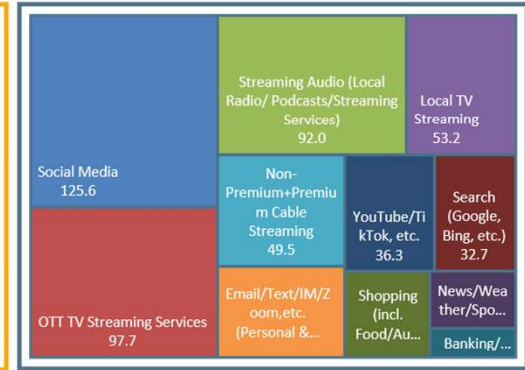
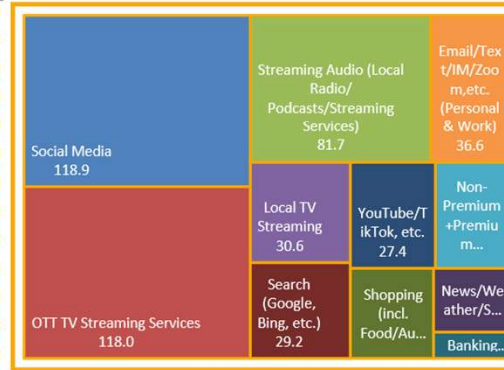
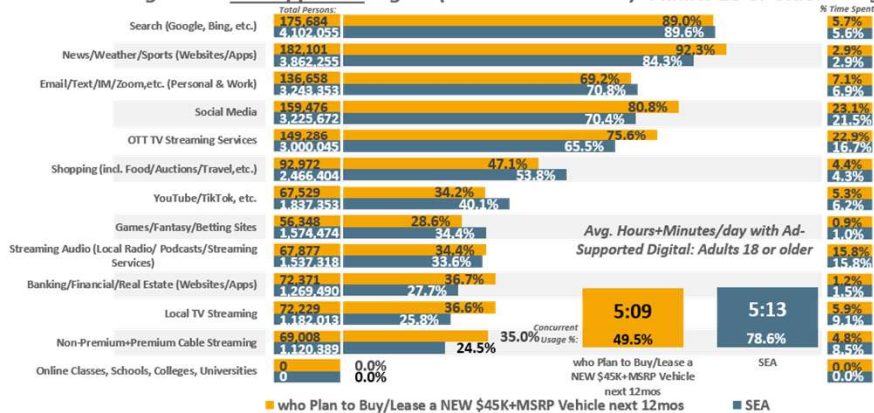
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 208
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

SEA
soefa.ai Share of Everything for Anything

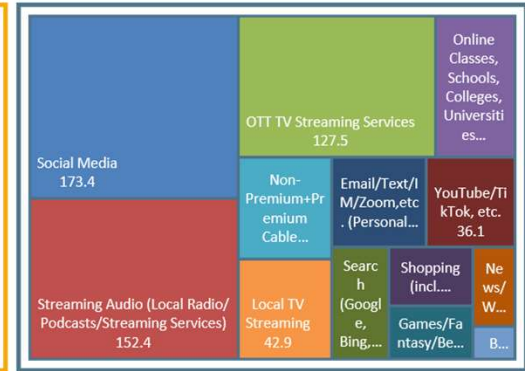
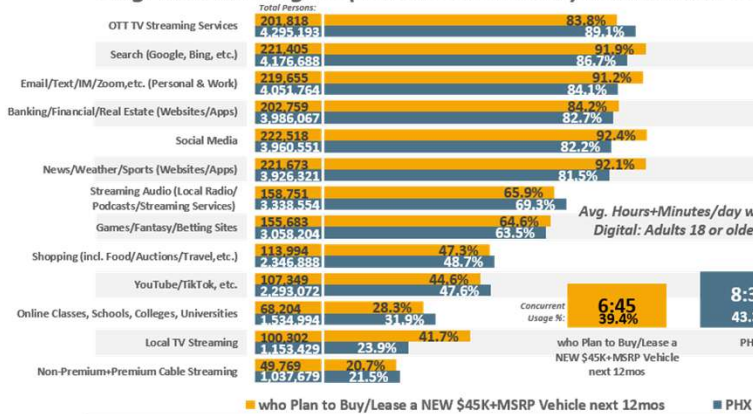
(Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nrt 12 mo(HHLD): \$60,000 or more)



188,729 or 78.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Social Media for an average of 133.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

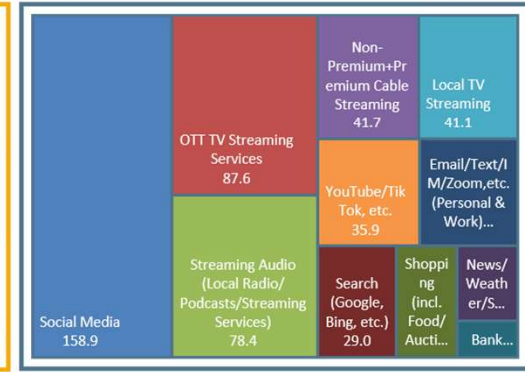
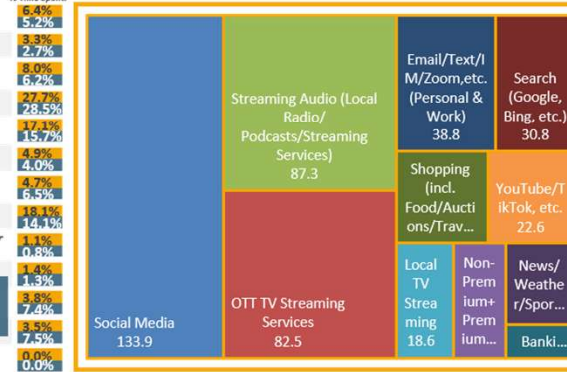
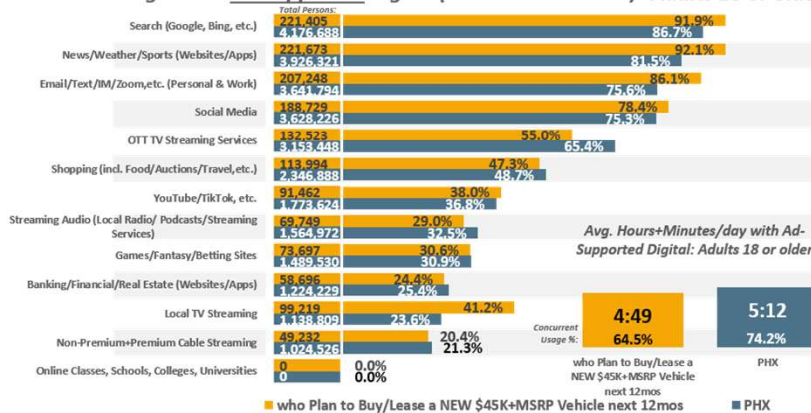
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

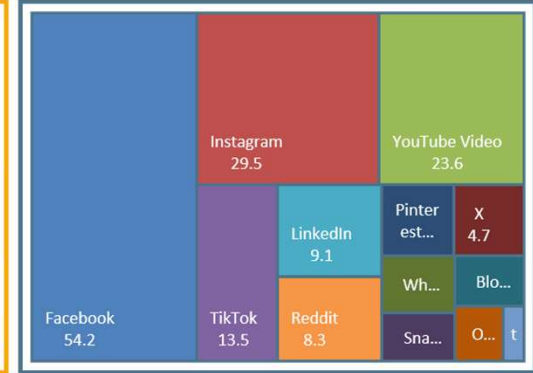
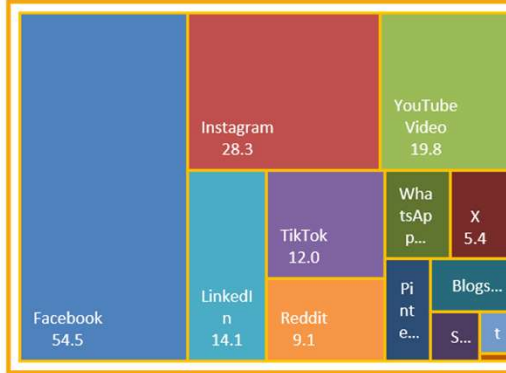
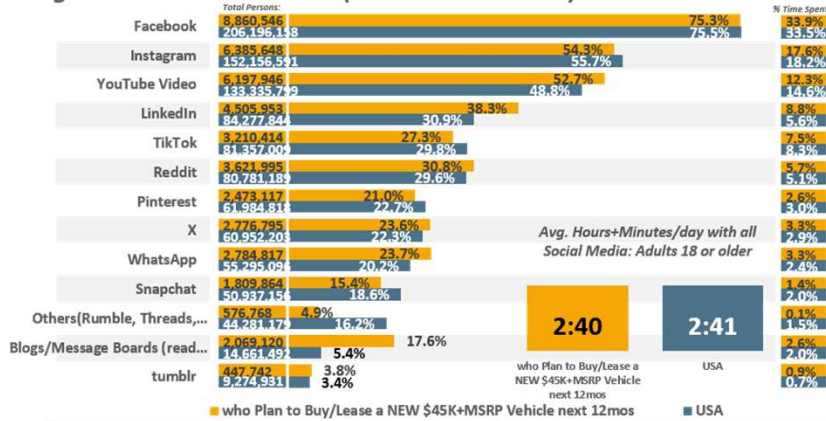
soefa.ai Share of Everything for Anything

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

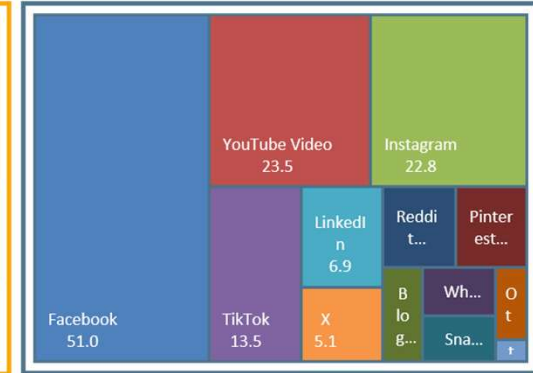
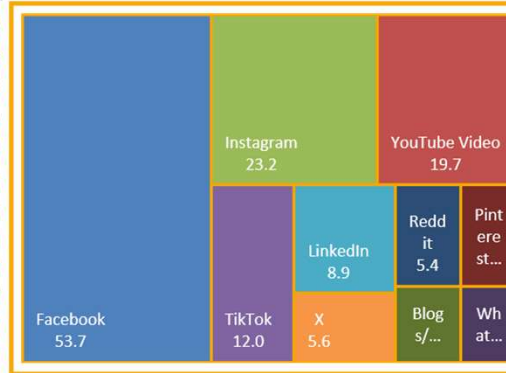
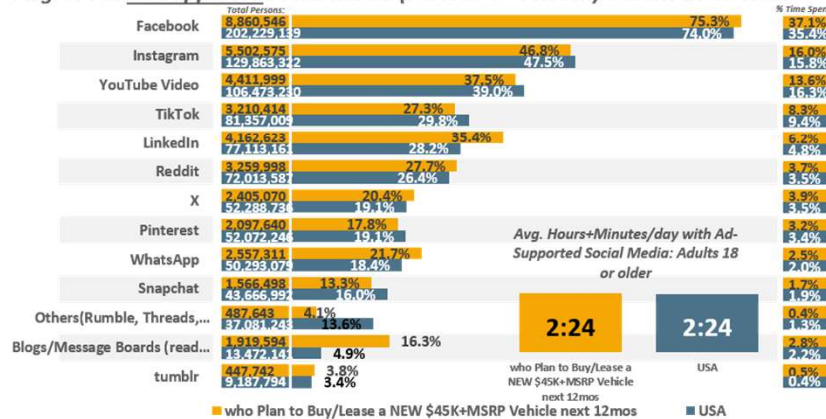


8,860,546 or 75.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 53.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

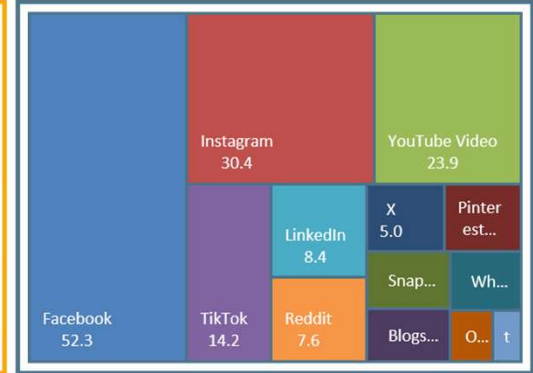
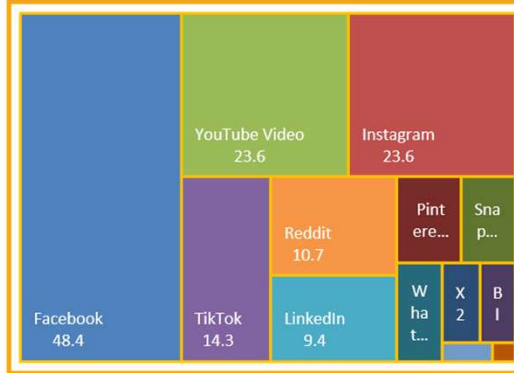
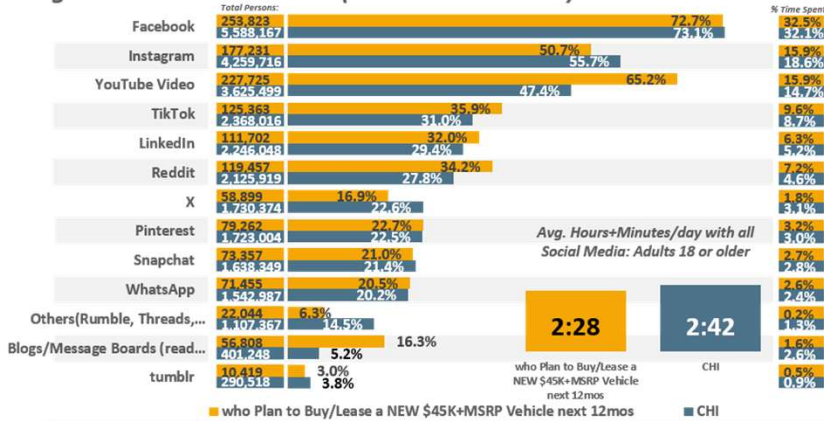
soefa.ai Share of Everything for Anything

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

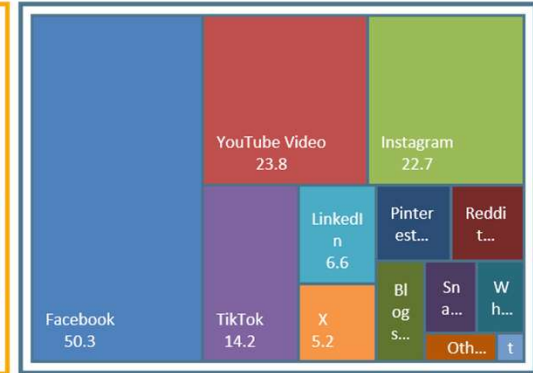
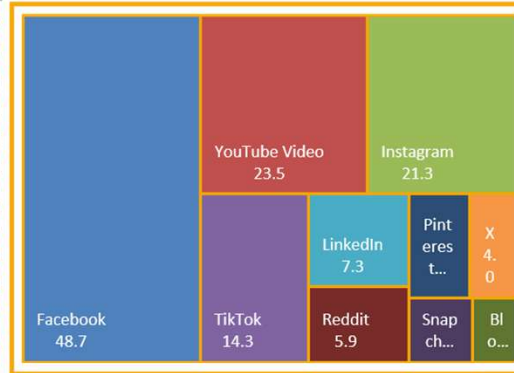
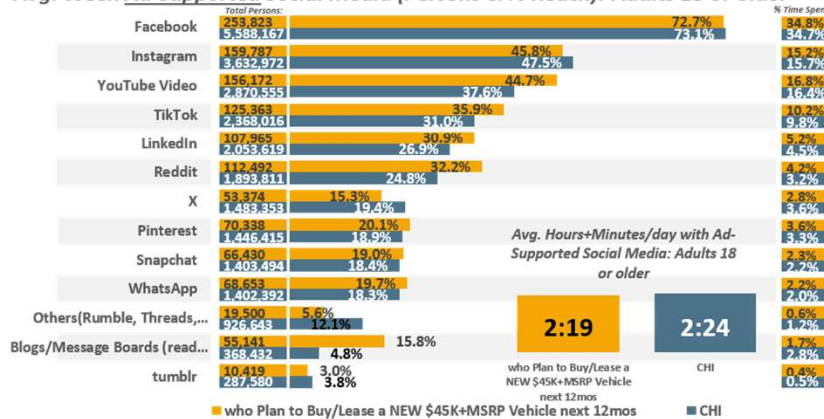


253,823 or 72.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 48.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



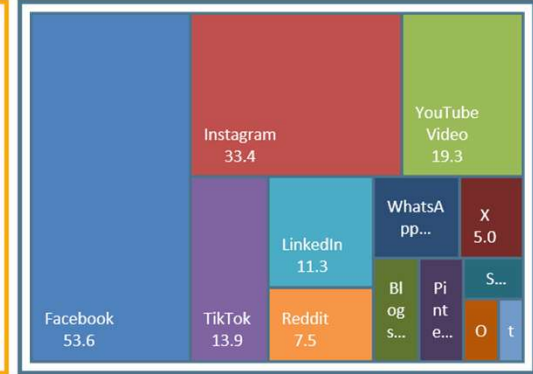
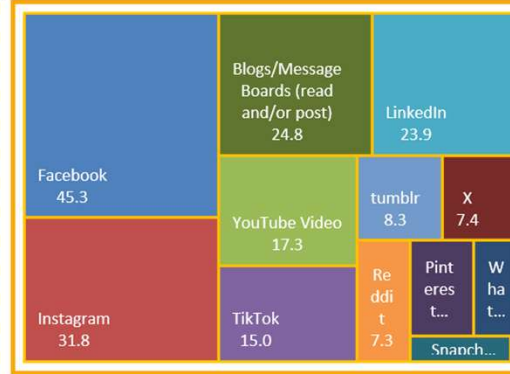
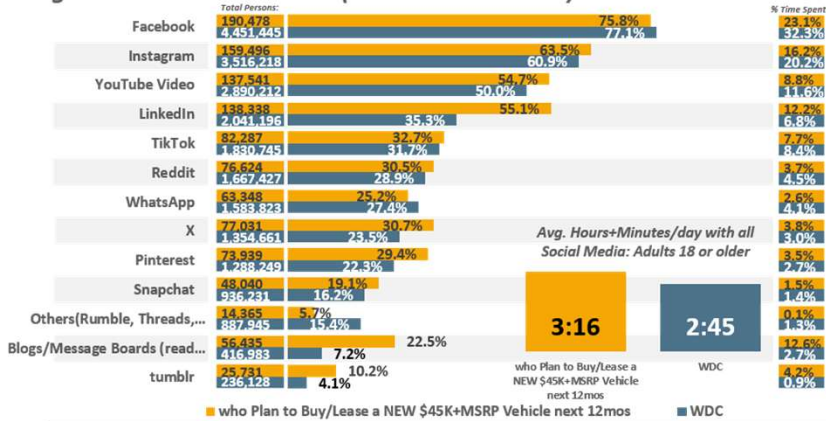
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



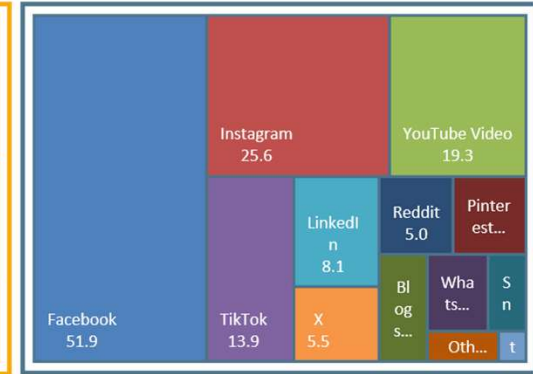
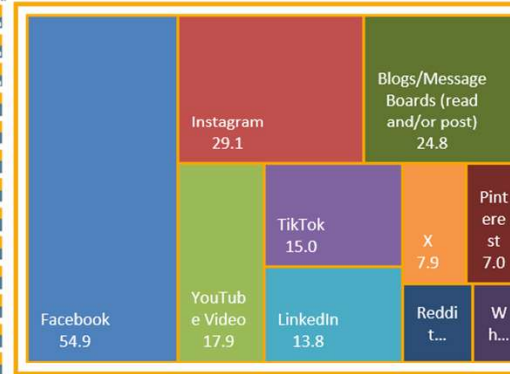
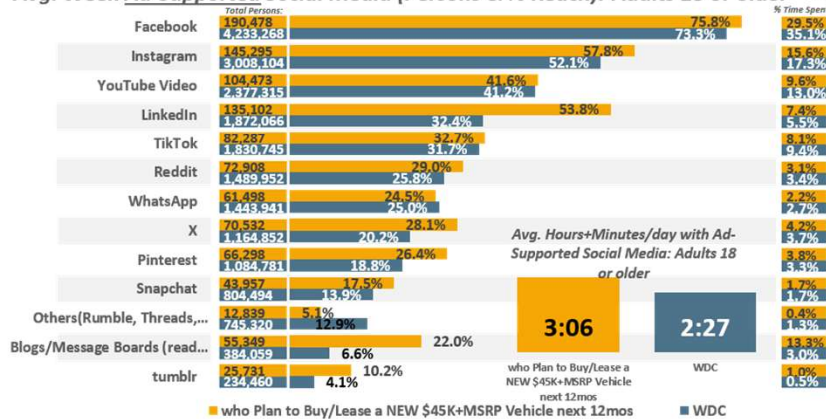


190,478 or 75.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 54.9 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 253
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

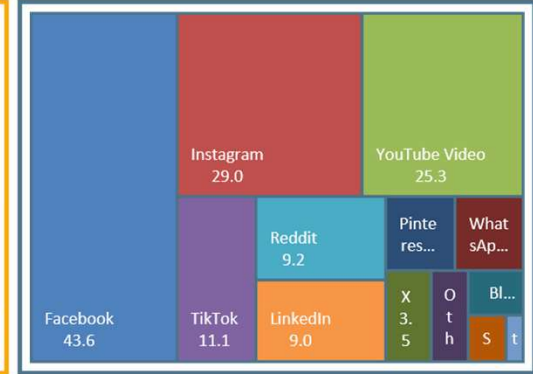
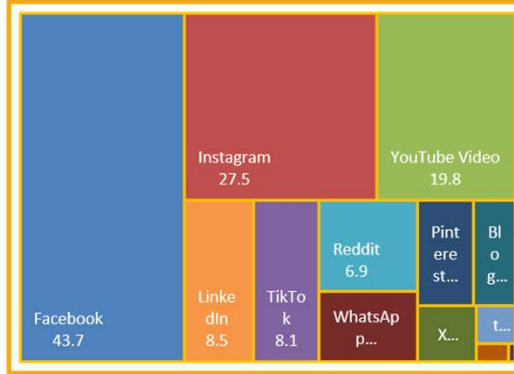
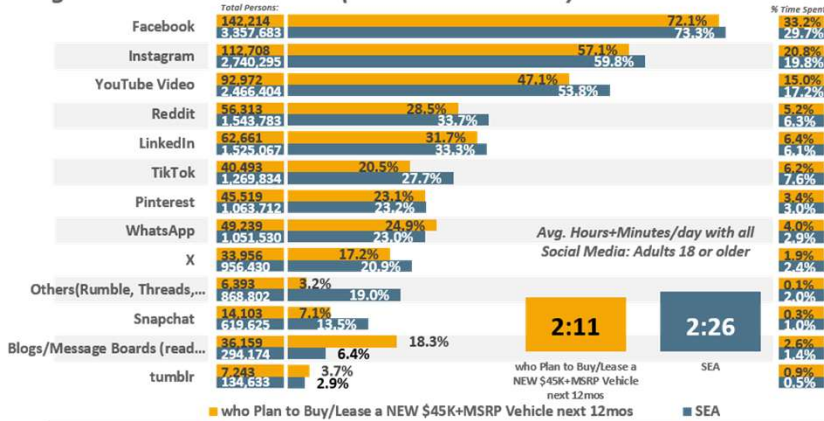
soefa.ai Share of Everything for Anything.

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

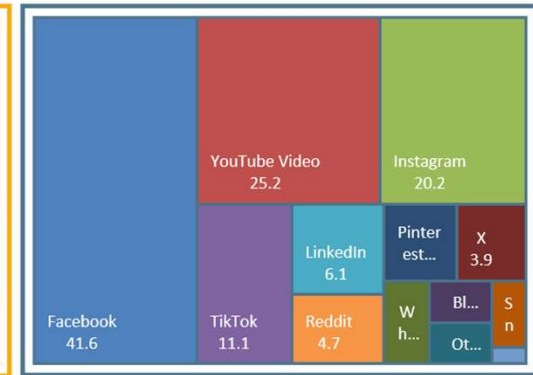
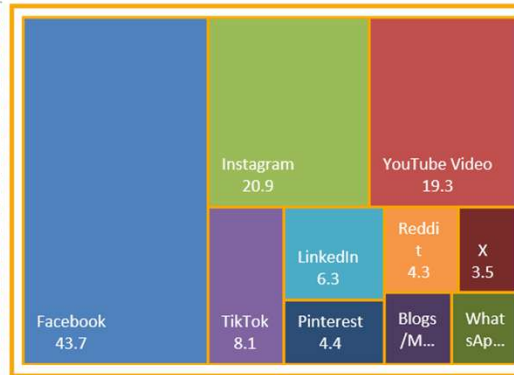
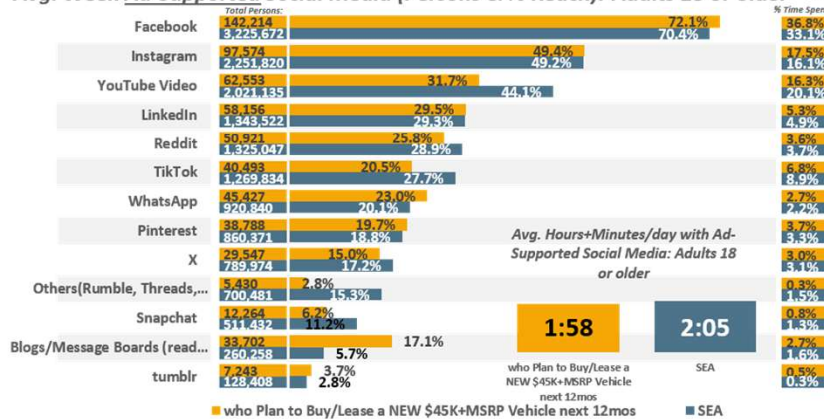


142,214 or 72.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 43.7 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

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



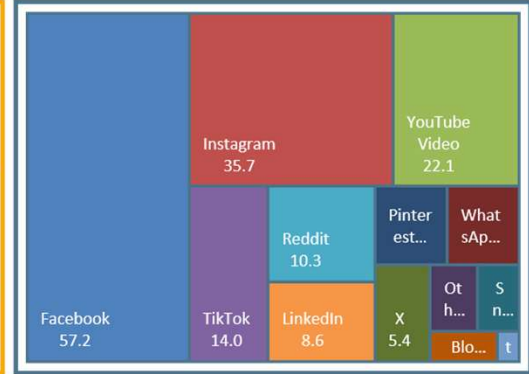
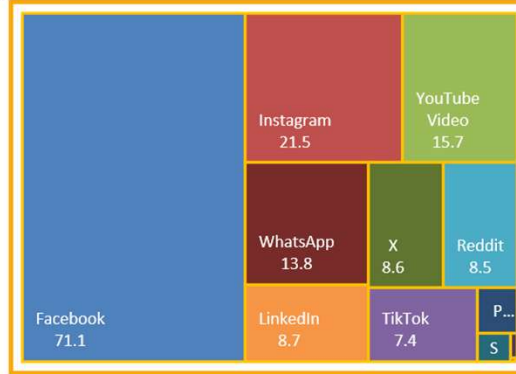
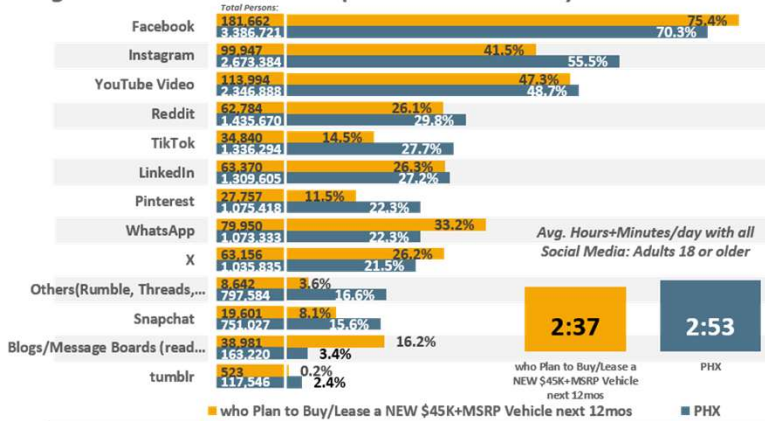
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



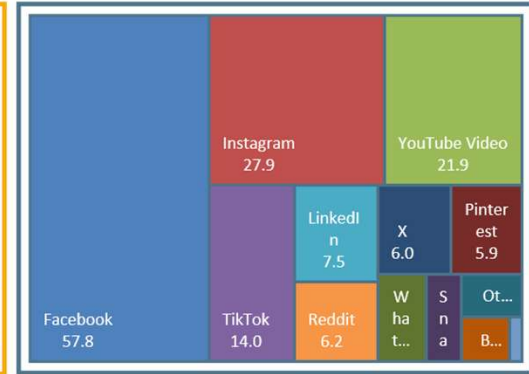
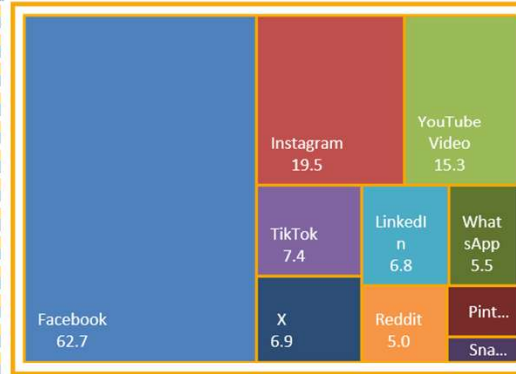
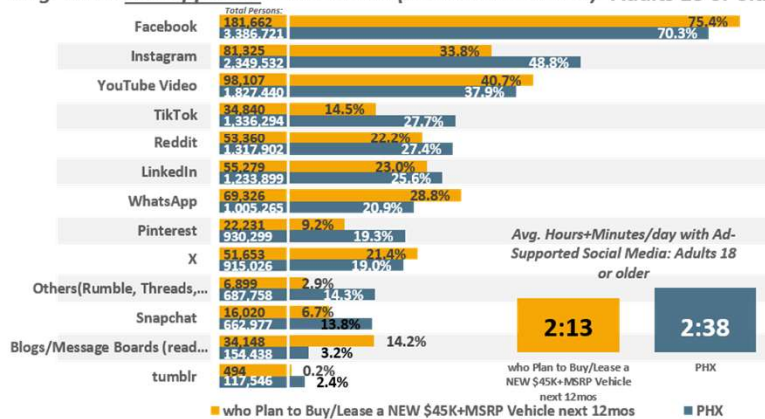


181,662 or 75.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 62.7 minutes every day representing 46.8% of all time spent daily with Ad-Supported Social Media.

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

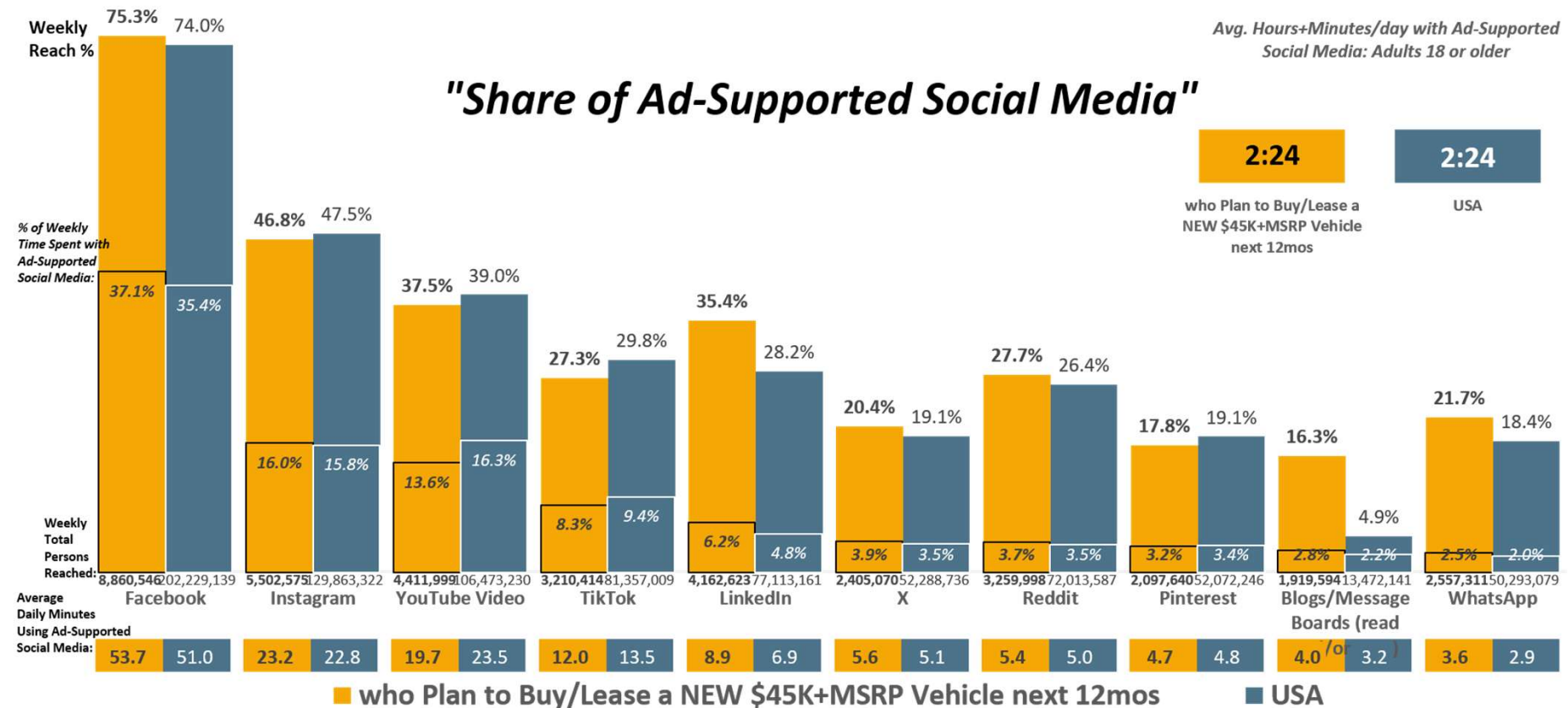


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



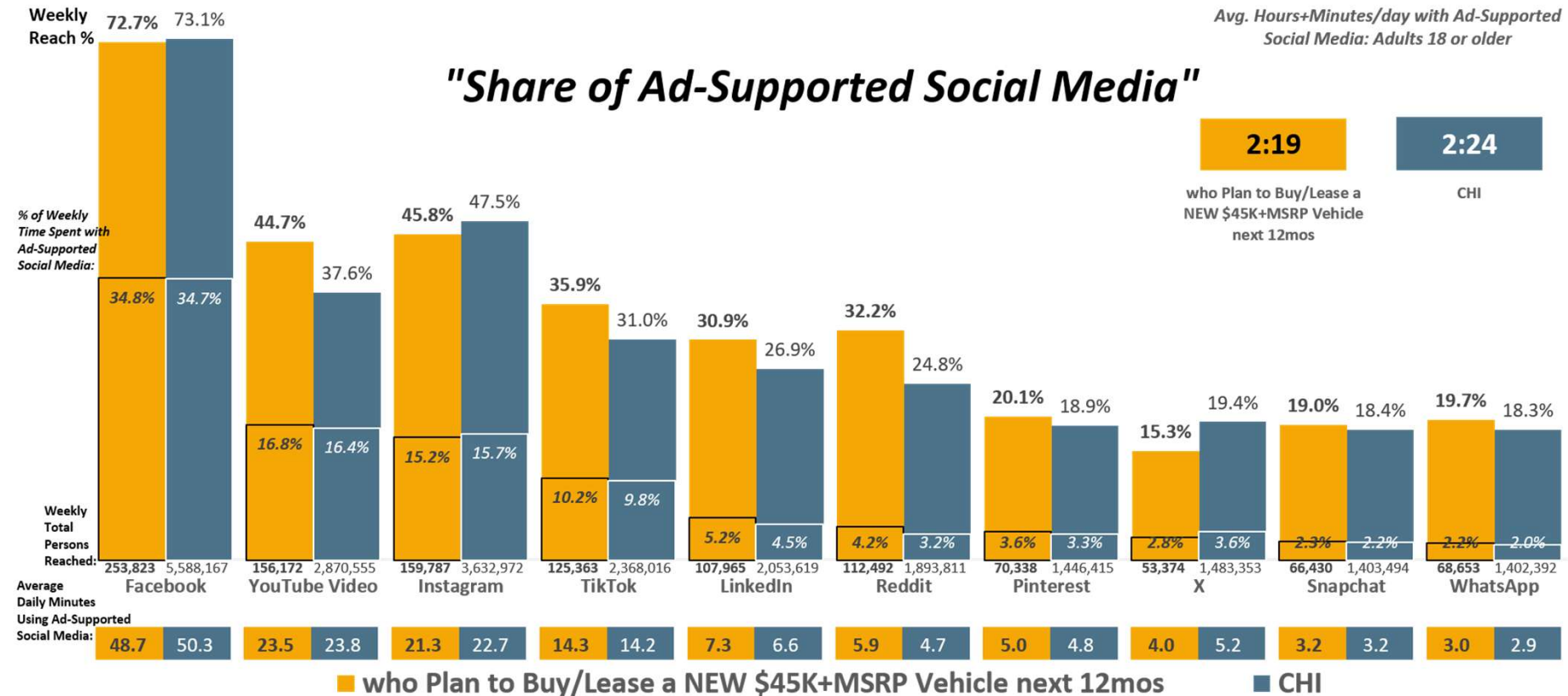


8,860,546 or 75.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 53.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.





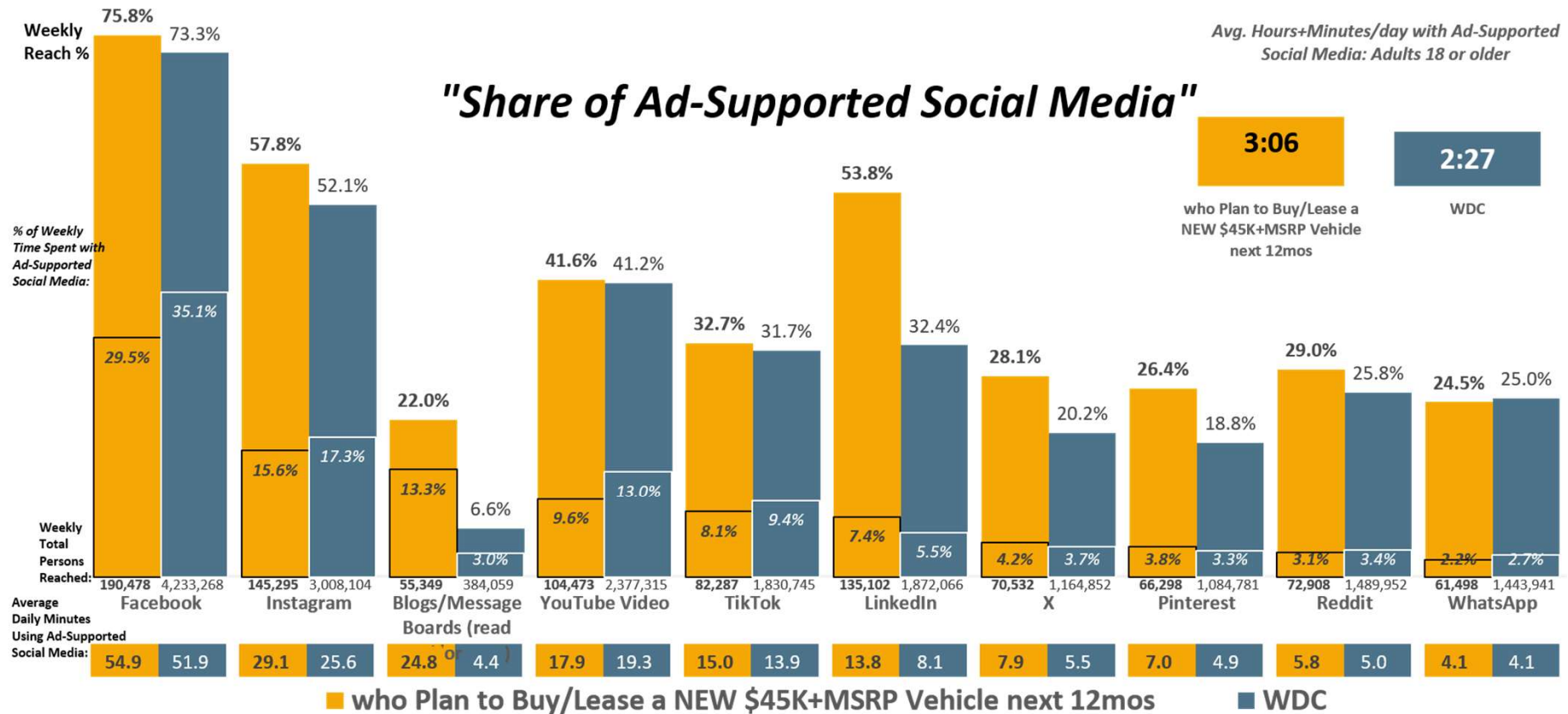
253,823 or 72.7% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 48.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.





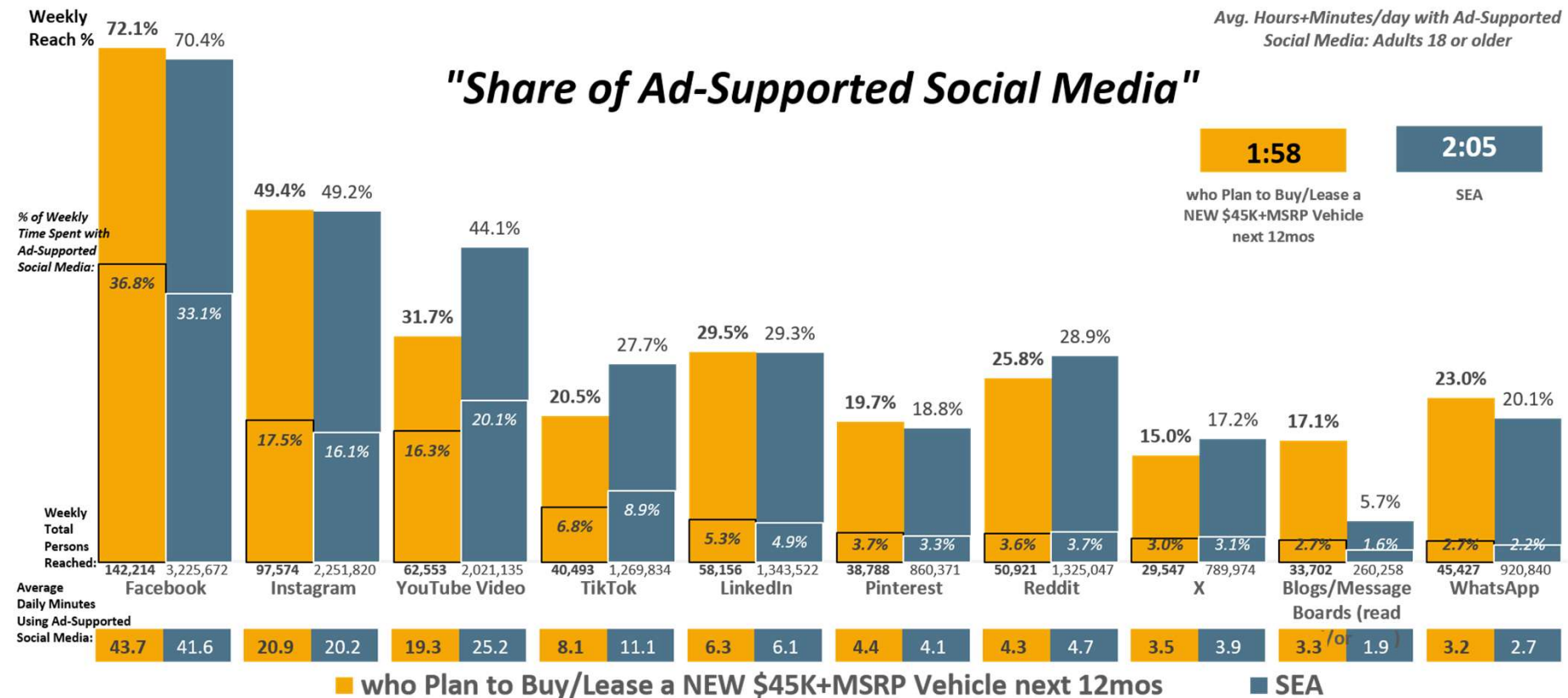
190,478 or 75.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 54.9 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

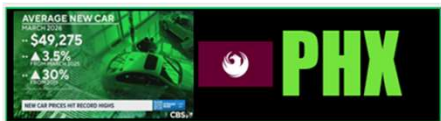
"Share of Ad-Supported Social Media"





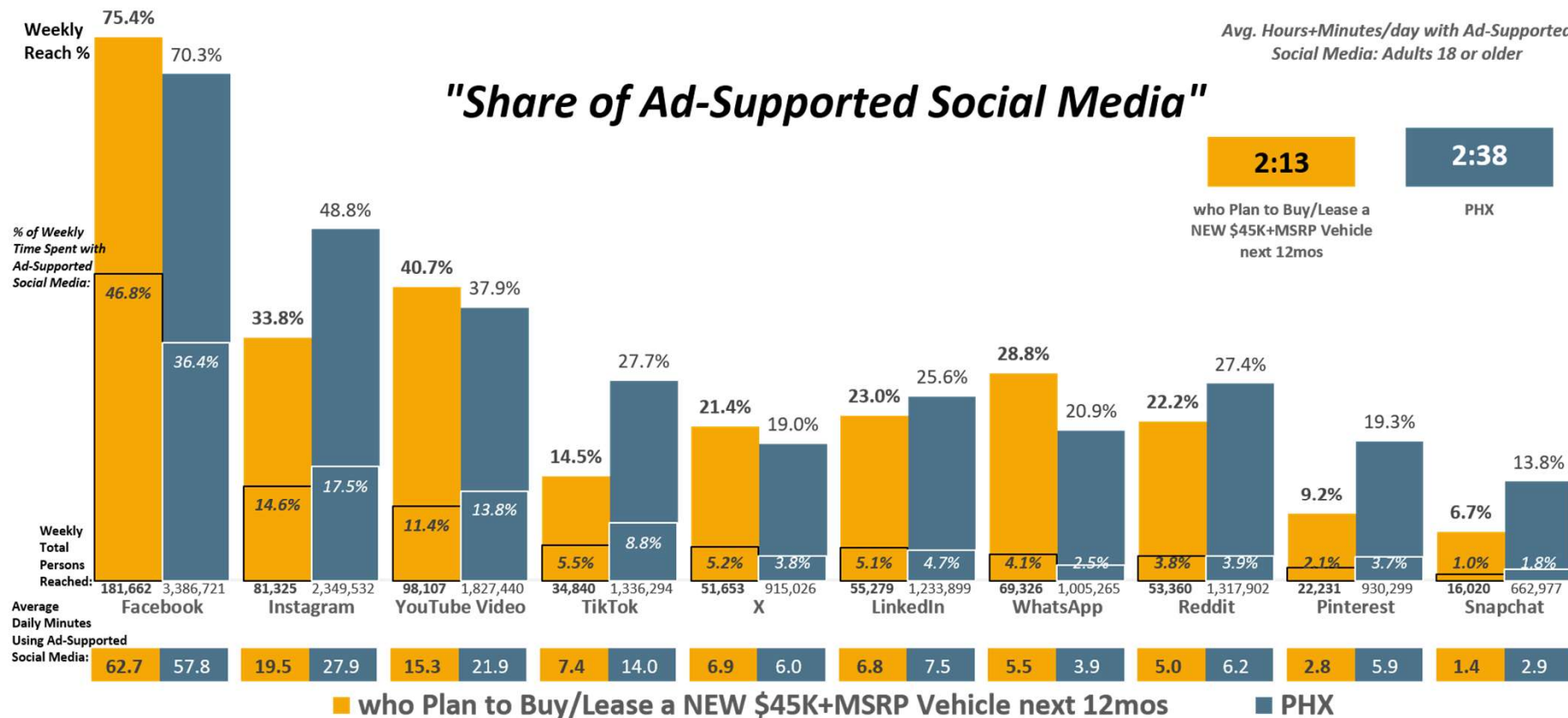
142,214 or 72.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 43.7 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.





181,662 or 75.4% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos use Ad-Supported Facebook for an average of 62.7 minutes every day representing 46.8% of all time spent daily with Ad-Supported Social Media.

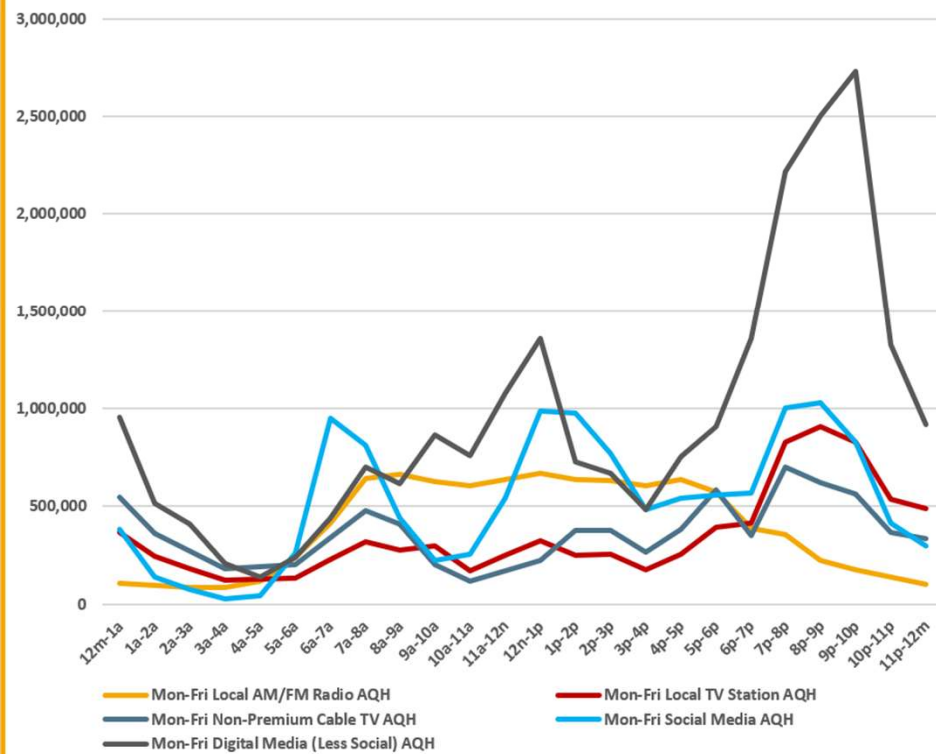
"Share of Ad-Supported Social Media"



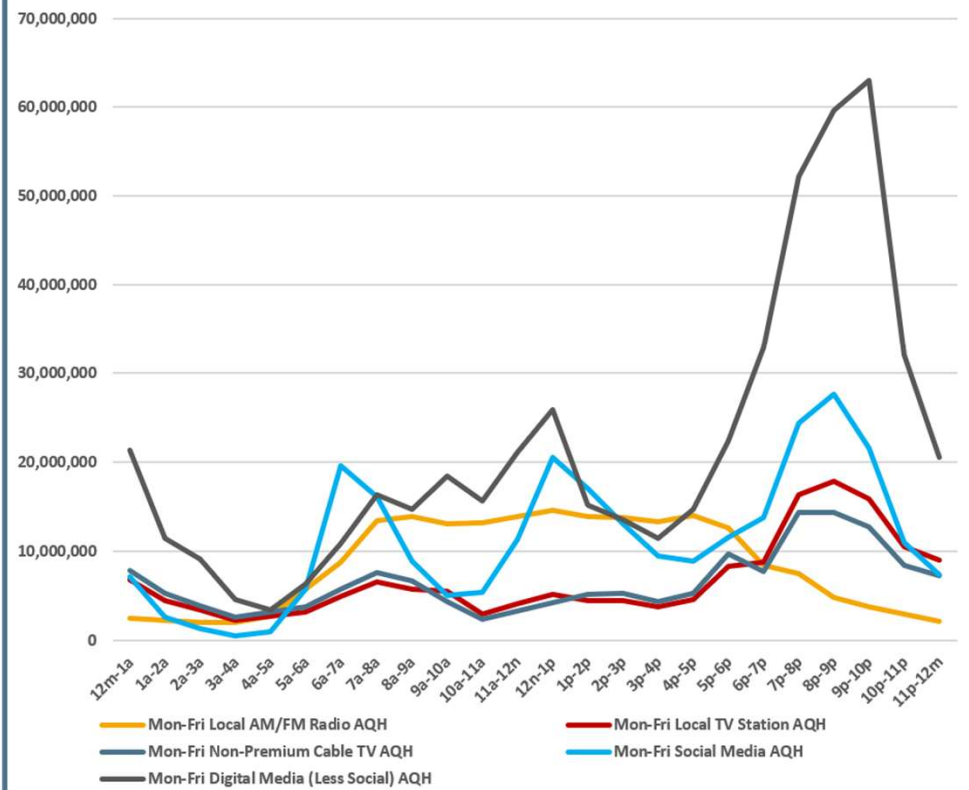


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 825,279; Social Media: 624,147; Local Radio: 595,082; Non-Prem. Cable: 329,858; Local TV: 278,873 reaching Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

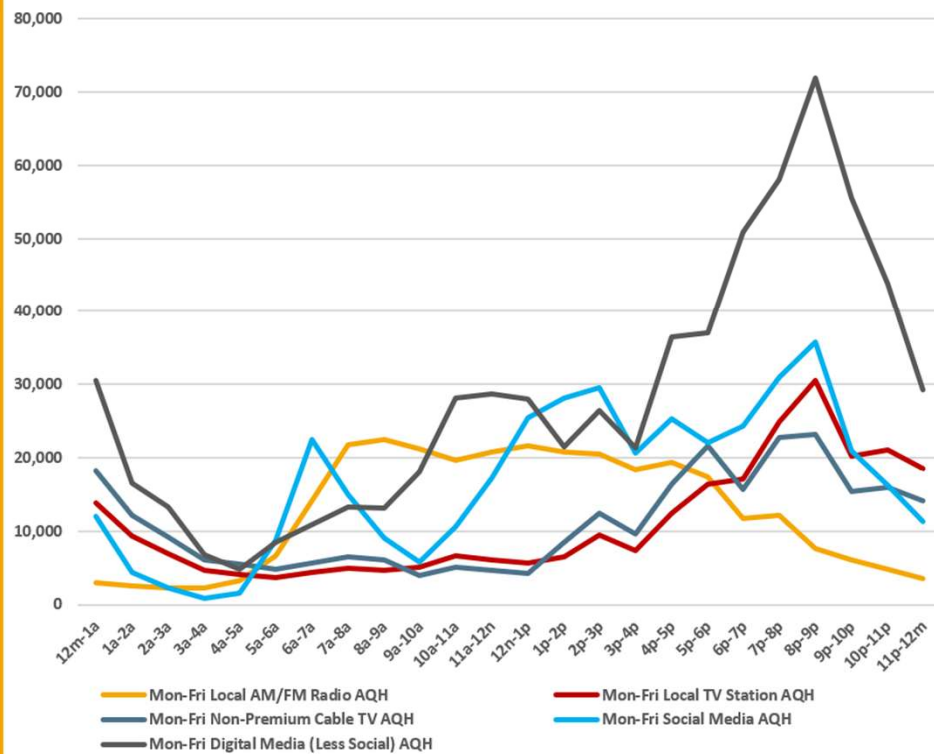
(Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$45,000 - \$59,999 OR Amt HHLD plans to pay for new/leased vehicle nxt 12 mo(HHLD): \$60,000 or more)

soefa.ai Share of Everything
 for Anything ®

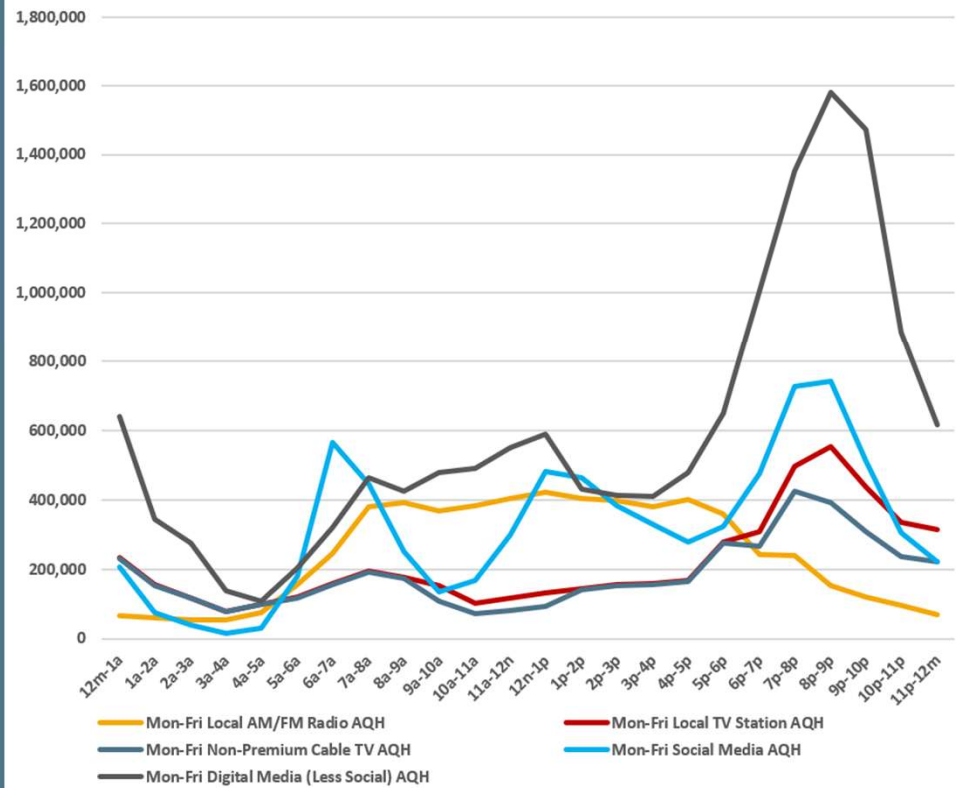


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,671; Social Media: 19,649; Local Radio: 19,192; Non-Prem. Cable: 9,279; Local TV: 8,210 reaching Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next

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



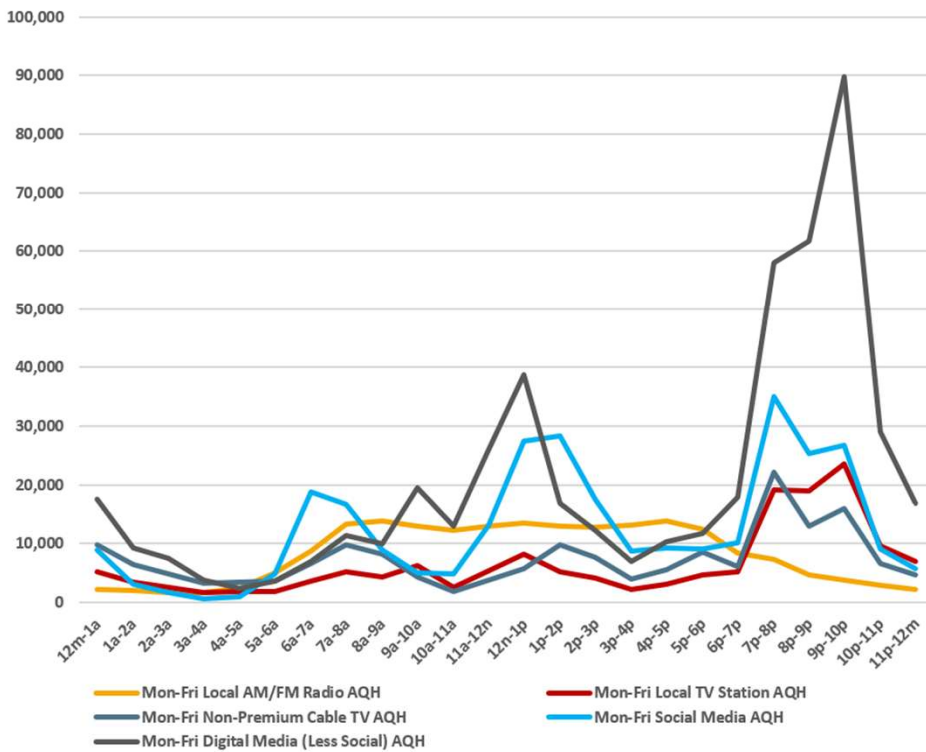
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



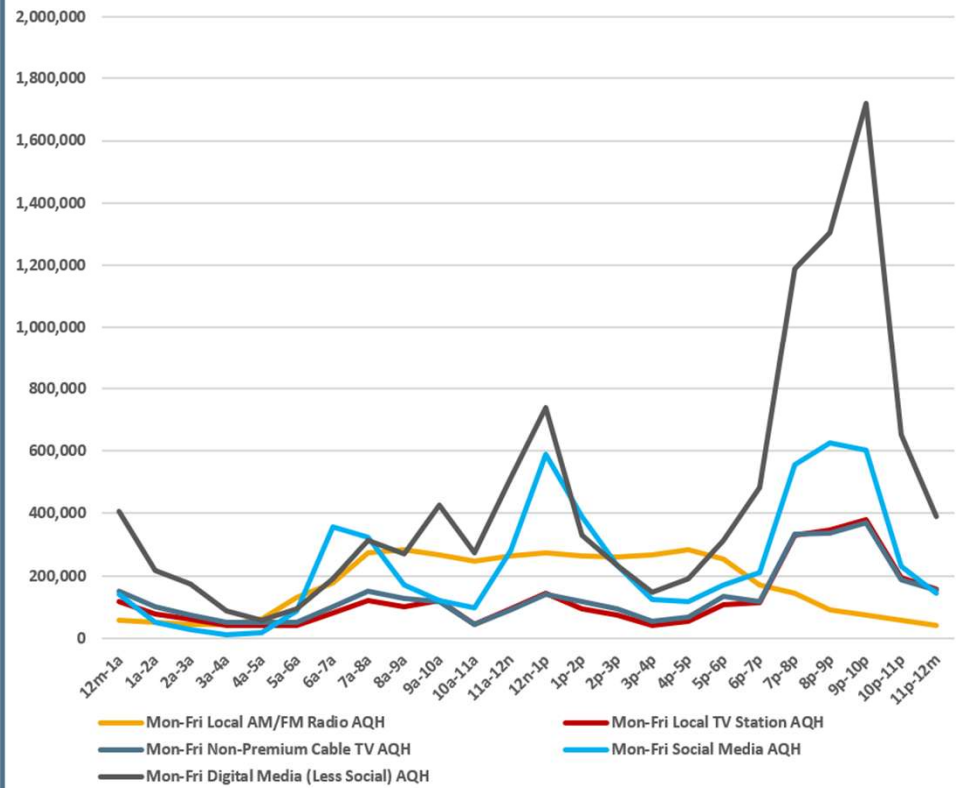


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,504; Social Media: 13,696; Local Radio: 12,377; Non-Prem. Cable: 6,288; Local TV: 4,606 reaching Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next

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



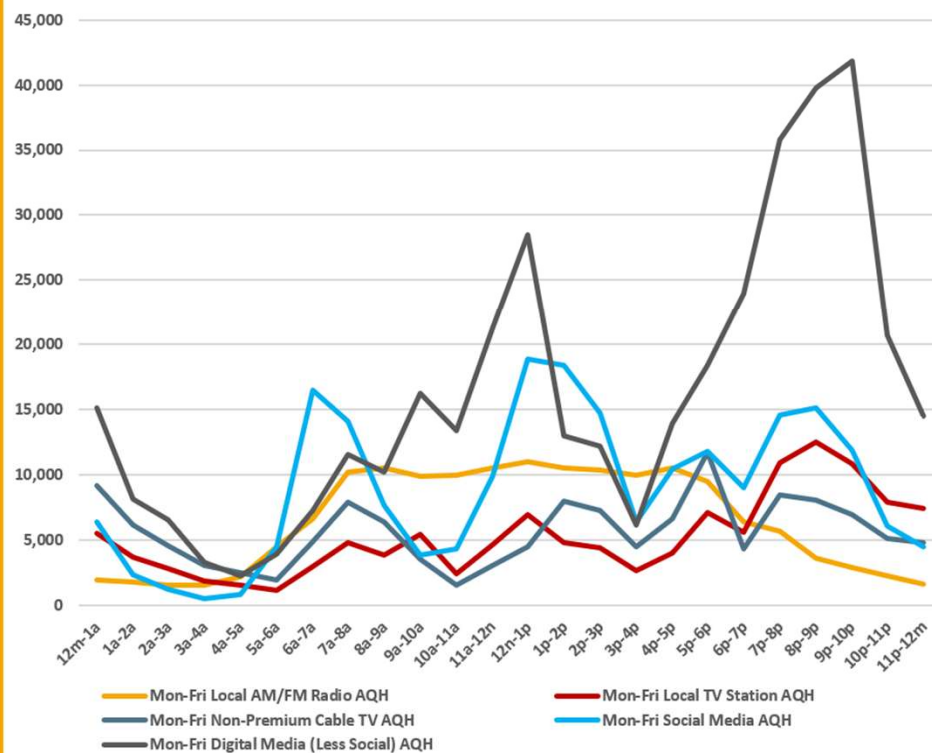
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



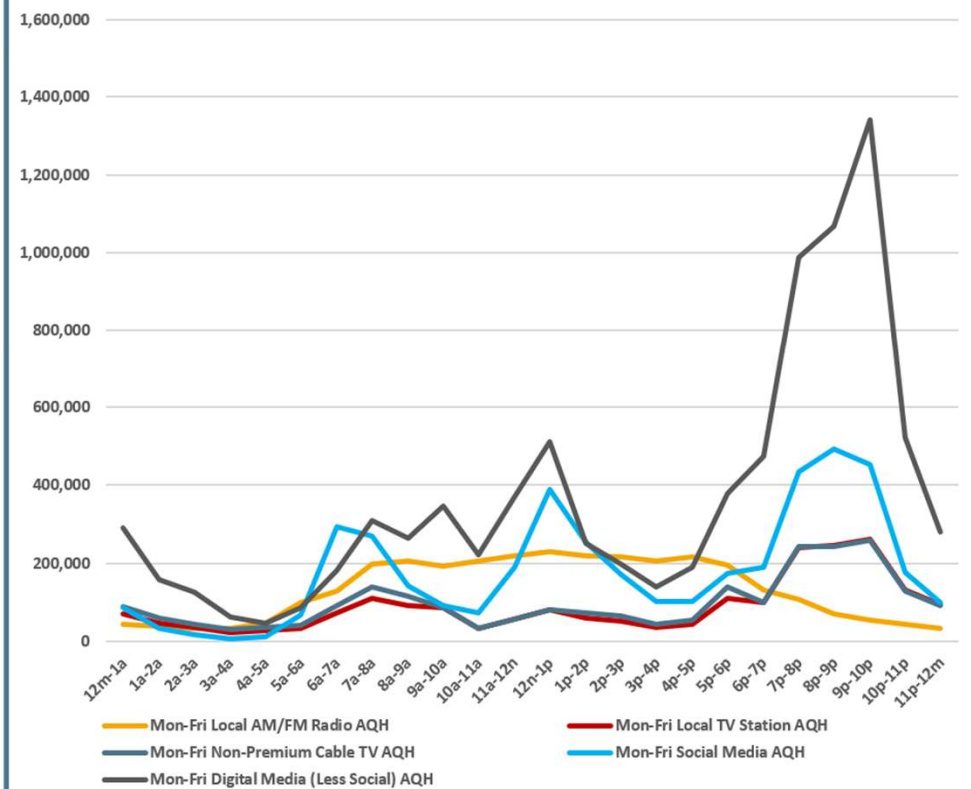


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,078; Social Media: 11,226; Local Radio: 9,686; Non-Prem. Cable: 5,699; Local TV: 4,587 reaching Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 1

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



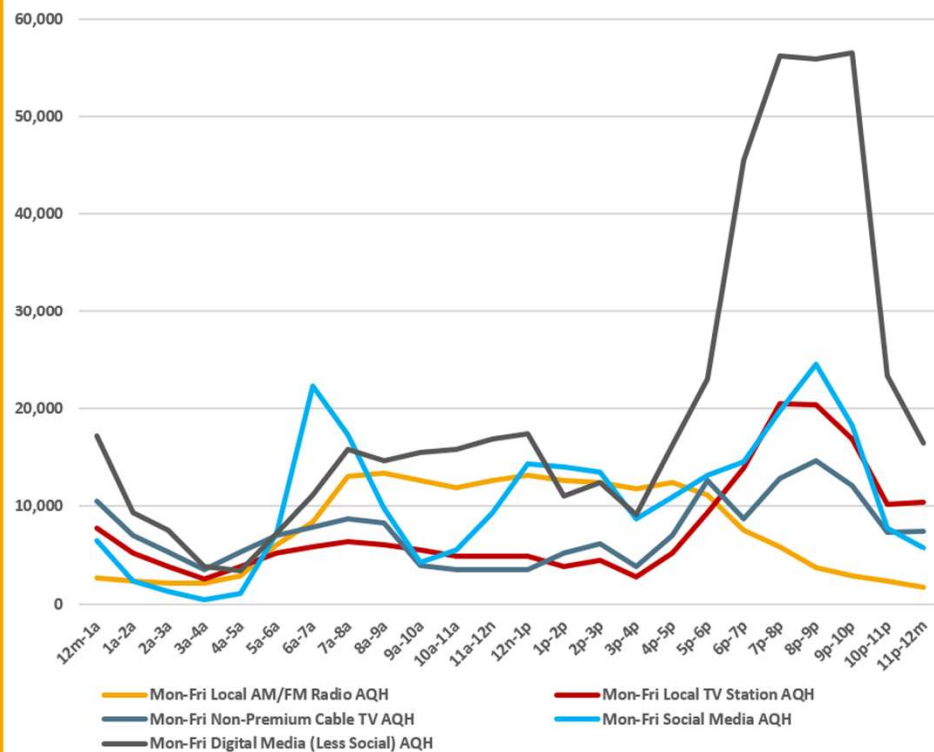
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



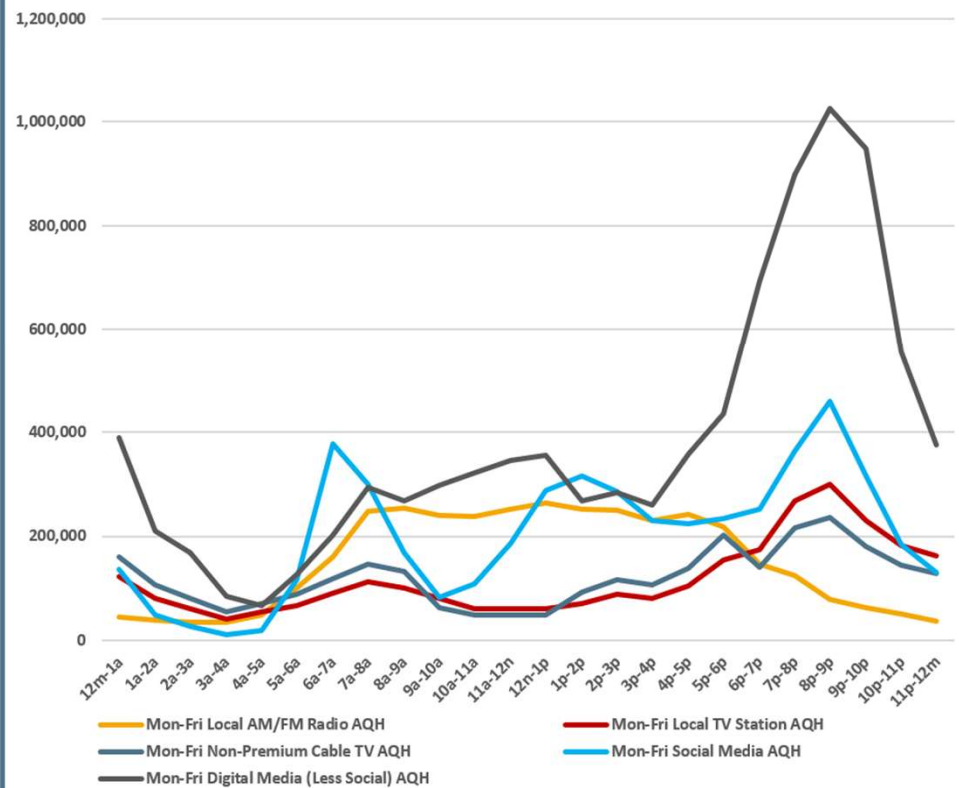


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,284; Social Media: 12,137; Local Radio: 11,795; Non-Prem. Cable: 6,382; Local TV: 6,017 reaching Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next

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



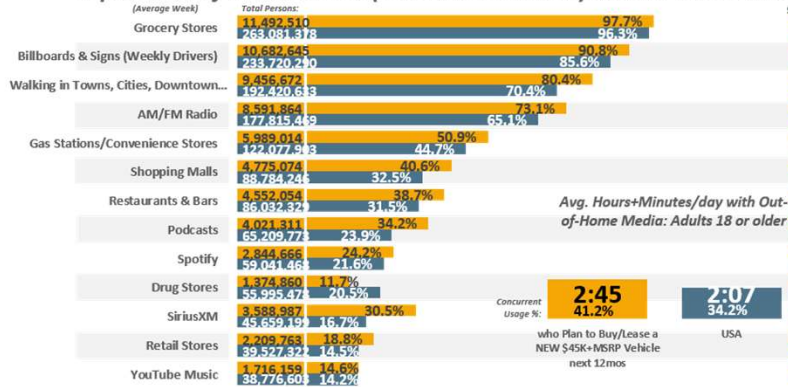
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



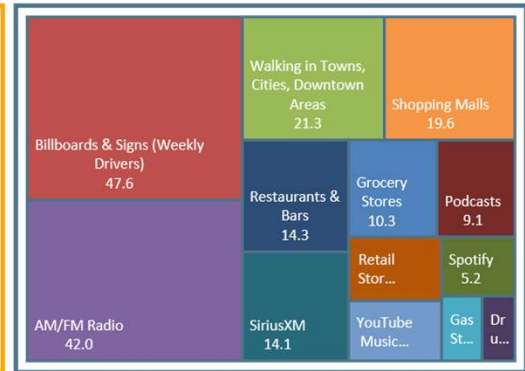
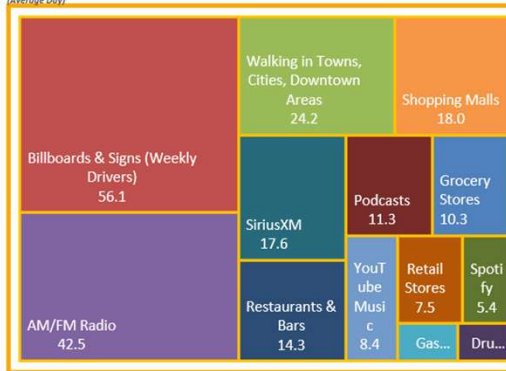


10,682,645 or 90.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minut

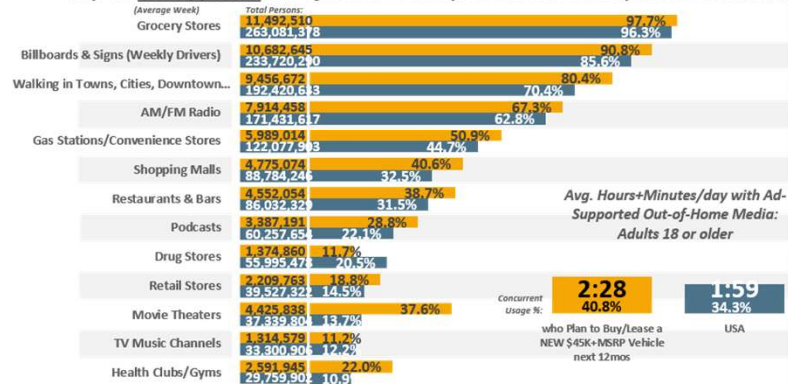
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



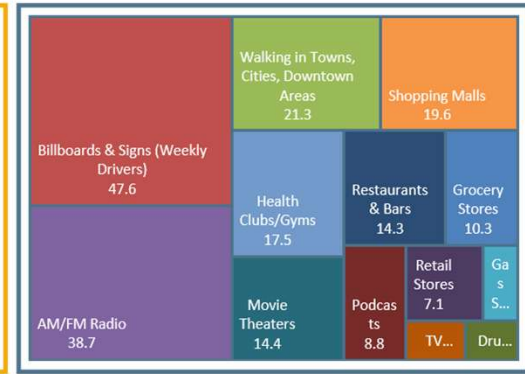
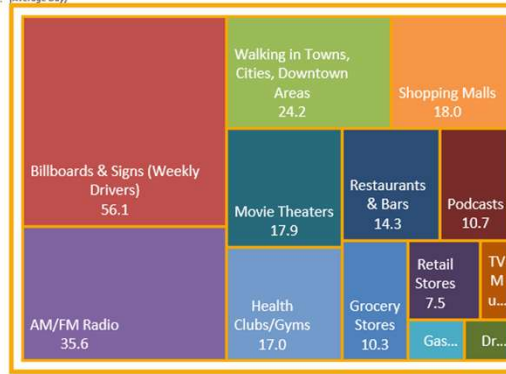
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

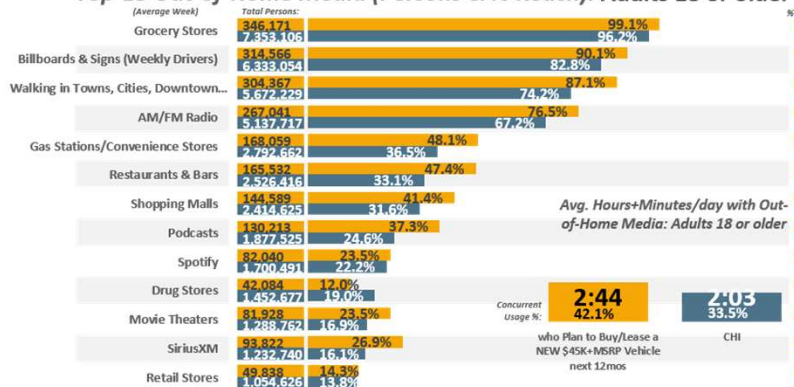
soefa.ai Share of Everything for Anything

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



314,566 or 90.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 58.6 minutes per day driving, seeing Billboards and Signs. 72.7% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/

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



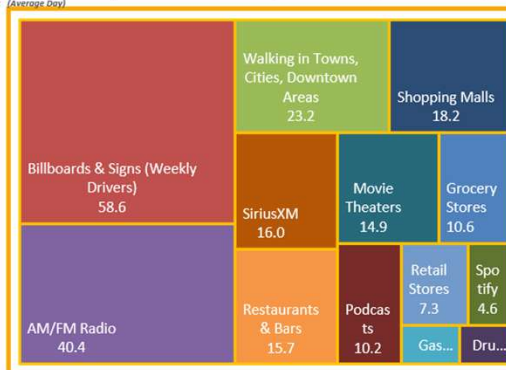
Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:44 42.1%

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

CHI

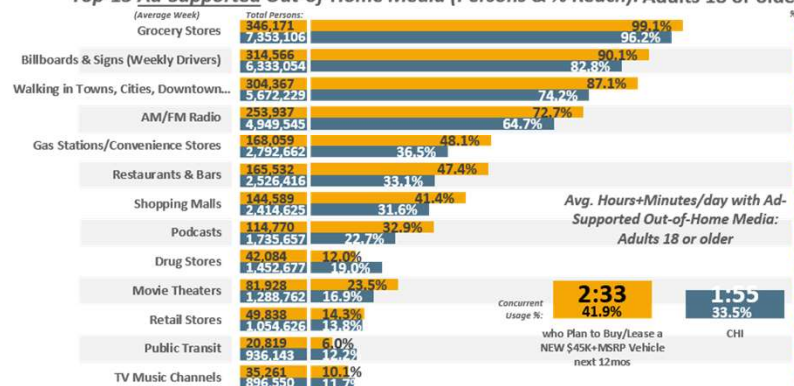
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

CHI

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



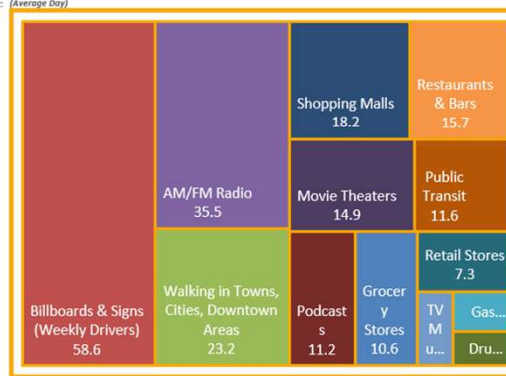
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Concurrent Usage %: 2:33 41.9%

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

CHI

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



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

CHI

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

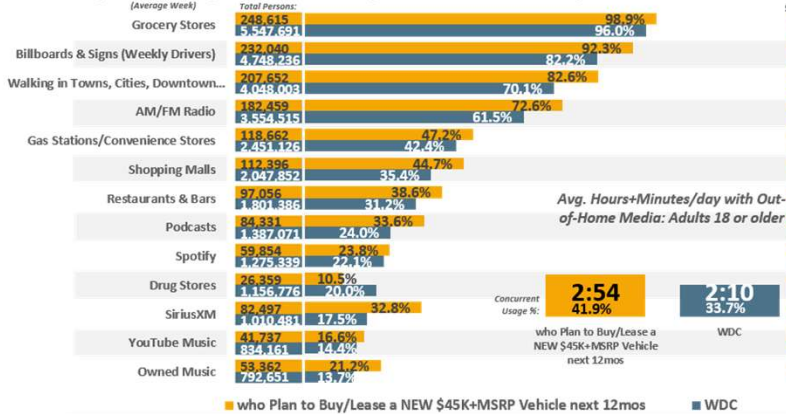
soefa.ai Share of Everything for Anything

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

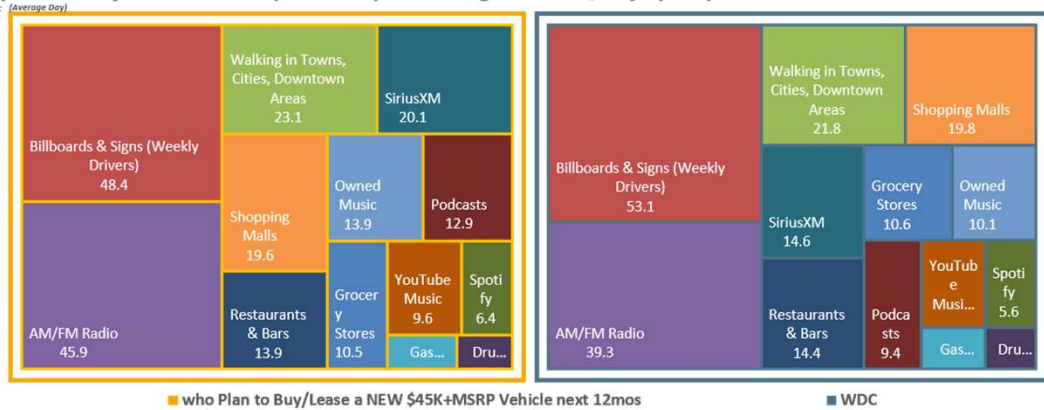


232,040 or 92.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 48.4 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 37. minutes/d

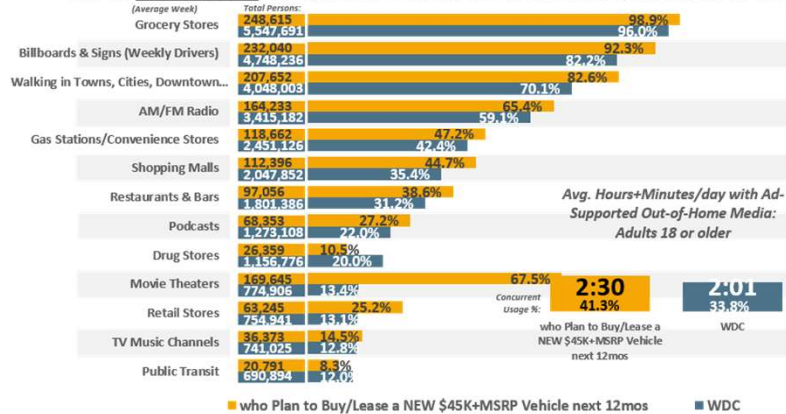
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



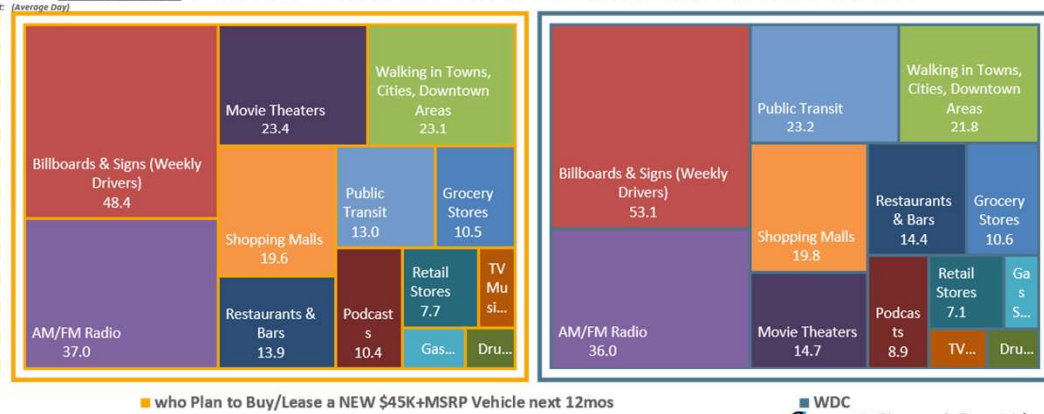
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 253
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

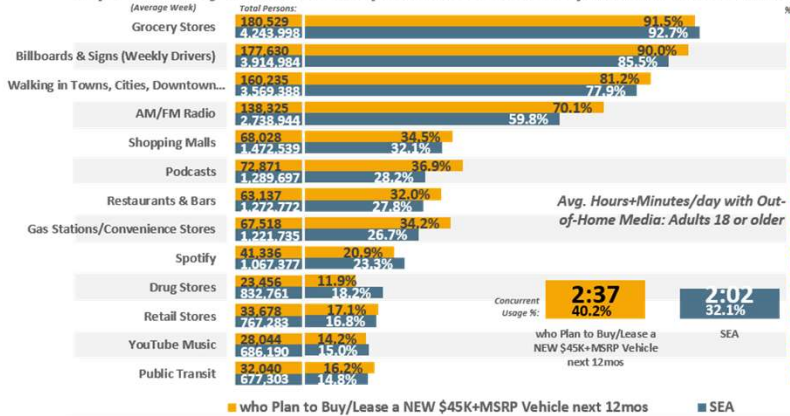
soefa.ai Share of Everything for Anything

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



177,630 or 90.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 48.3 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 32. minutes/da

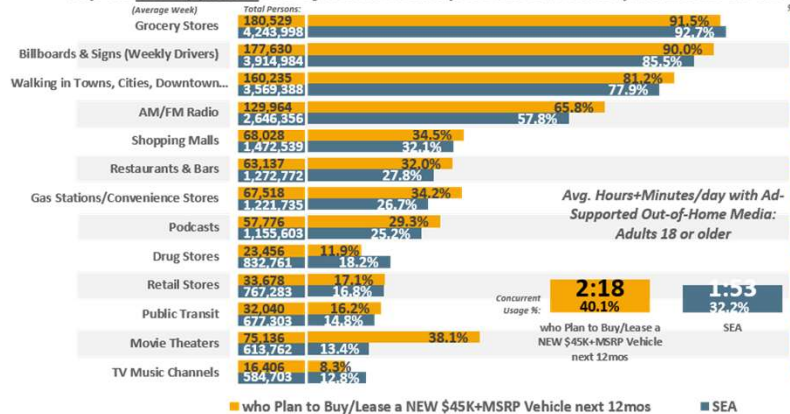
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



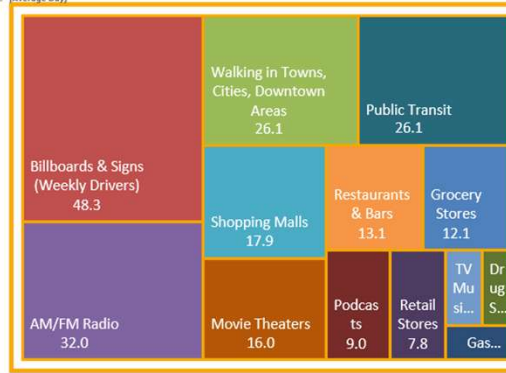
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



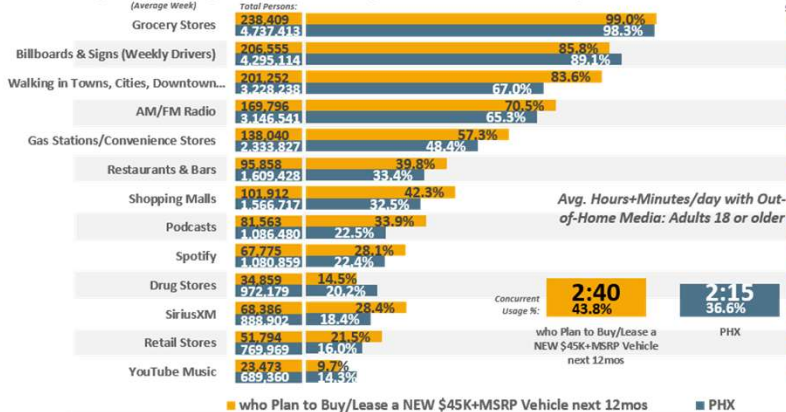
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



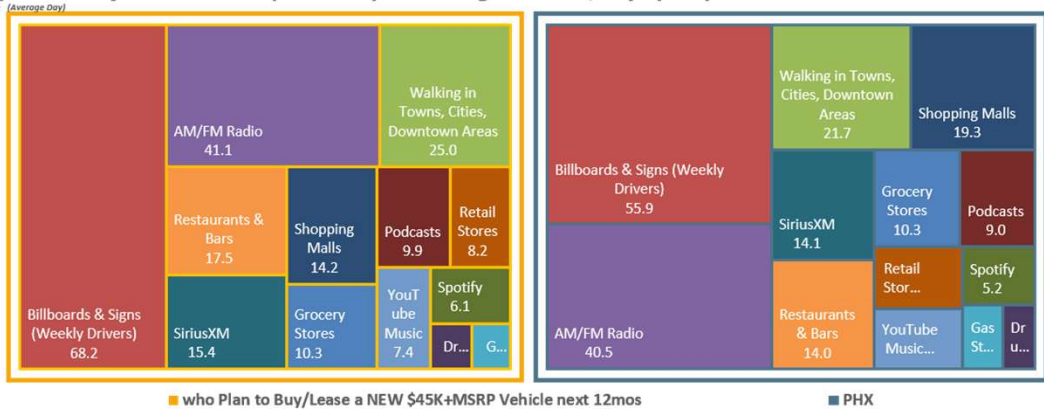


206,555 or 85.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 68.2 minutes per day driving, seeing Billboards and Signs. 65.3% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/

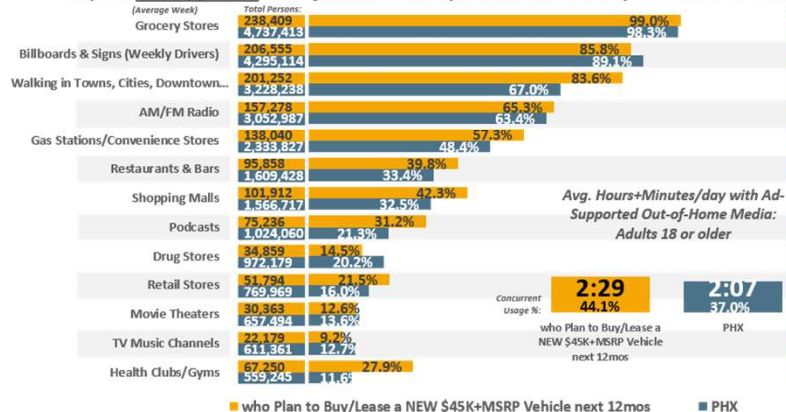
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



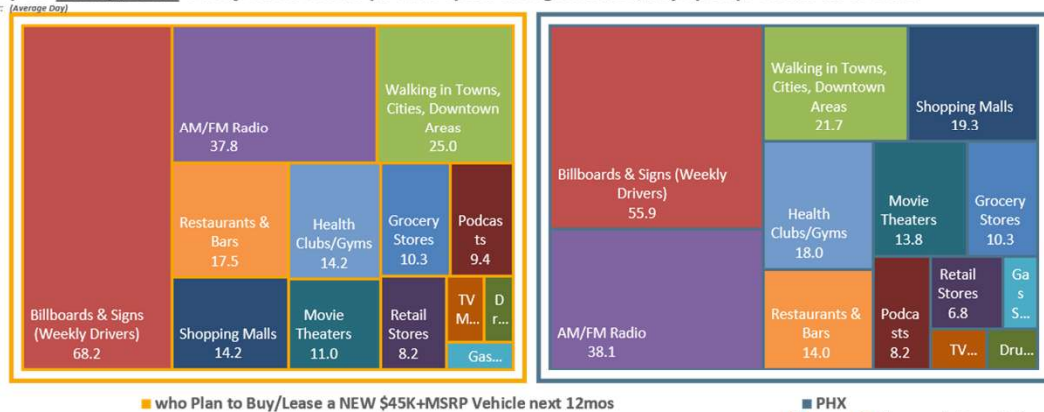
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

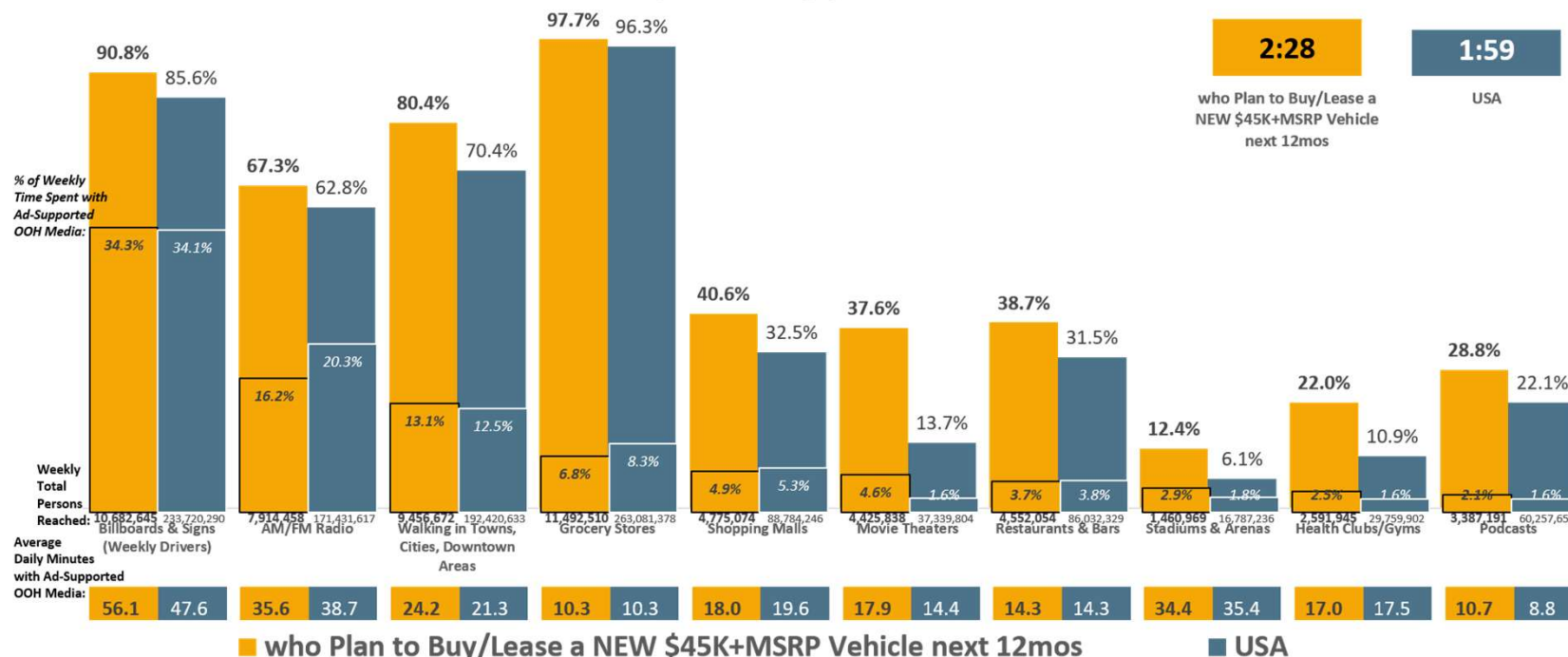


10,682,645 or 90.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 56.1 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

soefa.ai Share of Everything for Anything

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

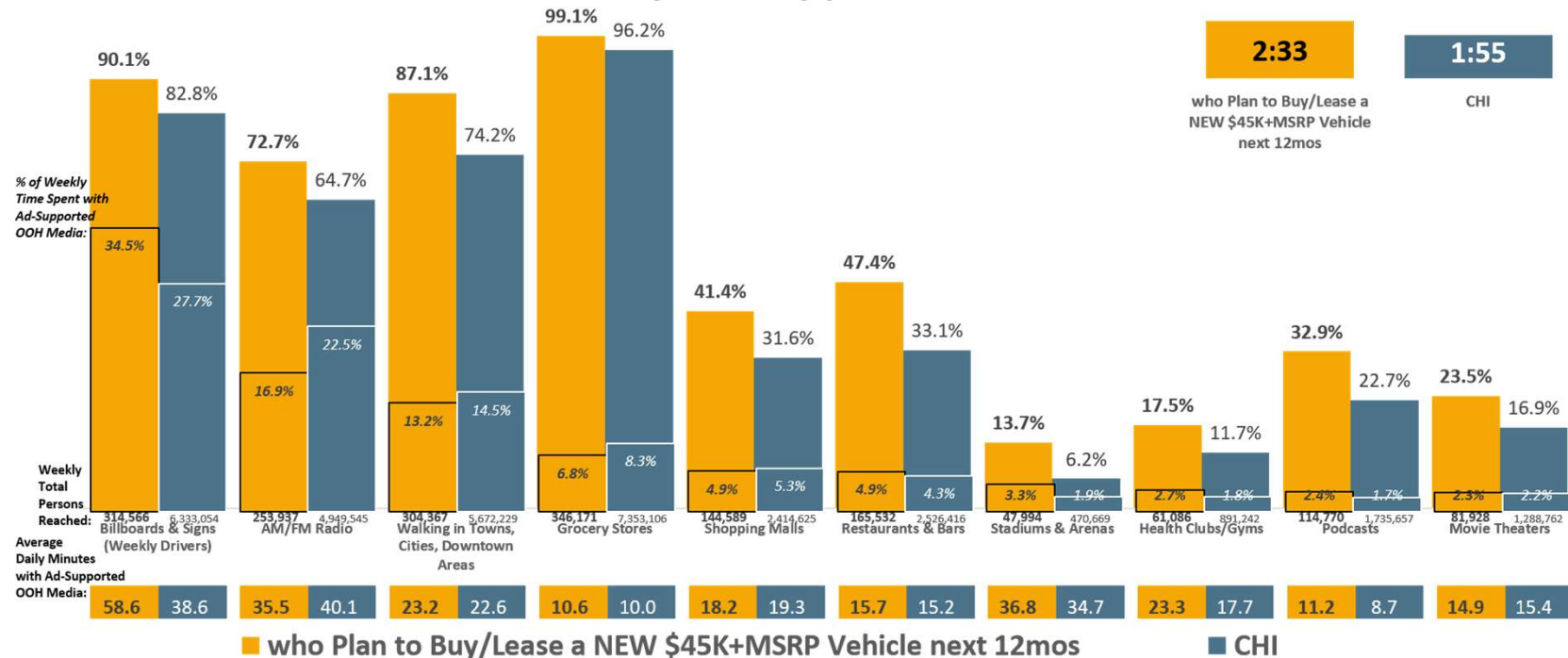


314,566 or 90.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 58.6 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

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

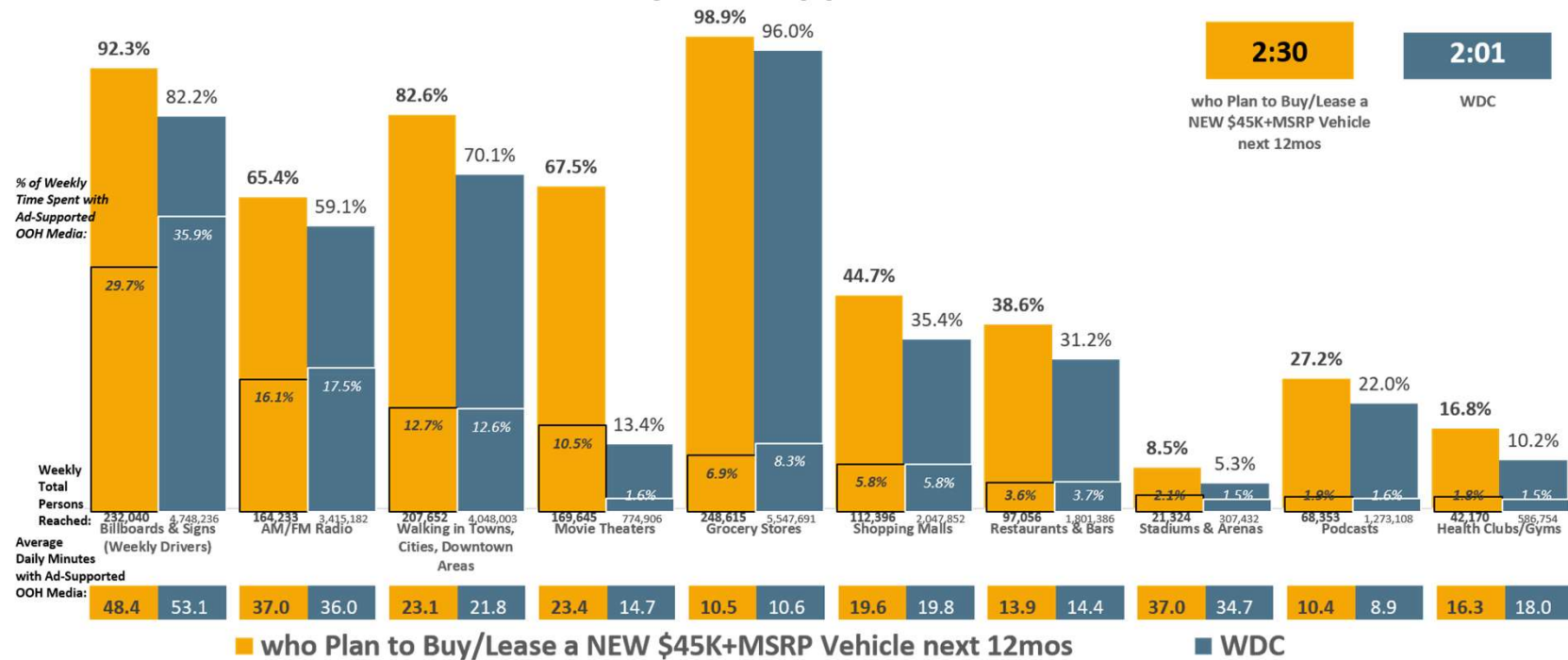


232,040 or 92.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 48.4 minutes per day driving, seeing Billboards and Signs representing 29.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 253 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

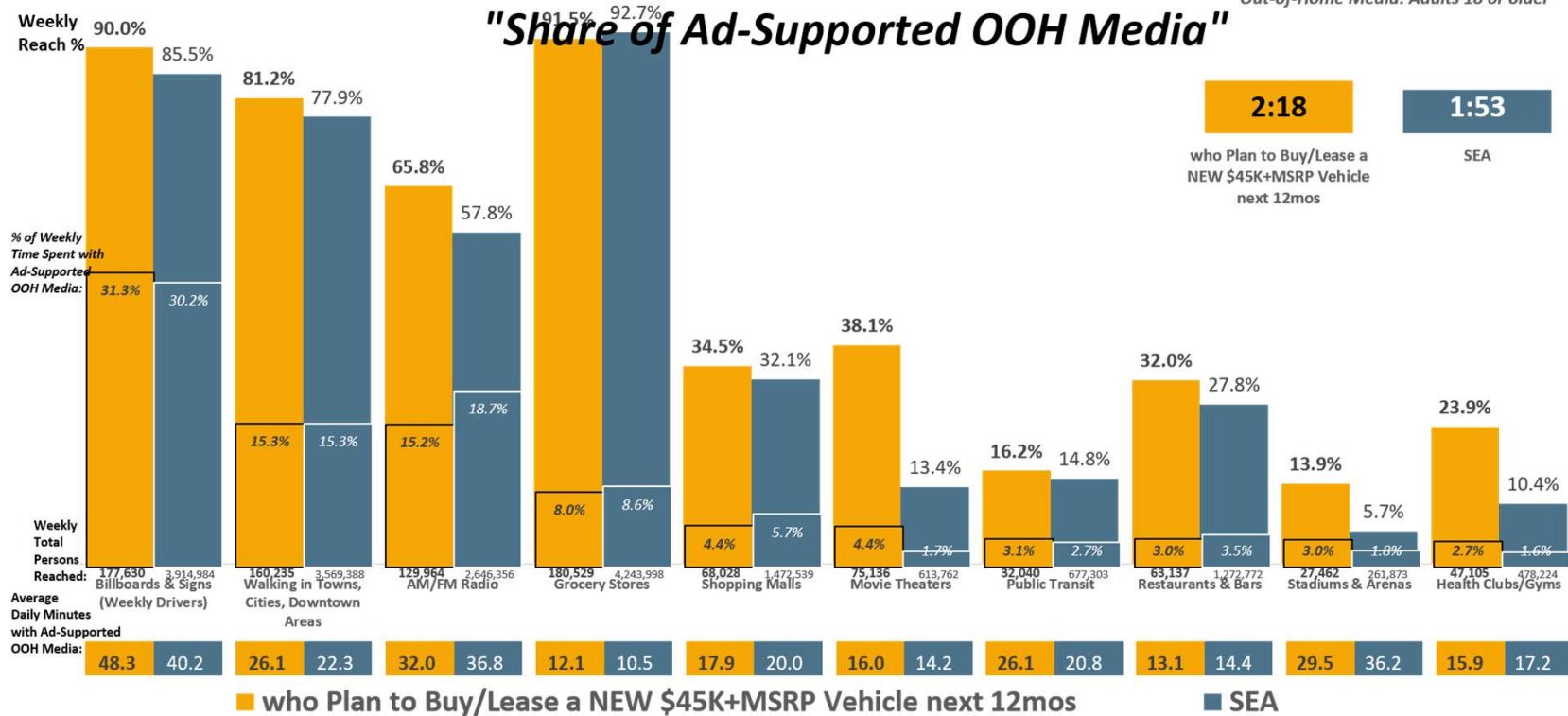
soefa.ai Share of Everything for Anything

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



177,630 or 90.0% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 48.3 minutes per day driving, seeing Billboards and Signs representing 31.3% of all Time Spent with Ad-Supported Out-of-Home Media.

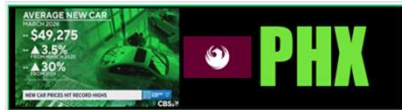
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 208 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

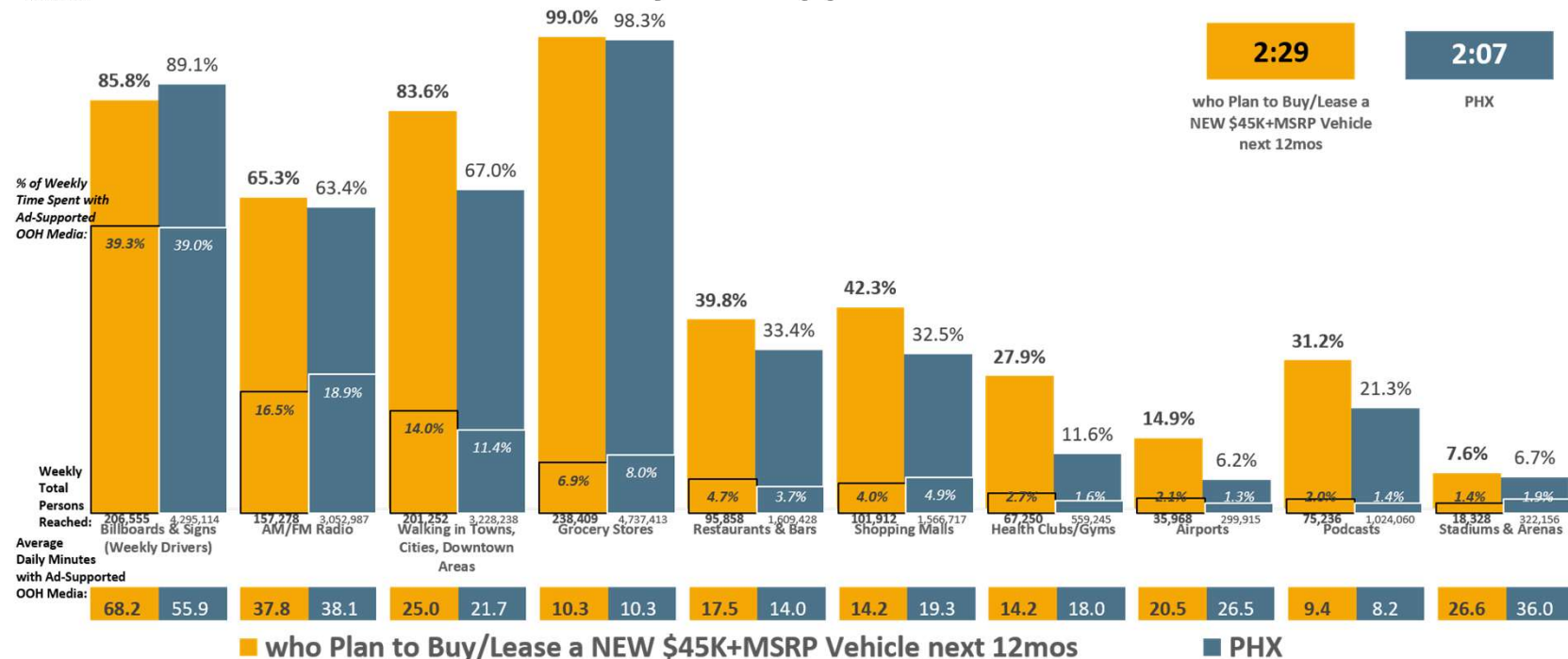


206,555 or 85.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 68.2 minutes per day driving, seeing Billboards and Signs representing 39.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

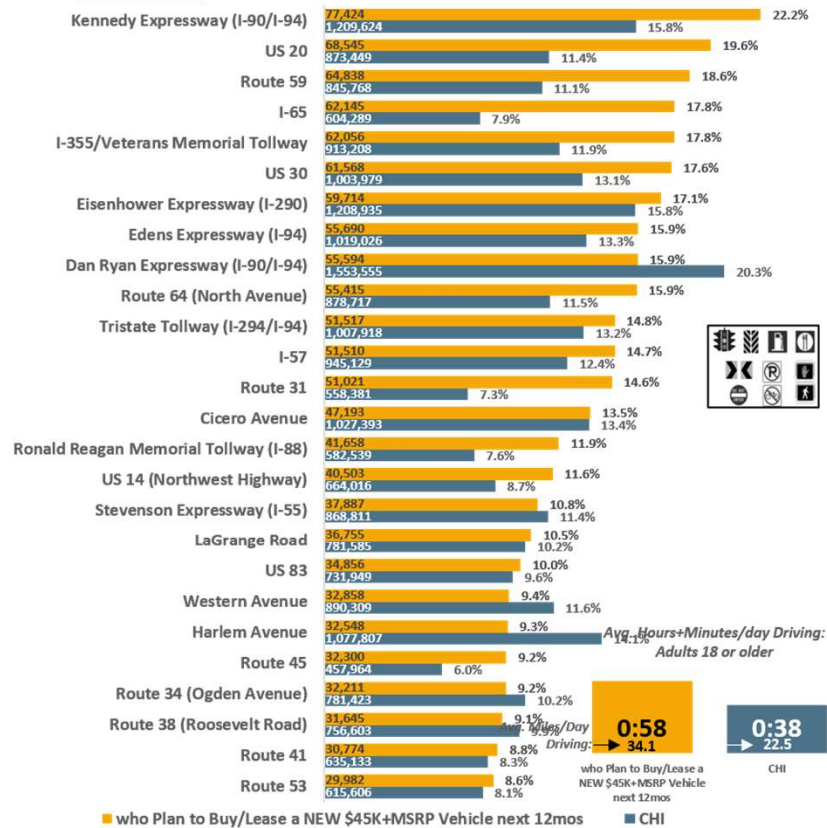
soefa.ai Share of Everything for Anything

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



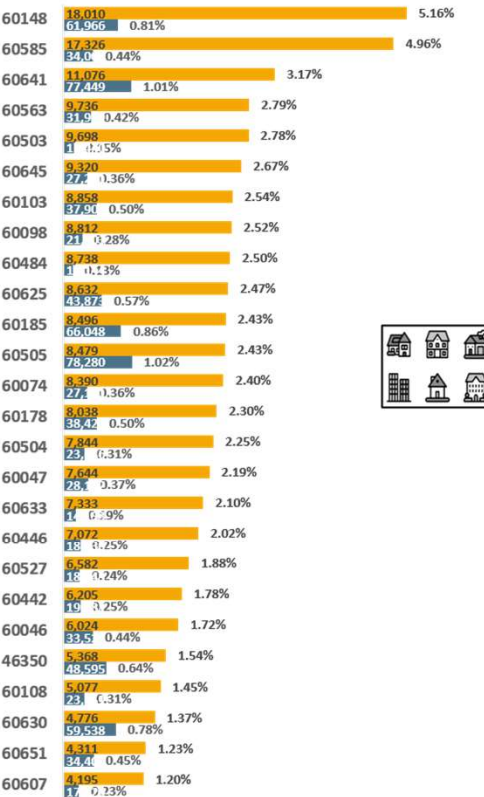
314,566 or 90.1% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 58.6 minutes per day driving an average of 34.1 miles each day and are 125.1% more likely to use I-65 than the Metro average.

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

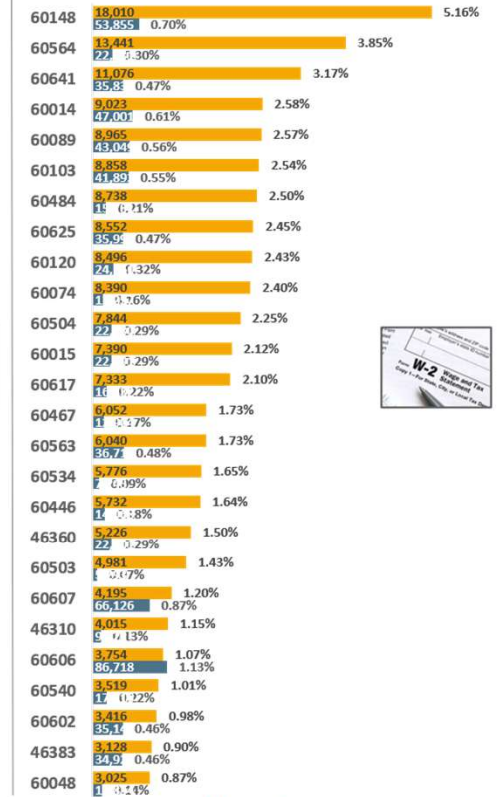


Avg. Hours+Minutes/day Driving:
Adults 18 or older
0:58
34.1
0:38
22.5
CHI

Top-26 Residential Zip Codes: Adults 18 or older



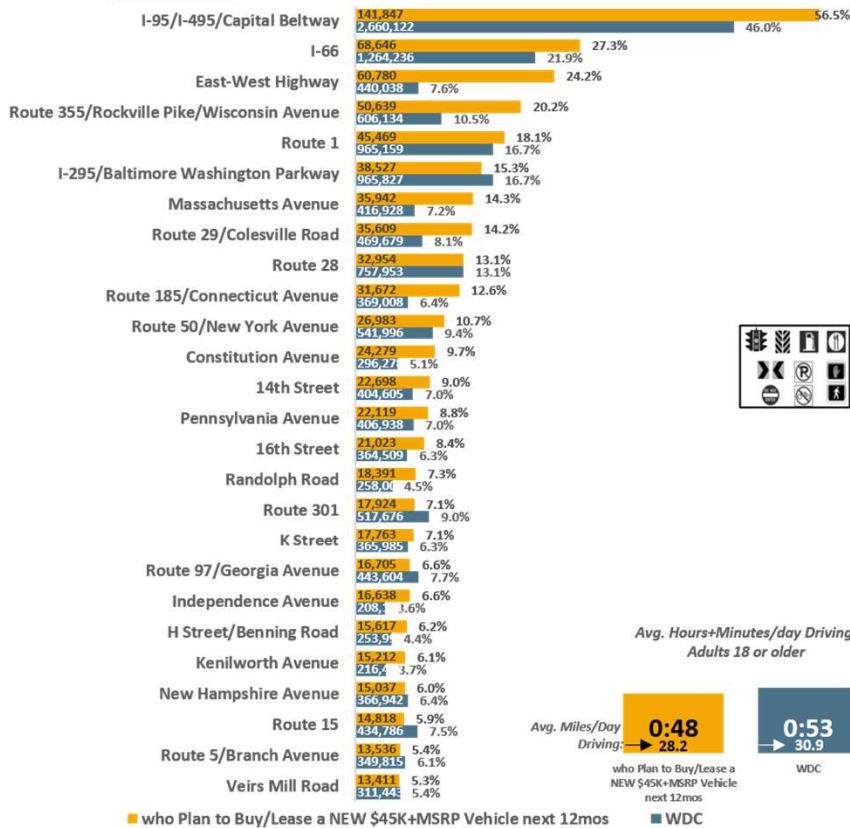
Top-26 Employment Zip Codes: Adults 18 or older



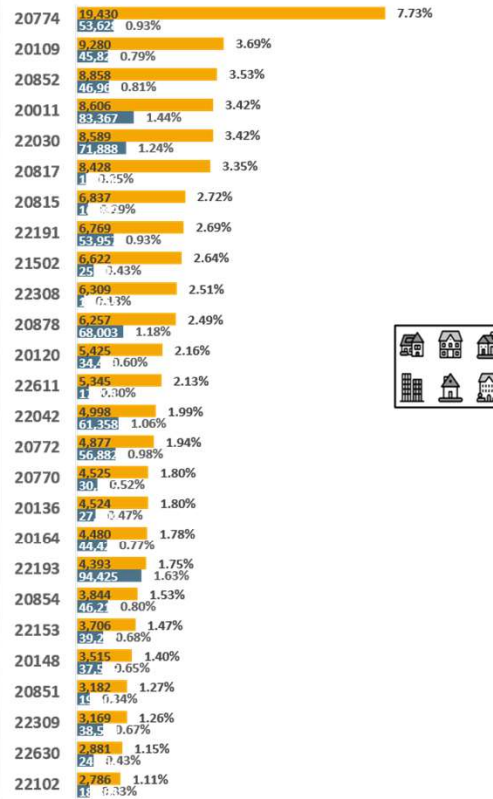


232,040 or 92.3% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 48.4 minutes per day driving an average of 28.2 miles each day and are 217.5% more likely to use East-West Highway than the Metro average.

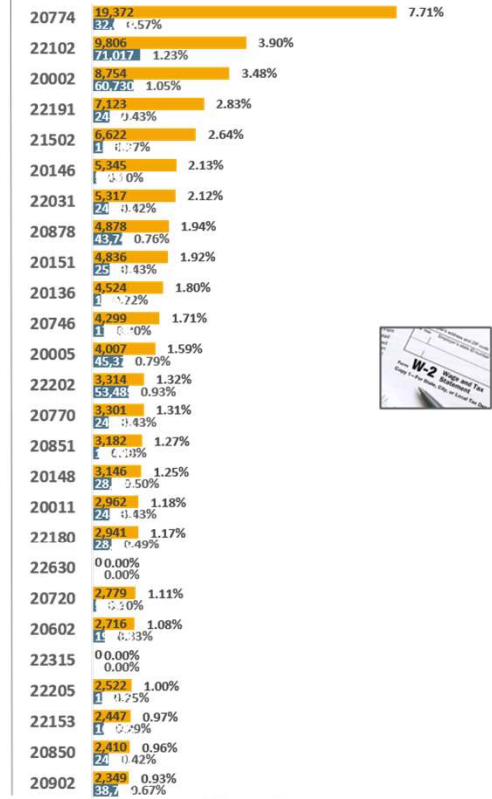
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



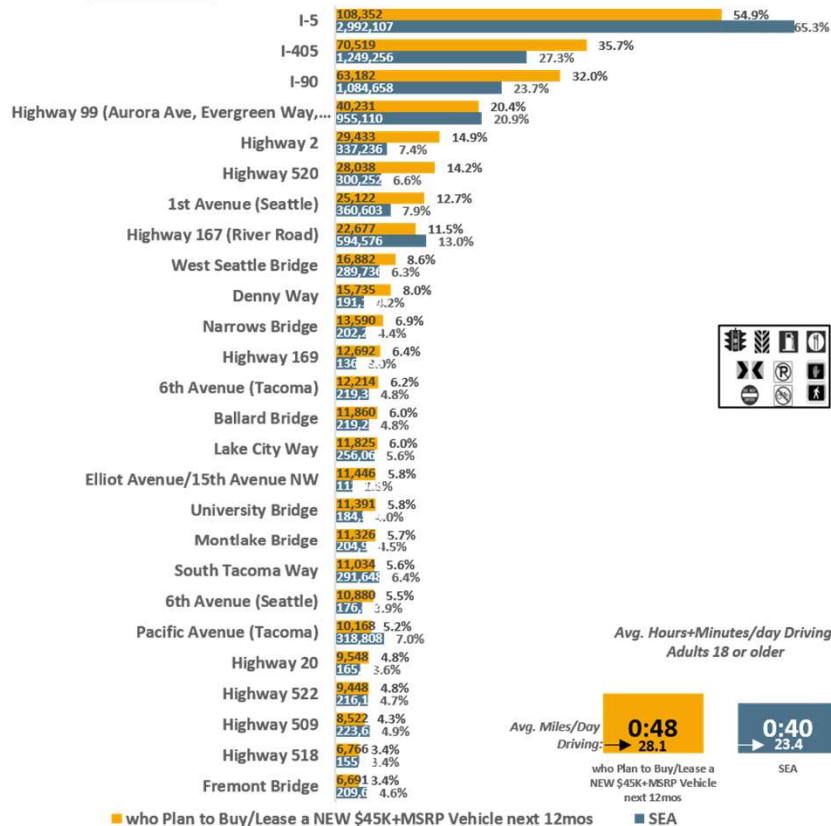
Top-26 Employment Zip Codes: Adults 18 or older





177,630 or 90.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 48.3 minutes per day driving an average of 28.1 miles each day and are 135.4% more likely to use Elliot Avenue/15th Avenue NW than the Metro

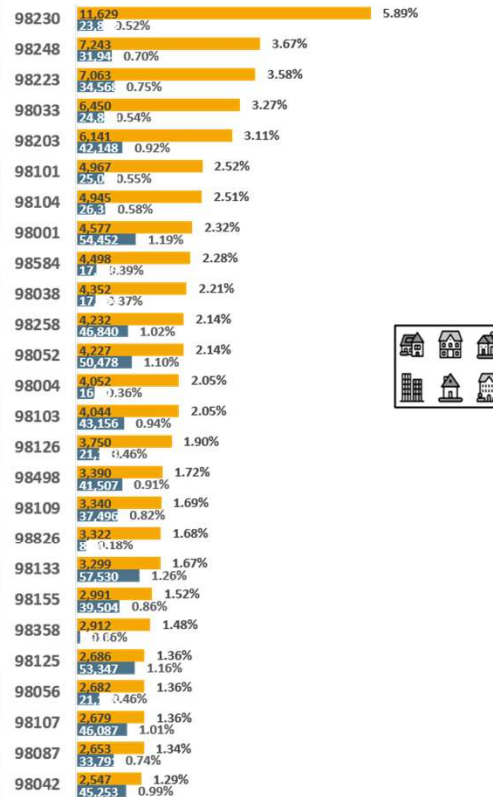
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



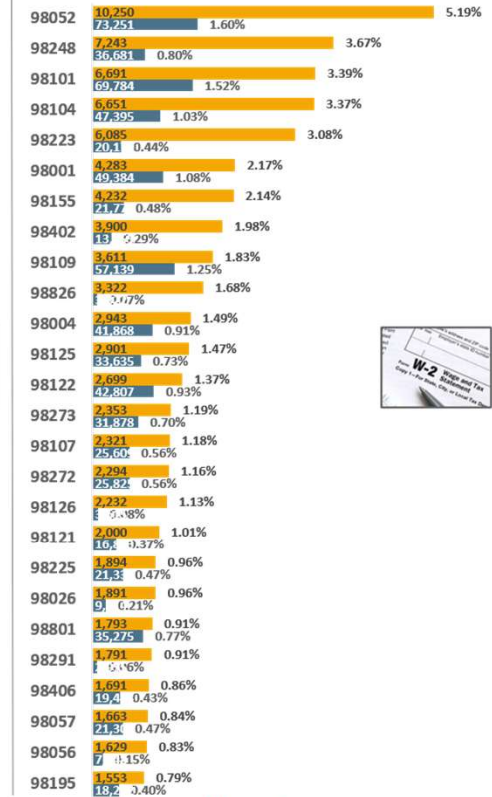
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

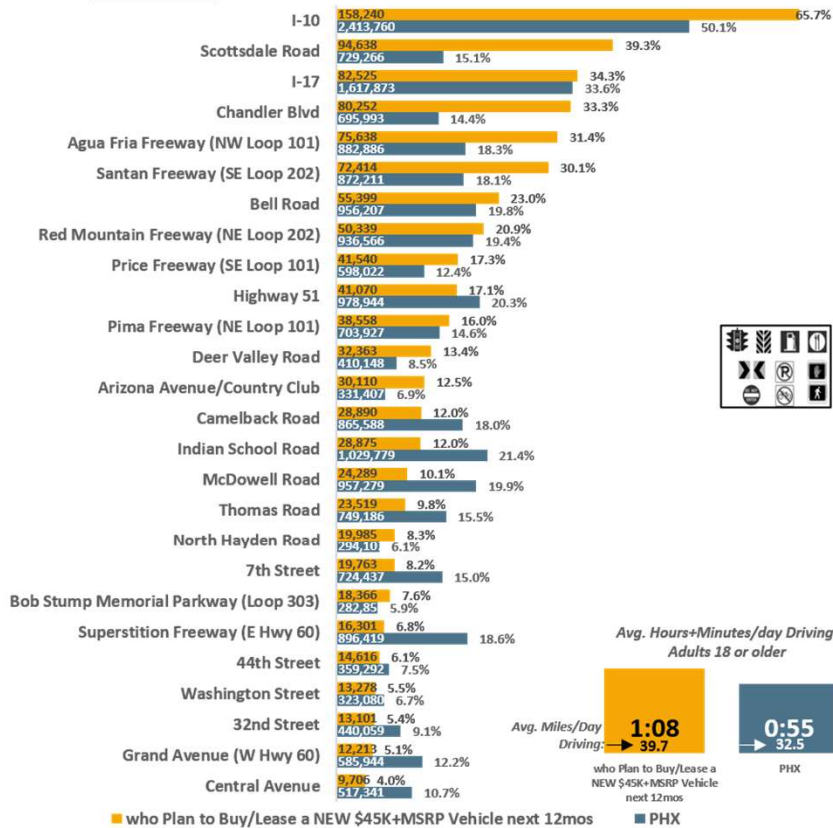


soefa.ai Share of Everything for Anything



206,555 or 85.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos spend an average of 68.2 minutes per day driving an average of 39.7 miles each day and are 159.7% more likely to use Scottsdale Road than the Metro average.

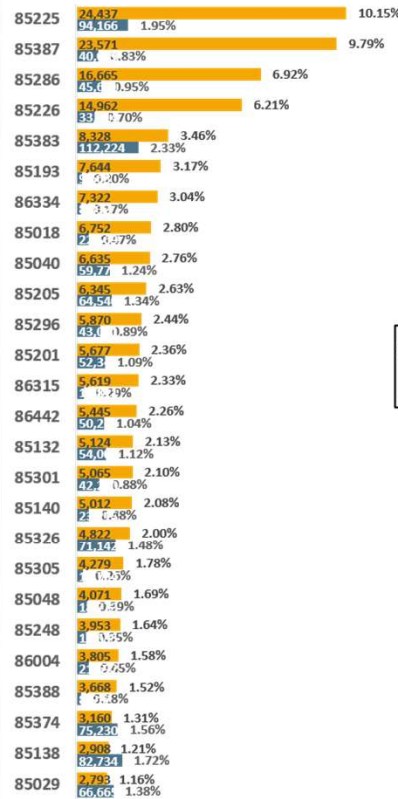
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



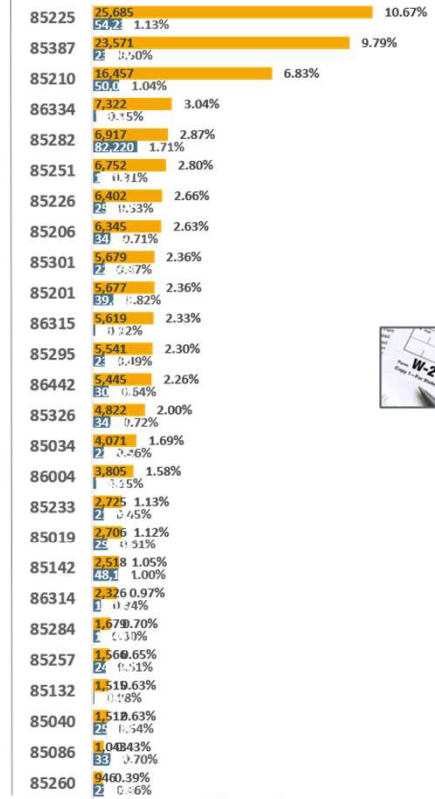
Avg. Hours+Minutes/day Driving:
Adults 18 or older



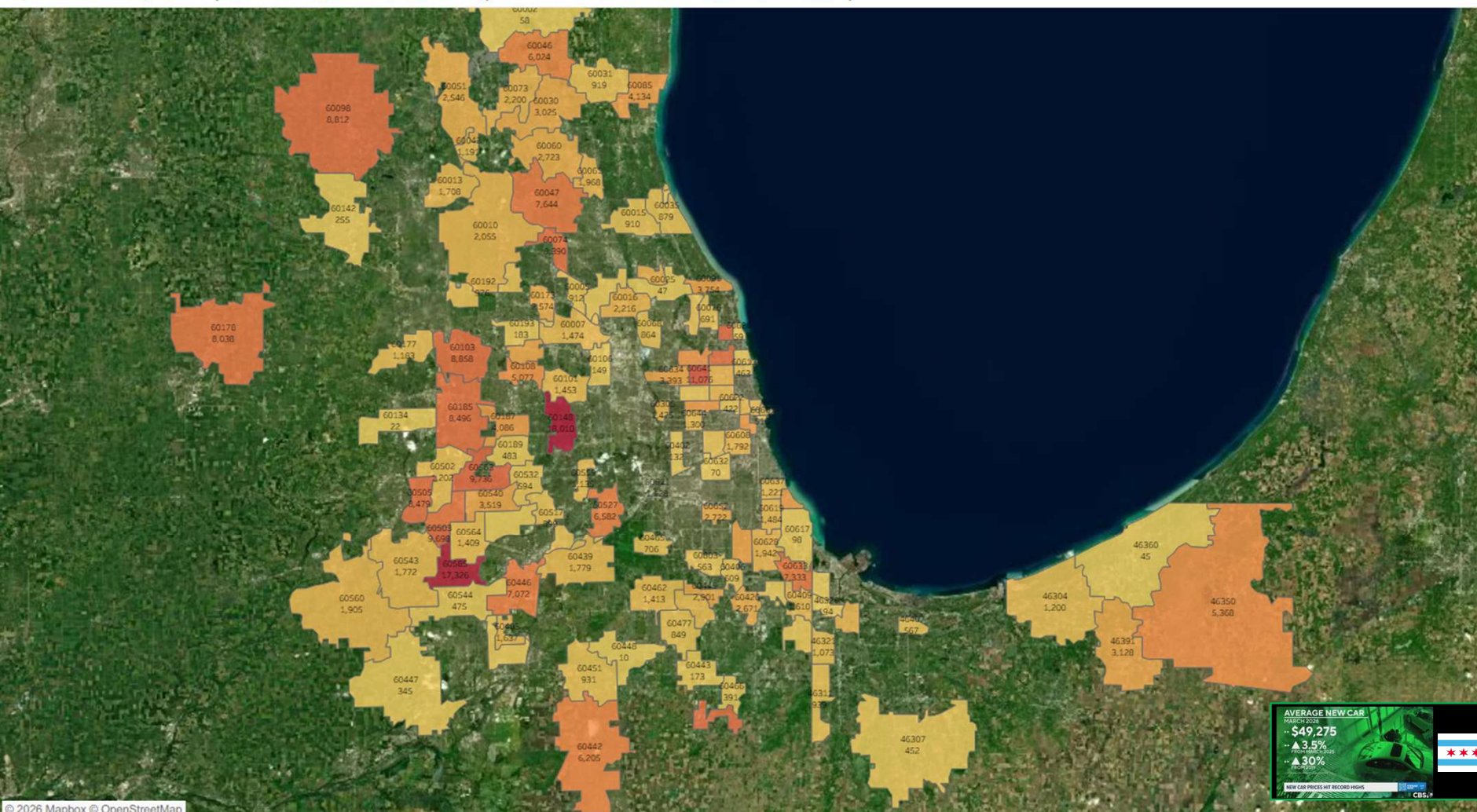
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or olde...
10 18,010

AVERAGE NEW CAR
MARCH 2025

~\$49,275

~3.5%

~30%

NEW CAR PRICES HIT RECORD HIGHS

CBS 5

CHI

© 2026 Mapbox © OpenStreetMap

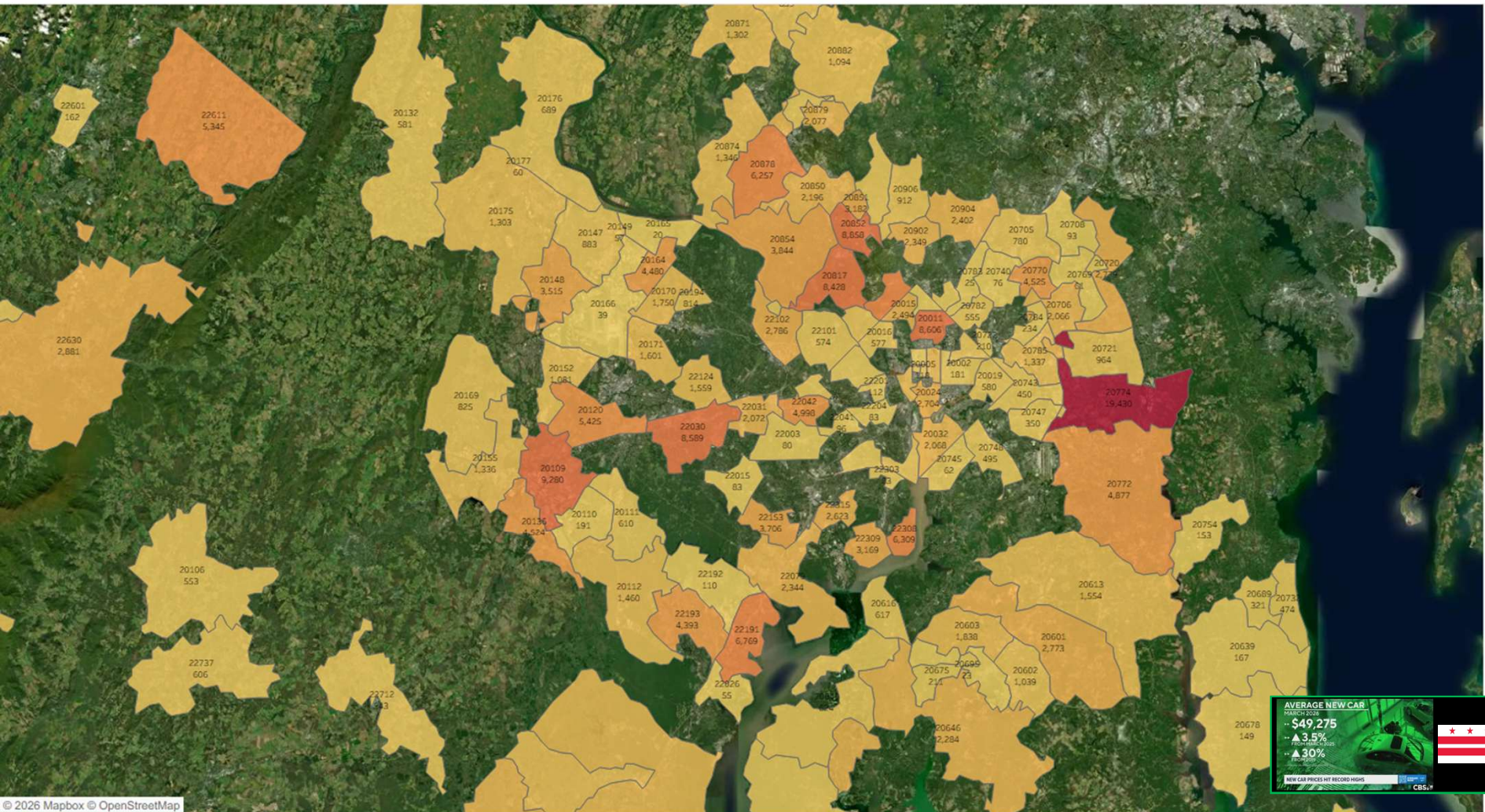
CHI DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 182

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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



© 2026 Mapbox © OpenStreetMap

AVERAGE NEW CAR
MARCH 2022
\$49,275
▲ 3.5%
▲ 30%
NEW CAR PRICES HIT RECORD HIGHS

CBS 9

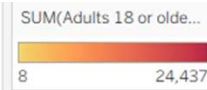
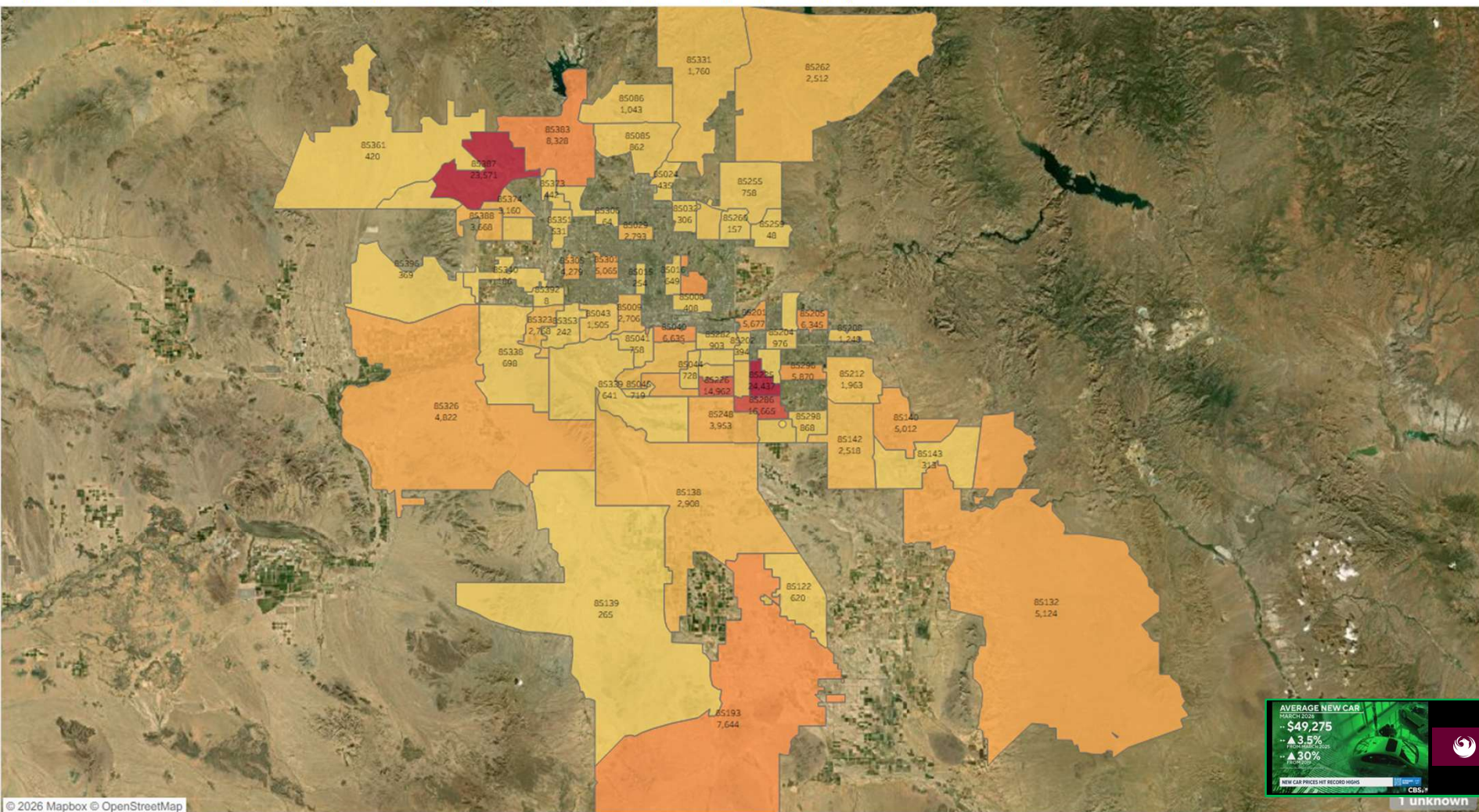
68 7,063

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 208

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

soefa.ai Share of Everything
for Anything.

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



AVERAGE NEW CAR
MARCH 2025

~\$49,275

▲3.5%

▲30%

NEW CAR PRICES HIT RECORD HIGHS

CBS 5 PHX

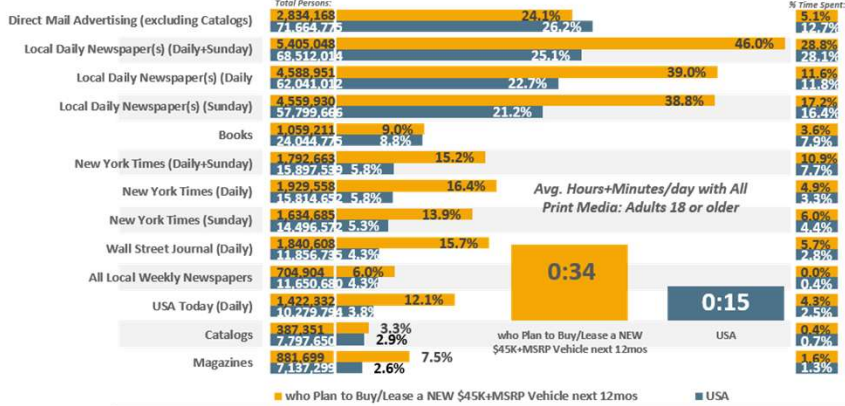
1 unknown

(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)

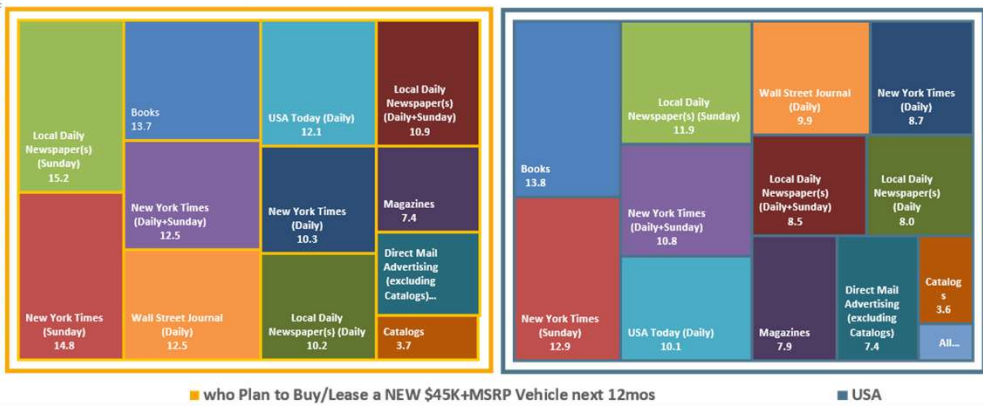


5,405,048 or 46.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 29.8% of all time spent daily with All forms of Print Medi

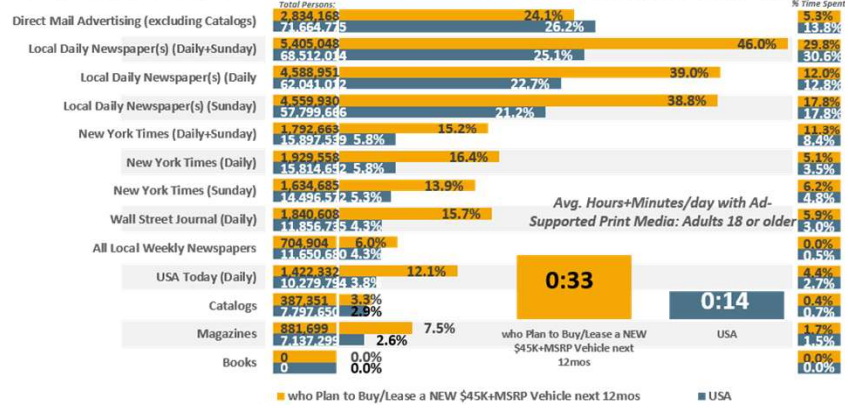
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



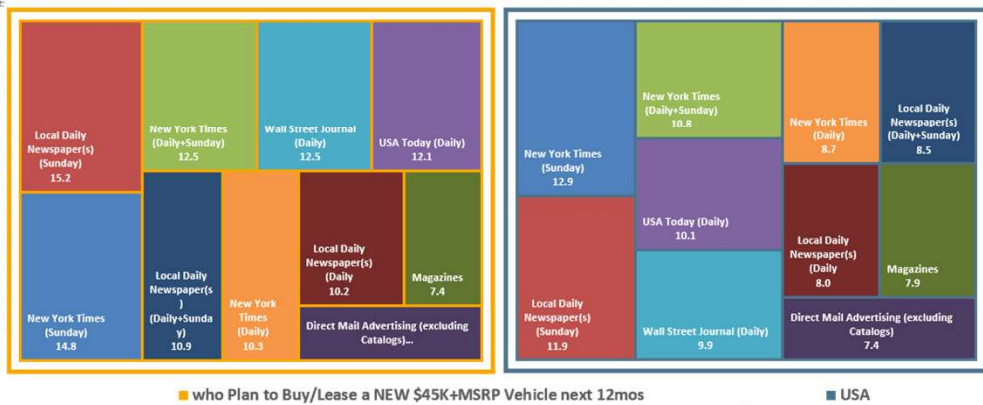
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. L.L.C. All rights reserved.

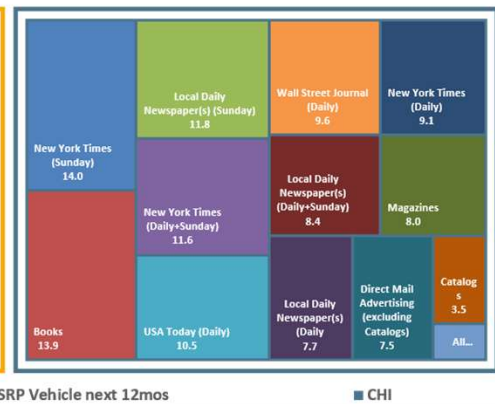
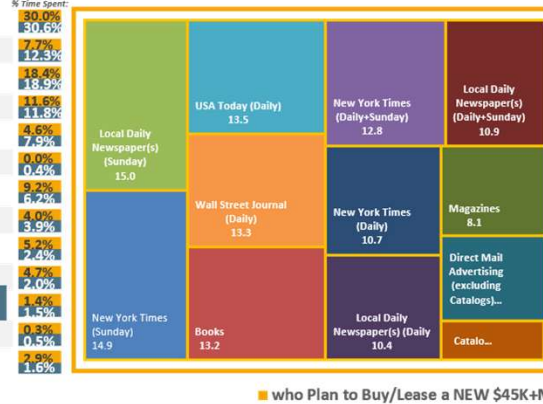
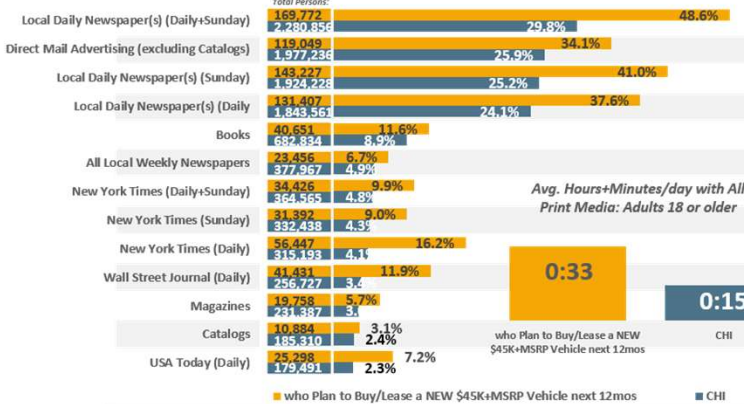
soefa.ai Share of Everything for Anything

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

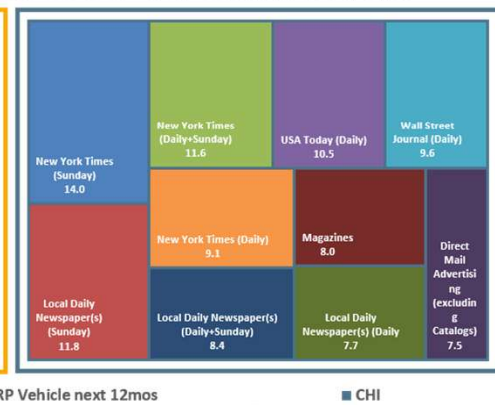
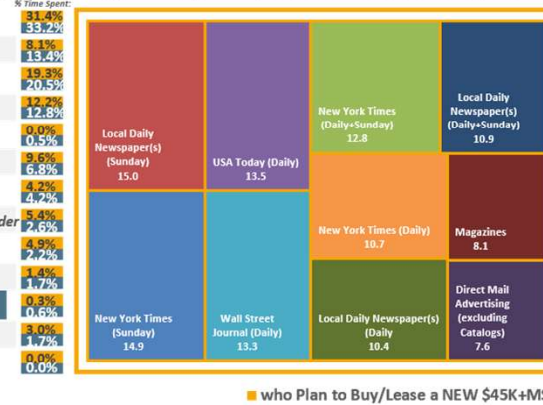
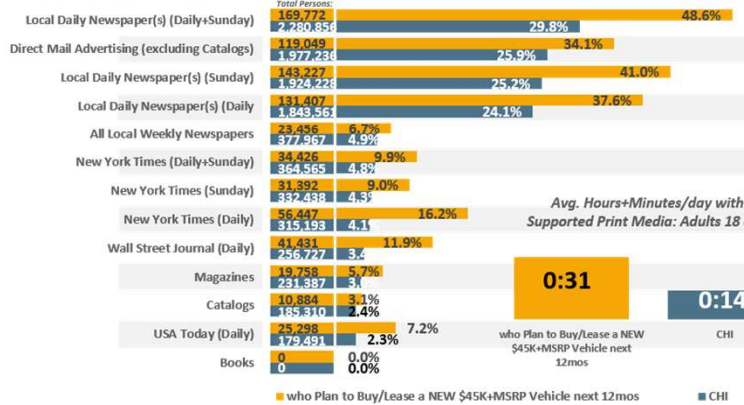


169,772 or 48.6% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 31.4% of all time spent daily with All forms of Print Media

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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. L.L.C. All rights reserved.

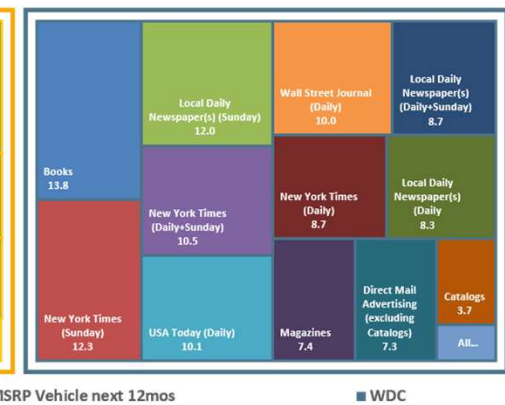
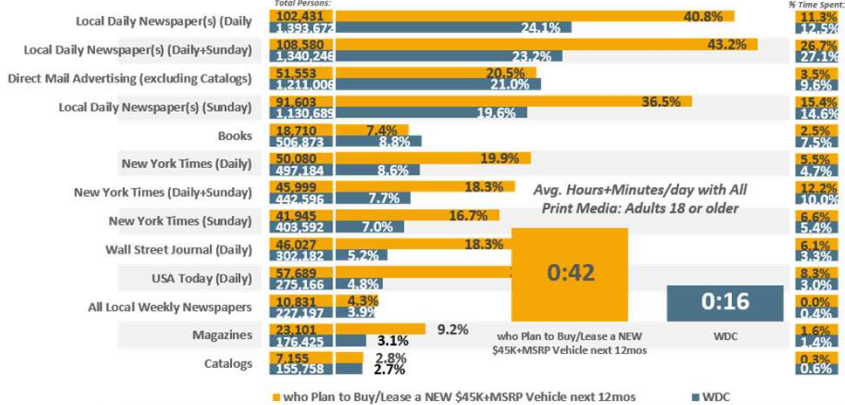
soefa.ai Share of Everything for Anything

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

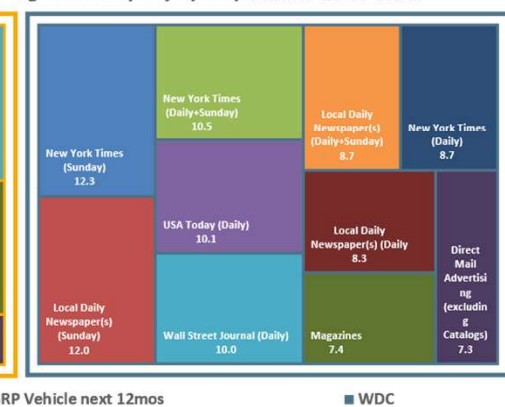
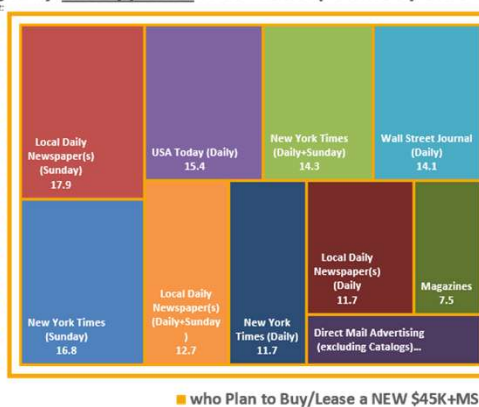
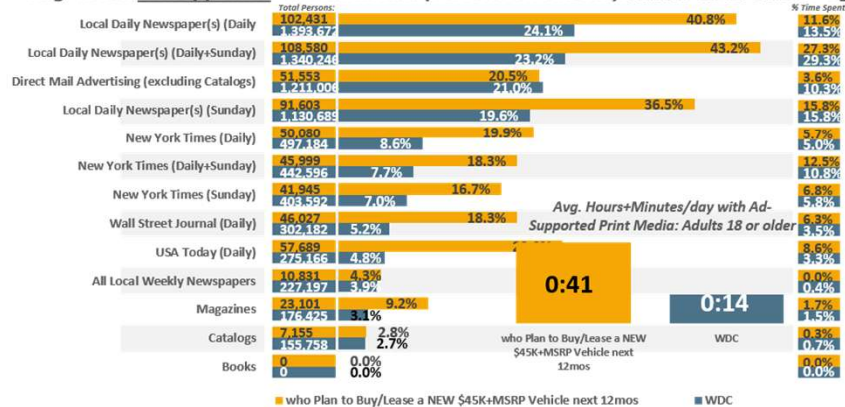


108,580 or 43.2% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.7 minutes every day representing 27.3% of all time spent daily with All forms of Print Media

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



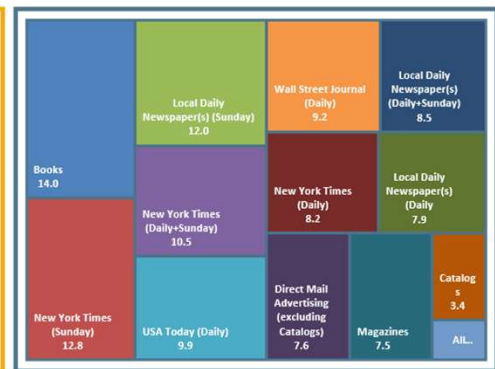
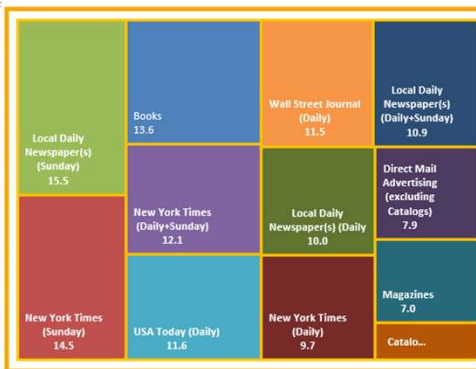
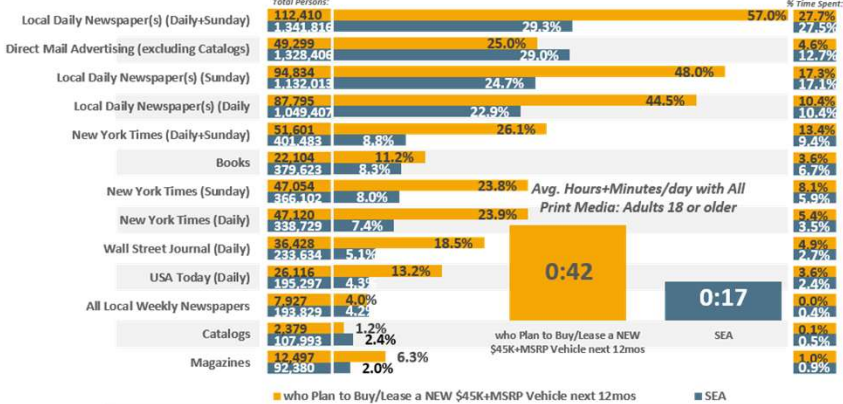
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



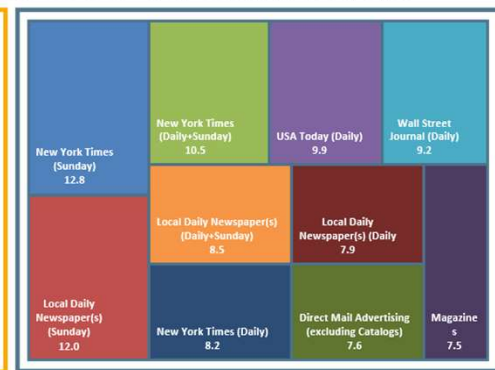
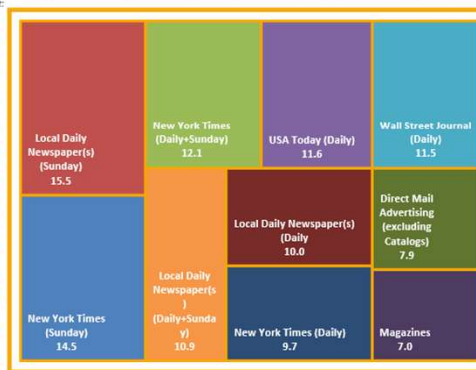
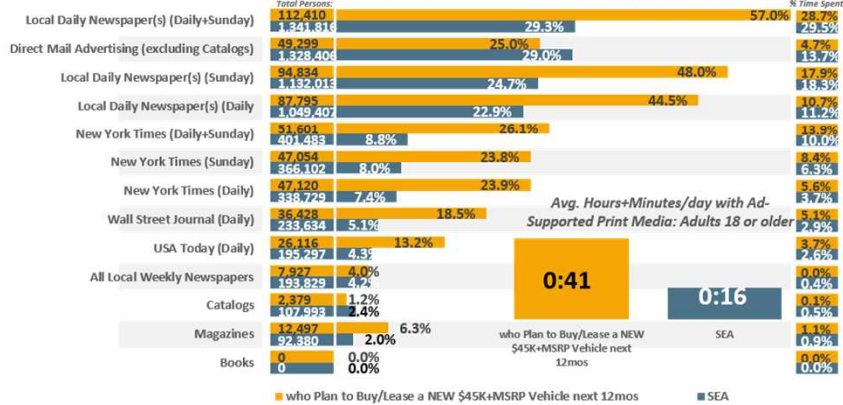


112,410 or 57.% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

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



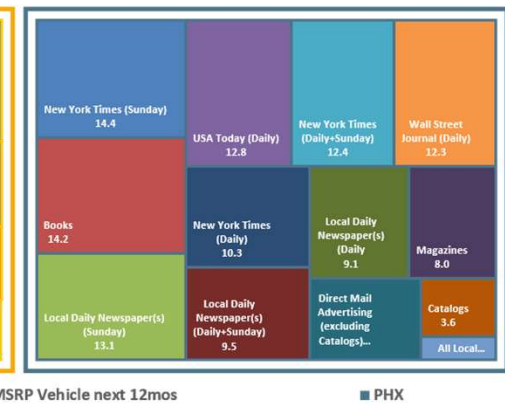
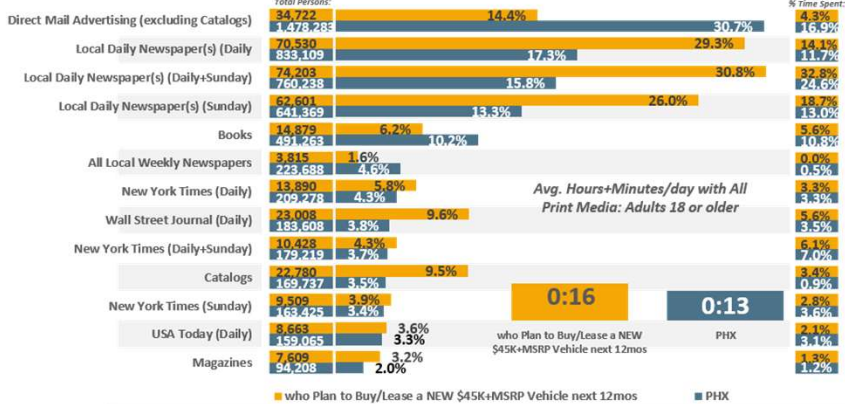
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



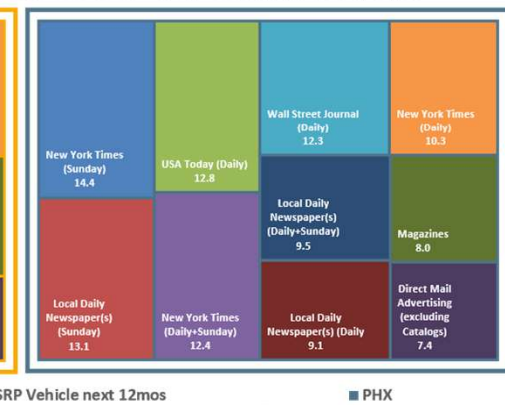
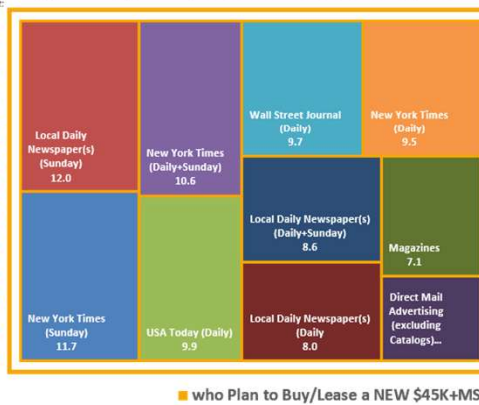
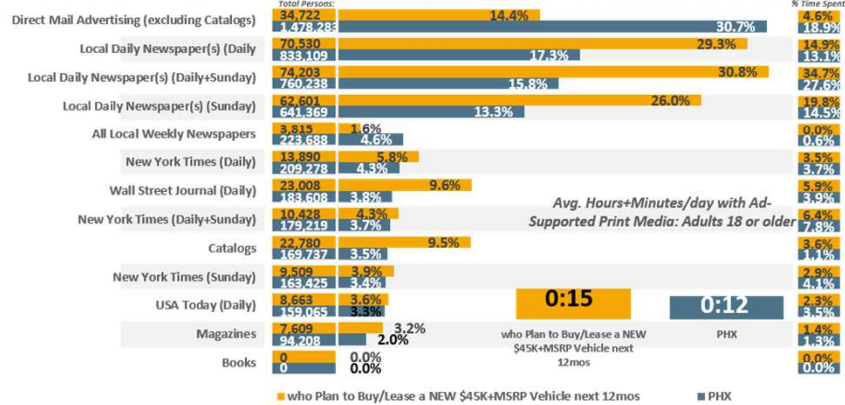


74,203 or 30.8% of Adults 18 or older who Plan to Buy/Lease a NEW \$45K+MSRP Vehicle next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

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



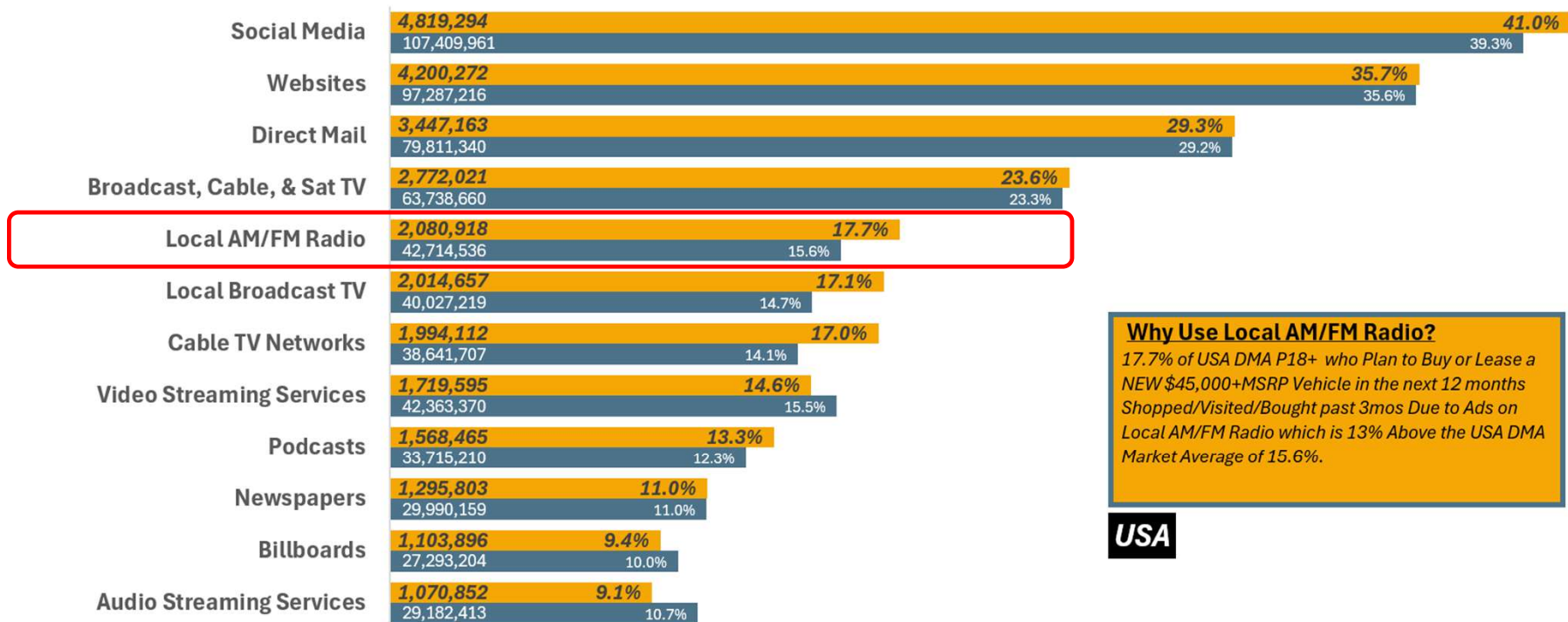
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1086
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

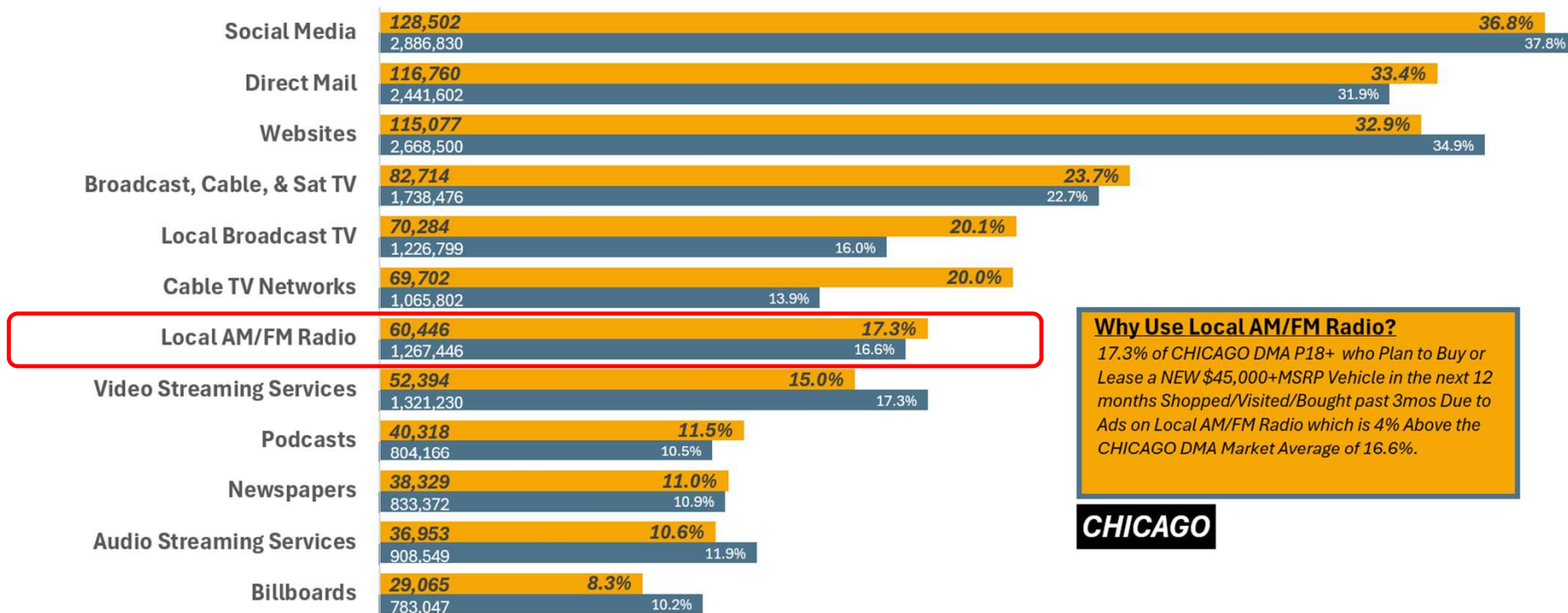
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.3% of CHICAGO DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 182
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

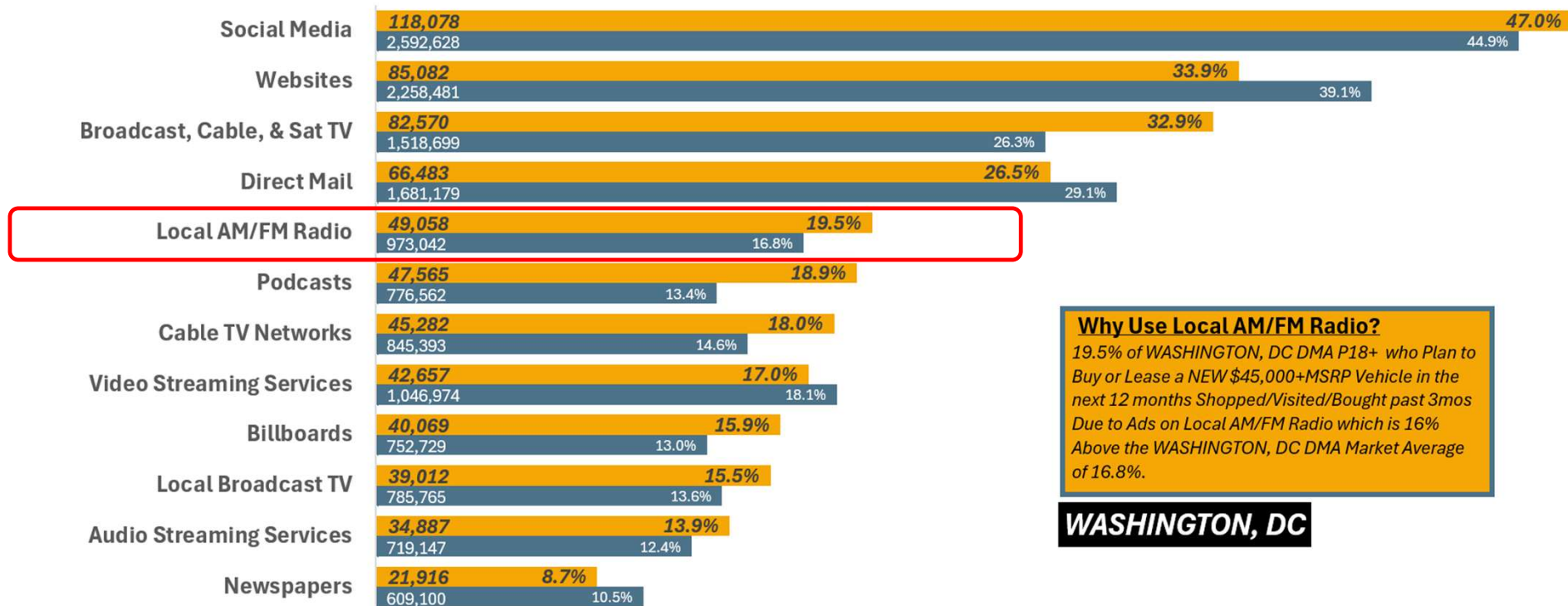
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.5% of WASHINGTON, DC DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

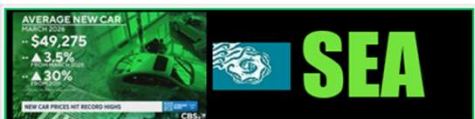
■ P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 253
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

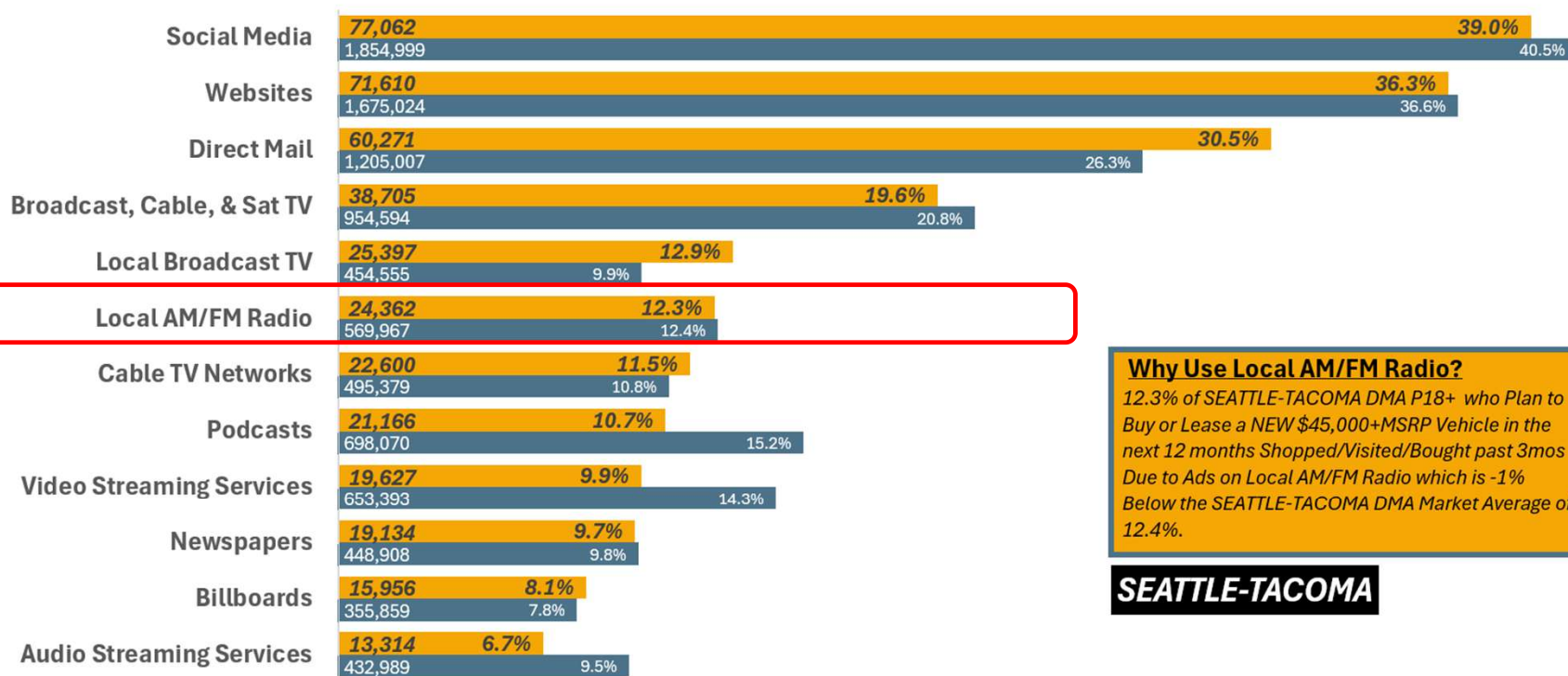
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.3% of SEATTLE-TACOMA DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

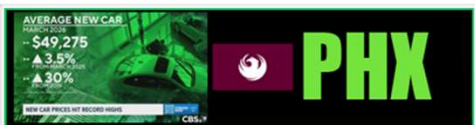
■ P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 208
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

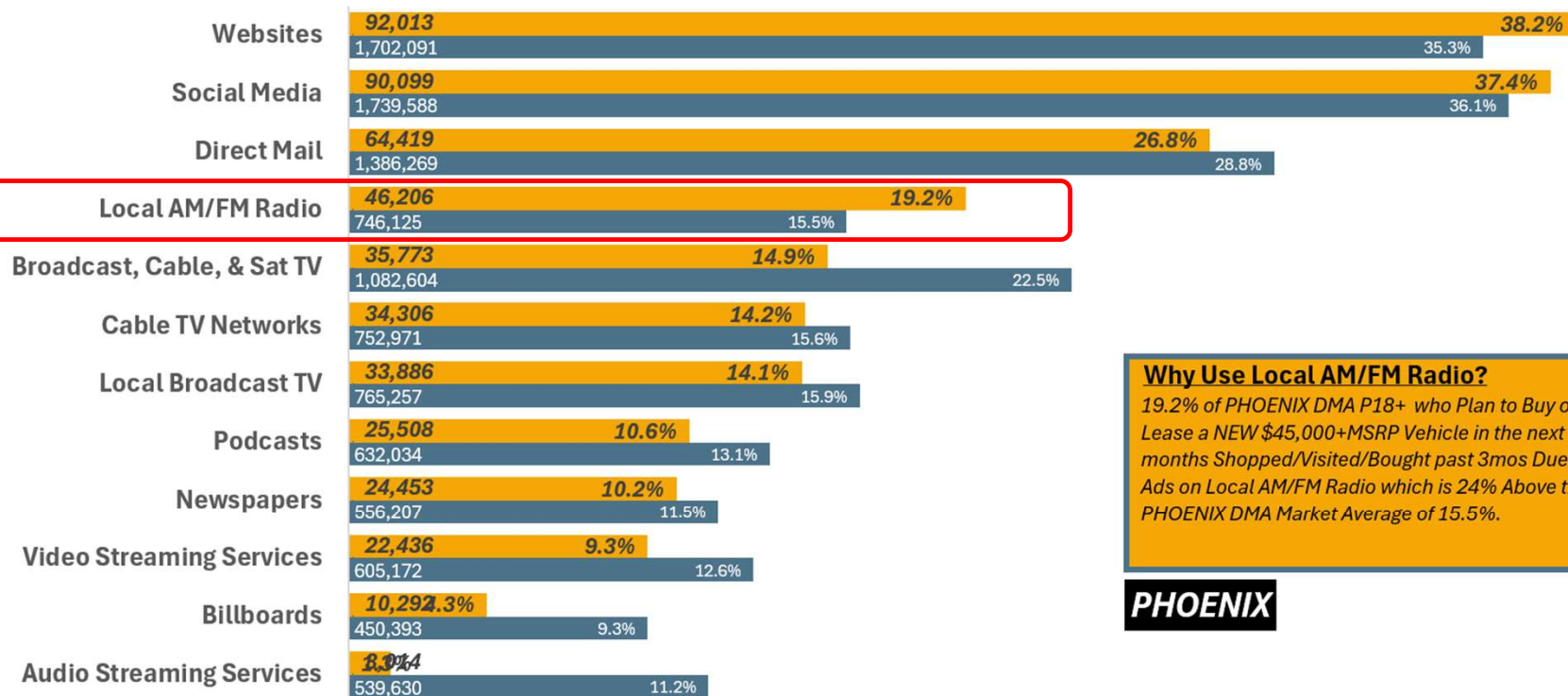
soefa.ai Share of Everything
for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.2% of PHOENIX DMA P18+ who Plan to Buy or Lease a NEW \$45,000+MSRP Vehicle in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 116
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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