USA–P18+ Owners of 5 Domestic "ORPHAN" Vehicle Brands!

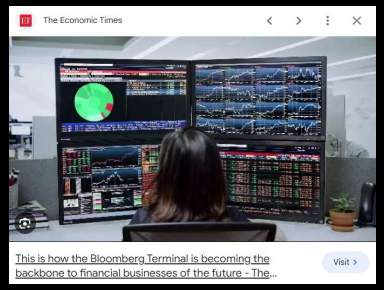
Complete Demographic & Media Use Profiles



Copart | 40 YEARS

Make of any vehicle (HHLD): MERCURY
Make of any vehicle (HHLD): OLDSMOBILE
Make of any vehicle (HHLD): PLYMOUTH
Make of any vehicle (HHLD): PONTIAC
Make of any vehicle (HHLD): SATURN

Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Owners of MERCURY, OLDSMOBILE, PLYMOUTH, PONTIAC, and SATURN Vehicles as of April 2024!















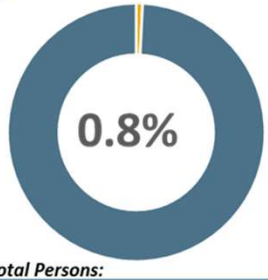
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.



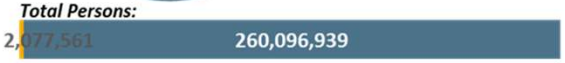
.8% or 2,077,561 of USA Adults 18 or older own a MERCURY light passenger vehicle.
Typical Adults 18 or older who own a MERCURY light passenger vehicle are 51.5 years old (5.3% older than average) and have a $68,822 (23.3% lower than average) annual household income.

Percent of Market: Adults 18 or older

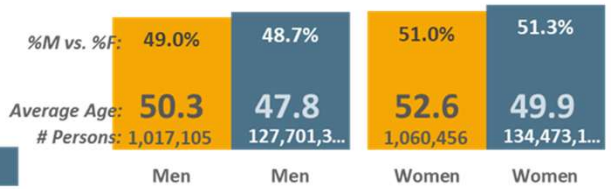


- who own a MERCURY light passenger vehicle
- Remainder of USA Metro

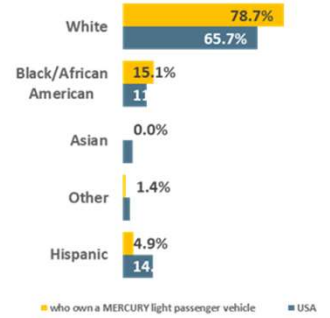
Total Persons:



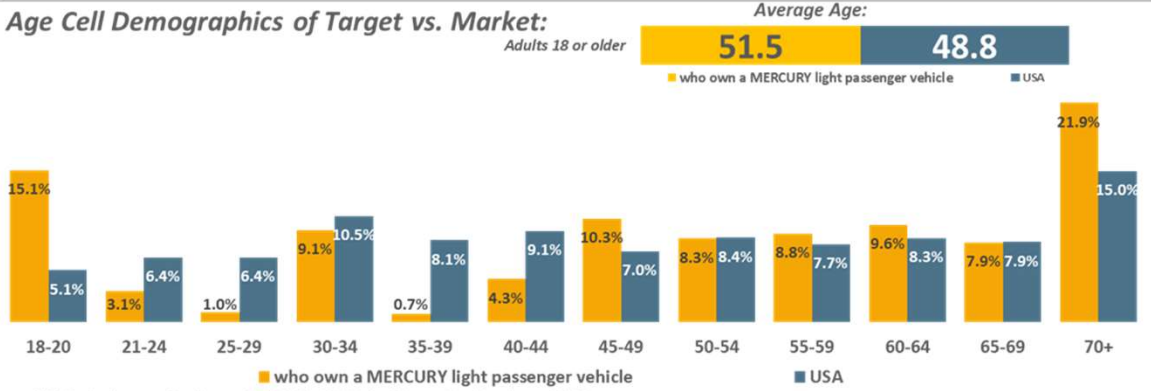
Gender of Target vs. Market: Adults 18 or older



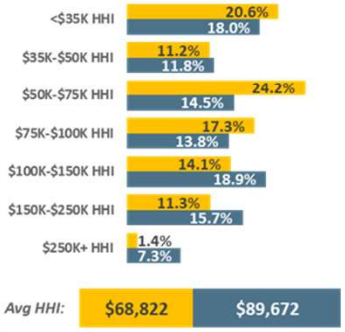
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



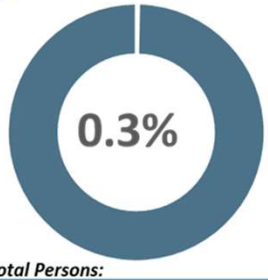
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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.3% or 806,311 of USA Adults 18 or older own an OLDSMOBILE light passenger vehicle.
Typical Adults 18 or older who own an OLDSMOBILE light passenger vehicle are 48.3 years old (1.2% younger than average) and have a $59,624 (33.5% lower than average) annual household income.

Percent of Market: Adults 18 or older

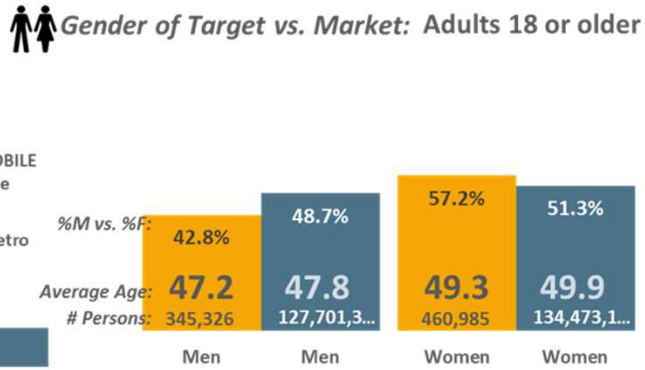


- who own an OLDSMOBILE light passenger vehicle
- Remainder of USA Metro

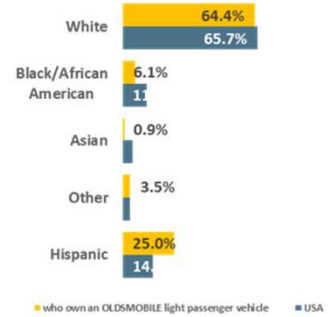
Total Persons:

806,311 | 261,368,189

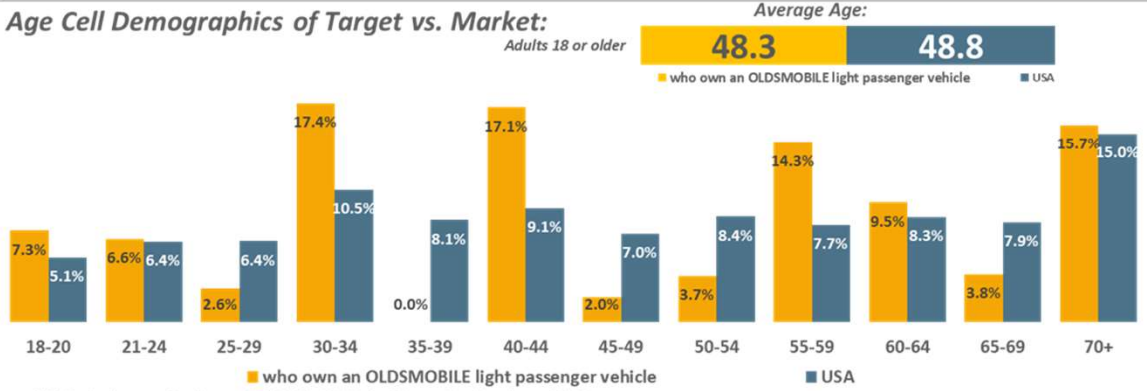
Gender of Target vs. Market: Adults 18 or older



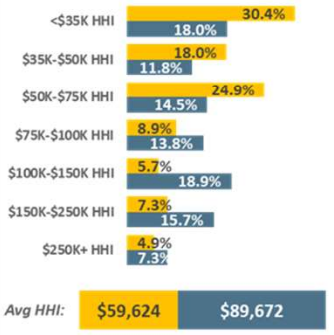
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



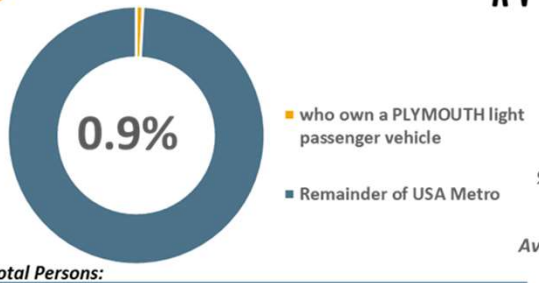
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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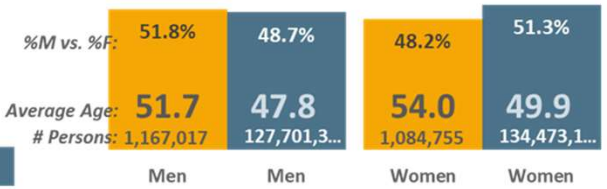
.9% or 2,251,773 of USA Adults 18 or older own a PLYMOUTH light passenger vehicle.
Typical Adults 18 or older who own a PLYMOUTH light passenger vehicle are 52.8 years old (8.1% older than average) and have a $73,633 (17.9% lower than average) annual household income.

Percent of Market: Adults 18 or older

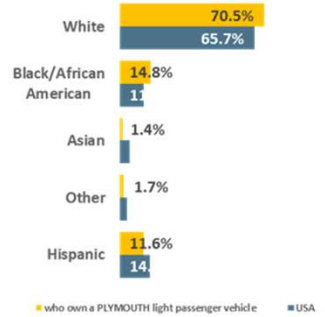


Total Persons:
2,251,773 | 259,922,727

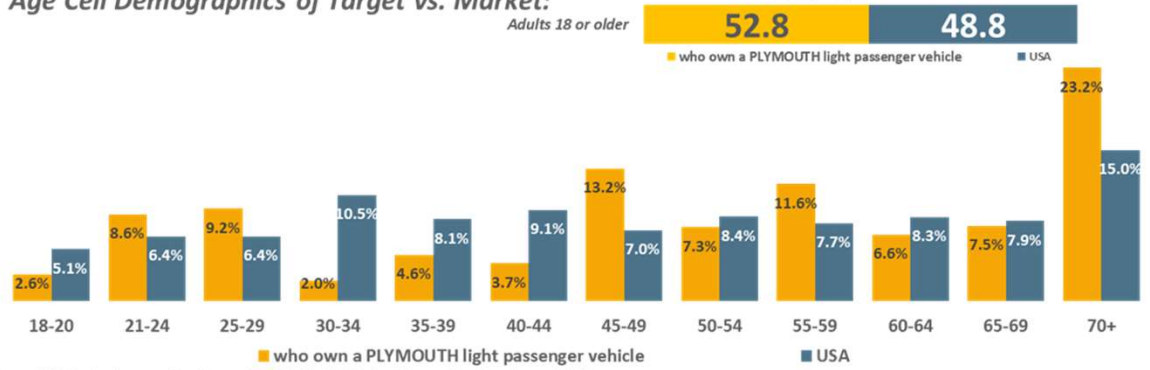
Gender of Target vs. Market: Adults 18 or older



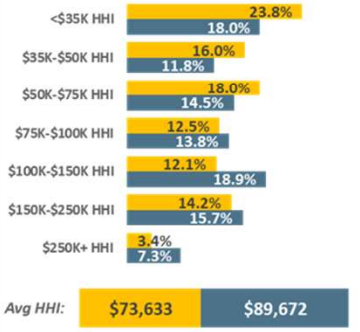
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $73,633 | $89,672

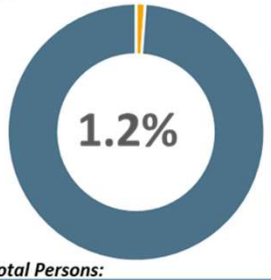
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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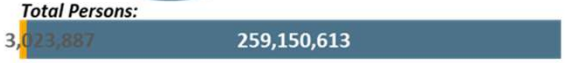
1.2% or 3,023,887 of USA Adults 18 or older own a PONTIAC light passenger vehicle.
Typical Adults 18 or older who own a PONTIAC light passenger vehicle are 48.2 years old (1.3% younger than average) and have a $91,868 (2.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

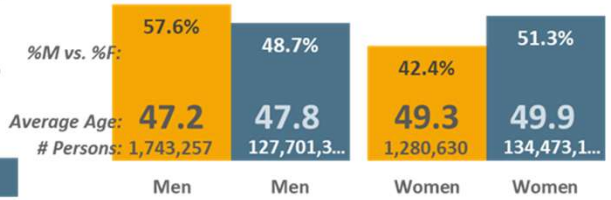


- who own a PONTIAC light passenger vehicle
- Remainder of USA Metro

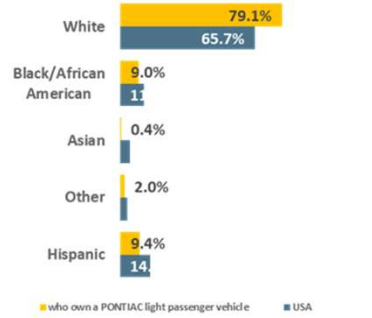
Total Persons:



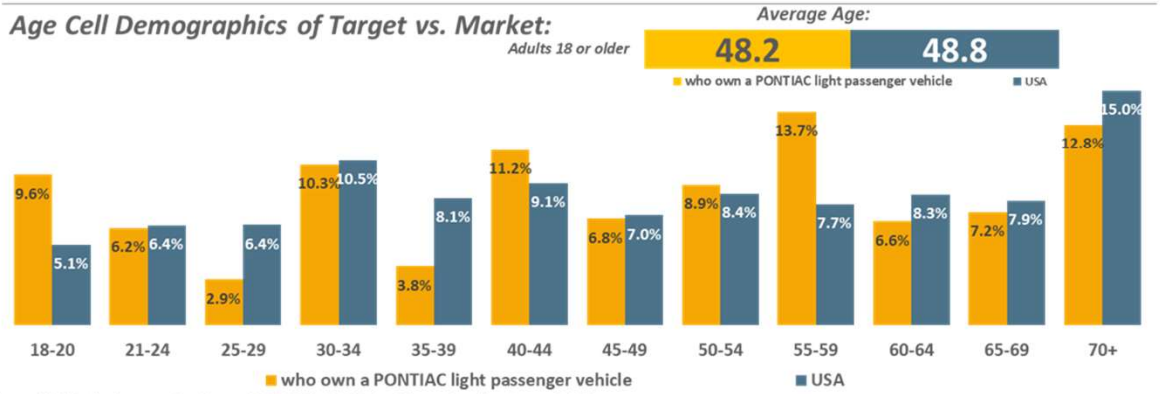
Gender of Target vs. Market: Adults 18 or older



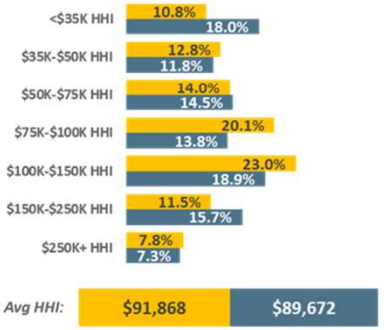
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $91,868 | $89,672

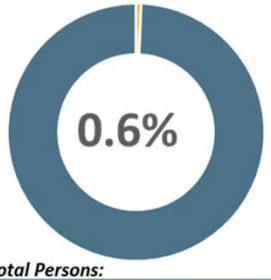
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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.6% or 1,658,706 of USA Adults 18 or older own a SATURN light passenger vehicle.
Typical Adults 18 or older who own a SATURN light passenger vehicle are 50.4 years old (3.1% older than average) and have a $74,635 (16.8% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who own a SATURN light passenger vehicle
- Remainder of USA Metro

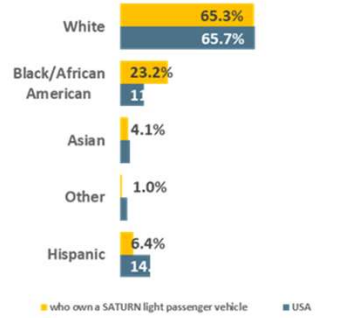
Total Persons:

1,658,706	260,515,794

Gender of Target vs. Market: Adults 18 or older

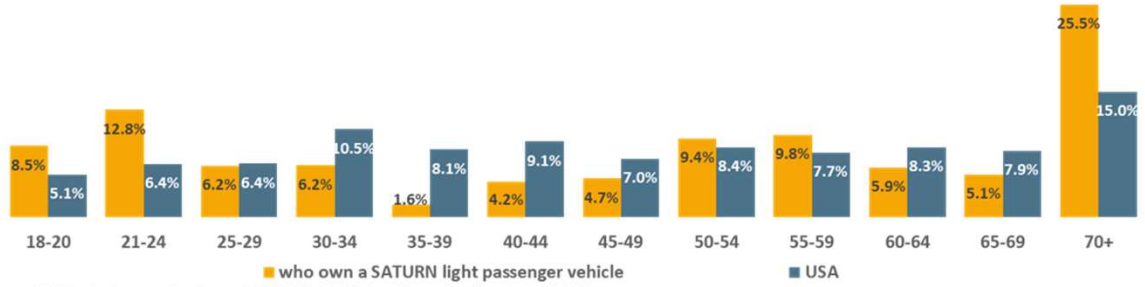
	Men	Men	Women	Women
%M vs. %F:	50.1%	48.7%	49.9%	51.3%
Average Age:	49.2	47.8	51.5	49.9
# Persons:	831,662	127,701,3...	827,044	134,473,1...

Ethnicity of Target vs. Market:

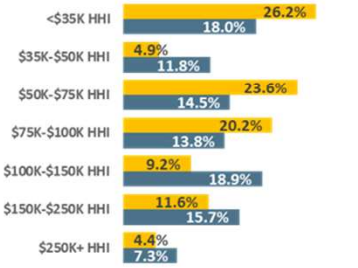


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 50.4	48.8



HHI of Target vs. Market:



Avg HHI:	$74,635	$89,672

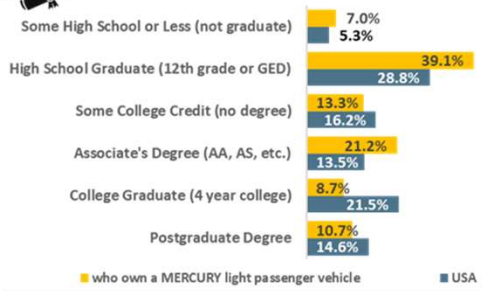
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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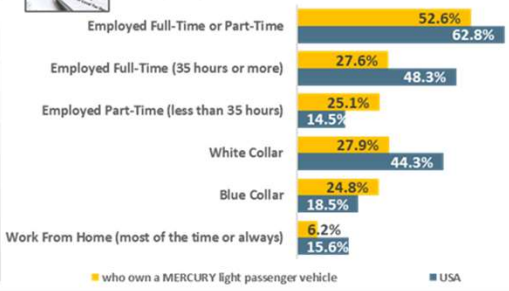


.8% or 2,077,561 of USA Adults 18 or older own a MERCURY light passenger vehicle.
Adults 18 or older who own a MERCURY light passenger vehicle are 46.2% less likely to be a college graduate, 42.9% less likely to work full-time, .1% more likely to be married, 22.6% less likely to be a parent of 1 or more children under 18.

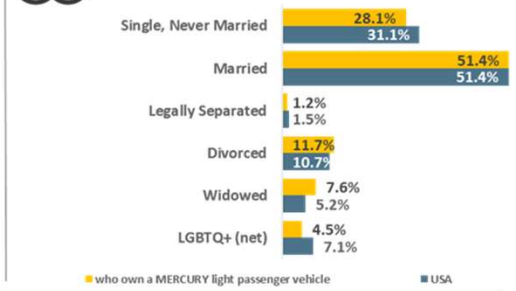
Education Levels: Adults 18 or older



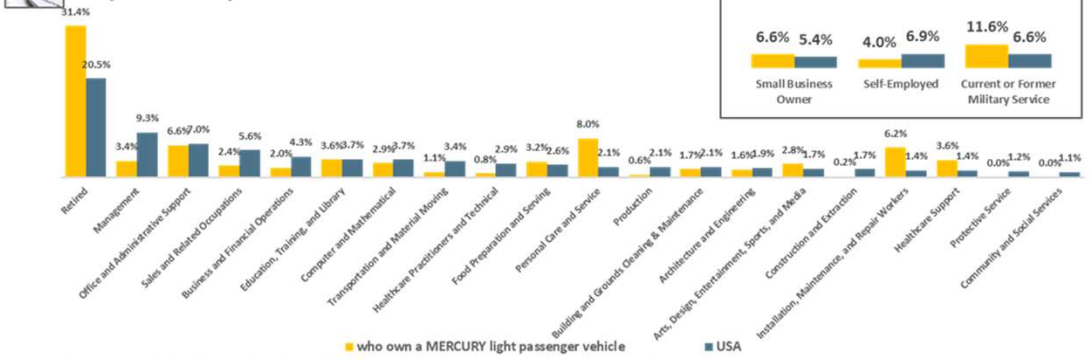
Employment: Adults 18 or older



Marital Status: Adults 18 or older

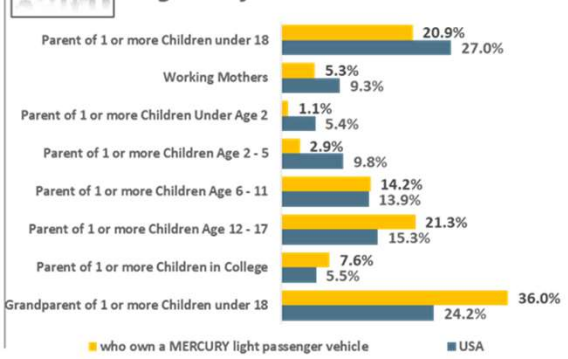


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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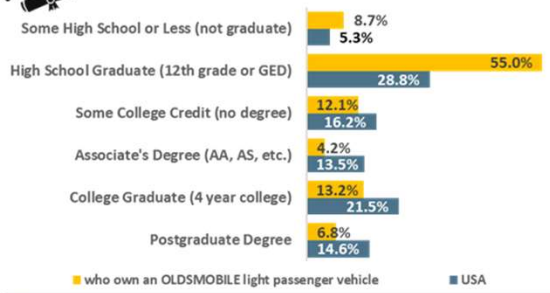
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Make of any vehicle (HHLD): MERCURY

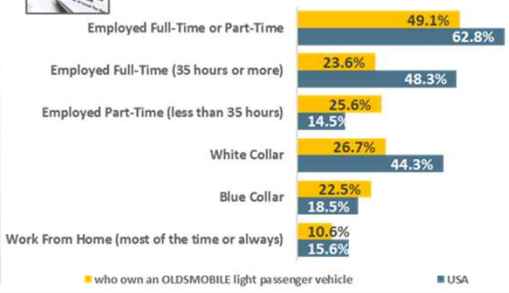


.3% or 806,311 of USA Adults 18 or older own an OLDSMOBILE light passenger vehicle.
Adults 18 or older who own an OLDSMOBILE light passenger vehicle are 44.7% less likely to be a college graduate, 51.2% less likely to work full-time, 44.2% less likely to be married, 19.7% more likely to be a parent of 1 or more children under 18.

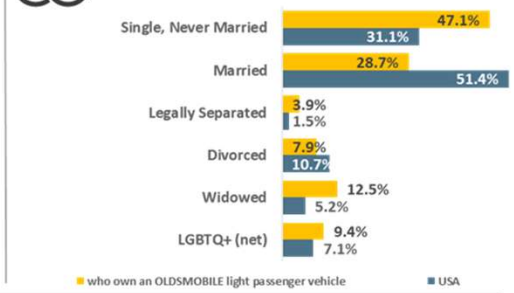
Education Levels: Adults 18 or older



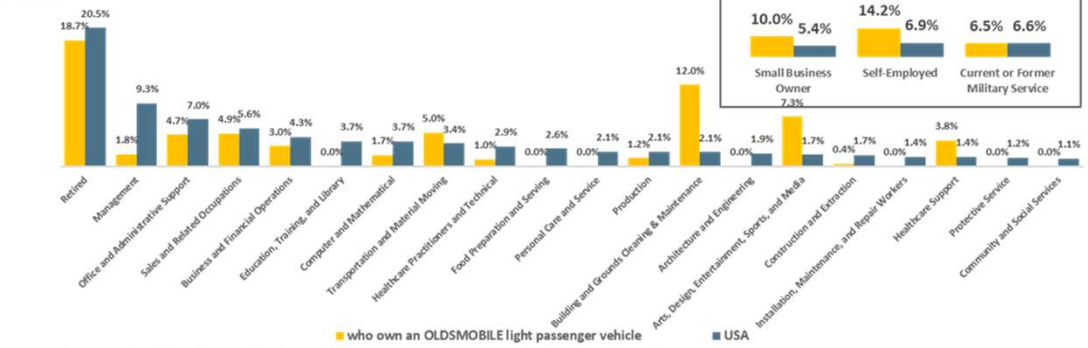
Employment: Adults 18 or older



Marital Status: Adults 18 or older

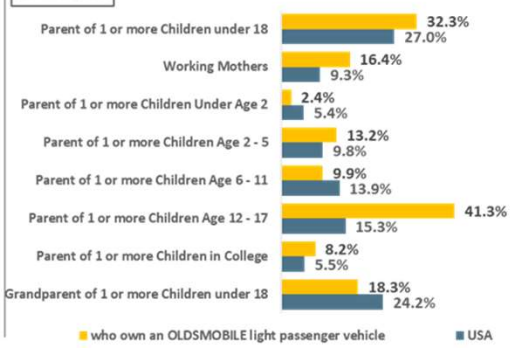


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

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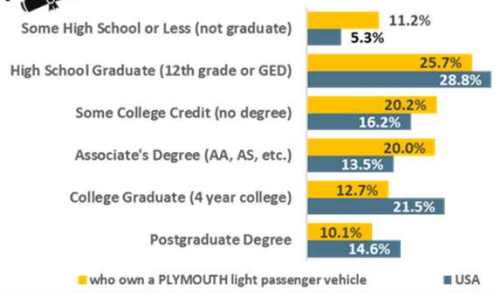
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Make of any vehicle (HHLD): OLDSMOBILE

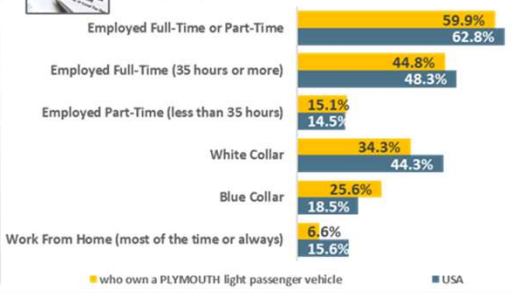


.9% or 2,251,773 of USA Adults 18 or older own a PLYMOUTH light passenger vehicle.
Adults 18 or older who own a PLYMOUTH light passenger vehicle are 36.8% less likely to be a college graduate, 7.1% less likely to work full-time, 19.2% more likely to be married, 3.7% less likely to be a parent of 1 or more children under 18.

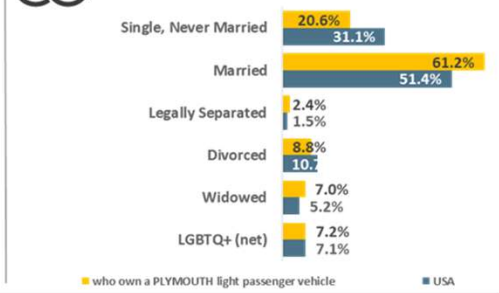
Education Levels: Adults 18 or older



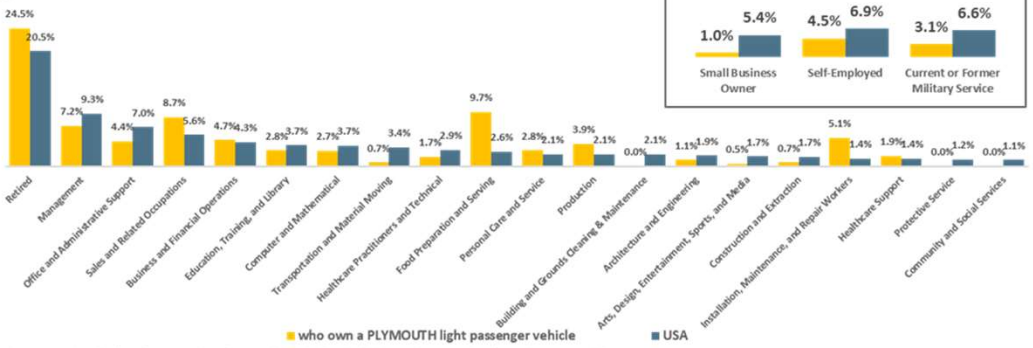
Employment: Adults 18 or older



Marital Status: Adults 18 or older

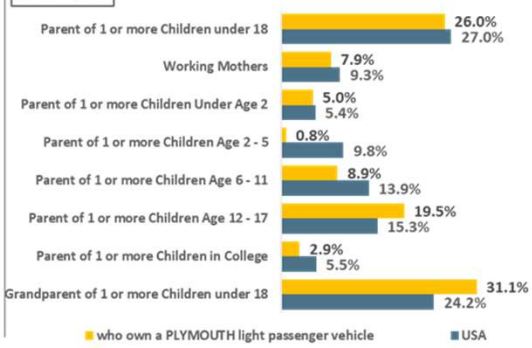


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

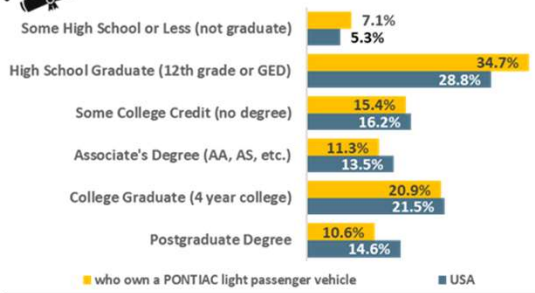
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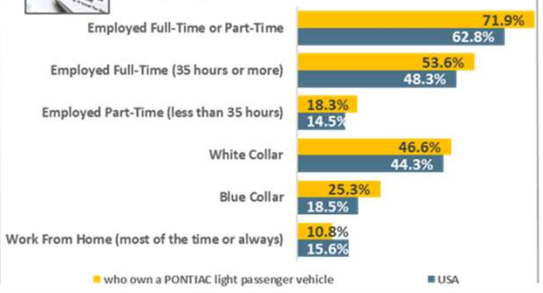


1.2% or 3,023,887 of USA Adults 18 or older own a PONTIAC light passenger vehicle.
Adults 18 or older who own a PONTIAC light passenger vehicle are 12.7% less likely to be a college graduate, 11.% more likely to work full-time, 9.6% less likely to be married, 8.7% less likely to be a parent of 1 or more children under 18.

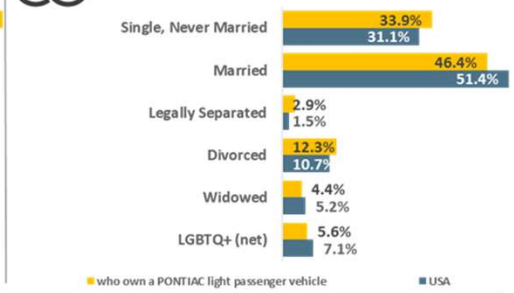
Education Levels: Adults 18 or older



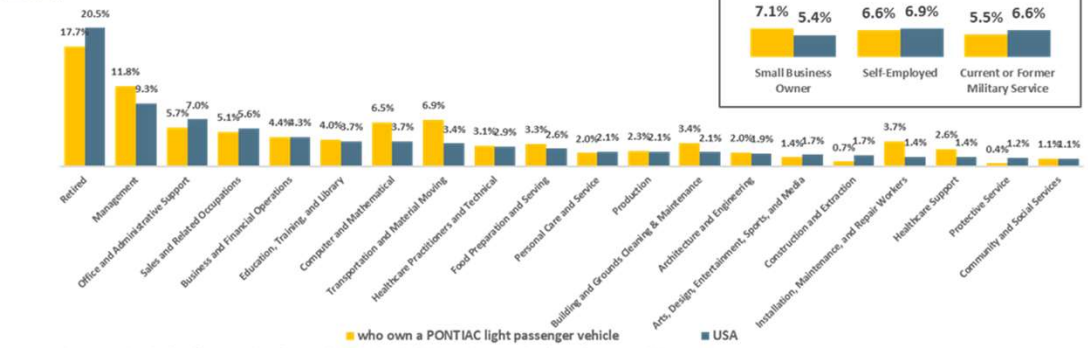
Employment: Adults 18 or older



Marital Status: Adults 18 or older

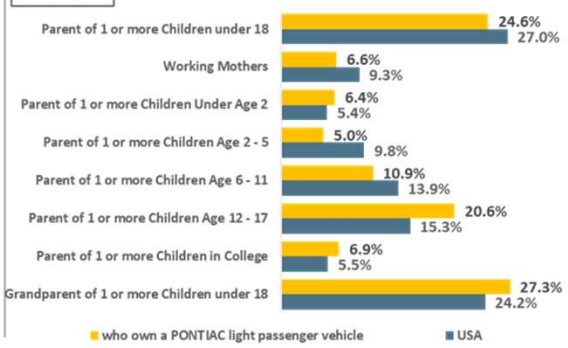


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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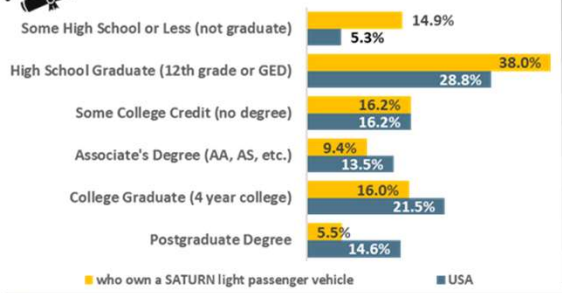
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Make of any vehicle (HHLD): PONTIAC

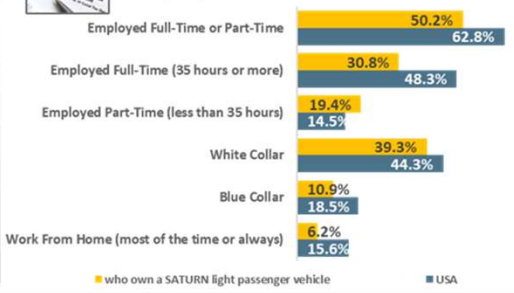


.6% or 1,658,706 of USA Adults 18 or older own a SATURN light passenger vehicle.
Adults 18 or older who own a SATURN light passenger vehicle are 40.5% less likely to be a college graduate, 36.2% less likely to work full-time, 29.3% less likely to be married, 20.% less likely to be a parent of 1 or more children under 18.

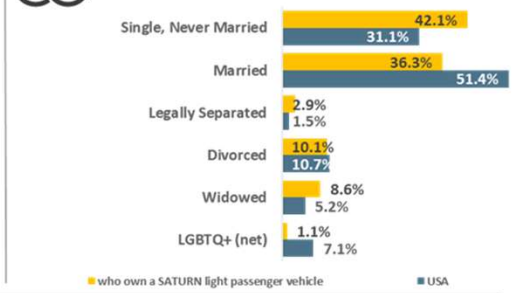
Education Levels: Adults 18 or older



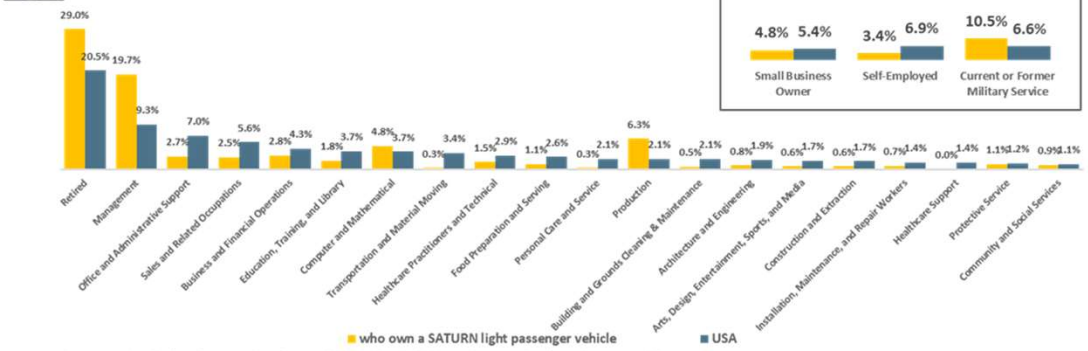
Employment: Adults 18 or older



Marital Status: Adults 18 or older

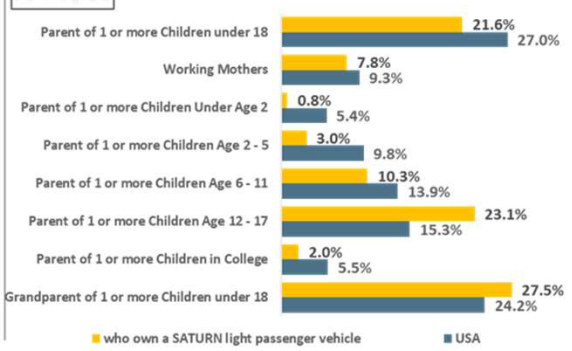


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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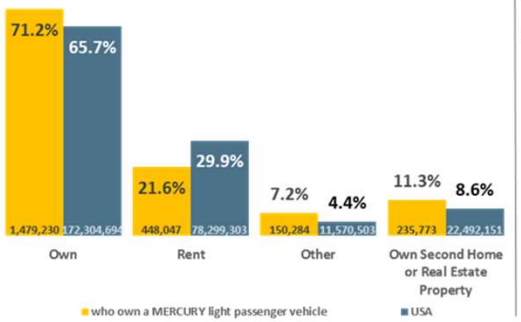
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Make of any vehicle (HHLD): SATURN

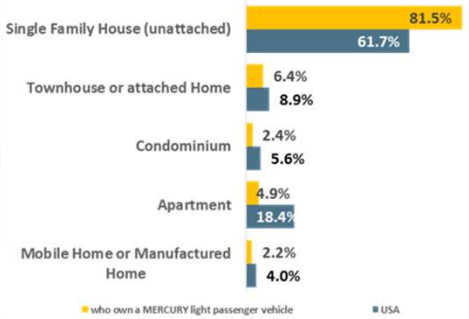


.8% or 2,077,561 of USA Adults 18 or older own a MERCURY light passenger vehicle.
Adults 18 or older who own a MERCURY light passenger vehicle are 8.3% more likely to own their home, 7.6% more likely to own a lower valued home, 32.1% more likely to have a single-family home, 18.8% less likely to have a dog.

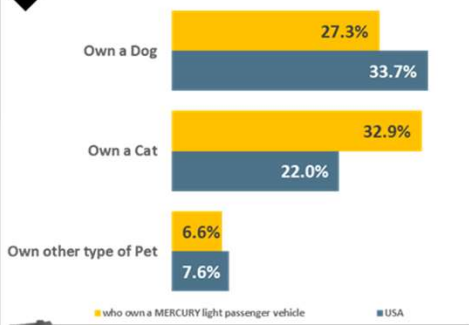
Own/Rent/Other: Adults 18 or older



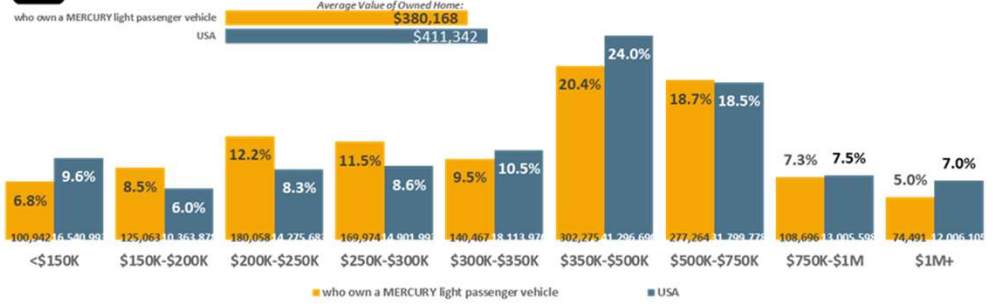
Type of Home: Adults 18 or older



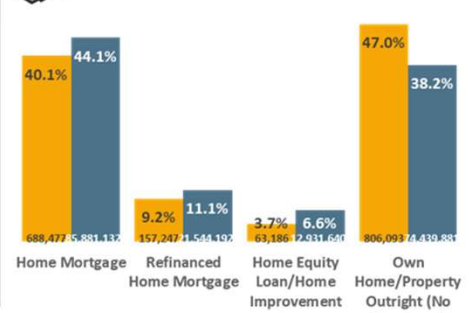
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

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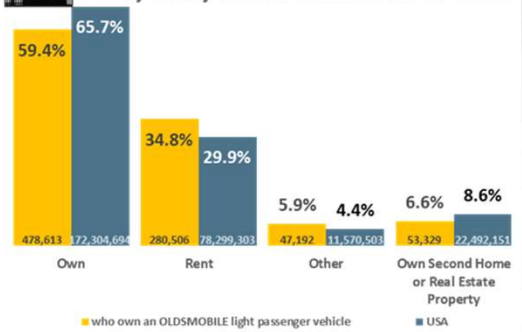
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Make of any vehicle (HHLD): MERCURY

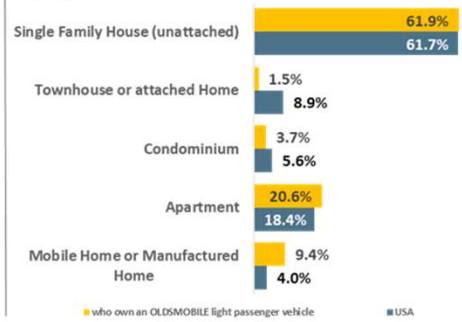


.3% or 806,311 of USA Adults 18 or older own an OLDSMOBILE light passenger vehicle.
Adults 18 or older who own an OLDSMOBILE light passenger vehicle are 9.7% less likely to own their home, 7.7% more likely to own a lower valued home, .4% more likely to have a single-family home, 27.% less likely to have a dog.

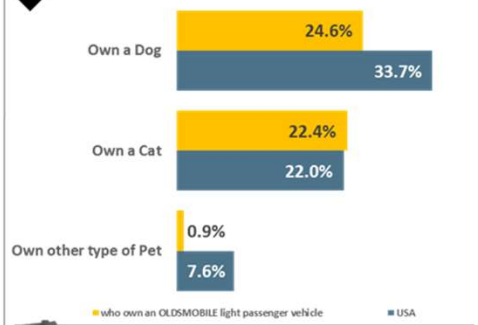
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



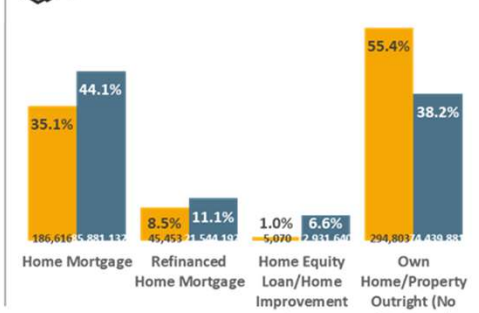
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

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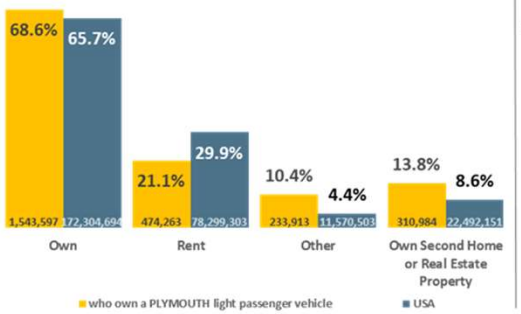
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Make of any vehicle (HHLD): OLDSMOBILE

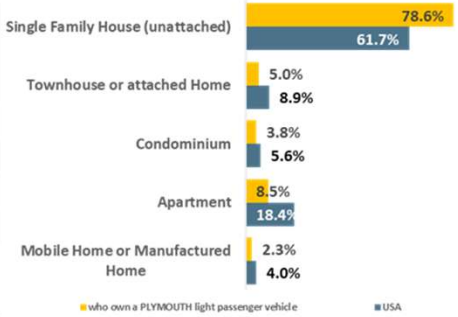


.9% or 2,251,773 of USA Adults 18 or older own a PLYMOUTH light passenger vehicle.
Adults 18 or older who own a PLYMOUTH light passenger vehicle are 4.3% more likely to own their home, 26.2% more likely to own a lower valued home, 27.3% more likely to have a single-family home, 3.8% less likely to have a dog.

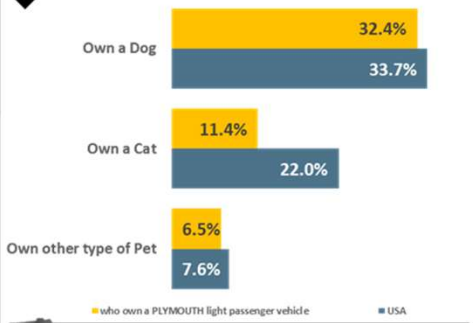
Own/Rent/Other: Adults 18 or older



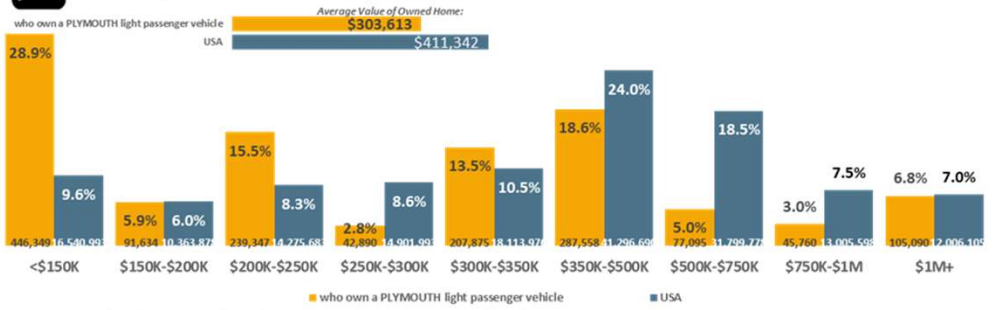
Type of Home: Adults 18 or older



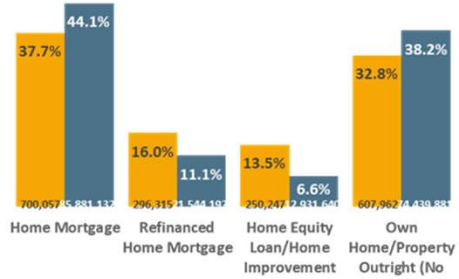
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

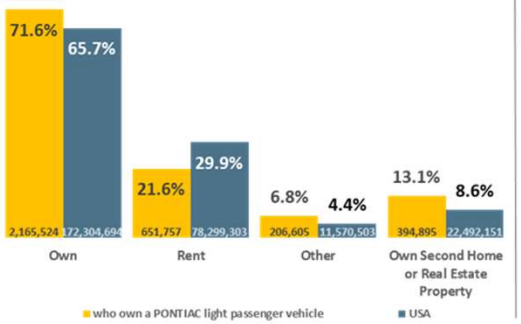
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

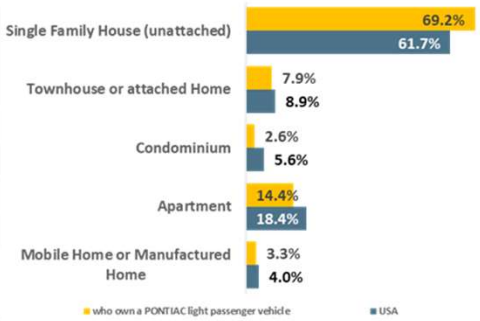


1.2% or 3,023,887 of USA Adults 18 or older own a PONTIAC light passenger vehicle.
Adults 18 or older who own a PONTIAC light passenger vehicle are 9.% more likely to own their home, 5.7% more likely to own a lower valued home, 12.2% more likely to have a single-family home, 19.1% more likely to have a dog.

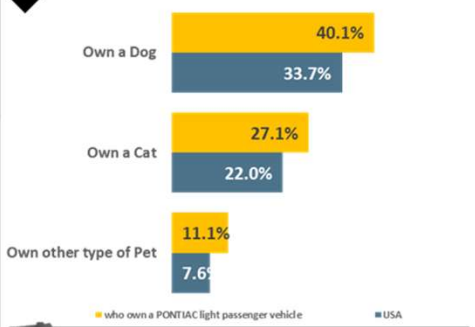
Own/Rent/Other: Adults 18 or older



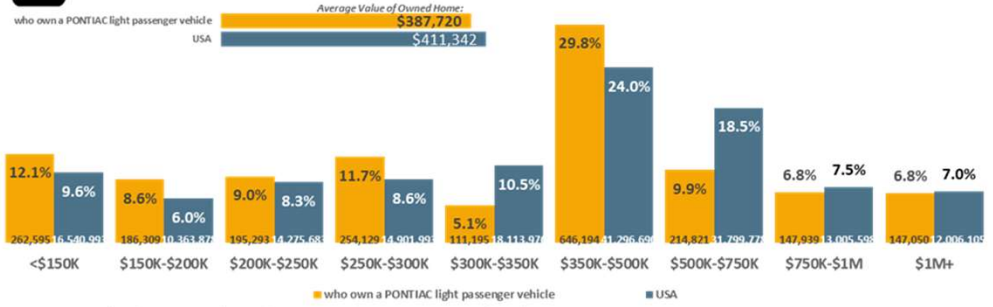
Type of Home: Adults 18 or older



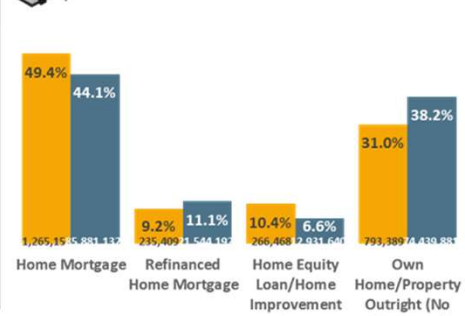
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

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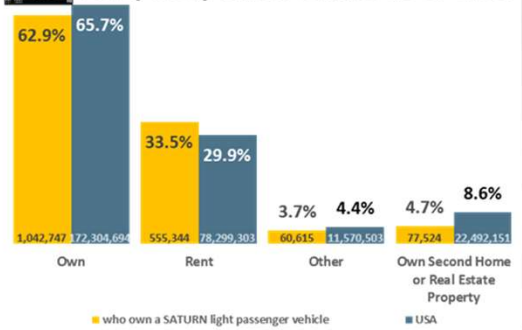
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Make of any vehicle (HHLD): PONTIAC

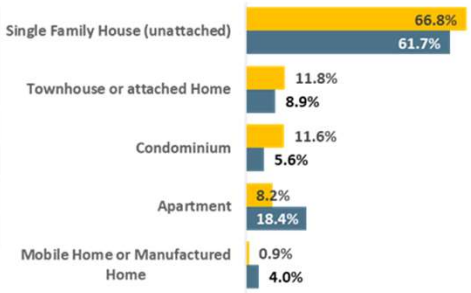


.6% or 1,658,706 of USA Adults 18 or older own a SATURN light passenger vehicle.
Adults 18 or older who own a SATURN light passenger vehicle are 4.3% less likely to own their home, 22.7% more likely to own a lower valued home, 8.2% more likely to have a single-family home, .9% more likely to have a dog.

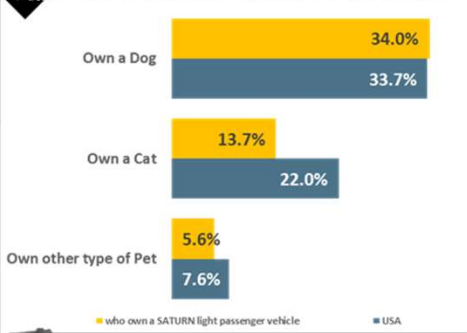
Own/Rent/Other: Adults 18 or older



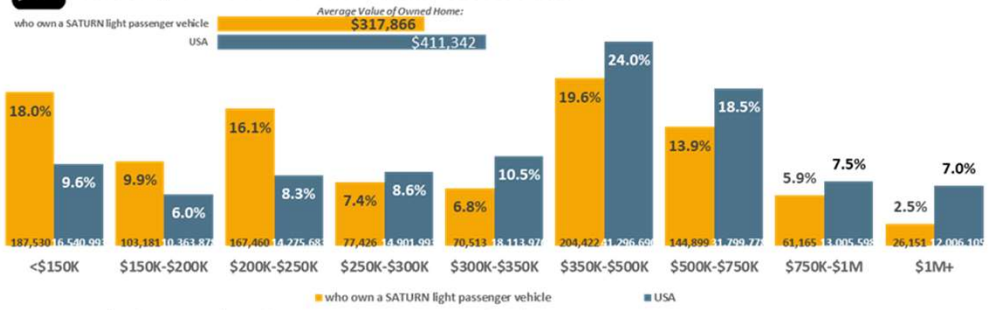
Type of Home: Adults 18 or older



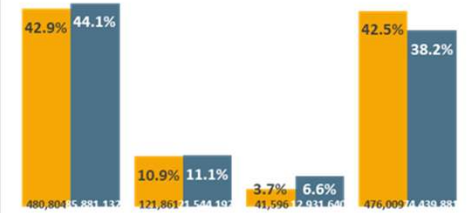
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

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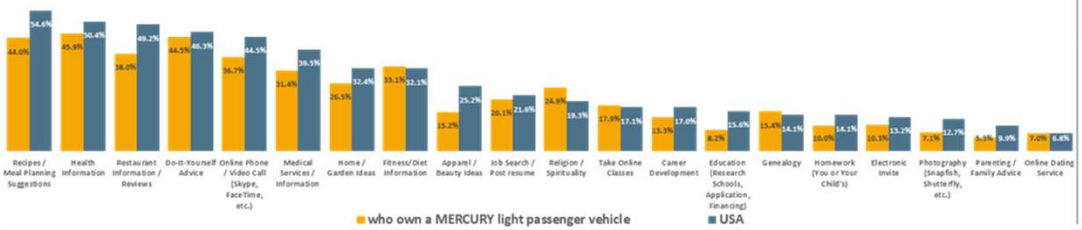
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Make of any vehicle (HHLD): SATURN

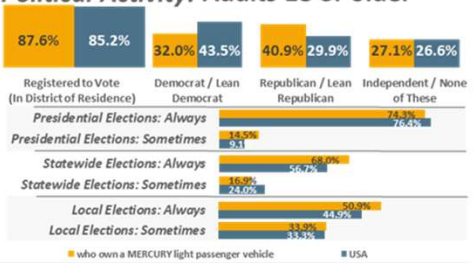


.8% or 2,077,561 of USA Adults 18 or older own a MERCURY light passenger vehicle.
Adults 18 or older who own a MERCURY light passenger vehicle are 3.9% less likely to look up D-I-Y advice online, 13.5% more likely to always vote in local elections, 13.8% less likely to belong to a gym, 7.3% less likely to fly domestic past yr.

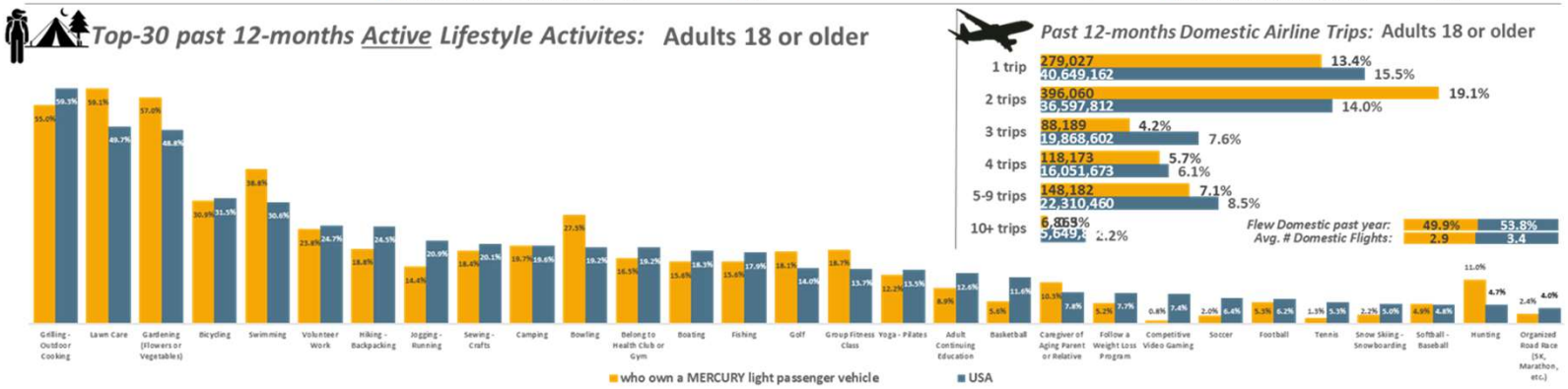
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

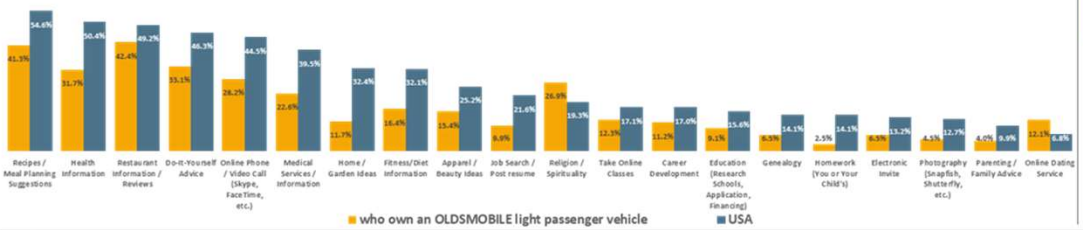
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Make of any vehicle (HHLD): MERCURY

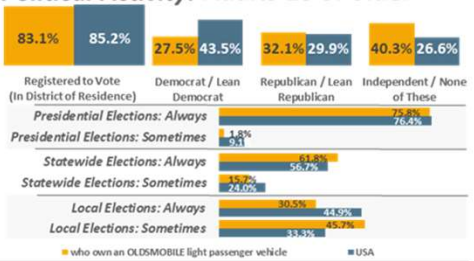


.3% or 806,311 of USA Adults 18 or older own an OLDSMOBILE light passenger vehicle.
Adults 18 or older who own an OLDSMOBILE light passenger vehicle are 28.5% less likely to look up D-I-Y advice online, 31.9% less likely to always vote in local elections, 27.6% more likely to belong to a gym, 3.5% less likely to fly domestic past yr.

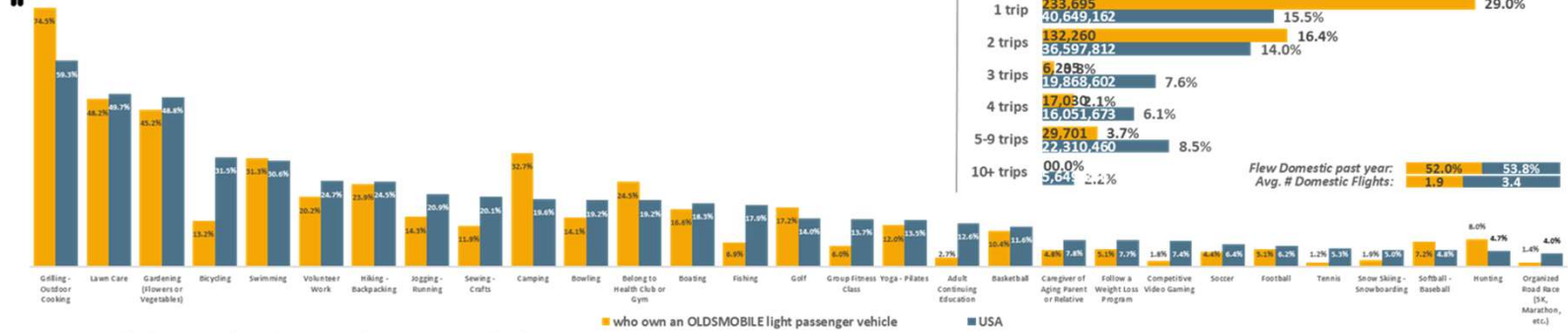
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

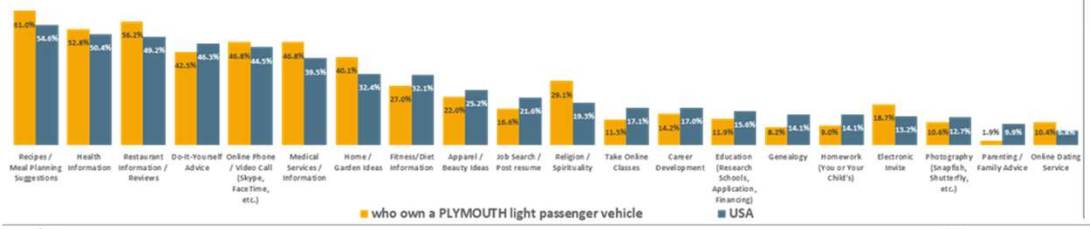
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Make of any vehicle (HHLD): OLDSMOBILE

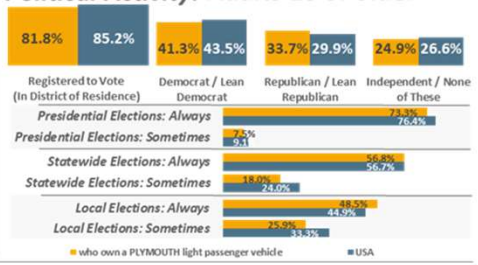


.9% or 2,251,773 of USA Adults 18 or older own a PLYMOUTH light passenger vehicle.
Adults 18 or older who own a PLYMOUTH light passenger vehicle are 8.3% less likely to look up D-I-Y advice online, 8.2% more likely to always vote in local elections, 61.% less likely to belong to a gym, 1.% more likely to fly domestic past yr.

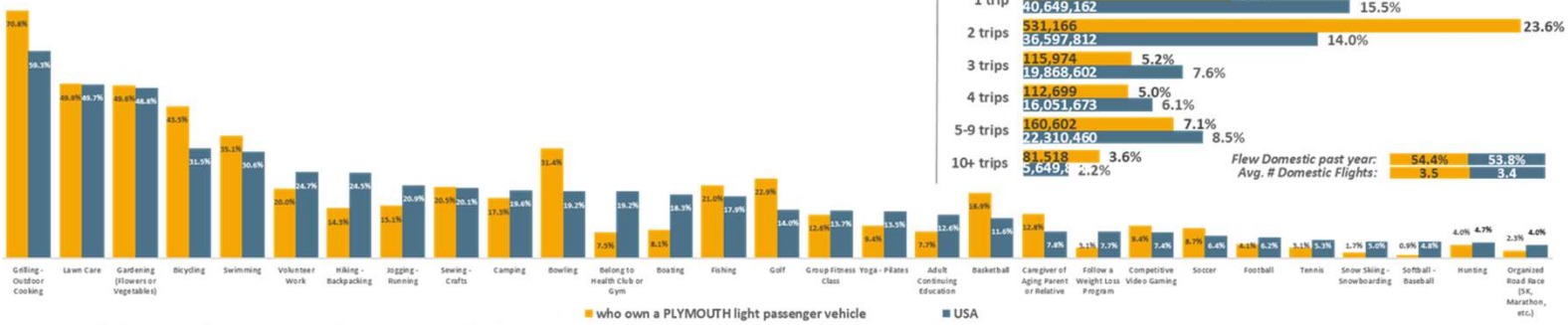
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

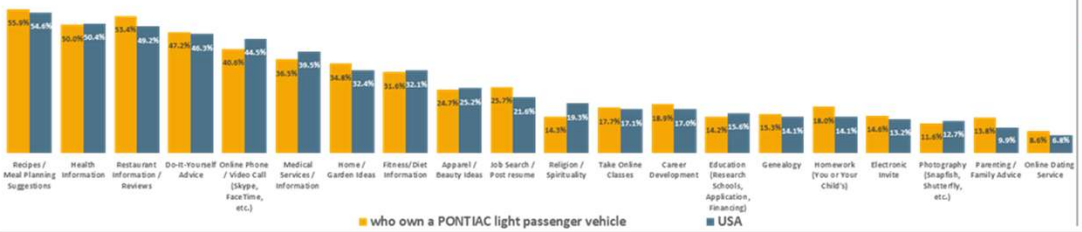
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Make of any vehicle (HHLD): PLYMOUTH

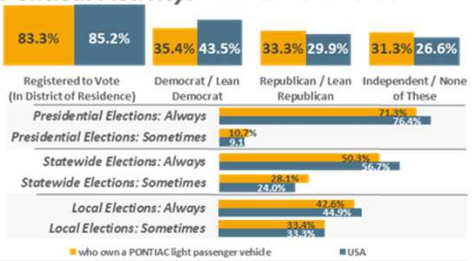


1.2% or 3,023,887 of USA Adults 18 or older own a PONTIAC light passenger vehicle.
Adults 18 or older who own a PONTIAC light passenger vehicle are 1.9% more likely to look up D-I-Y advice online, 4.9% less likely to always vote in local elections, 27.3% less likely to belong to a gym, 1.6% more likely to fly domestic past yr.

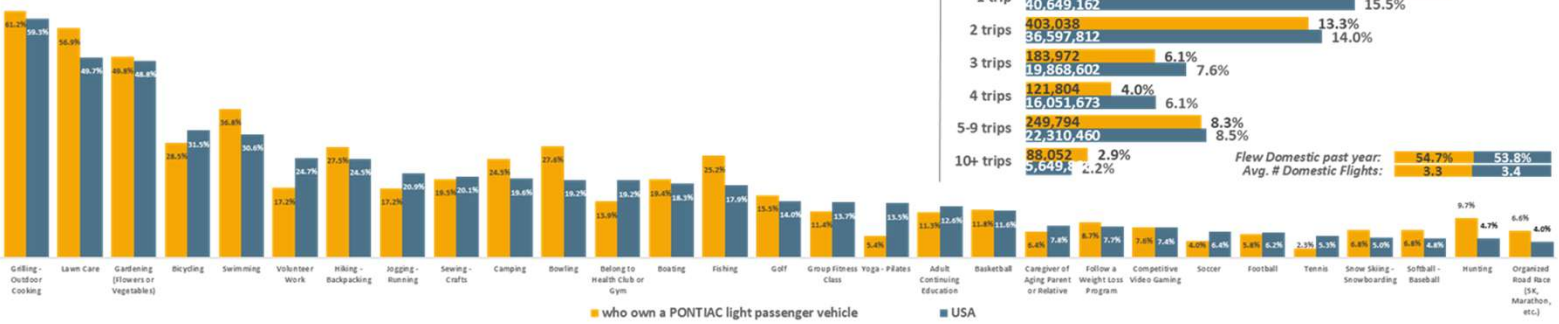
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

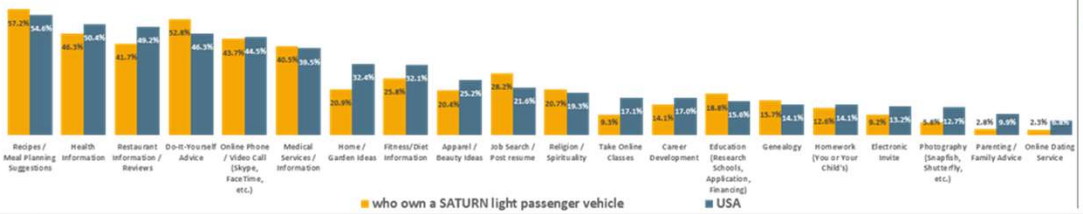
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Make of any vehicle (HHLD): PONTIAC

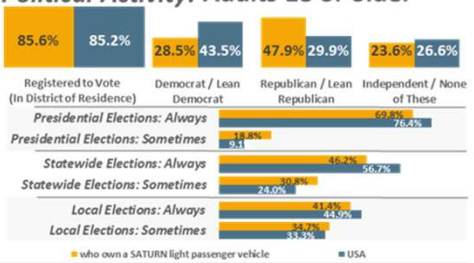


.6% or 1,658,706 of USA Adults 18 or older own a SATURN light passenger vehicle.
Adults 18 or older who own a SATURN light passenger vehicle are 13.9% more likely to look up D-I-Y advice online, 7.8% less likely to always vote in local elections, 45.6% less likely to belong to a gym, 32.% less likely to fly domestic past yr.

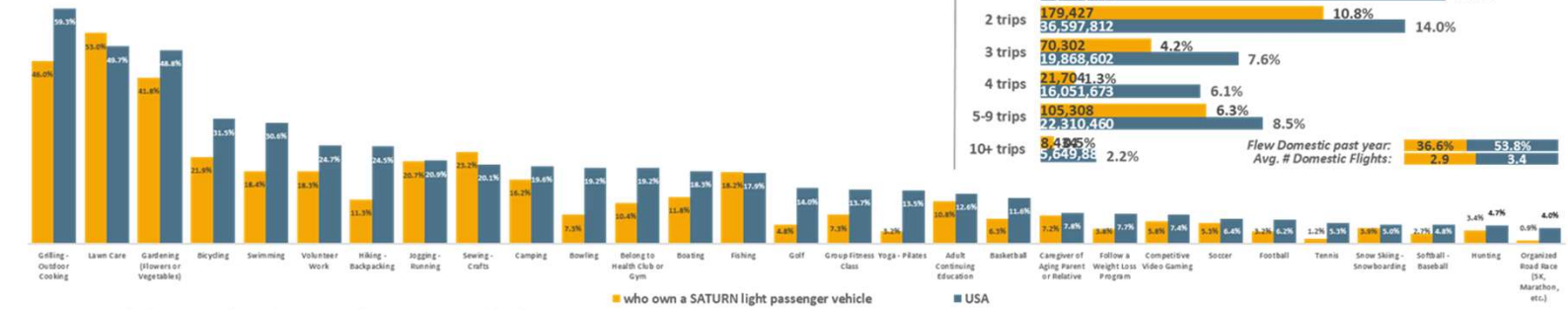
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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Make of any vehicle (HHLD): SATURN



.8% or 2,077,561 of USA Adults 18 or older own a MERCURY light passenger vehicle.
Adults 18 or older who own a MERCURY light passenger vehicle are 3.9% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., .7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.1% 88.7% 1,914,015 232,489,8 36

Avg. Monthly QSR Meals: 5.3 6.4

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



Total Monthly Sit-Down Restaurant Users: 79.2% 76.1% 1,646,116 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 3.6 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

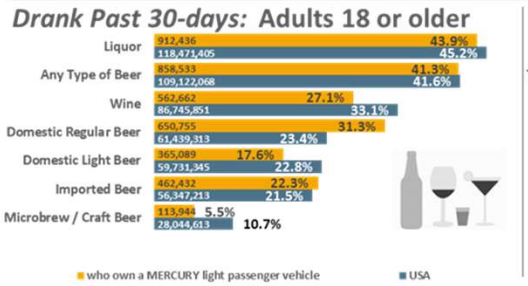


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who own a MERCURY light passenger vehicle 193,368 9.3%

USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



36.3% 754,720

31.7%

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

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Make of any vehicle (HHLD): MERCURY



.3% or 806,311 of USA Adults 18 or older own an OLDSMOBILE light passenger vehicle.
Adults 18 or older who own an OLDSMOBILE light passenger vehicle are 7.1% more likely to use QSRs past mo., 15.3% less likely to use Sit-Down Restaurants past mo., 66.2% more likely to use Casinos past yr., 26.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

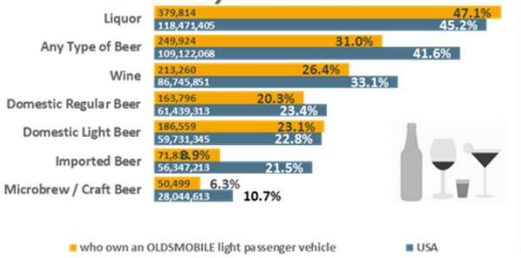
(Sit-Down Restaurants Used Past 30-days)



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

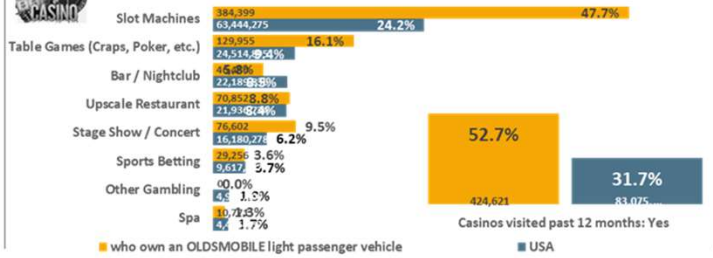


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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Make of any vehicle (HHLD): OLDSMOBILE



.9% or 2,251,773 of USA Adults 18 or older own a PLYMOUTH light passenger vehicle.
Adults 18 or older who own a PLYMOUTH light passenger vehicle are 5.2% more likely to use QSRs past mo., 2.6% less likely to use Sit-Down Restaurants past mo., 6.6% less likely to use Casinos past yr., 22.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
93.3%
88.7%
2,101,068
232,489,8
36

Avg. Monthly QSR Meals:
6.8
6.4

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



Total Monthly Sit-Down Restaurant Users:
74.1%
76.1%
1,668,717
199,395,8
18

Avg. Monthly Sit-Down Restaurant Meals:
4.0
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



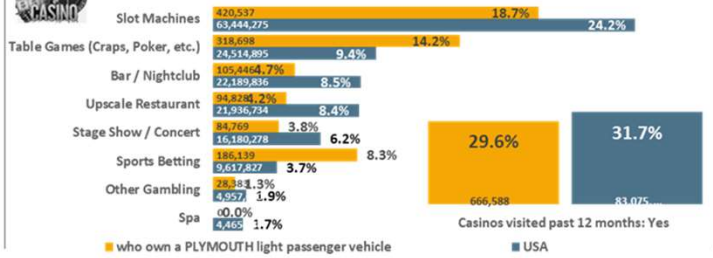
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who own a PLYMOUTH light passenger vehicle 311,283 13.8%
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





29.6%
666,588
31.7%
83,075
Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,139*

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Make of any vehicle (HHLD): PLYMOUTH



1.2% or 3,023,887 of USA Adults 18 or older own a PONTIAC light passenger vehicle.
Adults 18 or older who own a PONTIAC light passenger vehicle are 3.5% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 16.8% more likely to use Casinos past yr., 2.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.8% | 88.7% | 2,775,095 | 232,489,836

Avg. Monthly QSR Meals: 6.2 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 78.8% | 76.1% | 2,384,267 | 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 4.0

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 own a PONTIAC light passenger vehicle 379,871 | 12.6%

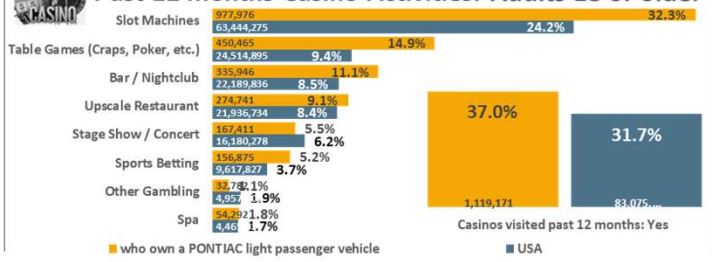
USA 17.4%

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: Feb23-Apr24* *Qual Intab* *1,139*

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Make of any vehicle (HHLD): PONTIAC



.6% or 1,658,706 of USA Adults 18 or older own a SATURN light passenger vehicle.
Adults 18 or older who own a SATURN light passenger vehicle are 3.9% less likely to use QSRs past mo., 4.3% less likely to use Sit-Down Restaurants past mo., 4.% less likely to use Casinos past yr., 8.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
85.2% 88.7%
1,413,319 232,489,836

Avg. Monthly QSR Meals:
5.5 6.4

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



Total Monthly Sit-Down Restaurant Users:
72.8% 76.1%
1,207,894 199,395,818

Avg. Monthly Sit-Down Restaurant Meals:
3.7 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



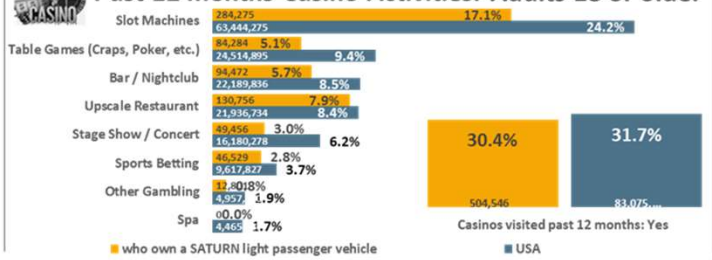
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who own a SATURN light passenger vehicle 105,688 6.4%
USA 17.4%

Drank Past 30-days: Adults 18 or older



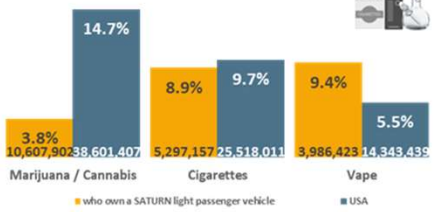
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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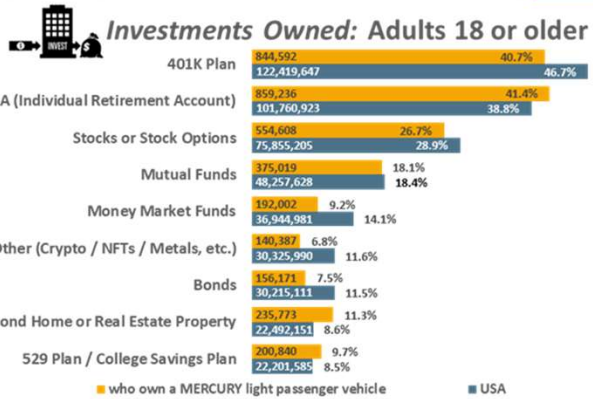
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Make of any vehicle (HHLD): SATURN

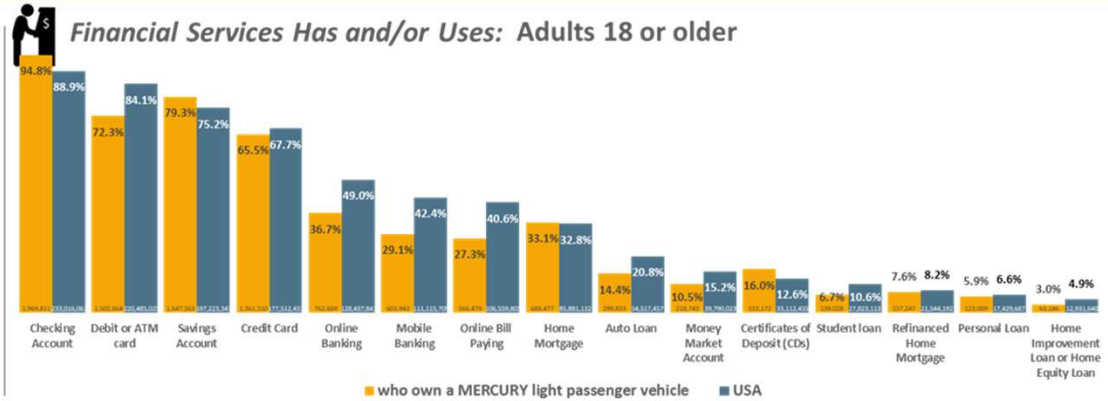


.8% or 2,077,561 of USA Adults 18 or older own a MERCURY light passenger vehicle.
Adults 18 or older who own a MERCURY light passenger vehicle are 12.9% less likely to have a 401K, 30.6% less likely to have an Auto Loan, 7.9% less likely to Invest/Trade Stocks Online, 15.2% less likely to pay with their Debit Card.

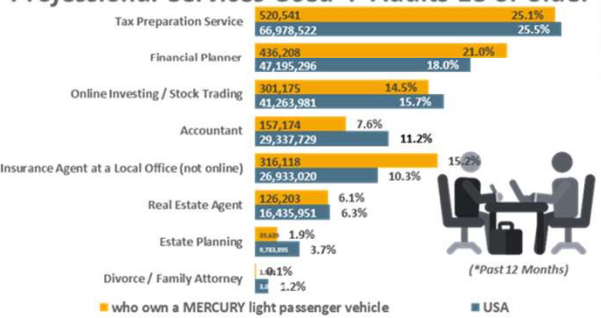
Investments Owned: Adults 18 or older



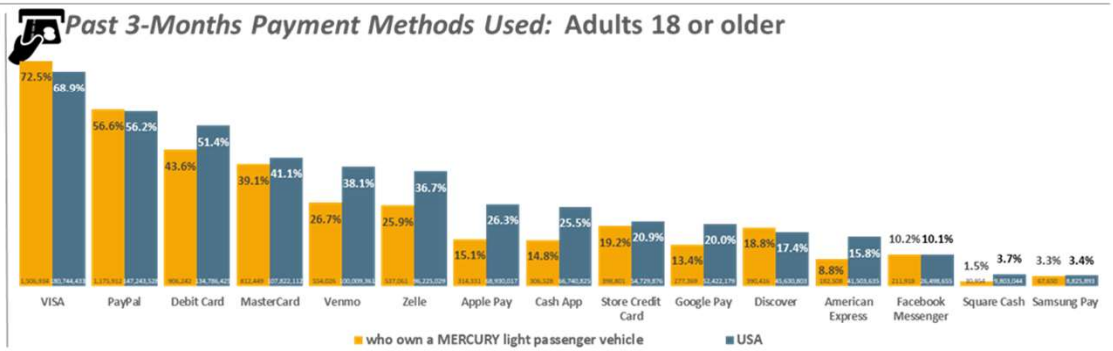
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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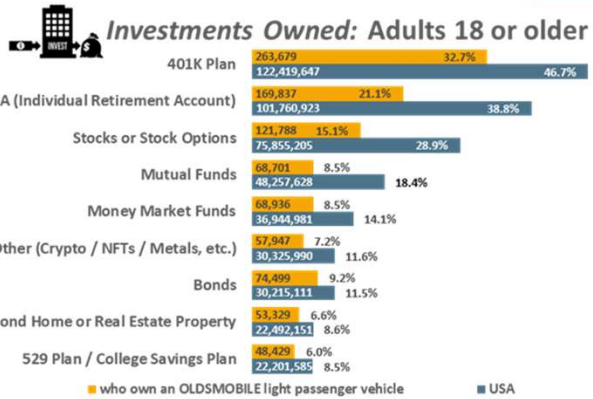
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Make of any vehicle (HHLD): MERCURY

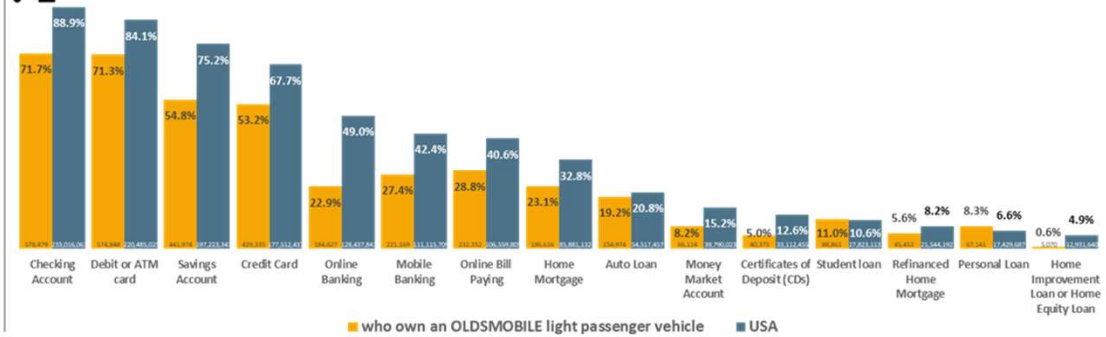


.3% or 806,311 of USA Adults 18 or older own an OLDSMOBILE light passenger vehicle.
Adults 18 or older who own an OLDSMOBILE light passenger vehicle are 30.% less likely to have a 401K, 7.6% less likely to have an Auto Loan, .4% less likely to Invest/Trade Stocks Online, 22.9% less likely to pay with their Debit Card.

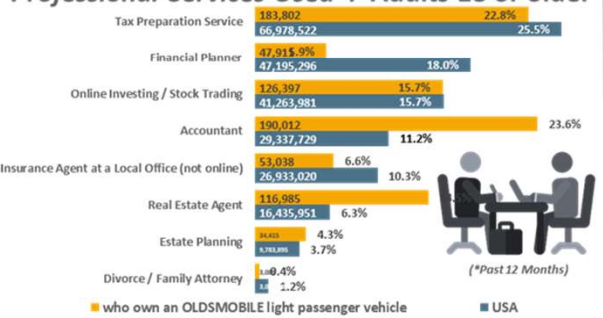
Investments Owned: Adults 18 or older



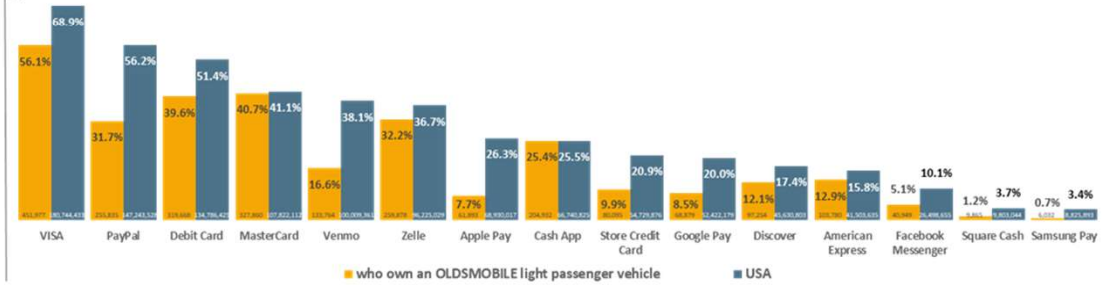
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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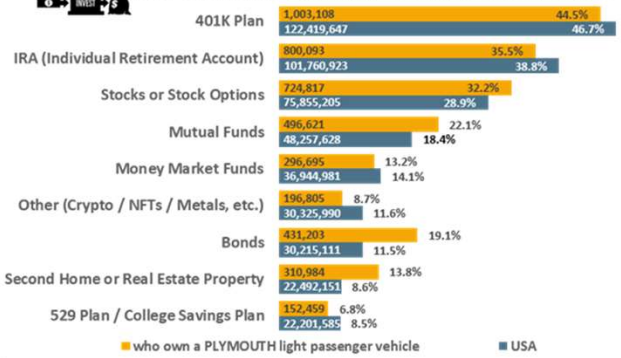
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Make of any vehicle (HHLD): OLDSMOBILE

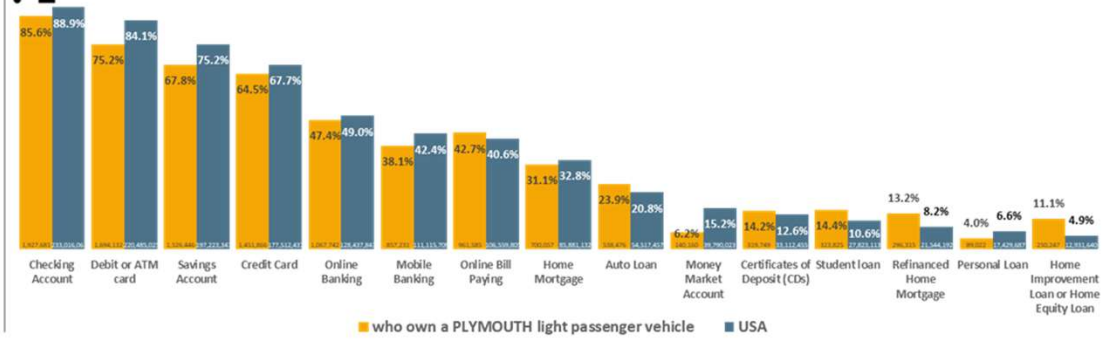


.9% or 2,251,773 of USA Adults 18 or older own a PLYMOUTH light passenger vehicle.
Adults 18 or older who own a PLYMOUTH light passenger vehicle are 4.6% less likely to have a 401K, 15.% more likely to have an Auto Loan, 8.5% less likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.

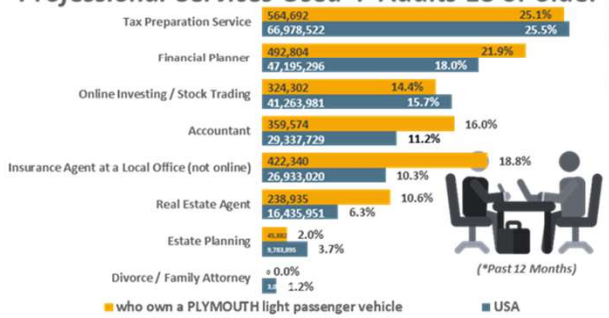
Investments Owned: Adults 18 or older



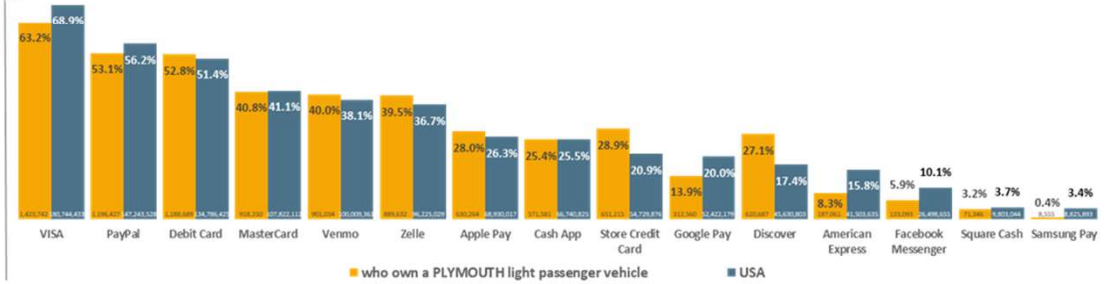
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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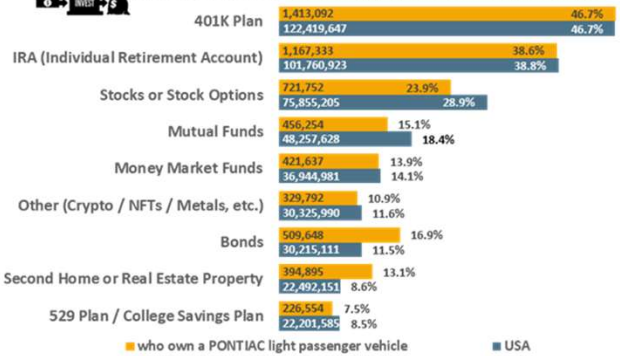
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Make of any vehicle (HHLD): PLYMOUTH

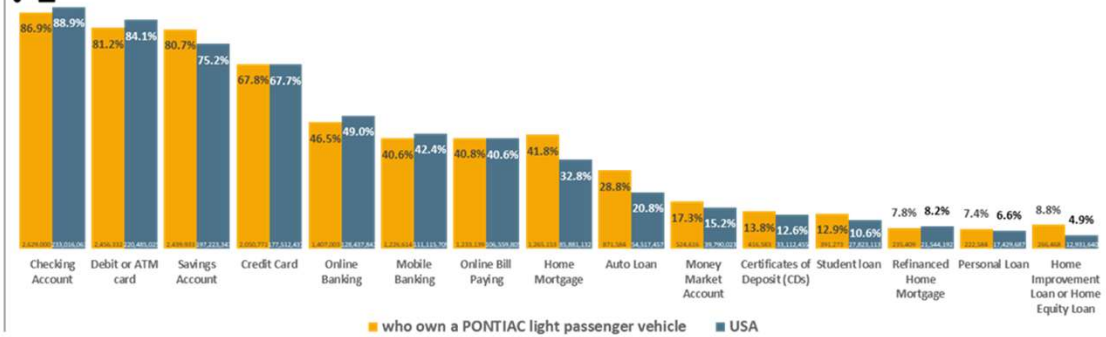


1.2% or 3,023,887 of USA Adults 18 or older own a PONTIAC light passenger vehicle.
Adults 18 or older who own a PONTIAC light passenger vehicle are .1% more likely to have a 401K, 38.6% more likely to have an Auto Loan, 26.7% less likely to Invest/Trade Stocks Online, 5.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



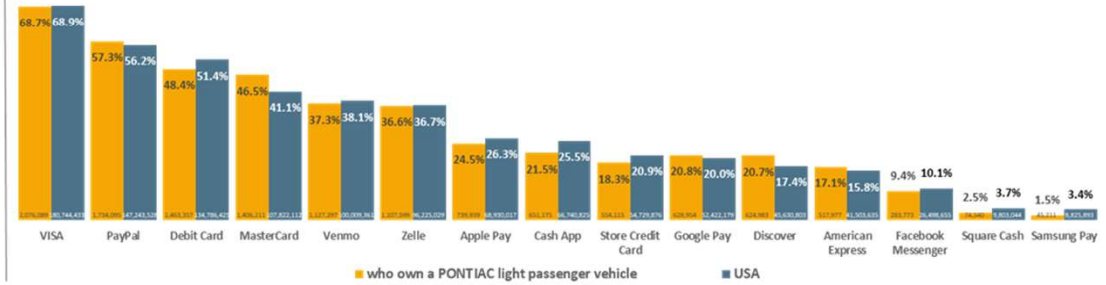
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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Make of any vehicle (HHLD): PONTIAC

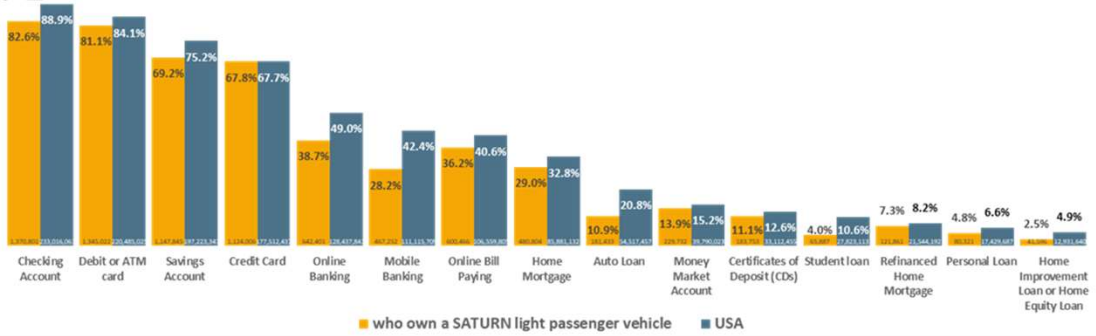


.6% or 1,658,706 of USA Adults 18 or older own a SATURN light passenger vehicle.
Adults 18 or older who own a SATURN light passenger vehicle are 4.3% less likely to have a 401K, 47.4% less likely to have an Auto Loan, 19.% more likely to Invest/Trade Stocks Online, 20.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

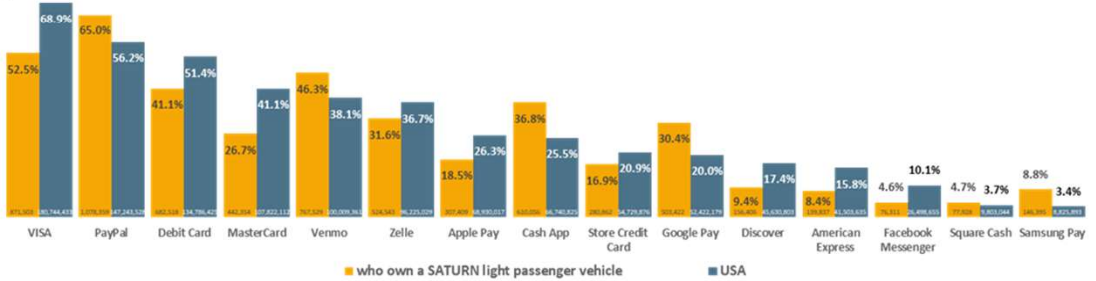


Professional Services Used:* Adults 18 or older



(*Past 12 Months)

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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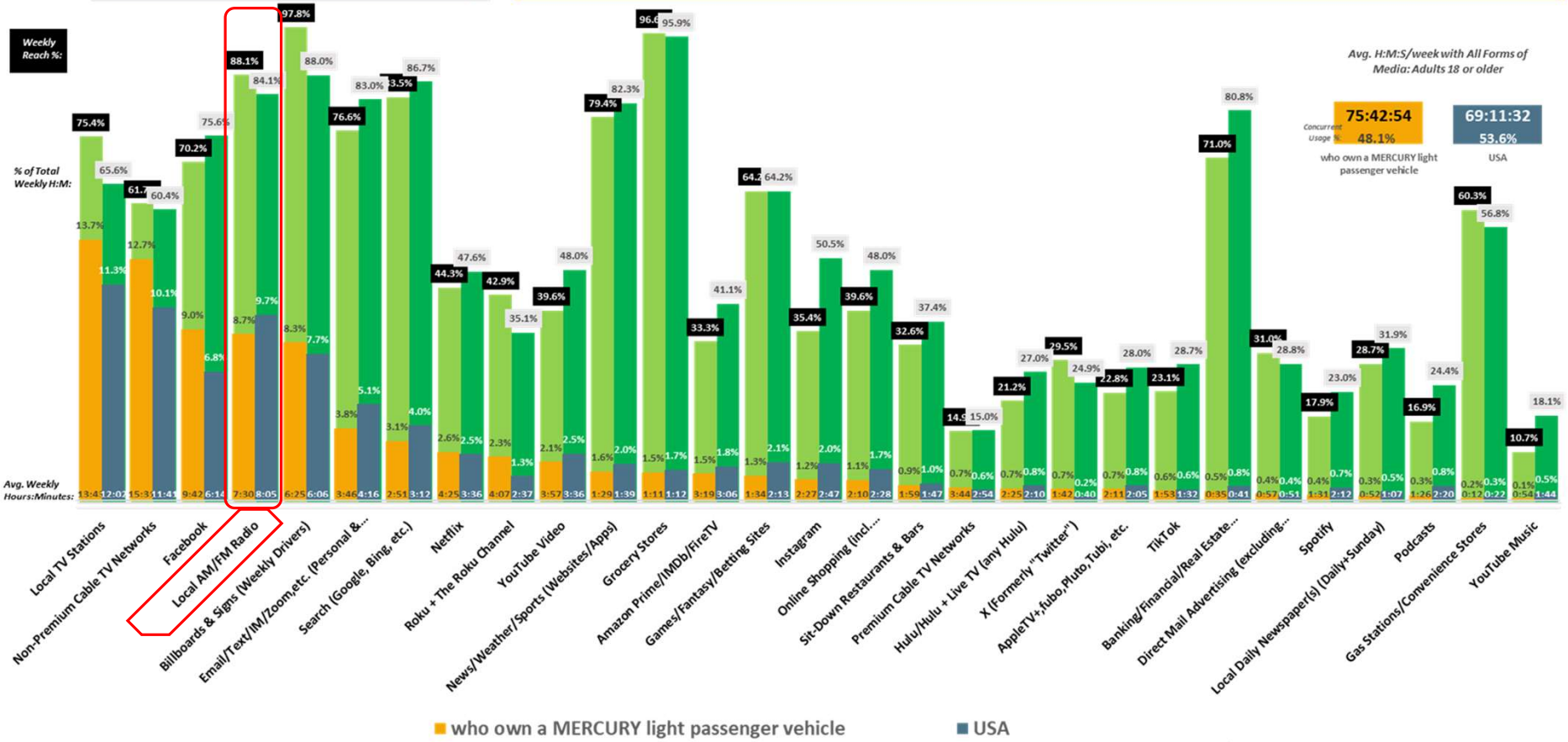
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Make of any vehicle (HHLD): SATURN



Adults 18 or older who own a MERCURY light passenger vehicle spend an average of 3 days, 3 hours, 42 minutes and 54 seconds each week with All Forms of Media.

88.1% of Adults 18 or older who own a MERCURY light passenger vehicle spend an avg. of 7 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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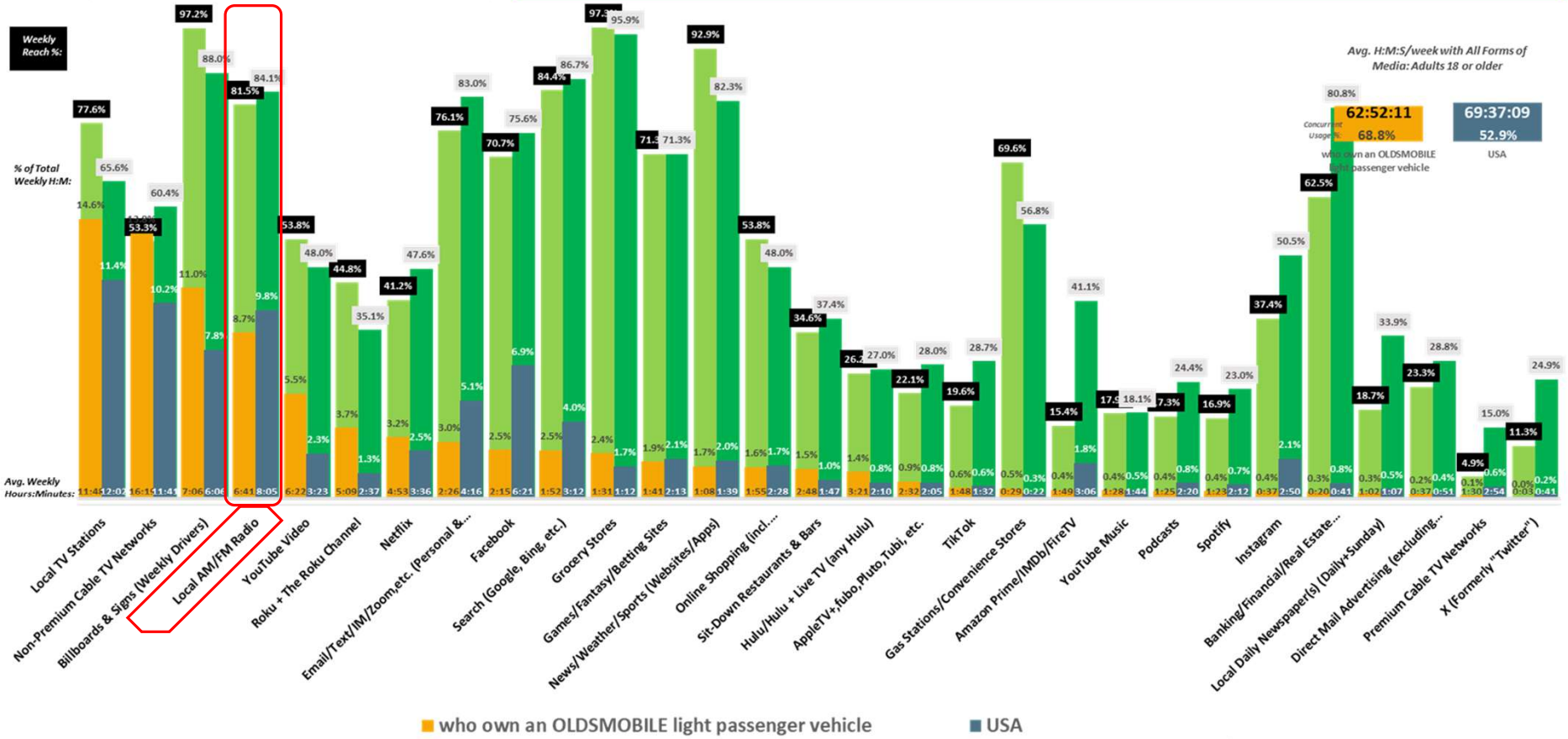
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Make of any vehicle (HHLD): MERCURY



Adults 18 or older who own an OLDSMOBILE light passenger vehicle spend an average of 2 days, 14 hours, 52 minutes and 11 seconds each week with All Forms of Media.

81.5% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle spend an avg. of 6 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



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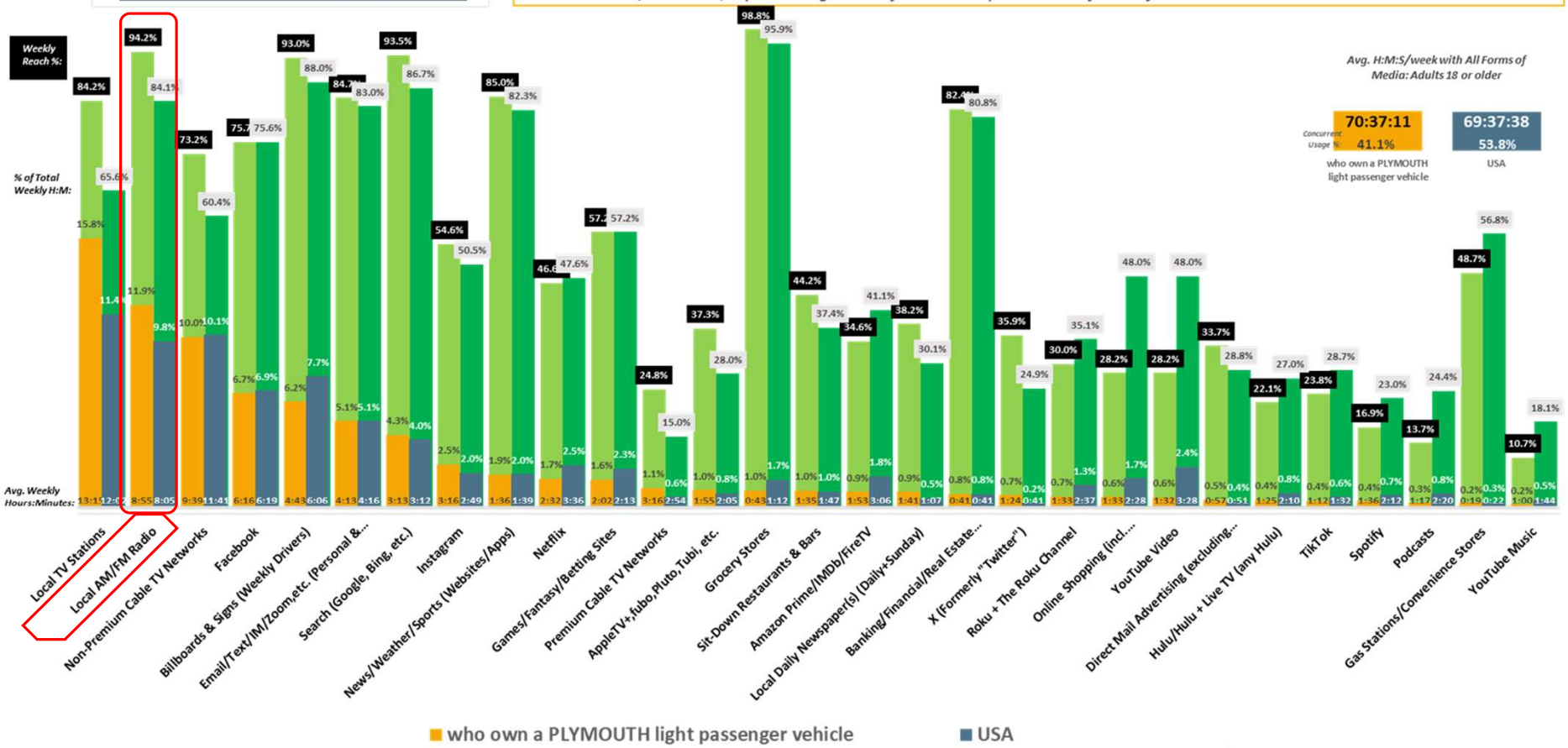
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Make of any vehicle (HHLD): OLDSMOBILE



Adults 18 or older who own a PLYMOUTH light passenger vehicle spend an average of 2 days, 22 hours, 37 minutes and 11 seconds each week with All Forms of Media.

94.2% of Adults 18 or older who own a PLYMOUTH light passenger vehicle spend an avg. of 8 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.



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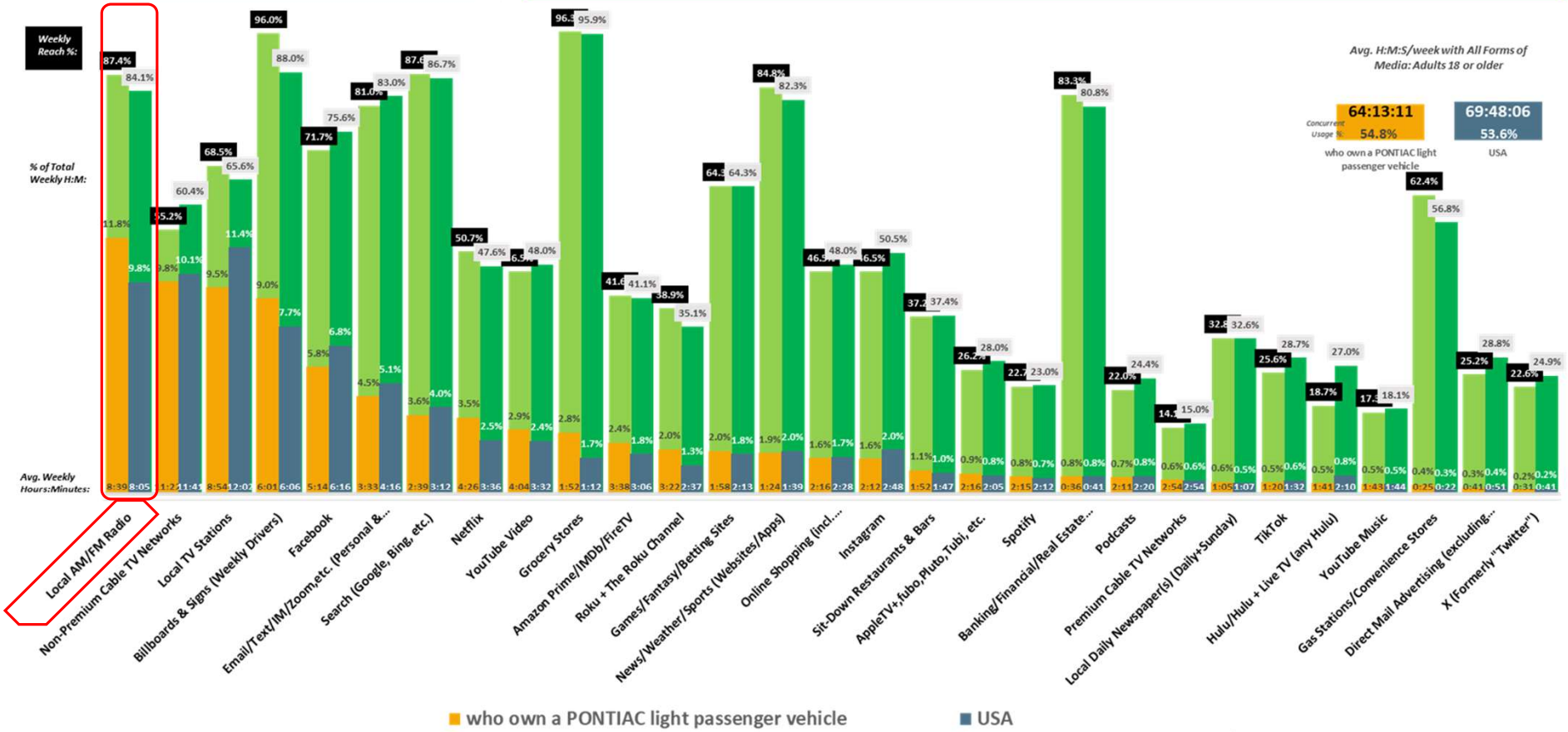
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Make of any vehicle (HHLD): PLYMOUTH



Adults 18 or older who own a PONTIAC light passenger vehicle spend an average of 2 days, 16 hours, 13 minutes and 11 seconds each week with All Forms of Media.

87.4% of Adults 18 or older who own a PONTIAC light passenger vehicle spend an avg. of 8 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 11.8% of total time spent with all forms of Media.

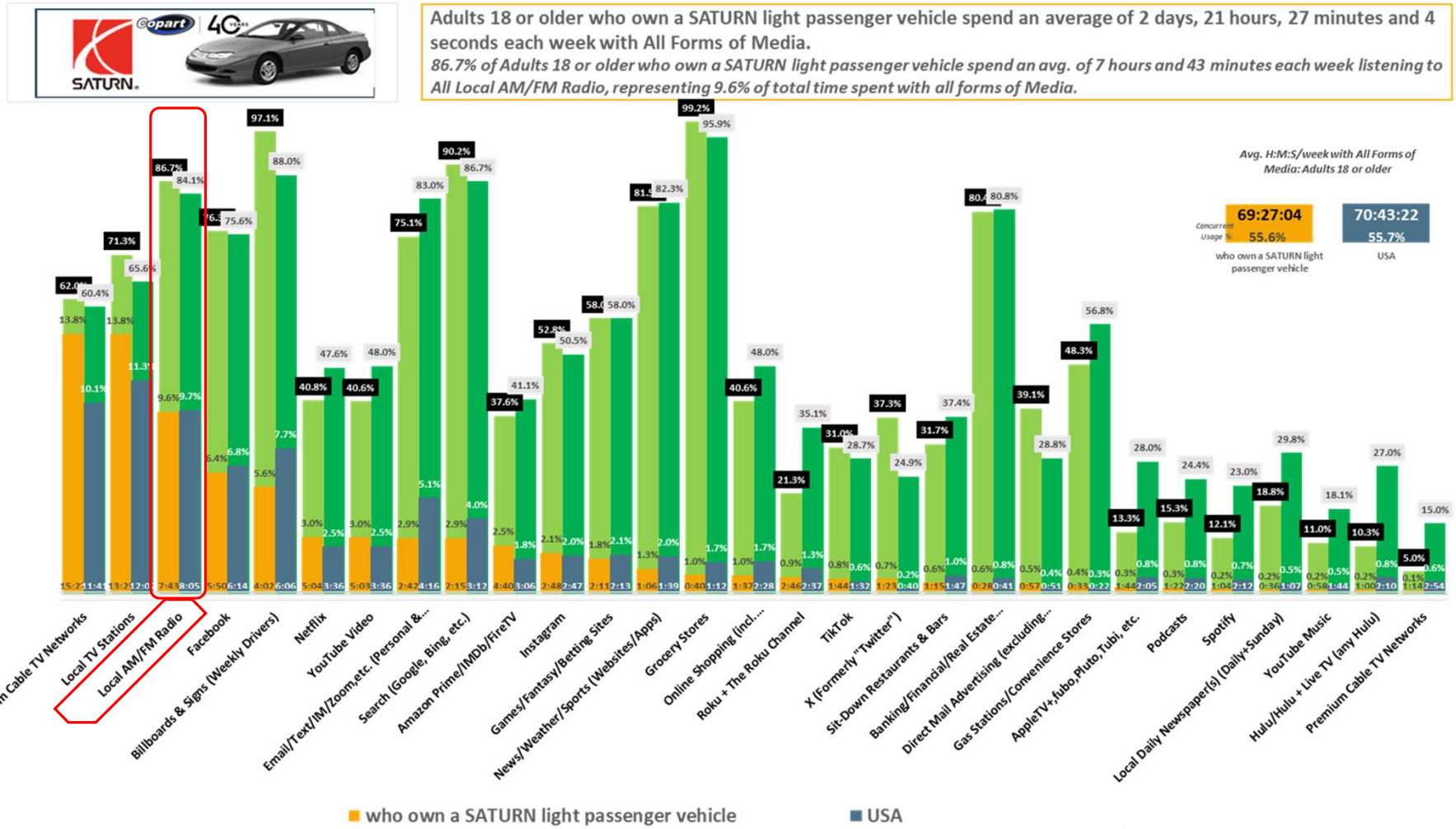


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Make of any vehicle (HHLD): PONTIAC



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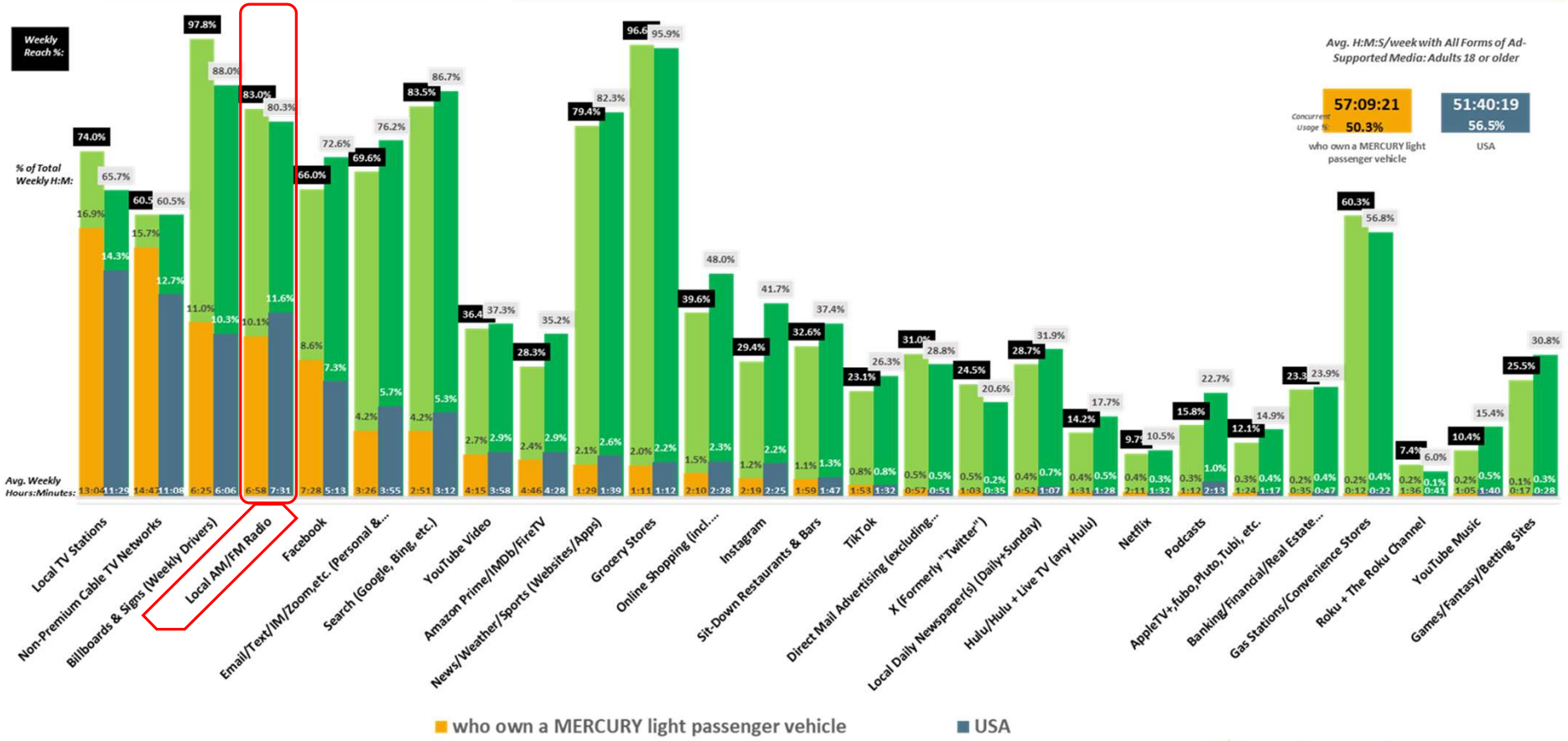
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Make of any vehicle (HHLD): SATURN



Adults 18 or older who own a MERCURY light passenger vehicle spend an average of 2 days, 9 hours, 9 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

83.% of Adults 18 or older who own a MERCURY light passenger vehicle spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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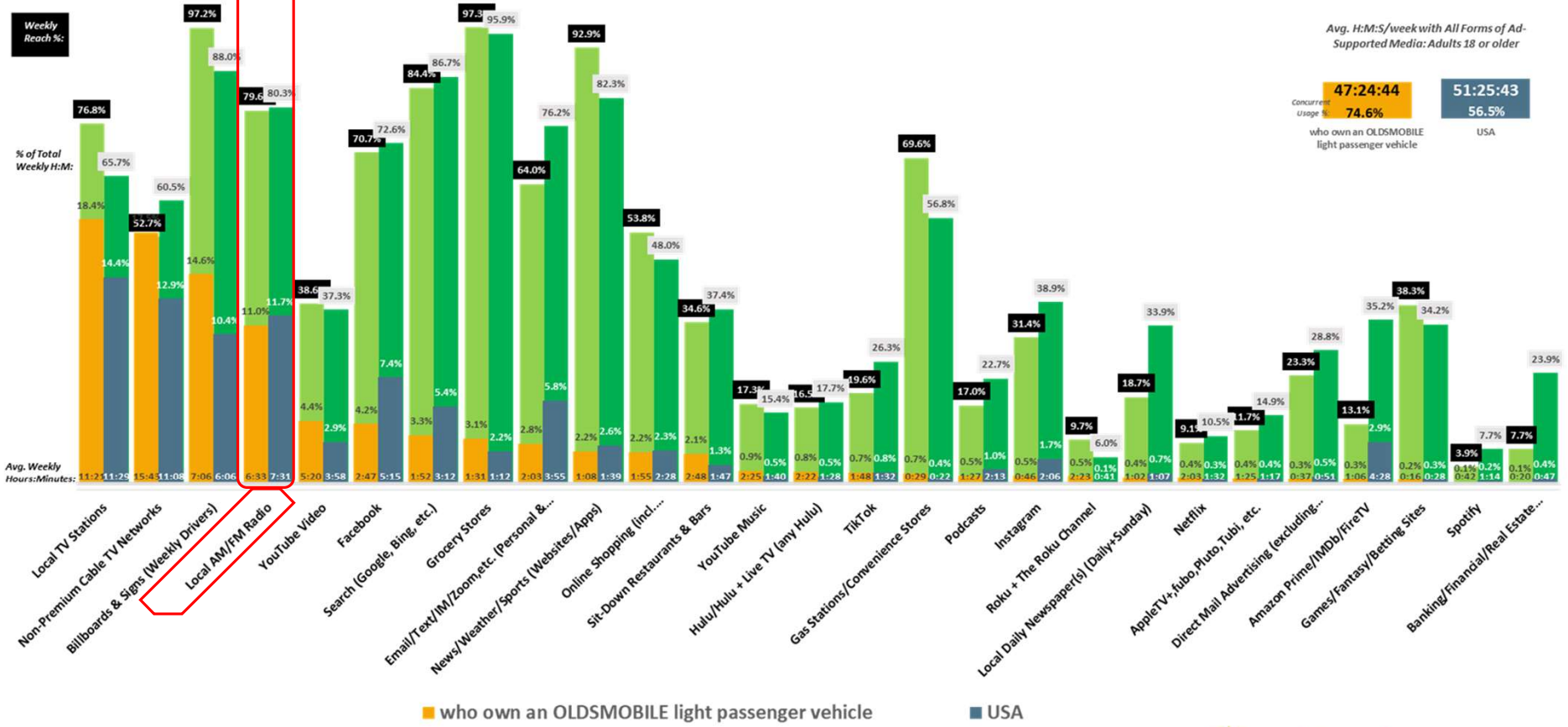
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Make of any vehicle (HHLD): MERCURY



Adults 18 or older who own an OLDSMOBILE light passenger vehicle spend an average of 1 days, 23 hours, 24 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

79.6% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle spend an avg. of 6 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.



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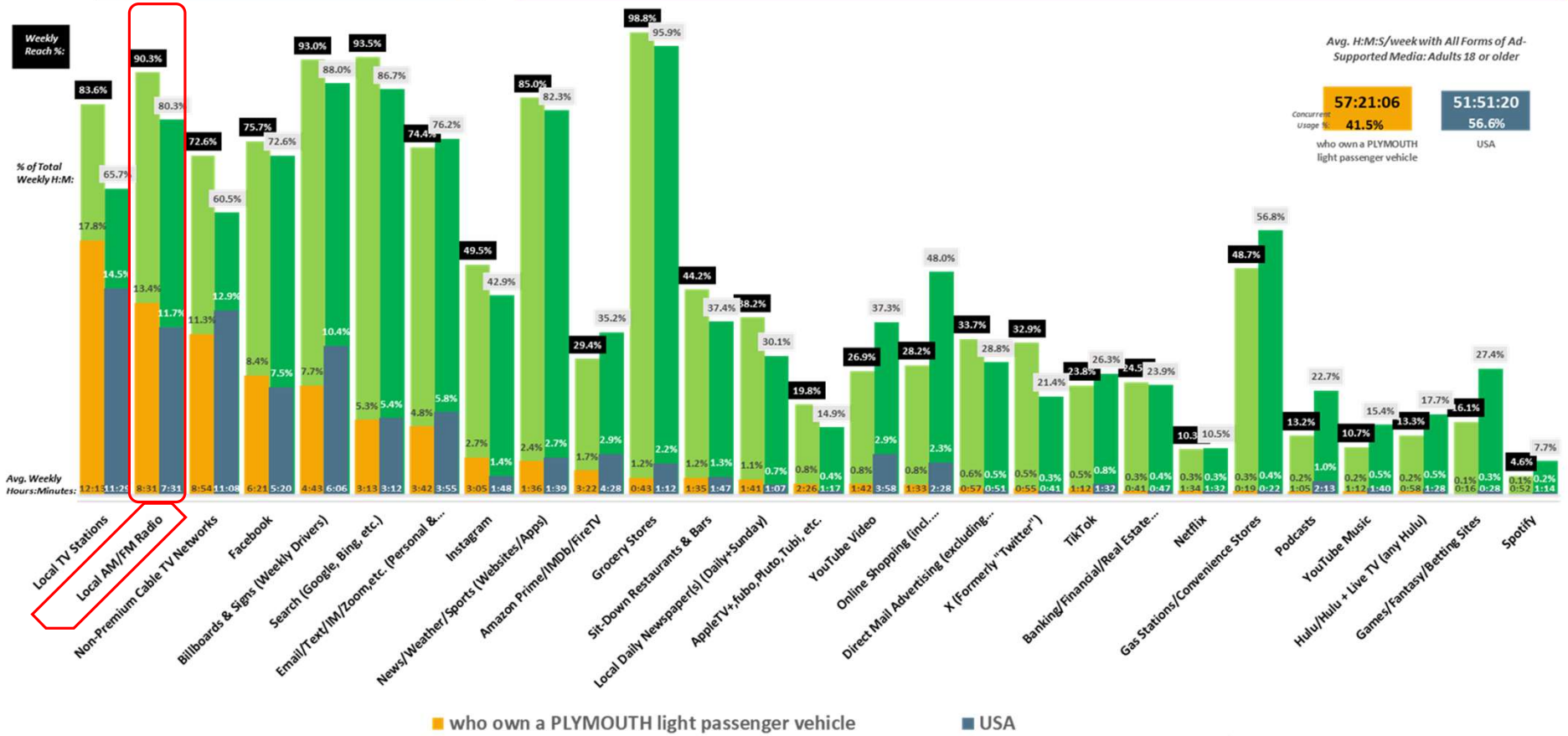
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Make of any vehicle (HHLD): OLDSMOBILE



Adults 18 or older who own a PLYMOUTH light passenger vehicle spend an average of 2 days, 9 hours, 21 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

90.3% of Adults 18 or older who own a PLYMOUTH light passenger vehicle spend an avg. of 8 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



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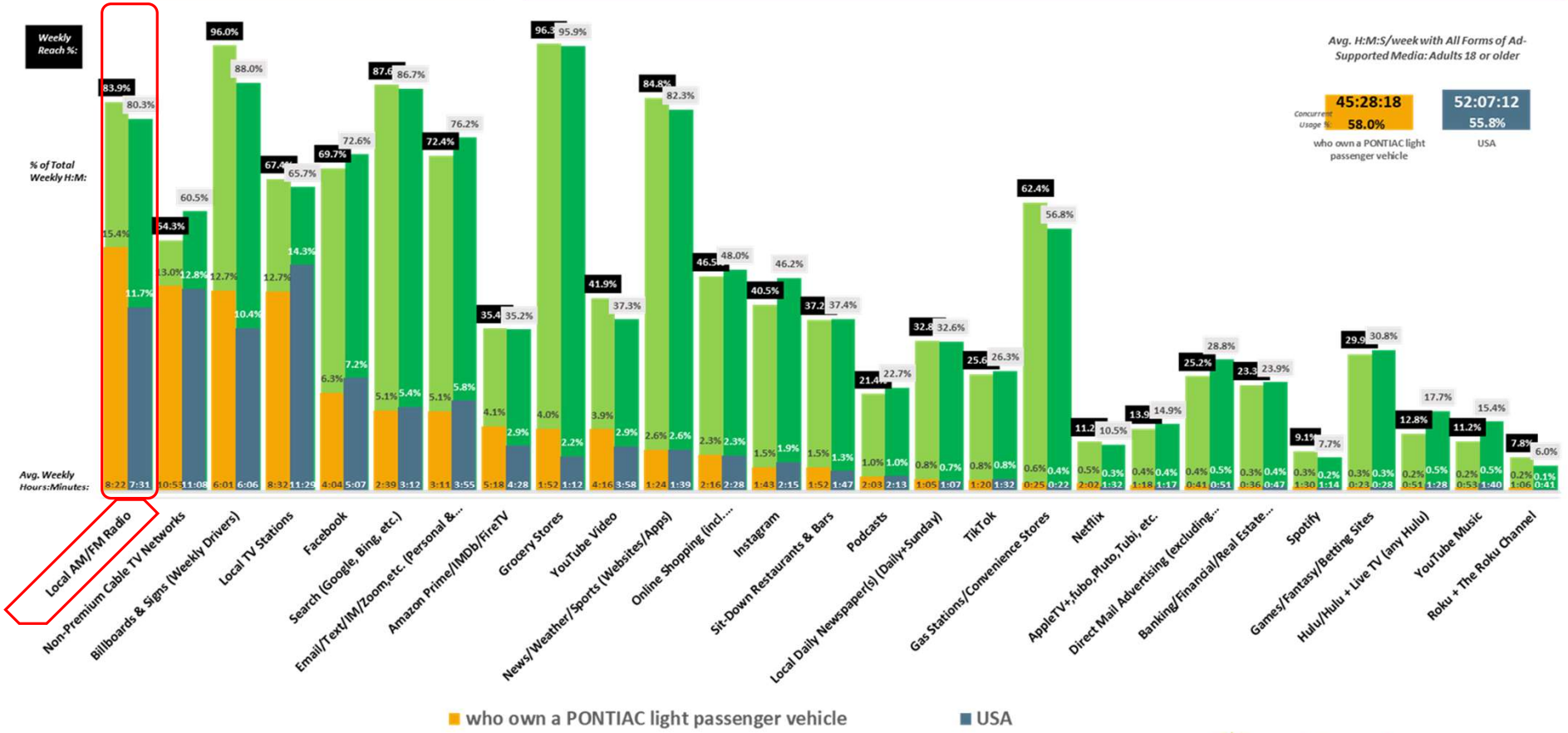
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Make of any vehicle (HHLD): PLYMOUTH



Adults 18 or older who own a PONTIAC light passenger vehicle spend an average of 1 days, 21 hours, 28 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

83.9% of Adults 18 or older who own a PONTIAC light passenger vehicle spend an avg. of 8 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.4% of total time spent with all forms of Ad-Supported Media.



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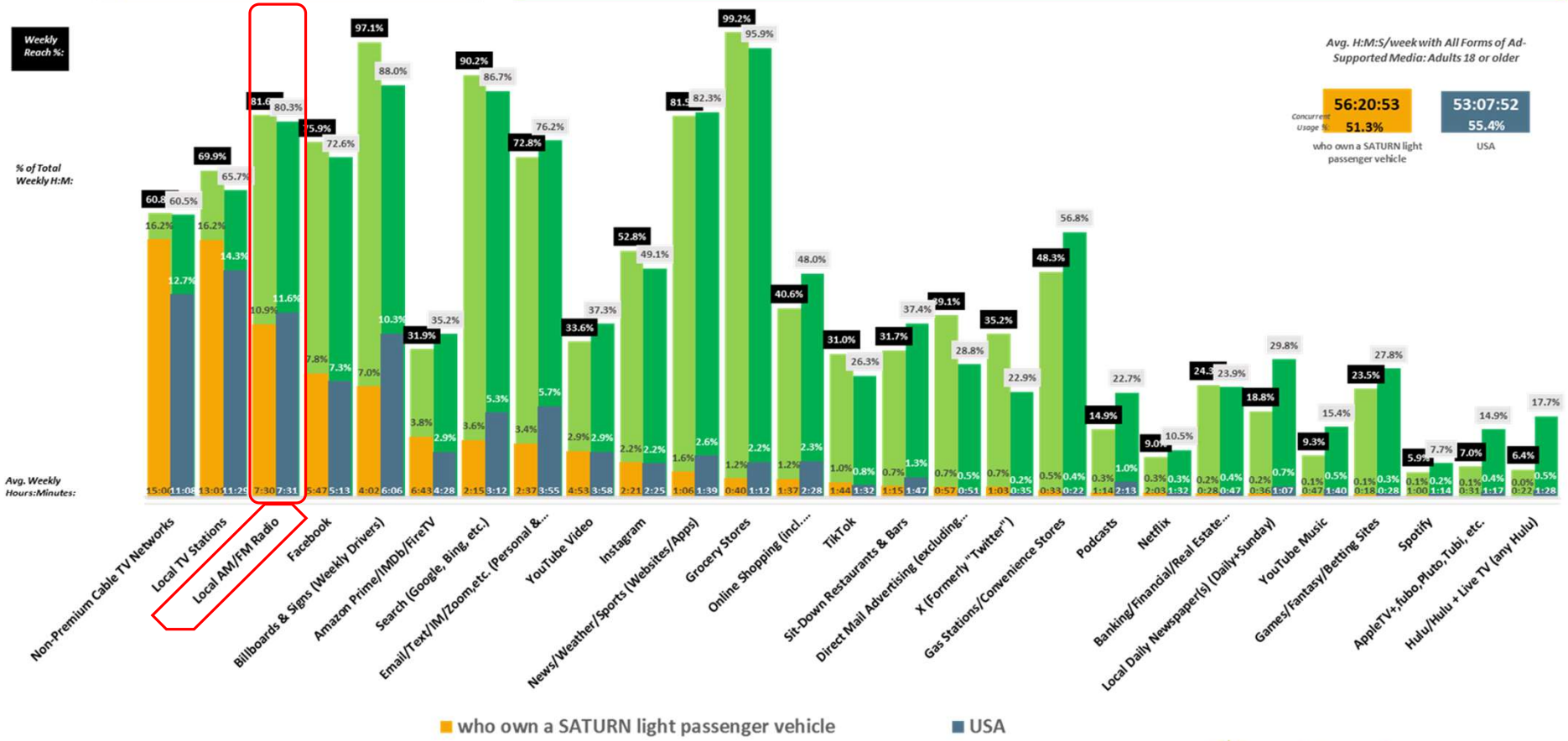
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Make of any vehicle (HHLD): PONTIAC



Adults 18 or older who own a SATURN light passenger vehicle spend an average of 2 days, 8 hours, 20 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 18 or older who own a SATURN light passenger vehicle spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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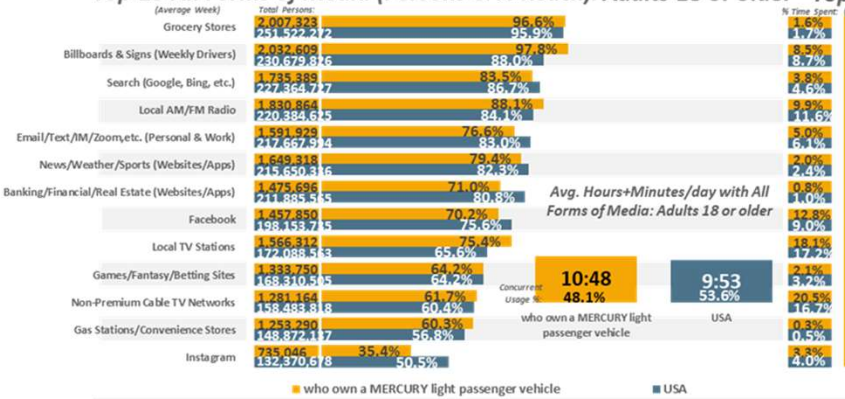
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Make of any vehicle (HHLD): SATURN

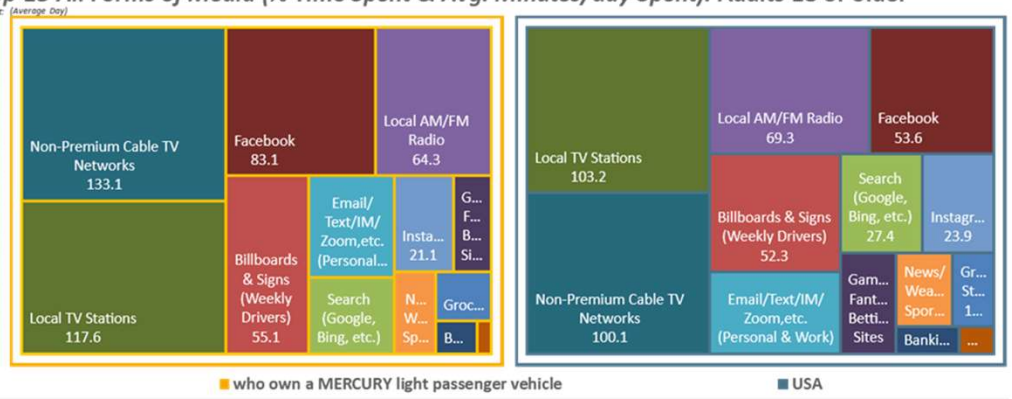


Adults 18 or older who own a MERCURY light passenger vehicle spend an average of 8 hours and 9 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

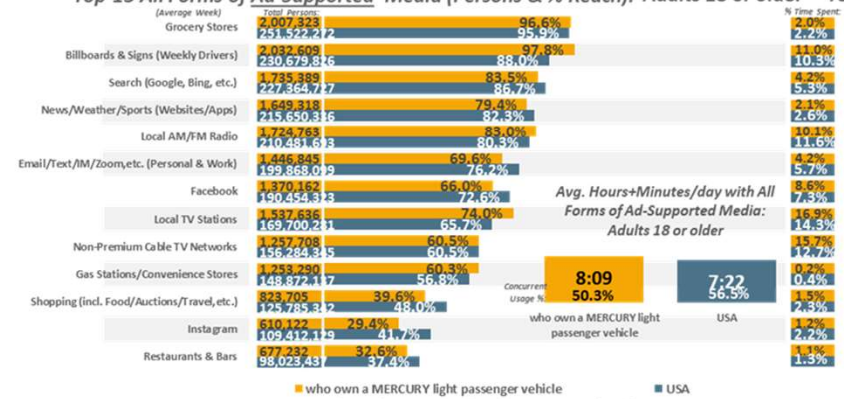
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



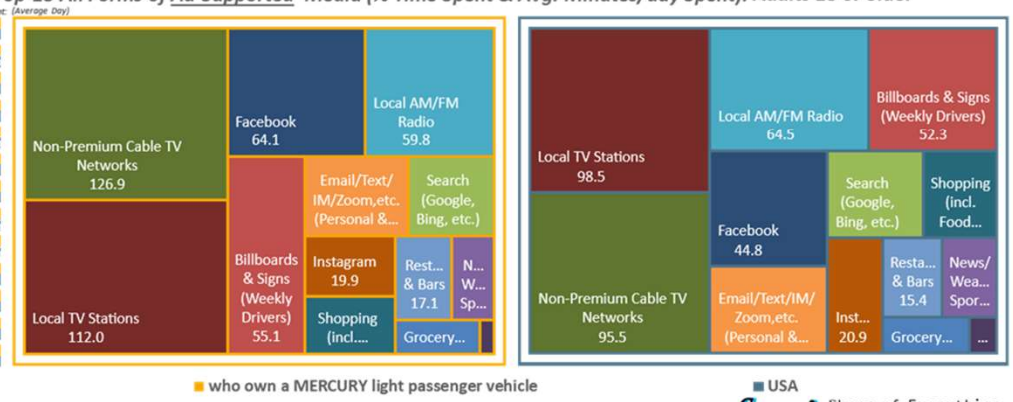
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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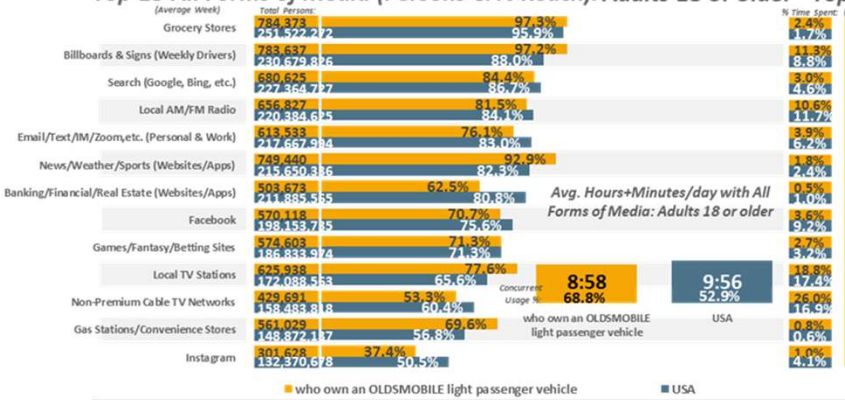
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Make of any vehicle (HHLD): MERCURY

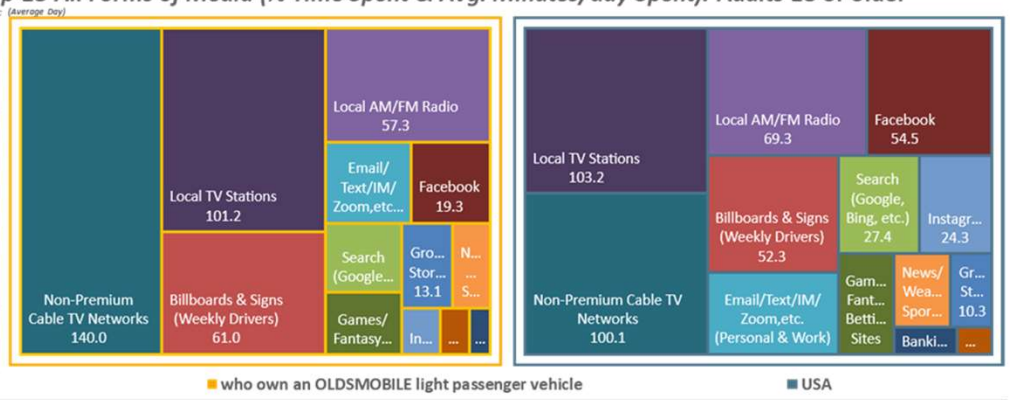


Adults 18 or older who own an OLDSMOBILE light passenger vehicle spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

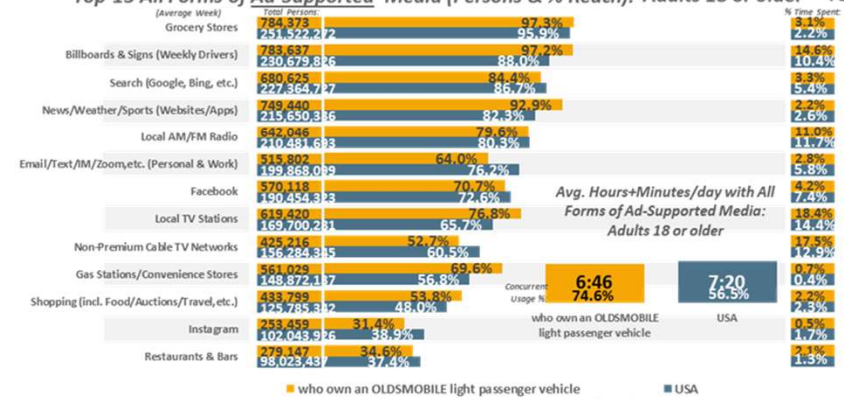
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



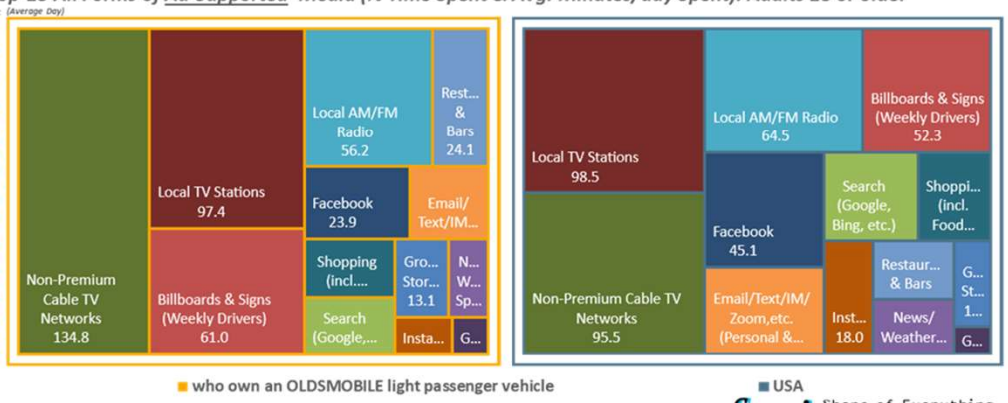
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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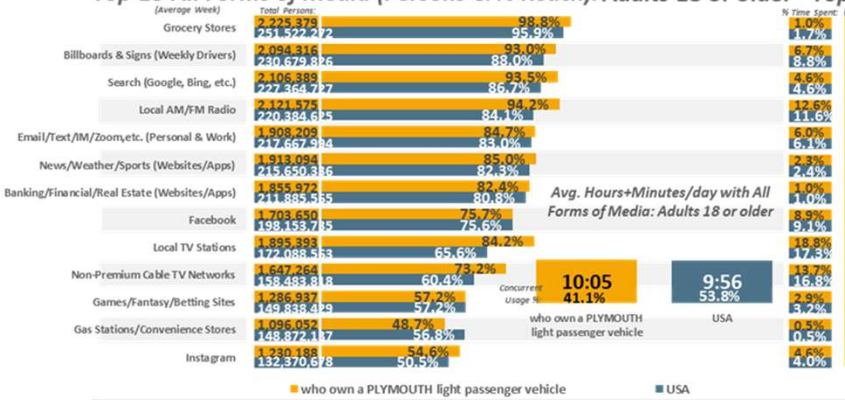
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Make of any vehicle (HHLD): OLDSMOBILE

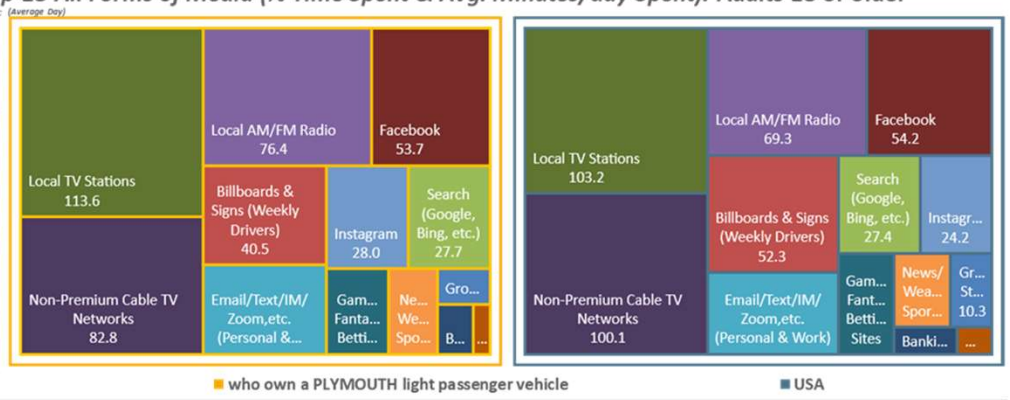


Adults 18 or older who own a PLYMOUTH light passenger vehicle spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 90.3% listen to Local AM/FM Radio for an avg. of 73.1 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

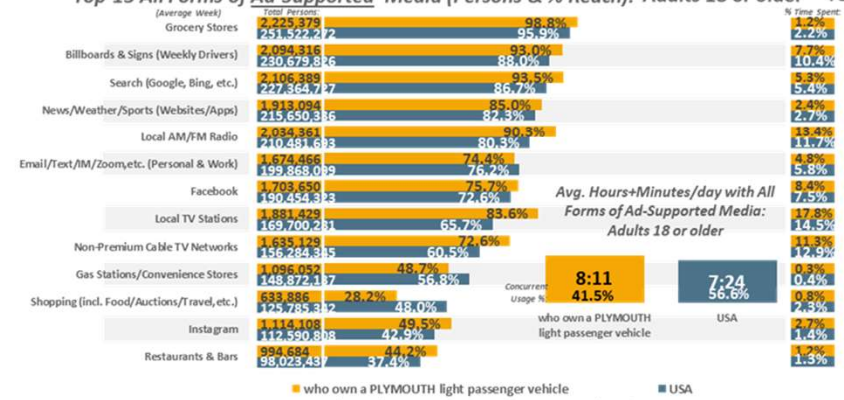
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



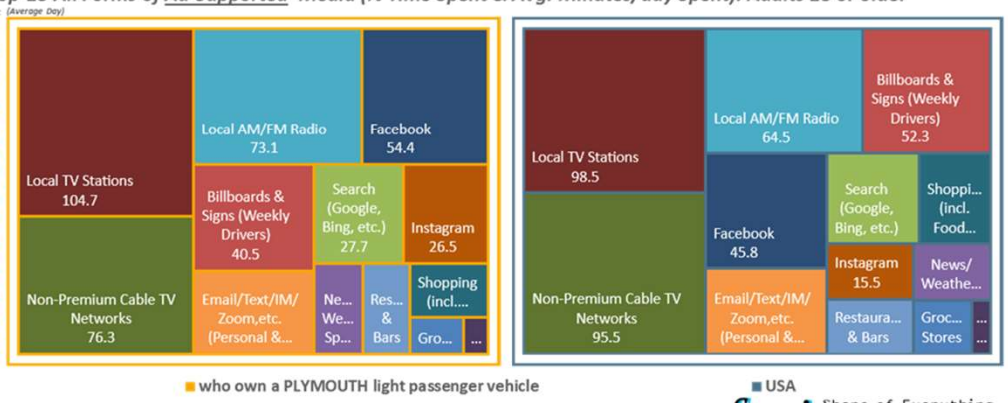
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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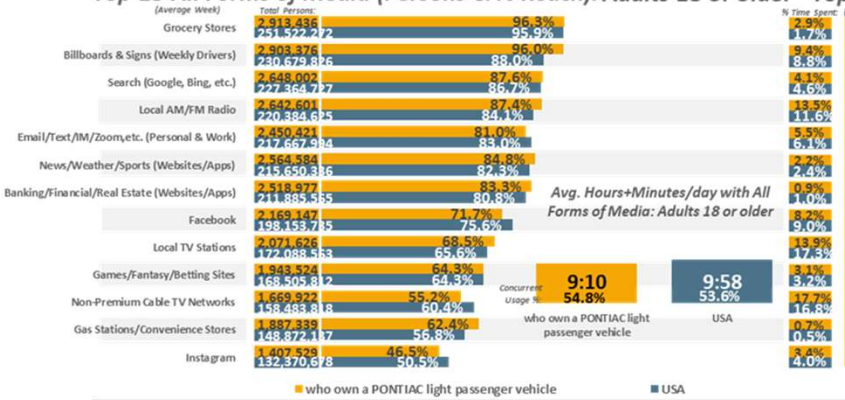
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Make of any vehicle (HHLD): PLYMOUTH

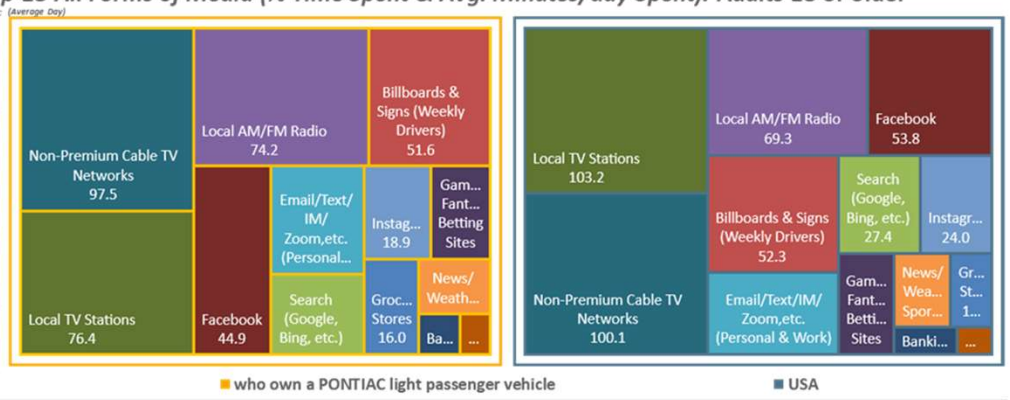


Adults 18 or older who own a PONTIAC light passenger vehicle spend an average of 6 hours and 29 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. *(Local Radio delivers 15.4% of Time with Ad-Supported Media.)*

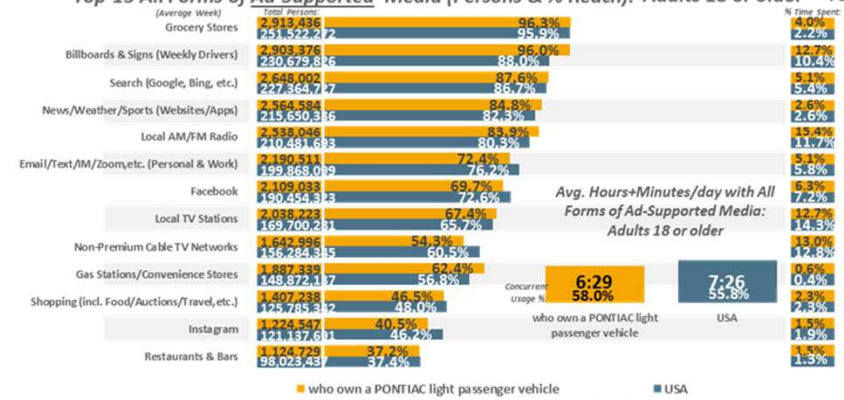
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



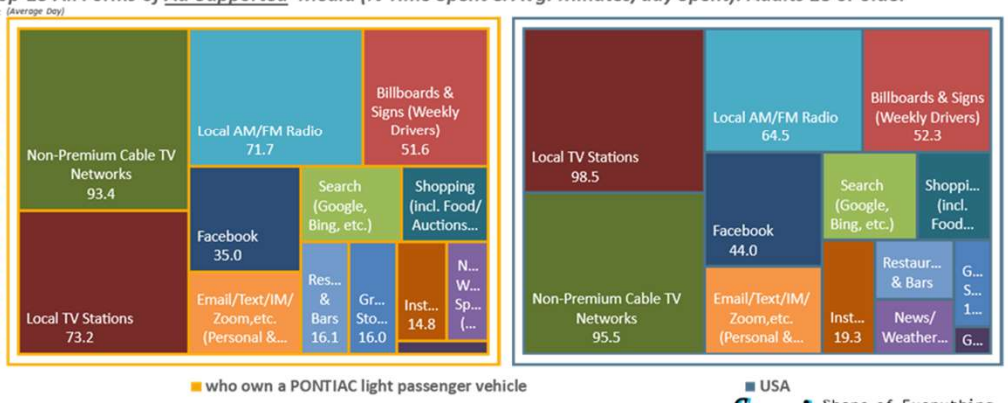
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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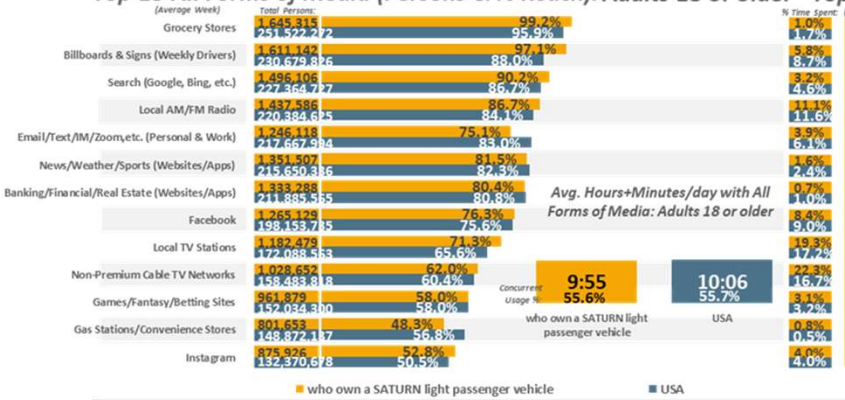
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Make of any vehicle (HHLD): PONTIAC

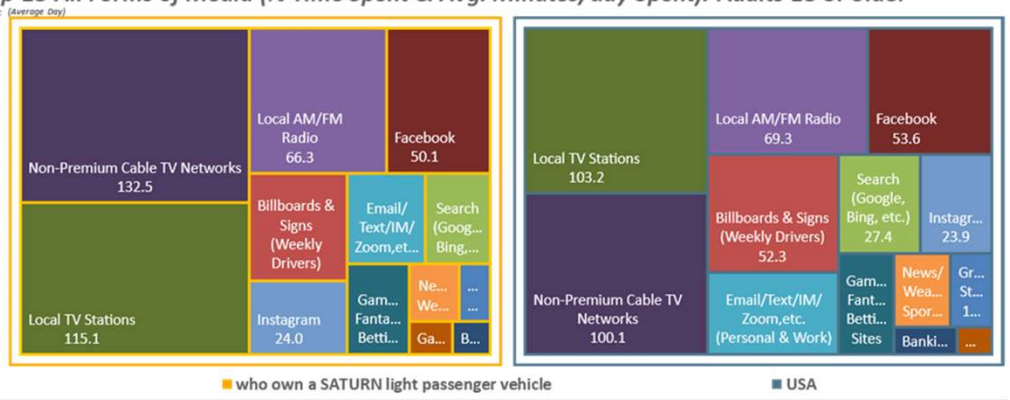


Adults 18 or older who own a SATURN light passenger vehicle spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

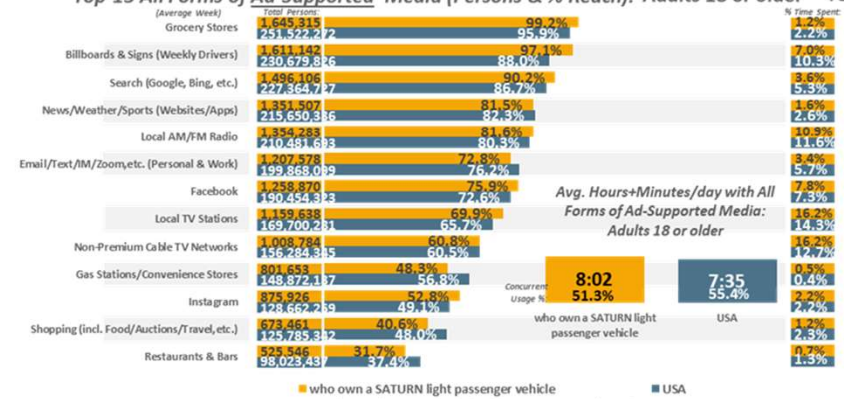
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



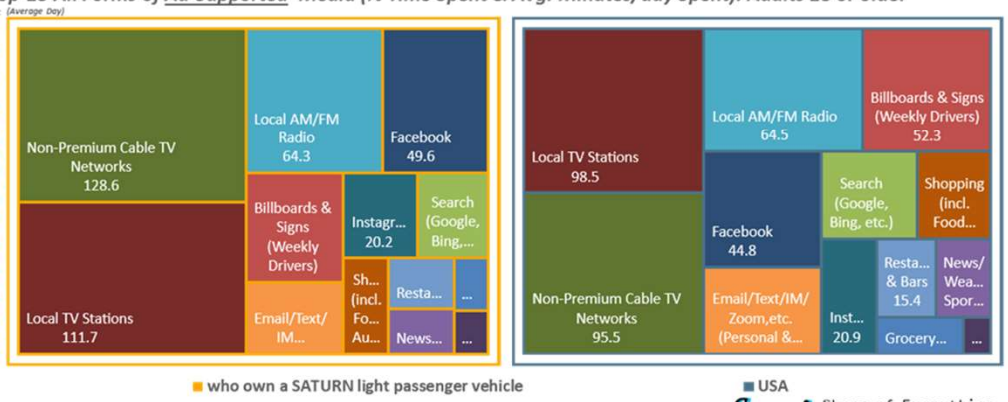
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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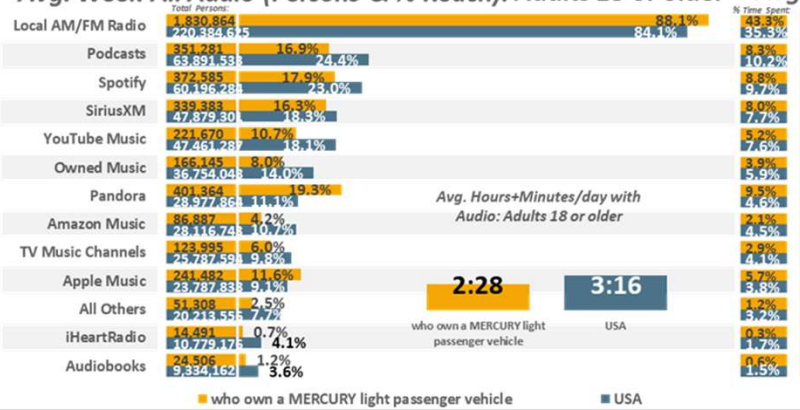
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Make of any vehicle (HHLD): SATURN

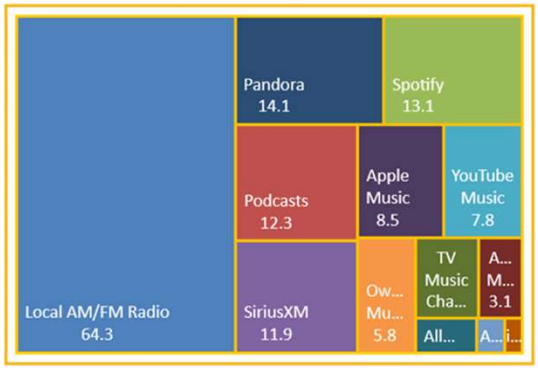


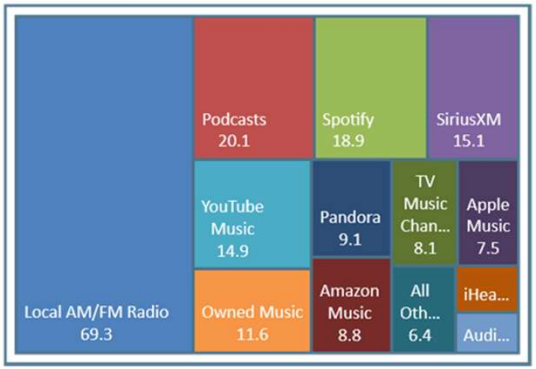
1,724,763 or 83.% of Adults 18 or older who own a MERCURY light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.

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

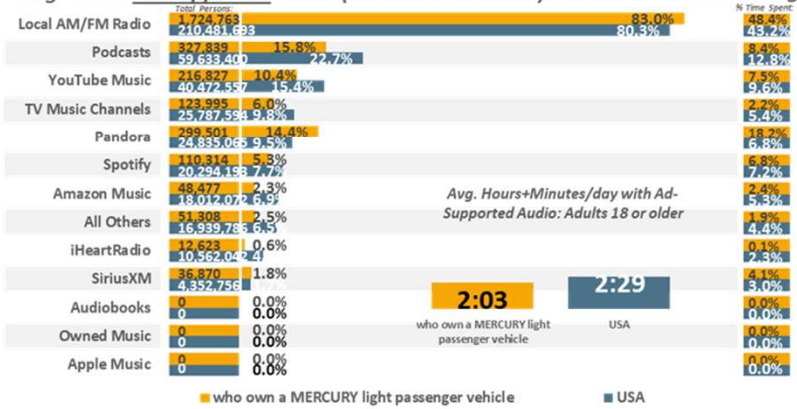


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

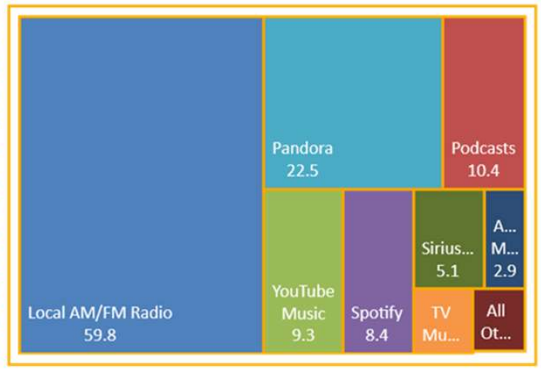


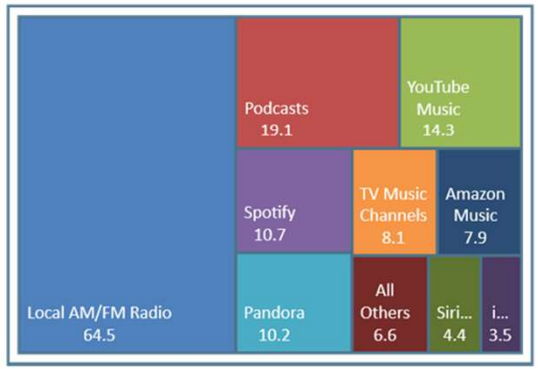


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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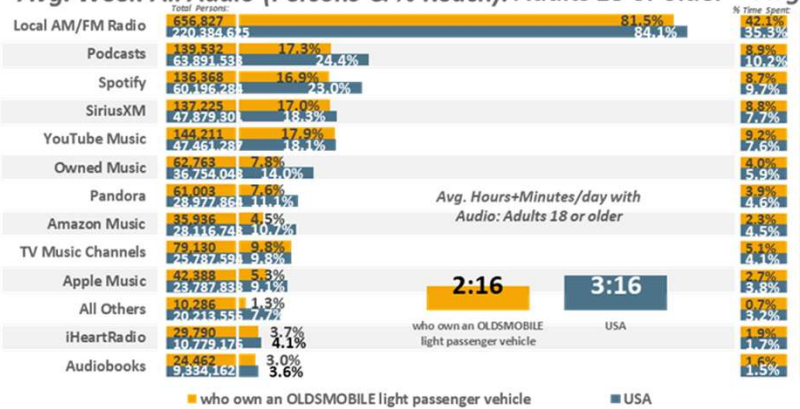
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Make of any vehicle (HHLD): MERCURY

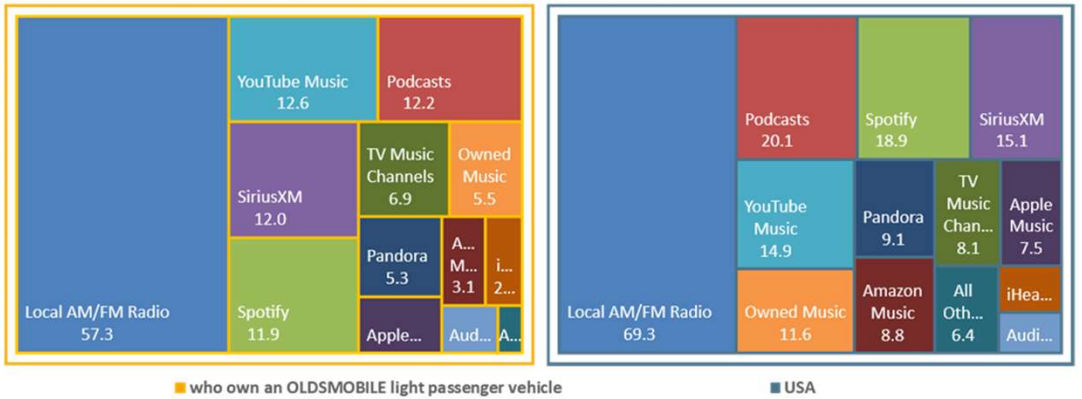


642,046 or 79.6% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 47.4% of all time spent daily with Ad-Supported Audio.

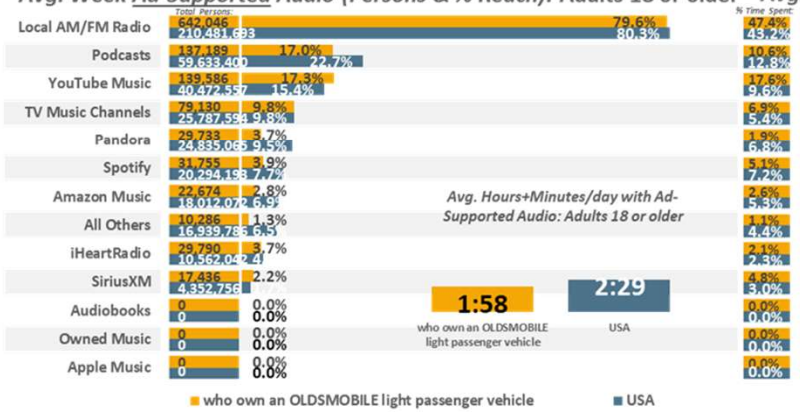
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



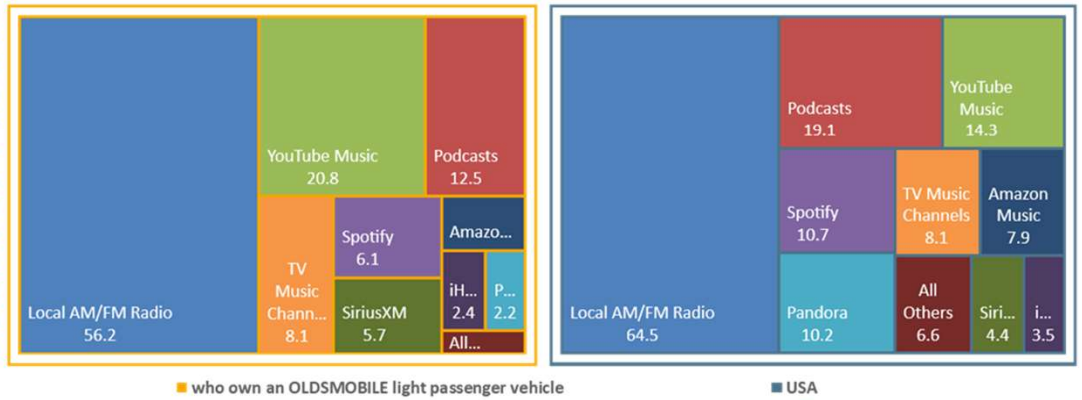
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

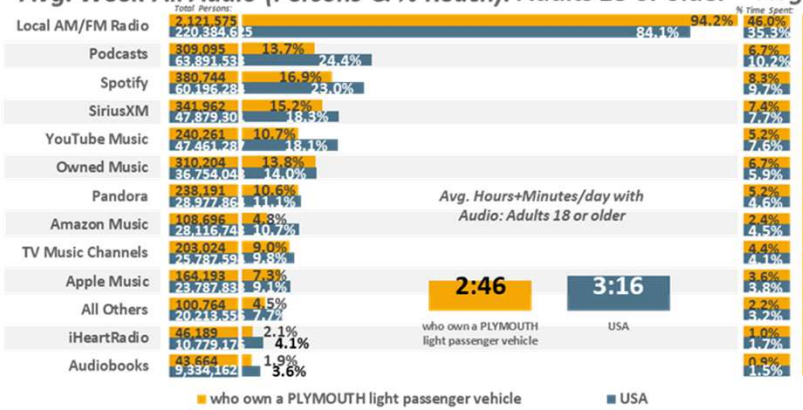
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Make of any vehicle (HHLD): OLDSMOBILE

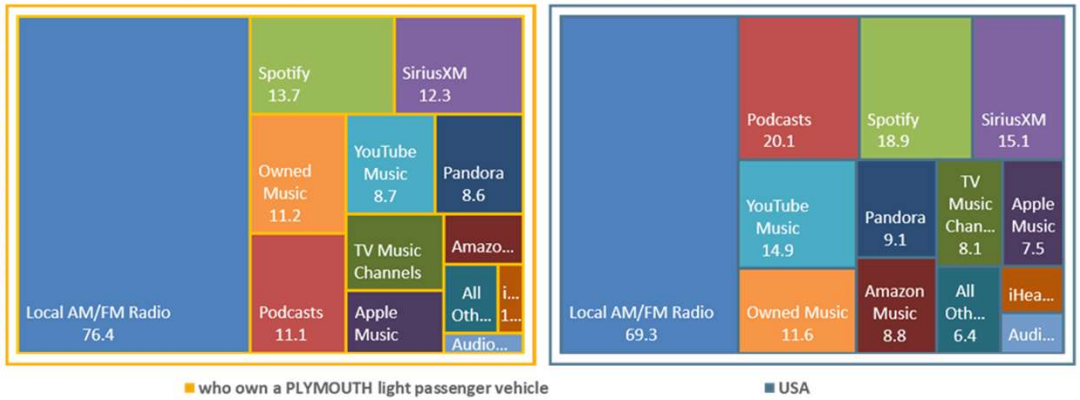


2,034,361 or 90.3% of Adults 18 or older who own a PLYMOUTH light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 53.9% of all time spent daily with Ad-Supported Audio.

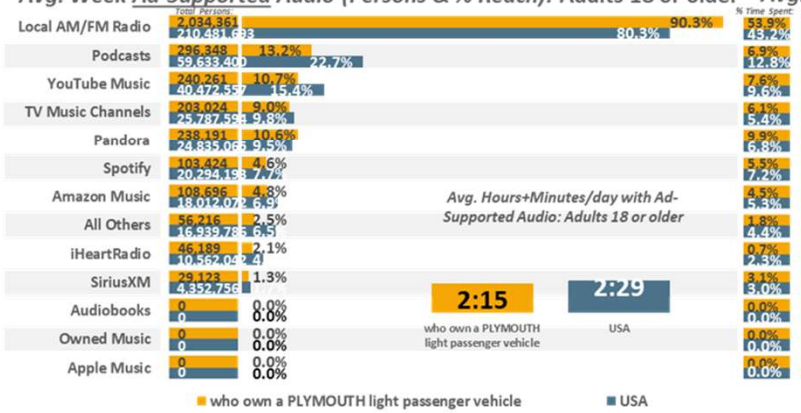
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



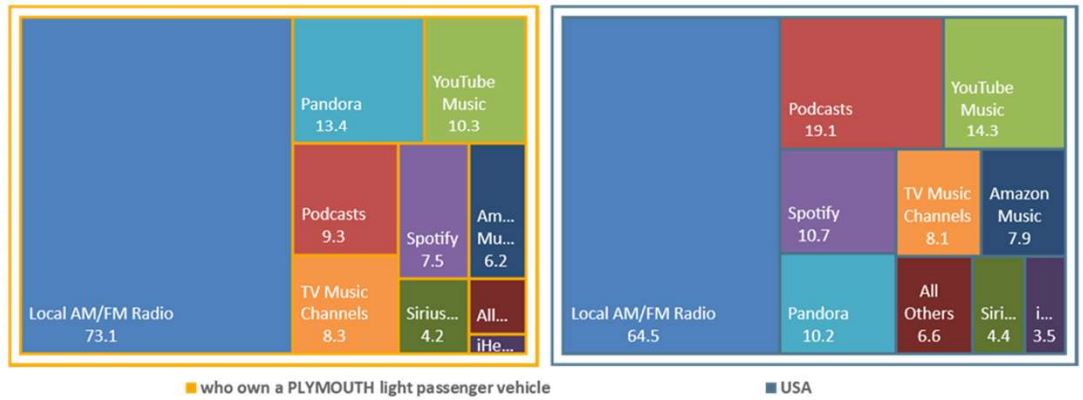
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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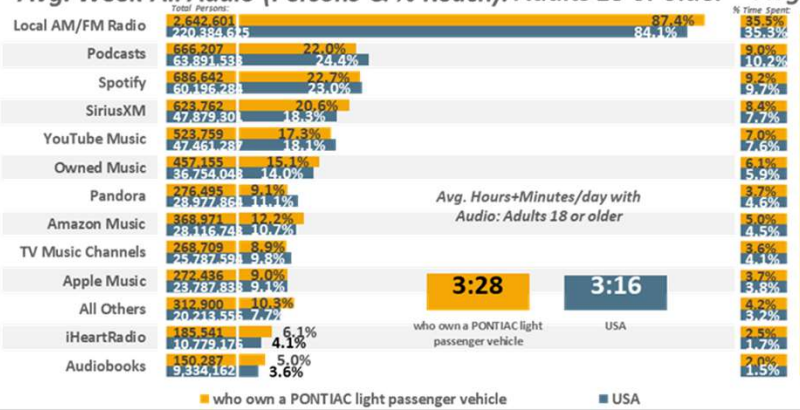
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Make of any vehicle (HHLD): PLYMOUTH

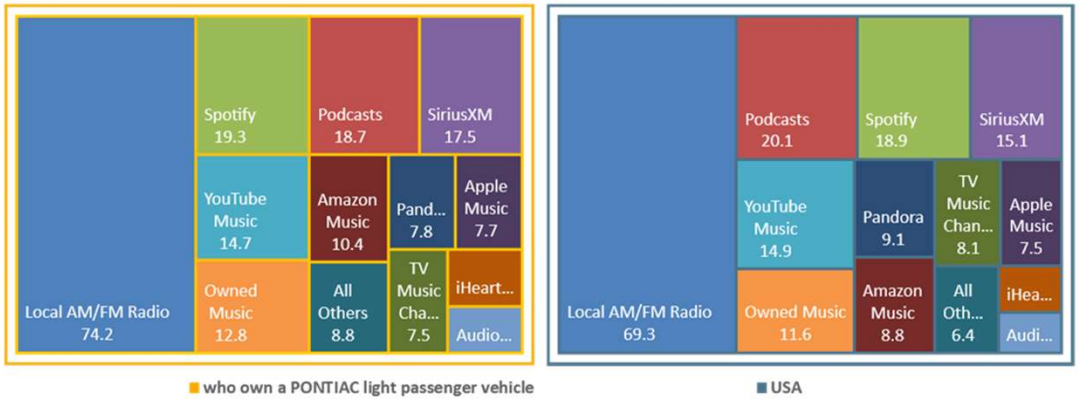


2,538,046 or 83.9% of Adults 18 or older who own a PONTIAC light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 46.1% of all time spent daily with Ad-Supported Audio.

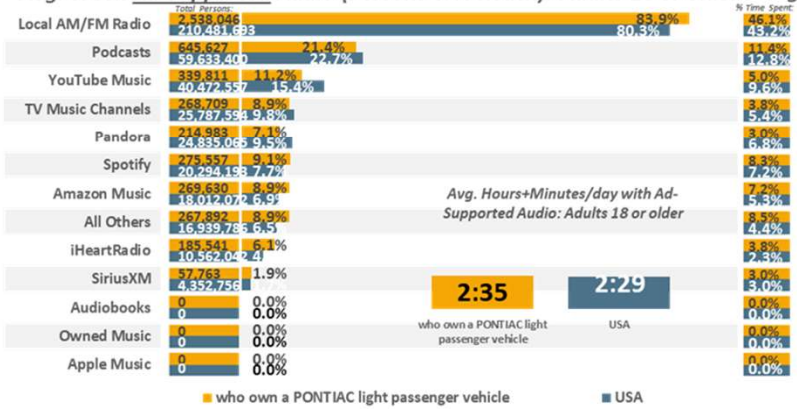
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



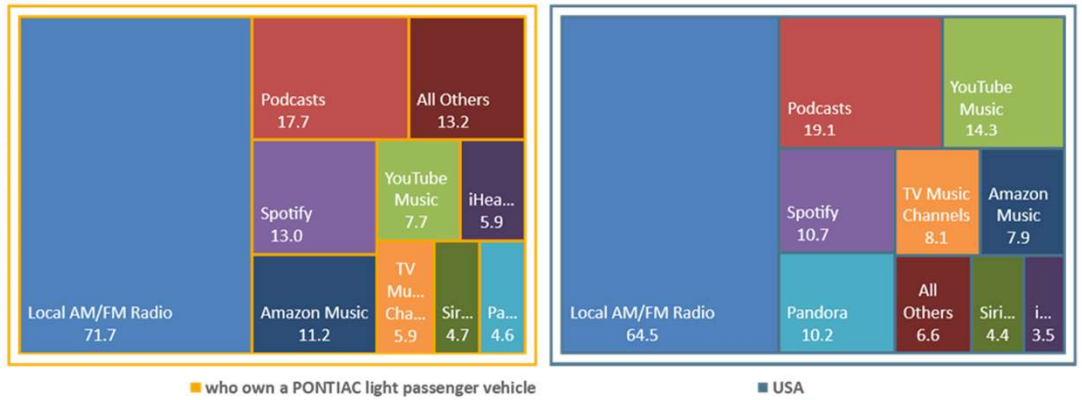
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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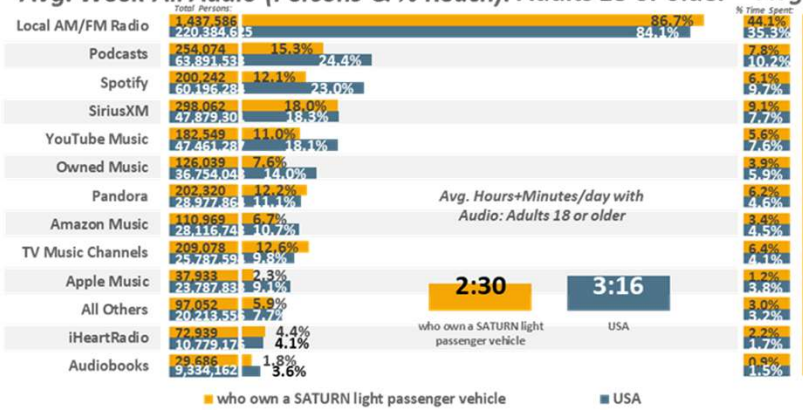
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Make of any vehicle (HHLD): PONTIAC

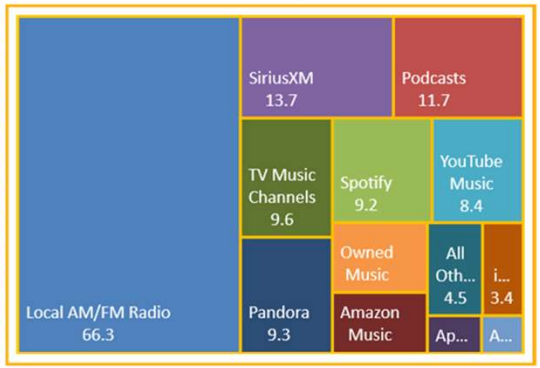


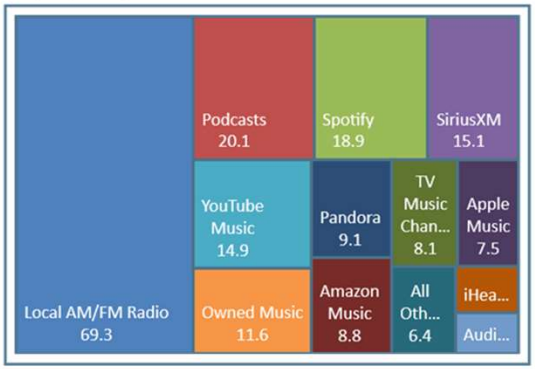
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Avg. Week All Audio (Persons & % Reach): Adults 18 or older

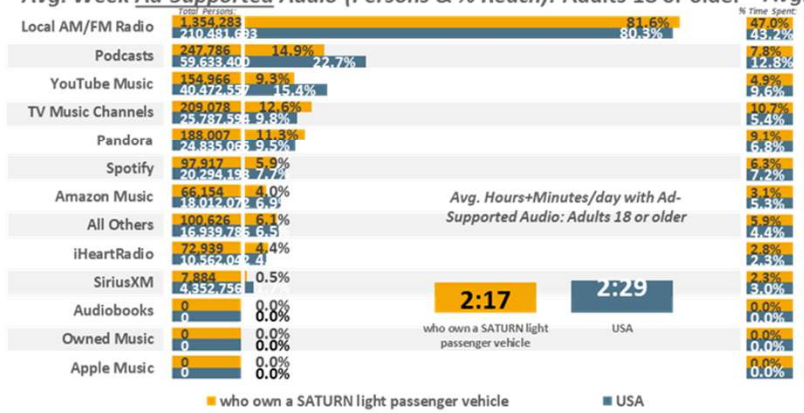


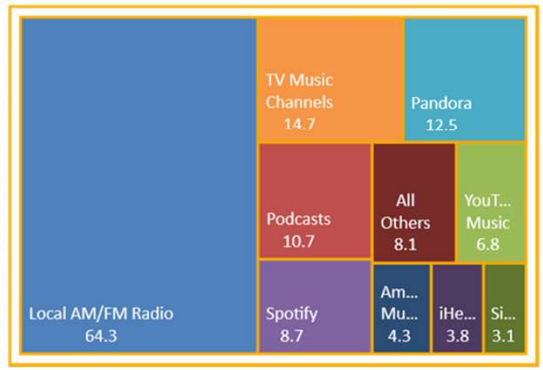
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

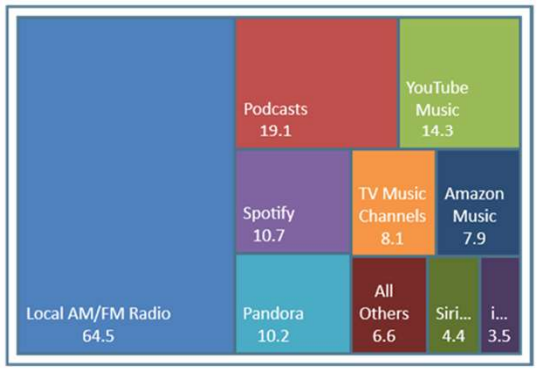




Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older







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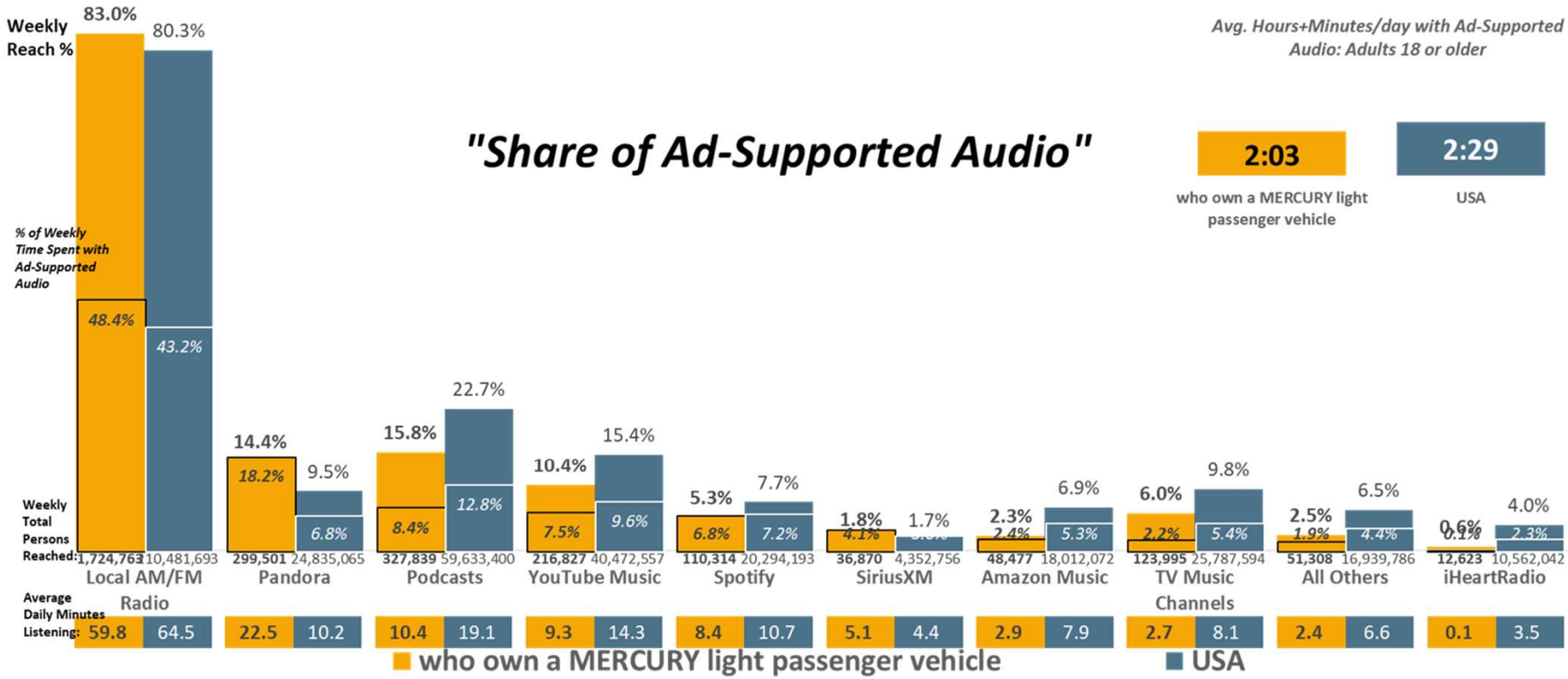
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Make of any vehicle (HHLD): SATURN



1,724,763 or 83.% of Adults 18 or older who own a MERCURY light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 48.4% of all time spent daily with Ad-Supported Audio.

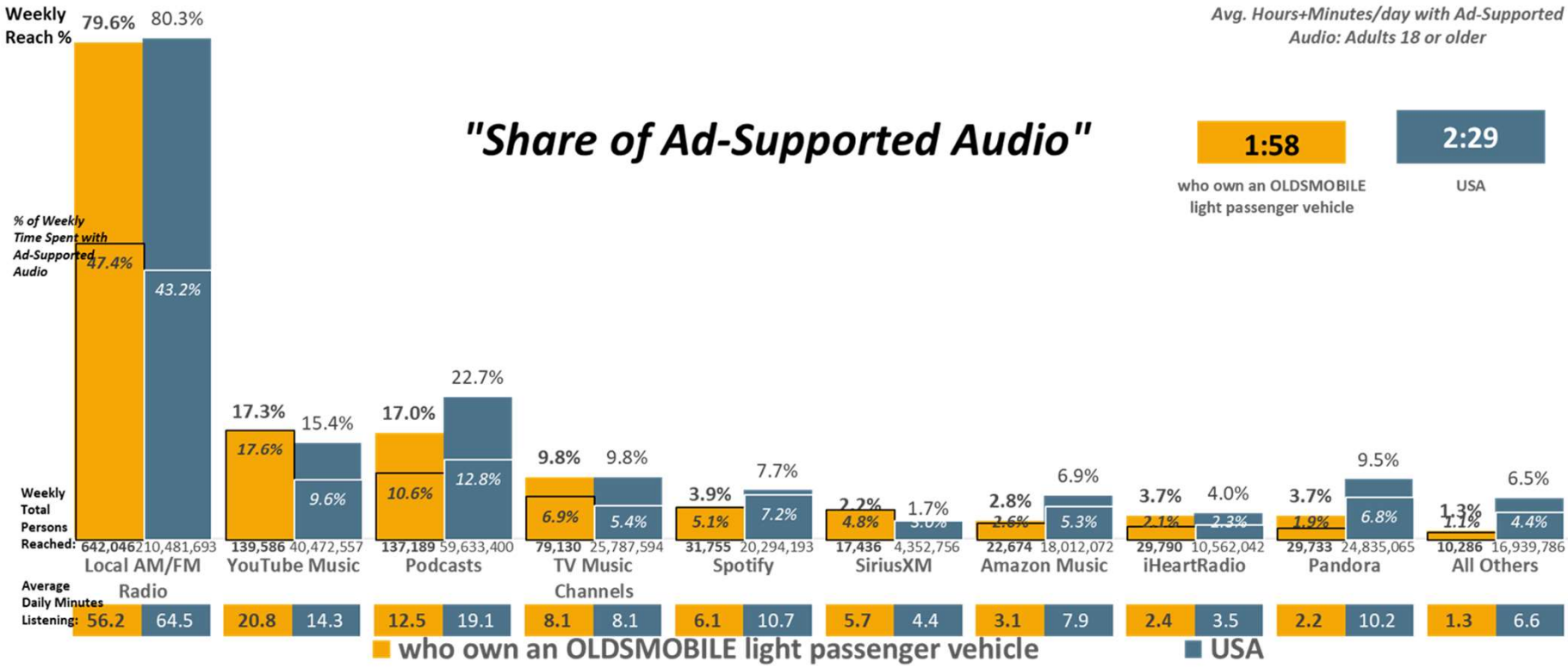


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Make of any vehicle (HHLD): MERCURY



642,046 or 79.6% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 47.4% of all time spent daily with Ad-Supported Audio.



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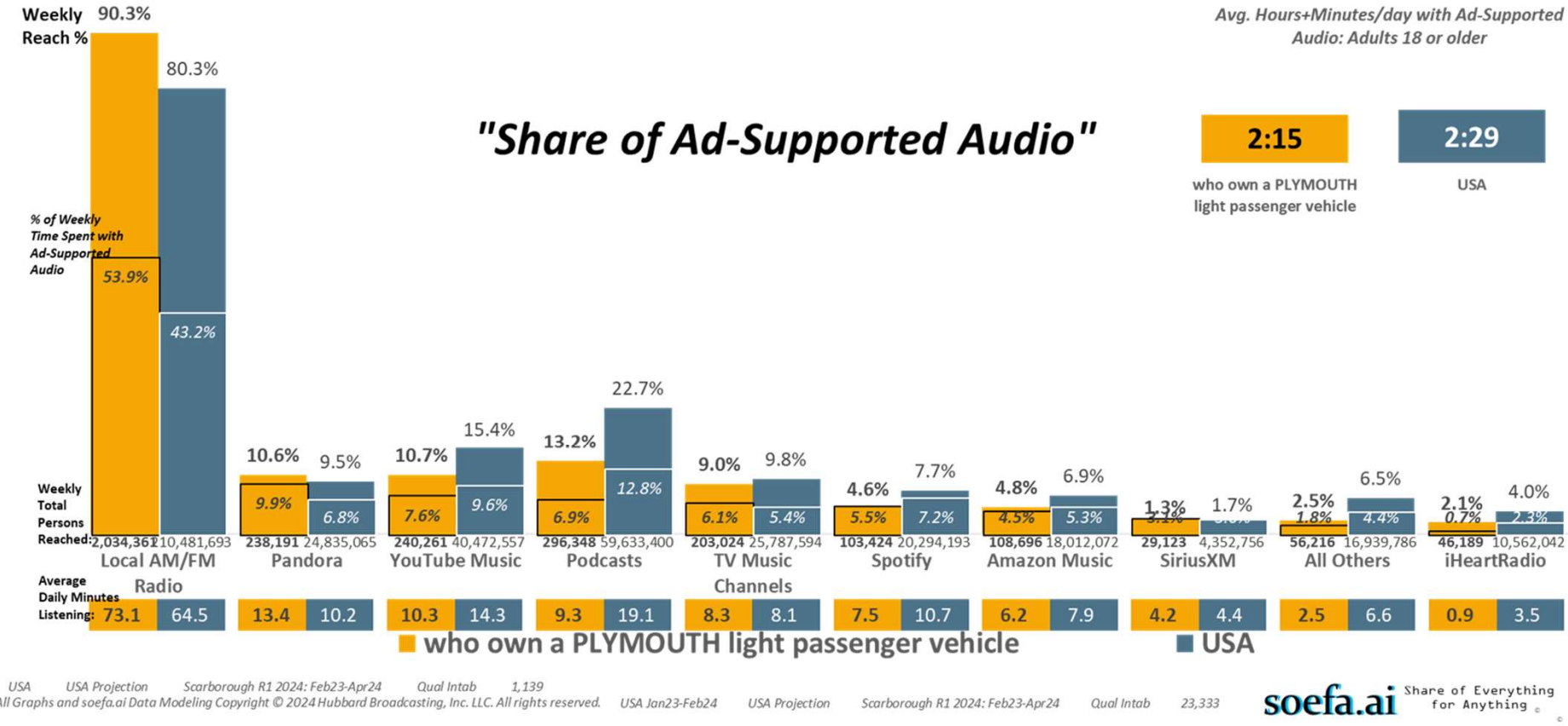
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Make of any vehicle (HHLD): OLDSMOBILE



2,034,361 or 90.3% of Adults 18 or older who own a PLYMOUTH light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 53.9% of all time spent daily with Ad-Supported Audio.



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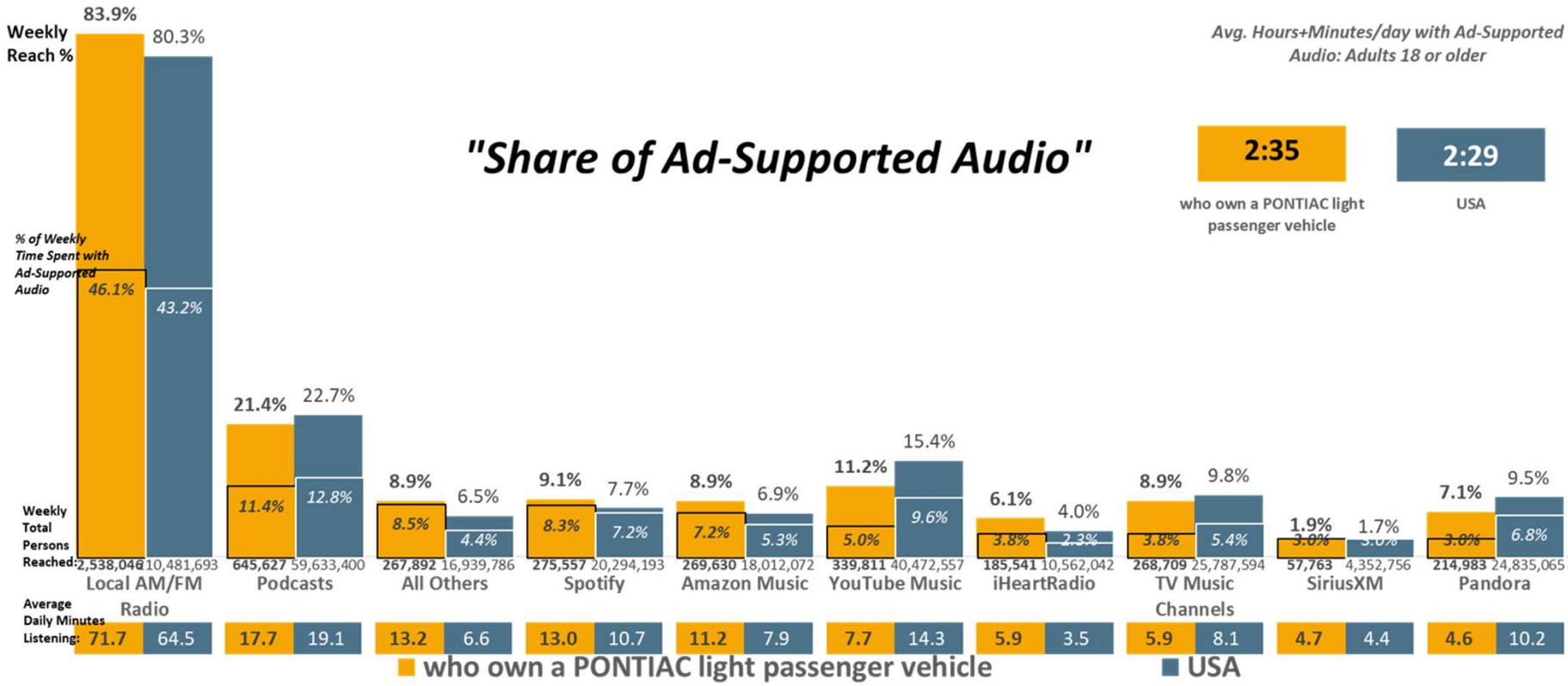
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Make of any vehicle (HHLD): PLYMOUTH



2,538,046 or 83.9% of Adults 18 or older who own a PONTIAC light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 46.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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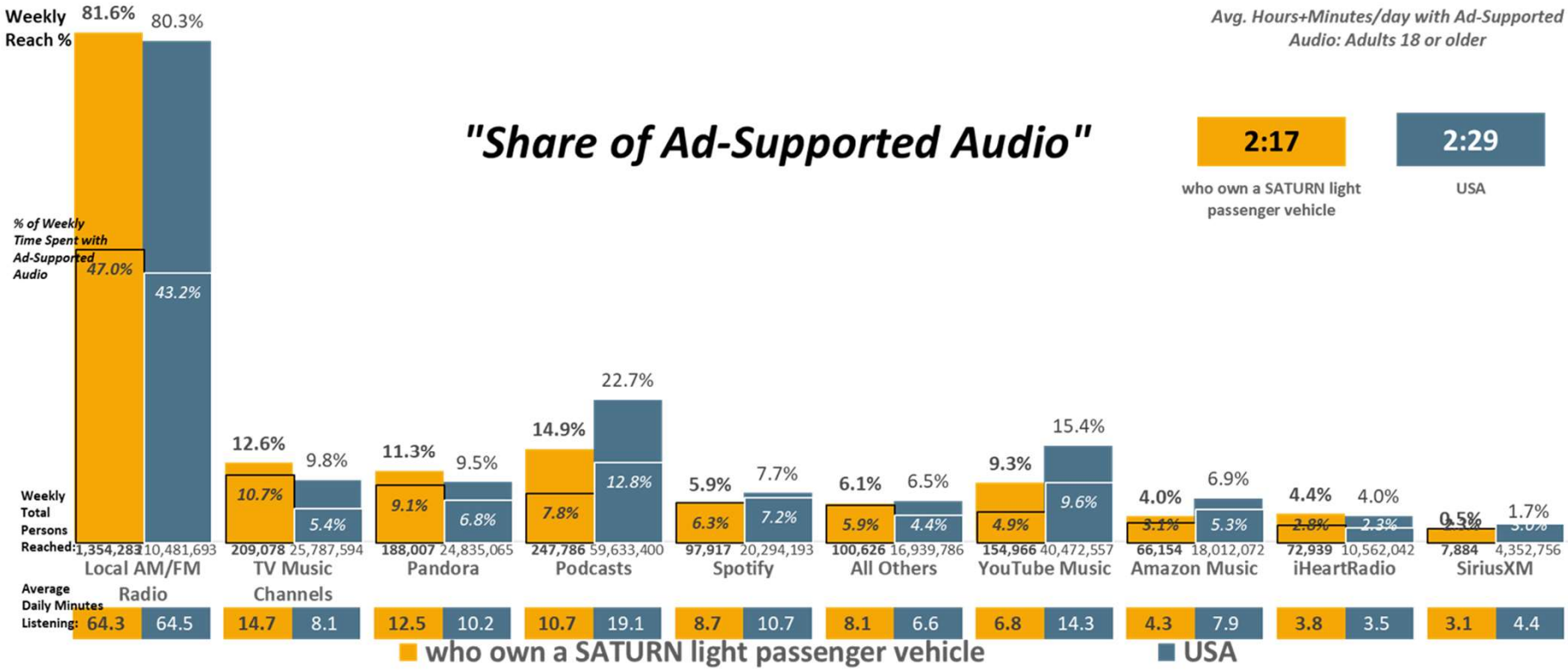
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Make of any vehicle (HHLD): PONTIAC



1,354,283 or 81.6% of Adults 18 or older who own a SATURN light passenger vehicle listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 47.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	TV Music Channels	Pandora	Podcasts	Spotify	All Others	YouTube Music	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach % (who own a SATURN light passenger vehicle)	81.6%	12.6%	11.3%	14.9%	5.9%	6.1%	9.3%	4.0%	4.4%	0.5%
Weekly Reach % (USA)	80.3%	9.8%	9.5%	22.7%	7.7%	6.5%	15.4%	6.9%	4.0%	1.7%
% of Weekly Time Spent with Ad-Supported Audio (who own a SATURN light passenger vehicle)	47.0%	10.7%	9.1%	7.8%	6.3%	5.9%	4.9%	3.1%	2.8%	2.3%
% of Weekly Time Spent with Ad-Supported Audio (USA)	43.2%	5.4%	6.8%	12.8%	7.2%	4.4%	9.6%	5.3%	2.3%	3.0%
Weekly Total Persons Reached (who own a SATURN light passenger vehicle)	1,354,283	209,078	188,007	247,786	97,917	100,626	154,966	66,154	72,939	7,884
Weekly Total Persons Reached (USA)	10,481,693	25,787,594	24,835,065	59,633,400	20,294,193	16,939,786	40,472,557	18,012,072	10,562,042	4,352,756
Average Daily Minutes Listening (who own a SATURN light passenger vehicle)	64.3	14.7	12.5	10.7	8.7	8.1	6.8	4.3	3.8	3.1
Average Daily Minutes Listening (USA)	64.5	8.1	10.2	19.1	10.7	6.6	14.3	7.9	3.5	4.4

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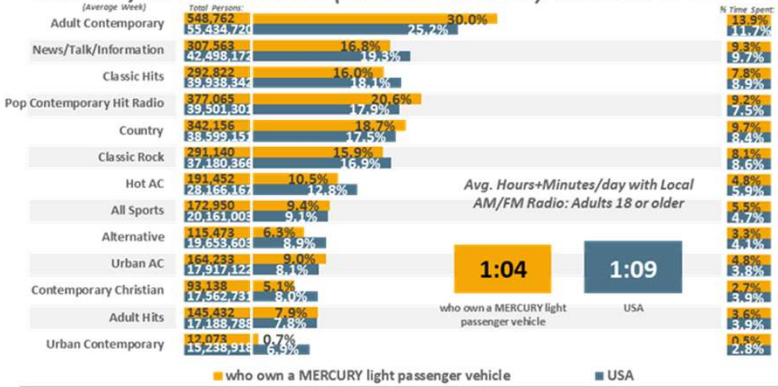
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Make of any vehicle (HHLD): SATURN

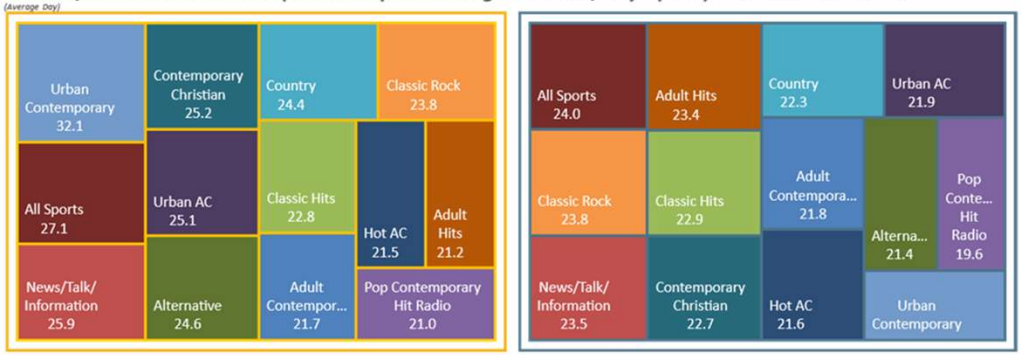


1,724,763 or 83.% of Adults 18 or older who own a MERCURY light passenger vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

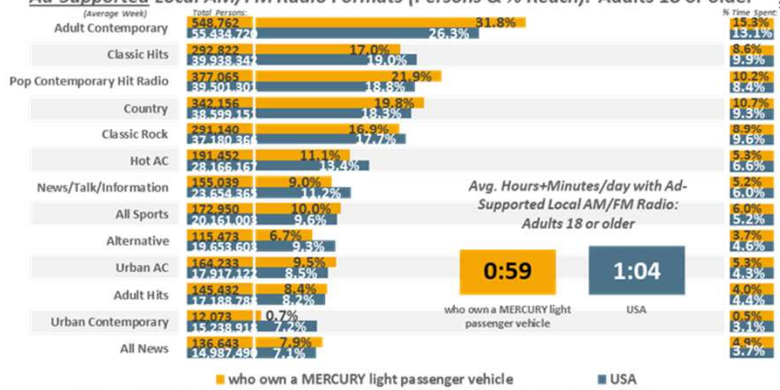
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



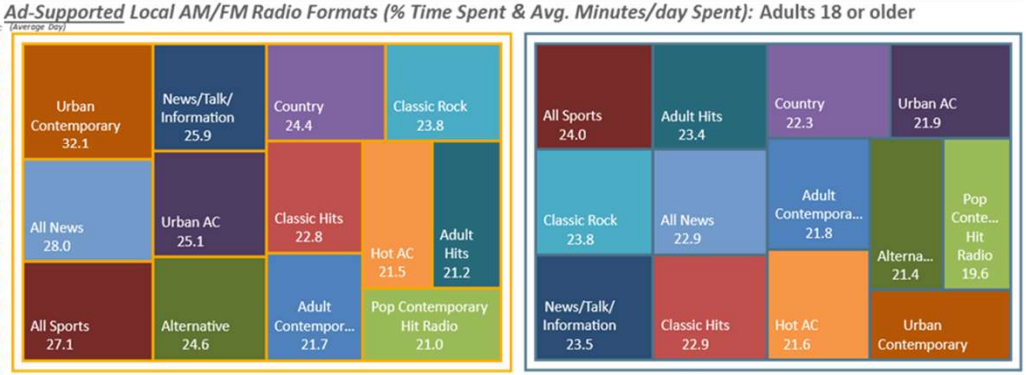
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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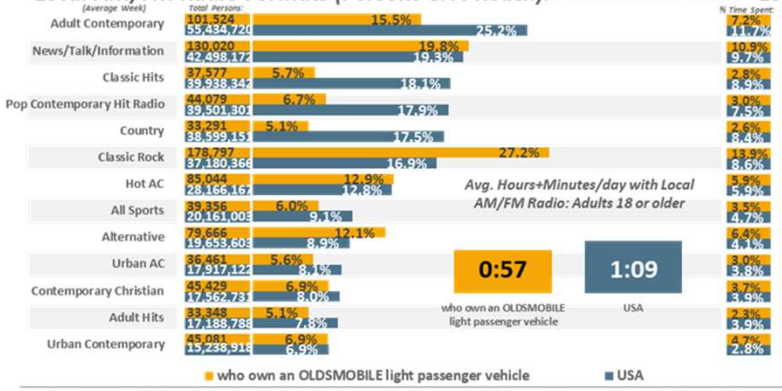
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Make of any vehicle (HHLD): MERCURY

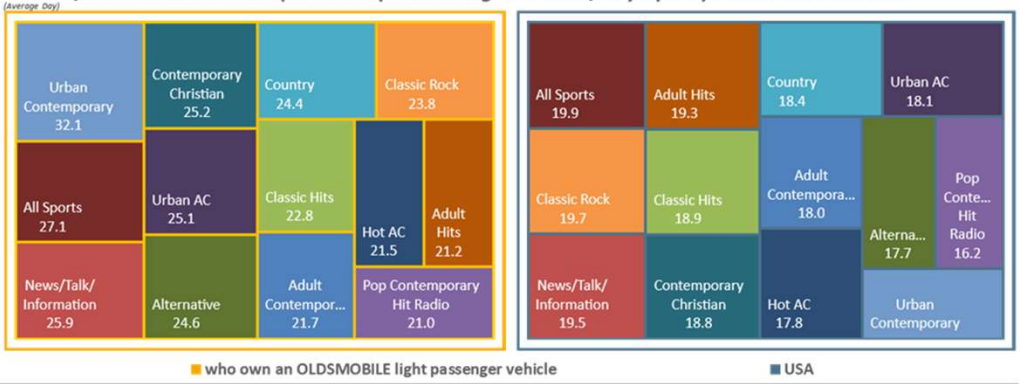


642,046 or 79.6% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Mexican Regional, News/Talk/Information, Adult Contemporary, and Hot AC.

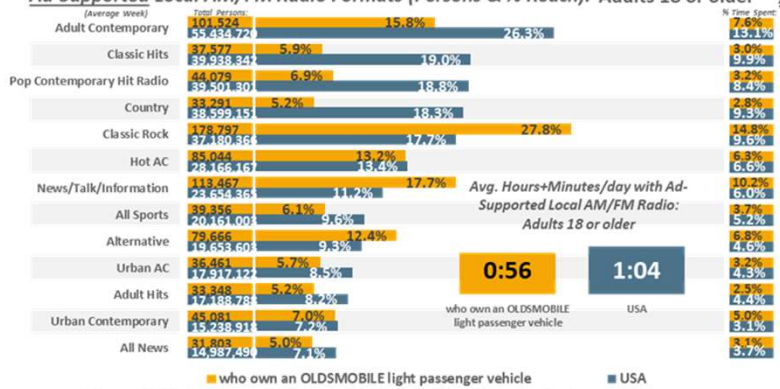
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



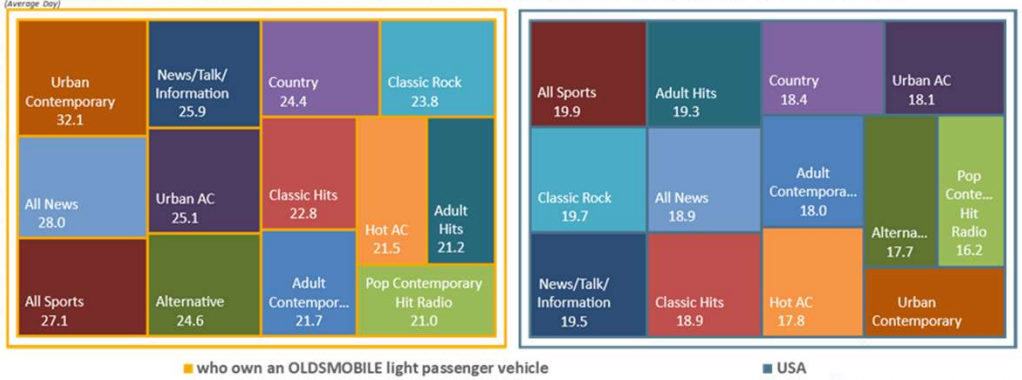
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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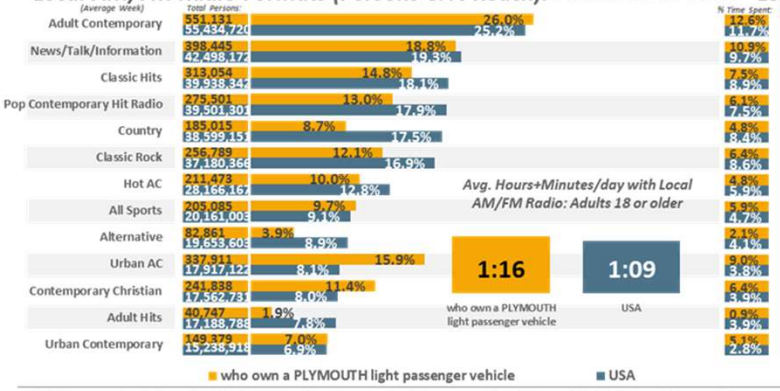
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Make of any vehicle (HHLD): OLDSMOBILE

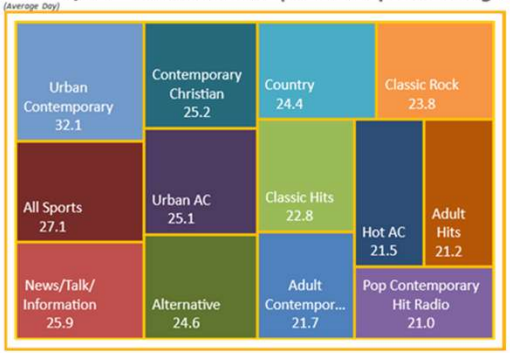


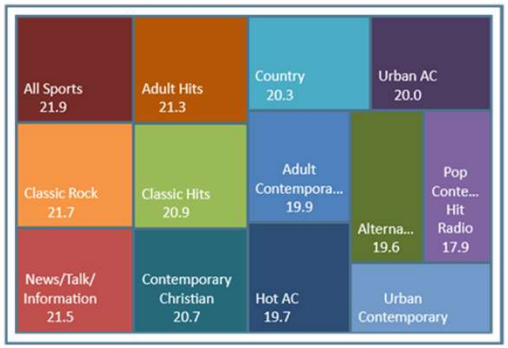
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Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

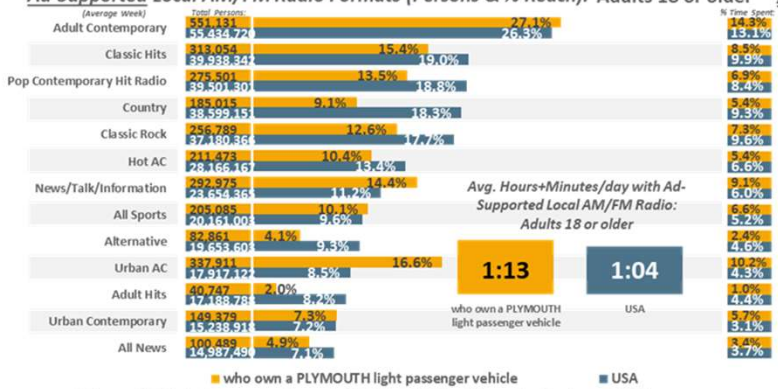


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

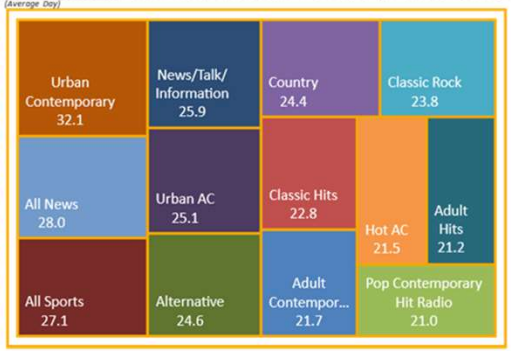


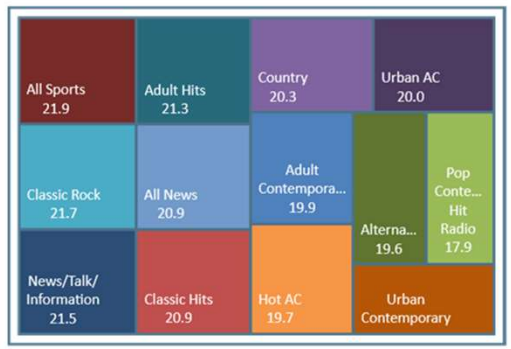


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

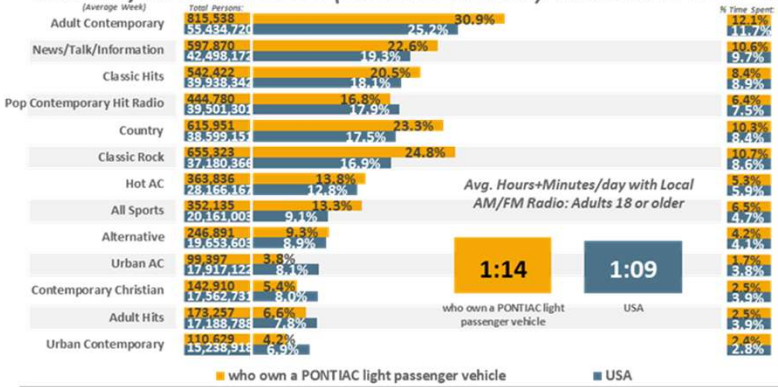
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Make of any vehicle (HHLD): PLYMOUTH

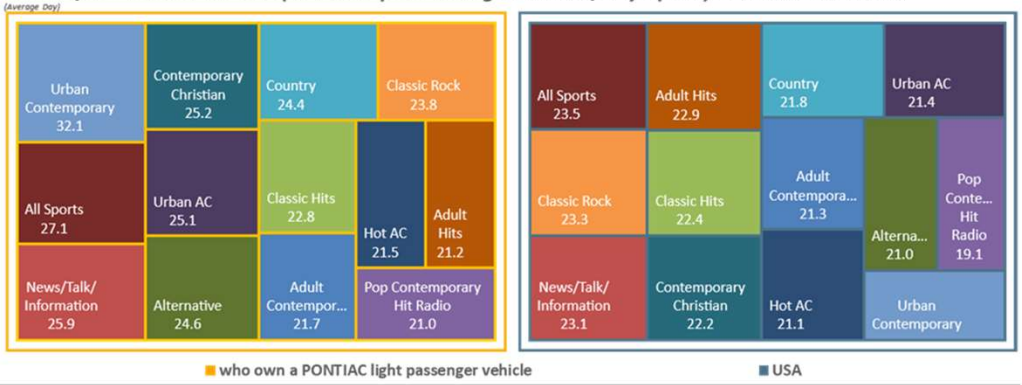


2,538,046 or 83.9% of Adults 18 or older who own a PONTIAC light passenger vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Classic Hits, and News/Talk/Information.

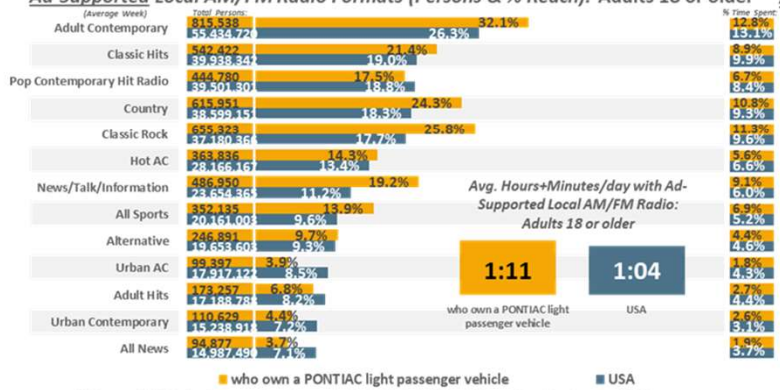
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



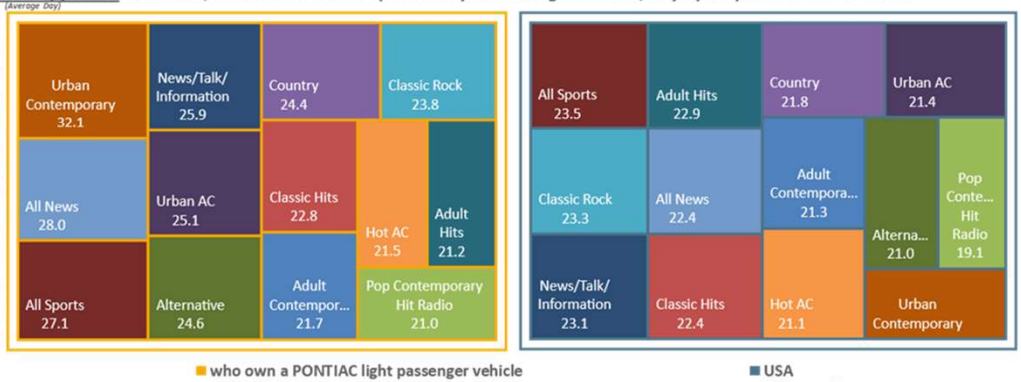
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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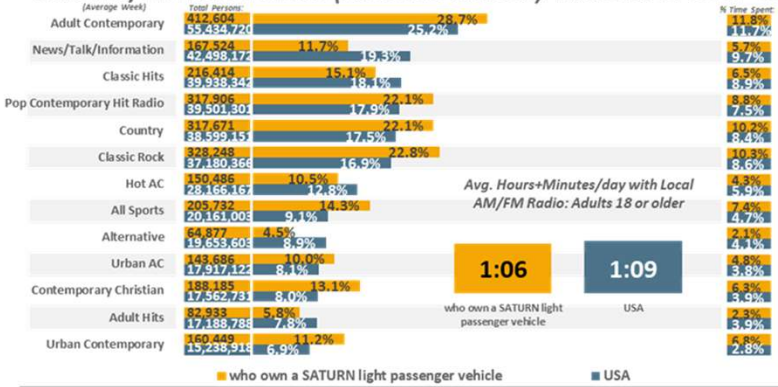
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Make of any vehicle (HHLD): PONTIAC

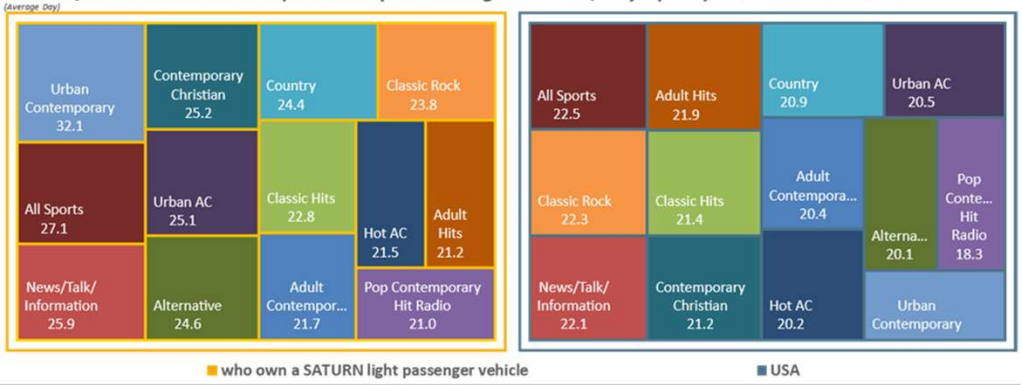


1,354,283 or 81.6% of Adults 18 or older who own a SATURN light passenger vehicle listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

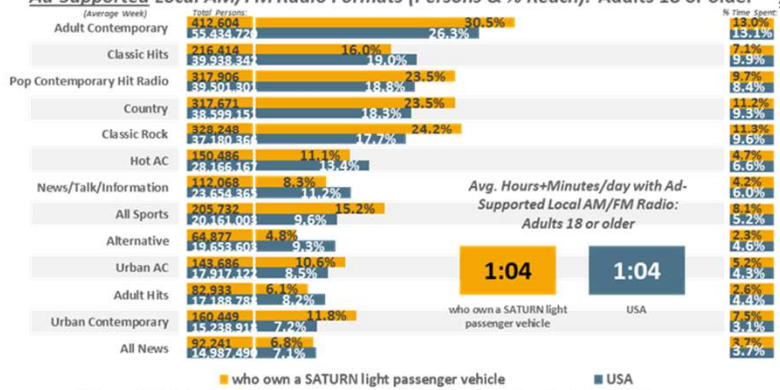
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



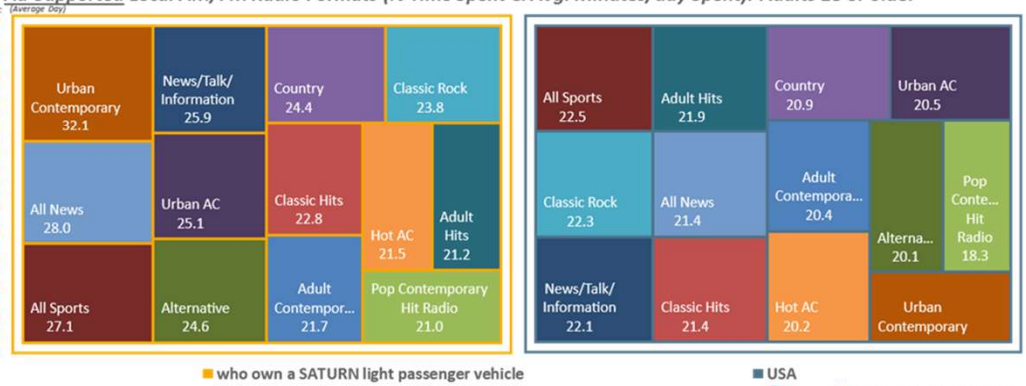
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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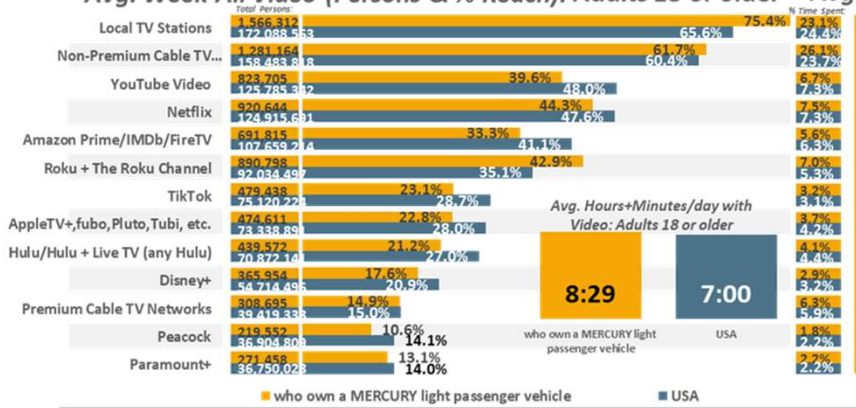
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Make of any vehicle (HHLD): SATURN

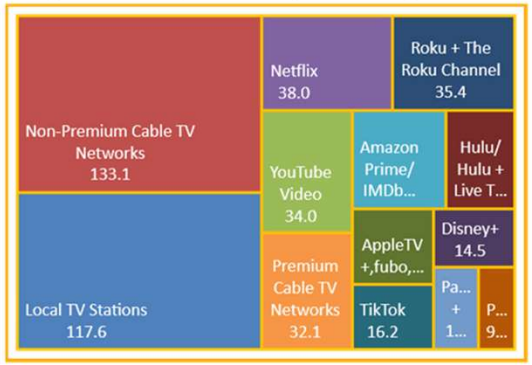


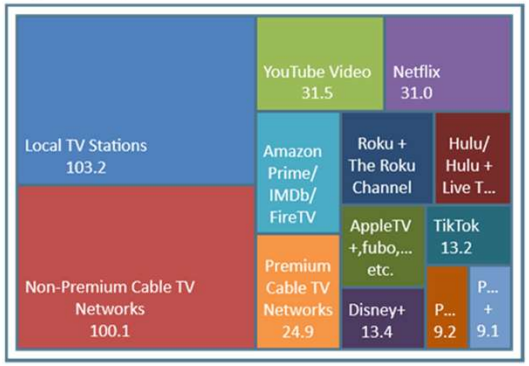
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Avg. Week All Video (Persons & % Reach): Adults 18 or older

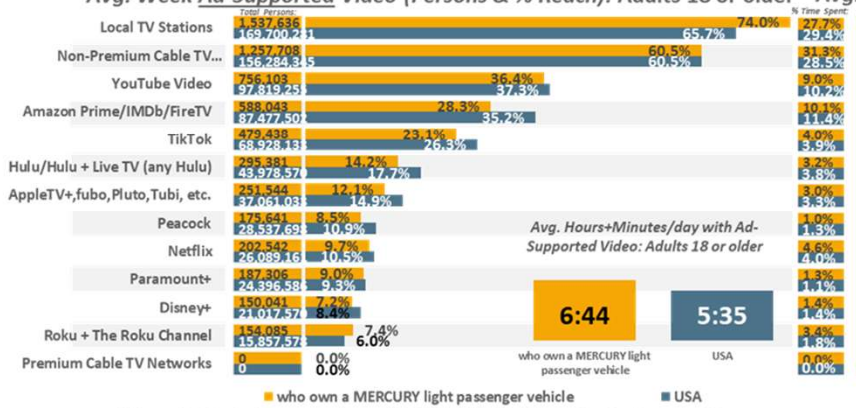


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

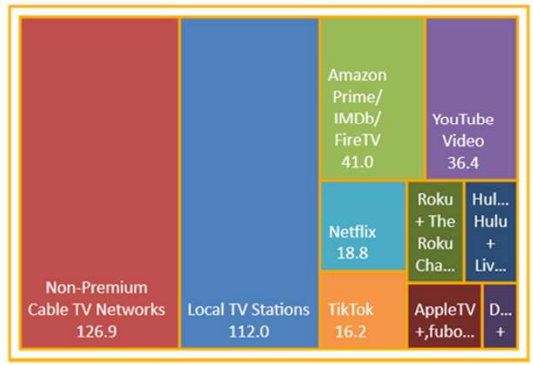


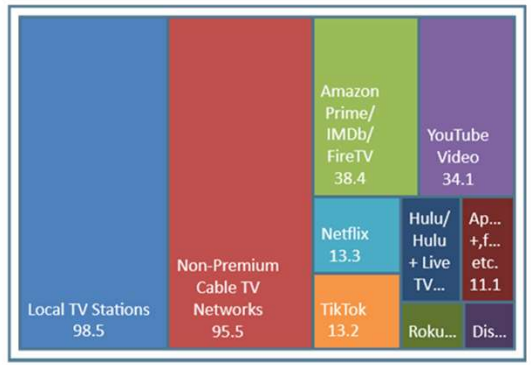


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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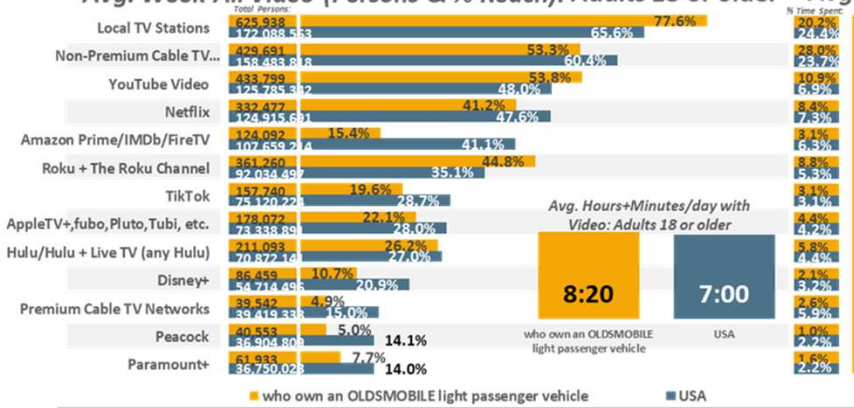
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Make of any vehicle (HHLD): MERCURY

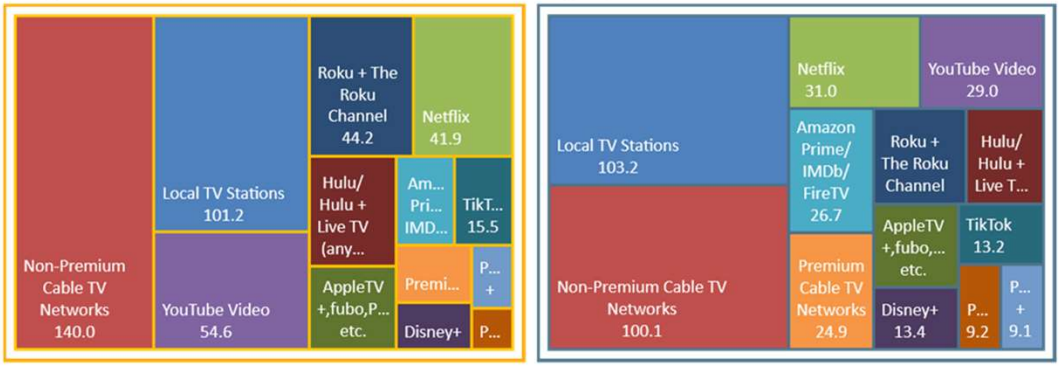


619,420 or 76.8% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle watch Ad-Supported Local TV Stations for an average of 97.4 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

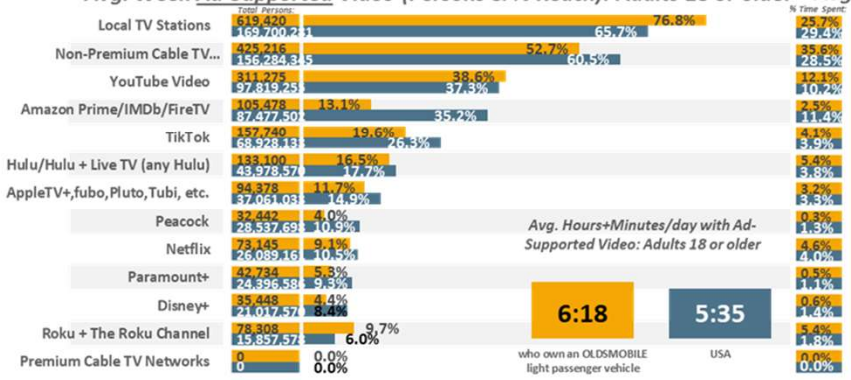
Avg. Week All Video (Persons & % Reach): Adults 18 or older



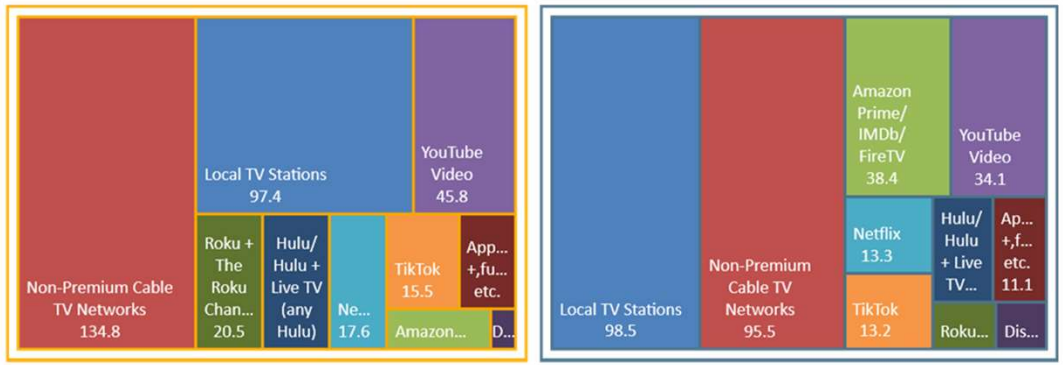
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Make of any vehicle (HHLD): OLDSMOBILE

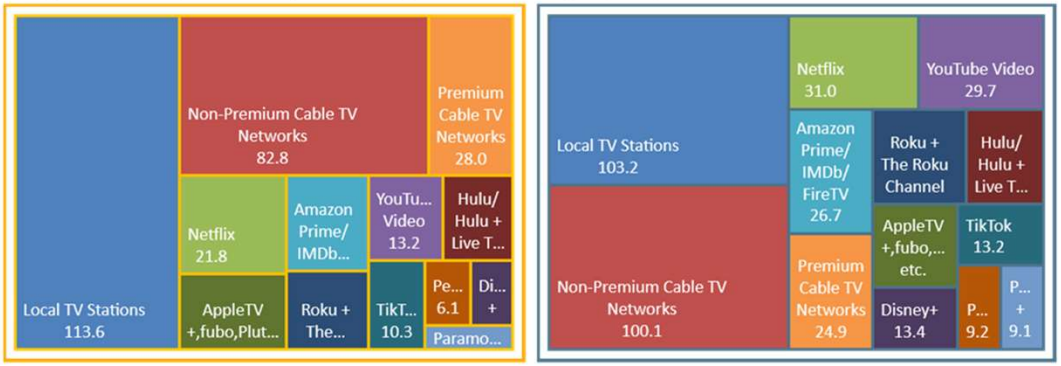


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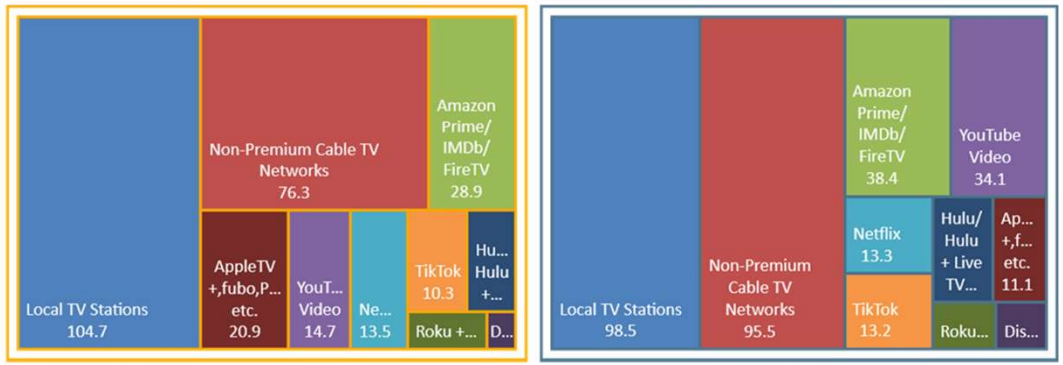
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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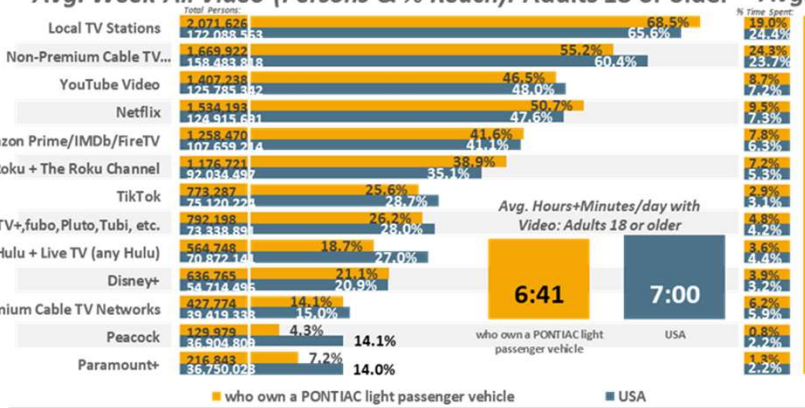
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Make of any vehicle (HHLD): PLYMOUTH

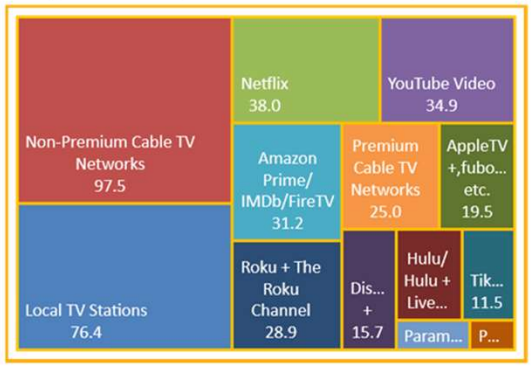


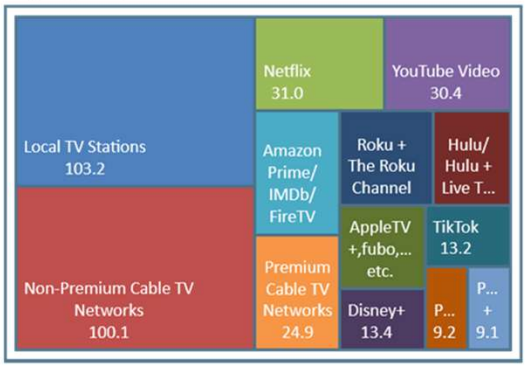
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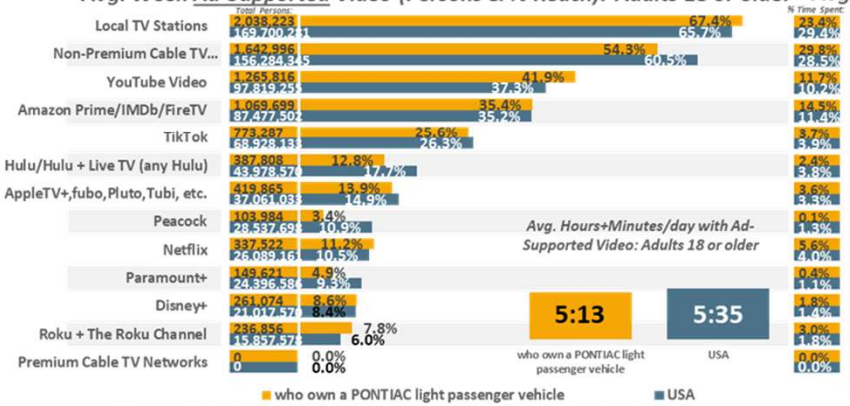
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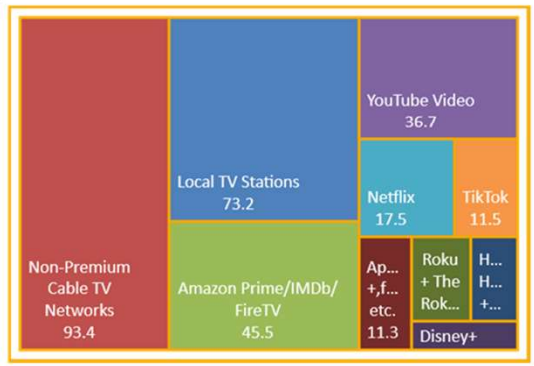


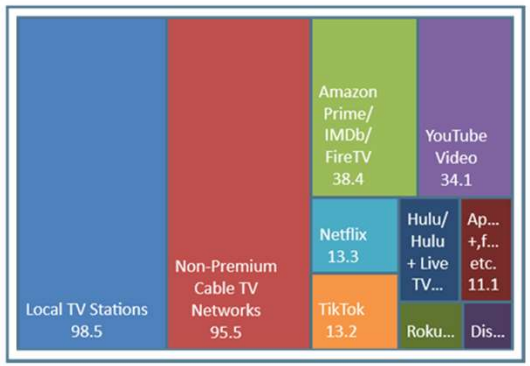
■ who own a PONTIAC light passenger vehicle ■ USA

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 own a PONTIAC light passenger vehicle ■ USA

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Make of any vehicle (HHLD): PONTIAC

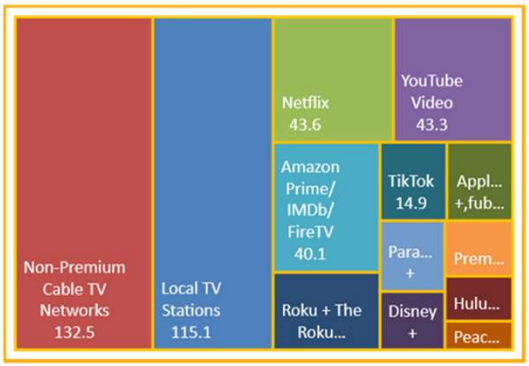


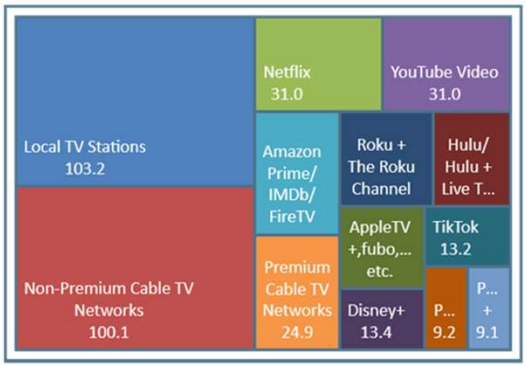
1,159,638 or 69.9% of Adults 18 or older who own a SATURN light passenger vehicle watch Ad-Supported Local TV Stations for an average of 111.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

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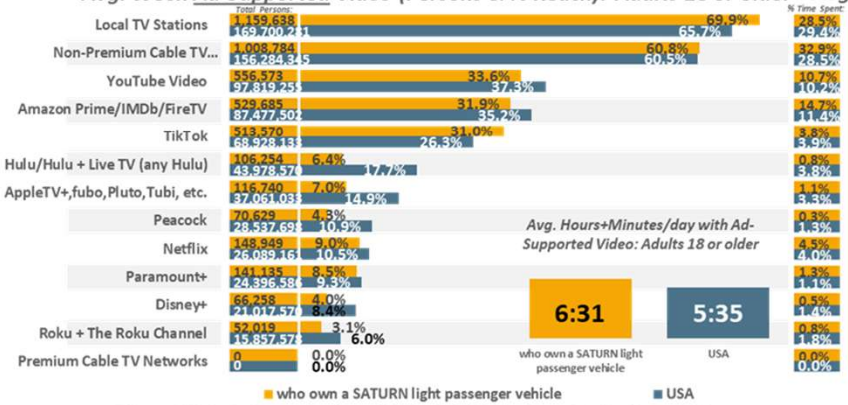
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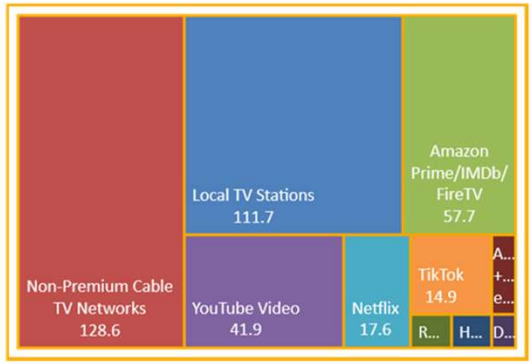


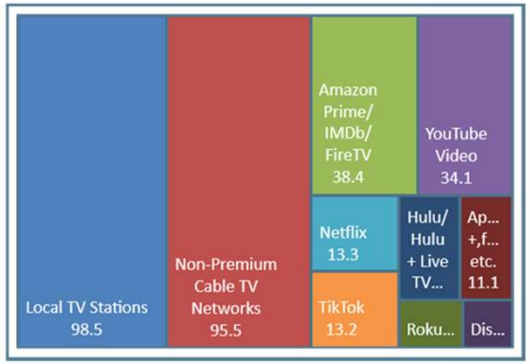
■ who own a SATURN light passenger vehicle ■ USA

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 own a SATURN light passenger vehicle ■ USA

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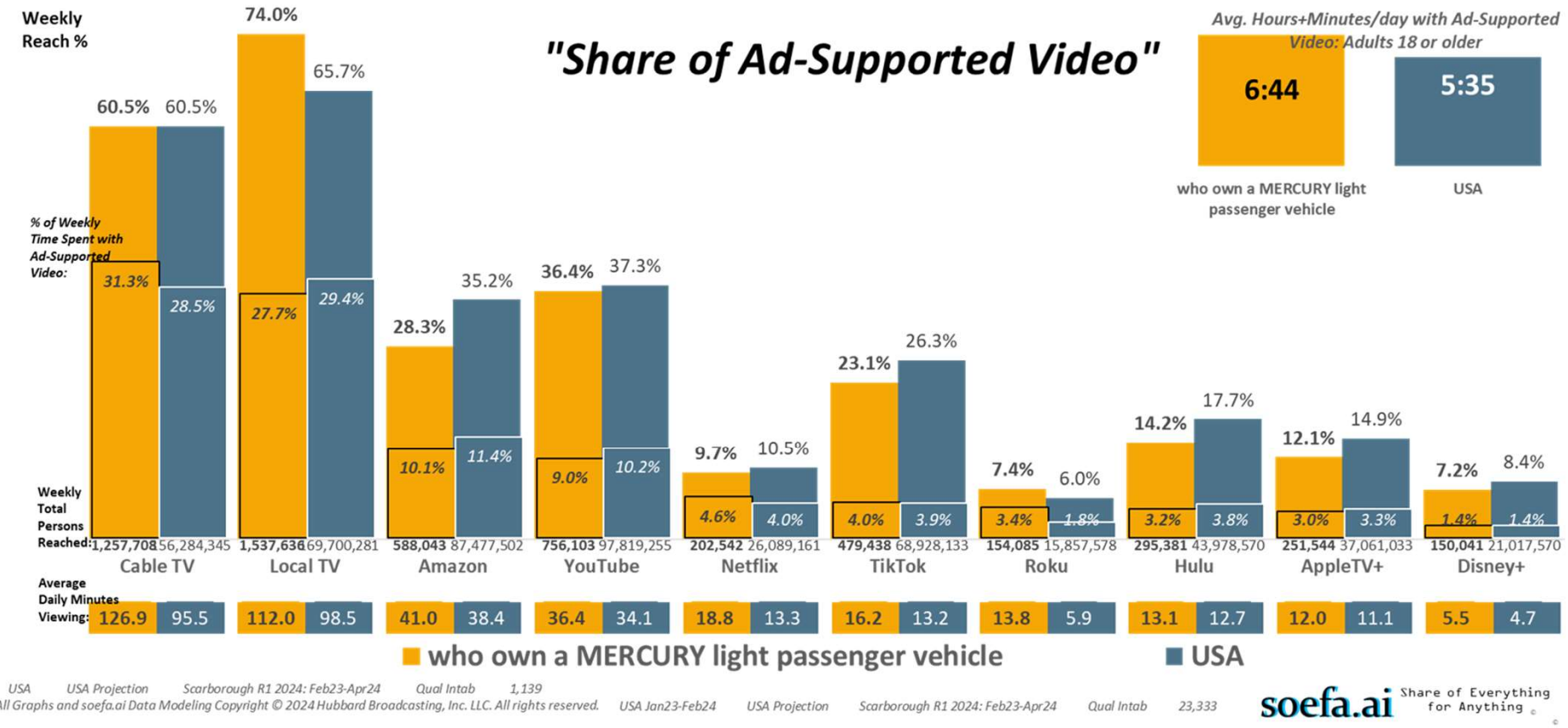
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Make of any vehicle (HHLD): SATURN



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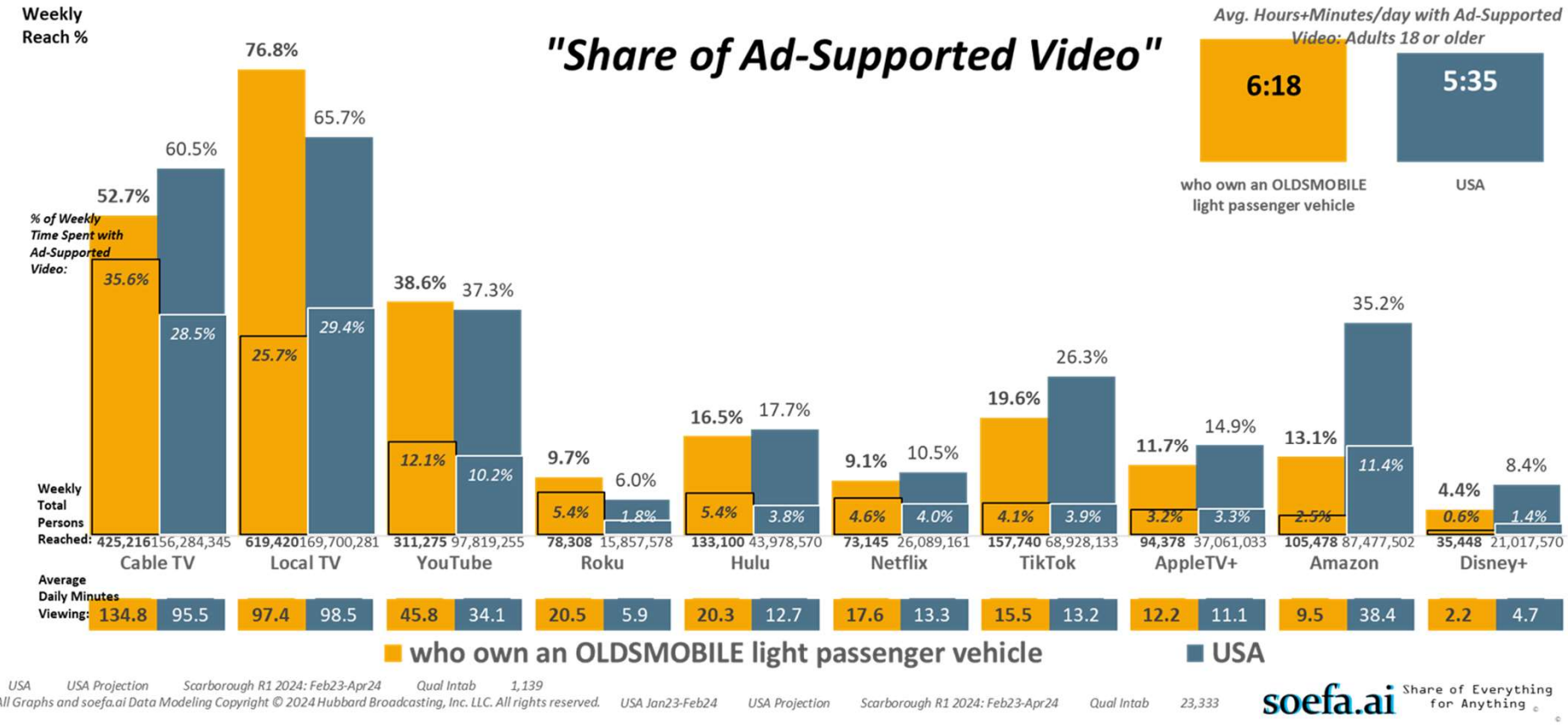
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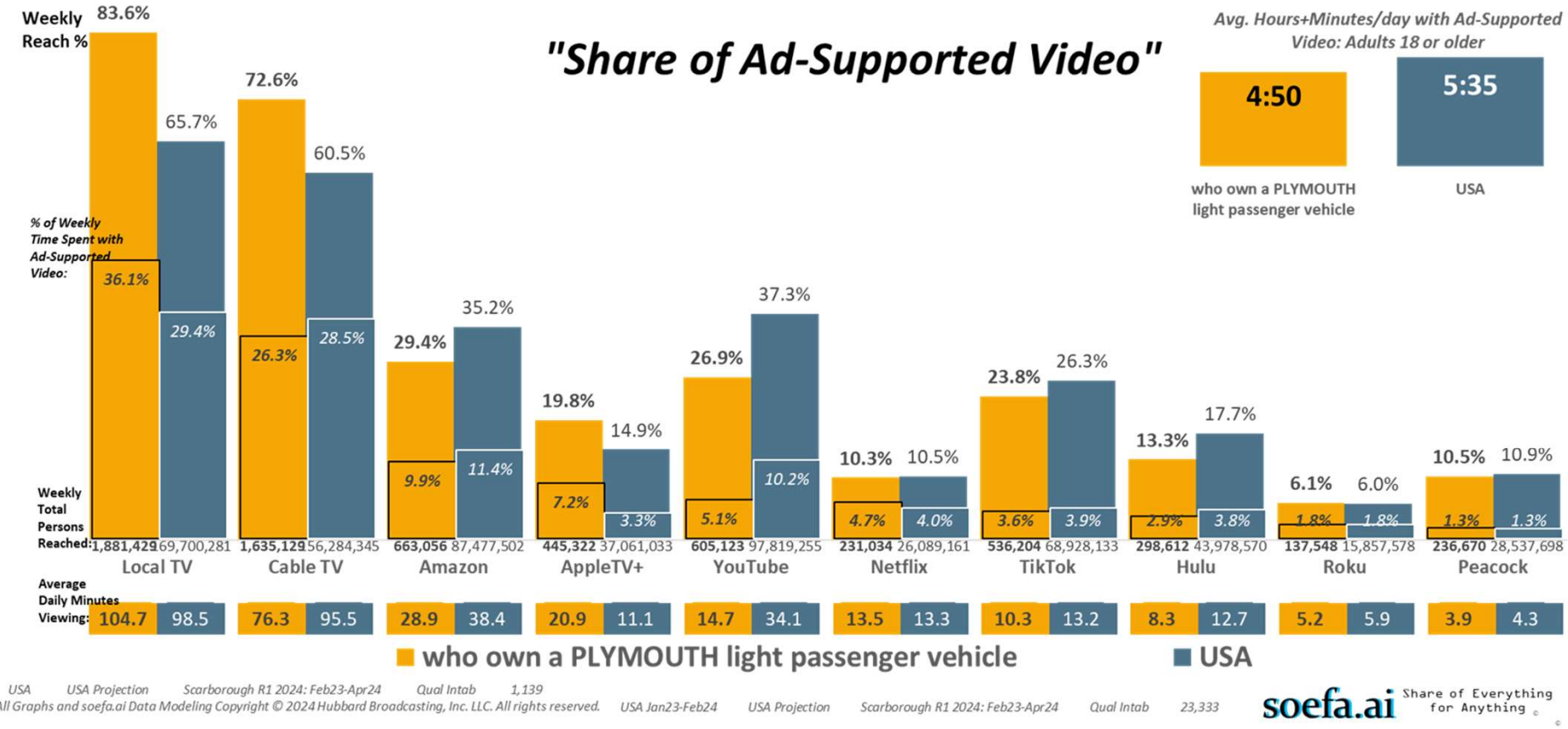
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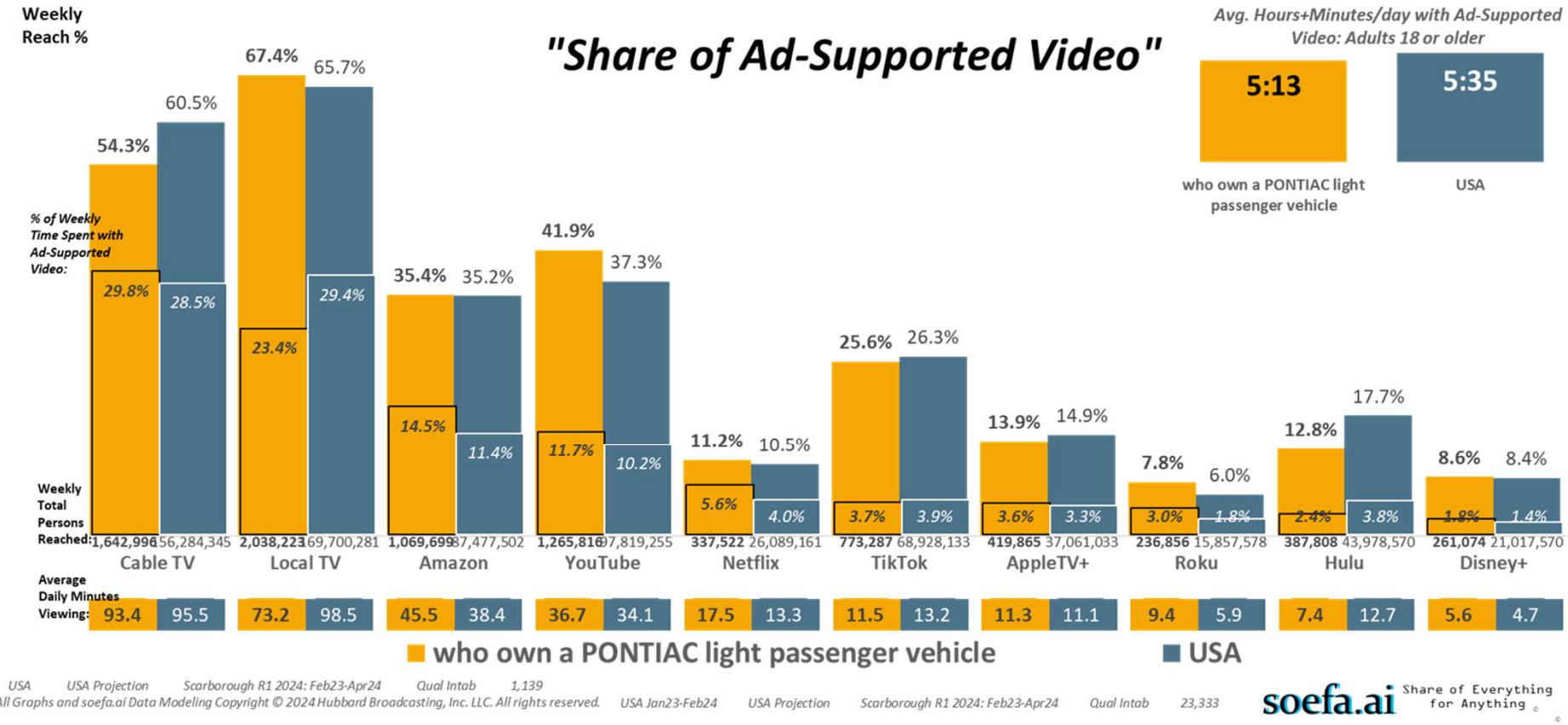
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	Cable TV	Local TV	Amazon	YouTube	Netflix	TikTok	AppleTV+	Roku	Hulu	Disney+
Weekly Reach % (who own a PONTIAC light passenger vehicle)	54.3%	67.4%	35.4%	41.9%	11.2%	25.6%	13.9%	7.8%	12.8%	8.6%
Weekly Reach % (USA)	60.5%	65.7%	35.2%	37.3%	10.5%	26.3%	14.9%	6.0%	17.7%	8.4%
% of Weekly Time Spent with Ad-Supported Video (who own a PONTIAC light passenger vehicle)	29.8%	23.4%	14.5%	11.7%	5.6%	3.7%	3.6%	3.0%	2.4%	1.8%
% of Weekly Time Spent with Ad-Supported Video (USA)	28.5%	29.4%	11.4%	10.2%	4.0%	3.9%	3.3%	1.8%	3.8%	1.4%
Weekly Total Persons Reached (who own a PONTIAC light passenger vehicle)	1,642,996	2,038,223	1,069,699	1,265,816	337,522	773,287	419,865	236,856	387,808	261,074
Weekly Total Persons Reached (USA)	56,284,345	69,700,281	37,477,502	37,819,255	26,089,161	68,928,133	37,061,033	15,857,578	43,978,570	21,017,570
Average Daily Minutes Viewing (who own a PONTIAC light passenger vehicle)	93.4	73.2	45.5	36.7	17.5	11.5	11.3	9.4	7.4	5.6
Average Daily Minutes Viewing (USA)	95.5	98.5	38.4	34.1	13.3	13.2	11.1	5.9	12.7	4.7

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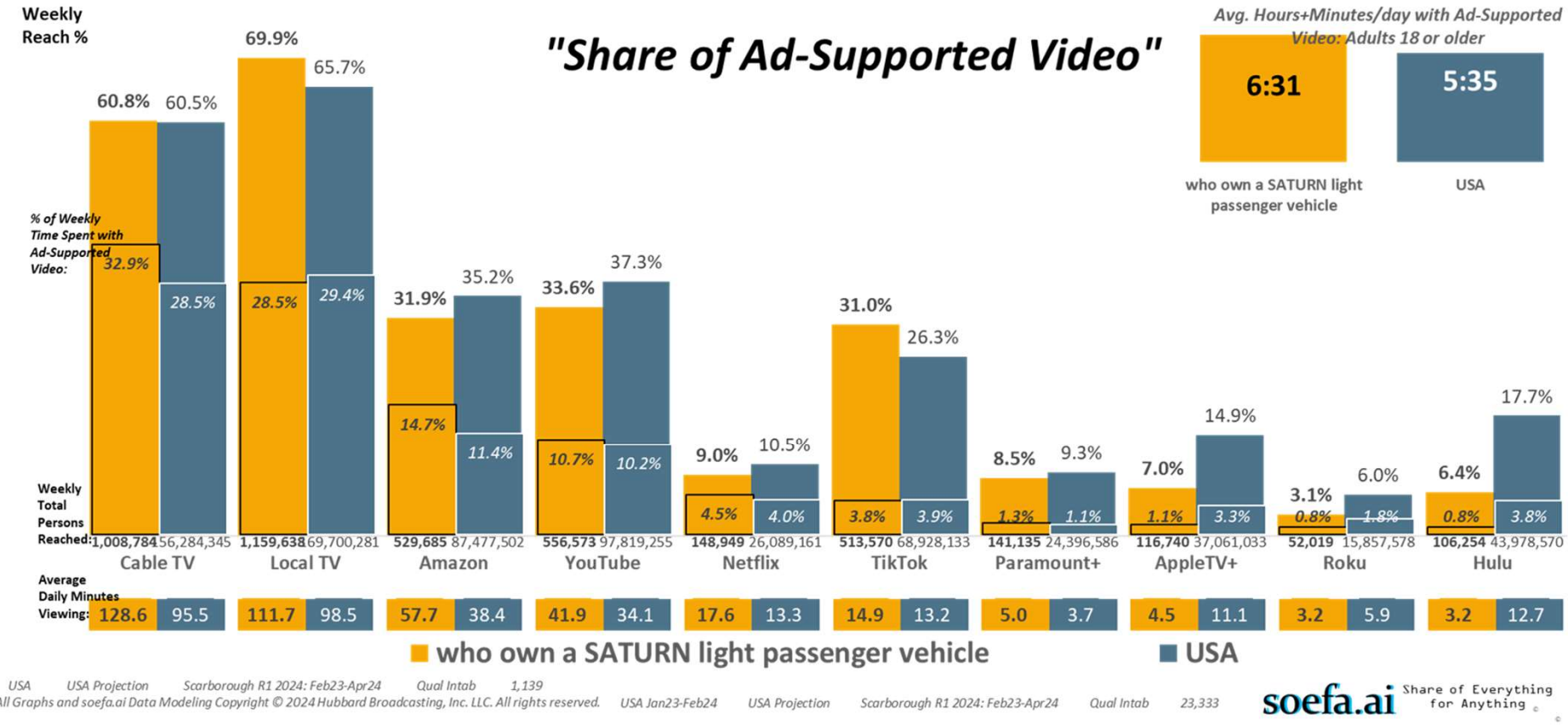
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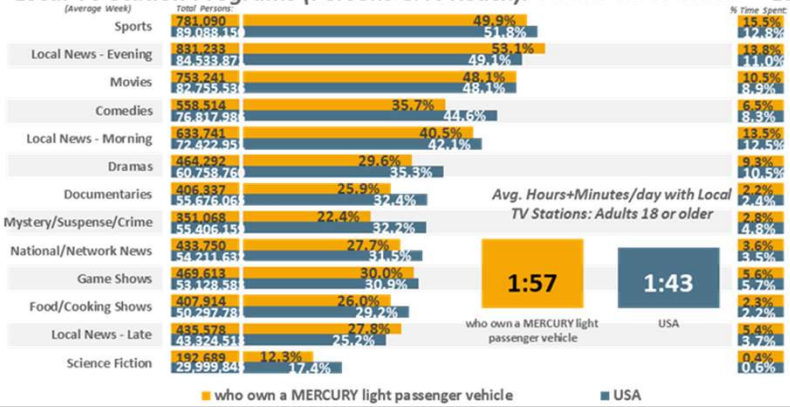
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Make of any vehicle (HHLD): SATURN

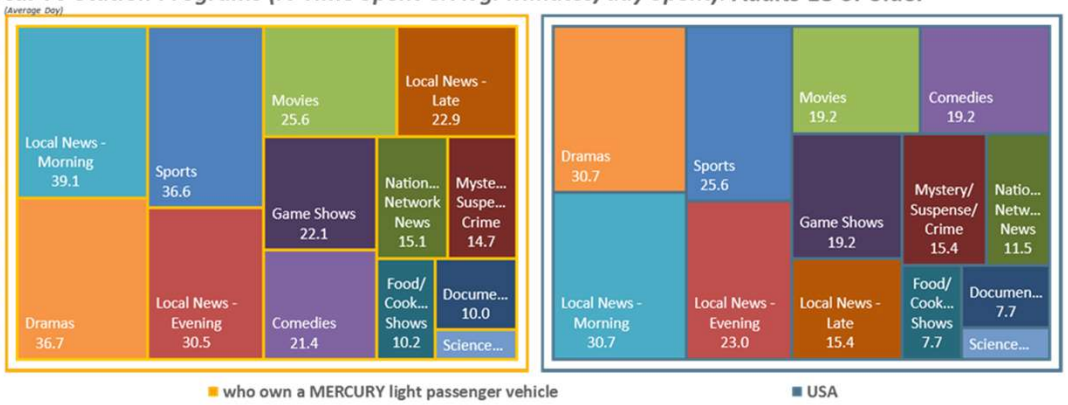


1,537,636 or 74.% of Adults 18 or older who own a MERCURY light passenger vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Game Shows.

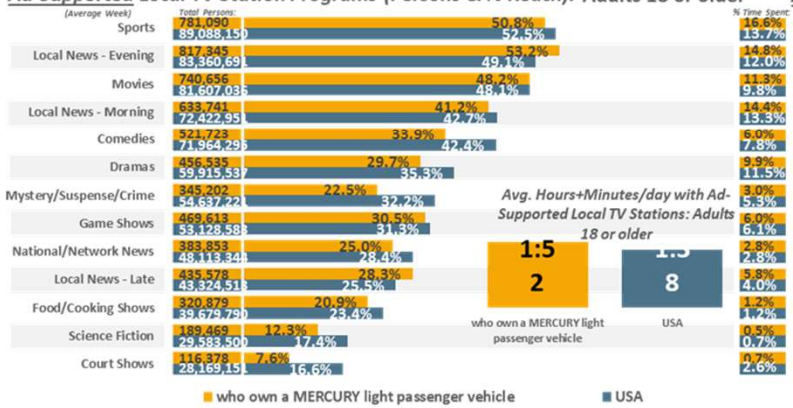
Local TV Station Programs (Persons & % Reach): Adults 18 or older



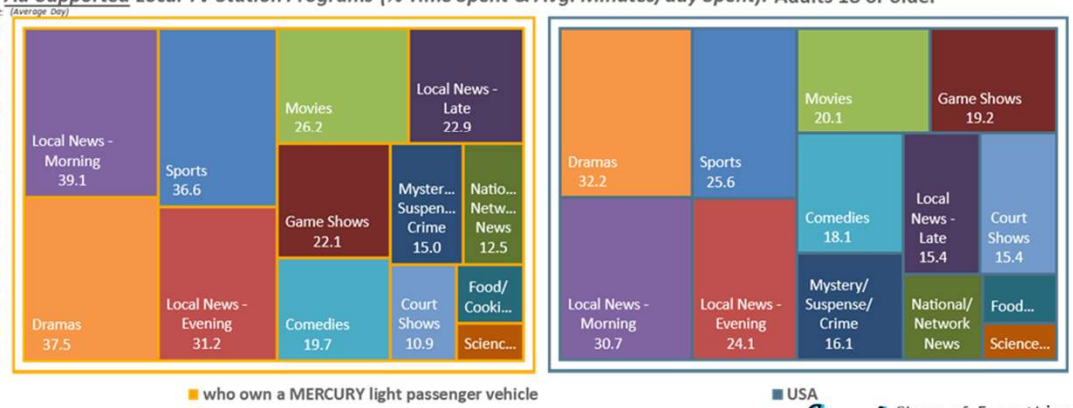
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

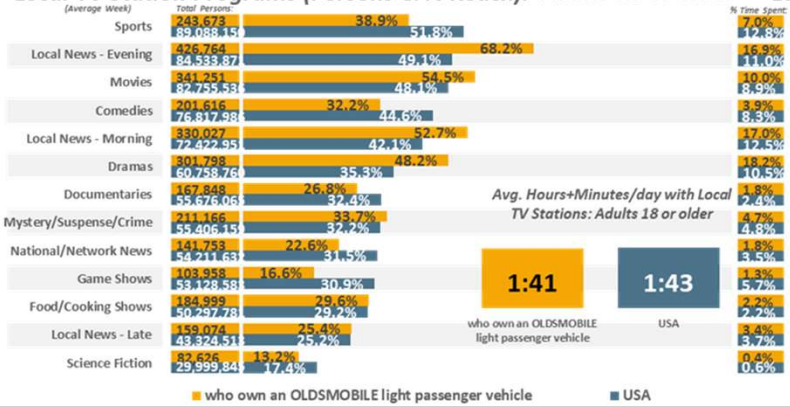
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Make of any vehicle (HHLD): MERCURY

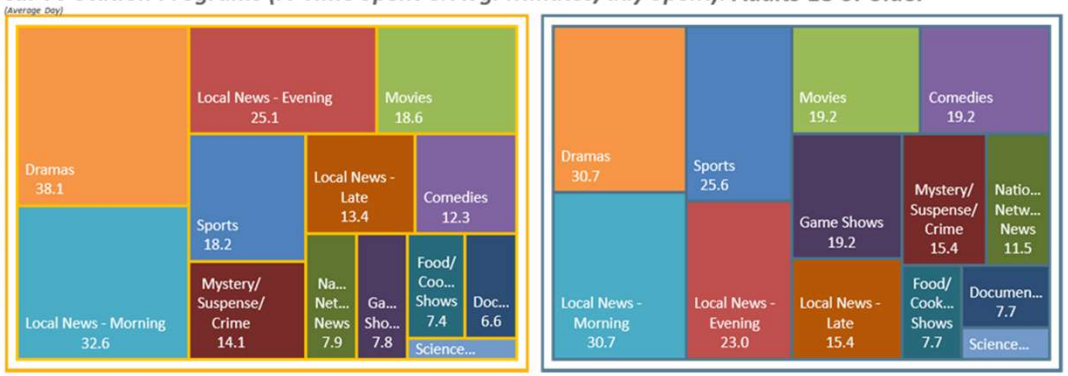


619,420 or 76.8% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Dramas, Sports, and Mystery/Suspense/Crime.

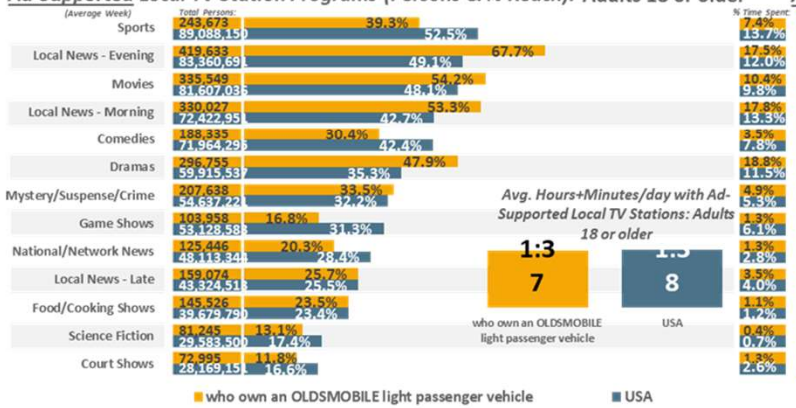
Local TV Station Programs (Persons & % Reach): Adults 18 or older



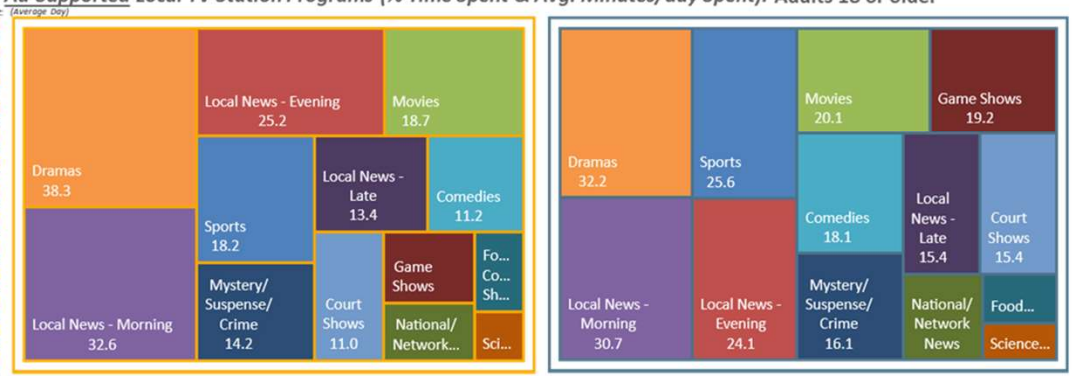
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

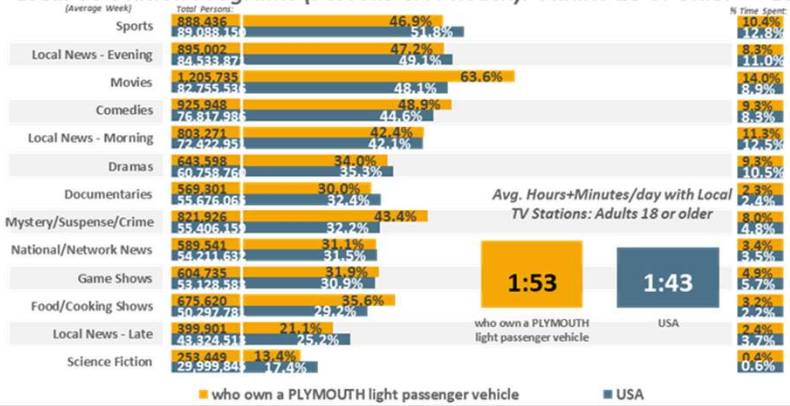
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Make of any vehicle (HHLD): OLDSMOBILE

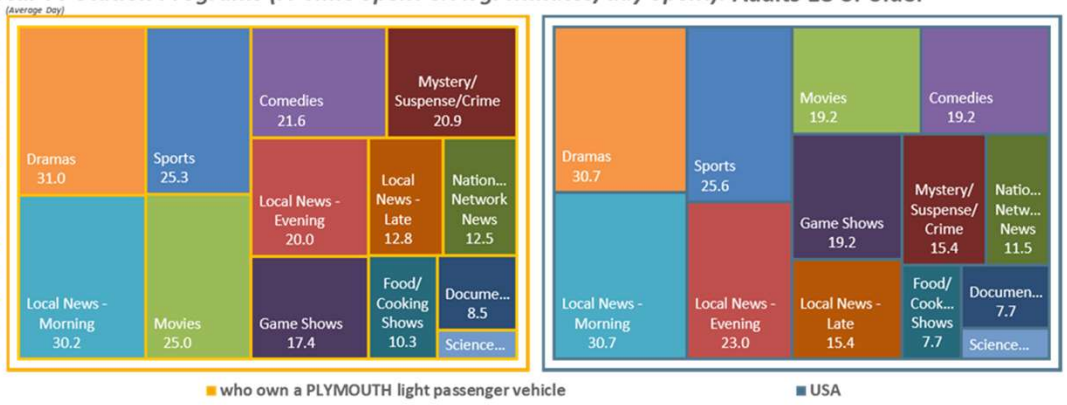


1,881,429 or 83.6% of Adults 18 or older who own a PLYMOUTH light passenger vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Comedies, Mystery/Suspense/Crime, and Local News - Morning.

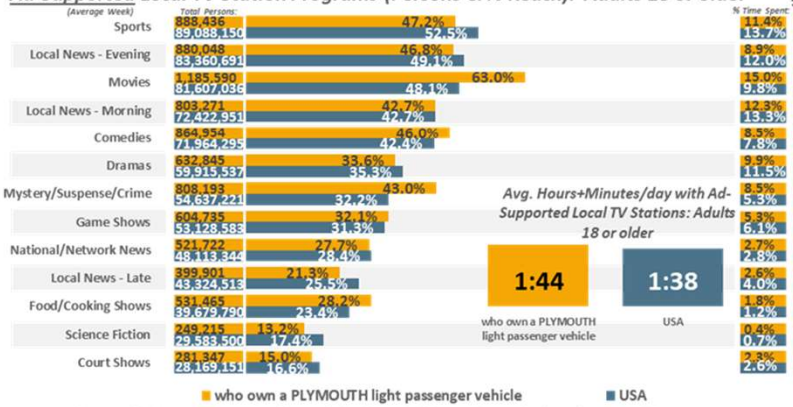
Local TV Station Programs (Persons & % Reach): Adults 18 or older



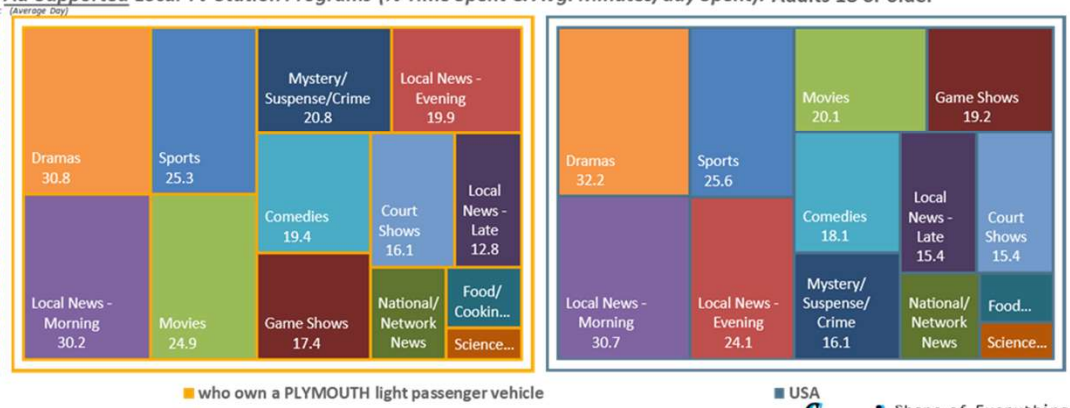
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

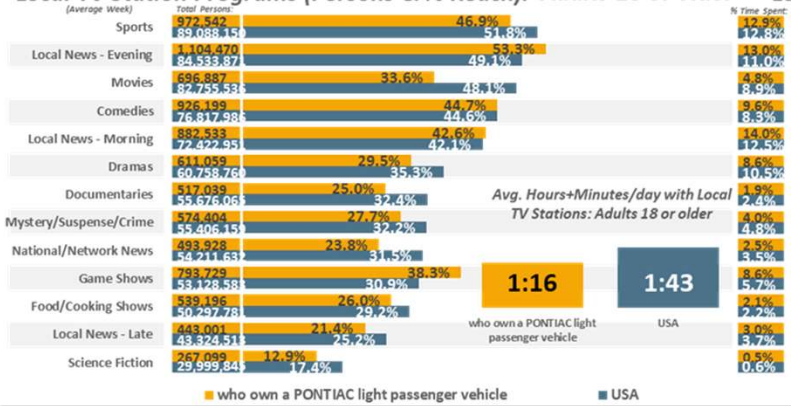
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Make of any vehicle (HHLD): PLYMOUTH

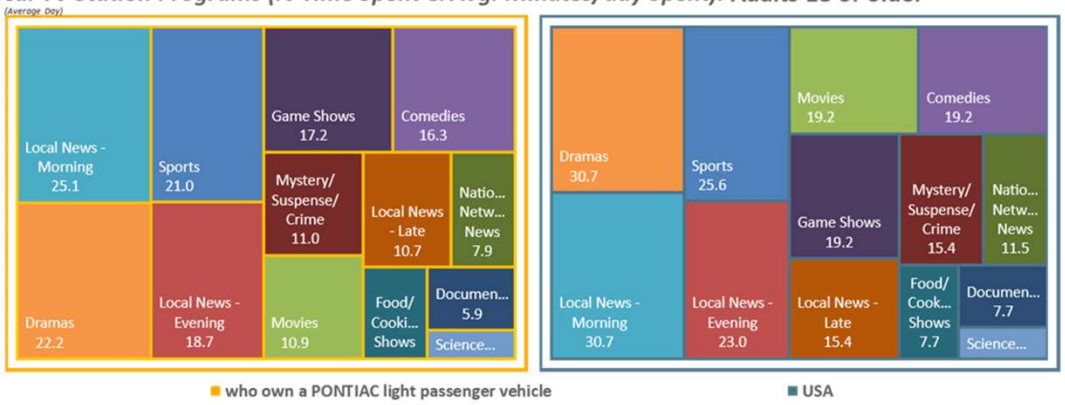


2,038,223 or 67.4% of Adults 18 or older who own a PONTIAC light passenger vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

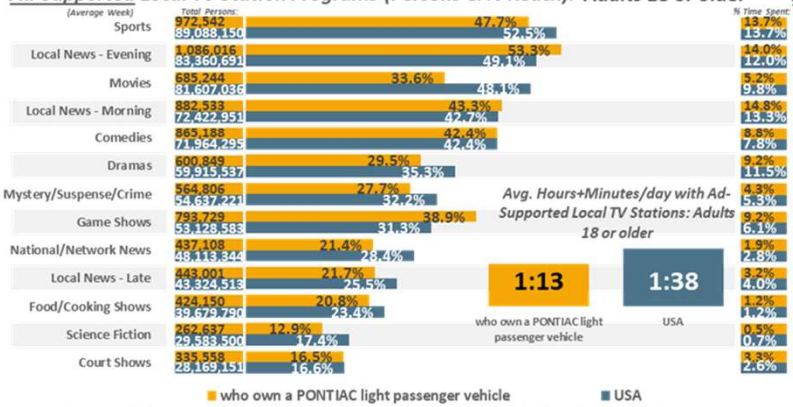
Local TV Station Programs (Persons & % Reach): Adults 18 or older



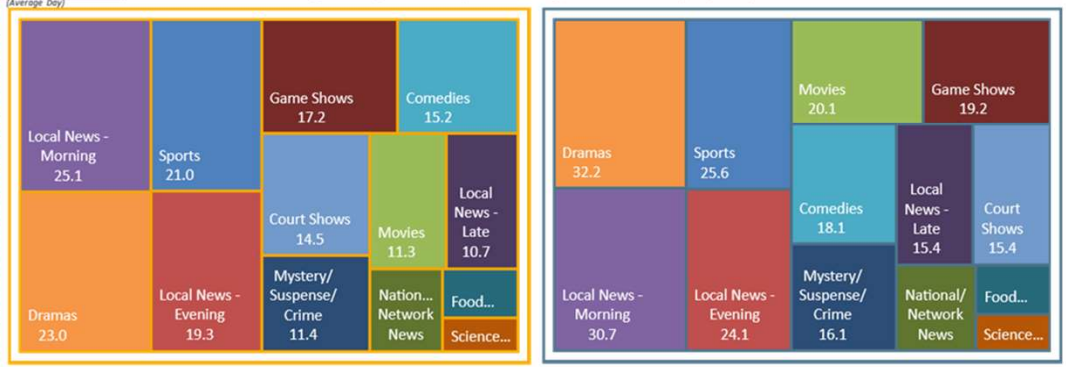
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

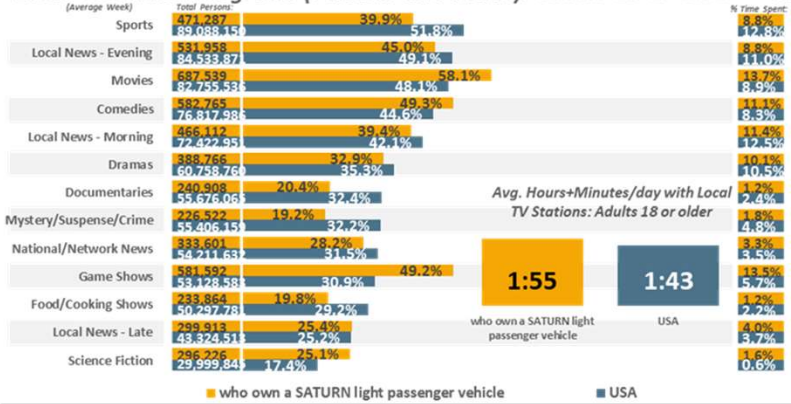
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Make of any vehicle (HHLD): PONTIAC

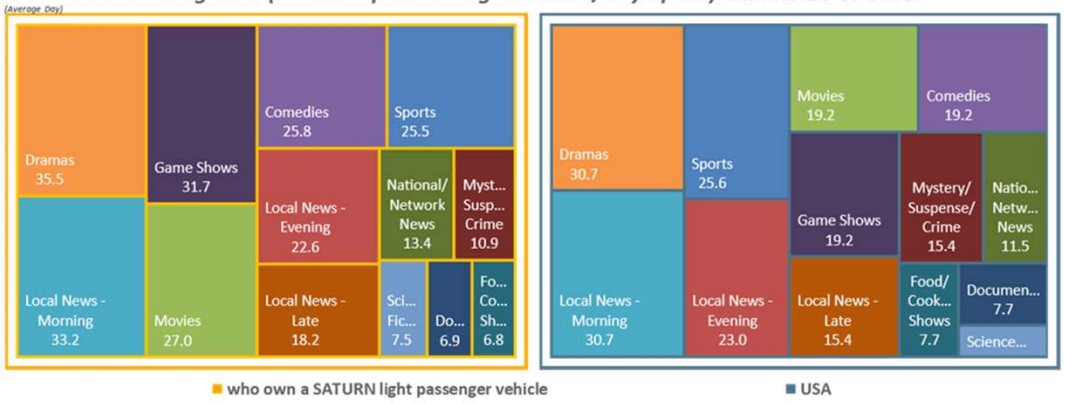


1,159,638 or 69.9% of Adults 18 or older who own a SATURN light passenger vehicle watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Game Shows, Comedies, Local News - Evening, Sports, and Local News - Morning.

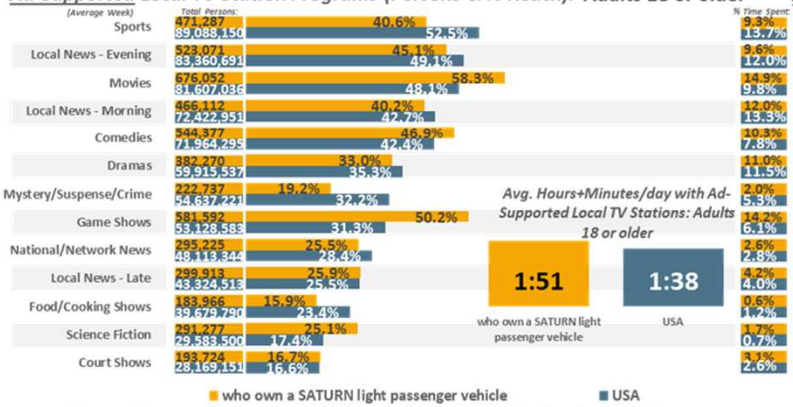
Local TV Station Programs (Persons & % Reach): Adults 18 or older



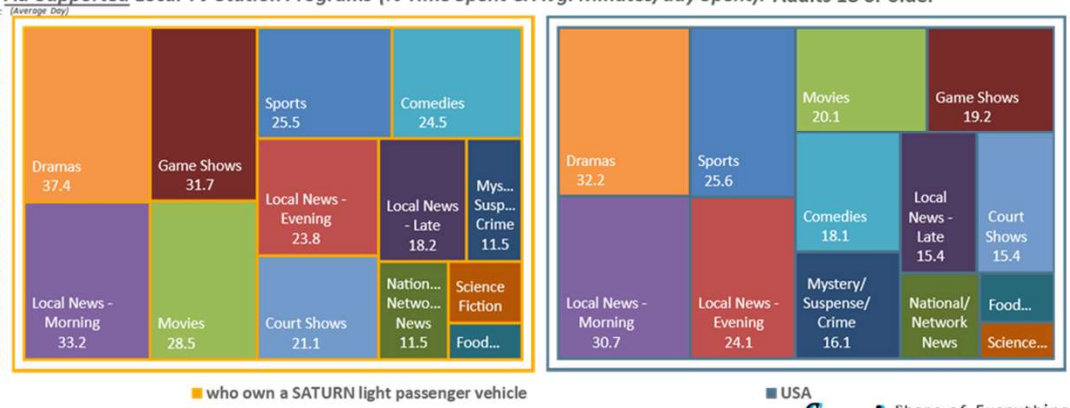
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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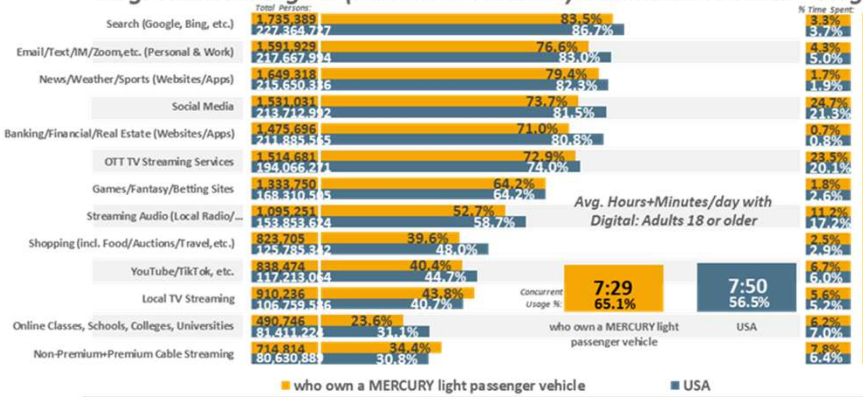
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Make of any vehicle (HHLD): SATURN

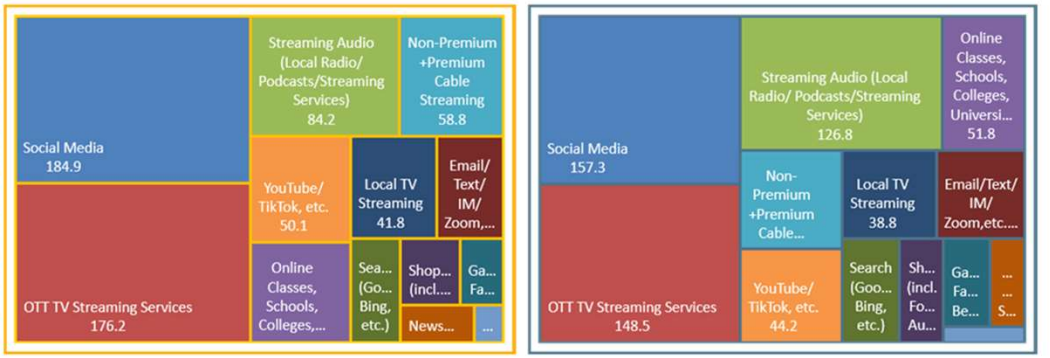


1,370,162 or 66.% of Adults 18 or older who own a MERCURY light passenger vehicle use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

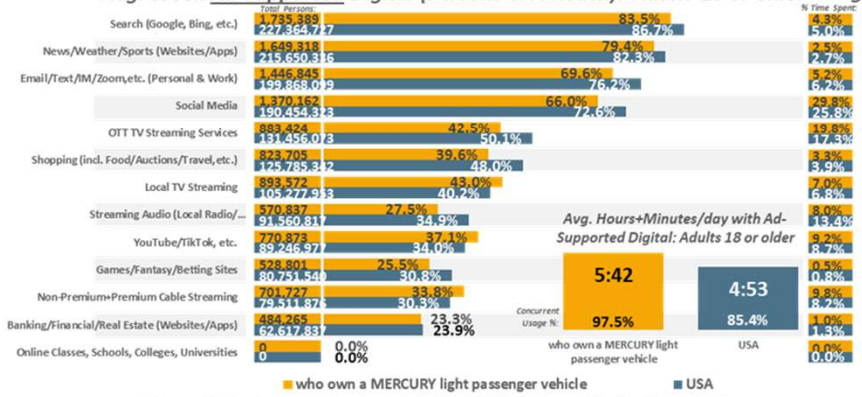
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



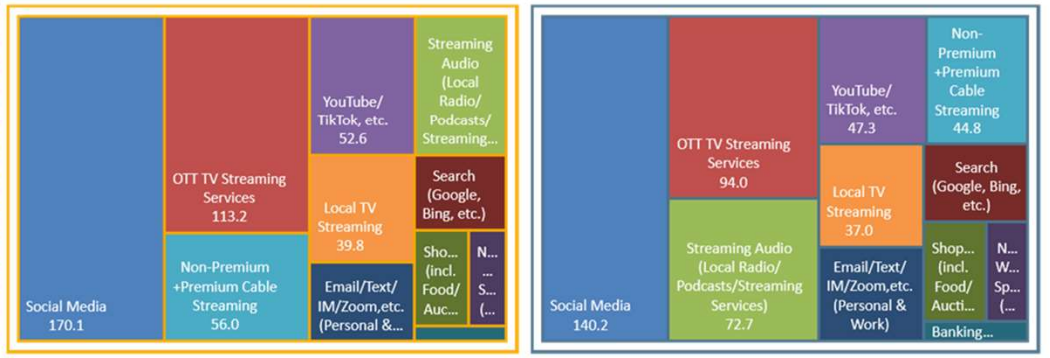
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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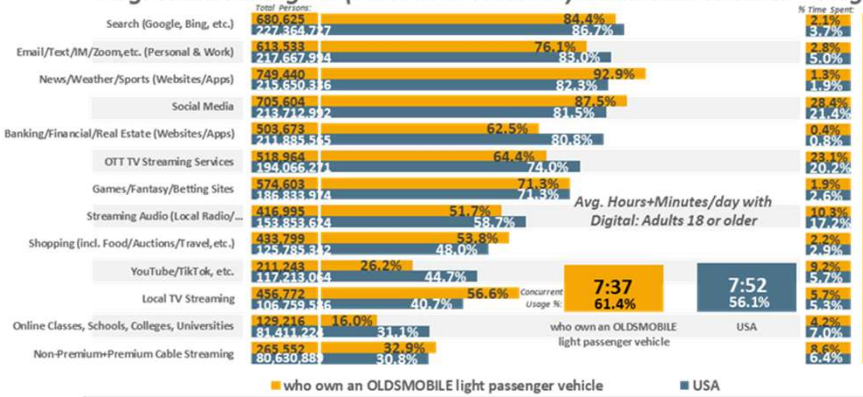
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Make of any vehicle (HHLD): MERCURY

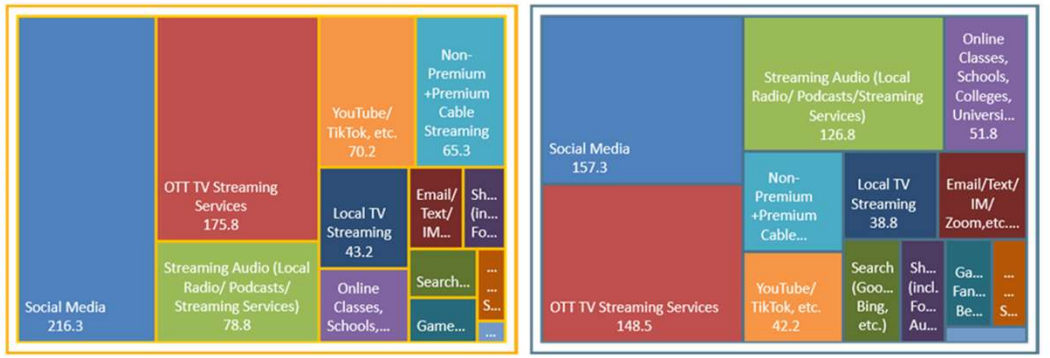


685,429 or 85.% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle use Ad-Supported Social Media for an average of 199. minutes every day representing 35.6% of all time spent daily with Ad-Supported Digital Media.

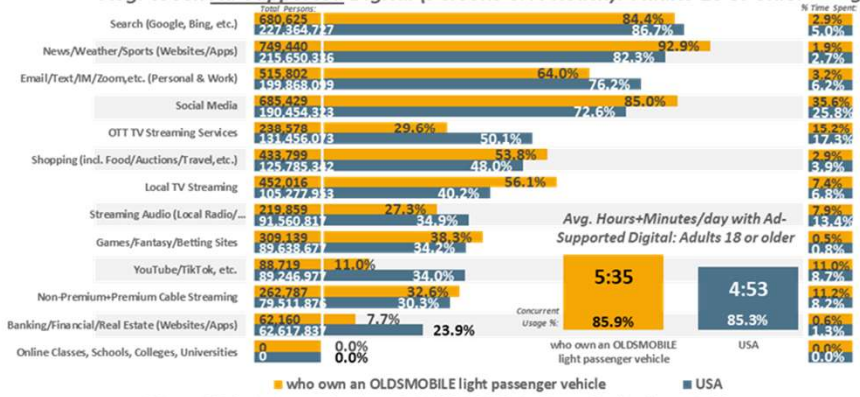
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



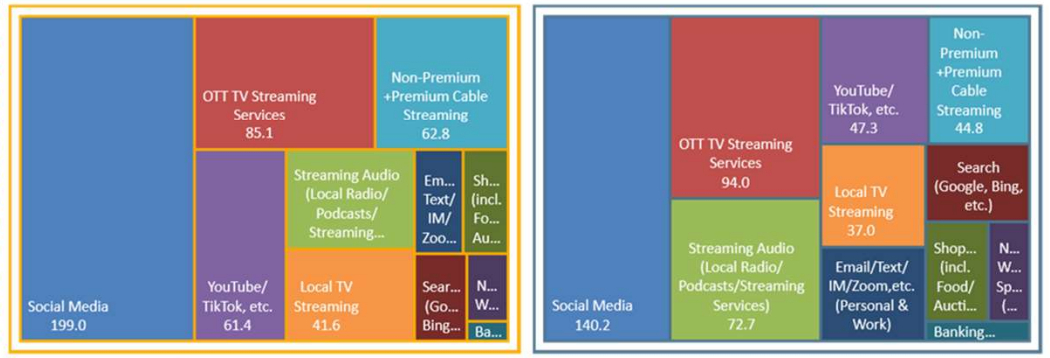
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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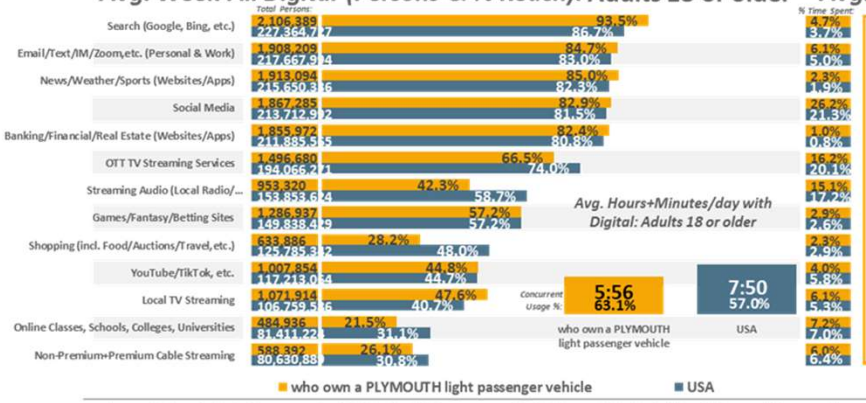
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Make of any vehicle (HHLD): OLDSMOBILE

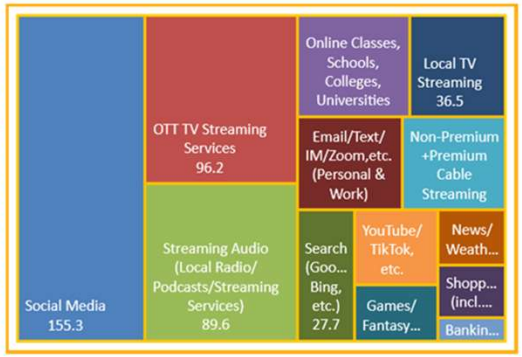


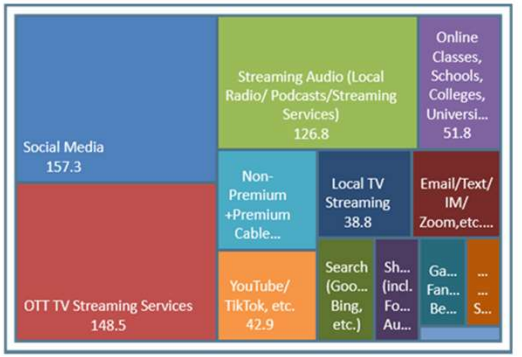
1,771,801 or 78.7% of Adults 18 or older who own a PLYMOUTH light passenger vehicle use Ad-Supported Social Media for an average of 142.9 minutes every day representing 30.9% of all time spent daily with Ad-Supported Digital Media.

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

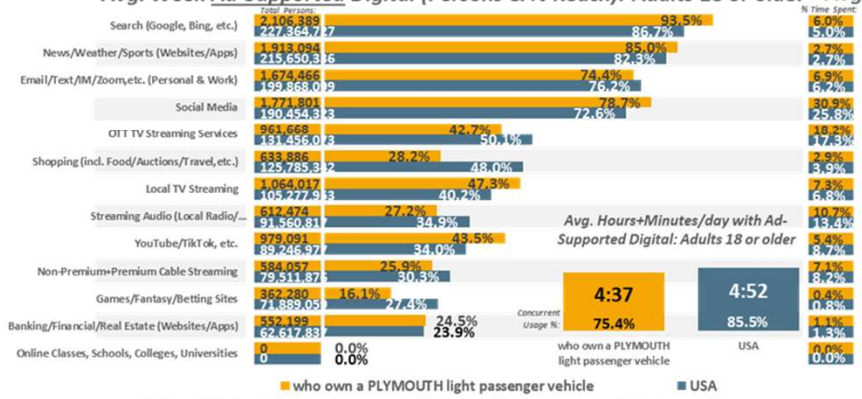


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

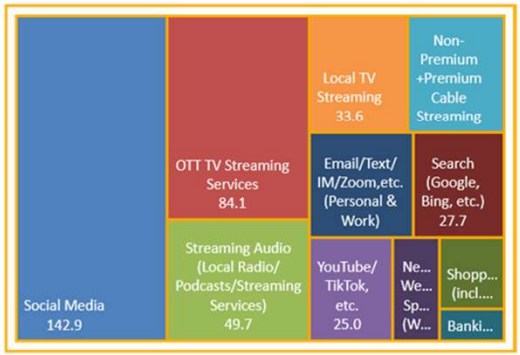


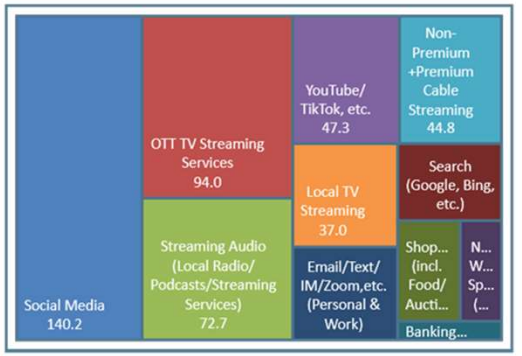


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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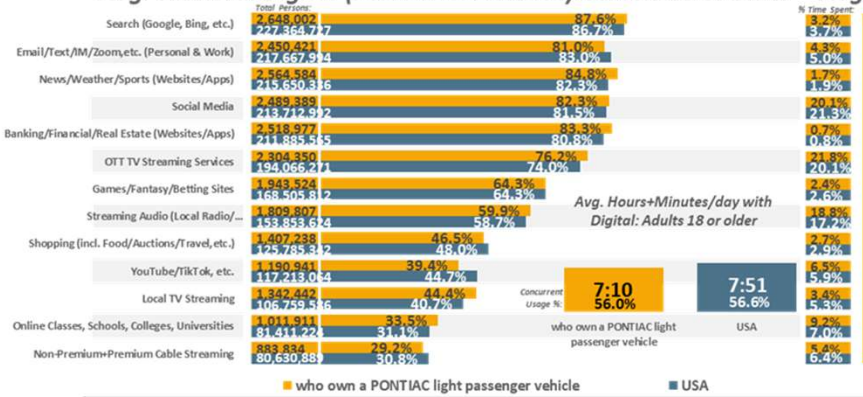
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Make of any vehicle (HHLD): PLYMOUTH

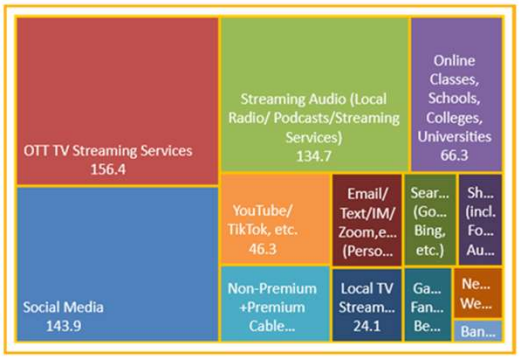


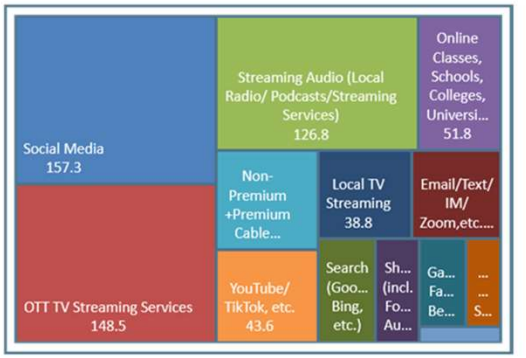
2,109,033 or 69.7% of Adults 18 or older who own a PONTIAC light passenger vehicle use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

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

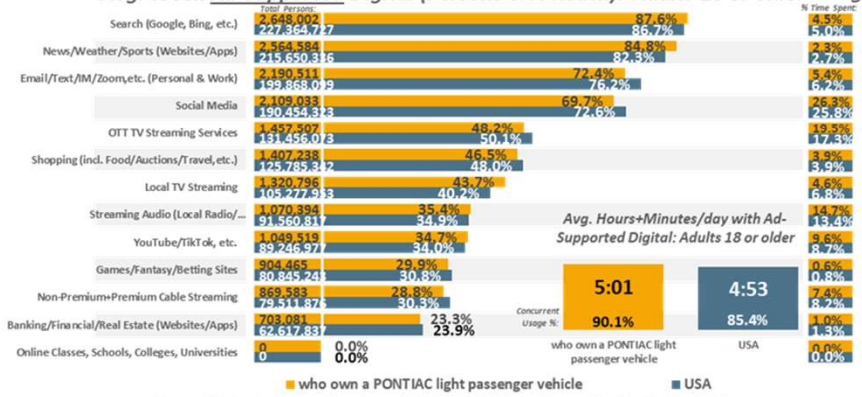


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

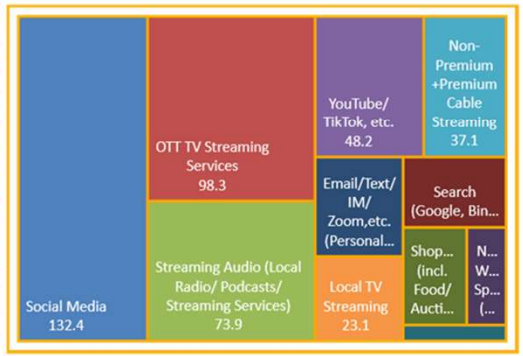


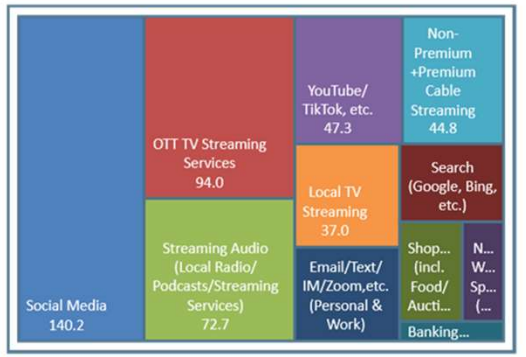


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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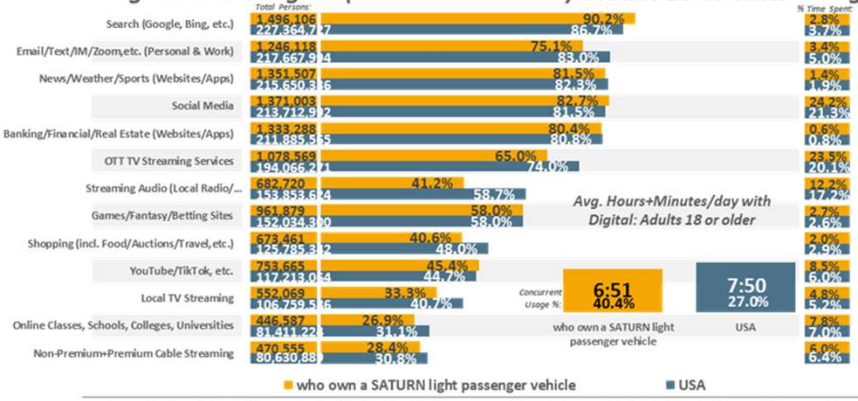
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Make of any vehicle (HHLD): PONTIAC

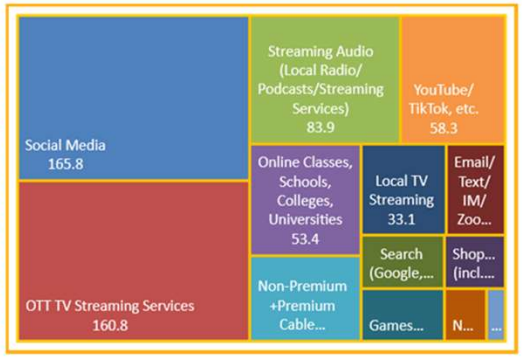


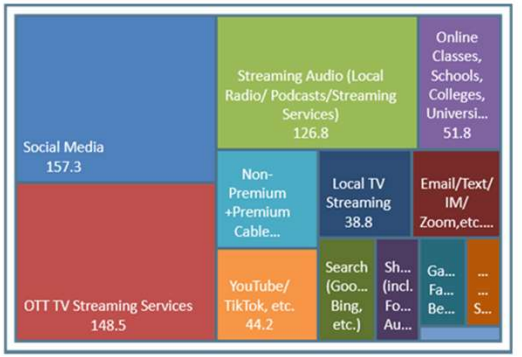
1,258,870 or 75.9% of Adults 18 or older who own a SATURN light passenger vehicle use Ad-Supported Social Media for an average of 152.2 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

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

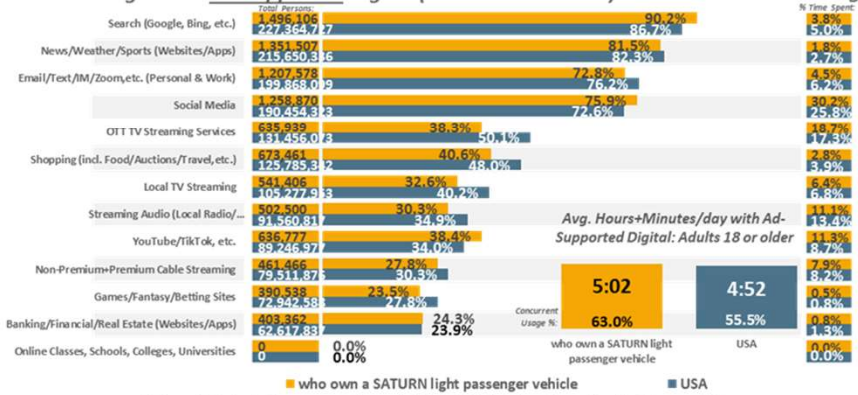


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

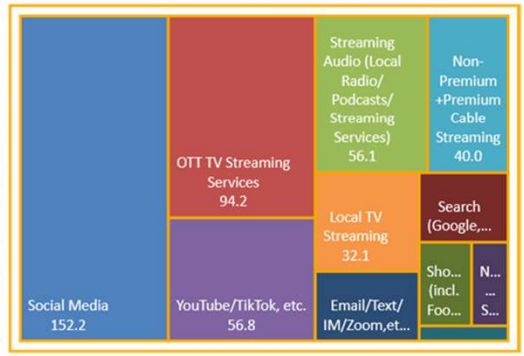


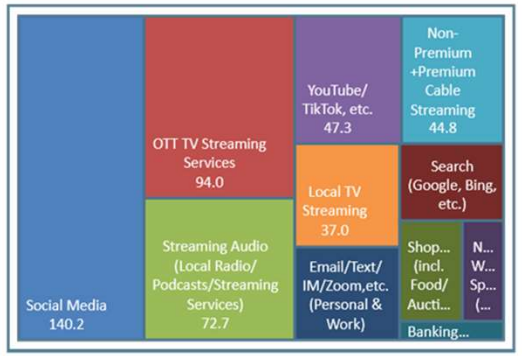


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

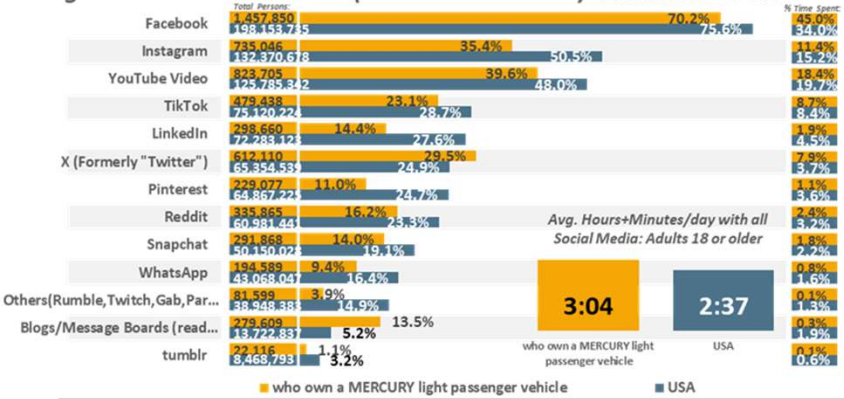
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Make of any vehicle (HHLD): SATURN

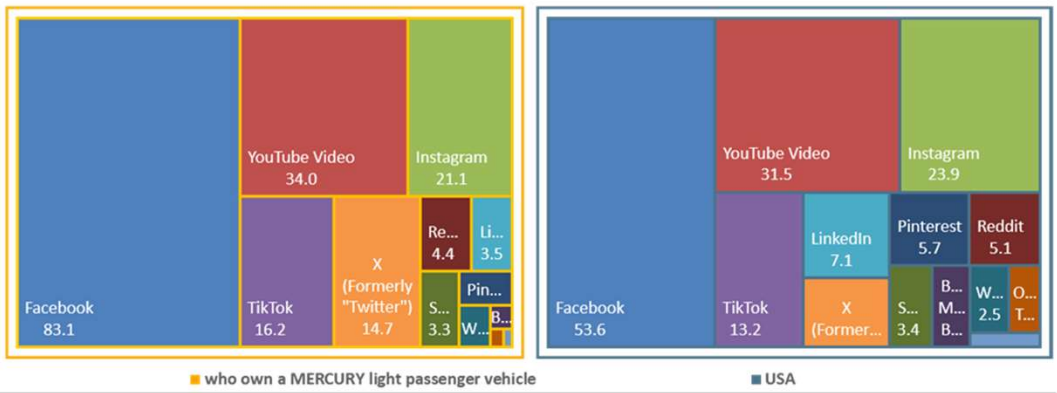


1,370,162 or 66.% of Adults 18 or older who own a MERCURY light passenger vehicle use Ad-Supported Facebook for an average of 64.1 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

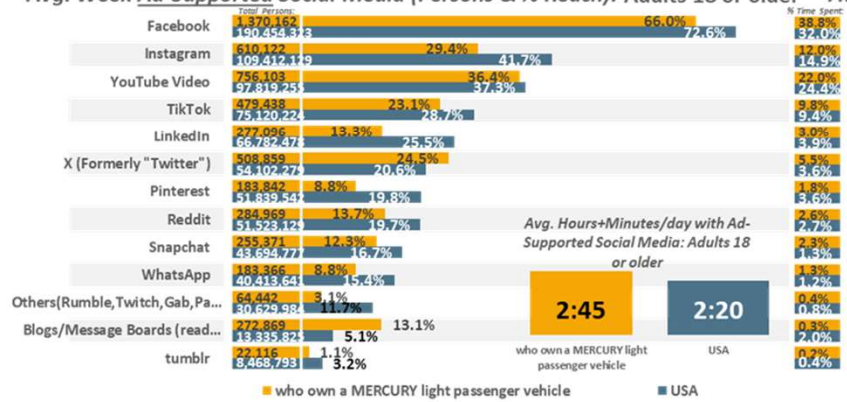
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



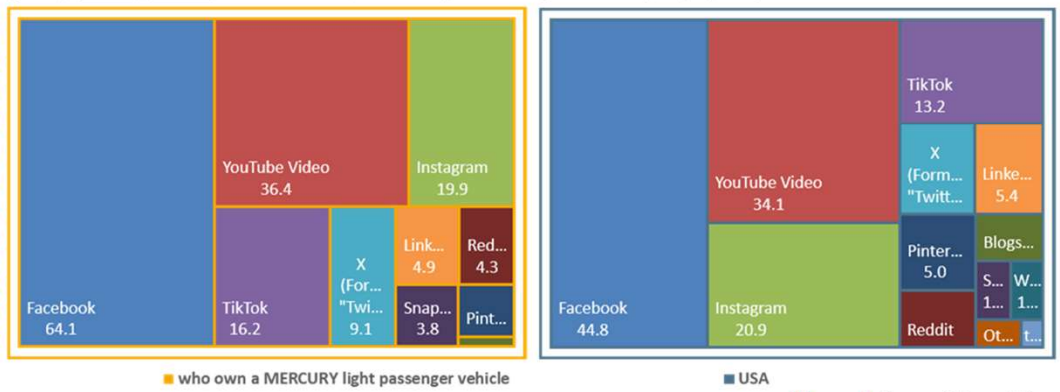
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

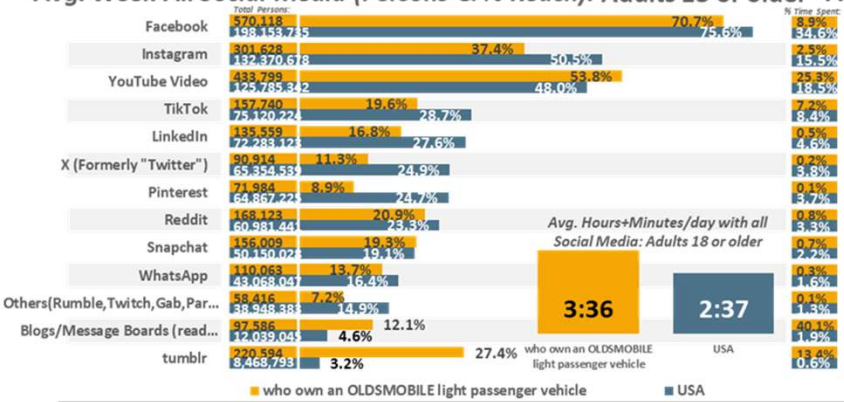
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Make of any vehicle (HHLD): MERCURY

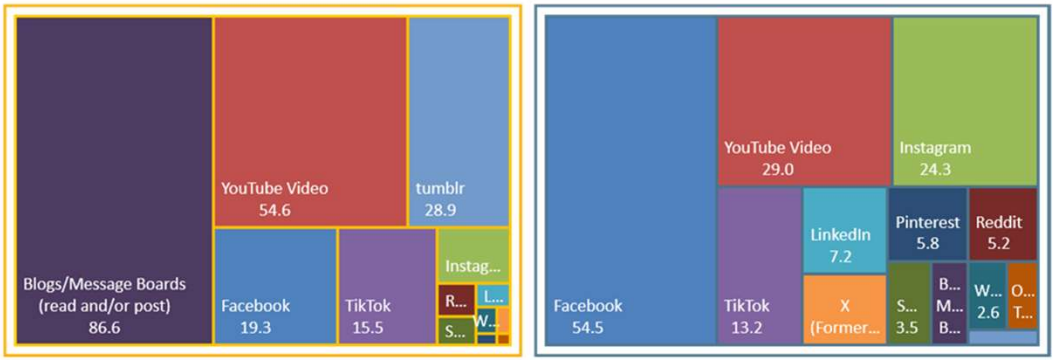


97,586 or 12.1% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 104.7 minutes every day representing 49.8% of all time spent daily with Ad-Supported Social Medi

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

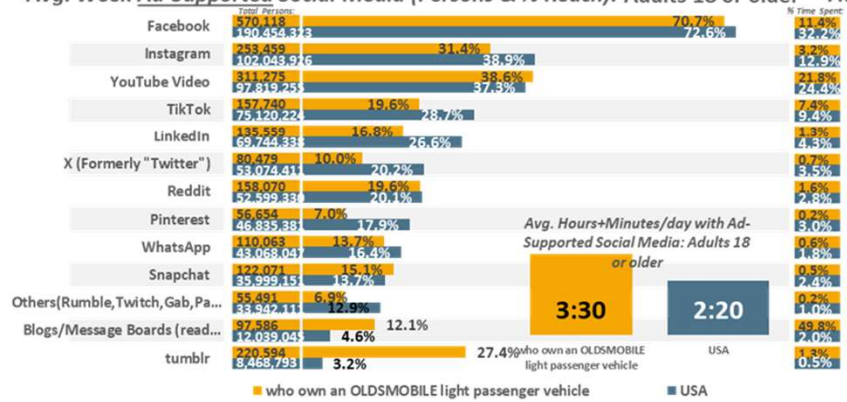


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

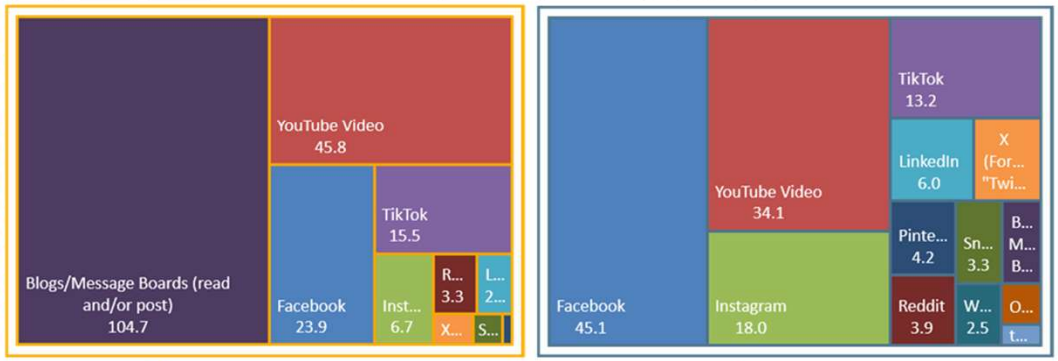


who own an OLDSMOBILE light passenger vehicle ■ USA

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



who own an OLDSMOBILE light passenger vehicle ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

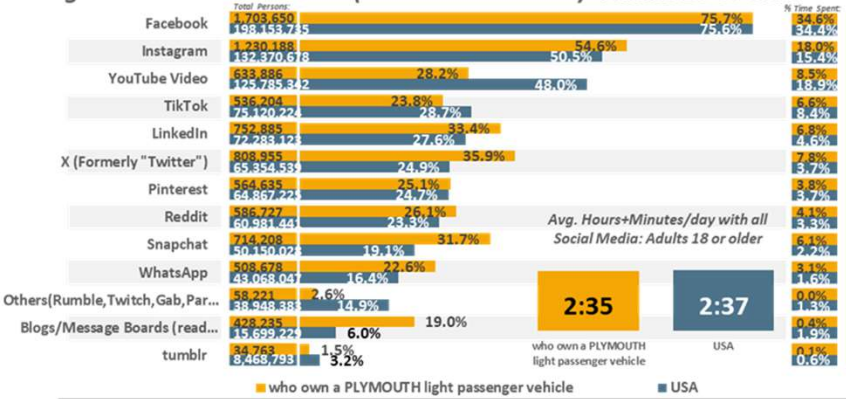
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Make of any vehicle (HHLD): OLDSMOBILE

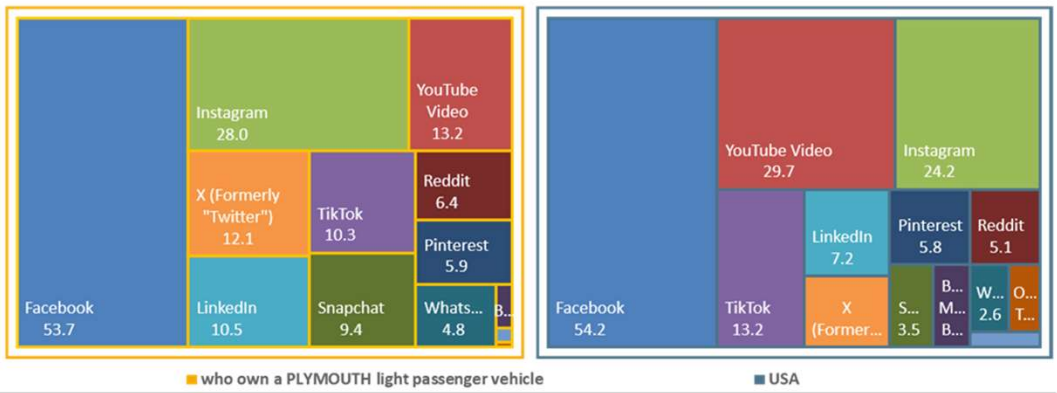


1,703,650 or 75.7% of Adults 18 or older who own a PLYMOUTH light passenger vehicle use Ad-Supported Facebook for an average of 54.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



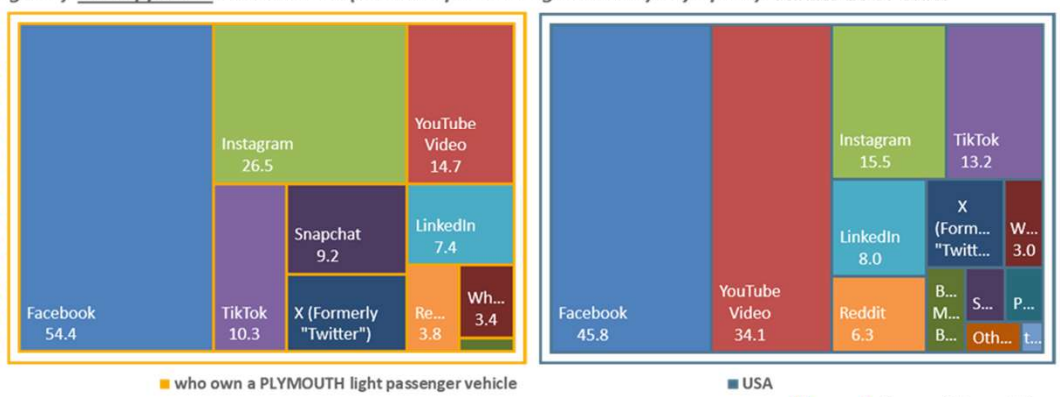
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

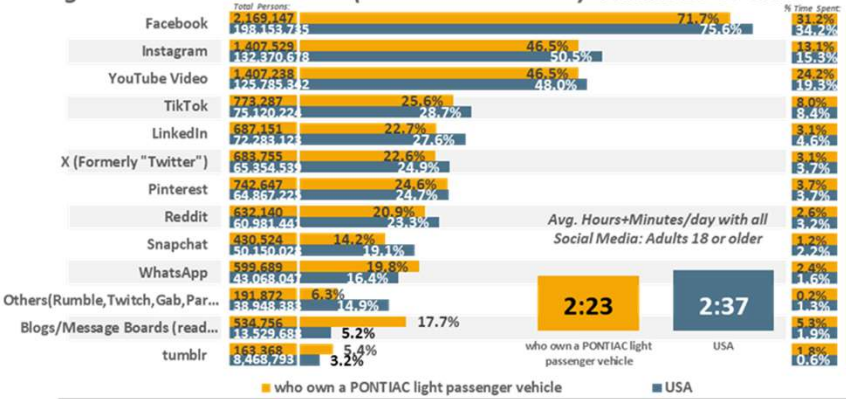
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Make of any vehicle (HHLD): PLYMOUTH

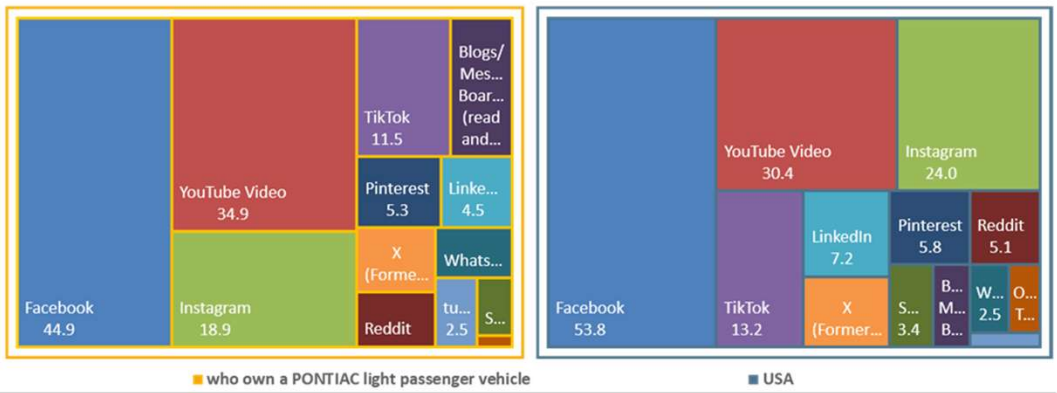


1,265,816 or 41.9% of Adults 18 or older who own a PONTIAC light passenger vehicle use Ad-Supported YouTube Video for an average of 36.7 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

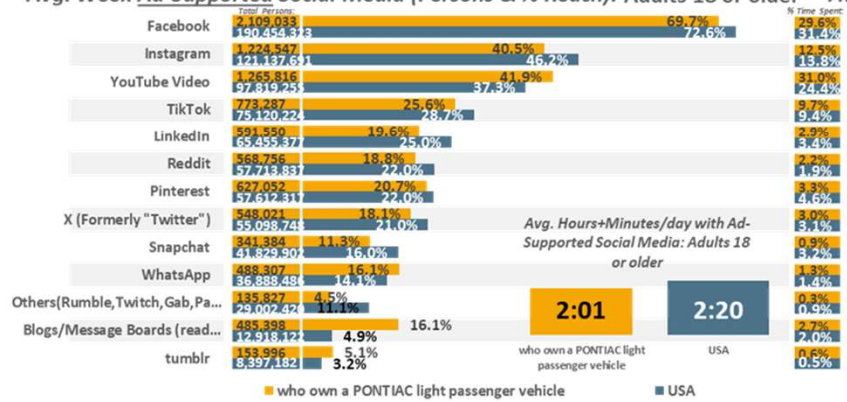
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



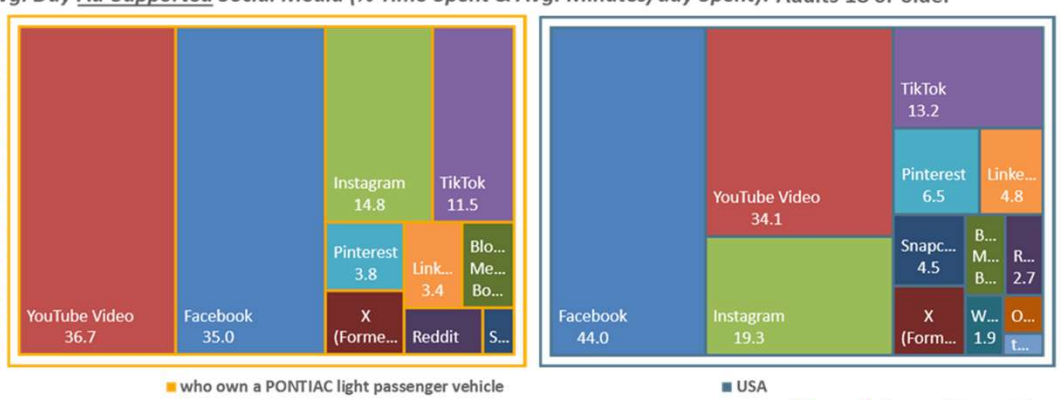
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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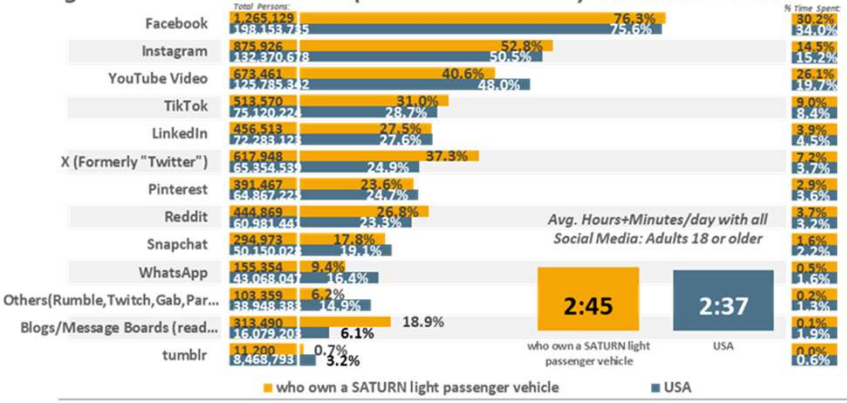
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Make of any vehicle (HHLD): PONTIAC

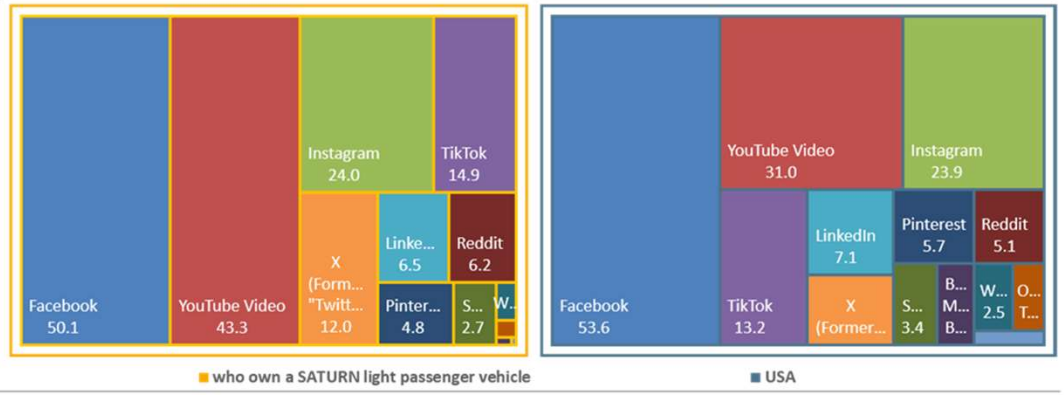


1,258,870 or 75.9% of Adults 18 or older who own a SATURN light passenger vehicle use Ad-Supported Facebook for an average of 49.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

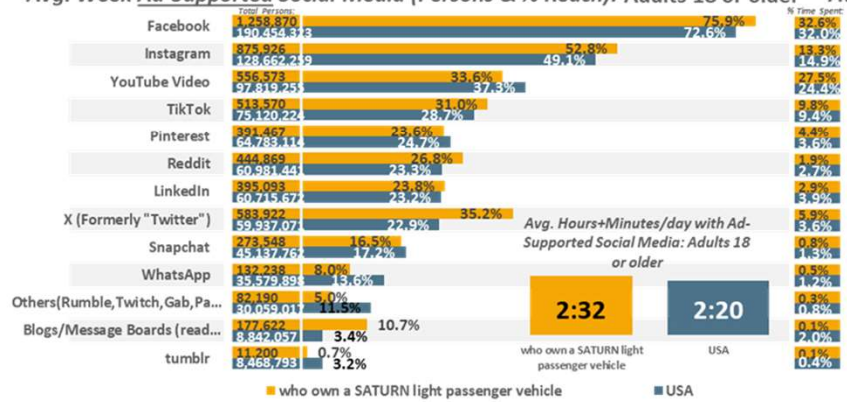
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



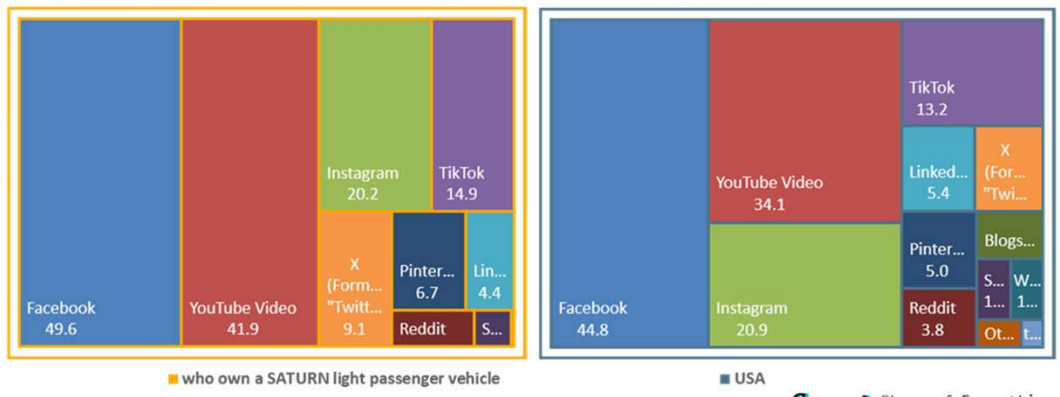
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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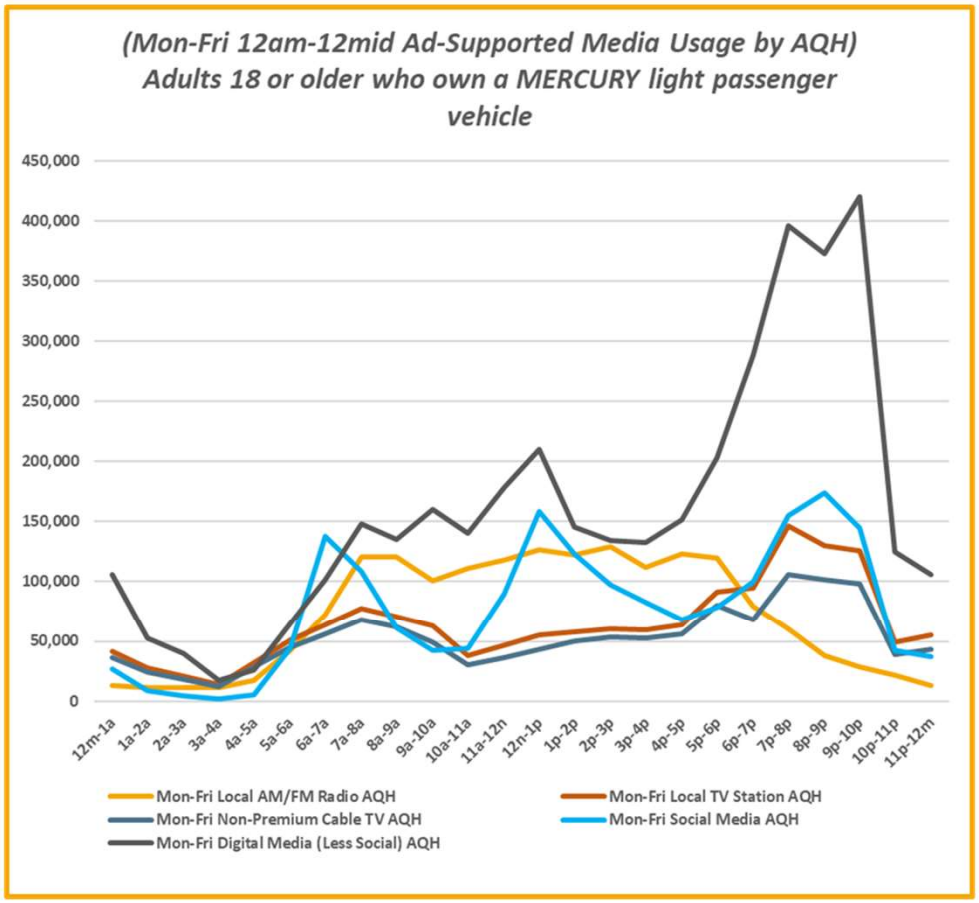
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

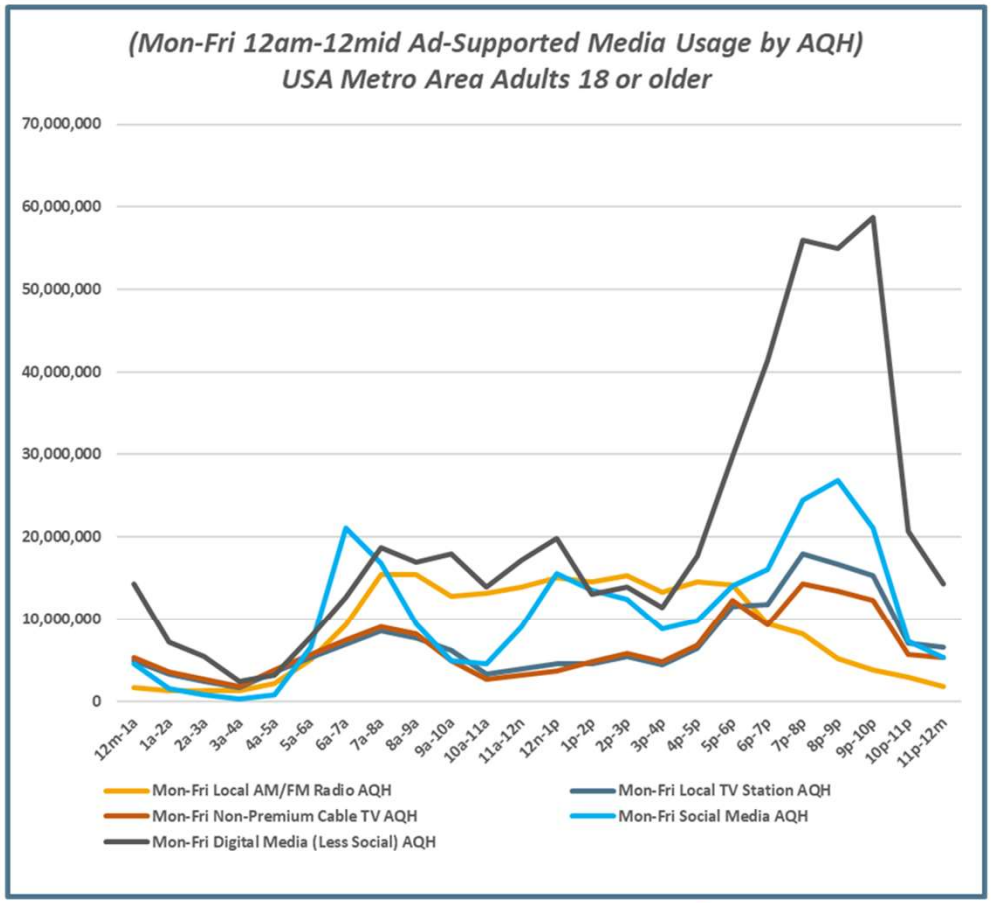
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Make of any vehicle (HHLD): SATURN



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 164,020; Local Radio: 112,092; Social Media: 91,676; Local TV: 64,848; Non-Prem. Cable: 54,274 reaching Adults 18 or older who own a MERCURY light passenger vehicle.





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

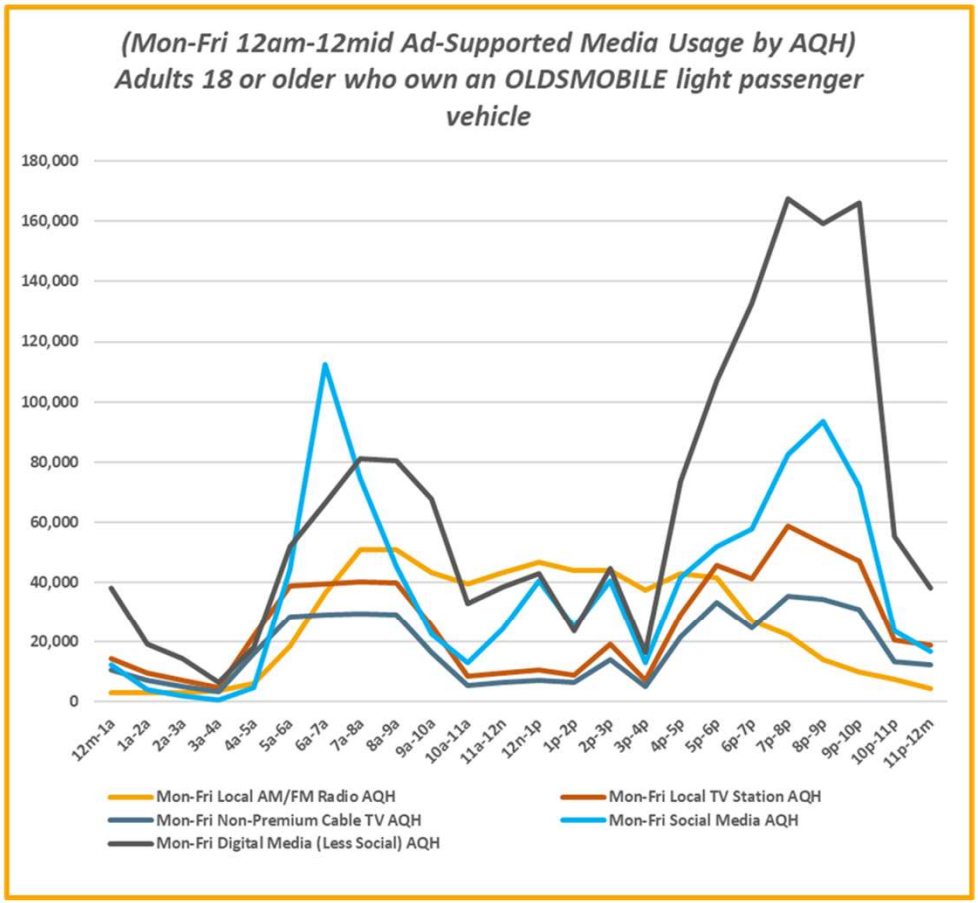
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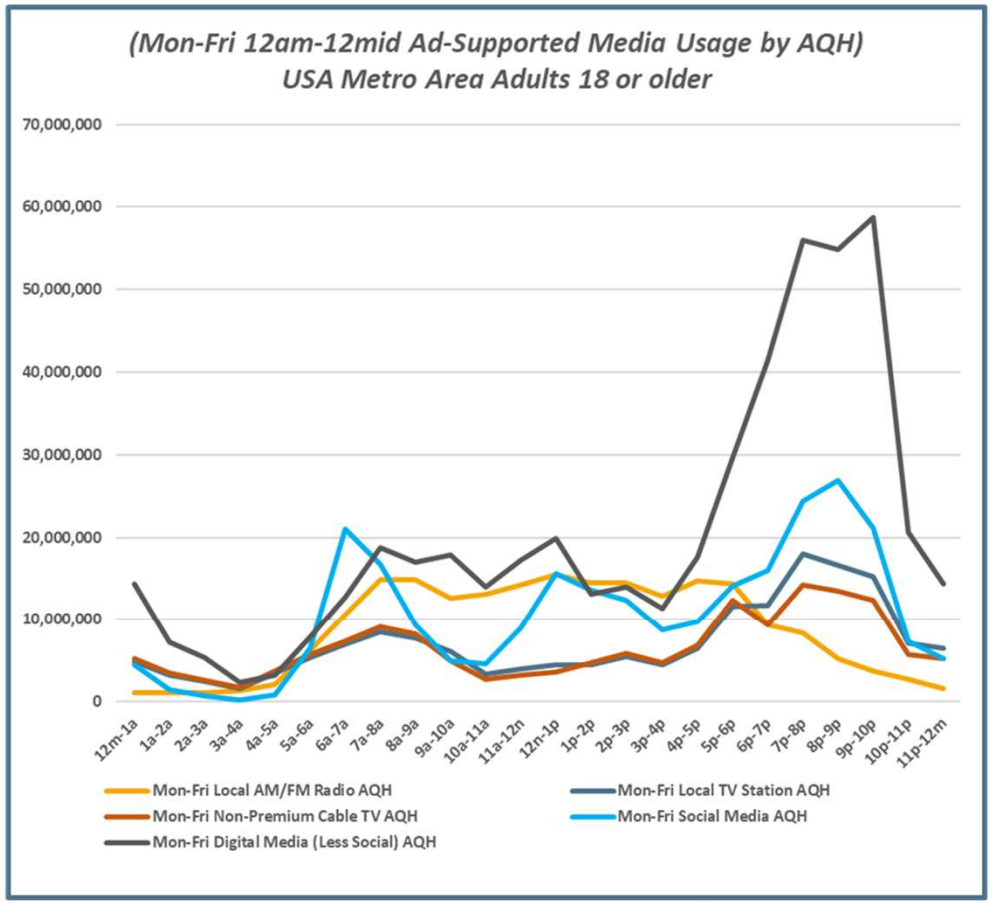
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Make of any vehicle (HHLD): MERCURY



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,150; Social Media: 43,286; Local Radio: 42,078; Local TV: 24,998; Non-Prem. Cable: 17,565 reaching Adults 18 or older who own an OLDSMOBILE light passenger vehicle.





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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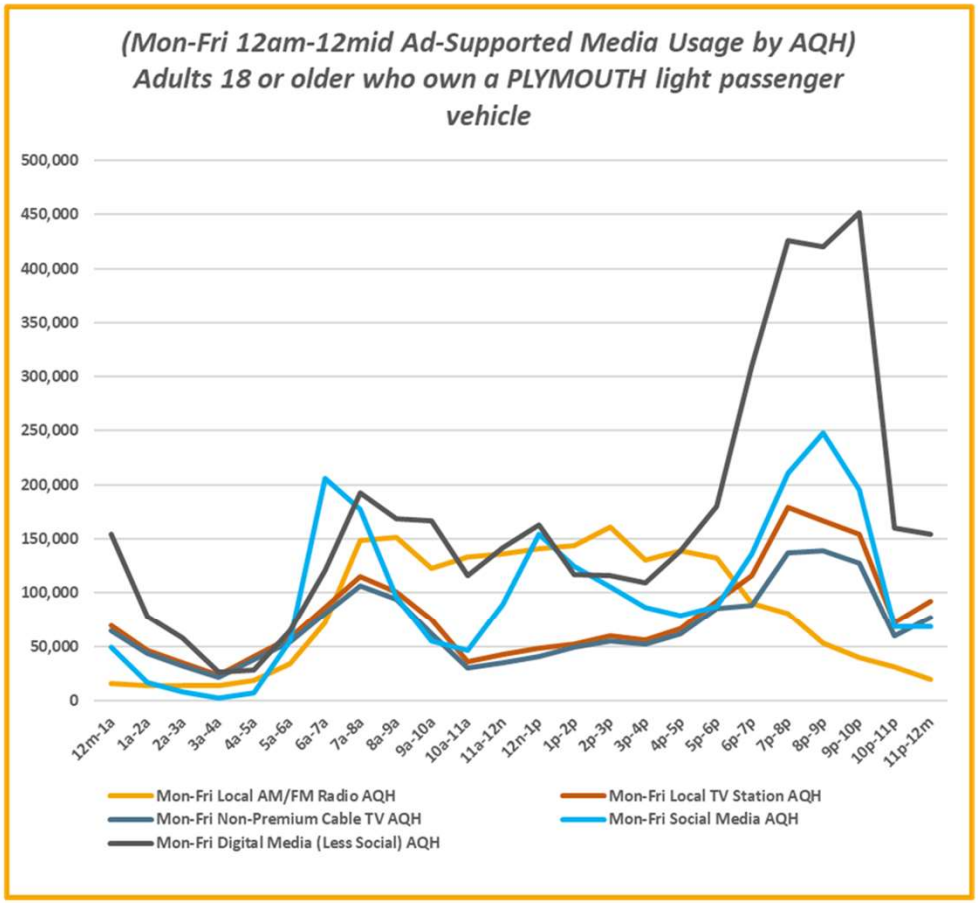
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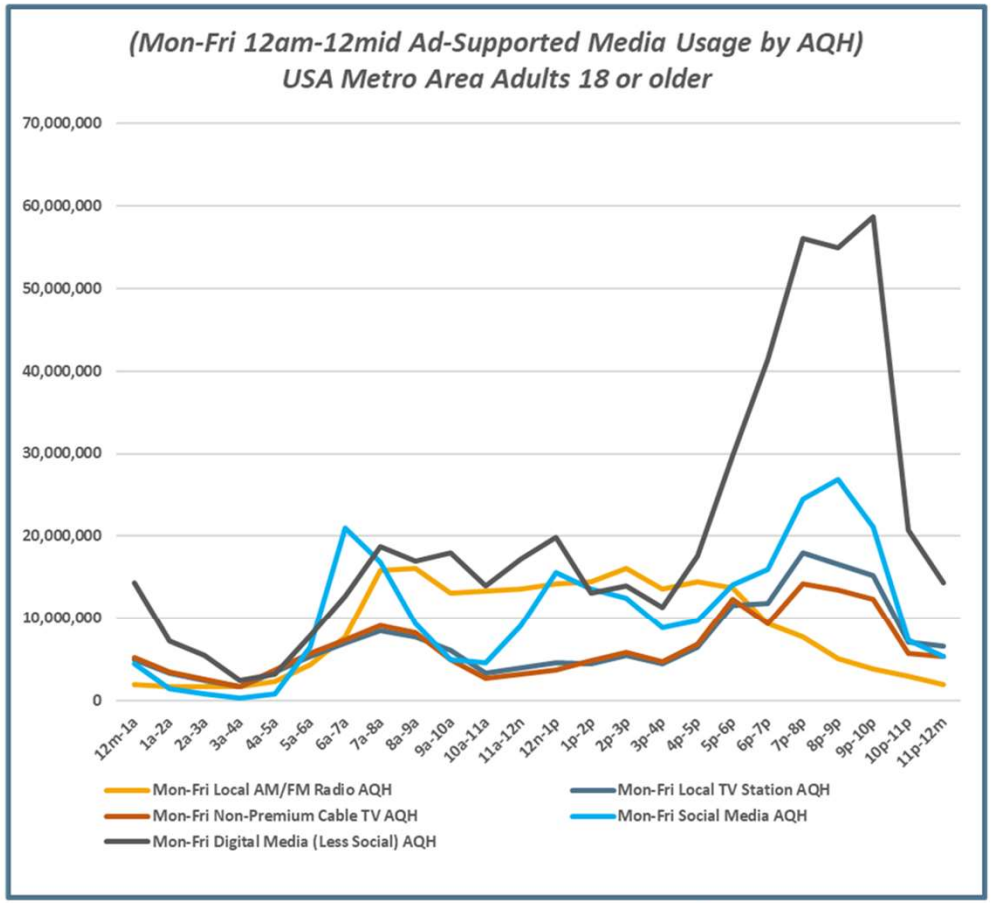
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Make of any vehicle (HHLD): OLDSMOBILE



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 156,885; Local Radio: 130,984; Social Media: 111,023; Local TV: 72,694; Non-Prem. Cable: 64,714 reaching Adults 18 or older who own a PLYMOUTH light passenger vehicle.





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

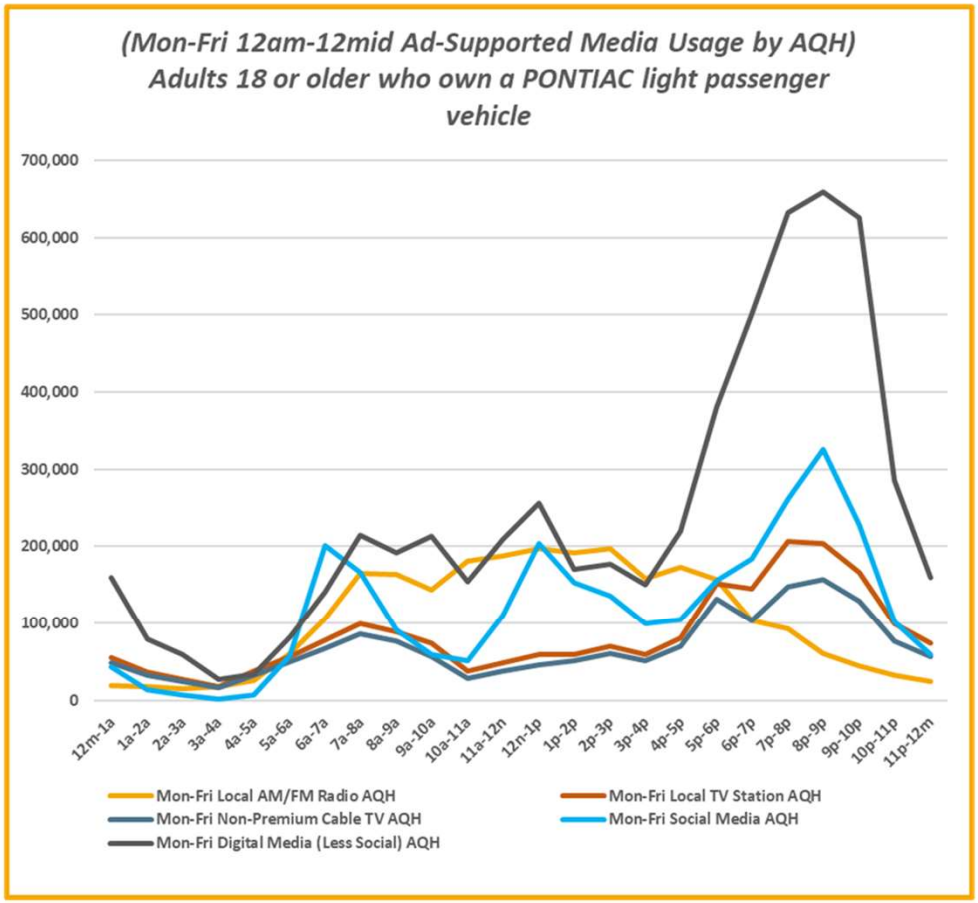
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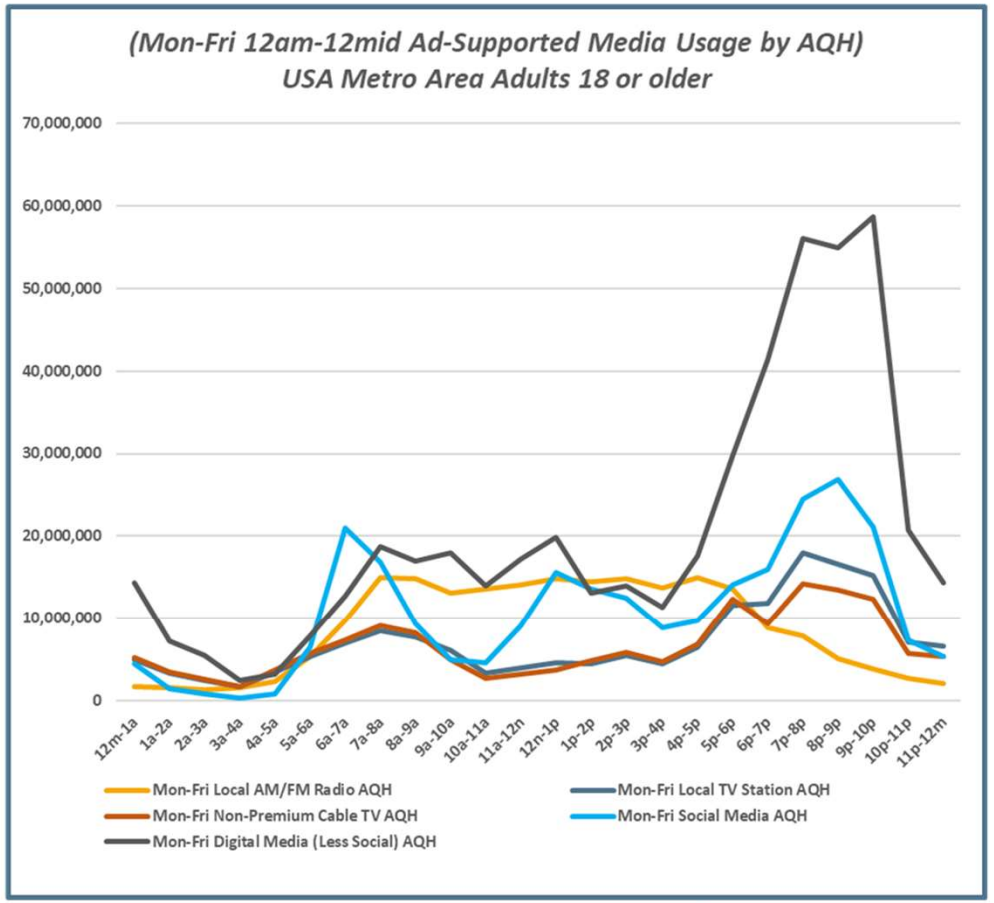
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Make of any vehicle (HHLD): PLYMOUTH



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 229,279; Local Radio: 163,618; Social Media: 131,986; Local TV: 81,096; Non-Prem. Cable: 67,086 reaching Adults 18 or older who own a PONTIAC light passenger vehicle.





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

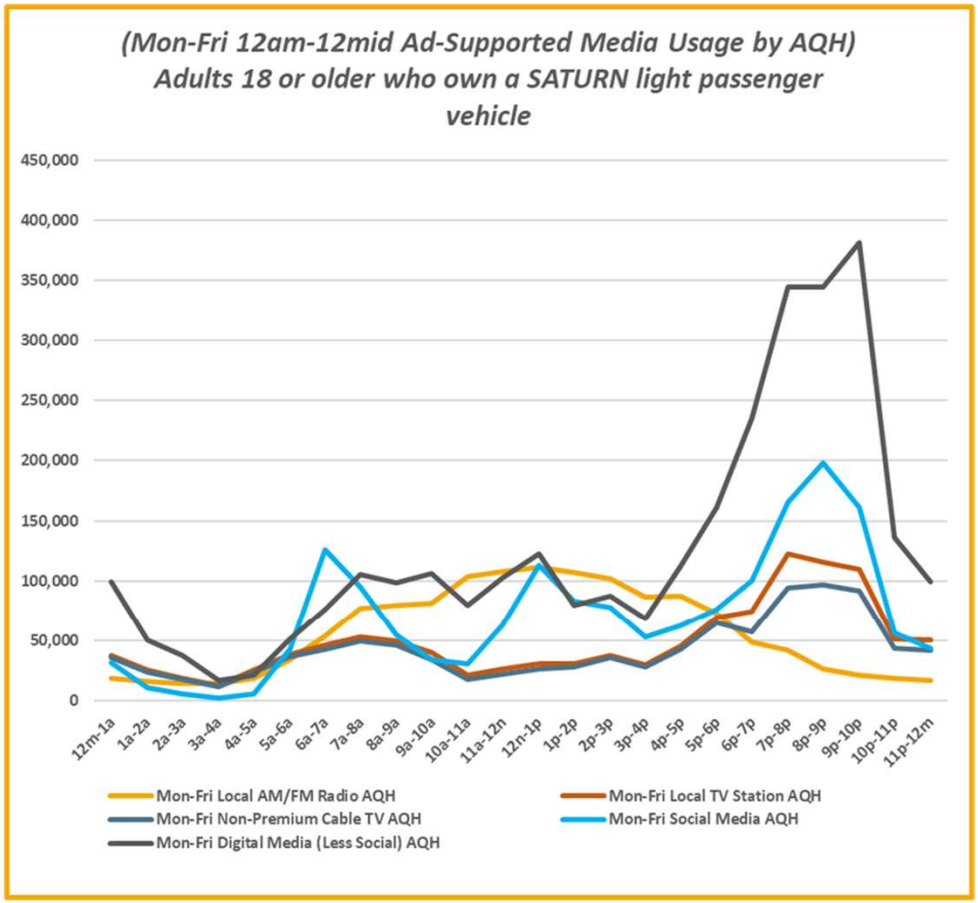
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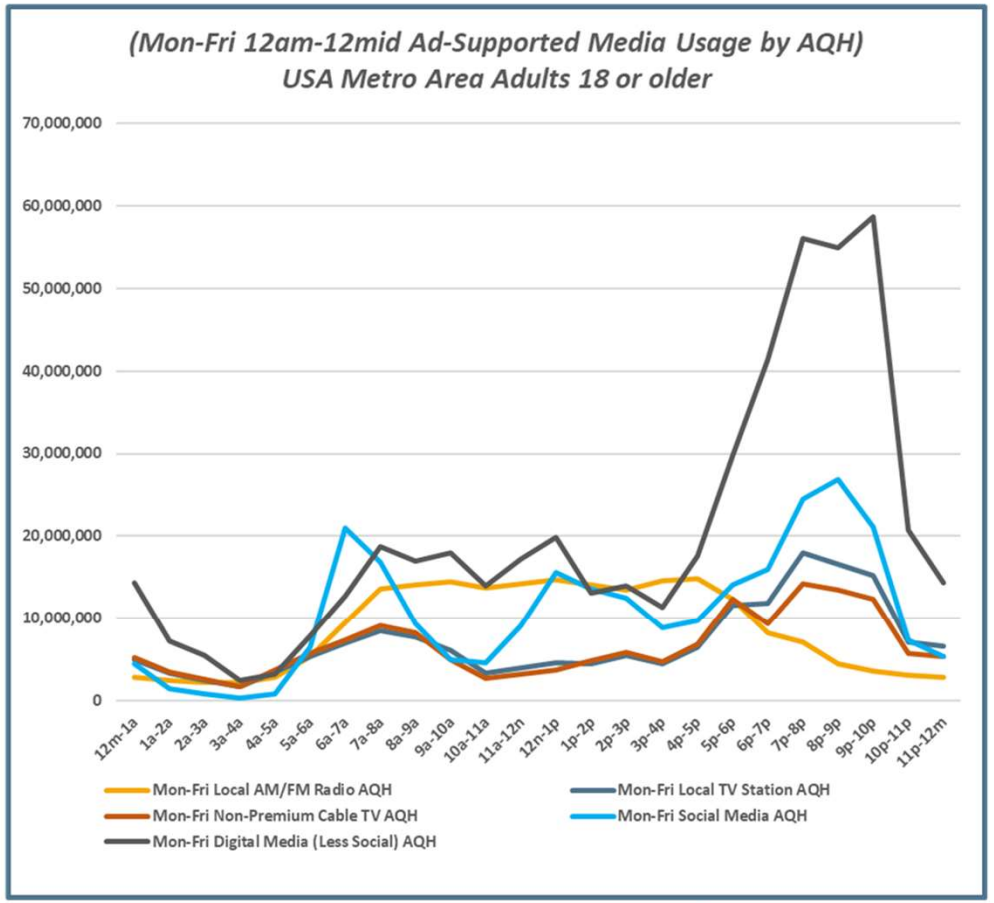
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Make of any vehicle (HHLD): PONTIAC



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 110,244; Local Radio: 85,979; Social Media: 74,358; Local TV: 42,450; Non-Prem. Cable: 37,916 reaching Adults 18 or older who own a SATURN light passenger vehicle.





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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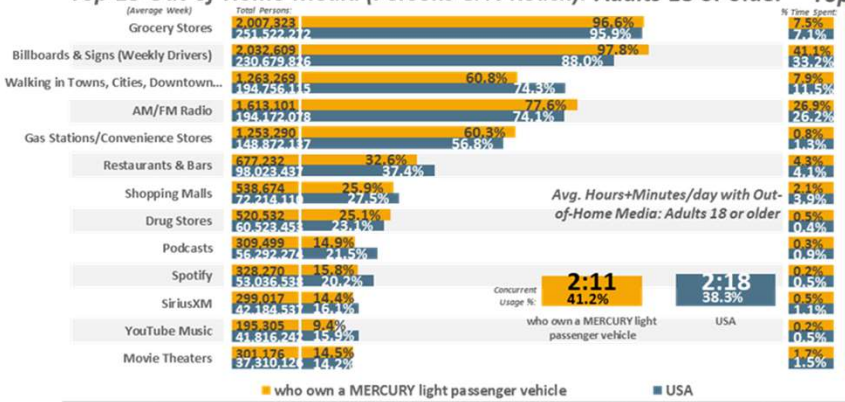
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Make of any vehicle (HHLD): SATURN

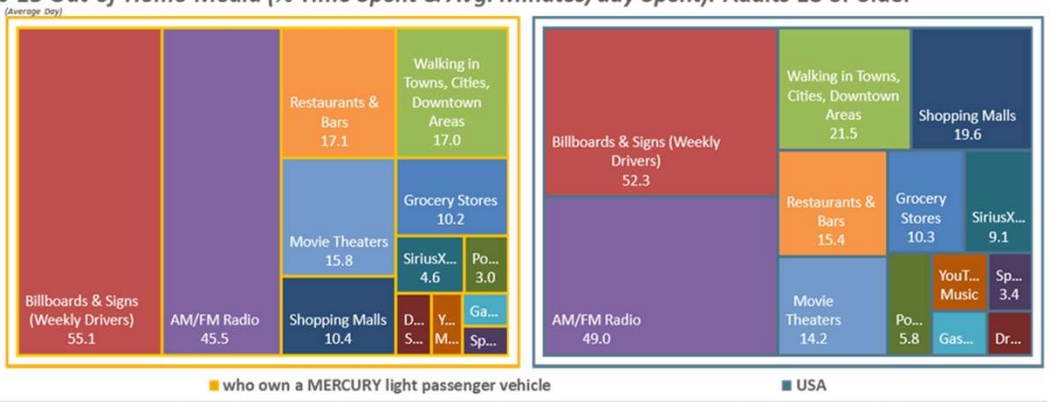


2,032,609 or 97.8% of Adults 18 or older who own a MERCURY light passenger vehicle spend an average of 55.1 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/day.

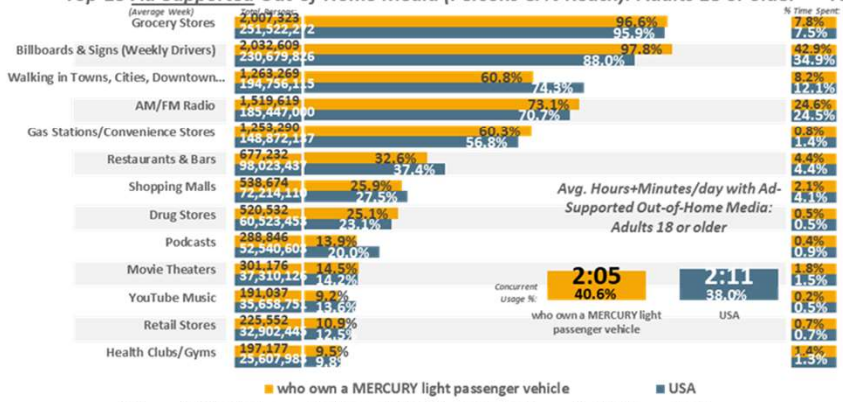
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



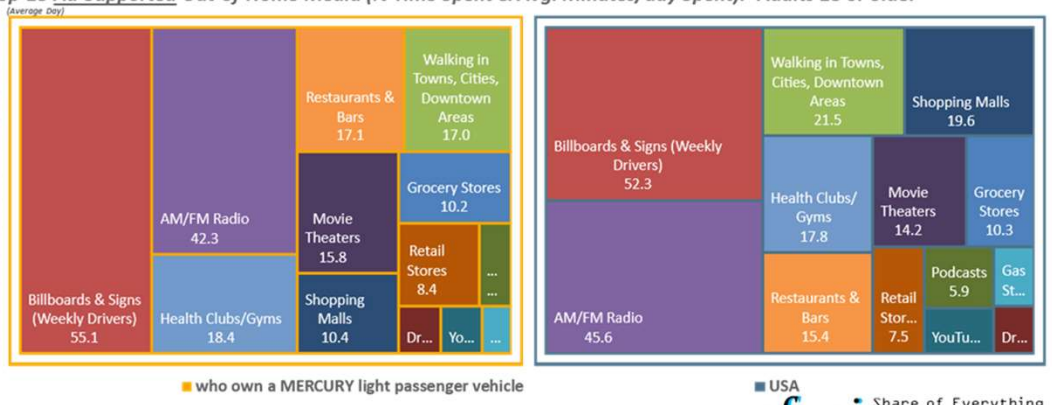
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

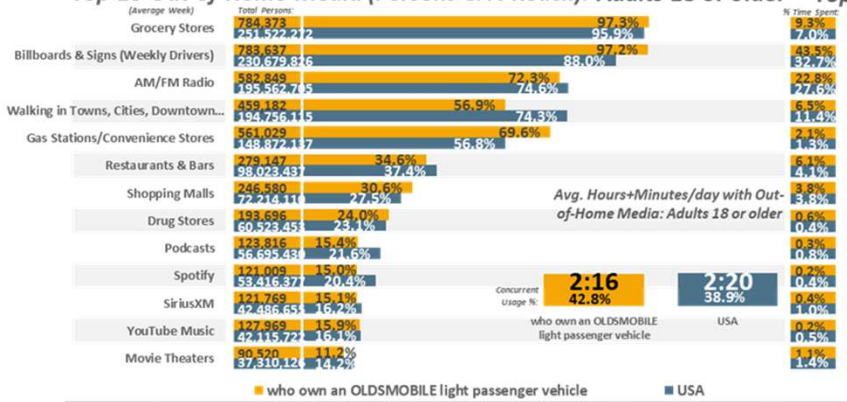
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Make of any vehicle (HHLD): MERCURY

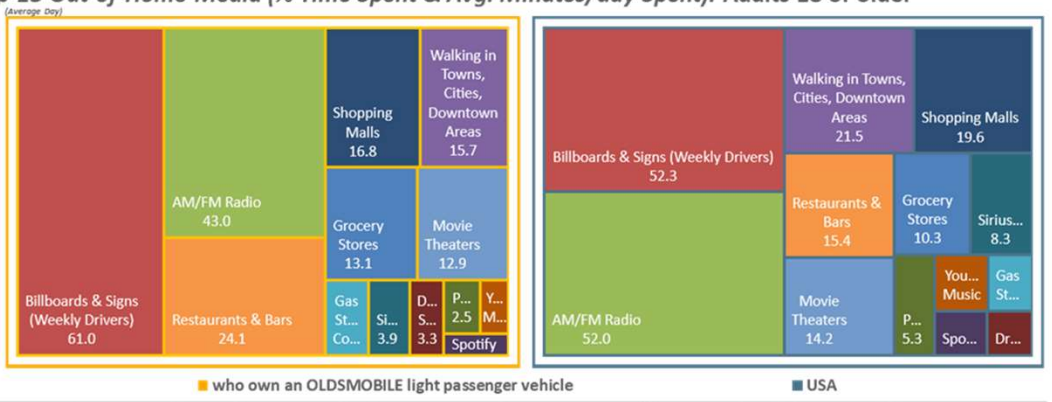


783,637 or 97.2% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle spend an average of 61. minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

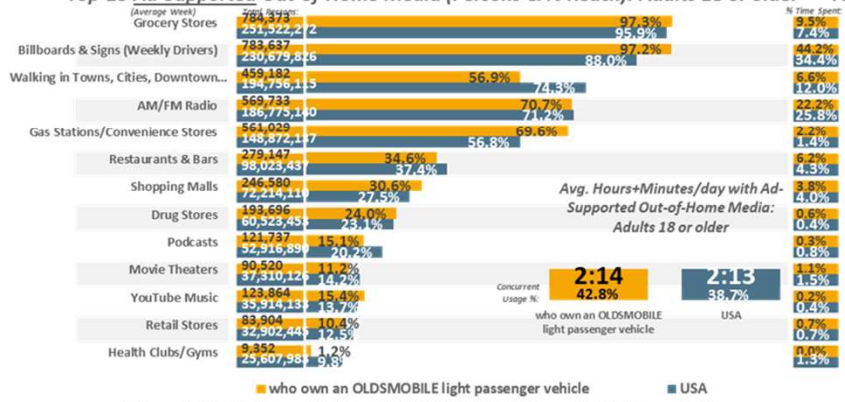
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



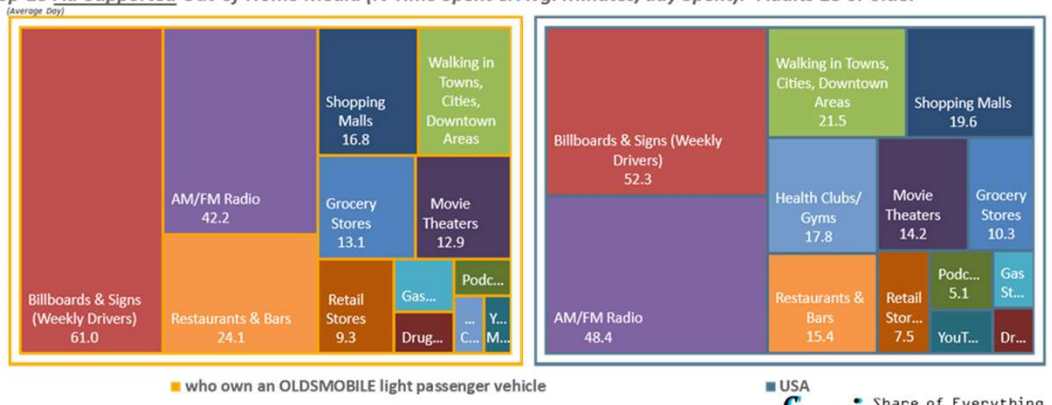
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,139

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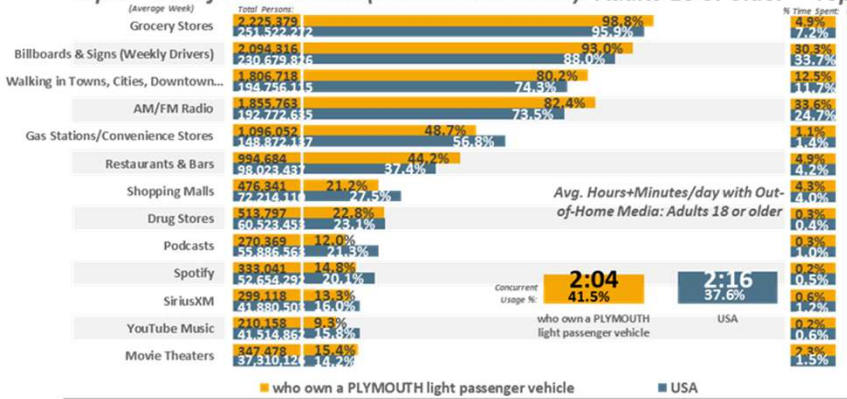
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Make of any vehicle (HHLD): OLDSMOBILE

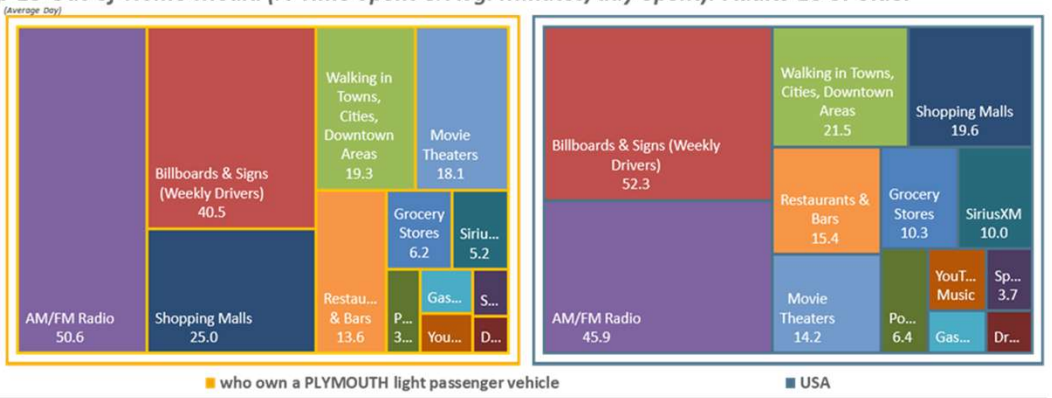


2,094,316 or 93.% of Adults 18 or older who own a PLYMOUTH light passenger vehicle spend an average of 40.5 minutes per day driving, seeing Billboards and Signs. 79.% Listen to Local Radio Stations Out-of-Home for an average of 48.3 minutes/day.

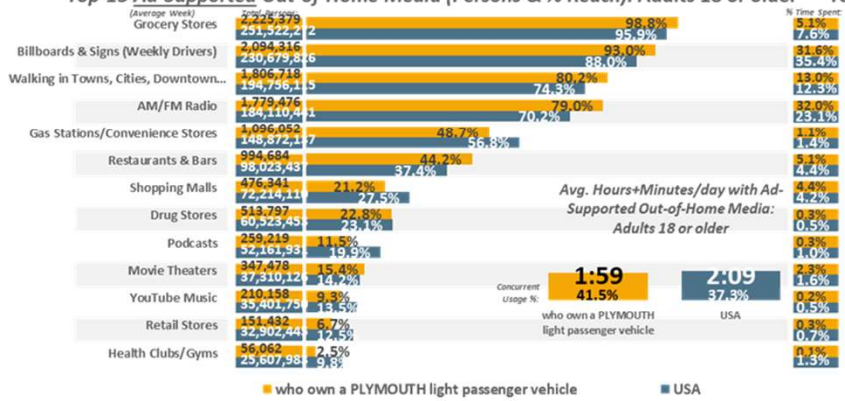
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



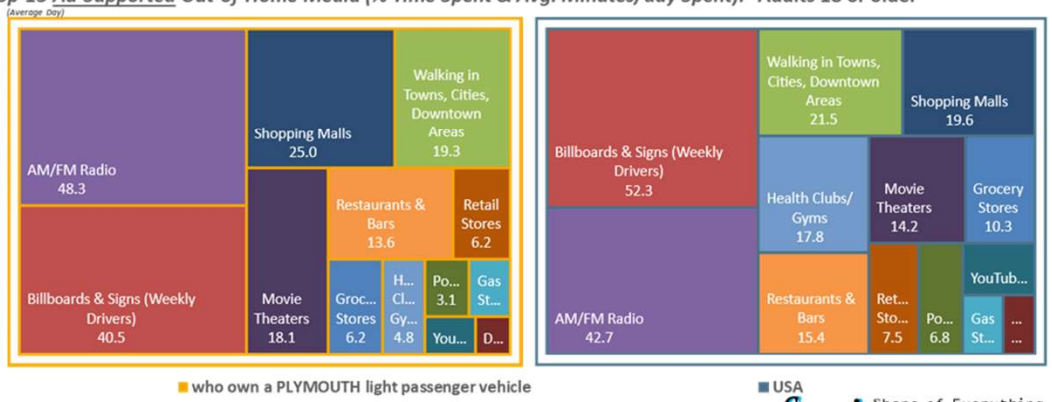
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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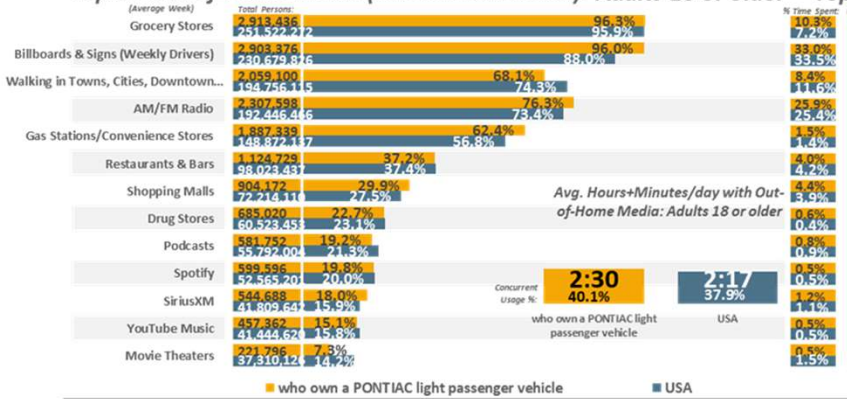
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Make of any vehicle (HHLD): PLYMOUTH

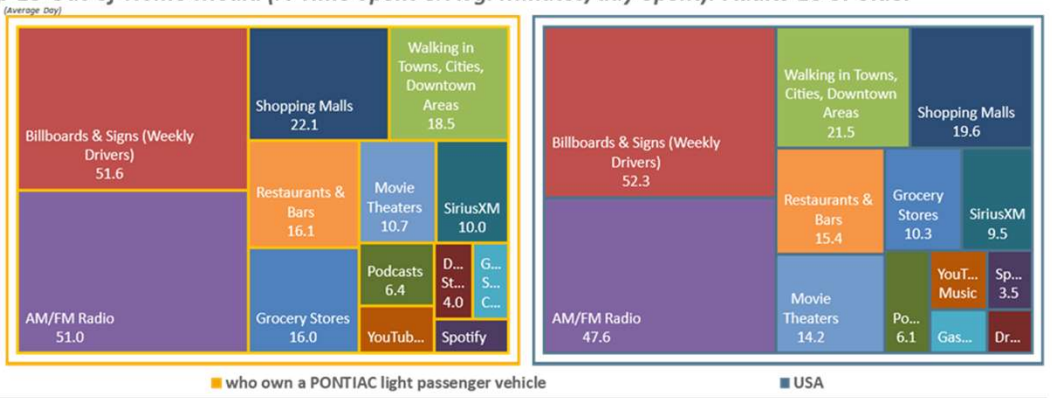


2,903,376 or 96.% of Adults 18 or older who own a PONTIAC light passenger vehicle spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 49.3 minutes/day.

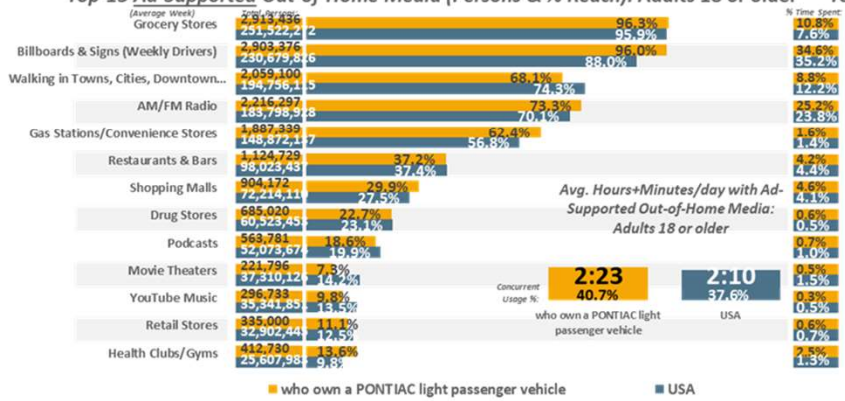
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



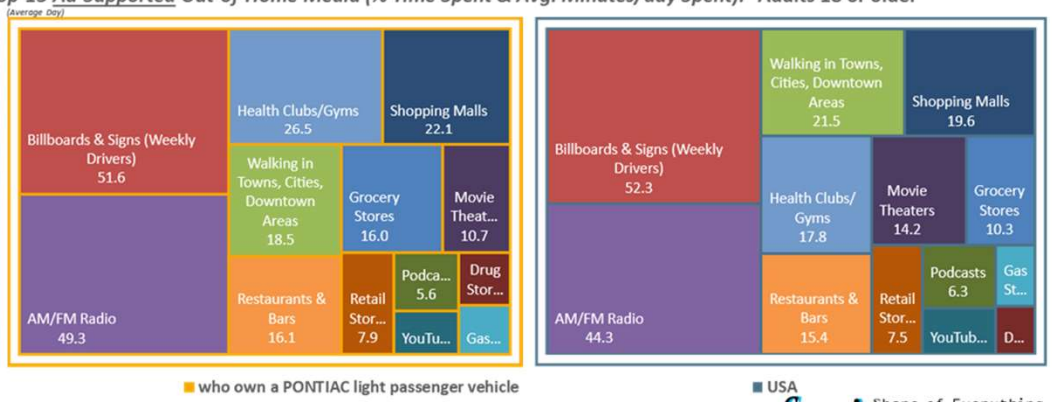
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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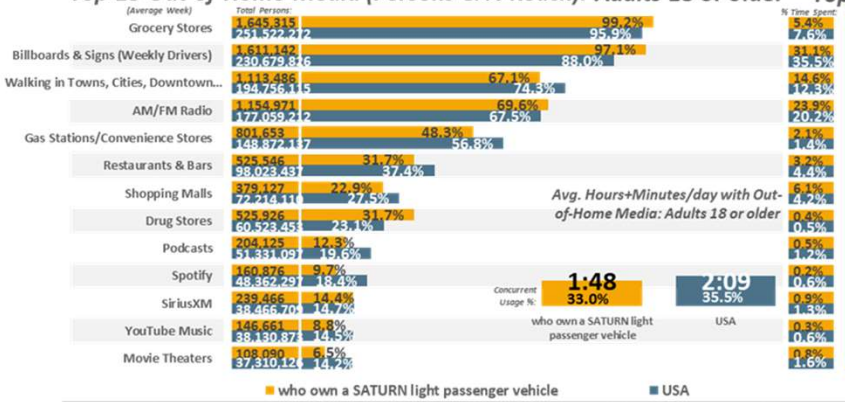
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Make of any vehicle (HHLD): PONTIAC

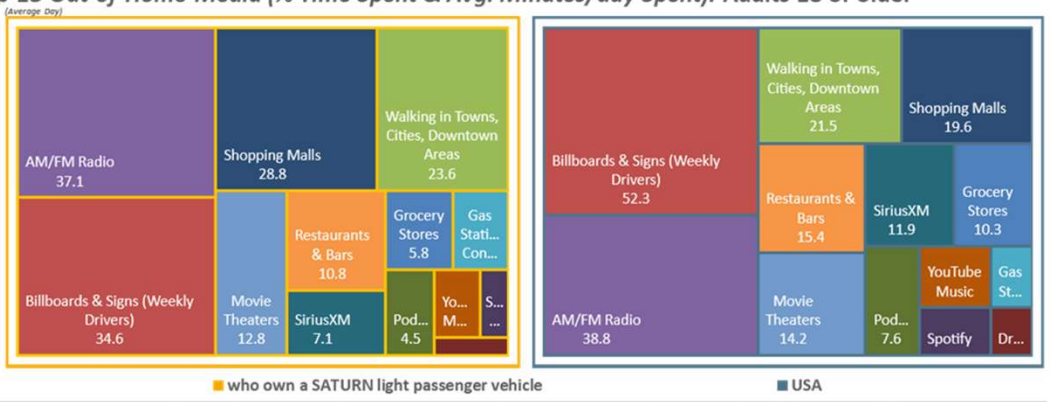


1,611,142 or 97.1% of Adults 18 or older who own a SATURN light passenger vehicle spend an average of 34.6 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 36. minutes/day.

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

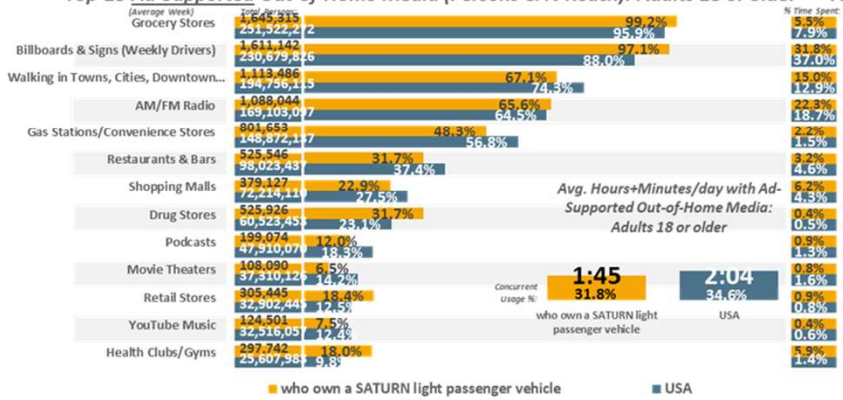


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

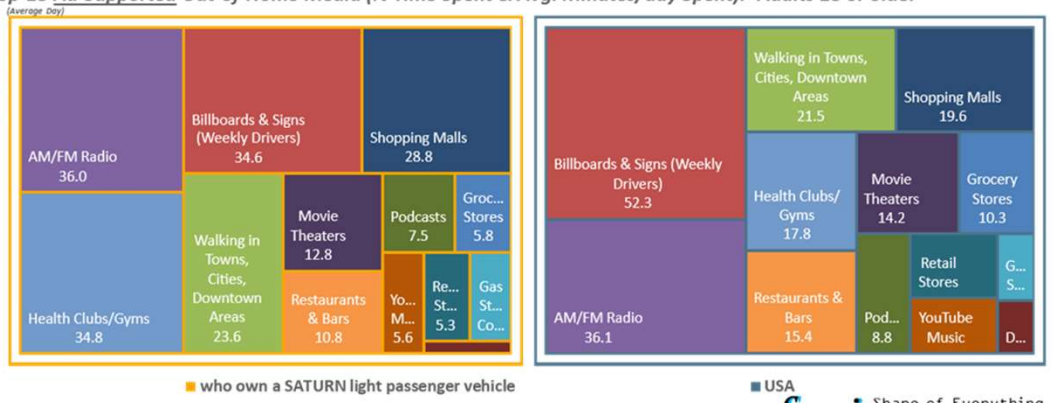


■ who own a SATURN light passenger vehicle ■ USA

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



■ who own a SATURN light passenger vehicle ■ USA

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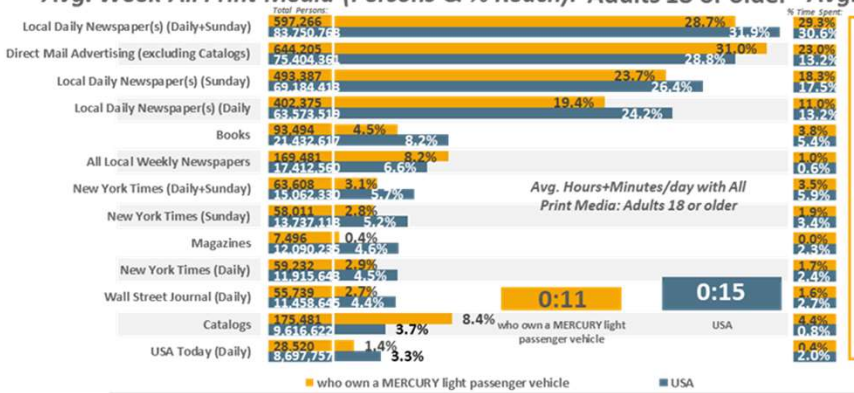
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Make of any vehicle (HHLD): SATURN

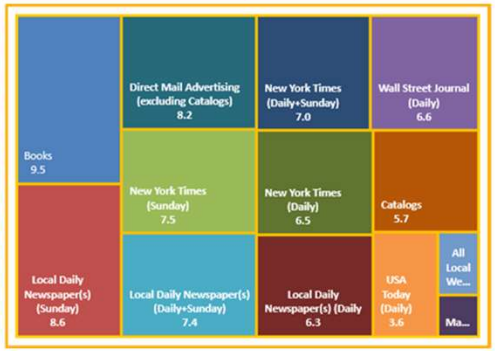


597,266 or 28.7% of Adults 18 or older who own a MERCURY light passenger vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

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

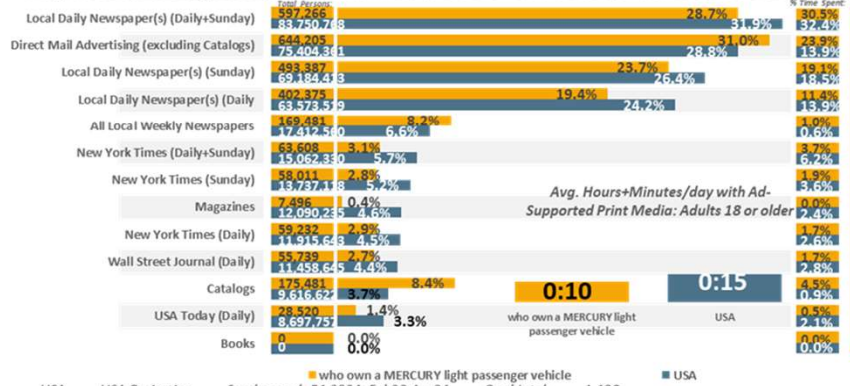


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

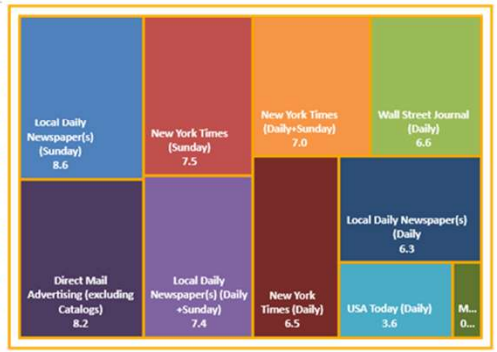


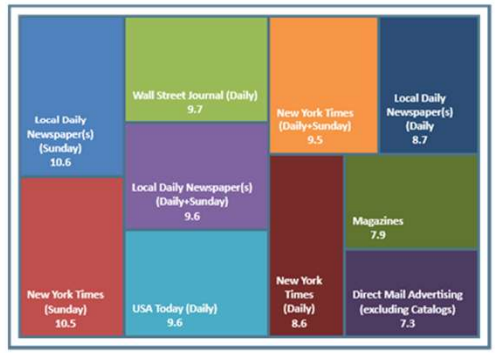


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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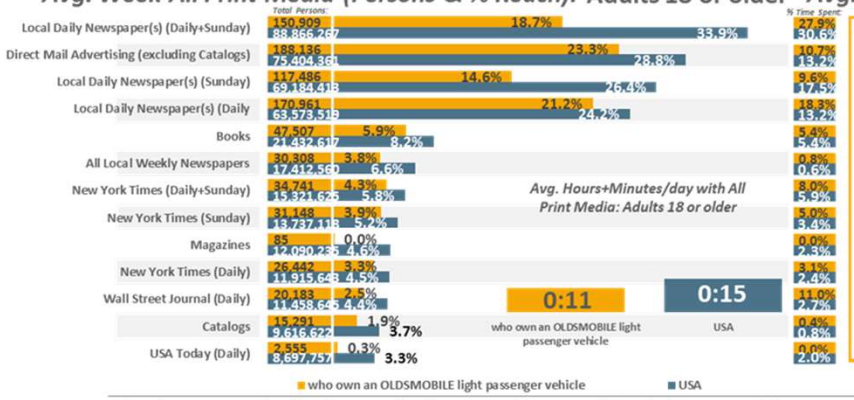
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Make of any vehicle (HHLD): MERCURY

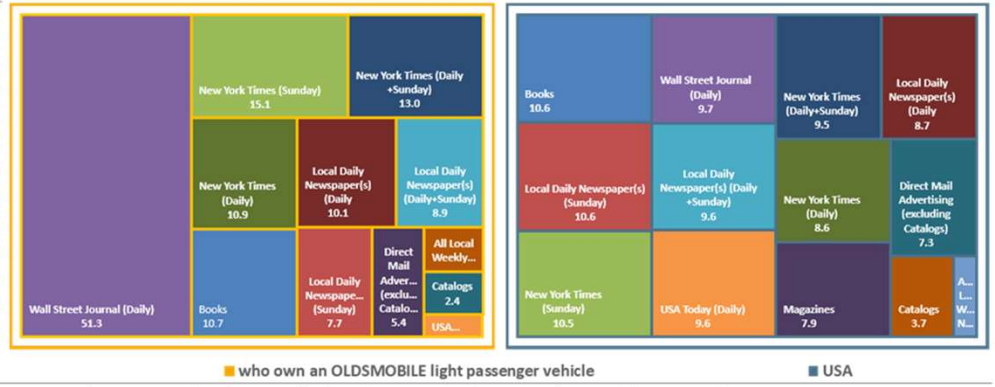


150,909 or 18.7% of Adults 18 or older who own an OLDSMOBILE light passenger vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

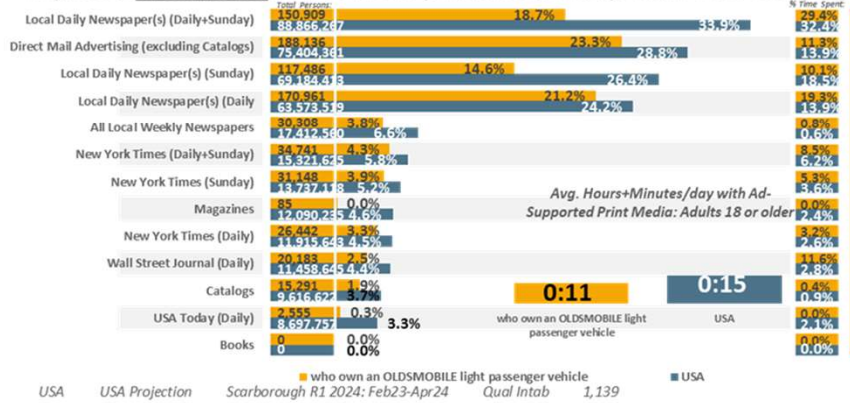
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



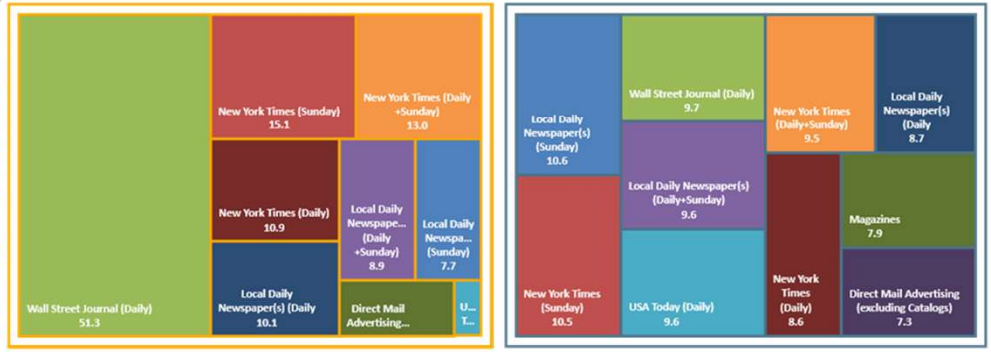
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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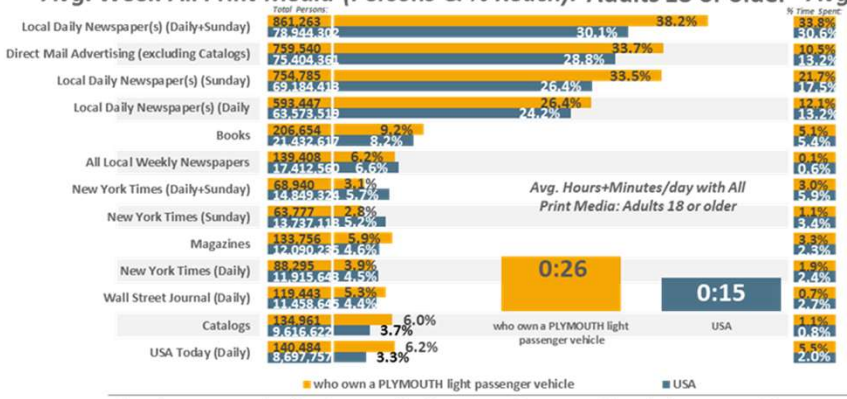
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Make of any vehicle (HHLD): OLDSMOBILE

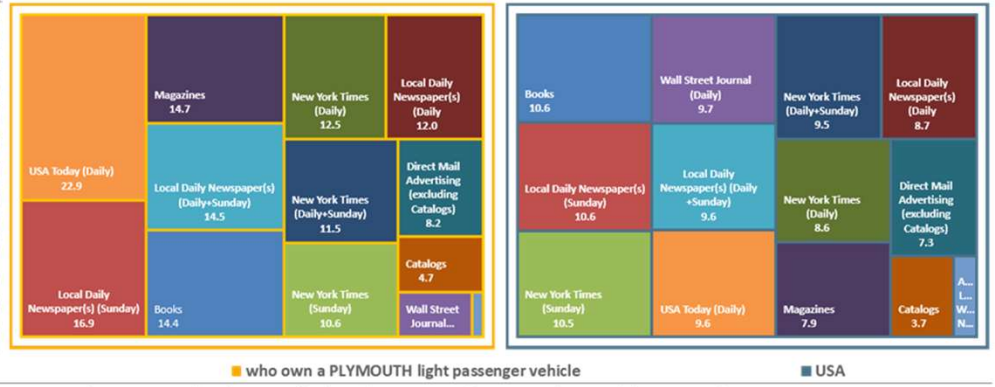


861,263 or 38.2% of Adults 18 or older who own a PLYMOUTH light passenger vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.5 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

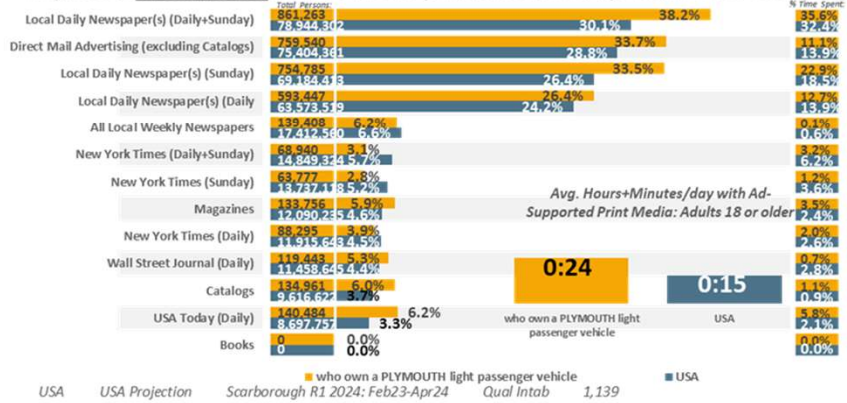
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



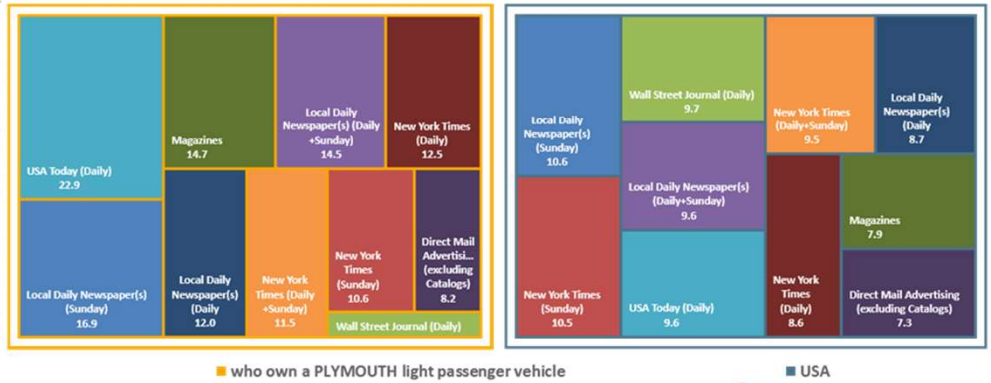
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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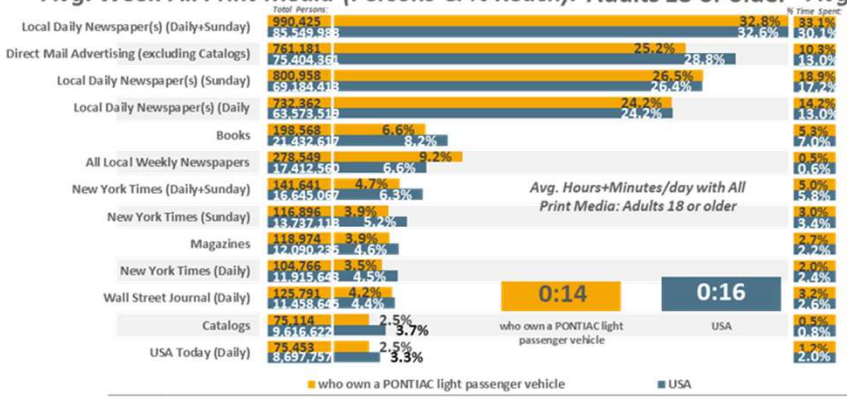
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Make of any vehicle (HHLD): PLYMOUTH

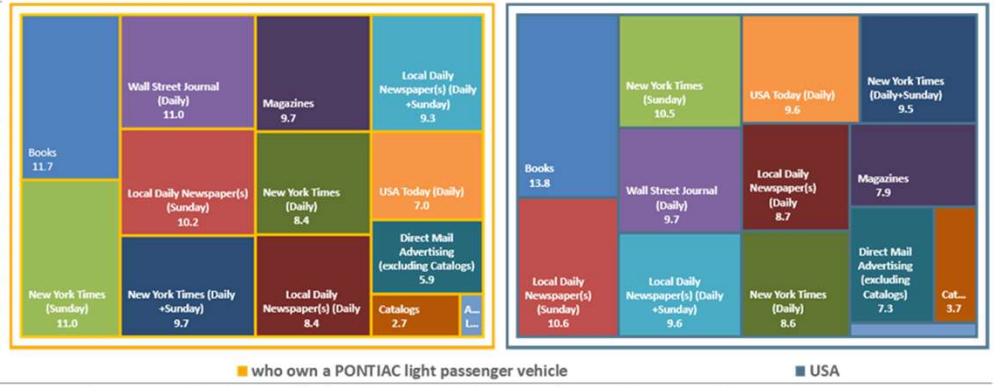


990,425 or 32.8% of Adults 18 or older who own a PONTIAC light passenger vehicle read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

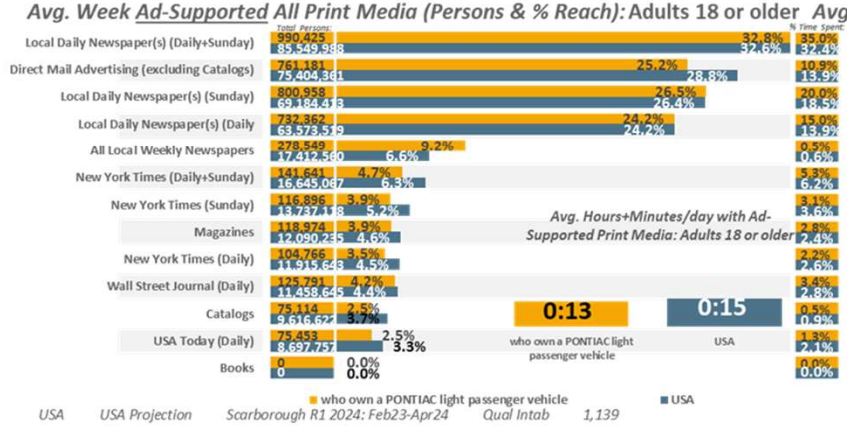
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



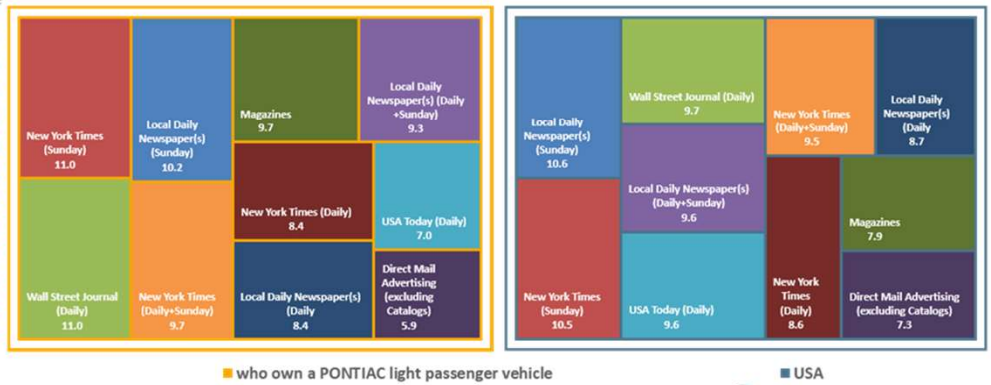
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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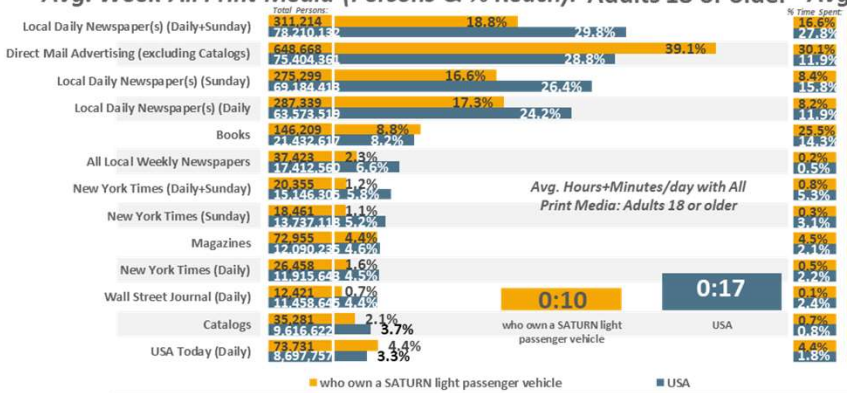
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Make of any vehicle (HHLD): PONTIAC



648,668 or 39.1% of Adults 18 or older who own a SATURN light passenger vehicle read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 40.4% of all time spent daily with All forms of Print Media.

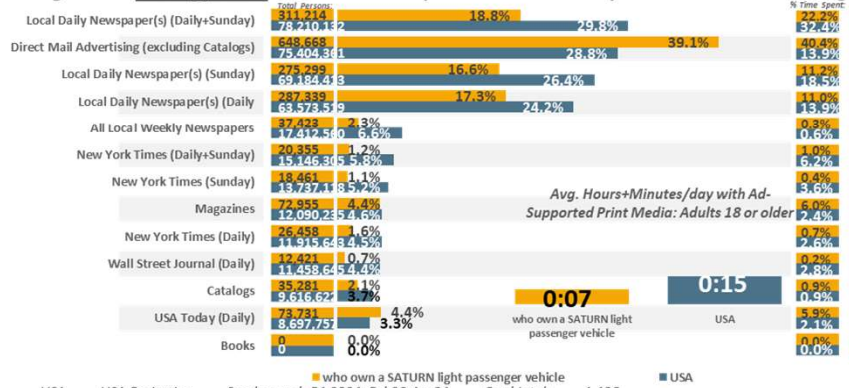
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



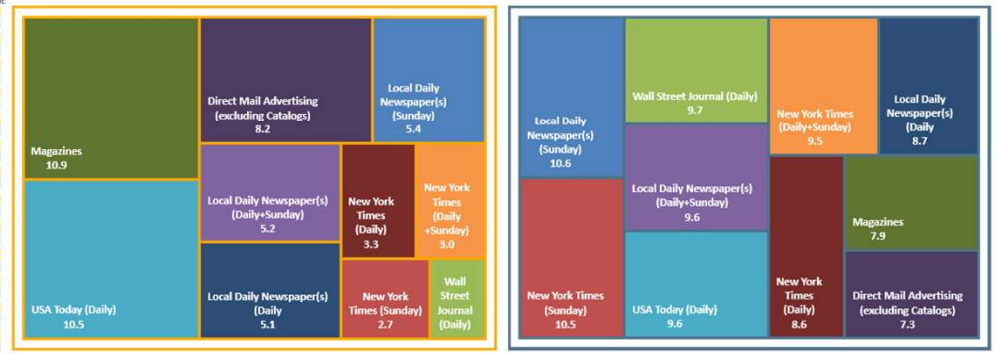
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Make of any vehicle (HHLD): SATURN