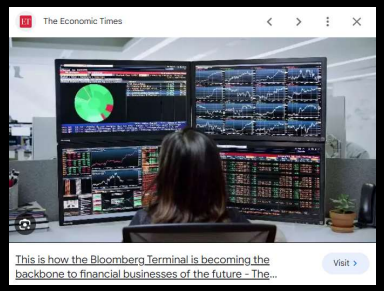
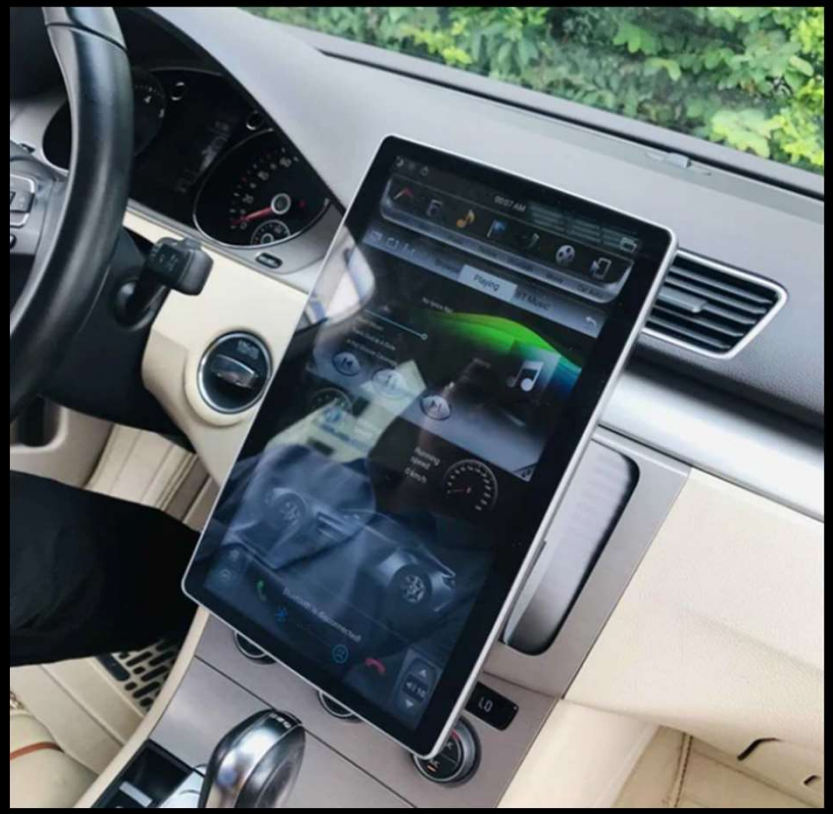
USA–5 DEMOS of past 12mos Paid Labor New CAR RADIO/CAR STEREO Buyers!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+, P18-34, P25-54, W25-54, M25-54 past 12 months Purchasers of Paid Labor New Car Radios and Car Stereos as of April 2024!









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

HUBBARD BROADCASTING INC. HB

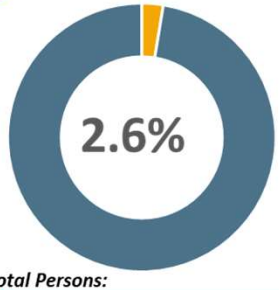
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



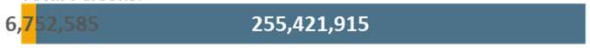
P18+

2.6% or 6,752,585 of USA Adults 18 or older purchased Paid Labor New Car Radio/Car Stereo past 12mos. Typical Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 40.8 years old (16.5% younger than average) and have a $94,389 (5.3% higher than average) annual household income.

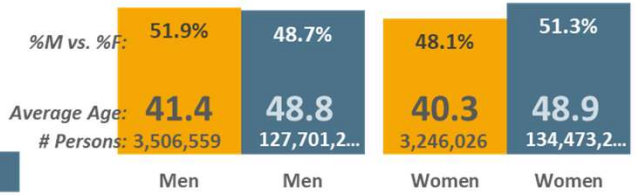
Percent of Market: Adults 18 or older



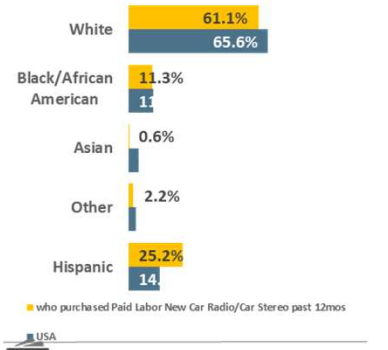
Total Persons:



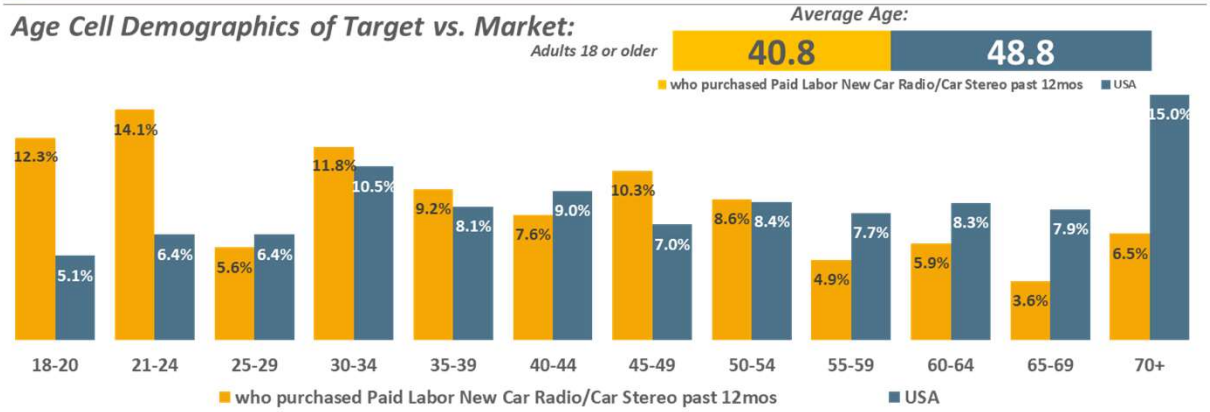
Gender of Target vs. Market: Adults 18 or older



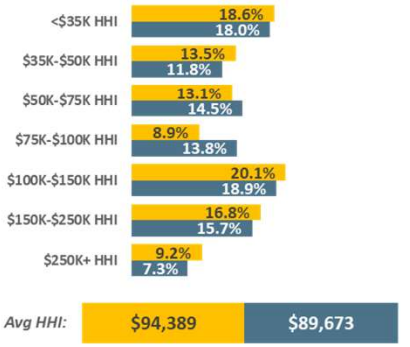
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $94,389 | $89,673

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

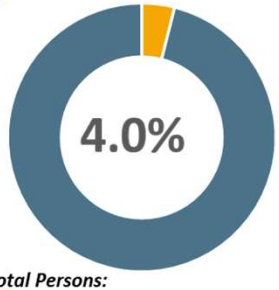
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18-34

4.% or 2,947,107 of USA Adults 18 - 34 purchased Paid Labor New Car Radio/Car Stereo past 12mos.
Typical Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 24.9 years old (6.6% younger than average) and have a $80,988 (3.9% lower than average) annual household income.

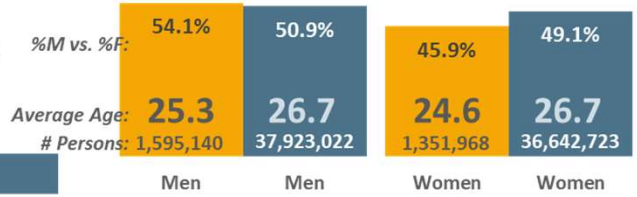
Percent of Market: Adults 18 - 34



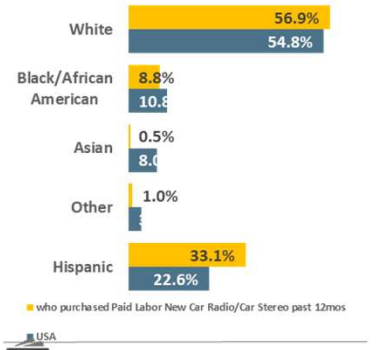
Total Persons:



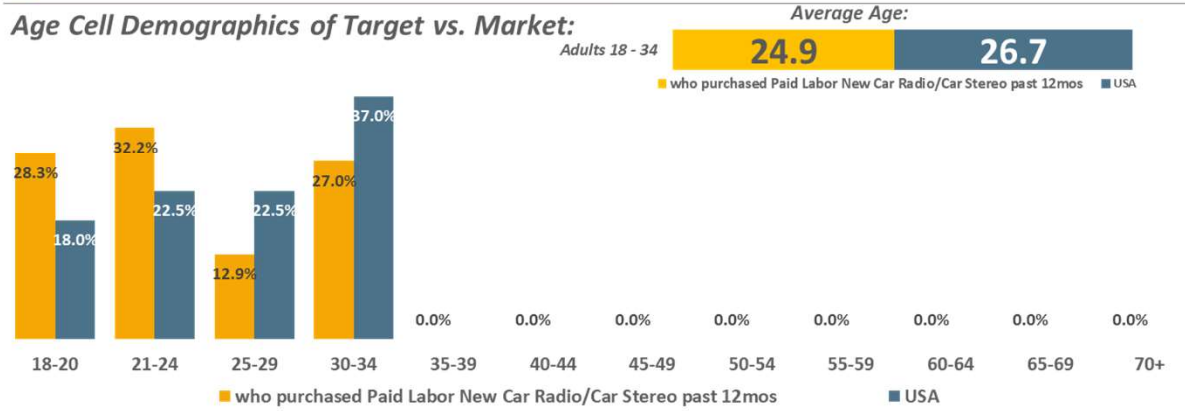
Gender of Target vs. Market: Adults 18 - 34



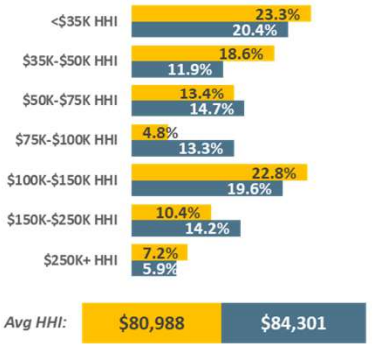
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

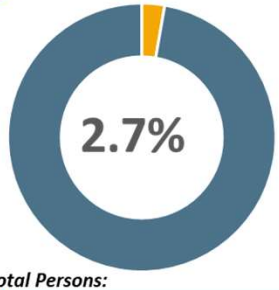
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P25-54

2.7% or 3,568,363 of USA Adults 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos.
Typical Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 40.5 years old (1.3% older than average) and have a $101,420 (1.7% higher than average) annual household income.

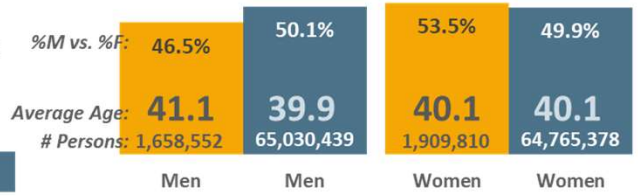
Percent of Market: Adults 25 - 54



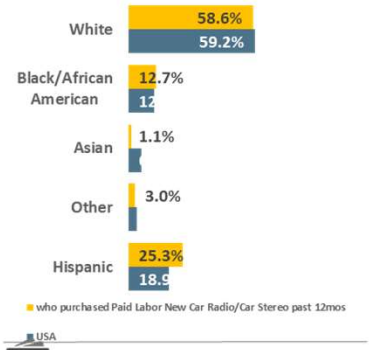
Total Persons:



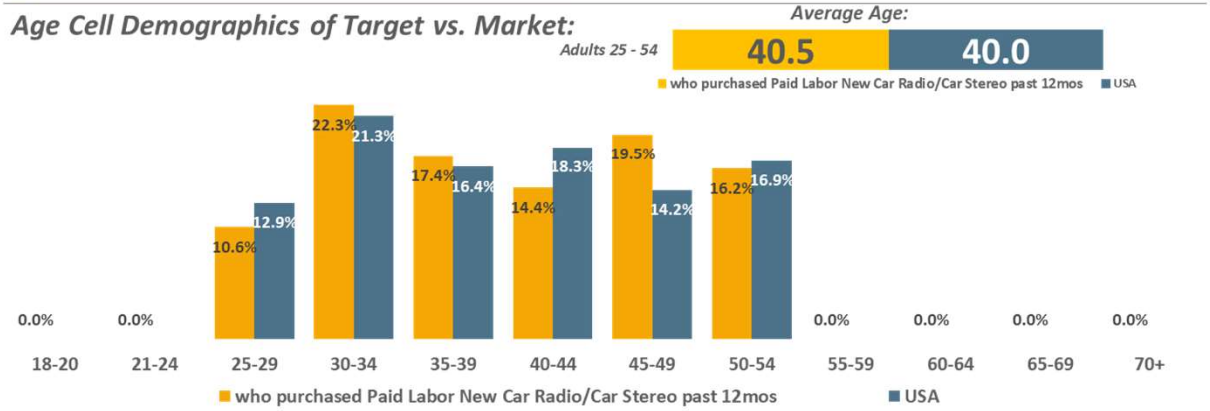
Gender of Target vs. Market: Adults 25 - 54



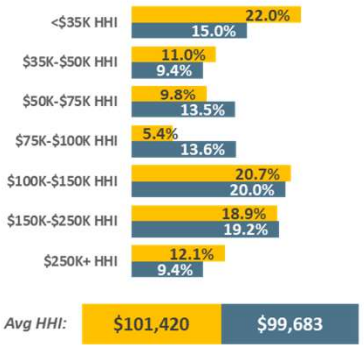
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

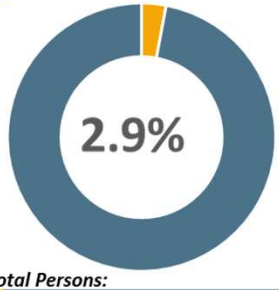
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



W25-54

2.9% or 1,909,810 of USA Women 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Typical Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 40.1 years old (.1% younger than average) and have a $93,367 (3.8% higher than average) annual household income.

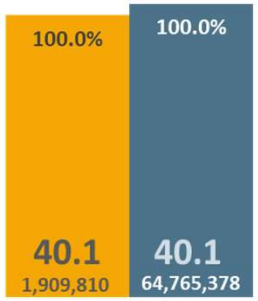
Percent of Market: Women 25 - 54



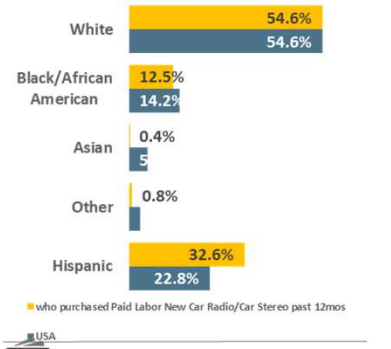
Total Persons:



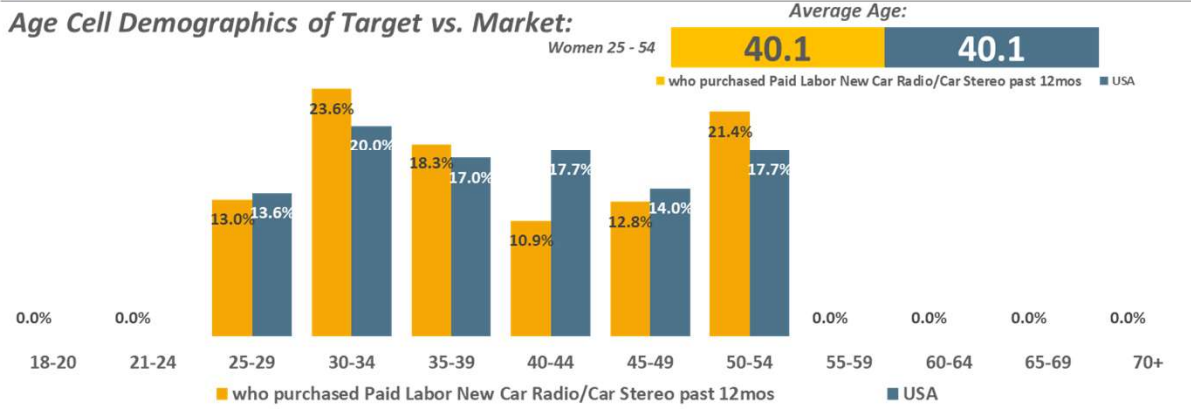
Gender of Target vs. Market: Women 25 - 54



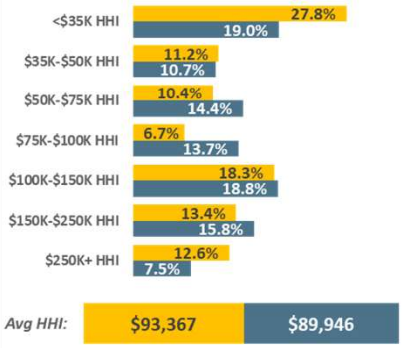
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

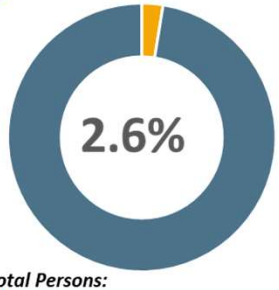
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



M25-54

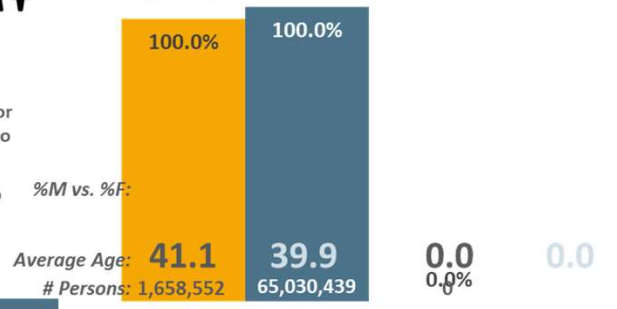
2.6% or 1,658,552 of USA Men 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos.
Typical Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 41.1 years old (2.9% older than average) and have a $111,088 (1.6% higher than average) annual household income.

Percent of Market: Men 25 - 54

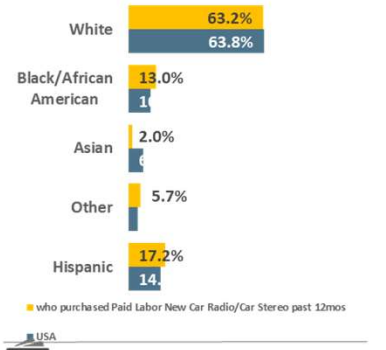


Total Persons:
1,658,552 | 63,371,887

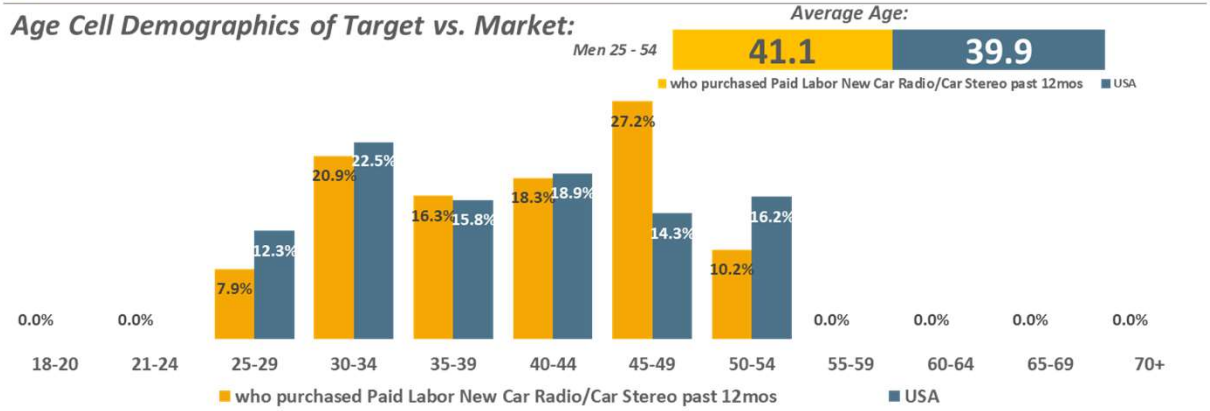
Gender of Target vs. Market: Men 25 - 54



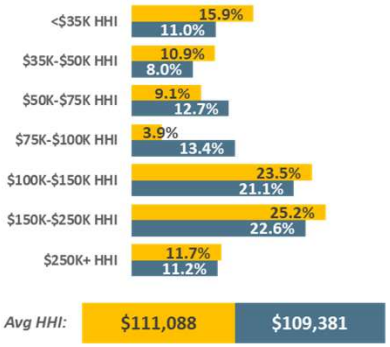
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $111,088 | $109,381

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



2.6% or 6,752,585 of USA Adults 18 or older purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 32.1% less likely to be a college graduate, 14.% more likely to work full-time, 8.4% less likely to be married, 10.4% more likely to be a parent of 1 or more children unde

Education Levels: Adults 18 or older



Employment: Adults 18 or older



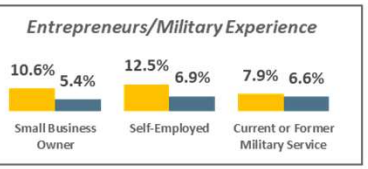
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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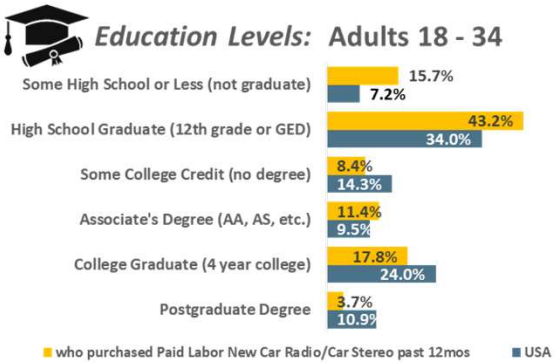
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

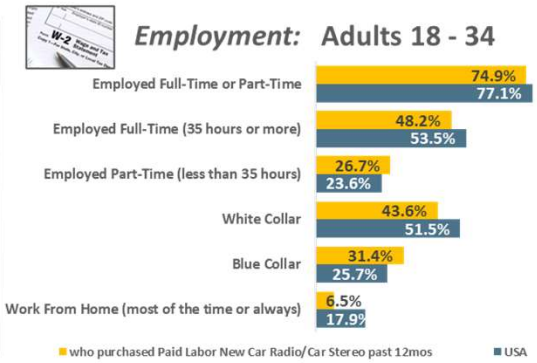


4.% or 2,947,107 of USA Adults 18 - 34 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 38.1% less likely to be a college graduate, 9.8% less likely to work full-time, 10.9% less likely to be married, 17.8% less likely to be a parent of 1 or more children under 1

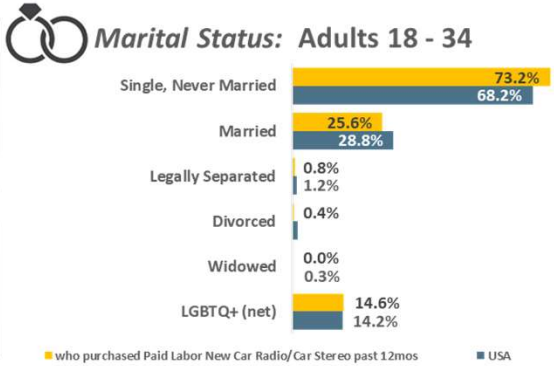
Education Levels: Adults 18 - 34



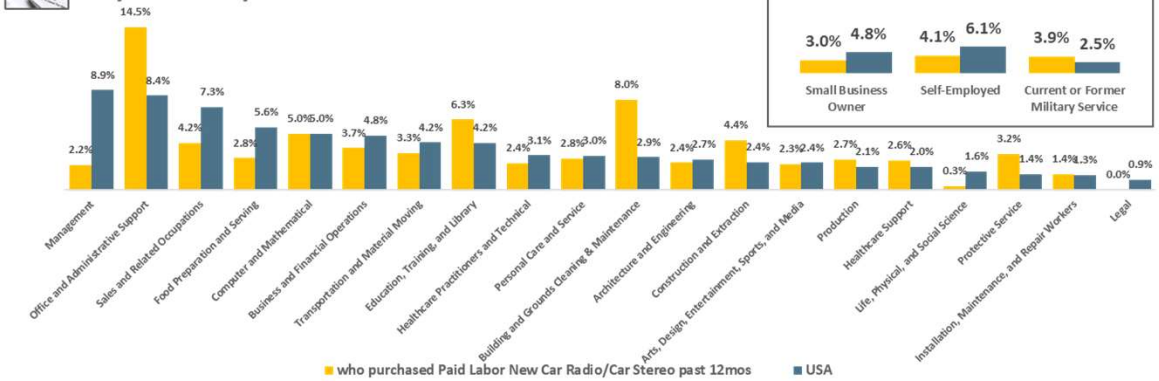
Employment: Adults 18 - 34



Marital Status: Adults 18 - 34

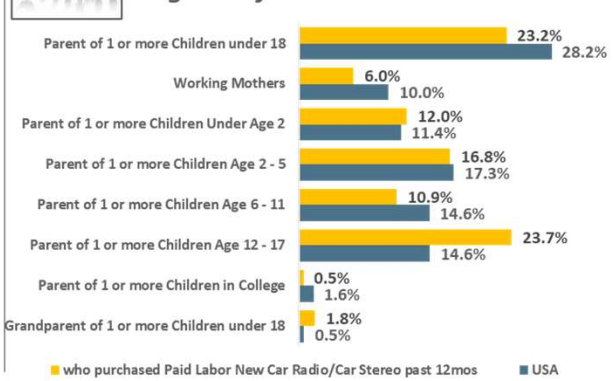


Top-20 Occupations: Adults 18 - 34



Entrepreneurs/Military Experience

Stage in Life: Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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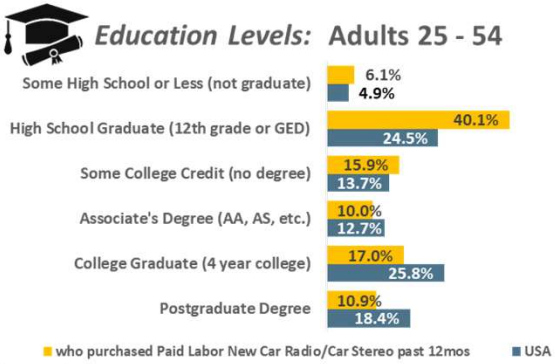
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

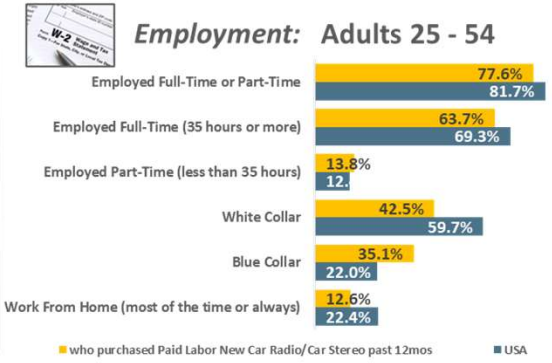


2.7% or 3,568,363 of USA Adults 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 37.% less likely to be a college graduate, 8.% less likely to work full-time, 2.6% more likely to be married, 4.2% less likely to be a parent of 1 or more children under 18.

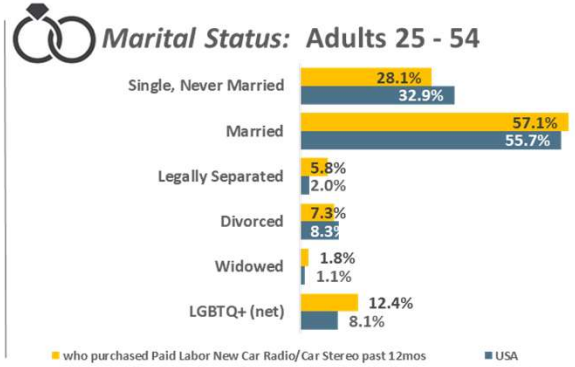
Education Levels: Adults 25 - 54



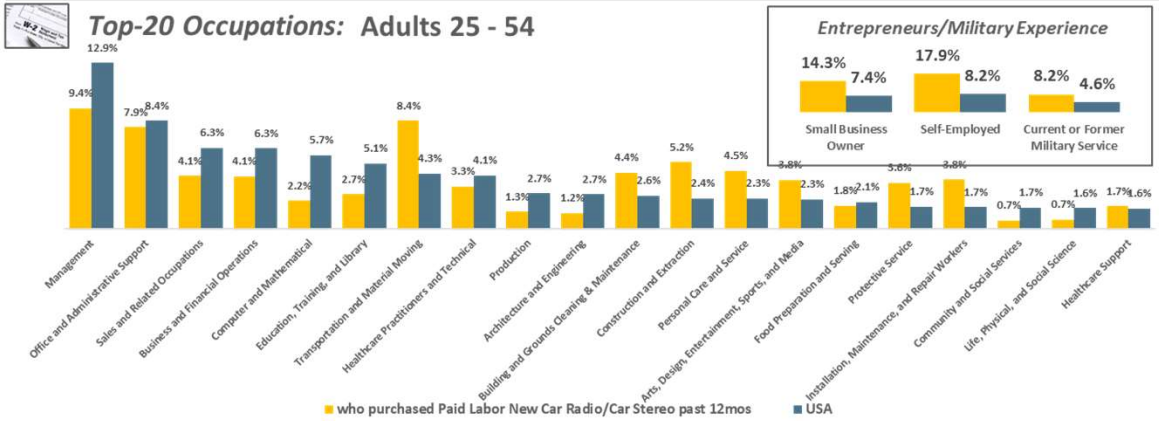
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

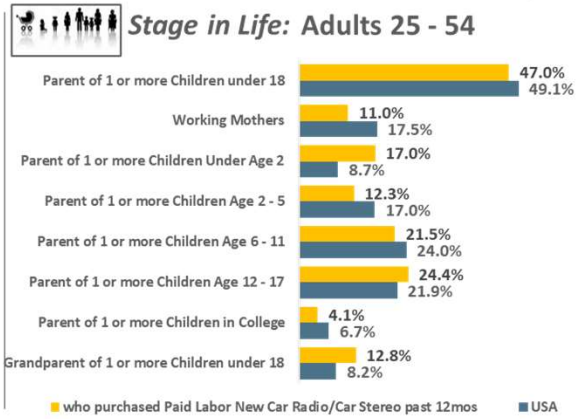


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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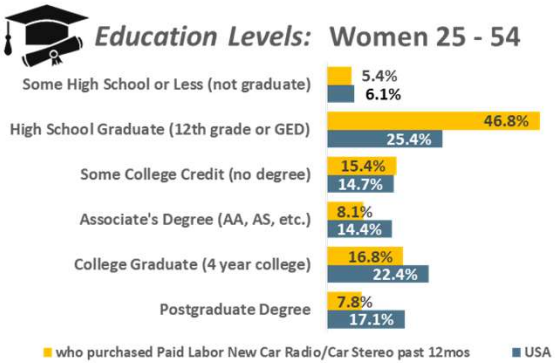
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

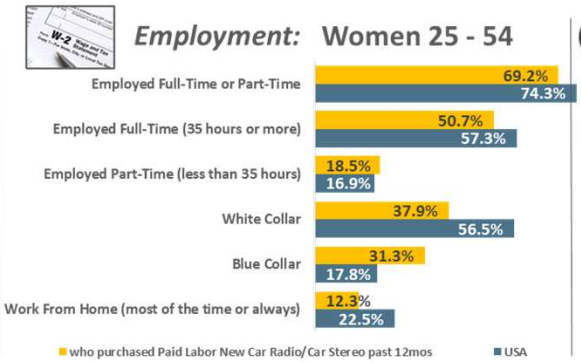


2.9% or 1,909,810 of USA Women 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 37.6% less likely to be a college graduate, 11.5% less likely to work full-time, 21.7% more likely to be married, 22.7% more likely to be a grandparent of 1 or more children un

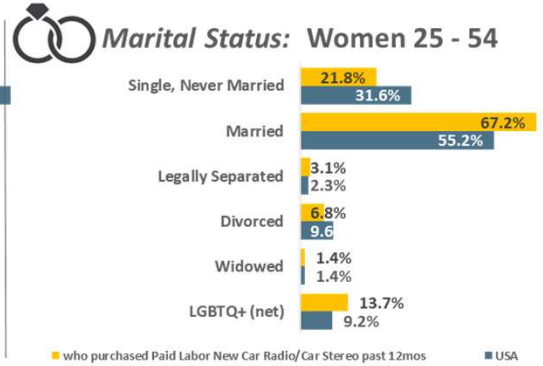
Education Levels: Women 25 - 54



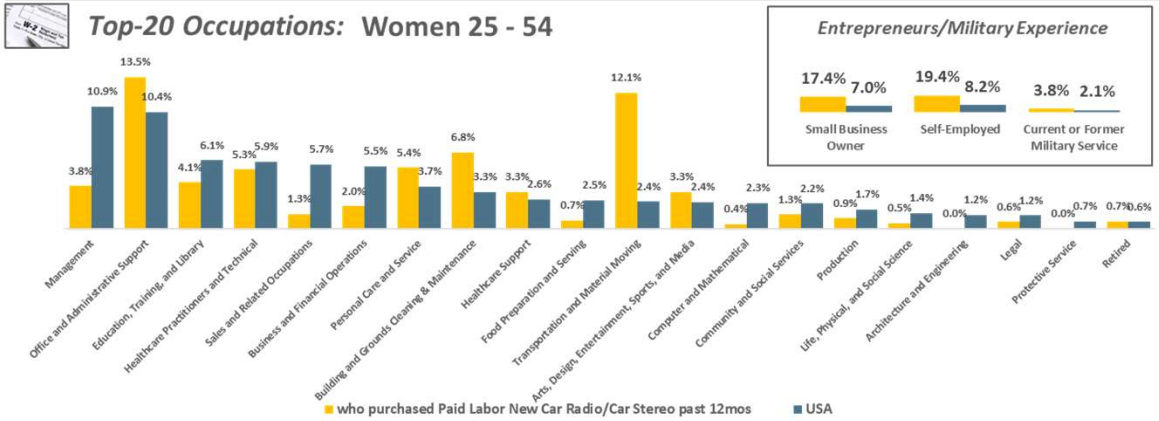
Employment: Women 25 - 54



Marital Status: Women 25 - 54

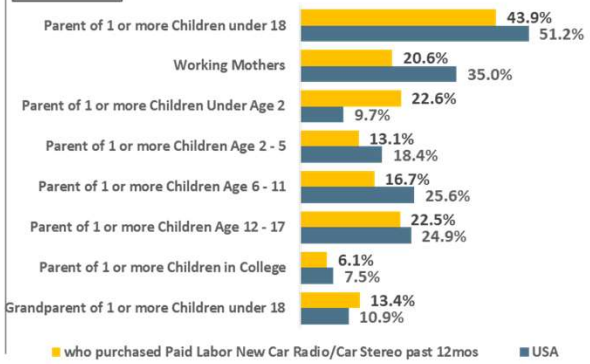


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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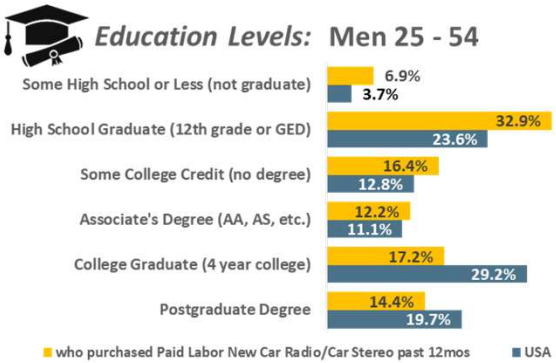
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

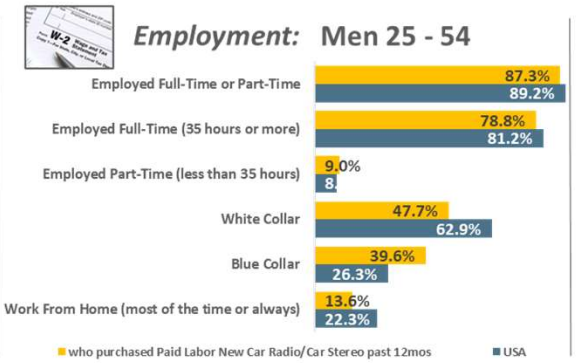


2.6% or 1,658,552 of USA Men 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos.
Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 35.5% less likely to be a college graduate, 3.% less likely to work full-time, 18.8% less likely to be married, 7.7% more likely to be a parent of 1 or more children under 18.

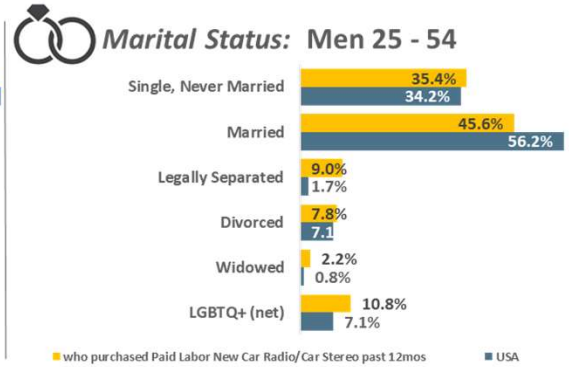
Education Levels: Men 25 - 54



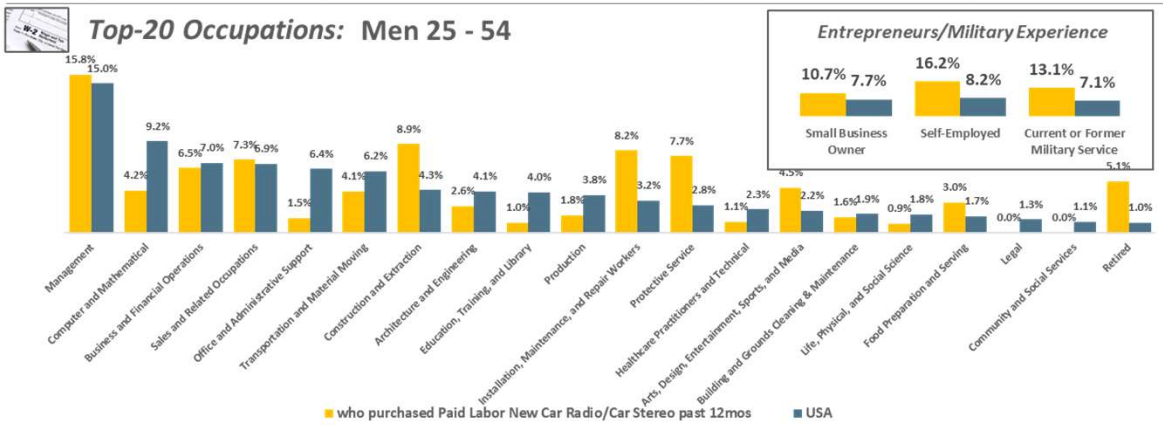
Employment: Men 25 - 54



Marital Status: Men 25 - 54

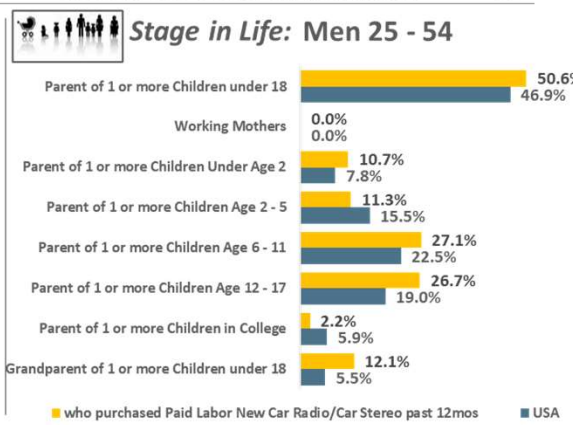


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

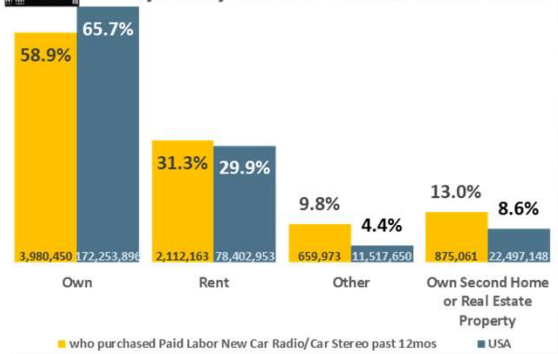
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



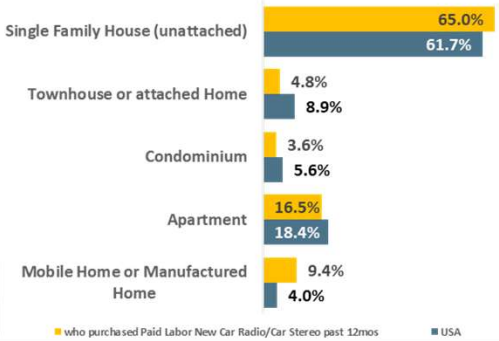
P18+

2.6% or 6,752,585 of USA Adults 18 or older purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 10.3% less likely to own their home, 25.% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 23.5% more likely to have a dog.

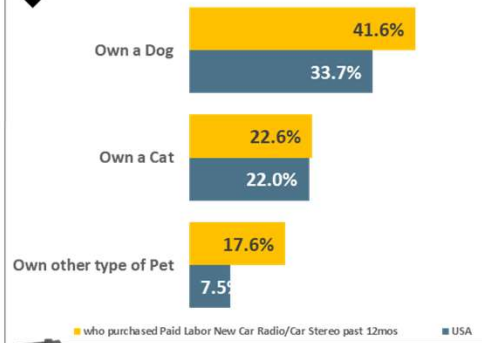
Own/Rent/Other: Adults 18 or older



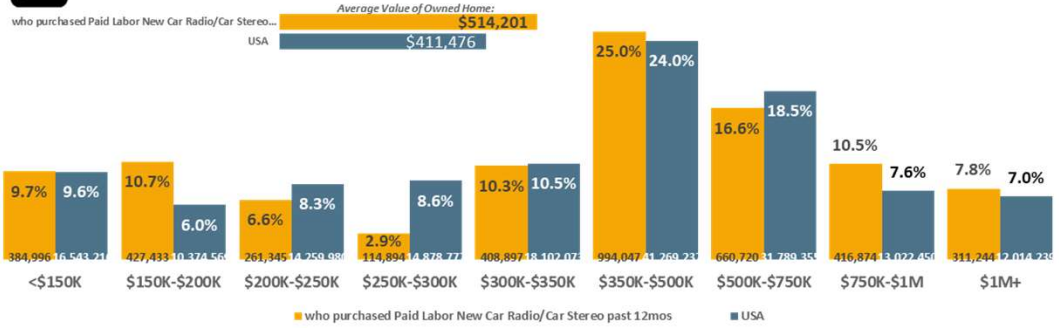
Type of Home: Adults 18 or older



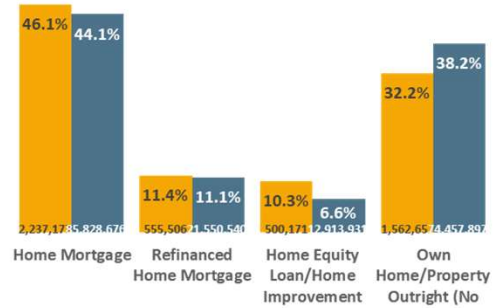
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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Scarborough R1 2024: Jan23-Apr24 *USA Projection*

Scarborough R1 2024: Jan23-Apr24

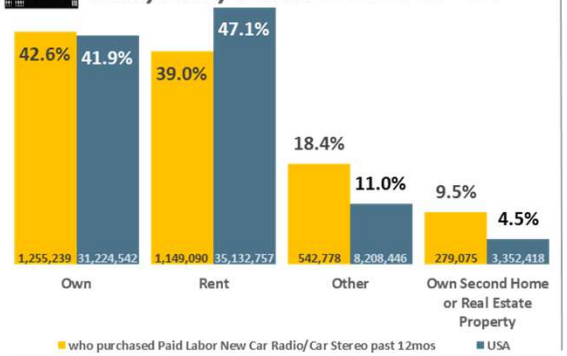
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



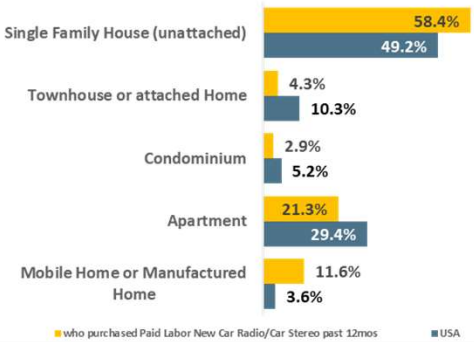
P18-34

4.% or 2,947,107 of USA Adults 18 - 34 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 1.7% more likely to own their home, 17.7% more likely to own a higher valued home, 18.6% more likely to have a single-family home, 27.2% more likely to have a dog.

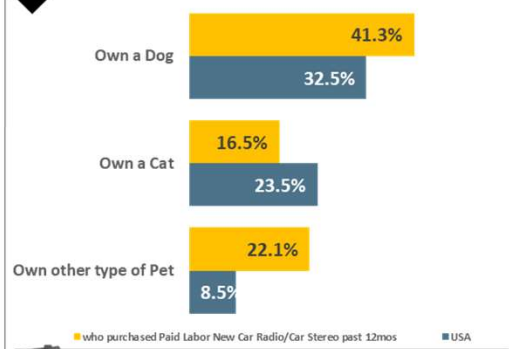
Own/Rent/Other: Adults 18 - 34



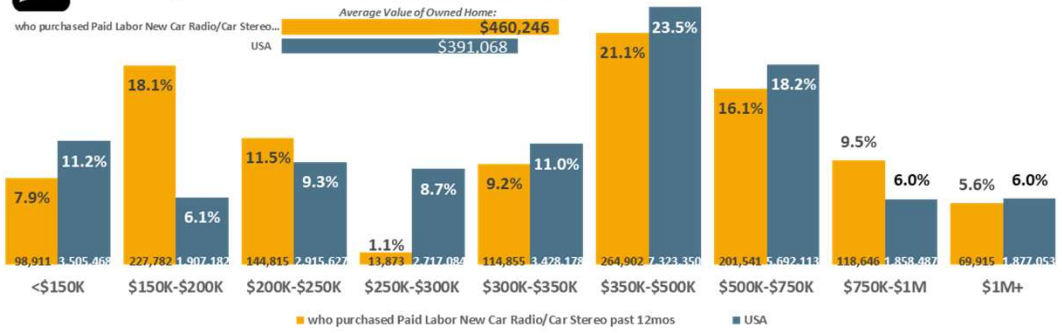
Type of Home: Adults 18 - 34



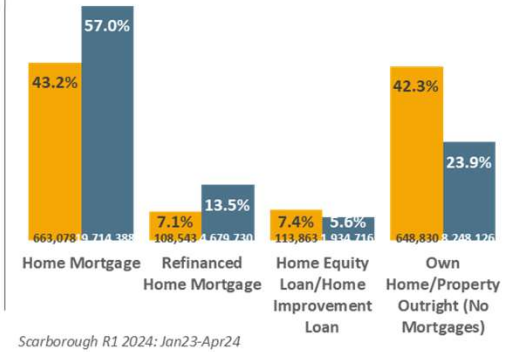
Pets in Home: Adults 18 - 34



Value of Owned Home: Adults 18 - 34



Home Loans: Adults 18 - 34



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Scarborough R1 2024: Jan23-Apr24 *USA Projection*

Scarborough R1 2024: Jan23-Apr24

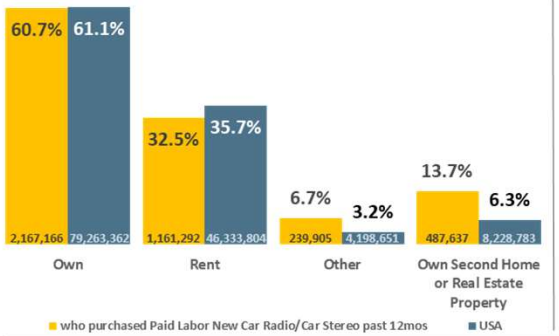
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



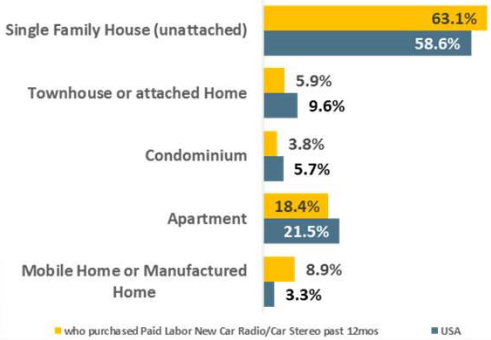
P25-54

2.7% or 3,568,363 of USA Adults 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are .5% less likely to own their home, 29.2% more likely to own a higher valued home, 7.8% more likely to have a single-family home, 22.% more likely to have a dog.

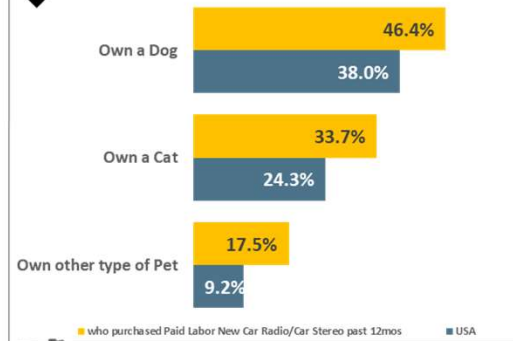
Own/Rent/Other: Adults 25 - 54



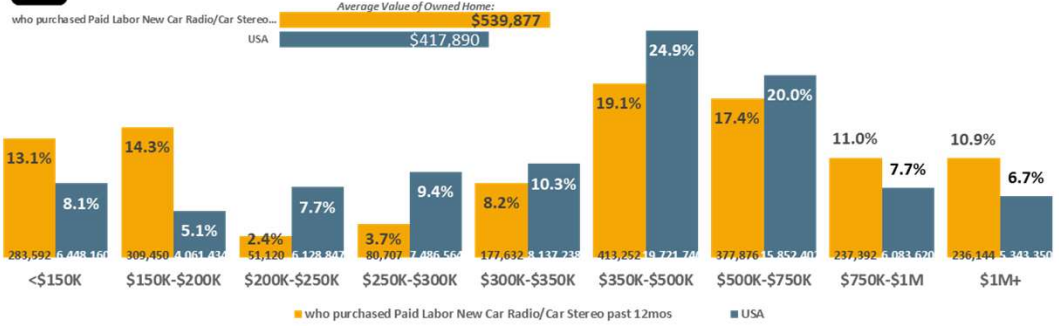
Type of Home: Adults 25 - 54



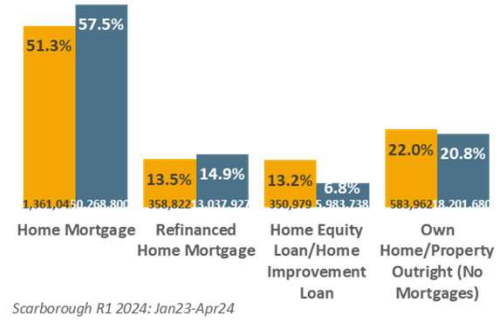
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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Scarborough R1 2024: Jan23-Apr24 *USA Projection*

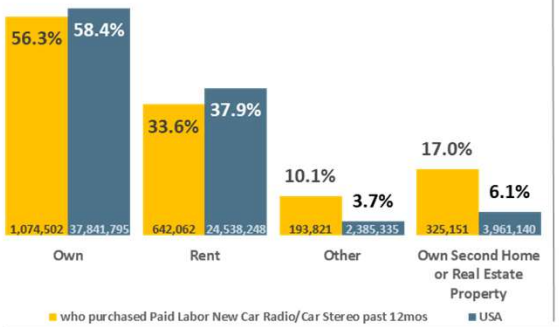
Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

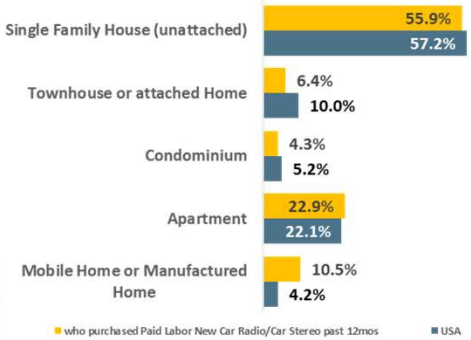


2.9% or 1,909,810 of USA Women 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 3.7% less likely to own their home, 13.6% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 12.7% more likely to have a dog.

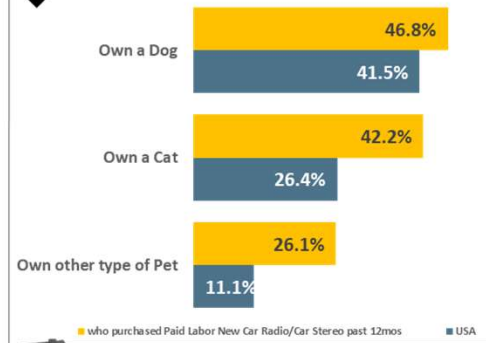
Own/Rent/Other: Women 25 - 54



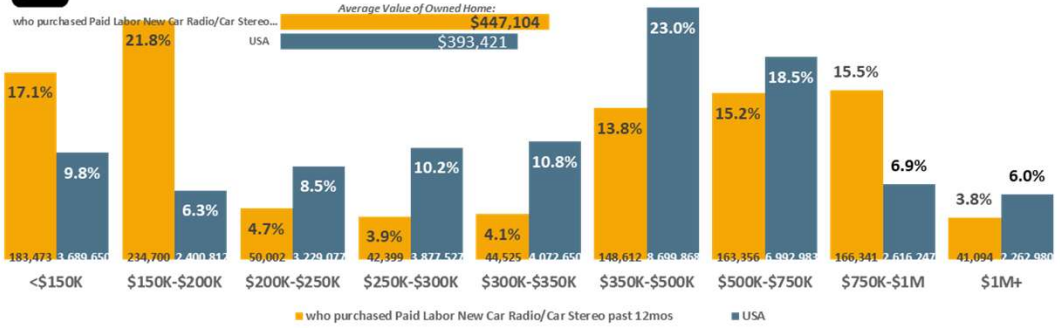
Type of Home: Women 25 - 54



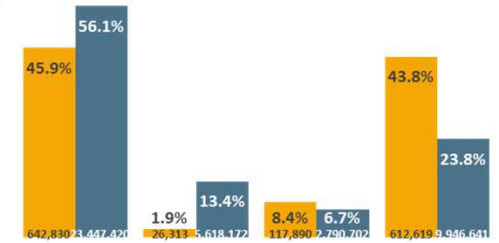
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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Scarborough R1 2024: Jan23-Apr24 *USA Projection*

Scarborough R1 2024: Jan23-Apr24

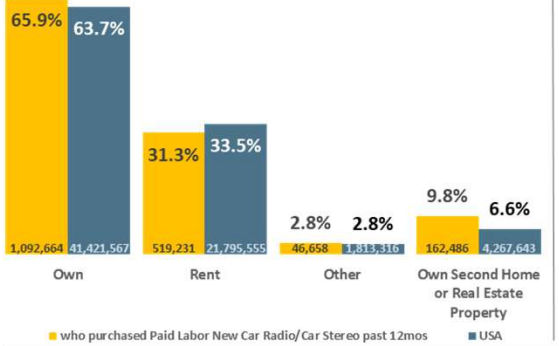
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



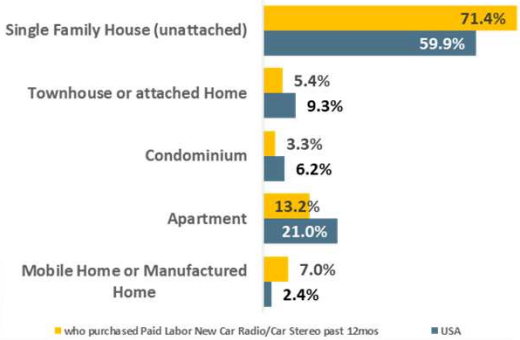
M25-54

2.6% or 1,658,552 of USA Men 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos.
Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 3.4% more likely to own their home, 44.5% more likely to own a higher valued home, 19.2% more likely to have a single-family home, 33.1% more likely to have a dog.

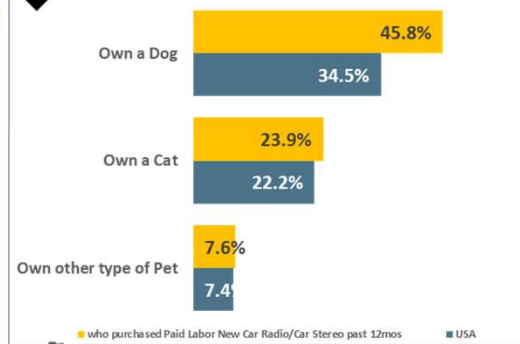
Own/Rent/Other: Men 25 - 54



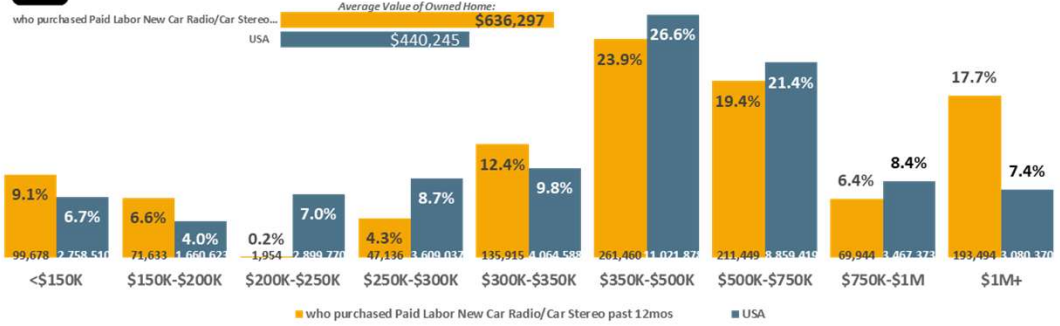
Type of Home: Men 25 - 54



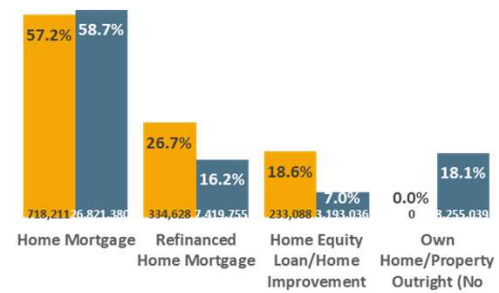
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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Scarborough R1 2024: Jan23-Apr24

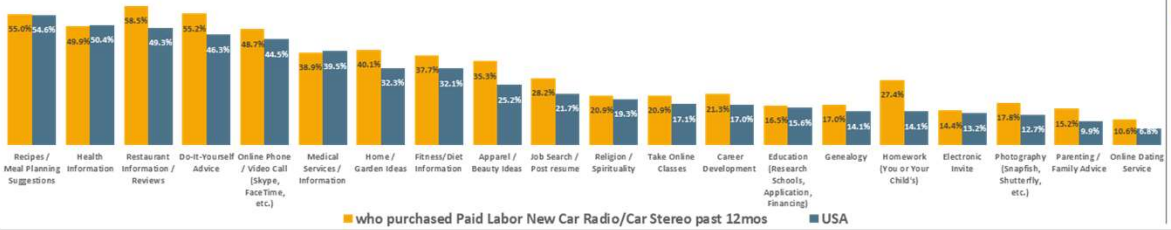
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



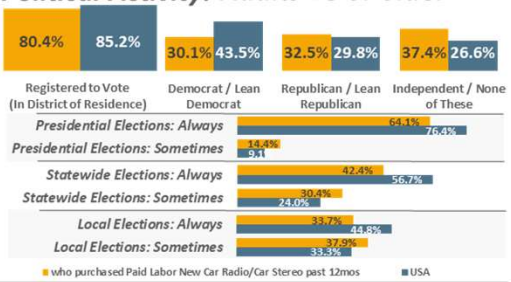
P18+

2.6% or 6,752,585 of USA Adults 18 or older purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 19.3% more likely to look up D-I-Y advice online, 24.9% less likely to always vote in local elections, 21.4% more likely to belong to a gym, 4.5% less likely to fly domest

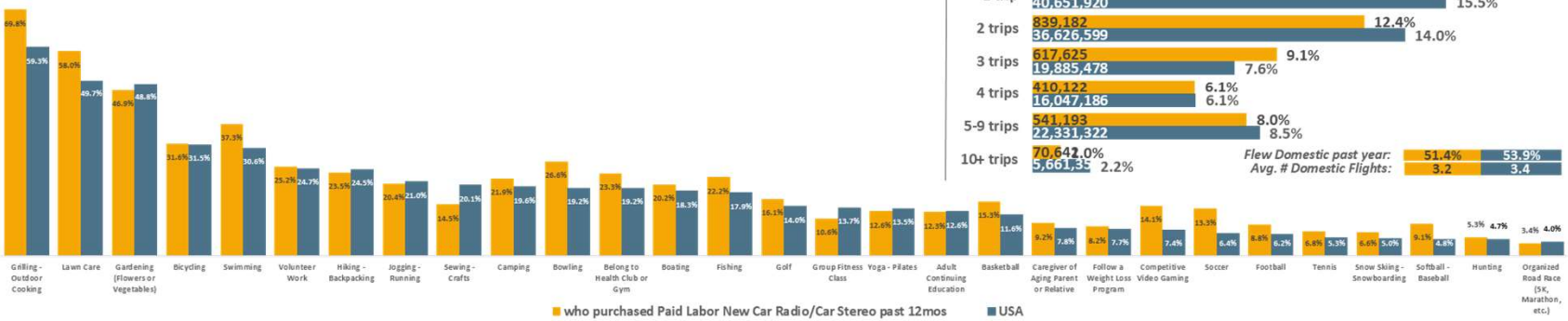
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

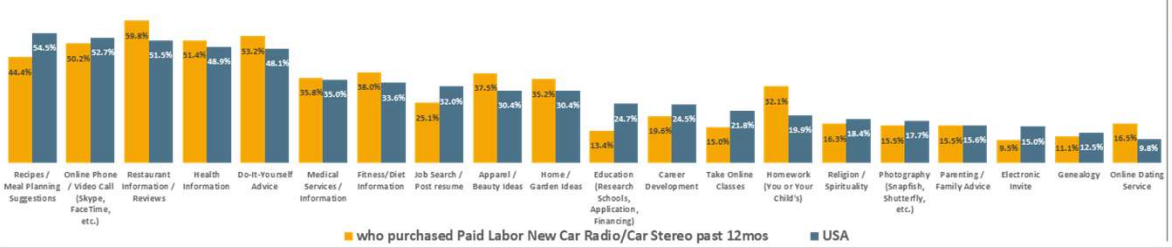
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



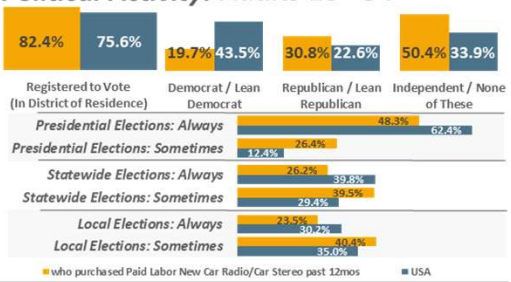
P18-34

4.% or 2,947,107 of USA Adults 18 - 34 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 10.6% more likely to look up D-I-Y advice online, 22.2% less likely to always vote in local elections, 20.6% more likely to belong to a gym, 13.5% less likely to fly domestic

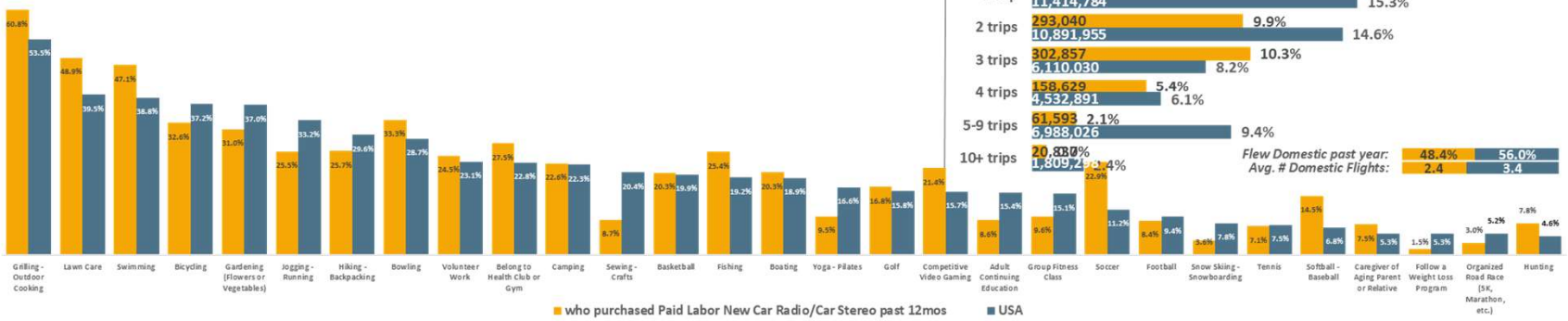
Top-20 past 30-days Online Lifestyle Activites: Adults 18 - 34



Political Activity: Adults 18 - 34



Top-30 past 12-months Active Lifestyle Activites: Adults 18 - 34



Past 12-months Domestic Airline Trips: Adults 18 - 34

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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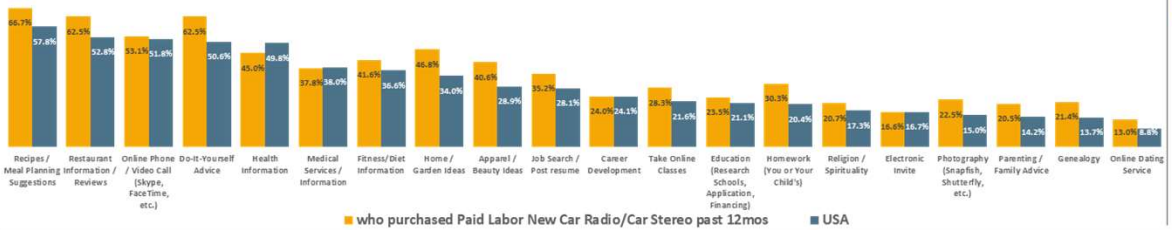
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

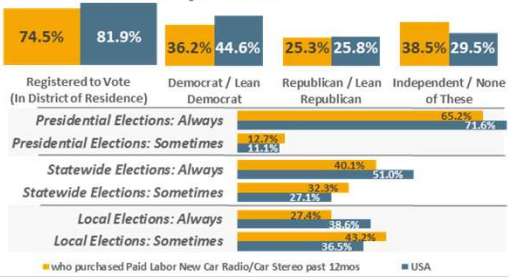


2.7% or 3,568,363 of USA Adults 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 23.5% more likely to look up D-I-Y advice online, 29.% less likely to always vote in local elections, 5.8% less likely to belong to a gym, 6.3% less likely to fly domestic pas

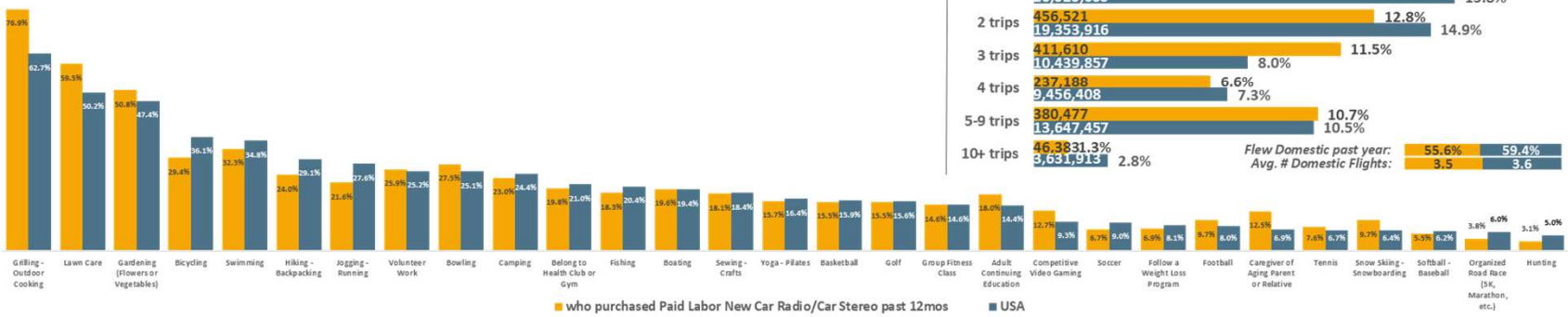
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

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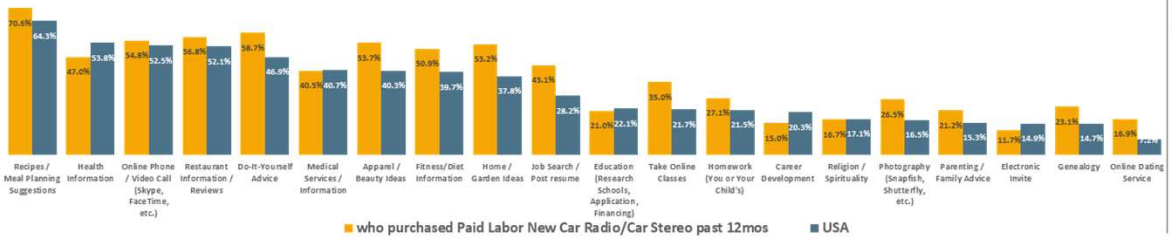
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

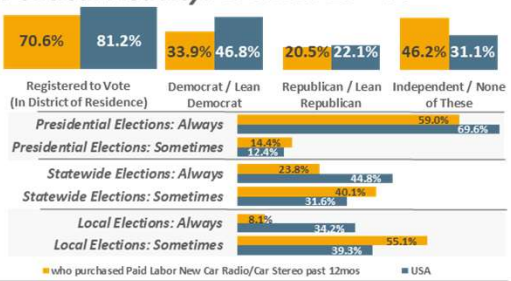


2.9% or 1,909,810 of USA Women 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 25.2% more likely to look up D-I-Y advice online, 76.2% less likely to always vote in local elections, 16.9% less likely to belong to a gym, 20.% less likely to fly domestic pa

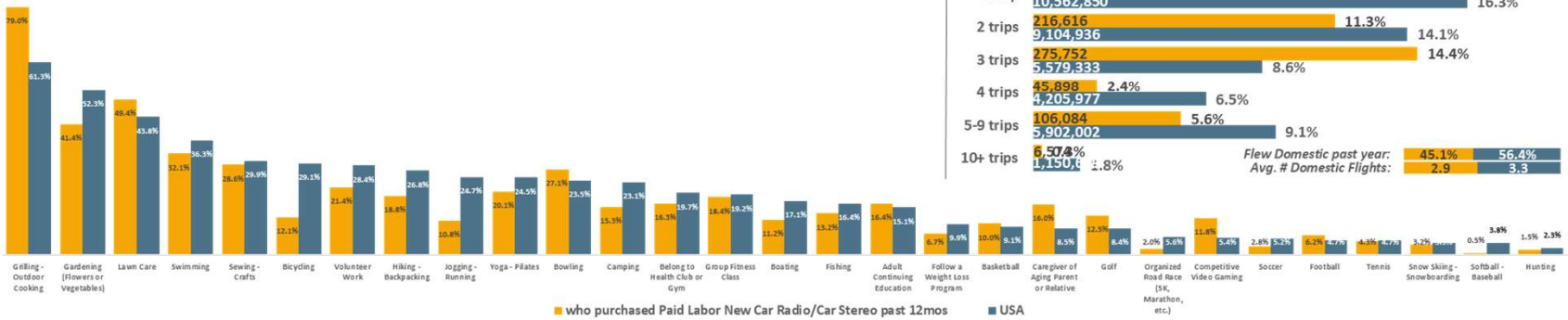
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

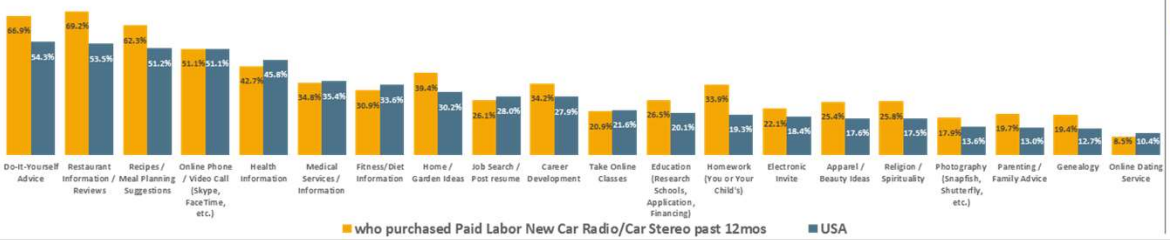
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

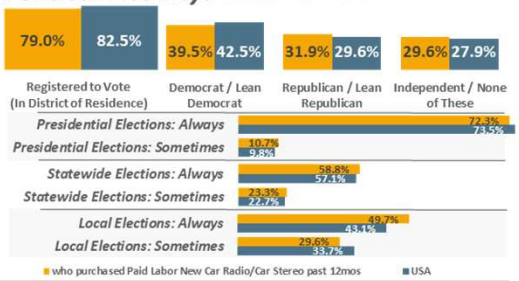


2.6% or 1,658,552 of USA Men 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 23.2% more likely to look up D-I-Y advice online, 15.4% more likely to always vote in local elections, 6.3% more likely to belong to a gym, 8.8% more likely to fly domestic past

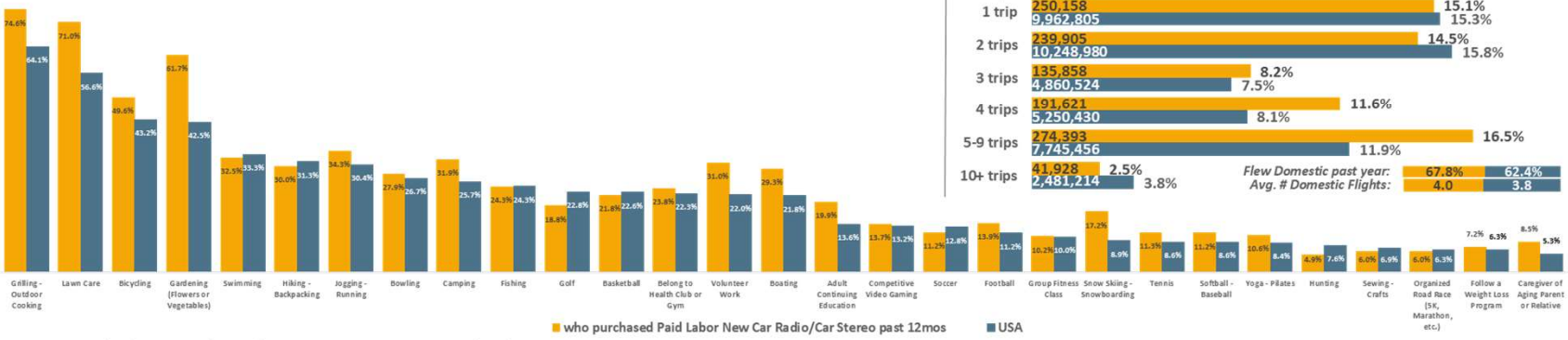
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



2.6% or 6,752,585 of USA Adults 18 or older purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 6.7% more likely to use QSRs past mo., 7.5% more likely to use Sit-Down Restaurants past mo., 23.% more likely to use Casinos past yr., 59.% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older

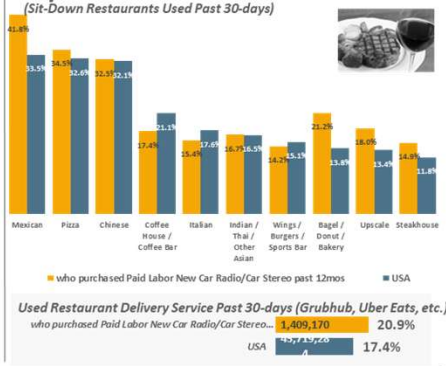


Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

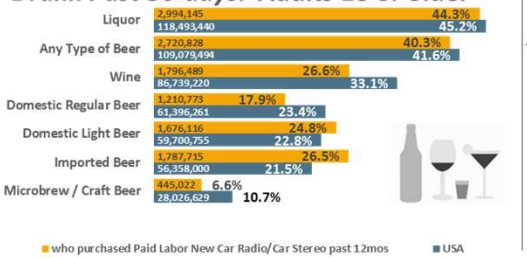


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

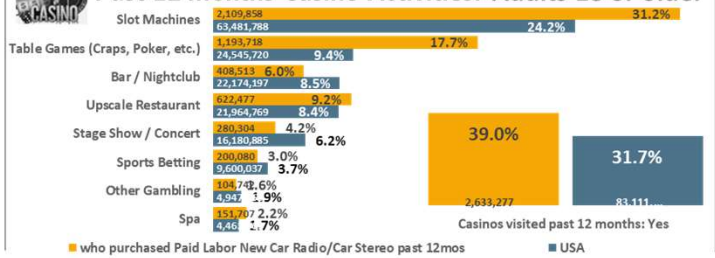
who purchased Paid Labor New Car Radio/Car Stereo... 1,409,170 20.9%

USA 17.4%

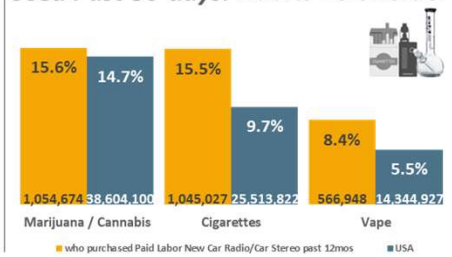
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *441*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



4.% or 2,947,107 of USA Adults 18 - 34 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 7.5% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., 55.4% more likely to use Casinos past yr., 30.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 - 34



Total Monthly QSR Users: 99.1% 92.2%

Avg. Monthly QSR Meals: 8.7 7.1

Past 30-days Sit-Down Restaurant Users: Adults 18 - 34



Total Monthly Sit-Down Restaurant Users: 82.2% 76.3%

Avg. Monthly Sit-Down Restaurant Meals: 3.9 3.9

Top-10 Cuisines: Adults 18 - 34

(Sit-Down Restaurants Used Past 30-days)



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

who purchased Paid Labor New Car Radio/Car Stereo... 813,872 27.6%

USA 28.2%

Drank Past 30-days: Adults 18 - 34



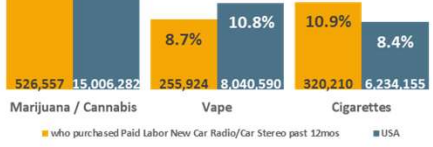
Past 12 months Casino Activities: Adults 18 - 34





Used Past 30-days: Adults 18 - 34





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *441*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P25-54

2.7% or 3,568,363 of USA Adults 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 2.2% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 5.% less likely to use Casinos past yr., 99.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



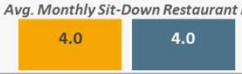
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

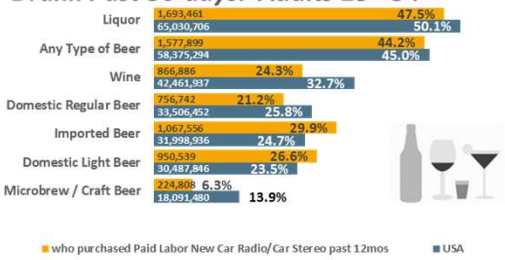
(Sit-Down Restaurants Used Past 30-days)



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

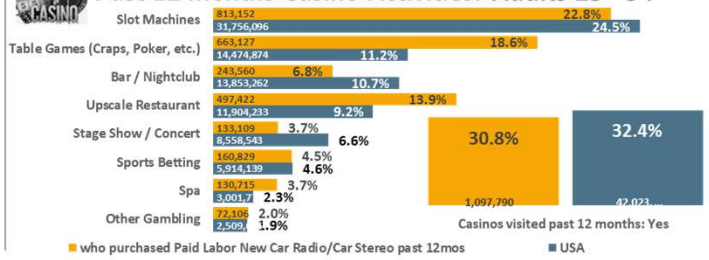


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *441*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



2.9% or 1,909,810 of USA Women 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are .6% more likely to use QSRs past mo., 7.7% less likely to use Sit-Down Restaurants past mo., 11.6% less likely to use Casinos past yr., 96.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



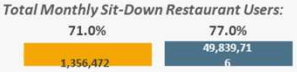
Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

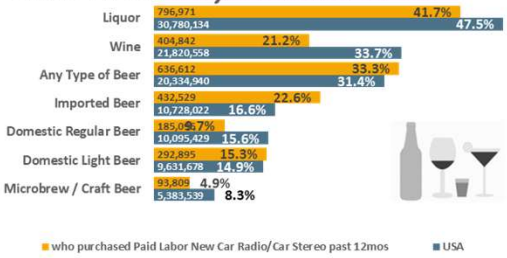
(Sit-Down Restaurants Used Past 30-days)



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

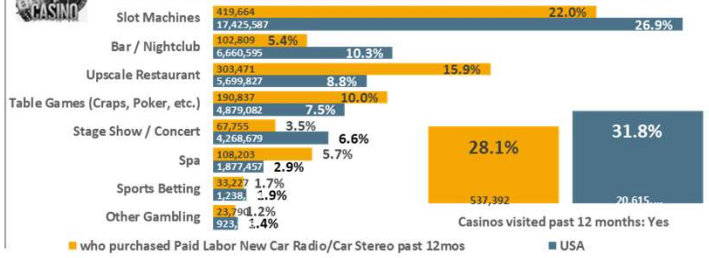


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *441*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



2.6% or 1,658,552 of USA Men 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos.
Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 4.7% more likely to use QSRs past mo., 17.% more likely to use Sit-Down Restaurants past mo., 2.6% more likely to use Casinos past yr., 103.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



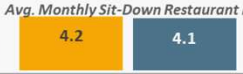
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

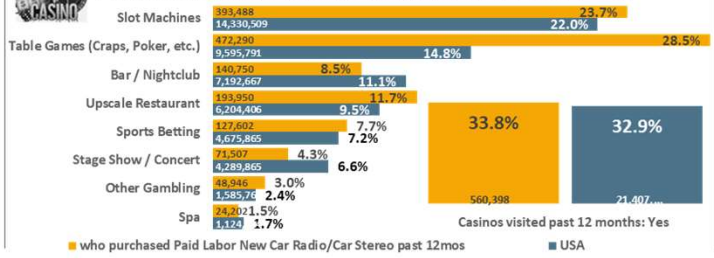


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

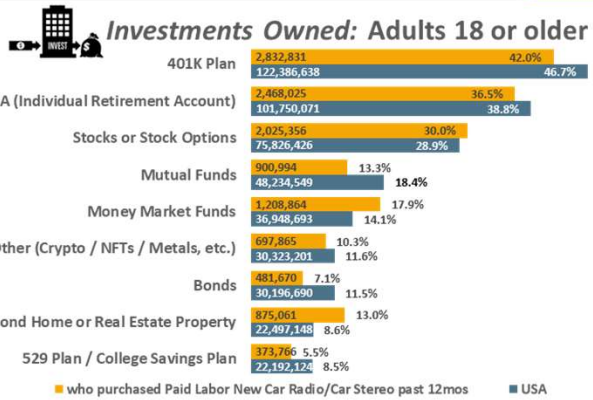
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



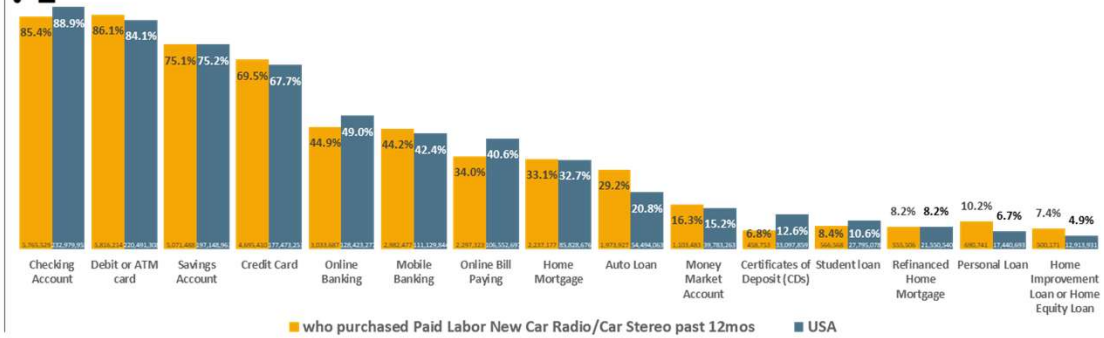
P18+

2.6% or 6,752,585 of USA Adults 18 or older purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 10.1% less likely to have a 401K, 40.6% more likely to have an Auto Loan, 20.8% more likely to Invest/Trade Stocks Online, 20.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



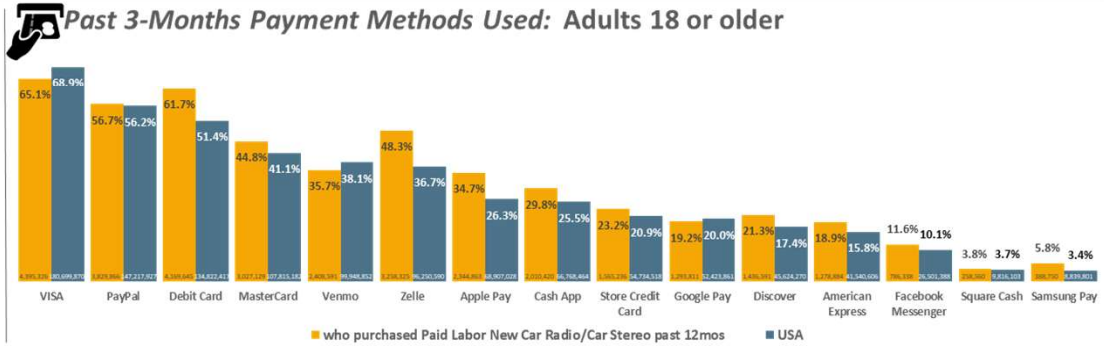
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

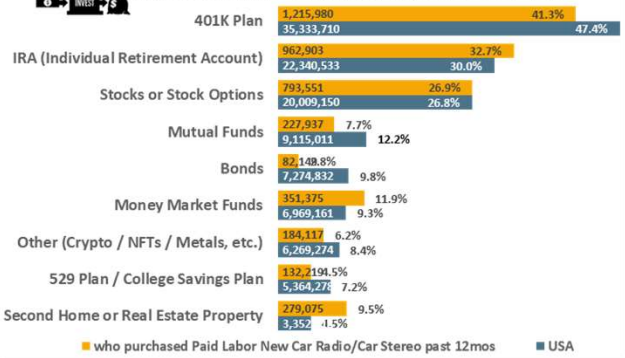


P18-34

4.% or 2,947,107 of USA Adults 18 - 34 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 12.9% less likely to have a 401K, 23.1% more likely to have an Auto Loan, 12.1% more likely to Invest/Trade Stocks Online, 12.9% more likely to pay with their Debit Card.

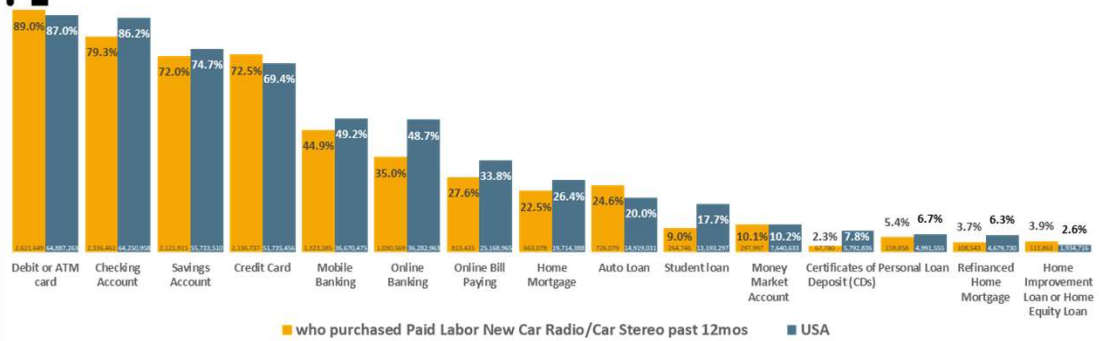
Investments Owned: Adults 18 - 34





Financial Services Has and/or Uses: Adults 18 - 34





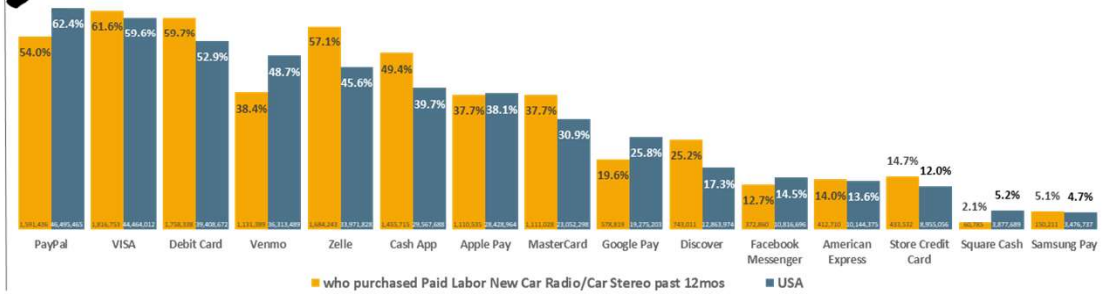
Professional Services Used:* Adults 18 - 34



(*Past 12 Months)

Past 3-Months Payment Methods Used: Adults 18 - 34





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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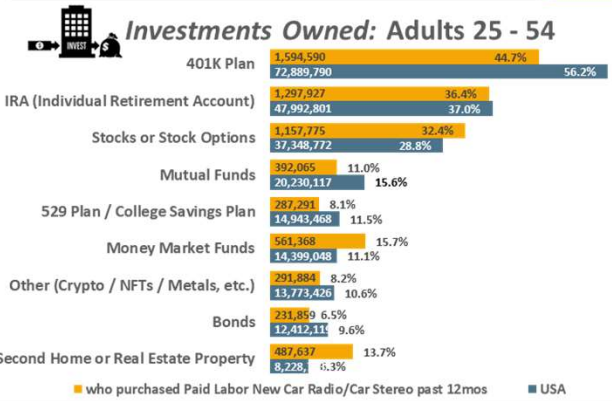
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

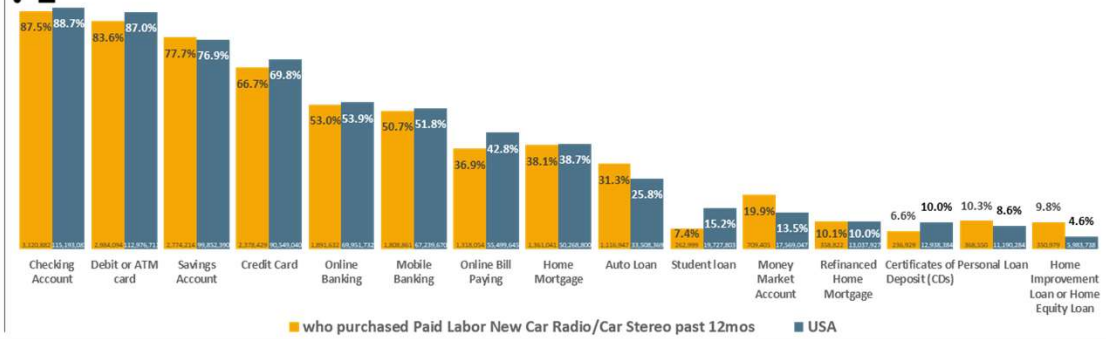


2.7% or 3,568,363 of USA Adults 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 20.4% less likely to have a 401K, 21.2% more likely to have an Auto Loan, 21.6% more likely to Invest/Trade Stocks Online, 24.9% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

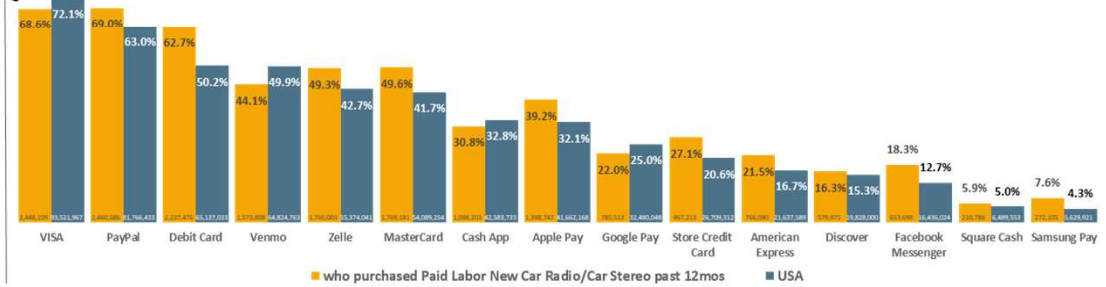


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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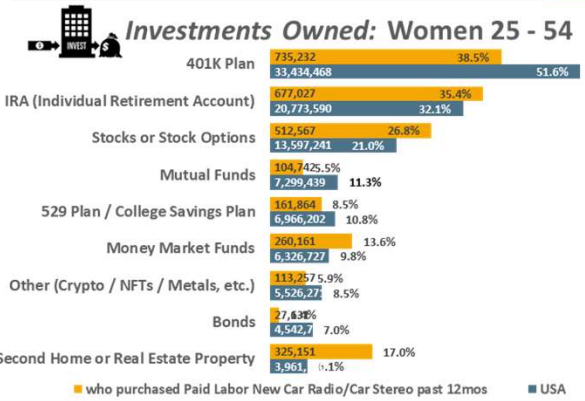
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

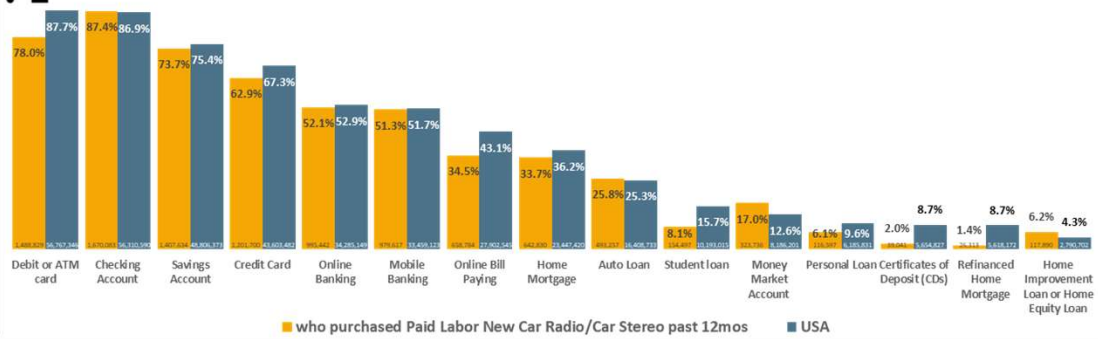


2.9% or 1,909,810 of USA Women 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos. Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 25.4% less likely to have a 401K, 1.9% more likely to have an Auto Loan, 35.2% more likely to Invest/Trade Stocks Online, 22.5% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



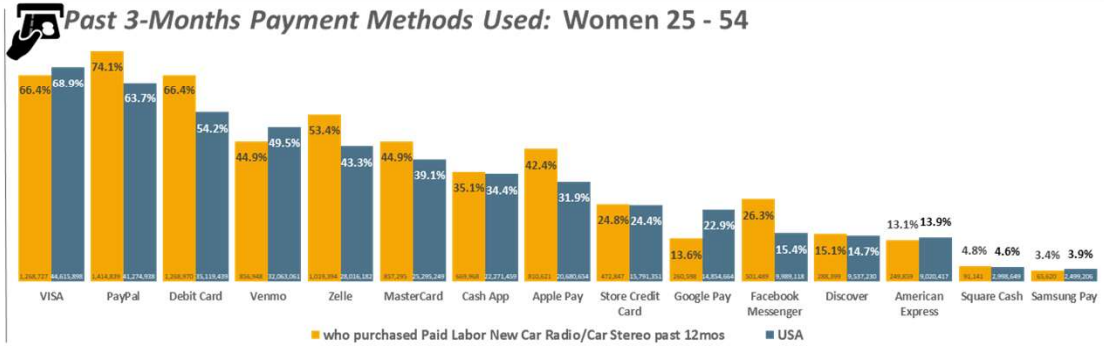
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used:* Women 25 - 54



Past 3-Months Payment Methods Used: Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441

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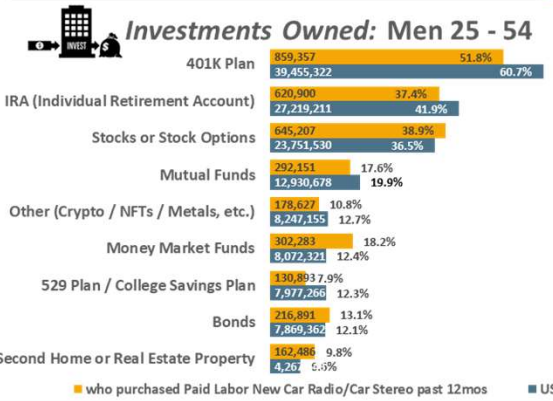
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

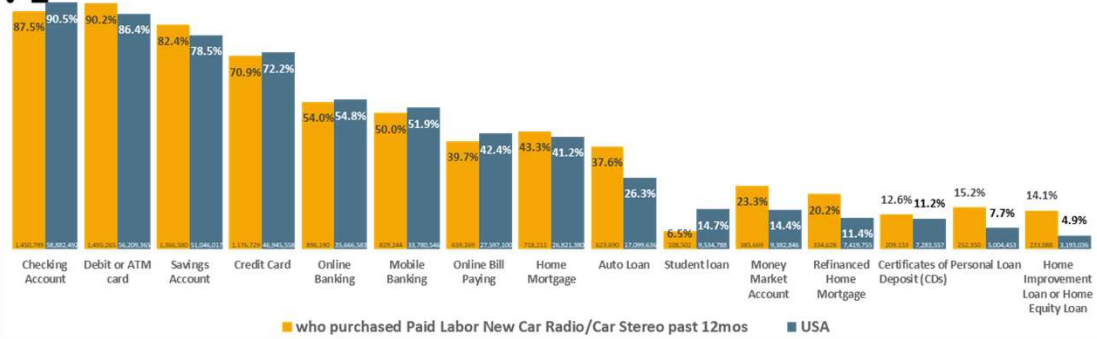


2.6% or 1,658,552 of USA Men 25 - 54 purchased Paid Labor New Car Radio/Car Stereo past 12mos.
Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos are 14.6% less likely to have a 401K, 43.% more likely to have an Auto Loan, 22.1% more likely to Invest/Trade Stocks Online, 26.5% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



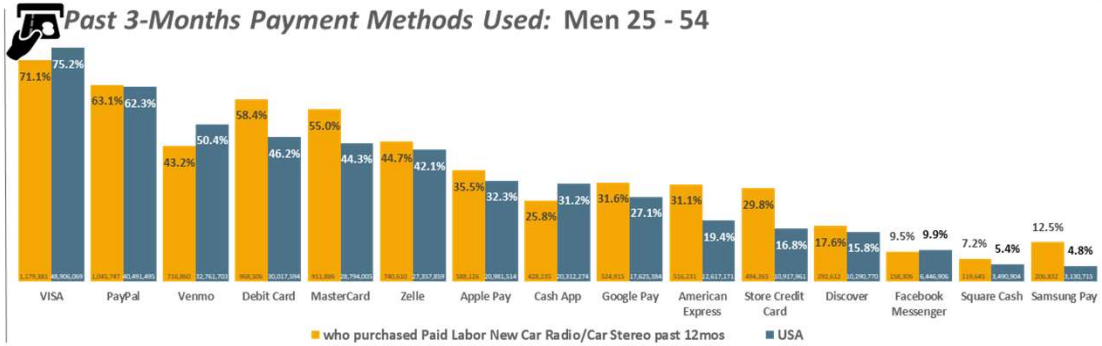
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used:* Men 25 - 54



Past 3-Months Payment Methods Used: Men 25 - 54



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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

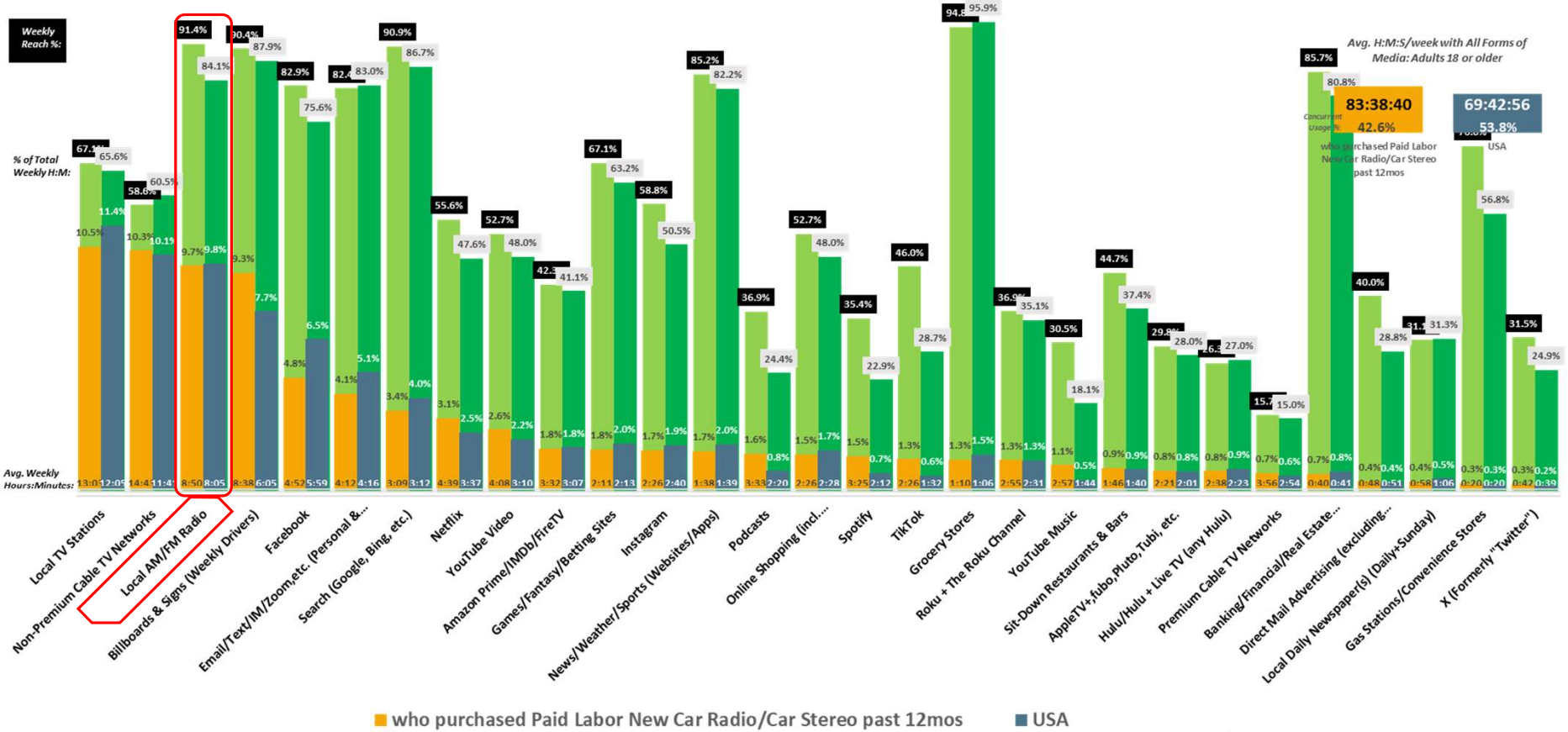
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18+

Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 3 days, 11 hours, 38 minutes and 40 seconds each week with All Forms of Media.

91.4% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 441 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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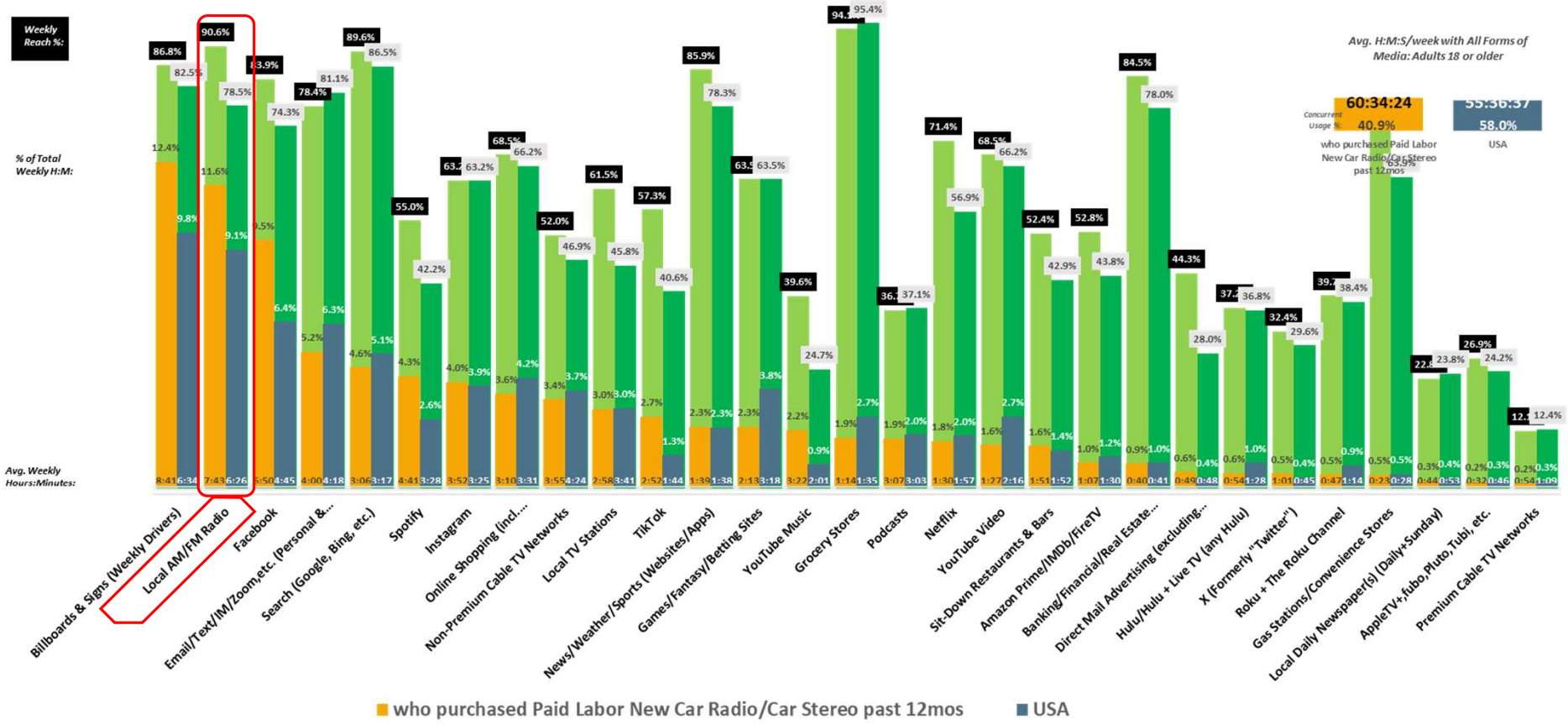
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18-34

Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 2 days, 12 hours, 34 minutes and 24 seconds each week with All Forms of Media.

90.6% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an avg. of 7 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.



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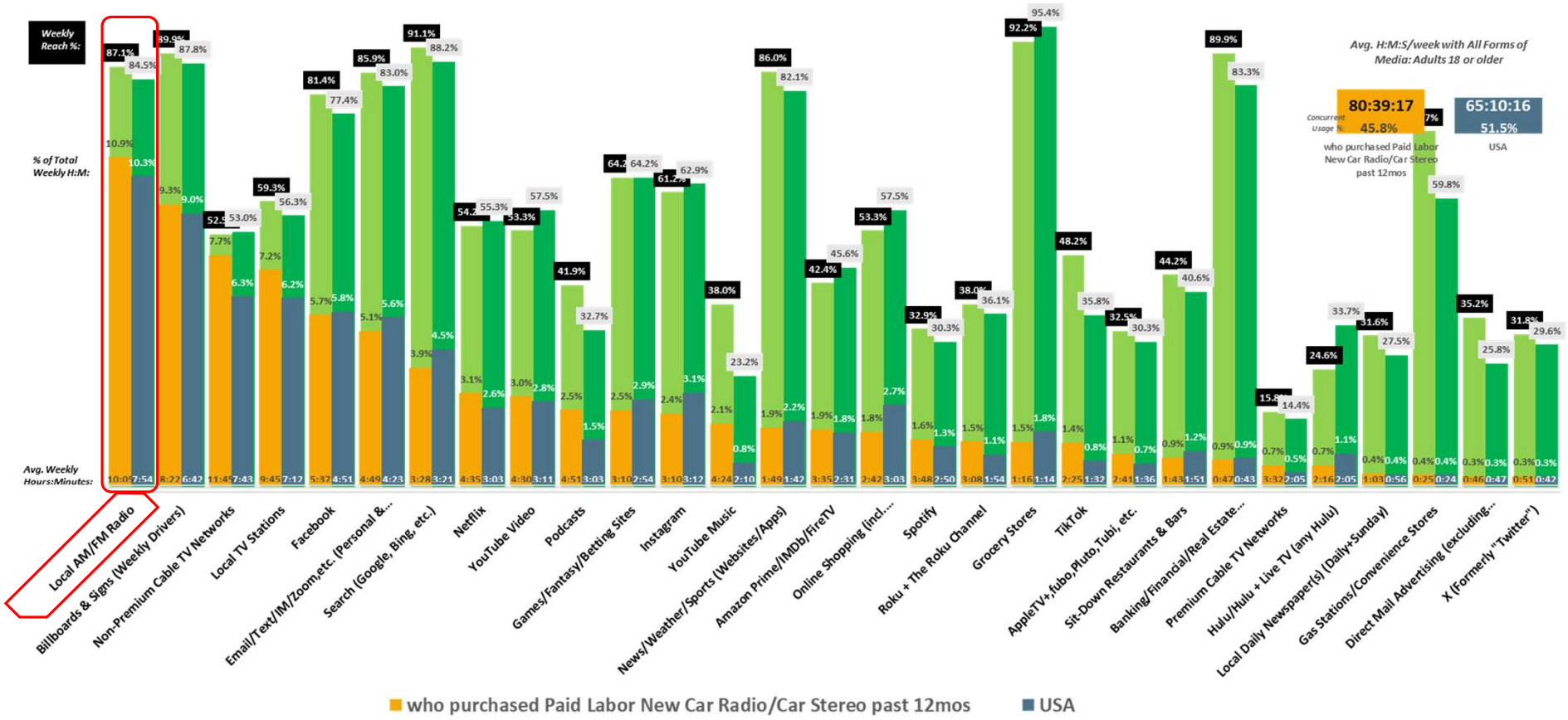
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P25-54

Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 3 days, 8 hours, 39 minutes and 17 seconds each week with All Forms of Media.

87.1% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an avg. of 10 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.

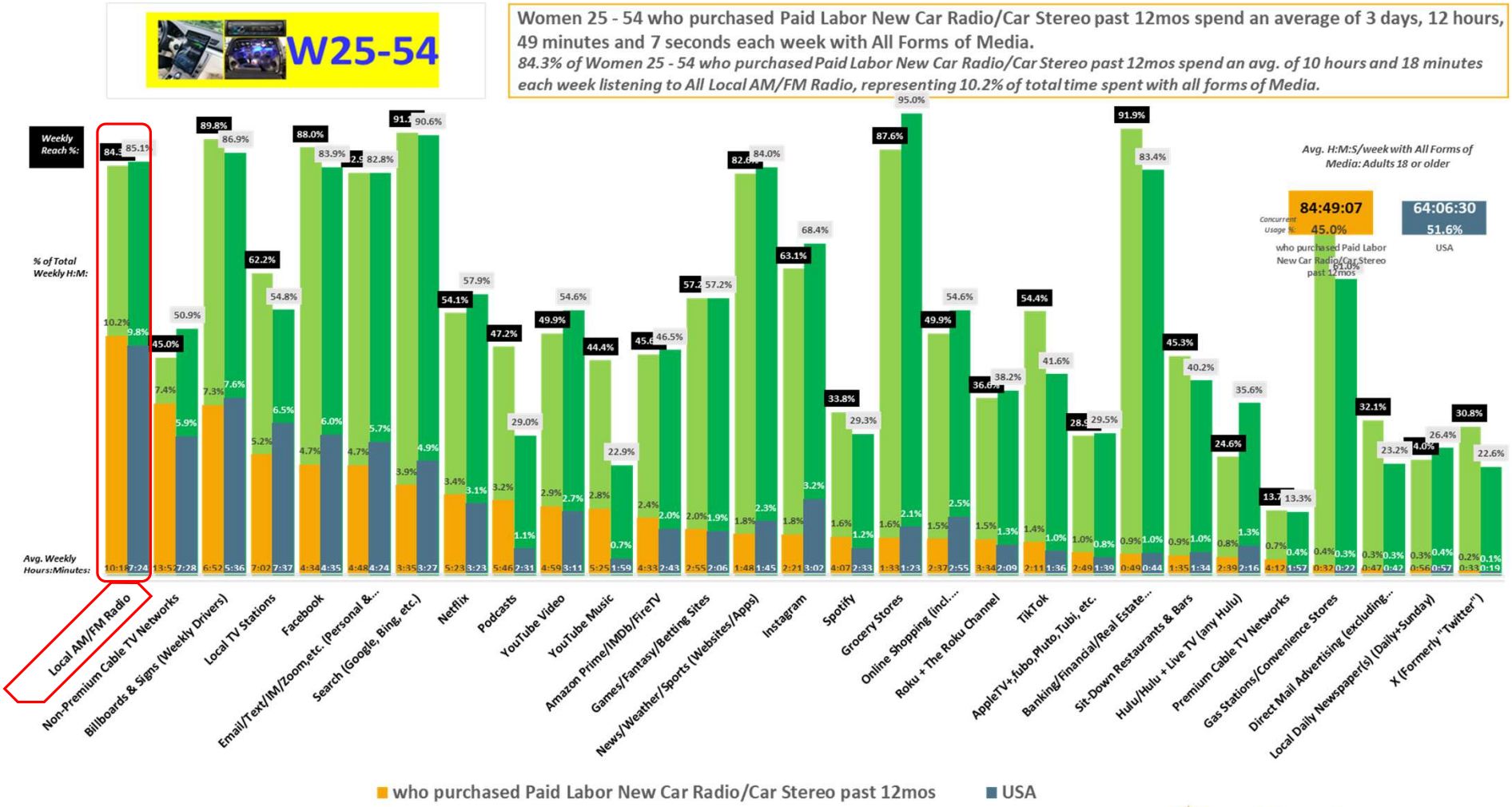


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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

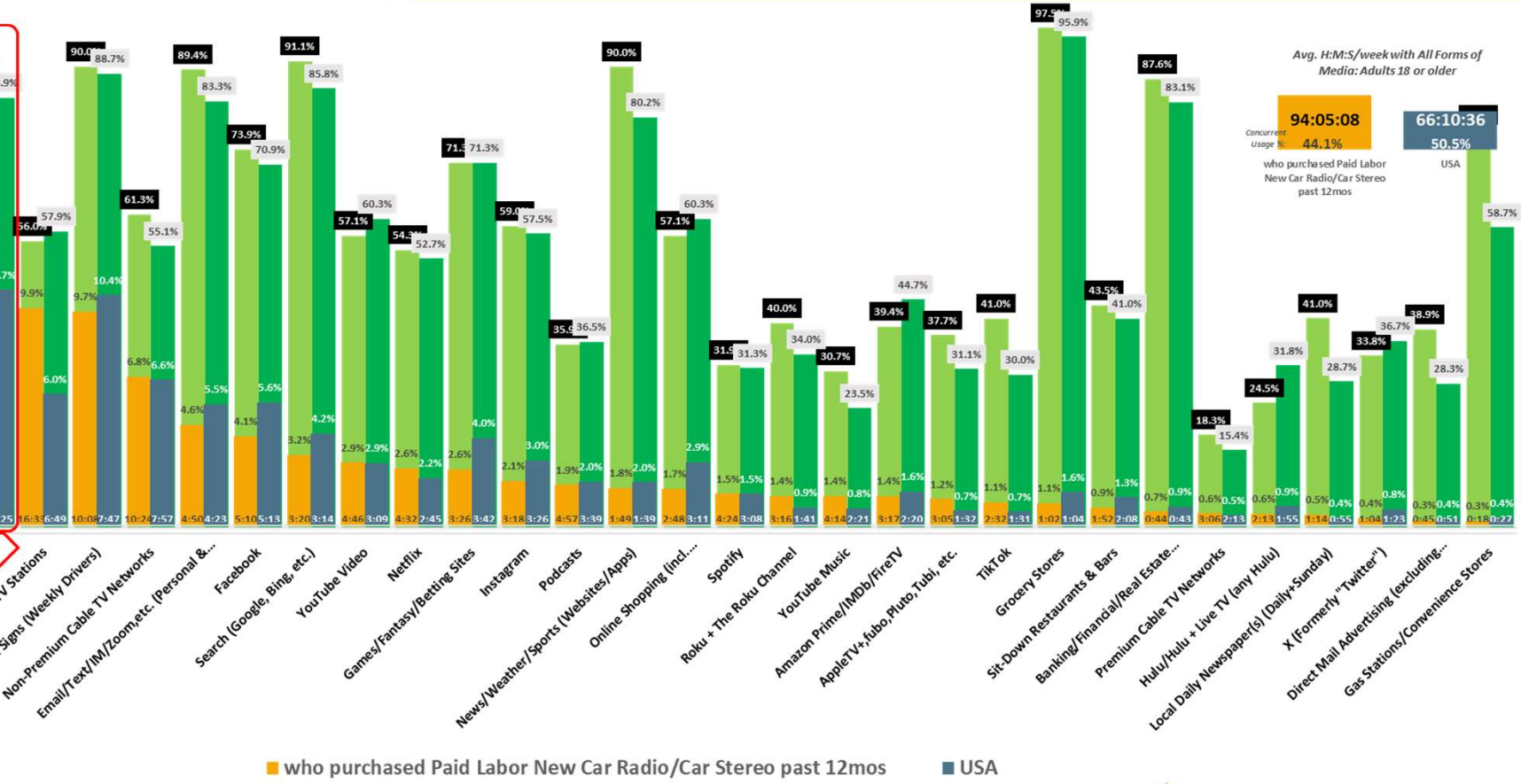


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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



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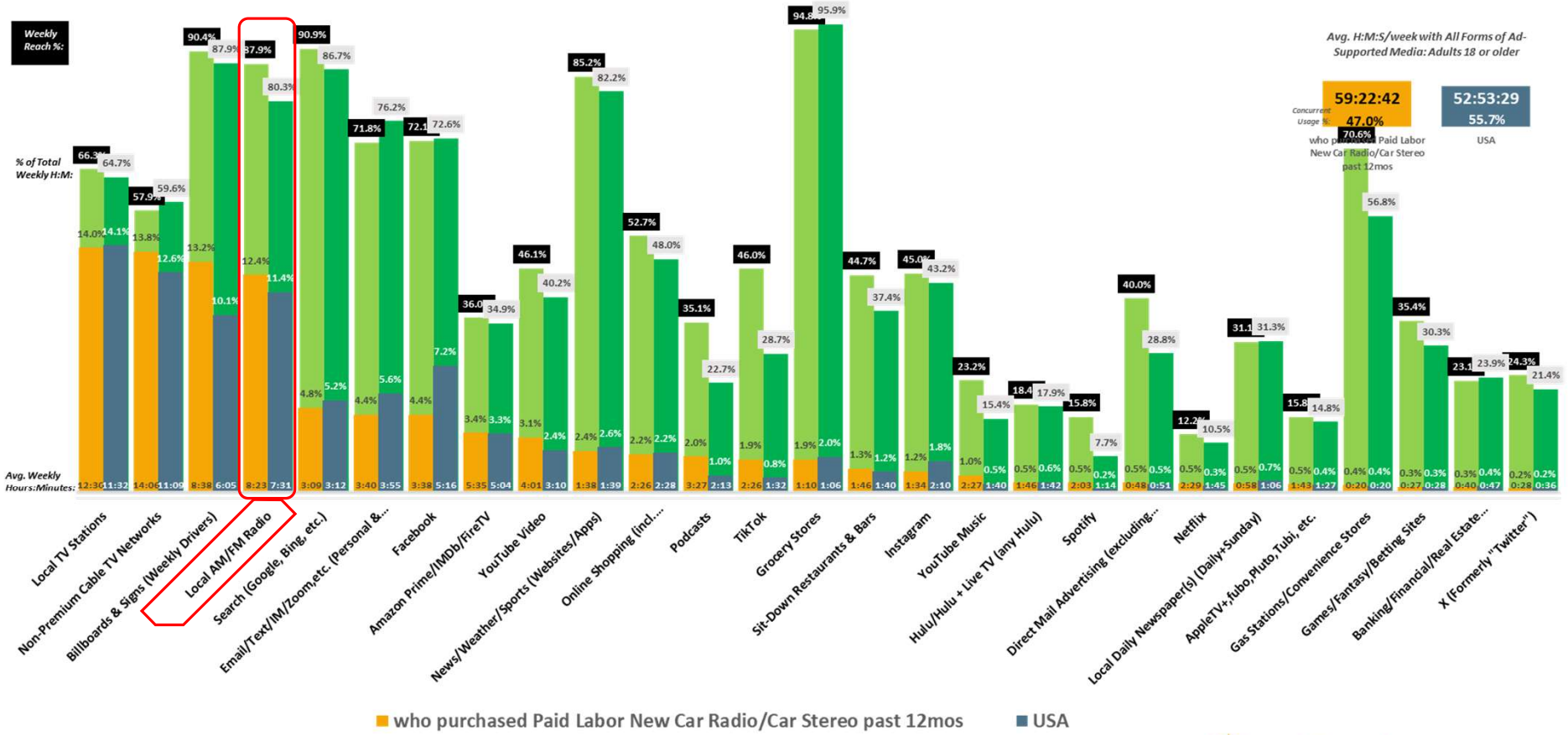
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18+

Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 2 days, 11 hours, 22 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

87.9% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported M



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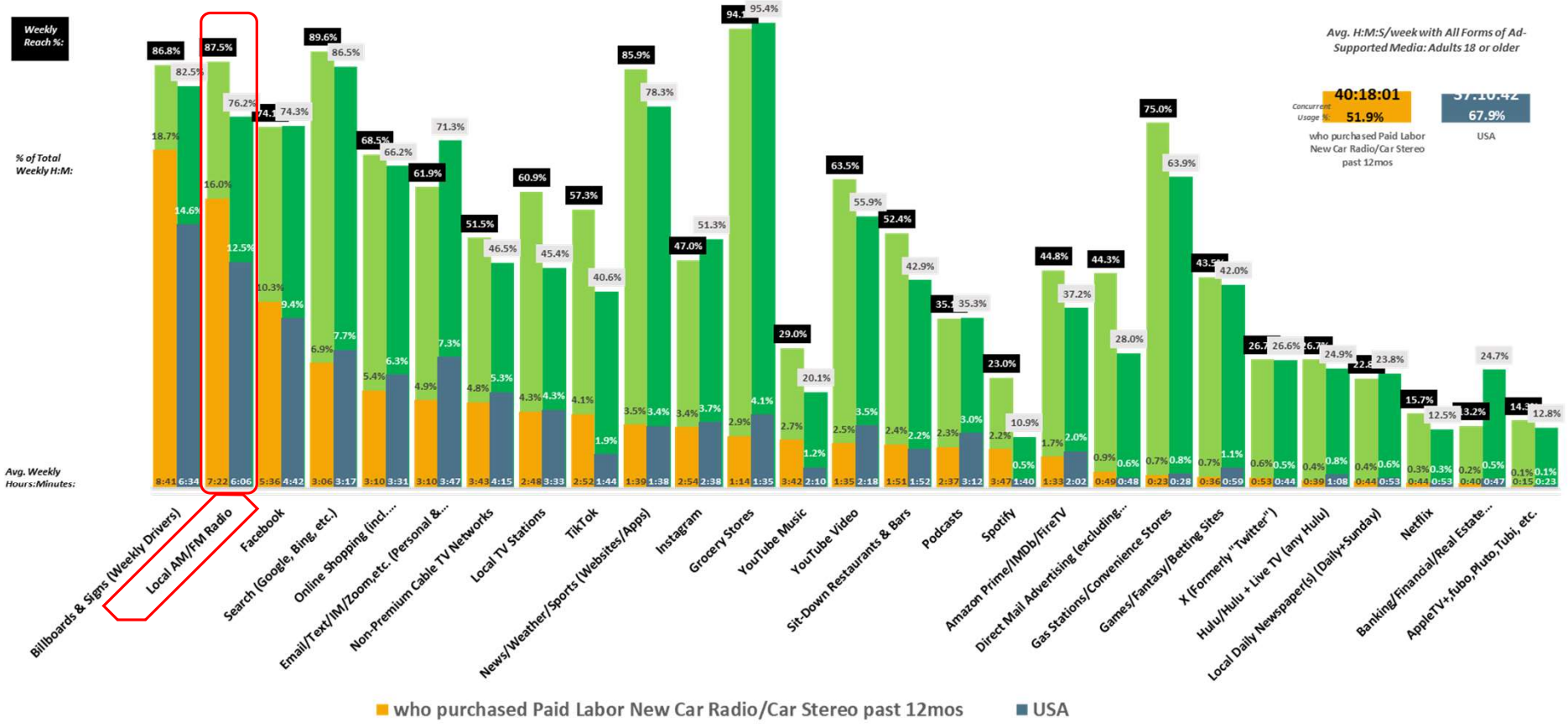
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18-34

Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 1 days, 16 hours, 18 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

87.5% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.% of total time spent with all forms of Ad-Supported Media.



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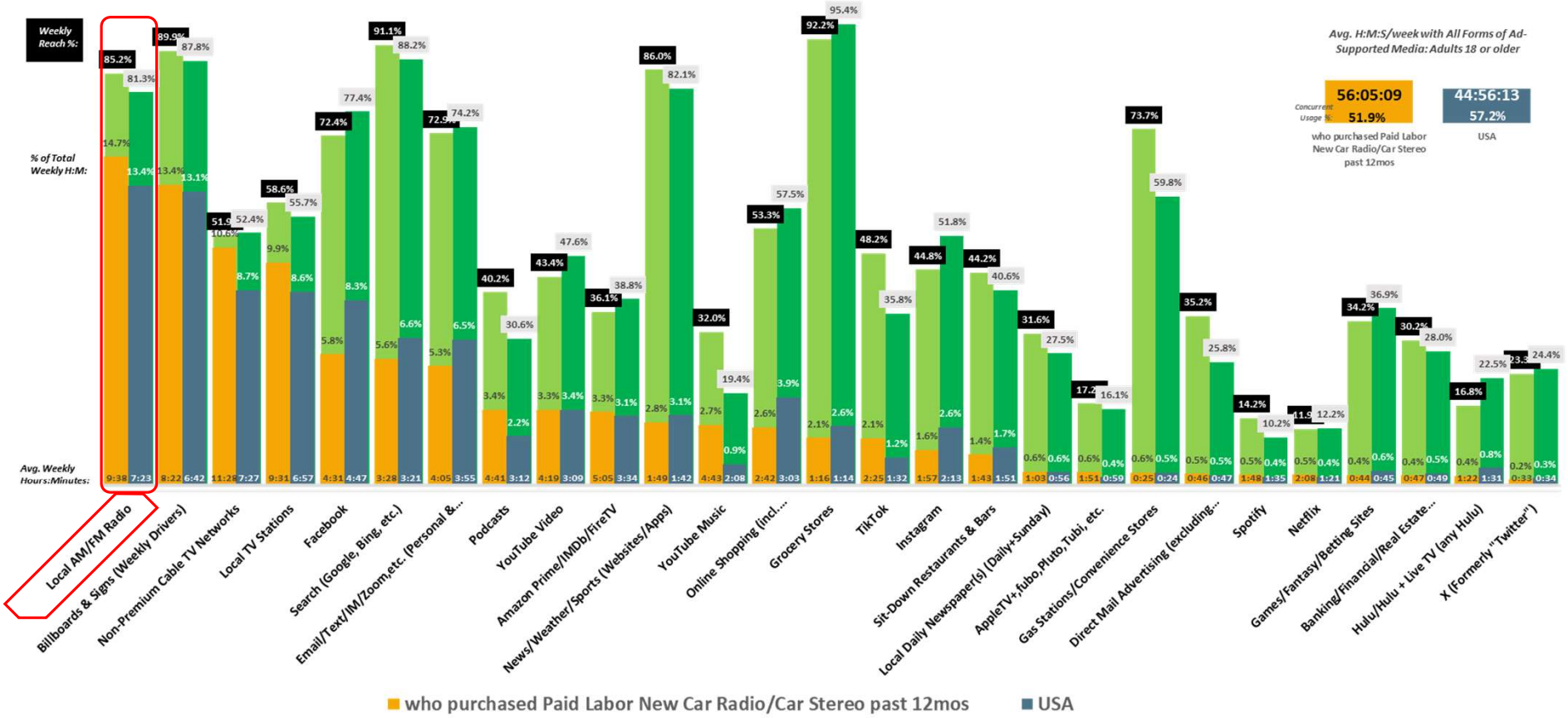
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

P25-54

Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 2 days, 8 hours, 5 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

85.2% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an avg. of 9 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.7% of total time spent with all forms of Ad-Supported Media



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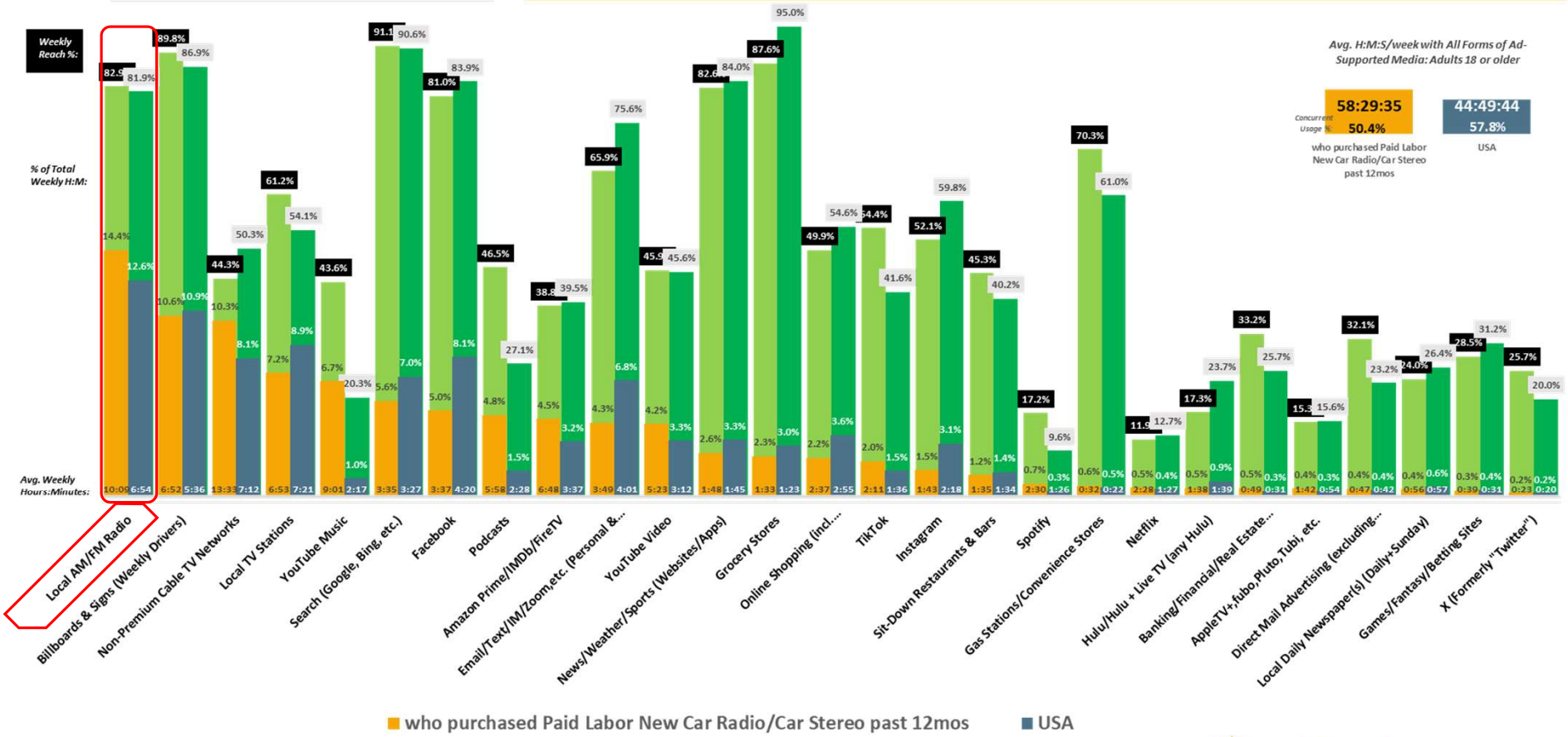
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



W25-54

Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 2 days, 10 hours, 29 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

82.9% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an avg. of 10 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.4% of total time spent with all forms of Ad-Supported Media.



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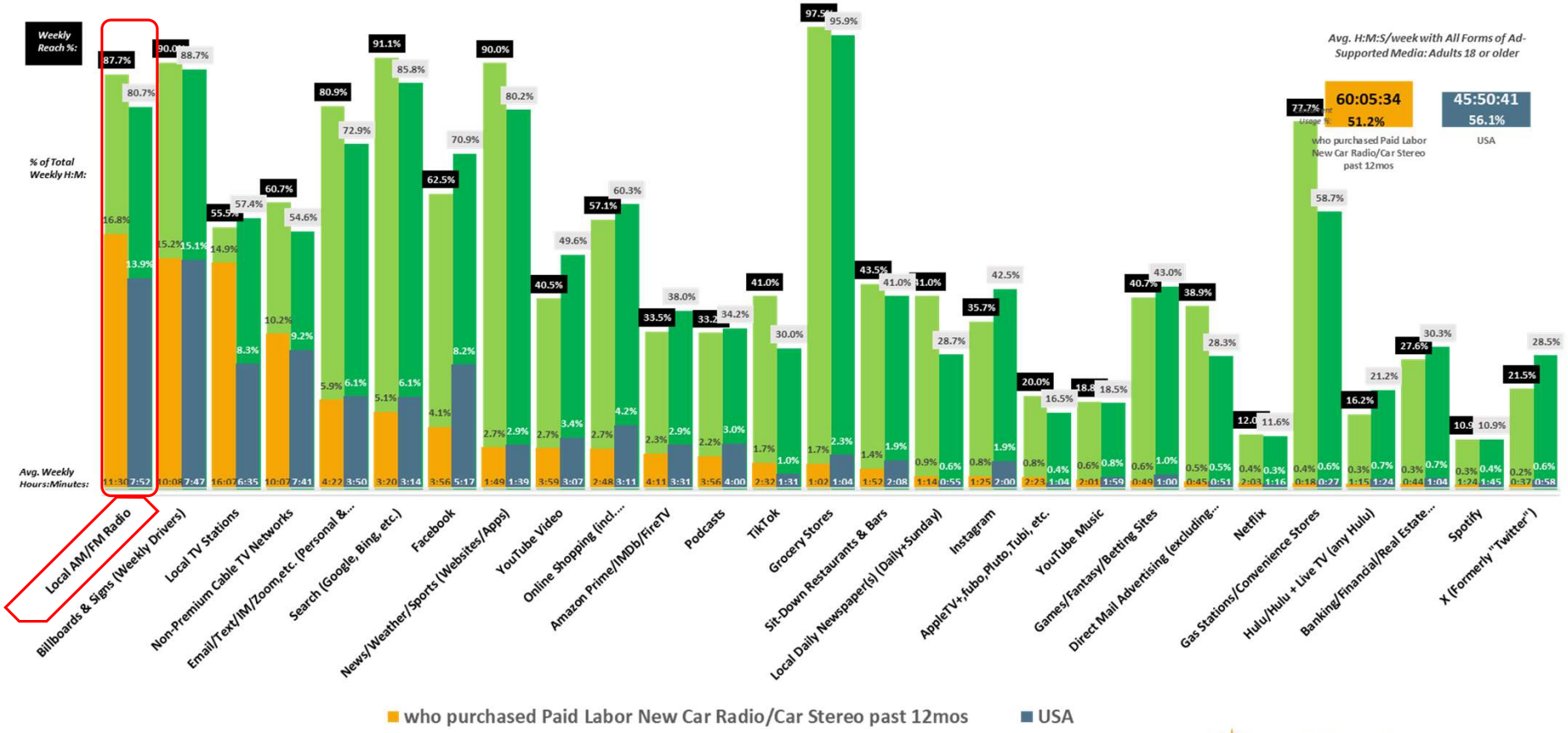
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



M25-54

Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 2 days, 12 hours, 5 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

87.7% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an avg. of 11 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.8% of total time spent with all forms of Ad-Supported Media.



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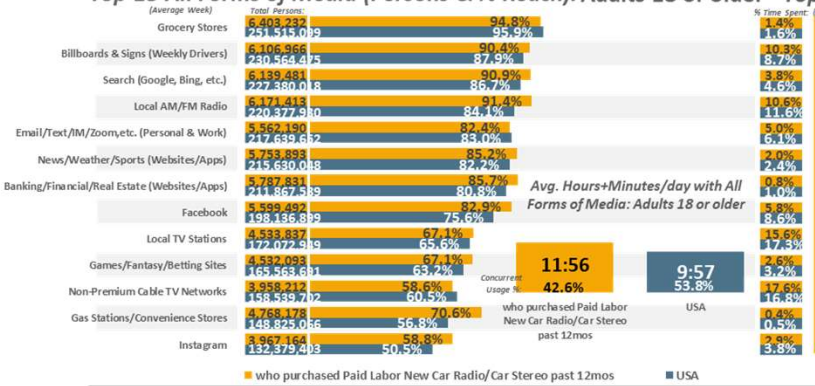
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

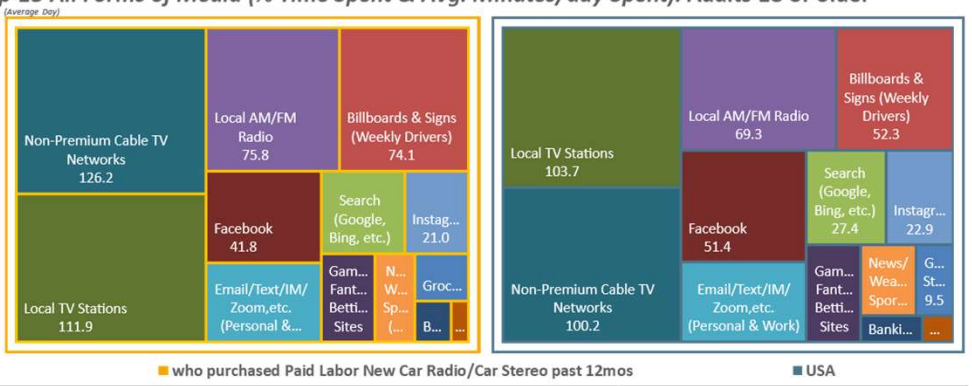


Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 8 hours and 28 minutes each day with All Forms of Ad-Supported Media. 87.9% listen to Local AM/FM Radio for an avg. of 72. minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

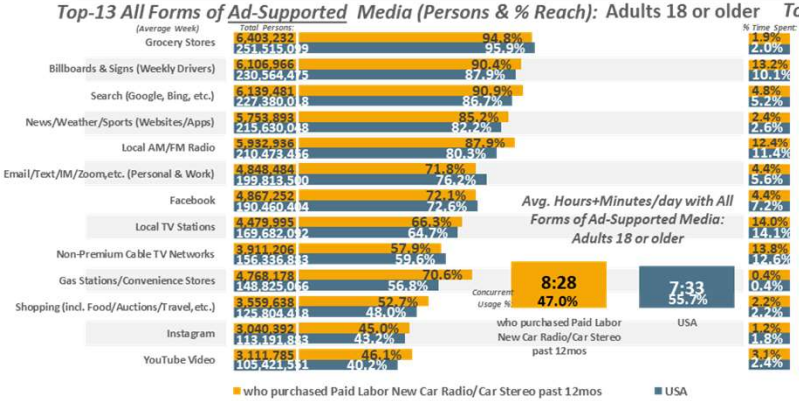
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



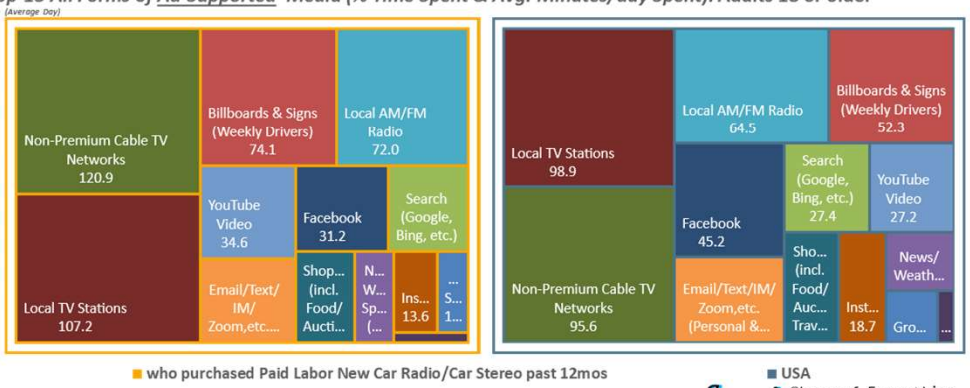
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of 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



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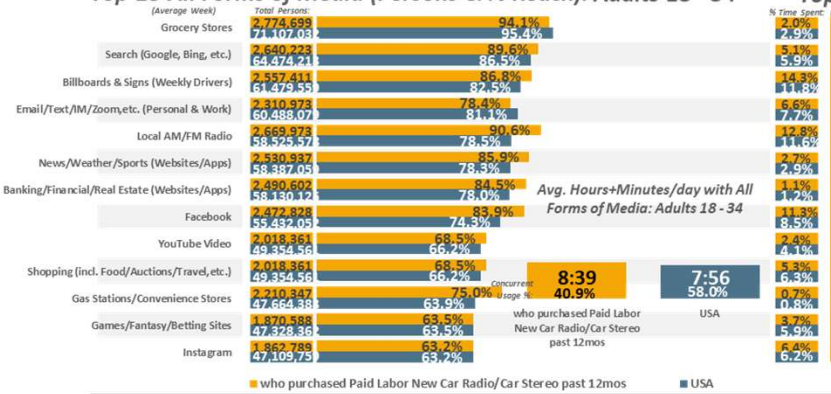
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

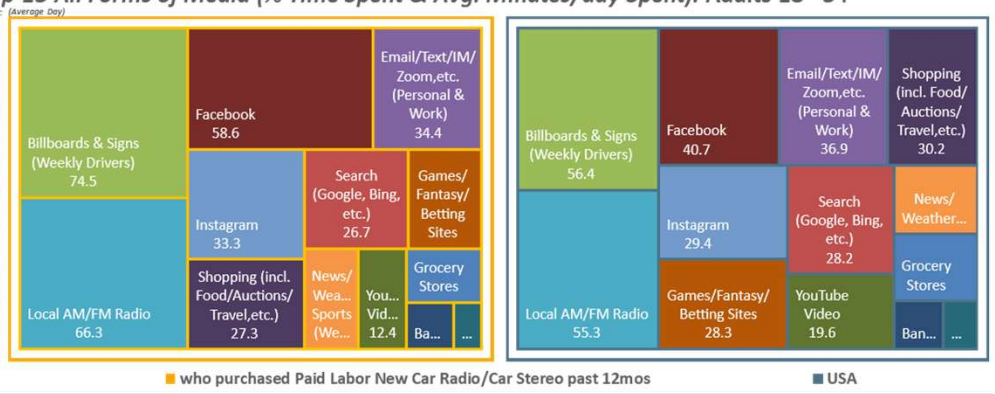


Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 5 hours and 45 minutes each day with All Forms of Ad-Supported Media. 87.5% listen to Local AM/FM Radio for an avg. of 63.3 minutes/day. *(Local Radio delivers 16.% of Time with Ad-Supported Media.)*

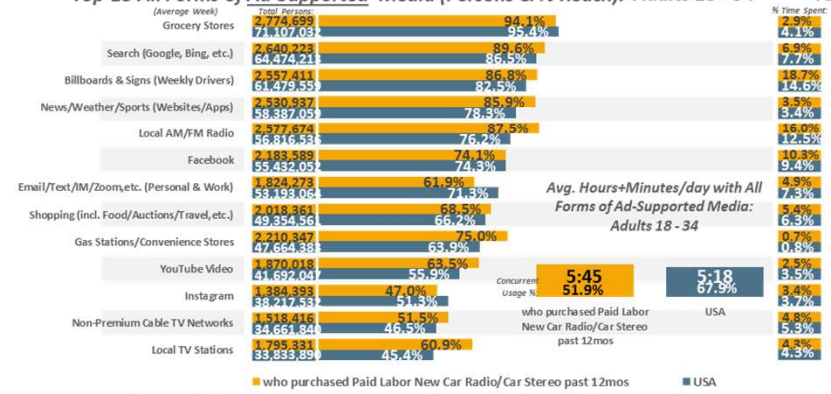
Top-13 All Forms of Media (Persons & % Reach): Adults 18 - 34



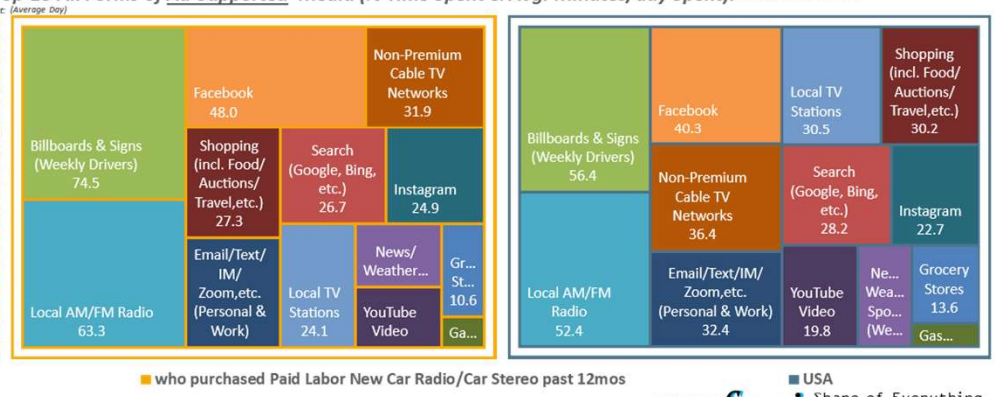
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 - 34



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



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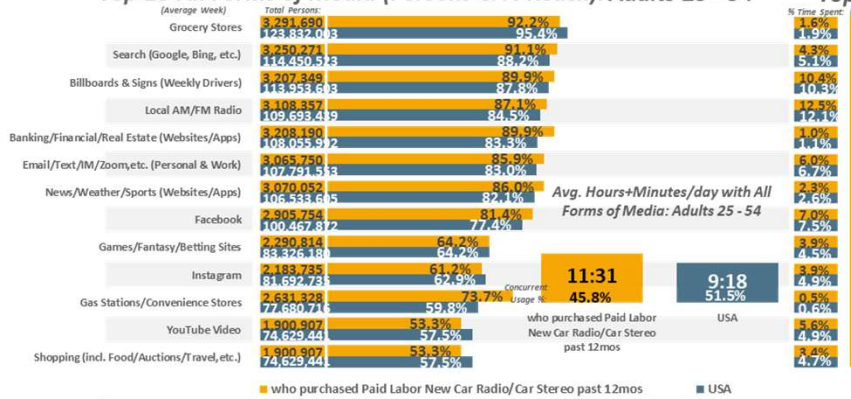
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

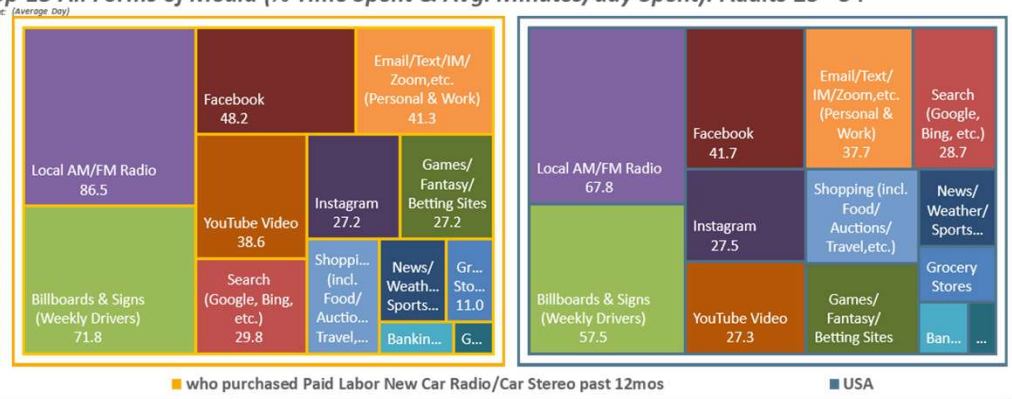


Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 82.7 minutes/day. *(Local Radio delivers 14.7% of Time with Ad-Supported Media.)*

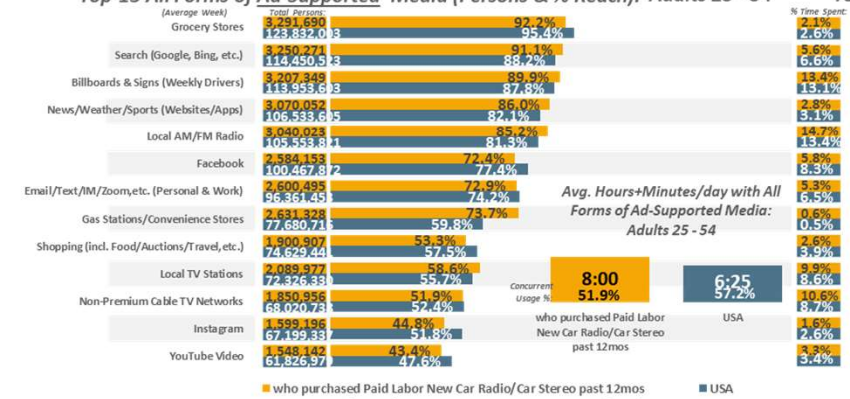
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



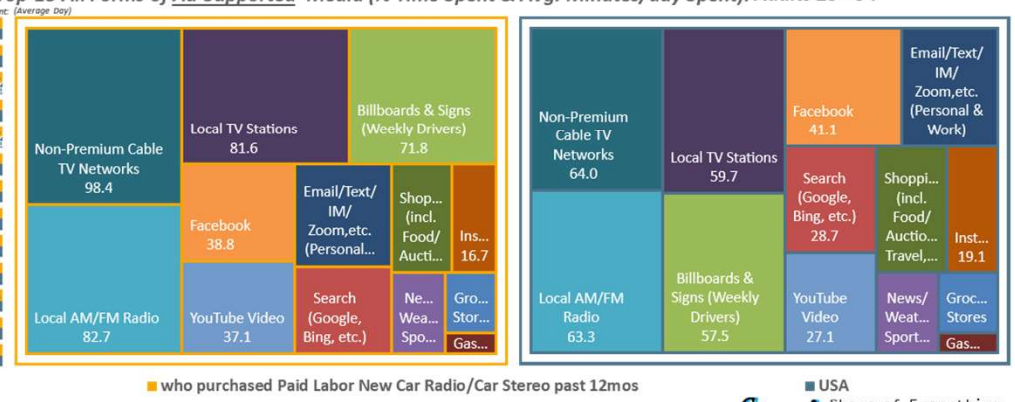
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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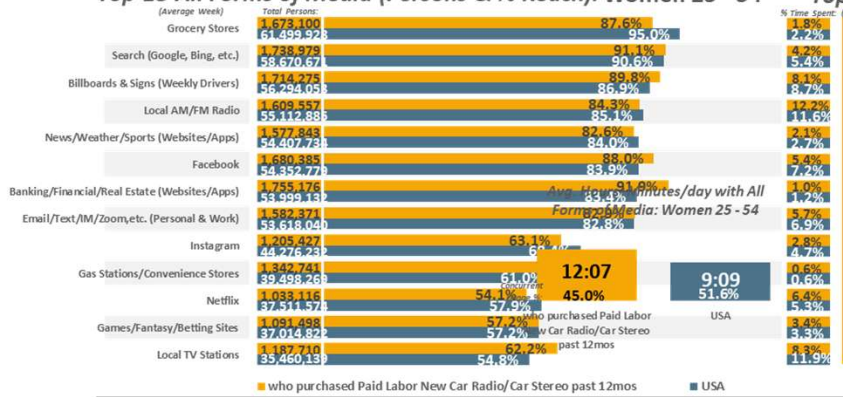
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

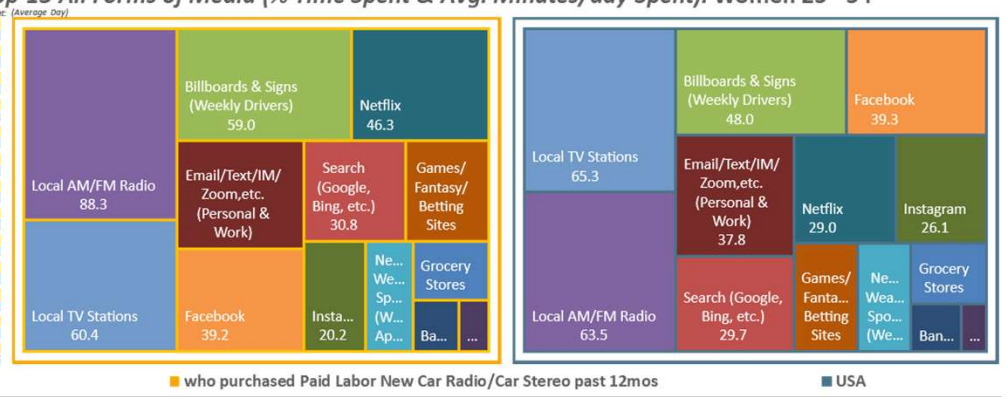


Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 87. minutes/day. *(Local Radio delivers 14.4% of Time with Ad-Supported Media.)*

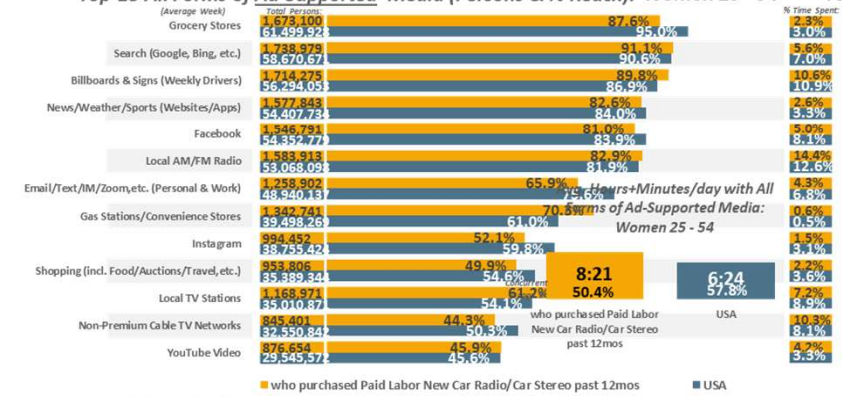
Top-13 All Forms of Media (Persons & % Reach): **Women 25 - 54**



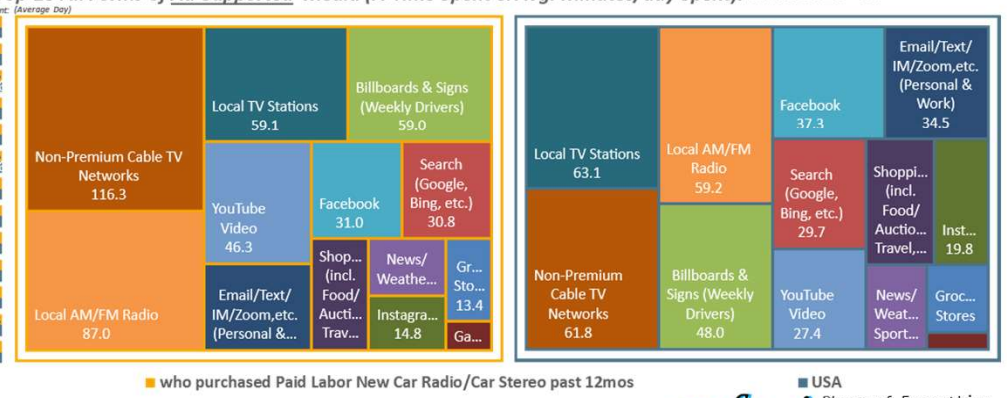
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Women 25 - 54**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Women 25 - 54**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Women 25 - 54**



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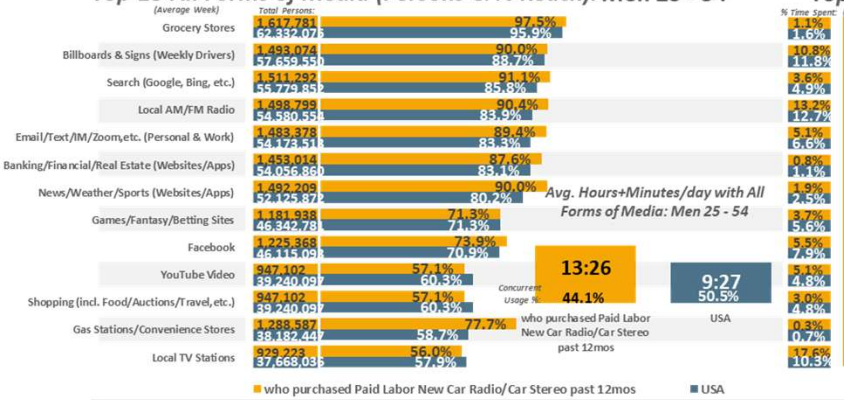
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

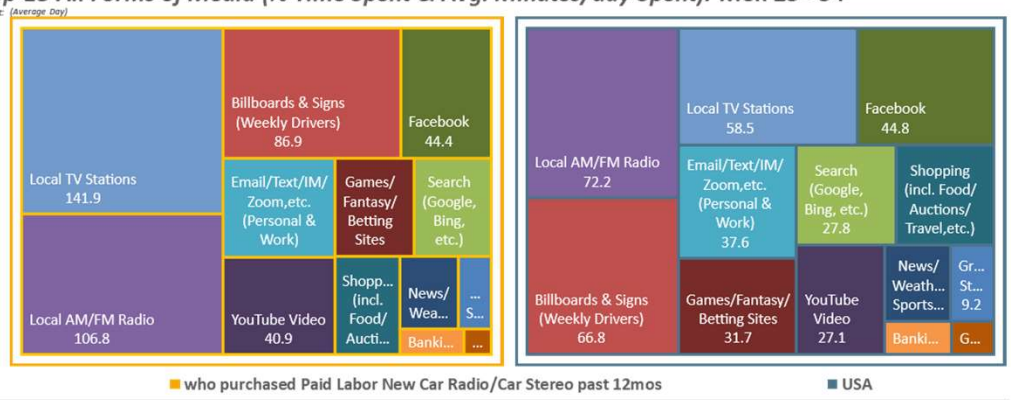


Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 87.7% listen to Local AM/FM Radio for an avg. of 98.6 minutes/day. *(Local Radio delivers 16.8% of Time with Ad-Supported Media.)*

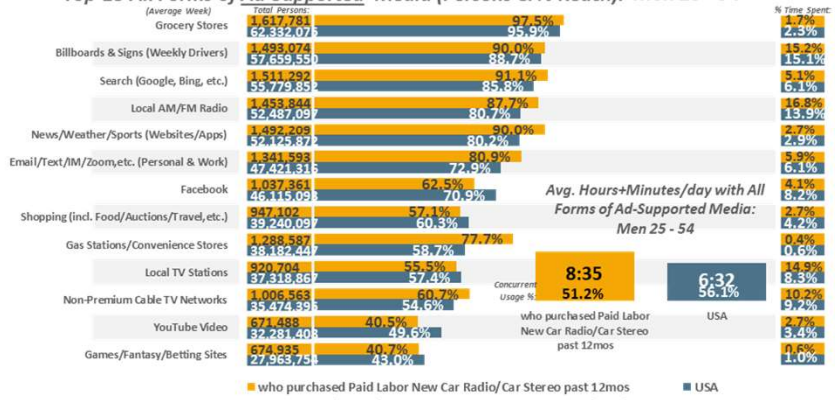
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



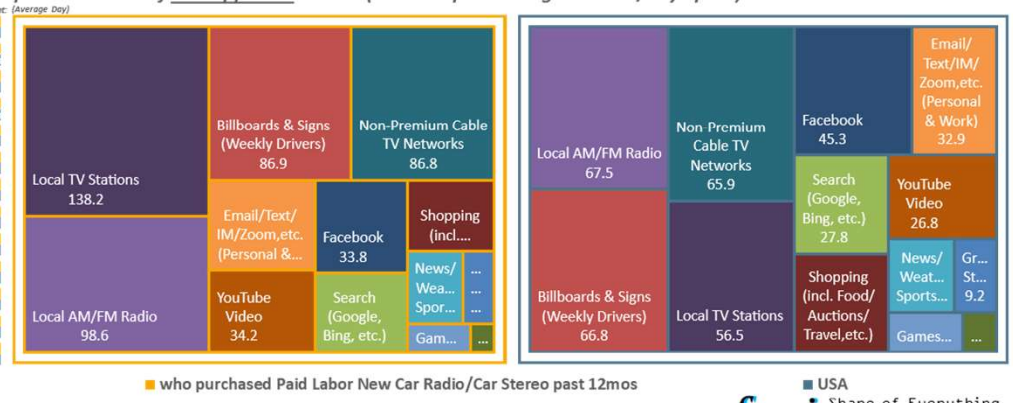
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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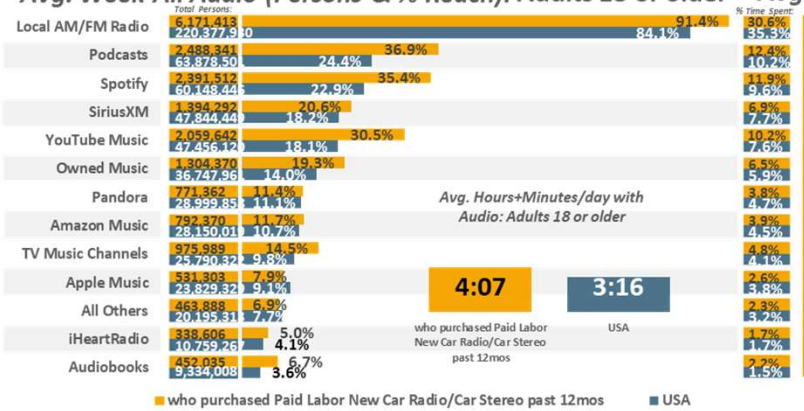
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

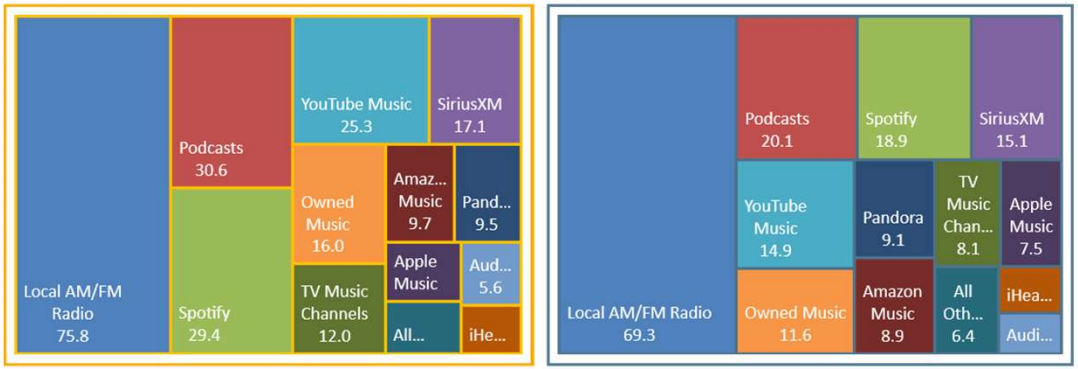


5,932,936 or 87.9% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72. minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

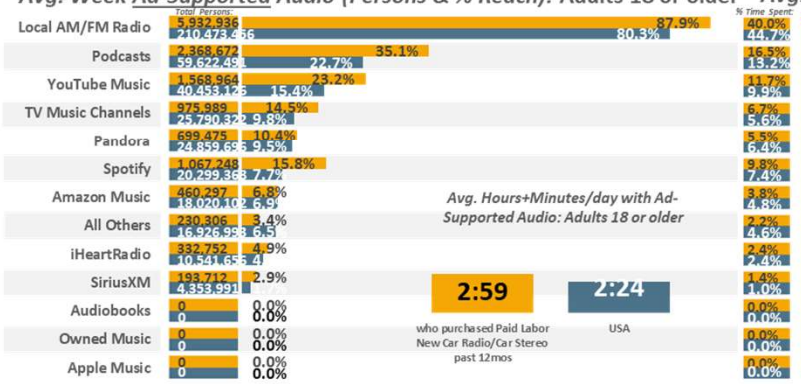
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



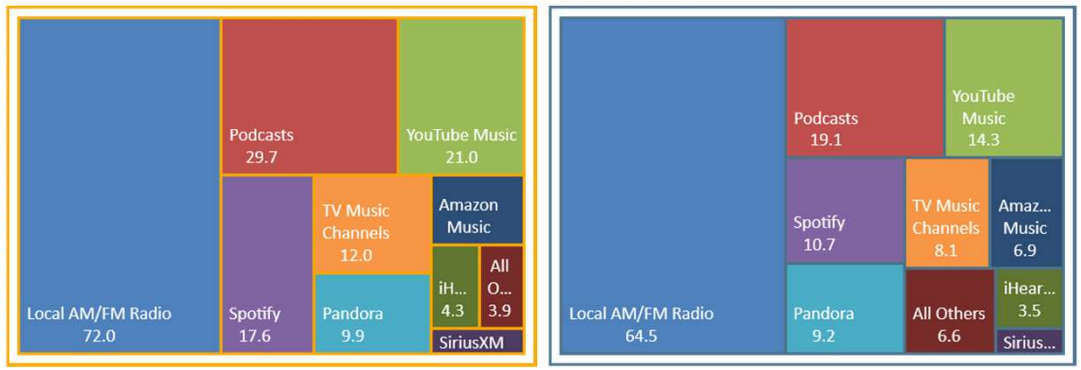
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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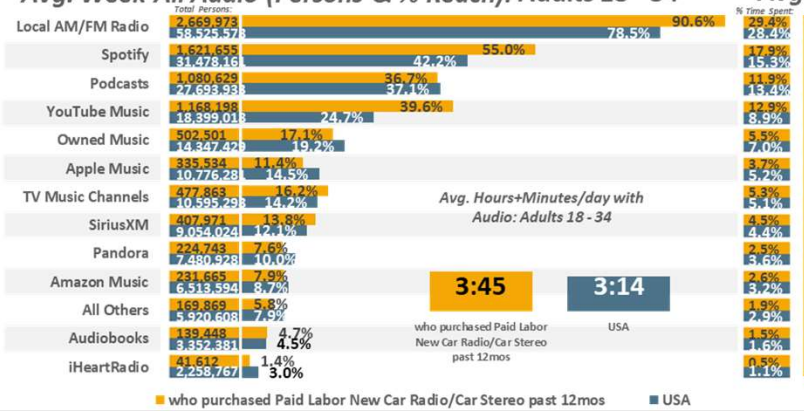
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



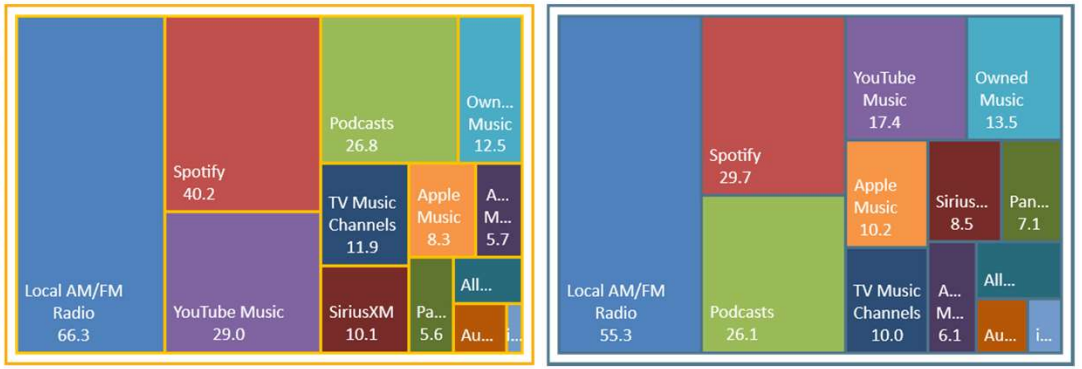
P18-34

2,577,674 or 87.5% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

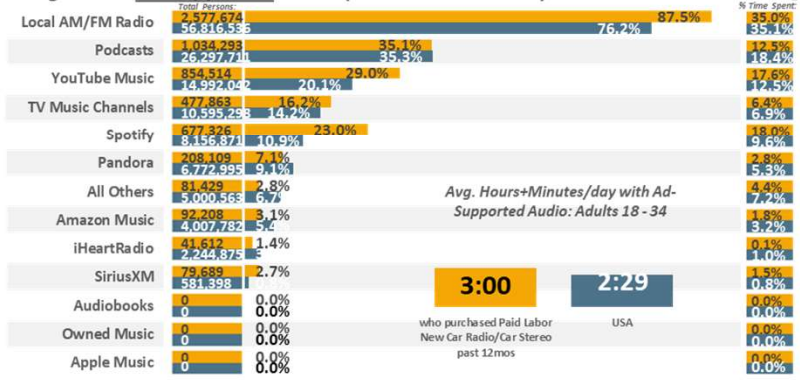
Avg. Week All Audio (Persons & % Reach): Adults 18 - 34



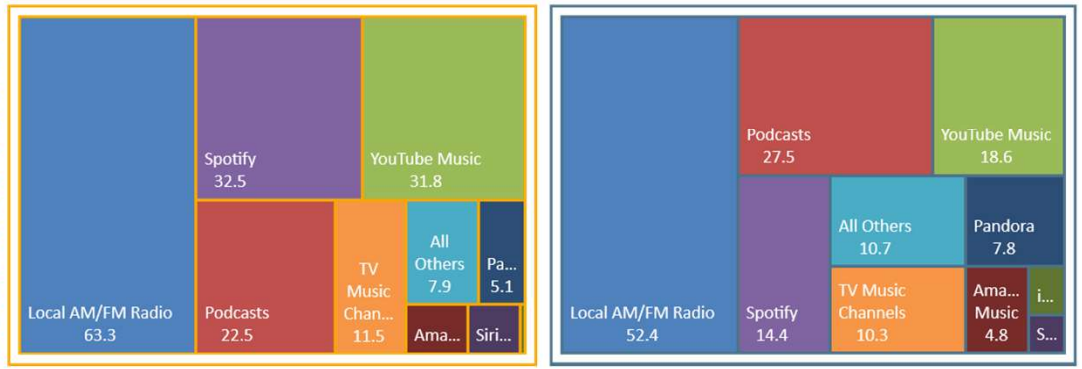
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



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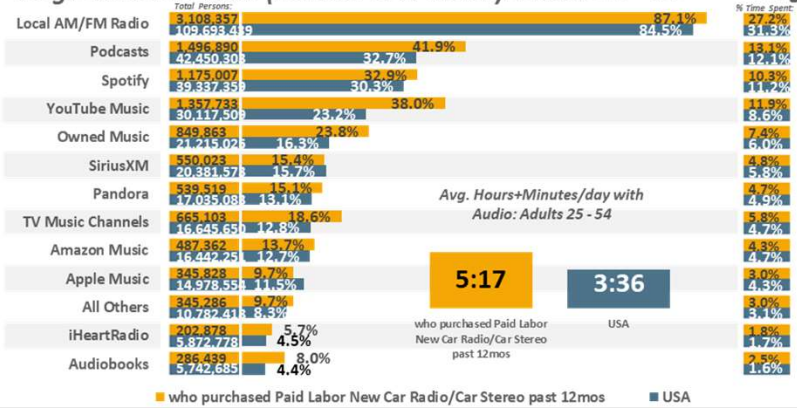
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



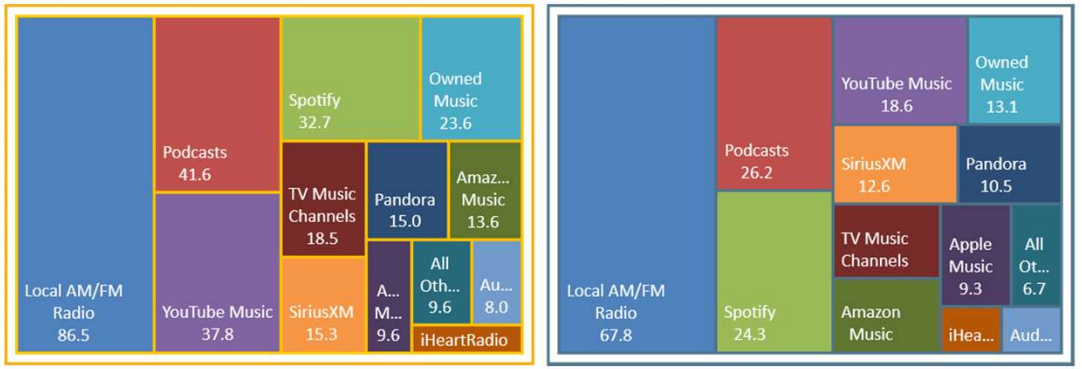
P25-54

3,040,023 or 85.2% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 82.7 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.

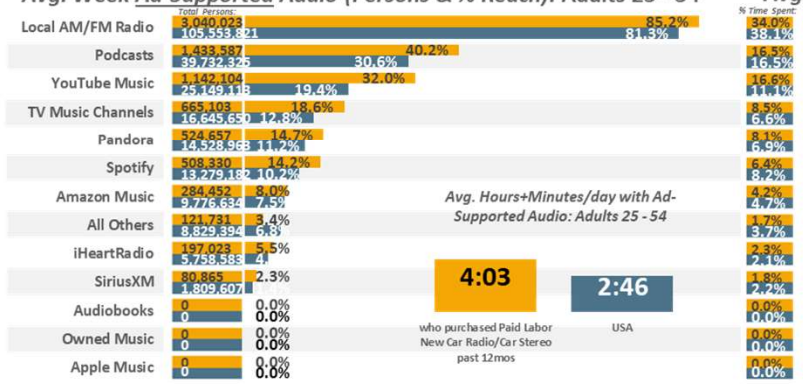
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



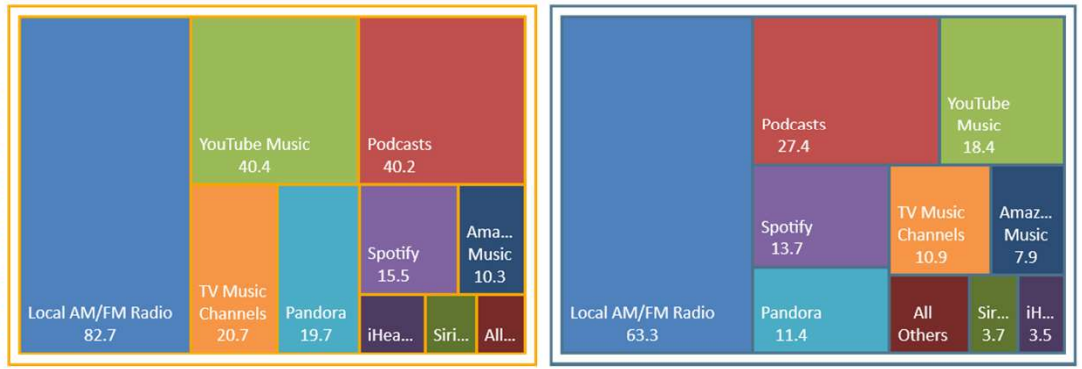
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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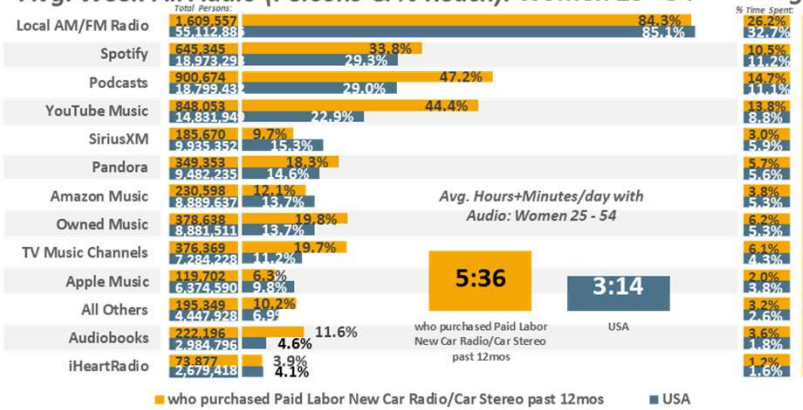
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

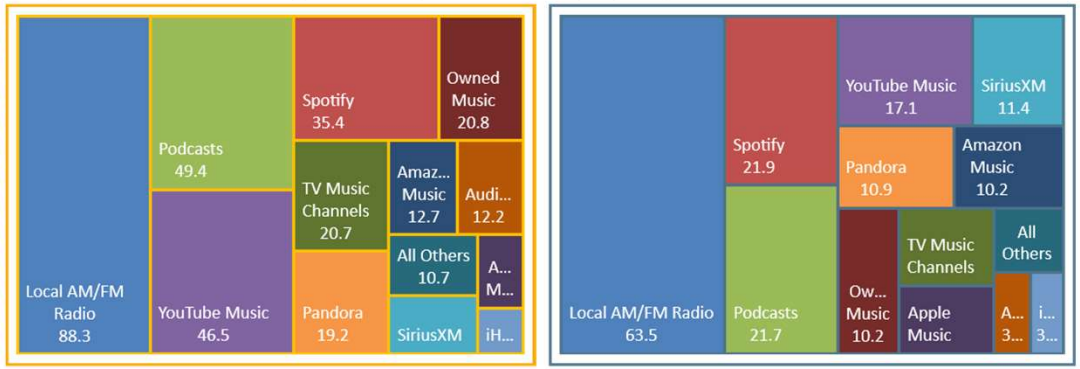


1,583,913 or 82.9% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 87. minutes every day representing 28.6% of all time spent daily with Ad-Supported Audio.

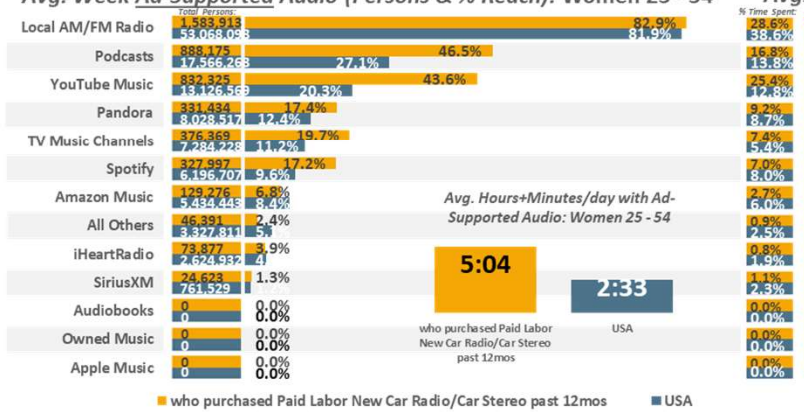
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



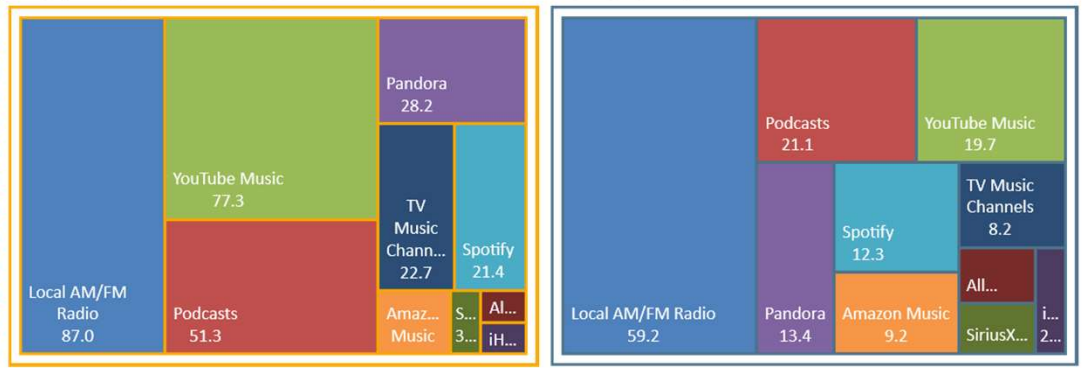
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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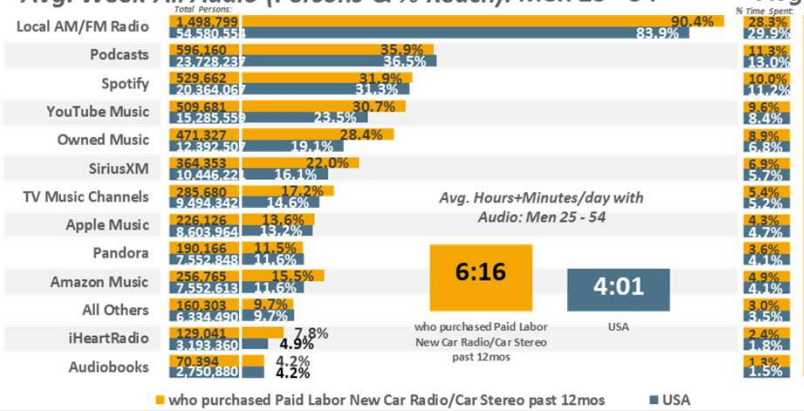
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

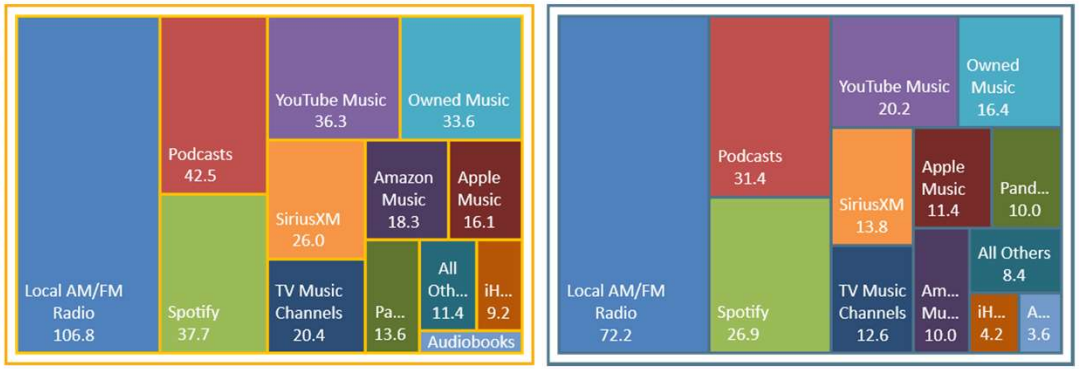


1,453,844 or 87.7% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 98.6 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

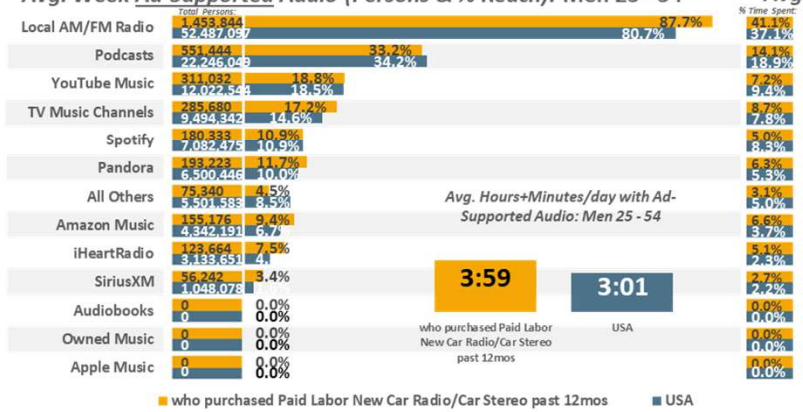
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



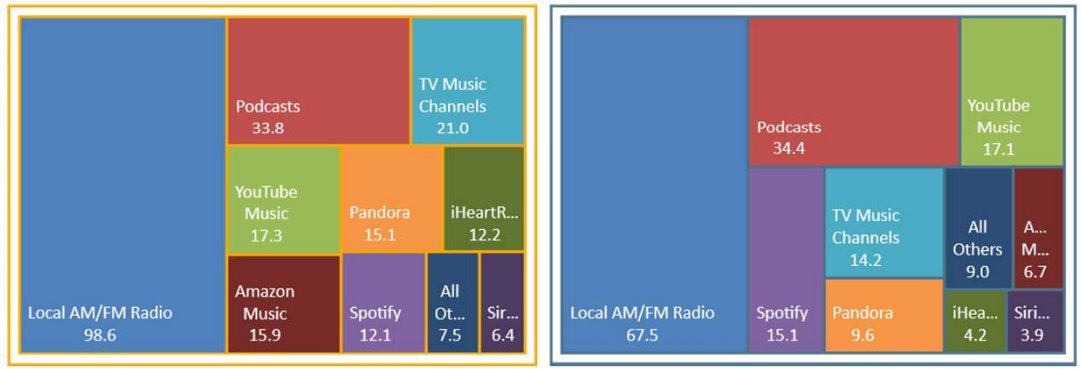
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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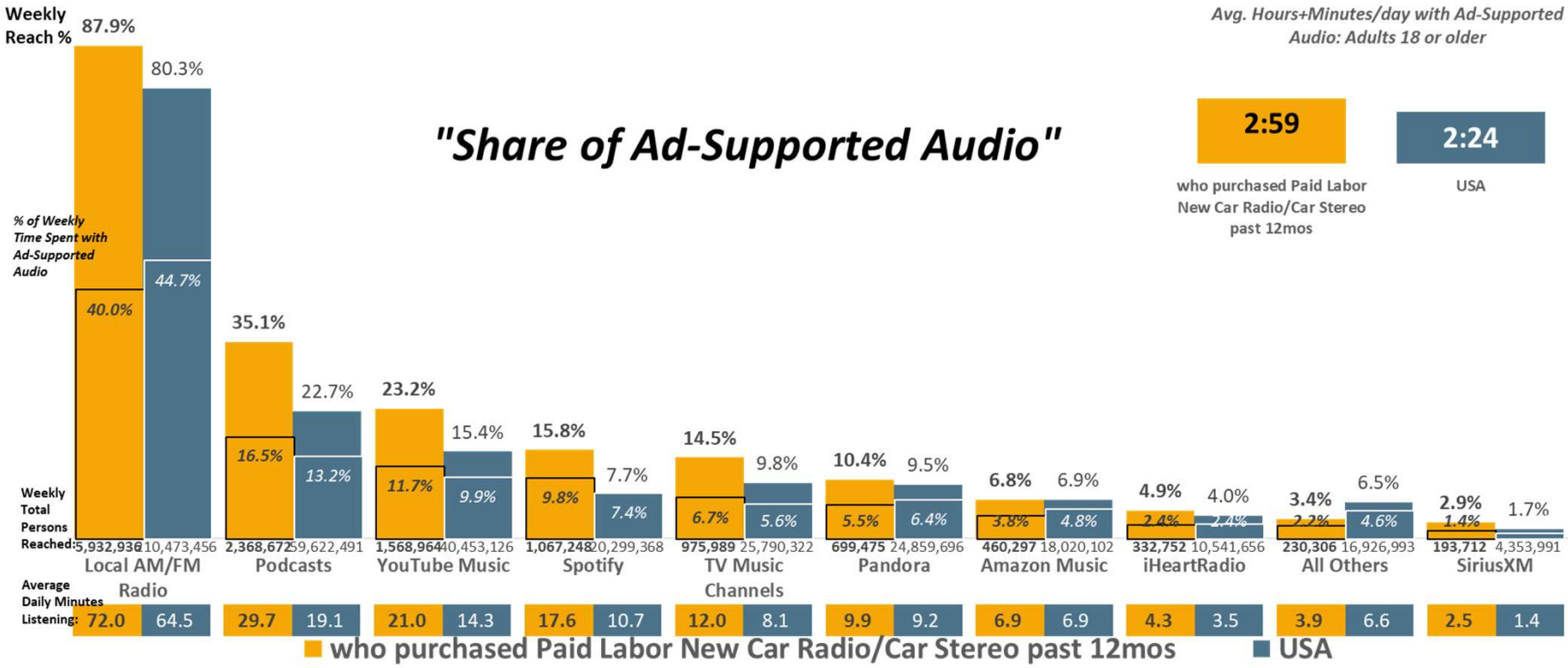
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18+

5,932,936 or 87.9% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72. minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



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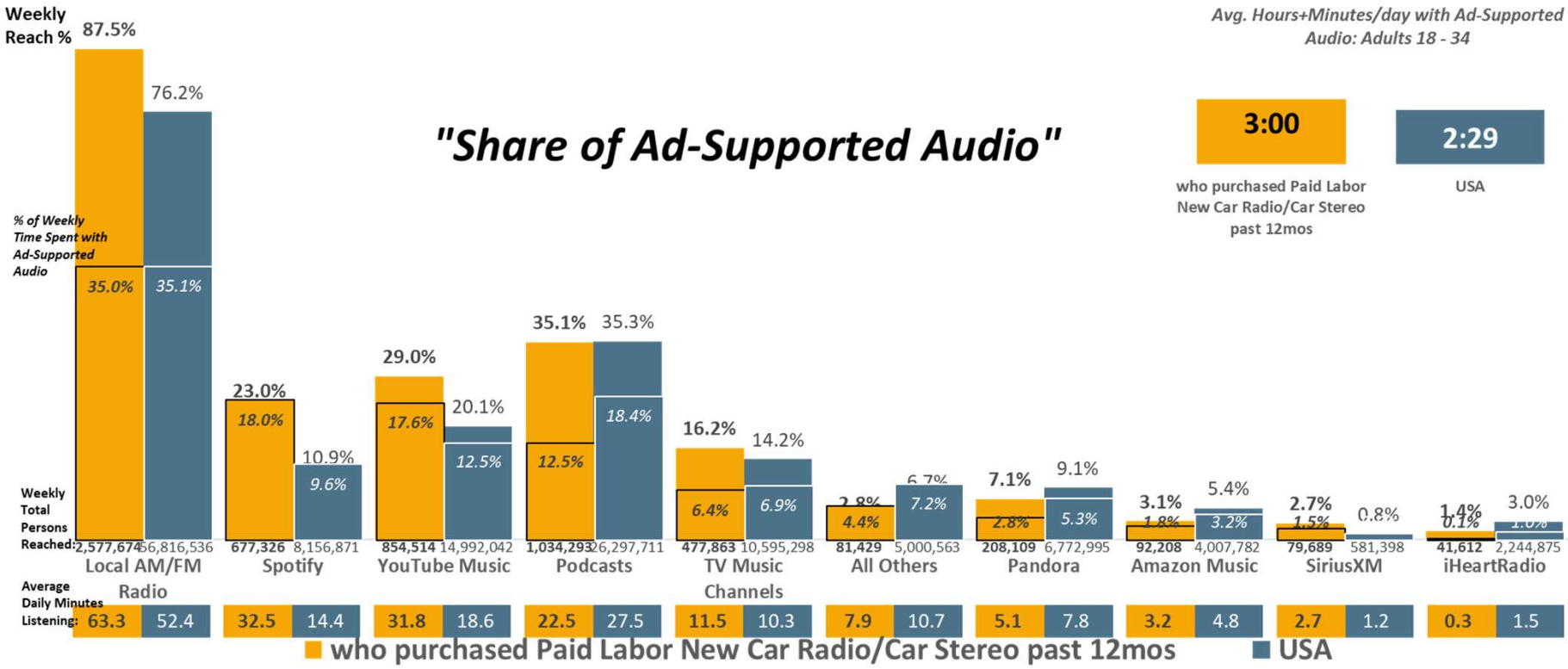
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18-34

2,577,674 or 87.5% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



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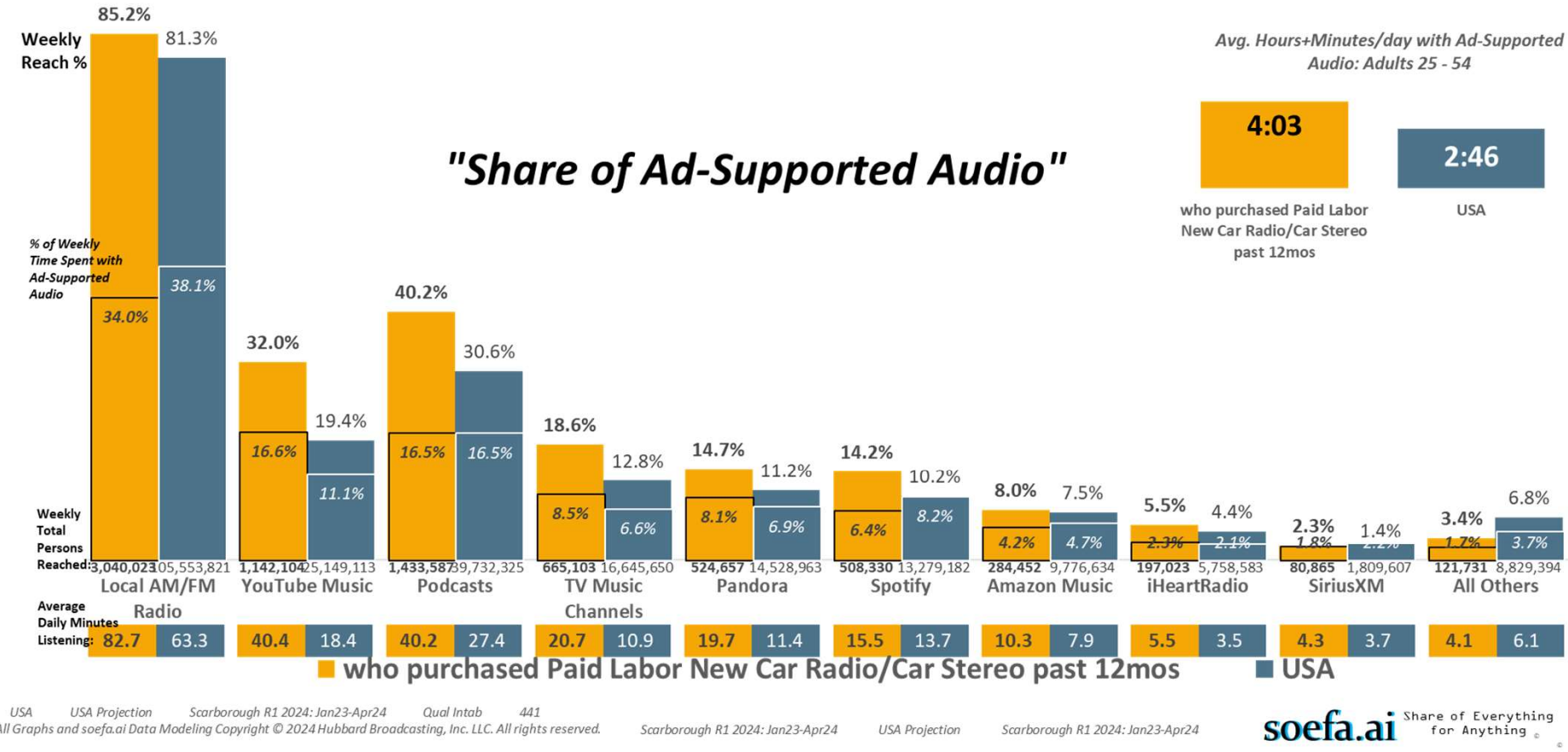
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P25-54

3,040,023 or 85.2% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 82.7 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.

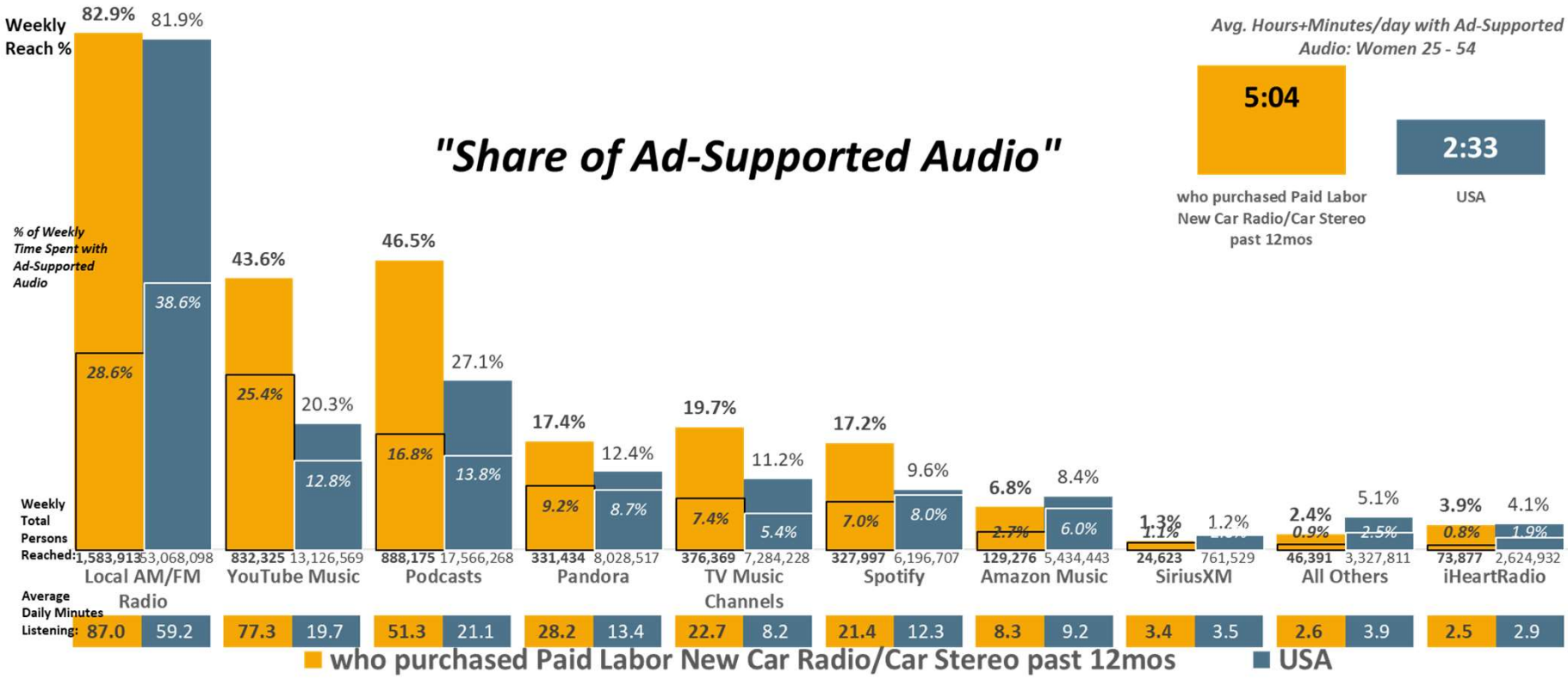


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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



1,583,913 or 82.9% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 87. minutes every day representing 28.6% of all time spent daily with Ad-Supported Audio.



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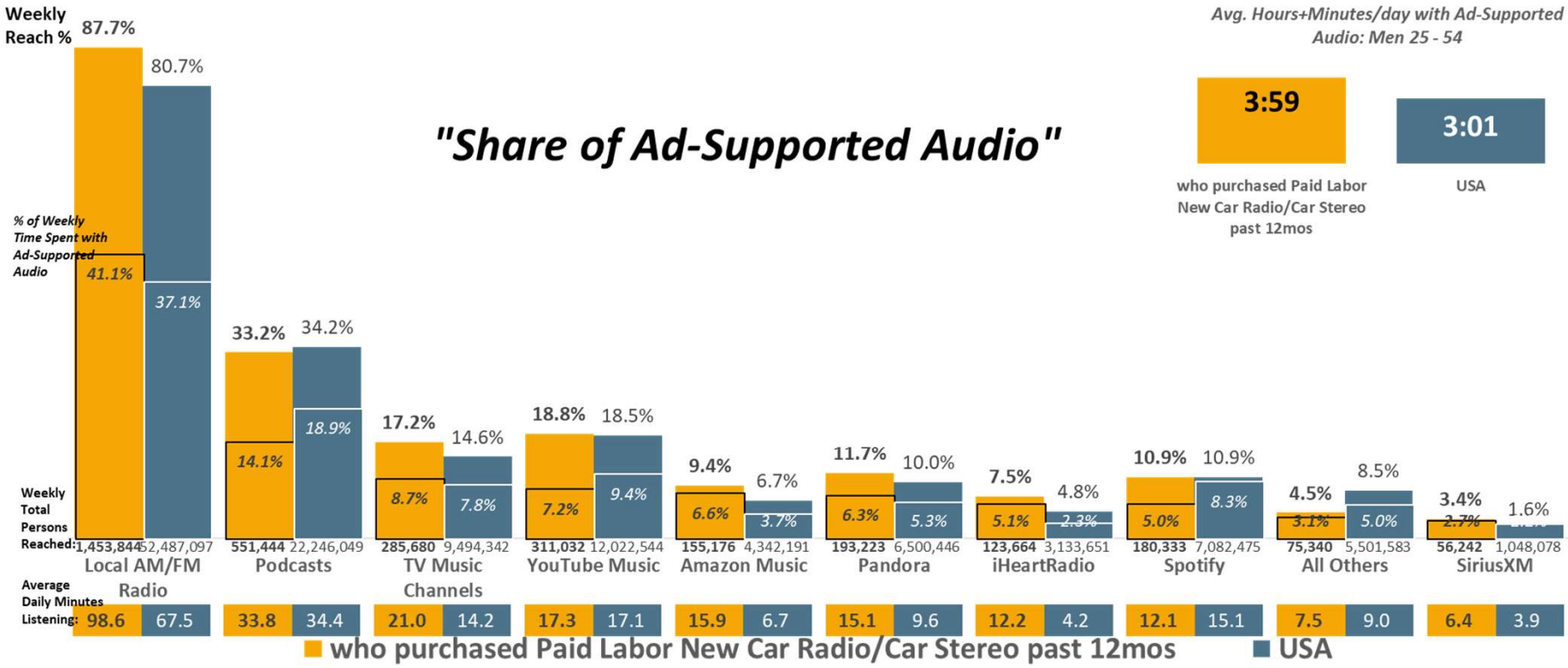
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



1,453,844 or 87.7% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 98.6 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



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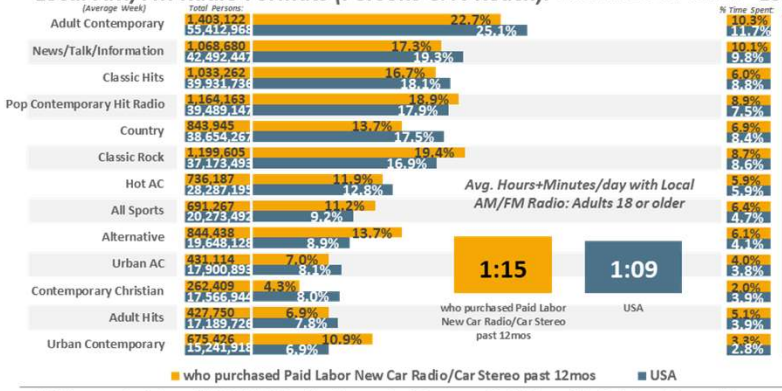
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



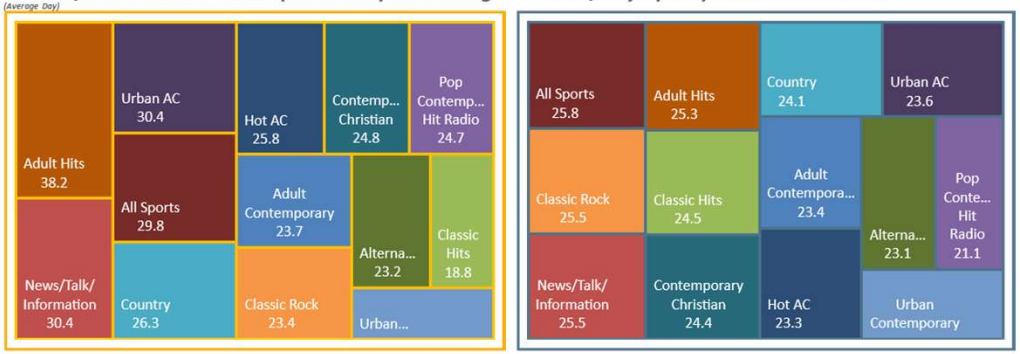
P18+

5,932,936 or 87.9% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Alternati

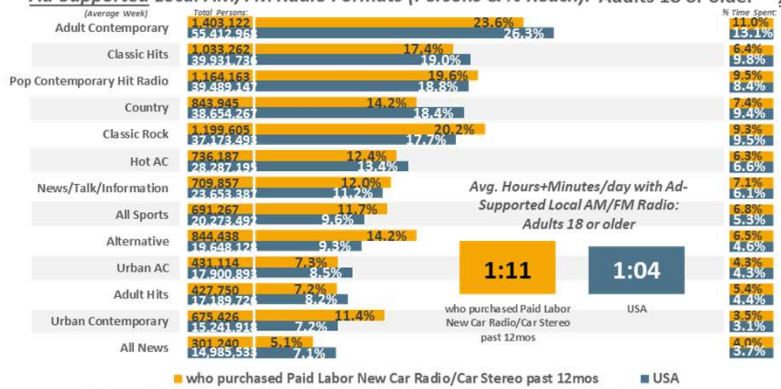
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



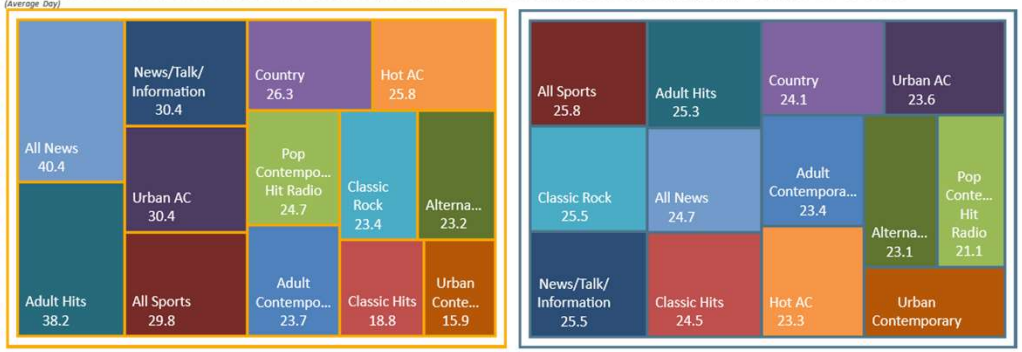
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



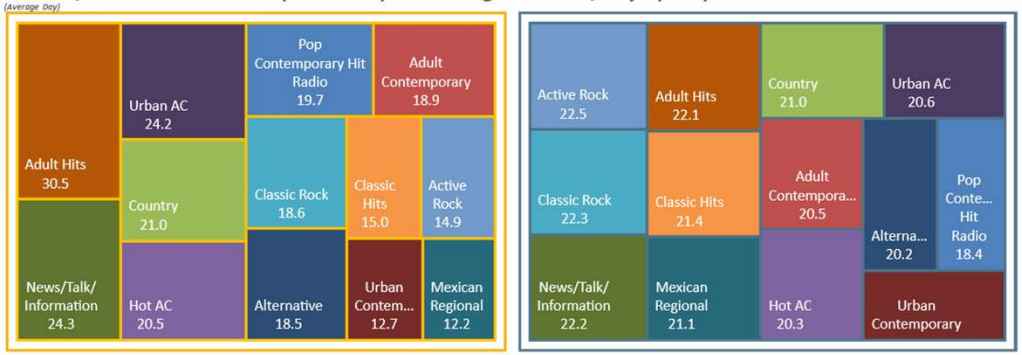
P18-34

2,577,674 or 87.5% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Urban Contemporary, Classic Hits, and Country

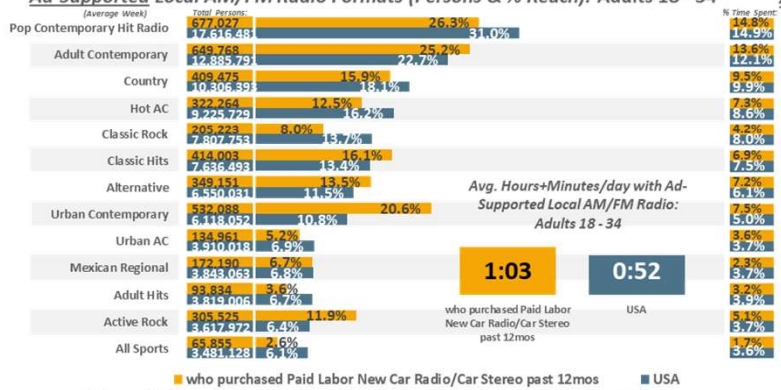
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 34



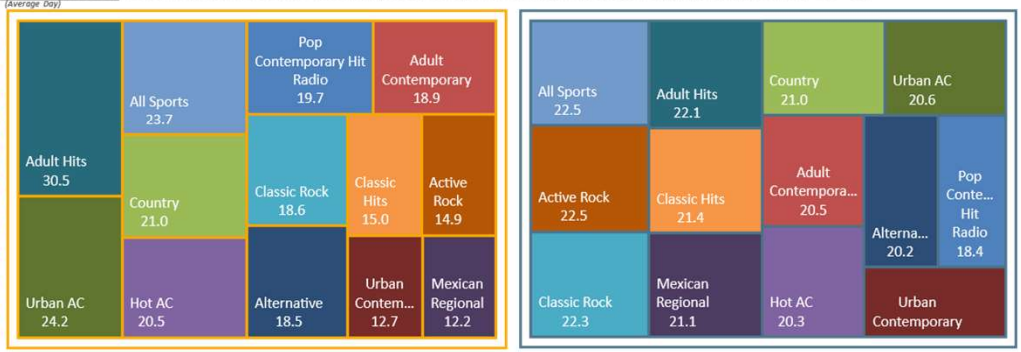
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 34



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



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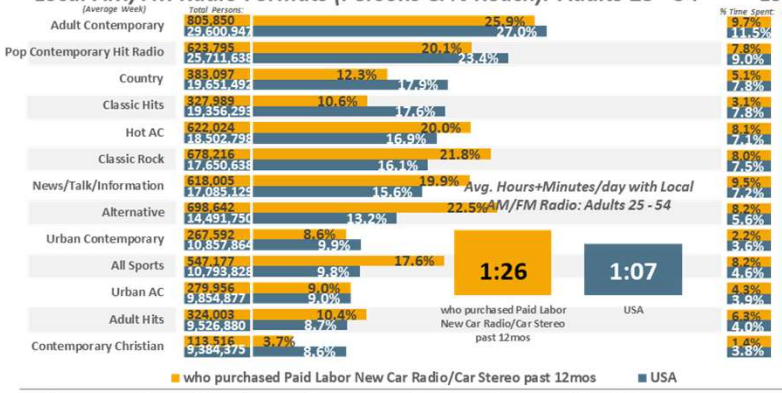
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

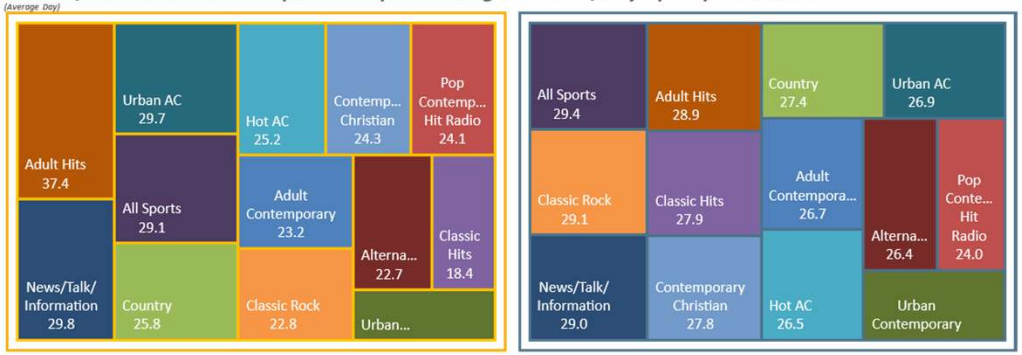


3,040,023 or 85.2% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Classic Rock, Pop Contemporary Hit Radio, and Hot AC.

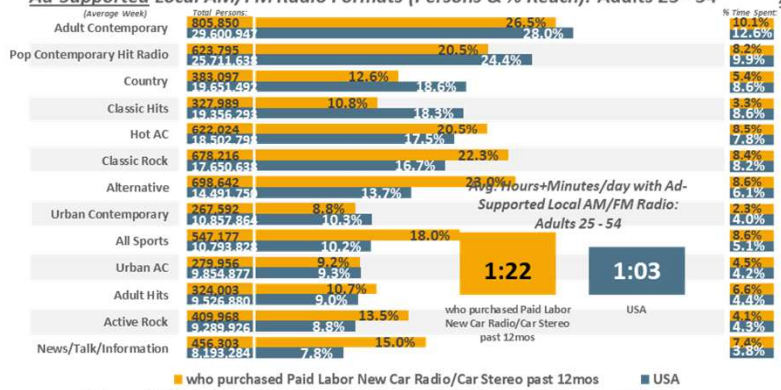
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



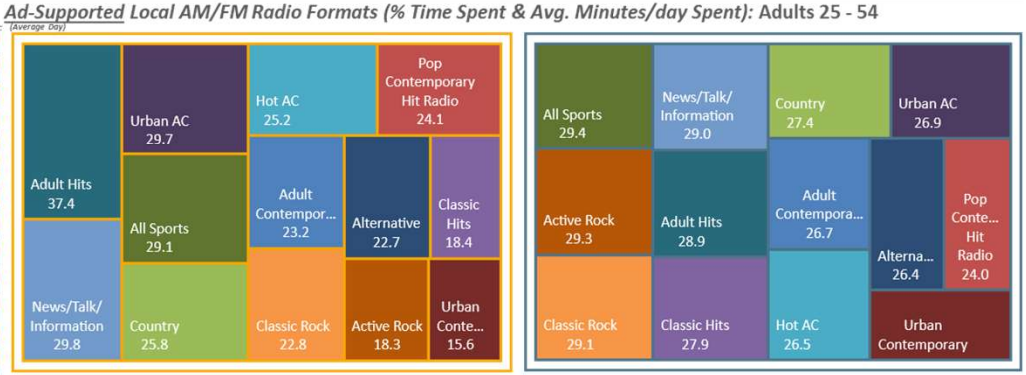
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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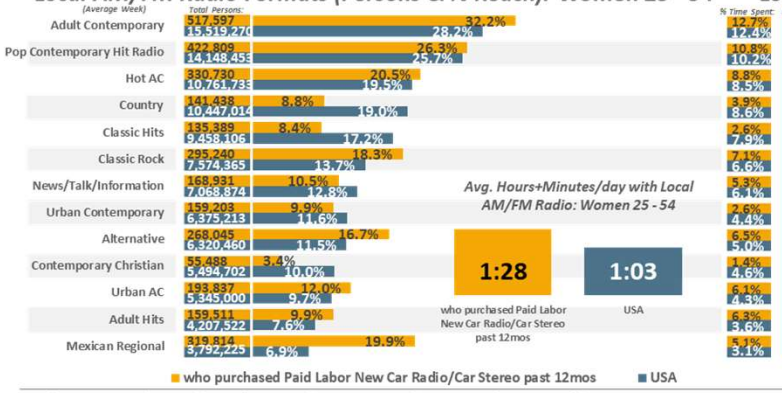
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

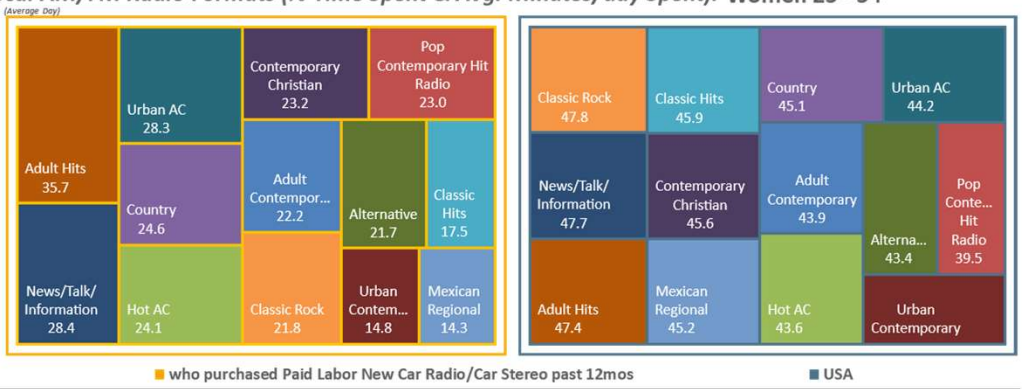


1,583,913 or 82.9% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Mexican Regional, and Classic Rock.

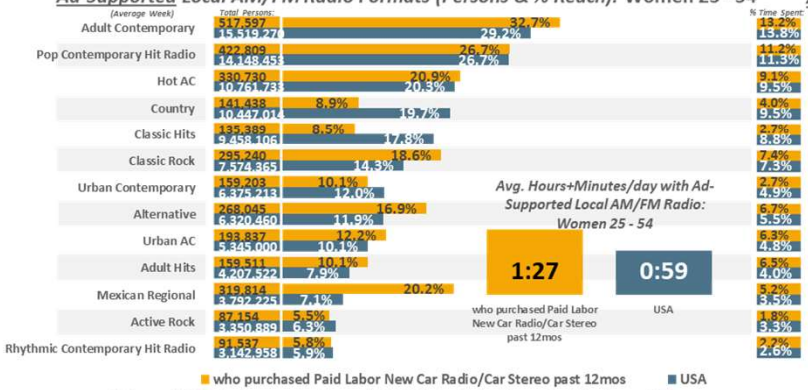
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



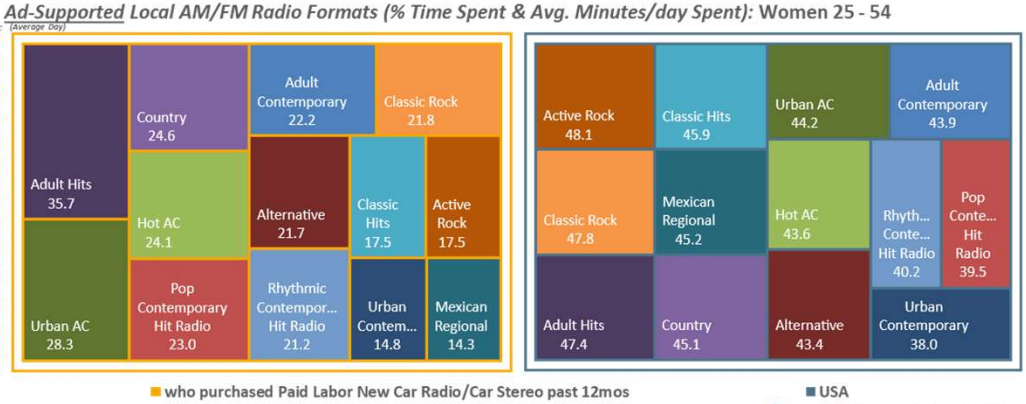
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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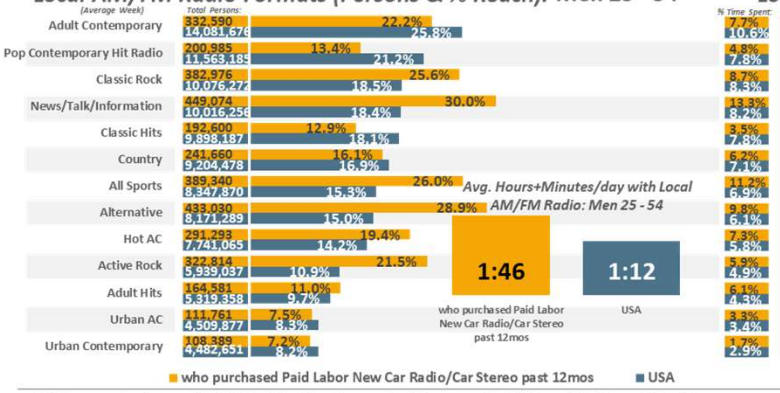
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



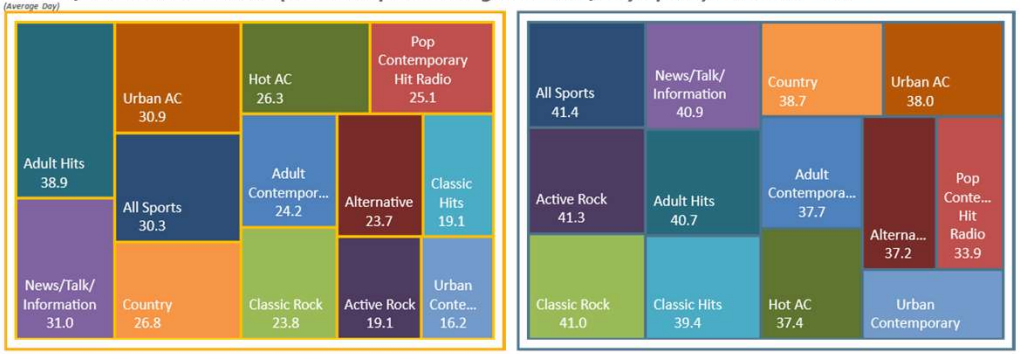
M25-54

1,453,844 or 87.7% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, All Sports, Classic Rock, Adult Contemporary, and Active Rock.

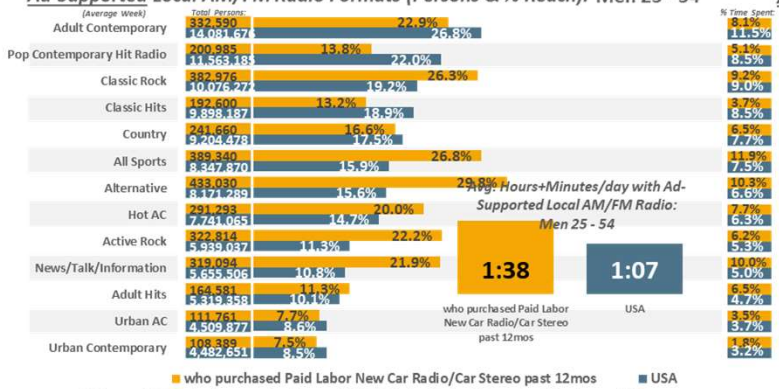
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



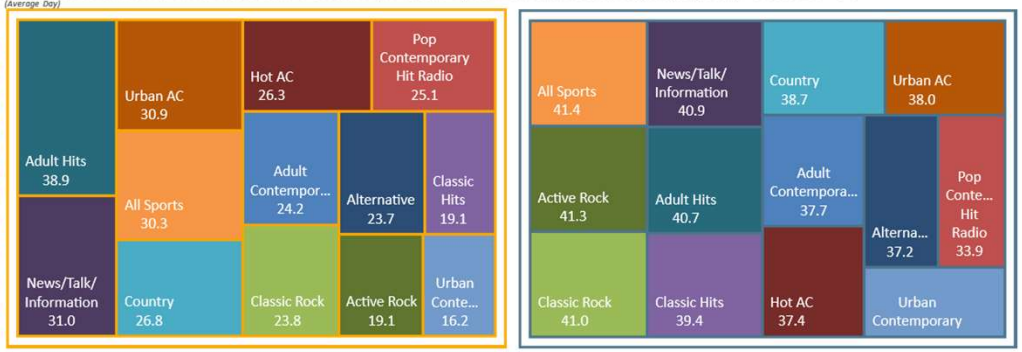
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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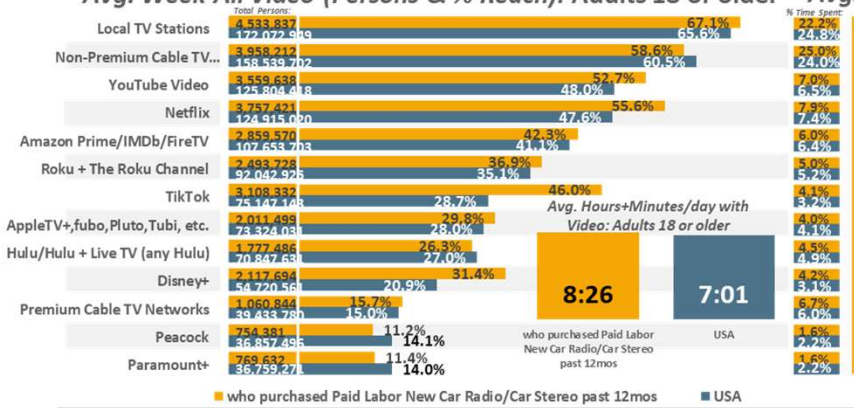
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



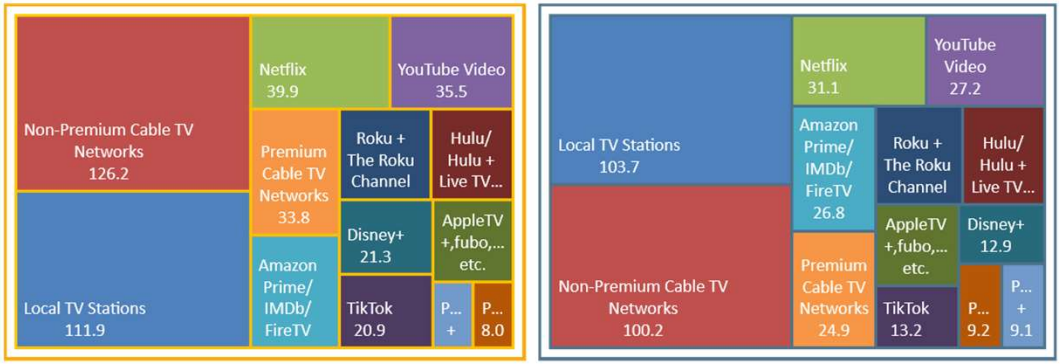
P18+

4,479,995 or 66.3% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations for an average of 107.2 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

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

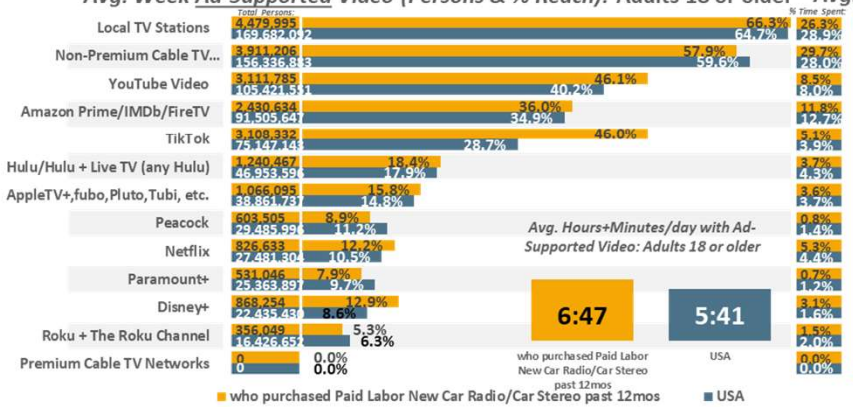


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

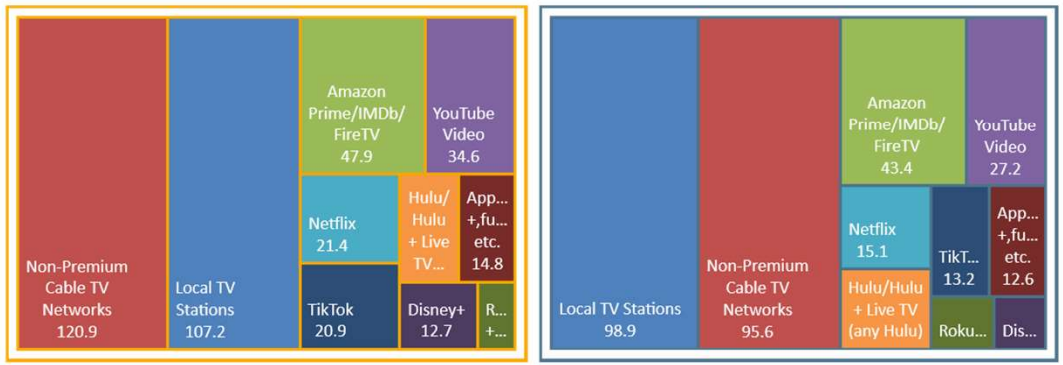


who purchased Paid Labor New Car Radio/Car Stereo past 12mos ■ USA

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



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



who purchased Paid Labor New Car Radio/Car Stereo past 12mos ■ USA

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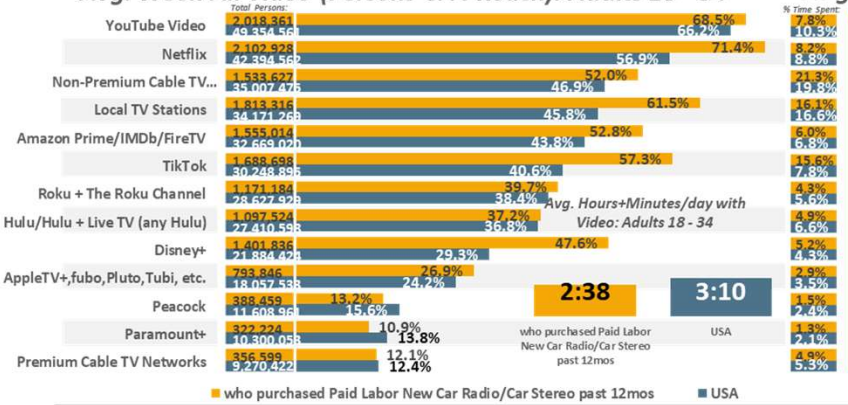
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



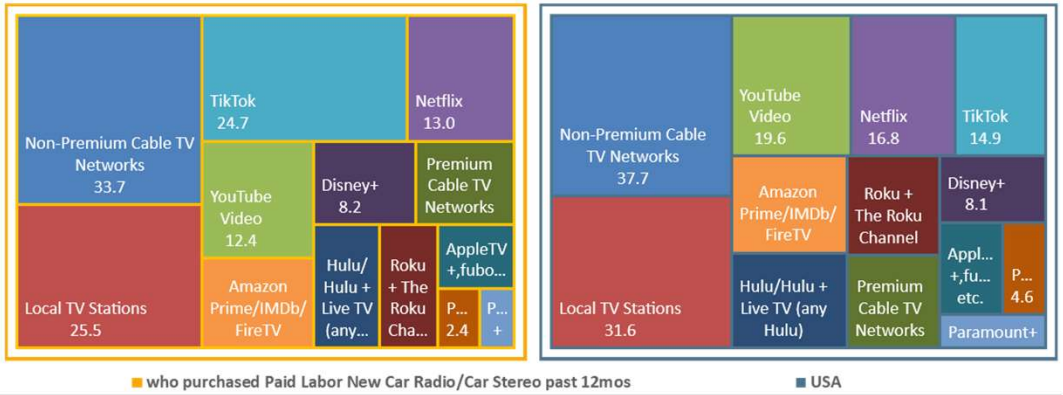
P18-34

1,795,331 or 60.9% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations for an average of 24.1 minutes every day representing 18.7% of all time spent daily with Ad-Supported Video.

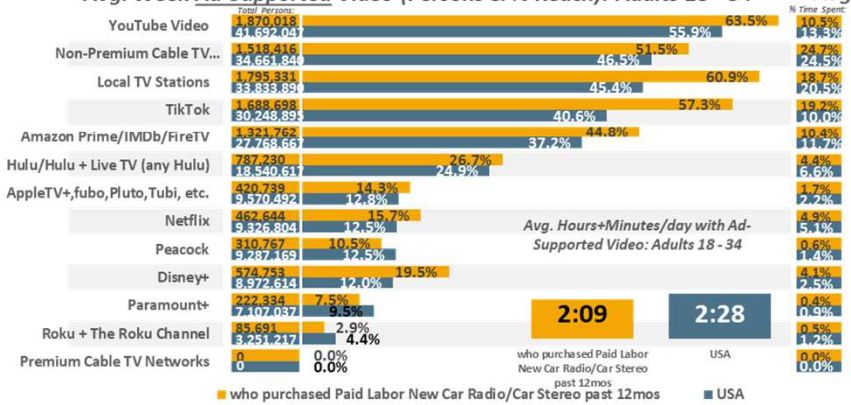
Avg. Week All Video (Persons & % Reach): Adults 18 - 34



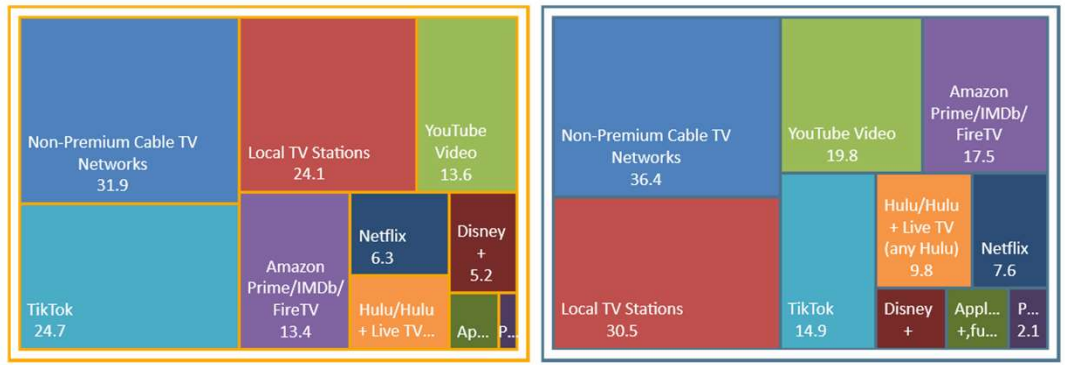
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



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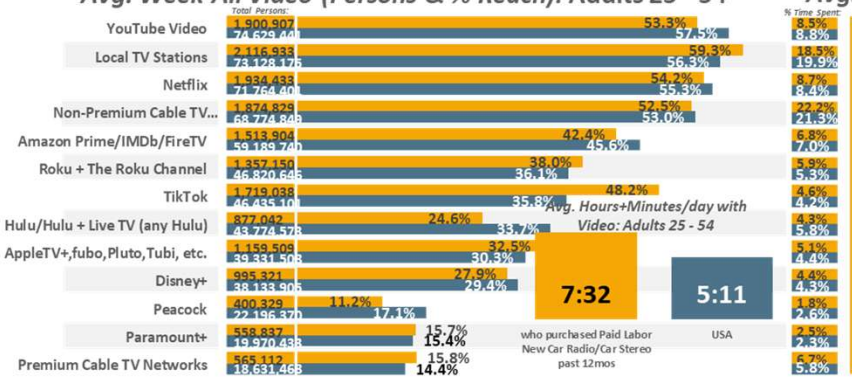
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

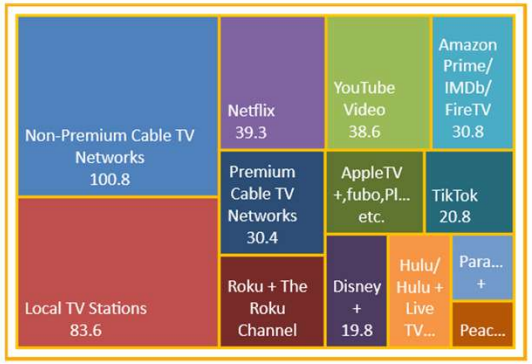


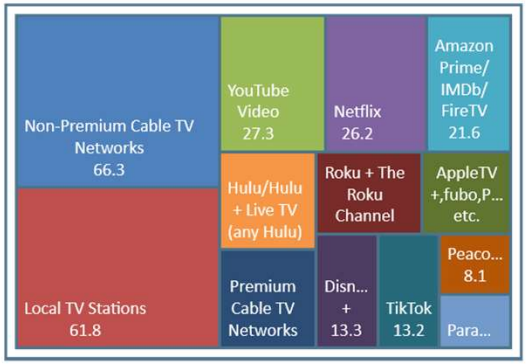
2,089,977 or 58.6% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations for an average of 81.6 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54



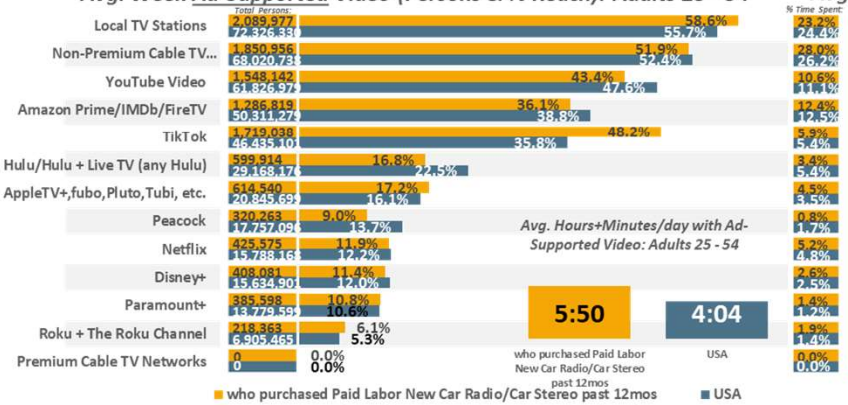
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



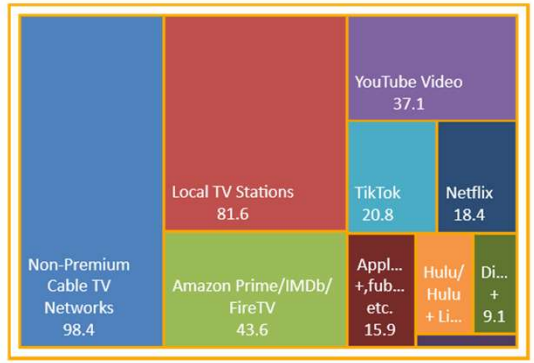


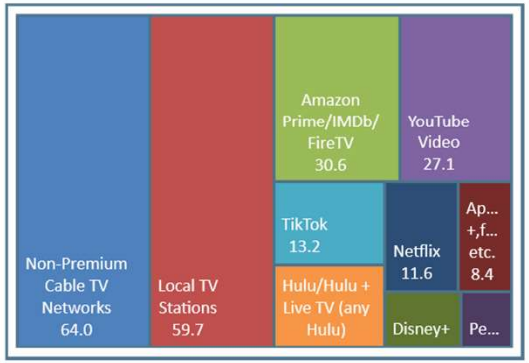
who purchased Paid Labor New Car Radio/Car Stereo past 12mos ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





who purchased Paid Labor New Car Radio/Car Stereo past 12mos ■ USA

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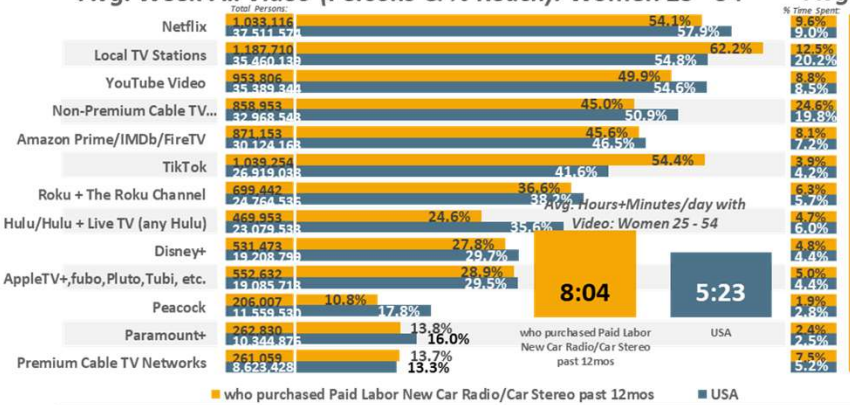
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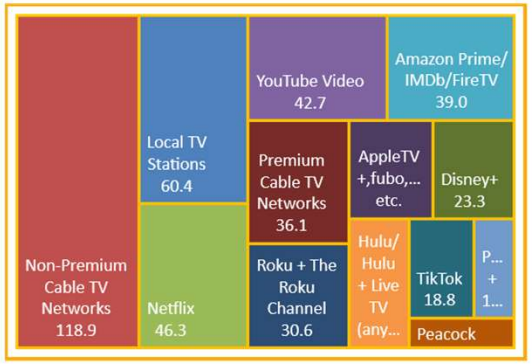
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

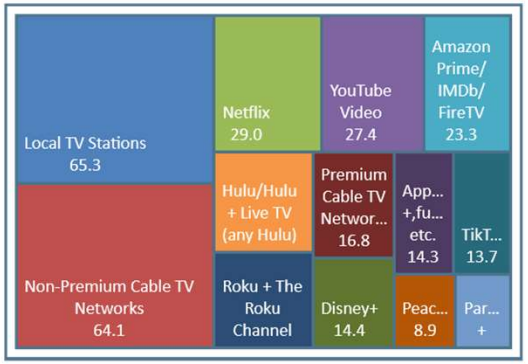


1,168,971 or 61.2% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations for an average of 59.1 minutes every day representing 15.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 54



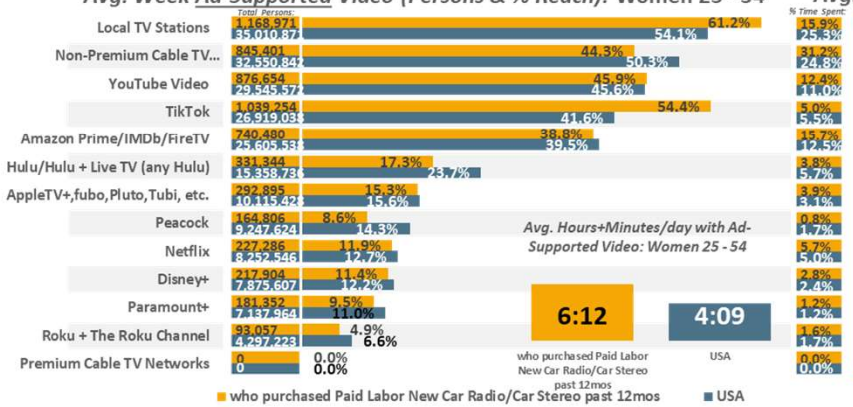


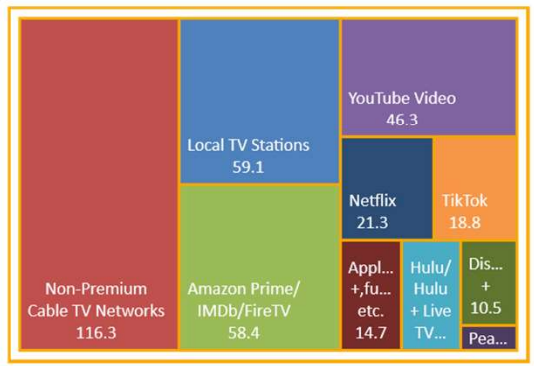


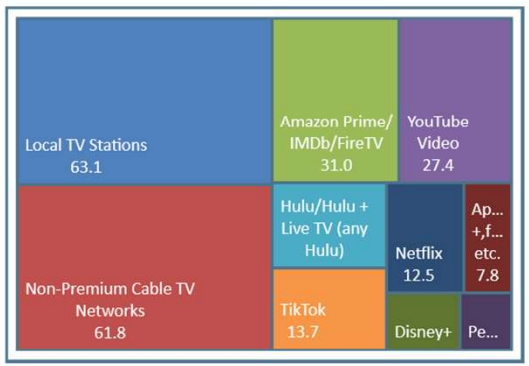
▪ who purchased Paid Labor New Car Radio/Car Stereo past 12mos ▪ USA

▪ who purchased Paid Labor New Car Radio/Car Stereo past 12mos ▪ USA

Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Women 25 - 54







▪ who purchased Paid Labor New Car Radio/Car Stereo past 12mos ▪ USA

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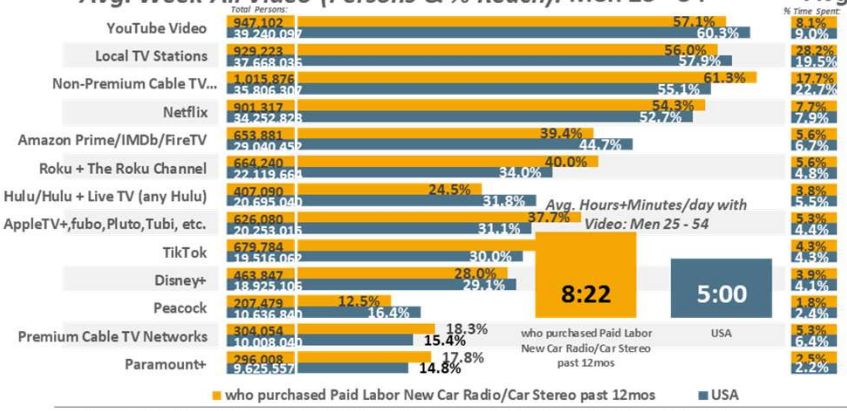
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

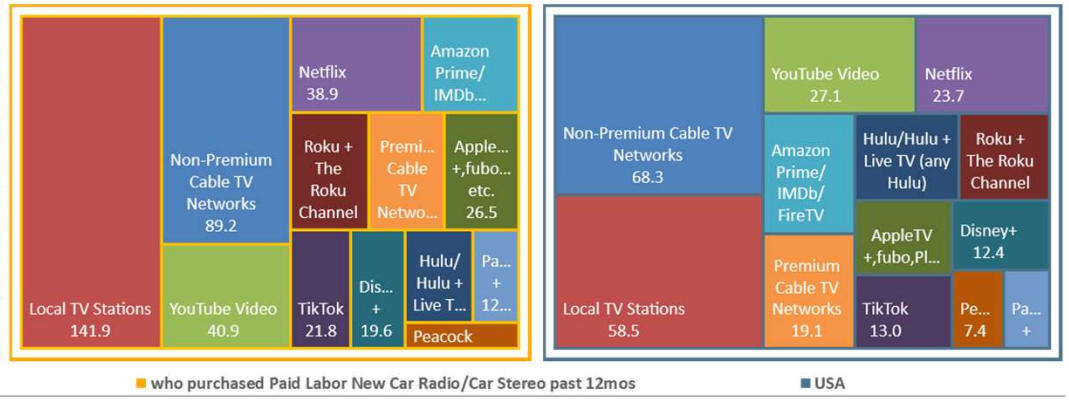


920,704 or 55.5% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations for an average of 138.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

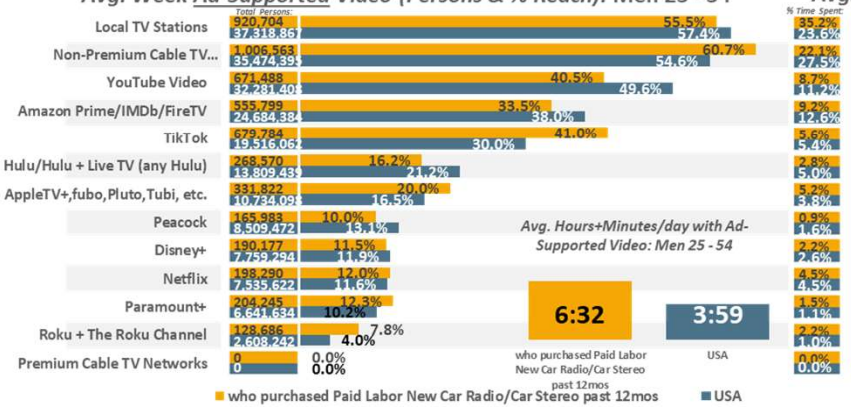
Avg. Week All Video (Persons & % Reach): Men 25 - 54



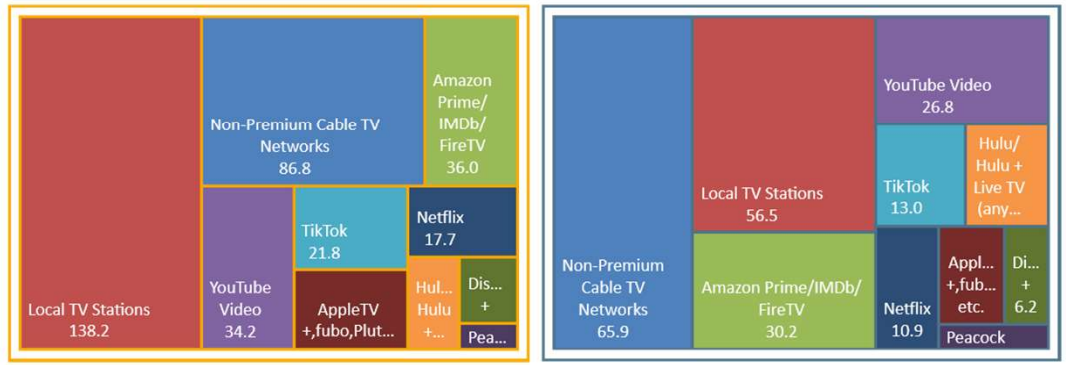
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



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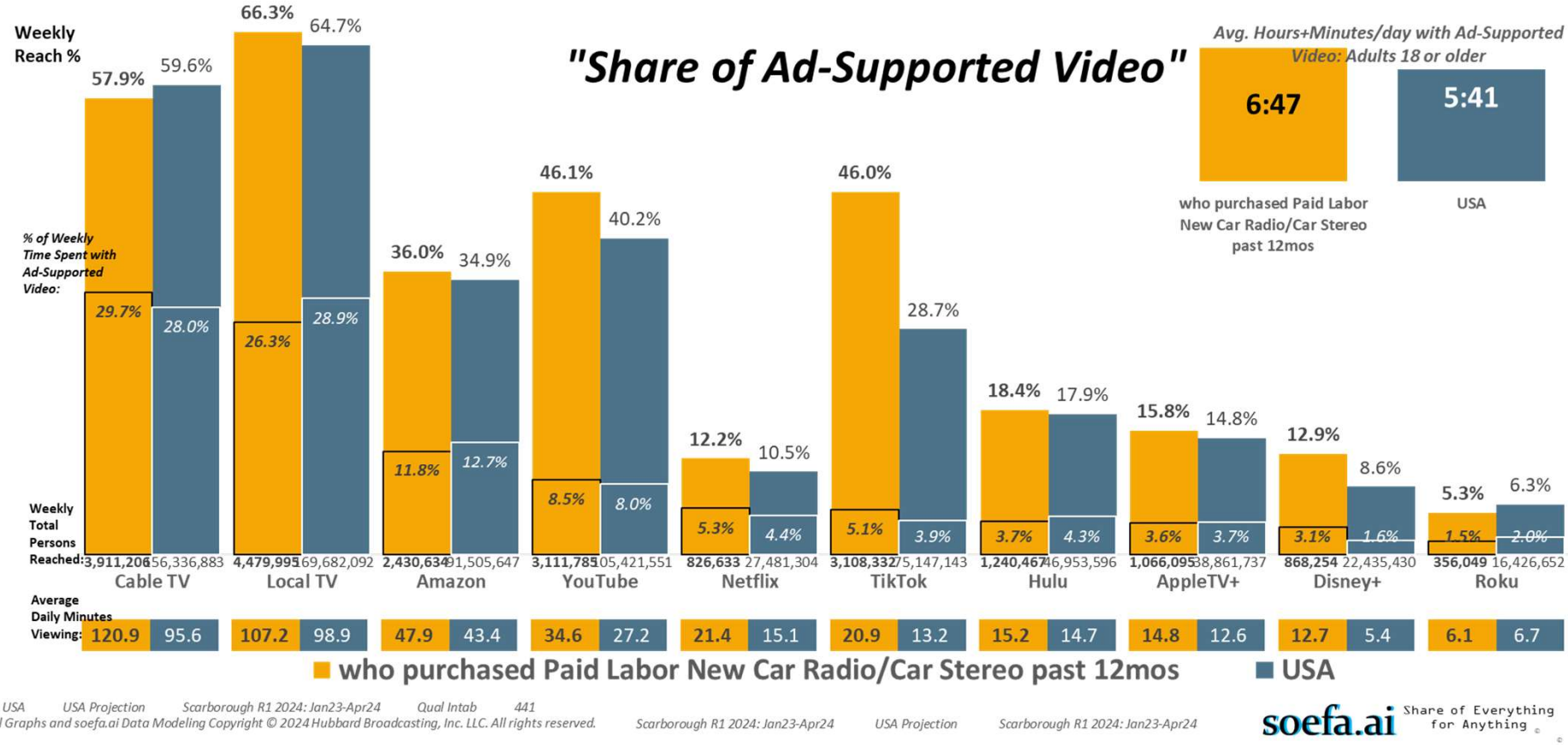
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18+

4,479,995 or 66.3% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations for an average of 107.2 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



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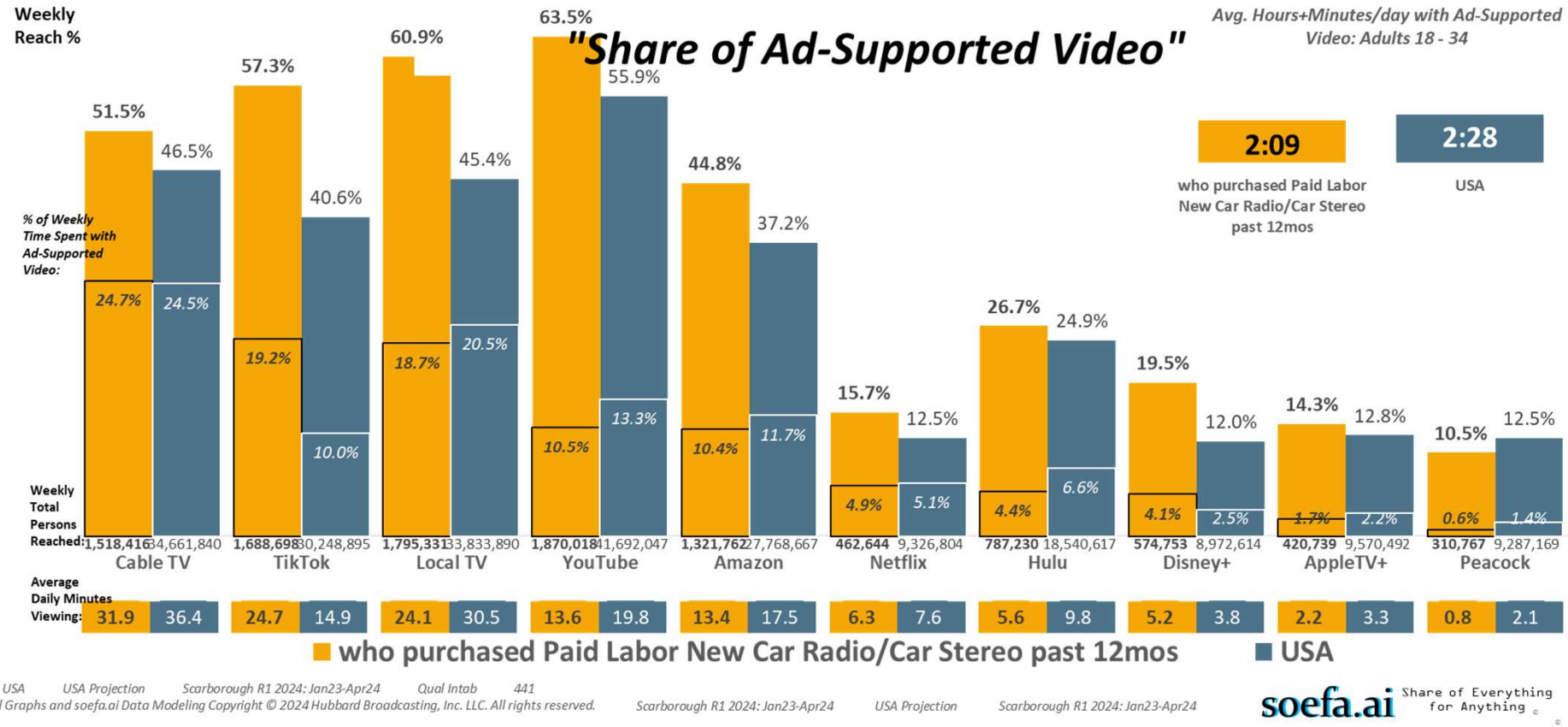
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18-34

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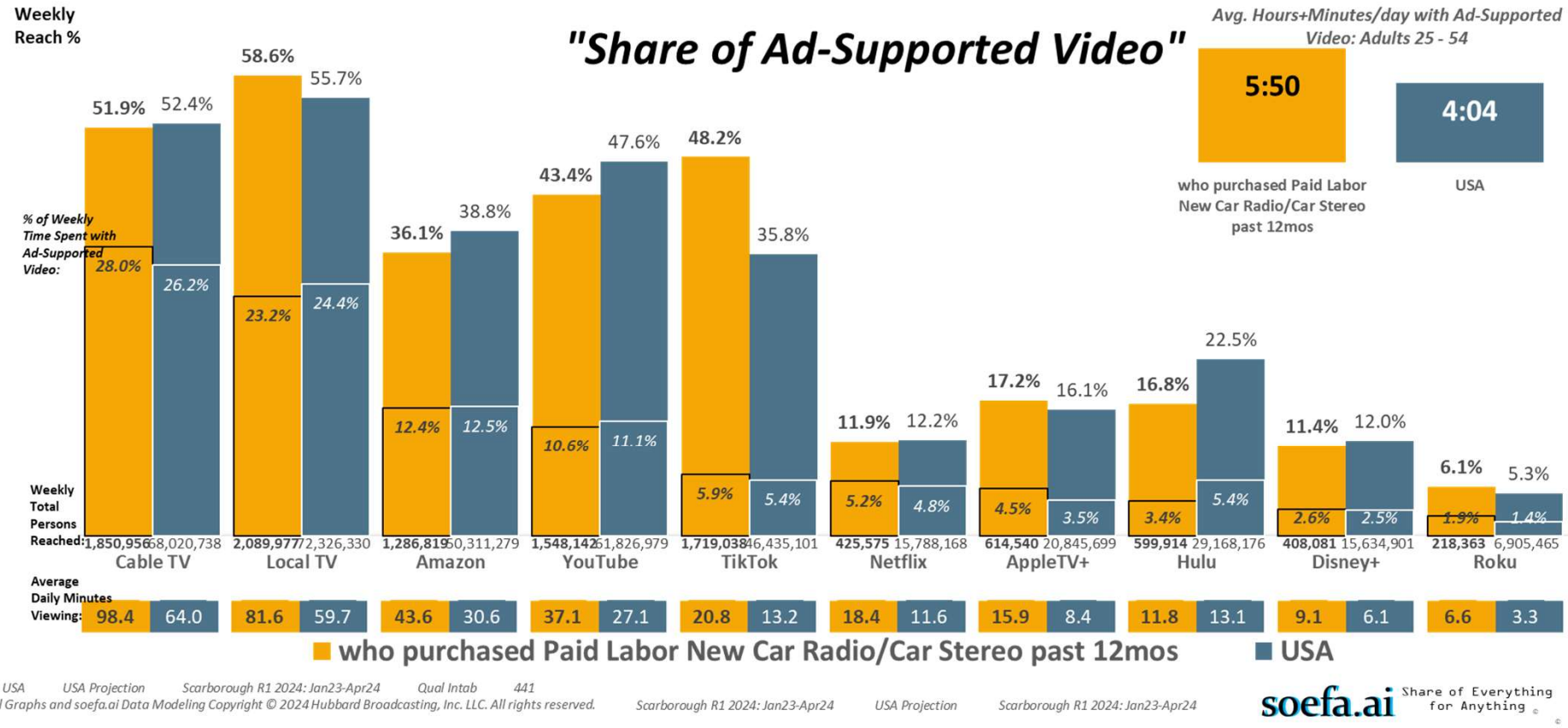
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P25-54

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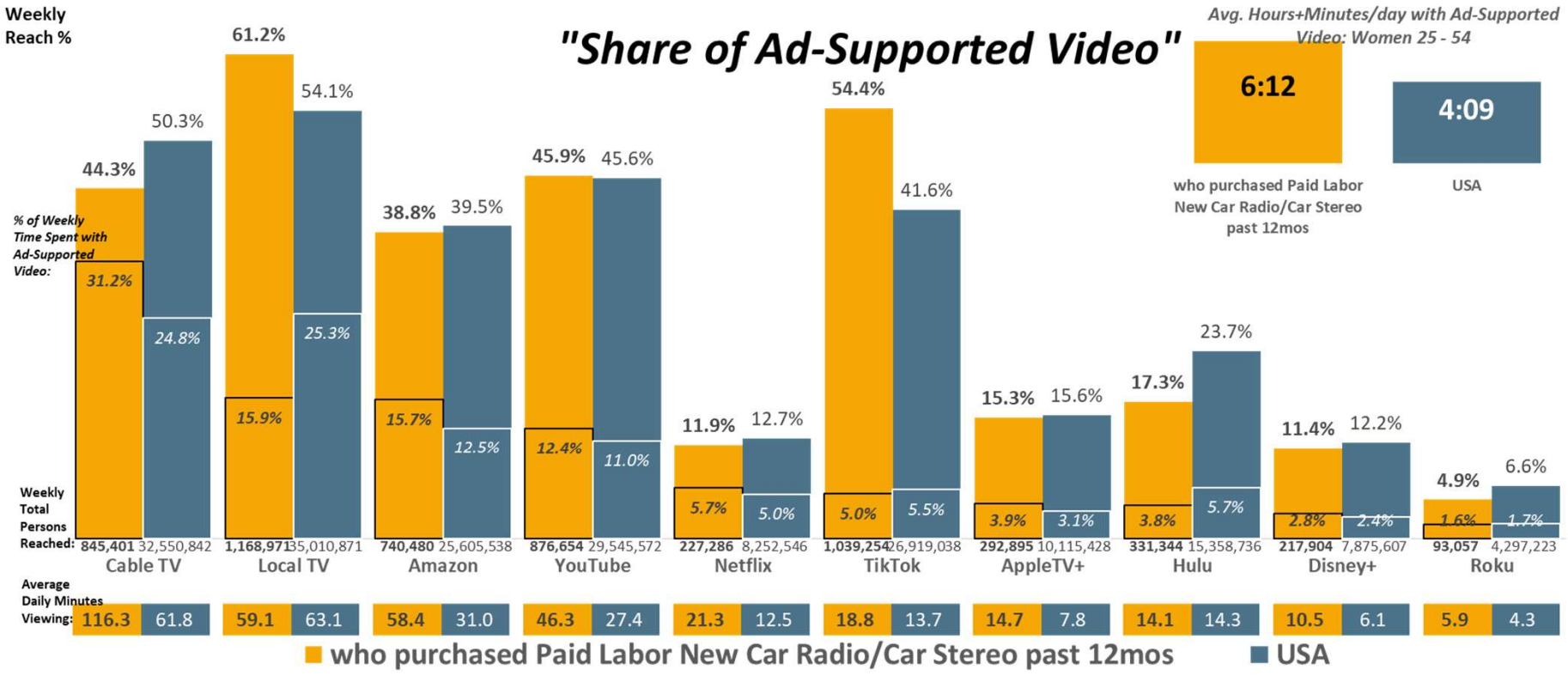
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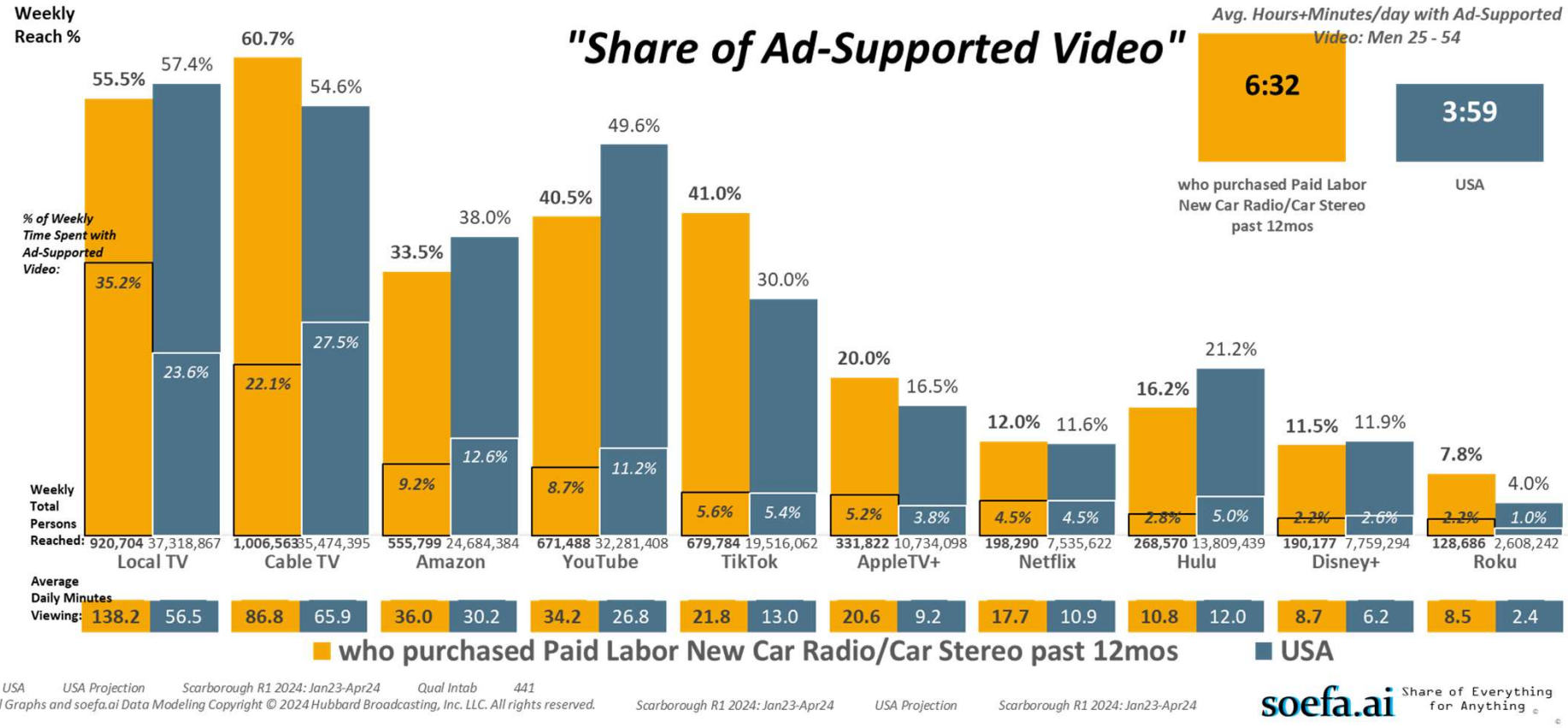
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M25-54

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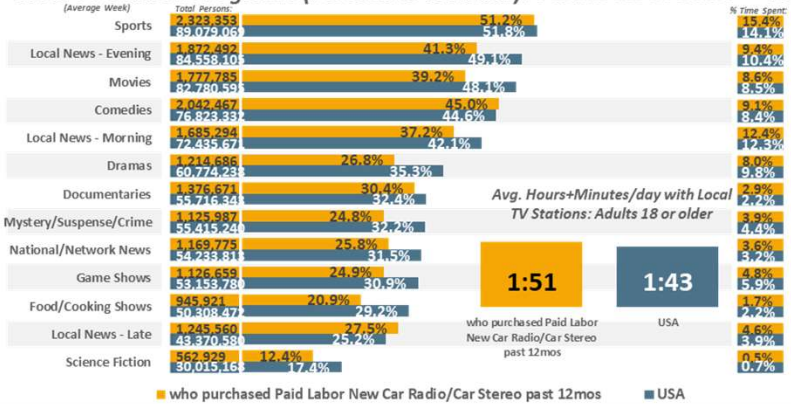
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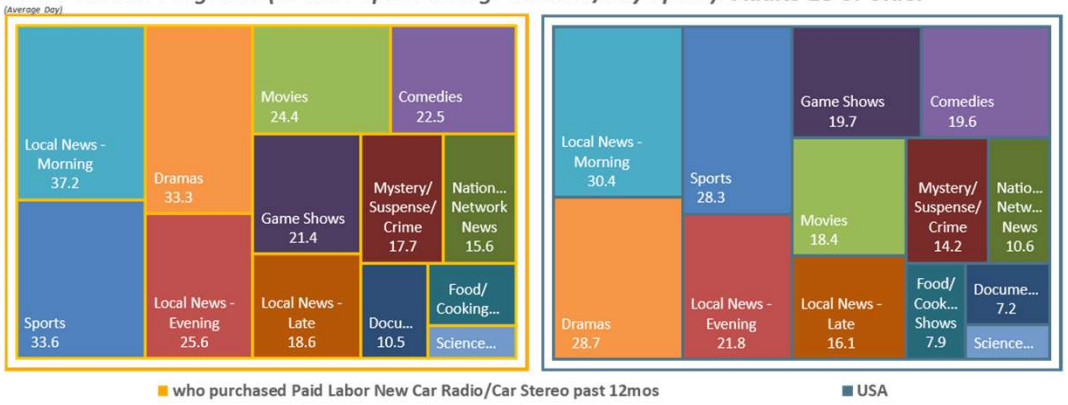


4,479,995 or 66.3% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Local News - Late.

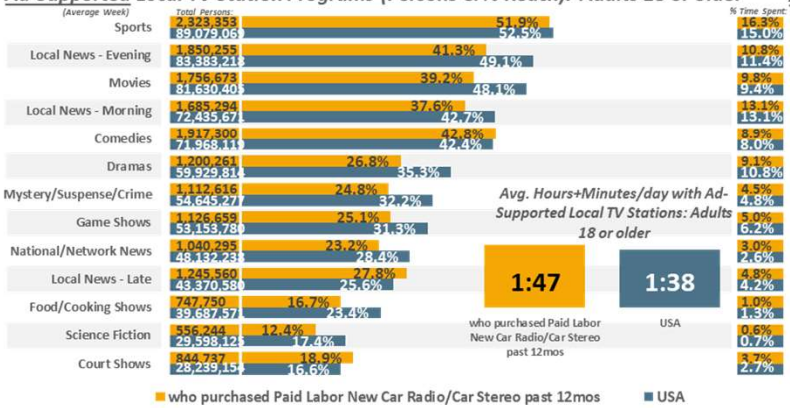
Local TV Station Programs (Persons & % Reach): Adults 18 or older



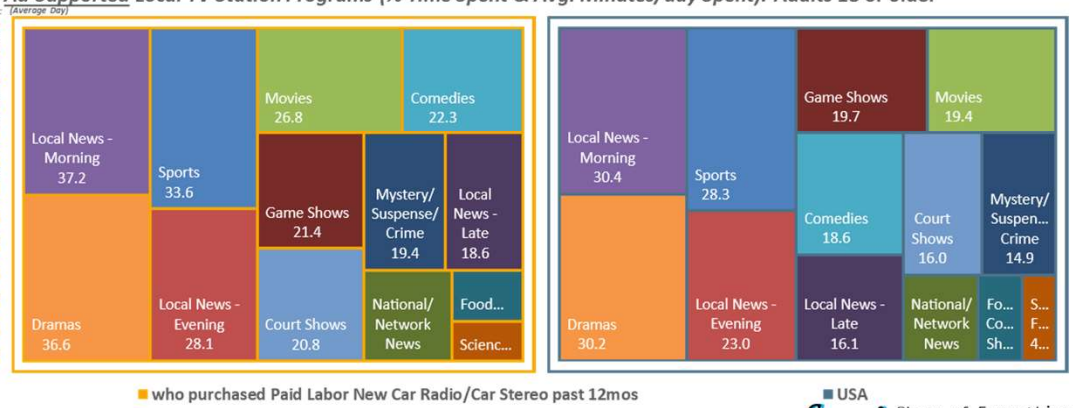
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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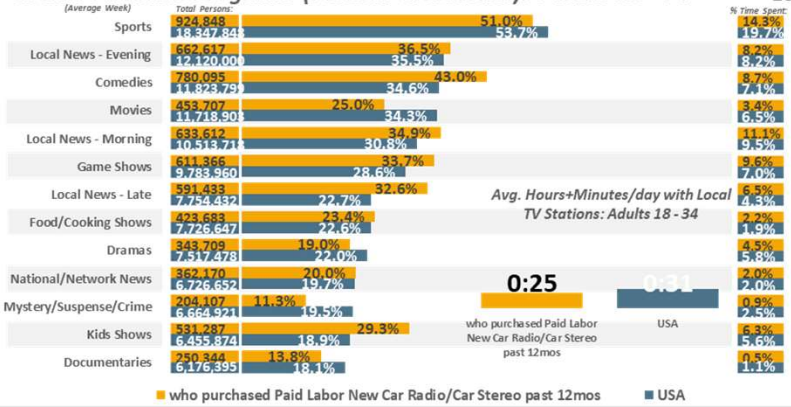
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



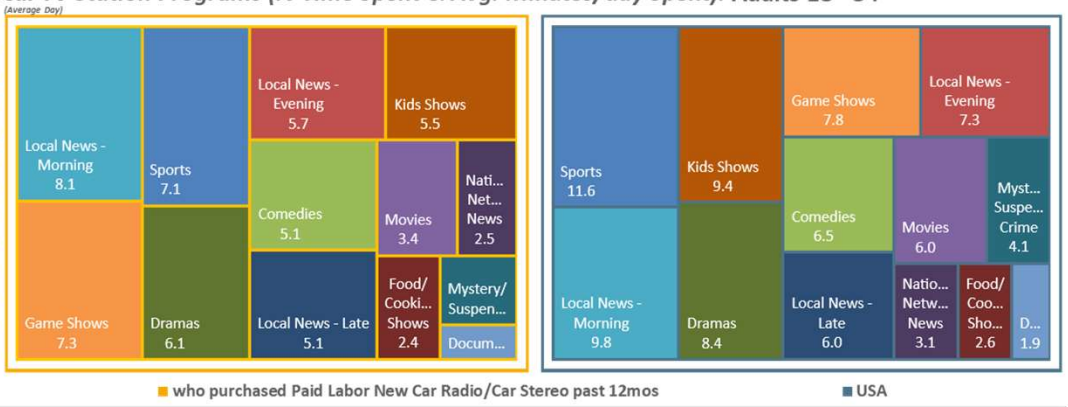
P18-34

1,795,331 or 60.9% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Local News - Late.

Local TV Station Programs (Persons & % Reach): Adults 18 - 34



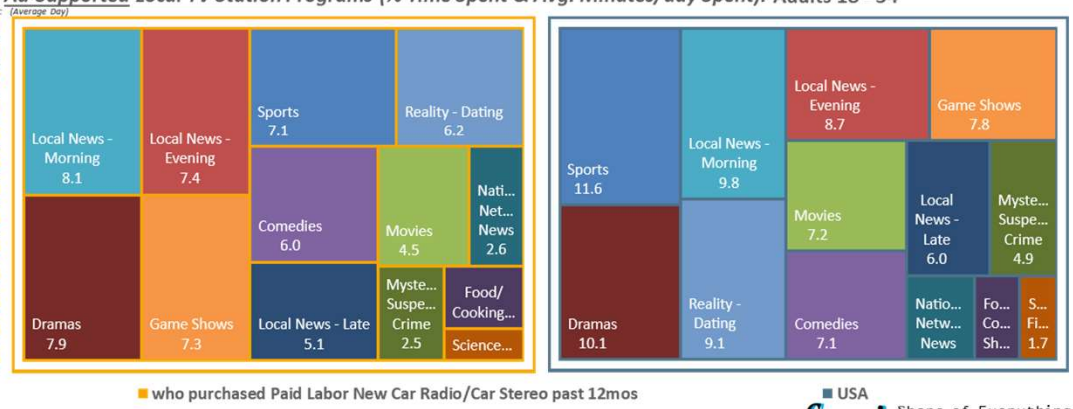
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 - 34



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



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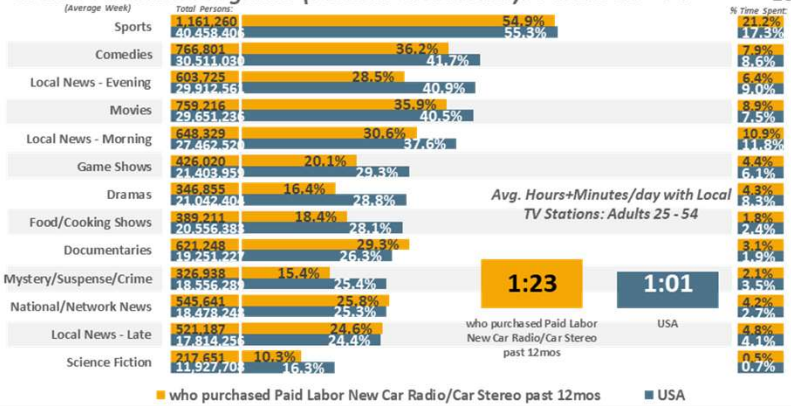
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

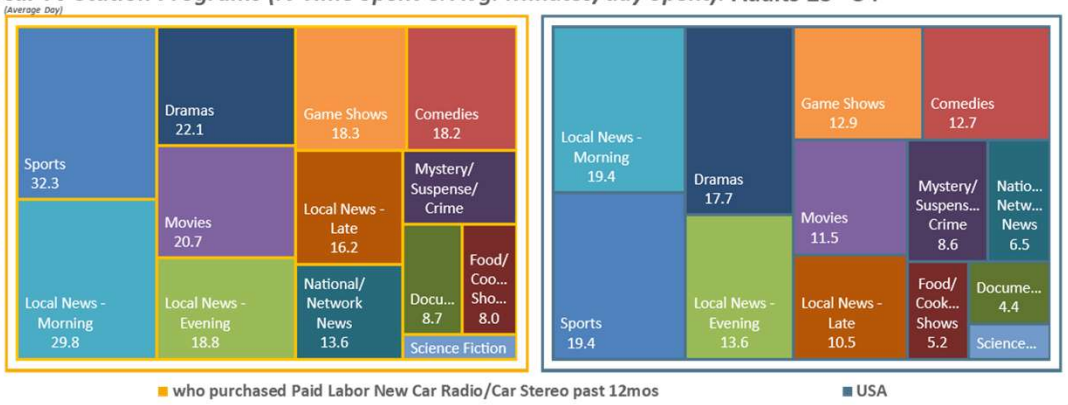


2,089,977 or 58.6% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, Local News - Evening, and Local News - Late.

Local TV Station Programs (Persons & % Reach): Adults 25 - 54



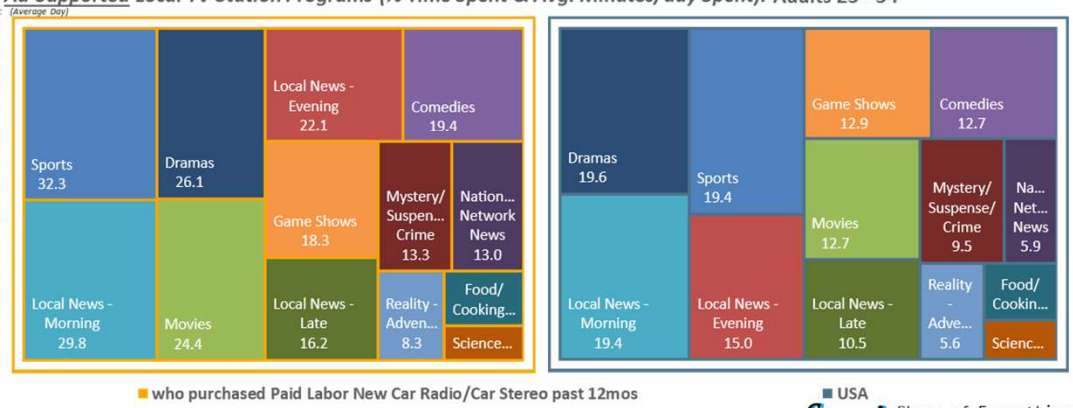
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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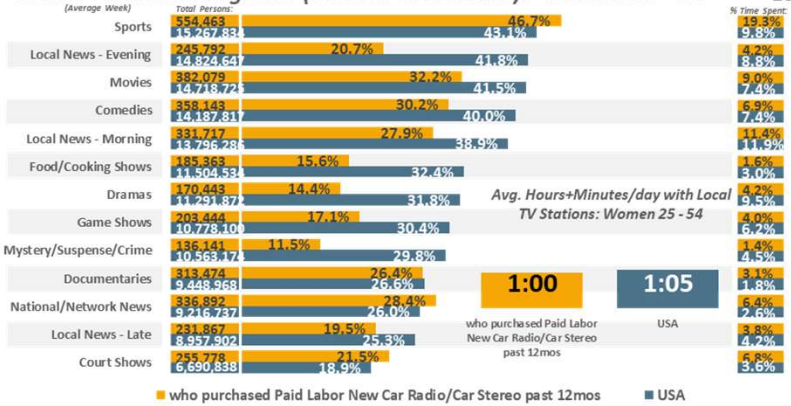
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

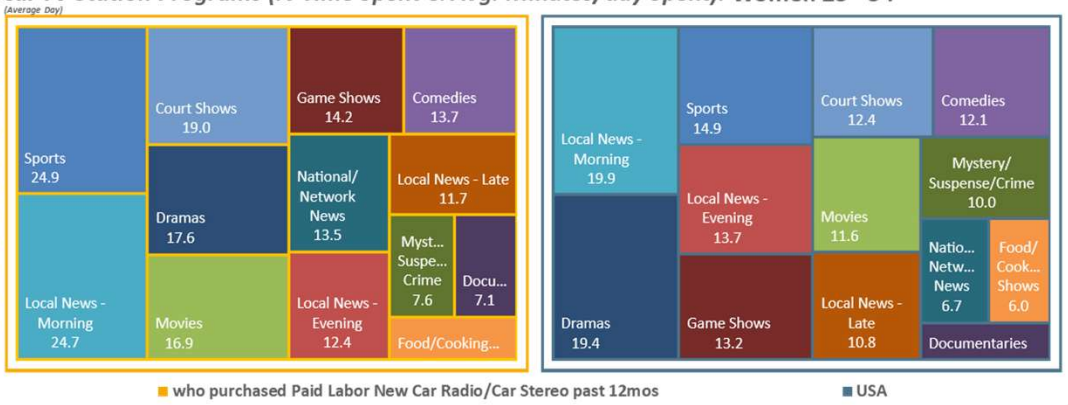


1,168,971 or 61.2% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, National/Network News, and Court Shows.

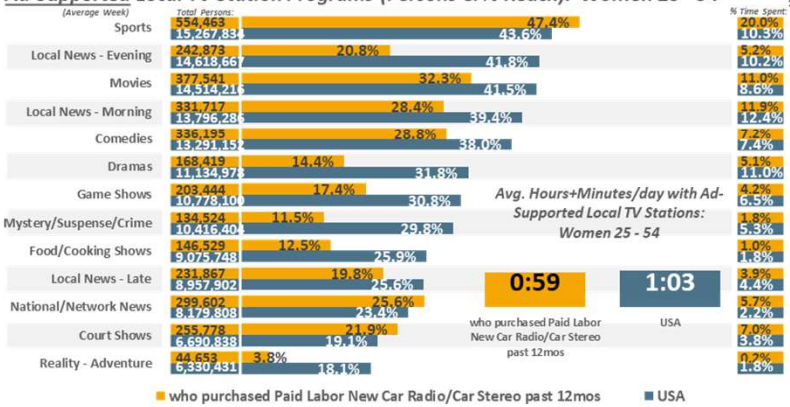
Local TV Station Programs (Persons & % Reach): Women 25 - 54



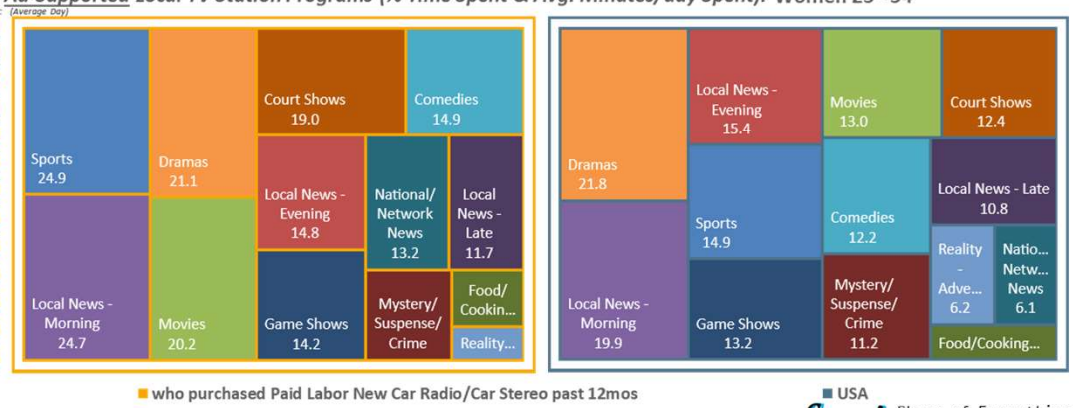
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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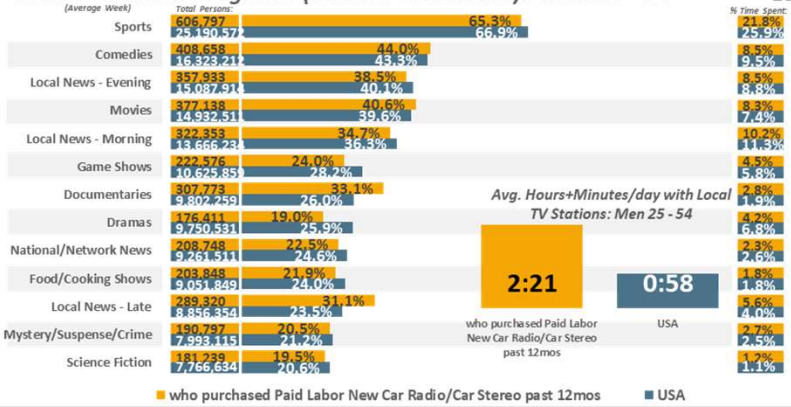
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

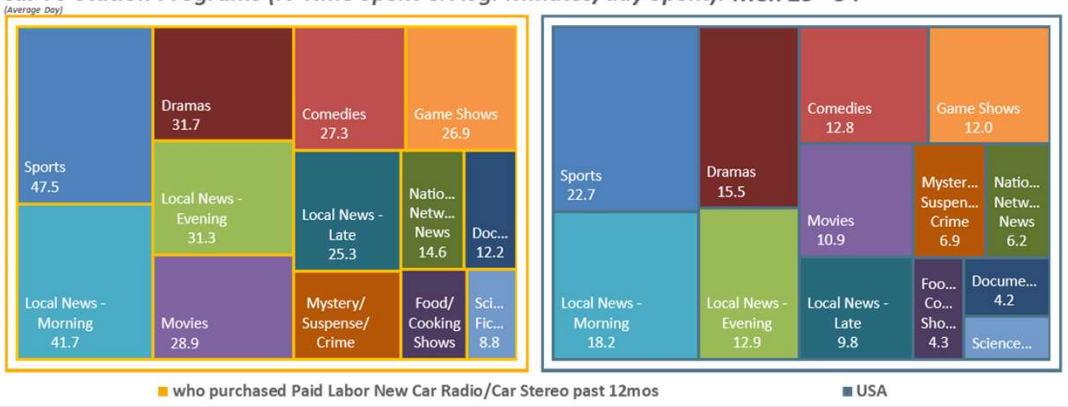


920,704 or 55.5% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Local News - Late.

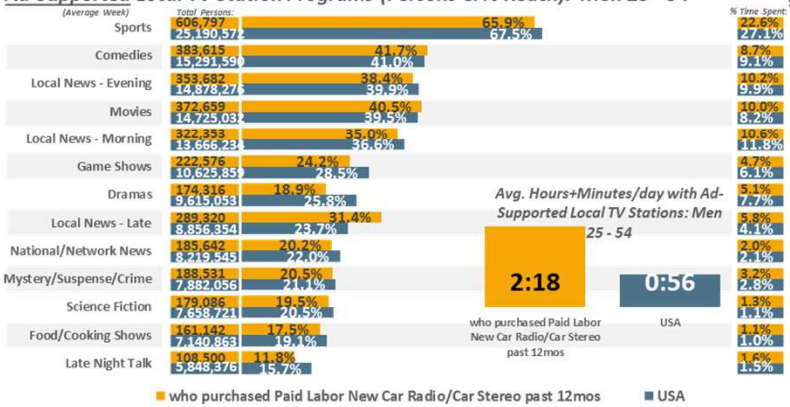
Local TV Station Programs (Persons & % Reach): Men 25 - 54



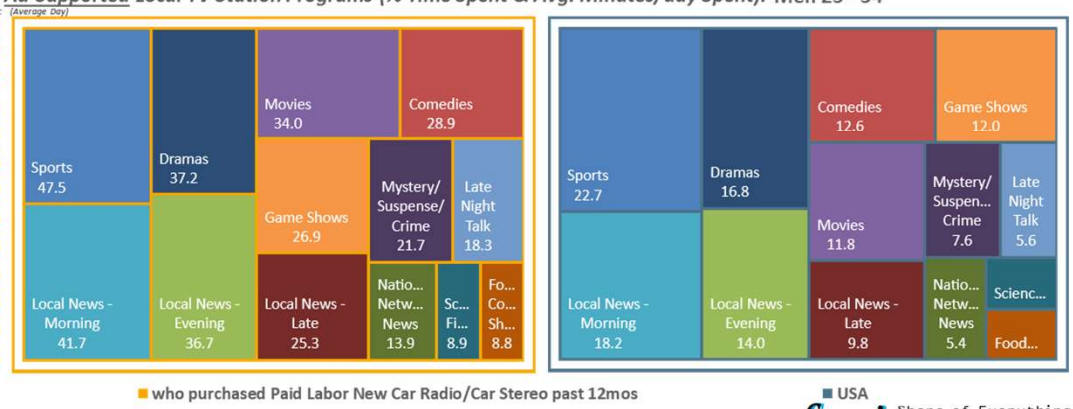
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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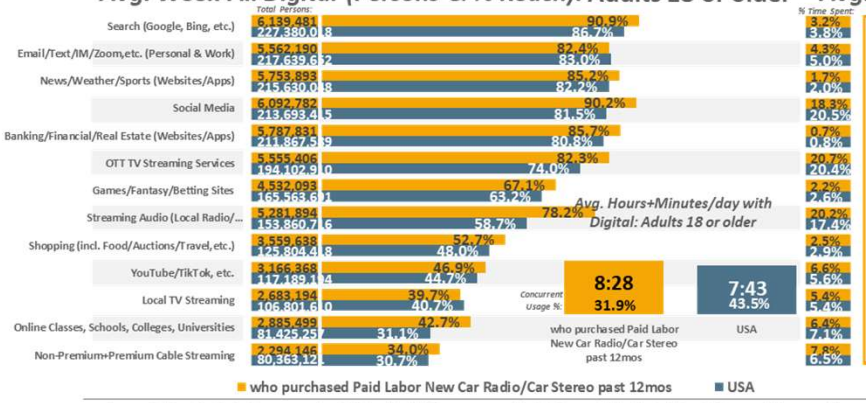
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

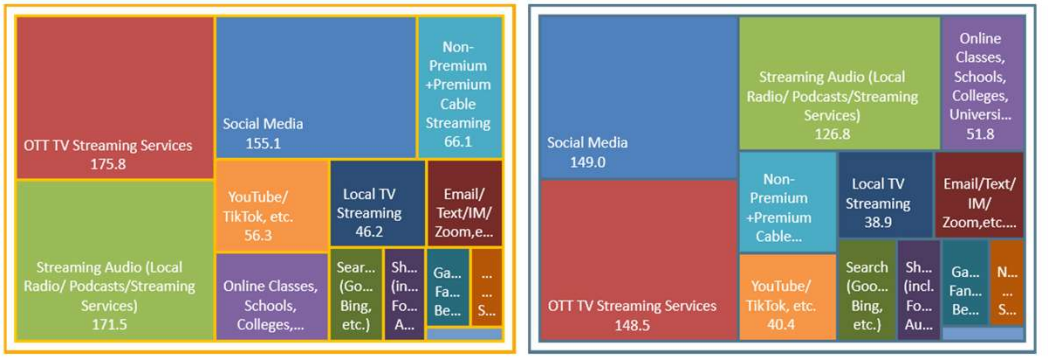


4,867,252 or 72.1% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported Social Media for an average of 123.9 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

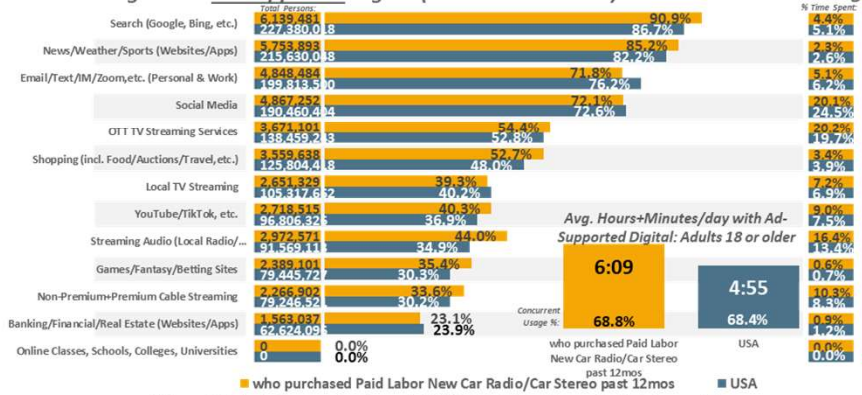
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



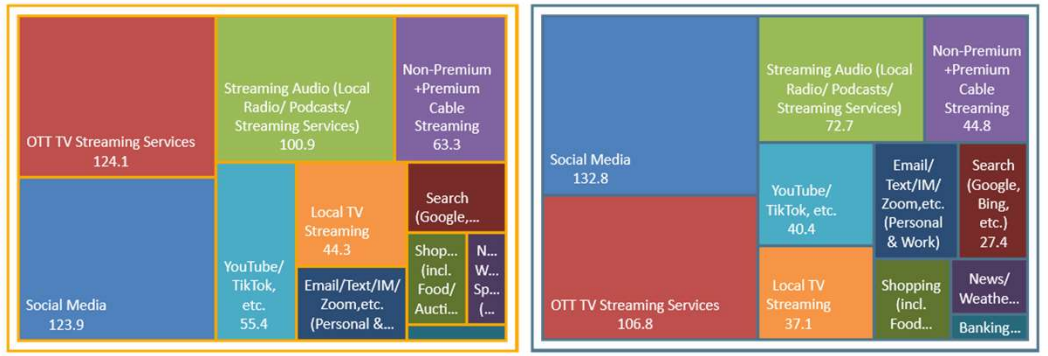
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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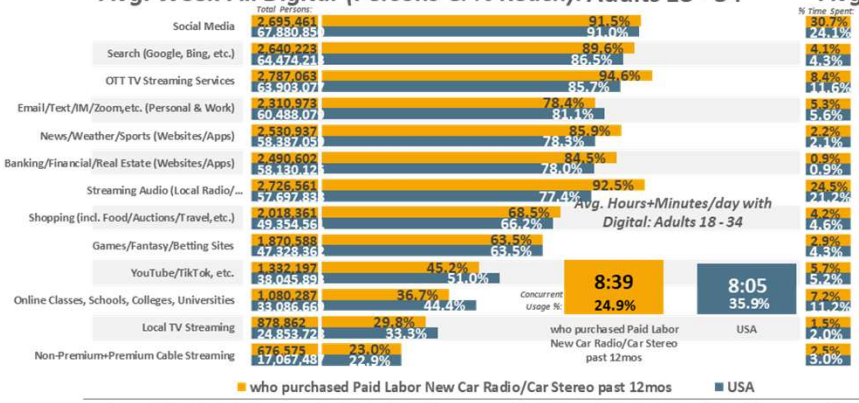
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



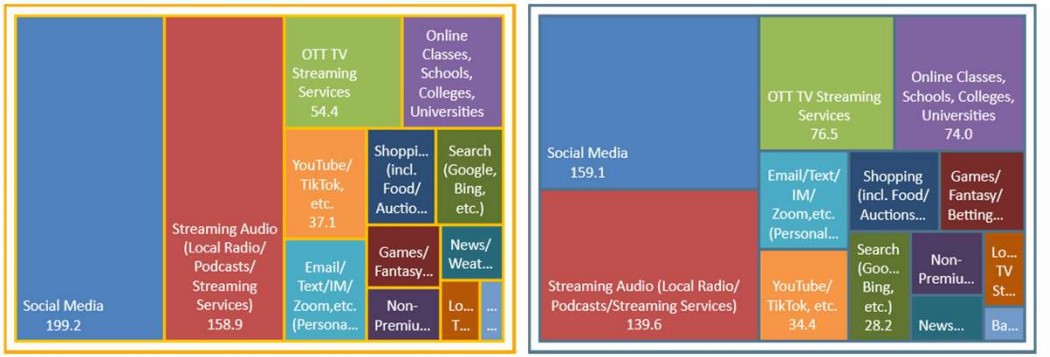
P18-34

2,183,589 or 74.1% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported Social Media for an average of 183.3 minutes every day representing 38.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 - 34

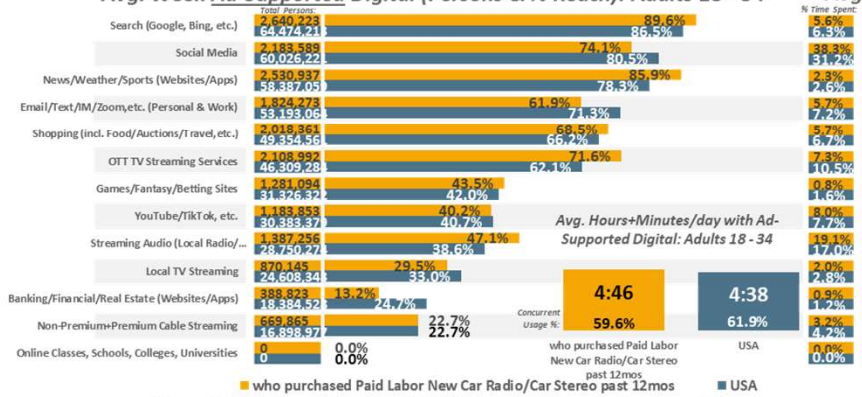


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34

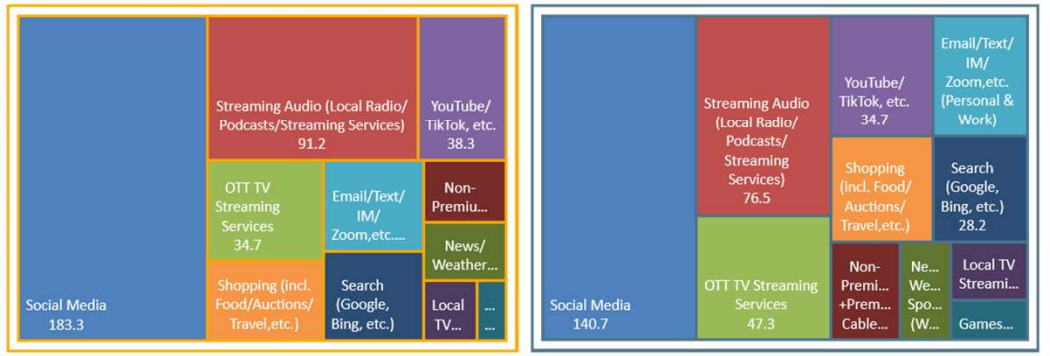


who purchased Paid Labor New Car Radio/Car Stereo past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



who purchased Paid Labor New Car Radio/Car Stereo past 12mos ■ USA

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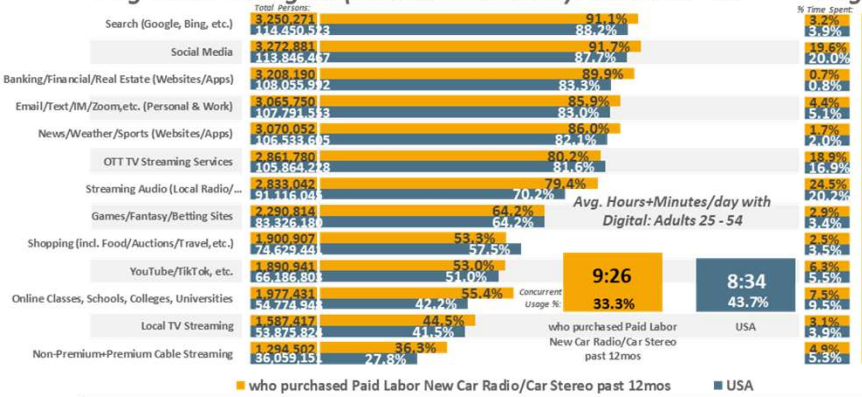
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

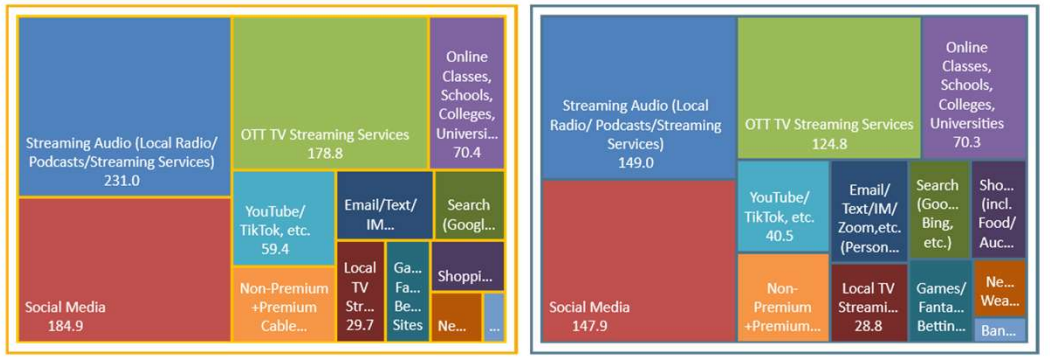


2,584,153 or 72.4% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

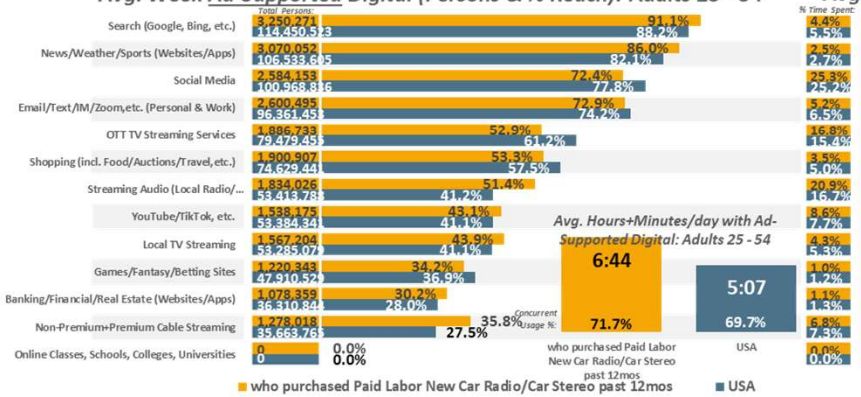
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



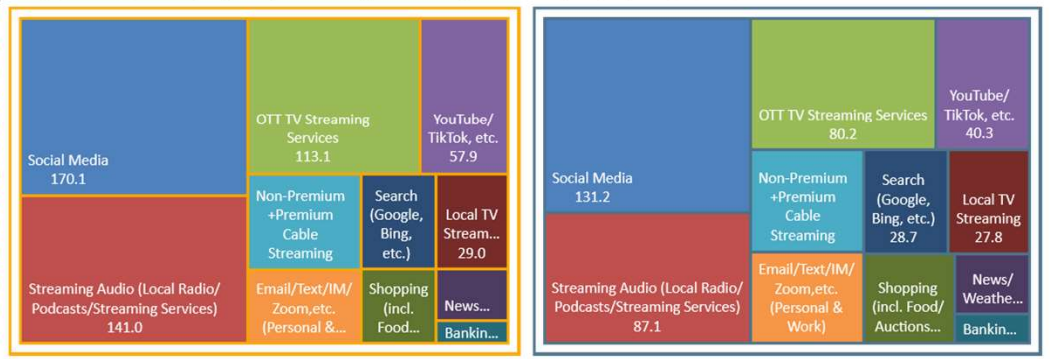
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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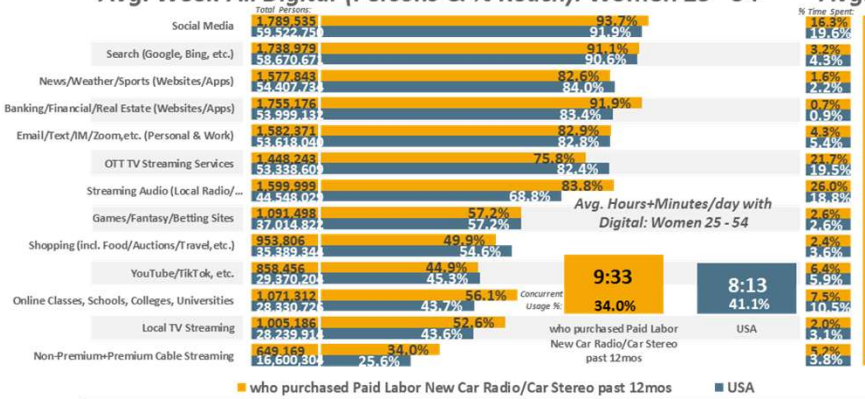
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

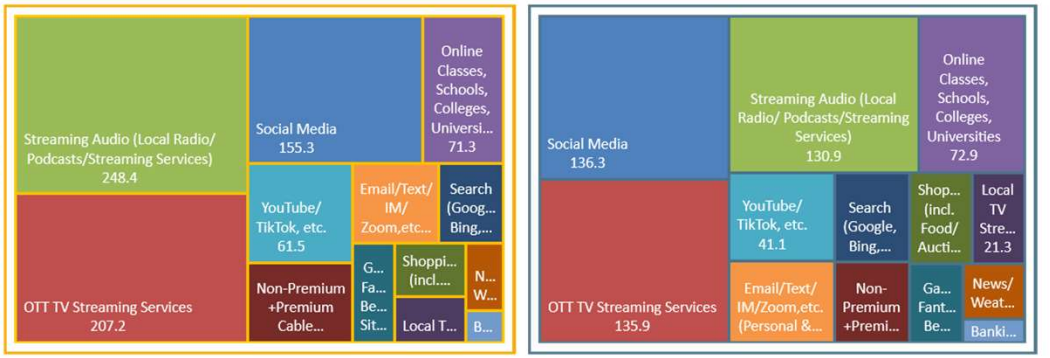


1,546,791 or 81.% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 20.7% of all time spent daily with Ad-Supported Digital Media.

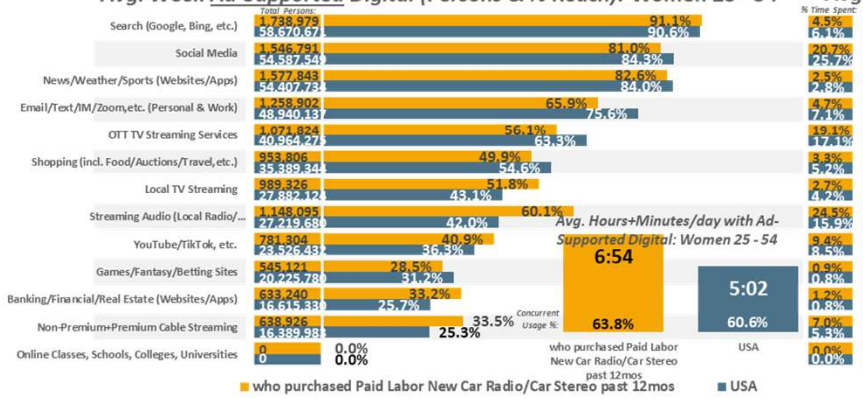
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



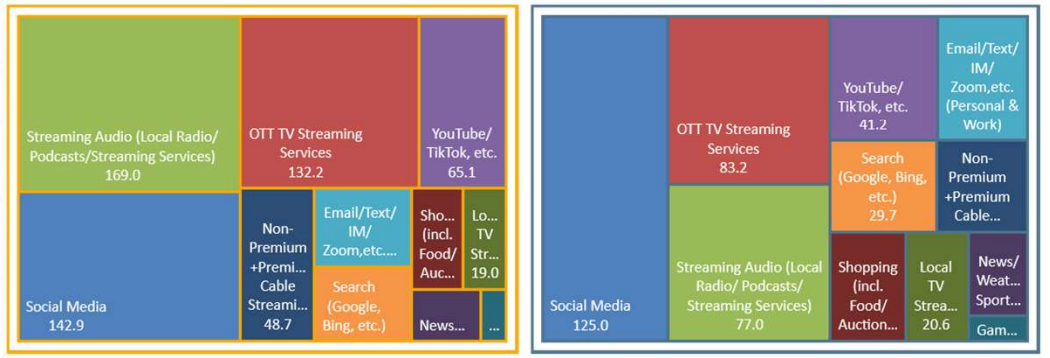
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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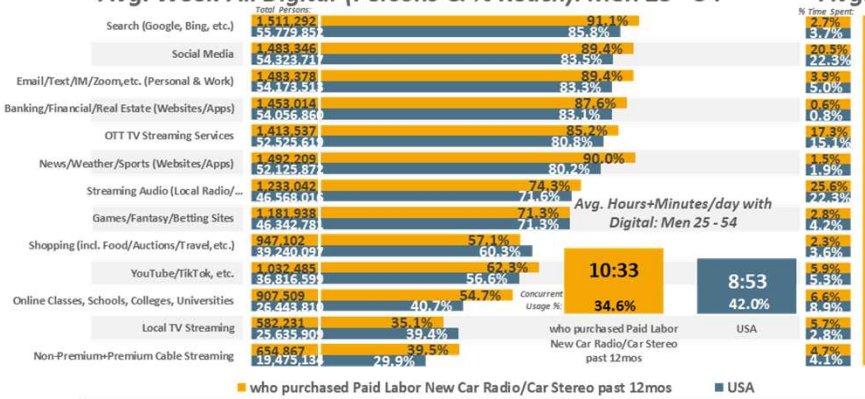
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

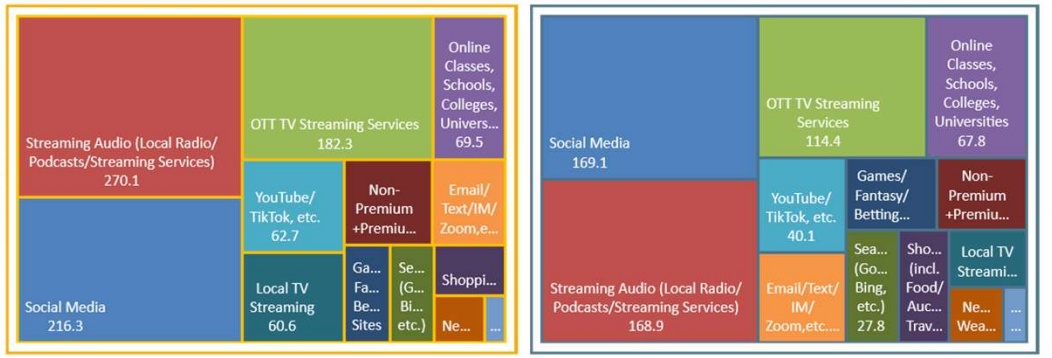


1,037,361 or 62.5% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

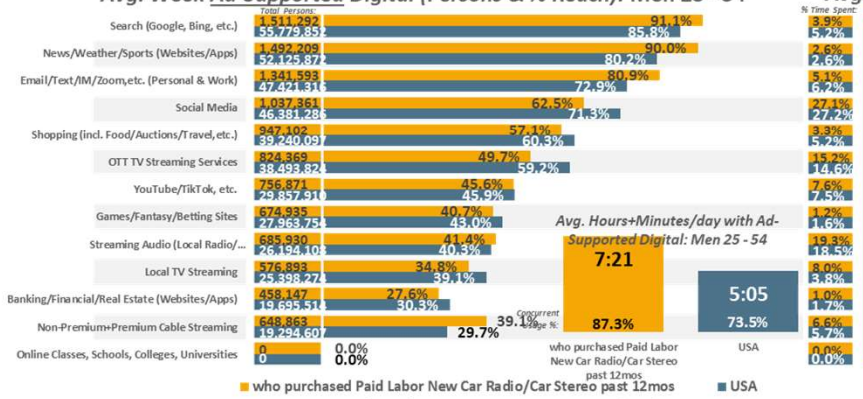
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



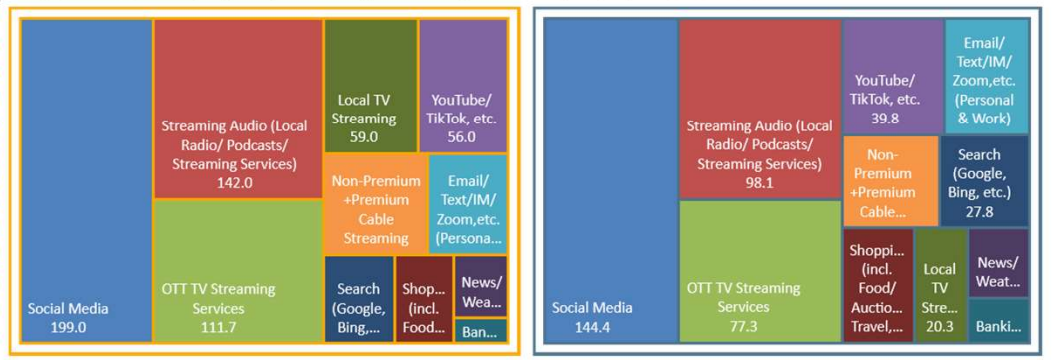
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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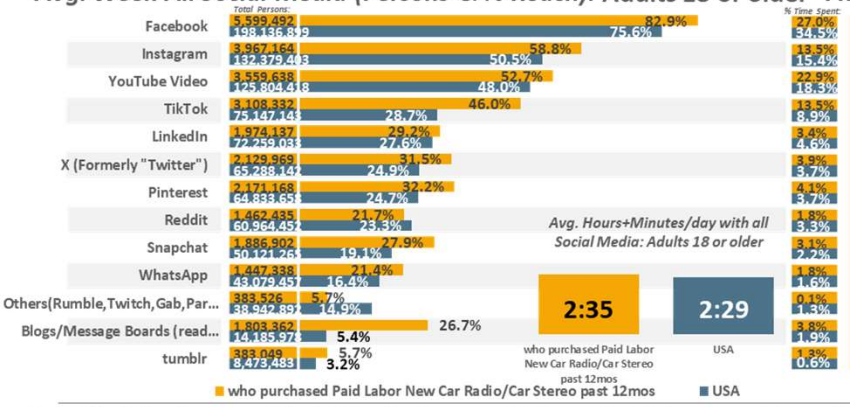
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

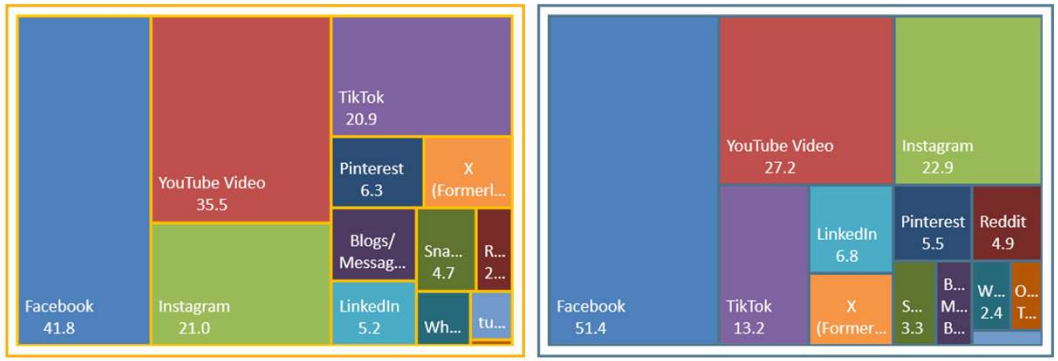


3,111,785 or 46.1% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported YouTube Video for an average of 34.6 minutes every day representing 27.9% of all time spent daily with Ad-Supported Social Media.

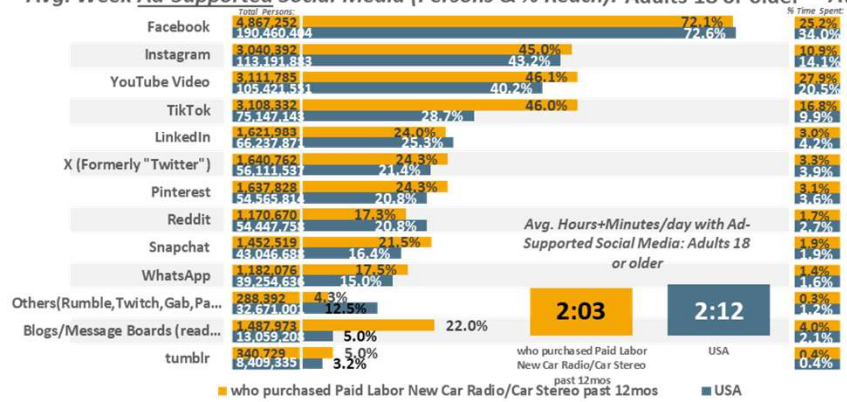
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



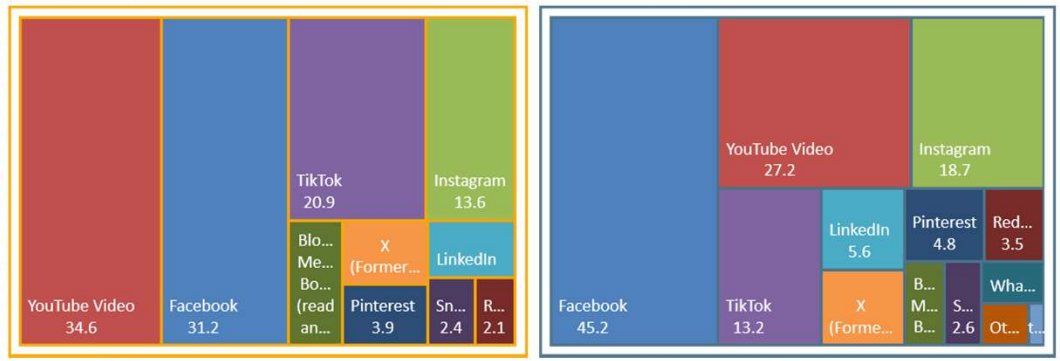
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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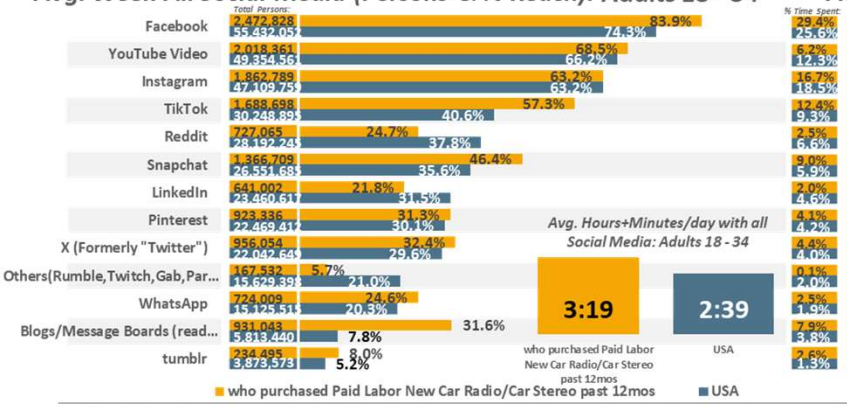
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

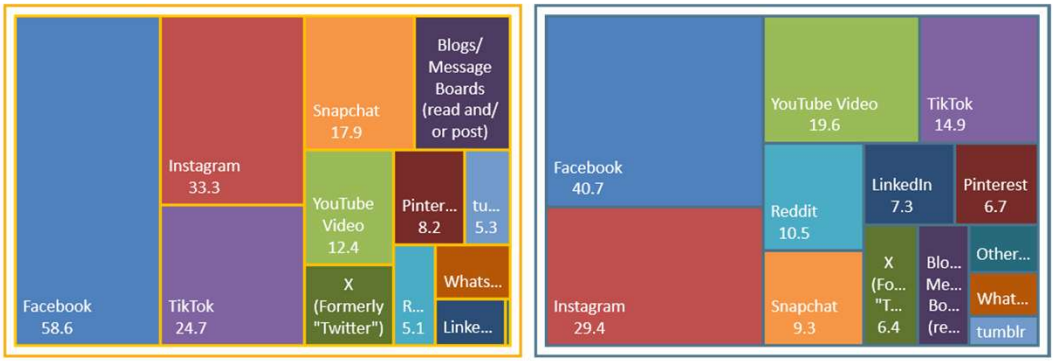


2,183,589 or 74.1% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported Facebook for an average of 48. minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

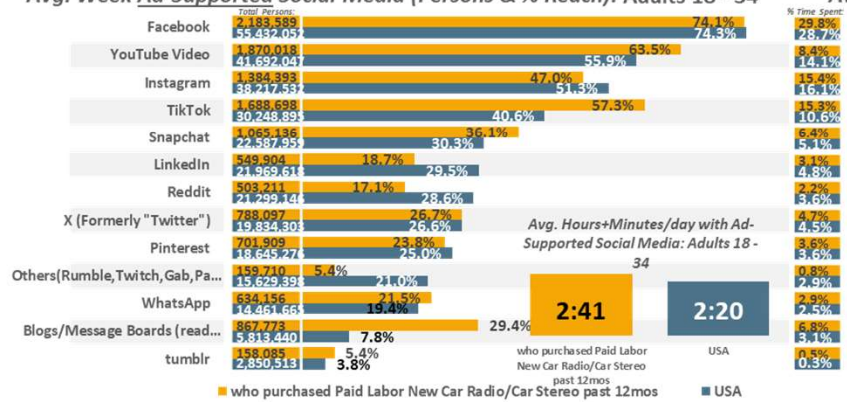
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 34



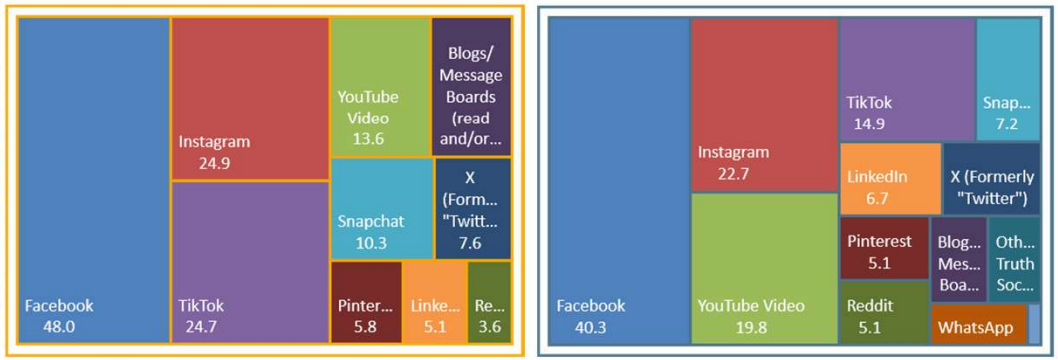
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



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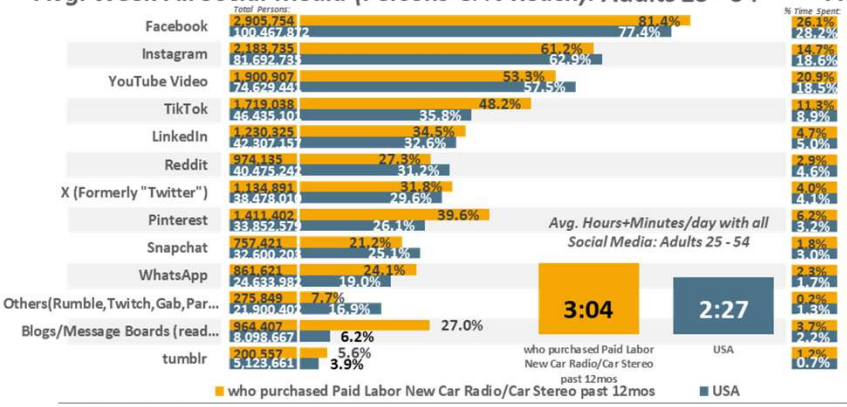
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

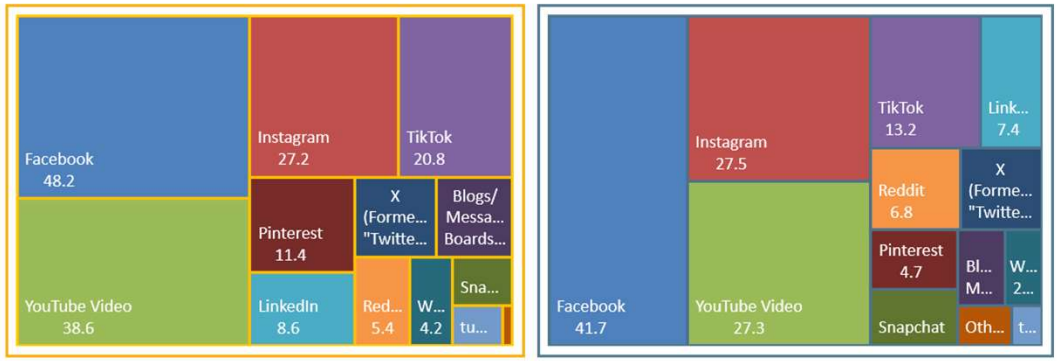


2,584,153 or 72.4% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported Facebook for an average of 38.8 minutes every day representing 26.6% of all time spent daily with Ad-Supported Social Media.

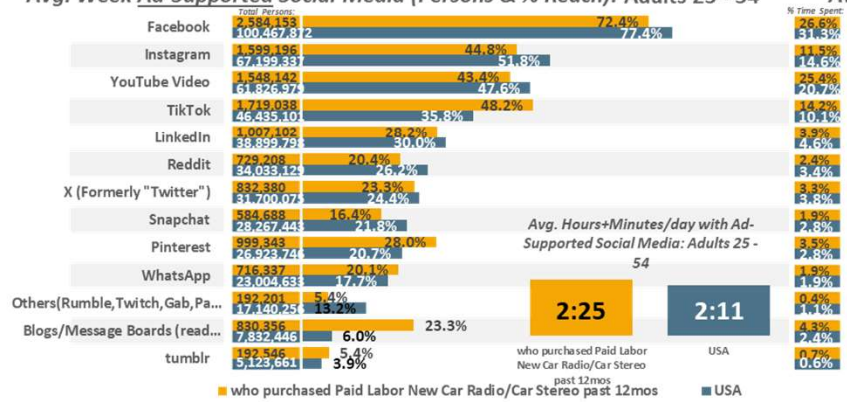
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



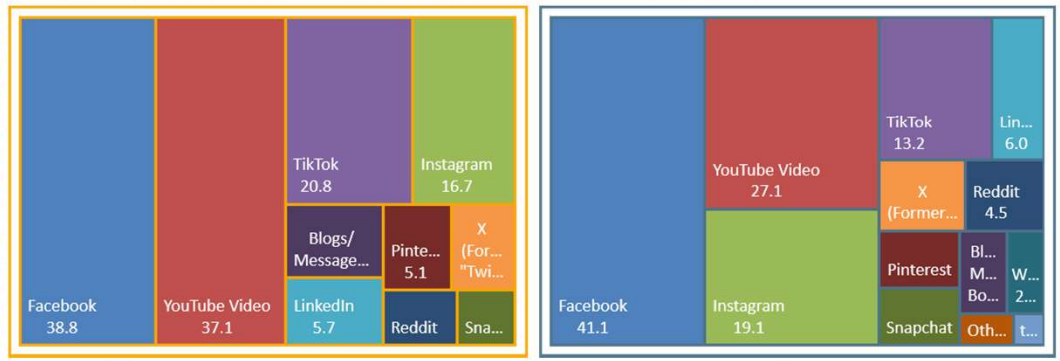
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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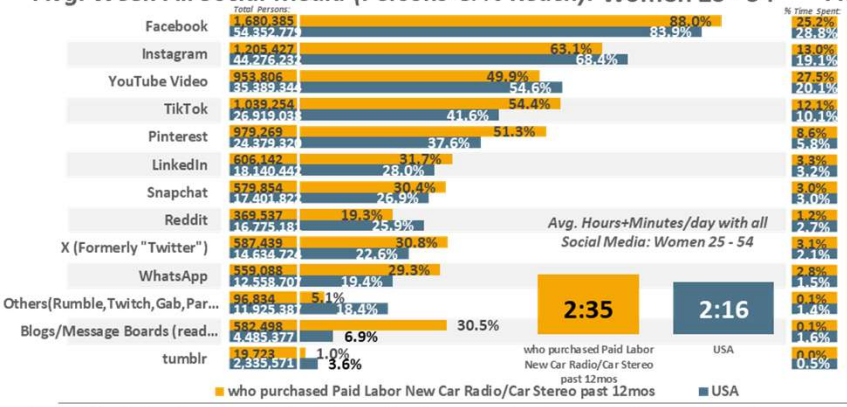
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

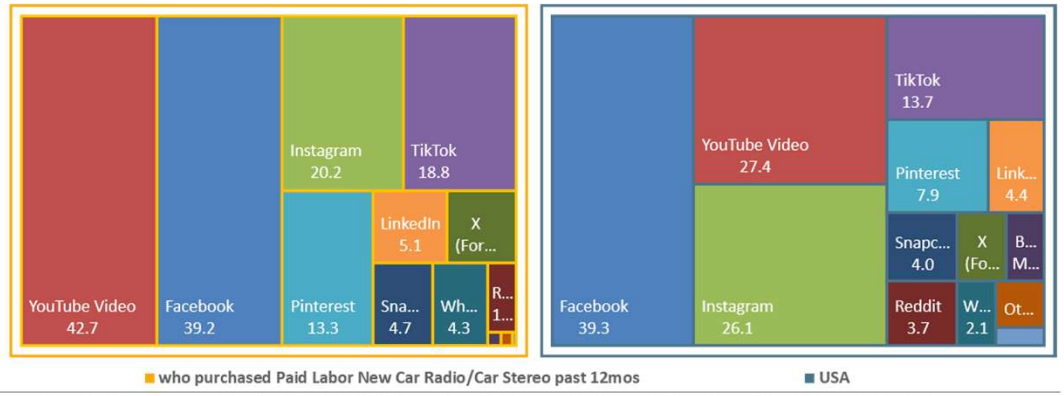


876,654 or 45.9% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported YouTube Video for an average of 46.3 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

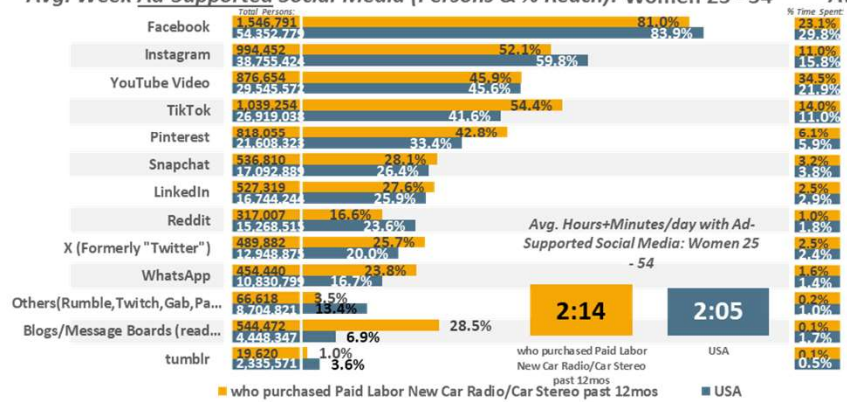
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



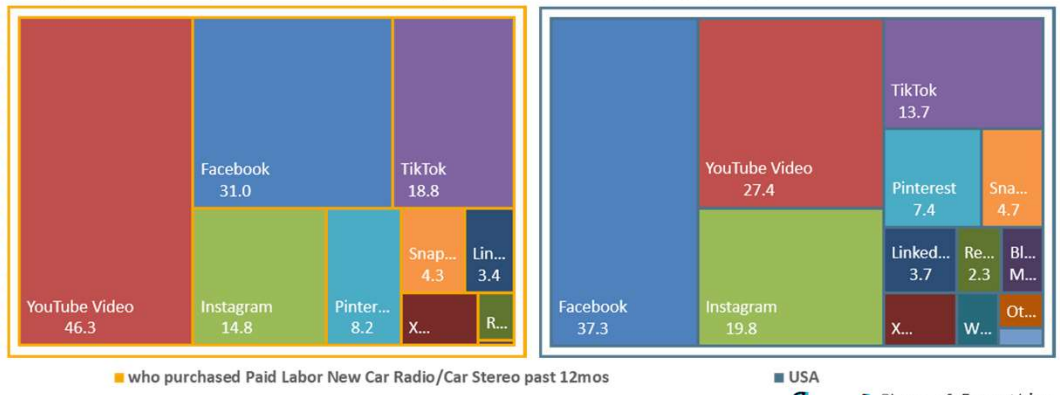
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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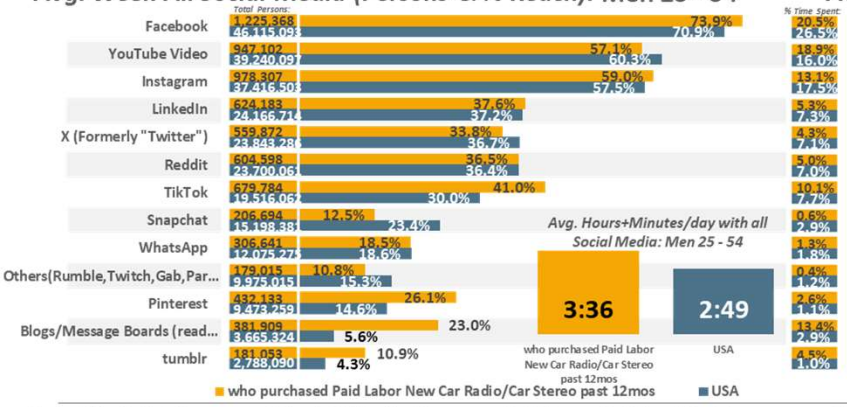
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

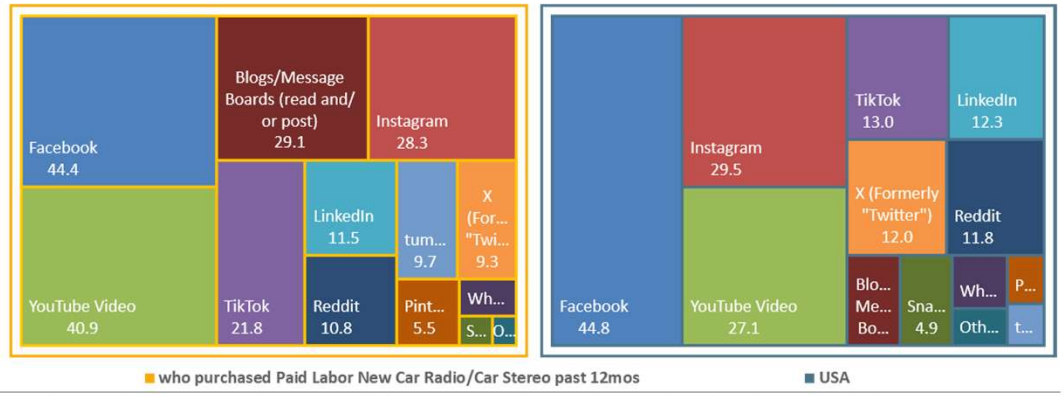


671,488 or 40.5% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos use Ad-Supported YouTube Video for an average of 34.2 minutes every day representing 22.6% of all time spent daily with Ad-Supported Social Media.

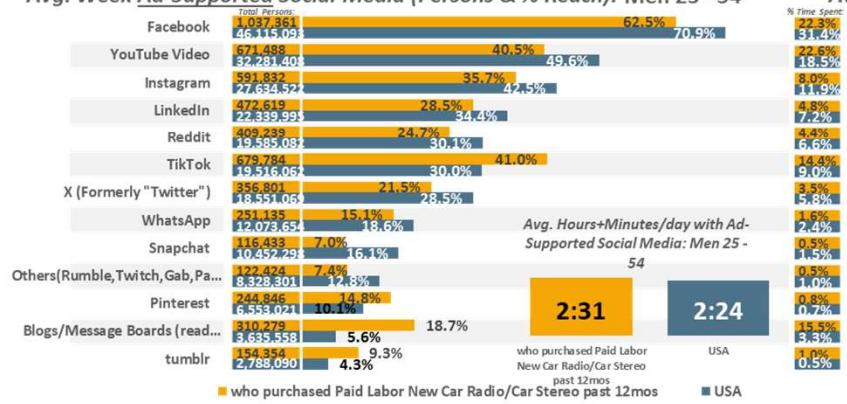
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



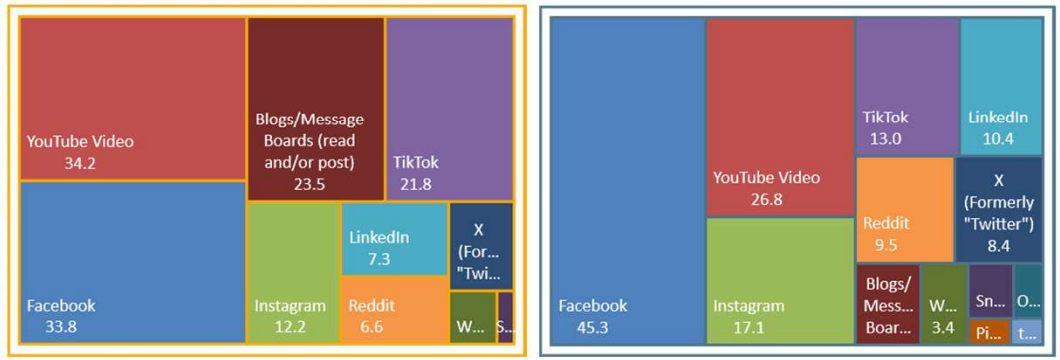
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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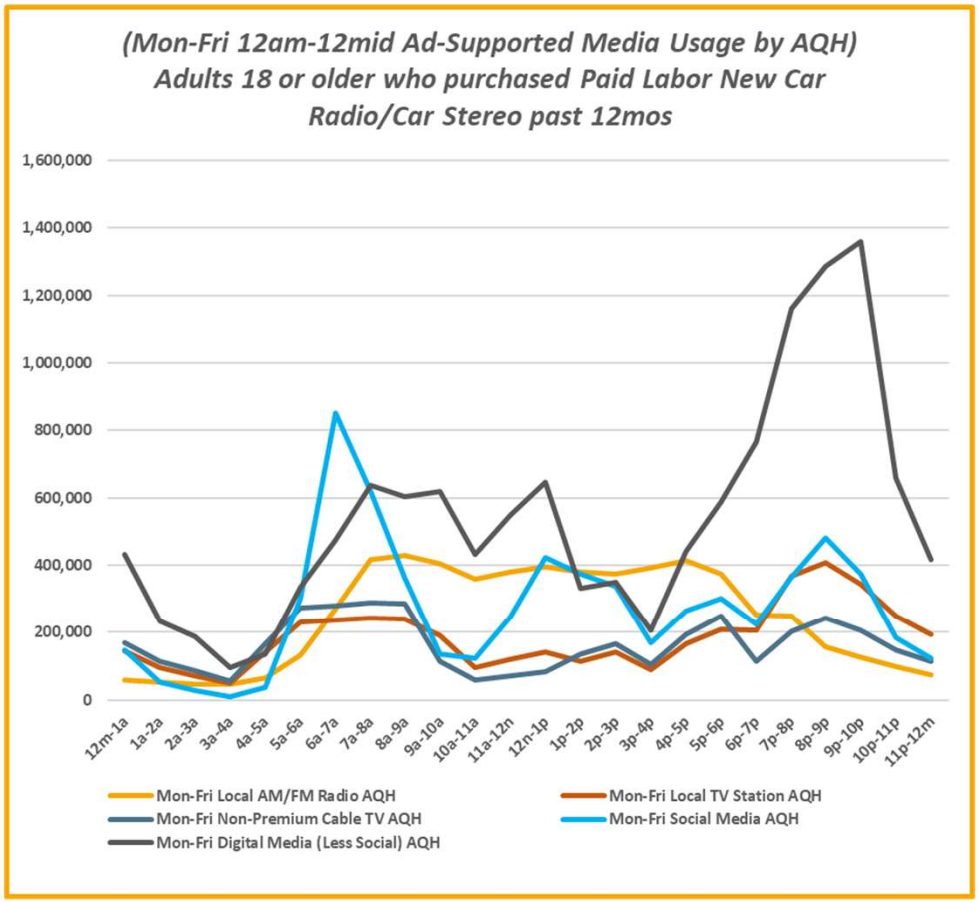
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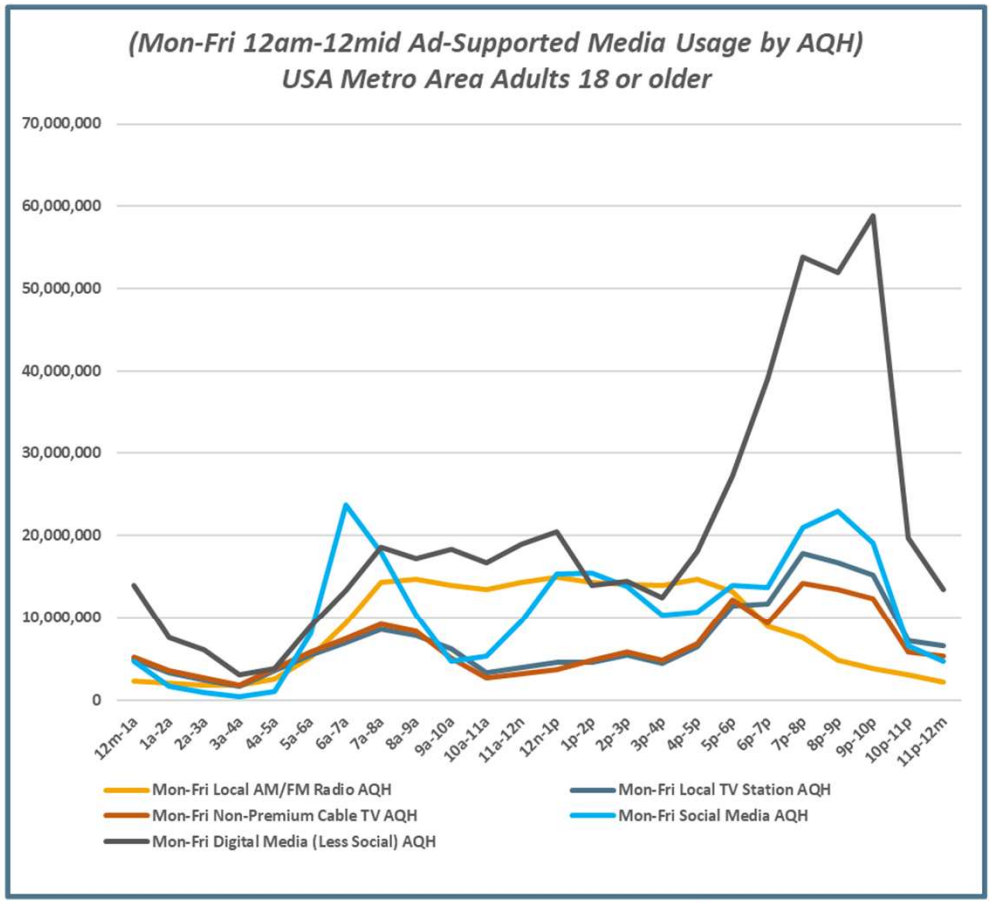
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 510,730; Local Radio: 372,110; Social Media: 339,988; Local TV: 168,600; Non-Prem. Cable: 164,448 reaching Adults 18 or older who purchased Paid Labor New Car Radio/Car S





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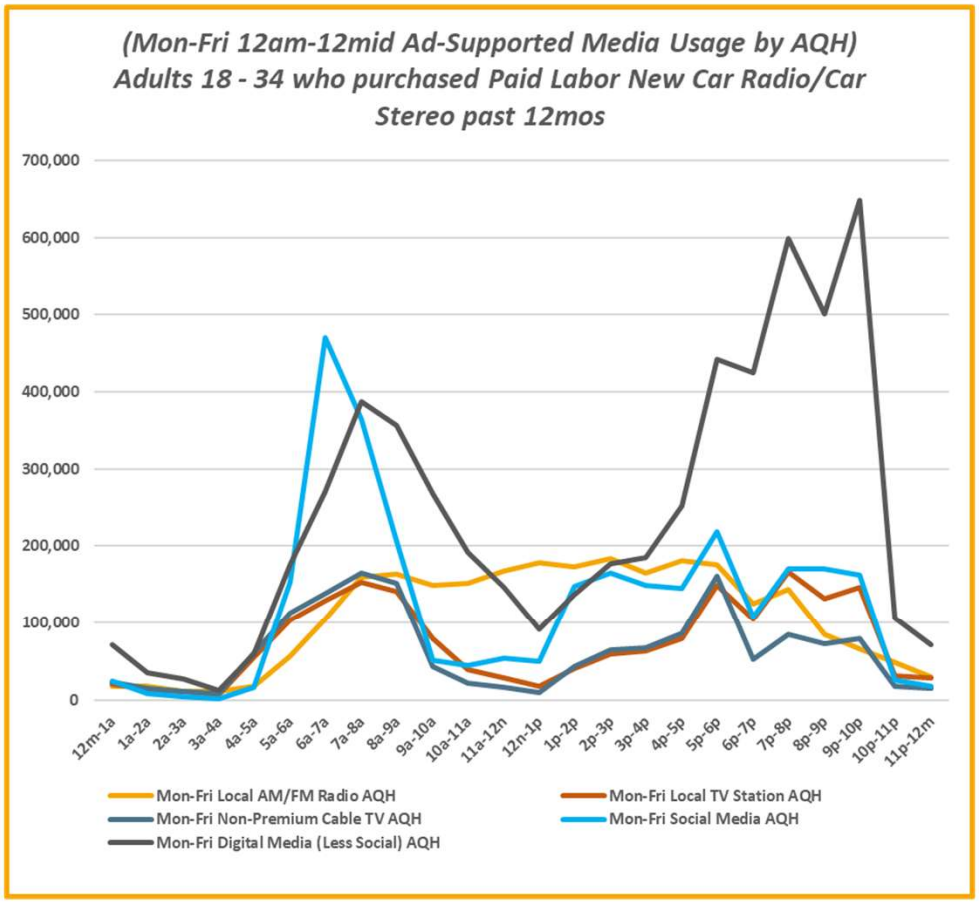
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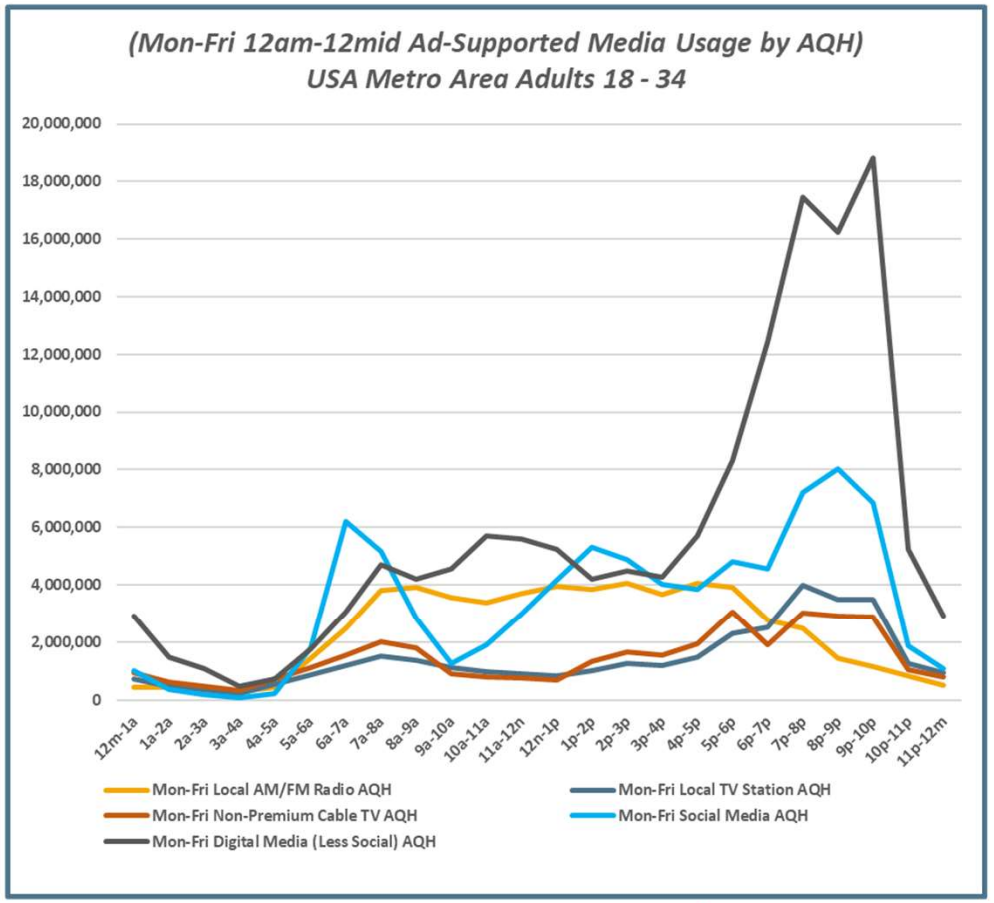
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P18-34

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 256,065; Social Media: 167,151; Local Radio: 159,706; Local TV: 83,190; Non-Prem. Cable: 78,610 reaching Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo





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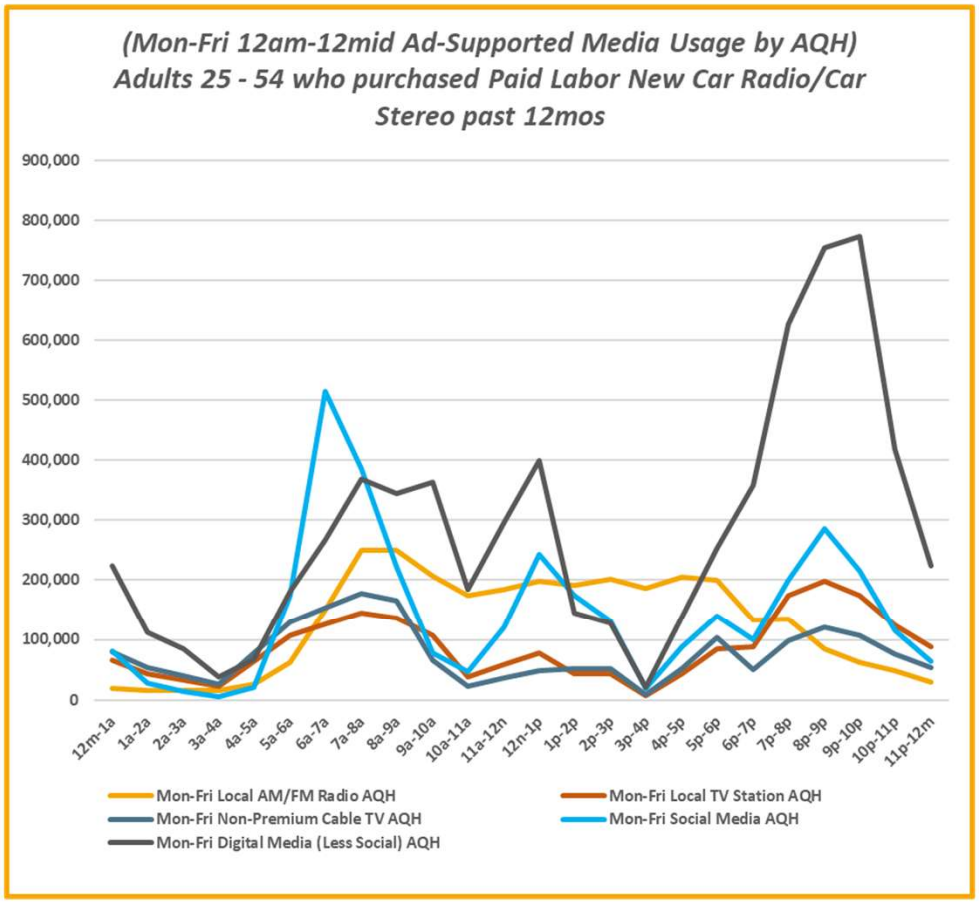
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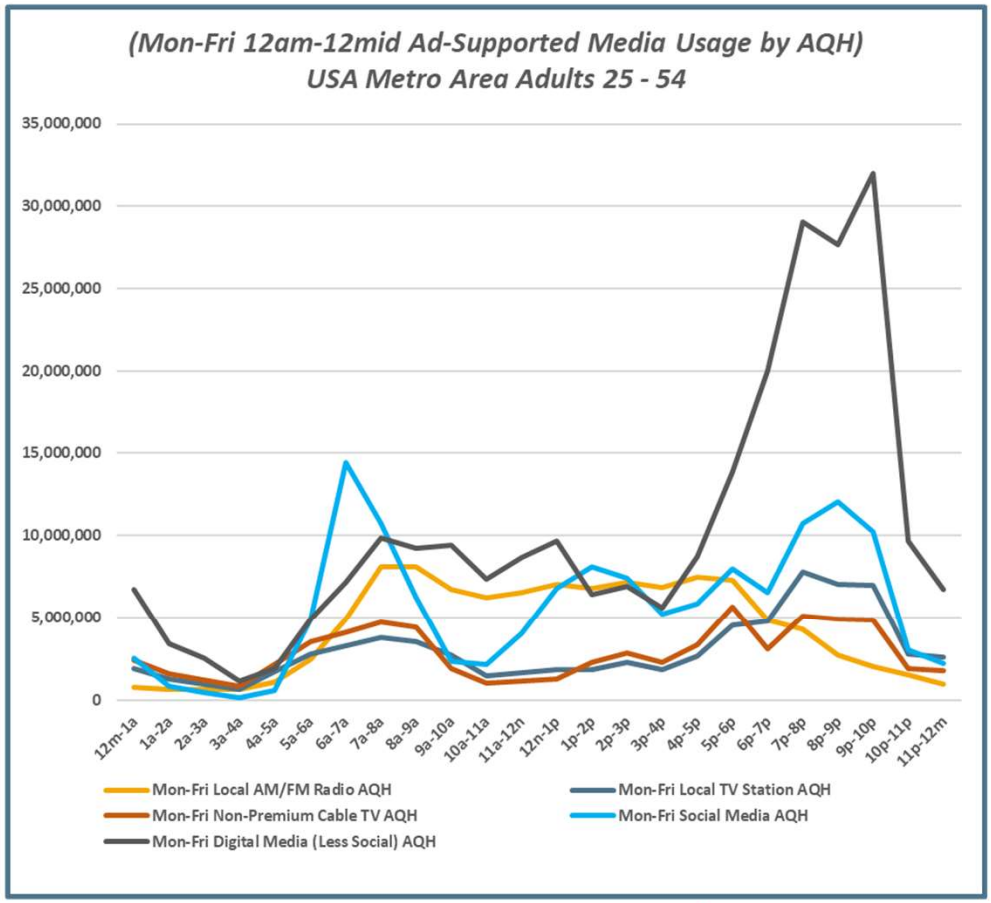
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 251,113; Local Radio: 194,330; Social Media: 174,118; Local TV: 76,707; Non-Prem. Cable: 75,861 reaching Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo





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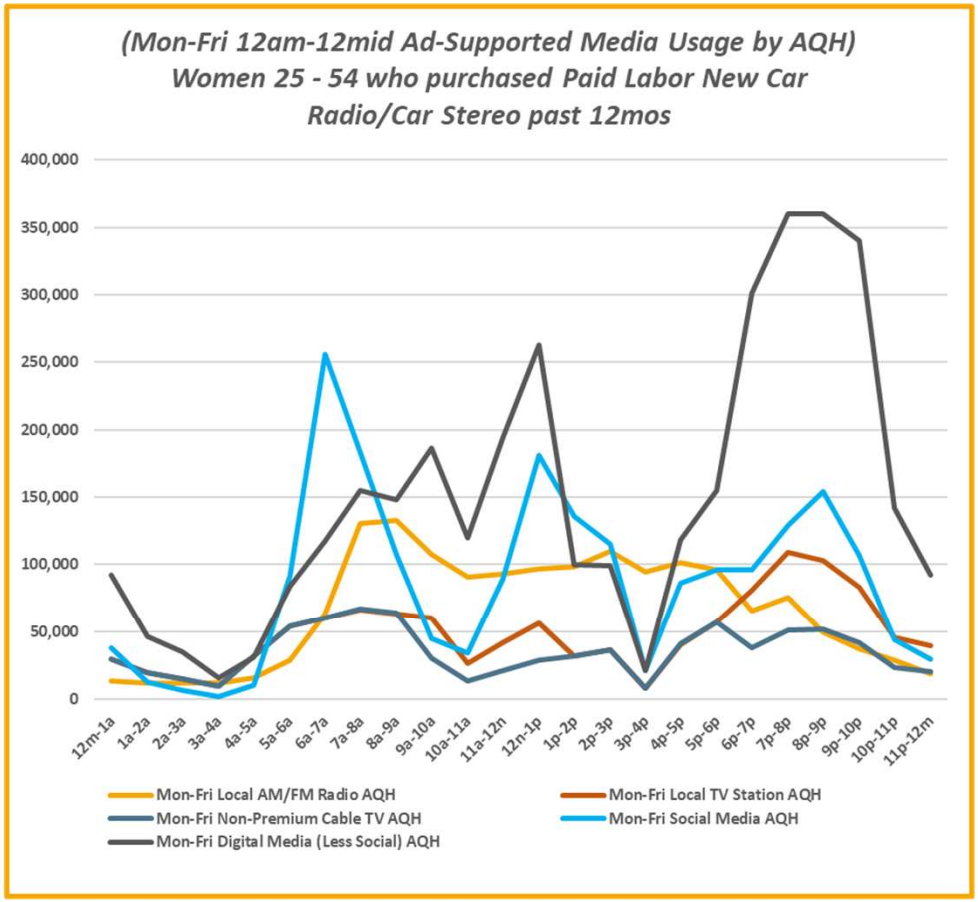
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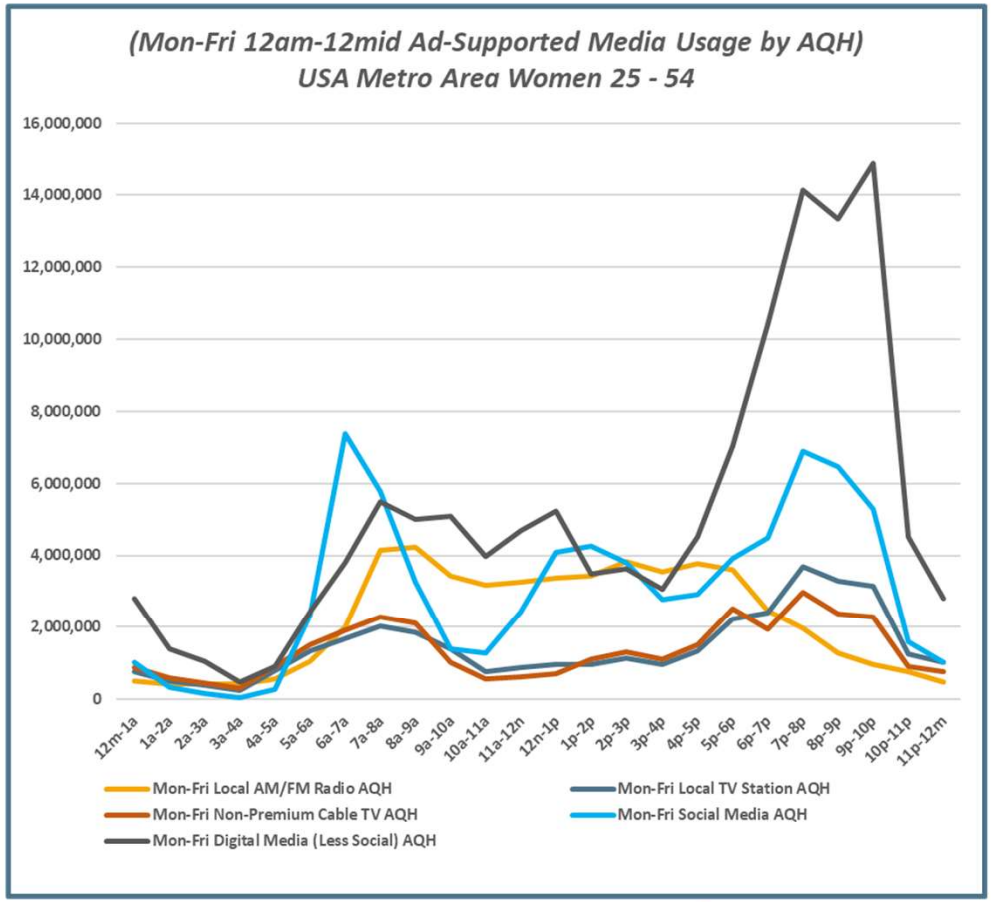
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 152,090; Social Media: 111,341; Local Radio: 98,532; Local TV: 48,355; Non-Prem. Cable: 38,165 reaching Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo pa





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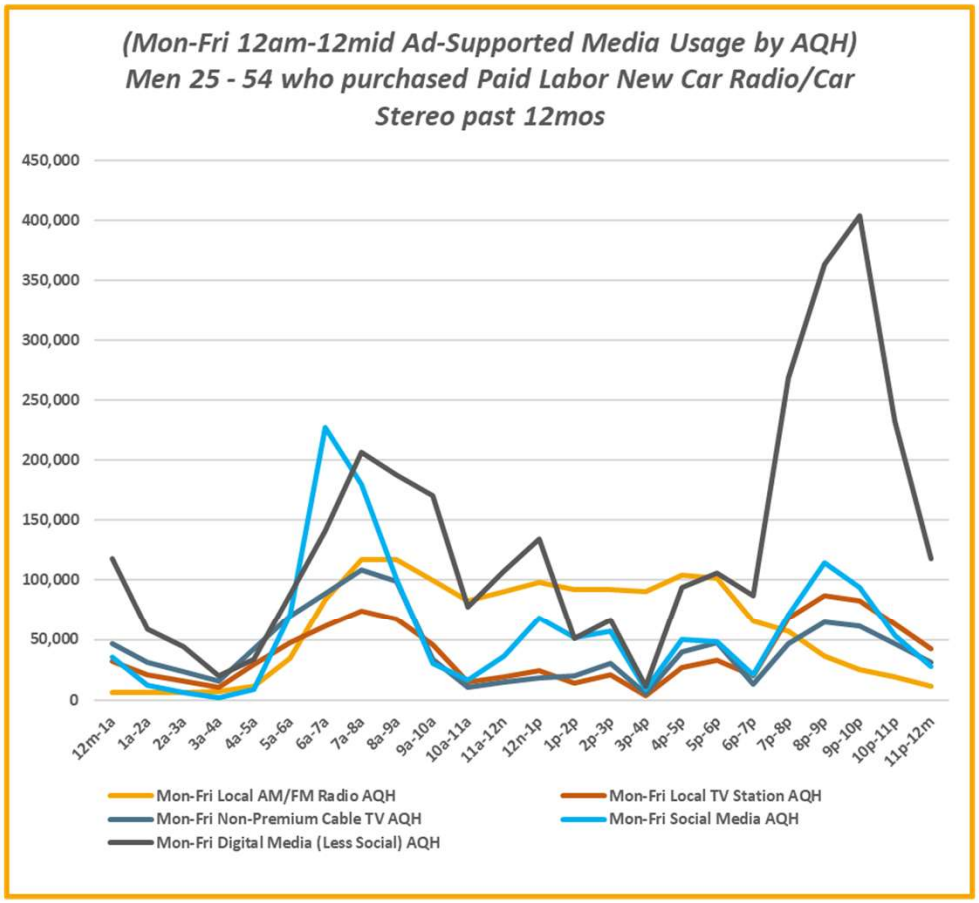
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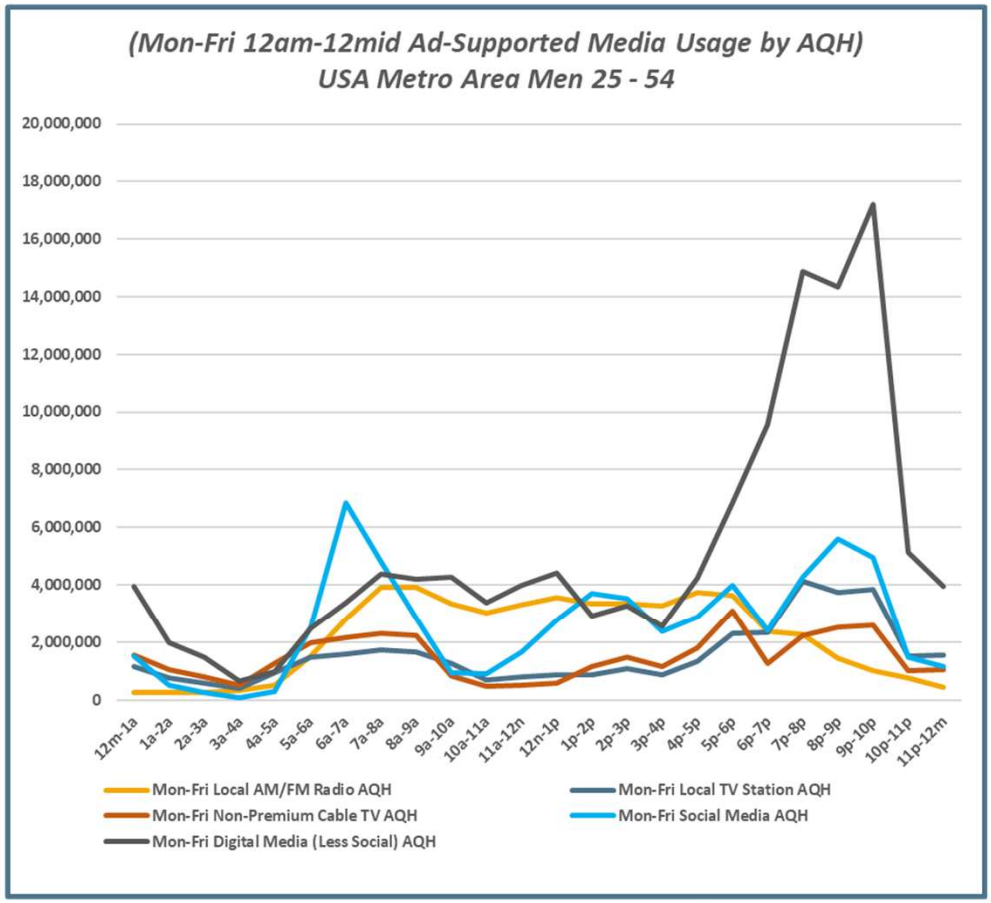
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 110,950; Local Radio: 95,036; Social Media: 68,866; Non-Prem. Cable: 40,691; Local TV: 32,514 reaching Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past





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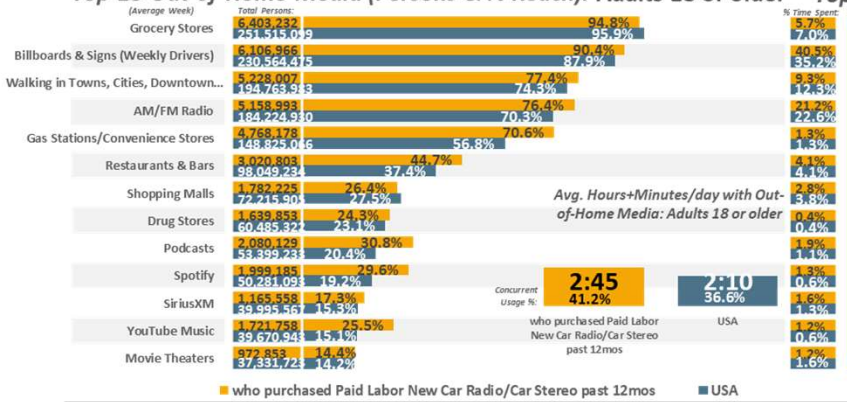
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

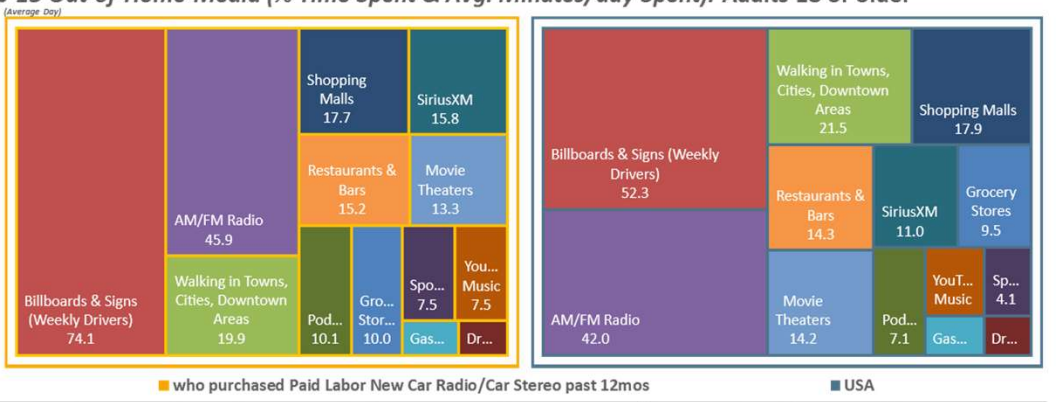


6,106,966 or 90.4% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 74.1 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 43.6 mi

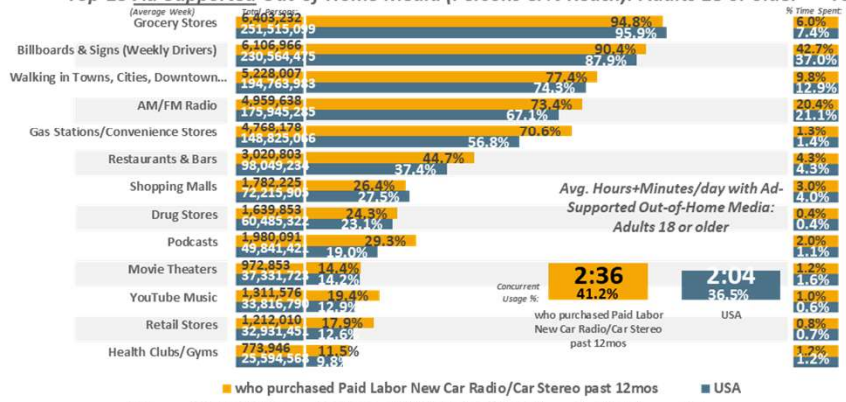
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



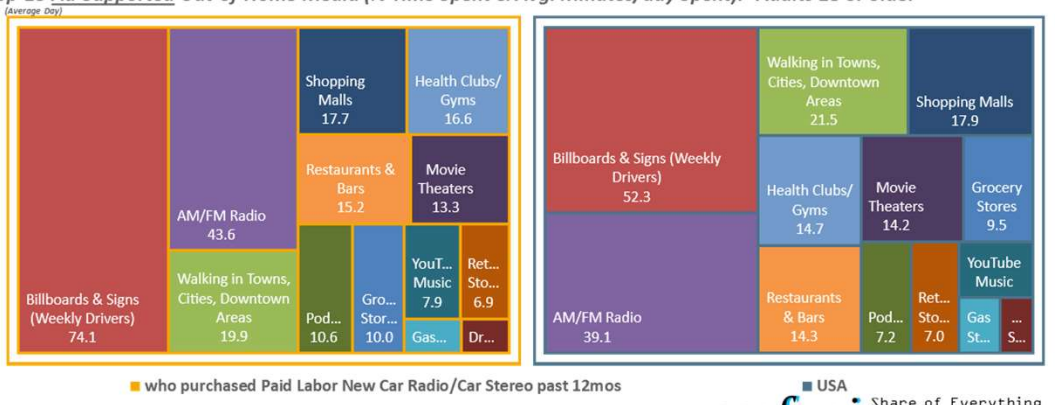
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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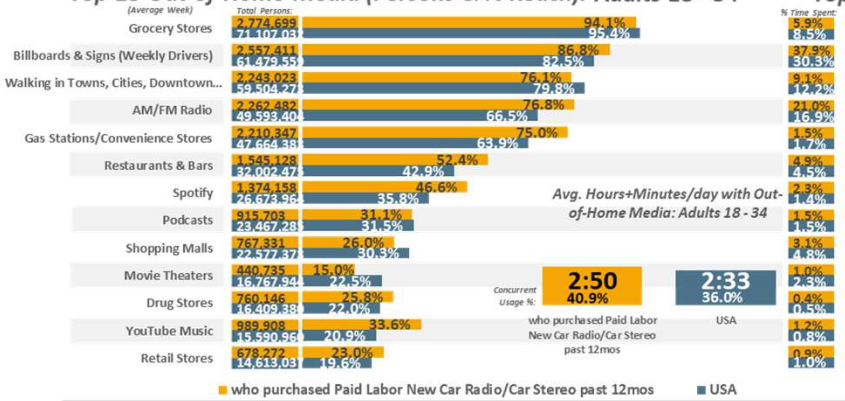
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

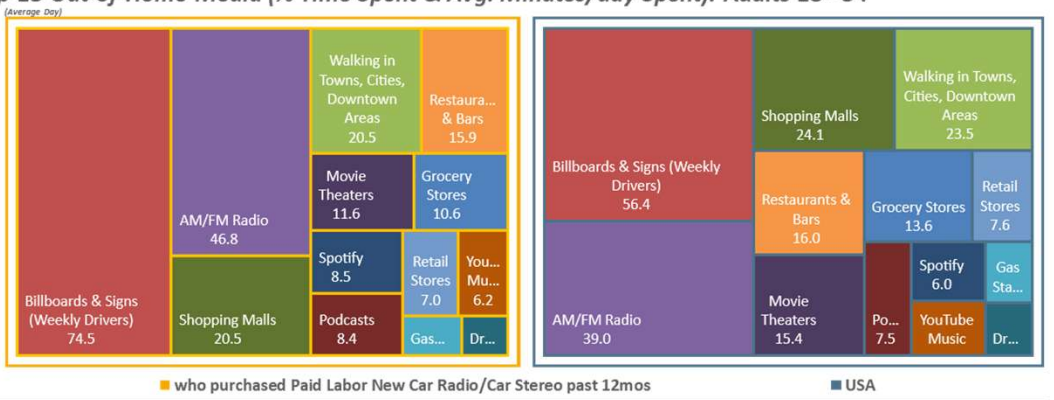


2,557,411 or 86.8% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 74.5 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 44.6 minute

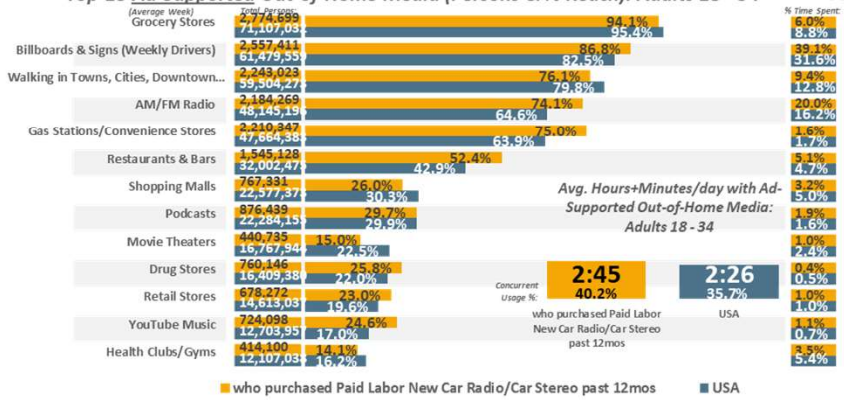
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 - 34



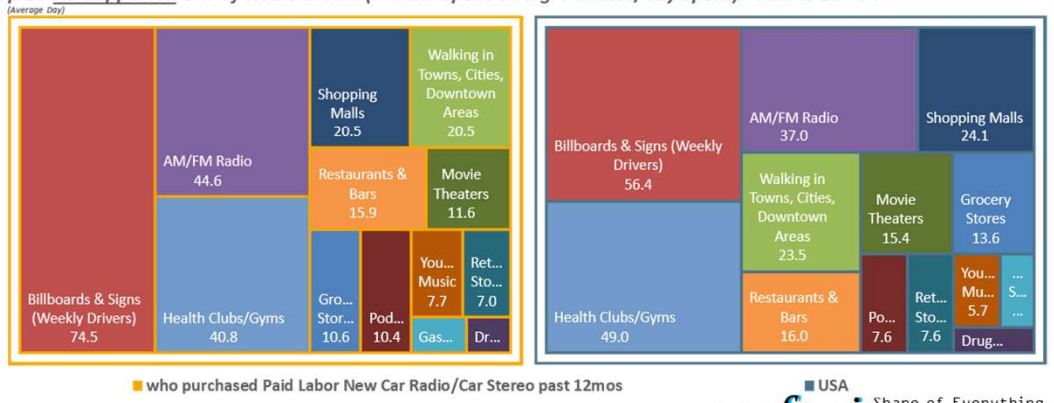
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 - 34



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



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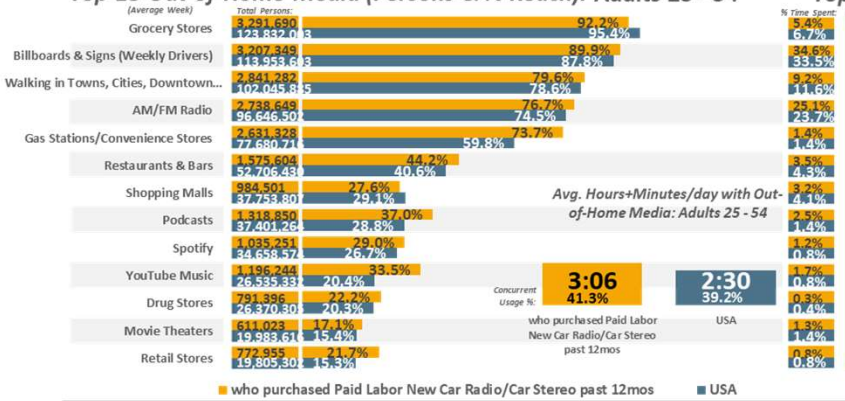
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

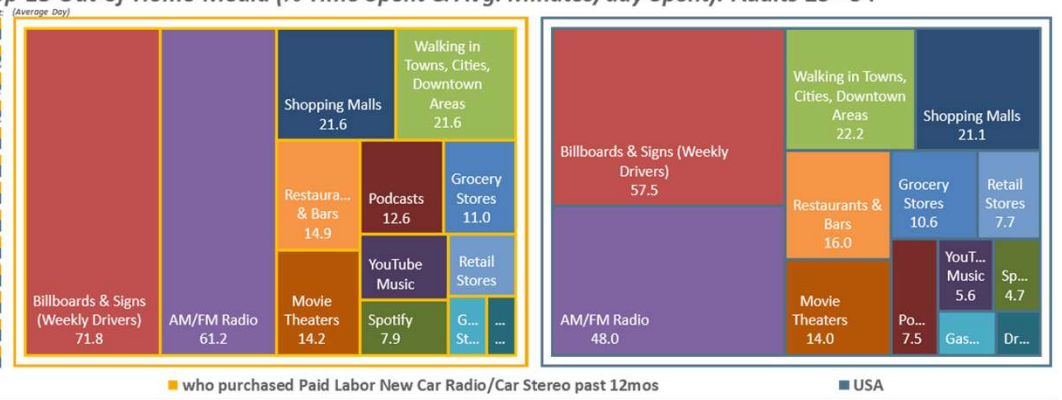


3,207,349 or 89.9% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 71.8 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 58.5 minute

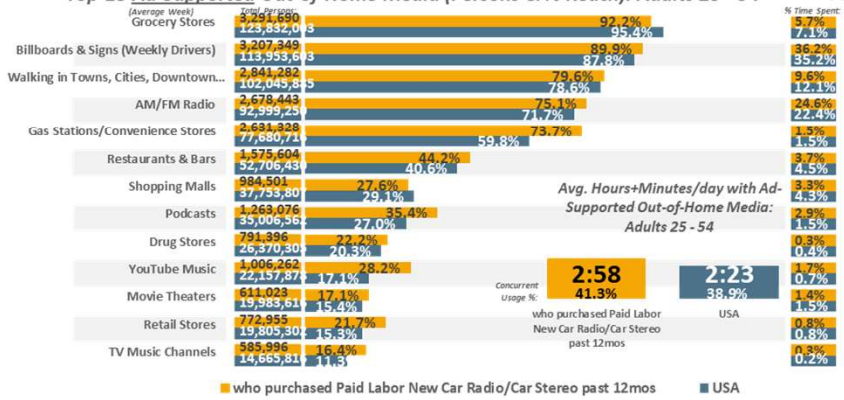
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



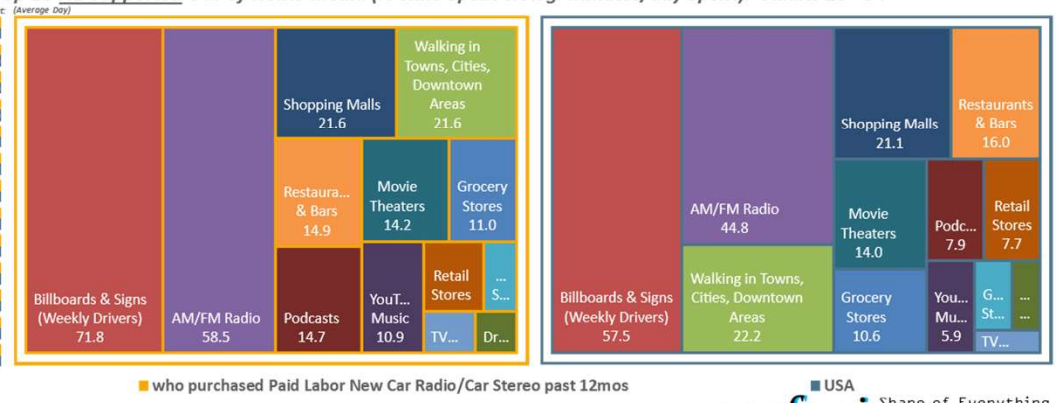
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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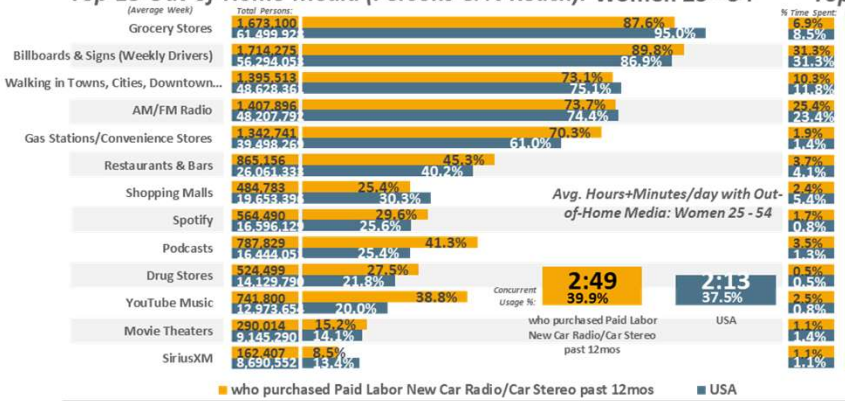
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

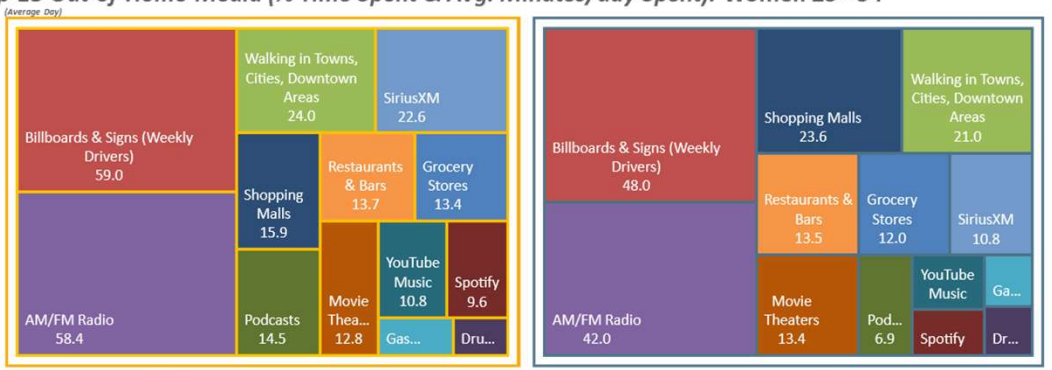


1,714,275 or 89.8% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 59. minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 57.6 minutes/

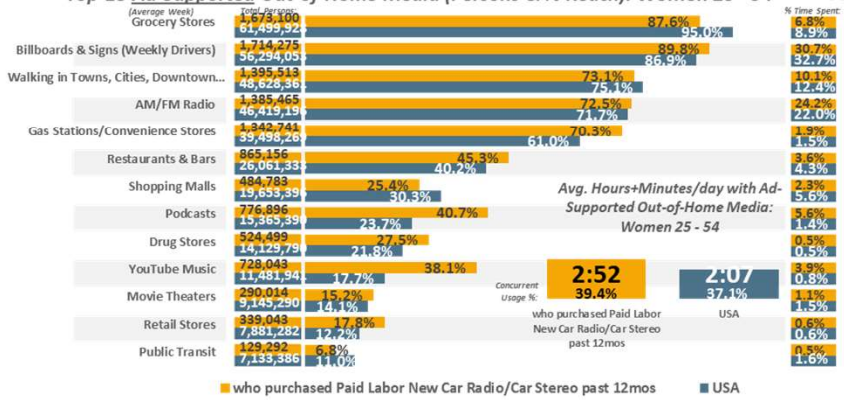
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



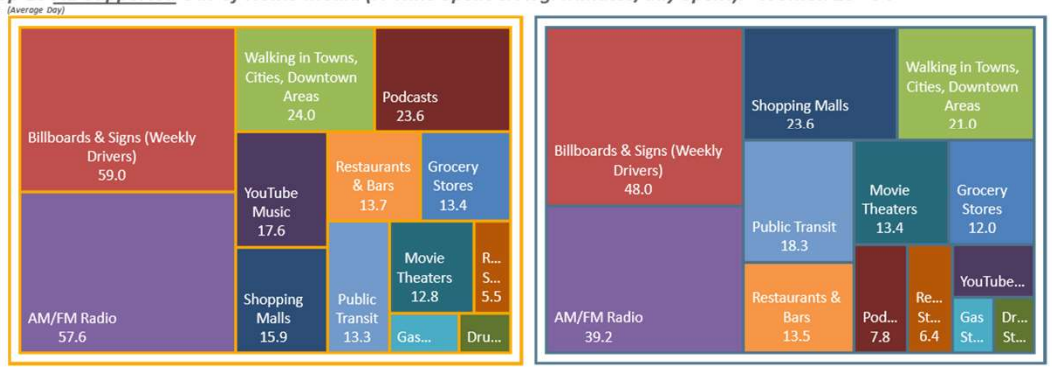
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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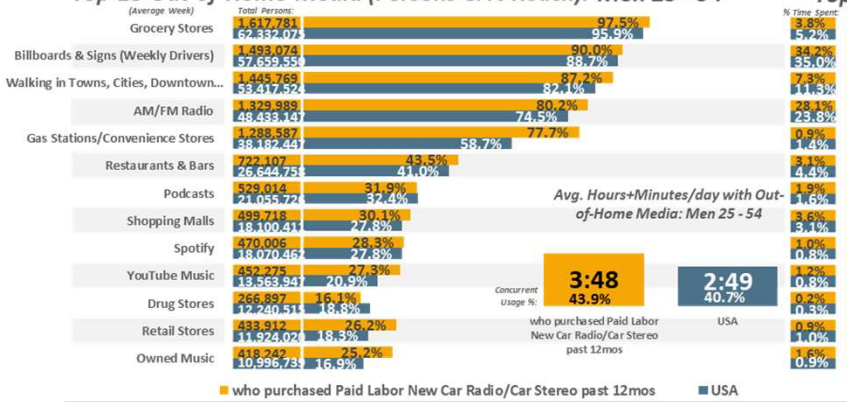
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

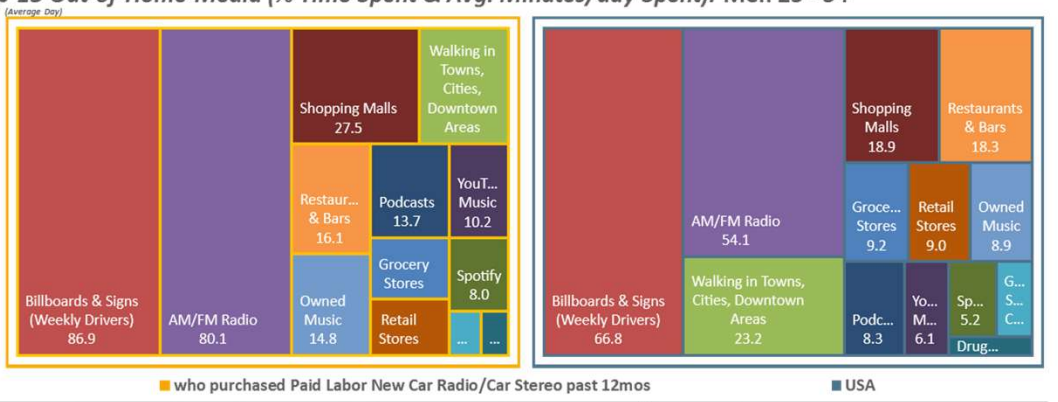


1,493,074 or 90.% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos spend an average of 86.9 minutes per day driving, seeing Billboards and Signs. 77.8% Listen to Local Radio Stations Out-of-Home for an average of 73.9 minutes/da

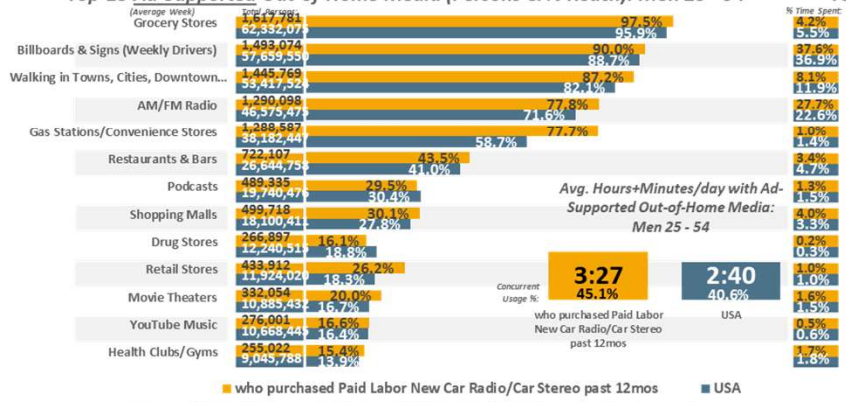
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



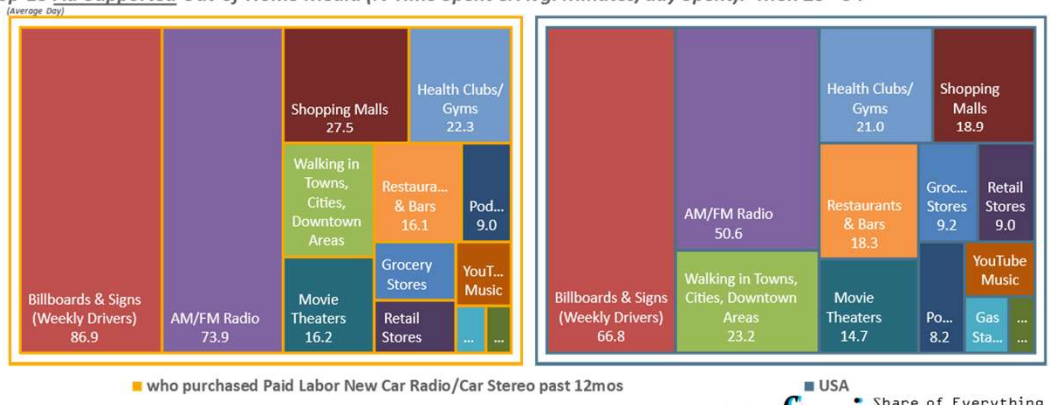
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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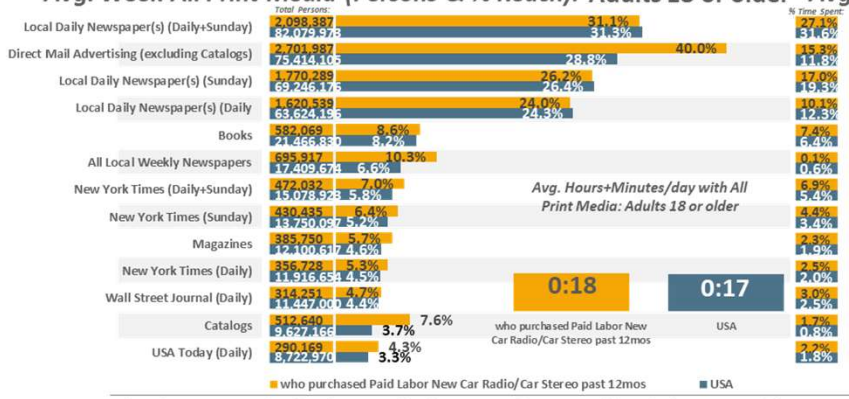
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



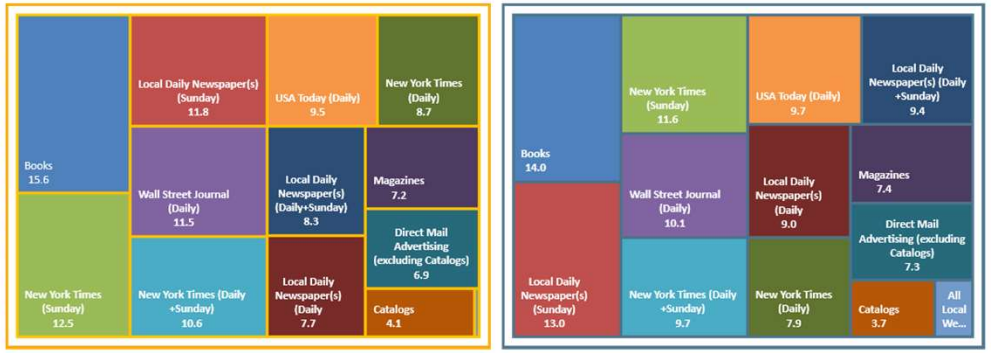
P18+

2,098,387 or 31.1% of Adults 18 or older who purchased Paid Labor New Car Radio/Car Stereo past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.3% of all time spent daily with All forms of Print

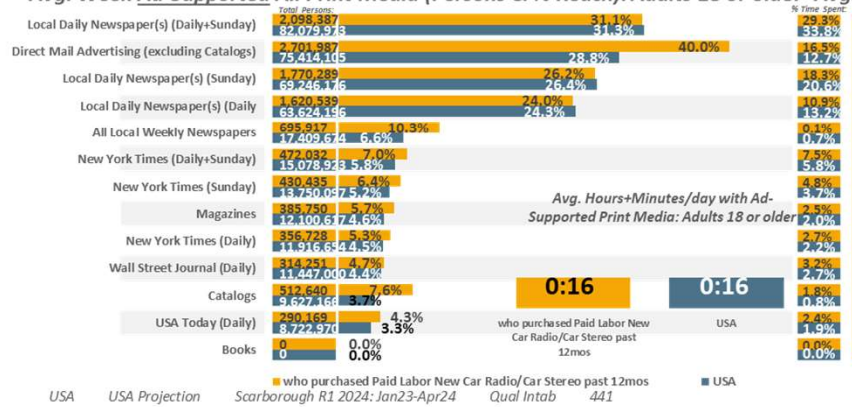
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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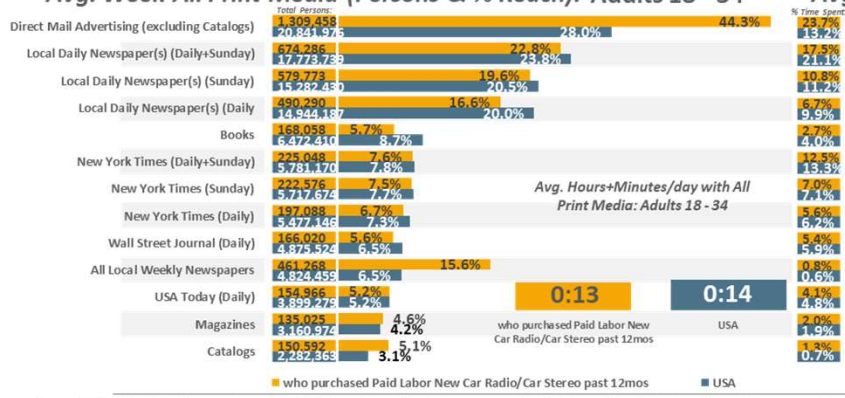
Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment



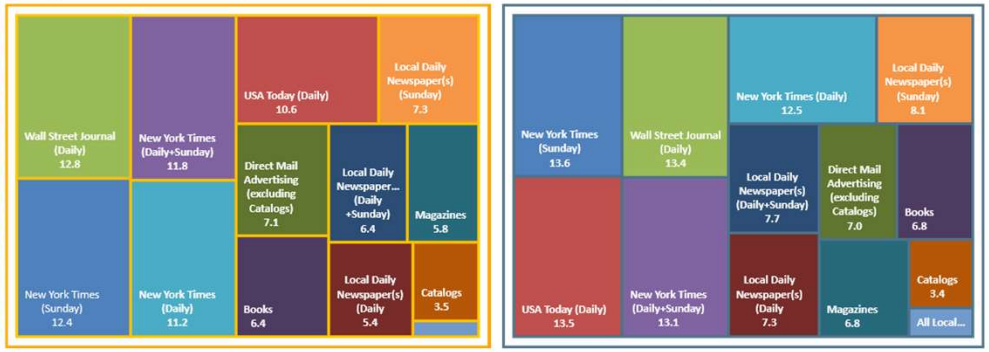
P18-34

1,309,458 or 44.3% of Adults 18 - 34 who purchased Paid Labor New Car Radio/Car Stereo past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.1 minutes every day representing 24.3% of all time spent daily with All forms of Print

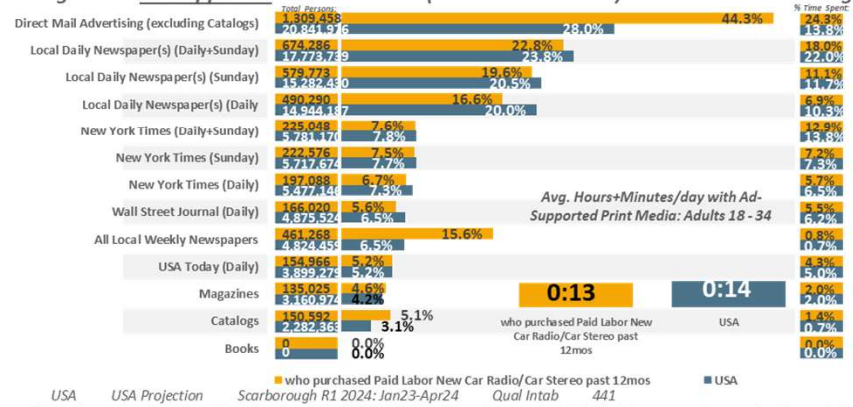
Avg. Week All Print Media (Persons & % Reach): Adults 18 - 34



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



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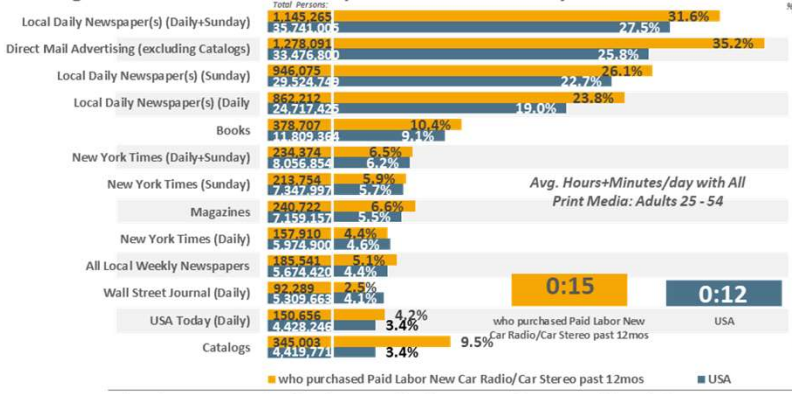
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

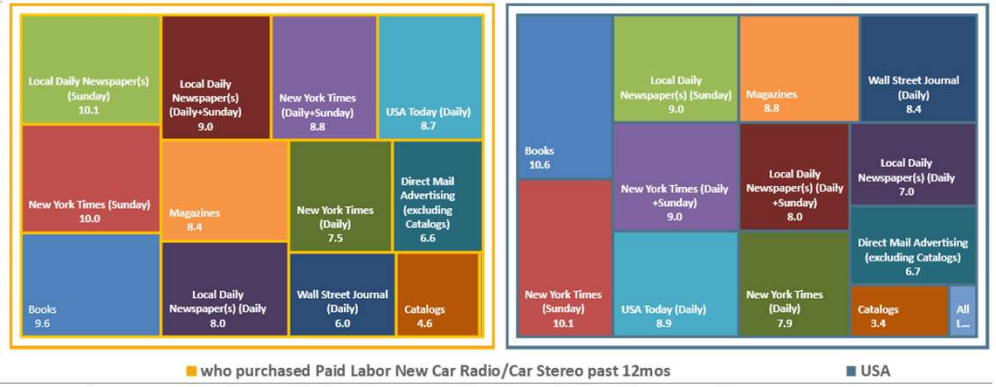


1,145,265 or 31.6% of Adults 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.7% of all time spent daily with All forms of Print Media

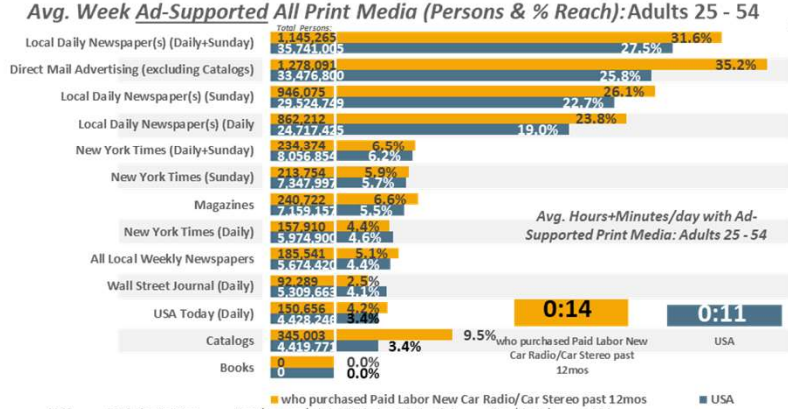
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



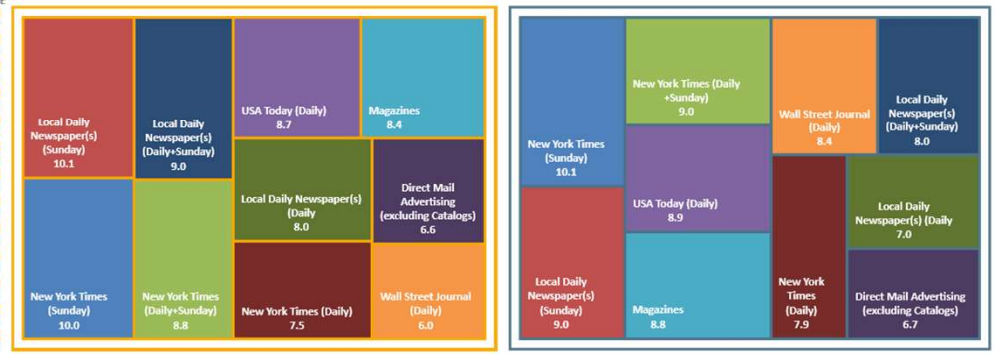
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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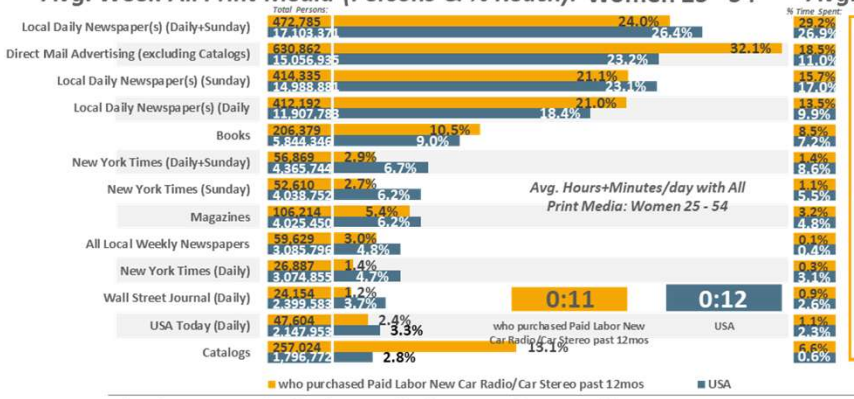
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

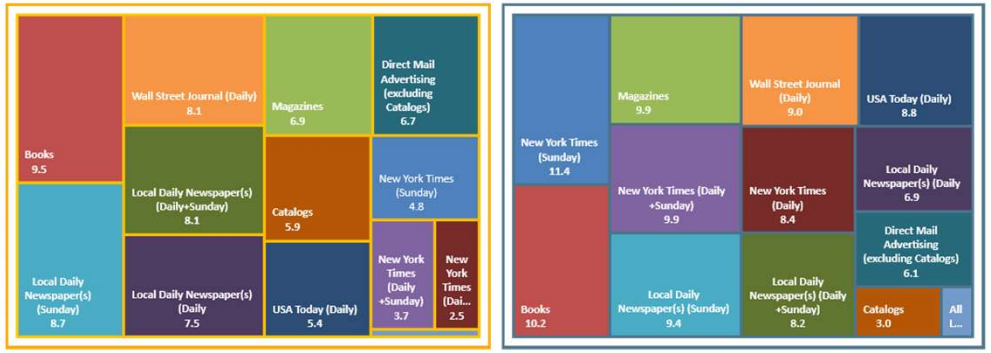


472,785 or 24.% of Women 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

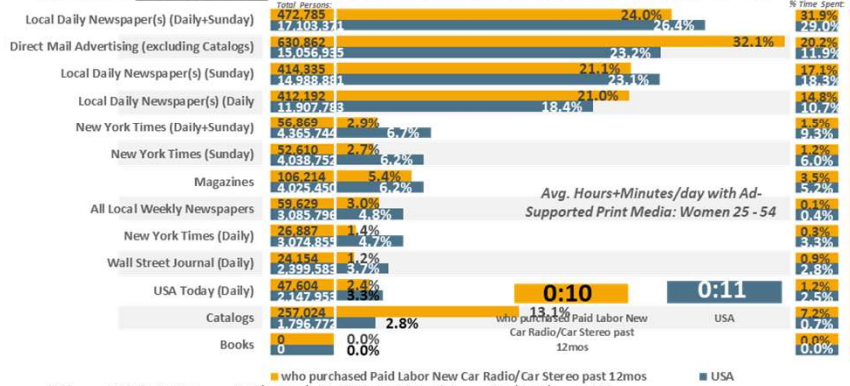
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



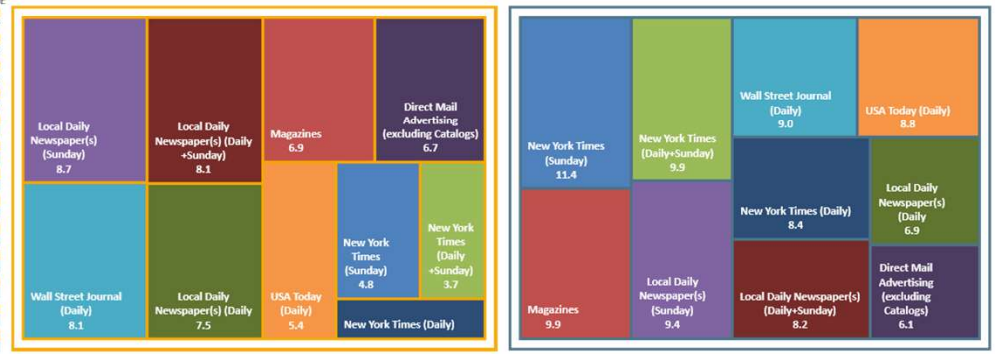
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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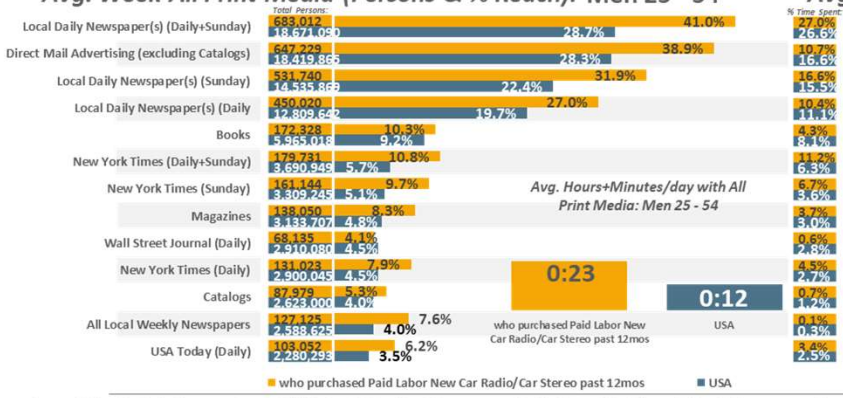
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Auto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Car radio/stereo equipment

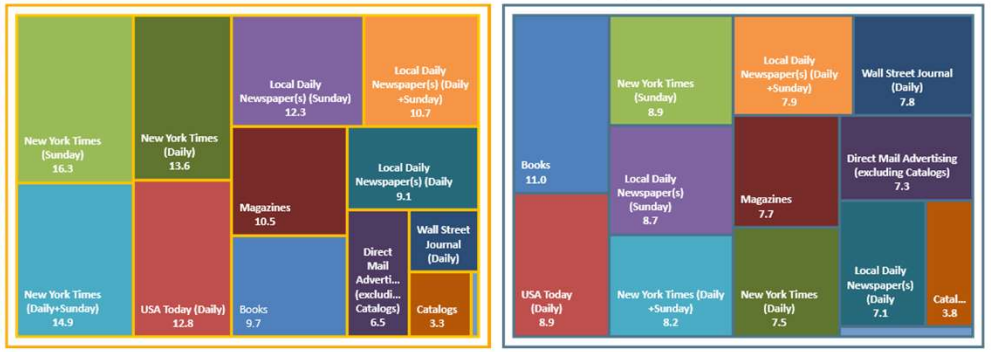


683,012 or 41.% of Men 25 - 54 who purchased Paid Labor New Car Radio/Car Stereo past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

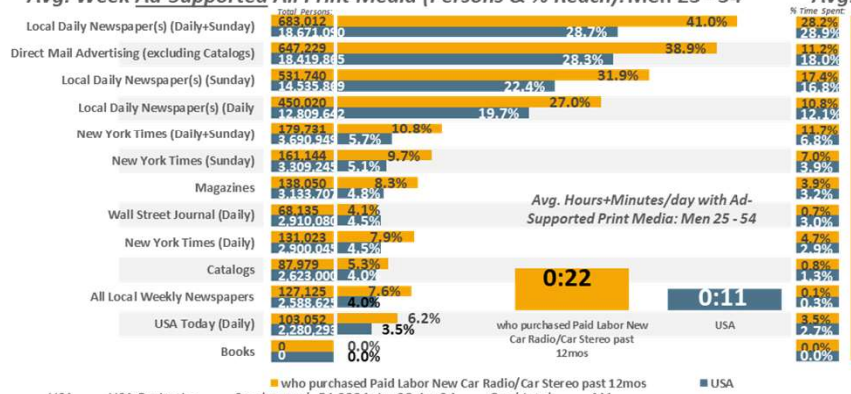
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



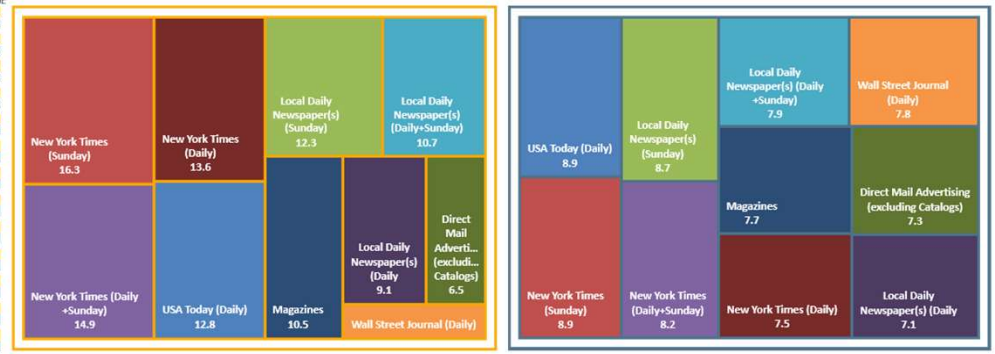
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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